

APPLICANT'S NARRATIVE

The Ridge @ the NWC of Carrollton Parkway and Old Denton Drive
Fourth Avenue Investments, LLC has requested a change in the comprehensive land use plan adopted February 18, 2003 from Medium Intensity commercial to single family residential planned development with a base zoning classification of SF 5/12.

The subject property

- Located NWC of Old Denton Road and Carrollton Parkway
- Contains approximately 13 acres of land
- Immediately adjacent to an approximate 6 acre site (different ownership) which fronts SH 121 Toll Road which is also noted on the Comprehensive Land Use Plan as being High Intensity Commercial.
- Located within a market area that is a residential market rather than a regional commercial market area.
- An elementary school is situated directly across Carrollton Parkway from the site.
- Single Family residential has been developed along the north boundary and to the east across Old Denton Drive.

Previous Comprehensive Land Use Plan Changes

- During the calendar year 2012 the City modified the Comprehensive Land Use Plan for land located along SH 121 Toll Road and across Carrollton Parkway from the subject from High Intensity Commercial to single family residential.

Traffic

- The traffic along Old Denton Road using the most current Carrollton Traffic Counts is less than 12,000 cars per day. Carrollton Parkway traffic based upon most recent Carrollton Traffic Counts is less than 800 cars per day.
- Low traffic counts lend to the area for residential use and not commercial use. Traffic demand for users, Jr Anchors or even grocers to locate here requires 30,000 cars per day on both thoroughfares at a minimum.

Conclusion

- The subject property is less likely to develop as commercial than the High Intensity Commercial Tract which had frontage along SH 121 Toll Road which was reclassified to residential.
- Commercial development and tenant retention is more likely to occur along Major Arterials intersections such as Old Denton Road and Hebron Parkway or at the SE Quadrant of SH 121 Toll Road and Hebron Parkway over the less travelled intersection of Carrollton Parkway and Old Denton Road.