

RECEIVED

By Planning Department at 9:15 am, Sep 16, 2015

City of McKinney

September 16, 2015



**CRAIG
RANCH**



*Luxury Senior Living at Craig Ranch:
Variance Request Case for Reduced Enclosed Parking*

John W. Palmer

Vice President-Development
Dallas, TX
248.752.6622
jpalmer@gardnercapital.com

Jervon Harris

Vice President-Development
Houston, TX
404.580.0117
jharris@gardnercapital.com

Table of Contents

- I. Cover Letter**
- II. Craig Ranch Site Location Map**
- III. Executive Summary**
 - Innovative and Exceptional Building Design & Community Amenities**
 - Section A Main Entrance
 - Section B Common Areas
 - Section C East Courtyard
 - Section D West Courtyard
 - Section E West Entrance
 - Section F Community Gardens
 - Section G Resident Open Space
 - FAST FACTS
- IV. 3D Rendering – Street Level Viewpoint**
- V. Proposed Site Plan: Minimum 30% Enclosed Parking**
- VI. Building Elevation Renderings**
- VII. Community Amenities Plan**
- VIII. 3D Rendering – SEC Aerial Viewpoint**
- IX. Alternative Site Plan: Minimum 50% Enclosed Parking**
- X. Lifestyle Amenities Images**



September 16, 2015

Mr. Brandon Opiela
Planning Manager
City of McKinney
221 N. Tennessee Street
McKinney, Texas 75069

RE: Luxury Senior Living at Craig Ranch - Variance Request Case for Reduced Enclosed Parking

Mr. Opiela,

Per our previous discussions, GARDNER has requested a variance related to a reduction of the minimum enclosed parking requirement for a planned luxury senior living development to be located in Craig Ranch. While we have already submitted our full site plan application, please find the attached executive summary with exhibits for review and to help clarify our compelling case for requesting a deviation from the current parking ordinance.

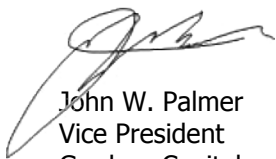
GARDNER fully understands the threshold for city officials to grant such a parking variance shall require inclusion of both *innovative* and *exceptional* design elements and building amenities. Since starting this design process months ago, our team has gone through numerous iterations resulting in what we believe is a best-case creative design that meets the standard for special consideration. This document is intended to provide city officials with a detailed explanation for each one of these *innovative* and *exceptional* design elements and building amenities that contribute together to create a higher standard for development excellence and increase value for residents and the community at large.

GARDNER proposes a site plan that produces the least impact on local single family residents, and has recently organized two meetings with adjacent homeowners to discuss and review questions and comments related to our proposed building plan. In both cases, community leaders and many property owners have expressed their excitement and support for GARDNER's luxury senior living development.

GARDNER has assembled the best-of-the-best in terms of recognized individuals and global firms that possess the most qualified industry knowledge, experience, skill sets, and financial capacity necessary to execute on an award-winning development. Please review these materials and let me know if you have any further questions or comments.

Thank you for your generous consideration.

Sincerely,



John W. Palmer
Vice President
Gardner Capital

www.gardnercapital.com

2501 North Harwood Street | Suite 1500 | Dallas, TX | 75201

248.752.6622

CHASE

Victoria Medical Center

Liberty High School

First United Bank



Proposed Senior Living Site

ter school

Isabell Elementary School



Executive Summary

Development Overview

GARDNER is seeking to build an age-restricted, luxury senior living rental community in Craig Ranch. The development is located on Collin-McKinney Parkway just east of Custer Road in McKinney, TX at the crossroads between the cities of McKinney, Frisco, Plano and Allen. The development is part of Craig Ranch, the well-established and award-winning master planned community in Collin County and part of the Greater Dallas Metroplex. Future residents will be attracted to the prospect of living in the upscale multi-generational community that offers a TPC golf course, the Cooper Fitness Center and Spa, close proximity to retail stores and restaurants, as well as numerous neighborhood parks and trails.

Property Description

Situated on 7.89 acres, the development will be comprised of 163 units with a mix of one and two bedroom units. In total the property will consist of 153,030 rentable square feet, with an average unit size of 940 square feet. Each unit will feature condo-grade interior finishes, with a balcony/patio, granite countertops, wood plank and tile flooring, crown molding, and stainless steel appliances in addition to other upgrades. Average rent will be \$1.68 per square foot.

Development Plan

The site has been zoned to a Planned Development (PD) which allows for multifamily rental communities and senior living, in particular. Allowable density is 24 units per acres. The proposed density is 20.64 units per acres. The development plan contemplates a construction start by February 2016 with construction completed by April 2017. Final occupancy for the project is anticipated in April 2017 and an absorption rate of 14 units per month, full occupancy is projected for March 2018.

Proposed Site Plan

GARDNER has submitted its formal site plan application to city officials for consideration of approvals that involve both P&Z and City Council. The proposed plan has been reviewed by city staff and the overall site plan and building design meet zoning and building requirements with the exception of a 50% enclosed parking or garage requirement. The senior living use is considered permissible, but is considered multi-family and must meet the 50% enclosed parking requirement within this particular PD, unless a variance is requested and approved by both P&Z and City Council. The threshold for granting a variance to 30% enclosed parking is the inclusion of creative design and lifestyle amenities with a clear contribution of *innovative* and *exceptional* value for the community. GARDNER is seeking a reduction of the minimum enclosed parking requirement from 50% to 30% based upon its contention industry statistics suggest senior living residents own and drive fewer vehicles, and therefore prefer the addition of on-site enhanced quality-of-life amenities over increased enclosed parking, as depicted in our proposed site plan.

Dwellings, Multiple Family: Enclosed Parking Code

“For dwelling units not located in the Commercial Historic district: 1 parking space for each dwelling unit plus 0.5 space for each bedroom in all dwelling units. No less than 50% of the units shall have an enclosed parking space. The percentage of required enclosed parking may be reduced as provided for insection 146-130(2)(f)(v). Enclosed parking spaces may include, but not be limited to an open-air, multi-level parking structure (excluding the top floor of said structure), tuck-under parking, and a detached garage(s). If a garage door is associated with the enclosed parking space, a 20-foot long driveway in front of the garage door shall be provided or an additional 0.5 parking space per enclosed space shall be provided elsewhere on-site. The 20-foot driveway in front of a garage door may be counted as a parking space. For dwelling units located in the Commercial Historic district as defined insection 146-97: 1 parking space for each dwelling unit shall be provided.”

Variance Language for Enclosed Parking Code

“The enclosed parking space requirement for multi-family residential and senior multi-family residential uses may be reduced from no less than 50 percent of the units having an enclosed parking space to no less than 30 percent of the units having an enclosed parking space as part of the site plan approval process. The project is subject to the city council's discretionary approval after consideration by the planning and zoning commission and may be approved if the proposed project satisfies the following:

- i. The project represents an innovative or exceptional quality design; and*
- ii. The project represents a significant contribution to the existing and future built environment in the area.*
- iii. Reductions in the enclosed parking requirement may not be granted for pecuniary reasons or to serve as a convenience for the development.”*

Summary

Rather than pushing the maximum allowable density, GARDNER's proposed site plan has been scaled back to meet the community's needs and is the result of an exhaustive iterative design process that involved best industry practices, senior living market and feasibility studies, research of innovative state-of-the-art building design and materials, promotion of lifestyle enhancement and environmental awareness, engagement of local neighborhood associations, and strict adherence to city building ordinances.

Special consideration was given during the design process to reduce overall scope and scale, with less massing in favor of creating a more open and attractive, pedestrian-friendly, neighborhood-centric development with on-site lifestyle amenities specifically designed for future senior residents and the community as a whole. This innovative “W” building design required a smaller unit count, lower building density, forward-oriented versus rear-oriented building placement with a smaller footprint, and more greenspaces and neighborhood buffering.

The following detailed list of design elements and quality-of-life amenities combine together to offer an *innovative* and *exceptional* development scheme that will meet superior building standards in Craig Ranch and the surrounding market area. We believe this favorable contribution to community meets the standard for a variance and therefore seek a reduction of enclosed parking from 50% to 30%. Exhibits are provided in the back of this summary to best illustrate conceptual plans, design language, and proposed amenities.

Design Elements & Community Benefits

I. SECTION A

Main Entrance

1. **Porte Cochere-** Primary entrance/exit. Quality built metal-roofed structure extending from the main building entrance and intended to provide residents and guests with extra shelter when getting in and out of vehicles during inclement weather.
2. **Security Gate-** 24/7 automated front gate system to help reduce vehicular traffic and control access for only those residents with proper credentials.
3. **Decorative Concrete & Pavers-** Offers added aesthetic enhancement to structures, while still serving its function as an integral part of the building.
4. **Manicured Landscape-** perfectly manicured landscape that leaves residents feeling inspired and compliments the existing design character established in Craig Ranch.
5. **Controlled Access-** For resident safety and guest control, monitors access to entrance and common activity areas such as the pool, fitness room, art center, library, business center, and storage areas.

II. SECTION B

Common Areas

6. **Community Activity Room-** Main common area designed for larger community wide events organized by staff for small or group activities: formal events, lectures, luncheons, seminars, performances, birthday parties, holiday parties, dancing, movie nights, etc.
7. **Fitness Center-** Prescription for good health through cardio and weight training in the form of group exercise classes taught by instructors or independent exercise.
8. **Art Studio-** A studio equipped by staff for group and instructor led art & crafts programs and individual learning and exploration into art & crafts including painting, embroidery, jewelry making, scrapbooking, photography, pottery, etc.
9. **Beauty Salon-** A social gathering area where visiting beauty professionals provide hair styling, beauty tips, manicures and pedicures while residents discuss current events, latest news stories and trending topics.
10. **Library & Business Center** - A quiet resident lounge that provides residents the opportunity to read, journal, exchange books, perform research and mingle with other residents who have a shared interest for learning. Equipped with wi-fi, built-in workstations and printer/scanners.
11. **Family Room and Private Event Suite-** Reserved for smaller private events or family gatherings.
12. **Wellness Center-** A therapy, spa and health center where residents can focus on health and overall well-being. Provides a private location for residents to meet independently with certified caregivers
13. **Game Room-** Smaller private gathering area for organized cards, board games, billiards and other competitive activities.
14. **Resident Storage-** Special area designated for residents who need the convenience of additional on-site storage space.

Design Elements & Community Benefits (con't)

III. SECTION C

East Courtyard

15. **Resort Style Pool-** The perfect spot for active seniors to enjoy a variety of water activities and socialize with others. Being active is an ideal way for residents to stay healthy and improve overall well-being. Improved cardiovascular conditioning, improved flexibility, and increased muscular strength are just a few benefits seniors can expect from exercising in water.
16. **Cabanas:** Residents can reserve and enjoy a relaxing poolside experience at private cabanas while visiting with other residents, friends, and guests.
17. **Covered Porch and Patios:** Quality outside sitting area located directly off lobby and common areas designed for residents to enjoy a peaceful siesta or simply people watch.
18. **BBQ Grills-** Premium cooking hardware provided for outside events and gatherings between residents, friends, and guests.
19. **Pedestrian Walkways-** Added walks and paths intended to provide residents with connectivity and easy access to all amenities on property

IV. SECTION D

West Courtyard

20. **Serenity Fountain-** A special feature specifically designed and added to the courtyard to offer residents the relaxing and calming sounds of falling water and mask otherwise unwanted noise.
21. **Pavilion and BBQ Grills-** Covered recreation area that offers premium cooking hardware for outside events and gatherings between residents, friends, and guests.
22. **Pedestrian Walkways-** Added walks and paths intended to provide residents with connectivity and easy access to all amenities on property.

V. SECTION E

West Entrance

23. **Covered Drop Off-** Secondary entrance/exit. Quality built metal-roofed structure extending from the main building entrance and intended to provide residents and guests with extra shelter when getting in and out of vehicles during inclement weather.
24. **Guest Lounge and Nook-** Private room for guest use.
25. **Security Gate-** Automated rear gate system to help reduce vehicular traffic and control access for only those residents with proper credentials.
26. **Manicured Landscape-** perfectly manicured landscape that leaves residents feeling inspired and sets a premium standard for the entire neighborhood.

Design Elements & Community Benefits (con't)

VI. SECTION F

Community Gardens

- 27. **Pavilion-** Covered outdoor recreation area that offers cool shade and comfort out of elements while playing recreational games or enjoying other outside events and gatherings between residents, friends, and guests.
- 28. **Urban Garden** – raised planters for gardening individually or with small groups.
- 29. **Putting/Chipping Green-** One-hole putting and chipping green for avid senior golfers.
- 30. **Bocce Ball Court-** An ancient Roman sport played outdoors on soft soils by active seniors.

VII. SECTION G

Resident Open Space

- 31. **Pedestrian Walkways-** Added walks and paths intended to provide residents with connectivity across open area and easy access to all amenities on property.
- 32. **Pet Friendly Area-** Ungated open area (1,000 SF) where residents and their pets can roam freely outside in a park-like environment.

FAST FACTS

Zoning	PD-2006-02-018
Propose Use	Luxury Senior Housing
Lot Area	7.896 Acres
Units	1 & 2 Bedrooms 189 Allowed 163 Proposed
Density	24 Units/Acre Allowed 20.64 Units/Acre Proposed
Building	3 Stories 22.46% Lot Coverage 77,695 SF Footprint
Parking Spaces	Surface 139 Garage 49 ADA 6
Parking Provided	188

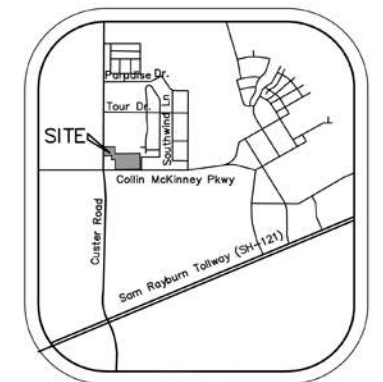
NOTE: Senior living developments add to communities through valuable new tax revenues without the additional costs associated with families with K-12 students.





SYNOPSIS

Zoning: PD-2006-02-018
 Proposed Use: Senior Housing
 Lot Area: 7.896 Acres
 Units: 1 & 2 Bedrooms
 189 Allowed
 163 Proposed
 Density: 24 Units/Acre Allowed
 20.64 Units/Acre Proposed
 Building: 3 Stories
 22.46% Lot Coverage
 77,695 SF Building Footprint
 Parking Spaces: Surface 139
 Garage 49
 ADA 6
 Parking Provided: 188 (6 Handicap Spaces)



VICINITY MAP
 N.T.S.

ENGINEER

Cross Engineering Consultants, Inc.
 131 S Tennessee St.
 McKinney, Texas 75069
 Phone (972) 562-4409
 Fax (972) 562-4471
 Contact: John David Cross, P.E.

ARCHITECT

Cross Architects, PLLC
 1255 W. 15th St., Ste 125
 Plano, Texas 75075
 Phone (972) 398-6644
 Fax (972) 312-8666
 Contact: Brian Rumsey

SURVEYOR

A.J. Bedford Group, Inc.
 301 N. Alamo Rd.
 Rockwall, Texas 75087
 Phone (972) 722-0225
 Contact: A.J. Bedford

01 SITE PLAN
 N.T.S.





01 COLLIN MCKINNEY PARKWAY - FRONT ELEVATION (SOUTH)
N.T.S.

**INNOVATIVE and EXCEPTIONAL
Building Design & Amenities**

- Community-Friendly "W" Building Shape**
- Highest Quality Building Materials**
- 50% Masonry Utilizing Brick and Stone**
- Arched Covered Patios and Walkways**
- Metal Roofing & Timber Accents**
- Condo Grade Interior Finishes**
- Energy-Efficient Kitchen Appliances**
- Energy- Efficient Light Fixtures**
- Premium Landscape and Buffering Plan**



02 PIPER GLEN ROAD - SIDE ELEVATION (EAST)
N.T.S.



03 REAR ELEVATION (NORTH)
N.T.S.



**INNOVATIVE and EXCEPTIONAL
Building Design & Amenities**

SECTION A

Main Entrance

- Porte-Cochere
- Security Gate
- Decorative Concrete
- Manicured Landscape
- Controlled Access

SECTION B

Common Areas

- Community Activity Room
- 24/7 Fitness Center
- Art Studio & Beauty Salon
- Library & Business Center
- Great Room
- Private Event Suite
- Wellness Center
- Game Room
- Resident Storage

SECTION C

East Courtyard

- Resort Style Pool
- Cabanas
- Covered Porch & Patios
- BBQ Grills
- Pedestrian Walkways

SECTION D

West Courtyard

- Serenity Fountain
- Pavilion & BBQ Grills
- Pedestrian Walkways

SECTION E

West Entrance

- Covered Drop-Off
- Guest Lounge & Nook
- Security Gate
- Manicured Landscape

SECTION F

Community Gardens

- Pavilion
- Putting Green
- Bocce Ball Court
- Urban Gardens

SECTION G

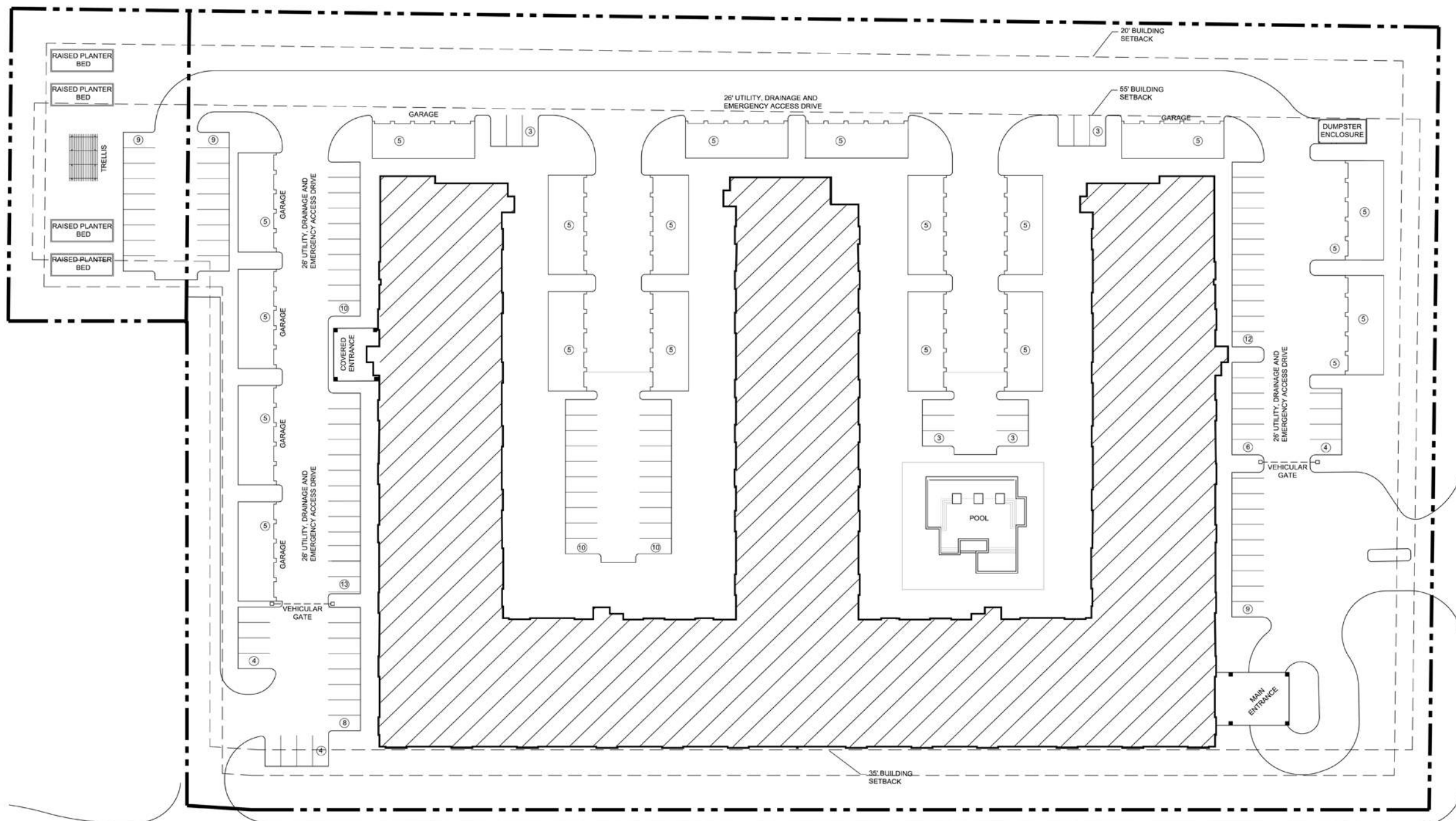
Resident Open Space

- Pedestrian Walkways
- Pet Friendly Area

01 SITE PLAN
N.T.S.

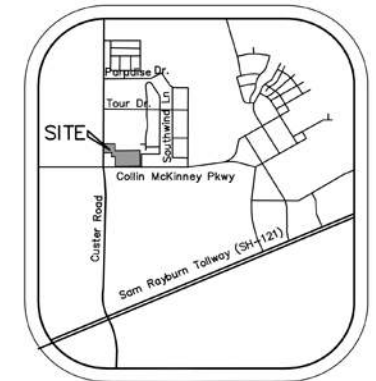






SYNOPSIS

Zoning:	PD-2006-02-018
Proposed Use:	Senior Housing
Lot Area:	7.896 Acres
Units:	1 & 2 Bedrooms 189 Allowed 180 Proposed
Density:	24 Units/Acre Allowed 22.79 Units/Acre Proposed
Building:	3 Stories 38% Lot Coverage 90,489 SF Building Footprint
Parking Spaces:	Surface 130 Garage 90
Parking Provided:	220



VICINITY MAP
NTS

ENGINEER
Cross Engineering Consultants, Inc.
131 S Tennessee St.
McKinney, Texas 75069
Phone (972) 562-4409
Fax (972) 562-4471
Contact: John David Cross, P.E.

ARCHITECT
Cross Architects, PLLC
1255 W. 15th St., Ste 125
Plano, Texas 75075
Phone (972) 398-6644
Fax (972) 312-8666
Contact: Brian Rumsey

SURVEYOR
A.J. Bedford Group, Inc.
301 N. Alamo Rd.
Rockwall, Texas 75087
Phone (972) 722-0225
Contact: A.J. Bedford

Piper Glen Road
(50' Public ROW)
Cab. 2007, Pg. 63 & Cab. 2010, Pg. 17

COLLIN - MCKINNEY PARKWAY
(120' Right-of-Way)

01 SITE PLAN
N.T.S.



Artistry Senior Residences

Lifestyle Enhancing Amenities

Community Rooms



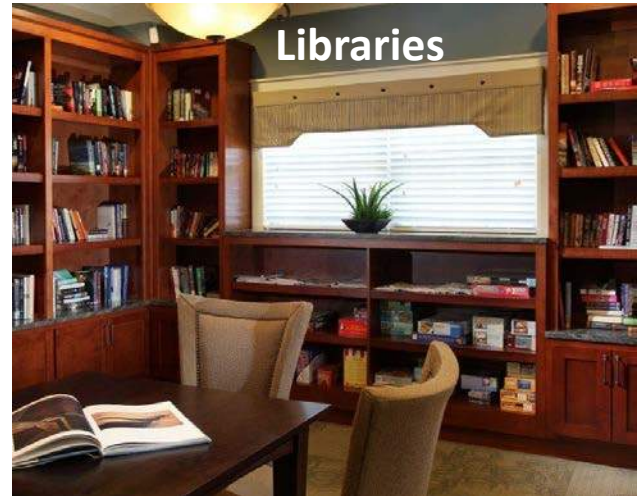
Community Rooms



Great Rooms



Libraries



Private Event Suites



Family Rooms



Property Renderings and Photos

Artistry Senior Residences

Lifestyle Enhancing Amenities

Media Rooms



Resident Lounges



Business Centers



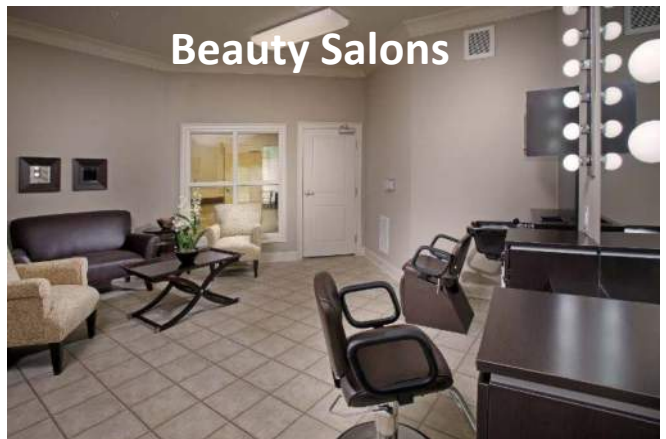
Game Rooms



Fitness Center



Beauty Salons



Property Renderings and Photos

Artistry Senior Residences

Lifestyle Enhancing Amenities

Pavilions and Shade Structures



Covered Porches



Community Gardens



Resort Style Pools



Bocce Courts



Open Space



Property Renderings and Photos