

**ZONING CHANGE REVIEW SHEET**

CASE: C14-2022-0154 (El Palacio Event Center)

DISTRICT: 4

ADDRESS: 9414 Parkfield Drive

ZONING FROM: GR-NP

TO: CS-1-NP

SITE AREA: 0.459 acres (19,999 sq. ft.)

PROPERTY OWNER: Ghassan Najjar and Salim G. Salem

AGENT: Lenworth Consulting, LLC (Ignacio “Nash” Gonzales, Jr.)

CASE MANAGER: Sherri Sirwaitis (512-974-3057, [sherri.sirwaitis@austintexas.gov](mailto:sherri.sirwaitis@austintexas.gov))

STAFF RECOMMEDATION:

**Staff recommends CS-1-NP, Commercial-Liquor Sales-Neighborhood Plan Combining District, zoning.**

PLANNING COMMISSION ACTION / RECOMMENDATION:

**February 28, 2023**

CITY COUNCIL ACTION:

ORDINANCE NUMBER:

ISSUES: N/A

CASE MANAGER COMMENTS:

The property in question is currently a 19,999 sq. ft. indoor entertainment use within a retail center (Quick Creek Plaza). There is GR-NP and CS-1-NP zoning within the shopping center and SF-3-NP zoning across Rutland Drive to north. To the south, there is a laundry services use (Quick Wash) zoned GR-NP and a parking area that is zoned MF-3-NP. There are single-family and duplex residences in SF-3-NP zoning across West Rundberg Lane further to the south. The lots to the east, across Parkfield Drive, are developed with a food sales/service station use (Circle K/Valero), a restaurant (The State Inspector), retail (U-Haul Dealer), a lounge (Cowboys), a medical office (Amor Dental) and another retail use (Iris Jewelry) zoned LR-NP and GR-NP respectively. To the west, behind the retail center, the lots are zoned SF-3-NP and contain single family and duplex residential uses fronting Quail Meadow Drive. The applicant is requesting a footprint of CS-1-NP zoning for this suite to allow for onsite alcohol sales within this event center during quinceaneras and weddings (*please see Applicant's Request Letter – Exhibit C*).

The staff recommends CS-1-NP zoning as the property meets the intent of the Commercial-Liquor Sales district. The site under consideration is a suite within an existing retail center located between three Level 3/arterial roadways, Parkfield Drive, West Rundberg Lane and Rutland Drive. The proposed zoning is compatible with the commercial zoning and uses surrounding the site and the property is within a designated Activity Corridor in the Imagine Austin Comprehensive Plan. A plan amendment is not required because the current land use on the Future Land Use Map for the North Austin Civic Association (NACA) Neighborhood Planning Area is “Commercial”.

The applicant agrees with the staff's recommendation.

BASIS OF RECOMMENDATION:

1. *The proposed zoning should be consistent with the purpose statement of the district sought.*

Commercial-Liquor Sales district is intended predominately for commercial and industrial activities of a service nature which typically have operating characteristics or traffic service requirements generally incompatible with residential environments, and specifically includes liquor sales as a permitted use.

Neighborhood Plan district denotes a tract located within the boundaries of an adopted Neighborhood Plan.

2. *Zoning changes should promote compatibility with adjacent and nearby uses.*

The CS-1-NP zoning district is compatible and consistent with the surrounding uses because there is commercial zoning (GR-NP, CS-1-NP and LR-NP zoning)

surrounding the site and this footprint area is adjacent to other retail and restaurant uses.

The property is located along the West Rundberg Lane Activity Corridor as identified on the Growth Concept Map in the Image Austin Comprehensive Plan.

3. *Zoning should promote the policy of locating retail and more intensive zoning near the intersections of arterial roadways or at the intersections of arterials and major collectors.*

The site under consideration is located within an existing retail center at the intersection of three Level 3/arterial roadways, Rutland Drive, W. Rundberg Lane and Parkfield Drive.

EXISTING ZONING AND LAND USES:

	ZONING	LAND USES
<i>Site</i>	GR-NP	Quick Creek Plaza: Indoor Entertainment (El Palacio Event Center)
<i>North</i>	GR-NP, CS-1-NP, SF-3-NP	Quick Creek Plaza: Retail (Metro by T-Mobile), Restaurants (Michoacana, Taco More), Day Care (Bright Beginnings Childcare), Liquor Sales (Cheers Liquor), Office (58 Taxes & Notary), Retail (Yari's Boutique), Food Sales (Parkfield Food Mart), Personal Services (Cecy's Salon, Sary Essentials Med Spa), across Rutland Drive - Single-Family Residences
<i>South</i>	GR-NP, MF-3-NP	Quick Creek Plaza: Laundry Services (Quick Wash), across W. Rundberg Lane - Single Family and Duplex Residences
<i>East</i>	GR-NP	Food Sales/Service Station (Circle K/Valero), Restaurant (The State Inspector), Retail (U-Haul Dealer), Lounge (Cowboys), Medical Office (Amor Dental), Retail (Iris Jewelry)
<i>West</i>	GR-NP, SF-3-NP	Single Family and Duplex Residences

NEIGHBORHOOD PLANNING AREA: North Austin Civic Association (NACA)

TIA: Not Required

WATERSHED: Little Walnut Creek

SCHOOLS: Austin I.S.D.

NEIGHBORHOOD ORGANIZATIONS:

Austin Independent School District  
 Austin Lost and Found Pets  
 Austin Neighborhoods Council  
 Friends of Austin Neighborhoods  
 Go Austin – Vamos Austin North  
 Homeless Neighborhood Association  
 Neighborhood Empowerment Foundation  
 North Austin Civic Association  
 North Austin Civic Association Neighborhood Plan Contact Team  
 North Growth Corridor Alliance  
 SELTEXAS  
 Shoal Creek Conservancy  
 Sierra Club, Austin Regional Group

RELATED CASES:

C14-01-0037 – North Austin Civic Association NP Rezonings

EXISTING STREET CHARACTERISTICS:

Name	ASMP Classification	ASMP Required ROW	Existing ROW	Existing Pavement	Sidewalks	Bicycle Route	Cap Metro (within ¼ mile)
Parkfield Drive	Level 3	116 feet	70 feet	55 feet	Yes	Yes, both ways	Yes
West Rundberg Lane	Level 3	116 feet	90 feet	63 feet	Yes	No	Yes

OTHER STAFF COMMENTS:Comprehensive Planning

**Project Name and Proposed Use:** 9414 PARKFIELD DR. C14-2022-0154. Project: El Palacio Event Center. 0.459 Acres from GR-NP to CS-1-NP. NACA Planning Area. FLUM: Commercial. Existing Event Center to be allowed to sell liquor for events instead of byo liquor/wine.

Yes	Imagine Austin Decision Guidelines
	Complete Community Measures
Y	<b>Imagine Austin Growth Concept Map:</b> Located within or adjacent to an Imagine Austin Activity Center, Imagine Austin Activity Corridor, or Imagine Austin Job Center as identified the Growth Concept Map. <b>Name(s) of Activity Center/Activity Corridor/Job Center:</b> <b>Located along the W. Rundberg Lane Activity Corridor</b>
Y	<b>Mobility and Public Transit:</b> Located within 0.25 miles of public transit stop and/or light rail station.
Y	<b>Mobility and Bike/Ped Access:</b> Adjoins a public sidewalk, shared path, and/or bike lane.
	<b>Connectivity, Good and Services, Employment:</b> Provides or is located within 0.50 miles to goods and services, and/or employment center.
	<b>Connectivity and Food Access:</b> Provides or is located within 0.50 miles of a grocery store/farmers market.
Y	<b>Connectivity and Education:</b> Located within 0.50 miles from a public school or university.
Y	<b>Connectivity and Healthy Living:</b> Provides or is located within 0.50 miles from a recreation area, park or walking trail.
	<b>Connectivity and Health:</b> Provides or is located within 0.50 miles of health facility (ex: hospital, urgent care, doctor's office, drugstore clinic, and/or specialized outpatient care.)
	<b>Housing Affordability:</b> Provides a minimum of 10% of units for workforce housing (80% MFI or less) and/or fee in lieu for affordable housing.
	<b>Housing Choice:</b> Expands the number of units and housing choice that suits a variety of household sizes, incomes, and lifestyle needs of a diverse population (ex: apartments, triplex, granny flat, live/work units, cottage homes, and townhomes) in support of Imagine Austin and the Strategic Housing Blueprint.
	<b>Mixed use:</b> Provides a mix of residential and non-industrial uses.
	<b>Culture and Creative Economy:</b> Provides or is located within 0.50 miles of a cultural resource (ex: library, theater, museum, cultural center).
	<b>Culture and Historic Preservation:</b> Preserves or enhances a historically and/or culturally significant site.
	<b>Creative Economy:</b> Expands Austin's creative economy (ex: live music venue, art studio, film, digital, theater.)
	<b>Workforce Development, the Economy and Education:</b> Expands the economic base by creating permanent jobs, especially in industries that are currently not represented in particular area or that promotes a new technology, and/or promotes educational opportunities and workforce development training.
	<b>Industrial Land:</b> Preserves or enhances industrial land.
5	<b>Total Number of "Yes's"</b>

### Environmental

The site is not located over the Edwards Aquifer Recharge Zone. The site is located in the Little Walnut Creek Watershed of the Colorado River Basin, which is classified as an Urban Watershed by Chapter 25-8 of the City's Land Development Code. It is in the Desired Development Zone.

Zoning district impervious cover limits apply in the Urban Watershed classification.

According to floodplain maps there is no floodplain within or adjacent to the project location.

Standard landscaping and tree protection will be required in accordance with LDC 25-2 and 25-8 for all development and/or redevelopment.

At this time, site specific information is unavailable regarding vegetation, areas of steep slope, or other environmental features such as bluffs, springs, canyon rimrock, caves, sinkholes, and wetlands.

This site is required to provide on-site water quality controls (or payment in lieu of) for all development and/or redevelopment when 8,000 s.f. cumulative is exceeded, and on site control for the two-year storm.

At this time, no information has been provided as to whether this property has any preexisting approvals that preempt current water quality or Code requirements.

### Fire

No comments.

### Parks and Recreation

Parkland dedication may be required for any new applicable commercial uses resulting from this zoning application at the time of subdivision or site plan, per City Code § 25-1-601. If no change in use or development application is to result from this rezoning, parkland dedication may not be applicable.

If the applicant wishes to discuss parkland dedication requirements in advance of any site plan or subdivision applications, please contact this reviewer: [thomas.rowlinson@austintexas.gov](mailto:thomas.rowlinson@austintexas.gov). At the applicant's request, PARD can provide an early determination of whether fees in-lieu of land will be allowed.

### Site Plan

FYI: A person may not sell or engage in the business of selling an alcoholic beverage at a place of business located within 300 feet of a church, public school, or public hospital except

as provided by the Texas Alcoholic Beverage Code [4-9-4]. Ensure appropriate distance from all such uses.

### Transportation

The Austin Strategic Mobility Plan (ASMP) calls for 116 feet of right-of-way for Parkfield Drive. It is recommended that 58 feet of right-of-way from the centerline should be dedicated according to the Transportation Plan with the first subdivision or site plan application. [LDC 25-6-51 and 25-6-55].

The Austin Strategic Mobility Plan (ASMP) calls for 116 feet of right-of-way for West Rundberg Lane. It is recommended that 58 feet of right-of-way from the centerline should be dedicated according to the Transportation Plan with the first subdivision or site plan application. [LDC 25-6-51 and 25-6-55].

### Water Utility

The landowner intends to serve the site with City of Austin water and wastewater utilities. The landowner, at own expense, will be responsible for providing any water and wastewater utility improvements, offsite main extensions, utility relocations and or abandonments required by the land use. The water and wastewater utility plan must be reviewed and approved by Austin Water for compliance with City criteria and suitability for operation and maintenance.

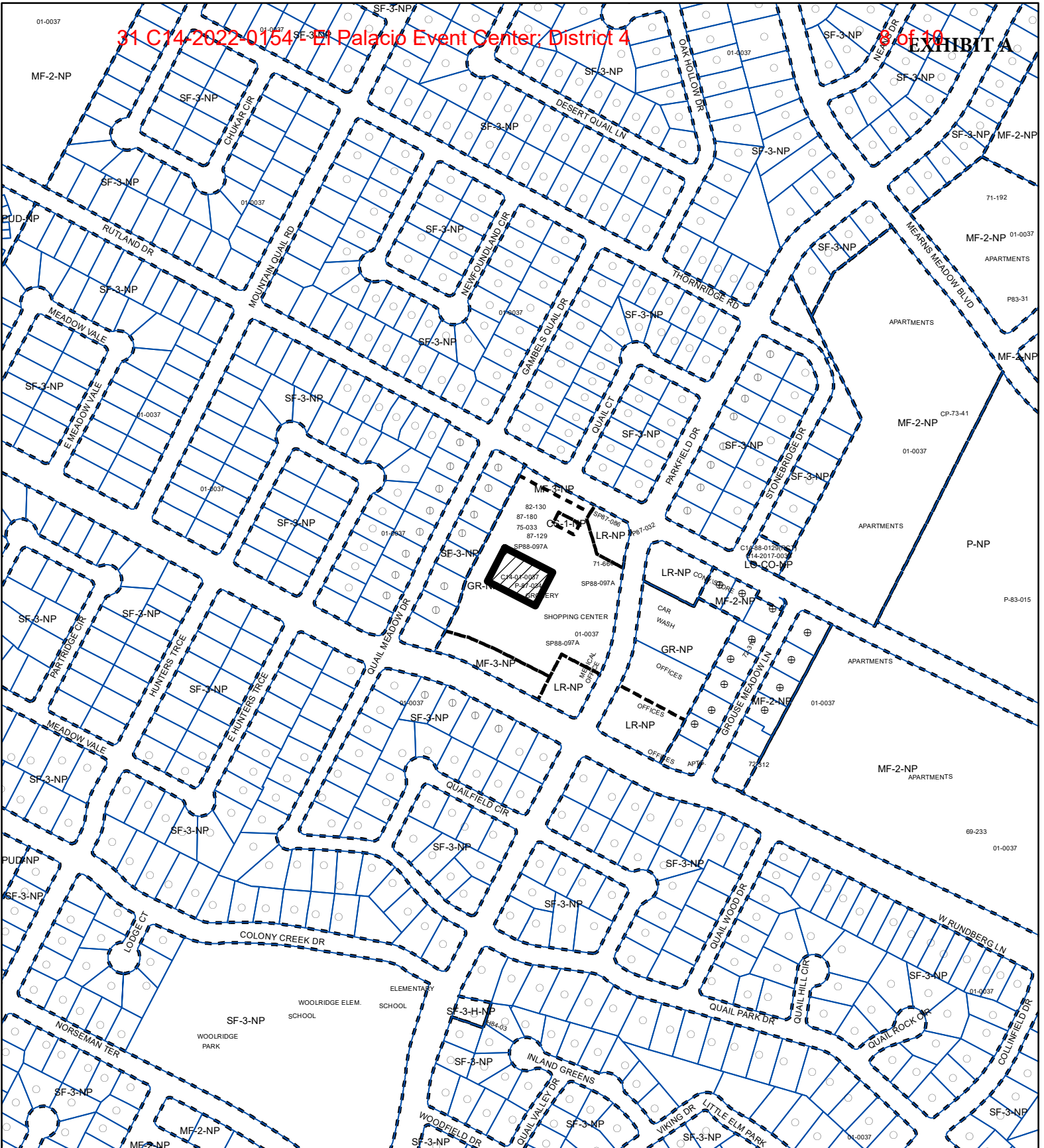
Depending on the development plans submitted, water and or wastewater service extension requests may be required. All water and wastewater construction must be inspected by the City of Austin.

The landowner must pay the City inspection fee with the utility construction. The landowner must pay the tap and impact fee once the landowner makes an application for a City of Austin water and wastewater utility tap permit.

### INDEX OF EXHIBITS TO FOLLOW

- A. Zoning Map
- B. Aerial Map
- C. Applicant's Request Letter








## ZONING

ZONING CASE#: C14-2022-0154



-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

1" = 400'

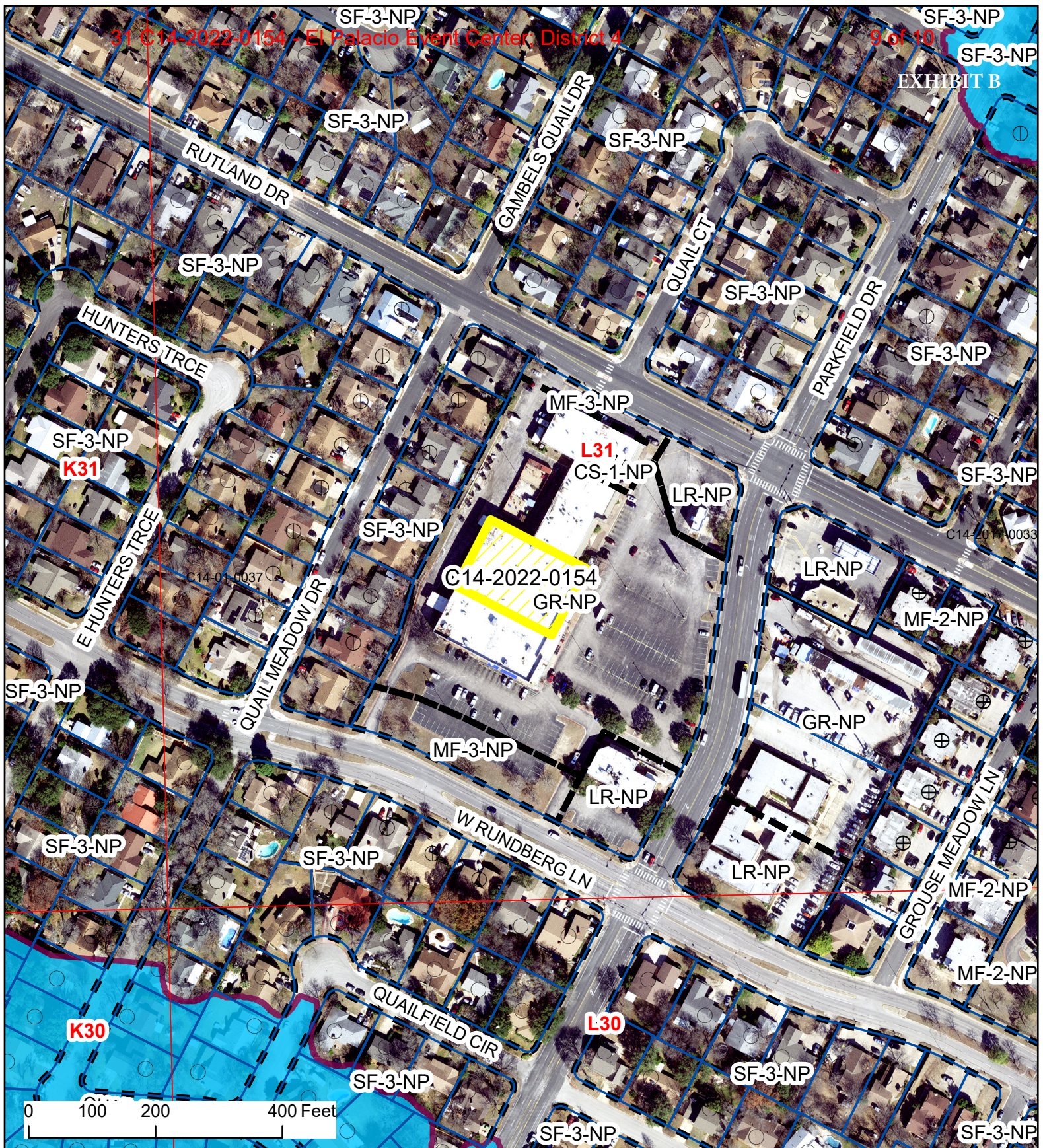
This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by the Housing and Planning Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or



Created: 10/28/2022





## El Palacio Event Center



SUBJECT TRACT



ZONING BOUNDARY



PENDING CASE



CREEK BUFFER

ZONING CASE#: C14-2022-0154  
LOCATION: 9414 Parkfield Drive  
SUBJECT AREA: 0.459 Acres  
GRID: L31  
MANAGER: Sherri Sirwaitis





## **LENWORTH CONSULTING LLC**

P.O. Box 3098, Cedar Park, Texas 78630 (512) 658-8896 [lenworthconsul@gmail.com](mailto:lenworthconsul@gmail.com)

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July 13, 2022

City of Austin, Zoning Case Manager  
6310 Wihelmina Delco Dr.  
Austin, Tx 78752

Re: Zoning request at 9414 Parkfield Dr.

Hello Case Manager,

This case is being file in order to make a positive change for sales of alcohol on El Palacio Event Center that been in existence since the 80's.

This event center is only use for Weddings and Quinceanera's venues and never for any other events. Clients that rent this event center are allowed to bring their own alcohol into the center during the celebration. This is the purpose for this zoning request by the property owners, they want to have a better control over the consumption by selling all of the alcohol during any time the center is being used and not allow anyone to bring any alcohol into the center at any time during entertainment is taking place.

The El Palacio Event Center has a very nice track record and the owners want to make sure it continues doing business as it has for years.

If you have any questions or concerns, I can be reached at (512) 658-8896 or by email [lenworthconsul@gmail.com](mailto:lenworthconsul@gmail.com).

Thank you for your assistance with this case.



Ignacio (Nash) Gonzales, Jr.  
Manager  
LENWORTH Consulting LLC