

STAFF REPORT

Planning & Zoning:	2/3/2020	Staff Contact:	Emily Fesette, Planner II
City Council:	2/25/2020	E-mail:	emilyf@pflugervilletx.gov
Case No.:	REZ2001-03	Phone:	512-990-6300

SUBJECT: To receive public comment and consider an application to rezone an approximate 2.2013 acre lot locally addressed as 201 N. Heatherwilde Blvd., from General Business 2 (GB2) to General Business 1 (GB1); to be known as Heatherwilde Office Condos Rezoning. (REZ2001-03)

LOCATION: The subject property, 201 N. Heatherwilde Blvd., is generally located on the northeast corner of N. Heatherwilde Blvd. and W. Pecan St.; generally located west of the Pflugerville High School Football Stadium and north of the currently vacant CVS Pharmacy building.

BACKGROUND/REQUEST: The subject property is Lot 1A, a re-subdivision of Lot 1, from the Milestone Pecan Street Subdivision Final Plat. The remainder of this parent tract is located to the east of the subject property. The property is located adjacent to other non-residential sites. There are two buildings currently on the property (not shown in the aerial image). They have been designed to support small offices and have the applicable parking for an office: administrative, medical, or professional, use.



The property was acquired by the applicant for purposes of establishing an office condominium. The applicant has the intent of developing more retail space on this property and would like to cater to land uses, not permitted in the General Business 2 (GB2) district, the current zoning district. Therefore, the applicant has proposed rezoning the property to the General Business 1 (GB1) district.

SURROUNDING ZONING AND LAND USE: The table below identifies the base zoning districts and existing uses for properties surrounding 201 N Heatherwilde Blvd.

Adjacent	Base Zoning District	Existing Land Use
North	General Business 1(GB1)	Office: Administrative, Medical, Professional
South	General Business 1(GB1)	Retail sales and services
East	General Business 2 (GB2)	Mini-warehouse/public storage

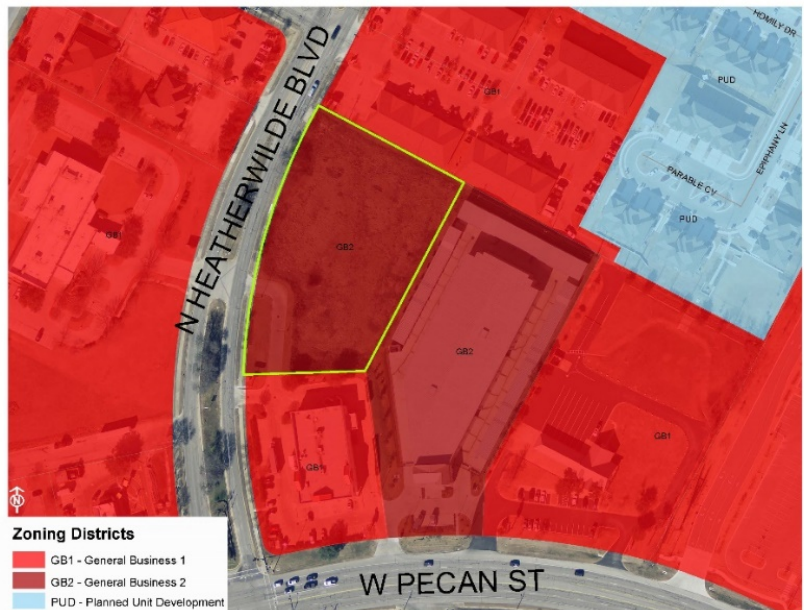
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West	General Business 1(GB1)	Office: Administrative, Medical, Professional
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ZONING HISTORY: The property was annexed in 1996 with a larger swath of land that extends to the north (ORD446-96-10-08). The property was originally zoned when it was a part of the original Milestone Pecan Street Final Plat. The parcel was re-subdivided in July, 2017 to the current lot configuration (Re-Subdivision of Lot 1 Milestone Pecan Street Subdivision Final Plat). The subject parcel is Lot 1A.

The existing zoning, General Business 2 (GB2) allows for a variety of commercial uses including, but not limited to:

- Athletic Facilities
- Automotive uses (excluding salvage yard)
- Contractor's Shop
- Dry Cleaning (Major and Minor)
- Machine Shop
- Office: Administrative, Medical, Professional
- Office/Showroom
- Small Engine Repair Shop



PROPOSED DISTRICT: The applicant has proposed to rezone the property from the General Business 2 (GB2) district to the General Business 1 (GB1) district for purposes of establishing a wider variety of retail businesses at the location, including uses that would fall under the Personal Services land use category. According to the definition in the Unified Development Code, the General Business 1 (GB1) district is established to create a district that is able to accommodate a full range of retail and offices uses with a city-wide and regional trade area. The uses in this district have operating characteristics and traffic service requirements compatible with typical office, retail, shopping, and high density residential environments.

The General Business 1 (GB1) District uses include, but are not limited to the following:

- **Permitted residential uses:** Assisted Living, Live Work Unit, Nursing Home/Skilled Nursing
- **Permitted non-residential uses:** Athletic Facilities, Automotive Sales and Repair, Civic Center, Day Care Facility, Dry Cleaning Minor, Event Center, Financial Institution, Government Facilities, Massage Therapy (Licensed), Mortuary/Funeral Home, Museum/Art Gallery, Office: Administrative (Medical or Professional), Park or Playground, Personal Services, Place of Worship, Reception Hall, Retail Sales and Services, School: Private or Parochial, Theatre.

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- **Conditional uses:** Condominium, Multi-family, Animal Establishments (Commercial) Restaurant, Car Wash, Commercial Recreation and Entertainment (Indoor), Drive-in/thru, Gas Station, Hotel, Mobile Food Park, Utilities.

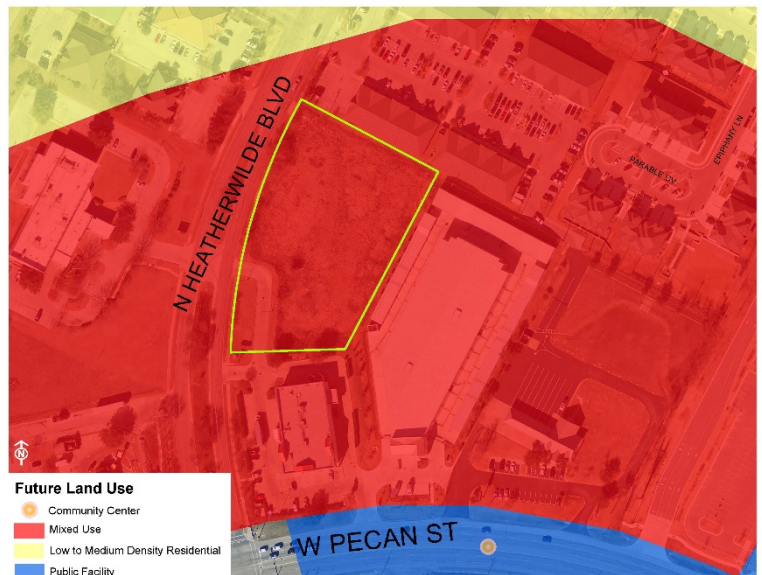
COMPREHENSIVE PLAN: The Preferred Land Use Vision plan identifies this area for Mixed Use development. It is also a part of the Community Center zone. Per the Pflugerville 2030 Comprehensive Plan (pg. 37), Community Centers provide a greater mix of uses between multiple neighborhoods, with a market catchment area of three (3) to six (6) miles. The retail and office spaces located within the Community Center provide the same goods and services as neighborhood centers but with a larger anchor square footage.

The proposed rezoning aids in achieving Goal 2 of the Land Use and Development Character Goals: Development (infill and new development) will be focused around a hierarchy of centers that will create a stronger sense of community, provide employment opportunities and shopping districts while reducing infrastructure costs. The policies related to the rezoning include:

- Policy 2.2: Establish community centers to be focal points providing services and facilities for multiple neighborhoods
- Policy 2.3: Establish regional centers that can attract and support the concentration and scale of major commercial and employment uses as well as complimentary residential uses
 - Action 2.3.1: Allow for increased development potential in existing regional centers and permit new centers to accommodate development opportunities and diversify nonresidential uses.

STAFF RECOMMENDATION:

The property is located in an area encompassed by similar zoning and land use types. The properties to the north, south and east are zoned General Business 1 (GB1), and are not anticipated to change land use or zoning in the near future. The adjacent property to the east is currently zoned General Business 2 (GB2) and is a storage facility. However, the surrounding properties are zoned General Business 1 (GB1) and contain commercial uses. The proposed General Business 1 (GB1) district is consistent with the zoning in the immediate area and is a less intensive non-residential zoning district than the General Business 2 (GB2) district allowing for less intense land uses. The proposed request to rezone to General Business 1 (GB1) is generally supported by the Comprehensive Plan through the mixed use and Community Center concepts reflected in the Comprehensive Plan, Goal 2 of the Land Use and Development Character Goals.



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Staff recommends approval of the request to rezone the property, locally addressed 201 N. Heatherwilde Blvd., from General Business 2 (GB2) to General Business 1 (GB1).

NOTIFICATION:

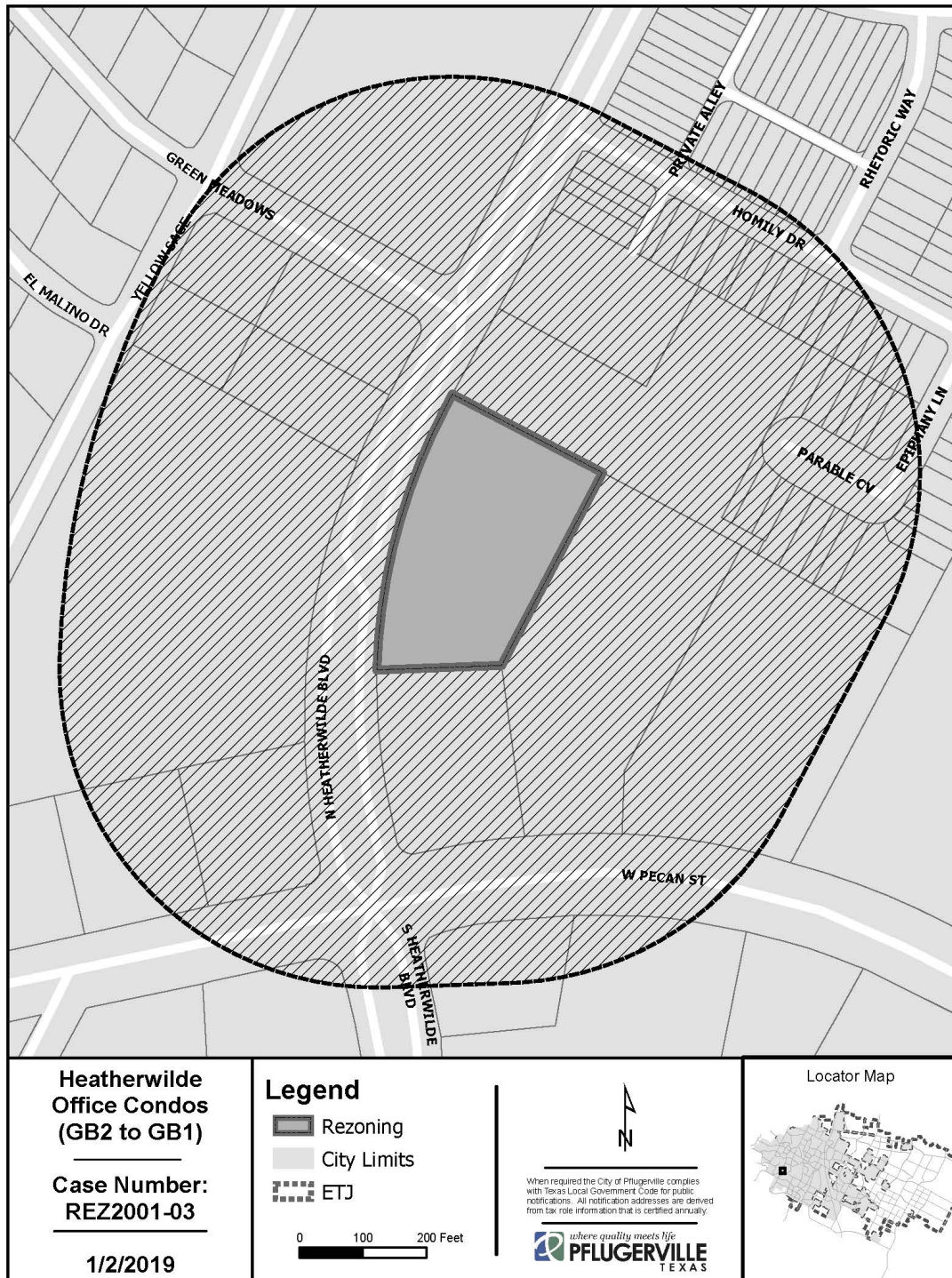
Notification was published in the Pflag, notification letters were mailed to property owners within 500 feet of the property, and a sign was posted on the property. At time of staff report, no inquiries have been received.

ATTACHMENTS:

- Notification Map
- Zoning Map
- Plat
- Survey
- Subject Site Photos
- Applicant Request

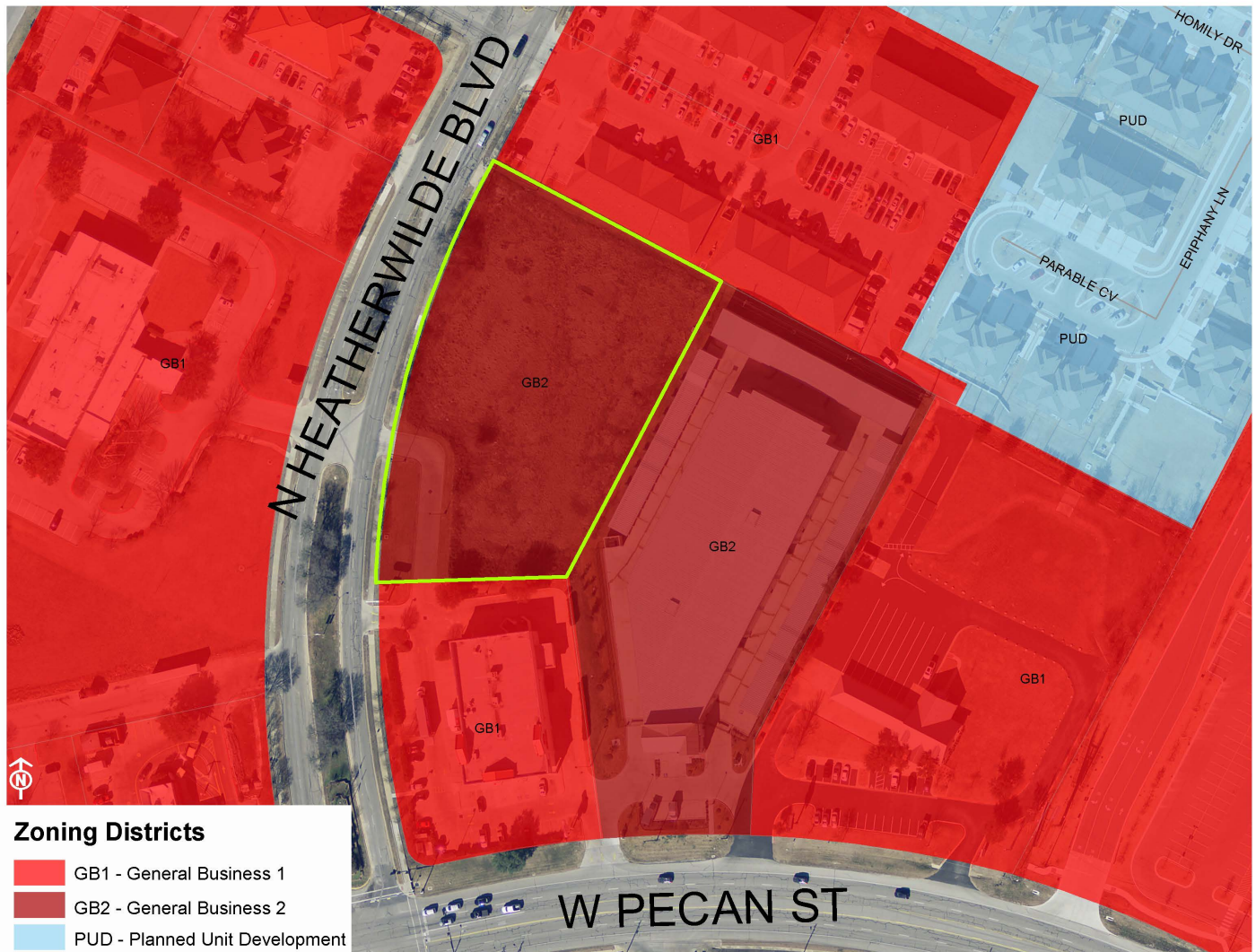
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NOTIFICATION MAP:



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ZONING MAP:



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SITE PHOTOS:

SUBJECT SITE: East facade



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Facing Northwest: N. Heatherwilde Blvd.



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SUBJECT SITE: Facing Southwest: Intersection of N. Heatherwilde Blvd. & W. Pecan St.



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Northside property line (top image subject property structure to the right)



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WEST OF SITE





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[illegible]

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APPLICANT REQUEST:



9800 Richmond Ave.
Suite 490
Houston, TX 77042

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FAX (713) 784.8931

<http://milestoneco.com>

Dear city of Pflugerville,

My name is Isaac Malca and I work for a development company called Milestone Companies.

Milestone has a tract of land on Pecan Street and Heatherwilde. Specifically located at 201 N. Heatherwilde. We have developed 8,000 sf of Office Condominiums and have planned to build 12,000 more sf in the next phase. We are currently zoned GB-2 and would like to rezone to GB-1, here is why. We understand that with CB-1 we cannot have a hair salon as a tenant amongst other traits. If we are successful in rezoning we would be able to allow this prospect and other tenants to open their business in a great part of town. We will not be allowing any of the "bad boys" as tenants. Most of the calls we have received have been for medical supplies, insurance agents, and hair / nail salons for now. After meeting with the city of Pflugerville, I understand that this will incur more trees and/or bushes to the property and the current site plan can withstand said changes. I am also aware of the parking situation and there is ample parking to support the business. Milestone is happy to accommodate the city if there needs to be more "green" areas and there are ways we can do that.

I would ask you to please reconsider our zoning from GB-2 to GB-1.

Thank you for your time,

Isaac Malca

Developer, Milestone Companies.

