









ASPIRE PFLUGERVILLE 2040

A Comprehensive Plan for the Pfuture

April **2022** 





## **ACKNOWLEDGMENTS**

This plan would not be possible without the residents of Pflugerville, and the continuous efforts of the elected and appointed officials, the City staff team, Comprehensive Plan Advisory Committee, key stakeholders and the consultant team, who have aspired to move the Pflugerville community pforward and envision all that Pflugerville can become by 2040.

The Aspire Pflugerville 2040 Plan provides direction, vision and an outline to continue to improve our city. Working together, residents, city staff and City Council will use this actionable plan with a commitment and dedicated focus to implementation of the outlined series of steps and recommendations within. Thank you to our residents, staff, consultants and City Council for dedicating the time, holding the public meetings, responding to the surveys, participating in the process and for the visioning that combined to create this plan. I'm eager to see the impacts of this plan as these pages represent who we are and who we aspire to be.

**Mayor Victor Gonzales** 

## **CITY COUNCIL**

Victor Gonzales, Mayor

Doug Weiss, Mayor Pro Tem/Council Place 1

Ceasar Ruiz, Council Place 2

Kimberly Holiday, Council Place 3

Rudy Metayer, Council Place 4

Jim McDonald, Council Place 5

David Rogers, Council Place 6

## **PLANNING & ZONING COMMISSION**

Robert Romig, Chair

Oscar Mitchell, Vice-Chair

Nicholas Hudson

Amanda Maedgen

**Andrew Crain** 

Brad Hickman

Deborah Johnson





# COMPREHENSIVE PLAN ADVISORY COMMITTEE

Alejandra Campos Jay Clark

Andrew Crain Jeni Rahman

Chris Callahan Jim Harvey

Christie Crouch Jonathan Kamenicky

Denee Barsalou Kim Waters

Diane Holland Lisa Pfluger

Diane Shepard-Hill Melody Ryan

Dorothy Lee Michael Phillips

Erin Crespo Pat Epstein

Fawn Spencer Robert Romig

Gladys Pfluger Victor To

## **CONSULTANTS**

Chance Sparks, Project Manager

Erica Craycraft, Urban Planner

Lauren Garrott, Urban Planner

Travis James (TXP)

Sterling Morris (Sterling Illustration)

## **ACKNOWLEDGMENTS**

## **CITY MANAGER'S OFFICE**

Sereniah Breland, City Manager

Trey Fletcher, Deputy City Manager

Amy Giannini, Assistant City Manager

James Hartshorn, Assistant City Manager

Trista Evans, City Secretary

## **CITY STAFF ADVISORY TEAM**

Emily Barron, Planning & Development Services Director

Jeremy Frazzell, Planning & Development Services Assistant Director

Erin Sellers, Principal Planner

Terri Toledo, Communications Director

Daniel Berra, Assistant Library Director

Shane Mize, Parks and Recreation Director

Monica Bradford, Sr. GIS Analyst

Jason O'Malley, Chief of Police

Chet Vronka, Police Lieutenant

Jenna Goolsby, Engineering Manager

Rhonda McLendon, Animal Shelter Director (PAWS)

## **ADDITIONAL STAFF SUPPORT**

Emily Draughon, Planner II

Sven Griffin, GIS Manager

Robyn Miga, Planning Manager

Michael Patroski, Senior Planner

Kristin Gummelt, Planner I

Alicia Sweeney, Planner I

DeeDee Martinez, Development Services Coordinator

Robert Polanco, Building Official

Maggie Holman, Public Information Officer

Jennifer Coffey, Library Director

Jason Smith, Assistant Chief of Police

Patricia Davis, City Engineer

Evan Groeschel, Public Operations Director

Caroline Davis, Courts

Brandon Pritchett, Public Utility Director

Cody Collins, IT Director

Melissa Moore, Finance Director

Robbi Craig, People + Culture

Amy Madison, Executive Director, Pflugerville Community Development Corporation

## **TABLE OF CONTENTS**

1. Community Snapshot & Context	9
2. Vision, Guiding Principles & Goals	37
3. Land Use, Growth & Development	59
4. Economic Development & Fiscal Resilience	107
5. Transportation & Mobility	129
6. Infrastructure	159
7. Community Facilities & Public Services	185
8. Healthy Communities & Neighborhood Vitality	233
9. Implementation	269

This page intentionally left blank