

Energizing the Core: A Downtown Pflugerville Study



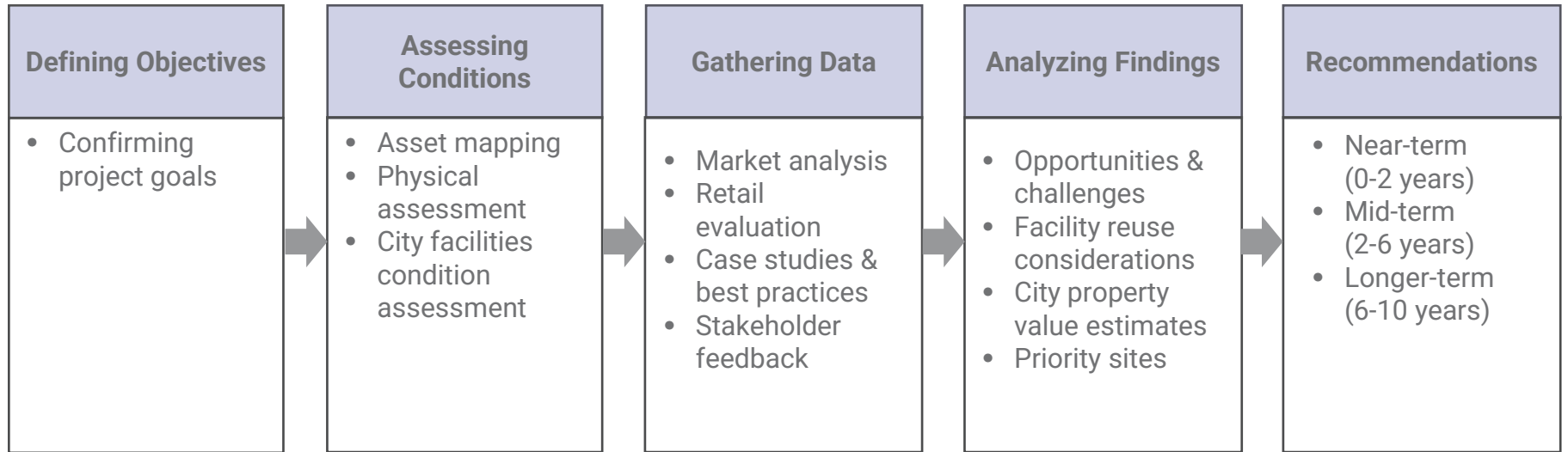
Background

In 2024, the City broke ground on the new Downtown East Project, a mixed-use development just east of historic downtown core of Pflugerville. The Project, which includes a new city hall facility, will allow the City's administrative services to consolidate by vacating their existing facilities at 100 E Main Street and 100 W Main Street.

These existing facilities provide a unique opportunity for the City to support downtown vitality through strategic reuse and future redevelopment. The impact of municipal capital investments can be maximized by leveraging existing assets- both public and private- to support the community's vision for the future. These assets can be used both to enhance downtown's sense of place and its economic vitality.

This report highlights strategic opportunities for the City to harness existing resources with forthcoming capital investments to amplify positive community impacts, building on the full array of plans and interventions already underway, including not only the Downtown East project but the Downtown Action Plan, Streetscape Master Plan, Downtown Utilities Analysis, and public feedback received over the past several years.

Scope of Work



Project Goals

**A Vibrant & Distinct
Destination**

**A Connected &
Complementary
Neighborhood**

**Supported
Businesses**

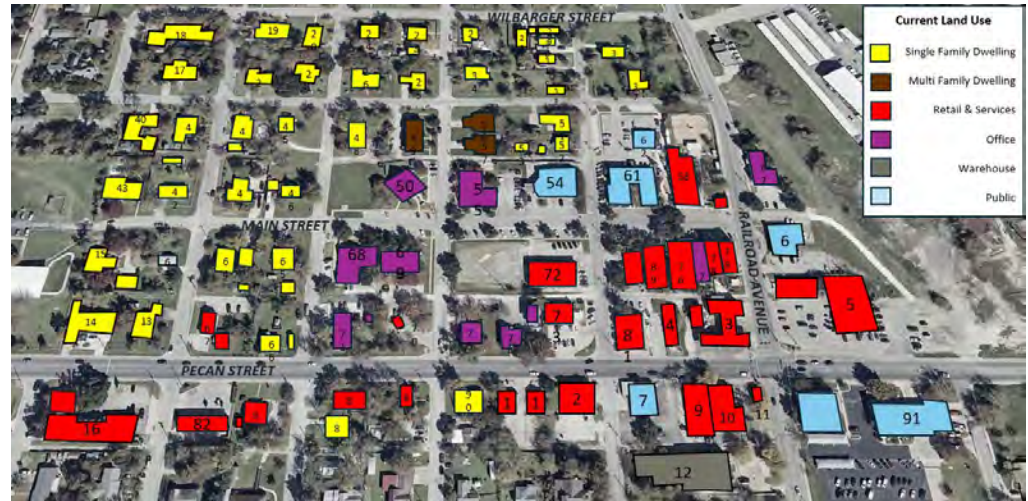
**Enhanced Identity &
Placemaking**

Improved Access

**Leveraged Public
Assets**

Existing Conditions Summary

- Historic downtown core features a clustering of retail and services along Pecan Street & Railroad Avenue
- Some clustering of office uses around 2nd Street North
- Periphery is predominantly single-family housing
- Buildings are diverse in age and style
- Public sites are strategically located to support downtown revitalization
- Building coverage is relatively low, creating opportunities for expansions, adaptive reuse, or redevelopment
- Vacant land and surface parking lots present a low barrier infill development opportunities
- Some sites along commercial corridors could be strategic redevelopment opportunities



Physical Conditions Overview



Streetscapes: Sidewalks and pedestrian improvements are critical prerequisites for business attraction and retention



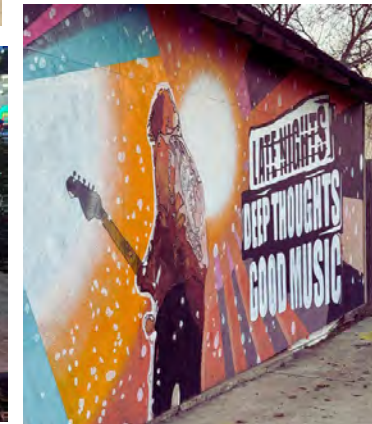
Parking & Circulation: Parking is sufficient but needs public parking plan, wayfinding, and the installation of bike racks. Some on-street and off-street parking changes are also needed to improve pedestrian access.



Storefronts: Diverse styles, age, and setbacks of buildings necessitate investment in district branding, sidewalk connectivity, landscaping, lighting, and signage.



Wayfinding & Gateways: City should build on existing public art and pocket park investments with gateways, banners, and additional art.



Facility Conditions Summary

Building	Current Use	Conditions	Reuse Potential
100 W Main St.	Pflugerville Planning & Development	Good, but reuse plans require additional due diligence	Front parking area activation; renovations to add front windows, improve lighting
100 E Main St. (Suites 100-400)	Pflugerville administrative services	Good for its age, needs interior renovations	Courtyard activation; ADA access; renovations to open interior spaces and activate E Main St.
100 E Main St. (Suite 500)	Pflugerville Communications Department	Good, features recent renovations	Minimal renovations needed, office or professional services reuse ready
105 E Pecan St.	Former barber shop, cigar shop	Historic structure, exterior repairs and code updates needed	Adaptive reuse for retail, continue as two businesses or combine as one larger business



Market Analysis Summary

- The City of Pflugerville is growing in both population and overall household income.
- **Retail** in the Pflugerville submarket is strong, with year over year rental growth, low vacancy, and active construction.
- **Office** construction has slowed, and vacancies are on the rise, though rents remain relatively stable.
- **Multifamily** developments have seen strong absorption over the last year, but rents are likely to drop in the near future, creating feasibility challenges as costs continue to rise.
- **Hospitality** demand has slowed, occupancy is down, and more construction is underway.
- **Market** conditions suggest retail is the most viable market use for City buildings in the near-term, while mixed-use redevelopment may be possible in the longer term with successful activation efforts.
- Current **retail** and **office** rents **do not support new construction.**



A Phased Approach

- Current market conditions do not support immediate redevelopment of City facilities.
- Phasing reasonable public investments will:
 - Maintain activity downtown.
 - Leverage existing assets through lower cost interventions.
 - Encourage private investment as market conditions improve.

Best Practices Summary

Lessons from Case Studies

Nurture

Successful revitalization supports and builds on the existing community assets

- **Preserve iconic buildings, landmarks, and institutions**
- **Support existing businesses and residents**
- **Implement existing plans and initiatives**

Enhance

Make visiting comfortable, easy, and worthwhile.

- **Invest in the Public Realm and Pedestrian Experience**
- **Facilitate Parking and Wayfinding**
- **Embrace Interim Uses**
- **Activate and Program Spaces**

Attract

Success begets success. Make it easy for downtown to prosper.

- **Incentivize New Development**
- **Leverage Public Property**
- **Commit Ongoing Resources**

Retail Assessment Summary

<p>Opportunities</p>	<ul style="list-style-type: none"> • Retail clustering for food/beverage, entertainment, personal services, and youth-oriented businesses. • Current events and activations are successful; can build upon and expand. • Public sites can be leveraged to support retail clusters and intensify activity.
<p>Challenges</p>	<ul style="list-style-type: none"> • Lack of downtown branding. • Inadequate pedestrian infrastructure. • Lack of downtown business coordination.
<p>Facility Reuse Considerations</p>	<ul style="list-style-type: none"> • 100 W Main & 100 E Main (Ste.100-200) provide opportunity for retail use through renovation (interim use). • 100 E Main (Ste. 300-500) provides an opportunity for office/personal services use through minimal renovation (interim use). • Both Main Street properties are opportunities for mixed-use redevelopment in the longer term (6-10 years). • 105 E Pecan provides an opportunity for retail use through renovation (immediate & long-term).
<p>Priority Development Sites</p>	<ul style="list-style-type: none"> • City-owned properties are all located in priority locations to support downtown revitalization. • Near-term acquisitions or incentives for development should focus on the sites near the three downtown retail “nodes” (Railroad/Main; 1st/Main; and 1st/Pecan). • City should prioritize infill on vacant sites to intensify the built environment and support walkability.

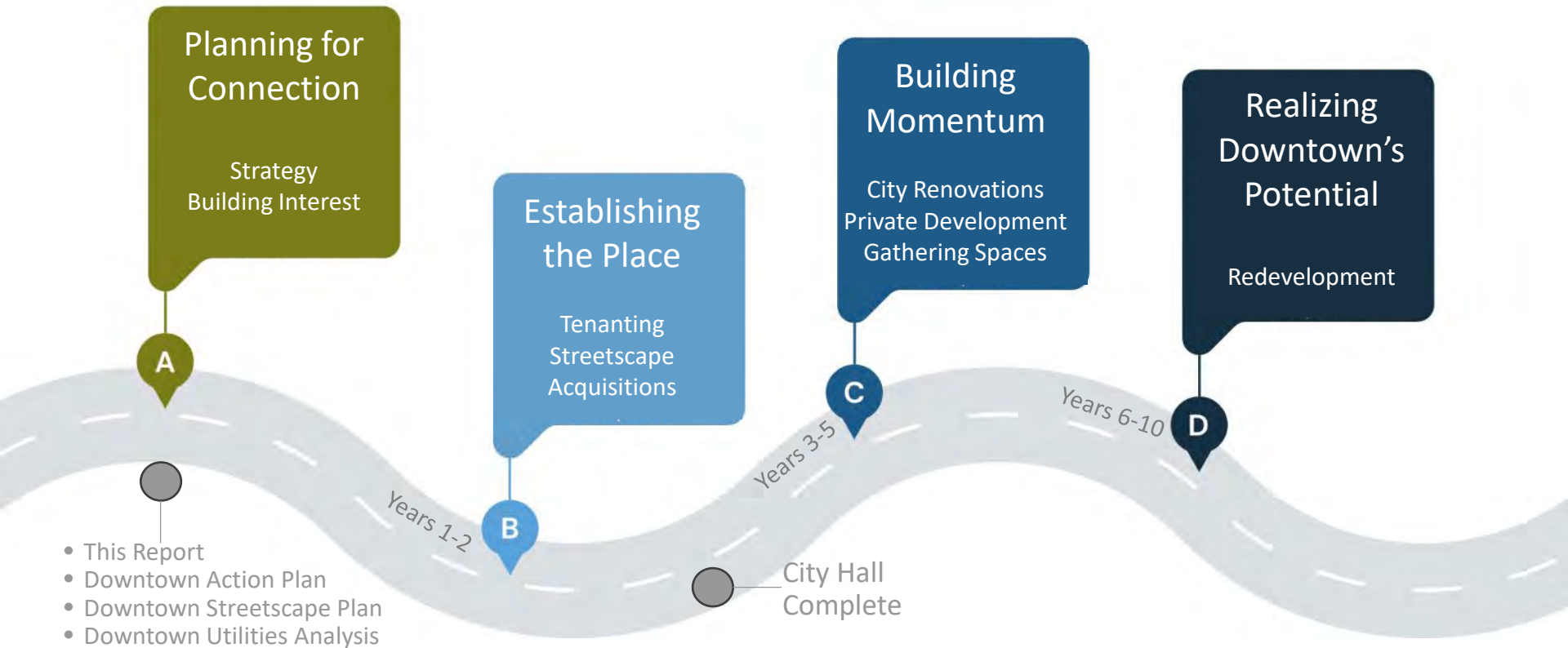
Valuation and Investment Summary

Renovation

- Current land and property values are relatively low for the City’s downtown facilities and do not support redevelopment.
- For long-term reuse sites like 105 E Pecan Street, the 20-year break-even investment estimate can inform either the maximum renovation budget or tenant improvement allowance.
- For near-term reuse of sites, such as 100 E Main and 100 W Main, the 10-year break-even investment estimate can inform either the maximum renovation budget or tenant improvement allowance, though funding renovations beyond the break-even estimate may be a desirable policy decision to support downtown activation.

Property	Anticipated Reuse	Square Feet	Vacant Land Value	Property Value (if leased)	Break-Even Investment (10 yrs)	Break-Even Investment (20 yrs)
100 W Main Street	Retail	5,754	\$427k	\$0.76m - \$1.33m	\$299k	\$466k
100 E Main Street (100-400)	Retail/Office	8,207	\$285k	\$0.86m - \$1.42m	\$456k	\$711k
100 E Main Street (Ste. 500)	Office	2,112	\$356k	\$199k - \$284k	\$118k	\$183k
105 E Pecan Street	Retail	1,845	\$214k	\$242k - \$428k	\$96k	\$149k

Roadmap



Roadmap

Phase 1: Establishing the Place

Initial investments to **increase foot traffic, improve visibility of downtown** by drivers, and **acquire strategic parcels** for future development.

Timeframe: 0-24 months



Tenancing

- 105 E Pecan Street
 - Leasing & TI
- City Facilities RFI/RFP
 - 100 E Main
 - 100 W Main

Real Estate

- Acquire strategic parcel(s)

Infrastructure

- Main Street Extension
- Pecan Street Improvements
- Railroad Avenue Improvements

Placemaking

- Public art
 - Murals marking gateways (key nodes)
- Poles & banners (Pecan, Railroad, Main)
- Parking Signage

Phase 1 Investments

**Main Street
East Extension**

**Intersection
Improvements**

**Railroad Avenue
Streetscape Improvements**



Art, banners,
street furniture

**105 East Pecan
Lease & reuse**

**Pecan Street
Streetscape
Improvements**

**Strategic
Acquisition(s)**

Phase 1 Investments



Pecan Street Improvements



Pecan & Railroad Intersection Improvements



Pecan Street Pedestrian Crossing



105 E Pecan Building Reuse

Roadmap

Phase 2: Building Momentum

Focus on repurposing City facilities to **activate Main Street** along with infrastructure and streetscape improvements.

Timeframe: 2-6 years



Tenancing

- 100 E Main Street (Suites 100-500)
- 100 W Main Street

Real Estate

- Renovations
 - 100 E Main, Ste. 100-200
 - 100 W Main
- Private (re)development

Infrastructure

- Main Street improvements
- 1st St. N Improvements
- District Parking

Placemaking

- Gateway development (Main/Railroad)
- Downtown signage

Phase 2 Investments

**Main Street
Streetscape
Improvements**

**1st Street N
Streetscape
Improvements**

**Private
Redevelopment**

**100 East Main
(Ste. 300-500)
Lease**

**100 East Main
(Ste. 100-200)
Renovate & Lease**

**100 West Main
Renovate & Lease**

**Outdoor Space
Activation**

**Strategic
Acquisition(s)**



Phase 2 Investments



Renovations for retail use at 100 W Main (above) and 100 E Main (below)



Roadmap

Phase 3: Realizing Potential

Improved infrastructure, market conditions, and coordination allow City sites to be redeveloped as **mixed-use, multi-story** structures. Infill development on adjacent sites creates an integrated downtown.



Timeframe: 6-10 years

Real Estate

- Main Street facilities redevelopment (100 E & W Main)
- Additional private redevelopment

Infrastructure

- Activated Alleyway
- Street/Utility Improvements
 - Downtown Action Plan
 - Utility Analysis
 - Streetscape Master Plan

Phase 3 Investments

100 East Main
Mixed-Use
Redevelopment

100 East Main
Mixed-Use
Redevelopment

**Alleyway
Activation**

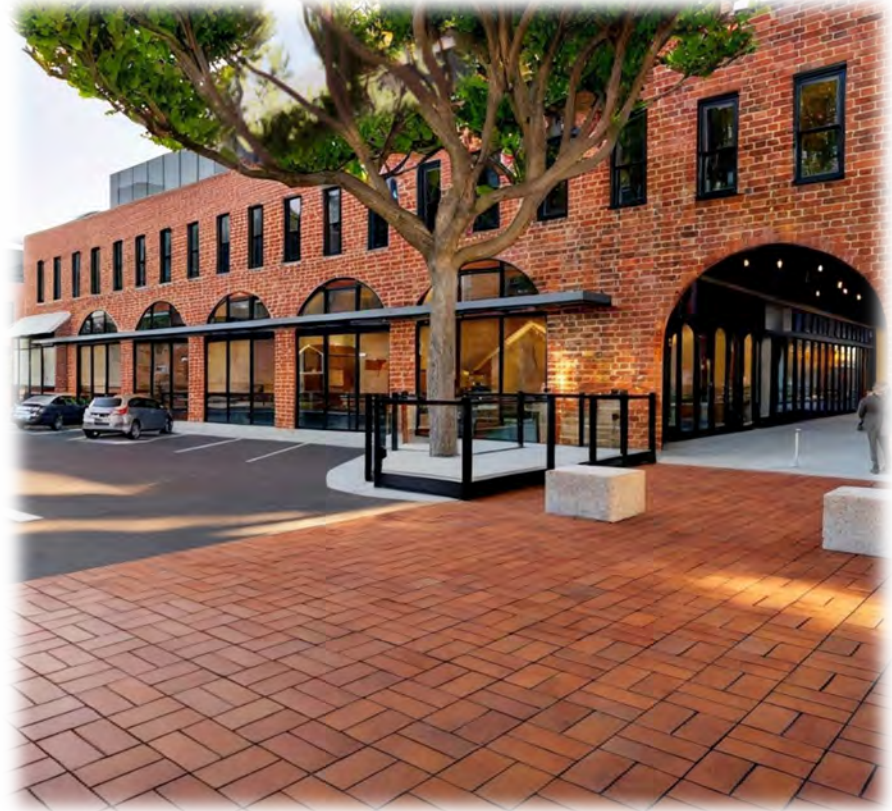
**Private
Redevelopment**



Phase 3 Investments



100 W Main Redevelopment



100 E Main Redevelopment

Investment Recommendations

City-Owned Facilities

Building		Potential Future Use(s)	Likely Renovation Requirements	Timing	Estimated Renovation Costs*	Break-Even Values
105 E Pecan St.		<ul style="list-style-type: none"> Food & Beverage Retail 	<ul style="list-style-type: none"> Selective demolition (merge spaces) Exterior improvements Accessibility improvements Plumbing upgrades & roof repairs 	<ul style="list-style-type: none"> Solicit lessee within the next 6 months Tenant Improvement (TI) allowance 	<ul style="list-style-type: none"> \$124k 	<ul style="list-style-type: none"> \$149k (20-Yr Return)
100 E Main St.	Suite 100	<ul style="list-style-type: none"> Retail 	<ul style="list-style-type: none"> Selective demolition (open space) Glazed openings for storefront, new finishes Minor plumbing, HVAC, utility, and electrical upgrades 	<ul style="list-style-type: none"> Request for Interest (RFI) prior to relocation Renovations in 2027 	<ul style="list-style-type: none"> \$150k 	<ul style="list-style-type: none"> \$152k (10-Yr Return)
	Suite 200	<ul style="list-style-type: none"> Retail 	<ul style="list-style-type: none"> Selective demolition (open space) Glazed openings for storefront, new finishes Minor plumbing, HVAC, utility, and electrical upgrades 		<ul style="list-style-type: none"> \$182k 	<ul style="list-style-type: none"> \$152k (10-Yr Return)
	Suite 300 & 400	<ul style="list-style-type: none"> Professional/Personal Services 	<ul style="list-style-type: none"> Paint; minor plumbing, HVAC, utility, and electrical upgrades 		<ul style="list-style-type: none"> \$57k 	<ul style="list-style-type: none"> \$152k (10-Yr Return)
	Suite 500	<ul style="list-style-type: none"> Professional Services 	<ul style="list-style-type: none"> Paint; minor plumbing, HVAC, utility, and electrical upgrades 		<ul style="list-style-type: none"> \$41K 	<ul style="list-style-type: none"> \$118k (10-Yr Return)
100 W Main St.		<ul style="list-style-type: none"> Retail Gallery Gym/Dance Beverage 	<ul style="list-style-type: none"> Major exterior improvements, including plaza Glazed openings for storefront, new finishes Minor plumbing, HVAC, utility, and electrical upgrades 	<ul style="list-style-type: none"> Request for Interest (RFI) prior to relocation Renovations in 2027 	<ul style="list-style-type: none"> \$510k 	<ul style="list-style-type: none"> 299k (10-Yr Return)

Investment Recommendations

Investments by Phase and Type

	Phase	Timing (mos.)	Tenancing	Real Estate	Infrastructure and Parking	Placemaking
Establishing a Place	1	6-24	<ul style="list-style-type: none"> 105 E Pecan Street <ul style="list-style-type: none"> Leasing TI package 	<ul style="list-style-type: none"> Acquire strategic parcels 	<ul style="list-style-type: none"> Pecan St.& N Railroad Ave. Improvements Parking signage Poles/banners 	<ul style="list-style-type: none"> Public art Murals marking gateways (key nodes) Poles & banners (Pecan, Railroad, Main) Parking Signage
	Building Momentum	2a	36	<ul style="list-style-type: none"> 100 E Main (Ste. 300-500) 	<ul style="list-style-type: none"> City building renovations 	<ul style="list-style-type: none"> District parking Main St. Extension
2b		48-72	<ul style="list-style-type: none"> 100 E Main (Ste. 100-200)- <i>renovated</i> 100 W Main- <i>renovated</i> 	<ul style="list-style-type: none"> Privately owned parcel (re)development 	<ul style="list-style-type: none"> Main St. & 1st St. N roadway/streetscape improvements 	
Realizing Potential	3	72-120		<ul style="list-style-type: none"> 100 E Main & 100 W Main Redevelopment Privately owned parcel (re)development 	<ul style="list-style-type: none"> Additional street and utility improvements (Downtown Action Plan, Utility Analysis, Streetscape Master Plan) 	<ul style="list-style-type: none"> Activate Alleyway behind E Main (lighting, murals, furnishings, food trucks)

Timeline

Near-Term

- Capital Improvements
 - Railroad Avenue
 - Pecan Street
- Building Leases
 - 105 E Pecan (2026)
- Strategic Site Acquisition

Mid Term

- Capital Improvements
 - Main Street
 - 1st Street N
- Building Renovations
 - 100 W Main
 - 100 E Main (Ste. 100-200)
- Building Leases
 - 100 E Main
 - Ste. 100-200 (2030-)
 - Ste. 300-500 (2028-)
 - 100 W Main (2030-)

Longer-Term

- Capital Improvements
 - Alley Activation
 - Later Phase Investments from Existing Downtown Plans
- Site Redevelopment
 - 100 W Main (2030s)
 - 100 E Main (2030s)