



CHAPTER 

**HEALTHY COMMUNITIES
& NEIGHBORHOOD
VITALITY**

INTRODUCTION

Neighborhoods are the foundation of any city, and that thriving and safe neighborhoods are essential to a city’s health. Pflugerville has many vibrant and active neighborhoods that offer safe places for residents and their families. Maintaining healthy neighborhoods takes work and active involvement by residents. Key attributes of thriving neighborhoods include basic safety and security, freedom of movement, good property maintenance, a wide range of quality housing choices, parks and other common spaces for people of all ages. Easy access to schools, community resources, and economic opportunities are also key attributes for healthy neighborhoods. These and other variables help to create the most qualitative, but most important feature of great neighborhoods—a sense of identification and community spirit, where people know and care about their neighbors. Healthy neighborhoods make life in the city better, and the ingredients that create healthy neighborhoods are the livability principles that inform our community’s goals and recommendations.

This chapter will consider the issues and establish goals and policies that will improve the vitality of existing neighborhoods throughout the city, using existing resources and assets to increase safety, quality of life, and opportunity for all residents. The following sections provide an overview of guidelines to establish the community’s character and the best strategies to maintain, preserve and enhance them.

Consistent with wellness wheels for personal growth and well-being, Pflugerville endeavors to create a healthy community, both in the built environment as well as its residents, and bring people of all backgrounds together. As previously discussed in Chapter 7 Community Facilities and Public Services, the Aspire Pflugerville 2040 wellness wheel supports the notion that individuals should have a healthy balance of these elements to achieve high quality of life. The wellness wheel expands upon the Aspire Guiding Principles and focuses on the health of the community, making this a more people- centered Comprehensive Plan.

This chapter establishes a districts-based approach to initiate steps to achieving more complete neighborhoods. The wellness wheel described above and in Figure 8.1 is a representation of what it means to create a complete and healthy neighborhood both in the built environment and personal wellness. While concepts of wellness contemplated by the wellness wheel are commonly associated with public services, geographic variability plays a significant role in the ability of individual persons to achieve the points of wellness.

These districts should serve as a framework for contemplating city services and investment in the future. For example, most district boundaries fall along major roadways that are difficult to cross for pedestrians, turning the districts into “walkability

Pods” for consideration about access to schools, parks and recreation, shopping and entertainment, and access to jobs without requiring the use of personal automobiles. These districts largely function as service area boundaries for certain park facilities. Walkability has the greatest equity linkage to all of the guiding principles as well as the eight elements of wellness shown in the Wellness Wheel, as it speaks to the most fundamental form of access.

While specific recommendations vary within the districts, every one of these districts would be appropriate for consideration of stand-alone small area plans in the future.

Figure 8.1. Aspire Pflugerville 2040 Wellness Wheel



NEIGHBORHOOD DISTRICTS

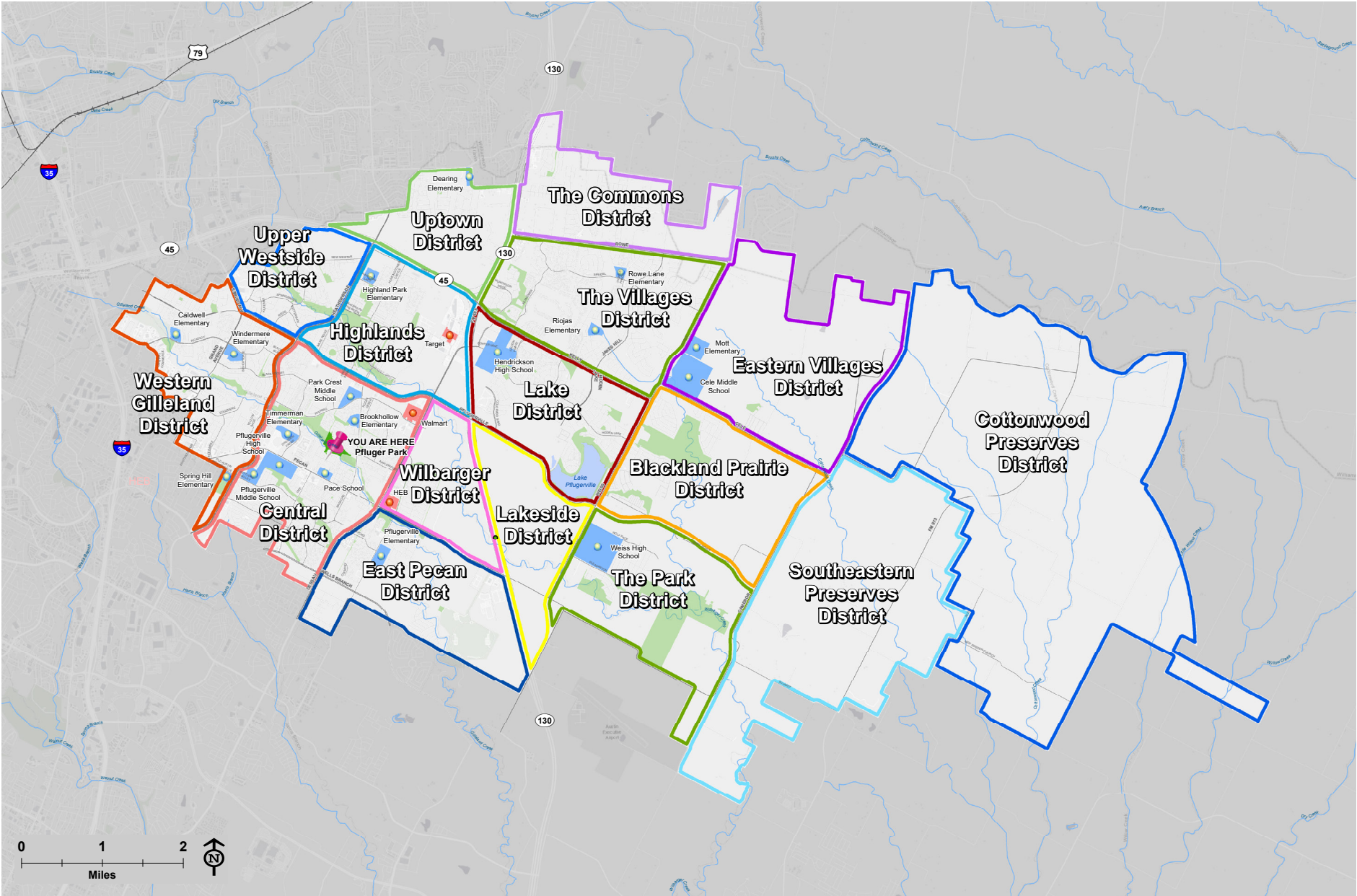
Neighborhood districts are larger areas of activity that generate distinct environments. Neighborhood districts were developed during this planning process to help identify needs and aspirations specific to different areas of the City. This approach allows the City to focus on specialized tools that will meet the needs of each district rather than applying the same tool throughout the whole City. Each neighborhood district has its own identity in the form of building standards, signage, landscape, and other aesthetic features that help attract visitors from outside district boundaries.

Organizing the City into neighborhood districts also gives the City the opportunity to work on

small area plans and studies in the future to ensure each district in Pflugerville is desirable, healthy, and thriving. The following pages highlight the community's aspirations for each neighborhood district. Their feedback was gathered through online surveys and at community events that were held during the comprehensive planning process. The map of each neighborhood district shows the future land use categories that are planned for that district. Further small area planning efforts can look at strategies to preserve or improve each neighborhood district. These plans can identify the short-, mid-, and long-term projects needed to achieve the community's vision.



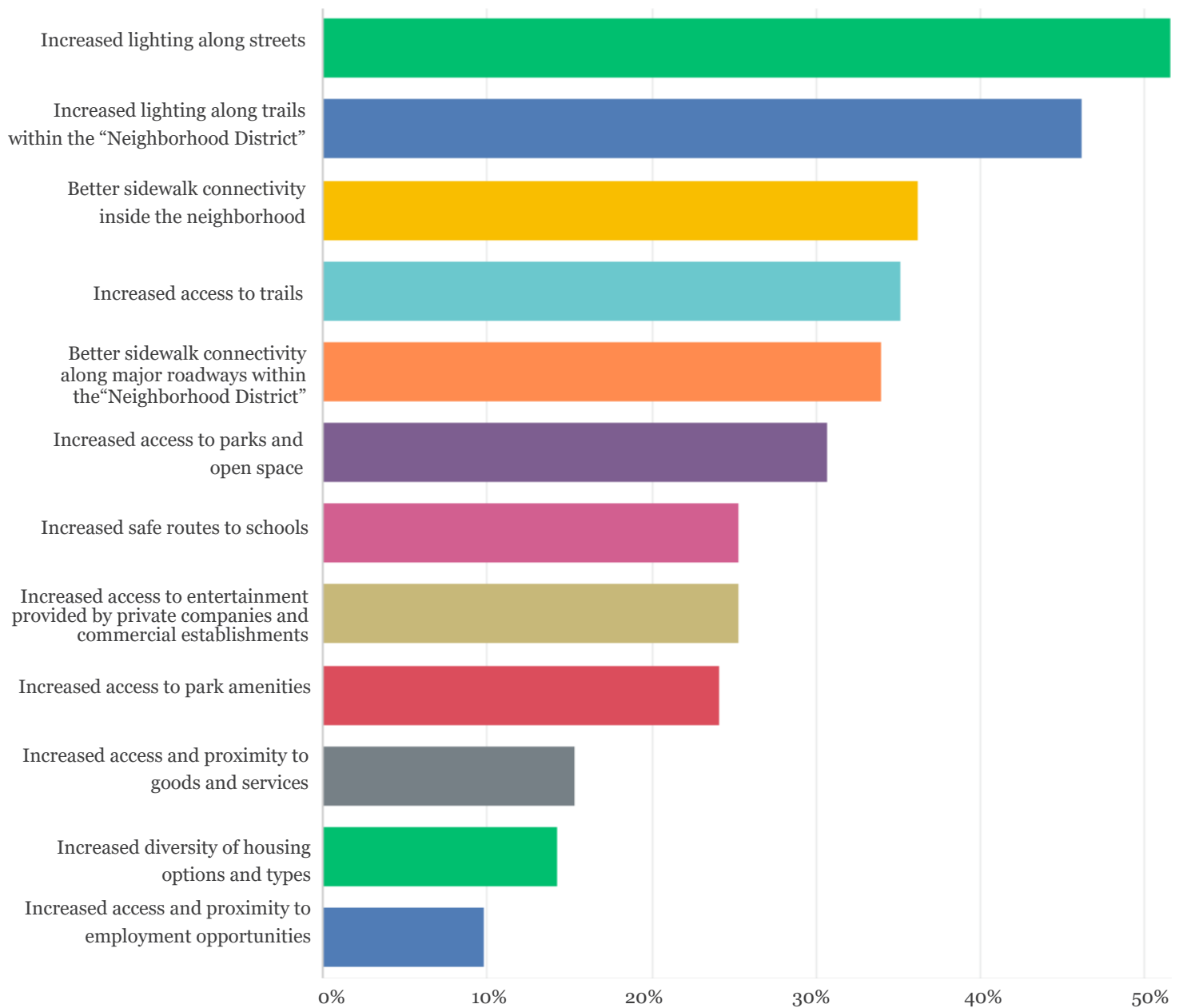
Map 8.1. Neighborhood Districts Map



COMMUNITY INPUT

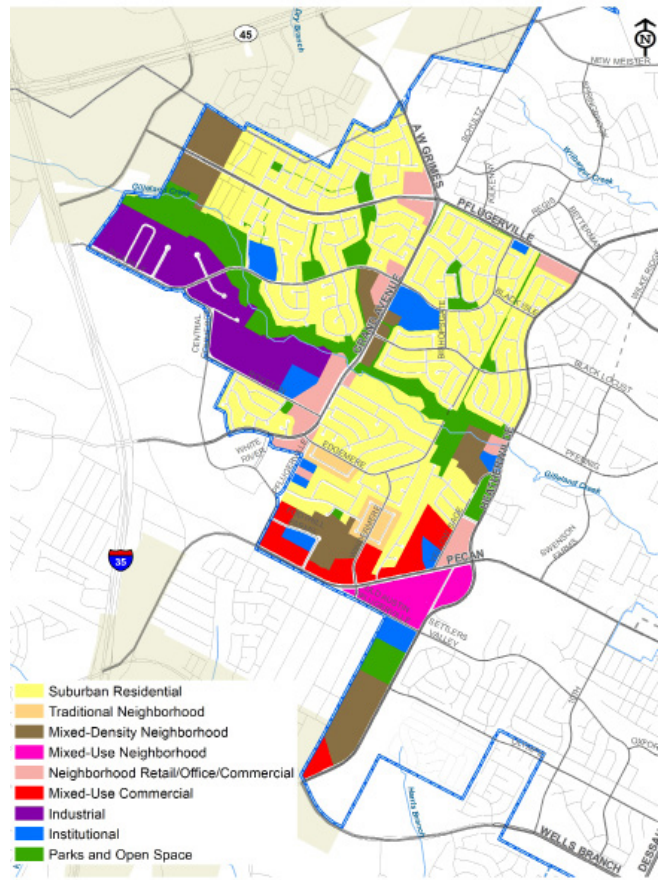
A survey was created to gather input from the community regarding the neighborhood districts. The survey was promoted at community events including Music in the Park and Deutschen Pfest. This summary on the following pages highlights what the community shared about each neighborhood district. Participants were asked to select the elements they believed their neighborhood district needed the most.

Figure 8.2. Neighborhood Districts Survey Results



WESTERN GILLELAND DISTRICT

Map 8.2. Western Gilleland District



ASPIRATIONAL ACTIONS

- Increase access to parks, open space and trails, with safety enhancements such as lighting at trailheads feeding into the trail system.
- Consider incorporating enhanced pedestrian and bicycle infrastructure along key collectors and arterials, focused on the level of comfort accessible for most people in Pflugerville. Pecan Street, Heatherwilde Boulevard, Pflugerville Parkway and Grand Avenue Parkway all warrant focus for this recommendation.
- Support intense, dense mixed-use development at Heatherwilde Boulevard and Pecan Street, creating a walkable hub of activity near surrounding neighborhoods.
- Evaluate opportunities for redevelopment of more dense and intense uses in the Pecan Street corridor.
- Consider opportunities to incentivize aesthetic improvements and modernization of older commercial centers in the District.
- Support vehicular and pedestrian cross-access facilities and access management improvements to create a safer, more efficient mobility environment.
- Evaluate improved pedestrian connectivity at key intersections and pursue urbanization of W Pecan Street, Central Commerce and other corridors that have bar ditches and disrupt pedestrian facilities.
- With some lengthy distances to public park facilities, consider opportunities to work with private property owners to integrate welcoming public spaces into development project design.
- Use Gilleland Creek’s trail system connections as an opportunity to create unique, exciting experiences at different parks along the route.
- Promote this district as a target area for potential local business startup opportunities given some of the older commercial and industrial spaces available, presumably with lower cost-of-entry.
- Foster communications and relationships within established neighborhoods.

This district’s defining characteristic is Gilleland Creek and the open spaces along it, providing a green network. It is comprised primarily of established residential neighborhoods as well as older industrial areas, with several key roadway connections. It presents a number of infill and redevelopment opportunities, notably the mixed-use neighborhood near the intersection of Pecan Street and Heatherwilde Boulevard. As an older area of Pflugerville, it does not have the level of neighborhood amenities and connectivity found in other areas of the City, which may particularly impact future roadway designs to incorporate multiuse trails and other bike/pedestrian infrastructure. Similarly, Pflugerville can begin taking steps to support long-term neighborhood stability through programming, as well as positioning frontages for unique commercial and retail opportunities.

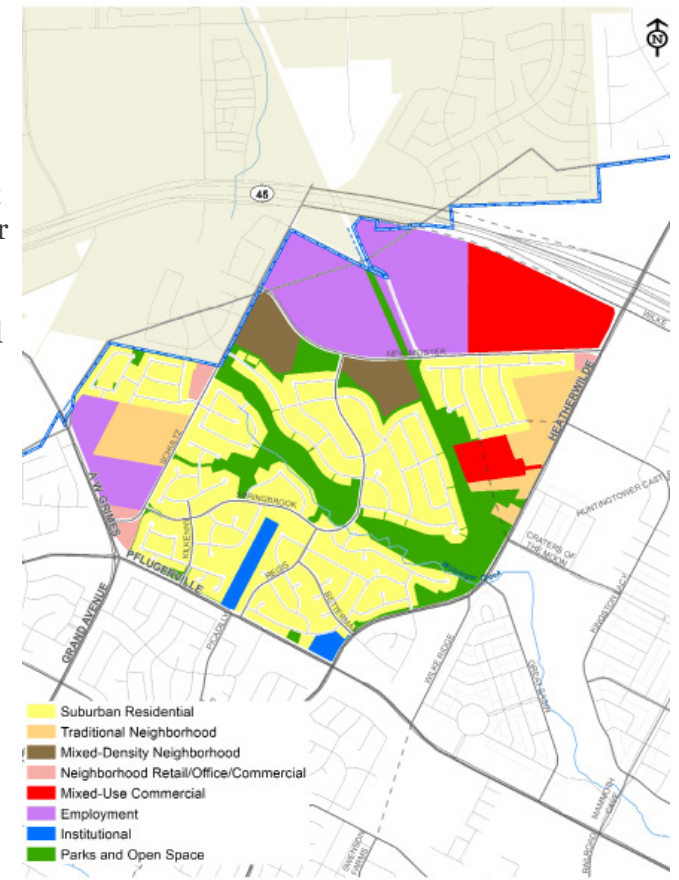
ASPIRATIONAL ACTIONS

- Increase access to parks, open space and trails, with safety enhancements such as lighting along trails and streets feeding into the trail system.
- Consider incorporating enhanced pedestrian and bicycle infrastructure along key collectors and arterials, focused on the level of comfort accessible for most people in Pflugerville. Heatherwilde Boulevard, A.W. Grimes Boulevard and Pflugerville Parkway warrant focus for this recommendation.
- Improve sidewalk connectivity and quality within the neighborhoods.
- Increased variety of housing options and types, with undeveloped areas along Heatherwilde Boulevard providing a strong opportunity with potential for some mixed-use integration. Proximity to public open space and existing infrastructure makes denser development and mixed-use particularly advantageous.
- Improve aesthetic impression along SH 45 from Schultz Lane to Heatherwilde Boulevard as a key entry, working with TXDOT to develop enhancements and create a visual improvement incentive program for businesses along the corridor. Continue to collaborate with TXDOT and Round Rock to extend access roads from Schultz Lane to Heatherwilde Boulevard along SH 45, improving economic potential and mobility in the area. The construction of the access roads was approved with the 2020 Transportation Bond projects.

- Improve the aesthetic impression along A.W. Grimes Boulevard using a visual improvement incentive program for businesses along the corridor.
- Further develop Wilbarger Creek’s trail system connections as an opportunity to create unique, exciting experiences at different parks along the route. Consider wayfinding to entice users to the next park, and also to direct them to other destinations such as shopping areas and schools to reinforce the potential for trails as transportation rather than just recreation.

UPPER WESTSIDE DISTRICT

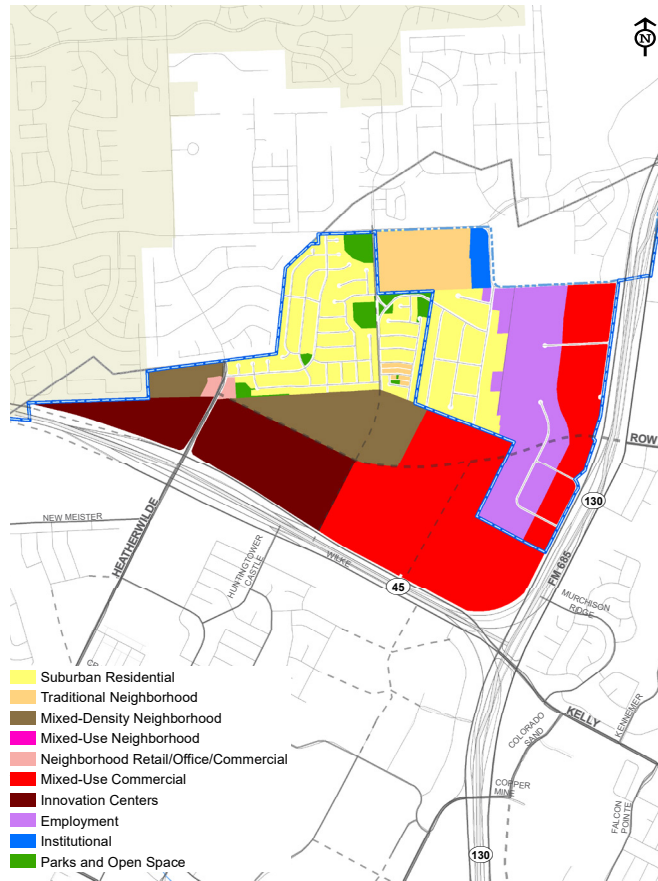
Map 8.3. Upper Westside District



This district is heavily shaped by the Wilbarger Creek headwaters area, creating a green network that supports trails and access to a variety of recreational areas beyond the District. The area is primarily residential, with most being single-family detached with denser residential types near key collector and arterial roads. The defining characteristic is Gilleland Creek and the open spaces along it, providing a green network. It is comprised primarily of established residential neighborhoods as well as older industrial areas, with several key roadway connections. The northern edge of the District has begun taking new forms due to SH-45 and its logistical opportunities, though some of its potential has been limited by inconsistent frontage roads.

UPTOWN DISTRICT

Map 8.4. Uptown District



ASPIRATIONAL ACTIONS

- Work with TXDOT to establish the continuation of Rowe Lane for eastward connectivity, particularly to create a grade-separated crossing of SH 130.
- Design Rowe Lane and evaluate opportunities to enhance Heatherwilde Boulevard with improvements to support comfort for people using bikes or walking, with particular attention to the crossing under SH 45.
- Update the corridor plan for SH 45 and SH 130, linking economic development, transportation, land use and housing in a coordinated manner to leverage the assets.
- With some lengthy distances to public park facilities, identify opportunities for the integration of public or private open space to serve this isolated area as development occurs.
- Invest in infrastructure as well as strategic deployment of incentives to support intense development along SH 45 as a key innovation center, employment node and commercial mixed-use area, seeking to provide services and opportunity to surrounding areas but also encouraging development forms with high fiscal performance.
- Develop public improvement design guidance for streets and public spaces consistent with the desired high-value development pattern and walkability.
- Work with large property owners to shift the area towards being shovel-ready to support economic opportunities.
- Work with TXDOT on enhancements to the SH 45 and SH 130 frontages and interchange to establish a clear Pflugerville identity and sense of arrival.
- Collaborate with property owners and the PCDC to develop a small area plan resulting in coordinated infrastructure, transportation and land uses.

This district is defined by its edges, framed by SH 45 to the south and SH 130 to the east. These transportation corridors position this district as an area poised for significant economic growth. Realizing this potential will be heavily dependent on thoroughfare design and timing, coupled with entitlement steps to position the site for maximum performance in terms of both fiscal and employment opportunity. While this opportunity is important, future development should be mindful of appropriate transitions in intensity and development compatibility with established residential neighborhoods to the north. Likewise, the area will need increased green spaces and trail connectivity, since SH 45 and SH 130 also present physical barriers to accessing the rest of Pflugerville particularly by modes other than personal automobiles.

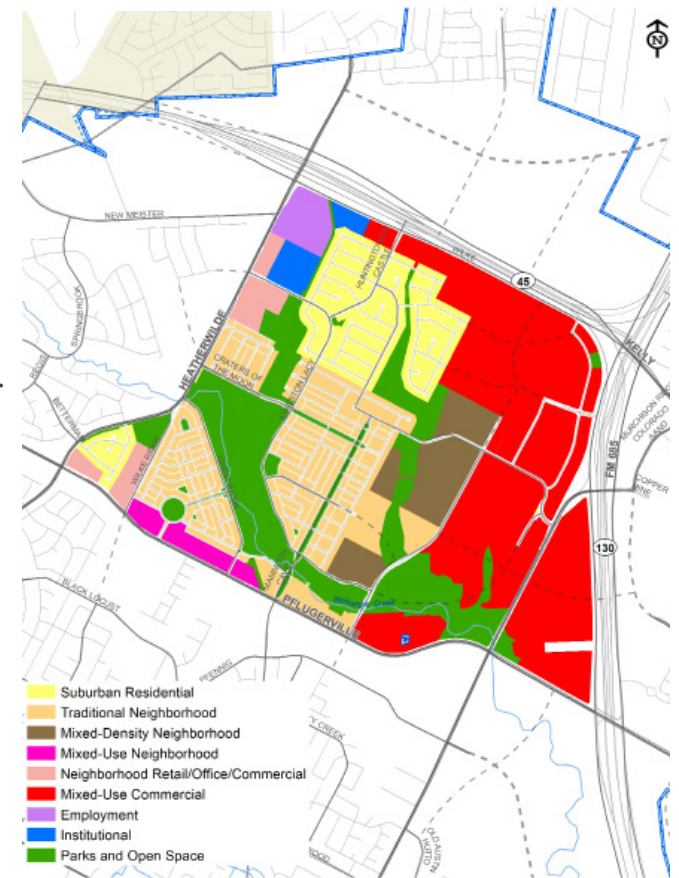
ASPIRATIONAL ACTIONS

- Update the corridor plan for SH 45 and SH 130, and separately for Pflugerville Parkway, linking economic development, transportation, land use, and housing in a coordinated manner to leverage the assets.
- Increase access to trails, with safety enhancements such as lighting along trails and streets feeding into the trail system.
- Increase access to entertainment provided by private companies and commercial establishments as the retail and commercial activity node expands southward, creating a unique area and experience functioning like a walkable destination entertainment district.
- Further develop Wilbarger Creek’s trail system connections as an opportunity to create unique, exciting experiences at different parks along the route. Consider wayfinding to entice users to the next park, and also to direct them to other destinations such as shopping areas and schools to reinforce the potential for trails as transportation rather than just recreation.
- Work with TXDOT to establish stronger connectivity and wayfinding across SH 130, particularly at Kelly Lane and FM 685.

- Enhance Pflugerville Parkway, FM 685, Pfluger Farm Lane and Heatherwilde Boulevard with improvements to support comfort for people using bikes or walking, with particular attention to the crossing under Heatherwilde Boulevard and Pfluger Farm Lane as branding opportunities.
- Work with TXDOT on enhancements to the SH 45 and SH 130 frontages and interchange to establish a clear Pflugerville identity and sense of arrival.
- Continue efforts to complete the thoroughfare network near the SH 45 and SH 130 intersection, creating stronger mobility within this critical commercial area and thoughtful connections to nearby residential.
- Consider the evaluation of block length and project massing to support appropriate transitions of intensity and density, emphasizing parks and open space as effective transitions.

HIGHLANDS DISTRICT

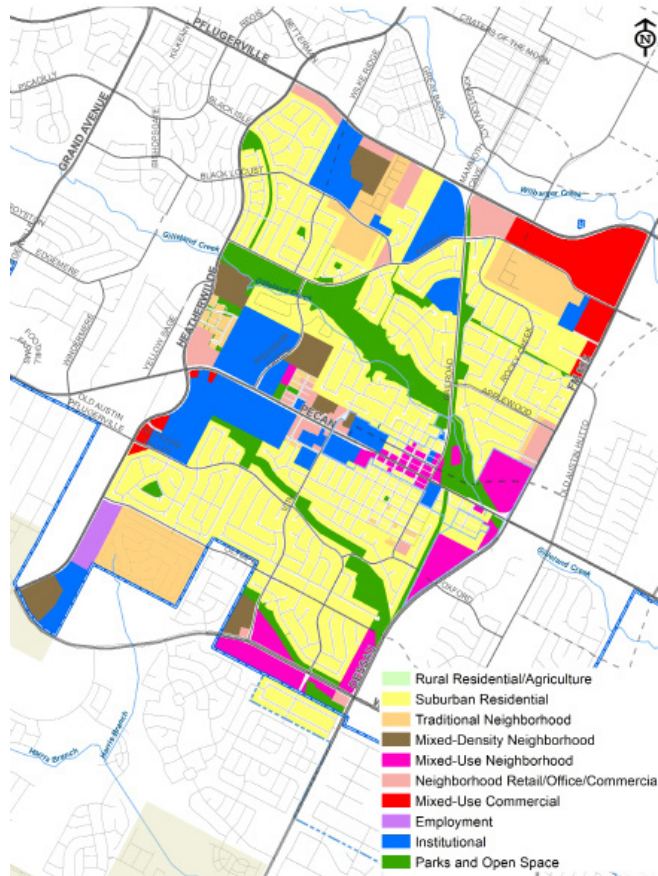
Map 8.5. Highlands District



Fiscal information indicates the Highlands District, known for its diverse housing products and commercial activity, is one of the highest performing areas of the city. Its quality of life and convenience is enviable, worthy of replication elsewhere in Pflugerville. SH-45 and SH-130 have been effectively leveraged as a large node of retail and commercial activity. Future commercial development towards Pflugerville Parkway and FM 685 should consider public space opportunities and pedestrian-level design to differentiate itself and leverage the access to adjacent neighborhoods. Wilbarger Creek provides a compatibility buffer between the residential neighborhoods and more intense mixed use commercial, along with a critical green framework for recreation and access to destinations.

CENTRAL DISTRICT

Map 8.6. Central District



ASPIRATIONAL ACTIONS

- Monitor and update plans for Downtown, the Historic Colored Addition and eastward to the northwest intersection of Dessau Road and Pecan Street, in order to continue focusing on defining character, intensity and transportation (particularly the Pecan Street corridor) in this District.
- Emphasize the development of locally-owned businesses and particularly locally-owned dining options. This should consider tools to reduce risk of entry, such as food truck parks.
- Increase access to trails, with safety enhancements such as lighting along trails and streets feeding into the trail system.
- Improve pedestrian safety along major roadways, with improved connectivity.
- Emphasize walkability and context-sensitive design within the District, recognizing its unique, historic character.
- Develop the northwest corner of Pecan Street and FM 685 to support public facility needs, considering use of public-private partnership approaches so that such facilities catalyze economic opportunity.
- Retain and enhance the natural beauty of Gilleland Creek, linking it to Pflugerville's history and connecting people with nature. Use trail system connections as an opportunity to create unique, exciting experiences at different parks along the route, along with supportive wayfinding directing to destinations.
- Develop programs to diversify housing stock with thoughtful infill development. Consider the creation of a pattern book in order to establish a level of comfort with the existing neighborhoods.
- Foster communications and relationships within established neighborhoods.
- Seek opportunities to incentivize aesthetic improvements and modernization of older commercial centers in the District.

This district includes the historic Downtown and Historic Colored Addition, surrounded by neighborhoods in linear fashion along Pecan Street. It is home to key City public facilities like the Pflugerville Public Library, and major school assets such as stadiums, offices, a high school and multiple school sites. Gilleland Creek is a green corridor supporting a variety of park experiences and trail connections. Much of the District is single-family residential, although FM 685/Dessau Road, Wells Branch Parkway and Pflugerville Parkway serve as significant economic opportunities that will involve unique infill-based approaches for compatibility character definition. The Pecan Street/FM 685 intersection presents an opportunity to integrate Downtown with these corridors, connect with Gilleland Creek and the MoKan rail corridor, and provide facilities for the City for years to come.

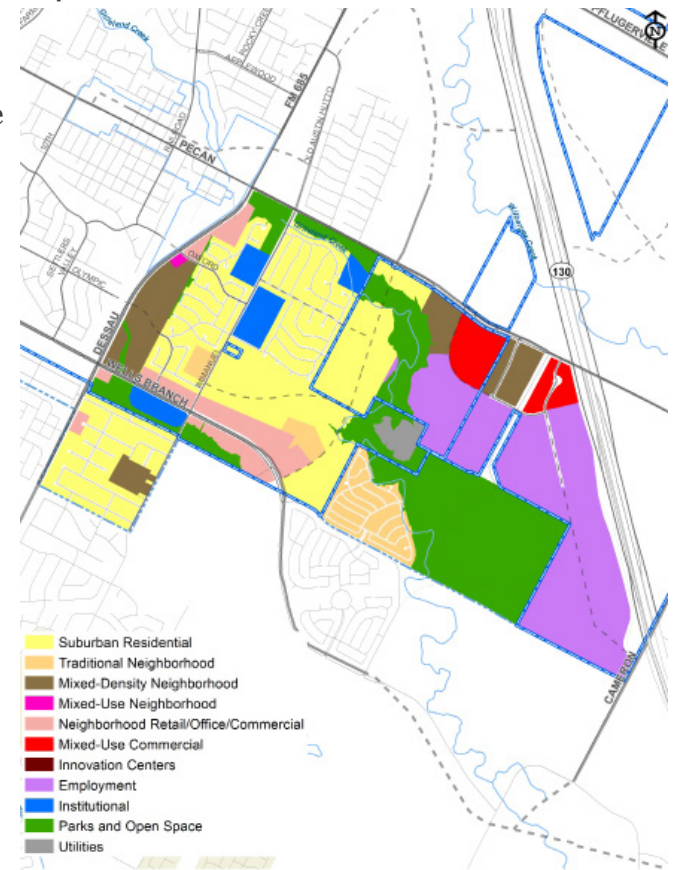
ASPIRATIONAL ACTIONS

- Increase access to parks, open space and trails, with safety enhancements such as lighting along trails and streets feeding into the trail system.
- Improve pedestrian safety along major roadways, with improved connectivity.
- Develop enhanced trail connections up Gilleland Creek, creating a strong pedestrian connection to Northeast Metropolitan Park.
- Enhance the parks of Gilleland Creek, creating different experiences appealing to a variety of park users that draw more people in. Use trail system connections as an opportunity to create unique, exciting experiences at different parks along the route, along with supportive wayfinding directing to destinations.
- Enhance Pecan Street, Dessau Road, Immanuel Road and Wells Branch Parkway with improvements to support comfort for people using bikes or walking, and enhance further with appropriate wayfinding directing to destinations.
- Expand 130 Commerce Park as an economic engine, and consider diversification of the building types to support other target industries. Consider approaches that leverage the adjacency to the parks in addition to the logistical advantages of the SH 130 corridor.

- Consider approaches to landscaping and buffering to minimize the visual impact of the wastewater treatment plant, along with any further approaches identified to reduce negative effects of the facility, like odor control.
- Consider redesign of access as well as improved facilities for Pflugerville Animal Welfare Services, shifting so that it is not primarily accessed through the interior of a neighborhood. In doing so, use the creek crossing as an opportunity to expand trail infrastructure towards Northeast Metropolitan Park.

EAST PECAN DISTRICT

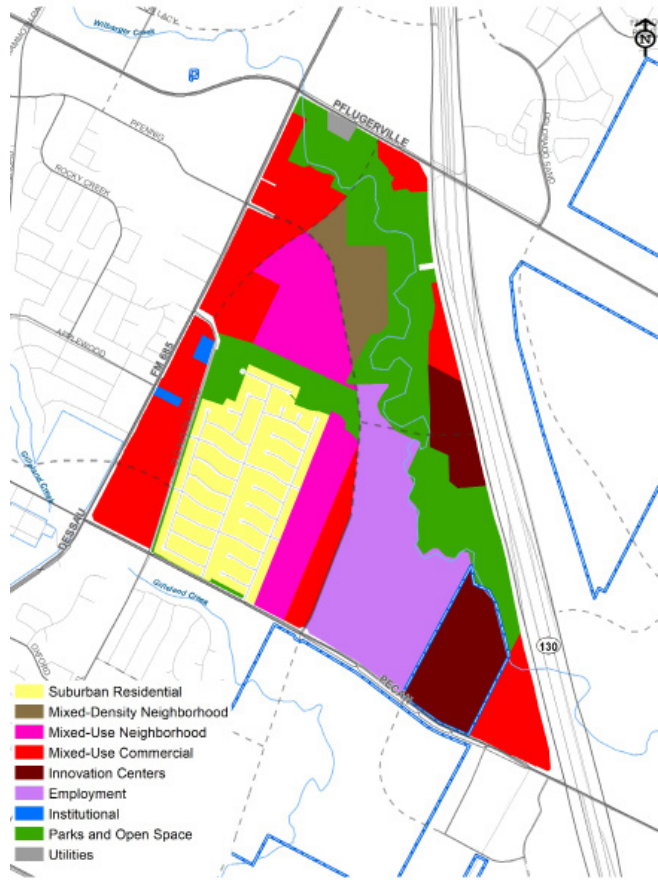
Map 8.7. East Pecan District



This district varies significantly in character between the east and west portions, split at Gilleland Creek. The creek and adjacent areas includes Northeast Metropolitan Park, with a variety of recreational opportunities ranging from BMX to athletic fields to walking trails along the creek. This is also the location of Pflugerville's current wastewater treatment plant. The eastern portion is an economic hub of employment, with significant amounts of flex industrial/commercial and lodging. To the west is primarily single-family neighborhoods although Dessau Road and Wells Branch Parkway serve as opportunities for denser residential and neighborhood-serving retail. A significant portion of the residential area includes manufactured housing. Multiple schools are located in this District.

WILBARGER DISTRICT

Map 8.8. Wilbarger District



This district is unique in how its framed by several critical transportation corridors, each with different character and impact. Dessau Road/FM 685 was the most significant north/south corridor prior to SH130, reflected in its strong retail presence and mixture of commercial uses. Wilbarger Creek provides natural definition and a namesake for this district, as it softens the edge against SH 130 and provides opportunity for some intense development that looks inward towards the greenspace. One existing suburban neighborhood is found within this district. Some of the largest economic projects have taken place within this district, including a major fulfillment center along Pecan Street. While these corridors provide access, they also serve as barriers that discourage pedestrian access to other nearby parts of the City.

ASPIRATIONAL ACTIONS

- Increase access to parks, open space and trails, with safety enhancements such as lighting along trails and streets feeding into the trail system, with particular emphasis on school access.
- Develop the potential for Wilbarger Creek as a unique opportunity to connect the Pecan Street and Pflugerville Parkway corridors via a green link, establishing trail connections.
- Evaluate potential for either a grade-separated trail crossing along Wilbarger Creek, or significant pedestrian crossing improvements at Dessau Road/FM 685 and Pflugerville Parkway to allow this district to connect to surroundings. Develop a trail corridor crossing to connect areas east and west of SH 130 where the highway crosses Wilbarger Creek, with careful attention towards the comfort and safety of trail users.
- Enhance Dessau Road/FM 685, Pflugerville Parkway and Pecan Street with improvements to support comfort for people using bikes or walking. Design future extension of Pfennig Lane as a multimodal corridor.
- Develop a corridor plan along SH 130 and Pflugerville Parkway, linking economic development, transportation, land use, and housing in a coordinated manner to leverage the assets.
- Invest in infrastructure as well as strategic deployment of incentives to support intense development along SH 130 as a key innovation center, employment node and commercial mixed-use area, seeking to provide services and opportunity to surrounding areas but also encouraging development forms with high fiscal performance.
- Develop public improvement design guidance for streets and public spaces consistent with the desired high-value development pattern and walkability.
- Work with large property owners to shift the area towards being shovel-ready to support economic opportunities.
- Work with TXDOT on enhancements to the SH 130 frontages to establish a clear Pflugerville identity and sense of arrival.
- Develop effective transitions of development intensity/density to support the stability of existing neighborhoods in the district.

ASPIRATIONAL ACTIONS

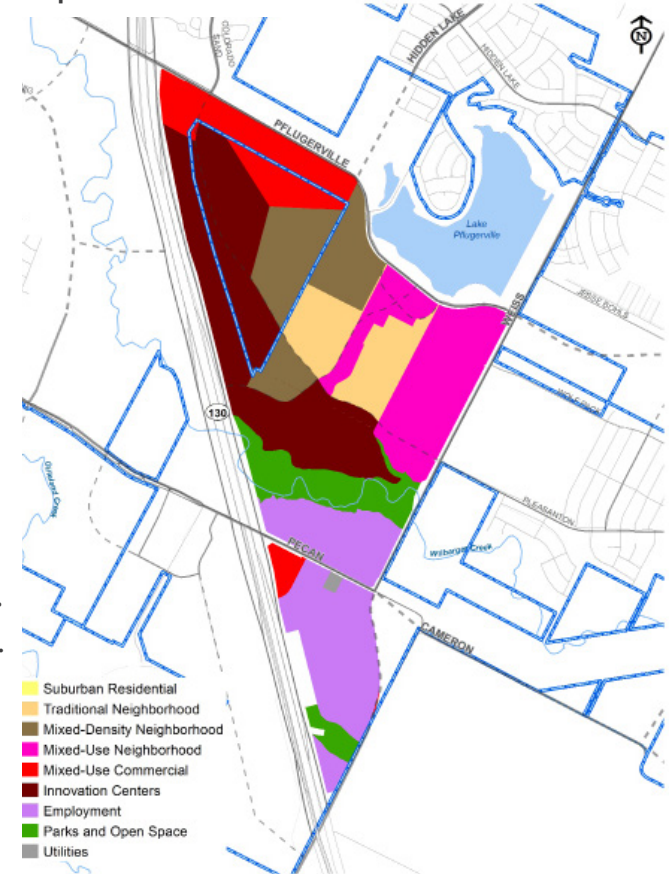
- Prescriptively plan for access to parks, open space and trails, with safety enhancements such as lighting along trails and streets feeding into the trail system, as development occurs.
- Consider Wilbarger Creek improvements with a unique treatment of the grade-separated crossing of SH 130 to connect eastern and western portions of Pflugerville. Connect under the emerging corridor of Weiss Lane using the grade separation at the creek crossing, similar to the Heritage Loop Trail along Pecan Street.
- Enhance Weiss Lane and Pflugerville Parkway with improvements to support comfort for people using bikes or walking. This should especially celebrate the adjacency to Lake Pflugerville.
- Develop corridor plans for SH 130 and Pflugerville Parkway, linking economic development, transportation, land use, and housing in a coordinated manner to leverage the assets.
- Consider a detailed small area plan for the Lakeside District and Lake District to ensure effective coordination of public and private investment, identifying catalyst projects and approaches to maximize performance of both districts.
- Invest in infrastructure as well as strategic deployment of incentives to support intense development along SH 130 as a key innovation center, employment node and commercial

mixed-use area, seeking to provide services and opportunity to surrounding areas but also encouraging development forms with high fiscal performance. With virtually no issues of compatibility, this area should have some of the most intense/dense development in Pflugerville.

- Develop public improvement design guidance for streets and public spaces consistent with the desired high-value development pattern and walkability.
- Work with large property owners to shift the area towards being shovel-ready to support economic opportunities.
- Work with TXDOT on enhancements to the SH 130 frontages to establish a clear Pflugerville identity and sense of arrival.

LAKESIDE DISTRICT

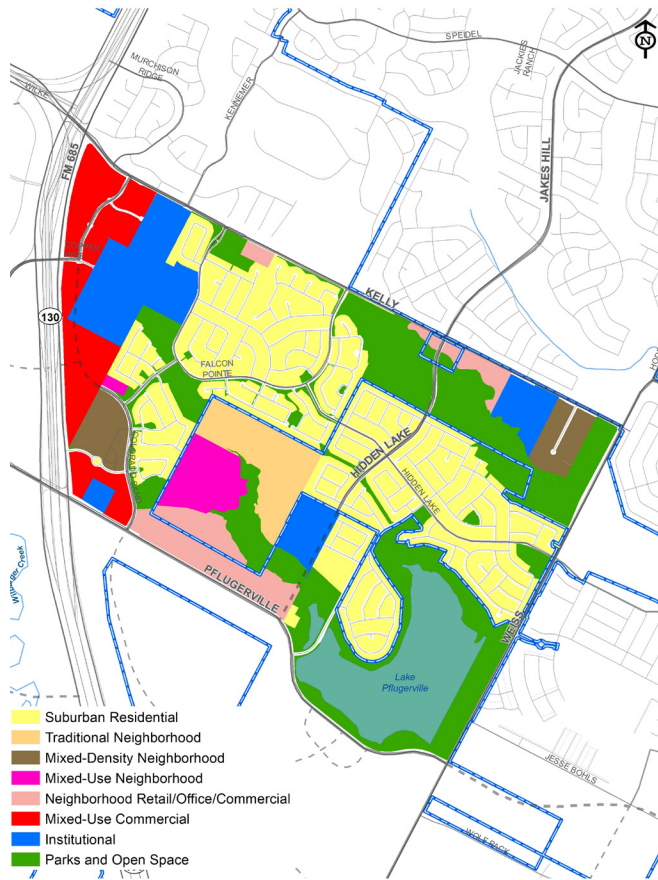
Map 8.9. Lakeside District



While this district is mostly undeveloped currently, it is expected to experience some of the most rapid changes in the short-term based on a variety of development projects that have completed initial steps to entitlement, and some of which are currently under construction. A gateway between the west and east portions of the City, plus adjacencies to Weiss Lane and SH130, position it to become one of the highest performing areas of the City. Nearby Lake Pflugerville as well as schools just beyond the eastern boundary introduce the potential for exceptional quality of life and amenities. This, along with natural transitions of development intensity outside of the district, allow the district to accept some of the most intense development areas, including innovation centers and a variety of mixed-use developments, particularly along SH130 and across from Lake Pflugerville.

LAKE DISTRICT

Map 8.10. Lake District



ASPIRATIONAL ACTIONS

- Increase access to parks, open space and trails, with safety enhancements such as lighting along trails and streets feeding into the trail system, with particular emphasis on school access and leveraging the Wilbarger Creek tributaries.
- Develop the potential for the Wilbarger Creek tributary upstream from Lake Pflugerville as a unique opportunity to connect multiple neighborhoods via a green link to this recreational asset as well as the school campus cluster and commercial node near Kelly Lane and SH 130.
- Develop a corridor plan SH 130 and Pflugerville Parkway, linking economic development, transportation, land use and housing in a coordinated manner to leverage the assets.
- Enhance Weiss Lane and Pflugerville Parkway with improvements to support comfort for people using bikes or walking. This should especially celebrate the adjacency to Lake Pflugerville.
- Weiss Lane, Kelly Lane and Pflugerville Parkway are ideal pedestrian and bicycle corridors for connectivity, but lack assets that make them more appealing. Upgrade these roadways to better support pedestrian and bicycle needs, considering not just surface elements but also issues like shade.
- Invest in infrastructure as well as strategic deployment of incentives to support intense development along SH 130 as a commercial mixed-use area as well as areas along Pflugerville Parkway, seeking to provide services and opportunity to surrounding areas but also encouraging development forms with high fiscal performance. Deploy use transitions for compatibility.
- Take initiative to complete key thoroughfare connections that support connectivity between Pflugerville Parkway and Weiss Lane, particularly Colorado Sand Drive.

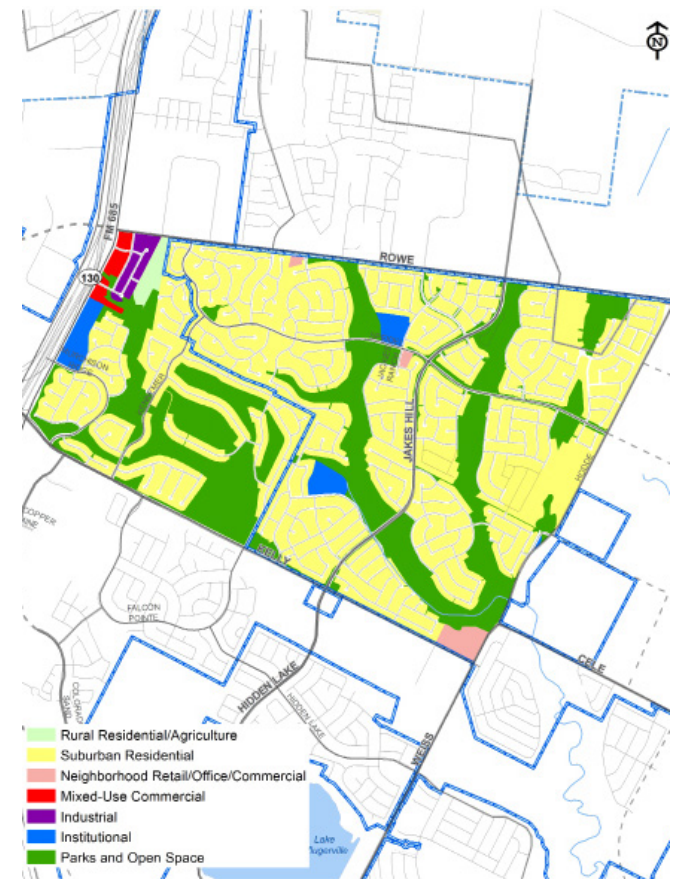
This district draws its identity primarily from Lake Pflugerville, the most significant recreational feature near the geographic center of Pflugerville’s jurisdiction. This area captures two tributaries of Wilbarger Creek, providing an effective green network with significant potential for trail development and interconnectivity. These green areas also support transitions in development intensity, allowing neighborhoods to retain their stability and character while also supporting strategic diversification of housing types and densities. The approach towards SH130 sees a transition to commercial mixed-use, with a variety of retail options under development, a hospital and a high school.

ASPIRATIONAL ACTIONS

- Increase access to parks, open space and trails, with safety enhancements such as lighting along trails and streets feeding into the trail system, with particular emphasis on school access and leveraging the Wilbarger Creek tributaries.
 - Develop the potential for the Wilbarger Creek tributaries by completing gaps in the trails while also creating connections to nearby commercial and retail areas. Include wayfinding to encourage use for transportation, particularly school access.
 - Enhance Weiss, Hodde Lane, Kelly Lane and Rowe Lane with improvements to support comfort for people using bikes or walking.
 - Work with TXDOT to establish the continuation of Rowe Lane for eastward connectivity, particularly to create a grade-separated crossing of SH 130.
 - Invest in infrastructure as well as strategic deployment of incentives to support development and redevelopment along SH 130 as a commercial mixed-use area, albeit less intense than other areas due to limited site depth and proximity to low-density residential uses. Deploy use transitions for compatibility.
 - Promote this district as a target area for potential local business startup opportunities given some of the older commercial and industrial spaces available, presumably with lower cost-of-entry.
- Encourage more opportunities for neighborhood services within this district and the surrounding districts.

THE VILLAGES DISTRICT

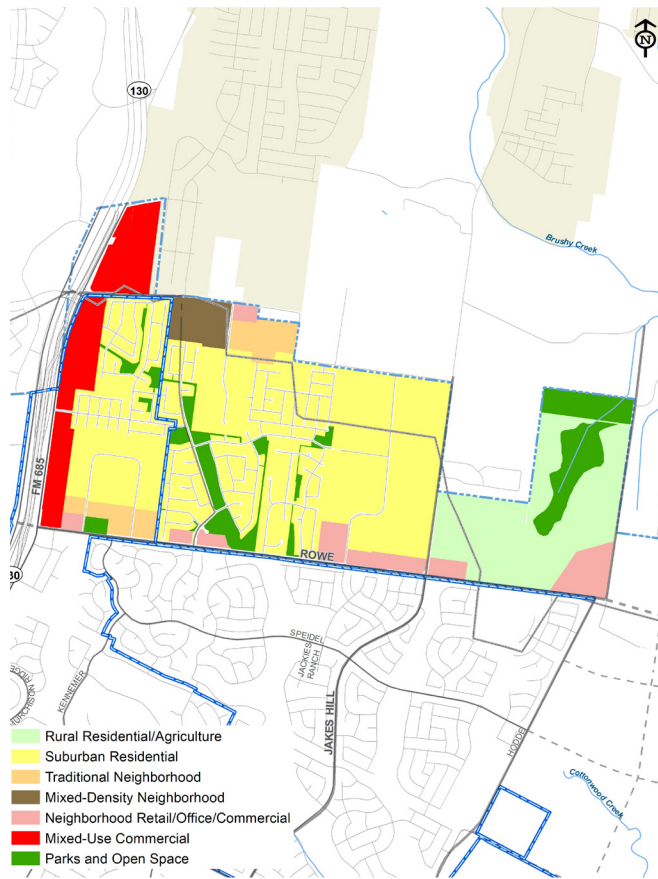
Map 8.11. The Villages District



This district is almost entirely comprised of single-family residential neighborhoods in a suburban development pattern, split through the middle by a Wilbarger Creek tributary. The greenspaces along the creek represent an approach to park and open space development that is replicable in multiple areas of Pflugerville, having been leveraged to create a trail network interconnecting the neighborhoods and schools. In addition, this district contains the only golf course in Pflugerville. The surrounding streets of Kelly Lane, Weiss/Hodde Lane and Rowe Lane represent opportunities to use transportation infrastructure to define the character and resolve bike and pedestrian connectivity issues. Residents of this district must look beyond its boundaries to access services, entertainment and economic opportunity, making connectivity a critical issue now and in the future.

THE COMMONS DISTRICT

Map 8.12. The Commons District



ASPIRATIONAL ACTIONS

- Develop an effective trails system that connects to The Villages District, allowing improved access to schools and other parks and open space. Include safety enhancements such as lighting along trails and streets feeding into the trail system.
- Enhance Weiss/Hodde, Rowe Lane and Jakes Hill Road with improvements to support comfort for people using bikes or walking. These should incorporate context sensitivity that recognizes the different character of this more rural area.
- Work with TXDOT to establish a grade-separated crossing at SH 130 to ensure the continuation of Rowe Lane westward to Heatherwilde.
- Invest in infrastructure as well as strategic deployment of incentives to support development along SH 130 as a commercial mixed-use area, albeit less intense than other areas due to limited site depth and proximity to low-density residential uses. Deploy use transitions for compatibility.
- Promote this district as a target area for potential local business startup opportunities given some of the older commercial and industrial spaces available, presumably with lower cost-of-entry.
- With some lengthy distances to public park facilities, consider opportunities to work with private property owners to integrate welcoming public spaces into development project design. With limited obvious natural corridors, thoughtful planning and coordination across properties will be critical.

This district sits along a ridge between the Wilbarger and Brushy Creeks watersheds, with Hutto located immediately to the north. It presents a unique mixture of residential uses that show how the market has begun to change with Pflugerville's growth. Multiple older neighborhoods with large estate/rural lots are scattered through the district, with newer suburban residential neighborhoods emerging in between. Some of the older areas are beginning to transition, redeveloping as commercial or more intense residential uses. Public open spaces are somewhat limited, as is connectivity within the district and to adjacent areas of Pflugerville. SH130 presents opportunities to leverage its frontage for retail and commercial development, while Rowe Lane is likely to emerge as a key east-west corridor in the future that can be used to better define the character.

ASPIRATIONAL ACTIONS

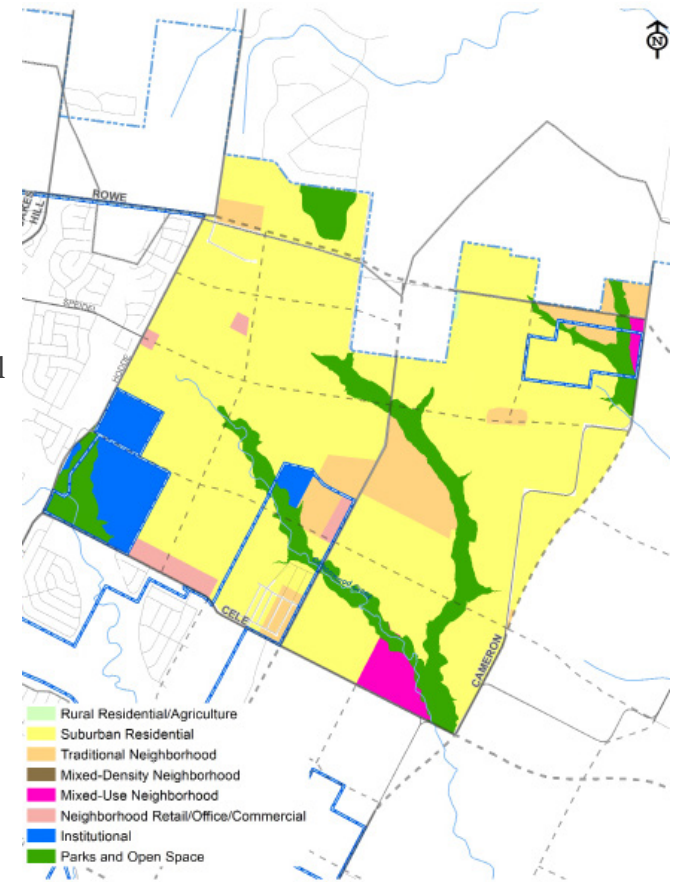
- Prescriptively plan for access to parks, open space and trails, with safety enhancements such as lighting along trails and streets feeding into the trail system as development occurs. Leverage the creek tributary corridors, but also recognize well-planned connections beyond those natural areas will be critical to an effective quality of life.
- Enhance Rowe Lane, Cele Road and Cameron Road incorporating context sensitivity that recognizes the different character of this more agricultural area (even as it develops) with improvements to support comfort for people using bikes or walking.
- Promote development formats that are more efficient with infrastructure and also help preserve the character of the area, using conservation development, agrihoods, and similar approaches.
- Develop unique standards for public infrastructure, such as roads, parks and other public spaces, to tell the story of the agricultural communities that were here prior to growth.
- Invest in infrastructure in a manner that supports efficient operations, maintenance and capital cost timing, seeking especially to avoid situations where infrastructure may be perceived as “temporary” until surrounding development occurs to optimize

ultimate infrastructure buildout. Seek opportunities to oversize so infrastructure is built once. Use tools like consent agreements to avoid negative effects of leapfrog development.

- Consider incentivizing, through direct or regulatory incentives, development of neighborhood mixed use nodes to encourage higher performing fiscal patterns and effective access to goods and services without relying on personal automobiles exclusively.
- Promote housing diversity in new developments.

EASTERN VILLAGES DISTRICT

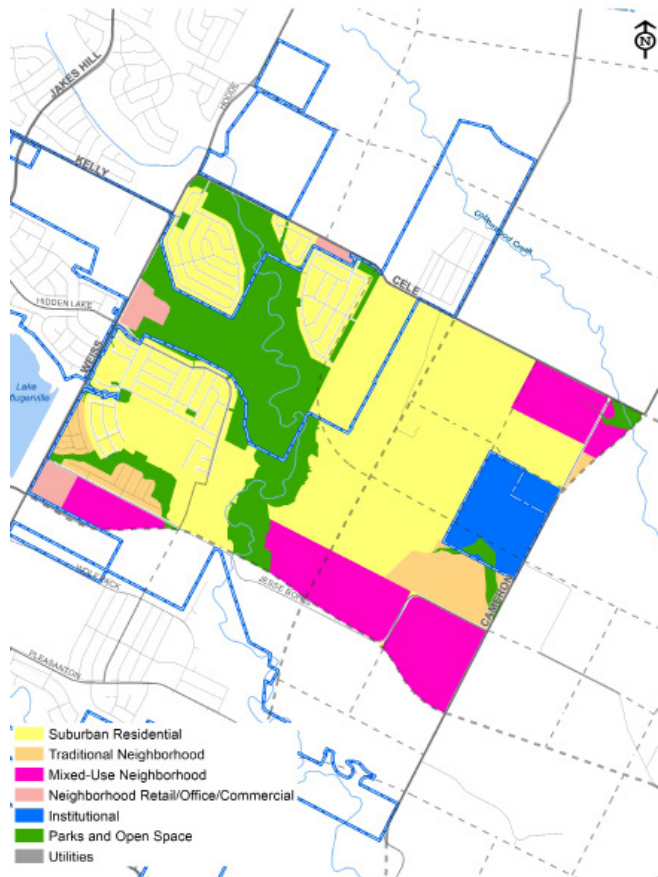
Map 8.13. Eastern Villages District



While this district lacks much development today; however that status belies the reality that large areas have secured initial project entitlements to develop. This is anticipated to take the form of various single-family residential products of varying size/density. Two schools are already present in the area, with additional land available for future growth. This district is home to the agricultural community crossroads of Cele, presenting an opportunity for future development to honor the legacy of agriculture in this area’s history. It is at this crossroads that an opportunity exists for a neighborhood-scale mixed-use area, creating a walkable district for future residents of the district. The Cottonwood Creek tributary serves as a starting point for a green network to interconnect, although care will be needed to define these spaces further with appropriate amenities.

BLACKLAND PRAIRIE DISTRICT

Map 8.14. Blackland Prairie District



ASPIRATIONAL ACTIONS

- Prescriptively plan for access to parks, open space and trails, with safety enhancements such as lighting along trails and streets feeding into the trail system as development occurs. Leverage the creek corridor, but also recognize well-planned connections beyond those natural areas will be critical to an effective quality of life.
- Enhance Cele Road and Cameron Road, incorporating context sensitivity that recognizes the different character of this more agricultural area (even as it develops) with improvements to support comfort for people using bikes or walking. Pflugerville Parkway should receive similar treatment, but with more of an urban village corridor style.
- Develop a corridor plan for Pflugerville Parkway, linking economic development, transportation, land use and housing in a coordinated manner to leverage the assets. This area should particularly consider the link eastward to FM 973 while also embracing unique character/branding.
- Promote development formats that are more efficient with infrastructure and also help preserve the character of the area, using conservation development, agrihoods, and similar approaches.
- Develop unique standards for public infrastructure, such as roads, parks and other public spaces, to tell the story of the agricultural communities that were here prior to growth.
- Invest in infrastructure in a manner that supports efficient operations, maintenance and capital cost timing, seeking especially to avoid situations where infrastructure may be perceived as “temporary” until surrounding development occurs to optimize ultimate infrastructure buildout. Seek opportunities to oversize so infrastructure is built once. Use tools like consent agreements to avoid negative effects of leapfrog development.
- Consider incentivizing, through direct or regulatory incentives, development of neighborhood mixed use corridors, particularly along Pflugerville Parkway, to encourage higher performing fiscal patterns and effective access to goods and services without relying on personal automobiles exclusively.
- Promote housing diversity in new developments.

This district is distinguished by the wide, shallow floodplain of a Cottonwood Creek tributary through the center, creating an opportunity for green connections. Cele Road to the north and Pflugerville Parkway to the south present as opportunities to strongly define the character of the district and shape future development. Pflugerville Parkway, in particular, is seen as a strong economic and quality of life corridor, with opportunities for neighborhood mixed-use to provide future residents excellent access to goods and entertainment in the future. The western portions is actively under development with a variety of mostly single-family housing products of varying styles and densities. The development is expected to continue east, where Cele Road and Cameron Road present a logical opportunity for a neighborhood mixed-use node.

ASPIRATIONAL ACTIONS

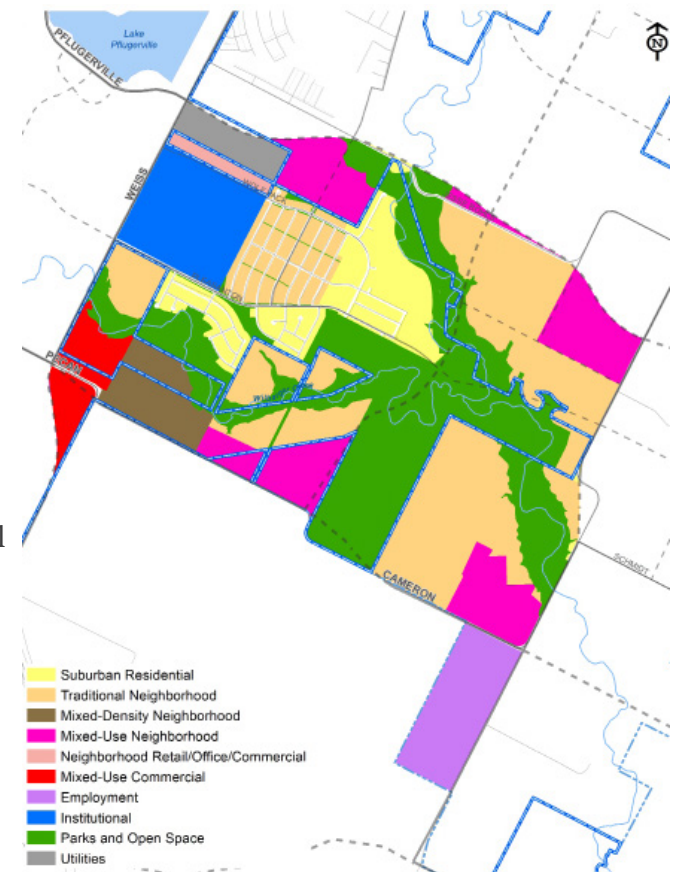
- Prescriptively plan for access to parks, open space and trails, with safety enhancements such as lighting along trails and streets feeding into the trail system as development occurs. Leverage the creek corridor, but also recognize well-planned connections beyond those natural areas will be critical to an effective quality of life.
- Continue expansion of the 1849 Park program, developing it as a unique recreational destination not just for Pflugerville, but for the region.
- Enhance Pflugerville Parkway, Weiss Lane and Cameron Road incorporating context sensitivity that provides a sense of place with improvements to support comfort for people using bikes or walking.
- Develop a corridor plan for Pflugerville Parkway, linking economic development, transportation, land use and housing in a coordinated manner to leverage the assets. This area should particularly consider the link eastward to FM 973 while also embracing unique character/branding.
- Promote development formats that are more efficient with infrastructure, celebrating more diverse housing types, densities and relationships between commercial and residential uses.
- Invest in infrastructure in a manner that supports efficient operations, maintenance and capital cost timing,

seeking especially to avoid situations where infrastructure may be perceived as “temporary” until surrounding development occurs to optimize ultimate infrastructure buildout. Seek opportunities to oversize so infrastructure is built once. Use tools like consent agreements to avoid negative effects of leapfrog development.

- Consider incentivizing, through direct or regulatory incentives, development of neighborhood mixed-use nodes, particularly along Pflugerville Parkway, to encourage higher performing fiscal patterns and effective access to goods and services without relying on personal automobiles exclusively. Nodes along Cameron Road present further opportunity, particularly adjacent to parks where more dense development can still support quality of life.
- Promote housing diversity in new developments.

THE PARK DISTRICT

Map 8.15. The Park District



This district contains a confluence of Wilbarger Creek tributaries that anchor the open space network, home to the recent 1849 Park and planned for further expansion. Pflugerville Parkway, Weiss Lane and Cameron Road serve as opportunities to define the character of this district in thoughtful ways reflective of the area’s orientation towards nature, and connect meaningfully with the emerging area around Lake Pflugerville. Along these roads and where they meet Cameron Road, there are excellent opportunities for neighborhood mixed use nodes. With the amount of potential green space, this is a natural area for denser, more diverse housing types and development patterns with high fiscal performance. The west side of the district is anchored by a large multi-school campus, including a high school.



Photo of the Lutheran Church in New Sweden

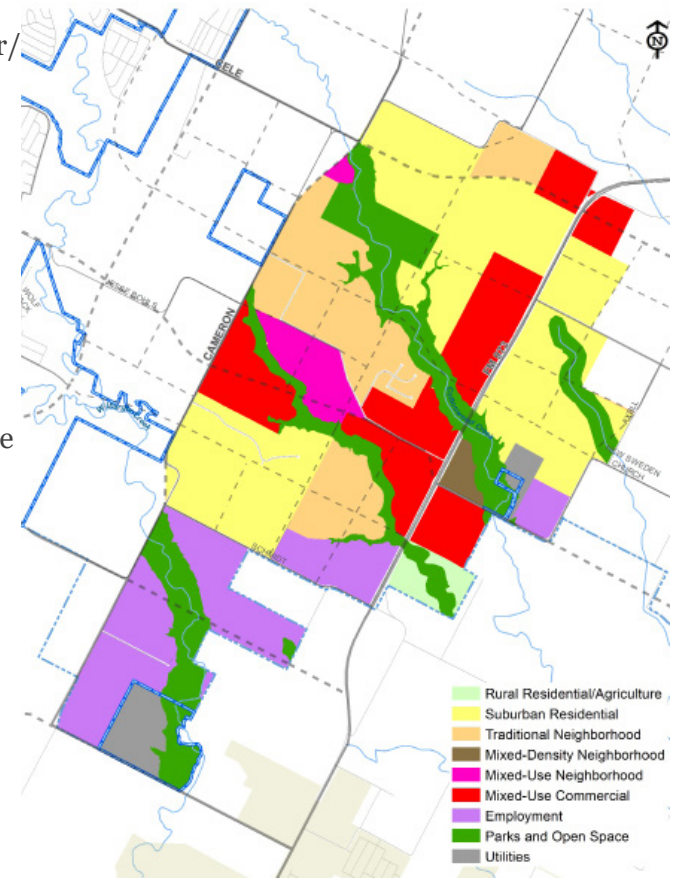
ASPIRATIONAL ACTIONS

- Prescriptively plan for parks, open space and trails as development occurs. Leverage the creek corridors, recognizing well-planned connections beyond those natural areas will be critical to an effective quality of life.
- Enhance Cele Road and Cameron Road, incorporating context sensitivity that recognizes the different character of this more agricultural area (even as it develops) with improvements to support comfort for people using bikes or walking. Pflugerville Parkway should receive similar treatment, but with an urban village corridor style that seeks to draw people in from FM 973.
- Develop a corridor plan for Pflugerville Parkway, linking economic development, transportation, land use and housing in a coordinated manner to leverage the assets. This area should particularly consider the link eastward to FM 973 while also embracing unique character/branding.
- Promote development formats that are more efficient with infrastructure and also help preserve the character of the area, using conservation development, agrihoods and similar approaches with diverse housing types, but also strategically deploying compact forms of more intense development along and at key corridors.

- Develop unique standards for public infrastructure, such as roads, parks and other public spaces, to develop character/branding as a unique area of the City.
- Invest in infrastructure in a manner that supports efficient operations, maintenance and capital cost timing, seeking especially to avoid situations where infrastructure may be perceived as “temporary” until surrounding development occurs to optimize ultimate infrastructure buildout. Seek opportunities to oversize so infrastructure is built once. Use tools like consent agreements to avoid negative effects of leapfrog development.
- Consider incentivizing, through direct or regulatory incentives, development of neighborhood mixed-use corridors, particularly along Pflugerville Parkway and FM 973, to encourage higher performing fiscal patterns and effective access to goods and services without relying on personal automobiles exclusively.

SOUTHEASTERN PRESERVES DISTRICT

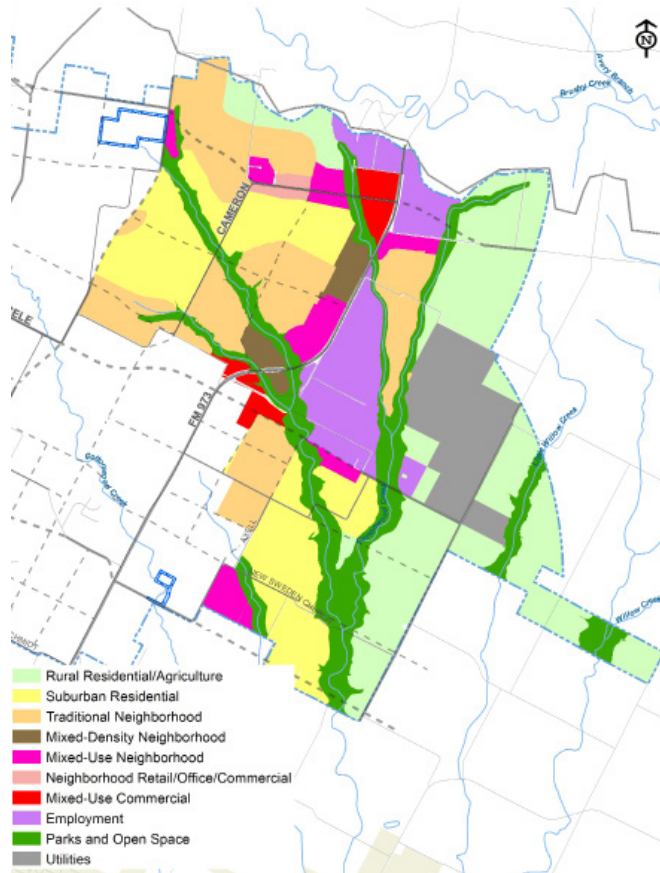
Map 8.16. South Wilbarger District



This district is located in an almost entirely undeveloped area in the southeastern portion of Pflugerville’s ETJ, representing a unique opportunity to define the area in terms of character and services. FM 973 is expected to emerge as a catalytic north-south corridor in the future, with potential to support more intense development patterns and development with strong fiscal performance. However, timing will be everything as the area is largely without infrastructure. This can be used as a means to steer development towards preferred outcomes. Multiple greenway corridors are opportunities to create access to trails and recreational opportunities. In addition, this district is home to the historic agricultural community of New Sweden. While little remains, some historic resources like the New Sweden Lutheran Church can be leveraged to define the character of the area.

COTTONWOOD PRESERVES DISTRICT

Map 8.17. Cottonwood Preserves District



This district is almost entirely undeveloped, split by multiple tributaries of Cottonwood Creek. FM 973 runs through the center, which has future potential as a significant economic corridor for employment centers and mixed-use developments of a variety of scales/intensities. As an undeveloped area, it presents an opportunity for intentional diversification of housing options, a new employment center and a variety of quality of life improvements in a thoughtfully planned manner. It shares South Wilbarger’s infrastructure challenges, however. Timing of improvements is important, as it can make a significant difference in long-term capital and operating costs. Beyond Cottonwood Creek, development intensity transitions to a rural context as these areas face unique infrastructure challenges and market indicates development is beyond the plan horizon.

ASPIRATIONAL ACTIONS

- Prescriptively plan for parks, open space and trails as development occurs. Leverage the creek corridors, recognizing well-planned connections beyond those natural areas will be critical to an effective quality of life.
- Enhance Rowe Lane, Cele Road, and FM 973, incorporating context sensitivity that recognizes the different character of this area (even as it develops) and unique branding, with improvements to support comfort for people using bikes or walking. FM 973 should have a unique feel, shifting towards limited access but with a strong design aesthetic like an enhanced boulevard or parkway.
- Develop a corridor plan for Pflugerville Parkway as well as FM 973, linking economic development, transportation, land use and housing in a coordinated manner to leverage the assets.
- Promote development formats that are more efficient with infrastructure and also help preserve the character of the area, using conservation development, agrihoods and similar approaches with diverse housing types, but also strategically deploying compact forms of more intense development along and at key corridors.
- Develop unique standards for public infrastructure, such as roads, parks and other public spaces, to develop character/branding as a unique area of the Pflugerville.
- Invest in infrastructure in a manner that supports efficient operations, maintenance and capital cost timing, seeking especially to avoid situations where infrastructure may be perceived as “temporary” until surrounding development occurs to optimize ultimate infrastructure buildout. Seek opportunities to oversize so infrastructure is built once. Use tools like consent agreements to avoid negative effects of leapfrog development.
- Consider incentivizing, through direct or regulatory incentives, development of neighborhood mixed use corridors and employment centers, particularly along Cele Road, Rowe Lane and FM 973, to encourage higher performing fiscal patterns and effective access to goods and services without relying on personal automobiles exclusively.
- Encourage diverse housing options.



An agrihood conceptual rendering

URBAN DESIGN GUIDELINES

Urban design is intricately connected to the health and vitality of a community. A quality built environment plays a vital role improving physical health and well-being. For example, a city with quality sidewalks that connect to major destinations throughout the city can encourage residents to be more physically active. The following items are basic urban design elements that can be incorporated in the City's development code to govern the physical shape and development patterns that is desired for the City.

STREET DESIGN ELEMENTS

Lane Width

The width allocated to lanes for motorists, bikes and parked cars is a crucial aspect of street design. Lane widths should be considered within the overall assemblage of the street. Narrower streets are typically recommended in a downtown or dense mixed-use area to reduce vehicle speed and create a more comfortable experience for pedestrians and cyclists.

Sidewalks

Sidewalks play a vital role in activating the public realm. They help create social gathering spaces through pedestrian movement and access.

Curb Extensions

Curb extensions are a traffic calming measure primarily used to narrow roadways at crosswalks and extend the sidewalk for pedestrians crossing the street. Shortening the crossing distance improves pedestrian safety and visibility. Curb extensions may also be implemented to help allocate more space for street furniture in public spaces.



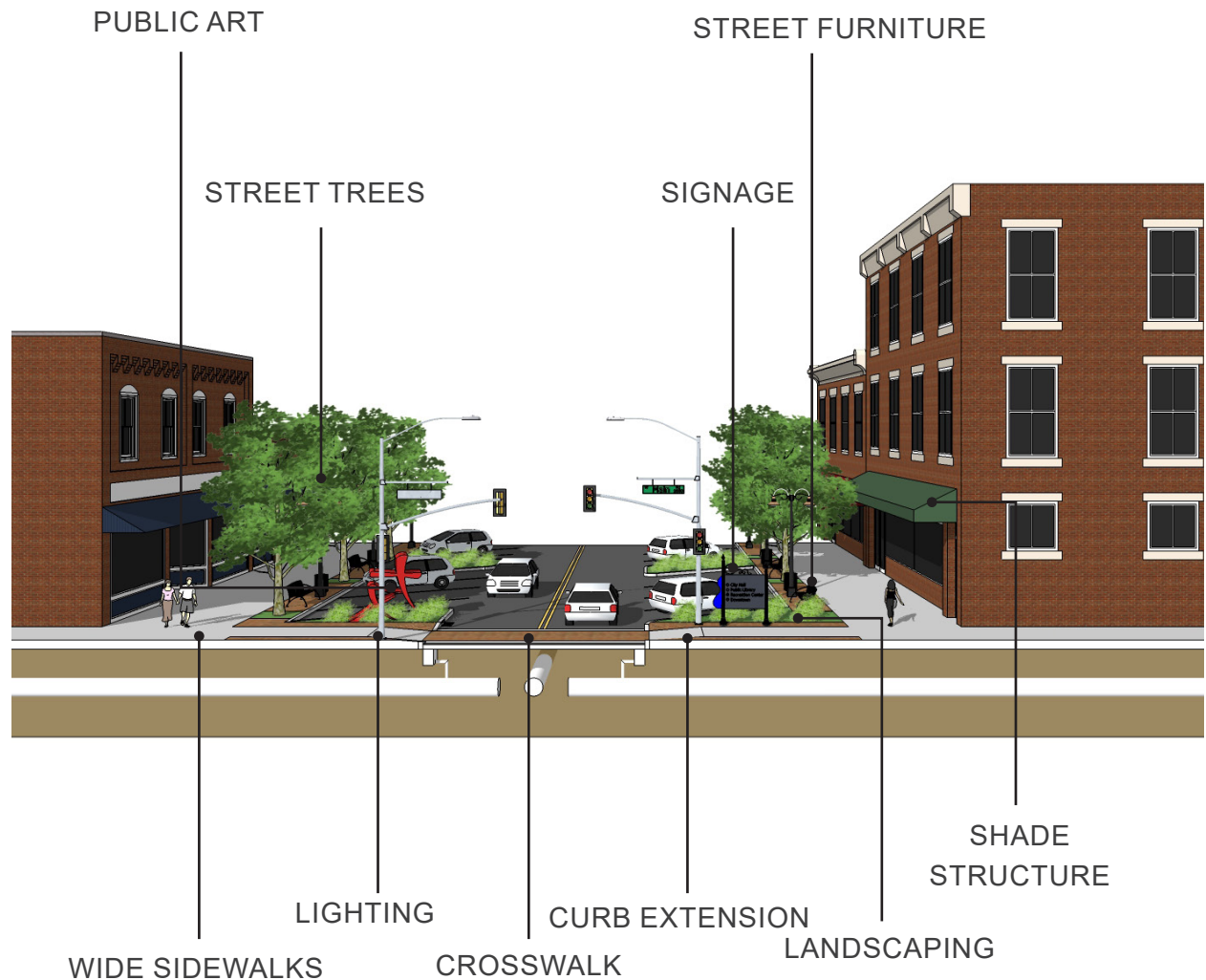


PUBLIC SPACE ELEMENTS

Great public spaces have, but are not limited to, the following elements:

- Sidewalks – wide sidewalks that accommodate multiple users and are buffered from the street make public spaces more comfortable.
- Accessibility friendly features – curb extensions, curb ramps, and tactile surfaces make it easier to navigate the City for all users.
- Public Art – that reflects the history and culture of the area ensure that residents and visitors feel connected to the area and exemplify what makes Pflugerville special.
- Street furniture – allow users to rest and take breaks as necessary.
- Signage – wayfinding and traffic signals provide direction and connect residents and visitors to popular destinations.
- Shade – trees, bus shelters, and awnings provide shade to make the pedestrian environment more enjoyable.
- Lighting- appropriately spaced and at the right height can help illuminate the sidewalks and provide a sense of safety.

Figure 8.3. Public Space Section



SCREENING AND BUFFERING TECHNIQUES

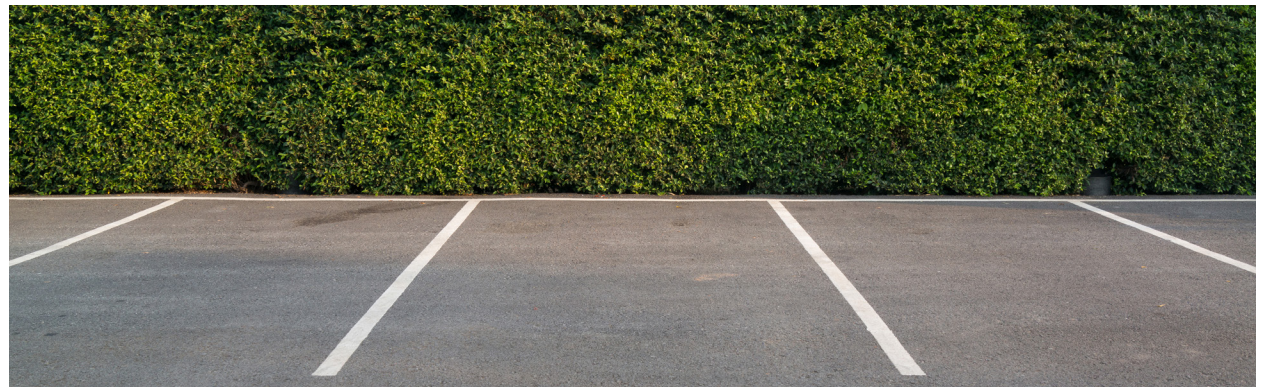
The purpose of screening and buffering is to enhance the visual appearance of the community by separating incompatible or unattractive uses, improving the appearance of parking areas and public rights-of-way, minimizing soil erosion, and reducing stormwater runoff. Screening primarily refers to the visual impacts of the use, while buffering focuses more on light and sounds.

The images to the right show a variety of techniques for screening and buffering—including fencing, walls, trees, or landscaping—that are often strategically placed to help blend a particular use into the surrounding environment or prevent unsightly items from being seen. Natural screening, such as trees and shrubs, mitigate the visual impacts (e.g., light pollution) between residential and nonresidential uses. Typical measures include:

- Screening of trash receptacles through a masonry or brick wall, an opaque gate enclosure or required landscaping materials;
- Screening of loading docks, when present, through the use of walls, berms or landscaping; and
- Screening walls used to hide commercial outside storage areas from public view and reduce headlight glare and traffic noises from negatively impacting residential areas can include hills, berms, trees, shrubs, and/or other landscape features.



Limestone Wall Screening



Headlight Screening



Screening Wall Metal Masonry

LANDSCAPING

Continue using landscape requirements for commercial properties and public rights-of-way to enhance the image and perception of Pflugerville. Beautifying key corridors and ensuring landscaping is installed along major thoroughfares and high traffic areas in the future will make a noticeable difference in the visual quality of surrounding areas—potentially catalyzing new investment. Regulations should include minimum caliper and spacing requirements for street trees, minimum buffer requirements along major thoroughfares, use of native and drought-tolerant plants, and minimum landscaping requirements for parking lots. Consideration should also be made to require enhanced landscaping design at major intersections. The context-sensitive design concept is discussed in more detail in the Transportation chapter.



Native grasses planted in buffer



Xeriscaping



Buffer between the roadway and sidewalk



Landscaping near sidewalk



Landscaping in a parking lot



Landscaping in the median

PARKING STANDARDS

Parking standards should continue to provide sufficient parking and avoid large expanses of impermeable land. Parking lots should be broken up using landscaped medians and landscape islands should be provided at the terminus of each parking row, as well as every twelve spaces. Surface parking in the front of businesses should be discouraged in pedestrian-oriented environments, instead encouraging parking to the side or at the rear of the building. In Downtown Pflugerville and other pedestrian-oriented areas (such as the neighborhood mixed-use, commercial mixed-use and innovation center areas), design considerations should be made for alternative parking options such as centralized parking instead of parking requirements for each individual property.

Parking areas should also consider changing market dynamics. For example, it is increasingly important to account for electric vehicle charging stations. Likewise, some discussion indicates demand for parking reduction as other options reach mainstream, such as autonomous and subscription service vehicles. Parking facilities should be designed in a manner that allows for easy redevelopment in the future.

Some commercial developments in Pflugerville already have indications of overparking. These are excellent opportunities to increase the fiscal performance of established areas through redevelopment, and also create opportunities for pedestrian-oriented public spaces within the commercial developments that facilitate customers staying longer and visiting more shops.



Example of landscaping in parking lot



Example of landscaping in parking lot



Example of landscaping in parking lot



Charging station in parking lot



Angled parking



Parking lot outside of an office building

RESIDENTIAL DESIGN GUIDELINES

Preserving the character and maintaining the consistency of a neighborhood is important to the integrity of the area. Allowing homes to be built out of scale or character with the surrounding area can be detrimental to the identity of the neighborhood. Residential design guidelines are designed to minimize the impact of new construction, redevelopment, and infill development on surrounding residential properties. Guidelines establish expectations for residential development and ensure neighborhoods retain their intended character. An effective approach to this, particularly for homes built after WWII that do not subscribe to a particular architectural character, is creation of idea books with suggestions for how to modernize the appearance of older homes tastefully as well as improve the residential landscape. Garland, Texas has a particularly effective example of such an approach, which can even be expanded to address older commercial properties. The following are future policy considerations in reference to residential design regulations.

VARYING LOT SIZES

A variety of lot sizes results in a mix of housing options. Requiring minimum lot sizes sets the character of the neighborhood by determining the type of development intended for the neighborhood, however does not limit homes to be the same size and style. Regulations for new subdivisions



Large lot home with landscaping

should account for the existing predominant character of the area. Policy considerations should be made to ensure lot sizes are distributed among small, medium, and large estates within each neighborhood.

Likewise, this should consider changing lifestyle needs and the desire for people to remain in their neighborhood as their needs change. This is best accomplished by diversifying housing types and sizes.

NEIGHBORHOOD AMENITIES

Neighborhood amenities vary in size and impact, yet always provide beneficial services to the community. Generally, context determines what types of amenities are appropriate or viable in an area. Amenities can include developed spaces like parks and trails, physical amenities such as benches and lamp posts, or programming/services such as community centers and schools.

Generally, parks and recreational facilities in residential areas develops active and healthy communities. Neighborhood parks are usually within a half-mile walking distance of neighborhoods. Parks do not always include playgrounds, restrooms or parking, but should provide passive opportunities for recreation in other forms. Outdoor space is a desired amenity in neighborhoods and elevates quality of life.

Neighborhood design and orientation of parks and open spaces are important. Neighborhood parks are most effective when homes face towards the space, rather than hiding parks behind homes.

RESIDENTIAL LANDSCAPING AND APPEARANCE

Residential landscaping standards should continue to promote improvements while maintaining continuity with the neighborhood character. Minimum landscaping standards help to ensure a healthy and appealing amount of greenspace are provided in neighborhoods. Code enforcement is an important tool to ensure landscaping standards are achieved and properly maintained. Residential public spaces are often overlooked in terms of appearance standards, thus landscape regulations should involve minimum standards for medians, streetscapes, and major intersections. Consideration should also be made for pedestrian amenities, signage, and neighborhood entryways.

This can be taken further to advance other plan goals. For example, xeriscape approaches to landscaping can be among the most beautiful and eye-catching, while simultaneously helping to reduce outdoor watering demand.



HOUSING

HOUSING CONDITIONS

Pflugerville's range of housing conditions warrant an equally wide range of strategies. The strategies shown on the following page vary based on the character of the neighborhood as a whole.

ONGOING PRESERVATION

Neighborhoods within this category include predominately sound, quality housing. It also includes older areas in stable condition. Overall, this housing only needs to be sustained at its currently desirable condition to prevent or slow the aging process.

TARGETED MAINTENANCE

This category includes neighborhoods that are beginning to show signs of wear and some neglect, but are generally in good condition. Physical structures are in sound condition, but minor exterior improvements may be needed. Overall, this housing could need some correcting of code violations and assistance for homeowners to make minor repairs to prevent further decline.

INFILL/REDEVELOPMENT

This category includes neighborhoods in which some or most housing structures are

in poor condition and generally in need of significant structural repair or rehabilitation. This also includes area with vacant lots that are prime for development. These areas are positioned for infill development that can provide additional housing choices.

Infill and redevelopment efforts will be important for Pflugerville because they provide a way to increase the population and support efforts toward revitalizing older areas of the City. Infill and redevelopment also reduce the infrastructure costs associated with new development because it is less expensive to provide connection to an existing line with capacity rather than constructing a new one.

Pflugerville still has vacant land that is anticipated to develop as residential. It is important to ensure that these areas are well-designed and connected to the rest of the City.

- Encourage smaller blocks in new developments to improve walkability. Except where necessary, such as a conservation or cluster development, limit cul-de-sacs in new developments to improve connectivity.
- To prevent monotony to housing design, require that the same housing faced can only be used every five to six houses.
- Secondary access or connectivity to other subdivisions should be installed for safety and traffic flow.

COMMUNITY

COMMUNITY POLICING

Police service is an extremely important factor in assessing a community's quality of life and vitality. Safety is often a prime consideration for people when deciding where to establish a home or business. According to the 2021 resident survey, residents feel safe in Pflugerville. Only 2% of residents said they didn't feel safe in their neighborhood during the day and only 8% didn't feel safe in their neighborhood after dark.

A high crime rate (or perception of crime) can cause people to decide not to locate in a particular area. Conversely, a low crime rate can be an attractor for population growth and economic development. Because crime appears to be more of a perceived problem, the City's efforts would be well spent focusing on community engagement and education. Currently, the Pflugerville Police Department has a number of engagement programs, though it is recommended that efforts be focused on directly engaging neighborhoods.

COMMUNITY CLEANUP

Citywide cleanup days, whether sponsored by the City or a private entity, that focus on improving properties (fix fences, paint walls, fix roofs, update landscaping, etc.) are another easy and relatively inexpensive way to beautify the community. Since volunteers donate their time as in-kind, non-profits and other organizations can be maximizing their efforts through partnerships that leverage each other's resources. Cleanup programs might already exist as a grassroots initiative. Many cities seek to create or enhance such programs by coordinating with volunteers, school districts, local businesses, and faith-based organizations. Similar programs exist in Pflugerville, and the City may consider furthering participation with other entities to help grow the size, reach, and impact of the program.

LEVERAGING SCHOOL DISTRICTS

Although school districts operate separately from cities, both benefit from positive public perception and strong working relationships. There are several actions that Pflugerville can initiate to strengthen its relationship with the school district:

- Market Pflugerville-area schools through newsletters, local media channels, and social media. Pursue collaborative marketing between City, school district, and other entities such as the economic development community, PCDC, and local real estate agencies.
- Support teachers by offering workforce housing options for teachers and paraprofessionals, such as missing middle housing like townhomes, condominiums, duplexes, live-work units and patio homes. The City can collaborate with and encourage local landlords and property owners to offer discounted rates or promotions to faculty and staff members so that greater variety of housing options are attractive and accessible. In turn, teachers and other paraprofessionals can afford to live in the City they work in.

HOUSING AVAILABILITY AND AFFORDABILITY

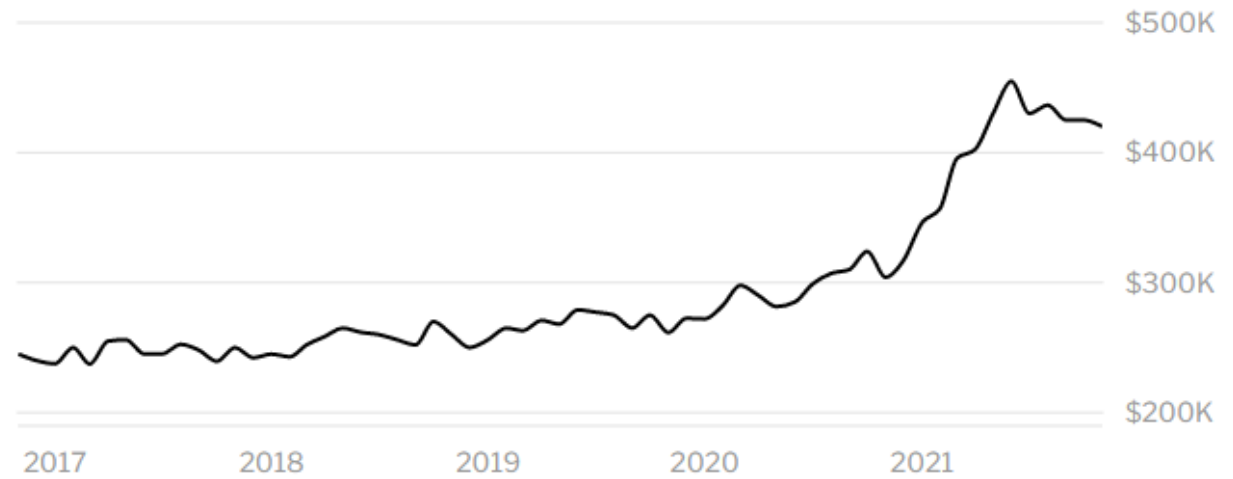
Buying a home used to be one of the most important purchases a person would make in their life. This is changing with the current supply and demand in housing, putting a strain on the housing market. Freddie Mac estimated that at the end of 2020 that the United States was 3.8 million housing units short of meeting the nation's housing needs. The shortage of housing has led to a housing affordability crisis that has made it increasingly difficult to buy a home, especially for first time homebuyers.

In the last 10 years, the percentage of the U.S. population that rents has increased from 25% to 34%. In turn, many cities in Texas have become rental majority cities.

Austin and its region have made national and international news regarding a growing housing affordability crisis. What was once considered a unique region with incredible economic opportunity coupled with affordable cost of living and quality of life has seen the affordability aspect erode. According to the Austin Board of Realtors, November 2020 to November 2021 year-over-year data for the Austin-Round Rock MSA indicates a median sales price of \$470,000, a 29 percent increase.

Average days on the market are down to 22 days, a 13-day decrease since 2020, leaving the regional market with only 0.8 months of inventory.

Figure 8.4. 5-Year Median Sales Price Trend for Pflugerville Submarket



Data is beginning to show indications that this regional and national housing affordability crisis may be reaching what was once a demonstratively affordable market in Pflugerville. Local median home prices for single-family, townhouse and condos in the Pflugerville submarket have increased more than 38 percent year-over-year from November 2020 to November 2021. Redfin indicates just over 50 percent have sold above the list price, with a sale-to-list price of 101.9 percent. This has stabilized some, as during the peak of the COVID-19 pandemic the sale-to-list price was 116 percent. This, however, may be more reflective of increasing list prices given the recent increases in median list price.

Pflugerville may not be able to manage all market forces since housing affordability does not consider city limit lines, but it can take steps to mitigate, some of which involves seeking to reduce cost of living in other areas.

HEALTHY COMMUNITIES AND NEIGHBORHOOD VITALITY

HEALTHY COMMUNITIES AND NEIGHBORHOOD VITALITY GOALS, POLICIES AND ACTION ITEMS

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.
 - 1.2. Implement the Downtown Action Plan and update from time-to-time to account for changing conditions and new opportunities for revitalization.
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.
 - 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.).
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.
 - 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.
 - 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.
- 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.
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.
 - 4.2. Partner with local medical centers and providers to host an annual wellness and health festival.
 - 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.
 - 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.

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, restaurants.
- 5.2. Avoid concentrations of residential units (any type) without supporting non-residential services.
- 5.3. Allow for incremental redevelopment of existing commercial centers with residential components.

6. Strategically develop a mixture of residential and nonresidential 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.
- 6.2. Encourage housing variety so that no more than 2/3rds of housing in an area is the same type.

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.

- 7.2. Encourage multi-family along freeway corridors with access to existing or planned services, jobs, retail, and parks within 1/4 mile.

- 7.3. Incentivize appropriate housing where existing services are present and especially where such services may be underutilized (parks, retail, schools)

8. Ensure that Pflugerville’s neighborhoods are welcoming and resilient.

- 8.1. Expand existing homeowner and neighborhood assistance programs based on neighborhood revitalization strategy.

- 8.2. Create a land banking program to acquire and (re)develop underutilized parcels of land in neighborhoods.

- 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.

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.

- 9.2. Monitor housing and neighborhood conditions in existing neighborhoods.

- 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.

- 9.2.2. Monitor ratio and density of owner-occupied vs. non-owner-occupied housing.

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.