



PLANNING

To: Planning & Zoning Commission

Item No. 4

From: Dakari Hill, Senior Planner

Through: David Hoover, AICP, Director of Development Services

Cc: Suzanne Porter, AICP, Planning Manager

Re: Planned Development-69 Amendment for HEB Storage Container

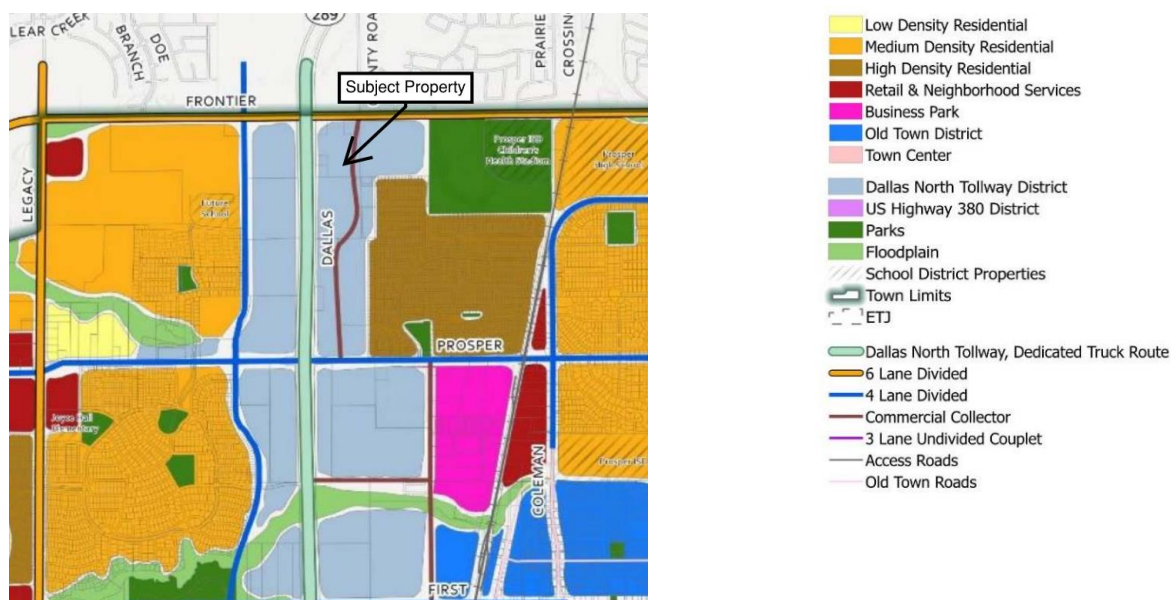
Meeting: November 4, 2025

Agenda Item:

Conduct a Public Hearing and consider and act upon a request to amend Planned Development-69 to allow for a seasonal storage container for a Big Box Retail store on 70.9± acres, located on the southeast corner of Frontier Parkway and Dallas Parkway. (ZONE-25-0011)

Future Land Use Plan:

The Future Land Use Plan recommends the Dallas North Tollway District.



Zoning:

The property is zoned Planned Development-69 (Retail).

Thoroughfare Plan:

This property has direct access to Dallas Parkway, Frontier Parkway, and Mayor Clary Lane.

Parks Master Plan:

The Parks Master Plan does not indicate that a park is needed on the subject property.

Hike & Bike Trail:

The Hike & Bike Trail Master Plan requires a ten-foot hike and bike trail along Frontier Parkway.

Legal Obligations and Review:

Notification was provided as required by the Zoning Ordinance and state law. Staff has not received any response to the proposed zoning request to date.

Attached Documents:

1. Aerial & Zoning Maps
2. Future Land Use Plan Exhibit
3. Exhibit A – Boundary Exhibit
4. Exhibit B – Letter of Intent
5. Exhibit C – Development Standards
6. Exhibit D-1 – Site Plan
7. Exhibit G – Storage Container Elevations

Description of Agenda Item:

The purpose of this request is to amend Planned Development-69 to allow an existing big box retail store to have a seasonal storage container. The storage container is proposed to be located behind the building from October 29th to January 2nd on an annual basis. The existing planned development has a base zoning of Retail which does not allow for incidental outdoor storage by right; it requires a Specific Use Permit. The applicant requests amending the Planned Development to add this as a permitted use.

Compatibility:

This zoning change would be out of character with the existing area due to incompatibility with the surrounding properties. The adjacent property that is developed do not include outdoor storage. There is vacant property to the east and west of the big box retail store within this planned development for which plans have been approved for future development, and none show an outdoor storage component. Therefore, the proposed zoning change is incompatible with incoming development in this area.

The zoning and land use of the surrounding properties are as follows:

	Zoning	Current Land Use	Future Land Use Plan
Subject Property	Planned Development-69	Big Box with Gas Pumps, Drive-through Restaurant, and Bank	Dallas North Tollway District
North	Celina	Vacant	N/A
East	Planned Development-69	Vacant	Dallas North Tollway District
South	Commercial Corridor	Vacant	Dallas North Tollway District
West	Planned Development-69	Vacant	Dallas North Tollway

Uses:

There are two tracts of land within the Planned Development-69. The HEB grocery store is within Tract 1. If the requested amendment is approved, the list of permitted uses within Tract 1 would be amended to include the following:

One storage container may be permitted annually on the south side of the big box retail store from October 29th – January 2nd of the following year, in accordance with the location shown on Exhibit D-1 and the elevation shown on Exhibit G.

Town Staff Recommendation:

The proposed zoning request is not compatible with adjacent properties, none of which have outdoor storage containers on their lots. The container will be visible from Mayor Clary Lane and is not screened per ordinance standards. Furthermore, no other grocery store or big box in the Town is permitted to have outdoor storage containers. For these reasons, Town Staff recommends denial of the request to amend Planned Development-69 to allow for a seasonal storage container on 70.9± acres, located on the south side of Frontier Parkway and 260± feet east of Dallas Parkway.

Town Council Public Hearing:

Upon a recommendation by the Planning & Zoning Commission, a Public Hearing for this item will be scheduled for the Town Council at their Regular meeting on November 25, 2025.