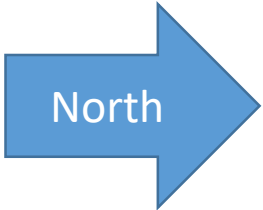


Item H-6

Consider a resolution approving Phase I of the Detailed Site Plan for Center Stage, a planned development consisting of four hundred and seventy five (475) Urban Residential Lofts, 24,000 square-feet of commercial uses, a community lawn (music stage), and related open space on approximately 26.8-acres of property, being Roberts, JJ Survey abstract 1305 Tract 1A1 & 3B, located on the east side of North Main Street, directly northeast of the North Main Street and Mount Gilead Road intersection, addressed as 1440 North Main Street. Realty Capital Management, LLC, owner. Greystar Development Central, LLC, applicant/developer. Kimley-Horn, engineer/architect. (SP-20-0037)

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Aerial View – 1440 North Main



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Background

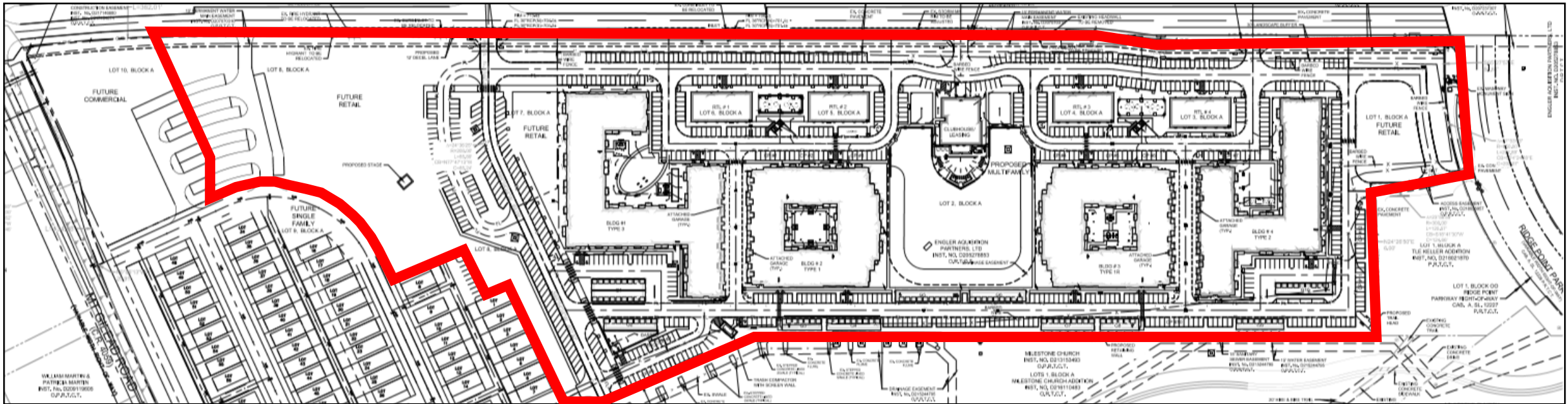
- On Jan. 21 of this year, City Council approved Realty Capital's (RC) Concept Plan (with 11 conditions) and request for rezoning 38 acres on North Main between Ridge Point Parkway and Mount Gilead Street from Commercial to Planned Development – Mixed Use – Commercial/Residential.
- RC explained that their intent is “...to enhance the US 377 corridor with a project that includes a mixture of uses in an urban format, employing pedestrian-oriented streets to connect living, working and entertainment uses within a walkable, tree-shaded environment.”
- RC is now bringing forward the Detailed Site Plan (DSP) for Phase I of the Center Stage Planned Development (PD).



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Center Stage Detailed Site Plan Proposal

The DSP sets forth the finalized plans for a development. Section 8.04 in the UDC stipulates what must be included in a DSP. In this case, the Center Stage Phase I DSP addresses 26.8 acres of the total 38-acre development and includes the loft development (four buildings with a total of 475 units), the four commercial buildings (24,000 square feet total), the community lawn/music stage area, and related open space.



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Center Stage Detailed Site Plan Proposal: UDC Requirements

- If the Phase I DSP generally conforms to the approved Concept Plan (no substantial differences), it requires City Council approval but no public hearing.
- The UDC defines substantial differences as follows:
 - altering the basic relationship of the proposed development to the adjacent property
 - changing the uses permitted
 - increasing density, building height or coverage of the site
 - changing off-street parking ratio or reducing buffers between the site and adjacent property
 - significantly altering landscaping plans
- Staff confirms there are no substantial differences in the Phase I DSP.

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Center Stage Detailed Site Plan Proposal



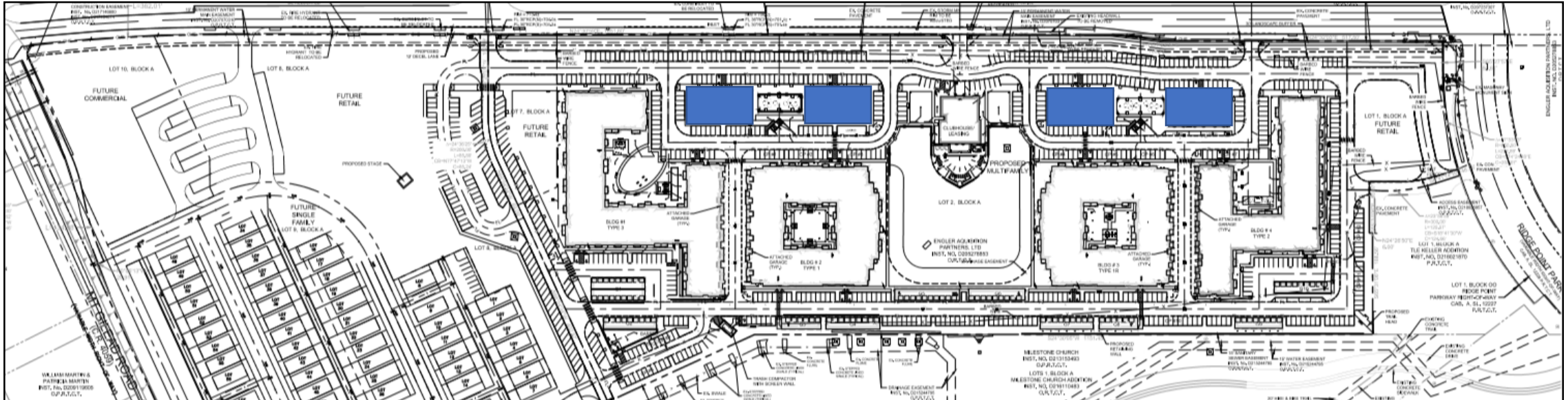
The northernmost 21.6 acres of property will include the 475 urban residential lofts and 24,000 square feet of commercial uses.

- Lot 2, Block A:
 - four buildings
 - 556,068 square feet of urban lofts
 - immediately adjacent to Milestone Church
 - large detention pond and open space
 - clubhouse and leasing office forms the entry feature to the loft development from US377

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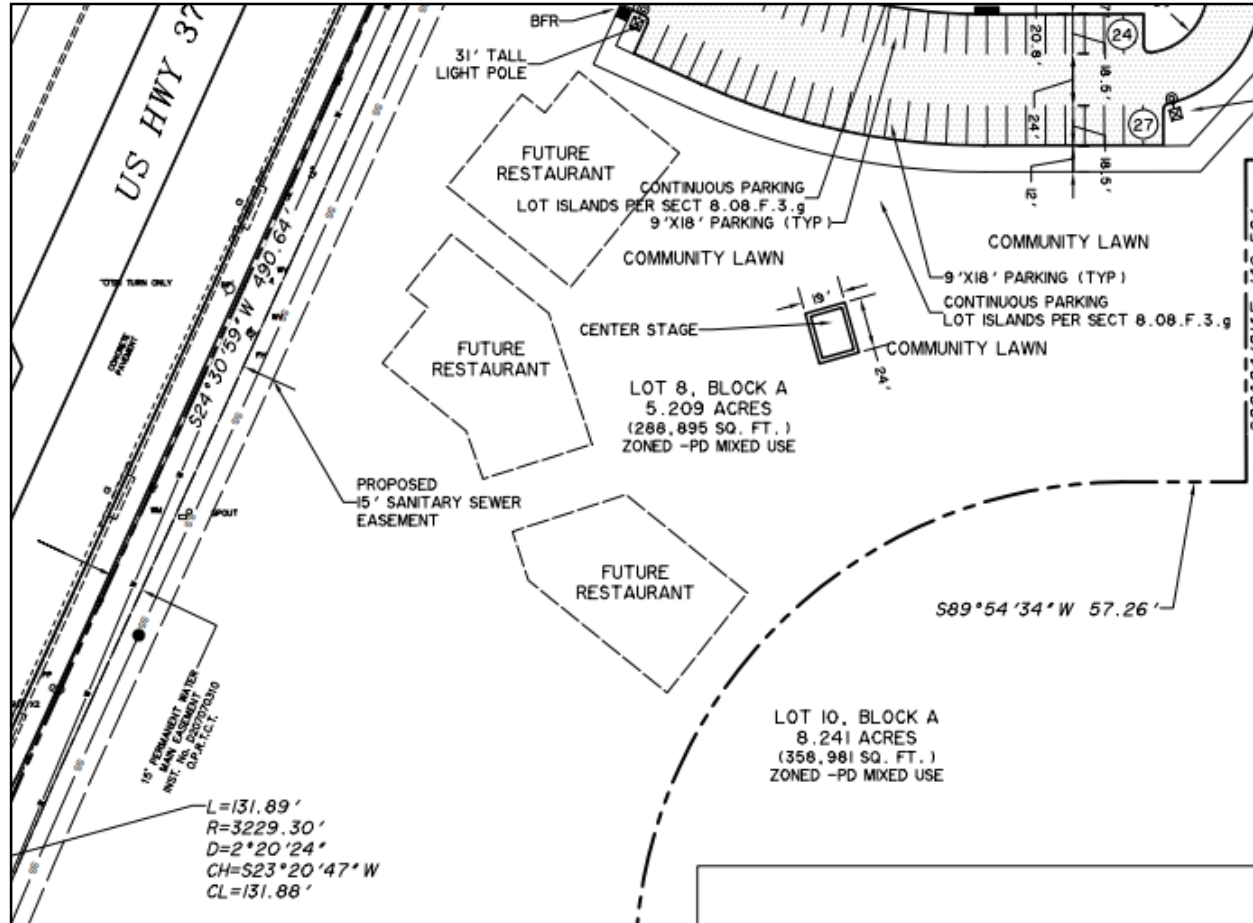
Center Stage Detailed Site Plan Proposal

Lots 3, 4, 5, and 6 of Block A are the locations for the four retail buildings comprising 6,000 square feet each. All four are situated in a straight line along the western side of the property, facing US377.



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Center Stage Detailed Site Plan Proposal



Lots 1 and 7 of Block A are for future retail development as well as the restaurants indicated in the community lawn area.

These areas are not included nor within the scope of this detail plan for Phase I.

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Center Stage Detailed Site Plan Proposal

The southern 5.6 acres of property include the community lawn and related open space

- Lot 8, Block A is situated directly south of Church Street, the private drive connecting Milestone Church to US377 and dividing the residential loft development from the community lawn and the single-family home development. This lot will include a music stage and, in the future, three restaurants.



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Center Stage Detailed Site Plan Proposal: Elevations



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Item H-6

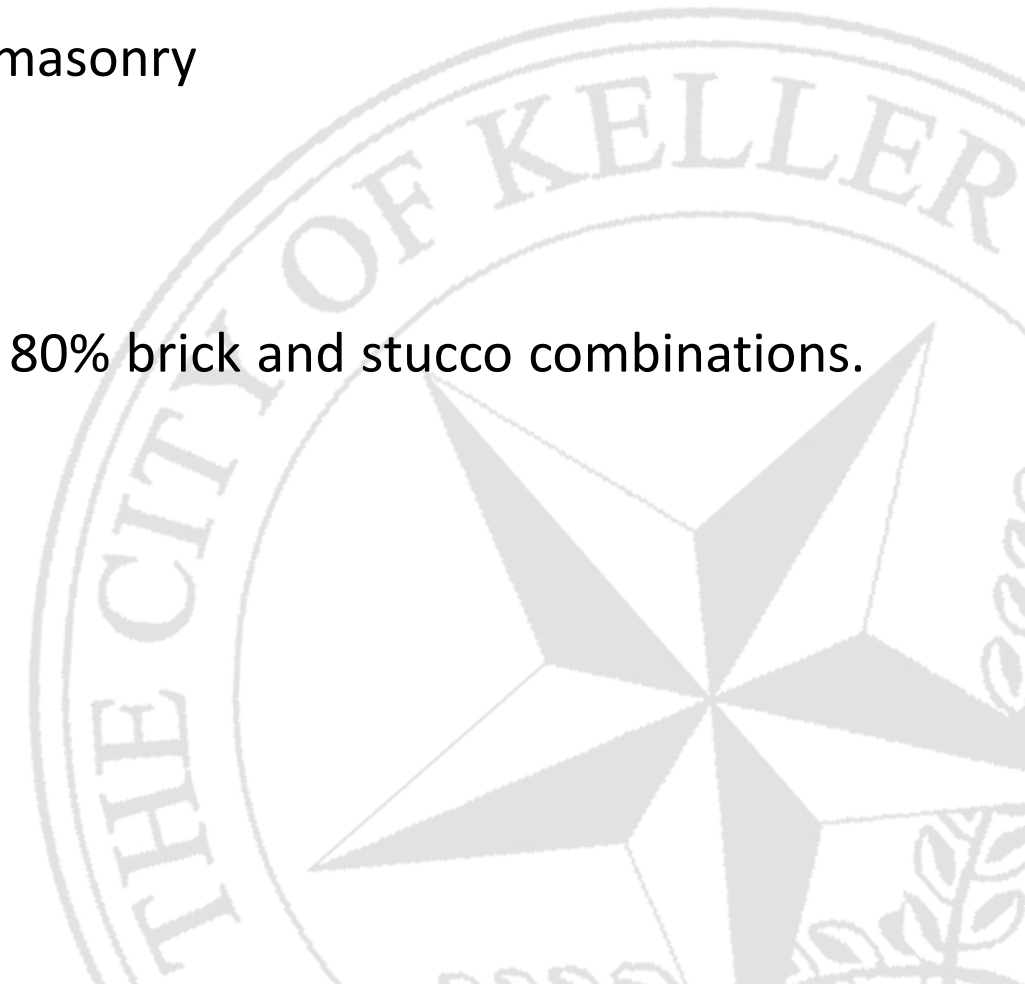
Center Stage Detailed Site Plan Proposal: Elevations

Per the Concept Plan approval

- all building facades must meet a minimum of 80% masonry
- balconies shall be a minimum of 5 feet in depth

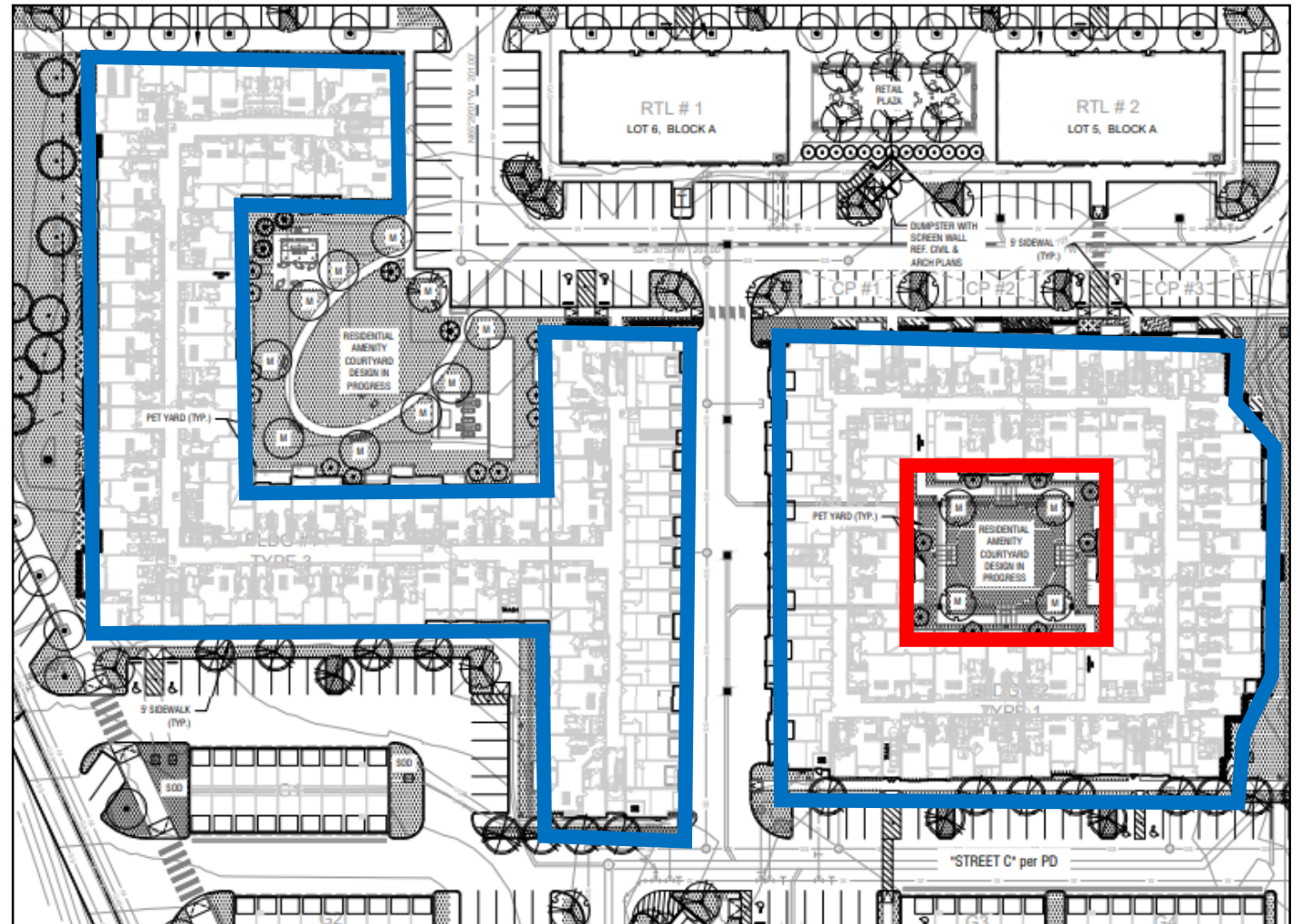
Proposed

- all exterior facades will be made up of a minimum 80% brick and stucco combinations. Stucco will not exceed 50% on any one elevation
- remaining accent material used will be siding
- balconies shall be a minimum of 5 feet in depth



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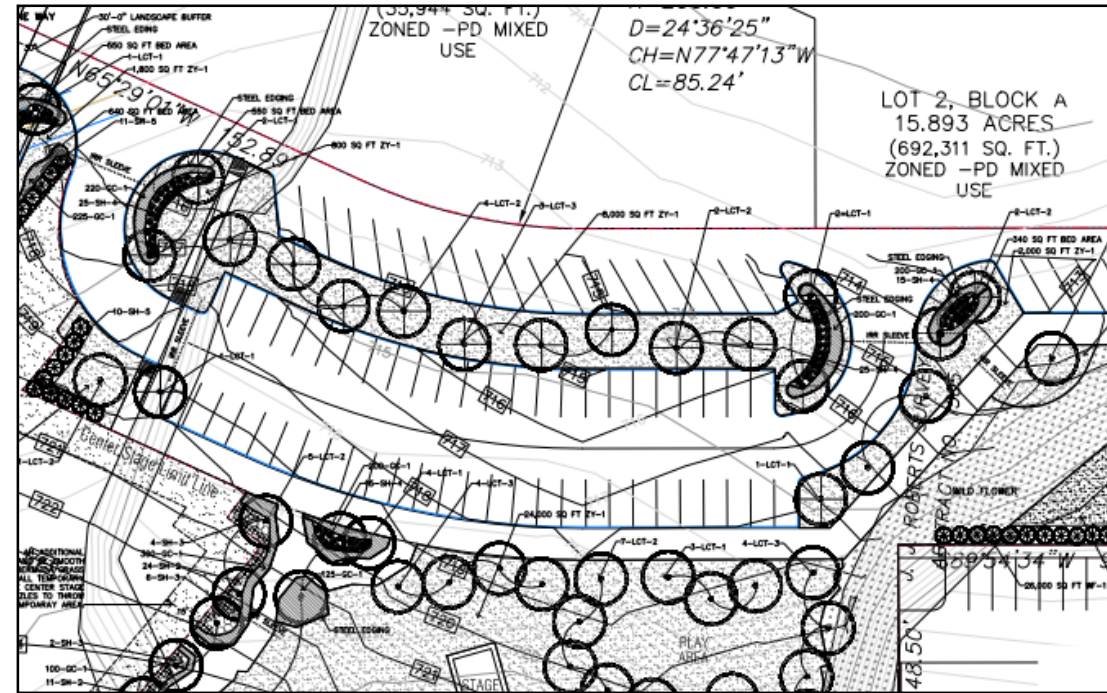
Because the interior facades of the two square-shaped loft buildings (red-lined) each face a private courtyard and are not visible to the public, they are not held to the 80% masonry standard. These facades range from 30% to 40% brick with siding making up the remainder.



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Center Stage Detailed Site Plan Proposal: Landscaping

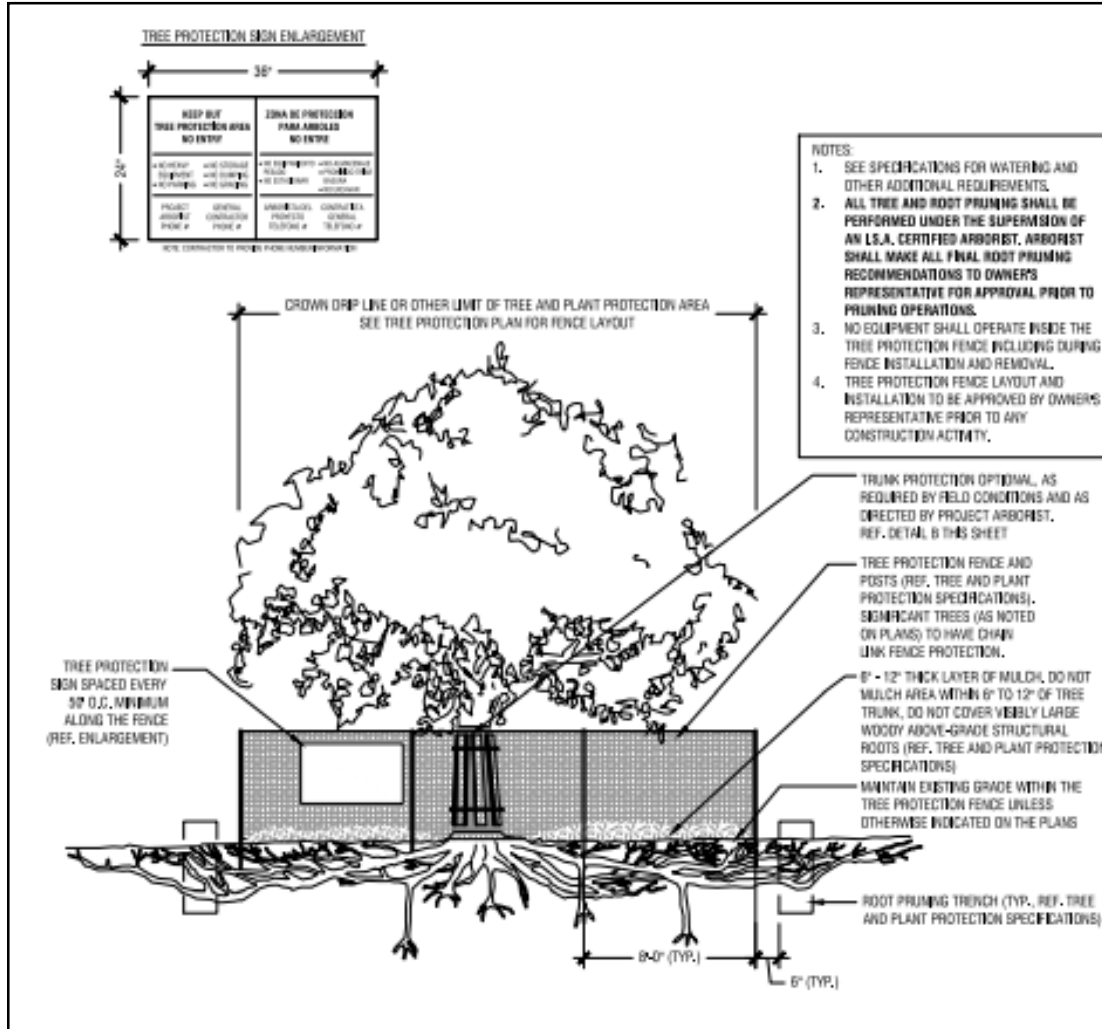
- The landscape buffers and open space requirements conform to the approved concept plan.
- The total open space required for the entire project is 15%; Phase I will be contributing 2.2 acres of the required 6 acres (about 37% of the total).
- All minimum landscaping standards for buffers and parking lots have been met.
- The parking area south of Church Street has a continual island adjacent to the head-in parking rather than individual tree islands every 12 spaces. The result will be a consistent, unbroken canopy along these parking spaces in excess of what individual islands would have provided.



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Center Stage Detailed Site Plan Proposal: Landscaping

Minimum tree removal will be required in Phase I. Phase II will include tree removal, and mitigation for that anticipated removal is addressed to some degree (about 108 caliper inches) in Phase I tree plantings.



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Center Stage Detailed Site Plan Proposal: Fire Safety



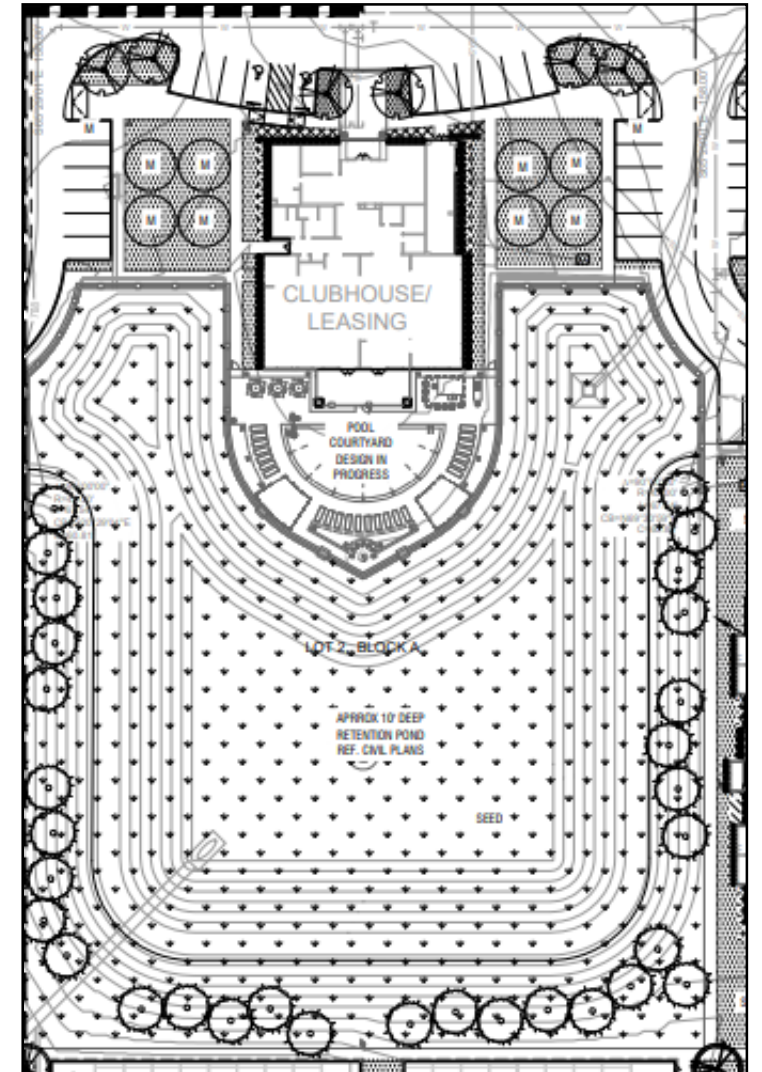
The City Council required all buildings to be sprinklered as part of the conditions for approval of the Concept Plan.

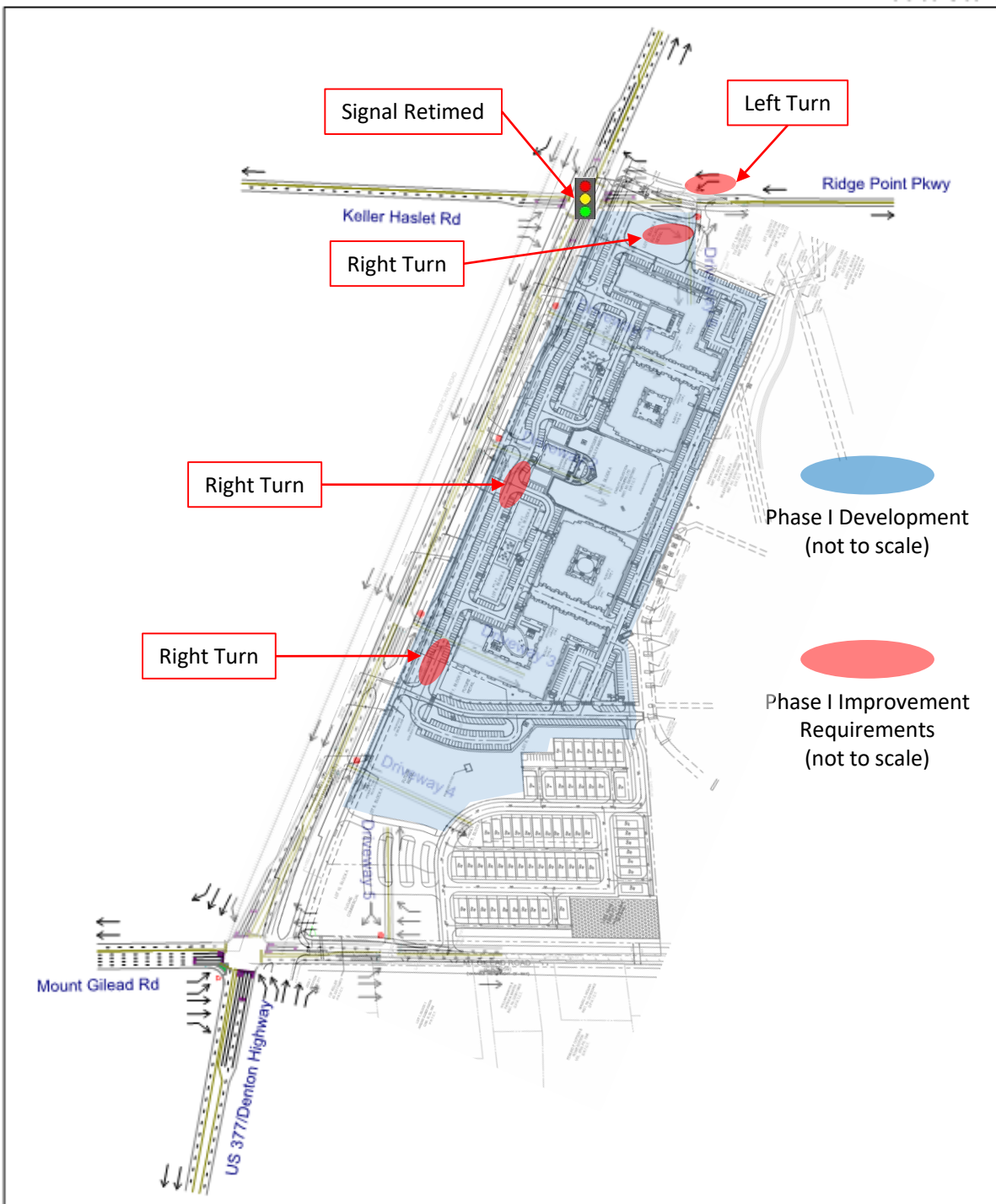
- In Phase I, the four loft buildings and the four retail buildings all will be sprinklered.
- The site plan meets all other Fire Code requirements.

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Center Stage Detailed Site Plan Proposal: Drainage and Utilities

- The ultimate sanitary sewer improvement has been identified and efforts are underway to determine if the improvement must be completed as part of Phase I or can be delayed until Phase II.
- Sanitary sewer impact fees from the developer and the city's sanitary sewer impact fee fund balance will be used to pay for the sanitary sewer improvements. Cost splits have yet to be determined.
- An existing 18" open swale (ditch) north of Ridge Point Parkway will need to be improved and the city is working with RC/Greystar to determine the scope of the improvement.





Center Stage Detailed Site Plan Proposal: Traffic Access and Connectivity

The Nov. 24, 2020 Traffic Impact analysis (TIA) has been reviewed and is accepted as presented.

Required Improvements of Phase I:

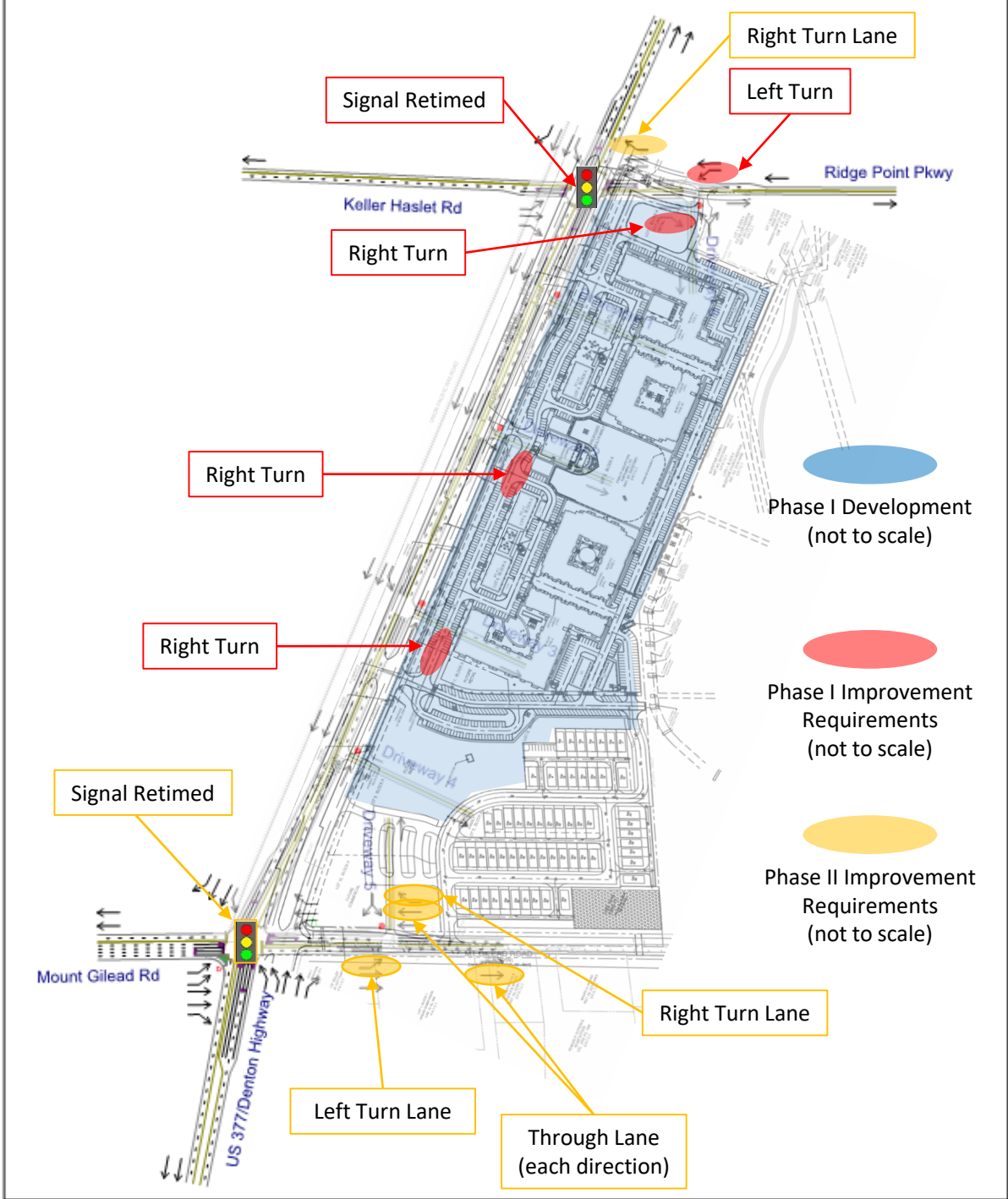
- Ridge Point Traffic Signal Retiming
- North Bound Right Turn Lanes on US377 @ Driveways #2 and #3
- Ridge Point Parkway Left and Right Turn Lanes @ Driveway #6

Center Stage Detailed Site Plan Proposal: Traffic Access and Connectivity

Phase I Improvements

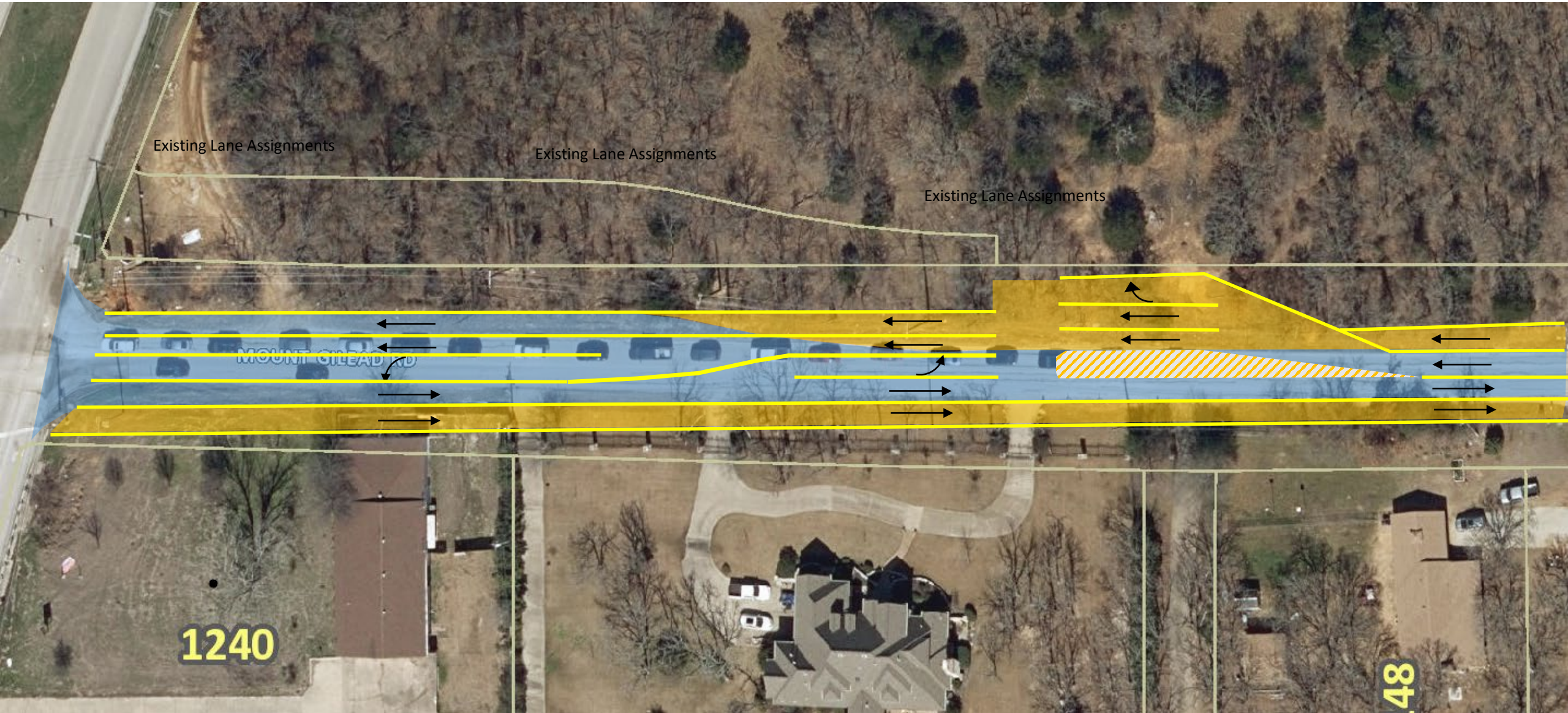
As part of Phase II, the following must be completed:

- Mount Gilead Traffic Signal Retiming
- Mount Gilead Left- and Right-Turn Lanes @ Driveway #5
- Mount Gilead Roadway East- and Westbound Through Lanes
- Ridge Point Westbound Right Turn Lane at Hwy. 377 (will impact entry monument and traffic signal pole)



Existing Pavement

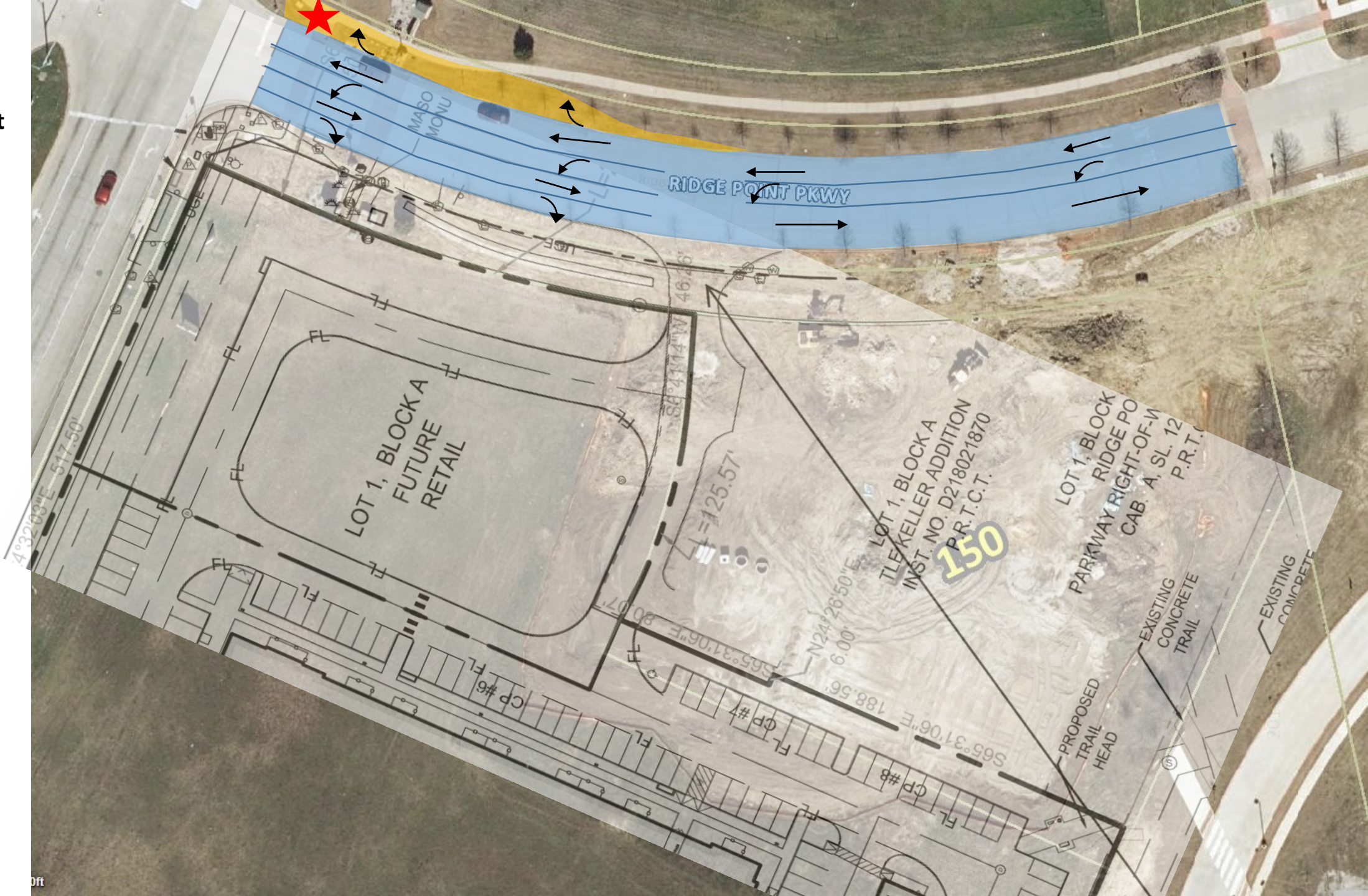
New Pavement (Phase II)



Existing Pavement
& Phase I
Improvements

New Pavement
(Phase II)

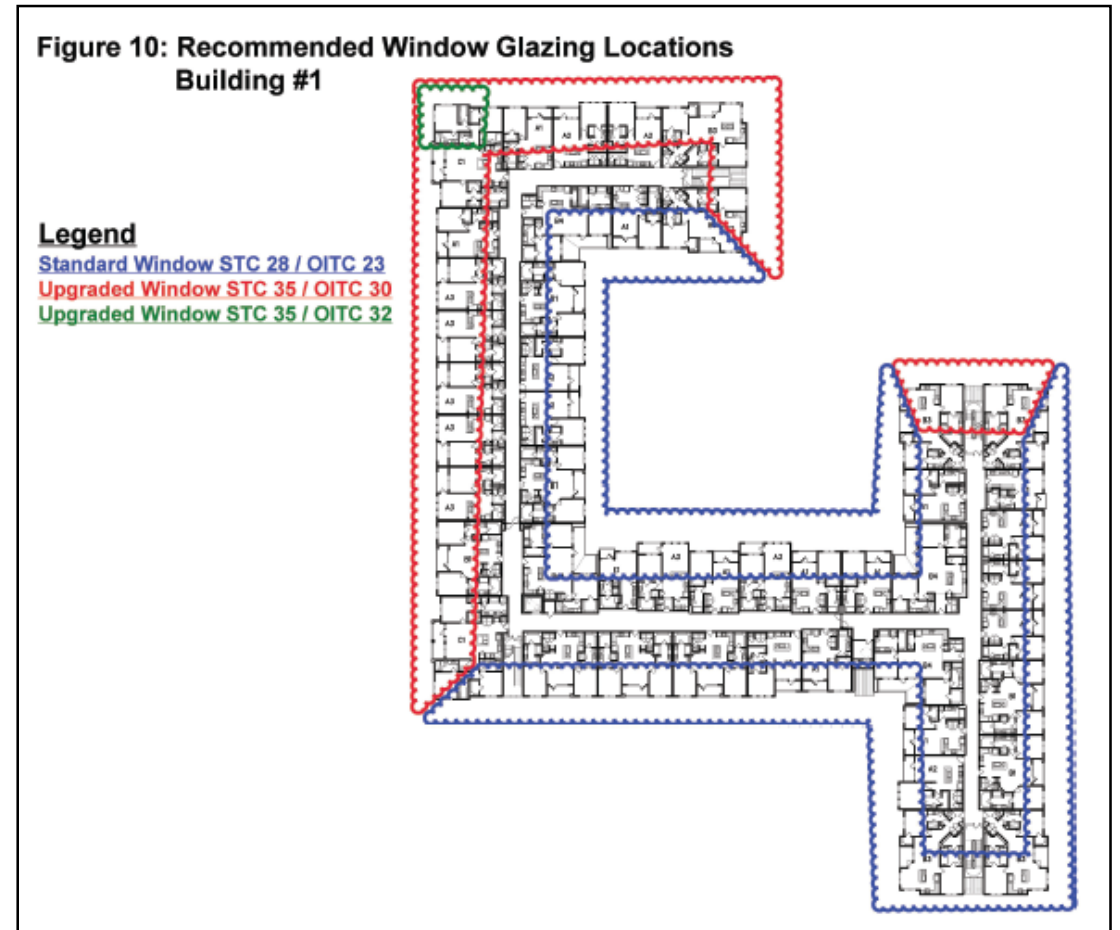
Expected to
impact entry
monument and
the traffic signal



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Center Stage Detailed Site Plan Proposal: Train Noise Study Conducted by SLR Int'l. Corp.

- Greystar commissioned SLR International Corporation to conduct an analysis of noise impacts from train traffic.
- SLR made three recommendations related to glass for windows in living rooms and bedrooms as well as patio doors.
- Greystar has agreed to incorporate all three recommendations in their building plans.



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Center Stage Detailed Site Plan Proposal: Parking

The proposed parking ratios meet the approved Concept Plan:

- Retail = one space per 250 square feet (less intensive)
- Multifamily = one parking space for every bedroom in the residential loft development (more intensive).
- An additional 94 parking spaces for the community lawn and stage area. This parking may be used for future restaurant parking as well as music venue parking.

Per the Planned Development, parking may be shared across the entire development.

Mixed-Use Section

SITE DATA	
ZONING:	CENTER STAGE PLANNED DEVELOPMENT
TOTAL LOT AREA:	21.837 ACRES (LOTS 1-7, BLOCK A)
BUILDING SQUARE FOOTAGE:	556,068 SQ. FT. RESIDENTIAL (TOTAL) 24,000 SQ. FT. RETAIL (6,000 x 4 BUILDINGS)
PARKING REQUIRED:	646 RESIDENTIAL (1/ BEDROOM, 646 BEDROOMS) 101 RETAIL (1/250 SF; 6,320 SF x 4 BUILDINGS) <u>704 TOTAL</u>
PARKING PROVIDED:	612 RESIDENTIAL 214 RETAIL (RTL#1=51, RTL#2=46, RTL#3=44, RTL #4=36, FUTUTRE RTL=18) <u>826 TOTAL*</u>
* PER PD STANDARDS, PARKING MAY BE SHARED ACROSS BLOCKS	
NOTE: THIS DEVELOPMENT EXCEEDS BASE ZONING DISTRICT PARKING BY 52 SPACES.	

Community Lawn Section

SITE DATA SUMMARY	
ZONING	PD-MIXED USE
PROPOSED USE	CETER STAGE AND LAWN
GROSS ACREAGE	5.209 ACRES (226,895 SF)
PROPOSED BUILDING AREA	0 SF±
PROVIDED PARKING	94 SPACES

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Center Stage Detailed Site Plan Proposal: Economic Impact

- Center Stage Phase I increases commercial inventory by 24,000 square feet and provides upwards of 600 built-in consumers, significantly boosting our ability to recruit family-friendly, sit-down restaurants and quality retailers in the city. Several high-quality restaurateurs have already had site tours and expressed interest in the overall project.
- The loft development will bring a higher concentration of consumers available for the site selectors that are considering occupying the almost 40,000 square feet of future commercial space along Hwy 377 (Phase I with 24,000 square feet plus the two future pad sites on the north and south ends of the development).
- Psychographics (how consumers behave) is also a large consideration. This mixed-use development provides a high-energy, experiential activity center that attracts consumers from farther away and encourages them to stay longer.
- Tax exportation takes place when a tax imposed by one jurisdiction is paid by a resident of another jurisdiction. This development will draw more consumers to Keller from Roanoke, north Fort Worth and beyond effectively exporting that sales tax revenue from those communities.

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Center Stage Detailed Site Plan Proposal: 11 City Council Conditions

1. Reduce the maximum number of apartments to 475. ***(Completed)***
2. Reduce the maximum number of Single-Family Residential lots to 57. ***(Planned for Phase II)***
3. All building facades must meet a minimum of 80% masonry, in line with the UDC. ***(For Phase 1, this is true for all exterior facades as anticipated in initial Council discussion. Does not apply to private interior courtyard facades)***
4. Fifteen percent (15%) of open space must be met excluding landscape buffers. ***(Phase I fulfills the first 2.2 acres of the 6-acre open space requirement for the total development)***

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Center Stage Detailed Site Plan Proposal: City Council Conditions, cont.

5. All apartment balconies shall be a minimum 5' in depth. ***(Required for building permits if Phase I DSP approved)***
6. Satellite dishes will not be allowed to face 377 or Milestone Church. ***(Required for building permits, ongoing enforcement by Code Compliance)***
7. Fire suppression systems (sprinklers) are required in all buildings. ***(All the buildings in Phase I – the four buildings in the loft development as well as the four retail buildings - will be sprinklered)***
8. The developer will conduct a noise study as it relates to the adjacent highway and railroad, and adjust building materials, insulation levels, etc. appropriately per health and safety guidelines. ***(Completed)***

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Center Stage Detailed Site Plan Proposal: City Council Conditions, cont.

9. All connection with Milestone Church, trails, open spaces and the proposed stage will be built in the first phase, and commercial buildings will likewise be built in tandem with each residential phase. ***(Church Street a private drive connecting Milestone Church with US377, the proposed stage, the four retail buildings associated with the loft development, and the related open space are all proposed in Phase I)***
10. The Developer will contribute \$100,000 to the city trail system if the city is willing to close trail gaps between the development and Town Center. ***(To be provided with Phase II)***
11. The developer agreed to a list of features to ensure “luxury”-level interior finishes in residential units. ***(Required for building permits)***

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City Council has the following options when considering a Detail Site Plan application:

- Approve as submitted
- Approve with modifications or additional condition(s) as long as any such modifications are not substantial
- Table the agenda item to a specific date with clarification of intent and purpose
- Deny



Questions?
Julie Smith
817-743-4130

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