



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Department of Development Services

**CM:** Todd Hileman

**DATE:** August 15, 2017

### **SUBJECT**

Hold a public hearing and consider adoption of an ordinance to rezone approximately 5.21 acres from Industrial Center Employment (IC-E) District to a Regional Center Commercial Downtown (RCC-D) District. The subject property is generally located on the west side of the I-35 Southbound Service Road and approximately 1,000 feet south of West University Drive. The Planning and Zoning Commission voted 5-0 to approve the request. (Z17-0014, Duluth Trading Co. & Northern Tools + Equipment).

### **BACKGROUND**

The applicant has requested to rezone approximately 5.21 acre site from Industrial Center Employment (IC-E) District to a Regional Center Commercial Downtown (RCC-D) District. The applicant intends to develop the site with retail buildings exceeding 10,000 square feet. The IC-E District permits Retail Sales and Service use with a limitation that only allows retail in association with a gas station and limits development to 10,000 square feet of floor area. Since the proposed use is not associated with a gas station and exceeds 10,000 square feet of floor area, the applicant is requesting a rezoning from IC-E District to RCC-D District, which permits retail uses outright. A similar request for rezoning from IC-E District to RCC-D District was approved for the property to the north in 2016.

The RCC-D District is one of the most intense zoning districts in the Regional Mixed Use future land use category and the City of Denton as a whole due to allowance of a wide array of commercial and high density residential land uses. It is intended to promote mixed use development with an urban character and businesses with a highly regional customer base to attract visitors to the City. All commercial and institutional uses are permitted with the exception of sale of products grown on site, motels, equestrian facilities, outdoor recreation, sexually oriented businesses, elementary schools, and cemeteries. Most industrial uses are either limited or not permitted.

While the RCC-D District promotes urban forms for commercial development, it has primarily been utilized as an appropriate zoning category for highly trafficked regional commercial and retail areas along the I-35 East corridor including; Rayzor Ranch Marketplace, Rayzor Ranch, Golden Triangle Mall, Denton Crossing, Unicorn Lake, Denton Regional Medical Center, and interstate frontage south of the hospital.

The Denton Plan 2030's Future Land Use Map designates the subject property as Regional Mixed Use along with properties on the north, south, and east. Properties designated for Industrial Commerce in the Future Land Use Map are located to the west of the subject property beyond the dividing rail line. The Regional Mixed Use designation applies to areas that serve as regional destinations within Denton. Development may include moderate and high density residential, commercial, office, entertainment, and

other uses except industrial, at the highest level of scale and density within the City. This designation is located primarily along I-35 corridor and primary arterials to encourage the greatest regional accessibility.

The proposed rezoning is consistent with the intent of the Regional Mixed Use land use designation. The site's location along the I-35 Frontage Road provides a highly visible location and has the potential to foster more regional commercial activity to energize the western side of the I-35 and University Drive intersection.

### **OPTIONS**

1. Approve as submitted.
2. Approve subject to conditions.
3. Deny.
4. Postpone consideration.
5. Table item.

### **RECOMMENDATION**

The Development Review Committee recommends approval of this request.

### **PRIOR ACTION/REVIEW (Council, Boards, Commissions)**

On August 9, 2017, the Planning and Zoning Commission recommended approval of the rezoning request (5-0).

### **STRATEGIC PLAN RELATIONSHIP**

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

**Related Key Focus Area: Economic Development**

**Related Goal: 3.4 Encourage development, redevelopment, recruitment, and retention**

### **EXHIBITS**

1. Agenda Information Sheet
2. Staff Analysis
3. Site Location Map
4. Existing Zoning Map
5. Future Land Use Map
6. Proposed Zoning Map
7. Permitted Uses
8. Presentation Slides
9. Public Notification Map and Responses
10. Planning and Zoning Commission Meeting Minutes
11. Draft Ordinance

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