
STAFF REPORT

Planning & Zoning:	07/19/2021	Staff Contact:	Emily Draughon, Planner II
City Council:	07/27/2021	E-mail:	emilyd@pflugervilletx.gov
Case No.:	REZ2105-01	Phone:	512-990-6300

SUBJECT: To receive public comment and consider an application to rezone approximately 0.29 acres of land locally addressed 201 W Main St, from Office (O) district to Neighborhood Services (NS) district; to be known as the 201 W Main St Rezoning (REZ2105-01).

LOCATION: The subject property is located at the southwest corner of W Main Street and North 2nd Street.

BACKGROUND/REQUEST: The subject parcel is approximately 0.29 acres of land platted in 1904 as Lot 4 Block 3 of the George Pfluger Addition. Currently, there is an existing office building on the property that, according to the Travis County Appraisal District, was built in 2000.

The applicant is pursuing the rezoning for the purpose of establishing a local hair salon on the property. Due to the adjacent land uses and the desired land use, the applicant has requested to rezone the property from Office (O) to Neighborhood Services (NS), the Downtown District Overlay (DDO) will not be changed.



SURROUNDING ZONING AND LAND USE: The property is currently zoned Office (O) and is located inside the Downtown District Overlay (DDO). The DDO adds specific requirements to a base zoning district. In general, the base zoning district identifies the land uses that can be permitted on each property. The DDO further refines allowable land uses and identifies the design requirements for change of use or redevelopment. The request will not affect or remove the DDO, only the base zoning district. The table below identifies the base zoning districts and existing uses for properties surrounding the subject parcel.

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Adjacent	Base Zoning District	Existing Land Use
North	Office	Medical Office
South	General Business 1	Dazzle Coffee
East	General Business 1	Vacant/Princess Craft
West	Office	Professional Offices



ZONING HISTORY: The property was annexed on September 20th, 1965 (ORD 1-65-09-20). The subject parcel was later zoned Professional Neighborhood (PN) in July 1985 (ORD 205-85-7-9). The nomenclature for the zoning districts has since changed, and the Professional Neighborhood (PN) district has become the Office (O) district. In 2004, the Central Business District (CBD) was established (ORD 735-04-01-27) and on May 15th, 2007 the nomenclature for the CBD changed in the creation of the Downtown District Overlay (DDO) (ORD 884-07-05-15). In October 2020, amendments to the DDO were adopted (ORD 1465-20-10-27).

PROPOSED DISTRICT: The applicant has proposed to rezone the property from Office (O) to Neighborhood Services (NS). The NS zoning district is established as a limited retail category intended for use by residents of nearby neighborhood areas for the purpose of supplying day-to-day needs and personal services. Establishments should include small, free-standing retail structures, such as convenience stores and neighborhood oriented personal service establishments.

The Neighborhood Services (NS) District within the Downtown District Overlay (DDO) uses are provided below:

- **Permitted residential uses:** None.
- **Permitted non-residential uses:** Civic Center, Minor Dry Cleaning, Government Facilities, Massage Therapy, Museum/Art Gallery, Office: Administrative, Professional, or Medical, Park or Playground, Personal Services, Place of Worship, Retail, Sales, and Services, School (Public, Private, Parochial)
- **Conditional uses:** Financial Institution, Restaurant, Utilities
- **Specific Use Permit:** Day Care Facility

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The NS zoning district allows three (3) uses that the current district, Office (O), does not: clinic, day care facility, and personal services. The Downtown District Overlay (DDO) limits these uses further by prohibiting clinics and requiring a Specific Use Permit (SUP) for day care facilities. Therefore, within the DDO, the primary difference between the existing district, Office (O), and the proposed district, Neighborhood Services (NS), is the permitted personal services land use. Personal services include salons, barbershops, tailor/dressmakers, shoe shops, and similar uses that are frequented by patrons.

COMPREHENSIVE PLAN: The Preferred Land Use Vision Plan created in 2009, identifies the Old Town area for low to medium residential, mixed-use, and as a Neighborhood Center. Neighborhood Centers are intended to provide a mix of nonresidential uses that act as gathering spaces at the core of a neighborhood. The uses that contribute to creating the Neighborhood Center could be a church, public facility, and commercial buildings. Retail and offices in this area should provide goods and services to meet the needs of the neighborhoods in the immediate vicinity. The Land Use and Development Character chapter identifies an action item in Goal 2 which states: "Provide new and infill development to accommodate basic retail services within walking distance of residential areas" the proposed rezoning aids in achieving this goal.

OLD TOWN PFLUGERVILLE VISION REPORT: Created in 2009, The Old Town Pflugerville Vision Report identifies 10 desired characteristics for Old Town Pflugerville:

- Vibrant
- Accessible
- Have a civic presence
- Walkable
- Have a residential component
- A gathering place
- Be Green
- Have a distinct image
- Attractive for business
- Maintain historic features

STAFF RECOMMENDATION: The property is located at the southwest corner of W Main St and N 2nd St, just north of West Pecan St. The applicant met with Staff prior to applying for the rezoning and discussed other nonresidential zoning districts that would allow them to pursue the type of development they desire and determined that the Neighborhood Services (NS) district was most appropriate. The proposed rezoning will not affect the Downtown District Overlay (DDO).

The proposed Neighborhood Services (NS) district is compatible with the zoning in the immediate area. The NS zoning district permits three (3) uses that the current district, Office (O), does not currently allow. Inside the Downtown District Overlay (DDO) these uses are limited further. Therefore, the primary difference between the existing zoning district, Office (O), and the proposed zoning district, Neighborhood Services (NS), is the allowance of personal services land uses. This is the intended land use of the applicant, and impetus for

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the request. Furthermore, the proposed rezoning does not cause the existing businesses to become nonconforming.

The comprehensive plan identifies the area for mixed-use development and as a Neighborhood Center. The request for Neighborhood Services (NS) is generally supported by the Comprehensive Plan through the identification of the area as mixed-use and as a neighborhood center desired for downtown. The requested district is also compatible with the Downtown Vision Plan which encourages walkability to services, being attractive for businesses, and accessibility.

To remain consistent and compatible with the adjacent zoning and the 2030 Comprehensive Plan as well as aiding to achieve the Old Town Pflugerville Vision Plan characteristics, Staff recommends approving the proposed rezoning of the property locally addressed 201 W Main St, located at the southwest corner of W Main St and N 2nd St, from Office (O) to Neighborhood Services (NS).

NOTIFICATION:

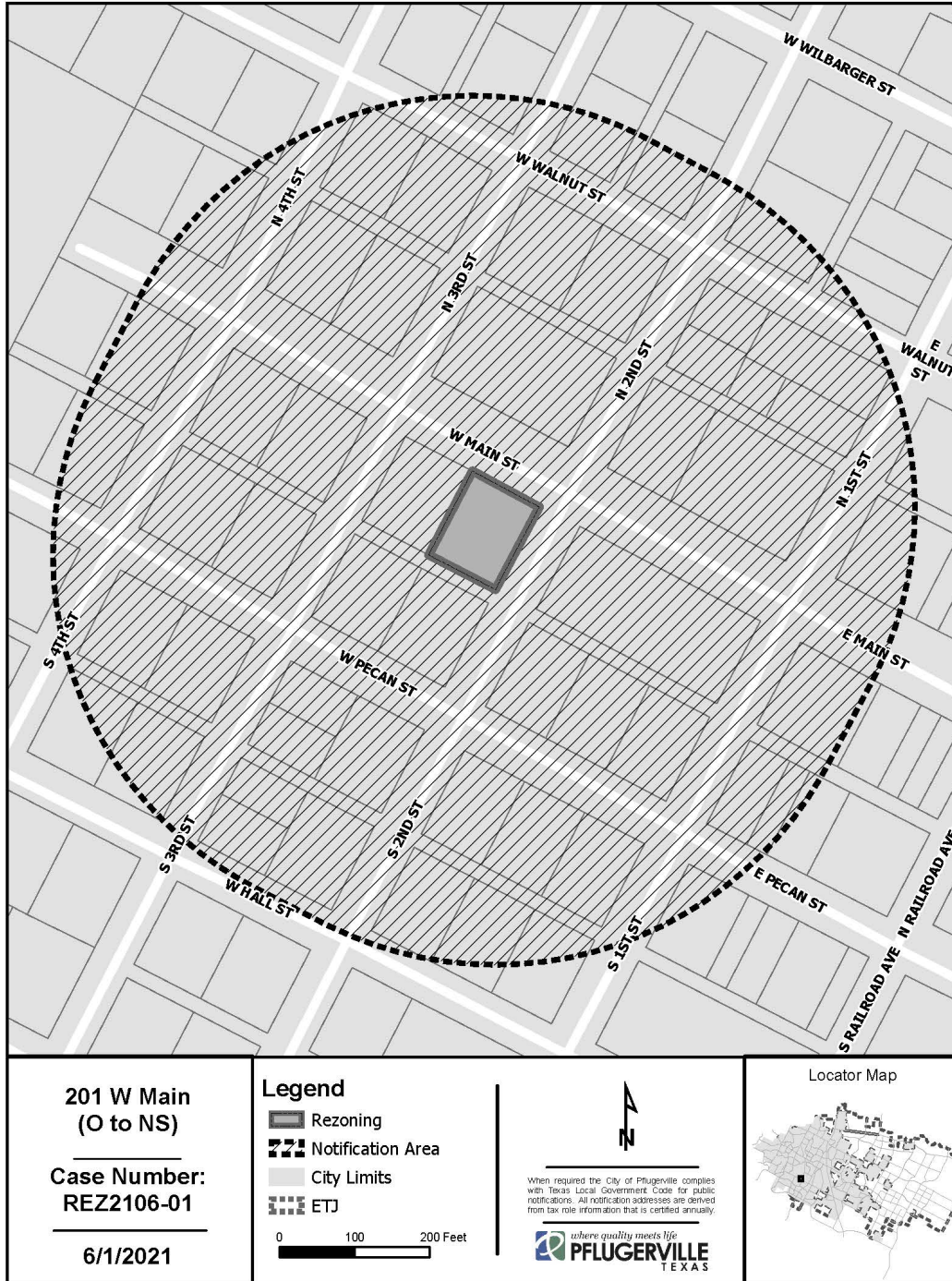
Notification was published in the Pflag, notification letters were mailed to property owners within 500 feet of the property, and two signs were posted on the property. At time of staff report, one inquiry from the business owner on the northside of Main St has been received. He was most curious about the differences in the districts and the potential impacts to his property but did not object to the rezoning. Two other inquiries have been received from other property owners in the area, they did not object and were seeking general information regarding the case.

ATTACHMENTS:

- Notification Map
- Zoning Map
- Survey
- Subject Site Photos
- Applicant Request

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NOTIFICATION MAP:



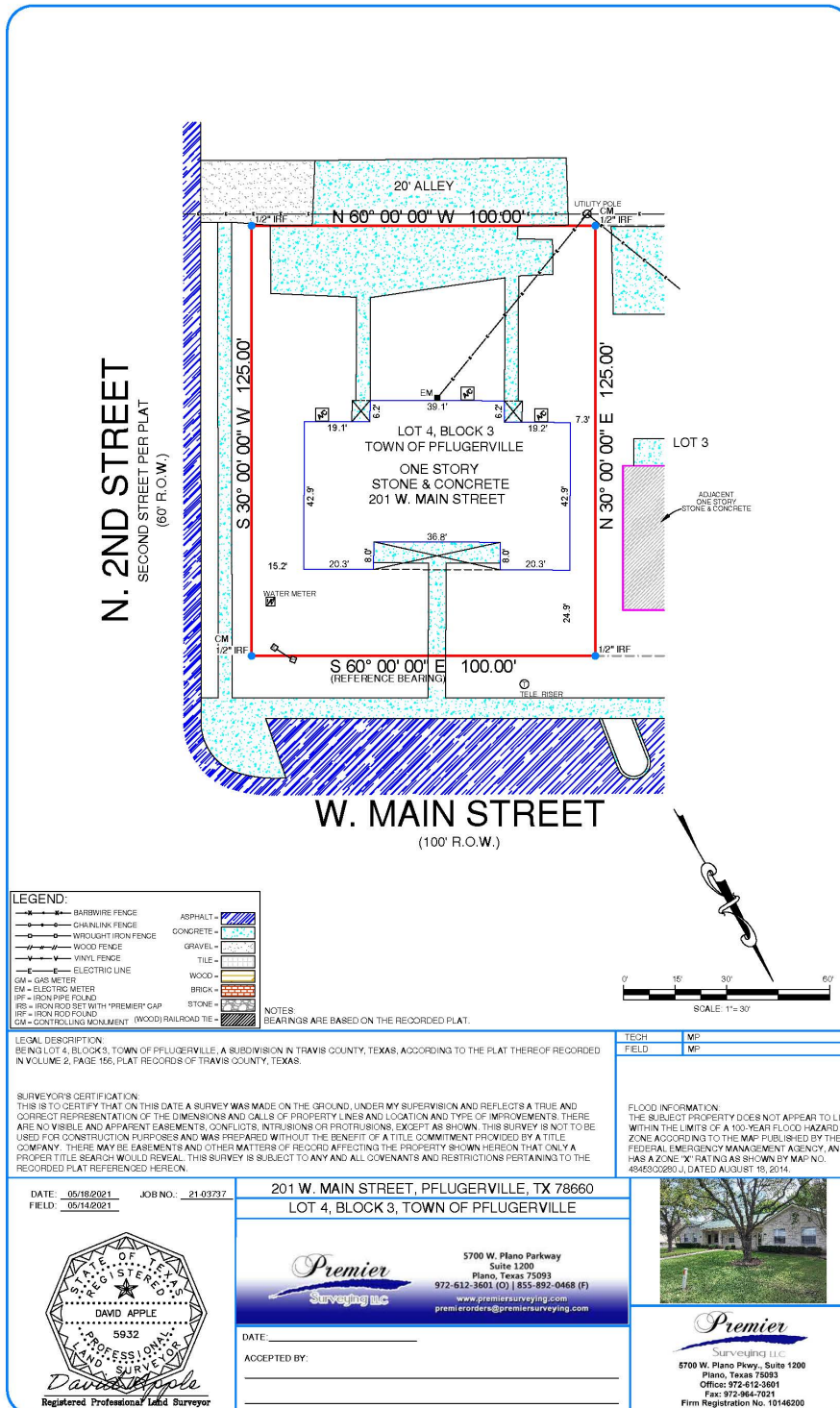
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ZONING MAP:



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SURVEY:



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SITE PHOTOS:

SUBJECT SITE:



Looking south onto the property from the north side of W Main St.



Looking at the property from the NE corner of the W Main St and N 2nd Intersection

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Looking east onto the subject site



Rear/Alleyway behind the subject
lot

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Looking north. Subject site is on the left



The properties and area to the north of the subject site. Across W Main St.



Property located east of subject site. Across N. 2nd St.



Pflugerville
Planning and Zoning
Commission

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APPLICANT REQUEST:

Donna Howell
4806 Greystone
Austin, TX 78731

May 26, 2021

City of Pflugerville
Planning and Zoning Commission
201-B E Pecan Street
Pflugerville, TX 78660

To Whom It May Concern:

My name is Donna Howell and I own three buildings in the Downtown District of Pflugerville; 104, 201 and 203 W Main Street. I have been privileged to own and manage the buildings for many years with many long-term quality Tenants.

Given my investment goals, I have decided now is the right time for me to sell the buildings and I have listed them for sale with my broker and leasing agent, Don Quick & Associates, Inc.

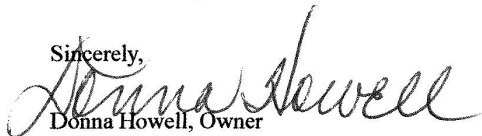
I have a special plan in mind for the 201 W Main Street building. This is the only building of the three that has two vacant suites. What this means is, it is a perfect building for an owner/user to purchase for their business use.

Without solicitation, we happened upon a potential buyer for the building. Blanca Rodriguez, of Stylin' Salon and Spa expressed interest in purchasing the building and has sent us an offer. She has been in business many years in the area and has been dreaming of purchasing her own space for her salon for the last year and a half. She adores the downtown location with abundance of trees and quaint atmosphere. Her business would be a great asset to the community.

The problem with this purchase is that it is contingent on the zoning. The building is zoned office. To allow for personal services, the zoning would need to be neighborhood services district, which is a higher and better use.

We would like to request a zoning change to allow for this use which would benefit all parties as well as the city. The Downtown District is changing and growing and we believe this new zoning will help shape the future of the area for the better.

Thank you for your consideration in this matter and we believe this zoning change would be a win-win for all parties involved.

Sincerely,

Donna Howell, Owner
201 W Main Street