
STAFF REPORT

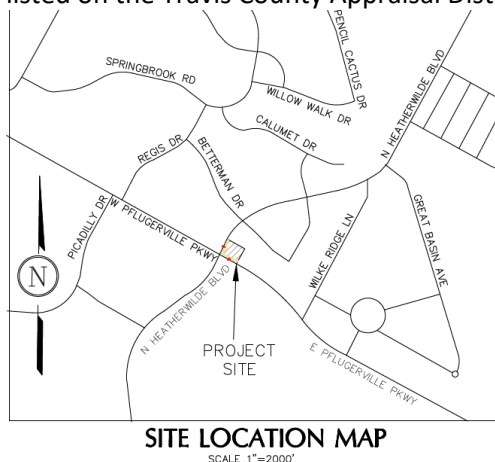
Planning & Zoning:	5/1/2023	Staff Contact:	Zainab Haider, Planner I
City Council:	5/23/2023	E-mail:	zainabh@pflugervilletx.gov
Case No.:	2023-2-REZ	Phone:	512-990-6344

SUBJECT: To receive public comment and consider an application to rezone an approximately 1.265-acre property known as Lot 1, Block A, of the Crossley Subdivision, City of Pflugerville, Travis County, Texas, generally located on the northwest corner of W. Pflugerville Parkway and Heatherwilde Boulevard, from Retail (R) to General Business 1 (GB1), to be known as the Springbrook Liquor Store Rezoning (2023-2-REZ)

SUMMARY OF REQUEST:

The applicant is looking to rezone an approximately 1.265 acres of property from Retail (R) to General Business 1 (GB1).

LOCATION: The subject property is located at 420 W Pflugerville parkway, at the northwest corner of Pflugerville Parkway and Heatherwilde Boulevard. Heatherwilde is classified as a 60' Minor Arterial and W. Pflugerville is a Major Arterial, which is a 120' right-of-way. The intersection is a major intersection in the City of Pflugerville. This location is a 1.265-acre tract known as Lot 1, Block A, of the Crossley Subdivision, City of Pflugerville, Travis County, Texas. The previous address for the site as listed on the Travis County Appraisal District is 17701 N. Heatherwilde Boulevard.



BACKGROUND/REQUEST: The subject property is an approximately 1.265 acres, currently platted. This site is Lot 1 of the Final Plat of the Crossley Subdivision. Lot 2 (4.35 acres) extends over the north and west sides of Lot 1. The site is currently zoned Retail (R) and has an approved site plan known as the Springbrook Gas Station (2022-19-SP). The applicant has expressed their intent is to convert a portion of the convenience store into a liquor store. The site plan needs to be revised regardless of rezoning as it preemptively planned for enough spots for the entire building to be a liquor store use rather than gas station use which requires less parking. If the lot is

rezoned, then the applicant would still need to lower the number of planned parking spots to only account for a portion of the building as a liquor store use.

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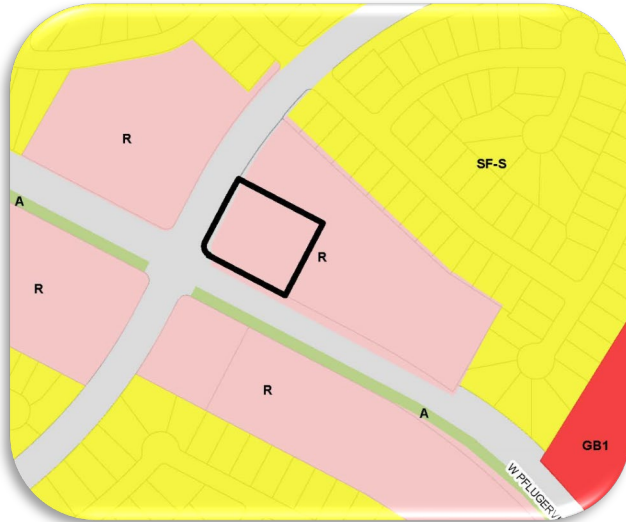
There will be two driveways, both of them located on Lot 2 through a shared access easement. One driveway is to north on Heatherwilde, and the other is to the west on Pflugerville Parkway. The convenience store is located on the Northwest corner of Lot 1, with parking along the eastern edge and gas pumps to the south. The convenience store is separated from the single family lots to the north by Lot 2 of the subdivision, which is approximately 177-feet. The gas pumps are located approximately 286-feet away from the residential lot at the closest point.

SURROUNDING ZONING AND LAND USE: The table below identifies the base zoning districts and existing uses for properties surrounding the subject parcel.

Adjacent	Zoning District	Use	Comprehensive Plan
North	Retail	Vacant (for 144 feet)	Neighborhood Retail/Office/Commercial
East	Retail	Vacant (Lot 2). Driveway for this lot extends into Lot 2	Neighborhood Retail/Office/Commercial
South	Retail	Gas Station – Shell Plus with Car Wash	Neighborhood Retail/Office/Commercial
West	Retail	Institutional: Providence Presbyterian Church	Institutional

There is an existing Gas station already on southeast corner of the intersection, which also has a car wash. The land to the north and east is vacant, as well as the land diagonal across the intersection.

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Zoning Map

Across the street from the subject property on Heatherwilde parkway is a church (Providence Presbyterian Church) which is part of the Providence Subdivision. Additionally, close to the Wilke Ridge Lane and Pflugerville Parkway intersection is the Way of Life Church and Parkway Bible Church. Near the intersection of Piccadilly Drive and Pflugerville Parkway is the Islamic Center of Pflugerville as well as Pflugerville Fire Station #4.

The residential subdivisions in this area include the Springwoods neighborhood to the northeast, the Highland Park condominiums to the east, Piccadilly Ridge neighborhood (part of the Windermere subdivision) to the southwest, and Swenson Farms neighborhood (the Heatherwilde

Subdivision) to the southeast.

ZONING HISTORY:

The property was annexed in by the City of Pflugerville in 1997 (Ordinance No. 478-97-12-23) and given the Agriculture/Development Reserve (A) designation. It was rezoned to Retail (R) in 2007 (Ordinance No. 881-07-0508). The current zoning is Retail (R). The Retail district is established to “provide locations for various types of general retail trade, business and service uses for services to one or more neighborhoods. The commercial areas developed within an R district should utilize to the maximum extent possible the existing landscaping on site to buffer from adjacent residential uses and be limited to two stories in height. The Retail district should be located generally at the intersection of major thoroughfares and convenient to a residential trade area, with signage compatible with surrounding land use. In the Retail district, open storage is not permitted.”

PROPOSED DISTRICT: General Business 1 (GB1):

The applicant is proposing to rezone the property from Retail (R) to General Business 1 (GB1). The General Business 1 (GB1) district is designed to accommodate a full range of retail and office uses with a city-wide and even regional trade area. These types of commercial uses are conducted wholly within an enclosed building. The uses in this district have operating characteristics and traffic service requirements compatible with typical office, retail, shopping, and high-density residential environments

COMPREHENSIVE PLAN:

The Aspire Pflugerville 2040 Comprehensive Plan identifies the future land use for the subject property as Neighborhood Retail/Office/Commercial and within the Highlands Neighborhood District.

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The land to the West owned by the church is zoned Retail, but the Comprehensive Plan intends for it to be an Institutional use. According to the Unified Development Code, “Institutional purpose” shall mean primary and secondary schools, churches, hospitals, institutions of higher education, and any governmental purpose. The rest of the lots currently zoned Retail have the same designation of “Neighborhood Retail/Office/Commercial” in the future land use map. The single-family neighborhoods surrounding on all four sides of the retail lots on this intersection have been given the “suburban residential” designation on the Future Land Use Map.

Neighborhood Retail/Office/Commercial:

The designation of “Neighborhood Retail/Office/ Commercial” as a future land use category applies to:

“Retail sites at the intersections of major arterial roadways that have traditionally served the convenience retail, service, office, and institutional needs of surrounding neighborhoods. Neighborhood Retail establishments include a variety of retail and personal service businesses that meet the daily needs of the residents. This development type generally includes small-or medium- scale development ranging from 1,500 square feet to 45,000 square feet and one to two stories in height. Not all corners of an intersection may be developed with commercial uses; however, a quadrant will typically be anchored by a small-scale grocery store, drug store, or gas station. Adequate transitions in building setback and height must be considered when development is proposed near neighborhoods.

“Due to recent changes in retail consumer trends, these areas are increasingly susceptible to decline. Revitalization and reinvestment are strongly encouraged through parking lot landscaping enhancements, building façade renovations, and other improvements to sustain their vitality and attractiveness. Redevelopment may be appropriate to reduce retail square footage, integrate new uses, increase walkability, limit visual impacts of parking, and enhance community form.”

The Highlands Neighborhood District:

The Aspire Pflugerville 2040 Comprehensive Plan identified neighborhood districts throughout the city. The intent of the districts is to assess their current state and establish actions geared towards enhancing each district. The subject property is located within the Highlands Neighborhood, which is characterized as one of the highest performing areas of the city based on fiscal information. The Highlands District is known for its diverse housing products and commercial activity and its quality of life is “worthy of replication elsewhere in Pflugerville” according to the Aspire Pflugerville 2040 Comprehensive Plan. In this district, SH-45 and SH-130 have been effectively leveraged as a large node of retail and commercial activity. When looking at future commercial development on Pflugerville Pkwy, the Aspire plan hopes to see “public space opportunities and pedestrian-level design” being considered “to differentiate itself and leverage the access to adjacent neighborhoods”.

The intent for this neighborhood is to take advantage of the major roadways, the high fiscal success rate, and provide opportunities at a pedestrian scale. As with the future land use designation above, connectivity to surrounding neighborhoods and the ability to meet the needs to the residents is important.

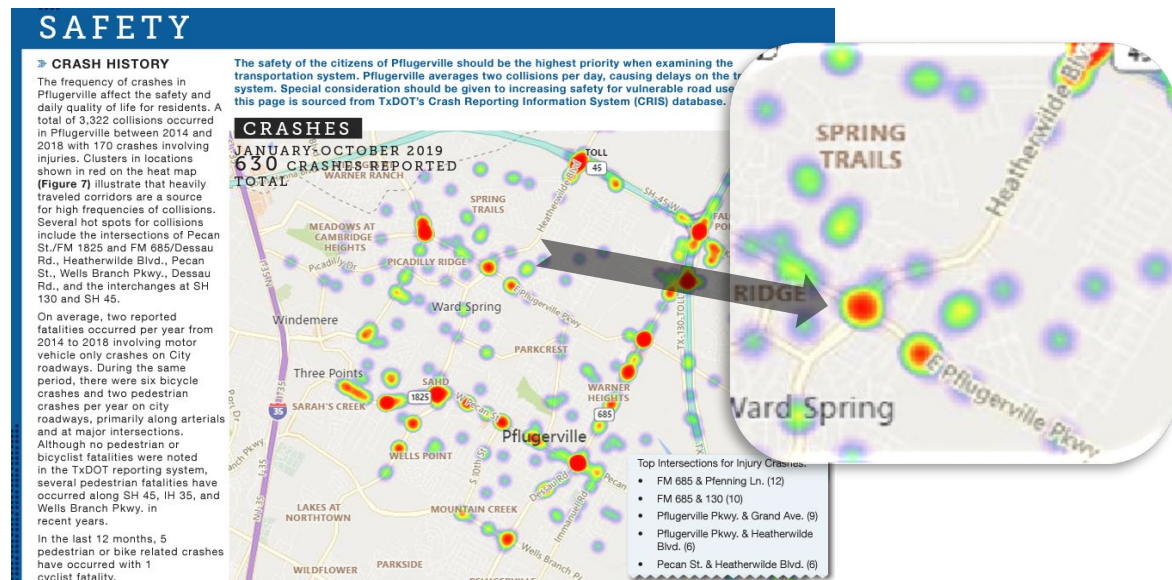
Parks: The Springbrook residential neighborhood to the North has a linear park (greenway) on a landscape lot which stops at the property line of Lot 2 on the North side. Because of the large residential neighborhoods, there are many other nearby parks including Katmai Park, Heatherwilde Park Place, Joshua Tree Park, Springwood Neighborhood Park, Black locust Park, Mirror Lake Park, and Wilbarger Creek Park.

Sidewalks: Pflugerville Parkway sidewalks are part of the Heatherwilde trail system which connect to the city-wide trails system.

Transportation Plan:

Per the Master Transportation Plan and Aspire Pflugerville 2040 Comprehensive Plan, major arterials provide access to nearby communities and carry the highest capacity of vehicles in the city. Pflugerville Parkway is one of the main east-west corridors through Pflugerville and provides a connection from communities in the east across SH 130 and the Greenlawn/IH 35 area as well as local communities. Heatherwilde Boulevard is a Minor Arterial and W Pflugerville Parkway is a Major 4 lane Arterial.

The transportation Master plan calls out the intersection of W Pflugerville Parkway and Heatherwilde Boulevard as one of the top five most crash prone intersections in the City of Pflugerville. Data from (Texas Department of Transportation (TXDOT)’s Crash Reporting Information System (CRIS).



CIP Plan:

Several city signal updates were planned for the traffic signals on the intersection in the CIP 5-year plan.

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Water Master Plan: The subject property is served by the City of Pflugerville for both Water and Wastewater. Additionally, as an extension of the City's Comprehensive Plan authority there is an adopted water and wastewater master plan. In those future plans this area is called out as the 960' Pressure Zone. An existing 1.5 MG elevated storage tank is located on Heatherwilde close to Wilke Ridge and Pflugerville intersection.

City Council Strategic Goals: Staff finds the proposed rezoning application meets the Economic and Infrastructure goals of the City's 2021-2025 Strategic Plan, including creating a fiscally-sustainable city with a high quality of life, and preparing robust, resilient infrastructure. On the other hand, it could potentially not meet the goal of "safety" for the neighborhood because of negative impacts from uses in the GB1 zoning designation.

STAFF RECOMMENDATION:

The subject property, located at 420 W Pflugerville Parkway, seeks to rezone from the Retail (R) zoning district to General Business 1 (GB1) zoning district with the intent to add a liquor store use to their existing approved site plan for their 1.265-acre lot.

The Aspire Pflugerville 2040 Comprehensive Plan classifies the future land use of the subject property as Neighborhood Retail/Office/Commercial, which highlights the intent of this location as serving neighboring and nearby residential areas. Additionally, the Highlands Neighborhood District intends for the commercial sites on the Pflugerville Parkway and Heatherwilde Boulevard intersection to meet neighborhood level needs and develop as a walkable, pedestrian-friendly environment that serves as an amenity to the many surrounding neighborhoods.

There are many land-uses that overlap between the Retail (R) and General Business 1 (GB1) zoning districts which are permitted by right, such as daycare facilities, beauty shops and nail salons, and health and fitness centers. However, the General Business 1 (GB1) is designed to allow for additional land uses and site development regulations that serve regional commercial needs and may not be compatible with neighborhood level uses.

Such potentially incompatible uses that are allowed by-right in the GB1 zoning district include automotive part sales, automotive repair and service, automotive parking, commissary, minor dry cleaning, equipment sale, massage therapy, funeral home, laundromat, pawn shop, print shop. The GB1 zoning designation also allows various alcohol-related land uses by-right, such as liquor store, bar/tavern, and microbrewery, that some may consider to be incompatible adjacent to residential uses. Some of the allowed uses with conditions that could present an incompatibility are bail bonds, animal commercial establishment, mobile food park, car wash, drive thru, or an alternative financial institution (check cashing, payday loan).

The primary site design regulations that differentiate the GB1 zoning district from the R zoning district relate to building lot coverage and height. The GB1 zoning district allows for a maximum building coverage of 50% of the lot, where the R district allows 40% coverage, and it allows a maximum building height of 50-feet, where the R district allows 35-feet.

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For these reasons, **staff recommends denial.**

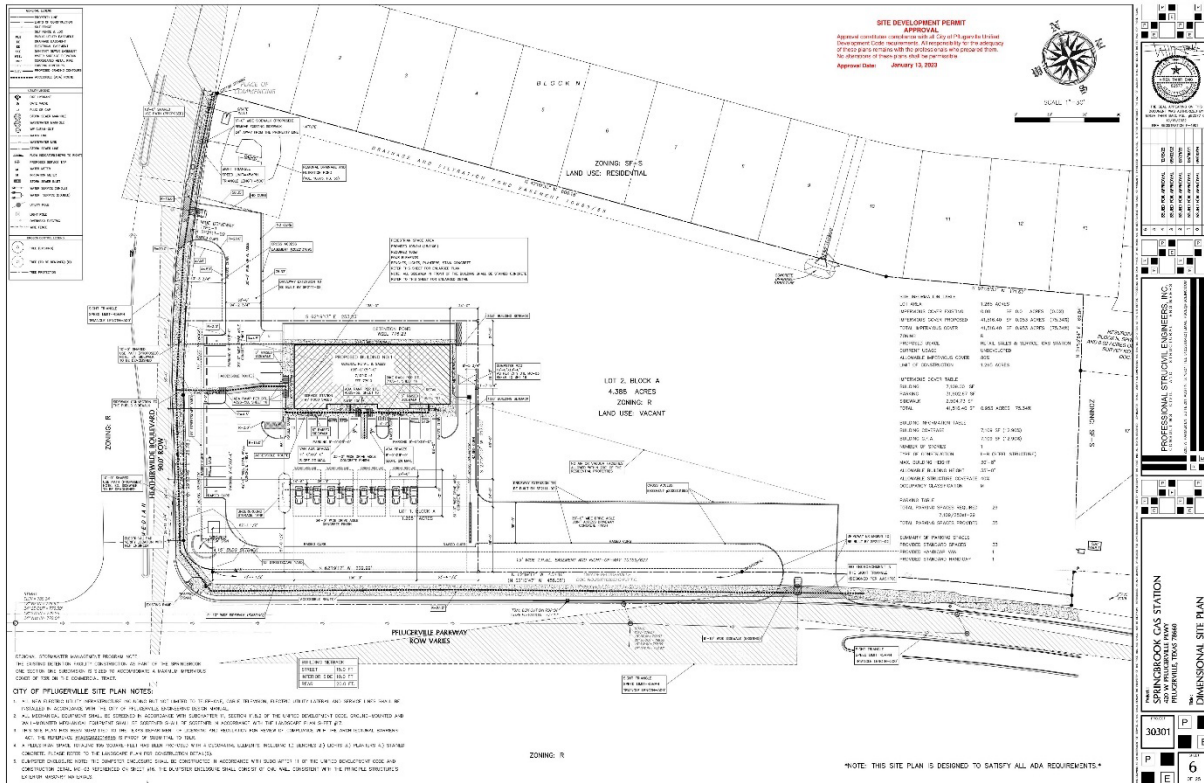
NOTIFICATION:

Notification was published in the Pflag, notification letters were mailed to roughly 56 property owners within 500 feet of the property, and two (2) signs were posted on the property. At time of staff report, two residents called to express disapproval of this rezoning. One of them plans to write an email and the other expressed that several residents plan to attend the public hearing.

ATTACHMENTS:

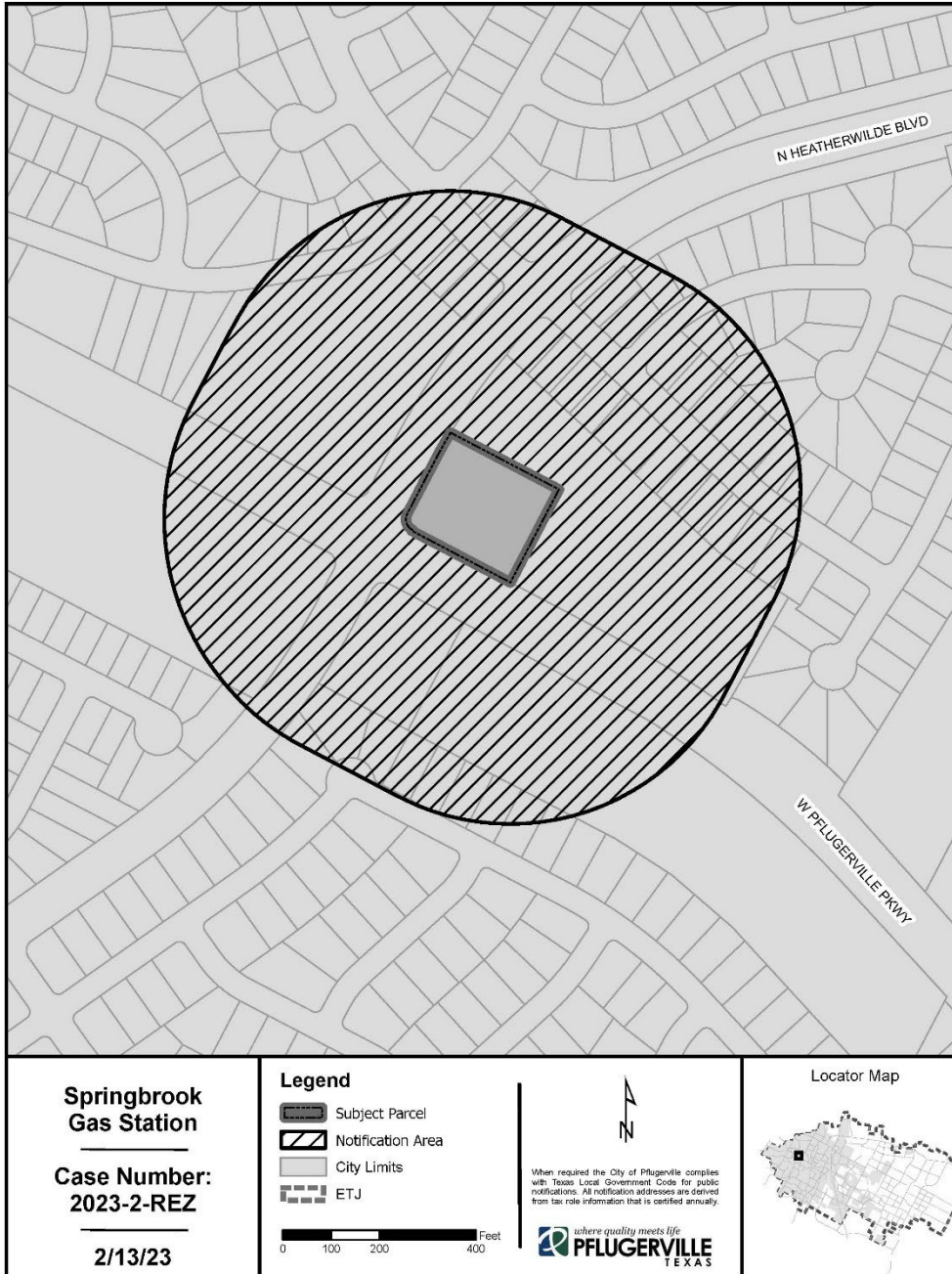
- Site Plan
- Notification Map
- Zoning Map
- Comprehensive Plan Map
- Subject Site Photos
- Development Regulations/Allowed Uses (attached separately)

Approved Site Plan



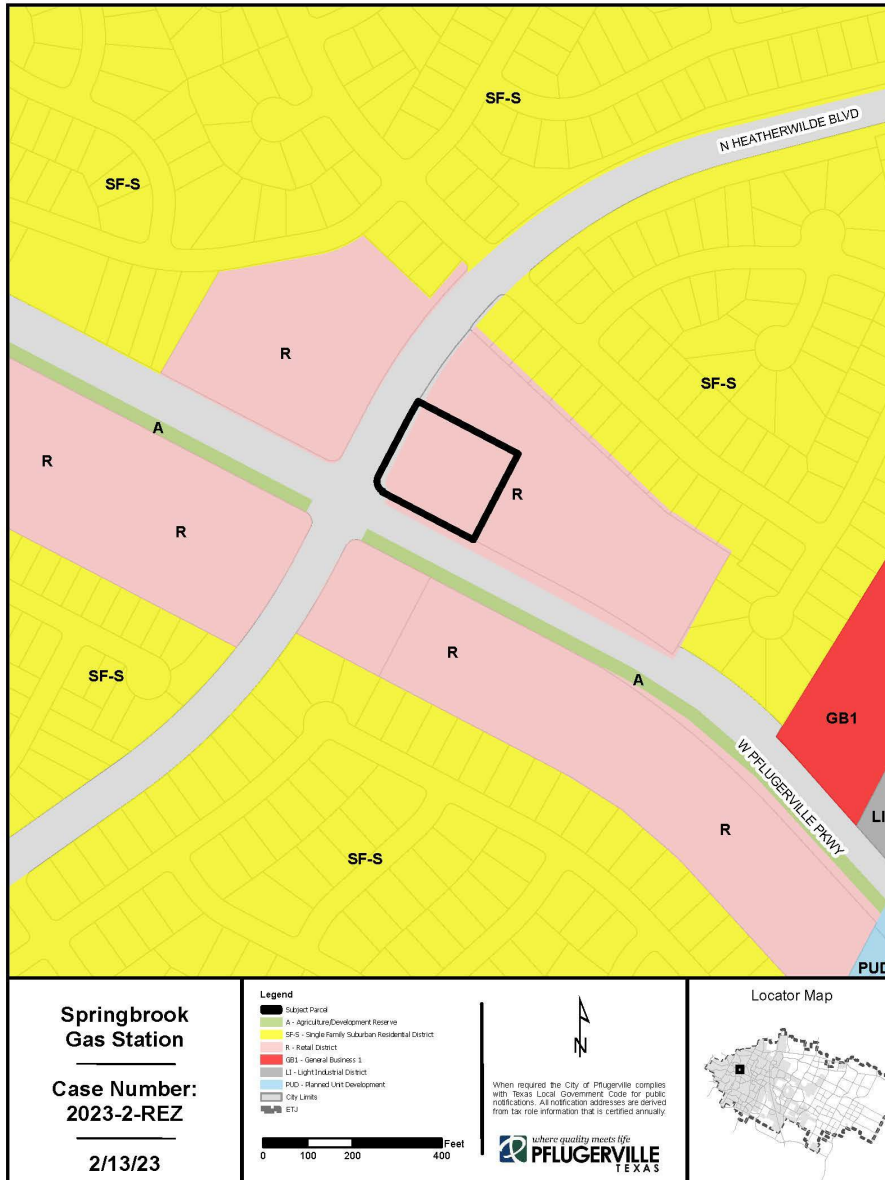
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NOTIFICATION MAP:



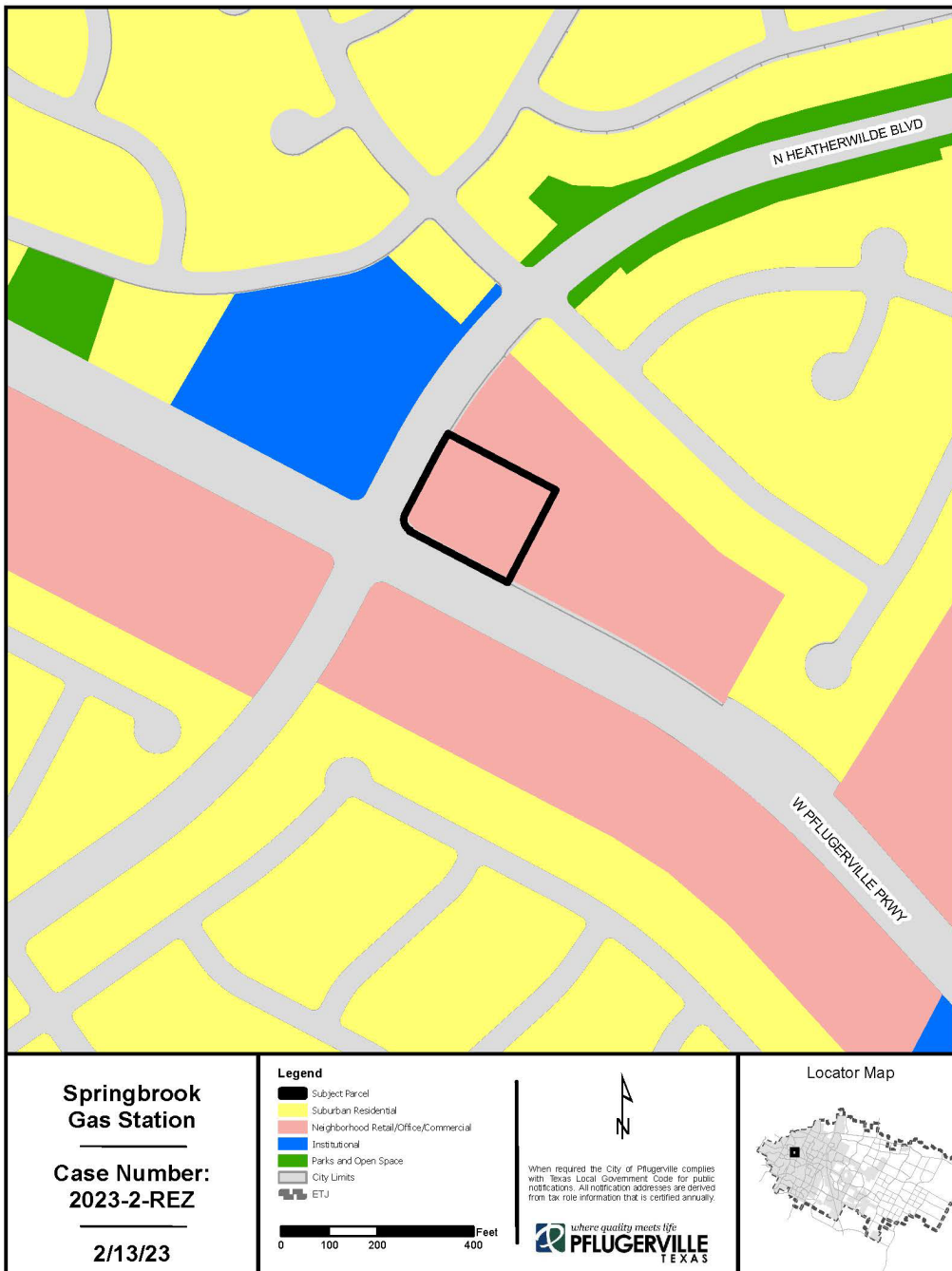
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ZONING MAP:



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COMPREHENSIVE PLAN



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SUBJECT SITE PHOTOGRAPHS:

Facing West from Pflugerville Pkwy



Facing East from Heatherwilde Blvd



Facing North East from the intersection



Facing South from Heatherwilde Blvd

