

CITY OF PLANO  
PLANNING & ZONING COMMISSION

October 1, 2018

**Agenda Item No. 3A**

**Public Hearing:** Zoning Case 2018-002

**Applicants:** Granite Properties

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**DESCRIPTION:**

Request to rezone 93.5 acres located at the southeast corner of State Highway 121 and the Dallas North Tollway **from** Central Business-1 **to** Planned Development-Central Business-1 in order to modify development standards. Zoned Central Business-1 and located within the State Highway 121 and Dallas North Tollway Overlay Districts with Specific Use Permits #647 and #648 for Vehicle Leasing and Renting. Tabled August 20, 2018, and September 4, 2018. Project #ZC2018-002.

**REMARKS:**

The applicant is requesting to rezone the subject property to create a Planned Development district to prohibit uses and modify development standards. The existing zoning is Central Business-1 (CB-1). The CB-1 district is intended for use in conjunction with the CE district to permit a highly concentrated business center similar to traditional downtown areas of major cities. A Planned Development (PD) district provides the ability to amend use, height, setback, and other development standards at the time of zoning to promote innovative design and better development controls appropriate to both off- and onsite conditions.

The subject property is a master-planned development with office, hotel, retail, restaurant, and vehicle leasing and renting uses. The applicant is intending to create a pedestrian-friendly environment through traffic calming, sidewalk, and access improvements, and the introduction of pedestrian-scaled signage. While the traffic calming improvements will be considered for approval administratively by the Engineering Department, other use and development modifications require zoning amendments as proposed by this zoning request. A concept plan accompanies this request as agenda item 3B.

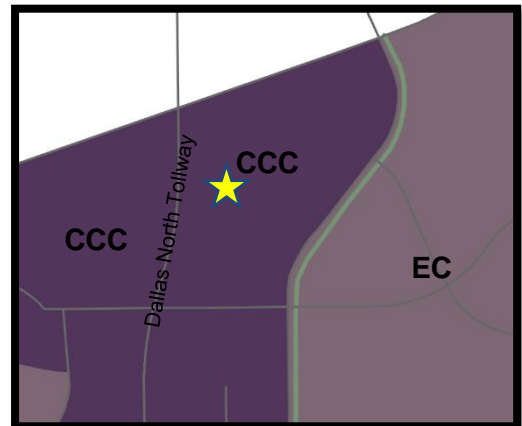
## Surrounding Land Use and Zoning

North	Across State Highway 121, properties are within the City of Frisco and developed with a Superstore and retail uses.
East	Across Granite Parkway are professional/general administrative office and hotel uses, and vacant property zoned Commercial Employment (CE). Across Parkwood Boulevard is an existing data center, general office, retail, and restaurant developments zoned Commercial Employment (CE).
South	Across Baltic Boulevard are single-family residence attached homes and a proposed professional/general administrative office development zoned Planned Development-65-Central Business-1 (PD-65-CB-1).
West	Across the Dallas North Tollway is vacant land, multifamily residence, and professional/general administrative office uses zoned Planned Development-64-Central Business-1 (PD-64-CB-1).

## Conformance to the Comprehensive Plan

**Future Land Use Map** - The Future Land Use Map of the city's Comprehensive Plan designates the subject property as Compact Complete Center (CCC).

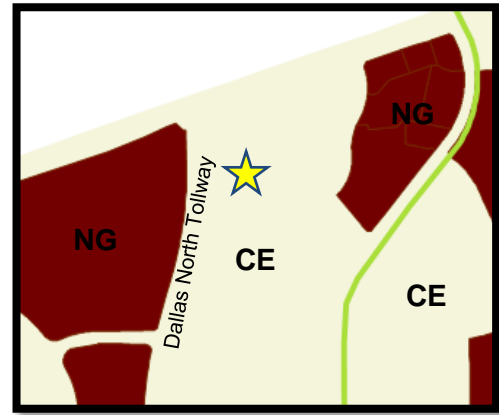
*The Compact Complete Centers future land use category applies to areas that may see new growth or experience significant redevelopment. Compact Complete Centers should include mid-rise buildings with office, retail, service, entertainment, and residential uses, which are based on the concepts of mixed-use, community design, and where possible, transit-oriented design. Uses should be integrated within the development and should create self-contained neighborhoods that are navigable by walking or using bicycles. Uses should also be serviced by parking structures to reduce surface parking and encourage efficient use of land. Useable open space will be included within the centers to create active and interesting public spaces.*



The applicant is proposing to prohibit certain uses which they believe are incompatible with their development. The uses that would remain allow for development in conformance with the CCC designation. This request is in conformance with the Future Land Use Map.

**Growth and Change Map** - The Growth and Change Map designates the subject property as Conserve and Enhance (CE).

*The CE areas are expected to retain the current form of development, but will experience some minor infill and ongoing rehabilitation consistent with the present form and character.*



The purpose of the Growth and Change Map is to describe the level of change that is expected to occur on sites around the city and provide general direction for new development and redevelopment projects. The proposed planned development district will retain the current form of development. This request is in conformance with the Growth and Change Map.

**ISSUES:**

Parking

Article 16 (Parking and Loading) of the Zoning Ordinance provides requirements for parking based upon the use of a property. The subject property includes a mix of uses with over 4,000,000 square feet of building area mostly occupied by professional/general administrative uses, with complimentary hotel, retail, restaurant, and vehicle leasing and renting uses. The Zoning Ordinance requires the following parking be provided:

<b>General Office</b>	1 space per 300 square feet of floor area
<b>Hotel</b>	1.25 space per room where meeting space is provided
<b>Retail</b>	1 space per 200 square feet
<b>Restaurant</b>	1 space per 100 square feet
<b>Vehicle Leasing and Renting</b>	1 space per employee plus 1 space per stored vehicle

Generally, parking is required to be provided onsite, but it may be provided offsite as permitted by the Zoning Ordinance. The subject property meets the ordinance requirements for parking through large parking structures and minimal surface parking.

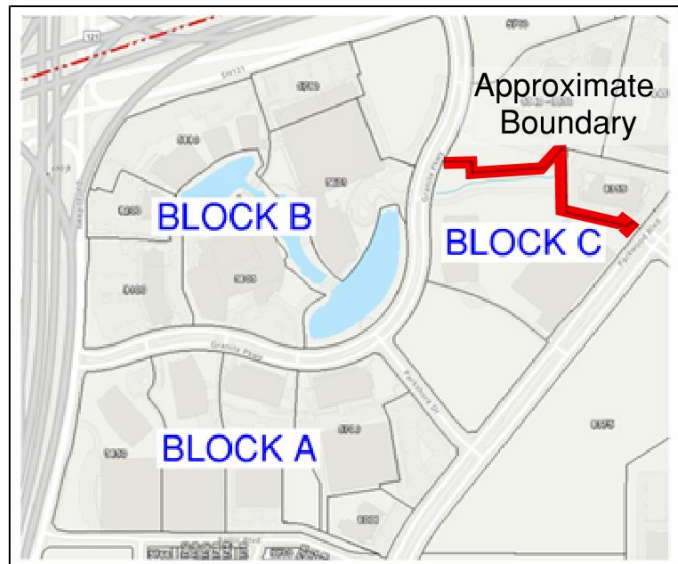
The applicant has examined the parking needs of their development and determined that portions of the subject property have an excess of parking. Although the ordinance requirement is 3.33 per 1,000 (1 per 300) for office uses, the applicant has constructed garages which contain extra parking spaces. The attached Exhibits A and B are the applicant’s summaries of information about the development and the current parking situation.

Exhibit B states that “at Granite Park in Plano, where we offer a range of 3.25 - 4:1,000 only 1.9:1,000 is being utilized; 2,347 spots, more than 45% will be vacant on the average peak day.” For this reason, the applicant is proposing to modify the parking requirement to allow all nonresidential uses (except for hotels) to provide one parking space per 355

gross square feet of floor area. Hotels are proposed to remain at 1.25 parking spaces per room because basing the calculation on square footage would increase the amount of required parking substantially for this use.

Additionally, the applicant is requesting to meet this requirement on a block-by-block basis, so that each property’s parking requirements are totaled within that block. The proposed blocks are shown in the adjacent graphic and described as follows:

- Block A - Northeast corner of Baltic Boulevard and the Dallas North Tollway, south of Granite Parkway and west of Parkshore Drive;
- Block B - Southeast corner of the Dallas North Tollway and State Highway 121, north and west of Granite Parkway; and
- Block C - Northwest corner of Parkshore Drive and Parkwood Boulevard, east of Granite Parkway, 1,255 feet south of State Highway 121.



The applicant has provided detailed information within the companion concept plan that shows the proposed changes. These numbers are summarized in the table below:

	Uses	Current Parking Required	Existing Parking Provided	Difference between Current and Existing	Proposed Parking Required	Future Parking Provided	Difference between Proposed and Future
<b>Block A</b>	General Office/Retail	4,846	4,948	102	4,096	4,798	702
<b>Block B</b>	General Office/Retail/Restaurant/Other	5,627	5,461	-166*	4,459	5,495	1,036
<b>Block C</b>	General Office	2,790	3,212	422	2,357	3,212	855
<b>TOTAL</b>		<b>13,621</b>	<b>13,263</b>	<b>358</b>	<b>10,912</b>	<b>13,505</b>	<b>2,593</b>

\*Parking reduction agreement approved in 2016.

**Block A:** This block currently has 102 excess parking spaces. The proposed parking standards and future development layout would reduce the parking requirement by 750 spaces (Current Parking Required minus Proposed Parking Required).

**Block B:** This block currently has a parking deficiency of 166 spaces because it was granted a parking reduction in 2016. The proposed parking standards and future development layout would reduce the parking requirement by 1,168 spaces.

**Block C:** This block also currently has excess parking in the amount of 422 spaces. The proposed parking standards and future development layout would reduce the parking requirement by 433 spaces.

After reviewing the applicant’s request, staff believes that there is sufficient parking to accommodate existing and future demands through shared parking at the proposed reduced rate and block allowances. Creating a shared parking situation within a master-planned development is consistent with CCC designated properties, as well as, the current and proposed dense, urban building form.

The request will allow for shared parking among uses and lots within each platted block, ensuring that parking provided is located no greater than 800 linear feet from an associated use. Creating this parking allowance provides flexibility for the applicant to provide parking to meet the needs of their tenants without having to construct portions of parking structures, which are significantly underutilized. Staff is in support of the applicant’s proposed parking standards.

Signage

The applicant is proposing signage changes, which align with the desired high density, pedestrian-oriented development form. The proposed standards include various modifications to height, effective area, and setback requirements for existing sign types, and include two additional sign types.

A summary of the proposed freestanding sign changes are highlighted in the table below:

	Existing	Proposed	Difference
<b>General Business Signs</b>			
Max. Height	12 feet	12 feet	-
Max. Size	90 square feet	100 feet	10 feet greater
Front setback	8 feet	10 feet	2 feet greater
Setback from adjacent property lines	30 feet	30 feet	-
Distance between signs	60 feet	60 feet	-
<b>Freestanding Identification Signs</b>			
Max. Height	12 feet	12 feet	-
Max. Size	125 square feet	150 feet	25 feet greater
Front setback	8 feet	10 feet	2 feet greater
Setback from adjacent property lines	30 feet	10 feet	20 feet less
Distance between signs	60 feet	30 feet	30 feet less
<b>Multipurpose Signs</b>			
Max. Height	15 feet	15 feet	-
Max. Size	225 square feet	225 square feet	-
Front setback	30 feet	10 feet	20 feet less
Setback from adjacent property lines	30 feet	20 feet	10 feet less
Distance between signs	60 feet	30 feet	30 feet less

A summary of other sign changes is provided below:

**Directional Signs:** The request would allow the names of destinations to be displayed.

**Directory Map:** This is a new pedestrian-oriented sign type, which is requested in the planned development district.

**Electronic Changeable Wall Sign:** Currently, five of these sign types are allowed, and two are operational, within other mixed-use developments along the Dallas North Tollway. Within PD-65-CB-1, the property owners are permitted two 300 square foot signs and two 500 square foot signs. One 500 square foot sign exists today within the development at the northwest corner of the Dallas North Tollway and Legacy Drive. Within PD-185-RC, the property owner is permitted one 150 square foot sign, which exists today within the development located northeast of the Dallas North Tollway and Parker Road. The applicant is requesting to permit one sign on State Highway 121 and one sign on the Dallas North Tollway with a maximum size of 300 square feet for each sign.

**Kiosks:** This is another pedestrian-oriented sign type, which would be added to the planned development district.

**Unified-lot Signs:** Currently, a unified-lot sign agreement allows shared signage only on contiguous lots. The proposed change would allow non-contiguous lots to enter into a unified-lot sign agreement due to right-of-way separations within the Granite Park Development.

**Wall Signs:** The request limits the number of wall signs to three per elevation, and allows signs to have a maximum size of 250 square feet.

The proposed sign changes are intended to allow additional flexibility to create functional signage for the following purposes:

1. Create consistency within the Granite Park development due to its location partially outside overlay districts which control signage and partially within two different overlay districts;
2. Allow pedestrian-oriented signage; and
3. Provide additional signage opportunities consistent with similar development types.

The request is consistent with the form and character of the current and future development as proposed by the applicant in the companion concept plan. Staff is in support of the proposed signage standards.

### Prohibited Uses

The existing CB-1 zoning district allows for a variety of nonresidential uses. The applicant has identified several land uses, which they believe to be incompatible with the development including vehicle sales, vehicle repair, service yards, treatment plants, and warehousing uses. Prohibiting these uses may be an appropriate restriction and may

contribute to the long-term viability of the development. Staff is in support of prohibiting these uses.

### Pedestrian-Oriented Streets

The applicant is proposing a restriction, which will require trees to be placed along street frontages. The applicant is also working with the Engineering Department to install physical improvements to streets and sidewalks to improve pedestrian connectivity. These improvements are important components of pedestrian-oriented development, and when combined with the proposed parking, signage, and use restrictions of this request, support the applicant's intended form and character of the Granite Park development. Staff is in support of this standard.

### **SUMMARY:**

This is a request to rezone the subject property from Central Business-1 to Planned Development-Central Business-1 to prohibit certain uses, and modify standards for parking, signage, and street trees. The requested zoning is in conformance with the recommendations of the Comprehensive Plan and will allow for appropriate parking and signage modifications within the context of a dense, pedestrian-oriented, master-planned development. For these reasons, staff is in support of the proposed rezoning.

### **RECOMMENDATION:**

Recommended for approval as follows:

Restrictions:

The permitted standards must be in accordance with the Central Business-1 (CB-1) zoning district, unless otherwise specified herein.

1. Street trees must be provided at a rate of one 4-inch caliper tree per 35 feet of street frontage. Exact spacing and location of street trees must be determined at the time of site plan approval.
2. The following uses are prohibited:
  - a. Cemetery/Mausoleum
  - b. Mini-warehouse/Public Storage
  - c. Motorcycle Sales/Service
  - d. Mortuary/Funeral Parlor
  - e. Railroad Freight Depot or Dock
  - f. Service Yard

- g. Sewage Treatment Plant
- h. Vehicle Dealer (New)
- i. Vehicle Dealer (Used)
- j. Vehicle Parts Sales (Inside)
- k. Vehicle Repair (Major)
- l. Vehicle Storage
- m. Water Treatment Plant
- n. Warehouse/Distribution Center

3. Parking Regulations:

- a. Except for hotel/motel uses, off-street parking for all nonresidential uses must be provided at a minimum of 1 space for each 355 square feet. Off-street parking for hotel/motel uses must be provided at a rate of 1.25 spaces for each room, unit, or guest accommodation.
- b. Required off-street parking for any lot must be provided within the same block as the lot. The blocks are defined as follows:
  - i. Block A - Northeast corner of Baltic Blvd. and the Dallas North Tollway, south of Granite Pkwy. and west of Parkshore Dr.
  - ii. Block B - Southeast corner of the Dallas North Tollway and S.H. 121, north and west of Granite Parkway.
  - iii. Block C - Northwest corner of Parkshore Drive and Parkwood Boulevard, east of Granite Parkway, 1,255 feet south of S.H. 121.

4. Signage Regulations - In addition to signs permitted by Article 22 (Signs) of the Zoning Ordinance, the following additional signs and/or revised sign definitions and standards are permissible. Except as modified below, General Business, Freestanding Identification, and Multipurpose Signs must meet the requirements of the S.H. 121 Overlay District Sign Requirements.

- a. Directional Signs - Must not contain advertising and must be specifically directional in nature but may contain the names of destinations within the planned development district.



b. Directory Map

- i. A directory map is defined as a noncommercial map used to provide wayfinding information for pedestrians within the planned development district.
- ii. Directory maps may be freestanding, mounted to walls, mounted to vertical supports, incorporated into kiosks or anchored within the public right-of-way.

c. Electronic Changeable Wall Signs

- i. An electronic changeable wall sign is a type of multipurpose wall Sign that displays static images that change message or copy by programmable electronic processes. Electronic changeable wall signs may be mounted on the wall of a building or parking garage.
- ii. Electronic changeable wall signs must not exceed 300 square feet in size.
- iii. Electronic changeable wall signs are exempt from Sections 22.300.1.B and 22.300.2.F.
- iv. A maximum of 2 electronic wall signs are permitted. The signs are limited to 1 per street frontage and must be placed along the Dallas North Tollway or S.H. 121.
- v. Electronic changeable wall signs may only be used to advertise tenants, owners, uses, and any other product or services within the planned development district.

d. Freestanding Identification Signs

- i. Freestanding identification signs along the Dallas North Tollway, S.H. 121, Granite Pkwy., and Parkshore Dr. must be monument signs only, must not exceed 150 square feet in area, and must not exceed 12 feet in height.
- ii. Freestanding identification signs must be placed a minimum of 10 feet from the front property line, 10 feet from adjoining private property lines, and must maintain a minimum distance of 30 feet between signs.

e. General Business Signs

- i. General business signs along the Dallas North Tollway, S.H. 121, Granite Pkwy., and Parkshore Dr. must be monument signs only, and must not exceed 100 square feet in area and 12 feet in height.

- ii. General business signs must be placed a minimum of 10 feet from the front property line, 30 feet from adjoining private property lines, and must maintain a minimum distance of 60 feet between signs.

f. Kiosks

- i. Freestanding kiosk structures are allowed on individual lots. Kiosks are limited to a maximum of 10 feet in height. Visibility requirements must be met for drives and streets.
- ii. Kiosks may display directory maps, artwork, or messages that pertain to the planned development district or special events, and may display commercial advertising signs.
- iii. Signage on kiosks must not exceed 60 square feet in area. For multiple-sided kiosks, the gross surface area of each side must not exceed 2 times the allowable square footage divided by the number of sign faces.
- iv. A maximum of 8 freestanding kiosks may be installed in the planned development district, with a maximum of 4 installed per block.

g. Multipurpose Signs

- i. Multipurpose signs must be monument signs only, must not exceed 225 square feet in area, and must not exceed 15 feet in height.
- ii. Multipurpose signs must be placed a minimum of 10 feet from the front property line, 10 feet from adjoining private property lines, and must maintain a minimum distance of 30 feet between signs.
- iii. Multipurpose signs are exempt from Section 22.300.2.F.

h. Unified-lot Signs - For purposes of this planned development district, all lots will be considered contiguous, including lots separated by rights-of-way owned by the city in fee.

i. Wall Signs - Must be in accordance with Section 22.300.1.B, with the following exceptions:

- i. Multistory office wall signs must be limited to three signs per elevation. This provision does not apply to the ground and second floors; and
- ii. The ground and second floors in a multistory office building must have signage regulated by Section 22.300.1.C.ii.