



AGENDA

**PLANNING & ZONING COMMISSION MEETING
CITY OF LEANDER, TEXAS
Pat Bryson Municipal Hall ~ 201 North Brushy Street
Leander, Texas**

Thursday ~ September 8, 2016 at 7:00 pm

**Place 1 Chris Schwendenmann
Place 2 Morgan Cotten
Place 3 Jason Anderson
Place 4 Sid Sokol - Chair**

**Place 5 Richard Allen – Vice Chair
Place 6 Angela Means
Place 7 Marshall Hines**

1. Call to Order
2. Roll Call
3. Approval of Minutes:
Regular Planning & Zoning Meeting: August 25, 2016
4. Director's report to P & Z Commissioners on actions taken by the City Council at the September 1, 2016 meeting.
5. Review meeting protocol
6. Citizen Communications - Three (3) minutes of time is allowed, per speaker

Public Hearing

7. Zoning Case 16-Z-011: Hold a public hearing and consider action on the rezoning of 3.555 acres more or less out of the Henry Grimes Survey, Abstract 269, located at 18175 Ronald W. Reagan Blvd., WCAD Parcel# R510101. Currently, the property is zoned Interim SFR-1-B (Single-Family Rural). The applicant is proposing to zone the property to LC-2-B (Local Commercial), Leander, Williamson County, Texas. Applicant: Robert E. Tesch

- a) Staff Presentation
- b) Applicant Presentation
- c) Open Public Hearing
- d) Close Public Hearing
- e) Discussion
- f) Consider Action

Regular Agenda

8. Presentation by Don Gill on proposed storage facilities within the City of Leander.

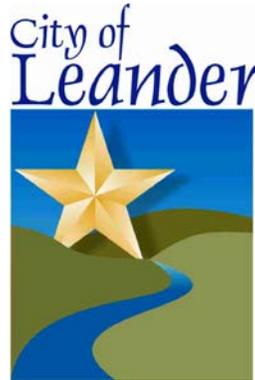
- a) Presentation
- b) Discussion

9. Meeting Adjourned at

CERTIFICATION

This meeting will be conducted pursuant to the Texas Government Code Section 551.001 et seq. At any time during the meeting the P & Z Commission reserves the right to adjourn into executive session on any of the above posted agenda items in accordance with the sections 551.071 [litigation and certain consultation with attorney], 551.072 [acquisition of interest in real property], 551.073 [contract for gift to city], 551.074 [certain personnel deliberations] or 551.076 [deployment/implementation of security personnel or devices]. The City of Leander is committed to compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Please call the City Secretary at (512) 528-2743 for information. Hearing impaired or speech disabled persons equipped with telecommunication devices for the deaf may call (512) 528-2800. I certify that the above agenda for this meeting of the P & Z Commission of the City of Leander, Texas, was posted on the bulletin board at City Hall in Leander, Texas on the 1st day of September, 2016 by 5:00 pm pursuant to Chapter 551 of the Texas Government Code.

Tom Yantis – Assistant City Manager



MINUTES

**PLANNING & ZONING COMMISSION MEETING
CITY OF LEANDER, TEXAS
Pat Bryson Municipal Hall ~ 201 North Brushy Street
Leander, Texas**

Thursday ~ August 25, 2016 at 7:00 pm

**Place 1 Chris Schwendenmann
Place 2 Morgan Cotten
Place 3 Jason Anderson
Place 4 Sid Sokol - Chair**

**Place 5 Richard Allen – Vice Chair
Place 6 Angela Means
Place 7 Marshall Hines**

1. Call to Order
Meeting called to order at 7:04 pm
2. Roll Call
All Commissioners were present except Commissioner Cotten.
3. Approval of Minutes:
Regular Planning & Zoning Meeting: July 28, 2016
Motion made by Commissioner Hines to approve the minutes, seconded by Vice Chairman Allen. Motion passed unanimously.
4. Director's report to P & Z Commissioners on actions taken by the City Council at the August 18, 2016 meeting. **Tom Yantis, Assistant City Manager, reported on actions taken by the City Council at the August 4, 2016 and August 18, 2016 meetings.**
5. Review meeting protocol
Chairman Sokol referred to the printed meeting protocol.

6. Citizen Communications - Three (3) minutes of time is allowed, per speaker
No citizen wished to speak.

Consent Agenda

7. Subdivision Case 16-TOD-FP-011: Consider action on the Bryson, Phase 1, Section 1D Final Plat for 25.511 acres more or less; WCAD Parcel R485832; generally located to the north of the intersection of Bryson Ridge Trail and 183A Toll Road and the north of Bryson, Phase 1, Section 1B Final Plat; Leander, Williamson County, Texas. Applicant/Agent: Brett Burke (Bury, Inc) on behalf of Tommy Tucker (Crescent Leander, TX, LLC)

Commissioner Schwendenmann moved to approve the consent agenda with staff recommendations. Commissioner Anderson seconded the motion. Motion passed unanimously.

Public Hearing

8. Subdivision Case 16-CP-003: Hold a public hearing and consider action on the San Gabriel Whitt Ranch Concept Plan, for 76.89 acres more or less; WCAD Parcels R473841, R022625, R473840, R022924, and R022926 generally located 1 mile from the northwest corner of the intersection of CR 280 and N. Bagdad Rd, on the west side of N. Bagdad Rd. Leander, Williamson County Texas. Applicant: Garrett Keller on behalf of San Gabriel Whitt Ranch LLC, Davy Roberts.

a) Staff Presentation

Martin Siwek, Planner, discussed the proposed Concept plan.

b) Applicant Presentation

Dan Jackson was present for questions.

c) Open Public Hearing

Chair Sokol opened the public hearing.

No one wished to speak.

d) Close Public Hearing

Chair Sokol closed the public hearing.

e) Discussion

Discussion took place.

f) Consider Action

Commissioner Anderson moved to approve the concept plan, Commissioner Means seconded the motion. Motion passed 5 to 1 with Commissioner Hines opposing.

9. Zoning Case 16-TOD-Z-018: Hold a public hearing and consider action on the rezoning of a lot generally located to the southwest of the intersection of Amanda's Way and CR 276; legally described as Lot 1B, Wiley Creek Estates, Phase 1 Replat; being 2.5016 acres more or less; WCAD Parcel R507158. Currently, the property is zoned PUD/TOD (Planned Unit Development/Transit Oriented Development) and the

applicant is proposing to amend the PUD to designate the base zoning district as SFS-2-A (Single-Family Suburban) as permitted by the SmartCode, Leander, Williamson County, Texas. Applicant/Agent: Ruben and Patricia Moreno.

a) Staff Presentation

Robin Griffin, Senior Planner, explained the proposed zoning request.

b) Applicant Presentation

Ruben and Patricia Moreno were present for questions.

c) Open Public Hearing

Chair Sokol opened the public hearing.

Lisa Mendoza – Spoke in support of the request with the limit of one home per lot

Mike Grimes – Spoke in support of the request with the limit of one home per lot

Adrienne Sharp – Spoke in support of the request with the limit of one home per lot

Carrie Rusch – Spoke in support of the request for single-family

Dawn Price – Requested clarification regarding the deed restrictions vs the proposed zoning.

d) Close Public Hearing

Chair Sokol closed the public hearing.

e) Discussion

Discussion took place.

f) Consider Action

Vice Chair Allen moved to approve the zoning request with staff recommendation, Commissioner Schwendenmann seconded the motion. Motion passed unanimously.

Regular Agenda

10. Presentation by Don Gill on proposed storage facilities within the City of Leander.

a) Presentation

b) Discussion

Presentation was postponed

11. Meeting Adjourned at 7:45 p.m.

Chairman Sokol

ATTEST:

Ellen Pizalate, Secretary



EXECUTIVE SUMMARY

SEPTEMBER 8, 2016

-
- Agenda Subject:** Zoning Case 16-Z-011: Hold a public hearing and consider action on the rezoning of 3.555 acres more or less out of the Henry Grimes Survey, Abstract 269, located at 18175 Ronald W. Reagan Blvd., WCAD Parcel# R510101. Currently, the property is zoned Interim SFR-1-B (Single-Family Rural). The applicant is proposing to zone the property to LC-2-B (Local Commercial), Leander, Williamson County, Texas.
- Background:** This request is the first step in the rezoning process.
- Origination:** Applicant: Robert E. Tesch
- Financial Consideration:** None
- Recommendation:** See Planning Analysis.
- Motion:** APPROVAL: The Planning & Zoning Commission recommends approval of rezoning the subject property to _____.
(zoning district)
- DENIAL: The Planning & Zoning Commission recommends denial of the applicant's request to rezone the subject property.
- Attachments:**
1. Planning Analysis
 2. Current Zoning Map
 3. Future Land Use Map
 4. Notification Map
 5. Proposed Zoning Map
 6. Aerial Map
 7. Letter of Intent
- Prepared By:** Martin Siwek, AICP, GISP
Planner

08/23/2016



PLANNING ANALYSIS

ZONING CASE 16-Z-019 Valley Vista Estates

GENERAL INFORMATION

Owner: Robert Tesch

Current Zoning: Interim SFR-1-B (Single-Family Rural)

Proposed Zoning: LC-2-B (Local Commercial)

Size and Location: The property is located at 18175 Ronald W. Reagan Blvd. for 3.555 acres more or less.

Staff Contact: Martin Siwek, AICP, GISP
Planner

ABUTTING ZONING AND LAND USE:

The table below lists the abutting zoning and land uses.

	ZONING	LAND USE
NORTH	Interim SFR-1-B	Established Single Family Residence
EAST	Interim SFR-1-B	Established Single Family Residence
SOUTH	GC-3-C	Vacant Property
WEST	SFL-2-B	Valley Vista (Residential Subdivision under review)

COMPOSITE ZONING ORDINANCE INTENT STATEMENTS

USE COMPONENTS:**LC – LOCAL COMMERCIAL:**

Features: Any use in LO plus retail sales and services, restaurants, banks, nursery or greenhouse, grocery sales, pharmacies, fitness centers, dance and music academies, artist studio, colleges and universities, bed and breakfast. Hours of operation: 5:00 a.m. to 10:00 p.m. Sun.-Thurs., 5:00 a.m. to 11:00 p.m. Fri. and Sat.

Intent: Development of small scale, limited impact commercial, retail, personal services and office uses located in close proximity to their primary customers, which cater to the everyday needs of the nearby residents, and which may be located near residential neighborhoods. Access should be provided by a collector or higher classification street.

SITE COMPONENT:**TYPE 2:**

Features: Accessory buildings greater of 10% of primary building or 120 sq. ft.; accessory dwellings for SFR, SFE and SFS; drive-thru service lanes; uses not to exceed 40,000 sq. ft.; multi-family provides at least 35% of units with an enclosed garage parking space.

Intent:

- (1) The Type 2 site component may be utilized with non-residential developments that are adjacent to a residential district or other more restrictive district to help reduce potential negative impacts to the more restrictive district and to provide for an orderly transition of development intensity.
- (2) The Type 2 site component is intended to be utilized for residential development not meeting the intent of a Type 1 site component and not requiring the additional accessory structure or accessory dwelling privileges of the Type 3 site component.
- (3) This component is intended to be utilized with the majority of LO and LC use components except those that meet the intent of the Type 1 or Type 3 site component or with any use requiring drive-through service lanes.
- (4) This component is generally not intended to be utilized with HC and HI use components except where such component is adjacent to, and not adequately buffered from, residential districts or other more restricted districts, and except as requested by the land owner.

ARCHITECTURAL COMPONENTS:**TYPE B:**

Features: 85% masonry 1st floor, 50% all stories; 4 or more architectural features.

Intent:

- (1) The Type B architectural component is intended to be utilized for the majority of residential development except that which is intended as a Type A architectural component.
- (2) Combined with appropriate use and site components, this component is intended to help provide for harmonious land use transitions.
- (3) This component may be utilized to raise the building standards and help ensure compatibility for non-residential uses adjacent to property that is more restricted.
- (4) This component is intended for the majority of the LO and LC use components except those meeting the intent of the Type A or C architectural components.

COMPREHENSIVE PLAN STATEMENTS:

The following Comprehensive Plan statements may be relevant to this case:

- Provide a balanced mix of complementary uses that support a strong and diverse tax base.
- Consider both the land use pattern and roadway design in the development and redevelopment of corridors.

LAND USE POLICIES

CORRIDORS

- MIXED USE CORRIDOR

Areas along arterials between Centers that have available land should be developed to preserve the integrity of the corridor and maintain mobility. Typical uses within this corridor include a variety of residential types, such as small-lot single-family, townhomes, duplexes and quadplexes, civic and institutional uses (schools and places of worship) and small professional offices that complement residential development. Limited neighborhood-serving commercial uses and higher-density residential are appropriate at intersections.

ANALYSIS:

The applicant is requesting to rezone the property from Interim SFR-1-B (Single-Family Rural) to LC-2-B (Local Commercial). The properties to the north and the east are established single family residences. The property to south is vacant and is zoned as GC-3-C (General Commercial), while the property to the west is zoned SFL-2-B (Single Family Limited) and is a part of the approved preliminary plat for the Valley Vista subdivision.

This property is located within a Mixed-Use Corridor as identified in the City's Comprehensive Plan and Future Land Use Map. Mixed Use Corridors are intended to be areas that seek to preserve the integrity and mobility of the corridor by providing high density residential along the corridor with limited serving neighborhood commercial uses at intersections. It provides for uses such as schools, places of worship, small professional offices, and some retail services. This corridor designation permits TF, SFT, SFL, PUD, LO, and LC (at appropriate intersections). The applicant is proposing a LC use component at the future intersection of the Gabriel Horn's Road and Ronald W. Reagan Blvd.

The LC use component permits a variety of professional office and small scale limited impact commercial, retail, and personal services in close proximity to their primary customers. This use component is limited to hours of operation from 5:00 a.m. to 10:00 p.m. Sunday thru Thursday, and between 5:00 a.m. to 11:00 p.m. Friday and Saturday.

The applicant's proposed Type 2 site component is to be utilized with non-residential developments that are adjacent to a residential district or other more restrictive district. This helps to reduce potential negative impacts to the more restrictive district and provides for an orderly transition of development intensity. Outdoor display and storage are not permitted in this site component. Individual users shall not exceed 40,000 gross sq. ft. of floor area in a single

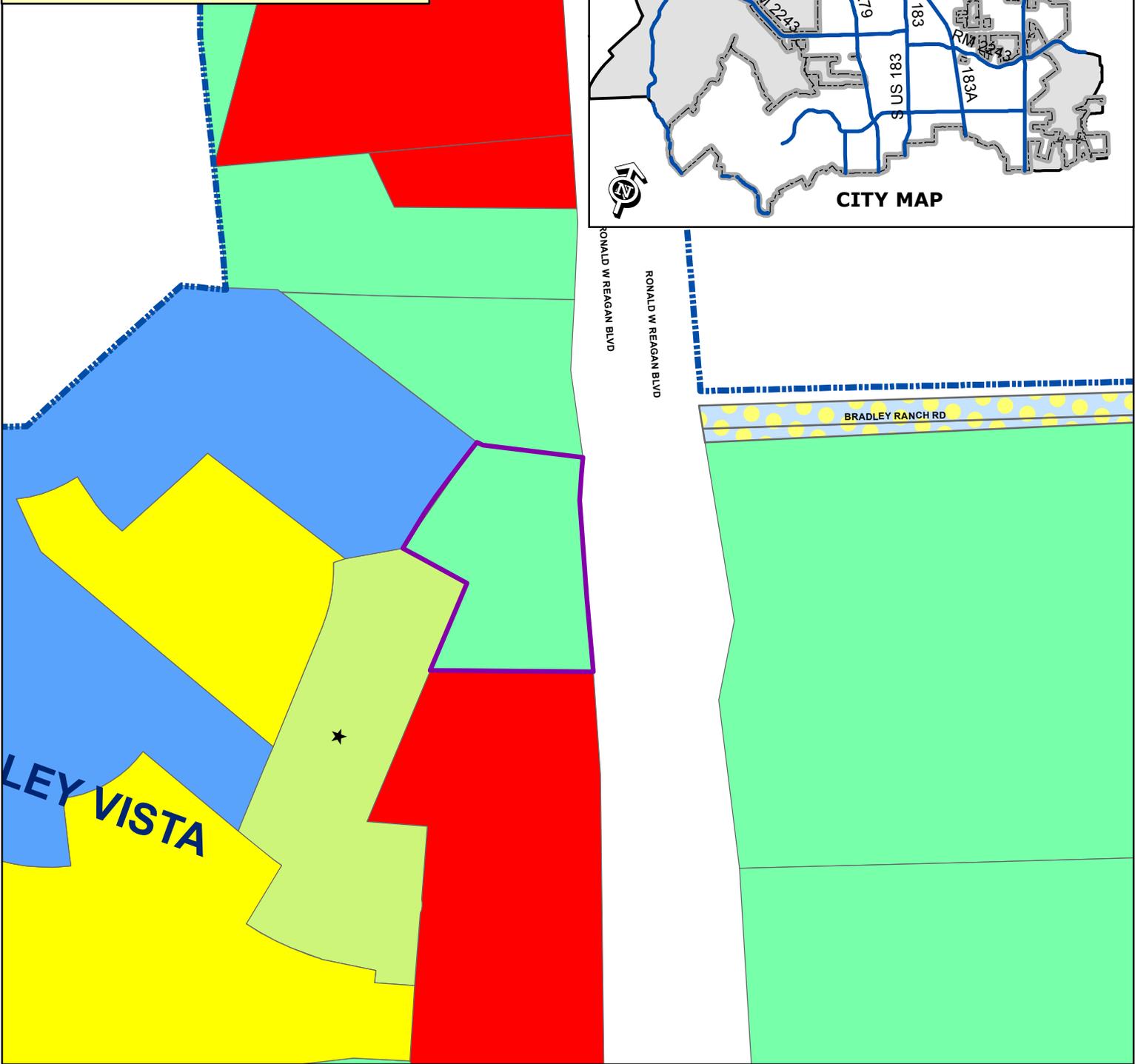
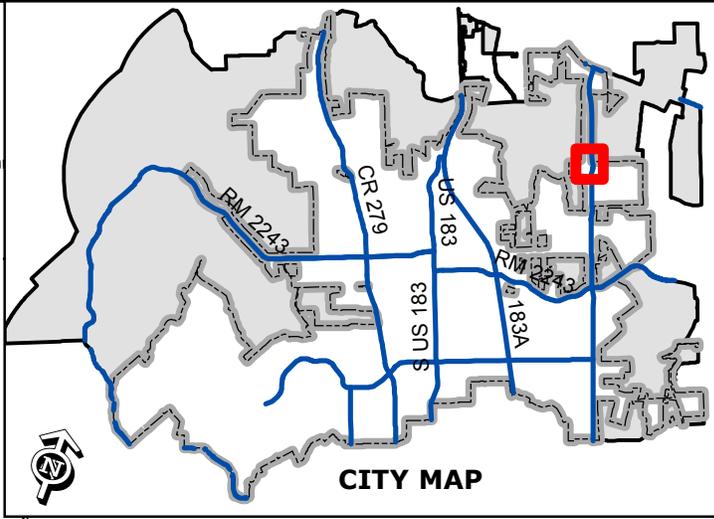
building, and no individual building may exceed 60,000 sq. ft. of floor area. Overhead commercial service doors are not permitted.

The Type B architectural component requested by the applicant requires 85% masonry on the first story and 50% masonry on each additional story thereafter. The remaining materials of the building may either be comprised of cementitious-fiber planking (not panels) or solid wood planking. This component requires four architectural features for all street facing facades and restricts the building height to 35 ft with a maximum of 45 ft with increased building setbacks.

STAFF RECOMMENDATION:

Staff recommends approval of the applicant's request with a modification to the architectural component to Type A (LC-2-A) district. The applicant's request for the use and site components are in compliance with the City's Comprehensive Plan and Composite Zoning Ordinance. However, the Type A architectural component is intended to be utilized when a less restrictive use is adjacent to a more restrictive use. It is also intended to be utilized for any development to serve as an important gateway for the community. The single family zoning to the west of the property is more restrictive and the increased architectural standard would further assist in creating an appropriate transition by requiring 85% masonry on all stories with a minimum of five architectural features on street facing elevations.

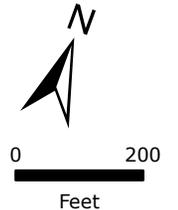
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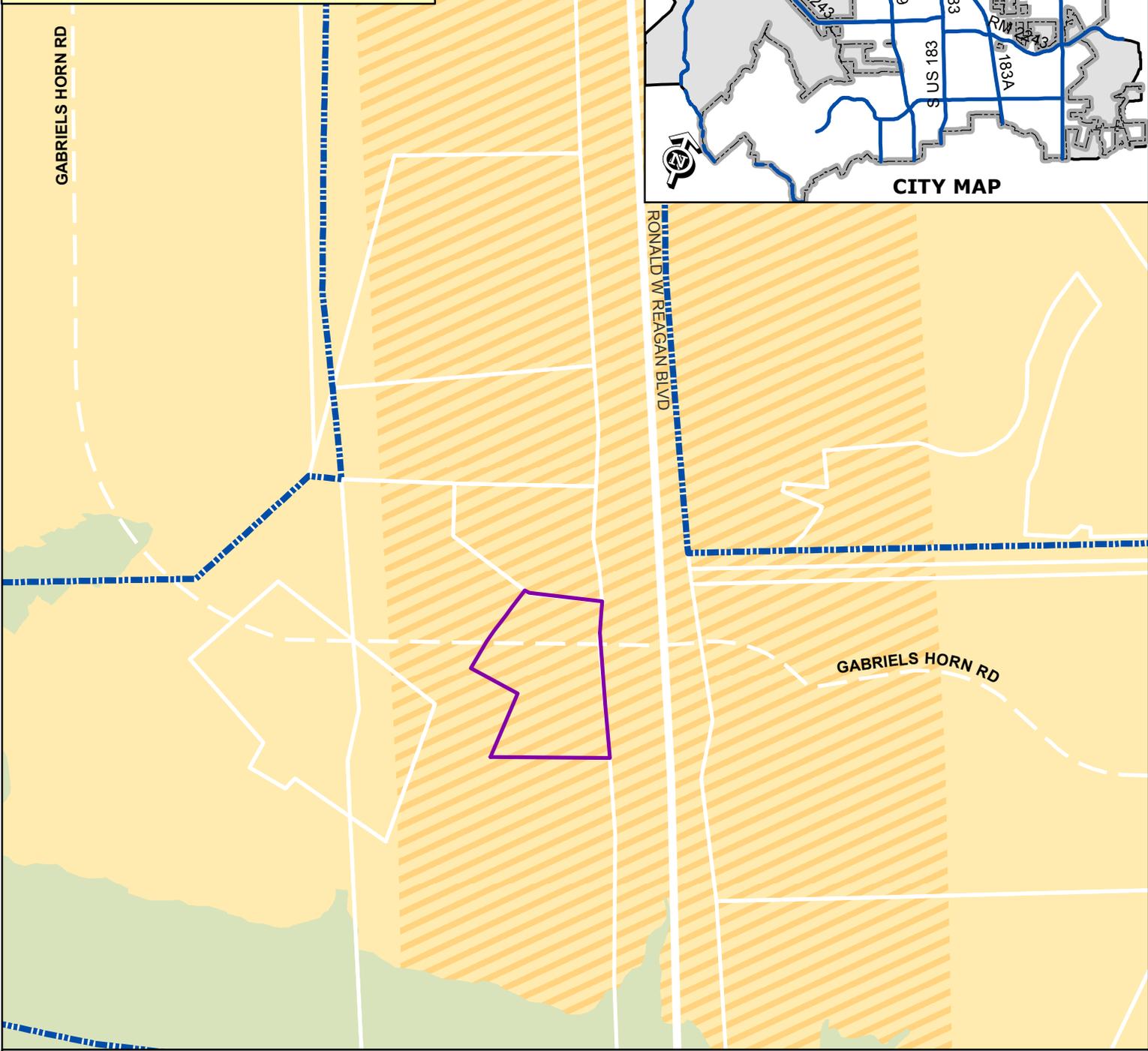
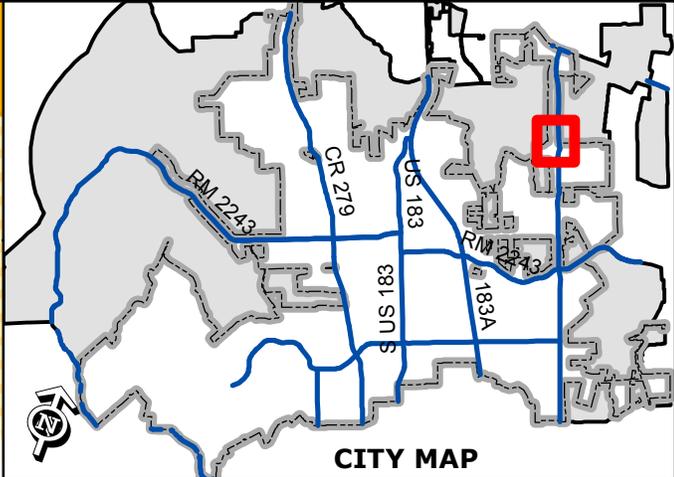
ZONING CASE 16-Z-019 Attachment #2

Current Zoning Map - Valley Vista Estates

Subject Property	SFR	SFL	LO	PUD - Commercial
City Limits	SFE	SFT	LC	PUD - Mixed Use
Extra-Territorial Jurisdiction	SFS	SFU/MH	GC	PUD - Multi-Family
	SFU	TF	HC	PUD - Townhomes
	SFC	MF	HI	PUD - Single-Family



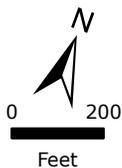
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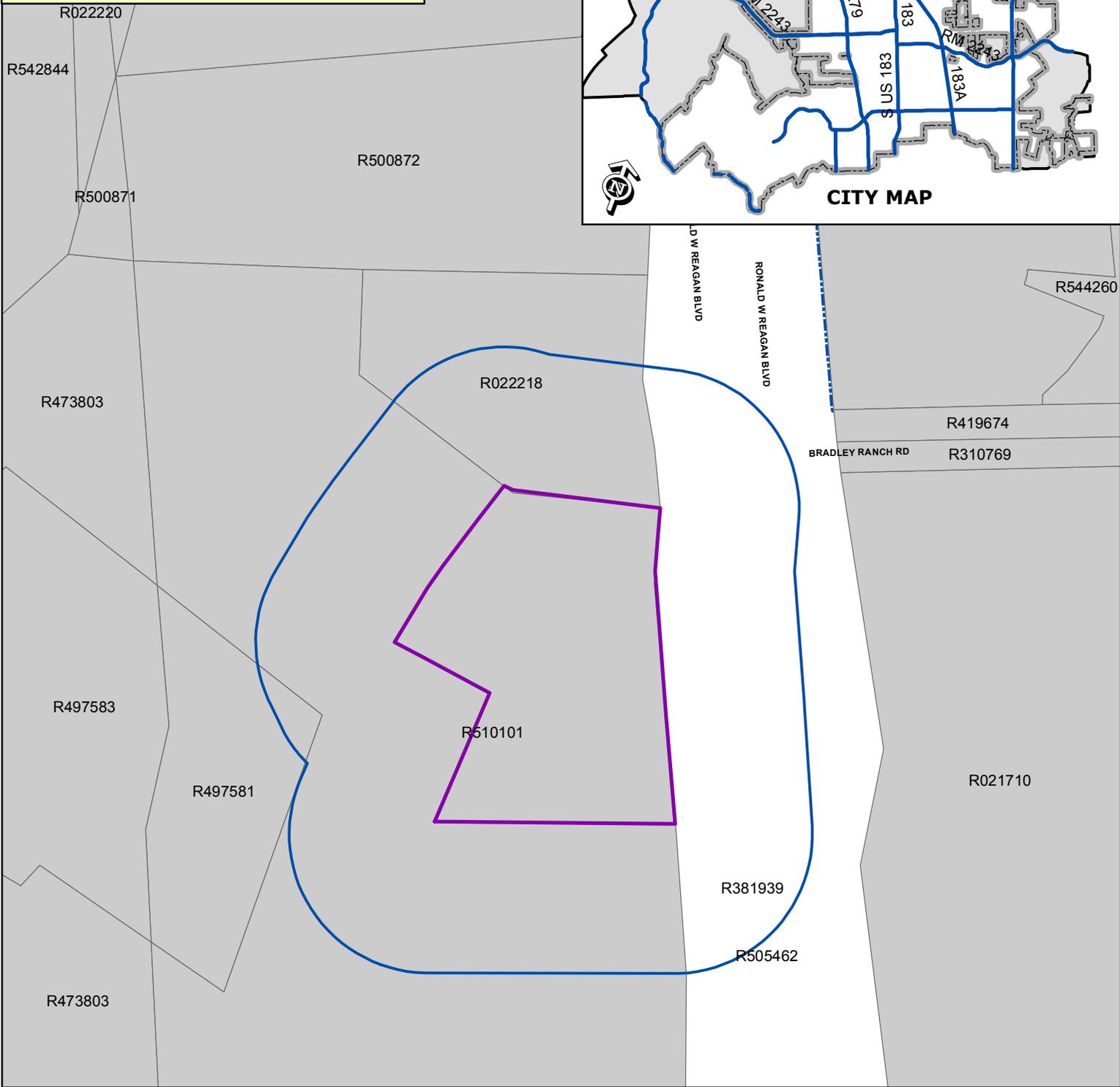
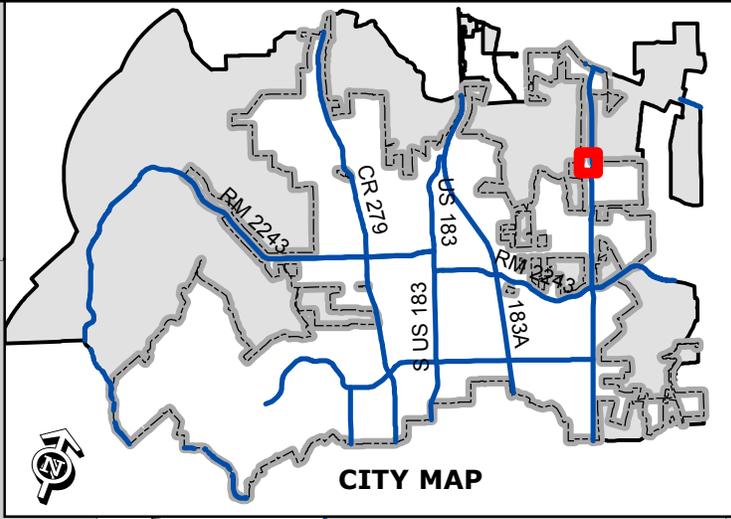
ZONING CASE 16-Z-019 Attachment #3

Future Land Use Map - Valley Vista Estates

-  Subject Property
-  Open Space
-  Community Center
-  Old Town Mixed Use
-  City Limits
-  Mixed Use Corridor
-  Activity Center
-  Employment Mixed Use
-  Commercial Corridor
-  Transit Supportive Mixed Use
-  Industrial District
-  Neighborhood Center
-  Station Area Mixed Use
-  Neighborhood Residential



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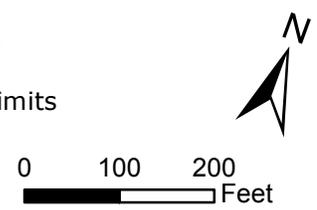


ZONING CASE 16-Z-019

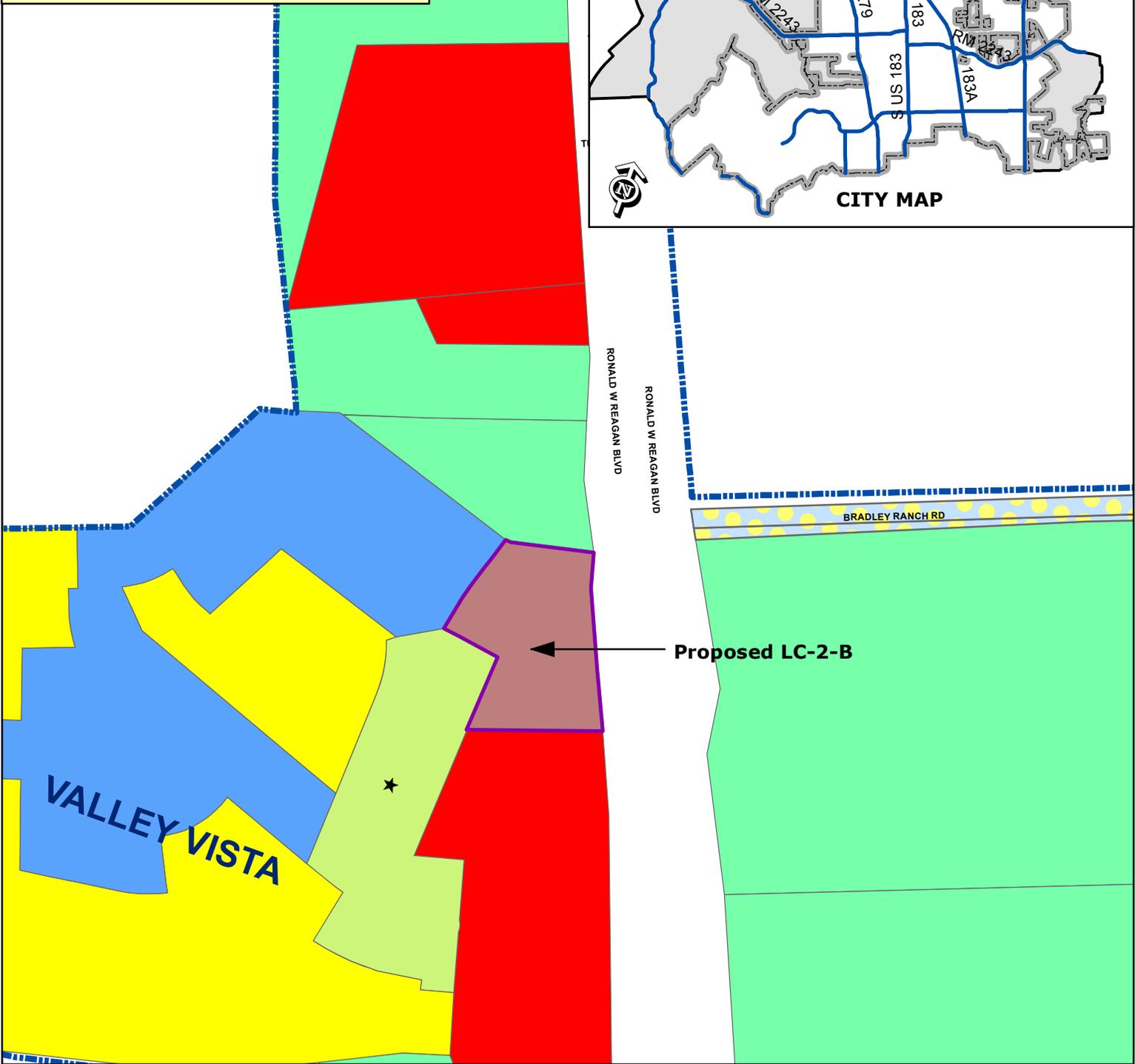
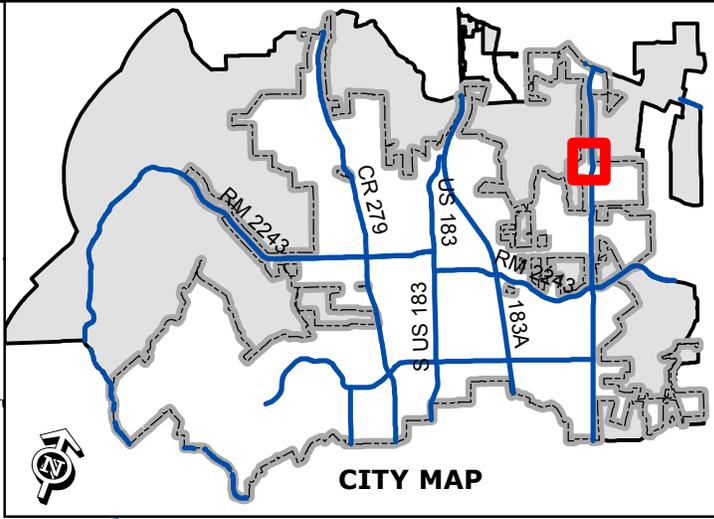
Attachment # 4

Notification Map
Valley Vista Estates

- Public Notification Boundary
- Subject Property
- WCAD
- City Limits



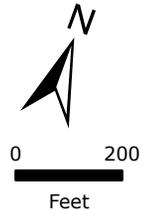
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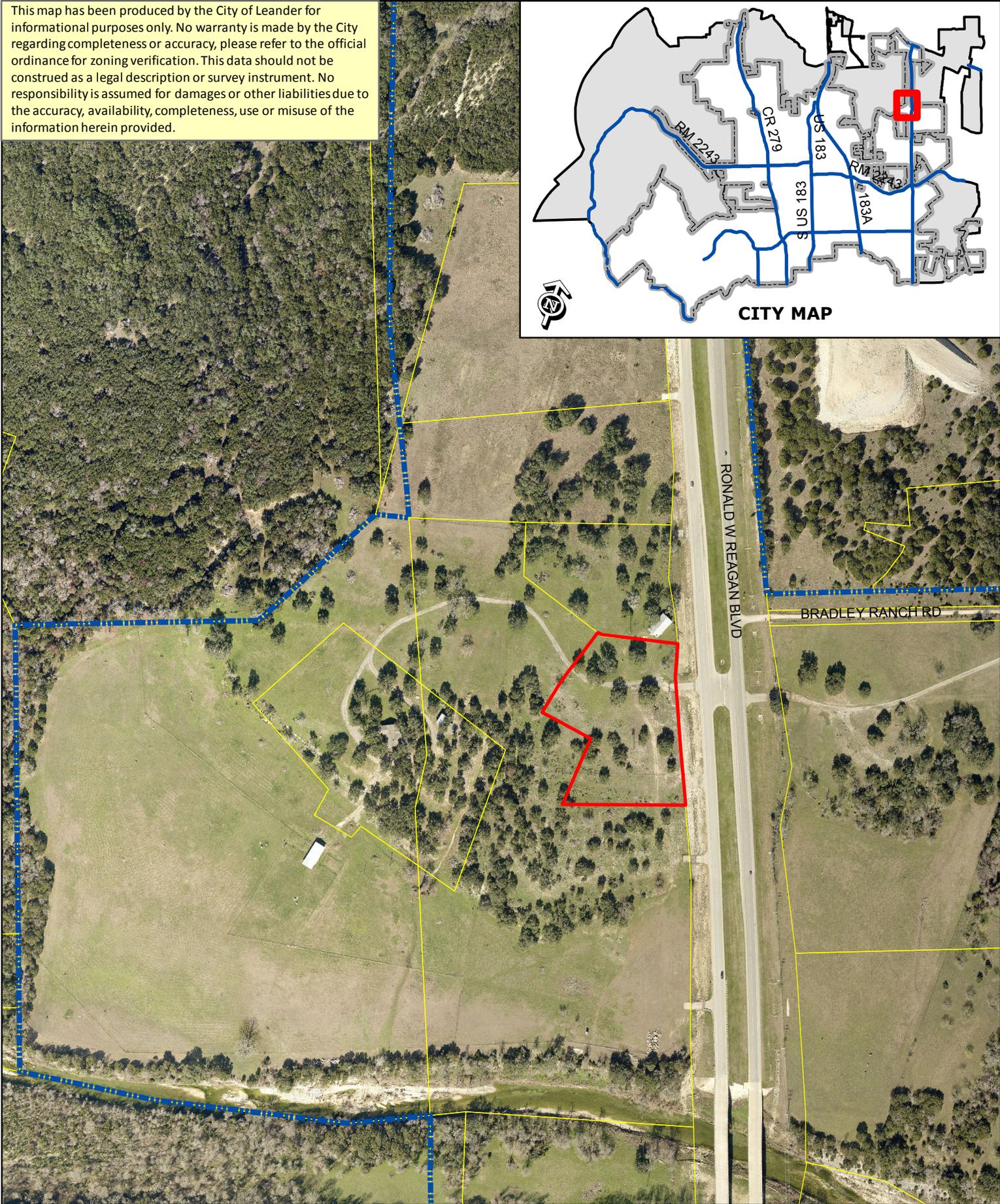
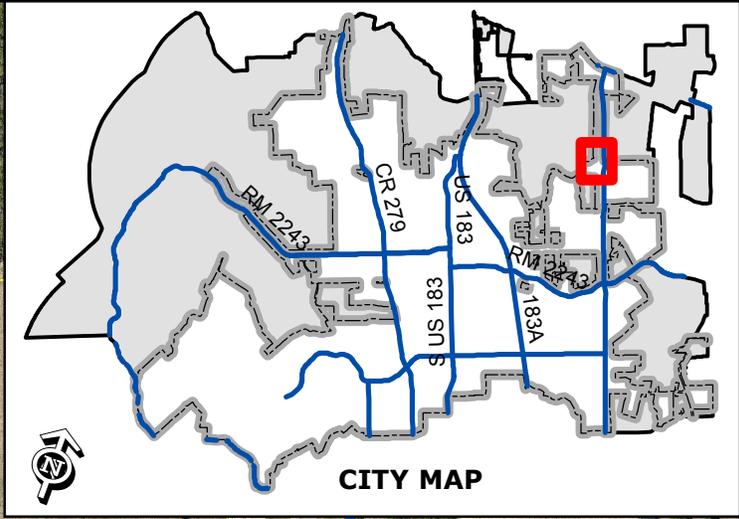
ZONING CASE 16-Z-019 Attachment #5

Proposed Zoning Map - Valley Vista Estates

Subject Property	SFR	SFL	LO	PUD - Commercial
City Limits	SFE	SFT	LC	PUD - Mixed Use
SFS	SFU/MH	GC	PUD - Multi-Family	PUD - Townhomes
SFU	TF	HC	PUD - Single-Family	
SFC	MF	HI		



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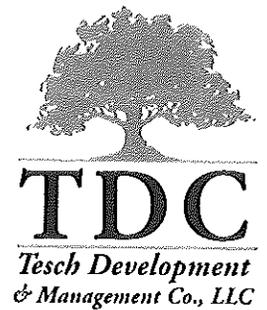


ZONING CASE 16-Z-019 Attachment #6

Aerial Exhibit - Approximate Boundaries
Valley Vista Estates



-  Subject Property
-  City Limits



July 26, 2016

City of Leander Planning Department
104 N. Brushy Creek Street
Leander, Texas 78646-0319

Re: Letter of intent for requested zoning change and physical description of 3.555 acres shown as the northern corner portion of "Phase 4" of the Valley Vista Overall Plan.

Ladies and Gentlemen:

The subject parcel is the 3.555 acre portion of the approximately 6.23 acre remainder parcel shown in the attachment as "Phase 4" of the Valley Vista Overall Plan. It is the hard corner created by the entrance to the proposed Valley Vista subdivision. The remainder of the approximately 6.23 acre parcel is currently zoned GC. My intention is to prepare this site for development as a small retail and single story office project as shown on the attached drawing.

The site slopes approximately 16' from its north boundary to its south boundary. There are scattered trees of a variety of species located on the site including four heritage oaks which will be preserved and protected as shown in the attached preliminary site plan. Please let me know if you required anything further in order to process this request. Your recommendation for approval would be appreciated.

Respectfully,

A handwritten signature in black ink, appearing to read 'Robert E. Tesch', with a long horizontal flourish extending to the right.

Robert E. Tesch, President
Tesch Development & Management, LLC



EXECUTIVE SUMMARY

SEPTEMBER 08, 2016

Agenda Subject: Presented by Don Gill on proposed storage facilities within the City of Leander.

Background: None.

Origination: Don Gill

Financial Consideration: None.

Recommendation: None.

Motion: None.

Attachments: 1. Storage Center Exhibit

Prepared By: Robin M. Griffin, AICP
Senior Planner

09/01/2016







Southwest Elevation

Stone Oak Parkway



Northwest Elevation

Stone Oak Parkway



Northeast Elevation

Stone Oak Parkway

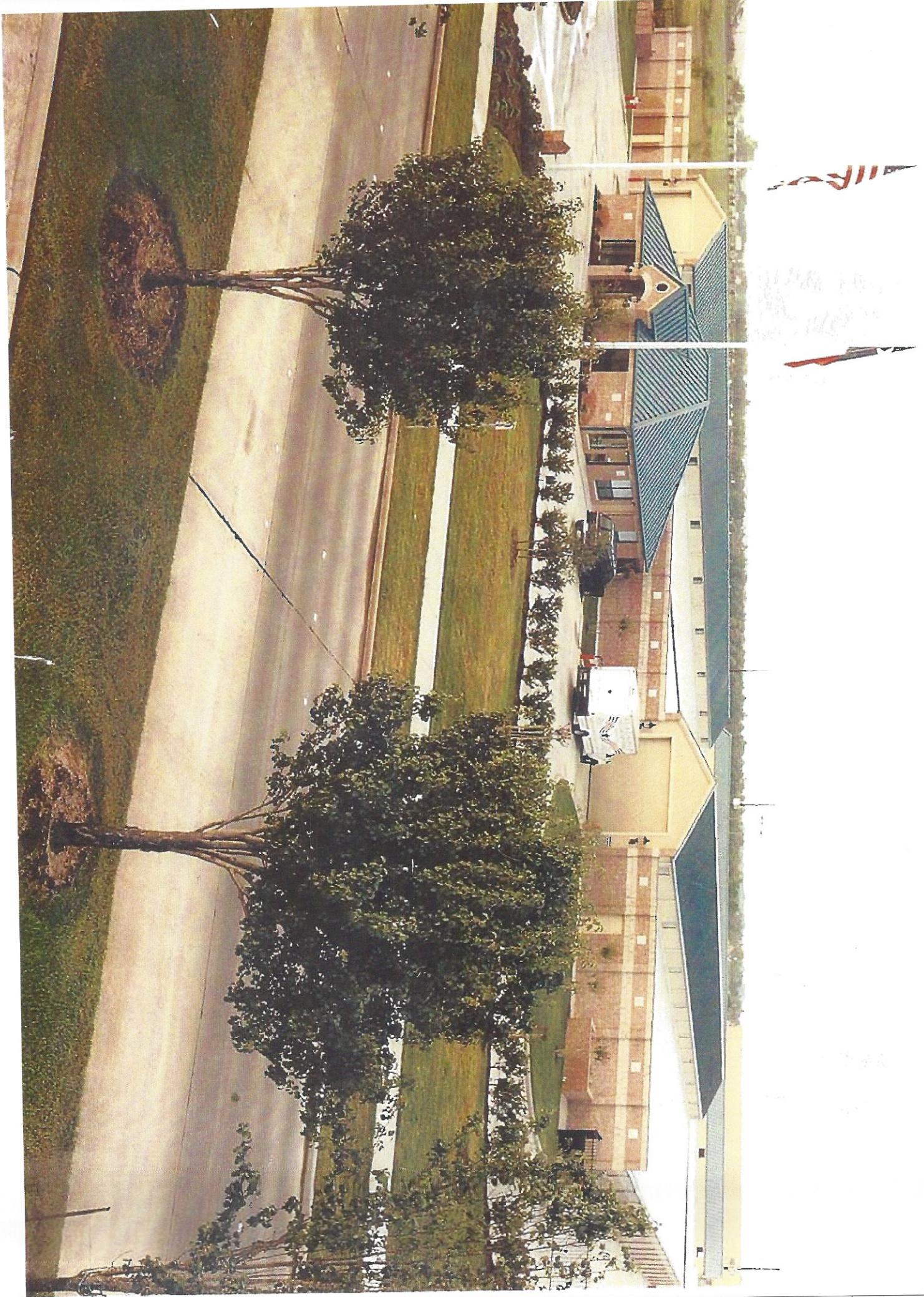


Self Storage
713-521-9999

Self Storage
Climate Controlled
713-521-9999







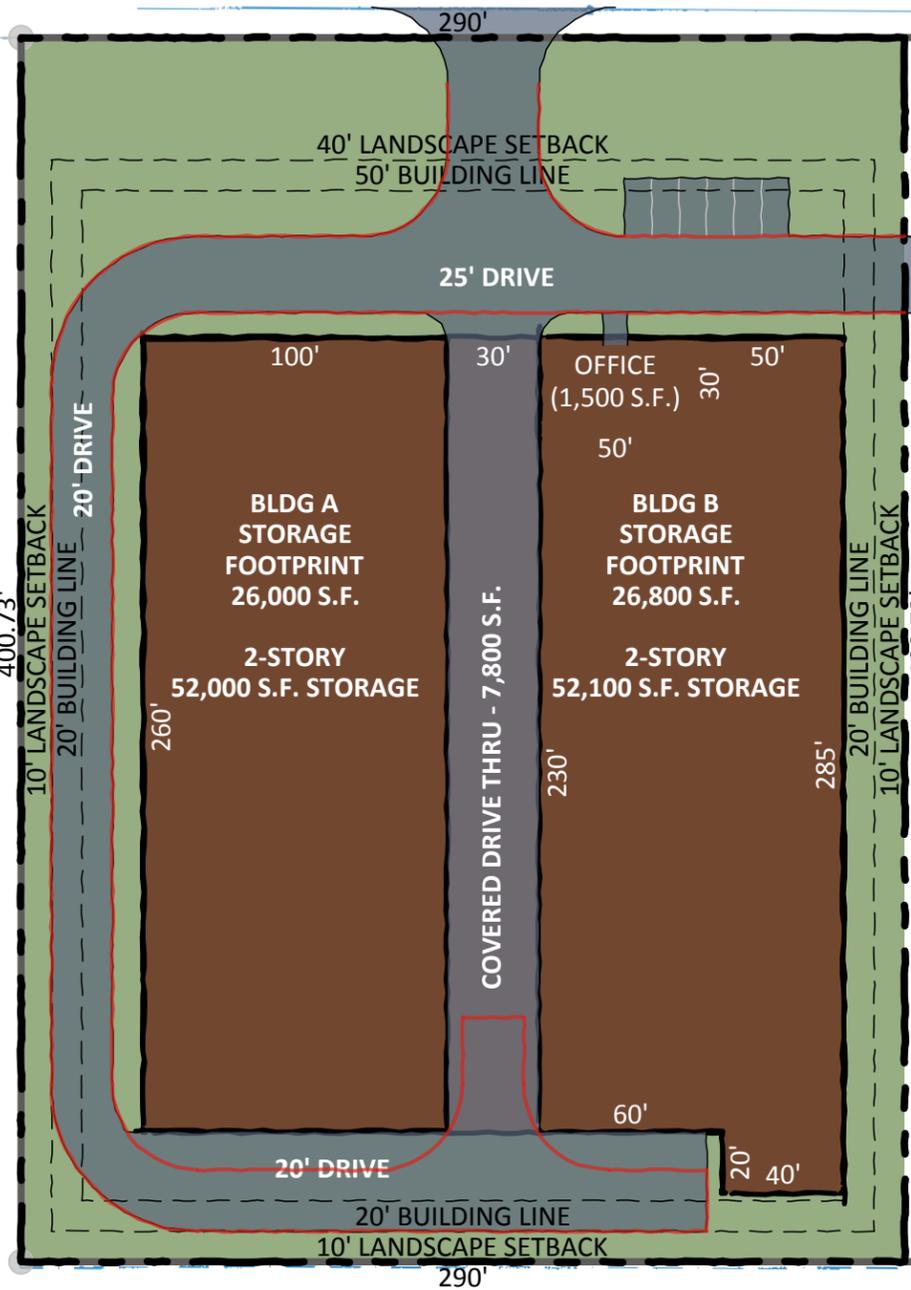


REVISED 04-13-2016

MASON ROAD

MASON ROAD

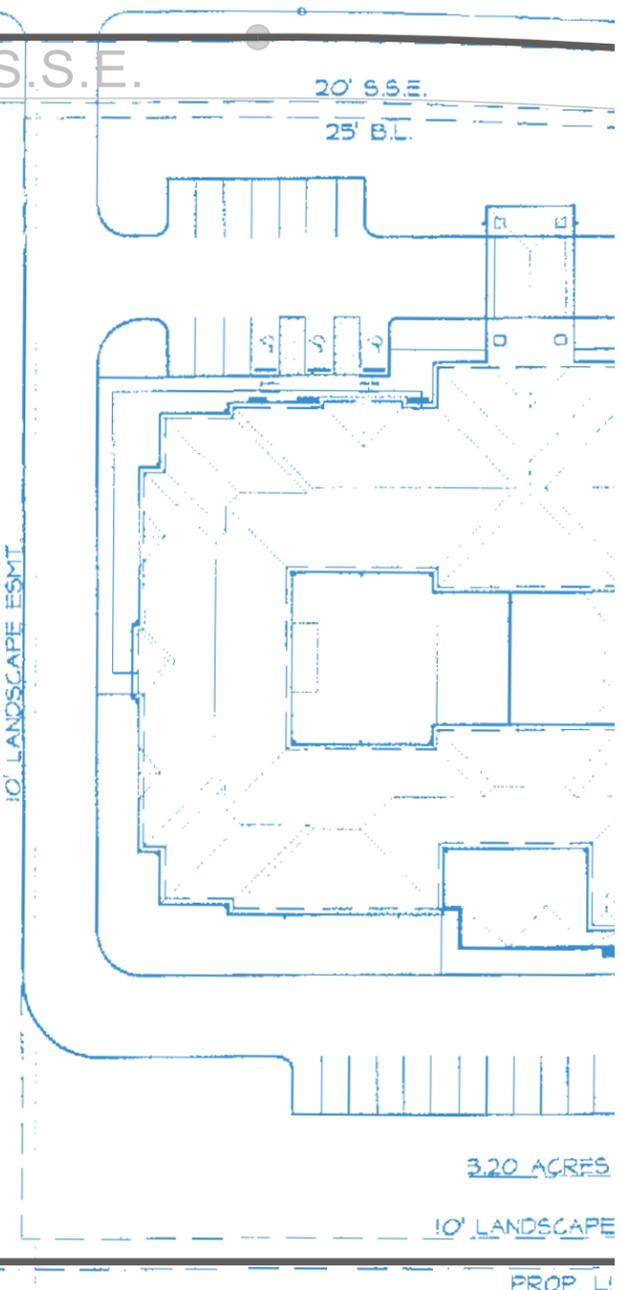
MASON ROAD



DEVELOPMENT SUMMARY			
BUILDING	FLOOR 1	FLOOR 2	TOTAL
A	26,000	26,000	52,000
B	25,300	26,800	52,100
OFFICE	1,500	--	1,500
COVERED DRIVE	--	--	7,800
GROSS FLOOR AREA	52,800	52,800	113,400

REMAINDER
4.13 AC.

PROPOSED
LOT
2.67 AC.
116,213 S.F.



MASON ROAD STORAGE
MASON ROAD, RICHMOND, TEXAS
DEVELOPED BY: SELF STORAGE CONCEPTS/BUILDERS



PLACE designers, inc.

PLANNING | LANDSCAPE | ARCHITECTURE | CONSULTING | ENGINEERING

304 E. MAIN | SUITE 100 | ROUND ROCK | TX | 78664
T : [512] 238 8912 | F : [512] 238 8913 | PLACEdesigners.com

All information furnished regarding this property is from sources deemed reliable. However, Consultant has not made an independent investigation of these sources and no warranty or representation is made by Consultant as to the accuracy thereof and same is submitted subject to errors, omissions, land plan changes, or other conditions. This land plan is conceptual in nature and does not represent any regulatory approval. Land plan is subject to change.



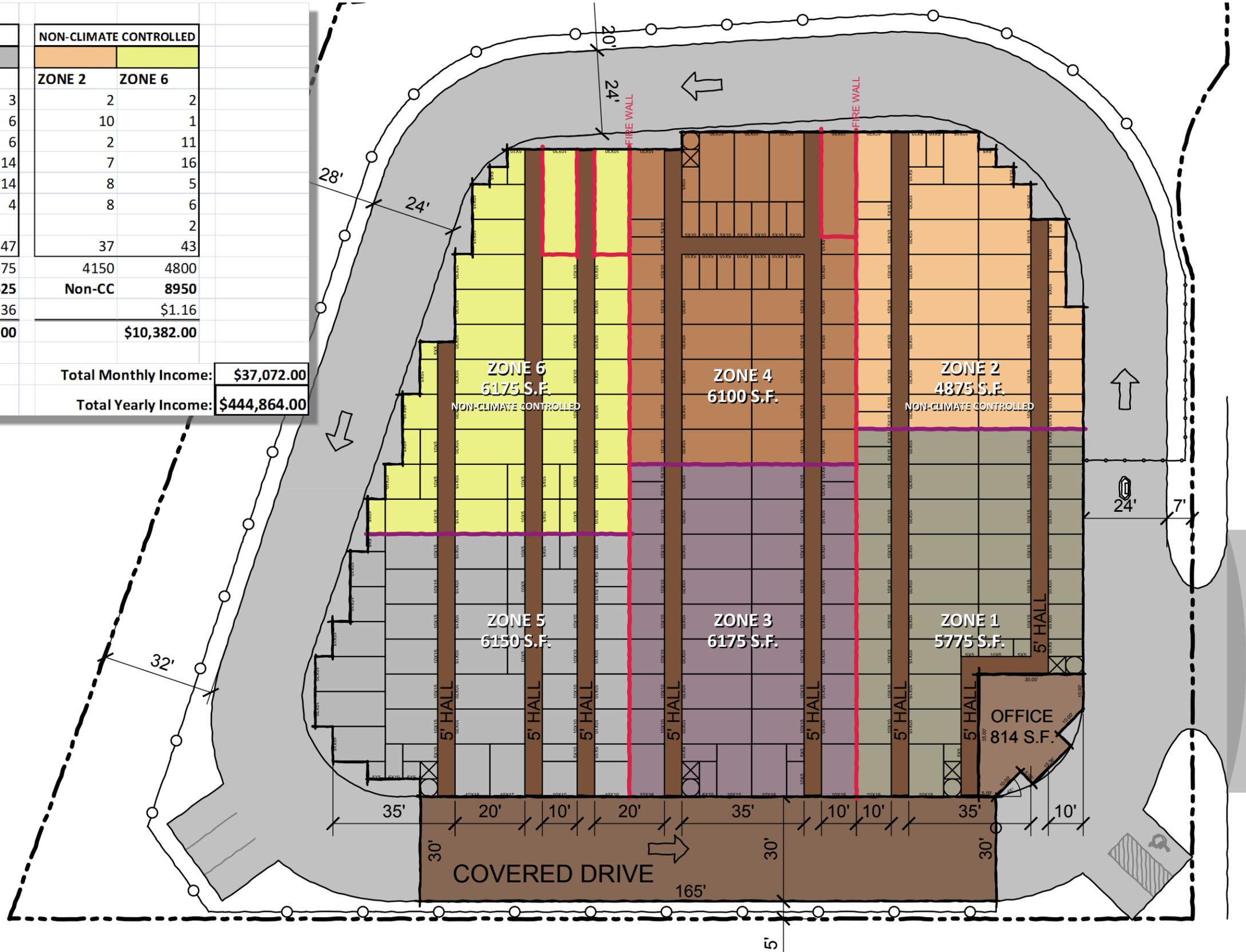
APRIL 13, 2016

Storage Unit Mix	CLIMATE CONTROLLED				NON-CLIMATE CONTROLLED	
	ZONE 1	ZONE 3	ZONE 4	ZONE 5	ZONE 2	ZONE 6
Unit Size						
5X5	3	1		3	2	2
5X10	5	6	17	6	10	1
10X5	1	1	1	6	2	11
10X10	13	14	12	14	7	16
10X15	11	12	5	14	8	5
10X20	6	8	9	4	8	6
10X30			1			2
Total Units	39	42	45	47	37	43
Net Rentable	4525	5175	4950	4975	4150	4800
Total Net Rentable			CC	19625	Non-CC	8950
Rental Rate				\$1.36		\$1.16
Total Rent				\$26,690.00		\$10,382.00

Total Monthly Income: **\$37,072.00**
 Total Yearly Income: **\$444,864.00**

FIRE DIVISION LEGEND

- FIRE DIVISION WALL
- ZONE DIVISION WALL
- ZONES 1 & 2 10,650 S.F.
- ZONES 3 & 4 11,975 S.F.
- ZONES 5 & 6 11,725 S.F.



TOWN CREEK SELF STORAGE, HWY 105
 SELF STORAGE CONCEPTS/BUILDERS
 MONTGOMERY, TEXAS



PLACE designers, inc.

PLANNING | LANDSCAPE | ARCHITECTURE | CONSULTING | ENGINEERING

304 E. MAIN | SUITE 100 | ROUND ROCK | TX | 78664
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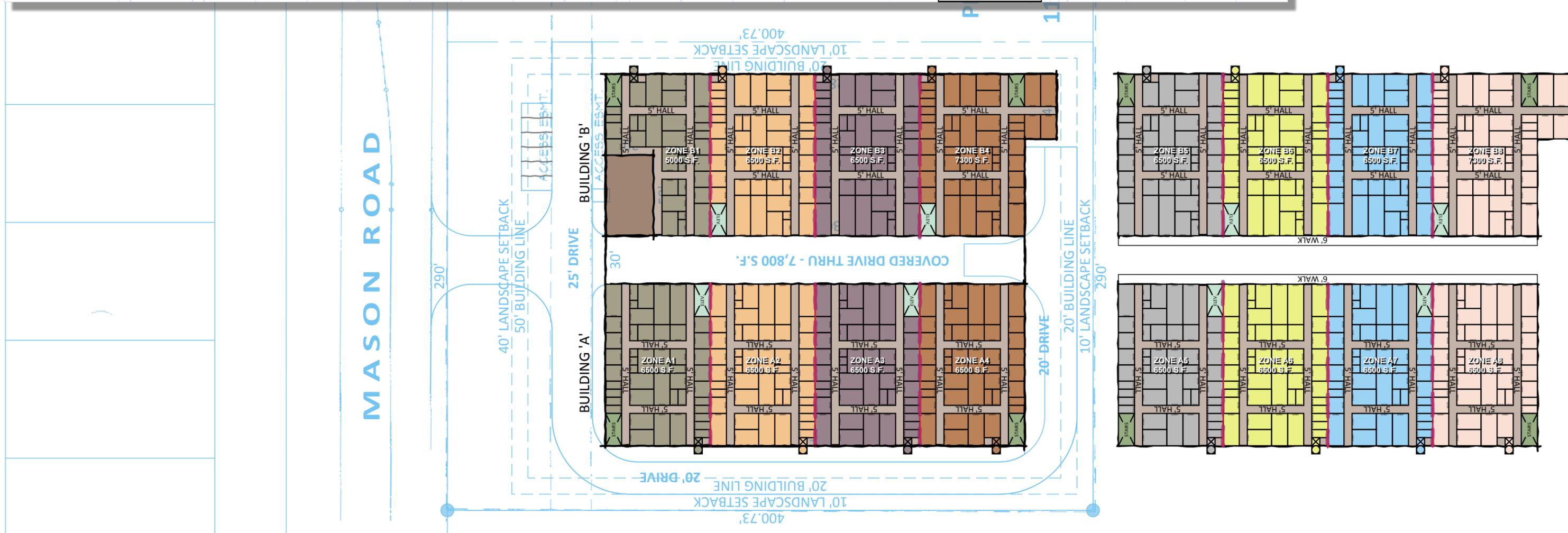
NOVEMBER 30, 2015



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Storage Unit Mix

Unit Size	Total Units	BUILDING A								BUILDING B								UNIT INFORMATION			
		FLOOR 1				FLOOR 2				FLOOR 1				FLOOR 2				Unit Size	RENT MONTHLY	TOTAL UNITS	S.F./ UNIT
		A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8				
5X5	64	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5X5	\$ 65	64	25
5X10	153	12	10	10	7	12	10	10	7	6	10	10	11	7	10	10	11	5X10	\$ 95	153	50
10X5	32	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	10X5	\$ 95	32	50
10X10	230	14	15	15	15	14	15	15	15	9	15	15	14	15	15	15	14	10X10	\$ 159	230	100
10X15	135	8	8	8	9	8	8	8	9	8	8	8	10	9	8	8	10	10X15	\$ 229	135	150
10X20	83	4	6	5	5	4	6	5	5	4	5	6	6	5	5	6	6	10X20	\$ 299	83	200
10x25	30	2	2	2	2	2	2	2	2		2	2	2	2	2	2	2	10x25	\$ 375	30	250
Total Units		46	47	46	44	46	47	46	44	33	46	47	49	44	46	47	49	TOTAL		727	
Net Rentable		4700	5100	4900	4900	4700	5100	4900	4900	3400	4900	5100	5350	4900	4900	5100	5350				
Total Net Rentable		39200								39000											
Monthly Rent		\$ 7,594	\$ 8,161	\$ 7,862	\$ 7,806	\$ 7,594	\$ 8,161	\$ 7,862	\$ 7,806	\$ 5,479	\$ 7,862	\$ 8,161	\$ 8,555	\$ 7,806	\$ 7,862	\$ 8,161	\$ 8,555				
Total Monthly Rent		\$62,846.00								\$62,441.00											
											Total Monthly Income:		\$125,287.00								
											Total Yearly Income:		\$1,503,444.00								



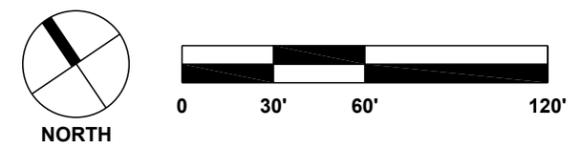
MASON ROAD STORAGE
 MASON ROAD, RICHMOND, TEXAS
 DEVELOPED BY: SELF STORAGE CONCEPTS/BUILDERS



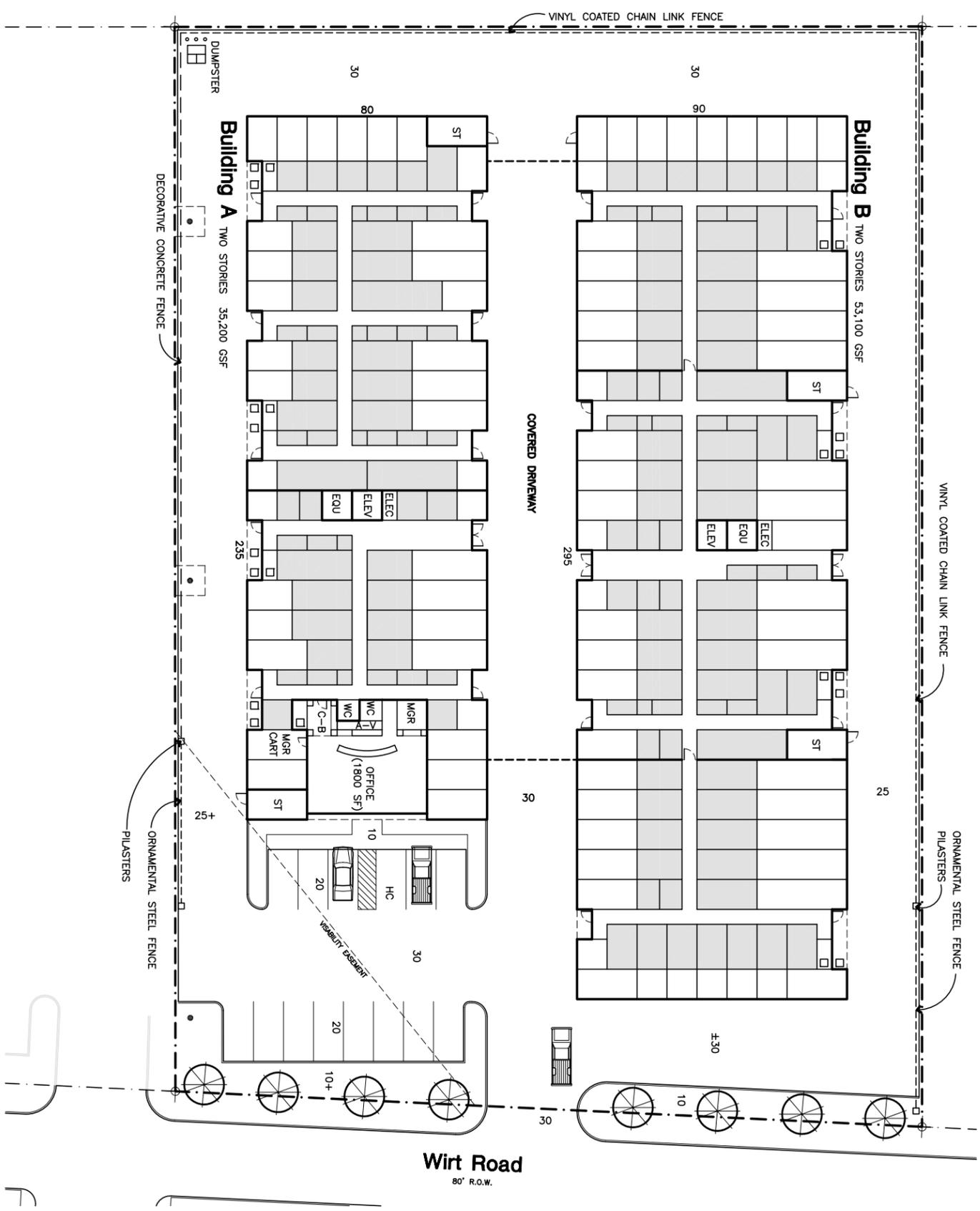
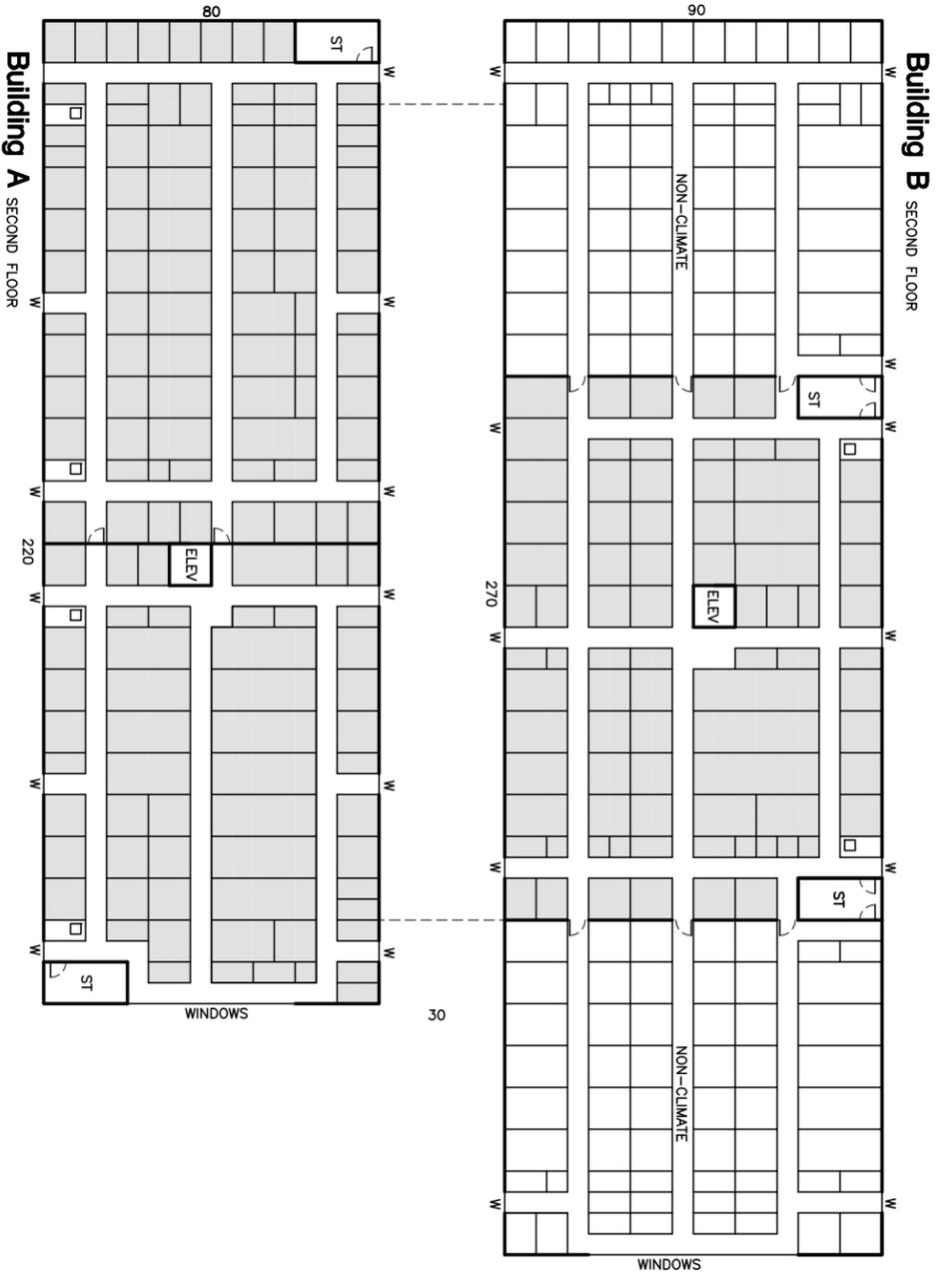
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APRIL 5, 2016



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Site Development Plan - SD-3



12-30-4





2000

1000



DRIVE RIGHT IN

The Trend In Drive-Through Facilities

By Sharon Naylor

The concept of a drive-through self-storage facility is attracting a lot of attention from customers. “You mean, I can drive into the building and unload my stuff with a roof over my head?”

The attraction is immediate, especially when a drive-through facility offers other enticing attractions such as state-of-the-art security measures and climate-control, among other perks such as Wi-fi capabilities on the grounds. We’re seeing a growing wave of interest in drive-through facilities, as customers learn that their self-storage needs can be combined with comfort. That wasn’t always the case with earlier models of outdoor-access metal bays in a bare-bones lot that made customers feel uncomfortable ... and perhaps made them not stick around very long.

The self-storage industry has moved convenience, comfort, and climate-control to the top of their values list, and the drive-through facility grows more attractive each day. Here’s why:

A Matter Of Convenience

Being able to drive right into the building and unload often means customers are closer to their units; they don’t have to keep going in and out of a locked building for several trips with large boxes, and they get out of the rain, wind, snow and cold. It all adds up to the biggest selling point: convenience. With customers’ busy lives, that can often mean a sale. A trip to a self-storage unit might take half the time. Older customers may be better able to move and store their own goods without help from the kids. Those with health issues will appreciate being indoors in a heated environment. Customers are asking, “What is my experience going to be with this?”

Charles Plunkett, president and owner of Artistic Builders, Inc in San Antonio, Texas—designers of A-AAA Key Mini Storage, the *Mini-Storage Messenger* 2003 Facility of the



Image courtesy of Security Self Storage LTD

Year—says that perceived convenience is the main factor behind the trend in drive-through self-storage. “The Brundage facility was a three-story building, with the third floor crossing over the drive-through,” says Plunkett. “It had a 55-foot wide opening, and clearances allowed for any or style of vehicle—right up to 18-wheelers.” When the size of the drive-through is so expansive, so is your clientele list.

Avoiding The Elements

Drive-through facilities get your customers out of the rain, snow, and ice. Norm Kotoch, Jr., of Security Self Storage Ltd. in Highland Heights, Ohio, is currently in construction mode on that company’s fifth property, a drive-through facility making its debut May 1.

“We did the research and found that area competitors were under-supplied in climate-controlled facilities,” says Kotoch. In northern Ohio, where the new property is located, wintry weather is a given. “We’ll have 85 percent to 90 percent climate-controlled building space,” he says.

And up in Ottawa, Canada, where temperatures often hit negative-30 degrees, this trend in self-storage facilities is driven by the elements. Mat Seguin, manager of Just Right Self-Storage in Ottawa, says that the environment determines the growing market for drive-through facilities. This prevents customers from having to face the elements to access their storage units in a place where freezing temperatures can be dangerous. “In traditional-style self-storage with outdoor access, metals doors can freeze to the ground,” he explains.

Drive-through unit access in a covered environment is a fabulous new amenity that definitely sets a facility apart from the competition.

Customers are also concerned with the temperature and humidity levels for the items they're storing. Will art or electronics fare better in an exterior unit, or will they be better protected in an internal climate-controlled unit? And they contemplate the convenience of accessing that unit without falling on ice while carrying heavy boxes. Customers think about their own comfort and security first.

Safety And Security

Al Gardes of Elmwood Self Storage in New Orleans—the 2004 Facility of the Year Overall Winner—says, “We take security very seriously, so the customer will drive up and enter a code for the doors to open. Then they drive in and the doors close behind them. Then, they have to enter their code a second time to access their units.” The Elmwood drive-through splits their building, and each section of the building is controlled by pass codes.

“With 200,000 square feet of space, we want to control where customers can go,” says Gardes, adding that lighting is of optimum importance in a drive-through facility since a well-lit building, hallways, and units give the customer a sense of awareness in the environment.

Seguin brings up a vital point: “As soon as you have one theft, word gets around and customers start leaving your establishment,” he says. So one of the most attractive things to security-minded consumers is being able to show them the large number of security cameras on the inside and outside of the drive-through facility. “We have extra lighting, cameras, and a panic button that customers can use while inside the facility,”

Seguin goes on to say, “We provide the security number, and the alarm company will dispatch help to our site.” Given that many drive-through self-storage facilities provide the additional perk of 24-hour access, this kind of attention to security is very much appreciated by renters and potential customers. “We will soon have extra security measures in place, such as our plan to rent out private alarms for customers to put in their units. If the unit is breached, they get notified immediately.”

Another high-point attraction is light. Lots of it. Relating to both security and aesthetics, the Ottawa facility features a skylight spanning the entire length of the interior drive-through.

Aesthetics And Added Attractions

Drive-through self-storage facilities attract attention when they're on a main road or in an upscale community. Instead of an all-metal box building with bay doors, today's drive-through establishments are appreciated for their design aesthetics such as a skylight or a glass atrium in the front of the building. Modernized design is a big draw for customers.

“The idea of doing drive-through came to me because of the use of the property and maximizing our square footage but still having an attractive facility,” says Kotoch. “Our community is upscale, and they don't want to see a metal building. What we took from that is the desire to provide something that no one else in our market is offering. Self-storage in our market is in an over-build situation. You can't just put up a structure and expect success, so not all space is created equal. Now, facilities have to have elements the competition doesn't have.”

Kotoch says that his new facility will feature wine storage with humidity settings and its own backup generator, a conference center with hi-speed Internet access, and wi-fi hot spots. His savvy clientele in an upgrade-mindset community appreciates the mix of self-storage space and lifestyle amenities. The key, of course, is that he is in a prime location. “It took four years for us to find the perfect site to support this project,” he notes.

Some Things To Consider

Kotoch says that new owners need to invest the time to do a feasibility study on their property. Map out the lot and see what a builder suggests as far as space for driving, moving, and parking. A successful drive-through facility must allow customers to drive.

Seguin suggests that you pay careful attention to the layout of your building and the flow of your lot. “When you're extremely busy, will you have traffic jams? You don't want to experience extreme

bottlenecking, so be sure that you have room for 10- to 15-car access,” he says.

Kotoch points out another drawback to drive-through buildings: “With a drive-through cutting through your property, that may be 9,000 feet of unusable space that you can't rent out. If you go two stories, that's 18,000 feet of unrentable space.” So you need to be sure that you can spare that amount of real estate for the trade-in of your clients' convenience.

On a construction note, developing a new drive-through self-storage facility can be very expensive, often into the hundreds of thousands of dollars. And then there's a tremendous amount of thought that goes into the design and structure.

“If you look at the Brundage facility with its two stories of open space for the drive-through and then the third story sitting across the top of it, you have to design for the weight of the floor, and the pounds per square foot for the storage units on top of the structural steel,” says Plunkett. “The steel framework for that design took up a lot of vertical room. We needed 14 feet of clearance so that 18-wheelers could drive through.”

And then there is fire-rating, sprinkler systems, and a plan for removing the exhaust from cars entering and idling in the drive-through. “You could save on cost and still get some of the comfort and convenience, removing customers from the elements, by just putting an extended roof cover 25 to 30 feet long over where customers would pull in and unload,” says Plunkett.

It may not be a drive-through, per se, but it could be a bit of drive-up. That could be the improvement your customers are looking for right now. From a marketing sense, the announcement of such an upgrade could jump-start your business numbers if you can't establish a full drive-through facility. 

Sharon Naylor is the freelance writer and editor based in Morristown, New Jersey. The author of over 30 books, she has been a guest on “ABC News,” “Inside Edition,” and “Fox 5 Live.” She has won top honor awards from *Writer's Digest* magazine and the Academy of Motion Picture Arts and Sciences.



COMFORT ZONE

Vehicle-Friendly Parking And Traffic Flow

By Peter Stuhlfreyer

Unfortunately, most zoning ordinances have not kept pace with the self-storage industry. Because one of the major misgivings of communities about self-storage is parking for customers, a thorough understanding of parking and traffic flow is crucial for the maximization of the building size and the preservation of green space. After all, nothing is uglier than an empty parking lot!

As an architect, I read and attempt to conform to zoning ordinances, which contemplate many different building uses. Some of these parking schedules are very detailed and indicate a deep knowledge of the particular use that they regulate. This has, no doubt, much to do with grassroots advocacy on behalf of those industries in many cases.

The Parking Dilemma

Take for example, a town in Michigan whose parking code for auto repair shops is very

From the perspective of a potential customer, this traffic flow may be the distinguishing attraction to a facility.

complex: One per 200 square feet of sales-room floor space, plus one per service stall, plus one per employee based upon the greatest number of employees at any one shift. In sharp contrast, many communities' zoning for self-storage is worded: One space per 1,700 gross square feet of building plus one per employee. For a large facility, the misconception of parking needs could lead to almost half an acre of land wasted. This land is most likely taxed and requires storm water management,



since it is required but most likely will not be needed for parking.

One interesting phenomenon is that more self-storage parking is needed for the first year and a half or so during initial lease-up. On the other hand, an established facility with stabilized occupancy needs very few spaces at the front office before any security point. A typical zoning ordinance that our office recommends for self-storage would be one parking space per employee working at the busiest time, plus five customer spaces at the front office and one temporary space per 75 rental units for a period of two years from opening, at which time they would be landscaped. Retainage need not be tabulated for the temporary spaces and they may be gravel, mulch, or another temporary, acceptable parking surface.

Parking for renters who are "visiting" need not be accounted for if the loading areas are within the security fence, which these days, is typical. In fact, the more automated the facility, the less likely these customers will ever need to visit the front desk for renewals or upgrades. Hence, the flow of customers in vehicles around and even through the buildings is actually a design-intensive component of self-storage sites.



To create a more pleasant storage experience, make it easy for your customers to go with the flow.

Traffic Flow And Security

From the perspective of a potential customer, this traffic flow may be the distinguishing attraction to a facility. Most renters know what to expect on the inside of their unit; steel walls, cement floors, and a light. It's the sequence of events that occurs between arriving at the facility to loading up the dolly in the loading zone that architects and owners can use to romance the customer. There are five main points to consider when designing this short trip between entry and loading. They are security, lighting, grading, clearance, and way finding.

Assuring the customer that they and their stored goods are safe is perhaps the number one priority for a self-storage facility. And accomplishing this task begins from the inside of the automobile. Make sure the driver can see the office attendant and a security monitor as they pass the easy-to-reach security keypad where they enter their code or swipe their card to open the gate.

Once inside the facility, another security consideration for interior units is to account for a loading area, preferably covered near the building entry. No one is comfortable walking any distance in a paved area to their destination.

Security is closely related to lighting. Although there are ordinances to regulate light spillage and "pollution," take care to get a photometric study that maximizes and evenly spreads light. Most major commercial lighting distributors will provide this drawing for free in return for a proprietary specification of one of their products. Days are short in the winter and renters that handle wholesale goods such as pharmaceuticals and building products will use the facility before dawn and after dusk. Also, it is always wise to use masonry walls along adjacent residential property for both security and the shielding of headlights from cars around the facility.

Grading is a practical civil engineering issue that can have serious liability implications. Many ordinances allow up to eight percent grade on paved surfaces around a building, however, less than three percent would be desirable where you have wheeled carts and loading areas. Civil engineers may have to add catch basin structures to limit the amount of slope adding to the site development

cost. This issue can be particularly important where drive-up units circulate the sides of the buildings.

Most visits are short, however. A tenant may spend 15 to 30 minutes organizing or loading their goods before heading to the unit. Providing clearance around vehicles that are loading can seem like a waste of asphalt, but if the practicality of the issue doesn't move the designers to provide it, fire department officials could demand that they can get around the facility with or without customer cars on the premises.

Finally "way-finding" is an automotive circulation issue that can lead to significant frustration. From a four-foot vantage point behind the wheel of the car, eight identical buildings may seem like a surreal maze. Given that some customers come up to the facility less than once a year, well-marked identification will be helpful—especially after the initial visit. While some operators have taken to the unique idea of naming buildings in facility based on a specific theme, the important thing is that whatever method you choose, it should have intuitive logic and visibility. Unit numbering that incorporates codes, unit numbers, and building numbers all together is especially effective.

The Overall Consideration

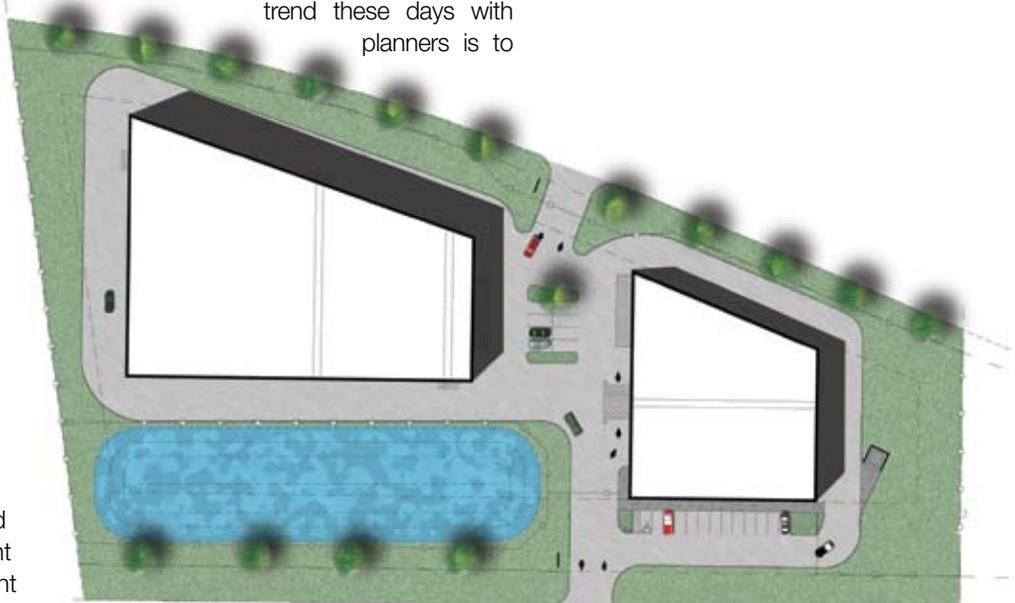
In conclusion, the pavement that surrounds self-storage is more than just "space between buildings." As such, it requires as much design attention as the buildings themselves. Careful explanation to your community concerning parking counts should be well received and could save you the unnecessary purchase and/or development of up to half an acre. Fortunately, the general trend these days with planners is to

default to the side of not over-parking a site. Therefore, most municipal consultants will also be receptive to a clearly stated argument on this concept.

Customer traffic data can be retrieved from most major franchises and used to the advantage of maximization and an informed site design. Once the site's parking is planned, dealing with customers' vehicles has just begun. The importance of traffic flow around, and sometimes even into self-storage facilities, is a distinguishing factor. Moreover, it can be an attractive amenity or a comparative liability.

Think about it: Customer traffic flow is a major design factor for medical offices, airports, and shopping malls. Likewise, a self-storage facility shares all of the common conditions that must be considered in order for it to become a well-laid-out customer experience.

Peter Stuhlfreyer is the Founder and Principal Architect of Designhaus Architecture based in Detroit, Michigan. With almost 10 years of experience practicing in large and small firms across the country, he has distilled the simple philosophy that "good design adds value."



REACHING YOUR CUSTOMERS

The Right Message For Women

By Michael W. Michelsen, Jr.



What is it that a woman wants? That simple question frustrated the heck out of Sigmund Freud, but there are many business owners who have taken the time and effort to answer it. And, for the past several years, they have earned money—sometimes, lots of money—because they unlocked that mystery.

According to many market researchers who have studied this question, more than anything else, a woman wants value for her purchasing dollar. Any product or service that caters to that desire, which has been nurtured in her since her youth, will help you sell to her.

That's right. That's all there is to it. Although it might be true that 80 percent of the people who move their belongings into your facility might be men, it is also true that more than 66 percent of the people who decided to put down their hard-earned dollars to rent from you ride side-saddle.

In fact, women control a vast majority of the dollars spent in the American economy. As a result, many business owners and managers have decided to flood the marketplace with an endless array of choices. However, this is not really what women want.

According to several marketing experts within the industry, women carry a majority of the load when it comes to making purchasing decisions about self-storage. Moreover, women not only make the purchasing decisions for themselves, but they also tend to make the selections for another party such as a husband, "significant other," or a supervisor when they are asked to do so.

"Regardless of the role a woman plays in the decision to rent a storage facility, the smart self-storage owner or manager would

do well to pay attention to the woman in the process," says Tom Litton, a self-storage marketing expert in Lodi, Calif. "This goes for whether it's a woman on the phone who calls for information, or if she shows up at the location. The trouble is, most owners and managers talk to her the same way they talk to men. Unfortunately, it doesn't work that way, at least not successfully."

According to Litton, men make buying decisions quickly, while women allow more than twice the time to make a buying decision. Also, on average, a man will call only two to three facilities before making a selection; conversely, women will make four to seven calls before making a choice. The reason for this, Litton explains, is that women are looking for value. Men are trying to fix a problem quickly and easily, while a woman's priority is to be a good steward of money; as a result, they take longer to make a buying decision.

"The bottom line is that women are raised from their youth to be better shoppers than men, and they generally are," Litton says. "For this reason, owners and managers of self-storage facilities who want to market to women would do well to build value into their offerings."

Litton gives the example of freebees or "value-added" perks when attempting to offer services to women such as move-in trucks or boxes.

"Even though there might be a self-storage facility down the street from you that charges less than you do, when a woman knows that with you she will get things such as a free move-in truck or boxes to help her with her move in, chances are good that she will select you or at least recommend that her boss or family choose your facility."

Do you know how to effectively market to women? Adding value to your products and services may be all it takes to sway their purchasing decisions.

Michelle Bakva, marketing director for Storquest Self-Storage agrees. "When I arrived, I noticed that not only do women call our facilities more than men, but they do so most often on Mondays," she says. "What we discovered was that women would gather their information on weekdays, discuss what they learned with their husbands or bosses at the end of the week or weekend, and then call us on Monday. To reach this demographic, we started advertising during soap operas when women would be watching or recording their shows to watch later."

Bakva adds that Storquest includes a number of features at their facilities with women in mind such as intercoms throughout their locations to call for help if needed. The company also offers free golf carts available for customer use, making "huffing it" back and forth to a car or truck a thing of the past.

Mike Parham, president of the Parham Group based in San Antonio, Texas, goes a step further to say that nearly everything his firm does is aimed at marketing to women.

"Prior to 9/11, the key to selling the self-storage industry was keeping rates low," he says. "Our market research has shown us that since 9/11, security is everything. For that reason, nearly everything we do is done to make women feel safe and secure as long as she is with us."

Parham emphasizes that his firm invests heavily in features such as security camera systems, intercoms, mirrors and enclosed areas specifically designed to make female customers feel secure.

"A lot of our customers are doctors and lawyers who have records stored at our facilities," Parham says. "Unfortunately, those doctors and lawyers usually aren't the ones who come here to use their records. It's the office manager or some other female employee. As a result, we offer enclosed rooms where our customers can look through records in a secure, comfortable room that even has coffee as well as a play area if she has a child with her while she's working."

Over The Phone

According to marketing experts, 93 percent of the business initiated at a

self-storage facility began with a telephone call. The remaining seven percent was the result of a physical inquiry.

For this reason, owners and managers would do well to pay attention to who is answering the phone at their location.

"Regardless of who answers the phone, they should be equipped to speak with a woman who is calling, and the way you speak to a female buyer is entirely different than speaking with a man" Litton says.

Litton states that, on average, men will give 1.5 to two minutes for a call to a facility, while women will allow 2.5 to five minutes for the same call. "If you give the same talk that you give a man to a woman, she is going to feel like she is being hustled or slighted. Conversely, when you take the time to explain the value of your facility to her, chances are good that you will have her hooked."

In Advertising

When designing advertisements, Web sites, or any other promotional materials, Litton advises self-storage facility owners to make sure to include photographs of women.

"Some places simply intimidate women," Litton says. "Places like tool stores and self-storage facilities are like that. In order to minimize the intimidation factor for women, they should always be included in ads." Litton adds that including value-focused words such as "free" or "special" should be included in all of your promotional tools.

Bakva uses a slightly different approach. "In one of our ads, we used a child and wrapped him in bubble wrap," she says. "Then we sat him among a wall of boxes with the caption, 'Protect Your Valuables.' That ad was designed to appeal specifically to women, and it worked."

It's All About Customer Service

If you ask Brenda Scarborough, president of Lutz, Fla.-based Accountable Management & Consulting, a major player in the self-storage ownership and management business, she will tell you that all the emphasis placed on marketing to women might be a tad misplaced.

Although she acknowledges that a large majority of self-storage rentals are handled by women, it's a matter of customer service—for anyone, male or female—that brings customers to your facility and keeps them coming back.

"We gear practically everything we do towards women," she says. "Everything, whether it be the placement of security cameras, lighting, intercoms, the design of doors, or the hours of personnel, everything is designed to help a woman who might not be familiar with or able to handle what she needs to do while she's on the premises. The reason for that is if she is able to do a job better and easier as a result of something we offer, then chances are good that others, such as senior citizens, might benefit as well. Either way, the customer is better served."

Scarborough says that a lot of the business her facilities get from women are the result of the special attention given to women and their needs before and during their use of amenities at a facility.

"Listen to your customers, whomever they are. They will tell you what they want; and when you can deliver, you have a customer," she says.

What A Woman Wants

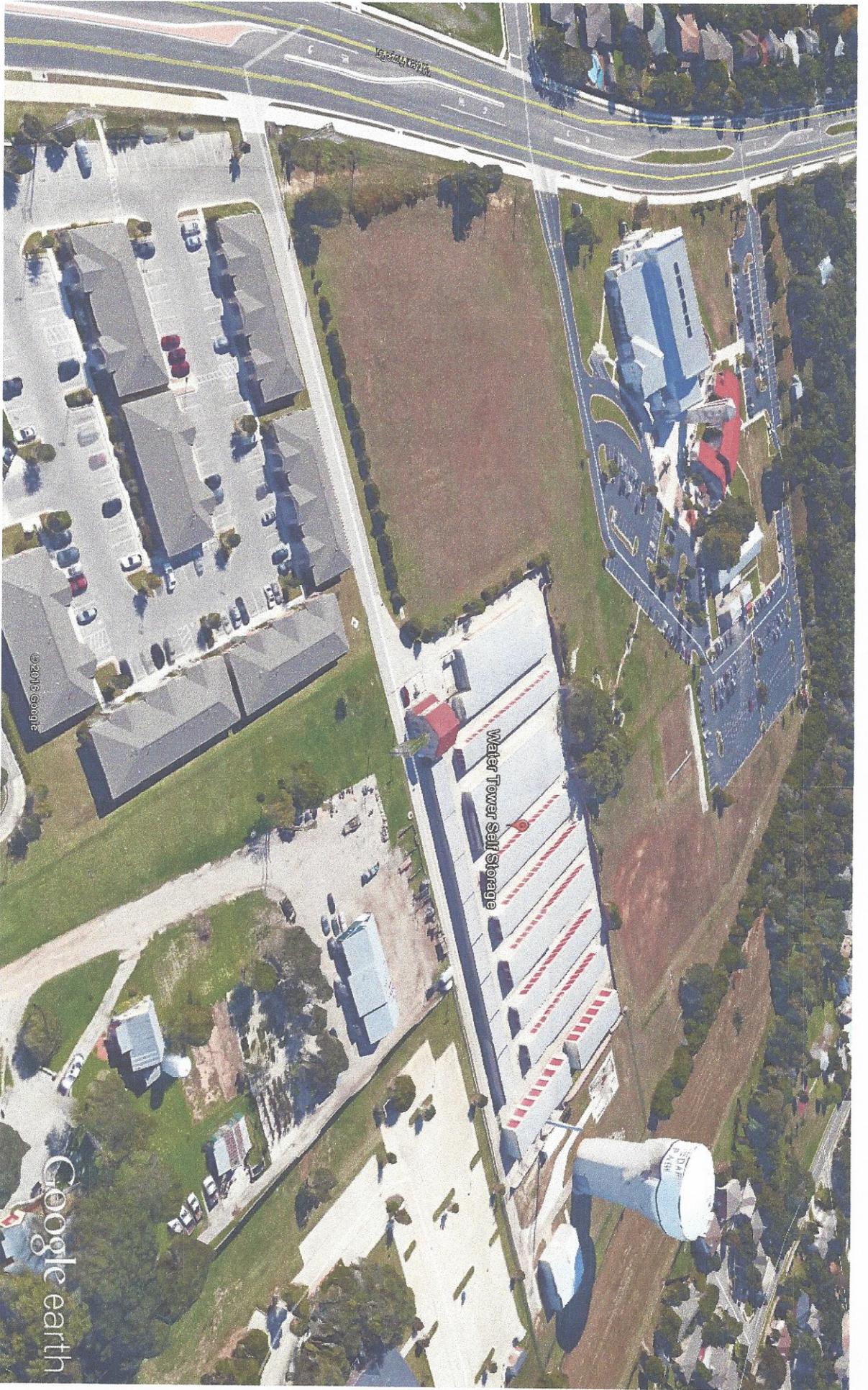
Heeding the advice offered by these experts should help you save significant time and money, whether you are examining your current marketing strategy or building a new initiative.

Whatever you do, don't try the latest tactic or copy a program that seemed to work for another company before you learn more about the women you want to become your customers and the ones you have currently.

Reaching women more effectively isn't rocket science; it just takes a little thought in determining what will appeal to them. But, in the end, it's so very worth the extra effort. 



Michael W. Michelsen, Jr. is a freelance writer based in Riverside, California.



Google earth

feet
meters



100 400

*RTS Water Tower Storage
West New Hope Dr.*





Google earth

feet
meters



Google earth

Storage Masters
2100 N. Bell Blvd



Google earth

feet
meters



100

500



Google earth

New Mini Storage
401 Horseshoe Dr



Google earth

feet
meters



100

500

K & D Storage
805 S. Bagdad

Google earth



Google earth

feet
meters



200

90



Great Value Storage
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Grandon, TX

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feet
meters



10

5



CubaSmart Storage
10201 E. Crystal Falls Hwy
Lander, TX



Google earth

feet
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300
90



Google earth

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LuBESmart 80,000 SF
810 Lubicon

San Marcos, TX



Google earth

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70

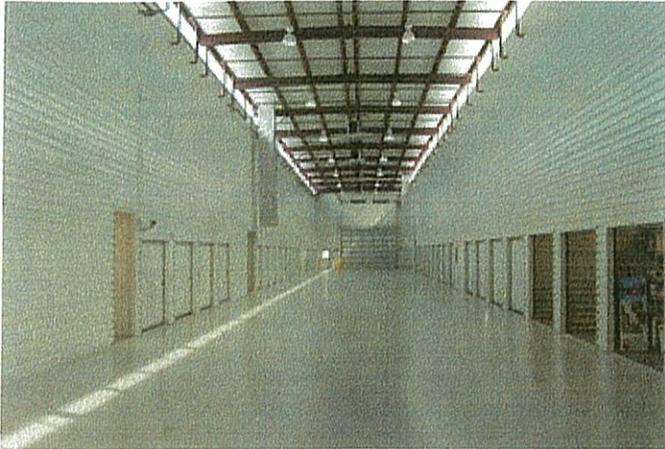


Google earth

Security Features

Our resident managers live on site. digital surveillance. Here are some of our other security features:

Self Storage is also equipped with 24/7



Secure entrance.



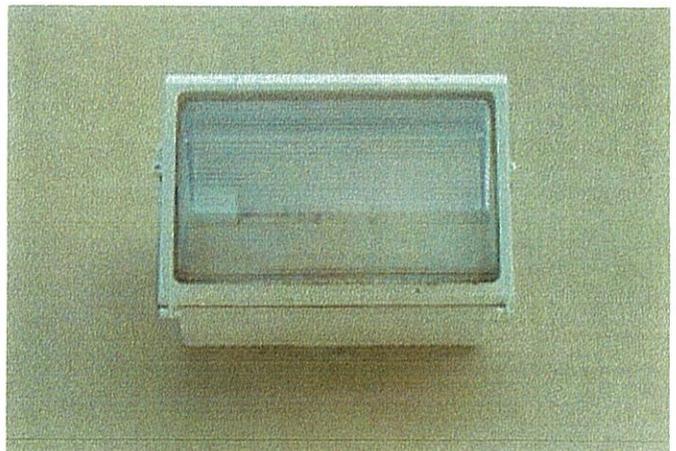
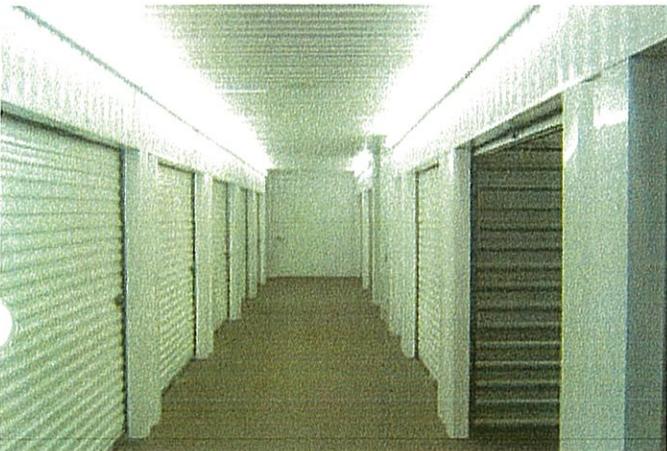
Fully video monitored 24 hours per day!



Personalized access code.



Individually alarmed doors.

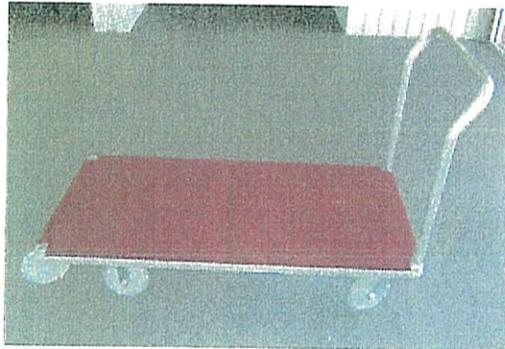


Amenities

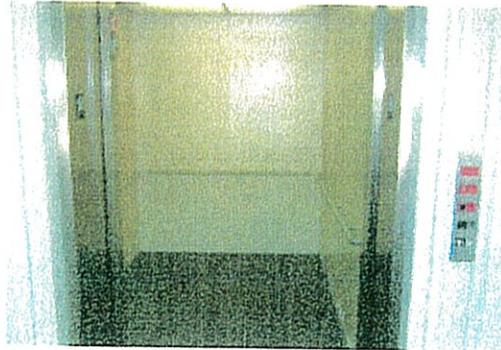
- Drive Inside Facility
- No deposit!!
- 100% Climate Controlled
- Carpeted units
- Quality elevators and carts
- Bright lighting indoors & outdoors
- Clean & Dry Storage
- Month to month rental agreement
- Full line of packing products
- Professional Friendly Service
- On-site resident managers
- 7 day access
- Available for commercial and residential storage
- Insurance available



25' wide concrete aisle way!



Large, sturdy, carpeted carts to move your goods!



4 Large Elevators for your convenience.