

ITEM SUMMARY: The applicant is requesting to rezone approximately 4.237 acres of land, generally for commercial uses.

EXISTING ZONING AND LAND USES:

Location	Zoning District (Permitted Land Uses)	Existing Land Use
Subject Property	"PD" - Planned Development District 2008-06-054 (Commercial and Residential Uses)	Undeveloped Land
North	"PD" - Planned Development District 2014-07-048 (Commercial and Residential Uses)	Undeveloped Land
South	"PD" - Planned Development District 2018-08-060 (Commercial Uses)	Undeveloped Land
East	"PD" - Planned Development District 2017-04-043 (Single Family Residential Uses)	Liberty Hill
West	"PD" - Planned Development District 2020-02-015 (Commercial and Residential Uses)	Undeveloped Land

PROPOSED ZONING: The applicant is requesting to rezone the subject property generally for commercial uses.

The current zoning on the property is "PD" - Planned Development District and "REC" - Regional Employment Center Overlay district, which allows a mix of commercial and residential uses following the "BN"- Neighborhood Business district and "REC" overlay. The applicant is requesting to rezone to the "C2"- Local Commercial District in order to modernize the use and development standards on the property.

Given the property's location at the intersection of two major arterial roadways, Staff is of the professional opinion that the rezoning request is appropriate and should be compatible with the surrounding uses. 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.

Per the Preferred Scenario, the subject property is designated as the Urban Living placetype and is within the Collin McKinney District. Other placetypes included in this district are Mixed Use Center, Entertainment Center, 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 aligns with the land use diagram of the comprehensive plan and/or meets a majority of the established criteria to be considered compatible with the Land Use Diagram. The proposed rezoning request aligns with the Urban Living placetype of the Collin McKinney District by providing retail and service uses that should serve the existing and future residential neighborhoods of the Collin McKinney District. Furthermore, the proposed request of "C2" - Local Commercial District should be compatible with the surrounding properties and placetypes, including Mixed use Center and Entertainment Center placetypes.
- Fiscal Model Analysis: The attached fiscal analysis shows a positive fiscal benefit of \$144,307 for the 4.237 acre property, which should contribute to achieving an overall fiscal balance in the city. Some key takeaways for this property include:
 - The proposed zoning would allow a similar level of development to the current zoning, thus projected revenues are the same for both the proposed zoning and the current zoning.

OPPOSITION TO OR SUPPORT OF REQUEST: Staff has received no comments or phone calls in support of or opposition to this request.