

STAFF REPORT

Planning & Zoning: 11/3/2014 **Staff Contact:** Erin Sellers, Planner II
City Council: 11/11/2014 **E-mail:** erins@pflugervilletx.gov
Case No.: REZ1409-02 **Phone:** 512-990-6300

SUBJECT: To receive public comment and consider an application to rezone Lot 58, Block B, Cambridge Heights Commercial Subdivision, consisting of approximately 8.673 acres, from Agriculture/ Conservation (A) to Retail (R) zoning district; to be known as the Cambridge Heights Retail Lot 58 Rezoning. (REZ1409-02)

REQUEST: The applicant, Tim Moltz, on behalf of the property owner, Americo Financial Holdings L.L.C., are requesting a rezoning from the interim zoning district of Agriculture/Conservation (A) to Retail (R) zoning.

LOCATION: The property is generally located at the northwest corner of A.W. Grimes and W. Pflugerville Parkway.

BACKGROUND:

The property was first subdivided in 2002 as Lot 58, Block B, of the Cambridge Heights Commercial Subdivision, and was located in the City's extraterritorial jurisdiction (ETJ) at the time of platting.

Summary:

- 2000 – Americo Financial Holdings L.L.C., the property owner of the subject site, conveyed 4.11 acres of right-of-way to the City of Pflugerville by for the purposes connecting Pflugerville Loop [renamed W. Pflugerville Parkway] to Greenlawn Boulevard in Round Rock by way of Victoria Station Boulevard [renamed W. Pflugerville Parkway]. Refer to excerpt from the dedication deed in the attachments.
- 2002 – Subdivided as (9.89 Acres) Lot 58, Block B, of the Cambridge Heights Commercial Subdivision.
- 2006 – Annexed into the City per Ordinance No. 854-06-12-12
- 2008 – The City purchased 0.739 acres from the property owner, Americo Financial Holdings L.L.C. in order to ensure the alignment of W. Pflugerville Parkway with the Victoria Station Boulevard [renamed as W. Pflugerville Parkway]

SITE ANALYSIS:

The subject property has frontage on A.W. Grimes and W. Pflugerville Parkway and is currently unimproved, commercially marketed, property. The subject site is located within Windermere's certificated area for water and wastewater. No portion of the site is situated within the 100-year floodplain delineated by FEMA FIRM panel #48453C0260J. As shown on the land title survey in the attachment, there is a 50' drainage and public utility easement surrounding the subject property on the north and west side, thus providing adequate buffering to the potential commercial development on the subject site.

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ZONING AND LAND USE:

The area was annexed in 2006 through a three-year annexation plan (ORD No. 854-06-12-12) and given an interim zoning district of Agriculture/Conservation (A) and would remain (A) zoning until such time a permanent zoning district is designated through standard rezoning proceedings. Since annexation, the subject site's zoning designation has remained in its holding district of Agricultural/Conservation. Currently, the subject site is unimproved, however based on the large lot configuration of the subdivision and its general location at an intersection of two major arterial roadways and a major collector, Schultz Lane, the subject site has an opportunity to serve the residential neighborhoods in the western portion of the City in terms of retail and neighborhood services. The adjacent zoning and existing land uses are provided in the table immediately below.

Adjacent	Base Zoning District	Existing Land Use
North	Single-Family Suburban (SF-S)	Single-Family Residential
South	Agriculture/Conservation (A) [Proposed – Retail (R)]	W. Pflugerville Parkway / Unimproved Large Lot
East	General Business -1 (GB1)	A.W. Grimes / 7-Eleven Gas Station, Unimproved
West	Single-Family Suburban (SF-S)	Single-Family Residential

Retail Zoning Purpose Statement within UDC:

As provided in the Code, “the [Retail] district is established to provide locations for various types of general retail trade, business and service uses for services to one or more neighborhoods. The shopping areas developed within an “R” district should utilize established landscape and buffering requirements and be limited to two stories in height. The “R” district and shopping areas should be located generally at the intersection of major thoroughfares and convenient to their residential trade area, with signage compatible with surrounding land use. In the “R” district, open storage as defined in herein shall be prohibited.”

TRANSPORATION:

The subject property has frontage on two major arterial roadways, Grand Avenue Parkway and W. Pflugerville Parkway. A Transportation Impact Analysis (TIA) may be required at the time of site development if the proposed development is expected to generate 2,000 or greater vehicle trips on the peak day, according to the latest edition of the Institute of Transportation Engineer’s Trip Generation.

COMPREHENSIVE PLAN:

The Comprehensive Plan, Preferred Land Use Vision Plan (Future Land Use Map) provides for a series of “Centers”, including Neighborhood, Community, Civic, and Regional Center generally located along major thoroughfares in order to supplement the broad brush strokes of the future land use categories. While the subject site is situated within the area designated for “Low to Medium-Density Residential”, the subject site, neighboring unimproved large commercial lot to the south, and existing commercial development east of the site, all contribute to the creation of what is referred to as a “Neighborhood Center” in the Comprehensive Plan. “Neighborhood centers provide a mix of two or more non-residential uses that are gathering spaces in the core of neighborhoods. Retail and offices in these centers provided goods and services to meet the needs of the immediate vicinity. The scale of the center is typically 50,000 square feet of non-residential space. The market catchment area for the retail is a two to three mile radius. [It offers] a range of services that are all within walkable distance for the surrounding neighborhood.” The Retail zoning district, in this

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geographic context with the subject site at the intersection of two major arterial roadways, is representative of a “Neighborhood Center”. Thus, the proposed rezoning is supportive of the Comprehensive Land Use Plan.

Consistency with Land Use Policy and Action statements in the Comprehensive Plan:

Policy 2.1: Establish neighborhood centers that have complimentary and integrated residential and commercial uses and amenities.

- Action 2.1.1: Provide new and infill development to accommodate basic retail services within walking distance of residential areas.

Policy 3.1: Ensure adequate opportunity for office, retail, and industrial development to meet projected future demand.

- Action 3.1.1: Evaluate existing zoning to ensure sufficient land supply for office, retail, and industrial use to meet projected 2030 population projections and regional market demands.

STAFF RECOMMENDATION:

The Retail zoning district is generally compatible with the adjacent land uses and is in accordance with the “Neighborhood Center” concept with the Comprehensive Plan, therefore staff recommends approval of the proposed rezoning.

NOTIFICATION:

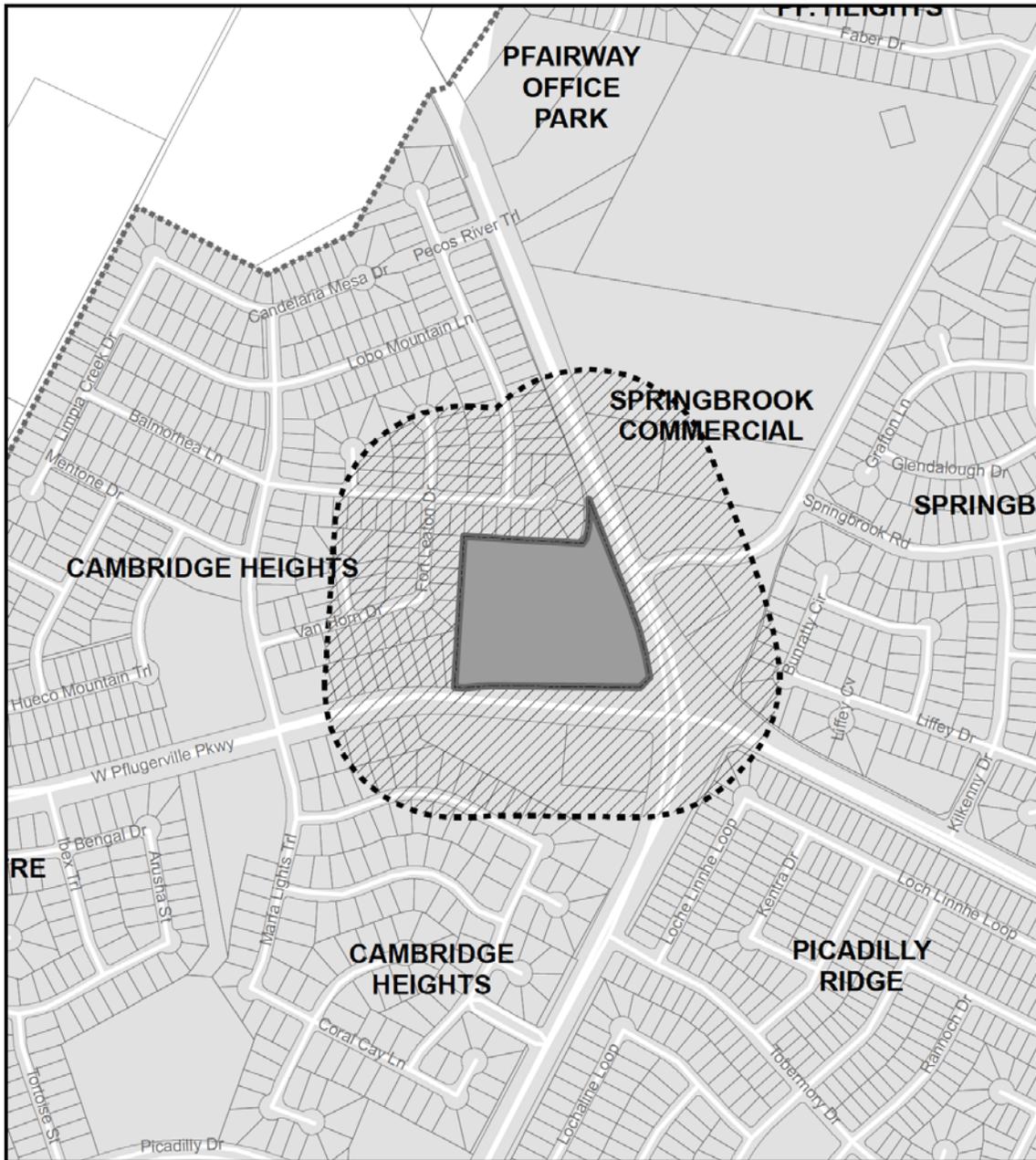
Newspaper Notification was published on October 22, 2014, notification letters were mailed to property owners within 500 feet of the property, and a sign was posted as required. A few general inquiries with no stated opposition was received regarding the proposed request at time of this report.

ATTACHMENTS:

- Rezoning Application – {Refer to separate attachment}
- Land Title Survey – {Refer to separate attachment}
- Notification Map
- Aerial Map
- Zoning Map
- Future Land Use Map
- Site Photos
- Excerpt of 2002 Final Plat
- Excerpt of Dedication Deed 2000

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NOTIFICATION MAP



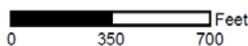
**Cambridge Heights Retail
 Lot 58 - Rezone (A to R)**

**Case Number:
 REZ1409-02**

09/29/2014

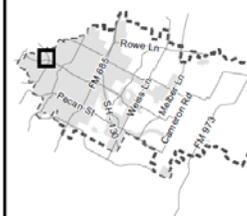
Legend

- Subject Property
- Notifications
- ETJ
- City Limits



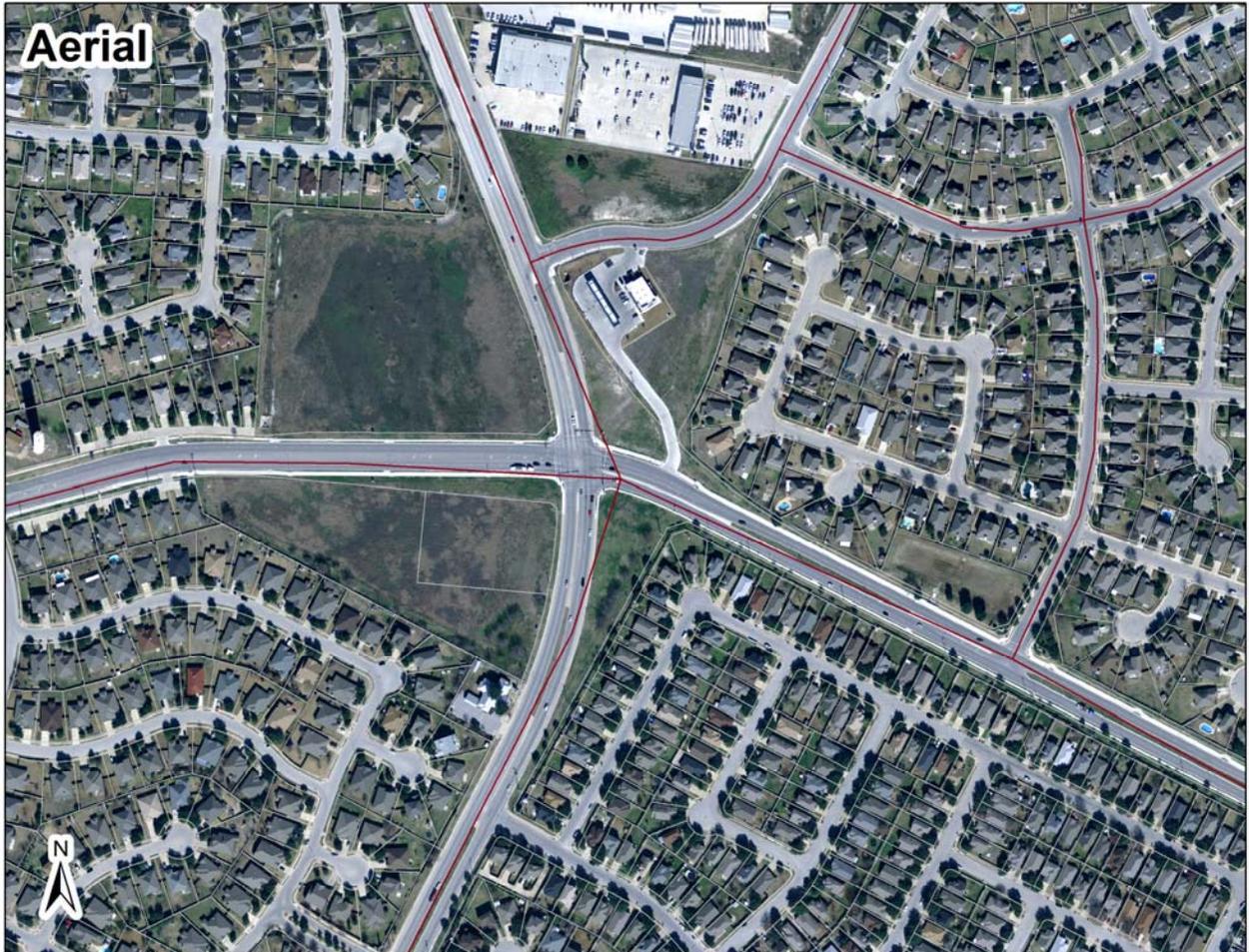
When required the City of Pflugerville complies with Texas Local Government Code for public notifications. All notification addresses are derived from tax role information that is certified annually.

Locator Map



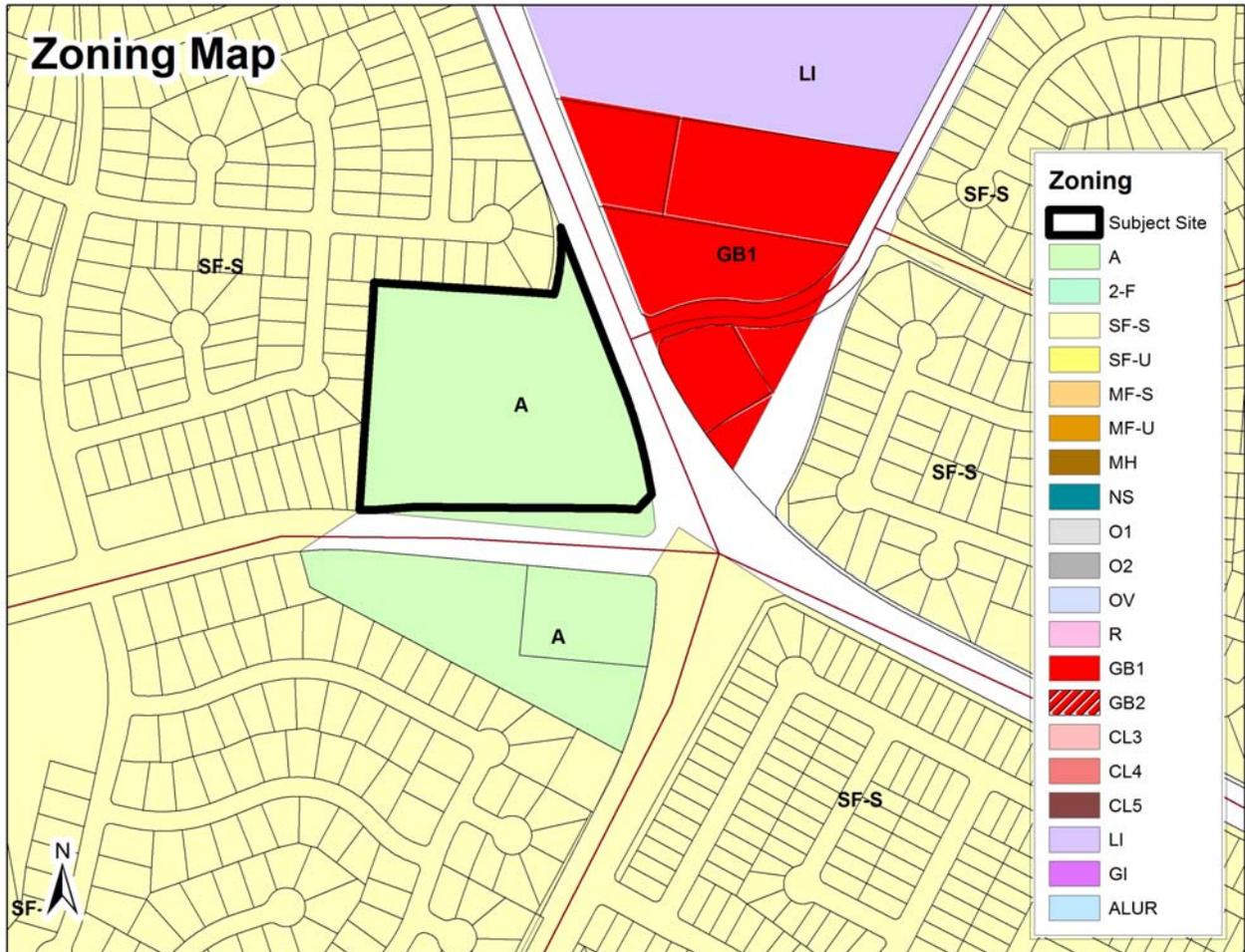
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AERIAL MAP:



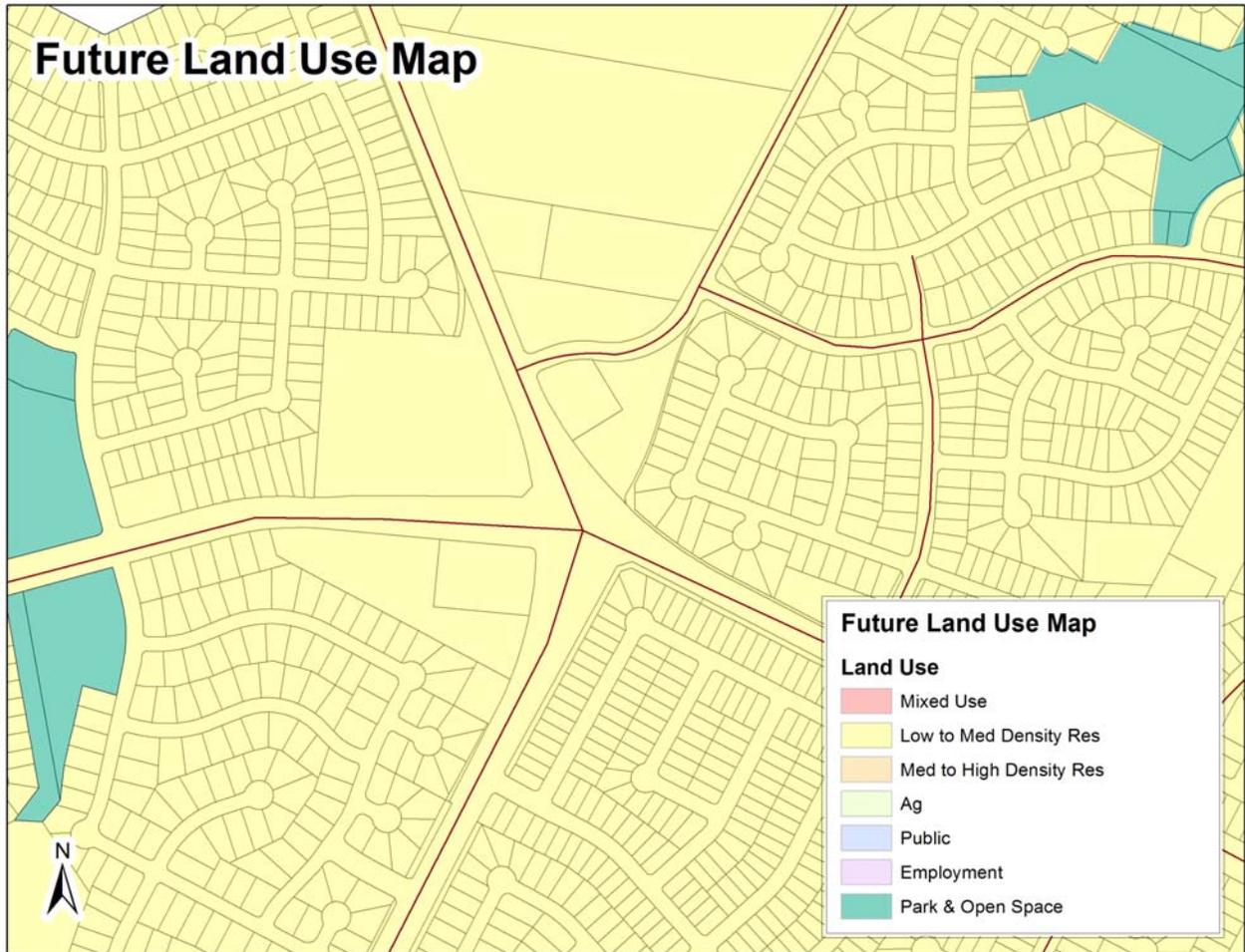
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ZONING MAP:



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(EXISTING) FUTURE LAND USE MAP:



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SITE PHOTOS:



Subject Property (Facing South on W. Pflugerville Parkway)



Subject Property (Facing West on Grand Avenue Parkway)

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East of Property



South of Property (Facing South on Grand Avenue Parkway)

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North of Property (Facing North on W. Pflugerville Parkway)



West of Property (Facing West on W. Pflugerville Parkway)

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EXCERPT OF 2002 FINAL PLAT:



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EXCERPT OF DEDICATION DEED SHOWING DEDICATED RIGHT-OF-WAY TO THE CITY:

