

801 S. Highway 78 Wylie, TX 75098

Proposal and requested variances to CR zoning to allow for a
Retail; Commercial & 55+ residential development



Iterations Since October 2025 Work Session

- **October 2025 Work Session – 324-unit Multi-Family Development (175 or 54% 55+) or 104 For-Sale Townhomes**
 - Council Feedback: Traffic concerns, preference for a commercial component, and less density
- **Further Explored Retail Concepts – Big Box & Strip Center**
 - Attended ICSC San Antonio, ICSC Las Vegas, and discussed feasibility with investment sale and leasing brokers, prospective tenants, and local developers active in Wylie
 - Market Feedback: limited highway frontage, challenging access, and a lack of retail synergies
- **Explored Hotel Concepts – 125-key Select Service or Extended Stay Concept**
 - Engaged LW Hospitality Advisors (LWHA) to perform feasibility analysis.
 - Market Feedback: Limited corporate demand, doesn't pencil without large subsidies (\$20MM+)
- **Refined Townhome Concept – 91 Townhomes with Retail Outparcel**
 - Market Feedback: Townhomes too close to highway

Proposed Plan

Mixed-Use Development featuring 250-unit Active Adult Community (55+), 12,000 SF of Ground Floor Retail/Commercial, and 1,500 SF Retail Outparcel

- **Targeted Commercial Tenants:**
 - Physical Therapy / “Stretch Lab”
 - Hair Salon
 - Casual Dining: Coffee Shop/Bakery/Wine Bar
- **Active Adult Community will feature:**
 - Pool and Clubhouse
 - Fitness Center
 - Dining Room with Meal Services & Entertainment
 - Walking Trails with benches & dog parks
 - Pickleball Court
 - Theater Room
 - Elevators



*Draft site plan – subject to change

Why 55+ Active Adult Mixed-Use Community?

- Allows for a path to activating the site
- Growing 55+ demographic in Wylie
- No impact on schools
- Lower impact to rush hour traffic and parking demand (subject to TIA)
- Quieter residential environment
- Stable long-term, community-involved resident base with low turnover rates
- Creates an amenitized housing option for downsizing residents looking to remain in Wylie
- Property Tax will increase 10x & Commercial Sales Tax will be activated
- Synergies with surrounding & planned retail
 - Easy transition to adjacent skilled nursing facility (Wylie Oaks Health & Rehab)
 - Northplace Church offers additional community
 - Complementary lifestyle-targeted retail and businesses

Zoning

- Zoning Allowances: Community Retail (CR)
 - Residential uses shall be in a mixed-use structure
 - 15 Dwelling Units/Gross Acre
- Density Summary
 - From Developable Acres - 100% of Allowable Density (15 Units/Acre) – 173 Units
 - From Floodplain – 61% of Allowable Density (9 Units/Acre) – 77
 - **Total Requested – 83% of Allowable Density (12 Units/Acre) - 250**

	Acreage	Units Per Acre	% of Buildable per Zoning	Units
Developable	11.5	15	100%	173
Floodplain	8.5	9	61%	77
Total	20	12	83%	250

Development Plan

- Development Plan will be configured to City standards with the exception of:
 - **Building Height:**
 - Variance from the maximum building height of 36 feet and two stories to allow for 45 feet and four stories.



Estimated Tax Impact

- **RMWC engaged Noell Consulting Group to perform a Tax Analysis for the proposal.**

*Additional support for figures included in Addendum.

- **55+ Active Adult**

- Property Tax – \$934,710 (increase of
- Local Annual Retail Spending by Tenants - \$2,749,875

- **Commercial Component**

- Property Tax – \$110,740
- Annual Sales - \$5,395,000
- Sales Tax Generated – \$445,088

- **Property Tax Increase of \$964,750 over in-place taxes of \$80,697**

Total Annual Property Taxes:	\$1,045,450
Total Annual Sales Tax:	\$445,088
Total Annual Sales & Spending:	\$8,144,875

Thank you!

Tax Analysis – Addendum – 55+ Active Adult

Project Summary

Residential

Units	250
Estimated NRSF	225,000
Estimated Gross SF	316,901

Collins County 55+ Residential Valuation Comps

Property	Year Built	Units	GSF	2025 Tax Valuation	Value/Unit	Value/GSF
Mera Craig Ranch Senior Apartments	2023	216	287,821	\$38,000,000	\$175,926	\$132
Alders at Prosper	2023	188	262,995	\$38,000,000	\$202,128	\$144
Twin Rivers at Collin Creek Senior Living	2021	136	158,181	\$26,844,904	\$197,389	\$170
Retreat at Wylie	2015	320	385,736	\$56,043,750	\$175,137	\$145
Overture Frisco Senior Apartments	2016	162	211,761	\$27,600,000	\$170,370	\$130
Overture Plano Senior Apartments	2015	168	262,423	\$34,575,219	\$205,805	\$132
Bell Tower Reserve	2016	121	179,025	\$19,900,000	\$164,463	\$111
Artistry At Craig Ranch Apartments	2016	163	231,705	\$23,658,643	\$145,145	\$102
Average	2018	184	247,456	\$33,077,815	\$179,545	\$133
Min	2015	121	158,181	\$19,900,000	\$145,145	\$102
Max	2023	320	385,736	\$56,043,750	\$205,805	\$170

Subject Site - Residential Valuation

Estimated Value	\$47,953,500	*average of 2021-2023 construction properties per unit
Per Unit	\$191,814	
Per GSF	\$151	

Jurisdiction	Tax Rate	Property Taxes
Collin County	0.149343%	\$71,615.20
Wylie City	0.543438%	\$260,597.54
Collin College	0.081220%	\$38,947.83
Wylie ISD	1.175200%	\$563,549.53
Total	1.949201%	\$934,710

Retail Spending	Per Unit	Total Residents
Residents	1.5	375
Local Retail Spending	Per Capita	Total Retail Spending
	\$7,333	\$2,749,875

Source: Noell Consulting, Collins Central Appraisal District, Collins County Tax Assessor, Costar

Tax Analysis – Addendum – Commercial

Project Summary

Retail

SF Mixed-Use	12,200
SF Outparcel	1,500

Collins County New Retail Valuation Comps

Property	Address	Year Built	Acres	SF	2025 Tax Valuation	Value/SF
Inception Retail Center	5701 S Custer Rd, Mckinney, Tx 75070	2024	0.62	5,250	\$1,092,424	\$208
Chuck E Cheese	2265 N Central Expy, Allen, Tx 75013	2024	1.51	10,388	\$4,258,893	\$410
Spec's Liquor	900 S State Hwy 78, Lavon, Tx 75166	2024	1.56	11,004	\$3,182,893	\$289
Specs Wine & Spirits	2900 W University Dr, Mckinney, Tx 75069	2023	1.46	14,524	\$4,719,100	\$325
Sherwin Williams	2601 Sam Rayburn Hwy, Melissa, Tx 75454	2023	1.02	4,261	\$3,146,364	\$738
Vanity House	1601 14th St, Plano, Tx 75074	2022	0.64	4,586	\$1,516,770	\$331
SR Grocery	1207 N Tennessee St, Mckinney, Tx 75069	2021	0.22	1,760	\$562,046	\$319
Wild Fork Foods	2351 E University Dr, Prosper, Tx 75078	2021	1.29	4,558	\$3,721,410	\$816
Enterprise	1515 N Custer Rd, Mckinney, Tx 75071	2021	0.69	1,544	\$865,000	\$560
Wild Fork	3010 W Fm 544, Wylie, Tx 75098	2021	0.95	4,500	\$3,447,360	\$766
Specs Wine & Spirits	3371 E Renner Rd, Plano, Tx 75074	2021	1.14	10,012	\$3,725,300	\$372
Shops at the Gate	4646 Dubai Way, Frisco, Tx 75034	2020	1.76	36,869	\$17,406,787	\$472
Desi District	5400 Collin Mckinney Pkwy I, Mckinney, Tx 75070	2020	2.37	5,073	\$2,060,267	\$406
The Heights at Frisco	7100 Stonebrook Pkwy, Frisco, Tx 75034	2020	1.04	7,024	\$3,658,917	\$521
Average		2022	1.16	8,668	\$3,811,681	\$467
Min		2020	0.22	1,544	\$562,046	\$208
Max		2024	2.37	36,869	\$17,406,787	\$816

Subject Site	Valuation	Value/SF
SF Mixed-Use	\$4,767,358	\$391
SF Outparcel	\$913,924	\$609
Total	\$5,681,283	\$415

Spending/SF	Annual Sales
\$350	\$4,270,000
\$750	\$1,125,000
\$394	\$5,395,000

Jurisdiction	Property Tax Rate	Tax
Collin County	0.149343%	\$8,485
Wylie City	0.543438%	\$30,874
Collin College	0.081220%	\$4,614
Wylie ISD	1.175200%	\$66,766
Taxes	1.949201%	\$110,740

Sales Tax Rate	Rate	Taxes
State	6.25%	\$337,188
Wylie + Wylie EDC	1.50%	\$80,925
4B Parks/Rec/Library	0.50%	\$26,975
Total	8.25%	\$445,088

Source: Noell Consulting, Collins Central Appraisal District, Collins County Tax Assessor, Costar