

# Vision



## Vision Statement for 2030

“Pflugerville is the most desirable community in Central Texas because of its greatest assets such as first-rate parks, connected trails, exceptional schools, cohesive neighborhoods, diverse and creative employment opportunities, and vibrant shopping districts.”

- Citizens Advisory Committee, 2009

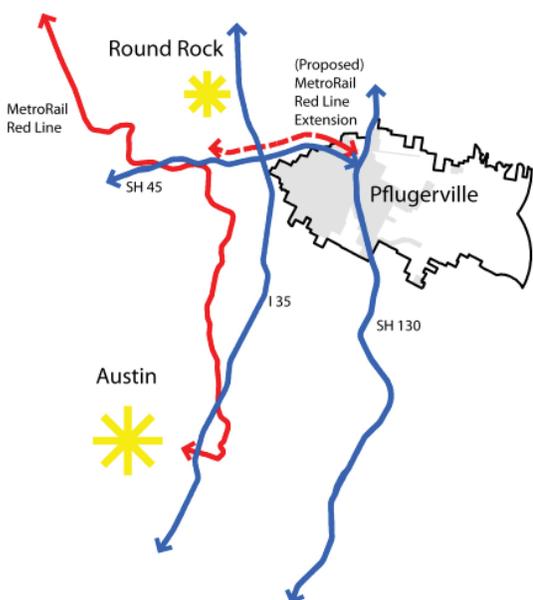
## Regional Context

Pflugerville is strategically located in the Central Texas region and has become a city of regional significance, with a growing number of residents and jobs and an increasing quality of life. It is located fourteen miles from downtown Austin and seven miles from Round Rock with access via Interstate 35 and more recently, SH 130 and SH 45. Pflugerville’s accessibility from these two cities has made it an increasingly popular place for residents and more recently, businesses and primary employers. The character to date has been predominantly suburban, with single-family homes, strip commercial centers, and small office parks. As the city continues to grow, it will densify, creating activity centers and becoming more urban in its form.

There have been a number of planning initiatives in the first ten years of the millennium that have recognized Pflugerville’s prime location and anticipate it to become a center of regional significance. These initiatives have led, in part, to the shape of Pflugerville in 2030. The city’s proximity and key infrastructure links are the basis for its growth as a burgeoning urban center. In 2005, the Envision Central Texas plan deemed Pflugerville a Town Center with a new urban core near Dessau Road / FM 685 and SH 130. A higher development intensity center with surrounding neighborhoods that are accessible to public transportation was the future vision of the center city.

In 2009, the draft Capital Area Metropolitan Planning Organization (CAMPO) Growth Concept Map being considered by the CAMPO Transportation Policy Board propose focusing future transportation investments in the 2035 Long-Range Transportation Plan to grow and support urban centers across the region. Accordingly, Pflugerville became a “Medium Sized Activity Center”, interconnected to other regional cities with new regional highway and public transportation links.

The 2008 Travis County Greenprint project was a regional environmental sustainability effort to prioritize and preserve critical lands in the county. Within Pflugerville, Gilleland and Wilbarger Creeks were two of the priority areas to preserve in order to protect water quality and control waters. These corridors have become the spines of the green network that play a role in shaping the urban form in Pflugerville.



## Vision for the City

In 2030, Pflugerville will be a vibrant community center in Central Texas that is home to more than 92,000 people, 33,000 jobs, and regional institutions. The dramatic amount of new development in the city will be planned to reduce infrastructure costs by promoting a mix of uses, infill development, and higher intensity of land uses to minimize the impact on city finances and create an even higher quality of life. SH 130, SH 45, and a connection to the Capital MetroRail Red Line will provide mobility to other centers across the region. Accessibility within Pflugerville will increase through a multi-modal range of options including a hierarchy of connected, ‘complete’ streets, an expanded trail network, and the potential for local public transportation service. An expanded network of parks and open spaces will provide high-quality recreational amenities and preserve critical open spaces in their natural state.

The growth in Pflugerville will provide increased opportunity and a higher quality of life. Development of new employment centers will create an increase of jobs and allow residents to both live and work in the community. The introduction of new retail outlets has created commercial diversity that keeps and attracts shoppers and their tax dollars in the city. With a wider range of housing stock, residents and their families will be able to grow and remain in the community for years to come.

## Key Focus Areas

### Infill

Infill, in its broadest terms, is the development of an otherwise unoccupied space within an existing developed area. The western portions of Pflugerville include residential developments ranging in age from 1 to 100 years old. The majority of existing housing stock is between 5 to 15 years old. Auto-oriented commercial development exists along several key corridors, Pecan Street / FM 1825 and Dessau Road / FM 685. These residential and commercial developments, along with the support uses such as schools and other public buildings, are linked by a clear network of trails and greenways that follow the natural drainage ways of the community. As infill occurs in the community, new development will compliment the surrounding development patterns. Commercial corridors will be revitalized to provide clear multi-modal links, or “complete” streets, between enhanced centers. Development potential will increase around these centers in a way that creates opportunities to live, work and play.



*New neighborhoods in Pflugerville continue to expand.*



*Site plan of future Pacana development project.*

### SH 130 & SH 45

SH 130 and SH 45 are the recently opened toll roads that provide new mobility to regional destinations and provide a catalyst for local economic development. The SH 130 and SH 45 corridors will be the primary drivers of economic growth in Pflugerville for years to come. The development of employment centers will grow along key intersections of the highways. It is critical that the design standards be enforced and developed further along these corridors so that the appropriate scale of development is allowed and that its quality promotes a positive economic result on adjacent neighborhoods.

### East Pflugerville

East Pflugerville represents a new opportunity to redefine urban development in Pflugerville. Most of the area is currently undeveloped but faces immense pressures. The success of the community will depend on the ability of the City of Pflugerville to implement smart and cost-effective patterns of growth in these areas. Rather than allowing vast, unplanned development, East Pflugerville will be developed around centers and well integrated with the core of the city west of SH 130. This will provide open space and future land for development in later years. Minimizing development in the unincorporated areas will promote open space preservation and allow for the continuation of viable agricultural enterprises as appropriate.

### Housing Diversity

Currently, the housing stock in Pflugerville is predominantly single-family, detached houses that are more affordable than other communities in the region. There are few options for families and individuals as their socio-economic profiles or family composition change. In order to retain families in Pflugerville, there needs to be a variety of housing that allows them to change homes without having to leave the community. The City needs to plan for and create policies that encourage the development of more diverse housing types including senior living, and high-end product types that allow people to move to other homes in Pflugerville as their housing needs change. Clustered housing developments will balance the desires for amenity-based living, open space preservation, and cost-effective infrastructure provision.



*New commercial development continues to expand in Pflugerville.*



*Parks, open space, and trails found throughout Pflugerville are highly regarded by the community.*

### Parks and Open Space

Pflugerville’s network of parks, trails, and open spaces is one the city’s key attractions and should be a central element in the planning of a preferred land use vision. Parks are invaluable centers of the community and preserve land from development in important environmental areas. Many existing parks follow the paths of the numerous creeks and their floodplains that traverse the city from northwest to southeast. These creek corridors account for much of the lands that were identified to be priorities for conservation. Depending upon the availability and sensitivity of adjacent land, increasingly active uses can be incorporated into the park programming of sites or the sites can be left as open space. The trail network will form connections between these parks and open spaces as well as provide pedestrian and bicycling circulation.

### Civic Center

A new Civic Center is needed to accommodate the future municipal service needs of a growing city. The current City Hall has outgrown its usefulness and a replacement is recommended. This plan proposes the development of a new center near FM 685 south of Stone Hill Town Center. Situated between Old Town and the new employment centers along SH 130 and SH 45, it will be a catalyst for the development of a larger community center containing office, retail and residential uses that will be oriented to the Civic Center and nearby centers. The adjacent park space will offer connectivity to the trail network as well as space for programming city events.

### Old Town

Old Town Pflugerville will be a central neighborhood center in the preferred land use vision. The relocation of City Hall will allow new development opportunities with the removal of the existing structures. Infill development will complement existing historic buildings to create a walkable, mixed-use district centered along Pecan Street / FM 1825. Plans for improved urban design and streetscape standards will ensure a higher quality of the built environment that will make Old Town an even more attractive center than it is today.



*Old Town must position itself as a neighborhood center by improving connections to surrounding residential areas.*



*Commercial centers are taking advantage of the access and undeveloped land around SH 130 and SH 45.*