

MERCER CROSSING UPDATE

Workshop Meeting: 2016-12-06

- Design Guidelines & Pattern Book
- Detailed Site Plan Submittal for Ashington and Brighton
- Overall Development Plan Update

Key Progress since March 15th, 2015

- Design Guidelines & Pattern Book
- Builder Contracts
- Residential Detailed Site Plans
- Commercial Detailed Site Plans
 - Whittington Office
 - Valley View / Luna Commercial
 - Mercer South
(Hotel/MF/Restaurant Row)
- Site Infrastructure:
 - Mercer Parkway Road Plans
 - Lift Station Upgrade
 - Signalization along Luna
 - Individual Community Public Infrastructure
- Development Finance and PPP:
 - TIF/TIRZ Creation
 - PID Formation

Residential Detailed Site Plans



Design Guidelines & Pattern Book



Design Guidelines & Pattern Book

- The Product of over 6 months of collaborative effort between the City's Planning Department, the Developer and G&A Consultants
- 103-page detailed book outlining the architectural, signage and development standards that will expertly guide the development of Mercer Crossing and deliver on the commitments made to the City and Residents during the zoning process
- Key feature is an overall unifying theme branded as 'Texas Tudor'
- Texas Tudor creates the common visual elements to be included in all areas of the Master-Planned Community to create a cohesive built environment without restricting creativity and individual Builder and Developer expression

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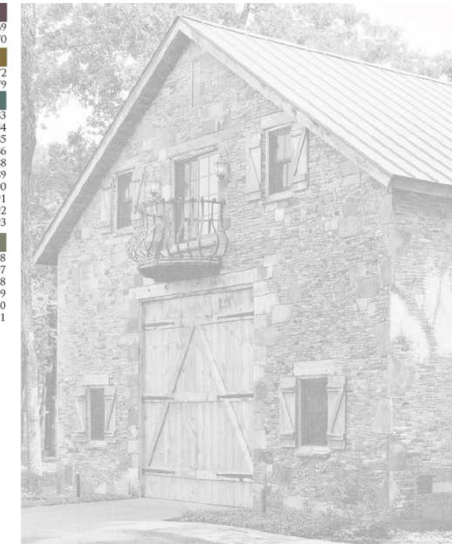
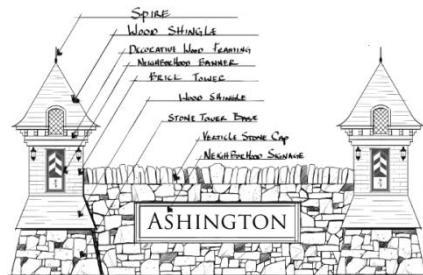
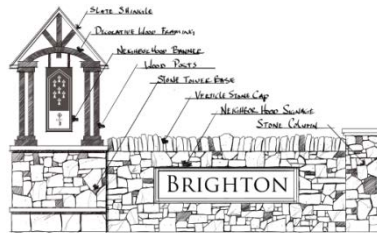


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Vol 1: All-encompassing Residential and Commercial Standards



Details such as the Street and Site Amenities



This is a great example of an approved ADA crosswalk using stamped and stained concrete.



The combination of sloped corner curbs and bollards may be incorporated with crosswalks within the commercial areas.

Enhanced pavement must be used at major intersections within the Mercer Crossing development. Decorative brick or stone elements shall be used to create a visual distinction between vehicular and pedestrian traffic. This creates a human scale that gives a sense of security when crossing a busy street, and notifies motorists to reduce their speed. All materials must follow ADA requirements and provide safe passage for all pedestrian traffic.

The use of bollards and other pedestrian-friendly enhancements may also be used at intersections and in the commercial areas. All bollards will adhere to the materials chosen in the site amenities section.



The above brick patterned crosswalk is what is in current use. All crosswalks within the Mercer Development must match this paving pattern and color.



This ideal enhanced crosswalk gives the street a human scale and provides a sophisticated urban feel.



3.3 ENHANCED PAVEMENT & CROSSWALKS

Amenity Center for the Single-Family Residential



6.7 AMENITY CENTER

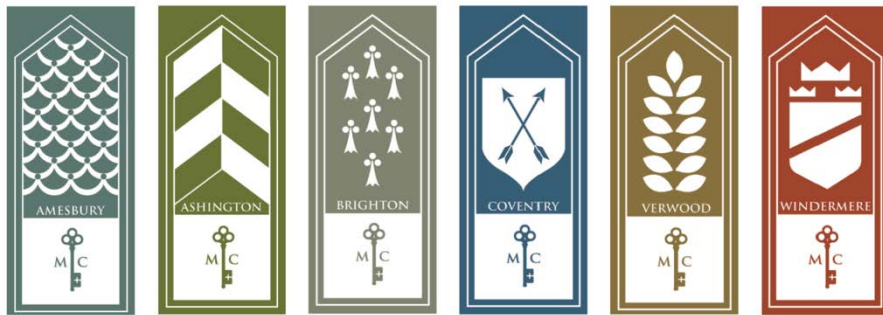
Open Space, Trails and Parks



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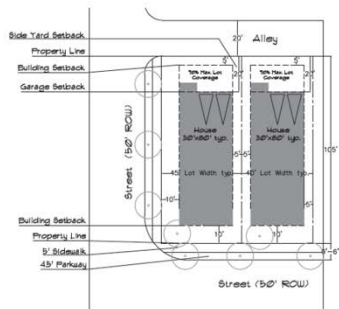


Pattern Book Neighborhood Logos:



1.2 NEIGHBORHOOD LOGOS

Lot Design Standards Specified:



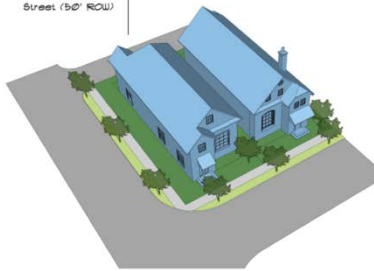
Type 3 - Single Family Residential

SFD-40 - Single Family Detached, 40' Width

Located in the same neighborhood as the attached townhomes, the 40' wide detached lots continue the transition from urban center to lower-density residential. Lots may feature a 5' side yard setback on either side, or a 5'/9.5' side yard setback for a zero-lot-line configuration.

SFD-40 Regulations-Architectural Elements:

Min. Lot Area: 4,200 SF
Min. Lot Width: 40'
Min. Lot Depth: 105'
Max. Height: 35'
Max. Stories: 2.5
Min. Front Yard Setback: 10' Rear-Load/ 10' J-Swing/25' Front-Load
Min. Rear Yard Setback: 5' Rear-Load
Min. Interior Side Yard Setback: 5' or 5'/9.5' for zero-lot line houses
Garage Orientation: Rear
Min. Square Footage: 1,800 SF
Max. Lot Coverage: 70%



2.1 LOT DESIGN STANDARDS
40' REAR LOADING

Pattern Book governs the homes:

- Common Architectural theme and elements across the Communities
- Promotes Diversity within each of the Communities
- Specifies details such as:
 - Façade design and Materials
 - Windows
 - Doors & Entrances
 - Roof Elements
 - Chimneys
 - Garages
 - Mailboxes & Addressing
- Material Selection Palettes detailed:
 - Plants
 - Shingles
 - Brick
 - Stone Sheet Metal
 - Exterior Paint Colors

Single Family Home Conceptual Elevations as included in the Pattern Book:



There are very few front entry lots in Mercer Crossing, but this is a prime example to be used. The brick details, half timbering inlay reinforce the Texas Tudor style.



The multiple Texas Tudor elements include: eyebrow windows, cedar shutters, herringbone brick details, and native building materials.



This is another great front entry elevation. The intricate detail on the chimney and the use of native materials are the very definition of Texas Tudor.



The above townhome elevation includes Standing seam accents, multi-paned windows, half timbering, and an acceptable color palette.

4.0 CONCEPTUAL ELEVATIONS

Single Family Home Conceptual Elevations as included in the Pattern Book:



The brick detailing and standing seam accents make this a great rear entry example.



The above image sets an ideal standard for the Texas Tudor Design theme. The chimney detail, brick patterns, and color palette are all strong architectural elements.



The image above is an excellent variation of the top left elevation. By varying colors of materials the same look can easily be accomplished.



In this image the half timbering and multi-paned windows are the highlighted Texas Tudor elements to replicate.



4.0 CONCEPTUAL ELEVATIONS

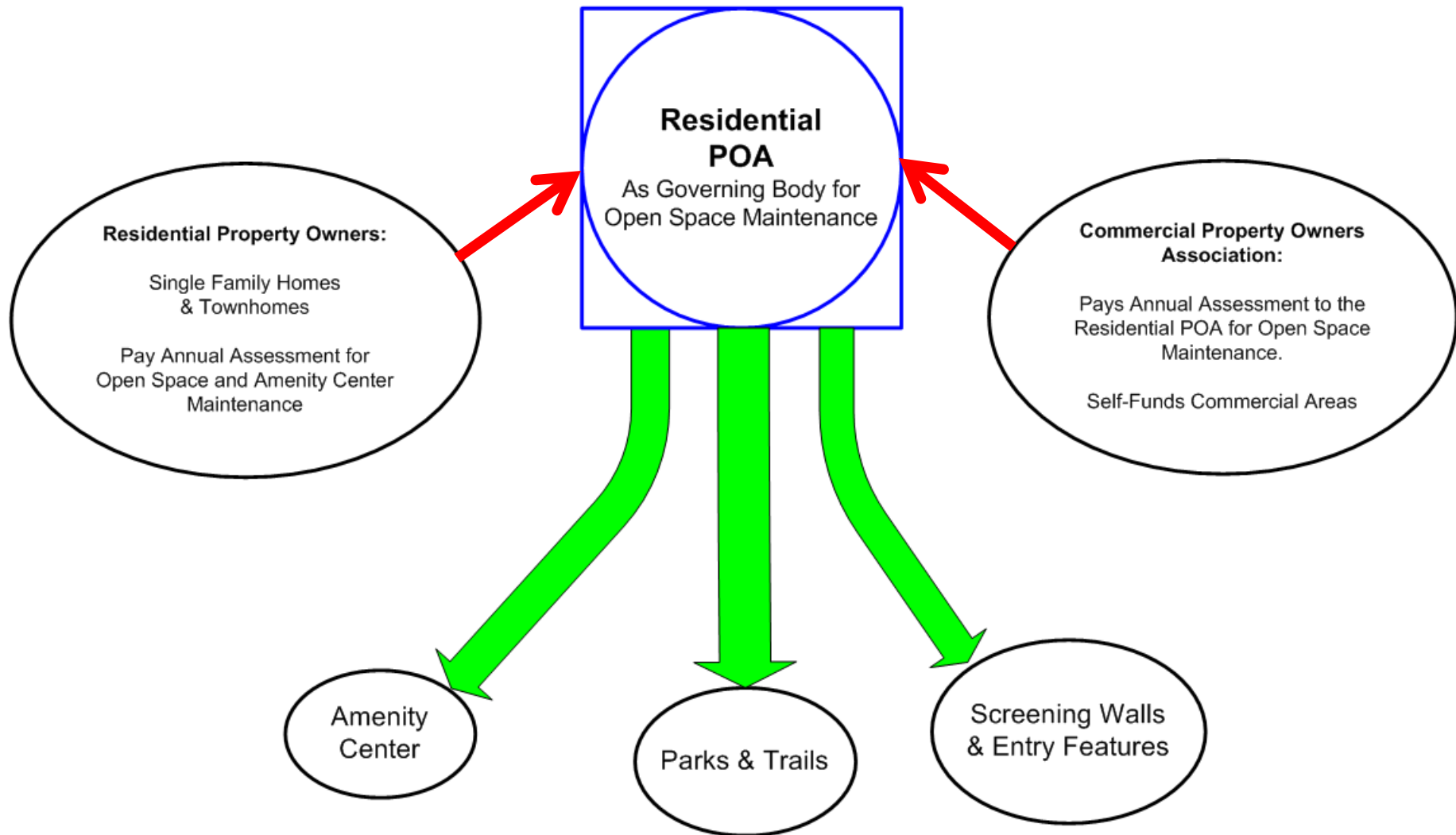
Residential and Multi-Family Builders under contract in Mercer Crossing:



LUXURY
LIVING



Relationship between Residential and Commercial POA



Residential Communities:

- Submitted this evening for your consideration:
 - Ashington
 - Brighton
- Upcoming Submittals:
 - Amesbury
 - Coventry
 - Windmere
 - Verwood (which includes a Zoning Modification for the former School Site)

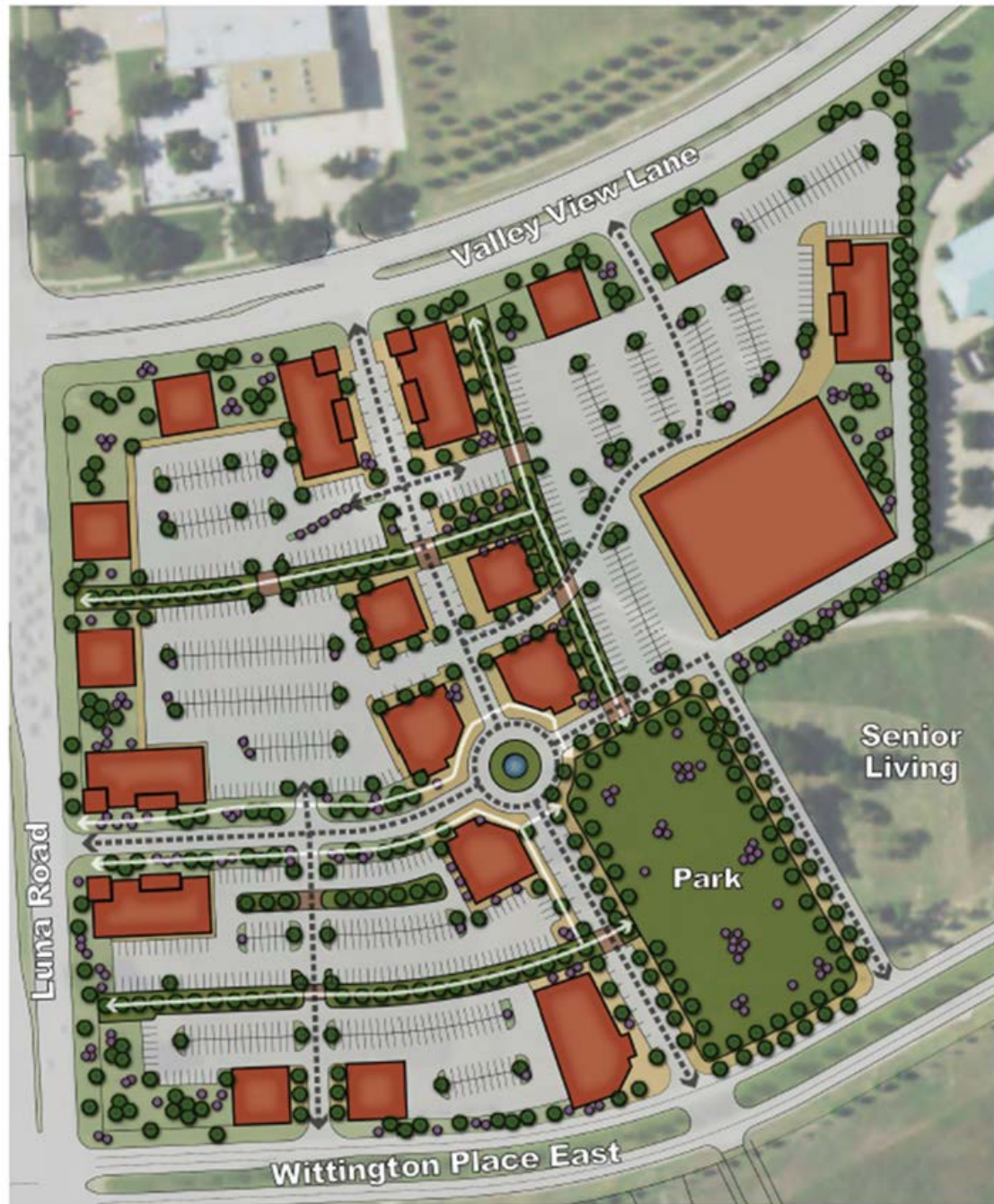
Commercial, Office and Mixed-Use

- **Valley View / Luna Commercial Corner**
 - Retail
 - Grocer
- **Whittington Office**
 - Completes the Hickory Centre Development
 - 102,000 sqft, 4-story building
- **Mercer South:**
 - Hotel
 - 500-units Multi-Family
 - Restaurant Row with Boardwalk

Residential Communities:



Valley View / Luna Commercial Corner



Detailed Site Plan
Submittal being
prepared by G&A
Consultants.

Site Plan includes:

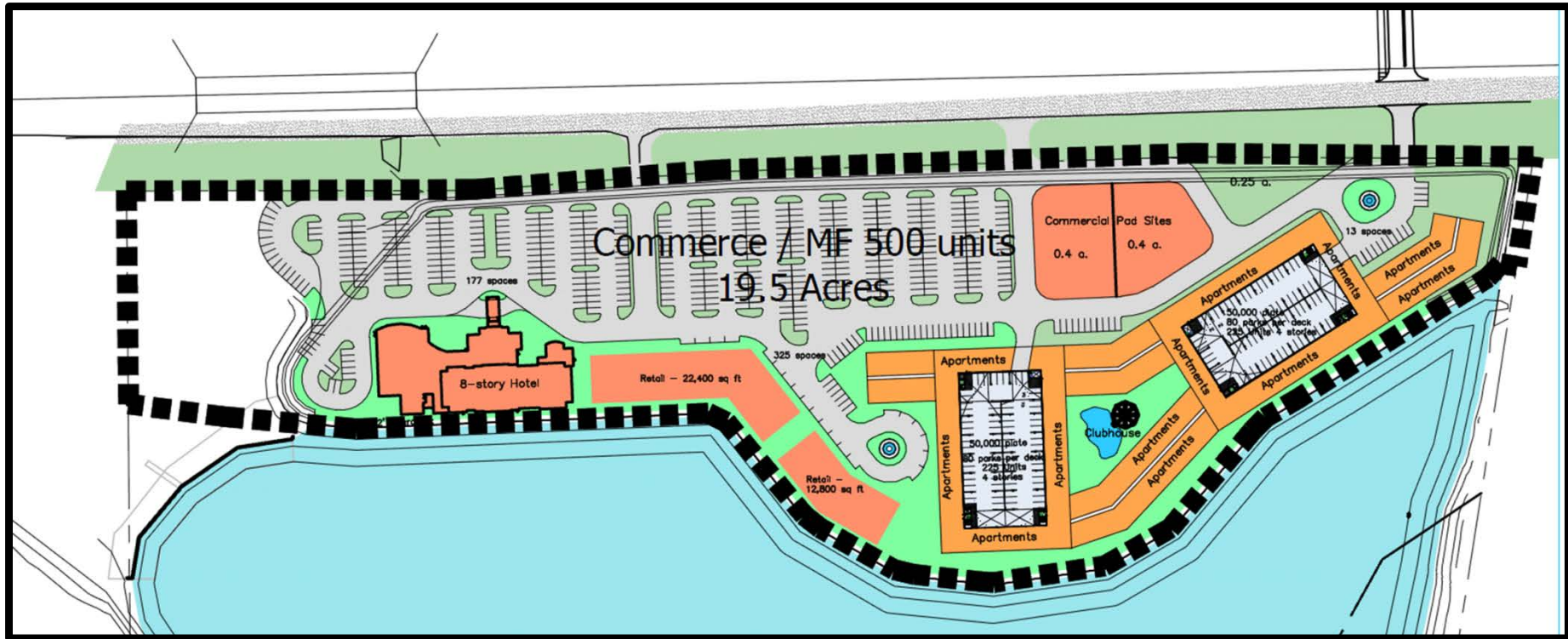
- ~25,000 sqft of Commercial, Bank and Restaurant Pad Sites
- ~35,000 sqft of future Grocer and Inline Retail
- *Adjacent Senior Living Site is under Contract to Beazer*
- *They are preparing their own DSP*

North-East Corner of Whittington and Chartwell Crest

- 4 stories with 102,000 gross sqft
- Identical to One Hickory Centre



Mercer South Site Plan

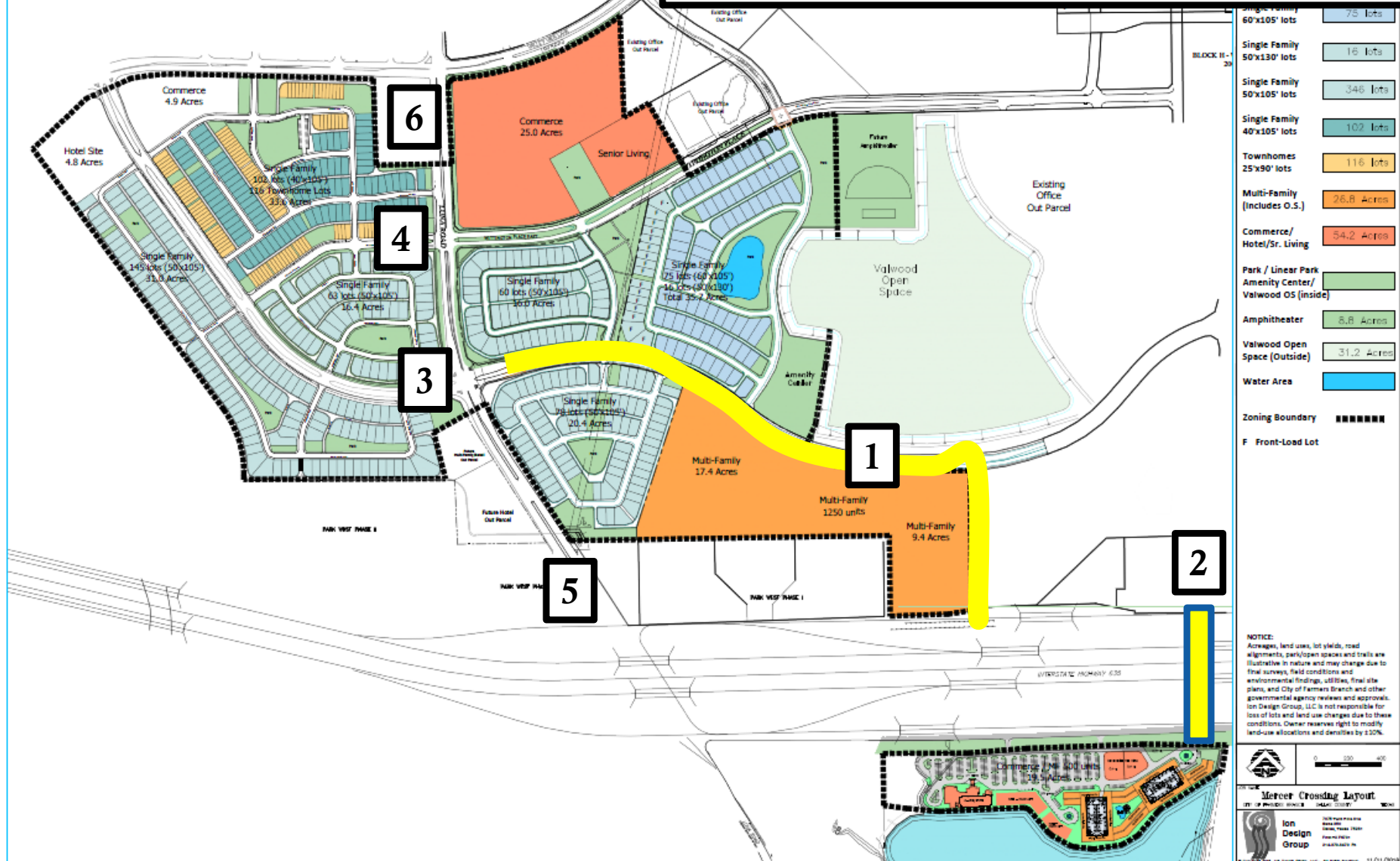


Mercer South:

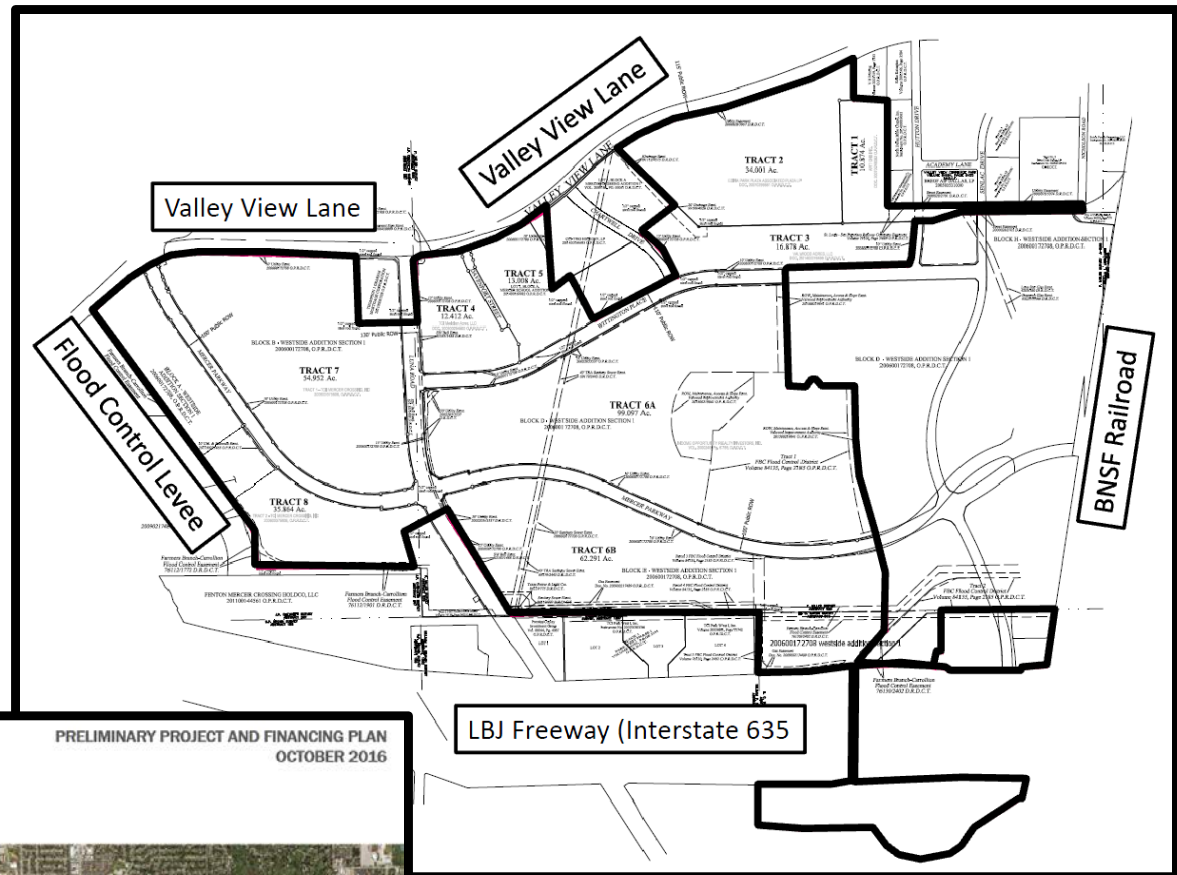
- ~120 Room Hotel
- ~29,000 sqft of Restaurants on the Boardwalk
- Retail/Bank Pad Sites along Frontage Road
- 500 units of Urban Lofts with Structured Parking

Major Site Infrastructure Status:

1. Mercer Parkway Extension
2. Knights Bridge beneath I-635
3. Mercer/Luna Signalization
4. Whittington/Luna Signalization
5. Lift Station Upgrade
6. Overhead Utility Relocation along Luna and Valley View



Mercer Crossing TIRZ Creation



Tax Increment Reinvestment Zone #3
City of Farmers Branch, Texas

PRELIMINARY PROJECT AND FINANCING PLAN
OCTOBER 2016

