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December 17, 2021

Ms. Emily Barron
Planning & Development Services Department
City of Pflugerville
100 East Main Street, Suite 500
Pflugerville, TX 78660

Via Electronic Delivery

Re: PUD Zoning Request for 21101 F.M. 685 – a Planned Unit Development (“PUD”) zoning request letter for the 11.858-acre piece of property located at 21101 F.M. 685 in the City of Pflugerville, Travis County, Texas (the “Property”).

Ms. Barron:

As representatives of the owners and developers of the Property, we respectfully submit this request for permission to rezone the Property from A, Agriculture/Development Reserve, to PUD, Planned Unit Development. The proposed project is titled 21101 F.M. 685 and is located at 21101 F.M. 685 and also fronts State Highway 130. Per UDC 4.5.3.B, “Land with 20 acres or less shall require consent from the City Council prior to an application being submitted for a Planned Unit Development.” The Property is 11.858 acres in size and is therefore subject to this requirement prior to the submittal of the PUD zoning application.

The premise for requesting this waiver is that existing zoning categories would not sufficiently cover the mixed-use project as proposed by the developer and Property owner. An explanation of the limitations of the existing zoning categories as compared with a PUD zoning district follows this section. The proposed project will be mixed-use project, containing approximately 350 urban-style multifamily residential units, for-rent townhomes and commercial and retail uses fronting F.M. 685. The maximum proposed height for the project is 4 stories at the 685 frontage and transitioning lower towards the existing single family residential uses with a proposed maximum density of 35 dwelling units per acre. An estimated 1.3-acre earth-and-berm detention pond is proposed to make up the eastern boundary of the Property, acting as a natural buffer between the project and the single family residential homes directly to the east. Additionally, the density and height of the project will decrease from west to east, with the highest density units making up 4-story mixed-use urban structures along the highway, transitioning east to 3-story multifamily residential, and further east to 2-story townhomes

closest to the single-family homes. Between the 2-story townhomes, the proposed project would include a structure-free buffer zone.

The proposed project will incorporate open space in the form of multiple green spaces, a dog park, and amenity area featuring a resort style swimming pool with gathering spaces, outdoor cooking features and multiple seating locations. Parking is proposed to be built in tuck-under garages and surface parking lots at an average ratio of at least 1.35 spaces per unit. Access is proposed to be taken directly from the F.M. 685/SH 130 frontage road, with a connecting drive to the adjacent retail development to the north, with no vehicular access proposed through the neighborhood to the east. A Development Agreement with the City and adjoining retail project to the north was implemented so that mutual shared access was ensured between these land parcels.

The base district for the PUD will be Corridor Urban Level 4 (“CL-4”), and will be amended to accommodate the project. While strict compliance with the CL-4 and CL-5 zoning districts will allow for a multifamily product, they do not support the proposed project which includes a true mix of uses in an urban-style community with varying building types and scales. The only available avenue to achieve additional density under CL-4 and CL-5 is to provide a structure-parked, higher density project, which at this time is not feasible on the Property. We respectfully request the consideration of the superiority items that will be included as part of the proposed PUD project, as outlined below.

1. Development under the CL-4 and CL-5 zoning districts does not allow for the proposed project. Compliance with the site development regulations of these districts allows, in the case of CL-5, a much taller and in the case of both, a much denser project when a density bonus is utilized, which includes the construction of structured parking. This project proposes to include community benefits to achieve the additional density than would otherwise be allowed under CL-4 and CL-5 by right instead of just providing structured parking. The proposed project is of significantly reduced intensity than what can be attained with the density bonuses allowed under CL-4 and CL-5, not utilizing the density bonus program, which is 60 dwelling units per acre and 75 dwelling units per acre respectively, and is currently estimated to be less than 35 dwelling units per acre.
2. Decreased units-per-acre allowances for a project with CL-4 or CL-5 zoning would result in a purely multifamily residential project, meaning that the proposed project would be designed without a mix of uses, and without the proposed height transition zones to protect and respect the single-family residential neighbors to the east. By providing a variety of housing types, we believe that the proposed project would appeal to a broad audience of community members. Additionally, the proposed project would be able to take advantage of frontage on the highway, F.M. 685, which can better support the proposed commercial uses.
3. Utilization of the PUD zoning would allow for the development of a superior project that would better utilize the site by incorporating tree-lined streets with wider sidewalks than required by code, and on-street parking that will help to make this site a unique and urban-style development. The technique of using the urban streets, though more costly during construction, allows the distribution of landscaped trees that serve as shade for people and cars and promotes walkability within the proposed

project as well as to the adjacent retail to the north thereby capitalizing on a strong connection with the already built project to the north. We feel this connection helps to create a built-in clientele that will have to keep retail trips and revenue in town and in line with the goals of the City's Comprehensive Plan.

4. Under the CL-4 and CL-5 requirements the buildings and parking would be aggregated to meet a 60% lot coverage limit and would force the proposed project to be concentrated on one portion of the Property using a parking structure surrounded by apartments. This most likely results in a single, very large, attached building that will be more visually intrusive to the surrounding area, especially to the established single-family residential neighborhood to the east. The current PUD plan will decentralize the density and create smaller scale structures across the entire development while maintaining an urban feel, that allows a smooth transition from the two-story residential buildings to the east and the predominantly one to two story retail structures adjacent and to the north. Additionally, this proposed project can achieve an urban style feel with impervious cover estimated to be around 80% of the site area. This increased impervious cover is requested in exchange for the building layout outlined above as well as development of wider internal streets containing enhanced pedestrian zones as well as on-street parking to incorporate a portion of the proposed projects parking as opposed to the typical and aesthetically and environmentally inferior surface parking lots.
5. The entirety of the site is proposed to be capped at 4 stories in height as opposed to the 85 feet by right 120 feet with density bonus that is achievable in the CL-5 district, or 60 feet by right or 100 feet with density bonus that is achievable in the CL-4 district. Additionally, the PUD plan is proposed to further limit the building heights nearest to the single-family residential homes to the east with a no build zone that will include the proposed projects detention area and open space, followed by two-story townhome structures then transitioning into the four-story maximum building height. Under the existing CL-4 or CL-5 districts, this height transition would not be possible if the project had to aggregate the density over a required smaller lot coverage, which would then require a taller and more imposing structure would be visible from many more residential homes. We feel the PUD request achieves the desired urban feel while creating a buffer from the existing single family residential projects.
6. The urban village feel of the proposed PUD further promotes walkability by distributing the pocket parks and open spaces throughout the development so that walking from place to place is not only possible, but is encouraged and a pleasant experience for the community. If the project were to be designed under CL-4 or CL-5 regulations, all the open space would be provided in one concentrated area, reducing the "eyes on the street" effect as most residents would drive into a parking area or structure and enter the building without the need or desire to walk at street level.
7. In summary, the requested PUD is proposing the following superiority that would be defined by the following characteristics and required for the project if approved:
 - a. Mixed Use: The proposed project under the requested PUD would be a true mixed-use development that includes multifamily residential homes and town homes as well as:

- i. Third party retail uses; and
 - ii. Commercial frontage along the highway for a more urban-style design.
- b. Height: Height limitations and transition language
- c. Pedestrian Walkability: The project would be designed to promote pedestrian activity and walkability by:
 - i. Incorporating more internal sidewalks than required by code, increasing the width of those pedestrian zones and providing increased connectivity;
 - ii. Providing expansive areas for prevalent landscaped areas throughout the Property; and
 - iii. Promoting community gathering centers to promote the sense of place and increase social interactions with the use of pocket parks, picnic areas, etc.
- d. Amenities: The proposed project would provide increased amenities than what is typically required for multifamily residential projects under a standard zoning district:
 - i. The Unified Development Code requires five amenities; the proposed PUD plan currently proposes a minimum of 10 amenities.
 - ii. The multiple structures envisioned in the proposed project would allow amenities to be distributed throughout the project, as opposed to aggregated in one specific area adjacent to a singular larger structure.
- e. Transparent Planning Effort: The proposed PUD would allow the City and the community greater control and input into the project design, site layout, and building materials as opposed to straight zoning which allow the applicant to design towards the stated code requirements. City staff and community members will be fully aware and knowledgeable about the final outcome of the project even before approval of the site development permit.
- f. Screened Parking: The proposed PUD would require tuck-under structured parking, in addition to carports. Additionally, on-site parking would be screened as much as possible by the proposed structures on site.
- g. Compatibility and Scale: The proposed PUD is respectful of the adjacent single-family residential neighbors to the east, by designing cascading building heights, offering a mix of product type and increasing building setbacks, all of which reduce the perceived intrusive element of a mixed-use project that would be designed with CL-4 or CL-5 zoning districts.
- h. Connectivity: The proposed PUD would provide connectivity with the retail to the north that will enhance the overall project connectivity, and will provide both vehicular and pedestrian connections to that site that exceed code required minimums.

We believe that once developed, the proposed PUD would be an asset to the Pflugerville community. Central Texas is experiencing a significant housing shortage; the project would provide approximately 350 new homes for residents of Pflugerville in a mixed-use, pedestrian-friendly community with ample open space and amenities, and easy access to F.M. 685/SH 130. Established residents in the neighborhood to the east will be protected with landscape bufferyards and lower density structures a minimum distance of 90 feet away, an increase of more than double the minimum requirement for developments in the CL-4 district.

The following documents are included for review with this request:

- 1) Zoning Comparison Chart
- 2) Project Concept Presentation
 - a. Developer Overview
 - b. Project Concept Summary
 - c. Project Concept Renderings
 - d. Developer Relevant Experience

We respectfully request the waiver of the 20-acre minimum requirement to pursue PUD zoning. We look forward to the opportunity to present the developer's vision in greater detail on this uniquely situated property.

Please let me know if you or your team members require additional information or have any questions. Thank you for your time and attention to this project.

Very truly yours,



Amanda Swor

cc: Jeremy Frazzell, Planning and Development Services Department *(via electronic delivery)*
Robyn Miga, Planning and Development Services Department *(via electronic delivery)*
Zachary Johnston, Fairfield Residential *(via electronic delivery)*
Larry Lee, Fairfield Residential *(via electronic delivery)*