

**NEIGHBORHOOD PLAN AMENDMENT REVIEW SHEET**

**NEIGHORHOOD PLAN:** Holly

**CASE#:** NPA-2023-0010.01

**DATE FILED:** July 20, 2023

**PROJECT NAME:** 518 N. Pleasant Valley Road

**PC DATE:** December 12, 2023

**ADDRESS/ES:** 518 N. Pleasant Valley Road and 507 Calles Street

**DISTRICT AREA:** 3

**SITE AREA:** 3.89 acres

**OWNER/APPLICANT:** 507 Calles St. (Austin) Owner, LLC

**AGENT:** Armbrust & Brown, PLLC (Richard T. Suttle, Jr.)

**CASE MANAGER:** Maureen Meredith

**PHONE:** (512) 974-2695

**STAFF EMAIL:** Maureen.Meredith@austintexas.gov

**TYPE OF AMENDMENT:**

**Change in Future Land Use Designation**

**From:** Industry

**To:** Mixed Use

**Base District Zoning Change**

**Related Zoning Case:** C14-2023-0111

**From:** LI-CO-NP

**To:** CS-MU-V-NP

**NEIGHBORHOOD PLAN ADOPTION DATE:** December 13, 2001

**CITY COUNCIL DATE:** TBD

**ACTION:**

**PLANNING COMMISSION RECOMMENDATION:**

*December 12, 2023 - (action pending)*

**STAFF RECOMMENDATION:** To grant the applicant's request for Mixed Use land use.

**BASIS FOR STAFF'S RECOMMENDATION:** Staff supports the applicant's request for Mixed Use land use because the property has frontage along N. Pleasant Valley Road which is an activity corridor where mixed use projects are appropriate. Mixed Use land use is to the north, south and west of the property and the property is close to public transportation. Mixed Use land use is appropriate in this location.



Below are sections from the Holly Neighborhood Plan that staff believes supports the applicant's request.

### Land Use

~~~~~  
**Goal 1:** Promote a variety of housing options for a mixture of different incomes.

**Objective 1.2:** Preserve existing affordable housing.

**Objective 1.3:** Increase affordable housing opportunities for both home ownership and rental.

**Objective 1.4:** Maintain and increase housing opportunities for low income workers.

## **LAND USE DESCRIPTIONS**

### ***EXISTING LAND USE ON THE PROPERTY***

Industry - Areas reserved for manufacturing and related uses that provide employment but are generally not compatible with other areas with lower intensity use. Industry includes general warehousing, manufacturing, research and development, and storage of hazardous materials.

#### **Purpose**

1. To confine potentially hazardous or nuisance-creating activities to defined districts;
2. To preserve areas within the city to increase employment opportunities and increased tax base;
3. To protect the City's strategic advantage as a high tech job center; and
4. To promote manufacturing and distribution activities in areas with access to major transportation systems.

#### **Application**

1. Make non-industrial properties in areas with a dominant industrial character compatible with the prevailing land use scheme;
2. Where needed, require a buffer area for industrial property that abuts residentially used land;
3. Industry should be applied to areas that are not appropriate for residential or mixed use development, such as land within the Airport Overlay; 4. In general, mixed use and permanent residential activities are not appropriate in industrial areas. An exception may be the edge of an industrial area along the interface with an area in which residential activities are appropriate. Such exceptions should be considered case by case, with careful attention to both land use compatibility and design;
5. Industry should not be either adjacent to or across the road from single family residential or schools;
6. Use roadways and/or commercial or office uses as a buffer between residential and industry; and
7. Smaller scale "local manufacturing" districts may be appropriate in some locations to preserve employment opportunities and cottage industries of local artisans. In these areas, hazardous industrial uses (i.e. basic industry, recycling centers, and scrap yards) should be prohibited.

### ***PROPOSED LAND USE ON THE PROPERTY***

**Mixed Use** - An area that is appropriate for a mix of residential and non-residential uses.

#### **Purpose**

1. Encourage more retail and commercial services within walking distance of residents;
2. Allow live-work/flex space on existing commercially zoned land in the neighborhood;

3. Allow a mixture of complementary land use types, which may include housing, retail, offices, commercial services, and civic uses (with the exception of government offices) to encourage linking of trips;
4. Create viable development opportunities for underused center city sites;
5. Encourage the transition from non-residential to residential uses;
6. Provide flexibility in land use standards to anticipate changes in the marketplace;
7. Create additional opportunities for the development of residential uses and affordable housing; and
8. Provide on-street activity in commercial areas after 5 p.m. and built-in customers for local businesses.

### Application

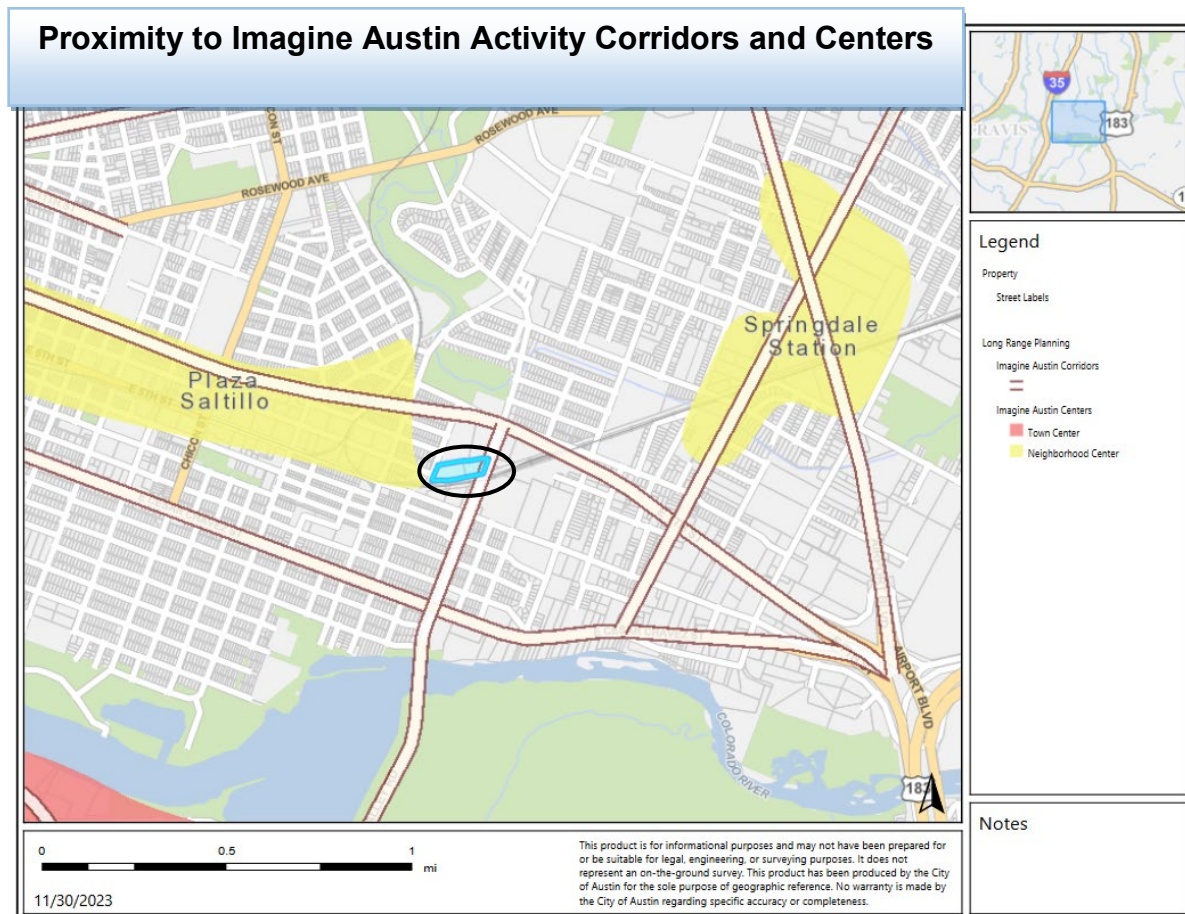
1. Allow mixed use development along major corridors and intersections;
2. Establish compatible mixed-use corridors along the neighborhood's edge
3. The neighborhood plan may further specify either the desired intensity of commercial uses (i.e. LR, GR, CS) or specific types of mixed use (i.e. Neighborhood Mixed Use Building, Neighborhood Urban Center, Mixed Use Combining District);
4. Mixed Use is generally not compatible with industrial development, however it may be combined with these uses to encourage an area to transition to a more complementary mix of development types;
5. The Mixed Use (MU) Combining District should be applied to existing residential uses to avoid creating or maintaining a non-conforming use; and
6. Apply to areas where vertical mixed use development is encouraged such as Core Transit Corridors (CTC) and Future Core Transit Corridors.

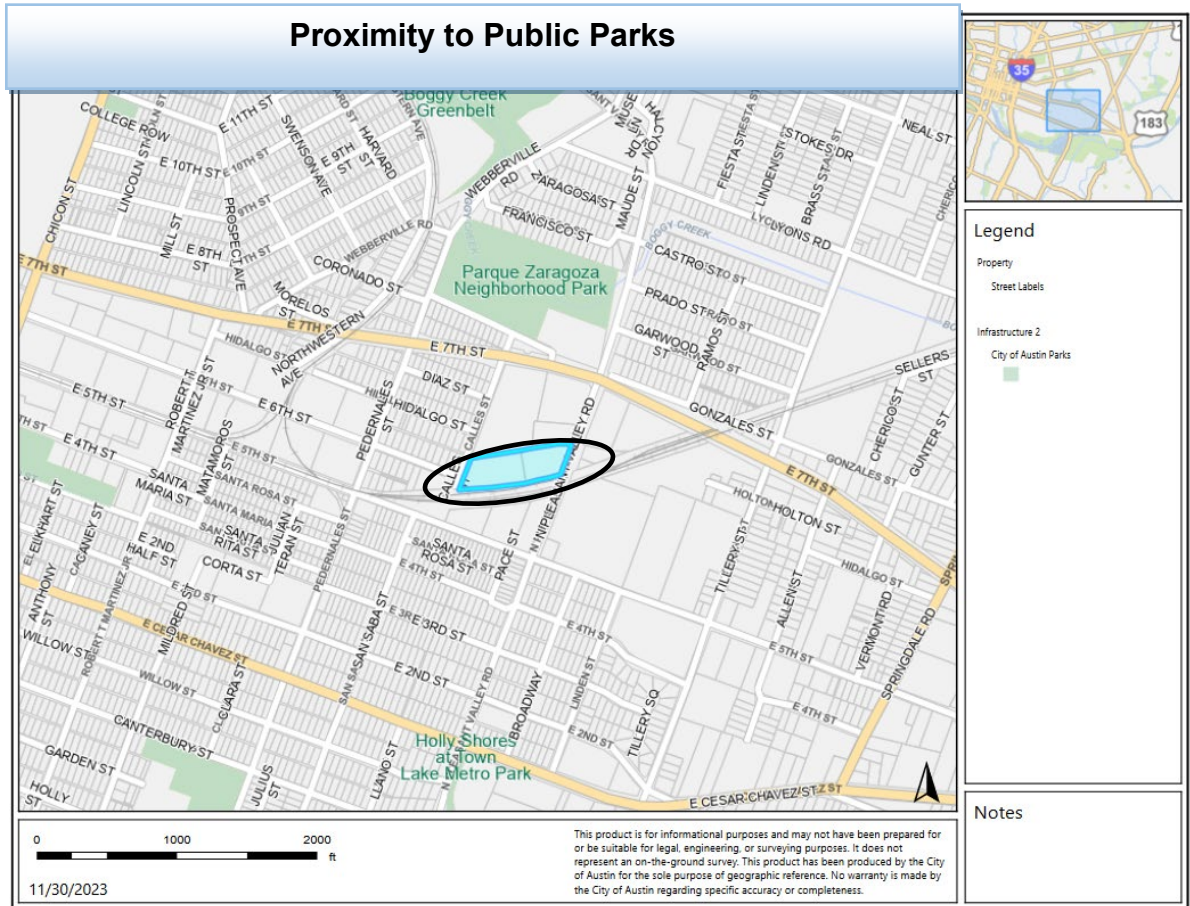
| Yes                         | Imagine Austin Decision Guidelines                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Complete Community Measures |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Yes                         | <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> <ul style="list-style-type: none"> <li>• Frontage on N. Pleasant Valley Road which is an Activity Corridor</li> <li>• Near Plaza Saltillo Neighborhood Center</li> </ul> |
| Yes                         | <b>Mobility and Public Transit:</b> Located within 0.25 miles of public transit stop and/or light rail station. <ul style="list-style-type: none"> <li>• (See map below)</li> </ul>                                                                                                                                                                                                                                                                      |

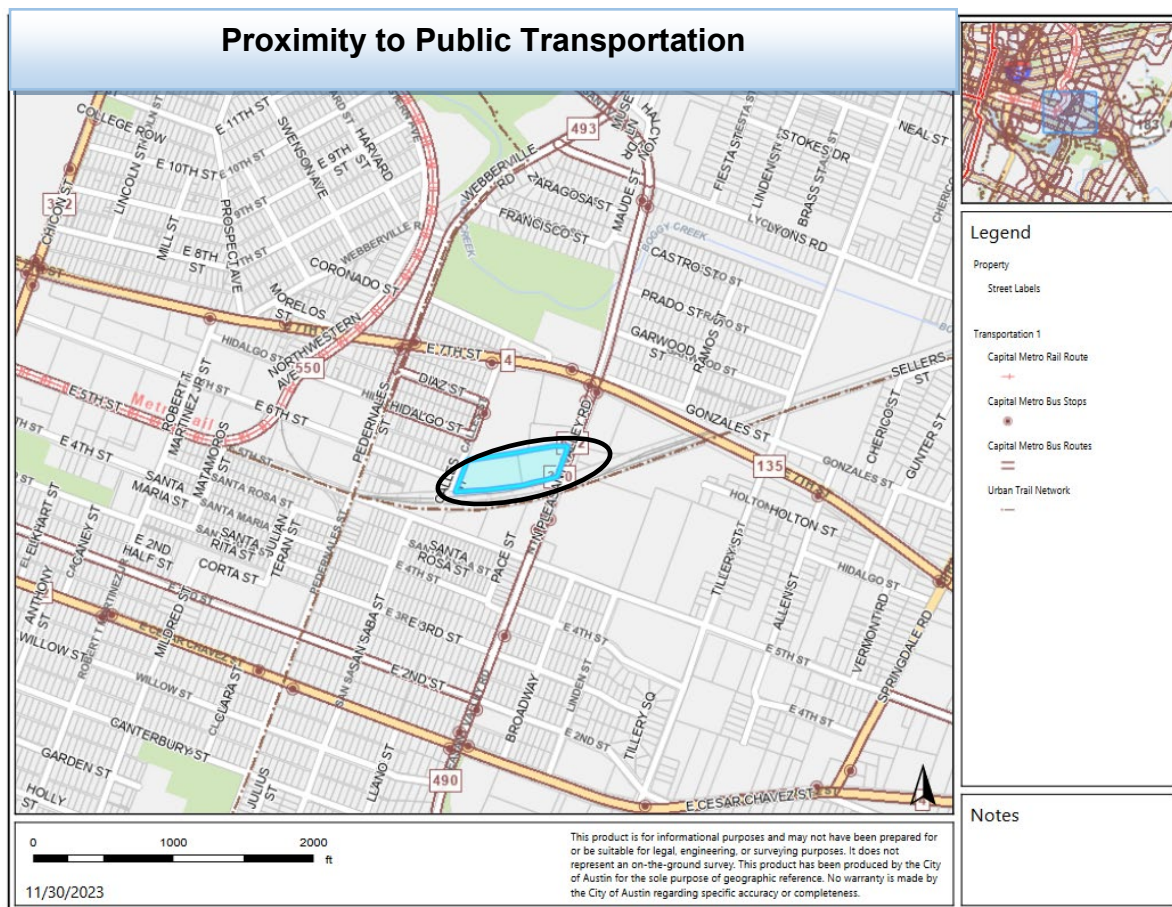
|                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Yes                                                                | <b>Mobility and Bike/Ped Access:</b> Adjoins a public sidewalk, shared path, and/or bike lane.                                                                                                                                                                                                                                                                                                                                            |
| Yes                                                                | <b>Connectivity, Good and Services, Employment:</b> Provides or is located within 0.50 miles to goods and services, and/or employment center.                                                                                                                                                                                                                                                                                             |
| Yes                                                                | <b>Connectivity and Food Access:</b> Provides or is located within 0.50 miles of a grocery store/farmers market. <ul style="list-style-type: none"> <li>0.2 miles from HEB</li> </ul>                                                                                                                                                                                                                                                     |
| Yes                                                                | <b>Connectivity and Education:</b> Located within 0.50 miles from a public school or university. <ul style="list-style-type: none"> <li>0.4 miles from Brooke Elementary School</li> <li>0.7 miles from UT Elementary Charter School</li> <li>0.8 miles from Zavala Elementary School</li> <li>1.2 miles from Metz School</li> </ul>                                                                                                      |
|                                                                    | <b>Connectivity and Healthy Living:</b> Provides or is located within 0.50 miles from a recreation area, park or walking trail. <ul style="list-style-type: none"> <li>0.8 miles from Metz Neighborhood Park,</li> <li>0.9 miles from Pan American Neighborhood Park</li> </ul>                                                                                                                                                           |
|                                                                    | <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.)                                                                                                                                                                                                                                           |
| Yes                                                                | <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. <ul style="list-style-type: none"> <li>Proposed zoning of CS-MU-V-NP would require affordable housing if the VMU is pursued.</li> </ul>                                                                                                                                               |
| Yes                                                                | <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. <ul style="list-style-type: none"> <li>Proposed zoning of CS-MU-V-NP allows for residential units.</li> </ul> |
| Yes                                                                | <b>Mixed use:</b> Provides a mix of residential and non-industrial uses. <ul style="list-style-type: none"> <li>Proposed zoning of CS-MU-V-NP would allow for a mixed use development</li> </ul>                                                                                                                                                                                                                                          |
| Yes                                                                | <b>Culture and Creative Economy:</b> Provides or is located within 0.50 miles of a cultural resource (ex: library, theater, museum, cultural center). <ul style="list-style-type: none"> <li>0.1 miles from Cepeda Public Library</li> </ul>                                                                                                                                                                                              |
|                                                                    | <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.                                                                                                                                                                                                                                                                                                                                                                            |
| 10                                                                 | <b>Number of "Yes's"</b>                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Imagine Austin Priority Program PUD Specific Bonus Features</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| n/a                                                                | <b>Public Space Features and Public Art:</b> Incorporates public space features and/or public art into project (Ex: plazas, streetscapes, gardens, and other people-friendly spaces where different ages can socially interact).                                                                                                                                                                                                          |
| na                                                                 | <b>Integrates and/or Expands Green Infrastructure:</b> Preserves or expands Austin's green infrastructure (ex: parkland, community gardens, green streets, creeks, stormwater features that mimic natural hydrology) into the urban environment and transportation network.                                                                                                                                                               |
| n/a                                                                | <b>Protects the Environment:</b> Reduces greenhouse gas emissions, water, energy usage, and/or increases waste diversion.                                                                                                                                                                                                                                                                                                                 |
| n/a                                                                | <b>Protects Environmentally Sensitive Lands:</b> Protects Austin's natural resources and environmental systems by limiting land use and transportation development over or near environmentally sensitive areas, preserves open space, and protects natural resources more than ordinance requirements.                                                                                                                                   |
| n/a                                                                | <b>Water/Wastewater Infrastructure:</b> Sustainably manages Austin's water resources and stream corridors through on-site use of storm water, effective landscaping, flood mitigation, and other low-impact development techniques more than ordinance requirements.                                                                                                                                                                      |



|                                      |                         |
|--------------------------------------|-------------------------|
| PUD<br>zoning is<br>not<br>requested | Total Number of "Yes's" |
|--------------------------------------|-------------------------|







## IMAGINE AUSTIN GROWTH CONCEPT MAP

### Definitions

**Neighborhood Centers** - The smallest and least intense of the three mixed-use centers are neighborhood centers. As with the regional and town centers, neighborhood centers are walkable, bikable, and supported by transit. The greatest density of people and activities in neighborhood centers will likely be concentrated on several blocks or around one or two intersections. However, depending on localized conditions, different neighborhood centers can be very different places. If a neighborhood center is designated on an existing commercial area, such as a shopping center or mall, it could represent redevelopment or the addition of housing. A new neighborhood center may be focused on a dense, mixed-use core surrounded by a mix of housing. In other instances, new or redevelopment may occur incrementally and concentrate people and activities along several blocks or around one or two intersections. Neighborhood centers will be more locally focused than either a regional or a town center. Businesses and services—grocery and department stores, doctors and dentists, shops, branch libraries, dry cleaners, hair salons, schools, restaurants, and other small and local businesses—will generally serve the center and surrounding neighborhoods.



**Town Centers** - Although less intense than regional centers, town centers are also where many people will live and work. Town centers will have large and small employers, although fewer than in regional centers. These employers will have regional customer and employee bases, and provide goods and services for the center as well as the surrounding areas. The buildings found in a town center will range in size from one-to three-story houses, duplexes, townhouses, and rowhouses, to low-to midrise apartments, mixed use buildings, and office buildings. These centers will also be important hubs in the transit system.

**Regional Centers** - Regional centers are the most urban places in the region. These centers are and will become the retail, cultural, recreational, and entertainment destinations for Central Texas. These are the places where the greatest density of people and jobs and the tallest buildings in the region will be located. Housing in regional centers will mostly consist of low to high-rise apartments, mixed use buildings, row houses, and townhouses. However, other housing types, such as single-family units, may be included depending on the location and character of the center. The densities, buildings heights, and overall character of a center will depend on its location.

**Activity Centers for Redevelopment in Sensitive Environmental Areas** - Five centers are located over the recharge or contributing zones of the Barton Springs Zone of the Edwards Aquifer or within water-supply watersheds. These centers are located on already developed areas and, in some instances, provide opportunities to address long-standing water quality issues and provide walkable areas in and near existing neighborhoods. State-of-the-art development practices will be required of any redevelopment to improve stormwater retention and the water quality flowing into the aquifer or other drinking water sources. These centers should also be carefully evaluated to fit within their infrastructural and environmental context.

**Job Centers** - Job centers accommodate those businesses not well-suited for residential or environmentally- sensitive areas. These centers take advantage of existing transportation infrastructure such as arterial roadways, freeways, or the Austin-Bergstrom International airport. Job centers will mostly contain office parks, manufacturing, warehouses, logistics, and other businesses with similar demands and operating characteristics. They should nevertheless become more pedestrian and bicycle friendly, in part by better accommodating services for the people who work in those centers. While many of these centers are currently best served by car, the growth Concept map offers transportation choices such as light rail and bus rapid transit to increase commuter options.

**Corridors** - Activity corridors have a dual nature. They are the connections that link activity centers and other key destinations to one another and allow people to travel throughout the city and region by bicycle, transit, or automobile. Corridors are also characterized by a variety of activities and types of buildings located along the roadway — shopping, restaurants and cafés, parks, schools, single-family houses, apartments, public buildings, houses of worship, mixed-use buildings, and offices. Along many corridors, there will be both large and small redevelopment sites. These redevelopment opportunities may be continuous along stretches of the corridor. There may also be a series of small neighborhood centers, connected by the roadway. Other corridors may have fewer redevelopment

opportunities, but already have a mixture of uses, and could provide critical transportation connections. As a corridor evolves, sites that do not redevelop may transition from one use to another, such as a service station becoming a restaurant or a large retail space being divided into several storefronts. To improve mobility along an activity corridor, new and redevelopment should reduce per capita car use and increase walking, bicycling, and transit use. Intensity of land use should correspond to the availability of quality transit, public space, and walkable destinations. Site design should use building arrangement and open space to reduce walking distance to transit and destinations, achieve safety and comfort, and draw people outdoors.

**BACKGROUND:** The plan amendment application was filed on July 20, 2023.

The applicant proposes to change the land use on the future land use map (FLUM) from Industry to Mixed Use.

The applicant proposes to change the zoning on the property from LI-CO-NP (Limited Industrial Services district – Conditional Overlay combining district – Neighborhood Plan) to CS-MU-V-NP (General Commercial Services district – Mixed Use Combining district – Vertical Mixed Use Combining district – Neighborhood Plan) for a multifamily and retail development.

**PUBLIC MEETINGS:** The ordinance-required community meeting was held on October 23, 2023. Approximately 239 meeting notices were mailed to utility account holders and property owners who live within 500 feet of the subject tract, in addition to neighborhood and environmental groups who requested notification for the area. The recorded meeting can be found here: <https://publicinput.com/neighborhoodplanamendmentcases>. Two city staff members from the Planning Department attended the meeting, Maureen Meredith and Mark Walters. Kelly Wright from Armbrust & Brown, the applicant's agent, attended and one person from the neighborhood.

Below are highlights from Kelly Wright's presentation:

- Proposed FLUM change is from Industry to Mixed Use, which is compatible with the surrounding uses.
- Proposed zoning is from LI-CO-NP to CS-MU-V-NP.
- Currently developed on the western portion with an office building and the eastern part is a parking lot.
- No current plans to demolish the existing building.
- The client is looking at whether or not they are going to redo just the parking lot or the entire site to include a multifamily with retail use in an effort to help with the affordable housing crisis in Austin.

***Q: You mention the Austin housing crisis. Do you know what the upper limit on income to make sure people who need housing will have access to it?***

A: We are asking for CS-MU-V-NP. If we unlock the VMU2, that comes with certain affordable housing requirements. For VMU2, it's 6% of the residential units at 60% MFI or 10% of the residential units at 50% MFI for at least 40 years.

***Q: Do you know how many units are proposed?***

A: We have not hired an engineer or architect for this project yet. We are in the preliminary stages because we had to file the plan amendment application in July during the open filing period.

***Q: Are there parking requirements and other infrastructure requirements?***

A: I know the city wants to eliminate or reduce parking, but the client wants to provide parking based on the market. For residential units they are going to want to provide parking to people who still have vehicles like most of us do.

**Applicant Summary Letter from Application**

**ARMBRUST & BROWN, PLLC**

ATTORNEYS AND COUNSELORS

100 CONGRESS AVENUE, SUITE 1300  
AUSTIN, TEXAS 78701-2744  
512-435-2300

FACSIMILE 512-435-2360

Richard T. Suttie, Jr.  
(512) 435-2310  
[rsuttie@abauaustin.com](mailto:rsuttie@abauaustin.com)

July 19, 2023

Lauren Middleton-Pratt, Director  
Planning Department  
City of Austin  
1000 E. 11th Street, Suite 200  
Austin, Texas 78702

Re: Neighborhood Plan Amendment application for property located at 518 N. Pleasant Valley Road and 507 Calles Street, Austin, Texas, 78702, also known as TCAD Parcel No. 0203110801 (the "Application")

Dear Ms. Middleton-Pratt:

This letter, along with the Application is submitted to amend the Future Land Use Map ("FLUM") for property located at 518 N. Pleasant Valley Road and 507 Calles Street in Austin, Travis County, Texas (the "Property").

The Property is approximately ±3.89 acres and is zoned Limited Industrial Services – Conditional Overlay – Neighborhood Plan Combining District Transit ("LI-CO-NP") by Ordinance 030731-47. The Property is situated in the Holly Neighborhood Plan and is currently developed with offices, art gallery, personal improvement services, warehouse, brewery, restaurant, and a surface parking lot. The proposed project will consist of a mixed-use development including multi-family residential and retail (the "Project").

In order to facilitate development of the Project, a zoning application will be submitted at a later date to rezone the Property from LI-CO-NP to General Commercial Services – Mixed Use – Vertical Mixed Use Building – Neighborhood Plan Combining District ("CS-MU-V-NP"). The FLUM established by the Neighborhood Plan identifies the Property as Industry. This Application requests to change the FLUM on the Property from Industry to Mixed-Use in order for the FLUM to be consistent with the future rezoning.

Thank you in advance for your time and consideration of this Application. If you have any questions, comments, or need additional information, please do not hesitate to contact me at (512) 435-2310 or Kelly Wright at (512) 435-2364.

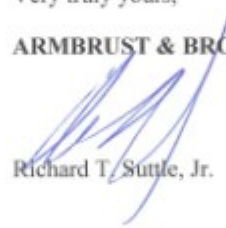
{W1245343.1}



ARMBRUST & BROWN, PLLC  
Page 2

Very truly yours,

ARMBRUST & BROWN, PLLC



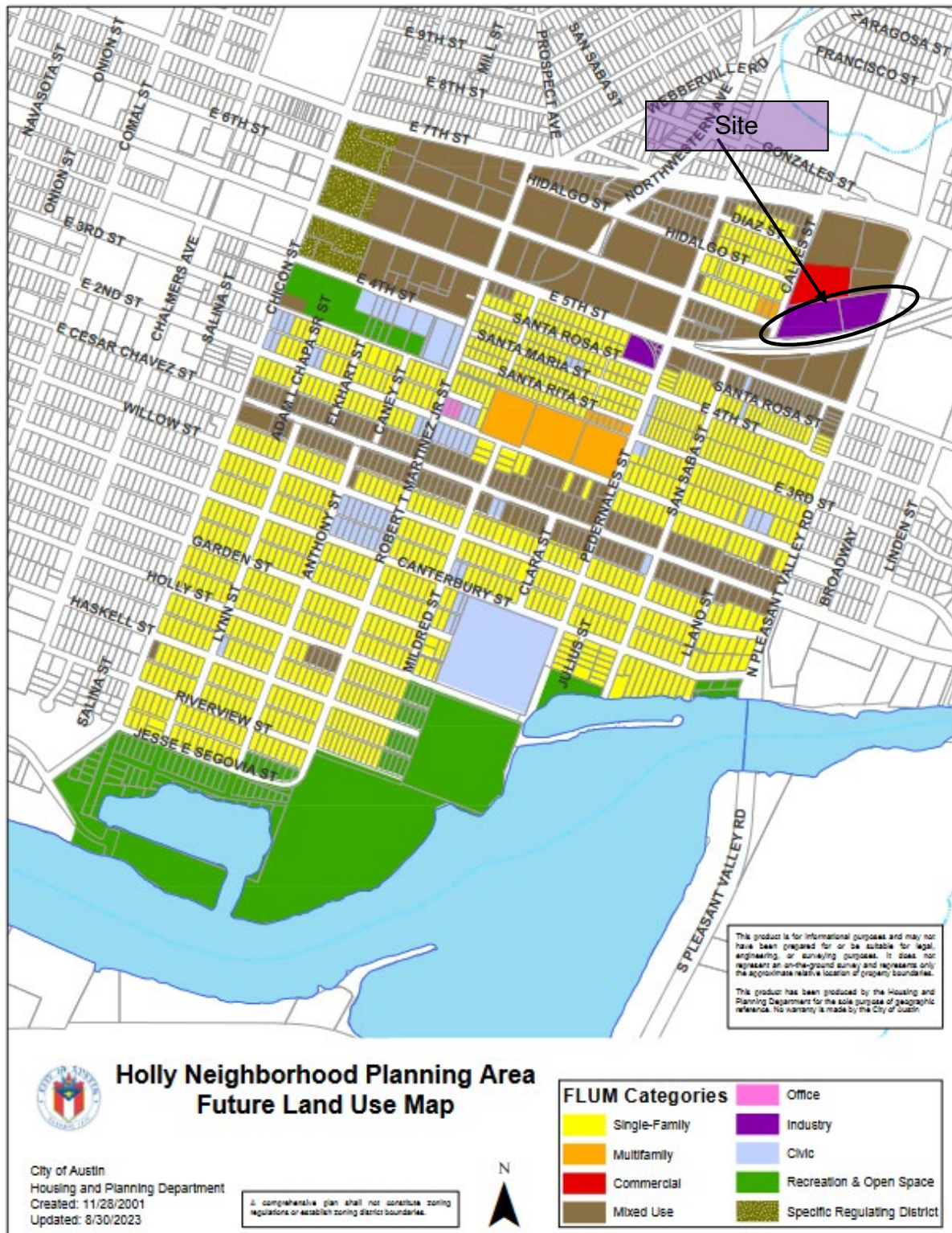
Richard T. Suttle, Jr.

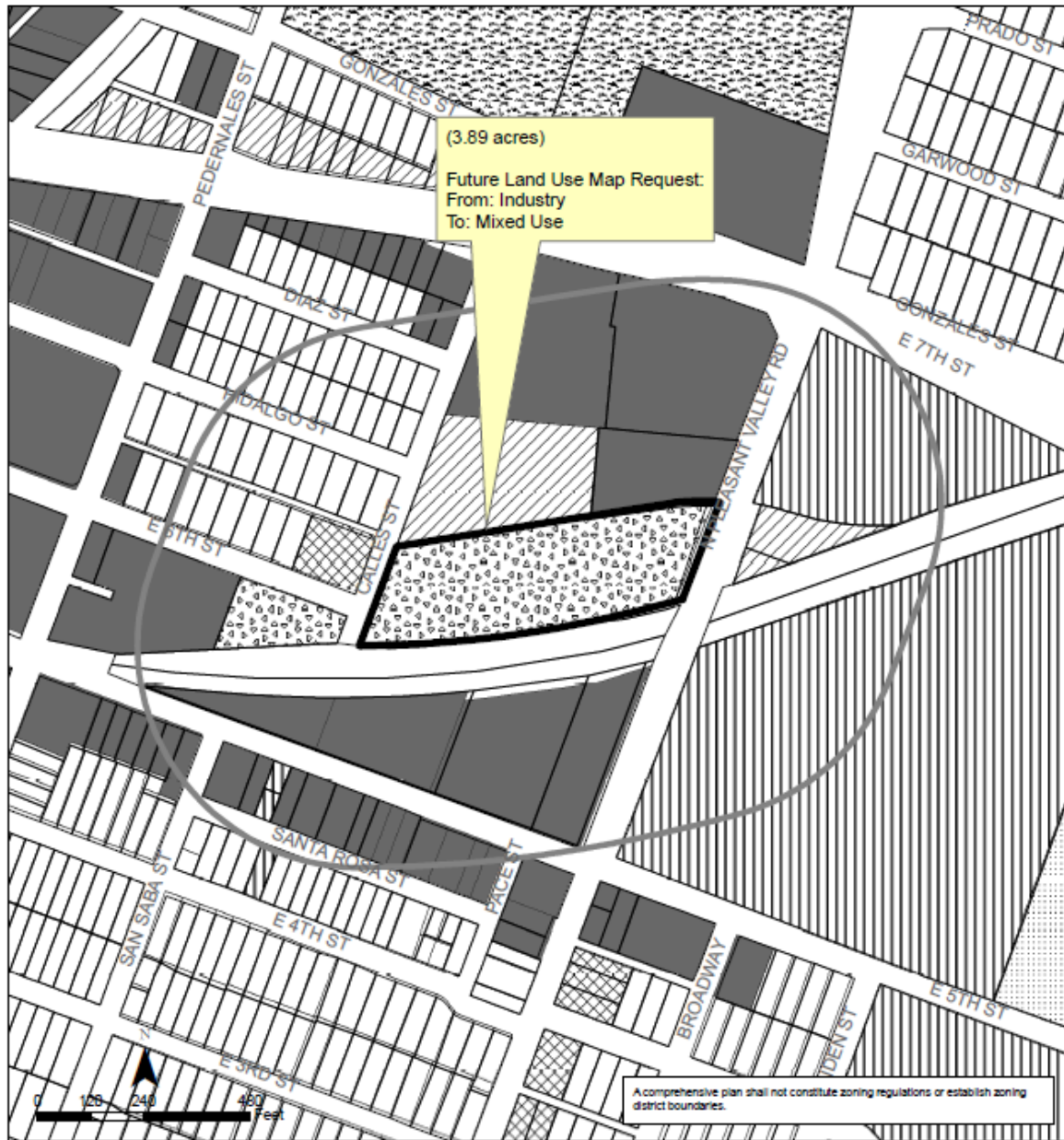
cc: Joi Harden  
Maureen Meredith

{W1245343.1}

**Letter of Recommendation from the Neighborhood  
Plan Contact Team (NPCT)**

(There is no neighborhood plan contact team in the Holly Planning Area)





### Holly Neighborhood Planning Area NPA-2023-0010.01

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 completeness.



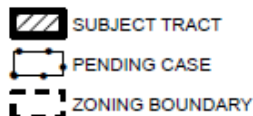
City of Austin  
Housing and Planning Department  
Created on 8/1/2023, by: meekss

#### Future Land Use

|  |                         |  |                         |
|--|-------------------------|--|-------------------------|
|  | Subject Tract           |  | Mixed Use               |
|  | 500 ft. notif. boundary |  | Multi-Family            |
|  | Civic                   |  | Office                  |
|  | Commercial              |  | Recreation & Open Space |
|  | Industry                |  | Single-Family           |

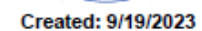


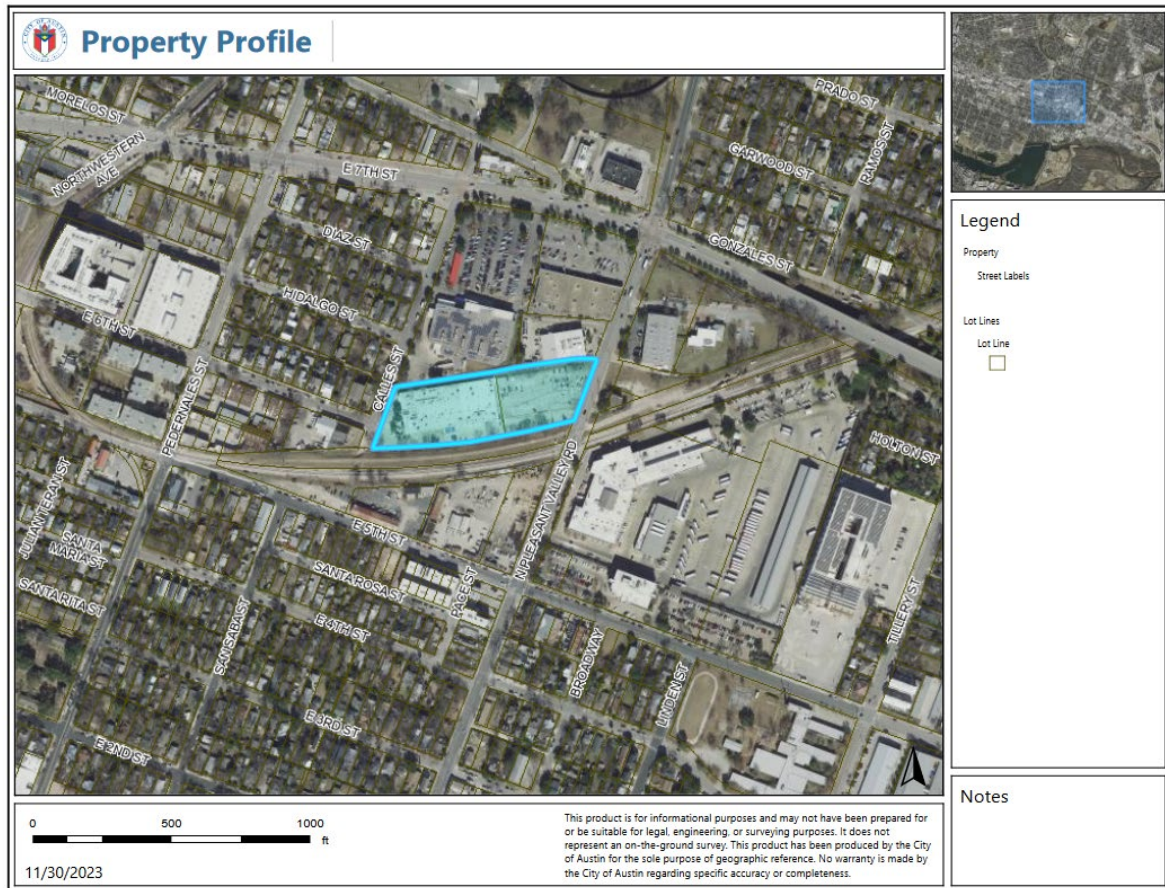
ZONING CASE#: C14-2023-0111



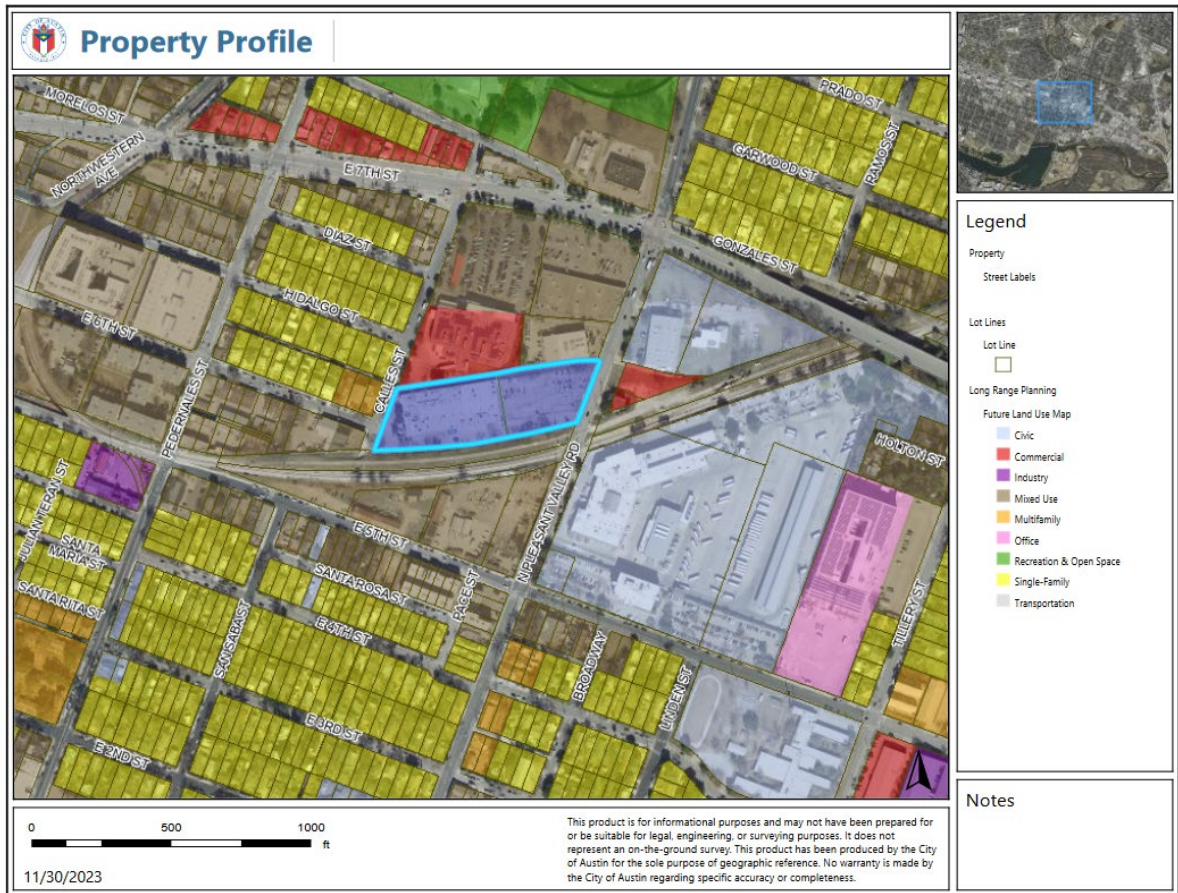
This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

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













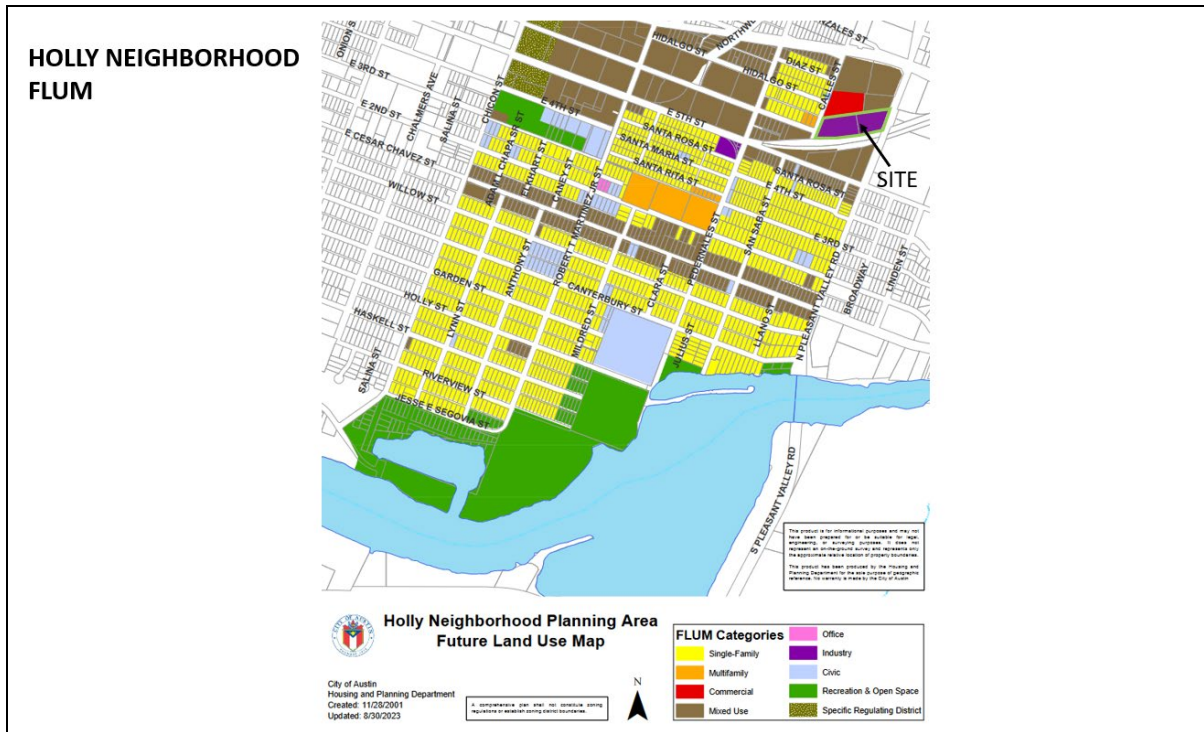
**Kelly Wright's Presentation at the October 23, 2023 Virtual  
Community Meeting**

**518 N. Pleasant Valley**

**Neighborhood Plan Amendment  
Case No. NPA-2023-0010.01**

**Zoning Case No. C14-2023-0111**

## An aerial photograph of a city block. A red rectangular area is highlighted in the center, situated between a residential street to the west and a commercial area to the east. The residential street is labeled 'W 1st St'. The commercial area includes a large parking lot and several buildings. Other streets visible include 'W 2nd St', 'W 3rd St', 'W 4th St', 'W 5th St', 'W 6th St', 'W 7th St', 'W 8th St', 'W 9th St', 'W 10th St', 'W 11th St', 'W 12th St', 'W 13th St', 'W 14th St', 'W 15th St', 'W 16th St', 'W 17th St', 'W 18th St', 'W 19th St', 'W 20th St', 'W 21st St', 'W 22nd St', 'W 23rd St', 'W 24th St', 'W 25th St', 'W 26th St', 'W 27th St', 'W 28th St', 'W 29th St', 'W 30th St', 'W 31st St', 'W 32nd St', 'W 33rd St', 'W 34th St', 'W 35th St', 'W 36th St', 'W 37th St', 'W 38th St', 'W 39th St', 'W 40th St', 'W 41st St', 'W 42nd St', 'W 43rd St', 'W 44th St', 'W 45th St', 'W 46th St', 'W 47th St', 'W 48th St', 'W 49th St', 'W 50th St'. The red area is located between W 1st St and W 2nd St, and between W 10th St and W 11th St.



**Contact Information:**

**Kelly Wright, Armbrust & Brown, PLLC**  
**(512) 435-2364**  
**kwright@abaustin.com**



**AERIAL**





**Correspondence Received**

No correspondence received.