
AGENDA REPORT

Planning and Zoning:	9/19/2011	Staff Contact:	Erin Sellers
City Council:	10/11/2011	E-mail:	erins@cityofpflugerville.com
City Council:	10/25/2011	Phone:	512-990-6300

SUBJECT: Hold a public hearing and consider an ordinance on first reading with the caption reading: AN ORDINANCE OF THE CITY OF PFLUGERVILLE, TEXAS AMENDING ORDINANCE NO. 874-07-04-10 OF THE CITY OF PFLUGERVILLE, TEXAS, AS AMENDED, BY APPROVING A SPECIAL DISTRICT FOR LIGHT INDUSTRIAL USES FOR APPROXIMATELY 15 ACRES OUT OF THE W. CALDWELL SURVEY NO. 66, ABSTRACT 162, PFLUGERVILLE, TX, GENERALLY LOCATED NEAR THE SOUTHWEST CORNER OF SH 130 AND E. PECAN STREET, TO BE KNOWN AS THE PROJECT JERSEY SPECIAL DISTRICT. (SD1108-01), AND PROVIDING AN EFFECTIVE DATE.

SPECIAL DISTRICT PROCESS:

A Special District Permit is a land use tool which allows for a case-by-case review of a requested land use that has been specifically identified in the Unified Development Code as a potentially acceptable use. A Special District Permit is similar to a zoning request in which the application is considered at public hearings and allows for the public, Planning and Zoning Commission and City Council to review and consider the proposed request based on specific criteria. (Provided below)

CRITERIA FOR APPROVAL OF A SPECIAL DISTRICT IN THE CORRIDOR:

The Commission and City Council shall consider the following criteria in determining the validity of the Special District Permit request:

- (a) Whether the use is harmonious and compatible with its surrounding existing uses or proposed uses;
- (b) Whether the activities requested by the applicant are normally associated with the requested use;
- (c) Whether the nature of the use is reasonable; and
- (d) Whether any impact on the surrounding area has been mitigated.

The SH 45 and SH 130 Corridor Study established land use preferences in the Corridor based on 4 guiding principles. Integrated as additional criteria for Special Districts, the four guiding principles of the Corridor Study are as follows: (1) create a series of unique places to shop, work, and live; (2) establish a diversified and leak-free tax base; (3) establish an enhanced, long-term market capture; and (4) utilize smart, healthy and sensible design concepts. In addition to the criteria above, City Council may choose to use the following criteria in determining the suitability of the proposed land use on subject site as it relates to the corridor.

- (1) Retail activity is preferred to be clustered within proximity to the following major intersections:
 - a. SH 130 and SH 45
 - b. SH 130 and Pecan Street
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- c. SH 45 and Heatherwilde Boulevard
 - d. SH 130 and Pflugerville Parkway
 - e. FM 685 and Pflugerville Parkway
- (2) Structures should orient to public streets and designated trails as noted on the future Trails Map referenced in the Comprehensive Plan.
 - (3) The extent to which connectivity among proposed and existing right-of-ways is demonstrated.
 - (4) The extent to which uses, such as free-standing pad sites are clustered at focal points or key features within a development and relate to other components of the overall development. Such focal points or key features may include, but are not limited to retention systems, greenways, dedicated hike/bike facilities, or plazas, parks or other features that create a gathering place.
 - (5) The application illustrates compliance with the requirements and guidelines of this Chapter.
 - (6) The application exhibits compatibility of the design with surrounding properties and development patterns.
 - (7) The application exhibits compatibility and coordination between the character of the streetscape and the planned surrounding built environment.
 - (8) The application exhibits no substantial negative impacts on the historic, cultural or architectural nature of the site or surrounding area, or successfully mitigates such impacts.

BACKGROUND:

City Council requested Representative Mark Strama to promote legislation that would allow for the creation of a Renewable Energy Reinvestment Zone on the 167 acre tract. While this bill was not passed in this legislative session, it is likely to be reconsidered in the next legislative session. The enactment of this bill and the creation of a Renewable Energy Reinvestment Zone will make this site desirable to renewable energy companies thus creating a hub for green industry in the area. A copy of the proposed bill and other related articles have been provided as attachments.

PROJECT DESCRIPTION:

The Pflugerville Community Development Corporation (PCDC) owns a 167-acre tract at the intersection of E. Pecan and SH 130. The Applicant, Scott Berkowitz has applied for a Special District Permit in the Corridor Urban Center Level 5 (CL5) zoning district to allow for a light industrial land use on approximately 15 of the 167 acres. The Special District application has been requested in conjunction with a code amendment to allow for Light Industrial Special Districts in CL5 zoning.

Land Use: Per the Unified Development Code, a Light Industrial land use is defined as “a use engaged in the manufacture of finished products or parts predominantly from previously prepared materials, including processing, fabrication, assembly, treatment, packaging, incidental storage, sales and distribution of such products, but excluding basic industrial processing.” A renewable energy company is anticipated for one of the industrial buildings.

AGENDA REPORT

Architectural: Two, 100,000 – 130,000 square-foot tilt wall warehouse buildings are proposed to be constructed on the 15-acre tract. The primary storefront facades are oriented to face the public right-of-ways of SH 130 and the proposed interior public street. There will be minimal visibility of the truck courts due to the proposed orientation of the buildings. The architectural sheets provided are only for illustrative purposes, not for regulatory approval, permitting or construction. During the formal site development application process, the applicant will be required to provide building elevations that satisfy all the architectural standards per Subchapter 9, Section G Industrial Structures. In addition to the minimum requirements, staff recommends that a minimum of 15% of the exterior primary façade incorporate accent materials other than tilt-wall.

Parking: Off-street parking illustrated on Exhibit “B” is conceptual at this time. The project shall be required to meet the minimum parking requirements for Light Industrial Service per Subchapter 10 of the Unified Development Code.

Traffic Generation/Circulation: A Traffic Impact Analysis has not been performed at this time. A TIA is typically provided during the subdivision process. There are two proposed access points from E. Pecan to the proposed 15-acre industrial tract. One access point is from the existing county park driveway recently purchased by PCDC, anticipated to be dedicated as public R.O.W. in the future. The second access point proposed is via an existing driveway off of Pecan which will terminate at cul-de-sac at the north end of the project. At this time, TxDOT will not permit direct vehicular access to the SH 130 frontage road from the subject site. Staff recognizes this is not the most advantageous traffic condition whereas the primary access point for freight trucks to F.M. 1825 is by means of a county park driveway not built to City street standards.

Site Lighting: A photometric plan will be provided in the formal site development application process and shall meet the minimum lighting requirements of Subchapter 13 of the Unified Development Code. Also all site lighting for the project shall be compliant with dark sky conditions governed by deed covenants.

Landscaping: The proposed landscape area is illustrated on Exhibit B “Proposed Improvements (Option 1).” The site shall meet the minimum landscape area and planting requirements of Subchapter 5, Section B of the Unified Development Code.

LAND USE COMPATIBILITY:

The Preferred Land Use Vision Plan of the 2030 Comprehensive Plan identifies the subject tract as Mixed Use with a Community Center at the southwest corner of E. Pecan and SH 130. The master plan of the 167 acre tract will incorporate a mix of uses including a cluster of office/retail, with a possibility of a hotel near intersection of E. Pecan and SH 130, light industrial alongside SH 130, and medium to high density residential near the existing NE Travis County Metro Park. Due to the close proximity to the Austin Executive Airport and SH 130, light industrial land uses and employment centers are generally compatible on the subject site. Much of the Corridor south of East Pflugerville Parkway is largely unplanned and undeveloped agricultural land.

AGENDA REPORT

LAND USE GOALS PER THE COMPREHENSIVE PLAN:

Implementation Action Item 3.1.1 of the Comprehensive Plan states “Evaluate existing zoning to ensure sufficient land supply for office retail, and industrial use to meet projected 2030 population projections and regional market demands.” According to PCDC, currently there is a shortage of available facilities to house the growing demand for light industrial types of uses in the City of Pflugerville. This application represents PCDC’s desire to accommodate opportunities for employment, services, and strengthening tax base for the City of Pflugerville. The buildings alone are expected to be valued in excess of \$18,000,000. This development is anticipated to bring up to 750 well paying jobs to Pflugerville.

Other related implementation action items are as follows:

- Action 3.1.2: Continue to work with PCDC to maintain an inventory of parcels suitable for office, retail, and industrial uses that are located in designated centers in the Preferred Land Use Vision Map.
- Action 3.1.3: Continue to work with PCDC to leverage incentives to attract additional office, retail, and industrial development.

PLANNING AND ZONING COMMISSION RECOMMENDATION:

Generally in accordance with the Preferred Land Use Vision Plan and the goals of the Comprehensive Plan, the Planning and Zoning Commission recommends approval of the Special District application with the following conditions of approval.

Item	Condition	Purpose
1	Primary Facades shall be oriented to public right-of-ways, while the truck courts be shielded from view with the use of wing walls	Maintain visual aesthetics of development.
2	Meet minimum architectural standards for industrial structures per Subchapter 9, Section G.	Ensure quality architectural standards.
3	Provide a minimum of 15% accent materials on the primary facades (facing public R.O.W’s) other than tilt wall.	Ensure quality architectural standards.
4	Meet minimum landscape area and planting requirements per Subchapter 5 for light industrial standards.	Ensure minimum landscape requirements are met.
5	Meet minimum parking standards for Light Industrial Service per Subchapter 10.	Ensure minimum parking requirements are met.
6	Meet minimum site lighting standards per Subchapter 13.	Ensure site lighting requirements are met.
7	Outdoor storage is limited to the storage of trailers in the designated truck court area shielded from view by the use of wing walls.	Maintain visual aesthetics of development; Minimize any perceived negative impacts this development may have on future development in the area.

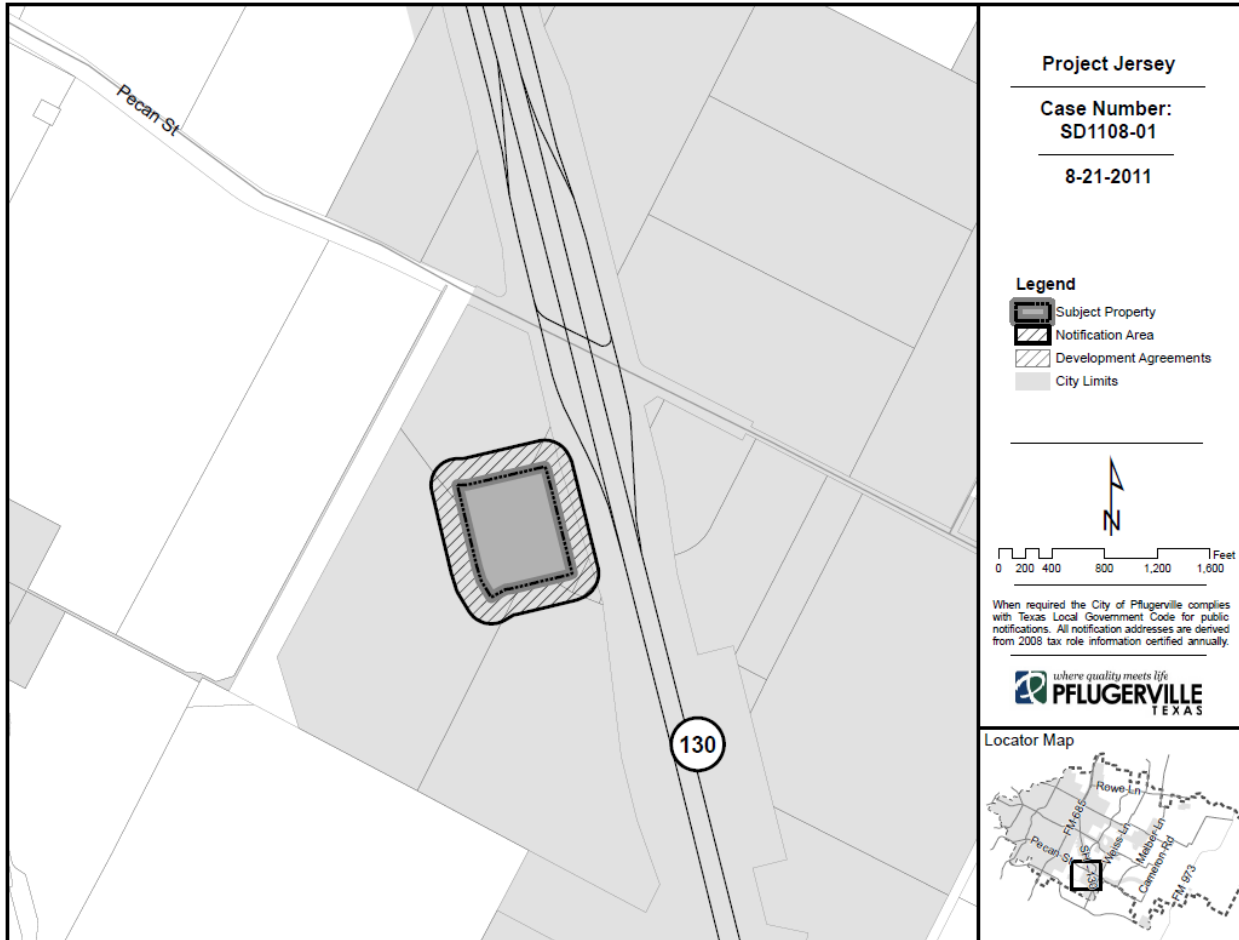
NOTIFICATION:

Notification letters were sent to property owners within 200-ft. of the proposed site. A sign was placed on the property prior to September 1, 2011 and a public notice appeared in the Pflugerville Pflag newspaper on September 8, 2011.

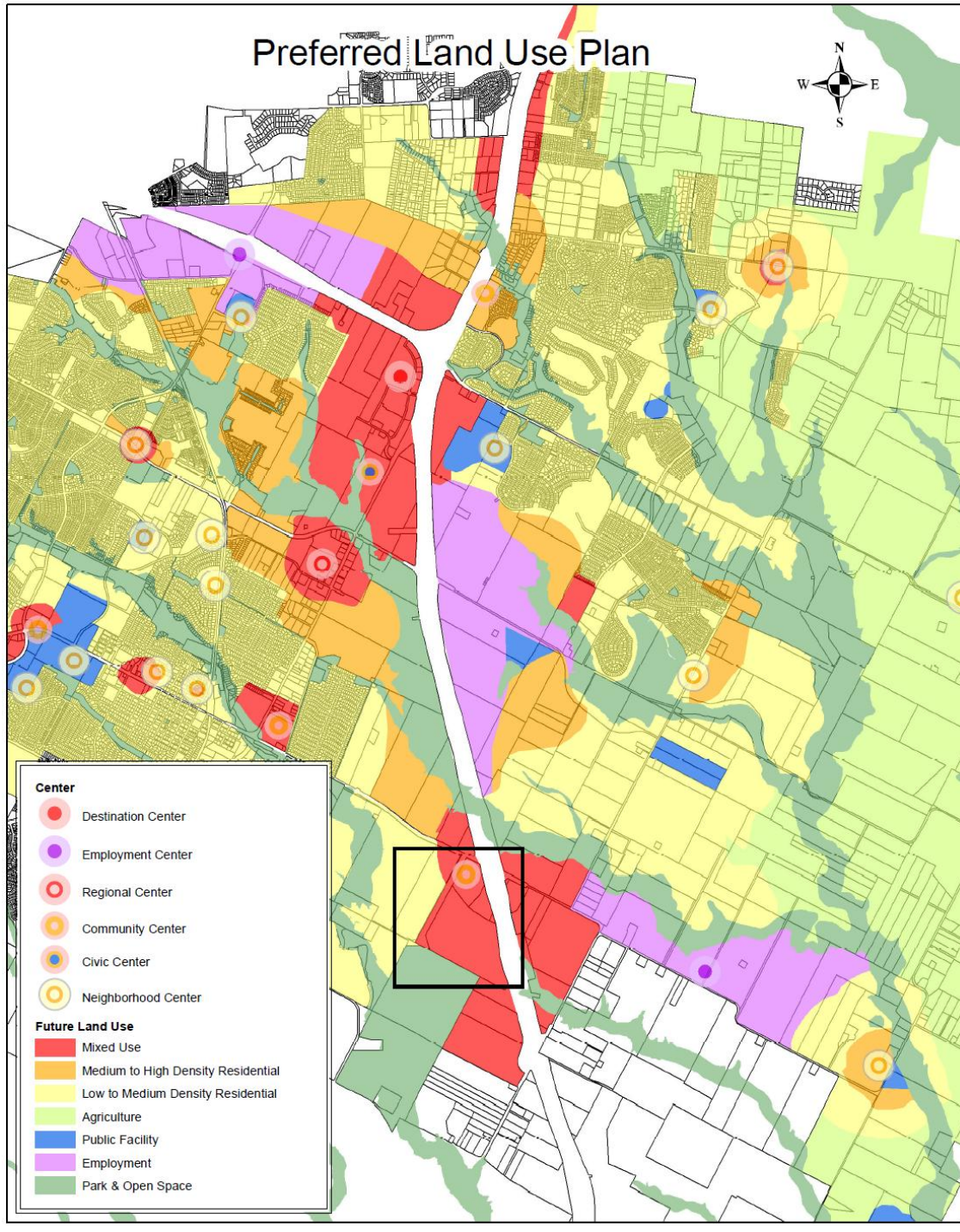
ATTACHMENTS:

- Notification Map
- Preferred Land Use Plan
- Building Elevations “Not for regulatory approval, permitting or construction.”
- Application
- Exhibit A – Proposed Legislation
- Exhibit B – Proposed Improvements Phase 1
- Exhibit C – Article entitled “Pflugerville tries to lure solar firms”
- Exhibit D – Article entitled “Magpower may build solar panels in Pflugerville”
- Ordinance

NOTIFICATION MAP:



PREFERRED LAND USE VISION PLAN:





Please refer to the attachments.

APPLICATION: Please refer to the attachment.

EXHIBIT A – PROPOSED LEGISLATION

EXHIBIT B – PROPOSED IMPROVEMENTS PHASE 1

EXHIBIT C – ARTICLE – “Pflugerville tries to lure solar firms”

EXHIBIT D – ARTICLE – “Magpower may build solar panels in Pflugerville”