

RESOLUTION NO. _____

A RESOLUTION OF THE CITY OF PFLUGERVILLE, TEXAS APPROVING AND ESTABLISHING THE GOALS AND OBJECTIVES FOR AN ECONOMIC DEVELOPMENT INITIATIVE KNOWN AS “PROJECT NEXUS,” DIRECTING COORDINATION WITH THE PFLUGERVILLE COMMUNITY DEVELOPMENT CORPORATION, ENGAGEMENT WITH STAKEHOLDERS, AND PROVIDING FOR RELATED MATTERS.

WHEREAS, the City of Pflugerville, Texas ("City") is a duly created political subdivision of the State of Texas ("State") operating as a home-rule municipality pursuant to the laws of the State and its City Charter; and

WHEREAS, the City Council seeks to enhance the quality of life, expand economic opportunity, and promote fiscally responsible, environmentally sustainable growth for residents and businesses within the City; and

WHEREAS, on April 14, 2026, the Pflugerville Community Development Corporation (“PCDC”) and the City convened with Jones Lang LaSalle (“JLL”), the owner's representative for the development project named “Project Nexus,” to receive and discuss a presentation outlining the vision, goals, and objectives that align with the stakeholder engagement strategy for Project Nexus based on feedback from the PCDC Board and City Council; and

WHEREAS, the purpose of the presentation and visioning session was to chart the strategic direction for Project Nexus, a proposed transformation of approximately 53 acres into a regional destination to elevate the City’s quality of life and economic vitality; and

WHEREAS, the visioning process identified community aspirations for an authentic Pflugerville identity, a regional economic catalyst and draw, improved community quality of life with third places and full-service amenities, and long-term sustainability that prioritizes the City’s long-term health; and

WHEREAS, the session also identified key concerns, including stakeholder alignment and expectation management, securing adequate funding and addressing market volatility, identifying appropriate educational or institutional anchors, ensuring walkability, connectivity, and effective integration with Lake Pflugerville; and

WHEREAS, strategic goals emerging from the session include: (a) market-driven programming; (b) economic growth measured by sales tax and job creation; (c) creation of a regional destination with signature experiences; and (d) fostering authentic character by prioritizing local businesses and partnerships; and

WHEREAS, Project Nexus is envisioned to be advanced through thoughtful planning, public-private partnerships, and a collaborative, phased development approach, with ongoing engagement of the community, City Council, PCDC Board, JLL, and other stakeholders.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PFLUGERVILLE:

Section 1: Findings; Introduction and Purpose. The foregoing recitals are hereby found to be true and correct and are hereby adopted by the City Council and made a part hereof for all purposes and findings of fact. The City Council hereby establishes formal goals and objectives for Project Nexus to guide planning, engagement, evaluation, and implementation decisions, and to align the project with the City’s vision and the PCDC mission.

Section 2. Background and Additional Findings. The City Council further finds that Project Nexus presents a catalytic opportunity to develop approximately 53 acres into a regional destination that reflects community priorities, supports local businesses, and advances sustainable economic growth.

Section 3. Goals. The City Council adopts and affirms the following goals for Project Nexus:

3.1 Market-Driven Programming. Develop a market-driven program for site uses and amenities, validating all components against demonstrated demand and prioritizing core requirements.

3.2 Sustainable Place and Campus. Create a sustainable place and campus for current and future residents, incorporating native landscaping and water-efficient systems and establishing metrics for additional sustainability targets.

3.3 Economic Growth. Generate local economic growth as evidenced by measurable sales tax growth and job creation targets to be defined in the project’s success criteria.

3.4 Authentic Community Identity. Foster an authentic Pflugerville identity by prioritizing local and regional businesses over chains in retail and partnership strategies.

3.5 Regional Destination and Quality of Life. Create a destination for surrounding areas by designing signature experiences and programming that elevate quality of life and leverage proximity to Lake Pflugerville.

Section 4. Objectives. The City Council adopts and affirms the following objectives for Project Nexus:

4.1 Program Validation and Phasing. Validate each program element through market analysis and align land uses and amenities with stakeholder priorities, and pursue a collaborative, phased development approach informed by a Vision & Development Strategy, Procurement Strategy & Implementation Plan, and fiscally responsible Financial Model.

4.2 Sustainability and Infrastructure. Incorporate native plants and water-efficient systems to minimize infrastructure strain, and establish project sustainability metrics and integrate environmentally sustainable practices consistent with long-term community-serving development.

4.3 Economic Metrics and Success Criteria. Define quantitative success criteria for sales tax growth and job creation and incorporate them into project performance tracking, and develop a

financial model to evaluate delivery options and maximize community benefit through public-private partnerships and creative financing strategies.

4.4 Authentic Partnerships and Programming. Prioritize local and regional business participation and assess the efficacy of educational or institutional anchors that align with community identity and needs, and design programming that reflects community demographics and supports third places for gathering, meeting, and events.

4.5 Connectivity, Walkability, and Lake Integration. Plan pathways and connectivity consistent with a walkable “10-minute city” concept and ensure safe, accessible connections through and around the site, and leverage proximity to Lake Pflugerville with respectful environmental integration and coordinated access improvements.

4.6 Stakeholder Engagement and Governance. Implement a comprehensive stakeholder engagement strategy using community events, online meetings, steering committees, and targeted education about City objectives and project benefits, and coordinate ongoing reporting and milestone presentations to the PCDC Board and City Council at key phases.

Section 5. Actions and Direction. The City Council directs the following actions:

5.1 Coordination with PCDC. City staff is directed to coordinate with the PCDC to advance the Vision & Development Strategy, Procurement Strategy & Implementation Plan, Financial Model, and Comprehensive Stakeholder Engagement Summary according to the project workplan and milestone schedule. Additionally, both City staff and the PCDC shall provide regular updates consistent with the approved communication plan, including milestone presentations to the City Council and PCDC Board for approvals per each phase of the project or as needed.

5.2 Success Criteria and Metrics. City staff, in collaboration with PCDC and consultants, shall prepare draft success criteria and measurable targets for economic, social, and sustainability outcomes for City Council consideration as necessary.

5.3 Risk Management. City staff and the PCDC shall identify funding options, address market risks, and evaluate prospective educational or institutional partners, bringing recommendations to City Council for consideration as part of each implementation phase.

Section 6: Effective Date. This Resolution shall become effective immediately upon the passage hereof.

PASSED AND APPROVED this ____ day of _____ 2026.

By: _____
Doug Weiss, Mayor

ATTEST:

Trista Evans, City Secretary

APPROVED AS TO FORM:

Mike Hayes, City Attorney