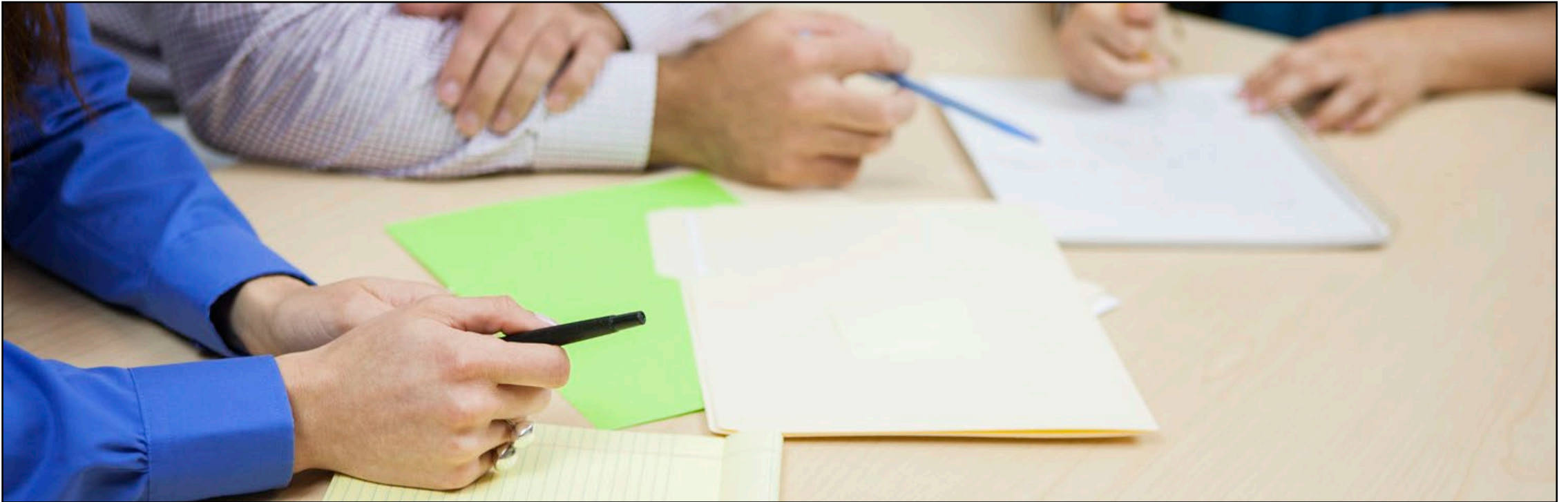


Item H-3

PUBLIC HEARING: Consider replacing the City of Keller Land Use Element of the Keller Master Plan, adopted by Resolution No. 1051, dated August 31, 1998; bringing into conformance with state and federal laws and professional best practices; providing a conflicting ordinance clause; authorizing publication; and establishing an effective date.

Item H-3 Why Update the FLUP?

- Current FLUP (1998) is outdated
- FLUP forms the basis for all subsequent City Master Plans
- Reflects the community's vision for future development



Item H-3

Future Land Use Plan and Zoning

Aren't they the same thing?

Interdependent, but not the same.

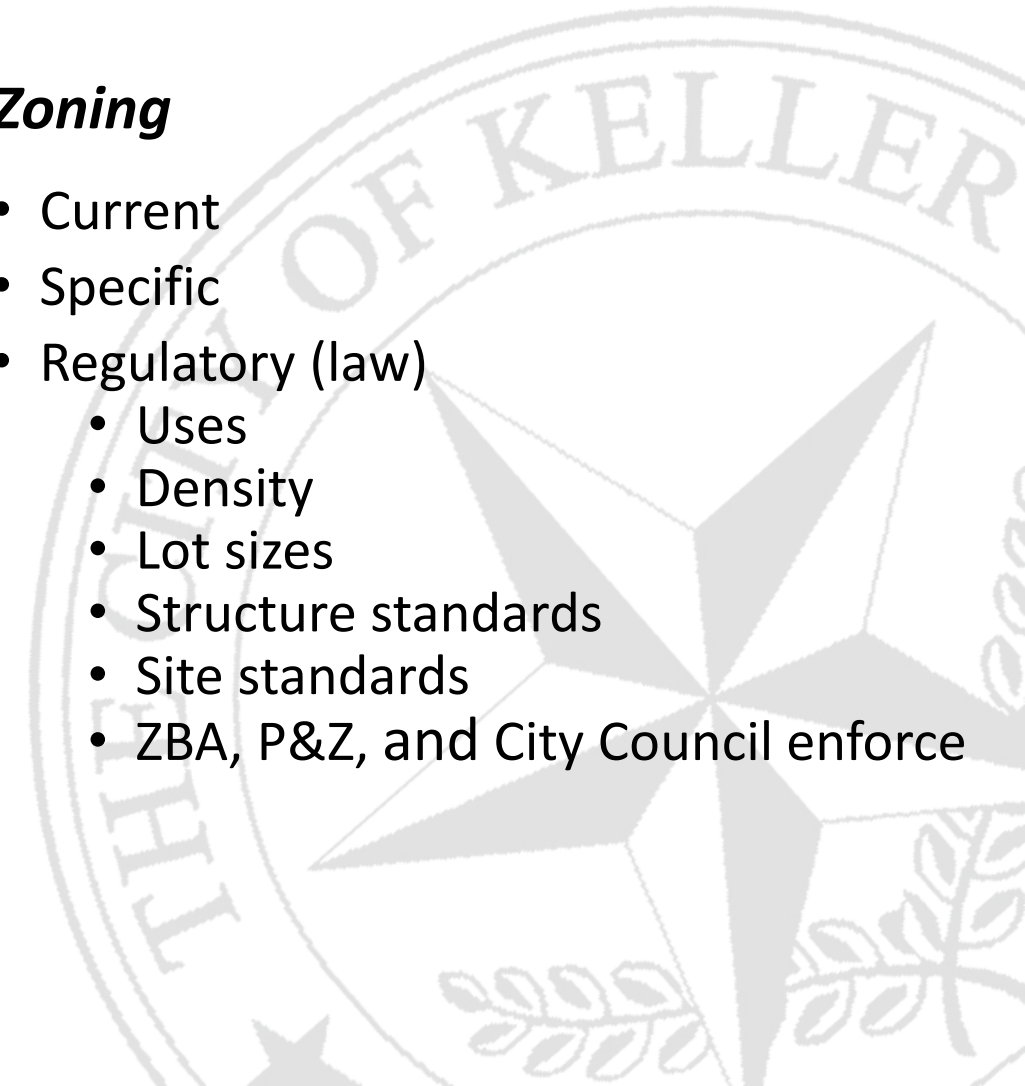
Future Land Use Plan

- Future
- Broad
- Policy (guidelines)
 - Basis for review of zoning change requests
 - Not sole determinant for zoning
 - Reflects the Council's vision



Zoning

- Current
- Specific
- Regulatory (law)
 - Uses
 - Density
 - Lot sizes
 - Structure standards
 - Site standards
 - ZBA, P&Z, and City Council enforce



Item H-3

Future Land Use Plan and Zoning

The Future Land Use Plan provides recommendations on land use development (residential, retail, commercial, tech/flex space, open space, etc.) for the future. These recommendations in turn provide the foundation for the other master plans (infrastructure, parks and trails, etc.).

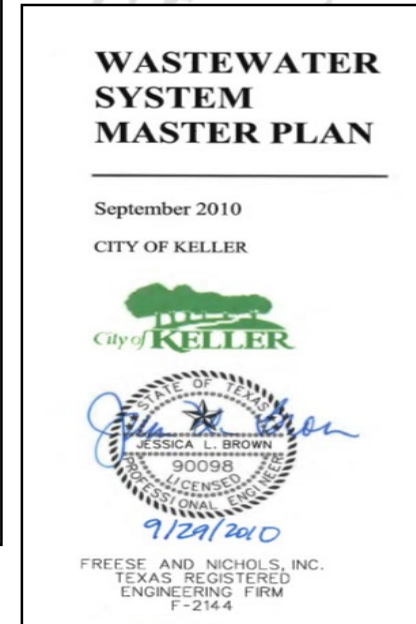
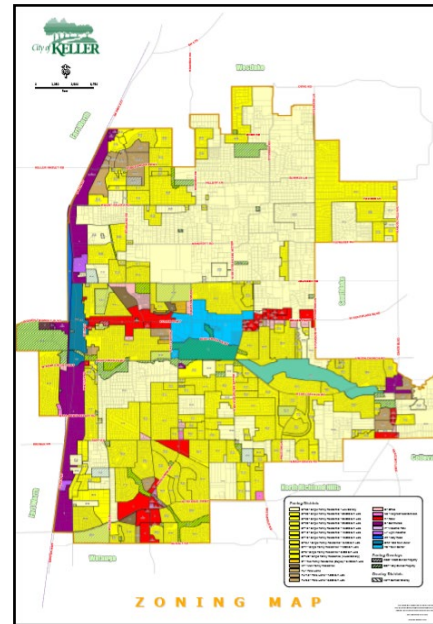
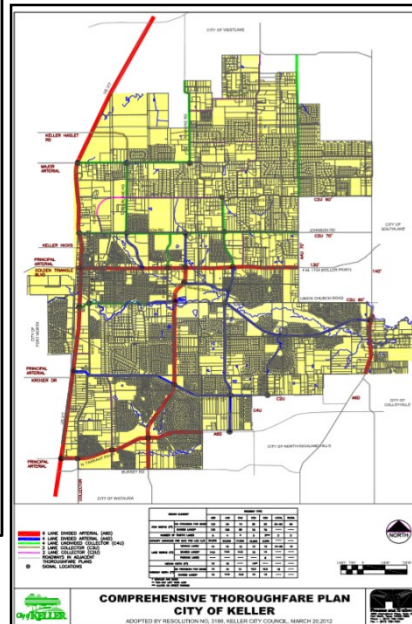
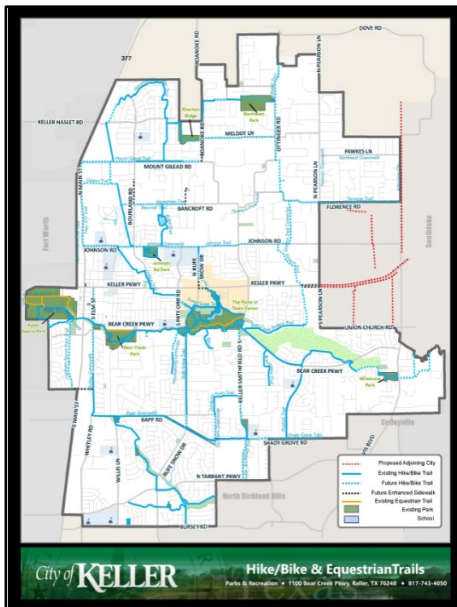
The Zoning Ordinance (UDC) regulates the use of land in the present. It manages growth and residential, business and development expectations about what they and their neighbors can do with their property. The zoning regulations put the FLUP into action. Consequently, zoning decisions that have no basis in the FLUP are more successfully challenged in court.

The FLUP helps provide a rational basis for zoning decisions.

Item H-3

The FLUP provides the basis for all other City Master Plans for the future including:

- Comprehensive Thoroughfare Plan (2012)
- Master Trail Plan (2015)
- Parks and Open Space Plan (2007)
- Public Arts Plan (2016)
- Water Master Plan (2006)
- Wastewater Master Plan (2010)
- Master Drainage Plan (1991)
- ED Strategic Business Plan (2019)
- Impact Fees (2015)
- Zoning Map
- Unified Development Code (2015)
- Capital Project Planning (CIP)



Item H-3

2018

- March 12: Joint Council and Planning & Zoning Commission Kick-Off.
- April: Five Public Meetings with the community.
- June: Task Force Meeting to review public input results (including online survey results) with the Task Force.
- August: City Council Work Session to present summary of public input, findings, goals and objectives, and Draft FLUP map in preparation for Public Meeting #1. Posting of Draft FLUP for Public Comment.
- September: Public Reveal Meeting #2 to present draft FLUP to the community.
- December : Planning and Zoning Commission Meeting for FLUP recommendation, however, item was tabled for Planning and Zoning Commission Meeting on January 14, 2019. Consequently, the City Council Meeting was tabled to January 15, 2019.

Item H-3

2019

- January: Planning and Zoning Commission recommends City Council approve the FLUP by a 5-2 vote conditioned on removing multi-family from the Mixed-Use definition. City Council, after public hearing, tabled the FLUP proposal. (City Attorney informed Council they could **not exclude** multi-family.)
- April: FLUP Task Force met to discuss Parks & Open Space, Estate Residential, and Mixed Use land use categories.
- May: FLUP Task Force met to discuss Parks & Open Space, Estate Residential, and Mixed-Use land use categories.
- June: City Council conducted a work session regarding FLUP Mixed-Use land use category.
- November: City Council Denied FLUP update by a vote of 5-2.

Item H-3

2021:

- January: Council directed staff to propose options/solutions to address outstanding issues related to the FLUP. Staff proposed various Land-Use Categories.
- February 2: Council finalized first draft of Land-Use Categories.
- February 23: Planning and Zoning Commission Work Session.
- February 24/March 2: Council worked through FLUP map and fine-tunes land use definitions.
- March 4: In-person public meeting held at The Keller Pointe.
- March 6: Virtual public meeting held.
- March 16: After receiving public input, City Council provided final direction to staff.

Item H-3

2021 Proposed Edits

1. Update the Residential Land Use Categories
2. Update the Mixed-Use Definition
3. Create a Tech/Flex Overlay Definition
4. Delineate Parks and Open Space Definitions
5. Update FLUP Map



Item H-3

Proposed (2021) FLUP Residential Categories

Patio Homes/Garden Homes/Townhomes:

- Patio and Garden Home: 5,000 square-feet- 7,999 square-feet
- Townhomes, Duplexes, Fourplexes: < 5,000 square-feet

High Density Single-Family:

- (8,000 square-feet to 14,999 square-feet)

Medium Density Single-Family:

- (15,000 square-feet to 35,999 square-feet)

Low Density Single-Family:

- (36,000 square-feet and above)

Current (1998) Residential Categories

- LD-SF Low-Density Single-Family (25,000 sf or greater)
- MD-SF Medium-Density Single-Family (15,000 sf - 24,999 sf)
- HD-SF High-Density Single-Family (12,000-14,999 sf)

Draft FLUP (2018) Residential Categories

- Single-Family 36 (greater than 36,000 sf)
- Single-Family 25 (25,000-35,999 sf)
- Single-Family 20 (20,000-24,999 sf)
- Single-Family 15 (15,000-19,999 sf)
- Single Family 12 (12,000 – 14,999 sf)
- Single-Family 8,400 (8,400-11,999 sf)
- Single-Family 3 (3,000- 8,399 sf)

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Proposed Mixed-Use Definition:

The Mixed-Use Zoning Districts (MU) provide unique opportunities to develop community destinations with a mix of retail/commercial, office, entertainment, open space, civic, institutional and residential uses within pedestrian-oriented, vertical and horizontal mixed-use environments. Such synergistic developments shall utilize the Planned Development (PD) zoning process outlined in the Unified Development Code. While not every use listed above must be integrated into a particular MU PD, all MU zoning districts must include at least three of the other uses in addition to some type of residential component (i.e. - retail/commercial, office, entertainment, civic, or institutional). The residential use may be a live/work unit that combines a work space accessible to the public with a private residential space in the same unit. Components of a mixed use development include specialized street standards, parks and plazas, and enhanced architectural standards. The physical development patterns of MUs shall include unifying landscape elements, integrated transportation networks shared by vehicles, bicyclists, and pedestrians, environmental stewardship, connectivity within as well as to adjacent developments, and interconnected public spaces such as parks, open space, and water features.

Item H-3

Proposed Tech/Flex Overlay Definition:

This land use category provides space for uses that support offices, showrooms, research and development, light manufacturing, small-scale assembly, e-commerce, micro-warehouses, scientific technology, data centers and modernized industrial activities that do not generate smoke, noise, noxious odors or other hazards traditionally caused by industrial uses. These developments should be located adjacent to other retail/commercial uses. The physical development patterns shall include architectural standards that are reflective of Class A office space, unifying landscape elements, and environmental stewardship. It is intended that the building interiors within this category are designed for easy conversion to support multiple combinations of the uses listed above.

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Proposed Parks and Open Space Definitions:

Public Parks and Open Space – PO

This category denotes areas of land designated for both passive and active recreation including parks, recreational amenities, and open spaces. This category includes parks, recreational amenities, and open spaces that are currently in existence or planned for the future as determined by the City of Keller Parks, Recreation and Open Space Master Plan. These areas should be readily accessible to residents and appropriately dispersed throughout the city.

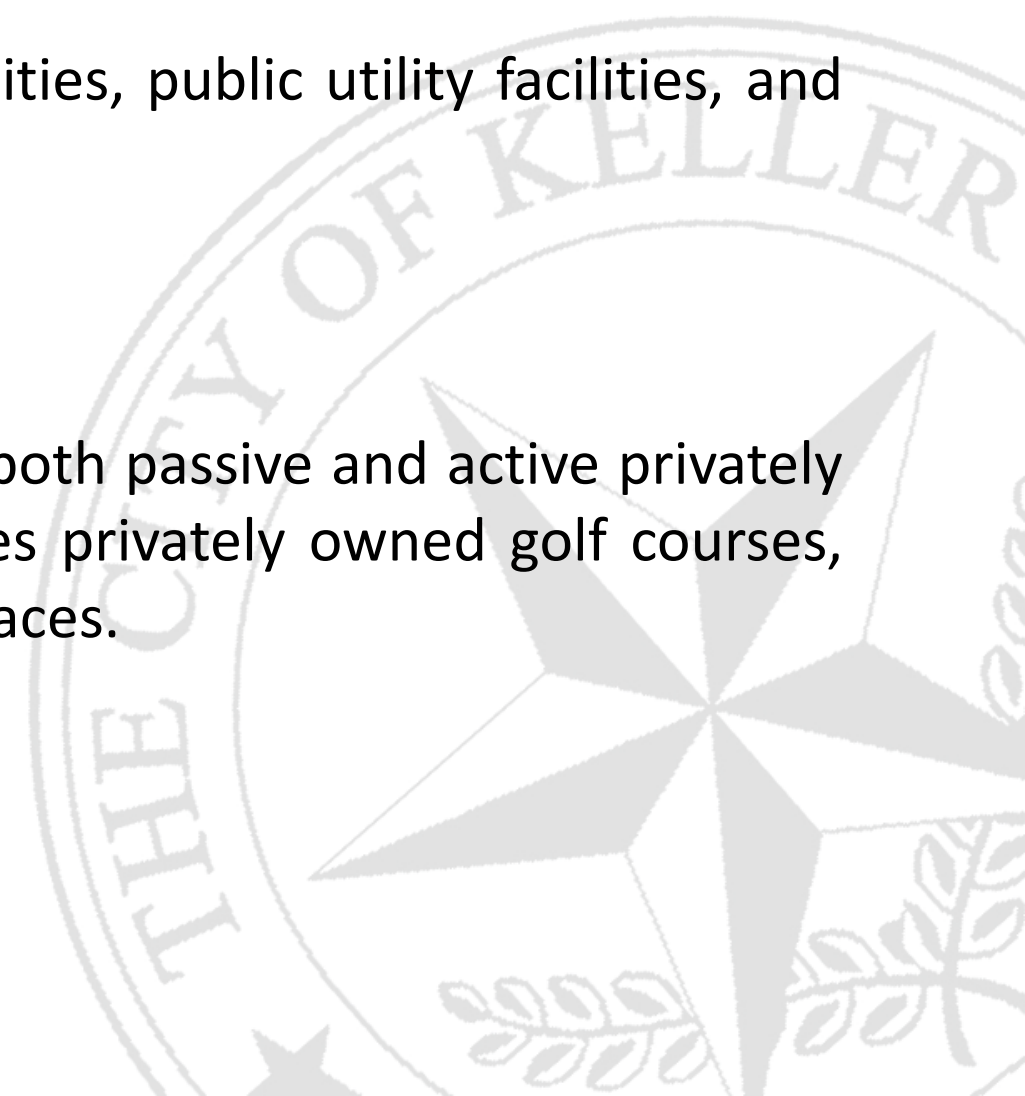
Item H-3

Semi-Public and Government

This category includes all schools, government facilities, public utility facilities, and public facilities that require memberships.

Private Recreation Space – New Category

This category denotes areas of land designated for both passive and active privately owned recreation amenities. This category includes privately owned golf courses, tennis facilities, recreational amenities, and open spaces.



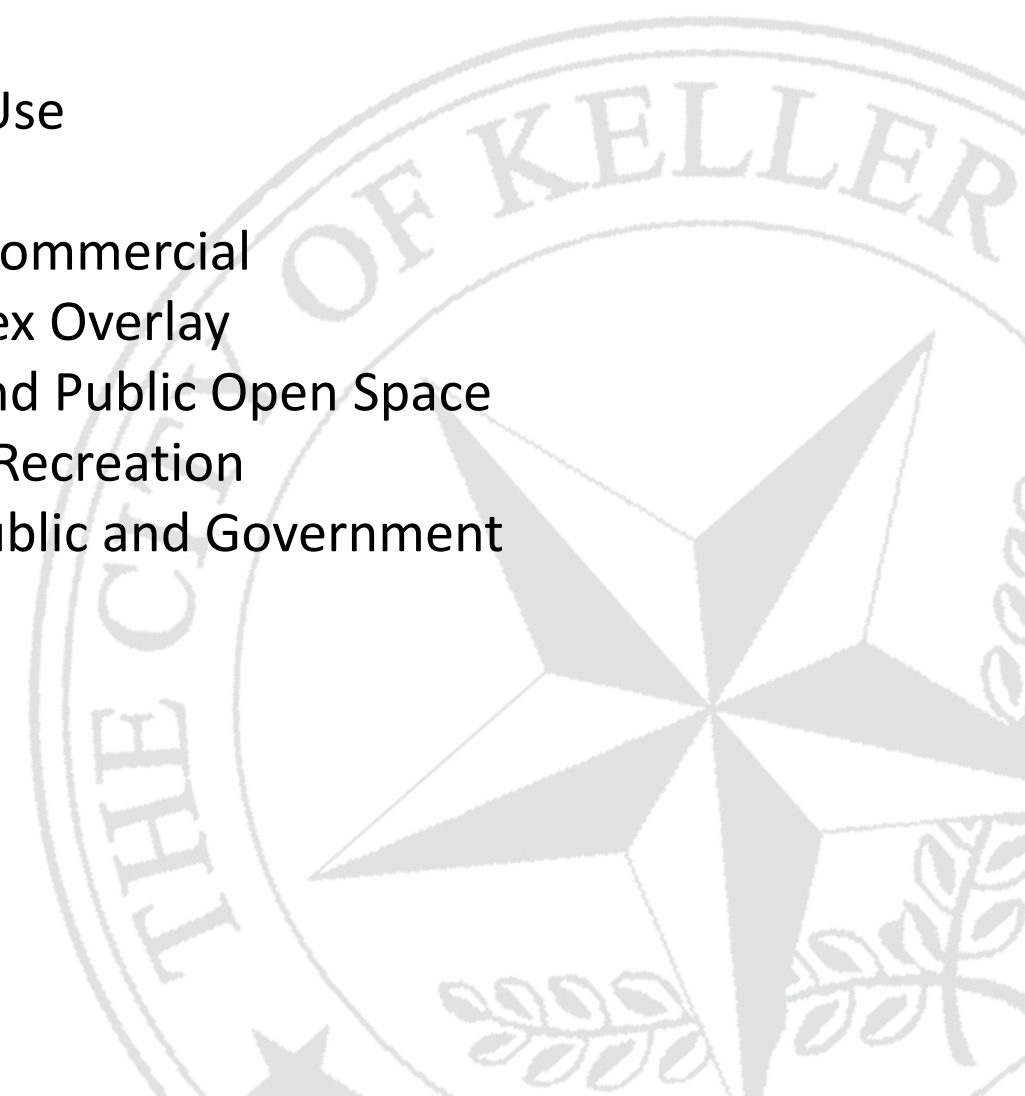
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Draft FLUP (2018) Commercial Categories

- Mixed-Use
- Office
- Retail/Commercial
- Tech/Flex Industrial
- Public and Semi-Public
- Parks and Open Space

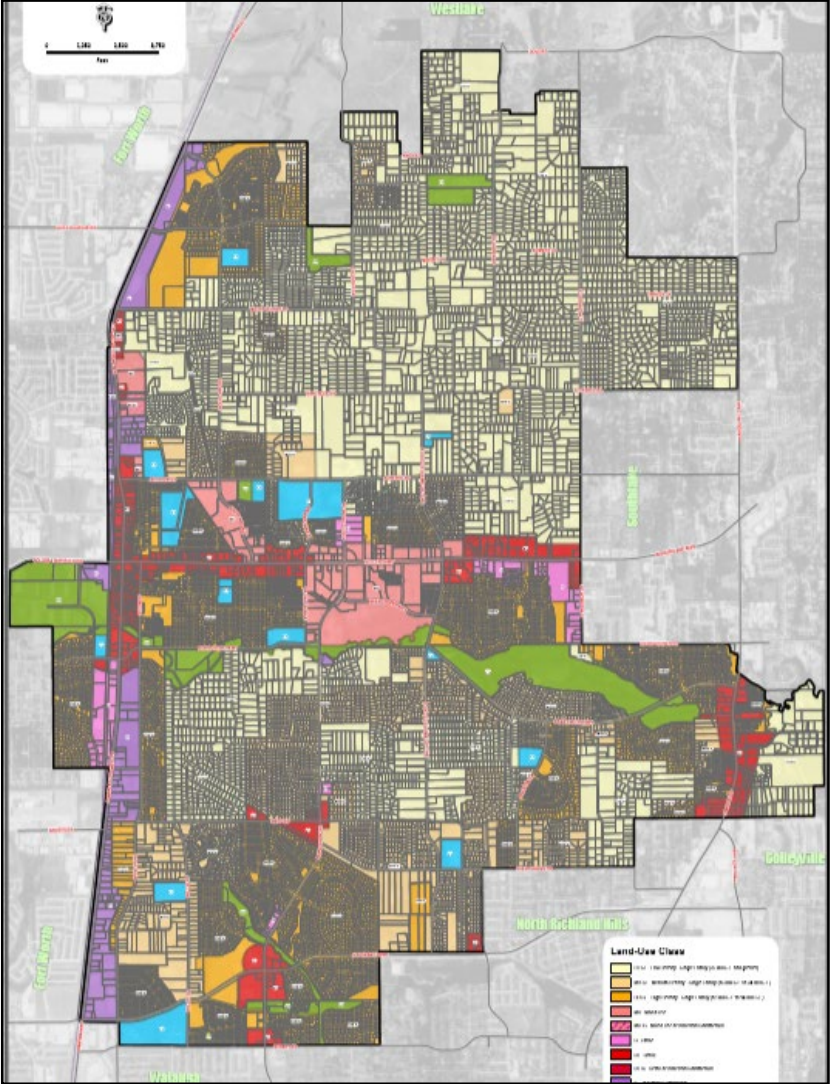
Proposed 2021 FLUP Non-Residential Categories

- Mixed-Use
- Office
- Retail/Commercial
- Tech/Flex Overlay
- Parks and Public Open Space
- Private Recreation
- Semi-Public and Government

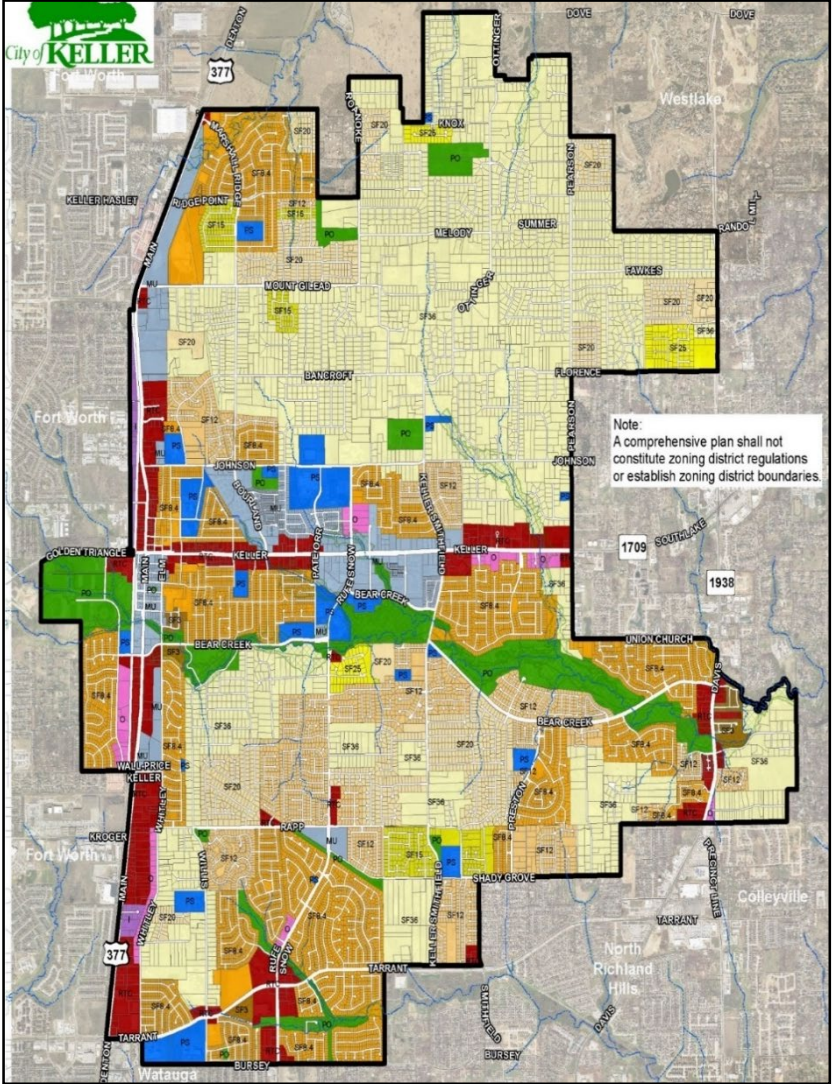


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Current 1998 FLUP Map

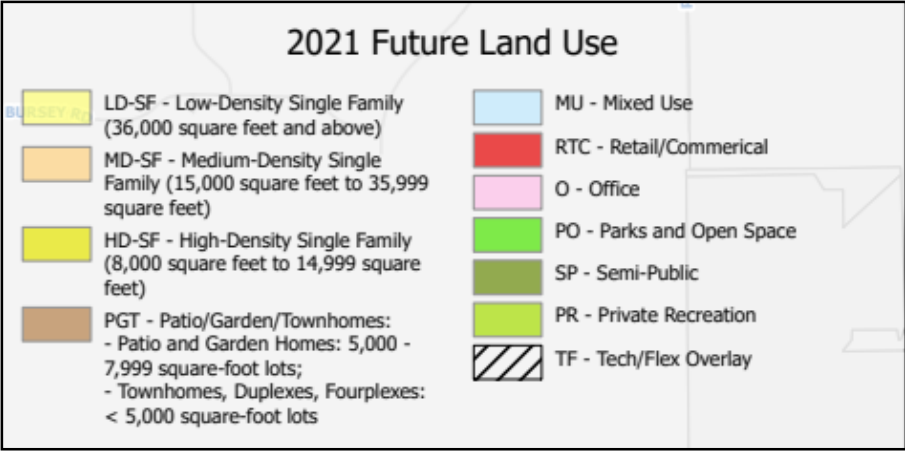
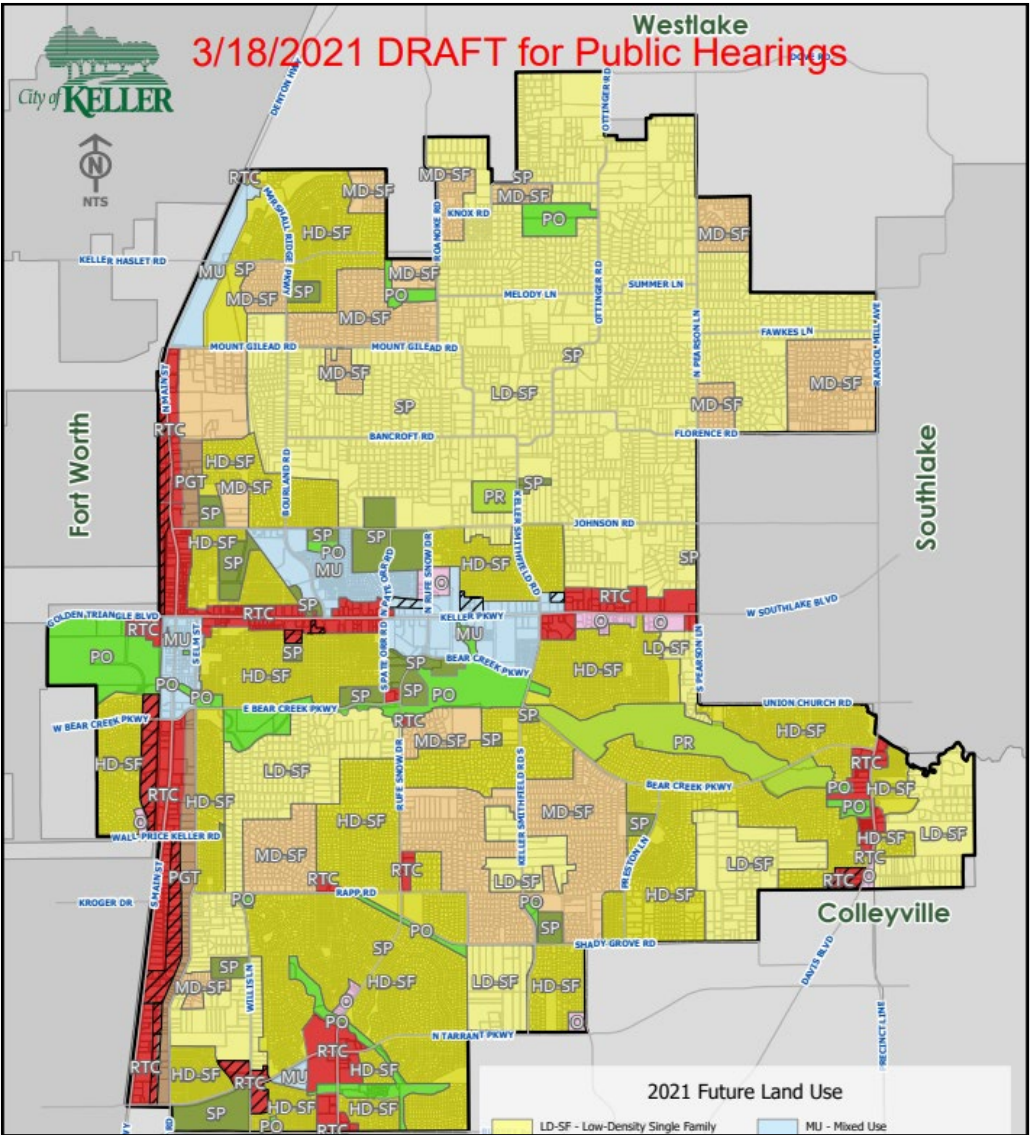


Draft 2018 FLUP Map



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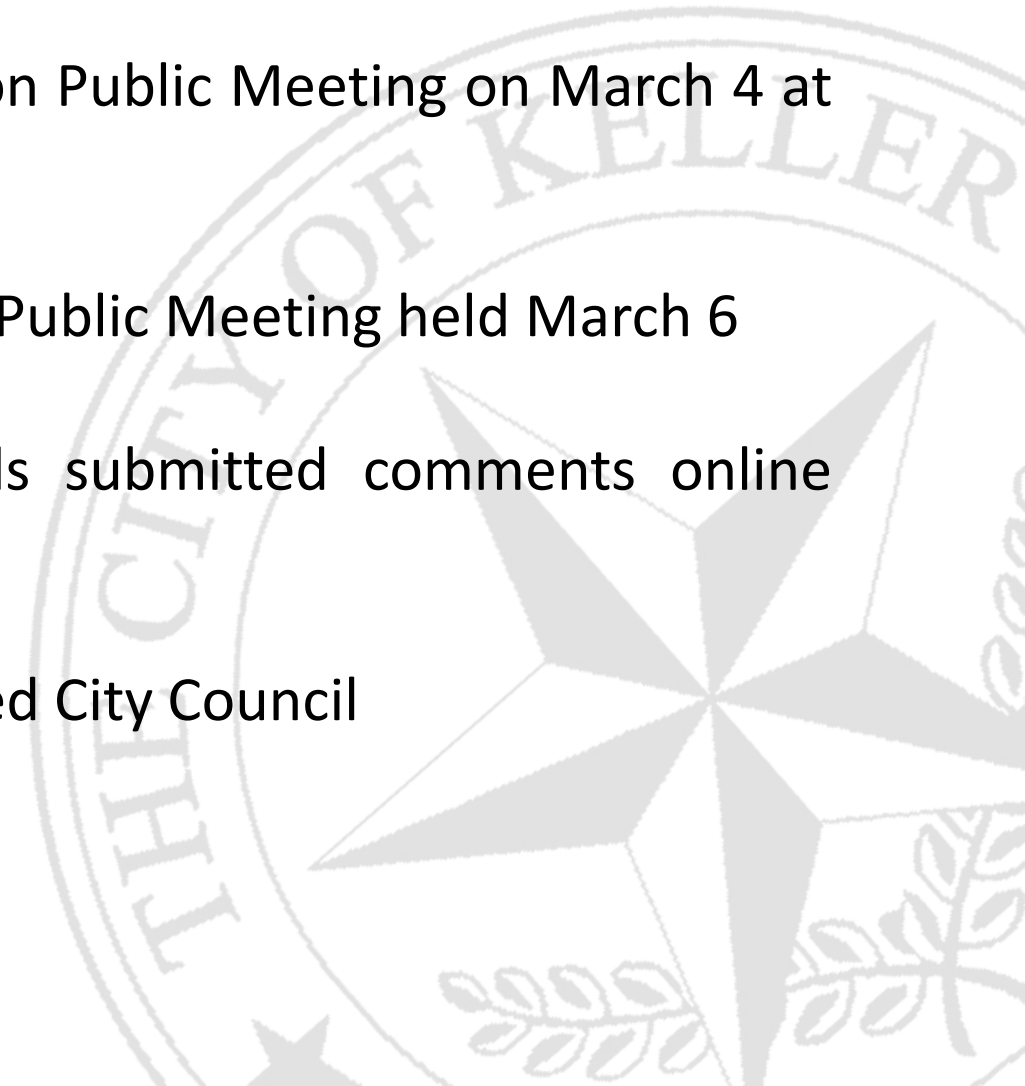
Proposed 2021 FLUP Map



Item H-3

March/April Public Input

- Seventeen residents participated in the in-person Public Meeting on March 4 at The Keller Pointe
- Approximately 20 people called in to the virtual Public Meeting held March 6
- As of April 14, residents from 23 households submitted comments online through the FLUP webpage
- Numerous residents and businesses have emailed City Council

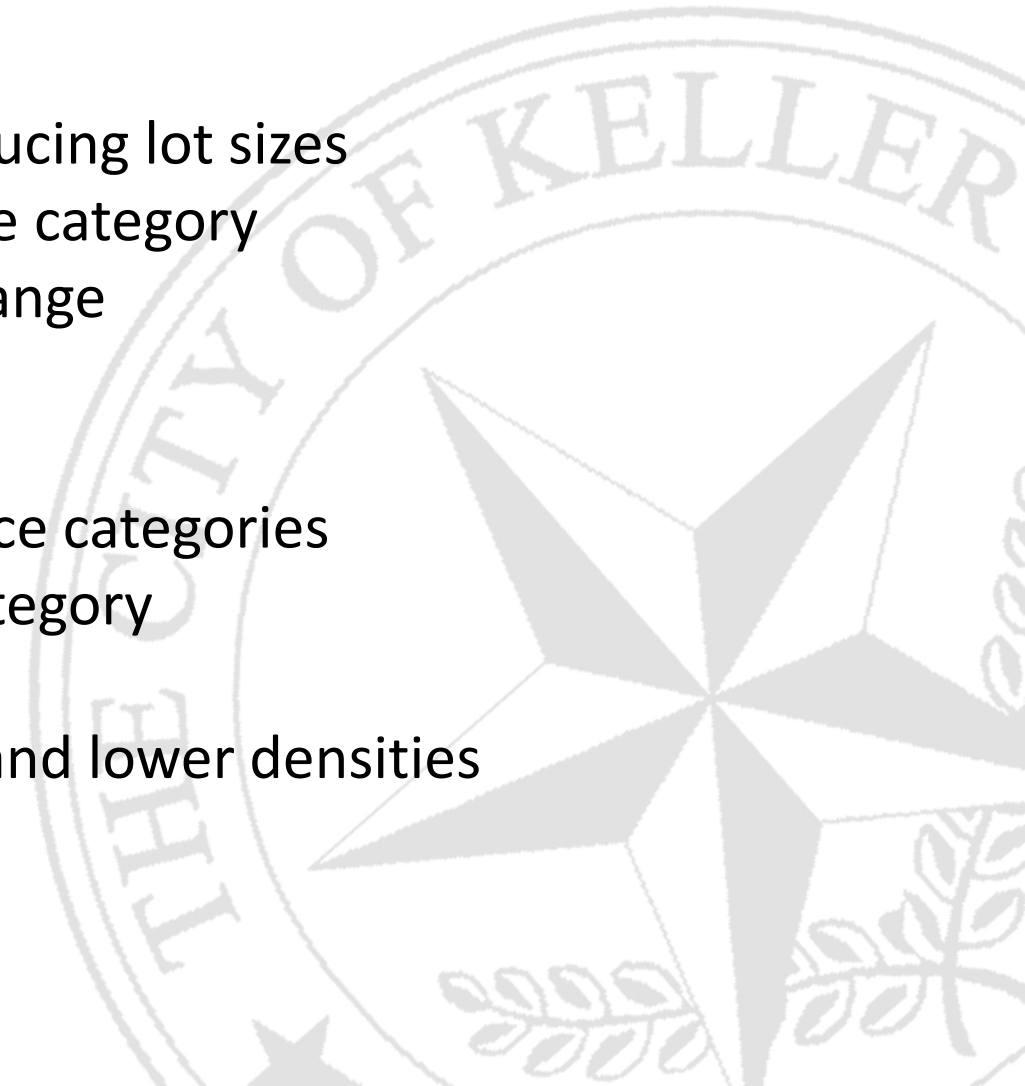


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Comments by Subject:

- Specifically:
 - Against High-Density, smaller lots, or reducing lot sizes
 - Opposed to the Patio/Garden/Townhome category
 - Would like to narrow the High-Density Range

- Generally:
 - Positive feedback to Parks and Open Space categories
 - Mainly positive feedback to Tech/Flex category
 - Mixed feedback on Mixed-Use category
 - Requests to change map both to higher and lower densities
 - Mixed feedback on FLUP



Item H-3

On March 23, 2021, after holding a public hearing, the Planning and Zoning Commission unanimously recommended City Council adopt the updated FLUP as presented.

Five of the seven Commissioners also requested that City Council consider adding the Tech/Flex Overlay District to 1440 North Main north of Ridge Point Parkway and west of Marshall Ridge. The tract is proposed to be designated as MU.

The Commission also “strongly” recommended that City Council consider changing the land use designation for the property located in the 900 block of South Main, north of Wall-Price Keller and west of Whitley Road, from RTC and PGT to Mixed-Use.

Item H-3

Public Requests since the Planning and Zoning Commission Recommendation:

- **545 Rufe Snow Drive** (Terry Black's parcel south of Town Hall): The tract is proposed for MD-SF. Mr. Black is requesting it be changed to HD-SF.
- **1850 Pearson Crossing** (immediately north of Landscape Systems on Keller Parkway): The tract is proposed as LD-SF, and the owner is requesting RTC.
- **1000 and 1008 North Main Street** (Gibson-Perrigo Property): The owner is requesting to keep MD-SF on east portion but change Main Street front from RTC to MU. If not MU, then add PGT as a transition zone between the RTC and MD-SF.

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Public Requests since the Planning and Zoning Commission Recommendation:

- **950 North Main** (Vijay Ranganathan Hotel/Office): The parcel is proposed for RTC along Main Street, but split between PGT and MD-SF longitudinally. This split was inadvertent, and staff recommends Council choose one designation for the eastern part of the tract. The owner is requesting the entire tract be RTC. The 1998 FLUP designates it as RTC in the front along Main Street and MU to the east. Because the current owner already submitted plans for a hotel and office development, the submittal is grandfathered in under the 1998 FLUP.

Item H-3

The City Council has the following options when considering this item:

- Approval as recommended by the Planning and Zoning Commission
- Approve with modified or additional condition(s)
- Table the agenda item to a specific date with clarification of intent and purpose
- Deny



Questions?
Julie Smith
817-743-4127

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