

MIXED-DENSITY NEIGHBORHOOD

Mixed-density housing options should be complementary to the traditional neighborhoods, emphasizing connectivity and access to neighborhood amenities, including schools and parks. Development standards for medium-density housing and any nonresidential uses should be in place to ensure compatibility through increased setbacks for taller buildings, architectural designs that are consistent with the neighborhood, and enhanced landscaping. Additionally, any nonresidential uses should be located primarily at larger intersections, and should include appropriate buffering and pedestrian orientation to support the surrounding residents. Medium-density residential can be used as a transitional use between low-density areas, and higher intensity uses, such as commercial, retail, and industrial activity.



Mixed-Density Neighborhood

Primarily Nonresidential a	nd Mixed-Use
Mixed-Use, Neighborhood Scale	$\bullet \bullet \bullet$
Mixed-Use, Community Scale	$\bullet \bullet \bigcirc$
Mixed-Use, Regional Scale	000
Neighborhood Office and Commercial	$\bullet \bullet \bigcirc$
Regional Office and Commercial	000
Neighborhood Shopping Center	$\bullet \bullet \bigcirc$
Regional Shopping Center	000
Light Industrial/Flex Space	000
Heavy Industrial	000
Civic/Recreation	•••

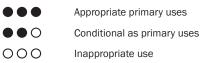
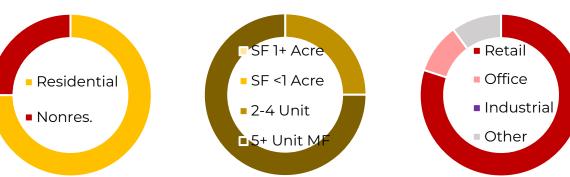


Figure 3.10. Mixed-Density Neighborhood

Residential and Nonresidential Mix



Residential Type Mix

COMPATIBILITY OF NEW USES AND BUILDING TYPES

Nonresidential Mix

MIXED-USE COMMERCIAL

The Mixed-Use Commercial future land use category applies to areas designated for significant development or redevelopment with high intensity mixed-use activity centers attracting large corporations, specialty shopping, dining, entertainment, and high-density residential development. These areas are typically a minimum of 100 acres and include mid- to high-rise buildings with a compact block structure, and human-scale street and building design, which create a highly walkable urban form.

Residential Uses - Low-rise singlefamily, retirement, and middle housing types are desired for compatibility with existing adjacent neighborhoods. New housing should be thoughtfully integrated into neighborhood corner development and, where feasible, safe, and convenient connections from existing neighborhoods should be provided. In many cases, the layout of existing neighborhoods may preclude direct walking connections to neighborhood corners.



Mixed-use office and retail

COMPATIBILITY OF NEW USES AND BUILDING TYPES

Primarily Residential		
Agricultural	000	
Cluster Subdivision	000	
Single-Family, Large Lot	000	
Single-Family, Suburban Lot	000	
Single-Family, Small Lot	000	
Accessory Dwelling Unit	000	
Townhome	000	
Duplex	000	
Triplex/Fourplex	000	
Bungalow/Cottage Court	000	
Courtyard/Garden Apartment	•••	
Urban Apartment	•••	

Primarily Nonresidential and	d Mixed-Use
Mixed-Use, Neighborhood Scale	$\bullet \bullet \bigcirc$
Mixed-Use, Community Scale	$\bullet \bullet \bullet$
Mixed-Use, Regional Scale	$\bullet \bullet \bullet$
Neighborhood Office and Commercial	000
Regional Office and Commercial	$\bullet \bullet \bigcirc$
Neighborhood Shopping Center	000
Regional Shopping Center	$\bullet \bullet \bigcirc$
Light Industrial/Flex Space	000
Heavy Industrial	000
Civic/Recreation	•••

$\bullet \bullet \bullet$	Appropriate primary uses
$\bullet \bullet \circ$	Conditional as primary uses
000	Inappropriate use

Figure 3.13. Mixed-Use Commercial

Residential and Nonresidential Mix









INNOVATION CENTERS

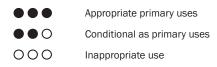
The Innovation Centers future land use category applies to the business centers along SH 45 and SH 130. The primary uses for Innovation centers are large urban employment centers, corporate campuses, and mixed-use environments.

Large corporate campuses have been the trend for economic development in recent years. Although these provide desirable open space and urban tree canopy, these sprawling office complexes are often isolated from supporting restaurants, entertainment, service uses, and transit connections that many large businesses are seeking in today's office environment.

COMPATIBILITY OF NEW USES AND BUILDING TYPES

Primarily Residential			
Agricultural	000		
Cluster Subdivision	000		
Single-Family, Large Lot	000		
Single-Family, Suburban Lot	000		
Single-Family, Small Lot	000		
Accessory Dwelling Unit	000		
Townhome	000		
Duplex	000		
Triplex/Fourplex	000		
Bungalow/Cottage Court	000		
Courtyard/Garden Apartment	000		
Urban Apartment	$\bullet \bullet \bigcirc$		

Primarily Nonresidential a	nd Mixed-Use
Mixed-Use, Neighborhood Scale	000
Mixed-Use, Community Scale	$\bullet \bullet \bullet$
Mixed-Use, Regional Scale	$\bullet \bullet \bullet$
Neighborhood Office and Commercial	000
Regional Office and Commercial	$\bullet \bullet \bullet$
Neighborhood Shopping Center	000
Regional Shopping Center	$\bullet \bullet \bullet$
Light Industrial/Flex Space	$\bullet \bullet \bigcirc$
Heavy Industrial	000
Civic/ Recreation	•••



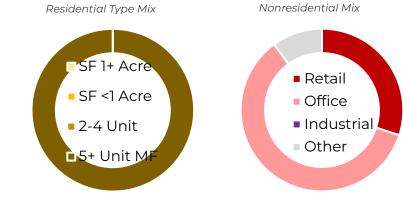


Multi-story office building

Figure 3.14. Innovation Centers

Residential and Nonresidential Mix





EMPLOYMENT

The Employment future land use category applies to the industrial flex space opportunities along SH 45 and SH 130. The primary uses for Employment centers are a mix of office, industrial, and flex space uses.

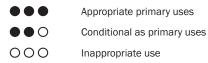
Industrial flex space development includes a variety of manufacturing and storage uses that have a wide range of appearances and intensities.

Residential uses are not appropriate within these areas in order to ensure the City's ability to attract and maintain employment generating uses.

Primarily Residential 000 Agricultural Cluster Subdivision 000 Single-Family, Large Lot 000 000 Single-Family, Suburban Lot 000 Single-Family, Small Lot 000 Accessory Dwelling Unit 000 Townhome 000 Duplex Triplex/Fourplex 000 000 Bungalow/Cottage Court 000 Courtyard/Garden Apartment Urban Apartment 000

COMPATIBILITY OF NEW USES AND BUILDING TYPES

Primarily Nonresidential a	nd Mixed-Use
Mixed-Use, Neighborhood Scale	000
Mixed-Use, Community Scale	000
Mixed-Use, Regional Scale	000
Neighborhood Office and Commercial	000
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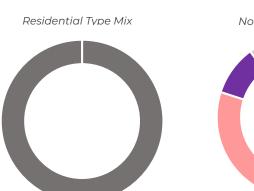


View of an employment center

Figure 3.15. Employment

Residential and Nonresidential Mix





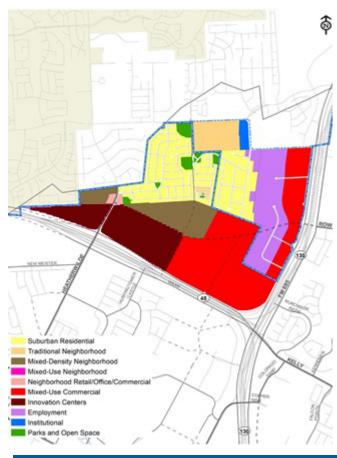




82 Aspire Pflugerville 2040

UPTOWN DISTRICT

Map 8.4. Uptown District



ASPIRATIONAL ACTIONS

- Work with TXDOT to establish the continuation of Rowe Lane for eastward connectivity, particularly to create a grade-separated crossing of SH 130.
- Design Rowe Lane and evaluate opportunities to enhance Heatherwilde Boulevard with improvements to support comfort for people using bikes or walking, with particular attention to the crossing under SH 45.
- Update the corridor plan for SH 45 and SH 130, linking economic development, transportation, land use and housing in a coordinated manner to leverage the assets.
- With some lengthy distances to public park facilities, identify opportunities for the integration of public or private open space to serve this isolated area as development occurs.

- Invest in infrastructure as well as strategic deployment of incentives to support intense development along SH 45 as a key innovation center, employment node and commercial mixed-use area, seeking to provide services and opportunity to surrounding areas but also encouraging development forms with high fiscal performance.
- Develop public improvement design guidance for streets and public spaces consistent with the desired high-value development pattern and walkability.
- Work with large property owners to shift the area towards being shovel-ready to support economic opportunities.
- Work with TXDOT on enhancements to the SH 45 and SH 130 frontages and interchange to establish a clear Pflugerville identity and sense of arrival.
- Collaborate with property owners and the PCDC to develop a small area plan resulting in coordinated infrastructure, transportation and land uses.

This district is defined by its edges, framed by SH 45 to the south and SH 130 to the east. These transportation corridors position this district as an area poised for significant economic growth. Realizing this potential will be heavily dependent on thoroughfare design and timing, coupled with entitlement steps to position the site for maximum performance in terms of both fiscal and employment opportunity. While this opportunity is important, future development should be mindful of appropriate transitions in intensity and development compatibility with established residential neighborhoods to the north. Likewise, the area will need increased green spaces and trail connectivity, since SH 45 and SH 130 also present physical barriers to accessing the rest of Pflugerville particularly by modes other than personal automobiles.