

**AGENDA ITEM**

**TO:** Planning and Zoning Commission

**THROUGH:** Brandon Opiela, Planning Manager

**FROM:** Aaron Bloxham, Planner I

**SUBJECT:** Conduct a Public Hearing to Consider/Discuss/Act on a Facade Plan Appeal for Sewell Audi of McKinney, Located Approximately 1,500 feet West of Stacy Road and on the North Side of State Highway 121

**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.

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

**APPLICATION SUBMITTAL DATE:** May 26, 2015 (Original Application)  
June 8, 2015 (Revised Submittal)  
June 29, 2015 (Revised Submittal)

**ITEM SUMMARY:** The applicant is requesting approval of a Facade Plan Appeal Sewell Audi of McKinney. The proposed elevations for the automobile sales facility features a modern style that does not strictly conform to the requirements of the architectural standards of the Zoning Ordinance.

The Facade Plan Appeal is being requested because the proposed elevations:

1. Do not meet the required minimum 50 percent masonry for each exterior wall.
2. Utilize corrugated metal as an exterior finishing material.
3. Propose elevations 50 feet or longer in horizontal length without at least two offsets from the primary facade plane of at least 18 inches in depth.
4. Do not feature parapet roof lines with a well-defined cornice treatment or similar architectural element to visually cap each elevation.
5. Long uninterrupted roof lines shall not be required along elevations that are visible from the right-of-way.

The applicant has submitted an associated site plan (15-155SP), which is being considered concurrently by the Planning and Zoning Commission prior to final action by the City Council.

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.

**COMPLIANCE WITH ARCHITECTURAL STANDARDS:** The purpose of the architectural standards is to set minimum standards for the appearance of non-residential and multi-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 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 following required minimums: percentage of masonry (50%) per elevation; at least two offsets of 18 inches in depth for horizontal lengths that are 50 feet or longer; long uninterrupted roof lines and planes that are visible from the public right-of-way be broken into smaller segments through changes in height or roof form; and visually cap each elevation with a well-defined cornice for parapet roof lines. Furthermore, the applicant is proposing to use two types of architectural corrugated metal as an exterior finishing material. As such, the proposed elevations are not in compliance with the newly established architectural standards of the Zoning Ordinance (approved in March of 2015).

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 is proposing an innovative modern architectural design with significant use of architectural metal and glass as the primary exterior finishing materials. The applicant has also proposed an associated car wash building to be finished with 100% architectural CMU, which is typically only allowed up to 50% on an elevation as a secondary finishing material. Staff feels that the use of proposed materials is innovative and provides for a modern feel in design and character and should provide a positive enhancement to the surrounding area. As such, Staff has no objections to the request.

Section 146-139 (Architectural and Site Standards) of the Zoning Ordinance states that at a minimum, elevations that are 50 feet or longer in horizontal length shall be interrupted by at least two offsets (projection or recess) from the primary façade plane of at least 18 inches in depth. The applicant has proposed not to provide the minimum required offsets as they feel it does not help achieve the modern design desired. The applicant is providing some offsets on various elevations where they feel it is appropriate while maintaining the look and feel of a modern style building. As such, Staff has no objections to the request.

Section 146-139 (Architectural and Site Standards) of the Zoning Ordinance states that long interrupted roof lines and planes that are visible from the public right-of-way or are oriented to properties zoned or used for residential purposes shall be broken into smaller segments through the use of appropriately scaled gables and/or dormers, changes in height, changes in roof form, type or planes which typically correspond to offsets in the building's façade, or other appropriate architectural elements; and parapet roof lines shall feature a well-defined cornice treatment or another similar architectural element to visually cap each building elevation. The applicant is proposing long uninterrupted roof lines without a cornice to maintain the architectural features consistent with a modern building. The applicant has provided changes in roof height within the new sales building to highlight the different uses provided and between buildings across the site and intends for the site landscaping to aid in breaking up buildings into smaller segments. As such, Staff has no objections to the request.

Given the above factors, Staff feels that the proposed design implements the architectural standards in a new and innovative way with the use of new materials and architectural features associated with a modern style building. With all of these factors taken into account, Staff has no objections to the overall request and recommends approval of the proposed elevations.

**IMPACT ON EXISTING DEVELOPMENT:** Staff believes the proposed modern design should have no significant negative impact on existing developments surrounding the subject property. Staff is of the opinion that the proposed architectural design of the building can complement the surrounding land uses with its innovative and attractive design.

**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 Façade 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:**

- Location Map and Aerial Exhibit
- Letter of Intent
- Proposed Architectural Elevations
- Architectural Renderings (Informational Only)
- Photos of Existing Buildings
- PowerPoint Presentation