

1800 Lewis Crossing Dr.
Keller, TX 76248
January 20, 2020

Honorable Mayor and City Council Members
City of Keller
1100 Bear Creek Parkway
Keller, TX 76248

Re: Planned Development Zoning Change from C (Commercial) to PD – Mixed Use
(Planned Development –Mixed Use – Commercial/Residential) - Center Stage

Honorable Mayor and City Council:

I am a homeowner and resident of Marshall Ridge. One of the primary reasons for purchasing our home in Marshall Ridge was the promise made by the developer, Meritage Homes, that there would be an upscale commercial retail center in the two parcels in front of Marshall Ridge along Highway 377. The sales office for Meritage had an artist's rendering of a beautiful retail center on the 26 acre parcel between Marshall Ridge Parkway and Ridge Point Parkway and the 35 acre parcel south of Ridge Point Parkway which is the subject of the above captioned zoning change request. There was no artist's rendering of 3 or 4 story apartment complexes. There were absolutely no high density residential buildings envisioned in the parcels. Had we known that the commercial property in question could be developed into 550 apartments and 70 high density patio homes, we would not have purchased a house in Marshall Ridge.

Please record me as being unalterably opposed to the introduction of mixed use development which includes residential high density housing – regardless of whether it is called lofts, apartments, patio homes or any other variety of terms being used to mask the introduction of a mix of commercial and residential zoning.

Aside from being totally opposed to the introduction of any form of residential zoning in either of these two parcels, the developer's plans are grossly deficient in addressing the concerns of the overwhelming majority of Keller citizens.

Traffic congestion is a major and growing concern in the city. The introduction of such a large number of apartments and patio homes will drastically diminish the quality of life of Marshall Ridge residents and residents of Keller in general. The plans submitted by Realty Capital show multiple ingress and egress street openings which will create nightmares for drivers. Presumably, TexDot will require a third lane for turning into the development, but there is no indication as to how many additional traffic lights will be

required along the front of the development. Thanks to poor planning by whoever approved the soon to be daycare facility at 150 Ridge Point Parkway, the entrance into this proposed development will be immediately after the right turn off Hwy. 377. This quick turn up an elevated plane will surely be dangerous for drivers turning right onto Ridge Point Parkway. Similarly, the exits and entrances on Mt. Gilead Road will create traffic hazards. Allowing an exit from Milestone Church straight through the proposed development onto Hwy. 377 will create considerable congestion when church services are being held.

Some discrepancies exist which are puzzling. The Tarrant Appraisal District lists this parcel as 35.884 acres, yet the developer claims the property is 38 acres. Where are the missing 2 acres of land? TAD lists the address of the property as 1400 North Main Street while the proposal shows the address as 1440 North Main Street. There is a gas well located at 1440 North Main Street and the property is owned by XTO Energy (tax account 41369416). So the address for this project is wrong as well as the acreage.

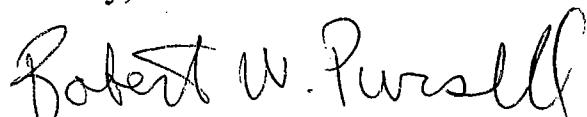
Parking proposed for the entire development is woefully inadequate and will create parking issues along the streets when parking spots are unavailable for residents of the apartments and patio homes. The structures will be eyesores for residents of Marshall Ridge. The recent construction of the apartment complexes on Golden Triangle Blvd, demonstrate how ugly apartment buildings can be.

The proposed claims to be mixed use, yet the retail commercial buildings proposed for this development constitute a very small percentage of the development. Residents prefer this site to be exclusively retail and commercial businesses, yet the proposal claims a very small percentage of the overall development will be retail establishments.

If Keller approves a change to mixed use development here, other acreage throughout Keller will then be eligible to seek similar zoning changes which will not be able to be denied once this project is approved. Keller will become a town with thousands of apartments in multiple complexes throughout the city. Approval of this zoning change is the equivalent of a death sentence of what is left of the quaint rural character that once qualified Keller as one of the best places in the country to live.

I urge the Mayor and City Council to reject both the zoning change application and the proposed Center Stage development.

Sincerely,

A handwritten signature in black ink that reads "Robert W. Pursell". The signature is written in a cursive, flowing style with a large, prominent 'R' and 'P'.

Robert W. Pursell, citizen, resident and homeowner

Matthew Cyr

From: Brendan Bigler <brendanbigler@gmail.com>
Sent: Monday, January 20, 2020 2:41 PM
To: Keller Mayor and Council; Sheri Almond; Beckie Paquin; Pat McGrail; Mitch Holmes; Christopher Whatley; Tag Green; Community Development
Subject: Marshall Ridge resident for the center stage development

Good afternoon,

I hope this email finds you well. I am sure that you have been getting a lot of emails about residents opinions on the Center Stage development so I just wanted to thank you for reading if this email.

As a resident of Marshall Ridge and Keller I just wanted you to know that I am for this project and I truly believe that it would benefit my neighborhood as well as Keller. I know you will have a hard choice on your decisions but I'm sure whatever it is will be a decision that's best for the city.

Best regards,

Brendan Bigler

Sent from my iPhone

Matthew Cyr

From: Brian Salvesen <brian.sal.1993@gmail.com>
Sent: Friday, January 17, 2020 1:34 PM
To: Keller Mayor and Council; Community Development
Subject: Support For Development on 377

Mayor, City Council Members, and City Staff,

I am in support of the potential mixed use development on Hwy. 377. There have been many different arguments brought up against the project but many of them are simply not true. Since I cannot attend this meeting due to night school, In this email I will dispute some of the incorrect negative statements made about this project and convey the aspects of the project that can benefit the immediate area, Keller, and the DFW metroplex.

-Incorrect Arguments-

1. Schools will suffer. This development has been estimated by both the developer and KISD to only bring about 50-60 more students, which according to Dr. Westfall is well within KISD's ability to accommodate.
2. It is only a quick profit, no long term gain. This is also incorrect. Building more densely makes more financial sense than building sparsely and spreading resources. In Charles Mahron's book "Building Strong Towns" he highlights the "Growth Ponzi Scheme" which shows that as cities grow in the traditional suburb pattern, they don't feel the real financial effects until 30 or more years later. By building densely you are increasing the taxbase within that area of land and requiring less public service coverage such as streets, water systems, and emergency services. Building more densely is wise for keller in order to most efficiently use some of the last remaining land in Keller.
3. Apartments = High Crime. This was debunked when during the P&Z meeting the Police captain present said that there is no difference in level of service needed for between single family homes and apartments.
4. Keller residents doesn't need apartments, no one wants them. I am a Keller resident and I want apartments and more diverse options for housing. Currently, 90% of Keller's Housing stock is Single family detached housing. I'd like to see some more diverse options. Additionally, 70% of Keller's Housing stock is 3 bedrooms or more. (Both these numbers come from ACS 2018 data) More housing options other than large homes are very much desired among new college graduates.
(<https://www.nahbclassic.org/generic.aspx?sectionID=734&genericContentID=269080&channelID=311>)
People are moving to Keller and will continue to move to both DFW and Keller as DFW is predicted to grow by 4 million people by 2050. In Keller's FLUP survey, 25% of residents had moved to keller in the past 5 years at the time of the survey. Apartments are also heavily desired and the success of a number of similar projects in the region shows this to be true. Projects such as 299 monroe in Roanoke, Viridian and City Commons in Arlington, and Cityline in Richardson have all been Successful with some even receiving awards for development excellence.
5. Apartments won't pay their fair share of Keller ISD taxes. During the P&Z meeting half hearted statistical analysis was done to show that apartments don't generate as much for schools compared to single family homes. What this commenters ignored, when looked at in a spatial context, they actually deliver the highest value to school districts as a function of tax revenue per acre. Additionally, smaller housing units offering only 1 or 2 bedrooms are less likely to meet the average number of kids per housing unit and thus will again, assist the schools more than harm the schools.

6. There won't be enough parking. Shared parking with Milestone is not only advantageous to both parties, it also helps Keller by increasing the ability of Center Stage to generate the most tax revenue possible. Shared Parking has long been around and is supported by the American Planning Association and is considered a great way to help neighborhoods in Jane Jacobs' "The Life and Death of Great American Cities".
7. Property Values will Suffer. Again, this is incorrect. Property values, once adjusted for all other factors, see a 4% increase when they are within a mile of a newly built mixed use development.
<https://www.gamls.com/images/jonwiley.pdf> The speculation that they will see a property value loss not only doesn't make sense in the rapid property growth of DFW, but also when a mixed use development is completed nearby. With the combination of the two, nearby property owners are actually set to better property value above their peers not near a new mixed use development.
8. Nearby Train noise will make them unrentable. Take a look at the developments mentioned in point 4. Most if not all are near a railroad track, near a highway, or in the case of Viridian, also near a landfill. Again, all of these projects have been successful and are all nearing the final phases of development.

These are just some of the disputable negative comments I have been able to dispute with the limited amount of time I have today. My only concern for this development is the Traffic Impact Analysis. I do think another one done when the intersection is finished, during peak traffic times couldn't hurt. Good science and analysis after all, is replicable.

Thank you for your work and I hope you'll approve this project to help grow Keller. This would be an amazing gateway for our Northern Entrance.

Thank you,

Brian Salvesen
817-614-3577

Matthew Cyr

From: Julie Smith
Sent: Tuesday, January 21, 2020 11:47 AM
To: Matthew Cyr
Subject: FW: Development outside my neighborhood.

From: Trina Zais <tzais@cityofkeller.com>
Sent: Tuesday, January 21, 2020 11:37 AM
To: Julie Smith <jsmith@cityofkeller.com>
Subject: FW: Development outside my neighborhood.

For the File

Begin forwarded message:

From: Mike Foltynski <mike.foltynski@gmail.com>
Date: January 20, 2020 at 10:48:25 AM CST
To: Mitch Holmes <mholmes@cityofkeller.com>
Subject: Re: Development outside my neighborhood.

Mitch,

After careful consideration. My wife and I have completed quite a bit of research. Having heard from the Police Captain, KISD superintendent, Fire Department, the developer, and other Keller citizens we believe we have the information to make an informed decision. Additionally, my wife and I spent half a day at the Lakeside development. We ate, walked around, visited shops, looked for occupancy rates of the retail spaces (all but one), traffic impact, and the proximity of residences similar to Marshall Ridge which are touching the development. We were impressed to see a house listed for sale with 11 sq. ft smaller than ours with only a 2 car garage for almost \$200k more than our home.

Please record our support for the approval of an SUP for the Center Stage development.

Please share this email with other council members as you see fit from a Marshall Ridge resident.

Thank you,
Mike