

STAFF REPORT

Planning & Zoning: 8/4/2025

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Case No.: SUP2025-00092

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SUBJECT: To receive public comment and consider an application for a Specific Use Permit for a proposed use of Commercial Recreation and Entertainment Outdoor within the Urban Center (Level 5: CL5) zoning district for a property locally addressed as 1501 Town Center Drive, to be known as the Stone Hill Town Center Tract 7 Specific Use Permit 2025 (SUP2025-00092).

LOCATION:

The subject property is located at 1501 Town Center Drive. The property is zoned in Urban Center (Level 5: CL5).



SUMMARY OF REQUEST:

The applicant is requesting a Specific Use Permit (SUP) to allow for the Commercial Recreation and Entertainment Outdoor use within the Urban Center (Level 5: CL5) zoning district.

HISTORY:

The subject property was annexed into the city limits November 10, 2023 (ORD 720-03-11-11) and given the base zoning district of Agriculture/Development Reserve (A). The property was rezoned to Urban Center (Level 5: CL5) (ORD 913-07-10-19). The subject property is a 3.258-acre portion of Lot 15 of the Stone Hill Town Center Final Plat. Currently Lot 15 includes a parking lot and the Cowboys Fit gym.

In February of 2025 the applicant met with staff to discuss their interest in developing the site for Commercial Recreation and Entertainment Outdoor and Indoor for the vacant parcel directly adjacent to the Cowboys Fit gym. It was determined that in order to permit the outdoor portion of the project the applicant would first need to obtain a Specific Use Permit (SUP).

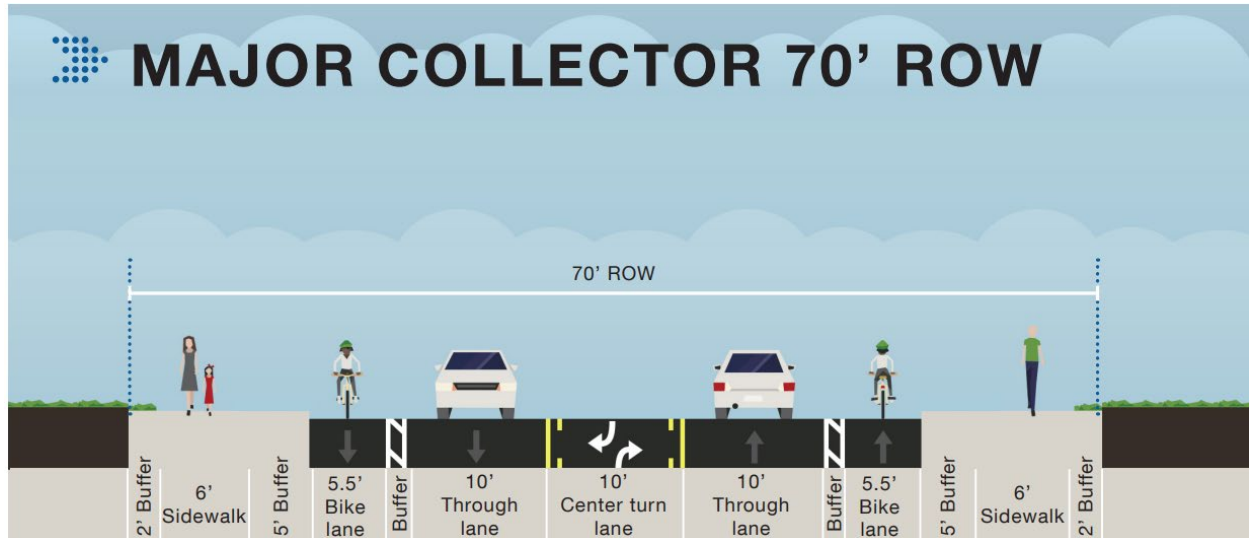
The use of Commercial Recreation and Entertainment Outdoor in Urban Center (Level 5: CL5) requires a Specific Use Permit (SUP).

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	Collector Roadway, Urban Center (Level 5: CL5)	Town Center Drive	Collector Roadway, Mixed-Use Commercial
East	Urban Center (Level 5: CL5)	Home Depot	Mixed-Use Commercial
South	Urban (Level 4: CL4)	Vacant	Mixed-Use Commercial
West	Urban Center (Level 5: CL5)	Cowboys Fit	Mixed-Use Commercial

TRANSPORTATION:

The subject property is located south of Town Center Drive. The Transportation Master Plan (TMP) identifies Town Center Drive as a major collector roadway. Major collectors balance mobility and access, with access to local and neighborhood businesses. Major collectors serve as residential access facilities for higher density residential land uses. These roadways connect commercial districts to the arterial system.



ASPIRE PFLUGERVILLE 2040 COMPREHENSIVE PLAN:

The Aspire Pflugerville 2040 Comprehensive Plan identifies the future land use of this area as Mixed-Use Commercial.

Future Land Use:

The Mixed-Use Commercial future land use category applies to areas designated for significant development or redevelopment with high intensity mixed-use activity centers attracting large corporations, specialty shopping, dining, entertainment, and high-density residential development. These areas are typically a minimum of 100 acres and include mid- to high-rise buildings with a compact block structure, and human-scale street and building design, which create a highly walkable urban form.

Neighborhood District:

The Aspire Pflugerville 2040 Comprehensive Plan identifies the subject property as located within the Highlands District. Fiscal information indicates the Highlands District, known for its diverse housing products and commercial activity, is one of the highest performing areas of the city. Its quality of life and convenience is enviable, worthy of replication elsewhere in Pflugerville. SH-45 and SH-130 have been effectively leveraged as a large node of retail and commercial activity. Future commercial development towards Pflugerville Parkway and FM 685 should consider public space opportunities and pedestrian level design to differentiate itself and leverage the access to adjacent neighborhoods. Wilbarger Creek provides a compatibility buffer between the residential neighborhoods and more intense mixed use commercial, along with a critical green framework for recreation and access to destinations.

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BASE ZONING DISTRICT:

The subject property is zoned Urban Center (Level 5: CL5). This district is intended to establish dense, dynamic and walkable centers for living, working and shopping. Urban Centers provide a retail and employment focus supplemented by dense residential development. Urban Centers should be located in the Mixed-Use Commercial and Innovation Center areas as geographically identified on the Future Land Use Map, focused at major interchanges along the state highways and toll facilities with high degrees of regional access. Buildings within the Urban Center should be multistoried with a mix of tenant spaces on the ground floor. When single story or single tenant land uses are proposed, they should be clustered together with connected pedestrian amenities to create synergy among the buildings. All building ground floors within the Urban Center should provide a store front and an enhanced pedestrian environment which collectively creates a ten-minute walking area to goods and services within the development area, as envisioned by the Aspire 2040 plan.

PROPOSED SPECIFIC USE PERMIT:

The applicant is requesting consideration for the use of a Commercial Recreation and Entertainment Outdoor within Urban Center (Level 5: CL5).

The Unified Development Code (UDC) defines these uses as follows:

COMMERCIAL RECREATION AND ENTERTAINMENT, OUTDOOR: Facilities offering entertainment or the playing of games to the general public for a fee or charge wherein any portion of the activities takes place outside of a building or structure. Entertainment activities may include, but are not limited to, archery ranges, children's rides, miniature golf courses, waterparks and other similar uses. Sexually-oriented businesses and bars/taverns are excluded from this definition.

If approved, the SUP would allow for the Commercial Recreation and Entertainment Outdoor use to be permitted at the subject property. All other requirements of the UDC, including adherence to building and fire codes, would still apply to the structure and site.

STAFF ANALYSIS:

Per Section 3.8.4 of the UDC, the Planning and Zoning Commission and City Council shall consider the following criteria in determining the appropriateness of the SUP request. Staff has reviewed the applicant's proposal against the criteria and included its analysis below:

1. Whether the use is harmonious and compatible with its surrounding existing uses or proposed uses.

Complies: *The subject property is along Town Center Drive within the CL5 Zoning in the east, west, and north neighboring tracts of land. The proposed development is appropriate and compatible with the existing and envisioned uses for this portion of the Stone Hill Development. The applicant is proposing to construct a Commercial Entertainment facility that will provide both indoor and outdoor entertainment options. Furthermore, the outdoor portion in which this SUP is requires will be screened to reduce any*

visual aesthetics to the area. The applicants proposed design and accompanied with UDC standards provide for the ability to bring a series of new businesses to the area while ensuring harmonious design.

2. Whether the activities requested by the applicant are normally associated with the requested use.
Complies: *The applicant intends to construct and operate an estimated 11, 740 S.F. of Indoor Commercial Entertainment. The SUP being requested is for an additional 10,000 S.F. of Batting Cages area located to the rear of the property. These two developments will be a unified place of entertainment. All entrance to the proposed batting cage area will be solely from the main structure and will not have direct access to the parking lot or internal drive aisle.*

3. Whether the nature of the use is reasonable;
Complies: *Commercial Recreation and Entertainment Outdoor use is a reasonable use at the subject property based on the applicants proposed concept plan. The activities associated with the Commercial Recreation and Entertainment Outdoor use will be screened from public right-of-way and will have limited impact on the existing and proposed Stone Hill Development.*

4. Whether any adverse impact on the surrounding area has been mitigated.
Complies: *If approved, the SUP would grant the Commercial Recreation and Entertainment Outdoor use to be permitted at the subject property. Other health, safety, and noise requirements would be regulated by the rest of the UDC, the Fire Code, the Building Code, and the Code of Ordinances.*

The applicant is proposing to construct an estimated 11, 740 S.F. Indoor Entertainment Commercial project area and leaves room for additional commercial/retail to be constructed within the subject property and the neighboring Home Depot. Additionally, there is still 27, 351 S.F. of available commercial lease space between the subject property and Town Center Drive. If permitted and fully built out, the SUP's batting cage area will be screened from public view from the north (principal structure), west (Cowboys Fit) and east (Home Depot). To the rear of the structure (south) will be an internal drive aisle, parking, and an estimated 200' distance to the southern property line. Currently the property to the south is vacant with CL4 zoning. This batting cage area and all development will be subject to all lighting, glare, noise, smoke, vibration and other similar nuisance regulations to ensure complementary and neighborly development throughout Stone Hill and the surrounding area.

Additionally, being that this project is in the Corridor District, CL5, Per UDC 3.8.6 of the UDC, additional specific use permits may be approved in the corridor districts if the requirements for the approval of a specific use permit, as stated in this subchapter, have been met in addition to the following additional criteria:

- A. The application is complete, and the information contained within the application is sufficient and correct enough to allow adequate review and final action.
- B. The application illustrates conformance with the four guiding principles for the SH 130 and SH 45 corridor and consideration of the following desirable characteristics:

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A. 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,
- c.SH 45 and Heatherwilde Boulevard,
- d.SH 130 and Pflugerville Parkway, and
- e.FM 685 and Pflugerville Parkway.

B. Structures should orient to public streets and designated trails as noted on the Future Trails Map referenced in the Comprehensive Plan.

C. The extent of connectivity among proposed and existing rights-of-way is demonstrated.

D. The extent to which uses, such as freestanding 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.

E. The application illustrates compliance with the requirements and guidelines of this Chapter.

F. The application exhibits compatibility of the design with surrounding properties and development patterns.

G. The application exhibits compatibility and coordination between the character of the streetscape and the planned surrounding built environment.

H. 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.

It is staff's determination that the proposed use and layout of the Commercial Recreation and Entertainment Outdoor project of this site follows UDC 3.8.6. All applicable UDC requirements pertaining to design and architecture will be enforced at the time of Site Development Plan.

STAFF RECOMMENDATION:

Staff finds that the request for the Commercial Recreation and Entertainment Outdoor use complies with all the approval criteria of the Specific Use Permit and that it meets the intent of the Comprehensive Plan and the Urban Center (Level 5: CL5) zoning district.

Staff recommends approval of the SUP request with the following conditions:

1. Outdoor Entertainment; Limited to batting cage use.
2. Will be screened from public right-of-way.
3. The height of all materials associated with the SUP will be less than the height of the principal structure.
4. The batting cage will have the location depicted in the applicant's Conceptual Plan.

NOTIFICATION:

Notification was published in the Pflag, notification letters were mailed to property owners within 500 feet of the property, and one (1) sign was posted on the property. At time of staff report, city staff has received one (1) letter of objection pertaining to the request.

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ATTACHMENTS:

- Zoning Map
- Notification Map
- Applicants Proposal