

March 2009

# OLD TOWN PFLUGERVILLE VISION REPORT

Old Town Pflugerville is where  
the past meets the future  
—“where quality meets life.”





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## VISION STATEMENT

Old Town is a vibrant, community-oriented city center revered as the iconic heart of Pflugerville. Blending old and new, Old Town retains its historical charm through purposeful revitalization and a balance of opportunities to live, learn, work, and play. Old Town's neighborhoods, businesses, and heritage are valued and complemented by a significant civic/government presence. By preserving our natural resources and creating opportunities for connectivity, Old Town provides an accessible, safe, and beautiful atmosphere for all to enjoy. Old Town Pflugerville is where the past meets the future—"where quality meets life."

”







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March 27, 2009

Mr. Trey Fletcher, AICP  
Development Services Director  
100 East Main Street, Suite 400  
Pflugerville, Texas 78691-0589

**RE: Final Report for Pflugerville Old Town Vision Process**

Dear Trey:

We are pleased to submit the final report for this significant City initiative as approved by City Council on February 24, 2009. The report was prepared in accordance with our Professional Services Agreement with the City.

The report documents the results of intensive, inclusive community outreach and consensus-building efforts accomplished through this planning process, which helped to establish a clear vision and associated action agenda for Pflugerville's Old Town area. The agenda specifically addresses opportunities and challenges related to: physical factors (land use, access and circulation, parking, bicycle/pedestrian circulation and safety); regulatory strategy (zoning approach and district boundaries, development standards, neighborhood conservation); economic development and marketing (mixed use potential, branding, special events/attractions); public investments (City facilities, gateway and streetscape enhancements, green spaces and trails); and means of implementation (dedicated staffing, partnerships). The report also offers insights and lessons learned from two other rapidly growing Texas cities—Lewisville and Pearland—with similar downtown revitalization scenarios.

On behalf of our firm and subconsultant José E. Martínez LLC, it has been a pleasure working with all involved, from elected and appointed officials to area residents, institutions, and business owners—and particularly your Planning and Development Services staff. We sincerely appreciated the opportunity to lend our professional expertise and experience to this process. We look forward to seeing the evolution and enhancement of Old Town, and Pflugerville in general, in the years ahead.

Respectfully submitted,

KENDIG KEAST COLLABORATIVE

Gary Mitchell, AICP  
Vice President

*Performance Concepts in Planning*  
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# ACKNOWLEDGMENTS

## City Council

Honorable Jeff Coleman, Mayor  
Honorable Victor Gonzalez, Mayor Pro Tem and Councilmember – Place 5  
Honorable Wayne Cooper, Councilmember – Place 1  
Honorable Mike Marsh, Councilmember – Place 2  
Honorable Darelle White, Councilmember – Place 3  
Honorable Starlett Sattler, Councilmember – Place 4

## Planning & Zoning Commission

Naji Norder, Chairman  
Thomas Anker, Vice Chairman  
Rodney Blackburn  
Lisa Ely  
Kirk Lowe  
Dennis Sedlachek  
Sam Storms  
Former Commissioners: Nancy Ramsey, Carl Wusmuth

## Old Town Vision Steering Committee

Rod Reyna, Pflugerville Council of Neighborhood Associations  
– Downtown Planning Committee (DPC) Chairman  
Victor Gonzalez, City Council – DPC Vice Chairman  
David Calabuig, Member At-Large – DPC Secretary  
Ed Limbaugh, Board of Adjustment  
Jeff Reeb, Pflugerville Community Development Corporation  
Corey Shepperd, Parks & Recreation Commission  
Gus Schlatter, Old Town Neighborhood Association  
Sam Storms, Planning & Zoning Commission  
Heather Strosser, Pflugerville Downtown Association  
David Taylor, Architectural Review Board  
Jessica Bullock, Greater Pflugerville Chamber of Commerce  
Jack Foreman, Additional Member At-Large (First United Methodist Church)  
David Garlick, Additional Member At-Large (Business Owner)

## Stakeholder Organizations

Greater Pflugerville Chamber of Commerce  
Old Town Neighborhood Association  
Pflugerville Community Development Corporation  
Pflugerville Council of Neighborhood Associations  
Pflugerville Downtown Association  
Pflugerville Independent School District  
Texas Department of Transportation – Austin District

*Plus individual residents, business owners, property owners, real estate and development community representatives, church and institutional representatives, current and former members of City Boards and Commission, and others who participated in and contributed their insights and ideas to the Old Town Vision process.*

## Key City Staff

David Buesing, City Manager  
Lauri Gillam, Assistant City Manager  
Charles Simon, ACM / Economic Development Director  
Trey Fletcher, AICP, Development Services Director  
Autumn Speer, Planning Director  
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Lori Paul, Public Information Officer

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Introduction

The City of Pflugerville initiated the Old Town Vision process to set a path toward consensus and action in a variety of potential areas related to the community's traditional downtown area. The process was born out of a certain degree of contention over the direction for Old Town, but also a definite desire to revitalize and enhance the area. The process was conducted between October 2008 and January 2009. It was overseen by a City-appointed Steering Committee, managed by City planning staff, and facilitated by consultants Kendig Keast Collaborative (Sugar Land, Texas) and José E. Martínez, LLC (Austin, Texas).



Purpose

The vision process was intended to consolidate input from all interested parties toward a consensus vision and action framework for the Old Town area, particularly for further consideration through the City's upcoming Comprehensive Plan update process during the remainder of 2009. Both the vision process and this resulting report were intended to build upon previous planning efforts for Old Town, particularly the *Test Site Concept Plan for Downtown Pflugerville*, which was completed in 2003 through the Envision Central Texas regional planning effort, and the 2004 *Master Plan for the Revitalization of Downtown Pflugerville* (Downtown Master Plan). In the wake of the further Downtown Summit discussions completed locally during 2007, the consultants were also challenged to take the community engagement for this vision process to a new level. In particular, they needed to drill down into the reasons and rationale behind positions taken by various individuals and groups to determine what types of potential action strategies for downtown enhancement might enjoy the broadest community support.

Existing Conditions and Current Trends

Among the most significant factors setting the stage, and context, for this vision process:

- **Explosive Population Growth:** from 549 residents in 1970 to more than 42,000 residents in 2008—and expected to be nearly 125,000 residents by 2025.
- **Regional Links:** with the completion of State Highways 45 and 130, enabling Pflugerville to be much more integrated into the Austin metropolitan region.

City Council

Planning & Zoning Commission

The Steering Committee purposely referred to Old Town as “a city center” for the future versus “the city center.” They recognized that Old Town will always be a historical focal point within Pflugerville but not necessarily a significant “commercial hub” as in its hey-day. With the community's rapid growth and the emergence of other “centers,” the challenge for Old Town will be to offer something different and unique to cause residents and visitors to stray from their shopping and dining routines to come to Old Town.

# OLD TOWN PFLUGERVILLE VISION

Old Town is a vibrant, community-oriented city center revered as the iconic heart of Pflugerville. Blending old and new, Old Town

retains its historical charm through purposeful revitalization and a balance of opportunities to live, learn, work, and play. Old Town's neighborhoods, businesses, and heritage are valued and complemented by a significant civic/government presence. By preserving our natural resources and creating

opportunities for connectivity, Old Town provides an accessible, safe, and beautiful atmosphere for all to enjoy. Old Town Pflugerville is where the past meets the future—“where quality meets life.”

## REPORT SUMMARY

Vision Steering Committee

City-Wide Old Town Vision Forum

Combined Stakeholder Forum

Commercial Property Owners Forum

Business Forum

Neighborhood Residents Forum

Stakeholder Interviews

- **Retail Development:** as anticipated with the completion of State Highways 45 and 130, plus the community's burgeoning growth in residential rooftops.
- **Office Focus:** with most new development in the core of Old Town involving low-intensity office uses.
- **Business Turnover:** as businesses come and go with some regularity, with some not able to find success in Old Town while others move on to bigger and better things.
- **Land Turnover:** with First United Methodist Church acquiring the Old Gin tract, plus First Baptist Church completing a significant expansion on the western edge of Old Town and efforts continuing to develop the strategic “Pfluger tract.”
- **Neighborhood Vigilance:** with the Old Town Neighborhood Association continuing to fulfill its role as a mechanism for resident interaction and mobilization on issues of shared concern, particularly regarding proposed rezonings to enable residential-to-commercial conversions along Hall Street.
- **Parking “Shortage”:** a particular concern for businesses along Pecan Street, but otherwise more a matter of inconvenience during peak activity periods since there is substantial parking within the core of Old Town from a pure quantity standpoint.
- **Lack of Identity and Visibility:** especially for Main Street, one block north of Pecan, which remains “out of sight, out of mind” to some residents and newcomers, with Old Town gaining its best exposure through special events held there, as well as a seasonal Farmers Market.
- **MoKan Uncertainty:** until it is determined whether this right-of-way through Pflugerville and Old Town must continue to be reserved for potential high-capacity transit use at some point in the future.



## TOP 10

### Desired Characteristics for Old Town

- ....Be vibrant.
- ....Be accessible.
- ....Have a civic presence.
- ....Be walkable.
- ....Have a residential component.
- ....Be a gathering place.
- ....Be green.
- ....Have a distinct image and draw.
- ....Be attractive for business.
- ....Maintain historic features.





“Consensus” is ...

A means for setting general direction and policy, and is achieved when everybody in a group:

- ▶ freely agrees with the decision,
- ▶ is willing to implement it, and
- ▶ is willing to support it to those outside the group.

Challenges to Consensus

Areas where lack of consensus has been evident include:

- ▶ Neighborhood opposition to zone change requests to convert residential properties to commercial uses.
- ▶ Voter defeat of a City referendum item that would have resulted in a new City Hall and municipal complex, as part of a larger planned development, away from Old Town on a site along Pflugerville Parkway.
- ▶ Opposition to the concept of extending Main Street eastward and/or westward to enhance traffic circulation in Old Town and draw more traffic to a potential revitalized retail core.
- ▶ Opposition to various development concepts proposed for the “Pfluger tract” to the northwest of the FM 685-FM 1825 (Pecan Street) intersection.
- ▶ Contention over the regulatory approach and process that governs site development and redevelopment in the Old Town area, as well as the specific delineation of the “Central Business District” to determine where CBD-specific development and design standards will apply.
- ▶ Disagreement over the best way to gain more parking, in strategic locations, within the Old Town area.
- ▶ General disagreement over the level of public investment to devote to Old Town, both in terms of its future role and significance within the community, and within the context of competing infrastructure and public service needs across this growing city.

Additional Obstacles to Overcome

- ▶ **Erroneous Assumptions** ... about situations, positions, outlook of others—not always right!
- ▶ **On the Defensive** ... with many in a reactive mode—need to get “on same page” and go on offense!
- ▶ **Lack of Predictability** ... a key reason commitment to Old Town is lacking—not a good investment environment!

Lessons from Other Downtown Scenarios in Fast-Growing Texas Cities: Lewisville and Pearland

- ▶ Designated staff persons to focus on downtown enhancement—housed within City’s economic development function.
- ▶ Significant capital improvements planned and funded.
- ▶ A downtown-specific and more flexible zoning strategy—with multiple, specialized districts, including a core area district.
- ▶ Special architectural and site design standards for downtown development and redevelopment (plus “Development



Go

Top 5 Action Initiatives								
<b>Appearance &amp; Character</b>								
Gateway and intersection enhancements		●			●			
<b>Parking</b>								
Use of MoKan right-of-way	●	●	●	●	●			
Public parking improvements	●	●	●		●			
<b>Access &amp; Circulation</b>								
FM 1825 / Pecan Street jurisdiction (and redesign of Old Town segment)		●		●				
<b>Public Amenities</b>								
Streetscape enhancements		●			●			
<b>Dedicated Staff Person</b>								
To focus on Old Town revitalization	●	●		●				
Staff-Led Initiatives								
<b>CBD Standards</b>								
Review and potential amendments (and process improvements and better outreach)	●					●		
<b>Land Use &amp; Zoning</b>								
Downtown-specific zoning district	●					●		
<b>Neighborhood Conservation</b>								
Neighborhood Conservation zoning district (plus elevated identity for Old Town neighborhoods)	●					●		
<b>Economic Development and Marketing</b>								
Mixed-use development (recruiting)	●						●	
Branding and marketing (internal and special events focus)	●							●
Old Gin site possibilities (with First United Methodist Church)	●			●			●	
Other Potential Initiatives								
<b>Access &amp; Circulation</b>								
Bicycle/pedestrian connections	●				●			

Caution

Staff-Led Initiatives								
<b>CBD Boundary</b>								
Boundary review and potential adjustment	●					●		
Other Potential Initiatives								
<b>Local &amp; Regional Function</b>								
City Hall (alternate downtown scenarios, re-use strategy)		●	●	●				
“Pfluger tract” (potential for civic component in development)	●	●		●		●		
Other Potential Initiatives								
<b>Access &amp; Circulation</b>								
Main Street Extension			●					

Stop

Recommendations” in Pearland to supplement required standards).

- ▶ A range of incentives offered in Lewisville; reduced parking requirements in Pearland.

Key Considerations Going Forward

- ▶ **What Scale and Pace of Change?** Will change in the Old Town area be incremental or transformational? Incremental change through piecemeal initiatives and gradual accomplishments can lead to very positive outcomes. In addition, in many situations, it is more in line with budget realities and City and volunteer capabilities. However, will the pace of change that an incremental approach implies be acceptable in Pflugerville? Or, do residents and others want to see more rapid and wholesale change in the area? If so, transformational change often requires more significant public and/or public/private intervention, and more aggressive use of the available implementation “levers” (e.g., capital improvements, regulatory changes, special initiatives and programs, targeted partnerships, etc.).
- ▶ **Scope of Vision.** Will Old Town stakeholders appreciate the need to look out 30, 40, and even 50 years and beyond when considering how the area might and should change and be improved over time? Even as the opportunities and challenges of next week, next month, and next year are addressed, all involved in Old Town planning and enhancement must recognize that full attainment of a vision will likely take decades, even as interim progress is made along the way.
- ▶ **Getting There.** Given the history and nostalgia that many people associate with Old Town, there will always be the challenge of balancing the need and desire for change with Old Town’s legacy and enduring features. The past and future both hold value for the community, so it is the transition from the Old Town of today to that of tomorrow that will still prove difficult at times.

Further refinement of the Old Town Pflugerville action agenda will occur through the upcoming process for updating the City’s Comprehensive Plan as the Old Town Vision process was not intended to venture into specific solutions. The City-appointed Downtown Planning Committee (DPC) will also continue to serve as a primary forum and vehicle for coordinating and promoting Old Town initiatives.



The City of Pflugerville initiated the Old Town Vision process to set a path toward consensus and action in a variety of potential areas related to the community's traditional downtown area. The process was born out of a certain degree of contention over the direction for Old Town, but also a definite desire to revitalize and enhance the area.

Under this approach to setting general direction and policy, "consensus" is achieved when everybody in a group:

- ◆ freely agrees with the decision,
- ◆ is willing to implement it, and
- ◆ is willing to support it to those outside the group.

## PURPOSE

This report presents the results of the Old Town Pflugerville Vision process, which was conducted between October 2008 and January 2009. The process was overseen by a City-appointed Steering Committee, managed by City planning staff, and facilitated by consultants Kendig Keast Collaborative (Sugar Land, Texas) and José E. Martínez, LLC (Austin, Texas).

The vision process was intended to consolidate input from all interested parties toward a consensus vision and action framework for the Old Town area, particularly for further consideration through the City's upcoming Comprehensive Plan update process during the remainder of 2009. Consultant observations and suggestions were

### Challenges to Consensus

Areas where lack of consensus has been evident include:

- ▶ Neighborhood opposition to zone change requests to convert residential properties to commercial uses, as was anticipated in the 2004 *Master Plan for the Revitalization of Downtown Pflugerville* (Downtown Master Plan) to enable the commercial core of Old Town to expand and draw new investment and activity into the area (concern that neighborhood residents were not adequately involved in the 2004 planning process and, therefore, do not agree with the plan direction regarding land use and zoning as these relate to neighborhood integrity).
- ▶ Voter defeat of a City referendum item that would have resulted in a new City Hall and municipal complex, as part of a larger planned development, away from Old Town on a site along Pflugerville Parkway.
- ▶ Opposition to the concept of extending Main Street eastward and/or westward to enhance traffic circulation in Old Town and draw more traffic to a potential revitalized retail core (concerns over traffic impact, effects on Timmerman Elementary and other potentially impacted properties, environmental effects related to crossing Gilleland Creek, and the overall cost/benefit).
- ▶ Opposition to various development concepts proposed for the "Pfluger tract" to the northwest of the FM 685-FM 1825 (Pecan Street) intersection (concerns over proposed uses and development intensity, orientation of development on the site relative to nearby single-family residences, potential environmental effects, potential traffic impacts and the potential for linking the eastward Main Street extension to this site development).
- ▶ Contention over the regulatory approach and process that governs site development and redevelopment in the Old Town area, as well as the specific delineation of the "Central Business District" to determine where CBD-specific development and design standards will apply.
- ▶ Disagreement over the best way to gain more parking, in strategic locations, within the Old Town area.
- ▶ General disagreement over the level of public investment to devote to Old Town, both in terms of its future role and significance within the community, and within the context of competing infrastructure and public service needs across this growing city.

An overarching concern, as Pflugerville continues to grow to a much larger scale of suburban community, is that City officials, staff, residents, business and property owners, community groups, and others are spending an inordinate amount of time on Old Town issues and planning efforts without many tangible results to show and with many frustrations along the way.



also part of the vision process. The consultants served primarily in a neutral, third-party facilitation role during the community and stakeholder outreach phase. However, as the project moved into consideration of the action implications of the new vision for Old Town, the consultants offered their own insights and recommendations based on what they had heard and observed through the vision process, as well as their own community planning background and experience.

Both the vision process and this resulting report were intended to build upon previous planning efforts for Old Town, particularly the *Test Site Concept Plan for Downtown Pflugerville*, which was completed in 2003 through the Envision Central Texas regional planning effort, and the 2004 *Master Plan for the Revitalization of Downtown Pflugerville* (Downtown Master Plan). In the wake of the further Downtown Summit discussions completed locally during 2007, the consultants were also challenged to take the community engagement for this vision process to a new level. In particular, they needed to drill down into the reasons and rationale behind positions taken by various individuals and groups to determine what types of potential action strategies for downtown enhancement might enjoy the broadest community support.

The further interaction and dialogue among Old Town stakeholders accomplished through the vision process were generally considered productive and beneficial. However, given limited participation by

#### Steps and Timeline in Old Town Vision Process

October 6-7	Individual and Small Group Interviews
October 7	Downtown Planning Committee (DPC Core Group)
October 8	Pflugerville Downtown Association Briefing
October 21	FORUM – Commercial Property Owners
October 22	FORUM – Businesses
October 23	FORUM – Neighborhood Residents
October 27	DPC/Steering Committee
October 28	City Council Briefing
November 5	FORUM – Combined Stakeholders
November 10	FORUM – City-Wide Old Town Vision Forum
November 24	DPC/Steering Committee
December 15	Joint Workshop: City Council and Planning & Zoning Commission
January 5	Planning & Zoning Commission Workshop
February 2	Planning & Zoning Commission Hearing and Consideration
February 24	Final City Council Consideration



individuals who live, work, or own property elsewhere in Pflugerville, attention will now turn to the Comprehensive Plan update process and other ongoing civic forums to gauge the level of community-wide support for potential public improvements focused on Old Town relative to other needs across the City.

## EXISTING CONDITIONS AND CURRENT TRENDS

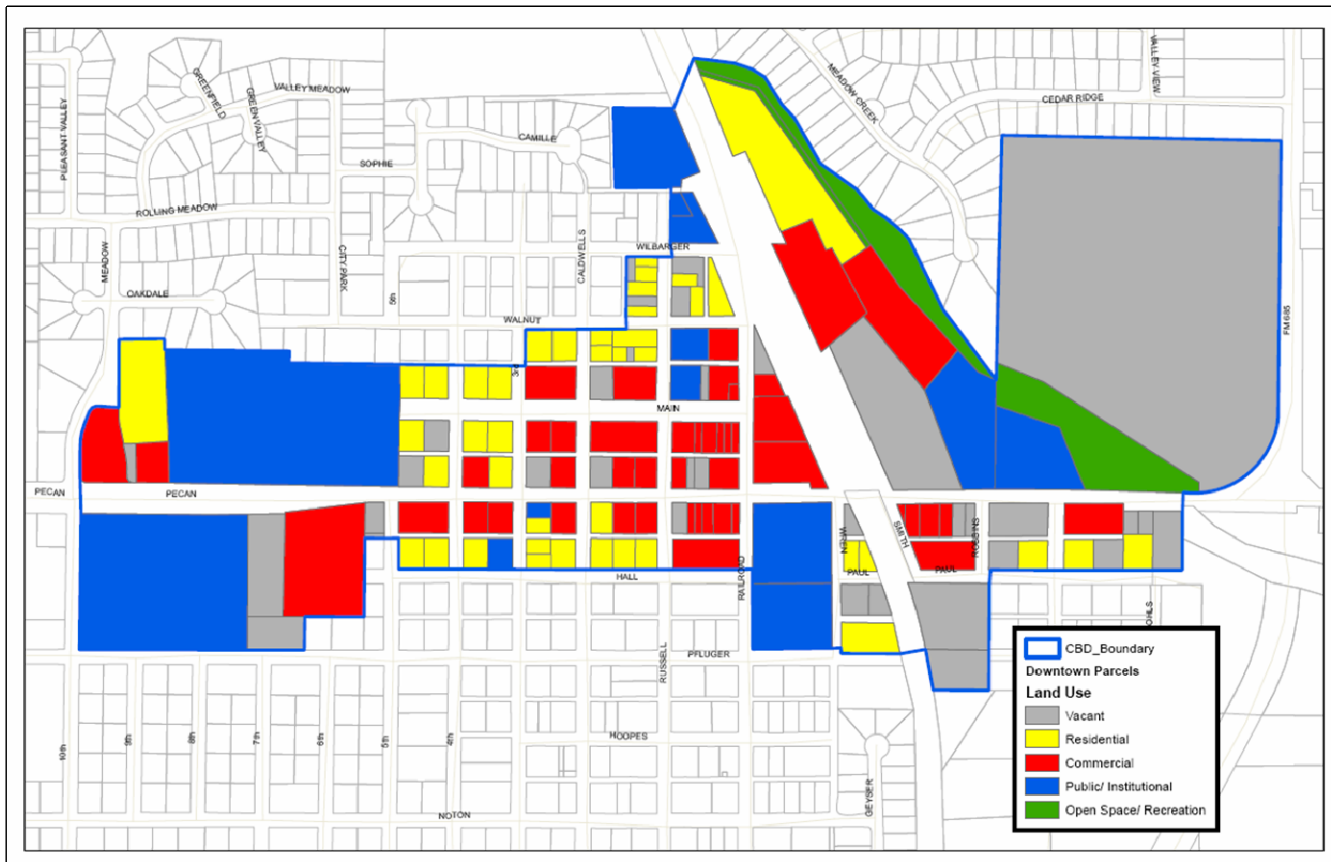
Among the most significant factors setting the stage, and context, for this vision process:

- ◆ **Explosive Population Growth.** Pflugerville has grown from 549 residents in an incorporated area of 0.34 square miles in 1970 to more than 42,000 residents on 21.14 square miles in 2008. The community's current population count is more than one-and-a-half times larger than just eight years ago in 2000 (16,335 as of Census 2000).
- ◆ **Regional Links.** Pflugerville is now much more integrated into the Austin metropolitan region with the completion of State Highways 45 and 130. Significant road improvements are also occurring locally, including improved east-west connections via Pflugerville Parkway, Wells Branch Parkway, and East Pecan Street. However, many individuals also noted the detrimental effect from the volume and speed of traffic that passes through Old Town daily along FM 1825-Pecan Street.
- ◆ **Retail Development.** As anticipated with the completion of State Highways 45 and 130, plus the community's burgeoning growth in residential rooftops, Pflugerville is now seeing significant investment in new retail development, including several sizable centers with national chain stores and restaurants. This will present new challenges to Old Town as a potential retail destination, but can also lead to a yearning among some residents for something out of the ordinary and different from the usual line-up of national brands and "big boxes."



- ◆ **Office Focus.** Most new development in the core of Old Town recently has been for low-intensity office uses. Among the few retail storefronts along the community's traditional Main Street, one is occupied by a day care and another by a restaurant with limited hours of operation. The newest developments also have illustrated the workings of the City's Central Business District development standards, as reflected in building architecture, façade materials, window size and styles, reduced building setbacks and wider sidewalks, and angle parking along the street frontage.

Existing Land Use within the CBD Boundary of Old Town Pflugerville



SOURCE: City of Pflugerville Development Services Department

- ◆ **Business Turnover.** While some perceive vacancies and business closures in the area, the reality is that businesses come and go with some regularity. Some are not able to find success in Old Town, while others move on to bigger and better things, such as the success story represented by Pecan Street Station Deli. The owners of Princess Craft RV have stated quite openly that they will need to find a new location

outside of Old Town at some point to accommodate their business's needs. Dazzle Coffee provides another example of a niche business that relies on pass-through commuter traffic but also benefits from a unique downtown location.

- ◆ **Land Turnover.** A significant change in Old Town since the 2004 Downtown Master Plan is the acquisition of the Old Gin tract by First United Methodist Church. This is also an indicator of the vitality and growth of institutional uses in the area, along with the significant expansion of First Baptist Church on the western edge of Old Town. The "Pfluger tract," at the northwest corner of FM 685 and Pecan Street, continues to be a strategic property for the entire area despite several unsuccessful attempts to gain approval for site development plans, including one concept that included multi-family housing.
- ◆ **Neighborhood Vigilance.** The Old Town Neighborhood Association continues to fulfill its role as a mechanism for resident interaction and mobilization on issues of shared concern (rather than a homeowners association function of enforcing deed restrictions, etc.). In particular, the OTNA has spoken out consistently against proposed rezonings to enable residential-to-commercial conversions along Hall Street.
- ◆ **Parking "Shortage."** While there is substantial parking within the core of Old Town from a pure quantity standpoint, some areas do suffer from inadequate parking during peak times, such as when Hanover's is busy in the evening and large meetings are also occurring at City Hall. Various businesses fronting on Pecan Street also have inadequate parking within convenient—and safe—walking distance.
- ◆ **Lack of Identity and Visibility.** As indicated by some interviews and public meeting comments during this vision process, Old Town (and especially Main Street, one block north of Pecan) remains "out of sight, out of mind" to some residents, and likely among many newcomers to Pflugerville's newest subdivisions and fringe neighborhoods. On the other hand, Old Town probably gains its best exposure through special events held there, especially at seasonal and holiday times (e.g., Pfall Fest and Chili Cook-Off, Halloween, Holiday Stroll and Christmas Parade). A weekly Farmers Market also brings patrons to downtown from the spring through fall of each year.
- ◆ **MoKan Uncertainty.** The MoKan right-of-way, which passes through Old Town just east of Railroad Avenue, still has the potential to accommodate high-capacity transit at some point. However, this will likely remain a "wild card" for Pflugerville's downtown planning scenario until some direction is determined through ongoing regional





transportation planning. In the meantime, the Texas Department of Transportation, as the current owner of the corridor, sees itself in a caretaker role, protecting against encroachments that would be difficult and costly to remove if the corridor were to be adapted for regional transportation in the future.

### Preliminary Consultant Observations

In briefing City Council midway through the Old Town Vision process, the project consultants offered several observations based on their interactions to date with area residents, merchants, business and property owners, organizations, and public agencies involved with Old Town planning and management:

- ▶ **Erroneous Assumptions.** Various groups and individuals are making certain assumptions about the situations, positions, and outlook of others—and, based on our private discussions, these assumptions are off the mark in some cases.
- ▶ **On the Defensive.** Various groups and individuals in Old Town are in a reactive mode and on the defensive (e.g., opposing proposed rezonings, opposing potential street extensions, opposing proposed developments, dealing with the Central Business District development standards, etc.). A challenge going forward is to work toward a common vision and shared goals so that the various players can be “on the same page” and go on offense versus defense in support of Old Town enhancement.
- ▶ **Lack of Predictability.** Because of the lack of consensus and skirmishes on various issues, there is a lack of predictability in the Old Town area. Predictability is a key prerequisite for a good and stable investment environment. So, this lack of predictability is one reason commitment is also lacking on various matters pertinent to Old Town.

Based on this context, the consultants then pointed out several key challenges going forward:

- ▶ **What Scale and Pace of Change?** Will change in the Old Town area be incremental or transformational? Incremental change through piecemeal initiatives and gradual accomplishments can lead to very positive outcomes. In addition, in many situations, it is more in line with budget realities and City and volunteer capabilities. However, will the pace of change that an incremental approach implies be acceptable in Pflugerville? Or, will the vision process indicate a widely held desire for more rapid and wholesale change in the area? If so, transformational change often requires more significant public and/or public/private intervention, and more aggressive use of the available implementation “levers” (e.g., capital improvements, regulatory changes, special initiatives and programs, targeted partnerships, etc.).
- ▶ **Scope of Vision.** Will Old Town stakeholders appreciate the need to look out 30, 40, and even 50 years and beyond when considering how the area might and should change and be improved over time? Even as the opportunities and challenges of next week, next month, and next year are addressed, all involved in Old Town planning and enhancement must recognize that full attainment of a vision will likely take decades, even as interim progress is made along the way.
- ▶ **Getting There.** Given the history and nostalgia that many people associate with Old Town, there will always be the challenge of balancing the need and desire for change with Old Town’s legacy and enduring features. The past and future both hold value for the community, so it is the transition from the Old Town of today to that of tomorrow that will still prove difficult at times.

## INPUTS TO OLD TOWN VISION

### KEY ISSUES FROM STAKEHOLDER INTERVIEWS

The project consultants began their work in early October 2008 with a series of one-on-one and small group interviews. On the one hand, this enabled them to gain further insights about the opportunities and challenges facing Pflugerville with respect to its Old Town area. It also allowed interviewees to speak frankly and “off the record” about their own hopes, concerns and perspective on pressing issues and the overall outlook and direction for Old Town.

Interviews were completed over several days with residents, business owners, merchants, property owners (including representatives of several area churches), developers, public agency staff (Pflugerville Independent School District, Texas Department of Transportation), current and former members of the City’s

Architectural Review Board, City and Pflugerville Community Development Corporation (PCDC) staff, staff of the Greater Pflugerville Chamber of Commerce, and members of the Downtown Planning Committee, Pflugerville Downtown Association, and Old Town Neighborhood Association.

The consultants then compiled a list of the major issues and concerns they heard through this interview process (presented below in no priority order). The consultants attempted to validate and/or clarify issues they perceived from their review of previous Old Town planning efforts while also inviting input on new or emerging issues not addressed by earlier plans and studies.

- ◆ Overall viability and competitiveness—sufficient reasons to come to Old Town?
- ◆ Appropriate level of public investment given Old Town role/profile.
- ◆ How far does “downtown” extend?—and is that area all meant to be non-residential over time?
- ◆ Strength and stability of downtown business community—and downtown’s suitability as a business location (retail, office, entertainment) in general.
- ◆ Acceptability of higher intensity commercial and/or residential development/ redevelopment.
- ◆ Commercial encroachment into residential streets/blocks—and residential/commercial mix and interaction in general.
- ◆ Preservation of older buildings/homes versus teardown and fresh development.
- ◆ Appropriateness/difficulty/understanding of CBD standards and Architectural Review Board process.
- ◆ Main Street extension (east and/or west)—and downtown access/visibility in general.
- ◆ Pecan Street safety—and walkable/bikable downtown in general.
- ◆ Parking quantity, location/convenience, type (centralized public, angled along frontages, rear and alley, etc.).
- ◆ City Hall status/future and its significance to OT—and missed opportunities by City government in general.
- ◆ Future of particular tracts (Pfluger tract, Princess Craft RV site, Timmerman Elementary, old gin property, property along Gilleland Creek).
- ◆ Positive/negative impacts of downtown special events.



- ◆ Transit potential (via MoKan right-of-way)—and possible future spark for downtown.
- ◆ Downtown planning/enhancement/implementation process—and leadership and community involvement in that ongoing process.

This issues list helped to focus the discussion during the separate stakeholder forums that were held as the next step following the initial interview phase. Through the forum targeted to neighborhood residents, in particular, two more issues were added to the list:

- ◆ Preservation of Gilleland Creek.
- ◆ Preservation of current green space.

### *KEY ISSUES AND INTERESTS FROM STAKEHOLDER FORUMS*

Next, the project consultants facilitated a series of three forums targeted to three key stakeholder groups (although each forum was an open public meeting and included a mix of affiliations):

- (1) Old Town area property owners, targeting property owners within the Central Business District and other vacant parcels in the Old Town area.
- (2) Pflugerville Downtown Association (PDA) and related business/commercial interests including, but not limited to, the Pflugerville Community Development Corporation (PCDC) and the Greater Pflugerville Chamber of Commerce (GPCC) board and members.
- (3) Old Town Neighborhood Association (OTNA) and related residential interests including, but not limited to, Willow Creek subdivision and the Pflugerville Council of Neighborhood Associations (PfCONA).

The separate forums were intended to enable the consultants to understand and clarify the individual missions, values, perspectives, expectations, concerns, frustrations, and priorities of each stakeholder group. After first asking each group to prioritize the items on the issues list they most wanted to discuss, the consultants invited individuals to elaborate on why a particular issue is important to them—or not, and what specific interest they have in the issue. This discussion was based on the following definitions of terms:

- ◆ **Issue.** A topic the group needs to make a decision about.
- ◆ **Position.** An action or solution preferred or insisted upon by group members.



- ◆ **Interest.** Needs that relate to each issue—why persons/groups have taken a certain position.

The results of these forum discussions were compiled in a handout entitled, Key Issues and Interests from Old Town Pflugerville Stakeholder Forums, which is included in the Appendix to this report. This handout also includes some initial thoughts on an Old Town Vision, which was a closing topic for brief discussion at the end of each forum.

### *VALUES AND DESIRED CHARACTERISTICS FOR OLD TOWN FROM COMBINED STAKEHOLDER FORUM*

A combined forum was then convened to bring together the three stakeholder groups described above. Using the results from the separate forums, the intent was to hone in on areas with “common ground” and potential consensus, and areas with significant differences of opinion or perspective. After an introductory presentation on “What is a Vision?”, the project consultants facilitated discussion to identify community values relevant to Old Town planning and enhancement, as well as relevant trends and regional, national, and international factors external to Pflugerville.

The consultants emphasized that at the heart of a vision for any city or special area within it, such as a downtown, are the key values of the community holding them. Therefore, an important starting point for visioning discussions is the basic values of the community. Values involve:

- ◆ Something that is worthwhile and important to us.
- ◆ Abstract ideas that influence thinking and action.
- ◆ Deep-seated standards that influence almost every aspect of our lives.
- ◆ Our personal “bottom line.”

#### **Thoughts on Vision**

If you do not know where you are going,  
any path will take you there.  
– Sioux proverb

ENVISIONING involves a belief that we can influence our destiny by what we do now.

A VISION gives a sense of purpose to the actions of a community and its organizations and directs them toward a desirable future.

A VISION should be shared by all those affected.

Vision is seeing beyond the immediacy of the day. It is understanding the temper of the times, the outlines of the future, and how to move from one to the other.

Vision is seeing where life is headed, and how to make that transition from here to there most effectively.

Vision is seeing what life could be like while dealing with life as it is.

Vision is having some sense of the inner impulse of the public soul and then giving it voice.

Vision is seeing the potential purpose that's hidden in the chaos of the moment, yet which could bring to birth new possibilities for a people.

William Van Dusen Wishare  
*A Perspective for the 90s:  
A World in Search of Meaning*



The following list of community values was compiled based on discussions during this forum, as well as supplemental items the consultants had identified from previous forums and stakeholder interviews, which the forum attendees also endorsed:

### VALUES

- ◆ Community cohesiveness (events, churches, concern about impacts when sites redevelop).
- ◆ Small town atmosphere, charm, personality.
- ◆ Special/unique image for community.
- ◆ Neighborhood integrity (peace and quiet, local schools).
- ◆ Environmental protection (creek, green space).
- ◆ Community history, nostalgia (original/older homes on large lots).
- ◆ Civic symbolism (City Hall in downtown).
- ◆ Respect for cherished institutions.
- ◆ Economic development (non-residential tax base, business sustainability).
- ◆ Support of small businesses.
- ◆ Local amenities (shopping, restaurants, new attractions).
- ◆ Vibrant downtown.
- ◆ Outdoor recreation (parks and trails).
- ◆ Fair government (reasonable regulations, consistent procedures, cost effective projects).
- ◆ Private property rights (cost/delay of regulation, protection of residential and commercial areas).
- ◆ Community engagement.
- ◆ Compatible, quality development (design, appearance, residential/commercial, overall fit with community).
- ◆ Rental property concerns (density, school/traffic impacts).
- ◆ Convenient mobility and circulation (connectivity, accessibility).
- ◆ Safety (bike/ped, kids).
- ◆ Balance ("Old/New Town", quality/quantity).
- ◆ Commitment to planning and action (active versus reactive).

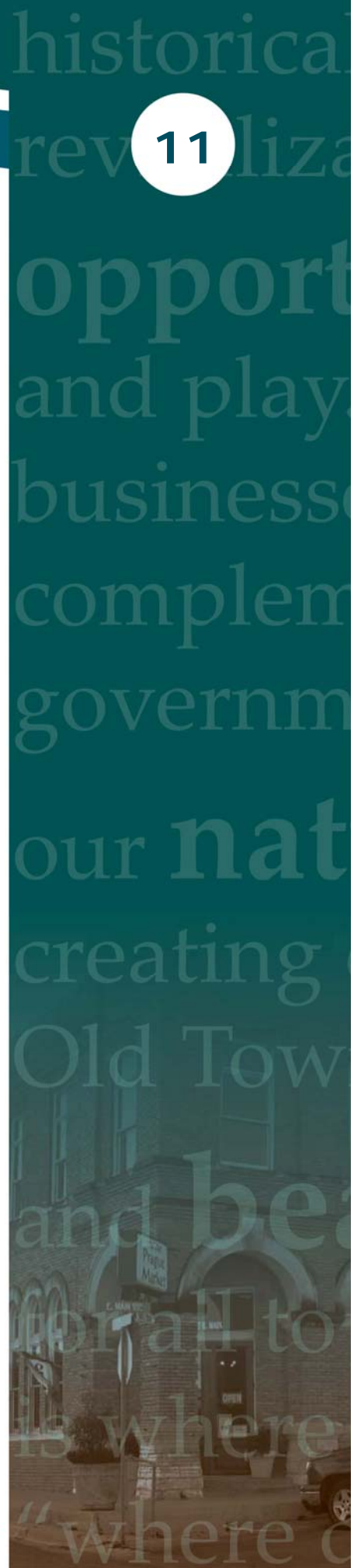
The consultants then led a brief discussion of trends and factors beyond the Old Town area and/or external to Pflugerville—even at a national and international scope—which could be relevant to the area’s future, and to the community’s vision for this future.

### TRENDS AND EXTERNAL FACTORS

- ◆ Bedroom community—jobs elsewhere.
- ◆ Dell next door (in Round Rock).
- ◆ Rural and agricultural land to the east (wide open).
- ◆ 14 miles to the Capitol.
- ◆ We are consumers elsewhere.
- ◆ “Centers” are elsewhere.
- ◆ Highways 130 and 45 bringing growth.
- ◆ Some other downtowns in area hurting (e.g., Taylor).
- ◆ Commuter rail potential.
- ◆ FM 685 development—will bring traffic to downtown.
- ◆ East-west through traffic (East Pecan Street expansion—and downtown Pecan widening at some point?)—too much traffic?
- ◆ Larger retail coming with increased size of community (serving a regional market).

The bulk of the remaining forum time was spent on facilitated discussion of desired future characteristics for Old Town, which the agenda described as the “ingredients for an Old Town Vision.” Prior to this discussion, the consultants also displayed a series of images from other downtowns reflecting some of the desired characteristics already discussed through the earlier forums completed to date.

The results of the Combined Forum discussions and participatory exercises were compiled in a handout entitled, From Values to Vision—and on to Action, which is included in the Appendix to this report.



## *VALIDATION AND CLARIFICATION OF VISION DIRECTION FROM CITY-WIDE FORUM*

The community outreach phase concluded with a final forum hosted by the Pflugerville Council of Neighborhood Associations. At this forum, the project consultants reviewed a synthesis of all input and results to date (as presented on the oversized handout entitled, *From Values to Vision—and on to Action*). Attendees with no direct ties to the Old Town area—as residents, business or property owners, or otherwise—were particularly invited to offer their reactions and thoughts on the information presented. This was intended to either validate and/or clarify the issues, aspirations, concerns, and priorities identified to date by those who do have a more direct stake in Old Town matters.

The discussion focused especially on the list of 10 desired characteristics for Old Town, which suggested that the area should:

- ◆ Be vibrant.
- ◆ Be accessible.
- ◆ Have a civic presence.
- ◆ Be walkable.
- ◆ Have a residential component.
- ◆ Be a gathering place.
- ◆ Be green.
- ◆ Have a distinct image and draw.
- ◆ Be attractive for business.
- ◆ Maintain historic features.

The results of the City-Wide Vision Forum discussions were compiled in a handout entitled, *Notes from City-Wide Forum for Pflugerville Old Town Vision*, which is included in the Appendix to this report.

## *OUTPUTS BASED ON OLD TOWN VISION*

### *OLD TOWN VISION*

Building upon the forum results and community and stakeholder input obtained, this statement was refined by the Steering Committee for the Old Town Vision process:



Old Town is a vibrant, community-oriented city center revered as the iconic heart of Pflugerville. Blending old and new, Old Town retains its historical charm through purposeful revitalization and a balance of opportunities to live, learn, work, and play. Old Town's neighborhoods, businesses, and heritage are valued and complemented by a significant civic/government presence. By preserving our natural resources and creating opportunities for connectivity, Old Town provides an accessible, safe, and beautiful atmosphere for all to enjoy. Old Town Pflugerville is where the past meets the future—"where quality meets life."

Significantly, the Steering Committee purposely referred to Old Town as "a city center" for the future versus "the city center." They recognized that Old Town will always be a historical focal point within Pflugerville but not necessarily a significant "commercial hub" as in its hey-day. With the community's rapid growth and the emergence of other "centers," the challenge for Old Town will be to offer something different and unique to cause residents and visitors to stray from their shopping and dining routines to come to Old Town.

The Steering Committee included members of the City's standing Downtown Planning Committee (DPC) plus two specially appointed members. The DPC is comprised of representatives of the various key entities that contribute to downtown planning and improvement:

- ◆ City Council;
- ◆ City Boards and Commissions (Planning & Zoning Commission, Board of Adjustment, Architectural Review Board, Parks and Recreation Commission);
- ◆ Pflugerville Downtown Association (PDA);
- ◆ Old Town Neighborhood Association (OTNA);
- ◆ Pflugerville Council of Neighborhood Associations (PfCONA);
- ◆ Pflugerville Community Development Corporation (PCDC);

#### Why a Vision Statement?

A vision statement is a vivid, idealized description of a desired outcome that inspires, energizes and helps you create a mental picture of your target. The quality of your vision determines the creativity and originality of your ideas and solutions. It should be a compelling, memorable statement.

Remember that the purpose of the vision statement is not to serve as a "real" target that you are going to measure against to determine if you have succeeded or failed. You should use your goals and objectives to do that. Instead, the purpose of the vision statement is to open your eyes to what is possible. Albert Einstein said, "Imagination is more powerful than knowledge." This is true in many respects because while knowledge allows you to see things as they are, imagination allows you to see things as they *could* be.



- ◆ Greater Pflugerville Chamber of Commerce (GPCC); and
- ◆ At-large community representation.

Representation added to supplement the DPC membership included:

- ◆ First United Methodist Church.
- ◆ An additional at-large member.

In preparing for the Vision Statement exercise, Steering Committee members were also reminded by the project consultants that the statement ultimately will not stand on its own. Instead, it will be supplemented by goals, objectives, and action strategies that will progressively add more detail regarding the implications of this statement of principles for Old Town's future.

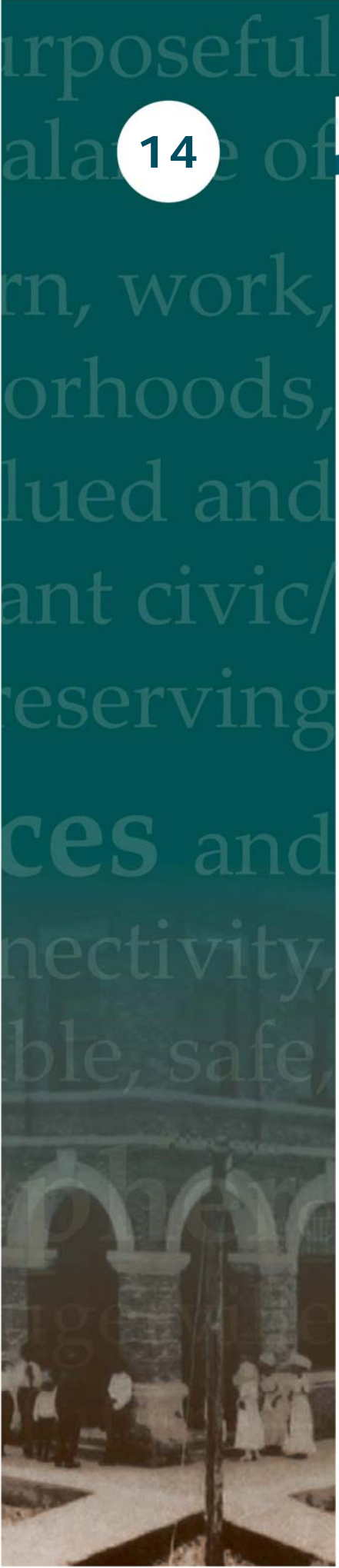
### ***ACTION AGENDA BASED ON OLD TOWN VISION***

The tables in this section are meant to provide a prioritized action agenda based on the results of the community and stakeholder dialogue that occurred through the Old Town Vision process. The three tables, respectively, represent:

1. A first set of initiatives which the Steering Committee for the vision process identified as the "Top 5" to pursue.
2. A second set of initiatives which City staff can readily address.
3. A third set of "other potential initiatives" with varying degrees of stakeholder support, from substantial (e.g., bicycle/pedestrian connections into Old Town) to minimal (e.g., Main Street extension).

All of the tables are organized to convey:

- ◆ The status of consensus on various potential initiatives that were discussed for Old Town, as indicated by a green (consensus achieved), yellow (consensus possible), or red coding (no consensus).
- ◆ Considerations that factored into the achievement or lack of consensus.
- ◆ Recommended next steps based on the consensus situation.
- ◆ The type of action that is recommended (e.g., capital improvements, new or amended regulations, partnerships and coordination).
- ◆ The anticipated timeframe for pursuing the various Old Town initiatives, as recommended by the Steering Committee for the vision





# ACTION AGENDA

## BASED ON OLD TOWN PFLUGERVILLE VISION



## TOP 5 ACTION INITIATIVES

BASED ON OLD TOWN PFLUGERVILLE VISION

TOP 5 ACTION INITIATIVES

Key Issues & Consensus Status	Potential Initiatives	Consensus Considerations	Next Steps	Action Type				Action Timeframe			Lead Responsibility				Related Illustrations
				Partnerships / Coordination	Capital Improvements (CIP)	Regulation	Programs	Less than 2 Years	2 to 5 years	Greater than 5 Years	City Manager and Staff	City Departments	Development Services Department	Pflugerville Community Development Corporation	
<div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div></div> Parking	Use MoKan right-of-way		<ul style="list-style-type: none"><li>Pursue discussions with TxDOT regarding interim use of right-of-way for installation of surface parking, if and when needed.</li><li>Negotiate a Multiple Use Agreement governing maintenance and potential removal of the parking should the corridor ever be used for other purposes.</li></ul>	<div></div>	<div></div>			<div></div>	<div></div>	<div></div>	<div></div>				See Figure 3, Focus Areas for Parking and Streetscape Improvements
	Public parking improvements	<ul style="list-style-type: none"><li>The Old Town Neighborhood Association suggested that any planned public parking improvements should terminate at the CBD boundary and not continue onto more residential streets.</li></ul>	<ul style="list-style-type: none"><li>Invest in public parking improvements (on-street angle parking and potential off-street parking areas).</li><li>Pursue in conjunction with streetscape enhancements.</li><li>Continue to clarify public/private responsibilities with property owners/ developers as individual properties develop or redevelop.</li></ul>		<div></div>	<div></div>		<div></div>	<div></div>	<div></div>	<div></div>				
<div><div></div><div></div><div></div></div> Access and Circulation	FM 1825 / Pecan Street jurisdiction	<ul style="list-style-type: none"><li>The Old Town Neighborhood Association stated its strong support for this initiative, particularly to provide multiple points for safely crossing Pecan Street.</li></ul>	<ul style="list-style-type: none"><li>Coordinate with TxDOT and other involved jurisdictions to remove FM highway designation and achieve local control of Pecan Street through City.</li><li>Pursue redesign of Old Town segment (pedestrian crosswalks/amenities, potential median, better accommodation of eastbound left turns, streetscape and wayfinding enhancements).</li></ul>	<div></div>	<div></div>			<div></div>			<div></div>				See Figure 4, Pecan Street Bicycle-Pedestrian Safety Improvements
<div><div></div><div></div><div></div></div> Public Amenities	Streetscape enhancements	<ul style="list-style-type: none"><li>The Old Town Neighborhood Association suggested that any planned streetscape enhancements should terminate at the CBD boundary and not continue onto more residential streets.</li></ul>	<ul style="list-style-type: none"><li>Pursue significant streetscape enhancements (e.g., wide “strolling” sidewalks, special lighting fixtures, landscaping, potential public plaza for events and cultural activities).</li><li>Pursue in conjunction with parking improvements.</li></ul>		<div></div>				<div></div>		<div></div>				See Figure 3, Focus Areas for Parking and Streetscape Improvements
<div><div></div><div></div><div></div></div> Appearance and Character	Gateway and intersection enhancements		<ul style="list-style-type: none"><li>Pursue special gateway treatments at: (1) FM 685 and FM 1825/Pecan Street, (2) Timmerman Elementary vicinity (west entry into Old Town when Pecan Street currently narrows).</li><li>Implement special intersection treatments at Pecan/Railroad and Main/Railroad.</li></ul>		<div></div>				<div></div>		<div></div>				
<div><div></div><div></div><div></div></div> Dedicated Staff Person	Staff person to focus on Old Town revitalization	<ul style="list-style-type: none"><li>One stakeholder pointed out that the action initiatives under Economic Development and Marketing, in particular, will require a dedicated staff person to carry out.</li></ul>	<ul style="list-style-type: none"><li>Identify a staff person to focus on Old Town economic development, capital improvements, partnerships/ coordination, community outreach, and external funding opportunities.</li></ul>				<div></div>	<div></div>	<div></div>		<div></div>				


## STAFF-LED INITIATIVES

[illegible]

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															Partnerships / Coordination	Capital Improvements (CIP)	Regulation	Programs	Less than 2 Years	2 to 5 Years	Greater than 5 Years	City Manager and Staff	City Departments	Development Services Department	Pflugerville Community Development Corporation	Greater Pflugerville Chamber of Commerce
Key Issues & Consensus Status	Potential Initiatives	Consensus Considerations	Next Steps	Action Type				Action Timeframe				Lead Responsibility				Related Illustrations										
Land Use and Zoning <div><div></div><div></div><div></div></div>	Downtown-specific zoning district	<ul style="list-style-type: none"><li>The Old Town Neighborhood Association stated its strong support for the potential Old Town Center zoning district illustrated in Figure 5, particularly because it does not include west Main Street (west of 4<sup>th</sup> Street) and Timmerman Elementary, and it also indicates setting the boundary at the alleys between Walnut and Main and Pecan and Hall streets versus on Walnut and Hall.</li><li>However, one Old Town homeowner disagreed with the idea of a single zoning designation “as it does not allow design of smooth transitions from commercial to residential. Our current zoning designations have the right amount of distinction to provide this control.”</li></ul>	<ul style="list-style-type: none"><li>Establish a downtown zoning district versus the current practice of applying—in a piecemeal fashion in some locations—the standard residential, commercial, and office districts that are used elsewhere in the community.</li><li>Make the new district contiguous with the CBD Overlay District boundary. Alternatively, consider creating one set of integrated use regulations and associated development and design standards for the area versus applying supplemental standards through an overlay approach.</li><li>Carefully consider the specific name for the new downtown zoning district so it is consistent with branding efforts for Old Town and to ensure that it conveys the right image and character connotation (some people noted that “Central Business District” has more of a commercial emphasis and does not adequately capture the place of residential uses in Old Town—as well as Old Town no longer being a true CBD for the entire City).</li></ul>																						See <b>Figure 5, Potential Old Town Center Zoning District</b>	
Neighborhood Conservation <div><div></div><div></div><div></div></div>	Neighborhood Conservation zoning district	<ul style="list-style-type: none"><li>The Old Town Neighborhood Association stated its strong support for the potential Old Town Neighborhood Conservation district illustrated in Figure 6 but requested that the historic residential area in the Paul Street vicinity also be included.</li><li>One stakeholder pointed out that some existing residences should not necessarily be included in the proposed Neighborhood Conservation district (e.g., west of 4<sup>th</sup> Street along Main and Pecan streets) since they may someday transition to non-residential uses and would require a zone change from the conservation designation.</li></ul>	<ul style="list-style-type: none"><li>Beyond the new downtown zoning district, place into an Old Town Neighborhood Conservation district the remainder of the Old Town area that is not envisioned for any type of non-residential use, and which is also not intended to turn over to other residential forms. This would remove the application of typical single-family zoning from these lots and blocks in favor of a zoning district that can be customized specifically for the historical development pattern and residential design features found in the Old Town neighborhoods.</li><li>Elevate the identity of the Old Town Neighborhood area through special entry signage in high-profile locations, Old Town-specific street signs, and by initiating a local historic marker program to recognize signature homes in the area.</li></ul>																						See <b>Figure 6, Potential Old Town Neighborhood Conservation District</b>	
Economic Development and Marketing <div><div></div><div></div><div></div></div>	Mixed-use development		<ul style="list-style-type: none"><li>Recruit horizontal and/or vertical mixed-use development, particularly for the Princess Craft RV site (if it does become available at some point) as part of efforts to raise the profile and vitality of Main Street. If there is minimal market interest or potential, then focus on other redevelopment models.</li></ul>																						See <b>Figure 8, Example of Vertical Mixed-Use Development in a Downtown Setting</b>	
<div><div></div><div></div><div></div></div>	Branding and marketing		<ul style="list-style-type: none"><li>Focus first on branding and promoting Old Town to Pflugerville’s own 40,000-plus residents, building on the Chamber’s “Come Home to Shop” approach.</li><li>Use special events held in Old Town to raise the area’s profile with a wider regional audience. However, a concern is that Old Town in its current state is “not ready for prime time” and should be farther down the road toward revitalization and enhancement before more aggressive regional marketing is conducted. Otherwise, there is a risk of disappointing visitors on first impressions and never getting them to return.</li></ul>																							
<div><div></div><div></div><div></div></div>	Old gin site possibilities		<ul style="list-style-type: none"><li>Pursue collaboration with First United Methodist Church (FUMC), as the owner of the old gin site and buildings, to explore opportunities for possible renovation and/or adaptive re-use of this community asset along with other potential partners.</li></ul>																							
CBD Boundary <div><div></div><div></div><div></div></div>	Boundary review and potential adjustment	<ul style="list-style-type: none"><li>Some stakeholders suggested reducing the CBD boundary from 10<sup>th</sup> Street to 5<sup>th</sup> Street on the west (i.e., to the east of Timmerman Elementary) to focus on revitalizing and enhancing a more condensed area that is “more distinctively Old Town.”</li><li>Another stakeholder disagreed, noting that the area needs a critical mass of businesses to market to residents and visitors. Further limiting the potential</li></ul>	<ul style="list-style-type: none"><li>Determine if further adjustments to the CBD Overlay District boundary are warranted to clarify which areas of Old Town are worthy of higher standards for development and redevelopment.</li><li>In particular, continue dialogue with Old Town homeowners and other stakeholders to determine if the boundary should be moved from several on-street to mid-block (alley) locations (from Hall Street to the alley between Hall and Pecan streets, and from Walnut Street to the alley between Walnut and Main streets).</li></ul>																						See <b>Figure 2, Potential Reduction of CBD Boundary Between Hall and Pecan Streets</b>	

## OTHER POTENTIAL INITIATIVES

<p>Access and Circulation</p> 	<p>Main Street extension</p>	<ul style="list-style-type: none"> <li>Respect the contention of a few stakeholders that the long-term viability/sustainability of Old Town will be difficult unless roadway improvements are made to draw more traffic into the area and raise its profile (which would also provide additional access to nearby properties). However, also recognize that there is no need today for a new east-west roadway link based on several key criteria, including: external traffic access demands, internal trip generation, congestion of existing roadways or intersections, the need for enhanced emergency access, or other safety-related considerations.</li> <li>Revisit the Old Town access issue periodically, in coordination with key stakeholders, in case conditions were to change enough to where access and circulation needs became a definite concern.</li> <li>A minority opinion suggested that a preliminary engineering study of east access options would help put this issue to rest and remove uncertainty and anxiety about it.</li> <li>If more in-depth study of vehicular access options appears warranted at some point, then a wide range of alternatives should be considered rather than focusing only on potential extension of Main Street—and only on a link to FM 685 versus other possibilities (e.g., a direct westbound link to the Old Town core area from FM 1825/ Pecan Street near the MoKan right-of-way).</li> </ul>	<ul style="list-style-type: none"> <li>TAKE NO ACTION on a potential westward extension of Main Street either to FM 1825/Pecan Street or all the way to Meadow. Most stakeholders said a westward extension makes little sense unless there is a significant change in the land use situation—specifically, some form of redevelopment of the Timmerman Elementary School campus if it is no longer a neighborhood school at some point. Most also indicated that they do not desire such a change in Timmerman’s status, nor do they anticipate it.</li> <li>TAKE NO ACTION on a potential eastward extension of Main Street to FM 685. There is significant opposition from property owners and institutions in the vicinity who would be directly impacted. Various other stakeholders pointed out a series of constraints that, in their view, would make a roadway improvement through this area technically difficult and of limited benefit (in terms of traffic access and circulation) relative to the likely cost. Such constraints include creek crossing, overpass of MoKan right-of-way, impacts on private property and nearby residences, intersection and signal spacing along FM 685, and apparent lack of developer interest relative to “Pfluger tract” plans.</li> </ul>						
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Key Issues & Consensus Status	Potential Initiatives	Consensus Considerations	Next Steps	Action Type				Action Timeframe				Lead Responsibility				Related Illustrations
				Partnerships / Coordination	Capital Improvements (CIP)	Regulation	Programs	Less than 2 Years	2 to 5 years	Greater than 5 Years	City Manager and Staff	City Departments	Development Services Department	Pflugerville Community Development Corporation	Greater Pflugerville Chamber of Commerce	
Access and Circulation (cont.) <div><div></div><div></div><div></div></div>	Bicycle/pedestrian connections	<ul style="list-style-type: none"><li>The Old Town Neighborhood Association stated its strong support for this initiative, and also requested that sidewalks be installed in all residential areas of Old Town.</li></ul>	<ul style="list-style-type: none"><li>Complete trail and sidewalk extensions to link the Old Town core more directly to the community trail network.</li><li>In particular, implement a bicycle/ pedestrian link across Gilleland Creek from the direction of FM 685 regardless of whether a roadway link to the Old Town core will be pursued in this area.</li></ul>		<div></div>			<div></div>				<div></div>				
Local and Regional Function <div><div></div><div></div><div></div></div>	City Hall	<ul style="list-style-type: none"><li>Some stakeholders consider the City Hall redevelopment concept presented in Figure 7 a very challenging proposition, particularly since its scale—as well as a municipal facility of the size presented in the recent bond election proposal—would require public acquisition of existing commercial property in the Old Town core, where there is already limited space for new or expanded commercial activity. Existing residences in the vicinity could also be affected. The extent of parking needed was also cited as a potential constraint.</li><li>While many participants in the vision process recognized that cost and practicality factors may make it difficult for the City Hall of a much larger Pflugerville community to be housed in Old Town, they wish to see more information and analysis on the relative merits of various facility alternatives.</li><li>Most all participants in the vision process (as well as an official statement from the Old Town Neighborhood Association) expressed the sentiment that municipal government should maintain some type of presence in Old Town, especially if it expects private property owners and investors to commit to the area despite its market and redevelopment challenges.</li></ul>	<ul style="list-style-type: none"><li>Determine the feasibility and cost-effectiveness of several potential municipal facility scenarios in Old Town, including: (1) a significant redevelopment, potentially on an enlarged site (through land assembly), intended to accommodate a consolidated City Hall facility; and (2) some degree of redevelopment so the current site can accommodate some, but not all, municipal functions in conjunction with other City facility improvements elsewhere.</li><li>Develop plans for ongoing use of the current City Hall site and buildings—or for their transition to other public or private uses—if the City eventually develops new municipal facilities elsewhere.</li></ul>		<div></div>				<div></div>	<div></div>	<div></div>	<div></div>			See Figure 7, Expanded City Hall Concept in Old Town Core	
<div><div></div><div></div><div></div></div>	“Pfluger tract”	<ul style="list-style-type: none"><li>Some stakeholders cited the “Pfluger tract” as an important alternative to consider given the lack of consensus regarding more intensive development in the Old Town core (centered around the existing City Hall facility).</li><li>It was also noted that development of the “Pfluger tract” can begin relatively soon given the ownership situation, ongoing land planning there, and no need to negotiate for the purchase and removal of existing commercial structures and residences.</li></ul>	<ul style="list-style-type: none"><li>Explore with the property owner/developer the possibility of incorporating a municipal complex into development plans for this strategic site.</li></ul>	<div></div>	<div></div>			<div></div>	<div></div>	<div></div>	<div></div>	<div></div>				



process (either within the next two years, between two and five years, or beyond five years).

- ◆ The individual or entity(ies) responsible for leading implementation of each initiative.

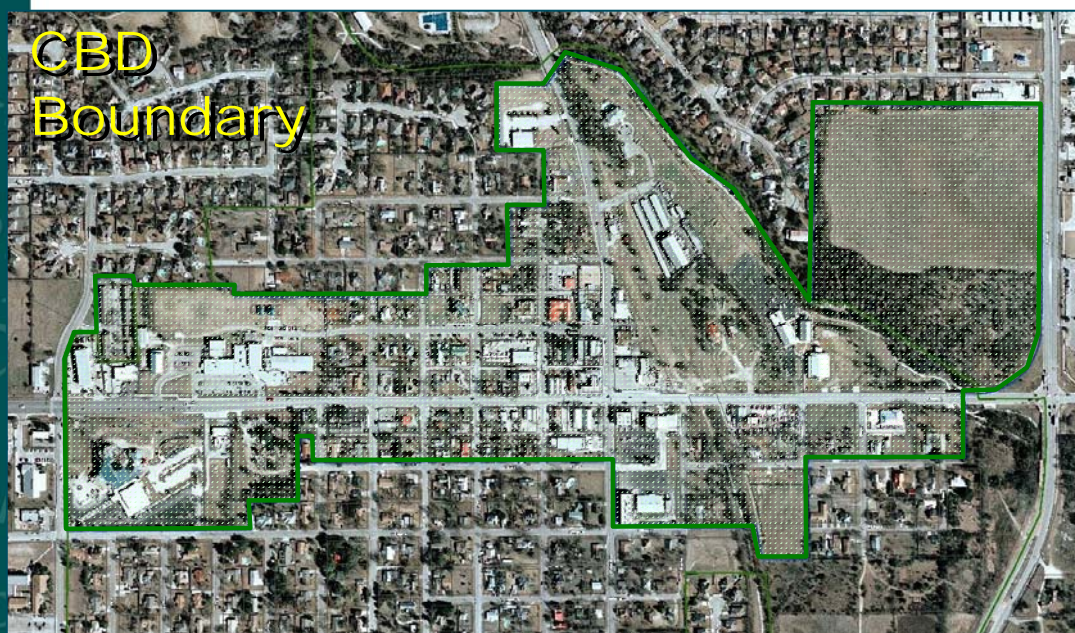
In addition to the issues and initiatives addressed in the Action Agenda tables, potential regional transit service through Pflugerville and other nearby cities at some point in the future was also discussed during the vision process. However, this is a community-wide and not just an Old Town issue. Nonetheless, the City should continue to be active in regional transportation planning forums and initiatives (via the Capital Area Metropolitan Planning Organization, CAMPO, and its Transit Working Group) to press for the earliest possible determination of potential MoKan corridor use since this situation leaves a certain amount of uncertainty hanging over Old Town and redevelopment possibilities adjacent to the right-of-way. In general, most any downtown planner or economic developer would be highly enthusiastic about the prospect of their downtown being directly linked to regional transit service, as well as the transit-oriented development potential that a local station could spur, particularly within a half-mile of the station site. However, many more details of any such scenario would need to be clarified and understood before weighing the overall cost/benefit to Pflugerville and its residents, property owners, businesses, and municipal government.

Further refinement of this action agenda will occur through the upcoming process for updating the City's Comprehensive Plan as the Old Town Vision process was not intended to venture into specific solutions. The City-appointed Downtown Planning Committee (DPC) will also continue to serve as a primary forum and vehicle for coordinating and promoting Old Town initiatives.





FIGURE 1: Current CBD Overlay District Boundary

FIGURE 2:  
Potential Reduction  
of CBD Boundary  
Between Hall and  
Pecan Streets

NOTE: This figure illustrates the potential CBD boundary change discussed during the vision process. Some Old Town Neighborhood Association members suggested a similar boundary change on the north side of the district between Walnut and Main streets (i.e., moving the boundary to the mid-block alley from Walnut Street).

The bottom inset figure illustrates another concept presented during the vision process, in which the existing residential property along the north side of Hall Street might, over time, be converted to public park space to provide a buffer for an expanded alley and rear parking area for businesses fronting along Pecan Street.

March 2009



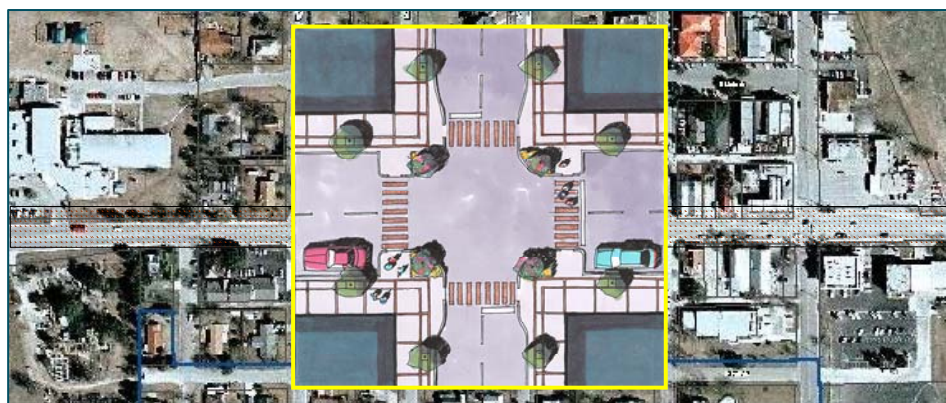
**FIGURE 3: Focus Areas for Parking and Streetscape Improvements**



NOTE: The above figure illustrates, in green shading, streets that could be the focus of potential streetscape improvements in the Old Town core area (with some neighborhood residents suggesting that such improvements should not extend beyond the CBD overlay district boundary). This includes Main Street between Railroad Avenue and 4<sup>th</sup> Street, and 1<sup>st</sup> through 4<sup>th</sup> streets between Hall and Walnut streets, as well as along all of Pecan Street through Old Town. Indicated in brown shading are potential locations for public parking improvements (MoKan right-of-way, some or all of Princess Craft RV site if this business relocates, and south rear alley area behind Pecan Street businesses).

The figure below illustrates the types of design elements that could be incorporated into a renovated Pecan Street through Old Town (extended sidewalks at intersections, high-profile crosswalks, enhanced landscaping) to improve crossing safety for bicyclists and pedestrians.

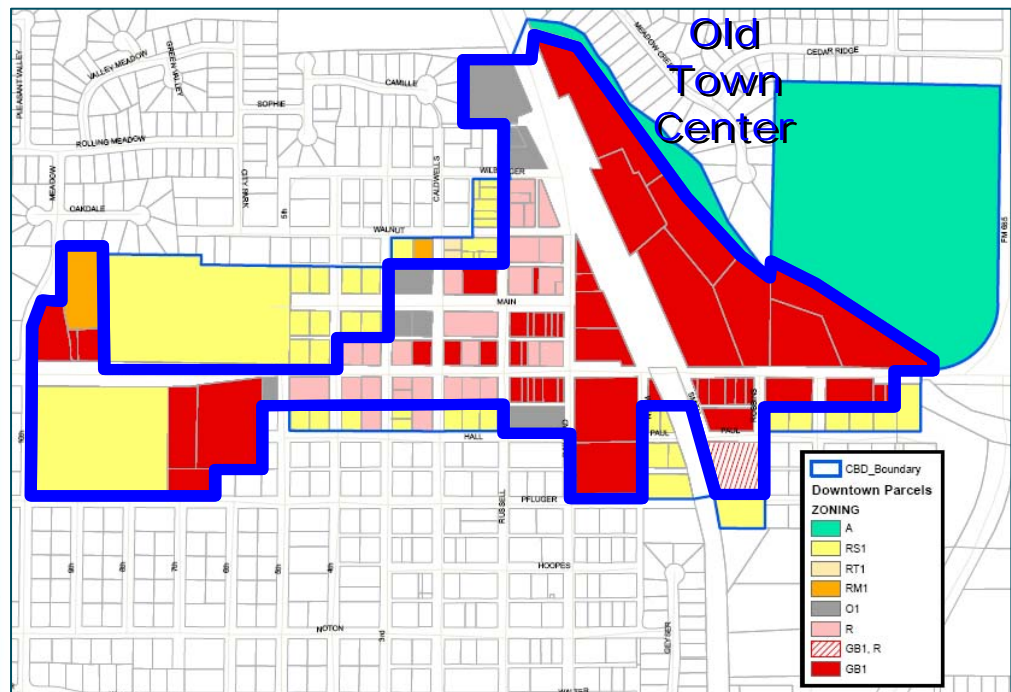
**FIGURE 4: Pecan Street Bicycle-Pedestrian Safety Improvements**



March 2009

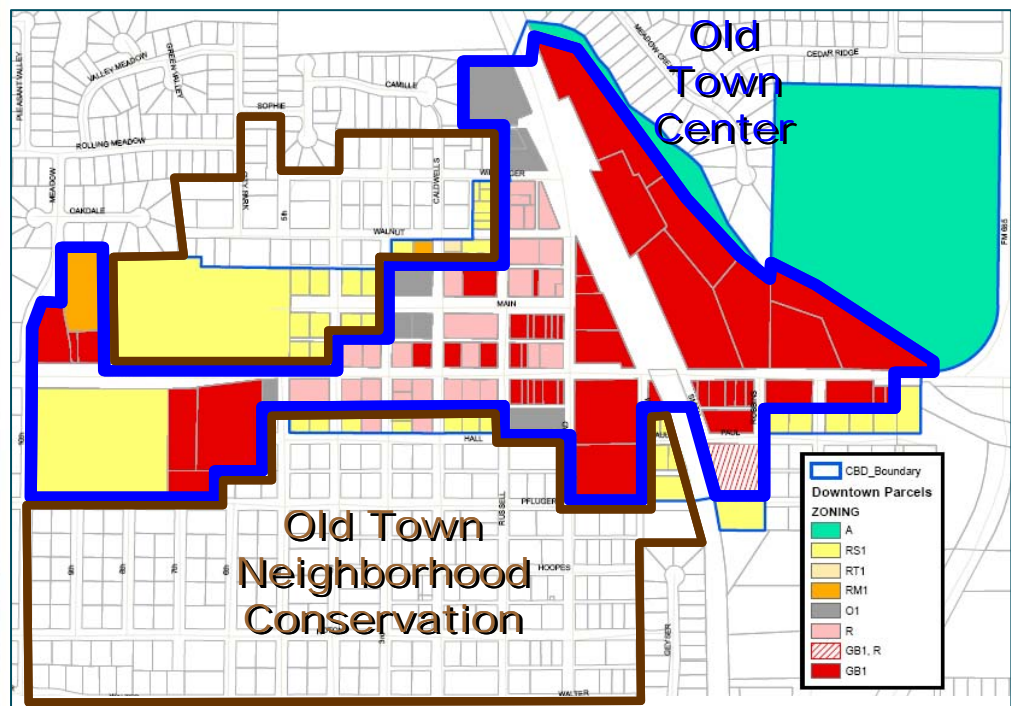


FIGURE 5: Potential Old Town Center Zoning District



NOTE: The potential boundaries for two conceptual new zoning districts, as illustrated in these figures, were presented as examples during the vision process and are intended only as a starting point for further discussion of the overall zoning strategy for Old Town.

FIGURE 6: Potential Old Town Neighborhood Conservation District



March 2009

**FIGURE 7: Expanded City Hall Concept in Old Town Core**



NOTE: This illustration was presented during the Old Town vision process to highlight the analogous situation to what the City of Lewisville chose to do with an expanded municipal facility in its Old Town core area. The available City property in Old Town Lewisville was not large enough to accommodate the scale of City Hall needed for a growing community the size of Lewisville. So, the City closed an adjoining street (similar to 1<sup>st</sup> Street between Main and Walnut) and also acquired additional property across this closed street to assemble a larger site. The resulting City Hall is centered on the closed street, making it a prominent landmark as seen from one block south along Lewisville's Main Street, which is the equivalent of Pecan Street through Old Town Pflugerville. The street segment directly south of the new City Hall was also closed and now serves as a civic space for the Farmers' Market and other Old Town events.



**FIGURE 8:  
Example of  
Vertical Mixed-Use  
Development  
in a Downtown  
Setting**



March 2009



## EXPERIENCES IN SEVERAL TEXAS COMMUNITIES WITH SIMILAR DOWNTOWN SCENARIOS



The City of Lewisville is a suburban community in the Dallas-Fort Worth Metroplex. Its location is analogous to Pflugerville's within the Austin area since Lewisville is approximately 20 miles north of downtown Dallas via Interstate 35E (and 10 minutes from DFW International Airport via a toll expressway). The City's original town site area, Old Town, is situated away from the two major freeways through the community: north-south I-35 and east-west State Highway 121.

Lewisville has grown ten-fold over the last three decades, from just over 9,000 residents in 1970 to more than 90,000 today (estimated 91,563 in 2007). As the City's Old Town Master Plan states, "entire neighborhoods were built seemingly overnight." Employment growth began to explode along with ongoing residential development after Lewisville reached 46,500 residents in 1990.

In 2000, the City adopted an Old Town Center Enhancement Plan as a first step toward revitalizing its traditional downtown area. A more detailed Old Town Master Plan was then prepared in 2003, particularly to establish a foundation for City policies and regulations customized to Old Town.

### *SIMILARITIES TO PFLUGERVILLE SCENARIO*

- ◆ Old Town Lewisville is situated to the east of I-35E (Stemmons Freeway). Significant new development in the community has occurred away from this historical core area.
- ◆ Lewisville's Old Town area is comprised of the traditional Main Street area and commercial core, but also a sizable residential area with some of Lewisville's oldest homes and neighborhoods.
- ◆ Following an initial planning exercise focusing on overall vision, opportunities and challenges, Lewisville used its 2003 Master Plan to set the direction and strategy for Old Town within the context of its community-wide planning and development efforts (similar to how Pflugerville intends to move forward on Old Town issues through its upcoming Comprehensive Plan update).
- ◆ Conserving existing residential neighborhoods within Old Town was a definite priority for Lewisville, as was encouragement of new



residential investment to help spur revitalization of its central core area.

- ◆ An introductory statement on the City's website makes clear the importance the community has assigned to its Old Town area:

*Old Town Lewisville is more than a part of town or the latest City initiative. Old Town represents the history of Lewisville and is a reflection of the community as a whole. While preserving this heritage, the City of Lewisville also knows that Old Town is a vital piece of the economic puzzle that keeps Lewisville strong.*

- ◆ Definitions of the geographic extent of "Old Town" have varied widely over time. The City used its downtown master planning process to delineate an "Old Town Design District" while recognizing that Old Town encompasses more than this designated area. However, it saw the core area as "a starting point for a focused and coordinated revitalization effort."
- ◆ Old Town Lewisville also has a Railroad Street, which will eventually be the site of a Dallas Area Rapid Transit (DART) station once future passenger rail service northward to Denton is initiated on this rail corridor. In the earlier planning for Old Town, this transit prospect was considered potential "icing on the cake" for the area's gradual revitalization, especially if it spurred further residential development and density in the future station vicinity.

### Echoes of Pflugerville

Echoing the sentiments of some Old Town Pflugerville residents, the lead sentence of a *Dallas Morning News* article in 2002 stated that, "Residents on Lewisville's Richland Street say they'd like to see Old Town revitalized—as long as it doesn't intrude on their neighborhood." The article involved the Medical Center of Lewisville expansion. These additional article excerpts should also sound familiar in Pflugerville:

- ▶ City officials are sympathetic but say neighborhood encroachment could happen again. Old Town is gearing up for a massive makeover in coming years, they say. And, a little intrusion is the price to pay.
- ▶ "There are people who are concerned about the impact that it's going to have on them," said the City's Old Town planner. "It's just one of those things, that in order to rebuild this area and to bring more business and people over there, there are going to be some neighborhoods that are going to be impacted."
- ▶ A Lewisville council member who is also president of the Old Town Preservation Society, which aims to preserve the city's historic areas, says he thinks the redevelopment is a great idea, despite it cutting a stable neighborhood in half. He urged people to think more long term. "The only way Old Town is going to be revitalized is with significant reinvestment. The City is not going to be able to do it themselves. The private sector is going to have to make significant investments into Old Town."
- ▶ "Ultimately, we're not looking for what's going to happen in the next 12 months. We're looking for what's going to happen in the next 25 years," said one City planner.

### DIFFERENCES FROM PFLUGERVILLE SCENARIO

- ◆ Old Town Lewisville includes one of the community's most significant economic anchors—a medical center. When this critical business needed to expand, it chose to do so on its current site when

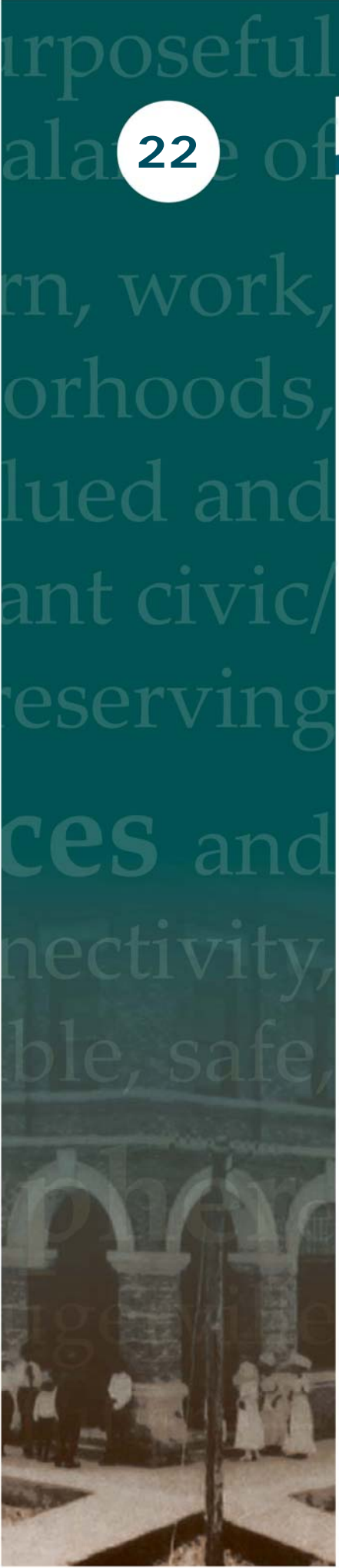


it easily could have looked to opportunities elsewhere. The City's Old Town revitalization efforts were a key factor in this retention success.

- ◆ As in Pflugerville, the primary road through Old Town Lewisville is a designated state highway maintained by the Texas Department of Transportation. Lewisville's 1999-2000 Old Town planning effort was motivated by anticipated revitalization opportunities that might come with pending TxDOT road improvements in the area. The rehabilitation project converted two parallel east-west streets to a "one-way couplet" to improve traffic flow, and the new City Hall was constructed along one of these rebuilt streets.
- ◆ Old Town Lewisville has a more evident and continuous Main Street setting for several blocks. But, as in Pflugerville, it is located along the busy state highway through the Old Town area. Many original buildings remain, including numerous storefronts, but a much smaller number have true historical significance due to façade alterations and other changes over time. As in many historical downtowns, some structures are likely beyond restoration due to their age and present condition.

### *PLANNING AND IMPLEMENTATION FOCUS*

- ◆ Lewisville has a designated staff person—an Economic Development Specialist within the City's Office of Economic Development—who focuses on Old Town plan implementation and development review and processing.
- ◆ After having moved its City Hall to a new location on the growing west side of Lewisville years earlier, the City carried out a key plan recommendation that it should make a significant statement by relocating City Hall back to Old Town. The City built a large, attractive new City Hall facility to serve as a revitalization centerpiece and bring much needed daily activity back to the area. A new fire station was also constructed in Old Town.
- ◆ The City also acquired the property and buildings of a church that was leaving the Old Town area. After investigating the potential conversion of the church sanctuary to a performing arts space, the City decided to renovate the structure for its current multi-purpose function as the City of Lewisville Old Town Activity Building. Among various other uses, this is where the Old Town Business Association holds its meetings.
- ◆ The City completed a significant streetscape project in conjunction with the TxDOT roadway improvements in the Old Town area. A



pedestrian plaza was also created, through a local street closure, to provide a direct and attractive link from Main Street to the new City Hall complex one block to the north.

- ◆ City funds were allocated to establish a program offering small grants to Old Town business owners who wished to restore the historic façades on their buildings. Nearly 20 businesses have taken advantage of this program to date.
- ◆ The City adopted more flexible zoning and development standards created specifically to implement Old Town plan goals and enhancement priorities. The flexibility came in two forms: (1) greatly reduced setbacks compared to previous zoning (i.e., zoning for development outcomes with a more urban than suburban character), and (2) a wider range of possible residential and commercial uses, although light industrial activity was more restricted under the new zoning. The City also waived rezoning fees during the initial transition to the new zoning for Old Town.

- ◆ Three new zoning classifications unique to Old Town were created:

Old Town Center: This district applies only in the core Old Town Center area. It allows retail and office uses, plus service uses which are primarily retail in nature. Rather than a minimum front setback, all buildings must have a zero front setback to maintain a downtown storefront character (and a side façade facing a side street also must be built to the property line).

Old Town Mixed Use 1: This district allows single-family residential, duplexes, townhouses, and limited multi-family units. The front building setback may be as low as zero feet.

Old Town Mixed Use 2: This district encompasses the OTMU-1 uses and also allows a variety of retail, restaurants, offices and professional service providers, hotels, movie theaters, and dwelling units over or accessory to retail or office uses on the first floor. As in OTMU-1, the front building setback for both residential and non-residential uses may be as low as zero feet.

- ◆ The Old Town Development Ordinance applies specifically to the Old Town area and includes special architectural regulations and guidelines for building or renovating a structure in Old Town. The City also has sign regulations specific to Old Town (signs that require a permit must first be approved by the Old Town Design Review Committee for historic sensitivity and compliance with the materials, color, and lighting requirements for Old Town).





Districts: An Old Town Design District surrounds a core Old Town Center District, both of which have special regulations that apply to their respective areas.

Elements Regulated for Commercial: Items subject to regulation include building materials and colors; mass, size, and form of buildings; and architectural elements including walls, doors, windows, cornices, parapets, roofs, and awnings and canopies.

Elements Regulated for Residential: Items subject to regulation include compatibility of building scale, architectural style, and materials; roofs; and porches. A set of key principles also address building setbacks, parking placement, mature tree canopy, and the pedestrian environment.

Guidelines for Building Alterations and Additions: The ordinance encourages preservation and re-use of existing buildings in Old Town, and provides guidelines for such activity: (1) design an alteration to be compatible with the original character of the property; (2) minimize the visual impacts of an addition to a commercial building; (3) design an addition to a structure to be compatible with the primary building; and (4) when adapting a residence to a commercial use, respect the residential character of the building.

Site Plans: Old Town Development Plans are required for sites proposed for new construction, redevelopment that meets certain criteria, a change in use from residential to commercial, or if the property use ceased for more than 12 months.

- ◆ A City Council-appointed Old Town Design Review Committee was also established. This committee serves in an advisory capacity to the Council on all matters pertaining to the design of the Old Town area. The committee is charged with enforcing (and proposing needed amendments to) the Old Town Design Standards. These committee reviews apply to new construction as well as any exterior changes to a home or commercial building that require a building permit.
- ◆ The City of Lewisville has established various forms of incentives to enable the City to participate directly in desired reinvestment activities. Examples include land acquisition, financing, fast-track permitting, tax relief, infrastructure assistance, and other forms of public/private partnerships. Targeted projects include single-family development/ redevelopment, multi-family projects, office uses, retail establishments, and mixed-use residential/commercial projects. Considerations for potential incentives include location, type of





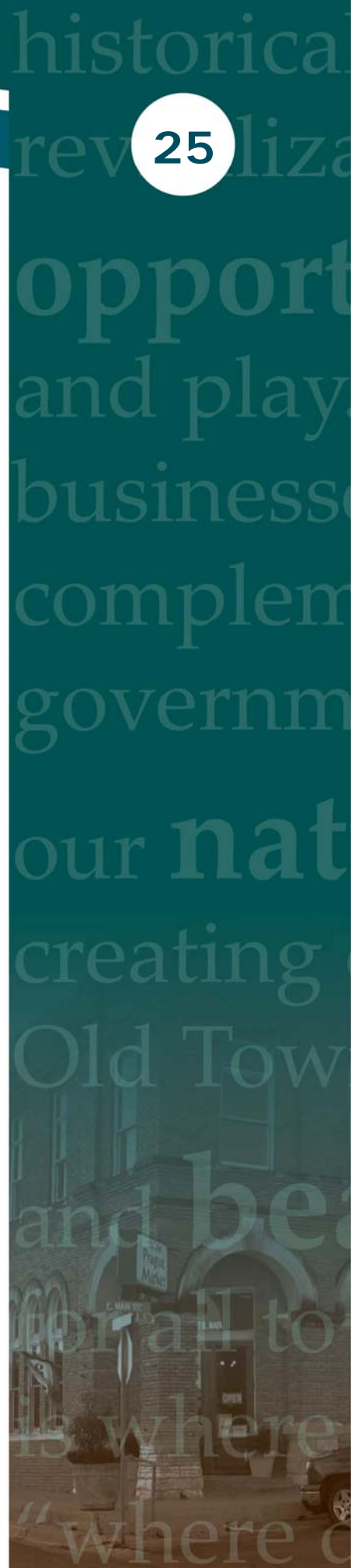
project, architectural style of the project, and economic impact of the project to Old Town specifically and Lewisville as a whole. Within Lewisville's Tax Increment Reinvestment Zone #1, incentives are intended to support retail, restaurant, office, and higher-density residential projects that are enhancing the aesthetic appearance of properties to a character that is harmonious with Old Town.

Retail Incentive (within Old Town Center District): Retail or restaurant establishments constructing a new facility or making interior improvements to an existing building may qualify for a reimbursement of costs associated with finish out. The City identified three tiers of business types based on the amount of foot traffic a store is likely to bring to Old Town: (1) first-tier businesses include jewelry stores, gift shops, coffee shops, and restaurants and can qualify for 50 percent reimbursement up to \$20,000; (2) second-tier businesses include craft stores, florists, and sporting goods and music stores and can be reimbursed 40 percent up to \$15,000; and (3) third-tier businesses cover establishments not in the first two categories, which can get 30 percent reimbursement up to \$10,000. This incentive recognizes that start-up costs are generally higher for buildings in the Old Town area because of much older electrical and plumbing systems. A City staff member told the *Dallas Morning News*, "We're recruiting one by one to get us closer to the cluster needed for a successful district."

Aesthetic Incentive (within TIRZ #1): For projects that will construct a new facility or make exterior façade improvements to an existing facility for which the architectural design and construction of the materials and colors of the facility and signage are visually harmonious with the overall appearance, history, and cultural heritage of the Downtown Investment Area. Projects that are approved for this incentive may be required to enter into an Architectural Façade Easement with the City of Lewisville.

Construction Materials Sales Tax Rebate Incentive (within TIRZ #1): The same scenario as for the Aesthetic Incentive. Sales tax rebates will be only considered for the City of Lewisville portion of sales taxes reported and paid in the City of Lewisville on construction materials or supplies directly related to the approved project.

Retail and Restaurant Establishments Incentive (within TIRZ #1): The same scenario as for the Aesthetic and Construction Materials incentives, but specifically for retail and restaurant establishments. Such projects may be considered for a rebate of



sales and use taxes and/or alcoholic beverage sales and use taxes. Sales tax rebates will only be considered for the City of Lewisville portion of sales taxes reported and paid in the City of Lewisville. The incentives are for a maximum of 100 percent for three years.

Beautification Program (within TIRZ #1): This is to encourage the construction, protection, or restoration of public features that provides a unique atmosphere and amenity to both pedestrians and motorists within the area. Such features should improve the visual appearance of the Old Town area, which is critical both to the success of individual businesses and to the economic health and vitality of the district and City as a whole. Funds may be used only for the enhancement of exterior elements (versus interior renovation and restoration). Examples include canopies, signs, public art, clocks, water features, landscaping, and seating areas or benches.

- ◆ In addition to highlighting Old Town attractions and events on a City webpage for new Lewisville residents, the website also has a Frequently Asked Questions (FAQ) section about renovating or building a residential or commercial building in Old Town.
- ◆ All web information about Old Town is found within the website of the City's economic development function. This includes highlighting Old Town on the Office of Economic Development's "Quality of Life" webpage, as well as providing various other web paths to Old Town information.
- ◆ Old Town is highlighted on the homepage of the Lewisville Convention & Visitors Bureau website, as well as on the CV&B's Area Attractions webpage: "Lewisville strikes a dynamic balance between small-town USA and urban metropolis. It's just minutes from the excitement of Dallas Fort Worth Metroplex; yet old-town charm is still next door when you visit the antique shops, specialty stores, and restaurants of Old Town Lewisville." This statement highlights the benefits of old and new in a suburban community near a major city. This additional website blurb also paints the desired picture of Old Town:

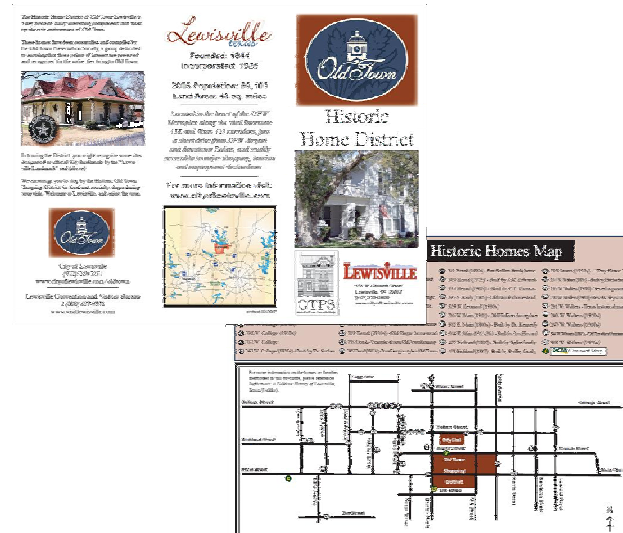
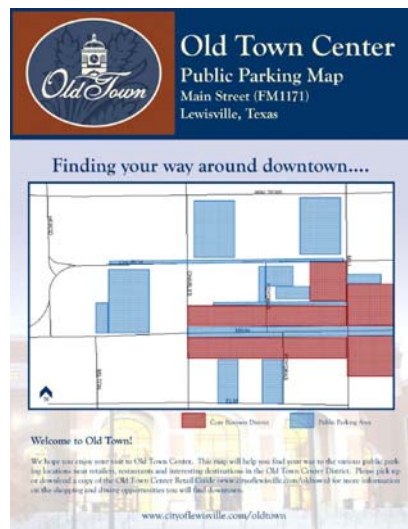


*This revitalized downtown district featuring buildings from the early decades of the 20th century offers shopping, casual dining and heritage.*

*Browse to your heart's content in the comfortable, hometown ambiance of Old Town Lewisville, and watch the calendar for frequent concerts and special events.*

- ◆ The City has helped to support an Old Town Business Association, geared toward downtown merchants, which was active in all Old Town planning efforts to date. As part of the day-long Holiday at the Hall festival described below, an Old Town Stroll highlights Main Street businesses, with refreshments provided by participating local merchants. The Old Town Business Association distributes "Santa Shuffle" cards for prize drawings to festival attendees who visit downtown businesses.
- ◆ An Old Town Preservation Society focuses on the historical aspects of Old Town Center revitalization and promotion. This includes the Historic Homes registry and tour guide highlighted here.
- ◆ Old Town is known by residents as the regular site for various community events and parades (complete with downtown street closures), including a Cinco de Mayo festival each May, a Western Day each August, and the Holiday at the Hall (City Hall) festival each December. The Holiday festival attracts more

*The City of Lewisville has created a series of guides for Old Town Center patrons and visitors, including a parking map, a guide to shopping and dining, and a guide to historic home locations in the area. The City also promotes Old Town through advertising in regional newspapers and publications.*





than 15,000 people. In 2003 it was named the best special event in the U.S. among cities with similar population by the City-County Communications & Marketing Association.



- ◆ A Farmers Market was started in 2006 as another way to bring street activity to Old Town. The market began with only one produce vendor, who actually grew up in Old Town. The market, held in the Old Town pedestrian plaza between Main Street and City Hall, has become a great success. It now runs every Saturday from spring through fall.
- ◆ In addition to hosting periodic community events, Old Town Lewisville is a venue for arts and culture. This includes the Greater Lewisville Community Theatre, just a few blocks from City Hall, and the "Sounds of Lewisville." The "Sounds" series involves both a summer and a fall series of free outdoor concerts, which are staged adjacent to the new City Hall. The summer series was actually moved to Old Town after operating for years at another location. The newer fall series is held on Tuesday evenings. Both series are coordinated by the City's Community Relations & Tourism Department with assistance from the Parks & Leisure Services Department. All performances are taped and replayed on the local cable channel, LVTU.



The City of Pearland is the fastest growing suburban community in the Houston area. Its proximity to the Texas Medical Center and other major activity centers in central Houston, as well as Hobby Airport, has made it an attractive residential location. Pearland's current City limits stretch approximately 15 miles from east to west, and the City's Old Townsite area is slightly to the east of center and away from the two major freeways that provide access to the community: north-south State Highway 288 and east-west Beltway 8.

Pearland has experienced explosive residential growth in recent decades, both through scattered subdivisions as well as large master-planned developments. Significant retail development is now following, especially on the western end of the City at SH 288, where the new Pearland Town Center mixed-use project recently opened. After growing from approximately 19,000



to 41,000 residents during the 1990s, Pearland was identified in the July 2007 issues of *Forbes* magazine as the 34<sup>th</sup> fastest growing suburb in the nation based on 100 percent population growth in the seven years since 2000, reaching roughly 85,000 persons. The City is projected to have 120,000 residents soon after 2010. The median household income was estimated at just under \$80,000 in 2007.

The following statement in the 2007 Annual Report of the Pearland Economic Development Corporation (PEDC) sums up the situation:

Pearland a destination city? Ten years ago this would have been a hard title to defend. Today, we have a population base that is supporting the development of virtually every type of retail, service, and recreation amenity. These premium amenities are helping the PEDC in its efforts to attract the best and brightest to live, work, and grow in Pearland.

The City adopted an Old Townsite Downtown Development District Plan in 2005. The plan was intended to describe and illustrate an overall vision for Pearland's Old Townsite so the City, property owners, and citizens could make informed decisions about future developments and enhancements.

### ***SIMILARITIES TO PFLUGERVILLE SCENARIO***

- ◆ The Pearland downtown plan noted the lack of an identity for Pearland and its traditional downtown, as well as limited economic and social vitality in the old core area. The plan emphasizes development and design strategies to establish both vitality and an image for the Old Townsite.
- ◆ The plan also notes that, after the City's incorporation in 1959, "Pearland began a slow continual growth outward of both land and population." The train station in the Old Townsite area eventually closed, and City Hall also was relocated from the area in 1987.
- ◆ Pearland's Old Townsite area has a variety of uses, including retail, offices, and institutional (schools and churches), as well as single-family residential streets and blocks both within the area and around its edges. As in Pflugerville, there is no anchor use or signature draw to bring residents or visitors to the area.
- ◆ The Old Townsite area is divided into four quadrants. Each quadrant is somewhat distinct due to their separation by non-pedestrian friendly streets. Railroad tracks also parallel the main north-south

"Pearland really doesn't have a downtown, so I consider [the Old Townsite] our downtown. It's important to do something in that ... area because it preserves the integrity of where our community came from, which I think is important moving forward with so much growth."

— Councilman Kevin Cole  
January 2008



street through the area, State Highway 35 (Main Street), presenting another barrier to non-vehicular circulation.

- ◆ The plan notes that the original town site area is “subjected to commuter traffic derived from the 120,000+ people living within a five-mile radius.” Approximately 1,100 residents live within the Old Townsite itself.
- ◆ At the time the plan was prepared (2005), the City’s existing zoning and development standards did not address the area’s unique features. As a result, much of the Old Townsite’s original character had been lost over time, and any visual boundaries had become blurred with adjacent areas, in the face of development trends that emphasized larger sites and strip commercial with an auto orientation.
- ◆ An Old Townsite Committee provides a forum for monitoring and reporting on plan implementation activities.

### *DIFFERENCES FROM PFLUGERVILLE SCENARIO*

- ◆ Pearland is similar to Pflugerville in terms of still being in the early stages of downtown revitalization efforts. However, Pflugerville appears to be ahead of Pearland on several fronts, including having (1) a more formal organizational structure, through the Downtown Planning Committee and related entities, geared toward downtown enhancement (though not a dedicated City staff person); (2) an established downtown business association; (3) more special events that are held downtown; and (4) more extensive promotional efforts via the web and other media.

### *PLANNING AND IMPLEMENTATION FOCUS*

- ◆ As in Lewisville, Pearland has a designated staff person—an Old Townsite Coordinator—to focus on implementation of the area redevelopment plan and provide a direct liaison to City government, especially for those wanting to expand or improve an existing building. Hired in April 2008, nearly three years after plan completion, the coordinator is an employee of the City’s Economic Development Corporation and will emphasize bringing new investments to the community’s old downtown. This new position will also promote cooperation and information sharing, such as the Coordinator’s updates to the Pearland Historical Society membership.



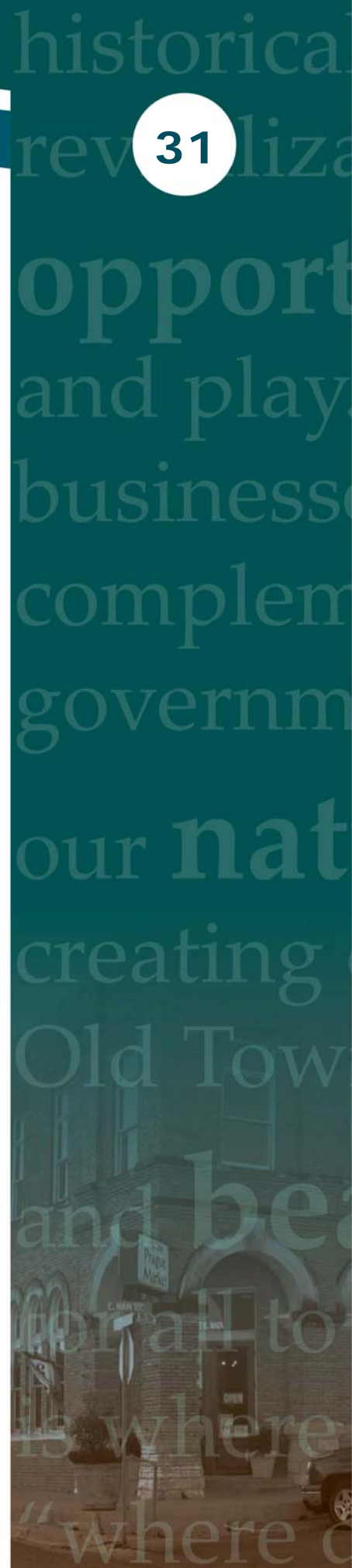
- ◆ The City is investing in physical improvements based on the Old Townsite plan, including:
  - a \$1 million sewer rehabilitation project;
  - an \$8.3 million drainage project (and another future project estimated at \$2 million);
  - a \$500,000 park development project;
  - an \$8 million street improvement project; and
  - a streetscape beautification project for a portion of the main street through the area (Grand Boulevard).

City staff reported that out of a \$162 million capital improvements budget, \$28 million was earmarked for projects in the Old Townsite area, including installation of new sidewalks.

- ◆ The City adopted more flexible zoning and development standards created specifically to implement priorities in the Old Townsite plan (reinforce existing land use patterns and character, emphasize mixed uses and a focus on public spaces, ensure a walkable area, and promote good building and streetscape design). The flexibility came in several forms: (1) allowing multiple types of development and uses within the area; (2) reducing parking ratios and encouraging shared parking; (3) providing flexibility in building codes (subject to certain parameters) and façade requirements to encourage relocation and re-use of existing buildings; (4) allowing pre-existing nonconforming structures to be rebuilt on the same footprint or in accordance with the new standards; and (5) allowing nonconforming structures to remain in this recognized status even when the building use changes.

Three new zoning classifications unique to the Old Townsite area were created:

Old Townsite General Business (OT-GB): This district provides for a smaller minimum lot area (3,000 square feet) than the community-wide General Business zoning. A zero setback is allowed where properties abut the two major streets through the area (depending on the available right-of-way). No maximum building height limit is imposed. Reconstruction or development on narrow pre-existing lots is permitted. Typical GB uses are required on the first floor, including for parking structures, unless institutional/government uses are proposed, which are conditional uses. Residential on upper floors also requires a conditional use permit. An additional dwelling unit or a home occupation is allowed in accessory buildings.





Old Townsite Single Family Dwelling (OT-R): This district also provides for a smaller minimum lot size (3,000 square feet), but for residential use in this case, relative to the City's standard R-4 single-family district. Reconstruction or development on narrow pre-existing lots is also permitted in OT-R. No maximum building height limit is specified. The district also goes beyond typical R-4 zoning by permitting townhomes and duplexes by right. All uses in the Office & Professional District (OP) are also allowed subject to a conditional use permit, as is also required for all institutional uses. Common open space is required for all townhouse and multi-family developments. An additional dwelling unit or a home occupation is allowed in accessory buildings as in OT-GB.

Old Townsite Mixed Use (OT-MU): Like OT-GB and OT-R, this district also provides for a smaller minimum lot size (3,000 square feet) relative to the City's standard GB district. A zero front setback is also authorized. Reconstruction or development on narrow pre-existing lots is also permitted. Building height is limited to the lesser of 40 feet or three stories. The district also goes beyond typical GB zoning by permitting by right all used allowed in the Office & Professional (OP), Townhouse Residential (TH), and Single Family Dwelling (R-4) districts. Multi-Family (MF) district uses are allowed subject to a conditional use permit. The same common open space requirement applies for townhouse and multi-family developments as in OT-R. The same allowance is offered, as in OT-GB and OT-R, for an additional dwelling unit or a home occupation in an accessory building.

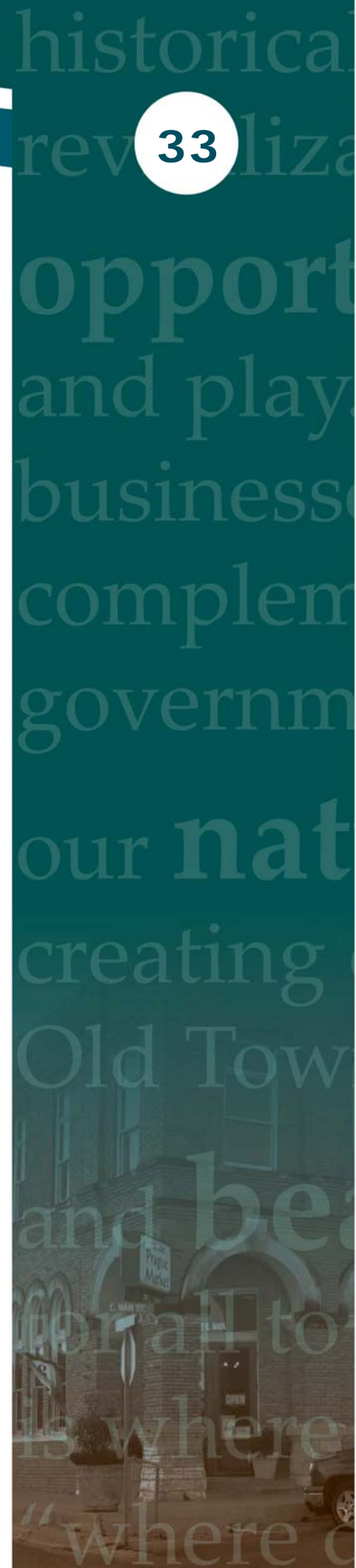
- ◆ In all three Old Townsite zoning districts, the primary building façade facing a street must be constructed to where at least 75 percent is on the front building line. This required proportion may be reduced to 50 percent if wider sidewalks than usual are provided or if courtyard spaces are constructed along the street. Additionally, certain façade elements (e.g., awnings, canopies, balconies, colonnades, arcades, bay windows, stoops, front porches) may be allowed to project into the street right-of-way if found to conform with City guidelines (or if approved by TxDOT along state roads). No parking is permitted in the required front yard area, if any.
- ◆ Accessory outdoor seating for restaurants is permitted by right in the OT-R and OT-MU districts and may be allowed in OT-GB, subject to a conditional use permit and maintenance of adequate clear passage on sidewalks and in public right-of-way along streets (and subject to TxDOT approval along state roads).



- ◆ Significantly, in all three Old Townsite zoning districts, non-residential uses in existing structures may be allowed to reduce by up to 50 percent the number of parking spaces that would ordinarily be required under the City's Unified Development Code. An even greater parking waiver may be granted based on a traffic study and specific City approval. Special parallel parking provisions are also provided for properties where an existing residential use is being converted to non-residential use.
- ◆ Existing development standards in the City's Unified Development Code are supplemented by a higher level of standards in the Old Townsite area on the following topics:
  - Drive-thru facilities (not on primary street façade, not hinder pedestrian flow).
  - Undergrounding of utilities for new construction or significant renovation, where feasible (or above-ground location at rear of site or other shielded location, and location of above-ground equipment to avoid pedestrian conflicts).
  - No rear building façades or loading docks facing toward certain streets.
  - Screening of certain equipment.
  - Façade transparency/window requirements (percentage requirements for non-residential and residential buildings, including a minimum 25 percent of non-residential façade wall area devoted to store front windows on the ground floor). Reduced percentages may be possible via a conditional use permit approval, and existing buildings may also be exempted for remodeling or repair work.
  - No outdoor commercial activities or uses without a temporary permit (outdoor display via a conditional use permit, and outdoor storage also via a CUP with required screening).

Exceptions from typical UDC standards are also provided in some cases, such as allowing wood and hardy plank for building façades in the Old Townsite area, and allowing projecting signs and awning signs in addition to wall signs subject to City approval.

- ◆ The City Code also includes "Development Recommendations" to encourage—but not require—certain desired outcomes in the Old Townsite area. This includes:
  - Mixed uses on each block, and "active uses" such as shopping or dining on each street.
  - Accentuation of primary entrances through architectural features.



- Building design at a human and pedestrian-friendly scale, including making lower floors architecturally different from but still compatible with upper floors through level of detail and design.
- Use of alleys and side streets as the primary access for parking lots and loading docks.
- Special landscape features (e.g., flowerpots in streetscape, hanging baskets on new light poles, planting beds).

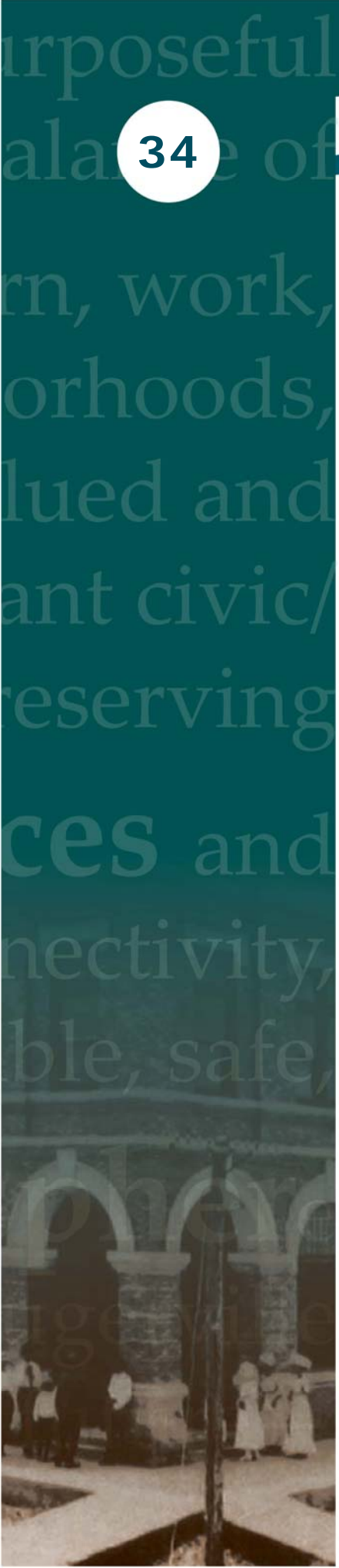
- ◆ The City's Tree Protection and Preservation ordinance provides special protection for "heritage trees" within the Old Townsite area.
- ◆ The City plans to develop a streetscape plan based on recommendations in the Old Townsite plan. Once the City has adopted streetscape standards, then property owners will be responsible for installing street furniture (pedestrian lighting, benches, signs, tree lighting, public art, etc.) when property is developed.
- ◆ City staff met with neighborhood residents to discuss the possibility of forming an Old Townsite Neighborhood Association, with good turnout for this meeting. Most of the discussion focused on the purposes of such an association, and most agreed that it would be a good vehicle for communication and information dissemination.

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## APPENDIX

### *HANDOUT MATERIALS USED AT OLD TOWN VISION FORUMS AND MEETINGS*

1. Key Issues and Interests from Old Town Pflugerville Stakeholder Forums
2. From Values to Vision—and on to Action
3. Notes from City-Wide Forum for Pflugerville Old Town Vision





# APPENDIX



## **Key Issues and Interests from Old Town Pflugerville Stakeholder Forums**

*October 21-23, 2008*

**OVERALL:** What Old Town can and should be in the future (realistically)

### **1. Overall viability (and competitiveness with other emerging commercial destinations elsewhere in Pflugerville)—sufficient reasons to come to Old Town?**

- What is the attraction?—need a “calling card,” something unique.
- Need walk-in traffic for retail.
- Need local job base—primarily a commuter community (gone 9:00-4:00).
- Not enough space (buildings, vacant lots).
- Cost of what is available (for small businesses).
- Not enough businesses—or sufficient business variety (current zoning may not allow it).
- Businesses are spread out—need clusters.
- Newer construction is office versus retail.
- Pecan Street challenges (parking, cost of building renovations).
- Vacancy perception (along Pecan Street)—but spaces do turn over (downtown “breathing in and out”).
- Small businesses are competing with national/international businesses.
- Home-grown small businesses have basic challenges of their own.
- Certain businesses can do well in Old Town (e.g., services, certain restaurants).
- Limited visibility of Main versus Pecan—make people aware it is more than a residential area.
- Directional signs (highlighting historical aspects too).
- Need local transportation.
- Does broader community care?
- Perception of Austinites that Pflugerville is far away.

### **2. Appropriate level of public investment given Old Town role/profile**

- City government needs to focus.
- Do a plan and provide funding for implementation.

### **3. How far does “downtown” extend?—and is that area all meant to be non-residential over time?**

- Need better definition.

### **4. Strength and stability of downtown business community—and downtown’s suitability as a business location (retail, office, entertainment) in general**

- More destinations (retail, restaurants, entertainment), reasons to come (e.g., Farmers Market).
- Identity, something to distinguish it.
- No “square” as in some other downtowns (e.g., Georgetown).
- Parking for Pecan Street businesses.
- Pedestrian improvements (neighborhood and park connections).
- Challenge of residential opposition to commercial zone changes.

### **5. Acceptability of higher intensity commercial and/or residential development/redevelopment**

- Need both in Old Town.
- Need more commerce to attract higher density residential.



**6. Commercial encroachment into residential streets/blocks—and residential/commercial mix and interaction in general**

- Basic proximity of potentially incompatible uses (lights, noise).
- “Domino effect” concern of nearby residents.
- Should not have zoning boundary on a street (versus mid block or along alley)—potential for conflicting uses facing one another (e.g., Hall Street just south of Pecan).
- Smaller CBD boundary—OR, plan for higher intensity in core area and avoid encroachment at fringe.
- Use existing commercial sites (e.g., Princess Craft RV).
- Use houses fronting on Pecan for business.
- Under-utilized commercial property, especially on east side.
- Some homes backing up to commercial tracts have limited rear setbacks due to lot configuration (e.g., on cul-de-sacs—Meadow Creek Drive).
- Small footprint for Old Town in general, and commercial space within it (limited vacant property).
- Commercial encroaching because of limited space?—an argument for moving City Hall.
- Growth will require space—for business and/or City Hall expansion (not many options downtown).
- Even with greater density and/or vertical mixed use, limited room for new construction.
- Not just when residential physically abuts commercial—can hear bar noise/music blocks away.

**7. Preservation of older buildings/homes versus teardown and fresh development**

- Preserve gin buildings.
- Maintain “old feel,” but provide opportunities for new construction.
- Historic preservation can boost property values.
- Consider tax abatements to assist property owners.

**8. Appropriateness/difficulty/understanding of CBD standards and Architectural Review Board (ARB) process**

- More consistency versus appearance of rules varying from project to project.
- Objective versus subjective rules.
- May prevent owners from achieving highest and best use of their properties.
- No more businesses—and business design/appearance—that does not fit (e.g., gas stations).

**9. Main Street extension (east and/or west)—and downtown access/visibility in general**

- More ways to get to/from downtown via primary streets.
- An extended, more viable Main Street.
- Bring in more traffic—make more of downtown visible, support retail.
- But, what’s the point? Why stop?
- Enough value, economic benefit to justify cost (including bridge over Gilleland Creek)?—maybe into gin tract area instead if development potential there.
- East extension would provide “back door” access to Pfluger tract—and better bike/ped access too.
- Need a strong, viable business presence first—reason for people to change driving habits and divert from other destinations and options.
- Potential to make Main and Pecan a one-way pair versus two-way traffic on both streets.
- Pecan Street traffic volume and speed is too high—hurts access to/from Old Town.
- Potential use of extended street and traffic volume.
- For economic development—but, respect what is already there.
- Some properties and buildings in path (or would lose parking).
- Would be a major road near homes (Meadow Creek Drive)—right behind one home.
- Road appearance/design/width—and potential views from it—good downtown gateway?
- Respect First United Methodist Church property in setting alignment of any eastward extension—do not split property.
- Access Pfluger tract from Pecan (north/south) versus FM 685 (east/west)—but still a creek crossing, and want to protect creek.
- Space on east side (including Pfluger tract)—what is long term use—transit?
- Would have serious impact on Timmerman Elementary.

- What is main entrance, path to downtown?

#### **10. Pecan Street safety—and walkable/bikable downtown in general**

- Cuts downtown in half (north and south).
- Railroad Avenue the only safe intersection for crossing.
- Mostly pass-through traffic—will Wells Branch Parkway divert some traffic?
- Inadequate pedestrian connectivity—so nobody walks.
- Area east of MoKan is cut off—needs better east-west connectivity.
- Feasible as the “Main Street” if not much of downtown south of Pecan?—and with businesses fronting on such a busy street where crossing is difficult.
- Pecan has more potential than the ½-mile of actual Main Street.
- Speed limit too high—still 45 mph when drivers get to Timmerman Elementary.
- Slow down traffic and accommodate more pedestrian crossing (i.e., encourage traffic to use alternative routes like Wells Branch Parkway).
- Different widths/designs of FM 1825/Pecan across town.
- Less need for Main Street extension if Pecan Street traffic situation is improved.
- Sidewalks are too close to road—need a safety barrier (low wall, landscaping).
- Safety concerns during special events.
- TxDOT roadway—City does not control it to pursue a redesign.
- FM 1825/Pecan Street is a major lifeline through the City—change it while we can.

#### **11. Parking quantity, location/convenience, type (centralized public, angled along frontages, rear and alley, etc.)**

- Parking for Pecan Street businesses.

#### **12. City Hall status/future and its significance to Old Town—and missed opportunities by City government in general**

- A last remaining “keystone”—or, is it needed downtown if there is another draw?
- A civic anchor—or potential anchor—that brings people.
- A center that supports cohesiveness of community.
- If it goes, what next?—need a draw for Old Town.
- Best fit where it is if think of City government as a business with employees, customers, visitors.
- Attracts certain types of “support” businesses (engineers, attorneys, accountants), which, in turn, bring restaurants, small shops, etc.
- Brings Old Town together.
- City Hall leaving would send a message to other investors (businesses, residents, property owners)—demonstrates City’s interest in Old Town.
- City Hall can play a catalyst role (as in Austin).
- Potential new facility that enhances downtown (building, streetscape).
- Some citizens do not know it is there—no visibility, how accessible?
- Oppose a new City Hall elsewhere, regardless of its location, due to its cost.
- Consider all location options.
- Some City functions could remain in Old Town while others could be moved elsewhere—or better to keep City departments consolidated?
- City staff bring foot traffic (lunch, shops).
- Official City functions should be downtown (City Councils, Boards/Commissions, management).
- Symbolic factor—seat of government—cohesiveness of community.
- “Heart” of downtown—or can other things serve that role?
- City Hall move would free space for more business and small business expansion.
- With increasing City size, need more than just a City Hall—need a multi-purpose facility.
- How big will Pflugerville be? What is the center?
- Learn from the Post Office move from downtown—there can be a new asset if City Hall leaves.
- History and sentimental value.
- Image it presents—newer development plus Old Town.

- Important where it goes—long term impact.

### **13. Future of particular tracts (Pfluger tract, Princess Craft RV site, Timmerman Elementary, old gin property, property along Gilleland Creek)**

- Largest properties in Old Town.
- Prime locations—need to think long term.

#### Pfluger Tract

- Possibilities here.
- Crucial tract—can help to link community (scattered development to north).
- Type and scale of use will determine how it affects/complements downtown and the whole community.
- Adjacent homes (north and west)—and homes on Meadow Creek Drive even closer to property line due to lesser rear setbacks.
- Larger neighborhood has an interest—will be impacted depending on how tract develops.
- Traffic impacts on FM 685 and Pecan.
- Charm + amenities + location.

#### Princess Craft RV

- Need more space.
- Owner concerned about what will happen there next (whether sold or leased)—needs to fit direction for downtown and benefit Old Town's future.

#### Timmerman Elementary

- Long-term PISD interest in property, whatever the use.
- What other use?—use other properties for potential alternate uses of Timmerman site.
- Community planning model to have neighborhood schools (walkable, ease of drop-off and pick-up, parent access during day and after school).
- All should support it (City, neighborhood, businesses).
- History (Rock Gym, football win streak).
- Some difficulties as ongoing school site (size, traffic, safety).
- Not oriented to Main Street (side entrance to campus)—appearance issues from Main with school dumpsters—should improve or else treat Pecan as “Main Street.”

#### Property along Gilleland Creek

- Creek a key downtown resource with redeeming quality—pretty, and a natural asset.
- Residents enjoy the creek and trails daily/regularly—preserve this asset.
- Development rules to preserve creek, green/natural space (serve as development buffer).
- Pollution prevention.
- Further development of Gilleland Creek Park.

#### Old Gin Property

- First United Methodist Church (as new owner) interested in ways to benefit community.
- Continue to use for community events.

#### Other

- MoKan Storage site also.

### **14. Positive/negative impacts of downtown special events**

- First United Methodist Church provides parking for special events.

### **15. Transit potential (via MoKan right-of-way)—and possible future spark for downtown**

- [No discussion]

### **16. Downtown planning/enhancement/implementation process—and leadership and community involvement in that ongoing process**

- [No discussion]

### **17. Preservation of Gilleland Creek. [ADDED at Neighborhood Forum]**

- [No discussion—see Issue #13]



## **18. Preservation of current green space. [ADDED at Neighborhood Forum]**

- [No discussion]

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### **Initial Thoughts on an Old Town VISION**

- A critical mass of something—entertainment?, retail?
- A "go to" place—but what signature aspect?
- Make a true "Old Town."
- A downtown that is affordable to the surrounding community.
- More special events ("First Fridays" type of regular event like in Georgetown).
- Split on various Old Town issues based on age and tenure in Pflugerville?
- Need to take more control of our future (e.g., not using City's lack of control of MoKan right-of-way as an excuse for not doing certain things).
- Need a 30-50 year vision, when Pflugerville is a truly regional city.



From Values to Vision—and on to Action

VALUES	(as expressed through forums)
■	Community cohesiveness (events, churches, concern about impacts when sites redevelop)
■	Small town atmosphere, charm, personality
■	Special/unique image for community
■	Neighborhood integrity (peace and quiet, local schools)
■	Environmental protection (creek, green space)
■	Community history, nostalgia (original/older homes on large lots)
■	Civic symbolism (City Hall in downtown)
■	Respect for cherished institutions
■	Economic development (non-residential tax base, business sustainability)
■	Support of small businesses
■	Local amenities (shopping, restaurants, new attractions)
■	Vibrant downtown
■	Outdoor recreation (parks and trails)
■	Fair government (reasonable regulations, consistent procedures, cost effective projects)
■	Private property rights (cost/delay of regulation, protection of residential and commercial areas)
■	Community engagement
■	Compatible, quality development (design, appearance, residential/commercial, overall fit with community)
■	Rental property concerns (density, school/traffic impacts)
■	Convenient mobility and circulation (connectivity, accessibility)
■	Safety (bike/ped, kids)
■	Balance (“Old/New Town”, quality/quantity)
■	Commitment to planning and action (active versus reactive)

Desired Characteristics (in no particular priority order)  “Downtown Should ...”	Considerations  ☺ = Opportunity (or prerequisite) ☹ = Concern or challenge	Action Types					
		Policy	Regulation	Capital	Program	Partnerships	More Study
1. Be VIBRANT - Have a mix of uses - Blend of old and new	☺ Promote redevelopment, including vertical mixed use (residential over ground-floor retail/office). ☹ Need to ensure architectural compatibility. ☹ Newer construction is mostly office.						
2. Be ACCESSIBLE - Destination and not just pass-through traffic (downtown viability) - Better linked to local and regional transportation system (connectivity) - Better bike/ped access	☺ Multi-modal transit center (and transit-oriented development potential). ☹ Minimize disruption of abutting properties (e.g., from road improvements). ☹ Needs more visibility, directional signage (and highlight main “gateways”). ☹ Concern about potential high-capacity transportation use of MoKan right-of-way. ☹ Cost justification of potential improvements (e.g., crossings of creek and MoKan right-of-way).						
3. Have a CIVIC PRESENCE - City Hall (or some official/administrative/public functions) - Symbolic factor (community cohesiveness)	☺ Potential catalyst role of City Hall improvements. ☺ A “city square” (like Georgetown). ☹ Even less commercial space and parking if current City Hall enlarged. ☹ Need larger, multi-purpose facility for size of City—difficult downtown.						
4. Be WALKABLE - Pedestrian friendly (shopping and offices)	☺ Pedestrian mall. ☺ Connect existing pathways all the way into downtown. ☹ FM 1825-Pecan Street traffic volume and speed (and sidewalks close to road).						
5. Have a RESIDENTIAL component - Neighborhood to <u>live</u> , work and play	☺ Need housing in a downtown. ☹ Need to validate/clarify CBD overlay boundary, objectives and mechanisms (concerns about neighborhood conservation, multi-family residential).						
6. Be a GATHERING PLACE - Community events and activities	☺ Outdoor seating. ☺ Events venue. ☺ Live music. ☺ Attractions that serve a diverse population. ☺ Availability of gin property for events and parking (with church ownership). ☹ Need to address parking needs. ☹ Traffic-related safety concerns. ☹ Not just beer joints. ☹ Noise can impact residential peace and quiet blocks away.						
7. Be GREEN	☺ Capitalize on existing green spaces—and make them more accessible. ☺ Trees. ☺ Green building and conservation practices too. ☹ Protect Gilleland Creek from adverse impacts.						
8. Have a DISTINCT IMAGE and DRAW - Theme - Marketing (name/brand, identity, location relative to Austin) - Aesthetics and beautification	☺ New attractions, but maintain the charm. ☺ Create a small town square. ☺ Be family friendly. ☹ Need to clarify local and regional function of downtown.						
9. Be ATTRACTIVE for BUSINESS - Strong support for businesses - Offer adequate infrastructure capacity (including technology)	☺ Development friendly. ☺ Retail (a “Main Street” area). ☺ Business sustainability—market area to types of businesses that will survive. ☺ Incentives. ☺ Under-utilized commercial property available, especially on east side (and potential re-use of some sites). ☹ Need to validate/clarify CBD overlay boundary, objectives and mechanisms (neighborhood opposition to commercial zone changes, process concerns). ☹ Need to address parking needs (especially Pecan Street businesses). ☹ Need a local job base to support more retail. ☹ Not enough space (buildings, vacant lots), plus cost. ☹ Not enough variety in or clustering of existing businesses. ☹ Enough market support even from local community?						
10. Maintain HISTORIC features	☺ Protection and revitalization of historic buildings/sites. ☺ Highlight historical features with directional signage. ☹ Remove old, substandard (not historical) buildings and build new.						





## NOTES

### City-Wide Forum for Pflugerville Old Town Vision

*November 10, 2008*

#### New Participants' Vision

- ▶ Old Town is the heart of the city like a kitchen is the heart to the home
- ▶ Need small businesses so you don't have to leave the city
- ▶ Envision old town with things that the community needs
- ▶ Rex Hoover – wants to relocate city hall complex
- ▶ Integrate hike / bike trail to downtown
- ▶ Downtown is out of sight, out of mind
- ▶ No place to park – more vehicular accessibility
- ▶ Important to maintain charm of residential and shops – need to protect residential
- ▶ Not a lot to do downtown after five; need more uses to attract people
- ▶ Desire policy/guideline for redevelopment
- ▶ Prefer denser development, traditional neighborhood development
- ▶ Need to draw vehicular access:
  - Parking
  - Railroad and Main – parking garage
- ▶ Residents south of Pecan:
  - Many have been buying property to control land, want to protect residential
- ▶ Need downtown activity center – services for seniors
- ▶ Services / activities for small children:
  - “work together and play together”

#### Discussion on Desired Characteristics for Old Town

##### 1. Be Vibrant

- a. City Council shot down “modern urbanism”
  - i. Parking garage idea got rejected, NIMBY (Not in My Backyard) issues
- b. Promoting new businesses via City website
- c. Bethesda, Maryland example
  - i. Transit-oriented development and mixed neighborhoods
  - ii. Has a variety of uses – restaurants, retail
  - iii. Where is the plan for light rail in Pflugerville?
  - iv. Pflugerville needs people places, gathering areas

##### 2. Be Accessible

- a. Accommodate walking – need sidewalks
  - i. Challenge to cross busy street with stroller
  - ii. Many people try to pass through Old Town to other destinations (e.g., walk to grocery store)
- b. Main Street is an accessory street to Pecan Street (need a “paradigm shift”)
  - i. Take control of Pecan from TxDOT for improvements
  - ii. It is much more active than Main
  - iii. Many people already mistake Pecan for Main
  - iv. Traffic study already confirms that there is minimal traffic along Main (according to Rex Hoover)

- c. City has attracted a lot of senior living accommodations
  - i. Don't want more bike paths – want wide sidewalks, curbs, ramps, and other amenities for seniors

### **3. Civic Presence**

- a. Opportunity to take on County presence as well
  - i. Inconvenience of voting locations

### **4. Be Walkable**

- a. Waco example – smooth sidewalks and ramps
- b. Target area is High School to Gilleland Creek
- c. Lack of lighting – night time visibility
  - i. Especially Pecan, ideally around Railroad and Main
- d. Will the Wells Branch Parkway divert some traffic and provide an opportunity for slower traffic and more pedestrian friendliness on Pecan?

### **5. Residential Component**

- a. Have residential already but nothing to do other than parks
- b. Example of Braker Lane and MoPac – offers denser options where people don't have to take care of their yards
  - i. Old Town might be an opportunity for more density
  - ii. Dallas – areas with four-plexes and mature trees
- c. Missing uses that attract a different crowd
- d. Enjoy big lots and streets – feel opposed to rezoning, residential would leave
  - i. Feel threatened by ebb of commercial
- e. Need a way to incorporate new uses that don't infiltrate the neighborhood but have an urban vibe
- f. Don't feel threatened by empty buildings, crime
- g. Highway 95 – Bartlett, Granger and Taylor are examples of communities that didn't revitalize – negative impacts
- h. Need examples of high-end development in historical areas
- i. Mercedes, McAllen, Weslaco are positive examples of long commercial corridors

### **6. Gathering Place**

- a. Old Gin tract – First United Methodist Church purchased
  - i. Old Gin tract and Princess Craft properties are the key to success
- b. Puyallup, Washington – good example where the City built parking
- c. One resident moved downtown specifically for the events
- d. Wells Branch always has something going on – uses a marquee to advertise events
- e. Underutilized assets
  - i. Hanover's, Knebels, and creek
  - ii. Already have a live music and outdoor component
  - iii. Need to bring "girls/boys nights" downtown

### **7. Be Green**

- a. [no comments]

### **8. Distinct Image and Draw**

- a. Add wildflowers everywhere and make that the town image for marketing
- b. Rod Reyna's questions:
  - i. Granny's just sold – use it or level?
  - ii. Keep Old Gin buildings or not?

- iii. Lampasas – wall mural
  - 1. Mural images all over town?
  - 2. Use old structures as western theme (as found on Pecan)?
- c. Old Town – when thinking revitalization, think Wimberley with its bed and breakfasts, sidewalks, water feature, etc.

**9. Be Attractive for Businesses**

- a. Need to be proactive for small and large businesses
- b. Preference for support of small businesses
- c. A big challenge is that there is every type of business outside of the City
  - i. Why should a shop owner go in Old Town?
- d. Had music store but failed
  - i. Many successes, such as ceramic store, ice cream, swimming pool nearby
  - ii. Need to market what the community does have
- e. Central Park example in New York – was planned
- f. Need to discuss overpass on Railroad
  - i. The overpass in Lockhart ruined entry to City

**10. Be Historic**

- a. [no comments]





KENDIG KEAST  
COLLABORATIVE