

CITY OF PLANO
PLANNING & ZONING COMMISSION

July 20, 2020

Agenda Item No. 3

Public Hearing: Zoning Case 2020-011

Applicant: Crow-Billingsley Ltd. No. 10, Texas Limited Partnership

DESCRIPTION:

Request to amend Urban Mixed-Use-2 on 86.2 acres located on the west side of Coit Road, 970 feet north of Mapleshade Lane to modify development standards and the locations of nonresidential and flex space/live-work uses. Zoned Urban Mixed-Use-2 and located within the 190 Tollway/Plano Parkway Overlay District. Project #ZC2020-011.

REMARKS:

The requested zoning is to amend Urban Mixed-Use-2 (UMU-2). The original district was adopted in 2014 and the subject property is currently undeveloped. The applicant is beginning the first phase of development and is requesting several changes. The UMU district is intended to provide a planning, regulatory, and management framework for the design, development, and operation of urban mixed-use centers which promote social interaction, community identity, and efficient use of land and resources. The UMU district should also support and encourage a variety of transportation options, including transit, bicycles, and walking. The zoning district is applicable primarily to large undeveloped properties where higher density residential and commercial uses are appropriate.

Surrounding Land Use and Zoning

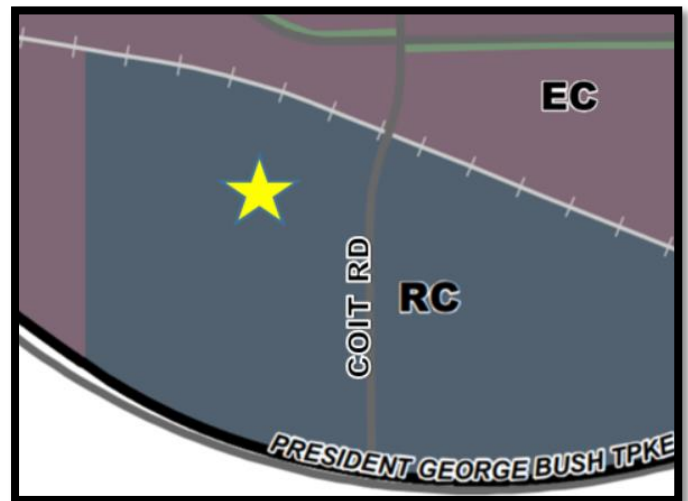
North	Existing retail, light vehicle repair, and industrial uses zoned Light Industrial-1.
East	Existing multifamily residences and independent living facility zoned Planned Development-125-Corridor Commercial.
South	Existing retail superstore, bank, and restaurant uses zoned Corridor Commercial.
West	Existing private school, professional/general administrative office, medical office, and mini-warehouse/public storage.

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 Regional Center (RC).

The Regional Center future land use category applies to large commercial developments within high traffic corridors. Regional Center uses are typically located in low to mid-rise buildings and include retail, service, and office uses that serve a regional population. Regional centers are intended to have a mixture of large shopping centers, restaurants, theaters, offices, and other supporting uses. Residential development is supported in these centers and should be incorporated within mixed-use or transit-oriented developments. Adequate building setbacks must be considered when development is proposed near neighborhoods. Useable open space will be included within the centers to create active and interesting public spaces.

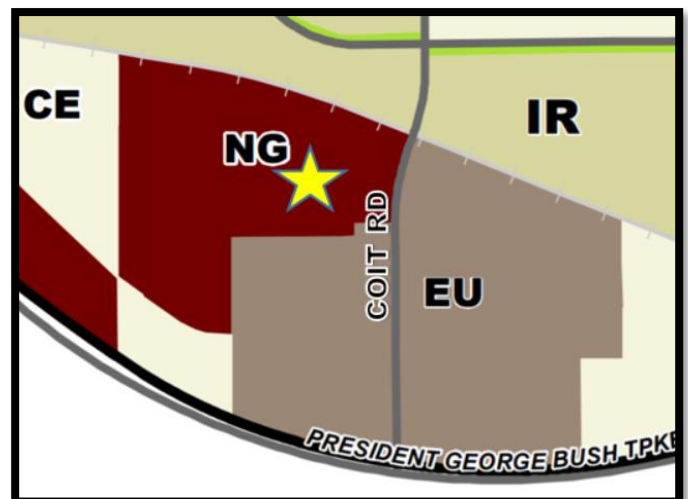
The applicant is proposing to reduce the amount of retail space proposed and replace it with nine additional live/work units. The reduction in retail space is proposed due to the amount of retail space in the general area, and the proposed site design which places retail uses interior to the property, away from higher visibility thoroughfares. The applicant is still maintaining a mix of uses with a focus on residential, office, and ancillary commercial space, as recommended by the RC designation. Additionally, the request includes an increase in open space from 7.25 acres (8.7%) to 7.93 acres (9.2%). This request is in conformance with the RC designation.



Growth and Change Map - The Growth and Change Map designates the subject property as New Growth (NG)

These existing undeveloped areas (>50 acres) are expected to experience new development through master-planned projects.

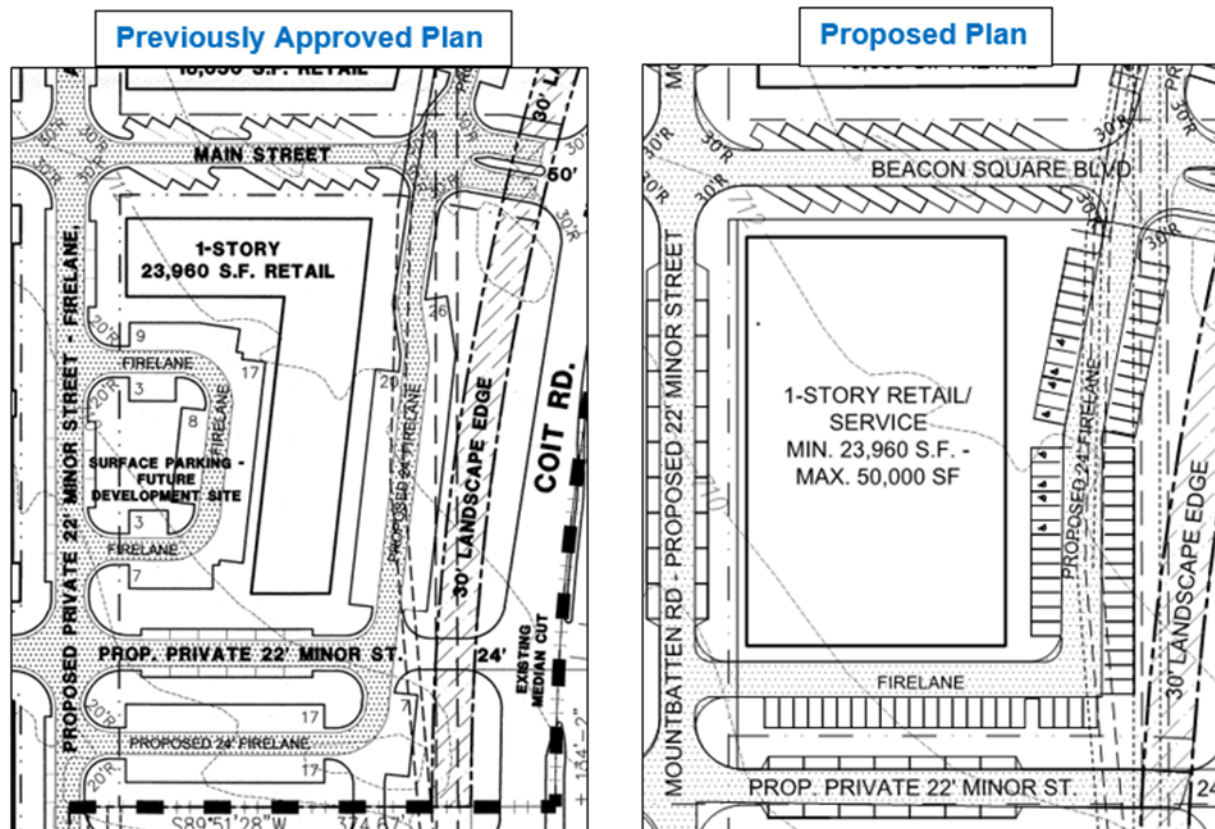
The proposed changes are consistent with the initial master-planned project. The requested amendments are intended to refine standards to accommodate the first phase of development. This request is in conformance with the NG designation.



Requested Changes

Block B

The applicant is requesting to increase the single tenant maximum of 30,000 square feet to 50,000 square feet, and to reduce the 60% window and door requirement to 40%. To make up the 20% reduction, the applicant is intending to utilize living or landscaped walls or public art. The purpose of this request is to accommodate a future health/fitness center development on the subject property. Due to the need for locker rooms, workout rooms, and other private areas, glass storefront is not an appropriate aesthetic for portions of the building. The purpose of the storefront requirement is to ensure building facades engage the public realm. To accommodate a use that needs additional privacy in certain portions the redesign of the block is shown in the image below:



Block D, E, and S

The table below outlines these changes to these blocks:

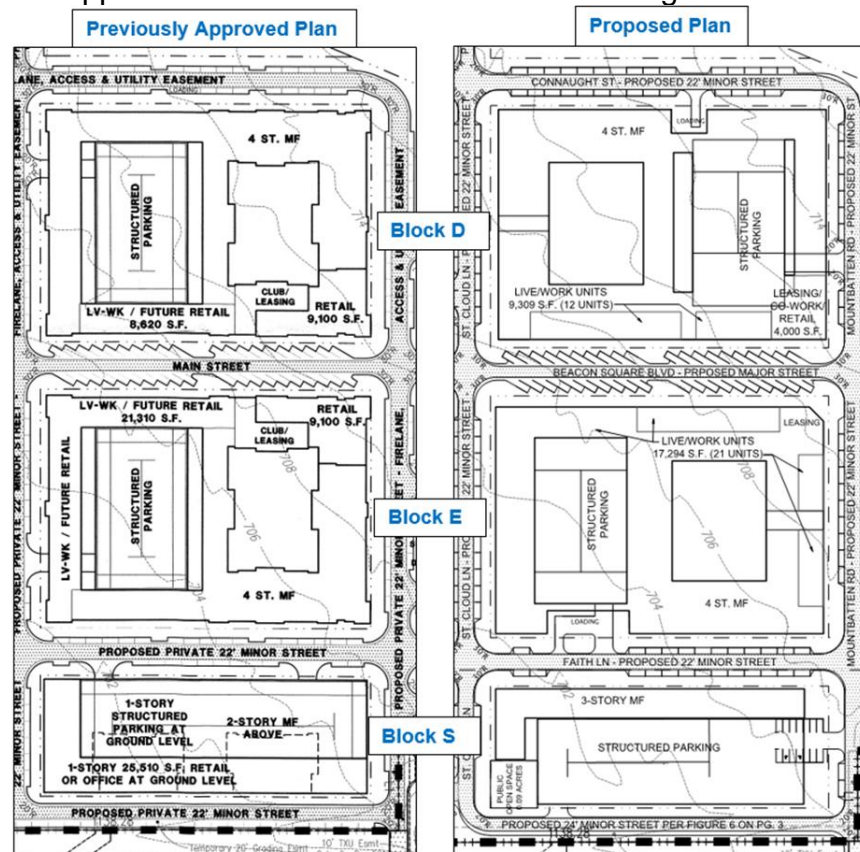
	Previously Approved Plan	Proposed Changes
Block D	Retail: 9,100 square feet Live/work: 8,620 square feet (7 units)	Retail: 4,000 square feet Live/Work: 9,309 square feet (12 units)
Block E	Retail: 9,100 square feet Live/Work: 21,310 square feet (17 units)	Retail: 0 square feet Live/Work: 17,294 square feet (21 units)

Block S	Retail: 25,510 square feet Multifamily: 78 units Standard southern street layout	Retail: 0 square feet Multifamily: 48 units Modified southern street layout
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The general area includes a preponderance of existing retail stores. For this reason, the applicant is proposing to reduce the amount of retail proposed onsite and replace the square footage with live/work units as described in the attached purpose letter.

Live/work units will still provide the option for a commercial component at the street level, but the likelihood of success for interior retail space is questionable in the current market. Rather than require commercial space which may or may not be utilized, the applicant is proposing to apply a higher quality building material standard to facades of buildings along the main street, with an exception for upper floors of office buildings. The standard requires a minimum 80% glass, native stone, clay-fired brick or tile, or combination of materials. This is the same standard required by the Regional Commercial (RC) and Regional Employment (RE) zoning districts.

Additionally, due to the removal of the required commercial component in this area, the subject property will no longer have a main street with active uses as required by the UMU district. Although a main street with active uses and retail spaces is more ideal for creating activity through the main part of a mixed-use district, staff is cautious about requiring retail space to be placed which may remain vacant or be unsuccessful. The applicant's proposal will add first floor residential units and require higher quality building materials to create a unique design aesthetic within the area. Lastly, a modified street layout to accommodate the existing block area is proposed south of Block S. For these reasons, staff is supportive of these amendments and redesigned blocks as shown below:



Blocks, M, N, P and R

The applicant is requesting to increase the single tenant maximum first floor square footage requirement of 30,000 square feet to 50,000 square feet for the proposed office buildings within these blocks. To break up the facades, a paseo with a minimum 25 foot width is proposed at street level and will include a minimum 15 foot clear area for pedestrians. The remaining 10 feet may be utilized for buildings or patios which utilize glass or other materials intended to engage pedestrians. The applicant is also proposing to limit the upper floor square footages to a maximum of 60,000 square feet per floor.

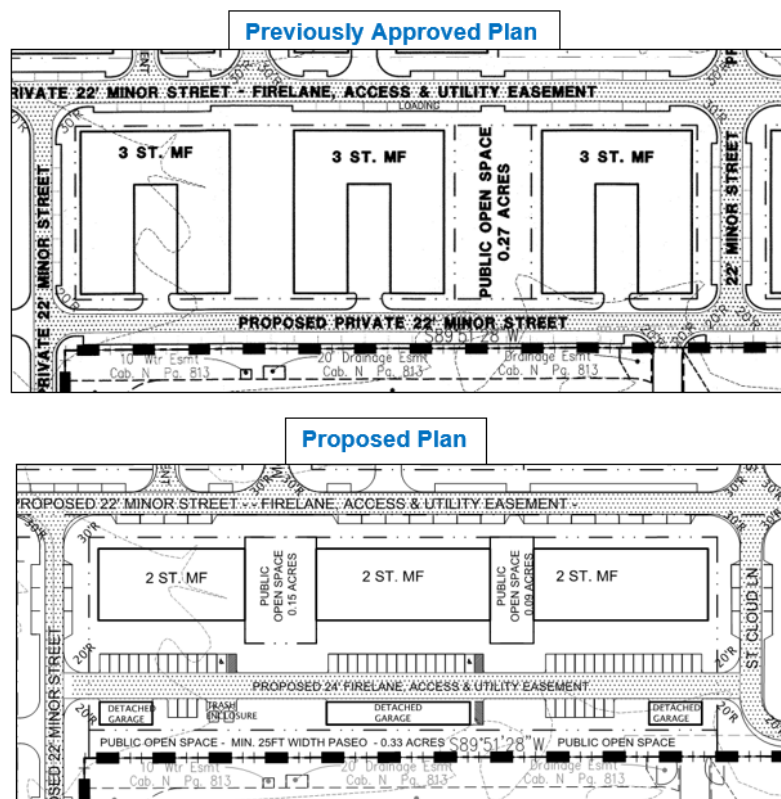
The single-tenant maximum square footage requirement is intended to place limits on long building facades which reduce pedestrian connectivity through the subject property. As proposed, the paseo requirement would allow connectivity to occur at the street level, while allowing flexibility for large office buildings to be constructed. Staff is in support of these amendments due to the pedestrian access inclusion.

Block J

Block J is being updated for flexibility in site design, and to add more open space. As shown in the images on the right, the block has been modified to remove a minor street and reorient the proposed buildings, which results in an increase to the block size from 2.0 acres to 2.8 acres. Additionally, the applicant is proposing to reduce the buildings from three stories to two stories and relocate the reduced multifamily units to other blocks.

Due to the proposed design changes, the applicant is requesting to reduce the floor area ratio (FAR), which is defined as the floor area of a main building or buildings on a lot, divided by the lot area, from 1:1 to 0.6:1. The lot coverage, which is the percentage of the total area of a lot occupied by the base (first story or floor) of buildings located on the lot, is also being reduced from 60% to 30%.

The removal of the street allows for more open space, while still providing vehicular connectivity via a firelane, and a pedestrian connection through sidewalks on all sides, including a proposed sidewalk through the new open space to the south. Staff is in support of these changes.



Signage

The applicant is requesting several amendments to signage regulations. The UMU district requires pedestrian-oriented signs as specified by Section 10.800 (Downtown Business/Government District) of Article 10 (Nonresidential Districts) of the Zoning Ordinance. Although these signs are effective for interior, pedestrian-oriented streets, they do not entirely address the needs for buildings which have frontage on Coit Road and Mapleshade Lane. For this reason, the applicant is proposing to apply the requirements of the 190 Tollway/Plano Parkway Overlay District to exterior portions of the property. However, for additional flexibility, the applicant is proposing to increase the size of identifications signs from 125 square feet to 150 square feet.

Additionally, the applicant is proposing several amendments to the BG sign standards to allow for illuminated signs and additional sign materials. Finally, monument signs are requested to be utilized for the office building blocks, which are located at on the western side of the subject property. Freestanding signage is limited in the BG district, and the applicant is requesting monument signs to accommodate office tenants of larger buildings which typically utilize that signage type.

The requested changes will allow the applicant to address specific sign needs within the development, and allow flexibility for higher volume exterior thoroughfares and office tenants, while maintaining pedestrian-oriented signs throughout most of the district. Staff is in support of these amendments.

SUMMARY:

The applicant is requesting to amend Urban Mixed-Use-2 to modify development standards to accommodate the first phase of development and refinements for future office developments. The request is consistent with the recommendations of the Comprehensive Plan and makes adjustments consistent with the original master-planned development. Staff recommends approval of the request.

RECOMMENDATION:

Recommended for approval as follows: (Additions are indicated by underlining; deletions are indicated by strike-through)

Restrictions:

The permitted uses and standards shall be in accordance with the Urban Mixed-Use (UMU) zoning district standards unless otherwise specified herein.

The development plan shall be adopted as part of the ordinance.

Exceptions of the UMU District

1. Blocks A and B:

a. Minimum Lot Coverage: 15%

- b. Minimum FAR: 0.15:1
 - c. Maximum Setback from Coit Rd.: 160 feet
 - d. Minimum Height: One story; 24 feet
- 2. Blocks D, E, K, N, P, Q, and R may exceed maximum block size of 3 acres.
 - 3. Structured parking and tuck-under garages shall be included in the calculation of lot coverage.
 - 4. Reduce nonresidential parking ratio from 1:250 square feet to 1:190 square feet.
 - 5. Block B
 - a. The single-tenant maximum first floor square footage is 50,000 square feet.
 - b. A minimum of 40% of the first floor of a single-tenant building must consist of windows and doors, and 20% must consist of a living/landscaped wall or public art wall.
 - 6. No main street is required; however, at least 80% of any exposed exterior wall of main buildings, parking structures, and accessory buildings which front along Beacon Square Boulevard, will consist of glass, native stone, clay-fired brick or tile, or a combination of these materials in order to establish a consistent architectural design district and community identity. For office buildings, this requirement will apply to the first floor only.
 - 7. Block J
 - a. Minimum FAR: 0.6:1
 - b. Minimum Lot Coverage: 30%
 - 8. The street located south of Block S may utilize the alternative minor street standard as designed on the development plan.
 - 9. Blocks M, N, P, and R
 - a. The single-tenant maximum first floor square footage is 50,000 square feet.
 - b. The total combined first floor building square footage of any building must not exceed 60,000 square feet. A paseo, which is an outdoor public pedestrian pathway where no vehicular access is allowed except for emergency services, must be provided as a block break to divide the first floor of the building. Each first floor footprint may have no more than 30,000 square feet. Paseos must have a minimum 25 foot width. Buildings may encroach no more than 10 feet within

the 25 foot paseo if utilizing glass storefront, patios, or similar aesthetic designed to engage the pedestrian.”

- c. Each upper floor must not exceed 50,000 square feet.
10. Signage located along exterior public rights-of-way must comply with Section 22.600 (190 Tollway/Plano Parkway and State Highway 121 Overlay Districts) of Article 22 (Signs) except that identification signs may have a maximum size of 150 square feet.
11. All signage internal to the development along major and minor streets must comply with the signage standards of Subsection 10.800.6 (Sign Regulations) of Section 10.800 (Downtown Business/Government District) of Article 10 (Nonresidential Districts) with the following exceptions:
- a. Signage may be illuminated.
 - b. Stainless steel, perforated metal, and acrylic panel are additional allowed sign finishes.
 - c. Monument signs are allowed for office uses within Blocks M, N, P, and R only. Monument signs may not exceed five feet in height or 75 square feet in area. A maximum of two monument signs are allowed per block. The use of office monument signs will reduce the allowable tenant wall signage to a maximum of two signs per building facade.