



where quality meets life

PFLUGERVILLE
TEXAS



DOWNTOWN ACTION PLAN



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INTRODUCTION



As Pflugerville continues to experience rapid residential growth and expanded retail and employment opportunities in the community, a surge of interest in revitalizing Downtown Pflugerville has reactivated Downtown planning efforts. On September 25, 2018, City Council adopted the Downtown Action Plan (2019-2021) outlining future Downtown planning efforts by Resolution No. 1649-18-09-25-0547. The Downtown Action Plan is intended to be refined every five years to account for unforeseen changing conditions and budgetary considerations. By City Council adopting this plan by resolution, it shall represent the City's continued support and commitment to Downtown.

The Downtown Action Plan is intended to expand upon and provide for an implementation schedule of the 2009 Old Town Pflugerville Vision Report's action items. Based on extensive public outreach methods, the Old Town Pflugerville Vision Report outlined top 10 desired characteristics for the revitalization of

Downtown and providing for a balance of opportunities to live, learn, work and play. Also, the City conducted surveys through the Aspire Pflugerville 2040 Comprehensive Plan process and other city-wide surveys to gauge the community's desire for Downtown improvements, and such survey results can be found in the Appendix of this Action Plan.

Expanding upon the 10 desired characteristics, this Action Plan incorporates elements of the Project for Public Spaces (PPS) model for creating and sustaining great places. In this model, it provides a balance of interests by incorporating 4 principal elements to creating and sustaining a great place, including sociability, uses and activities, access and linkages, and lastly comfort and image.

WHAT MAKES A GREAT PLACE?

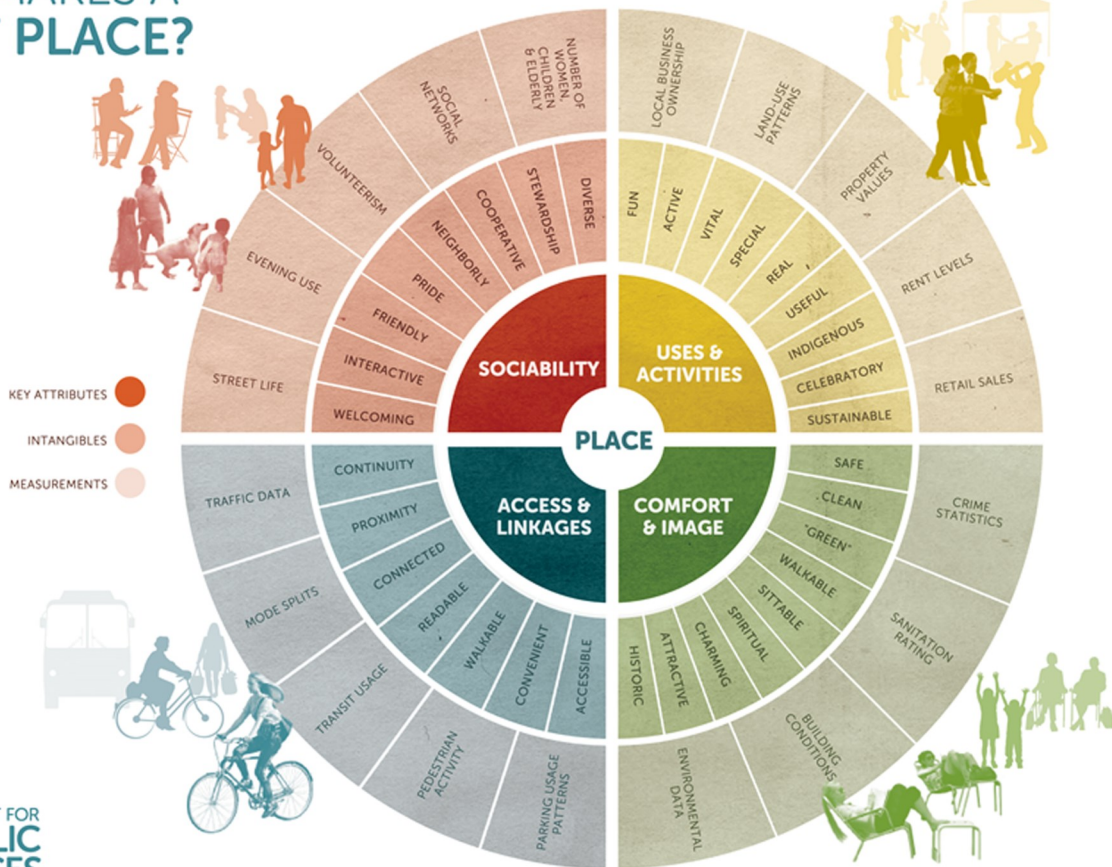
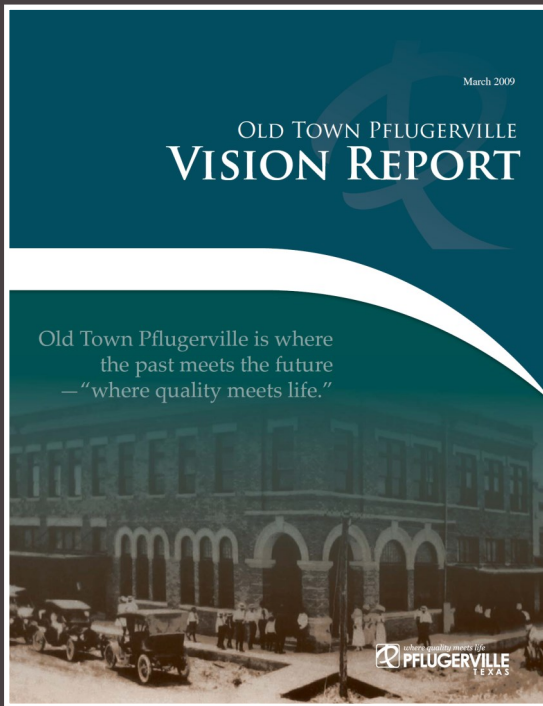


Image Credit: Project for Public Spaces



OLD TOWN PFLUGERVILLE VISION REPORT

Vision Statement

Old Town is a vibrant, community-oriented city center revered as the iconic heart of Pflugerville. Blending old and new, Old Town retains its historic 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.”

Top 10 Desired Characteristics of Downtown

- Be vibrant
- Be accessible
- Have a civic presence
- Be walkable
- Have a residential component
- Be a gathering place
- Be green
- Have a distinct image and draw
- Be attractive for business
- Maintain historic features

Top 5 Action Initiatives

- Public Parking
- Access and Circulation of Pecan Street
- Streetscape Enhancements
- Gateway and Intersection Improvements
- Dedicated Staff Person

Other Action Initiatives

- Economic Development and Marketing
- Maintain historic features



DOWNTOWN PLANNING HISTORY TIMELINE



2004
CBD Overlay and
Downtown Master Plan
Approved

2008
Downtown Summit 2 -
City initiated consensus
building charrettes

2010
2030 Comprehensive
Plan Adopted

2022
Aspire Pflugerville
2040 Comprehensive
Plan Adoption
(Pending)



2003

2007

2009

2018

Envision Central
Texas Concept Plan and
Parking Study
conducted

Downtown Summit 1 -
community engagement
effort

Old Town Pflugerville
Vision Report
Approved

City Council Downtown
Subcommittee Created and
Downtown Action Plan
Adopted





COMPLETED PROJECTS

Best Little Plaza in Texas

On April 26, 2019 through April 27, 2019, the City held its first community build project, Main Street Plazapalooza, in Downtown Pflugerville where an unimproved area next to City Hall was transformed into a beautiful city plaza and outdoor gathering place. The Best Little Plaza in Texas was designed and constructed by city staff and community volunteers with the goals of beautifying the space and creating a fun atmosphere in Downtown Pflugerville that offered the opportunities to incorporate public art, music, games, popup engagement opportunities and a relaxing garden environment.



City staff participating in the construction of the Best Little Plaza in Texas

Park(ing) Day (September 20, 2019)

Park(ing) Day is an annual event held in September, converting metered parking spaces into temporary parklets. While the City does not have metered parking Downtown, this event brings Downtown business and people together in support of Downtown vibrancy. The City, in partnership with Downtown businesses, held its 2nd annual Park(ing) Day event in Downtown Pflugerville on September 20, 2019.



Musician at Park(ing) Day Event

Downtown Parking Study

City staff conducted a parking study and location analysis for the Downtown area. In this report, the City: 1.) analyzed current parking conditions; 2.) estimated future need projections based on the anticipated development and redevelopment patterns for specific sites; 3.) identified potential opportunities for public parking; and 4.) provided recommendations and other considerations for parking improvements and management. On September 24, 2019, City Council adopted Downtown parking policies and action items based on the findings and considerations from this study by Resolution # RES 1719-09-24-0652.

PLAN IMPLEMENTATION



COMPLETED PROJECTS

Improvements in the Best Little Plaza in Texas

Public art was installed within the Downtown plaza in conjunction with some lighting improvements on the buildings along Main Street, sidewalk improvements along Walnut Street, and some pedestrian space improvements along Main Street in the fall of 2020.



Public Art in the Downtown Plaza



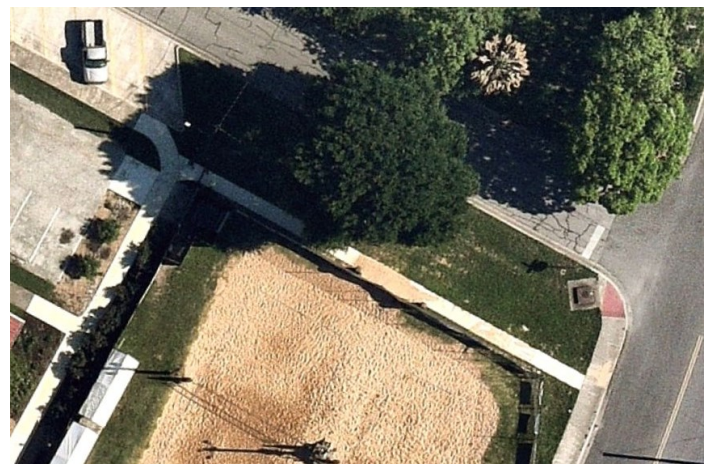
String lights attached to City Hall buildings



New oversized chess in the Downtown Plaza



Public Art in the Downtown Plaza



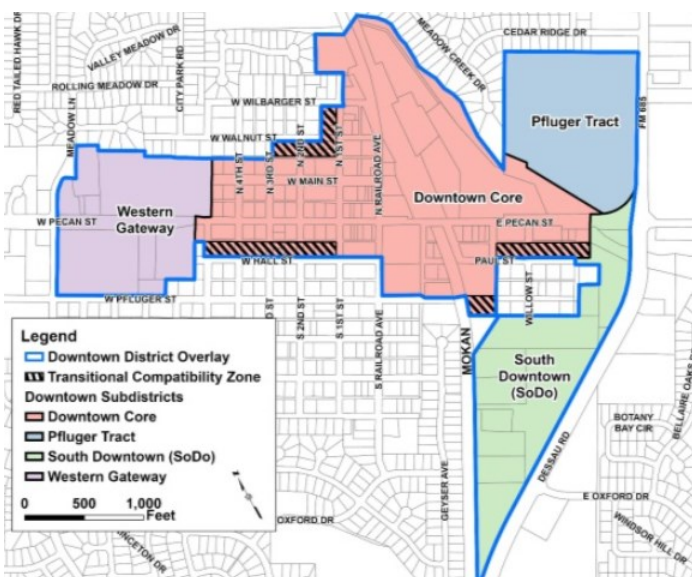
Sidewalk extension along Walnut Street



COMPLETED PROJECTS

Downtown Code Amendments

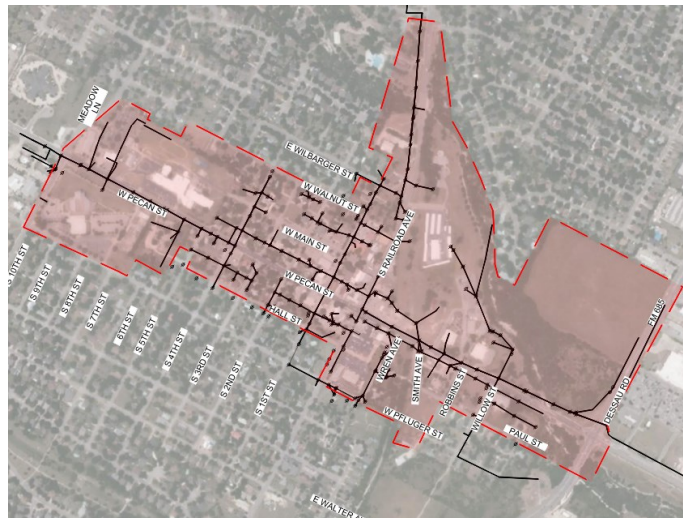
On October 27, 2020, Downtown code amendments were adopted per Ordinance No. 1465-20-10-27. The purpose of the code amendments integrated the development standards of Chapter 155, Subchapter B Central Business District into the Unified Development Code (UDC), provided clarity to the application of requirements, and created character sub-districts and a Transitional Compatibility Zone to ensure a smoother transition between the Downtown Core and the surrounding residential neighborhood.



Map of sub-districts created with code amendments

Downtown Utility Analysis

The Downtown Utility Analysis was conducted as the first step to analyze the relocation of overhead utilities underground for the purposes of providing more accurate cost estimates for the undergrounding of overhead lines. It included an inventory of poles and overhead utility infrastructure, Subsurface Utility Engineering Level D (SUE D), design analysis, and a high-level analysis of existing water and wastewater infrastructure. The relocation of overhead utilities underground is a long-range initiative, and therefore, the analysis provided potential phasing and opportunities for such improvements to coincide with water and wastewater infrastructure improvements.



Map of existing overhead utilities

Pfluger Tract Land Purchase

The City purchased the Pfluger tract, located at the northwest corner of FM 685 and E. Pecan Street, for the purposes of constructing a new multi-generational recreation center and a new City Hall facility. The purchase of this tract also provides opportunities for economic development and public-private partnerships on the remainder of the tract not used for City facilities. The purchase of this tract for City Hall fulfills one of the top 10 desired characteristics for Downtown per the 2009 Vision Report for maintaining a civic presence Downtown.





COMPLETED PROJECTS

Aspire Pflugerville 2040 Comprehensive Plan

Through the Aspire Pflugerville 2040 Comprehensive Plan process, the City sought public feedback regarding desired Downtown improvements to help inform and confirm the direction the City should take within the Downtown Action Plan. The survey results and public feedback from the Aspire 2040 community engagement efforts regarding Downtown are included in the Appendix of the Downtown Action Plan.

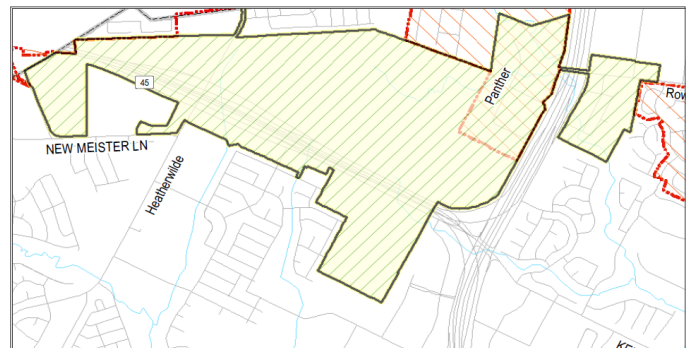
Pecan Street Intersection Improvements at FM 685/ Dessau Road

This project included an innovative displaced left turn and traffic signal improvements to provide a design to improve safety, operations and efficiency of the intersection. The displaced left turn allows vehicles to make unopposed left turns at an intersection by crossing traffic over to the other side of the road prior to the intersection, thus creating an exclusive left turn lane. Then vehicles turning left may continue through the intersection while through traffic traveling the opposite direction flows safely at the same time. By maximizing the flow of the intersection, the displaced left turn increases the intersection's capacity and requires shorter traffic light cycles to reduce time drivers spend at a red light. These intersections are ideal for intersections with high left turn traffic volumes. The project included reconstruction and rerouting Heritage Loop Trail as part of the construction. The construction was completed in December 2021.

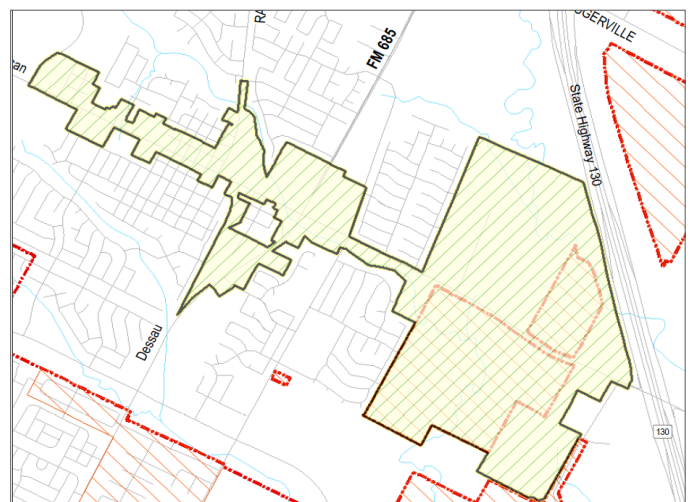
Tax Increment Reinvestment Zone (TIRZ) - Phase 1 Feasibility Study

The City conducted a TIRZ feasibility study where the Downtown District overlay area is included within a potential TIRZ. Phase 1, the feasibility study included:

- An initial needs analysis;
- A complete review and analysis of all ad valorem values; existing land uses; documentation of blighted conditions; tracts where development is impeded due to faulty lot layout or improper zoning; and any other relevant factors;
- Results of the needs analysis with a list of general locations where a TIRZ could potentially positively address community needs and opportunities, includes around the Downtown area and along strategic corridors including SH 45 and SH 130; and
- An identification of potential capital improvement project types.



Potential Northern TIRZ Boundary



Potential Southern TIRZ Boundary



ONGOING PROJECTS

Tax Increment Reinvestment Zone (TIRZ) - Phase 2 TIRZ Creation

If City Council adopts a resolution authorizing staff to commence with Phase 2 which includes all statutory processes for the creation of the TIRZ, City staff will work with the consultant to prepare the Preliminary Project Plan and Financing Plan.

The Preliminary Project Plan will include the following:

- Maps showing the existing uses and conditions of real property in the zone;
- Maps showing proposed improvements to and the use of the property;
- Proposed changes to any zoning ordinances if applicable to the area; and
- A list of the estimated non-project costs.

The Preliminary Financing Plan will include:

- A list of the estimated project costs of the zone, including administrative expenses;
- A statement listing the kind, number, and location of proposed capital improvements, projects or programs to be undertaken in the zone;
- The estimated amount of bonded indebtedness to be incurred;
- The time when related costs or monetary obligations are to be incurred;
- A description of the methods of financing all estimated project costs and the expected sources of revenue to finance or pay project costs, including the percentage of tax increment to be derived from the property taxes of each taxing unit that levies taxes on real property in the zone.

Main Street Extension - Schematic Design & Preliminary Engineering Report

This project includes providing schematic design and a preliminary engineering report for the Main Street Extension project, a future two-way urban roadway from N. Railroad Avenue to FM 685. The project includes R-O-W acquisition, intersection design at N. Railroad Avenue, and FM 685, as well as a bridge crossing of Gilleland Creek. TxDOT coordination is required with this project with the anticipated crossing of the MoKan right-of-way and an intersection at FM 685.

Downtown Action Plan

A PATH PFORWARD

SUMMARY OF GOALS

This section identifies a summary of updated immediate, short-term, mid-range, and long-term goals of this Downtown Action Plan in pursuit of completing the action items of the Old Town Pflugerville Vision Report.





IMMEDIATE & SHORT-TERM GOALS

The action items listed under each fiscal year represent immediate and short-term goals to be addressed generally within the next five years, contingent upon adequate funding and resources.

FY 2022-2023: Immediate Goals

- **Add Downtown to a Tax Increment Reinvestment Zone (TIRZ) and create initial TIRZ project list** - Complete the creation of a TIRZ which includes Downtown. Once the TIRZ is created with a preliminary project plan and financing plan, City staff will work with the TIRZ board on developing and maintaining a Capital Improvement Program (CIP) for Downtown improvements.
- **Downtown Drainage Sub-Area Study (FY22)** - Included as part of the Drainage Master Plan to analyze potential for regional detention pond(s)
- **Streetscape Master Plan (FY22—FY23)**
 - Comprehensive cohesive design elements for expanded pedestrian spaces, sidewalks and accessibility, decorative pavement, street and pedestrian-scale lighting, landscaping, on-street and alley-loaded parking, wayfinding, and gateway improvements
 - Shall include the development of a Downtown Capital Improvement Program (CIP) based on priorities, economy of scale/cost-savings, phasing and high-level cost estimates for the construction of streetscape improvements by phase
- **Pursue the development of the Downtown East project (FY22 - FY25)**

FY 2023-2027: Short-Term Goals

- **Fund staffing and resources to support Downtown efforts (FY23 - FY27): (Refer to page 20)**
 - Increased coordination, collaboration, and cooperation with Downtown business owners and Chamber of Commerce
 - Increased funding and resources for events and programming
 - Administration of the Downtown Action Plan including project management and TIRZ board coordination, as applicable
 - Promote arts and culture
 - Increased ‘community building’ efforts
- **Pursue Preliminary Engineering Design of Phases per Streetscape Master Plan (FY24-27)**
 - Streetscaping (pedestrian-scale lighting, landscaping, street furniture, decorative pavement, etc.)
 - Pedestrian / ADA accessibility improvements
 - On-street public parking (potential alley-loaded public parking)
 - Drainage and bridge improvements
 - Upgrade water and wastewater infrastructure to comply with TCEQ
 - Outdoor gathering places, placemaking, and wayfinding features
 - Relocation of overhead electric and telecommunication utilities underground (Integration of findings from Downtown Utility Analysis)
 - Easement / ROW acquisition / land purchase identification
 - Gateway improvements (optional)



SHORT-TERM GOALS (CONTINUED)

The action items listed under each fiscal year represent short-term goals to be addressed generally within the next five years, contingent upon adequate funding and resources.

FY 2023-2027: Short-Term Goals

- **Water and Wastewater Project Identification within the Master Plan Updates (FY23)** - to identify the infrastructure necessary to support redevelopment and revitalization efforts
- **Pursue Water and Wastewater Analysis, Preliminary Engineering Design of Projects Identified per the Water and Wastewater Master Plan updates (FY24)**
 - Subsurface Utility Engineering (Level B and A)
 - Water / Wastewater analysis - capacity, condition, system improvements, and upsizing based on development and redevelopment potential
- **Detailed Design (Consultant) and Construction of Potential Initial TIRZ Projects** - Contingent upon available funding and approval, the initial TIRZ projects may include the following:
 - Main Street (Eastern) Extension (FY23—FY25)
 - Pfluger Tract public improvements (FY23—FY25)
- **Pursue Preliminary Engineering Design of Projects Identified within the Downtown Drainage Sub-Area Study (FY23-FY27)**
- **(Optional) Site Design for Improvements at the New City Offices located at 100 W. Main Street (FY24 - FY25)** - This project scope may include:
 - Streetscaping along frontage (pedestrian scale-lighting, landscaping, street furniture, etc.)
 - Public spaces and placemaking features
 - On-street parking
 - Restripe on-site parking
 - Potential alley improvements (e.g., pavement, parking, and undergrounding of overhead electric)
- **Downtown Branding and Marketing Plan (FY24)**
- **Integration of Public Art and Placemaking Downtown**
- **Location analysis and purchase property for the purposes of economic development, public parking, placemaking projects, and public-private partnerships, as applicable.**



MID-RANGE & LONG-TERM GOALS

The action items listed under each fiscal year represent mid-range and long-term goals to be addressed, contingent upon adequate funding and resources.

FY 2028 - 2037: Mid-Range and Long-Range Goals

- **Fund staffing and resources to support Downtown efforts (Refer to page 20)**
- **Pursue Preliminary Engineering Design of Phases per Streetscape Master Plan**
 - Streetscaping (pedestrian-scale lighting, landscaping, street furniture, decorative pavement, etc.)
 - Pedestrian / ADA accessibility improvements
 - On-street public parking (potential alley-loaded public parking)
 - Drainage and bridge improvements
 - Upgrade water and wastewater infrastructure to comply with TCEQ
 - Outdoor gathering places, placemaking, and wayfinding features
 - Relocation of overhead electric and telecommunication utilities underground (Integration of findings from Downtown Utility Analysis)
 - Easement / ROW acquisition / land purchase identification
 - Gateway improvements (optional)
- **Oxford Drive Extension - Preliminary Engineering Design (Mid-Range)**- This project scope may include:
 - Streetscaping (pedestrian scale lighting, landscaping, street furniture, etc.)
 - Pedestrian and accessibility improvements
 - Placemaking and gateway features
- **Detailed Design (Consultant) and Construction of Potential TIRZ Projects** - Contingent upon available funding and approval, TIRZ projects may include streetscaping, on-street and alley-loaded parking, pedestrian and accessibility improvements, pedestrian-scale and street lighting, undergrounding overhead utilities, wayfinding, and gateway improvements.)
 - Pecan Street Improvements
 - Railroad Avenue Improvements
 - Main Street (western extent) Improvements
 - Oxford Drive
 - Willow Street Extension, if not already constructed by a developer (Long-Range)
 - Public Art and Outdoor Gathering Places
 - Alley Improvements
- **Integration of Public Art and Placemaking Downtown**
- **Location analysis and purchase property for the purposes of economic development, public parking, placemaking projects, and public-private partnerships, as applicable.**
- **Parking occupancy survey as a supplement to the Downtown Parking Study conducted in 2019**
- **Public Parking Garage – Location Analysis and Purchase Property, as needed**
- **Water and Wastewater Analysis and Project Identification within the Master Plan Updates, as applicable**
- **Code Amendments, as needed.**



DEPARTMENT & ENTITY IMPLEMENTATION

The department lead(s) and other assisting department(s) and entities are assigned to projects based on department specialty and project needs.

| PROJECT | FISCAL YEAR | DEPARTMENT LEAD(S) | OTHER ASSISTING DEPARTMENTS & ENTITIES |
|---|-------------|--|--|
| Downtown Tax Increment Reinvestment Zone Creation & Management | FY22 + | Planning & Development Services; Finance | CIP Engineering; PCDC |
| Downtown Drainage Sub-Area Study | FY22 | CIP Engineering | Planning & Development Services |
| Streetscape Master Plan | FY22 - FY23 | Planning & Development Services | CIP Engineering |
| Pursue the development of the Downtown East project | FY22 - FY25 | Planning & Development Services; CIP Engineering; Parks & Recreation | |
| Downtown Water & Wastewater Analysis and Project Identification with the Master Plan Updates | FY23 | CIP Engineering | Planning & Development Services |
| Integration of Public Art and Placemaking Downtown | FY23 + | Planning & Development Services | Communications; Parks and Recreation |
| Preliminary Engineering Design of Capital Improvement Projects (Per Streetscape Master Plan, Downtown Drainage Sub-Area Study, and Water/Wastewater Plan updates, etc.) | FY24 + | CIP Engineering | Planning & Development Services |
| (Optional) Site design improvements at the new city offices located at 100 W. Main Street | FY24 - FY25 | CIP Engineering | Planning & Development Services |
| Downtown Branding and Marketing Plan | FY24 | Communications | Chamber of Commerce; Planning & Development Services |
| Detailed Design & Construction Management of CIP and TIRZ CIP projects (e.g., Main Street extension and Pfluger Tract public improvements) | FY23- FY25 | CIP Engineering | Planning & Development Services; TxDOT |
| Location analysis and purchase property for the purposes of economic development, public parking, placemaking projects, and public-private partnerships, as applicable. | FY23 - FY27 | Planning & Development Services | Finance; CIP Engineering; Parks & Recreation; PCDC |

Downtown Action Plan

ADMINISTRATIVE PROJECTS

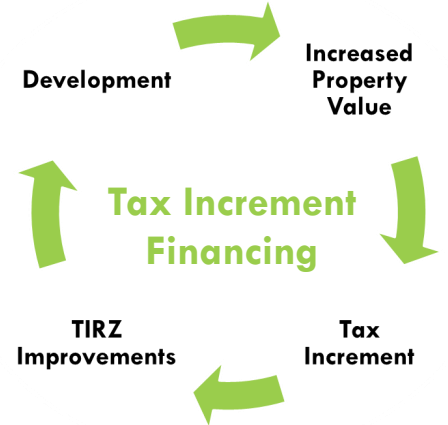
This section identifies projects and programs that will be performed by City staff or by a consultant, on behalf of the City, in pursuit of completing the action items of the Old Town Pflugerville Vision Report. The administrative initiatives provide more details and strategies in achieving such action items of the Vision Report.





General Economic Development Goals

The City shall employ all available economic development tools to foster the revitalization of Downtown and encourage development by establishing a funding source for capital investments and public-private partnerships, to offer economic development agreements in order to stimulate physical development and business growth, and to sustain the small, local business environment of Downtown.

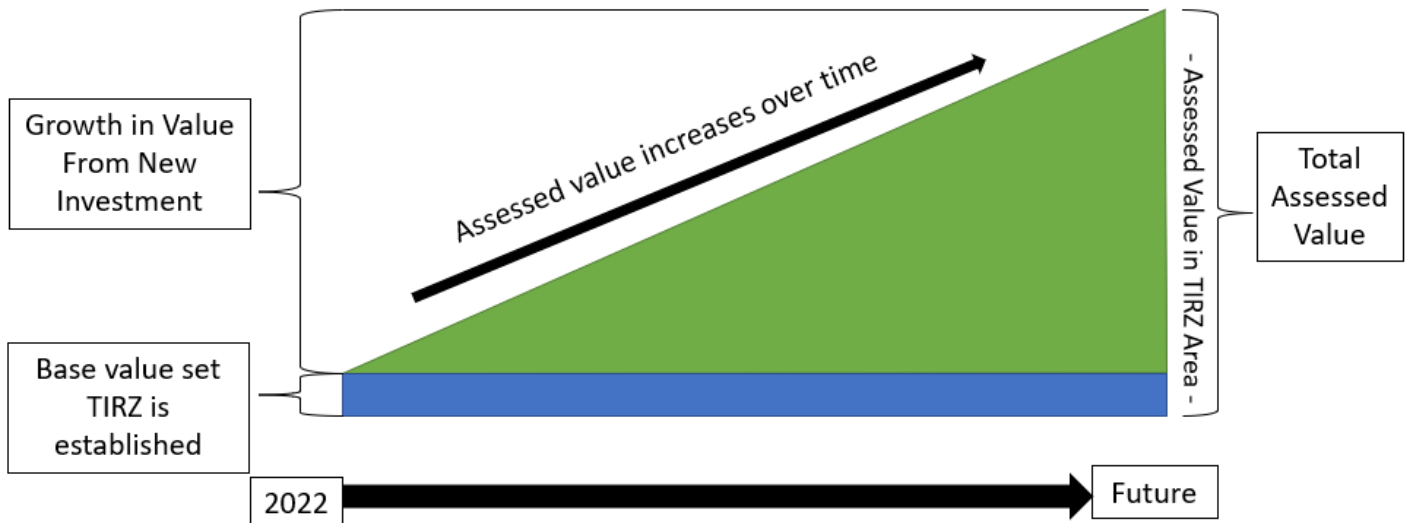


Tax Increment Reinvestment Zone (TIRZ)

The City should consider the establishment a Tax Increment Reinvestment Zone (TIRZ) within Downtown to facilitate the construction of public improvements and encourage economic development and revitalization of Downtown. The TIRZ provides for the establishment of a separate fund, which funnels the increase in ad valorem assessments of property within the TIRZ boundary over time to fund public improvements within the benefiting area. Downtown is proposed to be incorporated into a TIRZ in order to ensure the original center of the City remains a vibrant part of the community.

The City completed a TIRZ feasibility study for Downtown and other major corridors of the City in January 2022. A TIRZ can be used in conjunction with 380 Agreements (Texas Local Government Code Ch. 380), public-private partnerships, and the issuances of bonds to kickstart economic development and the revitalization of Downtown.

Tax Increment Financing





Downtown East

The City purchased a 29-acre tract of land in December 2021, locally known as the Pfluger Tract, at the northwest corner of FM 685 and East Pecan Street. The tract was purchased for the development of a new multi-generation recreational center and city offices and fulfills one of the top 10 desired characteristics for Downtown by ensuring a civic presence is maintained Downtown. Also, there are opportunities for public-private partnerships for private development on the remaining portions of the tract that will not City facilities.



29 - Acre Pfluger Tract Purchased by the City



*Conceptual Only



Downtown Staffing and Resources

Additional staffing and resources spread across multiple departments are needed to support Downtown efforts. The additional staffing and resources list provided below may represent job responsibilities for staff positions in Planning & Development Services, Communications, and Parks & Recreation departments. This may include a long-range planning position that works on Downtown projects and programs as a portion of their duties and evolves over time to work on Downtown initiatives exclusively. For an increase in Downtown events, this may include a Downtown Events Coordinator within the Parks & Recreation Department. Through an agreement with the City, the Chamber of Commerce acts as the City’s Convention & Visitor’s Bureau to promote tourism; however, increased staffing in Communications may be needed to support Downtown marketing and promotional efforts.

Additional Staffing & Resources to support:

- Downtown communications
- Downtown branding (consultant)
- Downtown marketing & events
- Downtown Events Coordinator
- Provide guidance to Downtown businesses for increased business-driven events and programming
- Tourism
- Coordination and collaboration with the Chamber of Commerce
- Small Business Recruitment & Retention Program
- Administer Downtown Action Plan including project management
- TIRZ board coordination, as applicable
- Promote arts and culture
- Increased ‘community building’ efforts
- Downtown Business Owner - City Staff Liaison(s)
- Conduct Downtown surveys
- Apply for grants

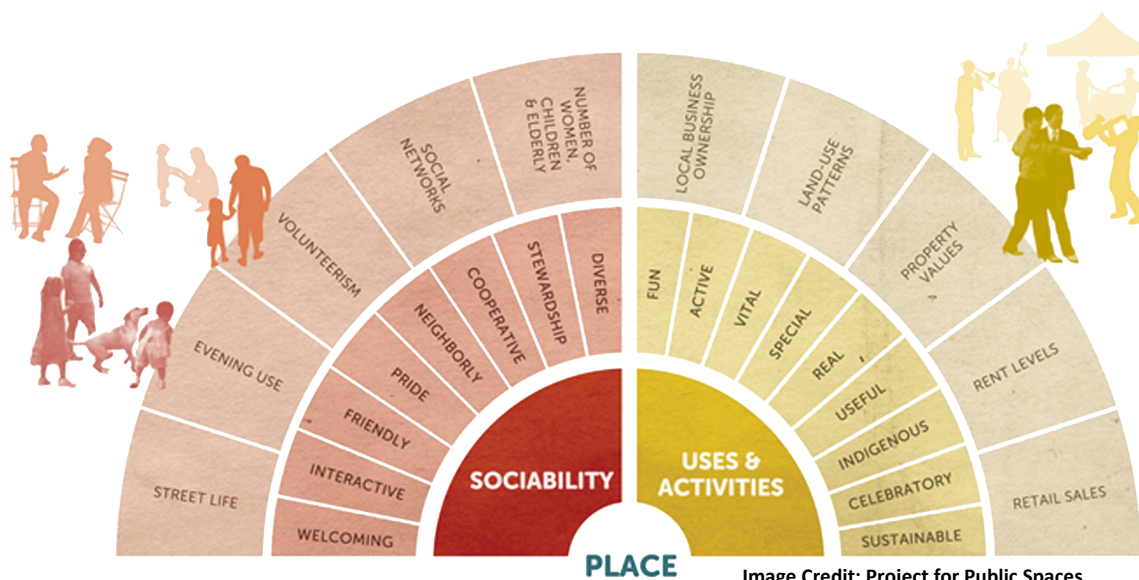


Image Credit: Project for Public Spaces

Downtown Action Plan

CAPITAL IMPROVEMENT PROJECTS

This section identifies capital improvement projects which represent physical improvements in Downtown with the intent of achieving the top 10 desired characteristics of the Downtown vision and completing specific action items as provided in the Old Town Pflugerville Vision Report. All graphics and renderings provided within this section are for illustrative purposes only and do not represent an approved theme or design.



STREET PROJECTS

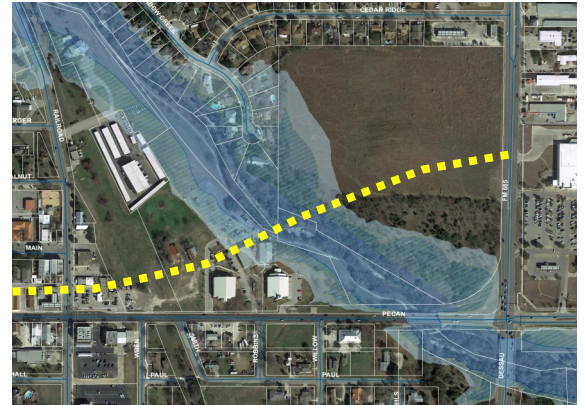


Main Street Eastern Extension

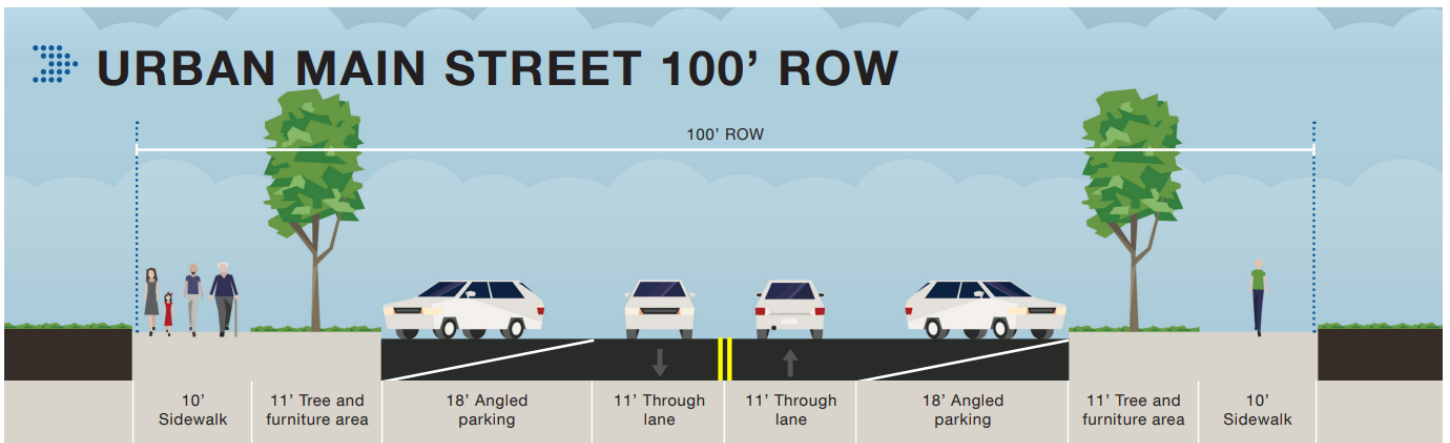
The Main Street extension project is listed within 2020 Transportation Master Plan as a new urban two-lane cross-section from N. Railroad Avenue to Old Austin-Hutto Road. The extension of Main Street will provide for economic development opportunities on tracts of land locally known as the Pfluger tract, Gin tract, and the Moka Storage tract.

Project Scope Options

- Street and Drainage Improvements
- R-O-W Parking
- Streetscaping and placemaking elements (i.e., public art, outdoor gathering spaces, etc.)
- Sidewalks / Accessibility
- Trail Connections



*Conceptual Only



| STEPS PFORWARD | ACTION YEAR(S) |
|--|----------------|
| Step 1: Traffic Study (Completed with 2020 Transportation Master Plan) | COMPLETED |
| Step 2: Preliminary Engineering Design (Consultant) | FY21 - FY22 |
| Step 3: Streetscape Master Plan | FY22 - FY23 |
| Step 4: ROW Acquisition (If Applicable) | FY22 - FY23 |
| Step 5: Detailed Design (Consultant) | (FY23—FY25) |
| Step 6: Construction | (FY23—FY25) |



Main Street Western Extension

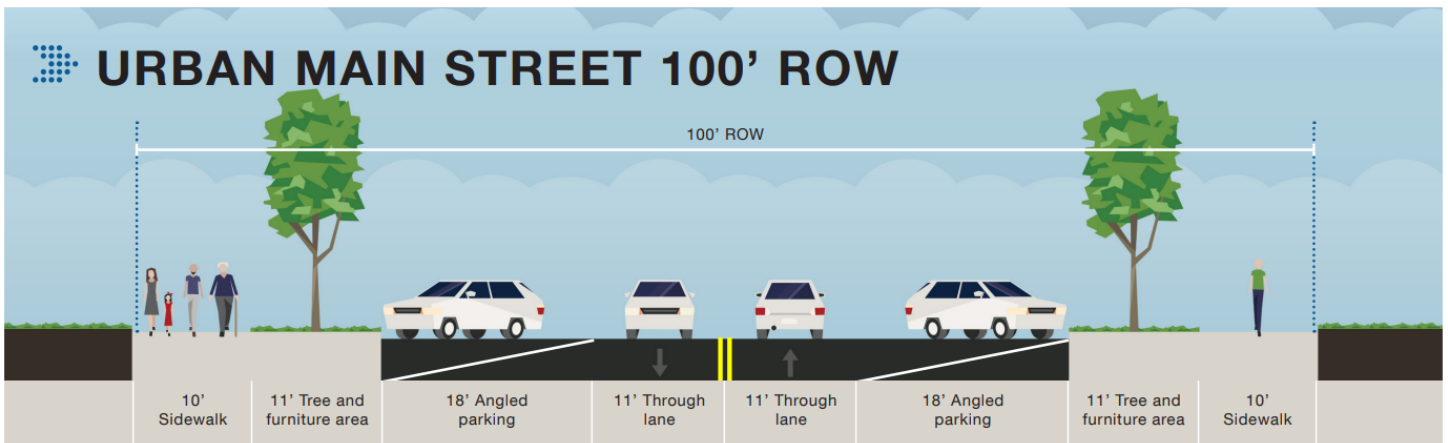
The Main Street Western Extension project is listed within 2020 Transportation Master Plan as a new urban two-lane cross-section generally from the terminus of W. Main Street to W. Pecan Street through the PfISD property and may including streetscape improvements along the existing extent of Main Street from intersection of N. Railroad Avenue. The western extension of Main Street will provide for economic development opportunities on land currently owned by PfISD.

Project Scope Options

- Street and Drainage Improvements
- R-O-W Parking
- Streetscaping and placemaking elements (i.e., public art, outdoor gathering spaces, etc.)
- Sidewalks / Accessibility



*Conceptual Only



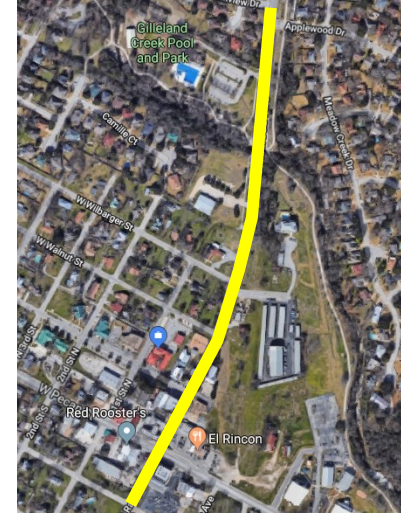
| STEPS PFORWARD | ACTION YEAR(S) |
|--|-----------------------|
| Step 1: Traffic Study (Completed with 2020 Transportation Master Plan) | COMPLETED |
| Step 2: Streetscape Master Plan | FY22 - FY23 |
| Step 3: Preliminary Engineering Design (Consultant) | (Long-Range Goal) TBD |
| Step 4: ROW Acquisition (If Applicable) | (Long-Range Goal) TBD |
| Step 5: Detailed Design (Consultant) | (Long-Range Goal) TBD |
| Step 6: Construction | (Long-Range Goal) TBD |

STREETSCAPE PROJECTS



Railroad Avenue Improvements

The 2009 Old Town Pflugerville Vision Report identifies walkability, vibrancy, and a distinct sense of place as a few of the top 10 desired characteristics for Downtown. Streetscape improvements along Railroad Avenue will greatly enhance the image of Downtown, improve the visitors' experience and create a distinct sense of place.



Project Scope Options

- Street and Drainage Improvements
- Bridge Improvements
- Streetscaping and placemaking elements (i.e., public art, outdoor gathering spaces, etc.)
- Street Lighting Improvements
- Sidewalks / Accessibility
- Wayfinding
- Gateway Improvements
- Sidewalks / Accessibility
- Trail Connections

| PROJECT DESCRIPTION | ACTION YEAR(S) |
|---|-------------------------|
| Step 1: Streetscape Master Plan | FY22 - FY23 |
| Step 2: Preliminary Engineering Design (Consultant) | (Short-Term Goal) - TBD |
| Step 3: ROW Acquisition (If Applicable) | (Mid-Range Goal) - TBD |
| Step 4: Detailed Design (Consultant) | (Mid-Range Goal) - TBD |
| Step 4: Construction | (Mid-Range Goal) - TBD |



*Conceptual Only



Pecan Street Improvements

The 2009 Old Town Vision Report identifies access and circulation of Pecan Street as one of top 5 action initiatives. The 2020 Transportation Master Plan provided for traffic and circulation modeling through Downtown and has identified Pecan Street through Downtown as an Urban 3-Lane 80' ROW cross-section. (e.g., safety, capacity, circulation, street extensions, etc.) In December 2021, intersection improvements at Pecan Street and F.M. 685 were completed to improve traffic congestion.

Project Scope Options

- Consider requesting removal from State system
- Street and Drainage Improvements
- Pecan Street Bridge Enhancements
- Sidewalks / Accessibility
- Streetscaping & Placemaking Elements
- Gateway Signage

| STEPS PFORWARD | ACTION YEAR(S) |
|--|------------------------|
| Step 1: Traffic Study (Completed with 2020 Transportation Master Plan) | COMPLETED |
| Step 2: Streetscape Master Plan | FY22 - FY23 |
| Step 3: Preliminary Engineering Design (Consultant) | (Mid-Range Goal) - TBD |
| Step 4: ROW Acquisition (If Applicable) | TBD |
| Step 5: Detailed Design (Consultant) | TBD |
| Step 6: Construction | TBD |





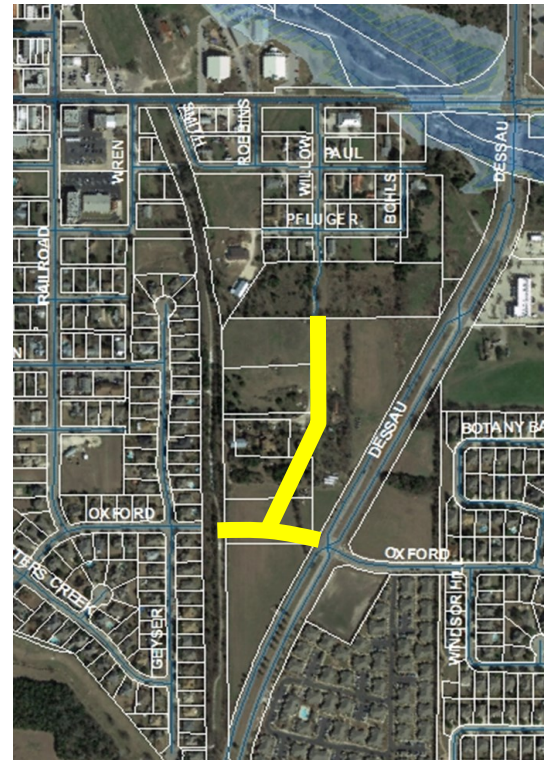
Oxford Drive and Willow Street Extensions

The extension of Oxford Drive is identified within the 2020 Transportation Master Plan as a minor collector roadway and will directly benefit the Creekside residential subdivision and the Old Town Neighborhood south of Pecan Street by providing more traffic circulation options and direct access to Dessau Road at a signalized intersection.

The extension of Willow Street will provide for economic development opportunities on tracts of land within the southern downtown area (“SoDo”) and allow for better circulation and access.

Project Scope Options

- Street and Drainage Improvements
- Sidewalks / Accessibility
- Streetscaping
- Gateway Improvements



*Conceptual Only

| STEPS PFORWARD - OXFORD DRIVE EXTENSION | ACTION YEAR(S) |
|---|------------------------|
| Step 1: Preliminary Engineering Design (Consultant) | (Mid-Range Goal) - TBD |
| Step 2: ROW Acquisition (If Applicable) | TBD |
| Step 3: Detailed Design (Consultant) | TBD |
| Step 4: Construction | TBD |

| STEPS PFORWARD - WILLOW STREET EXTENSION | ACTION YEAR(S) |
|---|----------------|
| Step 1: Preliminary Engineering Design (Consultant) | TBD |
| Step 2: ROW Acquisition (If Applicable) | TBD |
| Step 3: Detailed Design (Consultant) | TBD |
| Step 4: Construction | TBD |



Streetscape Improvements

The 2009 Old Town Pflugerville Vision Report identifies walkability, vibrancy, and a distinct sense of place as a few of the top 10 desired characteristics for Downtown. Streetscape improvements will greatly enhance the image of Downtown, improve the visitors’ experience and create a distinct sense of place. Streetscape improvements will be designed and constructed with the respective roadway projects. A Downtown Streetscape Master Plan shall be created to provide continuity of streetscape design and elements.

Project Scope Options

- Street Lighting Improvements
- Sidewalks / Accessibility
- Decorative Pavement
- Landscaping
- Wayfinding
- Gateway Improvements
- On-street Parking



| PROJECT DESCRIPTION | ACTION: FISCAL YEAR |
|---|------------------------|
| Step 1: Streetscape Master Plan | FY22 - FY23 |
| Step 2: Preliminary Engineering Design (Consultant) | TBD based on roadway |
| Step 3: ROW Acquisition (If Applicable) | TBD based on roadway |
| Step 2: Detailed Design (Consultant) | TBD based on roadway |
| Step 4: Construction | TBD based on roadway |

STREETSCAPE PROJECTS



***Conceptual Only— Intersection of Pecan Street and Railroad Avenue**



***Conceptual Only— Intersection of Main Street and N. 1st Street**



***Conceptual Only— Streetscape and Gateway Improvement Along N. Railroad Avenue**

PEDESTRIAN PROJECTS

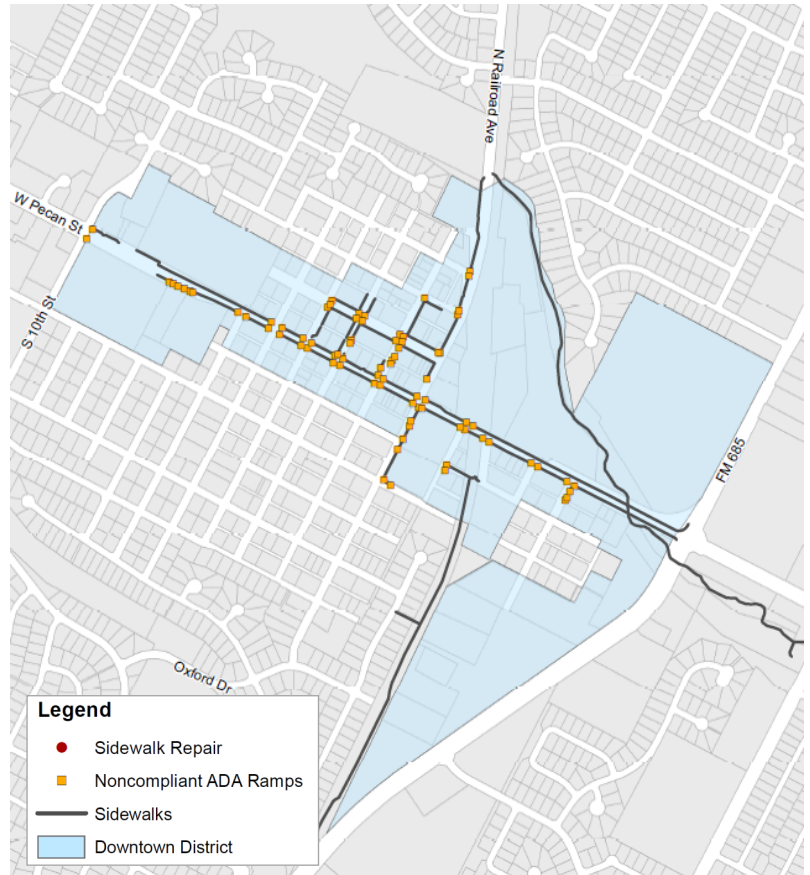


Pedestrian Improvements

In January 2020, the City completed an inventory and an ADA assessment of sidewalks throughout the City including Downtown. From that assessment, the City found that most sidewalk ADA ramps to be noncompliant or nonexistent due to lack of sidewalks. This project is intended to provide for accessibility and safety improvements, as well as other optional items listed below. Pedestrian improvements will be designed and constructed with the respective roadway and streetscape projects.

Project Scope Options

- Sidewalks / Accessibility
- Pedestrian crossings along Pecan Street
- Increasing sidewalk width where space is available (Pecan Street & Railroad Ave.)
- Add trail connection to across creek to Pfluger tract
- Sidewalk decorative enhancements
- Gateway Improvements



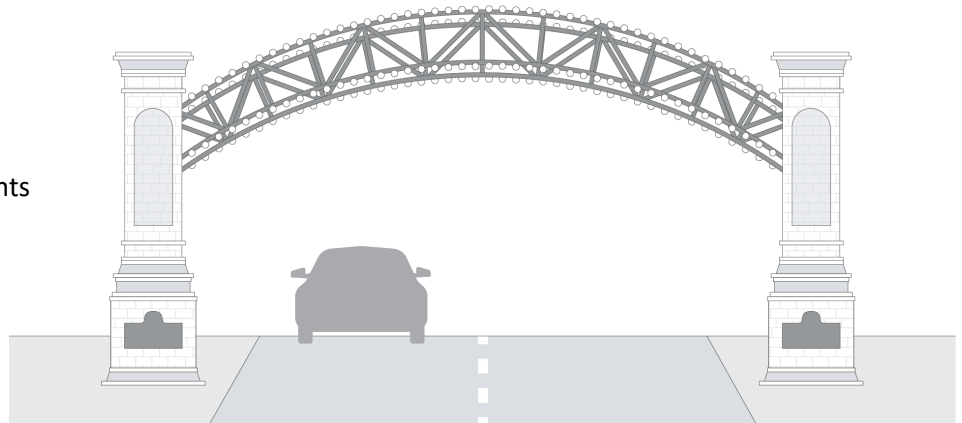


Gateway Improvements

The 2009 Old Town Pflugerville Vision Report identifies a distinct sense of place as one of the top 10 desired characteristics for Downtown. Gateway improvements along Pecan Street and Railroad Avenue will greatly enhance the image of Downtown, improve the visitors’ experience and create a distinct sense of place. Gateway improvements are anticipated to be paired with street and streetscape improvements to provide for continuity of design and economy of scale.

Project Scope Options

- Branding/Signage
- Gilleland Creek Bridge Enhancements
- Wayfinding
- Streetscape Improvements



| PROJECT DESCRIPTION | ACTION: FISCAL YEAR |
|----------------------------------|------------------------|
| Step 1: Branding (Pre-Requisite) | FY24 |
| Step 2: Design (Consultant) | TBD based on roadway |
| Step 3: Construction | TBD based on roadway |



*Conceptual Only

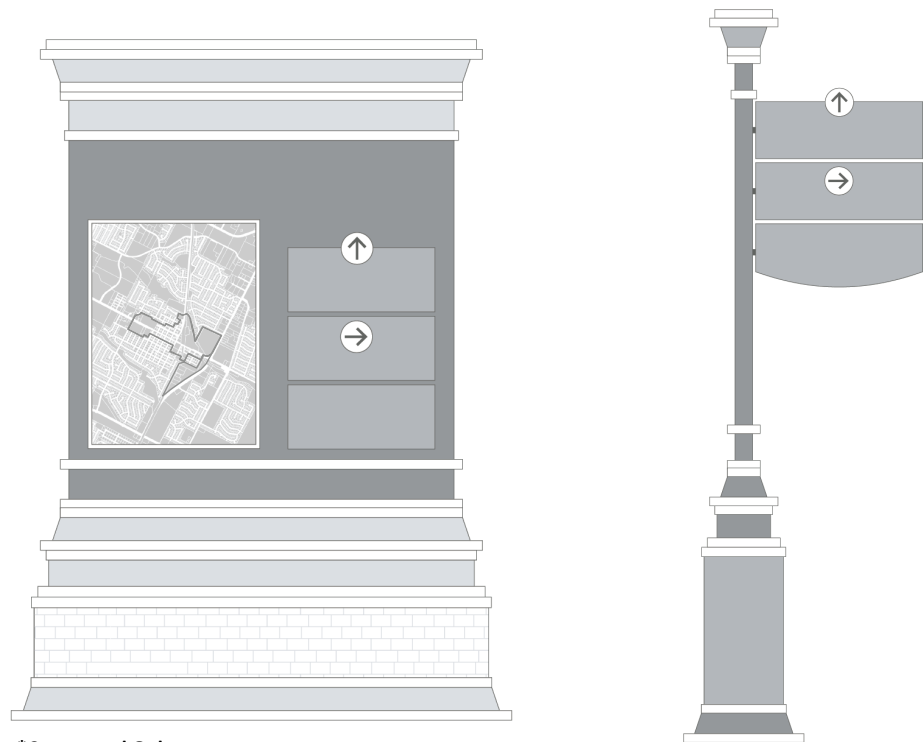


Wayfinding

Wayfinding improvements will greatly enhance the image of Downtown, improve the visitors’ experience, create a distinct sense of place, and offer an opportunity for the physical display of the Downtown brand. Gateway improvements may be paired with street, streetscape, and gateway improvements to provide for continuity of design and economy of scale.

Project Scope Options

- Wayfinding
- Branding/Signage
- Streetscape Improvements



*Conceptual Only

| PROJECT DESCRIPTION | ACTION YEAR(S) |
|---|----------------|
| Step 1: Streetscape Master Plan (Pre-Requisite) | FY22 - FY23 |
| Step 2: Branding (Pre-Requisite) | FY24 |
| Step 2: Design (Consultant) | TBD |
| Step 3: Construction | TBD |



Alleys

The purpose of this project is to identify necessary alley pavement improvements and pursue design and reconstruction of the alleys within the commercial areas. This project is recommended to coincide with water, wastewater, and underground electric utility improvements.

Project Scope Options

- Water utility improvements
- Wastewater utility improvements
- Relocation of overhead utilities underground
- Alley-loaded parking

| PROJECT DESCRIPTION | ACTION YEAR(S) |
|--------------------------------------|--|
| Step 1: Analysis and Identification | TBD based on other concurrent projects |
| Step 2: Detailed Design (Consultant) | TBD based on other concurrent projects |
| Step 3: Construction | TBD based on other concurrent projects |



Existing Conditions along Alley



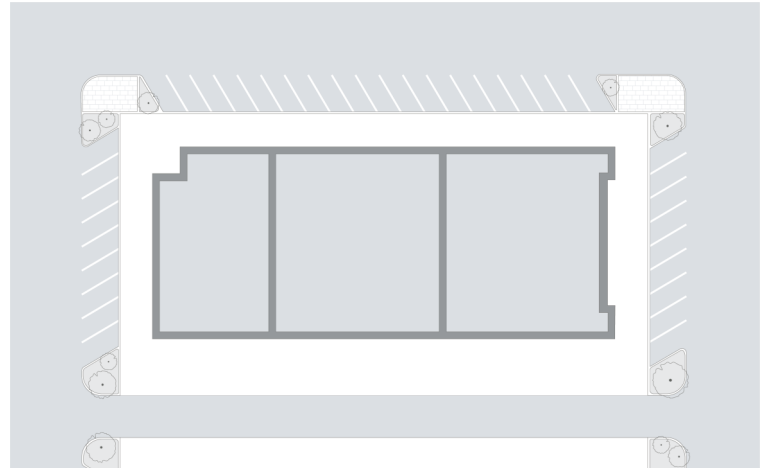
Conceptual Improvements along Alley

PARKING PROJECTS

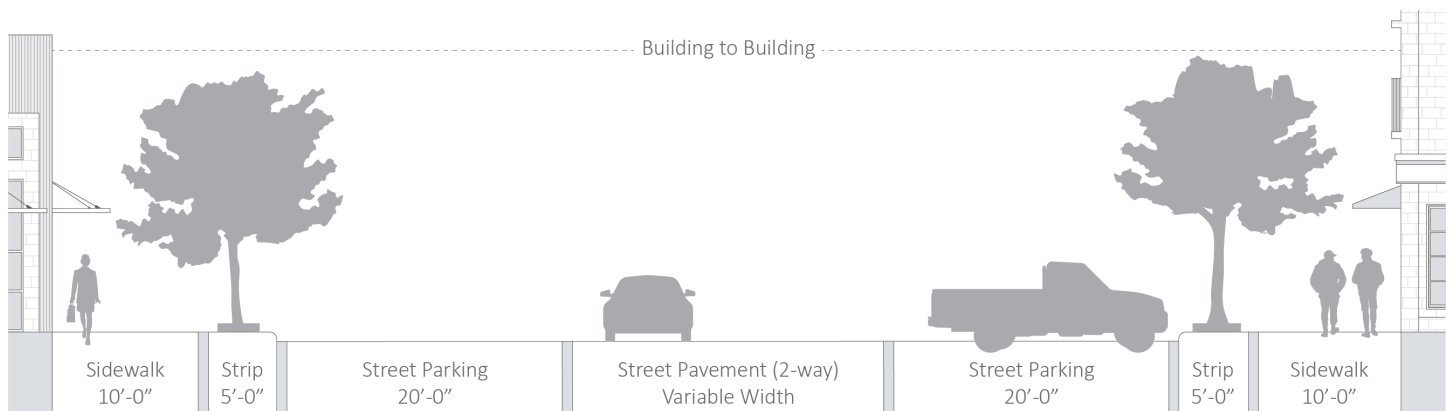


Public Parking

In 2019, the City conducted a parking study for the purposes of identifying current parking conditions, immediate and long-term opportunities for public parking, including on-street and alley-loaded parking, in order to address parking supply and demand, encourage efficient use of space and maximize buildable area of development tracts. The City should continue to monitor parking conditions Downtown by means of supplemental parking occupancy surveys when there are notable changes that necessitate further analysis. Temporary on-site parking and/or a parking garage, as a long-term solution to parking Downtown, may be required.



| PROJECT DESCRIPTION | ACTION YEAR(S) |
|---|----------------------|
| Step 1: Parking Study (City Staff) | FY19 - Completed |
| Step 2: Location Analysis (City Staff) | FY19 - Completed |
| Step 3: Design (Consultant) | TBD based on roadway |
| Step 4: ROW Acquisition (If Applicable) | TBD based on roadway |
| Step 5: Construction | TBD based on roadway |





Outdoor Gathering Places

Two of the top 10 desired characteristics of the Old Town Pflugerville Vision Plan is for Downtown to be a gathering space and maintain a civic presence. Pocket parks and plaza spaces are a couple of ways to maintain a civic presence and create opportunities for events and programming, thus contributing to a sense of place in the community. Outdoor gathering places may be designed and constructed with streetscaping projects or as separate individual projects. The future Downtown Streetscape Master Plan may identify desirable locations for outdoor gathering places. Outdoor gathering places is not assigned as a specific short, mid-range, or long-range goal as it shall remain a constant, continual goal where it shall be considered each time with capital improvement projects.



*Conceptual Only

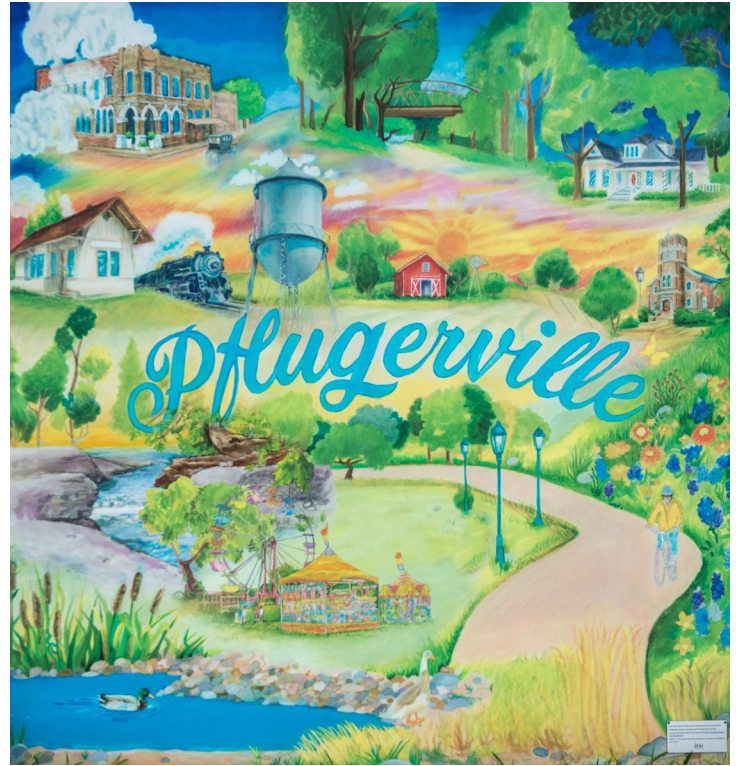


Public Art

Public art provides for a distinct sense of place, vibrancy, and a civic presence, which are three of the top 10 desired characteristics of the Old Town Pflugerville Vision Plan. Public art may be integrated in outdoor gathering places and streetscape yards. A long-term public art program should be created to bolster community building efforts. Public art should be installed as opportunities arise and should be a continuous effort to ensure Downtown is vibrant.

Project Scope Options

- Establish public art policies
- Consider the establishment of a consistent funding source for public art (e.g., 1% of Road CIP)



Public Art in the Best Little Plaza in Texas in Downtown



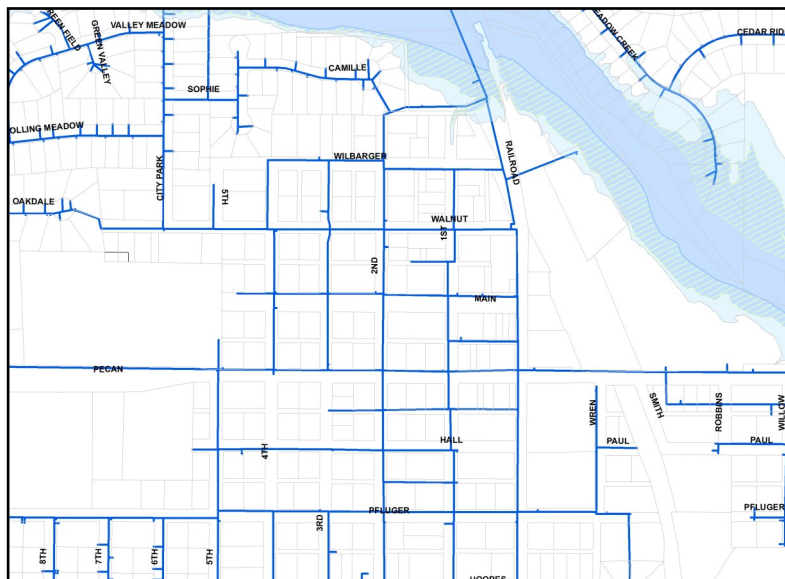
Public Art in the Best Little Plaza in Texas in Downtown Pflugerville



Water Utility Improvements

The purpose of this project is to analyze the existing water infrastructure Downtown and identify necessary improvements to serve the long-term development goals of Downtown. Water infrastructure improvements may be implemented on an incremental level driven by specific development projects, or they may be constructed on a broader level to address aging infrastructure. Water improvements may be coupled with wastewater and underground electric utility improvements as well as alley reconstruction.

In FY21, the Downtown Utility Analysis was conducted to provide an inventory of existing overhead utilities and high-level cost estimates for the relocation of overhead electric and telecommunication lines underground in the Downtown Core and areas along Pecan Street within the Downtown District Overlay. However, the water and wastewater systems in the area were also analyzed at a schematic level to determine if concurrent construction would be a benefit to the City. The Downtown Utility Analysis determined that further in-depth investigation of the water and wastewater systems was needed and will be identified as projects within a Water and Wastewater Master Plan update.



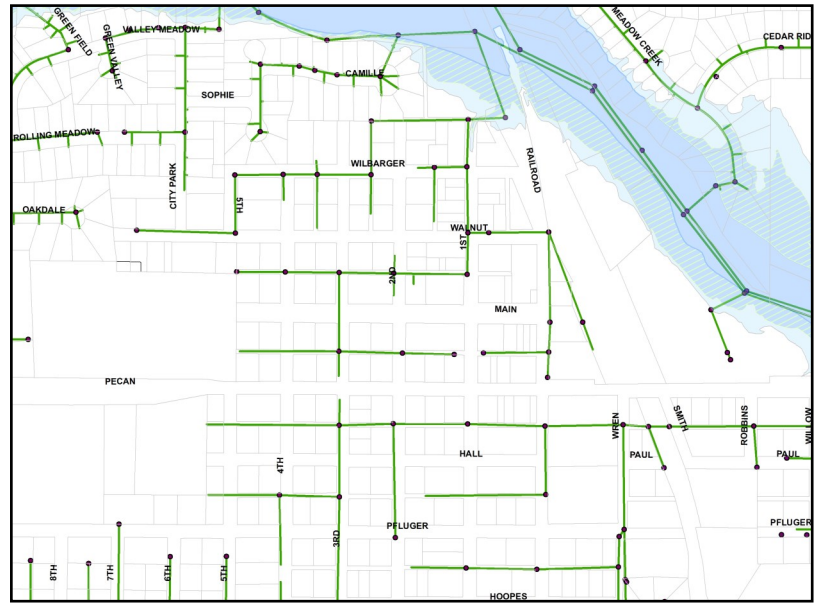
| PROJECT DESCRIPTION | ACTION YEAR(S) |
|---|------------------|
| Step 1: High-Level Water & Wastewater Analysis (with Downtown Utility Analysis) | FY21 - Completed |
| Step 2: Analysis and Project Identification (with Water Master Plan Update) | FY23 |
| Step 3: Subsurface Utility Engineering (SUE) - Level C, B, A | TBD |
| Step 4: Detailed Design (Consultant), if applicable | TBD |
| Step 5: Construction, if applicable | TBD |



Wastewater Utility Improvements

The purpose of this project is to analyze the existing wastewater infrastructure Downtown and identify necessary improvements to serve the long-term development goals of Downtown. Wastewater infrastructure improvements may be implemented on an incremental level driven by specific development projects, or they may be constructed on a broader level to address aging infrastructure. Wastewater improvements may be coupled with water and underground utility improvements as well as alley reconstruction.

In FY21, the Downtown Utility Analysis was conducted to provide an inventory of existing overhead utilities and high-level cost estimates for the relocation of overhead electric and telecommunication lines underground in the Downtown Core and areas along Pecan Street within the Downtown District Overlay. However, the water and wastewater systems in the area were also analyzed at a schematic level to determine if concurrent construction would be a benefit to the City. The Downtown Utility Analysis determined that further in-depth investigation of the water and wastewater systems was needed and will be identified as projects within a Water and Wastewater Master Plan update.



| PROJECT DESCRIPTION | ACTION YEAR(S) |
|--|------------------|
| Step 1: High-Level Water & Wastewater Analysis (with Downtown Utility Analysis) | FY21 - Completed |
| Step 2: Analysis and Project Identification (with Wastewater Master Plan Update) | FY23 |
| Step 3: Subsurface Utility Engineering (SUE) - Level C, B, A | TBD |
| Step 4: Detailed Design (Consultant), if applicable | TBD |
| Step 5: Construction, if applicable | TBD |



Overhead to Underground Utilities

In FY21, the Downtown Utility Analysis was conducted to provide an inventory of existing overhead utilities and high-level cost estimates for the relocation of overhead electric and telecommunication lines underground in the Downtown Core and areas along Pecan Street within the Downtown District Overlay. The study included a record research (Subsurface Utility Engineering Level D) for existing utilities, data collection with field audits of existing telecommunication / electric poles, and conceptual overhead to underground design analysis in order to produce cost estimates based upon high-level material costs. From such design analysis, eight (8) potential phases for the relocation of these facilities underground were developed based on aesthetics and the functionality of the system.

By undergrounding these utilities, it allows more use of the common area for pedestrian-friendly elements, including seating, shared use paths, art, and retail/dining areas that extend into the walkways. Undergrounding overhead utilities will greatly improve the image of Downtown and contribute to creating a distinct sense of place and revitalization of Downtown.

STEPS PFORWARD

- Identify other desired improvements within the study area that may be coupled with the overhead to underground project phases (e.g., streetscape, pedestrian, street, drainage, utilities, and alley improvements).
- Conduct further detailed water and wastewater systems analysis within Downtown.
- Once funding is secured, pursue detailed design and a thorough SUE investigation.



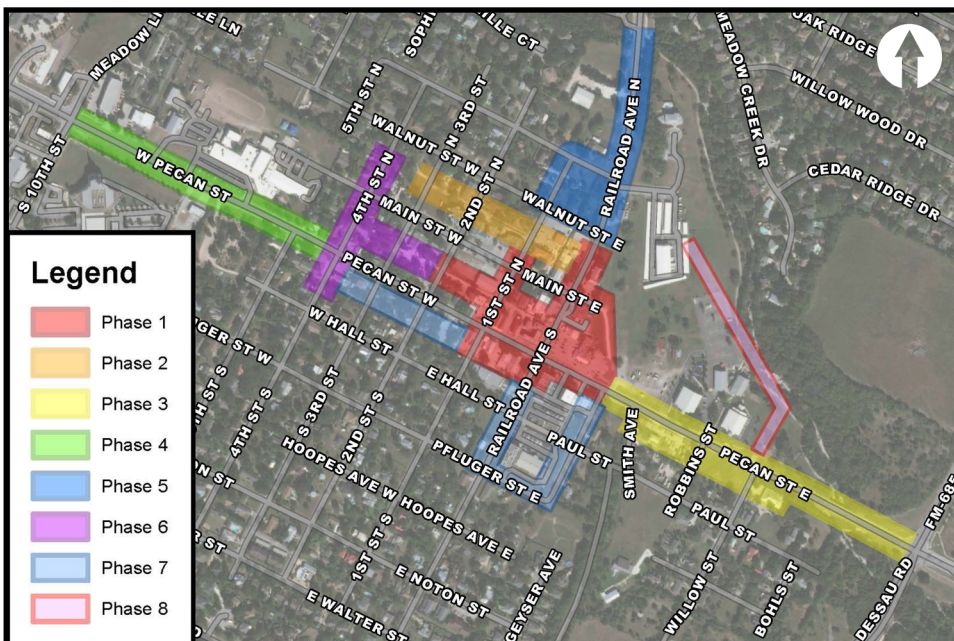
Downtown Utility Analysis

Overhead to Underground Utility Relocations



where quality meets life
PFLUGERVILLE
TEXAS

Final Report: November 2021



As of November 2021, the estimated costs per phase are summarized below.

- Phase 1 – \$5,917,686
- Phase 2 – \$1,180,000
- Phase 3 – \$4,805,086
- Phase 4 – \$4,664,127
- Phase 5 – \$3,506,035
- Phase 6 – \$2,991,680
- Phase 7 – \$4,562,909
- Phase 8 – \$1,886,116

Potential Phases Identified within the Downtown Utility Analysis

UTILITY PROJECTS



Overhead to Underground Utilities



Existing Conditions at Intersection of Pecan Street and Railroad Avenue



*Conceptual Only - After Relocation of Overhead Utilities Underground



Existing Conditions along N. Railroad Ave.



Anticipated Conditions after Relocation of Overhead Utilities

UTILITY PROJECTS



Overhead to Underground Utilities



Existing Conditions along West Pecan Street



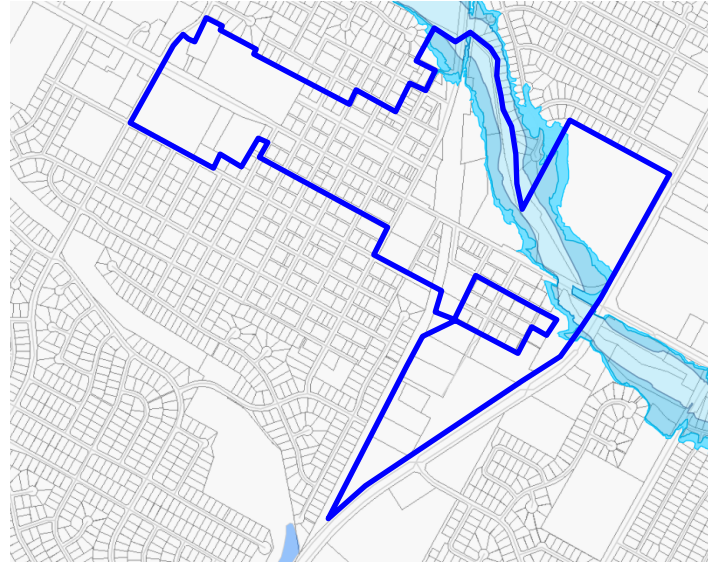
Anticipated Conditions after Relocation of Overhead Utilities



Drainage Improvements

The purpose of this project is to analyze potential drainage improvements in Downtown in conjunction with the Drainage Master Plan, including regional detention in the Downtown area in order to reduce or eliminate the need for individual detention ponds with new development and redevelopment Downtown.

The City of Pflugerville is currently working with a consultant to develop and prepare a comprehensive Drainage Master Plan to address critical drainage problems, provide an effective tool to prioritize drainage projects, and produce a list of capital drainage improvement projects for implementation to address drainage issues for both local and riverine flooding. In addition, the Drainage Master Plan will evaluate a drainage utility fee to support a funding mechanism for implementation of the drainage CIP projects as well as provide funding for maintenance of storm drains and waterways infrastructure. The Drainage Master Plan is anticipated to be completed in May 2022.



| PROJECT DESCRIPTION | ACTION YEAR(S) |
|---|----------------|
| Step 1: Drainage Master Plan (Applicable city-wide) | FY22 |
| Step 2: Drainage Sub-area Study for Downtown (Consultant) | FY22 |
| Step 3: Detailed Design (Consultant), if applicable | TBD |
| Step 4: Construction, if applicable | TBD |

SITE IMPROVEMENTS



100 W. Main Street Improvements

The City owns property located at 100 W. Main Street and currently uses the facility for City offices (previously owned by Comerica Bank).

There are opportunities for site and public right-of-way improvements to include:

- Streetscaping along the street frontages (pedestrian scale lighting, street trees, landscaping, street furniture, etc.)
- Sidewalk extensions and accessibility
- Public spaces and placemaking features
- On-street public parking
- Repave and restripe on-site public parking
- Potential alley improvements (e.g., pavement, parking, undergrounding of overhead electric, drainage, and water and water utility improvements)

While this site is currently being used for City offices, the facility may be repurposed in the future for more active, destination uses to ensure Downtown vibrancy.

More opportunities for public parking at this location will benefit the businesses and a couple of the neighboring residential uses in the general vicinity for increased access to public parking.



Current Conditions



Conceptual Only - Potential Site Improvements

Downtown Action Plan Appendix

COMMUNITY ENGAGEMENT, SURVEY RESULTS & FEEDBACK

This section provides results and feedback we have received through recent community engagement efforts conducted through the Aspire Pflugerville 2040 Comprehensive Plan process and miscellaneous city-wide surveying efforts.





VIRTUAL OPEN HOUSE & SURVEY - November 2020

An online survey was launched to gather input from the community regarding the priorities of the community and opportunities for the future of Pflugerville. The survey was open from October 29, 2020 to November 23, 2020. The survey could be taken on either a computer or a mobile device. The survey was promoted through the city's website, email blast, flyers, and social media. This summary presents the results of the online survey.

626
PARTICIPANTS

VIRTUAL OPEN HOUSE & SURVEY - February to March 2021

An online survey was launched to gather input from the community regarding the future land categories and scenarios. The survey was open from February 10, 2021 to March 15, 2021. The survey could be taken on either a computer or a mobile device. The survey was promoted through the city's website, email blast, flyers, and social media. This summary presents the results of the online survey. There were a total of 414 participants.

414
PARTICIPANTS

VIRTUAL OPEN HOUSE & SURVEY - April to May 2021

The virtual open house was open from April 28, 2021 to May 23, 2021. When reviewing this summary, please note that participants are not required to answer every question, and some questions require multiple responses. The total number of responses may appear less or more than the total number of participants. Of the 334 open house and survey participants, up to 50 participants responded to Downtown-related questions.

50
DOWNTOWN
SURVEY
RESPONSES

MISCELLANEOUS SURVEY

RESIDENT SATISFACTION SURVEY - 2021 FINDINGS REPORT

ETC Institute administered a survey to residents of the City of Pflugerville during the spring of 2021. The purpose of the survey was to allow residents the opportunity to tell City leadership how they are doing, where to invest tax dollars, rate the levels of service the City provides, and provide input on key decisions for the City.

The goal was to obtain completed surveys from at least 500 residents. This goal was exceeded, with a total of 537 residents completing the survey.

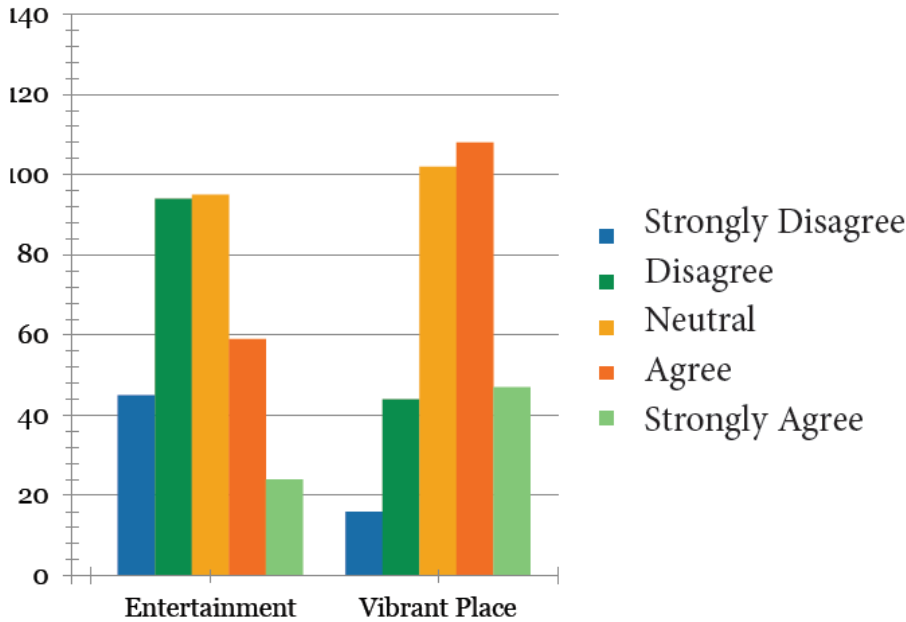
The overall results for the sample of 537 households have a precision of at least +/-4.2% at the 95% level of confidence. The map to the right shows the location of all survey respondents.



537
PARTICIPANTS



Growth Land Use



Entertainment

Pflugerville has the types of activities and entertainment that I enjoy.

| Order | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 46 | 14% |
| Disagree | 95 | 30% |
| Neutral | 95 | 30% |
| Agree | 59 | 19% |
| Strongly Agree | 24 | 8% |

Vibrant Place

I think of Pflugerville as a vibrant, welcoming place.

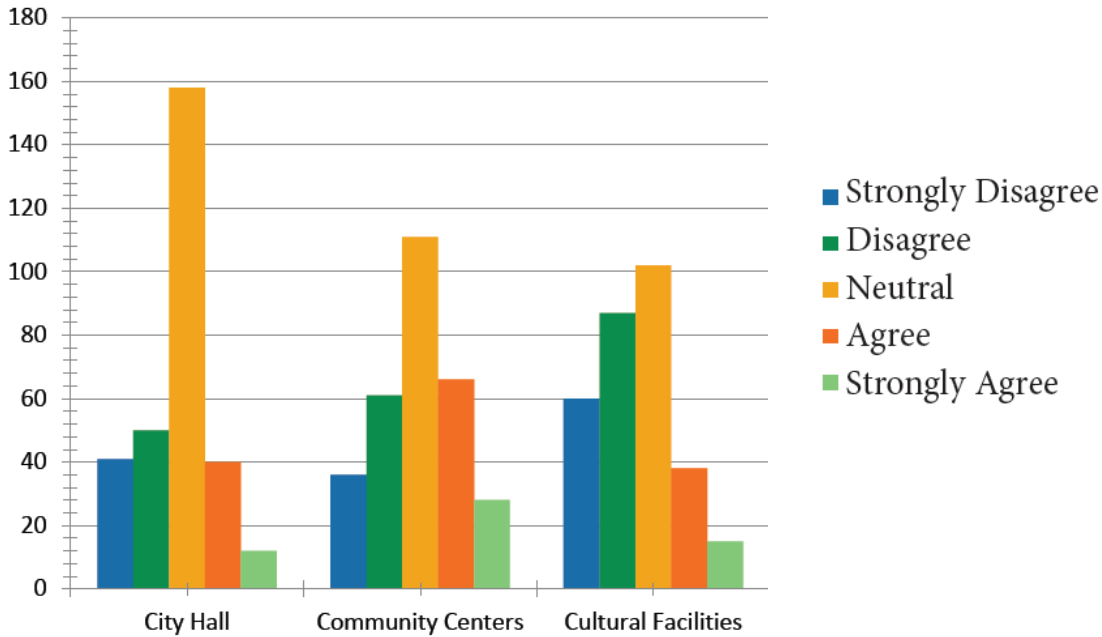
| Order | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 16 | 5% |
| Disagree | 45 | 14% |
| Neutral | 102 | 32% |
| Agree | 108 | 34% |
| Strongly Agree | 48 | 15% |

44% of survey participants believe there is room for improvement when it comes to the types of activities and entertainment in the City.

49% of survey participants believe Pflugerville is a vibrant and welcoming place.



City Services Facilities



City Hall

City Hall is a welcoming place to visit and projects a positive image of the City.

| Order | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 41 | 13% |
| Disagree | 52 | 17% |
| Neutral | 160 | 53% |
| Agree | 40 | 13% |
| Strongly Agree | 13 | 4% |

Community Centers

Pflugerville has community centers/facilities that meet my needs for events, gatherings, and conferences.

| Order | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 36 | 12% |
| Disagree | 61 | 20% |
| Neutral | 114 | 37% |
| Agree | 67 | 22% |
| Strongly Agree | 29 | 9% |

Cultural Facilities

Pflugerville has a good variety of cultural, art, and historic facilities.

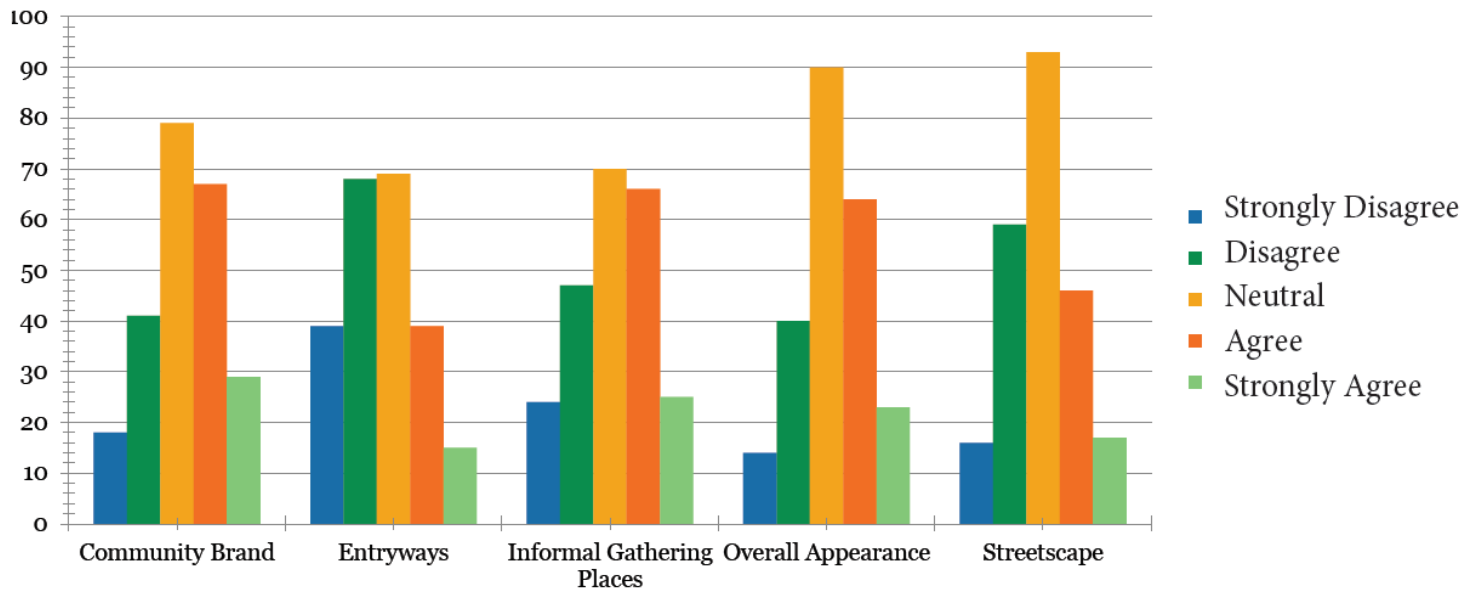
| Order | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 60 | 20% |
| Disagree | 90 | 29% |
| Neutral | 103 | 34% |
| Agree | 39 | 13% |
| Strongly Agree | 15 | 5% |

49% of survey participants believe there is room for improvement when it comes to cultural facilities.



Responses Applicable to Overall Community - Not Specific to Downtown

Urban Design Character



Community Brand

Pflugerville has a unique and positive community brand.

| Order | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 18 | 8% |
| Disagree | 41 | 17% |
| Neutral | 80 | 34% |
| Agree | 67 | 28% |
| Strongly Agree | 30 | 13% |

Urban Design and Character Highlights

41% of survey participants agree Pflugerville has a unique and positive community brand.

46% Survey participants believe there is room for improvement when it comes to entryways or distinctive features.

39% of survey participants agree there are enough places to visit with friends, have a picnic, or attend a small event.

38% of survey participants think Pflugerville is an attractive community.

27% of survey participants agree Pflugerville projects a positive image to people traveling along its roadways or sidewalks.

Entryways

It's easy to tell when I'm entering or within Pflugerville because of entryway signs or distinctive features.

| Order | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 39 | 17% |
| Disagree | 68 | 29% |
| Neutral | 70 | 30% |
| Agree | 40 | 17% |
| Strongly Agree | 15 | 6% |



Responses Applicable to Overall Community - Not Specific to Downtown

Informal Gathering Places

There are enough places to visit with friends, have a picnic, or attend a small event.

| Order | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 24 | 10% |
| Disagree | 48 | 21% |
| Neutral | 71 | 30% |
| Agree | 66 | 28% |
| Strongly Agree | 25 | 11% |

Overall Appearance

Overall, I think Pflugerville is an attractive community.

| Order | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 14 | 6% |
| Disagree | 40 | 17% |
| Neutral | 90 | 39% |
| Agree | 66 | 28% |
| Strongly Agree | 23 | 10% |

Streetscape

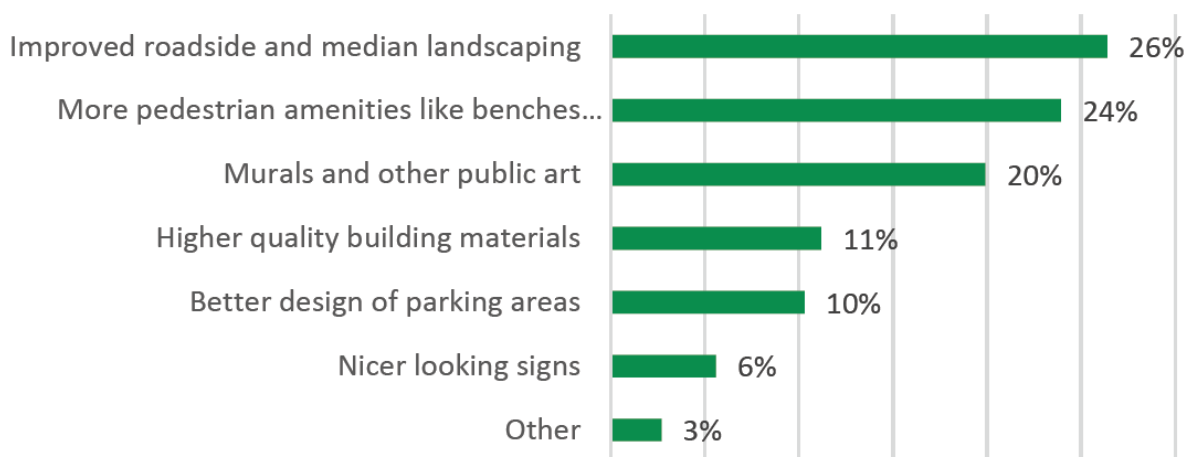
Pflugerville projects a positive image to people traveling along its roadways or sidewalks.

| Order | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 16 | 7% |
| Disagree | 59 | 25% |
| Neutral | 94 | 40% |
| Agree | 47 | 20% |
| Strongly Agree | 17 | 7% |



Responses Applicable to Overall Community - Not Specific to Downtown

What should the City do to improve the appearance of its retail, office, and commercial areas?



Urban Design & Character

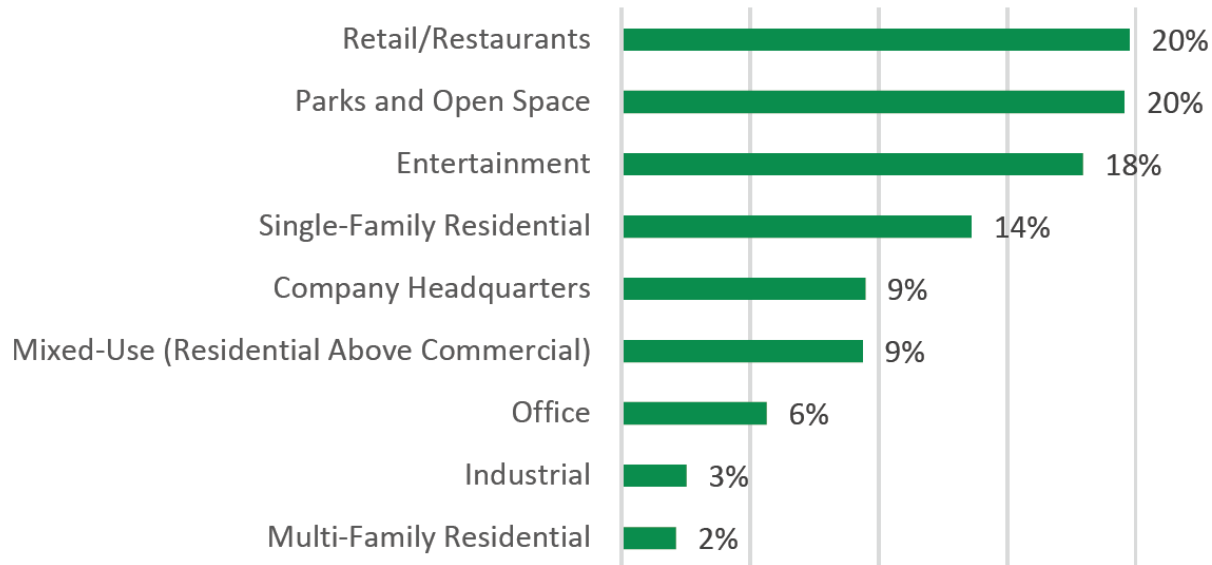
What should the City do to improve the appearance of its retail, office, and commercial areas? (Pick up to 2)

| Response | Input | % |
|---|-------|-----|
| Improved roadside and median landscaping | 119 | 26% |
| More pedestrian amenities like benches and lighting | 107 | 24% |
| Murals and other public art | 90 | 20% |
| Higher quality building materials | 50 | 11% |
| Better design of parking areas | 46 | 10% |
| Nicer looking signs | 26 | 6% |
| Other | 12 | 3% |



Responses Applicable to Overall Community - Not Specific to Downtown

What land use types would you like to see more of in the future? (Check all that apply)



Growth and Land Use

What land use types would you like to see more of in the future? (Check all that apply)

| Response | Input | % |
|--|-------|-----|
| Retail/Restaurants | 196 | 20% |
| Parks and Open Space | 194 | 20% |
| Entertainment | 178 | 18% |
| Single-Family Residential | 135 | 14% |
| Company Headquarters | 94 | 9% |
| Mixed-Use (Residential Above Commercial) | 93 | 9% |
| Office | 56 | 6% |
| Industrial | 25 | 3% |
| Multi-Family Residential | 21 | 2% |



COMMUNITY BRAND (CITYWIDE)

- The pride in German roots (like Fredericksburg and New Braunfels) used to be more apparent as well as the family oriented purpose of this small town outside Austin
- I've lived in Pflugerville for almost 3 years now and am still not sure that we have a true downtown.
- The downtown area could be accentuated and built up. More parking is needed for (more) events.
- Pflugerville is quickly losing it's identity and no longer has a "small town feel".
- Right now we are a joke suburb. Need to change that.
- I feel like a lot of the character of Pflugerville comes from Stone Hill which is highly commercialized. I would love to see more local businesses and restaurants open in the historic parts of Pflugerville.
- Downtown needs an upgrade. It is behind round rock in offering a strong downtown vibe and brand.

VIBRANT (CITYWIDE)

- Looking dreary. I will say it again. Model after downtown round rock.
- I'd love more of a downtown feel. I can't believe Pflugerville thinks they have a "downtown." It's non-existent.
- Welcoming, yes. Vibrant, no. Pflugerville needs to revive and ramp up downtown with good restaurants. With the exception of a few chain establishments, restaurants around here are really mediocre or sub-par.
- Too much is run down. Downtown is ugly and badly overdue for updating.
- Old town Pflugerville can use some serious work.
- I want to put a bee in the government's bonnet: We see that you're abandoning the western part of town. Put some amenities, park area and lighting west of 685!...Turn Old Town into a showcase and prompt the property owners either to improve their land or move.

ENTRYWAYS (CITYWIDE)

- Downtown needs a similar design and concept as downtown round rock. Lots of roundy rounds to manage strategic and pedestrian flow. Looks much better than what we have to look at on pecan. No appeal to our Main Street.
- The main way to tell is it goes from farmland to some city life but it's not easy to tell if it's Pf or another small town. No distinct character even to downtown Pf.

INFORMAL GATHERING PLACES (CITYWIDE)

- Two thoughts: it would be lovely to have an outdoor amphitheater and attract small scale music or theater shows and 2. To build on being family friendly, it would be enormously beneficial to incentivize a local restaurant to construct a family-centered restaurant/play area with good food. Check out The Cove in San Antonio for what I think would be incredible to add to our community.
- Need way more cafe type places with outdoor seating concentrated in old downtown
- Would love to see more local restaurants and businesses flourish within the city.

STREETScape (CITYWIDE)

- I think it does project a positive image. It would be nice to have a more cohesive downtown center or another central place of business with local character, similar to downtown Round Rock.
- The old downtown center needs more sense of place and more cafe/restaurants.
- City needs to invest in streetscaping projects along major roadways with landscaping, perimeter fencing, and potentially the undergrounding of overhead utility lines.
- Main needs refreshed. Currently no curb appeal. Follow downtown round rock modeling.
- Room for improvement on beautifying public spaces.
- This is true for a lot of the City but Downtown needs improvement, and this is a critical location as most people consider a downtown the heart of a city.



URBAN DESIGN & CHARACTER (CITYWIDE)

- I have added in previous comments, but to add further- preservation and expansion of the historic district. These few blocks have the potential to pull you from the suburban sprawl and put you back in to old time Pflugerville. This area surprised me when I moved here, I didn't even know Pflugerville had a downtown- and I don't think most people do from surrounding towns. This is where a great deal of potential lies.
- Pflugerville could benefit from an entertainment center that is family friendly, area to celebrate music and arts. Downtown would be great, but I think a more open space might be better.
- Add on to the growth and renovation of our downtown district. Sure, its 2 miles, but we do enjoy walking downtown and not having to drive everywhere. Restore, renovate and repurpose.
- The city should strive to keep Old Town intact and keep the character of Pflugerville.
- Bury utilities & get rid of utility poles & lines.
- Zoning to create a walkable downtown district.
- More vibrant and walkable downtown area that draws in citizens and guests.
- Look at what is popular- outdoor mixed use spaces- like the domain. Open grasses, outdoor dining, shopping all mixed. A place for performances- it all needs to be mixed together.
- Develop downtown or something unique to Pflugerville, such as Hutto's new Silos or Round Rock's downtown area.
- Retain the small-town feel of the downtown area, like Round Rock has.
- Have an architectural/historical list of colors and construction materials for downtown buildings.
- Continue to invest in and grow the downtown section of the city.
- The city should strive to keep Old Town intact and keep the character of Pflugerville

- I'd like to see Pflugerville maintain it's small town design and character. Keep Old Town Home.
- I'd like for much of the community to retain its design and character. Keep old town home. Consider moving city office to new buildings at Stonehill and establish a transit hub at Stonehill.

DEVELOPMENT (CITYWIDE)

- Pflugerville should leave the downtown and old town areas as is. No Development in these areas. The City should Quit assisting developers to line their own pockets.
- You are currently running the risk of messing up downtown with your unnecessary plans.

HOUSING (CITYWIDE)

- You all need to add townhomes. For purchase and rent. Two per structure. Quit stacking structures. We have enough of those. Location should be near downtown or downtown side of 685.

DAILY NEEDS & SHOPPING OPPORTUNITIES

- Most of my tax money is spent here. More Stone Center shopping, and Pecan Street, Old Town would be nice.
- More shopping in old town, or Stone Center!

ATTRACTING & KEEPINGS BUSINESSES (CITYWIDE)

- Would love to see more local restaurants and businesses or unique offerings similar to downtown Austin.
- There have been many businesses that have closed near the downtown area. Would love to see Pflugerville be able to keep and attract more local businesses.
- Create attractive "downtown" area. Through corporate support build a "Thinkery" type children's indoor activity space for young children and parents.
- Better and more restaurant and business options in the downtown area would help.



ENTERTAINMENT (CITYWIDE)

- Would like to see more of these. I regularly leave Pflugerville for entertainment.
- Refer you to downtown round rock. They did a fabulous job. Model after them.
- Other than Stone Hill and Black Hawk Golf Course, there are not many other exciting activities to engage in. I often go downtown or to Round Rock for activities.
- Very little entertainment options.
- We could use some more dining options.
- I'm a big fan of art. A museum or space for local artists, community theater, community symphony. These would be a source of culture and entertainment for our community.
- I have to go to Round Rock or Austin for entertainment.
- Just moved here so maybe haven't figured it out yet, but would like way more local cafe action.
- We have bars... or bars.
- I would like to see Downtown flourish. I'd like to see more investment in Downtown by the City.

CULTURAL FACILITIES

- Model after old town round rock. Keep doing what you have but expand. You do a good job with activities. Just expand
- I would love to see downtown Pflugerville with more European character, saving the tradition of its founders, more European "flavor", more open places to eat outside, like mini plazas with coffee, pizza and ice-cream places. Kind of Wimberley, or a miniature of Fredericksburg.
- Not near enough other than the library in Pflugerville to know history of the area

TRANSPORTATION & MOBILITY (CITYWIDE)

- It currently feels very dangerous to navigate our downtown as a pedestrian. There's not a safe way for kids to get from the high school to Stonehill Shopping Plaza.
- Adding two lanes on Pecan St. west of 685, one in each direction, or add one and eliminate the middle. I shop at HEB @ Pecan & 685
- As we grow, there is more of a desire to have everything we could want here without needing to go to downtown. Encourage small businesses to flourish and start their businesses here. No more tire shops! We need mom n pop restarting and business to thrive just as much as our big commercial neighbors.

SIDEWALKS (CITYWIDE)

- [There are] No ramps in downtown on Main Street!!

WALKING & BIKING

- Safe pedestrian crossings on Pecan Street near the Library, 3rd Street, and Railroad Ave would be very beneficial.



TRANSIT (CITYWIDE)

- Not using transit with COVID-19. I don't live on a major street, but I would consider walking to Pecan, Grand Ave, or Pville Parkway. I want to go to Limestone Mall, HEB, downtown Pville, or to CapMetro Park and Ride.
- I do not own a car and right now it is far easier for me to get to downtown Austin on public transportation than it is to get to downtown Pflugerville and I live in Pflugerville.
- The city has been built thus far as a suburb requiring a car. You can't economically and efficiently flip. Sprawling developments like Blackhawk won't lend themselves to mass transit. If you're going to try it, find concentrations of people such as apartments and link those to high demand areas, shopping, library, downtown Pf, connections for transferring to Austin, etc.

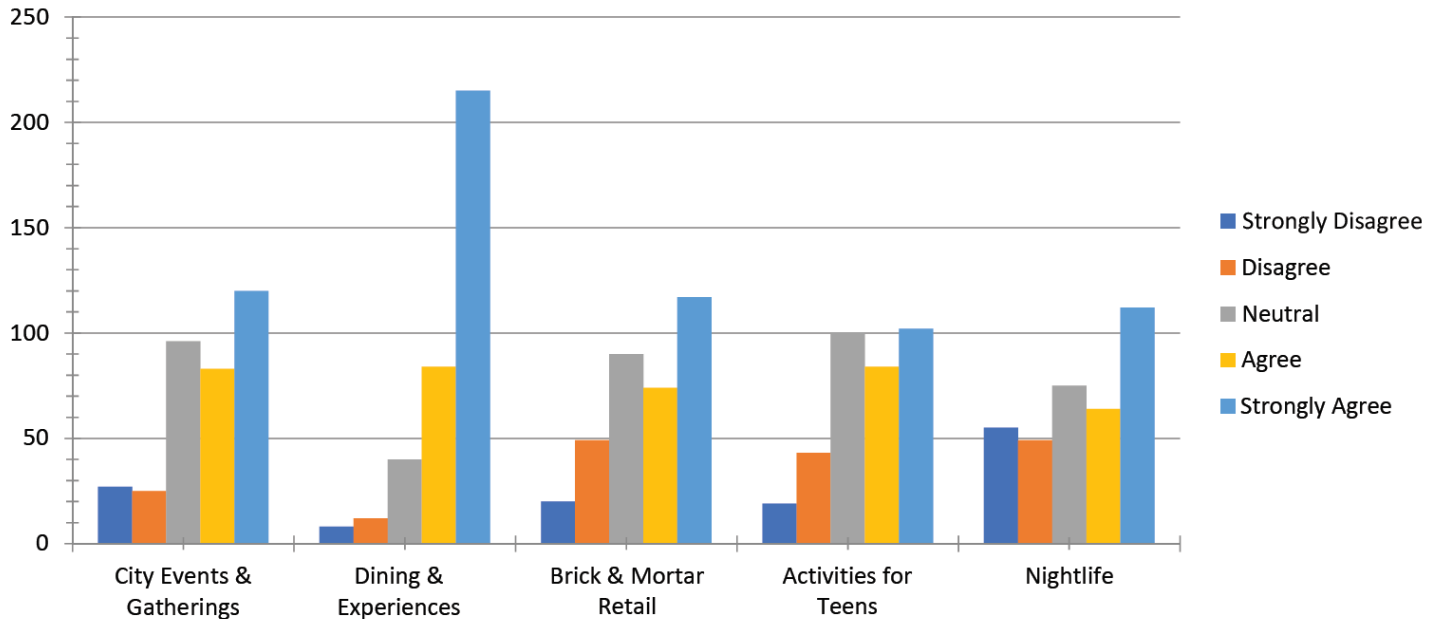
INFRASTRUCTURE (CITYWIDE)

- Do not spend the money on trying to make downtown Pflugerville a destination area! Not worth it.
- I think this infrastructure needs to be done FIRST before the city spends money on a Main Street, creating a Downtown, etc.



Responses Applicable to Overall Community - Not Specific to Downtown

Entertainment



City Events & Gatherings

We need more City-sponsored events and gatherings.

| Rating | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 27 | 8% |
| Disagree | 25 | 7% |
| Neutral | 96 | 27% |
| Agree | 83 | 24% |
| Strongly Agree | 120 | 34% |

Dining & Experiences

We need more restaurants and experience-based entertainment options.

| Rating | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 8 | 2% |
| Disagree | 12 | 3% |
| Neutral | 40 | 11% |
| Agree | 84 | 23% |
| Strongly Agree | 215 | 60% |

Brick & Mortar Retail

We need more physical retail shops.

| Rating | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 20 | 6% |
| Disagree | 49 | 14% |
| Neutral | 90 | 26% |
| Agree | 74 | 21% |
| Strongly Agree | 117 | 33% |

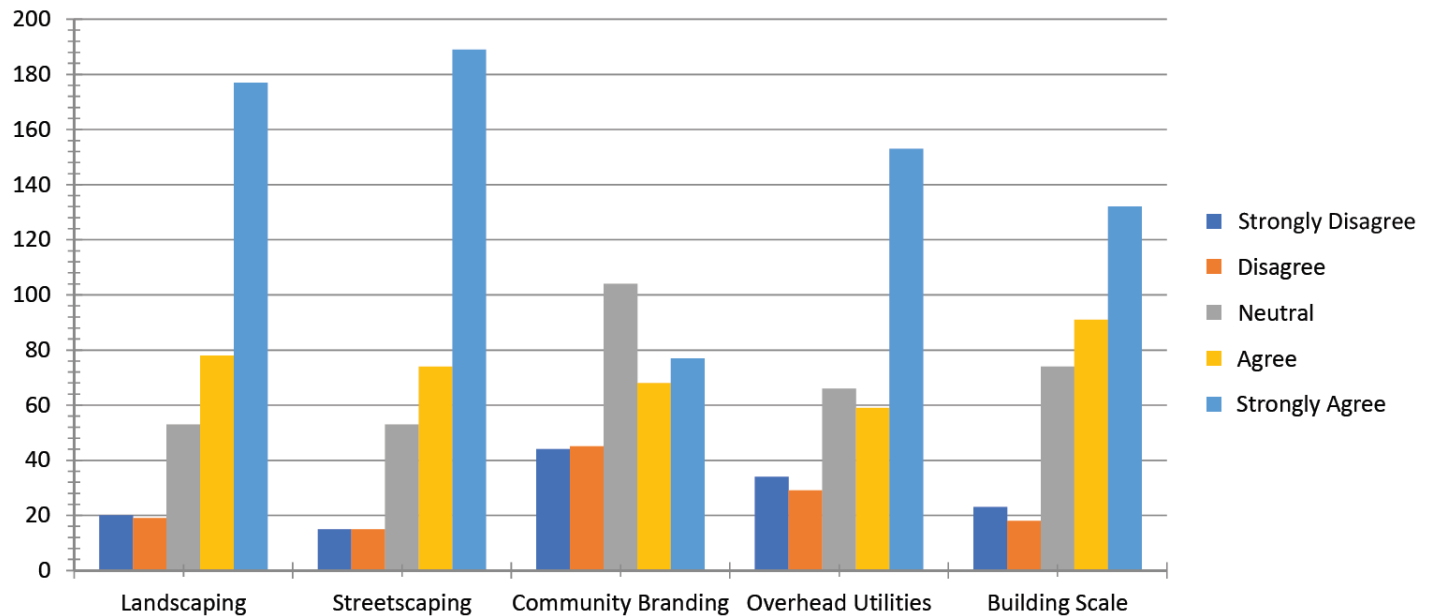
Nightlife

We need more nightlife for adults in the community.

| Rating | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 55 | 18% |
| Disagree | 49 | 10% |
| Neutral | 75 | 16% |
| Agree | 64 | 14% |
| Strongly Agree | 112 | 41% |



Responses Applicable to Overall Community - Not Specific to Downtown
Gateway Corridors



Landscaping

Landscaping should be enhanced in these corridors with more trees, denser plantings, use of green infrastructure, and unique design.

| Rating | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 20 | 6% |
| Disagree | 19 | 5% |
| Neutral | 53 | 15% |
| Agree | 78 | 22% |
| Strongly Agree | 177 | 51% |

Streetscaping

The City should invest in streetscaping along these corridors. (i.e., improve subdivision perimeter fencing, landscaping, sidewalks).

| Rating | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 15 | 4% |
| Disagree | 15 | 4% |
| Neutral | 53 | 15% |
| Agree | 74 | 21% |
| Strongly Agree | 189 | 55% |

Community Branding

Community branding features should be a priority along these corridors.

| Rating | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 44 | 13% |
| Disagree | 45 | 13% |
| Neutral | 104 | 31% |
| Agree | 68 | 20% |
| Strongly Agree | 77 | 23% |

Overhead Utilities

The City should invest in the relocation of overhead utility lines underground to reduce the visual clutter along the corridors.

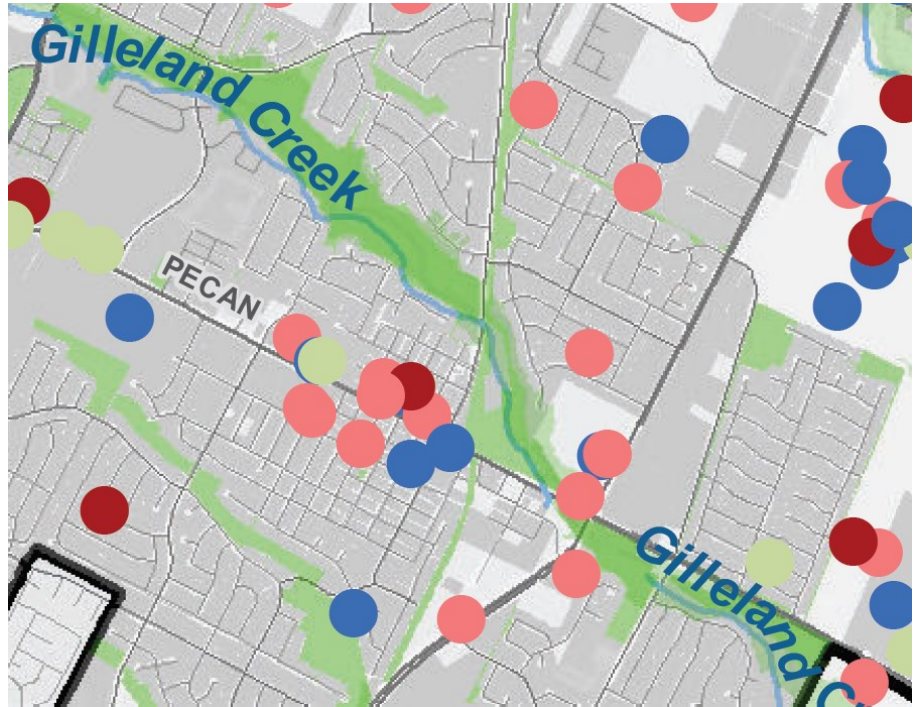
| Rating | Input | % |
|-------------------|-------|-----|
| Strongly Disagree | 34 | 10% |
| Disagree | 29 | 9% |
| Neutral | 66 | 19% |
| Agree | 59 | 17% |
| Strongly Agree | 153 | 45% |



“Missing Places” Exercise - See map below for recommendations for more shopping & activities.

Shopping & Activities

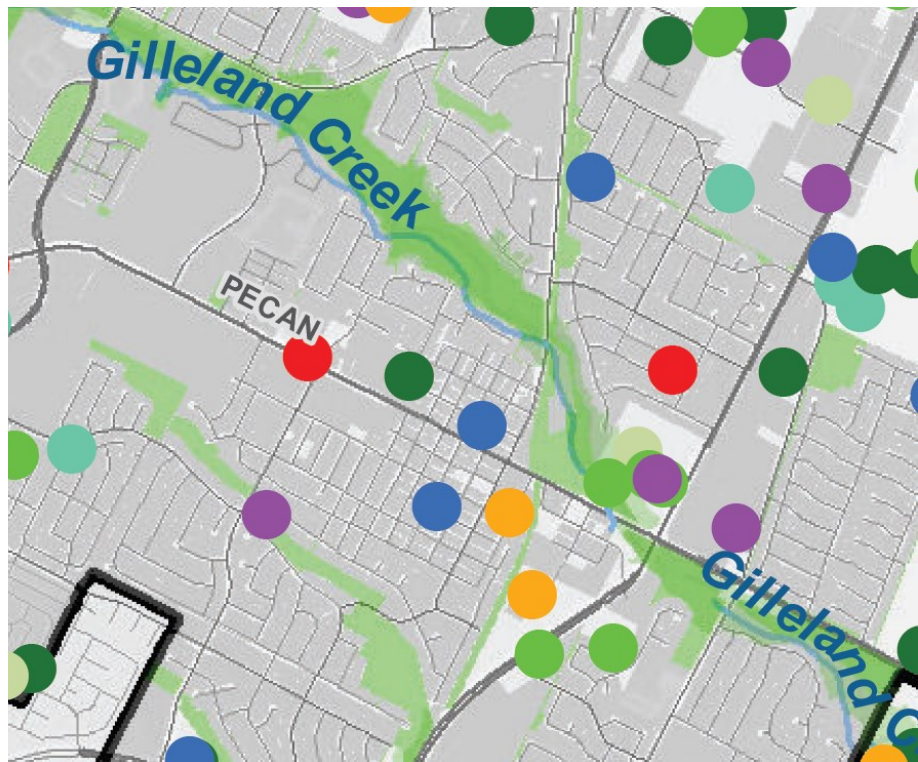
- Entertainment Venue
- Major Shopping Center
- Neighborhood Services & Retail
- No Data



“Missing Places” Exercise - See map below for recommendations for more parks and open space.

Parks & Open Space

- Community/Regional Park
- Dedicated Biking Area (On & Off Road)
- Dog Park/Off-Leash Area
- Fine Arts & Cultural Amenities
- Nature Center/Garden/Arboretum
- Plazas/Parks Near Retail
- Sports Field/Court
- No Data





“Missing Places” Exercise - See map below for recommendations for mixed-use development.

Mixed Use (with Apts Above)

- 2 Stories
- 3 Stories
- 4+ Stories



Miscellaneous Comments - Downtown

- Not always chain stores. Sidewalks and a parking garage downtown so we can access the stores.
- Downtown Round Rock would be great inspiration for Pflugerville!
- It would be nice to have a downtown Pflugerville area with major employers, but it shouldn't just be cluttered like every other area in Austin, I think it should be developed in a smarter way.
- Our city is too big to have an abundance of overhead wiring in high travel areas. Especially downtown
- Downtown sidewalks are not accessible

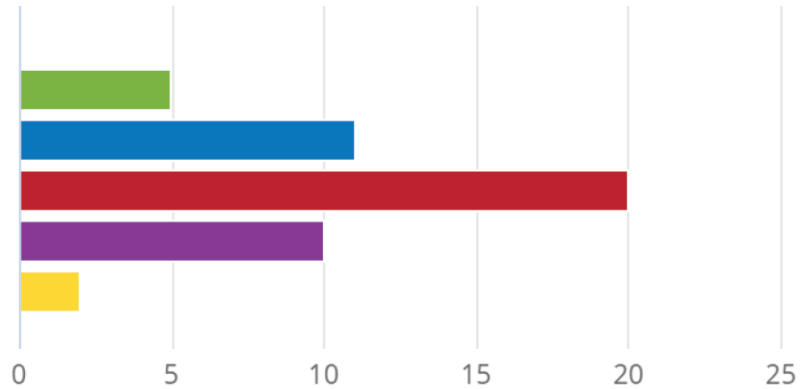


DOWNTOWN

Q1. Do these accurately reflect your preferences for Pflugerville in the future?

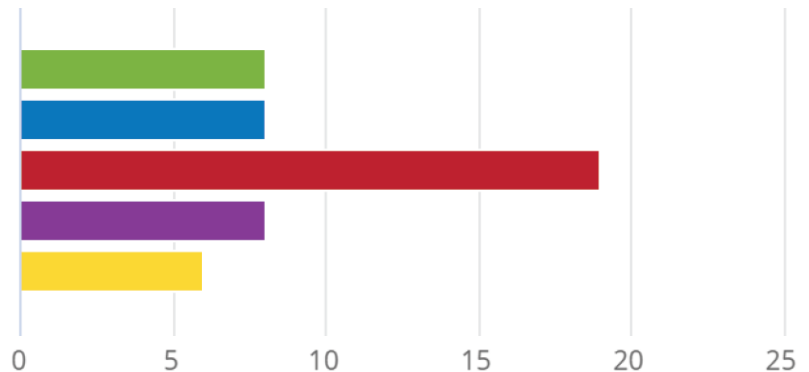
The City should invest in additional surface-level public parking Downtown.

| Rating | Input | % |
|-----------------------------|-----------|-------------|
| Strongly Agree | 5 | 10% |
| Agree | 11 | 23% |
| Neither Agree nor Disagree | 20 | 42% |
| Disagree | 10 | 21% |
| Strongly Disagree | 2 | 4% |
| Total | 48 | 100% |
| Weighted Score: 3.15 | | |



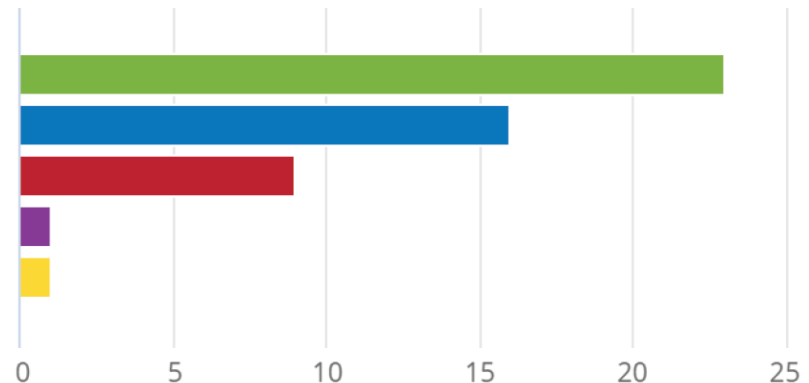
The City should invest in a parking structure Downtown.

| Rating | Input | % |
|-----------------------------|-----------|-------------|
| Strongly Agree | 8 | 16% |
| Agree | 8 | 16% |
| Neither Agree nor Disagree | 19 | 39% |
| Disagree | 8 | 16% |
| Strongly Disagree | 6 | 12% |
| Total | 49 | 100% |
| Weighted Score: 3.08 | | |



The City should pursue pedestrian and accessibility improvements Downtown.

| Rating | Input | % |
|-----------------------------|-----------|-------------|
| Strongly Agree | 23 | 46% |
| Agree | 16 | 32% |
| Neither Agree nor Disagree | 9 | 18% |
| Disagree | 1 | 2% |
| Strongly Disagree | 1 | 2% |
| Total | 50 | 100% |
| Weighted Score: 4.18 | | |



● Strongly Agree
 ● Agree
 ● Neither Agree nor Disagree
 ● Disagree
 ● Strongly Disagree

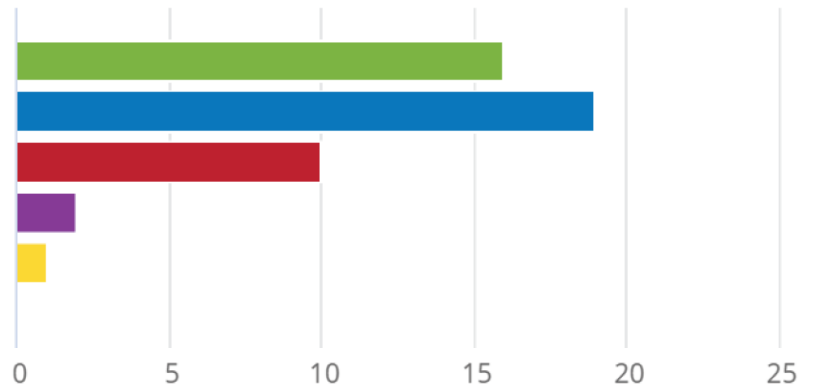


DOWNTOWN

Q1. Do these accurately reflect your preferences for Pflugerville in the future?

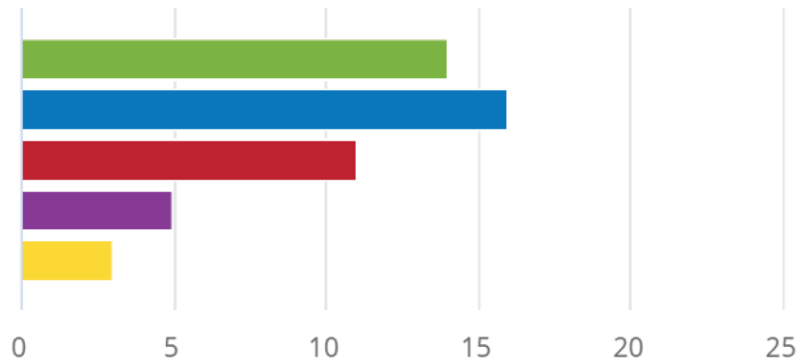
The City should pursue enhanced streetscaping improvements Downtown (e.g., landscaping, lighting, decorative pavement, expanded sidewalks, enhanced pedestrian spaces, street furniture, etc.)

| Rating | Input | % |
|-----------------------------|-----------|-------------|
| Strongly Agree | 16 | 33% |
| Agree | 19 | 40% |
| Neither Agree nor Disagree | 10 | 21% |
| Disagree | 2 | 4% |
| Strongly Disagree | 1 | 2% |
| Total | 48 | 100% |
| Weighted Score: 3.98 | | |



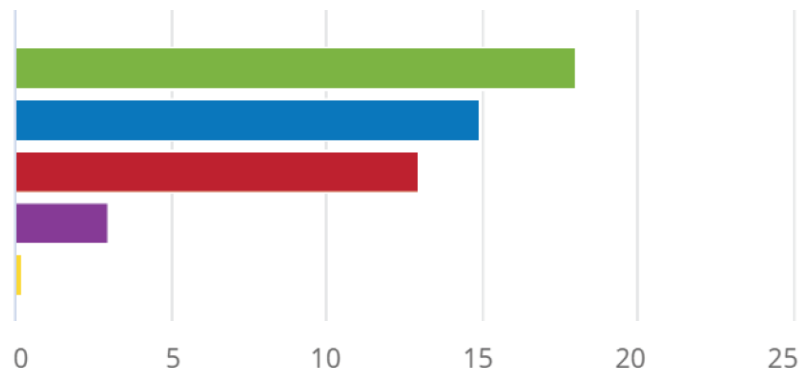
The City should invest in the relocation of overhead utility lines underground to improve aesthetics Downtown.

| Rating | Input | % |
|-----------------------------|-----------|-------------|
| Strongly Agree | 14 | 29% |
| Agree | 16 | 33% |
| Neither Agree nor Disagree | 11 | 22% |
| Disagree | 5 | 10% |
| Strongly Disagree | 3 | 6% |
| Total | 49 | 100% |
| Weighted Score: 3.67 | | |



The City should invest in outdoor gathering spaces Downtown.

| Rating | Input | % |
|-----------------------------|-----------|-------------|
| Strongly Agree | 18 | 37% |
| Agree | 15 | 31% |
| Neither Agree nor Disagree | 13 | 27% |
| Disagree | 3 | 6% |
| Strongly Disagree | 0 | 0% |
| Total | 49 | 100% |
| Weighted Score: 3.98 | | |



● Strongly Agree ● Agree ● Neither Agree nor Disagree ● Disagree ● Strongly Disagree



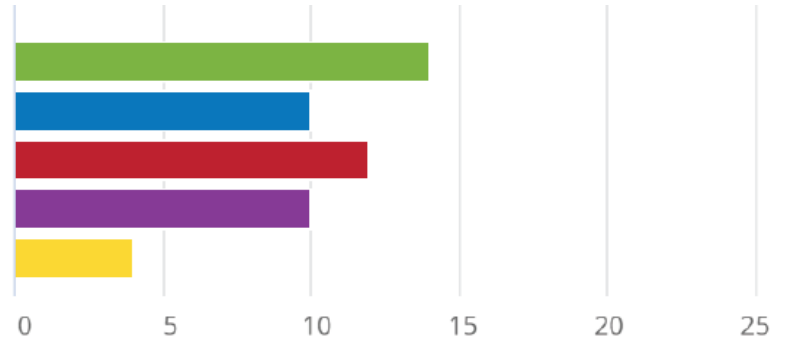
DOWNTOWN

Q1. Do these accurately reflect your preferences for Pflugerville in the future?

50 answers

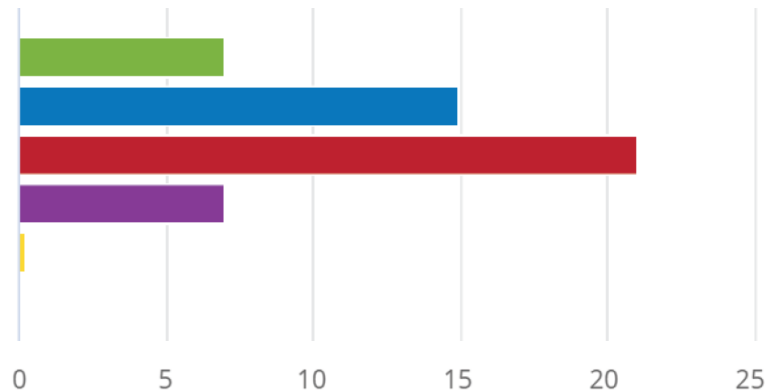
The City should invest in public art Downtown.

| Rating | Input | % |
|-----------------------------|-----------|-------------|
| Strongly Agree | 14 | 28% |
| Agree | 10 | 20% |
| Neither Agree nor Disagree | 12 | 24% |
| Disagree | 10 | 20% |
| Strongly Disagree | 4 | 8% |
| Total | 50 | 100% |
| Weighted Score: 3.40 | | |



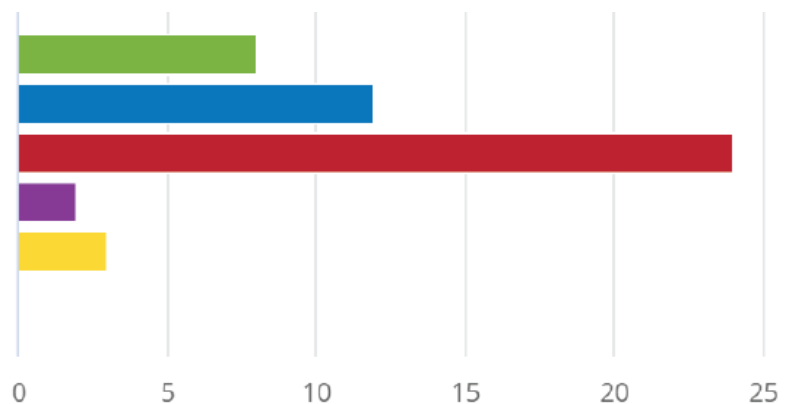
The City should invest in creating "gateway" signage improvements at key locations Downtown.

| Rating | Input | % |
|-----------------------------|-----------|-------------|
| Strongly Agree | 7 | 14% |
| Agree | 15 | 30% |
| Neither Agree nor Disagree | 21 | 42% |
| Disagree | 7 | 14% |
| Strongly Disagree | 0 | 0% |
| Total | 50 | 100% |
| Weighted Score: 3.44 | | |



The City should invest in the improvement of alleys Downtown.

| Rating | Input | % |
|-----------------------------|-----------|-------------|
| Strongly Agree | 8 | 16% |
| Agree | 12 | 24% |
| Neither Agree nor Disagree | 24 | 49% |
| Disagree | 2 | 4% |
| Strongly Disagree | 3 | 6% |
| Total | 49 | 100% |
| Weighted Score: 3.41 | | |



● Strongly Agree ● Agree ● Neither Agree nor Disagree ● Disagree ● Strongly Disagree



ADDITIONAL DOWNTOWN COMMENTS

| # | Feedback |
|----|---|
| 1 | Additional accessibility via sidewalks and ramps in downtown is a must. A tunnel or well-lit and signaled pedestrian crossing to connect north and south Old Town would help keep downtown unified and accessible as it grows. |
| 2 | City should invest in relocation of overhead utility lines underground all around town where they are not already buried. |
| 3 | City should make main street pedestrian and relocate city buildings to the justice center |
| 4 | I don't know enough about the geology of Texas to know how feasible this is, but when I lived in Michigan, the city of Ann Arbor began to build underground parking structures. It enabled tons of convenient parking without wasting potential retail/park/gathering space on a parking structure. That being said, one large parking structure is preferable to several smaller surface level parking lots. |
| 5 | Please consider moving those overhead utility lines underground around the neighborhoods as well. Those lines along the hodde lane look like they are about to fall over. |
| 6 | Please strongly discourage art downtown as it will encourage Graffiti just like in Austin |
| 7 | The downtown area is one place that could benefit from transit oriented development. Pflugerville will need a transit station to compliment the road network and provide alternatives for people coming and going. A transit station could also provide a means for more folks to get to downtown without vehicles and would stimulate and support economic development and encourage mixed use development attracted by transit. Nodes from shopping and recreation could be tied together with people mover systems to allow access and movement in hot/cold/wet weather. |
| 8 | There is nothing wrong with developing the "downtown" area of Pflugerville, but it should be balanced with working with private developers to provide similar spaces around the city as a whole and not specifically focused on a single area of town. |
| 9 | We should absolutely make an investment in our downtown to have active public spaces, businesses with outdoor and patio services, and provide all of that with better ways to park and walk vs needing parking lots at every business. I am less interested and excited about regional signage and more excited about attracting better quality, customer centric, and growth opportunities for our businesses in the central district. Look at Sugarland Texas as an example of mixed use retail, business, and government spaces. |
| 10 | You all have seen what has happened in downtown round rock. Follow their lead. The entertain district is amazing. Too small to pull of a Georgetown vibe. Not the right vibe anyway Bring in music, Food, restaurant, encourage people to come downtown by holding activities. and do not allow the buses and bus stops. This will kill downtown. Carts is fine. But no buses. Make things walkable. Signs for Uber as a reminder. Keep old town feel in old downtown like round rock did. Use roundabouts and crosswalks . Great lighting. |

VIRTUAL OPEN HOUSE & SURVEY - May 2021
NEIGHBORHOOD DISTRICTS &
FAVORITE PLACES MAP COMMENTS



Participants were instructed to share their favorite places and share ideas for the spaces they would like to see in the future. Following the map exercise, they were encouraged to take a survey that helped identify the needs in their neighborhood. This input will be useful

2 I love living in the Oldtown area, within walking distance of a bunch of small, locally-owned businesses. It'd be great to see this area keep growing like that, and to see similar developments (walkable, locally-owned dining/retail districts) pop up around...

3 The Taco House is a pillar of the community!

4 West Pecan is an EXCELLENT addition to the neighborhood that keeps getting better. Would love to see more places like this.

5 We love the trail that goes along Gilleland Creek. More trails along creeks like this around town would be wonderful.

6 I love Gilleland creek. It is the only attractive waterway in Pflugerville and the city should be doing more to beautify and retain this natural beauty in the city. It is constantly filled with trash and debris blocking the water flow after flooding.

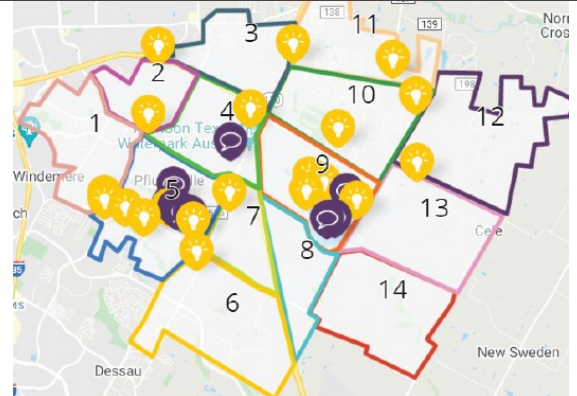
7 I am so grateful for this food truck park! I have lived in Pflugerville for over 10 years. We have always driven to Austin to eat because of lack of options in this area. Only two great things have happened to the downtown area in the last decade, West Pecan...

8 West Pecan Coffee is the best thing to ever happen to the downtown area of Pflugerville. The city has been talking about doing things to revive the downtown area for decades without doing anything and all it took was for a decent business to move in...

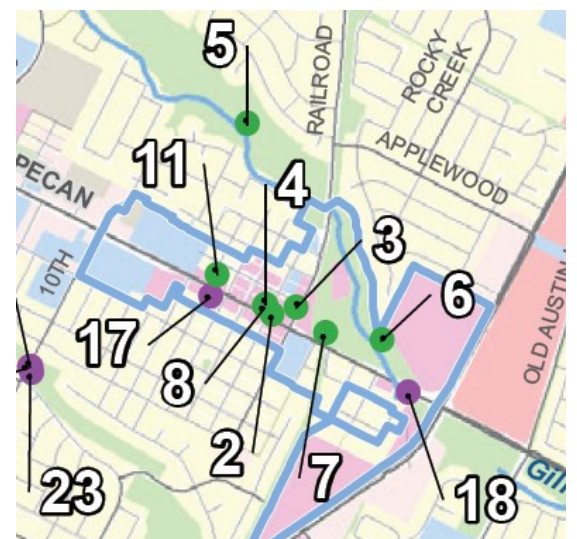
11 West Pecan is great, but I wish we had better outdoor/large patio type businesses in our community, especially in the Central district 5 where I live. Spaces like Cosmic Coffee or St Elmo in south Austin come to mind as being places where mix-use small...

17 Could this property be acquired by the city and rezoned so that it can be turned into something else besides a carwash? We literally have more carwashes and auto stores in Pflugerville than any other town in the Austin area. We need to start reclaiming...

18 CONNECT THE TRAILS: Please build an entrance to the heritage loop trail from the south side of pecan where the trail goes under the bridge. There is currently no way to connect from Pfairways trail (south of pecan) to



NEIGHBORHOOD DISTRICTS MAP



FAVORITE PLACES MAP

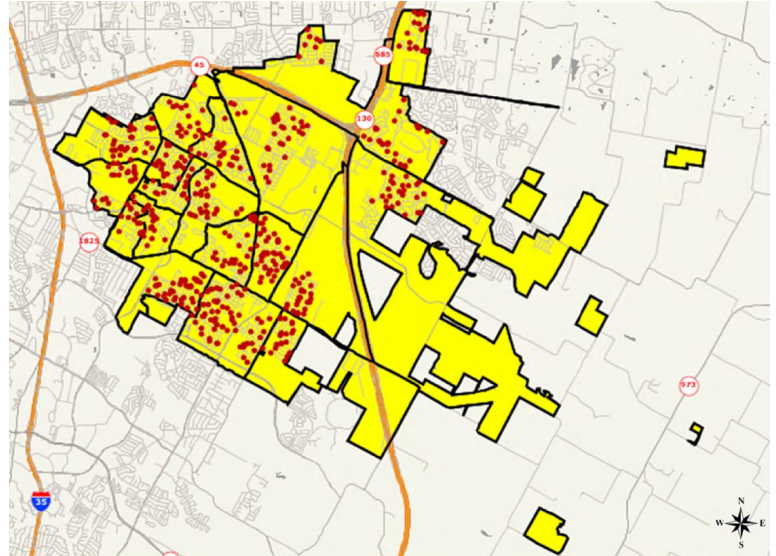
- Favorite Places
- Other Ideas



Summary of Downtown-Related Findings

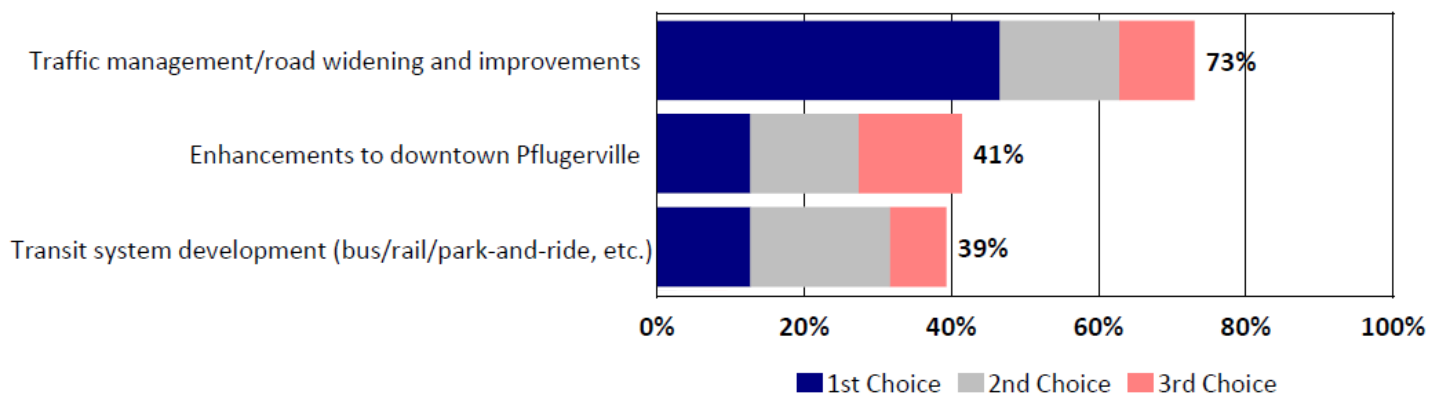
The most used facilities in Pflugerville are *Downtown Pflugerville*, Pflugerville’s trail system, Lake Pflugerville, and Pflugerville outdoor festivals or special events.

Nearly all (97%) of residents surveyed, who had an opinion, indicated traffic management and road widening and improvements were most important (rating of 3 or 4 on a 4-point scale) for the City to invest in; 80% thought recreational programming and events were most important, and **78% thought enhancements to downtown Pflugerville were most important for the City to invest in (Question 29)**. Based on respondent’s top three choices, the items that should receive the most emphasis over the next two years are: (1) traffic management and road widening and improvements, (2) *enhancements to downtown Pflugerville (Question 30)*, and (3) transit system development.



LOCATION OF SURVEY RESPONDENTS

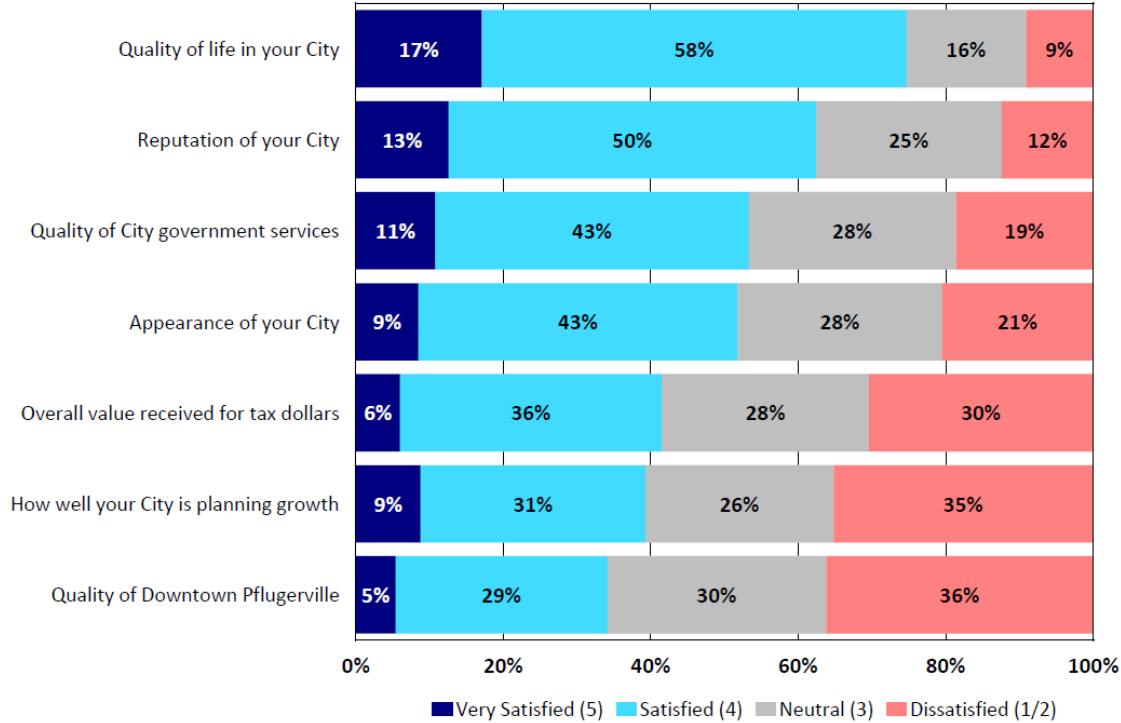
Excerpt from Question #30 - Downtown Ranked No. 2





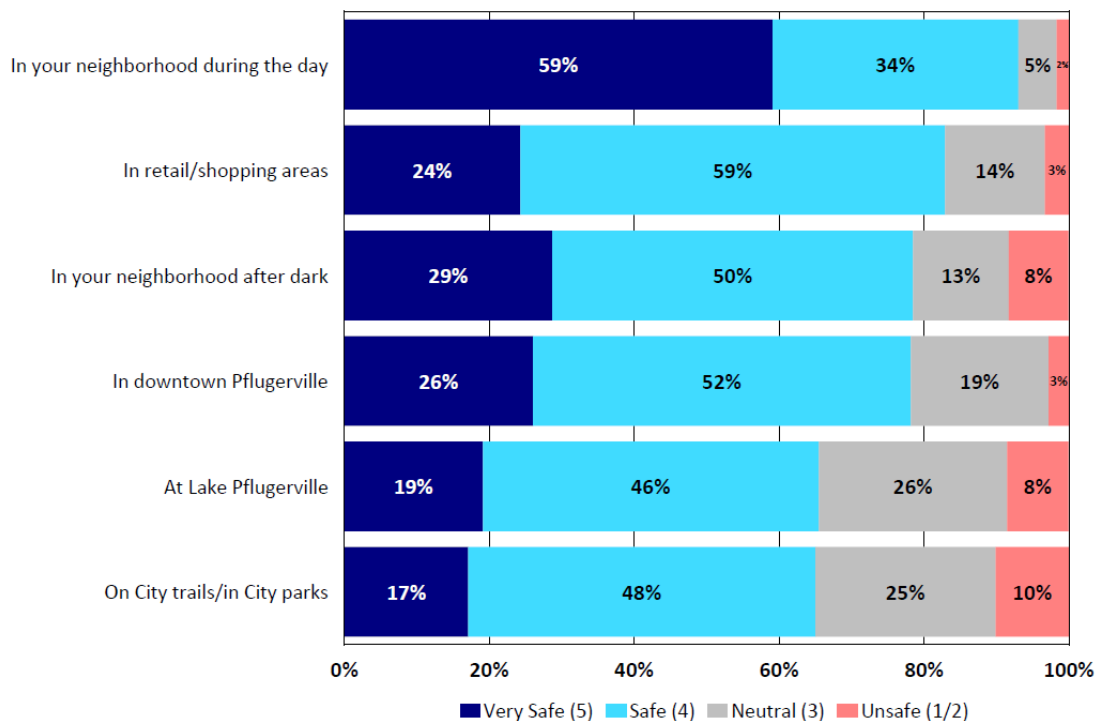
Q2. Overall Satisfaction with Pflugerville

by percentage of respondents (excluding don't knows)



Q7. Overall Feeling of Safety in the Following Situations

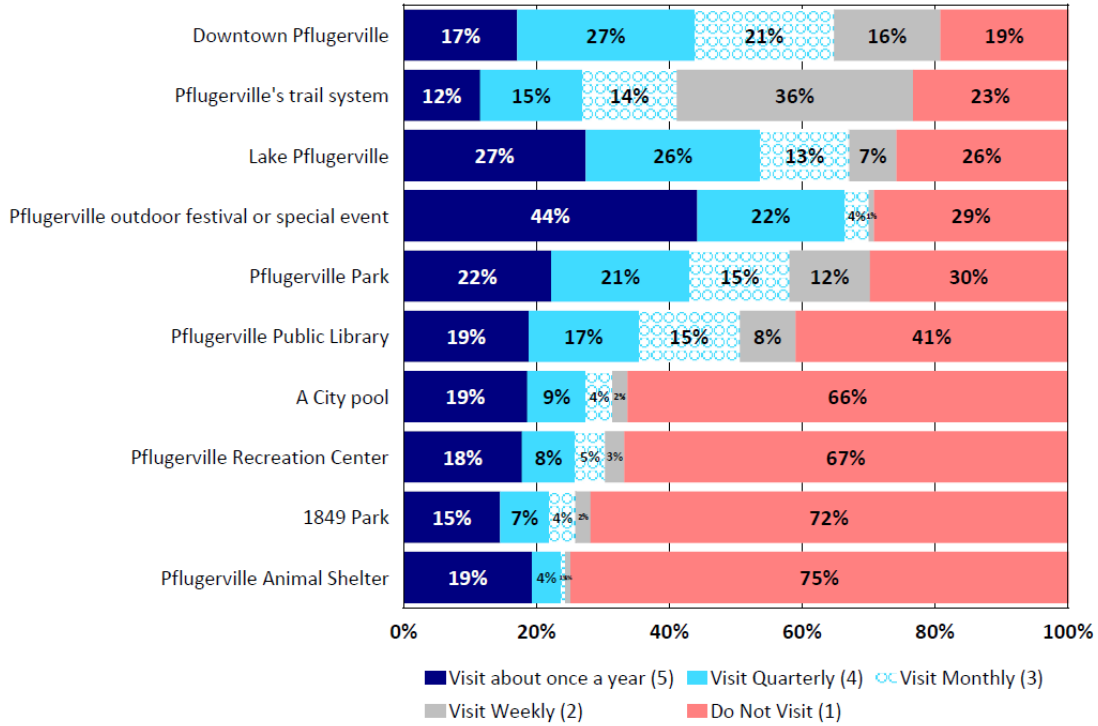
by percentage of respondents (excluding don't knows)





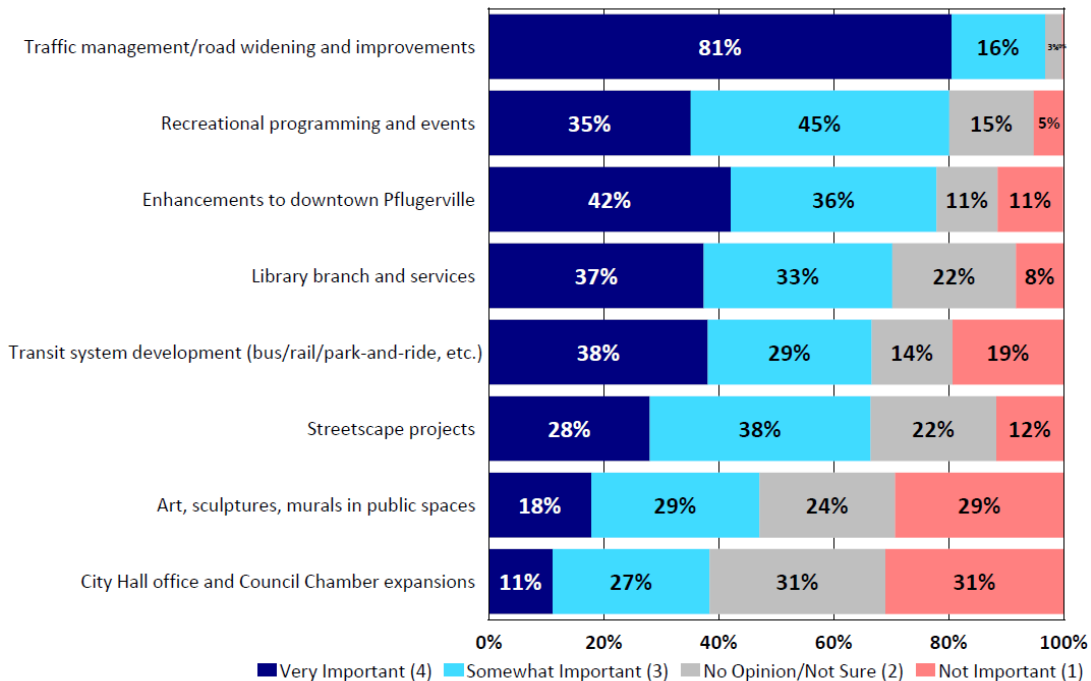
Q21. How Often Respondents Use Facilities or Services

by percentage of respondents (excluding not provided)



Q29. Project Improvements That Are Most Important for the City to Invest In

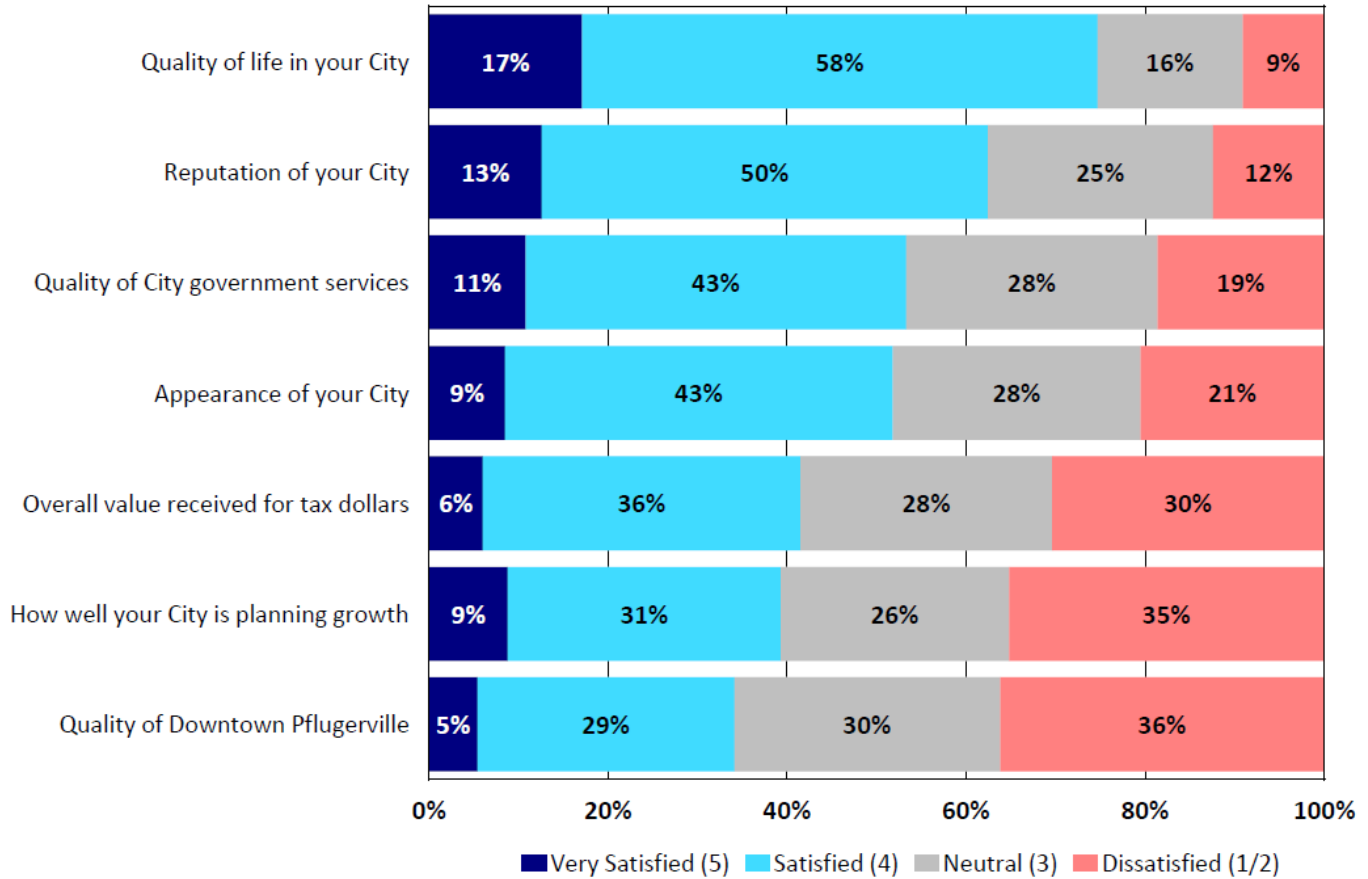
by percentage of respondents (excluding don't knows)





Q2. Overall Satisfaction with Pflugerville

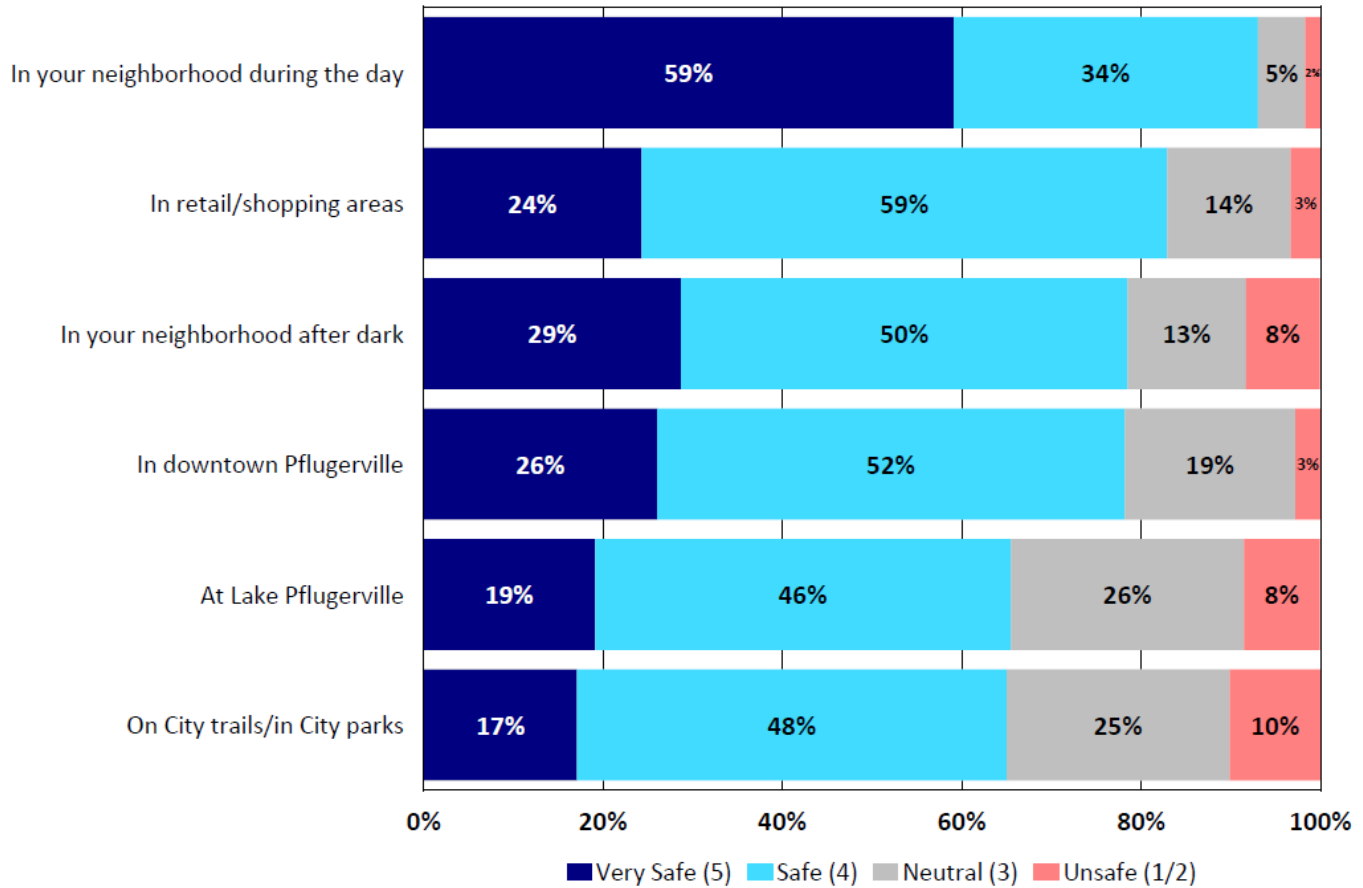
by percentage of respondents (excluding don't knows)





Q7. Overall Feeling of Safety in the Following Situations

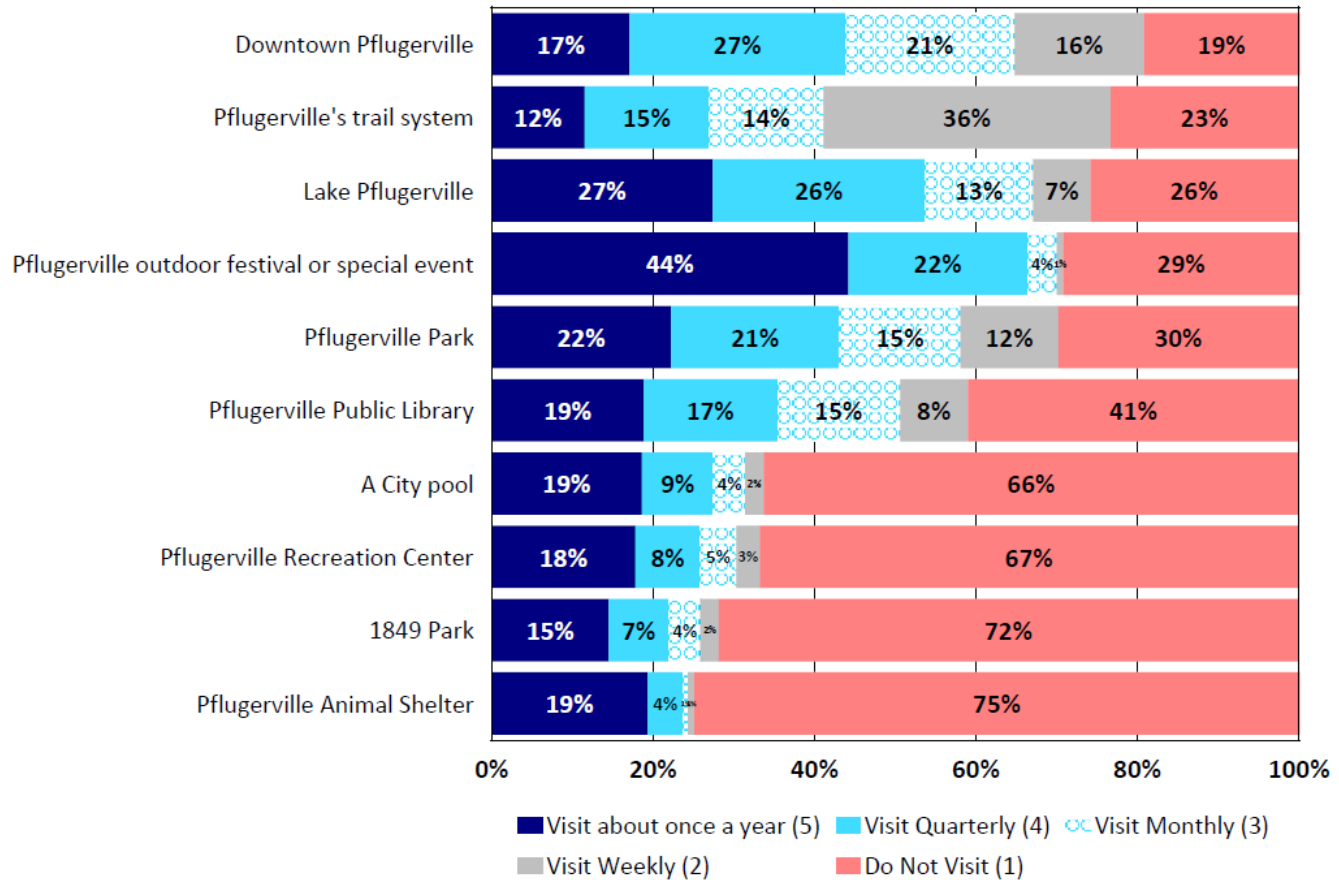
by percentage of respondents (excluding don't knows)





Q21. How Often Respondents Use Facilities or Services

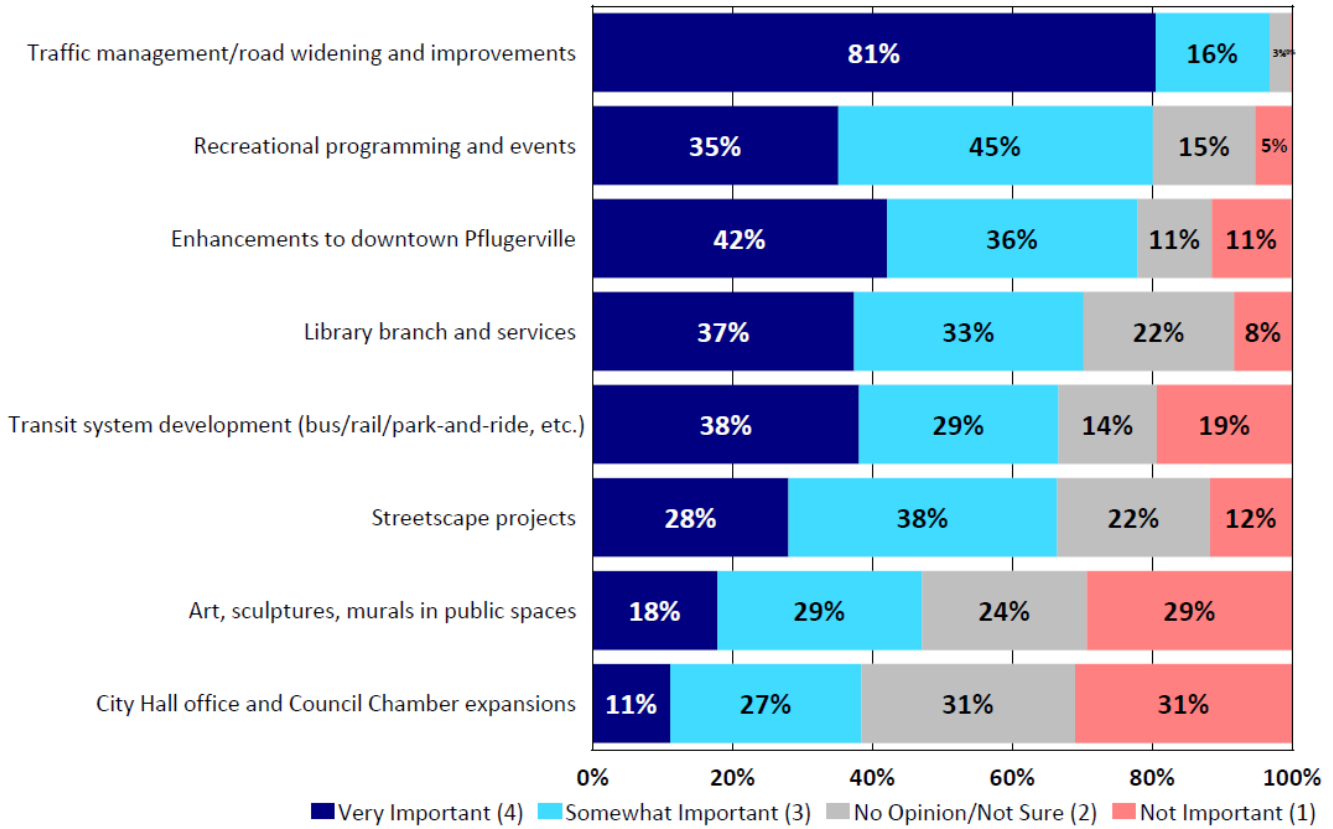
by percentage of respondents (excluding not provided)





Q29. Project Improvements That Are Most Important for the City to Invest In

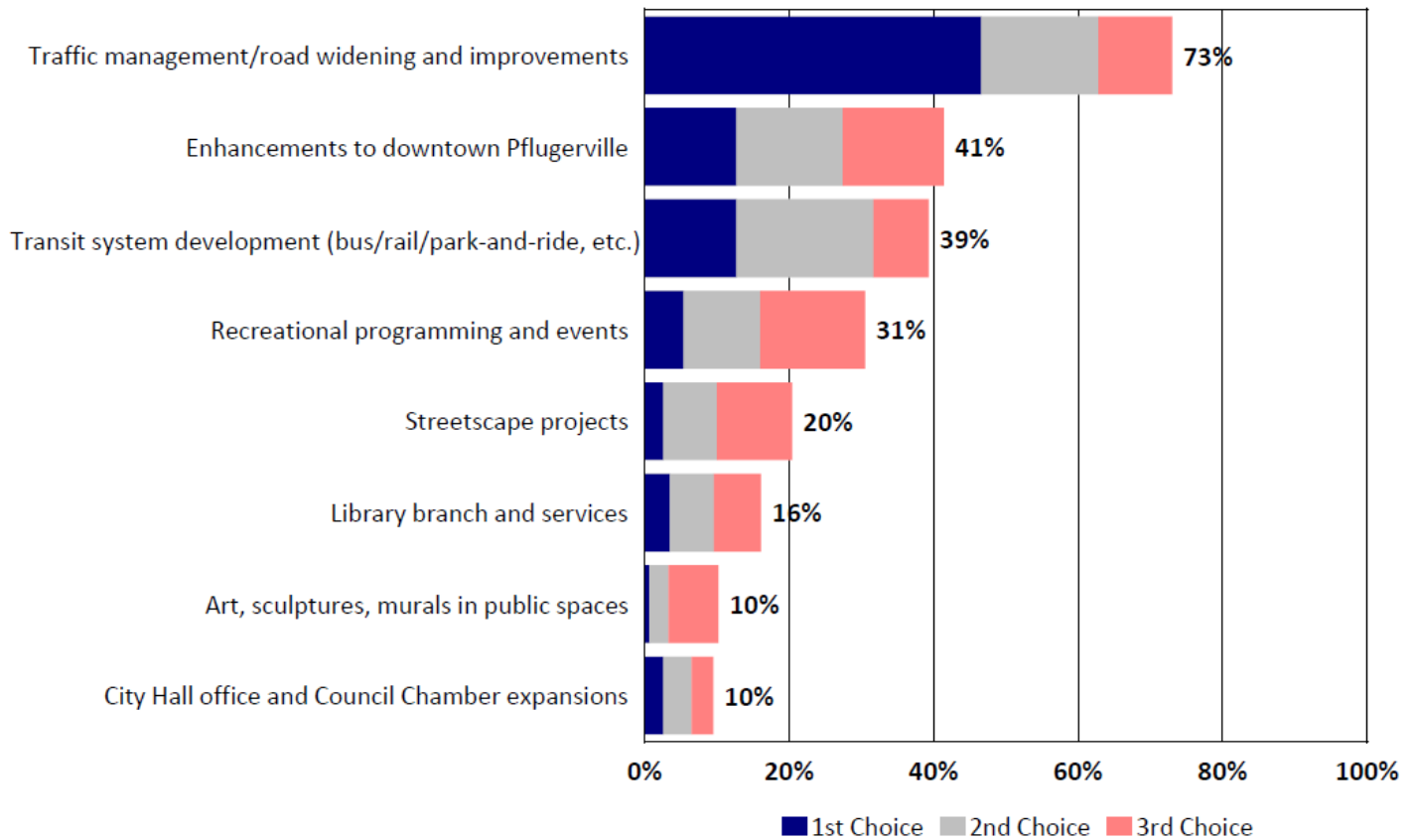
by percentage of respondents (excluding don't knows)





Q30. Project Improvements That Should Receive the Most Emphasis Over the Next Two Years

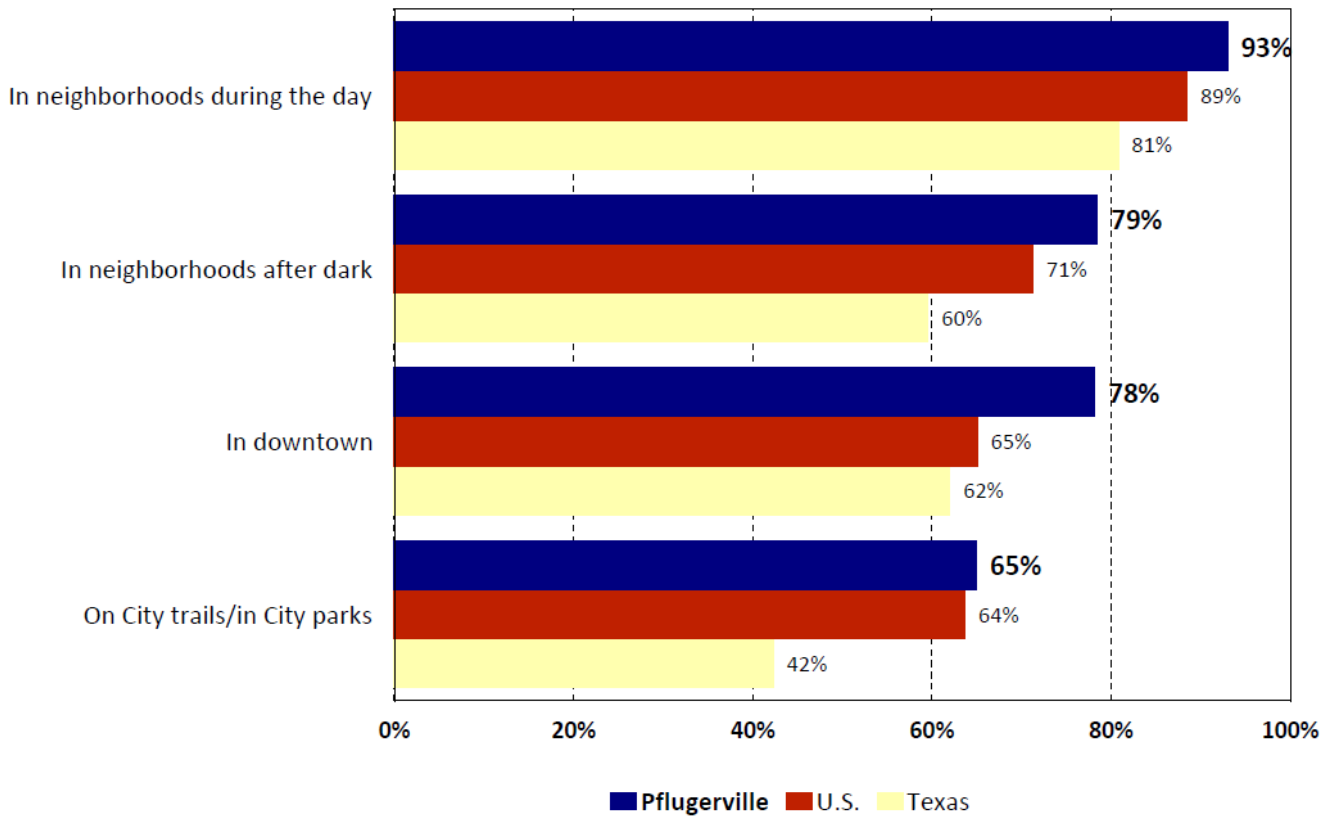
by percentage of respondents who selected the item as one of their top three choices





Overall Feeling of Safety Pflugerville vs. the U.S. vs. Texas

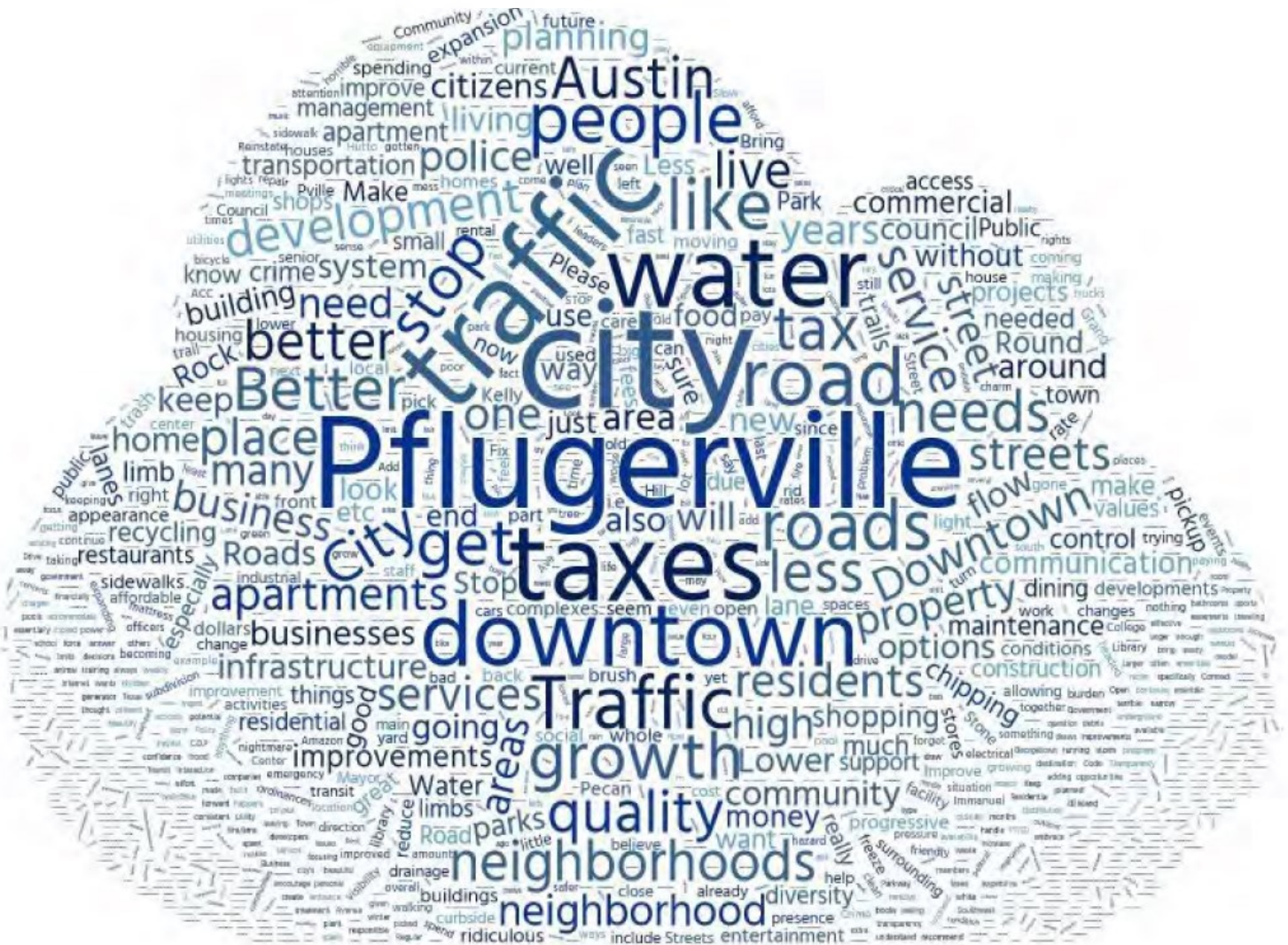
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





Q32. If you could improve one thing about your City, what would it be?

The “word cloud” below represents the comments from the above question. Individual comments are on the following pages.





Q32. If you could improve one thing about your City, what would it be?

Individual comments related to Downtown are provided below and on the following pages.

- A more active Downtown area. Restaurants, shops and outdoor areas. We seem to be headed in the right direction.
- Add sidewalks between Stonehill and Downtown
- Appearance of downtown
- Bring back the charm to downtown.
- Connect and extend walk/bike trails. Increase walk/bike ability of downtown.
- Downtown
- Downtown appearance & "draw"
- Downtown area
- Downtown commercial
- Downtown expansion.
- Downtown has much potential- not well used like RR and Georgetown
- Downtown having more businesses.
- Downtown investment
- Downtown lacks atmosphere and activities to attract others.
- Downtown, add mom and pops restaurants,
- Enlarging downtown road 1825 to wider 4 lanes
- Have some fine dining places, enough of the fast food!!! I drive to AUSTIN for fine dining and entertainment, heck even Round Rock has a downtown area for dining & entertainment. I was unaware that Pflugerville had one. And why can't we get a "Welcome to Pflugerville" sign like other cities like Kyle & Buda?!
- Improve & grow the downtown area
- Encourage positive development in the Southern part of Pflugerville -- i.e. Downtown and the surrounding areas. Most of the development has been east -- near Stone Hill, etc. -- and east toward the Lake -- and people seem to think that the SW part of Pflugerville is not as desirable. Please don't forget the South part of the city. Having better transportation options would be good too (thank you City of Pflugerville for trying out the small bus service -- we don't use it now, but may need to in the future!! Also, many nearby cities/towns have really been expanding and encouraging the Arts. Pflugerville should follow suit and support local artists and art events. One last Comment ... I think Pflugerville residents really missed out by not voting for ACC. If the US Government really does support free Community College, great, but if not, I really hope Pflugerville will consider joining the ACC district in the future.
- Improve downtown into a greater social gathering area: concerts, more shops, stores, bars, high quality restaurants.
- Improve downtown, like RR
- Improve downtown.
- Increase livelihood downtown of Pflugerville.
- Use downtown Georgetown as a model for downtown Pflugerville
- Revitalization of Old Town like Round Rock has done.
- Not sure. It was regarding the new zoning propositions for Old Town.



Q32. If you could improve one thing about your City, what would it be?

Individual comments related to Downtown are provided below.

- Make Downtown a place people from all over the city want to come by expanding the number of businesses there. The current City Hall/Council Chambers should stay downtown and if needed expanded in their current location. There is not need for a multi-million dollar new location! There is room downtown for this and that keeps the charm of our City. Town Center and other areas are great but Old Downtown needs to be a place everyone in the city and outside know of a frequent!
- Make downtown more shopper friendly & inviting.
- Make downtown more vital.
- More access to downtown
- More dining and shops downtown
- The downtown is not a downtown. Has charm and potential but nothing draws people to it, really.
- There is no effective downtown
- We need to up our game. Growth is coming. In fact, it's here and we didn't plan well. Our City is not beautiful or pleasing to look at and thus doesn't draw high end development such as The Domain. Let's capitalize on our very close proximity to Austin. Develop downtown Pflugerville and let's beautify our city. Even Hutto is passing us by. No more fast food and box stores. Let's do something about the traffic congestion. We need public transportation. Most people who live In Pflugerville- work in Austin.
- I would put old town utilities underground
- keep old buildings, keep old TX

