

**RESOLUTION NO:** \_\_\_\_\_

**RESOLUTION OF THE CITY OF PFLUGERVILLE, TEXAS ESTABLISHING GOALS FOR THE DOWNTOWN EAST PROJECT**

**WHEREAS**, the City of Pflugerville has desires to develop the Downtown East project located on +/-29 acres located at the northwest corner of Pecan Street and FM 685; and

**WHEREAS**, the City of Pflugerville City Council approved Professional Services agreements with ECM and AGCM to provide Owner's Representative Services for the proposed multi-generational recreation center and city hall projects respectively on January 25, 2021; and

**WHEREAS**, the City of Pflugerville City Council approved Professional Services agreements with Hayat Brown for P3 Financial and Transactional Advisor Services on February 28, 2022; and

**WHEREAS**, setting goals for the Downtown East Project will provide for guidance to City staff and Owner's Representative Services and further definition to the project development in conjunction with the private sector.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PFLUGERVILLE, TEXAS:**

That City Council hereby authorizes the goals for the Downtown East Project, attached hereto as Attachment A.

PASSED AND APPROVED this 12th day of April, 2022.

\_\_\_\_\_  
Victor Gonzales, Mayor

ATTEST:

\_\_\_\_\_  
Trista Evans, City Secretary

## **Attachment A**

### **Downtown East Project Goals**

1. Create a vibrant, equitable, walkable neighborhood where people will live, work, shop, play as well as engage with City government.
2. Seek opportunities, including public-private partnerships, to deliver a quality project that can meet the needs of our growing community while minimizing taxpayer burden.
3. Optimize taxpayer investment in the land by utilizing infrastructure sharing cost savings to deliver a new city hall and other public and private amenities.
4. Minimize development risk to the city.
5. Balance long term land ownership and control against revenue generation.
6. Generate land value and long-term tax revenue to invest in policy priorities.
7. Engage the community throughout planning and design.
8. Catalyze the revitalization of the City's historic downtown core.
9. Create job opportunities.
10. Create residential opportunities to attract and expand the city's available workforce
11. Adhere to the Downtown Action Plan.
12. Offer high-quality retail and dining options to residents and visitors.
13. Create universally accessible family-friendly open spaces and entertainment options.
14. Deliver a multi-generational recreation center to offer athletic, cultural, and social enrichment to the community.
15. Ensure continued delivery of high-quality services by constructing a new city hall that meets Pflugerville's current and future administrative needs.
16. Activate third space, a communal space distinct from home or work, for residents within civic buildings.
17. Promote wellness and alternate transportation methods by connecting the development to the surrounding trail network.
18. Employ design that complements Pflugerville's history and culture and further develops the City's brand.
19. Be environmentally sustainable and resilient, thoughtfully embracing emerging trends in technology and society.