



**AGENDA  
PLANNING & ZONING COMMISSION  
TUESDAY, MARCH 25, 2014**

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The Planning and Zoning Commission will convene into a Regular Meeting at 7:00 p.m. in the City Hall Chambers at the Municipal Center, 4000 Main Street, Rowlett, at which time the following items will be considered:

**A. CALL TO ORDER**

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1. Update from Staff

**B. CONSENT AGENDA**

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1. Minutes of the Regular Meetings of March 11, 2014.

**C. ITEMS FOR INDIVIDUAL CONSIDERATION**

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1. Conduct a public hearing and make a recommendation to City Council regarding a request for a rezoning from Mixed Use North Shore Zoning District to a Planned Development to allow a single family residential subdivision and two office sites. The subject property is located at 7400 and 7600 Liberty Grove Road further described as 58.83 + acre tract of land situated in the Jessie S. Starkey Survey, Abstract No. 1333, in the City of Rowlett, Dallas County, Texas. (PD13-687)

**D. ADJOURNMENT**

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NOTE: THE PLANNING AND ZONING COMMISSION MAY RETIRE AND CONVELE INTO EXECUTIVE, CLOSED SESSION ON ANY MATTER RELATED TO ANY OF THE ABOVE AGENDA ITEMS FOR THE PURPOSES OF PRIVATE CONSULTATION WITH THE CITY ATTORNEY UNDER SECTION 551.071 OF THE TEXAS GOVERNMENT CODE.

NOTE: THE CITY OF ROWLETT MEETING ROOMS ARE ACCESSIBLE IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT AND PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT FOR FURTHER INFORMATION.

A handwritten signature in blue ink that reads "Erin L. Jones".

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Erin L. Jones, Director of Development Services

**MINUTES OF THE REGULAR MEETING  
OF THE PLANNING & ZONING COMMISSION  
OF THE CITY OF ROWLETT, TEXAS, HELD IN THE MUNICIPAL CENTER  
4000 MAIN STREET, AT 7:00 P.M., MARCH 11, 2014**

**PRESENT:** Chairman Rick Sheffield, Vice-Chairman Greg Landry, Commissioners Jonas Tune, Clayton Farrow

**ALSO PRESENT:** Alternate James Moseley

**ABSENT:** Commissioners Michael Lucas, Gregory Peebles, Karl Crawley, Alternates Gabriela Borcoman, Thomas Newsom

**STAFF PRESENT:** Director of Development Services Erin Jones, Urban Designer Daniel Acevedo, Principal Planner Garrett Langford, Development Services Technician Lola Isom

**A. CALL TO ORDER**

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Chairman Rick Sheffield called the meeting to order at 7:00 p.m.

**B. CONSENT AGENDA**

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**1. Minutes of the Regular Meeting of February 25, 2014.**

Vice-Chairman Greg Landry made a motion to approve the consent agenda. Commissioner Jonas Tune seconded the motion. The consent agenda passed 5-0.

**C. ITEMS FOR INDIVIDUAL CONSIDERATION**

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**1. Conduct a public hearing and make a recommendation to City Council regarding a request for a Major Warrant related to the following Form Based Code standards in order to develop a drive-thru restaurant: drive aisle width, building frontage, building transparency, signage, shade, and open space. The subject property is located at 4510 and 4514 Lakeview Parkway, further described as Lots 2 and 3, Block A of the Applebee's Rowlett Addition, being a total of 1.76 +/- acres.**

Daniel Acevedo, Urban Designer, came forward to present the case. He presented a location map and gave a brief background regarding the zoning of the subject property. He presented the Downtown Regulating Plan. Mr. Acevedo revealed that 17 public hearing notices were mailed, but no responses were received. He gave a brief overview of the major warrant request procedures. Mr. Acevedo described the critical elements for implementing the Downtown Regulating Plan in regards to this case. He presented the Dairy Queen Concept Plan and renderings of the proposed development.

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He explained that the following major warrant requests were being made:

1. An exemption of the fee in lieu of the requirement for public open space
2. The building frontage standard to be 32% along Lakeview Parkway and 44% along the future front building line of Industrial Street
3. A reduction of transparency from the 60% minimum to 16% along the east façade, 15% along the west façade, and 16% along the front facade
4. To allow a wall sign larger than 6'
5. To allow a monument sign along HWY 66/Lakeview Parkway (Mr. Acevedo presented pictures of the staff recommendations for the sign)
6. A reduction in the length of the canopy along the sidewalk of front elevation from 75% to a lesser percentage
7. To allow the western drive aisle width to be 27.8' (Mr. Acevedo redisplayed the concept plan to show the stacking lane area)

Mr. Acevedo said that staff and the Urban Design Officer are generally supportive of this request.

There were inquiries and discussions amongst the commission regarding Fire Department review, turning lane concerns, parking requirements, and the browsing lane.

Chairman Rick Sheffield opened the public hearing.

The following speakers came forward:

**Jim Jamerson**  
**2901 City Place W. Blvd., #337**  
**Dallas, Texas 75024**  
**Broker for the project**

Mr. Jamerson stated that he is present in support of the case.

There were additional inquiries and discussions amongst the commission regarding the stacking lanes, monument sign size, and glazing.

**Timothy Wilson**  
**10521 US Hwy. 71**  
**Tyler, Texas**

Mr. Wilson stated that he is present in support of the case.

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**Lori Wheeler  
3602 Beech Street  
Rowlett, Texas**

Ms. Wheeler stated her concern with the applicant requesting too many concessions. She also expressed concern with the amount of green space on the proposed development.

Chairman Rick Sheffield closed the public hearing.

There were additional discussions amongst the commission regarding the width of the drive aisle in comparison to Applebee's, the green space requirement for surrounding development, the ownership of the property, phases for development, and monument sign provisions.

Vice-Chairman Greg Landry made a motion to recommend approval with the stipulation that the westernmost drive lane be no more than 24'. Alternate James Moseley seconded the motion. The item passed 5-0.

**D. ADJOURNMENT**

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**Chairman Sheffield adjourned the meeting at 7:52 p.m.**



# City of Rowlett

## Staff Report

Planning & Zoning Commission

4000 Main Street  
P.O. Box 99  
Rowlett, TX 75030-0099  
www.rowlett.com

**AGENDA DATE:** 3/25/2014

**AGENDA ITEM:** C.1

**AGENDA LOCATION:**

Individual Consideration

**TITLE**

Conduct a public hearing and make a recommendation to City Council regarding a request for a rezoning from Mixed Use North Shore Zoning District to a Planned Development to allow a single family residential subdivision and two office sites. The subject property is located at 7400 and 7600 Liberty Grove Road further described as 58.83 ± acre tract of land situated in the Jessie S. Starkey Survey, Abstract No. 1333, in the City of Rowlett, Dallas County, Texas. (PD13-687)

**STAFF REPRESENTATIVE**

Garrett Langford, AICP, Principal Planner

**SUMMARY**

The applicant requests a rezoning to a planned development on 58.83 ± tract of land to allow 151 single family residential homes and two office sites (1.77 acres and 2.44 acres). The subject property is located at 7400 and 7600 Liberty Grove Road, approximately 1,000 feet east of President George Bush Turnpike (PGBT). The applicant is proposing a planned development with a base zoning district of Single Family 9 (SF 9/18) for a residential subdivision and Limited Office (O-1) for the office developments.

The subject property is included in the ongoing North Shore Master Planning Initiative, with City Council currently scheduled to consider a City-initiated rezoning of the North Shore area including the subject property to a Form Based Code district. The City-initiated rezoning is scheduled to go before the Planning and Zoning Commission on April 8, 2014, and the City Council on April 15, 2014.

**BACKGROUND**

The 58.83-acre subject property is located on the south side of Liberty Grove Road approximately 200-feet east of the intersection of Merritt Road and Liberty Grove Road, and as of the date of the drafting of this report retains a zoning designation of Mixed-Use North Shore (MU-NS). The applicant is requesting to rezone the subject property to a Planned Development zoning district with an underlying base zoning district of Single-Family Residential 9 (SF-9/18) and Limited Office (O-1) to allow for residential and commercial uses (Exhibit B – Zoning Exhibit, Exhibit E – Zoning Concept Plan).

The subject property is currently undeveloped and is bordered by the following uses:

- South, East and portion of West: City of Dallas property / Floodplain
- West (portion): Single-family residence zoned MU-NS
- North: Existing Single-Family residences zoned MU-NS

The proposed Planned Development includes a proposal for 151 single family lots using the SF-9 development standards with some modifications. The proposed minimum lot size of 9,000 square feet is the same as the SF-9 standard for lot size. The proposal includes slightly larger minimum lot widths (75 ft vs. 65 ft) and larger minimum lot depths (115 ft. vs. 110 ft.) than the SF-9 standards while allowing higher maximum lot coverage (50% vs. 45%). Neither the Development Standards (Exhibit D) or the Zoning Concept Plan (Exhibit E) specify the minimum dwelling size which defaults to the standard in the base zoning which for SF 9 zoning is 1,800 square feet. In addition to the single family lots, the applicant is proposing two office sites – 1.77 acres and 2.44 acres that will front on Liberty Grove Road. The office sites will have a base zoning district of Limited Office (O-1). The application did not specify development standards for the office sites; therefore, the permitted uses and development standards as they are written in the Rowlett Development Code for O-1 zoning would apply to the two office sites.

The subject property currently retains a zoning designation of Mixed-Use North Shore (MU-NS) and was included in the “Center for Commerce + Industry” (Area B-1) of the Realize Rowlett 2020 Plan, adopted 2011. The intent of the “Center for Commerce + Industry” designation is to provide for Flex Office, Class B Office, Limited Service Hotels and Active and Passive Public Spaces (Attachment 3). Area B-1 was identified in Phase 1 of Realize Rowlett 2020 as one of the 13 opportunity areas for future development. Area B-1 and the North Shore Area A (west of PGBT) were recognized as the last remaining areas in the City to allow for future high intensity commercial development that can assist in diversifying City’s primarily residential tax base in order to achieve City’s long term goal of becoming more fiscally sustainable.

In 2012, Realize Rowlett 2020 was followed up with additional planning efforts with Phase II which included a detailed market analysis and the adoption of a Form Based Code (FBC), which was applied to four of the 13 opportunity areas. The next phase of planning known as the North Shore Master Planning Initiative includes Area B-1 (including the subject property) and the North Shore Area A. This master planning initiative was launched in November 2013 with the following goals:

- Identification of an urban design framework for the “North Shore Area A” and “Area B-1”
- Target industry/market analysis to identify development opportunities- both business and an appropriate mix of residential product types.
- Develop an open space and trail network
- Plan for a collector street network
- Public-private partnership plan for public infrastructure for the whole plan area including regional drainage, street network, and utilities (this will be critical in order to maximize the private development potential for the whole North Shore Plan Area)
- Identification of a long-term highest and best use scenario

Between November 2013 and March 2014, the North Shore Master Planning Initiative included a number of public meetings, a detailed market analysis and the completion of a draft framework plan. At the time of this report, the market demand analysis, results of public input and a draft of the framework plan were presented to a joint meeting of the Planning and Zoning Commission and City Council on February 12, 2014. The final step in the North Shore Master Planning Initiative will be Council's consideration of additional FBC districts and the rezoning of the North Shore Area A and Area B-1, which includes the subject property in Area B-1 on April 15, 2014.

To that end, Staff's recommendation for this rezoning request is largely based on the Realize Rowlett 2020 Comprehensive Plan and on the feedback received up to this point from the Planning and Zoning Commission and City Council during the North Shore Master Planning Initiative.

The applicant was informed before they submitted the rezoning application of the intent of the Realize Rowlett 2020 vision for the Area B-1 and the North Shore Master Planning Initiative. Staff explained upfront that a conventional zoning request would not be supported by Staff, as that would not further the City's goals of providing diversified housing types and that the subject property is intended for future commercial development. Additionally, it was explained that the City's long term goals for the North Shore Area is to provide for a diversified commercial tax base.

The applicant submitted for rezoning of the subject property in 2011 for a residential development that was denied by City Council in 2012. The 2011 proposed development was based on interim development standards that were based on New Urbanist principles many of which were later adopted with the FBC. This proposed Planned Development does not follow the interim development standards that were used previously or the adopted FBC New Neighborhood standards. The applicant does not intend to utilize the FBC. This proposal is a conventional suburban development.

The overall intent for the property as submitted by the applicant can be found in Exhibit C – Statement of Intent and Purpose. The intent of the “Center for Commerce + Industry” designation is to provide for Flex Office, Class B Office, Limited Service Hotels and Active and Passive Public Spaces. The applicant disagrees with the inclusion of this property in the current opportunity area, and has formulated this argument in Exhibit C.

## **DISCUSSION/POLICY EXPLANATION**

Section 77-805 of the *Rowlett Development Code (RDC)* states that the Planning and Zoning Commission shall consider the following when making their recommendation to the City Council as it pertains to rezoning requests including Planned Developments. The applicant has responded directly to these requirements in Exhibit C. Staff's comments are provided in bold italics for each consideration.

1. Whether the proposed rezoning corrects an error or meets the challenge of some changing condition, trend, or fact;

***The proposed rezoning does not correct an error or meet the challenge of some changing condition, trend, or fact. The current zoning is consistent with the Comprehensive Plan designation and it is not necessary to deviate from these current designations by rezoning the subject property to residential. The 20-year market demand analysis performed as part of the North Shore Master Planning Initiative indicates that there is a market demand for commercial development in this area.***

***The City Council adopted the Realize Rowlett 2020 Comprehensive Plan in 2011. The subject property was designated as “Center for Commerce + Industry”, Area B-1. The recommended product types included: Flex Office, Class B Office, Limited Service Hotels and Active and Passive Public Spaces. The vision for this area, which includes the subject property, remained largely aligned with the uses that are currently permitted under the MU-NS zoning district. The vision for this area was established 17 years ago and while it is currently being refined, the vision has not substantially changed since that time.***

2. Whether the proposed rezoning is consistent with the comprehensive plan and the purposes of this code stated in subchapter 77-103, Purpose of this Code;

***The proposed rezoning would make this property inconsistent with the Comprehensive Plan designation. The Comprehensive Plan designated the subject property as “Center for Commerce + Industry”, Area B-1. The recommended product types included: Flex Office, Class B Office, Limited Service Hotels and Active and Passive Public Spaces. Further, the Comprehensive Plan identifies several guiding principles for the Area B-1 as follows:***

**Guiding Principle #2: Grow the City’s economy through diversification of job and business opportunities.**

***The proposal will not grow the city’s economy through diversification of job and business opportunities. Staff recognizes that this parcel is disconnected from the rest of the district by way of Liberty Grove Road and the surrounding take area. However, meaningful transitions within this parcel could be achieved through a mixture of uses. The proposal is a continuation of isolated residential development without regard as to how to leverage future opportunities. Rezoning the subject property as proposed would reduce future opportunities to diversify the City’s tax base with commercial development or a diversified housing choice.***

**Guiding Principle #4: Invest in places of lasting value and distinctive character.**

***The proposal does not create a place that will have lasting value and distinctive character. The proposal is a conventional single-family suburban subdivision of***

*which the City already has an over abundant supply. The proposal does not attempt to utilize the development principles, such as those outlined in the City's Form Based Code that promotes places with lasting value and distinctive character.*

**Guiding Principle #5: Maximize the benefits of major public infrastructure investments (existing and planned).**

*The ultimate infrastructure plans (streets, water and sewer) will be based on maximizing the development opportunities in the North Shore., Specifically, it will be in the interest of the City to create a prioritization and funding plan for the overall street network and infrastructure needed to activate the entire North Shore area, and not just individual parcels. This effort has been started through the North Shore Master Planning Initiative but will require further refinement in the years to come. The proposed plan is focused on the individual parcel rather than looking at ways to integrate within the North Shore area as a whole.*

**Guiding Principle #6: Use Lake Ray Hubbard and Rowlett's natural assets to create a distinctive identity and the quality of life desired by the community.**

*While the proposal shows a trail around the subdivision, all homes back and/or side to the trails thus this proposal does not fully take advantage of this natural resource. The main way to ensure a distinctive environment and further highlight the lake as an asset for all to enjoy would be to front streets and homes onto the lake instead of back or side to it.*

**Guiding Principle #10: Support quality educational resources to meet the needs of Rowlett residents throughout their lives.**

*As seen below this area was deemed to be in "moderate support" of this principle in the Realize Rowlett 2020 Comprehensive Plan. The idea behind this being that if the area develops as a center for commerce and industry there would be businesses that would likely offer opportunities to coordinate with universities and trade schools to build an educated work force in the City. A single family residential development does not directly meet the intent of this principle.*

CENTER FOR COMMERCE + INDUSTRY | AREA B-1

GUIDING PRINCIPLES



GUIDING PRINCIPLE	B-1 CENTER COMMERCE INDUSTRY
1 Value existing neighborhoods	
2 Grow the City's economy through diversification of job and business opportunities	***
3 Make Rowlett a community that is attractive to people at all stages of their lives	
4 Invest in places of lasting value and distinctive character	*
5 Maximize the benefits of major public infrastructure investments (existing, planned)	***
6 Use Lake Ray Hubbard and Rowlett's natural assets to create a distinctive identity...	****
7 Diversify mobility options within the City and connect activity areas	
8 Create centers with a mix of activities at key locations in Rowlett	
9 Balance growth through efficient development patterns	
10 Support quality educational resources to meet the needs of Rowlett residents...	***
11 Position Rowlett for an appropriate scale of investment and reinvestment...	
12 Fund public investment that leverages desired private investment	
13 Ensure that <i>Realize Rowlett 2020</i> is a statement of the City's policy for future...	
<i>Bold principles relate to citywide concerns and are not specific to any individual geographic area</i>	
Key:	
Strongest Support of Principle	****
Moderate Support of Principle	***
Some Support of Principle	**
Incidental Support of Principle	*

- Whether the proposed rezoning will protect or enhance the health, safety, morals, or general welfare of the public;

***Aside from not following Realize Rowlett 2020, rezoning the property for a standard suburban residential subdivision will reduce the amount of developable land in the North Shore that can be used to leverage opportunities to diversify the City's economic base, maximize public infrastructure investments, and to create lasting value and distinctive character. This will reduce the opportunity for the City to achieve financial sustainability. However, beyond that Staff does not anticipate any threat to the health or safety of the public based on the proposal.***

- Whether the municipality and other service providers will be able to provide sufficient transportation and utility facilities and services to the subject property, while maintaining sufficient levels of service to existing development;

***The proposed rezoning has been reviewed from the standpoint of providing sufficient utilities (e.g., water and sanitary sewer). Available water and sanitary sewer service is adjacent to the subject site. Should the request be approved, the applicant will be required to provide adequate water and sewer service to the area. Additionally, the applicant will be required to have a traffic impact analysis performed to determine what improvements may be necessary to Liberty Grove Road. The initial traffic assessment indicated that a right turn lane and a median left turn lane will be required.***

5. Whether the proposed rezoning is likely to have significant adverse impacts on the natural environment, including air, water, noise, stormwater management, wildlife, and vegetation;

***It is unlikely that the proposed rezoning will have significant adverse impacts on the natural environment.***

6. Whether the proposed rezoning will have significant adverse impacts on other property in the vicinity of the subject tract;

***The proposed residential use is adjacent to open space/floodplain and other single-family residential uses. The use as proposed will not have significant adverse impacts on other property in the vicinity.***

7. The suitability of the subject property for the existing zoning classification and proposed zoning classification;

***The subject property has an existing zoning designation of Mixed-Use North Shore (MU-NS), which is consistent with the Comprehensive Plan designation. The North Shore Master Planning Initiative is proposing a FBC district for the subject property that will provide the regulatory tools to carry out the vision established by the Comprehensive Plan for the subject property and the surrounding area. The proposed FBC District is calibrated based on the market analysis performed for the North Shore Master Planning Initiative.***

***The proposed zoning designation is inconsistent with the Comprehensive Plan designation, and therefore not suitable for this property. Rezoning the subject property to allow for a conventional single family subdivision runs completely counter to the vision established in the Comprehensive Plan.***

***Note from Economic Development:***

***This property located within the North Shore Commercial District provides a commercial user with immediate access to PGBT, access to infrastructure for this site is readily available for development and this site offers a unique corporate campus style setting bounded by Muddy Creek, Lake Ray Hubbard and PGBT. The site offers views of Lake Ray Hubbard and can be utilized for a corporate headquarters, business park or for an institutional type use (higher education, convention center/hotel, etc.)***

***This commercial site offers distinctive economic development benefits to the community due to the reasons listed above versus other property within the North Shore Commercial District that do not have the access and infrastructure already in place. For all the reasons stated above the***

***Economic Development Department strongly believes that this area is most suitable for the existing zoning district.***

***The proposed zoning designation is inconsistent with the Comprehensive Plan designation, and therefore not suitable for this property. As outlined previously in this report, the project does not meet the guiding principles outlined for the Area B-1 and the Purpose and Intent of the Form-Based Code. While Staff understands that this PD proposal is not intended to be a FBC proposal, it is the City's long term goal that future residential development will follow the guiding principles of the Plan and the Form Based Code.***

8. Whether there is determined to be an excessive proliferation of the use or similar uses;

***The proposed rezoning is attempting to provide a housing product type that is already oversupplied in the City, which is a major issue outlined in Realize Rowlett 2020. Staff has prepared a table showing the number of platted lots that have yet to be developed (Attachment 4). As the table shows, within the City of Rowlett there are presently 532 lots that are available or entitled for conventional single family construction. These lots are located in subdivisions that are very similar to what is being proposed with this rezoning request. Over the previous two years, the City of Rowlett has permitted on average 86 conventional single family lots. Based on the current supply of 532 lots adding 151 additional single family lots to this supply could be seen as an excessive proliferation of suburban residential development. Based on the recent absorption rate for conventional single family homes in the City, the City's supply would grow to approximately 95 months.***

***Unlike a FBC development, this rezoning request will not provide any integrated residential diversification sought by Realize Rowlett 2020. The table shows three New Urbanist projects that are entitled to have over 1,500 residential lots. Unlike the proposed rezoning request, these projects have regulatory and design elements in place that will ensure varying home and lot choices that are integrated into a complete neighborhood.***

***In summary, there are 2,000 lots available for future residential development. Adding to this supply in the North Shore may have the unintended consequences of limiting future commercial development and not furthering the City's goal of diversifying the tax base.***

9. Whether the proposed rezoning will ensure that future uses on the subject tract will be compatible in scale with uses on other properties in the vicinity of the subject tract; and;

***The majority of the property surrounding the subject site is floodplain; therefore, incompatibility issues are minor in nature.***

- 10. The supply of land in the economically relevant area that is in the use district to be applied by the rezoning or in similar use districts, in relation to the demand for that land.

*There was not a market study provided that substantiated this claim; therefore, it is difficult for staff to comment on this criterion. However, it should be noted that Realize Rowlett 2020 called for this property to be developed as higher intensity which was reinforced by the market analysis performed as part of the North Shore Planning Initiative. The market analysis identified the future demand for different building types over a twenty period for the City of Rowlett within the context of a larger trade area. The analysis indicates that there is future demand for commercial development. Removing the subject property from the supply of future commercial development will restrict the City’s ability to achieve the long term goal of diversifying the City’s tax base.*

*The Economic Development Department further stated that a key component of the Comprehensive Plan and the mission statement of the Economic Development Department are to diversify City’s tax base. Based on current land use assumptions from the Plan and the remaining available land left to develop in Rowlett, it is critical that all commercial/industrial property be developed as such in order to achieve diversification and sustainability for the community.*

<u>Land Use</u>	<u>Today</u>	<u>Future Build Out (RR2020)</u>
<i>Institutional</i>	<i>1.0%</i>	<i>2%</i>
<i>Open Space</i>	<i>3.9%</i>	<i>7%</i>
<i>Commercial</i>	<i>7.8%</i>	<i>13%</i>
<i>Industrial</i>	<i>2.3%</i>	<i>13%</i>
<i>Residential</i>	<i>50.0%</i>	<i>65%</i>
<i>Undeveloped</i>	<i>35.0%</i>	<i>n/a</i>
<b>TOTAL:</b>	<b>100%</b>	<b>100%</b>

The Intent of a PD District

In addition to the analysis included above it is important to note the intent of a PD district as outlined in Chapter 77, Section 205 of the Rowlett Code of Ordinances. The criteria are as follows:

*“Planned Development District—PD. The PD district is a district that accommodates planned associations of various uses such as manufacturing, offices, commercial or service centers, shopping centers, residential developments of multiple or mixed housing, or any appropriate combination of uses that may be planned, developed, or operated as integrated land uses.*

*The PD district is intended to be used to:*

1. *Allow integrations of various land uses, or*
2. ***Accommodate the use of alternative development standards and integration of uses that result in a higher quality of development that can be achieved by other zoning districts.*** [Emphasis Added]
3. *Permit the imposition of development regulations specifically tailored to the development and the provisions of this Code; and, the city council shall establish, as part of the approving ordinance, appropriate plans and development standards which may conform, alter or except any of the designs standards and requirement adopted under this Code.”*

While the proposed PD does contemplate two different development types (residential and office), Staff would contend that it does not propose substantial alternative development standards above those that could be achieved by the base residential and office zoning districts included in the Rowlett Development Code today. In addition, the proposal does not offer an efficient development pattern. For example, the proposal does not provide future connectivity options to the North Shore Area. On the contrary, the proposal includes a number of design elements that are considered to lead to inefficient development patterns such as oversized block patterns, high number of culs-de-sac, a non-centralized open space, etc.

#### Public Notice

On March 7, 2014, a total of 13 notices were sent to property owners within 200 feet. As of Wednesday, March 19, 2014, 3 responses were received including a response from the property owner of the subject property. Two are in favor of the request and one is in opposition to the request citing concerns with traffic and not following the master plan for the area. Copies of the responses are in Attachment 2.

A zoning sign was placed on the subject property on March 7, 2014, in accordance with the Rowlett Development Code and remains on the site today. A Legal Notice was published in the Rowlett Lakeshore Times on March 13, 2014, pursuant to the requirements set forth in the Rowlett Development Code.

#### **FISCAL IMPACT**

Allowing for a residential subdivision to creep further into an area designated for future employment and commercial centers will further restrict the City last major undeveloped area for commercial developments. From the very beginning of the Realize Rowlett 2020 planning process, the ultimate goal was to provide a vision for development that is grounded in market reality that when achieved will help the City achieve fiscal sustainability. The City is saturated with inventory from housing products within a very narrow size and price band and cannot afford to add more of the same product to its inventory. In Staff's opinion, allowing a conventional residential subdivision that does not follow efficient development patterns into an area designated for future employment centers will not help the City achieve fiscal sustainability.

#### **STAFF RECOMMENDATION**

Staff opposes the proposed rezoning for a conventional single family development particularly in an area as important as the "Area B-1." As such, Staff recommends denial of this request. The requested rezoning does not comply with the *Realize Rowlett 2020 Comprehensive Plan*.

Additionally, the proposed development does not meet the guiding principles outlined in the *Plan*. The City's long term goal of diversifying the City supply of building types and City's tax base is dependent on the availability of commercially zoned property in the North Shore Area A and Area B-1. Removing 58 acres of developable area from the 246 acres of developable land in Area B-1 will reduce the amount of developable land for future commercial development in Area B-1 by approximately 24%.

## **ATTACHMENTS**

Exhibit A – Legal Description

Exhibit B – Zoning Exhibit

Exhibit C – Statement of Intent and Purpose

Exhibit D – Development Standards

Exhibit E – Zoning Concept Plan

Exhibit F – Development Schedule

Attachment 1 – Location Map

Attachment 2 – Property Owner Responses

Attachment 3 – Realize Rowlett 2020: “Center for Commerce + Industry”, Area B-1

Attachment 4 – Single Family Lot Supply

**EXHIBIT A  
LIBERTY POINTE  
ZONING FIELD NOTES**

Being a tract of parcel of land situated in the Jessie S. Starkey Survey, Abstract Number 1333, in the City of Rowlett, Dallas County Texas and being all of that tract described in Deed described to James Monday and Wife Sarah Monday recorded in Volume 83251, Page 4218 and Volume 99109, Page 1561, Deed Records, Dallas County Texas including a 100 foot strip parallel and adjacent ot subject tract and being more particularly described as follows:

BEGINNING at a 5/8 inch iron rod with yellow cap marked "Adams Surveying 5610" (hereinafter referred to IRSC) set in the southern line of Liberty Grove Road (60 foot wide Right-of-Way) for the common corner of northwest corner of said James Monday and Wife Sarah Monday tract recorded in Volume 83251, Page 4218, Deed Records, Dallas County Texas and the northeast corner of a tract of land described to Vincent V. Mireles JR in Deed recorded in Volume 2002240, Page 15667, Deed Records, Dallas County, Texas;

THENCE North 46°00'01" West a distance of 30.00 feet to a point for corner corner in the approximate centerline of Liberty Grove Road;

THENCE North 44°28'17" East, along the approximate centerline of said Liberty Grove Road, a distance of 1565.11 feet to a point for corner;

THENCE South 14°35'06" East, leaving the said centerline and passing at 30.00 feet appoint for corner being in the southern line if said Liberty Grove Road and the West line of Lake Ray Hubbard, and continuing a total distance of 352.29 feet to a point for corner;

Thence with the common line of said Lake Ray Hubbard, the following courses and distance, to wit:

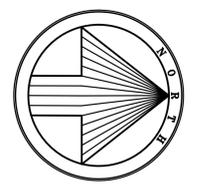
- South 34°49'26" East a distance of 273.59 feet to a point for corner;
- South 01°27'01" East a distance of 650.49 feet to a point for corner;
- South 28°11'05" East a distance of 717.11 feet to a point for corner;
- South 01°08'26" West a distance of 1056.66 feet to a point for corner;
- South 73°09'30" West a distance of 410.91 feet to a point for corner;
- North 01°06'32" West a distance of 266.99 feet to a point for corner;
- North 42°08'56" West a distance of 194.81 feet to a point for corner;
- South 61°43'38" West a distance of 139.75 feet to a point for corner;
- North 20°57'46" West a distance of 381.00 feet to a point for corner;
- North 35°02'42" West a distance of 439.08 feet to a point for corner;
- North 68°12'45" West a distance of 279.76 feet to a point for corner;
- North 43°23'50" West a distance of 271.62 feet to a point for corner;
- North 00°36'05" West a distance of 366.68 feet to a point for corner;
- North 46°00'01" West a distance of 226.60 feet to the POINT OF BEGINNING and containing 59.9087 acres of land, more or less.

Philip E. Adams RPLS



PO Box 260392  
Plano, Texas 75026  
Office 972-786-4531  
Fax 214-295-9844





SCALE: 1" = 100'

LIBERTY POINTE ZONING FIELD NOTES

Being a tract of parcel of land situated in the Jessie S. Starkey Survey, Abstract Number 1333, in the City of Rowlett, Dallas County Texas and being all of that tract described in Deed described to James Monday and Wife Sarah Monday recorded in Volume 83251, Page 4218 and Volume 99109, Page 1561, Deed Records, Dallas County Texas including a 100 foot strip parallel and adjacent of subject tract and being more particularly described as follows:

BEGINNING at a 5/8 inch iron rod with yellow cap marked 'Adams Surveying 5610' (hereinafter referred to as IRSC) set in the southern line of Liberty Grove Road (60 foot wide Right-of-Way) for the common corner of northwest corner of said James Monday and Wife Sarah Monday tract recorded in Volume 83251, Page 4218, Deed Records, Dallas County Texas and the northeast corner of a tract of land described to Vincent V. Mireles JR in Deed recorded in Volume 2002240, Page 15667, Deed Records, Dallas County, Texas;

THENCE North 46°00'01" West a distance of 30.00 feet to a point for corner corner in the approximate centerline of Liberty Grove Road;

THENCE North 44°28'17" East, along the approximate centerline of said Liberty Grove Road, a distance of 1565.11 feet to a point for corner;

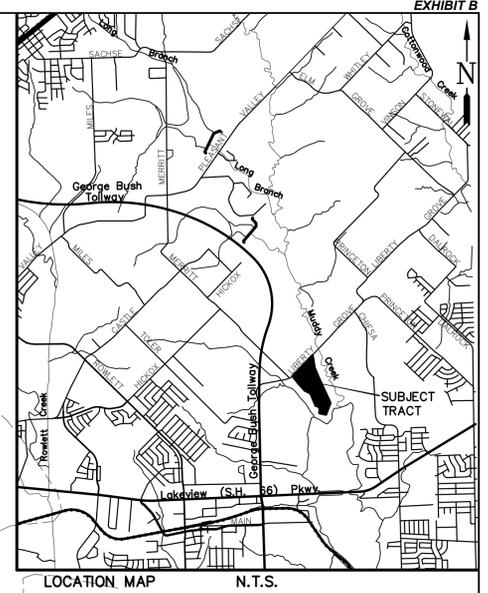
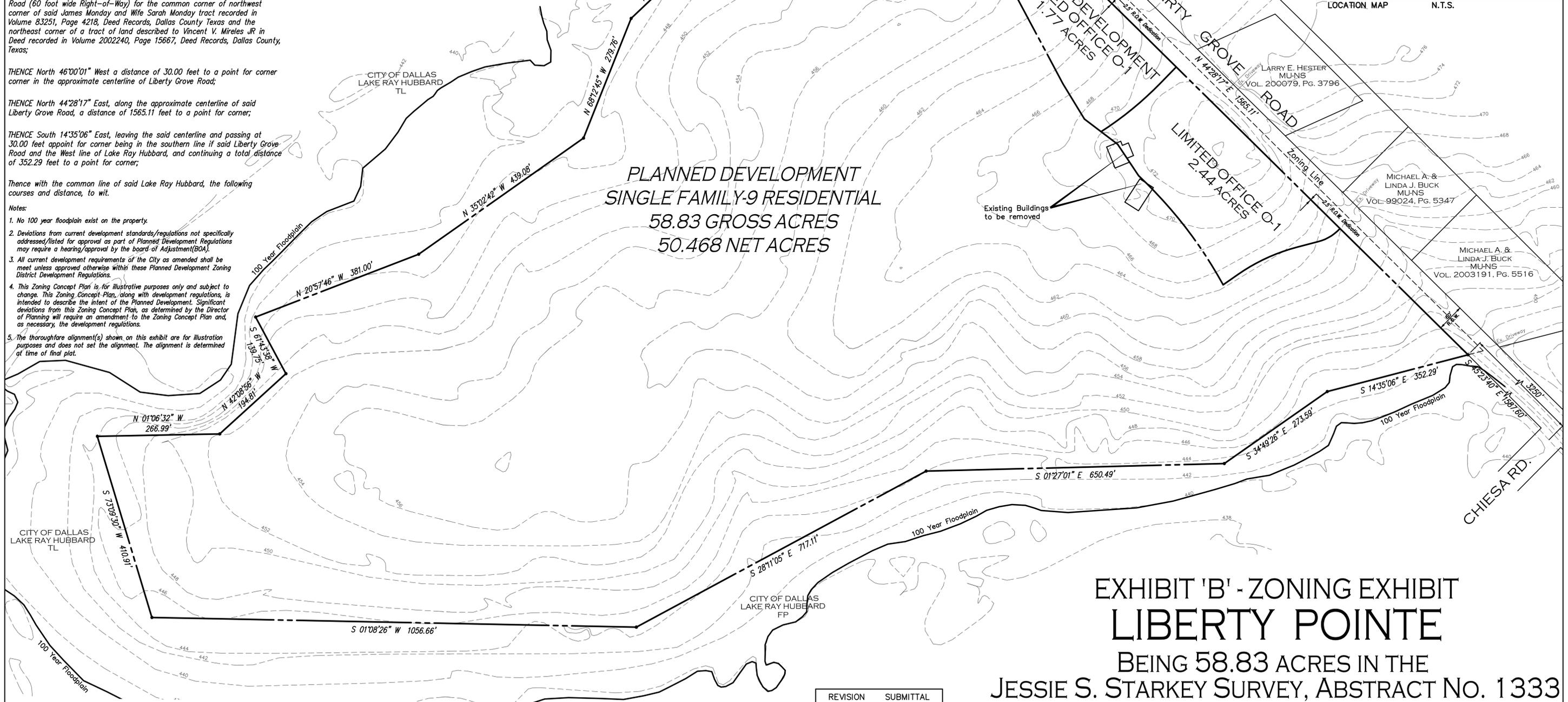
THENCE South 14°35'06" East, leaving the said centerline and passing at 30.00 feet appoint for corner being in the southern line if said Liberty Grove Road and the West line of Lake Ray Hubbard, and continuing a total distance of 352.29 feet to a point for corner;

Thence with the common line of said Lake Ray Hubbard, the following courses and distance, to wit.

Notes:

- 1. No 100 year floodplain exist on the property.
2. Deviations from current development standards/regulations not specifically addressed/listed for approval as part of Planned Development Regulations may require a hearing/approval by the board of Adjustment(BOA).
3. All current development requirements of the City as amended shall be met unless approved otherwise within these Planned Development Zoning District Development Regulations.
4. This Zoning Concept Plan is for illustrative purposes only and subject to change. This Zoning Concept Plan, along with development regulations, is intended to describe the intent of the Planned Development. Significant deviations from this Zoning Concept Plan, as determined by the Director of Planning will require an amendment to the Zoning Concept Plan and, as necessary, the development regulations.
5. The thoroughfare alignment(s) shown on this exhibit are for illustration purposes and does not set the alignment. The alignment is determined at time of final plat.

South 34°49'26" East a distance of 273.59 feet to a point for corner;
South 01°27'01" East a distance of 650.49 feet to a point for corner;
South 28°11'05" East a distance of 717.11 feet to a point for corner;
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North 00°36'05" West a distance of 366.68 feet to a point for corner;
North 46°00'01" West a distance of 226.60 feet to the POINT OF BEGINNING and containing 59.9087 acres of land, more or less



Existing Buildings to be removed

PLANNED DEVELOPMENT LIMITED OFFICE O-1 1.77 ACRES

LIBERTY GROVE ROAD LIMITED OFFICE O-1 2.44 ACRES

EXHIBIT 'B' - ZONING EXHIBIT LIBERTY POINTE BEING 58.83 ACRES IN THE JESSIE S. STARKEY SURVEY, ABSTRACT No. 1333 CITY OF ROWLETT, DALLAS COUNTY, TEXAS MARCH 13, 2014

Table with 2 columns: REVISION and SUBMITTAL. Row 1: 1st. Revision, 11/11/2013. Row 2: 2nd. Revision. Row 3: 3rd. Revision.

TIPTON ENGINEERING a division of Westwood

2740 North Dallas Parkway, Suite 280 Plano, Texas 75093 (214) 473-4640 Firm No. F-11756 rhovas@tiptoneng.com

DEVELOPER DOUGLAS PROPERTIES INC. JAMES A. & SARAH J. MONDAY 2309 Avenue K ~ Suite 101 ~ Plano, Texas 75074 972-422-1658

OWNER JAMES A. & SARAH J. MONDAY 800 Mimosa Drive ~ Garland, Texas 75040 972-422-1658

## **EXHIBIT C**

The proposed Liberty Pointe is planned development consisting of 151 residential lots with numerous amenities including a hike and bike trail encompassing the tract.

Though the tract is shown as Business/Park/Office on the Land Use Plan, we believe this area due to its unique location would be better suited for residential development. Being surrounded by open space and south of liberty Grove, this tract has an opportunity for a quality residential development with access to all the natural amenities that the upper reaches of Lake Ray Hubbard can provide. We have included a Traffic Impact Analysis in our package, which addresses the traffic concerns in this area. We are proposing the addition of a traffic lane the entire length of our frontage along Liberty Grove.

We calculate the proposed density of the tract at 2.56 units per acre, which includes several open space areas that provide access to Lake Ray Hubbard. We have included specific PD standards to enhance the development.

We believe this proposed development is with in the sprit of the Realize Rowlett 2020 recommendations. Realize Rowlett 2020 has this area shown as Center For Commerce and Industry/ B1. However, due to the adjacent properties and the area's natural amenities we believe this area should be in the Woodside Living category / B-2.

Section 77-805 of the Rowlett Development code sets criteria for which recommendations on re-zoning should be taken into consideration. We have listed those items below.

*1. Whether the proposed rezoning corrects an error or meets the challenge of some changing condition, trend, or fact:*

We believe there is a demand for a quality planned residential development that encourages neighbor interaction and residentially friendly neighborhood.

*2. Whether the proposed rezoning is consistent with the comprehensive plan.*

The plan does not match the comprehensive plan. However, it is our belief that a planned residential development of this design is considered an important part of the Realize Rowlett 2020 plan.

*3. Whether the proposed rezoning will protect or enhance the health, safety, morals, or general welfare of the public.*

The proposed zoning will enhance the general welfare of the public by providing access to open space, scenic views, recreational facilities, and with our trail system we are promoting active living within the Liberty Park community.

4. *Whether the municipality and other service providers will be able to provide sufficient transportation and utility facilities and services to the subject property, while maintaining sufficient levels of service to existing development.*

The subject development proposes the construction of a middle turn lane the entire length of the subdivision and the installation of a traffic signal if warranted to help mitigate the traffic impact.

5. *Whether the proposed rezoning is likely to have significant adverse impacts on the natural environment, including air, water, noise, stormwater management, wildlife, and vegetation:*

The proposed rezoning will not have a negative impact on the natural environment. The trail system and wildlife viewing stations will enable the residents to enjoy nature and wildlife.

6. *Whether the proposed rezoning will have significant adverse impacts on other property in the vicinity of the subject tract.*

The proposed residential use will not have an adverse effect on the adjacent residential developments; in fact it will preserve the natural residential features of the location.

7. *The suitability of the subject property for the existing zoning classification and proposed zoning classification;*

The physical location of the site is definitely suited for residential, with existing residential on the west, preserved floodplain/open space to the east plus Lake Ray Hubbard to the south.

8. *Whether there is determined to be an excessive proliferation of the use or similar uses;*

The proposed development provides for a quality development with scenic views, open space areas and amenities that are unique to this area.

9. *Whether the proposed rezoning will ensure that future uses on the subject tract will be compatible in scale with uses on other properties in the vicinity of the subject tract,*  
Social interaction is very important for homeowners in this style of community. With the amenity center/pool it gives a central place to gather. The additional common areas in the neighborhood will be places they can interact with nature.

10. *The supply of land in the economically relevant area that is in the use district to be applied by the rezoning or in similar use districts, in relation to the demand for that land.*

The proposed development is providing a type of product and community that has access to natural areas throughout the development and unique view corridors that have been underutilized in the previous developments.

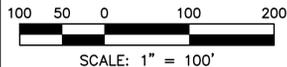
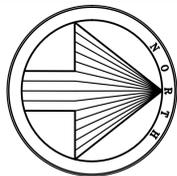
**EXHIBIT D****PLANNED DEVELOPMENT STANDARDS**

The following general land use and development standards shall apply to the property. The base zoning for the tract shall be SF-9 & O-1.

Amenities.

1. *Hike and Bike Trail.* A pedestrian and bike trail eight feet ( 6') in width shall be constructed for public use. The trails approximate location is shown as per the Zoning Concept Plan. The trail shall consist of 4" reinforced concrete.
2. *Exercise stations,* minimum of 10 stations along trail, Stations will be located along the trail and spaced appropriately.
3. *Scenic Viewing Stations.* A minimum of 3 viewing decks will be strategically located along the trail. The stations will be placed to optimize Bird and Wildlife viewing.
4. *Additional street trees.* Each lot shall have at least 2 (3") caliper trees in the front yard and additional 40 trees (at least 3" caliber) to be planted in common areas and ROW improvements.
5. *Open Space.* Open space areas will be dedicated as per the Zoning Concept Plan. The open space areas will be maintained by the HOA. The open space shall contain a pavilion. The pavilion will be stoned faced and covered per the exhibit.
6. *Improved pedestrian and bike trail amenities.* A minimum of 15 benches and 2 picnic tables shall be constructed along the proposed trail. The exact location of such improvements will be designated at the time of approval of the tentative development plan for each phase. All benches and picnic tables shall be per city of Rowlett park department standards.
7. *Lot Irrigation and landscaping.* Each residential lot shall be 100 % irrigated. Each lot shall contain upgraded landscaping with stone borders. Sod will be installed in full yard.
8. *Wrought iron fencing.* All lots which back to open space or Lake Ray Hubbard shall have a wrought iron fence of uniform design to be installed by the homebuilder.
9. *Homes.* Up to 50% front facing garages. All front facing garages will have cedar garage doors. 7 lots skipped on the same side of the street before repeating similar floor plan and elevation, 4 lots skipped opposite side of the street and no identical or flipped floor plans side by side or directly across street.
10. *Mailbox.* Each Home must have a masonry mailbox, however two houses may use one box paired at the property line.
11. *Chimney.* Houses with a chimney will be required to enclosed with masonry matching exterior walls, masonry stucco or hardy board and capped.

- 12. Masonry.* All Homes shall have a minimum of 80% of the exterior façade composed of kiln-fired brick or stone laid masonry units or masonry stucco with 20% stone or decorative brick accent, excluding windows, doors and other opening. Dormers, second story walls or other elements supported by roof structure may be composite when offset at least 2 feet from the first floor exterior wall.
- 13. Alleys.* No Alleys shall be required.
- 14. Street Parkways.* All street right-of-way located adjacent to the development shall be improved with grass and shall be maintained.
- 15. Retaining Walls.* Any retaining walls shall be rocked faced.
- 16. Amenities.* All amenities will be installed per Phase.



Notes:

1. No 100 year floodplain exist on the property.
2. Deviations from current development standards/regulations not specifically addressed/listed for approval as part of Planned Development Regulations may require a hearing/approval by the board of Adjustment(BOA).
3. All current development requirements of the City as amended shall be met unless approved otherwise within these Planned Development Zoning District Development Regulations.
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5. The thoroughfare alignment(s) shown on this exhibit are for illustration purposes and does not set the alignment. The alignment is determined at time of final plat.

ZONING CONCEPT PLAN DATA

GENERAL

Case Number PD13-687  
 LIBERTY POINTE  
 Proposed Use - Planned Development (Base Zoning Single Family-9, & Limited Office(O-1))  
 Future Land Use Designation - Business Park/Office  
 Proposed Future Land Use Designation - Planned Development  
 Existing Zoning District - MU-NS  
 Proposed Zoning District - Planned Development  
 Appraisal District Account# - DC 65133319510050000, DC 65133319510050100,

OVERALL SITE

Gross Site Area - 58.83 Acres ~ 2,562,634 Square Feet  
 Single Family Net - 50.468 Acres ~ 2,198,386 Square Feet  
 Limited Office Net - 4.22 Acres ~ 183,855 Square Feet  
 Site Frontage - 1547 feet  
 Site Width - 1000 feet  
 Site Depth - 2400 feet  
 Impervious Surface Area - 35,298 Acres  
 Pervious Surface Area - 23.532 Acres  
 Open Space - 4.142 Acres ~ 180,439 s.f. ~ 7%  
 Recreation - 0.71 Acres

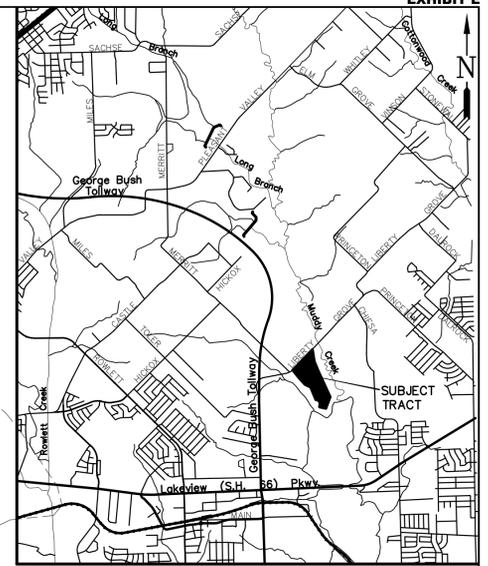
HOUSING

Total Gross Density - 2.56 Units per acre  
 Lot Count - 151  
 Total Number of Dwelling Units - 151

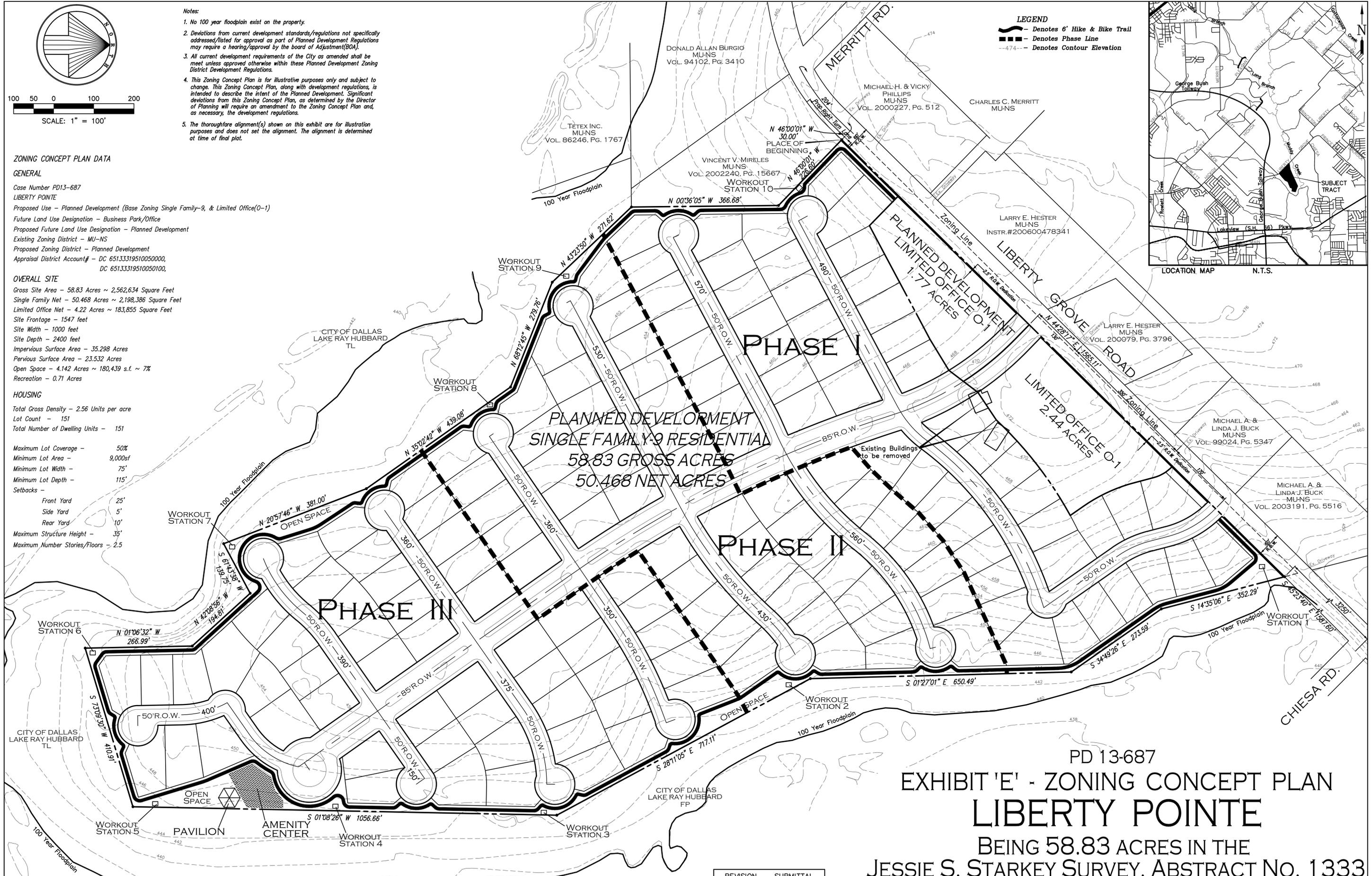
Maximum Lot Coverage - 50%  
 Minimum Lot Area - 9,000sf  
 Minimum Lot Width - 75'  
 Minimum Lot Depth - 115'  
 Setbacks -  
 Front Yard 25'  
 Side Yard 5'  
 Rear Yard 10'  
 Maximum Structure Height - 35'  
 Maximum Number Stories/Floors - 2.5

**LEGEND**

- Denotes 6' Hike & Bike Trail
- Denotes Phase Line
- 474- Denotes Contour Elevation



LOCATION MAP N.T.S.



PD 13-687  
 EXHIBIT 'E' - ZONING CONCEPT PLAN  
 LIBERTY POINTE  
 BEING 58.83 ACRES IN THE  
 JESSIE S. STARKEY SURVEY, ABSTRACT No. 1333  
 CITY OF ROWLETT, DALLAS COUNTY, TEXAS  
 MARCH 13, 2014

REVISION	SUBMITTAL
1st. Revision	11/11/2013
2nd. Revision	
3rd. Revision	

ENGINEER/SURVEYOR:  
 TIPTON ENGINEERING  
 a division of Westwood  
 2740 North Dallas Parkway,  
 Suite 280 Plano, Texas 75093  
 (214) 473-4640  
 Firm No. F-11756  
 rhovas@tip-toneng.com

DEVELOPER  
 DOUGLAS PROPERTIES INC.  
 2309 Avenue K ~ Suite 101 ~ Plano, Texas 75074  
 972-422-1658

OWNER  
 JAMES A. & SARAH J. MONDAY  
 800 Mimosa Drive ~ Garland, Texas 750040  
 972-422-1658

**EXHIBIT F**

**DEVELOPMENT SCHEDULE**

We would propose submitting the first phase to the city in late 2014 with construction starting in early 2015. The second and third phases would start every 18 months. The anticipated completion of the project will be 2019.



**Liberty Pointe**  
**7400 and 7600 Liberty Grove Road**  
**Map Created: March 7, 2014**



**PLANNED DEVELOPMENT**  
**PD 13-687**  
**200 FT NOTIFICATION AREA**



Development Services  
Department/Planning Division

NOTICE OF PUBLIC HEARINGS

**TO:** Property Owner  
**RE:** Application for Planned Development  
**LOCATION:** The subject property is located at 7400 and 7600 Liberty Grove Road further described as 58.83 ± acre tract of land situated in the Jessie S. Starkey Survey, Abstract No. 1333, in the City of Rowlett, Dallas County, Texas. This notice and the notification area are required under Chapter 211.007 of the Texas Local Government Code.  
**EXPLANATION OF REQUEST:** The applicant requests a rezoning from Mixed Use North Shore Zoning District to a Planned Development to allow a single family residential subdivision and two office sites. (PD13-687)

- I AM IN FAVOR OF THE REQUEST FOR THE FOLLOWING REASONS:
- I AM OPPOSED TO THE REQUEST FOR THE FOLLOWING REASONS:

COMMENTS:

SIGNATURE:

ADDRESS:

*Larry E. Hester*  
7809 LIBERTY GROVE Rd

PRINT NAME:

LARRY E. HESTER

Your written comments are being solicited in the above case. Additional information is available in the Department of Development Services/Planning Division at 3901 Main Street. The Planning and Zoning Commission of the City of Rowlett, Texas, will hold a public hearing at 7:00 pm on the 25<sup>th</sup> day of March, 2014, and the City Council will hold a public hearing at 7:30 pm on the 15<sup>th</sup> day of April, 2014, both at the Municipal Center, 4000 Main Street, Rowlett, Texas.

Please legibly respond in ink. If the signature and/or address are missing, your comments will not be recorded. The protest must be received by the Planning Division by 5 pm on Wednesday, March 19<sup>th</sup> to be included in the Planning and Zoning Commission packet and April 9<sup>th</sup> to be included in the City Council packet. Responses received by March 19<sup>th</sup> will also be forwarded to City Council.

Any owner of property subject to a proposed rezoning or affected by a proposed rezoning may protest the rezoning by filing a written protest (this form is sufficient with the Director of Development Services within the time specified above. The protest shall object to the zoning map amendment, contain a legal description of the property on behalf of which the protest is made, and be signed by the owner of the property. If protest in the form of opposition are received from property owners within 200 feet of the subject property, and the property owners own a combined minimum of 20 percent or more of the land area, approval by the City Council shall only occur with a concurring vote of at least three-fourths of the full membership of the City Council.

If you have any questions concerning this request, please contact the Planning Division  
Phone 972-412-6166  
FAX 972-412-6228  
glangford@rowlett.com

RETURN by Mail  
City of Rowlett Planning Dept.  
3901 Main Street  
Rowlett, TX 75088

RECEIVED

MAR 13 2014

Notices were mailed on March 7, 2014

PLANNING DEPT.



Development Services
Department/Planning Division

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- I AM IN FAVOR OF THE REQUEST FOR THE FOLLOWING REASONS:
I AM OPPOSED TO THE REQUEST FOR THE FOLLOWING REASONS:

COMMENTS:

Single family homes is consistent with the Area and is the highest & Best use of the Property.

SIGNATURE:

James Monday

PRINT NAME:

James Monday

ADDRESS:

7002 Goldenrod Garland TX

Your written comments are being solicited in the above case. Additional information is available in the Department of Development Services/Planning Division at 3901 Main Street. The Planning and Zoning Commission of the City of Rowlett, Texas, will hold a public hearing at 7:00 pm on the 25th day of March, 2014, and the City Council will hold a public hearing at 7:30 pm on the 15th day of April, 2014, both at the Municipal Center, 4000 Main Street, Rowlett, Texas.

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13-13-14 P01:10 RCVD



Development Services Department/Planning Division

NOTICE OF PUBLIC HEARINGS

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EXPLANATION OF REQUEST: The applicant requests a rezoning from Mixed Use North Shore Zoning District to a Planned Development to allow a single family residential subdivision and two office sites. (PD13-687)

- I AM IN FAVOR OF THE REQUEST FOR THE FOLLOWING REASONS:
I AM OPPOSED TO THE REQUEST FOR THE FOLLOWING REASONS:

COMMENTS: Liberty Grove Rd. is already overburdened with traffic for a 2 lane blacktop road. Does not seem to fit in to the masterplan for this area.

SIGNATURE: [Signature] PRINT NAME: Michael Phillips
ADDRESS: 7401 Liberty Grove Rd.

Your written comments are being solicited in the above case. Additional information is available in the Department of Development Services/Planning Division at 3901 Main Street. The Planning and Zoning Commission of the City of Rowlett, Texas, will hold a public hearing at 7:00 pm on the 25th day of March, 2014, and the City Council will hold a public hearing at 7:30 pm on the 15th day of April, 2014, both at the Municipal Center, 4000 Main Street, Rowlett, Texas.

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RECEIVED
MAR 19 2014

RETURN by Mail
City of Rowlett Planning Dept.
3901 Main Street
Rowlett, TX 75088

## **CENTER FOR COMMERCE + INDUSTRY | AREA B-1**

### **VISION**

Center for Commerce and Industry uses will mirror those of the eastern edge of Northshore – office and technology spaces supported by commercial and lodging operators. Education and training institutions in support of technology tenants will be an obvious marketing target by the City, near-term, in order to accelerate the pace of investment in this subarea. Floodplains in the area, while limiting the total developable area, will serve as an amenity for businesses and a natural division between business and residential uses. Development of the Center for Commerce and Industry in a consistent manner with the eastern edge of Northshore will be critical, so that the area presents itself as a single business park environment - each side of the PG&T with different features and amenities, but both offering a consistent quality and design.



**DEVELOPABLE ACRES: \* 246**

### **PRODUCT TYPES:**

- Flex Office
- Class B Office
- Limited Service Hotels
- Active and Passive Public Spaces

### **SUPPORTABLE PSYCHOGRAPHICS**

- Blue-Chip Blues
- Close-In Couples
- New Beginnings
- Multi-Culti Mosaic

*\* Net floodplain and parcels less likely to redevelop in the near-term (five to 10 years).*



Essential elements that will have to be in place in order for this investment scenario to be realized include: enhanced access to Muddy Creek; design standards; a roadway network to provide access to northern portions of the area; and, joint marketing effort with Northshore.

## MARKET

- Despite demographic and psychographic indicators that suggest a significant concentration of professionals and executives in the area, there are also blue collar workers, likely leftover from the days when Rowlett was a reasonably priced housing market. This base of employees would provide an attractive asset for companies siting their warehouse/ distribution facilities along the PGBT right-of-way.
- Trade Area demand for employment space (office / industrial) is estimated to exceed 20m square feet over the next 10 years. Given Rowlett's distance from established and more centrally-located office business parks, as well as the area's access to a region-serving network of roadways, it is likely that the format of development along the PGBT will be a flex-office product.
- Given the character and density of improvements that will likely occur along the PGBT in this location, support commercial and lodging products will be limited service in the near-term.



## CENTER FOR COMMERCE + INDUSTRY | AREA B-1

### GUIDING PRINCIPLES



	GUIDING PRINCIPLE	B-1 CENTER COMMERCE INDUSTRY
1	Value existing neighborhoods	
2	Grow the City's economy through diversification of job and business opportunities	***
3	Make Rowlett a community that is attractive to people at all stages of their lives	
4	Invest in places of lasting value and distinctive character	*
5	Maximize the benefits of major public infrastructure investments (existing, planned)	***
6	Use Lake Ray Hubbard and Rowlett's natural assets to create a distinctive identity...	****
7	Diversify mobility options within the City and connect activity areas	
8	Create centers with a mix of activities at key locations in Rowlett	
9	Balance growth through efficient development patterns	
10	Support quality educational resources to meet the needs of Rowlett residents...	***
11	Position Rowlett for an appropriate scale of investment and reinvestment...	
12	<b>Fund public investment that leverages desired private investment</b>	
13	<b>Ensure that <i>Realize Rowlett 2020</i> is a statement of the City's policy for future...</b>	
	<i>Bold principles relate to citywide concerns and are not specific to any individual geographic area</i>	
	<i>Key:</i>	
	<i>Strongest Support of Principle</i>	****
	<i>Moderate Support of Principle</i>	***
	<i>Some Support of Principle</i>	**
	<i>Incidental Support of Principle</i>	*

## IMPLICATIONS

Physical	Attractive, predominantly greenfield site with good visibility from PGBT on the west.
	Muddy Creek defines the eastern edge of the area, providing a region-serving amenity.
	The lot depth of parcels is limited by the area's adjacency to Muddy Creek, thus informing potential development forms.
Infrastructure	Utilities are currently in place to support the level and types of development envisioned by the stakeholders.
Access	PGBT frontage road access exists between Liberty Grove and the future Merritt connection.
	Properties to the north of future Merritt Road will have no frontage roads and are moderately constrained due to access barriers created by Muddy Creek.
Market	Near-term opportunities will include warehouse, distribution, and flex office, rather than the desired tenant profile more consistent with a technology park.
	Large format retailers will be drawn to this area upon completion of the PGBT.
Financial	The existing Tax Increment Financing (TIF) District or a new Municipal Management District (MMD) could be used to assist with the cost of capital expenditures.
Regulatory	Current zoning will not accommodate uses nor a development form envisioned for this area - business park and traditional neighborhood development.
	Development guidelines will be needed to control quality / consistency of development, and to assure compatible development adjacent to existing single-family neighborhoods.

## CENTER FOR COMMERCE + INDUSTRY | AREA B-1

### IMPLEMENTATION

IMPLEMENTATION STRATEGIES (ACTIONS)	TIMING
<i>The specific strategy (action) to be taken</i>	<i>Priority, short, medium, long-term, future or on-going</i>
Review non-conforming uses and structures and consider allowing some interim uses and improvements in area where future land use change will be determined by longer-term market opportunities.	Short
Prepare an urban design framework in conjunction with the tech campus area of Northshore that identifies locations and design concepts for district gateways, nodes and streetscape improvements.	Short
Conduct further study of the Muddy Creek corridor related to the potential for eco-tourism, or other potential public uses.	Mid - Term
Develop open space / trail overlay for Northshore and Center for Commerce and Industry including connections to Muddy Creek.	Mid - Term
Further study connection to Liberty Grove west of Muddy Creek from Merritt Road.	Mid - Term
Develop a collector street grid that connects area to City thoroughfare plan.	Mid - Term
Prepare design guidelines that identify the hierarchy and character of future roads, pedestrian zones, future block structures, building locational criteria, building form, and materials in conjunction with the tech campus area of Northshore.	Short
Develop a small area plan that further defines the size and scale of business park users consistent with a Tech Campus.	Short - to Mid - Term
Promote this area as the site for future educational and training institutions.	On - Going
Create marketing materials that support a long-term vision for a tech campus and educate area brokers about Rowlett's commitment to this concept.	Short - to Mid - Term
Quantify the remaining life of the TIF and its potential to assist with the completion of infrastructure (consistent with the vision) including gateway improvements.	Priority - to Short - Term
Investigate the feasibility of creating a revenue-sharing agreement between the property owners in Northshore and Center for Commerce and Industry that will be used to finance public improvements in both areas.	Priority - to Short - Term
Work with existing property owners to help them understand the vision and their potential return on investment associated with a long-term highest and best use scenario.	Priority

**Single Family Residential  
Available Lot Supply As of March 19, 2014**

**ATTACHMENT 4**

<b>Conventional Subdivision s</b>	<b>Acreage</b>	<b># of Lots</b>	<b>Permitted</b>	<b>Remaining Lots</b>	<b>Status</b>	<b>Zoning</b>	<b>Minimum Lot Size Sq Ft</b>
The Vineyards	46.893	155	0	155	Grading	PD SF-W & SF-V2	8,000 to 10,000
Lakehill Addition Phase 1	41.97	78	51	27	Home Construction	PD SF-9	9,000 to 13,000
Lakehill Addition Phase 2	27.65	88	0	88	Under Construction	PD SF-9	9,000 to 13,000
Springfield Commons Phase 1	34.931	55	21	34	Under Construction	PD SF 5	5,500
Springfield Commons Phase 2		80	0	80	Under Design	PD SF 5	5,500
Water's Edge Phase 1	21.963	40	14	26	Home Construction	PD - SF	10,000 to 20,000
Water's Edge Phase 2	38.959	80	0	80	Grading	PD - SF	10,000 to 20,000
Falcon's Ridge	12.905	41	11	30	Home Construction	PD - SF 8 & SF 9	8,000 to 9,000
Lake Valley Estates Ph 2	23.745	47	47	0	Home Construction	PD - SF 15	10,000 to 15,000
Lindsey Estates	18.895	58	46	12	Home Construction	SF-8	8,000
			<b>Sub Total</b>	<b>532</b>			
<b>New Urbanism Style Neighborhoods</b>							
Homestead Liberty Grove	199.1	629	0	629	Regulating Plan Approved	FBC	2,750 to 7,800
Merritt Village	63.7	241	0	241	Regulating Plan Approved	FBC	5,635 to 6,900
Trails at Cottonwood Creek	227.9	665	0	665	Zoning Approved	PD Interim Standards	2,975 to 7,700
			<b>Sub Total</b>	<b>1535</b>			
<b>Totals</b>	<b>758.61</b>	<b>2257</b>	<b>190</b>	<b>2067</b>			