

PLANNING & ZONING COMMISSION MEETING OF 06-25-13 AGENDA ITEM #13-102Z

**AGENDA ITEM**

**TO:** Planning and Zoning Commission

**THROUGH:** Brandon Opiela, Planning Manager

**FROM:** Leo Bethge, Planner I

**SUBJECT:** Conduct a Public Hearing to Consider/Discuss/Act on the Request by Barnett Signs, Inc., on Behalf of WinCo Foods, for Approval of a Request to Rezone Fewer than 12 Acres from “PD” – Planned Development District to “PD” – Planned Development District, Generally to Modify the Freestanding Signage Requirements, Located on the Southwest Corner of Waddill Street and U.S. Highway 380 (University Drive)

**APPROVAL PROCESS:** The recommendation of the Planning and Zoning Commission will be forwarded to City Council for final approval at the July 16, 2013 meeting.

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**STAFF RECOMMENDATION:** Staff recommends approval of the proposed rezoning request with the following special ordinance provisions:

1. The subject property shall develop according to “PD” - Planned Development District Ordinance No. 2013-02-011, except as follows:
  - a. Freestanding monument signage shall be allowed only in the locations shown on the attached Zoning Exhibit “B”.
  - b. Freestanding monument signage shall conform to the elevations and dimensions shown on the attached Zoning Exhibits “C” and “D”.

**APPLICATION SUBMITTAL DATE:** May 28, 2013 (Original Application)  
June 10, 2013 (Revised Submittal)

**ITEM SUMMARY:** The applicant is requesting to rezone the property to modify the free standing monument signage requirements for the subject property, approximately 11.82 acres. The applicant is proposing to reduce the total number of signs allowed on the site, reduce the allowable square footage for each sign, and increase the height of one of the proposed signs. The site plan for the future WinCo Foods store (12-224SP) on the subject property has been approved by Staff and the site will also include two smaller pad sites fronting U.S. Highway 380.

Section 134 (Signs) of the McKinney Code of Ordinances allows properties developed within a planned development district to aggregate and/or redistribute signage on the

site with regard to sign location, types, and sizes, to be reviewed and approved as a part of the overall development plan.

**SURROUNDING ZONING AND LAND USES:**

Subject Property: “PD” – Planned Development District Ordinance No. 2013-02-011 (Commercial Uses)

North	“BG” – General Business District, “BN” – Neighborhood Business District, “C” – Planned Center District	Precision Auto Repair, Smith Café, Sicily’s Pizza and Grill, Fresh Donuts, China Sun Restaurant
South	“BN” – Neighborhood Business District, “PD” – Planned Development District 2008-04-031 (Office Uses), “RS 60” – Single Family Residence District	McKinney Medical Office, McCraw Law Office, Single Family Residences, Quadplex Residences, and Multi-Family Residences
East	“RS 60” – Single Family Residence District	Single Family Residences (College Addition)
West	“BN” – Neighborhood Business District	Avery and Associates, Inc., Franklin’s Flowers, Harroun Office Complex, Leader Therapy Center, North Side Medical

**PROPOSED ZONING:** The applicant is requesting to rezone the property in order to modify the freestanding monument signage requirements in accordance with the proposed comprehensive sign package. The applicant is proposing three different monument signs fronting U.S. Highway 380. The applicant has provided a sign matrix and sign elevations that illustrate the proposed design, square footage, and height for all three proposed signs. The applicant has also provided an exhibit showing the location of each of the three signs.

The applicant has proposed to reduce the total number of signs allowed on the subject property from 7 monument signs to 3 monument signs. Each of the three proposed monument signs will be along U.S. Highway 380 frontage. Section 134 (Signs) of the City of McKinney Code of Ordinances allows each of these monument signs an effective sign area of 150 square feet, per side, and a maximum monument sign height of 10 feet (a pole sign, in lieu of a monument sign, is allowed at 24 feet in height on the subject property). The applicant has proposed effective sign areas (as shown on the attached matrix) significantly below the maximum allowed footage and has requested an increase in monument height from 10 feet to 15 feet for the corner monument sign at the intersection of U.S. Highway 380 and Graves Street. The proposed sign elevations incorporate colors and materials (brick and architectural split face CMU block) consistent with the proposed WinCo building elevations.

Staff has evaluated the proposed sign matrix, sign location exhibit, and sign elevations and feels that the proposed increase in height for one of the monument signs, in conjunction with a reduction in the number of signs on the site and reduction in effective sign area for all three signs is appropriate for the site. As such, Staff recommends approval of the rezoning request for the proposed comprehensive sign package.

**CONFORMANCE TO THE COMPREHENSIVE PLAN:** The rezoning request is not in conflict with the comprehensive plan, and has been made solely to modify the freestanding signage requirements of the governing Planned Development District Ordinance No. 2013-02-011.

**CONFORMANCE TO THE MASTER PARK PLAN (MPP):** The proposed rezoning does not conflict with the Master Park Plan.

**CONFORMANCE TO THE MASTER THOROUGHFARE PLAN (MTP):** The proposed rezoning does not conflict with the Master Thoroughfare Plan.

**OPPOSITION TO OR SUPPORT OF REQUEST:** Staff has received no comments in support of or in opposition to this request.

**ATTACHMENTS:**

- Maps
- Letter of Intent
- Zoning Exhibit A – Location Map
- Zoning Exhibit B - Sign Locations
- Zoning Exhibit C – Elevations
- Zoning Exhibit D - Sign Matrix
- PowerPoint Presentation