TITLE: Conduct a Public Hearing to Consider/Discuss/Act on a Request to Rezone the Subject Property from "RED-1" - Residential Estates District and "CC" - Corridor Commercial Overlay District to "C3" - Regional Commercial District and "CC" Corridor Commercial Overlay District, Located at the Northwest Corner of Rockhill Road and U.S. Highway 75 (Central Expressway), and Accompanying Ordinance

COUNCIL GOAL: Direction for Strategic and Economic Growth
(1C: Provide a strong city economy by facilitating a balance between industrial, commercial, residential, and open space)

MEETING DATE: April 16, 2019

DEPARTMENT: Planning

CONTACT: Jennifer Arnold, AICP, Director of Planning
Samantha Pickett, AICP, Planning Manager
Derrick Rhys Wilson, Planner I

RECOMMENDED CITY COUNCIL ACTION: Staff recommends approval of the proposed rezoning request.

APPLICATION SUBMITTAL DATE: September 14, 2018 (Original Application)
October 26, 2019 (Revised Submittal)
January 10, 2019 (Revised Submittal)
January 16, 2019 (Revised Submittal)

ITEM SUMMARY: The applicant is requesting to rezone approximately 7.70 acres of land from "RED-1" - Residential Estates District and "CC" - Corridor Commercial Overlay District to "C3" - Regional Commercial District and "CC" Corridor Commercial Overlay District.

The rezoning request was tabled at the February 26, 2019 Planning and Zoning Commission meeting (5-0-1) per the applicant's request.

ZONING:

Location	Zoning District (Permitted Land Uses)	Existing Land Use
Subject Property	"RED-1" - Residential Estates District (Single Family Residential Uses) and "CC" - Corridor Commercial Overlay District	Single Family Residence
North	"PD" - Planned Development District Ordinance No. 1830 (Medical Office and Hospital Uses) and "CC" - Corridor Commercial Overlay District	Undeveloped Land
South	"C" - Planned Center District (Commercial Uses) and "CC" - Corridor Commercial Overlay District	Chrysler, Jeep, and Dodge of McKinney
East	"C" - Planned Center District (Commercial Uses), "BN" - Neighborhood Business District (Commercial and Office Uses), and "CC" - Corridor Commercial Overlay District	Whataburger, CVS Pharmacy, Fast Signs, ACE Cash Express, Employee Solutions, and Undeveloped Land
West	"RS 120" - Single Family Residence District (Single Family Residential Uses)	Westwood Park

PROPOSED ZONING: The applicant is requesting to rezone the subject property to "C3" - Regional Commercial District, generally for commercial uses. Located directly on U.S. Highway 75, the proposed zoning complements the existing development as would be expected along a major regional highway. "C3" - Regional Commercial Center aligns with the Comprehensive Plan's designation of Commercial Center for this location. The proposed request should help provide critical commercial activity to the surrounding residential neighborhoods, while also increasing the commercial vibrancy along U.S. Highway 75. As such, Staff recommends approval of the proposed zoning request.

CONFORMANCE TO ONE MCKINNEY 2040: A key aspect of the ONE McKinney 2040 Comprehensive Plan is to provide direction related to the desired development patterns and to inform decisions related to the timing and phasing for future infrastructure investments in the City. To assist in guiding these decisions, the Preferred Scenario and Land Use Diagram establishes distinctive districts, each with a clear intent and market focus that are reinforced through character-defining placetypes. In conjunction with the Preferred Scenario, there will be a series of district diagrams which outline the desired development patterns for each unique area of McKinney. Per the Preferred Scenario, the subject property is located in the Established Community District. General placetypes included in this district are Aviation, Employment Mix, Commercial Center, Neighborhood Commercial, Urban Living, Mixed-Use Center, Manufacturing & Warehousing, and Professional Campus.

- Guiding Principles: The proposed rezoning request is generally in conformance with Guiding Principle of "Diversity (Supporting our Economy and People)" established by the Comprehensive Plan. In particular, the proposed request has the potential to provide "diverse economic engines… broaden the tax base, and make the City's economy more adaptable and resilient".

- Land Use Diagram Compatibility: In evaluating development requests, the City should determine that a project meets the majority of the established criteria to be considered compatible with the Land Use Diagram. The proposed rezoning request aligns with the Commercial Center placetype of the Established Community District. Furthermore, the proposed request of "C3" - Regional Commercial District should be compatible with the surrounding properties and placetypes, including the Suburban Living and Neighborhood Commercial placetypes.

- Land Use and Tax Base Summary: Module 27 is currently comprised of approximately 14% residential uses, and 86% non-residential uses (including institutional uses). The proposed rezoning request will have minimal impact on the anticipated land uses in this module. Estimated tax revenues in Module 27 are comprised of approximately 6.6% from residential uses and 93.4% from non-residential uses. Estimated tax revenues by type in Module 27 are comprised of approximately 41% ad valorem taxes and 59% sales and use taxes.

OPPOSITION TO OR SUPPORT OF REQUEST: Staff has received one comment in support of this request; however, one item of opposition was also presented at the March 26, 2019 Planning and Zoning Commission meeting. Please refer to the March 26, 2019 Planning and Zoning Commission meeting minutes for further details.

BOARD OR COMMISSION RECOMMENDATION: On March 26, 2019, the Planning and Zoning Commission voted 5-0-1 to recommend approval of the proposed rezoning request.

SUPPORTING MATERIALS:
Draft PZ Minutes
Location Map and Aerial Exhibit
Letter of Intent
Comprehensive Plan Maps
Established Community District
Placetype Definitions
Land Use and Tax Base Summary
Land Use Comparison Table
Proposed Ordinance

[Proposed Exhibits A-C Presentation](#)