

Residential Development

Theme Overview



Planning for housing is one of the fundamental elements of planning for the future. It is directly related to the community's demographics and is often associated with the citizen's strongest desires. How a community handles its housing provisions also shapes the tax base, therefore impacting its economic incentives as well.

Housing was a recurring theme throughout the public participation process. Approximately 30 percent of online participants picked the selection of housing/housing prices as the topmost factor for moving to Keller. On the other hand, ensuring diverse housing choices was identified as one of the three greatest challenges facing Keller. Additionally, some residents expressed their wish to incorporate additional affordable housing, life-cycle housing, and housing for senior citizens.

Keller's housing stock is in good condition and supports its largest demographic segment — families. However, community feedback indicates a desire for life-cycle housing. Life-cycle housing serves the needs of individuals, families, and different segments of the population through all stages of their lives — young singles, families without children, families with children, empty nesters, retirees and seniors. When an adequate mix of housing options is available, an individual has the opportunity to live their entire life within the community. A diversity of housing types helps support life-cycle housing.

93% of the online survey participants are satisfied with Keller as a place to live and 98% of the online survey participants are satisfied with Keller as a place to raise a family

Although Keller's residential inventory is diverse in terms of lot size, it is not diverse in terms of housing type. Approximately 98% of the city's residential housing is detached single-family residential. This could potentially result in the city being less desirable for empty nesters and/or young professionals. The addition of the luxury lofts and small, single-family detached lots planned for the Center Stage development will meet some of this need. The 2021 FLUP also adds a land use category for live-work units that allows entrepreneurs to operate their small business in one part of the structure and live in another part of the same structure. These types of developments are attractive for younger business owners. Because the city still has few opportunities for duplexes, townhomes, or garden homes, the 2021 FLUP identifies potential areas where such housing could be an asset.

Preserving the character of existing neighborhoods was also identified as an important factor. The public input communicated a desire for retaining low density, large-lot residential development. Keller's future housing should be compatible with existing neighborhoods. However, diverse housing such as smaller-lot residential, attached single-family residential, and specialty housing should be added to Keller's housing stock to offer more options for residents.

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Goals & Strategies



Goal 1: Restructure Residential Land Use Categories

One of the key FLUP elements regarding housing is the restructuring of residential categories that acknowledges Keller’s current residential pattern. The FLUP also reflects the community’s strong desire to preserve large-lot residential neighborhoods. Moreover, it anticipates future development pattern and desire for diversified residential options.

Strategy:

Create four residential land use categories that address current diverse residential uses. The four categories are as follows:

Low-Density Single Family (LD-SF):

36,000 square-foot lots or greater

Medium-Density Single Family (MD-SF):

15,000 square-foot lots to 35,999 square-foot lots

High-Density Single Family (HD-SF):

8,000 square-foot lots to 14,999 square-foot lots

Patio/Garden/Townhomes (PGT):

- Patio/Garden Homes (5,000 square-foot lots to 7,999 square-foot lots)
- Townhomes, Duplexes, & Fourplexes (< 5,000 square-foot lots)

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Goal 2: Provide a Mixed-Use Land Use Category

Given the success of Town Center (as well as the anticipated success of Center Stage) the 2021 FLUP recognizes the need to acknowledge these mixed-use developments and identify potential areas where other mixed-use developments could occur.

Strategy:

Add a Mixed-Use land use category that anticipates planned developments comprised of different types of residential uses mixed with retail, commercial, and office uses. The definition is as follows:

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, open space, 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 MU PDs 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.

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Goal 3: Retain and Enhance the Characteristics of Existing Neighborhoods

Many of Keller’s residential areas are built out including some older neighborhoods that may be suitable for redevelopment. Preserving and revitalizing those neighborhoods as the housing stock ages can pose a challenge.

Strategy:

Identify and prioritize these neighborhoods and targeted areas. Explore providing the following initiatives to encourage desired redevelopment:

- Incentives to residents, developers, and investors in the form of tax rebates or fee reductions
- Community-level grant programs
- Public-private partnerships
- Building relationships between residents and Code Compliance to proactively approach property maintenance and revitalization

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Goal 4: Provide Life-Cycle, Diverse Housing Choices

Providing diverse housing choices for people of all ages and abilities was an important goal identified during the public input process. This is particularly true for both younger adults and seniors. Younger generations may not want a large lot option while seniors often desire to shrink their homeowner responsibilities and “downsize.” Having these options available ensures that children who grow up in Keller can continue to live in Keller while their parents and grandparents may easily shift to more suitable housing as they age without moving to another city.

Strategy:

Periodically compare the city’s demographic profile against available housing to ensure that life-cycle housing is available. Specifically, the following should be encouraged:

- High-quality, experiential mixed-use development
- Targeting appropriate areas for mixed-use development
- Fiscally responsible incentives for mixed-use development
- Allow Live/Work units