

MEMO

Date: July 13, 2018

Subject: Porsche McKinney | Corner of S. Hardin Boulevard and State Highway 121

To: City of McKinney Planning

From: Sarah Butler, RA, RID
Project Manager, Praxis3 Architects

RE: Façade Plan (variance)

On behalf of Auto Company VII, Inc (dba AutoNation, Operator of proposed facility), we present the following justification for our request for variances from the McKinney façade requirements.

The building is approximately 30,000 sf of new construction at the corner of S. Hardin Boulevard and State Highway 121. The facility will provide vehicle service for the Porsche brand. This is a program that Porsche Cars North America (PCNA) has invited AutoNation to participate in, and McKinney location will be one of the first facilities in the country. To that end, PCNA has corporate image requirements for the Service Center, to establish the new facility type, as well as equate it spatially, volumetrically, and materially to the global corporate image for the full sales/service dealerships. The PCNA corporate image requires certain architectural features that require variances from the façade program.

It is important to note that PCNA emphasizes technology and progressive-thinking. Part of this building's program is to provide for the forthcoming Mission E vehicle, which will be fully electric. PCNA anticipates that over half their inventory will be electric by 2020, so this facility will uniquely offer service for this environmentally-conscious vehicle technology. The entire facility is intended to look high end and technologically clean, and all the corporate materials are high end, durable, and European-inspired, to match Porsche's global image program.

Specifically, see the descriptions of compliance/non-compliance for a "non-industrial use in an industrial" category:

Exterior Finishing Materials

- The facades do not achieve 100% masonry materials. **We are requesting a variance to use metal as the primary finishing material. We are requesting a variance to allow use of ribbed metal siding.** PCNA requires architecturally ribbed metal siding for the main portion of the Shop, a perforated metal panel, and a structural glazed curtainwall. The metal siding is a high-end, Kynar finished, concealed fastener system. It is not a commodity or "metal building" product. The perforated metal is a custom aluminum composite panel product, created especially for Porsche. The metal material is a requirement of Porsche's corporate image, and we do not find it directly relatable to the character of McKinney, which is why we are seeking a variance. However, metal is part of the Texas vernacular architecture for roofing and smaller scale buildings.

Roof Treatment

- The flat roof is hidden by parapets in all areas. **We are requesting a variance to waive the requirement for long, uninterrupted rooflines to be broken into smaller segments, and to waive the requirement for rooflines to feature a well-defined cornice treatment.**

The corporate image for Porsche dictates the consistent roof lines, and the lack of cornice. The building is intended to convey technical precision that the vehicles embody.

Facades visible from public right-of-way

- We are requesting a variance to waive the requirement for the west and north facades to have the same architectural features as the front façade. The program elements do not support windows (i.e. restrooms and parts storage). Porsche does not allow the perforated siding to be used anywhere except on the front façade, in order to maintain the focus for customers on the entry and Showroom spaces, and create neutral, non-competing walls on the facades which feature support spaces.

Exterior Color

- 100% of the building (which is not glazed) is matte black. We feel this is neutral, deep, and non-reflective. Complies.

Building Massing

- Generally, the building consists of flat wall planes, which is the requirement for the Porsche corporate image. Every façade has some expanse of wall which is longer than 50' without an offset. We are requesting a variance to waive the offset requirements on all four facades.

Entrance Feature

- The PCNA prototype does not allow a canopy feature at the entrance. Although it is an amenity for the customer, Porsche feels that it detracts from the appearance of the fully glazed entry piece, which draws the eye to the entry and into the space. We are requesting a variance to waive the requirement for primary entrances to feature a protected entry.

Major Architectural and Site Enhancements (minimum 1 for commercial, non industrial)

- The building will be pursuing LEED certification, and targeting minimum Silver. The preliminary scorecard is attached. This will entail a variety of enhanced features, such as (not all may be ultimately used, but are cited as possibilities): additional vegetated open space, water reclaim for irrigation, green vehicle priority parking, and high-reflectivity on parking and roof surfaces (to reduce heat island). Complies.

Thank you for your consideration. We are available to answer any questions, or clarify any of the justifications.

Sarah Butler, RA, RID
Project Manager
Praxis3 Architecture