



CHAPTER 9
IMPLEMENTATION

INTRODUCTION

Implementation describes how the City of Pflugerville takes the recommendations in this Plan from vision to reality. The importance of planning cannot be overstated—planning provides for the protection of private property and ensures future development occurs in a coordinated and organized fashion.

The future of Pflugerville will be shaped using the policies and recommendations developed in this Plan—decisions will be made that will influence many aspects of the City’s built and social environments. The future quality of life in Pflugerville will be substantially influenced by the manner in which Comprehensive Plan recommendations are administered and maintained. Planning for the City’s future should be a continuous process, with this Plan being modified and updated periodically to remain relevant. The Plan policies and recommendations may be implemented through adopted development regulations, such as zoning and subdivision ordinances, and through capital improvement programs. Many recommendations within the Plan can be implemented through simple refinement of existing regulations or processes, while others may require the establishment of new regulations, programs, or processes. There are also recommendations that will involve additional community input and the continued support of local organizations and private partnerships. Implementation is an internal process, and oversight can be assigned to an individual or department within the City, such as the City Manager

or Planning & Development Services. The appointed entity may find it useful to conduct an alignment exercise - a process in which all applicable plans, policies, and projects are identified; their content, links to the Comprehensive Plan, and links to each other are mapped; and a comprehensive road map is developed so that the right actions are executed in the most efficient order.

This chapter summarizes the goals, policies and actions recommended throughout the Plan adding the timeline, cost, and responsible entities.





KEEP IT UPDATED

The Comprehensive Plan is meant to be a living document that allows flexibility for political, economic, physical, technological, and social conditions, as well as any other unforeseen circumstances that may ultimately influence and/or change the priorities and perspective of the community. To ensure that the Plan continues to reflect the goals of the community and remain relevant, the Plan must be reviewed on a regular basis to ensure that its elements are still appropriate and the associated guiding principles, policies and recommendations are still applicable.

ANNUAL PROGRESS REPORTING

Once the Plan is adopted, an appointed committee, such as the Planning and Zoning Commission or a CPAC Standing Committee, with the assistance of the planning staff, should prepare a yearly progress report for presentation to the Mayor and City Council. This practice will ensure that the Plan is consistently reviewed and any necessary changes or clarifications are identified. It is also important to provide ongoing monitoring between the Plan and the City's implementing regulations to maintain consistency among all documents. The City Council may wish to dedicate one meeting a year to review, celebrate, and publicize elements of the Plan that have been implemented in the last year, as well as set priorities for the following year.



FIVE-YEAR UPDATE / EVALUATION REPORT

Every five years, the Planning & Development Services Department should prepare an evaluation report, with input from various City departments, and present the findings to the Planning and Zoning Commission. The report should evaluate the existing plan and assess how successful it has been in achieving the community's goals. The purpose of the report will be to identify the Plan's successes and shortcomings, look at what has changed over the last five years, and make suggestions on how the Plan should be modified to best accommodate those changes.



IMPLEMENTING THE PLAN

PROACTIVE AND REACTIVE IMPLEMENTATION

There are two primary methods of plan implementation: proactive and reactive methods. To successfully implement the Plan and fully realize its benefits, both methods must be used in an effective manner. Examples of both proactive and reactive actions that may potentially be utilized by Pflugerville are described below.

PROACTIVE METHODS

Developing a capital improvements program (CIP), by which the City expends funds to:

- Updating the capital improvement plan (CIP) to reflect the public improvement needs identified within this Plan
- Amending the Unified Development Code regulations to reflect the development patterns recommended within this Plan

REACTIVE METHODS

- Approving a rezoning application submitted by a property owner consistent with the Plan
- Reviewing development applications for consistency with this Plan

EDUCATION AND TRAINING

A necessary first step should be to conduct individual training workshops with the Planning and Zoning Commission, City Council, and key staff members who have an individual and collective role in plan implementation. Training initiatives could include:

- Discussion of the roles and responsibilities of each individual entity and its function with regard to Plan implementation
- A thorough overview of the entire Plan, with particular emphasis on the segments that most directly relate to their responsibilities and purposes

- Implementation tasking and priority-setting, that allows each group to establish their own one-, two-, and five-year agendas
- Facilitation of a mock meeting to display the effective use of this Plan's policies and recommendations
- A concluding question-and-answer session



IMPLEMENTATION MATRIX

Implementation is the most important, yet one of the most difficult, aspects of the planning process. Without a full understanding of what is required for implementation, recommendations within this Plan may never become realized. Recommendations have been directly derived from the goals and strategies outlined at the end of each chapter. To better understand the recommendations, they have been organized into a matrix identifying each broad goal, actions informing how the goal should be carried out, which entities may be involved in the implementation, the general cost to implement the recommendation, and the timeframe in which each recommendation should be assigned a champion for implementation. The following paragraphs explain the different elements of the Implementation Matrix.

GUIDING PRINCIPLES

The symbol representing each of the guiding principles initially described in Chapter 2 are listed for each related recommendation. Showing the relationship between the recommendations and guiding principles ensures the purpose for each recommendation fulfills the ultimate goals and vision of the Comprehensive Plan.

GOALS

The goals established in this Plan further reflect the City’s Vision and Guiding Principles and serve as a foundation for policies and action items.

POLICY STATEMENTS

Policy statements are the charges, policies, and initiatives designed to address the primary goals or carry out the actions discussed in each Plan chapter. The method(s) may take the form of an action, a policy, or include a funding mechanism. A policy statement may involve one or multiple actions. It is important to recognize that all of the recommendations in each chapter “inform” those listed in the matrix.

ACTION ITEMS

The action items describe how the recommendation will be carried out. The method may take the form of an action, a policy, or include a funding mechanism. A recommendation may involve one or multiple actions.

RESPONSIBLE ENTITIES

Responsible entities are key City departments or related entities that can take the lead or a part of a collaboration to achieve the recommendation. All of the entities may not participate in the implementation of the recommendation; however, they have been identified as departments with a significant

influence on areas associated with the recommendation.

COST

Cost identifies the potential cost to complete the recommendation. The following describes the symbology for estimated cost.

\$\$\$\$ > \$2,000,000

\$\$\$ = \$500,000 - \$2,000,000

\$\$ = \$100,000 - \$500,000

\$ < \$100,000

TIMELINE

The timeline includes recommendations for short-term, mid-term, and long-term goals, policies, and actions. Some recommendations are labeled as ongoing to represent recommendations that are pursued as a constant or continual effort, such as in the case of implementation of zoning and enforcement of development regulations.









Short = less than 2 years

Mid = 2-5 years

Long = 5+ years

Ongoing

Figure 9.1. Land Use, Growth & Development- Housing and Neighborhoods Goals and Policy Statements

GOALS, POLICIES, AND ACTION ITEMS	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
1. Diversify the housing supply, types, and locations to meet community needs through each phase of life.				
1.1. Encourage housing to support the differing needs of households and changing household characteristics.	Planning & Development Services	\$	Ongoing	
1.2. Ensure housing that supports the needs and lifestyles of seniors and is located in areas with access to existing and proposed services.	Planning & Development Services	\$	Ongoing	
1.3. Provide programs and regulations to achieve incremental transitions in design and scale between areas of high density and intensity and existing neighborhoods.	Planning & Development Services	\$	Ongoing	
1.4. Encourage housing that addresses the needs and desires of employers and targeted industries.	Planning & Development Services	\$	Ongoing	
1.5. Create a regulatory ecosystem that encourages and fosters diverse housing choices to fit resident needs.	Planning & Development Services	\$	Short; Ongoing	
2. Provide homeownership opportunities that encourage residents of diverse backgrounds and housing preferences to make Pflugerville home.				
2.1. Encourage housing at both ends of the affordability spectrum, diversifying options and increasing the potential for someone to make Pflugerville home for any profession.	Planning & Development Services	\$	Ongoing	
2.2. Enable and encourage housing types capable of simultaneously supporting affordable ownership and rental options, particularly those housing types commonly referred to as the “missing middle.”	Planning & Development Services	\$	Ongoing	
2.3. Consider equity, diversity, and inclusion alongside other methods of development evaluation already in use, such as fiscal impact.	Planning & Development Services	\$	Ongoing	



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2.4. Review and consider the implementation of the following actions through code amendments to support the Housing and Neighborhoods Goals and Policy Statements.

Action Items
HOUSING
Enable live-work units in O and NS districts, and explicitly allow the minimum number of ground floor units to establish the ground floor as the accessible floor for Fair Housing Act accessibility compliance. (This allows for live-work with 4 or more units in a structure without triggering an elevator)
Incorporate in SF districts where appropriate to allow 2 family homes by-right with appropriate conditions
Consider adding residential use types for smaller format multifamily 2-4 units on a lot and 5-12 units on a lot to enable alternatives to large garden apartment complexes. This differentiation allows for more multifamily while reducing community resistance. (include feature about an owner-occupied structure with up to 4 units can be financed with traditional FHA mortgages)
For condominium and multifamily in the R and GB1 districts, consider allowing a density bonus and reduction in maximum ground floor residential if parameters for higher-quality development are met.
Consider adding ADUs permitted conditionally in 2-F. This helps support the next increment of development intensity to maintain neighborhood character, especially for duplexes in which a unit is owner-occupied.
Update ADU regulations to either remove the ownership requirement or alter so that the owner can live in the ADU. This allows a person from a family that no longer needs the larger home to transition to the smaller ADU, introducing the possibility of rental income to help with fixed income scenarios and allowing them to remain in their neighborhood with existing social support networks.

Action Items

Establish regulatory pathways for assisted living and nursing home/skilled nursing conditionally as integrated parts of neighborhoods with single family zoning to create opportunities for people to age within neighborhoods with existing social support networks.

Consider regulatory incentives and bonuses, such as reduced lot widths, reduced lot sizes and increased density, for projects that voluntary choose to achieve higher/preferred design standards. Examples include alley-loaded housing products, use of masonry, urban-style design using build-to lines and for multifamily interior-accessed units, enhanced streetscape landscaping, wider sidewalks and similar provisions.









Consider regulatory incentives and density bonuses for placement of higher density residential projects near amenities and opportunities. Examples include, but are not limited to, shopping centers and grocers with fresh food, schools and higher education facilities, concentrations of public services such as libraries, medical services, parks and trails systems, and similar attributes.

PARKING








Evaluate whether to continue enforcing minimum parking ratios. Consider the following when evaluating parking ratios:

- * At a minimum, evaluate unusual scenarios created by current ratios such as:
 - * 3 bedroom house = 2 spaces, but 3 bedroom apartment = 3 spaces despite median household size for renters being smaller, and a single-family home being more likely to have larger households. (Example only, not specific to Pflugerville)
 - * Requirements for guest parking
 - * Assisted living and nursing appear to have disproportionately large parking lots
- * Consider circumstances in which parking ratios are reduced such as:
 - * Number of shopping centers and grocers with fresh food, schools and higher education facilities, concentrations of public services such as libraries, medical services, parks and trails systems, and similar attributes located within 1/4 mile without crossing an arterial roadway (easy 5 minute walk).
 - * Consider adoption of a specific shared parking model or development of Pflugerville's own shared parking spreadsheet based on an industry model, such as the Urban Land Institute Shared Parking Model.

Figure 9.2. Land Use, Growth & Development- Development, Character, and Placemaking Goals and Policy Statements

GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
3. Foster transit-ready development patterns and combinations of land use that support walkable access to goods, services, entertainment, opportunity, and quality of life while also providing appropriate transitions of intensity and scale between uses.				
3.1. Encourage and remove barriers to market-supported mixed-use development. The barriers may be site development requirements, open space, parking, in addition to exclusive zoning.	Planning & Development Services	\$	Short; Ongoing	
3.2. Focus dense and high-activity and employment uses in locations with high amenities, access, and opportunity.	Planning & Development Services	\$	Ongoing	
3.3. Support land use and place type configurations to achieve walkable 10-minute neighborhoods (where daily needs and amenities are within walking distance) throughout the City, allowing high access to goods, services, and opportunities without exclusive reliance on personal automobiles.	Planning & Development Services	\$	Ongoing	 
3.4. Create a regulatory ecosystem that encourages mixed-use and particularly vertical mixed-use and, where compatible with adjacent areas, high-density developments, creating the types of engaging spaces attractive to residents and major corporate employers.	Planning & Development Services	\$	Short; Ongoing	
4. Develop community character and identity by recognizing and treating key corridors, activity centers, and unique districts to leverage economic opportunity, bolster equity throughout the City, and promote fiscally and environmentally sustainable outcomes, community identity, sense of place, and connectivity.				
4.1. 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.	Planning & Development Services; CIP	\$\$	Mid; Ongoing	 
4.2. Create local gateways and a hierarchy of neighborhood, community, and regional centers, encouraging development character and signage that promotes neighborhood identity that is unique from others in Pflugerville and other regional cities.	Planning & Development Services	\$	Ongoing	

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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
4.3. Establish a system of districts and develop regulations, initiatives, and incentives based on the needs of identified districts.	Planning & Development Services	\$	Short; Ongoing	
4.4. Create development tools and approaches that leverage corridors as gateways and representations of community identity while also leveraging their potential to create access to opportunity.	Planning & Development Services	\$	Short; Ongoing	
4.5. Create landscaping and streetscaping standards for targeted districts of dense employment, a mixture of uses, and larger-scale offices, that enhance employment and commercial development areas.	Planning & Development Services	\$	Short	
4.6. Strategically invest in streetscapes to promote distinct neighborhood and district character and support future development and redevelopment.	Planning & Development Services; CIP	\$\$	Mid; Ongoing	
4.7. Encourage residential neighborhood associations to provide streetscaping and common maintenance of subdivision perimeter fences/walls to support beautification efforts.	Planning & Development Services	\$	Short; Ongoing	
4.8. Create a partnership with PCDC in furthering the City's goals of a streetscape program.	Planning & Development Services; PCDC	\$	Short; Ongoing	
5. Support resilient development patterns that encourage non-residential and residential developments to adapt and change with market needs and consumer preferences, avoiding future obsolescence.				
5.1. Develop regulations, programs and incentives to support suburban retrofitting and incremental redevelopment.	Planning & Development Services	\$	Short; Ongoing	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
6. Preserve Pflugerville’s history and agricultural heritage to promote community identity, celebrate character, and encourage families of all types and backgrounds to connect with Pflugerville’s history and access to healthy locally sourced food.				
6.1. Conserve agricultural uses and patterns, particularly in the eastern area of the ETJ.	Planning & Development Services	\$	Mid	 
6.2. Support urban agriculture and reconnecting people with Pflugerville’s agricultural heritage.	Planning & Development Services	\$	Ongoing	 
6.3. Support affirmative efforts towards historic preservation through regulatory approaches and incentives.	Planning & Development Services	\$	Mid; Ongoing	
7. Ensure all neighborhoods have access parks, open space, amenities, and the trail system.				
7.1. Continue to evaluate residential subdivision/site design and amenity requirements to promote the creation of unique places and cohesive districts.	Planning & Development Services	\$	Short; Ongoing	
7.2. Continue to evaluate the standards for public parkland dedication, private parks, amenities, and trails for new development to ensure such standards support the City’s goals and intended outcomes.	Planning & Development Services; Parks and Recreation Department	\$	Short; Ongoing	 
7.3. Evaluate and update the Parks, Recreation, and Open Space Master Plan and the Trails Master Plan to ensure access to parks, open space, amenities, and trails are well distributed, and appropriately amenitized, in the community.	Planning & Development Services; Parks and Recreation Department	\$\$	Short; Ongoing (Every 5 years Recommended)	 
7.4. Require trail connections to link all neighborhoods/districts.	Planning & Development Services; Parks and Recreation Department	\$	Short; Ongoing	 
7.5. Coordinate with PfISD to ensure new housing developments will be served by nearby schools, and ensure ‘safe routes to school’ are analyzed with development and the site selection of new schools.	Planning & Development Services	\$	Short; Ongoing	 



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7.6. Review and implement the following actions to support the Development, Character and Placemaking Goals and Policy Statements.

Action Items
STREETSCAPING, PUBLIC SPACES & ART
Continue to evaluate requirements for streetscape treatments and amenities for new development, with an emphasis on incentivizing decorative street lighting, landscaping, decorative pavement design, increased tree canopy, and pedestrian amenities. Consider the establishment of standard product packages.
Develop and fund a streetscaping program focusing on the relocation of overhead utility lines underground and landscaping along major corridors within street medians to support beautification efforts.
Provide usable space and facilities for civic and public functions integrated within the streetscape.
Establish provisions for public spaces within nonresidential and mixed-use developments, such as outdoor plazas, dining, and activity areas. Such standards should be designed to achieve meaningful, useful, and engaging spaces appealing to users and not be afterthoughts.
Dedicate a portion of the construction budget for all applicable capital improvements to enhance public spaces, public parks and trail systems and streetscapes.
Consider supporting through funding and other means, local art organizations, and community art events in public and semi-public spaces.
Develop and regularly update license agreement policies for median and streetscape enhancements.
Consider expanding the purpose of a streetscaping program to include collaborating with existing residential subdivisions without homeowners' associations for improvement and rehabilitation of subdivision perimeter fencing along the City's arterial roadways.
GATEWAYS, BRANDING & COMMUNITY IMAGE
Consider including branded street design elements to support the City's branding efforts.
Require new residential subdivision perimeter fence/walls to be constructed with long-lasting materials and maintained by homeowners' associations along major corridors and gateways.
Develop proactive efforts to address property maintenance and appearance along major corridors and gateways, including incentives for improvements and require the maintenance and improvement of subdivision perimeter fence/walls by homeowners' associations.
Consider special gateway treatments or cross street signage within the Downtown.
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.
Continue to encourage the construction of neighborhood identity signage in new subdivisions and developments that reflect the character of the neighborhood.

Action Items

LAND USE DENSITY

Consider enabling live-work units in O and NS districts.

Consider transitioning multifamily to a conditional by-right use in CL4.

Consider increasing by-right density in CL4 and CL5 to the amounts allowed under the current density bonus (60 units/acre and 75 units/acre, respectively). Achieving densities above 40 units/acre generally requires structured parking. 41-75 units per acre typically yields a four-story with central garage structure.

Consider broadening permitted uses in the O and NS categories to allow uses likely to draw foot traffic from neighborhoods if located within a reasonable walking distance, such as Brewpub/Wine Bar, Health and Fitness Centers under a certain square footage, laundromats and mobile food parks.

Number of residential units, schools and higher education facilities, concentrations of public services such as libraries, parks and trails systems, and similar attributes should be located within ¼ mile without crossing an arterial roadway where feasible (easy 5 minute walk).

Broaden the zoning districts in which community gardens are allowed, with appropriate conditions.

INCENTIVES & BONUSES

Consider increasing the density bonus for CL5 to 95 units per acre, which typically yields a five-story with central garage structure or a 4-5 story over a podium garage structure.

Establish provisions for cluster and conservation subdivision practices in applicable codes, including significant regulatory incentives and density bonuses to prompt their adoption by the market. This may vary geographically. For example, this may be more encouraged in eastern portions of the city with more intact agricultural lands and a stronger desire to maximize the efficiency of infrastructure for fiscal reasons. Such conservation subdivisions may provide a logical pathway to support executive housing seeking a unique rural setting without the maintenance of a ranchette.

PARKING

Consider reductions in minimum parking ratios for projects in the CL4 and CL5 districts due to the mixed-use, walkable environment, and increased likelihood of amenities, employment, and services being located within comfortable walking distance.

Consider adoption of a specific shared parking model or development of Pflugerville's own shared parking spreadsheet based on an industry model, such as the Urban Land Institute Shared Parking Model.

Evaluate whether to continue enforcing minimum parking ratios. This has the most significant impact on the ability to support the redevelopment of aging commercial centers and changing occupancies. At a minimum, evaluate the potential to consolidate parking uses and ratios to simplify calculations and better support reuse/change-in-use. Consider circumstances in which parking ratios are reduced.

Action Items

SMALL AREA PLANNING

Develop a small area plan program.

HISTORIC PRESERVATION

Establish a local historic landmark marker program.

Conduct a historic resources survey of Pflugerville to better identify and preserve structures and sites of historical significance.

Based on the historic resources survey results, consider adopting a historic landmark preservation ordinance consistent with recommended practices of the Texas Historical Commission Certified Local Government program.

Figure 9.3. Land Use, Growth & Development- Employment and Commercial Centers Goals and Policy Statements

GOAL	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
8. Create a land development ecosystem supportive of diverse employment opportunities ranging from small start-ups to Fortune 500 corporations to increase the amount of residents that work in Pflugerville and also elevate the community's image.				
8.1. Encourage the creation of Class A office and corporate spaces, reserving and incentivizing priority locations.	Planning & Development Services; PCDC	\$	Short; Ongoing	
8.2. Create small and incremental development or tenant spaces for easier market entry for local entrepreneurs.	Planning & Development Services; PCDC	\$\$	Mid; Ongoing	
8.3. Identify appropriate roles and ideal locations for industrial flex spaces.	Planning & Development Services	\$	Short	
8.4. Cultivate, support, and grow small businesses by providing not just spaces for the start-up, but spaces for their next step in growth.	Planning & Development Services; PCDC	\$	Ongoing	
8.5. Establish a clear, coordinated approach between all partners involved in growing economic opportunities in Pflugerville.	Planning & Development Services	\$	Short; Ongoing	
8.6. Further development regulations in support of creating flexible spaces for employment while maintaining the character of the area.	Planning & Development Services	\$	Short; Ongoing	



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8.7. Review and implement the following actions to support the Employment and Commercial Centers Goal and Policy Statements.

Action Items
Foster redevelopment opportunities within the City in an effort to revitalize unused or underused property.
Locate and concentrate commercial development that support both the local and regional market.
Promote diversification of the commercial/industrial base.
Adapt retail and commercial spaces to accommodate market trends.
Identify and develop physical connections between employment center and surrounding neighborhoods.
Improve transportation access to education, training, and employment opportunities.

Figure 9.4. Land Use, Growth & Development- Sustainable Growth & ETJ Management Goals and Policy Statements

GOALS AND POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
9. Proactively secure land in key corridors to target specific desired development patterns and land uses.				
9.1. Coordinate with Pflugerville Community Development Corporation to attract innovative, growing companies and increase inventory of shovel-ready property.	Planning & Development Services	\$	Ongoing	
9.2. Conduct analyses to identify the particular market gaps for target industries, their likely causes, and whether securing land in such a manner is an appropriate tool to bridge these gaps.	Planning & Development Services; PCDC	\$\$	Mid; Ongoing	
9.3. Long-term return-on-investment should consider the specific project, and also the role the project could play in attracting further similar development.	Planning & Development Services	\$	Ongoing	
10. Leverage financing and development tools available in the extraterritorial jurisdiction (ETJ) to achieve the City’s vision and goals.				
10.1. Continue to evaluate and update policies for special districts (MUDs, etc.) that leverage them as partners to support Pflugerville’s fiscal sustainability, achieve revenue capture, and further other planning goals and objectives.	Planning & Development Services	\$	Short; Ongoing	
10.2. Use available tools, such as non-annexation development agreements.	Planning & Development Services	\$	Mid; Ongoing	
11. Foster development patterns, locations, and annexation choices that improve the City’s fiscal position and efficient service delivery.				
11.1. Prioritize development in areas that support efficient municipal services deliveries and redirects development from those areas likely to strain service delivery.	Planning & Development Services	\$	Ongoing	
11.2. Establish and update an ‘Urban Service Boundary’ periodically in determining the appropriateness of proposed annexations to ensure municipal services may be provided without creating an undue strain on the system of services.	Planning & Development Services	\$	Ongoing	



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Figure 9.5. Land Use, Growth & Development- Sustainable Growth & ETJ Management Goals and Policy Statements

GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
11.3. Seek policies and strategies to minimize inefficient leapfrog style development.	Planning & Development Services	\$	Ongoing	
12. Promote environmental sustainability and encourage development and building practices that reduce negative environmental impacts.				
12.1. Promote green infrastructure and stewardship of natural resources to reduce Pflugerville’s vulnerability to droughts, floods, and other natural disasters.	Planning & Development Services	\$	Ongoing	
12.2. Support renewable energy production at both site-specific and utility-scale levels.	Planning & Development Services	\$	Ongoing	
12.3. Support development patterns and details that reduce urban heat island effects.	Planning & Development Services	\$	Ongoing	
12.4. Preserve natural areas and highly sensitive land, such as floodplains, through the public parkland system.	Planning & Development Services	\$\$	Ongoing	
12.5. Encourage requirements for green building such as USGBC LEED or Energy Star programs for development approvals.	Planning & Development Services	\$	Ongoing	
13. Consider the use of special purpose districts to advocate for and implement the comprehensive plan and other adopted plans in terms of future land uses and transportation, utility, parks, and trails capital improvements.				
14. Consider all available tools as authorized in consent agreements and strategic partnership agreements (SPAs).				
14.1. Consider strategic partnership agreements concurrently with the creation of new MUDs, as applicable, as the establishment of SPAs retroactively may be challenging.	Planning & Development Services	\$	Short; Ongoing	
14.2. Establish SPAs for MUDs whose consent agreements explicitly call for them.	Planning & Development Services	\$	Short; Ongoing	
14.3. Evaluate for full purpose annexation of nonresidential areas within the MUD consent agreements.	Planning & Development Services	\$	Ongoing	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
14.4. Update special district policies and develop a checklist of essential items for inclusion when establishing (consenting to) or amending special districts.	Planning & Development Services	\$	Short; Ongoing	
14.5. Consider “limited district” approaches, often called “in-city MUDs,” as potential options for future development.	Planning & Development Services	\$	Ongoing	
14.6. Encourage the conversion of existing MUDs into ‘limited districts’ upon full purpose annexation through SPAs to ease the fiscal impact of the City’s potential assumption of remaining district debt.	Planning & Development Services	\$	Short; Ongoing	
14.7. Conduct fiscal impact analysis with every annexation.	Planning & Development Services	\$	Ongoing	



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Figure 9.6. Economic Development and Fiscal Resilience Goals and Policy Statements

GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
1. Diversify the tax base to create a sustainable revenue stream to provide high-quality public sector services to residents and businesses.				
1.1. Support commercial and industrial development that result in at least 30 percent of the property tax base coming from nonresidential land uses.	Planning & Development Services	\$	Ongoing	
1.2 Encourage and promote sales tax generating businesses to locate in Pflugerville to increase taxable retail sales per capita. Partner with large landowners to increase the supply of shovel-ready sites within Pflugerville.	Planning & Development Services	\$	Ongoing	
1.3. Develop an incentive program for developers and landowners to promote commercial office sites within key corridors.	Planning & Development Services	\$	Mid	
1.4. Consider controlling strategic properties (e.g., acquisition or option) that can be master planned to ensure long-term desired development patterns.	Planning & Development Services	\$	Ongoing	
1.5. The City and PCDC should collaborate to identify and attract large sales tax generators.	Planning & Development Services; PCDC	\$	Ongoing	
2. Develop offices and other environments that are attractive to innovative, growing companies that have demonstrated agility in responding to market needs and that provide job opportunities aligned to Pflugerville residents.				
2.1. Expand the 130 Commerce Center to the south and west.	Planning & Development Services; PCDC	\$	Short; Mid	
2.2. Consider anchoring a mixed-use project with municipal facilities, and evaluate using a public-private partnership or master developer arrangement.	Planning & Development Services	\$	Short; Ongoing	
2.3. Increase inventory of nonresidential sites that are shovel-ready to be responsive to business recruitment opportunities. Use utility infrastructure to incentivize where appropriate.	Planning & Development Services; PCDC	\$	Short; Ongoing	



2.4. Utilize economic development tools (e.g., TIRZ, 380 agreements, etc.) to recruit high quality mixed-use, commercial, and employment development.	Planning & Development Services; Finance	\$	Short; Ongoing	
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Figure 9.7. Transportation & Mobility Goals and Policy Statements

GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
1. Develop new and strengthen existing pedestrian amenities.				
1.1. Bike and pedestrian facilities should exceed minimum standards and be designed for increased safety to fit the needs of more Pflugerville residents.	Planning & Development Services; CIP	\$	Ongoing	 
1.2. Improve access for mobility impaired patrons through the installation of ADA compliant sidewalks and other facilities. This should move beyond minimums to ensure such facilities are affirming and welcoming.	Planning & Development Services; CIP	\$\$	Short; Ongoing	 
1.3. Bike and pedestrian facilities should be designed to serve as part of the transportation system in addition to recreational purposes.	Planning & Development Services; CIP; Parks & Recreation	\$	Ongoing	 
1.4. Pedestrian amenities (benches, lighting, trees/shade, landscaping, bike share and/or repair station infrastructure, etc.) should be provided along key corridors in the City.	Planning & Development Services; CIP; Parks & Recreation	\$\$	Mid; Ongoing	 
1.5. Conduct a walkability assessment to establish a baseline for walkability in the community.	Planning & Development Services; Parks and Recreation	\$\$	Mid; Ongoing	
1.6. Consider adopting standards for new retail, office, and commercial development to provide access to parks, trails, amenities, and outdoor gathering spaces to create a unique sense of place in the development.	Planning & Development Services; Parks and Recreation	\$	Short	
2. Develop 10-minute neighborhoods.				
2.1. Encourage a land use and development pattern that supports shorter trips to access goods, services and employment, potentially with less reliance on personal automobiles.	Planning & Development Services	\$	Ongoing	 



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GOALS, POLICIES & ACTION ITEMS	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
2.2. Consider adopting standards for new development to be oriented and provide access to existing and proposed greenways to improve pedestrian access and connectivity to the community.	Planning & Development Services	\$	Short	 
2.3. Incorporate multimodal network design into transportation plans and establish standards for bicycle and pedestrian infrastructure supportive of 10-minute accessibility, with affirmative and welcoming design.	Planning & Development Services; CIP	\$\$	Ongoing	 
2.4. Require local street stubs to extend through new development in order to support 10-minute neighborhoods and less the traffic impact on the arterial roadway system.	Planning & Development Services	\$	Ongoing	
3. Enhance major corridors.				
3.1. Consider the creation of additional roadway corridors and innovative intersections to disperse traffic rather than relying primarily on the widening of existing corridors.	Planning & Development Services; CIP	\$\$	Long; Ongoing	
3.2. Provide tools to neighborhoods without active homeowner's associations to provide improved landscape and fencing along key corridors.	Planning & Development Services	\$	Mid; Ongoing	
3.3. Ensure unique branding in designated thoroughfares throughout the City to increase the perception of the community and foster a sense of place.	Planning & Development Services; Communications; CIP	\$\$	Mid; Ongoing	 
3.4. Create and implement a signage and wayfinding plan which prioritizes signage and visual standards. Guidelines should be developed to ensure consistency throughout the City.	Planning & Development Services; Communications	\$\$	Mid; Ongoing	
3.5. Adopt a complete street policy to help define the designs that are appropriate for different streets.	Planning & Development Services	\$	Mid	



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GOALS, POLICIES & ACTION ITEMS	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
3.5.1. Develop major corridors using the Context Sensitive Design approach focusing specifically on corridors in the downtown area, Pflugerville Parkway, Weiss Lane, Cele Road, Cameron Road, Rowe Lane and FM 973.	Planning & Development Services; CIP	\$	Mid; Ongoing	
3.5.2. Downtown needs street standards that are designed to fit within the mixed-use districts category. These streets should be highly pedestrian-centered, with amenities like benches and shade structures.	Planning & Development Services; CIP	\$	Short	
3.5.3. Consider incorporating a modern design into Weiss Lane that embraces bicycles and pedestrians while respecting the surrounding agricultural character.	Planning & Development Services; CIP	\$	Mid	
3.6. Update roadway cross-sections to implement a complete street policy.	Planning & Development Services; CIP	\$	Short	
3.6.1. Develop a set of street designs for use in compact neighborhoods/TND.	Planning & Development Services	\$	Short-Mid	
3.6.2. Develop a set of street designs for use in conservation subdivisions, employing LID design practices.	Planning & Development Services; CIP	\$	Short-Mid	
4. Focus on sidewalk connectivity.				
4.1. Strategically invest in extending sidewalks along major roadways and other commercial areas where there are gaps in the sidewalk system. (e.g., FM 685, Pecan Street, etc.)	CIP	\$\$\$	Long; Ongoing	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
5. Expand the transit system.				
5.1. Continue to evaluate the potential to increase and expand transit and related infrastructure in Pflugerville and work towards implementation of transit that is responsive to the needs of the community.	Planning & Development Services	\$	Short; Ongoing	
5.2. Consider creating a Transit Advisory Board to steer the future direction of transit and help implement recommendations.	Planning & Development Services	\$	Mid	
6. Increase trails within the parks system and continue to acquire land to accommodate a larger trail system.				
6.1. Prioritize areas that fill in gaps in the existing network.	Parks and Recreation Department	\$\$	Short; Ongoing	
6.2. Implement the Trails Master Plan and Parks Development Plan and provide for updates consistent with other master plans.	Parks and Recreation Department	\$\$	Short; Ongoing	
6.3. Ensure trails and associated amenities are ADA accessible, to the greatest extent possible.	Parks and Recreation Department	\$\$	Ongoing	
7. Invest in and support the regional partnerships and efforts of the Transportation Master Plan to advance the mobility network in the City and beyond.				
7.1. Update and implement the Transportation Master Plan every 3 years.	Planning & Development Services; CIP	\$\$	Mid; Ongoing	
7.2. Continue to focus efforts on major corridors (e.g., Kelly Lane, FM 685, MoKan Corridor, Pflugerville Parkway, Rowe Lane, Pecan Street and Weiss Lane).	Planning & Development Services; CIP	\$\$	Mid; Ongoing	



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Figure 9.8. Infrastructure Goals and Policy Statements

GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
General Goals <ul style="list-style-type: none"> Coordinate expansion of infrastructure systems with future growth and development. Encourage development patterns that recognize water as an asset and minimize the maintenance and cost of infrastructure systems. Promote efficient use and development/redevelopment of land. Encourage a comprehensive approach to stormwater management and water quality protection that includes natural and built systems. Support conservation and reuse of water. 				
1. Evaluate infrastructure needs as the City grows.				
1.1. Concurrency requirements are encouraged to ensure that development does not outpace the growth of infrastructure.	Public Works Department	\$	Short; Ongoing	
1.2. All infrastructure should be considered a regional issue, including the possibility of shared systems for purposes of economies of scale, sustainability, emergency management and disaster recovery.	Public Works Department	\$\$\$	Long; Ongoing	 
1.3. Proactive development of strategic infrastructure improvements to spur growth in a desired, cost-efficient, and responsible manner is preferable to major infrastructure improvements by the development community.	Public Works Department	\$\$	Short; Ongoing	
1.4. Developers should compensate the City for their portion of improvements such as off-site water and wastewater improvements, capacity improvements and regional detention, that would otherwise be borne on-site or near-site by developers.	Public Works Department	\$	Ongoing	
1.5. Ensure infrastructure systems master plans account for all goals of the Comprehensive Plan.	Public Works Department	\$	Short; Ongoing	
1.6. Infrastructure master plans should undergo updates more frequently than the standard 5 year cycle due to shifting development patterns and pressures.	Public Works Department	\$\$	Mid; Ongoing	



GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
1.7. Water Control and Improvement Districts (WCID) and Municipal Utility Districts (MUD) should either be discouraged as tools that accelerate improvements to infrastructure beyond responsible growth through the municipality, or account for impacts via consent and strategic partnership agreements.	Public Works Department; Planning & Development Services	\$	Short; Ongoing	
1.8. Development types and patterns should be encouraged that creatively reduce the amount of infrastructure to be maintained per connection.	Public Works Department; Planning & Development Services	\$	Short; Ongoing	
1.9. Green technology and applications should be applied to new improvements and redevelopment projects at every appropriate opportunity.	Public Works Department; Planning & Development Services	\$	Ongoing	
1.10. All infrastructure projects, particularly projects that alter the physical or visual composition of an area, should apply context-sensitive solutions.	Public Works Department; Planning & Development Services	\$	Ongoing	
1.11. Utility infrastructure for new development should be extended “to and through” at the cost of the developer, with appropriate proportional participation from the City for oversizing to ultimate needs of the community.	Public Works Department; Planning & Development Services	\$	Ongoing	
1.12. Consider the consolidation of pressure planes and reduction in lift stations via wastewater interceptors to reduce the fail risk and lesson operating costs.	Public Works Department; CIP	\$\$	Mid	
1.13. Proactively respond to data that identifies the need for significant infrastructure investments. Decisions should allow sufficient time for design and construction beyond TCEQ standards, given rapid growth.	Public Works Department; CIP	\$	Short; Ongoing	
1.14. Seek to reserve optimal land for key infrastructure, like pump stations and elevated tanks, seeking ideal locations rather than settling for lesser locations.	Public Works Department; CIP	\$\$\$	Mid; Ongoing	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
1.15. Review and update master plan CIPs, and related models, annually for growth-related changes.	Public Works Department; CIP	\$	Short; Ongoing	
1.16. Use oversizing agreements to construct ultimate infrastructure when possible.	Public Works Department; CIP	\$	Ongoing	
1.17. Complete annual evaluation of engineering technical manuals to address the needs of a growing community.	Public Works Department; CIP	\$	Short; Ongoing	
1.18. Consider long-term goals when undertaking major infrastructure investments. For example, a major road reconstruction should consider the life-cycle of underground infrastructure and also whether any above ground infrastructure may be relocated underground in the future.	Public Works Department; CIP	\$	Ongoing	
1.19. Consider updates to impact fees more frequently than the state-required five-year intervals, as the past has shown the associated CIP may shift projects in and out of the calculation.	Public Works Department; CIP	\$	Short; Ongoing	
2. Evaluate and address water needs in the City.				
2.1. Water supply should, to the extent possible, include a diversity of sources to ensure that the community is not fully dependent upon a single source.	Public Works Department; CIP	\$	Long	
2.2. Evaluate acquisition of the Manville system	Public Works Department; CIP	\$\$	Long; Ongoing	
2.3. Innovative sources of water, including water reclamation, should be explored and implemented to the fullest use practical.	Public Works Department; CIP	\$	Mid; Ongoing	
2.4. Promote private use of rain barrels and cisterns for rain capture and reuse, particularly for use with lawn and landscape care and other outdoor activities.	Public Works Department	\$	Ongoing	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
2.5. New development should be required to install devices designed to reduce the amount of water used in a household or business, such as low-flush toilets.	Public Works Department; Planning & Development Services	\$	Short; Ongoing	
2.6. All new community facilities should incorporate water conservation amenities.	Public Works Department	\$	Ongoing	
2.7. Owners of existing structures should be strongly encouraged to install new equipment that more effectively uses water and in smaller quantities.	Public Works Department; Planning & Development Services	\$	Ongoing	
2.8. Consideration should be given to rewarding water customers that reduce use of water, including rate reductions or other creative methods.	Public Works Department	\$	Short; Ongoing	
2.9. Consideration should be given to providing grants to property owners for the purpose of installing water conservation measures including architectural improvements and site improvements.	Public Works Department	\$\$	Mid; Ongoing	
3. Evaluate and address wastewater needs in the City.				
3.1. Proactive maintenance and reduction of inflow and infiltration (I&I) into the wastewater system should be viewed as a critical tool to reduce capacity and energy requirements, particularly during storm events.	Public Works Department	\$\$	Ongoing	 
3.2. Septic systems should be strategically targeted for replacement with a tie into the municipal wastewater system.	Public Works Department; CIP	\$\$	Mid	
3.3. Type I water reclamation infrastructure should be required in any new development involving irrigation activities, retention pond management and any other activity in which it is appropriate. Application for personal home sites may be an option if designed appropriately.	Public Works Department; Planning & Development Services	\$	Mid; Ongoing	 



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
3.4. Wastewater conversion to drinking water, technically called direct potable reuse, should be considered as a creative and potentially necessary means of expanding the water supply needed for the growth of the community.	Public Works Department	\$\$	Long	 
3.5. Continue expansion of the beneficial reuse program to divert unnecessary use of potable water to effluent reuse.	Public Works Department	\$	Long	
4. Evaluate and address stormwater needs in the City.				
4.1. Regional stormwater detention is preferable to numerous, disconnected and poorly maintained on-site detention ponds.	Public Works Department	\$\$\$	Long	
4.2. Utilize large scale stormwater improvements as amenities, particularly for aesthetic or recreation purposes.	Public Works Department	\$\$\$	Long	 
4.3. Encourage on-site stormwater improvements to be creatively integrated into site design.	Public Works Department; Planning & Development Services	\$	Ongoing	
4.4. Use stormwater wetlands at critical areas of the drainage system as a means of slowing and “scrubbing” stormwater prior to release into Pflugerville’s waterways.	Public Works Department; Planning & Development Services; Parks & Recreation Department	\$\$	Ongoing	
4.5. Rain gardens in parking areas should be promoted as an environmentally friendly and cost-effective alternative to raised landscape improvements while still meeting landscape requirements of the development code.	Planning & Development Services	\$	Short; Ongoing	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
4.6. Implement on-site best management practices such as green roofs, rain barrels, rain gardens, pervious pavement, and other creative techniques as a means of maintaining the first inch of rainfall during a rain event on site.	Planning & Development Services	\$	Ongoing	
4.7. Adopt practices and consider regulatory incentives to achieve enhanced stormwater runoff quality from new developments.	Planning & Development Services	\$	Mid	
4.8. Actively promote (and to the extent possible, require) the use of offsite stormwater best management practices that positively impact the amount, speed and quality of stormwater prior to its entrance into area creeks, particularly Gilleland Creek. Example BMP's include bioswales, pervious pavement in all possible places, naturalized detention and retention basins at strategic locations, preservation or creation of stormwater wetlands, preservation and enhancement of the 100-year floodplain, naturalized drainage channels, use of tiered gabion blankets/baskets rather than concrete, and other creative techniques.	Public Works Department; CIP; Planning & Development Services	\$	Ongoing	
4.9. Individual sites or development projects should be restricted from negatively impacting adjacent property owners through poor storm drainage.	Public Works Department; Planning & Development Services	\$	Ongoing	  
4.10. Specific and cumulative impacts of development and redevelopment on natural drainage features should be fully considered during plan review.	Public Works Department; CIP; Planning & Development Services	\$	Ongoing	 



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
4.11. Consider allowing stormwater detention to count for a certain percentage of open space requirements if certain standards and criteria are met, including successful and creative integration into the landscape, consideration of surrounding context, and ability to positively impact stormwater management.	Planning & Development Services	\$	Short	
4.12. Capital improvements associated with improving stormwater management during major storm events should be given strong consideration when selecting projects for incorporation into the Capital Improvements Program and in selecting projects for submission for nonlocal funding (including county, state and federal resources).	Public Works Department; CIP	\$	Ongoing	
4.13. Consider integrating green infrastructure practices into standard roadway construction and retrofit design including use of swales, vegetated islands, rain gardens, pervious pavement etc. where maintenance obligations are minimized. Allow streets with green infrastructure to count towards stormwater requirements.	Public Works Department; CIP	\$	Short; Ongoing	
4.14. Consider minimizing impervious surface through efforts such as reduced street widths, incorporating sunken landscaped islands in the middle of cul-de-sacs, clustering development, preservation of natural areas, reducing parking requirements, and using pavers or porous pavement in parking overflow areas.	Public Works Department; CIP; Planning & Development Services	\$	Short; Ongoing	
4.15. Allow and encourage stormwater reuse for irrigation and other outdoor activities.	Public Works Department; Planning & Development Services	\$	Ongoing	
4.16. Continue enforcement and updates to the stormwater pollution control ordinance.	Public Works Department; Planning & Development Services	\$	Ongoing	 

GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
4.17. Continue and enhance public educations programs for pollution prevention.	Public Works Department; Planning & Development Services	\$	Ongoing	 
4.18. Continue following the Gilleland Creek implementation plan.	Public Works Department; Planning & Development Services	\$	Ongoing	 
4.19. Detect and eliminate illegal disposal of wastes in the City's storm drainage system.	Public Works Department; Planning & Development Services	\$\$	Ongoing	 
4.20. Inspect and repair wastewater lines near the creeks.	Public Works Department	\$\$	Ongoing	 
4.21. Enforce stormwater management control requirements for construction sites.	Public Works Department; Planning & Development Services	\$	Ongoing	 



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Figure 9.9. Community Facilities and Public Services Goals and Policy Statements

GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
1. Ensure community facilities and public services sufficiently fulfill the needs of the community and provide high-level of service to residents as the City grows.				
1.1. Develop a Facilities Master Plan and update periodically to meet the needs of the community.	Multiple City Departments	\$\$\$	Long; Ongoing	
1.2. Plan for future expansions and natural service breaks for facilities (when a service should either separate into a new facility or into an expansion, allowing other services within the facility to expand to accommodate the needs of all services).	Multiple City Departments	\$\$\$	Long; Ongoing	
1.3. Consider the inclusion of multipurpose or multi-use space in new facilities.	Multiple City Departments	\$\$	Long; Ongoing	 
1.4. Include additional conduits, accessible tracks and drops, and other low-cost design methods to ensure connectivity to support technology of the future.	Multiple City Departments	\$\$	Mid; Ongoing	
1.5. Consider a public-private partnership to provide an opportunity for the community to develop new facilities and infrastructure, which can be a catalyst for community development and redevelopment.	Multiple City Departments	\$\$	Long; Ongoing	
2. Ensure the City Hall facility meets the needs of the community as the City grows.				
2.1. Use the key design principles for city facilities to guide development of the future City Hall.	Multiple City Departments	\$\$	Mid	   
3. Ensure the Justice Center and police services meet the needs of the community as the City grows.				
3.1. Expand the existing Justice Center to meet current and future facility needs.	Police Department	\$\$\$	Mid-Long	 
3.2. Evaluate possible locations for a new substation and training facility in eastern City Limits and ETJ.	Police Department	\$\$\$	Mid; Ongoing	 
3.3. Evaluate a new police department and training facility within the future City Hall complex.	Police Department	\$\$	Mid	 



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
3.4. Build technology infrastructure to support the efficiency of field operations. This may include placing Wifi hotspots at strategic locations like what is done at the library, parks, and other facilities to provide workspaces in the field.	Police Department; IT Department	\$\$	Mid; Ongoing	 
3.5. Increase and expand upon programming, educational initiatives, and other public services focusing on community relations, health and safety, youth education and services, volunteer opportunities and training, crime prevention, victim services, and public assistance.	Police Department	\$	Ongoing	
3.6. Partner with PfISD to expand youth programming and educational initiatives.	Police Department	\$	Short; Ongoing	
3.7. Consider partnering with local organizations, non-profits, and other government agencies to support the Police Department's programming, education, and community outreach efforts.	Police Department	\$	Short; Ongoing	
3.8. Increase coordination and community outreach efforts with homeowners' associations.	Police Department	\$	Short; Ongoing	
3.9. Heighten crime prevention and expand community engagement activities to work towards becoming the safest city in Texas.	Police Department	\$	Ongoing	
3.10. Increase leadership and professional development training for supervisors.	Police Department	\$\$	Ongoing	
3.11. Increase training at the officer level in de-escalation techniques, crisis intervention, use of force, tactical response, and less lethal methodology.	Police Department	\$	Ongoing	
3.12. Increase the number of police officers based on calls for service, obligated and unobligated time along with the overview of total services offered by PD.	Police Department	\$\$	Short; Ongoing	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
4. Ensure the Library and its services meet the needs of the community as the City grows.				
4.1. Expand support for small businesses.	Library	\$	Short; Ongoing	
4.2. Continue efforts related to workforce development including training, education, support, and services.	Library	\$	Short; Ongoing	
4.3. Build new and expand existing partnerships – PCDC, Workforce Solutions, Chamber of Commerce, local schools, community colleges, etc.	Library, PCDC, Workforce Solutions, Chamber of Commerce, local schools, community colleges	\$	Mid; Ongoing	
4.4. Leverage partnerships with organizations to encourage an expansion of services in the community.	Library	\$	Ongoing	  
4.5. Provide training and access to new technology/software.	Library	\$	Ongoing	 
4.6. Increase knowledge of the services and resources we offer through expanded marketing.	Library	\$	Ongoing	 
4.7. Expand coworking space and meeting room space within the library and potential branch locations for small business owners and other non-traditional workers, expand in-house services for those who utilize library space for these purposes.	Library	\$\$\$	Mid-Long	
4.8. Develop plans for new branch(es), new library facility or expansion of current facility and other ways to extend reach like book mobiles, book vending machines, book lockers etc., especially toward the growth in the east. Consider that while the growth is primarily to the east, the need for services from lower income members of the community might be in other areas of the City.	Library	\$\$\$	Mid-Long	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
4. Ensure the Library and its services meet the needs of the community as the City grows.				
4.9. Expand the size of the collection to find appropriate balance between physical items and electronic resources.	Library	\$\$	Ongoing	
4.10. Stay in tune with community interests and needs to provide programming for everyone, all interests, age groups, backgrounds, etc.	Library	\$	Ongoing	 
4.11. Ongoing evaluation of Meeting Room/Study Space needs of the community, incorporate meeting these needs in plans for new branches and facilities.	Library	\$	Ongoing	
4.12. Growth of Heritage House Museum with eye toward establishing it as a Local History and Genealogy Center.	Library	\$	Mid	
4.13. Work with other city departments and organizations to help preserve historically important buildings and sites in the surrounding area.	Multiple City Departments	\$\$\$	Long; Ongoing	
4.14. Expand ongoing partnership with PfISD to help meet student needs.	Library and PfISD	\$	Short; Ongoing	
4.15. Expand Pfab Lab (makerspace) and related hands-on maker programming to meet growing demand from library users.	Library	\$\$	Mid-Long	
4.16. Expand outreach into areas disconnected from or unaware of library offerings, look at options like a book mobile or book lockers to extend our reach with maximum flexibility.	Library	\$\$	Mid; Ongoing	 
4.17. Continue focus on telling everyone's story through our local history work.	Library	\$	Ongoing	 
4.18. Be inclusive in staffing and in promoting the library/information science field to those in underrepresented populations within the profession.	Library	\$	Ongoing	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
4. Ensure the Library and its services meet the needs of the community as the City grows.				
4.19. Continue offering inclusive collection and programming that represents everyone.	Library	\$	Ongoing	
4.20. Continue to provide and expand services to underserved populations.	Library	\$	Short; Ongoing	
4.21. Provide access to technology and review technology needs of the community and within library facilities and adjust accordingly.	Library; IT Department	\$\$	Ongoing	
4.22. Include services (inside and outside the library) that will make things more accessible to those with disabilities.	Library	\$	Short; Ongoing	
4.23. Continue building a multi-lingual collection that reflects the diversity of the community.	Library	\$	Ongoing	
4.24. Expand ESL and immigrant-related services to help connect individuals with our community.	Library	\$	Ongoing	
4.25. Support the LGBTQIA+ community through displays, programs and the collection of materials.	Library	\$	Ongoing	
4.26. Maintain the library as a place where the entire community comes together, including regular equity, diversity, and inclusion training for library staff.	Library	\$	Ongoing	
4.27. Continue to encourage reading by all age groups.	Library	\$	Ongoing	  
4.28. Continue support for early childhood development and literacy with programming and resources.	Library	\$	Ongoing	
4.29. Build social and emotional learning skills in children and young adults through programming.	Library	\$	Ongoing	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
4. Ensure the Library and its services meet the needs of the community as the City grows.				
4.30. Expand staff training in the area of mental health support related to providing assistance to the public.	Library	\$	Short; Ongoing	 
4.31. Provide the community stress relief through entertainment and activities.	Library	\$	Ongoing	 
4.32. Expand partnerships with health services providers (We Are Blood, Austin Public Health, etc.).	Library	\$	Ongoing	
4.33. Maintain library facilities as a safe space for everyone to use.	Library	\$	Ongoing	 
4.34. Explore offering additional social service support for the community.	Library	\$	Ongoing	 
4.35. Continue to expand programming and resources related to gardening and promoting sustainable food sources.	Library	\$	Ongoing	
4.36. Find additional ways to utilize the City's parks and trails (bird watching programming, storywalk, outdoor storytimes, etc.).	Library and Parks and Recreation Department	\$	Short; Ongoing	
4.37. Seek out additional funding sources through corporate sponsorships and other giving campaigns.	Library	\$	Ongoing	
4.38. Continue to work with the Friends of the Library as a way to help fund and support library programs.	Library and Friends of the Library	\$	Ongoing	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
5. Ensure parks and recreation facilities and programming meet the needs of the community as the City grows.				
5.1. Develop and maintain a Parks and Recreation Master Plan every 10 years with an update every 5 years in order to account for any growth and development and plan for the redistribution of equity with parks and open space across the city.	Parks and Recreation Department	\$\$	Mid-Long; Ongoing	
5.2. Develop an integrated trail master plan in conjunction with the City's Thoroughfare Plan, allowing trails to be an alternative option for travel through the city and ensuring for all modes of accessibility and connectivity of parks, schools, and community facilities are located in areas accessible within the trail network.	Parks and Recreation Department; Planning & Development Services	\$\$	Mid; Ongoing	
5.3. Implement the key recommendations from the Pflugerville Senior and Recreation Center Needs Assessment.	Parks and Recreation Department	\$\$	Short-Mid	
5.4. Support efforts to incorporate Pflugerville's history, agricultural heritage, and multicultural identity into parks, trails, and facility improvement projects.	Parks and Recreation Department; Library	\$	Mid; Ongoing	
5.5. Support efforts to incorporate art, including sculptures, into parks, trails, and facility improvement projects.	Parks and Recreation Department	\$	Mid; Ongoing	
5.6. Consider partnerships with homeowners' associations to maintain neighborhood public parks.	Parks and Recreation Department and homeowners' associations	\$	Ongoing	
5.7. Consider the development of community and regional sized public parks near retail, plazas, and other development.	Parks and Recreation Department	\$\$	Long; Ongoing	
5.8. Prioritize the acquisition of land for the development of parks, trails, and amenities in areas that are underserved.	Parks and Recreation Department	\$\$	Mid-Long; Ongoing	



GOAL	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
5. Ensure parks and recreation facilities and programming meet the needs of the community as the City grows.				
5.9. Enhance and revitalize existing parks so that they are better utilized by the public they are serving.	Parks and Recreation Department	\$	Ongoing	
5.10. Ensure access to parks, trails and amenities are equally distributed throughout the City and are of similar size, offering, and condition.	Parks and Recreation Department	\$	Ongoing	
5.11. Ensure all parks are accessible and safe for people with all types of physical abilities.	Parks and Recreation Department	\$	Ongoing	
5.12. Expand and enhance the recreational programming experience for youth, teens, adults, seniors and families that provides quality of life to its consumers and is considered a competitive offering in the market.	Parks and Recreation Department	\$	Ongoing	
5.13. Continue to offer and increase scholarship opportunities for programming and recreation center memberships for low-medium income families and individuals.	Parks and Recreation Department	\$	Ongoing	
5.14. Consider subsidizing programming for youth sports, people with disabilities and wounded warriors.	Parks and Recreation Department	\$	Short; Ongoing	
6. Ensure Pflugerville Animal Welfare Services meets the needs of the community as the City grows.				
6.1. Expand the following programs: Canine College, Feline University, Apartment Complex Baby Bottle Program, Long Stay Team Program, Personal Shoppers Program, Local Business Doggy Daycare, surrender Diversion Program, Yard Assessment Program, Targeted Neighborhood Resource Program, Meeting Space for Parties and Classes, Virtual Foster Program and Heels on Wheels.	Animal Welfare Services	\$\$	Ongoing	
6.2. Expand and improve the PAWS facility.	Animal Welfare Services	\$\$	Mid-Long	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
7. Ensure City sponsored events and gatherings meet the needs of a diverse community as the City grows.				
7.1. Provide events, programming and gathering places that serve a diverse population.	Multiple City Departments	\$	Ongoing	
7.2. Expand upon programming and educational events that incorporate Pflugerville’s history, agricultural heritage, and multicultural identity.	Multiple City Departments	\$	Short; Ongoing	
7.3. Ensure City-wide events and programming promote diversity, cater to people from all backgrounds, and are accessible to all residents.	Multiple City Departments	\$	Ongoing	
7.4. Consider opportunities to partner with local organizations and businesses in hosting city-wide events to ensure responsible spending.	Multiple City Departments, local organizations, and businesses	\$	Short; Ongoing	
7.5. Create a robust volunteer network to assist the City in hosting events and programming. Volunteerism within the community supports the desire to maintain the “small town” feel by connecting people and providing them with a sense of purpose and link to the community.	Multiple City Departments	\$	Ongoing	
7.6. Continue to support cross-promotional departmental programming and events to support connecting more residents with City services.	Multiple City Departments	\$	Ongoing	
7.7. Encourage events and educational programming that promote physical and mental health.	Multiple City Departments	\$\$	Ongoing	
7.8. Encourage educational programming around environmental sustainability and how to be a good steward of the land.	Multiple City Departments	\$\$	Ongoing	
7.9. Expand upon educational and recreational programming in the parks and trails system.	Parks and Recreation Department	\$	Short; Ongoing	



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Figure 9.10. Healthy Communities and Neighborhood Vitality Goals and Policy Statements

GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
1. Strengthen Pflugerville’s image, identity and character to foster a distinctive and appealing place to live and visit.				
1.1. Continue to review and revise Downtown District regulations, as appropriate, to better address redevelopment and nonconforming uses.	Planning & Development Services	\$	Ongoing	
1.2. Implement the Downtown Action Plan and update from time-to-time to account for changing conditions and new opportunities for revitalization.	Planning & Development Services	\$	Mid; Ongoing	 
2. Develop gateway and main corridor standards and themes that generate a positive first impression.				
2.1. Consider alternative traffic intersection designs, such as bulb-outs, chicanes, mid-block treatments and traffic circles or roundabouts for enhancing street aesthetics, as well as providing for targeted operational enhancements.	Planning & Development Services; CIP; Public Works	\$	Ongoing	 
2.2. Encourage public/private participation and cooperation in beautification efforts. Explore utilizing assistance that may be available from private/volunteer groups to perform urban design related projects and to help maintain enhanced public areas (e.g., street medians, small landscaped areas, intersection corners, etc.).	Planning & Development Services; Public Works; Parks & Recreation	\$\$	Ongoing	 
2.3. Use the development review process to evaluate private projects and their contributions to urban design initiatives or their compliance with adopted studies/ guidelines.	Planning & Development Services	\$	Ongoing	
2.4. Develop streetscape/urban design standards to enhance the City’s visual/ aesthetic appeal (e.g., design guidelines for consistent streetscape, landscaping, signage, entryway treatments, etc.) of roadways/specific corridors within the City, especially SH 45 from the east and from the west, SH 130 from the north, and Pecan Street from the south.	Planning & Development Services; CIP; Public Works	\$	Short-Mid	 



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
3. Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.				
3.1. Along with water/drainage systems planning, use the thoroughfare plan as a mechanism to foster catalyst area redevelopment and revitalization to strategically identified locations within the City. Coordinate infrastructure investments with land planning and economic initiatives of the City.	Planning & Development Services; CIP; Public Works	\$	Ongoing	
3.2. Use the CIP process to incrementally identify and implement specific projects within target/strategic investment areas. Develop a process to rank and identify catalyst priority projects within reinvestment areas.	Planning & Development Services; CIP; Public Works	\$	Mid; Ongoing	
4. Be a community that instills passion and pride for the love of its city and where all residents are proud to call Pflugerville home.				
4.1. Coordinate with community groups, neighborhood associations, and local businesses to identify and develop community events and major event programming opportunities.	Planning & Development Services; Parks & Recreation	\$	Ongoing	
4.2. Partner with local medical centers and providers to host an annual wellness and health festival.	Parks & Recreation; Library	\$	Ongoing	
4.3. Collaborate and partner with local industries and businesses to host job fairs, provide skills training courses, and coordinate internship/educational opportunities to develop the local workforce.	Library; PCDC; Planning & Development Services	\$	Ongoing	
4.4. Promote neighborhood stability within underserved neighborhoods through a coordinated strategy that addresses housing, neighborhood economic development, improved infrastructure, cultural programs, and human services.	Multiple Departments	\$	Ongoing	



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GOALS & POLICIES	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
5. Focus urban design improvements in nodes and major intersections.				
5.1. Ensure master plan development corresponds with public and private services, including parks, trails, retail, office, and restaurants.	Planning & Development Services; Parks & Recreation	\$	Ongoing	
5.2. Avoid concentrations of residential units (any type) without supporting non-residential services.	Planning & Development Services	\$	Ongoing	
5.3. Allow for incremental redevelopment of existing commercial centers with residential components.	Planning & Development Services	\$	Ongoing	
6. Strategically develop a mixture of residential and non-residential in greenfield areas.				
6.1. Encourage rezoning to residential with an “anchor” feature, service, institution, or jobs generator. If no anchor is present, prioritize commercial or employment development that will not create potential islands of residential.	Planning & Development Services	\$	Ongoing	
6.2. Encourage housing variety so that no more than 2/3rds of housing in an area is the same type.	Planning & Development Services	\$	Ongoing	
7. Focus on infill areas.				
7.1. Allow older single family residential areas to respond to market demand with appropriate products (duplex, townhome, 4,6,8-plexes) on “end cap” lots and major street corridors.	Planning & Development Services	\$	Ongoing	
7.2. Encourage multi-family along freeway corridors with access to existing or planned services, jobs, retail, and parks within 1/4 mile.	Planning & Development Services	\$	Ongoing	
7.3. Incentivize appropriate housing where existing services are present and especially where such services may be underutilized (parks, retail, schools)	Planning & Development Services	\$	Ongoing	



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GOALS, POLICIES & ACTION ITEMS	RESPONSIBLE ENTITY	\$	TIMELINE	GUIDING PRINCIPLES
8. Ensure that Pflugerville’s neighborhoods are welcoming and resilient.				
8.1. Expand existing homeowner and neighborhood assistance programs based on neighborhood revitalization strategy.	Planning & Development Services	\$\$	Mid; Ongoing	
8.2. Create a land banking program to acquire and (re) develop underutilized parcels of land in neighborhoods.	Planning & Development Services; PCDC	\$\$\$	Long	
8.3. Align zoning and future land use allocation to ensure housing is located where it can be served by infrastructure without creating a burden on city services.	Planning & Development Services	\$	Ongoing	
9. Measure the success of housing strategies for increased accountability.				
9.1. Continually evaluate effectiveness of existing housing regulations to identify barriers to achieving housing goals. Assign implementation responsibility and provide adequate staffing levels to monitor application of housing strategies and principles to future housing development.	Planning & Development Services	\$	Ongoing	
9.2. Monitor housing and neighborhood conditions in existing neighborhoods.	Planning & Development Services	\$\$	Ongoing	
9.2.1. Monitor neighborhood health including rental density, access to parks, commercial vacancy and quality, change in prices/value and sales, school capacity, participation in city redevelopment and revitalization programs.	Planning & Development Services; PCDC	\$\$	Mid; Ongoing	
9.2.2. Monitor ratio and density of owner- occupied vs. non-owner-occupied housing.	Planning & Development Services	\$	Mid; Ongoing	
10. Facilitate growth and development of the districts, supporting the unique character of each area.				
10.1. Develop Small Area Plans and specific plans to reflect the vision and goals of the overall Comprehensive Plan.	Planning & Development Services	\$\$	Mid; Ongoing	



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