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**Mr. Michael Quint, Director of Planning**

C/O: Samantha Pickett, Planner II  
221 N. Tennessee St.  
P.O. Box 517  
McKinney, TX 75069

Dear Mr. Quint,

Sept.05 2014

Please accept this letter of intent for your consideration of our meritorious exception request on a 13.643 +/- acre tract of land located east of Custer road. The project name is The Venue at Craig Ranch and is being developed by Davis Development. We have been advised by Ms. Samantha Pickett, Planner II at the city of McKinney, that we have elevation design calculations that do not meet the zoning ordinance. We would like you to review and consider our proposed changes.

1. Patio/Balcony walls.

***We are seeking a variance that would not require us to count the patio walls facing outside as part of the façade square footage.***

-Our reasoning is the 5' recessed porch walls are not prominent façade features and are usually shaded. They need to stay calmly in the background with subdued material to give depth and shadow. The concept of the designed façade is to create articulation, therefore, it is preferable to have alternating materials side by side as opposed to similar materials which create monotony. Allowing siding on the patio/balcony walls has been a design pattern for various multifamily developments in McKinney. Our preference is to maintain the pattern.

2. Individual wall planes required to be 85% masonry.

***We propose to count the entire façade to meet 85% rather than individual wall planes as separate areas in the calculation of materials.***

- Some of the individual wall planes are 100% masonry and some are lower than 85%, however, the average for the entire façade is 85%. Allowing us to use more material height variation will provide a more interesting look to the façade and improve the overall appearance of the development.

3. 3 out of 4 minor architectural enhancements have been selected.

***We would like to ask for relief from the 4<sup>th</sup> requirement of section 7.***

-Initially, we have included credit 7c (Minimum 15% **pattern brick work** of each building's facade that faces a ROW or residential zone) as the 4<sup>th</sup> credit in order to qualify for section 7(Minor Architectural and Site Enhancement). However, our design intent is to articulate the façade by alternating full height stone walls with brick walls. Adding patterned brick makes the façade busier than it should be and certainly undermines the design intent. Additionally, we have already designed brick rowlocks and soldier courses to adorn the facades, which is a commonly accepted form of patterned brick work as well. We have also added additional dormers to all buildings to break the roof planes in addition to 7d requirement (Minimum 1 dormer to be provided for each roof plane that is over 1000 square feet which faces only the public street.).

In summary, our intent is to design a building façade that is well articulated and creates interest by using an adequate mix of masonry materials which provides visual stimulation. In addition, the recessed patios/balconies provide depth and shadow to the façade and in our opinion need to remain less prominent to meet our design intent.

We appreciate your consideration of this request and should you have any questions or concerns regarding this project, please contact me at 404-228-1958 (Ext. 112) or at [fgeheber@glaatl.com](mailto:fgeheber@glaatl.com).

Regards,



***Fred Geheber, AIA***

President, Architect of Record.

CC: Fred Hazel, Davis Development, Gene Babb, Davis Development, Randy Mckittrick, TX Morrow Construction