
STAFF REPORT

Planning & Zoning:	8/7/2023	Staff Contact:	Zainab Haider, Planner I
City Council:	8/29/2023	E-mail:	zainabh@pflugervilletx.gov
Case No.:	2023-5-REZ	Phone:	512-990-6644

SUBJECT: To receive public comment and consider an application to rezone an approximately 5.05 acres from the Agriculture/Development Reserve (A) district to Retail (R) district. The property is situated in the Jacob Casner Survey No. 9, Abstract No. 2753, generally located east of HWY SH130, south of Steeds Crossing, and west of Rowe Loop, locally addressed 1718 Rowe Lane, to be known as the 1718 Rowe Lane Rezoning (2023-5-REZ).

LOCATION: The subject property, locally addressed 1718 Rowe Lane, is generally located on the northwest corner of Rowe Lane and Rowe Loop, east of State Highway 130, and south of the Steeds Crossing neighborhood



BACKGROUND/REQUEST: The applicant is requesting for the approximately 5.05-acre property at 1718 Rowe Lane to be rezoned from Agriculture/Development Reserve (A) to Retail (R). The subject property is identified in the Aspire 2040 Pflugerville Comprehensive Plan as Neighborhood Commercial/Retail/Office. It was annexed by the City in 2007 and given the zoning designation of Agriculture (A), which is the zoning designation given to newly annexed land within the city. Staff finds that the rezoning request complies with the Aspire

Pflugerville 2040 Comprehensive Plan and is recommending approval.

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

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Adjacent	Zoning District	Use	Comprehensive Plan
North	Agricultural/Development Reserve (A)	<ul style="list-style-type: none"> Private residence 	Traditional Neighborhood
East	Single Family Mixed Use Residential (SF-MU)	<ul style="list-style-type: none"> Vacant (Lakeside Amenity Center approved) 	Parks and Open Space
South	General Business 1 (GB2)	<ul style="list-style-type: none"> Worth Hydrochem Corporation Motor City Tool & Die Laser- machining manufacturer 	Industrial
West	Agricultural/Development Reserve (A)	<ul style="list-style-type: none"> Life Storage - Pflugerville Luxury Auto Works Amazon Locker Committee 	Mixed-Use Commercial

The subject property is located on the northwest corner of Rowe Lane and Rowe Loop and is adjacent to commercial and industrial uses to the south and residential uses to the north and east. Land uses immediately adjacent to the property are listed above. To the southwest (diagonally across Rowe Lane) along Farm to Market 685 is Pflour Shop Bakery, The Spot Studio (a photography studio), Blackhawk Liquor, and Pflutto's Tavern. Further east there are also residential condominium developments, including the Villas at Rowe (Empire Communities). There is a also a single-family neighborhood to the southeast located in the Pflugerville ETJ (extra-territorial jurisdiction) and not within city limits.



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ZONING HISTORY: The property was annexed in December of 2007 by Ord. No. 920-07-12-11 and subsequently zoned to Agriculture/Development Reserve (A) with the annexation, which serves as the city's reserve zoning district upon annexation by Ordinance No. 547-99-06-08. The annexation was initiated by the City.

PROPOSED DISTRICT: The applicant is proposing to rezone the property from Agriculture/Development Reserve (A) to Retail (R). This 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 commercial areas developed within an R district should utilize to the maximum extent possible the existing landscaping on site to buffer from adjacent residential uses and be limited to two stories in height. The R district should be located generally at the intersection of major thoroughfares and convenient to a residential trade area, with signage compatible with surrounding land use. Buildings in the Retail district have a maximum building height limitation of 35 feet and open storage not permitted.

The Retail zoning district allows the uses as identified in the attached exhibit "Retail District Development Chart". The uses allowed by right in the Retail district include automotive repair shop, parking lot, wine bar, catering establishment, clinic, daycare facility, minor dry cleaning, financial institution, equipment and machinery sales, fitness center, laundromat, office, retail sales, reception hall, as well as personal services shops like barbershop, licensed massage therapy shop, nail salon, portrait studio among others. Additionally, the following uses are permitted with certain limitations: commercial animal establishments, car wash, commercial indoor recreation and entertainment, gas station, and restaurant. This report is specifically for a rezoning request for the subject property and is not a determination on what the final use will be.

COMPREHENSIVE PLAN: The Aspire Pflugerville 2040 Comprehensive Plan contains a Future Land Use Map which is intended as a guide for future development decisions. The Future Land Use Map (FLUM) identifies this property with the Neighborhood Retail/Office/Commercial category, as shown in the Comprehensive Plan exhibit. It is intended to provide neighborhood services to the residential uses in this area and is the only one with this comprehensive plan designation in this neighborhood. The comprehensive plan describes the proposed future land use as follows:

"The Neighborhood Retail/Office/Commercial future land use category applies to retail sites at the intersections of major arterial roadways that have traditionally served the convenience retail, service, office, and institutional needs of surrounding neighborhoods. Neighborhood Retail establishments include a variety of retail and personal service businesses that meet the daily needs of the residents. This development type generally includes small or medium- scale development ranging from 1,500 square feet to 45,000 square feet and one to two stories in height.

"Not all corners of an intersection may be developed with commercial uses; however, a quadrant will typically be anchored by a small-scale grocery store, drug store, or gas station. Adequate transitions in building setback and height must be considered when development is proposed near neighborhoods."

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Additionally, as an extension of the City's Comprehensive Plan authority there is an adopted Water and Wastewater Master plans. In those plans, this area is called out as being in the Wilbarger Sewer Basin and is within the city's CCN for wastewater service.

City Council Strategic Goals: 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.

Commons District: The comprehensive plan additionally establishes a districts-based approach to initiate steps to achieving more complete neighborhoods. The 16 neighborhood districts are larger areas of activity that generate distinct environments. These districts are meant to serve as a framework for contemplating city services and investment in the future, specific to different areas of the City. The subject property is located within the Commons District, which is described as follows:

"The Commons District sits along a ridge between the Wilbarger and Brushy Creeks watersheds, with Hutto located immediately to the north. It presents a unique mixture of residential uses that show how the market has begun to change with Pflugerville's growth. Multiple older neighborhoods with large estate/rural lots are scattered through the district, with newer suburban residential neighborhoods emerging in between. Some of the older areas are beginning to transition, redeveloping as commercial or more intense residential uses. Public open spaces are somewhat limited, as is connectivity within the district and to adjacent areas of Pflugerville. State Highway 130 presents opportunities to leverage its frontage for retail and commercial development, while Rowe Lane is likely to emerge as a key east-west corridor in the future that can be used to better define the character."

Another goal listed in the Commons Neighborhood District is to:

"Invest in infrastructure as well as strategic deployment of incentives to support development along SH 130 as a commercial mixed-use area, albeit less intense than other areas due to limited site depth and proximity to low-density residential uses. Deploy use transitions for compatibility."

Use transitions in land use help to make the contrast between incompatible land uses less intensive. The Retail district provides a transition zone between the heavier industrial and commercial uses to the south, and the residential neighborhood to the north of the subject property.

Transportation: Rowe Lane is an approximately 60-foot minor arterial road. Rowe Loop is an approximately 50-foot local road and currently funded as part of the approved 2020 Transportation Bond Prop A for reconstruction to city standards. The construction on Rowe Loop is projected to occur from July 2024 to December 2025. Across the street from the subject property to the south of Rowe Lane are additional local streets, such as Algreg Street, which are also identified for street reconstruction.

Rowe Lane is planned as a 100-foot minor arterial in the Transportation Master Plan and will have four lanes when fully built out. The Capital Improvement Program reconstruction is complete for deceleration lanes on

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the Rowe Lane and State Highway 685 intersection. Future plans for Rowe Lane include a new signal for the Rowe Lane and Kennemer Drive intersection. There are long term plans for a future overpass to be built over State Highway 685 to connect Rowe Lane to the planned extension to the west of State Highway 685.

Traffic generation from any development that will come if the subject property is rezoned will be carefully considered by staff during the development review process. As part of the development review process, the City of Pflugerville requires all projects that will generate more than 2000 vehicle trips per day to prepare a Traffic Impact Analysis. Development proposals are required to make traffic improvements if one or more traffic conditions fails directly related to their development, to pay a traffic pro-rata share for other future required improvements needed due to the impact of their development and pay roadway impact fees. The fees that are paid will be used for Capital Improvement Program (CIP)'s projects to improve the roadways. The Aspire 2040 Comprehensive plan views this area as transitioning to more commercial and industrial uses, and CIP (Capital Improvement Program)'s transportation master plan prioritizes planning for greater traffic flow for this region.

STAFF RECOMMENDATION:

As Rowe Lane emerges as a major connection for the City, and undergoes reconstruction, expansion and extensions, it is anticipating growing commercial uses. The intersection of Rowe Lane is ideal for commercial uses because Rowe lane will be a 100-foot minor arterial with four lanes when fully built out, and eventually extend across State Highway 685 to the west with an overpass., It will serve as a major east-west connection for the city of Pflugerville.

This subject property is identified in the Aspire Pflugerville 2040 Comprehensive Plan's Future Land Use Map as Neighborhood Retail/Office/Commercial. The Neighborhood Retail/Office/Commercial category closely aligns with the Retail (R) zoning development district. This Future Land Use designation aims for a less intense commercial use that is meant to serve neighborhood retail needs rather than regional needs for the City. This description also applies to the Retail zoning district, which is meant to serve commercial needs of residents, unlike higher intensity districts like General Business 1 and 2 which allow for commercial uses that are serve a larger region.

Consistent with the Neighborhood District recommendations, the Retail district also provides a transition zone between the heavier industrial and commercial uses to the south across from Rowe Lane, and the residential neighborhood to the north of the subject property.

One of the land use goals in Chapter 3 of the Aspire Pflugerville 2040 Comprehensive Plan is to support resilient development patterns that encourage non-residential and residential developments to adapt and change with market needs and consumer preferences, avoiding future obsolescence. The Neighborhood District's detailed analysis of Rowe Lane and the surrounding neighborhoods foresaw the zoning changes which make the most sense for a neighborhood in transition.



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The Comprehensive plan also lists as a major goal “Economic Opportunities For All” and supports the development of businesses and people through continuous workforce development to sustain the growth of businesses in the community.

For these reasons, staff finds that the proposed zoning district is consistent with the Aspire Pflugerville 2040 Comprehensive Plan and recommends approval.

NOTIFICATION:

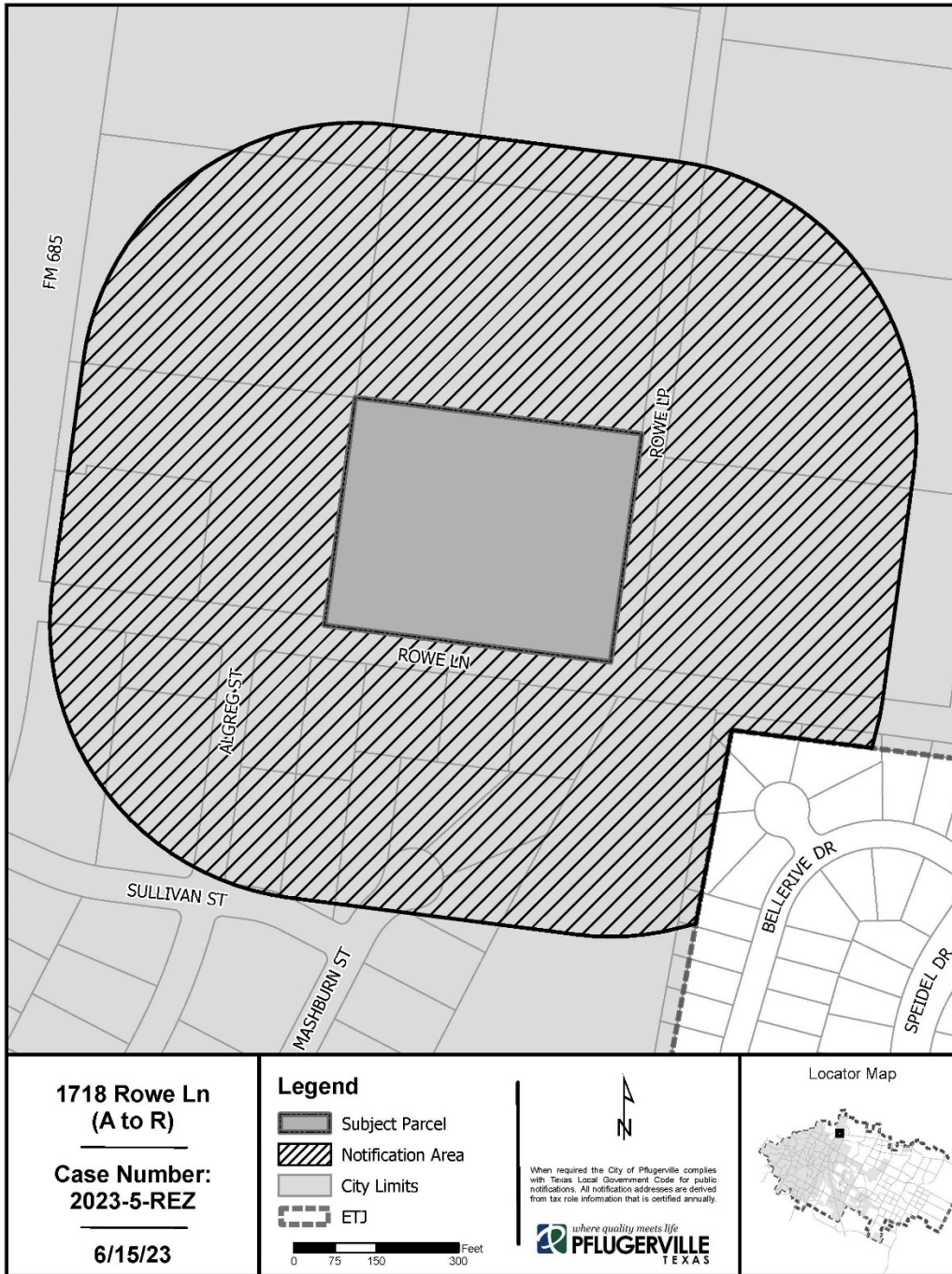
Notification was published in the Pflag, notification letters were mailed to 33 property owners within 500 feet of the property, and two (2) signs were posted on the property. At time of staff report, three inquiries were received.

ATTACHMENTS:

- Zoning Map
- Notification Map
- Comprehensive Plan Map
- Subject Site Photos
- Retail District Development Regulations

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NOTIFICATION MAP:



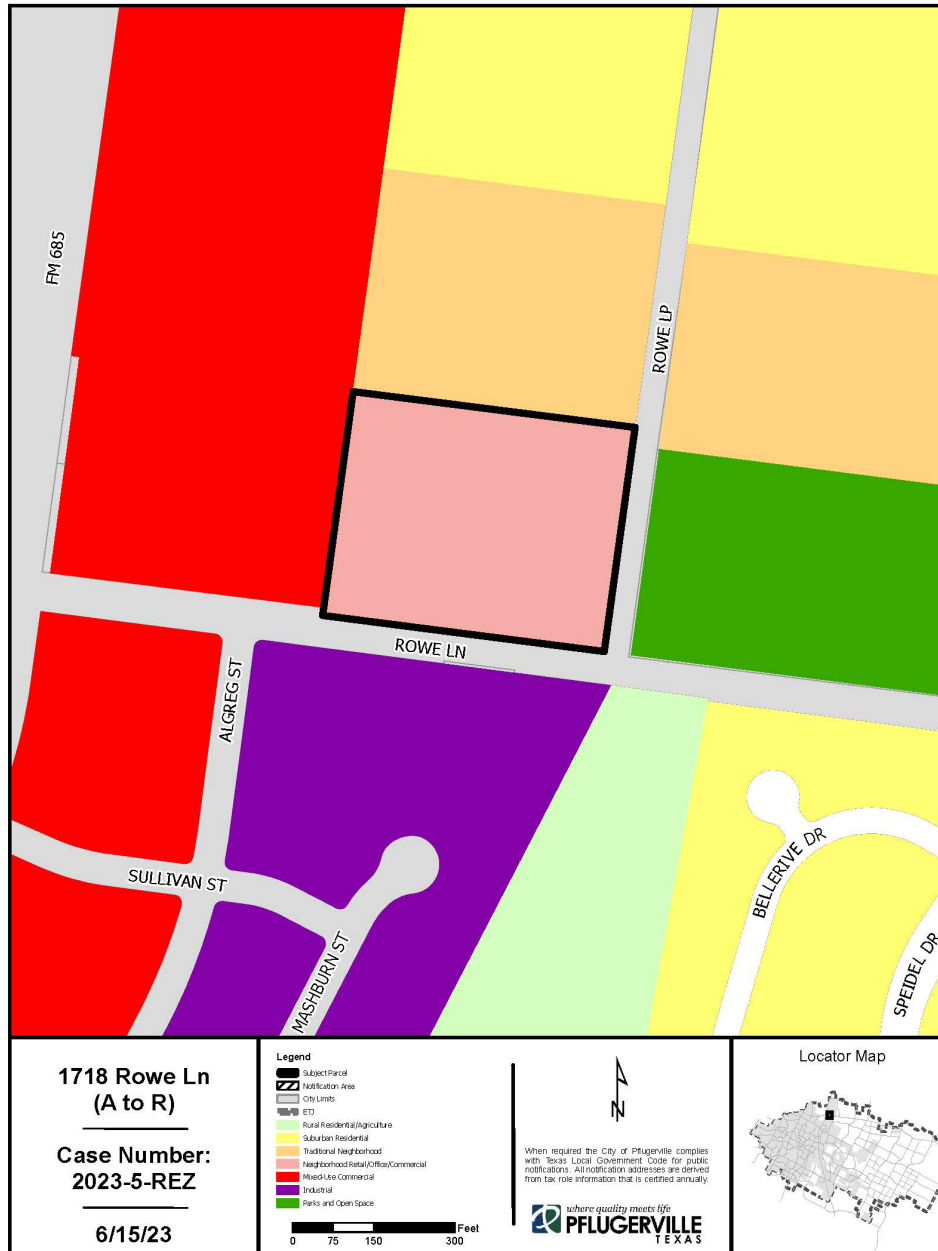
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ZONING MAP:



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COMPREHENSIVE PLAN:



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SUBJECT SITE PHOTOGRAPHS:

Facing west from Rowe Lane



Facing north from Rowe Lane



Facing northwest from intersection of Rowe lane and Rowe loop



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Retail (R) Development Regulation Chart

This 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 commercial areas developed within an R district should utilize to the maximum extent possible the existing landscaping on site to buffer from adjacent residential uses and be limited to two stories in height. The R district should be located generally at the intersection of major thoroughfares and convenient to a residential trade area, with signage compatible with surrounding land use. In the R district, open storage as defined herein is not permitted.

Residential Uses	Section 4.2
Permitted by Right	Assisted Living, Live Work Unit, Nursing Home/Skilled Nursing (Convalescent), Single Family Attached (3 or more) Townhome
Permitted with Limitations	Condominium, Multi-Family

Civic Uses	Section 4.2
Permitted by Right	Cemetery/Mausoleum, Civic Center, Government Facilities, Museum/Art Gallery, Park/Playground, Place of Worship, School: Private, Public, and Parochial, Theatre,

Commercial Uses	
Permitted by Right	Automotive Body Repair Shop (Collision Repair), Automotive Parking Lot/Garage, Brewpub/Wine Bar, Catering Establishment, Clinic, Daycare facility, minor dry cleaning, financial institution, Minor Equipment and Machinery sales and rental, Golf Course and/or Country Club, Health/Fitness Center, Hospital, Laundromat, Licensed Massage Therapy, Office: Administrative, Medical, or Professional, Personal Services: barbershop, beauty shop, dressmaker, fortune teller, licensed massage therapy shop, nail salon, portrait studio, shoe shop, tailor, or other similar shops offering custom service, Reception Hall, Retail Sales and Services,
Permitted with Limitations	Commercial Animal Establishments, Car Wash, Commercial Indoor Recreation and Entertainment, Gas Station, Restaurant,

Transportation & Utility Uses	Section 4.2
Permitted with Limitations	Utilities
Specific Use Permit Required	Wireless Telecommunication Facilities



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Dimensional Standard	
Minimum Lot Width	200 ft
Minimum Lot Size	NA
Front/Street Setback	15 ft
Minimum Side Street Setback (corner lots)	15 ft
Minimum Interior Side Setback	10 ft
Side setback abutting SF property	25 ft
Rear Setback	20 ft
Rear Setback abutting SF property	25 ft
Streetscape Yard	15 ft
Maximum Building Height	35 ft
Maximum Impervious Cover	80%
Bufferyard – UDC Sec 11.10	15 ft