

STAFF REPORT

Planning and Zoning:	6/1/2020	Staff Contact:	Ian Beck, Planner I
City Council:	6/23/2020	E-mail:	ianb@pflugervilletx.gov
City Council:	7/14/2020	Phone:	512-990-6303

SUBJECT: To receive public comment and consider an application for a Specific Use Permit for a proposed Brew Pub in the Downtown District on an approximate 0.86-acre tract located on the southwest corner of the N. Railroad Ave and E. Main St intersection; locally addressed as 115 E. Main St.; to be known as the 115 E. Main St Specific Use Permit. (SUP2004-01)

PURPOSE OF SPECIFIC USE PERMIT:

A specific use permit provides for a case-by-case review of the proposed land use to ensure compatibility with the surrounding uses as well as the Unified Development Code (UDC). A specific use permit is similar to a zoning request in that the application is considered at public hearings and allows for the public, Planning and Zoning Commission, and City Council to review and consider the proposed request based on the specific criteria outlined in the UDC.

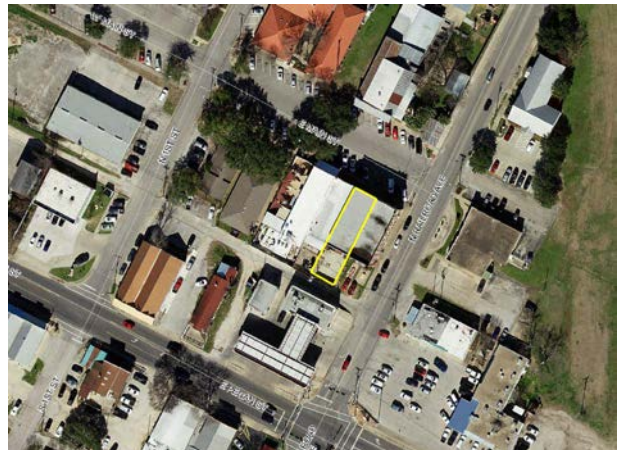
The Planning and Zoning Commission and City Council shall consider the following criteria in determining the appropriateness of the specific use permit request:

1. Whether the use is harmonious and compatible with its surrounding existing uses or proposed uses;
2. Whether the activities requested by the applicant are normally associated with the requested use;
3. Whether the nature of the use is reasonable; and
4. Whether any adverse impact on the surrounding area has been mitigated.

In granting a specific use permit, the City Council may impose conditions upon the proposed use.

LOCATION:

The address of 115 E. Main Street is located generally west of the N. Railroad Ave and E. Main St intersection, in the Downtown District (formerly known as the Central Business District). The building on-site is one of the original two-story buildings constructed in Downtown Pflugerville in 1907. The property is located between Freedom Machine Tattoo and Irelands Kingdom. The proposed Specific Use Permit only applies to 115 E. Main St and the outdoor area to the rear of the building.



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ZONING:

The property is zoned General Business 1 (GB1) and is also within the Downtown District Overlay (DD).

PROJECT DESCRIPTION:

The applicant has proposed to establish a brewpub at 115 E. Main St, which is located between Freedom Machine Tattoo and Irelands Kingdom along Main St. The proposed brewpub is anticipated to serve a variety of drinks, including exclusive craft brews created in-house, no preparation of food is anticipated at this time. In addition to occupying 115 E. Main St, the applicant intends to revitalize the existing patio in the back of the building to provide a family-friendly destination with the inclusion of outside games, a food truck location and new furniture and shade to enhance the gathering space. Improvements to the building will be ADA compliant to ensure connectivity and walkability for all guests. The brewpub will utilize the first floor for the brewery and beer production while the second floor will contain the tasting room.

Land Use: According to the Unified Development Code, a brewpub is a restaurant-brewery that sells more than 25% of its beer on site for on premise consumption. The beer is brewed primarily for sale in the restaurant and bar. The beer is often dispensed directly from the brewery's storage tanks. Where allowed by law, brewpubs often sell beer "to go" and/or distribute to offsite accounts. Due to staff, not being able to project the total number of alcohol sales the brewpub proposal is being considered as a bar/tavern for review. The base zoning General Business 1 (GB1) allows for a bar/tavern by right however, being within the Downtown District Overlay, a bar/tavern may only be permitted if approved through a Specific Use Permit.

The establishment has proposed the following hours of operation:

- Monday : Closed
- Tuesday-Thursday: 12pm to 8pm
- Friday & Saturday: 12pm to 12am
- Sunday : 12pm to 8pm

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The City does not currently restrict hours of operation for land uses, including bars. The Texas Alcohol and Beverage Commission (TABC) does enforce hours of sale/service of alcoholic beverages based on permit type, and therefore if approved, the proposed bar will be subject to the TABC requirements.

Parking: Based on the Downtown Parking Study, the property currently has 65 total parking spaces within the block fully built out. The Downtown District Overlay requires a minimum of 50% of the required parking to be provided offsite with preference given to parking in front of the site, within 200 feet of the site and in surface lots within 400 feet of the site. At this time, the proposed Specific Use Permit would not require any additional parking spaces to be constructed as the existing parking is satisfied per the requirements of the Downtown District Overlay.

Structural Modifications and Landscaping: No external structural modifications are proposed to the building at this time. Enhancements to the outdoor area will occur, but are not anticipated to be major changes. Modifications will include new fencing, seating, shading and a new food truck location to create a family-friendly environment for the brewpub. The applicant plans to alter the second floor of the building's interior to create a two-story space within the entryway. A platform lift per TAS regulations will be installed to meet TAS compliance for the second floor tasting room.

Signage: No signage currently exists on site. The sign requirements of the Downtown District overlay will apply for any new or additional signage.

LAND USE COMPATIBILITY:

The proposed brewpub is located in the adjacent building to the Freedom Machine tattoo parlor fronting along the E. Main St and North Rail Road Avenue intersection. The building is surrounded by commercial uses including restaurant, retail, personal service, government, and bar/tavern/entertainment. As with the subject property, the surrounding zoning is General Business 1 (GB1) with Downtown District Overlay (DD). The site is located within close proximity to three other bar/taverns in the area, with Hanover's Draught Haus located across Main St, and Marshall's Tavern and Red Rooster located on Pecan Street. As proposed, the brewpub will sell a variety of drinks; including exclusive craft brews created in-house and is required to obtain all required state permits for alcohol sales. The use of the outdoor patio as part of the use will encourage patron interaction outside and may help to encourage patronage by passersby. The proposed land use will be an additional destination land use in the downtown and is not anticipated to have a negative impact on surrounding land uses.

OLD TOWN VISION REPORT:

As presented, the proposed small business use appears consistent with the stated desired characteristics for the development of the area per the Old Town Report, which include:

- Be vibrant
- Be accessible
- Have a civic presence
- Be walkable
- Have a residential component
- Be a gathering place

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- Be green
- Have a distinct image and draw
- Be attractive for business
- Maintain historic features

STAFF RECOMMENDATION:

Located centrally in the commercial core of the Downtown District, the proposed brewpub is anticipated to be a destination and gathering place that will attract patrons to the area. The hours of operation for the brewpub will be Tuesday through Sunday with the brewpub opening at noon and closing no later than midnight. Parking remains to be a challenge in the downtown area however, on-street parking is available along East Main St, North Railroad Ave and North 1st St. The enhancement and use of the outdoor patio area is anticipated to add interest to the site, and offer an opportunity to attract passersby. Given the hours of operation, noise is not anticipated to be an issue, but nothing provided herein precludes enforcement of the existing noise ordinance. The proposed brewpub may achieve many of the desired characteristics as identified in the Vision Report for Old Town including the establishment of a small, locally owned destination business within the downtown. Staff recommends approval of the request with no specific conditions.

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NOTIFICATION:

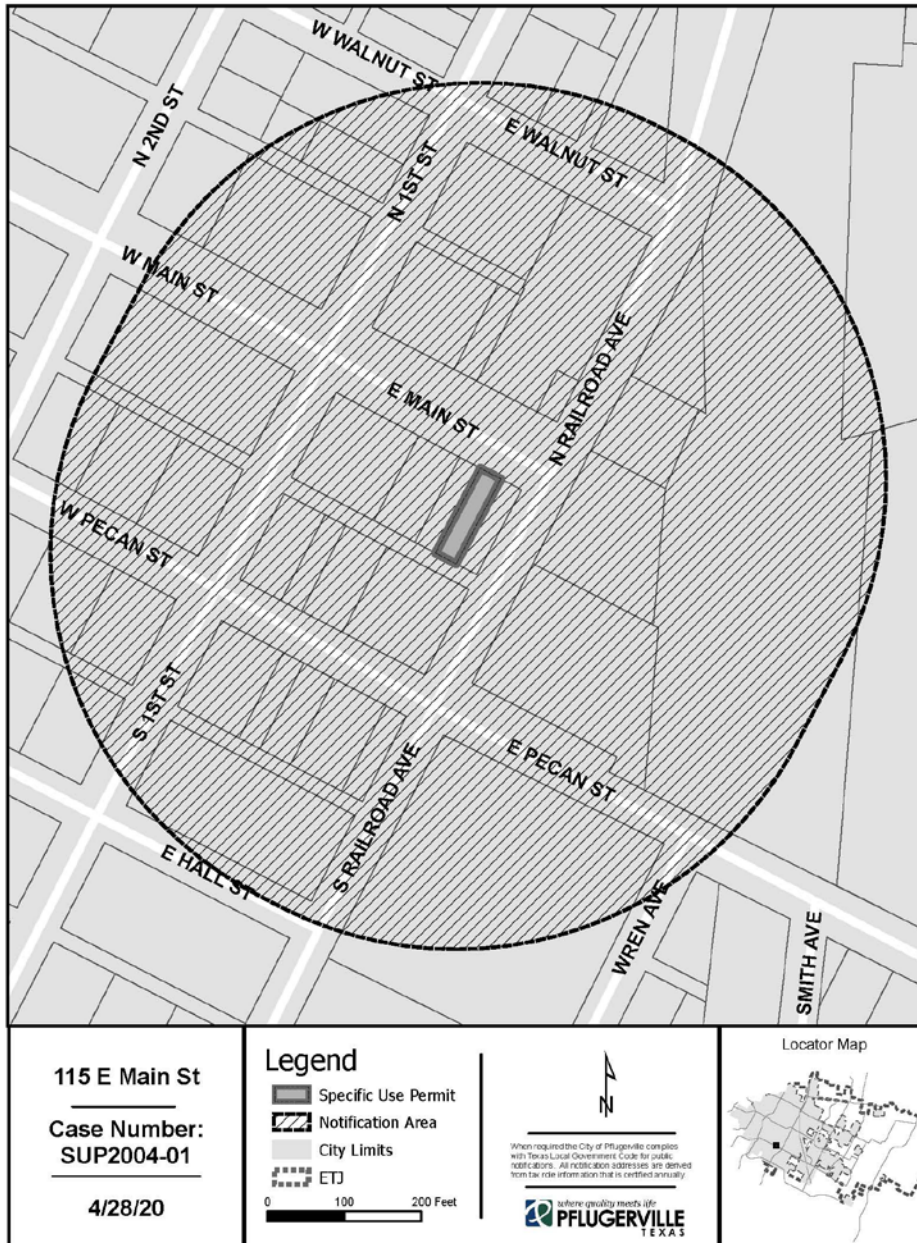
Notification letters were sent to property owners within 500-ft. of the proposed site. A sign was placed on the property and a public notice appeared in the Pflugerville Pflag newspaper.

ATTACHMENTS:

- Notification Map
- Applicant Project Description
- Proposed Location
- Survey

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NOTIFICATION MAP:



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APPLICANT PROJECT DESCRIPTION

Honorable Mayor Victor Gonzales,
Honorable members of City Council,
Honorable members of the Planning and Zoning Commission,

My name is Troy Dudley and I grew up in Austin, TX. My family and I currently live in Round Rock, TX and we recently acquired a beautiful historical building located at 115 E. Main Street in Old Town Pflugerville. We're a start-up small business and are attracted to the family and dog friendly community in Pflugerville. We are looking forward to establishing a business downtown to complement the existing dog park and grow with the community that has been named one of America's best places to live. A downtown brewery with outdoor activities will continue to complement this distinguished title.

My wife and I are both working professionals, each with 20+ years in high-tech industry. Our children are 8 and 11 years old. We also have a 9-month-old puppy. I served as a board member of Austin's oldest car club's "Spokes" that has been around since 1951 and have over 300+ members. Drawing inspiration from the great breweries of Germany, our business will be a brewpub named Prost Alehouse that is intended to be the neighborhood community gathering place.

We proposed a new use for the existing building located at 115 E. Main Street in Old Town Pflugerville. The existing 4800sf building was previously a Day Care and we propose the change of use to Brewpub. This will require a Specific Use Permit as part of the Downtown District and Overlay. Prost Alehouse will contain a brewery, small tap room, and family friendly outdoor patio. We intend to maintain the existing building's historic exterior and revitalize the back lot to be used as an outdoor patio for family friendly games and gathering. Improvements to the building will also include ADA compliant entries.

The hours of operation and all other business considerations will comply with all TABC license requirements. In creating Prost Alehouse, we hope to build a community of family friendly, sports and motorsport enthusiasts. The brewpub will feature a variety of drinks, including exclusive craft brews created in-house, for a truly unique experience. We will partner with Spokes car club and other community groups to provide a meeting space for weekly and monthly gathering. The patio revitalization, a major aspect of the business, will provide a family-friendly destination for both locals and visitors to Old Town Pflugerville. We will provide outside games such as 'teherball', 'giant jenga', 'cornhole' and 'giant games', etc and we will host rotating food trucks at the patio. We will have the outdoor patio space, shade, a welcoming staff, custom water bowls, and treats for our furry guests.

The proposed development of 115 E. Main Street will include minimal exterior development, leaving the building and site with its historic context and charm. The exterior of the building will be retained. The historic nature of the building is an asset to the business, and all development will emphasize the historic nature of the space. Signage on the front of the building will be designed to match the historic nature and aesthetic of the building.

We believe our proposed use for this building is harmonious and compatible with the surrounding uses in Old Town Pflugerville as well as the Old Town Vision Report. Prost Alehouse would be a gathering place for locals and visitors, and it would provide a unique opportunity and compliment surrounding business in downtown. We intend to partner and working with surrounding business such as Pflugerville Taco

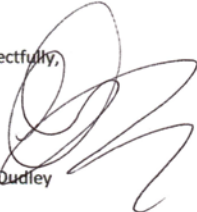
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APPLICANT PROJECT DESCRIPTION CONT'D.

House for food options that will benefit all. The brewery, with its collection of exclusive beers, will attract visitors from neighboring cities. Prost Alehouse would be available for private events as well as hosting community events for watching sports and motorsports. The proposed design will maintain all of the historic features of the building and site while improving the accessibility, interior conditions, and general upkeep of the space. The nature of the proposed business is reasonable given its location in Downtown Pflugerville near other establishments of similar nature.

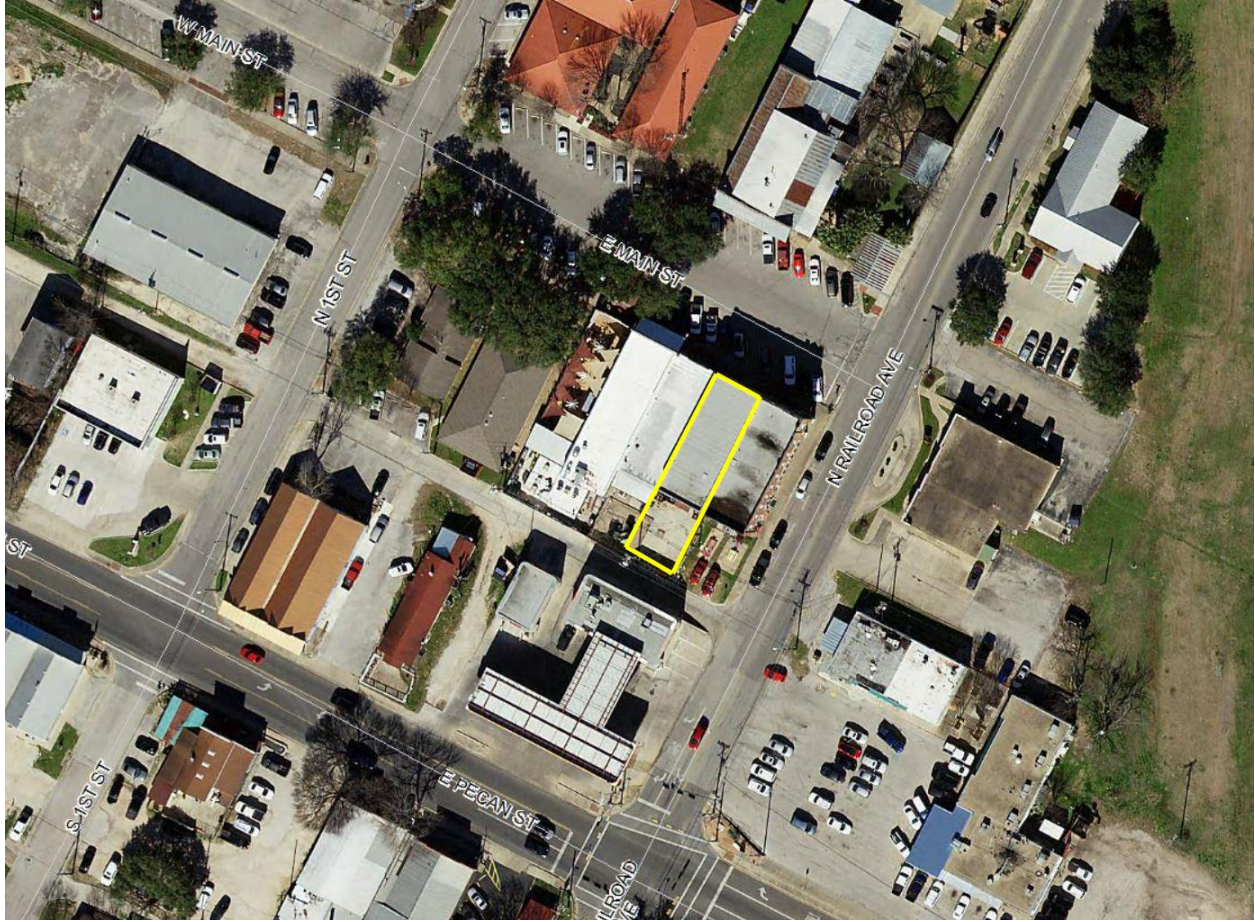
Prost Alehouse will provide a distinctive, welcoming space in Old Town Pflugerville. Attracting visitors will create exposure for Old Town business and other local businesses.

Respectfully,


Troy Dudley

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PROPOSED LOCATION



SURVEY:

