

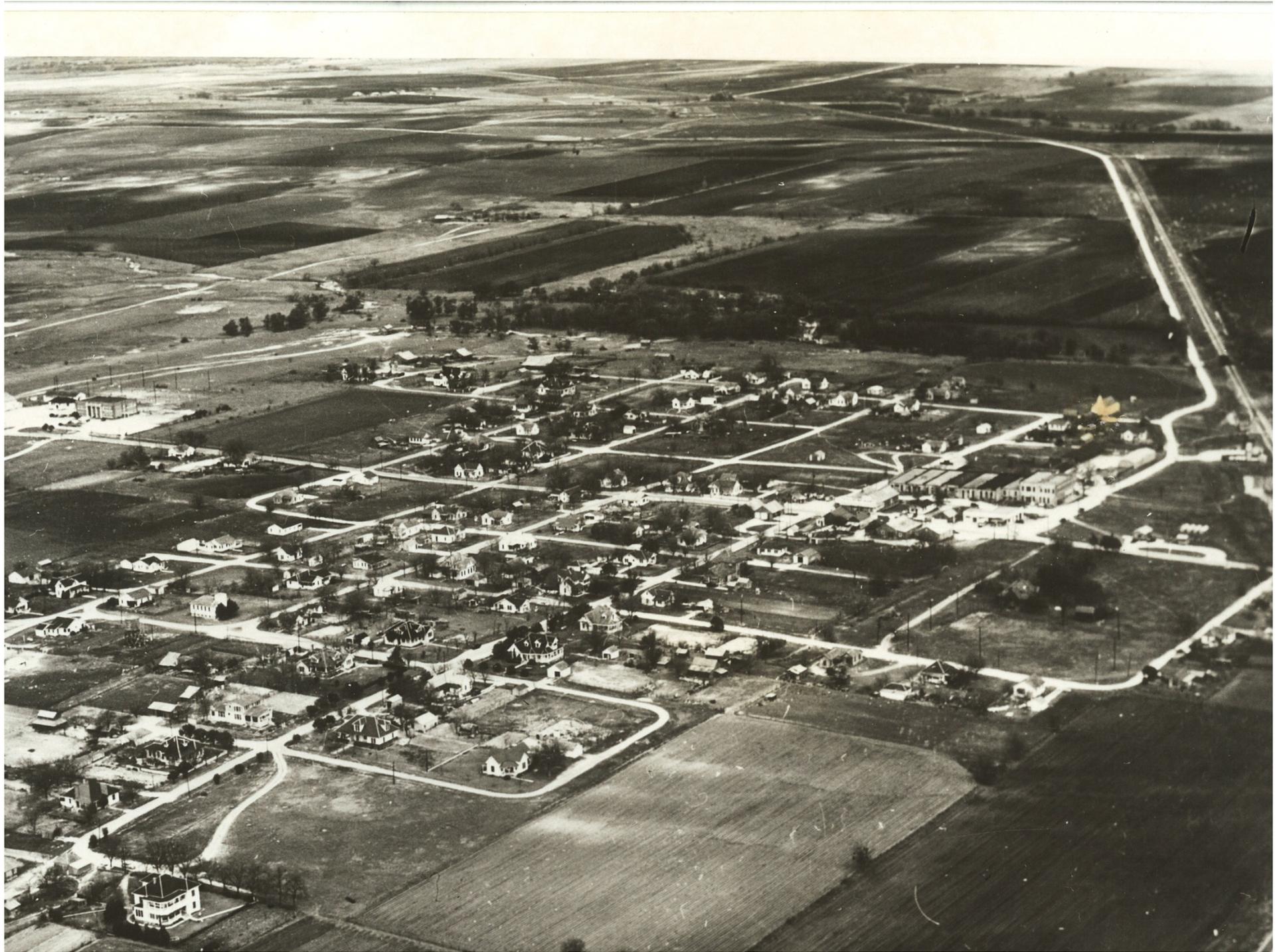


Pflugerville Planning and Zoning Commission

May 6, 2013



Central Business District
Boundary Public Hearing
Item #4A-2013-1914





Old Town Vision Report: 2009

Continued **desire to revitalize and enhance** downtown

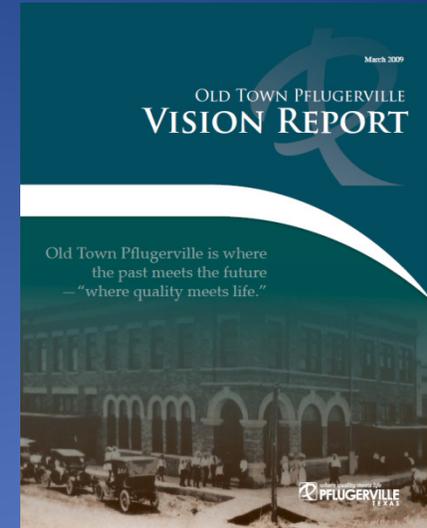
Concerns regarding boundaries, roads and regulations

10 Desired Characteristics for Old Town:

- Be vibrant
- Be accessible
- Have a civic presence
- Be walkable
- Have a residential component
- Be a gathering place
- Be green
- Have a distinct image and draw
- Be attractive for business
- Maintain historic features

Action Agenda: Staff Initiatives

- CBD Standards – review and amend
- Land Use and Zoning – specific to Old Town
- Neighborhood Conservation - OTNA
- Economic Development and Marketing
- **CBD Boundary – review and amend**





Old Town Vision Report: 2009 cont'd

*Old Town is a **vibrant**, community-oriented city center revered as the **iconic** heart of Pflugerville. **Blending old and new**, Old Town retains its historical charm through purposeful revitalization and **a balance of opportunities to live, learn, work, and play**. Old Town's neighborhoods, businesses, and heritage are valued and complemented by a significant civic/government presence. By preserving our natural resources and creating opportunities for connectivity, Old Town provides an accessible, safe, and beautiful atmosphere for all to enjoy. **Old Town Pflugerville is where the past meets the future – “where quality meets life.”***



Boundary Discussions: Vision Report

STAKEHOLDER CONSENSUS CONSIDERATIONS:

- Reduce the west boundary from 10th Street to 5th Street (east of Timmerman Elementary) to focus on a condensed area that is “more distinctively Old Town.”
- Reducing could make it difficult to brand Old Town as a destination for shopping, dining, or other entertainment and services.
- Reducing the boundary would remove certain west-side assets (i.e. Rock Gym, old football field, and Timmerman Elementary, which is used for downtown event parking)



Boundary Discussions: Vision Report

STAKEHOLDER CONSENSUS CONSIDERATIONS CONTINUED:

- Moving the boundary to the alley: Property along the north side of Hall “are not suitable residential properties, especially if the business district becomes more active.” (The difficulty of enforcing noise limits in the area was also noted.)
- Concern if Pecan Street is widened, its potential impact on properties fronting Pecan Street and impact on alley and neighboring properties.



Boundary Discussions: Vision Report cont'd

NEXT STEPS:

- Determine if further adjustments to the CBD Overlay District boundary are warranted to clarify which areas of Old Town are worthy of higher standards for development and redevelopment.
- Continue dialogue with Old Town homeowners and other stakeholders to determine if the boundary should be moved from several on-street to mid-block (alley) locations (from Hall Street to the alley between Hall and Pecan streets, and from Walnut Street to the alley between Walnut and Main streets).



Regulation Comparison

	<u>CITY WIDE – UDC</u>	<u>CENTRAL BUSINESS DISTRICT</u>
Uses:	Permitted per zoning	Permitted per base zoning + CBD SUP: Daycare, Bar, Body Art Studio
Parking:	On-site, allowed in front	Alley, 50% off-site, not in front
Access:	Driveway to ROW	Alley or side street if available
Setbacks:	Per district: 10 feet	Build to line*
Architecture:	Articulation, no specific style	Articulation/specific styles
Materials:	100% masonry	Brick, Stucco, Hardiplank, Architectural Concrete Masonry, Field Stone, EIFS, Reflective Glass
Height:	Dependent on residential proximity	
Sidewalks:	6-ft minimum	15-ft minimum*
Streetscape:	Trees only, public not discussed	Public space encouraged
Signage:	Sign ordinance	Specific requirements

*Required for specific street segments in CBD



OPTION: 1 - NO CHANGES

ADVANTAGES & OPPORTUNITIES

- Amend development standards
- Establish a downtown parking plan
- Transition between commercial and residential zoning
- Comprehensive Plan Amendment
 - COMMERCIAL/RETAIL: north
 - RESIDENTIAL: south of Hall St Alley
 - Re-evaluate every 1-5 years

DISADVANTAGES & CHALLENGES

- Boundary does not fully address existing conditions
 - Pfluger Tract removed by ALUR
 - Baptist Church
 - Existing retail strip centers
- Existing Development Standards



OPTION: 1 – NO CHANGES PROPOSED TO CBD BOUNDARY





OPTION: 2 – REMOVE HALL STREET, STOP BOUNDARY AT ALLEY





OPTION: 2 - REMOVE HALL STREET

ADVANTAGES & OPPORTUNITIES

- Amend development standards
- Establish a downtown parking plan
- Transition between commercial and residential zoning.
- Comprehensive Plan Amendment
 - COMMERCIAL/RETAIL: north
 - RESIDENTIAL: south of Hall St Alley
 - Re-evaluate every 1-5 years

DISADVANTAGES & CHALLENGES

- Boundary does not fully address existing conditions
 - Pfluger Tract removed by ALUR
 - Timmerman Elementary
 - Baptist Church
 - Existing retail strip centers
- Existing Development Standards
- Removal lifts the commercial restrictions on the properties (i.e. Day care facilities permitted by right)



OPTION: 3 – PERIMETER AND HALL STREET REMOVED





OPTION: 3 - REMOVE PERIMETER & HALL

ADVANTAGES & OPPORTUNITIES

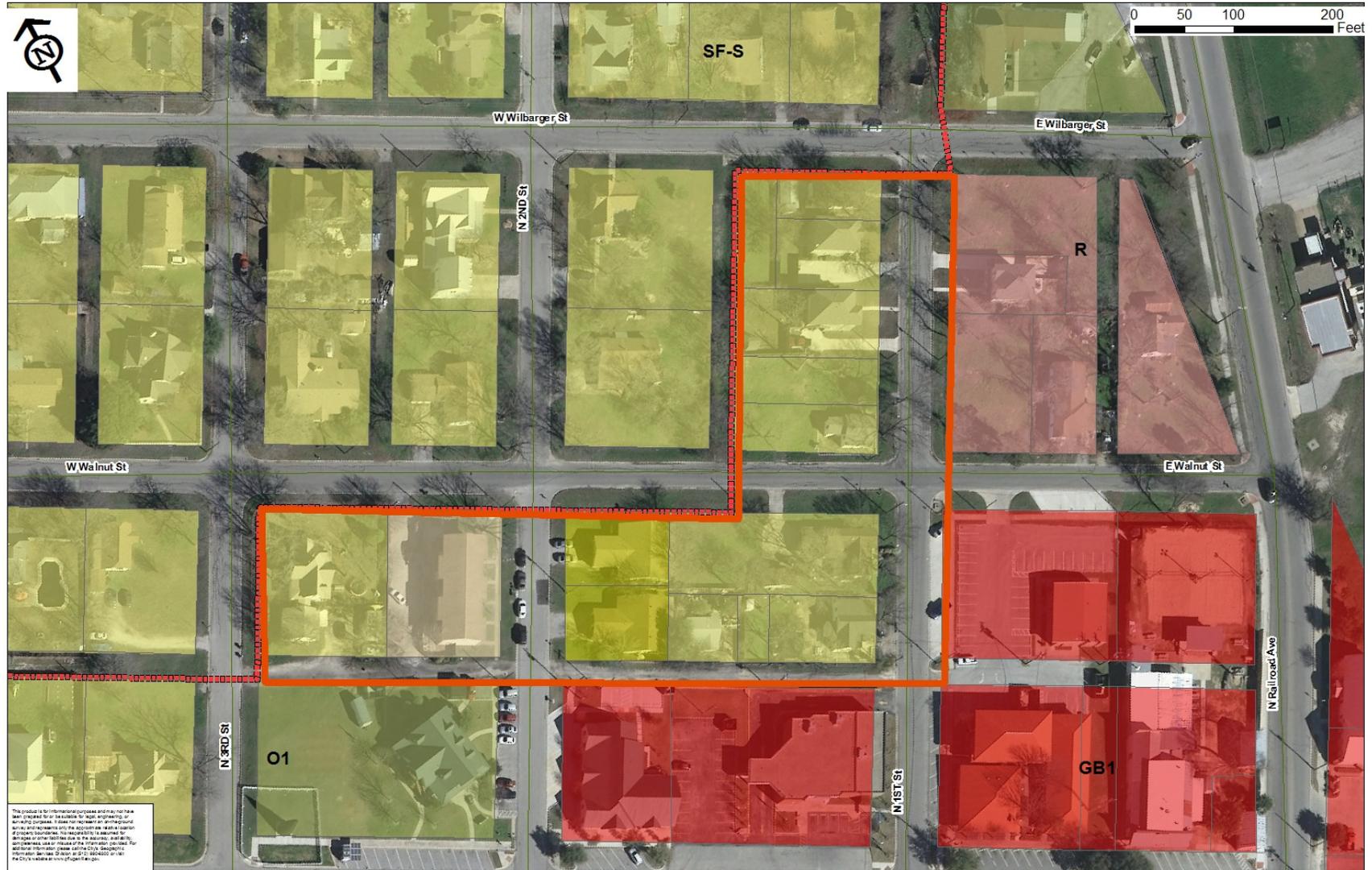
- Removes tracts that do not reflect the physical characteristics of Old Town Pflugerville.
- Amend development standards
- Establish a downtown parking plan
- Transition between commercial and residential zoning.
- Comprehensive Plan Amendment
 - COMMERCIAL/RETAIL: north
 - RESIDENTIAL: south of Hall St Alley
 - Re-evaluate every 1-5 years

DISADVANTAGES & CHALLENGES

- Existing Development Standards
- Removal lifts the commercial restrictions on the properties (i.e. Day care facilities permitted by right)



OPTION: 4 – TRANSITIONS ADDED: WALNUT STREET





OPTION: 4 –PERIMETER REMOVED & ADD TRANSITIONS

ADVANTAGES & OPPORTUNITIES

- Removes tracts that may not reflect the physical characteristics of Old Town
- Amend development standards
- Establish a downtown parking plan
- Transition area can be more restrictive (i.e. office only and maintain existing residential structure character)
- Comprehensive Plan Amendment
 - COMMERCIAL/RETAIL: north
 - OFFICE/RESIDENTIAL : south of Hall St Alley
 - Re-evaluate every 1-5 years

DISADVANTAGES & CHALLENGES

- Existing Development Standards
- Historic concern with non-residential use including office limitations



OPTION: 5 – PERIMETER REMOVED, TRANSITIONS & EXPANSION ADDED

ADVANTAGES & OPPORTUNITIES

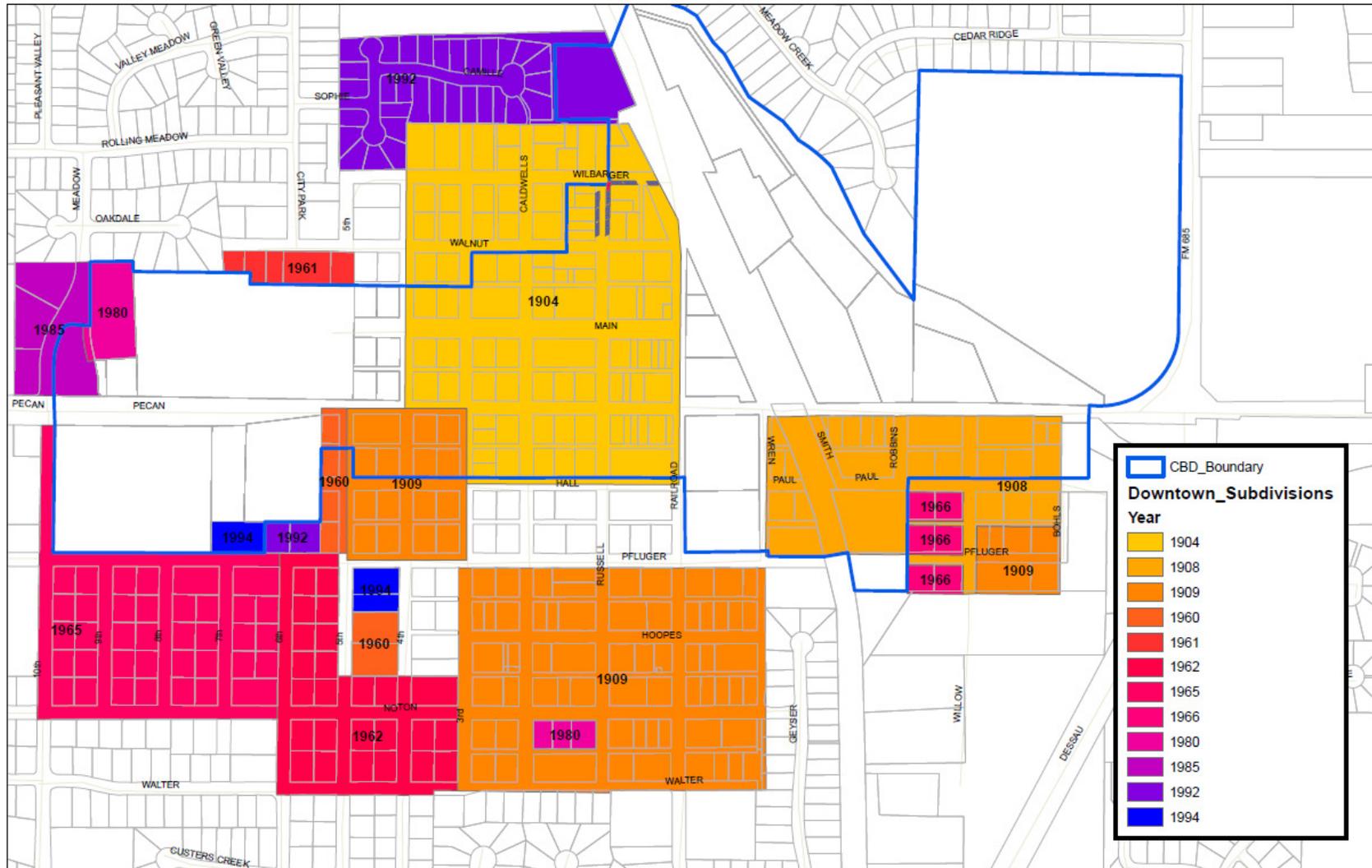
- Removes tracts that may not reflect physical characteristics of Old Town
- Amend development standards
- Establish a downtown parking plan
- Transition area can be more restrictive (i.e. office/residential only, maintain residential structure character)
- Maintain similar character through residential infill and redevelopment
- Comprehensive Plan Amendment
 - COMMERCIAL/RETAIL: north
 - OFFICE/RESIDENTIAL: south of Hall St Alley
 - Re-evaluate every 1-5 years

DISADVANTAGES & CHALLENGES

- Existing Development Standards
- Historic concern with non-residential use including office limitations
- Culmination of different styles and ages currently, need residential collaboration on appropriate neighborhood character. May need multiple zones



Old Town Subdivisions Exhibit





OPTION: 5 – PERIMETER REMOVED, TRANSITIONS & EXPANSION ADDED

