

City Council Presentation

for

HONEST - 1 Auto Care

October 4, 2016



History of Property Development

- Developer acquired property in 1999
- Development of 25 acres, N & S sides of Virginia; 11 office bldgs, 4 retail bldgs w 10 businesses
- Original PD zoning included oil change as part of car wash on corner and committed to maximum of 6 acres of retail – have kept commitment
- Have pursued many retail & restaurant users, market demand insufficient for build-out



Clarification of Staff Report Issues

- All of site is developed, no undeveloped land
- All lots except 1.7 acres (includes subject site) have been sold for office or business building use (most built-out)
- Original Owner / Developer designed & installed all water, wastewater, drainage, access per City Standards
- Original Dev included masonry screening wall enhancements, paid all platting & median landscape fees



Clarification continued

- Extensive regulations include masonry screening fence adjacent to residential (N & S) with landscape buffer; roadway setbacks; design, etc – many now typical
- Changed from a PD to C-1 in Dec, 2014 at request of City Staff (to reduce # of PDs)
- Owners agreed feeling the uses for last 1.76 acres should be adequate; but determined C-1 not viable for build-out
- Property needs broader use options



Clarification & Rationale

- Request is simply to broaden use on a small site for C-2 use, which also requires SUP
- Requires we show details for higher level zoning use (SUP)
- Compatible with nearby uses & the original PD zoning
- Current FLUP <u>inappropriately</u> shows as office when it has been zoned as mixed use for 15 years; used for 10 years
- Proposal supports adjacent uses, insignificant impact to alter surrounding area to more intensive commercial use.



Compatibility - Diversification

- No impact on public facilities or services; low project traffic will offset the adjacent high BB traffic
- Strongly believe the proposed re-zoning will be compatible with surrounding uses
- Total project area is diversified: multiple offices, a church parking lot, a full laundry & cleaning operation, multitenant Neighborhood Center, drive through beverage shop, full service car wash, & a full service Veterinarian



Build-out to date – positive results

- Clearly a mixed use area, 75% built-out, with:
 - -18 acres of office, 6 acres of retail
 - -12 office bldgs, most w multiple tenants
 - 3 retail bldgs w 10 businesses
 - 1 car wash
- Current RE val \$23,900,000; Pers \$2.5 mil
- Buildout RE val \$30,000,000+; Pers \$3.0 mil
- Current jobs 183 to 200; build-0ut est 275+
- Our little 25 ac project- positive tax base & job generation



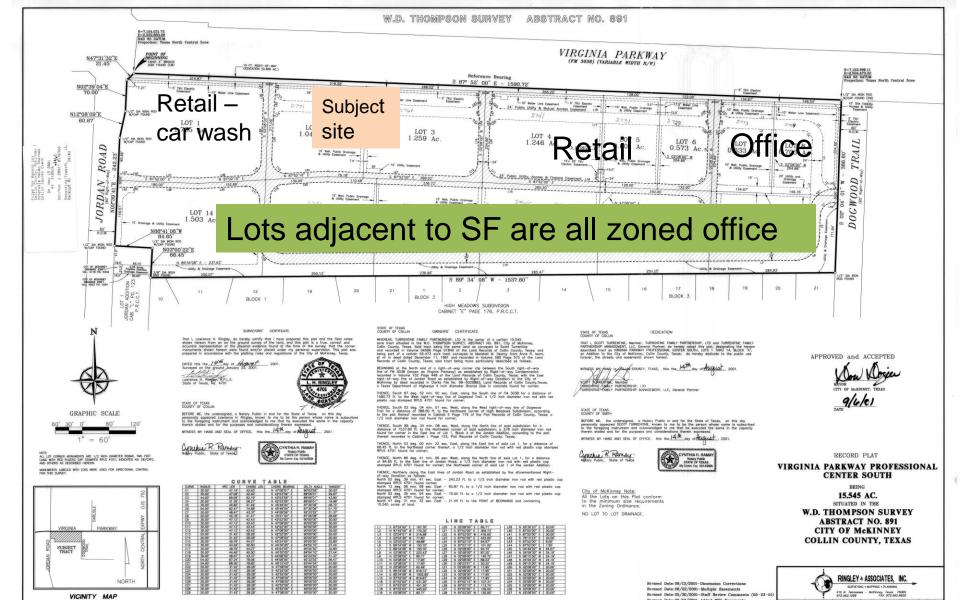
Zoning History & Request

- Have worked diligently to fill part or all of the remaining 1.76 acres
- Have rejected offers for auto service as historical providers did not fit area
- Approached by Honest 1 Auto Service
- After extensive research on their operations, philosophy, and ownership, we agreed to a contract and are now pursuing both zoning and SUP
- Requesting approx. 28,600 SF of site to be zoned C-2 for the Honest
 1 project



Site Realities

- Staff report acknowledges proposal will not result in over concentration of commercial land uses in the area
- Virginia Pkwy soon to be widened to McKinney's only 6 lane divided thoroughfare from Hwy 75 westward
- Plus, subject property is bookended by collector roads, contributing to traffic and commercial support characteristics
- Strong design, landscape, & services does create a more intense commercial area; "neighborhood orientated auto services" are less intensive than "old car repair shops" of the past
- No objections





Honest 1 - Background/Overview

- Founded 2005; Headquartered in Phoenix
- Currently 60+ locations nationwide
 - Targeting 100+ locations by 2018
- 382 million registered vehicles in US
 - 70% out of warranty; Ave age: 11 + years
 - \$40 billion market for auto services from non-dealers
- As vehicles last longer and are more expensive, the need for high quality / cost-effective maintenance increases



Mission Statement

"The auto care industry will be <u>driven by a culture of exceptional</u> <u>service, exceptional quality and exceptional value</u>, and the Honest-1 organization will lead the way.

The H-1 organization, at every level of its operations, will be the epitome of professional auto care knowledge, with a <u>commitment to honesty</u>, <u>integrity and eco-friendly leadership</u>. This exceptional service, quality and value culture will be <u>promoted</u>, <u>integrated and expected from everyone in our organization</u> and nothing less will be acceptable. We want to change the world and make a difference. We want to have fun while we do this and we have to make money."



Why Consumers Choose Honest-1

- ✓ Full 3 yr / 36,000 Mile Warranty
- ✓ Free 24hr Roadside Assistance
- ✓ Complimentary Customer Shuttle
- ✓ ESA Certified Eco-Friendly
- ✓ All Makes & Models
- ✓ Same-Day Service On Most Vehicles

- ✓ Comprehensive Vehicle Inspection
- ✓ Family Friendly Facilities
- ✓ Children's Play Areas
- ✓ No Appointment Needed
- ✓ Internet Cafe & Free Wifi
- √ Complimentary Beverages
- √ Free Local Pick-Up & Delivery
- ✓ Discounted Rental Cars



Summary of Services

- ✓ Comprehensive Veh Inspection
- ✓ Factory Recommended Maintenance
- ✓ Tune-up Service
- ✓ Under-car Service
- ✓ Check-engine Light
- √ Brake Repair
- ✓ Brake Fluid Exchange
- ✓ Engine Repairs

- ✓ Oil Change & Lube
- √ A/C Service
- ✓ ECO Service
- √ Fuel Service
- ✓ Cooling System
- ✓ Transmission Service
- ✓ Preventative Maintenance
- ✓ Shocks / Struts
- ✓ Tires / Batteries

note: Honest-1 does not perform engine or transmission overhaul/re-build services on site



Family-Friendly / Neighborhood Oriented

- 65% of all auto repair purchases are made by women
- Our facilities have:
 - Leather seating / family friendly big screen TV
 - Children's play area
 - o Free Wi-Fi
 - Tiled / exceptionally clean restrooms
 - Animations to explain repairs w/o having to go into bays
- A commitment to honesty and integrity in all our customer interactions



Home of Eco-Friendly Auto Care®

- Honest-1 is the only national automotive repair company to be 100% certified eco-friendly
- ESA® (Environmentally Sustainable Actions)
 Certification Program
 - Pollution prevention
 - Recycling (Safety-Kleen)
 - Resource conservation
 - Eco-friendly service offerings

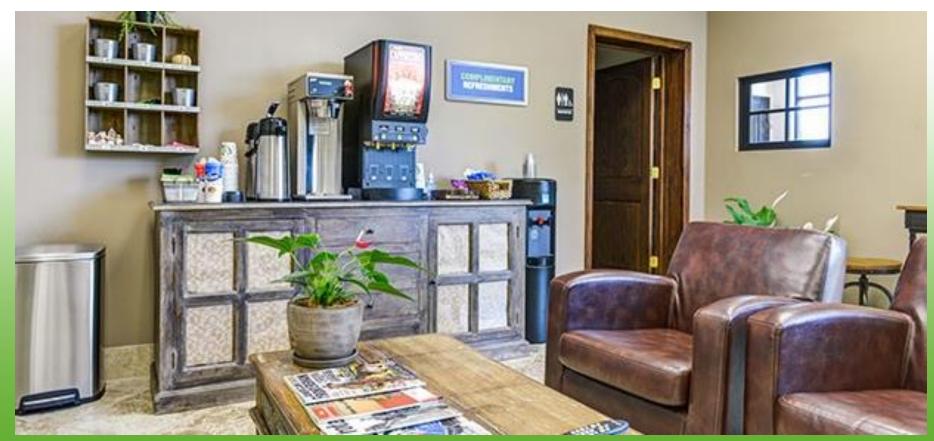


Lobby / Childrens Play Area





Lobby





Restrooms





Shop Bays — organized & clean





Car care facility trend

- Neighborhood friendly, more accessible for users
- Blends with existing development
- Masonry screening in place adjacent to residential
- Clean facilities & image; good site layout
- Attractive, inviting architecture Per architectural Ord
- Quality landscape, attractive, meets landscape Ord
- Site plan blends with retail and office corridor



Car care on Eldorado Pkwy – backs to residential





Car care on EldoradoPkwy – side view



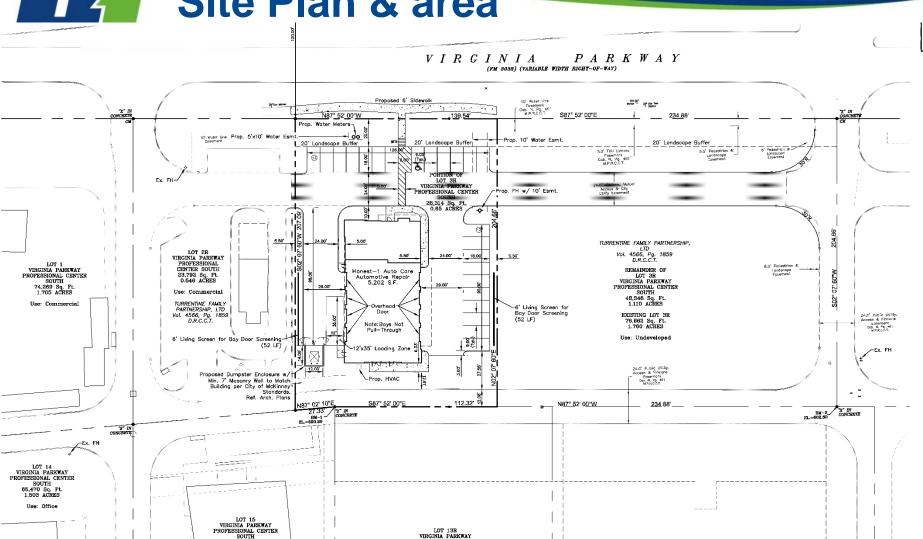


Car care on Eldorado Pkwy – adjacent to retail and office

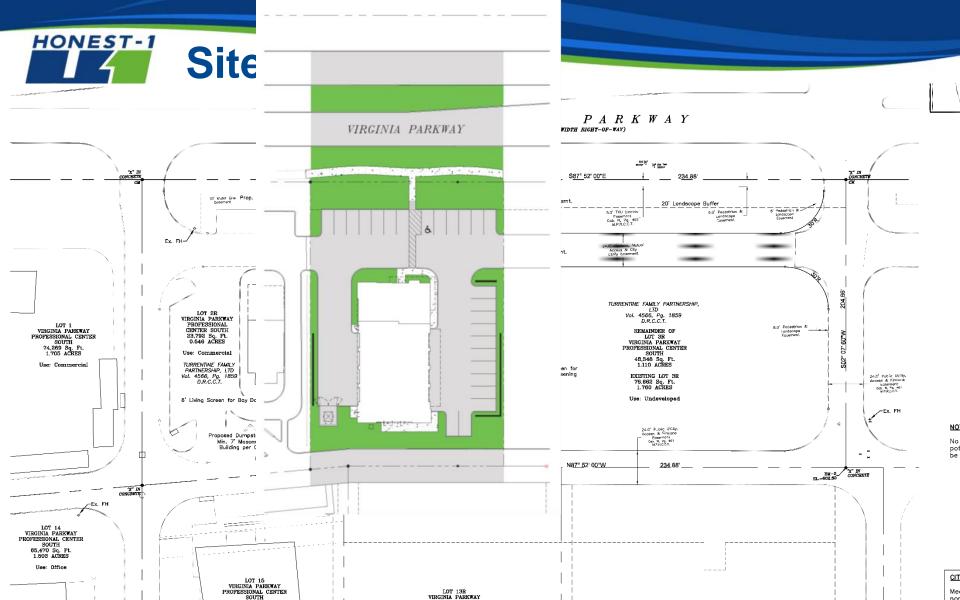




Site Plan & area



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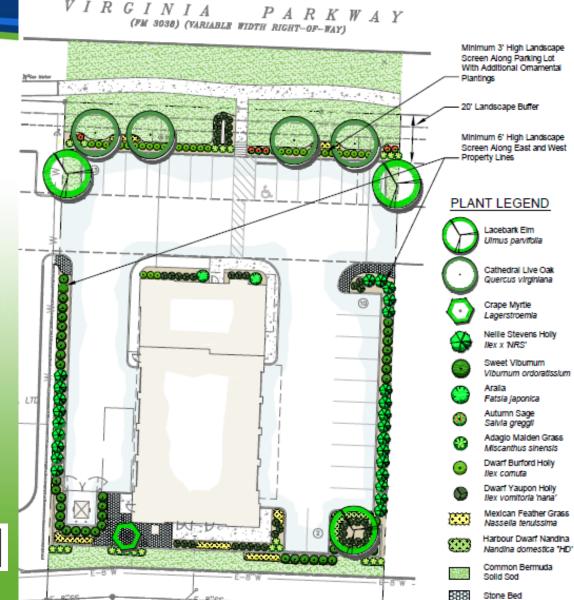


Preliminary Landscape Plan 9-28-16

WILLIAMS DESIGN GROUP

LAND PLANNING + LANDSCAPE ARCHITECTURE P: (469) 406-9431 E: twillams@wdgroupinc.com



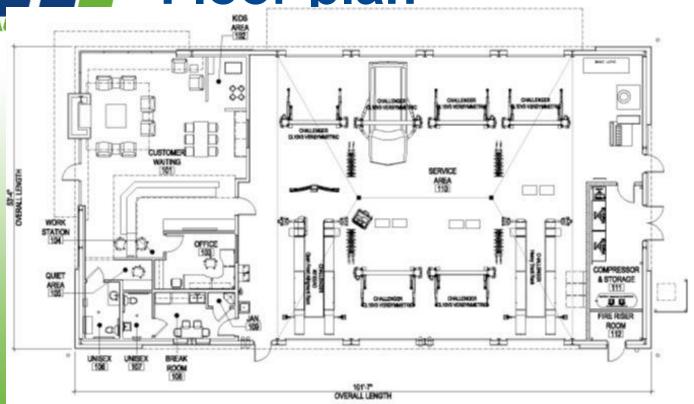


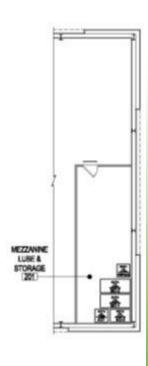
Lacebark Elm

Ulmus parvifolia

HONEST-1

Floor plan





OFFICE - 1,506 SF

SHOP - 3,696 SF



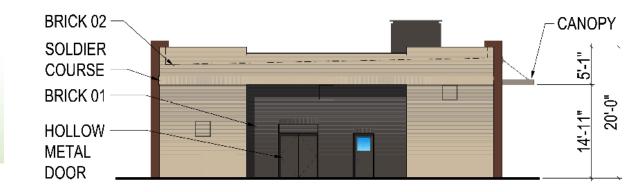
Proposed Elevation – Perspective

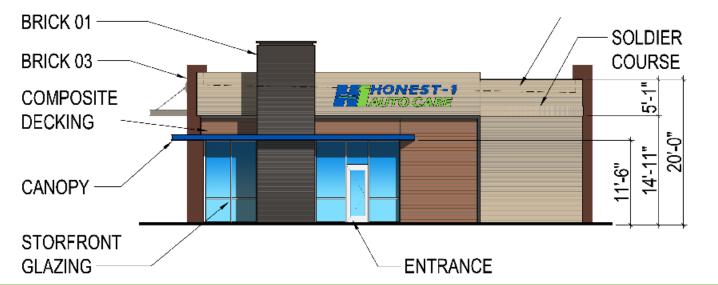


PERSPECTIVE ELEVATION



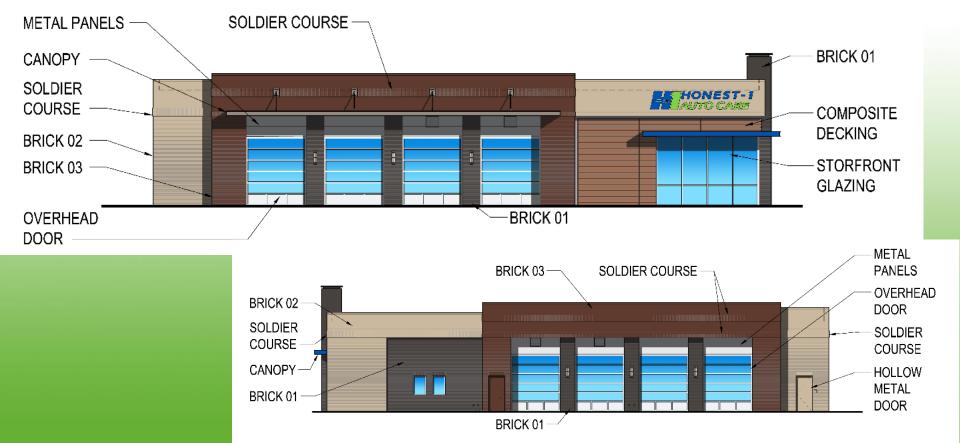
Proposed S / N Elevations







Proposed E / W Elevations





Request Favorable Recommendation

- Quality project, Neighborhood friendly design
- Blends with other services & retail
- Virginia Pkwy becoming 6 lane major thoroughfare
- Quality jobs 10 initial; 15 as business grows
- Attractive, inviting architecture with extensive, quality landscaping and bay screening
- Positive P & Z recommendation



Eco-Friendly Auto Care®





Transition to SUP issue



City Council Presentation

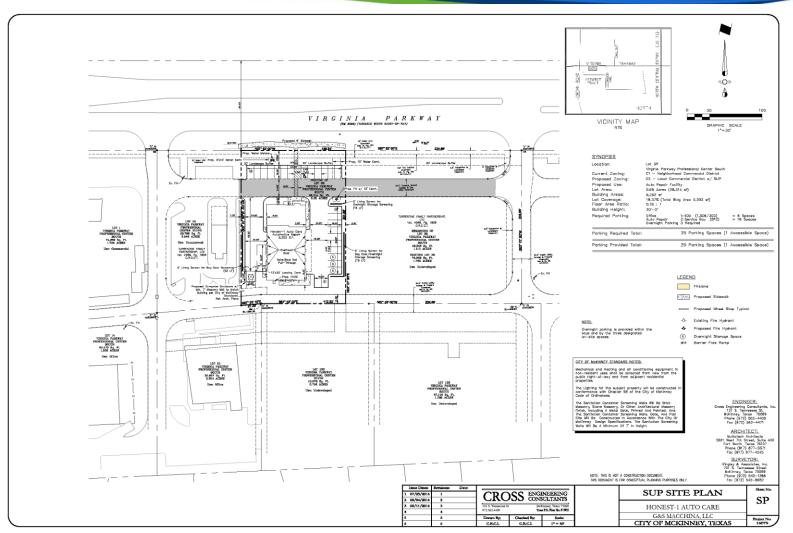
for

Special Use Permit (SUP)

HONEST - 1 Auto Care
October 4, 2016



SUP Exhibit





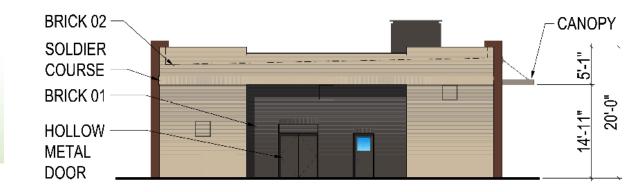
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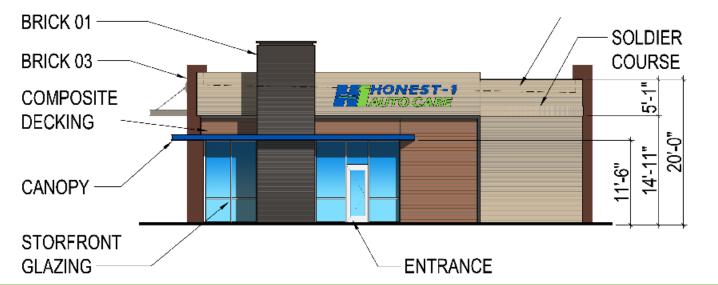


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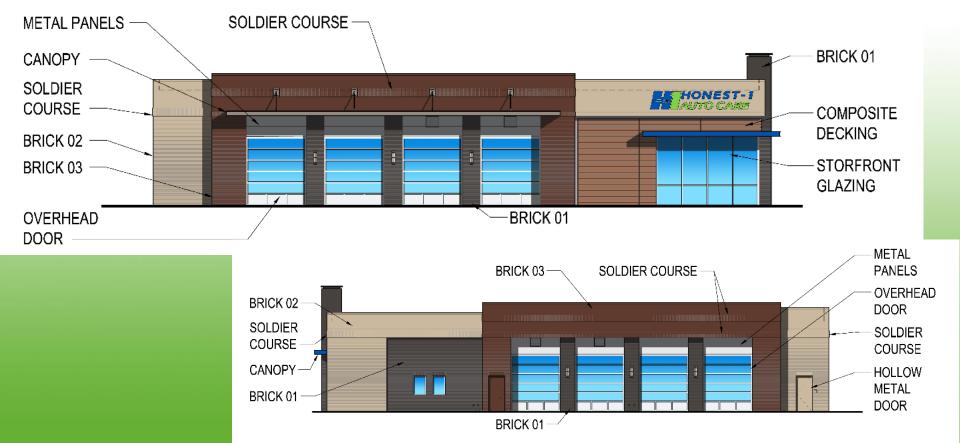
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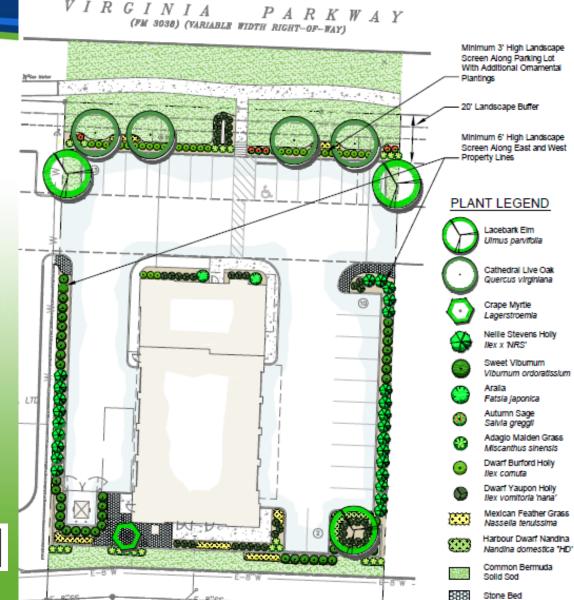


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Lacebark Elm

Ulmus parvifolia



- ✓ SUP Plan meets all requirements
- Landscape Plan meets and exceeds requirements, including screening standards
- ✓ Architectural plans will meet all requirements
- ✓ Project fits needs for area, blends with adjacent project, & is neighborhood friendly
- ✓ Positive P & Z recommendation