



# City of Pflugerville

## Legislation Text

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**File #:** 2021-0439, **Version:** 2

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Discuss economic development elements 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.

In January, City Council approved the following Vision and Guiding Principles for the plan:

**Vision Statement:** "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."

**Guiding Principles:** Diverse and Equitable, Community Oriented, Fiscally Responsible, Environmentally Sustainable, Safe and Healthy, and Economic Opportunities for All

In order to ensure that the Comprehensive Plan includes the desires of the community, there have been opportunities for the community to provide feedback and contribute to developing goals, policies, and action items.

On June 8th, Council had a worksession that introduced the economic development element of the Comprehensive Plan and requested that the item be discussed further.

This item is intended to provide discussion of the economic development elements of the Comprehensive Plan. During this worksession, staff and the City's consultant, Freese and Nichols, will provide information and seek feedback from City Council pertaining to economic development. Members of the PCDC have also been invited to participate in the discussion.

### **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.

Council approved the Vision and Guiding Principles for the plan on January 12, 2021.

**Funding Expected:** Expenditure

**Budgeted Item:** Yes - FY20 Budgeted item

**Amount:** \$257,470

**1295 Form Required?** Yes

**Legal Review Required:** N/A

### **Recommended Action**

Discussion only. No action is requested.

