

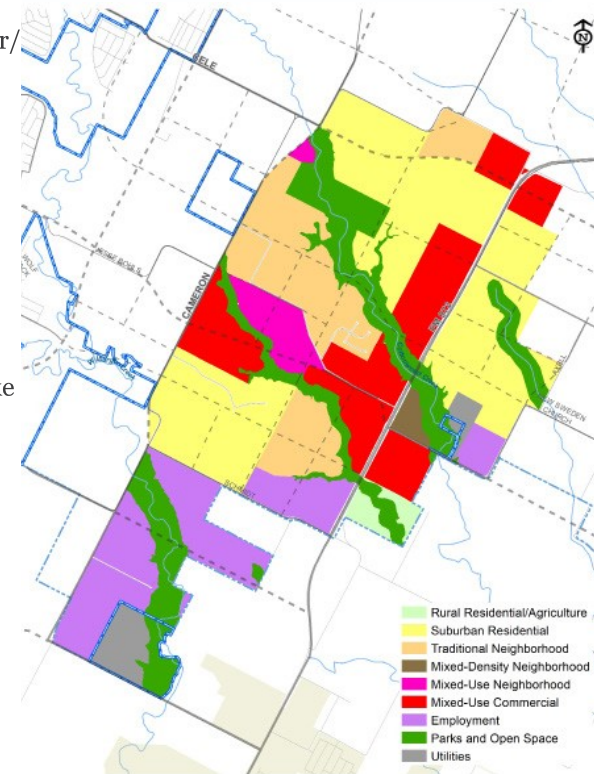
ASPIRATIONAL ACTIONS

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

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

SOUTHEASTERN PRESERVES DISTRICT

Map 8.16. South Willbarger District



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