



PLANNING & CODES

Planning and Zoning Commission Report

GLUP 01-25

A request for a General Land Use Plan (GLUP) to allow a mixed-use development for approximately 547 acres of property located at W. IH-10 and FM 78 was considered during a public hearing at the Planning & Zoning Commission meeting on September 9, 2025.

Pamela Centeno presented the staff report. She stated that the majority of the property was rezoned to Planned Unit Development (PUD) in 2009, but that the GLUP for the proposed mixed-use development has since expired. She also noted that the developer has purchased an additional tract at the corner of Friesenhahn Rd and IH-10, which is going through the rezoning process concurrently with this request for a new General Land Use Plan for the development.

Ms. Centeno identified the eight parcels of the Planned Unit Development on the map and noted that the GLUP proposes modifications to the land use regulations and site development standards as adopted in the Unified Development Code (UDC) in chapter 3, 5, and 6. She reminded them that only those modifications approved by City Council shall vary from the City's standard regulations.

Ms. Centeno gave an overview of the surrounding zoning districts and existing land uses adjacent to the proposed mixed-use development, describing areas of commercial and light industrial development to the south and east. She pointed out a residential neighborhood with manufactured and site-built homes to the west of the proposed development. The area to the north has a mix of commercial, agricultural-ranch, light industrial and single-family residential zoning and land uses.

Ms. Centeno stated that the Planned Unit Development is within three Future Land Use Plan (FLUP) districts- Commercial Corridor, Commerce Center, and Suburban Residential. She described the recommended land uses in each of these districts. Ms. Centeno also gave a brief description of the five areas of development proposed within the site and the flexibility of land uses proposed by the applicant for those areas. She also briefly described the applicant's proposed modifications to the UDC including an alternative expiration date for the GLUP.

The regular meeting recessed, and a public hearing was held.

The applicant, Austin Alves, who is one of the developers for this project, introduced himself and gave a brief history of the purchase of the property and the recent marketability of the site. He described how New Quest has developed their projects in other cities. He also noted that they have a drainage plan designed for the site. The Commission asked about the intent of the drill site that is reserved on the plan, which Mr. Alves explained was a protection of the mineral interests. Mr. Alves stated that they hope to begin the construction of public infrastructure before the end of the year. He mentioned that the timing of having

retailers open is out into the second quarter of 2028. Mr. Alves also outlined the factors that have impacted the potential development of the site over the years, citing growth, a recession, the COVID-19 pandemic, and the sales models of retailers.

Elizabeth Morales, 508 E. Walnut, spoke during the public hearing as well. She stated that she was granted a lot on Westgate Street in the residential area adjacent to the proposed development. She inquired about how the proposed 50' buffer affected her property and whether she would lose any property due to the proposed buffer.

There being no further responses from the public, the regular meeting was reconvened for action.

Ms. Centeno addressed the resident's concern and noted that the building setback, which is the proposed buffer Ms. Morales spoke of, is from the developer's property line inward and that it would not affect the boundary of the resident's property line.

Mr. Felty asked Ms. Centeno to explain which documents they are approving as part of the General Land Use Plan (GLUP). Ms. Centeno identified the documents in their packet that are part of the GLUP. Mr. Silvius called out that light industrial could be a significant percentage of the area to be developed and stated that this is out of line with most of New Quest's other developments. He was concerned that this is not the development that the community might think it is with such a heavy potential for light industrial uses. Ms. Centeno confirmed that, as proposed, light industrial is allowed on approximately 400 acres of the site. She noted that the New Quest developments across the state have different elements like medical complexes and multi-family, based on the needs of that community. She noted that, while she can't speak for the developer, the proposal in Seguin is probably based on the market here in Seguin, which is a manufacturing community. Mr. Felty expressed concern about the amount of light industrial that is proposed to be allowed along IH-10, noting the large amount of industrial that is already existing along the IH-10 corridor. The Commissioners noted a lack of existing restaurants and businesses along IH-10 that will make people want to stop in Seguin and not just drive by. The Commission also discussed what uses are allowed as "Public" uses in Area D and the proposed order of development for the different types of land uses in the proposed areas of development. They continued their discussion on the allowance of light industrial uses in Area D.

The regular meeting was recessed, and the public hearing was reconvened to speak with the applicant about the Commission's concern.

Mr. Alves informed the Commission that their main goal is to provide retail and recreational amenities in Area D. Mr. Alves also stated that this is an industrial corridor and noted the difficulties of recruiting retail into an industrial corridor. He noted the risk of a large portion of the project sitting undeveloped. He asked that the Commission be thoughtful about the value of industrial uses and the jobs they bring. He restated their request for flexibility within the development.

Mr. Silvius noted that the community has invested money in the access road and that the City should serve the community with retail instead of light industrial along that frontage. Mr. Jones inquired about the public infrastructure that will be needed to serve the area based on industrial versus commercial uses. Michael Harney, with New Quest, briefly summarized some of the public infrastructure that is proposed for the development. Mr. Alves stated that New Quest will be bringing a City waterline across the freeway to the site at the developers' cost, which is in the best interest of the City as well.

The public hearing was closed and the regular meeting reconvened.

A discussion followed about possible conditions in Area D to limit light industrial uses along the IH-10 frontage. The Commission inquired about the dimensions of Area C, which is proposed solely for commercial uses, and whether or not staff has discretion of approval over the uses planned in Area D when they come in for development review. Ms. Centeno confirmed that staff will be required to enforce the GLUP as it is adopted, and must allow the land uses that are allowed in each area. Staff will not have the discretion to disapprove a land use that is allowed per the GLUP. The Commission discussed their responsibility to the community and the community's vested interest in the project as well as a responsibility to be inviting to developers. The Commission continued their discussion on the allowance of light industrial versus commercial (retail) in Area D.

After much discussion and the consideration of the staff report, the proposed General Land Use Plan (GLUP 01-25), and the information provided by the applicant, Commissioner Pedigo moved that the Planning and Zoning Commission recommend approval of the General Land Use Plan (GLUP) with the condition that there be no light industrial within 1,000 feet of IH-10 in Area D. Commissioner Windle seconded the motion. The following vote was recorded:

RECOMMENDATION TO APPROVE THE GENERAL LAND USE PLAN (GLUP) WITH THE CONDITION THAT THERE BE NO LIGHT INDUSTRIAL WITHIN 1,000 FEET OF IH-10 IN AREA D

MOTION PASSED

8-0-0



Francis Serna, Recording Secretary



ATTEST: Pamela Centeno, Director of Planning & Codes



PLANNING & CODES

Applicant:

A-L 97 IH 10-SH 46 LP
c/o New Quest Properties
8827 W San Houston Pkwy
N, Ste 200#
Houston, TX 77040

Property Owner:

A-L 97 IH 10-SH 46 LP
c/o New Quest Properties
8827 W San Houston Pkwy
N, Ste 200#
Houston, TX 77040

Property Address/Location:

Corner of IH-10 and
Friesenhahn Rd

Legal Description:

Property Ids- 128174,
128175, 128176, 129007,
136699, 53238, 53239, &
52990 (See Map)

Lot Size/Project Area:

Approx. 547 acres

Future Land Use Plan:

Commercial Corridor
Commerce Center
Suburban Residential

Notifications:

Mailed: August 28, 2025
Newspaper: August 24, 2025

Staff Review:

Pamela Centeno
Director of Planning & Codes

Attachments:

- Location Map
- Existing Zoning Map
- Future Land Use Plan Map
- GLUP Narrative
- GLUP Map Exhibit

REQUEST:

A request for a General Land Use Plan (GLUP) for the properties located at the intersection of IH-10 and Friesenhahn Rd.

ZONING AND LAND USE:

	Zoning	Land Use
Subject Property	PUD	Vacant / Ag
N of Property	C, A-R, LI, & R-2	TxDOT, Xerxes Corp, Future Residential
S of Property	C, LI & I	Caterpillar Inc., Proposed Light Industrial development, Road Ranger Truck Stop
E of Property	C	Progressive Waste Solutions, Kubota, Ford
W of Property	A-R & M-R	Large-lot Residential, Ag land

SUMMARY OF STAFF ANALYSIS:

The proposed Seguin Town Center, a mixed-used development by New Quest, is located at the corner of IH-10 West and FM 78. The combined acreage of the properties is approximately 547 acres. The properties were rezoned to Planned Unit Development (PUD) in 2009, but the General Land Use Plan (GLUP) approved for the development has expired. The zoning for the PUD remains, but a new GLUP is required to proceed with development.

The developer has purchased an additional tract at the corner of Friesenhahn Rd and IH-10, which is going through the rezoning process concurrently with this request for a new General Land Use Plan for the development.

The GLUP narrative and map exhibit propose modifications to the land use regulations and site development standards as adopted in the UDC. Only those modifications specified in the accompanying GLUP documents, as approved by City Council, shall vary from the standard regulations. All other local and state regulations not modified in the GLUP shall apply to the development of the site.

PLANNING DEPARTMENT ANALYSIS

SITE DESCRIPTION:

The site is comprised of eight parcels of undeveloped land with frontage along IH-10 West and FM 78. The total area of the proposed development is approximately 547 acres.

CODE REQUIREMENTS:

The Planned Unit Development (PUD) zoning for seven of the eight parcels was approved for this site in 2009, but the General Land Use Plan (GLUP) has since expired. The zoning from Commercial to PUD for the eighth parcel at the corner of IH-10 and Friesenhahn Rd is on the agenda for consideration concurrently with this request.

A GLUP shall be approved by City Council prior to the development of a Planned Unit Development. The GLUP identifies the proposed modifications to the land use and site development regulations as adopted in the Unified Development Code (UDC). The GLUP also identifies additional design standards that will elevate and enhance the PUD development. The intent of a PUD is to create a higher quality project design than can be obtained through the standard zoning districts and site development standards.

COMPATIBILITY WITH SURROUNDING LAND USE & ZONING:

North- The areas to the north of the PUD site, and north of FM 78, are zoned C, A-R, LI, and R-2. The existing land uses are commercial and light industrial. A proposed residential subdivision to the north is currently going through the development process.

West- The areas to the west of the PUD site are zoned A-R and M-R. The existing land uses are agricultural and residential. The area zoned M-R consists of large residential lots with site-built homes and manufactured homes.

East- The areas to the east of the PUD site are zoned C, with existing commercial lots as well as vacant, undeveloped lots.

South- The areas to the south of the PUD site, and south of IH-10 are zoned C, LI, and I. The Caterpillar manufacturing plant is located in this area, along with a large vacant tract currently in the development stages for a light industrial development. A Road Ranger truck stop is located at the intersection of IH-10 and FM 464.

HEALTH, SAFETY, AND GENERAL WELFARE: (Protection & preservation of historical, cultural, and environmental areas.)

There is an area of trees on the site where the proposed stormwater detention facilities are proposed. The protected trees that are removed will be mitigated with new trees planted throughout the site as development occurs.

COMPREHENSIVE PLAN (The Future Land Use Plan):

This site lies within three Future Land Use Plan districts- Commercial Corridor, Commerce Center, and Suburban Residential.

- The **Commercial Corridor** district, fronting along IH-10, recommends high-quality commercial development. The Commercial Corridor district recommends large commercial and light industrial employers with indoor operations.
- The **Commerce Center** recommends high-quality business park-style developments that create a positive impression of Seguin along key entry corridors.
- The **Suburban Residential** district recommends single-family and duplex neighborhoods with supporting uses.

Much of the area that lies within in the Suburban Residential district is proposed for the stormwater detention facilities for the development. Light industrial uses are only recommended in the Commerce Center and Commercial Corridor. However, while a portion of the area within the Suburban Residential district is proposed for light industrial, commercial, and/or multi-family land uses, the area will be isolated from the existing residential development to the west due to the area proposed for stormwater detention facilities.

TRAFFIC (STREET FRONTAGE & ACCESS):

The property has frontage on the IH-10 frontage road as well as FM 78, both are TxDOT roadways. The GLUP proposes new roads within the development to provide access throughout the site. In addition, multiple driveways were constructed along IH-10 after the previous GLUP was approved. The existing driveways along IH-10 are regulated by TxDOT, as are any new driveways or roads that connect to FM 78. Internal driveways along future City streets will be regulated by the City of Seguin.

GENERAL LAND USE PLAN (GLUP) DETAILS:

Proposed Land Uses: The GLUP proposes a mix of land uses throughout the site. The GLUP map exhibit separates the PUD development into five areas of development:

Area A- This area is approximately 145 acres and is located south of FM 78 and directly adjacent to the M-R residential neighborhood to the west. Area A, as proposed, allows light industrial, commercial, and multi-family land uses. Light industrial uses directly adjacent to single-family uses will have a 25' landscape buffer and a 50' building setback from the property line.

Area B- This area is approximately 100 acres and is located south of FM 78 and directly adjacent to the commercial developments at the intersection of IH-10 and SH 46. Area B, as proposed, allows light industrial, commercial, and multi-family land uses.

Area C- This area is approximately 50 acres and is located along the IH-10 frontage near the existing Friesenhahn Rd. Area C, as proposed, is reserved solely for commercial land uses.

Area D- This area is approximately 150 acres and is located along the IH-10 frontage and directly adjacent to the undeveloped agricultural tracts west of the site. Area D, as proposed, allows light industrial, commercial, multi-family, and public land uses.

Area E- This area is approximately 100 acres and is reserved solely for the stormwater detention facilities for the site.

The remaining 5 acres are reserved by the owner for a potential future drill site as feasible.

Total Developable Area: 450 acres

Area C: Commercial (11%)

Area A, B, & D: Light Industrial, Multi-Family, or Commercial (88%)

Area F: Potential Drill Site (1%)

Commercial & Light Industrial land uses: The GLUP lists specific commercial and light industrial uses that are allowed within the development as well as some prohibited light industrial uses.

Multi-family land uses: The GLUP proposes no maximum densities, but off-street parking in accordance with the UDC regulations and buffers from adjacent single-family developments shall be required. In addition, no more than 25 contiguous acres of land shall be developed for multi-family land uses.

Landscaping: Landscaping throughout the site shall be required in accordance with the UDC as the site develops.

Tree Mitigation: A tree survey shall be submitted to the City of Seguin. Mitigation shall be in the form of new trees planted throughout the site.

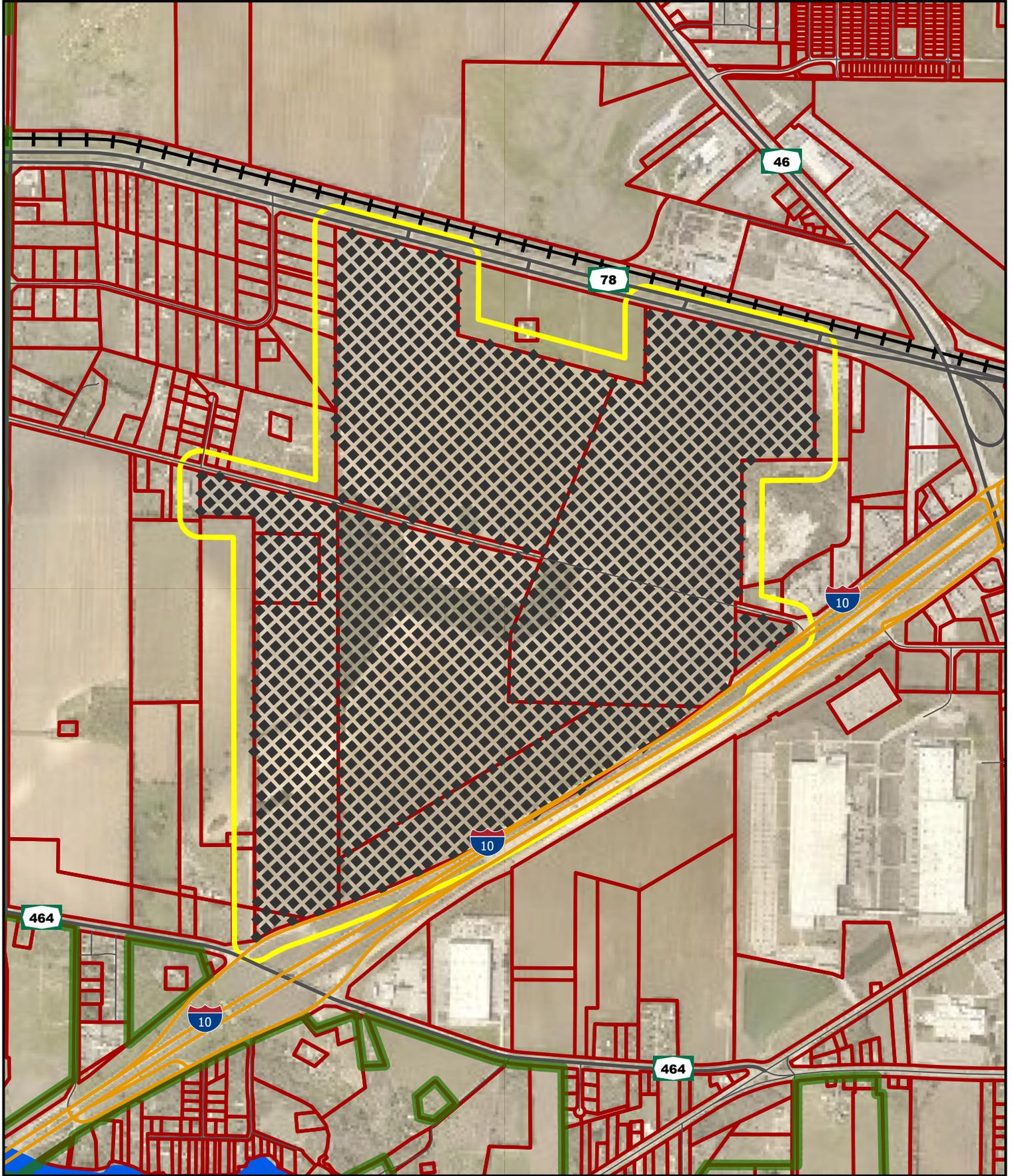
Off-Street Parking: In the commercial areas, off-street parking shall be provided at a ratio of 1 space per 250 sq ft of building area, with shared parking throughout the parking lots. Off-street parking in the other proposed land uses shall be provided in accordance with the adopted UDC.

Signage: While the site will include multiple lots throughout the development, all signs throughout the PUD development shall be deemed as on-premise signage as long as the business being advertised is located within the PUD development. Off-premise signs (billboards) shall be deemed as signs for businesses that are not located within the PUD development. Per the proposed GLUP, off-premise signs will not be allowed on the site.

Expiration of GLUP: The standard expiration of a GLUP, as adopted in the UDC, is two years. The proposed expiration of the GLUP for this PUD development is five years from the date of the approval of the GLUP, if no construction has commenced.

LOCATION MAP

GLUP 01-25 W. IH-10 and F.M. 78



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 Site Location

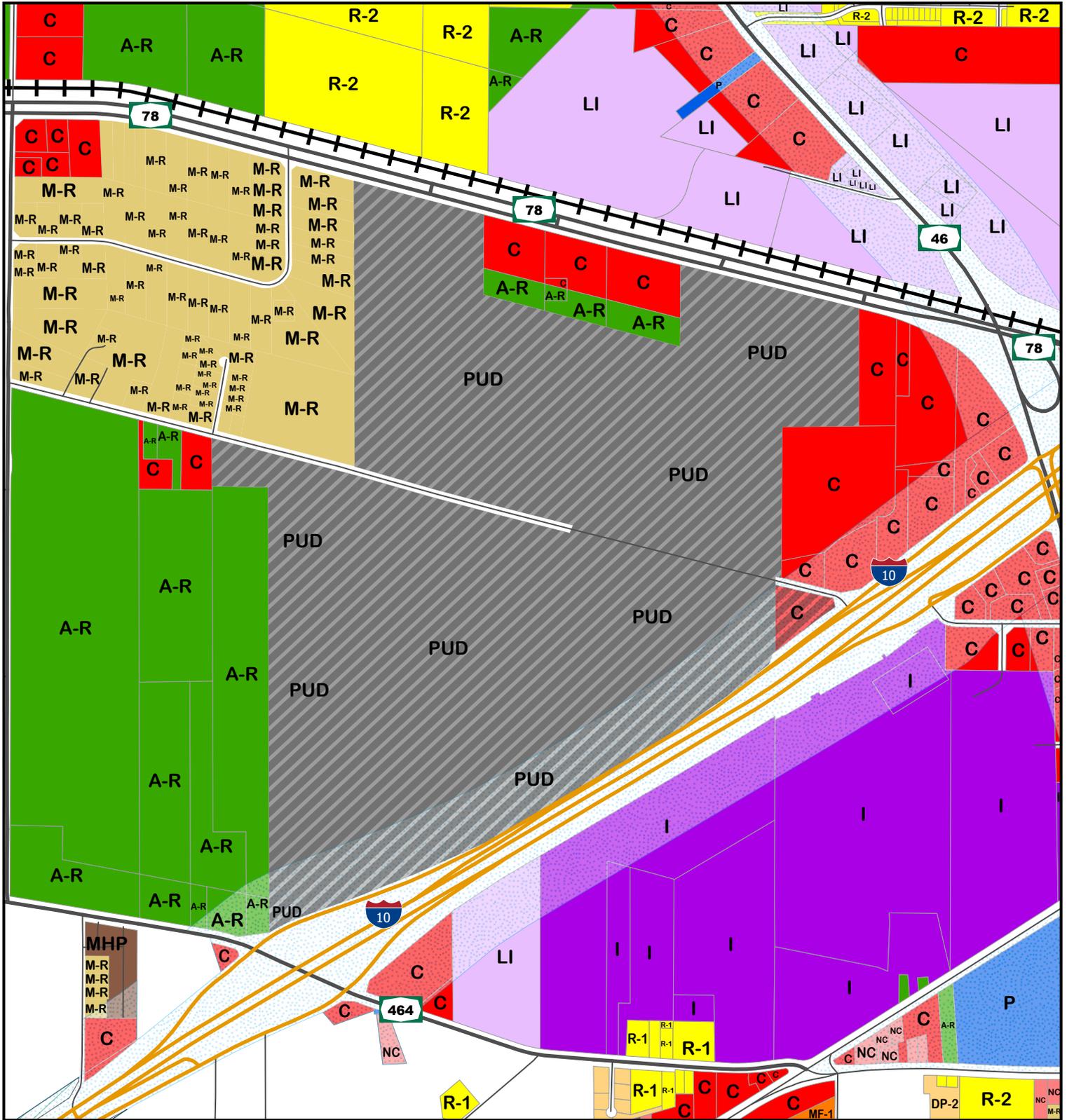
 200' Buffer

1 inch = 1,250 feet

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ZONING MAP

GLUP 01-25 W. IH-10 and F.M. 78



- | | | | | |
|----------------------|--------------------------|--------------------------|-----------------------------|----------------------------|
| Agricultural - Ranch | Light Industrial | Manufactured Home Park | Single Family Residential 1 | Zero Lot Lines |
| Commercial | Manufactured-Residential | Neighborhood Commercial | Single Family Residential 2 | Corridor Overlay Districts |
| Duplex 1 | MultiFamily 1 | None | Rural Residential | |
| Duplex 2 | MultiFamily 2 | Public | ROW | |
| Industrial | MultiFamily 3 | Planned Unit Development | Suburban Residential | |

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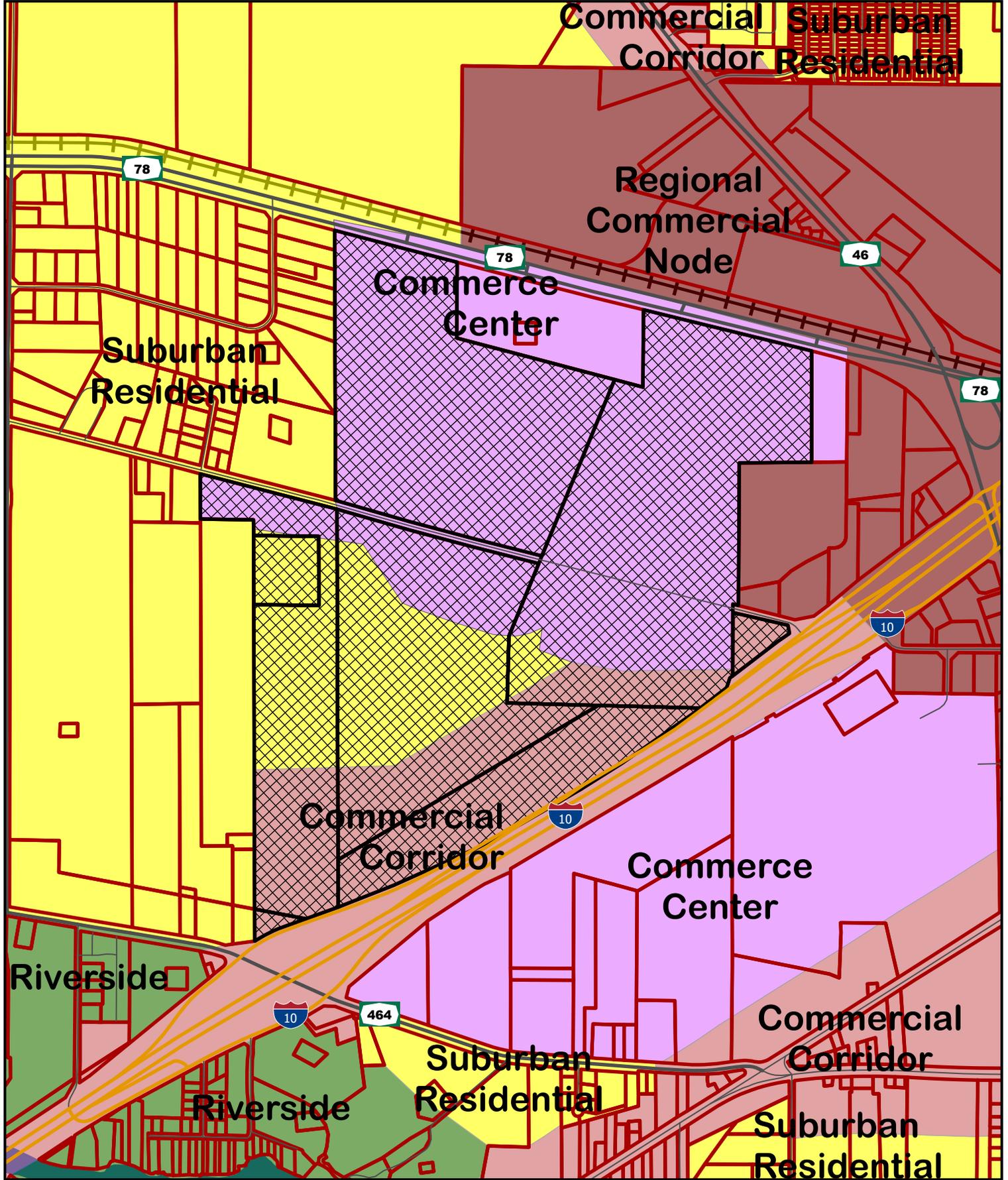
Site Location

1 inch = 1,250 feet

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FUTURE LAND USE MAP

GLUP 01-25 W. IH-10 and F.M. 78



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Site Location



Parcel

1 inch = 1,250 feet

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