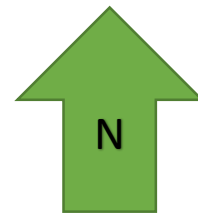
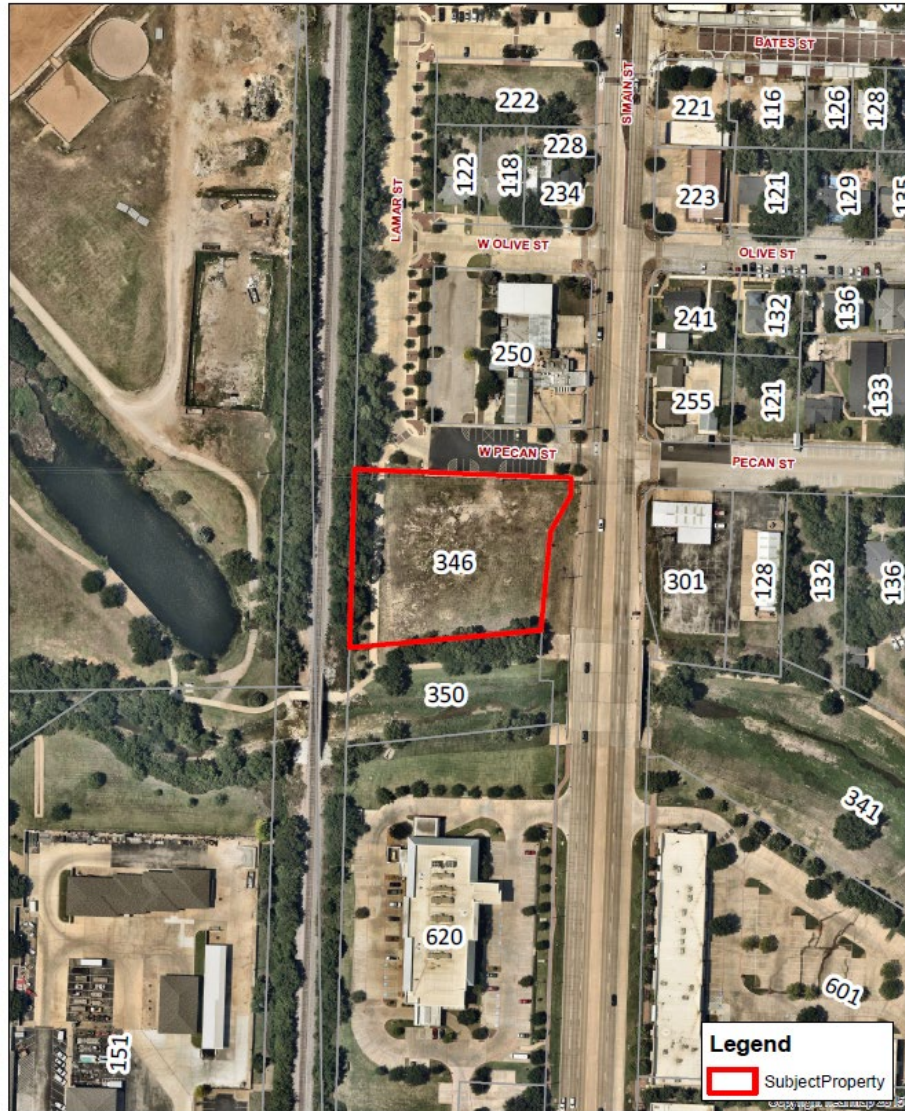


## Item H-2

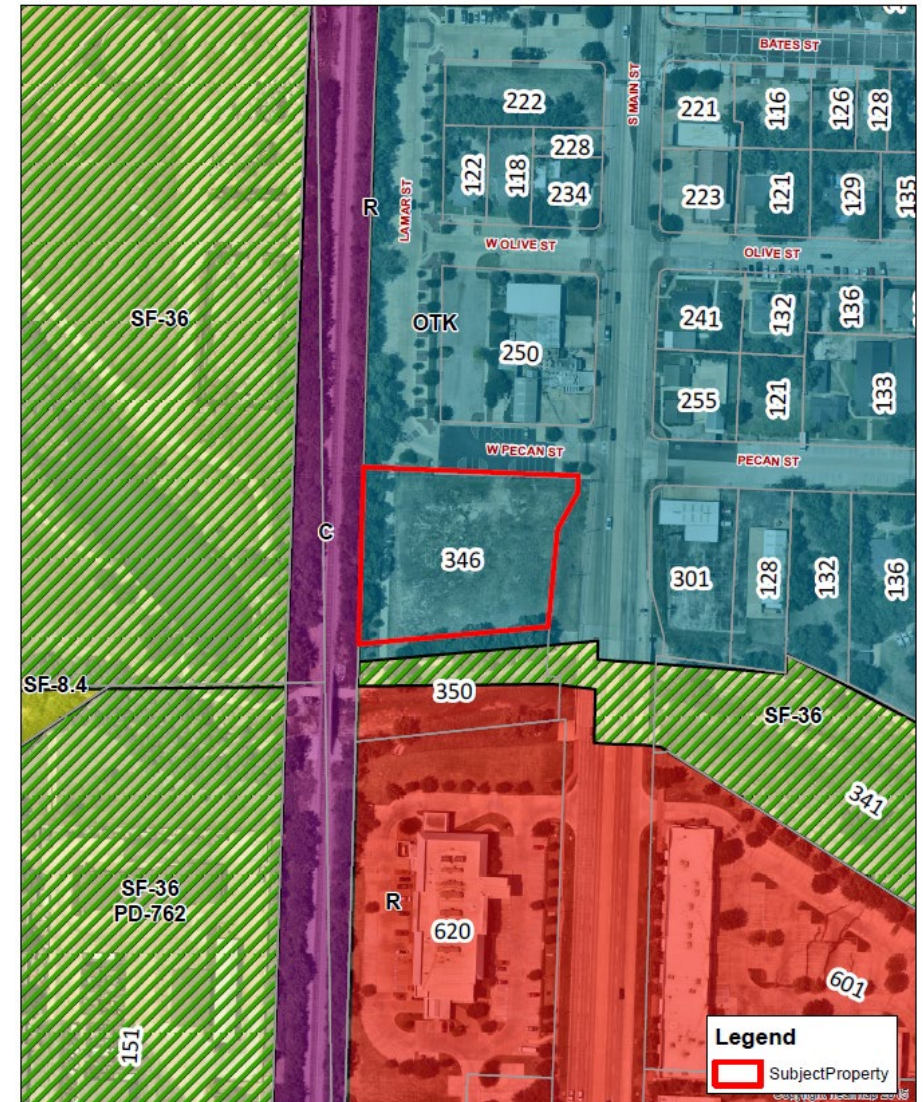
**PUBLIC HEARING:** Consider an ordinance approving a Specific Use Permit (SUP) for Magnolia on Main, a Mixed-Use Residential development of approximately 60 residential units and 3,400 square-feet of non-residential space on 1.3669 acres, located on the west side of South Main Street, legally described as Tract 19 G, Abstract 1171 of the Samuel Needham Survey, zoned Old Town Keller (OTK) and addressed 346 S. Main St. Magnolia Property Company, Applicant. 346 South Main-Keller, Owner. (SUP-23-0027)

# Item H-2 Aerial Map



Zoned: OTK

# Item H-2 Zoning Map



## Item H-2

### Background:

Magnolia on Main is a proposed mixed-use residential development that includes approximately 60 residential units, 2,190 square feet of retail and 1,200 square feet of co-working and leasing office space.



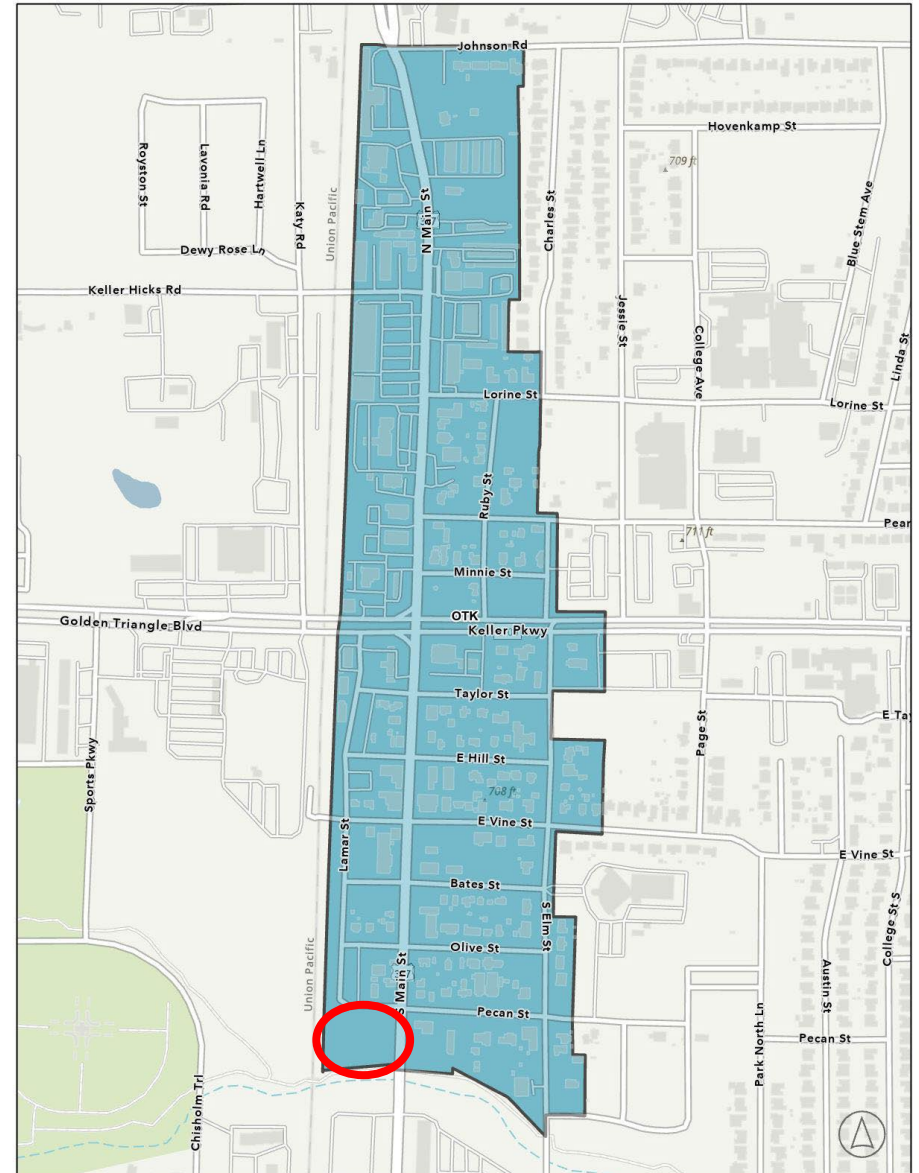
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# Item H-2

## Background:

The subject property is located within the Main Street Subdistrict of the Old Town Keller (OTK) Zoning District. A Specific Use Permit (SUP) is required for a Mixed-Use Residential development in this district.

 Subject Property

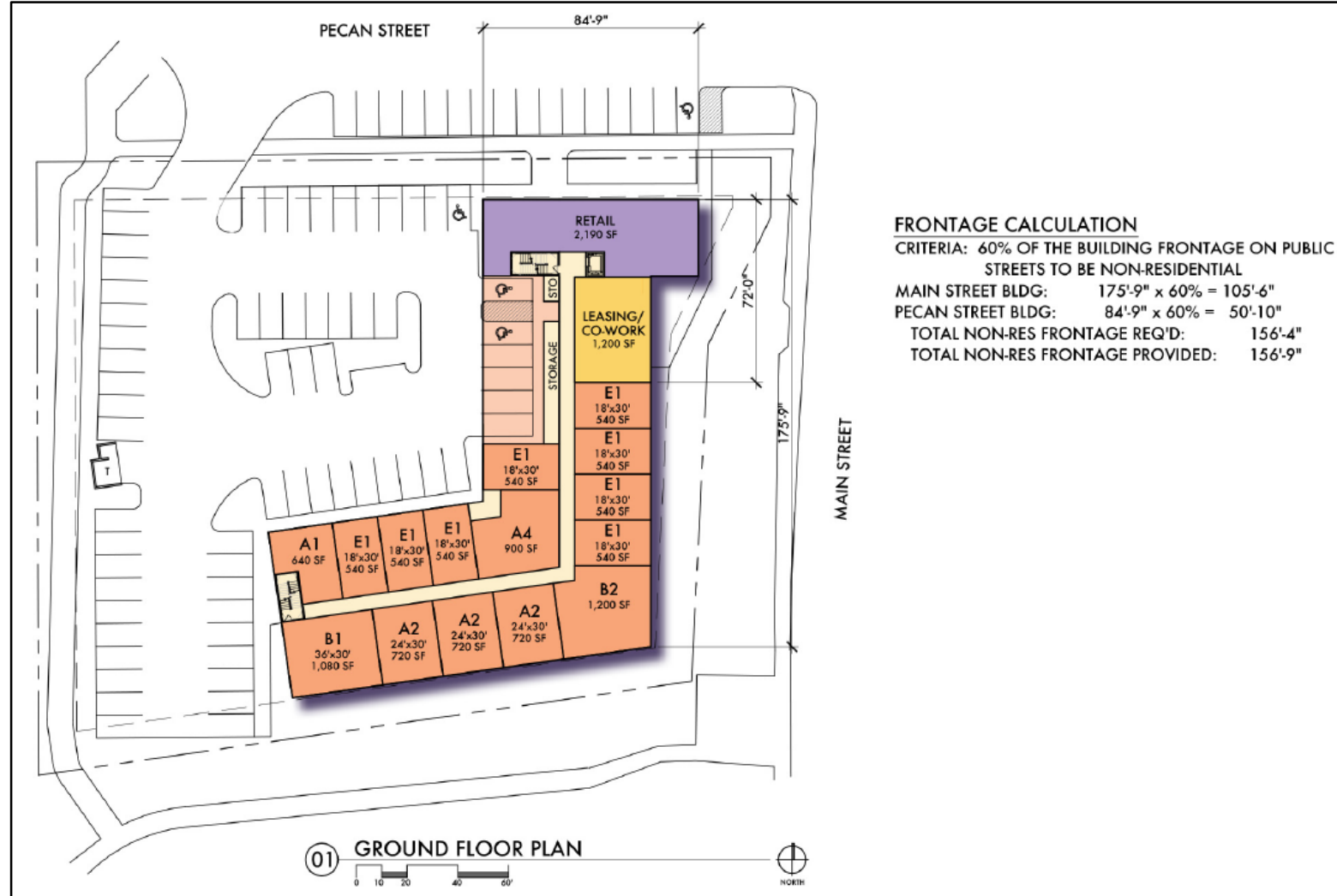


# Item H-2

## Request:

The UDC requires Mixed-Use Residential developments to have a minimum of sixty percent (60%) non-residential uses on the ground floors of buildings that front public or private streets.

For the purposes of this SUP, the Applicant interpreted this requirement to be 60% of the building frontage along Pecan and South Main Streets. Using this method, the required total combined non-residential frontage along both streets is 156'4".



# Item H-2

## Future Land Use Plan (FLUP):

The addition of a Mixed-Use land use category was one of the four goals identified under Residential Development in the 2021 FLUP.

### Residential Development Goals & Strategies



#### **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.

## Item H-2

### Surrounding Land Uses:

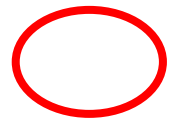
The subject property is zoned Old Town Keller (OTK)-Main Street Subdistrict and designated Mixed-Use on the Future Land Use Plan (FLUP).

East: Mixed-use (Driver's Edge)

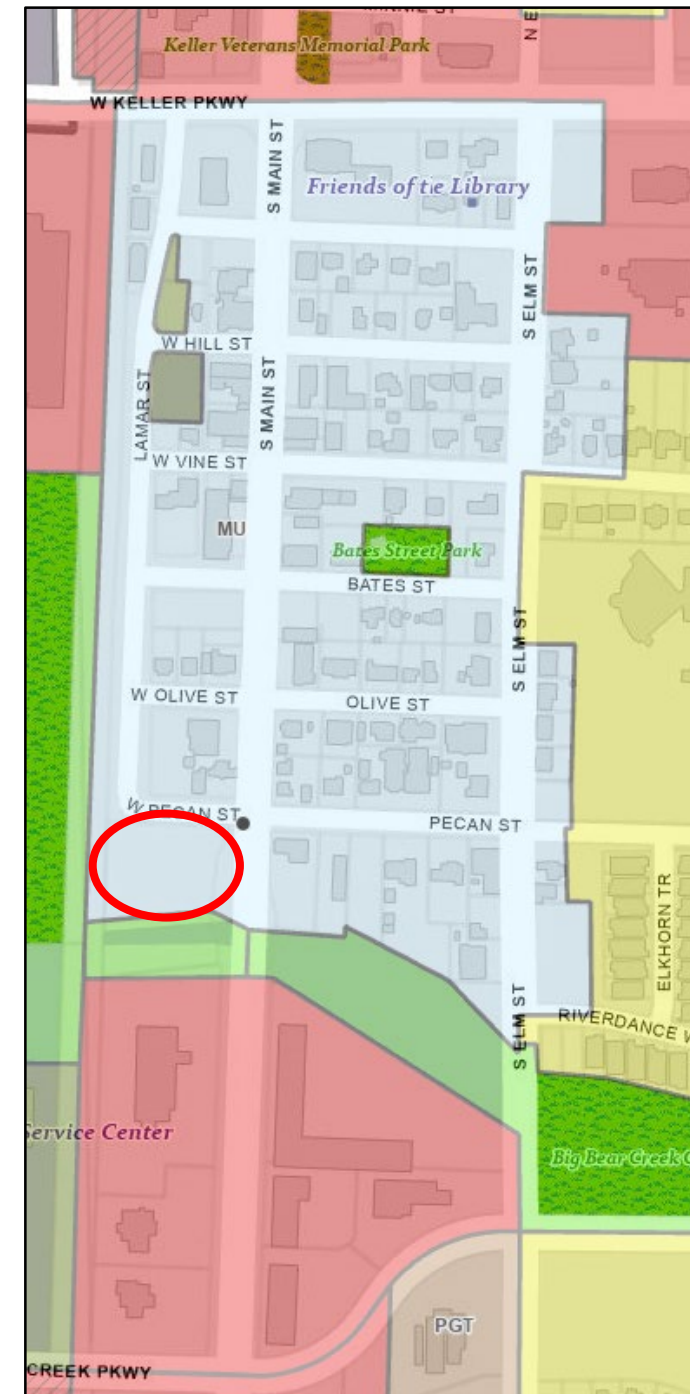
South: Parks and Open Space (Bear Creek and trail)

West: Parks and Open Space (railroad tracks)

North: Mixed-use (Pour Shack)



Subject Property

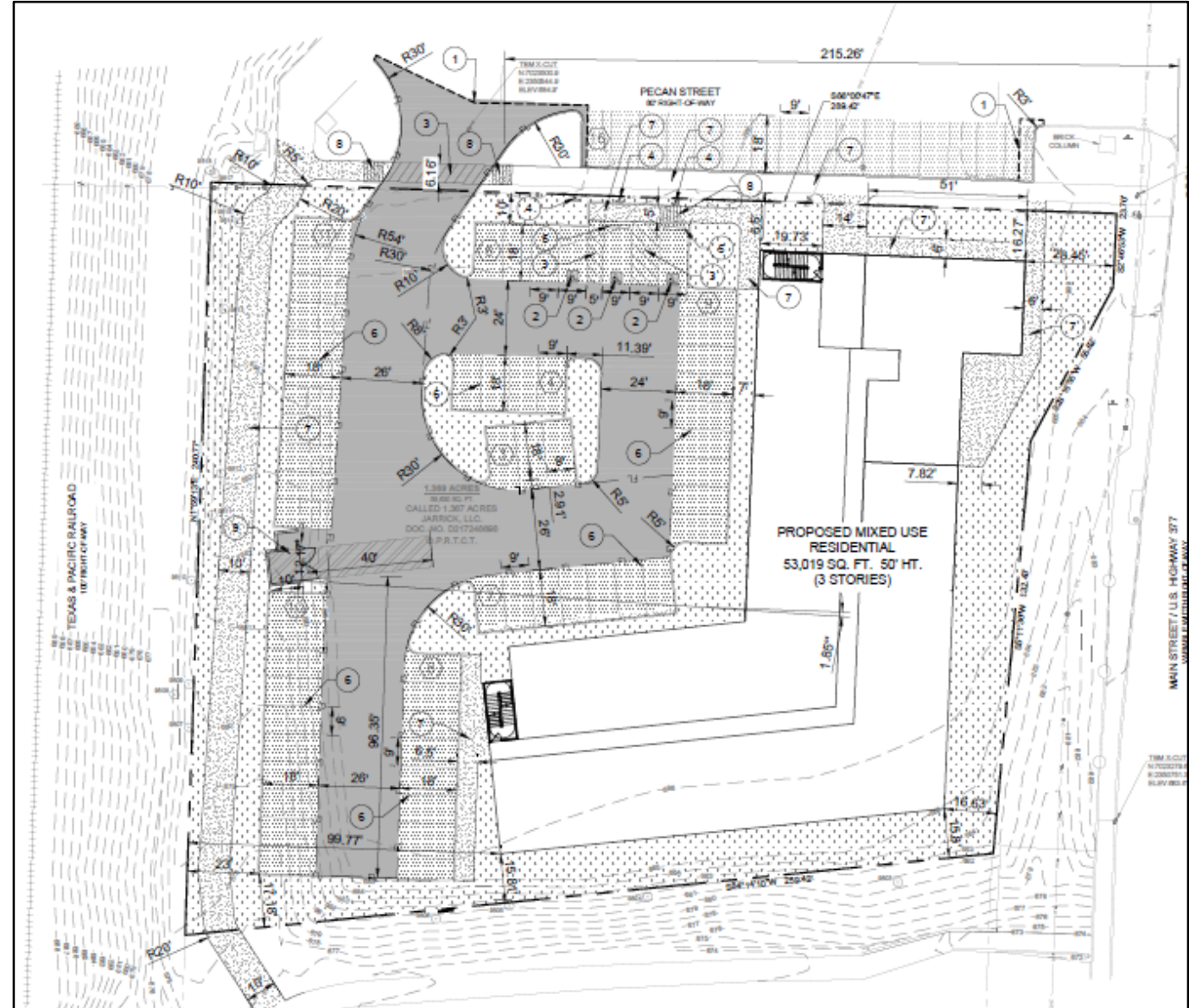


## Item H-2

### Site Design:

#### Structure Details:

- Approximately 53,000 square feet
- Three-stories with a maximum height of 50 feet
- 28 studio units
- 23 one-bedroom units
- 8 two-bedroom units
- 2,190 square feet of retail
- 1,200 square feet of co-working/leasing space
- One access point off Pecan Street





## Item H-2

### Parking:

The Applicant proposes striping new public parking spots along Pecan Street to help satisfy the parking requirement. The concept plan shows 15 regular and one accessible spot along Pecan Street. Additional public parking is available along Lamar Street.

Use	Ratio	Required	Provided
Studio Unit (28)	1/ Unit	28	28
1 Bedroom Unit (23)	1/Unit	23	23
2 Bedroom Unit (8)	1.5/Unit	12	12
Retail Space (2,190 SF)	1/200 SF	11	-
Office Space (1,200 SF)	1/350 SF	4	-
		78	63

If the Applicant's SUP request for Mixed-Use residential is approved, they will be required to submit a full site plan package to address building height, parking, landscaping, lighting and other site details.

# Elevations:

Northeast Corner



East Façade (facing Main St.)



Southeast Corner



NOTE: ALL ROOFTOP HVAC EQUIPMENT  
WILL BE SCREENED FROM VIEW BY 4'  
TALL PARAPET WALL



**BUILDING SKIN**  
DOORS and WINDOWS: 35%  
BALANCE OF BUILDING SKIN:  
BRICK: 72%  
CEMENTITIOUS FIBERBOARD: 18%  
STUCCO: 10%

**EAST ELEVATION (MAIN ST)**

NOTE: ALL ROOFTOP HVAC EQUIPMENT  
WILL BE SCREENED FROM VIEW BY 4'  
TALL PARAPET WALL



**NORTH ELEVATION (PECAN ST)**

**BUILDING SKIN**

DOORS and WINDOWS: 34%

BALANCE OF BUILDING SKIN:

BRICK: 67%

CEMENTITIOUS FIBERBOARD: 9%

STUCCO: 24%

NOTE: ALL ROOFTOP HVAC EQUIPMENT  
WILL BE SCREENED FROM VIEW BY 4'  
TALL PARAPET WALL

ROOFTOP TERRACE

SIDING

STUCCO

BRICK

50'  
MAX.

"TUCK UNDER PARKING"

WEST ELEVATION

**BUILDING SKIN**

DOORS and WINDOWS: 30%

BALANCE OF BUILDING SKIN:

BRICK: 36%

CEMENTITIOUS FIBERBOARD: 11%

STUCCO: 53%

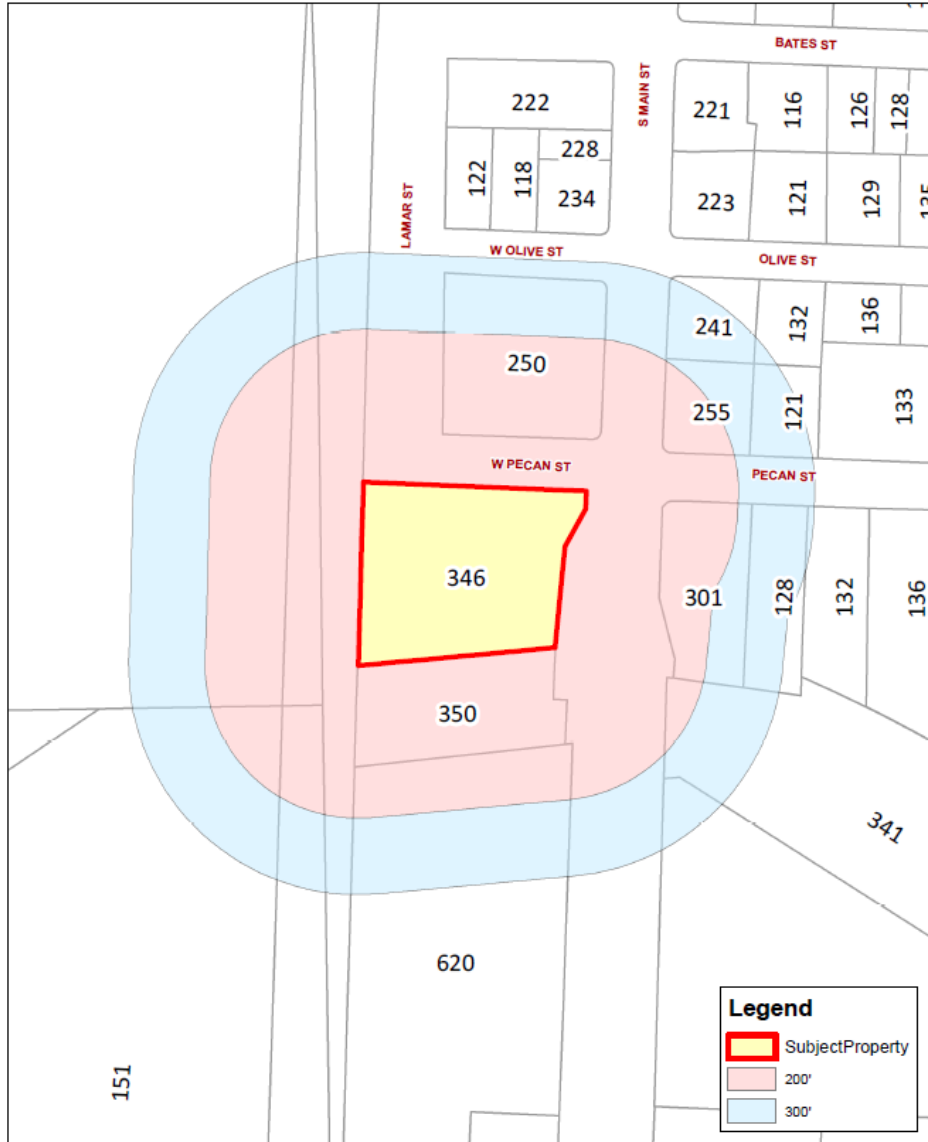
NOTE: ALL ROOFTOP HVAC EQUIPMENT  
WILL BE SCREENED FROM VIEW BY 4'  
TALL PARAPET WALL



**BUILDING SKIN**  
DOORS and WINDOWS: 34%  
BALANCE OF BUILDING SKIN:  
BRICK: 62%  
CEMENTITIOUS FIBERBOARD: 12%  
STUCCO: 26%

**SOUTH ELEVATION**

## Item H-2



- On Sept. 28, 2023, the city mailed 12 Letters of Notification for this Public Hearing to all property owners within 300' of the subject site and Keller ISD. A public hearing notice sign was posted on the site.
- Staff has received one inquiry regarding this SUP request but no written support or opposition.
- The Applicant provided a list of individuals they reached out to regarding the project, which is included in the agenda packet.

## Item H-2

### **Planning & Zoning Commission Recommendation:**

At the Oct. 10, 2023, Planning and Zoning Commission meeting, Commissioners recommended approval of the SUP request, with the condition the Applicant conduct a noise study for the purpose of selecting building materials that mitigate the impact of the adjacent railroad tracks, by a vote of 6-1.



## Item H-2

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.

## Item H-2

### SUP Request:

A Specific Use Permit (SUP) to construct a Mixed-Use Residential development in the Main Street Subdistrict of the OTK Zoning District, with approximately 60 residential units, 2,190 square feet of retail and 1,200 square feet of co-working and leasing office space.

The City Council has the following options when considering a Specific Use Permit (SUP) request:

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



**Questions?**  
**Sarah Hensley**  
**817-743-4130**

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