



20-0065Z2

**TITLE:** Conduct a Public Hearing to Consider/Discuss/Act on a Request to Rezone the Subject Property from "PD" - Planned Development District and "CC" Commercial Corridor Overlay District to "C3" - Regional Commercial District and "CC" Commercial Corridor Overlay District, Located on the Southwest Corner of and Virginia Parkway and U.S. Highway 75 (Central Expressway) and Accompanying Ordinance

**COUNCIL GOAL:** Direction for Strategic and Economic Growth  
(1C: Provide a strong city economy by facilitating a balance between industrial, commercial, residential and open space)

**MEETING DATE:** September 15, 2020

**DEPARTMENT:** Development Services - Planning Department

**CONTACT:** Jennifer Arnold, AICP, Director of Planning  
Joe Moss, Planner I

**STAFF RECOMMENDATION:** Staff recommends approval of the proposed rezoning request.

**APPLICATION SUBMITTAL DATE:** July 13, 2020 (Original Application)  
August 6, 2020 (Revised Submittal)

**ITEM SUMMARY:** The applicant is requesting to rezone approximately 11.47 acres of land, generally for commercial uses. Specifically, the applicant is looking to sell the property to be redeveloped.

**ZONING:**

| Location         | Zoning District (Permitted Land Uses)   | Existing Land Use                   |
|------------------|---|-------------------------------------|
| Subject Property | "PD" - Planned Development District 1830; and "CC" Commercial Corridor Overlay District (Medical Office Uses) | Medical City McKinney Wysong Campus |

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|-------|--|--|
| North | "BN"- Neighborhood Business District (Retail Uses); "PD" - Planned Development District 1403; "CC" Commercial Corridor Overlay District (Commercial Uses)  | Race Trac Gas Station  |
| South | "C3" Regional Commercial District; and "CC" Commercial Corridor Overlay District (Commercial Uses)   | Undeveloped Land   |
| East  | "C"- Planned Center District; and "CC" Commercial Corridor Overlay District (Commercial Uses)  | Westgate Shopping Center, Valero Gas Station                         |
| West  | "PD" - Planned Development District 2005-03-025 (Commercial Uses); "RED-1" Residential Estates District (Single Family Residential Uses); "RD-30" Duplex Residence District (Single Family Residential Uses) | Westwood Park Residential Development, Phillips and Epperson Offices |

**PROPOSED ZONING:** The applicant is requesting to rezone the subject property generally for commercial uses. Although the site is currently zoned for medical office uses, the applicant has indicated a desire to redevelop the property in accordance with the "C3" Regional Commercial District. Given the site's location at the corner of a major arterial roadway (Virginia Parkway) and a major regional highway (U.S. Highway 75), Staff is comfortable with the requested zoning change. Any additional traffic generated from redevelopment should have adequate access from these roadways. The site is adjacent to existing single-family homes on its west side; however, a flood plain also runs along this side of the property, providing a natural buffer. All city standards regarding screening and buffering will also apply to any future development. As such, Staff is in support of the request and recommends approval.

**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 establish 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 Professional Campus Placetype of the Established Community District. Other general placetypes included in this district are Commercial Center, Neighborhood Commercial, Urban Living, Suburban Living, Mixed Use Center, Employment Mix, Warehousing and Manufacturing, and Aviation.

- 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 meets the majority of the established criteria to be considered compatible with the Land Use Diagram. The proposed rezoning request is not in strict conformance with the Professional Campus placetype of the Established Community 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 approximately \$3.899M for the 11.47 acre property, which should contribute to achieving an overall fiscal balance in the city. Some key takeaways for this property include:
    - The proposed rezoning request, if approved, has the potential to capture roughly 8.6% of the city’s retail market share.

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

**BOARD OR COMMISSION RECOMMENDATION:** On August 25, 2020, the Planning and Zoning Commission voted 7-0-0 to recommend approval of the proposed rezoning request.

**SUPPORTING MATERIALS:**

[PZ Minutes 8.25.2020 DRAFT](#)  
[Location Map and Aerial Exhibit](#)  
[Letter of intent](#)

[Comprehensive Plan Maps](#)  
[Established Community District](#)  
[Placetype Definitions](#)  
[Fiscal Analysis](#)  
[Land Use Comparison Table](#)  
[Ex. PD Ord. No. 1830](#)  
[Proposed Ordinance](#)  
[Proposed Exhibits A-C](#)  
[Presentation](#)