



22-0118Z2

**TITLE:** Conduct a Public Hearing to Consider/Discuss/Act on a Request to Rezone the Subject Property from “PD” - Planned Development District, “REC” - Regional Employment Center Overlay District and “CC” - Corridor Commercial Overlay District to “C2” - Local Commercial District and “CC” - Corridor Commercial Overlay District, Located at 7150 Craig Ranch Parkway, 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:** December 6, 2022

**DEPARTMENT:** Development Services - Planning Department

**CONTACT:** Jennifer Arnold, AICP, Director of Planning  
Caitlyn Strickland, Planning Manager  
Lexie Schrader, Planner I

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

**APPLICATION SUBMITTAL DATE:** September 19, 2022 (Original Application)

**ITEM SUMMARY:** The applicant is requesting to rezone approximately 3.395 acres of land, “C2” - Local Commercial District and “CC” - Corridor Commercial Overlay District generally for commercial uses.

**EXISTING ZONING AND LAND USES:**

Location	Zoning District (Permitted Land Uses)	Existing Land Use
Subject Property	“PD” - Planned Development District (Commercial, Single Family, Multifamily Uses)	Undeveloped Land

North	"PD" - Planned Development District (Single Family, Townhomes)	Single Family Residential Uses (Southern Hills at Craig Ranch)
South	"PD" - Planned Development District (Commercial, Single Family, Multifamily Uses)	Exxon Gas Station
East	"PD" - Planned Development District (Commercial, Single Family, Multifamily Uses)	Undeveloped Land
West	"PD" - Planned Development District (Commercial, Single Family, Multifamily Uses)	Moviehouse & Eatery

**PROPOSED ZONING:** The applicant requests 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, generally to allow for commercial uses under a more modernized zoning district.

The request for "C2" - Local Commercial District zoning should be compatible with existing and proposed adjacent uses. Neighboring properties to the south and west have already developed for commercial uses, and the subject property has easy access onto State Highway 121 and Sam Rayburn Tollway which is beneficial for commercial development

Due to its compatibility with surrounding developments in a primarily commercial corridor along State Highway 121, 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 Collin McKinney District and is designated as the Entertainment Center placetype.

**Entertainment Centers** are emerging commercial centers planned or developed with large-scale master plans. These centers include a horizontal mix of uses including destination retail, restaurants, employment opportunities, and commercial uses that serve a regional scale. Residential uses support these destination developments and offer a variety of urban housing products. The master plan for a regional entertainment center reinforces the interdependence of uses to create an experience for visitors in the development. The Entertainment Center may have a shopping center, lifestyle area, or something similar as a prominent feature.

- 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 Entertainment Center placetype of the Collin McKinney 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 \$202,649 for the 3.395 acre property, which should contribute to achieving an overall fiscal balance in the city.

**OPPOSITION TO OR SUPPORT OF REQUEST:** Staff has received no letters of support to this request and no letters of opposition. 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(s), Staff received citizen comments through the online citizen portal, which are attached for your reference.

**BOARD OR COMMISSION RECOMMENDATION:** On November 8, 2022, the Planning and Zoning Commission voted 7-0-0 to recommend approval of the proposed rezoning request.

**SUPPORTING MATERIALS:**

[Draft PZ Minutes 11.08.2022](#)  
[Location Map and Aerial Exhibit](#)  
[Letter of Intent](#)

[Citizen Comments](#)  
[Comprehensive Plan Maps](#)  
[Collin McKinney Commercial District](#)  
[Placetype Definitions](#)  
[Fiscal Analysis](#)  
[Land Use Comparison Table](#)  
[Ex. PD Ord. No. 2001-02-017](#)  
[Proposed Ordinance](#)  
[Proposed Exhibits A-C](#)  
[Presentation](#)