ACTION AGENDA BASED ON OLD TOWN PFLUGERVILLE VISION

One stakeholder pointed out that the action

staff person to carry out.

initiatives under Economic Development and

Marketing, in particular, will require a dedicated



TOP 5 ACTION INITIATIVES

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Key Issues & Consensus Status	Potential Initiatives	Consensus Considerations	Next Steps		Action Type	Acti	on Timeframe		Lead	Respons	ibility	Related Illustrations
Parking O	Use MoKan right-of-way		 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
•00	Public parking improvements	 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. 	 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	 The Old Town Neighborhood Association stated its strong support for this initiative, particularly to provide multiple points for safely crossing Pecan Street. 	 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	The Old Town Neighborhood Association suggested that any planned streetscape enhancements should terminate at the CBD boundary and not continue onto more residential streets.	 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		 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. 		•		•		•			

STAFF-LED INITIATIVES

Staff person to

revitalization

focus on Old Town

Dedicated

Staff Person

CBD Standards	Review and potential amendments	 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. 	
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Identify a staff person to focus on Old Town economic development,

and external funding opportunities.

capital improvements, partnerships/ coordination, community outreach,

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icularly e point) If there is elopment				•	•						•		See Figure 8, Example of Vertical Mixed-Use Development in a Downtown Setting
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Key Issues & Consensus Status	Potential Initiatives	Consensus Considerations	Next Steps		Action	Туре		Action	n Timeframe		Lead	Respons	sibility		Related Illustrations
Land Use and Zoning O	Downtown- specific zoning district	 The Old Town Neighborhood Association stated its strong support for the potential Old Town Center zoning district illustrated in Figure 5, particularly because it does not include west Main Street (west of 4th Street) and Timmerman Elementary, and it also indicates setting the boundary at the alleys between Walnut and Main and Pecan and Hall streets versus on Walnut and Hall. However, one Old Town homeowner disagreed with the idea of a single zoning designation "as it does not allow design of smooth transitions from commercial to residential. Our current zoning designations have the right amount of distinction to provide this control." 	 Establish a downtown zoning district versus the current practice of applying — in a piecemeal fashion in some locations — the standard residential, commercial, and office districts that are used elsewhere in the community. Make the new district contiguous with the CBD Overlay District boundary. Alternatively, consider creating one set of integrated use regulations and associated development and design standards for the area versus applying supplemental standards through an overlay approach. Carefully consider the specific name for the new downtown zoning district so it is consistent with branding efforts for Old Town and to ensure that it conveys the right image and character connotation (some people noted that "Central Business District" has more of a commercial emphasis and does not adequately capture the place of residential uses in Old Town — as well as Old Town no longer being a true CBD for the entire City). 			•		•				•			See Figure 5, Potential Old Town Center Zoning District
Neighborhood Conservation	Neighborhood Conservation zoning district	 The Old Town Neighborhood Association stated its strong support for the potential Old Town Neighborhood Conservation district illustrated in Figure 6 but requested that the historic residential area in the Paul Street vicinity also be included. One stakeholder pointed out that some existing residences should not necessarily be included in the proposed Neighborhood Conservation district (e.g., west of 4th Street along Main and Pecan streets) since they may someday transition to nonresidential uses and would require a zone change from the conservation designation. 	 Beyond the new downtown zoning district, place into an Old Town Neighborhood Conservation district the remainder of the Old Town area that is not envisioned for any type of non-residential use, and which is also not intended to turn over to other residential forms. This would remove the application of typical single-family zoning from these lots and blocks in favor of a zoning district that can be customized specifically for the historical development pattern and residential design features found in the Old Town neighborhoods. Elevate the identity of the Old Town Neighborhood area through special entry signage in high-profile locations, Old Town-specific street signs, and by initiating a local historic marker program to recognize signature homes in the area. 		•	•	•	•				•			See Figure 6, Potential Old Town Neighborhood Conservation District
Economic Development and Marketing	Mixed-use development		 Recruit horizontal and/or vertical mixed-use development, particularly for the Princess Craft RV site (if it does become available at some point) as part of efforts to raise the profile and vitality of Main Street. If there is minimal market interest or potential, then focus on other redevelopment models. 				•	•					•		See Figure 8, Example of Vertical Mixed-Use Development in a Downtown Setting
•00	Branding and marketing		 Focus first on branding and promoting Old Town to Pflugerville's own 40,000-plus residents, building on the Chamber's "Come Home to Shop" approach. Use special events held in Old Town to raise the area's profile with a wider regional audience. However, a concern is that Old Town in its current state is "not ready for prime time" and should be farther down the road toward revitalization and enhancement before more aggressive regional marketing is conducted. Otherwise, there is a risk of disappointing visitors on first impressions and never getting them to return. 				•	•						•	
•00	Old gin site possibilities		 Pursue collaboration with First United Methodist Church (FUMC), as the owner of the old gin site and buildings, to explore opportunities for possible renovation and/or adaptive re-use of this community asset along with other potential partners. 	•				•		•			•		
CBD Boundary	Boundary review and potential adjustment	 Some stakeholders suggested reducing the CBD boundary from 10th Street to 5th Street on the west (i.e., to the east of Timmerman Elementary) to focus on revitalizing and enhancing a more condensed area that is "more distinctively Old Town." Another stakeholder disagreed, noting that the area needs a critical mass of businesses to market to residents and visitors. Further limiting the potential 	 Determine if further adjustments to the CBD Overlay District boundary are warranted to clarify which areas of Old Town are worthy of higher standards for development and redevelopment. In particular, continue dialogue with Old Town homeowners and other stakeholders to determine if the boundary should be moved from several on-street to mid-block (alley) locations (from Hall Street to the alley between Hall and Pecan streets, and from Walnut Street to the alley between Walnut and Main streets). 			•		•				•			See Figure 2, Potential Reduction of CBD Boundary Between Hall and Pecan Streets

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CBD Boundary (cont.)		size of Old Town's long-term commercial area would make it difficult to ever brand Old Town as a destination for shopping, dining, or other entertainment and services. Reducing the boundary further would also remove certain west-side assets (Rock Gym, old football field, and Timmerman Elementary, which is used for downtown event parking), plus First Baptist Church and other buildings already designed to meet the CBD standards as this is the western gateway to Old Town. One Old Town homeowner stated his opposition to moving the CBD boundary to the alley between Pecan and Hall streets because the properties along the north side of Hall Street "are not suitable residential properties, especially if the business district becomes more active." (The difficulty of enforcing noise limits in the area was also noted.) One stakeholder pointed out that if and when the Old Town segment of Pecan Street is widened, then the CBD boundary situation in this area will have to be revisited assuming that existing commercial structures fronting on Pecan Street would have to be moved back, impacting their parking availability even more and possibly requiring removal of the alley between Pecan and Hall streets.				•	•							

Other Potential Initiatives

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Access and Circulation Main Street

- Respect the contention of a few stakeholders that the long-term viability/sustainability of Old Town will be difficult unless roadway improvements are made to draw more traffic into the area and raise its profile (which would also provide additional access to nearby properties). However, also recognize that there is no need today for a new eastwest roadway link based on several key criteria, including: external traffic access demands, internal trip generation, congestion of existing roadways or intersections, the need for enhanced emergency access, or other safety-related considerations.
- Revisit the Old Town access issue periodically, in coordination with key stakeholders, in case conditions were to change enough to where access and circulation needs became a definite concern.
- A minority opinion suggested that a preliminary engineering study of east access options would help put this issue to rest and remove uncertainty and anxiety about it.
- If more in-depth study of vehicular access options appears warranted at some point, then a wide range of alternatives should be considered rather than focusing only on potential extension of Main Street—and only on a link to FM 685 versus other possibilities (e.g., a direct westbound link to the Old Town core area from FM 1825/ Pecan Street near the MoKan right-of-way).

- TAKE NO ACTION on a potential westward extension of Main Street either to FM 1825/Pecan Street or all the way to Meadow. Most stakeholders said a westward extension makes little sense unless there is a significant change in the land use situation—specifically, some form of redevelopment of the Timmerman Elementary School campus if it is no longer a neighborhood school at some point. Most also indicated that they do not desire such a change in Timmerman's status, nor do they anticipate it
- TAKE NO ACTION on a potential eastward extension of Main Street to FM 685. There is significant opposition from property owners and institutions in the vicinity who would be directly impacted. Various other stakeholders pointed out a series of constraints that, in their view, would make a roadway improvement through this area technically difficult and of limited benefit (in terms of traffic access and circulation) relative to the likely cost. Such constraints include creek crossing, overpass of MoKan right-of-way, impacts on private property and nearby residences, intersection and signal spacing along FM 685, and apparent lack of developer interest relative to "Pfluger tract" plans.

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Access and Circulation (cont.)	Bicycle/pedestrian connections	The Old Town Neighborhood Association stated its strong support for this initiative, and also requested that sidewalks be installed in all residential areas of Old Town.	 Complete trail and sidewalk extensions to link the Old Town core more directly to the community trail network. In particular, implement a bicycle/ pedestrian link across Gilleland Creek from the direction of FM 685 regardless of whether a roadway link to the Old Town core will be pursued in this area. 		•		•				•			
Local and Regional Function	City Hall	 Some stakeholders consider the City Hall redevelopment concept presented in Figure 7 a very challenging proposition, particularly since its scale—as well as a municipal facility of the size presented in the recent bond election proposal—would require public acquisition of existing commercial property in the Old Town core, where there is already limited space for new or expanded commercial activity. Existing residences in the vicinity could also be affected. The extent of parking needed was also cited as a potential constraint. While many participants in the vision process recognized that cost and practicality factors may make it difficult for the City Hall of a much larger Pflugerville community to be housed in Old Town, they wish to see more information and analysis on the relative merits of various facility alternatives. Most all participants in the vision process (as well as an official statement from the Old Town Neighborhood Association) expressed the sentiment that municipal government should maintain some type of presence in Old Town, especially if it expects private property owners and investors to commit to the area despite its market and redevelopment challenges. 			•			•	•	•				are 7, ed City Hall t in Old Town
0•0	"Pfluger tract"	 Some stakeholders cited the "Pfluger tract" as an important alternative to consider given the lack of consensus regarding more intensive development in the Old Town core (centered around the existing City Hall facility). It was also noted that development of the "Pfluger tract" can begin relatively soon given the ownership situation, ongoing land planning there, and no need to negotiate for the purchase and removal of existing commercial structures and residences. 	 Explore with the property owner/developer the possibility of incorporating a municipal complex into development plans for this strategic site. 	•	•		•	•		•	•			