

AGENDA ITEM REPORT

I.6



To: Town Council

Subject:

Hold a public hearing, discuss, consider and act upon the first reading of Ordinance 2024-08 regarding a Planned Development concept plan and ordinance amendment of the Gateway Park Planned Development Ordinance No. 21-24 and Ordinance No. 21-13 as it relates to the Gateway Park mixed use development, generally located at the southeast corner of Town East Boulevard and Belt Line Road, consisting of approximately 60.457 acres tract of land within Planned Development (PD) zoning district.
Case 1812-Z/Gateway Park Planned Development (PD) Zoning Amendment.

Meeting: Town Council - September 9, 2024

Department: Development Services

Staff Contact: Surupa Sen

SUGGESTED ACTION:

Staff recommends approval.

BACKGROUND INFORMATION:

The Gateway Park mixed use development and associated Planned Development zoning ordinance (Ordinance No. 21-13) was originally envisioned and approved by Town Council in June 2021. The PD encompasses approximately 60.5-acres tract of land, which is mostly vacant. The Gateway Park planned development, as the name indicates, is located at a key entrance to the Town of Sunnyvale with access from both Belt Line Road and Town East Blvd. Intent of the PD zoning is to maintain a base zoning designation of Local Retail (LR) with two additional sub-districts allowing Sports and Entertainment (SE) and Pocket Neighborhood (PN) amenities within the PD.

The applicant and developer Deric Salser, Salser Development Group, have submitted a PD amendment application to develop the property with an anchor grocery store, multi-tenant retail, and gasoline service station. The approved concept plan of Gateway Park PD shows a soccer complex on the area where the proposed grocery store and the retail/restaurant building is being planned. As a result, to comply with the approved PD concept plan, the

applicant is proposing the PD amendment to add the revised concept plan. Additionally, the proposed pad site locations and sizes are being adjusted along with adding different signage allowances through this PD amendment process.

The PD amendment will be the first step to facilitate this much needed and anticipated grocery, retail, and restaurant project to break ground in Spring of 2025. The anchor Tom Thumb store will inject the necessary fuel to jump start the Gateway Park mixed use development. The Town and the 4-B Board recognizes this project as a vital economic development tool and has approved a 380-incentive agreement for the grocery store and associated fuel islands.

Planning & Zoning Commission Recommendation

The Planning and Zoning Commission considered this PD - concept plan and ordinance amendment request at their August 21, 2024, meeting, and unanimously recommended approval.

FINANCIAL IMPACT:

PUBLIC NOTICE:

A total of 33 letters of notification were mailed to neighboring property owners within 200 feet of the subject property on August 8, 2024. Two signs were also posted on the subject property on the same date. Notice of the public hearing has been published on Dallas Morning News (DMN) legal notice section on August 23, 2024. As of the writing of this report, the town has not received any response with regard to the Planned Development Amendment request.

ATTACHMENTS:

[Staff Report.pdf](#)

[Ordinance 2024-08 Gateway Park Planned Development \(PD\)](#)

[Map.pdf](#)

[Current Gateway Park PD Ordinance No. 21-13 and 21-24.pdf](#)

[Signage Exhibit.pdf](#)