



# DOWNTOWN ACTION PLAN

*Eat, Drink & Be Pfestive  
(2019-2021)*



9/25/18



# ACKNOWLEDGMENTS

## **City Council**

Victor Gonzales, Mayor (Downtown Subcommittee Member)  
Doug Weiss, Councilmember—Place 1 (Downtown Subcommittee Member)  
Jeff Marsh, Councilmember—Place 2 (Downtown Subcommittee Member)  
Omar Peña, Councilmember—Place 3 / Mayor Pro Tem  
Rudy Metayer, Councilmember—Place 4  
Mike Heath, Councilmember—Place 5  
Jim McDonald, Councilmember—Place 6

## **Planning and Zoning Commission**

Daniel Flores—Chair  
Pat Epstein—Vice Chair  
Geoff Guerrero  
Oscar Mitchell  
Ceasar Ruiz  
Nasim Uddin

## **City Staff**

Sereniah Breland, City Manager  
Trey Fletcher, AICP, Assistant City Manager  
Lauri Gillam, Assistant City Manager  
Emily Barron, AICP, Planning Director  
Jeremy Frazzell, Assistant Planning Director  
Erin Sellers, AICP, Senior Planner  
Abbey Rose, Planner II  
Terri Toledo, Communications Director  
Amy Giannini, P.E., City Engineer  
Chad Wood, P.E., Senior Transportation Engineer  
Amy Good, Finance Director  
Karen Thompson, City Secretary  
Jennifer Stubbs, Assistant City Secretary



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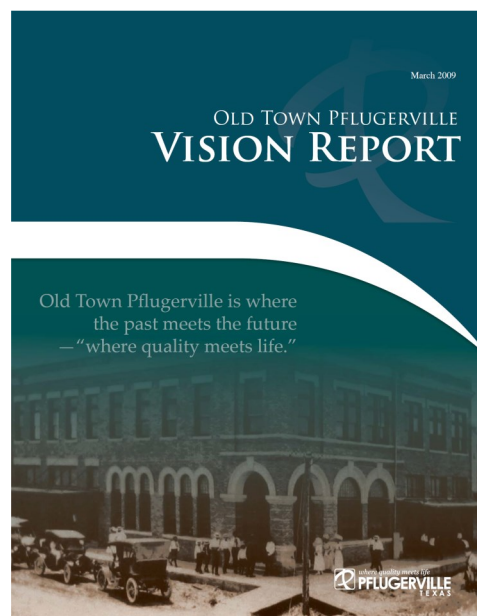
# INTRODUCTION

As Pflugerville continues to experience rapid residential growth and expanded retail and employment opportunities in the community, a surge of interest in revitalizing Downtown Pflugerville has reactivated Downtown planning efforts. To help facilitate these planning efforts, City Council assembled a subcommittee, composed of two City Council members and the Mayor. Starting in March of 2018, the subcommittee met regularly to discuss a myriad of topics related to Downtown.

The Downtown Action Plan is intended to expand upon and provide for an implementation schedule of the 2009 Old Town Pflugerville Vision Report's action items. Based on extensive public outreach methods, the Old Town Pflugerville Vision Report outlined top 10 desired characteristics for the revitalization of Downtown and providing for a balance of opportunities to live, learn, work and play.

Expanding upon the 10 desired characteristics, this Action Plan incorporates elements of the Project for Public Spaces (PPS) model for creating and sustaining great places. In this model, it provides a balance of interests by incorporating 4 principal elements to creating and sustaining a great place, including sociability, uses and activities, access and linkages, and lastly comfort and image.

The Downtown Action Plan is intended to be refined every three to five years to account for unforeseen changing conditions. By City Council adopting this plan by resolution, it shall represent the City's continued support and commitment to Downtown.



## WHAT MAKES A GREAT PLACE?

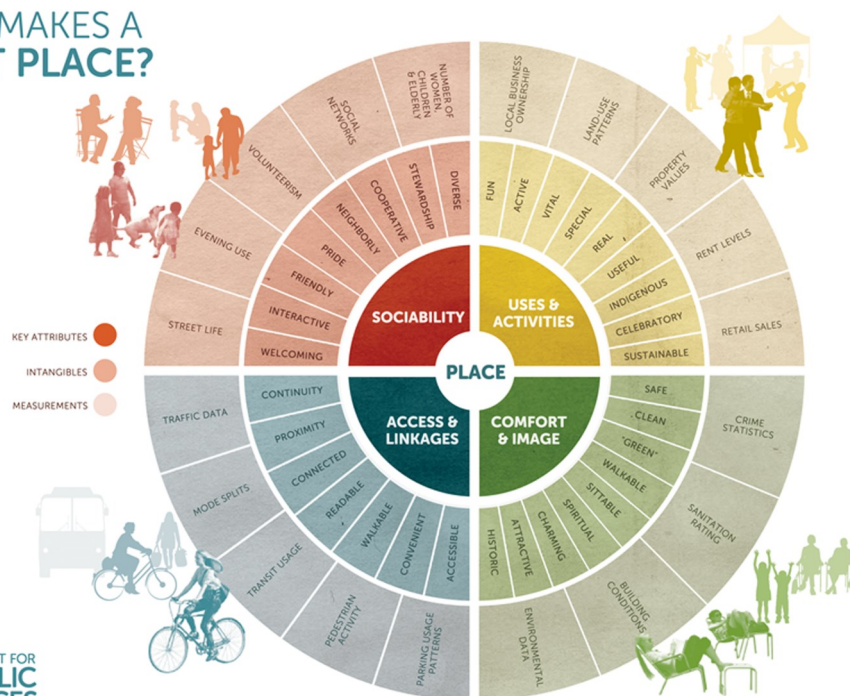


Image Credit: Project for Public Spaces





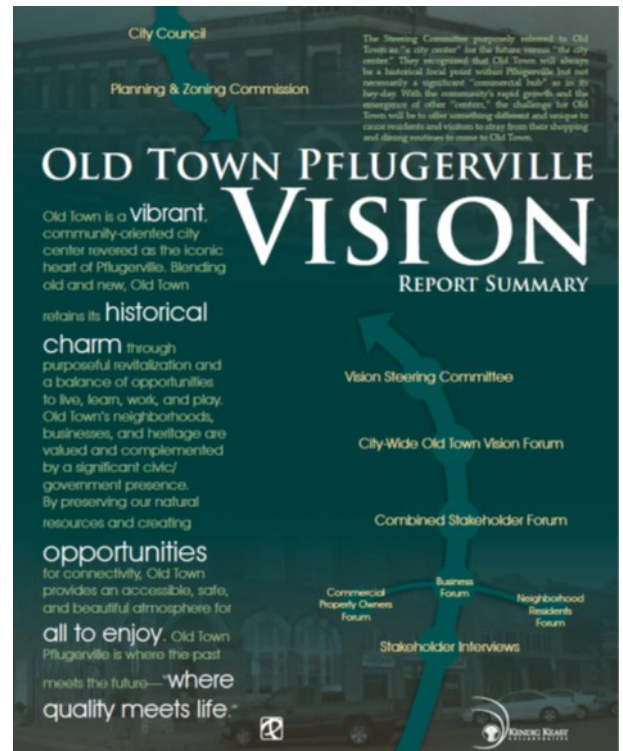
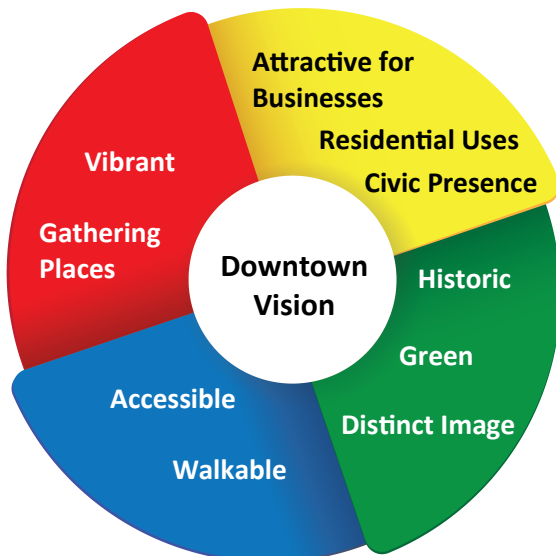
# OLD TOWN PFLUGERVILLE VISION REPORT

## 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 historic 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 presences. 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."

## Top 10 Desired Characteristics of Downtown

- ⇒ 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



## Top 5 Action Initiatives

- ⇒ Public Parking
- ⇒ Access and Circulation of Pecan Street
- ⇒ Streetscape Enhancements
- ⇒ Gateway and Intersection Improvements
- ⇒ Dedicated Staff Person

## Other Action Initiatives

- ⇒ Downtown-specific zoning district
- ⇒ Neighborhood Conservation zoning district
- ⇒ Economic Development and Marketing
- ⇒ CBD boundary review and potential adjustment
- ⇒ Maintain historic features



# DOWNTOWN PLANNING HISTORY TIMELINE

## Previous Activity: 2003 - 2017

2003: Envision Central Texas Concept Plan and Downtown Parking Study conducted

2004: CBD Overlay and Master Plan for Downtown Pflugerville approved

2007: Downtown Summit I (November)

2008: Downtown Summit II - City initiated consensus building charrettes

2009: Old Town Pflugerville Vision Report (March)

2010: Pflugerville 2030 Comprehensive Plan adoption

2013: Boundary discussion resumed

March 4, 2015 – City Council presentation “Pflugerville’s Playground”

March 11, 2015 – Downtown Business Association presentation

March 24, 2015 – City Council presentation “Pflugerville’s Downtown”

April 14, 2015 – Chamber Luncheon presentation “Pflugerville’s Downtown”

April 15, 2015 – Bond Committee presentation “Pflugerville’s Downtown”

April 12, 2016 – Funding Downtown presentation “What do we want to achieve?”

July 12, 2016 – Placemaking presentation

January 2017 – Downtown Infrastructure presentation

May 23, 2017 – City Council presentation “Downtown Boundaries, Infrastructure, Road Redesign”

## City Council Subcommittee: 2018

March 27, 2018 – Discussion: Code Amendments Part I

May 8, 2018 – Discussion: History of Downtown Planning, Placemaking, Marketing, Branding, Public Outreach Methods

May 29, 2018 – Discussion: Transportation

June 27, 2018 – Discussion: Code Amendments Part II

July 11, 2018 – Discussion: Financing & Creation of a Downtown Action Plan Introduction

July 25, 2018 – Discussion: Public Investment Development Opportunities

August 8, 2018 – Discussion: Private Investment Opportunities and Challenges - Developers

August 22, 2018 – Discussion: Downtown Action Plan Part I

September 5, 2018 – Discussion: Downtown Action Plan Part II



# SUMMARY OF SUBCOMMITTEE MEETINGS

## City Council Subcommittee: 2018

March 27, 2018 – Code Amendments Part I: Downtown Regulatory Boundaries, Architecture and Site Design

The topics discussed at this meeting included Downtown regulatory boundaries with a brief discussion on expanding the Downtown Overlay district to include properties south along Dessau Road, historic architectural styles and areas of Downtown to which the styles are appropriate to be applied, and streetscape improvement requirements.

May 8, 2018 – History of Downtown Planning, Placemaking, Marketing, Branding, Public Outreach Methods

This meeting included discussion topics of “placemaking” concepts and how they may be implemented in Downtown Pflugerville, an in-depth overview of Downtown planning efforts and vision plans, a review of the 2017 City of Pflugerville Community Survey results pertaining to Downtown, and a marketing and branding program.

May 29, 2018 – Transportation

The primary focus of this subcommittee meeting narrowed in on transportation with a concentration on Pecan Street circulation, capacity, safety, traffic calming methods and connectivity. The 2009 Old Town Pflugerville Vision Report identified Pecan Street access and circulation as one of the top 5 action initiatives. Main Street, Willow Way, and Oxford Drive extensions, as well as other local street extensions in Downtown, were discussed as opportunities for better circulation. Sidewalks and accessibility improvements were briefly discussed.

June 27, 2018 – Code Amendments Part II: Overlay and Base Zoning, Land Use Appropriateness, Building Heights and Setbacks, Build-to-Line Requirements, and Parking Requirements

The discussion topics included an overview of the mechanics of the existing interplay overlay district and base zoning and how they interact, the creation of new base zoning districts specifically designed for the context of downtown as another tool for improving the capability of land uses found downtown, building heights and setbacks, build-to-line requirements along specific roadway segments and parking requirements.

July 11, 2018 – Financing & Creation of a Downtown Action Plan Introduction

An overview of financing methods of public improvement projects were reviewed including the general fund, general obligation bonds, utility fund, PCDC, grants, public/private partnerships, and Tax Increment Reinvestment Zone (TIRZ) financing. The meeting closed with a brief discussion on the creation of a Downtown Action Plan and the form by which it is communicated to Downtown stakeholders and the general public.

July 25, 2018 – Public Investment Development Opportunities

As a primer to the creation of a Downtown Action Plan, this meeting focused on site-specific development opportunities and respective capital improvements that may be necessary to achieve development and redevelopment Downtown. Specific topics included street extensions, alley and public parking improvements, the Gin tract, the Pfluger Tract, South Downtown (“SoDo”), pedestrian and accessibility improvements, streetscaping opportunities, gateway improvements, parks and plaza opportunities, underground utilities, and public facilities.



# SUMMARY OF SUBCOMMITTEE MEETINGS

## City Council Subcommittee: 2018 Continued

### August 8, 2018 – Private Investment Opportunities and Challenges - Developers

At this meeting, the City staff invited a couple of developers to participate in a discussion of private investment opportunities and challenges in Downtown. In-depth discussion items included market conditions, business recruitment, lease rental rates, development code requirements, development costs, public infrastructure shortfalls, and Downtown assets and opportunities.

### August 22, 2018 – Downtown Action Plan Part I - Subcommittee Questionnaire Results and Discussion

At the July 11<sup>th</sup> subcommittee meeting, a take-home questionnaire was provided to the subcommittee members for the purposes of identifying Downtown priorities. At this meeting, the results of the questionnaire were discussed and the subcommittee members instructed staff to draft an action plan.

### August 29, 2018 – Private Investment Opportunities and Challenges - Developers

At this meeting, the City staff invited a couple of developers to participate in a discussion of private investment opportunities and challenges in Downtown. In-depth discussion items included market conditions, business recruitment, lease rental rates, development code requirements, development costs, public infrastructure shortfalls, and Downtown assets and opportunities.

### September 12, 2018 – Downtown Action Plan Part II - Final Report Draft Discussion

The subcommittee met one last time to review and fine-tune the final report to be presented to the whole City Council.



## Fiscal Year Action Items

The action items listed under each fiscal year represent immediate and short-term goals to be addressed generally within the next three years, contingent upon adequate funding and resources.

### FY 2019: Immediate Goals

- ⇒ Code Amendments
- ⇒ Water and Wastewater Analysis within the Master Plan updates
- ⇒ Downtown Parking Study and Right-of-Way Parking Location Analysis (City Staff)
- ⇒ Add Downtown to the TIRZ
- ⇒ Create initial TIRZ project list
  - ◆ Pedestrian and Accessibility Improvements
  - ◆ Streetscape
  - ◆ Gateways
  - ◆ Wayfinding
  - ◆ Alleys
  - ◆ Public Parking
  - ◆ Streets
  - ◆ Parks / Plazas
  - ◆ Undergrounding Overhead Utilities
- ⇒ Establish a Downtown Street Furniture Program with the Downtown Business Association

### FY 2020 - 2021: Short-Term Goals

- ⇒ Downtown Branding (Consultant) - FY'20
- ⇒ Downtown Planning Coordinator position funded - FY'20
  - ◆ Builds marketing program
  - ◆ Partner with Downtown Business Owners to help create more active event programming
  - ◆ Create a program focusing on small business retention
  - ◆ Pursue Grants
- ⇒ Pecan Street Traffic Study (Consultant) - F.M. 685, Dessau, Oxford Dr. Railroad, Main St. area (FY '20)
- ⇒ Overhead Utilities Inventory and Analysis (Consultant) - (FY '20)
- ⇒ Conceptual Plan (Consultant) - Streetscaping, Right-of-Way Parking, Pedestrian and Accessibility Improvements - (FY '20)
- ⇒ Design (Consultant) and Construction of TIRZ projects - FY'20 and '21
  - ◆ Main Street Extension
  - ◆ On-Street, Right-of-Way Parking
  - ◆ Pedestrian and Accessibility Improvements
  - ◆ Undergrounding Overhead Utilities
  - ◆ Streetscaping - Pecan Street and Main Street (e.g., landscaping, lighting, decorative pavement, street furniture)
- ⇒ Public Parking Garage – Location Analysis and Purchase Property
- ⇒ Location Analysis (City Staff) and Purchase Property, as applicable



## Mid-Range and Long-Term Goals

The action items listed under each fiscal year represent mid-range and long-term goals to be addressed, contingent upon adequate funding and resources.

### **FY 2022-2026: Mid-Range Goals**

- ⇒ Creation of 2022-2026 Downtown Action Plan (5-Year Plan)
- ⇒ Design (Consultant) and Construction of Mid-Range TIRZ projects
  - ◆ Gateway Improvements - Pecan Street
  - ◆ Wayfinding
  - ◆ Downtown - Outdoor Gathering Places
  - ◆ Public Art

### **FY 2027-2031: Long-Term Goals**

- ⇒ Creation of 2027-2031 Downtown Action Plan (5-Year Plan)
- ⇒ Design (Consultant) and Construction of Long-Term TIRZ projects
  - ◆ Oxford Drive and Willow Way Extensions
  - ◆ Streetscape and Gateway Improvements - Railroad Avenue, north of Pfluger Park
  - ◆ Alley Improvements
  - ◆ Public Parking Garage

TBD - Design and construction of water and wastewater utility improvements pursuant to the Water Master Plan and Wastewater Master Plan updates.



# Downtown Action Plan

## PART I: ADMINISTRATION PROJECTS



This section identifies organizational projects and programs that will be performed by City staff or by a consultant, on behalf of the City, in pursuit of completing the action items of the Old Town Pflugerville Vision Report. The administration projects provide more details and strategies in achieving such action items of the Vision Report.



# DOWNTOWN CODE AMENDMENTS

## Downtown Code Amendments

The purpose of the code amendments is to integrate the development standards of Chapter 155, Subchapter B Central Business District into the Unified Development Code (UDC), provide clarity to the requirements, and address the following integral elements.



Image Credit: Project for Public Spaces

### ⇒ Modify Downtown Overlay Boundary and Land Uses

- ◆ Include area south of Downtown along Dessau Road in order to provide for more protections to the adjacent residential neighborhoods and serve as a gateway into the Downtown
- ◆ Restricts more intense land uses not compatible in the Downtown Overlay District that are otherwise permitted in the base zoning districts

### ⇒ Create base zoning districts for Downtown

- ◆ Provides for a list of permitted land uses and conditions
- ◆ Lot and site design requirements
- ◆ Setbacks
- ◆ Build-to-line requirements

### ⇒ Create sub-district design district(s) (e.g., Downtown Core)

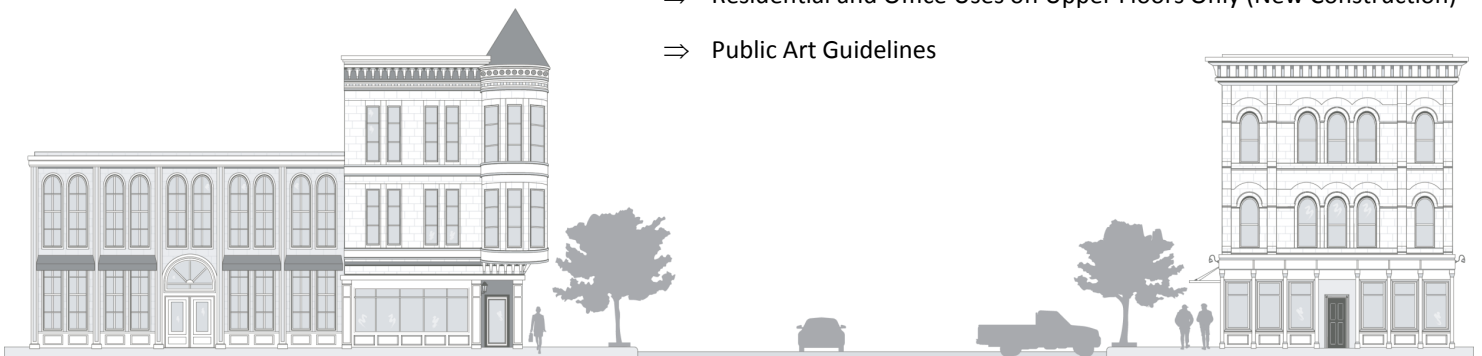
- ◆ Architectural design
- ◆ Streetscaping
- ◆ Build-to-line requirements

### ⇒ R-O-W Parking requirements

### ⇒ Minimum 2-Story Buildings (New Construction)

### ⇒ Residential and Office Uses on Upper Floors Only (New Construction)

### ⇒ Public Art Guidelines





## Economic Development

The City shall employ economic development measures to foster the revitalization of Downtown development by establishing a funding source for capital investments and public/private partnerships, to offer economic development agreements in order to stimulate physical development and business growth, and to sustain the small, local business environment of Downtown.

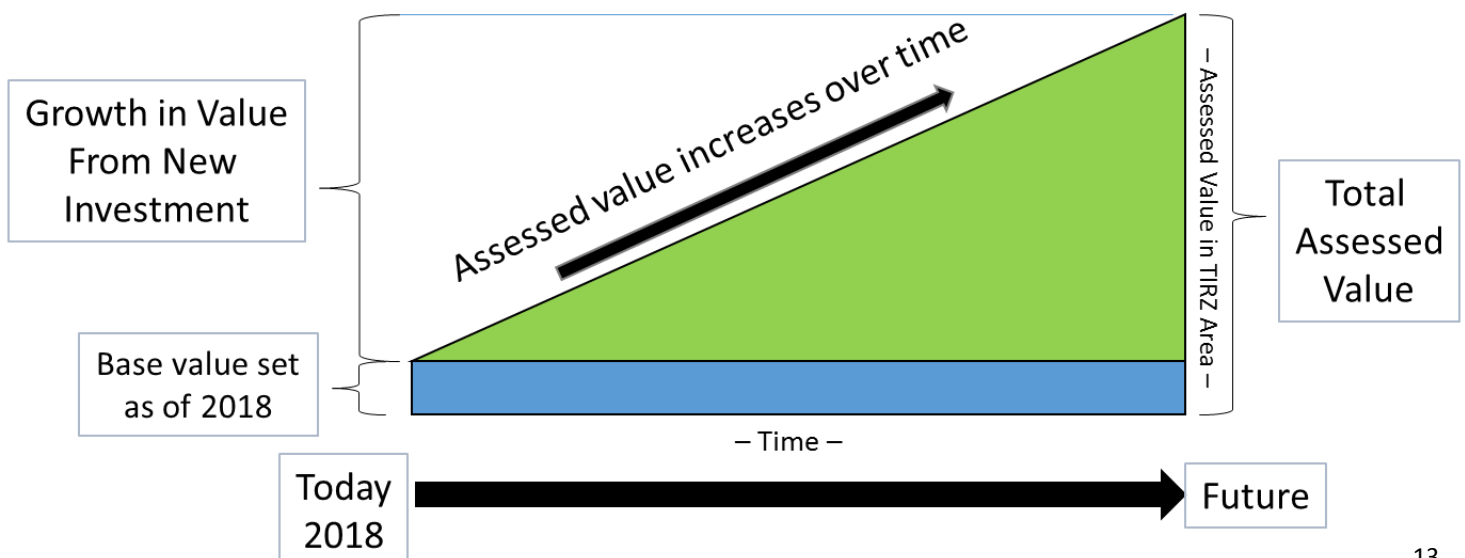
The City established a Tax Increment Reinvestment Zone (TIRZ) in 2011 to facilitate the construction of public improvements and encourage economic development within a high growth area of the City. The TIRZ provides for the establishment of a separate fund, which funnels the increase in ad valorem assessments of property within the TIRZ boundary over time, to fund public improvements within the benefiting area. Downtown is proposed to be incorporated into the TIRZ boundary in order to ensure the original center of the City remains a vibrant part of the community.



## Project Scope Options

- ⇒ Create Downtown Subdistrict of Tax Increment Reinvestment Zone (TIRZ)
- ⇒ 380 Agreements (TLGC 380)
- ⇒ General Bond Election to fund CIP
- ⇒ Land purchases / partnerships
- ⇒ Public Improvement District

## TIRZ Financing





# DOWNTOWN PLANNING COORDINATOR

## Downtown Planning Coordinator (Full-Time Position)

The Downtown Planning Coordinator is a full-time City staff position devoted to Downtown communications, marketing and events, small business retention program, and grant writing.

### Project Scope Options

- ⇒ Downtown Branding (consultant)
- ⇒ Marketing Program
- ⇒ Coordinates with the City Events Coordinator and Communications Department - Planner Staff Liaison
- ⇒ Small Business Retention Program
- ⇒ Administers Downtown Action Plan updates, as needed
- ⇒ Pflugerville Downtown Association - City Staff Liaison
- ⇒ Assists with event programming
- ⇒ Grant writer
- ⇒ Conducts annual Downtown surveys

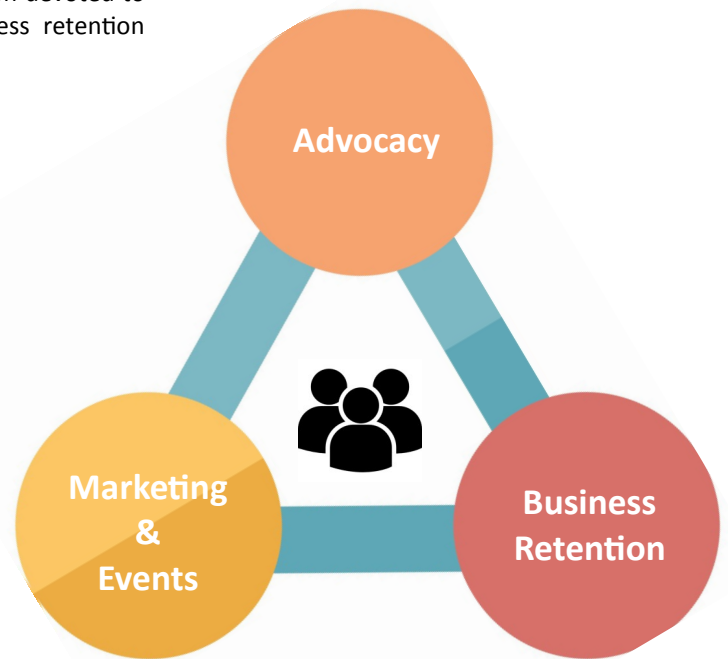


Image Credit: Project for Public Spaces

# Downtown Action Plan

## PART II: CAPITAL IMPROVEMENT PROJECTS



This section identifies capital improvement projects which represent physical improvements in Downtown with the intent of achieving the top 10 desired characteristics of the Downtown vision and completing specific action items as provided in the Old Town Pflugerville Vision Report. All graphics and renderings provided within this section are for illustrative purposes only and do not represent an approved theme or design.



Image Credit: Project for Public Spaces





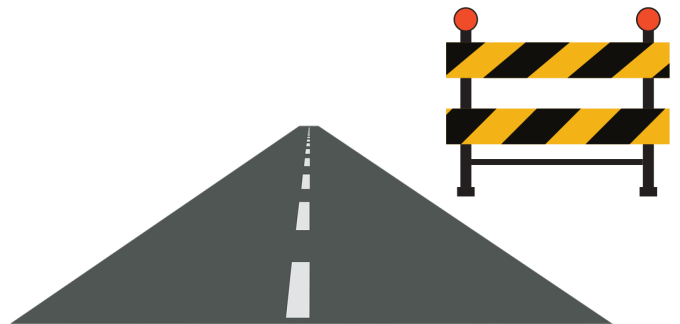
# STREET TYPE PROJECTS

## Pecan Street Improvements

The 2009 Old Town Vision Report identifies access and circulation of Pecan Street as one of top 5 action initiatives. A critical component of this project is the initial traffic study that will identify options for better functionality (e.g., safety, capacity, circulation, street extensions, etc.).

### Project Scope Options

- ⇒ Traffic Study
- ⇒ Remove Pecan Street from State system
- ⇒ Street and Drainage Improvements
- ⇒ Pecan Street Bridge Enhancements
- ⇒ Sidewalks / Accessibility
- ⇒ Streetscaping
- ⇒ Gateway Signage



PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Traffic Study (Consultant)	FY'20	General Fund
Step 2: Design (Consultant)	TBD - pending study	General Fund; TIRZ; Bonds
Step 3: ROW Acquisition (If Applicable)	TBD - pending study	TIRZ; Bonds
Step 4: Construction	TBD - pending study	TIRZ; Bonds







# STREET TYPE PROJECTS

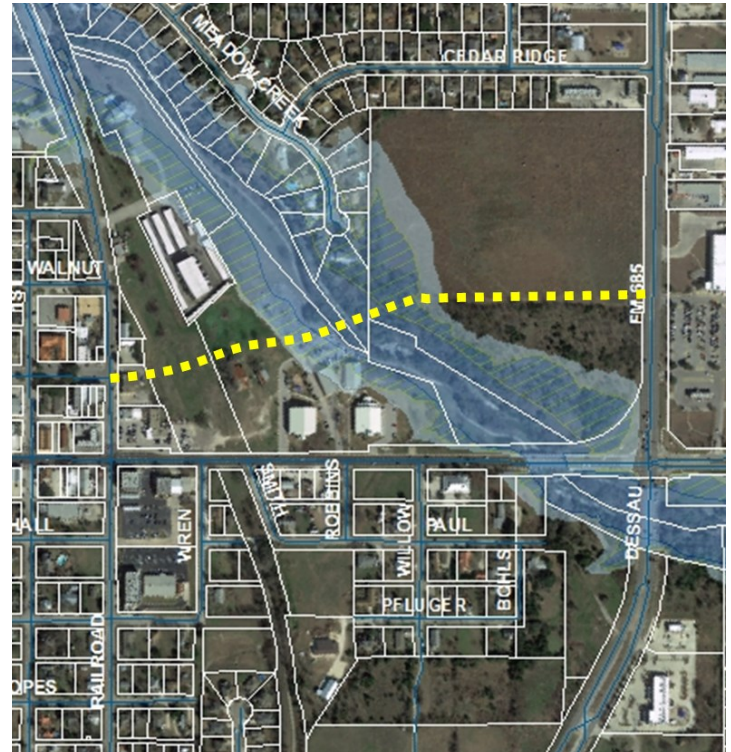
## Main Street Extension

The Main Street extension project may be coupled with Pecan Street improvements, as it may provide for a critical circulation route, as identified in the Pecan Street Traffic Study.

The extension of Main Street will provide for economic development opportunities on tracts of land locally known as the Pfluger tract, Gin tract, and the Moka Storage tract.

### Project Scope Options

- ⇒ Traffic Study coupled with Pecan Street traffic Study
- ⇒ Street and Drainage Improvements
- ⇒ R-O-W Parking
- ⇒ Sidewalks / Accessibility
- ⇒ Streetscaping



\*Conceptual Only

PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Pecan Street Traffic Study (Consultant)	FY'20	General Fund
Step 2: Design (Consultant)	FY'21	General Fund; TIRZ; Bonds
Step 3: ROW Acquisition (If Applicable)	FY'21	TIRZ; Bonds
Step 4: Construction	FY'21 - '22	TIRZ; Bonds



# STREET TYPE PROJECTS

## Oxford Drive and Willow Way Extensions

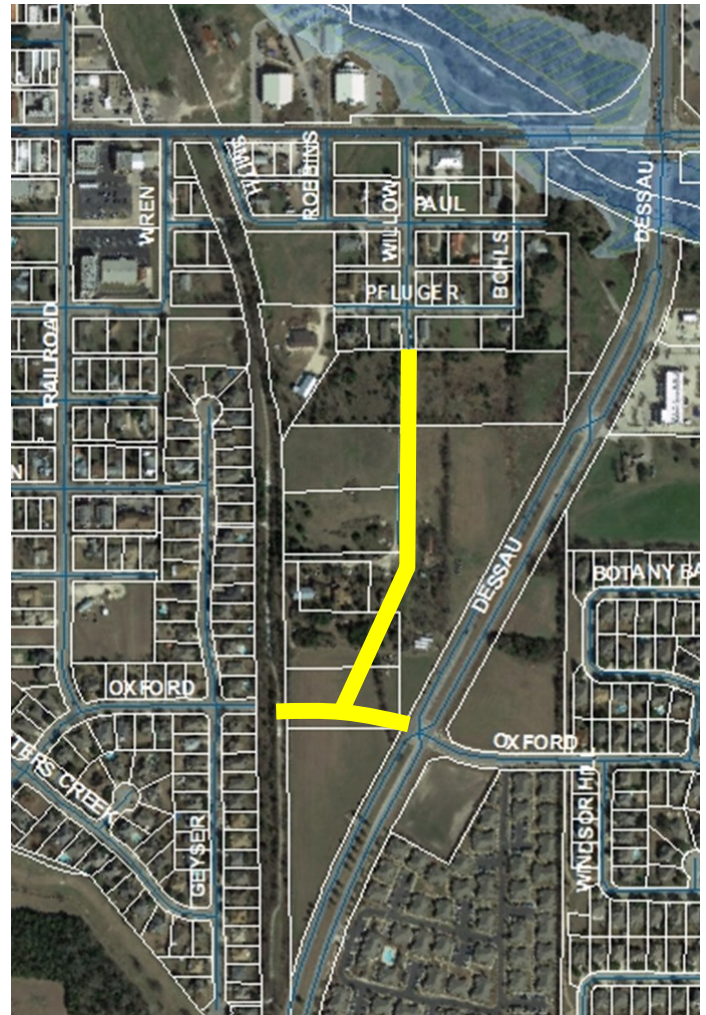
The Oxford Drive and Willow Way extension projects may be coupled with Pecan Street and Main Street improvements, as it may provide for a critical circulation route, as identified in the Pecan Street Traffic Study.

The extension of Oxford Drive will directly benefit the Creekside residential subdivision and the Old Town Neighborhood south of Pecan Street by providing more traffic circulation options and direct access to Dessau Road at a signalized intersection.

The extension of Willow Way will provide for economic development opportunities on tracts of land within the southern downtown area ("SoDo").

### Project Scope Options

- ⇒ Street and Drainage Improvements
- ⇒ Sidewalks / Accessibility
- ⇒ Streetscaping
- ⇒ Gateway Improvements



\*Conceptual Only

PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Design (Consultant)	(Long-Term Goal) - TBD	General Fund; TIRZ; Bonds
Step 2: ROW Acquisition (If Applicable)	(Long-Term Goal) - TBD	TIRZ; Bonds
Step 3: Construction	(Long-Term Goal) - TBD	TIRZ; Bonds



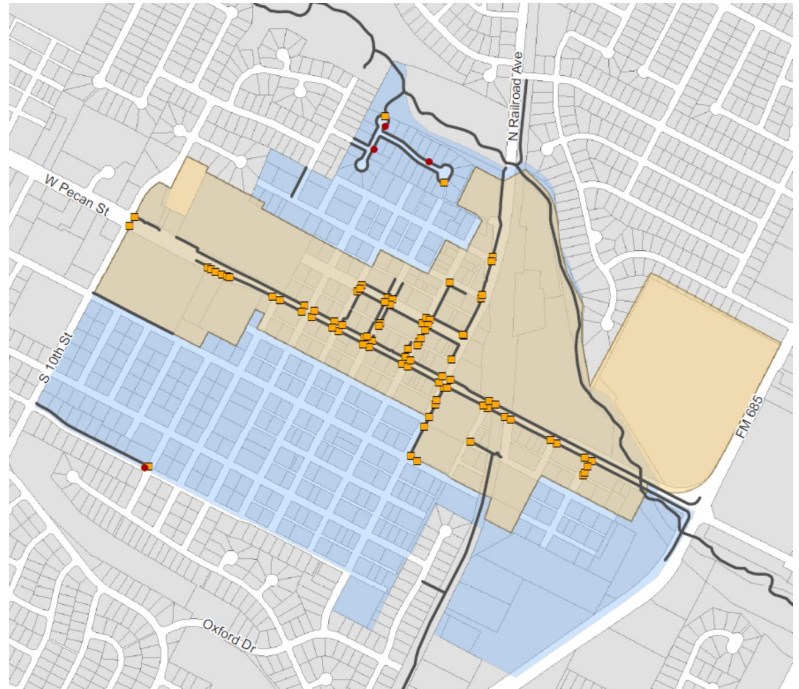


## Pedestrian Improvements

Previously, City staff conducted an inventory and an ADA assessment of sidewalks in the in Downtown and the Old Town Neighborhood. From that assessment, the City found that most sidewalk ADA ramps to be noncompliant. This project is intended to provide for accessibility and safety improvements, as well as other optional items listed below.

### Project Scope Options

- ⇒ Sidewalks / Accessibility
- ⇒ Pedestrian crossings along Pecan Street
- ⇒ Increasing sidewalk width where space is available (Pecan Street & Railroad Ave.)
- ⇒ Add trail connection to across creek to Pfluger tract
- ⇒ Sidewalk decorative enhancements
- ⇒ Gateway Improvements



PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Design (Consultant)	FY'20 - '21	General Fund; TIRZ; Bonds
Step 2: Construction	FY'20 - '21	TIRZ; Bonds





## Streetscape Improvements - Pecan Street

The 2009 Old Town Pflugerville Vision Report identifies walkability, vibrancy, and a distinct sense of place as a few of the top 10 desired characteristics for Downtown. Streetscape improvements will greatly enhance the image of Downtown, improve the visitors' experience and create a distinct sense of place.

### Project Scope Options

- ⇒ Street Lighting Improvements
- ⇒ Sidewalks / Accessibility
- ⇒ Decorative Pavement
- ⇒ Landscaping
- ⇒ Wayfinding
- ⇒ Gateway Improvements



PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Conceptual Plan	FY '20	General Fund
Step 2: Design (Consultant)	FY'20 - '21	General Fund; TIRZ; Bonds
Step 3: ROW Acquisition (If Applicable)	FY'20 - '21	TIRZ; Bonds
Step 4: Construction	FY'20 - '21	TIRZ; Bonds



\*Conceptual Only



## Streetscape Improvements - Main Street

The 2009 Old Town Pflugerville Vision Report identifies walkability, vibrancy, and a distinct sense of place as a few of the top 10 desired characteristics for Downtown. Streetscape improvements will greatly enhance the image of Downtown, improve the visitors' experience and create a distinct sense of place.

### Project Scope Options

- ⇒ Street Lighting Improvements
- ⇒ Sidewalks / Accessibility
- ⇒ Decorative Pavement
- ⇒ Landscaping
- ⇒ Wayfinding
- ⇒ Gateway Improvements



PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Conceptual Plan	FY '20	General Fund
Step 2: Design (Consultant)	FY'20 - '21	General Fund; TIRZ; Bonds
Step 3: ROW Acquisition (If Applicable)	FY'20 - '21	TIRZ; Bonds
Step 4: Construction	FY'20 - '21	TIRZ; Bonds



\*Conceptual Only





## Streetscape Improvements - Railroad Avenue

The 2009 Old Town Pflugerville Vision Report identifies walkability, vibrancy, and a distinct sense of place as a few of the top 10 desired characteristics for Downtown. Streetscape improvements will greatly enhance the image of Downtown, improve the visitors' experience and create a distinct sense of place.

### Project Scope Options

- ⇒ Street Lighting Improvements
- ⇒ Sidewalks / Accessibility
- ⇒ Decorative Pavement
- ⇒ Landscaping
- ⇒ Wayfinding
- ⇒ Gateway Improvements



PROJECT DESCRIPTION	ACTION: BUDGET YEAR	FUNDING SOURCE(S)
Step 1: Conceptual Plan	FY'20	General Fund
Step 2: Design (Consultant)	(Long-Range Goal) - TBD	General Fund; TIRZ; Bonds
Step 3: ROW Acquisition (If Applicable)	(Long-Range Goal) - TBD	TIRZ; Bonds
Step 4: Construction	(Long-Range Goal) - TBD	TIRZ; Bonds



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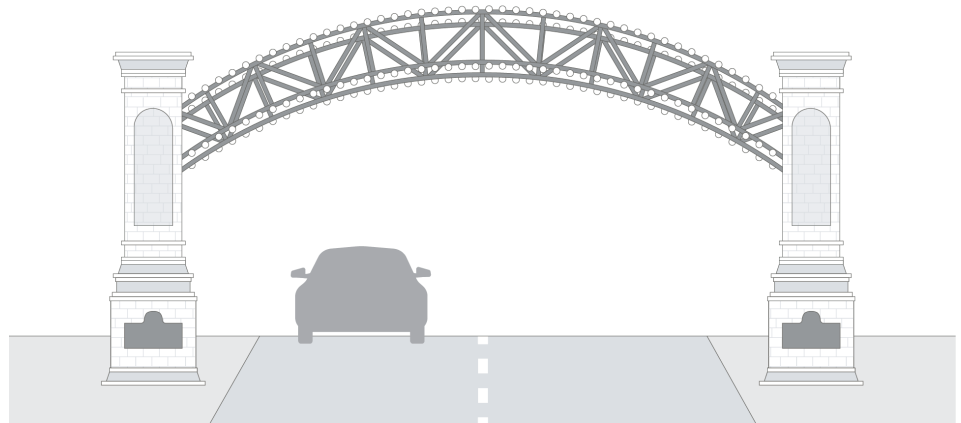


## Gateways - Pecan Street

The 2009 Old Town Pflugerville Vision Report identifies a distinct sense of place as one of the top 10 desired characteristics for Downtown. Gateway improvements will greatly enhance the image of Downtown, improve the visitors' experience and create a distinct sense of place. Gateway improvements may be paired with streetscape improvements to provide for continuity of design.

### Project Scope Options

- ⇒ Branding/Signage
- ⇒ Gilleland Creek Bridge Enhancements
- ⇒ Wayfinding
- ⇒ Streetscape Improvements



PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Branding (Pre-Requisite)	FY'20	General Fund
Step 2: Design (Consultant)	(Mid-Range Goal) - TBD	General Fund; TIRZ; Bonds
Step 3: Construction	(Mid-Range Goal) - TBD	TIRZ; Bonds



\*Conceptual Only

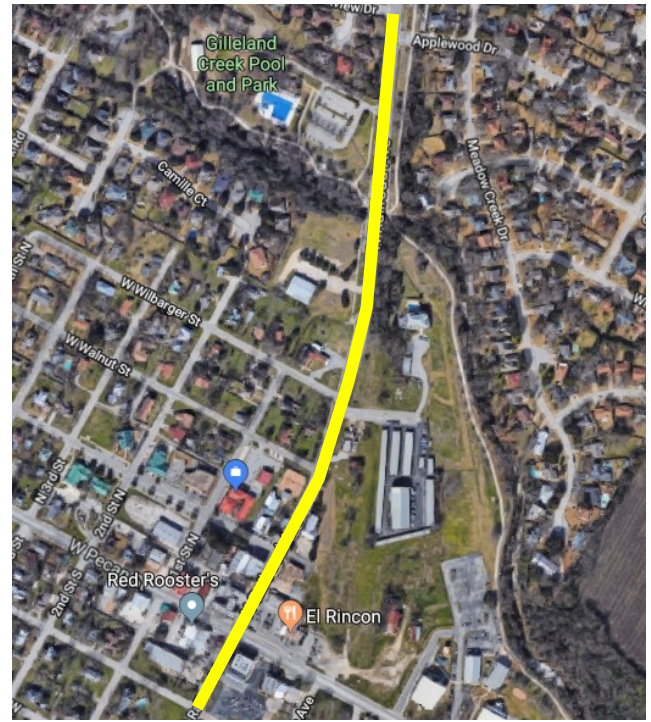


## Gateways - Railroad Avenue

Gateway improvements will greatly enhance the image of Downtown, improve the visitors' experience and create a distinct sense of place. Gateway improvements may be paired with streetscape improvements to provide for continuity of design.

### Project Scope Options

- ⇒ Branding/Signage
- ⇒ Subdivision Perimeter Fencing (Railroad Ave.)
- ⇒ Gilleland Creek Bridge Enhancements
- ⇒ Wayfinding
- ⇒ Streetscape Improvements



PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Branding (Pre-Requisite)	FY'20	General Fund
Step 2: Design (Consultant)	(Long-Term Goal) - TBD	General Fund; TIRZ; Bonds
Step 3: Construction	(Long-Term Goal) - TBD	TIRZ; Bonds



\*Conceptual Only



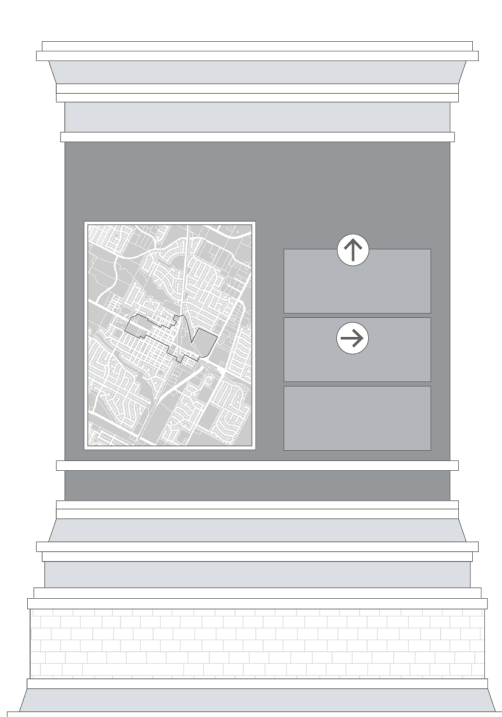
## Wayfinding

Wayfinding improvements will greatly enhance the image of Downtown, improve the visitors' experience, create a distinct sense of place, and offer an opportunity for the physical display of the Downtown brand. Gateway improvements may be paired with streetscape improvements to provide for continuity of design.

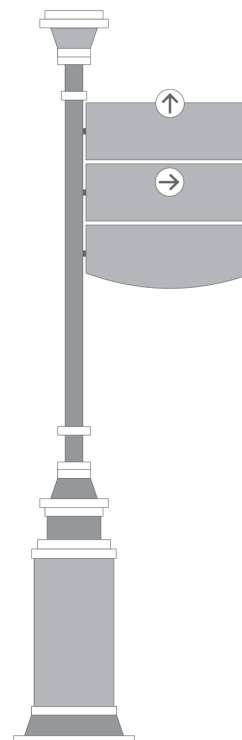
### Project Scope Options

- ⇒ Wayfinding
- ⇒ Branding/Signage
- ⇒ Streetscape Improvements

PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Branding (Pre-Requisite)	FY'20	General Fund
Step 2: Design (Consultant)	(Mid-Range Goal) - TBD	General Fund; TIRZ; Bonds
Step 3: Construction	(Mid-Range Goal) - TBD	TIRZ; Bonds



\*Conceptual Only





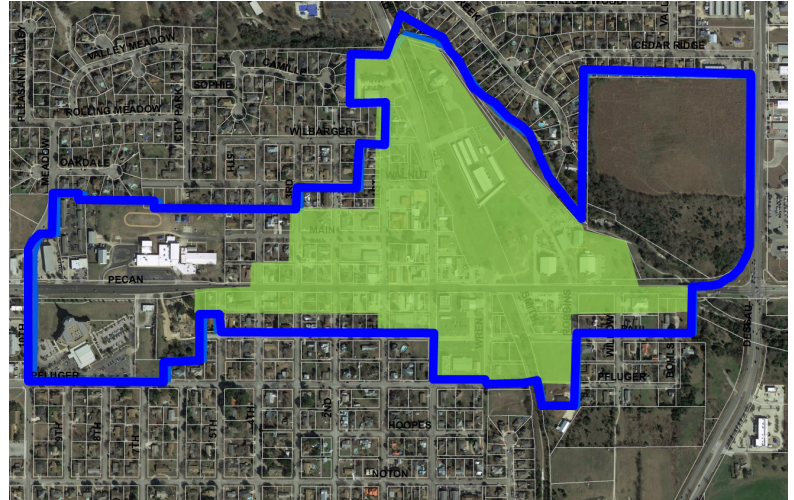


## Alleys

The purpose of this project is to identify necessary alley pavement improvements and pursue design and reconstruction of the alleys within the commercial areas. This project is recommended to coincide with water, wastewater, and underground electric utility improvements.

### Project Scope Options

- ⇒ Water utility improvements
- ⇒ Wastewater utility improvements
- ⇒ Underground Electric



PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Analysis and Identification	(Long-Term Goal) - TBD	General Fund
Step 2: Design (Consultant)	(Long-Term Goal) - TBD	General Fund; TIRZ; Bonds
Step 3: Construction	(Long-Term Goal) - TBD	TIRZ; Bonds



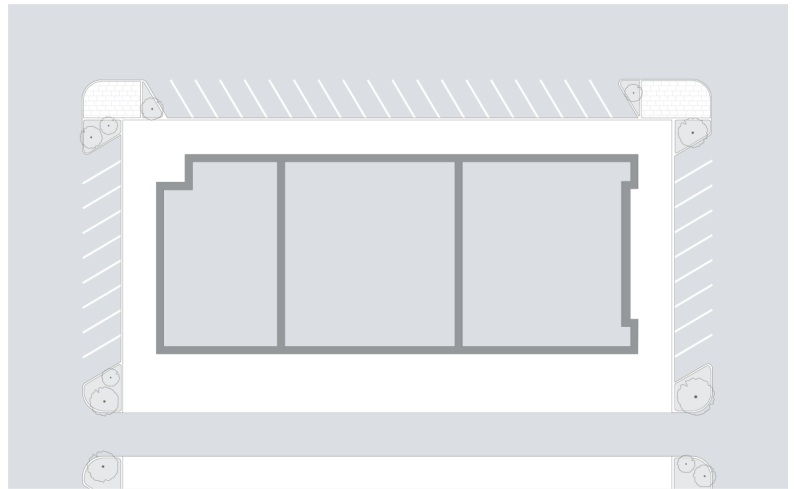


## On-Street, Right-of-Way Parking

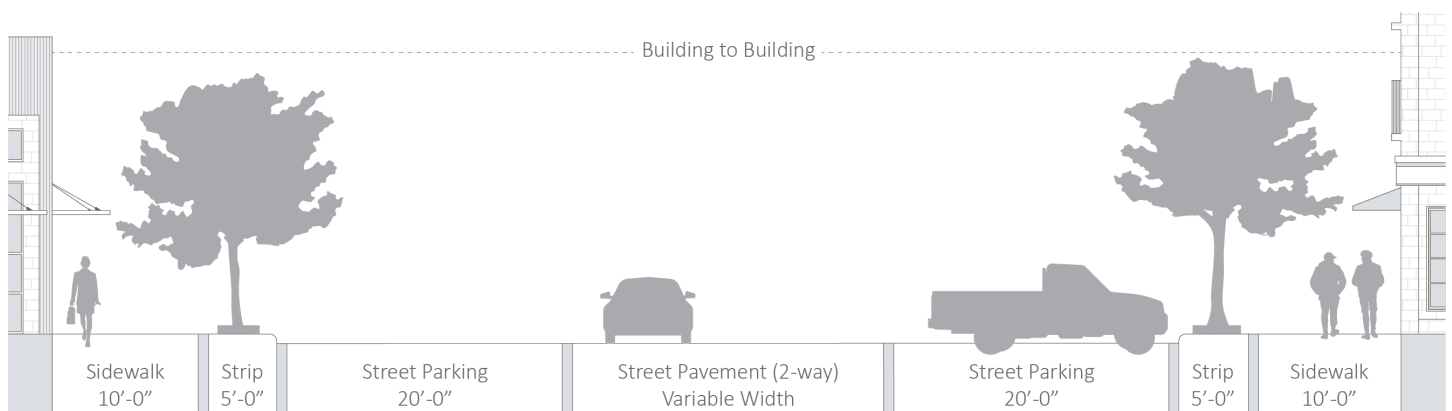
The purpose of this project is to conduct a parking study and identify immediate and long-term opportunities for on-street, right-of-way parking in order to address parking supply and demand, encourage efficient use of space and maximize buildable area of development tracts.

### Project Scope Options

- ⇒ Parking Study
- ⇒ Location analysis
- ⇒ Design
- ⇒ Construction
- ⇒ ROW acquisition (if applicable)
- ⇒ Streetscaping with landscape peninsulas imp.



PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Parking Study (City Staff)	FY'19	General Fund
Step 2: Location Analysis (City Staff)	FY'19	General Fund
Step 3: Design (Consultant)	FY'20 -'21	General Fund; TIRZ; Bonds
Step 4: ROW Acquisition (If Applicable)	FY'20 -'21	TIRZ; Bonds
Step 5: Construction	FY'20 -'21	TIRZ; Bonds





## Public Parking Lot / Garage

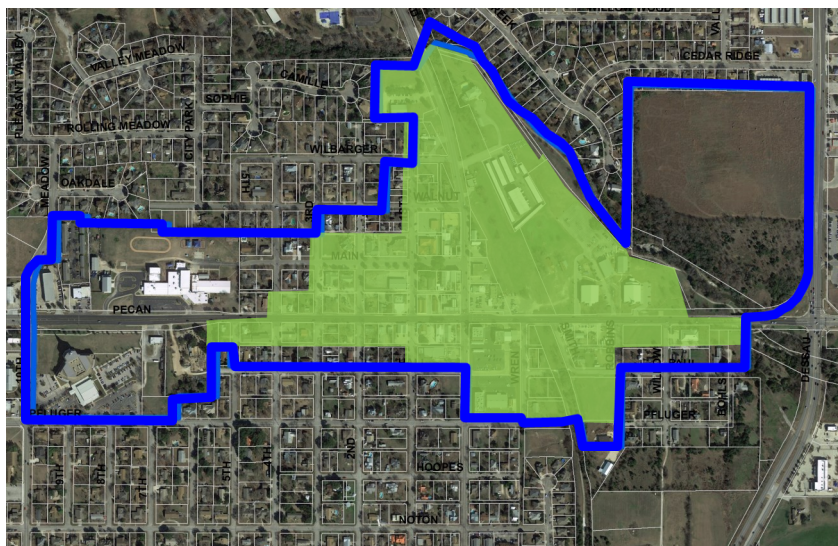
The purpose of this project is to conduct location analysis for temporary on-site parking and/or a parking garage as a long-term solution to parking Downtown. This project is considered a mid-range to long-term goal, while right-of-way parking remains a top priority. Once there is more parking demand, the City may pursue design and construction of a parking garage.

### Project Scope Options

- ⇒ Location analysis
- ⇒ Purchase Property
- ⇒ Design
- ⇒ Construction



PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Location Analysis (City Staff)	FY'21	General Fund
Step 2: Property Acquisition (If Applicable)	FY'21	TIRZ; Bonds
Step 3: Design (Consultant)	(Long-Term Goal) - TBD	General Fund; TIRZ; Bonds
Step 4: Construction	(Long-Term Goal) - TBD	TIRZ; Bonds







# OUTDOOR GATHERING PLACES

## Downtown - Outdoor Gathering Places

Two of the top 10 desired characteristics of the Old Town Pflugerville Vision Plan is for Downtown to be a gathering space and maintain a civic presence. Pocket parks and plaza spaces are a couple of ways to maintain a civic presence and create opportunities for events and programming, thus contributing to a sense of place in the community.

### Project Scope Options

- ⇒ Location Analysis (Property purchase, if applicable)
- ⇒ Design
- ⇒ Construction



PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Location Analysis (City Staff)	(Mid-Range Goal) - TBD	General Fund
Step 2: Property Acquisition (If Applicable)	(Mid-Range Goal) - TBD	TIRZ; Bonds
Step 3: Landscape Architect Design (Consultant)	(Mid-Range Goal) - TBD	General Fund; TIRZ; Bonds; PCDC
Step 4: Construction	(Mid-Range Goal) - TBD	TIRZ; Bonds; PCDC



\*Conceptual Only

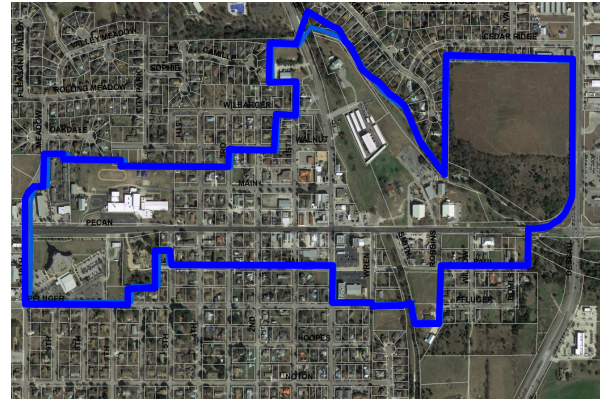


## Public Art

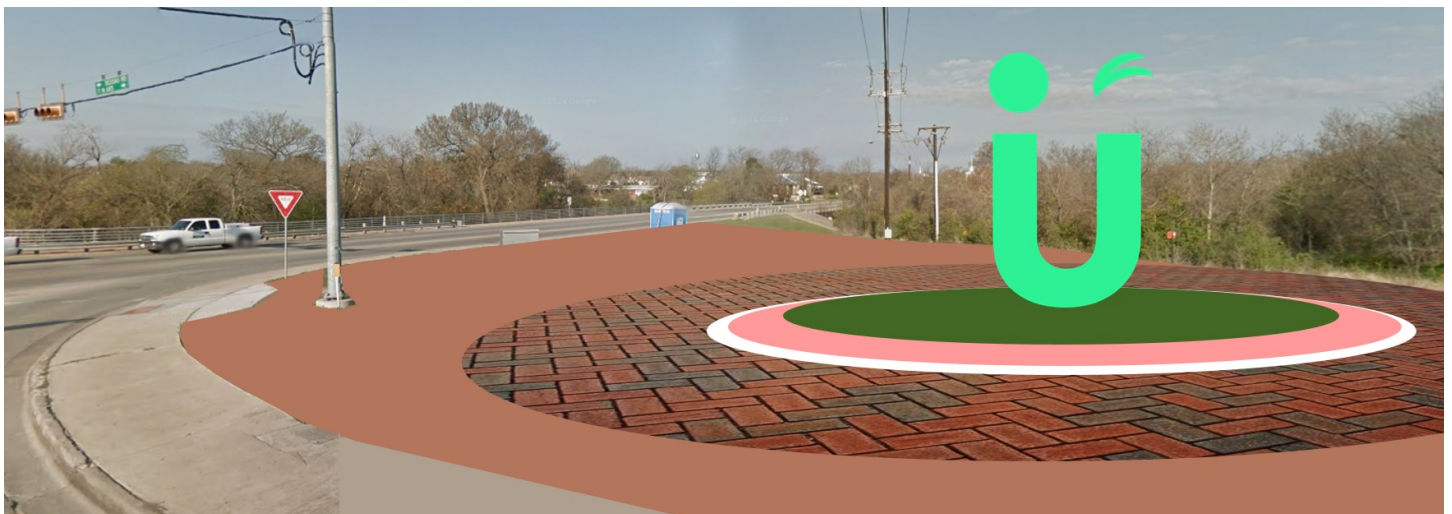
Public art provides for a distinct sense of place, vibrancy, and a civic presence, which are three of the top 10 desired characteristics of the Old Town Pflugerville Vision Plan. Public art may be integrated in outdoor gathering places and streetscape yards. A long-term public art program should be created to bolster community building efforts.

## Project Scope Options

- ⇒ Location Analysis (Property purchase, if applicable)
- ⇒ Design
- ⇒ Construction



PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Location Analysis (City Staff)	(Mid-Range Goal) - TBD	General Fund
Step 2: Landscape Architect Design (Consultant)	(Mid-Range Goal) - TBD	General Fund; TIRZ; Bonds; PCDC
Step 3: Construction	(Mid-Range Goal) - TBD	TIRZ; Bonds; PCDC



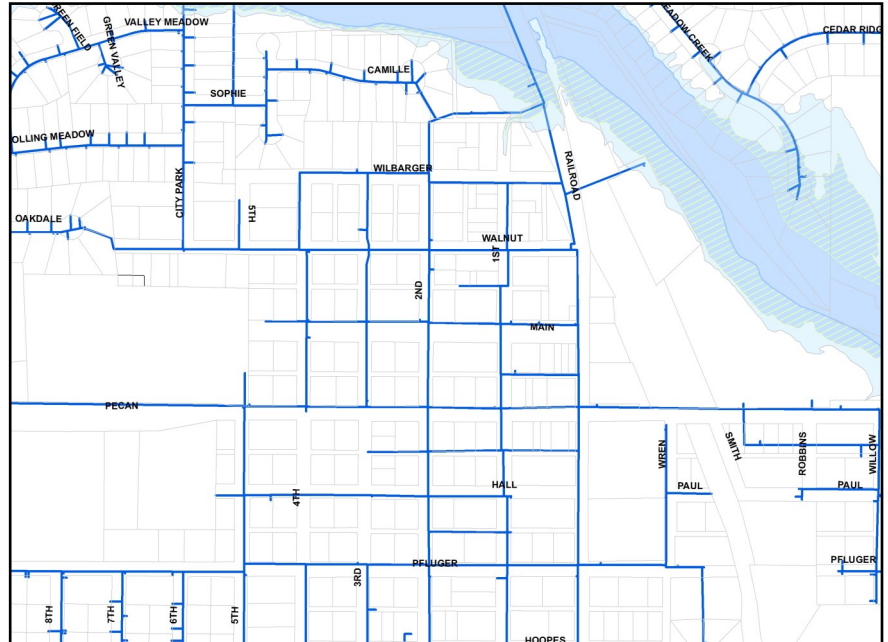
\*The rendering is conceptual only and does not represent a specific public art project.



## Water Utility Improvements

The purpose of this project is to analyze the existing water infrastructure Downtown and identify necessary improvements to serve the long-term development goals of Downtown. Water infrastructure improvements may be implemented on an incremental level driven by specific development projects or they may be constructed on a broader level to address aging infrastructure. The initial analysis will be conducted with the forthcoming Water Master Plan update.

Water improvements may be coupled with wastewater and underground electric utility improvements as well as alley reconstruction.



## Project Scope Options

- ⇒ Analysis
- ⇒ Design
- ⇒ Construction

PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Analysis (with Water Master Plan Update)	FY '18 - '19	Utility Fund
Step 2: Design (Consultant)	TBD	Utility Fund
Step 3: Construction	TBD	Utility Fund



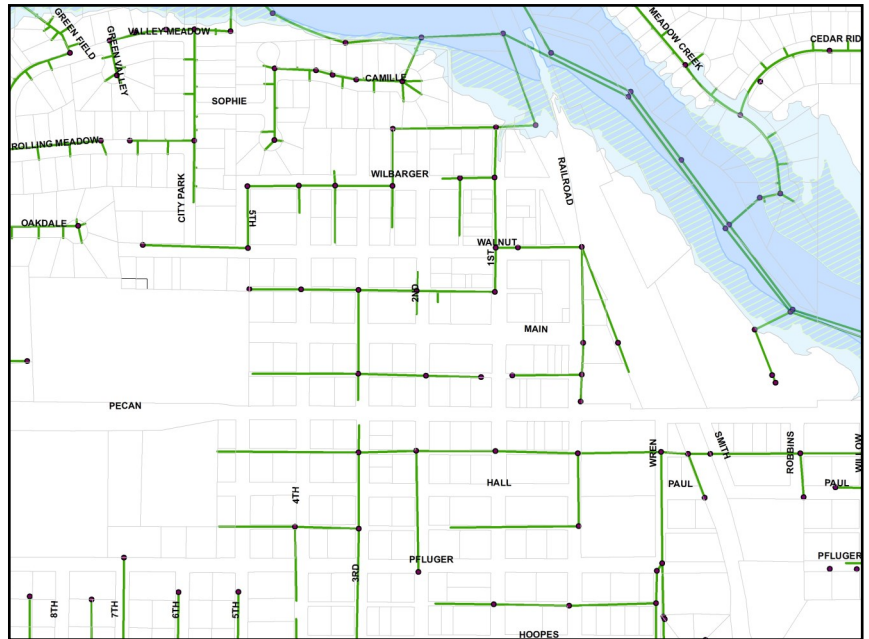




## Wastewater Utility Improvements

The purpose of this project is to analyze the existing wastewater infrastructure Downtown and identify necessary improvements to serve the long-term development goals of Downtown. Wastewater infrastructure improvements may be implemented on an incremental level driven by specific development projects or they may be constructed on a broader level to address aging infrastructure. The initial analysis will be conducted with the forthcoming Wastewater Master Plan update.

Wastewater improvements may be coupled with water and underground utility improvements as well as alley reconstruction.



### Project Scope Options

- ⇒ Analysis
- ⇒ Design
- ⇒ Construction

PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Analysis (with Wastewater Water Master Plan Update)	FY '18 - '19	Utility Fund
Step 2: Design (Consultant)	TBD	Utility Fund
Step 3: Construction	TBD	Utility Fund





## Overhead Utility - Underground Lines

The purpose of this project is to conduct an inventory and undergrounding analysis for the consideration of placing overhead electric and telecommunication lines underground in highly visible commercial areas of Downtown. The image and visitors' experience of Downtown will greatly improve and contribute to creating a sense of place and vibrancy Downtown.

### Project Scope Options

- ⇒ Inventory
- ⇒ Analysis
- ⇒ Design
- ⇒ Construction

PROJECT DESCRIPTION	ACTION: FISCAL YEAR	FUNDING SOURCE(S)
Step 1: Inventory & Analysis (Consultant)	FY'20	General Fund
Step 2: Design (Consultant)	FY'20 -'21	General Fund; TIRZ; Bonds
Step 3: Construction	FY'20 -'21	TIRZ; Bonds



\*Conceptual Only

**VIBRANT  
GATHERING PLACE  
ATTRACTIVE &  
FOR BUSINESS**

**ENTERTAINMENT RESIDENTIAL USES**

**CONNECTED  
ACCESSIBLE  
WALKABLE**

**DISTINCT HISTORIC  
IMAGE GREEN  
CHARMING**