

## Brandon Opiela

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**To:** Paris Rutherford  
**Subject:** RE: Proposed Zoning Ordinance and Comprehensive Plan Amendments Available Online for Review

**From:** Paris Rutherford  
**Sent:** Tuesday, March 31, 2015 9:08 PM  
**To:** Brandon Opiela  
**Subject:** Re: Proposed Zoning Ordinance and Comprehensive Plan Amendments Available Online for Review

Hi Brandon,

Thanks for sending this over. I scanned through several sections, and looked at the multi family section. My general comment is I see the City proposes to allow mixed-use buildings outside of multifamily 10% limit but only if there is retail at the base of these buildings. My comment is this should be defined with more precision. Does this mean the entire footprint of the building should be retail. If so, that would be a mistake as it would likely lead to vacant retail space and/or retail in the wrong location. Such failure will hurt the McKinney market from a financial underwriting perspective. Rather, I would recommend defining where such ground level use should occur (which streets, etc), and also define the specific frontage of buildings that should have this. For instance, if a building fronts a road that can accommodate retail, the rear portion of the building should be able to be straight residential, or home-office. Forcing it to retail would create the situation I mention above.

I hope this helps.

Paris

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Paris Rutherford, Principal  
**CATALYST | Development**

[www.catalysturban.com](http://www.catalysturban.com)

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On Tue, Mar 31, 2015 at 4:16 PM, Brandon Opiela <[bopiela@mckinneytexas.org](mailto:bopiela@mckinneytexas.org)> wrote:

Members of McKinney's Development Community-

As most of you are aware, the REC - Regional Employment Center was originally adopted by the City Council in 2001 and hasn't been significantly amended since March of 2003. Encompassing approximately 4,500 acres in the southwestern most portion of the City, the REC area is based on new-urbanist principles that encourage

urban, pedestrian-oriented, dense development patterns. Over the past 14 years, the REC has been successful in bringing high quality projects and developments to the city; however, the market has also responded that this urban style of development is not reasonable for tracts of this scope. Because of this fact, and because of changes in development trends, numerous rezoning requests have been requested and approved within the REC.

In May of 2014, amendments to the regulations of the REC were approved providing additional flexibility for both urban and suburban development styles, but a number of development issues still remain. In November of 2014, the City Council directed Staff to formally re-evaluate the City's REC - Regional Employment Center Overlay District. Over the past few months, City staff has worked closely with the City Council, Planning and Zoning Commission, and stakeholders within the REC to reevaluate the vision for future development within the REC area and look at possible amendments that can address the development issues within the REC.

At the March 16, 2015 Joint City Council and Planning and Zoning Commission meeting, City staff discussed a new approach for the REC including specific amendments to the Zoning Ordinance and Comprehensive Plan (Land Use, Transportation, Urban Design, and Multi-Family Policy) which have been provided on the City's website. City staff welcomes any feedback you may have regarding this new approach for the REC area and the draft amendments will be available for review online (link below) until April 17, 2015. Please forward feedback to me via email on or before April 20, 2015 so that we may consolidate any feedback received and make any necessary changes to the final drafts. Thanks in advance for your help!

[CLICK HERE TO VIEW THE PROPOSED AMENDMENTS](#)

**Brandon Opiela**

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