

Pflugerville Old Town Park

2025 Master Plan

Executive Summary



ACKNOWLEDGMENTS

We would like to thank the many citizens, staff and community groups who provided extensive input for the development of the Old Town Park Master Plan. This community's efforts will continue to ensure the success of Old Town Park and Pflugerville.

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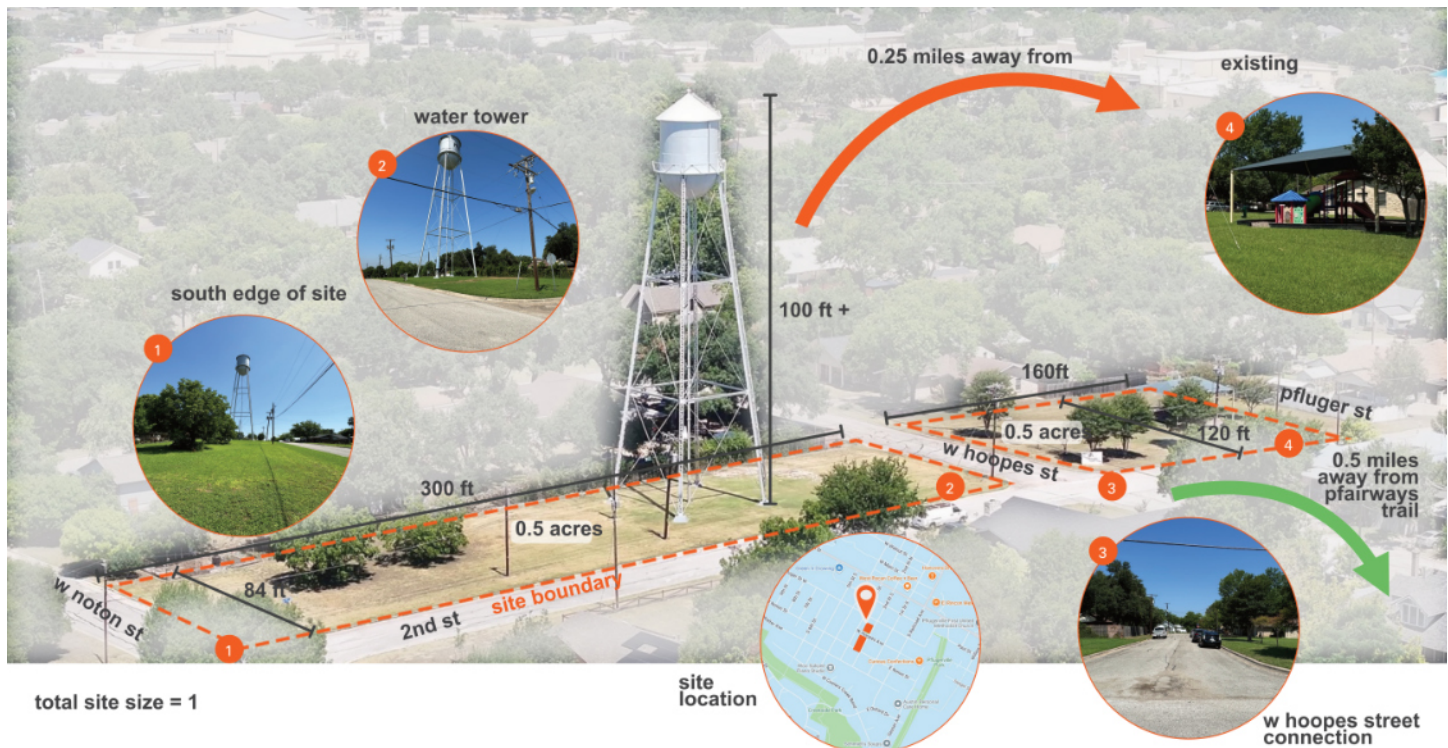
Design Team



Chapter One - Executive Summary

1.1 Introduction

Pflugerville Parks and Recreation have been proactive in providing community access and use of parks and future open space across the city. This direction and guidance originated from the goals of the 10-year Parks, Recreation & Open Space Master Plan and continues to embrace Pflugerville as one of the best places to live in Texas. The Old Town Park Master plan continues to build upon goals by recognizing the park as a crucial piece to the park system. It is iconic given its historical ties to Old Town Pflugerville and the historic water tower that can be seen for miles, as well as the potential connections this small yet important piece of land can have to the surrounding neighborhood, the trail network and the new recreation center and redevelopment in downtown Pflugerville.



1.2 Master Plan Mission, Vision, and Goals

Mission Statement:

To create a master plan vision for transforming Old Town Park into a vibrant and inclusive park that pays homage to the original City Center while connecting to diverse residents and visitors.

We aim to create a master plan for a unique, creative, and dynamic environment that goes beyond traditional park designs and provides a welcoming space for people of all ages.

The Master Plan team, comprised of the Executive Steering Committee, Pflugerville staff, and consultants worked with Old Town Park's existing elements as part of this re-visioning exercise, which with the existing elements of Old Town Park as part of this re-visioning exercise, which could lead to very different outcomes.

Vision Statement:

Our vision is to be forward-looking to re-imagine and transform Old Town Park into a vibrant, one-of-a-kind destination that truly reflects Pflugerville's spirit, culture and history.

Old Town Park will be an innovative, one-of-a-kind designed park that will be a sanctuary for the Pflugerville community. It will celebrate its unique identity through design, art and shared experiences.

Old Town Park will be a dynamic destination where creativity and heritage merge to foster connection, pride and a strong sense of community for all Pflugerville residents.

Goals:

Create an enduring and innovative Old Town Park concept master plan

Communicate a vision of Old Town Park's transformation into a vibrant and inclusive space that pays homage to the original City Center while catering to a diverse range of residents and visitors

Reflect the unique, creative and dynamic of Pflugerville culture

Provide an environment that goes beyond traditional park designs

Chapter Two - Process

2.1 Data Collection

The team started the project with a site visit to understand the current park conditions and opportunities for success. The park is divided into two parcels separated by Hoopes Avenue. The existing water tower sits on the south side Hoopes and is located on the highest point of the two parcels. Electrical power lines run along 2nd Street and Hoopes Avenue. Four home sites share property lines that either back or side to the park parcels. The right-of-way (R.O.W.) width along 2nd Street is sixty feet (60') with the pavement width of thirty feet (30').

Opportunities / Constraints

- Bury the power lines in the R.O.W. to create a larger, more welcoming park experience from curb to curb.
- Utilize existing pavement along 2nd Street to provide protected parallel parking and food truck areas.
- Landscape buffers the residential properties to ensure activities and programs are separated and don't disturb the residents.
- Celebrate the water tower with art or lighting.
- Collect water at Noton and 2nd Street, the lowest spot of the site, utilizing natural topography.

2.2 Site Tours

Upon the project's start, the parks team and consultants toured the Austin region to visit comparable projects. This was to ensure alignment within the team on style, and understand the scale, look, feel and long-term goals. The tour included three projects: Kingsbury Commons, Alliance Children's Garden, and Skyline Park at Easton Park. The parks offer a variety of programs, layouts and models of landscape language. The team was inspired by the overall nature, aesthetic and beauty of Kingsbury Commons, where program areas are nestled in nature and have an artful take on what they provide.

2.3 Community Engagement

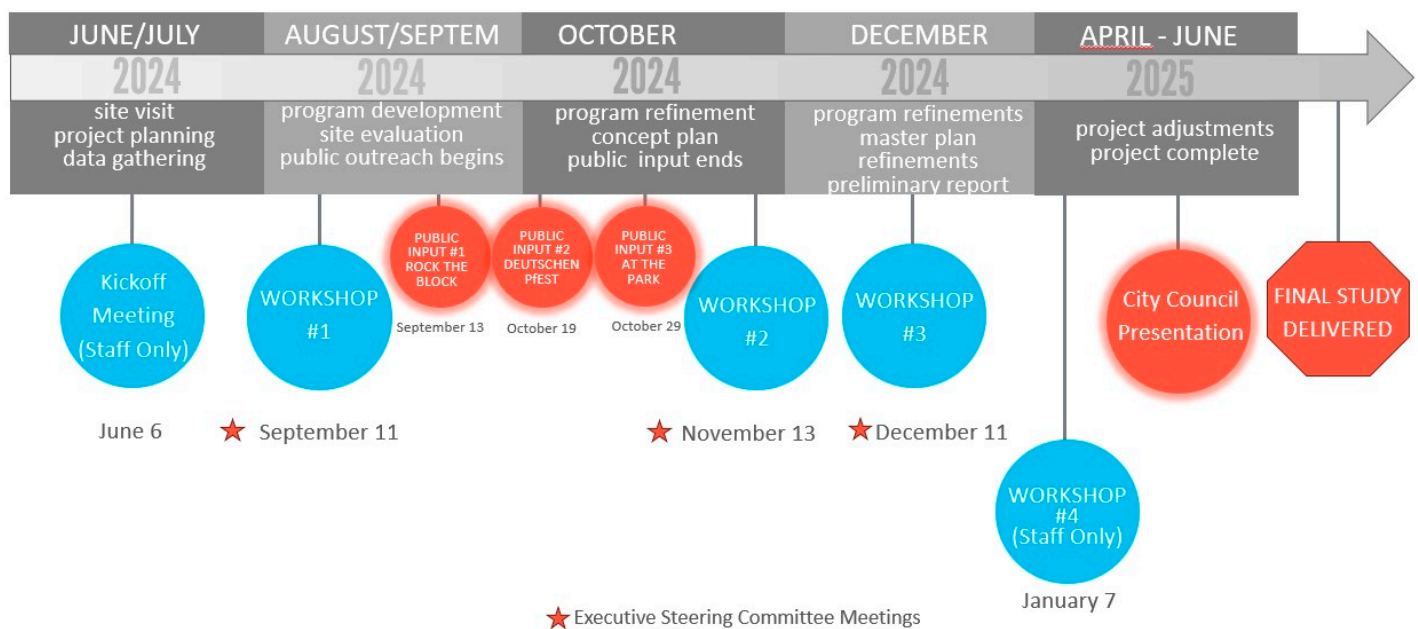
The Master Plan team took several approaches to community engagement, as described in Section 3.1. The timeline for integration was approximately three-months, and included in-person community engagement and an online survey.

2.4 Master Plan Options

After the conclusion of the community engagement and opportunities and constraints exercise, the design team met with the Executive Steering Committee and city staff in a workshop setting to present three concept plans with different program and design elements intended to facilitate a discussion on program location, size and adjacency. The workshop group had a great dialogue and ultimately landed on Concept B: Bridge the Gap, which included an elevated walkway linking the left and right sides of the park with the closure of Hoopes Street for full connection. See the appendix for three master plan concepts.

2.5 Final Master Plan

Once the programming locations were agreed upon, a substantial plan started to develop. The consulting team took the feedback and realized the park's final form and function. Coupled with the final story, graphics, and perspectives, the team once again engaged with the Master Plan Team to ensure full engagement and that all voices were heard during the presentation.



*** Design Process Schedule**

Chapter Three - The Plan

3.1 Results of Community Engagement

There were several touch points to the community – including Rock the Block, Deutschen Pfest, snow-cones at Old Town Park and an online survey. The team not only wanted to engage with the citizens at-large, but also ensured the voices of the neighborhood adjacent to the park were understood. With over 1,200 touch points, below are the highlighted observations from the conversations and data collection process.

- When asking the community to dream big and determine what spaces the park needs the following four items stood out from the others:
 - Places to gather - 11%
 - Play elements - 11%
 - Places that cool - 10%
 - Trail connections - 9%
- Hoopes Street currently bisects the two park spaces which not only creates physical separation but could create a dangerous play zone for traffic. The community ranked options to create a safer streetscape:
 - Enhance the pedestrian connection – 38%
 - Limit Traffic – 21%
 - Enhance the streetscape – 21%
 - Slow or calm traffic – 20%
- There were four key examples of park spaces from around Texas that we asked the community to consider which park they could see Old Town Park becoming:
 - Kingsbury Commons – 34%
 - Alliance Children's Garden – 29%
 - Skyline Park at Easton Park – 26%
 - Mayor Vera Calvin Plaza – 11%



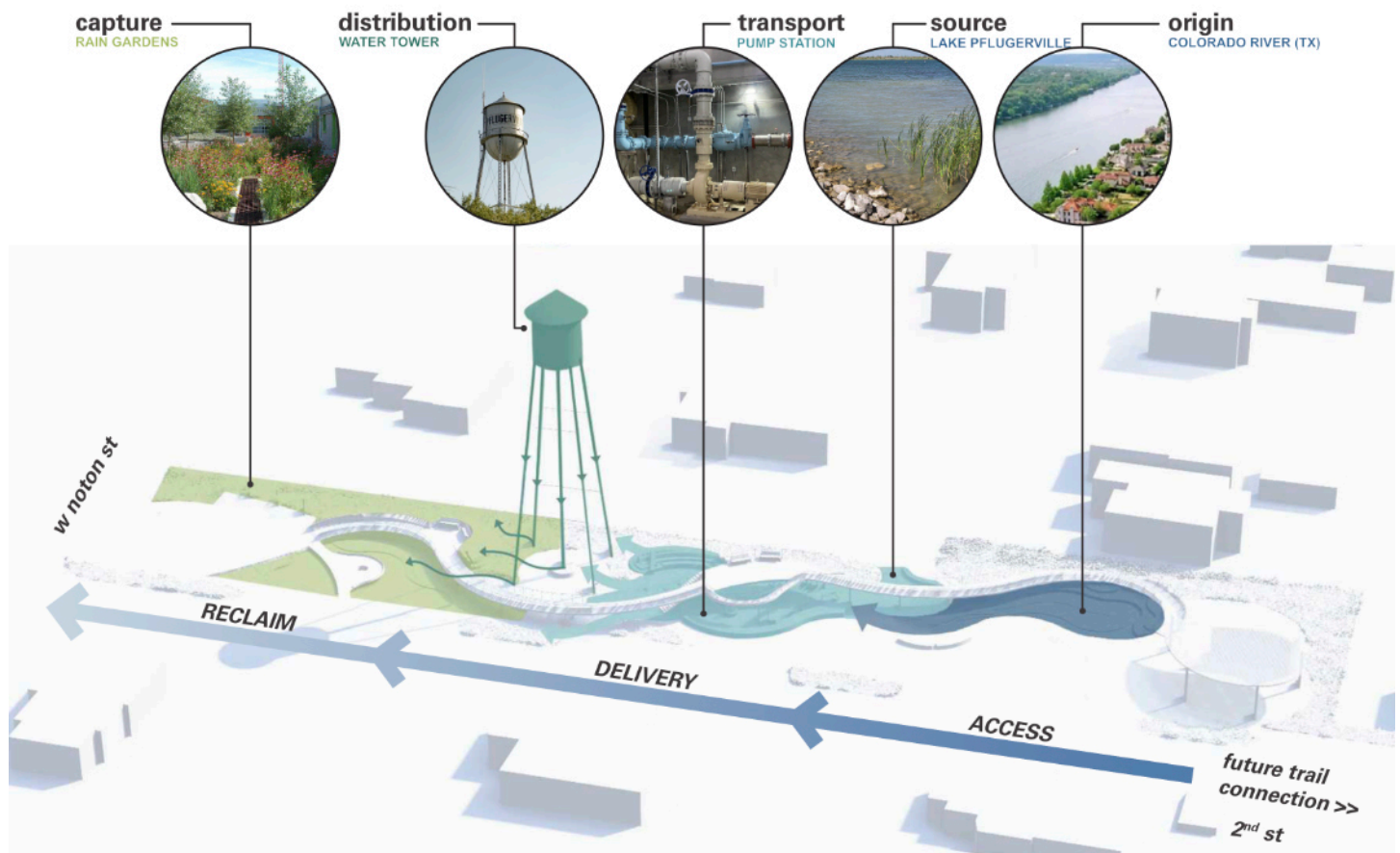
- The water tower is an iconic structure that creates a sense of place from a distance and in the current park. When asked how they would re-imagine the water tower, the community responded:
 - Building onto the Structure – 29%
 - Lighting Feature – 22%
 - Keep it the same – 22%
 - Water feature – 14%
 - Art Installation – 13%
- The last form of engagement was to do an online user survey, to gather those few people in the community who hadn't attended any of the big events. The door hangers were placed within the neighborhood, helping to ensure we received feedback from the residents who could visit this space every day:
 - 29% live within .5 miles, 44% within a mile of the park, and 87% within 5 miles
 - 17% were under 34, 47% were between 35 and 54 and 36% were over 55
 - 10% go to the park weekly, 12% monthly, 29% seasonally, 11% yearly and 37% have never been to the park



3.2 Environmental Inspiration

The team pulled ideas and inspiration from the historic connection to water. With the water tower's presence, it felt fitting to use that as a storytelling component to the park that would not only tie in user experience but also provide an educational component to the site. The site is divided into three areas to tell the Pflugerville water story, starting from the plan right:

1. Water origin and access: The water feature represents the origin point of water as the Colorado River in Texas, which is where Pflugerville sources its water
2. Delivery of water: continuing down the site, the water transitions into the source, Lake Pflugerville, and as you near the water tower, it becomes part of the transport/pump station
3. Capturing and reclaiming water to continue the cycle: This would be represented in the play area and provide theming opportunities for the play. As we transition from delivery to reclaim, the project becomes more natural. We allow the landscape to collect and recapture rain into rain gardens, completing the cycle at Noton Street.



3.3 Programming

Active to Passive Spaces

Active:

- Pavilion & Restroom
- Water feature & plaza
- Active lawn for sports or community events
- Multi-generational play area with a variety of structured and unstructured options

Passive:

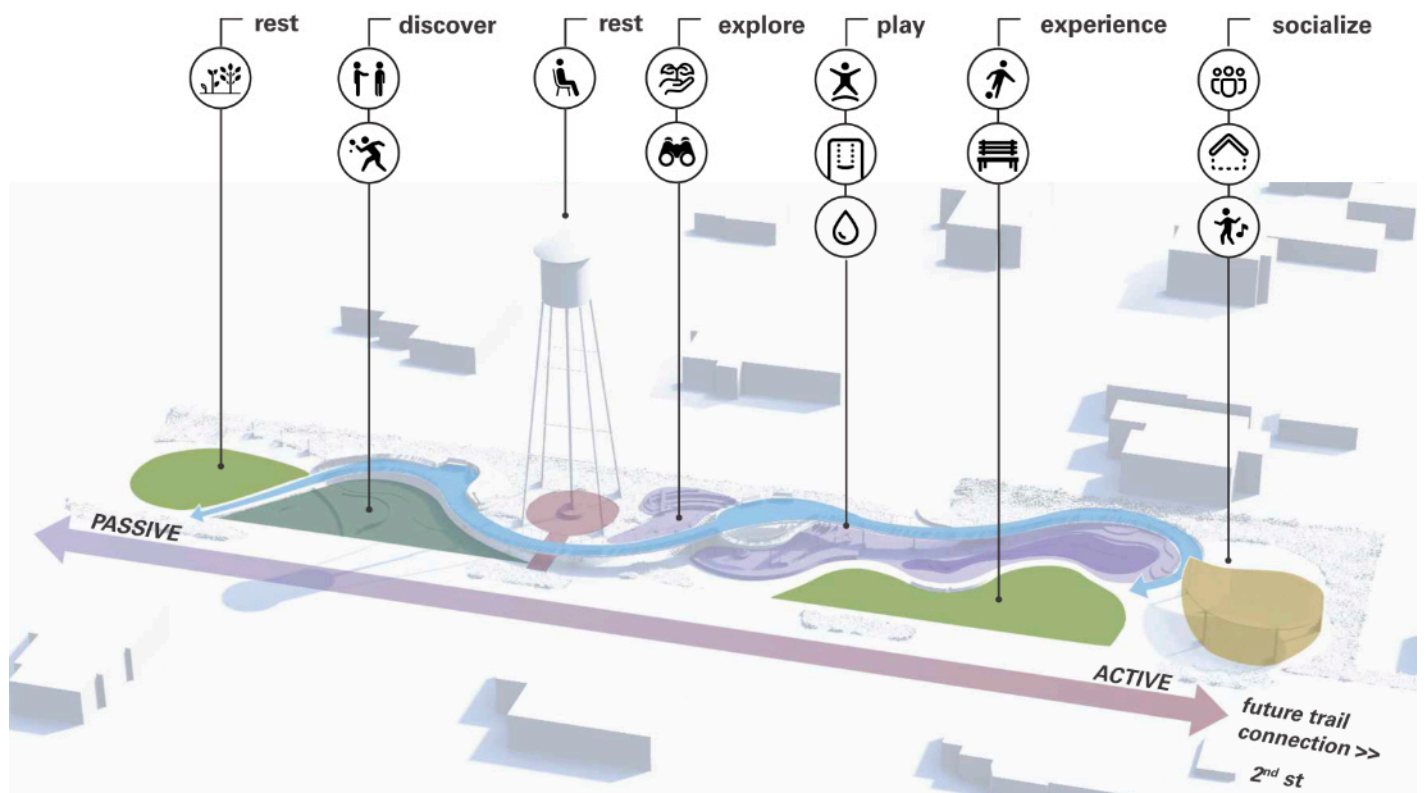
- Existing water tower with a small gathering space
- Discovery Gardens with an education node and rain gardens
- Smaller passive lawn
- Seating nooks with shade and swings for all generations

Connecting Element:

- Elevated trail transcending the park with an integrated net structure and access at several points

3.4 User Experience

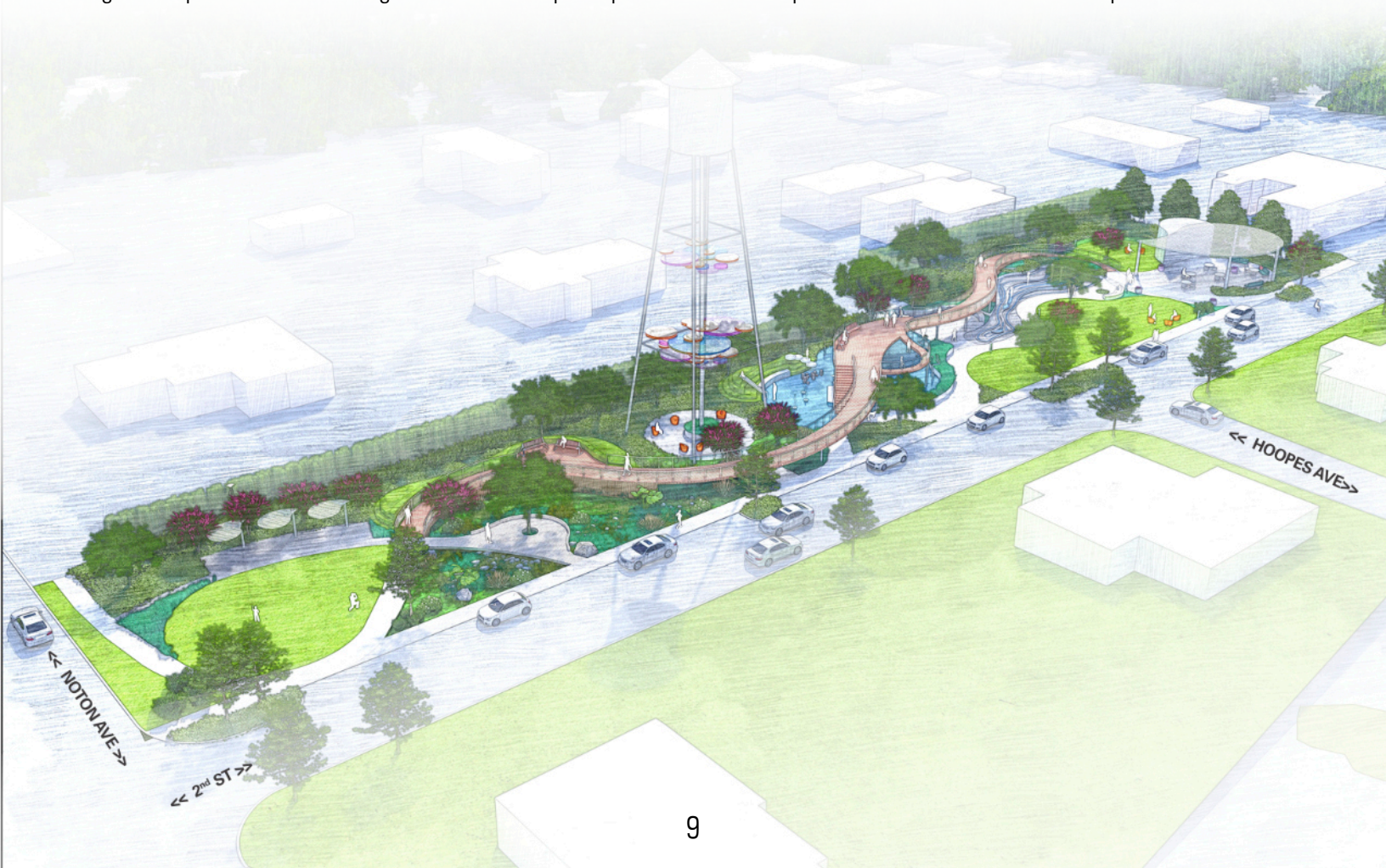
Given the linear nature of the park, it allowed the team to think about the park as a sequential experience, instead of the park serving as a singular space. The user experience varies across the site to maximize the limited park footprint, from more passive spaces on plan left to more active spaces on plan right. The active spaces allow the community to socialize in the community pavilion, experience group activities in the grand lawn, play in the water feature, engage in experiential play, and explore the elevated trail. The passive spaces allow the community to rest in private seating areas with a smaller lawn and discover in the rain gardens and a small educational node.



3.5 Recommended Master Plan

The final concept master plan of Old Town Park truly embraces Pflugerville's mission of being known as the Trail Capital of Texas, strengthening its commitment to providing residents with accessible trails and parks. The uniqueness of the elevated trail becomes an experiential component to the park, engaging with the program but leading users to all areas and linking what was once the bisected northern and southern ends of the park. The additional architectural features include modest shade structures over the private seating areas and the larger community pavilion and restroom on the right. Having those vertical elements on either end of the park allows balance and preserves the space to highlight the existing water tower. It provides space to be preserved to highlight the existing water tower, enabling it to serve as the focal point. The play and water feature welcomes all users to engage and spend time at the park, becoming the everyday park for the stay-at-home parents and the weekend go-getters. The pavilion and lawn area can host a wide array of events, such as local birthday parties, family or neighborhood reunions, or small intimate spaces after a walk around the block. Finally, the elevated trail serves as the link that launches Old Town Park into the future and bridges what was once there with where Pflugerville wants to go.

Beginning on the concept's plan right, this serves as the most active portion of the site, providing opportunities for socializing through a pavilion, restroom and seating area for both small and larger events, including seating opportunities for a moment to rest, read and hang out. A lawn is integrated by the pavilion for overflow space or a moment to kick a ball, play tag, or throw a frisbee. The water feature and play areas suggest that all users can do some form of play and provide a physical or sensory response to the park. This is in the center and the genesis of providing that lingering moment to keep people in the park longer. As we approach the water tower, we transition to the passive area of the site, suggesting this is the place to linger, take a moment to have a conversation and enjoy the history of Pflugerville. The discovery gardens and rest zones connect our users to nature by offering private seating areas and small pathways to meander. All these program areas are connected by an elevated trail that transcends over the park, allowing moments to integrate into the area's regions or pass over and through them for a unique experience and to capture the essence of the Trail Capital of Texas.



3.6 Park Concept Phasing Approach

This park concept represents the start of the design process. Following the concept plan, is the schematic design phase, which is where the concept has the opportunity to evolve and develop into a complete design for Old Town Park. Further refinement will occur as it moves into the construction document phase with input from City Council, Park and Recreation Commission, and Planning and Zoning Commission.

A phasing approach can be advantageous as funding and capital come to fruition or independently of each other. It allows flexibility in the master plan schedule to meet the city's needs.

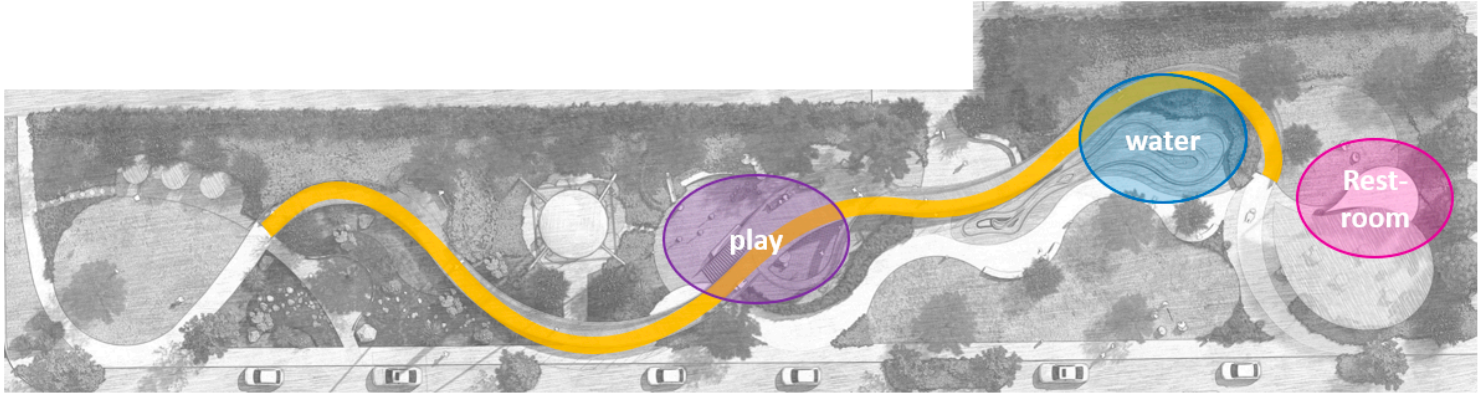
Below presents a scaffolded approach to phasing major program areas:

A_ Base Park Plan + Play

B_ Base Park Plan + Play + Elevated Trail

C_ Base Park Plan + Play + Elevated Trail + Water Feature

D_ Base Park Plan + Play + Elevated Trail + Water Feature + Restroom



*** Old Town Park Major Programs**

4.0 Summary

Many thanks to the Executive Steering Committee, citizens, neighbors and Pflugerville Staff who helped create the Old Town Park Master Plan.

On **May XX**, the Pflugerville City Council adopted the Old Town Master Plan by resolution **(insert resolution here)**.

Moving forward, the next step is to secure funding for the construction of Old Town Park. This may include a phasing plan developed alongside the City Council. Adopting a phased approach is a common way to realize capital investment over time based on available funds to ensure full build-out.

