

DATE: May 30, 2012

TO: Planning and Zoning Commission

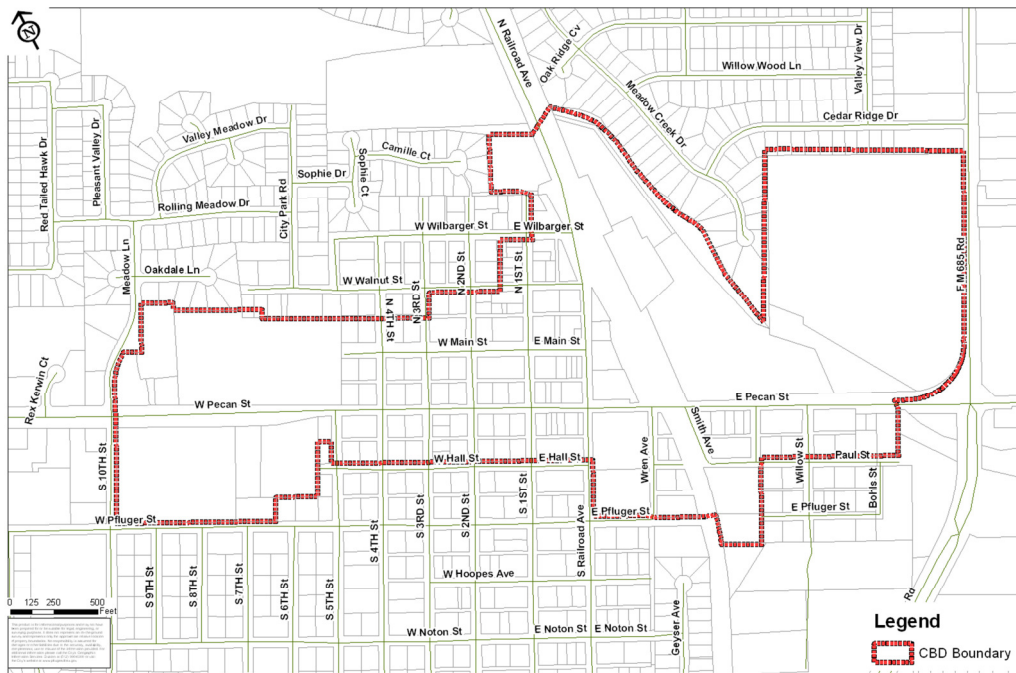
FROM: Jeremy Frazzell, Senior Planner

RE: Old Town – A History and General Overview

This item is a continuation of the staff lead presentations which are intended to provide information to the Planning and Zoning Commission about relevant planning topics. This item is also in response to recent discussions about the Central Business District and Old Town area.

**Central Business District Overlay District**

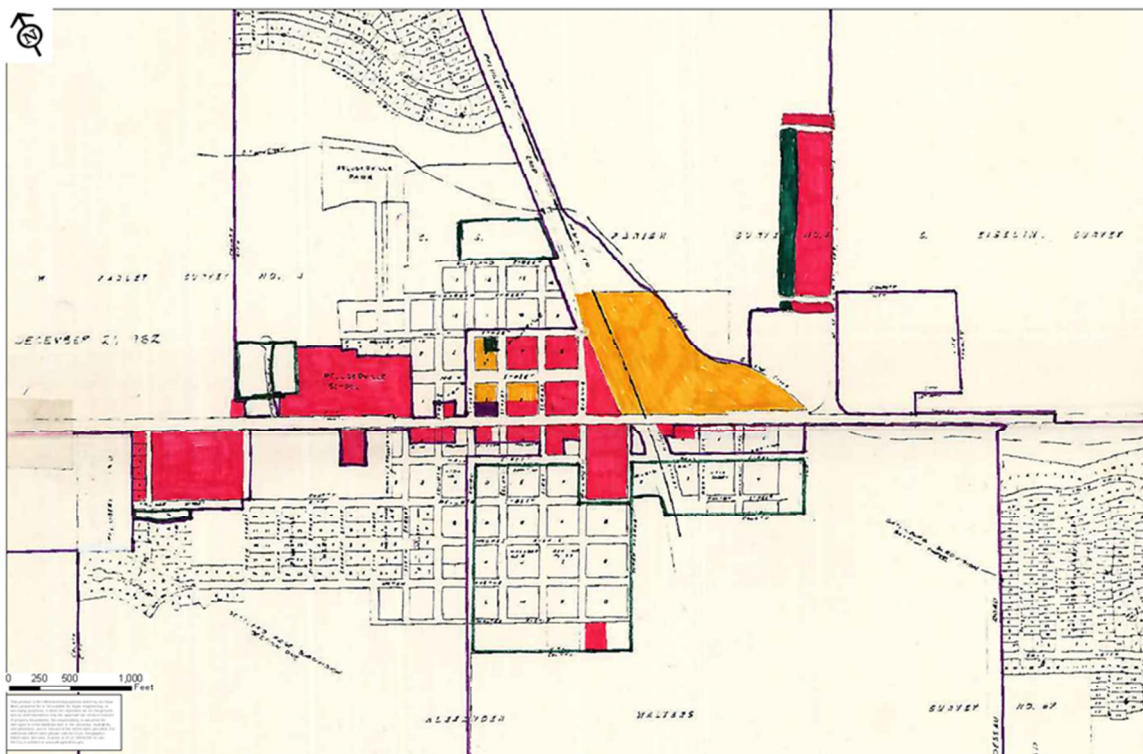
The Central Business District (CBD) is an overlay zoning district, outlined in Chapter 155, Subchapter B of the Code of Ordinances, applied to specific properties within the downtown area. Each parcel within the specified CBD boundary not only has a base zoning district from the Unified Development Code which dictates land use, but also has the CBD overlay which primarily regulates site design requirements. The existing boundary (see below) extends from Meadow Ln/S. 10<sup>th</sup> St. to FM 685 and approximately Gilleland Creek to Hall St.



In 2004, Chapter 155, Subchapter B was amended to include specific regulations for the Central Business District. The east, north and south boundaries were approximately the same as they are today, however the western boundary extended to Caldwell Ln/S. 12<sup>th</sup> St. Between the years of 2004 to 2007, the regulations were tweaked and additions were made to enhance the regulations. In 2006 an Architectural Review Board was created for development review and in 2007, the western boundary was retracted to its current location at Meadow Ln/S. 10<sup>th</sup> St.

### History of Downtown Efforts

The idea of a “downtown” in Pflugerville began with the first subdivision plat created in 1904. With a total of five blocks primarily between Railroad and Second St, narrow 30x125-ft lots were created and set the framework for a small downtown. In 1974, the first zoning ordinance was established with four districts: Residential, Multidwelling, Commercial and Industrial. An example of the zoning structure is reflected in the 1982 map provided below which identifies properties along Pecan Street zoned predominantly as commercial, industrial (along Main St. and east of Railroad) and residential.



Fast forward to 1999, a renewed interest in downtown emerged through a proactive rezoning along Pecan Street. With continued concerns about parking in the area, a consultant was contracted in 2002 to assess the parking situation and offer locations for new parking. The result was a rendering identifying how parking could be added and is what is used today when properties redevelop. In 2003, Envision Central Texas created a Concept Plan for Downtown Pflugerville which was followed by the creation of the Central Business District Overlay and Architectural Review Board. In 2004, a Downtown Master Plan was created to conceptualize

how the downtown could redevelop over time with suggestions for specific sub areas. Following the master plan, a request to rezone a residential property on Hall Street to allow for an office was denied in 2006 and sparked additional concern regarding boundaries. As a result of the rezoning request, staff initiated Downtown Summits in 2007 to further discuss options with the stakeholders on how to move forward. The input received at the meetings revealed additional work was needed to establish implementation steps.

### **Downtown Vision: Moving Forward**

In 2008, a consultant specializing in small downtowns was hired to help develop action strategies that the community could support for downtown. While boundaries remained a “hot topic”, the community was able to collectively identify “the top 10 desired characteristics” for Old Town which ultimately generated a vision statement and an action agenda.

The Action Agenda is divided into three different initiatives: Top 5 Action Initiatives, Staff Led Initiatives, and Other Initiatives. The agenda provides an understanding of the level of consensus, specific steps to take, an approximate time line and responsible agents for the action. A copy of the Action Agenda is included with this memo.

Since the Vision Report was approved in 2009, staff began “behind the scenes” work to address items listed in the action agenda. A housing and public infrastructure analysis of the older neighborhoods was initiated and a framework for a downtown zoning/conservation district was started. Discussion and a preliminary design for a pocket park next to City Hall and work towards a city-wide gateway signage plan was also started, but stopped due to a lack of funding. A diagnostic review is currently underway for the Unified Development Code and the CBD regulations and is expected to be complete by October. The analysis is expected to provide additional direction for addressing design related concerns throughout the City.

The sale of the city owned property at 102 S. Third St. and proposed rezoning is an impetus for reengaging in the action steps outlined in the Downtown Vision. The rezoning has opened the discussions regarding the CBD boundary again and per the Vision Plan will need to be vetted cautiously and likely after the codes have been diagnosed.