

# 1743-SUP

**PUBLIC HEARING** Case 1743-SUP/Pho Bowl. Public hearing, discussion, and take action on a recommendation regarding an ordinance changing the zoning on property located at 5290 Belt Line Road, Suite 114, which property is currently zoned LR, Local Retail, by approving a new Special Use Permit for a restaurant and a new Special Use Permit for the sale of alcoholic beverages for on-premises consumption only.

## LOCATION MAP





July 15, 2016

## STAFF REPORT

RE: Case 1743-SUP/Pho Bowl

LOCATION: 5290 Belt Line Road Suite 114

REQUEST: Approval of a new Special Use Permit for a restaurant and a new Special Use Permit for the sale of alcoholic beverages for on-premises consumption only

APPLICANT: Pho Bowl represented by Salina Pham

DISCUSSION:

Background: This leased space is part of the Prestonwood Place retail center at the corner of Belt Line Road and Montfort Drive, and is zoned Local Retail. This suite first received SUP approval in 1996 for a restaurant named Mattito's Café Mexicano. Most recently, this space was occupied by India West, which closed about a year ago. The previous tenant occupied approximately 5,825 square feet, including a small patio. The property owner is subdividing the large existing space into two restaurant spaces. The adjacent space has been occupied by Gyu-Kaku, which the Commission and Council recently approved.

Proposed Plan: The tenant for the second space is proposed to be Pho Bowl (pronounced "fuh" bowl). This is a Vietnamese fusion concept with another location in Deep Ellum. Pho is a type of Vietnamese noodle soup. The menu will also feature other Asian inspired dishes.

Pho Bowl will occupy 2,400 square feet of interior space and a 144 square foot patio with total seating for 78.

Facades: The applicant is proposing to adjust the front façade slightly to relocate the entryway and add a patio, but will use stucco to be consistent with the look of the rest of the center.

Parking: The restaurant is mostly utilizing space from a previous restaurant tenant. They are proposing to adjust the front wall slightly and add a small patio. This increases the restaurant square footage by 144 square feet. This necessitates 2 additional parking spaces, which can be accommodated within the center.

Landscaping: The Parks Department will assess the condition of the landscaping during the construction process. Any deficiencies will need to be corrected prior to the issuance of a certificate of occupancy.

**RECOMMENDATION: APPROVAL WITH CONDITION**

Pho Bowl appears to be a quality restaurant and is a new concept to Addison. This should be a good fit for the center. Staff recommends approval subject to the following condition:

- The applicant shall not use any terms or graphic depictions that relate to alcoholic beverages in any exterior signage.

## Land Use Analysis

### Attributes of Success Matrix

Pho Bowl, 5290 Belt Line Road, Suite 114

1743-SUP

Attribute	Comment	Score
Competitive	This is a competitive corner and this concept has a successful tract record.	
Safe	This development is safe.	
Functional	The floor plan is a good design and appears functional.	
Visually Appealing	The front façade is being altered slightly, but will be consistent with the rest of the center.	
Supported with Amenities	The site is a good location for restaurants, retail, and other support services.	
Environmentally Responsible	Reoccupying a vacant space is an environmentally responsible development pattern.	
Walkable	The sidewalks adjacent to this property are narrow and immediately back of curb with no good connections through the parking lot.	
<b>Overall Assessment</b>	<b>This new concept will be a positive addition to the Town.</b>	



Case 1743-SUP/Pho Bowl  
July 19, 2016

**COMMISSION FINDINGS:**

The Addison Planning and Zoning Commission, meeting in regular session on July 19, 2016, voted to recommend approval of ordinance changing the zoning on property located at 5290 Belt Line Road Suite 114 by approving a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption, subject to the following condition:

- The applicant shall not use any terms or graphic depictions relating to alcoholic beverages in exterior signage.

Voting Aye: Griggs, Morgan, Robbins, Robinson, Schaeffer, Smith  
Voting Nay: none  
Absent: Ennis

**SPEAKERS AT THE PUBLIC HEARING:**

For: none  
On: none  
Against: none