

Comprehensive Plan Amendment and Zoning Change Application
Project Narrative
Corporate Headquarters Mixed-Use Development Project

The subject property is approximately 80 acres located at 3333 West University Drive just west of Interstate 35, comprised of the former Selwyn School site. The Corporate Headquarters Mixed-Use Development Project is intended to create a mix of uses anchored by high quality professional office buildings creating a live/work/play campus environment for a high-density employment center.

A Comp Plan Amendment is being requested by the property owner to change the Future Land Use designation within this area to Regional Mixed Use. Coinciding with a Comp Plan Amendment, the property owner is also requesting a rezoning to Regional Commercial Center-Downtown (RCC-D).

Site History

The property was formerly home to the private Selwyn School. The main campus building burned down a few years ago. There are some remaining structures on the site. The school relocated in 2017.

Surrounding Property Uses

The property is currently zoned Neighborhood Residential-2 (NR-2). Zoning to the north of the property is also NR-2. Zoning to the east of the property is Industrial Center-Employment (IC-E) and zoning to the west of the property is largely Industrial Center-General (IC-G) with a small portion of Employment Center-Commercial (EC-C). The Future Land Use Plan indicates a split designation on the property – Business Innovation to the north and Industrial Commerce to the south.

Existing land uses include a residential subdivision to the north, commercial/retail to the east, and large scale heavy industry to the south and west.

Existing Site Conditions

There are auxiliary structures on the site remaining from the former operations of the Selwyn School, but the property is currently vacant and largely open space.

There is the presence of a stream and lake on the property that do not appear to be within the FEMA Floodplain, but do appear to have an Environmentally Sensitive Area designation of Stream Buffer.

Utilities are present to serve the former school.

Proposed Site Conditions

The property owner proposes a change in Future Land Use Designation and Zoning in order to facilitate the conditions necessary to develop the property for a corporate headquarters type campus. The prime location of the property at the major intersection of Interstate 35 and Highway 380 lends itself to a mixed-use development focused on high-quality professional offices; while allowing for a mix of uses to create a live/work/play environment that would be attractive to corporations with high paying jobs and significant numbers of employees.

The exact configuration of buildings, and mix of uses would be determined based on the needs of the corporate end user, but could include restaurants, corporate-style housing, greenspace, and other amenities to support a headquarters environment.

Nuisance Abatement

Very large-scale industrial development exists immediately to the south and west of this property, and single-family residential development exists to the north. A mixed-use corporate campus environment would provide an appropriate buffer and transition between heavy industry and the commercial/residential uses along Highway 380.

Comp Plan and Land Use Compatibility

The proposed future land use designation and zoning district meet the following goals and objectives of the Comprehensive Plan, as well as create a desirable land use pattern as outlined below:

- A more appropriate land use that provides a transition from heavy industry to residential and commercial uses
- A logical continuation of the Regional Mixed-Use designation already in place along the northeast, southeast, and southwest corridors of the major intersection of Interstate 35 and Highway 380
- Meets Comp Plan Goal LU-2 of encouraging compact growth at centers and corridors
- The Regional Mixed-Use Designation is intended for areas that serve as regional destinations to Denton and are primarily located along I-35 interchanges and primary arterials to encourage the greatest regional accessibility
- Development criteria for the Regional Mixed-Use designation addresses:
 - A regional activity center that is larger and more diverse in its land uses and includes vertically integrated uses where different uses may occur on different floors of a building (necessary for corporate headquarters)
 - Diverse uses located in close proximity to one another so that all uses are accessible from a single location (necessary for corporate headquarters)
- The Comp Plan addresses economic vitality and establishes a community vision statement, which includes:
 - Leveraging our strategic location, universities, and medical institutions, as a national leader in technological and knowledge-based innovation, allowing us to attract and retain a highly educated workforce
 - We attract corporations that have a strong sense of corporate responsibility to the environment, the community, and who take active roles in being excellent corporate citizens
 - We encourage a compact development pattern which includes expanded areas of mixed-use, a broad array of housing and retail choices responding to changing demographics and market preferences
- Meets Comp Plan Goal FEV-1 3.1: Use the Future Land Use Map to ensure adequate development areas exist to support a self-sustaining economy with a diversity of live/work/play development opportunities
- Meets Comp Plan Goal FEV-1 3.2: Ensure the development of new workplaces that are close to and complement surrounding residential, civic, and recreational land uses

- Meets Comp Plan Goal FEV-2: Improve the City's job-to-worker ratio by increasing the number of jobs available to the resident workforce and local graduates.

The characteristics of this property are conducive for a large scale corporate headquarters type campus as well as a mixture of uses. The proposed change in the Future Land Use Designation and Zoning will help attract large scale corporations and businesses to this property in order to fulfill the goals and objectives outlined the City's Comprehensive Plan.