



City of Pflugerville

Legislation Details (With Text)

File #: RES-0813 **Version:** 2 **Name:** Aspire Pflugerville 2040 - Vision and Guiding Principles
Type: Resolution **Status:** Discuss and consider action
File created: 12/23/2020 **In control:** Planning Dept
On agenda: 1/12/2021 **Final action:** 1/12/2021
Title: Discuss and consider action to approve a resolution with the caption reading: A resolution of the City Council of the City of Pflugerville, Texas adopting a Vision Statement and Guiding Principles for the Aspire Pflugerville 2040 Comprehensive Plan.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Resolution

Date	Ver.	Action By	Action	Result
1/12/2021	2	City Council	Approved	Pass
1/4/2021	1	Planning and Zoning Commission		

Discuss and consider action to approve a resolution with the caption reading: A resolution of the City Council of the City of Pflugerville, Texas adopting a Vision Statement and Guiding Principles for the Aspire Pflugerville 2040 Comprehensive Plan.

A comprehensive plan is a document created through a process of community engagement, which determines community goals and aspirations that are utilized by the City of Pflugerville to express public policy initiatives regarding land use, community character, parks and recreation, neighborhood vitality, economic development, transportation, utilities, community facilities and public service.

One of the first steps in this process is establishing a vision statement and guiding principles that will provide the basis for the goals and action items that will ultimately adopted with the Aspire Pflugerville 2040 Comprehensive Plan.

In the fall of 2020, the City conducted a survey regarding the priorities of the community, both today, as well as in the future. This survey, along with an online open house, provided the guidance needed to assist the Comprehensive Plan Advisory Committee (CPAC) in the creation of a draft Vision and Guiding Principles for the Plan.

A vision statement provides the blueprint for the direction the community aspires in the year 2040. The Vision Statement for the Aspire Pflugerville 2040 drafted by the CPAC is:

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

After crafting the Vision Statement, the next step was to draft the Guiding Principles for the Plan. Guiding principles are an important element of the Plan and reflect the values the City would like to

keep in the future. Below are the proposed Guiding Principles and a description of each:

Diverse and Equitable - facilitates an achievable quality of life regardless of race, ethnicity, age, gender, disability, income, and background. Acknowledge and celebrate the diverse cultures that make up the City. Pflugerville prides itself on being a city with a diverse population. The community recognizes how special this is and wants to celebrate the diverse cultures today and remain inclusive in the future. The welcoming atmosphere and equitable policies will ensure all people have an opportunity not just to survive but to thrive here.

Community Oriented - provide events, programming and gathering places that serve a diverse population and provide for a family-friendly environment. Pflugerville desires to maintain its community-oriented environment. Many people and families are drawn to Pflugerville because of its welcoming and friendly atmosphere. There are places for residents and all types of families to gather for events, programs, or just to spend time together.

Fiscally Responsible- make sound decisions and prioritize budgets to prepare the City for the future. The foundation of the City is based on collaborative stakeholder input toward responsible management of the City's resources by fostering transparent, open communication of fiscal decisions. It is beneficial to ensure stakeholders gain an understanding of how tax dollars are allocated.

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

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

Economic Opportunities for All - the City welcomes new businesses and supports existing businesses. Pflugerville supports the development of businesses and people through continuous workforce development to sustain the growth of businesses that represent our diverse community.

Planning and Zoning Commission Action

On January 4, 2021, the Planning and Zoning Commission recommended approval of the resolution (Vote 7-0).

Prior City Council Action

Council approved the agreement with of Freese and Nichols for the Comprehensive Plan on May 26, 2020.

Council appointed a Comprehensive Plan Advisory Committee on September 8, 2020.

Deadline for City Council Action

Action is requested on January 12, 2021

Funding Expected: Revenue ___ Expenditure ___ N/A

Budgeted Item: Yes (FY20 Budgeted item)_ No ___ N/A ___

Amount: N/A

1295 Form Required? Yes ___ No

Legal Review Required: N/A Required Date Completed: December 23, 2020

Attached Documents

Resolution

Recommended Action

Motion to approve resolution as presented