

Land Use & Development Character

The City of Pflugerville continues to be a growing suburban community with land use constraints to the north, west and south. Incorporated in the late 1960's as predominantly a bedroom community, the City is dominated by residential land uses that have relied heavily on adjoining communities to provide commercial services and employment opportunities. With the continued increase in population due in part to in-migration, Municipal Utility District creation and annexation, the City recognizes the imperative need to promote a diversity of land uses to help offset the residential tax burden and provide the services and employment opportunities residents request. To help address this, the City has created an Economic Development Corporation and continues to pursue other community partnerships to aggressively pursue commercial development and employment centers. The following addresses the existing conditions of the community and offers baseline land use data to help guide the needs of the community for the next twenty years.

Population Growth

The population has increased by a multiple of 93 times in the last 40 years. Pflugerville went from 549 residents in an incorporated area of 0.34 square miles in 1970 to 50,850 in 21.58 square miles in 2010. The city's current population count (50,850), is more than three times larger than the 2000 total of 16,355. The population has grown as a result of regional growth, in-migration, and the annexation of new developments.

By 2030, the population is projected to be 92,675, an increase of 41,825 over the current population. According to Census counts in 2000 the current average household size in Pflugerville is 3.15. This number is expected to remain relatively unchanged with results of the 2010 Census. Based on population demand, there will be a projected need for 29,420 homes by 2030 (approximately an additional 13,300 units). Since future growth is anticipated to include more diversity, the household size is anticipated to drop to 2.9 people per household. The projected housing need would then rise to 31,950 homes by 2030 (approximately an additional 14,400 units). All population estimates and projections should be reviewed each year as more information becomes available because of the changing economic times.



Single family residential units are the primary land use in Pflugerville.



Community centers provide a mix of uses and can become vibrant shopping districts.

Existing Land Uses

Residential

Pflugerville is primarily a residential community emerging from converted agricultural land. Residential land use accounts for approximately 20 percent of the current total land area of the city. Additionally, a total of 30 percent is zoned for all residential uses allowing for future growth. The 2004 Comprehensive Plan called for upwards of 35 percent of land for single-family residential plus 12 percent for other residential uses. This has created a supply of affordable housing that has attracted residents who commute to Austin or Round Rock for employment.

Commercial

There are currently limited opportunities for residents to work and shop in Pflugerville. Until recently, residents relied on driving to Austin or Round Rock for nearly all of their employment and shopping needs. Only half a percent of the total land being used is for commercial purposes. Increased zoning for General Business, Office, Retail, and Corridor uses would increase the amount of available land to be developed in order to meet the underserved demand. The total demand will continue to grow with the expanding residential population and number of workers at future employment centers.

Industrial

Currently, industrial uses comprise less than two percent of land in Pflugerville. Existing zoning allows for approximately three percent of land for industrial use, comprised of light industrial and general industrial districts. An increase in industrial zoning will encourage greater industrial development and employment.

Public Service

The public service uses are limited to the City offices and the Pflugerville Independent School District (PISD). These uses comprise approximately two percent of the total land use. As the population continues to increase, there will be immense pressure for more schools and public services.

Population and Incorporated City Area Growth

Year	Population	Net Growth	Area (Sq. Miles)	Net Growth
1970	549		.36	
1980	662	21%	.99	175%
1990	4,444	571%	2.36	138%
2000	16,335	268%	10.60	349%
2010	50,850	190%	21.77	105%

Source: US Census Bureau, American Community Survey, and City of Pflugerville



Park land can integrate into residential neighborhoods.



The character of mid-box commercial uses is matched to the surrounding scale of the neighborhood.

Parks and Open Space

The residents of Pflugerville have identified parks as one of their primary community amenities. Currently, parks and open spaces comprise approximately four percent of the land use and are predominantly along the creeks and floodplain. The Parks and Open Space Master Plan is being updated concurrently and will review the acres per capita for Pflugerville.

Rural and Agriculture

The amount of land within the City limits used for agriculture continues to decline as land owners choose to pursue development opportunities. Currently two-thirds of the entire land supply is used for agricultural purposes or placed under agricultural exemption. While the majority of the agricultural production land remains in the ETJ, measures should be taken to protect the viability of production and historical significance of the agrarian landscape.

Preferred Land Use Vision

The Preferred Land Use Vision for Pflugerville promotes a pattern of growth that reduces the cost of providing City facilities and services. Such a development pattern will enhance the livability of the community for its residents by promoting increased accessibility to employment, recreation, shopping and other amenities while reducing automobile travel and environmental degradation. The plan protects existing and established residential neighborhoods, while planning for centers and systems that will redirect development patterns towards a cost-effective and sustainable growth pattern that supports a livable community.

At the Values Workshop, maps for Land Sensitivity and Growth Efficiency were developed that reflected the priorities of the community in preventing environmental degradation and determining the proper location for future development. The Growth Efficiency Composite map was formulated using a set of factors to weight the proximity to existing infrastructure and services. A scale was attributed to each factor for both sets, depending upon the priority given to each of these by the community in the polling process. Similarly, the Sensitivity Lands Map illustrates a range of land attributes such as creeks, drainages, lakes, floodplains, depth to water table, native trees, important agricultural soils, depth to bedrock, amongst others. The community was asked during the polling process to rank the importance of each attribute. The Sensitive Lands Map reflects the weighted importance of each sensitive land attributes. This map should provide guidance for future



Attached residential units using quality materials and varying massing provide a diversity of housing options.



Residential units face a regional park and trail.

establishment and protection of open space and assessing potential impacts of development on the land. The two maps reflect the weighted priorities given to individual land characteristics and should provide guidance for future establishment of development areas and protection of open space.

Public Input - Growth Challenge Game

One of the principal public participation exercises during the Pflugerville 2030 process was the Growth Challenge Game. Twenty-two teams of participants were each given maps of Pflugerville divided into a grid of 20-acre squares on which they would place a chip for specific land use and intensities. They were given the opportunity to come up with their own preferred land use vision that would meet the objectives of the Comprehensive Plan while dealing with the constraints of local development. The process allowed each team to experience the trade-offs that are necessary in formulating a comprehensive plan that requires the City to accommodate growth while protecting its most critical assets.

It was made clear at the beginning of the Growth Challenge Game that all of the plans would be ranked against each other by the performance measures developed at the Values Workshop:

- Acres Used for Future Development
- Vacant Acres Used (Infill)
- Growth Efficiency
- Level-of-Service on Major Roads
- Protection of Creek Corridors
- Prime Farm Land Consumed
- Walkability

Growth Efficiency Map Methodology

Feature	Weight
Proximity to major roads	3.39
Proximity to police	3
Proximity to fire services	3
Proximity to public sewer service area	2.9
Proximity to local roads	2.89
Proximity to public water service area	2.82
Proximity to parks	2.54
Proximity to elementary schools	2.47
Proximity to hospital	2.38
Proximity to middle schools	2.28
Proximity to high schools	2.27
Proximity to recreation center	1.84
Proximity to library	1.67
Proximity to post office	1.58
Proximity to city hall	1.43

Source: Vision Workshop

Land Sensitivity Map Methodology

Natural Feature	Weight
Creeks, drainages and lakes	3.20
Floodplains	2.90
Depth to water table	2.83
Native trees	2.70
Public lands (City, State and Federal)	2.65
Wetlands	2.56
Important agricultural soils	2.39
Rare habitat - riparian areas	2.31
Rare and threatened species	2.29
Existing easements	2.23
Cultivated agriculture	2.21
Depth to bedrock	1.99
Suitability for septic	1.91
Steep slopes	1.90

Source: Vision Workshop

- Sensitive Lands Used for Future Development
- Future Vehicle-Miles-Traveled
- Accessibility to Trails

The target amount of growth that each team was asked to accommodate in their plan was 28,000 homes and 33,000 jobs. This amount reflected the projected population and employment growth of Pflugerville by 2030 (projections have been adjusted downward since the time of the Vision Workshop). Four teams ended up placing too many or too few homes and jobs on their maps. Compared to an existing net residential density (total residential acres divided by total units) of 4.69 units per acre, eleven teams created scenarios with higher densities and eleven teams created scenarios with lower densities.

The Jobs Placed Aggregate and Dwelling Units Aggregate maps show the composite amounts of homes and jobs that were placed in each grid for all 22 teams.



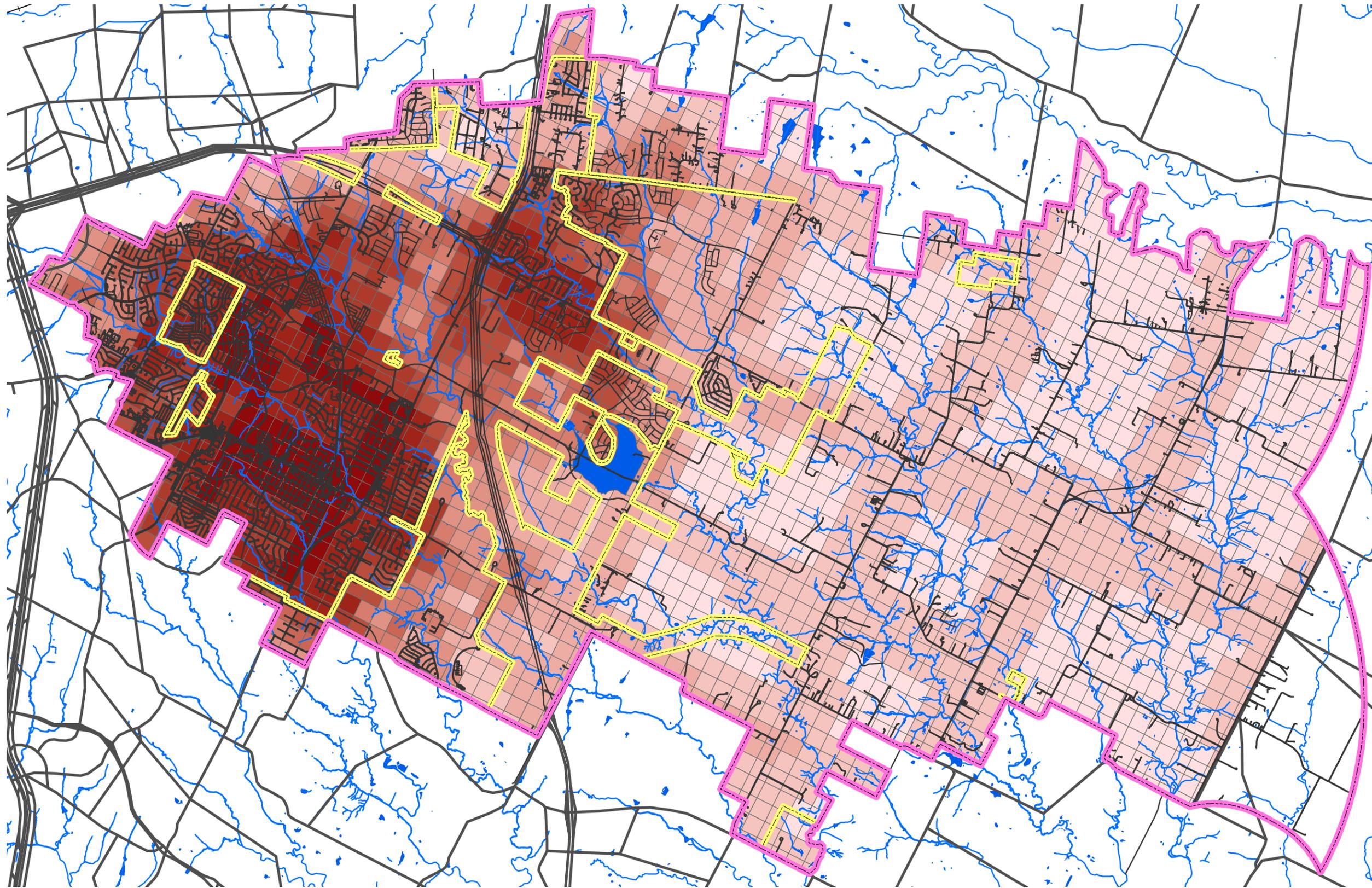
The "Chip Game" at the Vision Workshop brought a diversity of individuals together from all across the community.



The Pflugerville 2030 public participation process brought together a greater number of people than for any other public process before in the city.

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Growth Efficiency



Legend

- ETJ
- City Limits
- Streets
- + Railroad
- Lakes
- Creeks and Rivers

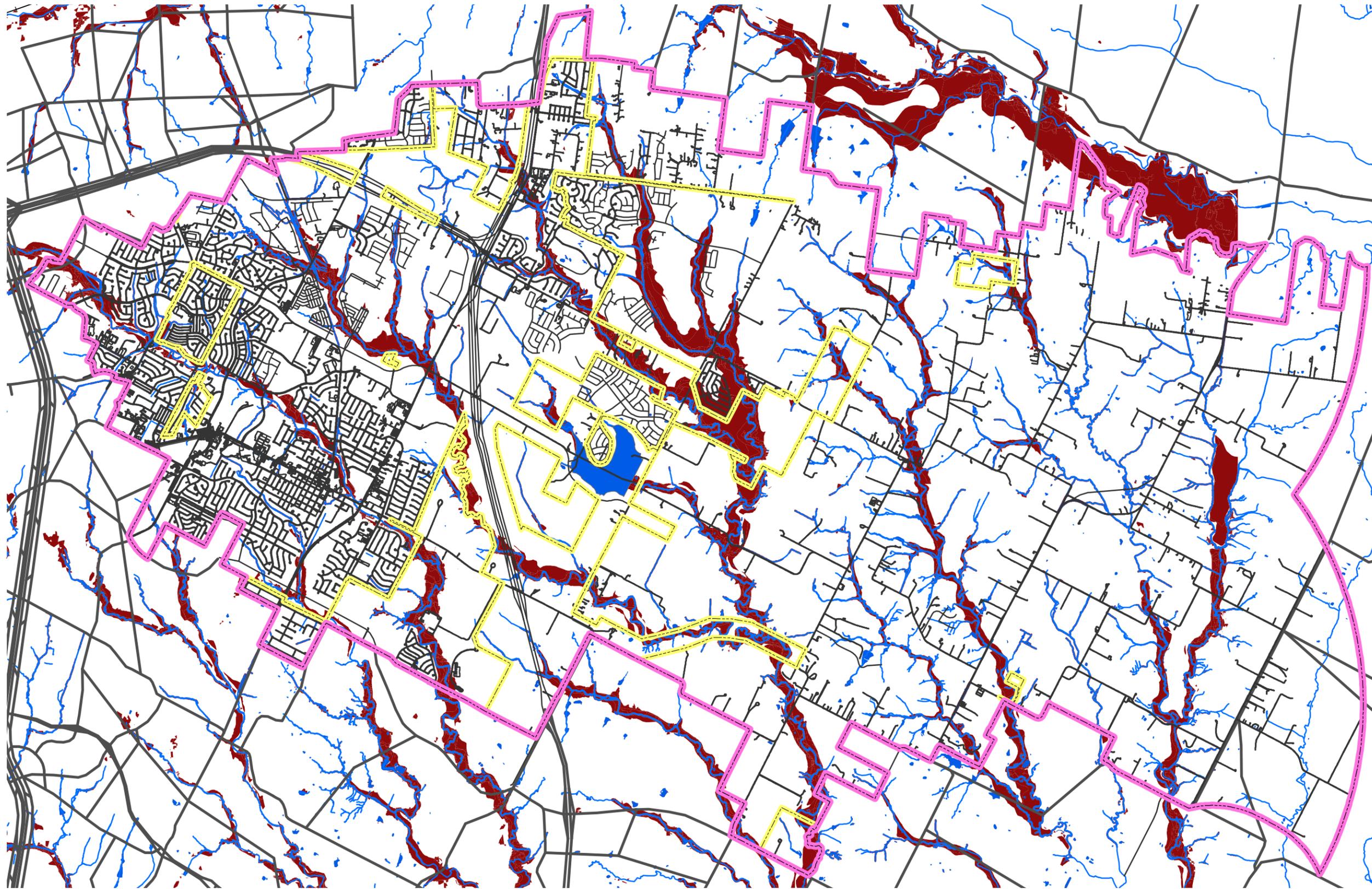
Efficiency

- Least Efficient
-
-
-
-
-
-
- Most Efficient

Sources: Composite Analysis



Land Sensitivity

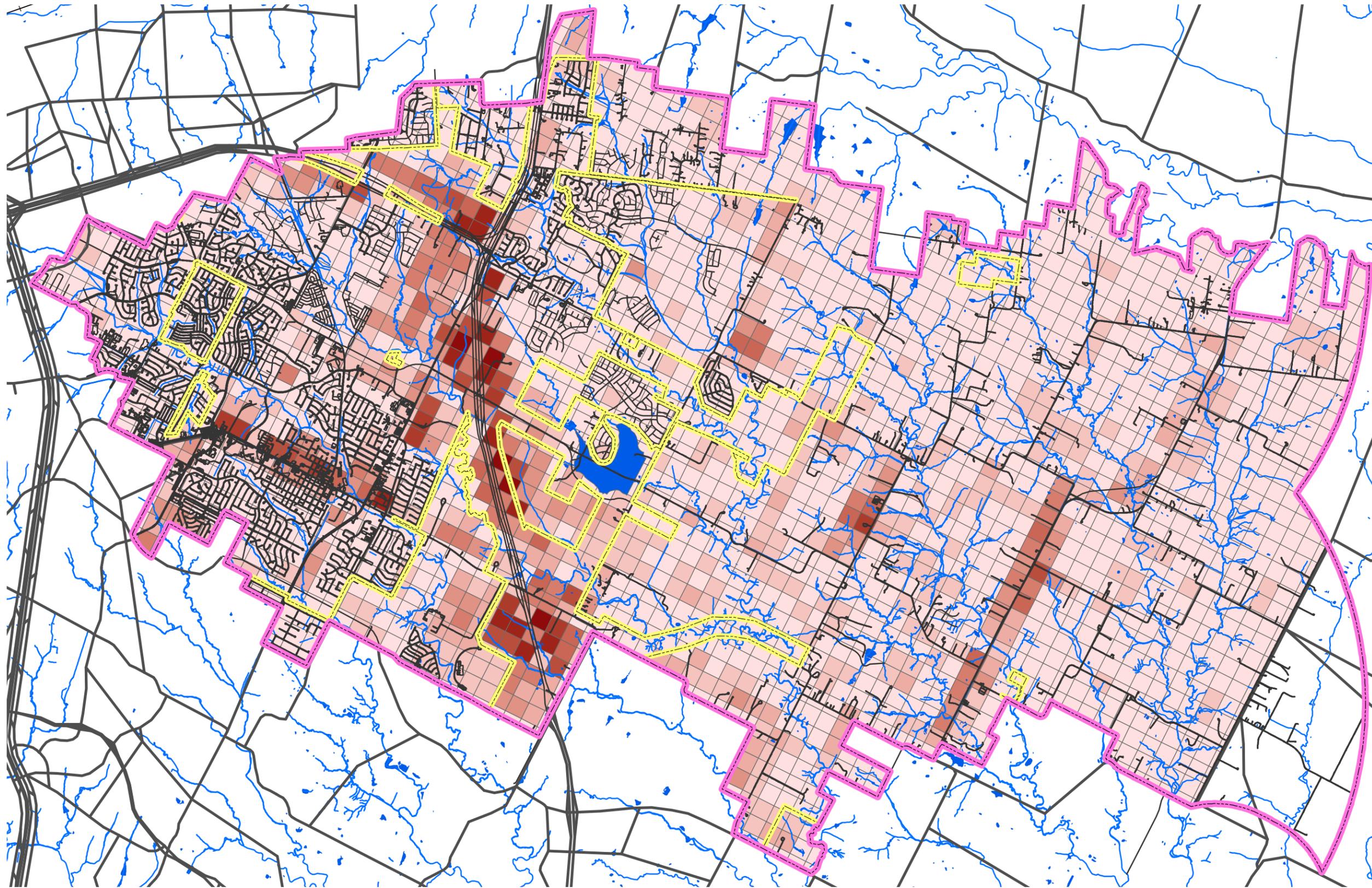


- Legend**
- ETJ
 - City Limits
 - Streets
 - Railroad
 - Lakes
 - Creeks and Rivers
 - LandscapeSensitivityFinal
 - Sensitive Lands

Sources: Composite Analysis



Jobs Placed Aggregate



- Legend**
- ETJ
 - City Limits
 - Streets
 - Railroad
 - Lakes
 - Creeks and Rivers

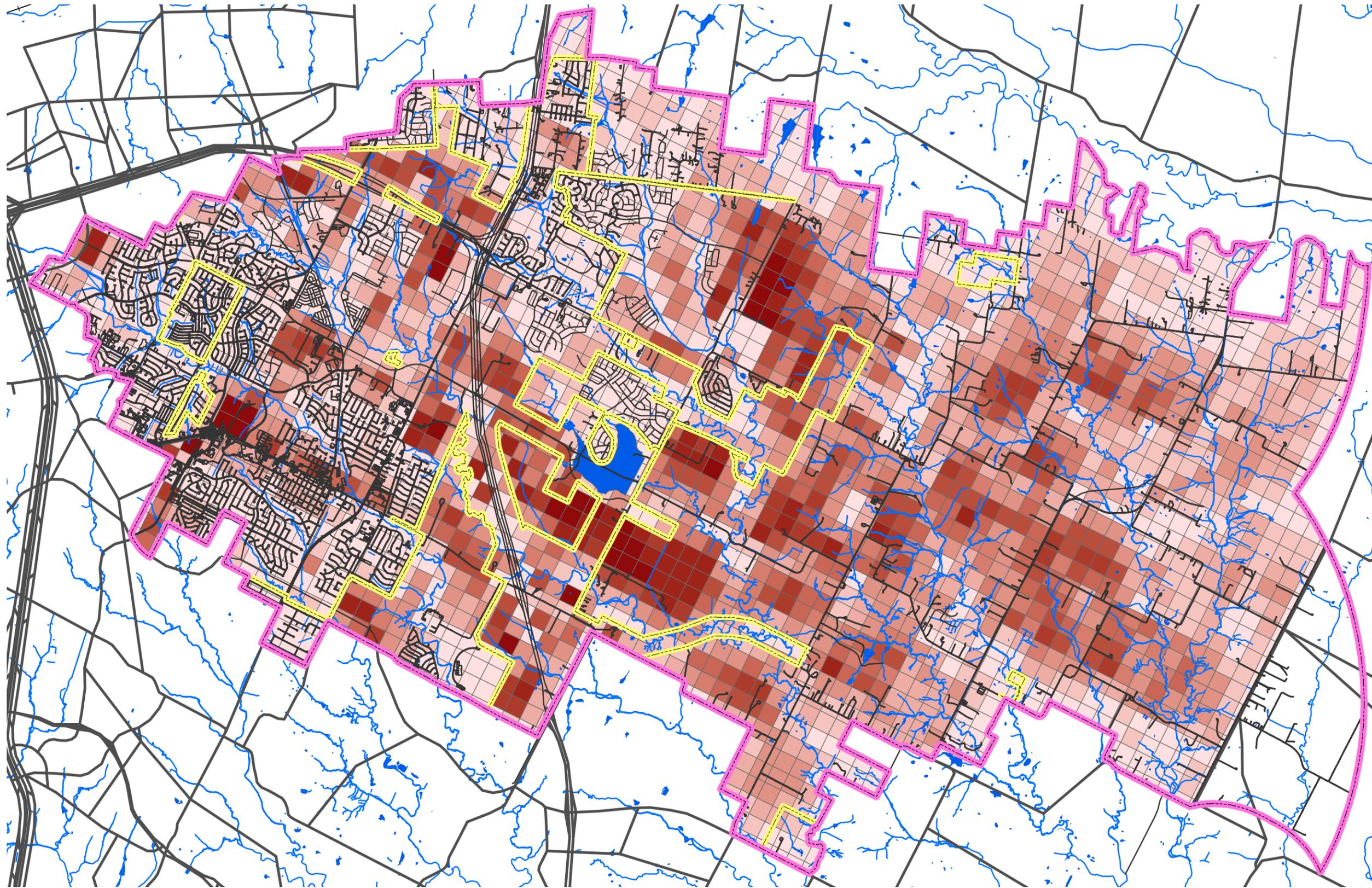
Number of Jobs Placed by all 22 Tables:

- 0 - 210
- 211 - 610
- 611 - 1005
- 1006 - 1405
- 1406 - 2005
- 2006 - 2400
- 2401 - 3005
- 3006 - 3805
- 3806 - 4800
- 4801 - 6200

Sources: Results of the Growth Challenge Game



Dwelling Units Aggregate



Legend

- ETJ
- City Limits
- Streets
- + Railroad
- Lakes
- Creeks and Rivers

Number of Dwelling units Placed by all 22 Tables:

0 - 82
83 - 203
204 - 323
324 - 484
485 - 564
565 - 682
683 - 802
803 - 1000
1001 - 1280
1281 - 2280

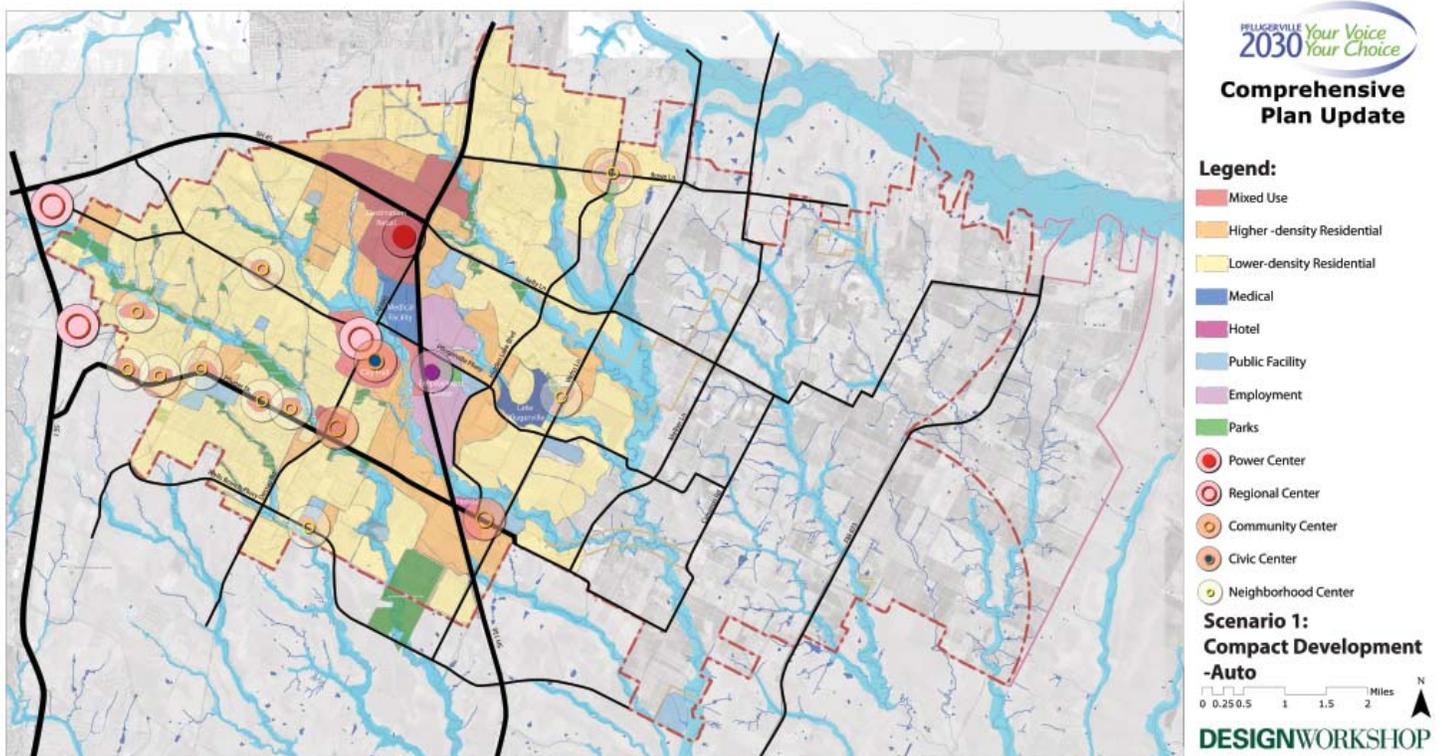
Sources: Results of the Growth Challenge Game



There were four alternatives that emerged from the general patterns of responses during the Growth Challenge Game. They each had different footprints on the landscape and varying influences in the community as measured through a set of performance measures.

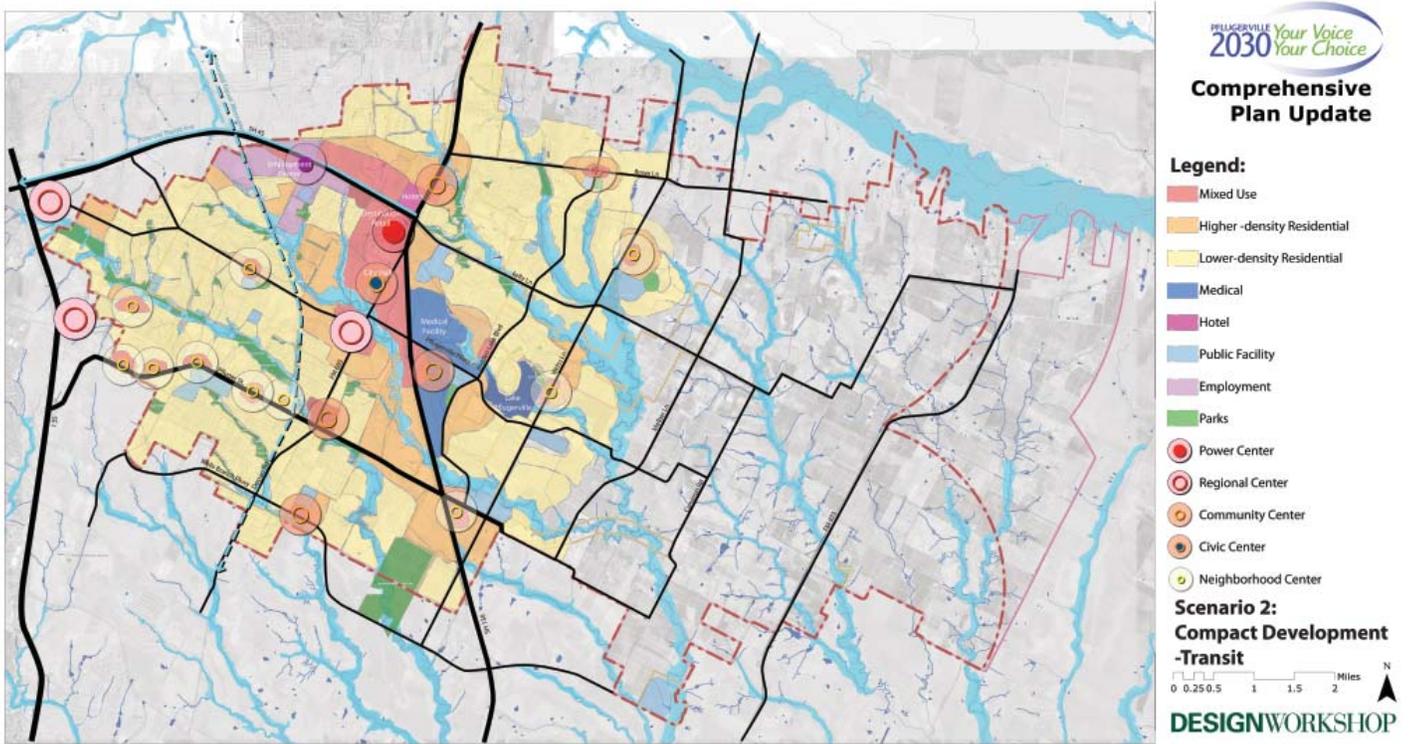
Plan I – Compact: Auto-Oriented

The first scenario focused growth in the western end of Pflugerville along major highways and arterial roads. Compared to the other scenarios, it had the highest Growth Efficiency Ranking, the least amount of acres developed, and the lowest cost of roads, water and sewer. Alternatively, it developed the least number of residential units and jobs and had the lowest proximity to trails and centers. The elements residents liked the most about this alternative were the placement of destination retail and the efficiency of growth, while they disliked the development intensity and overall transportation network.



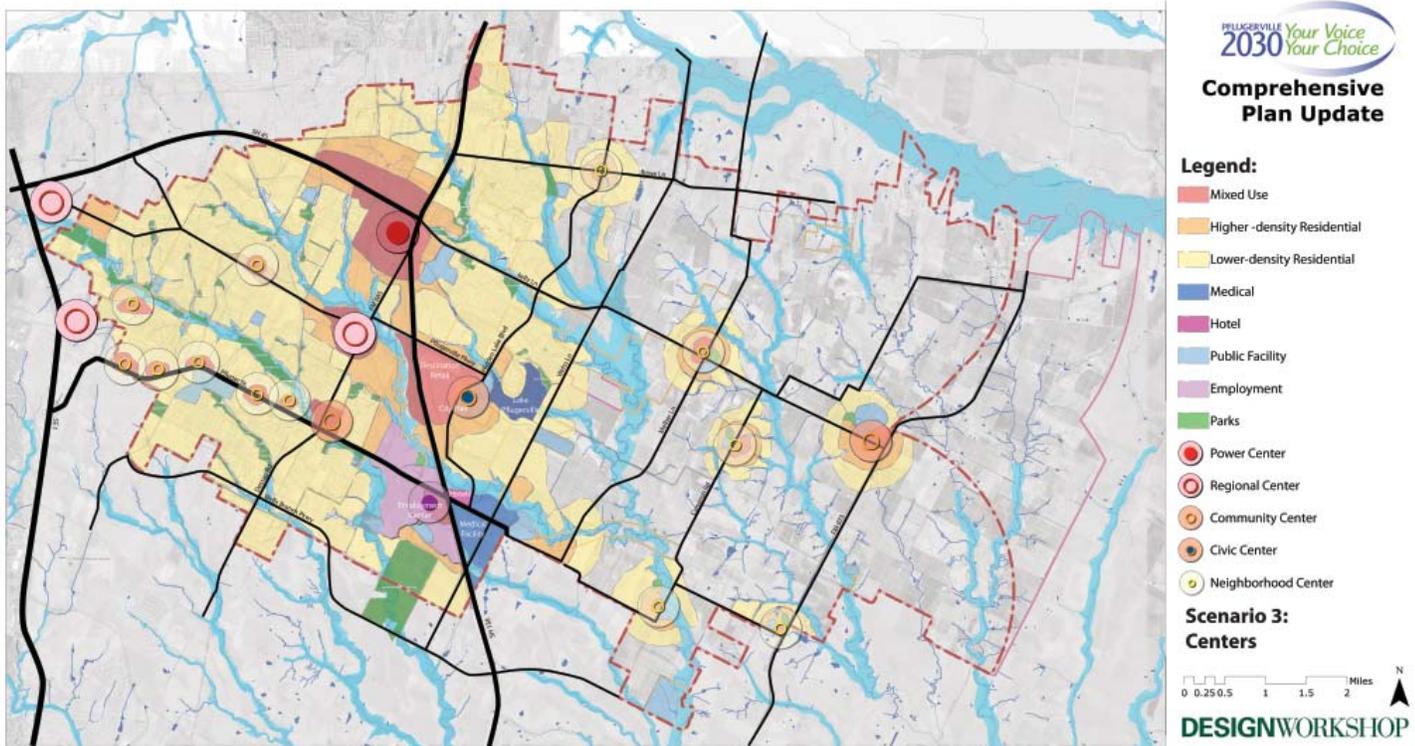
Plan II – Compact: Public Transportation-Oriented

The second scenario focused growth in the western end of Pflugerville in a center based around a potential rail station along SH-45. Compared to the other scenarios, it had the best proximity to trails and the lowest amount of vehicle miles traveled while having the second-highest Growth Efficiency Ranking, the second-least amount of acres developed and the second-lowest cost of roads, water and sewer. The elements residents liked the most about this alternative were the placement of destination retail and the overall transportation network while they disliked the development intensity and the placement of the centers.



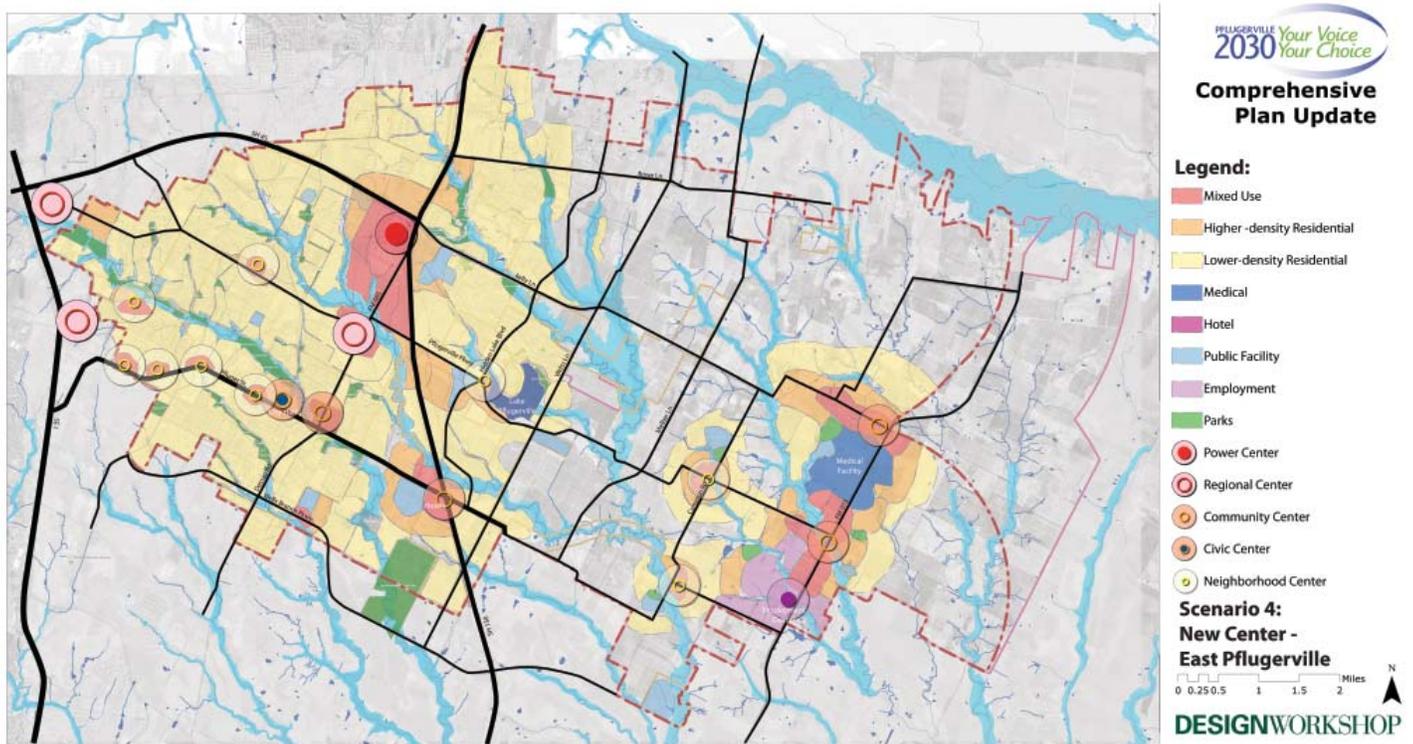
Plan III – Hierarchy of Centers

The third scenario focused growth across Pflugerville into existing and future centers at the intersections of major highways and arterial roads. Compared to the other scenarios, it had the greatest proximity to centers and developed the most number of jobs and second most residential units. Alternatively, it had the second-least Growth Efficiency Ranking and proximity to trails as well as the second most vehicle miles traveled, total acres developed and cost of roads, water and sewer. The elements residents liked the most included the placement of the centers and the overall land use pattern while they most disliked the placement of the City hall and the efficiency of growth.



Plan IV – New Center: East Pflugerville

The fourth scenario extends growth easterly to the far edges of the ETJ of Pflugerville creating a new town with centers along FM 973. Compared to the other scenarios, it developed the most number of residential units and second most jobs and had the second best proximity to trails. Alternatively, it had the lowest Growth Efficiency Ranking and second lowest proximity to centers as well as the most vehicle miles traveled, total acres developed and cost of roads, water and sewer. The elements residents liked the most about this alternative were the placement of City hall and destination retail while they disliked the efficiency of growth and the overall transportation network.



Polling Results

The Compact: Public Transportation-Oriented scenario was regarded as the favorite of the participants in the Modeling Possible Futures Workshop with 38 percent ranking it the highest. Alternately, 27 percent of the participants preferred the Hierarchy of Centers, followed by Compact: Auto-Oriented with 16 percent and East Pflugerville with 10 percent. (Remainder voted for “None of the Above” or “All of the Above”)

Preferred Land Use Vision Plan

The community’s Preferred Land Use Vision Plan is a combination of Plan II, public transportation-based development; and Plan III, development around a hierarchy of centers – neighborhood, community and regional. The Preferred Land Use Vision depicts land uses distributed geographically throughout the city and its ETJ, based on the goals and policies in this document. These land use categories may not reflect the present use of land. Instead, they depict the land uses as they are expected to exist in 2030.

The Preferred Land Use Vision Plan has two essential roles in future decision-making. First, the Preferred Land Use Vision Plan graphically portrays public policy for the locations of preferred land use visions and development types. The densities and intensities of use will influence the plan for providing infrastructure and services. Second, the Preferred Land Use Vision Plan will be used by staff, the Planning and Zoning Commission, and City Council as a guide during review of development requests. Except in very few and exceptional circumstances, rezoning requests that are contrary to, or inconsistent with, the Preferred Land Use Vision Plan should not be approved until and unless the Planning and Zoning Commission and City Council adopt amendments to the Preferred Land Use Vision Plan and/or associated Goals, Policies, and Actions.

As a direct result from the feedback at the community workshops, the Preferred Land Use Vision Plan has the following characteristics:

- Destination retail is located at the intersection of SH 130 and SH 45 to maximize visibility.
- Employment centers are located along SH 130 and SH 45. Access is critical for employment centers as well as proximity to other employment centers and destination retail.
- City Hall is located at the intersection of Dessau Road / FM 685 and Pflugerville Parkway. Feedback continued to waiver as to the location of the City Hall throughout the workshops; however, this location was favored by most participants at the Vision Workshop and meets the criteria supported by the public at the Modeling Futures Workshop.
- Medical facilities are planned for the intersection of Pflugerville Parkway and SH 130. Similar to other employment centers, medical facilities benefit from convenient access and proximity to other retail and commercial uses.
- Existing centers were strengthened throughout the community and new centers were created at key intersections.
- The overall park and open space network follows the creeks and floodplains. This network connects neighborhoods, centers, and civic functions such as schools.

Growth

The general consensus amongst residents was that they acknowledged the trend of future growth and were in favor of certain types, particularly retail, industrial and employment uses. While 57 percent of respondents felt that residential development had been ‘too much’ or a ‘bit too much’, they were certainly more in favor of additional commercial/industrial or employment center development, with 58 percent and 67 percent approving, respectively. This growth would require significant expansion of urbanized land and would be typically situated along major highways such as SH 130 and SH 45. Most tables put growth along SH 130 and in the current ETJ to the east. This pattern of expansion eastward has SH 130 running through the middle of the city in the future.

Most tables playing the Growth Challenge Game defined the location of future activity centers. This coincides with the survey results stating that density is most acceptable when ‘used to create activity centers’ and ‘used to preserve open space’. Sixty-five percent of respondents polled agree that future growth should be focused on potential infill areas first and the same amount believed that the best infill areas are those already served by roads, water, and sewer. To manage growth, 72 percent agreed that the City should provide urban services outward from existing developed areas in logical phases. The same percentage of people agreed or strongly agreed that since those areas are located in the western portion of Pflugerville, that is where development should be encouraged first. The creek corridors would be preserved and form the backbone of the future pedestrian system. Creek corridors were nearly unanimously agreed to be worth protecting (92 percent viewed them as ‘critical’, ‘essential’, or ‘important’).

Density

Most tables traded in chips for density options and used the density chips in centers. Residents were concerned about the quality of development and by wide margins supported the establishment of design guidelines for future commercial and industrial development. Of those polled at the Modeling Possible Futures Workshop, 58 percent believed that encouraging more cost-effective patterns of development was more important than continuing the existing development intensity. Similarly, during the Modeling Possible Futures Workshop, 61 percent stated that promoting infill in and adjacent to existing development is more important than maintaining the existing community and encouraging new development to the east. In order to accommodate goals such as mixed use, public transportation, walkability and growth efficiency, 47 percent of residents agreed that more development intensity would be needed, 41 percent said current development intensity was justified, and 12 percent preferred less development intensity.

Centers

Centers are a different way of planning for future development. As opposed to decentralized suburban development, centers provide a focus for development with more intensive and mixed land uses in the core then decreasing as the distance from the center increases. They are the central location for the neighborhood, located along key corridors and are often linked by public transportation. Their central location makes it possible for the retail, services, and transportation links to be made accessible by walking.

There are a number of elements that can constitute the basis of a center. Basic retail outlets are frequently found in centers of all scales. Retail stores and restaurants are often located adjacent to them. In other cases, civic buildings, schools, and churches form the core of neighborhoods as other building coalesce around them. Density residential will collocate near these uses and within proximity to public transportation connections.

Neighborhood Center

Neighborhood centers provide a mix of two or more non-residential uses that are gathering spaces in the core of neighborhoods. The uses that contribute to the forming of a center could be a church, public facilities or commercial buildings. Schools, libraries, and other public buildings are all possible contributions that the City and other entities could make to help develop and enhance centers. Retail and offices in these centers provide goods and services to meet the needs of the immediate vicinity. The scale of the center is typically 50,000 square feet of non-residential space. The market catchment area for the retail is a two to three mile radius. Hyde Park, in Austin, is an excellent model of a vibrant

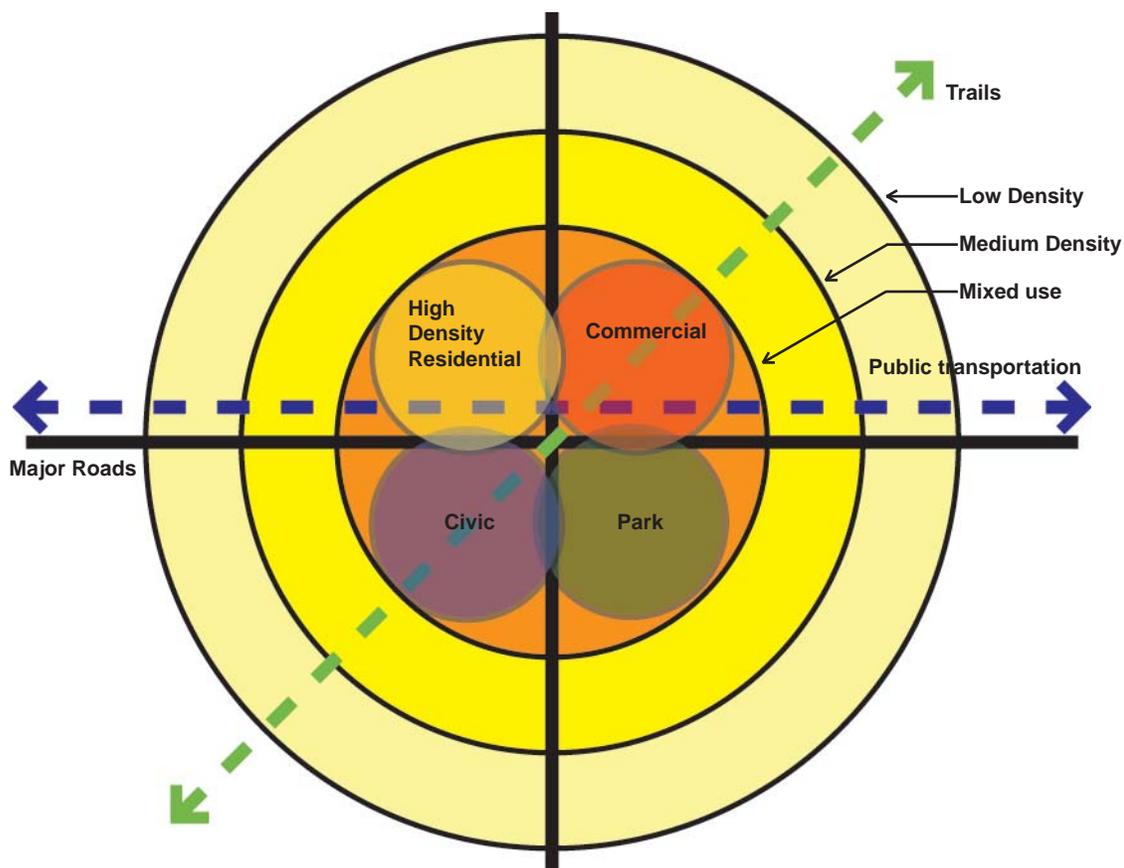
neighborhood center with a range of services that are all within walkable distance for the surrounding neighborhood.

Community Center

Community centers provide a greater mix of uses in areas between multiple neighborhoods. The market catchment area for the retail is a three to six mile radius. The scale of the center is typically 100,000 to 300,000 square feet of non-residential space. The retail and offices provide the same goods and services as neighborhood centers but have larger anchor retail such as a grocery store and additional specialized retail.

Civic Center

Civic centers are unique centers with a special public focus typically the downtown areas of these communities. They are located around the seats of city or county government and are anchored by a key civic building or complex. The scale of development in the center surrounding the civic core is usually 100,000 and 300,000 square feet of non-residential space. The market catchment area for the retail is a three to six mile radius. The retail and offices often provide the same goods and services as community centers but also have services to support government operations. In Pflugerville, Old Town has many characteristics of a civic center around its City Hall. It will likely maintain some level of civic function even if the City Hall is moved to a new location.



Regional Center

Regional centers are larger scale retail and office developments that have a market catchment area for retail of six to ten miles. The scale of the center ranges from 400,000 to 800,000 square feet of non-residential space. The retail district serves the larger market formats of General Merchandise, Apparel and Accessories, Furniture and Other Sales (GAFO). The developments usually contain two or more anchor retail stores and a number of other smaller outlets. Across Central Texas, there are numerous malls and other regional big box retail centers, including Stone Hill Town Center in Pflugerville.

Agricultural Lands

During the in-depth interviews, community members voiced concern about existing farmlands being sold for development and the impacts this would have upon the broader environment and community. They recognize that preserving open space and establishing open space now, will help steer growth into appropriate areas thereby mitigating impacts on land areas that are more sensitive.

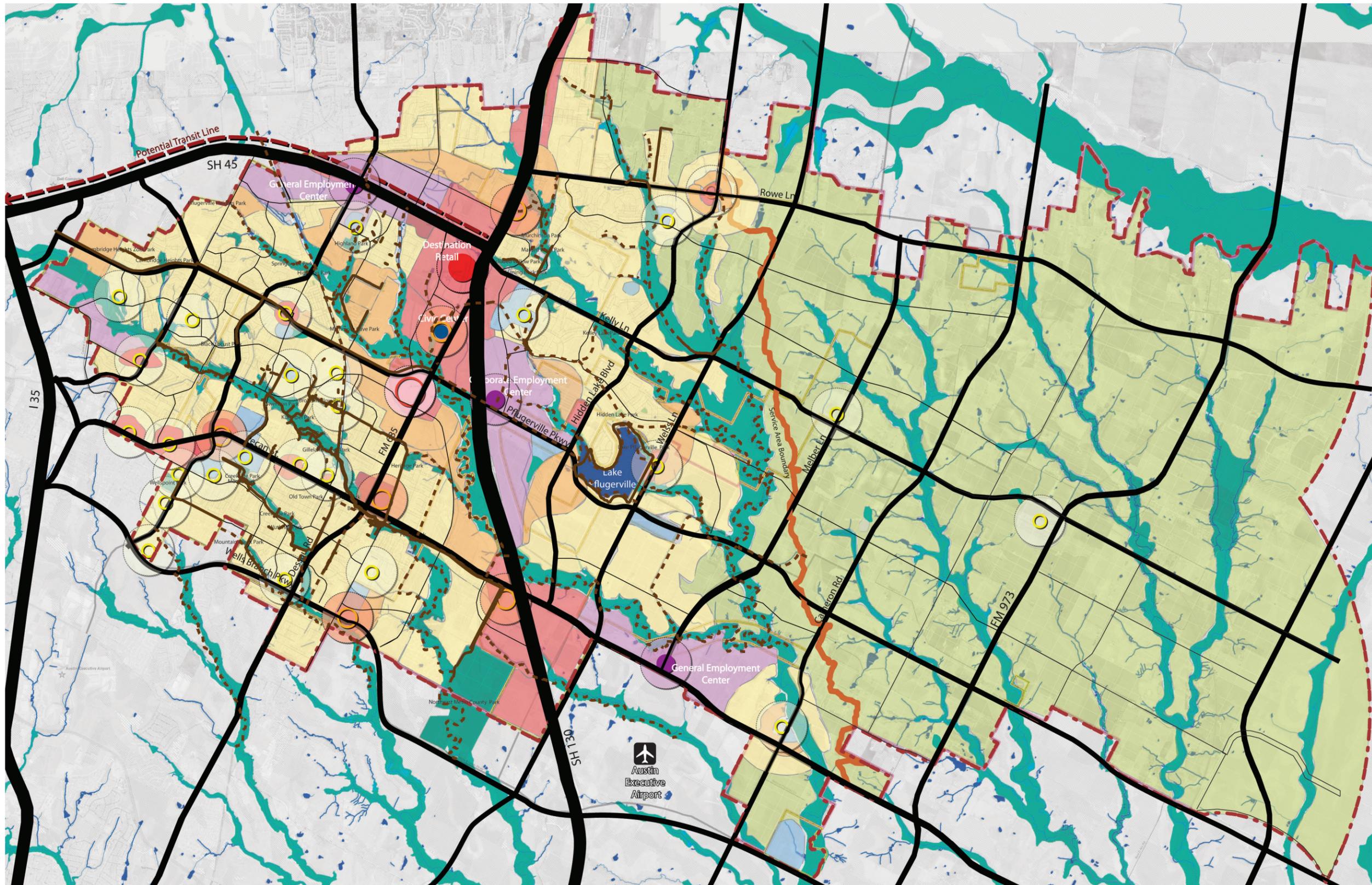
Currently, Pflugerville has an estimated 40,798 acres of land area, including the expanded ETJ. Of this area, 46% or 18,927 acres are undeveloped land (vacant, shrub, forest, woody wetlands, grasslands) with an additional 6% or 2,584 acres of developed open space (parks, trails). Agricultural land (cultivated crops, pasture and hay) make up 38% or 15,573 acres. The remaining 9% or roughly 3,714 acres are developed with some range of intensity (low, medium, high). While the ETJ boundaries are expansive, and land is currently plentiful for Pflugerville, it is recognized that land is finite and development should be mindful of protecting the natural environment, natural systems, and sensitive lands in a way that will enrich the community, livability for future generations and enhance the city's identity.

There is community interest in preserving a component of the Pflugerville farming heritage to reflect the agrarian cultural history of the community. Nationally, support has increased for communities to support local food production. Pflugerville's fertile Blackland Prairie soil and agrarian history position it well to take advantage of this initiative which could create jobs, supply healthy food in the community, and celebrate the farming history.

Evident in the key pad polling results gathered at the Modeling Futures Workshop, was a strong support for controlling growth. Three out of four people polled (72 percent) agreed that the City should manage growth by providing urban services in logical phases out from the existing developed areas. Over half (58 percent) of residents polled at the Modeling Possible Futures Workshop supported cost-effective patterns of development. Additionally, 61 percent believed it is more important to promote infill in areas adjacent to existing development.

As development pressures continue to increase for Pflugerville, sustainable-minded development should strive to use land wisely. Sustainable practices in land development should become standard practice in Pflugerville. These may include a variety of strategies ranging from green building to preservation of open space. Incentives should be used to encourage LEED accredited development. New subdivisions should consider cluster development that preserves sensitive lands as open space serving as an amenity for the community. A range of incentives should be devised for infill and redevelopment over development of raw lands. Development should focus around existing services and using existing infrastructure in a compact and phased approach to limit the rate of expansion.

Preferred Land Use Vision Plan



- Legend:**
- Mixed Use
 - Medium to High-Density Residential
 - Low to Medium-Density Residential
 - Agriculture
 - Public Facility
 - Employment
 - Parks and Open Space
 - Destination Center
 - Employment Center
 - Regional Center
 - Community Center
 - Civic Center
 - Neighborhood Center
 - Service Area Boundary
 - Freeway
 - Arterial
 - Collector
 - Existing Trails
 - Future Trails



The area around and east of SH 130 is experiencing increased development pressure due to the great percentage of large, contiguous and undeveloped parcels of land primarily consisting of farmlands. Development in this area will be carefully monitored and must adhere to the sustainable policies of this chapter.

Land Uses

Employment and Mixed Use

Employment and mixed use centers are needed to provide better balance in the community, between the amount of jobs and housing balance as well as between property and sales tax receipts balance. In addition, the community showed great support for the provision of more jobs, goods and services within the city. During the Growth Challenge Game at the Vision Workshop, residents placed chips that represent jobs on their game board. The resulting Jobs Placed Aggregate Map shows that most participants felt that the jobs should be focused around SH 130 and SH 45.

- **Employment** - Employment areas in Pflugerville will likely consist of retail, office, corporate campus, light-industrial, and warehouse uses. Retail will include large and small format stores as well as financial, business and personal services. Office uses encompass all professional offices and includes medical offices. These new retail and office spaces would serve not only the local community but the entire region. Light-industrial uses include the manufacturing or packaging of goods. Storage, loading, and work operations should be screened from view along industrial area boundaries (when adjacent to non-industrial uses), and along all public streets. Warehouse uses include all places in which goods or merchandise are stored and distributed.
- **Mixed Use** - Mixed use areas are intended to provide a built environment that facilitates the ability to live, work and play in one area. These areas should contain convenient pedestrian circulation networks. Over time, these areas should increase in intensity, creating more cost-effective development patterns. Buildings should have a mix of uses, which are mutually supportive and integrated into the community realm. The mix should accommodate active public uses, such as commercial, retail and restaurants, on the street level and residential or office uses on upper floors.



Commercial uses face a courtyard with pedestrian scale design elements.



Pocket parks take advantage of odd sized parcels and are integrated into the urban environment.

Residential Land Uses

Despite the increased focus on job-producing land uses, residential land uses will continue to dominate the landscape of Pflugerville through 2030. As supported by participants in the Vision Workshop, residential units are clustered around key centers illustrated in the Dwelling Unit Aggregate Map. Existing residential areas will be protected through the continuation of existing zoning to remain in their current state. The clustering of new medium and high development intensity units will be focused towards infill areas where existing single-family residential subdivisions are not already established.

Quality and development intensity are the key differentiators of residential land uses. Since quality will be demanded from development in any residential land use district, the districts are broken down by development density. Those residential land uses are described below.

- **Low-Density Residential** – This designation includes single-family homes located in areas with densities between .5 and six units per acre. Low-density neighborhoods should be located on neighborhood streets and collectors.
- **Medium-Density Residential** – This designation includes single- or multi-family homes located in areas with densities between six and 15 units per acre. The medium-density residential classification emphasizes a wide range of residential building types. Uses may range from single-family development to multi-family development including duplexes and accessory units. Live-work and home offices are allowed secondary uses. Medium-density residential neighborhoods should be located on collectors and major arterials.
- **High-Density Residential** – This designation includes single- or multi-family homes located in areas with densities greater than 15 units per acre. High-density residential is typically located within or near community centers with direct access to major transportation routes, retail and community services. Areas near employment are ideal. High-density residential designation is intended to maximize access to public transportation, and should provide multiple mobility options. High-density residential should incorporate features to encourage public transportation ridership, provide high quality pedestrian walkways and crosswalks. High-density residential neighborhoods should be located on major arterials.



Neighborhood centers near Pflugerville, such as Windermere Center, consist mainly of older strip retail and office developments.



Central Market helps generate vitality in the community center in Central Park in Austin by not only anchoring a larger retail development but by also hosting many of its own events.

Clustered or “conservation” development is a recommended strategy for growth in low-development intensity residential areas but can also provide insight into a more cost-effective approach to subdivision platting. The Lady Bird Johnson Wildflower Center defines conservation development as “a development that seeks to reduce its ecological footprint by preserving significant, contiguous open spaces amid groups of clustered homes and supporting the sustainable use of invaluable resources”. Clustered development is a method of developing housing in subdivisions that prioritizes the preservation of open space in the design of housing plats. Homes are typically clustered in groups with smaller lot sizes but they have shared open space that is owned under agreement by all the residents.

There are positive property tax benefits resulting from conservation developments as compared to conventional subdivisions. The presence of open space has been demonstrated to be a popular amenity that raises the value of properties. These developments preserve the natural heritage of the area and maintain a distinct identity based upon their connection to the natural environment. The value of homes in conservation development has been reported to have appreciated more over a given period than similar homes in other subdivisions, as buyers are willing to pay a premium for homes with greater character in more natural surroundings.

A number of communities in Central Texas have already adopted conservation subdivision ordinances that can serve as models to Pflugerville as it develops its own set of regulations. In 2006, Travis County adopted its own ordinance for developments outside of Extra-Territorial Jurisdictions. Elsewhere, Dripping Springs and Georgetown have also developed ordinances of their own. The Lady Bird Johnson Wildflower Center can also provide guidance about national conservation development practices and developing a set of standards appropriate to the Central Texas regulatory and natural environment.

Other Uses

Other uses found on the Preferred Land Use Vision include:

- Public Facility - The public facility classification includes lands owned by the City or other civic or governmental agency. Also included are non-profit facilities such as cemeteries, churches and health care facilities.



Mueller is the region's first LEED-certified Neighborhood Development and is a model for future growth.



Contemporary regional centers are designed to provide public space in the development and create a new center of a community in many places where one does not already exist.

- Parks and Open Space - The parks and open space designation refers to the formal park and recreation facilities as well as the open space preserved or desired for preservation through either purchase, easement or other mechanism. Open Space includes appropriate recreational facilities such as trails, trailheads, agriculture and gardens. The creeks and floodplains are desired public open space elements.
- Agriculture - The agriculture designation identifies land that is planned to remain open space, agriculture or low density residential development on large parcels. The intent of this classification is to preserve rural lands as a valuable resource for the community. Such preservation is a growth management strategy.

Community Character

The character and aesthetic qualities of Pflugerville come from the individual and collective qualities of its residential neighborhoods, historic areas, Old Town, expansive farmlands and floodplains. Urban design by definition focuses both on individual buildings and their interaction and relation to the rest of their immediate context. Pflugerville has many assets as a community that it can build upon as the core of future centers. Urban design will foster neighborhood spirit and catalyze development. Over time, through thoughtful design supported by strong standards, more distinct districts of unique character will be created.

Most structures are less than 20 years old. Many of these commercial and residential structures are consistent with what would be found throughout Texas. Historic structures and churches reflect more architectural attention than the contemporary commercial and residential buildings do. There are several historic elements and structures that are worthy of restoration, enhancement and reuse. In addition, the brick construction of the historic buildings on Main Street form a coherent and attractive series of façades.

The character, height, and adjacency of some recent developments have raised a number of concerns amongst local residents. Some believe development intensity should be focused in the city center and reduced as you radiate outwards; yet, the current development patterns of Pflugerville follow corridors instead, making attaining this goal difficult. Concerns were expressed about the one-story office buildings being developed around Old Town. These structures are built with masonry construction in such a way that they will be there for decades and could prevent Old Town from becoming a center of an appropriate size to meet needs as population grows.

Many residents agree that multi-family uses are needed to provide a diversity of housing choices and create transitions between commercial and residential development, but they are also concerned that it will result in lower quality units and lower-income neighborhoods. This is perceived to reflect negatively on community character and degrade the schools. Multi-family uses on parcels adjacent to single-family uses are restricted to two stories across the entire parcel. This restriction has been a significant challenge to developers, limiting opportunities for building types of varying scale.

Sub-Areas

The following districts and corridors are locations of special significance to Pflugerville and will have unique niches in the future vision of the City. They have already received a degree of focus and study but further work is needed in order to create high-quality places that will be treasured community assets for years to come.

Old Town

Old Town is the historic heart of Pflugerville and should continue to be considered as a vibrant place for commercial and residential opportunities. Using the existing 2004 Pflugerville Downtown Master Plan and the 2009 Old Town Pflugerville – Vision for Tomorrow report as a guide, the community has identified the following characteristics as key characteristics for Old Town:

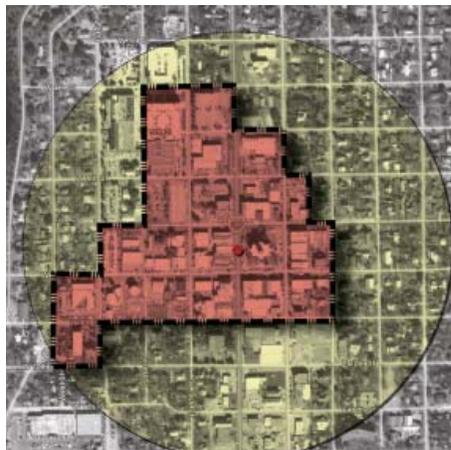
- Be vibrant;
- Be accessible;
- Have a civic presence;
- Be walkable;
- Be a gathering place;
- Be green;
- Have a distinct image and draw;
- Maintain historic features; and
- Create more special events.

The Pflugerville 2030 Comprehensive Plan in-depth interviews and kick-off sessions found that those characteristics are still what the community desires. Additionally, with all the great potential development opportunities, the community would like appropriate development that fits Pflugerville. They want to preserve rural heritage and celebrate their culture.

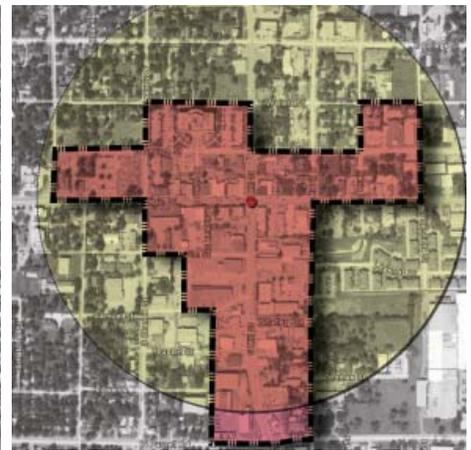
Old Town will be one of the primary activity centers in the future 2030 vision of Pflugerville. In accordance with the 2004 Downtown Master Plan and the 2009 Old Town Pflugerville Plan, Old Town will be revitalized and redeveloped with a distinct character that preserves its history while



Pflugerville, Texas



Georgetown, Texas



Lewisville, Texas

fostering new mixed use development. The land uses and scale of buildings will be compatible and complimentary to those in the adjacent neighborhoods.

The future expansion of Old Town is constrained by the limitations placed upon it by the surrounding neighborhoods. Residents cited a desire for Old Town to become a regional destination like Georgetown, Fredericksburg, or Lewisville; however, all of these downtowns are larger and can support a greater scale of function.

Old Town Pflugerville is a 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 vibrant center than it is today.

If space was found in Old Town for an expanded City Hall, this would be the best location for that use.

Strongly Agree	36%
Agree	25%
Disagree	14%
Strongly Disagree	25%

Source: Values Workshop

If space can't be found in Old Town for an expanded City Hall, then moving to a new location would be warranted.

Strongly Agree	50%
Agree	19%
Disagree	11%
Strongly Disagree	20%

Source: Values Workshop

Civic Center

There is a recognized need for a larger City Hall and additional space for other civic functions. The growth of the city will require more administrative space than the current facility can provide. Pflugerville residents voted down Proposition 1 in 2008 that would have raised funds for the construction of a new City Hall to be built in the proximity of new retail development along FM 685. Many local business owners did continue to express hope during the Old Town Vision Plan in 2009 that a new City Hall could still be constructed in Old Town; however, local residents were dismissive of a larger facility in the current area. When surveyed for the 2030 Pflugerville Plan, the residents selected several criteria that they deemed important to be incorporated into the future City Hall.

Gateways

Signage is frequently an effective means for a city to project an image and market itself to visitors. Currently, in Pflugerville, most signage along streets and in front of properties lacks any distinct character. A consistent and well-designed signage system is an important component to making Pflugerville a community of which residents are proud and that visitors will long remember. This system will help orient people, reflect the history of Pflugerville, and leave a positive image on residents and visitors.

City Hall Criteria

Criteria:	%
Central to the community	60%
In a vibrant community center	44%
Accessible areas to automobiles	43%
Along public transportation	36%
Highly visible area	34%
Mixed use area	32%
On trail and open space system	24%

Source: Vision Workshop

Gateways provide visitors the first impression of Pflugerville. FM 1825 is the key western gateway to the city from I-35. This road is characterized by unattractive signage, empty lots, and rooftops. Many residents indicated frustration with the image of FM 1825 and are aware of the negative way it portrays the city. Unfortunately, the city is limited in what it can do since much of this important gateway falls within the Austin ETJ. Erected in 2006, at the intersection of Windermere Boulevard and FM 1825, a gateway sign welcomes visitors and residents to the city. This project was implemented by the City’s Keep Pflugerville Beautiful Committee. Hours of planning, searching and design preparation went into the conception of what became known as the ‘Gateway Project’ to ensure that it fit the desired image of Pflugerville. It has set the tone for future identity-shaping efforts. As new development continues to expand, Pflugerville has the opportunity to create a unique and thoughtful character through signage, gateway design and branding ideas. The 2009 Old Town Pflugerville - Vision for Tomorrow Plan suggested pursuing special gateway treatments at two key intersections; one at FM 685 and FM 1825/Pecan Street, and one near the vicinity of Timmerman Elementary, the west entry into Old Town on Pecan Street.

Street Design

Walkability is the key to creating great public spaces and supporting retail. Block perimeter and block length play an important role in ensuring walkability. The Uniform Development Code sets standards for block length which reduce the effectiveness of creating walkable neighborhoods. With block lengths in excess of 1,000 feet, walking becomes less convenient or creates conditions where crossings occur at mid-block making walking dangerous. Therefore, block lengths within 1-mile of a center should be considered to be reduced to allow for increased pedestrian mobility.

Pecan Street is Pflugerville’s oldest and most important street. It was along this road that the original community was established and grew over the next century and a half. To this day, it is still one the City’s primary commercial districts and transportation corridors, connecting the core of the City to the two modern highways that are now the links to the rest of Central Texas. It is Pecan Street that is the entrance to and central artery of the community. Consideration should be given to partner or take over the roadway to allow for a redesign which integrates an urban section and incorporates opportunities for multiple transportation, pedestrian, and beautification options.

FM 685 is an established north-south thoroughfare from Pflugerville to Austin. Along with Pecan Street, it is one the main commercial districts in the city . Its significance will continue to grow as it is the primary arterial street for the new development that is located at the juncture of SH 130 and SH 45. In order to support and become attractive to mixed use development, FM 685 will need to be redesigned to support a variety of transportation modes and the land use regulations along the corridor strengthened.

Pecan Street / FM 1825 and FM 685 should be envisioned as Complete Streets through the city. Their existing right-of-ways should be converted into boulevards that have a unique design and feel



Mixed use areas allow for residential units or office over commercial.

compared to any other streets in the city . There should be gateways signifying entry into the city from the highways and at key locations within individual centers. The landscaping, signage and public art should promote the unique design and identity of these corridors. Complete multi-modal access with wide sidewalks, bicycle lanes, and the ability to accommodate public transportation in the future will allow a greater diversity of use along Pecan Street / FM 1825 and Dessau Road/FM 685. The City will need to work with TxDOT to implement these changes. By entering into advanced funding agreements with TxDOT, funding for projects of interest such as these can be accelerated.

The creation of corridor plans will integrate the transportation, land use and urban design considerations into a single, cohesive strategy for both Pecan Street / FM 1825 and FM 685. While the new Thoroughfare Plan and Preferred Land Use Vision Plan all contain the necessary elements, there will still need to be additional focus in order to coordinate all the pieces together to create a workable vision for the future of these key corridors.

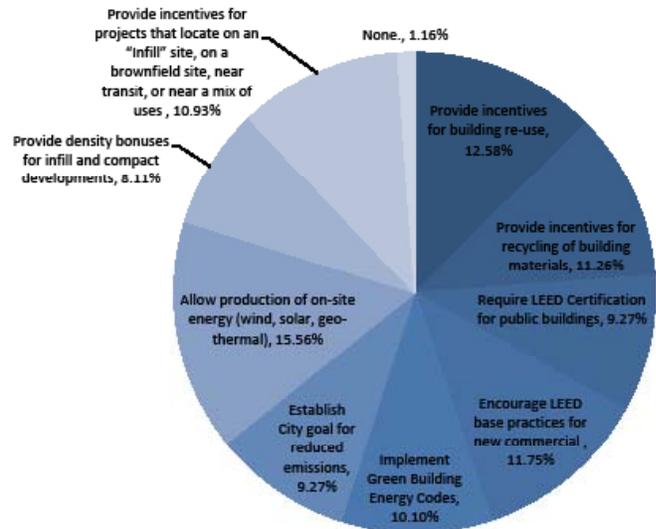
Green Building

Buildings are the single largest contributor to global warming because of their energy consumption. They are responsible for almost half (48%) of all energy consumption and green house gas (GHG) emissions annually, and 76% of all power plant electricity is used to operate buildings (US Energy Information Administration). While GHG naturally blanket the earth trapping heat that allows the earth to be habitable, increasing levels are attributed to rising temperatures and global warming threats. The building sector provides an opportunity to reduce GHG emissions to lessen impacts on the environment.

With increasing development pressure in Pflugerville, sustainable development guidelines and green building incentives are recommended. Incentives to consider for developments that are green and sustainable include: property tax abatements, rebate programs, subsidized energy credits, and contributions for off-site improvements.

With the growing support for sustainable practices as evident in community input, green building concepts found in the USGBC LEED program, International Green Construction Council or Energy Star Program should be incorporated into the Unified Development Code to allow for new development that is mindful of a healthy and livable community for Pflugerville residents.

Supported Strategies for green building



Source: Modeling Possible Futures Workshop



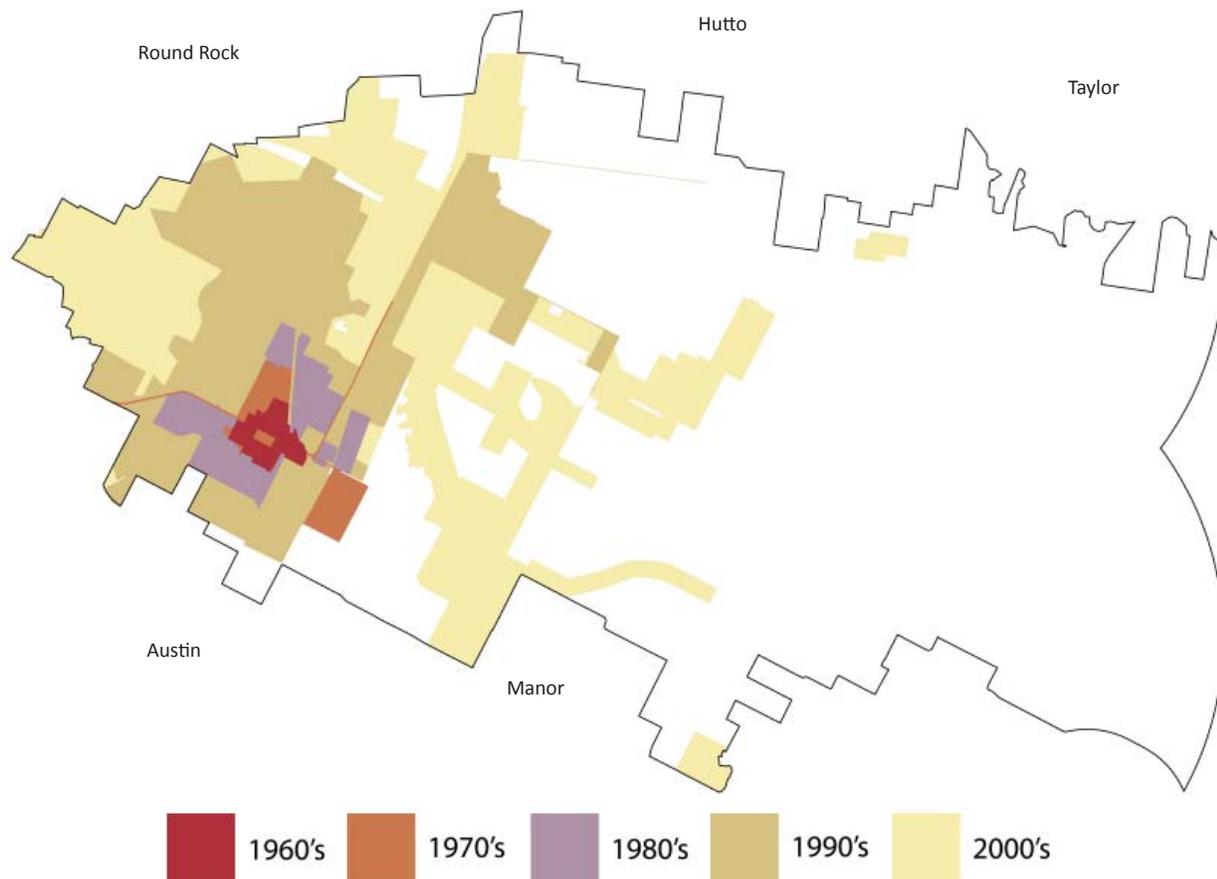
Banners enhance the character and identity of the streetscape.

Annexation

Since the incorporation of Pflugerville in 1965, the land area of the city has increased 7400%, from approximately a quarter square mile to 22.5 total square miles in 2010. The City has been steadily increasing the amount of land that it has been annexing annually over the past four decades. The average amount of land per year annexed has climbed 1800% from the 1970's to the current decade. The largest annexations were in 1997 and 2006, with over 3 square miles each.

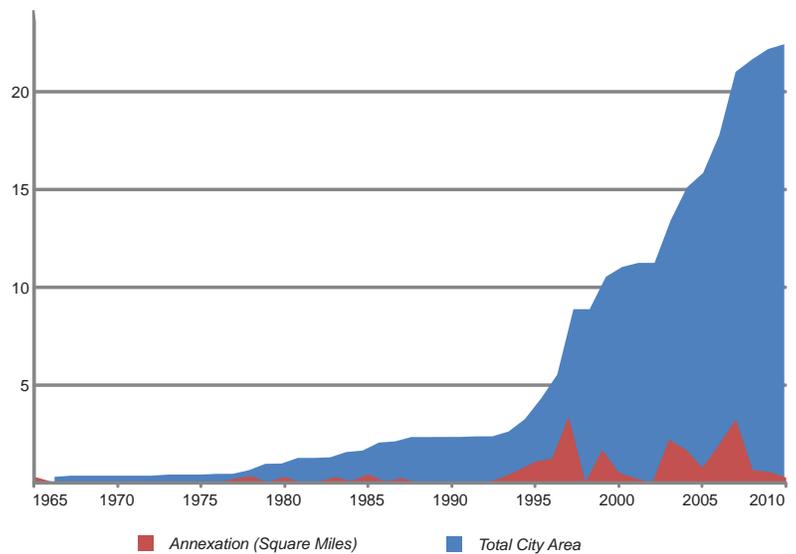
By the time the proposed annexations in 2010 are completed, the City will have annexed 35 percent of its existing Extra-Territorial Jurisdiction (ETJ). There still will remain approximately 41 square miles of land that has the potential to be incorporated into the City of Pflugerville. The ETJ will be extended in 2010 since the city's estimated population now exceeds 50,000. The enlarged ETJ will be extended from 2 to 3.5 miles from the city limits. The City will be able to extend its authority over basic land use and have a new stake in the long-range economic development potential in those areas.

Once an area is annexed, it is to be provided with services at the same basis as other respective neighborhoods in the city. Police protection will have to be extended to the newly annexed areas including neighborhood patrols, crime prevention and other community services. The Travis County Emergency Services District Number 2 (TCESD #2) will continue to provide fire protection services



to the newly annexed areas in the same manner that it was done prior to annexation. Emergency medical transport services will be provided to the new areas through an interlocal agreement the city has with TCESD #2. Solid waste collection, including garbage collection, recycling, and brush collection will extend to the new areas through the City's contracted service provider. Water, wastewater, and stormwater facilities will be provided to the new areas if they are not already being provided by another utility or if that utility is not absorbed into the City. Streets and rights-of-way will be taken over by the City who will then be responsible for their maintenance and improvement. Public parks, playgrounds and pools will be constructed and operated by the City at the level it provides them across the rest of the city.

Annexation and Total City Area



Source: City of Pflugerville

The City completed a Comprehensive Annexation Analysis for 2005-2009 that compared the costs per acre of general governance, parks and recreation, public services, and public works for different potential land used. The cost of providing these services to newly annexed single-family neighborhoods would be less than half of the cost of commercial areas. It would be more financially feasible to annex residential areas in the short term, based upon this analysis.

The Texas Local Government Code requires that "Home Rule" cities such as Pflugerville prepare an annexation plan that specifically identifies annexations in the ETJ to be completed within three-years of the plan adoption. Not all annexations are required to have a three year plan and are identified as the Exempt Annexations. In 2003, the City Council divided the Pflugerville Extraterritorial Jurisdiction (ETJ) into 5 phases for annexation subject to the adoption of state-mandated three-year plans for each phase. In total, the 5 annexations completed in 2009 cover 2,023 acres and an estimated additional population of 14,251.

The City is refraining from creating three-year annexation plans for 2011 and 2012. During this time, the City of Pflugerville expects to be spending considerable capital providing the required services to the already annexed districts. Now that the population exceeds 50,000, the city can extend its ETJ from 2 to 3.5 miles outside of its city limits. Expansion of the existing ETJ is limited by the ETJs of five surrounding cities, including Austin, Round Rock, Taylor, Manor, and Hutto. The only room for expansion for the ETJ is to the east. The City is expecting to conduct another long-term annexation analysis that includes this additional territory before releasing any future annexation plans.

Municipal Utility Districts

Municipal Utility Districts (MUDs) are special financing districts that provide utilities and other services to developments that are outside of a city's service area. They can be established both within the city

limits or in the ETJ. According to state law, a MUD cannot be created within Pflugerville or in the city’s ETJ without the City’s consent. As is typical in other parts of the state, the City will impose conditions on the MUD as part of its consent, which mostly relate to the City’s future dissolution and annexation of the MUD; so the City requires that all construction plans be approved by its staff, that all construction meet the city’s construction requirements for public utilities, and that the interest rate on the MUD bonds will not exceed some calculated ceiling based on market conditions at the time of the bond sale.

MUD’s are a relatively new occurrence in Pflugerville. Most of them are less than 10 years old. To this point, the City of Pflugerville has not annexed any MUD’s and currently does not have any plans to do so. It will likely not annex any MUD’s for a few more years until their serviceable bonds are mostly paid off. None of the MUDs are at the point yet where their facilities are becoming near the end of the functioning life and are in need of replacement where annexation would shift that financial burden onto the City. If annexation is being considered, the MUDs in Pflugerville are divided into subdistricts which makes their annexation in sections possible without having to absorb the whole district. This will allow MUD’s to be annexed in phases that are more financially feasible for the City.

There are some considerations that need to be taken into account about relying on municipal utility districts as opposed to annexation for bearing the cost of future development. MUDs are increasingly reluctant to be incorporated by cities and are exercising their rights to resist annexation. This will impede Pflugerville’s ability to expand eastward with powers to control preferred land use vision and to gain a greater share of property tax revenues.

Tax Revenues

Annexation is not necessary for Pflugerville to recover some of the potential tax income of new commercial development. Strategic Partnership Agreements (SPAs) are arrangements that allow a city to receive some of the financial benefits of growth without having to bear the full burden of annexation. The SPA allows the City to collect a sales tax in the commercial area of an unincorporated MUD in exchange for providing limited City services in the area not including police protection. The City receives a portion of the sales tax with the MUD and promises not to pursue full annexation for some period of time. The MUD receives the revenue into its operating account and the City receives sales tax revenue, without acquiring new residents to whom it must provide expensive police protection, which often the most prohibitive cost, limiting potential annexation.

The amount of future annexations will depend upon the City’s capacity to finance the expansion of municipal services and the potential tax revenues that will be generated to offset those costs. The level of service has to be consistent with all other neighborhoods of similar development intensity. Potentially, additional police staff will have to be hired to meet the growth in demand. Water and wastewater services will have to be expanded, and new roads and parks constructed. MUDs have

Pros and Cons of MUD-funded Development

Pros	Cons
More land use control than ETJ	Land use control limited compared to annexed areas
MUDs finance the construction of infrastructure	Loss of property tax revenue
	Residents of MUDs use services and facilities provided by the City without contributing to the tax base
	MUDs cut off the city from the ETJ, constraining its ability to annex

been an effective means to finance the expansion of services to meet the demand of population growth without having the City bear the brunt of the cost. Some MUDs have begun to provide more services for their residents that mirror those of the City. Besides the core services of water, wastewater, and drainage, MUDs can provide fire protection services, security services (generally by contracting with the Travis County Sheriff's office), garbage and recycling collection, and parks and recreational facilities. With these services already provided, there is less of an apparent need for MUDs to be annexed by the City. On the other hand, MUDs may impede the ability of the city to annex if they prevent adjacency. Residents of MUDs also contribute to higher traffic on city streets leading to the MUD. This becomes a burden on the city tax payer.

Service Area Boundary

The Preferred Land Use Vision includes a Service Area Boundary that demarcates the future extent of which urban services will be provided by the City through the extent of this plan in 2030. This boundary follows the eastern edge of the Wilbarger Creek watershed. This location was determined based upon the extent of projected growth in the Phasing Model in 2030 and the current location of infrastructure. Any development further east of the Wilbarger Creek watershed would require the construction of a new wastewater treatment plant.

The Service Area Boundary is expected to limit the extent of development and allow for the **cost-effective** allocation of public infrastructure funds. MUDs will be reluctant to develop in the Cottonwood and Willow Creek watersheds if they are not guaranteed to be annexed within a given time. The City will still need to use its authority to limit the platting of subdivisions and work with land owners to secure non-annexation agreements to maintain the conservation of these lands.

Land Use and Development Character Goals

Goal 1: The supply, location, and type of housing will be diverse in order to meet the projected needs of the Pflugerville community in 2030, create a balanced community, and ensure residents have housing options for all phases of their lives

Policy 1.1: Modify regulations and develop new zoning categories in order to expand housing options for existing and new residents.

Action 1.1.1: Prepare, and update regularly, a market analysis that defines the demand for housing type and characteristics, to allow the City to better meet market demands and adapt over time.

Action 1.1.2: Establish rural or estate zoning district that will allow for large lot development in appropriate locations as identified on the land use map.

Action 1.1.3: Encourage clustered development with shared conservation open space in appropriate locations as identified on the land use map.

Action 1.1.4: Encourage the development of additional senior living developments in locations with accessibility to existing and proposed services.

Action 1.1.5: Establish a ‘Downtown’ zoning district that will allow appropriate residential uses unique to the Downtown setting.

Action 1.1.6: Encourage medium- and high-development intensity zoning in target areas near community and regional centers and along the SH 130 and SH 45 Corridors.

Action 1.1.7: Encourage the development of live/work units that include office and/or studio spaces in community and regional centers.

Action 1.1.8: Develop in-fill regulations for existing neighborhoods that would promote compatible redevelopment.

Policy 1.2: Ensure the quality of new residential development makes neighborhoods attractive to existing and new residents as well as enhancing local property values.

Action 1.2.1: Evaluate residential design standards to ensure high quality design and construction for all housing types.

Action 1.2.2: Encourage requirements for green building such as USGBC LEED or Energy Star programs for development approvals.

Action 1.2.3: Provide unique streetscape treatments and amenities in residential development.

Action 1.2.4: Utilize / require trail connections to link all neighborhoods and centers.

Action 1.2.5: Work with the PISD to continue to promote the high quality of the public schools in Pflugerville.

- Policy 1.3: Ensure accountability among property owners to ensure an overall positive impression and character of neighborhoods.
 - Action 1.3.1: Evaluate and prioritize existing neighborhoods for reinvestment opportunities to ensure their longevity and quality.
 - Action 1.3.2: Ensure consistent code enforcement to keep single-family and multi-family properties from falling into disrepair.
 - Action 1.3.3: Utilize Community Development Block Grant funding to enhance targeted neighborhoods.
 - Action 1.3.4: Enhance partnerships with Homeowner Associations (HOAs) and Neighborhood Associations to maximize effectiveness.

Goal 2: Development (infill and new development) will be focused around a hierarchy of centers that will create a stronger sense of community, provide employment opportunities and shopping districts while reducing infrastructure costs.

- Policy 2.1: Establish neighborhood centers that have complimentary and integrated residential and commercial uses and amenities.
 - Action 2.1.1: Provide new and infill development to accommodate basic retail services within walking distance of residential areas.
 - Action 2.1.2: Work with PISD to locate small schools and/or public buildings and facilities in the core of neighborhood centers.
- Policy 2.2: Establish community centers to be focal points providing services and facilities for multiple neighborhoods.
 - Action 2.2.1: Provide a mixture of residential and non-residential uses in new and infill development to accommodate larger scale retail services that will serve multiple neighborhoods.
 - Action 2.2.2: Locate larger schools and other civic buildings, such as City Hall, in community centers or civic centers so that they may be accessible and create increased levels of activity.

Policy 2.3: Establish regional centers that can attract and support the concentration and scale of major commercial and employment uses as well as complimentary residential uses.

Action 2.3.1: Allow for increased development potential in existing regional centers and permit new centers to accommodate development opportunities and diversify nonresidential uses.

Action 2.3.2: Provide commercial and employment zoning at major transportation intersections that are accessible from across the entire city as identified on the Preferred Land Use Vision.

Action 2.3.3: Allow for a mixture of residential types in regional centers that accommodate housing options for employment and commercial centers.

Goal 3: The amount of commercial and industrial land uses will accommodate opportunities for employment, services, and growing the municipal tax base.

Policy 3.1: Ensure adequate opportunity for office, retail, and industrial development to meet projected future demand.

Action 3.1.1: Evaluate existing zoning to ensure sufficient land supply for office, retail, and industrial use to meet projected 2030 population projections and regional market demands.

Action 3.1.2: Continue to work with PCDC to maintain an inventory of parcels suitable for office, retail, and industrial uses, that are located in designated centers in the Preferred Land Use Vision Map.

Action 3.1.3: Continue to work with PCDC to leverage incentives to attract additional office, retail, and industrial development.

Action 3.1.4: Consider special incentives for desired land uses such as upscale retail and hotels and other venues that improve quality of life in Pflugerville.

Action 3.1.5: Provide for the focused extension of public utilities and transportation facilities to encourage development in centers as identified on the land use plan.

Policy 3.2: Promote resident patronage of existing retail and services in order to reduce retail leakage and improve current retail vacancy levels.

Action 3.2.1: Continue to support the Pflugerville Chamber of Commerce (PCC) in areas of special promotions, advertising and resident incentives to shop locally.

Action 3.2.2: Provide funding and other support for revitalization programs of local property owner and business organizations.

Action 3.2.3: Collaborate with PCDC or PCC to conduct periodic consumer surveys of Pflugerville residents to identify retail and service categories or brands that are most frequently patronized outside the city so that retail developers can be encouraged to attract them to locations within Pflugerville.

Goal 4: Urban design should promote the historical, environmental, and community values of Pflugerville in order to articulate the values and identity of Pflugerville to all residents, employees, and visitors in the city and to build on the qualities that have made Pflugerville an attractive place to live.

Policy 4.1: Create non-residential building and urban design standards and / or incentives that encourage high-quality building construction.

Action 4.1.1: Evaluate and update nonresidential design standards.

Action 4.1.2: Continue restriction of metal buildings to designated zoning districts.

Action 4.1.3: Consider creating incentives to attain desired commercial building features.

Action 4.1.4: Continue to apply landscaping requirements that are appropriate to different types of commercial development, including warehouse or distribution uses.

Policy 4.2: Use existing and new tools for preserving, enhancing, and reinforcing the character of Pflugerville.

Action 4.2.1: Evaluate existing Corridor standards and revise according to market pressures and City expectations.

Action 4.2.2: Develop small area and corridor plans to provide specific types of development throughout the City.

Action 4.2.3: Preserve historic buildings, key architectural landmarks, and other features of the built environment that contribute positively to the heritage of Pflugerville.

Action 4.2.4: Host public charrettes to involve the community in the design process for future plans and design of civic buildings

Goal 5: The City of Pflugerville will exercise its power to control land use and strengthen its financial position in the Extra Territorial Jurisdiction (ETJ) in order to encourage cost-effective growth patterns.

- Policy 5.1: Study the opportunities and benefits of future annexations to guide implementation of the Preferred Land Use Vision Map.
 - Action 5.1.1: Complete a new five-year comprehensive annexation analysis that takes into account the projected growth centers of the Preferred Land Use Vision Map.
 - Action 5.1.2: Continue to monitor and analyze growth within and outside of the city limits to determine the impacts to City services.
 - Action 5.1.3: Evaluate revenue impacts to the city from various annexation scenarios.

- Policy 5.2: Exert control in the Municipal Utility District (MUD) consent process to minimize potential negative **impacts** of growth and prepare the development for possible future annexation.
 - Action 5.2.1: Create a MUD Policy Document.
 - Action 5.2.2: Explore the feasibility of establishing Strategic Partnership Agreements (SPAs) in MUDs if they develop commercial areas of a certain scale that would produce considerable sales tax income.

- Policy 5.3: Work with land owners in the ETJ to secure Non-Annexation Development Agreements that will prevent annexation if land owners do not develop the land.
 - Action 5.3.1: Guarantee the continuation of the ETJ status of the agreed upon areas.
 - Action 5.3.2: Authorize the enforcement of all regulations and planning authority of the City that do not interfere with the use of the area for exemptions of agriculture, wildlife management, or timber.

Goal 6: Opportunities for preserving the community’s agricultural heritage will be identified and evaluated in order to promote community identity and character.

Policy 6.1: Preserve the viability of agricultural operations and maintain their inclusion as a key element of the local economy.

Action 6.1.1: Maintain ‘Agriculture/Conservation District’ zoning on contiguous parcels of significant total size to allow for the effective maintenance of agricultural operations.

Action 6.1.2: Utilize the Sensitive Lands Map and related resources to identify conservation options for Conservation Subdivisions.

Action 6.1.3: Encourage the expansion of community farming throughout the City through various means, such as community gardens, urban farms, and vegetable cooperatives.

Goal 7: Streetscape design will accommodate multi-modal transportation and infrastructure needs as well as the beautification of the public realm in order to consistently convey the values and identity of Pflugerville throughout the community.

Policy 7.1: Create landscaping and streetscaping districts that enhance employment and commercial development areas while minimally affecting financial and market feasibility.

Action 7.1.1: Integrate the character and identity of streetscape into the City-wide Street Design Manual.

Action 7.1.2: Develop streetscape and urban design plans, including requirements and/or incentives, for targeted areas of dense employment and a mixture of uses, larger scale office, and warehouse, distribution, or flex industrial uses.

Action 7.1.3: Establish guidelines and policies for development.

Policy 7.2: Strategically invest in streetscapes that will promote a distinct neighborhood character and support future development and redevelopment.

- Action 7.2.1: Pursue landscaping and pedestrian improvements in key locations throughout the City.
- Action 7.2.2: Provide usable space and facilities for civic and public functions integrated within the streetscape.
- Action 7.2.3: Dedicate a portion of the construction budget for all applicable capital improvements to public art and streetscape enhancements.
- Action 7.2.4: Consider supporting through funding and other means, local art organizations and community art events in neighborhood public and semi-public spaces.
- Action 7.2.5: Develop a policy concerning license agreements for median and streetscape enhancements.

Goal 8: Gateways will include a distinguishing set of features in order to provide a sense of place in individual neighborhoods and across Pflugerville, reinforce the community’s values and identity at the entrances to the community, and leave a positive first and last impression of the community for visitors.

Policy 8.1: Enhance primary gateways into Pflugerville through the addition of street trees, sidewalks, landscaping and public art improvements to provide a clear sense of arrival and departure into and out of the city.

- Action 8.1.1: Develop a City-wide Wayfinding, Signage, and Gateway Master Plan that identifies appropriate locations, scale and design language for gateways as well as for city wayfinding including vehicular, pedestrian, public transportation, trail, and other signage.
- Action 8.1.2: Consider special gateway treatments or cross street signage (such as Houston Uptown) at the intersection of FM 685 and Pecan Street and Pecan Street near Timmerman Elementary.

Policy 8.2: Create local gateways and encourage signage that promotes neighborhood identity that is unique from others in Pflugerville and other regional cities.

- Action 8.2.1: Elevate the identity of the Downtown, the Civic Center, retail destinations, employment centers and other districts through special entry signage in high-profile locations.
- Action 8.2.2: Identify a local historic district marker program.
- Action 8.2.3: Encourage the construction of neighborhood identity signage in new subdivisions and developments that reflect the character of the neighborhood.

Policy 8.3: Encourage warehouse / distribution uses to locate away from “gateway” areas (those areas highly visible at main access points into the City).

Action 8.3.1: Prioritize through land use and incentive policies the areas northwest of the SH 130 and SH 45 interchange for warehouse and distribution development.

Goal 9: Green practices for the built environment will be encouraged in both public and private structures in order to reduce energy usage by structures and reduce environmental impacts on the City and residents.

Policy 9.1: Meet standards for sustainable development of the built environment.

Action 9.1.1: Provide incentives and guidelines for building re-use opportunities.

Action 9.1.2: Identify incentives that would encourage green building such as property tax abatements, rebates, and contributions for offsite improvements.

Policy 9.2: Establish practice of recycling building materials.

Action 9.2.1: Create incentives and identify resources to encourage developers to recycle a portion of their construction waste.

Action 9.2.2: Seek out non-profit partners to expand building material recycling facilities and create market for reusing building materials.

Policy 9.3: Reduce heat island effects.

Action 9.3.1: Reduce the use of high reflectance surfaces of new development projects.

Action 9.3.2: Increase drought-tolerant landscaping and vegetative cover requirements for natural cooling and shade.

Policy 9.4: Attain renewable energy opportunities in the City.

- Action 9.4.1: Promote green energy and its benefits by continuing the education of residents in the Green Red Barn.
- Action 9.4.2: Promote a sustainable image by harnessing renewable energy on city buildings when feasible.
- Action 9.4.3: Act as a liaison with power providers to establish guidelines/procedures to allow and encourage on-site renewable energy production (i.e. turbines and solar panels).
- Action 9.4.4: Consider enacting policies affecting building orientation opportunities in the layout and construction of new development.
- Action 9.4.5: Work with Home Owner Associations (HOAs), MUDs and other entities to remove deed restrictions that prevent opportunities for renewable energy.

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