
STAFF REPORT

Planning and Zoning:	1/5/2026	Staff Contact:	Jeremy Frazzell, Principal Planner
Agenda Item:	2026-0024	E-mail:	jeremyf@pflugervilletx.gov
Case No.	ARC2025-00560	Phone:	512-990-6300

SUBJECT: Discuss and consider action regarding an application for an architectural waiver for property addressed as 102 N. 1st Street, to be known as the EYERIDE architectural waiver (ARC2025-00560).

LOCATION:

The subject property is located at 102 N. 1st Street in the Downtown District.

ZONING:

The subject property is zoned General Business 1 (GB1) and Downtown District Overlay (DDO).

BACKGROUND:

The property at 102 N. 1st Street is a one-story, prefabricated metal building that was constructed in the 1970's according to Travis Central Appraisal District. In the 1990's the property was owned and operated by Princess Craft, a company that sold, repaired, and maintained recreational campers and trailers. According to Travis Central Appraisal District, in 2020, the property owner changed to the current owner. The current owner has not obtained a certificate of occupancy for use of the structure, and the property has been identified as abandoned for a period of six (6) months or more as defined in Section 8.1.11 of the Unified Development Code.



EYERIDE, a software company currently located at 113 E. Main Street, has proposed relocating to 102 N. 1st Street and occupying the building as a professional office. As a result of the property being determined as abandoned, the structure and property are required to be brought into compliance with all current requirements prior to any occupancy.

APPLICANT REQUEST:

The applicant has proposed an architectural waiver to allow minor improvements to the current structure without complying with the current Downtown District Overlay architectural requirements, citing that the architecture in Downtown is limited to Queen Anne or Richardsonian Romanesque and requires a minimum of a two-story building. To comply with the current requirements, the existing structure will need to be replaced with a new building, which is not viable at this time.

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The applicant has proposed to retain the current structure and enhance the appearance as a professional office using paint, replacement of current opaque overhead doors with similar sized windows, and enhanced entrance. The applicant is also aware that additional site improvements will be required to comply with the Downtown District Overlay including but not limited to improvements to parking, lighting, landscaping, and streetscape. The proposed request is only associated with the architecture of the building and renderings have been included for consideration.

UNIFIED DEVELOPMENT CODE:

The development regulations concerning the downtown area were last amended in 2020 through Ordinance No. 1465-20-10-27. As noted within that ordinance, "The City of Pflugerville Downtown was designated for its historical, cultural, or architectural importance and significance, by the adoption of Chapter 155. Site Development, Subchapter B. Central Business District (Downtown District Overlay), by Ordinance No. 735-04-01-27, on January 27, 2004, and further amended by Ordinance No. 820-06-02-28, on February 28, 2006, requiring historical architectural styles; therefore the City may continue to regulate building materials and the aesthetic method for which the materials are applied in the Downtown pursuant to the exception articulated in the Texas Government Code, Title 10, Subtitle Z. Miscellaneous Provisions Prohibiting Certain Governmental Actions, Chapter 3000. Governmental Action Affecting Residential and Commercial Construction, Section 3000.02 (c)(6)"

Per UDC 9.9.2 D, the Planning and Zoning Commission may grant an architectural waiver and shall consider the following criteria for approval:

1. The architectural design is compatible with the existing buildings within the area; and
2. The architectural design is generally representative of the desired building form, materials, and aesthetic in the Downtown; and
3. Due to special conditions, a literal enforcement of the requirements would result in unnecessary hardship; and
4. That the granting of a waiver is not contrary to the public interest, and the spirit of the code is preserved.

STAFF ANALYSIS:

The first development regulations that were specific to the downtown area were established in 2004 and included a variety of architectural forms to create envisioned cohesion as properties were developed or redeveloped. Over time, the regulations have been further modified limiting the allowed architecture palate for non-residential development to two distinct styles, Queen Anne and Richardsonian Romanesque.

While the current structure does not comply with the past or current architectural requirements and may not be representative of the desired building form, the structure was constructed in the mid-1970's, according to Travis Central Appraisal District, and existed in the downtown area prior to the adoption of the regulations. Allowing the existing structure to be updated and maintained as proposed will improve the current aesthetic of the structure and will not further negatively impact the aesthetic that has been observed since the structure was originally constructed.

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A literal enforcement of the regulations may require the current structure to be replaced with a new structure, or false facades to be established on the structure which may not be entirely usable and negate the intended building form further envisioned in the code. Over time a replacement structure may become a viable option, especially if additional façade expenses are not required and as the adjacent property becomes developed. Allowing the current structure to remain in place with improvements such as paint, replacement of opaque overhead doors with similar sized clear windows, and an enhanced focal point entrance will enable the property to become a usable space again and assist with promoting a daytime presence in the downtown which in turn may assist in creating further vibrancy in downtown.

Acknowledging the intent of the Downtown District Overlay (DDO) architectural regulations, strict adherence limits the use of the property and is not recommended. Approval of the proposed architectural waiver will allow maintenance and improvement to the existing structure and will not negatively impact the surrounding area. Approval of the request will ensure the spirit of the code is preserved by creating an opportunity for the structure to be maintained, improved, and used while redevelopment may be more viable in the future. Staff recommends approval of the proposed Architectural Waiver request.

Attachments

Location Map
Letter of Request
Concept Renderings