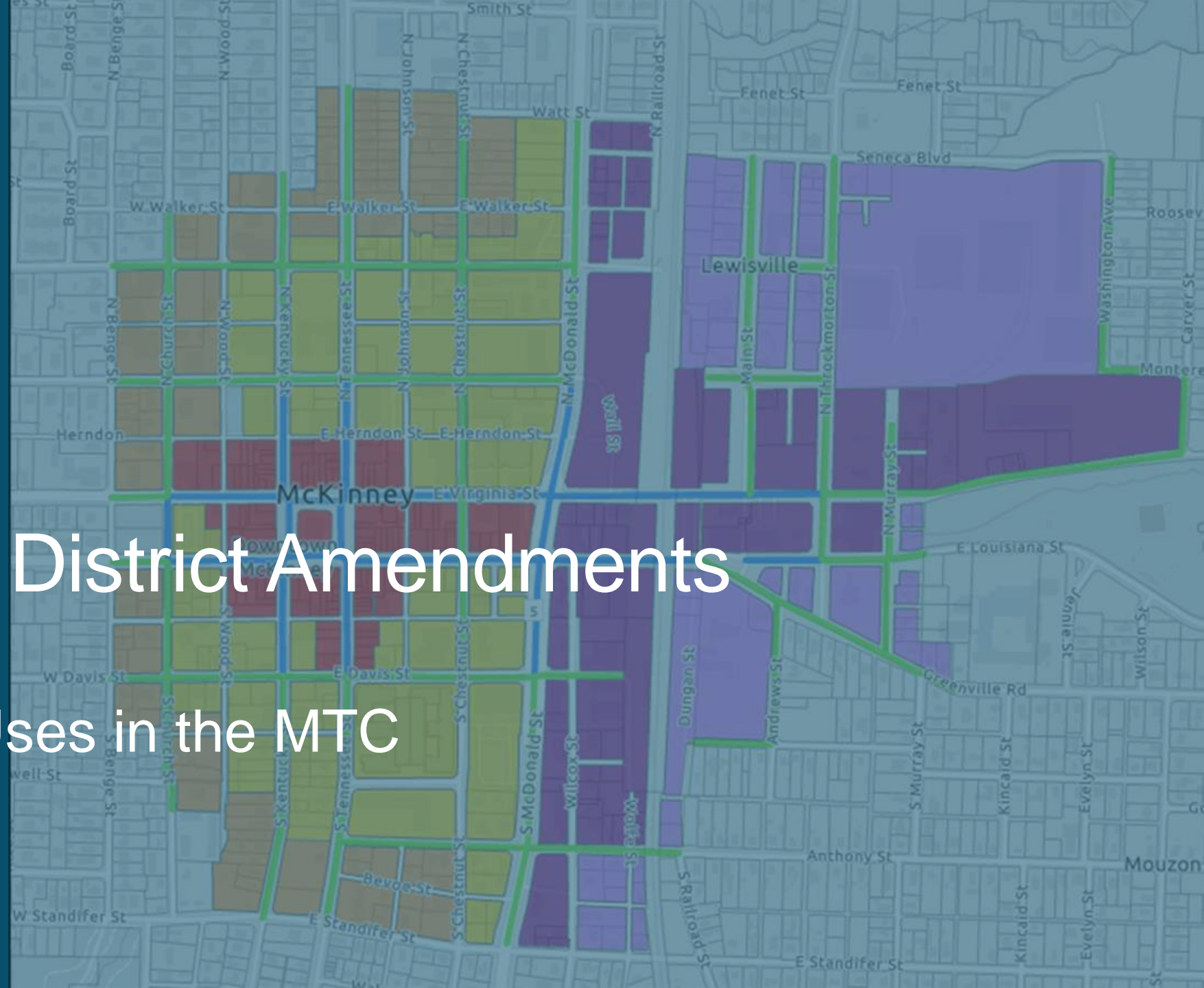
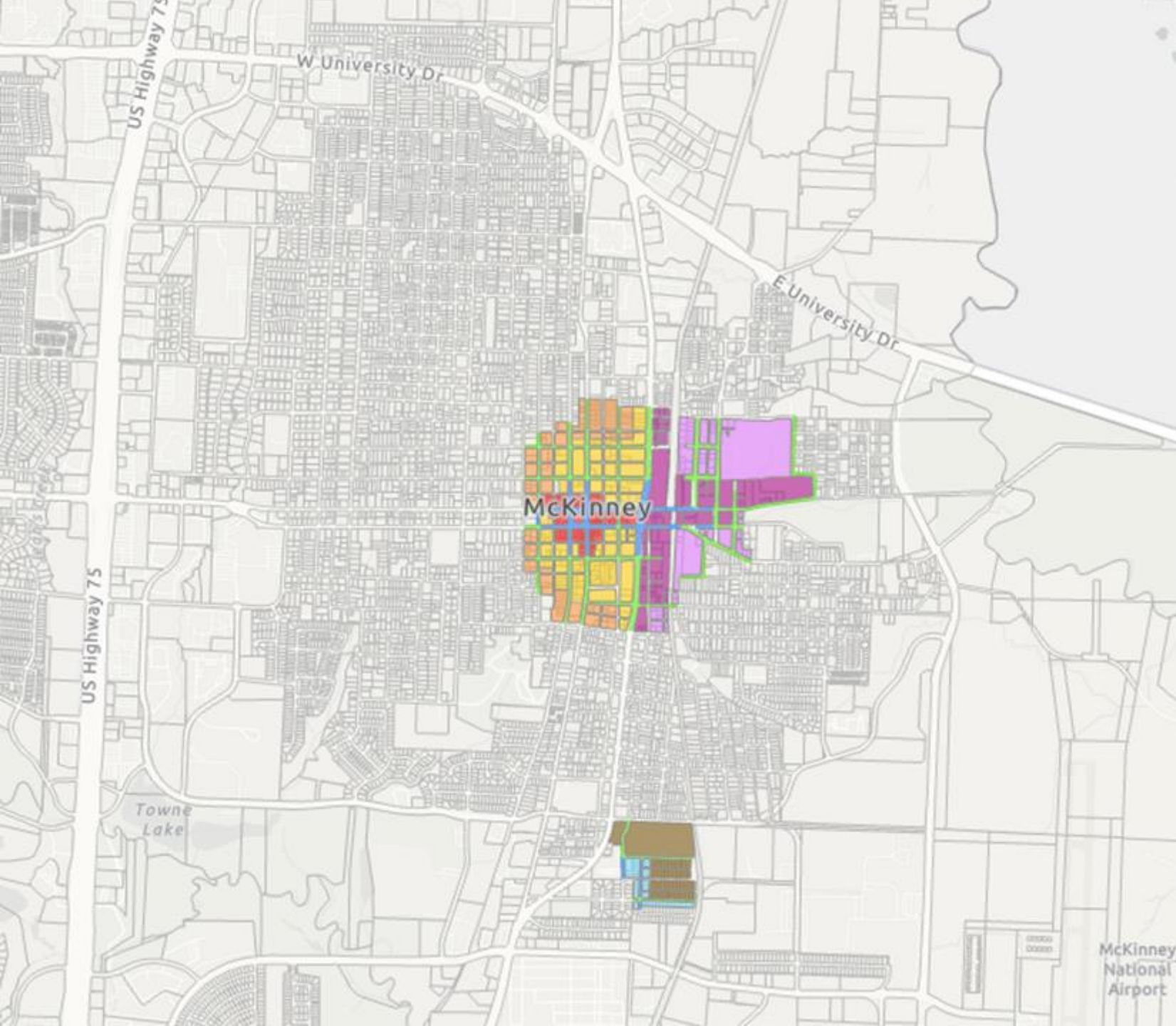


# MTC Zoning District Amendments


Exploring Land Uses in the MTC







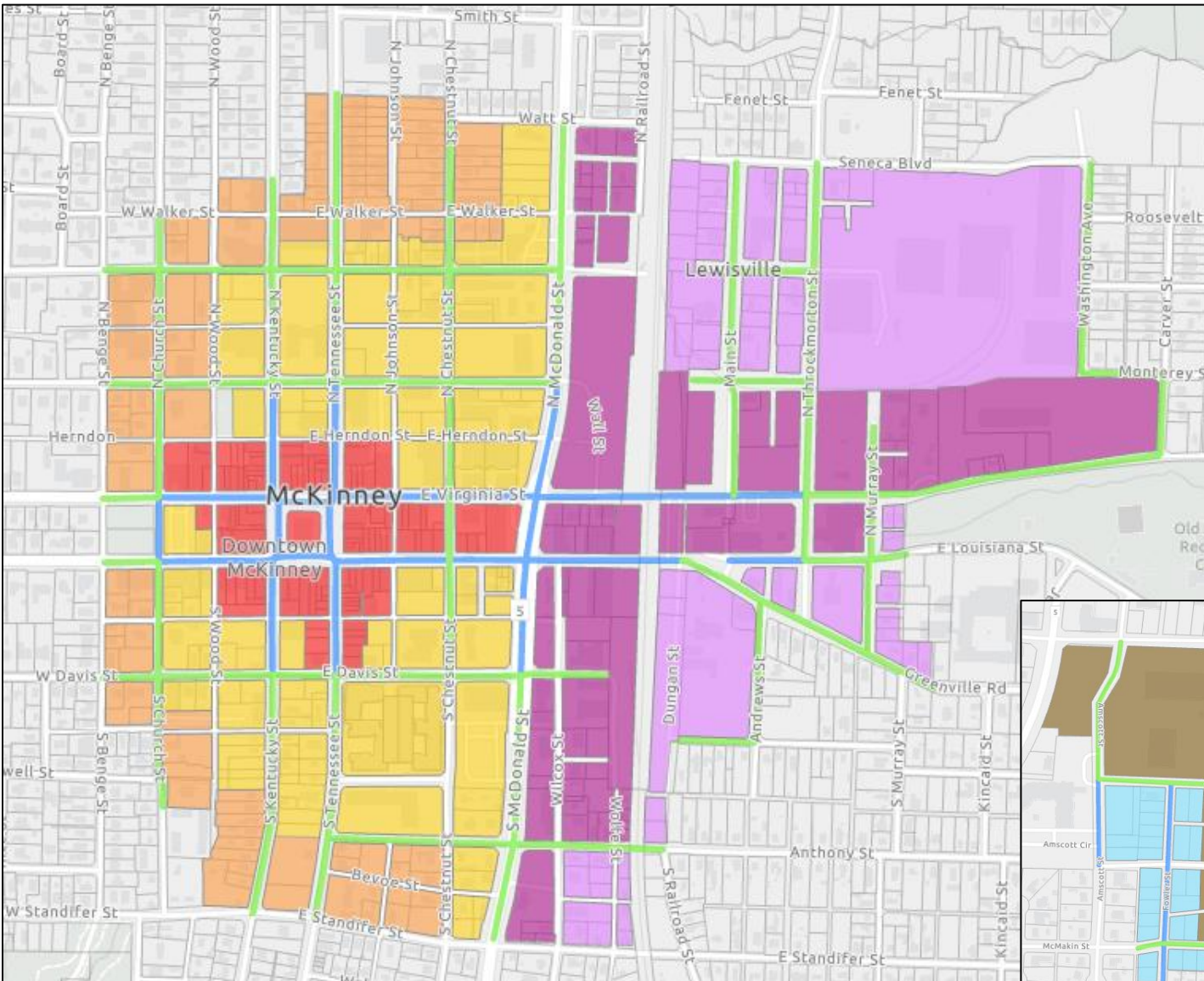
# The MTC – McKinney Town Center District

# The MTC

CHARACTER DISTRICTS			
	Historic Core		Transit Village Edge
	Downtown Core		Cotton Mill Core
	Downtown Edge		Cotton Mill Edge
	Transit Village Core		

STREET DESIGNATIONS	
	Pedestrian Priority 'A'
	Pedestrian Priority 'B'



# Why we're here:

- Working on updating McKinney Town Center (MTC) District:
  - Reconcile MTC Table of Uses with broader Unified Development Code (UDC) Table of Uses
  - Improve the intuitive reading and ease of use for public and staff
  - Clean up unclear language within the MTC
  - Consider adjustments to allowed land uses, if directed by council

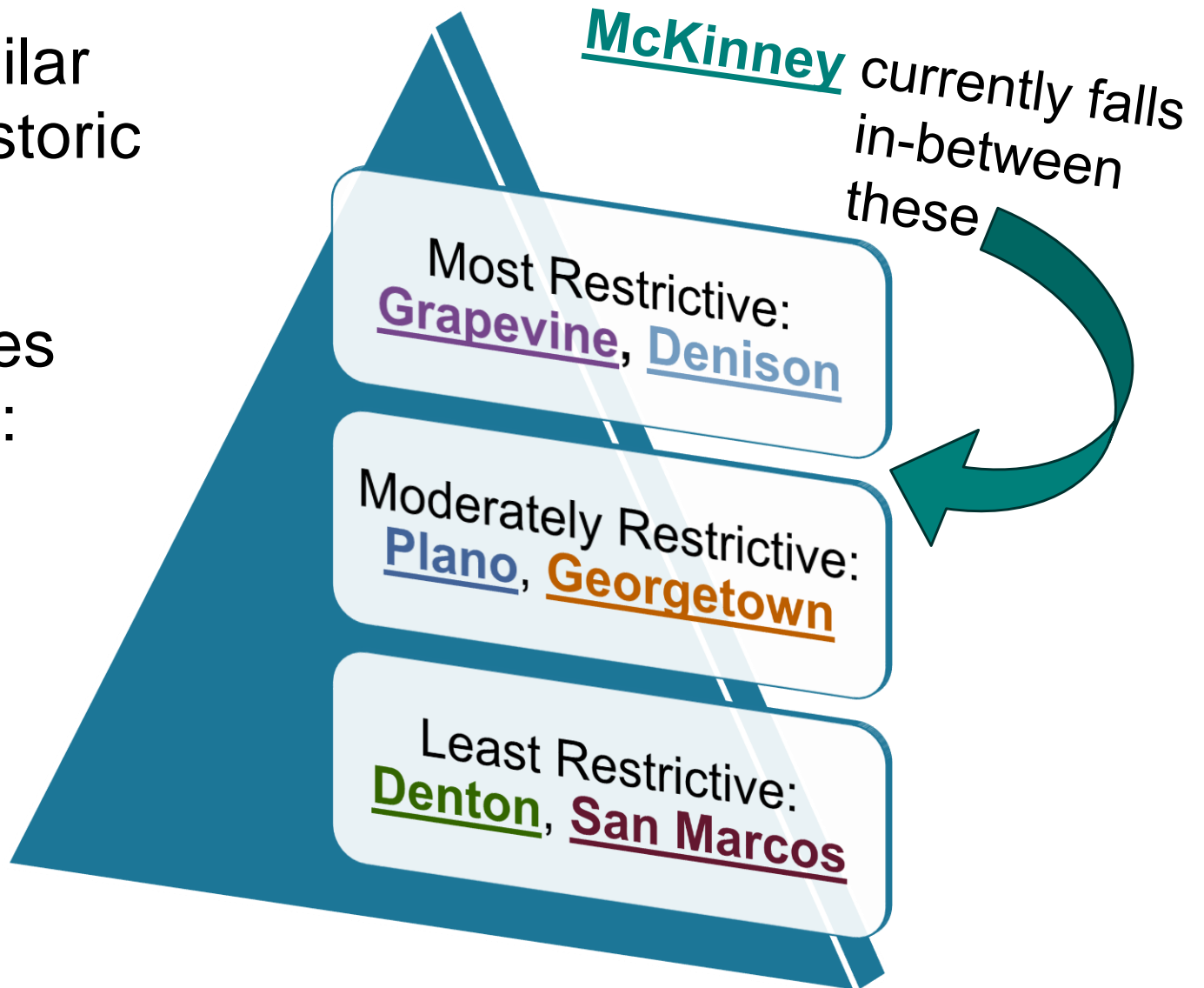
# Discussion topics:

- Alcohol-related uses and Craft Consumable Establishments
- Commercial Amusement
  - Indoor & Outdoor
- Body Art Studios



# Comparing other Historic Downtowns

- Six neighboring and similar Main Street-Certified Historic Downtowns.
- We found that these cities fell into three categories:



# Alcohol-related Uses

## Currently allowed in MTC

Brewery/Microbrewery

Brewpub

Winery

Restaurant

Private Club

## Not Recognized in MTC

Bar

Distillery (and similar uses; e.g. Cidery)

# A Note on Bars

- *“Changes to the type, or means, of alcohol sales within the City would require a citizen-initiated petition and call for a local option election.”*



# Distilleries among other Downtowns

	McKinney	Grapevine	Denison	Plano	Georgetown	Denton	San Marcos
Zone	MTC – McKinney Town Center	[Primarily] CBD - Central Business HGT - Historic Grapevine Township	[Primarily] CA - Central Area	BG - Downtown Business/ Government	MU-DT - Mixed-Use Downtown	MD - Mixed-Use Downtown Core	Character District - 5 Downtown
Overlays	Historic Overlay; HSA – Historically Significant Area	N/A	CH - Commercial Historic Overlay	HD - Heritage District (Various)	Downtown Overlay District	Denton Square District	N/A
Defined Use	No Defined Use - Closest is Brewery/ Microbrewery	Distillery	Brewery or Distillery	No Defined Use - Closest is Winery	Micro Brewery, Micro Winery, or Micro Distillery	Craft Alcohol Production	Light Industrial
Allowed?	Brewery/ Microbrewery - Yes, with Criteria* or SUP**	Distillery - No Winery – Yes with CUP***	Yes, with CUP***	Winery – Yes, with SUP	Yes, with limitations	Yes, with conditions	No

\*Wineries are allowed by right and with criteria across different character districts.

\*\*Specific Use Permit

\*\*\*Conditional Use Permit; similar to SUP

# Use: “Craft-Consumables Establishment”

Would cover small scale production of alcoholic beverages, non-alcoholic beverages, and food with on-site sales and/or limited distribution



# Craft Consumables Establishment Recommended Criteria

- a) Shall be located only in buildings less than 20,000 square feet.
- b) A Craft Consumables Establishment can be up to 50,000 square feet if it contains a restaurant component that accounts for at least 30 percent of the building's gross floor area.

# Commercial Amusement

## Definition: UDC

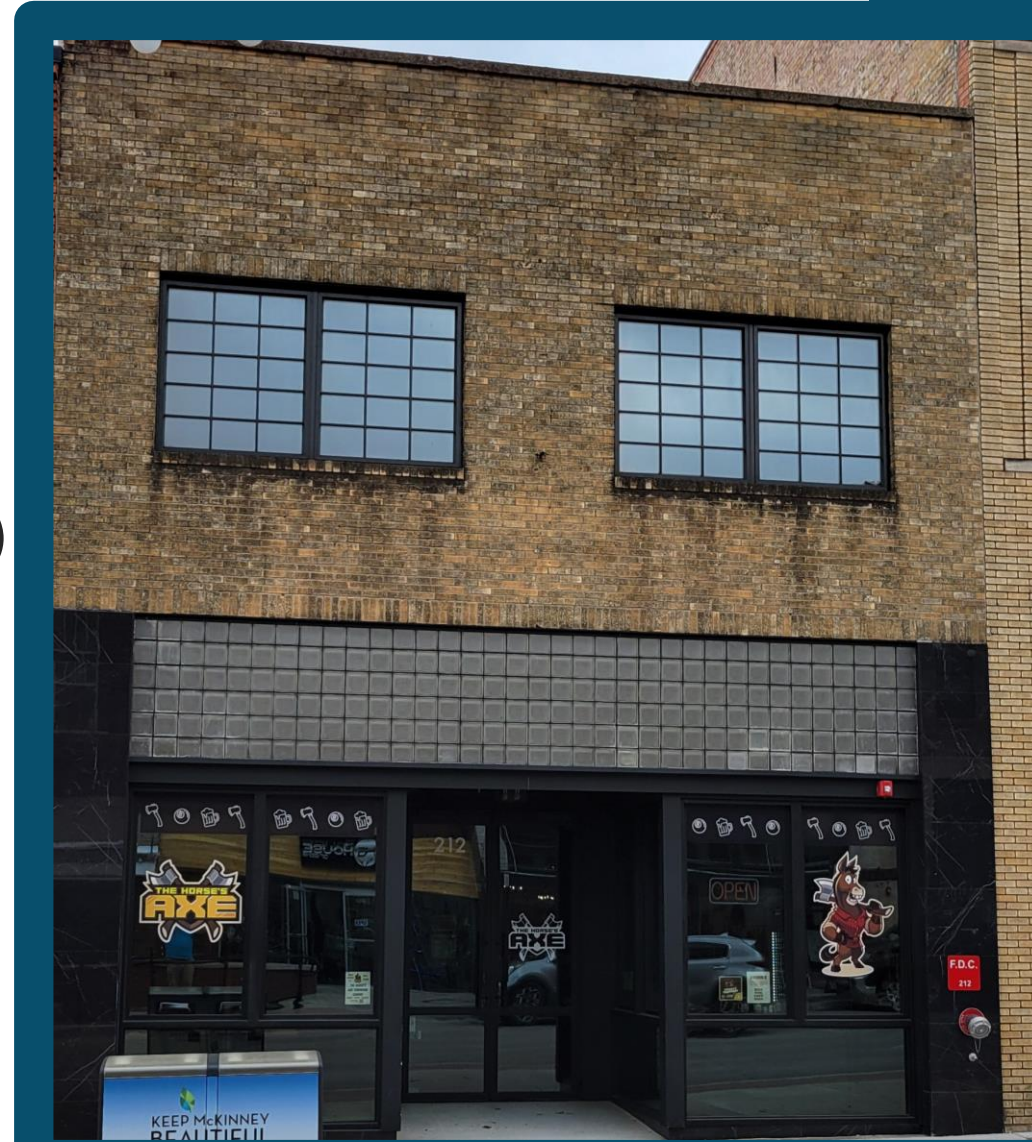
Commercial Entertainment, Indoor/Outdoor Reception or Event Center, Indoor/Outdoor

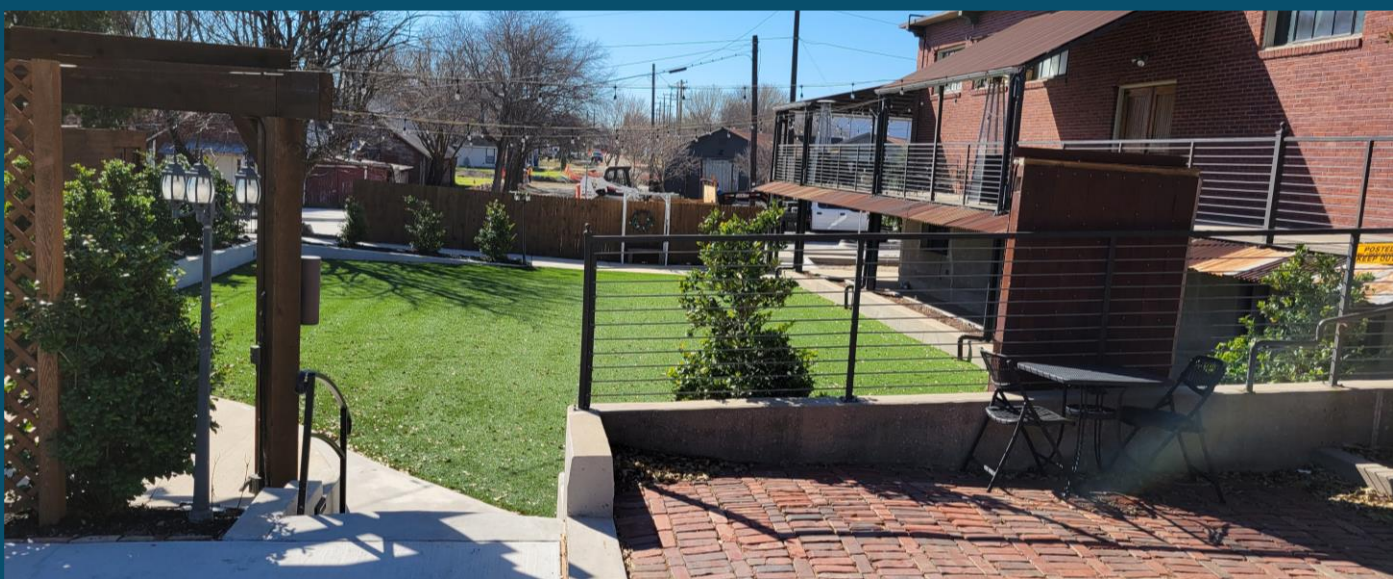
## Definition: MTC

Amusement, Commercial (Indoor)/(Outdoor)

## Allowed in MTC?

Yes, with SUP or criteria depending on district

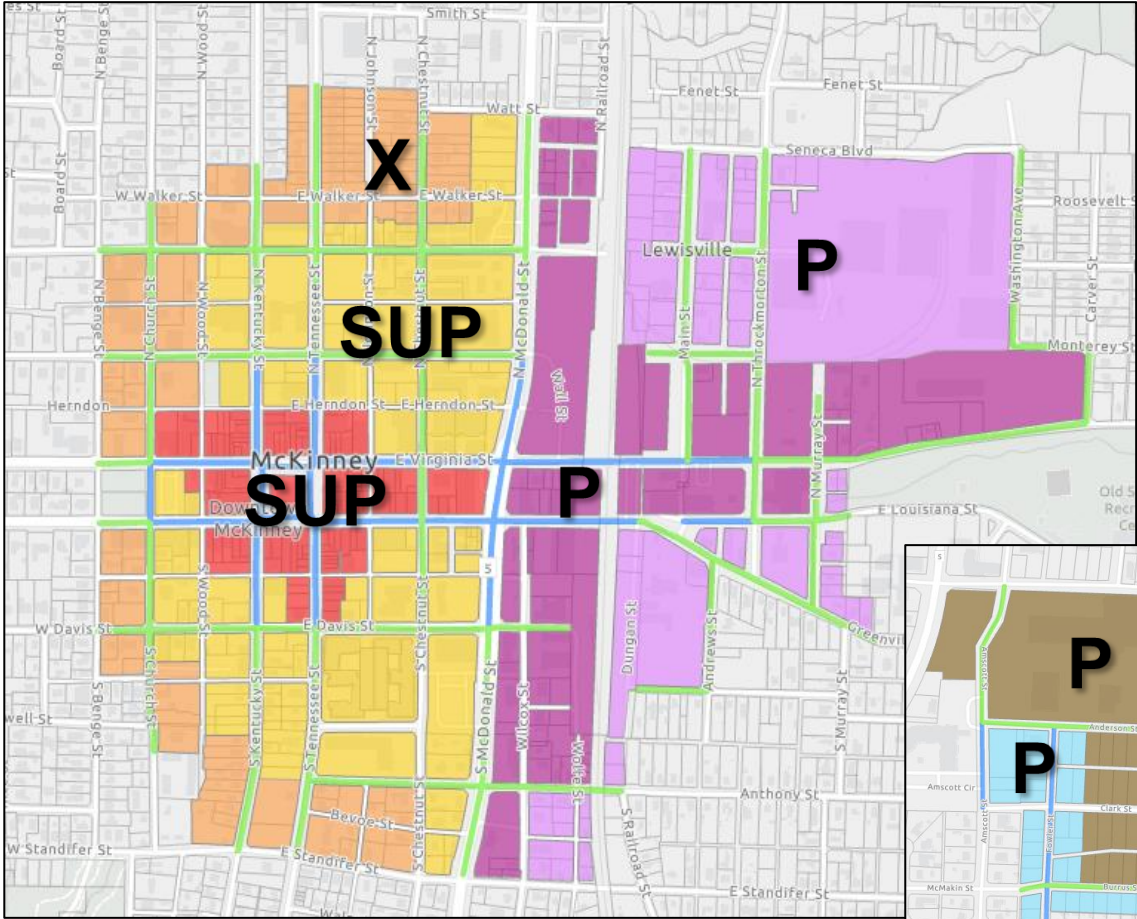




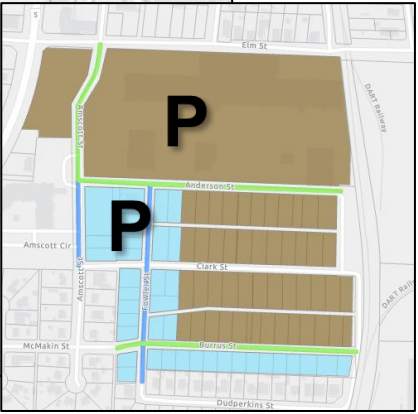
# Amusement, Commercial (Indoor) among other Downtowns

	McKinney	Grapevine	Denison	Plano	Georgetown	Denton	San Marcos
Zone	MTC – McKinney Town Center	[Primarily] CBD - Central Business HGT - Historic Grapevine Township	[Primarily] CA - Central Area	BG - Downtown Business/ Government	MU-DT - Mixed-Use Downtown	MD - Mixed-Use Downtown Core	Character District - 5 Downtown
Overlays	Historic Overlay; HSA – Historically Significant Area	N/A	CH - Commercial Historic Overlay	HD - Heritage District (Various)	Downtown Overlay District	Denton Square District	N/A
Defined Use	Amusement, Commercial (Indoor)	No unique use	Amusement Services (Indoors)	Amusement, Commercial (Indoor)	Various, including Live Music or Entertainment, Event Facility, Commercial Recreation, and Theater, Movie or Live	Indoor Recreation Facility	Indoor Recreation
Allowed?	Yes, By-Right or with SUP	Only Movie Theaters and Opera Houses	No	Yes	Yes, with conditions	Yes	Yes

# Commercial Amusement (Indoor) (Current)

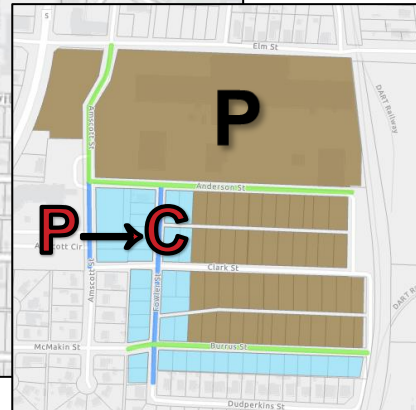
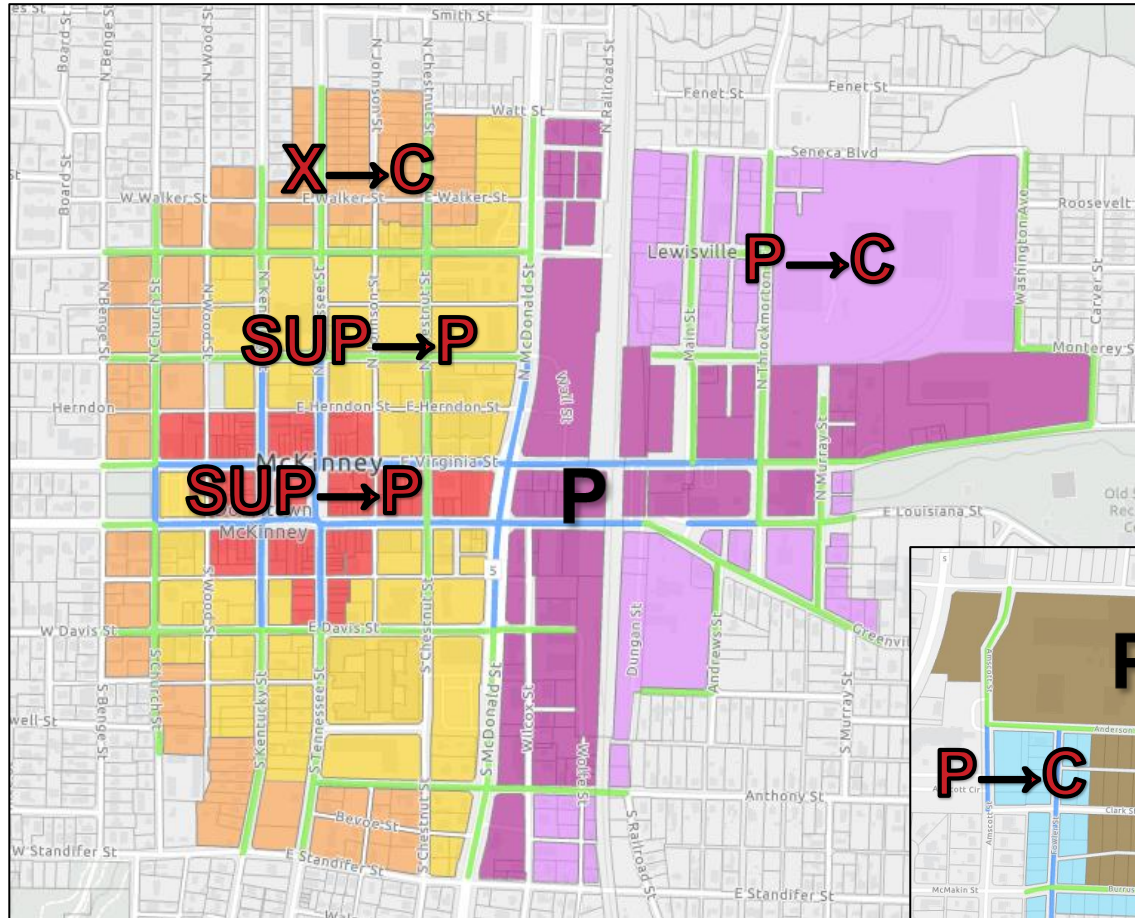


CHARACTER DISTRICTS	
<b>SUP</b> Historic Core	<b>P</b> Transit Village Edge
<b>SUP</b> Downtown Core	<b>P</b> Cotton Mill Core
<b>X</b> Downtown Edge	<b>P</b> Cotton Mill Edge
<b>P</b> Transit Village Core	
STREET DESIGNATIONS	
Pedestrian Priority 'A'	
Pedestrian Priority 'B'	



**P: Permitted**  
**C: Permitted with Criteria**  
**SUP: Permitted with SUP**  
**X: Not Permitted**

# Commercial Entertainment, Indoor; Reception or Event Center, Indoor (Proposed)



CHARACTER DISTRICTS	
<b>P</b> Historic Core	<b>C</b> Transit Village Edge
<b>P</b> Downtown Core	<b>P</b> Cotton Mill Core
<b>C</b> Downtown Edge	<b>C</b> Cotton Mill Edge
<b>P</b> Transit Village Core	
STREET DESIGNATIONS	
	Pedestrian Priority 'A'
	Pedestrian Priority 'B'

**P: Permitted**  
**C: Permitted with Criteria**  
**SUP: Permitted with SUP**  
**X: Not Permitted**



# Commercial Amusement (Indoor) Recommended Criteria

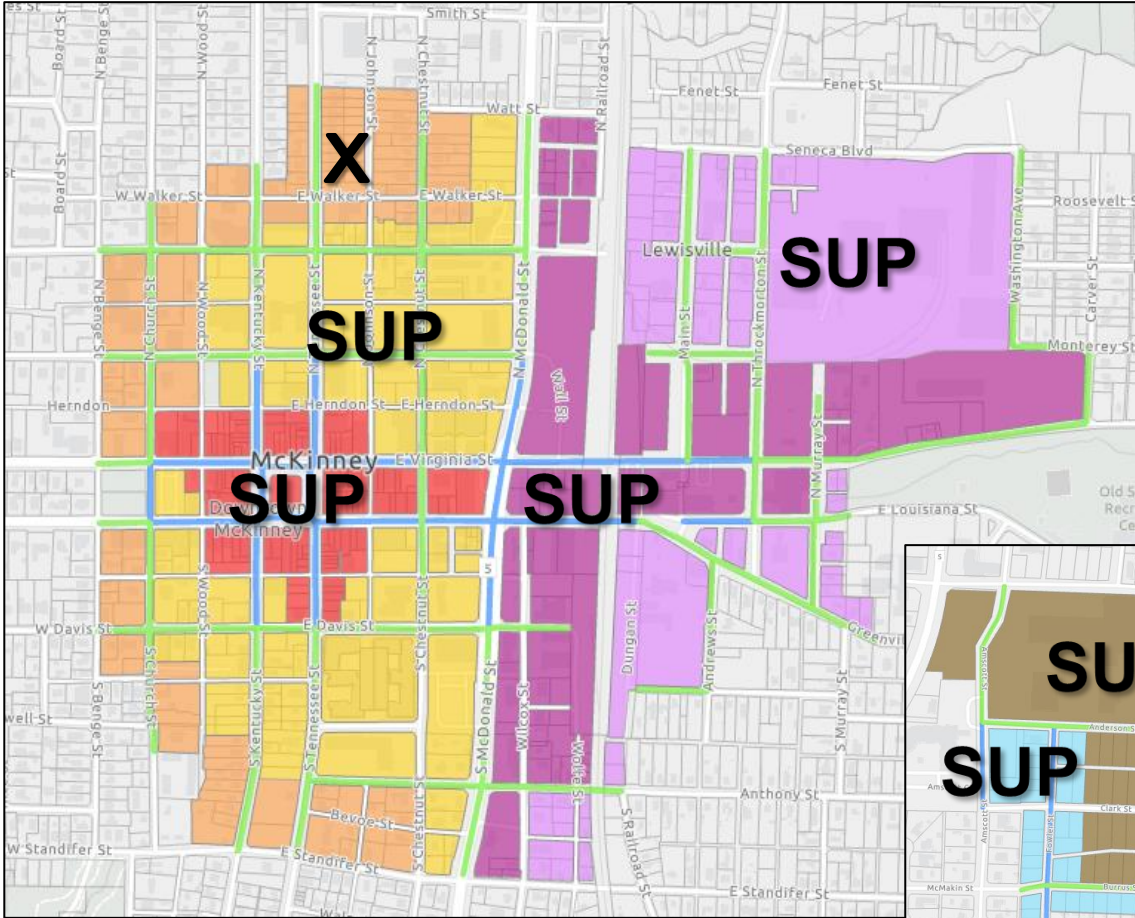
Shall be located a minimum of 300 ft. from residential uses or zones.

This provision may be modified or eliminated with approval of a Specific Use Permit.

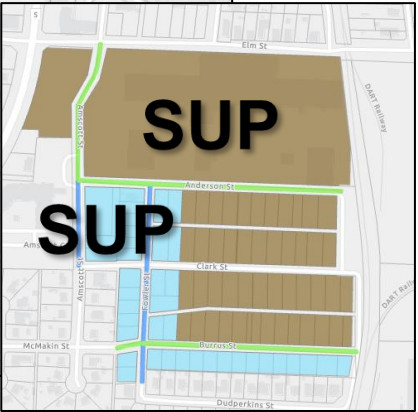
# Amusement, Commercial (Outdoor) among other Downtowns

	McKinney	Grapevine	Denison	Plano	Georgetown	Denton	San Marcos
Zone	MTC – McKinney Town Center	[Primarily] CBD - Central Business HGT - Historic Grapevine Township	[Primarily] CA - Central Area	BG - Downtown Business/ Government	MU-DT - Mixed-Use Downtown	MD - Mixed-Use Downtown Core	Character District - 5 Downtown
Overlays	Historic Overlay; HSA – Historically Significant Area	N/A	CH - Commercial Historic Overlay	HD - Heritage District (Various)	Downtown Overlay District	Denton Square District	N/A
Defined Use	Amusement, Commercial (Outdoor)	No unique use	Amusement Services (Outdoors)	Amusement, Commercial (Outdoor)	Various, including Live Music or Entertainment, Event Facility, Commercial Recreation, and Theater, Movie or Live	Outdoor Recreation Facility	Outdoor Recreation
Allowed?	Yes, with SUP	No	No	No	Yes, with conditions	Yes, with SUP	Yes

# Commercial Amusement, Outdoor (Current)

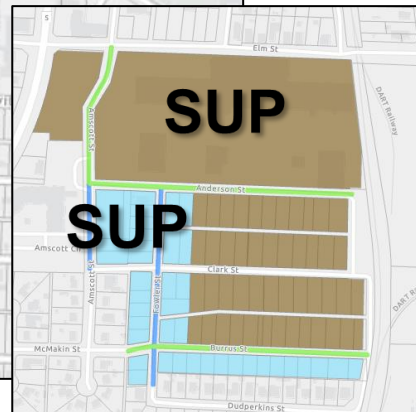
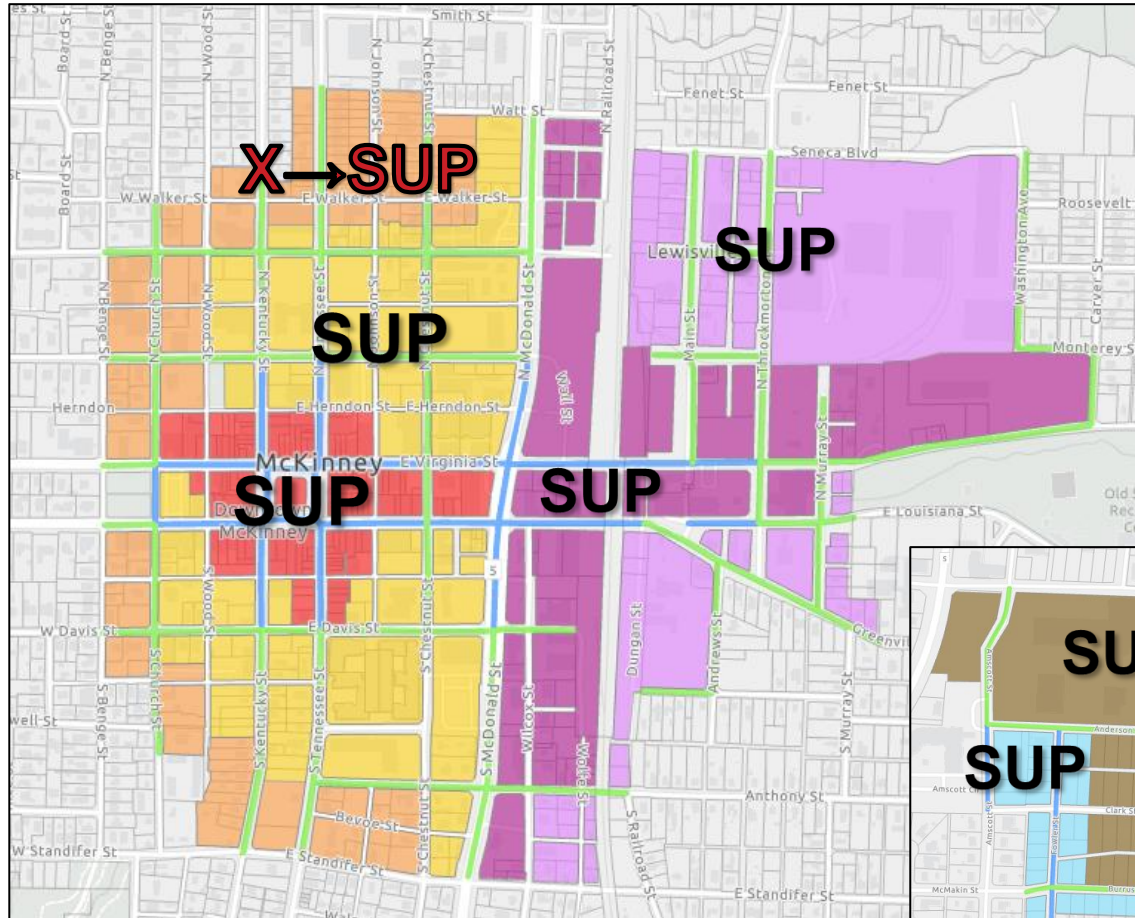




CHARACTER DISTRICTS	
<b>SUP</b> Historic Core	<b>SUP</b> Transit Village Edge
<b>SUP</b> Downtown Core	<b>SUP</b> Cotton Mill Core
<b>X</b> Downtown Edge	<b>SUP</b> Cotton Mill Edge
<b>SUP</b> Transit Village Core	
STREET DESIGNATIONS	
Pedestrian Priority 'A'	
Pedestrian Priority 'B'	



**P: Permitted**  
**C: Permitted with Criteria**  
**SUP: Permitted with SUP**  
**X: Not Permitted**

# Commercial Entertainment, Outdoor Reception or Event Center, Outdoor (Proposed)



CHARACTER DISTRICTS	
<b>SUP</b> Historic Core	<b>SUP</b> Translt Village Edge
<b>SUP</b> Downtown Core	<b>SUP</b> Cotton Mill Core
<b>SUP</b> Downtown Edge	<b>SUP</b> Cotton Mill Edge
<b>SUP</b> Translt Village Core	
STREET DESIGNATIONS	
 Pedestrian Priority 'A'	
 Pedestrian Priority 'B'	

**P: Permitted**  
**C: Permitted with Criteria**  
**SUP: Permitted with SUP**  
**X: Not Permitted**

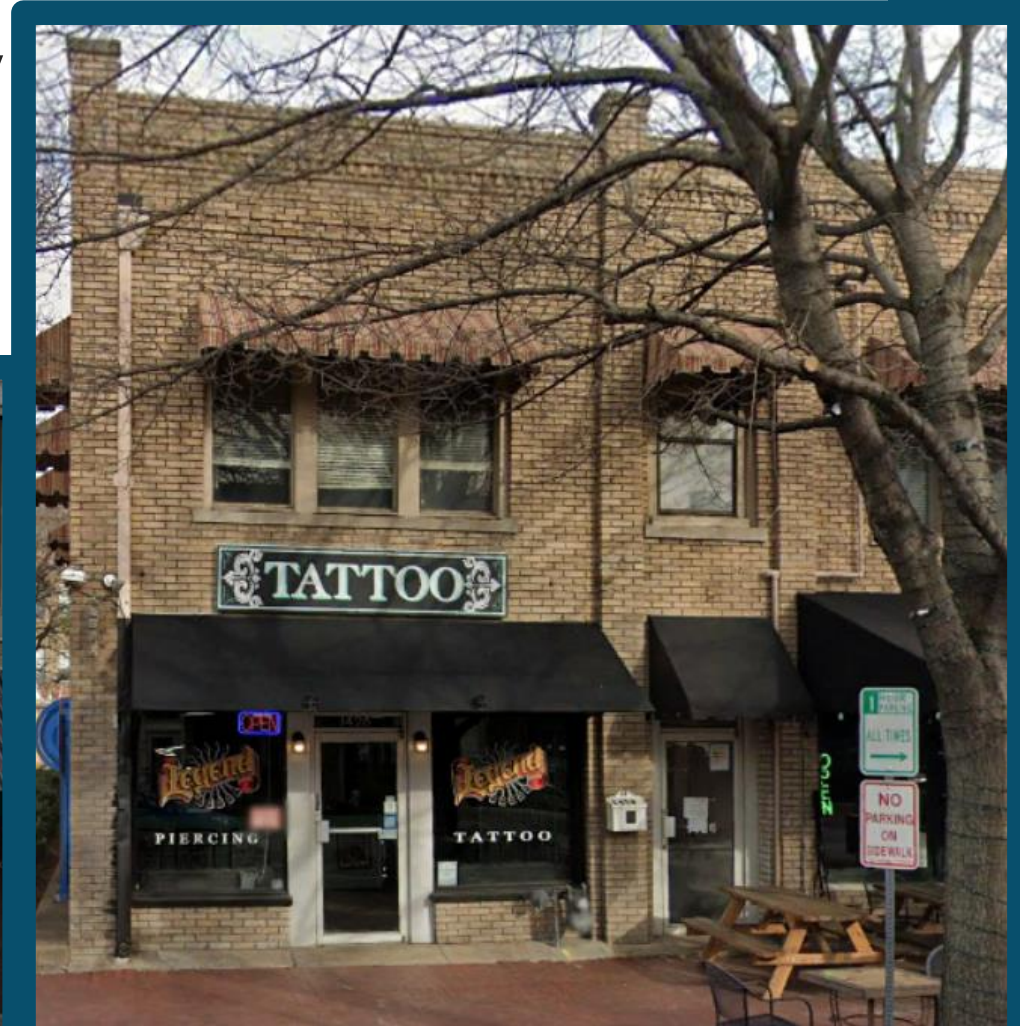
# Use: Body Art Studio

## Definition: UDC & MTC

An establishment offering tattooing and/or body piercing services...

## Allowed in MTC?

No.



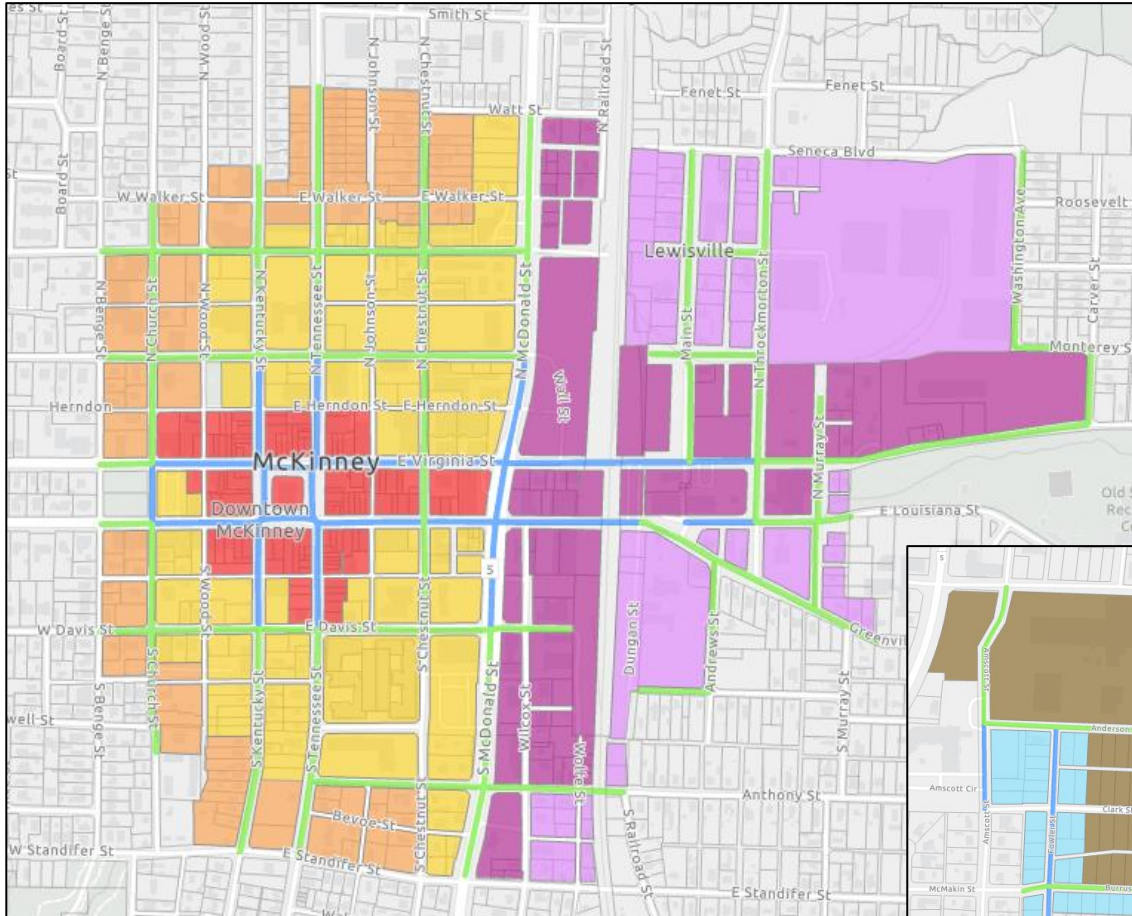
# Body Art Studios among other Downtowns








	McKinney	Grapevine	Denison	Plano	Georgetown	Denton	San Marcos
Zone	MTC – McKinney Town Center	[Primarily] CBD - Central Business HGT - Historic Grapevine Township	[Primarily] CA - Central Area	BG - Downtown Business/ Government	MU-DT - Mixed-Use Downtown	MD - Mixed-Use Downtown Core	Character District - 5 Downtown
Overlays	Historic Overlay; HSA – Historically Significant Area	N/A	CH - Commercial Historic Overlay	HD - Heritage District (Various)	Downtown Overlay District	Denton Square District	N/A
Defined Use	Body Art Studio	Permanent Cosmetic	Studio Tattoo or Body Piercing	Tattooing and Permanent Cosmetics	Personal Services, Restricted	Tattoo and Body Piercing Parlor	Tattoo, body piercing
Allowed?	No	No	No	Yes, with conditions	Yes, with SUP	Yes, with conditions	Yes

# Body Art Studio



## Options

- Keep current restrictions (not allowed)
- Allow in limited areas with criteria
- Allow broadly with criteria



CHARACTER DISTRICTS			
	Historic Core		Transit Village Edge
	Downtown Core		Cotton Mill Core
	Downtown Edge		Cotton Mill Edge
	Transit Village Core		

STREET DESIGNATIONS	
	Pedestrian Priority 'A'
	Pedestrian Priority 'B'

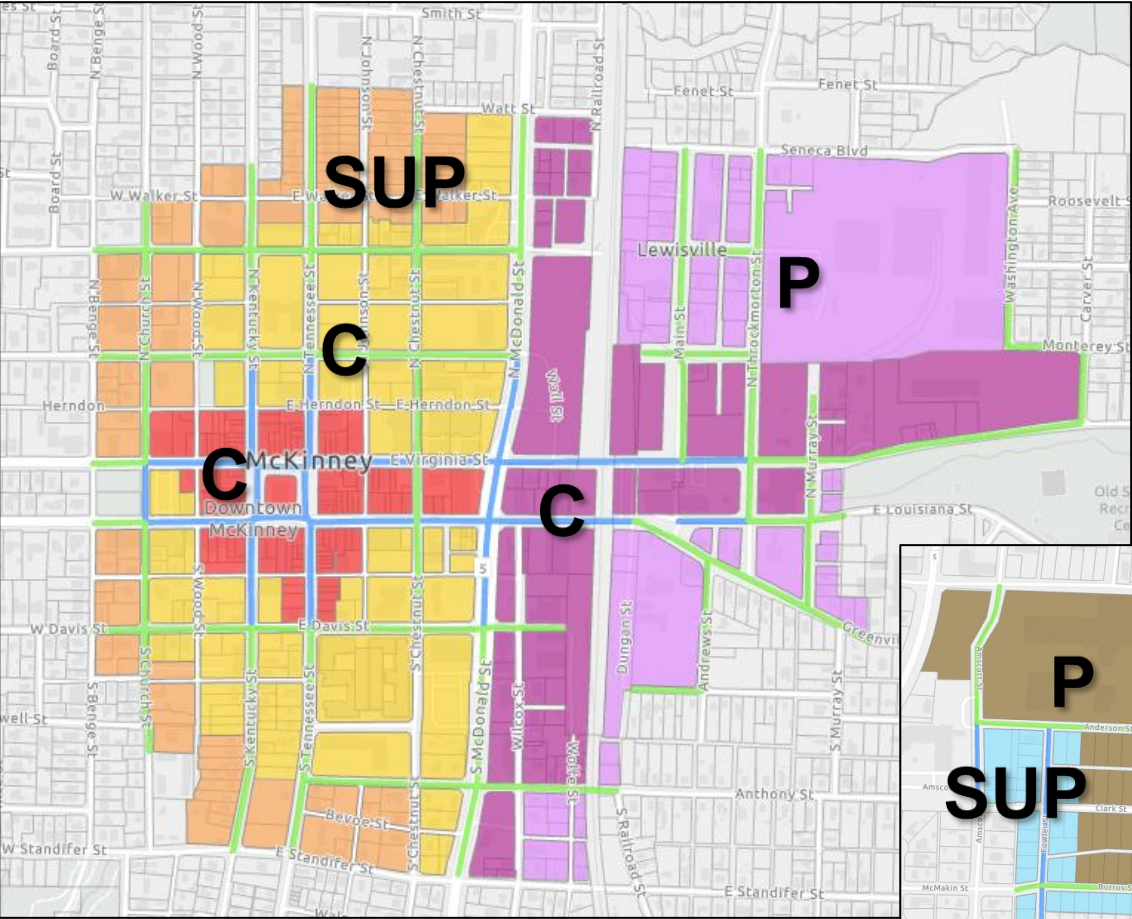
# Recap

- MTC Use Table being brought into Alignment with UDC Use Table
- **Craft Consumable Establishment**
  - Replaces existing uses
  - Allows additional business types
- **Commercial Amusement**
  - Indoor: Ease restrictions in core, expand to edge
  - Outdoor: Expand to all districts
- **Body Art Studio**
  - Asking for direction from Council on scope of allowance
  - Staff is prepared to offer criteria depending on direction

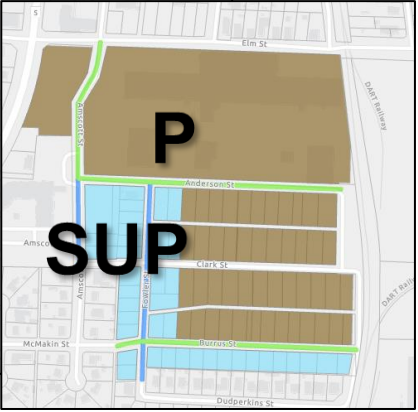


# HANDOUTS

# Brewery/Microbrewery (Current)

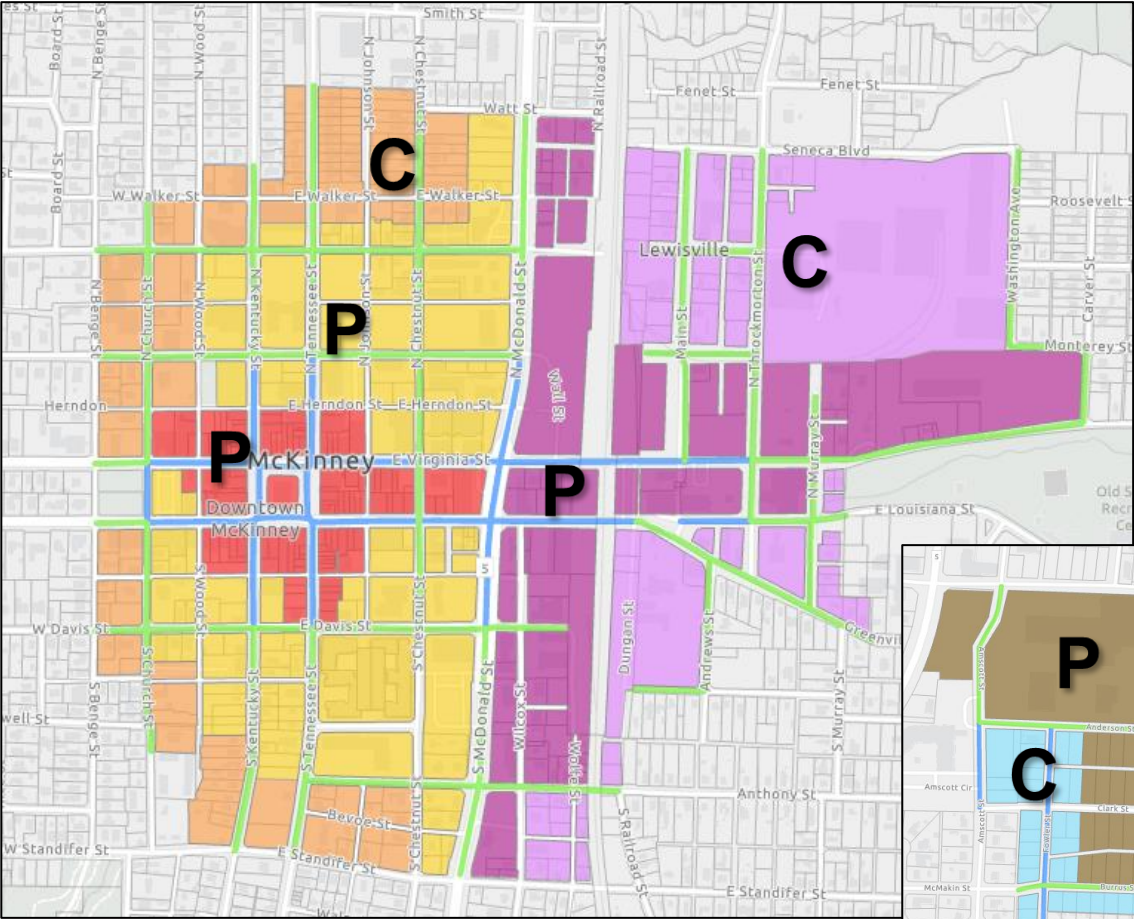


CHARACTER DISTRICTS	
<b>C</b> Historic Core	<b>P</b> Transit Village Edge
<b>C</b> Downtown Core	<b>P</b> Cotton Mill Core
<b>SUP</b> Downtown Edge	<b>SUP</b> Cotton Mill Edge
<b>C</b> Transit Village Core	
STREET DESIGNATIONS	
	Pedestrian Priority 'A'
	Pedestrian Priority 'B'

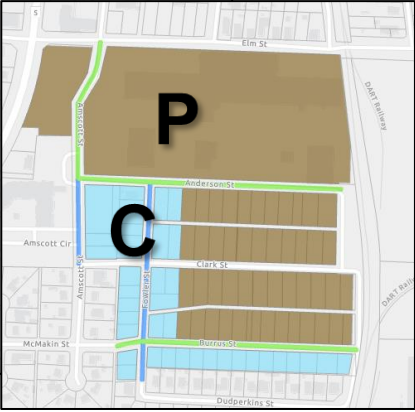


**P: Permitted**  
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**X: Not Permitted**

# Brewpub (Current)

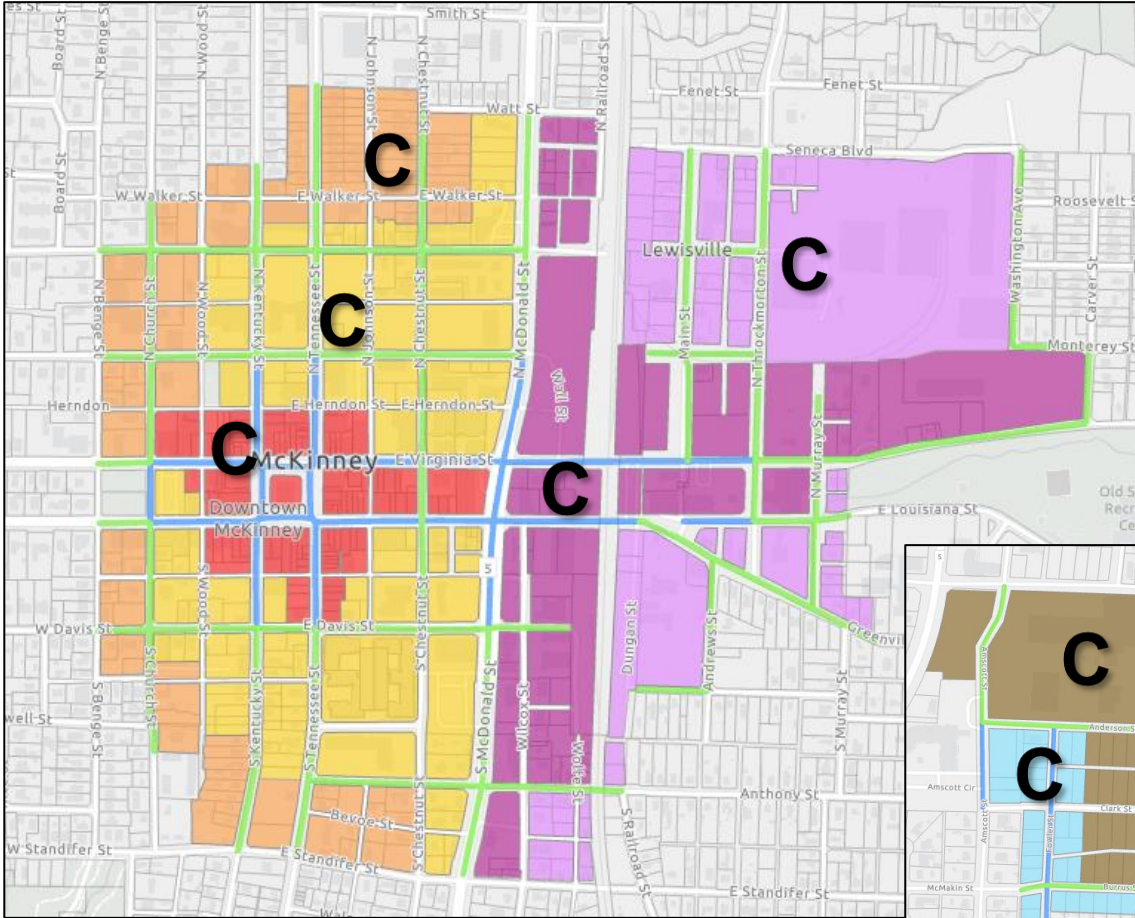


CHARACTER DISTRICTS	
<b>P</b> Historic Core	<b>C</b> Transit Village Edge
<b>P</b> Downtown Core	<b>P</b> Cotton Mill Core
<b>C</b> Downtown Edge	<b>C</b> Cotton Mill Edge
<b>P</b> Transit Village Core	
STREET DESIGNATIONS	
 Pedestrian Priority 'A'	
 Pedestrian Priority 'B'	

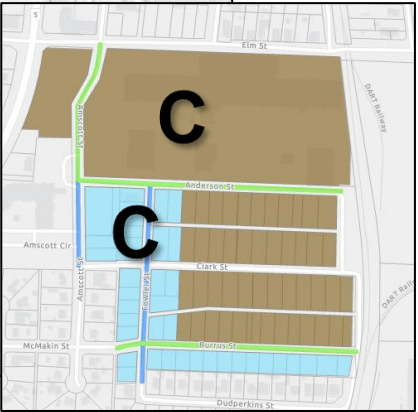


**P: Permitted**  
**C: Permitted with Criteria**  
**SUP: Permitted with SUP**  
**X: Not Permitted**

# Craft Consumables Establishment (Proposed)



CHARACTER DISTRICTS	
<b>C</b> Historic Core	<b>C</b> Transit Village Edge
<b>C</b> Downtown Core	<b>C</b> Cotton Mill Core
<b>C</b> Downtown Edge	<b>C</b> Cotton Mill Edge
<b>C</b> Transit Village Core	
STREET DESIGNATIONS	
	Pedestrian Priority 'A'
	Pedestrian Priority 'B'



**P: Permitted**  
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