

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: March 23, 2026

FROM: Donquetta M. Singleton, AICP, Assistant Town Planner

SUBJECT: Preliminary Site Plan for Price Farm Planned Development, Area 2a, Parcel 1
McDonalds, Case #243874

INTRODUCTION:

Permit Solutions (Lynsey Jordan), on behalf of McDonald's, requests approval of a Preliminary Site Plan (see Exhibit 3). The subject property is owned and managed by CCCMP Holdings / Jim Wilson & Associates. The site is located on the east side of South Houston Levee Road, south of East Shelby Drive (see Exhibit 1). The property is zoned R-1: Low Density Residential and lies within the Price Farm Planned Development (PD).

BACKGROUND:

The property is within Area 2A of the Price Farm PD. Within Area 2A, the Outline Plan designates the area as "Village Core South". The Outline Plan allows for any use permitted in the SCC: Shopping Center Commercial zoning district within Area 2A and a drive-through restaurant is allowed (by right) within the SCC zoning district. The applicant applied for a Board of Zoning Appeals (BZA) Variance to exceed the maximum parking limit on April 25, 2025; but the request was denied by the BZA, citing no physical hardship. The property owner applied for a Zoning Text Amendment (Ordinance 2025-12) to amend the parking requirements for restaurants to establish a different formula for the maximum limit; however, the Board of Mayor and Aldermen (BMA) denied the ordinance on the First Reading on October 27, 2025. The Planning Commission (PC) and Design Review Commission (DRC) recommended approval of the Preliminary Site Plan on March 5th and March 12th.

DISCUSSION:

1. Site Overview & Design (see Exhibits 3 & 9)

Area 2A of the Price Farm Planned Development (PD) is a 26.82-acre tract known as Carriage Crossing Market Place, intended to extend retail activity north of Area 2. Outparcels along East Shelby Drive are planned for professional office or restaurant uses.

The building is oriented to maximize street frontage, reduce menu board visibility, and comply with the Price Farm PD Outline Plan and Design Guidelines. Brick is the primary exterior material on all elevations, with EIFS, smooth metal panels, and metal siding used as secondary materials. Citadel ACM wall panels and the 7-inch Reveal Metal Wall Panel System require case-by-case approval per the Zoning Ordinance; additional information regarding metal thickness is required. Architectural features include metal canopies, accent lighting, and a dark bronze storefront system.

2. Unified Development (see Exhibit 7)

Carriage Crossing Market Place is proposed as a Unified Development, allowing multiple lots to be developed under a single site plan. Bulk requirements—including buffers, open space, setbacks, building height, lot size, and floor area ratio—are calculated based on the perimeter of the unified development.

Two Final Subdivision Plats are currently under administrative review: one creating the 1.70-acre restaurant lot and another amending the existing plat to identify the site as a Unified Development.

3. Landscape & Lighting (see Exhibit 8)

The landscape plan meets the Town's Design Guidelines with the conditions of approval. No existing trees will be removed on the proposed lot. Existing street trees along South Houston Levee Road and East Shelby Drive are located on a separate lot and will not be maintained by the applicant.

The plan meets the minimum requirement of 34 trees and includes 37% foundational plantings along the west elevation. A photometric plan and lighting cut sheets will be provided with the Final Site Plan.

4. Traffic & Parking (see Exhibits 4 & 5)

The proposed drive-through restaurant is not expected to adversely impact the roadway network. Access will include one driveway on East Shelby Drive and a shared driveway with a future development to the east. The Right-In/Right-Out driveway requires Tennessee Department of Transportation approval, and westbound movements are restricted by the existing median.

No direct access is proposed to South Houston Levee Road; however, internal drive aisles provide connectivity. The development is projected to generate approximately 115 AM, 144 mid-day, and 85 PM peak-hour trips. Thirty-eight parking spaces are proposed, including eight curbside/mobile order spaces.

5. Stormwater & Utilities

On-site stormwater detention is not required. Existing drainage flows south to north to a stormwater structure in the northeast corner, and post-development runoff will be conveyed to the same structure through new inlets and piping. The Public Utilities Department confirmed adequate water and sewer capacity.

STAFF RECOMENDATION:

Staff recommends approval of the Preliminary Site Plan, subject to the conditions of approval, as the proposal is consistent with the Zoning Regulations and the Price Farm Planned Development.

ATTACHMENTS:

[Exhibit 1 Vicinity Map & Contact Information 2.17.26.pdf](#)

[Exhibit 2 PC & DRC Conditions of Approval 3.12.26.pdf](#)

[Exhibit 3 Cover Letter 1.26.26.pdf](#)

[Exhibit 4 Traffic Impact Study 9.5.25.pdf](#)

[Exhibit 5 Response to Traffic Impact Analysis Comments 1.16.25.pdf](#)

[Exhibit 6 Drainage Narrative 9.26.25.pdf](#)

[Exhibit 7 Unified Development Final Subdivision Plat 2.12.26.pdf](#)

[Exhibit 8 Color Plans 1.27.26.pdf](#)

[Exhibit 9 Preliminary Site Plan 1.27.26.pdf](#)

PROPOSED MOTION:

To approve a Preliminary Site Plan for a 4,300 square-foot restaurant on the southeast corner of S. Houston Levee Road and E. Shelby Drive, subject to the Planning Commission and Design Review Commission conditions in Exhibit 2.

Board Action: Motion By _____ Seconded By _____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						