



Planning and Zoning Commission Planning Department Staff Report

Report Date: July 29, 2022
Case No: 2021-12-PUD
Project Planner: Travis Baird, Assistant Planning Director – Current Planning and Ryan Clark, Planner II

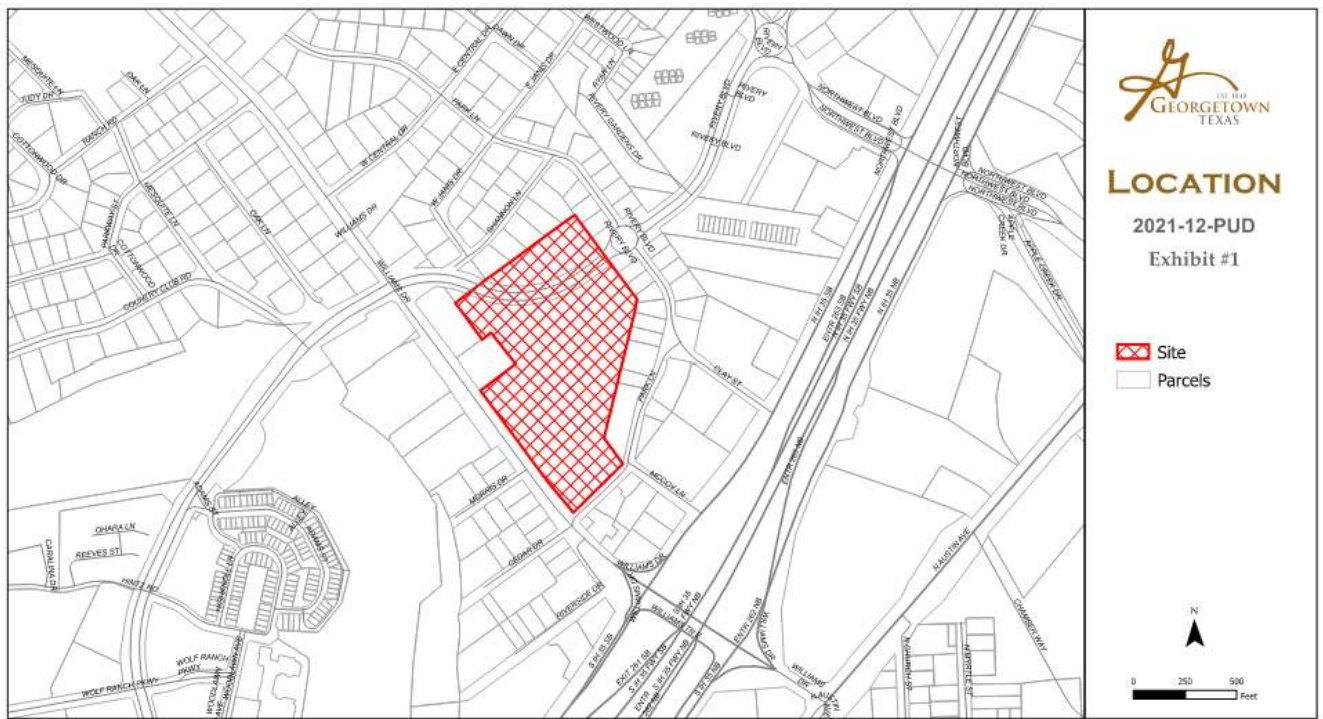
Item Details

Project Name: Old McCoy Site Planned Unit Development
Project Location: Williams Drive and Rivery Boulevard, within City Council district No. 2.
Total Acreage: 14.705 acres
Legal Description: A 12.695-acre tract and 2.010-acre tract known as parts of Lot 1 of the McCoy School Subdivision

Applicant: Pacheo Koch, c/o Hollis Scheffler
Property Owner: PDC Williams Plaza LTD

Request: Zoning Map Amendment to rezone the subject properties from the **Residential Single-Family (RS)** zoning district to a **Planned Unit Development** with the **General Commercial (C-3)** and **High-Density Multi-Family (MF-2)** base zoning districts.

Case History: This is the first public hearing of this request.



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Overview of Applicant's Request

The applicant is requesting the Planned Unit Development to create a mixed-use development that incorporates a mix of commercial, residential, retail, and office uses. They are proposing base districts of C-3 and MF-2, with modifications restricting a number of automotive, civic and special services such as Flea Markets, Hospitals, and Personal Services, Restricted. Notable site features proposed include a parking garage for the Multi-Family and green space for the commercial.

Site Information

Location:

The PUD encompasses two parcels, with Rivery Boulevard running between them. The southern parcel runs from Rivery Boulevard south until it terminates at the northwest corner of Williams Drive and Park Lane. It is less than 500 feet from the IH 35 southbound frontage road and is approximately 500 feet to the east of Rivery Park which encompasses the North Fork of the San Gabriel River.

Physical and Natural Features:

The subject properties are flat in grade and sits along three separate Rights-of-Way. It has a number of existing trees on site, and most notably has existing paving for parking and driveways from the McCoy School that sat on the property until its closing.

Future Land Use and Zoning Designations:

The subject properties are within the Williams Drive Gateway area and has an Urban Mixed-Use Future Land Use designation and is currently zoned Residential Single-Family (RS). The site is also part of the Scenic/Nature Gateway Overlay District along Williams Drive.

Surrounding Properties:

The surrounding properties to the PUD area are characterized by commercial uses on the southwestern side along Williams Drive and Residential uses along the northwestern side along Park Lane and off of Rivery Boulevard.

The current zoning, Future Land Use designation, and existing uses of the adjacent properties to the north, south, east and west are outlined in the table below:

DIRECTION	ZONING DISTRICT	FUTURE LAND USE	EXISTING USE
North	RS	High Density Mixed Housing	Single-Family Residential
East	RS, TF	High Density Mixed Housing	Two-Family, Single-Family
South	C-1	Urban Mixed Use	Personal Services, Office, General Retail
West	RS, C-1, C-3	Urban Mixed Use	Personal Services limited and restricted, Retail, Drive-thru Restaurant, Fuel Sales



Property History:

The subject properties were annexed into the city in 1954 with the RS zoning district it bears today. It was owned by Georgetown ISD and used for various facilities including an elementary and junior high school before being closed, demolished, and sold to the current owners at the end of 2021. It is also part of the Williams Gateway Tax Increment Reinvestment Zone.

Comprehensive Plan Guidance

Future Land Use Map:

The subject properties are part of the Williams Drive Gateway Small Area and bears the Urban Mixed-Use Future Land Use designation.



Williams Drive Gateway Small Area – Urban Mixed-Use

The Urban Mixed Use designation provides a dense, pedestrian-friendly urban environment that supports a mixture of residential and nonresidential uses. The designation provides for no less than 18 dwelling units per acre. Acceptable uses include townhomes, apartments, assisted living facilities, lodging, offices, medical offices, retail, and restaurants.

Williams Drive Gateway Small Area – Land Use

Redevelopment of the Williams Drive corridor has been an interest of the City of Georgetown since 2003. The following recommendations detail how the form and character of the Williams Drive Gateway Small Area will be enhanced:

- Encourage Mixed-Use Development
- Create a Context Sensitive Mixed-Use Center that Extends toward the Downtown Area
- Promote Transit-Supportive Development Densities
- Pull Buildings Up to the Street
- Strengthen Small Area Identity
- Create New Open Spaces Within Large Development Sites
- Use the Amenity of the River to Organize New Development
- Develop Enhanced Standards for Landscaping and Signage

Williams Drive Gateway Small Area - Connectivity

Transportation is a resource for the Williams Drive Gateway Small Area; proximity to transportation alternatives and location along the major east-west corridor north of the San Gabriel River are assets unique to this area. The following recommendations detail how transportation connections will be strengthened within the Williams Drive Gateway Small Area:

- Improve Connections Between Parcels
- Use Deep Sites to Create a Network of Streets (Not Just a Corridor)
- Create a Safe Bicycle Route
- Fill in the Sidewalk Gaps
- Close Redundant Curb Cuts
- Create Transit Stops
- Ensure Traffic Calming for Parallel Connections
- Widen Sidewalks, Add Street Trees and Lights
- Slow Down the Traffic on Williams Drive.

DUA: 18 or more

Target Ratio: 50% nonresidential, 50% residential

Primary Use: High Density Residential

Secondary Uses: Neighborhood-serving retail, institutional, office, and civic uses

Utilities

The subject property is located within the City's service area for water, wastewater, and electric. It is anticipated that there is adequate capacity to serve the subject property at this time. A Utility Evaluation will be required at time of Site Development Plan to determine capacity and any necessary utility improvements.

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Transportation

The subject property sits along three roads- Rivery Boulevard, Williams Drive, and Park Lane.

Rivery Boulevard is classified as a Minor Arterial. Arterial streets provide traffic movement through and between different areas within the city and access to adjacent land uses. Access is more controllable because driveway spacing requirements are much greater and, if safety dictates, overall access can be limited to specific turning movements. Minor Arterials connect lower functional classifications and major arterials and tend to be shorter in distance.

Williams Drive is classified as a Major Arterial. Major Arterials connect major traffic generators and land use concentrations and serve much larger traffic volumes over greater distances.

Park Lane is a Local Street. These streets are intended to provide access to adjoining properties by collecting the traffic from surrounding areas and distributing it to adjoining collectors or arterial streets. Local streets can access both collector level streets and arterial level streets.

A Traffic Impact Analysis (TIA) will be required at time of Site Development Plan for any development that generates more than two thousand (2,000) average daily trips based upon the latest edition of the Institute of Transportation Engineers (ITE) Trip Generation Manual.

Proposed Zoning district

The requested PUD will utilize the High-Density Multi-Family (MF-2) and General Commercial (C-3) base zoning districts.

The High-Density Multi-Family (MF-2) zoning district is intended for attached multifamily residential development, such as apartments and condominiums, at a density not to exceed 24 dwelling units per acre. The MF-2 District is appropriate in areas designated on the Future Land Use Plan as high density residential or one of the mixed-use categories. Properties zoned MF-2 should have direct access to major thoroughfares and arterial streets and should not route traffic through lower density residential areas. The MF District is appropriate adjacent to both residential and non-residential districts and may serve as a transition between single-family districts and more intense commercial districts.

The General Commercial (C-3) zoning district is intended to provide a location for general commercial and retail activities that serve the entire community and its visitors. Uses may be large in scale and generate substantial traffic, making the C-3 District only appropriate along freeways and major arterials.

Per the Development Plan, the “purpose and intent of the PUD zoning district is to create a vibrant mixed-use development that compliments the surrounding land uses while meeting the intent of the Williams Drive Gateway Plan that establishes desired policies for development of the area. This PUD serves to augment and/or modify the standards for development outlined in the City of Georgetown Unified Development Code (UDC) to create a modern, pedestrian friendly, mixed-use development that blends the current natural aesthetics of the site with contemporary amenities to enhance the surrounding community that could not be otherwise achieved by the current zoning districts. This

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project proposes a mix of commercial, retail, office, and high-density multifamily uses.”

The PUD proposes modifications to the allowed land uses in the proposed C-3 district (Area A and B on the development plan) that prohibit a number of specialty and auto-oriented uses such as Personal Services (Restricted), Fuel Sales, Car Washes, and Hospitals. The C-3 area will have a maximum height of 35 feet and will be required to have 10 feet sidewalks along the proposed green space. The structures will also be required to have the first two stories comprise of at least 20% glass or a glass appearance and will have a maximum front yard setback of 100 feet along Williams Drive.

The proposed MF-2 district (Area C) will have a maximum unit count of 300 units, an allowed building height of 60 feet, and a parking garage to provide its required parking.

The Transportation and Vehicular Access modifications include features such as a landscaped median and parallel parking spaces on the internal drive, a 10’ sidewalk along Williams Drive, and 6’ pedestrian trails in designated green space areas as shown on Exhibit F of the Development Plan.

The PUD makes additional modifications to the UDC’s landscape requirements for streetyards, parking lot screening, and bufferyards. It will utilize a green space internal to the commercial buildings that will be at least 12,500 square feet and will also apply towards the common amenity requirements for the multi-family site.

The PUD will increase the amount of Impervious Cover allowed on the site to 80% and may utilize the waivers set out in UDC Section 11.02 to reach up to 90%. C-3 typically allows for a maximum of 70% when 5 acres or less in size.

Intergovernmental and Interdepartmental Review

The proposed rezoning request was reviewed by all applicable City Departments to determine the appropriateness of the requested zoning on the subject property. No comments were issued regarding the zoning request. (or if comments/feedback were provided by any department, include an overview of those comments here).

Approval Criteria

Staff has reviewed the proposed rezoning request and has found that it complies with four and partially complies with one of the five criteria established in UDC Section 3.06.030 for a Zoning Map Amendment, as outlined below:

ZONING MAP AMENDMENT (REZONING) APPROVAL CRITERIA	
1. The application is complete and the information contained within the application is sufficient and correct enough to allow adequate review and final action.	Complies
An application must provide the necessary information to review and make a knowledgeable decision in order for staff to schedule an application for consideration by the Planning and Zoning Commission and City Council. This application was reviewed by staff and deemed to be complete.	

ZONING MAP AMENDMENT (REZONING) APPROVAL CRITERIA

2. The zoning change is consistent with the Comprehensive Plan.

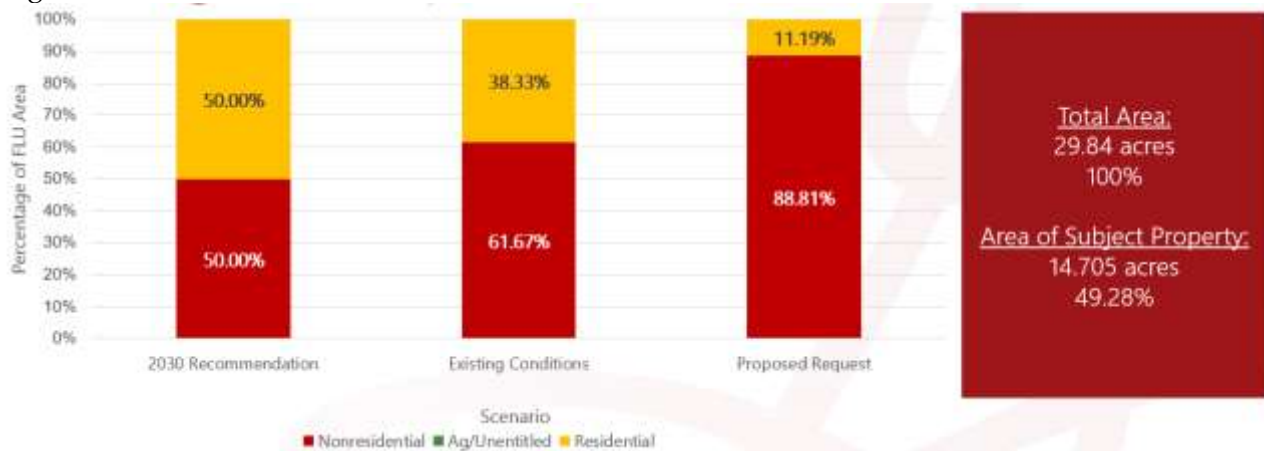
Complies

There are five key recommendations from the Comprehensive Plan for the subject property per the Williams Drive Gateway Small Area: primary and secondary uses, dwelling unit density, the target ratio, and Williams Drive Gateway Policies 1 (Connectivity) and 2 (land Use).

The proposed PUD is consistent with the recommended uses for the Urban Mixed-Use district. It provides both high-density attached multi-family uses and removes uses from the C-3 Areas A and B normally allowed by right in C-3 that are not consistent with the secondary uses recommended, such as fuel sales, car washes, and other auto-oriented uses.

The proposed limit of 300 units for the MF-2 area (Area C) will allow for a maximum density of approximately 50 units/acre. This is consistent with the recommended minimum residential density of 18 units/acre. Additionally, the proposed density would generate an overall density of 20.4 units/acre for the 14.705-acre site.

Rezoning part of the parcel from RS to a base district of C-3 would increase the overall non-residential zoning in the area and would move the residential in the area further away from the target ratio. However by allowing for an overall density of 20.4 units/acre for the site, the proposed density is consistent with the recommended residential density and can also mitigate the reduction of residential zoning for the site that would result in the area being less consistent with the 50/50 target ratio.



Williams Drive Gateway Policy 1 provides specific recommendations for improving connectivity in the Small Area Plan that can be viewed on page 4 of this report. The proposed PUD is generally consistent with the recommendations for connectivity. It provides for wider sidewalks and bike lanes, street trees and landscaping, and will not add additional driveways onto Williams Drive beyond relocating the existing one.

Williams Driveway Gateway Policy 2 provides specific recommendations for the Land Use's in the Small Area beyond the specific categories such as Urban Mixed-Use that are also listed on page 4 of this report. The proposed PUD does not propose any specific land uses or design standards that will conflict with the recommendations, but instead will accomplish many of them through providing a cohesive mixed-use development, promoting transit-supportive development densities

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(20 units/acre is in line with the recommended density as previously discussed), strengthening Small Area Identity through its utilization of a central green space that connects the multi-family and the commercial, creating new open spaces, and providing for enhanced landscaping and signage standards per the Development Plan.

Overall, this PUD will generally be consistent with the recommendations of the Comprehensive Plan in each consideration except for the target ratio for Urban Mixed-Use. While it will decrease the acreage of residentially zoned property and move further away from the target ratio, the high density of the proposed multi-family structure still provides the entire site with a density above the recommended 18 units/acre, and will provide a sufficient amount of units for what is targeted.

3. The zoning change promotes the health, safety or general welfare of the City and the safe orderly, and healthful development of the City.

Complies

The zoning change and proposed PUD is consistent with this approval criteria. It provides a mixed-use, higher-density development that accomplishes many of the goals of the Comprehensive Plan. It promotes the health and safety of the City through providing enhanced pedestrian and cycling infrastructure that is missing on Williams Drive while not increasing the number of driveways onto Williams Drive. The development will also be required to comply with the City’s adopted safety codes such as the International Building and Fire Codes. The zoning change will promote the general welfare and healthful development of the City by providing an integrated mixed-use development that provides the targeted number of residential units for the site while also providing commercial uses and green space areas that will encourage pedestrian and cycling activity and improving the Small Area Identity.

4. The zoning change is compatible with the present zoning and conforming uses of nearby property and with the character of the neighborhood.

Partially Complies

The subject properties are positioned between the commercial corridor along Williams Drive and the single- and two-family neighborhoods along Park Lane and north of Rivery Boulevard.

The proposed PUD will be compatible with the commercial corridor along Williams Drive and partially incompatible with the single- and two-family neighborhoods.

The PUD restricts the height of the commercial area to 35 feet and prohibits auto-oriented and intensive specialty uses normally allowed within the C-3 zoning district. The location of the commercial spaces along Rivery Boulevard and Williams Drive will be compatible with the existing C-1 and C-3 zoning and their associated uses along Williams. While the height limitation of 35 feet is consistent with the RS and TF zoning districts and is amenable to the arterial nature of Rivery and Williams, restricting the commercial areas to be fully in line with the standards and uses of the Office (OF) or Neighborhood Commercial (CN) zoning districts would provide full compatibility with RS and TF zoning.

The PUD allows for a high-density multi-family development with a maximum height of 60 feet. While this MF-2 area will be compatible and even complimentary to the proposed commercial area

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and existing commercial uses along Williams Drive, it will not be fully compatible with the TF and RS zoning adjacent to it. The existing structures in these two districts are one-story homes that will be inconsistent in size with the 60-foot tall multi-family building. In addition to the differences in height, the PUD reduces the bufferyard standards that would be required between the standards MF-2 and TF and RS zoning districts. UDC Section 8.04 requires a 15-foot wide planting area with one shade tree, two evergreen ornamental trees and eight evergreen shrubs per each 50 linear feet of bufferyard when MF-2 is adjacent to RS or TF. The PUD modifies the bufferyard requirements in Section H, Item C of the Development Plan to require 10-foot wide planting area and the same number of plantings. This reduces the compatibility standards of the UDC between the subject properties and RS and TF areas to be less than what would be required with the base standards of the UDC, while increasing the allowed height in MF-2 from 45-feet per UDC Section 6.02.090 to 60-feet in the Development Plan.

The large built form and reduced bufferyard width of the MF-2 will not be consistent with the current suburban neighborhood character of the TF and RS areas. The RS and TF areas were developed prior to the City’s adoption of the Williams Drive Gateway Small Area Plan, which now designates the adjacent TF and RS areas as High Density Mixed Housing. High Density Mixed Housing recommends a character consistent with the proposed MF-2 in this PUD.

<p>5. The property to be rezoned is suitable for uses permitted by the District that would be applied by the proposed amendment.</p>	<p>Complies</p>
<p>The subject property has frontage onto three roadways with adequate frontage lengths to accommodate the necessary driveways. The Development Engineering staff did not issue any concerns with the water, wastewater, and electric capacity for the proposed uses. The site is over 14 acres in size and will be able to accommodate the structures, parking, and necessary features that will be required in conjunction with the proposed uses.</p>	

In addition to the rezoning criteria above, staff has reviewed the request and determined that the proposed request complies with 3 and partially complies with 3 of the 6 criteria and objectives established in UDC Section 3.06.040 for a Planned Unit Development (PUD), as outlined below:

PLANNED UNIT DEVELOPMENT (PUD) APPROVAL CRITERIA

<p>1. A variety of housing types, employment opportunities, or commercial services to achieve a balanced community.</p>	<p>Partially Complies</p>
<p>While the Proposed PUD provides for non-residential and residential uses that are consistent with the Comprehensive Plan, the PUD does not restrict or delineate its uses in a way that is fully consistent with this approval criteria.</p> <p>The PUD does not provide for a variety of housing types and instead only provides for the high-density, attached multi-family housing. However, the constraint of both the shape and size of the site generally prohibits the property from developing with a meaningful variety of housing types. The PUD instead introduces a housing type missing from the area in the form of high-density</p>	

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PLANNED UNIT DEVELOPMENT (PUD) APPROVAL CRITERIA

multi-family, whereas existing housing in the area is constrained to single- and two-family. If the PUD is developed in line with what the concept proposes it could provide residents of the MF-2 area an opportunity to walk to nearby civic and commercial spaces such as Rivery Park or nearby restaurants.

The PUD proposes 10 acres of non-residential uses that are compatible with the MF-2 area and nearby neighborhoods. The scope of the allowed uses as well as the overall volume of commercial space will provide the opportunity for a variety of employment opportunities, yet the PUD does not place any minimum on the variation of the uses and would allow for the entirety of the commercial area to be utilized for a single-use, such as General Retail. Overall, the proposed non-residential uses do not secure a variety of employment opportunities or commercial services any better than the standard OF, CN, or C-1 zoning districts would. As with the multi-family discussion in the previous paragraph, the relatively small scope of the site can limit the variety of uses, and the lack of specified variety in site is mitigated by existing OF, C-1, C-3, zoning within walking distance of the site.

2. An orderly and creative arrangement of all land uses with respect to each other and to the entire community.

Partially Complies

The PUD provides for an orderly and creative arrangement of land uses with respect to each and to the commercial corridor along Williams Drive. While the PUD Provides for a high-density multi-family development that will stand in contrast the adjacent RS and TF, the proposed MF-2 will be consistent with the long-term goals in the Williams Drive Gateway Small Area that recommends the TF and RS areas be redeveloped as high-density multi-family consistent with what the PUD is proposing.

The PUD provides an integrated mixed-use design with enhanced pedestrian and cycling facilities, cohesive landscape design, and a shared green space anchoring the multi-family and commercial uses together. This design will enhance the character of the Williams Drive corridor the subject properties sit along.

3. A planned and integrated comprehensive transportation system providing for a separation of pedestrian and vehicular traffic, to include facilities such as roadways, bicycle ways, and pedestrian walkways.

Complies

The proposed PUD provides enhanced standards for pedestrians and cyclists, and a complete internal network for vehicular traffic. These enhanced standards include walking trails, a 10' wide sidewalk along Williams Drive, and sidewalks and bike lanes along the internal driveway. The development will provide a driveway connection to the adjacent commercial property and will not increase the number of access points on Williams Drive.

4. The provisions of cultural or recreational facilities for all segments of the community.

Complies

The proposed PUD incorporates a trail around the proposed detention ponds and a central

PLANNED UNIT DEVELOPMENT (PUD) APPROVAL CRITERIA

greenspace that will be a minimum of 12,500 square feet that will be usable by both the multi-family residents and visitors to the commercial or office uses. The provision of enhanced sidewalks and bike lanes on its internal driveway will also encourage walking and cycling. The PUD provides recreational facilities for all segments of the community, such as the residents of the multi-family and visitors from outside the development.

5. The location of general building envelopes to take maximum advantage of the natural and manmade environment.

Partially Complies

There are three aspects of the natural and man-made environment relevant to the subject properties- the existing natural features, the existing transportation network, and the built form of the adjacent properties.

The proposed PUD does not take maximum advantage of the natural environment. The site is flat in grade, and so design considerations were not needed for designing for different elevations. The only notable natural features on the site are the existing heritage and protected trees. The PUD notes that there were 74 trees 12" DBH and larger on site, and 19 Heritage Trees. While the PUD notes that a minimum of 20% of heritage trees will be preserved on site, it does not make any specifications for Protected Trees, and notably does not demonstrate that building envelopes were oriented in an intentional manner to maximize the preservation of heritage or protected trees. The PUD also notes that the Heritage Tree permit process would be foregone, curtailing the scope of review the City could perform on the develop on the site. Providing a Tree Preservation Plan as part of the PUD demonstrating which trees will be saved or removed could mitigate these concerns.

The proposed PUD generally takes maximum advantage of the existing transportation network. It will relocate the existing driveway off of Williams Drive while not proposing any new driveways and will utilize access onto Park Lane and Rivery Boulevard to meet the minimum number of connections that the UDC will require for the Multi-Family residencies. It orients the commercial uses along these roadways with a maximum setback that will help encourage an inviting pedestrian environment along Rivery and Williams, while also buffering the residencies of the multi-family use from the vehicular traffic on those arterial roads.

The proposed PUD does not take maximum advantage of the built form of the adjacent residential properties. Per the discussion in previous approval criteria, the PUD places its largest structure, the multi-family building, adjacent to the existing Two-Family residencies that are currently smaller in scale, but is ultimately planned upon redevelopment to be high-density multi-family consistent with this PUD.

The PUD takes advantage of the built form of the existing commercial uses along Williams Drive. It orients the structures, pedestrian, and vehicular features in a manner that will be harmonious with the existing uses in both character and function by providing enhanced pedestrian facilities with a 10' sidewalk along the ROW of Williams, and limiting the height of the commercial structures to 35' and placing a maximum setback of 100' to ensure that structures are pulled up to Williams.

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PLANNED UNIT DEVELOPMENT (PUD) APPROVAL CRITERIA

6. The staging of development in a manner which can be accommodated by the timely provision of public utilities, facilities, and services.	Complies
Specific phasing of development within the PUD is not discussed but is understood to be unnecessary given the proximity to public utilities, facilities and services in an established area near IH 35.	

The proposed PUD delineates a horizontal mixed-use development that provides cohesive design features such as the central green space and multi-modal internal street. While the PUD will compliment and improve the Small Area identity of the Urban Mixed-Use Future Land Use and the commercial area along Williams, the high-density will be in contrast to the adjacent RS and TF zoning districts. The PUD provides important pedestrian and cycling improvements and effectively accommodates its density with the proposed parking garage. While the design of the commercial area incorporates valuable green space and removes a number of incompatible uses such as car washed, fuel sales, or small engine repair, there are still a wide range of uses allowed within the proposed C-3 area without any specification for a minimum variety of uses that could be beneficial, such as restricting the parcel on the northside of Rivery to be office or neighborhood commercial uses or for the buildings that abut the green space to be retail or restaurants.

Meetings Schedule

- 08.02.2022 – Planning and Zoning Commission
- 08.23.2022 – City Council First Reading of the Ordinance
- 09.13.2022 – City Council Second Reading of the Ordinance

Public Notification

As required by the Unified Development Code, all property owners and registered neighborhood associations within a 300-foot radius of the subject property were notified of the Zoning Map Amendment request (71 notices), a legal notice advertising the public hearing was placed in the Sun Newspaper (Sunday, July 17, 2022) and signs were posted on-site. To date, staff has received 0 written comments in favor, and 0 in opposition to the request.

Attachments

- Exhibit 1 – Location Map
- Exhibit 2 – Future Land Use Map
- Exhibit 3 – Zoning Map
- Exhibit 4 – PUD Development Plan
- Exhibit 5 – Letter of Intent