



22-0021Z3

TITLE: Conduct a Public Hearing to Consider/Discuss/Act on a Request to Rezone the Subject Property from “PD” - Planned Development District to “C2” - Local Commercial District, Located on the Southeast Corner of Virginia Parkway and Coit Road, 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: June 7, 2022

DEPARTMENT: Development Services - Planning Department

CONTACT: Jennifer Arnold, AICP, Director of Planning
Caitlyn Strickland, Planning Manager
Jake Bennett, Planner I

RECOMMENDED CITY COUNCIL ACTION: Staff recommends approval of the proposed rezoning request.

APPLICATION SUBMITTAL DATE: March 14, 2022 (Original Application)
April 4, 2022 (Revised Submittal)

ITEM SUMMARY: The applicant is requesting to rezone approximately 11.982 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 Ordinance No. 2001-02-024 (Commercial Uses)	Undeveloped Land
North	“PD” - Planned Development District Ordinance No. 2018-09-064 (Motor Vehicle Fuel Sales)	7-Eleven (Convenience Store and Vehicle Fuel Sales)

South	"PD" - Planned Development District Ordinance No. 2001-02-024 (Multiple Family Residential Uses)	Bexley at Westridge (Multiple Family Development)
East	"PD" - Planned Development District Ordinance No. 2001-02-024 (Single Family Residential Uses)	Surface Water Detention Basin, Single Family Residential
West	City of Frisco - Single Family Residential (Single Family Residential Uses)	Undeveloped Land

PROPOSED ZONING: The applicant is requesting to rezone the subject property, generally to allow for commercial uses and to modify the development standards.

Although the current zoning on the property allows for commercial uses, the applicant has indicated a desire to rezone to the "C2" - Local Commercial Zoning District generally to allow for the development in line with a modernized zoning district of the city.

The location of this property includes other nearby commercial uses, access to two major arterial roadways, and a detention basin separates this property from single family residential to the east. With these things in mind, it is Staff's professional opinion that the request is appropriate for the area.

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 "[...] new businesses and developments that support 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 \$408,704 for the 11.982-acre property, which should contribute to achieving an overall fiscal balance in the city.

OPPOSITION TO OR SUPPORT OF REQUEST: Staff has not received any letters in support of or opposition to this request. This does not include emails or letters that may have been sent directly to members of the Council. As part of the Planning and Zoning Commission Public Hearing, Staff did not receive any citizen comments through the online citizen portal.

BOARD OR COMMISSION RECOMMENDATION: On May 10, 2022, the Planning and Zoning Commission voted 7-0-0 to recommend approval of the proposed rezoning request.

SUPPORTING MATERIALS:

[PZ Minutes](#)
[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. 2001-02-024](#)

[Proposed Ordinance](#)
[Proposed Exhibits A-C](#)
[Presentation](#)