



**JR ROSE
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March 16, 2019

Development Services
City of McKinney
221. N. Tennessee
McKinney, Texas 75069

Subject: *“Proposed Material Usage Design Exception Request for 301 East Lamar Street, McKinney, TX 75069”*

Sir/Madam:

Please accept this letter of intent in respect to a proposed residential development material usage exception waiver to be located at 301 East Lamar Street in McKinney, Texas. We desire to utilize a variety of materials within the “Downtown Core Character District” for the purpose of Architecturally creating a more colorful, vibrant, intimately scaled exterior presence. The use of a diversified array of materials will present a much more vibrant and lively, and historically appropriate exterior façade.

We feel our request has merit as our property borders the edge of the transition between the “downtown core” and “downtown edge” character districts. Alternatively, the material, due to the height of our proposed development would be stucco and we feel stucco to be an architecturally inappropriate material for the downtown area. Both stucco and brick present challenges to achieving the historically appropriate and emotionally vibrant look we are attempting to achieve with our project’s appeal. Both brick as well as stucco present challenges to creating the shadow lines, scale, and vibrancy our project seeks to achieve and we feel our project would not be as appealing.



Stucco Material Usage Example



Brick Material Usage Example



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As Downtown McKinney continues to gentrify, diverse Urban Infill presents an exciting array of living options within walking distance to the square. This development seeks to play off the proximity to downtown McKinney and present a colorful, upbeat motif of various textures and materials. We propose to use antique brick, cementitious siding, cementitious staggered edge shingles, and metal accents and playful window shapes and sizes along with a carefully studied color palet to achieve this dynamic character appeal.

We are asking for a design exception to allow for the use of cementitious (fiber-cement) siding consisting of both lap siding, staggered edge cementitious shingles, and window box detailing in addition to antique brick and metal. This is being requested to provide us with the option of a more diverse utilization of materials which include brick, cementitious Hardie Shingle, Hardie Cementitious siding, wood accents, and metal stoop roof accents with warm, deep hues to continue our use of color and texture to create appeal.

We recently completed projects a block to the North and a block to the South. We wish to compliment and continue the development of vacant tracts near the Square. The unique urban properties we build attract a young, enterprising clientele who add vibrance and reinvestment to the Downtown.

Our property will consist of twenty (20) three-story urban residences with 2 bedrooms, 2 ½ baths, and a downstairs office area for young and old urban professionals. Being a three-story product, we expect these residences to attract young urbanites.

To comply with the *Building Design Standards* as set forth in Section 8 of the MTC (McKinney Town Center District), we have proposed building facades to include appropriate architectural details and ornamentation to create variety and interest, Gable roof articulation with 12:12 pitches along Lamar, Architectural metal canopies over front entrance reclaimed brick “stoops,” exterior industrial sconce lights, and playful use of form, texture and color to create visual excitement.

As both Lamar and Chestnut are classified as Pedestrian Oriented B Streets we have decided to access our Service, centralized garage parking off of Chestnut. Lamar has a greater traffic count and relationship to the square.

We hope you will support and expedite our desire to continue with our investment both monetary and emotionally in the downtown McKinney Square historic District. We seek to break ground as quickly as approvals can be ascertained due to the currently robust economic housing market.

Thank you in advance for your time and consideration. I know your schedule is very busy, but I would be happy to meet at your convenience to discuss the proposed development in detail.



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The following colored concept photos display our design intent and the scale ad color we are trying to achieve consistent to other developments we have done nearby.

I have included concept photos of the diverse color and material pallet we are desiring to create. We engaged color consultant Tiffany Confer, with Sherwin-Williams Paints located at 4261 East University Drive, Suite 40, Prosper, TX 76234, (214) 766-3868 mobile to assist us in achieving historically appropriate and complimentary colors and have worked with Planning staff to settle on the best color pallet achievable.

For documentation record, the color pallet is as follows and color & material samples were created for this study and are available upon request.

Brick:

“Old Chicago -Pinks” set in buff mortar (blond masonry sand with white cement)

<u>Color Number:</u>	<u>Color Name:</u>	<u>Manufacturer:</u>
SW 7671	On the Rocks	Sherwin Williams
SW 2839	Roycroft Copper Red	Sherwin Williams
SW 6804	Dignity Blue	Sherwin Williams
SW 7069	Iron Ore	Sherwin Williams
SW 7674	Peppercorn	Sherwin Williams

Respectfully,

Ron Lustig

Ron Lustig
Owner/Developer/Applicant

Jason Rose

Jason Rose
Owner/Developer/Applicant



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Architectural Design Concept

Staggered Edge Cementitious Shingle

Cementitious Window Trim

Cementitious Lap Siding





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Architectural Details

Cementitious Lap Siding

Antique Brick

Metal Canopy Covered "Stoops"

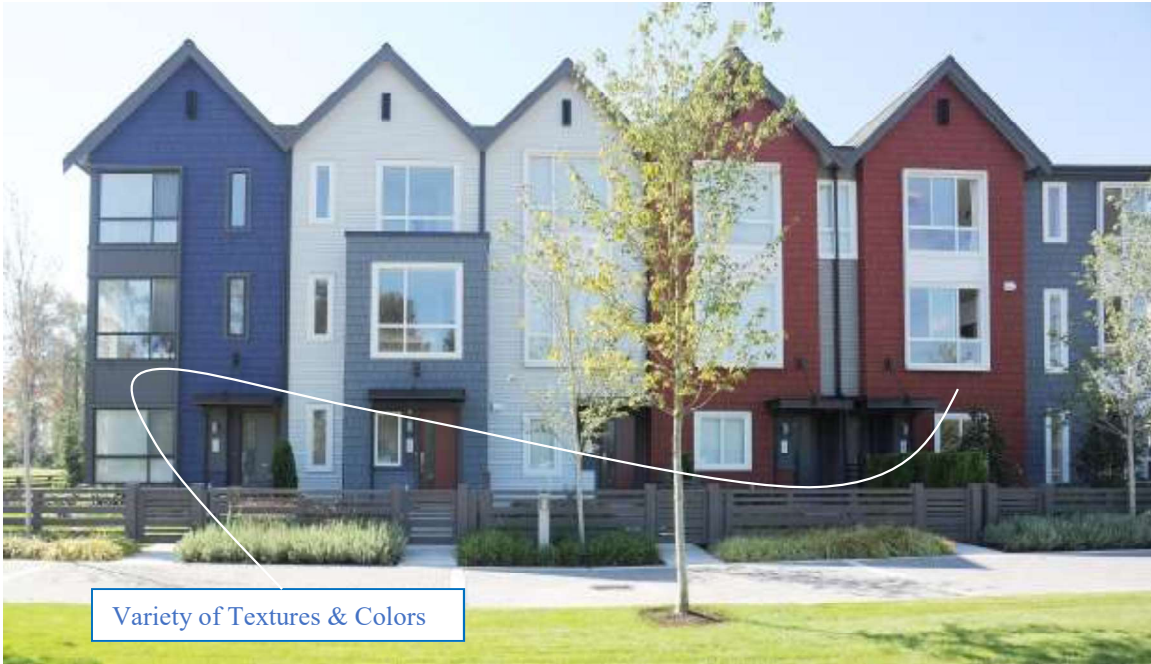


Variety of Textures & Colors

Architectural Design Concept

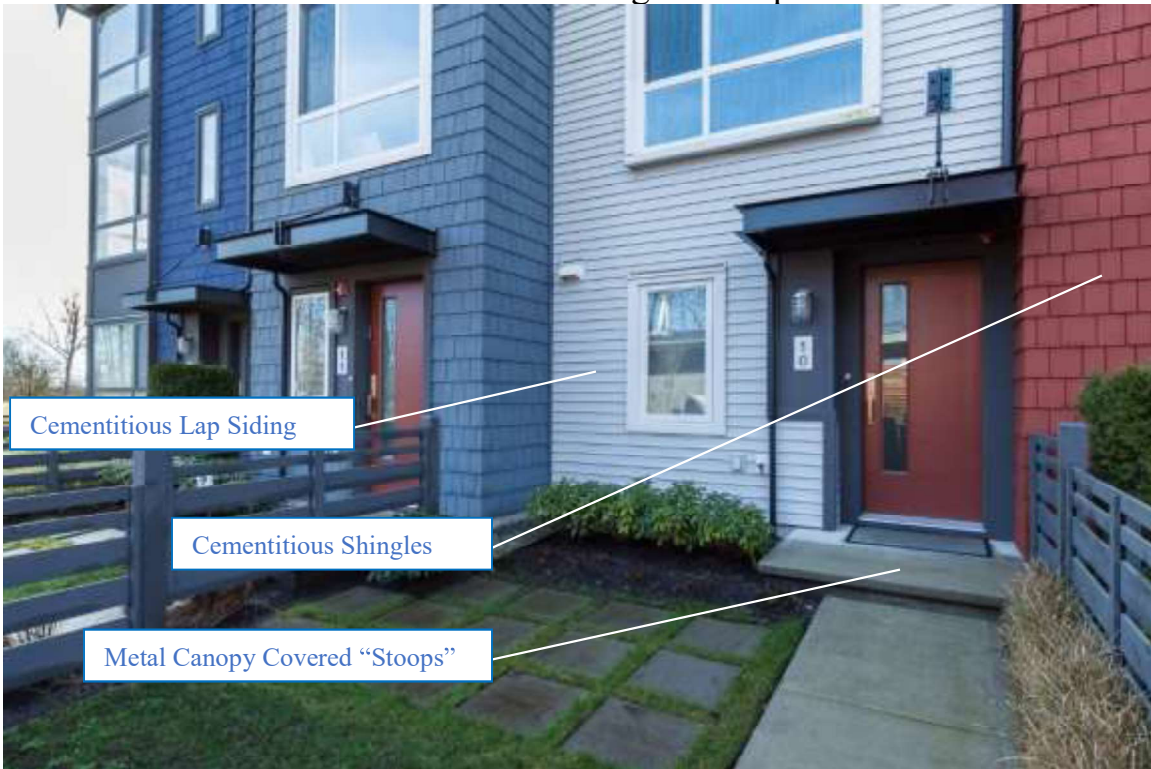


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Variety of Textures & Colors

Architectural Design Concept



Cementitious Lap Siding

Cementitious Shingles

Metal Canopy Covered "Stoops"

Architectural Design Concept



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Variety of Textures & Colors

Architectural Design Concept



Metal Canopy Covered "Stoops"

Architectural Design Concept

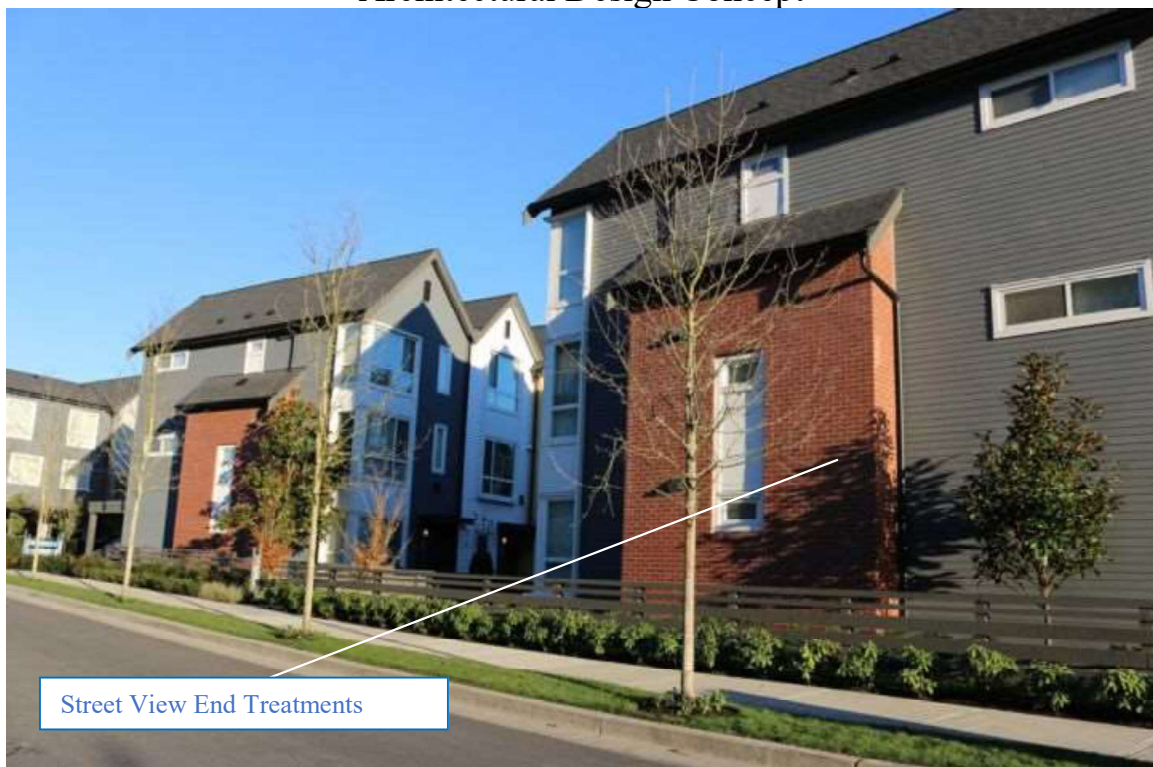


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Street View End Treatments

Architectural Design Concept



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