

CITY OF PFLUGERVILLE

DOWNTOWN PFLUGERVILLE STREETSCAPE MASTER PLAN

EXECUTIVE SUMMARY



DRAFT

INTRODUCTION

The Downtown Streetscape Master Plan (Plan) provides a comprehensive overview of sidewalk and streetscape improvements throughout the Pflugerville Downtown District and provides the vision for enhancements to Downtown Pflugerville’s streetscapes that may be achieved by using cohesive design elements. The Plan describes a walkable, accessible, scenic, and cohesive urban landscape that includes expanded pedestrian spaces, sidewalks, accessibility, decorative pavement, street and pedestrian-scale lighting, landscaping, public art, furnishings, on-street and alley-loaded parking, wayfinding, gateway improvements, and innovative features that address technology and green infrastructure. The Plan includes background information, a community engagement summary, overall best management practices for streetscape design, existing streetscape inventory and analysis, recommended cross sections and improvements, cost estimates, funding sources, and potential phases for implementation. The Plan will serve as a guide for next steps, funding, and targets that future City staff, designers, and developers should follow when developing plans for each phase of implementation.

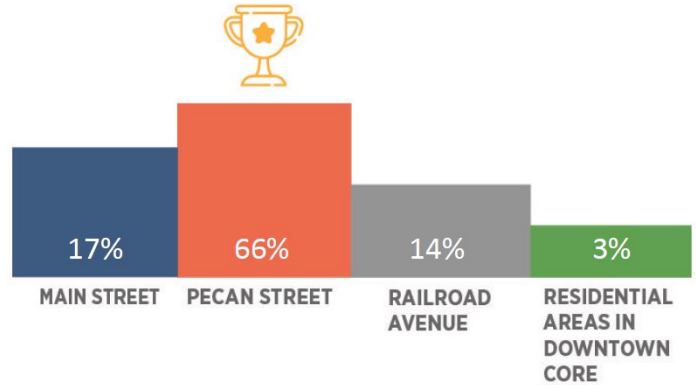
This Plan is a high-level flexible plan for how the streets, sidewalks, parking, and furnishings should be improved and constructed within Downtown Pflugerville. The recommendations in the Plan are built upon an analysis of existing conditions, best management practices, and an understanding of previous and ongoing studies and initiatives. In particular, the following studies influenced the development of this Plan:

- Transportation Master Plan
- 2022 Downtown Action Plan
- Downtown Parking Study
- 2021 Downtown Utility Analysis: Overhead to Underground Utility Relocations
- FM 685 Corridor Study

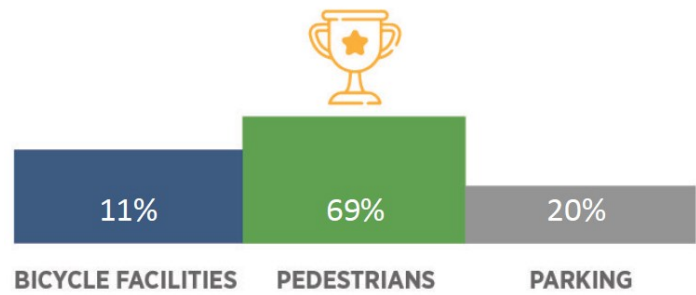
The knowledge and understanding obtained through site visits and review of studies and initiatives was further developed and refined with feedback from residents and businesses received through in-depth community engagement. Two stakeholder meetings with area business owners and residents, two open houses, one online survey, and one pop-up event fostered collaborative dialogue and ensured that the community was actively involved in the development of the Plan.

There were 179 respondents to the online survey. Sample survey results are provided below.

RANK THE FOLLOWING DOWNTOWN AREAS IN ORDER OF IMPORTANCE FOR STREETScape IMPROVEMENTS, WITH 1 BEING MOST IMPORTANT, AND 4 BEING LEAST IMPORTANT



RANK THE FOLLOWING ACCOMMODATIONS IN ORDER OF IMPORTANCE FOR RAILROAD AVENUE IN DOWNTOWN PFLUGERVILLE, WITH 1 BEING MOST IMPORTANT, AND 3 BEING LEAST IMPORTANT



This Plan provides analyses and recommendations for over three miles of improvements organized into five primary divisions:

- Pecan Street
- Main Street
- Railroad Avenue
- Context-Sensitive Streets
- Alleys

PECAN STREET



The Plan analyzes and makes recommendations for improvements to approximately one mile of Pecan Street between 10th Street/Meadow Lane and the bridge over Gilleland Creek. Pecan Street is divided into four sections due to its varying conditions.

There are three primary challenges for Pecan Street:

- **Challenge 1 – Pecan Street carries a high volume of traffic.** Pecan Street connects Interstate 35 to State Highway 130, and is the primary east/west corridor in the Downtown Core.
- **Challenge 2 – Pecan Street, also known as FM 1825, is in Texas Department of Transportation (TxDOT) right-of-way (R-O-W).** TxDOT has the final authority to accept or reject design of facilities within its R-O-W. As such, any improvements must meet TxDOT's Roadway Design Manual (RDM).
- **Challenge 3 – Pecan Street has limited R-O-W.** The existing Pecan Street R-O-W varies between 60 and 120 feet in width. Between 5th Street and Railroad, the R-O-W is only 60 feet in width. In some cases, older buildings are located directly adjacent to the R-O-W, therefore acquisition of additional R-O-W in certain areas would be more challenging due to physical constraints.

Summary of Pecan Street Recommendations:

- Improvements include a combination of 80', 100', and 120' wide street cross sections based on location;
- Reduce vehicular travel lane widths;
- Acquire additional right-of-way between 5th Street and Robbins Street along Pecan Street to accommodate landscaping and a more pedestrian-friendly environment;
- Install street trees and landscaping;
- Provide shared-use paths on both sides of the road;
- If required, provide decorative, traffic-rated pedestrian barriers only when shared-use paths are directly adjacent to curbs;
- Install decorative pavement in the intersection of Pecan Street and Railroad Avenue;
- Expand pedestrian spaces at the intersection of Pecan Street and Railroad Avenue;
- Install pedestrian-scale lighting every 50'-100';
- Install vehicle-scale street lighting at intersections and pedestrian crossings;
- Remove excessive driveways to Pecan Street;
- Explore opportunities for pedestrian islands along Pecan Street within the median (e.g., mid-block crossings); and
- Relocate overhead utility lines underground in conjunction with streetscape improvements.

PECAN STREET

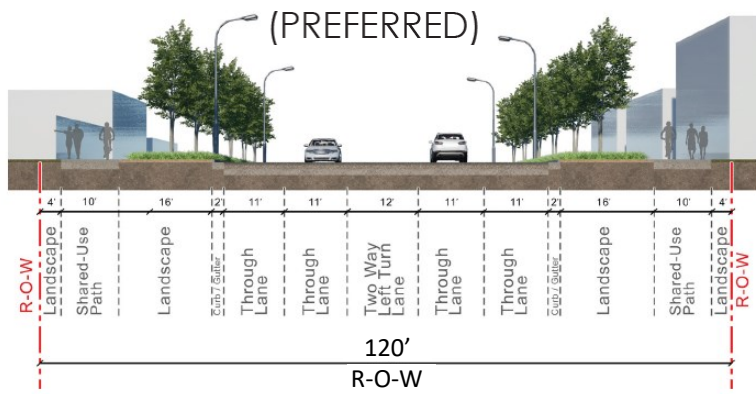
1

PECAN STREET SECTION ONE

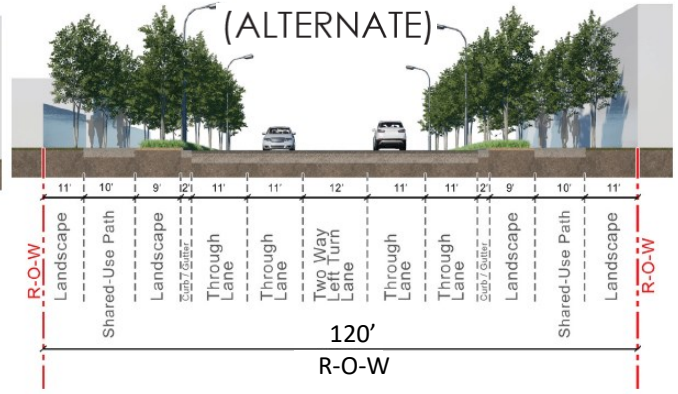
Existing 120' right-of-way.

No additional right-of-way required within the 120' section.

Extends from 10th Street/Meadow Lane to 5th street.



Pecan Street Section One - Alternative A



Pecan Street Section One - Alternative B

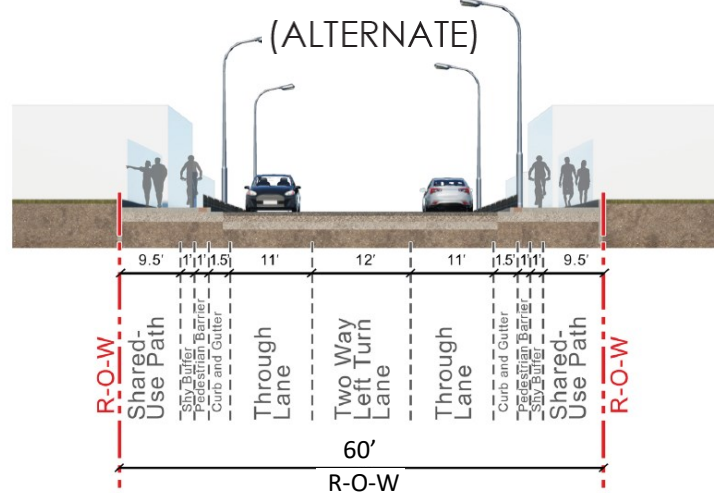
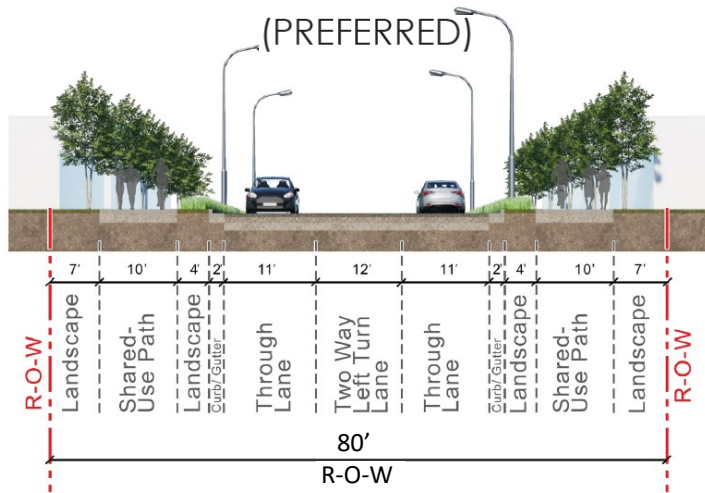
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PECAN STREET SECTION TWO

Existing 60' right-of-way.

Proposed 80' right-of-way.

Extends from 5th Street to Railroad Avenue.



PECAN STREET SECTION TWO

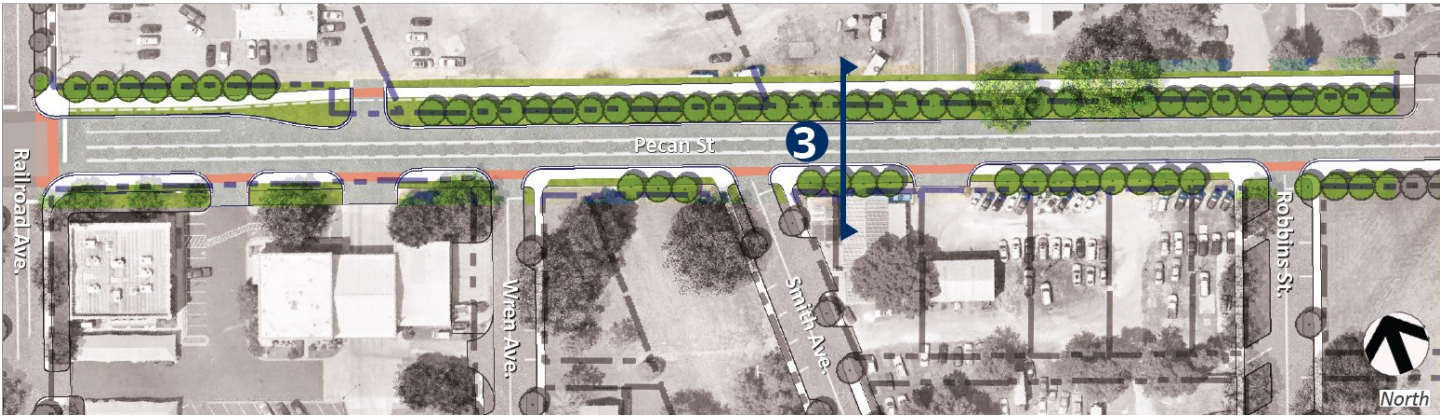
Existing 60' right-of-way.

If 80' of R-O-W unattainable due to physical constraints.

Extends from 5th Street to Railroad Avenue.

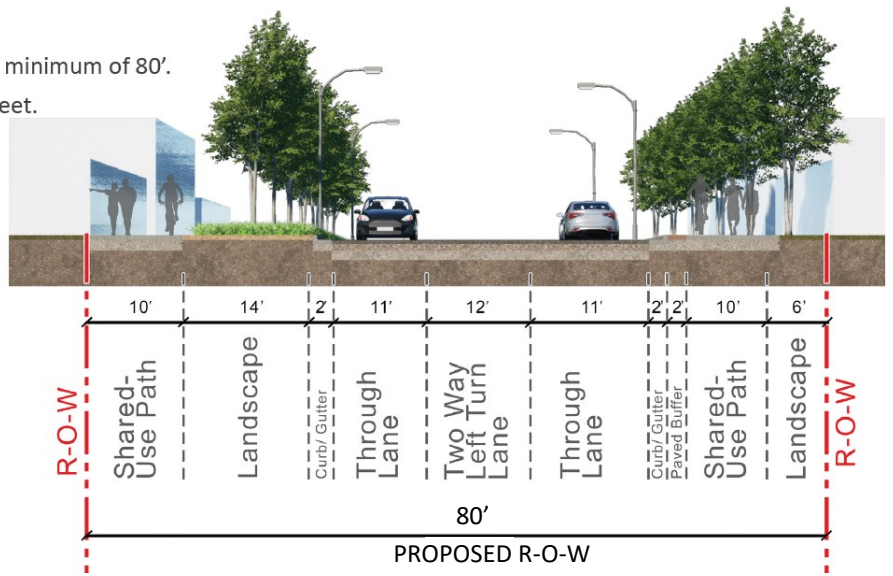


PECAN STREET



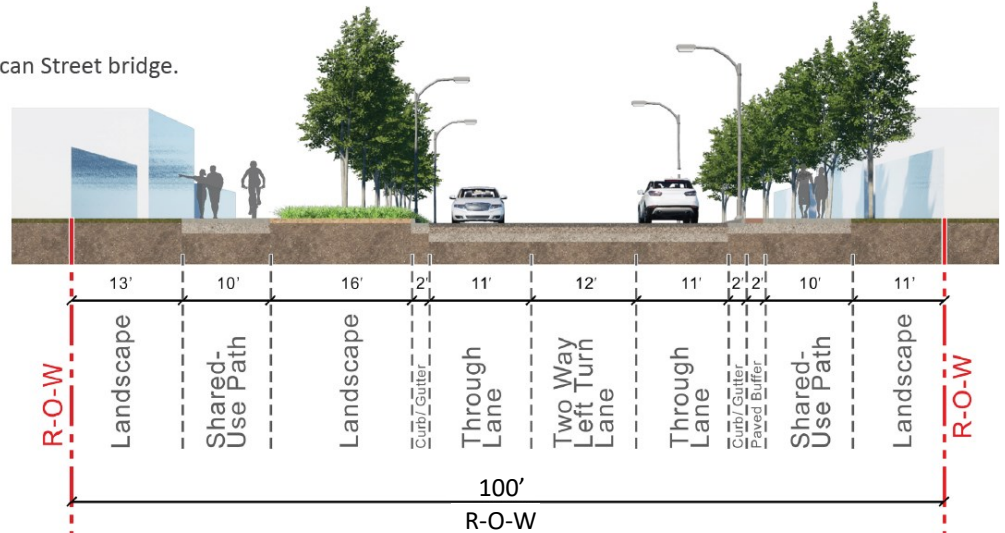
3 PECAN STREET SECTION THREE

Existing 50' to 80' right-of-way (varies).
 Acquire additional right-of-way to maintain a minimum of 80'.
 Extends from Railroad Avenue to Robbins Street.



4 PECAN STREET SECTION FOUR

Existing 100' right-of-way.
 No additional right-of-way required unless additional right-of-way is necessary to accommodate intersection improvements at FM 685/Dessau Road.
 Extends from Robbins Street to Pecan Street bridge.



PECAN STREET - OPPORTUNITY VISUALIZATION



Existing view from south corner of Pecan Street and Railroad Avenue viewing north.



Proposed view from south corner of Pecan St. and Railroad Ave. viewing north.



Existing view from east corner of Pecan St. and Railroad Ave. viewing west.



Proposed view from east corner of Pecan St. and Railroad Ave. viewing west.



Existing view near intersection of Pecan St. and Railroad Ave.



Proposed view near intersection of Pecan St. and Railroad Ave.

MAIN STREET

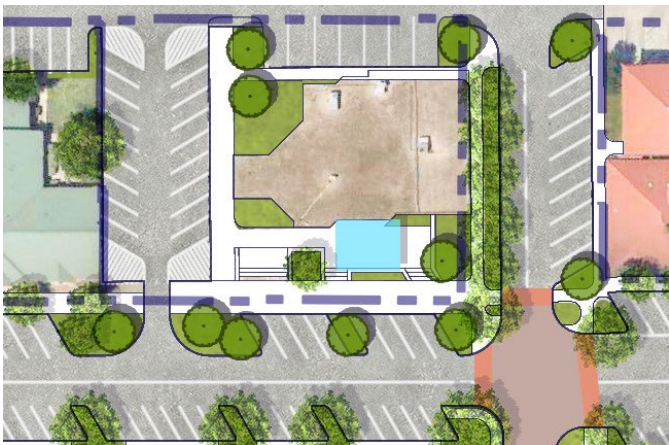


The Plan analyzes and makes recommendations for improvements to approximately 2,500 linear feet of Main St. between Railroad Ave. and 4th Street, including an approximately 1,100 linear foot extension project west through the PACE campus to connect to Pecan St. Main St. is divided into four sections due to its varying conditions.

One of the biggest opportunities for streetscaping is located at the northwest corner of Main St. and 1st St., which provides for right-of-way parking, pedestrian accessibility, better vehicular circulation, and a small plaza space at the city office site.



Existing conditions near 100 W. Main Street



Streetscape opportunities near 100 W. Main Street

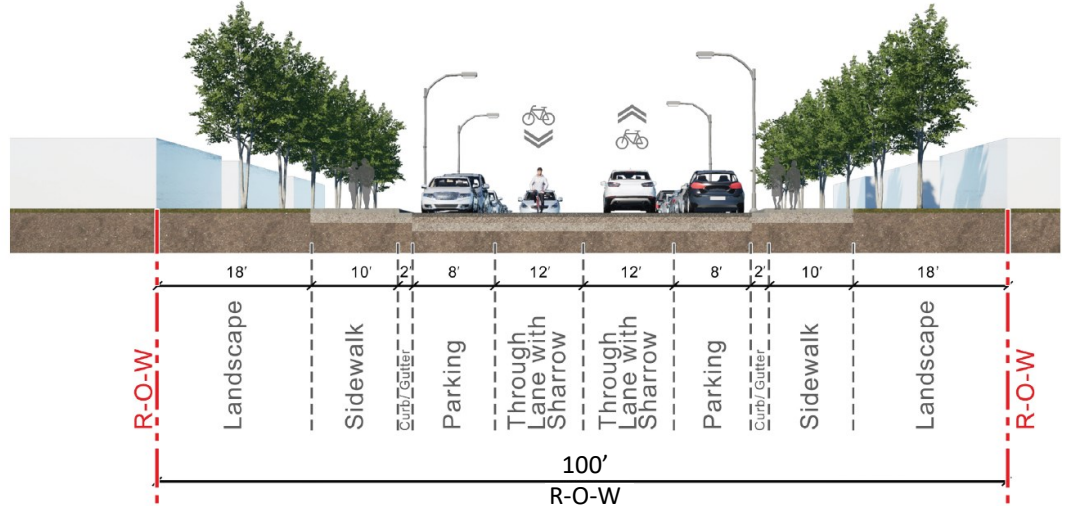
• Summary of Main Street Recommendations:

- Improvements include a combination of 48' and 100' wide street cross sections;
- Connect Main Street directly to Pecan Street;
- Extend sidewalks from Pace Campus to Railroad Avenue;
- Reduce the width of vehicular travel lanes and expand sidewalks from 1st to 3rd Street;
- Install street trees and landscaping;
- Install decorative pavement in the intersections from Railroad Ave. to 4th Street;
- Install pedestrian crossings at all intersections;
- Create a plaza space at the northwest corner of Main St. and 1st St. at the City offices building, remove the excessively wide driveway, and add on-street parking;
- Install pedestrian-scale lighting every 50'-100';
- Install street lighting at intersections and pedestrian crossings;
- Install curb bulb-outs for increased safety at intersections;
- Improve traffic control at Main Street and Railroad Avenue;
- Evaluate other locations for a loading/delivery zone (Currently, Main St. between Railroad Ave. and 1st functions as a loading zone); and
- Relocate overhead utility lines underground in conjunction with streetscape improvements.

MAIN STREET

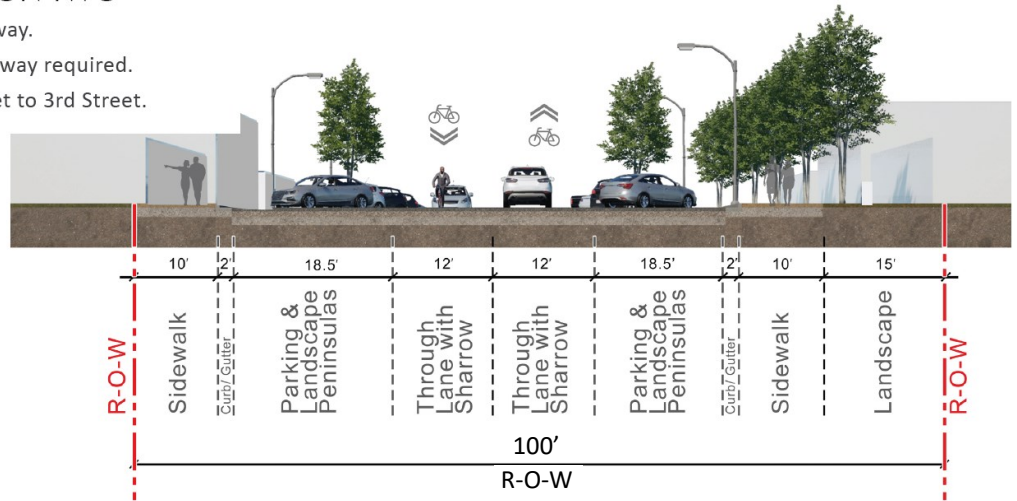
1 MAIN STREET SECTION ONE

Existing 100' right-of-way.
 No additional right-of-way required.
 Extends from the PACE campus to 3rd Street.



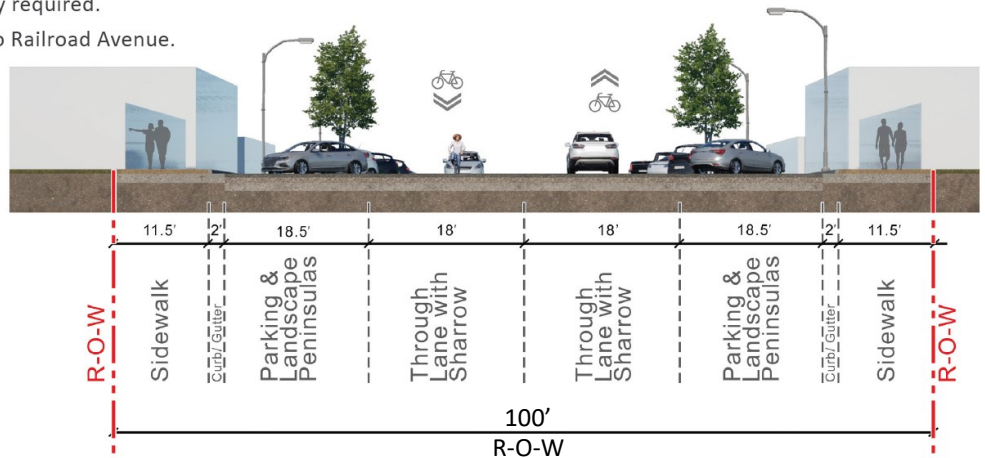
2 MAIN ST. SECTION TWO

Existing 100' right-of-way.
 No additional right-of-way required.
 Extends from 1st Street to 3rd Street.



3 MAIN ST. SECTION THREE

Existing 100' right-of-way.
 No additional right-of-way required.
 Extends from 1st Street to Railroad Avenue.



MAIN STREET - OPPORTUNITY VISUALIZATION



Existing view from southeast corner of Main Street and 1st Street, viewing northwest.



Proposed view from southeast corner of Main Street and 1st Street, viewing northwest.



Existing view from southeast entrance of the City office.



Proposed view from southeast entrance of the City office.



Existing view from northeast corner of Main Street and Railroad Avenue.



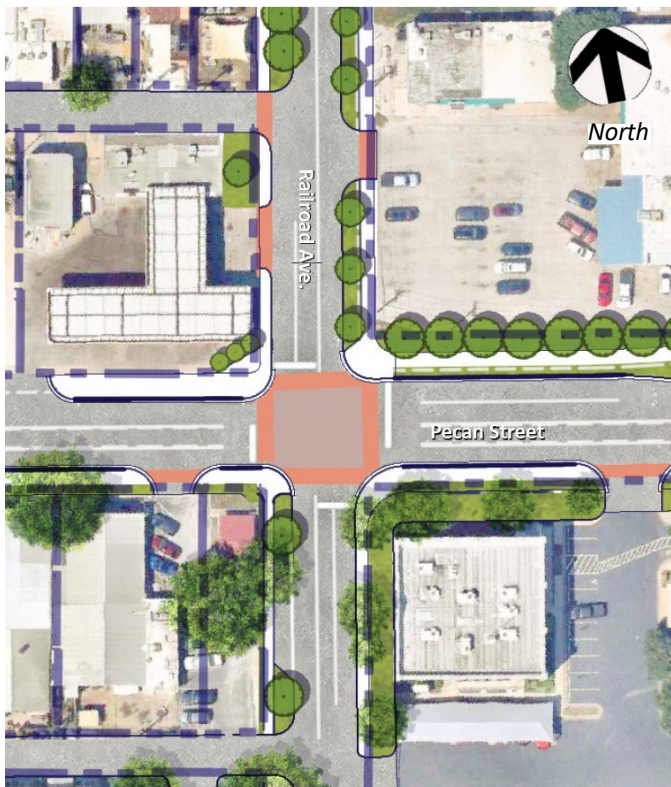
Proposed view from northeast corner of Main Street and Railroad Avenue.

RAILROAD AVENUE



The Plan analyzes and makes recommendations for improvements to approximately 2,000 linear feet of Railroad Avenue between Gilleland Creek and Hall Street. Railroad Avenue is divided into three sections due to its varying conditions.

The intersection at Pecan Street and Railroad Avenue is the busiest intersection within the Downtown District and is the only intersection with a traffic light in the Downtown Core. The plan enlargement shown here illustrates potential improvements for the intersection to allow for higher visibility and awareness for both vehicles and pedestrians.



Proposed intersection improvements at Pecan Street and Railroad Avenue.

Summary of Railroad Avenue Recommendations:

- Improvements include a combination of 64', 65' and 76' wide street cross sections based on location;
- Extend and expand sidewalks to create 10' shared-use paths from Gilleland Creek to Pecan Street;
- Reduce vehicular travel lane widths to 11' and 12' per Section recommendations;
- Include traffic control at Main Street and Railroad Avenue;
- Maintain existing dedicated turn lanes at the intersection of Railroad and Pecan Street;
- Adjust street elevation at Main and Railroad for standard 6" curb and accessibility improvements;
- Provide decorative pavement at the intersections with Pecan Street and Main Street, including and highlighting pedestrian crossings;
- Expand pedestrian spaces at the intersection of Pecan Street and Railroad Avenue;
- Acquire additional right-of-way on the east side of Railroad Avenue and remove parallel parking on the west side of Railroad Avenue between Pecan Street and Main Street to create an enhanced urban streetscape on both sides of the roadway, including street furniture, street trees and an expanded pedestrian space;
- Install street trees along roadways with low-profile landscaping at intersections;
- Install pedestrian-scale lighting every 50'-100';
- Install vehicle-scale street lighting at intersections and pedestrian crossings; and
- Relocate overhead utilities underground in conjunction with streetscape improvements.

RAILROAD AVENUE

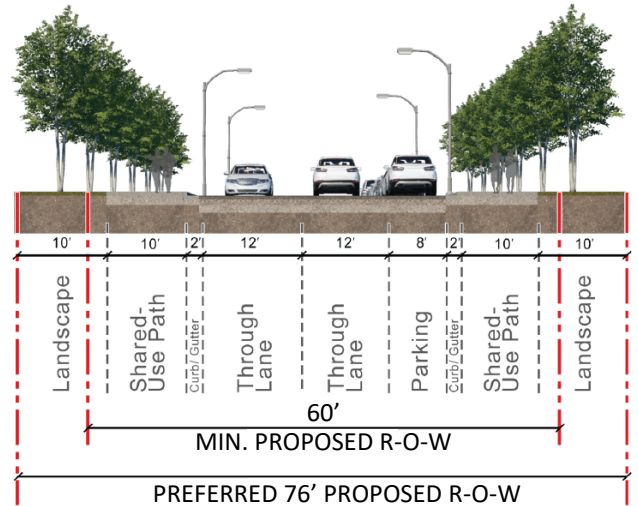
1

RAILROAD AVE. SECTION ONE

Existing 55' to 80' right-of-way (varies).

Right-of-way acquisition required to provide minimum 60' right-of-way. Additional acquisition or agreements with TxDOT may expand right-of-way to 76'.

Extends from Gilleland Creek to Main Street.



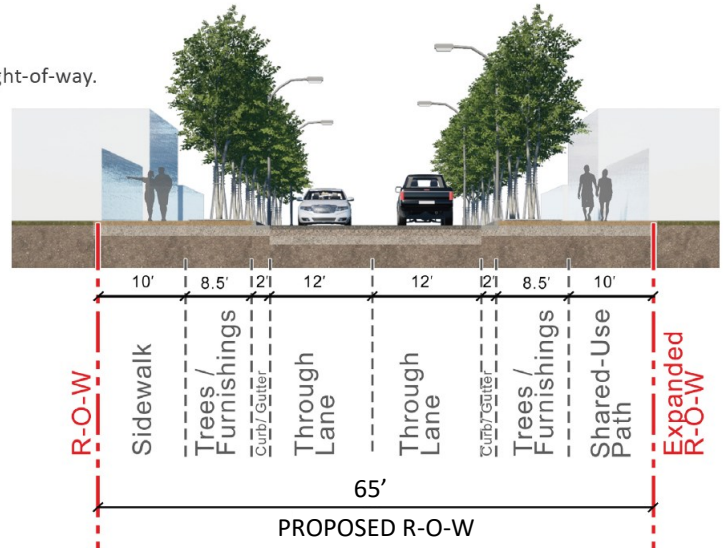
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RAILROAD AVE. SECTION TWO

Existing 55' to 60' right-of-way (varies).

Right-of-way acquisition required to provide 65' right-of-way.

Extends from Main Street to Pecan Street.



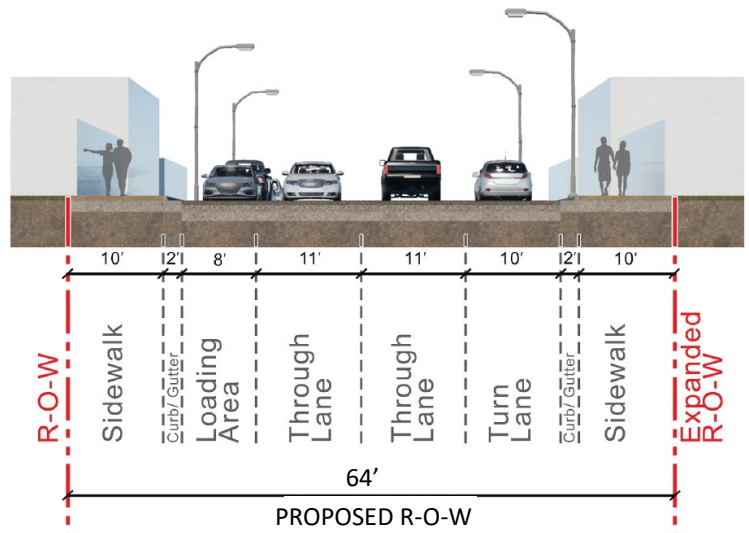
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RAILROAD AVE. SECTION THREE

Existing 55' right-of-way.

64' right-of-way required.

Extends from Pecan Street to Hall Street.



RAILROAD AVENUE - OPPORTUNITY VISUALIZATION



Existing view traveling south on Railroad Avenue, approaching Pecan Street.



Proposed view traveling south on Railroad Avenue, approaching Pecan Street.



Existing view traveling south on Railroad Avenue, passing Main Street, looking toward Pecan Avenue.



Proposed view traveling south on Railroad Avenue, passing Main Street, looking toward Pecan Avenue.



Existing view traveling south on Railroad Avenue, passing Gilleland Creek.

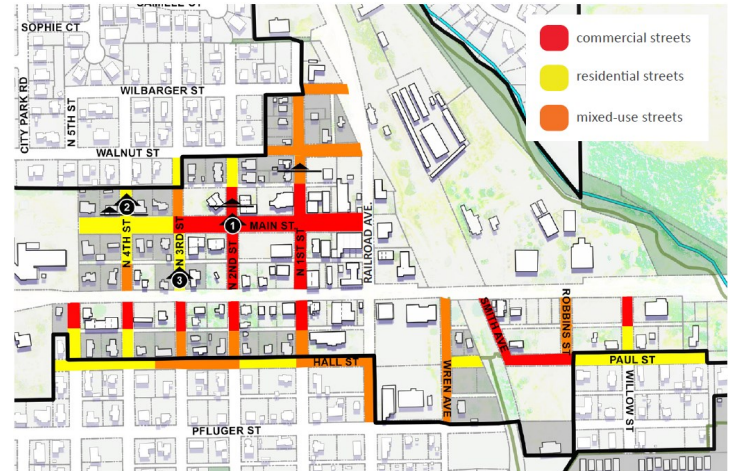


Proposed view traveling south on Railroad Avenue, passing Gilleland Creek.

CONTEXT-SENSITIVE STREETS

The remaining streets in the Downtown District are local roads with 60-foot-wide rights-of-way, referred to as Context-Sensitive Streets. These streets provide access to both residential and commercial uses and are often used as on-street parking. The arrangement of land uses are different from block to block; therefore, there is not a one-size-fits-all solution. Because of these varying scenarios, “context-sensitive” solutions are recommended in which the streetscape design is based on existing land use and parking needs to ensure the character within the different areas of Downtown is maintained.

All Context-Sensitive streets will have 12-foot-wide vehicle lanes in each direction with adjacent parking. Residential land uses will have parallel parking fronting the lot, while commercial land uses will have angled parking fronting the lot to allow parking for more vehicles. Residential land uses would also receive a 6-foot-wide sidewalk fronting the lot, while commercial land uses would receive a 10-foot-wide sidewalk separated from the curb by a 5-foot-wide landscape area. If existing structures prevent the provision of a 10-foot-wide sidewalk separated from the curb by a 5-foot-wide landscape area, this may be reduced to 6 feet.



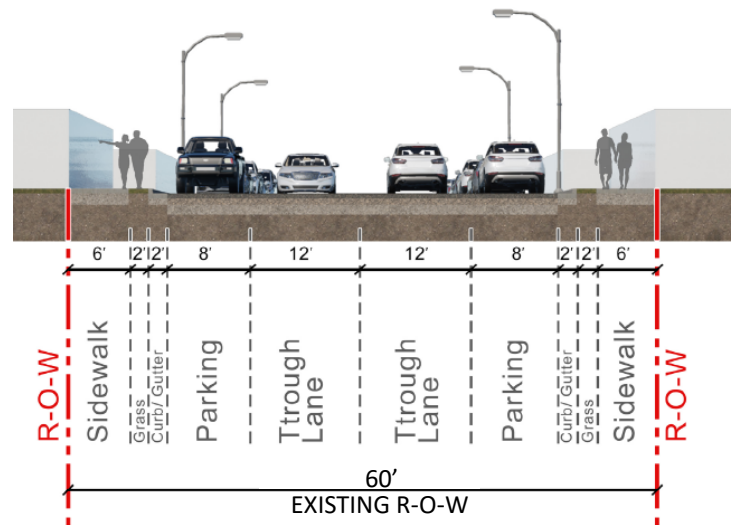
Map showing a mixture of commercial and residential uses along segments of streets requiring context-sensitive solutions.

RESIDENTIAL SECTION

Existing 60' right-of-way.

No additional right-of-way required.

Does not apply to Main Street.

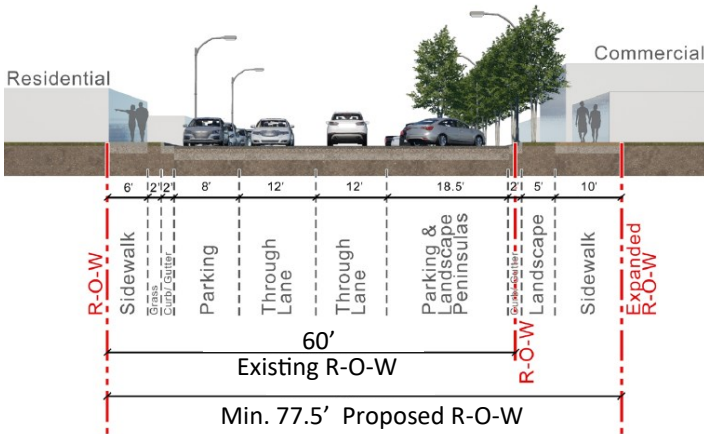


Summary of Context-Sensitive Streets Recommendations:

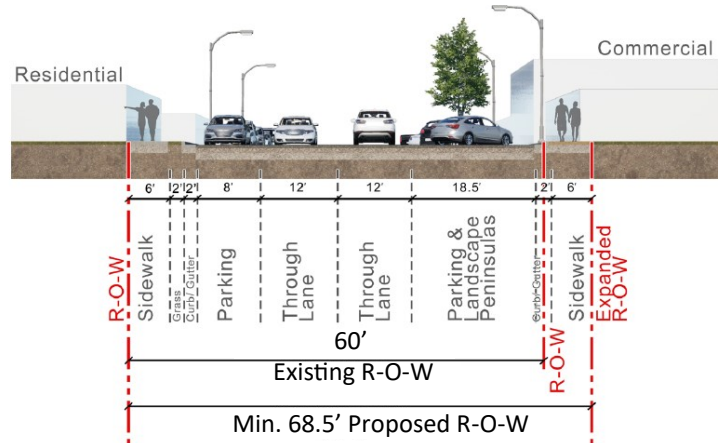
- Provide designated on-street parking, as needed;
- Provide sidewalks on both sides of streets; and
- Consider relocating overhead utility lines in conjunction with streetscape, paving, parking, and water and wastewater utility improvements.

CONTEXT-SENSITIVE STREETS

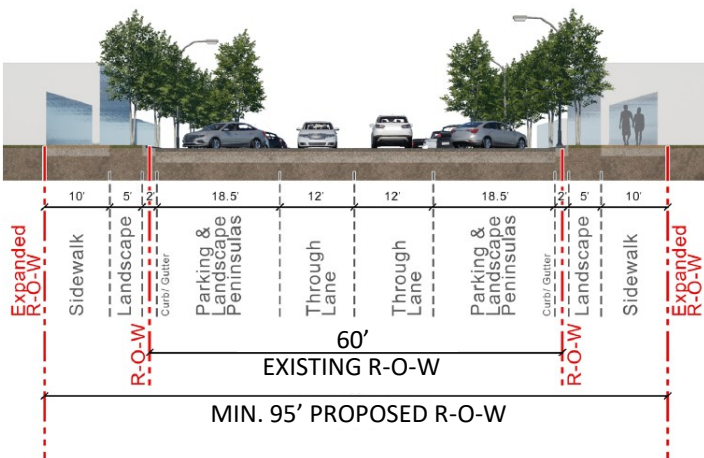
MIXED-USE SECTION (PREFERRED)



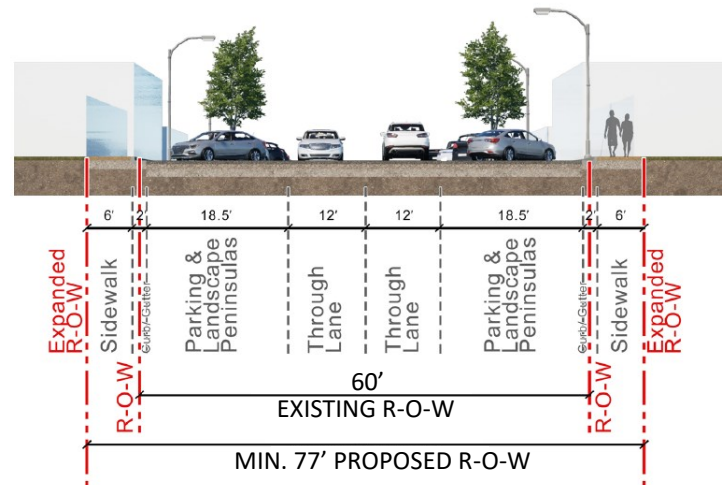
MIXED-USE SECTION (ALTERNATE)



COMMERCIAL SECTION (PREFERRED)



COMMERCIAL SECTION (ALTERNATE)



ALLEYS

Alleys in Downtown are multi-functional, serving as a place for trash cans and dumpsters but also parking for many businesses. It is recommended alleys be maintained for their intended purpose; however, opportunities to enhance and activate alleys such as murals, accent lighting, landscaping, pedestrian pathways, and other features catering to pedestrians should be explored. Private development that encourages activation of alleys through design and enhanced pedestrian areas should be promoted.

For residential streets, the alley contains utilities and, in some cases, driveway access for residences. These alleys should be paved to the full 20-foot right-of-way width, to cohesively connect with the rest of the Downtown Core.

For business owners, the alley is utilized for dumpsters, access to on-site parking, and overflow parking. In some cases, parking occurs along alleys in unmarked or improved areas. In these situations, it is critical that the alley is paved and maintained for parking access. All parking within the alley should be 90-degree head-in with a 21' depth to allow for maneuverability. Right-of-way acquisition along the alleys may be explored to provide for more public parking in the Downtown Core, as shown in the optional cross sections.



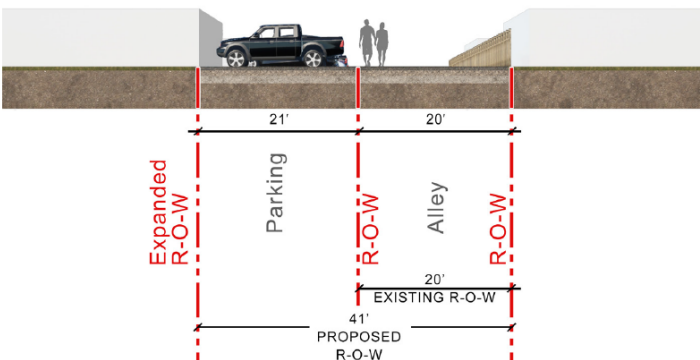
Alley north of Main Street near City Hall

ALLEY OPTION 1

Existing 20' right-of-way.

41' right-of-way required.

Provides parking behind businesses.

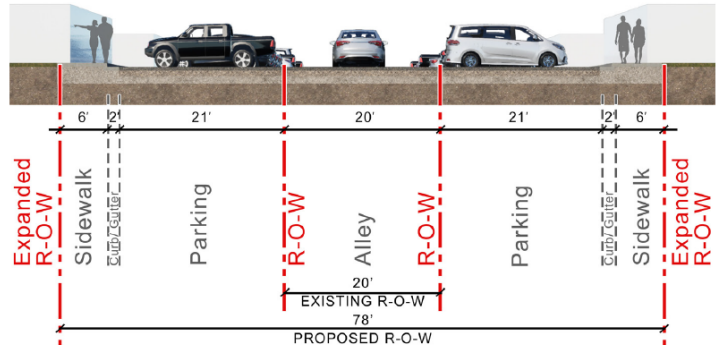


ALLEY OPTION 2

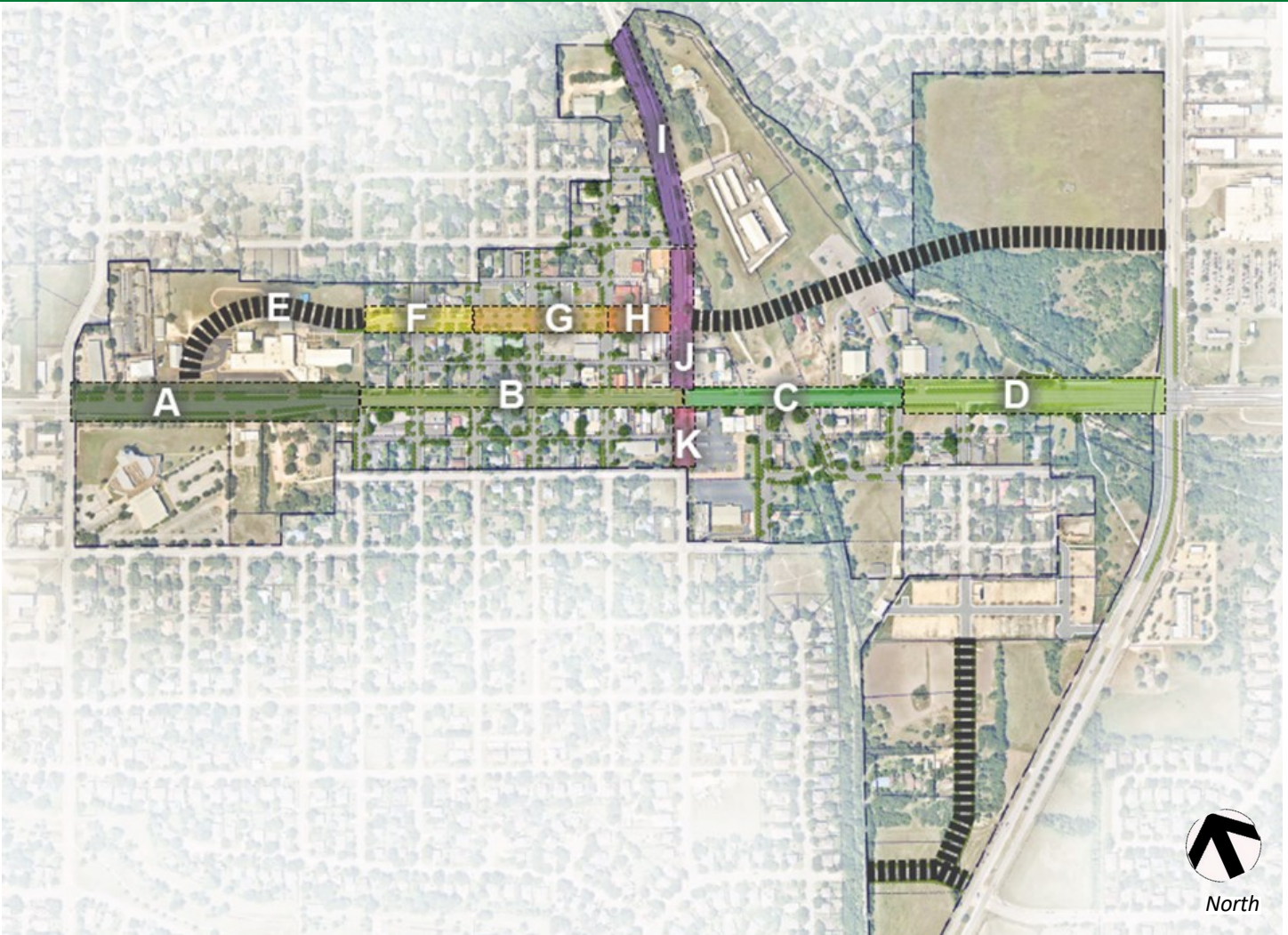
Existing 20' right-of-way.

78' right-of-way required.

Provides parking, curbs and gutters, and sidewalks behind businesses.



PROJECT SECTIONS



The table below summarizes the project section options along with anticipated high-level cost estimates. Please note that this list does not reflect a priority ranking of projects. Project sections are generally based on project segments identified within the Downtown Utility Analysis: Overhead to Underground Utility Relocations and may be paired for economy of scale. Costs shown are in 2024 dollars and are an order of magnitude, pre-design level. Construction contingency

and soft costs are included. All costs are prior to specific site assessments, surveys, and detailed investigations, and any design will require more detailed evaluations to determine specific costs for each specific section. Project costs do not include right-of-way acquisition, storm sewer improvements, relocation of overhead utilities underground, or street reconstruction if needed to address drainage improvements.

Project ID (Letters on Map)	Project Name	Description	Project Costs*
A	Pecan 120' (Section 1)	10th St. to 5th St.	\$3.1 million
B	Pecan 80' (Section 2)	5th St. to Railroad Ave.	\$4.2 million
C	Pecan 80' (Section 3)	Railroad Ave. to Robbins St.	\$2.1 million
D	Pecan 100' (Section 4)	Robbins St. to FM 685/Dessau Rd.	\$1.6 million
E	Main 48'	Pecan St. to western extent of Main St.	\$5.9 million
F	Main 100' (Section 1)	PACE Campus to 3rd St.	\$1.2 million

Project ID (Letters on Map)	Project Name	Description	Project Costs*
G	Main 100' (Section 2)	3rd St to 1st St.	\$2.8 million
H	Main 100' (Section 3)	1st St. to Railroad Ave.	\$2.9 million
I	Railroad 76' (Section 1)	Gilleland Creek to Main St.	\$3.9 million
J	Railroad 65' (Section 2)	Main St. to Pecan St.	\$700 thousand
K	Railroad 64' (Section 3)	Pecan St. to Hall St.	\$765 thousand