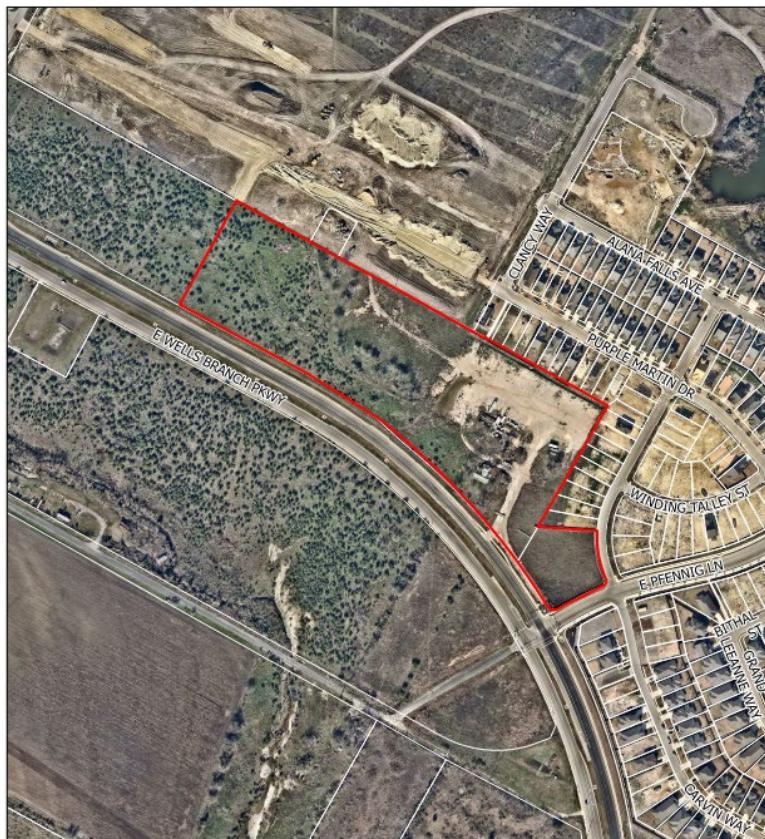

STAFF REPORT

Planning & Zoning: 3/4/2024 **Staff Contact:** Samantha Fleischman, Planner I
City Council: 3/26/2024 **E-mail:** Samanthaf@pflugervilletx.gov
Case No.: ORD-0766 **Phone:** 512-990-6323

SUBJECT: To receive public comment and consider an application to rezone an approximately 14.794-acre tract of land situated in the Alexander Walters Survey No. 67, Abstract No. 791, Travis County, Texas from General Business 1 (GB1) to Retail (R); to be known as Wells Branch and Immanuel Rezoning (REZ2024-00038).

LOCATION: The subject property is located north of East Wells Branch Parkway, east of Immanuel Road, and west of East Pfennig Lane, more specifically known as 2516 East Wells Branch Parkway.



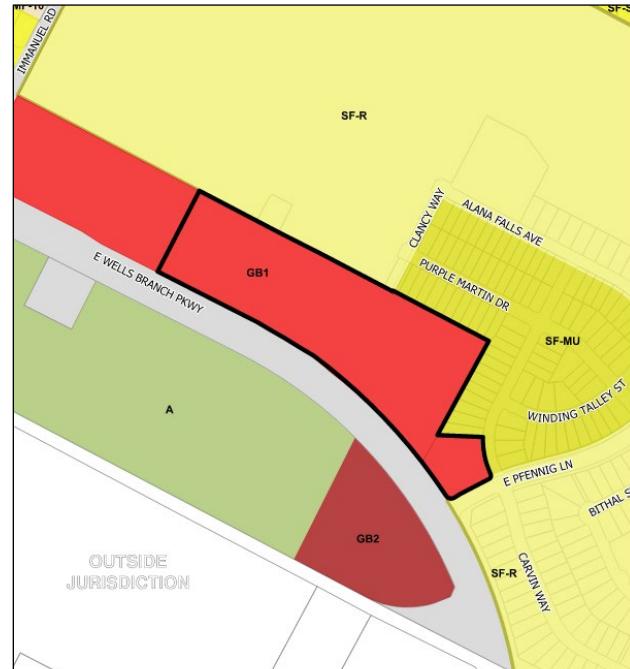
Location Map

BACKGROUND/REQUEST: The subject property is an approximately 14.794-acre tract of land, not currently platted and is located along Wells Branch Parkway, which is classified as a major arterial roadway. The property is currently undeveloped and was annexed into the city in 2018, and subsequently zoned to Agriculture/Development Reserve (A).

The subject property was rezoned from Agriculture/Development Reserve (A) to General Business 1 (GB1) in 2019 through Ordinance 1413-19-10-22 and was a portion of the 151.385 acres zoned through this ordinance.

The applicant is seeking to rezone the property to the Retail (R) zoning district. The Retail zoning district is intended to provide general retail trade, businesses, and services to one or more neighboring residential areas. The Retail zoning district also notes that this zoning district should be located along major thoroughfares and be convenient to residential trade areas.

The future land use identified for this area within the Aspire Pflugerville 2040 Comprehensive Plan is Neighborhood Retail/Office/Commercial. This future land use designation is intended to accommodate businesses and services to be utilized by the surrounding neighborhoods.



Zoning Map

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	Single Family Mixed-use Residential (SF-MU) and Single Family Residential (SF-R)	Single-family	Suburban Residential and Traditional Neighborhood
East	Single Family Mixed-use Residential (SF-MU) and Single Family Residential (SF-R)	Single-family	Suburban Residential and Traditional Neighborhood



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South	Agriculture/Development Reserve (A) and General Business 2 (GB2)	Undeveloped	Neighborhood Retail/ Office/ Commercial
West	General Business 1 (GB1)	Undeveloped	Neighborhood Retail/ Office/ Commercial

ZONING HISTORY: The property was annexed in 2018 by Ordinance No. 1361-18-09-11 and subsequently zoned to Agriculture/Development Reserve (A) with the annexation, which serves as the city's reserve zoning district upon annexation by Ordinance No. 547-99-06-08. In 2019, the property was rezoned from Agriculture/Development Reserve (A) to General Business 1 (GB1) through Ordinance No. 1413-19-10-22.

PROPOSED DISTRICT: The applicant is proposing to rezone the property from General Business 1 (GB1) to the Retail (R) zoning district. The Retail district is intended to provide for various types of general retail trade, business, and service uses for one or more neighborhoods. The district should be located generally at the intersection of major thoroughfares and convenient to a residential trade area. The allowed land uses for the district are attached separately. The Retail zoning district does allow for an array of residential and commercial land uses. For residential uses, assisted living, nursing home, live work unit and single family attached townhouses are permitted by right. The Retail district allows for businesses and services that are most often utilized on a neighborhood scale and are permitted by right in the City of Pflugerville's Unified Development Code. Permitted commercial uses are less intense in the Retail zoning district than the General Business 1 or 2 zoning designation. Please see the attached Retail Land Use Chart to view all land uses allowed in this zoning district.

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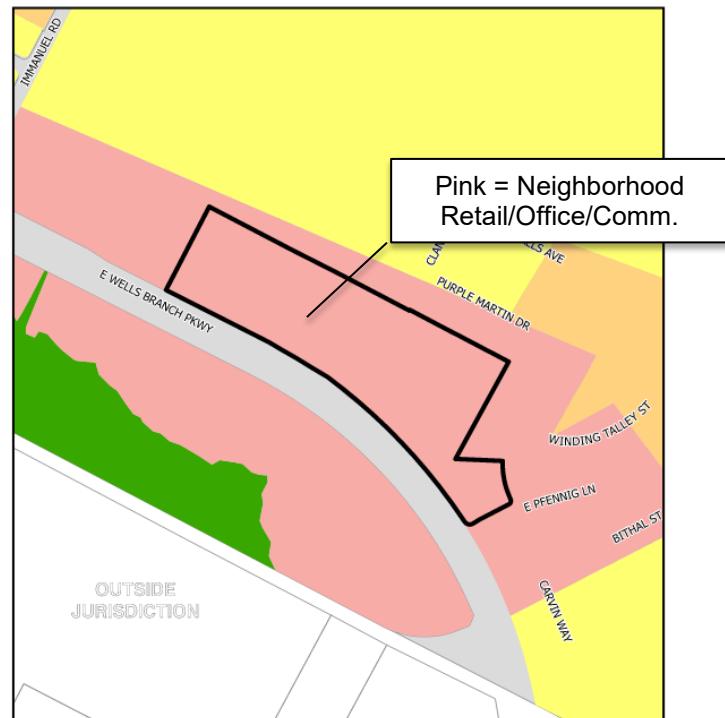
COMPREHENSIVE PLAN: The Future Land Use Map (FLUM) in the Aspire Pflugerville 2040 Comprehensive Plan, adopted in 2022, identifies this area for a variety of retail and personal service businesses that meet the daily needs of the residents. The comprehensive plan describes the proposed future land use as Neighborhood Retail/Office/ Commercial and provides the following description:

The Neighborhood Retail/Office/ Commercial 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 comprehensive plan allows for a variety of future land uses in the Neighborhood Retail/Office/Commercial designation. Land uses shown as appropriate for a primary use include Neighborhood Office and Commercial, Neighborhood Shopping Center, and Civic/Recreation uses. Mixed-use land uses at the neighborhood and community level are shown to be conditionally compatible as a primary use. The mixed-use option does allow for residential development with a commercial component.



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The East Pecan District

The Aspire Pflugerville 2040 Comprehensive Plan identifies the subject property to be in the East Pecan District. The west portion of the East Pecan neighborhood district is noted as being primarily single-family residential, although Dessau Road and Wells Branch Parkway serve as opportunities for denser residential and neighborhood-serving retail. There are multiple schools located in this neighborhood district. Aspirational Actions proposed for the East Pecan District include enhancing the pedestrian access and connectivity to parkland and trail systems.

STAFF RECOMMENDATION:

The subject property is located in the north corner of the East Wells Branch Parkway and East Pfennig Lane intersection. The Property is surrounded by Single-family Residential and Single-family Mixed-use zoning to the north (SF-R and SF-MU), Agricultural/Development Reserve and General Business 2 commercial zoning to the south (A and GB2), Single-family Mixed-use zoning to the east (SF-MU), and General Business 1 commercial zoning to the west (GB1). The Single-family Residential and Single-family Mixed-use located to the north and east of the subject property is under development as the Lisso Subdivision. As part of the Lisso development, Betsy Street will be constructed north of the subject property and will create a connection between Purple Martin Drive and East Wells Branch Parkway. Betsy Street will act as a zoning divide on the subject property, with the lot west of Betsy Street retaining the General Business 1 zoning district, while the portion east of Betsy Street is requesting the rezoning to Retail (R).

The subject property is located along Wells Branch Parkway between Immanuel Road and Pfennig Lane. Wells Branch Parkway is designated as a major arterial roadway. This classification carries the highest capacity of vehicles in the city and provides access to nearby communities through access on lower classification streets. Immanuel Road and Pfennig Lane are both major collectors, which balance mobility and access. Major collectors give access to higher density residential uses and connect commercial districts to the arterial system. Both the Neighborhood Retail/Office/Commercial designation in the comprehensive plan and the Retail zoning district should be generally located at the intersection of major thoroughfares. Since the roadways adjacent to the subject property are major thoroughfares, the location of the proposed rezoning meets the intent of the comprehensive plan and zoning district.

The comprehensive plan calls for neighborhood and community level mixed-use in the Neighborhood Retail/Office/Commercial district. The Retail zoning district meets these goals by allowing both residential and commercial land uses to be permitted by-right. Residential land uses permitted by-right in the Retail zoning district include Single-family Attached with three or more dwelling units and Live/Work dwelling units, with associated development regulations.

The zoning districts surrounding the subject property range from General Business 2 to Single-family Residential and Single-family Mixed Use. Additionally, the current zoning district, General Business 1, allows land uses and site design requirements that are greater in intensity than the proposed Retail zoning district. The proposed Retail zoning district would be ideally located to act as a buffer between the more intense commercial uses to the south and west and the residential subdivision to the north and east. The



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Retail zoning district also emphasizes the need for landscaping to be used as a buffer to lessen the impact of commercial uses on neighboring residential areas. Additionally, small scale mixed-use is also compatible in this location as the subject property is immediately adjacent to a Single-family Mixed-use zoning district.

Staff finds the Retail zoning district to be appropriate for the subject property and finds proposed zoning compatible with comprehensive plan recommendations. For these reasons, staff recommends approval of the rezoning request to the Retail zoning district for the approximately 14.974-acre site.

NOTIFICATION:

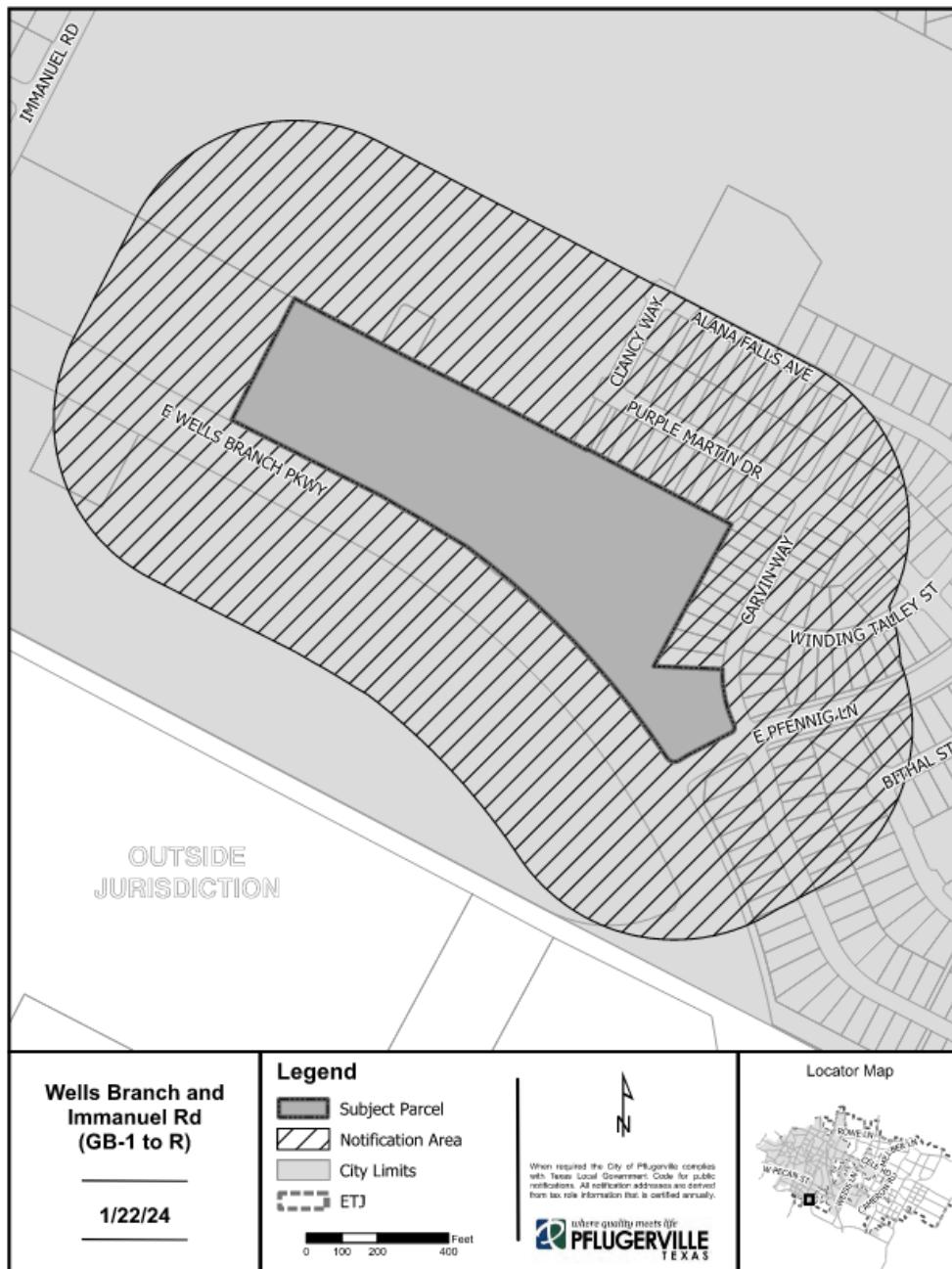
Notification was published in the Pflag, notification letters were mailed to property owners within 500 feet of the property, and four (4) signs were posted on the property. At time of staff report, no inquiries were received.

ATTACHMENTS:

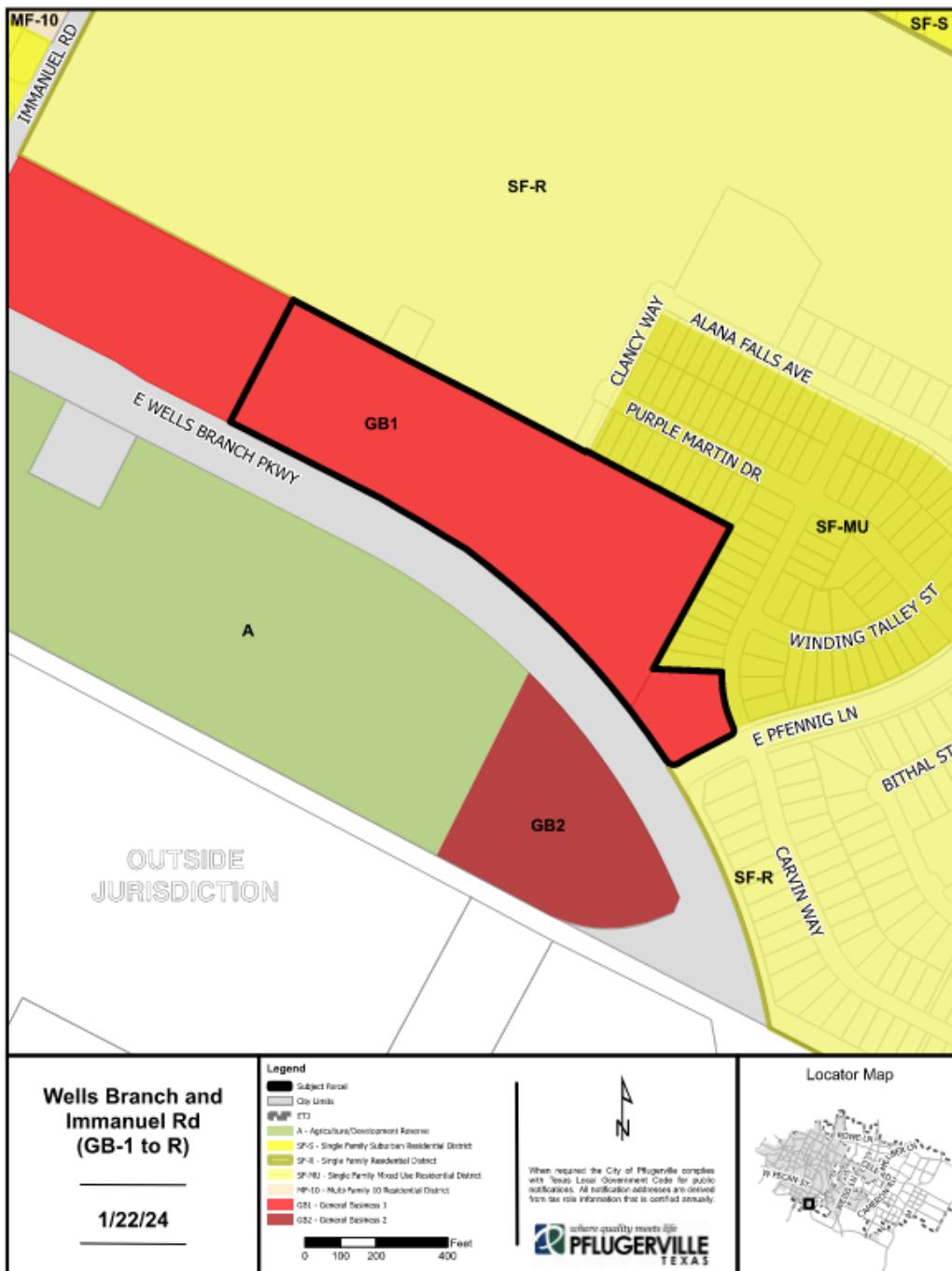
1. Staff Report
2. Zoning Map
3. Notification Map
4. Future Land Use Map (FLUM)
5. Retail Land Use Chart
6. East Pecan Neighborhood District
7. Neighborhood Retail/Office/Commercial Classification
8. Ordinance

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NOTIFICATION MAP:



ZONING MAP:



SUBJECT SITE PHOTOGRAPHS:

Along Wells Branch



From corner of Wells Branch and East Pfennig Ln



From Carvin Way





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Use Comparison Chart for the Retail and General Business 1 Zoning Districts

Residential Uses	R	GB1
Assisted Living	P	P
Condominium	C	C
Live Work Unit	P	P
Multi-Family	C	C
Nursing Home/Skilled Nursing (Convalescent)	P	P
Single Family Attached (3 or more) Townhome	P	

Legend:

P= Permitted by Right
C= Permitted with Conditions
S= Requires a Specific Use Permit
C/S= Permitted with Conditions Unless Authorized by a Specific Use Permit

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Non-Residential Uses	R	GB1	Non-Residential Uses	R	GB1
Animal Establishments, Commercial	C	C	Gas Station	C	C
Athletic Facilities		P	Golf Course and/or Country Club	P	P
Auction Sales		P	Golf Driving Range		P
Automotive Parts Sales, Inside	P	P	Government Facilities	P	P
Automotive Repair and Service		P	Health/Fitness Center	P	P
Automobile Parking Lot/Garage	P	P	Hospital	P	P
Automobile Sales and Rental		P	Hotel/Hotel Residence		C
Bail Bond		C	Household Appliance Service and Repair		P
Bar/Tavern		P	Laundromat	P	P
Body Art Studio		S	Liquor Store (Off-Premise Consumption)		P
Brewery/Distillery/Winery, Micro		P	Lounge		P
Brewpub/Wine Bar	P	P	Massage Therapy, Licensed	P	P
Business Services		P	Mobile Food Park		C
Car Wash	C	C	Mortuary/Funeral Home		P
Catering Establishment	P	P	Museum/Art Gallery	P	P
Cemetery/Mausoleum	P	P	Nursery Indoor/Outdoor Sales		C
Civic Center	P	P	Office: Administrative, Medical, or Professional	P	P
Clinic	P	P	Park or Playground	P	P
College, University, or Private Boarding School		S	Pawn Shop		P
Commercial Recreation and Entertainment, Indoor	C	P	Personal Services	P	P
Commercial Recreation and Entertainment, Outdoor		C	Place of Worship	P	P
Commissary		P	Print Shop, Minor		P
Convention Center		P	Reception Hall	P	P
Day Care Facility	P	P	Restaurant	C	P
Drive-in/ Thru		C	Retail Sales and Service - Single tenant over 50,000 SF		P
Dry Cleaning, Minor	P	P	Retail Sales and Services	P	P
Equipment and Machinery Sales and Rental, Minor		P	School: Private or Parochial	P	P
Event Center		P	School: Public	P	P
Financial Institution	P	P	Theatre	P	P
Financial Services Institution, Alternative		C	Trade School		P
			Transit Facility (Park & Ride)		P
			Utilities	C	C
			Wireless Telecommunication Facilities (WTFs)	S	C/S