

AGENDA ITEM

TO: Planning and Zoning Commission

THROUGH: Brandon Opiela, Planning Manager

FROM: Samantha Pickett, Planner II

SUBJECT: Conduct a Public Hearing to Consider/Discuss/Act on a Request to Rezone Fewer than 79 Acres from “PD” – Planned Development District and “REC” – Regional Employment Center Overlay District to “PD” – Planned Development District and “REC” – Regional Employment Center Overlay District, Generally to Allow for Single Family Detached Residential, Commercial, Office and Multi-Family Residential Uses, Located on the Southwest Corner of Collin McKinney Parkway and Alma Road

APPROVAL PROCESS: The recommendation of the Planning and Zoning Commission will be forwarded to the City Council for final action at the November 4, 2014 meeting.

STAFF RECOMMENDATION: Staff recommends denial of the proposed rezoning request due to lack of conformance with the City Council’s goal of preserving and developing the non-residential tax base.

However, should the rezoning request be approved, the applicant is requesting approval of the following special ordinance provisions:

1. The use and development of the subject property shall develop in conformance with the “PD” – Planned Development District, and as amended, except as follows:
 - a. The subject property shall develop in accordance with the attached Development Regulations.
 - b. The subject property shall develop in accordance with the attached Regulating Plan.

In Staff’s professional opinion, the proposed rezoning request should be approved as it outlines a more comprehensive development scheme which is reflective of current market and land use development trends.

APPLICATION SUBMITTAL DATE: July 28, 2014 (Original Application)
August 11, 2014 (Revised Submittal)
August 13, 2014 (Revised Submittal)

September 4, 2014 (Revised Submittal)
September 18, 2014 (Revised Submittal)
September 22, 2014 (Revised Submittal)
September 29, 2014 (Revised Submittal)
October 7, 2014 (Revised Submittal)

ITEM SUMMARY: The applicant is requesting to rezone approximately 78.21 acres, from “PD” – Planned Development District and “REC” – Regional Employment Center Overlay District to “PD” – Planned Development District and “REC” – Regional Employment Center Overlay District, generally to allow for a mix of single family residential, commercial, office, and multi-family residential uses constructed in an interconnected manner.

The applicant’s rezoning request incorporates a significant amount of the remaining undeveloped parcels within an area typically referred to as the Craig Ranch Town Center. The Craig Ranch Town Center was originally zoned in 2001 as part of a larger request that incorporated multiple tracts of land (approximately 1,000 acres in total) that were centered around a planned, dense, high quality, urban-style mixed-use town center. A number of projects including, but not limited to, Times Square at Craig Ranch, Cooper Fitness Center, TPC at Craig Ranch, Texas Health Outpatient Center) have been developed over the years within the town center. More recently, the McKinney Corporate Center at Craig Ranch and the Parkside at Craig Ranch multi-family have begun development along the perimeter of the town center, on the adjacent properties to the south.

The applicant has indicated that the increased employment opportunities in the area, increased demand for residential options, and the changing market for retail space have triggered the need to revisit the overall plan for the Craig Ranch Town Center. The applicant feels that the original plan for high density, urban mixed-use development spanning such a large area is no longer feasible within the changing market and has requested to modify the vision of the Craig Ranch Town Center to accommodate the development growth in the area over the past 13 years.

More specifically, the establishment of the McKinney Corporate Center at Craig Ranch (approximately 137 acres of a larger 270 acre employment district set aside for corporate campus/headquarters) creates a significant need for additional housing options in the area to accommodate the influx of a highly skilled workforce that the corporate center attracts. The Parkside at Craig Ranch residential development (approximately 42 acres that will provide over 2,000 residential units) is strategically located to the east of the corporate center, and can help accommodate a large portion of the employment population moving to the area. Although a large portion of the planned high density residential uses within the Craig Ranch Town Center were repositioned to the Parkside at Craig Ranch development, the applicant has indicated that additional housing options including dense single family detached units and additional multi-family residences remain necessary for continued growth in the town center and surrounding areas.

The applicant intends to maintain higher densities and building massing at the core of the town center, while providing a gradual and natural transition to the east by incorporating standards that reduce the density of development as properties are distanced from the core of the town center.

The applicant has provided a regulating plan which divides the subject property into multiple character districts that stipulate the permitted uses and development standards that each character district must follow.

ZONING NOTIFICATION SIGNS: The applicant has posted zoning notification signs on the subject property, as specified within Section 146-164 (Changes and Amendments) of the City of McKinney Zoning Ordinance.

SURROUNDING ZONING AND LAND USES:

Subject Property: “PD” – Planned Development District Ordinance No. 2001-02-017, “PD” – Planned Development District Ordinance No. 2008-09-096, “PD” – Planned Development District Ordinance No. 2007-04-039 and “REC” – Regional Employment Center Overlay District (Hotel, Multi-Family Residential, Commercial and Mixed-Use)

| | | |
|-------|--|--|
| North | “PD” – Planned Development District Ordinance No. 2001-02-017, “PD” – Planned Development District Ordinance No. 2003-09-075, “PD” – Planned Development District Ordinance No. 2005-02-016 and “REC” – Regional Employment Center Overlay District (Commercial, Multi-Family Residential, Office and Mixed-Use) | Texas Health Outpatient Center, Cooper Life Fitness Center, TPC at Craig Ranch Clubhouse, and Times Square |
|-------|--|--|

| | | |
|-------|--|------------------|
| South | “PD” – Planned Development District Ordinance No. 2012-07-036, “PD” – Planned Development District Ordinance No. 2001-02-017, “PD” – Planned Development District Ordinance No. 2006-11-132 and “REC” – Regional Employment Center Overlay District (Commercial and Mixed-Use) | Undeveloped Land |
|-------|--|------------------|

| | | |
|------|--|--|
| East | “PD” – Planned Development District Ordinance No. 2008-06-054 and “REC” – Regional Employment Center Overlay (Mixed-Use) | Undeveloped Land and The Hospital at Craig Ranch |
|------|--|--|

| | | |
|------|--|---|
| West | “PD” – Planned Development District Ordinance No. 2013-11-105, “PD” – Planned Development District Ordinance | Undeveloped Land and TPC at Craig Ranch |
|------|--|---|

No. 2001-02-017 and "REC" – Regional
Employment Center Overlay (Wedding
Chapel and Golf Course Uses)

PROPOSED ZONING: The applicant is requesting to rezone approximately 78.21 acres, generally to allow for the construction of single family residential, commercial, office, and multi-family residential uses. The applicant has provided a regulating plan which divides the subject property into multiple character districts that stipulate the permitted uses and development standards that each character district must follow.

The proposed development standards allow for a natural progression of intensity, with the highest intensity development on the western portion of the subject property and lessening in intensity as the character districts transition towards the eastern portion of the subject property. Each of the proposed character districts incorporate space limits that reflect differing intensities of development with regard to building heights, setbacks, streetscape character, pedestrian connectivity and interaction, and permitted land uses.

More specifically, the Craig Ranch Urban Core-1 (UC1) character district incorporates the most dense style of development and allows uses such office, retail, service, and limited restaurant uses and utilize build-to lines to pull the buildings to the street to create an interactive pedestrian experience. This district also permits hotel uses, which, if developed on this site, must generally conform to the attached site layout. The property transitions with similar allowed uses in the UC2 and UC3 character districts, follows modified space limits, and reduces intensity as development progresses east.

At the center of the subject property is the Craig Ranch Urban Single Family (USF) character district, which establishes standards for a dense single family detached product. Additionally, the applicant has provided character elevations and architectural standards, attached, to govern the design of the homes. Along the eastern edge of the property is the least intense character district, Craig Ranch Office (O). Uses include, but are not limited to, office uses, banks, and places of worship. Development in this district has the option to build in a dense manner, with a build-to line and increased lot coverage, or in a more traditional suburban manner, utilizing building setbacks further from the property lines.

Rather than looking at the zoning of properties within the Craig Ranch Town Center on a parcel by parcel basis, the applicant has incorporated many of the remaining contiguous undeveloped parcels within the town center area to create a renewed vision that can help ensure consistency and cohesiveness as each parcel develops independently. Staff feels the proposed regulating plan, in conjunction with the proposed development regulations, maintains the urban feel and character originally intended for the property, while appropriately responding to current market realities. As such, Staff recommends approval of the rezoning request.

CONFORMANCE TO THE COMPREHENSIVE PLAN: The Future Land Use Plan (FLUP) designates the subject property for transit village, commercial and mixed uses. The FLUP modules diagram designates the subject property as Regional Employment Center and Transit Village within a significantly developed area. The Comprehensive

Plan lists factors to be considered when a rezoning request is being considered within a significantly developed area:

- Comprehensive Plan Goals and Objectives: The proposed rezoning request is generally in conformance with the goals and objectives of the Comprehensive Plan. In particular, the proposed zoning change would help the community attain the goal of “Economic Development Vitality for a Sustainable and Affordable Community” through the stated objective of the Comprehensive Plan, a “balanced development pattern”.

It should be noted that the proposed rezoning request changes a portion (approximately 9 acres) of the subject property currently designated for commercial and mixed-use to single family detached residential uses which does not help to further a strong, balanced economy, which is a stated strategic goal of the City Council. Approximately three quarters of the City’s tax base comes from its residential housing stock. In order to balance this tax base, land designated for non-residential uses should be maintained.

- Impact on Infrastructure: The proposed rezoning request should have a minimal impact on the existing and planned water, sewer and thoroughfare plans in the area, as the proposed land uses do not vary from the existing anticipated land uses.
- Impact on Public Facilities/Services: The proposed rezoning request should have a minimal impact on public services, such as schools, fire and police, libraries, parks and sanitation services, as the proposed land uses do not vary from the existing anticipated land uses.
- Compatibility with Existing and Potential Adjacent Land Uses: The properties located adjacent to the subject property are zoned for similar commercial and residential uses, and as such the rezoning request should be compatible with the surrounding properties.
- Fiscal Analysis: The fiscal analysis shows a positive cost benefit of \$318,873 using the full cost method.
- Concentration of a Use: The proposed rezoning request should not result in an over concentration of commercial, residential or office land uses in the area.

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

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

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

ATTACHMENTS:

- Location Map and Aerial Exhibit
- Letter of Intent
- Fiscal Analysis
- Comprehensive Plan Maps
- Existing “PD” – Planned Development District Ordinance No. 2001-02-014
- Existing “PD” – Planned Development District Ordinance No. 2007-04-039
- Existing “PD” – Planned Development District Ordinance No. 2008-09-096
- Proposed Zoning Exhibit – Regulating Plan
- Proposed Zoning Exhibit – Development Regulations
- Proposed Zoning Exhibit – Character Elevations
- Proposed Zoning Exhibit – Hotel Site Layout
- PowerPoint Presentation