

AGENDA ITEM

TO: Planning and Zoning Commission

THROUGH: Brandon Opiela, Planning Manager

FROM: Eleana Galicia, Planner I

SUBJECT: Conduct a Public Hearing to Consider/Discuss/Act on a Façade Plan Appeal for Mercedes-Benz of McKinney, Located on the Southeast Corner of Bray Central Drive and U.S. Highway 75 (North Central Expressway)

APPROVAL PROCESS: The action of the Planning and Zoning Commission for the proposed Facade Plan Appeal may be appealed by the applicant to the City Council.

STAFF RECOMMENDATION: Staff recommends approval of the proposed architectural elevations.

APPLICATION SUBMITTAL DATE: June 8, 2015 (Original Application)
June 11, 2015 (Revised Submittal)
June 12, 2015 (Revised Submittal)

ITEM SUMMARY: The applicant is requesting approval of a Facade Plan Appeal for a 61,640 square foot automobile sales facility (Mercedes-Benz of McKinney) on approximately 11.28 acres. The Façade Plan Appeal is being requested because the proposed architectural elevations do not meet the minimum required 50 percent masonry per elevation. The applicant has indicated that the proposed elevations feature glass curtain wall systems and architectural metal façade materials that maximize natural sunlight and aesthetic intrigue through the use of contemporary materials.

An associated site plan for Mercedes-Benz of McKinney (15-123SP) was recommended for approval by the Planning and Zoning Commission on June 23, 2015, and forwarded to the City Council meeting on July 21, 2015 for final action.

Typically facade plans can be approved by Staff; however, the applicant is requesting approval of a facade plan appeal, which must be considered by the Planning and Zoning Commission. The facade plan appeal is detailed further below.

On June 23, 2015, the Planning and Zoning Commission voted to continue the public hearing and the item tabled to the July 14, 2015 Planning and Zoning Commission Meeting per the applicant's request.

COMPLIANCE WITH ARCHITECTURAL STANDARDS: The purpose of the architectural standards is to set minimum standards for the appearance of non-residential buildings and corresponding site elements, which are recognized as enhancing property values and are in the interest of the general welfare of the City of McKinney. The standards are intended to serve as a baseline for the minimum design expectations of the City. These standards are not intended to prohibit architectural innovation nor are they intended to mandate specific architectural styles and concepts. Rather, they are intended to provide for development of enduring quality that provides visual character and interest.

The proposed elevations do not feature the required minimum percentage of masonry (50%) per elevation and, as such, are not in compliance with the newly established architectural standards of the Zoning Ordinance (approved in March of 2015).

The Architectural Standards Ordinance requires the Director of Planning to forward any facade plan that does not conform to architectural standards to the Planning and Zoning Commission for consideration and action.

Facade plan appeals state that the Planning and Zoning Commission shall consider the following factors in determining the extent of any exception to be granted:

1. The extent to which the application meets other specific standards of this ordinance;
2. The extent to which the application meets the spirit and intent of this chapter through the use of building materials, colors, and façade design to create a building of exceptional quality and appearance;
3. The positive or negative impact of the proposed project on surrounding property use and property values, in comparison to the expected impact of a project which could be built in conformance with the standards of this ordinance;
4. The extent to which the proposed project accomplishes City goals as stated in the Comprehensive Plan or other approved documents; and
5. Convenience to the applicant and/or reasons related to economic hardship shall not be grounds for approval of an application.

Section 146-139 (Architectural and Site Standards) of the Zoning Ordinance states that for all non-residential uses in non-industrial districts, at least 50 percent of each elevation for building 3 stories or less shall be covered with a masonry finishing material. Acceptable primary masonry finishing materials are brick, stone, or synthetic stone, including, but not limited to, slate, flagstone, granite, limestone and marble. The applicant has provided at least 50 percent masonry finishing materials on the north (56 percent brick masonry), south (78 percent brick masonry), and east elevations (89

percent brick masonry). However, the applicant is proposing to use 77 percent secondary finishing material (glass curtain wall system and metal) and 28 percent of primary finishing masonry finishing materials (brick masonry) on the west elevation facing U.S. Highway 75 (Central Expressway) which does not comply with the minimum 50 percent masonry requirement. Staff believes the additional glass curtain wall system along the western facade provides for a modern feel in design and character and, as such, Staff has no objections to the request.

IMPACT ON EXISTING DEVELOPMENT: Staff believes the proposed design should have no negative impact on future and existing surrounding properties. Staff is of the opinion that the proposed architectural design of the building would complement the surrounding land uses with an innovative and attractive design.

FACADE PLAN APPEAL: The intent of the Architectural Standards Ordinance is to set standards for the appearance of non-residential and multiple family buildings and corresponding site elements, which are recognized as enhancing property values and are in the interest of the general welfare of the City. The glass curtain wall system that the applicant has proposed on the west elevation contributes to the modern aesthetic of the proposed Mercedes-Benz of McKinney and, as such, Staff has no objection to the request.

MISCELLANEOUS DISCUSSION: A Facade Plan appeal shall not be granted to serve as a convenience to the applicant or for reasons related to economic hardship. Staff believes that this is not the case with the proposed architectural design and Facade Plan Appeal.

OPPOSITION TO OR SUPPORT OF REQUEST: Staff has not received any comments either in opposition to or in support of this request.

ATTACHMENTS:

- 06.23.15 PZ Minutes
- Location Map and Aerial Exhibit
- Letter of Intent
- Proposed Façade Plans
- Architectural Renderings (Informational Only)
- PowerPoint Presentation