



CHAPTER



**VISION, GUIDING
PRINCIPLES & GOALS**

ENGAGEMENT AS THE PLAN FOUNDATION

This plan is the result of a process designed to gather ongoing community participation. Public input and information were gathered through community meetings, stakeholder meetings, community surveys and several meetings with the Comprehensive Plan Advisory Committee (CPAC). In addition, the City actively promoted the planning process using technology and digital platforms such as social media outlets (e.g., Facebook, Instagram, Twitter, Nextdoor and YouTube), email notifications, website updates, and e-newsletters.

A particularly successful effort was utilizing an email distribution list from parks and recreation that targeted all age groups. Flyers were distributed by the Pflugerville Public Library through curbside pickup. More detailed summaries of public input are included in the Public Input Appendix.

INFUSING INSTITUTIONAL KNOWLEDGE THROUGH STAFF ENGAGEMENT

Staff engagement meetings were held to have in-depth discussions of certain plan topics to understand the City's institutional knowledge and identify key policy direction and resolutions. The project team also used these meetings to coordinate with Staff on future CPAC, stakeholder, and community engagement meetings, and debrief on previous public engagement efforts.

COMPASS AND AMBASSADORS: THE COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)

The primary responsibilities of the CPAC are to help the project team identify key issues, provide direction on resolutions, and ensure the plan is reflective of the community's values. The CPAC members served as a sounding board for plan elements and recommendations before they were shared with the public. They ensured the community's input was accurately reflected in the plan. As ambassadors for the plan, they helped spread the word, encourage community participation, and keep others engaged in the process. Seven CPAC meetings took place over the course of the project, tackling the following topics:

- Introductions, SWOT, Visioning
- Review Survey Results, Vision and Guiding Principles
- Land Use and Growth Scenarios
- Transportation, Mobility and Infrastructure
- Economic Development, Community Facilities and Neighborhood Improvements
- Neighborhood Districts and Housing
- Comprehensive Plan Review and Implementation

CPAC MEETING 1 | INTRODUCTIONS, SWOT, VISIONING

The first CPAC meeting was held on September 24, 2020. The meeting began with a presentation about the project, expectations, and existing conditions. During the presentation, the Committee participated in exercises to identify the issues and opportunities for the area. The meeting closed with the logo selection and identified next steps.

Virtual Community Events as the Safe and Accessible Solution

Engagement during the COVID-19 pandemic forced us to get creative. We adapted the public engagement plan to new circumstances. Public engagement was primarily provided through virtual platforms; however, we implemented a couple of socially distanced participation opportunities at Deutschen Pfest and Music in the Park for those who preferred to participate in-person. This approach ensured that the entire community could participate however they felt most comfortable in developing Aspire Pflugerville 2040.

CPAC MEETING 2 | REVIEW SURVEY RESULTS, VISION AND GUIDING PRINCIPLES

During the second committee meeting on November 20, 2020, the committee participated in brainstorming exercises to continue to refine the vision statement. Participants were polled to encourage idea-sharing throughout the presentation and as a result, the group was able to set and finalize the vision and guiding principles. The meeting closed with a preview of upcoming CPAC meetings and identified next steps.

CPAC MEETING 3 | LAND USE AND GROWTH SCENARIOS

The committee met on March 4, 2021, and reviewed focus group and community survey data received. The team discussed land use categories and use scenarios by breaking into smaller groups to maximize discussion. These scenarios were used to develop the Future Land Use Map.

CPAC MEETING 4 | TRANSPORTATION, MOBILITY AND INFRASTRUCTURE

The fourth Advisory Committee meeting for the Pflugerville Comprehensive Plan was held on March 25, 2021. The meeting began with a presentation including an introduction to future land use planning, open house results, an overview of infrastructure and fiscal impact, and land use goals. Throughout the presentation, the Committee participated in group discussions. The meeting closed with

a preview of upcoming CPAC meetings and identified next steps. Following the meeting the Committee was sent a follow up survey to get input on the land use goals.

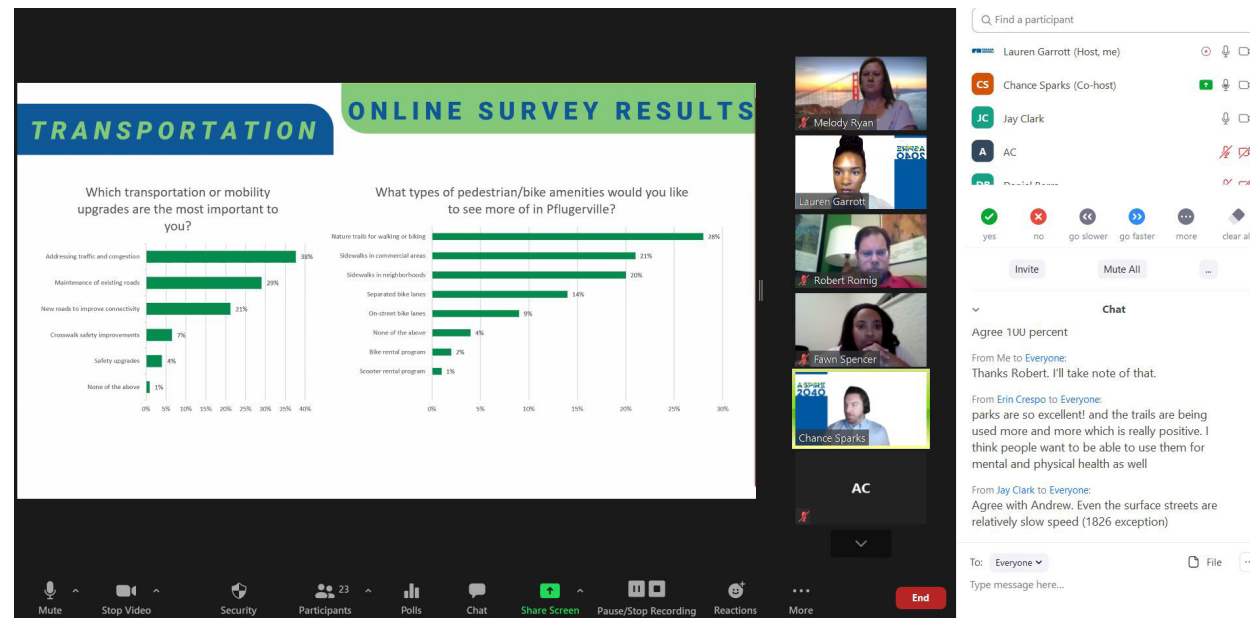
CPAC MEETING 5 | ECONOMIC DEVELOPMENT, COMMUNITY FACILITIES AND NEIGHBORHOOD IMPROVEMENTS

The fifth Advisory Committee meeting for the Pflugerville Comprehensive Plan was held on June 17, 2021. The meeting began with a presentation including a summary of online open house results, a review of land use goals, future land use discussion, and an introduction to infrastructure, transportation, and facilities and services goals. Throughout

the presentation, the Committee participated in group discussions to refine the future land use map. The meeting closed with a preview of upcoming CPAC meetings and identified next steps.

CPAC MEETING 6 | NEIGHBORHOOD DISTRICTS AND HOUSING

The sixth Advisory Committee meeting for the Pflugerville Comprehensive Plan was held on August 19, 2021. The meeting began with a presentation including a discussion about neighborhood districts, a review of the City Council retreat, verifying services and housing goals, and viewing case studies. Throughout the presentation, the Committee



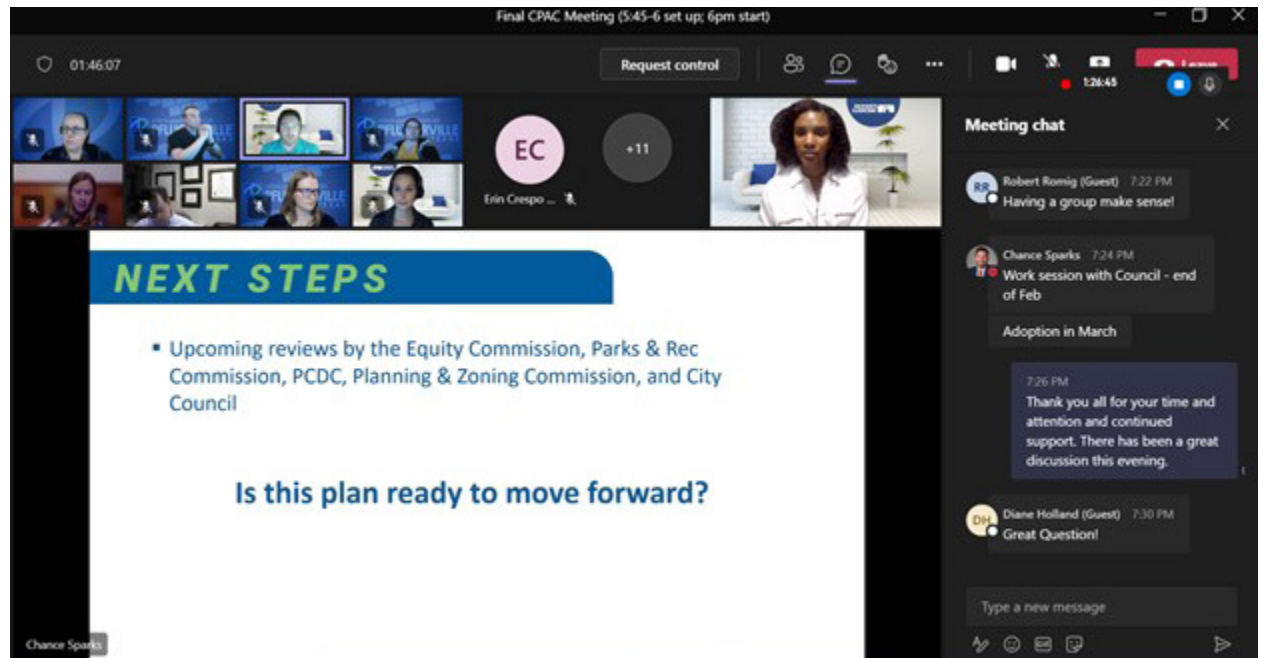
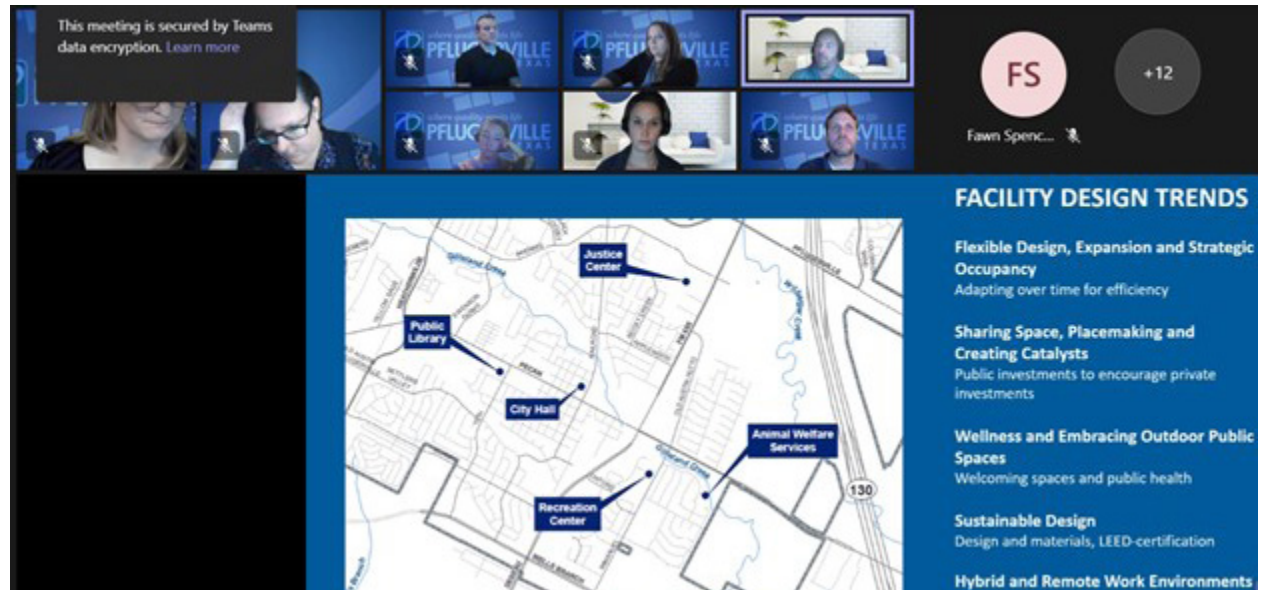
Screenshot from CPAC Meeting #2

participated in group discussions to refine the neighborhood districts and service and facilities goals.

CPAC MEETING 7 | COMPREHENSIVE PLAN REVIEW AND IMPLEMENTATION

The seventh and final Advisory Committee meeting for the Pflugerville Comprehensive Plan was held on January 19, 2022. The meeting began with a presentation including an update on the vision and guiding principles, overview of each chapter of the Plan, and nominating a spokesperson for the adoption approach. The CPAC was shown the final goals, policy statements and actions. The CPAC discussed the intent behind the goals and dug deeper into major concepts in the Plan.

More detailed summaries of each CPAC meeting are included in the Public Input Appendix.



DIGGING DEEPER WITH STAKEHOLDERS

Stakeholders have a vested interest in the community, and their input and insights are critical to the planning process. Stakeholder groups were composed of public agencies, nonprofit organizations, neighborhood groups, and any other organization that may not be represented by the CPAC. Stakeholder group interviews were held to receive feedback on the findings and recommendations of the CPAC and gather input on certain key elements of the plan.

Stakeholder Meeting Highlights

- There has been a lot of growth recently, and there is an opportunity for more growth in the future.
- Pflugerville's diversity draws people to the area.
- There is a transportation gap that needs to be addressed.
- The City needs senior housing to address the increase in the aging population.
- There is a desire for a trail system that connects the parks.
- There is a need for more park facilities for leagues to practice and play.
- Housing types like duplexes and condos are missing in Pflugerville today.
- We need affordable housing.

BUSINESS GROUP

- There has been a lot of growth recently and there is an opportunity for more growth in the future.
- Pflugerville needs a strong downtown and strong business scene with locally owned restaurants.
- The City needs more retail, office, industrial flex space and workforce housing.
- Businesses need help with marketing, stabilization and foot traffic Downtown.

ECONOMIC AND REAL ESTATE GROUP

- There has been an increase of manufacturing and technology industries.
- The medical industry is a fast-growing segment.
- The speed of the permitting process is a barrier for economic development.
- There is an opportunity to build on the success of Stone Hill.
- Businesses are attracted to Pflugerville because it has affordable housing, good schools, is close to Austin.
- Pflugerville benefits from SH 130, access to 2 airports, and access to land contiguous to a major highway.

EDUCATION AND COMMUNITY GROUP

- There is a huge transportation gap.
- We seem to have an aging population almost 19-25% is 55+.
- Need senior housing to address the

increase in the aging population.

- We don't have a good safety net in place for low-income people.
- Technology does not serve everyone.
- Ensure water supply aligns with growth

COMMUNITY SERVICE GROUP

- Pflugerville's diversity draws people to the area.
- The school system is overloaded and overwhelmed. Teachers in general are overworked and underpaid.
- People rely on services now more than ever.

NEIGHBORHOOD GROUP

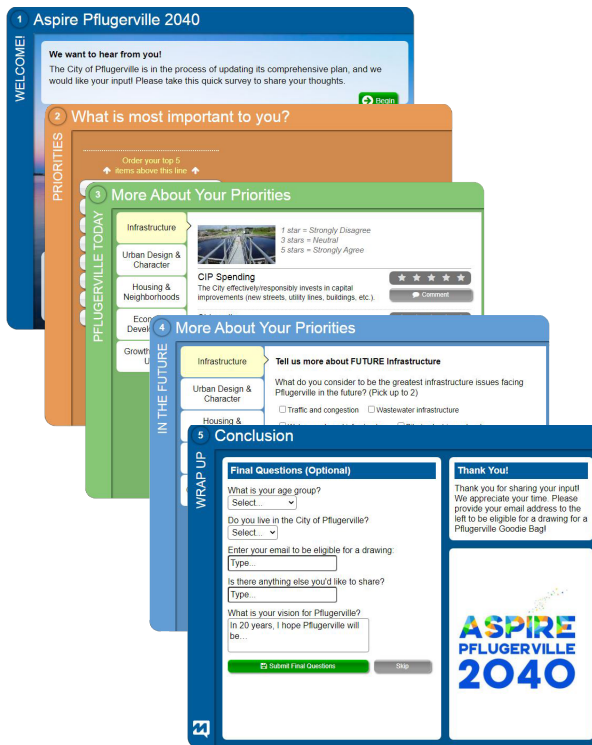
- Residents want their parks, streets and infrastructure improved, specifically more facilities for leagues to practice and play.
- They would like to see more businesses in Pflugerville like another grocery store, entertainment, music venues, etc.

YOUTH GROUP

- Pfluger Park is one of the group's favorite parks.
- Stone Hill is one of their favorite places to go; however, it would be more desirable if it had more greenspace.
- Pflugerville lacks entertainment, music venues and amphitheatres.
- The west side of Pflugerville doesn't have enough parks.

ENGAGEMENT ON YOUR TERMS AND CONVENIENCE: SURVEYS

Online interactive surveys were used extensively in this process. The first survey was designed to provide early input to set the foundation for the Plan, addressing topics related to vision, guiding principles and priorities. Later open houses and surveys sought to provide further depth on the relevant plan elements, inform goals and objectives, and frame the approach to implementation.



Screenshots from first online survey

COMMUNITY SURVEY #1

A MetroQuest survey was promoted on the City’s website. Over the course of the plan, the survey was answered by 626 individuals—approximately 89 percent live in Pflugerville. The responses revealed that nearly the same proportion of new residents and long-time residents participated in the survey. The responses given during the survey varied very little despite the range of ages and years lived in the community.

The survey was organized around prioritized topics by the respondent, including the following:

- Growth & Land Use
- Transportation & Mobility
- Infrastructure
- City Services & Facilities
- Economic Development
- Housing & Neighborhoods
- Urban Design & Character
- Parks & Open Space

Each respondent was then asked to provide input on their top five priorities, and as they would like them to be in the future. These are discussed in further detail within the relevant chapters.

Highlights of the community survey results are summarized on the following page. All the results of the community survey can be found in the Public Input Appendix.

Figure 2.1. Survey Traffic Data

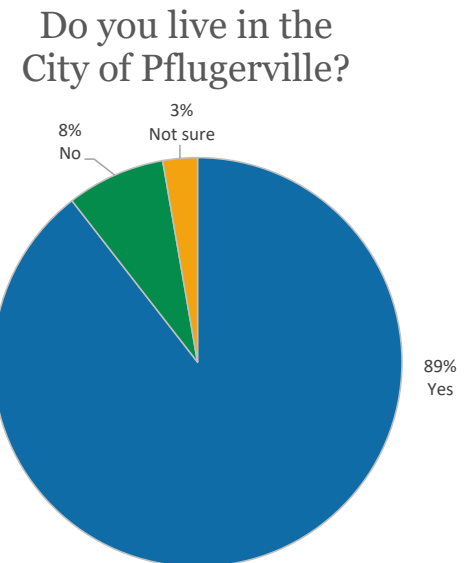
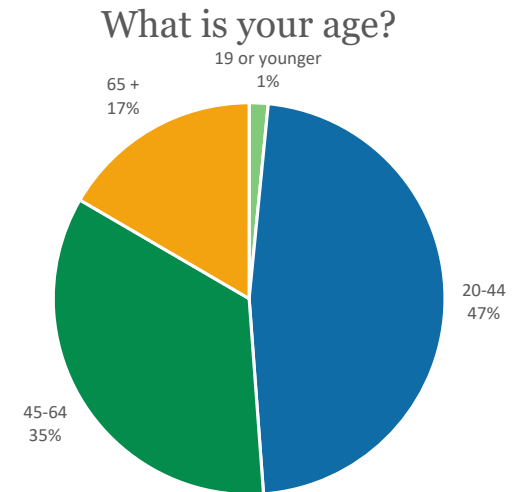
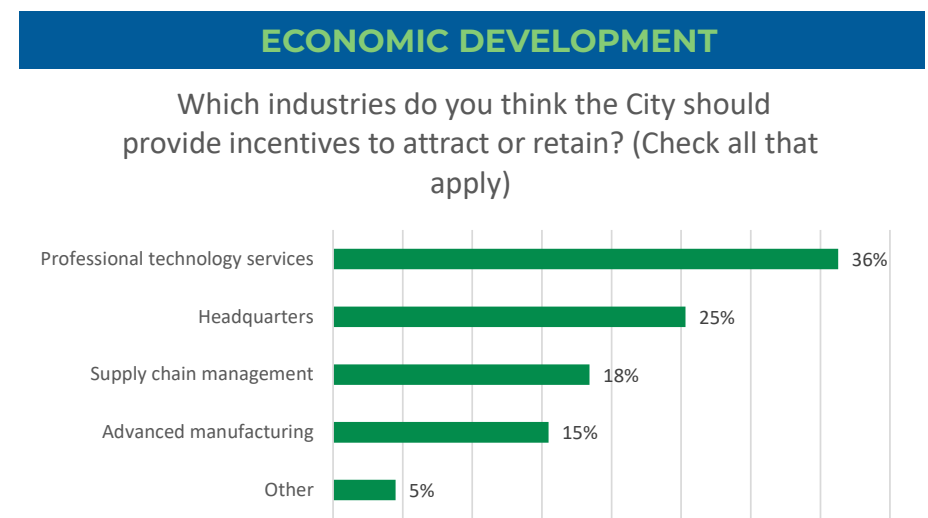
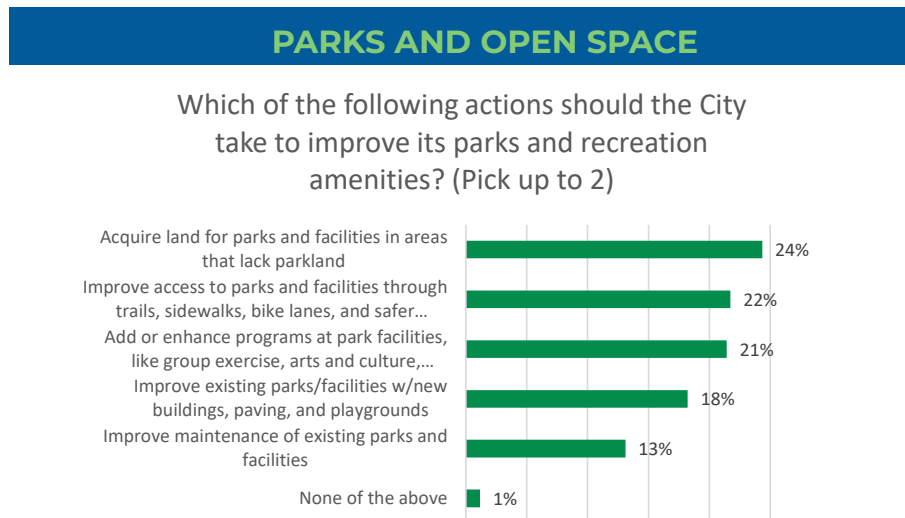
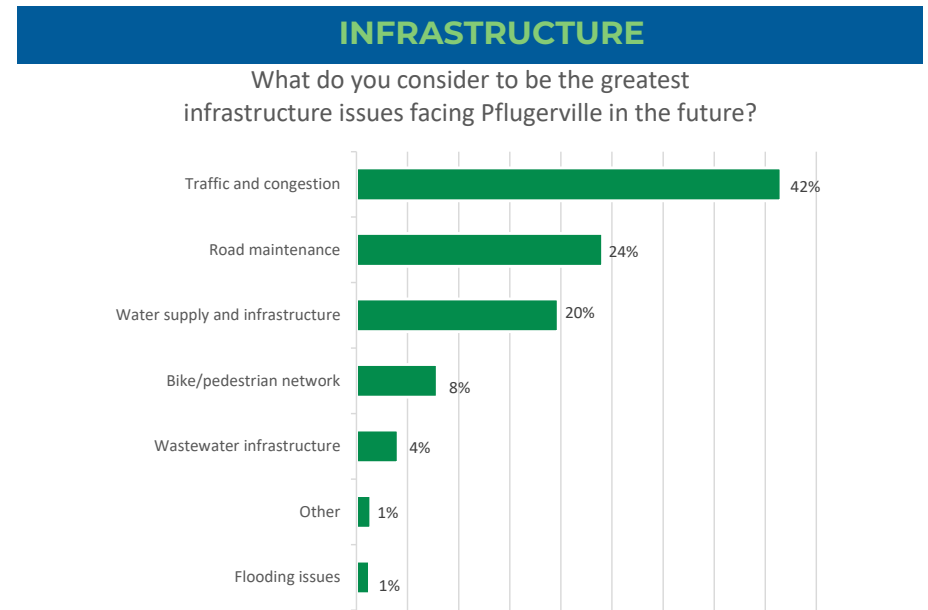
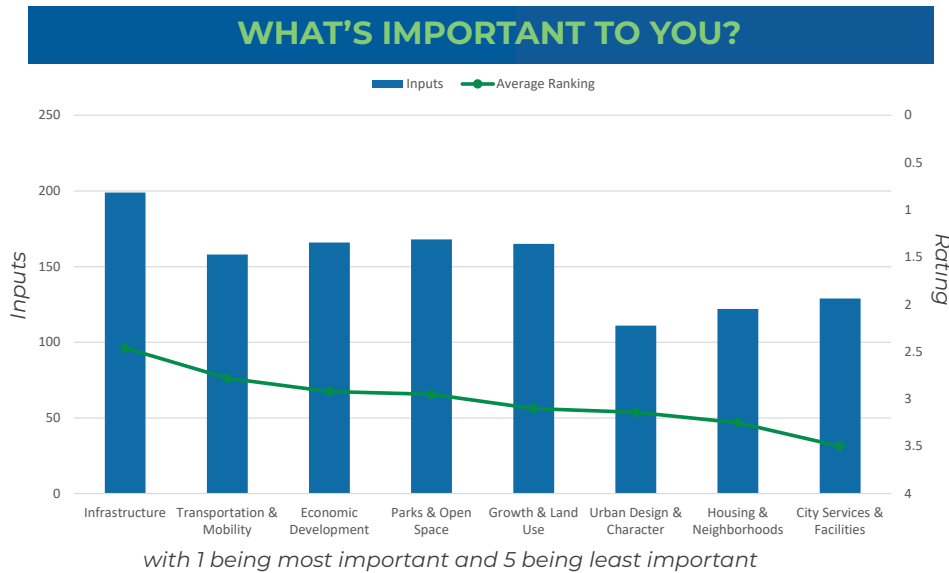


Figure 2.2. Survey Findings



A NEW APPROACH TO COMMUNITY MEETINGS AND EVENTS

Virtual community open houses were an opportunity for community members to be involved in the plan development process. The open houses had a variety of interactive exercises based on issue identification. They were designed to capture the residents' needs, desires, and vision for the future of Pflugerville. Community engagement efforts were carefully crafted to align with other public events to reach a broader audience. While virtual meetings allowed the City to reach more people than before, they had their limitations. Although there was a lack of in-person connections and hands-on activities, there were new found audiences that historically have not attended in-person engagement efforts. Virtual meetings eliminated barriers to participation including lack of transportation and childcare because participants could join from home. This new reach offered the opportunity to hear from new voices that represent a broader range of the community.

VISION AND GUIDING PRINCIPLES ONLINE OPEN HOUSE #1

- Date: October 29, 2020
- Zoom Attendees: 10
- Facebook Live Attendees: 17
- Facebook Video Views: 717

The virtual community meeting for the ASPIRE Pflugerville 2040 plan was held October 29, 2020 at 6:00 pm. Participants had the opportunity to give feedback on the draft vision and guiding principles for the plan. Throughout the presentation, participants could share their thoughts and ideas. The open house was available on Zoom and was streamed on Facebook live.

Figure 2.3. Virtual Open House #1 Findings

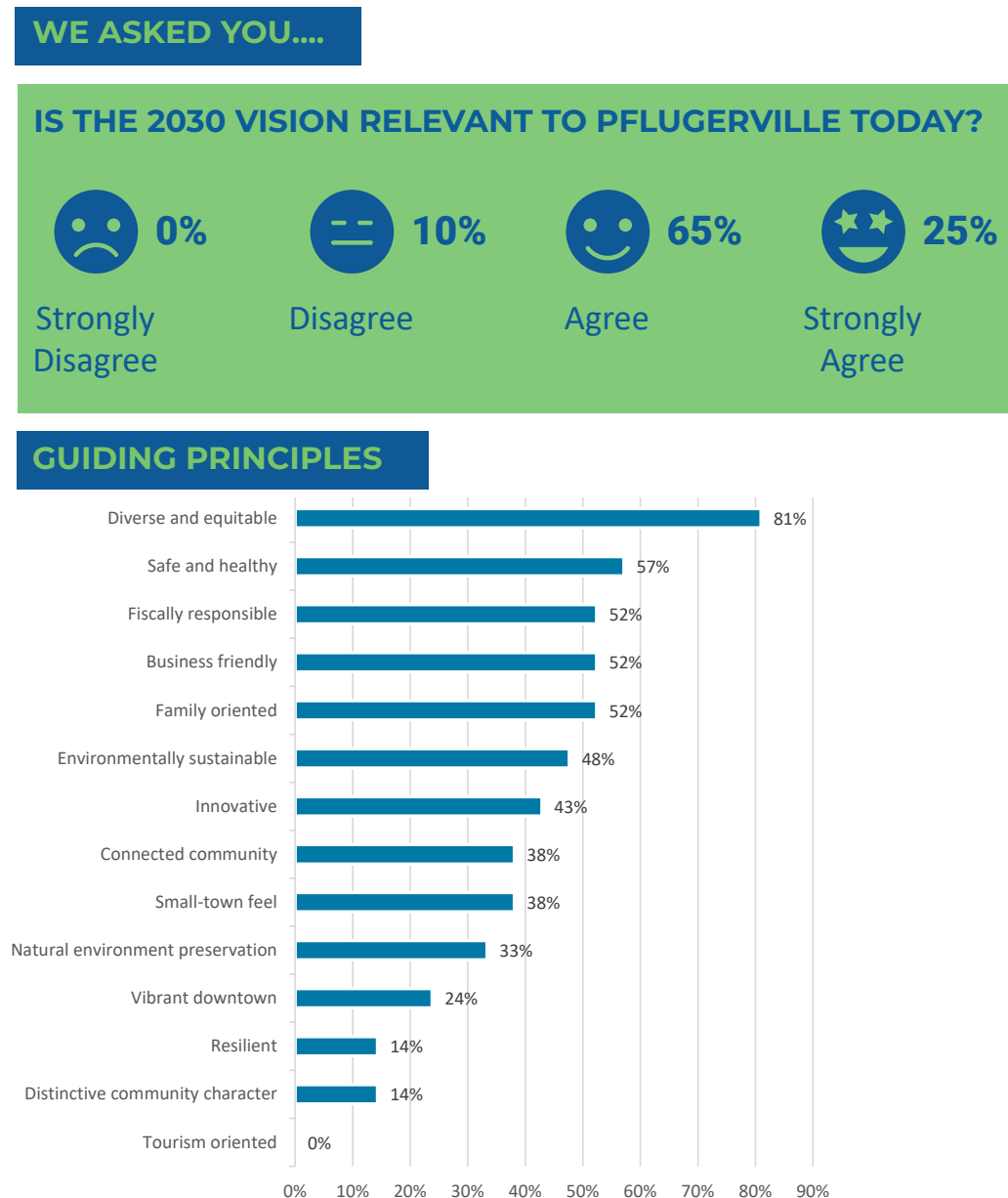


Figure 2.4. Virtual Open House #2 Findings

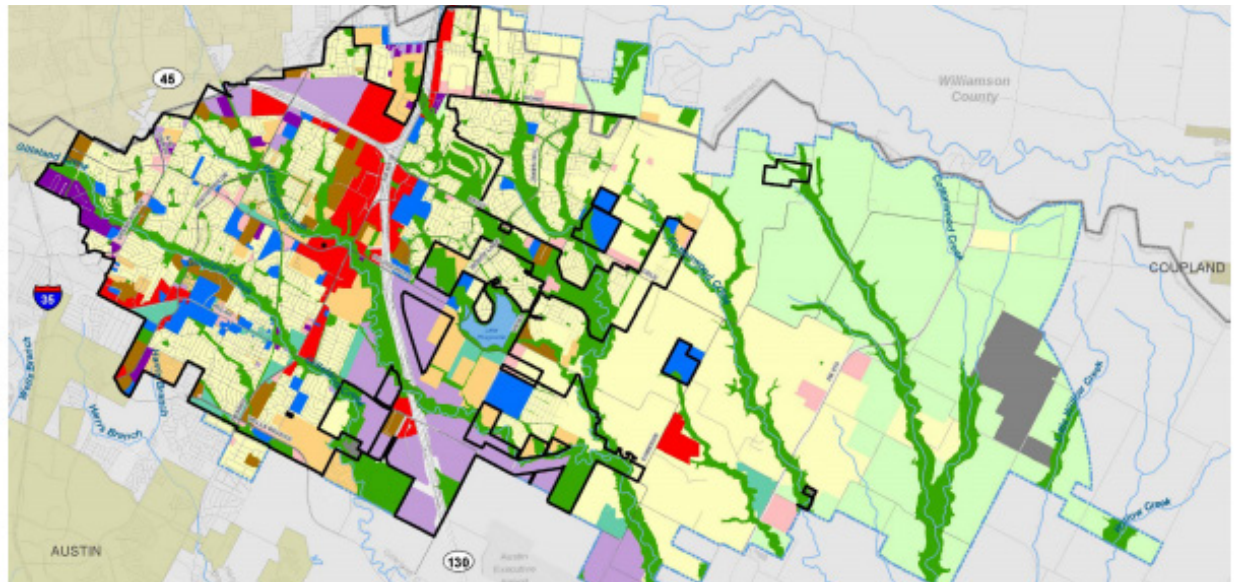
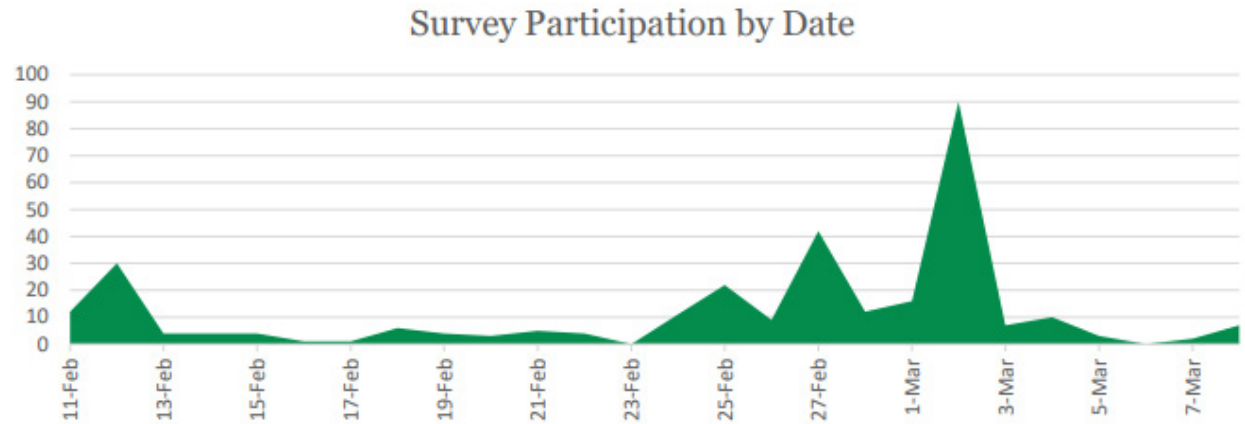
COMMUNITY OPEN HOUSE & SURVEY #2

- Date: February 10—March 15, 2021
- Open House Video Views: 1,000
- Land Use Survey Participants: 414

An online survey was launched to gather input from the community regarding the future land use 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 distribution lists, flyers, and social media. The image shown to the right represents the most preferred scenario.

PARTICIPATION BY DATE

The following charts show the number of surveys completed by day.



COMMUNITY OPEN HOUSE & SURVEY #3

Date: April 28—May 23, 2021

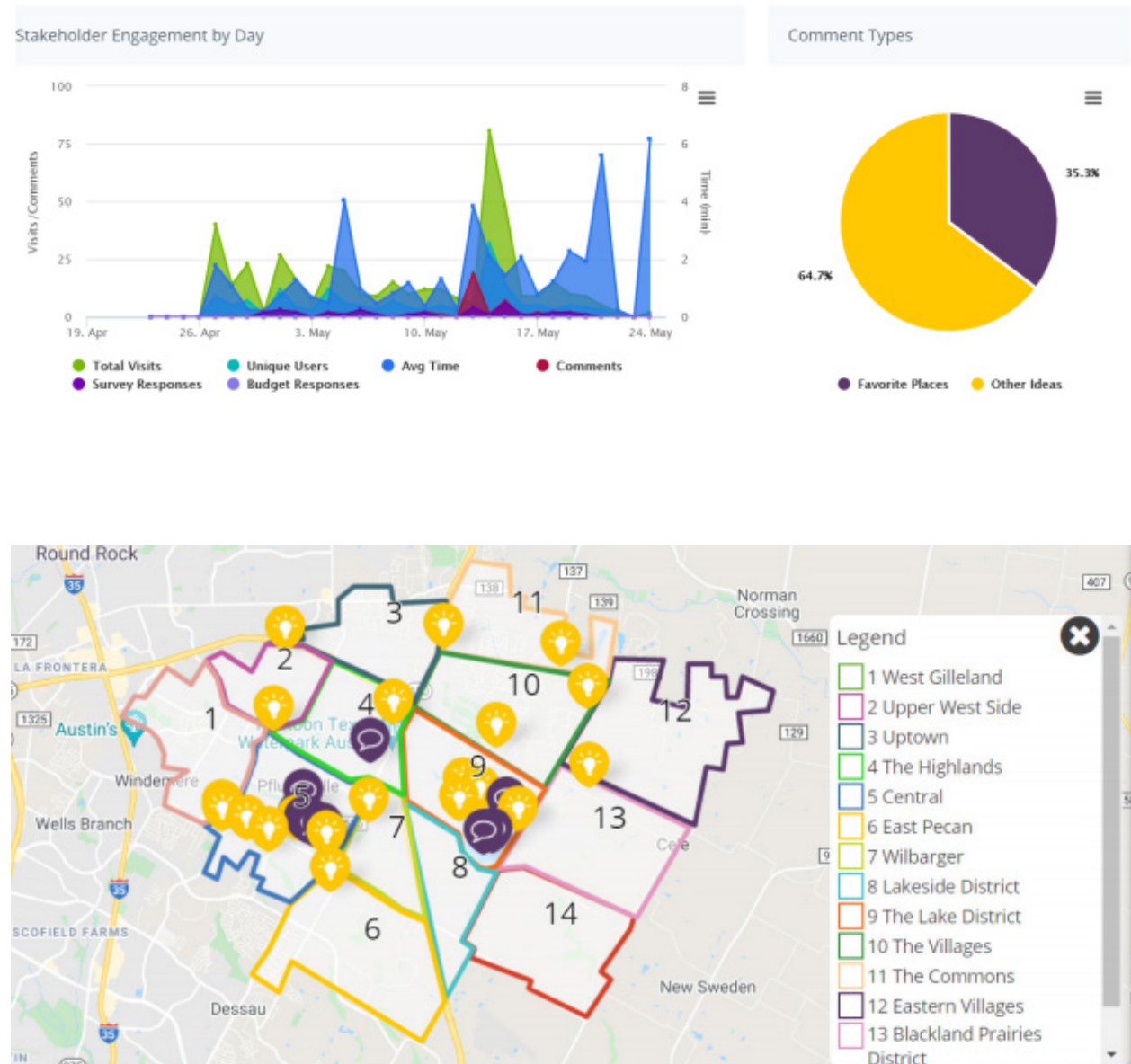
Open House Video Views: 1108

Survey Responses: 486

A virtual open house was launched to gather input from the community regarding the future land use map, character and neighborhood district areas in Pflugerville, and verifying ideas. The virtual open house was open from April 28, 2021 to May 23, 2021. The virtual open house could be viewed on either a computer or a mobile device. The survey was promoted through the city’s website, email distribution lists, flyers, and social media.

Participants were asked to share their favorite places and ideas for 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 was useful in establishing district aspirations as provided in Chapter 8 Healthy Communities and Neighborhood Vitality.

Figure 2.5. Virtual Open House #3 Findings



SOCIAL MEDIA OUTREACH

Social media was used to help inform and gather information from the community during the planning process. While virtual meetings and stakeholder meetings were used for deeper conversations, social media gave the City the opportunity to send bite-sized information to the community. It was a touch point to gauge the community's interest in various plan topics. Posts used strong visuals and asked specific questions that were incorporated in the community input that helped shape the plan.

WISH WEDNESDAY

For example, Wish Wednesday was a series of posts that took place in the fall and winter. The City asked residents what they wished to see in Pflugerville. Some of the responses are shown below in the word cloud.

We want...

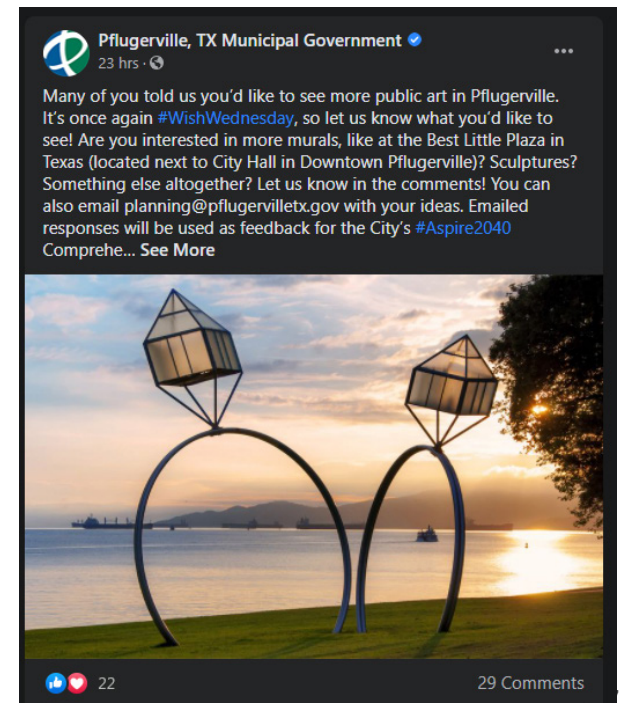


Word cloud created from Wish Wednesday responses

NEW YEAR'S RESOLUTION

In January, the City encouraged Pflugerville residents to participate in a New Year's Resolution challenge by creating a New Year's Resolution that includes goals to be more neighborly, shop local, volunteer in the community, take advantage of community resources, including the Library and the City's parks and extensive trail system, and better engage with the community.

The City further posted questions on social media relating to elements of the New Year's Resolution challenge which asked people to tell the City what being 'neighborly' means to them and how they volunteer in the community.



PFLUGERVILLE 2040 LOVE LETTERS

In February of 2021, the City encouraged Pflugerville residents to participate in another challenge to write virtual love letters to future Pflugerville in year 2040. The City offered participants prompted phrases for them to complete.



Dear Pflugerville 2040,

In 2040, I hope to find you a shining light in Texas, where everyone cares about and respects their neighbors despite their differences, and works together to do a far greater work than anyone could do on their own. Let us be a community of love and friendship, working hard to ensure not only our own good future, but that of our children and grandchildren!

- Daniel James

Dear Pflugerville 2040,

I am excited that you aspire to grow and develop our city in a fiscally responsible manner while at the same time maintaining a safe and healthy environment for its residents. You have captured the essence of our city by acknowledging its unique charm and diversity. I am inspired by your willingness to keep Pflugerville a Pfamily Pfriendly, yet welcoming community for all, for many years to come. I love what you have planned for Pflugerville's future!

- D. Holland

Dear Pflugerville 2040,

Vibrant, beautiful
Humming with diverse people
Shine bright Pflugerville

- Lindsey and Lisa Chambers

(A haiku themed love letter for the future)

BUILDING UPON PROGRAMMING AND PRIDE

LIBRARY PROGRAMS

The Pflugerville Public Library promoted its services and the Comprehensive Plan effort by hosting arts and crafts virtual programming. The library created monthly storytime kits which included ASPIRE themed coloring pages for kids, providing an opportunity for parents to speak with their kids about planning for the future of Pflugerville. These programs offered by the library further represent cross-promotional efforts by the City.

CHALK EVENT

The Youth Advisory Council (YAC) organized a community engagement chalk art challenge, entitled Oodles of Doodles, where residents were encouraged to display their chalk drawings on driveways, sidewalks and trails. They were asked to envision Pflugerville in the future.



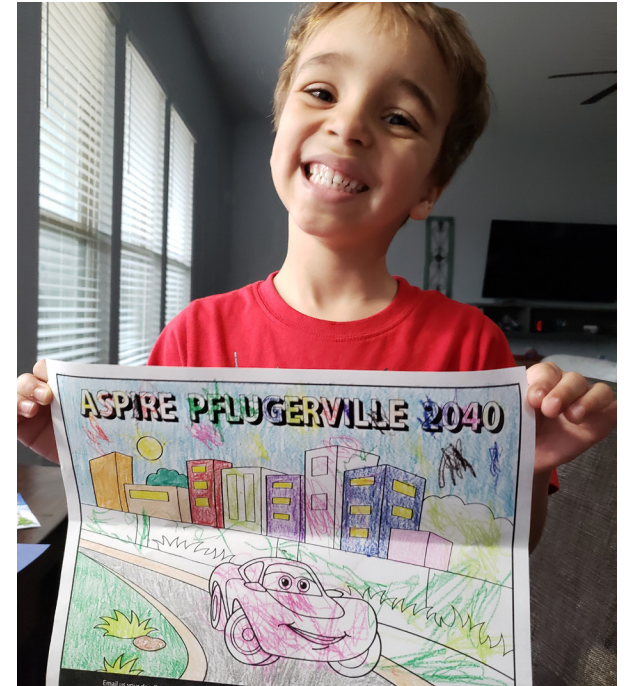
Watercolor Painting of Green Red Barn



Chalkboard artwork



2-week chalk challenge



Coloring by Everett



Photo from chalk art event



Photo from chalk art event



Photo from chalk art event



Photo from chalk art event



Photo from chalk art event



Photo from chalk art event

DEUTSCHEN PFEST

Date: October 15, 2021

Attendees: 6,543

Survey Participants: 97

The 45th Deutschen Pfest was held at Pflugers Park from October 15 to October 17. City staff had a booth with activities, giveaways and a community survey. This event provided an opportunity to promote the Aspire Pflugerville 2040 Comprehensive Plan and distribute the survey. The survey was launched to gather input from the community regarding the neighborhood districts. The survey was open from October 15, 2021 to October 17, 2021. It could be taken on either a mobile device or paper copy.



Photo from Deutschen Pfest



Photo from Deutschen Pfest



Photo from Deutschen Pfest



Photo from Deutschen Pfest

VISION

The vision is an aspirational statement that describes what Pflugerville will be in the future. It is important to create a vision based on community input because this common vision helps structure the rest of the plan. The other plan elements work together to achieve this vision.

THEMES

Community engagement focused on the question “What is your vision for Pflugerville in 2040” and there were a few reoccurring themes. These themes influenced how the vision statement was crafted. The keywords are shown in the word cloud below.

IDENTITY

Residents feel that Pflugerville should have its own identity separate and distinct from surrounding communities.



SMALL TOWN

The community likes the small-town feel in Pflugerville. It is seen in the historic downtown and other buildings throughout the community.

FAMILY

Pflugerville is a great place start and raise a family. The City supports families, and the school system is attractive to young families. There are many opportunities to create a memorable childhood in Pflugerville.

GROWTH

There were mixed opinions on the growth rate in the City, but one thing is certain-the City is growing, and it is growing fast. Some concerns included maintaining the current quality of living into the future and providing infrastructure to support the rapid growth.

VISION STATEMENT

This vision statement expresses the values most important to the community and sets a direction for the rest of the plan. With the adoption of Aspire Pflugerville 2040, this statement will be a reminder of the community’s hopes for the future and, on a day-to-day basis, it will inform decision-making, community action, and plan implementation.

Pflugerville thrives as a modern and charming community. Its diverse culture and heritage, atmosphere of inclusion, first-rate parks, vital infrastructure, employment opportunities, and entertainment options make Pflugerville a desirable place. These elements create a vibrant city with a high quality of life that fosters an environment appealing to people from all backgrounds.

Word Cloud with key words for the vision



GUIDING PRINCIPLES

Guiding principles are especially important in Pflugerville due to its rapid growth and pace of change. Likewise, the Pflugerville market is rapidly changing, making a diverse array of development types feasible that, 10 years ago, seemed unrealistic. Alongside this environment, market-disrupting technologies and approaches are advancing at an accelerated rate. Guiding principles provide a values-based tool to help Pflugerville's leaders address unanticipated changes in a way that is consistent with the community's vision.

The following guiding principles were developed from public input gathered during a community meeting, a community survey, and CPAC meetings. The guiding principles reflect the values the City would like to keep in the future. An explanation of each guiding principle is provided.



DIVERSE AND EQUITABLE – facilitates an achievable quality of life regardless of race, ethnicity, age, gender, disability, income,

and background. Acknowledge and celebrate the diverse cultures that make up the City. Pflugerville prides itself on being a city with a diverse population. The community recognizes how special this is and wants to celebrate the diverse cultures today and remain inclusive in the future. The welcoming atmosphere and equitable policies will ensure all people have an opportunity not just to survive but to thrive here.



FISCALLY RESPONSIBLE – make sound decisions and prioritize budgets to prepare the City for the future.

The foundation of the City is based on collaborative stakeholder input toward responsible management of the City's resources by fostering transparent, open communication of fiscal decisions. It is beneficial to ensure stakeholders gain an understanding of how tax dollars are allocated.

ENVIRONMENTALLY SUSTAINABLE

– protect and preserve the environment, including air quality and water quality for future generations.



The community cherishes its natural environment and seeks to preserve it for the future. The parks, nature preserves, creeks, and Lake Pflugerville are community assets that enhance Pflugerville's quality of life and will need to be managed appropriately to protect them for future generations.



COMMUNITY ORIENTED – provide events, programming and gathering places that serve a diverse population and provide for a family-friendly environment.

Pflugerville desires to maintain its community-oriented environment. Many people and families are drawn to Pflugerville because of its welcoming and friendly atmosphere. There are places for residents and all types of families to gather for events, programs, or just to spend time together.



SAFE AND HEALTHY – people feel safe and secure throughout the community.

Pflugerville sees the importance of being active and engaged. The community values its trails, sidewalks, and parks that provide respite from the busy city. The greenspaces help improve the community's physical and mental health. Pflugerville fosters an environment where residents and visitors can feel comfortable and secure as a foundation for thriving within the community.

ECONOMIC OPPORTUNITIES FOR ALL – the City

welcomes new businesses and supports existing businesses.



Pflugerville supports the development of businesses and people through continuous workforce development to sustain the growth of businesses that represent our diverse community.



WELLNESS WHEEL

Similar to wellness wheels for personal growth and well-being, Pflugerville endeavors to create a healthy community, both in the built environment as well as its residents, and bring people of all backgrounds together. The Aspire Pflugerville 2040 Wellness Wheel supports the notion that individuals should have a healthy balance of these elements to achieve high quality of life. The wellness wheel expands upon the Aspire Guiding Principles and focuses on the health of the community, making this a more people-centered Comprehensive Plan. Refer to Chapter 7 Community Facilities and Public Services and Chapter 8 Healthy Communities and Neighborhood Vitality for more information relating to how the City intends to create a higher quality of life in Pflugerville.

Figure 2.6. Aspire Pflugerville 2040 Wellness Wheel



GOALS AND OBJECTIVES

GOALS, POLICY STATEMENTS AND ACTION ITEMS

Goals, policy statements, and action items were developed for each chapter of this Plan. The goals are broad overarching statements that Pflugerville aspires to reach. The policy statements are more specific ways to reach those goals. Finally, the action items explain specific steps and resources needed to meet each policy statement.

LAND USE, DEVELOPMENT AND GROWTH

The following goals were developed for land use, growth and development.

- Diversify the housing supply, types, and locations to meet community needs through each phase of life.
- Provide homeownership opportunities that encourage residents of diverse backgrounds and housing preferences to make Pflugerville home.
- Foster transit-ready development patterns and combinations of land use that support walkable access to goods, services, entertainment, opportunity, and quality of life while also providing appropriate transitions of intensity and scale between uses.
- Develop community character and identity by recognizing and treating key corridors, activity centers, and unique districts to leverage economic

opportunity, bolster equity throughout the City, and promote fiscally and environmentally sustainable outcomes, community identity, sense of place, and connectivity.

- Support resilient development patterns that encourage non-residential and residential developments to adapt and change with market needs and consumer preferences, avoiding future obsolescence.
- Preserve Pflugerville's history and agricultural heritage to promote community identity, celebrate character, and encourage families of all types and backgrounds to connect with Pflugerville's history and access to healthy, locally-sourced food.
- Ensure all neighborhoods have access to parks, open space, amenities, and the trail system.
- Create a land development ecosystem supportive of diverse employment opportunities ranging from small start-ups to Fortune 500 corporations to increase the number of residents that work in Pflugerville and also elevate the community's image.
- Proactively secure land in key corridors to target specific desired development patterns and land uses.

- Leverage financing and development tools available in the extraterritorial jurisdiction (ETJ) to achieve the City's vision and goals.
- Foster development patterns, locations, and annexation choices that improve the City's fiscal position and efficient service delivery.
- Promote environmental sustainability and encourage development and building practices that reduce negative environmental impacts.
- Consider the use of special purpose districts to advocate for and implement the comprehensive plan and other adopted plans in terms of future land uses and transportation, utility, parks, and trails capital improvements.
- Consider all available tools as authorized in consent agreements and strategic partnership agreements (SPAs).

ECONOMIC DEVELOPMENT AND FISCAL RESILIENCE

The following goals were developed for economic development and fiscal resilience.

- Diversify the tax base to create a sustainable revenue stream to provide high-quality public sector services to residents and businesses.
- Develop offices and other environments that are attractive to innovative, growing companies that have demonstrated

agility in responding to market needs and that provide job opportunities aligned to Pflugerville residents.

TRANSPORTATION AND MOBILITY

The following goals were developed for transportation and mobility.

- Develop new and strengthen existing pedestrian amenities.
- Develop 10-minute neighborhoods.
- Enhance major corridors.
- Focus on sidewalk connectivity.
- Expand the transit system.
- Increase trails within the parks system and continue to acquire land to accommodate a larger trail system.
- Invest in and support the regional partnerships and efforts of the Transportation Master Plan to advance the mobility network in the City and beyond.

INFRASTRUCTURE

The following goals were developed for infrastructure.

- Coordinate expansion of infrastructure systems with future growth and development.
- Encourage development patterns that recognize water as an asset and minimize the maintenance and cost of infrastructure systems.

- Promote efficient use and development/redevelopment of land.
- Encourage a comprehensive approach to stormwater management and water quality protection that includes natural and built systems.
- Support conservation and reuse of water.

COMMUNITY FACILITIES AND PUBLIC SERVICES

The following goals were developed for community facilities and public services.

- Ensure community facilities and public services sufficiently fulfill the needs of community and provide high-level of services to residents as the City grows.
- Ensure the City Hall facility meets the needs of the community as the City grows.
- Ensure the Justice Center and police services meet the needs of the community as the City grows.
- Ensure the Library and its services meet the needs of the community as the City grows.
- Ensure parks and recreation facilities and programming meet the needs of the community as the City grows.
- Ensure Pflugerville Animal Welfare Services meets the needs of the community as the City grows.
- Ensure City sponsored events and

gatherings meet the needs of a diverse community as the City grows.

HEALTHY COMMUNITIES AND NEIGHBORHOOD VITALITY

The following goals were developed for healthy communities and neighborhood vitality.

- Strengthen Pflugerville's image, identity and character to foster a distinctive and appealing place to live and visit.
- Develop gateway and main corridor standards and themes that generate a positive first impression.
- Invest in designated areas to create an urban mixed-use environment to attract people and create a sense of place.
- Be a community that instills passion and pride for the love of its city and where all residents are proud to call Pflugerville home.
- Focus urban design improvements in nodes and major intersections.
- Strategically develop in greenfield areas.
- Focus on infill areas.
- Ensure that Pflugerville's neighborhoods are welcoming and resilient.
- Measure the success of housing strategies for increased accountability.
- Facilitate growth and development of the districts, supporting the unique character of each area.