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October 7, 2019

Guy Giersch  
Historic Preservation Officer  
221 N. Tennessee Street  
McKinney, Texas 75069

Re: Letter of Intent Supporting NEZ Impact Fee Waiver Application

Dear Mr. Giersch:

This Letter of Intent accompanies the Neighborhood Empowerment Zone Impact Fee Waiver Program Application (“Application”) for a proposed new multi-family project (the “Project”) to be constructed on an approximately 16.47 acre vacant tract of land, bounded and immediately adjacent to Rockhill Road on the north, Wilson Creek Parkway on the west and Graves Street on the east (the “Property”). The Project is bordered by several existing, older multi-family complexes to the south and north. There are three (3) single family homes located directly across Rockhill Road and several churches in the immediate area. The neighborhood contains additional older multi-family complexes.

The Project consists of 354 multi-family units within nine (9) buildings and fourteen (14) standalone garages comprising 498,445 gross square feet in the aggregate. The Project will be constructed in a single phase. An approved site plan accompanies the Application along with an approved Façade Plan.

The Property has been rezoned from PD – Planned Development with base zoning categories of RG-15 and RG-27 to PD – Planned Development with a base zone of MF-3 under case number ZONE2019-0017. The newly adopted PD includes elevated standards of design and construction, as well as standards for landscaping, enclosed garages and open space. The installation of a segment of the City-wide hike and bike trail, together with enhancements thereto, is included in the Project. Additionally, the site plan has been approved at the staff level in SITE2019-0038; and the façade plan has been approved at the staff level under FACADE2019-0044.

The Project is designed to be compatible with the massing, size, scale and architectural features of surrounding residential structures and incorporates elements found within McKinney’s Historic Downtown in recognition of its over-arching impact on the areas of McKinney lying

east of U.S. Highway 75. In particular, the Project takes into consideration the following which are visually demonstrated in the approved Façade Plan provided:

- *Height:* The residential buildings within the Project are three story, which compliments the building heights of the surrounding neighborhood.
- *Proportion of the buildings' front facades:* The varying, but dominant, low and long character of the buildings within the Project reflects the proportion of the building façades in the surrounding neighborhood.
- *Proportion of openings within the facades:* The proportion of façade openings for buildings within the Project is generally a 1:1 ratio which is comparable to the proportions found in similar project types in the surrounding neighborhood.
- *Rhythm of solids to voids:* Comparable to similar project types in the surrounding neighborhood, the buildings within the Project express a unique rhythm of solids and voids due to differing unit designs arranged to form buildings of varying size and shape.
- *Relationship of materials:* The predominant material is brick which reflects the character of the surrounding neighborhood. The brick color, along with stucco, large masonry blocks, metal panel and cementitious siding, are similar to materials found in the historic downtown; while the accent materials, including stone and wood trim, are influenced by the immediate context of the adjacent single family residences.
- *Relationship to roof shapes:* The predominant roof shapes in the neighborhood are medium to low-slope pitch roofs as reflected in the Project buildings. In addition, the eave treatment of the Project buildings is soffit with fascia as typically found in the neighborhood. A few tower soffits are accentuated with wood outriggers to reflect the influence of the neighboring single family residences.
- *Relationship to architectural details:* The low-slope metal awning and metal panels above the leasing entry are influenced by the metal awnings and metal panels found on the historic downtown retail buildings. In addition, the wood outriggers and columns reflect the architectural details within the neighborhood.
- *Scale:* The large scale building to large lot ratio planned for the Project is a similar proportionate ratio typically found in the surrounding neighborhood.
- *Massing:* The massing of the buildings creates a hierarchy and order which is expressed by important features, building entries and unit balconies being pulled out from the face of the building and terminus towers. The use of select materials helps emphasize the established hierarchy and differentiates the massing from other building elements.
- *Directional expression of the front elevation:* The predominant feel of directional expression of front elevation for buildings within the neighborhood is a horizontal orientation with which the buildings within the Project conform.

- *Rhythm of spacing and setbacks:* Setbacks for the Project are largely dictated by the regulating zoning district; however, deeper setbacks are projected along the eastern portion of the Rockhill Road frontage to acknowledge the setbacks for the single family residences across the street and along Wilson Creek Parkway to acknowledge an existing 50' utility easement.
- *Variation of styles:* The Project is a single-phase with all buildings expressing a contemporary style to create a unified harmonious environment.

This Project benefits the City of McKinney, and specifically the neighborhood, by inserting a new, first-class multi-family development meeting the current requirements of the City into east McKinney, which will serve as a guide and inducement for the redevelopment of the older generation of multi-family projects currently in place. It is my client's experience that a new development such as this Project provides evidence to current and future owners of existing projects that multi-family east of U.S. Highway 75 can achieve market rental rates similar to those in the western portions of McKinney, which evidence helps to encourage and accelerate such redevelopment. Further, this Project is being constructed on heretofore undeveloped land (2019 CAD combined value of \$2,565,703) with construction costs estimated to exceed \$65,000,000, resulting in an estimated CAD value in excess of \$55,000,000.

My client appreciates your time and expertise in reviewing this submittal and requests your favorable recommendation to the City Council that this Project is eligible for impact fee waivers based upon its adherence to the Guidelines for New Construction in the NEZ. Should you have any questions or comments related to this submittal, my client is prepared to meet with you at your convenience.

Very truly yours,



Robert H. Roeder