





ACTION AGENDA

BASED ON OLD TOWN PFLUGERVILLE VISION

TOP 5 ACTION INITIATIVES

Key Issues & Consensus Status	Potential Initiatives	Consensus Considerations	Next Steps	Action Type			Action Timeframe			Lead Responsibility			Related Illustrations	
				Partnerships / Coordination	Capital Improvements (CIP)	Regulation	Programs	Less than 2 Years	2 to 5 Years	Greater than 5 Years	City Manager and Staff	City Departments		Development Services Department
Parking 	Use MoKan right-of-way		<ul style="list-style-type: none"> Pursue discussions with TxDOT regarding interim use of right-of-way for installation of surface parking, if and when needed. Negotiate a Multiple Use Agreement governing maintenance and potential removal of the parking should the corridor ever be used for other purposes. 	●	●			●	●	●	●			See Figure 3, Focus Areas for Parking and Streetscape Improvements
	Public parking improvements	<ul style="list-style-type: none"> The Old Town Neighborhood Association suggested that any planned public parking improvements should terminate at the CBD boundary and not continue onto more residential streets. 	<ul style="list-style-type: none"> Invest in public parking improvements (on-street angle parking and potential off-street parking areas). Pursue in conjunction with streetscape enhancements. Continue to clarify public/private responsibilities with property owners/developers as individual properties develop or redevelop. 		●	●		●	●	●	●			
Access and Circulation 	FM 1825 / Pecan Street jurisdiction	<ul style="list-style-type: none"> The Old Town Neighborhood Association stated its strong support for this initiative, particularly to provide multiple points for safely crossing Pecan Street. 	<ul style="list-style-type: none"> Coordinate with TxDOT and other involved jurisdictions to remove FM highway designation and achieve local control of Pecan Street through City. Pursue redesign of Old Town segment (pedestrian crosswalks/amenities, potential median, better accommodation of eastbound left turns, streetscape and wayfinding enhancements). 	●	●			●		●				See Figure 4, Pecan Street Bicycle-Pedestrian Safety Improvements
Public Amenities 	Streetscape enhancements	<ul style="list-style-type: none"> The Old Town Neighborhood Association suggested that any planned streetscape enhancements should terminate at the CBD boundary and not continue onto more residential streets. 	<ul style="list-style-type: none"> Pursue significant streetscape enhancements (e.g., wide “strolling” sidewalks, special lighting fixtures, landscaping, potential public plaza for events and cultural activities). Pursue in conjunction with parking improvements. 		●				●		●			See Figure 3, Focus Areas for Parking and Streetscape Improvements
Appearance and Character 	Gateway and intersection enhancements		<ul style="list-style-type: none"> Pursue special gateway treatments at: (1) FM 685 and FM 1825/Pecan Street, (2) Timmerman Elementary vicinity (west entry into Old Town when Pecan Street currently narrows). Implement special intersection treatments at Pecan/Railroad and Main/Railroad. 		●			●		●				
Dedicated Staff Person 	Staff person to focus on Old Town revitalization	<ul style="list-style-type: none"> One stakeholder pointed out that the action initiatives under Economic Development and Marketing, in particular, will require a dedicated staff person to carry out. 	<ul style="list-style-type: none"> Identify a staff person to focus on Old Town economic development, capital improvements, partnerships/ coordination, community outreach, and external funding opportunities. 					●	●	●	●			

STAFF-LED INITIATIVES

CBD Standards 	Review and potential amendments		<ul style="list-style-type: none"> Complete a thorough review of the existing Chapter 155, Subchapter B, to identify needed amendments and streamlining to ensure the standards are achieving desired outcomes without discouraging greater reinvestment activity. Clarify and separate mandatory provisions from “guidelines” that can be waived case by case. Clarify and clearly state the extent of Architectural Review Board (ARB) authority and discretion, including staff authority relative to that of ARB. Complete a “process audit” for the benefit of both the City and applicants. Address other concerns (applicability of various standards to residential versus commercial situations, internal conflicts within standards). Expand outreach efforts and provide more informational materials to improve understanding and expedite the process for all involved. 									●		
--	---------------------------------	--	--	--	--	--	--	--	--	--	--	---	--	--

