

**DATE:** December 19, 2023

**TO:** Honorable Mayor & City Council

**FROM:** Planning & Zoning Commission

**VIA:** Mike Bell, AICP, Development Review Manager acting as Secretary of the Planning & Zoning Commission *MB*  
Christina D. Day, AICP, Director of Planning *CD*

**SUBJECT:** Results of Planning & Zoning Commission Meeting of December 18, 2023

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**AGENDA ITEM NO. 3A - ZONING CASE 2023-026**  
**PETITIONER: SRHC PLATINUM PARK PHASE II, LP**

Request for a Specific Use Permit for New Vehicle Dealer on 5.4 acres located at the southwest corner of Tennyson Parkway and Dallas Parkway. Zoned Commercial Employment and located within the Dallas North Tollway Overlay District. Tabled on December 4, 2023. Project #ZC2023-026.

**APPROVED:** 7-1

Speaker Card(s) Received:	Support:	<u>5</u>	Oppose:	<u>0</u>	Neutral:	<u>0</u>
Letters Received Within 200' Notice Area:	Support:	<u>0</u>	Oppose:	<u>0</u>	Neutral:	<u>0</u>
Petition Signatures Received:	Support:	<u>0</u>	Oppose:	<u>0</u>	Neutral:	<u>0</u>
Other Responses:	Support:	<u>0</u>	Oppose:	<u>0</u>	Neutral:	<u>0</u>

Commissioner Olley voted in opposition.

**RESULTS:**

The Commission recommends the item for approval subject to the following stipulations:

1. Minimum height for office and showroom portions of the dealership: 2 stories, 24 feet
2. Minimum height for service area and parking structure portion of the dealership: 5 stories, 60 feet
3. Vehicle service bays shall not be oriented towards Dallas Parkway or Tennyson Parkway, except that:
  - a. Transparent roll-up doors may be used for vehicle display areas;
  - b. Roll-up doors for drive-in entrances to the customer registration area shall have a minimum of 50% glazing; and

- c. One roll-up door may be used on the north side of the building for drive-in access to the photo showroom area.
4. No canopies or other shade structures may be constructed above any parking stalls located within 60 feet of Dallas Parkway or Tennyson Parkway.
5. At least 65% of parking spaces shall be located interior to a parking structure.

To view the hearing, please click on the provided link:

<https://planotx.new.swagit.com/videos/291663?ts=1220>

KC/kob

cc: Eric Hill, Assistant Director of Planning  
Christina Sebastian, Land Records Planning Manager  
Melissa Kleineck, Lead Planner  
Justin Cozart, Sr. GIS Technician  
Jeanna Scott, Building Inspections Manager  
Dorothy Alatorre, Sr. Administrative Assistant - Neighborhood Services

[Google Link](#)

**AGENDA ITEM NO. 3B**

**PUBLIC HEARING:** Zoning Case 2023-026

**PETITIONER:** SRHC Platinum Park Phase II, LP

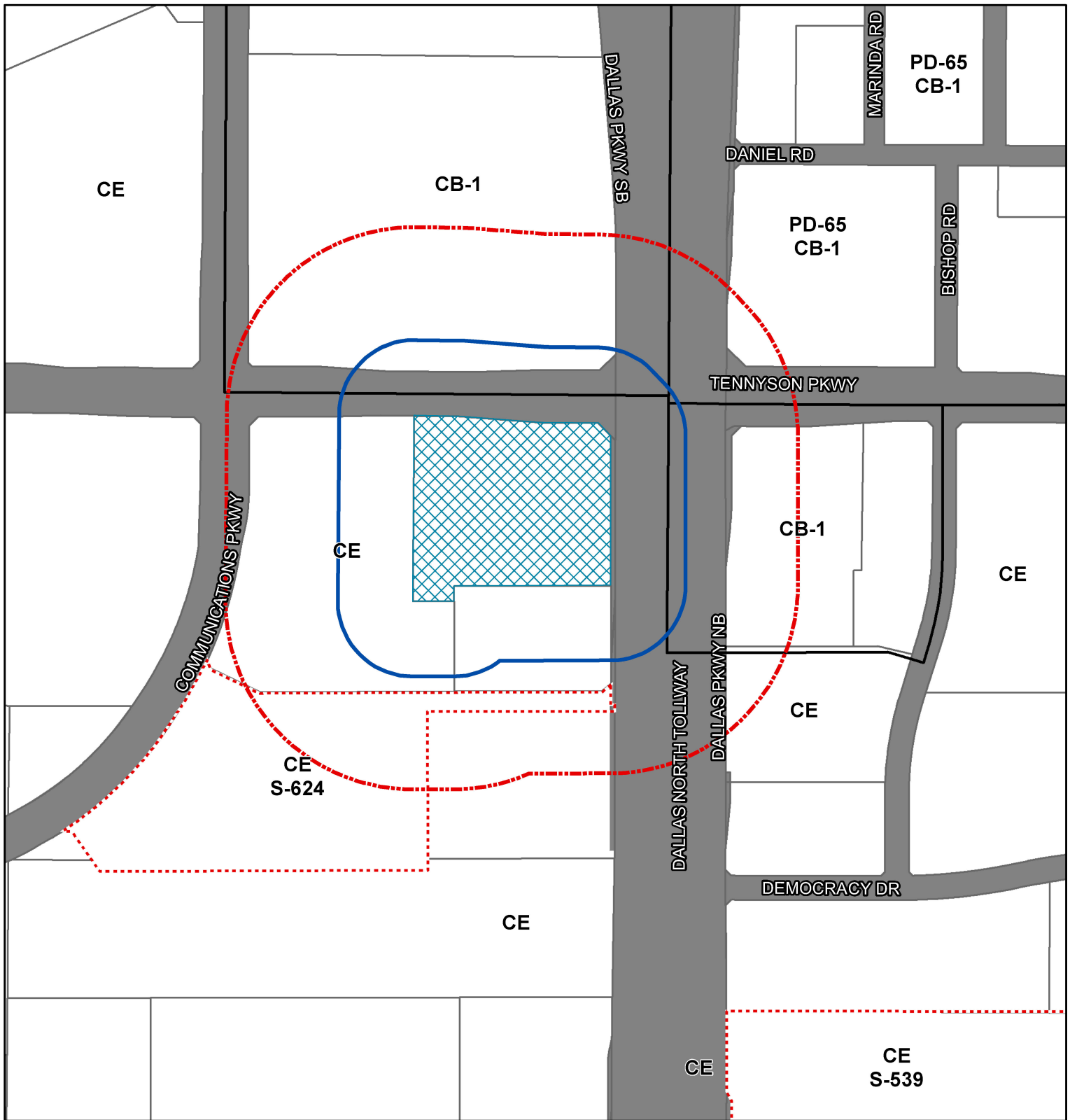
**DESCRIPTION:** Request for a Specific Use Permit for a New Vehicle Dealer on 5.4 acres located at the southwest corner of Tennyson Parkway and Dallas Parkway. Zoned Commercial Employment and located within the Dallas North Tollway Overlay District. Tabled on December 4, 2023. Project #ZC2023-026.

**SUMMARY:**

The applicant is requesting a Specific Use Permit (SUP) for a New Vehicle Dealer on an undeveloped parcel of land along the Dallas North Tollway. Major topics of consideration in this request include:

- “Vertical” Dealership Design – The associated preliminary site plan includes a 2- and 5-story, approximately 250,000-square-foot building to create what the applicant describes as a “vertical” dealership. The building will include a 2-story showroom and service area below a 3-story parking garage. Most vehicles for sale will be stored within the parking structure instead of on-surface lots, which is typical of most vehicle dealerships. This verticality is a critical element of the design, distinguishing it from other dealerships in the area and supporting the general “campus-like setting” intended for the Commercial Employment (CE) zoning district.
- Concentration of Dealerships – The subject property is located along a corridor with a high concentration of new vehicle dealers. While these uses present no significant concerns individually, a concentration of new vehicle dealers may be inconsistent with the city’s economic development goals and present long-term redevelopment challenges. Staff urges caution in considering SUPs for additional new vehicle dealers along this corridor. However, staff supports this specific request due to the unique vertical development concept presented by the applicant that mitigates some of these concerns.
- Conformance to the Comprehensive Plan – The subject property is located within the Employment Centers (EM) category of the Future Land Use Map. A new vehicle dealership is partially consistent with the EM Dashboard and the Undeveloped Land Policy, both of which prioritize maintaining land for high-quality development with high-skilled employment. Staff finds the request to provide a high-quality design, although the employment opportunities provided may not meet the city’s traditional definition of skilled employment. In the absence of a definition regarding this term, staff finds the request generally consistent with the Comprehensive Plan.

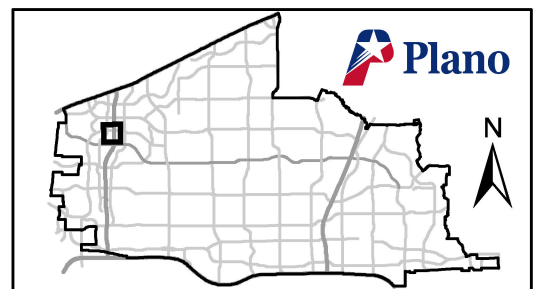
For these reasons, staff recommends approval of the request subject to stipulations to ensure the resulting development matches those within the preliminary site plan accompanying this request as Agenda Item No. 3B.



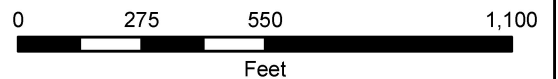
Zoning Case: 2023-026

Existing Zoning: Commercial Employment and located within the Dallas North Tollway Overlay District

Proposed Zoning: Specific Use Permit for New Vehicle Dealer



- 500' Courtesy Notification Buffer
- 200' Notification Buffer
- Subject Property
- Streets
- Municipal Boundaries
- Zoning Boundary
- Specific Use Permit
- Zoning Boundary Change/SUP







DANIEL RD

COMMUNICATIONS PKWY


TENNYSON PKWY

DALLAS PKWY SB

DALLAS NORTH TOLLWAY

DALLAS PKWY NB


DEMOCRACY DR



**Plano**

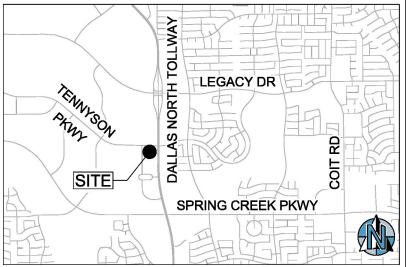
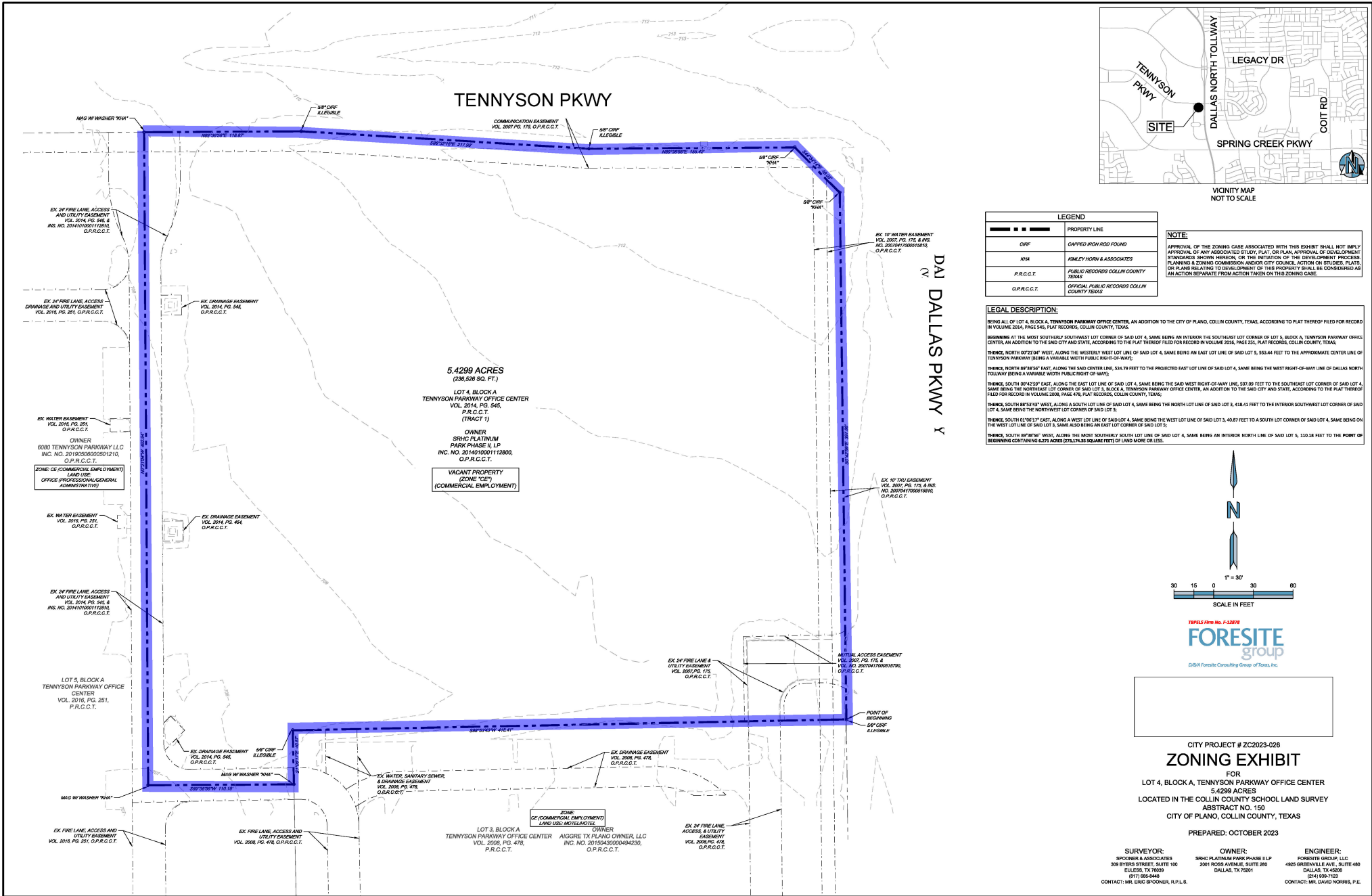
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Zoning Case 2023-026

 Area of Request



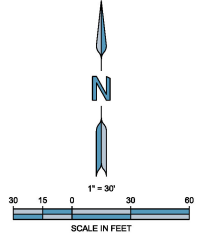




LEGEND	
---	PROPERTY LINE
---	CHIPPED BROW ROAD FOUND
---	AVA
---	P.R.C.C.T.
---	O.P.R.C.C.T.

**NOTE:**  
 APPROVAL OF THE ZONING CASE ASSOCIATED WITH THIS EXHIBIT SHALL NOT IMPLY APPROVAL OF ANY ASSOCIATED STUDY, PLAN, OR PLAN. APPROVAL OF DEVELOPMENT STANDARDS SHOWN HEREON, OR THE INITIATION OF THE DEVELOPMENT PROCESS, PLANNING & ZONING COMMISSION AND/OR CITY COUNCIL ACTION ON STUDIES, PLANS OR PLANS RELATING TO DEVELOPMENT OF THE PROPERTY SHALL BE CONSIDERED AN ACTION SEPARATE FROM ACTION TAKEN ON THIS ZONING CASE.

**LEGAL DESCRIPTION:**  
 BEING ALL OF LOT 4, BLOCK A, TENNYSON PARKWAY OFFICE CENTER, AN ADDITION TO THE CITY OF PLANO, COLLIN COUNTY, TEXAS, ACCORDING TO PLAT THEREOF FILED FOR RECORD IN VOLUME 2004, PAGE 545, PLAT RECORDS, COLLIN COUNTY, TEXAS.  
 BEGINNING AT THE MOST SOUTHERLY SOUTHWEST LOT CORNER OF SAID LOT 4, SAME BEING AN INTERIOR THE SOUTHEAST LOT CORNER OF LOT 3, BLOCK A, TENNYSON PARKWAY OFFICE CENTER, AN ADDITION TO THE SAID CITY AND STATE, ACCORDING TO THE PLAT THEREOF FILED FOR RECORD IN VOLUME 2004, PAGE 231, PLAT RECORDS, COLLIN COUNTY, TEXAS;  
 THENCE NORTH 87°22'04" WEST, ALONG THE WESTERLY WEST LOT LINE OF SAID LOT 4, SAME BEING AN EAST LOT LINE OF SAID LOT 5, 553.44 FEET TO THE APPROXIMATE CENTER LINE OF TENNYSON PARKWAY (BEING A VARIABLE WIDTH PUBLIC RIGHT-OF-WAY);  
 THENCE NORTH 87°38'50" EAST, ALONG THE SAID CENTER LINE, 524.79 FEET TO THE PROJECTED EAST LOT LINE OF SAID LOT 4, SAME BEING THE WEST RIGHT-OF-WAY LINE OF DALLAS NORTH TOLLWAY (BEING A VARIABLE WIDTH PUBLIC RIGHT-OF-WAY);  
 THENCE SOUTH 80°42'50" EAST, ALONG THE EAST LOT LINE OF SAID LOT 4, SAME BEING THE SAID WEST RIGHT-OF-WAY LINE, 507.08 FEET TO THE SOUTHEAST LOT CORNER OF SAID LOT 4, SAME BEING THE NORTHEAST LOT CORNER OF SAID LOT 3, BLOCK A, TENNYSON PARKWAY OFFICE CENTER, AN ADDITION TO THE SAID CITY AND STATE, ACCORDING TO THE PLAT THEREOF FILED FOR RECORD IN VOLUME 2004, PAGE 474, PLAT RECORDS, COLLIN COUNTY, TEXAS;  
 THENCE SOUTH 86°53'43" WEST, ALONG A SOUTH LOT LINE OF SAID LOT 4, SAME BEING THE NORTH LOT LINE OF SAID LOT 3, 418.41 FEET TO THE INTERIOR SOUTHWEST LOT CORNER OF SAID LOT 4, SAME BEING THE NORTHWEST LOT CORNER OF SAID LOT 3;  
 THENCE SOUTH 02°06'17" EAST, ALONG A WEST LOT LINE OF SAID LOT 4, SAME BEING THE WEST LOT LINE OF SAID LOT 3, 40.87 FEET TO A SOUTH LOT CORNER OF SAID LOT 4, SAME BEING ON THE WEST LOT LINE OF SAID LOT 3, SAME ALSO BEING AN EAST LOT CORNER OF SAID LOT 5;  
 THENCE SOUTH 87°38'50" WEST, ALONG THE MOST SOUTHERLY SOUTH LOT LINE OF SAID LOT 4, SAME BEING AN INTERIOR NORTH LINE OF SAID LOT 5, 130.18 FEET TO THE POINT OF BEGINNING CONTAINING 6.271 ACRES (273,174.35 SQUARE FEET) OF LAND MORE OR LESS.



TABLES from No. F-12878  
**FORESITE** group  
 D/B/A Foresite Consulting Group of Texas, Inc.



CITY PROJECT # ZC2023-026  
**ZONING EXHIBIT**  
 FOR  
 LOT 4, BLOCK A, TENNYSON PARKWAY OFFICE CENTER  
 5.4299 ACRES  
 LOCATED IN THE COLLIN COUNTY SCHOOL LAND SURVEY  
 ABSTRACT NO. 150  
 CITY OF PLANO, COLLIN COUNTY, TEXAS

PREPARED: OCTOBER 2023

<b>SURVEYOR:</b> SPOONER & ASSOCIATES 300 BYERS STREET, SUITE 100 ELLSWORTH, TX 75025 (817) 885-8448 CONTACT: MR. ERIC SPOONER, R.P.L.S.	<b>OWNER:</b> SINIC PLATINUM PARK PHASE II LP 2001 ROSS AVENUE, SUITE 280 DALLAS, TX 75201	<b>ENGINEER:</b> FORESITE GROUP, LLC 4625 GREENVILLE AVE., SUITE 480 DALLAS, TX 75226 (214) 539-7123 CONTACT: MR. DAVID NORDHIS, P.E.
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## STAFF PRELIMINARY REPORT – INTRODUCTORY REMARKS

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The applicant requests a Specific Use Permit (SUP) to construct and operate a New Vehicle Dealer on a vacant property.

Specific Use Permit – Section 6.100 (Specific Use Permits) of the Zoning Ordinance states:

*The purpose and intent of an SUP is to authorize and regulate a use not normally permitted in a district, which could benefit the general welfare in a particular case, provided that adequate development standards and safeguards are established.*

Additionally, Section 6.100 (Specific Use Permits) states the following:

*The Planning & Zoning Commission in considering and determining its recommendations to the City Council on any request for a specific use permit may require from the applicant plans, information, operating data, and expert evaluation concerning the location, function, and characteristics of any building or use proposed. The City Council may, in the interest of the public welfare and to insure compliance with this ordinance, establish conditions of operation, location, arrangement, and type and manner of construction of any use for which a permit is authorized. In authorizing the location of any of the uses listed as specific use permits, the City Council may impose such development standards and safeguards as the conditions and locations indicate important to the welfare and protection of adjacent property from noise, vibration, dust, dirt, smoke, fumes, gas, odor, explosion, glare, offensive view, traffic, or other undesirable or hazardous conditions.*

Proposed Uses – The Zoning Ordinance defines new vehicle dealer as follows:

*New Vehicle Dealer – Retail sales and/or leasing of new personal vehicles or light commercial vehicles, including, as a minor part of the business, the sales and/or leasing of used personal vehicles or light commercial vehicles.*

Zoning – The subject property is currently zoned Commercial Employment (CE). Section 10.1000.1 of the Zoning Ordinance states the purpose of the CE district is as follows:

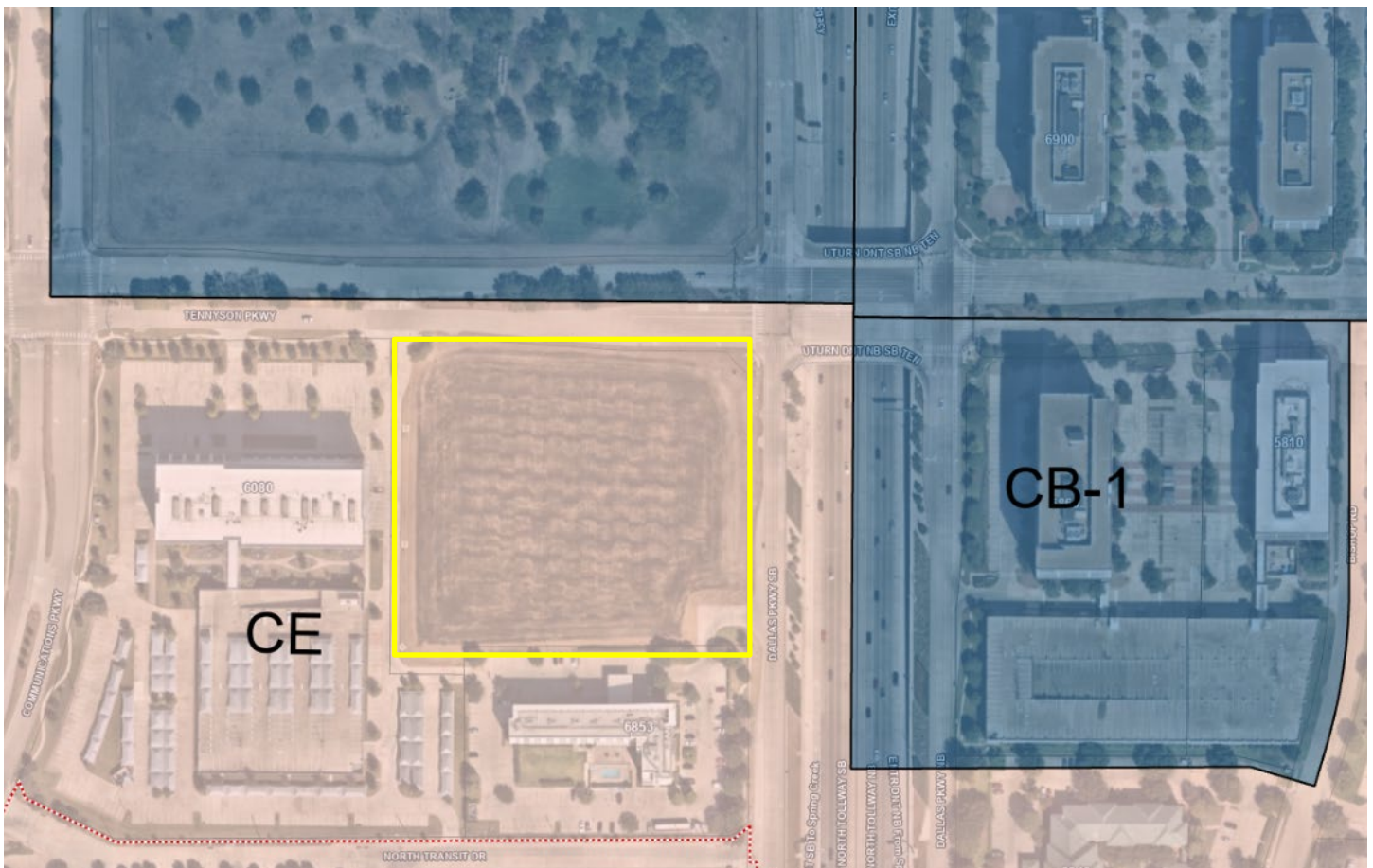
*The CE district is intended to provide the flexibility for an integrated development that may include retail, office, commercial, and light manufacturing. The major focus of the CE district is to be corporate headquarters and research facilities arranged in a campus-like setting.*

Dallas North Tollway Overlay District – The subject property is located within an overlay district that includes supplemental landscaping and signage regulations. Section 11.300.1 of the Zoning Ordinance states the purpose of the Dallas North Tollway Overlay District is:

*To provide appropriate design standards for the development of properties within the Dallas North Tollway corridor. These standards recognize the significant of the tollway as a regional traffic artery and as a primary entry for the city of Plano. These standards provide for coordination between the various zoning districts and categories of uses within the corridor.*

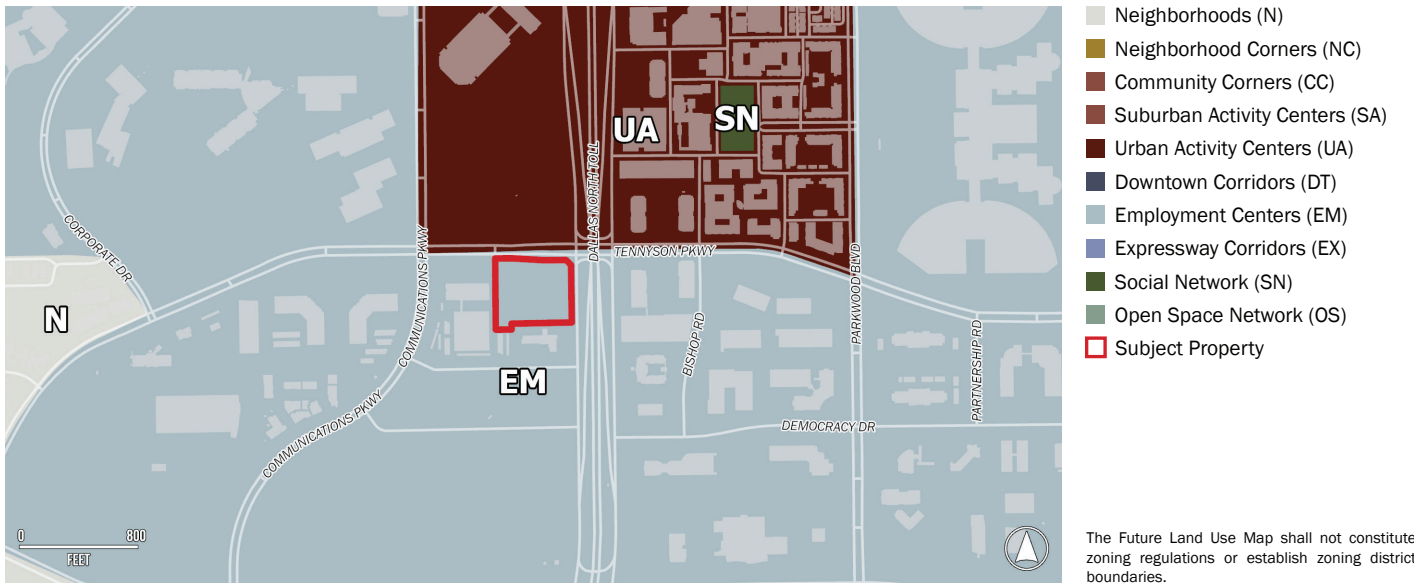
## Surrounding Land Use and Zoning

North	The property to the north across Tennyson Parkway is zoned Central Business-1 (CB-1) and is undeveloped.
East	The property to the east across the Dallas North Tollway is zoned CB-1 and is developed with an office (professional/general administrative).
South	There are two properties to the south zoned Commercial Employment (CE). The property directly south is developed with a hotel. The property to the southwest is developed in accordance with SUP No. 624 as a Transit Center/Station.
West	The property to the west is zoned Commercial Employment (CE) and is developed with an office (professional/general administrative).



VISION: "Plano is a global leader, excelling in exceptional education, abounding with world class businesses and vibrant neighborhoods"  
GUIDING PRINCIPLES: Plano Today. Plano 2050. Plano Together.

## 1 | Future Land Use Map



### Employment Centers (EM)

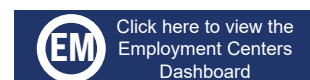
### PRIORITIES

The Employment Centers future land use category applies to the business centers in the Legacy area and along the Plano Parkway/President George Bush Turnpike. The primary uses for Employment Centers are corporate office campuses, medical centers, educational facilities, technology centers, and research facilities. Limited manufacturing and warehouse uses may be allowed to support the employment centers.

1. Maintaining Land for employment generating uses
2. Evaluating policies to sustain long-term viability of corporate campuses
3. Updating the Legacy Area Master Plan

*Evolving Trends In Office* - Much of the Legacy area Employment Center was developed with large corporate campuses. Although these provide desirable open space and urban tree canopy, these sprawling office complexes are often isolated from supporting restaurants, entertainment, service uses, and transit connections that many large businesses are seeking in today's office environment. With improved access to the Dallas/Fort Worth International Airport through the DART Silver Line Rail and recent widening of the PGBT and Sam Rayburn Tollways, the city should evaluate what is needed to sustain the attractiveness of these areas to large corporations.

*Residential Development* - Residential uses are not appropriate within these centers in order to ensure the city's ability to attract and maintain employment generating uses.

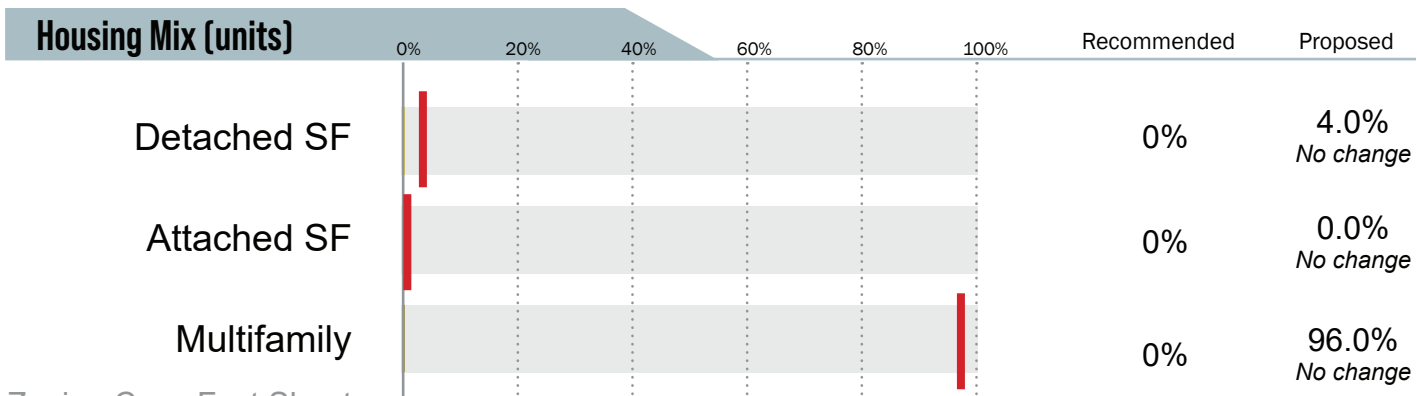
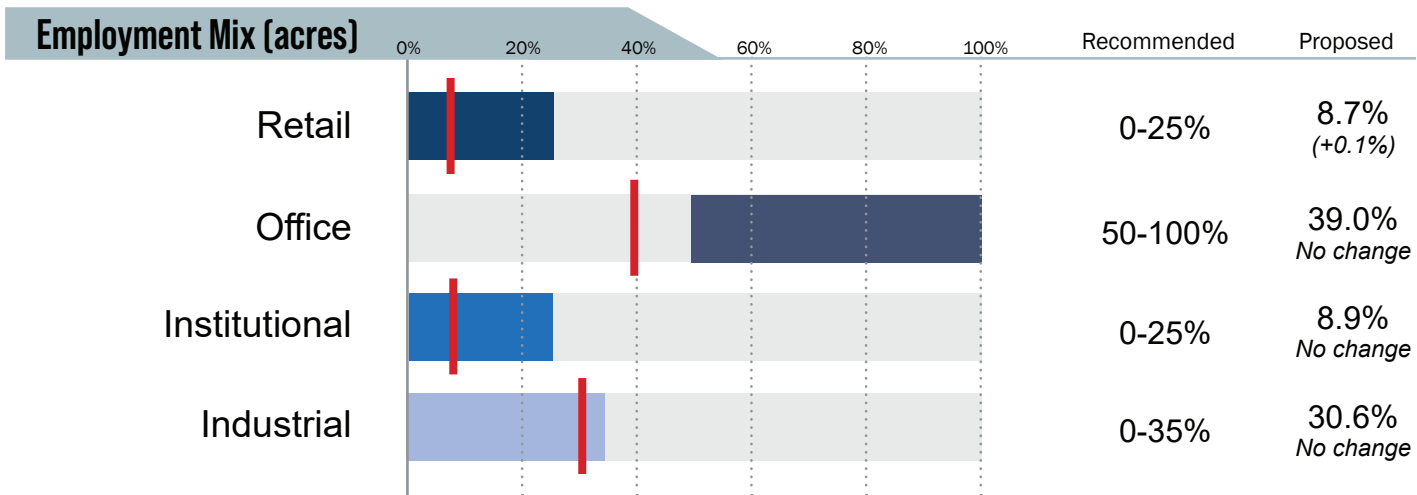
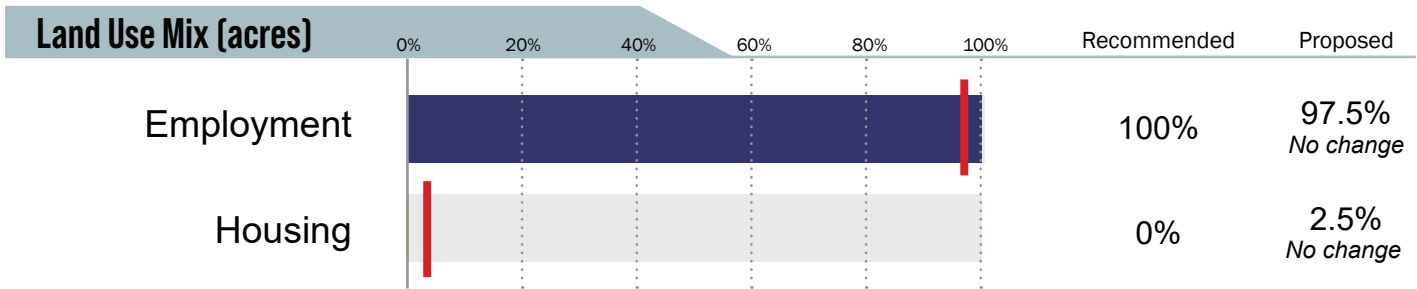




## 2 | Mix of Uses

[Click here for "How to Read The Dashboards"](#)

If approved, the request would result in the following Mix of Uses:



### 3 | Desirable Character Defining Elements

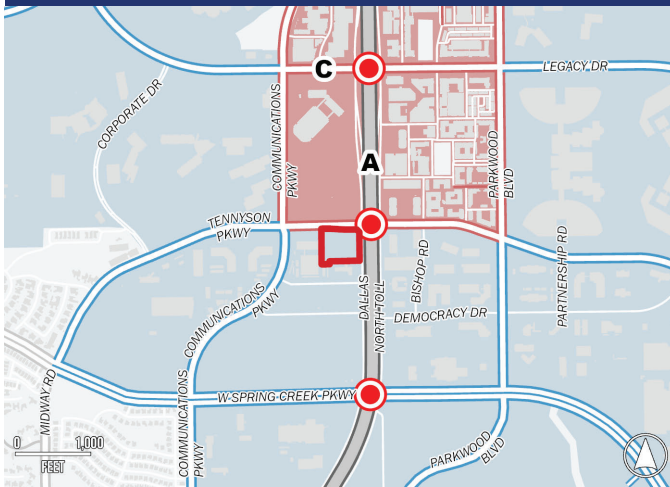


DESIRABLE CHARACTER DEFINING ELEMENT	RECOMMENDED BY COMPREHENSIVE PLAN	APPLICANT PROPOSAL
Building Heights	1 to 20 stories	A new 5 story building is proposed
Density	N/A	N/A
Intensity	Moderate to High (50 to 75% Lot Coverage)	Low: 26.9% Lot Coverage
Open Space	10% to 35% Passive Open Space	21.9% Passive Open Space
Parking Orientation	Structured parking preferable to surface lots	A 5 story structured parking garage and a surface parking lot is proposed
Block Pattern & Streetscape	Wide blocks Corporate Corridor Streets	The proposed development meets the description for Corporate Corridor Streets
<b>Multimodal Access</b>		
1. Automobiles	HIGH: Direct access from major streets	HIGH: The site has direct access from Dallas parkway and Tennyson Parkway.
2. Transit	MEDIUM: Commuter Bus Service	MEDIUM: The site is served by DART Bus Routes #308, #241, #239, and #234 and is approximately 0.10 miles from the Northwest Plano Park & Ride Station.
3. Micromobility	MEDIUM: Connected to trails and bike routes	MEDIUM: The site has direct access to On-Street Bike Route 60 and is approximately 0.10 miles east of On-Street Bike Route 13.
4. Pedestrians	LOW: Mostly served by perimeter sidewalks	LOW: There are proposed 6 foot sidewalks along Dallas Parkway and Tennyson Parkway that will serve the perimeter of the subject property.



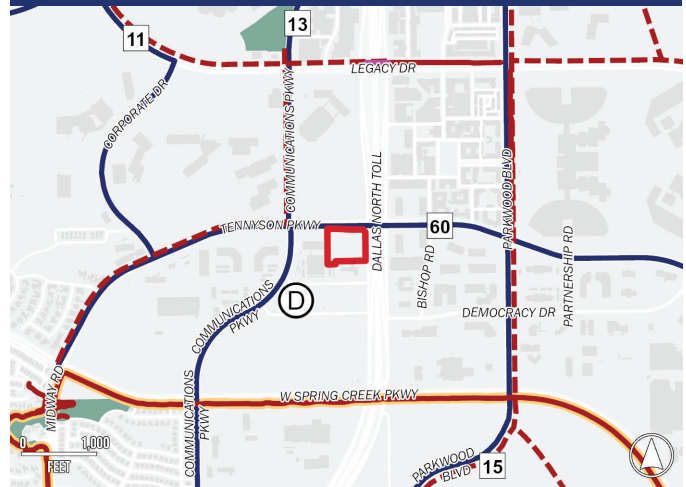
## 4 | Other Comprehensive Plan Maps

### Thoroughfare Plan Map



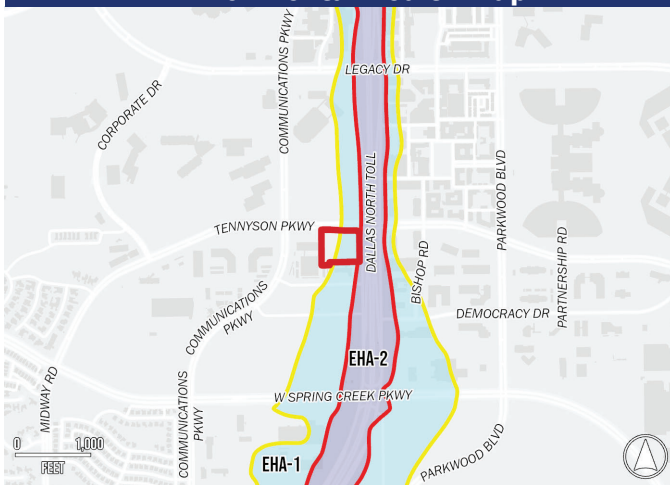
Tennyson Parkway, north of the site, is designated as a Type C Major Arterial (Mixed-Use Context). Dallas North Tollway is designated as a Type A Expressway and is located east of the site.

### Bicycle Transportation Plan Map



The site is directly south of On-Street Bike Route 60 and is approximately 0.10 miles east of On-Street Bike Route 13.

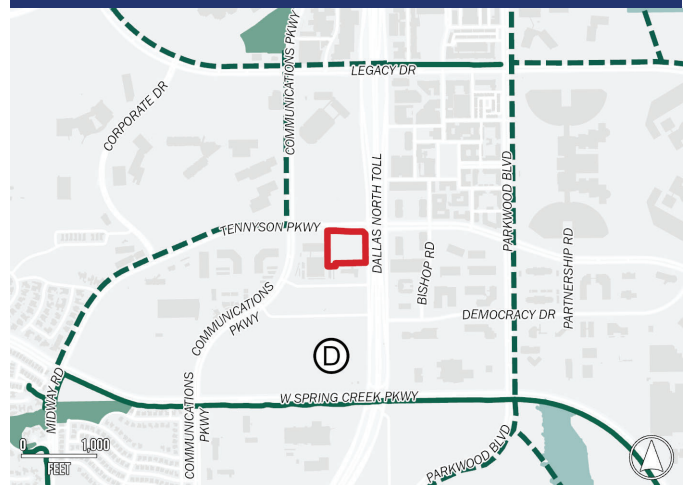
### Expressway Corridor Environmental Health Map



Portions of the subject property are located within EHA-1 and EHA-2. However, the proposal does not include a request to add any sensitive land uses, therefore an EHA Site Analysis is not required.

- EHA-1
- EHA-2
- Not Applicable

### Parks Master Plan Map



The site is adjacent to two trails, Bluebonnet Trail is approximately 0.35 miles south of the subject property. A proposed trail is located approximately 0.10 west of the subject property.

# 5 | Comprehensive Plan Policies & Actions

**CORE POLICIES:** The following policies are applicable to all zoning cases. No specific analysis of these policies are provided in the staff report as these serve as the fundamental basis for all staff recommendations.



**Land Use:** Plano will support a system of organized land use to provide housing and employment choices aligned with the market, where new and redevelopment areas respect the viability and quality of life for existing neighborhoods, businesses, and institutions.



**Redevelopment & Growth Management:** Plano will protect and preserve the well-established built environment of Plano and prevent overcrowding by requiring new growth and redevelopment to respect the unique development patterns, suburban character, housing needs, infrastructure capacity considerations, and fiscal constraints of our community.

**LAND USE-RELATED POLICIES:** The following policies are applicable on a case-by-case basis depending upon the type, location, and general nature of the request. Refer to the staff report for analysis of these policies with the respect to the proposed zoning change, where applicable.



**Redevelopment of Regional Transportation Corridors:** Plano will encourage reinvestment and redevelopment of identified regional transportation corridors to create cohesive developments that incorporate well-designed commercial, retail, and housing opportunities, where those uses are appropriate according to the Future Land Use Map and other related Comprehensive Plan standards.

- Applicable
- Not Applicable



**Revitalization of Retail Shopping Centers:** Plano will encourage reinvestment, revitalization, and redevelopment of underperforming neighborhood retail corners to accommodate a viable combination of local commercial, retail, and entertainment uses. Where appropriate transitions can be maintained, redevelopment may present opportunities to introduce residential uses and improve access.

- Applicable
- Not Applicable



**Special Housing Needs:** Plano will support the special housing needs of residents including seniors, people with disabilities, and low- to moderate-income households through inclusive regulations and programs and actions furthering the goals stated in the Consolidated Plan. Proposed locations for special housing needs should be afforded the same health and safety considerations as other housing.

- Applicable
- Not Applicable



**Transit-Oriented Development:** Plano will proactively encourage development within walking distance of existing and planned transit stations to create an integrated mix of uses including residential, employment, retail, and civic spaces.

- Applicable
- Not Applicable



**Undeveloped Land:** Plano will reserve its remaining undeveloped land for high quality development with distinctive character, prioritizing businesses offering skilled employment. New housing in these areas will only be considered appropriate where it is consistent with the Future Land Use Map and other related Comprehensive Plan standards.

- Applicable
- Not Applicable

**OTHER POLICIES/DOCUMENTS:** Additional policies may apply where applicable:

No other policies are applicable to this request.

- Envision Oak Point (2018)
- Downtown Vision & Strategy Update (2019)
- Spring Creekwalk Master Plan (1990)

**FOR RESIDENTIAL AND MIXED-USE DEVELOPMENTS ONLY:** The following actions from the Redevelopment & Growth Management (RGM) Policy are applicable to requests for mixed-use developments:

**RGM5:** Ensure that any rezoning requests for multiuse development include:

- Applicable  
 Not Applicable

- A) No more than 50% square footage for residential uses. Requests should also conform with other identifying elements (density, building heights, etc.) in the applicable Dashboard descriptions.
- B) Phasing requirements that prevent the disproportionate completion of residential uses prior to nonresidential uses within the development. Nonresidential square footage must constitute a minimum of 33% of all square footage approved for occupancy during development (e.g., every 2 square feet of residential development requires at least 1 square foot of nonresidential development; and
- C) Key design features provided prior to, or concurrent with, the construction of any residential uses. These include elements of the development supporting the long-term value to the overall community, and specifically any new residents, such as open/green space, amenities, street enhancements, and trails.

**RGM8:** Limit new residential development to areas that are appropriate based on individual site considerations and consistency with the Future Land Use Map and Dashboards. Multifamily developments should also meet a housing diversification or economic development need of the city, including transit-oriented development, special housing needs (as defined by the city's Consolidated Plan), or be constructed as part of a high-rise 10 stories or greater.

- Applicable  
 Not Applicable

## 6 | Findings Policy

### RGM1: Mix of Uses, Density, & Building Height

In accordance with the Redevelopment and Growth Management (RGM) Policy Action 1, zoning change requests that do not conform to the mix of uses, density, and building heights as described in the Dashboards are **disfavored**. Requests that do not conform to these criteria may be occasionally allowed when found:

- ▶ Consistent with the Guiding Principles of the Comprehensive Plan; and
- ▶ Substantially beneficial to the immediate neighbors, surrounding community, and general public interest.

### RGM5: Mixed-Use Developments

In addition, the Redevelopment and Growth Management (RGM) Policy Action 2 requires findings when approving a mixed-use development that exceeds 50% square footage for residential uses and/or does not conform to other identifying elements (density, height, etc.) in the applicable Dashboard.

#### Are Findings Required?

- Yes, because the request does not comply with the Mix of Uses of the associated Dashboard.
- Yes, because the request does not comply with the Building Heights of the associated Dashboard.
- Yes, because the request does not comply with the Maximum Density of the associated Dashboard.
- Yes, because the request is inconsistent with Action RGM5 (for mixed-use developments).
- No, findings are not required.

## STAFF PRELIMINARY REPORT – CONFORMANCE TO THE COMPREHENSIVE PLAN

The proposed request has been reviewed for conformance with the Comprehensive Plan. Major factors included in the analysis are provided below, but the Comprehensive Plan Fact Sheet has more specific details about the request.

**Guiding Principles** – This set of Guiding Principles to the Comprehensive Plan establishes overarching themes that apply to all policies and actions and express values for Plano Today, Plano 2050, and Plano Together. Since the principles do not stand alone but are used in concert with one another and carry across the Plan as a whole, each principle must be judged through a lens that incorporates all other principles to be fully and accurately understood. As such, the Commission is encouraged to review the full list of Guiding Principles and judge zoning requests through the lens of all principles.

### Future Land Use Map Category & Dashboard

**Future Land Use Category** – The subject property is located in the **Employment Centers (EM)** category of the Future Land Use Map (FLUM). The request is not consistent with a priority of the EM category of “*maintaining land for employment generating uses*” because the EM category lists specific primary land uses, which include corporate office campuses, medical centers, education facilities, technology centers, and research centers, with supporting uses such as limited manufacturing and warehouse uses. While the request is for a commercial use that will provide employment, the requested use is not part of the desired uses.

FLUM – EM Description and Priorities		
Description		Neutral
Priorities	Maintaining land for employment-generating uses	Neutral
	Evaluating policies to sustain long-term viability of corporate campuses	N/A
	Updating the Legacy Area Master Plan	N/A

**Mix of Uses** – A new vehicle dealer would be classified as *Industrial Types* in the Mix of Uses. The request would increase the percentage of *Industrial Types* for this area to approximately 31%, which is consistent with the 0-35% recommendations for the EM Dashboard.

FLUM – EM Mix of Uses	
Land Use Mix	Meets
Employment Mix	Meets
Housing Mix	N/A

**Desirable Character Defining Elements** – The request is consistent with the Desirable Character Defining Elements of the EM Dashboard, with the exception of Intensity. A moderate-to-high intensity of 50-100% lot coverage is recommended in EM areas to encourage the most efficient and productive use of land. Development on this site is restricted to a maximum lot coverage of 40% for non-retail uses, which cannot be increased through the SUP process. For this reason, staff finds the request neutral for this specific element.

FLUM – EM Desirable Character Defining Elements			
Building Height	Meets	Multimodal Access <ul style="list-style-type: none"> <li>• Automobiles</li> <li>• Transit</li> <li>• Micromobility</li> <li>• Pedestrians</li> </ul>	Meets Meets Meets Meets
Maximum Density	N/A		
Intensity	Neutral		
Open Space	Meets		
Parking Orientation	Meets		
Block Pattern & Streetscape	Meets		

**Other Comprehensive Plan Maps**

The request is in conformance which would not require improvements applicable to the Thoroughfare Plan Map, Bicycle Transportation Plan Map, Parks Master Plan Map, or Expressway Corridor Environmental Health Map.

Other Comprehensive Plan Maps	
Thoroughfare Plan Map	Meets
Bicycle Transportation Plan Map	Meets
Parks Master Plan Map	Meets
Expressway Corridor Environmental Health Map	Meets

**Policies & Actions of the Comprehensive Plan and Other Studies**

[Undeveloped Land Policy](#) – This policy recommends that the city reserve its limited undeveloped land for high-quality development with distinctive character, prioritizing businesses offering skilled employment. A new vehicle dealer use is inconsistent with this goal, especially in EM areas with tollway frontage and close proximity to the Legacy Business Park. Although the applicant is proposing a unique, non-traditional form of dealership that resembles the office park character of the area, it does not maximize the employment opportunities that may be provided if the site was reserved for alternative uses. For this reason, staff finds it only partially consistent with the Undeveloped Land Policy.

**Comprehensive Plan Summary**

A new vehicle dealer does not meet the general description and priorities of the EM category. Still, the applicant’s unique design concept is compatible with the general form and character desired for these areas. It meets the Undeveloped Land Policy’s goals for high-quality development but may not fit the city’s traditional definition of high-skilled employment. Given the unique design offered by the applicant, staff finds the request generally consistent with the Comprehensive Plan.

## Comprehensive Plan Policy Summary

Policy or Study	Analysis
Future Land Use Map and Dashboards <ul style="list-style-type: none"> <li>• Description &amp; Priorities</li> <li>• Mix of Uses</li> <li>• Character Defining Elements</li> </ul>	Neutral Meets Mostly Meets
Thoroughfare Plan Map Bicycle Transportation Plan Map Parks Master Plan Map Expressway Corridor Environmental Health Map	Meets Meets Meets Meets
Undeveloped Land Policy	Partially Meets

### STAFF PRELIMINARY REPORT – ANALYSIS & RECOMMENDATION

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#### Building Design

As shown in the associated preliminary site plan, the proposal includes a 2-5 story, approximately 250,000-square-foot building to create what the applicant describes as a vertical dealership. The building will include a 2-story showroom and service area below a 3-story parking garage. Most vehicles for sale will be stored within the parking structure instead of on-surface lots, which is typical of most vehicle dealerships. This verticality is a critical element of the design, distinguishing it from other dealerships in the area and supporting the general campus-like setting intended for the Commercial Employment (CE) zoning district. Of note, at least two other dealerships in Plano utilize parking garages for inventory. These are located at 6888 State Highway 121 and 6455 Dallas Pkwy.

For these reasons, staff recommends any approval of the request be accompanied by associated stipulations to require this unique dealership design, including:

1. Minimum height for office and showroom portions of the dealership: 2 stories, 24 feet
2. Minimum height for service area and parking structure portion of the dealership: 5 stories, 60 feet

These will ensure that the building heights are taller than the typical vehicle dealers and reflect the campus-like setting of the CE district.

3. Vehicle service bays shall not be oriented towards Dallas Parkway or Tennyson Parkway, except that:
  - a. Transparent roll-up doors may be used for vehicle display areas;
  - b. Roll-up doors for drive-in entrances to the customer registration area shall have a minimum of 50% glazing; and
  - c. One roll-up door may be used on the north side of the building for drive-in access to the photo showroom area.

Seven roll-up style doors are proposed on the north and east sides of the building facing Tennyson Parkway and the Dallas North Tollway, respectively; however, none of these doors serve as direct entrances to vehicle service areas. Two doors on the north side are entrances to the vehicle showroom, and the other is the entrance to the room, where 360-degree photos are taken for online advertising. The three doors on the east side are the drive-in entrances to the customer registration area, from which employees will drive the vehicles through another set of interior roll-up doors to get to the service area. Glazing and transparency requirements have been added to the proposed stipulation to maintain building aesthetics.

4. No canopies or other shade structures may be constructed above any parking stalls located within 60 feet of Dallas Parkway or Tennyson Parkway.

This is intended to maintain the aesthetics and character of the CE district.

5. At least 65% of parking spaces shall be located interior to a parking structure.

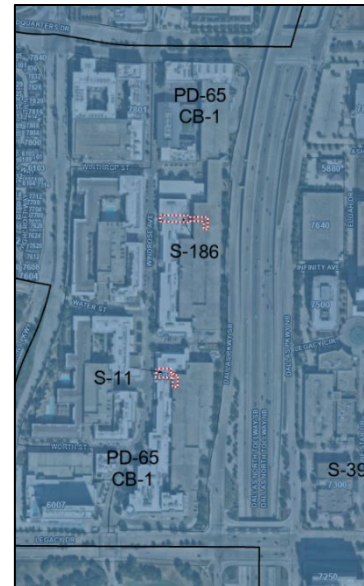
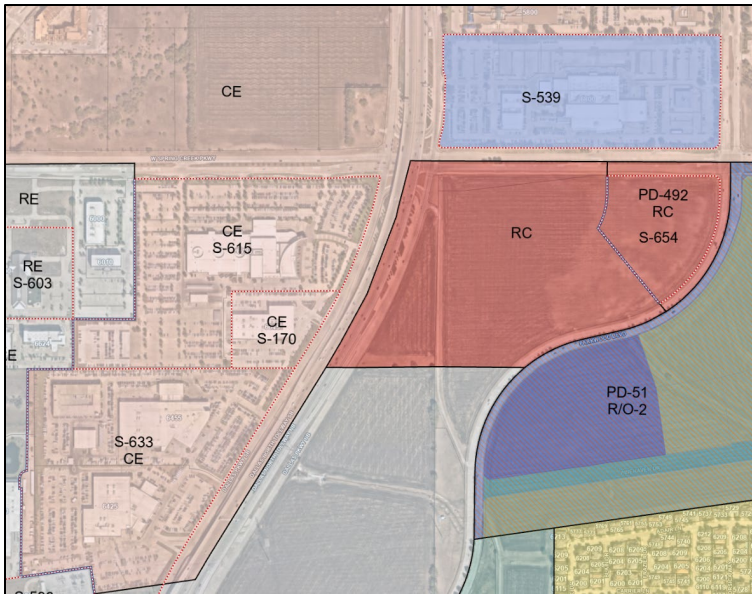
This ensures that the proposed parking structure, a key element of the vertical development concept, is provide for this development and any future redevelopment.

#### Concentration of Vehicle Dealerships and Undeveloped Land Policy

A concentration of new vehicle dealerships has been approved along the Dallas North Tollway located north of Windhaven Parkway, including:

- 2004 – SUP No. 539 for the current BMW of Plano located at 6800 Dallas Parkway
- 2011 – SUP No. 615 for the current Park Place Lexus located at 6785 Dallas Parkway
- 2012 – SUP No. 633 for the current Mercedes Benz of Plano and Ewing Buick/GMC located at 6455 Dallas Parkway
- 2016 – SUP No. 11 for the current Tesla showroom in Legacy West located at 7500 Windrose Avenue, Suite B185
- 2018 – Tesla occupied an existing building at 5800 Democracy Drive, but this did not require an SUP
- 2021 – SUP No. 186 for the current Lucid Motors showroom in Legacy West located at 7700 Windrose Avenue, Suite G172
- 2021 – SUP No. 170 for the current Park Place Acura located at 645 Dallas Parkway





The city has limited availability of undeveloped land, with approximately 1,900 acres remaining. A map of undeveloped land is attached for reference, showing the location of these parcels. Few remain with frontage along regional expressway corridors that provide the desired visibility and access for the most desired projects.

This request should be carefully considered. Some land use and planning considerations related to this property are as follows:

- The majority of vehicle dealers along the Dallas North Tollway are in the Expressway Corridors future land use (FLU) category rather than Employment Centers future land use category.
- Adjacent uses such as the hotel, DART property, and office building, combined with this parcels corner location and access, may provide a desirable location for future development of another use that supports the adjacencies and is a better fit for the Employment Center FLU category.
- The majority of land with Dallas North Tollway frontage along the west side of the Tollway is located between Legacy and Spring Creek. The only other parcels are near Plano Parkway.
- Land in these corridors provides convenient access and visibility for higher-density employment uses, and preservation of land for future development opportunities is important for the city's long term economic vitality.
- SUPs may be required because vehicle dealership sites can be difficult to reuse and/or redevelop long-term. There are limited land uses that can occupy a former vehicle dealer site that requires large, expansive parking areas. However, given the unique vertical design of the proposed development that could be more effectively repurposed in the future and the practical considerations of the site and adjacent properties, staff is supportive of the request in this instance.

## Residential Adjacency Standards

Section 21.500 (Standards) of Article 21 (Residential Adjacency Standards) of the Zoning Ordinance states that vehicular service bays within 150 feet of a residential district shall face away from the adjacent residential districts unless separated by a building or permanent architectural feature of minimum height matching the height of the service bays. The nearest residential development and residential zoning district is located at the southwest corner of Corporate Drive and Montmartre Way, which is approximately 2,650 feet to the west, exceeding this requirement.

### **SUMMARY:**

The applicant is requesting a Specific Use Permit for a New Vehicle Dealer utilizing 5.4 acres of undeveloped land at the southwest corner of the Dallas North Tollway and Tennyson Parkway. As shown on the associated preliminary site plan, the development incorporates a unique vertical concept that is not customary for traditional vehicle dealerships. The form and architecture are aligned with the vision for the area, however, the use as a dealership may not meet this city's long-standing goal of maintaining undeveloped land for highly-skilled employment. Staff supports the request due to the unique design approach, subject to stipulations associated with this design.

### **RECOMMENDATION:**

Staff recommends approval of the request subject to the following stipulations:

1. Minimum height for office and showroom portions of the dealership: 2 stories, 24 feet
2. Minimum height for service area and parking structure portion of the dealership: 5 stories, 60 feet
3. Vehicle service bays shall not be oriented towards Dallas Parkway or Tennyson Parkway, except that:
  - a. Transparent roll-up doors may be used for vehicle display areas;
  - b. Roll-up doors for drive-in entrances to the customer registration area shall have a minimum of 50% glazing; and
  - c. One roll-up door may be used on the north side of the building for drive-in access to the photo showroom area.
4. No canopies or other shade structures may be constructed above any parking stalls located within 60 feet of Dallas Parkway or Tennyson Parkway.
5. At least 65% of parking spaces shall be located interior to a parking structure.

## Applicant Land Use Statement

This 5.4 acres site sits at the southwest corner of Tennyson Parkway and the Dallas North Tollway. Well situated along and highly visible from this major thoroughfare, a thoughtful and well-designed development is critical. This proposal is for a new and innovative concept for Porsche USA.

Given the relatively small size of this site compared to other sites of luxury car dealerships, the design for this proposal envisions a vertical component where the luxury cars will be located in a structured garage with enhanced façade treatment. This innovative concept, being called “Destination Porsche”, has only been done in a handful of locations around the world with much success and Porsche is thrilled to be bringing this to Plano. “Destination Porsche” unites people’s imagination for the future, representing a new design concept, enhanced customer experience and an exciting digital lifestyle, meeting the evolving needs and expectations of more consumers.

As you may know, a Porsche dealership currently exists at the northeast corner of Dallas North Tollway and President George Bush Turnpike. However, given the limited size of the current facilities and the need for expansion of the existing Audi dealership adjacent to the Porsche dealership, the Porsche facility will need to relocate operations. Porsche has valued its presence in Plano and looks forward to continuing at this new proposed location which allows for the creation of the state-of-the-art Porsche destination built to a minimum of LEED Silver standards, better location and visibility, and advancement of Porsche's electrification and carbon neutral strategies, helping the brand to achieve long-term sustainability. Unfortunately, if this new proposed Plano location is not feasible, Porsche will be looking to alternatives sites, including areas outside of the City of Plano.

Given the innovative vertical dealership design, a substantial investment of over \$40 million dollars is expected to complete this project. More importantly, this new Porsche dealership will employ over 80 employees with an average annual salary of over \$96,000 and serve the citizens and business leaders who call Plano home.

From a comprehensive plan compliance perspective, this land is designated as Employment Center per the Future Land Use maps of the Comprehensive Plan. Directly adjacent to the south is an Aloft Hotel and within a little over a quarter of a mile are two other luxury car brands, Tesla and BMW, all of which are located within the designated Employment Center designation as well.

The Future Land Use Dashboard for Employment Centers indicates that the primary uses for this designation are “corporate office campuses, medical centers, educational facilities, technology centers, and research facilities. Limited manufacturing and warehouse uses may be allowed to support the employment centers.” Given the proposed vertical structure with enhanced façade treatment this proposed development more resemble a traditional office building as opposed to a traditional dealership. Also, the Dashboard indicates the “city should evaluate what is needed to sustain the attractiveness of these areas to large corporations.” Built to museum-like quality which offers luxury retail sales and services, the applicant feels that this innovative vertical Porsche dealership is a highly desired use and brand which will be patronized by many of the corporate business leaders working or relocating to this area. In addition, the “Destination Porsche” aims to be just that, a destination which people throughout the Metroplex will come to patronize providing another reason for visitors to spend time in the City of Excellence.



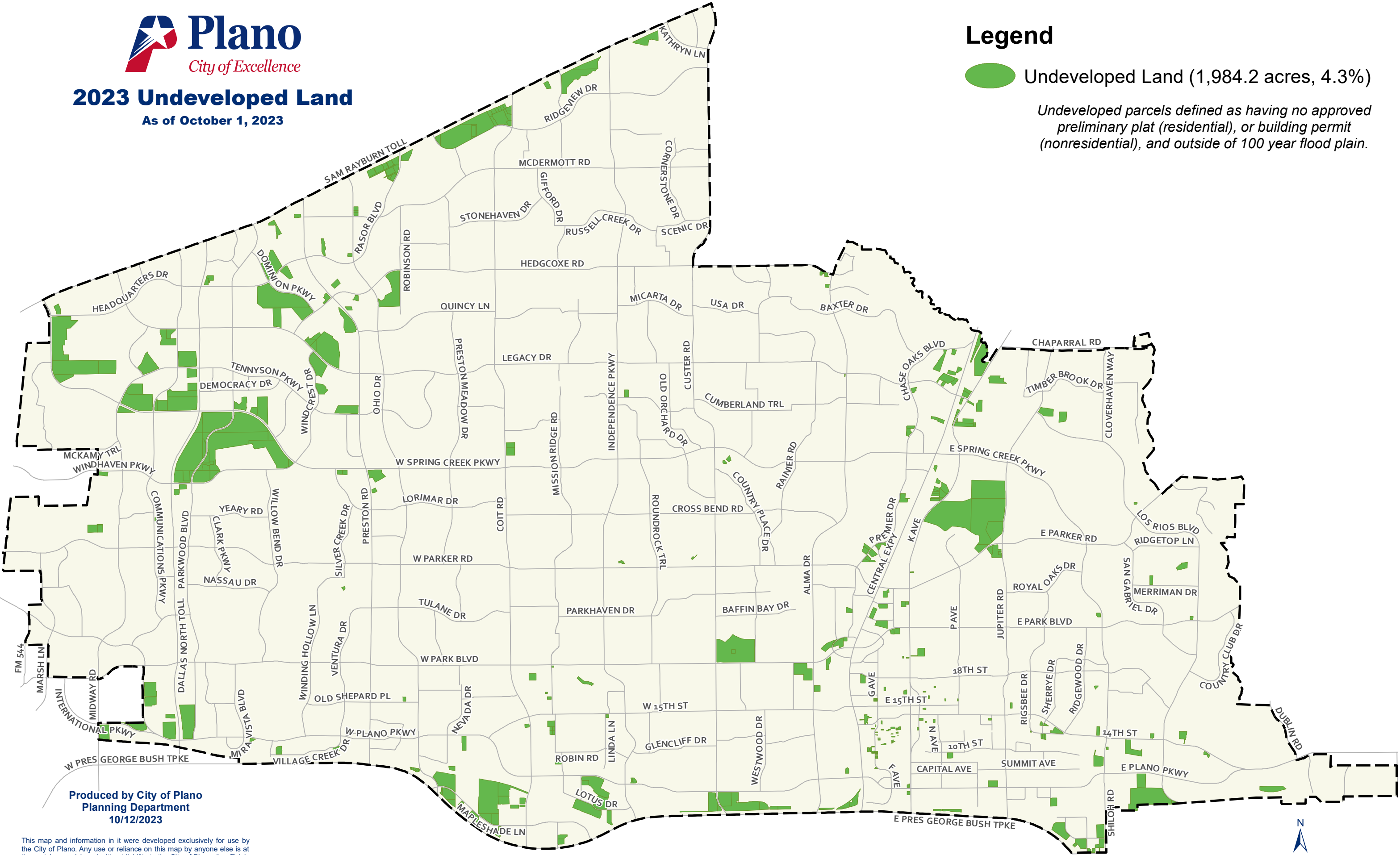
# 2023 Undeveloped Land

As of October 1, 2023

## Legend

Undeveloped Land (1,984.2 acres, 4.3%)

*Undeveloped parcels defined as having no approved preliminary plat (residential), or building permit (nonresidential), and outside of 100 year flood plain.*



Produced by City of Plano  
Planning Department  
10/12/2023

This map and information in it were developed exclusively for use by the City of Plano. Any use or reliance on this map by anyone else is at the party's own risk and without liability to the City of Plano, its officials or employees for any discrepancies, errors, or variances which may



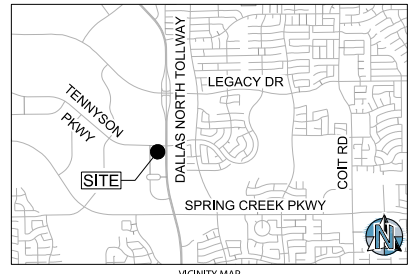
NOT TO SCALE



**CITY OF PLANO GENERAL NOTES:**

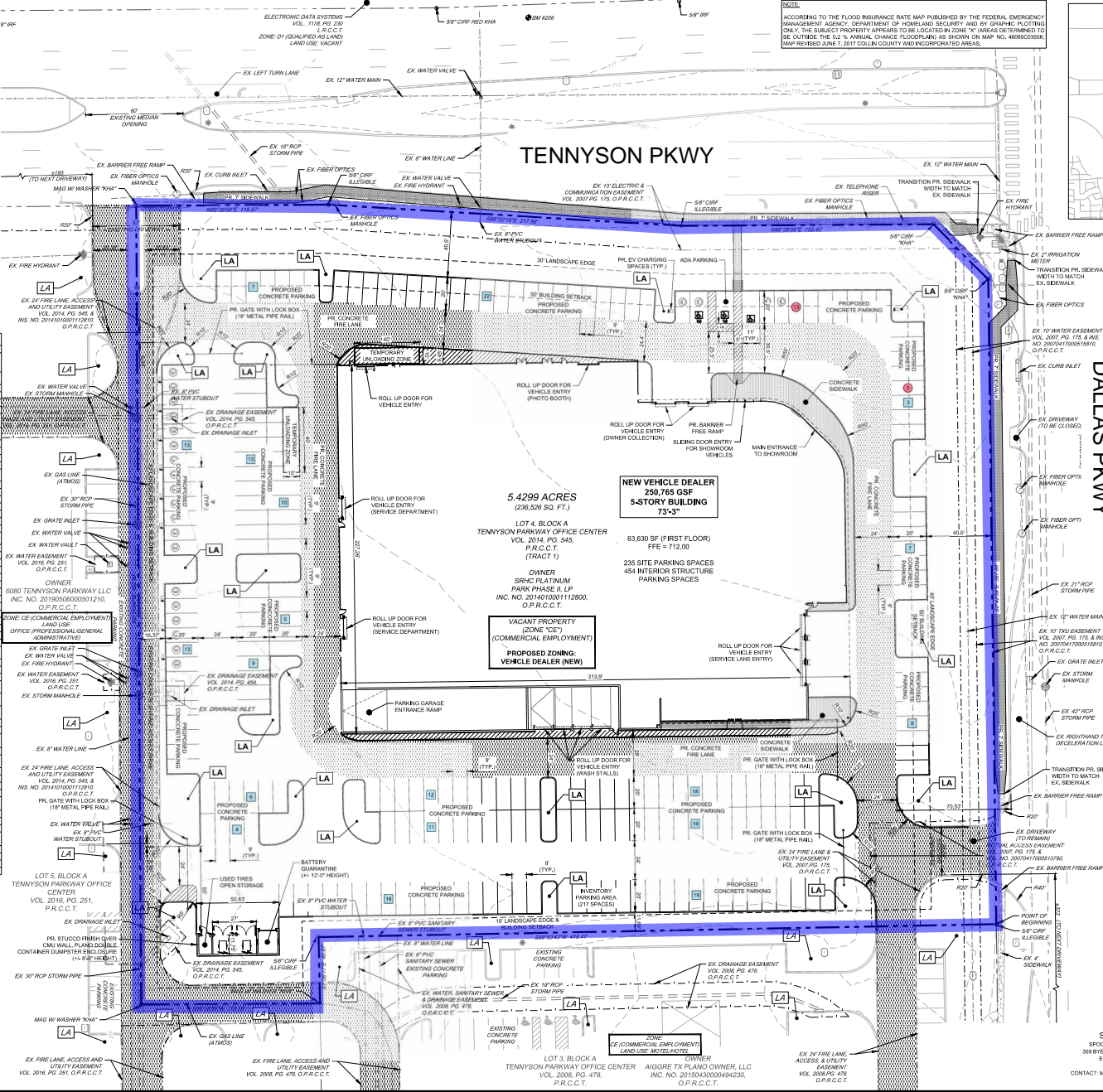
1. BUILDINGS 6,000 SQUARE FEET OR GREATER SHALL BE 100% FIRE SPRINKLED.
2. FIRE LANES SHALL BE DESIGNED AND CONSTRUCTED PER CITY STANDARDS.
3. HANDICAPPED PARKING AREAS SHALL BE DESIGNED AND PROVIDED PER CITY STANDARDS AND SHALL COMPLY WITH REQUIREMENTS OF THE CURRENTLY ADOPTED INTERNATIONAL BUILDING CODE.
4. FOUR-FOOT WIDE SIDEWALKS SHALL BE PROVIDED 2.5 FEET OFF OF THE PROPERTY LINE WITHIN THE DRIVEWAY UNLESS A REDUNDANT EASEMENT IS PROVIDED FOR A MEANDERING SIDEWALK OR AN ALTERNATIVE DESIGN IS APPROVED BY THE CITY. BARRIER-FREE RAMPS, PER CITY STANDARDS, SHALL BE PROVIDED ON SIDEWALKS AT ALL CURB CROSSINGS.
5. MECHANICAL UNITS, DUMPSTERS, AND TRASH COMPACTORS SHALL BE SCREENED IN ACCORDANCE WITH THE ZONING ORDINANCE.
6. ALL STORAGE CONTAINER UNIFORM APPROVAL BY BUILDING INSPECTIONS DEPARTMENT.
7. APPROVAL OF THE SITE PLAN IS NOT FINAL UNTIL ALL ENGINEERING PLANS ARE APPROVED.
8. OPEN STORAGE, WHERE PERMITTED, SHALL BE SCREENED IN ACCORDANCE WITH THE ZONING ORDINANCE.
9. BUILDING FACADES WITH THIS DEVELOPMENT SHALL BE COMPATIBLE, AS PROVIDED IN THE RETAIL CORNER DESIGN GUIDELINES.
10. OUTDOOR LIGHTING SHALL COMPLY WITH ILLUMINATION STANDARDS WITHIN SECTION 4.66 OF THE CODE OF ORDINANCES.
11. PLEASE CONTACT THE BUILDING INSPECTIONS DEPARTMENT TO DETERMINE THE TYPE OF CONSTRUCTION AND OCCUPANCY GROUP.
12. ALL ELECTRICAL TRANSMISSION, DISTRIBUTION, AND SERVICE LINES MUST BE UNDERGROUND.
13. USES SHALL CONFORM IN OPERATION, LOCATION, AND CONSTRUCTION TO THE FOLLOWING PERFORMANCE STANDARDS IN ARTICLE 24 OF THE ZONING ORDINANCE: NOISE, SMOKE, AND PARTICULATE MATTER, ODOROUS MATTER, FIRE OR EXPLOSIVE HAZARDOUS MATERIAL, TOXIC AND NOXIOUS MATTER, VIBRATION, AND/OR OTHER PERFORMANCE STANDARDS.

ACCORDING TO THE FLOOD INSURANCE RATE MAP PUBLISHED BY THE FEDERAL EMERGENCY MANAGEMENT AGENCY, DEPARTMENT OF HOUSING AND SECURITY AND BY GRANTING PLOTTING ONLY, THE SUBJECT PROPERTY APPEARS TO BE LOCATED IN ZONE "X" AREAS DETERMINED TO BE OUTSIDE THE 50-YEAR ANNUAL CHANCE FLOODPLAIN AS SHOWN ON MAP NO. 4806300000 MAP REVISED JUNE 7, 2017 COLLIN COUNTY AND INCORPORATED AREAS.



**SITE DATA SUMMARY TABLE**

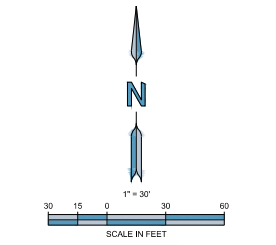
GENERAL SITE DATA		CE (COMMERCIAL EMPLOYMENT) & DALLAS NORTH TOLLWAY OVERLAY DISTRICT
LAND USE	VEHICLE DEALER (NEW)	
PERFORMANCE INCLUDE ALL APPLICABLE USES	238,528 SF, 5,429 ACRES	
LOT AREA (SQ. FT. AND ACRES)		
BUILDING FOOTPRINT AREA	63,630 SF	
TOTAL BUILDING AREA	230,705 SF	
BUILDING HEIGHT (STORIES)	3 STORY TOTAL W/ ROOF PARKING (GARAGE STAIRS ON 3RD FLOOR)	
BUILDING HEIGHT (FEET)	73'-0"	
ROOF COVERED STORAGE (SQ. FT.)	1,840 SF	
ROOF COVERED STORAGE (SPACES)	60 SPACES	
UNCOVERED STORAGE (SQ. FT.)	N/A	
UNCOVERED STORAGE (SPACES)	N/A	
RESIDENTIAL DENSITY (UNITS/ACRE)	N/A	
RESIDENTIAL DENSITY (UNITS/ACRE)	N/A	
PERFORMANCE INCLUDE ALL APPLICABLE USES		
MULTIFAMILY UNITS		
# OF STUDIOS/SEXES & MINIMUM UNIT SIZE	N/A	
# OF 2 BEDROOMS & MIN. UNIT SIZE	N/A	
# OF 3 BEDROOMS & MIN. UNIT SIZE	N/A	
# OF 4 BEDROOMS & MIN. UNIT SIZE	N/A	
TOTAL UNIT COUNT	N/A	
RESIDENTIAL DENSITY (UNITS/ACRE)	N/A	
PERFORMANCE INCLUDE ALL APPLICABLE USES		
PARKING		
PARKING RATIO (PER 1,000 SQ. FT.)	BAVE	SPACES
1 SPACE PER 1,000 SQ. FT.	50	160 SPACES
3 SPACES PER SERVICE BAY		310 SPACES
REQUIRED PARKING (SPACES)		677 SPACES
SITE CUSTOMER PARKING (SPACES)		210 SPACES
INTERNET & ROOF EMPLOYEE PARKING (SPACES) (SPACES)		16 SPACES
INTERNET & ROOF EMPLOYEE PARKING (SPACES) (SPACES)		16 SPACES
PROPOSED PARKING (SPACES)		60 SPACES
ACCESSIBLE PARKING (SPACES)		3 SPACES (2 SITE, 1 INTERIOR)
ACCESSIBLE PARKING PROVIDED (SPACES)		0 SPACES
PARKING IN EXCESS OF TYPE OF REQUIRED PARKING (SPACES)		0 SPACES
LANDSCAPE AREA (INCLUDING TURF AREAS)		
LANDSCAPE AREA (INCLUDING TURF AREAS)		37,753 SF
REQUIRED INTERIOR LANDSCAPE AREA		1,480 SF
ADDITIONAL INTERIOR LANDSCAPE AREA PROVIDED		12,293 SF
OTHER LANDSCAPE AREA WITHIN THE LOT INCLUDING STORM WATER CONSERVATION AREAS (SQ. FT.)		0 SF
TOTAL LANDSCAPE AREA (SQ. FT.)		51,883 SF
PERMEABLE AREA (INCLUDING LANDSCAPE OR TURF AREAS)		
PERMEABLE PAVEMENT		0 SF
OTHER PERMEABLE AREAS WITHIN THE LOT NOT INCLUDING LANDSCAPING OR TURF AREAS		0 SF
TOTAL PERMEABLE AREA (SQ. FT.)		0 SF
IMPERVIOUS AREA		
BUILDING FOOTPRINT AREA (SQ. FT.)		63,630 SF
AREA OF SIDEWALKS, PAVEMENT & OTHER IMPERVIOUS SURFACING (SQ. FT.)		121,043 SF
OTHER IMPERVIOUS AREA (SQ. FT.)		0 SF
TOTAL IMPERVIOUS AREA (SQ. FT.)		184,673 SF
AVAILABLE IMPERVIOUS AREA (SQ. FT.)		184,673 SF
AVAILABLE IMPERVIOUS AREA (SQ. FT.)		184,673 SF



**LEGEND**

- PROPERTY LINE
- PROPOSED CONCRETE SIDEWALK
- FIRE LANE
- PROPOSED LANDSCAPE AREAS
- EXISTING LANDSCAPE AREAS
- PROPOSED PARKING COUNTS (CUSTOMER)
- PROPOSED PARKING COUNTS (RESIDENT)
- CAPED IRON ROAD FOUND
- KIMLEY HORN & ASSOCIATES
- P.R.C.C.T. PUBLIC RECORDS COLLIN COUNTY TEXAS
- OFFICIAL PUBLIC RECORDS COLLIN COUNTY TEXAS

NOTE: ALL EXISTING TREES ON SITE ARE ANTICIPATED TO REMAIN.



FORESITE group  
D&B Forensic Consulting Group of Dallas, Inc.

**CITY PROJECT # PSP2023-025**  
**PRELIMINARY SITE PLAN**  
FOR  
LOT 4, BLOCK A, TENNYSON PARKWAY OFFICE CENTER  
5,429 ACRES  
LOCATED IN THE COLLIN COUNTY SCHOOL LAND SURVEY  
ABSTRACT NO. 150  
CITY OF PLANO, COLLIN COUNTY, TEXAS

PREPARED: OCTOBER 2023

SURVEYOR: SPOONER & ASSOCIATES  
308 BIVERS STREET, SUITE 100  
RUBEN, TX 75068  
(817) 685-3445  
CONTACT: MR. ERIC SPOONER, R.P.L.S.

OWNER: SRHC PLAZA PARK PHASE II LP  
2001 ROSS AVENUE, SUITE 200  
DALLAS, TX 75201  
(817) 685-4445  
CONTACT: MR. DANIEL WARREN, P.E.

ENGINEER: FORESITE GROUP, LLC  
4925 GREENLEAF AVE., SUITE 400  
DALLAS, TX 75249  
(214) 959-7120  
CONTACT: MR. DANIEL WARREN, P.E.