



# City of Pflugerville

## Minutes - Final - Final

### City Council

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Tuesday, June 9, 2020

5:00 PM

100 East Main Street, Suite 500

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#### Worksession (Telephone/Video Conference)

NOTICE IS HEREBY GIVEN in accordance with order of the Office of the Governor issued March 16, 2020, the City Council will conduct this Worksession by telephone/video conference in order to advance the public health goal of limiting face-to-face meetings to slow the spread of the COVID-19. There will be no public access to the location described above.

This Worksession Agenda, and the Agenda Packet, are posted online at <https://pflugerville.legistar.com>

This telephonic/video meeting will be hosted through WebEx.  
Meeting Link: <https://pflugervilletx.webex.com/pflugervilletx/onstage/g.php?MTID=ef52d995a60ab5d5007e17306ec9f71a1>

Meeting Code/Number: 146 841 8482  
Dial-in number: (US toll): = +1-408-418-9388

Public comment will only be allowed via telephone/video conference at the Regular Meeting scheduled to begin at 7:00 p.m. All speakers must register to speak at least 2 hours in advance of the Regular Meeting. All public comment will occur at the beginning of the Regular Meeting under the public comment item. Speakers must call in at least 15 minutes prior to the start of the Regular Meeting in order to speak. Written comments may also be submitted 2 hours in advance of the Regular Meeting.

To register to speak or to submit written comments, please email [citysecretary@pflugervilletx.gov](mailto:citysecretary@pflugervilletx.gov) at least 2 hours in advance of the Regular Meeting.

A recording of the telephone/video meeting will be made and will be available to the public upon written request.

The meeting will be available live for viewing on PFTV on the City website: <https://www.pflugervilletx.gov/city-government/communications/pftv>

#### 1. Call to order

Mayor Victor Gonzales called the worksession to order at 5:05 p.m. The worksession took place as a telephone/video conference. Councilmembers Doug Weiss, Jeff Marsh, Rudy Metayer and Jim McDonald were in attendance. Councilmember Mike Heath joined the worksession at 5:06 p.m. Mayor Pro

Tem Omar Peña joined the worksession at 5:35 p.m. City employees attending: Sereniah Breland, City Manager; Charlie Zech, City Attorney; Trey Fletcher, Assistant City Manager; James Hartshorn, Assistant City Manager; Amy Giannini, Assistant City Manager; Karen Thompson, City Secretary; Emily Barron, Planning Director; Erin Sellers, Senior Planner; Maggie Holman, Public Information Officer; Gwen Holford, Digital Content Web Specialist; Patricia Davis, City Engineer; Ali Abdelfattah, Assistant City Engineer.

## 2. Discuss only

2A. [2020-8324](#) Discussion regarding sign code requirements.

Ms. Barron presented on proposed amendments to the sign code and answered questions of Council. There was discussion on the item.

2B. [2020-8371](#) Discuss land use and fiscal analysis.

Mr. Fletcher stated that this is a continuation of past discussion with the Council. He stated that he has spoken with Mr. Heath and Mr. Metayer and discussed tying this to the comprehensive plan.

Mr. Heath stated that he has reviewed GIS and assessment numbers and compared that to what was presented to Council as well as the Verdunity study. He indicated interest in looking at growth patterns in the City of Pflugerville and how that impacts assessed property values and tax rates as it develops out. He stated that he would like to do a desired forecast, the type of development pattern that the City would want to realize and the type of city the residents are telling him that they want. He spoke in support of looking at this with the comp plan as well as the fiscal impacts.

Mr. Weiss asked about the methodology for determining the optimal mix of properties. Mr. Heath stated that he was looking at it more of a case study with types of development patterns within Travis County. There was continued Council discussion.

Mr. Metayer said that he sees Mr. Heath's concern. He stated that Verdunity is supposed to do an update and he looks forward to seeing that. Mr. Weiss asked if we are expecting another work product out of Verdunity. Ms. Breland stated that we are not. Mr. Weiss stated that he sees value in having data, but he thinks that they need to be setting policy statements that state what they want to see. He stated that he doesn't know what the value is of diving deep into the data. He asked how much money and effort they are willing to put into this and how this will affect ability to set policy. Mr. Heath provided information on having a discussion to create a vision. Mr. Heath stated that they don't need a consultant, that this is a staff spreadsheet exercise for discussion on policy desires. Mr. Metayer asked if this is something that staff can do. Ms. Breland stated that they have gone through a similar exercise but it is not as simple as a spreadsheet exercise. Mr. Heath stated that it is a starting point. Mr. McDonald recommended hiring a consultant to do this. Mr. Marsh stated that we have a Commission to look at this. He stated that they need to set a policy on what we want, where we want it and how we want it, then we need to get landowner input and then give those pieces of information to the Planning and Zoning Commission to bring back recommendations for consideration. He stated that he thinks that Council needs to get back to setting policy. Mr. Weiss

stated that he understands that Mr. Heath wants to validate the policy with the numbers. He stated that he thinks that they need to set the policy with their vision. Mr. Heath stated that they need to look at assessed value over time and costs. He stated a need for a great amenity mix with reasonable costs. He stated that it is so fundamental and so important to get it right. He stated that he would like to provide a vision and at a lower cost than others in Central Texas and that he would like to do this mundane effort to provide that. Mayor Gonzales stated that he thinks that they all are saying very good things and he thinks they can define some policy. There was continued Council discussion.

Mr. Weiss stated that they do have their comp plan coming up and a lot of what they see in land use desires should be reflected in the comp plan. He stated that he doesn't think he needs the spreadsheet activity. He recommended that they work from the comp plan document and then build any new zoning districts needed and if needed, to proactively zone, with the outcome of the comp plan.

Mr. Heath explained that he thinks the challenge is that they have gone on the record and they will see a rush to the zoning by folks that are not bringing forward zoning that he is envisioning. Mr. Metayer indicated to agree with Mr. Weiss. Mr. Heath recommended that he and Mr. Metayer sit down with staff. Mr. Weiss asked what the expectation of staff is on that. Mr. Heath stated that he thinks they need to do the spreadsheet activity. Mr. McDonald recommended waiting for the comp plan and then having that conversation. Mr. Heath stated that he thinks there are areas in town that if they wait too long they will miss their opportunity. Mr. Weiss stated that he does not need the spreadsheet activity to inform his decision. Mr. Heath stated that he thinks it is important that staff see the results. He stated a need to make analytical, informed decisions going forward. He stated that he wants to have discussions of what the development patterns could look like for sustainability. Mr. Marsh stated that he thinks that Council should be higher level vision. Mr. Weiss stated that he thinks that they are all on the same page. He stated that they can have the conversation and they don't need the data to have the conversation of what development they want to see. He stated that it is staff's responsibility to find a way for us to get there. Ms. Breland stated for the fiscal modeling, they would need a consultant. She stated that she thinks they will get there with the comp plan but provided a reminder that they don't have a Council vision on this. She stated that staff has done a spreadsheet exercise but if they want a true fiscal impact model it will be around \$100,000. She suggested that they take a real project and do the exercise. Mr. Metayer stated that they have to decide on a vision. He indicated a need to have a retreat and form a unified vision.

### 3. Adjourn

Mayor Gonzales adjourned the worksession at 6:18 p.m.

Respectfully submitted,

Karen Thompson  
City Secretary

Approved as presented on June 23, 2020.