The following list of community values was compiled based on discussions during this forum, as well as supplemental items the consultants had identified from previous forums and stakeholder interviews, which the forum attendees also endorsed:

VALUES

- Community cohesiveness (events, churches, concern about impacts when sites redevelop).
- Small town atmosphere, charm, personality.
- Special/unique image for community.
- Neighborhood integrity (peace and quiet, local schools).
- Environmental protection (creek, green space).
- Community history, nostalgia (original/older homes on large lots).
- Civic symbolism (City Hall in downtown).
- Respect for cherished institutions.
- Economic development (non-residential tax base, business sustainability).
- Support of small businesses.
- Local amenities (shopping, restaurants, new attractions).
- Vibrant downtown.
- Outdoor recreation (parks and trails).
- Fair government (reasonable regulations, consistent procedures, cost effective projects).
- Private property rights (cost/delay of regulation, protection of residential and commercial areas).
- Community engagement.
- Compatible, quality development (design, appearance, residential/commercial, overall fit with community).
- Rental property concerns (density, school/traffic impacts).
- Convenient mobility and circulation (connectivity, accessibility).
- Safety (bike/ped, kids).
- Balance ("Old/New Town", quality/quantity).
- Commitment to planning and action (active versus reactive).

> **Old Town is a vibrant, community-oriented city center revered as the iconic heart of Pflugerville. Blending old and new, Old Town retains its historical charm through purposeful revitalization and a balance of opportunities to live, learn, work, and play. Old Town's neighborhoods, businesses, and heritage are valued and complemented by a significant civic/government presence. By preserving our natural resources and creating opportunities for connectivity, Old Town provides an accessible, safe, and beautiful atmosphere for all to enjoy. Old Town Pflugerville is where the past meets the future—"where quality meets life."**

Significantly, the Steering Committee purposely referred to Old Town as "*a* city center" for the future versus "***the*** city center." They recognized that Old Town will always be a historical focal point within Pflugerville but not necessarily a significant "commercial hub" as in its hey-day. With the community's rapid growth and the emergence of other "centers," the challenge for Old Town will be to offer something different and unique to cause residents and visitors to stray from their shopping and dining routines to come to Old Town.

The Steering Committee included members of the City's standing Downtown Planning Committee (DPC) plus two specially appointed members. The DPC is comprised of representatives of the various key entities that contribute to downtown planning and improvement:

- City Council;
- City Boards and Commissions (Planning & Zoning Commission, Board of Adjustment, Architectural Review Board, Parks and Recreation Commission);
- Pflugerville Downtown Association (PDA);
- Old Town Neighborhood Association (OTNA);
- Pflugerville Council of Neighborhood Associations (PfCONA);
- Pflugerville Community Development Corporation (PCDC);

Why a Vision Statement?

A vision statement is a vivid, idealized description of a desired outcome that inspires, energizes and helps you create a mental picture of your target. The quality of your vision determines the creativity and originality of your ideas and solutions. It should be a compelling, memorable statement.

Remember that the purpose of the vision statement is not to serve as a "real" target that you are going to measure against to determine if you have succeeded or failed. You should use your goals and objectives to do that. Instead, the purpose of the vision statement is to open your eyes to what is possible. Albert Einstein said, "Imagination is more powerful than knowledge." This is true in many respects because while knowledge allows you to see things as they are, imagination allows you to see things as they *could* be.