

# 708 S. IH35 Frontage Road 2022-6-REZ

September 13, 2022 | City Council

# Item Under Consideration

## 2022-6-REZ

- Public Hearing and First Reading of an Ordinance on a request for a Zoning Map Amendment to rezone Lot 5B, Block B, Replat of Lot 5B, Block B, The Rivery Phase One Subdivision from the Local Commercial (C-1) zoning district to the General Commercial (C-3) zoning district, for the property generally located at 708 South Interstate Highway 35 (2022-6-REZ). Sofia Nelson, AICP, Planning Director



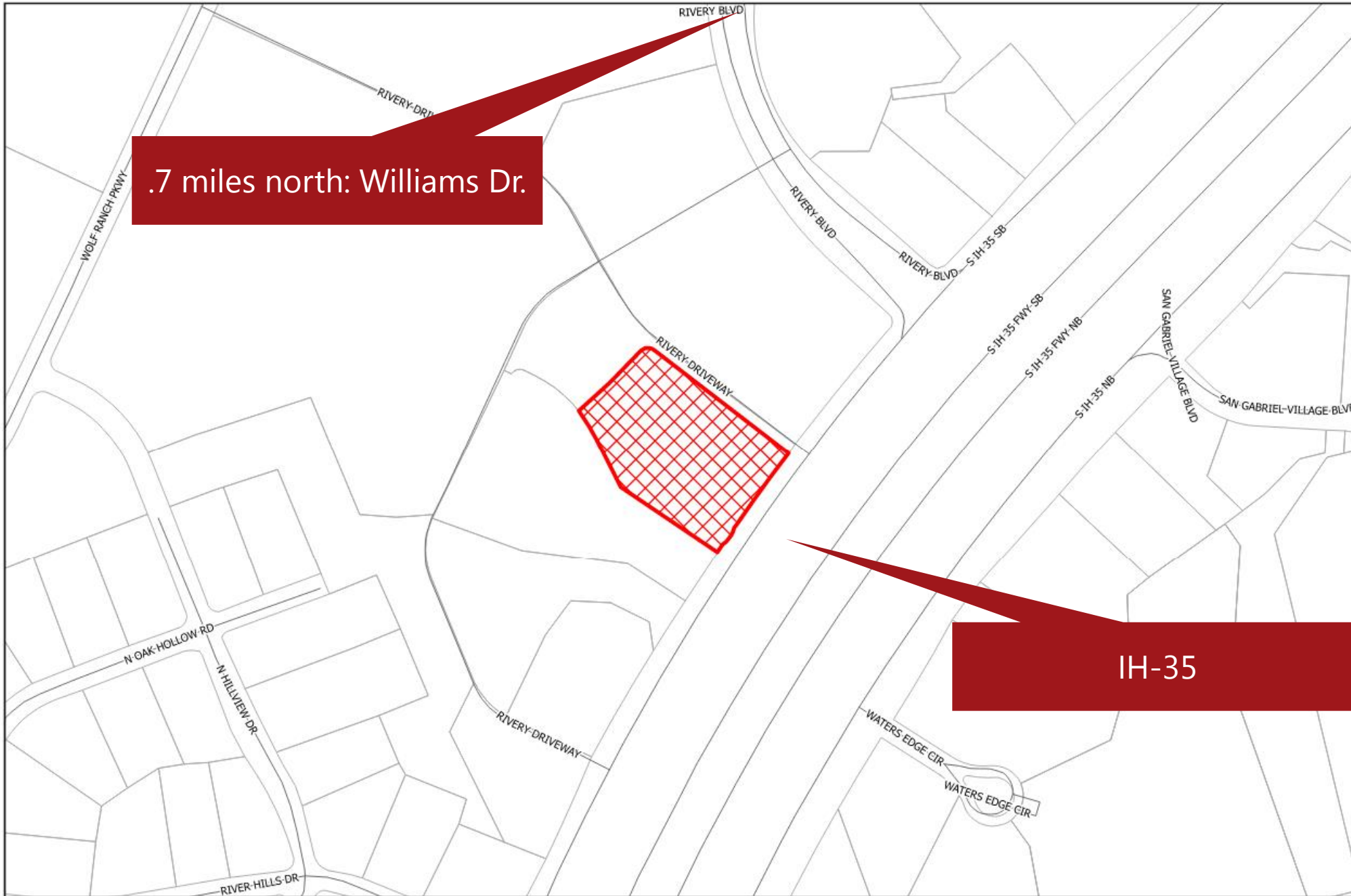
## LOCATION

2022-6-REZ

Exhibit #1

-  Site
-  Parcels
-  City Limits
-  Georgetown ETJ

0 250 500 Feet



.7 miles north: Williams Dr.

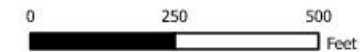
IH-35

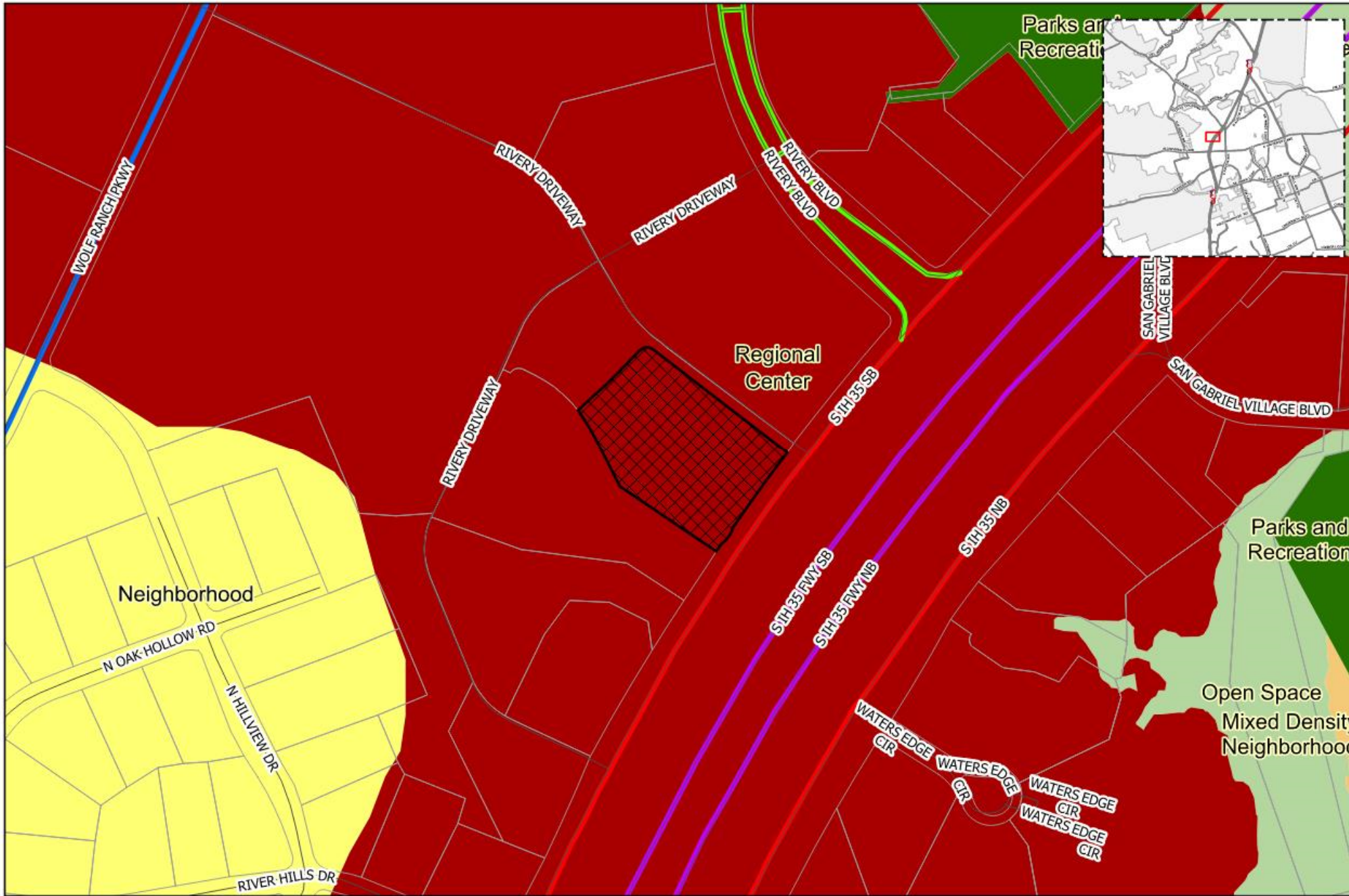


# AERIAL

2022-6-REZ

-  Site
-  City Limits
-  Georgetown ETJ

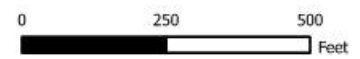




**FUTURE LAND USE/  
OVERALL TRANSPORTATION  
PLAN**

**2022-6-REZ  
Exhibit #2**

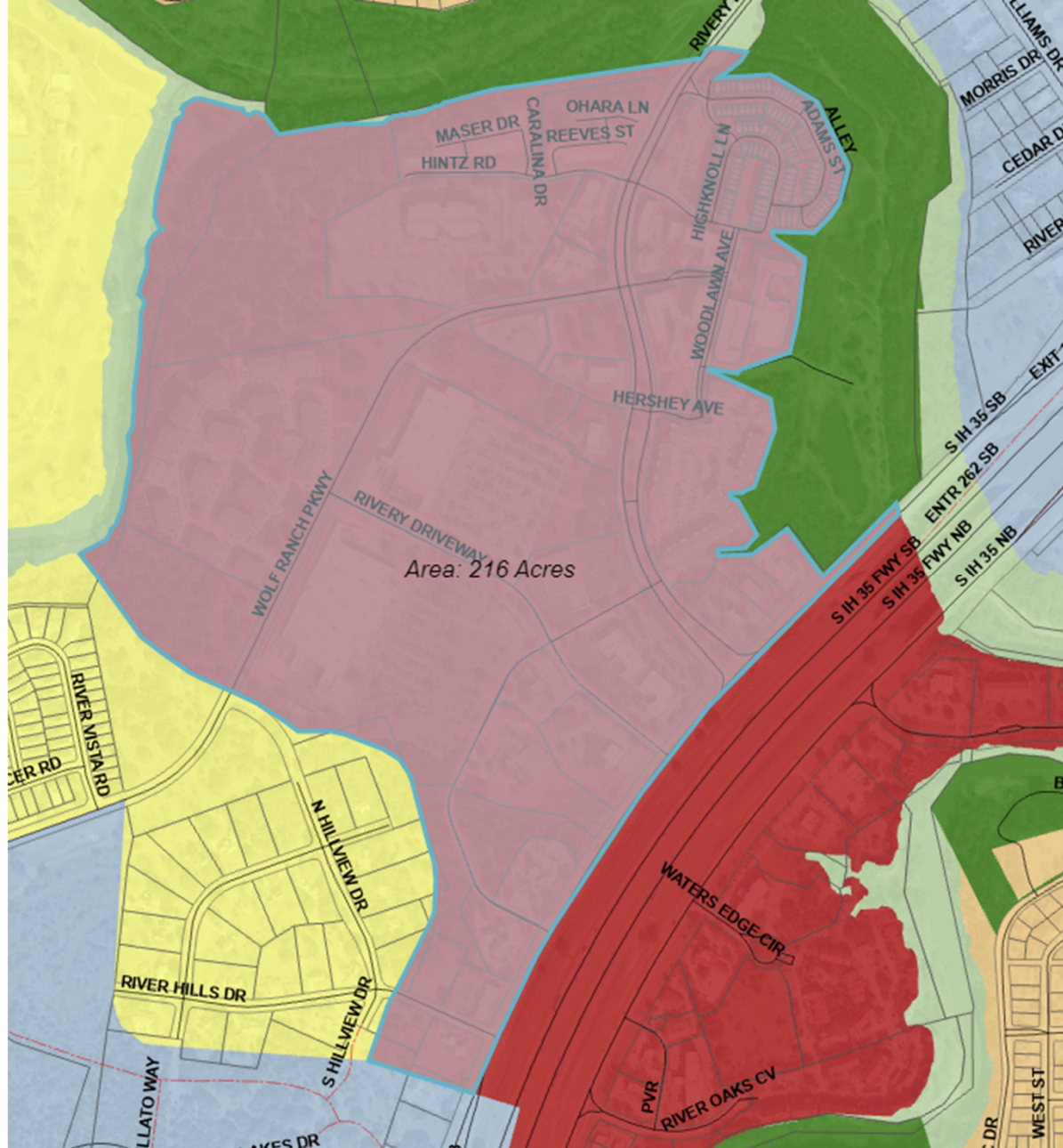
- Site
- Parcels
- ▭ City Limits
- ▭ Georgetown ETJ
- Future Land Use**
- Community Center
- Employment Center
- Institutional
- Mining
- Mixed Density Neighborhood
- Neighborhood
- Open Space
- Parks and Recreation
- Regional Center
- Rural Residential
- Special Area
- Thoroughfare**
- Existing Freeway
- Existing Major Arterial
- Existing Minor Arterial
- Existing Collector
- Proposed Freeway
- Proposed Major Arterial
- Proposed Minor Arterial
- Proposed Collector
- Proposed Rail



# Regional Center (RC)

- Located around arterial roads and intersections
- Space for mid-sized development such as local retail, professional office, service-oriented businesses
- Serves the residents of Georgetown
- Context sensitive & quality site design and pedestrian access are encouraged to ensure compatibility with adjacent land uses

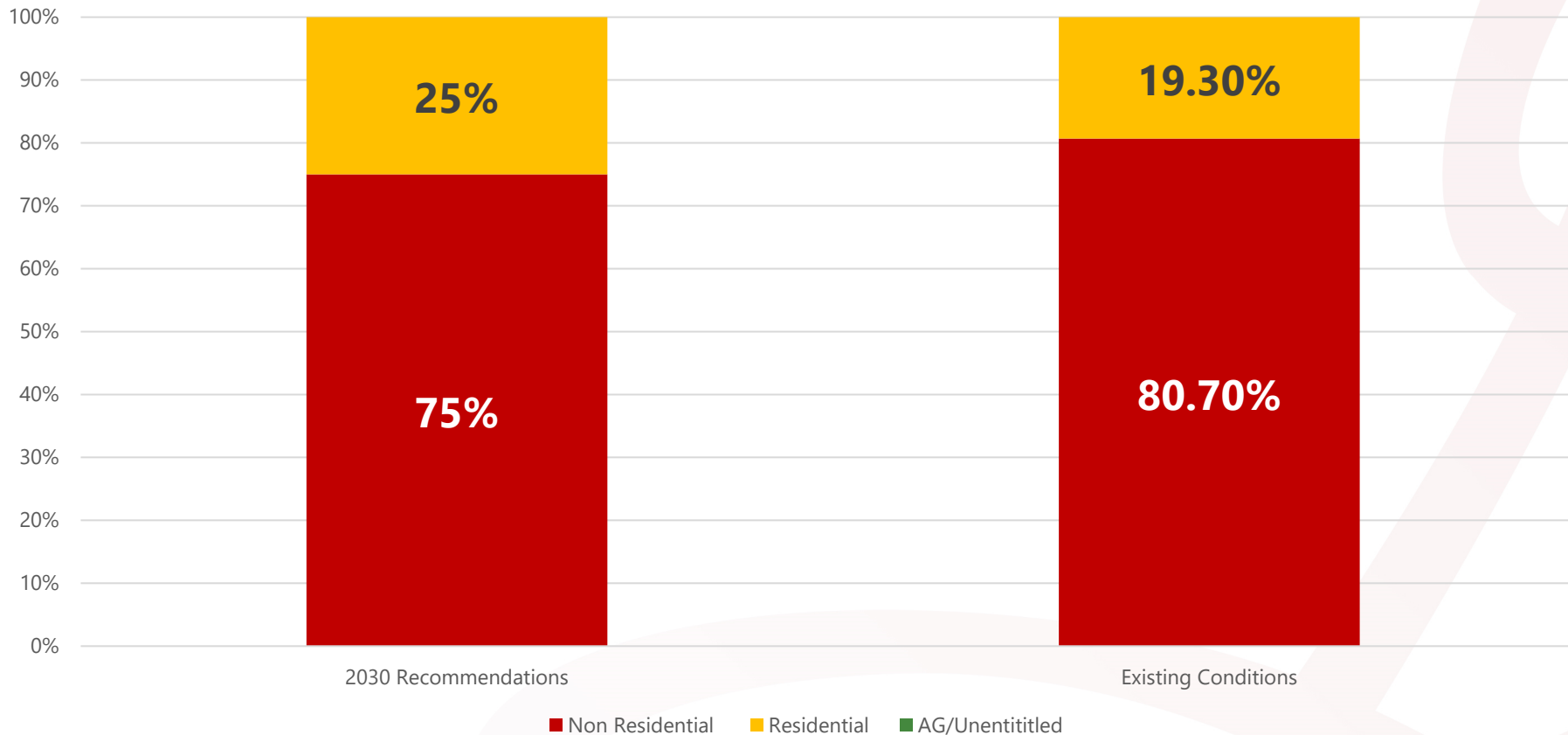
- **DUA:** 18 or more
- **Target Ratio:** 75% nonresidential, 25% residential
- **Primary Use:** Large retailers
- **Secondary Uses:** Mixed use, high density residential, chain restaurants, specialty retailers, professional office, and civic uses



Note: 7.8 acres of Rivery Blvd RoW removed from target area calculations

# Land Use Ratios – (Regional Center)

## Regional Center



Total Area:  
208.1 acres  
100%

Area of Subject Property:  
3.53 acres  
1.7%

AG/Unentitled:  
0 acres  
0%

Note: 7.8 acres of Rivery Blvd RoW removed from target area calculations

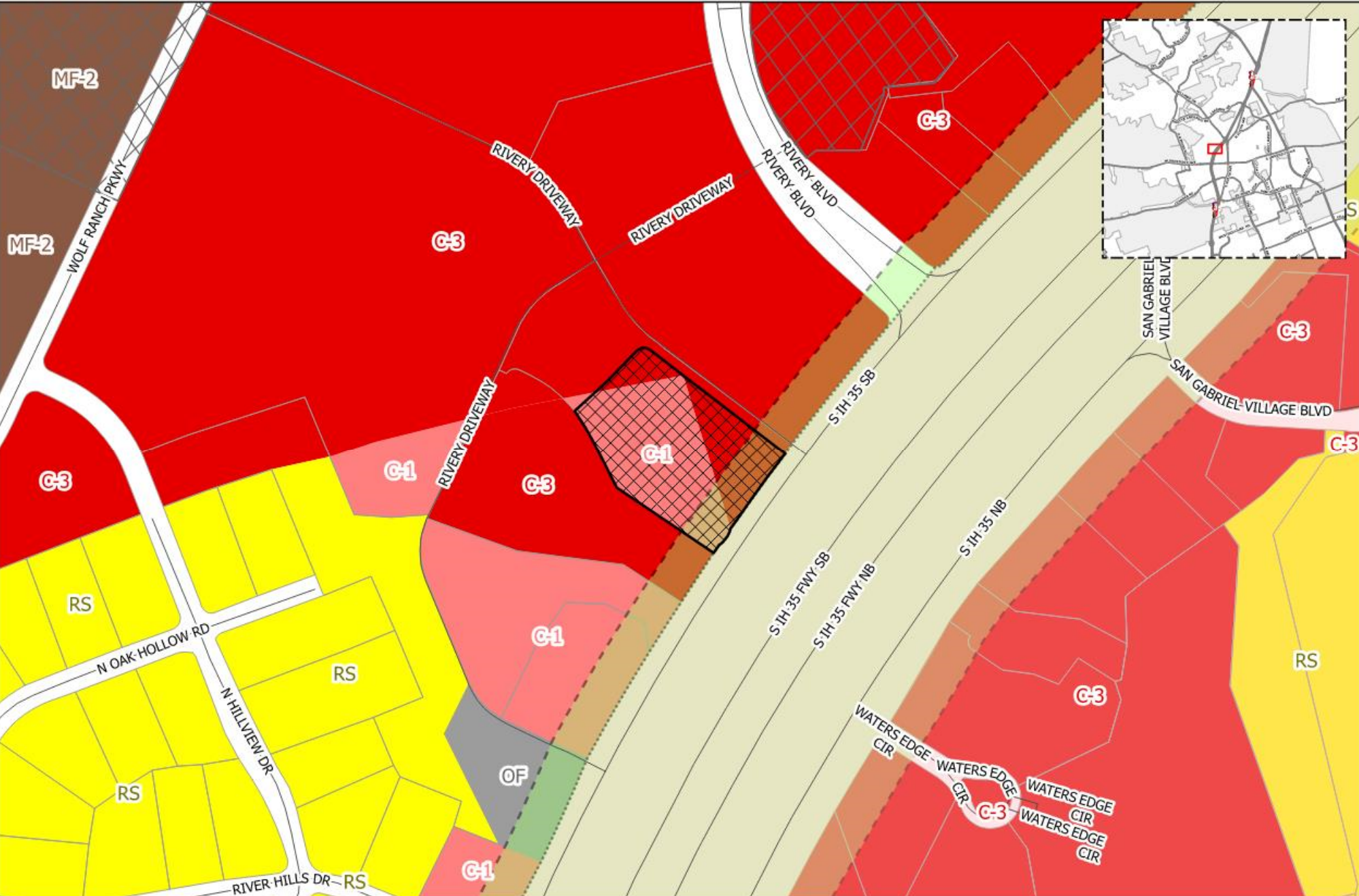




# ZONING

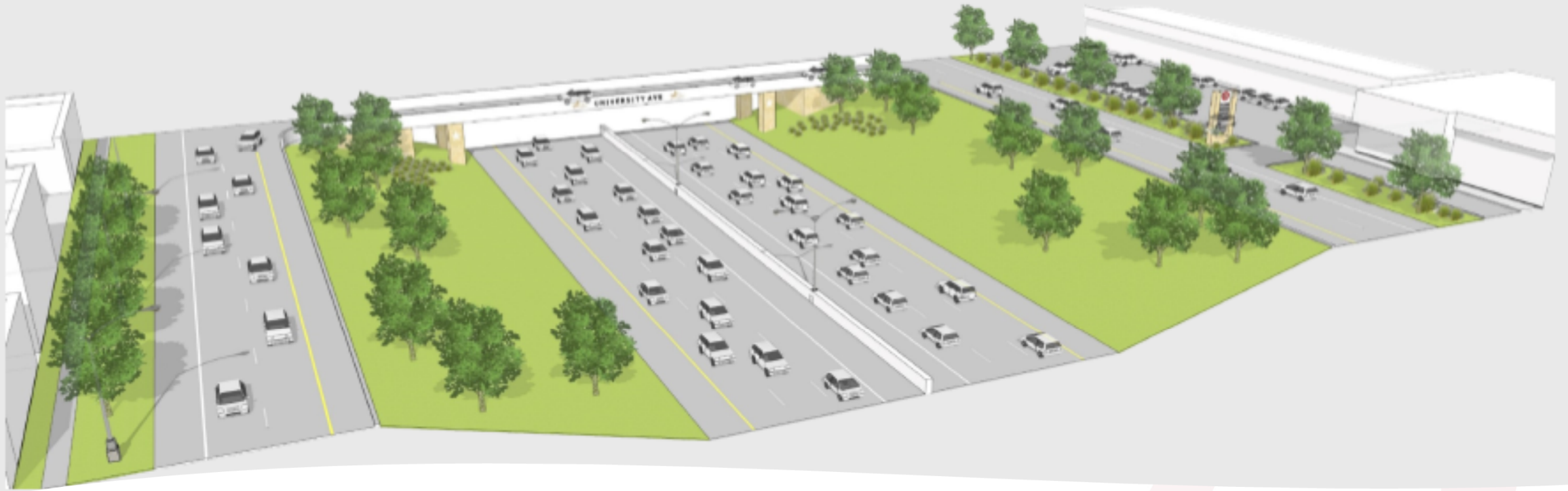
## 2022-6-REZ

Exhibit #3



- Site
  - PUD
  - Courthouse View Overlay
  - Old Town Overlay
  - Historic Overlay
  - Downtown Overlay
  - SPO Overlay
  - Gateway Overlay
  - Parcels
- Zoning**
- AG - Agriculture
  - BP - Business Park
  - C-1 - Local Commercial
  - C-3 - General Commercial
  - CN - Neighborhood Commercial
  - IN - Industrial
  - MF-1 - Low-Density Multi-family
  - MF-2 - High-Density Multi-family
  - MH - Manufactured Housing
  - MU-DT - Mixed-Use Downtown
  - OF - Office
  - PF - Public Facility
  - RE - Residential Estate
  - RL - Residential Low-Density
  - RS - Residential Single-Family
  - TF - Two-Family
  - TH - Townhouse





# Gateway Overlay: Highway Corridor

## Land Use and Building Design

- Commercial, retail, and mixed uses to capitalize on highway visibility
- Auto-oriented layouts with ample parking behind buildings

## Streetscape

- Lighting oriented for automobiles
- Natural and native plantings
- Focused and enhanced landscaping at intersections
- Sidewalks between Frontage road and buildings

# General Commercial (C-3)

- Commercial and retail serving entire community
- May be large in scale and generate substantial traffic
- Appropriate along Arterials and Freeways

## Dimensional Standards

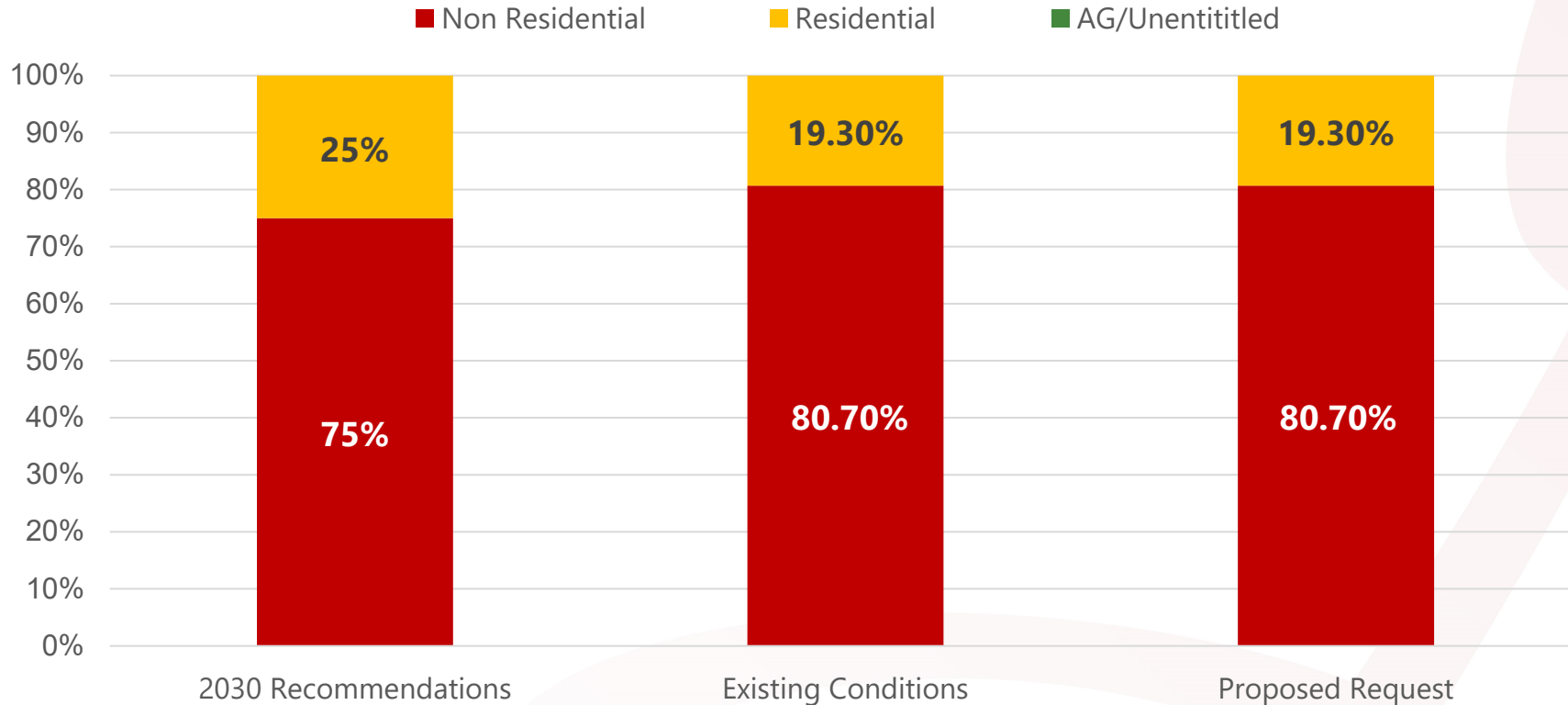
- Max building height = 60'
- Front setback = 25'
- Side setback = 10'
- Rear setback = 10'
- Side setback to residential = 15'
- Rear setback to residential = 25'
- 15' bufferyard adjacent to RS

# Approval Criteria – UDC Section 3.06.030

Criteria for Rezoning	Complies	Partially Complies	Does Not Comply
The application is complete and the information contained within the application is sufficient and correct enough to allow adequate review and final action;	X		
The zoning change is consistent with the Comprehensive Plan;	X		
The zoning change promotes the health, safety or general welfare of the City and the safe orderly, and healthful development of the City;	X		

# Land Use Ratios – (Regional Center)

## Regional Center



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100%

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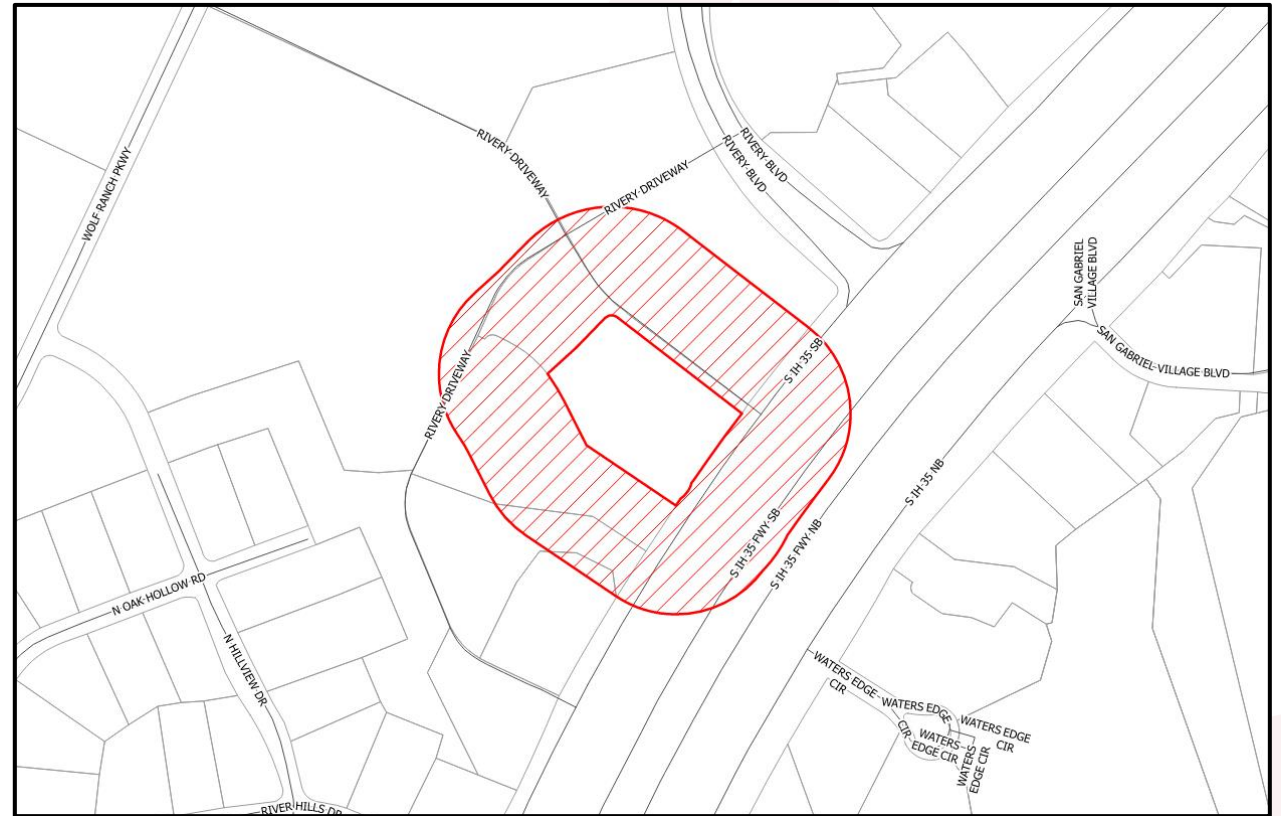
AG/Unentitled:  
0 acres  
0%

# Approval Criteria – UDC Section 3.06.030

Criteria for Rezoning	Complies	Partially Complies	Does Not Comply
The zoning change is compatible with the present zoning and conforming uses of nearby property and with the character of the neighborhood; and	X		
The property to be rezoned is suitable for uses permitted by the district that would be applied by the proposed amendment.	X		

# Public Notifications

- 10 property owners within the 300' buffer
- Notice in Sun News on July 31, 2022
- 1 Sign posted on the property
- To date, staff has received:
  - 0 written comments IN FAVOR
  - 0 written comments OPPOSED



# Planning & Zoning Commission Action

- At their August 16<sup>th</sup> meeting, the Planning & Zoning Commission recommended APPROVAL of the request (5-0).



# <First Reading of an Ordinance

An Ordinance of the City Council of the City of Georgetown, Texas, amending part of the Official Zoning Map to rezone Lot 5B, Block B, Replat of Lot 5B, Block B, The Rivery Phase One Subdivision, generally located 708 South Interstate Highway 35, from the Local Commercial (C-1) zoning district to General Commercial (C-3) zoning district; repealing conflicting ordinances and resolutions; including a severability clause; and establishing an effective date.