

KEY ISSUES

from Old Town Pflugerville Stakeholder Interviews

October 6-7, 2008

Kendig Keast Collaborative and José E. Martínez, LLC, conducted informal interviews over two days with a sampling of downtown stakeholders (merchants and businesses; commercial property owners; City officials, staff and advisory board members; neighborhood residents; institutions; and other public agencies). The following condenses hours of conversation into a list of the most commonly mentioned issues regarding Old Town. This list will be the starting point for the next step in the Old Town Vision process—a series of forums with Old Town commercial property owners, businesses, and neighborhood representatives to discuss their respective interests related to these issues.

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

- ▶ Overall viability (and competitiveness with other emerging commercial destinations elsewhere in Pflugerville)—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 (ARB) 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 Old Town—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