

STAFF REPORT

Planning & Zoning:	5/1/2023	Staff Contact:	Samantha Fleischman, Planner I
City Council:	5/23/2023	E-mail:	samanthaf@pflugervilletx.gov
Case No.:	ORD-0710	Phone:	512-990-6323

SUBJECT: To receive public comment and consider an application to rezone an approximately 2.770 acres of platted land situated in the William Barker Survey No. 74, Abstract No. 109 in Travis County, Texas, from Retail (R) to General Business 1 (GB1); to be known as the Pflugerville Retail Center (2022-7-REZ).

SUMMARY OF REQUEST:

The applicant is requesting to rezone an approximately 2.770-acre tract of land located at 1300 Pflugerville Parkway from Retail (R) to General Business 1 (GB1).

LOCATION:

The subject property is located in the northwest corner of the intersection at W. Pflugerville Parkway and A.W. Grimes Boulevard, more specifically known as 1300 Pflugerville Parkway.



Location Map

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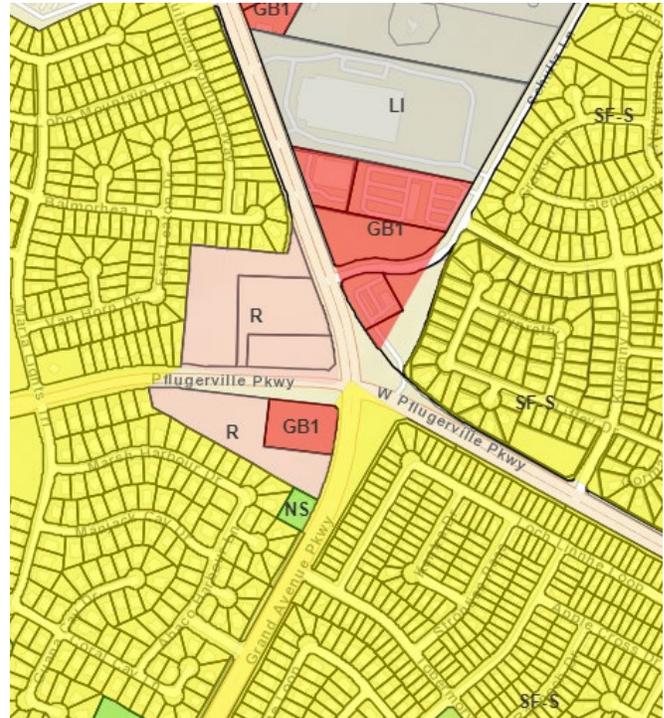
BACKGROUND:

The subject property is approximately 2.77-acres of an 8.673-acre tract of land, currently platted. The property was initially annexed into the City of Pflugerville in 2006 (ORD 854-06-12-12).

The entire 8.673- acre parcel of land, divided into 3 lots, was zoned Retail in 2014 (ORD 1195-14-11-25). Per the Unified Development Code, the Retail district is intended to provide locations for various types of general retail trade, business, and service uses for services to one or more neighborhood. The Retail district should be located generally at the intersection of major thoroughfares and convenient to a residential trade area.

The applicant is seeking to rezone in order to use the subject property as a liquor store.

SURROUNDING ZONING AND LAND USE: The table below identifies the base zoning districts and existing uses for properties surrounding the subject parcel.



Zoning Map

Adjacent	Zoning District	Use	Comprehensive Plan
Current lot	Retail (R)	Car wash & gas station	Neighborhood Retail/Office/Commercial
North & West	Single Family Suburban Residential District (SF-S)	Single-family	Single Family Residential - Rural
Northeast	General Business 1 (GB1), ETJ	Gas station	Neighborhood Retail/Office/Commercial & Employment
East & Southeast	Single Family Suburban Residential District (SF-S)	Single-family	Single Family Residential - Rural
South	General Business 1 (GB1), Retail (R), and Single Family Suburban Residential District (SF-S)	CVS, Single-family	Neighborhood Retail/Office/Commercial & Single Family Residential - Rural

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carry the highest capacity of vehicles in the city. Pflugerville Parkway is one of the main east-west corridors through Pflugerville and provides a connection from communities in the east across SH 130 and the Greenlawn/IH 35 area as well as local communities.

PROPOSED ZONING:

The applicant is requesting to rezone the subject tract from Retail (R) to General Business 1 (GB1). Per the Unified Development Code, General Business 1 is defined as follows: The General Business 1 (GB1) district is designed to accommodate a full range of retail and office uses with a city-wide and even regional trade area. These types of commercial uses are conducted wholly within an enclosed building. The uses in this district have operating characteristics and traffic service requirements compatible with typical office, retail, shopping, and high-density residential environments.

UTILITIES:

The subject tract shall obtain water and wastewater services from the Southwest Waster Company.

STAFF RECOMMENDATION:

The current zoning of the property as Retail (R) emphasizes the intent of the land use on a neighborhood scale. In contrast, the General Business 1 (GB1) focuses on providing a full range of retail and office uses to be utilized throughout the city and on a regional scale. The scope of permitted uses included in General Business 1 are intentionally expanded to include a breadth of uses that are not suitable at the neighborhood level.

There are many land uses that overlap between the Retail (R) and General Business 1 (GB1) zoning districts which are permitted by right, such as daycare facilities, beauty shops and nail salons, and health and fitness centers. However, there are many uses that are permitted by right in General Business 1 (GB1) that are not compatible with neighborhood level uses, such as a convention center, automotive sales and rentals, and mortuary/funeral homes.

Additionally, the Aspire Pflugerville 2040 Comprehensive Plan classifies the subject tract as Neighborhood Retail/Office/ Commercial, which also highlights the intent of this location as serving neighboring and nearby residential areas. The intent Western Gilleland District is to attract local business opportunities and to support neighborhood relationships and stability. Through the Unified Development Code and the Aspire Pflugerville 2040 Comprehensive Plan, the location of the subject tract is highlighted to maintain and grow with land uses that are suitable at the neighborhood level. For these reasons, staff recommends denial of rezoning the subject tract from Retail (R) to General Business 1 (GB1).

CONFORMANCE WITH STRATEGIC PLAN:

Staff finds the proposed rezoning application meets the Economic and Infrastructure goals of the City's 2021-2025 Strategic Plan, including creating a fiscally sustainable city with a high quality of life, and preparing robust, resilient infrastructure.

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NOTIFICATION:

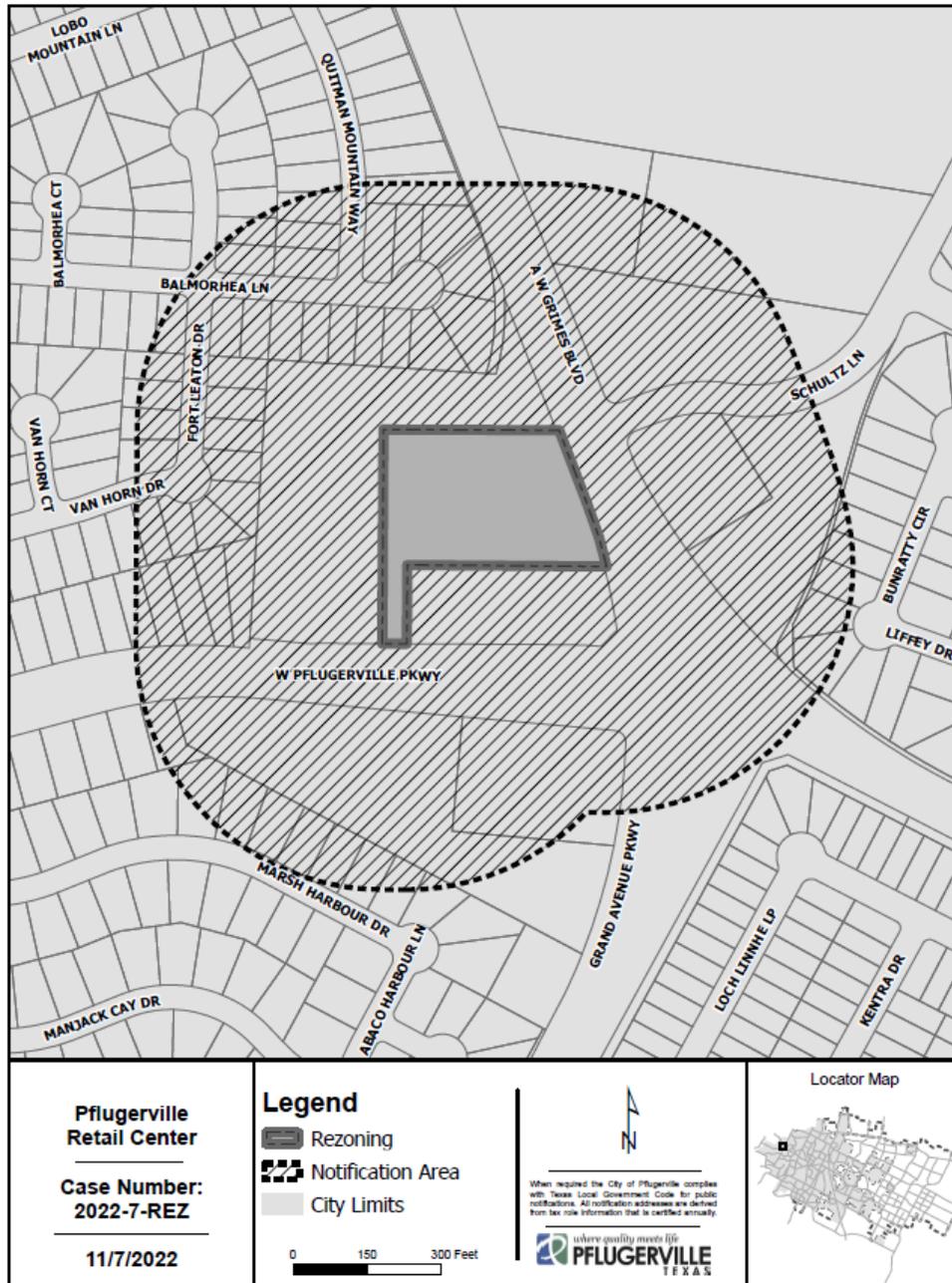
Notification was published in the Pflag, notification letters were mailed to property owners within 500 feet of the property, and two (2) signs were posted on the property. At time of staff report, no inquiries were received.

ATTACHMENTS:

- Zoning Map
- Future Land Use Map
- Notification Map
- Retail Development Regulations Chart
- General Business 1 Regulations Chart
- Neighborhood Retail/ Office/ Commercial Description
- Western Gilleland District
- Letter from Applicant

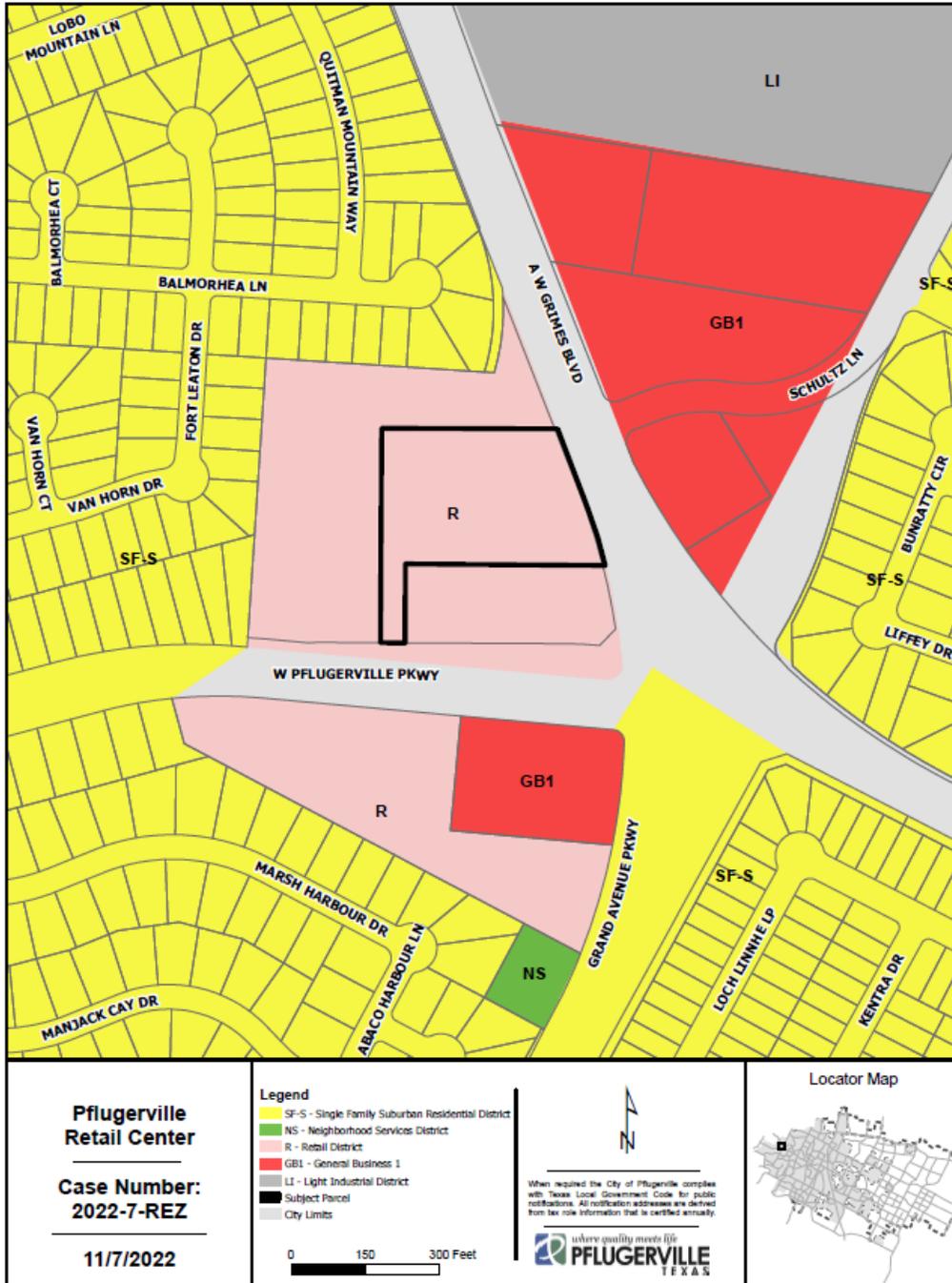
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NOTIFICATION MAP:



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ZONING MAP:



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FUTURE LAND USE MAP:

