

## TALKING POINTS

1. Thank the mayor/council for their foresight in adopting the Hwy 377 North Corridor Plan.
2. Stress that a majority of buyers in MR/MP relied on this plan when deciding to buy homes immediately adjacent to this undeveloped corridor.
3. Impress on them that the SUP is for a CST Brands “mini travel center” not a typical Corner Store. This is not suitable for proximity to our residential neighborhoods and will undermine our property values long term. Existing Corner Stores average 2200 sq while their “new to the industry” (NTI) stores are 4500 to 5500 sq ft. Their largest is the 10,100 sq ft travel center recently opened in Three Rivers, Texas, in a rural underserved area ideally suited to such a center. The SUP is for a 7,800 sq ft store, thus the “mini travel center”. The NTI stores are designed to be colorful and to bring in significant numbers of customers around-the-clock.
4. Ask the council to ask themselves these questions:
  - Is this the type business they envision being the “Face of Keller” as people enter the city along this major north/south corridor?
  - Will this “mini travel center” help attract the higher quality, less intense retail and office commercial uses envisioned in the Hwy 377 North Corridor Plan?
  - Will this high activity involving perhaps 2000 cars a day visiting this “mini travel center” be compatible with the pedestrian activity envisioned through the network of well-connected sidewalks, trails, and plazas in the same way a Starbucks or Panera Bread would be?
  - If they lived in MR/MP would they see this “mini travel center” as a place they would feel comfortable permitting their young teens to bike or walk to along the sidewalks and trails that are envisioned for a cup of coffee and to hang out with friends as one might if a Starbucks were located here?
  - As they look forward to when the Westlake property just north of the city limits is developed, will this “mini travel center” blend with what they believe is likely to be developed on that highly visible and valuable property?
5. Stress that this is a matter of location not across the board opposition. Perhaps there could be a win for the CST Brands, the City of Keller and the residents of MR/MP if consideration were given to moving it further south on 377 into the Johnson Road Sub District which is considered transitional from the Old Town area to the newer upscale, pedestrian friendly less intense retail and office commercial of the Marshall Ridge District.