



Project Nexus

PCDC Board Update

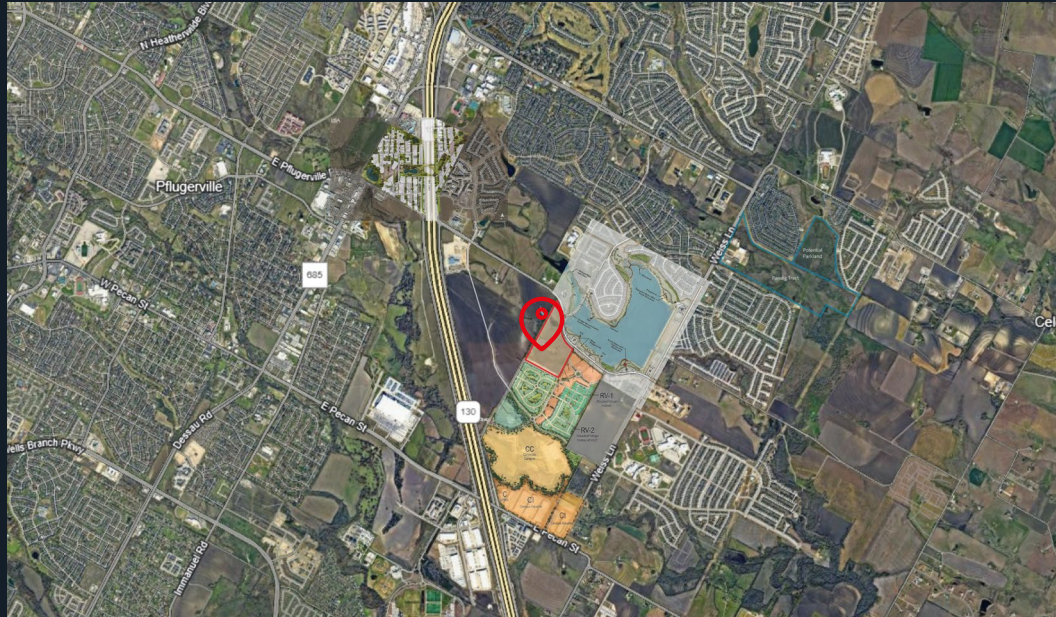
March 25, 2026

Updated March 26, 2026



Executive Summary

On February 9, 2026, the Pflugerville Community Development Corporation (PCDC) and the City of Pflugerville convened with JLL for a visioning session to chart the strategic direction for Project Nexus - the transformation of 53 acres into a regional destination that will elevate Pflugerville's quality of life and economic vitality. The session brought together PCDC, city leadership, and staff to establish foundational goals, identify community priorities, and define success criteria for this catalytic development opportunity.



"Create a vibrant 53-acre regional destination that enhances quality of life in Pflugerville, fosters community engagement, and drives sustainable economic growth through thoughtful planning, public-private partnerships, and a collaborative, phased development approach."

What We Heard: Community Aspirations



• **Authentic Identity** – Extraordinary development that reflects Pflugerville's unique demographics and character, prioritizing local/regional businesses over chains



• **Economic Catalyst** – Regional destination generating sales tax revenue, job creation, and tourism through meeting/event/convention space



• **Quality of Life** – Third places for community gathering with full-service amenities leveraging Lake Pflugerville proximity

What We Heard: Key Concerns

• Stakeholder alignment and managing community expectations throughout the process

• Securing adequate funding and navigating market volatility

• Finding the right educational/institutional anchor partners

• Ensuring walkability, connectivity, and effective lake integration

Executive Summary (Cont.)

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Strategic Goals Established

- ✓ **1. Market-Driven Programming** - Validate all components against demand, prioritizing requirements over nice-to-haves
- ↑\$↑ **2. Economic Growth** - Define success through measurable sales tax growth and job creation targets
- 🏠 **3. Regional Destination** – Design signature experiences and "money shot moments" that draw visitors from surrounding areas and are respectful of the environment
- 👥 **4. Authentic Character** - Prioritize local businesses and partnerships that reflect genuine Pflugerville identity

Pflugerville 2040 Guiding Principles

How will these guiding principles drive decision for Project Nexus?

**Diverse &
Equitable**

**Community
Oriented**

**Fiscally
Responsible**

**Environmentally
Sustainable**

**Safe &
Health**

**Economic
Opportunities
for All**

PCDC Mission

“Our mission is to actively pursue opportunities to become a regional employment center, in the areas of business retention, expansion and attraction as a means of promoting economic development within the City of Pflugerville, providing quality job opportunities for local citizens to be able to work locally and have the option to replace commuting time with family and community time.”

Pflugerville 2040 Vision Statement

“Pflugerville thrives as a modern and charming community. Its diverse culture and heritage, atmosphere of inclusion, first-rate parks, vital infrastructure, employment opportunities, and entertainment options make Pflugerville a desirable place. These elements create a vibrant city with a high quality of life that fosters an environment appealing to people from all backgrounds.”

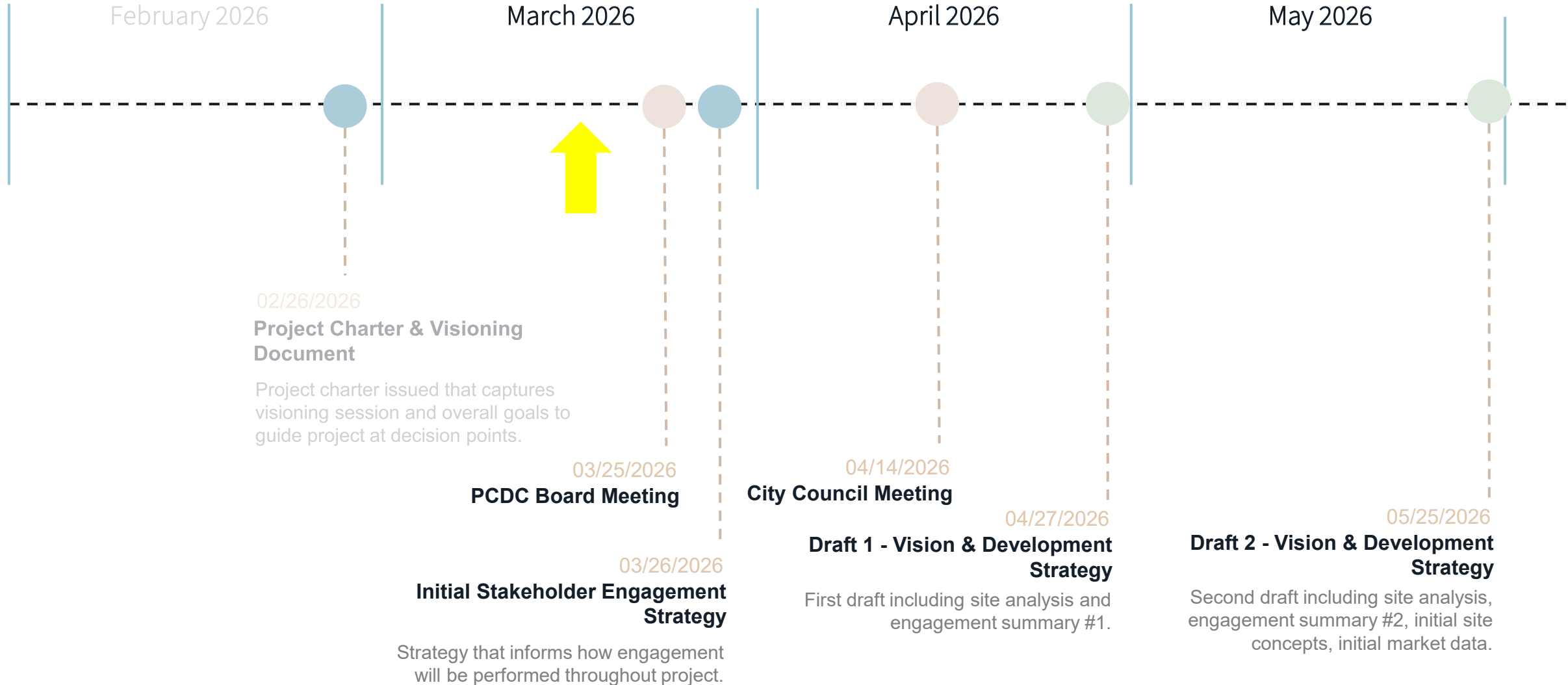
“

*Create a vibrant 53-acre regional destination that **enhances** quality of life in Pflugerville, **fosters** community engagement, and **drives** sustainable economic growth through thoughtful planning, public-private partnerships, and a collaborative, phased development approach.*

Milestone Schedule – 4 Month Outlook: February - May

Workflow & Timeline

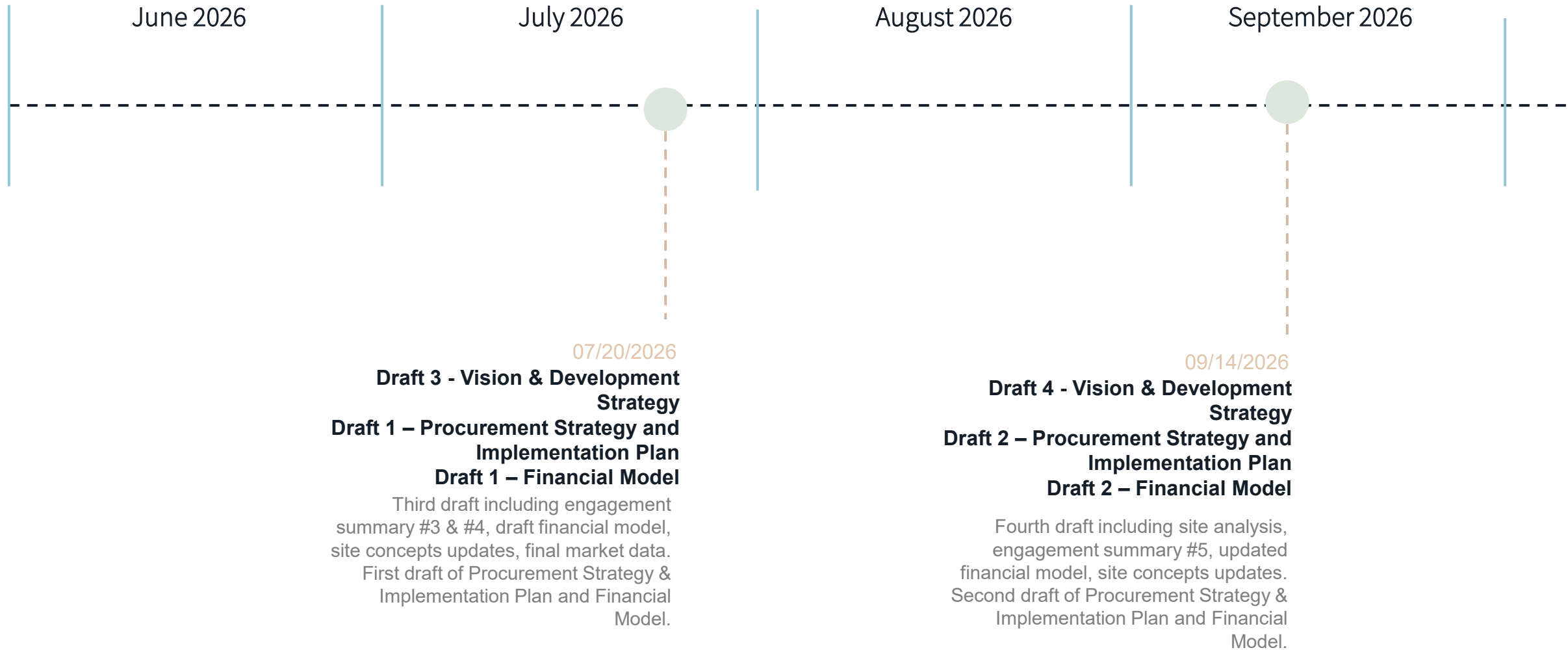
Engagement strategy, dates, and activities in-progress - TBD.



Milestone Schedule – 4 Month Outlook: June - September

Engagement strategy, dates, and activities in-progress - TBD.

Workflow & Timeline



Milestone Schedule – 4 Month Outlook: October - January

Engagement strategy, dates, and activities in-progress - TBD.

Workflow & Timeline



Appendix

Agenda

Day 1

1:00 – 1:15 pm	Introductions
1:15 – 1:30 pm	Project Overview & Schedule
1:30 – 2:30 pm	Visioning, Goals and Objectives
2:30 – 3:00 pm	Success Criteria
3:00 – 3:15 pm	<i>Break</i>
3:15 – 3:45 pm	Initial Site Observations
3:45 – 4:30 pm	Engagement
4:30 – 5:00 pm	Next Steps and key takeaway

Project overview

- Develop 53 acres into a **regional destination** that elevates Pflugerville's quality of life and economic vitality
- Advance the PCDC's vision through a **collaborative, phased approach** to planning and development
- **Integrate** land planning, market analysis, infrastructure, design, and construction management expertise
- Pursue public-private partnerships and **creative financing strategies** to maximize community benefit
- **Align land uses and amenities** with market demand and stakeholder priorities
- **Engage the community and key stakeholders** throughout all phases of the project
- **Support** ongoing coordination with City Council, the PCDC Board, and other boards and commissions
- Deliver **strategic recommendations** for investment, delivery models, and project phasing



Visioning Process

SUCCESS CRITERIA

Create qualitative and quantitative criteria for success



FEARS + ROADBLOCKS

Define the project concerns.



HOPES + AMBITIONS

Define the project targets.



GOALS + OBJECTIVES

Measure of progress and goals.



VISION + MISSION



Visioning Process

Hopes and Ambitions

- What do you hope is achieved through the master plan or development?
- What elements or possibilities within this project are most energizing or inspiring for you?
- What message or identity do you want this new destination to communicate to Pflugerville and the broader region?
- In what ways do you want this project to improve experiences, amenities, and opportunities for residents, businesses, and visitors?
- What aspects of the existing city or nearby destinations do you value, and how should those inform the new development?
- From your perspective, what are the indicators or milestones that will signify a successful outcome for this project?

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- 01 Authentic Pflugerville Identity**
 - Extraordinary development unique to our city
 - Reflective of community demographics
 - Creativity over innovation (bold approach)
 - What is right for Pflugerville
- 02 Economic Catalyst & Regional Draw**
 - Regional destination and tourism driver
 - Sales tax and revenue generation
 - Catalytic development opportunity
 - Meeting/event/convention space
- 03 Community Quality of Life**
 - Third places for gathering and connection
 - Full-service city amenities
 - Leverage proximity to lake
 - Potential educational partnerships
- 04 Long-Term Sustainability**
 - Prioritize long-term city health
 - Sustainable growth patterns
 - Community-serving development

Goals and Objectives

- What overarching outcomes do you hope to achieve through the development of the 53-acre site?
- How do you envision this project enhancing quality of life and community engagement in Pflugerville?
- What measurable impact do you envision the development having on quality of life, economic growth, and community pride?
- What aspects of the existing city or nearby destinations do you value, and how should those inform the new development?
- Are there particular themes, initiatives, or focus areas (such as sustainability, smart technology, or education) that should be prioritized in the Master Planning process?

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- 01 Goal:** Develop market-driven programming.
Objectives: Validate all program components against market demand, prioritizing requirements over nice-to-haves.
- 02 Goal:** Create a sustainable place and campus for future residents of Pflugerville.
Objectives: Use native plants and water-efficient systems to minimize infrastructure strain. Develop metrics for other sustainability targets.
- 03 Goal:** Generate local economic growth.
Objectives: Define success criteria around sales tax growth and job creation.
- 04 Goal:** Foster authentic community identity.
Objectives: Prioritize local and regional businesses over chains in retail strategy.
- 05 Goal:** Create a destination for the surrounding areas.
Objectives: Design signature experiences and programming that showcase Pflugerville's unique character, with money shot moments throughout.

Fears and Roadblocks

- What potential challenges or risks are you most concerned about as this development moves forward?
- Are there uncertainties or aspects of the project that make you uneasy or hesitant?
- What scenarios or setbacks do you foresee that could negatively impact the project?
- Are there particular groups or voices that you fear may not be adequately included in the planning and engagement process?
- What existing assets, traditions, or community needs risk being overlooked or displaced by this development?
- From your perspective, what outcomes or events would constitute a failure for this project?

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- 01 Stakeholder Alignment & Process**
 - Missing important stakeholders
 - Achieving community consensus
 - Managing community expectations
 - Pushback from lack of context/communication
- Development Execution Risks**
 - Securing adequate funding
 - Right timing for right outcome
 - Market volatility concerns
 - Innovative solutions facing resistance
- 02 Strategic Planning Challenges**
 - Defining development culture and identity
 - Planning pathways and connectivity
 - Ensuring walkability and safety (10-minute city)
 - Leveraging lake proximity effectively
- 03 Partnership & Competition Concerns**
 - Finding efficacy of right educational anchor
 - "Doing just to do" vs. cultivating right partnerships
 - Potential competition with existing district

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Strategic Planning Challenges

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Partnership & Competition Concerns

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Goals are general guidelines that explain what you want to achieve.

Objectives define strategies or implementation steps to attain the identified goals.

Unlike goals, objectives are specific, measurable and have defined completion date.

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Market summary



Located just 18 minutes northeast of Austin, offering a blend of small-town charm and urban amenities



Growing job market with major employers in technology and manufacturing sectors



Excellent schools, with the Pflugerville ISD consistently receiving high ratings and awards



Population reached 66,819 as of census data tracking to January 2024. *

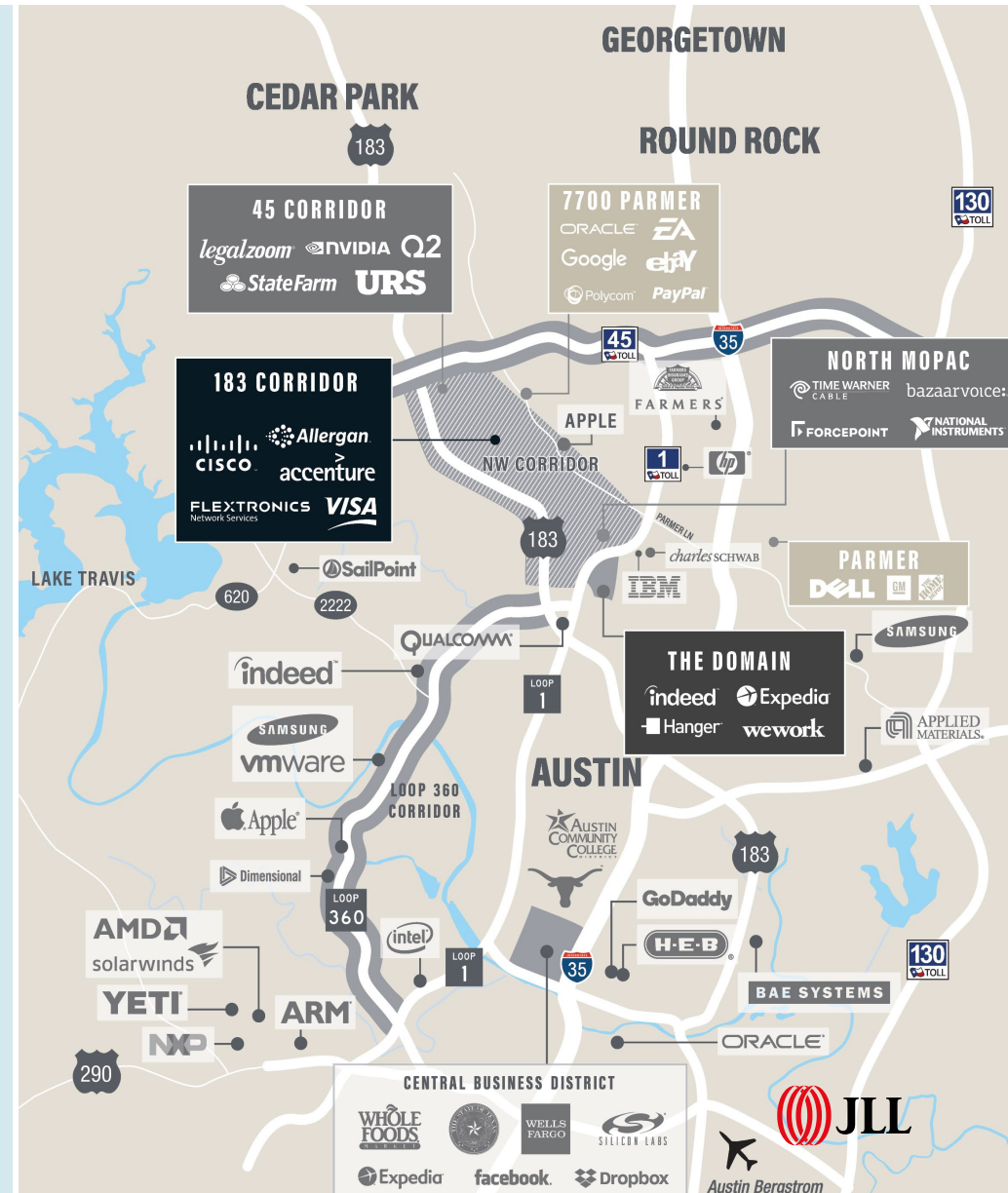


Relatively affordable cost of living compared to nearby Austin and other suburbs of Austin



Numerous parks and trails, including Lake Pflugerville for outdoor activities like fishing, swimming and kayaking

*Source: <https://www.census.gov/quickfacts/fact/table/pflugervillecitytexas/PST045224>



Market summary

Project Nexus area demographics

Income				
Variable	1-mile radius	3-mile radius	5-miles radius	
2025 Median Household Income	\$148,583	\$136,252	\$116,157	
2025 Average Household Income	\$183,262	\$153,677	\$138,367	
2025 Per Capita Income	\$58,943	\$52,965	\$48,305	

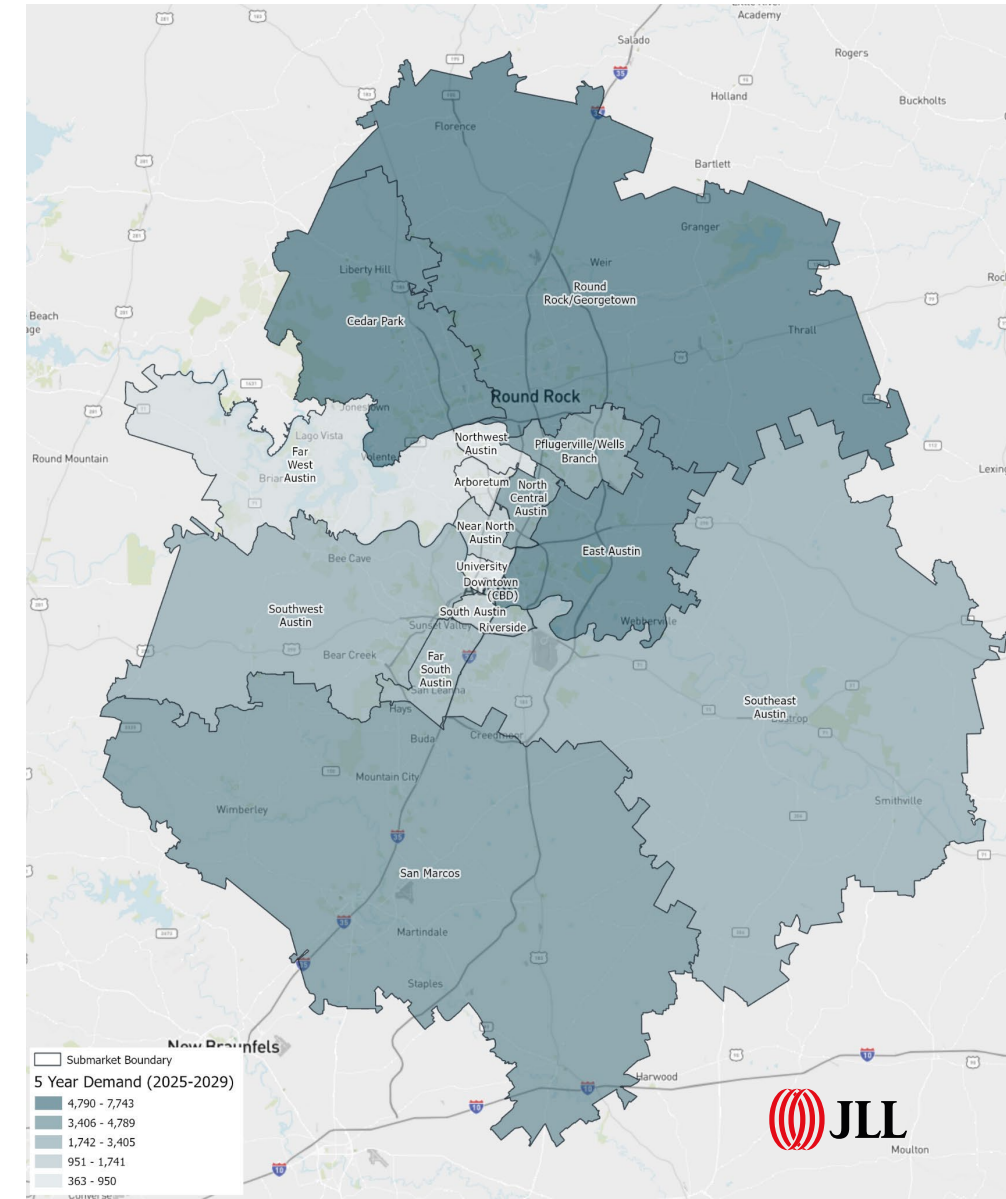
Key facts				
Variable	1-mile radius	3-mile radius	5-mile radius	
2025 Total Population	2,518	57,297	165,392	
2030 Total Population	2,508	63,048	179,762	
2025-2030 Growth Rate: Population	0.3%	1.9%	1.7%	
2025 Median Age	36.2	36.4	35.3	
2025 Total Households	823	19,836	56,961	

Housing stats				
Variable	1-mile radius	3-mile radius	5-mile radius	
2025 Median Home Value	\$508,523	\$482,434	\$404,980	
2023 Median Contract Rent (ACS 5-Yr)	\$2,365	\$1,797	\$1,634	
2023 Owner Occupied HUs	796	13,837	22,281	
2025 Renter Occupied HUs	95	3,747	10,794	

Demand estimate:

- ESRI (Environmental Systems Research Institute) uses Geographic Information Systems (GIS) to allocate historical Austin population data into submarket boundaries defined by Real Page.
- The estimate is based on a 14-year average ratio. This ratio is calculated for each submarket by dividing “Annual submarket demand by Annual total submarket population”
- This ratio is then applied to the forecasted total population in each submarket for the years 2025-2029.
- The results are summed up to provide the overall demand estimate.

Disclaimer: Estimates are based on long-term averages and may not reflect sudden fluctuations in Market or Submarket demand.



Pflugerville activity

- The area is experiencing significant growth, including the Downtown East project, Lakeside Meadows, and new single-family/retail developments.
- Seton owns property at 45/130, and Baylor Scott & White has recently added medical offices nearby.



45 & 130 – Seton-owned
Variety of uses – employment
center, residential

Long-term big
box dev

Baylor Scott &
White MOB

Lake
Pflugerville
MP

City limited on
this property

Downtown
East

Pecan District

685/Dessau
Transit/Corridor
study

Lakeside
Meadows

Future SF
development

Future SF
development

Industrial Flex

100+
Industrial



Site observations

- Site Acreage: 53 Acres
- Current Zoning: A - Agriculture/Development Reserve (No Overlays)
 - Permitted Uses: Accessory Dwelling, Campground, RV Park, Single Family Detached, Farm, Ranch, Garden, Orchard, Vineyard, Golf Course, Country Club, Driving Range, Government Facility, Park, Playground, Place of Worship
 - Specific Use Permit: Campground, RV Park, Event Center, Private School, Parochial School
 - Conditional Uses: Amenity Center, Cemetery, Mausoleum, Commercial Stable, Utilities
 - Conditional Specific: Wireless Telecommunication Facility
- Key Adjacencies: Lake Pflugerville, Lakeside Meadows Development (Single-Family)
- Access: Via E Pflugerville Pkwy

Site Access Takeaways

- The site requires access points through the harp-shaped triangle to the south.
- The expansion of Pflugerville Parkway will improve access.
- The existing parking lot by Lake Pflugerville is likely to be removed.

Site Constraints

- Key challenges include existing easements, a flood zone, and on-site power lines that must remain above ground.

Site observations

Constraints

- Existing easements
- Development regulations
- Regulations for height, setbacks, allowable area, potential lot subdivisions, density, and more
- Permitted Uses

Opportunities

- Location
- Undeveloped, primarily undisturbed acreage
- Surrounding Geographic Demand



Lake Pflugerville

Becker Farm Rd

E. Pflugerville Pkwy

Balaton Blvd

Wes Ln



Successful engagement

What do you hope to gain from the engagement both internally and with the community of Pflugerville?

Has any engagement on this project been completed before?

What key community stakeholders should the team prioritize?

How should community partnerships be leveraged or integrated to maximize the project's value and impact for Pflugerville residents?

01 Focus engagement on **site-specific elements where community input can directly influence project outcomes**, using targeted prompts to guide feedback on actionable topics.

02 Utilize proven methods including **community events, online meetings, and steering committees**, with educational components and repetition of key concepts to build support for design decisions.

03 Prioritize **education about city objectives and project benefits** to help the community understand what the city aims to achieve through this development, and how it supports the Pflugerville Strategic Plan.

04 Present **future-oriented scenarios and connect the project to broader city initiatives** like Parks Programming and Entrepreneurial Development to demonstrate a holistic approach addressing multiple community needs.

Example Stakeholders:

- Chamber of Commerce and Rotary Club.
- Local school district.
- HOA and neighborhood leadership.
- Equity Advisory Board.
- City departments (Parks & Rec, Planning, Finance).

Example Engagement Methods:

- Form a steering committee.
- Create a dedicated website with social media updates.
- Host community events and open houses.
- Utilize existing events on the Parks program calendar to "go where people are."

Stakeholder mapping

Governance City Council

Doug Weiss
City Mayor

Jonathan Coffman Councilmember
Cesar Ruiz Councilmember
Kimberly Holiday Councilmember

Rudy Metayer Councilmember
Melody Ryan Councilmember
David Rogers Councilmember

PCDC Board of Directors

Darelle White President
De J. Lozada Vice President
Oscar R. Mitchell Secretary

Rudy Metayer
Mark Lee
Cesar Ruiz

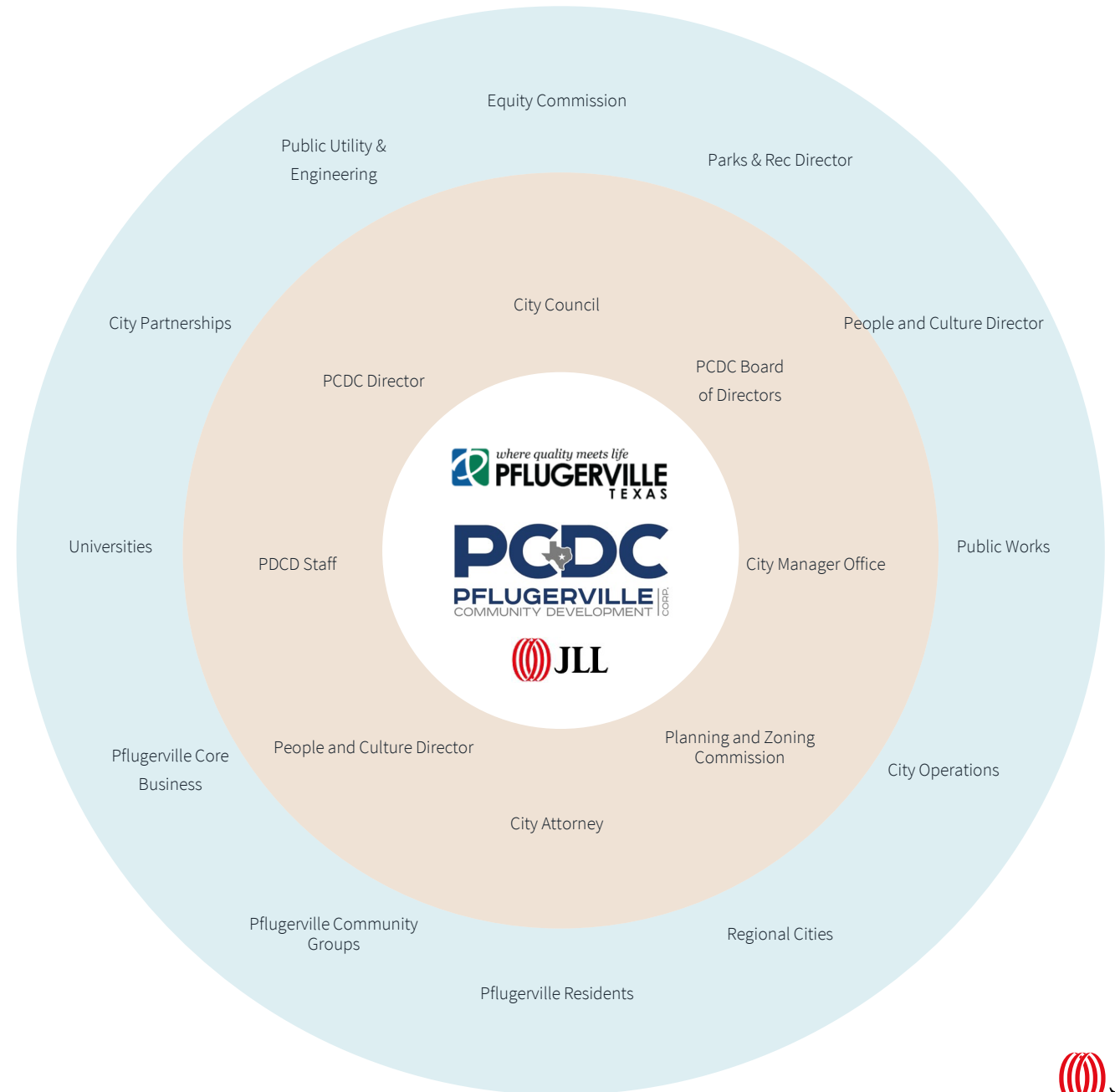
Adam Rosenfield

Core working group

Jerry W. Jones Executive Director
Lisa Curtis Executive Assistant
Adam Maxon Marketing Manager

Stacey Pfefferkorn Business Retention & Workforce Dvlmt Director
Josh Brockman -weber General Council
Sereniah Breland City Manager

Ashley Bailey Director of Planning & Development Service
Emily Barron Assistance City Manager
Matt Rector Public Utility & Dvlmt Engineering Director



Communication plan

Successful engagement start with a plan

What level of involvement should we expect from internal stakeholders?

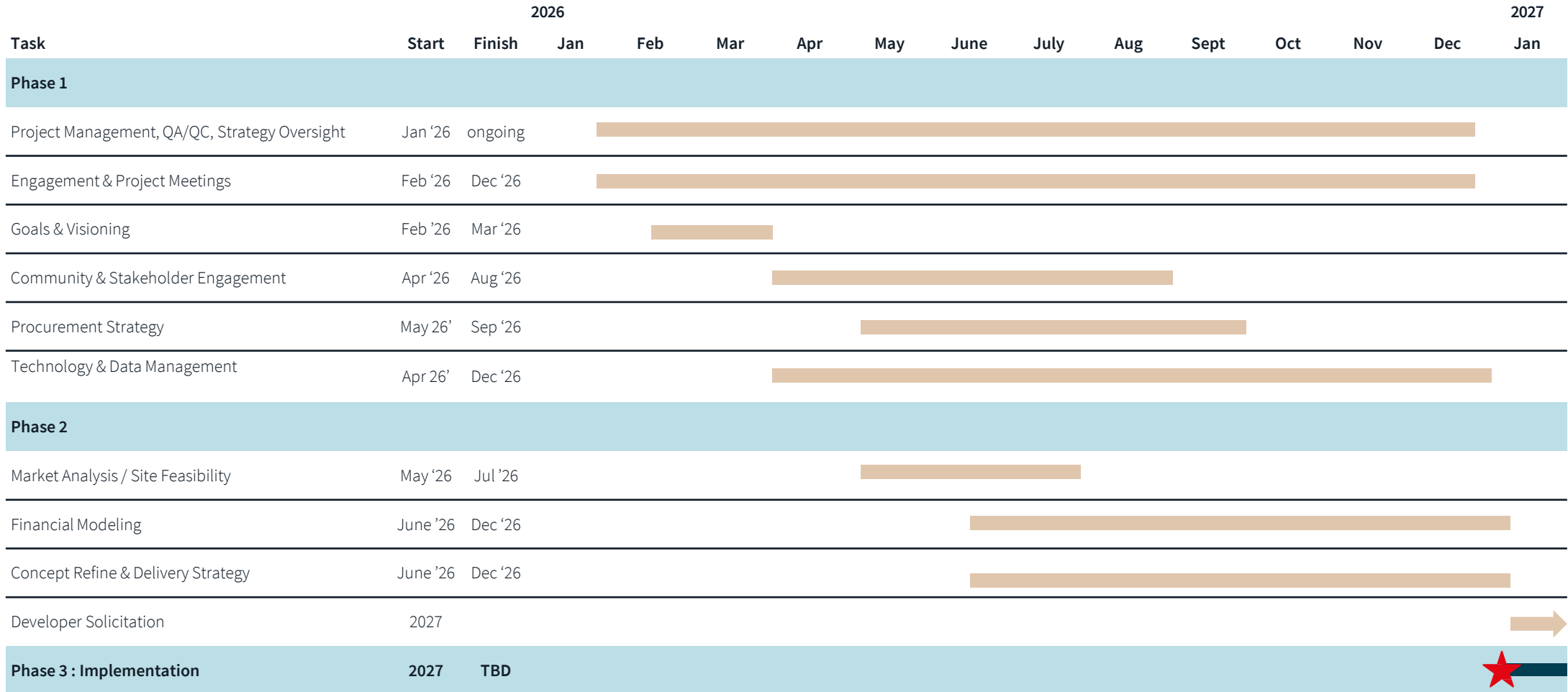
What cadence of meeting do you want to attend?

What level of involvement does your office need to be successful?

What reporting do you need to be successful?

Stakeholder Entity	Frequency Timing	Delivery Method	Responsible Party	Recipient Primary POC	Content / Messaging	Approval Requested?
City Council	Milestones	Presentation	JLL	Jerry Jones	Approvals per phase	Yes
PCDC Board	Milestones	Presentation	JLL	Jerry Jones	Approvals per phase	Yes
PCDC Board	Monthly	Monthly Report	JLL	Jerry Jones	Project Progress	No
City Staff	Biweekly	Monthly Report	JLL	Jerry Jones	Project Progress	No
Jerry Jones, PCDC	Weekly	Weekly Meeting	JLL	Sean Blonquist	Project Updates	No
PCDC Staff (Core Working Group)	Weekly	Weekly Meeting	JLL	Sean Blonquist	Project Updates	No

Workplan



Summary of Meetings/Deliverables

Project Governance

Project Charter & Visioning Document

Project charter issued that captures visioning session and overall goals to guide project at decision points.

Stakeholder Engagement Plan

Strategy that informs the who and the how behind community engagement for the duration of the project.

Meetings

PCDC Core Team

Weekly with JLL team to align internally on progress, questions, and next steps.

PCDC Core Team with City

Biweekly with JLL team along with City of Pflugerville expanded core team to get feedback at key points and discuss next steps.

Community Engagement Meetings

Monthly and planned alongside Stakeholder Engagement Plan. Utilizes existing key events with PCDC/City of Pflugerville, can be virtual/in-person depending on who, can be flexible. Meetings included in community engagement summaries

Presentations

PCDC Board

Presenting at PCDC core team's discretion at key project milestones.

City Council

Presenting at PCDC core team's discretion at key project milestones.

Deliverables

Vision & Development Strategy

Comprehensive Stakeholder Engagement Summary

Procurement Strategy & Implementation Plan

Financial Model

Market Analysis

Thank You!