



# Masterplan

## LETTER OF INTENT

### Specific Use Permit -- Jenkins Neighborhood Self Storage

The Jenkins Organization (TJO) requests approval of a Specific Use Permit for a one-story neighborhood retail self-storage facility. The development would be a complimentary component of the Class-A neighborhood scale retail development planned at the northeast corner of Stacy Road and Custer Road. In accordance with the spirit and intent of Craig Ranch, TJO would provide an upscale facility with a high degree of architectural appeal, excellent building materials, and robust perimeter screening and landscaping. A packaging and shipping center in partnership with the United States Postal Service is planned within the retail component on Stacy Road. The retail storage facility would also contain premium super climatized and high security storage for wine, furs, and jewels. This product offering is not available within McKinney, and meets an unmet demand by McKinney/Craig Ranch residents.

Previously the type and size of the retail anchor and the overall layout was considered unknown, generating questions about maximizing retail development. Now that the retail anchor, Wal-Mart Neighborhood Market, has closed on the land, and has submitted a site permit application to build in the middle of the site, the overall layout materializing. Consequently, Encore (master developer) is securing retailers for the attractive parcels with great visibility and frontage on Custer Road and Stacy Road. The remaining and very narrow flag-lot acreage that buffers the back side of the retail from multifamily is the area east and west behind the Neighborhood Wal-Mart, and unappealing to retailers. The retail brokers have garnered no interest in this fringe acreage (the Neighborhood Walmart has long been in the works). If retail or medical office were forced, it would likely be a low rent underperformer or would fail given the very narrow frontage, poor visibility to the rear, and sheer distance of 400 to 500 feet from Stacy Road. Retail oriented (packaging and shipping center in partnership with the United States Postal Service) and premium storage is a very viable alternative for that portion the property and satisfies unmet market demand for the premium storage proposed.

Below are salient points of the neighborhood retail storage proposal:

- Climatized facility. The facility would be primarily climate controlled with a majority of the units accessed via an internal corridor.
- Transitional use. A key factor of this proposal is its location with respect to the established and prospective development. The storage would create a transitional buffer between the planned retail and The Avenues at Craig Ranch residential apartment homes to the east. The apartment owner supports our proposed use of this land.
- Ideal Configuration. Storage would consume only 6% of the available Stacy and Custer street frontages while occupying the portion of property located away from the intersection, leaving the balance of the undeveloped property and frontage for neighborhood retail. The area being used would not easily be developed by other users. Importantly, the retail developer does not desire to oversaturate their development.
- Compatible low intensity neighbor. Immediate neighbors generally prefer low intensity storage and landscape buffering over the parking lot lights, dumpsters, loading and servicing and the general higher levels of occupancy and activities associated with retail.
- Low traffic generators. Self-storage facilities are extremely low traffic generators and pair well with nearby high traffic generating retail and residential uses, helping regulate local traffic during peak hours.



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- Neighborhood serving. Storage development near neighborhoods provides a convenient and safe location particularly appealing to female customers primarily. These shoppers typically want to use storage that is climatized and within a one mile radius. Indoor storage is a neighborhood service use.
- The United States Postal Service is interested in having a Contract Postal Unit inside the retail self storage office (would not impact exterior aesthetics) in an area severely underserved. This would bolster our retail front, generate retail sales tax dollars, help draw residents to the retail center, and add another service for the community. We see this as a win-win opportunity and a perfect complement to the office retail component of the storage center.

TJO is coordinating efforts with Encore Retail as the property owner and overall retail developer for the northeast corner, to ensure development is harmonious. These efforts include the timing of installation of infrastructure, and ensuring that building architecture and materials complement both the planned retail development and the overall architectural fabric of Craig Ranch. It should be noted; however, the Encore Retail master plan is for illustrative purposes only and is not part of the formal request.

Moreover, the self-storage development will comply with the following SUP self-storage requirements:

1. All overhead bay doors will be screened from adjacent uses and ROW.
2. Each building will have an exterior of 100% masonry.
3. All buildings will be one-story.

We look forward to working with the City of McKinney and are excited about providing a top quality, distinctive self storage facility for the McKinney/Craig Ranch residents.

Regards,

Maxwell J. Fisher, AICP

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