



21-0127Z2

TITLE: Conduct a Public Hearing to Consider/Discuss/Act on a Request to Rezone the Subject Property from "PD" - Planned Development District and "CC" - Corridor Commercial Overlay District to "C2" - Local Commercial District and "CC" - Corridor Commercial Overlay District, Located on the North Side of Eldorado Parkway and on the West Side of U.S. Highway 75 (Central Expressway)

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: October 12, 2021

DEPARTMENT: Development Services - Planning Department

CONTACT: Kaitlin Sheffield, Planner II
Caitlyn Strickland, Planning Manager
Jennifer Arnold, AICP, Director of Planning

APPROVAL PROCESS: The recommendation of the Planning and Zoning Commission will be forwarded to the City Council for final action at the October 19, 2021 meeting.

On September 27, 2021, the Planning and Zoning Commission voted 7-0-0 to continue the public hearing and table the item to the October 12, 2021 meeting due to the zoning notification signs not being posted on the subject property in the required timeframe in the zoning ordinance.

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

APPLICATION SUBMITTAL DATE: September 8, 2021 (Original Application)

ITEM SUMMARY: The applicant is requesting to rezone approximately 14.3 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 2004-04-045 (Commercial Uses), "PD" - Planned Development District 2007-03-026 (Commercial Uses) | Eldorado Plaza |
| North | "PD" - Planned Development District 1994-06-18 (Commercial Uses) | Springhill Suites by Marriott |
| South | "PD" - Planned Development District 1589 (Commercial Uses) | Chase Bank, Pei Wei Asian Kitchen |
| East | "PD" - Planned Development District 1353 (Commercial Uses) | Discount Tire, Noodle Wave, Mattress Firm, Texas Army National Guard Recruiting, Enterprise Rent-A-Car American National Bank of Texas, Super Shack |
| West | "PD" - Planned Development District 1998-11-62 (Residential Uses) | Hidden Forest Addition |

PROPOSED ZONING: The applicant is requesting to rezone the subject property from "PD" - Planned Development District to "C2" - Local Commercial District. Although the site is currently zoned for commercial uses under an existing PD - Planned Development District, the applicant has indicated a desire to rezone to a base zoning district of the City; "C2" - Local Commercial District. The current zoning on a portion of the subject property limits specific buildings on site to retail or office uses and does not permit a mix of those use types within the same building. The applicant has indicated that they have a prospective tenant for a vacant suite and has submitted this zoning request as a result to allow for an office use to be located in a building currently designated as retail.

Given the site's location along U.S. Highway 75 and the vision established for this area as part of the ONE McKinney 2040 Comprehensive Plan (discussed in more detail below), Staff is of the professional opinion that the rezoning request is appropriate and will help to continue to develop this portion of the highway with a list of modernized commercial uses. As such, Staff recommends approval of the proposed rezoning request.

CONFORMANCE TO THE ONE MCKINNEY 2040 COMPREHENSIVE PLAN: A key aspect of the ONE McKinney 2040 Comprehensive Plan is to provide direction related to desired development patterns in the city and to inform decisions related to the timing and phasing of future infrastructure investments. To assist in guiding these decisions, the plan includes a set of Guiding Principles that provide overall guidance and a Preferred Scenario and Land Use Diagram that illustrates the desired development

patterns in the city. The Preferred Scenario and Land Use Diagram are built upon a series of distinctive districts, each with a specific purpose, focus and market. Each district consists of a mix of placetypes that identify the predominate land uses and desired pattern of development for the district.

- 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 “diverse economic engines... broaden the tax base, and make the City’s economy more adaptable and resilient”.
- Preferred Scenario and Land Use Diagram Characteristics:
Per the Preferred Scenario and Land Use Diagram, the subject property is located in the Established Community District and is designated as the Commercial Center placetype.

Commercial Center is characterized by big box stores or multi-tenant commercial uses. They are typically located at high volume intersections and along both sides of a highway or arterial. Commercial Centers are accessible primarily by one mode of travel, the automobile; though walkable pedestrian access should be encouraged wherever possible. Buildings are typically set back from the road behind large surface parking lots that may be prime locations for infill development.

- Land Use Diagram Compatibility:
When considering land use decisions, the City should determine that a project aligns with the Land Use Diagram and/or meets a majority of the plan’s established criteria to be considered compatible with the Land Use Diagram. The proposed rezoning request **aligns** with the Commercial Center placetype of the Established Community District, is in conformance with the Land Use Diagram and should be compatible with the surrounding properties.
- Fiscal Model Analysis: The attached fiscal analysis shows a positive fiscal benefit of approximately \$850,000 for the 14.3 acre property and should contribute to achieving an overall fiscal balance in the city. It is important to note that the net surplus of the Annual Operating Summary is the same for the existing zoning and the proposed zoning.

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

SUPPORTING MATERIALS:

[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. 2004-04-045](#)
[Ex. PD. Ord. No. 2002-06-058](#)
[Ex. PD. Ord. No. 1589](#)
[Ex. PD. Ord. No. 1457](#)
[Proposed Zoning Exhibit](#)
[Metes and Bounds](#)
[Presentation](#)