# **PLANNING & ZONING COMMISSION**

ZONING CASE FINAL REPORT

DATE:



September 24, 2025

TO: Petitioners with Items before the Planning & Zoning Commission

FROM: Planning & Zoning Commission

VIA: Mike Bell, AICP, Assistant Director of Planning acting as Secretary of the Planning & MB

**Zoning Commission** 

Christina D. Day, AICP, Director of Planning

SUBJECT: Results of Planning & Zoning Commission Meeting of September 15, 2025

### AGENDA ITEM NO. 2 - ZONING CASE 2025-009 PETITIONER: COIT MARKETPLACE LP

Request to rezone from Regional Employment to Regional Commercial on 4.5 acres located on the south side of State Highway 121, 1,335 feet west of Coit Road. Located within the State Highway 121 and Expressway Corridor Overlay Districts. Tabled August 18, 2025. Project #ZC2025-009.

No Recommendation: 3-3 (See Below)	<u> </u>				
Speaker Card(s) Received:	Support:	0 Oppose:	0	Neutral:	0
Letters Received Within 200' Notice Area:	Support:	1 Oppose:	3	Neutral:	1
Letters Received Within the Subject Property	Support:	0 Oppose:	0	Neutral:	0
Petition Signatures Received:	Support:	0 Oppose:	0	Neutral:	0
Other Responses:	Support:	0 Oppose:	0	Neutral:	0

#### **RESULTS:**

The motions resulted in no recommendation due to each having a 3-3 vote, which moved the item to City Council for a final decision.

To view the hearing, please click on the provided link: https://planotx.new.swagit.com/videos/355461?ts=430

MC / hm

Christina Sebastian, Land Records Planning Manager CC: Jordan Rockerbie, Lead Planner Jeanna Scott, Building Inspections Manager Dorothy Alatorre, Sr. Administrative Assistant - Neighborhood Services

# **PLANNING & ZONING COMMISSION**

STAFF PRELIMINARY REPORT: SEPTEMBER 15, 2025



**AGENDA ITEM NO. 2** 

PUBLIC HEARING: Zoning Case 2025-009

PETITIONER: Coit Marketplace, LP

CASE PLANNER: Molly Coryell, AICP

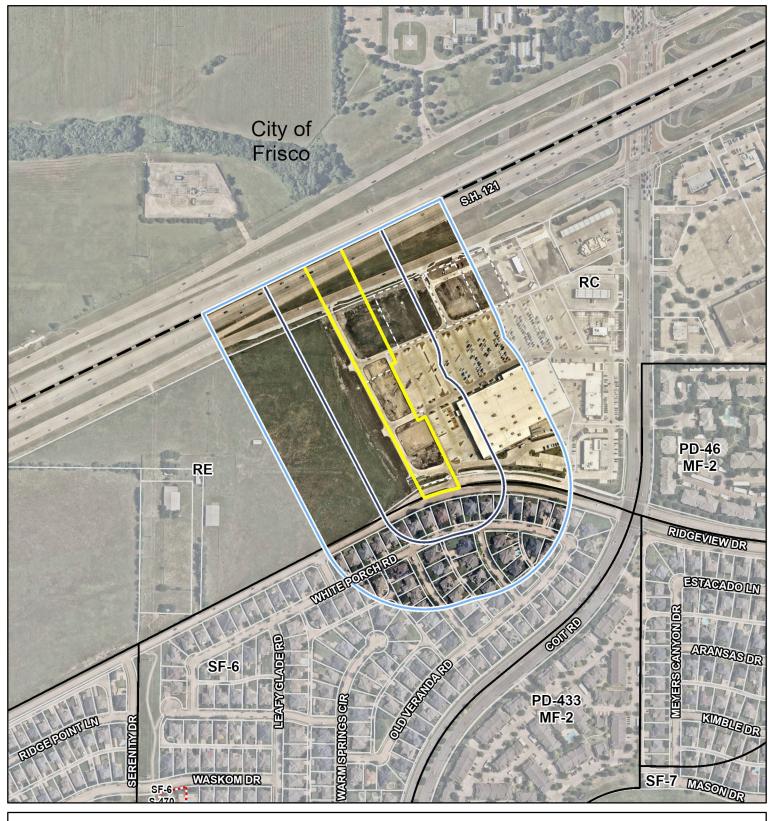
**DESCRIPTION:** Request to rezone **from** Regional Employment **to** Regional Commercial on 4.5 acres located on the south side of State Highway 121, 1,335 feet west of Coit Road. Located within the State Highway 121 and Expressway Corridor Overlay Districts. Tabled August 18, 2025. Project #ZC2025-009.

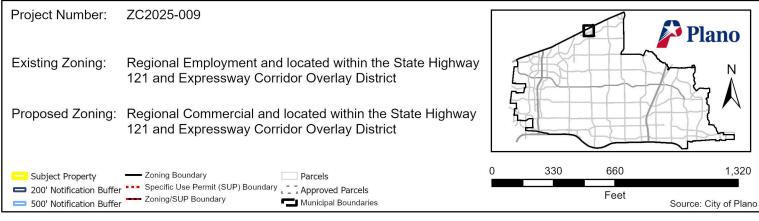
#### **EXECUTIVE SUMMARY**

The applicant is requesting to rezone the subject property from Regional Employment (RE) to Regional Commercial (RC) to allow for retail use of the property permitted in the RC district. Major topics of consideration in this request include:

- RE and RC Zoning The RE and RC districts are intended to work in conjunction with each other along State Highway 121 and the Dallas North Tollway, with RE primarily allowing office and limited manufacturing uses along the corridors and RC intended to provide retail and service uses at appropriate nodes. Although the rezoning request could be seen as a minor adjustment of zoning district boundary lines, the RC zoning was previously expanded in 2016 and there is already significant land at this intersection developed with retail uses. Rezoning the subject property from RE to RC would effectively allow an additional retail pad site in this shopping center.
- Zoning for Retail Uses The request to allow additional retail uses is inconsistent with the
  recommendations of studies regarding the excess of retail zoning in Plano, including the Retail
  Study of Underperforming and Vacant Retail Areas, City of Plano Shopping Center Review, and
  Housing Value Retention Analysis. Rezoning the subject property from RE to RC would further
  contribute to the overabundance of retail zoning within the city.
- Conformance to the Comprehensive Plan The request is generally consistent with the Expressway
  Corridors (EX) future land use category of the Future Land Use Map; but, similar to the retail studies
  listed above, it is inconsistent with the Redevelopment of Regional Transportation Corridors Policy,
  the Revitalization of Retail Shopping Centers Policy, and Land Use Policy Action 4 (LU-4) of the
  Comprehensive Plan.

For these reasons, staff recommends denial of the request.





### STAFF PRELIMINARY REPORT - INTRODUCTORY REMARKS

The applicant is requesting to rezone the subject property from Regional Employment (RE) to Regional Commercial (RC) to allow for additional retail uses.

<u>Existing Zoning District</u> – *Article 10.1100.1* of the Zoning Ordinance states the purpose of the RE district as follows:

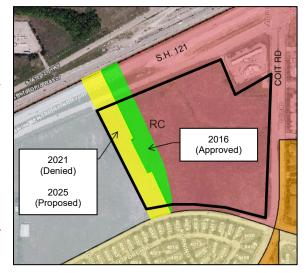
 Regional Employment (RE): The RE district is a cultural district intended to provide for office and limited manufacturing uses in high visibility locations which are of regional cultural importance to the community due to its significance for generating economic investment that are consistent with the regional status of certain tollways and expressways serving Plano and surrounding communities. Some retail uses are also appropriate when developed in conjunction with the primary uses. The district's standards are designed to ensure compatibility between the various uses within a corridor and surrounding residential neighborhoods.

<u>Proposed Zoning District</u> – *Article 10.1200.1* of the Zoning Ordinance states the purpose of the RC district as follows:

Regional Commercial (RC): The RC district is a cultural district intended for use in conjunction
with the RE district in high visibility locations which are of regional cultural importance to the
community due its significance for generating economic investment. It provides for retail and
services uses at appropriate nodes within the corridor of specified tollways and expressways
serving Plano and surrounding communities, in addition to office and limited manufacturing uses.
The district's standards are designed to ensure compatibility between various uses within a
corridor and surrounding residential neighborhoods.

## **Site History**

- In 2000, approximately 550 acres along the State Highway 121 (SH 121) corridor were rezoned to a combination of RE and RC zoning districts to create a uniform set of standards along the SH 121 corridor east of Preston Road. RC nodes were located at major intersections with RE located in between, including an RC node at the intersection with Coit Road. The subject property and most of the SH 121 corridor were largely undeveloped at the time.
- In 2016, plans for the UCD Plano Coit shopping center were submitted for the southwest corner of State Highway 121 and Coit Road. When purchased for development in 2016, the property was part of a



larger tract under single ownership with the current property immediately to the west. As part of this purchase and development, Zoning Case 2016-009 requested rezoning of a 2.4 acre portion of the property (shown in green on the map to the right) from RE to RC, which allowed lot lines to match the zoning boundaries on the concept plan for the new shopping center. The 4.5 acre, RE-zoned portion of the shopping center (shown in yellow) was proposed with a bank and

service uses consistent with the RE zoning. This zoning change was supported to create a rational zoning boundary, avoiding a curved zoning boundary across the shopping center.

- In 2021, the applicant requested to rezone 4.5 acres of the development (shown in yellow) from RE to RC to allow more retail use on the property. The Planning & Zoning Commission (Commission) denied the request, citing the city's excess of retail zoning. The case was not appealed to City Council.
- In 2025, the subject property includes two lots. A site plan for the multi-tenant personal service shop building was approved on the 1.9 acre southern lot along Ridgeview Drive. The northern 1.5 acre lot along State Highway 121 remains undeveloped.

# **Surrounding Land Use and Zoning**

The property is currently undeveloped.

North	The properties to the north across State Highway 121 are located within the City of Frisco and are developed as a hospital, restaurant, and electrical substation.
East	The properties to the east are zoned Regional Commercial (RC) and are developed as a convenience store with fuel pumps, superstore, restaurants, and shopping center uses. Site plans for a car wash and additional restaurants with drive-throughs have been approved.
South	The properties to the south are zoned Single-Family Residence-6 (SF-6) and developed with single-family residence uses.
West	The property to the west is zoned Regional Employment (RE) and is used for agriculture.



### STAFF PRELIMINARY REPORT – CONFORMANCE TO THE COMPREHENSIVE PLAN

<u>Guiding Principles</u> – 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.

**Core Policies**: The following policies serve as the fundamental basis for staff recommendations for zoning cases.

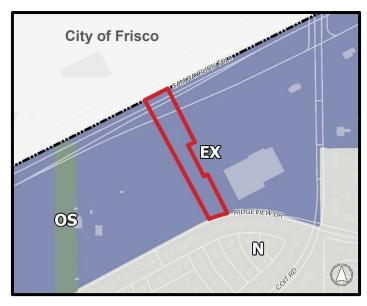
- <u>Land Use</u>: Plano will support a system of organized land use to provide housing and employment choices aligned with the market, where new and redevelopment areas respect the viability and quality of life for existing neighborhoods, businesses, and institutions.
- Redevelopment & Growth Management: 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.

### **Future Land Use Map Category & Dashboard**

<u>Future Land Use</u> – The subject property is located within the <u>Expressway Corridors (EX)</u> category of the Future Land Use Map (FLUM).

**Description:** The EX category applies to development along major expressways serving regional and interstate commerce. Development in these corridors is expected to include a mix of retail, service, office, restaurant, medical, hotel, and technology-based uses. Uses should be serviced by parking structures to reduce surface parking and encourage efficient use of land.

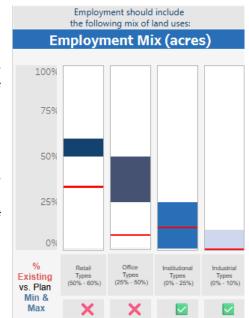
The request is consistent with the description of the EX category as a mix of uses that includes retail uses is supported within these areas.



Additionally, the priorities of the EX category are not applicable to this request.

FLUM – EX Description and Priorities			
Description	Meets		
Priorities	#1: Redevelopment of US 75 Corridor	N/A	
#2: Protecting sensitive land uses in Environmental Health Areas		N/A	
	#3: Limiting residential uses to redevelopment of underperforming	N/A	
	commercial areas		

Mix of Uses – The service uses on the most recent approved plans for this area were classified as retail types, not office types, consistent with the implementation practice of the Land Use and Housing Inventory. This results in no change to the mix of uses for this request. Regardless, both the office and retail types of employment uses are well below the target mix, though this is in part attributable to the large amount of undeveloped land in the corridor. Within the Expressway Corridors on 121 Future Land Use area, a significant portion of the Employment Mix is classified as Undeveloped-Employment (47%). This reflects latent capacity for future employment development based on existing employment-based zoning but is not intended to support the expansion of additional retail-oriented zoning, in accordance with the city's retail policies and studies.



<u>Desirable Character Defining Elements in EX Designation</u> – The request is generally in alignment with the recommendations of the EX Character Defining Elements Dashboard. A concept plan was

not submitted; therefore, the request was analyzed based on the standards of the Regional Commercial (RC) zoning district.

FLUM – EX Desirable Character Defining Elements					
Elements	Recommended	Applicant Proposal	Alignment		
Building Height	1 to 20 Stories	Maximum 20 stories	Meets		
Density	<b>SF</b> : 10 to 40 DUA	N/A	N/A		
	<b>MF</b> : 20 to 75 DUA				
Intensity	Moderate to High	Maximum 50% to 70% lot	Meets		
	(50 to 100% Lot Coverage)	coverage			
Open Space	10% to 20% Passive Open	N/A	N/A		
	Space				
Parking Orientation	Structured parking	TBD	TBD		
	preferable to surface lots				
Block Pattern &	Wide Blocks	Wide Blocks	Meets		
Streetscape	Corporate Commercial				
	Streets				
Multimodal Access:	HIGH: Direct access from	Direct access from the Sam	Meets		
Automobiles	frontage roads/major	Rayburn Tollway frontage			
	streets	road and a minor street			
Multimodal Access:	<b>LOW:</b> Served by bus at	Served by DART Far North	Meets		
Transit	major intersections	Plano GoLink			
Multimodal Access:	MEDIUM: Connected to	Connected to Bike Route	Meets		
Micromobility	trails and bike routes	#90 along Ridgeview Drive			
		and 0.25 miles from Preston			
		Ridge Trail			
Multimodal Access:	LOW: Mostly served by	Mostly served by perimeter	Meets		
Pedestrians	perimeter sidewalks	sidewalks; however, there is			
		a proposed Shared Use Path			
		along Ridgeview Drive.			

### Other Comprehensive Plan Maps

The request is in conformance with and would not require improvements applicable to the Thoroughfare Plan Map, Bicycle Transportation Plan Map, or Parks Master Plan Map.

### **Additional Comprehensive Plan Policies**

The following policies are applicable on a case-by-case basis depending upon the type, location, and general nature of the request.

Redevelopment of Regional Transportation Corridors (RTC) Policy – 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.

The request to rezone the subject property to allow additional retail uses limits the types of uses along a prime intersection of the State Highway 121 corridor and is not supported by the recommendations of the city's retail studies which aim to revitalize excess underperforming retail throughout the city. Thus, the request is not in alignment with this policy.

Revitalization of Retail Shopping Center (RRSC) Policy – 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.

The request to rezone the subject property to allow additional retail uses would expand retail zoning in the city, while the intent of the RRSC Policy is to reinvest, revitalize, and redevelop underperforming retail corners. Thus, the request is not in alignment with this policy.

<u>Land Use Policy, Action 4 (LU4)</u> – Create regulations that incentivize the redevelopment and revitalization of underperforming retail and multifamily development.

The request to rezone the subject property to allow additional retail uses would expand retail zoning in the city. This conflicts with the intent of LU4, which is to incentivize the redevelopment and revitalization of underperforming retail developments. Thus, the request is not in alignment with this policy.

Retail Study of Underperforming and Vacant Retail Areas and the City of Plano Shopping Center Review

The city has two studies pertaining to this request, the Retail Study of Underperforming and Vacant Retail Areas and the City of Plano Shopping Center Review, which identify Plano as having an overabundance of retail zoning resulting in commercial decline. The recommendations of these studies include limiting the extension of retail-zoned land and discouraging the development of new retail centers along major intersections in Plano. The request is inconsistent with these studies.

### Findings Policy Assessment

Findings are not required to approve this request.

**Adequacy of Public Facilities –** The following have been reviewed in support of the <u>Facilities & Infrastructure Policy.</u>

<u>Water and Sewer</u> – The site has existing water and sanitary sewer service and is anticipated to adequately service the site and the proposed use.

<u>Traffic</u> – A TIA is not required for this rezoning request. The city or petitioner may be responsible for making proportional improvements on or off-site, consistent with the city's Street Design Standards.

<u>Public Safety Response Time</u> – Based upon existing personnel, equipment, and facilities, fire emergency response times will be sufficient to serve the site.

## **Conformance to the Comprehensive Plan Summary**

Policy or Study	Analysis	
Future Land Use Map and Dashboards:		
Description & Priorities	Meets	
Mix of Uses	Meets	
Character Defining Elements	Meets	
Thoroughfare Plan Map	Not Applicable	
Bicycle Transportation Plan Map	Not Applicable	
Parks Master Plan Map	Not Applicable	
Redevelopment of Regional Transportation Corridors Policy	Does Not Meet	
Revitalization of Retail Shopping Centers Policy	Does Not Meet	
Land Use Policy, Action 4 (LU4)	Does Not Meet	
Retail Study of Underperforming & Vacant Retail Areas	Does Not Meet	
City of Plano Shopping Center Review	Does Not Meet	
Facilities & Infrastructure Policy	Meets	

#### STAFF PRELIMINARY REPORT – ANALYSIS & RECOMMENDATION

Regional Employment (RE) and Regional Commercial (RC) – The RE and RC districts are identical in area, yard, and bulk requirements, as well as other development standards. However, the requested RC district allows for retail and restaurant uses by right, whereas the existing RE district places square footage limitations on retail and restaurant uses in order to provide a focus on employment uses. Although the rezoning request could be seen as a minor adjustment of zoning district boundary lines, there is already significant land available at this intersection and within the State Highway 121 corridor for retail uses.

Additional Pad Site – The existing RE zoning on the two, westernmost lots allow for development per the approved site plan (see attached) showing service uses, such as bank and personal service shop. As the personal service shop building is currently under construction, this zoning case is practically focused on the use of the 1.5 acre pad site along State Highway 121, which was proposed to be developed as a bank use in concept plans approved in 2016 and 2022. If the property is rezoned from RE to RC, then the undeveloped lot will likely be developed as a restaurant with a drive-through as opposed to a bank use, similarly to the four lots just east of the subject property. Per the Retail Design Guidelines, pad sites are generally defined as free-standing structures of less than 5000 square feet of floor area and should be limited to one per 5 acres of land area. If the rezoning is approved, the excess of pad sites in this retail corner will be increased.

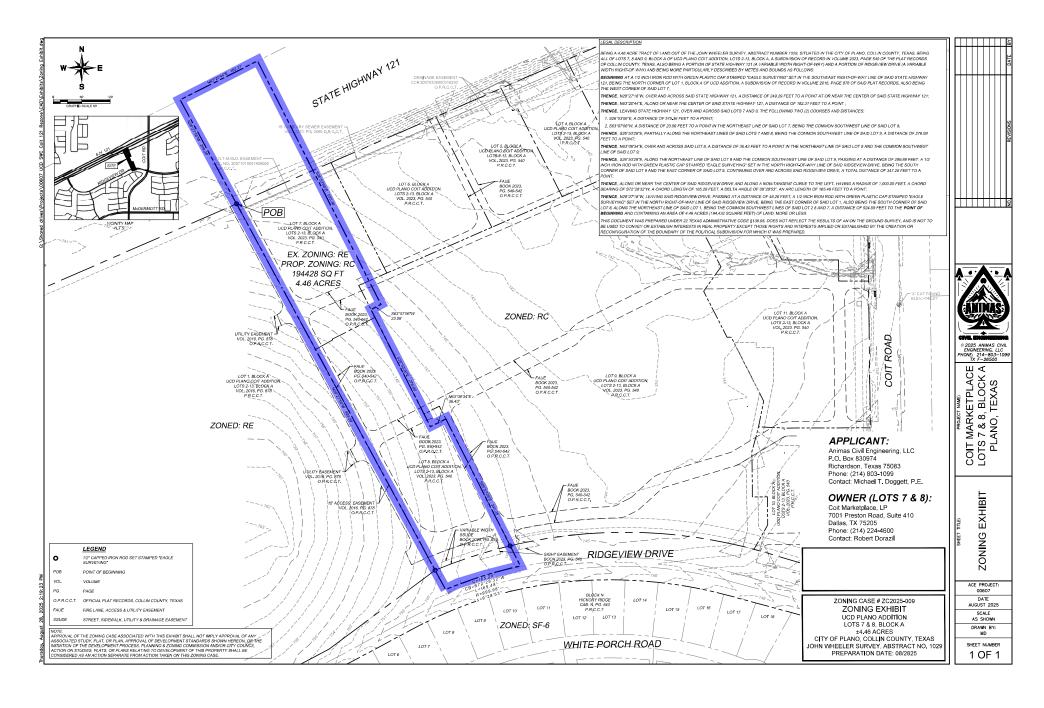
Zoning for Retail Uses – The corner allows for a 22.5 acre shopping center under the existing RC zoning district. RC zoning allows similar uses to the Retail zoning district but contains standards unique for developing property "within the corridor of specified tollways and expressways." Since at least 2003, City Council has adopted policies and studies to mitigate the excess retail zoning in the city, including funding retail revitalization programs and changing existing retail property rights to allow less intensive uses. Due to the overbuilding and over zoning of retail in Plano, the conversion of this property from the RE to the RC district directly contrasts with the city's priorities for land use and zoning. Overall, it is not necessary or prudent to rezone property within this area to allow for the development of additional retail uses.

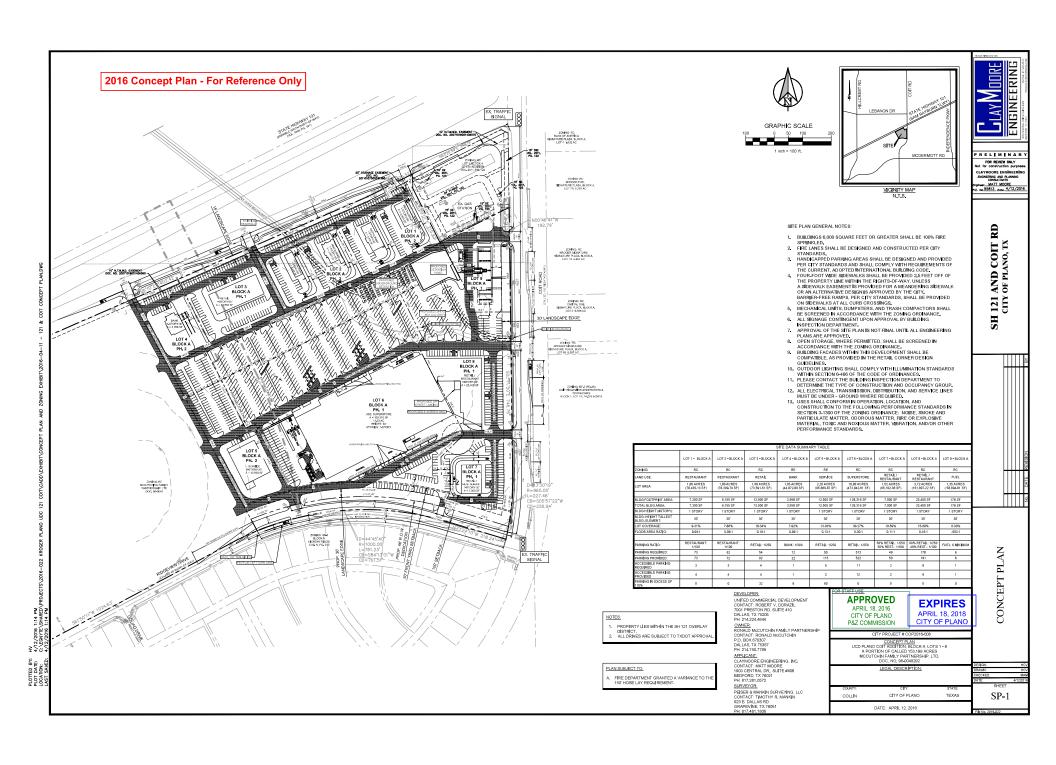
#### SUMMARY:

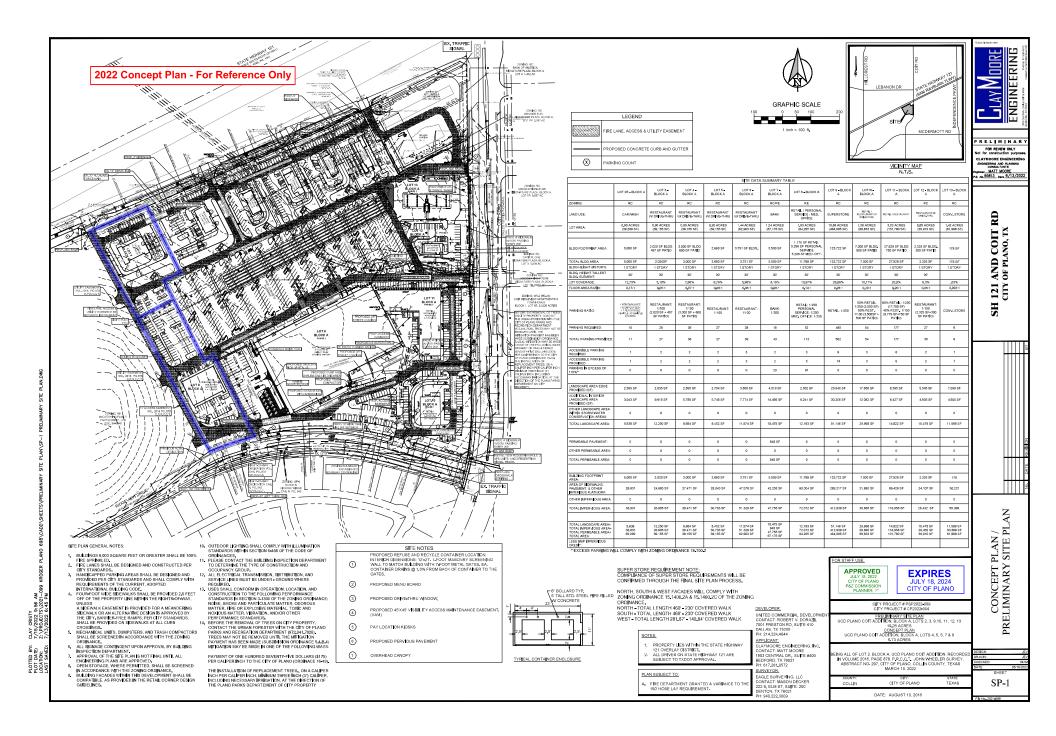
The applicant is requesting to rezone from RE to RC to allow for additional retail uses for the existing commercial development. The area has adequate retail development, and the request is not in conformance with the recommendations and policies of the Comprehensive Plan. For these reasons, staff is not in support of the request.

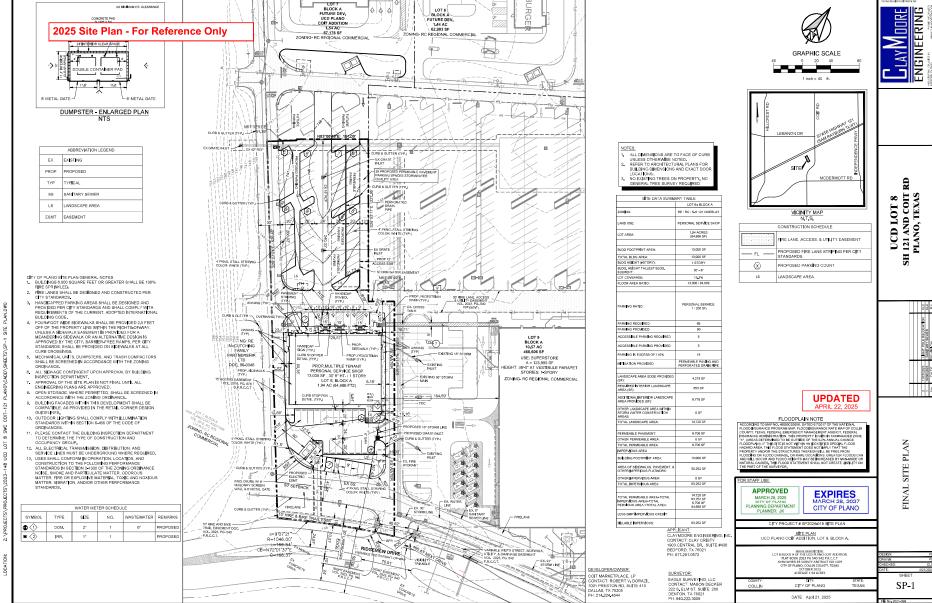
### **RECOMMENDATION:**

Recommended for denial.









LOT 6

24 MINIMUM HT, CLEARANCE