

Strengths		Weaknesses		Opportunities		Threats	
Apartments	Attached Single Family	Apartments	Attached Single Family	Apartments	Attached Single Family	Apartments	Attached Single Family
COMMUNITY IMPACTS	COMMUNITY IMPACTS	COMMUNITY IMPACTS	COMMUNITY IMPACTS	COMMUNITY IMPACTS	COMMUNITY IMPACTS	COMMUNITY IMPACTS	COMMUNITY IMPACTS
Engaged community	Pride of ownership, longevity	Lack of pride in ownership	More renters	Increase population	Affordable ownership opportunities	Non-working people in neighborhood all day	
Apartments are a buffer to commercial	More desirable than apartments	Higher social service burden	Not family friendly	Change	Ownership options	Slum housing in future when apts unoccupied	
Positive Growth	Positive growth	Lack of ownership		Create a community within a community	Family style dwellings	Community impacts from too many high density residential developments	
		History of not wanting multi-family			Positive growth	Transient population	
					Provide buffer between single family neighborhoods and commercial developed areas	Over development of the City	
ECONOMIC IMPACTS	ECONOMIC IMPACTS	ECONOMIC IMPACTS	ECONOMIC IMPACTS	ECONOMIC IMPACTS	ECONOMIC IMPACTS	ECONOMIC IMPACTS	ECONOMIC IMPACTS
Open land available	Increase in community economy	Lack of retail and commercial	Less market demand	Higher property value	Creative development opportunity	Lower property values	Townhome tax base does not cover for city services
Location	Increased tax base	Loss of tax base compared to home owners	Lower value	Labor pool for retail		Low income population	Brings less people and revenue to town
Increased tax base	Garden homes are very good sellers	Property values of nearby neighborhoods may decrease	Impact on surrounding home values	More taxes than people think			Not many jobs in Pflugerville
More business patrons			Townhomes are an unknown product for most builders	Growing region (economy and population)			Small lots bring down property values
Increased property taxes				Lower taxes			
Potential for job creation				Attracts retail and commercial growth			
Diversified workforce				Attracts commerce and jobs			
More citizens to spend inside the city				Location to develop			
Create growth in small businesses				Economic development			
				Increase in employment base being from Pflugerville			
				Mixed use brings jobs			
MIXED USE WALKABLE NEIGHBORHOODS	MIXED USE WALKABLE NEIGHBORHOODS	MIXED USE WALKABLE NEIGHBORHOODS	MIXED USE WALKABLE NEIGHBORHOODS	MIXED USE WALKABLE NEIGHBORHOODS	MIXED USE WALKABLE NEIGHBORHOODS	MIXED USE WALKABLE NEIGHBORHOODS	MIXED USE WALKABLE NEIGHBORHOODS
High density creates urban, walkable lifestyle	Walkable neighborhoods			Sense of community	Walkable neighborhoods		Lack of sidewalks and walkable space
Urban, walkable lifestyle				Walkability	A "new" kind of development		
				Mixed Use	Combine townhomes and commercial and retail		
				Pedestrian traffic	Higher density housing for retail and jobs with ownership		
				Live/work opportunities	Nearby retail within walking distance		
TRAFFIC & SERVICES	TRAFFIC & SERVICES	TRAFFIC & SERVICES	TRAFFIC & SERVICES	TRAFFIC & SERVICES	TRAFFIC & SERVICES	TRAFFIC & SERVICES	TRAFFIC & SERVICES
Lower infrastructure costs	Would allow density needed for transit or neighborhood commercial uses	Multiple road access points	Traffic congestion	Mixed use - drive less	Could slow traffic in certain areas	Traffic congestion	Traffic impact
	Smaller lot sizes reduces runoff issues	Inadequate infrastructure	Parking congestion when an owner has a party		On street parking	Traffic patterns	Increased congestion
		No public transportation	Street parking			Traffic at non-light intersections (accidents)	Parking
		Concentrated traffic	Increased demand on services			Increased traffic for commuting - not many jobs in Pf	Strain on infrastructure
SAFETY	SAFETY	SAFETY	SAFETY	SAFETY	SAFETY	SAFETY	SAFETY
Strength in numbers, some see as more secure living	Less gang activity	Safety issues	Increased crime			Safety issues	Public safety
						Increased crime	Back alley access to garage is unsafe, usually poorly lit
						Gang activity	
						Negative perception; fear of change; perception that apartments attract crime, drugs, noise, and low income	
SCHOOL IMPACT	SCHOOL IMPACT	SCHOOL IMPACT	SCHOOL IMPACT	SCHOOL IMPACT	SCHOOL IMPACT	SCHOOL IMPACT	SCHOOL IMPACT
	Less impact on schools	Apartments with 3 or 4 bedrooms have high number of kids at PISD	Impact on schools			Burden to PISD	Burden to PISD
AMENITIES & AESTHETICS	AMENITIES & AESTHETICS	AMENITIES & AESTHETICS	AMENITIES & AESTHETICS	AMENITIES & AESTHETICS	AMENITIES & AESTHETICS	AMENITIES & AESTHETICS	AMENITIES & AESTHETICS
Amenities	Appearance more acceptable	Not enough amenities to keep kids occupied	Lack of amenities	Can set a good standard before Pf grows up	Higher quality	Decrease in community appeal if not screened	Mishmash look of properties, some rented and others owned
Quality housing	Smaller scale in relation to apartments	The look of apartments, unattractive	Front loading garden homes are unattractive		If developer invests in area property and landscaping, and lighting, crime won't be a factor, can add to the community feel	A very strict standard could preclude development and open the city to charges of discrimination	
	Shared amenities similar to single family	Conflict with SF				Regulations that are not practical "real world"	
	Manicured lawns - no lawn care	Height issues					
DIVERSITY	DIVERSITY	DIVERSITY	DIVERSITY	DIVERSITY	DIVERSITY	DIVERSITY	DIVERSITY
Housing option for those not able to maintain property or no desire to own	Parents living nearby	Small number of apartments in community available		Community balance	Diversity in housing options	Alienating different parts of community	
Allows a variety of life phases in Pf	Great starter home				More vibrant community		
Allows a greater number of people to live in Pf	Housing variety				Brings in new residents that do not want large lots		
Housing diversity for seniors, single	Affordable				Starter home alternative		
Multi-generation price points	Builds a diverse community				Multi-generation living in one neighborhood		
Variety of housing choices	Options for downsizing				New demographic for Pflugerville		
	Lock and leave lifestyle				Lifestyle options less maintenance)		
	Smaller space for empty nesters				Opportunities for young professionals, community workforce, and elderly		
MAINTENANCE & STORAGE	MAINTENANCE & STORAGE	MAINTENANCE & STORAGE	MAINTENANCE & STORAGE	MAINTENANCE & STORAGE	MAINTENANCE & STORAGE	MAINTENANCE & STORAGE	MAINTENANCE & STORAGE
	Less likely to fall in disrepair	Lack of storage for extra vehicles	If not maintained, owner can't be evicted		Promote substantial maintenance standards for upkeep	Not using good building practices	Cars on street due to insufficient garage space and parking
	More likely to offer garages	Poor execution	Lack of garages			Decrease in appeal if not maintained or well designed	Lack of integration with rest of community (gated)
	HOA enforcement		Outside storage areas more out of control				Easy to let become run down, and harder to fix because of multiple owners
	Liability is shared with other owners		Multiple owners to deal with				How strong is HOA
			HOA fees are expensive				
			Noise level of shared walls				
SUSTAINABILITY	SUSTAINABILITY	SUSTAINABILITY	SUSTAINABILITY	SUSTAINABILITY	SUSTAINABILITY	SUSTAINABILITY	SUSTAINABILITY
	Environmentally friendlier			Energy efficient buildings	Energy savings; Site based renewable energy - wind generation, solar, rainwater collection system		
				Be an example for smart growth			
				Environmentally friendly			