

Roderick Palmer

From: Brenda Cates
Sent: Monday, February 10, 2025 8:20 AM
To: Roderick Palmer
Subject: FW: Objection to Proposed Zoning Change for 127.3653 Acres within Haggard McKinney

Hi Roderick,

This is an objection for ZONE2024-0075.

Thank you,

Brenda Cates
Planning Technician

City of McKinney | Development Services
401 E. Virginia St. | McKinney, TX 75069
phone 972.547.7432 | bcates@mckinneytexas.org



From: Courtney Womble
Sent: Friday, February 7, 2025 8:43 PM
To: Contact-Planning <Contact-Planning@mckinneytexas.org>
Cc:
Subject: Objection to Proposed Zoning Change for 127.3653 Acres within Haggard McKinney

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Dear Ms. Arnold,

I am writing to express my concerns and my objections to the proposed zoning change for the 127.3653-acre property located at the southeast and southwest corners of Custer Road and Frontier Parkway, as

outlined in the Letter of Intent submitted by Kimley-Horn on behalf of Haggard Rhea Mills, LLC.

As stated in Kimley-Horn's letter, she writes that the zoning regulations for the concerned areas are for a C1 – Neighborhood Commercial, which states it should only be zoned for a small-scale, low intensity commercial establishments. The Developer is requesting a waiver to allow a grocer anchor in the C1 zoning district, as well as a fueling center. These uses are more appropriate in a C2 – Local Commercial zoning district, since they are frequently visited by customers and clients and requires good vehicular circulation. I strongly oppose a large grocer and fuel center because this will cause a major increase of traffic congestion to this area and there is not appropriate infrastructure to accommodate such traffic.

Furthermore, I have significant concerns about the potential negative impacts of adding an MF30 (multi-family) district on the west side of Custer. A multi-family unit would also increase the traffic congestion there at the intersection of Custer and Frontier. More so, a multi-family structure will have a negative impact by decreasing the value of the homes within this region.

On a personal note, I am well aware that our neighborhood HOA president is a family member of the Haggard LLC that will be benefiting financially from these proposed developments. I would like to express my concerns that our HOA president unfortunately did not uphold his fiduciary responsibilities and did not act in good faith to the residents within our community by not disclosing this to us sooner. It is disheartening that the families in our neighborhood, who will be directly affected by these proposed developments, were not allowed more time to take action in appealing these proposed zone changes.

I'm asking that the Planning and Zoning Commission and City Council reject the proposed MF30 zoning designation or delay a decision due to

major negative impacts this will have in our community. At least allow for more time and study in addressing traffic, infrastructure, and community integration this will have in our area.

Thank you,

Blake and Courtney Womble

4021 San Juan Ct.

Prosper, Tx 75078

214-460-4962

Roderick Palmer

From: Natasha Lorenzo
Sent: Friday, February 7, 2025 3:20 PM
To: Roderick Palmer
Cc: Contact-Planning
Subject: FW: Opposition to Zoning of Multi-Family Structures at Custer & Frontier Rd

Follow Up Flag: Follow up
Flag Status: Completed

Good afternoon Roderick –

This letter was sent in regard to Zone 2024-0075.

Best,

Natasha Lorenzo
Planning Technician

City of McKinney Planning Department
401 East Virginia Street
McKinney, TX 75069
469.617.4807
nlorenzo@mckinneytexas.org



From: Brooke Mudd
Sent: Friday, February 7, 2025 2:05 PM
To: Contact-Planning <Contact-Planning@mckinneytexas.org>
Subject: Opposition to Zoning of Multi-Family Structures at Custer & Frontier Rd

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Dear McKinney Planning Commission,

I am writing to express my strong opposition to the proposed zoning of multi-family structures at the corner of Custer & Frontier Rd. While I understand the need for growth and development in McKinney, I believe this particular project would have significant negative consequences for our community.

Firstly, traffic congestion in this area is already a growing concern, and the addition of multi-family housing will only exacerbate the situation. Custer and Frontier Roads are frequently congested, and the infrastructure in place is insufficient to handle the increased volume of vehicles that would come with this development. This could lead to dangerous driving conditions and delays for residents and commuters alike.

Furthermore, the impact on local schools, specifically within Prosper ISD, is another concern. Our schools are already facing overcrowding, and this additional development will place further strain on the district's resources and its ability to provide quality education to our children. The increased student population could lead to larger class sizes and diminished educational opportunities for students in the area.

Lastly, I am deeply concerned about the potential negative impact this project could have on property values, especially in the Christie Farms neighborhood. The addition of multi-family structures could reduce the desirability of our community and lead to a decline in home values, affecting homeowners who have invested in this area.

For these reasons, I respectfully urge the McKinney Planning Commission to reconsider the zoning change at Custer & Frontier Rd. and prioritize the well-being of the existing community. We must ensure that any growth in McKinney is sustainable and benefits all residents of both McKinney and adjoining Prosper, not just developers.

Thank you for your time and consideration.

Sincerely,

Brooke Mudd
4120 Tranquility Lane

479.685.8446

Roderick Palmer

From: Natasha Lorenzo
Sent: Friday, February 7, 2025 3:21 PM
To: Roderick Palmer
Cc: Contact-Planning
Subject: FW: Concern Regarding Zoning for Multi-Family Development at Custer & Frontier Rd

Hi Roderick –

This letter was sent in regards to Zone 2024-0075.

Best,

Natasha Lorenzo
Planning Technician

City of McKinney Planning Department
401 East Virginia Street
McKinney, TX 75069
469.617.4807
nlorenzo@mckinneytexas.org



From: Daniel Mudd
Sent: Friday, February 7, 2025 2:15 PM
To: Contact-Planning <Contact-Planning@mckinneytexas.org>
Subject: Concern Regarding Zoning for Multi-Family Development at Custer & Frontier Rd

EXTERNAL EMAIL WARNING: Do not click links or open attachments unless you recognize the sender and know the content is safe. When in doubt, use the Phish Alert button to report the email as phishing.

Dear McKinney Planning Commission,

I am writing to express my concerns regarding the proposed zoning change for a multi-family development at the corner of Custer & Frontier Rd. While I recognize the need for growth in McKinney, I believe this particular project could have a number of negative effects on our community.

First and foremost, the traffic situation in this area is already problematic, and adding a multi-family complex will only worsen it. An additional neighborhood on Custer across from the area in discussion is in the building phase and once complete, the traffic will already drastically increase. The roads in this part of town are congested, and with the added number of vehicles that would come with this development, I fear it will create even more dangerous and frustrating traffic conditions for residents and visitors.

Another issue is the impact this project could have on the character of the area. The proposed 3- to 4-story complex would be completely out of place in a neighborhood where tall buildings are not typical. This type of development seems incompatible with the existing low-rise residential areas, and I worry that it could negatively affect the aesthetic and feel of our community.

Finally, I am concerned about the effect this development could have on property values, particularly in the Christie Farms neighborhood. The introduction of multi-family units in such close proximity could reduce the desirability of the area, which in turn could drive down home values for those of us who have invested in this community.

For all of these reasons, I urge the McKinney Planning Commission to reconsider the zoning change for this project. We need to ensure that any development is done thoughtfully and in a way that benefits the existing residents, rather than causing harm to the quality of life in our neighborhood.

Thank you for your time and attention to this important issue.

Sincerely,

Daniel Mudd
4120 Tranquility Lane, Prosper TX

925-353-4904

Roderick Palmer

From: Natasha Lorenzo
Sent: Tuesday, February 11, 2025 8:27 AM
To: Roderick Palmer
Cc: Contact-Planning
Subject: FW: Objection to Proposed Zoning Change for 127.3653 Acres within Haggard McKinney

Good morning Roderick –

Here is another objection letter regarding Haggard McKinney.

Best,

Natasha Lorenzo
Planning Technician

City of McKinney Planning Department
401 East Virginia Street
McKinney, TX 75069
469.617.4807
nlorenzo@mckinneytexas.org



From: Deborah Axene
Sent: Monday, February 10, 2025 8:16 PM
To: Contact-Planning <Contact-Planning@mckinneytexas.org>
Subject: Objection to Proposed Zoning Change for 127.3653 Acres within Haggard McKinney

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To Whom It May Concern,

I am writing to formally express my objection to the proposed zoning change for the 127.3653-acre property located at the southeast and southwest corners of Custer Road

and Frontier Parkway, as outlined in the Letter of Intent submitted by Kimley-Horn on behalf of Haggard Rhea Mills, LLC.

While I understand the need for responsible development in our growing community, I have significant concerns about the proposed MF30 (multi-family) district on the west side of Custer Road.

My objections are based on the following points:

1. ****Increased Traffic Congestion****: The introduction of high-density residential zoning will substantially increase traffic volumes along Custer Road and surrounding intersections, which are already experiencing congestion. This development will exacerbate the current traffic issues, creating hazardous conditions for residents.
2. ****Insufficient Parking Standards****: The proposed reduction of parking requirements to 1.75 spaces per unit raises serious concerns about inadequate parking availability. Many households in the area have multiple vehicles, and this reduced ratio may result in overflow parking in nearby neighborhoods and commercial areas, creating safety and accessibility issues.
3. ****Strain on Public Services and Infrastructure****: The McKinney area, particularly this section of Collin County, is already facing infrastructure challenges, including capacity limitations in schools, public safety resources, and water/sewer systems. Introducing high-density multi-family housing without corresponding infrastructure expansions will further strain city services, negatively impacting existing residents.
4. ****Lack of Community Engagement****: Many residents in the affected area have not been adequately informed or engaged in the planning process for this zoning change. Given the potential impacts on local property owners and institutions, greater transparency and public input should be prioritized before any amendments are approved.

Given these considerations, I respectfully request that the Planning and Zoning Commission and City Council reject the proposed MF30 zoning designation. If a decision must be made, I urge a delay to allow for a thorough impact study to assess the full ramifications on traffic, infrastructure, and community integration.

Thank you for your time and consideration. I look forward to participating in further discussions on this important issue.

Sincerely,

Deborah Axene
1800 Aspen St
Prosper, TX 75078

Roderick Palmer

From: Brenda Cates
Sent: Monday, February 10, 2025 8:19 AM
To: Roderick Palmer
Subject: FW: Objection to proposed zoning changes for Haggard McKinney project

Hi Roderick,

This is an objection for ZONE2024-0075.

Thank you,

Brenda Cates
Planning Technician

City of McKinney | Development Services
401 E. Virginia St. | McKinney, TX 75069
phone 972.547.7432 | bcates@mckinneytexas.org



From:
Sent: Friday, February 7, 2025 6:56 PM
To: Contact-Planning <Contact-Planning@mckinneytexas.org>
Subject: Objection to proposed zoning changes for Haggard McKinney project

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Dianne Brown
4100 Tranquility Lane
Prosper, TX 75078

February 7, 2025

Jennifer Arnold
Director of Planning
City of McKinney Development Services
221 N. Tennessee St.
McKinney, Texas 75069

Subject: Objection to proposed zoning changes for 127.3653 acres within Haggard McKinney project.

Dear Ms. Arnold,

I am writing to formally object to the proposed zoning changes for the 127.3653-acre property located at the southeast and southwest corners of Custer Road and Frontier Parkway, that are outlined in the Letter of Intent submitted by Kimley-Horn on behalf of Haggard Rhea Mills, LLC.

MF30 (Multi-family) Zoning

I object to adding MF30 (Multi-Family) zoning on the west side of Custer Road and east side of Old Custer Road. Approving MF30 (Multi-Family) increases housing density and allows a larger percentage of hardscaping and concrete, that can cause runoff issues during storms. MF30 would also create additional traffic congestion, safety problems, and nuisance issues for surrounding property owners, and will negatively affect surrounding home values. Adding this many housing units would also put strains on already full Prosper ISD schools.

MF30 amendment to parking regulations

In addition, I object to lowering the parking requirements to less than 1.75 spaces per dwelling unit (DU). This raises concerns about inadequate parking availability and would allow an even higher density of Multi-Family buildings to be built than your Unified Development Code standards require. Most households in the area have multiple vehicles, and if the proposed amendment to reduce parking standards below 1.75 spaces per DU were approved, this would necessitate extra cars that can't find a parking space to park in surrounding neighborhoods and commercial areas, causing additional safety and nuisance issues.

C1 – Neighborhood Commercial Zoning

I also object to allowing a Fuel Center and a Grocery Store anchor in the C1 – Neighborhood Commercial zoning district. C1 – Neighborhood Commercial should only allow small-scale, low intensity commercial establishments. The Developer is requesting a waiver to allow a grocer anchor in the C1 zoning district, as well as a Fuel Center. These uses are more appropriate in a C2 – Local Commercial zoning district, since they are characterized by frequent visits of customers and clients and requires good vehicular circulation.

Article 2: Zoning Regulations

204 Zoning Districts

N C1 – Neighborhood Commercial

N. C1 – Neighborhood Commercial

1. Purpose

The purpose of the C1 zoning district is to allow for small-scale, low-intensity commercial, retail, office, service-oriented, and professional uses, and accompanying accessory uses, that serve primarily the surrounding neighborhood, and are typically located where collector roads intersect with other collector roads or arterial roads. This district is generally appropriate within the following placetype(s) in the ONE McKinney 2040 Comprehensive Plan: Neighborhood Commercial and Historic Town Center – Mix.

(From Page 70 of Unified Development Code

<https://www.mckinneytexas.org/DocumentCenter/View/35702/UDC-20241119?bidId=>)

O. C2 – Local Commercial

1. Purpose

The purpose of the C2 zoning district is to allow for mid-sized, medium-intensity commercial, retail, office, service-oriented, and professional uses, and accompanying accessory uses. Local Commercial areas are characterized by frequent visits of customers and clients and require access to good vehicular circulation, so are typically located where arterial roads intersect other arterial roads. This district is generally appropriate within the following placetype(s) in the ONE McKinney 2040 Comprehensive Plan: Neighborhood Commercial, Commercial Center, Professional Center, and Historic Town Center – Mix.

(From Page 71 of Unified Development Code

<https://www.mckinneytexas.org/DocumentCenter/View/35702/UDC-20241119?bidId=>)

I object to having a large Grocery Store being built onto this property, as well as the Fuel Center and the potential environmental hazards that would bring. Neither one of those uses is standard for a C1 zoning district. As a former Commercial Loan Officer, I am very familiar with the Environmental Studies required to build a commercial building on a parcel of land, and how an accident or negligence in operating a Fuel Center could cause fuel to seep into the ground water and cause environmental damage to the ground water and land of surrounding properties. A large Grocery Store and a Fuel Center are not appropriate in a C1 zoning district and are not consistent with the many nice homes and neighborhoods in the surrounding areas. Allowing a Grocery Store and Fuel Center in this C1 zoning district would allow increased traffic congestion, security issues, and nuisance factors for the surrounding neighborhoods, would negatively affect surrounding home values, and is not consistent with the character of the surrounding properties.

R5 and R8 Residential Zoning

I also object to changing the zoning to R5 and R8 for the single-family homes portion of this project. R5 – Residential zoning allows a minimum lot size of 5,000 square feet. R8 – Residential zoning allows a minimum lot size of 8,000 square feet. I feel that the minimum lot size approved should be at least R12 – Residential with a minimum lot size of 12,000 square feet, and preferably R43 – Residential Estate with a minimum lot size of 43,560 square feet. Approving the smaller lot sizes requested in R5 and R8 zoning will increase housing density, and with a larger percentage of hardscaping and concrete it can cause runoff issues during storms. The smaller lot sizes would also increase traffic congestion, put strains on already full Prosper ISD schools, and will negatively affect surrounding home values.

Given all these issues that the proposed rezoning and waivers would cause, I respectfully request that the Planning and Zoning Commission and City Council reject the proposed MF30 zoning designation, do not allow the amendment to the parking regulations, do not allow a Grocery Store or a Fuel Center to be built in this project, and increase the minimum required lot sizes to at least R12 and preferably R43 for the single-family portion of the project.

Thank you for your time and consideration in this matter. I am more than willing to participate in community discussions on this proposed project in the future.

Sincerely,
Dianne Brown

Roderick Palmer

From: Brenda Cates
Sent: Monday, February 10, 2025 8:20 AM
To: Roderick Palmer
Cc: Contact-Planning
Subject: FW: Opposed to the proposed zoning change for 127.36553 acres within Haggard McKinney Project

Hi Roderick,

This is an objection for ZONE2024-0075.

Thank you,

Brenda Cates
Planning Technician

City of McKinney | Development Services
401 E. Virginia St. | McKinney, TX 75069
phone 972.547.7432 | bcates@mckinneytexas.org



From: Scott Brown
Sent: Saturday, February 8, 2025 7:24 PM
To: Contact-Planning <Contact-Planning@mckinneytexas.org>
Subject: Opposed to the proposed zoning change for 127.36553 acres within Haggard McKinney Project

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Donald Brown
4100 Tranquility Lane
Prosper, TX 75078

February 7, 2025

Jennifer Arnold
Director of Planning
City of McKinney Development Services

Subject: Objection to proposed zoning changes for 127.3653 acres within Haggard McKinney project.

Dear Ms. Arnold,

I am writing to formally object to the proposed zoning changes for the 127.3653-acre property located at the southeast and southwest corners of Custer Road and Frontier Parkway, that are outlined in the Letter of Intent submitted by Kimley-Horn on behalf of Haggard Rhea Mills, LLC.

1. MF30 (Multi-family) Zoning

I object to adding MF30 (Multi-Family) zoning on the west side of Custer Road and east side of Old Custer Road. Approving MF30 (Multi-Family) increases housing density and allows a larger percentage of hardscaping and concrete, that can cause runoff issues during storms. MF30 would also create additional traffic congestion, safety problems, and nuisance issues for surrounding property owners, and will negatively affect surrounding home values. Adding this many housing units would also put strains on already full Prosper ISD schools.

2. MF30 amendment to parking regulations

In addition, I object to lowering the parking requirements to less than 1.75 spaces per dwelling unit (DU). This raises concerns about inadequate parking availability and would allow an even higher density of Multi-Family buildings to be built than your Unified Development Code standards require. Most households in the area have multiple vehicles, and if the proposed amendment to reduce parking standards below 1.75 spaces per DU were approved, this would necessitate extra cars that can't find a parking space to park in surrounding neighborhoods and commercial areas, causing additional safety and nuisance issues.

3. C1 – Neighborhood Commercial Zoning

I also object to allowing a Fuel Center and a Grocery Store anchor in the C1 – Neighborhood Commercial zoning district. C1 – Neighborhood Commercial should only allow small-scale, low intensity commercial establishments. The Developer is requesting a waiver to allow a grocer anchor in the C1 zoning district, as well as a Fuel Center. These uses are more appropriate in a C2 – Local Commercial zoning district, since they are characterized by frequent visits of customers and clients and requires good vehicular circulation.

Article 2: Zoning Regulations
204 Zoning Districts
N C1 – Neighborhood Commercial

N. C1 – Neighborhood Commercial

1. Purpose

The purpose of the C1 zoning district is to allow for small-scale, low-intensity commercial, retail, office, service-oriented, and professional uses, and accompanying accessory uses, that serve primarily the surrounding neighborhood, and are typically located where collector roads intersect with other collector roads or arterial roads. This district is generally appropriate within the following placetype(s) in the ONE McKinney 2040 Comprehensive Plan: Neighborhood Commercial and Historic Town Center – Mix.

(From Page 70 of Unified Development Code

<https://www.mckinneytexas.org/DocumentCenter/View/35702/UDC-20241119?bidId=>

O. C2 - Local Commercial

1. Purpose

The purpose of the C2 zoning district is to allow for mid-sized, medium-intensity commercial, retail, office, service-oriented, and professional uses, and accompanying accessory uses. Local Commercial areas are characterized by frequent visits of customers and clients and require access to good vehicular circulation, so are typically located where arterial roads intersect other arterial roads. This district is generally appropriate within the following placetype(s) in the ONE McKinney 2040 Comprehensive Plan: Neighborhood Commercial, Commercial Center, Professional Center, and Historic Town Center - Mix.

(From Page 71 of Unified Development Code

<https://www.mckinneytexas.org/DocumentCenter/View/35702/UDC-20241119?bidId=>)

I object to having a large Grocery Store being built onto this property, as well as building a Fuel Center and the potential environmental hazards that would bring. Neither one of those uses is standard for a C1 zoning district. A Fuel Center could cause fuel to seep into the ground water and cause environmental damage to the ground water and land of surrounding properties. A large Grocery Store and a Fuel Center are not appropriate in a C1 zoning district and are not consistent with the many nice homes and neighborhoods in the surrounding areas. Allowing a Grocery Store and Fuel Center in this C1 zoning district would allow increased traffic congestion, security issues, and nuisance factors for the surrounding neighborhoods, would negatively affect surrounding home values, and is not consistent with the character of the surrounding properties.

4. R5 and R8 Residential Zoning

I also object to changing the zoning to R5 and R8 for the single-family homes portion of this project. R5 – Residential zoning allows a minimum lot size of 5,000 square feet. R8 – Residential zoning allows a minimum lot size of 8,000 square feet. I feel that the minimum lot size approved should be at least R12 – Residential with a minimum lot size of 12,000 square feet, and preferably R43 – Residential Estate with a minimum lot size of 43,560 square feet. Approving the smaller lot sizes requested in R5 and R8 zoning will increase housing density, and with a larger percentage of hardscaping and concrete it can cause runoff issues during storms. The smaller lot sizes would also increase traffic congestion, put strains on already full Prosper ISD schools, and will negatively affect surrounding home values.

Given all these issues that the proposed rezoning and waivers would cause, I respectfully request that the Planning and Zoning Commission and City Council reject the proposed MF30 zoning designation, do not allow the amendment to the parking regulations, do not allow a Grocery Store or a Fuel Center to be built in this project, and increase the minimum required lot sizes to at least R12 and preferably R43 for the single-family portion of the project.

Thank you for your time and consideration in this matter.

Sincerely,

Donald Brown

Roderick Palmer

From: Brenda Cates
Sent: Friday, February 7, 2025 3:54 PM
To: Roderick Palmer
Cc: Contact-Planning
Subject: FW: Urgent: Request for Delayed Decision

Hey Roderick!

We got another one for ZONE2024-0075

Brenda Cates
Planning Technician

City of McKinney | Development Services
401 E. Virginia St. | McKinney, TX 75069
phone 972.547.7432 | bcates@mckinneytexas.org



From: Heather Park
Sent: Friday, February 7, 2025 3:16 PM
To: Contact-Planning <Contact-Planning@mckinneytexas.org>
Subject: Urgent: Request for Delayed Decision

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Dear Ms. Arnold,

I am writing to formally express my concerns regarding the proposed zoning change for the property located at Old Custer Road, south of Frontier in the northwestern corner of McKinney.

While I understand that development plays an important role in the growth of a city, I believe this particular proposal deserves further scrutiny before any decision is made, due to several significant issues that could negatively impact the community in addition to what is currently a perceived conflict of interest on the part of one of the landowners.

It has only come to light in the days leading up to the Planning and Zoning meeting that certain landowners involved in the development who are currently holding the position of HOA president for one of the affected neighborhoods, and who stand to directly benefit from the proposed change, have failed

to disclose the necessary information required for our neighborhood to properly represent itself in this proceeding. While this may not seem like a significant issue, when viewed in aggregate with the very limited time between the posted signage being displayed and the upcoming Planning and Zoning meeting, it strikes, at the very least, a tone of distrust amongst the community.

While I do not wish to dwell on this point, it's important to note that such conflicts were not disclosed earlier in the process, leaving residents with questions about the transparency of the discussions. Though not the primary concern, this situation certainly adds to the atmosphere of uncertainty surrounding this project.

Turning to the proposal itself, there are several key concerns that I believe the City must carefully consider:

1. Traffic Congestion and Safety

The proposed development, which would add significant density to an already busy area, will likely exacerbate existing traffic congestion. The surrounding streets, including [Insert Road Names], already experience heavy traffic, and adding hundreds of additional vehicles could create unsafe conditions for drivers, pedestrians, and cyclists. A careful review of local traffic patterns and safety measures should be conducted before proceeding with any approvals.

2. Inadequate Parking and Overflow Issues

The proposed reduction in parking spaces to 1.75 spaces per unit raises serious concerns. Many families in the area own multiple vehicles, and without sufficient parking, overflow parking will likely spill into surrounding residential streets. This will create safety hazards and may affect the accessibility of other properties. A more appropriate parking standard must be considered to avoid these issues.

3. Disruption to Neighborhood Character

The proposed zoning change from single-family residential to high-density multi-family housing will drastically alter the character of the surrounding area. The neighborhood is currently made up primarily of single-family homes, and the addition of a multi-family development would disrupt the quiet, suburban atmosphere that current residents value. This change could not only affect the community's character but also have lasting effects on property values and residents' quality of life. Many local residents conducted extensive research on the surrounding areas' zoning status and made significant financial investments based on that information. If such impactful details should be changed, those that are affected should be afforded the time and sufficient opportunity to voice our concerns and investigate all available avenues of recourse.

4. Pressure on Infrastructure and Public Services

The proposed development will likely place additional strain on local infrastructure, including schools, public safety resources, and utilities. McKinney, like many growing cities, is already facing challenges in these areas, and introducing more residents without a corresponding increase in infrastructure capacity will exacerbate these problems. A thorough analysis of the potential impact on public services should be conducted before any zoning changes are approved.

5. Lack of Adequate Community Engagement

Many residents, myself included, feel that we have not been given adequate opportunity to provide input on this proposal. There was insufficient communication from the City and the developers, and as a result, we are now being asked to make decisions based on incomplete information. A more inclusive

approach that gives residents the chance to voice concerns and provide feedback is essential for ensuring that any development serves the broader community, not just the interests of a few.

Given these issues, I respectfully request that the City delay any decision on this proposed zoning change and conduct a more thorough review of the potential impacts. This should include a detailed traffic study, infrastructure impact analysis, and a community engagement process that ensures the concerns of all affected residents are fully heard, regardless of the city they call home.

I appreciate your time and consideration of these important issues. I trust the City of McKinney will take these factors into account and make a decision that is in the best interest of the entire community.

Thank you,

Heather Park
CEO Geekly Media

Home Address:
4240 Tranquility Lane
Prosper, Texas 75078

Direct Contact Number:
214-277-4642



Heather Park

CEO | Co-Founder



1402 S. Custer Road
Suite 704, McKinney, TX 75072

geeklymedia

Formerly known as RentBridge



[Share Your Experience](#)

[Create A Ticket](#)

[geeklymedia.com](https://www.geeklymedia.com)

Roderick Palmer

From: Brenda Cates
Sent: Monday, February 10, 2025 8:19 AM
To: Roderick Palmer
Subject: FW: Objection to proposed zoning changes for 127.3653 acres within Haggard McKinney project

Hi Roderick,

This is an objection for ZONE2024-0075.

Thank you,

Brenda Cates
Planning Technician

City of McKinney | Development Services
401 E. Virginia St. | McKinney, TX 75069
phone 972.547.7432 | bcates@mckinneytexas.org



From:
Sent: Friday, February 7, 2025 7:06 PM
To: Contact-Planning <Contact-Planning@mckinneytexas.org>
Subject: Objection to proposed zoning changes for 127.3653 acres within Haggard McKinney project

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Jason Brown
4100 Tranquility Lane
Prosper, TX 75078

February 7, 2025

Jennifer Arnold
Director of Planning
City of McKinney Development Services

Subject: Objection to proposed zoning changes for 127.3653 acres within Haggard McKinney project.

Dear Ms. Arnold,

I am writing to formally object to the proposed zoning changes for the 127.3653-acre property located at the southeast and southwest corners of Custer Road and Frontier Parkway, that are outlined in the Letter of Intent submitted by Kimley-Horn on behalf of Haggard Rhea Mills, LLC.

1.) MF30 (Multi-family) Zoning

I object to adding MF30 (Multi-Family) zoning on the west side of Custer Road and east side of Old Custer Road. Approving MF30 (Multi-Family) increases housing density and allows a larger percentage of hardscaping and concrete, that can cause runoff issues during storms. MF30 would also create additional traffic congestion, safety problems, and nuisance issues for surrounding property owners, and will negatively affect surrounding home values. Adding this many housing units would also put strains on already full Prosper ISD schools.

2.) MF30 amendment to parking regulations

In addition, I object to lowering the parking requirements to less than 1.75 spaces per dwelling unit (DU). This raises concerns about inadequate parking availability and would allow an even higher density of Multi-Family buildings to be built than your Unified Development Code standards require. Most households in the area have multiple vehicles, and if the proposed amendment to reduce parking standards below 1.75 spaces per DU were approved, this would necessitate extra cars that can't find a parking space to park in surrounding neighborhoods and commercial areas, causing additional safety and nuisance issues.

3.) C1 – Neighborhood Commercial Zoning

I also object to allowing a Fuel Center and a Grocery Store anchor in the C1 – Neighborhood Commercial zoning district. C1 – Neighborhood Commercial should only allow small-scale, low intensity commercial establishments. The Developer is requesting a waiver to allow a grocer anchor in the C1 zoning district, as well as a Fuel Center. These uses are more appropriate in a C2 – Local Commercial zoning district, since they are characterized by frequent visits of customers and clients and requires good vehicular circulation.

Article 2: Zoning Regulations

204 Zoning Districts

N C1 – Neighborhood Commercial

N. C1 – Neighborhood Commercial

1. Purpose

The purpose of the C1 zoning district is to allow for small-scale, low-intensity commercial, retail, office, service-oriented, and professional uses, and accompanying accessory uses, that serve primarily the surrounding neighborhood, and are typically located where collector roads intersect with other collector roads or arterial roads. This district is generally appropriate within the following placetype(s) in the ONE McKinney 2040 Comprehensive Plan: Neighborhood Commercial and Historic Town Center – Mix.

(From Page 70 of Unified Development Code

<https://www.mckinneytexas.org/DocumentCenter/View/35702/UDC-20241119?bidId=>)

O. C2 – Local Commercial

1. Purpose

The purpose of the C2 zoning district is to allow for mid-sized, medium-intensity commercial, retail, office, service-oriented, and professional uses, and accompanying accessory uses. Local Commercial areas are characterized by frequent visits of customers and clients and require access to good vehicular circulation, so are typically located where arterial roads intersect other arterial roads. This district is generally appropriate within the following placetype(s) in the ONE McKinney 2040 Comprehensive Plan: Neighborhood Commercial, Commercial Center, Professional Center, and Historic Town Center – Mix.

(From Page 71 of Unified Development Code

<https://www.mckinneytexas.org/DocumentCenter/View/35702/UDC-20241119?bidId=>)

I object to having a large Grocery Store being built onto this property, as well as building a Fuel Center and the potential environmental hazards that would bring. Neither one of those uses is standard for a C1 zoning district. A Fuel Center could cause fuel to seep into the ground water and cause environmental damage to the ground water and land of surrounding properties. A large Grocery Store and a Fuel Center are not appropriate in a C1 zoning district and are not consistent with the many nice homes and neighborhoods in the surrounding areas. Allowing a Grocery Store and Fuel Center in this C1 zoning district would allow increased traffic congestion, security issues, and nuisance factors for the surrounding neighborhoods, would negatively affect surrounding home values, and is not consistent with the character of the surrounding properties.

4.) R5 and R8 Residential Zoning

I also object to changing the zoning to R5 and R8 for the single-family homes portion of this project. R5 – Residential zoning allows a minimum lot size of 5,000 square feet. R8 – Residential zoning allows a minimum lot size of 8,000 square feet. I feel that the minimum lot size approved should be at least R12 – Residential with a minimum lot size of 12,000 square feet, and preferably R43 – Residential Estate with a minimum lot size of 43,560 square feet. Approving the smaller lot sizes requested in R5 and R8 zoning will increase housing density, and with a larger percentage of hardscaping and concrete it can cause runoff issues during storms. The smaller lot sizes would also increase traffic congestion, put strains on already full Prosper ISD schools, and will negatively affect surrounding home values.

Given all these issues that the proposed rezoning and waivers would cause, I respectfully request that the Planning and Zoning Commission and City Council reject the proposed MF30 zoning designation, do not allow the amendment to the parking regulations, do not allow a Grocery Store or a Fuel Center to be built in this project, and increase the minimum required lot sizes to at least R12 and preferably R43 for the single-family portion of the project.

Thank you for your time and consideration in this matter.

Sincerely,
Jason Brown

Roderick Palmer

From: Brenda Cates
Sent: Friday, February 7, 2025 1:50 PM
To: Roderick Palmer
Cc: Contact-Planning
Subject: FW: Opposition to Proposed Multi-Family Rezoning on Old Custer Road

Hi Roderick,

I believe this is for Zone 2024-0075. Could you please review?

Thank you!

Brenda Cates
Planning Technician

City of McKinney | Development Services
401 E. Virginia St. | McKinney, TX 75069
phone 972.547.7432 | bcates@mckinneytexas.org



From: Freier, Jon
Sent: Friday, February 7, 2025 1:48 PM
To: Contact-Planning <Contact-Planning@mckinneytexas.org>
Subject: Opposition to Proposed Multi-Family Rezoning on Old Custer Road

EXTERNAL EMAIL WARNING: Do not click links or open attachments unless you recognize the sender and know the content is safe. When in doubt, use the Phish Alert button to report the email as phishing.

Hello -

I am writing today to express my opposition to the proposed multi-family rezoning on Old Custer Road, south of Frontier in the northwestern corner of McKinney.

The proposed rezoning, and the requested waivers of the number of parking spaces relative to dwelling units as prescribed in McKinney's Code, would result in burdensome people density challenges, parking congestion, and traffic congestion. The amount of congestion in this area would almost certainly lead to significant and chronic ongoing safety issues affecting the entire area. Any requested waiver should be unconditionally denied by the City.

This proposed rezoning serves only one purpose: To maximize the land value for the land ownership group and the developer. The City of McKinney is not enriched with this proposal, nor is the overall area where McKinney, Prosper, and Celina all meet. The quality of life for residents will be deteriorated, criminal mischief will undoubtedly rise, and home values will be negatively affected that will almost certainly push high-earning households away from this area.

Unfortunately, our neighborhood HOA President is one of the individuals profiting from this zoning change and is unwilling to represent the interests of the nearby residents over his own interests. He is part of the land ownership group. A conflict of interest was never proactively disclosed to the residents by the HOA President, and it has put the entire neighborhood in a difficult position. There is a consideration to potentially pursuing legal action, but residents would like to avoid that action since the interests of the City and nearby residents should be more aligned than not. Once again, I underscore that the proposed rezoning serves only one purpose: To maximize the land value for the land ownership group and the developer.

We respectfully ask the City of McKinney to not be complicit in this profit-maximizing scheme that negatively affects the community at large. Thank you.

Jon Freier
President, T-Mobile US

Home Address:
1860 Tranquility Court
Prosper, TX 75078

Roderick Palmer

From: Brenda Cates
Sent: Friday, February 7, 2025 9:01 AM
To: Roderick Palmer
Cc: Contact-Planning
Subject: FW: Zone 2024-0075

Hi Roderick,

Could you please review?

Thank you!

Brenda Cates
Planning Technician

City of McKinney | Development Services
401 E. Virginia St. | McKinney, TX 75069
phone 972.547.7432 | bcates@mckinneytexas.org



From: Kate Casper ·
Sent: Friday, February 7, 2025 8:57 AM
To: Contact-Planning <Contact-Planning@mckinneytexas.org>
Subject: Zone 2024-0075

EXTERNAL EMAIL WARNING: Do not click links or open attachments unless you recognize the sender and know the content is safe. When in doubt, use the Phish Alert button to report the email as phishing.

Good Morning

I am writing to express my strong opposition to the rezoning of Zone 2024-0075 to MF30.

I recommend designating the small area on Custer and Frontier for commercial use only rather than mixed including multi-family housing, as high-density apartments would lead to excessive congestion. Instead, the MF30 zone should be relocated behind the proposed Kroger at Custer and Laud-Howell.

Studies show that commercial properties at high-traffic intersections benefit from increased visibility, foot traffic, and sales potential. According to the International Council of Shopping Centers (ICSC), retail businesses at high-traffic locations can experience 30-50% higher sales than those in lower-traffic areas. Additionally, the National Association of Realtors (NAR) reports that commercial properties in prime locations tend to appreciate faster, providing greater long-term value for the community.

On the other hand, placing high-density multi-family housing at such intersections can lead to increased congestion, safety concerns, and reduced walkability. According to the Institute of Transportation Engineers (ITE), high-density residential developments generate 40-60% more peak-hour trips than commercial properties, further straining infrastructure.

By reserving high-traffic intersections for commercial use and relocating multi-family housing to a less congested area, the city can enhance economic growth while maintaining efficient traffic flow and community livability.

Thank you

Kate Casper

Resident on Custer Rd

Request to Speak Before McKinney City Council

(Print) Full Name Monica Pittenger Date 2/6/25
Address 1840 Cornet Ct. Phone 832-723-1988
City Prosper Zip 75078
Email [REDACTED]

Public Comments for items ON THE AGENDA

☐ I wish to speak in SUPPORT / OPPOSITION of Item # _____
*Those wishing to speak on Public Hearing item(s) will be called at the time of the Public Hearing.

Public Comments for items NOT ON THE AGENDA

☐ I wish to speak about: _____
*It is the Mayor's decision to call those wishing to speak on Non-Agenda at either the beginning or end of the meeting.

Submit a Comment without Speaking

I do not wish to speak; however, please record my:

☐ SUPPORT FOR

☒ OPPOSITION AGAINST

Topic of Discussion:

Zone change - opposed to having a large multi-family
apartments outside the entrance of my neighborhood.
- not enough parking.
- conflict of interest / HOA president tried to
change the zone of the land without informing Homeowners
even when asked at a meeting.

PUBLIC COMMENTS INSTRUCTIONS

- Individuals wishing to address the Council must be present at the meeting.
- Complete this "Request to Speak" card and submit to city staff before the start of the meeting.
- When called to speak, go to the speaker's stand, state your name and address, and discuss the topic of interest. Please address the whole Council as one body - do not address specific Council Members individually.
- Due to legal requirements, the Council cannot take action on Citizen Comments topics; however, the Council can:
 - Provide statements of fact regarding the topic,
 - Request the topic be included as part of a future meeting, and / or
 - Refer the topic to city staff for further study, conclusion, or assistance.
- The time allowed to speak is generally 3 minutes per item, but can be changed by the Mayor.
- All speakers will have the same amount of time to speak for each item.

Brian Lillard

4260 Tranquility Lane
Prosper, TX 75078

February 7, 2025

Jennifer Arnold

Director of Planning
City of McKinney Development Services
221 N. Tennessee St.
McKinney, Texas 75069

Subject: Objection to Proposed Zoning Change for 127.3653 Acres within Haggard McKinney

Dear Ms. Arnold,

I am writing to formally object to the proposed zoning change for the 127.3653-acre property located at the southeast and southwest corners of Custer Road and Frontier Parkway, as outlined in the Letter of Intent submitted by Kimley-Horn on behalf of Haggard Rhea Mills, LLC.

While I recognize the need for responsible development, I have significant concerns about the potential negative impacts of adding an MF30 (multi-family) district on the west side of Custer Road. Specifically, I am concerned about:

1. **Increased Traffic Congestion** – The introduction of multi-family residential zoning, particularly at the proposed density (MF30), will lead to significantly higher traffic volumes along Custer Road and surrounding intersections. The area is already experiencing congestion, and additional high-density residential development will exacerbate these issues.
2. **Insufficient Parking Standards** – The proposed amendment to reduce parking requirements to 1.75 spaces per unit raises concerns about inadequate parking availability. Many households in the area have multiple vehicles, and this reduced parking ratio may lead to overflow parking in surrounding neighborhoods and commercial areas, creating safety and accessibility issues.
3. **Mismatch with Community Character** – The existing zoning ordinance (PD-Planned Development District per Ordinance No. 2010-11-051) was designed to

support a balanced mix of residential and commercial spaces. The addition of high-density multi-family housing is not consistent with the surrounding land use, which primarily consists of single-family residential neighborhoods and religious establishments intended for lower-density traffic.

4. **Strain on Public Services and Infrastructure** – The McKinney area, particularly in this part of Collin County, is already experiencing infrastructure challenges, including school capacity constraints, public safety resource limitations, and water/sewer demands. Adding a high-density multi-family development without corresponding infrastructure expansion will put further strain on city services.
5. **Lack of Community Engagement** – Many residents in the affected area were not adequately informed or engaged in the planning process for this zoning change. Given the significant impact on local property owners and institutions, greater transparency and public input should be prioritized before any zoning amendments are approved.

Given these concerns, I respectfully request that the Planning and Zoning Commission and City Council reject the proposed MF30 zoning designation or, at a minimum, delay a decision to allow for a more detailed impact study addressing traffic, infrastructure, and community integration.

Thank you for your time and consideration. I look forward to participating in further discussions on this matter.

Sincerely,

Brian Lillard

Gretchen (Stofer) Darby

1820 Cornet Ct
Prosper, TX 75078

February 7, 2025

Jennifer Arnold

Director of Planning
City of McKinney Development Services
221 N. Tennessee St.
McKinney, Texas 75069

Subject: Objection to Proposed Zoning Change for 127.3653 Acres within Haggard McKinney

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3. **Mismatch with Community Character** – The existing zoning ordinance (PD-Planned Development District per Ordinance No. 2010-11-051) was designed to support a balanced mix of residential and commercial spaces. The addition of high-density multi-family

housing is not consistent with the surrounding land use, which primarily consists of single-family residential neighborhoods and religious establishments intended for lower-density traffic.

4. **Strain on Public Services and Infrastructure** – The McKinney area, particularly in this part of Collin County, is already experiencing infrastructure challenges, including school capacity constraints, public safety resource limitations, and water/sewer demands. Adding a high-density multi-family development without corresponding infrastructure expansion will put further strain on city services.
5. **Lack of Community Engagement** – Many residents in the affected area were not adequately informed or engaged in the planning process for this zoning change. Given the significant impact on local property owners and institutions, greater transparency and public input should be prioritized before any zoning amendments are approved.

Given these concerns, I respectfully request that the Planning and Zoning Commission and City Council reject the proposed MF30 zoning designation or, at a minimum, delay a decision to allow for a more detailed impact study addressing traffic, infrastructure, and community integration.

Thank you for your time and consideration. I look forward to participating in further discussions on this matter.

Sincerely,

Gretchen (Stofer) Darby

Founder | President | Consultant

GDC ● PUBLIC RELATIONS & COMMUNICATIONS

C ● 214.707.8217 | F ● 214.842.4161

<https://linktr.ee/gretchendarby>

Prosper Town Council - Community Engagement & Downtown Master Plan Committees (gdarby@prospertx.gov)

Prosper ISD - Long Range Planning, District Improvement, & Superintendent Advisory Council

Baylor Scott & White - Women's Advisory Council

Lewis Family Foundation - Advisory Board

National Charity League - Prosper Chapter; New Member Committee

Texas Exes Collin County Chapter - Communications Chair

Cowboys Club - Social Committee

Pierre Beasley

4221 Tranquility Lane
Prosper, Texas 75078
ttbeasley@gmail.com

February 6, 2025

Jennifer Arnold

Director of Planning
City of McKinney Development Services
221 N. Tennessee St.
McKinney, Texas 75069

Subject: Objection to Proposed Zoning Change for 127.3653 Acres; Haggard/McKinney

Ms. Arnold,

I am writing to formally object to the proposed zoning change for the 127.3653-acre property at the southeast and southwest corners of Custer Road and Frontier Parkway, as outlined in the Letter of Intent submitted by Kimley-Horn on behalf of Haggard Rhea Mills, LLC.

I recognize the need for responsible development, but I have major concerns about the negative impacts of adding an MF30 (multi-family) district on the west side of Custer Road. Specifically, I am concerned about:

1. **Strain on Public Services and Infrastructure** – The McKinney area, particularly in this part of Collin County, is already experiencing infrastructure challenges, including school capacity constraints, public safety resource limitations, and water/sewer demands. Adding a high-density multi-family development without corresponding infrastructure expansion will put further strain on city services.
2. **Mismatch with Community Character** – The existing zoning ordinance (PD-Planned Development District per Ordinance No. 2010-11-051) was designed to support a balanced mix of residential and commercial spaces. The addition of high-density multi-family housing is not consistent with the surrounding land use, which primarily consists of single-family residential neighborhoods and religious establishments intended for lower-density traffic.
3. **Increased Traffic Congestion** – The introduction of multi-family residential zoning, particularly at the proposed density (MF30), will lead to significantly higher traffic

volumes along Custer Road and surrounding intersections. The area is already experiencing congestion, and additional high-density residential development will exacerbate these issues.

4. **Insufficient Parking Standards** – The proposed amendment to reduce parking requirements to 1.75 spaces per unit raises concerns about inadequate parking availability. Many households in the area have multiple vehicles, and this reduced parking ratio may lead to overflow parking in surrounding neighborhoods and commercial areas, creating safety and accessibility issues.
5. **Lack of Community Engagement** – Many residents in the affected area were not adequately informed or engaged in the planning process for this zoning change. Given the significant impact on local property owners and institutions, greater transparency and public input should be prioritized before any zoning amendments are approved.

Given these concerns, I respectfully request that the Planning and Zoning Commission and City Council reject the proposed MF30 zoning designation or, at a minimum, delay the decision to allow for a more detailed impact study addressing traffic, infrastructure, and community integration.

Thank you for your attention to this matter. I look forward to participating in further discussions.

Sincerely,

Pierre Beasley

A handwritten signature in blue ink, appearing to read 'P. Beasley', with a long, sweeping horizontal line extending to the right.

Tilda Beasley

4221 Tranquility Lane
Prosper, Texas 75078
ttbeasley@gmail.com

February 6, 2025

Jennifer Arnold

Director of Planning
City of McKinney Development Services
221 N. Tennessee St.
McKinney, Texas 75069

Subject: Objection to Proposed Zoning Change for 127.3653 Acres; Haggard/McKinney

Ms. Arnold,

I am writing to formally object to the proposed zoning change for the 127.3653-acre property at the southeast and southwest corners of Custer Road and Frontier Parkway, as outlined in the Letter of Intent submitted by Kimley-Horn on behalf of Haggard Rhea Mills, LLC.

I recognize the need for responsible development, but I have major concerns about the negative impacts of adding an MF30 (multi-family) district on the west side of Custer Road. Specifically, I am concerned about:

1. **Strain on Public Services and Infrastructure** – The McKinney area, particularly in this part of Collin County, is already experiencing infrastructure challenges, including school capacity constraints, public safety resource limitations, and water/sewer demands. Adding a high-density multi-family development without corresponding infrastructure expansion will put further strain on city services.
2. **Mismatch with Community Character** – The existing zoning ordinance (PD-Planned Development District per Ordinance No. 2010-11-051) was designed to support a balanced mix of residential and commercial spaces. The addition of high-density multi-family housing is not consistent with the surrounding land use, which primarily consists of single-family residential neighborhoods and religious establishments intended for lower-density traffic.
3. **Increased Traffic Congestion** – The introduction of multi-family residential zoning, particularly at the proposed density (MF30), will lead to significantly higher traffic

volumes along Custer Road and surrounding intersections. The area is already experiencing congestion, and additional high-density residential development will exacerbate these issues.

4. **Insufficient Parking Standards** – The proposed amendment to reduce parking requirements to 1.75 spaces per unit raises concerns about inadequate parking availability. Many households in the area have multiple vehicles, and this reduced parking ratio may lead to overflow parking in surrounding neighborhoods and commercial areas, creating safety and accessibility issues.
5. **Lack of Community Engagement** – Many residents in the affected area were not adequately informed or engaged in the planning process for this zoning change. Given the significant impact on local property owners and institutions, greater transparency and public input should be prioritized before any zoning amendments are approved.

Given these concerns, I respectfully request that the Planning and Zoning Commission and City Council reject the proposed MF30 zoning designation or, at a minimum, delay the decision to allow for a more detailed impact study addressing traffic, infrastructure, and community integration.

Thank you for your attention to this matter. I look forward to participating in further discussions.

Sincerely,



Tilda Beasley

Roderick Palmer

From: Brenda Cates
Sent: Friday, March 7, 2025 1:40 PM
To: Roderick Palmer
Cc: Contact-Planning
Subject: FW: Opposition to Rezoning of Zone 2024-0075 to MF30

Hi Roderick,

Below is an opposition for case ZONE2024-0075.

Thanks!

Brenda Cates
Planning Technician

City of McKinney | Development Services
401 E. Virginia St. | McKinney, TX 75069
phone 972.547.7432 | bcates@mckinneytexas.org



From: brent conrad
Sent: Friday, March 7, 2025 1:10 PM
To: Contact-Planning <Contact-Planning@mckinneytexas.org>
Subject: Opposition to Rezoning of Zone 2024-0075 to MF30

EXTERNAL MESSAGE ALERT: This message originated from outside of the city. Do not click links or open attachments unless you recognize the sender and know the content is safe. If you are unsure, use the Phish Alert button.

Good Morning,

I am writing to strongly oppose the rezoning of Zone 2024-0075 to MF30.

Rather than allowing mixed-use development that includes multi-family housing, I urge the city to designate the small area at Custer and Frontier for commercial use only. High-density apartments in this

location would significantly increase congestion. A more suitable location for the MF30 zone would be behind the proposed Kroger at Custer and Laud-Howell.

Commercial properties at high-traffic intersections benefit from better visibility, increased foot traffic, and stronger sales potential. Research from the International Council of Shopping Centers (ICSC) shows that retail businesses in high-traffic areas can see 30-50% higher sales than those in lower-traffic locations. Additionally, the National Association of Realtors (NAR) has found that commercial properties in prime locations appreciate faster, creating long-term value for the community.

Conversely, placing high-density multi-family housing at major intersections often leads to congestion, safety issues, and reduced walkability. The Institute of Transportation Engineers (ITE) reports that high-density residential developments generate 40-60% more peak-hour traffic than commercial properties, putting additional strain on local infrastructure.

By reserving key intersections for commercial use and situating multi-family housing in less congested areas, the city can support economic growth while preserving traffic efficiency and community livability.

Thank you for your time and consideration.

Brent Conrad

Resident on Custer Rd

-

Brent Conrad
CR LENDING

509 E. 1ST ST
Prosper Tx 75078

phone: [214.912.5539](tel:214.912.5539) | [800.448.6030](tel:800.448.6030) |

WWW.SEE8NOW.COM

WWW.CRLEND.COM