

SPECIFIC USE PERMIT (SUP) APPLICATION

SECTION 1. APPLICANT/OWNER INFORMATION Please Print or Type

Applicant/Developer: Rodney Holder
Street Address: 662 AUDRA CIRCLE
City: Rhome State: TX Zip: 76078
Telephone: 8179941020 Fax: _____ E-mail: _____
Applicant's Status: (Check One) Owner Tenant Prospective Buyer

Property Owner must sign the application or submit a notarized letter of authorization.

Owner: Francis Moser
Street Address: 10031 Lakeside Dr
City: FT WORTH State: TX Zip: 76179
Telephone: _____ Fax: _____ E-mail: _____
Signature of Applicant: [Signature] Signature of Owner: [Signature] Printed Name of Owner: FRANCIS MOSER
Date: 5/11/23 Date: 5/11/23

SECTION 2. PERMIT REQUEST INFORMATION

Property Location: 148 SELM Street Keller Tx 76248
Legal Description:
Lot(s): 13R2 Block(s): 10 Subdivision Name: Keller City Addition
Unplatted Property Description:
Abstract Name & Number: _____ Tract Number(s): _____
If property is not platted, please attach a metes and bounds description.
Current Zoning: OLD TOWN KELLER Proposed Zoning: OLD TOWN Keller
Current Use of Property: retail sales
Proposed Use of Property: retail sales/used retail sales
new inventory pre-owned records
t-shirts pre-owned players
new records pre-owned cassettes
new record players

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SECTION 3. CHECKLIST

(Please provide each of the items below & initial next to each item)

<input checked="" type="checkbox"/>	The application fee
<input type="checkbox"/>	Seven (7) 22" x 34" or 24" x 36" copies are needed, collated and folded to 9" x 12" paper size; electronic copy is recommended upon submittal date.
<input checked="" type="checkbox"/>	A written proposal outlining all special conditions and additional requirements for the property controlled by the SUP, including but not limited to: <ul style="list-style-type: none">• the paving of streets, alleys and sidewalks,• means of ingress and egress to public streets,• provisions for drainage,• adequate off-street parking,• screening and open space,• heights of structures,• compatibility of buildings,• hours of operation, and• time limits.• A letter justifying the request and addressing the decision criteria on with the Planning and Zoning Commission and City Council will base their decision.<ol style="list-style-type: none">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. ✓
<input type="checkbox"/>	A legal description or meets and bounds description of the property.
<input checked="" type="checkbox"/>	Concept Plan. The plan shall be to scale and show the following: <ul style="list-style-type: none">• topography,• and boundary of SUP area;• physical features of the site;• existing streets, alleys and easements;• location of future public facilities;• parking ratios, the final Detailed Site Plan; ✓• building height and location, <u>elevations</u>; ✓• site landscaping;• off-street parking facilities;• size, height, construction materials, and locations of buildings and the uses to be permitted;• location and instruction of signs;• means of ingress and egress to public streets;• the type of visual screening such as walls, plantings and fences;• the relationship of the intended use to all existing properties and land uses in all directions to a minimum distance of two hundred feet (200') and;• other information to adequately describe the proposed development and to provide data for approval. ✓
<input checked="" type="checkbox"/>	Evidence of communicating the proposal with the adjacent neighborhood ✓
<input type="checkbox"/>	Trip Generation Form and, if required per Section 5.03, Traffic Impact Analysis
<input checked="" type="checkbox"/>	Additional information or drawings, operations data, or expert evaluation when considering the application, including traffic studies and drainage studies as required by the Development Review Committee.

County Line Records

Bringing Back the Nostalgic Memories of Vinyl Records and Memorabilia

Introduction

We currently have an established business in Decatur, Tx. that has been operating for a year, we have done well in Decatur but want to move to a city that is thriving, and revitalizing. We feel that we can help do that in Old Town Keller by bringing back the nostalgic and vintage feel of the old-time record store.

Location

We will occupy the building located at 148 S. Elm Street in Old Town Keller.

What we bring to Keller and Old Town

County Line Records creates an environment that everyone can enjoy whether you are 2 or 102. We want to be able to provide the gift of music and memories to all our customer and business owners. Our goal is to provide exceptional customer service which is hard to find in businesses today.

We have visited and started introducing ourselves to the local businesses in Old Town to create that bond and support for each other. We have received **numerous** signatures in support of a record store to open in Old Town. ***This will also bring new business and revenue to the city as there are no other shops like this one close to Keller.*** The closest record store is in the Stockyards or Montgomery Plaza.

We also have met with surrounding business to mitigate the parking challenges and there are none at this time.

We have the support of long-time Keller business owners – Mike and Tatiana Hathcock of Dog de Salon. A letter of recommendation is enclosed with the packet from Dennis Waldrip who has worked and lived in Keller Tx.

Rodney (store owner) grew up just a couple streets over from Old Town and our daughter, son-in law, and grandson currently live 2 blocks from Old Town.

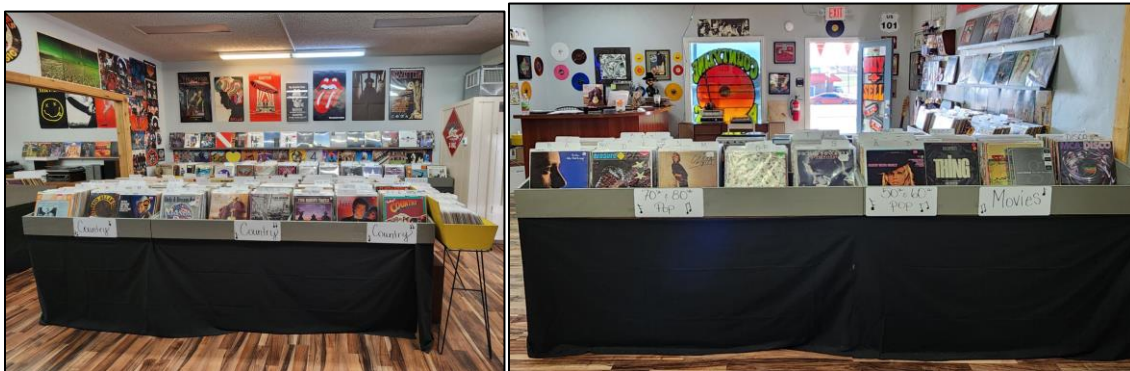
Operational Plan

We purchase new records from our preferred wholesale companies and receive pre-owned records from estate sales, auctions, customers that want to sell collections and donations.

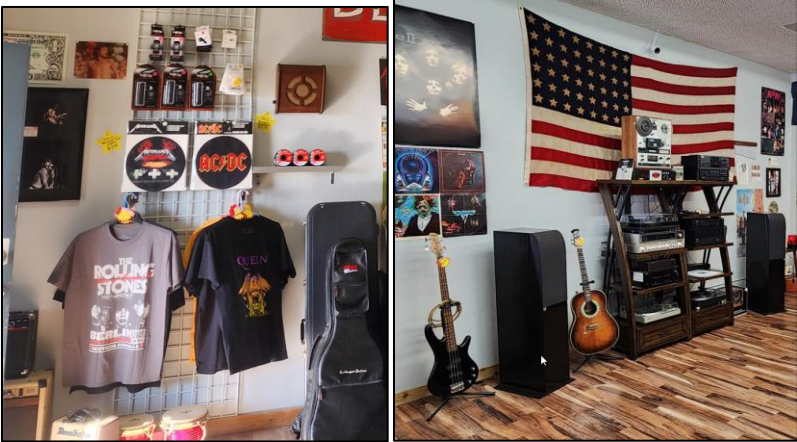
We also carry CDs, 8-tracks and cassettes. New records are kept in its original packaging until it has been sold to customers. Pre-owned records are carefully cleaned and put in clean sleeves to maintain its highest potential quality.

We carry a variety of genres but have the widest selection of Rock, Pop, Jazz, and Country because these genres contribute to over 68% of vinyl sales. We also have our Clearance Closet record bins for those records or covers that have been “well loved” and old stock that needs to be moved. You never know what gem you might find.

As you can see by the pictures below, we strive for a neat, organized, and stellar store. We create an inviting atmosphere, and inventory that appeals to our customer base. We want it to be easy for customers to find whatever they are looking for, whether they have something specific in mind or are simply looking for something new that aligns with their tastes.



To supplement the customers music listening experience, we sell record players, speakers, headphones, and vinyl accessories (such as cleanser, sleeves, and needles). Finally, we stock novelty items, store and vintage t-shirts and music related memorabilia so that customers can find unique items.



County Line Records has three employees, including the owner. Employees are paid hourly, making \$13.00. During working hours, our employees are responsible for several different things. Employees organize inventory, keep a clean storefront, prepare coffee, restock shelves, clean and package records, check out customers, and assist customers with anything they have questions about.

Ordering, buying, social media, and other advertising will be reserved for the owner. Shifts begin 15 minutes before opening hours and end 15 minutes after closing. Before opening, employees organize and restock inventory. During opening hours, they prepare beverages, restock any music that has been purchased off the floor, keep the storefront clean, and put away music that has been used at the listening station. At closing, employees clean house, so the store is ready to open the next day.

Financials 6/22-5/23

Total Sales	\$85,783
Salary	\$26,400
Inventory/Supply Costs	\$24,000
Total after costs/inventory	\$35,383

Demographic Breakdown

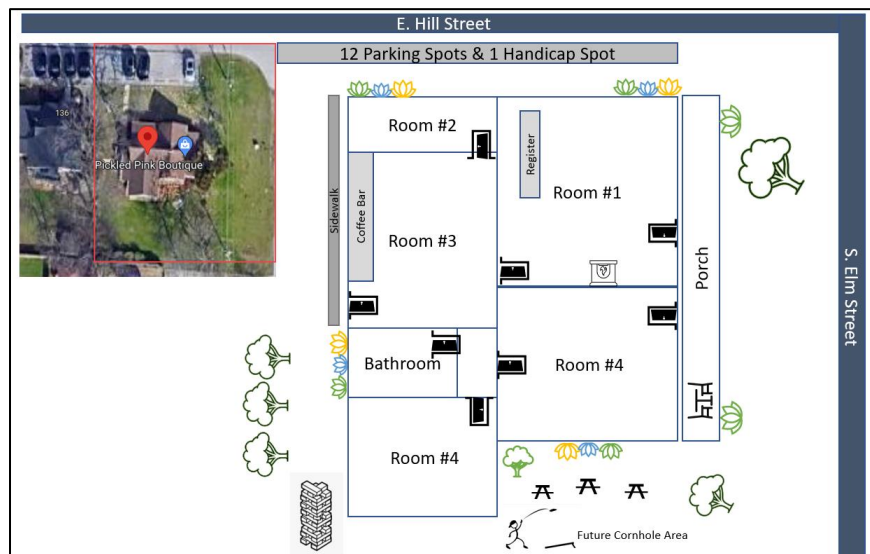
Total population of Decatur, Tx is 6,875. We have exhausted our customer base in our current location. We currently also rely on customers that either are passing through Decatur or live outside Decatur which include customers that drive from Keller, Midcities, Haslet, Southlake, Plano, Arlington, Westlake, Grapevine, and Ft. Worth.

Moving our business to Old Town will allow easier access to the store and draw in more customers from surrounding areas that may not want to make the long drive to Decatur.

In the cities that were mentioned, there are over 1.9 million people that we can market through social media and word of mouth from current and new customers. Having the store in Old Town **WILL** create new business and generate revenue for the city. This partnership will be a positive one for all of us. We will be doing what we love, helping families create memories in Old Town making Keller a place they want to visit and spend time and spend money which is a positive for the city.

Engaging Customers

Our store allows for all ages to come in shop, listen to music, hang out and experience life in Old Town Keller. We create a fun, vibrant location with outside games, seating, and music to allow kids, parents, grandparents, and visitors to make lasting memories. They can also spend time enjoying the other local shops that Old Town Keller has to offer. We want to partner with other businesses to continue to showcase what Old Town and Keller have to offer. Our customers can “feel” and experience the old town local atmosphere.



Fun Things going on at the Store

Vinyl Nites: We currently and will continue to host “Vinyl Nite” where everyone is invited to come out and listen to music, sort through our bins of records, sign up for drawings for cool prizes and hang out in our new location which will have outside activities such as cornhole, and lots of other games. Customer can bring their own record collections to listen to as well. This has been highly successful at our current location, and we look forward to continuing it.

We want to launch **Themed Nites:** Where we have a specific genre and invite people to come dressed up in attire associate with that genre. (Example: 70’s Nite-wear your butterfly collared shirts, and groovy outfits).

Store Hours (Tentative)

Monday- Saturday

10am-10pm

Closed on Sunday

Elevation





Signage on
North side of
building



Conclusion

We are certain that County Line Records will be successful in Old Town Keller. Our unique combination of innovative products and services, competitive pricing, and dedicated customer service makes us the go-to provider for our customers.

With your support, we can continue making our dream a reality and bring new business and revenue to the city of Keller. Thank you for taking the time to learn more about our company. We cannot wait to hear from you when you approve our SUP to open the store and we hope that you will join us for our Grand Opening and make County Line Records your destination for all thing records and to bring your families to enjoy the fun, vintage vibe that we will have.

Sincerely,
Rodney Holder