

Brandon Opiela

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

Paris Rutherford, Principal
CATALYST | Development

www.catalysturban.com

CONFIDENTIALITY NOTICE – This message is for the intended recipient only. It may contain confidential, proprietary or protected information. If you are not the intended recipient of this message, you are prohibited from reviewing, disclosing, printing, copying or disseminating this message. If you receive this message in error, please immediately notify the sender by return e-mail, delete the message from your system and destroy all copies. Unauthorized interception of this e-mail is prohibited. Email transmission cannot be guaranteed to be secure or error-free. Therefore, we do not represent that this information is complete or accurate and it should not be relied upon as such. All information is subject to change without notice. Please virus check all emails and attachments to prevent widespread contamination and corruption of files and operating systems. By sending this e-mail, the sender does not consent to conduct any transactions that may be the subject of this e-mail by electronic means. Any consent must be separately and expressly obtained in writing from an authorized representative of Catalyst Urban Development, LLC. Any views expressed in this message are those of the individual sender, except where the message states otherwise. Please be aware that we may monitor all e-mail communication through our networks.

IRS Circular 230 Required Notice -- To ensure compliance with requirements imposed by the IRS, we inform you that any U.S. tax advice contained in this communication (including any attachments) is not intended or written to be used, and cannot be used, for the purpose of (i) avoiding penalties under the Internal Revenue Code or (ii) promoting, marketing or recommending to another party any transaction or matter addressed herein.

On Tue, Mar 31, 2015 at 4:16 PM, Brandon Opiela <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

Planning Manager

City of McKinney | Planning Department

221 N. Tennessee St. | McKinney, TX 75069

Phone | [972.547.7413](tel:972.547.7413)

bopiela@mckinneytexas.org | www.mckinneytexas.org



Please tell us how we're doing by [completing a brief survey](#).