



18-0122Z3

**TITLE:** Conduct a Public Hearing to Consider/Discuss/Act on a Request to Rezone the Subject Property from “PD” - Planned Development District and “REC” - Regional Employment Center Overlay District to “C2” - Local Commercial District, Located on the Northeast Corner of Custer Road and Silverado Trail, 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  
David Soto, Planner I

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

**APPLICATION SUBMITTAL DATE:** December 19, 2018 (Original Application)  
February 19, 2019 (Revised Submittal)

**ITEM SUMMARY:** The applicant is requesting to rezone approximately 13.60 acres of land from “PD” - Planned Development District and “REC” - Regional Employment Center Overlay District to “C2” - Local Commercial District, generally for commercial uses.

On March 12, 2019 the Planning and Zoning Commission voted 6-0-0 to continue the public hearing and table the item to the March 26, 2019 meeting.

At the March 26, 2019 Planning and Zoning Commission meeting, several residents spoke of concerns regarding the intensity of the uses of “C2” - Local Commercial District and traffic concerns on Silverado Trail (see attached PZ Minutes).

**ZONING:**

Location	Zoning District (Permitted Land Uses)	Existing Land Use
Subject Property	"PD" - Planned Development Ordinance No. 2008-09-097 (Commercial Uses) and "REC" - Regional Employment Center Overlay District	Undeveloped Land
North	"PD" - Planned Development Ordinance No. 2008-09-097 (Multi-Family Residential Uses) and "REC" - Regional Employment Center Overlay District	Discovery at Rowlett Creek Apartments
South	"PD" - Planned Development Ordinance No. 2013-08-075 (Single Family Residential and Commercial Uses) and "REC" - Regional Employment Center Overlay District	Creekside at Craig Ranch Phase One and Undeveloped Land
East	"PD" - Planned Development Ordinance No. 2008-09-097 (Open Space Uses) and "REC" - Regional Employment Center Overlay District	Rowlett Creek Trail
West	City of Frisco	City of Frisco

**PROPOSED ZONING:** The applicant is requesting to rezone approximately 13.60 acres of land from "PD" - Planned Development District and "REC" - Regional Employment Center Overlay District to "C2" - Local Commercial District. The property is currently zoned for Planned Development with commercial uses in accordance with the Neighborhood Zone of the REC Overlay District; however, the existing zoning has a layout with which any development must conform. In order to allow for a less restrictive development pattern, the applicant has requested "C2" - Local Commercial District, which will be consistent with the surrounding area.

The subject property is bounded by Silverado Trail to the south, a natural barrier (Rowlett Creek) to the east, and Custer Road to the west. Staff professional opinion that the proposed rezoning request for commercial uses will be compatible with the surrounding uses and is in conformance with the comprehensive plan, and as such, Staff recommends approval of the proposed rezoning 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 Suburban Living, Urban Living, Neighborhood Commercial, Employment Mix and Mixed-Use.

- 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. In reviewing a request for commercial uses within the Urban Living placetype, Staff looks at established criteria for specific uses and locations. As the subject property is located at the corner of two arterials, it should support commercial uses and be complementary development envisioned for the area. Furthermore, the proposed request of “C2” - Local Commercial District should be compatible with the surrounding properties and placetypes, including Employment Mix, Suburban Living, Urban Living, Neighborhood Commercial, and Mixed Use placetypes.
- Land Use and Tax Base Summary: Module 42 is currently comprised of approximately 64.1% residential uses, 35.9% non-residential uses (including institutional and agricultural uses). The proposed rezoning request will have no impact on the anticipated land uses in his module. Estimated tax revenues in Module 42 are comprised of approximately 72% from residential uses and 27% from non-residential uses (Including agricultural uses). Estimated tax revenues by type in Module 42 are comprised of approximately 79.8% ad valorem taxes and 20.2% sales and use taxes.

**OPPOSITION TO OR SUPPORT OF REQUEST:** Staff has received 4 letters of opposition to this request.

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

**SUPPORTING MATERIALS:**

[PZ Minutes 032619](#)

[PZ Minutes 031219](#)

[Location Map and Aerial Exhibit](#)

[Letter of Intent](#)

[Letter of Oppositions](#)

[Comprehensive Plan Maps](#)

[Established Community District](#)  
[Placetype Definitions](#)  
[Land Use and Tax Base Summary](#)  
[Land Use Comparison Table](#)  
[Ex. PD Ord. No. 2008-09-097](#)  
[Proposed Ordinance](#)  
[Proposed Exhibits A-C](#)  
[Presentation](#)