

ROUND ROCK 2030



A comprehensive plan is a policy guide and framework for land use decisions. The City adopts a new comprehensive plan every 10 years. The new comprehensive plan will highlight how Round Rock has changed over the past decade and create a vision for the next decade. *Round Rock 2030* will be published in a user-friendly print format and a web-based companion to facilitate the plan’s use as a reference.

WHY DO CITIES PLAN?

- To guide city growth
- To influence policy decisions
- To ensure a successful future

WHAT IS A COMPREHENSIVE PLAN?

- Guide for city leaders to decide “what goes where”
- Used by city staff to make policy decisions about transportation, parks, utilities, economic development, land use, etc.
- Reflects the needs and wants of business and residents
- Critical for sustainable growth

A COMPREHENSIVE PLAN IS:

- *A vision for the future*
- *A decision-making guide*
- *A basis for policy*
- *A basis for zoning*
- *Flexible and adaptive*

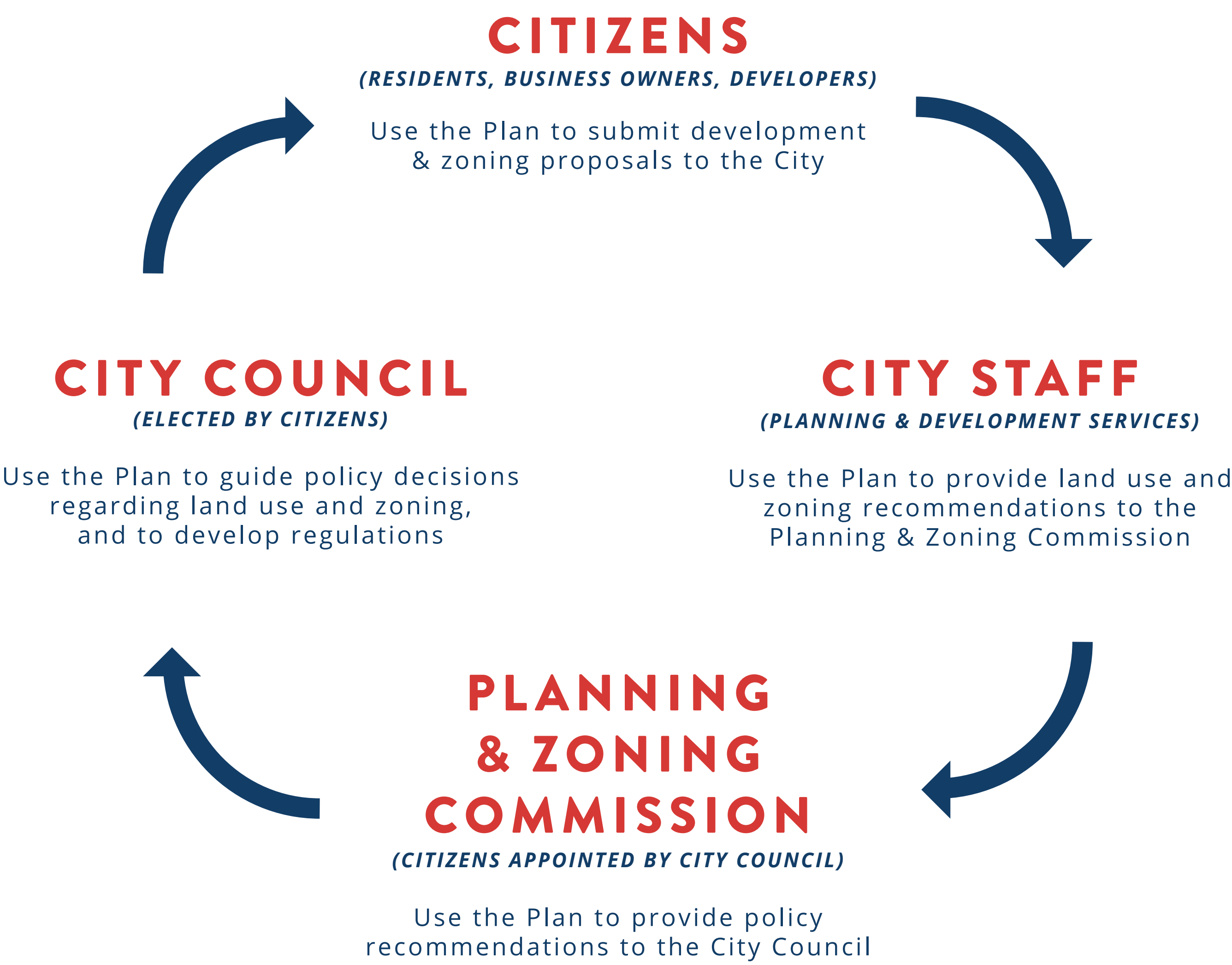


A COMPREHENSIVE PLAN IS NOT:

- *A zoning ordinance*
- *Rigid, unchanging policy*
- *Specific in scope*
- *The only planning tool for a city*



WHO USES THE COMPREHENSIVE PLAN?



WHAT DO LAND USE DECISIONS IMPACT?



PUBLIC INPUT

PUBLIC INPUT PROCESS

The process of developing *Round Rock 2030* was split into several consecutive phases of public engagement. Each phase served a specific purpose in creating a comprehensive plan that serves the Round Rock community. A series of activities within each phase of the public input process resulted in specific content included in *Round Rock 2030*.

**PHASE ONE:
COMMUNITY SURVEY**

Planning and Development Services included five questions pertaining to land use in a City-wide survey. The results of the survey established a starting point from which further public input material was developed.

**PHASE TWO:
QUADRANT MEETINGS**

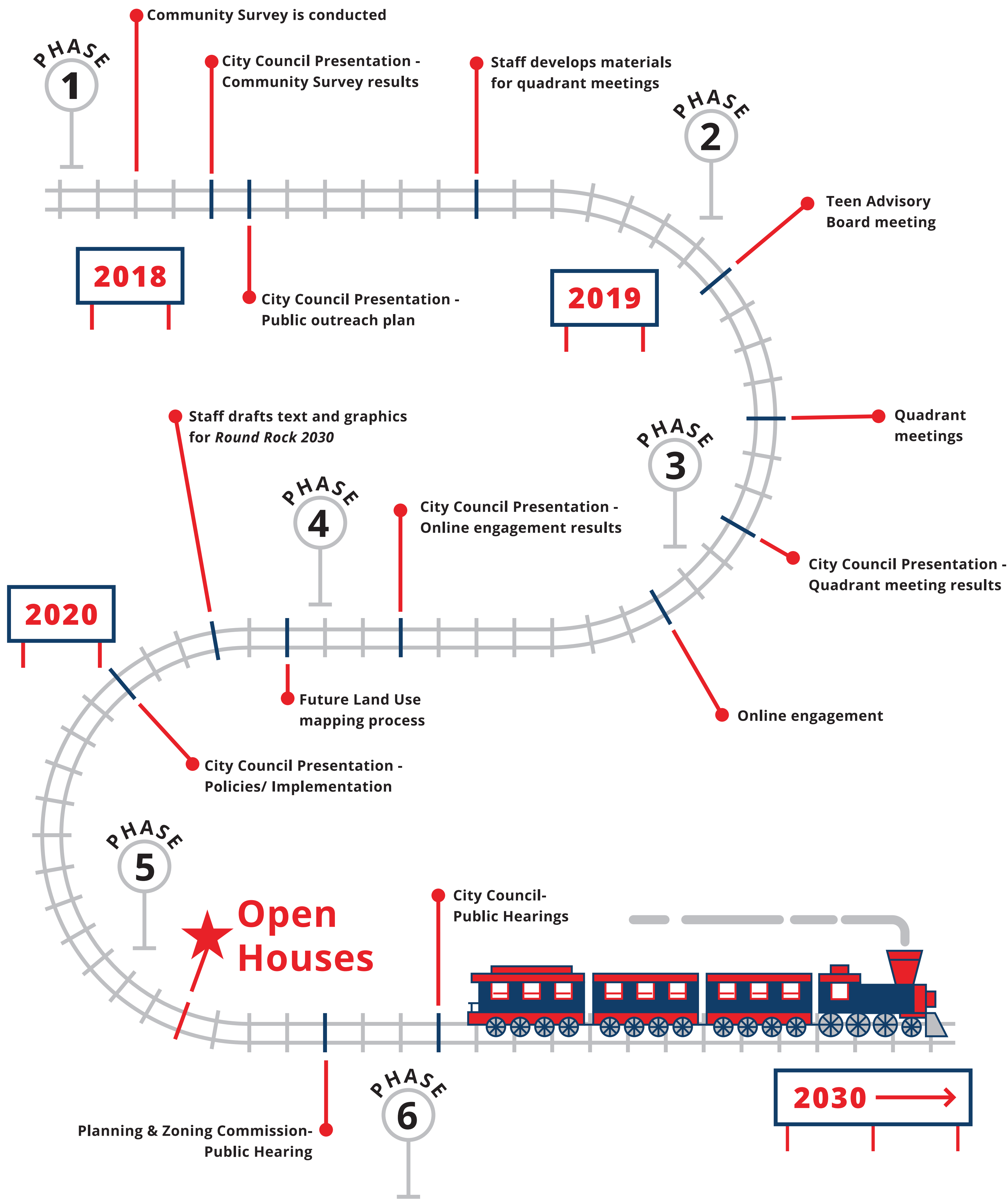
Four area-specific meetings and one teen event included visioning exercises, a policy discussion exercise, and live polling.

**PHASE THREE:
ONLINE ENGAGEMENT**

21 standalone questions and two surveys based on input received at quadrant meetings were posted online utilizing Polco, an online engagement tool.

**PHASE FOUR:
FUTURE LAND USE MAP (FLUM) EXERCISE**

Stakeholders owning property of five or more acres in the City limits or extraterritorial jurisdiction boundaries of the City had opportunities to provide input on how their land could be developed or redeveloped in the future as part of the FLUM update process.



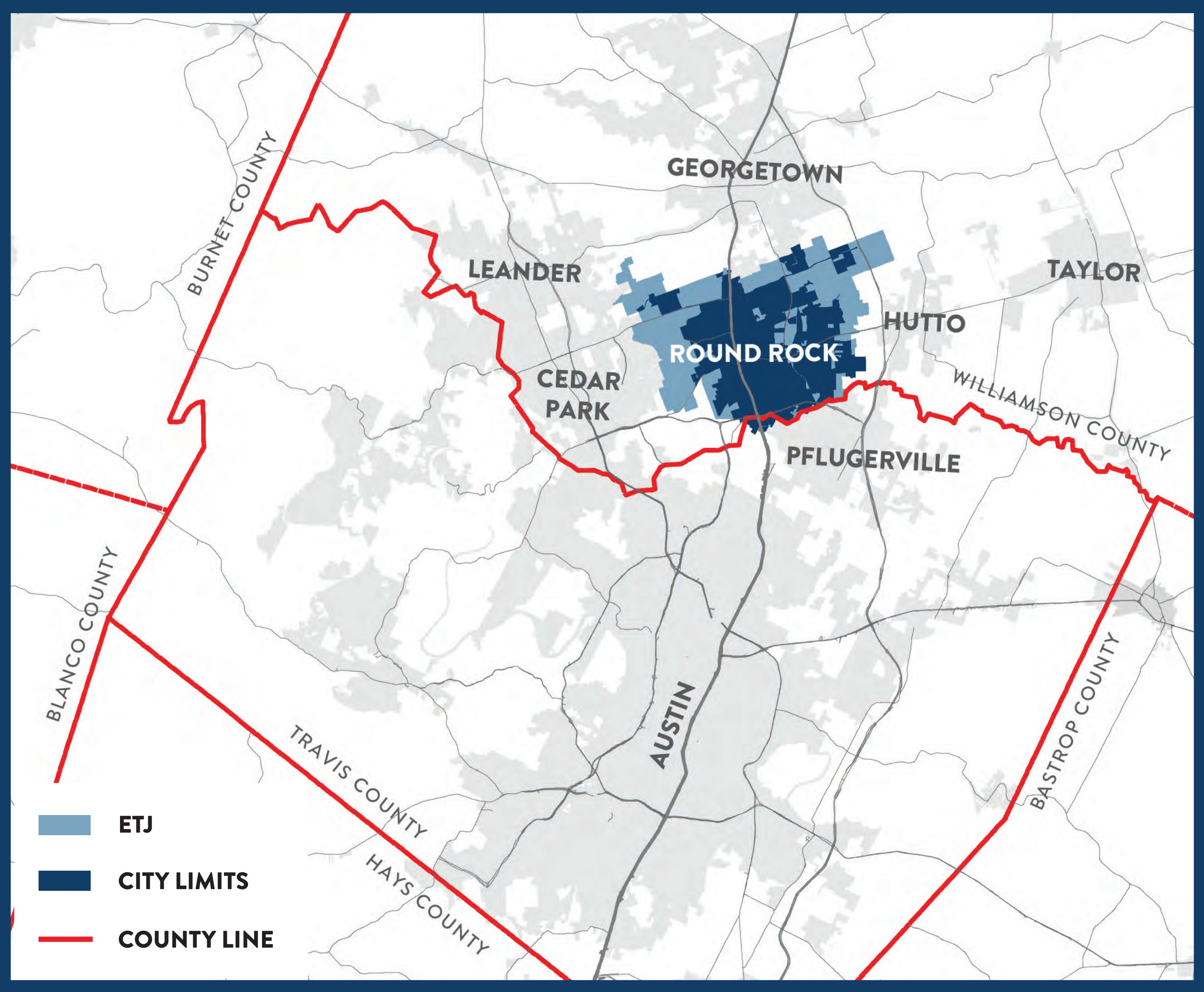
PHASE FIVE: OPEN HOUSES AND OFFICE HOURS

The *Round Rock 2030* draft was released for public comment. The City is holding two Open Houses and hosting three separate days of office hours.

**PHASE SIX:
ADOPTION PROCESS**

The adoption process for *Round Rock 2030* includes public hearings at the Planning and Zoning Commission and City Council.

ROUND ROCK, TEXAS



ROUND ROCK 2030

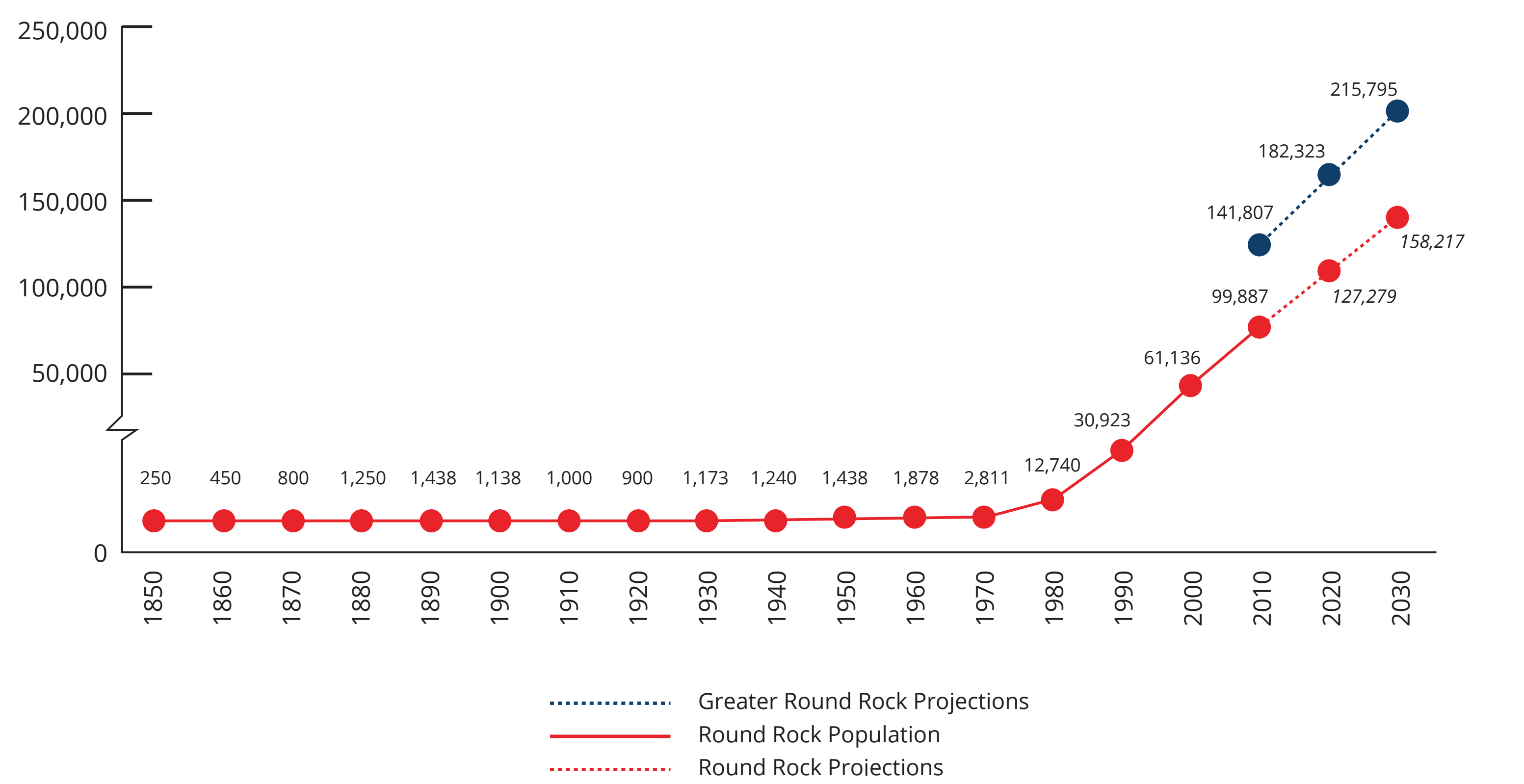
Round Rock 2030 is the Comprehensive Plan for the City of Round Rock, Texas, a city of approximately 120,000 people located fifteen miles north of Austin. Every ten years, the City's Planning and Development Services (PDS) Department updates the Comprehensive Plan in order to make land use decisions that are efficient and will best serve the community as a whole. The population is expected to continue to grow rapidly with increasing diversity. By 2030, Round Rock is expected to have almost 40,000 new residents.

Round Rock 2030 will be published in a user-friendly print format and a web-based version to facilitate the Plan's use as a reference for land use decisions over the next decade.

ECONOMIC PROFILE

This past decade, Round Rock has transitioned from a bedroom suburb of Austin to an employment center, with a labor force of 71,254 people in a vibrant and diversifying economy. In that time, the City's economic base has diversified with growth in specialty manufacturing, health care and health sciences education, hospitality and regional tourism. According to the Bureau of Labor Statistics, job growth in the Austin-Round Rock Metropolitan Statistical Area has been greater than 3% every year since 2011. The City's rapid economic and population growth have coincided with equally rapid land development.

ROUND ROCK POPULATION GROWTH



HOUSING PROFILE

HOUSING	2018 1-YR ACS
Housing Units	44,961
% Owner-Occupied	53.6%
Median Value of Owner-Occupied Units	\$269,300
Median Household Income	\$83,302
Households Paying 30% or More of Household Income On Housing Costs or Gross Rent - All Occupied Units	32.8%

All figures are from the US Census Bureau's One-year 2018 American Community Survey (based on a sampled population).

HOUSING UNITS IN DEVELOPMENT

UNIT TYPE	UNITS IN DEVELOPMENT (2020-2021 CONSTRUCTION)	UNITS IN PLANNING PHASES
Single-Family	1,569	2,118
Townhomes	0	307
Multifamily	1,210	654
Senior/Assisted Living	146	557
TOTAL	2,925	3,636

All figures are based on City of Round Rock building permits and development applications.

PLAN VISION AND POLICIES

The vision and policies are central components of *Round Rock 2030*. They will guide land use decisions for the next decade. *Round Rock 2030*'s vision provides a clear and concise picture of what the City will be like in 2030. The twelve subsequent policies are necessary to implement the vision.

VISION STATEMENT

Round Rock is a safe, desirable, family-oriented community that balances progress and prosperity with its history, by prioritizing quality of life, mobility, economic development and thoughtful land use planning.

ROUND ROCK 2030 POLICIES

- **Quality of Life:** Focus economic development initiatives on those that improve quality of life while remaining fiscally responsible. Invest in community gathering spaces for all ages that support the arts, culture, recreation and entertainment.
- **Economic Development:** Continue to be the “City of Choice” for new and existing businesses by focusing on quality development standards that promote and sustain economic growth while providing sufficient infrastructure and services.
- **Downtown:** Manage and guide the revitalization of Downtown as a safe and pedestrian-friendly community destination for all.
- **Commercial Centers:** Foster maintenance, reuse, or redevelopment of aging commercial centers while adapting to shifts in consumer preferences.
- **Neighborhoods:** Maintain older neighborhoods to ensure longevity and desirability.
- **Historic Preservation:** Preserve buildings and sites that contribute to Round Rock’s history.
- **Roadway Function:** Enhance the function and appearance of transportation corridors while accommodating safe pedestrian and bicycle travel where feasible.
- **Mobility:** Develop transportation options within and between neighborhoods and local destinations.
- **Housing:** Enable a mixture of housing types within the City to meet all residents’ needs and preferences through all stages of life.
- **Mixed-Use:** Encourage mixed-use development in locations that are compatible with the surrounding area and supported by employment and transportation infrastructure.
- **Adapting to Change:** Adapt development codes to reflect transportation innovations, evolving technology, and changing consumer preferences.
- **Sustainability:** Promote environmental sustainability by facilitating energy efficient development that conserves natural resources and open space.

LAND USE

Land use is the allocation of land into certain categories of development, such as residential, commercial, industrial, and mixed-use. A variety of factors influence where each type of land use is located, including market demand, the existing and planned transportation network, and availability of infrastructure such as water and wastewater services. During a comprehensive planning process, city planners research trends and external drivers like job growth which may impact the future distribution of land uses.

ZONING INVENTORY

ZONING	ACRES	% OF CITY LIMITS
Residential Zoning Districts (SF, TF, TH, MF)	8,183	34%
Commercial Zoning Districts (C-1, C-1a, C-2)	1,957	8%
Employment Zoning Districts (OF, BP, LI, I)	1,583	7%
Special Zoning Districts (MU, PF, SR, MI, OS, AG, PUD)	7,950	32%
Unzoned	627	3%
Total Acreage in City Limits*	24,282	100%

*Rights-of-way account for approximately 16% of the land area within the City Limits



LAND USE INVENTORY

LAND USE	ACRES	% OF DEV*	% OF TOTAL
Single-Family: Detached residences	12,971	46%	35%
Two-Family: Duplexes	235	1%	1%
Multifamily: Apartments, condominiums, townhouses, senior, independent & assisted living	902	3%	2%
Commercial: Retail, restaurants, personal services, indoor entertainment, hotels	2,579	9%	7%
Industrial: Manufacturing, unenclosed operations, warehousing	663	2%	2%
Gov/Institutional: Government buildings, publicly owned facilities	945	3%	3%
Education Facilities: Schools, technical institutes, vocational training, colleges	1,257	4%	3%
Rec & Open Space: Public and private parks, athletic fields, golf courses	3,647	12%	10%
Mixed-Use: A variety of commercial and residential uses	21	<1%	<1%
Office: Professional offices, medical offices	506	2%	1%
Mining: Rock or mineral extraction from the earth	1,595	6%	4%
Utilities: Electric substations, water and wastewater facilities	232	1%	1%
Drainage: Floodways, floodplains, drainage structures	2,784	10%	7%
Total Developed Acres in the Plan Area	28,336	100%	76%
Agriculture: Rural lands containing crops, and/or pastures	4,388	0%	12%
Vacant: No land use, unimproved land (not used for agriculture)	4,571	0%	12%
Total Undeveloped Acres in the Plan Area	8,959	-	24%
Total Acres	37,295	-	100%

*%DEV refers to the percentage of developed land within the Plan Area

AREAS OF REGIONAL INTEREST

Northeast

- Majority of new single-family development expected in this area.
- Vizcaya, Salerno, and University Heights contain almost 3,000 lots.
- 900-acre Avery PUD has entitlements for single-family, multifamily and mixed-use development.
- Development agreements for 1,900 acres undeveloped land ensuring future development is part of City and subject to its land use authority.

Southwest

- Includes a large undeveloped area under single ownership.
- 700 acres within the ETJ accessible from CR 172 and RM 620.
- Planned Apple Inc. campus to the west will impact housing demand and business activity.

Downtown

- Undeveloped 30-acre Henna property at Mays St. and the northern bank of Brushy Creek.

East on US 79

- Kalahari Resorts will include 975 hotel rooms, 150,000 sf. convention space, 223,000 sf. indoor water park, an 80,000 sf. indoor theme park, resort-style pools, retail, restaurants and spa.
- Nearly 150 additional acres remain undeveloped south of US 79 and east of Kenney Fort Blvd.
- Additional 100 developable acres west of Kenney Fort Blvd.

South/Central

- 65 acres south of SH 45 and west of Greenlawn Blvd. Mixed-use development “The District” planned including high-density residential, office, hotel, retail, restaurant, and entertainment uses.

Western ETJ

- Mayfield Park includes 244 undeveloped acres at the southeast corner of RM 1431 and Sam Bass Rd.

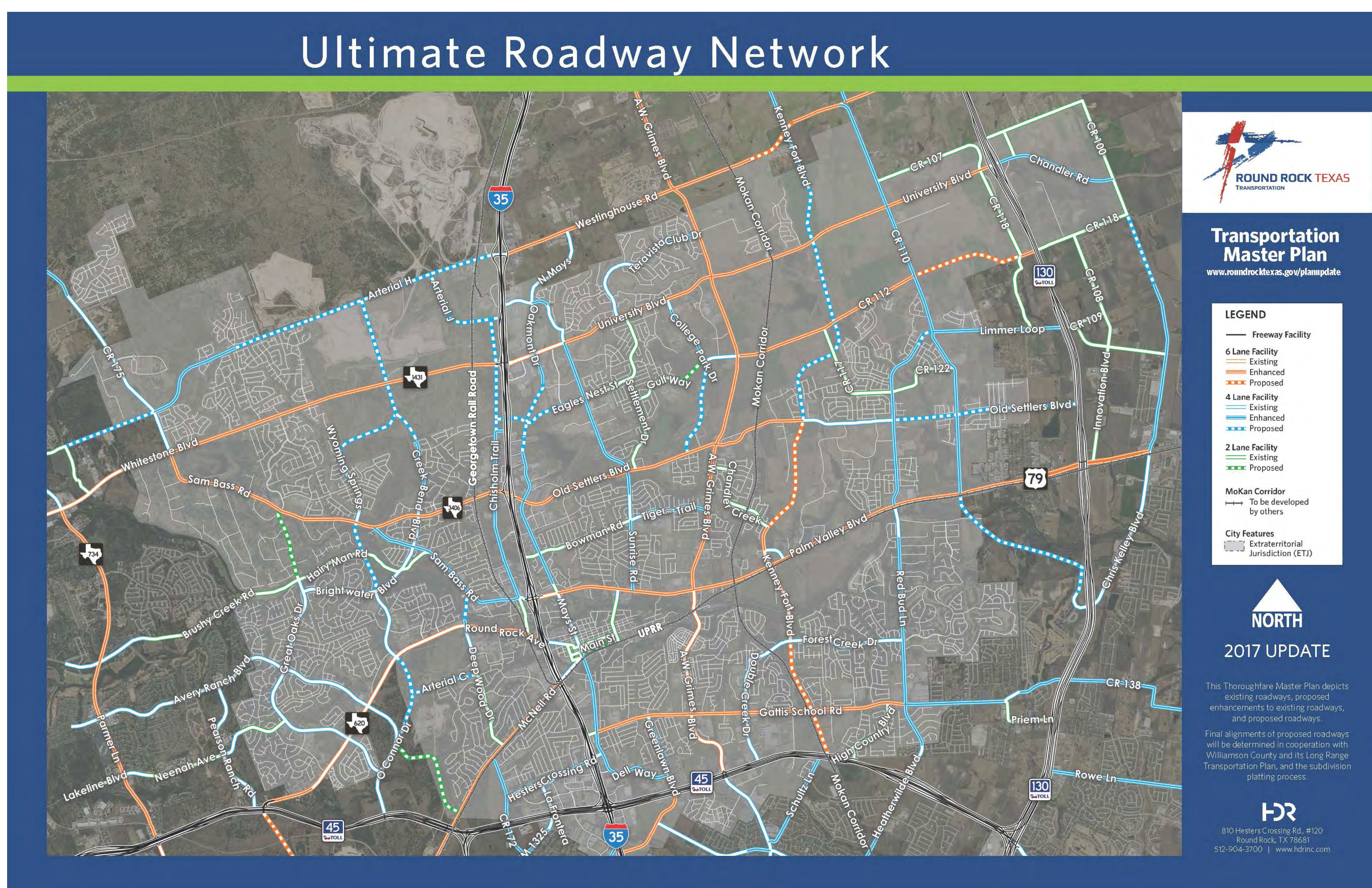
INFRASTRUCTURE

TRANSPORTATION

Round Rock 2030 adopts two Transportation Department plans as addenda, including the *Transportation Master Plan* and the *Transit Master Plan*. Additionally, Transportation plans are summarized in the infrastructure section of *Round Rock 2030*.

TRANSPORTATION PLANNING

In addition to the land use considerations of transportation infrastructure, mobility and connectivity are central to the City's vibrancy, health, and overall growth. An effective transportation network allows people and goods to move through the City effectively and safely. Getting people and things where they need to be, when they need to be there, in a safe manner, is a key quality of life issue for residents and visitors to the City. Transportation goals can be met by completing the network, defining roadway classifications, designing complete streets, implementing access management, using innovative intersections, planning for a future with transit, coordinating with outside agencies, and implementing Intelligent Transportation Systems (ITS).



INFRASTRUCTURE

UTILITIES AND ENVIRONMENTAL SERVICES

Round Rock 2030 adopts several Utilities and Environmental Services Department plans as addenda, including the *Water System Master Plan*, the *Wastewater System Master Plan*, the *Stormwater Master Plan*, and the *Utility Profile and Water Conservation Plan for Municipal and Wholesale Water Use*. Additionally, Utilities and Environmental Services plans are summarized in the infrastructure section of *Round Rock 2030*.



WATER

In 2012, the reuse water system was expanded to provide up to 6 MGD of reuse water to Northeast Round Rock. By expanding the reuse water system, the City conserves the drinking water supply and provides a good source of processed water for industries to use at a lower cost to the City. From 2012 to 2017, all residential water meters were replaced with Automatic Meter Reading technology. This has allowed the City to obtain daily meter reads that are available to water customers through a Customer Portal. The City plans and builds new facilities based on peak demand, the highest use that the water system will ever undergo, even though average use is substantially less.

WASTEWATER

The City's wastewater collection system is based on the alignment of major wastewater interceptors along creek beds to provide service through gravity mains for all areas within a creek's watershed. By the end of 2023, the City anticipates completing the Brushy Creek Regional Wastewater System (BCRWWS) Plant expansion. This expansion not only increases capacity, it also rehabilitates parts of the existing plant and installs the latest technology in odor monitoring equipment.

STORMWATER

The City prepared a Storm Water Management Program (SWMP) which documents a comprehensive plan to manage the quality of the discharges from the Municipal Separate Storm Sewer System (MS4) and ultimately protect and improve water quality in creeks and waterways. The City will continue to analyze and construct drainage improvements in order to reduce the risk to properties that have experienced flooding in the past.

ENVIRONMENTAL SERVICES

The Environmental Services Division is responsible for solid waste/recycling, household hazardous waste elimination, the waste and wastewater laboratory, and pretreatment services. The City will continue looking for tactics to divert waste from the landfill. Additionally, it will escalate recycling efforts by educating and promoting recycling to our citizens, conducting collection events, and expanding the recycling program to include multifamily residents.

INFRASTRUCTURE

PARKS, RECREATION FACILITIES, AND OPEN SPACE

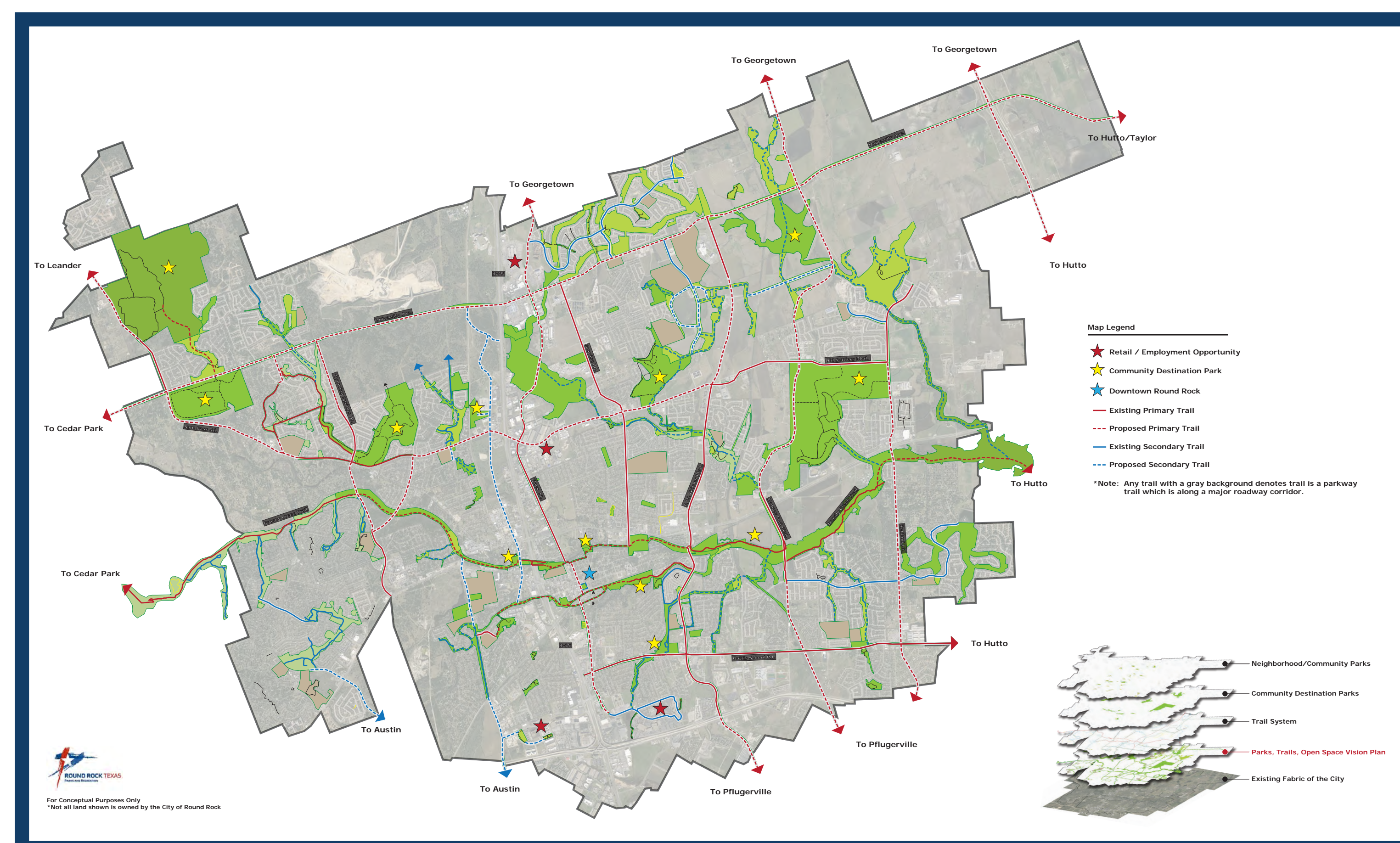
Round Rock 2030 adopts the Parks and Recreation Department (PAR) Master Plan, *Playbook 2030: Building a Connected Community*, as an addendum. Additionally, PAR's plan is summarized in the infrastructure section of *Round Rock 2030*.



DESIRED STATE OF PARKS AND RECREATION

Round Rock has the opportunity to develop an enviable parks system. The City has an abundance of significant natural features, a rich historical heritage, a growing residential population, and the potential for pedestrian and bike linkages throughout the community.

PARKS, TRAILS, OPEN SPACE SYSTEM VISION PLAN



In *Playbook 2030: Building a Connected Community*, PAR describes the ideal state in which to operate and function as a whole and has identified five goals to help the department reach its desired state:

- Goal #1: Link the Community
- Goal #2: Community Cohesion - Creating a Sense of Place
- Goal #3: Sustainable Park and Recreation System
- Goal #4: Environmental Stewardship
- Goal #5: Equity - Distribution of Resources

COMMUNITY FACILITIES & SERVICES

Community facilities and services are major components of Round Rock's physical, social, and economic fabric. They help define the identity of the City and contribute to quality of life, as well as social and economic prosperity. Community facilities cover a broad spectrum of services, such as safety, arts and culture, libraries, and often require capital investment and operating costs. These are included in *Round Rock 2030* because they have land use implications.

ARTS AND CULTURE

Arts and culture are important to Round Rock's quality of life, strengthening the community, inspiring more investment, and creating a greater sense of place. Over the next decade, locating space for a new arts and culture facility that can accommodate a variety of functions will be explored.

FIRE AND EMERGENCY SERVICES

Planning new facilities in anticipation of future service demand is key to successfully mitigating potential emergencies. In the next decade, Round Rock Fire Department (RRFD) plans to coordinate the purchase of land for future facilities in high-growth areas. RRFD also plans to expand the Community Risk Reduction Program, which connects the Department with members of the community to provide risk assessments for homes.

POLICE

Round Rock Police Department (RRPD) works to ensure that Round Rock remains one of the safest communities in America. RRPD engages the public through a strong social media presence and creates videos to educate residents about major legislative changes, traffic safety, and crime prevention. Land use decisions also have implications for RRPD's service delivery. The overall goal is to ensure that RRPD keeps pace with changing service demand in the coming decade.

LIBRARY

Round Rock Public Library (RRPL)'s mission is to provide the highest quality educational, informational, leisure, and cultural resources and services to Round Rock's diverse population. A new main library, funded by a \$23.2 million bond approved in 2013, is planned to improve RRPL service delivery and act as a community gathering space Downtown. As the City's population continues to grow, construction of additional branch libraries may be considered to meet Round Rock's changing needs.

SPORTS MANAGEMENT AND TOURISM

Often referred to as the "Sports Capital of Texas", Round Rock has established itself in the sports tourism industry with the quality of facilities maintained and the number of events hosted. To become a true industry leader, the planning, design, and expansion of two facilities in the next decade is desired, including expansion of the Multipurpose Complex, and an addition to the Sports Center.

PLANNING AND DEVELOPMENT SERVICES

Planning and Development Services (PDS) provides services to City residents and businesses through several department divisions including Planning, Engineering, Inspection Services, Code Enforcement, and Community Development. PDS processes can be divided into two categories, those that address new development and those that support existing development. In the next decade, neighborhood services and commercial revitalization will become increasingly important to ensure longevity. Community Development will work to maintain programs that are currently offered and will continue to build relationships with neighborhood leaders, help form new neighborhood associations, and create new and innovative programs.

HISTORIC PRESERVATION PLAN

As Round Rock continues to grow and mature as a midsize city, its historic resources are an important part of the community's identity. *Round Rock 2030* includes a section on historic preservation that serves as both part of the City's Comprehensive Plan and as a standalone historic preservation plan. The *Historic Preservation Plan* covers a broader scope than *Round Rock 2030's* policy on historic preservation, which states "Preserve buildings and sites that contribute to Round Rock's history."

PROGRAM MILESTONES SINCE 2010

- 2010

 - *Places & Spaces: General Plan 2020* adopted. First comprehensive plan to include historic preservation chapter, serving as City's Historic Preservation Plan.
 - *Downtown Master Plan* adopted. Establishes design and policy strategy for thriving town center. Includes design guidelines for historic residential character and other historic areas and an updated resource survey.
 - Preservation Minutes video series released.
- 2011

 - New historic designations recommended as result of *Downtown Master Plan's* historic resource survey:
 - East End Historic District proposed, including 96 properties, 54 contributing. City Council did not adopt designation.
 - Texas Baptist Children's Home property recommended as local historic district; trustees did not support designation.
 - Henna House identified for local designation but was not pursued further.
- 2012

 - Certificate of Appropriateness process amended to allow administrative review of certain applications and allow the relocation of historic buildings in certain circumstances.
- 2013

 - City publishes educational brochures about historic preservation programs.
- 2015

 - Latest International Existing Building Code adopted to aid maintenance and rehabilitation of historic properties.
- 2016

 - Nonprofit Round Rock Preservation established.
 - The SF-D (Single-Family - Downtown) district adopted. Provides standards for traditional residential development to reinforce scale and design of the established residential neighborhood with numerous historic structures.
- 2017

 - City celebrates 150th anniversary of the Chisholm Trail.
 - Williamson Museum opens a location in Round Rock with educational exhibits and programs about the history of the county.
 - Markers installed at locally designated historic landmarks.
 - Language for demolition by neglect added to Round Rock Development Code.
- 2018

 - The Stagecoach Inn relocated to preserve the building. First project to utilize new Certificate of Appropriateness for relocation.
- 2019

 - Round Rock Development Code amended to require seven Historic Preservation Commissioners.

PROGRAM CHALLENGES FOR THE NEXT DECADE

Challenges identified for the future of the historic preservation program over the decade include:

- Complex Certificate of Appropriateness case reviews:
 - Requests for alterations often incorporate new technology and building materials which may not be appropriate;
 - Redevelopment of historically significant properties may threaten historic integrity.
- Lack of funding for historic preservation projects.
- Need for documentation of structures if proposed to be moved or demolished.
- Acceptance and recognition of significance for reasons other than architecture.
- Neighborhood preservation for older neighborhoods.
- Lack of awareness of City historic preservation efforts compounded by City's rapid population growth.



POLICIES AND IMPLEMENTATION

QUALITY OF LIFE POLICY

Focus economic development initiatives on those that improve quality of life while remaining fiscally responsible. Invest in community gathering spaces for all ages that support the arts, culture, recreation, and entertainment.

POLICY DESCRIPTION

This policy was created to prioritize quality of life initiatives tailored to Round Rock residents. Public input revealed a desire for more cultural and entertainment activities throughout the City. This policy is meant to encourage the creation of gathering spaces for residents, while ensuring that public funds are spent wisely to develop, attract, and/or incentivize these types of amenities.

IMPLEMENTATION STRATEGIES

- Create focal points, destinations, public spaces, and concentrated areas of desired development that promote the quality of life in Round Rock and create a sense of place.
- Assist Round Rock Arts and private patrons in locating space for a new arts and cultural center that could accommodate a variety of functions.
- Ensure that new City-owned amenities, such as a new Downtown library and Downtown parklets, contribute to the quality of life of residents and further the redevelopment goals of the Downtown Master Plan.
- Support the development of economic generators that are unique to Round Rock and improve quality of life. Specifically, projects should help Round Rock become a self-contained community with publicly and privately generated jobs and amenities.

Proposed projects to be completed over the next decade include:

- Project Tower: a 76,000 square foot office/retail/hotel project surrounding the historic Downtown Water Tower.
- The District: a 65-acre mixed-use development located south of SH 45 and west of Greenlawn Blvd that will include approximately one million square feet of residential, hospitality, retail and Class A office space.
- Heritage Trail and Bathing Beach Park: The Heritage Trail is a major recreational corridor planned along the Brushy Creek Regional Trail that will connect two of Round Rock's historic areas: its original pioneer settlement "Old Town" and its railroad-era "New Town." A park along the trail in Old Town near The Round Rock includes the recently relocated 1850's Stagecoach Inn.
- Round Rock Amphitheater: Formerly known as the Nutty Brown Amphitheater, an outdoor concert venue previously located Southwest of Austin, will relocate to Round Rock east of IH-35 and south of University Boulevard.
- Kalahari Resorts: a waterpark, theme park, hotel, and convention center located on US Highway 79 across from Dell Diamond.
- Create a Planned Unit Development for the Henna tract at US Highway 79 and Mays Street as a catalyst project implementing the Downtown Master Plan.
- Explore, attract, enable, and facilitate pilot projects such as drive-in movies, pop-up uses, and other temporary uses in appropriate locations while limiting unintended consequences of non-permanent structures.
- Amend ordinances to maximize public access to open space.
- Use public input to identify land uses associated with improving the quality of life of the community, particularly dining and entertainment options. Create programs to attract and incentivize the identified uses.

POLICIES AND IMPLEMENTATION

ECONOMIC DEVELOPMENT POLICY

Continue to be the “City of Choice” for new and existing businesses by focusing on quality development standards that promote and sustain economic growth while providing sufficient infrastructure and services.

POLICY DESCRIPTION

Based on public input received, this policy aims to maintain and promote the City’s business-friendly environment. Round Rock’s continued goal of a prosperous economy requires successful development, including providing infrastructure necessary to support growth. The City is committed to maintaining the highest levels of attractiveness and competitiveness possible to allow Round Rock to remain the “City of Choice” for businesses. The Planning and Development Services Department (PDS) operates under the guidance of the City’s Development Philosophy, which emphasizes customer service to facilitate the timely review and approval of development projects, as well as ensuring that stakeholders are included in the creation of regulatory ordinances.

IMPLEMENTATION STRATEGIES

- Evaluate and update the Future Land Use Map (FLUM) during the ten-year Plan period to ensure appropriate land uses are identified.
- Attract and support the development of new and existing economic generators that are unique to Round Rock and improve quality of life.
- Continue to provide a navigable regulatory and development review process that is efficient, streamlined, and meets or exceeds established performance measures.
- Re-examine the Round Rock Development Code on a continual basis to determine if amendments are necessary based on changes to state law. Develop incentives as necessary to ensure desired outcomes concerning design and development standards.
- Support zoning and annexation decisions that attract desirable employment centers to the Northeast and consider appropriate incentives.
- Prioritize infrastructure projects associated with regional attractions, Downtown, and major employers.
- Support the development of the Harris tract to the west of Kalahari Resorts so that new development is complementary but has its own unique attributes that add momentum of the area’s status as a regional attraction.
- Explore new uses for older commercial centers when neither the structures nor the center’s location meet the needs of the market. Redevelopment may include increased densities and/or relaxing certain development standards or fees.
- Continue offering an expedited development review process for economic development projects.
- Explore options for providing incentives for the use of masonry exterior building materials.
- Examine the potential for redevelopment in certain transitional areas of the City.
- Strategically support and identify areas for the public acquisition of certain private properties to ensure desirable redevelopment in critical corridors, preserve the City’s history, and enhance Downtown.

POLICIES AND IMPLEMENTATION

DOWNTOWN POLICY

Manage and guide the revitalization of Downtown as a safe and pedestrian-friendly community destination for all.

POLICY DESCRIPTION

The revitalization of Downtown Round Rock has been a long-term investment and priority for the City. Round Rock adopted the *Downtown Master Plan* in 2010 and has invested \$116.9 million in public infrastructure and facilities since then. The Master Plan created a design and policy strategy for a thriving town center featuring a viable mix of retail, dining, entertainment, residential and public spaces, in a walkable and historically sensitive environment. Downtown's unique character and mix of activities make it different from anywhere else in Round Rock. Anchored by a National Register Historic District, mixed-use zoning districts support redevelopment while balancing preservation of existing building and development patterns. Public input indicated that residents desire an active downtown with a wider variety of businesses, housing options, and gathering spaces where safety is a priority. Specifically, teenagers would like Downtown to be a destination with places to gather and spend their leisure time. This policy focuses on the desire to create a greater mixture of land uses that will serve everyone in the community, thus giving everyone multiple reasons to be Downtown on any given day.

IMPLEMENTATION STRATEGIES

- Facilitate a mixture of residential development types. Strive to develop a minimum of 1,000 dwelling units within one-quarter mile of Main Street.
- Complete the redevelopment process for the site surrounding the Water Tower.
- Consider techniques for activating alleys and seek out mechanisms to fund unique projects in the alleys.
- Ensure that the City's proposed new library is integrated into the streetscape with an active first floor.
- Examine and determine the future of Main Street parklets once the initial phase is installed.
- Ensure balance between residential and business uses Downtown by encouraging compatibility. Mitigate negative impacts to residents and prevent clustering of any one type of commercial use.
- Conduct a parking study to ensure adequate and appropriately located parking Downtown.
- Prioritize infrastructure improvements such as upgrades to streets, utilities, and drainage through the implementation of the Downtown Improvement Plan.
- Ensure the connectivity of the Henna tract to Downtown and examine further integration of Brushy Creek as a publicly accessible amenity.
- Conduct an inventory of potential redevelopment and infill sites, including historic structures that would be suitable for adaptive reuse. Devise a strategy for appropriate incentives.
- Evaluate MU-1 (Mixed-Use Historic Commercial Core) district, MU-2 (Mixed-Use Downtown Medium Density) district, and MU-L (Mixed-Use Limited) district standards to ensure they continue to be suitable as Downtown redevelops.

POLICIES AND IMPLEMENTATION

COMMERCIAL CENTERS POLICY

Foster maintenance, reuse, or redevelopment of aging commercial centers while adapting to shifts in consumer preferences.

POLICY DESCRIPTION

Based on public input received, stakeholders would like the City to focus on improving and maintaining existing retail centers. This policy prioritizes revitalization and repurposing of aging, vacant, or declining commercial centers. This includes examining options for improving the appearance along roadway corridors adjacent to older commercial centers. This policy also recommends considering how changing preferences of consumers such as online shopping and curbside order pick-up affect the long-term viability and layout of commercial developments in the future.

IMPLEMENTATION STRATEGIES

- Create ordinances to foster quality and economically feasible rehabilitation, re-use and redevelopment of aging commercial developments. These should include incentives to assist with comprehensive redevelopment through specific financing mechanisms and agreements.
- Complete corridor revitalization and enhancement starting with Mays Street from Gattis School Road to Mays Crossing Drive. Evaluate successes to determine how to apply the process to other portions of the roadway and other roadway corridors in the City.
- Examine, propose, and implement strategies that encourage adaptive reuse of aging commercial centers in areas identified for revitalization. If successful, consider developing grant programs for façade improvements, landscaping, and signage.
- Devise and propose parameters for development fee reductions for projects slated to be part of a redevelopment program effort.
- Strategically purchase private property to guide redevelopment.
- Identify key redevelopment locations, especially large tracts on important commercial corridors.
- Encourage compact commercial redevelopment in appropriate locations.
- Strive to maintain traffic flow along roadways through the minimization of curb cuts for commercial centers.
- Continue to monitor changes in sign technology to ensure that the needs and desires of developers are balanced with the design standards desired by the City.
- Consider how to address vacancies, especially for uses in changing markets like retail and banks.
- Consider commercial code enforcement standards beyond sign regulation enforcement in order to address issues like building maintenance, parking lot maintenance, and landscape ordinance enforcement.

POLICIES AND IMPLEMENTATION

NEIGHBORHOODS POLICY

Maintain older neighborhoods to ensure longevity and desirability.

POLICY DESCRIPTION

Based on public input received, a high percentage of Round Rock residents are happy with their neighborhoods. Stakeholders also think that the City should maintain its heritage and roots. The City has a strategic goal to foster sustainable neighborhoods, both old and new, through a series of strategies that focus on maintaining property values in older neighborhoods, creating a sense of community between neighbors, reducing code violations, and providing a point of contact for residents to understand City services that pertain to neighborhood quality of life.

IMPLEMENTATION STRATEGIES

- Establish neighborhood planning programs, especially in older, deteriorating neighborhoods.
- Continue to review zoning ordinances to provide more flexibility for infill development including missing middle housing, limited commercial, and office.
- Focus Community Development Block Grant funds on neighborhood revitalization in low-to-moderate income neighborhoods. Focus expenditures on sidewalk installation, park improvements, and home repairs.
- Create ordinances to foster quality and economically feasible rehabilitation, re-use, and redevelopment of aging commercial developments and neighborhoods.
- Support and encourage neighborhoods that do not have Homeowners Associations to form neighborhood associations by proactively hosting meetings and events to demonstrate the benefits of forming an association.
- Continue existing and create new programs to keep neighborhoods active and engaged such as the Tool Lending Center, Block Party Trailer, Movie Kit, Curb Painting Kit, Fence Staining Kit, Pole Tree Saw Program, Lawn Care Foster Program, Sierzega Unit and UniverCity.
- Consider lighting options to address citizen concerns about safety. Facilitate requests for assessments to determine if additional lighting is needed in certain neighborhood areas.
- Create a formal process for identifying infrastructure needs of older neighborhoods and identify potential shared resources to fund improvements.
- Explore options for a range of housing that could be added to existing single-family neighborhoods.
- Continue to coordinate and connect Neighborhood Services and Code Enforcement. Analyze Code Enforcement violations to create programs to assist residents with compliance. Examples of existing programs include neighborhood cleanups, the Lawn Care Foster program, and the Pole Tree Saw program.
- Continue to explore innovative pilot programs that support neighborhood quality and sense of community based on issues identified in neighborhoods.

POLICIES AND IMPLEMENTATION

HISTORIC PRESERVATION POLICY

Preserve buildings and sites that contribute to Round Rock's history.

POLICY DESCRIPTION

Public input received indicated that residents are very supportive of historic preservation and feel that the City should protect sites and structures that represent the heritage and history of Round Rock. Round Rock has had a historic preservation program since 1979. Historic assets play an essential role in shaping the identity of a place. Historic buildings, neighborhoods, and other important vestiges of the past define a unique and special sense of character in a community. As Round Rock continues to grow and mature, its historic resources remain an important part of the community's identity. Historic preservation encourages the continued use of older properties, safeguards the existence of significant historic elements, and contributes to community development objectives such as quality of life, sustainability, and economic development.

IMPLEMENTATION STRATEGIES

- Explore means for financing the City's historic preservation program including a new dedicated annual allocation in the City's budget.
- Complete the restoration of the Stagecoach Inn.
- Consider new incentive programs specifically to assist property owners and developers with maintenance and rehabilitation of historic properties.
- Continue administering the Partial Tax Exemptions for Historically Significant Sites program and guide property owners through the application review process.
- Consider expanding the number of historically designated properties. Review the designation criteria in the Round Rock Development Code to adapt the definition of historic significance. Identify structures recently annexed into the City and mid-century structures which are now, or will soon be, eligible for designation.
- Explore establishing a historic district for the Downtown Master Plan area which regulates exterior building materials for all structures.
- Establish a policy to address whether performance advances in building materials could, in certain circumstances, justify the application of non-historic materials to aid the long-term preservation of historic structures.
- Establish methods, guidelines, priorities, and a dedicated funding source for preservation of City-owned historically designated properties.
- Contribute historic preservation expertise to ensure the development surrounding the Water Tower is contextually appropriate and does not diminish the Tower's historic integrity.
- Advise the Parks and Recreation Department regarding historic features of the Bathing Beach Park and Heritage Trail projects.
- Foster a network of preservation advocates and allies, like the City's nonprofit Round Rock Preservation, by collaborating with preservation partners at the local, regional, and state levels.
- Support the Williamson Museum's efforts to continue local history programming in Round Rock.
- Partner with other preservation organizations to create a local historic preservation award program to recognize preservation success stories.
- Create opportunities to record and celebrate the history of the City through a local history archive and resources at the new library.
- Increase focus on heritage tourism City-wide through promotion of the City's historic assets. Consider becoming a designated Preserve America community.
- Capitalize on historic assets as an economic engine for Round Rock by promoting historic sites to areas outside of the City.
- Increase stakeholder and public awareness of the City's historic preservation program by providing training opportunities, hosting public events, and creating educational materials.

POLICIES AND IMPLEMENTATION

ROADWAY FUNCTION POLICY

Enhance the function and appearance of transportation corridors while accommodating safe pedestrian and bicycle travel where feasible.

POLICY DESCRIPTION

This policy prioritizes improving and connecting infrastructure for all forms of transportation. Currently low-density, single-use neighborhoods occupy significant amounts of land in the City and require the use of a personal vehicle to access employment and services. Based on public input received, pedestrian safety and walkability were major concerns associated with roadway design. In addition to function, this policy also focuses on the appearance of transportation corridors which are especially important for gateway corridors that welcome people into the City. This was also a point of emphasis in the Garner Economics, LLC report *Building Upon a History of Success: An Economic Development Action Plan for Round Rock, Texas* as it relates to economic development and attracting desirable redevelopment in aging areas.

IMPLEMENTATION STRATEGIES

- Establish streetscape design guidelines for City roadways to ensure compatibility with current and planned land uses.
- Consider and prioritize corridor studies to determine future corridor enhancement programs for roadways.
- Pursue the feasibility of a comprehensive street tree program and identify priority areas for implementing such a program.
- Adopt standards for shared-use paths that are at least ten feet wide and can be utilized by both cyclists and pedestrians.
- Consider pedestrian safety improvements at intersections, including but not limited to the creation of safer and more obvious places to cross arterials and better signage/visibility to ensure drivers are aware of pedestrian activity.
- Consider chicanes or other traffic calming measures on roadways where the City receives frequent complaints about speeding.
- Design single-loaded streets to provide access to open spaces where possible.

POLICIES AND IMPLEMENTATION

MOBILITY POLICY

Develop transportation options within and between neighborhoods and local destinations.

POLICY DESCRIPTION

This policy prioritizes connectivity and mode of travel around Round Rock. This includes developing sidewalk and trail networks and expanding public transit. The City recently introduced limited bus service within Round Rock and a commuter line that connects Round Rock to Austin. Public input indicated that people would like to travel throughout Round Rock without experiencing major traffic delays. While congestion due to growth is unavoidable, developing and expanding the number of transportation options in Round Rock could reduce the number of vehicles on the road.

IMPLEMENTATION STRATEGIES

- Increase neighborhood connectivity of streets, trails, and bike lanes.
- Use subdivision platting and site development processes to ensure connectivity for a variety of transportation options. Examples of requirements include cross access between commercial uses, sidewalk construction, and connectivity indicators in new residential development.
- Consider pedestrian safety improvements at intersections, including but not limited to the creation of safer and more obvious places to cross arterials and better signage/visibility to ensure drivers are aware of pedestrian activity.
- Facilitate expanded fixed-route bus service including the addition of a transit stop in The District mixed-use development proposed south of SH 45 and west of Greenlawn Blvd.
- Evaluate parking demand to determine whether a park and ride location or expansion of the Transit Center Downtown garage is appropriate to accommodate commuters.
- Ensure the connectivity of neighborhoods to the trail system identified in *Playbook 2030: Building a Connected Community*.
- Ensure mobility to and around regional attractions identified on the Future Land Use Map (FLUM).
- Evaluate the MoKan corridor (from Georgetown to Austin) as a regional transportation and transit mobility solution.
- Evaluate potential impacts of bike share and micromobility options to balance community needs and City policy preferences.
- Develop transit stop infrastructure and amenities including shade structures, benches, and trash receptacles.
- Develop a plan to manage parking supply and demand in large developments to ensure the efficient use of land.
- Reevaluate off-street parking requirements for all land uses.

POLICIES AND IMPLEMENTATION

HOUSING POLICY

Enable a mixture of housing types within the City to meet all residents' needs and preferences through all stages of life.

POLICY DESCRIPTION

The vast majority of the City's housing stock exists in a conventional suburban form with separate residential subdivisions containing single-family homes or standalone apartment complexes. Currently, low-density single-use neighborhoods occupy significant amounts of land in the City and require the use of a personal vehicle to access employment and services. Based on public input received, housing affordability was a main concern of stakeholders. Certain housing types in the City have been identified as missing in Round Rock, such as smaller-scale multifamily developments. Other types of housing, such as senior living, were identified to address the changing needs of residents over their lifetimes so they can continue to live in Round Rock.

IMPLEMENTATION STRATEGIES

- Strive to limit two and three story walk-up multifamily units to 20% of the housing stock to the extent feasible, except when located in mixed- and multi-use areas.
- Examine tools to provide incentives for specific dwelling types that do not currently exist in Round Rock or where more units are desired.
- Provide information regarding affordable housing initiatives and programs available to Round Rock residents.
- Examine parking and garage requirements for all residential types.
- Consider amendments to the small lot requirements of the Round Rock Development Code or the creation of a new zoning district to facilitate more affordable single-family homes.
- Research best planning practices concerning tiny homes and other housing trends to consider integration into the Round Rock Development Code.
- Explore policies for allowing accessory dwelling units in neighborhoods including specific criteria and design features except where prohibited by Homeowners Associations.
- Consider rezoning proposals that facilitate the development of missing middle housing. Examples might include low-density townhome and multifamily integrated into neighborhoods, multiple units on one lot, identification of corridors where condominium arrangements are small detached or attached units, high rise multifamily in mixed-use developments, and small lot single-family neighborhoods with special parking requirements.

POLICIES AND IMPLEMENTATION

MIXED-USE POLICY

Encourage mixed-use development in locations that are compatible with the surrounding area and supported by employment and transportation infrastructure.

POLICY DESCRIPTION

The intent of mixed-use zoning districts is to permit flexibility in land uses and building densities not accommodated by traditional zoning districts. This allows a variety of uses to locate in the same building, site, or block, and in structures of varying size and design. Commercial and residential uses, which are usually separated into distinct zoning districts, are encouraged to be combined with offices and public open spaces. The close proximity of the different land uses fosters increased pedestrian activity, as residents are able to accomplish a wide variety of tasks in a relatively small area without driving. Additionally, this type of development allows for the more efficient provision of infrastructure and natural resources.

IMPLEMENTATION STRATEGIES

- Promote mixed-use options where opportunities exist already by zoning. Ensure that regulations work for the types of developments being proposed.
- Identify and provide incentives for the provision of certain housing unit types and specific commercial components within a mixed-use development.
- Encourage housing units where appropriate as part of mixed-use development.
- Evaluate and incentivize the incorporation of transit stops in mixed-use areas like the proposed District development south of SH 45 and west of Greenlawn Blvd.
- Attract and incentivize a development like the Mueller neighborhood in Austin.
- Develop a strategy to acquire underutilized parcels of land to guide redevelopment as mixed-use, higher-density urban-style projects in appropriate locations.
- Incentivize Downtown mixed-use projects including opportunities for small lot infill developments.
- Encourage and incentivize large-scale mixed-use projects on vacant properties such as the Harris tract (west of Kalahari Resorts), the Robinson tract (south of RM 620) and the Georgetown Railroad tract (west side of IH-35 at the intersection of RM 1431). These tracts are identified as mixed-use on the Future Land Use Map in *Round Rock 2030*.

POLICIES AND IMPLEMENTATION

ADAPTING TO CHANGE POLICY

Adapt development codes to reflect transportation innovations, evolving technology, and changing consumer preferences.

POLICY DESCRIPTION

This policy focuses on the impacts that growth and changing lifestyles will have on Round Rock's land use in the next decade. Recent trends in transportation such as ridesharing, autonomous vehicles and the introduction of high-speed transit may change the way people move within and between cities. Advances in technology are also shaping the way people access goods and services. Adjusting development codes related to site development layout, building design, and parking standards allow the City to address changing patterns in transportation and consumer preferences, which ultimately impact land use.

IMPLEMENTATION STRATEGIES

- Prepare for changes in transportation technology that would result in impacts on land use and site layout.
- Examine how regional attractions impact land use change around them.
- Evaluate parking lot standards in the Round Rock Development Code, especially for retail. Consider site development impacts of total parking requirement, drive-throughs, drive aisles, order pick-up, and drop-off areas.
- Consider creating a pilot program for tiny homes, accessory dwelling units, and other trending housing types.
- Monitor the presence of obsolete commercial building designs when vacated to ensure future reuse or redevelopment.
- Establish a policy to address whether performance advances in building materials could, in certain circumstances, justify the application of non-historic materials to aid the preservation of historic structures.
- Consider how demographic changes impact needs of the community, including housing supply.
- Examine how communications innovations impact how public information and notices pertaining to planning and development projects are distributed and shared.
- Examine how a new Downtown library will influence surrounding land uses.
- Form partnerships with Round Rock Independent School District and higher education institutions by creating City programs that increase awareness of planning issues via internships, externships, and mentoring programs.
- Evaluate temporary use permitting to recognize how changing consumer preferences for temporary uses affect parking and land use.
- Evaluate potential impacts of bike share and micromobility options to balance community needs and City policy preferences.
- Develop a comprehensive plan checklist for use in evaluating development proposals for consistency with the Plan's vision and goals.
- Conduct a comprehensive plan review periodically to consider Plan amendments and refinements based on changes to the community, the economy, technology or other factors.
- Establish a process for regular assessment of Plan implementation progress.

POLICIES AND IMPLEMENTATION

SUSTAINABILITY POLICY

Promote environmental sustainability by facilitating energy efficient development that conserves natural resources and open space.

POLICY DESCRIPTION

A plan for preserving Round Rock's natural environment is essential to promoting the City's continued prosperity and high quality of life. Public input identified that the City should maintain open space and encourage energy efficient technology. Many of the City's sustainability efforts are implemented by conservation planning by the Parks and Recreation Department and the Utilities and Environmental Services Department. Implementation in the Planning and Development Services Department (PDS) will focus on development standards that promote more compact development, green building methods, and alternative energy.

IMPLEMENTATION STRATEGIES

- Adjust development codes and permitting processes as necessary for solar, wind, and other green energy technology.
- Consider cost sharing with developers to expand water reuse infrastructure. To decrease strain on water resources, grey-water access should be made available to homeowners.
- Consider developing a City rebate program for energy efficient elements in new construction or existing home projects.
- Establish a process to waive residential building permit fees for environmentally- friendly development projects such as solar installations on single-family homes.
- Explore options for providing incentives for LEED certification and green building.
- Create a policy requiring any public-private project that includes a development agreement to apply sustainable construction standards, as appropriate, to the project.
- Ensure timely adoption of building codes as established by the International Code Council.
- Protect creek corridors to assist in flood control and maintaining the quality of stormwater runoff.
- Coordinate PDS processes with the Parks and Recreation Department goal to acquire and allocate fourteen percent of its land as open space in accordance with the Strategic Parks and Recreation Master Plan.
- Orient lots adjacent to open spaces and natural features thoughtfully in order to support efforts to preserve open space and enhance community character.
- Expand options for required amenities in certain zoning districts to incorporate sustainable elements such as community gardens.
- Support the goals of the City's 2019 Conservation Plan.