

and additions were made. In 2006 an Architectural Review Board was created for development review and in 2007, the western boundary was retracted to its current location at Meadow Ln/S. 10th St.

In 2008, a consultant specializing in small downtowns was hired to help develop action strategies that the community could support for downtown. While boundaries remained a “hot topic”, the community was able to collectively identify “the top 10 desired characteristics” for Old Town, generate a vision statement and an action agenda. While a complete consensus was not formed regarding the CBD boundary, the following considerations are documented in the Vision Report:

- Reduce the west boundary from 10th Street to 5th Street (east of Timmerman Elementary) to focus on a condensed area that is “more distinctively Old Town.”
- Reducing the boundary could make it difficult to brand Old Town as a destination for shopping, dining, or other entertainment and services.
- Reducing the boundary would remove certain west-side assets (i.e. Rock Gym, old football field, and Timmerman Elementary, which is used for downtown event parking)
- Moving the boundary to the alley: Property along the north side of Hall “are not suitable residential properties, especially if the business district becomes more active.” (The difficulty of enforcing noise limits in the area was also noted.)
- Concern if Pecan Street is widened, its potential impact on properties fronting Pecan Street and impact on alley and neighboring properties.

The Vision Report also identified next steps for the boundary discussion:

- Determine if further adjustments to the CBD Overlay District boundary are warranted to clarify which areas of Old Town are worthy of higher standards for development and redevelopment.
- Continue dialogue with Old Town homeowners and other stakeholders to determine if the boundary should be moved from several on-street to mid-block (alley) locations (from Hall Street to the alley between Hall and Pecan streets, and from Walnut Street to the alley between Walnut and Main streets).

STAFF RECOMMENDATION:

As a part of the Unified Development Code discussions and a recent down zoning of City owned property on 3rd Street, public comment is needed on the extent and intent of the Central Business District Overlay district in order to determine further code amendments and applicability. Staff recommends obtaining the public input on the CBD boundary and integrating those discussions into a possible boundary solution. Below are Staff initiated examples of possible boundary adjustments along with identified advantages and opportunities as well as disadvantages and challenges associated with each.

After the public hearing has been held and the Commission and staff have received comments from the community, staff recommends meeting with the three Commissioners who volunteered to assist with this particular issue, Commissioners Anker, Blackburn and Kluge, as well as leadership from the Old Town neighborhood, to finalize an option that incorporates the information received from the community during the public hearing. This option would come forward to the Planning and Zoning Commission for recommendation to the City Council later this summer.

BOUNDARY OPTIONS:

OPTION 1: NO CHANGES PROPOSED TO CBD BOUNDARY: This options provides no changes to the current boundary.



ADVANTAGES & OPPORTUNITIES

- Amend development standards
- Establish a downtown parking plan
- Transition between commercial and residential zoning
- Comprehensive Plan Amendment
 - COMMERCIAL/RETAIL: north
 - RESIDENTIAL: south of Hall St Alley
 - Re-evaluate every 1-5 years

DISADVANTAGES & CHALLENGES

- Boundary does not fully address existing conditions
 - Pfluger Tract removed by ALUR in 2008
 - Timmerman Elementary
 - Baptist Church
 - Existing retail strip centers
- Existing Development Standards

OPTION 3: REMOVE PERIMETER AND STOP CBD BOUNDARY AT HALL STREET ALLEY: This option would remove the larger parcels to the east and west of the district as well as the area referenced in Option 2 along Hall Street. The area highlighted in blue below to the east is property that is zoned ALUR and is no subject to the regulations of the CBD based on the ALUR zoning. The area highlighted in blue to the west is a developed church on the south and automotive and multifamily uses to the north which are not developed in the same character as the area within the CBD.



ADVANTAGES & OPPORTUNITIES

- Removes tracts that do not reflect the physical characteristics of Old Town Pflugerville.
- Amend development standards
- Establish a downtown parking plan
- Transition between commercial and residential zoning.
- Comprehensive Plan Amendment
 - COMMERCIAL/RETAIL: north
 - RESIDENTIAL: south of Hall St Alley
 - Re-evaluate every 1-5 years

DISADVANTAGES & CHALLENGES

- Existing Development Standards
- Removal lifts the commercial restrictions on the properties (i.e. Day care facilities permitted by right)

OPTION 4: REMOVE PERIMETER AND STOP CBD BOUNDARY AT HALL STREET ALLEY: This option also proposes the removal of the perimeter properties to the east and west of the district as outlined in option 3 however, transitions are proposed with this options for properties along Hall Street to the south and Walnut and Wilbarger to the north. The proposal for the transition areas, should this option be selected, would be to further define and limit what uses and standards would best be served in these areas, highlighted in orange below. These are areas that provide a buffer between the more intense commercial nature of the CBD and the more traditional residential components of the Old Town neighborhood. If this option is selected modifications to Chapter 155 Subchapter B regulations would be added to address the intent of the transitional areas.



ADVANTAGES & OPPORTUNITIES

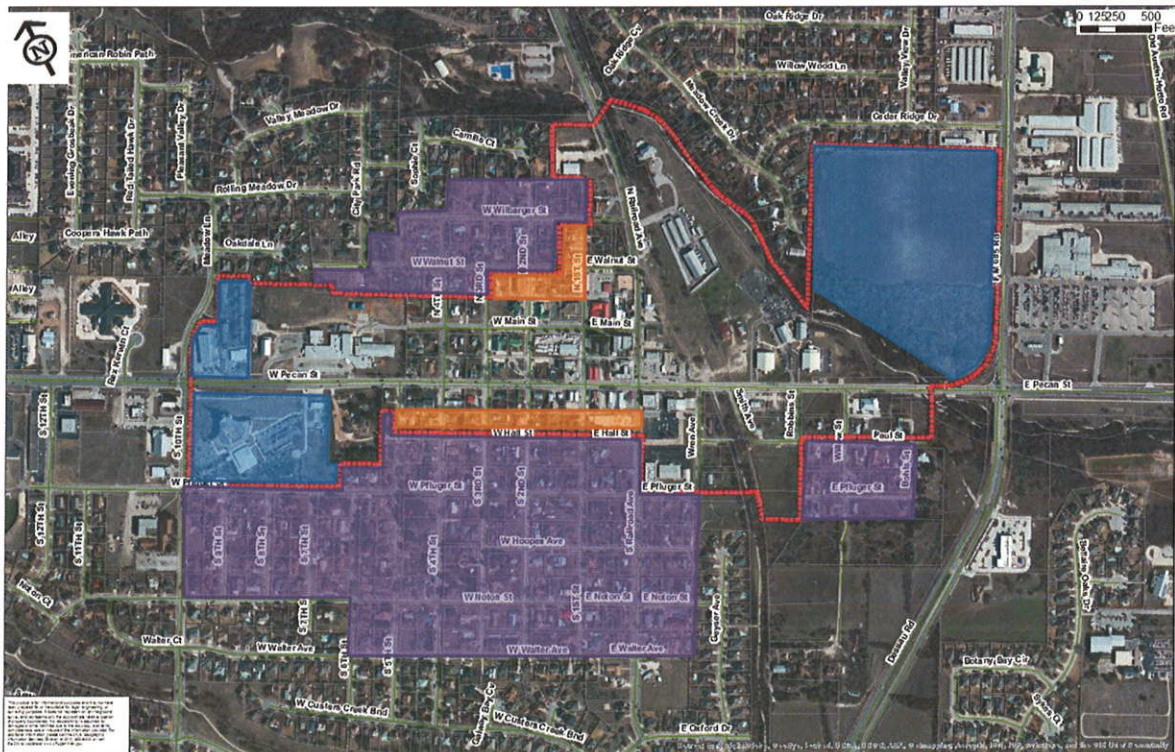
- Removes tracts that do not reflect the physical characteristics of Old Town Pflugerville.
- Amend development standards
- Establish a downtown parking plan
- Transition area can be more restrictive (i.e. office only and maintain existing residential structure character)
- Comprehensive Plan Amendment
 - COMMERCIAL/RETAIL: north
 - OFFICE/RESIDENTIAL : south of Hall St Alley
 - Re-evaluate every 1-5 years

DISADVANTAGES & CHALLENGES

- Existing Development Standards

- Historic concern with non-residential use including office limitations

OPTION 5: PERIMETER REMOVED, TRANSITIONS & EXPANSION ADDED: This option is a culmination of options 3 and 4 with an added residential area to the north and south, shown below in purple. Provisions would be added to the Code that would preserve the historical nature of this area by establishing rules that require new home construction to match the architectural intent of the area depending on the year of the original subdivision.



ADVANTAGES & OPPORTUNITIES

- Removes tracts that do not reflect the physical characteristics of Old Town Pflugerville.
- Amend development standards
- Establish a downtown parking plan
- Transition area can be more restrictive (i.e. office only and maintain existing residential structure character)
- Maintain similar character through residential infill and redevelopment
- Comprehensive Plan Amendment
 - COMMERCIAL/RETAIL: north
 - OFFICE/RESIDENTIAL: south of Hall St Alley
 - Re-evaluate every 1-5 years

DISADVANTAGES & CHALLENGES

- Existing Development Standards

