



**REGULAR PLANNING AND ZONING COMMISSION
MEETING TUESDAY, FEBRUARY 11, 2025, 6:30 PM
CITY HALL, 2610 SOUTH MAIN, STAFFORD, TEXAS**

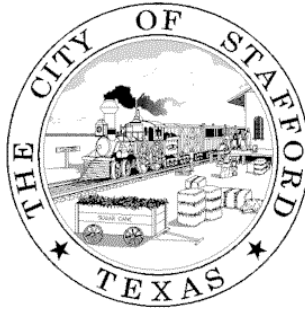
1. Call meeting to order, roll call of Planning and Zoning Commissioners, Pledge of Allegiance.
2. Public comments
3.
 - (a) Discussion and consideration of a Planned Development District application from Crow Holdings, for the development of a commercial/retail & light industrial complex, located at 12439-12515 Murphy Rd.
 - (b) Public Hearing on Specific Use Permit Application.
 - (c) Discussion on comments made during the Public Hearing.
 - (d) Consideration of appropriate action on items (a-c).
4. The Planning and Zoning Commission may make announcements of community interest in accordance with Sec. 551.0415 of the Texas Government Code
5. Adjournment.

Thomas Coon

Thomas Coon, City Planner

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (281) 261-3900 for further information.

I CERTIFY THAT THE ABOVE NOTICE OF MEETING AND AGENDA WAS POSTED ON THE BULLETIN BOARD OF THE STAFFORD CITY HALL ON FRIDAY, FEBRUARY 7, 2025



CITY OF STAFFORD

PUBLIC WORKS DEPARTMENT

TO: PLANNING AND ZONING COMMISSION
FROM: THOMAS COON, CITY PLANNER
SUBJECT: PROPOSED ZONING AMENDMENT
DATE: FEBRUARY 11, 2025

Zoning Amendments Proposed

The purpose of this memo is to propose the adoption of an ordinance amending Chapter 102 of the Code of Ordinances, the same being the City's Comprehensive Zoning Ordinance, to consider a Planned Development District application from Crow Holdings, for the development of a commercial/retail & light industrial complex, located at 12439-12515 Murphy Rd.

Staff recommends approval for this SUP.

I. INTRODUCTION

Crow Holdings and assigns (“Applicant”) is proposing a Planned Development District (PD) for redevelopment of the 10.55 acre Murphy Road site, located on the east side of Murphy Road approximately 400 feet south of West Airport in Stafford, TX. The site is just north of the Weatherford Farms Planned Development District recently developed by an affiliate of Applicant, which is the template for this application and development. The area map (Exhibit A) illustrates the location of the land. Applicant is the contract buyer of the site and has the authority to file this application for a Planned Development District.

The site is located in the Primary Corridor District (PC). The Purpose and Intent of the PC district is stated in Sec. 102.77.1 of the Zoning Ordinance, as follows:

“Sec. 102-77.1. - Purpose and intent.

Purpose. District PC is for the areas along and adjacent to F.M. 1092 North and South of U.S. 90A and areas South of U.S. 90A, as shown on the District PC map as it may be amended from time to time. This corridor is highly visible within the community and region and therefore, contributes significantly to the visual impressions formed by those who traverse it. The purpose of this district is to enhance the aesthetic character along this primary corridor as a means to preserve and enhance property values, business opportunities, and community identity. The standards of this district redefine the permitted and specific uses and establish parameters for accessory uses. They also require improved building and site design; better outdoor storage and displays; and enhanced landscaping, screening, and buffering.”

A PD- Planned Development District is permitted for this site. The Purpose and Intent for a PD is stated in Sec. 102-82.1 of the Zoning Ordinance, as follows:

“Sec. 102-82.1. - Purpose and intent.

Purpose. The Planned Development District (PD) is intended to provide for flexibility and encourage a more creative, efficient and aesthetically desirable design and placement of buildings, open spaces, and circulation patterns and to best utilize special site features such as topography, size and shape. It is intended that the flexibility permitted by this zoning category extends to discretionary approval, through site plan review of items such as parking space requirements, building line setbacks, square footages of buildings and structures, protective screening, or sign placement and specifications in order to achieve the purposes and objectives stated in conformance with good planning practices and land utilization.

(1) While great flexibility is given to provide special restrictions, which will allow development not otherwise permitted, procedures are established herein to prevent against misuse of the increased flexibility.”

This PD is consistent with both the PC and PD purposes and intent, as it requires

- (i) improved building and site design,
 - (ii) enhanced landscaping, screening and buffering,
 - (iii) a creative, efficient and aesthetically desirable design and placement of buildings, open spaces and circulation patterns, and
 - (iv) best utilization of the site, all as shown on the attached exhibits.
- The proposed project is “best in class” and will have a visual and aesthetic appearance equivalent or superior to any other existing project along Murphy road, including existing retail.
 - The design and use of the site is consistent with adjacent and area structures and uses.
 - The development of the site per the PD will not have any adverse impact on area structures and uses but will actually benefit the area.
 - Outside storage and displays shall not be visible along street frontage or shall be properly screened in accordance with City of Stafford codes.

II. PROJECT DESCRIPTION

1. Existing Conditions

The site is currently improved with a mix of older unsightly metal and residential style buildings operated as mix of commercial uses including a used auto dealer, moving and storage company and a landscape company (Exhibit A, B, & C). The site falls within the PC zoning district and is bounded on the north, south and east by the Residential, Commercial, and Technology (RCT) district. The site is positioned on the east side of Murphy Road with right in right out access points to Murphy Road. The surrounding uses consist of mostly commercial businesses and a residential mobile home park.

2. Goals and Objectives

The intent of the PD request to include Commercial & Light Industrial is to allow for the flexibility of building uses that will revitalize the site and take advantage of its connectivity and access to major thoroughfares, business, retail, and residential centers via on Murphy Road. (Exhibit A). In addition, the economic advantages the City of Stafford provides, positions the site to capture the growth in the ecommerce industry as well as business seeking point of sales transactions. The quality and character of the entire development will be assured through guidelines for architecture, landscaping, lighting and signage aesthetics consistent with the City of Stafford Ordinances and this application established and enforced by the Design Review Committee.

3. Project / Plan Description

The redevelopment plan includes a mixed-use development with a single 182,550 square foot building designed for multiple users with different types of usage so it can be responsive to market demand (Exhibit D). The building is designed to attract tenants who value visibility, curb appeal, and high-profile locations often to drive customers to their business for point-of-sale transactions. In addition, the development is designed to the most modern standards that appeal to a wide range of tenants including those that engage in the rapidly growing ecommerce

industry. The building will be architecturally compatible with the Weatherford PDD down the street and will be superior in appearance to the buildings along the west side of Murphy Road across from the site. The Murphy Road frontage of the building provides architectural interest and first-class appearance. The site will meet or exceed all of Stafford Code of Ordinances regarding landscaping, pedestrian access, and architectural design.

The preliminary development plan, illustrated in Exhibits D, G, I and J in this document is included to establish a general guideline for the layout of the vehicular circulation, pedestrian areas, landscaping, and building configuration and areas.

III. ZONING

1. Proposed Zoning District Designation

The site is currently zoned as PC. A PD which incorporates Commercial / Retail & Light Industrial is requested.

2. Permitted Uses

The following uses shall be permitted as part of the PD.

Light Industrial:

Distribution Center
Manufacturing, Light
Office/Warehouse

Commercial / Retail:

Business Park
Clinic, Medical
Clinic, Veterinary
Health Club
Hotel
Office, business
Office, professional
Restaurant
Retail, big box
Retail, general
Tavern
Veterinary or Animal Clinic
Amusement arcade
Gymnasium
Recreation, outdoor & indoor

IV. DEVELOPMENT REGULATIONS

1. Street Circulation System

The 10.55 acre Murphy Road site is on the east side Murphy Road south of West Airport. There will be two access points from Murphy Road with an internal drive parallel to Murphy Road connecting the two access points with perpendicular parking. Sidewalks will be provided along the right-of-way of Murphy Road.

2. Building Architectural Design, Layout, & Setbacks

Minimum Lot Area: 10,000 SF

Minimum Lot Frontage: 100'

Maximum Lot Coverage By Buildings: 60%

Maximum Building Height: No maximum building height; provided, however, that if adjacent to a structure of a lesser building height in an adjoining zoning district, the maximum height shall be seventy-five (75) feet at the setback plus one foot of increased height for each two (2) feet of additional setback.

Minimum Front Yard Setback: 10'

Minimum Side (Interior) Yard Setback: 0'

Minimum Side (Street) Yard Setback: 0'

Minimum Rear Yard Building Setback: 10'

All non-residential buildings or structures shall comply with the following minimum exterior finish standards:

- a. *Front walls:* Eighty percent of any exposed exterior wall forming the front of a building or structure, exclusive of windows, doors, roofs, or sidewalk and walkway covers, shall be constructed to finished grade using Category A exterior wall finishes in acceptable colors.
- b. *Side/Rear walls:* Not less than 70 percent of any exposed exterior wall forming a side of a building or structure, exclusive of windows, doors, roofs, or sidewalks and walkway covers, shall be constructed to finished grade using Category A exterior wall finishes in acceptable colors.

Acceptable colors for building finish shall mean earth tone colors and may include, but not be limited to, shades of white, gray, tan, terra-cotta, olive, sand, forest green, beige, rust sepia, gray, brick red, and buff. Tenant brand colors may be used for signage and architectural accents. Category A exterior wall finishes shall be applicable to commercial buildings and structures and shall mean exterior wall finishes of glass, concrete, stucco/EIFS and any masonry material.

3. Landscaping

Landscaping shall meet or exceed the landscaping requirements as stated in the Comprehensive Zoning Ordinance of the City of Stafford. All landscaping shall be restricted to the approved plant list (Exhibit G).

4. Signage

The signage shall comply with the signage standards as stated in (Exhibit H). All wall signage along Murphy Road Corridor shall be individual channel letters and/or raised box type logo.

5. Sidewalks

The site will have five-foot pedestrian connections throughout to ensure the safety of pedestrians (Exhibit J).

6. Parking

Warehouse- 1 per 2,000 sf

Warehouse Office- 2.5 per 1,000 sf

Retail- 4 per 1,000 sf

Office- 4 per 1,000 sf

Restaurant- 8 per 1,000 sf.

Other parking shall comply with the then latest standards set by the Institute of Transportation Engineers. These standard apply in lieu of the City parking standards.

V. UTILITIES

1. Utilities

The utilities for this site will be appropriately designed, sized, and constructed in conformance with criteria approved by the City of Stafford's design guidelines.

VI. Community Benefits

Murphy Road PD

Community Benefits/Development Agreement

Crow Holdings proposes the PD include specified Community Benefits to the Stafford community from the development of this project. Concerns were raised that the project, although removing an eyesore along prominent Murphy Road with a Class A, architecturally appropriate building, only provides generalized benefits to the city such as bringing new business and jobs. The city has identified Murphy Road as a corridor to provide uses and services benefiting city residents, and retail tax generating businesses.

The project is designed and will be marketed to permit retail use on the Murphy Road end of the project. However, retailers require direct street exposure, generally only require 200' in depth for their sites, and prefer a corner site with access to 2 streets. The project is mid-block, only its narrow portion has street exposure and most of the project is too deep for retail use. Thus, most of the project is not viable for retail usage. Crow has already committed to negotiate in good faith with any retailers interested in the Murphy Road space. However, a market study of the retail market in the immediate area shows significant existing available retail space in existing traditional retail centers with market rent much lower than the minimum necessary to support a

Class A new construction building like the project. The project would support a furniture or appliance retailer desiring significant warehouse space with an on-site retail component.

Since Crow believes that there is not significant retail demand for the project, and retail is the city's focus along Murphy Road, Crow proposes that the PD incorporate the following:

1. **Public Space**

The site plan for the project shows a reserve public space which may be used for Food Trucks. Stafford EDC or other appropriate division of the City will manage this area under a Development Agreement providing for reasonable controls on use and protections for Developer and project tenants.

2. **Weekend Public Access to Murphy Road Parking Area**

For 10 years from Completion, the area between the 2 Murphy Road curb cuts for the project may be reserved for weekend public use as follows (to be included in a Development Agreement):

- a. Stafford EDC to be the public contact.
- b. EDC to vet and approval public uses for the area, subject to landowner's approval, not to be unreasonably withheld, conditioned or delayed and deemed granted if a response if not sent within 7 days of EDC's proposal with reasonable detail.
- c. EDC to coordinate with the owner and execute a Usage Agmt. with appropriate limits and owner protections (such as insurance, liability waivers and indemnity).
 - i. EDC will sub-contract with the actual public user.
- d. Examples of permitted uses:
 - i. Food Trucks
 - ii. Off-site parking for public activities
 1. Stafford Centre
 2. City sponsored events with shuttle buses
 - iii. Vintage Car Meet
 - iv. Farmer's Market
 - v. Spring /Fall carnival
- e. A licensed peace officer must be provided on site throughout the event.
Driveways and Tenant operations may not be obstructed or affected.

3. **Retail Leasing**

Developer and the EDC shall cooperate to permit the EDC to market the project for retail use. Developer will cooperate with the EDC on any economic incentive programs to entice retailers to the project. Developer will not charge retail tenants more than it proposes to charge non-retail tenants for comparable lease terms or comparable size space. The final decision on a particular tenant and a particular space must be retained by Developer.

4. **Designated Retail Space**

Developer has designated 5,000 SF at the Northwest corner of the project (the most prominent and appropriate location for small retail tenants and will hold that space for retail leasing for at

least 1 yr from the Completion to insure that there is a reasonable time for marketing that space for retail purposes. After that 1 year period, the space may be leased for any permitted use.

5. **Public Signage**

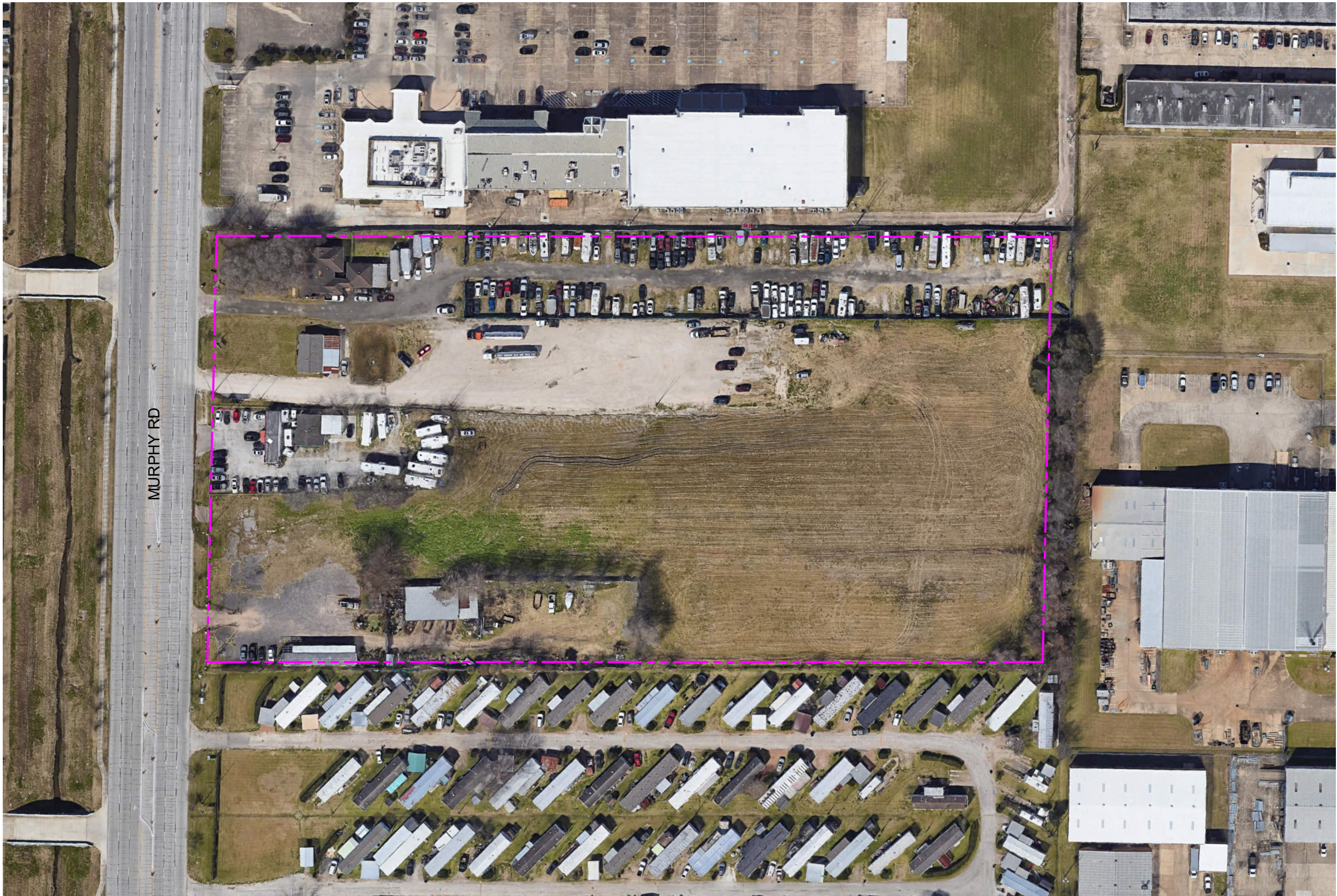
For 10 years from Completion, owner will permit the EDC or any City Party to install temporary signage to publicize any community event sponsored (or co-sponsored) by the EDC or any City Party. The size, location, time and type of signage will be described in a Development Agreement and may not infer with business of Tenants in the project.

“Completion” means the issuance by the City of a certificate of completion (or equivalent) for the project building shell. Attached is a site plan showing the Public Space, the Murphy Road Parking Area and the Designated Retail Space

Developer and the City will negotiate in good faith the specifics of these rights in the final PD and a related Development Agreement.

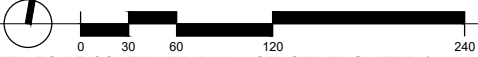
EXHIBIT A - SITE AERIAL

SITE BOUNDARY AERIAL



MURPHY RD

* PRELIMINARY NOT FOR CONSTRUCTION, PERMIT, OR REGULATORY APPROVAL. * BOUNDARY LINES AND EASEMENTS ARE PRELIMINARY & REQUIRE VERIFICATION - SURVEY NOT PROVIDED. * ALL BUILDING AREAS ARE APPROXIMATE UNTIL BUILDING FOOTPRINT/ ENTRY DESIGNS ARE FINALIZED. * RENDERING IS REPRESENTATIVE OF DESIGN INTENT ONLY. IT IS NOT A PHOTOREALISTIC REPRESENTATION OF ACTUAL MATERIALS PROPOSED AND SHOULD BE CONSIDERED PRELIMINARY AT ALL STAGES. * PRELIMINARY DETENTION CALCULATIONS. CALCULATIONS ARE SUBJECT TO CHANGE AND NEED TO BE CONFIRMED BY A LICENSED ENGINEER. *



MURPHY RD
a project for
CROW HOLDINGS DEVELOPMENT



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EXHIBIT F - BUILDING IMAGE 01

SW CORNER ENTRY



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MURPHY RD
 A PROJECT FOR
CROW HOLDINGS DEVELOPMENT

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EXHIBIT F - BUILDING IMAGE 05

AERIAL



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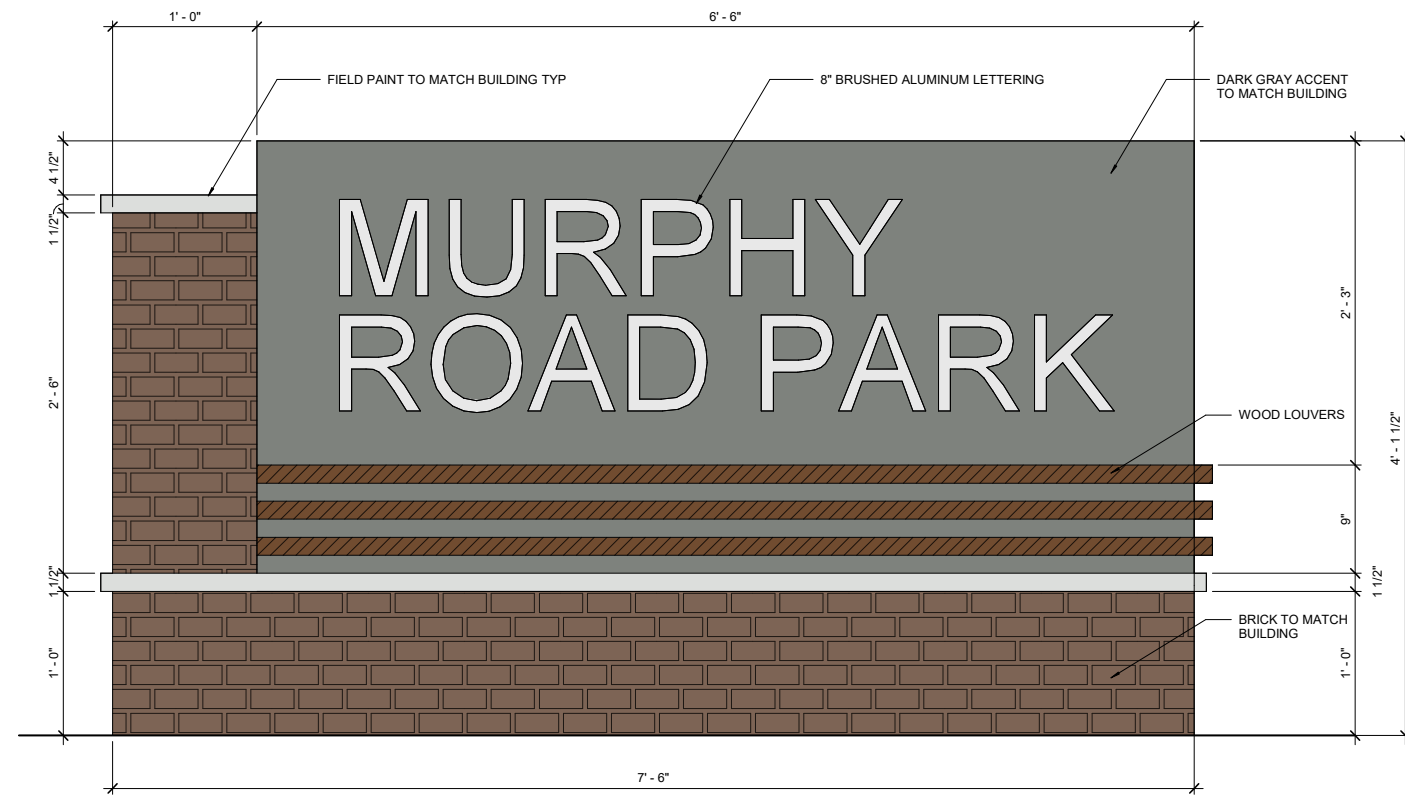
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MURPHY RD
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CROW HOLDINGS DEVELOPMENT

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EXHIBIT H- CONCEPTUAL MURPHY ROAD PARK SIGNAGE EXHIBIT

SCALE: 1 1/2" = 1'-0"



FRONT OF SIGN

SCALE: 1 1/2" = 1'-0"



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