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To: City of McKinney Development Services
Planning Department
221 N. Tennessee Street
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LETTER OF INTENT

Project Overview

This Letter of Intent is submitted in support of a Planned Development (PD) zoning application for a ±57-acre site located at the northeast corner of Stacy Road and SH 121 in McKinney, Texas. The proposed development, known as **Cannon Beach**, is envisioned as a dynamic mixed-use destination centered around an ±8-acre surf park and surrounded by retail, entertainment, hospitality, and recreational amenities.

The PD request is intended to create a flexible regulatory framework that supports the unique land use and design needs of the project, while aligning with the City's long-range vision for Stacy Road and the SH 121 corridor.

Development Intent

Cannon Beach is designed as a premier regional destination offering outdoor recreation and surf-based experiences within an integrated, walkable environment. The development is anchored by **a privately owned surf park**, an advanced wave-generation surf lagoon with adjacent property owned by the McKinney Economic Development Corporation (MEDC).
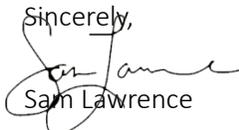
Request Summary

The applicant respectfully requests:

- Approval of a Planned Development (PD) zoning overlay
- Acceptance of custom development standards and land use table as part of the PD

We believe Cannon Beach represents a unique entertainment opportunity for McKinney; bringing energy, visibility, and a unique regional draw to your gateway corridor while promoting recreational wellness, family values, and economic development.

We look forward to working closely with staff, neighbors, and City leadership through the zoning and development process.

Sincerely,

Sam Lawrence