

subject to the following special ordinance provision:

- a. The subject property shall develop in accordance with the attached development regulations.

APPLICATION SUBMITTAL DATE: July 14, 2020 (Original Application)
 August 24, 2020 (Revised Submittal)
 September 8, 2020 (Revised Submittal)
 September 28, 2020 (Revised Submittal)

ITEM SUMMARY: The applicant requests to rezone approximately 62.169 acres of land, generally to modify the uses and development standards for office, single-family, and multifamily uses. More specifically, the proposed rezoning request modifies the space limits, landscaping, and parking requirements for single-family and multifamily residential uses, and the space limits for RO (Regional Office District).

EXISTING ZONING AND LAND USES:

Location	Zoning District (Permitted Land Uses)	Existing Land Use
Subject Property	“PD” Planned Development District No. 2001-02-017 (Single Family, Multifamily, Office, Retail, Employment Center, and Mixed Uses) “PD” Planned Development District No. 2005-02-016 (Commercial and Office Uses) “PD” Planned Development District No. 2008-06-054 (Commercial, High Density Residential, Mixed Use, and Retail Mixed Uses)	Undeveloped Land
North	“PD” Planned Development District No. 2014-11-087 (Single Family Detached, Commercial, Office, Multifamily, and Civic Uses)	Central Park at Craig Ranch; Spicewood
South	“PD” Planned Development District No. 2008-06-054 (Employment Center, Commercial, High Density Residential, Mixed Use, and Retail Mixed Uses) “PD” Planned Development District No. 2005-02-016 (Commercial and Office Uses)	Undeveloped Land; Craig Ranch Ob/Gyn
East	“PD” Planned Development District No. 2015-07-067 (Multifamily, Restaurant (No Drive Through), Retail, and Office (including Medical) Uses)	Multi-Family Residential Uses (Parkside at Craig Ranch)
West	“PD” Planned Development District No. 2001-02-0117 (Single Family, Multifamily, Office, Retail, Employment Center, and Mixed Uses)	Undeveloped Land

PROPOSED ZONING: The applicant requests to rezone the subject property to “PD” - Planned Development District, generally to modify the uses and development standards for office, single-family, and multifamily uses. As part of the rezoning request, the applicant has provided a regulating plan which divides the property into seven districts (tracts A-G) with associated development regulations that stipulate the permitted uses and developments that each must follow. More information regarding the proposed use and development standards are further discussed below:

- Tract A

Tract A is proposed to allow for retail and/or office uses in conformance with the development standards of the “RO” - Regional Office zoning district with the following notable modifications:

- In addition to uses permitted in the “RO” - Regional Office district, food stores, grocery; Drug store; Florist; Office supply store; Pet store; Fitness club; Restaurant with carry out; Cleaning and pressing shop; and Retail store (indoor) shall also be permitted.
- The maximum height for any building not primarily designed for office use shall be 3 stories or 45'. The maximum height for buildings primarily designed for office use shall be 4 stories or 60'.
- Buildings designed primarily for office uses shall contain a minimum of 60,000 gross square feet.

- Tracts B and C

Tracts B and C are proposed to allow for office and/or multi-family developments in conformance with the development standards of the “RO” - Regional Office zoning district with the following notable modifications:

- In addition to uses permitted in the “RO” - Regional Office district, multi-family uses shall be permitted with a minimum density of 45 dwelling units per acre and a maximum of 60 dwelling units per acre.
- The height for a multi-family use shall be four to six stories, not to exceed 75 feet.
- Parking for multi-family uses shall be required at a ratio of one parking space for each bedroom and a minimum of 80 percent of the required parking shall be provided in a structured parking facility screened from public view on at least three sides by an urban residential building, in enclosed parking spaces, or both. Parallel parking spaces located along a public street and within 200 feet of the Tract may count toward required parking.
- Buildings designed primarily for office uses shall contain a minimum of 60,000 gross square feet.

- Tract D

Tract D is proposed to allow for single family detached residential uses or office uses in conformance with the development standards of the “RO” - Regional Office zoning district with the following notable modifications:

- Single family detached residential uses shall be permitted with a maximum density of 9 units per acre and a minimum lot size of 2,550 square feet. The maximum height of residential structures in Tract D shall be three stories of 42 feet.
- Buildings designed primarily for office uses shall have a maximum height of two stories or 36 feet and shall require a minimum building size of 60,000 gross square feet.
- Tract F
Tract F is proposed to allow for non-residential uses in conformance with the development standards of the “RO” - Regional Office zoning district with the following notable modifications:
 - The minimum building height shall be 2 stories and the maximum building height shall be 4 stories or 60’.
 - Buildings in Tract F shall require a minimum building size of 90,000 square feet.
- Tract G
Tract G is proposed to allow for non-residential uses in conformance with the development standards of the “RO” - Regional Office zoning district with the following notable modifications:
 - Buildings designed primarily for office uses shall contain a minimum of 60,000 gross square feet, except that the minimum size for main buildings on a lot abutting Henneman Way must be 100,000 square feet.
 - For buildings on a lot abutting Henneman Way, the minimum building height shall be four stories and the maximum building height shall be 6 stories or 75’. All other buildings shall have a minimum building height shall of two stories and a maximum building height of 4 stories or 60’.
 - Buildings on a lot abutting Henneman Way must provide 80 percent of the required parking in a structured parking or subsurface parking facility.

The existing zoning on the subject property was approved in 2005 as a continuation of the Craig Ranch Master Planned vision that was established in 2001, which allows for a variety of commercial uses. For reference, an information exhibit has been provided to illustrate the existing zoning and uses currently permitted on the site as well as the proposed zoning and uses.

Market changes and current development trends have motivated the applicant to seek a rezoning of the property to introduce a variety of new development standards. Staff feels that the proposed rezoning allows for a natural progression of uses while still maintaining the overall viability of notable commercial development potential. Each of the proposed zoning districts incorporates space limits that reflect differing intensities of development with regard to building heights, setbacks, streetscape character, pedestrian connectivity and interaction, and permitted land uses.

It is Staff’s professional opinion that the proposed rezoning remains generally compatible with the

surrounding developments and the minimum standards established for office uses should ensure that the overall potential for commercial and office development envisioned as part of the existing zoning can still be achieved. As such, Staff recommends approval of the zoning request.

However, it is worth noting that the subject property is also part of the area recognized as the Craig Ranch Corporate Center, which is the 137 acres generally east of SH 121 and Weiskopf Avenue to Van Tuyl Parkway. Officially recognized in 2012 by Resolution 2012-01-002(R), the vision for the Craig Ranch Corporate Center is to develop the area for corporate headquarters and office uses.

As part of the 2012 designation, deed restrictions were also recorded to explicitly prohibit residential uses and support the corporate campus concept. Should the rezoning request be considered for approval, an amendment to the existing deed restrictions would be necessary to permit certain commercial and residential uses on the subject property.

To that end, the rezoning request is independent of the deed restrictions and any potential policy considerations or actions that may be associated with an amendment to the restrictive covenants. Contemporaneously with the rezoning request, the applicant is also actively seeking an amendment to the deed restrictions. These amendments are also expected to be considered by the Council at the November 3 meeting.

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 located in the Collin McKinney Commercial District and is designated as the 'Professional Campus' placetype. General placetypes in this district also include Entertainment Center, Mixed-Use Center, and Urban Living.

- Guiding Principles: The proposed rezoning request is generally in conformance with the Guiding Principle of "Diversity (Supporting our Economy and People)" established by the Comprehensive Plan. In particular, the proposed request has the potential to provide "private development, public investments, and community engagement to support the people of McKinney by making available housing options and neighborhood choices that are accessible, attainable and appealing to people at all stages of their lives." The proposed request also 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. While the proposed rezoning request may not strictly align with the traditional uses envisioned in the Professional Campus placetype, it is Staff's professional opinion that the proposal is appropriate for the Collin McKinney Commercial District.

Projects not in strict conformance with the placetype or district may still be considered consistent with the Comprehensive Plan so long as the majority of certain decision making

criteria are met. This rezoning request specifically meets the following criteria:

- Help McKinney achieve the Comprehensive Plan's Vision and Guiding Principles;
 - Advance the District's intent;
 - Demonstrate compatibility with the District's identity and brand;
 - Include uses compatible with the Land Use Diagram;
 - Create a positive fiscal impact for the City through the timeframe of the Plan (2040); and
 - Demonstrate that the project's travel demand estimates can be accommodated by the planned transportation network.
- Fiscal Model Analysis: The attached fiscal analysis shows a positive fiscal benefit of \$1,117,635 for the approximately 62 acre property and should achieve an overall fiscal benefit to the city. Some key takeaways for this property include:
 - Because the fiscal model utilizes density as a key tracker for projected revenues and expenditures, the proposed development is anticipated to generate less revenues than the existing zoning. However, the proposed product type is more compatible with the scale and transition of the existing neighborhoods.

OPPOSITION TO OR SUPPORT OF REQUEST: Staff has received one letter of opposition and one letter of support for the request.