City of KELLER

Item H-4

PUBLIC HEARING: Consider an ordinance approving a Specific Use Permit (SUP) for The Back Nine, to operate an Indoor Entertainment Facility in an existing lease space in a multi-tenant building on 3.11 acres, located at the northeast corner of the Keller Parkway and Bourland Road intersection, legally described as Lot 7R, Block B of the Stone Glen subdivision, zoned Retail and addressed 721 Keller Parkway, Unit 110. Evergreen Fern LTD, Owner. Melanie Bagley, Applicant. (SUP-2503-0013)

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Zoned:

Retail

Aerial Map



Zoning Map



Background:

The Applicant has requested a Specific Use Permit (SUP) for The Back Nine, an indoor entertainment facility.

An SUP is required for an indoor entertainment facility in the Retail zoning district.



Proposed lease space at 721 Keller Pkwy.

Business Details:

The Back Nine is an indoor golf facility offering simulators and training areas for golfers of all experience levels.

The facility will not have food or alcohol for sale but intends to allow customers to bring their own food or non-alcoholic beverages, or order deliveries from neighboring restaurants.

The Back Nine intends to operate 24 hours a day, seven days a week. The Applicant has stated that there will be no outdoor music or entertainment.

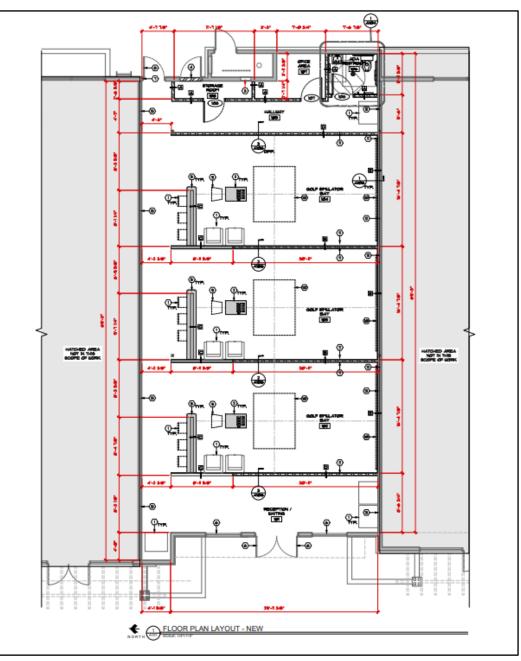




Facility Details:

The floor plan provided by the Applicant indicates that the facility will have three golf simulator bays.

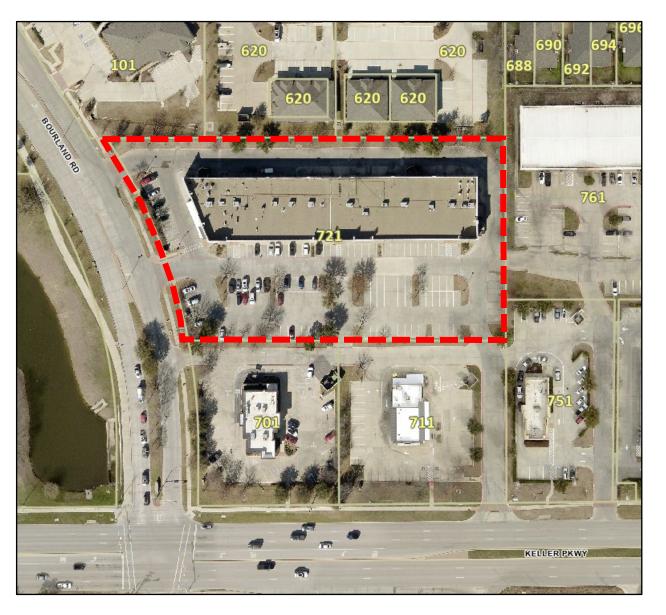
The Applicant has stated that a maximum of five people can occupy a simulator bay at one time.



Site Design:

The facility will occupy an existing lease space that is approximately 2,590 square feet. The application packet includes a concept plan indicating proposed interior modifications.

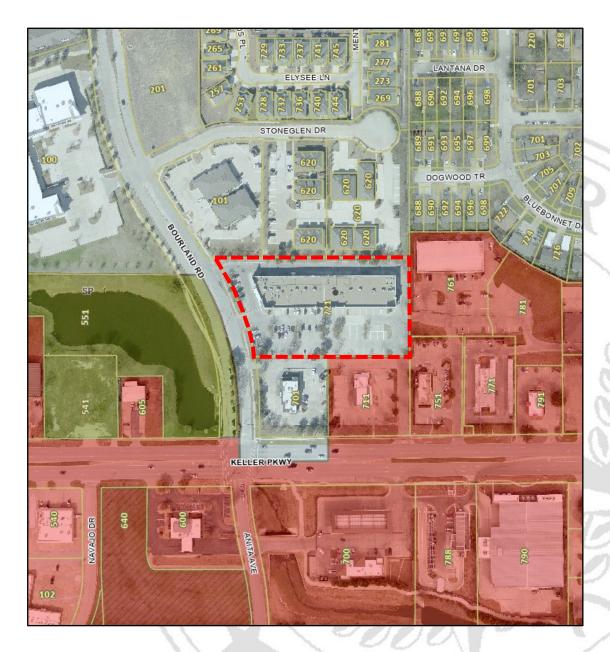
The parking requirement for a Commercial Amusement (indoor) use is three spaces per 1000 square feet of gross floor area, bringing the total number of spaces needed to 8 spaces plus the required accessible space. The property currently has approximately 135 regular spaces and the 5 accessible spaces shared among lease spaces.



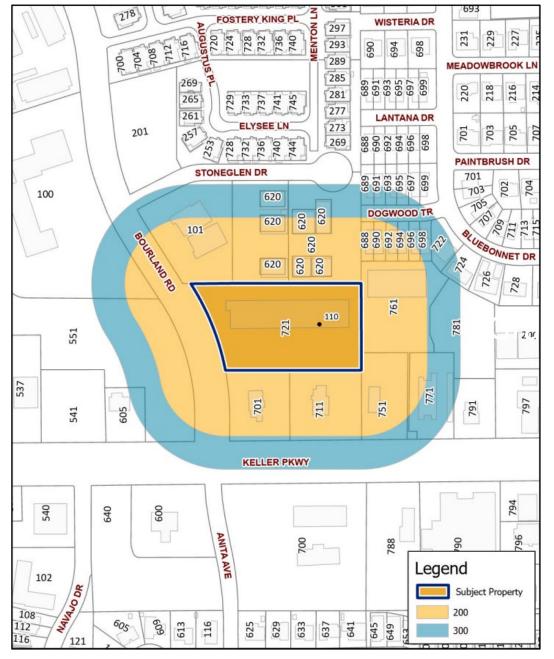
Surrounding Land Uses:

The subject property is zoned Retail (R), and designated Mixed Use (MU) on the city's Future Land Use Plan (FLUP).

North: Mixed Use (MU) East: Retail/Commercial (RTC) South: Mixed Use (MU) / Retail/Commercial (RTC) West: Semi-Public (SP) / Mixed Use (RTC)







- On March 27, 2025, the City mailed 25 letters of notification to all property owners within 300' of the property. A public hearing notice sign was also placed on the property.
- Staff has received no written support or opposition to this request.

Planning and Zoning Commission Recommendation:

At the April 8, 2025, Planning and Zoning Commission meeting, Commissioners unanimously recommended approval of the SUP request as presented.

Section 8.02 (F)(2)(a) of the UDC states that when considering an SUP request, the City Council shall consider the following factors:

- 1) The use is harmonious and compatible with surrounding existing uses or proposed uses;
- 2) The activities requested by the applicant are normally associated with the permitted uses in the base district;
- 3) The nature of the use is reasonable and appropriate in the immediate area;
- 4) Any negative impact on the surrounding area has been mitigated; and
- 5) That any additional conditions specified ensure that the intent of the district purposes are being upheld.

Request:

A Specific Use Permit (SUP) to operate an indoor entertainment facility for The Back Nine in the Retail zoning district.

The City Council has the following options when considering an SUP request:

- Approve as submitted
- Approve with modifications or additional condition(s)
- Table the agenda item to a specific date with clarification of intent and purpose
- Deny

