

CITY OF ROUND ROCK



DOWNTOWN MASTER PLAN

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CITY OF ROUND ROCK

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The Downtown Master Plan recognizes the inevitability of growth and the imperative to get ahead of that growth and influence it rather than react to it and regret.



EXECUTIVE SUMMARY

Mission Statement

The goal of this Master Plan is to create 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 to enhance our sense of place, economy and quality of life.

The Master Plan Area

The Master Plan area includes all of historic downtown Round Rock, from Interstate 35 on the west, the Union Pacific railway line on the south, and Brushy Creek on the north and east. A portion of the site also extends north of the creek along Mays Street to just north of Palm Valley Boulevard (Highway 79).

Process

From Fall 2008 to Spring 2009, the design team undertook an iterative community visioning process to create the Master Plan. Community members participated in a public design charrette, which was an intensive series of meetings, design working sessions, round tables, and presentations, to gather feedback and conceptualize the future of downtown. The feedback was consolidated and refined into the Master Plan.

Goals

The primary goal of the Master Plan is to describe how Round Rock can create a bustling town center beyond its two-block historic area, which features a viable mix of uses in a walkable environment, in order to enhance the community's economy, quality of life, and sense of place.

The visions articulated in this Plan should be solidified through the implementation of a future Form Based Code. Visions and policy recommendations presented here can be synthesized and spliced into the future Code, which would include design guidelines, use regulations, and standards for building form and placement within the downtown area. The Code would encourage quality development that is compatible with the Master Plan's urbane and pedestrian-friendly vision for downtown, which includes ground floor retail, mixed-uses, and activated public spaces.

The Plan aims to:

- Accentuate the area's assets and build upon past planning efforts
- Present a cohesive vision and identity for the area
- Describe place-making concepts to achieve an activated and attractive downtown
- Provide strategies to implement the urban design concepts
- Stimulate responsible and foresighted growth in downtown

How to Use the Plan

This Plan can be used as a development guide for downtown, informing decisions about building styles, locations, uses, and forms that are compatible with the vision articulated by the community. The Plan can also be used to understand what sorts of policy changes should be pursued to encourage appropriate development patterns and what public works projects are prioritized.

Planning Principles

The planning principles emphasized include:

- Community-based design for contextually-appropriate planning
- Human-scale urban design
- Walkability and transit-orientation
- Respect for historic architecture and the urban block network
- Responsibility to the environment
- Emphasis on enduring design and quality materials
- Innovation to uncover new programs, policies, and designs

The Vision

The primary strategies of the Plan include:

- Defining a series of walkable streets and neighborhoods that are hierarchically differentiated one from the other through streetscaping, building form, and program
- Viewing the street as an outdoor room
- Preserving the Main Street historic area and extending the downtown building fabric in terms of scale and architecture
- Traffic calming / balancing all modes of travel
- Identifying and programming a series of greens / public spaces
- Incorporating sustainable urban design

Key Opportunities and Constraints

Downtown Round Rock has a tight and walkable street grid with a significant number of historical buildings. Lot sizes are small and the Main Street retail area is compact and built out. Together these characteristics make the area attractive for redevelopment and infill development that is pedestrian-oriented and "small town" in character. The location of downtown along the Interstate and adjacency to a rail line offer other opportunities for the study area. Both Brushy Creek and Lake Creek are other amenities that should be capitalized upon. Interstate 35, Mays, and Palm Valley Boulevard (Highway 79) are currently barriers to development since they are wide, noisy, and hard for pedestrians and bicycles to cross, but at the same time they bring a lot of people to the area. Round Rock's position as the "Sports Capital of Texas" is another opportunity for downtown as its future is visualized.

Key Implementation and Strategies

Chapter 3 presents a multi-pronged implementation framework of recommendations that includes:

Identification of Seven "Catalytic Projects."

These projects are critical to the success of downtown Round Rock and have the potential to activate key areas with dynamic designs and uses. The catalytic site areas include:

- New Main Street bridge
- New town green
- Main Street historic core streetscaping
- Mays streetscaping
- Round Rock Avenue streetscaping
- Georgetown streetscaping
- Heritage Trail

Development/Implementation of a Form Based Code

This Master Plan lays a strong foundation of visions, design guidelines, and policy recommendations that can later be refined and integrated into the city's regulatory framework through a Form Based Code. The Code will be the tool through which the vision for downtown, articulated by the City Council, will be achieved.

Recommendation of Policy Initiatives

New policy recommendations include:

- Adaptive reuse and historic preservation
- Parking reform
- Public financing mechanisms
- Retail development tools and leasing strategies
- Vacant lots and infill
- Quality-of-life performance standards
- Incentives for green building
- Re-platting

A Design Guide

A design guide is presented in Chapter 4 for urban design and architecture to guide developers, architects, and residents through standards that ensure development in downtown Round Rock is consistent with the goals presented in the Master Plan.

Organization of the document

The Master Plan is arranged with analyses of existing conditions presented first, followed by Plan visions and concepts, and then more detailed policies, implementation strategies, and studies.

The Introduction, Chapter 1, situates the Plan amongst existing documents, describes the visioning process, and presents background planning analysis for the Plan area.

Chapter 2, the Master Vision Plan, presents the vision statement and Master Plan and then goes on to describe the Plan in detail, including its open space and circulation components, historic preservation concepts, economic plan, and sustainability concepts.

Chapter 3, Implementation Policies and Strategies, describes the catalytic site areas, the options for adopting a Form Based Code, and the policy initiatives recommended for downtown.

Chapter 4 presents the design guide with both urban design and architectural guidelines for development. The Chapter provides the basis for a future Form-Based Code.





INTRODUCTION

Project Description





INTRODUCTION

Downtown Round Rock has the potential to become a thriving area drawing locals and visitors to shop, eat, work, visit, recreate, people-watch, and stroll; it has both the “bones” (the walkable street grid, the historic buildings) and the drive (the people, the activities, the ideas). The Master Plan puts forth a vision for an activated downtown Round Rock, consolidating community input, city goals, and planning expertise into a series of physical design concepts, social and community-oriented use-based strategies, policies, and implementation systems.

The primary goal of the Master Plan is to describe how Downtown Round Rock can become a thriving town center featuring a viable mix of residential, commercial, retail, dining, entertainment and public space uses in a walkable and historically-sensitive environment to enhance Round Rock’s economy, quality of life, and sense of place.

The pedestrian-oriented style of development supported by this Master Plan is part of a push by forward-thinking municipalities around the nation to rethink their “street spaces” and their public realm. For the past century, street design has been geared towards the automobile. Design regulations have prioritized uniformity and speed over character and livability, leaving pedestrians, bicyclists, and transit users competing for the residual space. With this Master Plan, the City of Round Rock acknowledges the potential of good urban design to improve not only the physical appearance of the community, but also the health of our residents, the environment, the strength of our social connections, and critically, our economy.

The Commission for Architecture and the Built Environment explains that good urban design adds economic value to an economy by: producing higher returns on investment; producing local competitive advantages; raising prestige; responding to demand of local businesses; providing benefits to local workers (through productivity gains and the like); and reducing management, maintenance, energy, and security costs.

Suburban type development typically performs well financially in the short term because development costs are oftentimes less than that for urban downtown redevelopment, with anticipated peak performance in the first five to ten years. Investment in the suburban areas is also more cyclical as sprawl continues to push demand in to further outlying areas. Conversely, downtown redevelopment can typically achieve higher returns in the long term due to higher quality construction and investment in the early years. Moreover, studies show that suburban development is often subsidized due to the cost of extending roads and other infrastructure improvements and providing new services in the outlying regions.

Cities that have invested in their public realm and encouraged urban-style redevelopment are seeing improved property values and increased retail sales. For instance, typical suburban property values are \$5-15 per square foot while mixed-use urban values are \$25-30 per square foot. Appropriately-placed pedestrian zones in city centers boosted foot traffic by 20-40% and retail sales by 10-25% in the UK. A nationwide study in the US reported a property value increase of 30% after new traffic

calming measures were installed. In New York, apartment prices near community gardens and green spaces are 7% higher than comparable apartments in the same neighborhood. Since the City of Mountain View, California widened and enhanced its main downtown street by improving sidewalks, removing parking spaces, and planting trees, the street has drawn \$150 million in private investment in residential and office units and has become a regional attraction. This Plan lays out a vision for economic viability based on smart growth and sensitive urban design.

The Plan aims to:

- Accentuate the area’s assets and build upon past planning efforts
- Present a cohesive vision and identity for the area
- Describe place-making concepts to achieve an activated and attractive downtown
- Provide strategies to implement the urban design concepts
- Stimulate responsible and foresighted growth in downtown

The planning principles emphasized include:

- Community-based design for contextually-appropriate planning
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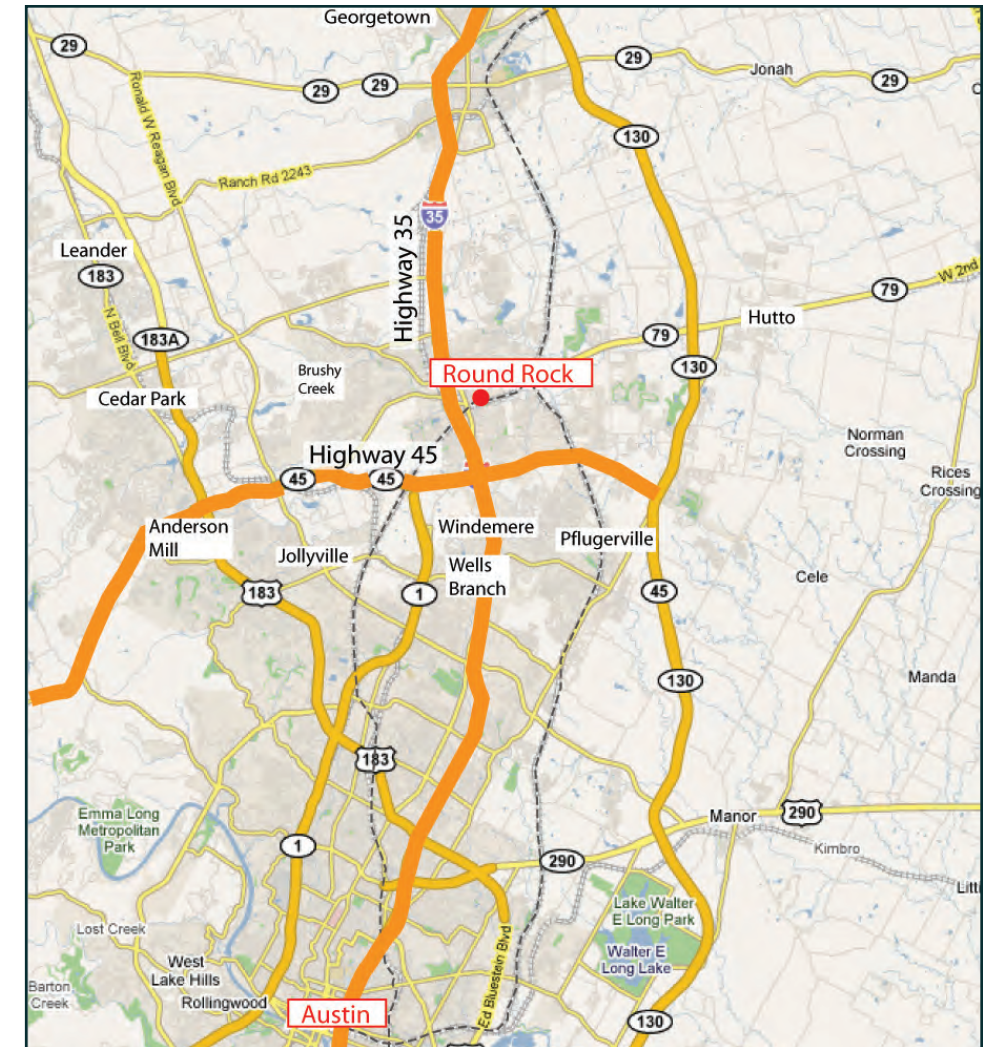
The primary strategies of the Plan include:

- Defining a series of walkable streets and neighborhoods that are hierarchically differentiated from each other through streetscaping, building form, and program
- The street as an outdoor room
- Preserving and extending Round Rock’s historic district and building fabric in terms of scale and architecture
- Traffic calming / balancing all modes of travel
- Identifying and programming a series of greens / public spaces
- Incorporating sustainable urban design and building strategies

Locating the Site

The study area for the Downtown Master Plan is bounded by Interstate 35 on the west, the Union Pacific railway line on the south, and Brushy Creek on the north and east, although a portion of the site extends north of the Creek along Mays Street to just north of Palm Valley Boulevard (Highway 79).

The site’s significant location attributes include its proximity to several regional sports facilities, including the Round Rock ISD Athletics Complex (9 miles) and the Dell Diamond and the Old Settlers Park baseball complex (3 miles). Round Rock brands itself as the Sports Capital of Texas for its tourism program. Other significant location attributes include the area’s proximity to Interstate 35 (immediately adjacent), Dell’s Round Rock campus (2 miles), and downtown Austin (15 miles).



The regional map shows downtown Round Rock and its location along Interstate 35, 15 miles north of downtown Austin.

“The Urban Land Institute projects that mixed-use and infill development and neighborhood retail centers will be favored in the next round of retail development. This will put downtown Round Rock in a good position moving forward in terms of mixed-use development within the downtown core.”

"An Eye Toward the Future"

For several years, urban life has been making a strong resurgence. People are turning to previously neglected downtowns and town centers as sources of nightlife, civic activity, workspace, and shopping. Auto-oriented development is more unpopular while pedestrian-oriented and multi-modal patterns of growth are growing in prevalence. The preservation of historic districts is coupled with a search for new sustainable growth strategies. This Downtown Plan for Round Rock is positioned amongst these national trends. The Plan is based on the community's increasing belief in the potential downtown has to blossom along with the community's recognition of the inevitability of growth and the imperative to get ahead of that growth.

Building on What Has Come Before

The Master Plan (2010) is the result of an intensive community design process (Winter 2008), a walkability study (June 2007), a City Council Retreat (August 2007), a series of focus groups, interviews, public meetings and surveys (November 2007), a series of city tours by the City Council to learn first-hand about redevelopment and a Southwest Downtown Plan (2005). Together these activities helped frame and guide the Master Plan process.

Policy Framework

The City's General Plan (2000) and the Downtown Neighborhood Plan (1994, reviewed 2002) are the two policy documents that guide growth in the study area. The Neighborhood Plan provides a set of recommendations aimed at improving property values, assuring that new development is sensitive to existing development, and promoting the positive aspects of the neighborhood. The Plan focuses on business promotion, code enforcement, street clean-up and maintenance, landscaping, sidewalk improvement, lighting installation, increase of park space, public safety programs, and parking and circulation improvements.

Visioning Meetings

The 140 participants in the November (2007) visioning meetings included residents, business and property owners, elected officials, community representatives, developers, and other stakeholders. The community identified the area's assets on which the Master Plan should capitalize, such as the two-block historic core on Main Street, the unique architectural quality of many historic buildings, Brushy Creek, the walkability of the urban street grid, and the small-town feel of the area. Constraints such as the barrier presented by Mays Street, perceptions of parking shortages, insufficient infrastructure, speeding traffic, and too few restaurants, businesses, and other downtown attractions, were also identified during the meetings.

City Council Retreat

During the City Council Retreat, the Mayor and Council members visited Silicon Valley, the Denver Metroplex, and Scottsdale, Arizona to get ideas about how Round Rock should grow and what role the Council should take in supervising this growth. Planning concepts identified include: a 24 hour activation of downtown, walkability, a sensitive increase of density, the use of incentives to spur development, the enhancement of public spaces, and the creation of a "sense of place."

Walkability Study

The Walkability Study highlighted some of the issues facing future development in downtown and it described the opportunity for placemaking in downtown. The report acknowledged the well-laid out

street grid, historic buildings, and location as keys that can help Round Rock become a "model walkable community." The Plan looked at the realignment of Round Rock Avenue and the introduction of roundabouts to slow traffic and increase walkability. A comprehensive Master Plan for downtown was recommended.

Master Plan

This Master Plan develops the comments and feedback from the walkability study, council retreat, and community meeting through a visioning process described on the facing page.

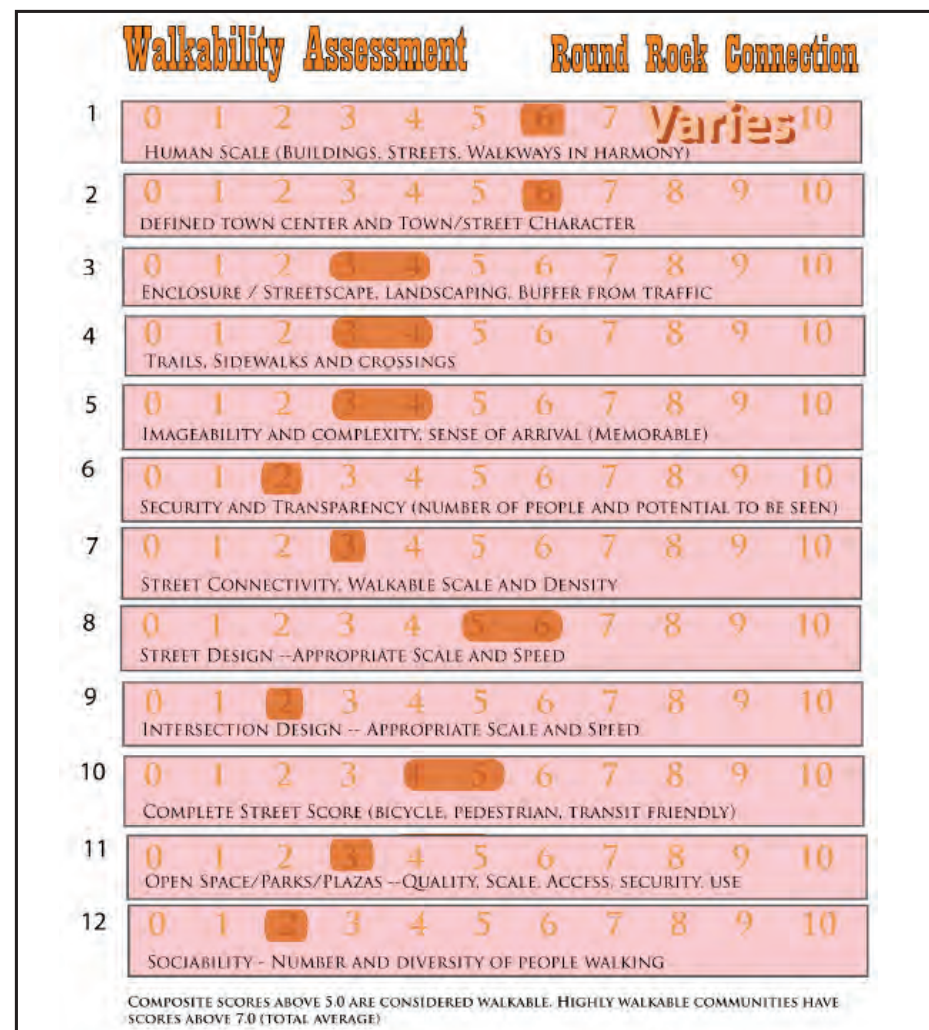
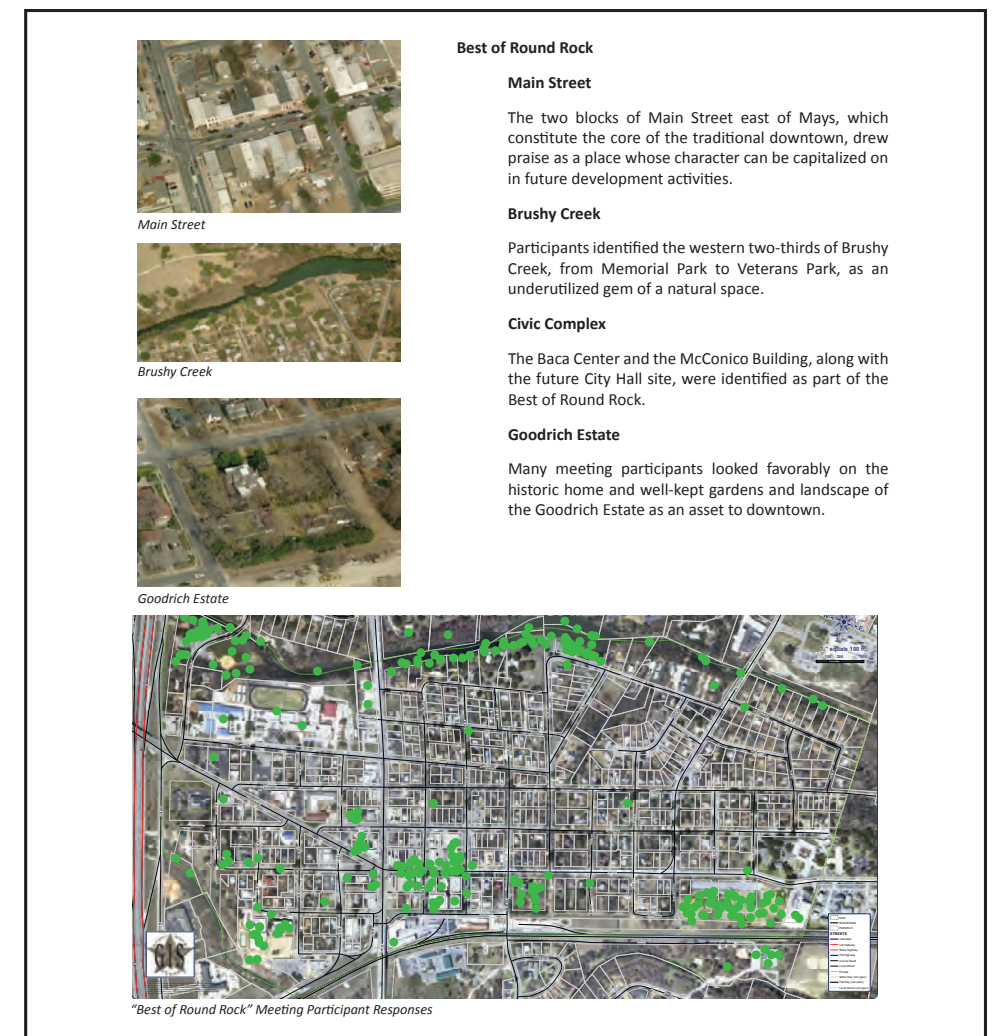


Chart from the Downtown Walkability Report, 2007.



"Best of Round Rock" page from the Scoping Report, 2007.



COMMUNITY VISIONING PROCESS

From Fall 2008 to Spring 2009, the design team undertook an iterative community visioning process to create the Master Plan.



Defining goals, issues, and opportunities

In this phase the design team visited and documented the site, met with city officials, and discussed opportunities, challenges, approaches, and goals for the Master Plan. The methods and framework for the project were established.



Assessing the existing conditions

In this phase the design team studied reports, policies, past plans and meeting minutes, and newspaper articles, to understand what makes Round Rock tick. The team looked at planning precedents from towns around the United States.



Community design charrette

In the third phase of visioning, the design team and the city led a week-long community "charrette." A charrette is an intensive series of meetings, public design sessions, presentations, and focus sessions involving the public and the design team, the goal of which is to arrive at a Master Vision Plan and preliminary planning strategies.



Refining charrette concepts into a Plan

The community worked together with the design team to identify priorities and evaluate strategies. Ideas for streetscape improvements, urban design, circulation and traffic, architecture, open space, economic development, infrastructure, sustainability, and historic preservation were crafted, vetted and refined. After the charrette, the design team refined the vision.

An Open House was conducted for the public to review and comment on a Draft of the Plan.



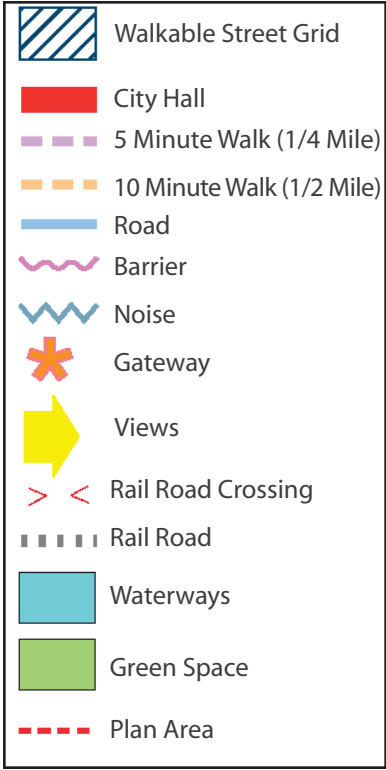
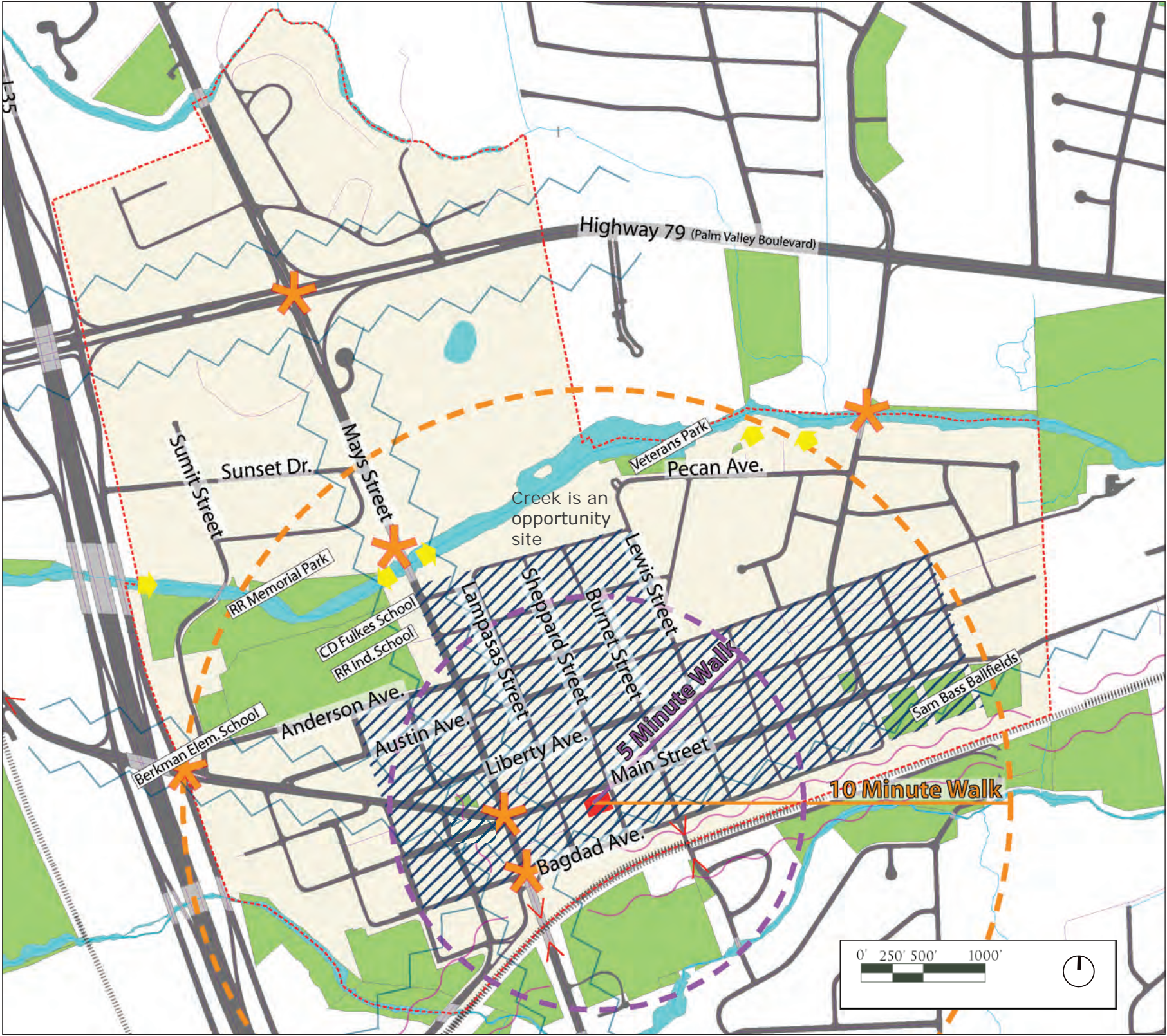
City Council meeting approving Plan

The final draft Plan was presented to the public in Fall 2009.

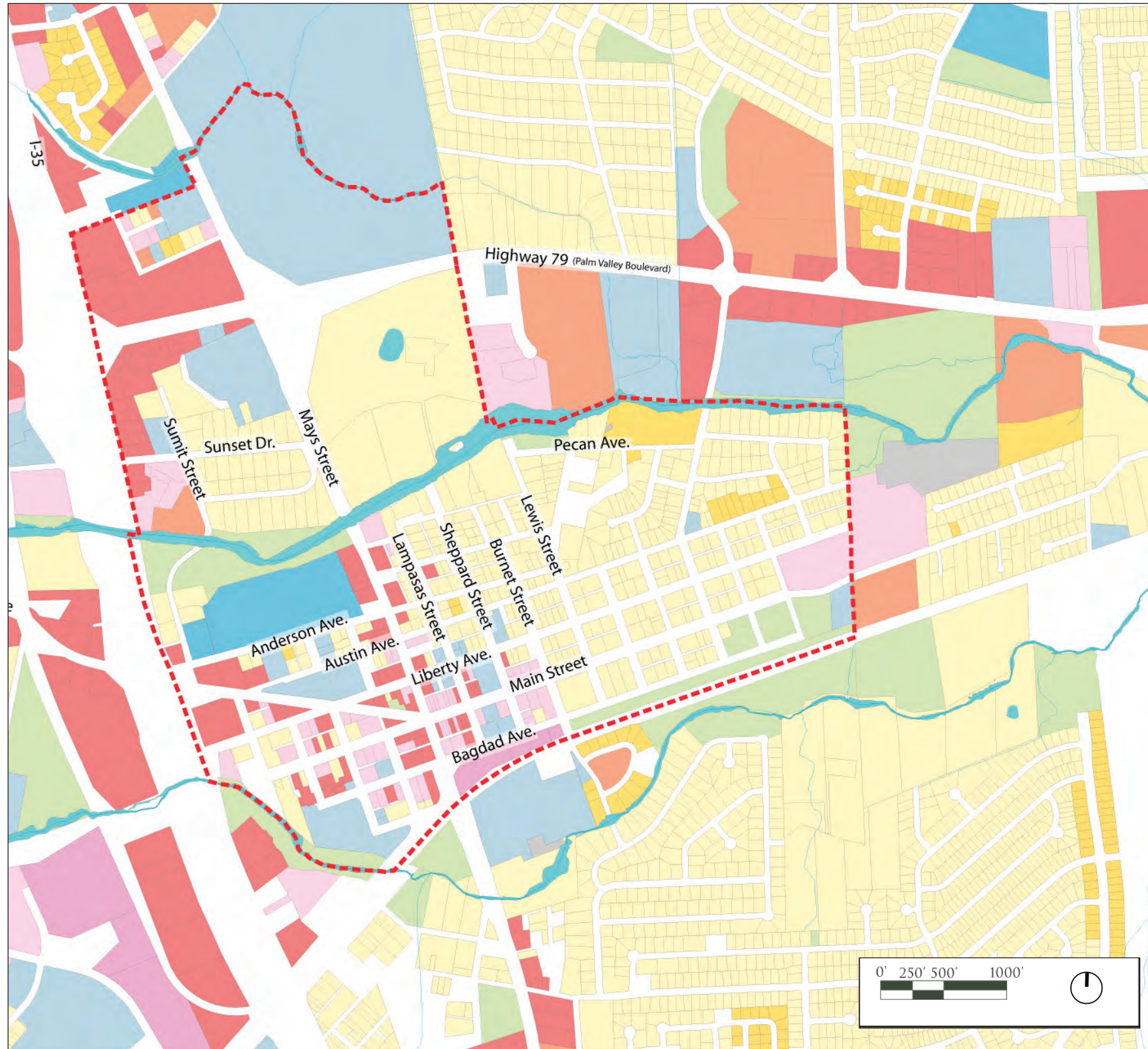
BACKGROUND ANALYSIS

Opportunities and Constraints

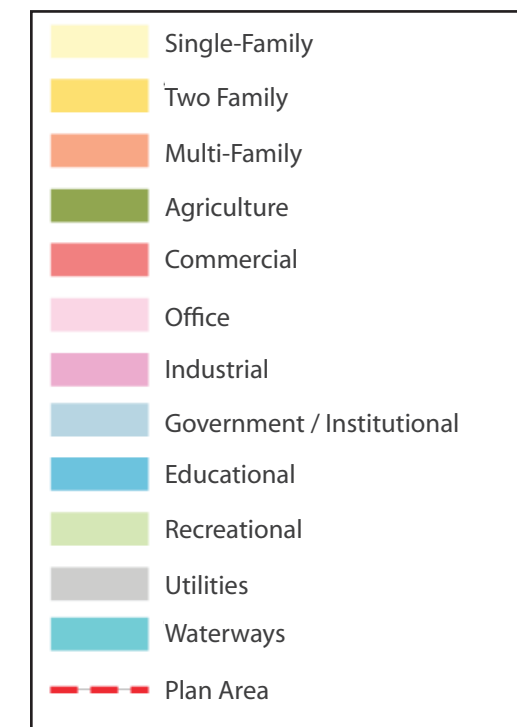
Downtown Round Rock has a tight and walkable street grid with a significant number of historical buildings. Lot sizes are small and the Main Street retail area is compact and built out. Together these characteristics make the area attractive for redevelopment and infill development that is pedestrian-oriented and “small town” in character. The location of downtown along the Interstate and adjacent to a rail line offer another opportunity for the study area. The creek is another amenity that should be capitalized upon in the Master Plan. Interstate 35, Mays, and Palm Valley Boulevard (Highway 79) are currently barriers to development since they are wide, noisy, and hard for pedestrians and bicyclists to cross.



Land Use

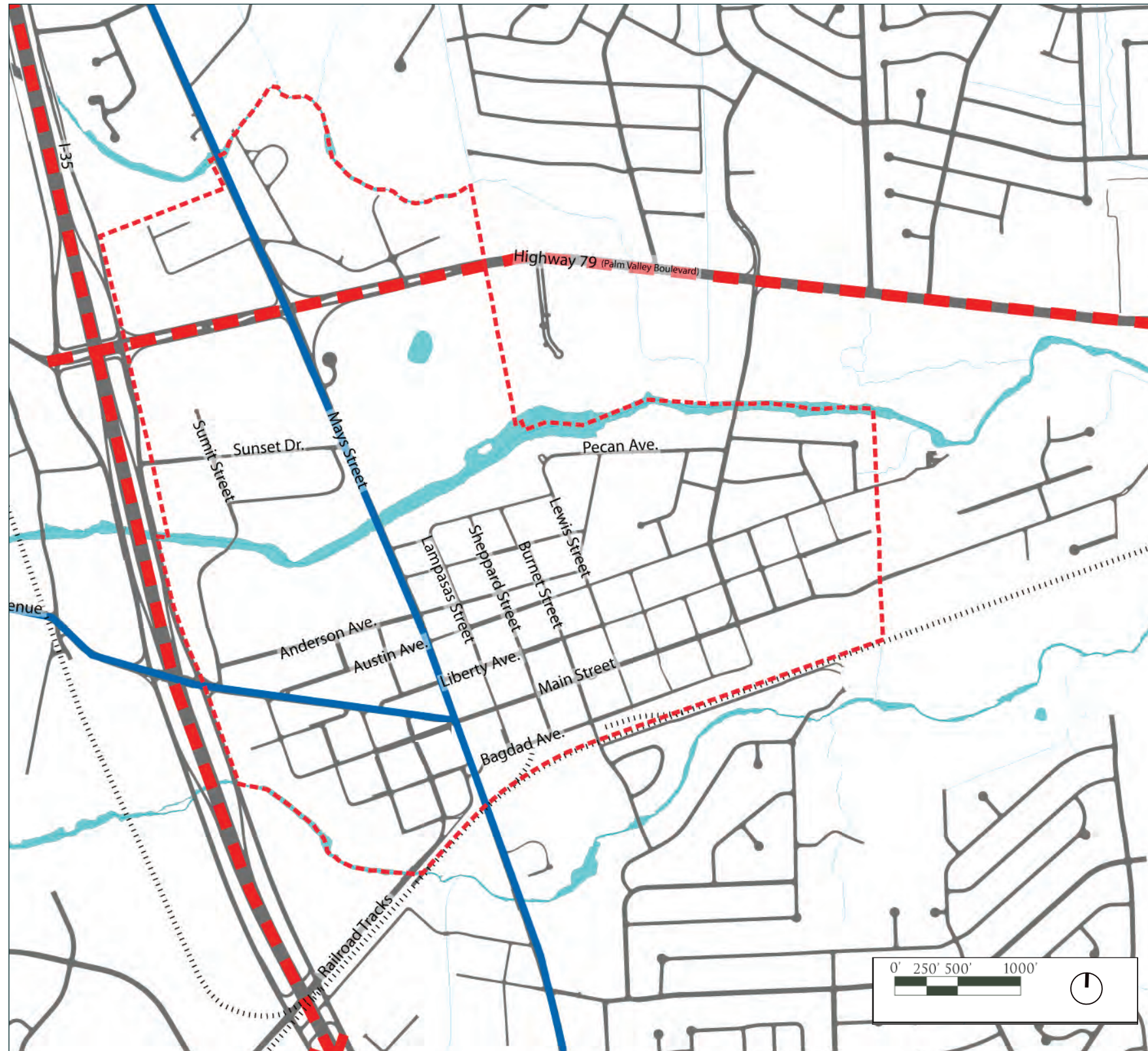


Retail uses are clustered along the two blocks of Main Street between Mays and Sheppard, the historical downtown. Commercial uses exist along Mays and Round Rock Avenue and within southwest downtown, south of Mays and east of the Interstate. Most of the residential development within the study area is single-family on small lots. Governmental/institutional uses are located around the central downtown area.



(Land Use, 2008)

Circulation



Main Street is the area's main east/west street and the historical heart of downtown. Mays Street is the primary north/south connector. Mays is used by many drivers as an Interstate bypass and accommodates traffic in four lanes. Round Rock Avenue connects downtown to the Interstate and is quite wide. Many of the smaller residential streets are narrow without sidewalks. There are few cul-de-sacs and dead-end streets in downtown; most streets connect in a tight grid formation.

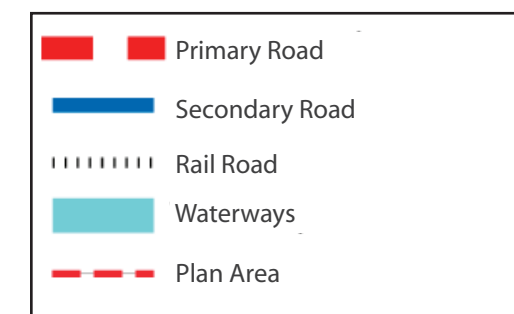
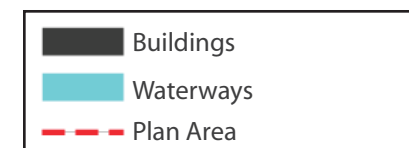


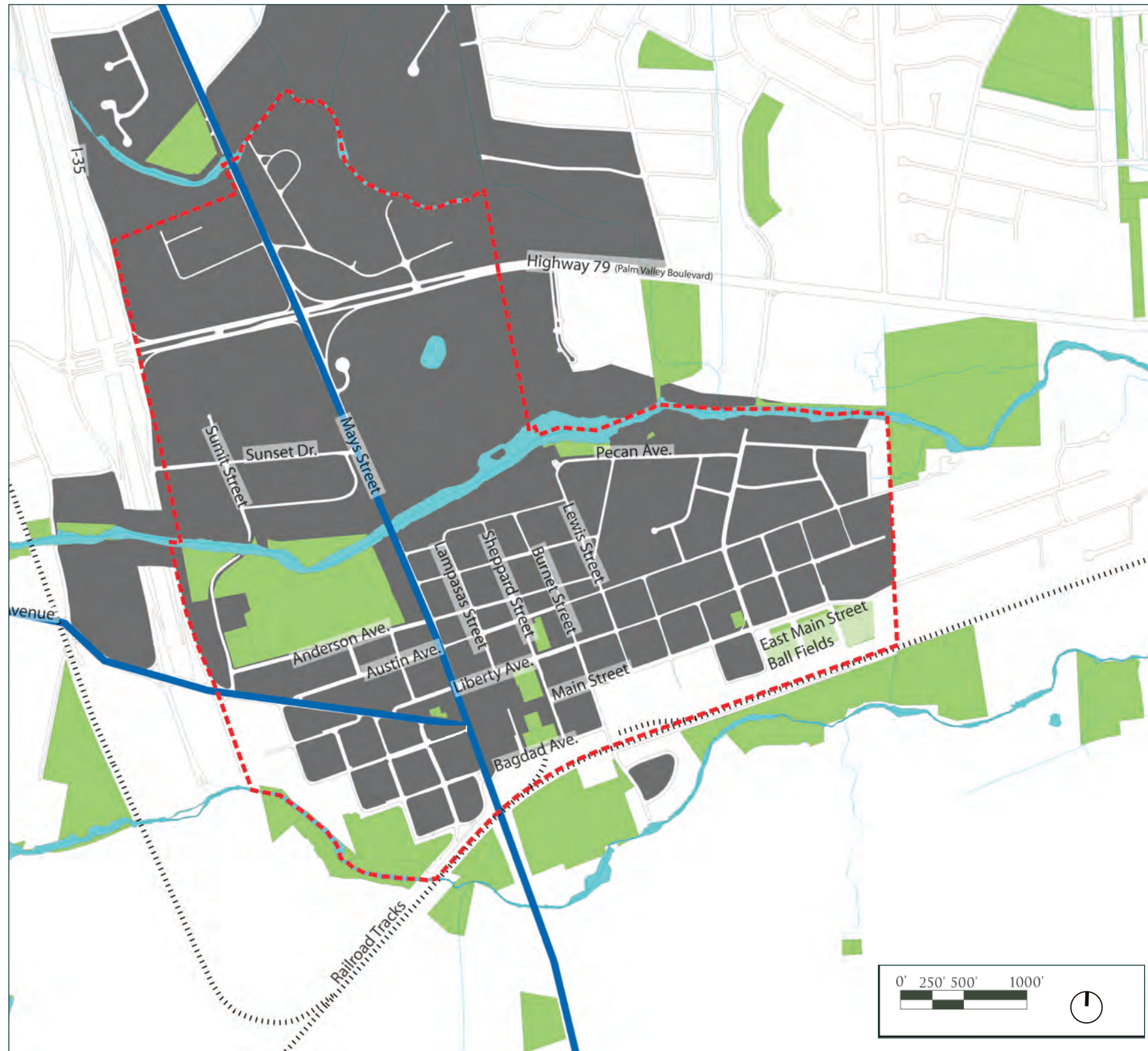
Figure Ground



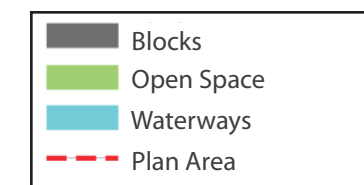
The figure / ground diagram shows buildings in black placed on a white background. The diagram helps to isolate development patterns that can help inform planning and design concepts. Within the study area, buildings are small scale and dense, compared to the auto-oriented buildings along the Interstate. Likewise houses within the study area are generally smaller than houses within the surrounding suburban areas. Larger building grain along Round Rock and Main attest to the commercial-orientation of these two streets.



Block Network



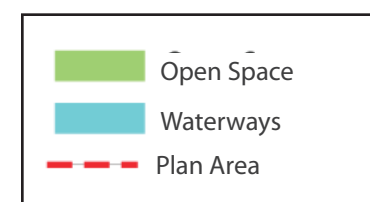
The area is differentiated from its surroundings because of its historical block street grid; much of the development around the study area is suburban in scale and layout with large blocks, cul-de-sacs, and curvilinear roads. Most of the blocks in downtown are approximately 275 feet long. The small scale of the blocks is conducive to walking and to alternate forms of transportation.



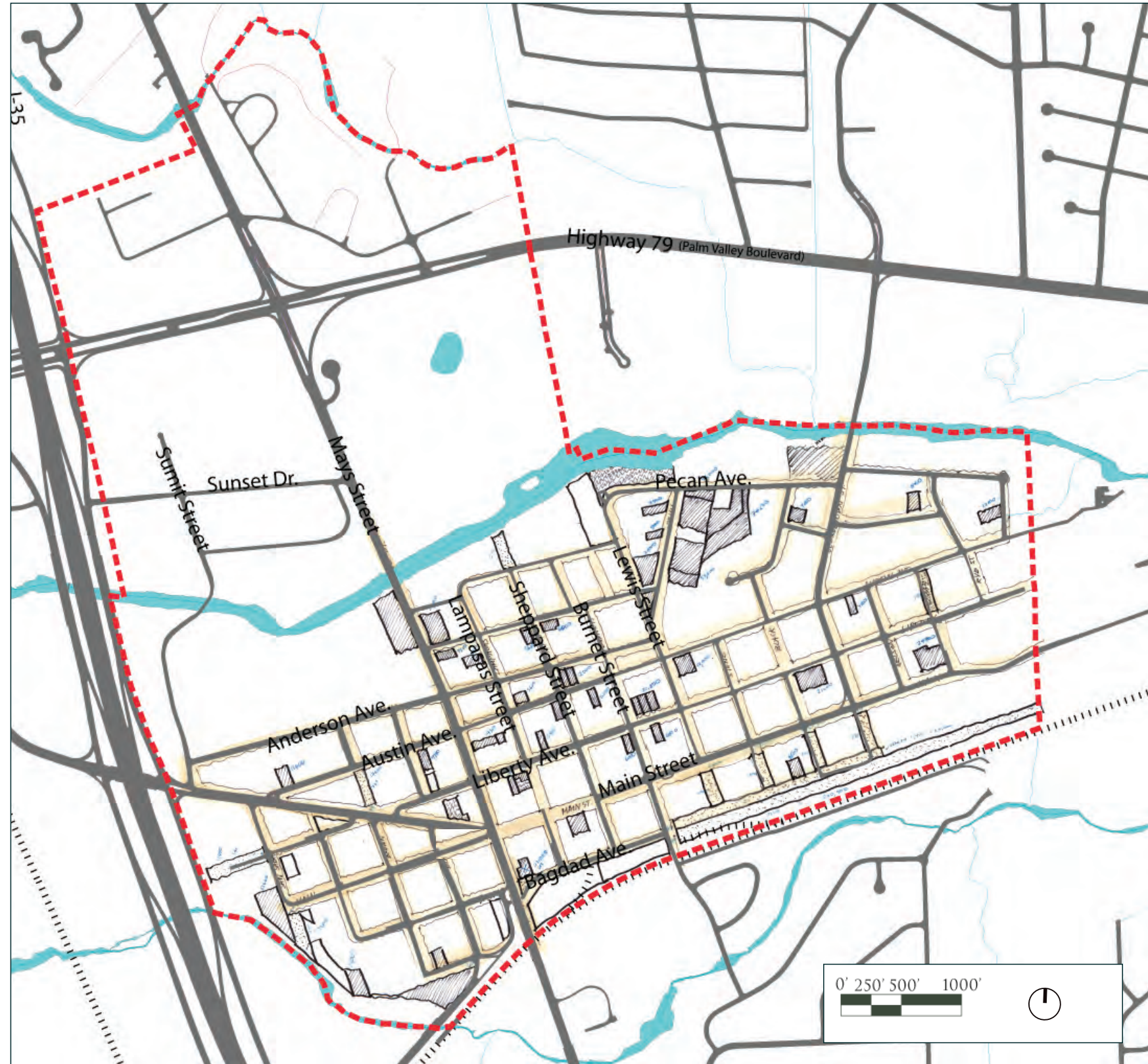
Open Space



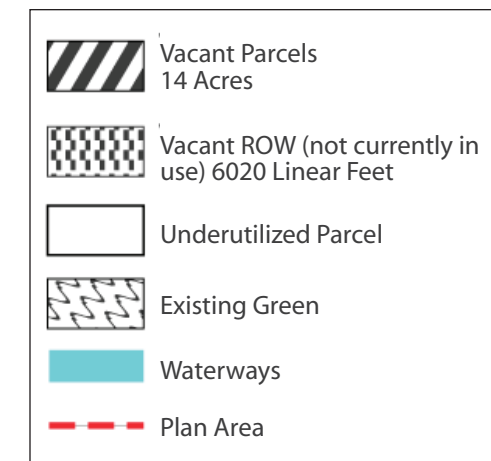
There are a handful of public green spaces within the study area. These include the Kiwanis Field on Main Street, Veteran's Park and Memorial Park along the creek, and another interim green space where a building was demolished just west of City Hall. This space has turned into a de facto public green, signifying the potential need for more formal public green space within the main downtown area. Another significant green space, just outside of the study area, is Lake Creek Park, south of the railroad tracks.

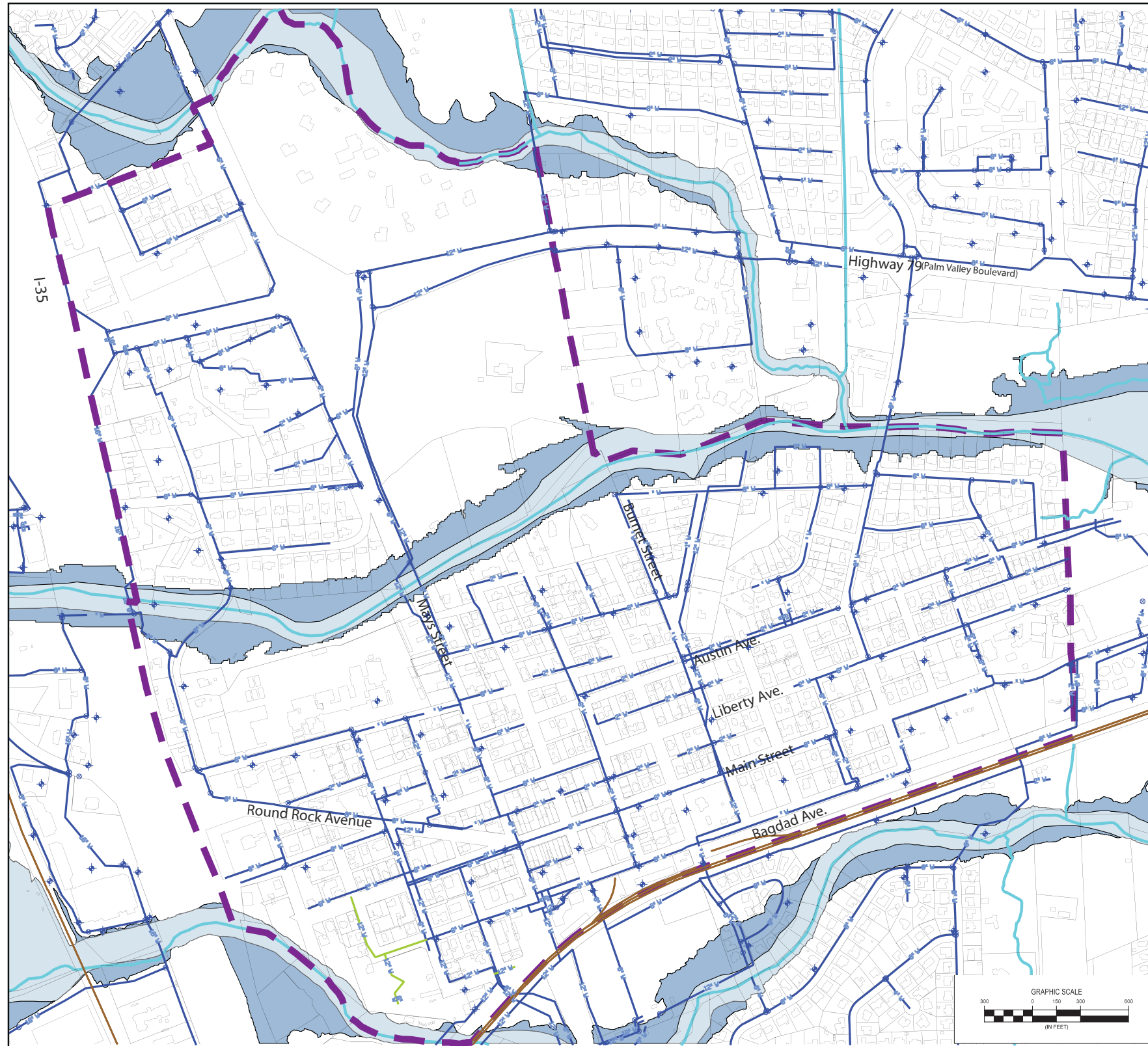


Vacant and Underutilized Lots

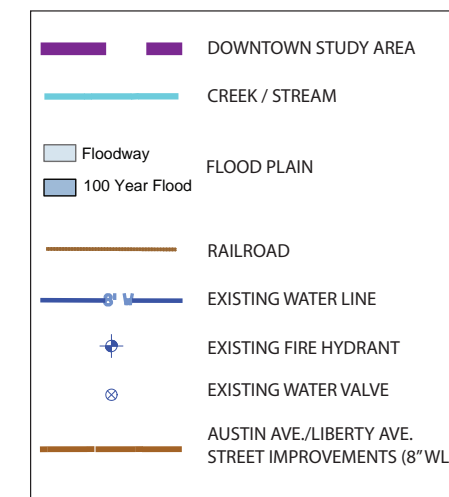


Round Rock has around 14 acres of vacant parcels within the main downtown area and over 6,000 linear feet of dedicated right-of-way space that is not currently developed with roadways or walkways. In many cases the closed right-of-ways are being used by property owners for private driveway access. The large amount of vacant land and the unused right-of-way indicate the potential for redevelopment in terms of infill development and reinstatement of street right-of-ways to increase circulation. In addition much of the area immediately north of the historic downtown is suited for higher intensity redevelopment.

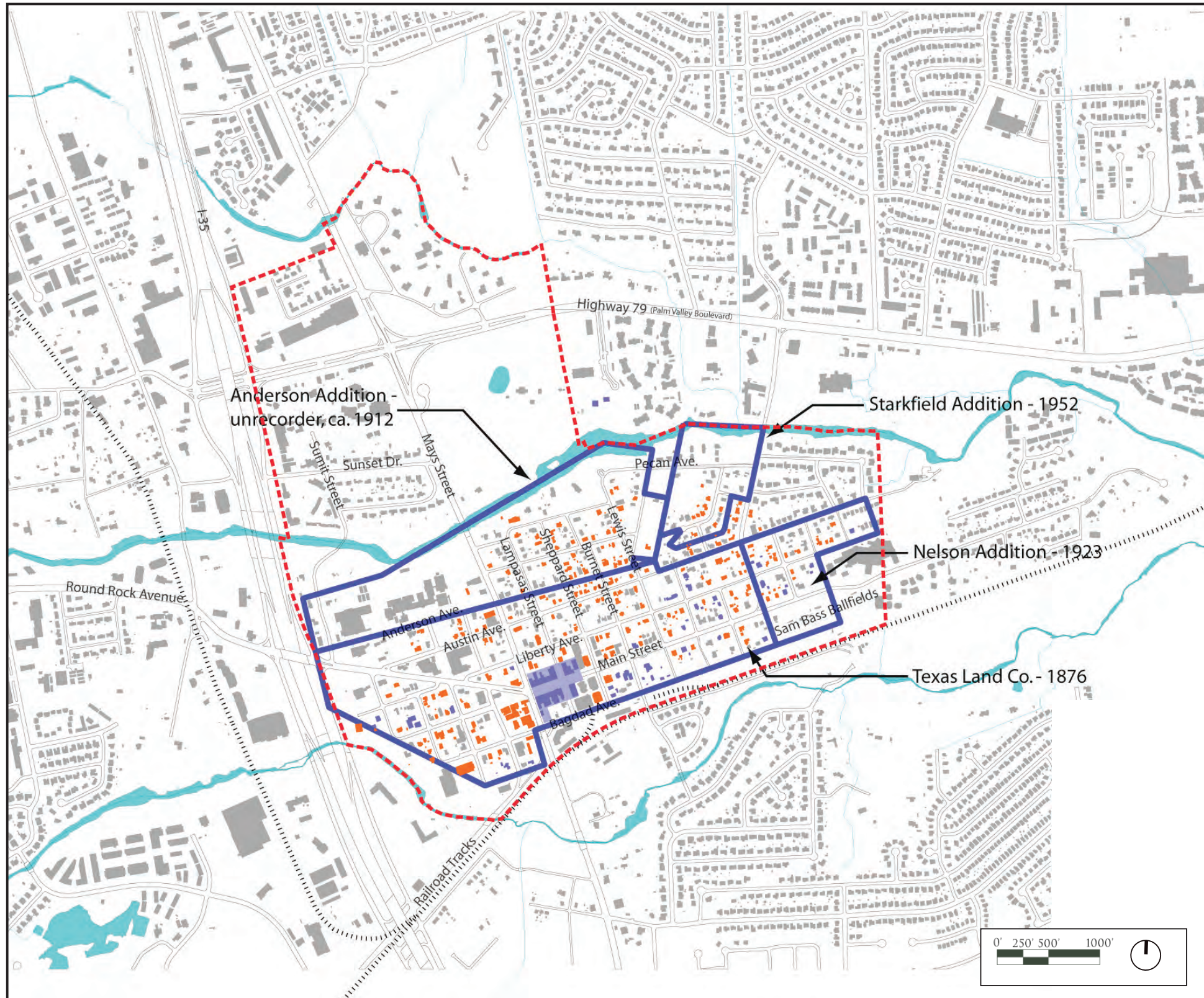




Current infrastructure in portions of the study area is insufficient to serve future demand. There is a water distribution pipeline network consisting of mostly six inch lines with some two inch and eight inch lines. The main feed is a 12 inch line on the 890 pressure level. To accommodate redevelopment and serve existing development under current codes, water system improvements are needed. The wastewater system in the downtown study area consists primarily of six and eight inch lines which tie into 18 inch and ten inch lines, extending from the treatment facility on the east side of downtown west into the downtown area. With respect to stormwater conveyance, the existing system varies substantially in character. The Round Rock Avenue and Mays Street systems include a robust storm sewer system whereas parts of the eastern downtown area rely on surface drainage with few storm sewers. There is a lack of water quality infrastructure in the southeast portion of the plan area.



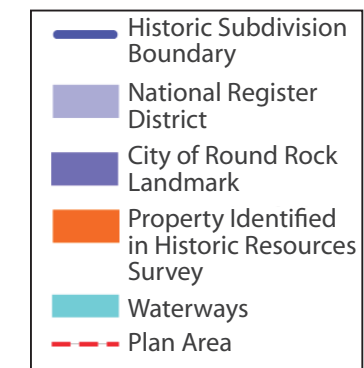
Historic Sites



In 1992, the City of Round Rock completed an extensive Inventory of Historic Sites, which documented buildings in the city that were built prior to 1946. The survey documented 372 structures city-wide, 249 of which are located in the downtown area. About 25% of these structures have since been designated historic, but the remaining -- almost 200 buildings -- have not been designated, and a number have been demolished since the survey was completed. Also, structures dating from 1946 to 1959 that might exist downtown have not been documented, to date.

There are 25 buildings within the Round Rock Commercial Historic District, a National Register District established in 1983. Of these, 22 are contributing structures to the historic district, and three are non-contributing. The buildings in this National Register District are on Main Street, in the blocks between Mays and Sheppard, and the old Masonic Lodge and Post Office building faces Mays. There are also 55 buildings in the downtown area that are designated at the local level, with the City of Round Rock Historic Overlay zoning designation. Exterior changes, including demolition, proposed to these designated historic structures must be reviewed, approved and permitted by the city Historic Preservation Commission through a Certificate of Appropriateness process. Eligible properties may receive a partial property tax exemption, intended to ensure that the historic buildings are well maintained.

A review of potentially historic buildings in the study area is currently underway.



HISTORIC PRESERVATION

What is the historical character and how is it respected and enhanced?

The Round Rock community values its historical resources. In the General Plan 2020 Survey conducted in 2008 by the city, 90% of respondents said that they agreed or strongly agreed that historic, older properties are a significant benefit to the city and 87% agreed or strongly agreed that the city should use ordinances and regulations to encourage historic preservation and maintenance. 79% of people disagreed or strongly disagreed with the idea of removing historic properties to redevelop sites with more profitable uses.

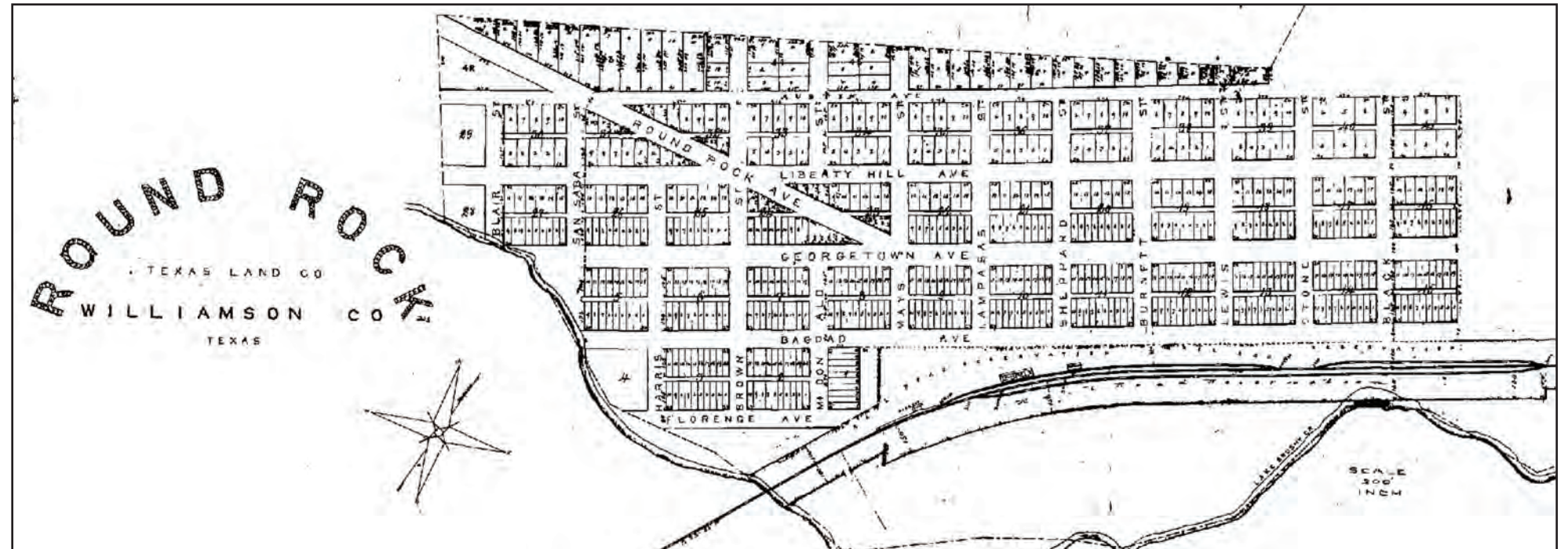
Although the area was known to native Americans for thousands of years before, the first permanent settlement of Round Rock occurred in the late 1830s along Brushy Creek. A small community formed at the crossing of the Military Road at the creek, marked by a natural "round rock" formation in the creek bed.

But it was another, more modern, mode of transportation that sparked the formation of downtown Round Rock as it is known today. In 1876, the International and Great Northern Railroad (IGN) extended track to within a mile southeast of the small settlement on Brushy Creek, and a new town sprang to life. The IGN bought 150 acres of land located between Brushy and Lake Creeks and, through the subsidiary real estate firm called the Texas Land Company, platted the north 125 acres as a town site.

The town plan was arrayed along an east-west axis, parallel to the railroad tracks, with a grid of 270' square blocks through most of the platted area, and irregular blocks at the north and west sides of the platted area. A wide avenue, running east-west and one block above the tracks, was planned as the main commercial street, with 30' wide lots, intended for commercial uses, shown in the blocks at the western end, closest to the railroad depot. The remaining blocks were shown with 45' wide lots, intended for residential and other more expansive uses. No public squares or dedicated locations for public buildings were designed, but the town plan did include a very distinctive element: Round Rock Avenue, on a diagonal axis running southeast to northwest, extended from the center of the commercial district to the western edge of "New Town" Round Rock, to link the old town site on Brushy Creek with the new town created by the railroad.

"New Town" Round Rock was the western terminus of the IGN, and quickly became a center of commerce for the surrounding towns and counties. There was a building and population boom in Round Rock, and a cluster of wood-framed and load-bearing masonry commercial buildings was built in the commercial district around the depot. The wood-framed buildings are now gone, but many of the masonry buildings are extant and included in the Round Rock Commercial Historic District, designated as both local landmarks and listed in the National Register of Historic Places.

In 1897, a public artesian well was drilled at the intersection of Main and Mays Streets. Soon after, a gazebo was built at the well and used as a bandstand for musical performances and a community gathering place. The artesian well and gazebo became a sort of town green, filling a void in the original town planning done by the IGN and the Texas Land Company. Both of these community amenities are now gone. In 1938,



Plat of the Original City of Round Rock, 1878 Williamson County Deed Records, V20/P224

the city water tower was built in the vicinity of the old artesian well, and is a prominent visual element on the city skyline. The gazebo was moved to Old Settler's Park, but a replica was built and placed close to the original location downtown.

The earliest residential development began in the area west of Mays Street, between the commercial district and the link to Old Town Round Rock. A few buildings dating from the 1880s remain, but many have been replaced over time.

By the early 20th century, the residential areas platted by the Texas Land Company to the north and east of the commercial district were studded with houses. Swedish families, who had immigrated to the area from the 1860s on, built large, Victorian mansions east of the commercial district. The area to the north, known as "The Flat", had small, simple houses, occupied by workers employed by the commercial and industrial concerns established along the rail line and in the quarries that had opened as the town grew. The Flat were located in a new subdivision, the Anderson Addition, surveyed in 1912. The subdivision was apparently not actually recorded at the courthouse, but the area was nonetheless filled with houses and small businesses.

In 1906, Trinity Lutheran College was opened in a prominent, Mission Revival limestone building at the east end of Main Street. Large homes of downtown merchants and prosperous farmers were built in the east end of town, near the college grounds. The Nelson family, who had given the land for the college and worked to bring it to Round Rock, developed the Nelson Addition, another residential subdivision, in 1923, although several houses in this subdivision appear to predate this event.

As the 20th century progressed, residential architectural styles changed, and Colonial Revival, other eclectic revival and Craftsman style homes

were built in the residential areas. Representative examples of a range of residential architectural styles remain in place today.

Although the railroad was a primary force in the planning and prosperity of Round Rock, its effect waned considerably as the rail lines were extended westward to other towns in the later years of the 19th century. The automobile came in to use in the early years of the 20th century across the country, and Round Rock was no exception. In 1907, there were three cars registered in Round Rock, and 23 in the entire Williamson County area.

Automobile travel grew in the early decades of the 20th century and by the 1920s, the Austin Highway or State Highway 2, passed through the east end of Round Rock on what is now Georgetown Street. Several gas stations were established on the blocks between Main and Austin; the one at the intersection of Main and Georgetown is demolished, but another a few blocks north has been converted to residential use. In 1934, State Highway 2 was replaced by US Highway 81, on Mays Street, passing through the heart of the commercial district. More gas stations, garages and tourist courts were established on the new highway. In 1945, Ranch to Market Road 620 was developed, entering downtown on the diagonal Round Rock Avenue, in the shadow of the water tower. All of these roadways were eclipsed by the construction of Interstate 35 in the late 1950s, which clipped the west edge of "New Town" and separated it from the old settlement on Brushy Creek.

By the last quarter of the 20th century, public concern about the preservation of historic downtown Round Rock arose. In 1978, the Texas Historical Commission began recording neighborhood survey data on older buildings in the downtown area. In 1979, the City of Round Rock adopted a historic preservation ordinance, intended to protect the city's unique cultural and architectural heritage. The preservation



ordinance added a Historic Overlay District zoning category to the city code and created the Historic Preservation Commission to administer the historic designation process. The zoning is applicable to both individual properties and groups of properties, or districts.

To ensure that designated historic structures are properly preserved, properties with the Historic Overlay District zoning must participate in the Certificate of Appropriateness review process. Exterior changes proposed to historic structures must be reviewed, approved and permitted by the Historic Preservation Commission. To encourage ongoing maintenance and care of historic properties, a partial property tax exemption program was added to the preservation program in 1988. Eligible properties receive a 75% exemption of the municipal property taxes, a benefit that must be applied for each year.

In 1983, the Round Rock Commercial Historic District was listed on the National Register of Historic Places. The district is in the 100 and 200 blocks of East Main Street and includes 22 contributing and 3 non-contributing buildings. The buildings are one and two-story commercial structures, built during the last quarter of the 19th century and the early years of the 20th century. Masonry is the predominant building



*Postcard view of Main Street, looking east, around 1908
UTSA's Institute of Texan Cultures, No.90-165*



*Downtown Round Rock, around 1920
Image courtesy of City of Round Rock*

material in the district, generally local limestone, sometimes dressed with handsome ornament. There are also examples of iron, sheet metal and brick masonry building fronts in the district.

In 1992, the City of Round Rock completed an extensive Inventory of Historic Sites, a cultural resources survey. The survey documented buildings within the city limits and the ETJ that were built prior to 1946. Each building documented in the survey was classified as a high, medium or low priority ranking, based on the historical and cultural significance and architectural integrity of the building. High and medium priority buildings were assessed as meeting National Register standards for contributing resources, potentially eligible for National Register listing as individual landmarks or as part of a larger neighborhood-based district. In cases where a medium or low priority rating was applied due to alterations made, completion of an appropriate restoration or rehabilitation project may justify re-prioritizing to a higher category. The survey documented 372 structures, two-thirds of which are located in the downtown area. Based on the survey findings, all of the sites identified as Priority 1 have been zoned historic. A few buildings documented in the survey have been demolished, including some identified as Priority 1 structures.

In 1997, the City of Round Rock completed the final portion of the inventory and cultural resources survey process by linking the 1992 survey data to the city Atlas Geographic Information System (GIS) database. The project was called the GIS Inventory of Historic Sites. Priority ranking, photographs, historical and architectural survey data and geographic location information for each of the 372 survey sites. Maps of portions of downtown, showing the locations of the buildings documented in the Historic Sites Inventory and their priority rating, were also prepared as part of this effort.

Design Guidelines for Historic Commercial and Residential Districts and Properties were adopted by the City Council. The document is a guide for property owners, civic appointees, and officials to assist in both the preservation of historic properties and the development of compatible infill or new construction adjacent to historic properties. The guidelines include general principles, consistent with the Secretary of the Interior's Standards, to retain historic fabric whenever possible, replace in kind when necessary, and make compatible, reversible additions or exterior alterations. The guidelines are illustrated with diagrams and photographs and address both commercial and residential buildings and sites.

During the community design charrette, stakeholders offered suggestions, thoughts, and comments on the historic character of Round Rock. As cited previously, the community highly values the historic character of the city, and there was overwhelming support for preserving historic districts and buildings in the context of this Master Plan. Stakeholders representing the commercial district expressed an interest in maintaining a mix of uses to provide vitality, streetscape improvements to enhance appeal and access, and provision of parking within easy access. The notion of patio or outdoor dining was appealing, as were opportunities for community gatherings and events, provisions for galleries, exhibits, theatre, dance, and children's activities downtown. Some expressed concern that things not be "frozen in time", others offered specific suggestions to retain or add canopies to the commercial streetscape.

Stakeholders representing the residential district of downtown expressed an interest in preserving the historic context and visual character of the old neighborhoods, perhaps through a residential historic district. Commercial or office uses in the transition zone between the commercial district and the residential district should retain the existing residential building type and scale, as opposed to demolishing existing buildings. They also expressed quality of life issues, including concerns about traffic speeds through the neighborhoods, a need for crosswalks at the Georgetown and Main intersection, and improvements in sidewalks, and lighting in the neighborhoods. They expressed an interest in new amenities, including more park space, a corner grocery store, and live music and coffee venues downtown.

To date, the City of Round Rock has shown great foresight with regard to historic preservation issues. The preservation ordinance, inventory of historic sites, and preservation design guidelines are useful tools to inform this Master Plan process. The historic designations in place have effectively preserved the most significant resources, but those sites identified as Priority 2 and 3 should be reviewed, in the course of this plan, for possible inclusion in historic overlay districts.



*Main Street, looking west from Trinity College, around 1908
UTSA's Institute of Texan Cultures, No.097-0778*



*Adolph Engstrand House, 207 N. Stone Street, around 1907
UTSA's Institute of Texan Cultures, No.096-1366*



MARKET ANALYSIS

The following summarizes the findings of the market analysis (March 2009). For the detailed study, see the Appendix.

Introduction

The economic analysis by Economics Research Associates (ERA), informs design decisions incorporated into the Master Plan. The analysis looks at general demographic and real estate trends in the Round Rock area, and potential demand for retail, residential, and office space in the downtown area.

Market Overview of the Austin Region

- According to a recent overview by Wells Fargo Economics (June-July 2008), the national downturn is hitting the Austin region harder than other Texas metropolitan areas. The employment growth rate is slowing and unemployment is increasing, although the unemployment rate for the Metropolitan Statistical Area (MSA) remains relatively low. While median home prices have decreased in the region, the decline has not been as drastic as that experienced in other parts of the country.
- The biggest risk to the regional housing market is the rate of inflation. If interest rates are increased too aggressively by the Federal Reserve, it is anticipated that the housing market will remain flat through 2009. It appears that housing permit issues are close to the bottom of the cycle in the housing market. As a further indication of the weak housing market, the months in inventory index for housing is expected to increase (the month in inventory index increased to 5.3 months in April, up from 3.1 months in early 2007).

Office Market

- Recently, slowing job growth and new empty buildings have contributed to an overall vacancy rate of 17.2% within the Austin-Round Rock office market - the highest recorded vacancy rate since early 2005. As a result, some landlords are offering free rent and other incentives in order to attract tenants. Rents fell in the third quarter across all classes of office space. An estimated 2.0 million square feet of new office space is currently under construction as a result of more favorable job growth conditions forecast during the planning stages for the projects. Vacancy rates are expected to continue to increase across the region as the area absorbs the significant amount of new office space currently under construction.
- The construction of regional toll roads such as State Highway 45 and the development of La Frontera, with over one million square feet of retail space, have helped to increase the viability of Round Rock as an attractive office market.
- As of third quarter 2008, the Round Rock submarket recorded a relatively high vacancy rate of 37.0% in 1.7 million square feet of space. The high vacancy rate is due in part to the significant office inventory which came on line during the third quarter in Round

Rock – 439,852 square feet of new space was added. As might be expected, overall Class A rent levels are currently relatively low in Round Rock - \$26.78 per square foot/year versus \$31.10 for the entire Austin regional market. An additional 270,000 square feet of office space is listed as under construction within the Round Rock submarket.

- While total jobs increased over the past year within the Austin-Round Rock MSA, the rate of job growth has declined and it is expected that office leasing activity in the region will not rebound until there is a rebound in the local job market. The national credit crisis and uncertainty on Wall Street are further hampering the local office market.
- Projected office demand in downtown Round Rock is based in part on forecast employment growth within the Austin-Round Rock MSA. Based on projections provided by TXP (an economic and policy consulting group based in Austin) in April of 2008, the strong appeal of the region for expansion by both residents and firms has allowed Austin to perform better than many other regions across the country.
- We have estimated that new employment growth in the area between 2007 and 2023 (it is assumed that office space recently built/under construction accounts for some of the recent employment growth) will generate office space demand for 1.7 million square feet of new office space in the area. Given just over 900,000 square feet of space which is vacant (newly constructed) or under construction, new office space demand is likely satisfied for the next several years. Small-scale, niche office space (live/work) may be a possibility in the downtown area for those tenants looking for non-traditional office space. It is estimated that the downtown district could reasonably capture 8 to 10% of total office market demand, or long term demand of approximately 73,000 to 91,000 square feet of new office space.

Housing Market

- Building permits issued in Williamson County reflect the ongoing downturn, with a drop in permits issued of just over 50% from 2007 (through October) to 2008 (through October). The county also experienced a notable drop from 2006 to 2007 in total permits issued, with a year end decrease of about 24% reported.
- Data through November of 2008, compared to the previous time frame one year ago, reveals that total certificates of occupancy issued within the city have decreased by 42%.
- Total home sales in the Austin MSA are estimated to drop by about 15% from 2007 to 2008, with the average sales price decreasing only slightly to \$244,900. Total listings have also reached a relatively high 11,806.
- Housing market demand is based on projected population growth for the region (Austin-Round Rock MSA) and the downtown's

relative fair share capture of new growth. The analysis also assumes that new downtown residential development will include a mix of housing types, potentially including attached ownership, rental, live-work, and mixed-use development (e.g. combining housing with office and/or retail) units.

- It is likely that new housing development will be restricted by available space for construction rather than market demand. Based on estimates, 207 new residential units are supportable between 2009 and 2013, 240 units between 2013 and 2018, and 257 new units between 2018 and 2023.

Retail Market

- Occupancy rates for retail space range from 73 percent to 97 percent across all Austin-Round Rock MSA districts. In Round Rock, 91 percent of the retail space was occupied, leaving approximately 245,000 square feet vacant.
- The top ten retail centers (in terms of size) located close to the City of Round Rock account for approximately 4.7 million square feet of retail – a significant existing supply.
- Due to the existing pedestrian environment, the 100 block of East Main Street is the primary opportunity and the 200 block is the secondary opportunity for retail improvements in downtown Round Rock. ERA recommends and supports urban planning initiatives to reconfigure or enhance (from the pedestrian's perspective) the intersection of Main and Mays Street.
- ERA estimated the amount of square feet of retail in different usage categories to better understand the balance of retail to office to consumer service in the downtown core (the area of downtown south of the creek). It should be noted that these estimates are not exact and are based on limited available building dimensions and current tenant listings. We have estimated that there is approximately 10,000 square feet of retail space and 25,000 square feet of restaurant/food oriented space, and 83,000 square feet of "other" (civic, office, vacant) located in the downtown core area.
- ERA assessed market demand for retail in downtown Round Rock. The retail demand analysis is based upon the identification of potential key markets that will likely generate sales in downtown Round Rock (provided the right retail environment is present) and their purchasing power. People who live in the Round Rock area will be downtown's major customers, however, it is important to differentiate residents based on their proximity to downtown. For this reason ERA defined Primary and Secondary Trade Areas from which downtown Round Rock could potentially draw customers.
- Only a portion of household expenditures will occur in downtown Round Rock. This is largely dependent on the quality of the tenant mix as a whole and individual retailers, as well as market factors. Several variables impact market penetration including: (1) proximity to downtown Round Rock, (2) access to downtown,



(3) market characteristics and typical expenditure patterns, (4) proximity to competitive offerings. ERA included an estimated range of potential captured expenditures.

- We estimate that the downtown core (the downtown area south of the creek) could support between 107,000 and 145,000 square feet of active retail space, thereby creating a downtown destination core of retail space.
- As a true main street in the midst of big-box centers, strip malls, and indoor malls, downtown Round Rock can offer a different product. The balance of retail types and sizes is critical to the overall success of a project. Furthermore, downtown Round Rock increases its successes for making deals if it does not compete with the mega shopping centers for their national chain oriented tenants.
- Currently Round Rock has approximately 120,000 square feet of ground level street-oriented space in its downtown core (the downtown area south of the creek). ERA recommends that retail recruitment efforts take advantage of this space. Round Rock should fulfill retail demand by first filling existing ground level space with retail before building more space.

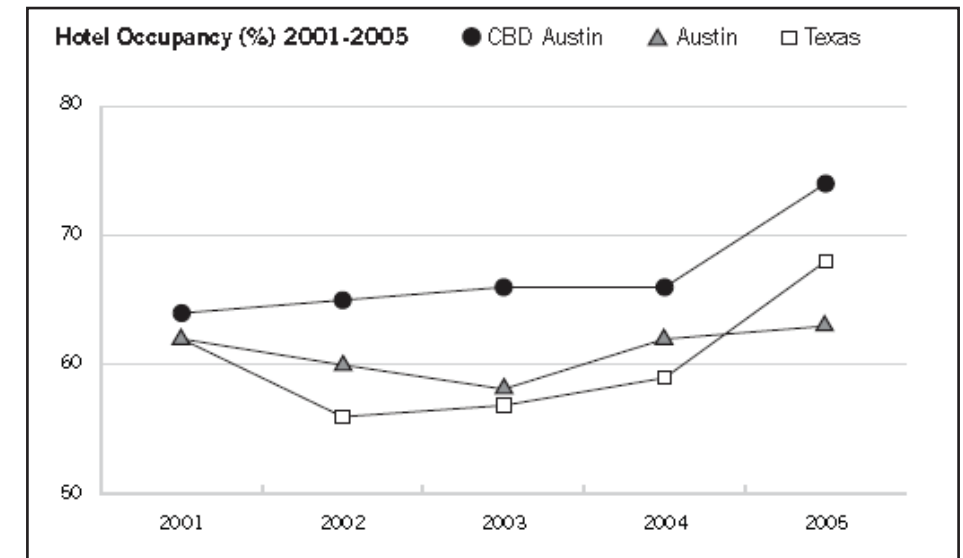
about 18 million vehicles per year in both directions). Sixty-four percent of person-days were generated by travelers from 250 miles or less (one-way).

- There are currently 26,000 hotel rooms in the greater Austin market area.
- The Austin-Round Rock market performs favorably compared to the Texas market overall.
- Round Rock's hotel occupancy for the 2nd quarter 2008 was down just over five percentage points from 2nd quarter 2007, with the average daily room rate increasing from \$93.92 to \$95.86.

	Percent of Market
High End	48%
Mid-Level	32%
Economy	20%
Total	100%

Source: Smith Travel Research, Economics Research Associates, 2008.

Current hotel supply



Area hotel occupancies

Hotel and Tourism Market

- Most major chains already have a presence in the Round Rock area, reflecting in part the population and employment growth that has occurred in the area over the past several years.
- The only full-service hotel in the area, Marriott North, is located near Dell Headquarters. Other hotels in the area are primarily limited service, located along Interstate 35, the main access route through the region.
- Currently, the Austin-Round Rock market offers a limited-service focused series of lodging options with price points and average daily rates (ADR's) generally falling below \$100 per day
- Most of the hotel products are concentrated along Interstate 35 at the Round Rock exits. The exception is the full-service Marriott located near the Dell Headquarters offices just south of the Downtown Master Plan study area.
- The greater Austin area follows the pattern in many Metropolitan Statistical Areas (MSA's), with higher price levels and occupancies occurring in the Central Business Districts (CBD's) and more budget prices properties locating in the outer areas. Round Rock falls within this price and performance range.
- Visitation to the greater Austin market is strong and growing.
- Tourism is predominantly leisure travel.
- Business travel produced 36 percent of person-days to the Austin MSA.
- The patterns of visitation to the Austin area indicate a strong drive-to orientation, with 72 percent of travelers arriving by automobile. Traffic counts along Interstate 35 at Round Rock support this pattern, with an estimated 50,000 cars per day (or

Property	Total Rooms
Austin Marriott at Round Rock	295
Best Western Executive Inn	70
Candlewood Suites	98
Comfort Suites	63
Country Inn and Suites	61
Courtyard by Marriott	113
DaysInn and Suites	49
Extended Stay America North	138
Hampton Inn-Austin Round Rock	94
Hilton Garden Inn	122
Holiday Inn Hotel & Suites	91
La Quinta Inn North	116
La Quinta Inn South	86
Residence Inn - Round Rock	96
Round Rock Inn	60
Springhill Suites	104
Staybridge Suites	81
Value Place	120
Wingate by Wyndham	100
TOTAL	1,957

Source: Round Rock Convention & Visitors Bureau, Economics Research Associates

Hotel inventory in Round Rock

	Revenue	% Occupancy	Room Nights Sold	Ave. Daily Rate
2008				
2nd Q	\$12,519,000	69.4%	130,600	\$95.86
1st Q	\$12,045,000	72.1%	134,300	\$89.69
2007				
4th Q	\$10,772,000	66.8%	127,100	\$84.75
3rd Q	\$11,890,000	70.3%	133,700	\$88.93
2nd Q	\$13,186,000	74.6%	140,400	\$93.92
1st Q	\$11,957,000	76.5%	142,500	\$83.91
2006				
4th Q	\$10,317,000	69.1%	131,600	\$78.40
3rd Q	\$11,338,000	72.6%	138,100	\$82.10
2nd Q	\$11,786,000	73.0%	137,400	\$85.78
1st Q	\$9,570,000	69.9%	130,300	\$73.45
2005				
4th Q	\$8,362,000	63.8%	121,500	\$68.82
3rd Q	\$8,827,000	63.7%	121,200	\$72.83
2nd Q	\$9,419,000	68.0%	131,600	\$71.57
1st Q	\$7,873,000	64.0%	122,600	\$64.22

Note: Average daily rate calculated as room revenue divided by rooms sold.
Based on sample of 20 hotels.
Source: City of Round Rock, Economics Research Associates

Hotel performance trends in Round Rock

TRAFFIC ANALYSIS

The following describes the existing conditions of circulation and traffic in downtown, as included in the Traffic Analysis, March 2009. For the detailed study, see Appendix.

Introduction

Existing conditions capacity analyses were conducted for AM and PM peak hours for various intersections using Synchro, software developed to automate procedures found in the Highway Capacity Manual. Results of the capacity analysis are reported in Level of Service (LOS) format, with the most favorable conditions designated as LOS A and the poorest conditions indicated by LOS F. Level of service is based on the amount of delay each vehicle encounters at the intersection.

Typically, for densely developed urban environments, LOS D or better in a typical peak hour is considered acceptable from the standpoint of motor vehicle mobility. The level of service criteria for signalized intersections, along with a brief description of the conditions experienced for each level of service grade, can be seen in Table 1 in the Appendix. The level of service criteria for non-signalized intersections can be seen in Table 2 in the Appendix.

Existing Conditions

In order to look at the existing conditions of the circulation systems in downtown, the operational concerns and functionality gaps were identified. Currently, there are numerous operational issues within the study area:

KEY INTERSECTIONS (See Key on right)

- **Main / Round Rock / Mays.** Significant delays occur at this intersection. Overall, the intersection has LOS E during the peak hours with major approaches at LOS F. To provide for the heavy left turn demands, the signals are configured to serve only one direction at a time, which is referred to as "split phasing." While an appropriate strategy for the existing configuration of this intersection, it is one of the most inefficient methods of traffic signal timing because intersection movements which do not conflict can not be served simultaneously. From a walkability perspective, this intersection presents significant challenges: crossing distances are relatively long; some of the existing curb ramps are not ADA compliant; the angled intersection of Round Rock Avenue causes pedestrians to look far over their shoulder to determine if approaching traffic is yielding; and the relatively heavy eastbound to southbound right turns create challenges for pedestrians wishing to cross the street. Because of the heavy left turn demands along Mays, the inside through lanes function as de facto left turn lanes.
- **Georgetown and Palm Valley Boulevard (Highway 79).** The northbound and southbound approaches are split phased due to a lack of separate left turn lanes. While there are pedestrian signals, there are no curb ramps or crosswalks which results in significant challenges for pedestrians to cross.

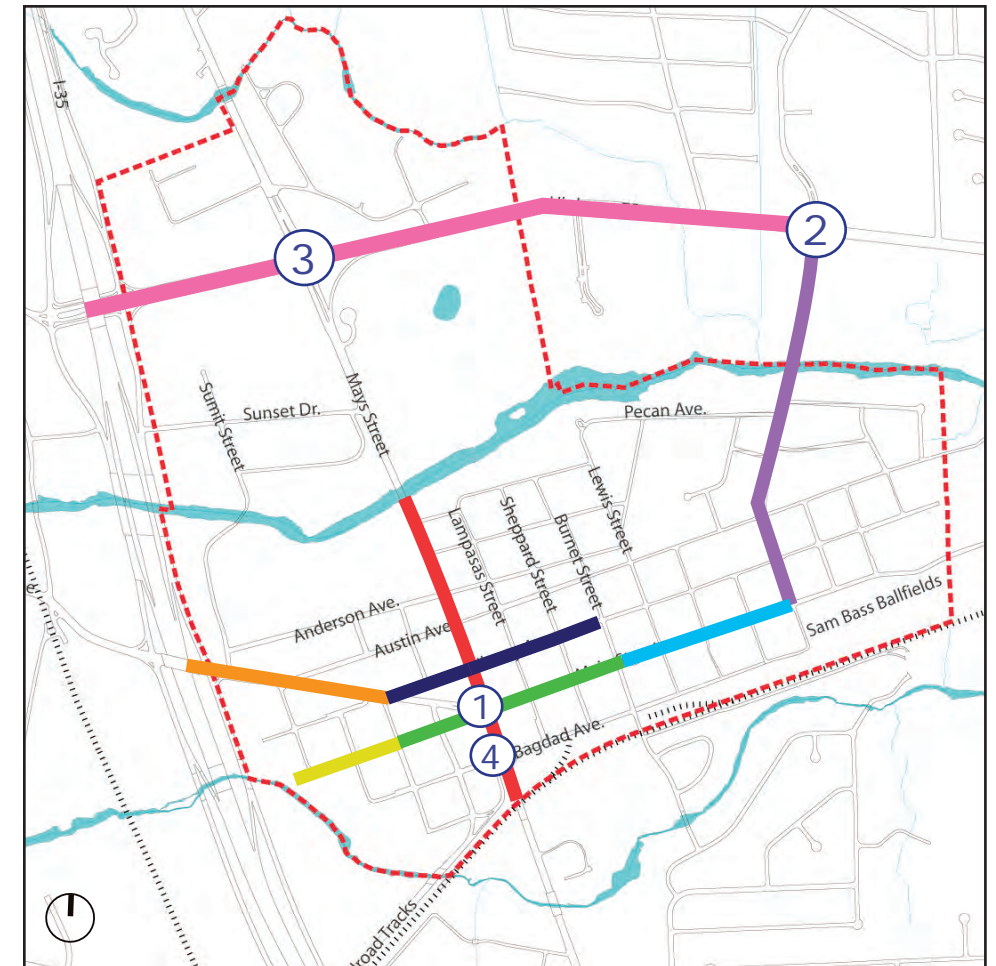
- **Mays and Palm Valley Boulevard (Highway 79).** There are no pedestrian signals, curb ramps or crosswalks at this intersection. Coupled with the dedicated right turn lanes and right turn slip ramps, this intersection is especially hazardous for use by pedestrians.
- **Bagdad under Mays.** The Bagdad underpass of Mays is not in compliance with currently accepted geometric design standards. Horizontal curves do not accommodate a large vehicle to turn and remain within its marked lane, and the vertical clearance does not accommodate fire apparatus or other road-legal trucks. Pedestrian facilities are not ADA compliant and pass through an area where bat guano accumulations are notable. There is no roadway or pedestrian lighting. The stub connection of Bagdad to Mays just north of the bridge structure serves as a barrier to walkability along the Mays Street corridor.

KEY ROADS

- **Mays from Brushy Creek bridge to Lake Creek bridge.** Mays is the challenging street for the study area. At present, the north/south approaches to the intersection of Main Street/Round Rock and Mays are over-capacity during the peak hours, thus throughput along Mays is limited to the capacity of this signalized intersection. Other intersections have reserve capacity.

The sidewalks along this roadway are typically four feet wide and are not ADA compliant; some portions do not have sidewalks. Parking is prohibited and the inside lanes tend to function as de facto left turn lanes.

- **Round Rock from Interstate 35 to Brown.** While not specifically modeled, field observations suggest the intersections along this street have reserve capacity.
- **Main from San Saba to Brown.** While not specifically modeled, field observations suggest the intersections along this portion of the Round Rock/Main Street corridor are under-capacity.
- **Main from Brown to Burnet.** At present, the east/west approaches to the intersection of Main/Round Rock and Mays are over-capacity during the peak hours.
- **Main from Burnet to Georgetown.** At present, the intersections along this portion of Main Street are under-capacity.
- **Georgetown from Main to Palm Valley Boulevard (Highway 79).** Although Georgetown is a four lane roadway, the bridge crossing Brushy Creek is only two lanes wide. Sidewalks along the corridor are not contiguous. At present the street has reserve capacity.
- **Liberty from Brown to Burnet.** At present, the east/west approaches to the intersection of Liberty and Mays has reserve capacity during the peak hours.
- **Palm Valley Boulevard (Highway 79) from Interstate 35 to Georgetown.** This corridor provides critical regional connectivity to communities east of Round Rock. It also creates



Key for existing circulation conditions

KEY INTERSECTIONS

- 1 Main / Round Rock / Mays
- 2 Georgetown and Palm Valley Boulevard (Highway 79)
- 3 Mays and Palm Valley Boulevard (Highway 79)
- 4 Bagdad under Mays

KEY ROADS

- Mays from Brushy Creek bridge to Lake Creek bridge
- Round Rock from Interstate 35 to Brown
- Main from San Saba to Brown
- Main from Brown to Burnet
- Main from Burnet to Georgetown
- Georgetown from Main to Palm Valley Boulevard (Highway 79)
- Liberty from Brown to Burnet
- Palm Valley Boulevard (Highway 79) from Interstate 35 to Georgetown



a linear obstacle to walkability between the north and south sides of the corridor. According to various sources, a variety of future concepts for the corridor have been considered from a vehicular mobility standpoint:

- Grade-separated direct-connector ramps between US 79 and Interstate 35. This facility would be similar to the existing interchange between the Interstate and State Highway 45 toll road along the southern limits of Round Rock. Vertical clearance requirements would likely dictate elevated roadways along Palm Valley Boulevard (Highway 79) to some point east of Mays. There would likely be significant right-of-way impacts in the vicinity of Palm Valley Boulevard (Highway 79) and the Interstate. Walkability and enhanced redevelopment potential of adjacent properties are not supported by this option. This option is not included in regional modeling by Capitol Area Metropolitan Planning Organization (CAMPO) through 2030.
- Extension of Palm Valley Boulevard (Highway 79) westward to RM 620 . This concept would provide linkage between the two roadways and would eliminate the need to utilize Interstate 35 to travel between the two routes. The intersection of Palm Valley Boulevard (Highway 79) and Interstate 35 could be either at-grade or grade-separated. The alignment would travel along a portion of Sam Bass Road and cross Brushy Creek near the historic Chisholm Trail crossing. Concerns regarding historical and environmental impacts are anticipated to be associated with this concept. This option is not included in CAMPO's regional modeling through 2030.
- Palm Valley Boulevard (Highway 79) elevated main lanes. Similar to the reconstructed portion of US 183 west of Interstate 35 in Austin, this concept would provide four or more lanes on an elevated structure and multi-lane frontage roads at grade for local access. This concept is supported by the grade-separated direct-connector ramps presented previously. This concept would likely require additional right-of-way along the length of the elevated portion of roadway. Walkability and enhanced development potential of adjacent properties are not supported by this option. This option is not included in CAMPO's regional modeling through 2030.
- Widening of Palm Valley Boulevard (Highway 79) to provide additional lanes. Regional modeling by CAMPO for 2030 anticipates Palm Valley Boulevard (Highway 79) being widened from four lanes to six lanes. While providing no additional details, the concept is assumed to preserve at-grade signalized intersections. This option could be designed to remain within existing right-of-way. While the redevelopment potential of the adjacent properties remains unchanged, walkability is not improved by this option due to the additional width of roadway.



VISION ²

Illustrative Plan ²







A VISION FOR ROUND ROCK

Downtown Round Rock can become a thriving town center featuring a viable mix of residential, commercial, retail, dining, entertainment and public space uses in a walkable and historically-sensitive environment to enhance Round Rock's economy, quality of life, and sense of place.



MASTER VISION PLAN

In order to achieve an activated and attractive downtown, the Master Plan proposes a series of physical design interventions that seek a vibrant urban realm. Together these proposals seek to create a Round Rock "brand" and identity.

Downtown

At the center of the downtown is a new town green around the historic Round Rock water tower. The town green, which is created via a realignment of Round Rock Avenue, is surrounded by pedestrian-oriented retail and commercial uses, such as restaurants with outdoor seating. The town green becomes the focal point of downtown, accommodating festivals, farmer's markets, and other events that draw both locals and visitors.

The scale of the two-block historic Main Street is extended west across Mays, along the town green. Main Street and areas around the new town green are developed in a traditional mixed-use configuration with tall first-story retail and mixed-uses along the street in one to two story buildings with large display windows, awnings, and activated facades. A new bridge connects Main Street to and from the frontage road along the interstate, in order to increase circulation and sight lines into the historic downtown from Interstate 35. At this entry point, a potential new theater and hotel, or other pedestrian-oriented uses, can be regional draws that help assure a 24-hour activation of the street. Ground floor uses along Main Street and around the town green include retail, restaurant, and pedestrian-oriented commercial. Main Street west of Mays and areas around the town green area optimal areas to target to concentrate commercial uses to create synergy. Liberty between Mays and Lewis is another potential area for initial redevelopment opportunity.

Mays Street is re-envisioned with pedestrian-oriented retail buildings of comparable scale to the historic buildings along Main. Widened sidewalks and a narrowed curb-to-curb distance still accommodate the expected traffic flow, while assuring a pleasant street experience for pedestrians.

Throughout the Plan, care is given to introducing signage, especially at the main entry points from the interstate, at the bridges of each of the creeks, and the new Main Street entry. Signage will help differentiate downtown as a distinct district and to announce activities and programs going on in the city. Public spaces, including the streets and the various green spaces and the museum are programmed with activities that help to define the identity of Round Rock, such as the farmer's market, the Artisan Stroll, outdoor movies and plays, parades, town bicycle and foot races, and other sports activities that tie into Round Rock's identity as the Sports Capital of Texas.

Public Space

A quarter mile from the town green is a cultural and history museum or restaurant and galleries in the Nelson-Crier House (a National Register-designated historic property currently under private ownership) and ¼ mile from this is the Round Rock Community Foundation property (old Main Street ball fields), which should be designed as a combination of open space and uses for the Round Rock Community Foundation. The property should be comprehensively planned to effectively integrate these uses.

Brushy Creek is re-programmed with an extended park and Heritage Trail, connecting to the larger Round Rock trail system and over the creek to a proposed 9 acre park. The Plan calls for saving existing mature trees along with other sustainable development strategies. The neighborhood north of it is redeveloped naturally over time with single-family and town house dwellings and adaptive-reused bungalows as offices.

Palm Valley Boulevard (Highway 79)

Along Palm Valley Boulevard (Highway 79), retail and commercial uses along the highway are located along a new frontage road that creates a safer and more pleasant pedestrian experience for shoppers and residents. Stores have parking behind. This area accommodates some multi-family buildings with smaller parks and green spaces.

Contents of this Section

This section of the Master Plan illustrates the guiding vision concepts of the Plan and describes 6 key strategic planning projects.

Guiding vision concepts include:

- Establishing gateways
- Identifying a coherent urban design language
- Programming the area with community and regional activities
- Identifying a network of public green and open spaces
- Assuring the preservation of historic buildings and urban form
- Describing a street hierarchy and an approach to circulation
- Thinking critically about how to lessen the environmental impact of development

The 7 key strategic planning projects include:

- New Main Street bridge
- New town green
- Streetscaping along Main Street
- Streetscaping along Mays Street
- Streetscaping along Round Rock Avenue
- Streetscaping along Georgetown Street
- Heritage Trail



Initial Master Plan concept diagram sketch showing areas of intensity, critical streets, open space (in green), 1/4 mile walk circles, and civic buildings (in black).



5 minute and 1/4 mile walk

Retail and mixed-use development centered on Highway 79 and Mays Street

Major gateway and signage point

Major gateway and signage point

New town green

Park-once garage

New Main Street bridge connection, theater, and hotel

Major gateway and signage point

City Hall and park-once garage

Enhanced creek and park

Residential infill

The Round Rock Community Foundation property (old Main Street ball fields) should be designed as a combination of open space and uses for the Round Rock Community Foundation, who currently owns the majority of the property. The property should be comprehensively planned to effectively integrate these uses.

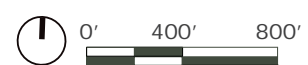
Historic Main Street

Park-once garage

Major gateway and signage point



Downtown Master Vision Plan



TRANSFORMING THE PUBLIC REALM

In order to foster a thriving town center, the Master Plan seeks to augment the urban design of downtown. The photo simulation to the right illustrates how this can happen. In this example, Mays Street is transformed, through streetscaping and strategic infill development, from a high-speed auto-oriented street to a bustling, active commercial district.

The three photos to the right show:

1. Existing conditions. Mays Street is 4 lanes wide with no crosswalks or stop signs and limited street lighting. Buildings are setback far from the narrow and cluttered sidewalks.

2. Streetscape Improvements. The right-of-way is kept the same, but sidewalks bulb out at corners to make crossing easier. Transformation of Mays from 4 lanes to 3 lanes is a prerequisite for bulb-outs and parallel parking. Parallel street parking, which is conducive to vibrant retail activity, is added to both sides of the street. Crosswalks with special paving, landscaping, and pedestrian-oriented street lights are friendly to those on foot. Trees are one of the most powerful revitalizing asset that a city can invest in.

3. Streetscaping and Infill Development. A tight street edge is created through the infill of human-scaled retail and mixed-use buildings. Large windows, awnings, hanging signs, and outdoor dining create a fluid indoor-outdoor dialog. Architectural styles are sensitive to the historic Round Rock character. Note that overhead utilities are removed which have a significant aesthetic value but come at a significant cost.



Mays Street, Existing Conditions



Mays with Streetscape Improvements



Key





Pedestrian-scale lamps

Infill buildings provide a sense of enclosure and define space in between buildings as an outdoor "community room"

Shop awnings and overhangs provide shade, color, and architectural interest

Outdoor dining and activated ground floor with large display windows

Textured sidewalk adds interest to street

Special crosswalk paving favors the pedestrian

Buildings are human-scaled. Retail frontage widths match the historical Round Rock pattern of approximately 30'.

Street trees provide shade and texture

Sidewalks bulb out at corners to make crossing easier

Landscaping provides buffer between pedestrian and vehicular zones and collects stormwater

Roadway is reconfigured for added parallel parking and a center turn lane

Mays with Streetscape Improvements and Infill Development

AREA 1: TOWN CENTER

As the heart of the Vision Plan, this area is centered around the new town green. The green, which is created by the redirection of Round Rock Avenue to Liberty (see models, facing page), is home to Round Rock's iconic water tower and the relocated historic gazebo. Community events at the square include the farmers market and art walks, etc. Pedestrian-oriented retail, restaurant, and mixed-use buildings surround the green, keeping eyes on the park for safety. The new town green is one of the most important moves of the Plan because it creates a central gathering place, a heart and focal point for downtown. The public indicated a desire for a new water feature in the town green.

Main Street is reconnected west and east across Mays, and infilled with retail, mixed-use, and commercial buildings that respect the historical scale of the city. At the east end of the historic Main Street is a new history and culture museum in the Nelson-Crier House, one of Round Rock's architectural treasures. Streetscaping throughout the area includes new trees and landscaping, widened sidewalks that bulb out at intersections, new parallel parking along Mays, special paving, and crosswalks. Mays Street adopts a retail-oriented human-scale character to act as the north-south town center corridor. The existing parking structure acts as a park-once garage, and is enhanced with new signage.

Future rail station and Transit Oriented Development (TOD) opportunity

Heart of Round Rock, town green. Can include small vending businesses for park users.

Safe pedestrian crossings should be introduced at all four corners of the town green.

Part of 205 E Main Street can be used as a public plaza / green space and access to the public garage.

New roundabouts on Liberty St. and Main St.



Key



Town Center Vision Plan Detail



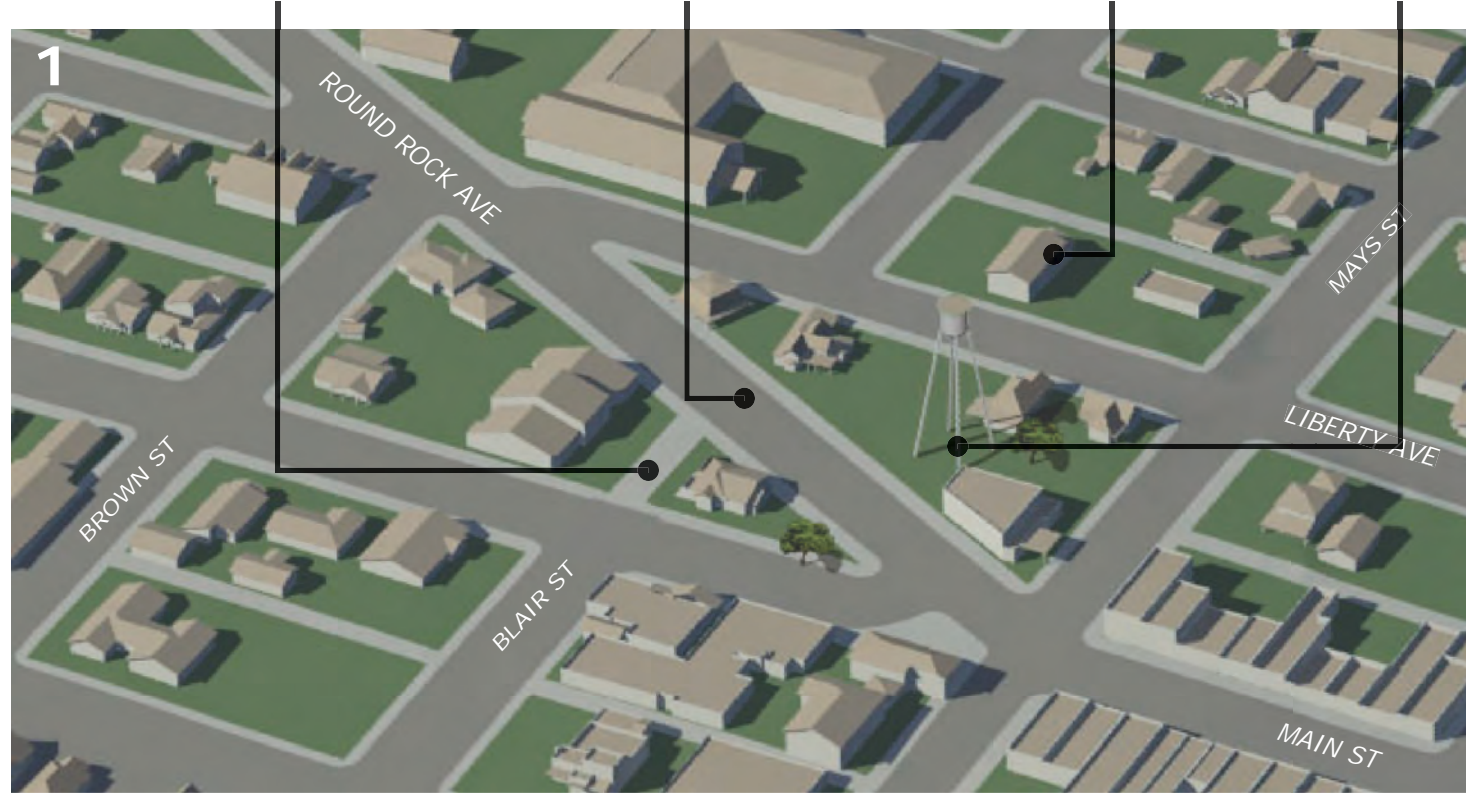
Blair Street does not connect between Main Street and Liberty Avenue

Round Rock Avenue connects diagonally and carries a lot of traffic

Round Rock Donuts

Round Rock iconic water tower

1



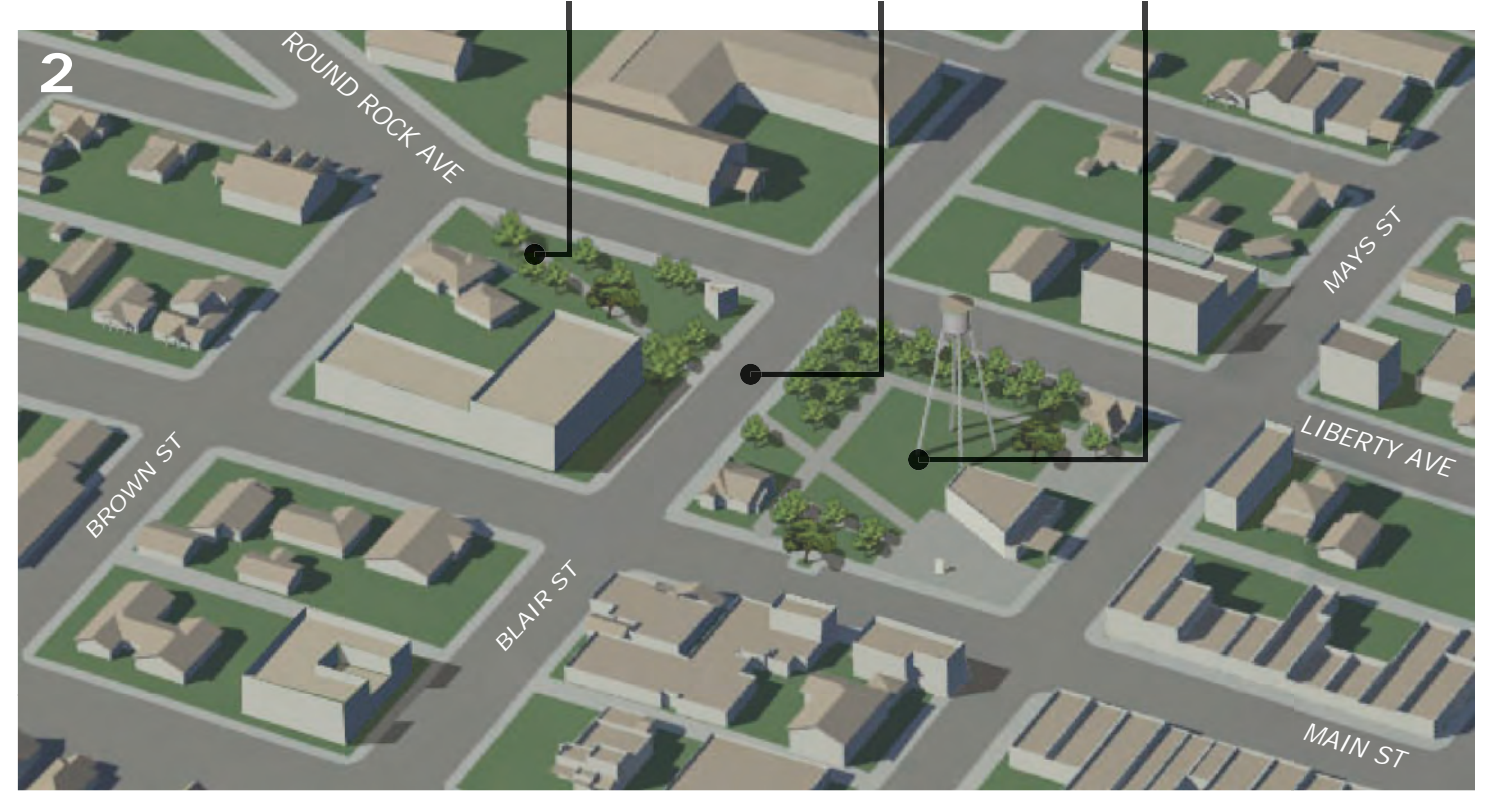
Model of Existing Block Structure at Mays and Main

Historical Diagonal Round Rock Avenue connection maintained visually

Blair Street connects North and South

New town green

2



Model of Proposed Town Center Area at Mays and Main. Round Rock Avenue stops at Brown and Liberty.



View of rendering to the right



Rendering of Town Green and water tower as seen from Mays Street facing west.



AREA 2: SOUTHWEST DOWNTOWN

Southwest Downtown hosts the existing city building and new City Hall, an extended Main Street, and a cluster of cultural buildings, potentially including a hotel and iconic theater, and flex space for creative industries. Other potential uses include pedestrian-oriented mixed-uses. A new iconic bridge connects the west end of Main Street to the frontage road along Interstate 35 where signage and landscaping welcome visitors and announce the historic downtown. This new connection will increase circulation to downtown. At the head of the new bridge and visible from the frontage road, the new hotel and theater with iconic signage act as landmark buildings that anchor the west end of Main Street. The theater could be a regional draw for visitors to downtown and a visual indicator of the historical area of downtown, from the Interstate. Ground floor uses include retail and pedestrian-friendly commercial uses. A new park-once garage serves Southwest Downtown and can accommodate a bus depot. The park-once garage is wrapped with retail uses along the ground floor, in order to maintain the pedestrian-friendliness of the area.

A Hotel in Round Rock

Based on market analysis undertaken as part of this study, Round Rock has an opportunity to provide a hotel as part of the revitalization of downtown, particularly if located with easy access off the interstate and in close proximity to the retail core. The hotel could be somewhat differentiated in character from the exclusively highway-oriented lodging properties but still preserve a low to mid-level price point. A differentiated product may draw visitors from outside of the immediate area, or visitors to nearby sports, cultural, and convention facilities (e.g. Dell Diamond). Linking the hotel to a cluster of restaurants along Main and around the Town Green, would also increase the potential draw of visitors to the region. Examples of the types of hotel product that would complement the Master Plan objectives, include Hyatt Place, Aloft, and NYLO. See the Appendix for the complete Tourism Overview report that explains the analysis completed, tourism findings, and more information about these three hotel types.

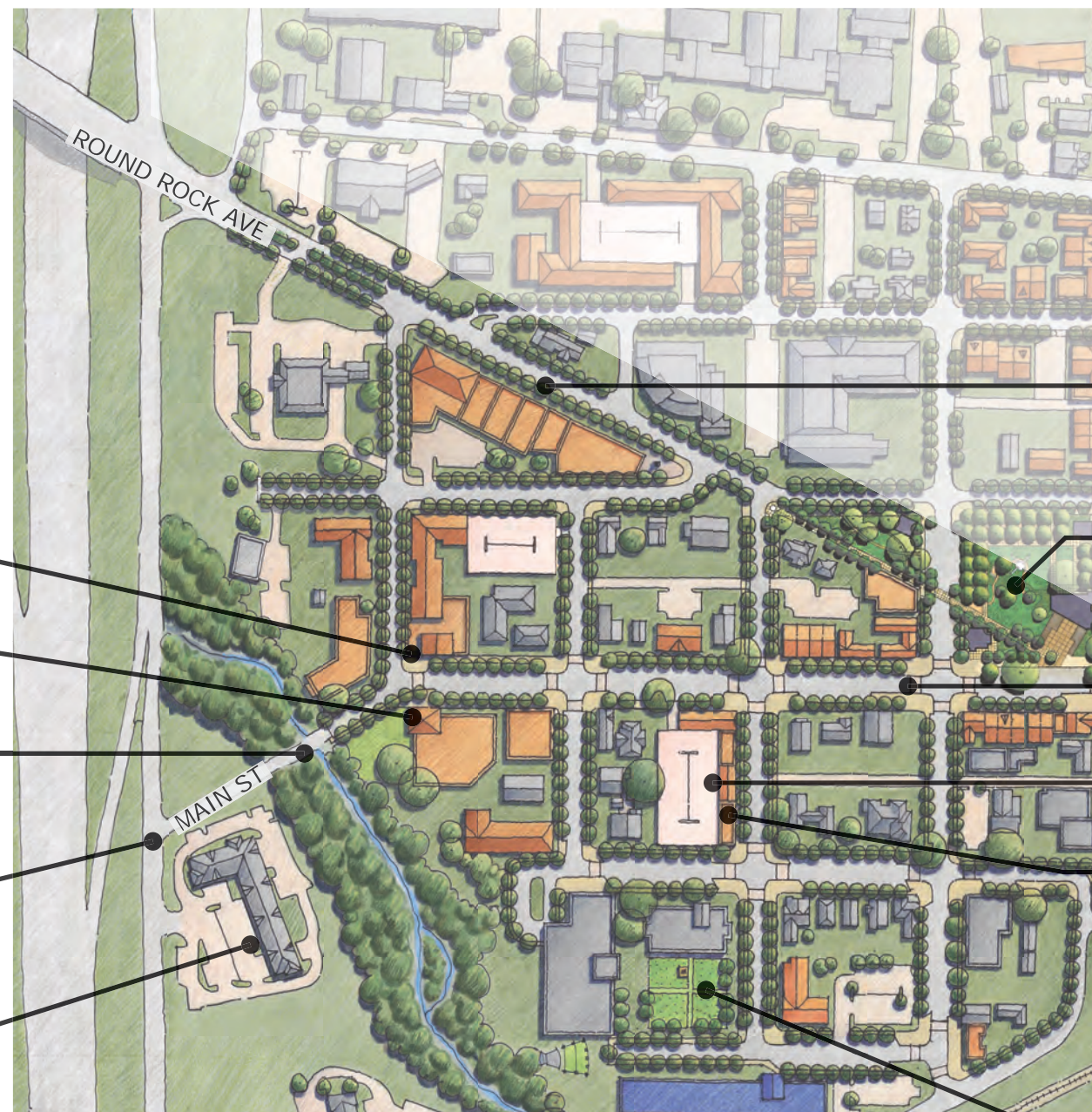
Connecting Main Street West

A northbound exit ramp from the I-35 frontage road would increase visitation and visibility of downtown Round Rock, and at the same time increase the viability of a hotel in this location.



Key

- Preferred site for hotel and mixed-use development, or other pedestrian-oriented iconic building
- Preferred site for theater with iconic marquee
- Main Street bridge connects to frontage road
- Eye-catching landscaping and historic downtown entry feature
- Auto-oriented uses along frontage road place parking behind buildings.



Southwest Downtown Vision Plan Detail

- Round Rock Avenue streetscaping
- Heart of Round Rock, town green. Can include small vending businesses for park users.
- Main Street infilled at historical scale
- Park-Once garage and transit center
- Retail wrapped around garage to create pedestrian edge. This is critical to maintain the pedestrian-friendliness of this area.
- Civic green at new City Hall





Rendering of Main Street bridge, facing northeast from frontage road



View of rendering to the right



AREA 3: CREEKSIDE DISTRICT

This area immediately adjacent to the creek is gradually redeveloped with townhouses, and small multi-family buildings. Veterans Park on the creek includes new walking trails that are connected to the Heritage Trail and regional system. New buildings front the creek, which is the heart of the district. A pedestrian paseo within a 50 foot public easement (or 10 feet, if constructed by developers) along the creek is lined by restaurants, patios, and balconies to create an activated urbane area to take advantage of the creek itself. A new pedestrian bridge at Lewis links downtown to the new proposed public park, north of the creek.

A walkable block network connects the district to downtown and to Brushy Creek. Note that view corridors may be necessary to protect creek views. Also, designs of creek-facing sides of buildings need special consideration as they will be prominent to park and trail users on the north bank of Brushy Creek.

The Master Plan calls for the comprehensive re-platting of this district. The area has many lots that are not legally platted. Since the original platting in the late 1800s, lots have been conveyed and reconfigured, sometimes without legal re-platting. This poses a challenge to development, since re-platting is required before permit issuance, a potentially costly and time-intensive process. A comprehensive re-platting program would help remove barriers to development in this crucial area near the heart of downtown and adjacent to the creek. See the implementation section in Chapter 3 for further information.

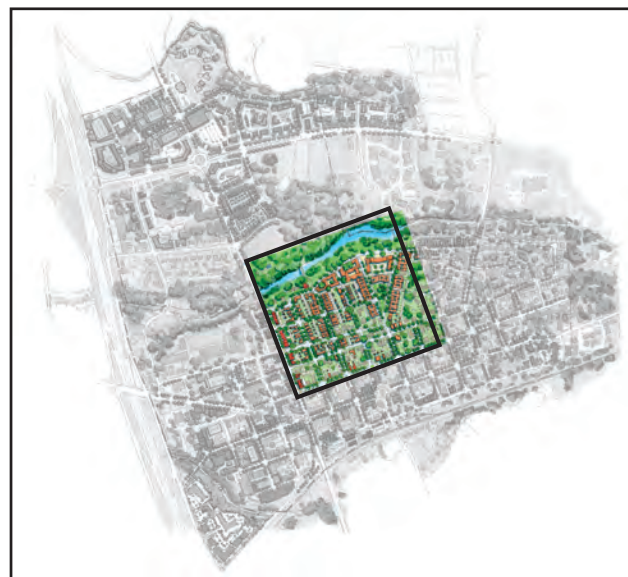
East End Residential

In the areas of this neighborhood to the east of Burnet and Lewis, single-family uses should be protected. The character of this area is predominately single-family and should remain this way.

- Pedestrian bridge to connect to new public park
- Restaurants oriented to creek along pedestrian walkway
- Pedestrian passageways toward creek
- Gradual redevelopment, small multi-family homes oriented to creek



- Extended Veteran's Park and new bike and walking trail network
- Regularized and re-platted street network
- East end residential areas are predominately single-family



Key

Creekside Neighborhood Vision Plan Detail



Housing typologies appropriate for the district

The Creekside District should be gradually infilled with single-family homes, townhouses, and small multi-family buildings, such as those shown on this page.



Texas Brick Bungalow



Bungalow in Round Rock



Texas Bungalow



Texas Bungalow



Townhouses



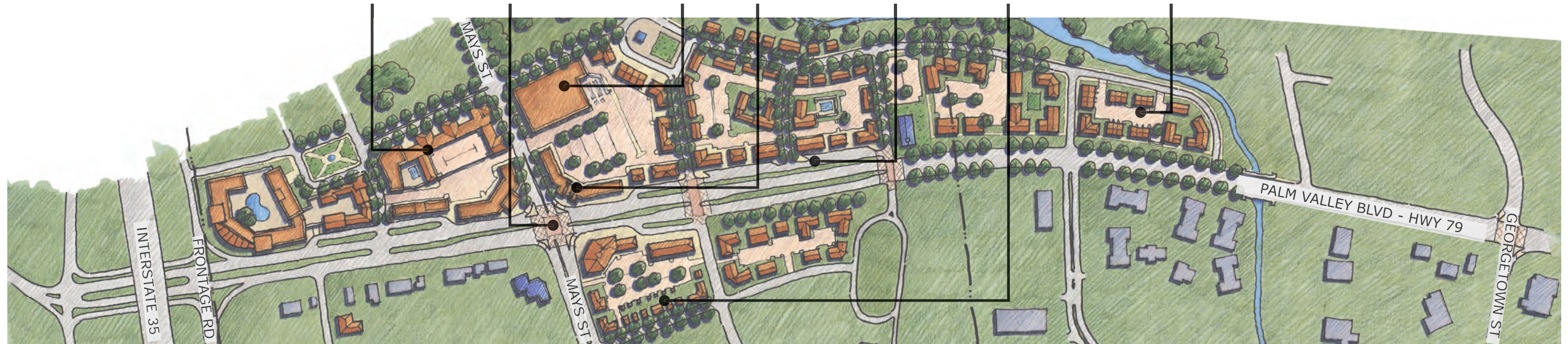
Townhouses



AREA 4: PALM VALLEY BOULEVARD - HIGHWAY 79

The Palm Valley Boulevard (Highway 79) is reprogrammed with retail and commercial uses along the edge. New buildings are oriented to the street, with parking behind, instead of being pushed back behind a sea of parking. The intersections are made more pedestrian-friendly with crosswalks and special paving, along with pedestrian islands. Two new signalized crossings are introduced along the Highway, also with special paving.

- Multi-family housing
- Special paving to accommodate pedestrians
- Large retailer
- Retail with parking behind
- Slip road with retail
- Single-family housing
- Townhouses



Key



GATEWAYS

How do you enter downtown?

There are five major gateways in downtown Round Rock. Gateways play an important role in defining the look and feel of the city and help to build the Round Rock "brand" by presenting the first sign of city life.

As Round Rock looks to revive its downtown area and attract both residents and visitors to the area, it is essential for the city to be proactive in defining its "gateways" to downtown.

Buildings, signs, sculpture, framed vistas, trees, lighting, and landscaping can all act as gateways. The renderings on the facing page illustrate concepts for each gateway area. There was an initial public preference for arched gateways, which are shown in addition to pylons on the following pages.

See the following pages for images of what the five gateways could look like.



GATEWAY IMAGES

The following are concept images depicting potential designs for the five proposed gateways. There was an initial public preference for arched gateways.

South Mays Gateway

A gateway along Mays, usually used for pass-through traffic, announces historic downtown from the south.



South Mays Gateway: Existing



South Mays Gateway: Proposed Option A



South Mays Gateway: Proposed Option B

Main Street Gateway

The new Main Street bridge is augmented with entry signage to welcome people from the Frontage Road, on to historic Main Street.



Main Street Gateway: Existing



Main Street Gateway: Proposed Option A



Main Street Gateway: Proposed Option B



North Mays Gateway

A gateway along Mays, usually used for pass-through traffic, announces historic downtown from the north.



North Mays Gateway: Existing



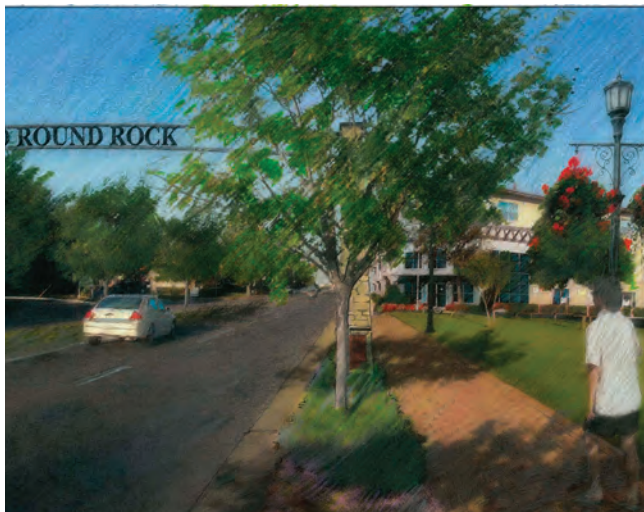
North Mays Gateway: Proposed

Round Rock Avenue Gateway

A gateway along Round Rock, as the main entry from the Interstate, announces historic downtown.



Round Rock Avenue Gateway: Existing



Round Rock Avenue Gateway: Proposed Option A



Round Rock Avenue Gateway: Proposed Option B

Georgetown Gateway

A neighborhood-oriented gateway with a overhead gateway marker or a sidewalk pylon.



Georgetown Gateway: Existing



Georgetown Gateway: Proposed Option A



Georgetown Gateway: Proposed Option B



CIRCULATION AND STREET NETWORK

How do you get to the area and move around within it?

The Master Plan proposes a two-part circulation strategy:

1. Calm traffic to create greater safety for pedestrian through road improvements such as roundabouts, medians, bulbouts, crosswalks, and wider sidewalks.
2. Improve the quality of urban design through streetscape improvements, infill development and design guidelines to create a space that is inviting and lively with active uses throughout the day and night.

Transportation Circulation Plan

Effective traffic circulation for the study area depends on a multi-layered system. Interstate 35, Palm Valley Boulevard (Highway 79) and RM 620 provide regional connectivity. Main Street, Georgetown, Mays, and McNeil serves to connect the study area to the regional system, while Burnet provides local connectivity to the south. Lewis/Spring streets are the main north/south route in the downtown area itself, connecting north to Pecan along the creek, and south to Bagdad. Also critical is a robust, well interconnected trail system utilizing the Brushy Creek and Lake Creek greenways for bicycle and pedestrian connectivity. The potential for the Austin/San Antonio Regional Rail System to establish a commuter rail station near Bagdad and Burnet provides for expanded options for commuters.

The area north of Brushy Creek is primarily dependent on Mays and Palm Valley Boulevard (Highway 79) for connectivity while the area south of Brushy Creek can utilize Mays, Round Rock, Georgetown and McNeil Road for connectivity. The key to connecting these two portions of the community together is the effective use of public roadways and public trails systems. The primary connection is Mays Street with Georgetown as a secondary connection and Lee Street/Summit as a tertiary connection. The development of park space along Brushy Creek and a bike/pedestrian bridge across Brushy Creek east of Mays, further develops an effective grid network of streets, sidewalks, and trails.

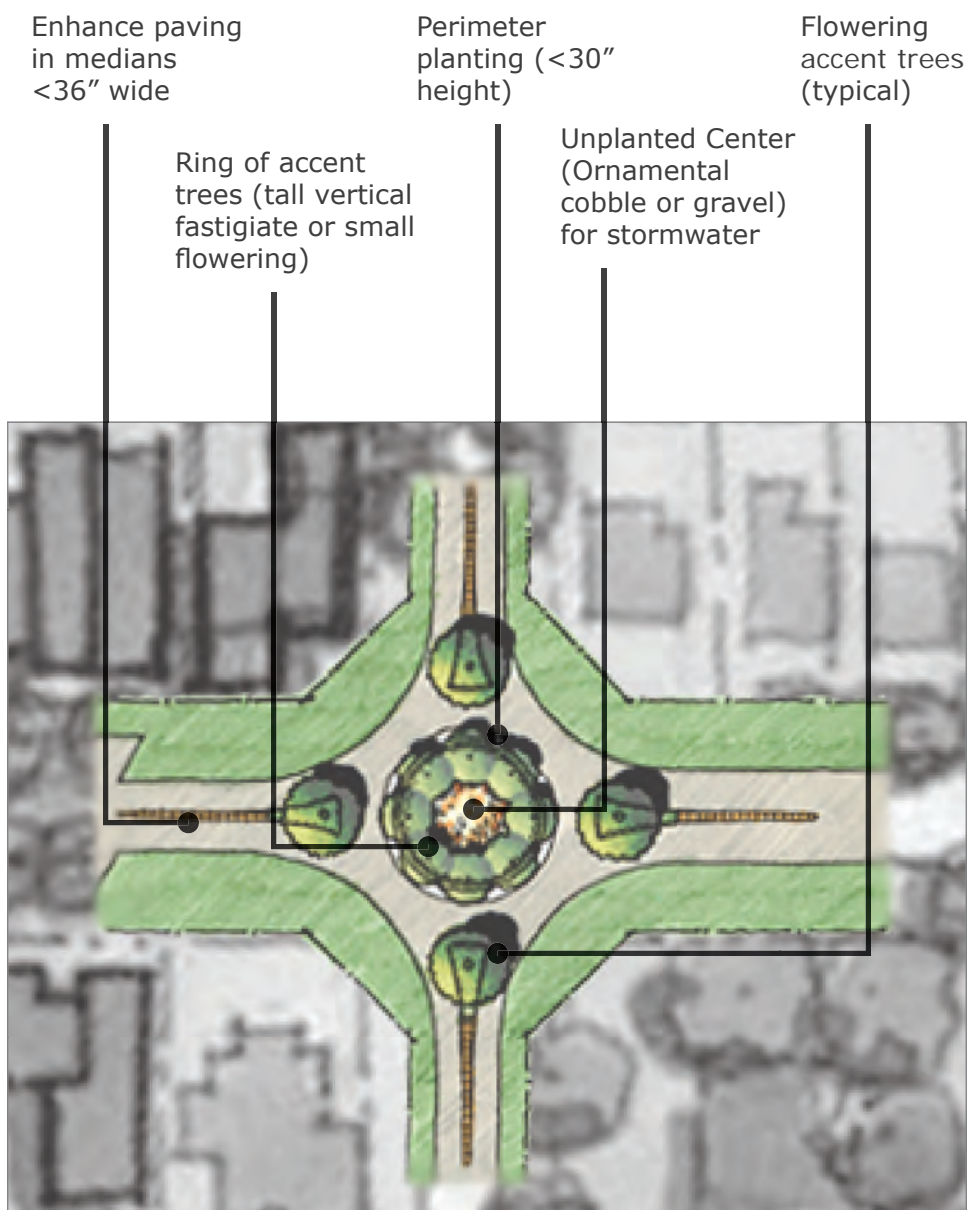
Along all local streets, adequate and contiguous sidewalks foster walkability. South of Brushy Creek, the existing grid is enhanced by the realignment of the Round Rock Avenue corridor onto Liberty and the extension of Main Street to Interstate 35. North of Brushy Creek, the extension of Summit to Palm Valley Boulevard (Highway 79) and the development of backage roads for the various planned redevelopments provide an expanded street grid network and improved mobility.

Intersection improvements are planned at several key locations to reduce delays and enhance safety and walkability. The reapportionment of Mays from a four-lane roadway to a two-lane roadway with a continuous left turn lane allows for improvements to the existing traffic signal system that improves the throughput of the corridor, while better serving all roadway users. The realignment of Bagdad under Mays provides improved connectivity along the southern edge of the study area.

Through traffic along the Mays Street corridor experiences delays at the intersections of Liberty and Mays and Main and Mays. While traffic modeling has assumed an overall growth of traffic along the corridor, motorists who routinely utilize Mays may choose alternate routes in order to avoid the peak hour delays, which may tend to moderate overall delays. Motorists coming from the south may utilize Logan and Burnet or Mays Crossing and the Interstate 35 westbound frontage road to access the study area from the perimeter. Motorists from the north may elect to use Georgetown or Sunset to Summit/Lee to take advantage of the redundancy of the street grid. Lewis/Spring is positioned as the main north/south neighborhood arterial route connecting north to Pecan along the creek. Creation of a walkable community with strategically placed parking means patrons to the area will park and walk further distances than traditionally occurs, further reducing congestion in the core of the study area.

Roundabouts

The Plan introduces the possibility of modern roundabouts in downtown. Circular intersections have been in the US since the 1900s, however their popularity waned in the 1940s and 1950s due to safety concerns. In the 1980s, revised designs (e.g. "modern" roundabouts) were exported from Europe and Australia to the United States. Since then, further research and design modifications have yielded an intersection control method that offers many unique advantages: it is statistically safer than traffic signals or stop-controlled intersections; it offers high capacity with low delay while reducing speeds of through traffic; it serves all modes of travel (automobiles, trucks, buses, bicycles and pedestrians); it offers geometric flexibility to minimize impacts to adjacent properties; it provides opportunities for landscaping and other aesthetic treatments. Additional right-of-way at the intersection may be required for a modern roundabout.



Proposed single-lane roundabout



Palm Valley Boulevard (Highway 79) from west of Interstate 35 to east of Georgetown -

- Frontage road for more local traffic along edge

Mays from Brushy Creek Bridge to Lake Creek Bridge-

- Realigned from four-lanes to two-lanes
- Continuous center turn lane
- On-street parking, wider sidewalks, bulb-outs, and added traffic signal

Liberty from Brown to Burnet-

- Bulb-outs, curb ramps, and crosswalks for enhanced walkability
- Splitter islands east of Mays increase safety

Round Rock/ Brown/ Liberty Intersection-

- Creating Town Green
- Two-lane streets
- Bulb-outs, curb ramps, and crosswalks for enhanced walkability
- On-street parking

Main/ Round Rock/ Mays Intersection-

- Realigning into four-way intersection
- Mays turned into two-lane
- On-street parking and bulb-outs

Main from Interstate 35 to Mays-

- Connection from Interstate 35
- Angled parking, bulb-outs, crosswalks, curb ramps, and sidewalks
- Location of driveways off Main



Georgetown from Main to Palm Valley Boulevard (Highway 79) -

- Create a two-lane corridor
- On-street parking, sidewalks, and crosswalks
- Splitter island at end of bridge

Lewis Street-

- Main North-South neighborhood arterial connecting to Pecan Ave in the north and Bagdad Ave in the south

Burnet and Main, Burnet and Liberty, and Georgetown and Main -

- Single lane roundabout
- Elimination/ realignment of on-street parking and driveways

Main from Mays to Burnet -

- Elimination of existing median
- Widening of sidewalks
- Bulb-outs on all crosswalks, curb ramps, and sidewalks

Bagdad under Mays -

- Realign to pass under bridge span
- Create more space for sidewalk and street lighting
- Realign to support rail/ transit terminal

Recommendations for Circulation

GREEN AND OPEN SPACE NETWORK

What is the public realm like?

Because downtown Round Rock is relatively small in geographic scale (about .75 square miles) and is organized in small-scale street grid, the city has the opportunity to create a walkable area, connecting green and open spaces such as the new City Hall civic green, the historic Nelson-Crier House Cultural Museum or other facility, the Round Rock Community Foundation property (old Main Street ball fields) which can be designed as a combination of open space and uses for the Foundation, and Brushy Creek through a system of "great streets."

The Master Plan augments the green and open space network through:

- Enhancements of existing greenspace
- Introduction of new greenspaces
- Streetscape improvements

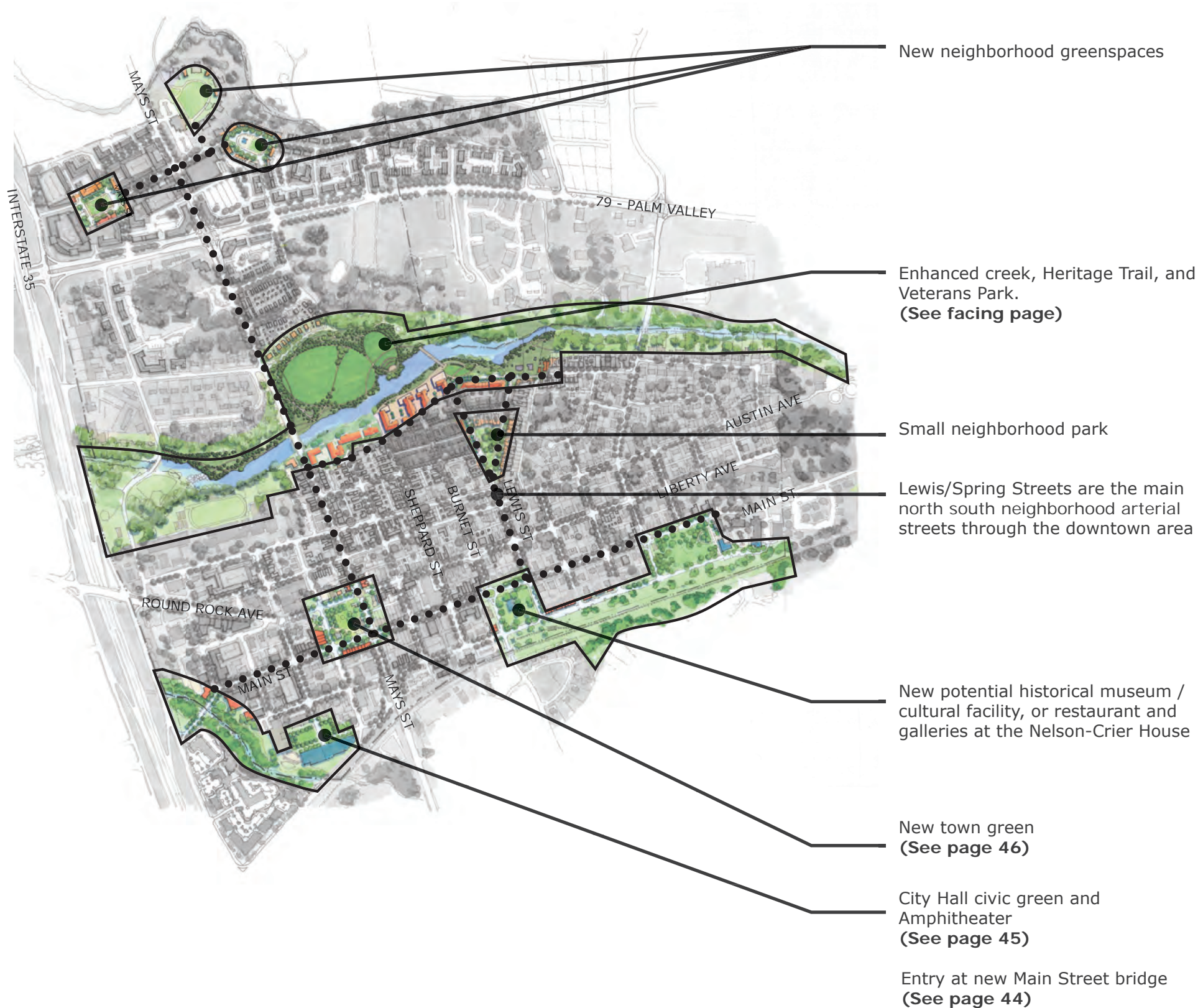
Enhancements of existing greenspaces include:

- Expansion of Veterans Park and introduction of walking and biking trails along Brushy Creek, which connect to the regional trail system via the Heritage Trail.
- Reconfiguration of the Kiwanis Field into a neighborhood park with community facilities.
- Use of the former Senior Center site as pocket park / courtyard for public gathering and events, which leads to pedestrian entrances to the parking garage. Site could be partially redeveloped.

Introduction of new greenspaces include:

- A new town green at Mays and Main, that is home to the iconic Round Rock water tower and community functions like the farmers market and July 4th celebrations. Safe pedestrian crossings should be introduced at all four corners of the town green.
- A new civic green in southwest downtown adjacent to the new City Hall for more formal events and gatherings.
- A new park north of Brushy Creek for passive and active recreation that links south to Veterans Park and the regional trail network.
- Adaptive reuse of the Nelson-Crier House as a cultural or historical museum.
- New neighborhood parks in the Creekside District and north of Palm Valley Boulevard (Highway 79).

Streetscape improvements are discussed in Chapter 4, The Design Guide. Examples of streets targeted for new streetscaping include Sheppard Street and Lewis Street (as the main north/south street), to emphasize connections between downtown and Brushy Creek.



- New neighborhood greenspaces
- Enhanced creek, Heritage Trail, and Veterans Park. (See facing page)
- Small neighborhood park
- Lewis/Spring Streets are the main north south neighborhood arterial streets through the downtown area
- New potential historical museum / cultural facility, or restaurant and galleries at the Nelson-Crier House
- New town green (See page 46)
- City Hall civic green and Amphitheater (See page 45)
- Entry at new Main Street bridge (See page 44)

ENHANCED CREEK AND VETERANS PARK WITH HERITAGE TRAIL

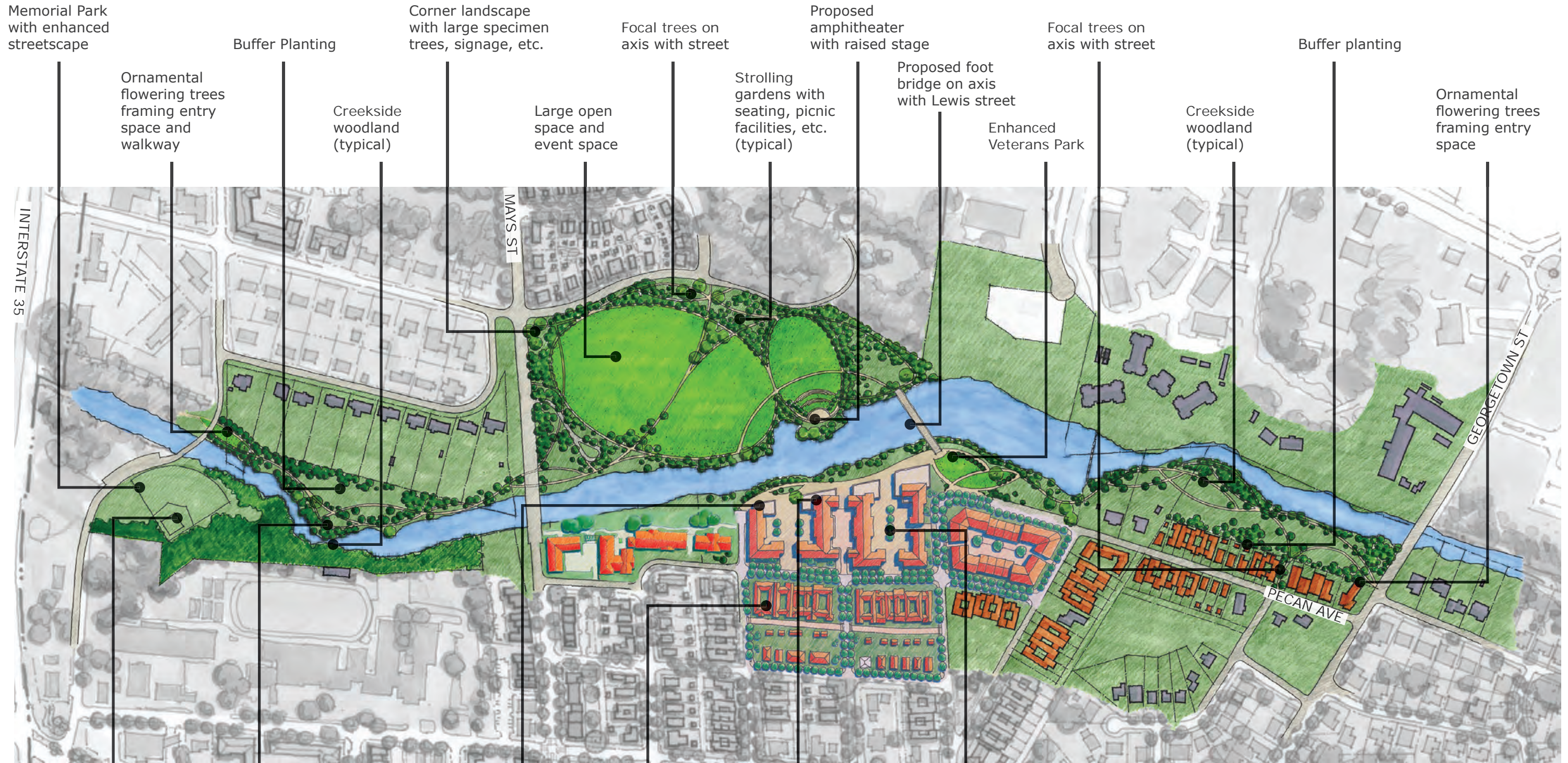


Diagram 1: Henna Property, enhanced creek, and Veterans Park. New park space north of the creek is connected by a pedestrian bridge. Heritage Trail for biking and walking starts along north of creek side, goes across the pedestrian bridge, then finishes along the south side of the creek.

NEW MAIN STREET BRIDGE

Inspired by Round Rock's location along the frontier between the rolling topography of Texas Hill Country to the west, and the flatter, fertile Blackland Prairies to the east, the Entry landscape design combines elements that allude to both natural and man-made landscapes that recall Round Rock's ecological and cultural history.

A rhythmic composition of native ornamental grasses flanks both sides of the entry road, reminiscent of the crop rows associated with the Blackland Prairie Region's agricultural heritage. Rows of native canopy trees stand atop long linear berms that run parallel to rows of grasses, alluding to the hilly, wooded terrain of the Texas Hill Country to the west. Low, accent walls of native stone, extend along some of the linear berms. Randomly interspersed within the linear pattern of grasses, trees and topography, some of the walls flank both sides of the entry road, creating a sense of gateway and arrival. Others slice into the face of the linear landscaped platforms, accenting the landscape with an architectural element that relates to the design of the entry bridge, and highlighting the symbolic connection to the rocky soils and tree-studded rolling hills associated with Texas Hill Country.

Signage and other environmental graphics may be incorporated with the design of some walls as entry monumentalized to clarify the goal of establishing a clear and identifiable landscape experience at the western threshold to/from town.

- Pilaster with integrated lighting
- Flowering accent trees
- Enhanced paving on bridge
- Crop rows of ornamental, native grasses
- Pedestrian access across bridge to connect to future trail on Lake Creek
- Low stone walls, typical. One with entry signage
- Oak trees, typical

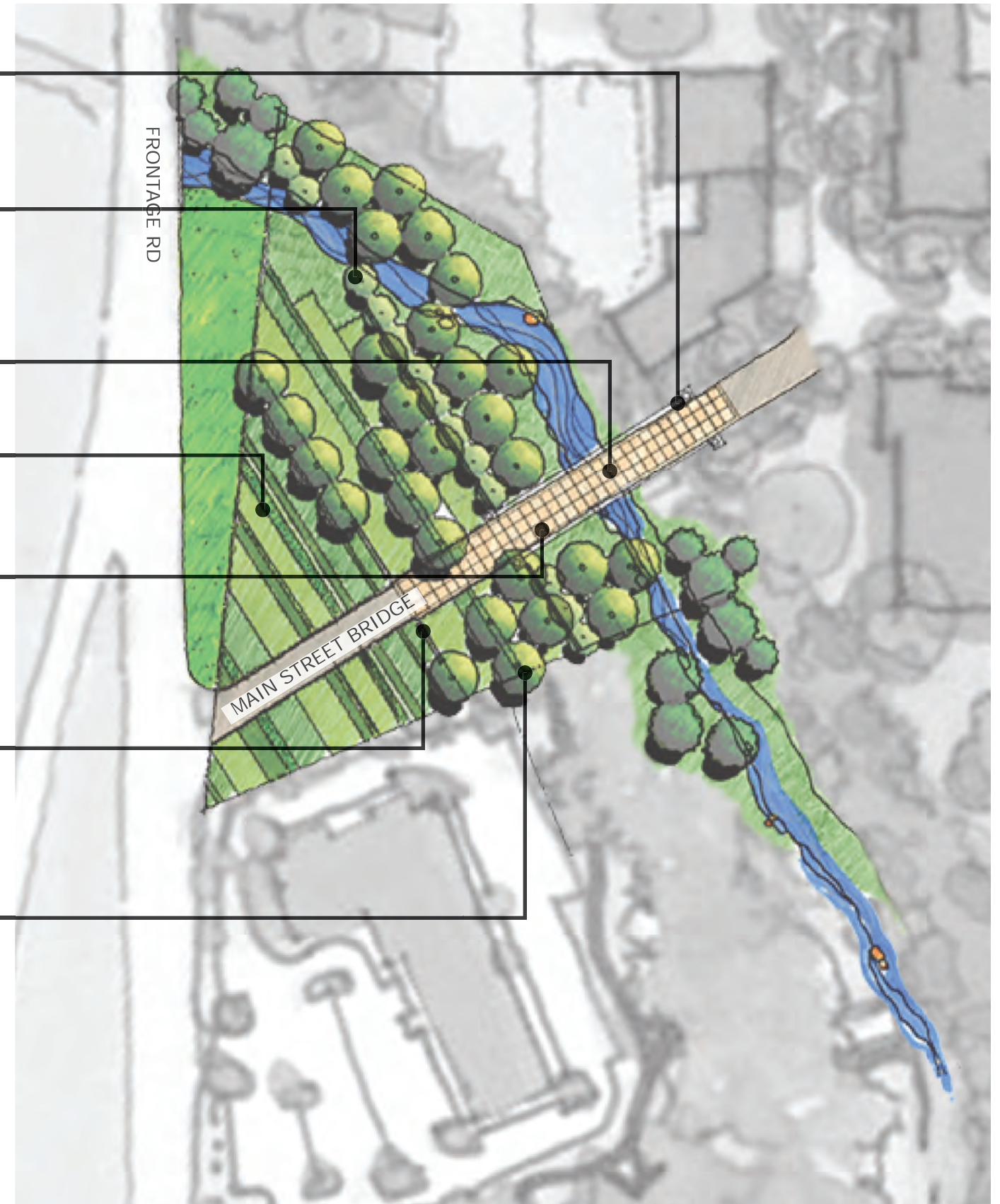


Diagram 2: New Main Street entry green and bridge



CITY HALL CIVIC GREEN AND AMPHITHEATER

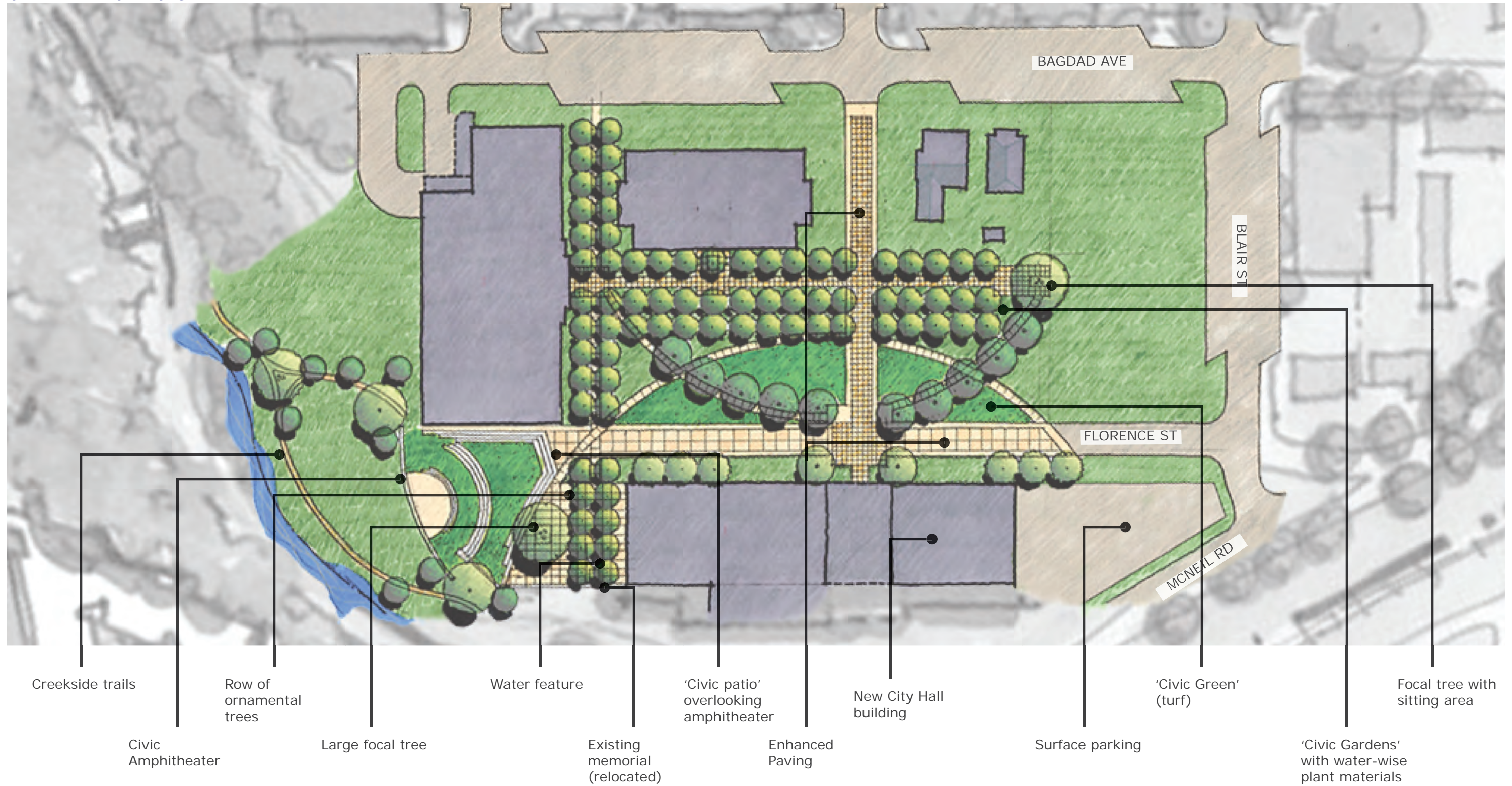


Diagram 3: New City Hall civic green and amphitheater





Diagram 4: Conceptual new town green with existing iconic water tower.



A SUSTAINABLE APPROACH

How does the place grow and thrive over time?

Sustainability has received great attention in recent years as cities face growing populations, competition for natural resources, and environmental problems related to previous growth patterns of sprawl. Pollution, congestion, health problems, long commutes, and social isolation - all development-related problems - decrease the quality of urban life.

The Downtown Master Plan seeks to address these issues through creative design strategies and community-based development code to link "people to place." This means connecting Round Rock's residents, businesses, and visitors to the resources around them - linking

neighborhoods to each other through improved transit options and walkability, local businesses and jobs, and vibrant recreation and leisure centers.

The Round Rock Master Plan embraces the basic tenants of sustainability, emphasizing that a successful Master Plan is inclusive of all ages, groups, and cultures, providing a mix of housing, jobs, transportation, and recreation opportunities that appeal to a diverse group. Not only is the community provided with greater options, but these new choices are integrated in a holistic manner, rather than separated to ensure that the physical design connects the community. As such, sustainability

is an over-arching principle of the Master Plan - informing design and policies decisions to improve environmental quality, expand economic opportunities, and unite the community for a strong, cohesive city. The Plan presents some immediate design interventions and policies to move Round Rock towards a more sustainable future, and also outlines some long term goals for the city to better connect it to the greater Austin region. As such, the Master Plan "thinks regionally" and "acts locally."

The table below presents general six elements of sustainability. While not all of these are discussed in detail, they provide the city with key focus areas.

Housing & Neighborhood Design



- Multi-family housing
- Mixed-use residential development
- Adaptive re-use
- Increased density
- Infrastructure for solar and wind power
- Energy Star and low flow appliances
- Gray water re-use for playing fields, irrigation, and storm-water management

Transportation



- Potential Regional transit stop connecting to Austin Metro Rail
- Traffic calming measures like roundabouts, bulb-outs, crosswalks
- Smart parking policies
- Employee parking cashouts
- Carpool, bus circulator, bike lane
- Round Rock bus in downtown

Materials & Landscaping



- Preservation and re-use of existing quality materials and workmanship
- Grey water/stormwater planning
- Expansion of tree canopy
- Low VOC construction and interior design materials
- Solar orientation
- Limit hardscape and exposed pavement
- Pollution reduction and improved air quality measures
- Storm water management integrated into medians/parkways
- Preservation of green spaces

Human Capital



- Planning and providing for all ages groups, and cultures for inclusive city
- Strong education and job training system
- Volunteer opportunities to connect younger people to older people
- Recreation opportunities to promote exercise and improved public health
- Local farmers market
- Promote the arts
- Empower groups for community participation
- Engage and inform community of Plan through mixed media (person to person meetings, community groups, blogs, twitter, facebook, video, TV)

Market Incentives



- Local businesses
- Creative "green" industries
- Development incentives for LEED Certified and/or other recognized green development
- Adaptive re-use to save historic core
- Jobs to housing program
- Brownfield rather than greenfield development
- Infill development opportunities
- Link tourism development to environmental protection and resource management

Integrated/Interdisciplinary Governance



- Integrated design approach to Plan
- Involve multiple departments for joint authorship and oversight
- Multiple stakeholder involvement for comprehensive rather than fragmented Plan and implementation
- Interdisciplinary planning meetings and design review
- Regulations to preserve greenspace from development



AN ACTIVATED DOWNTOWN CORE

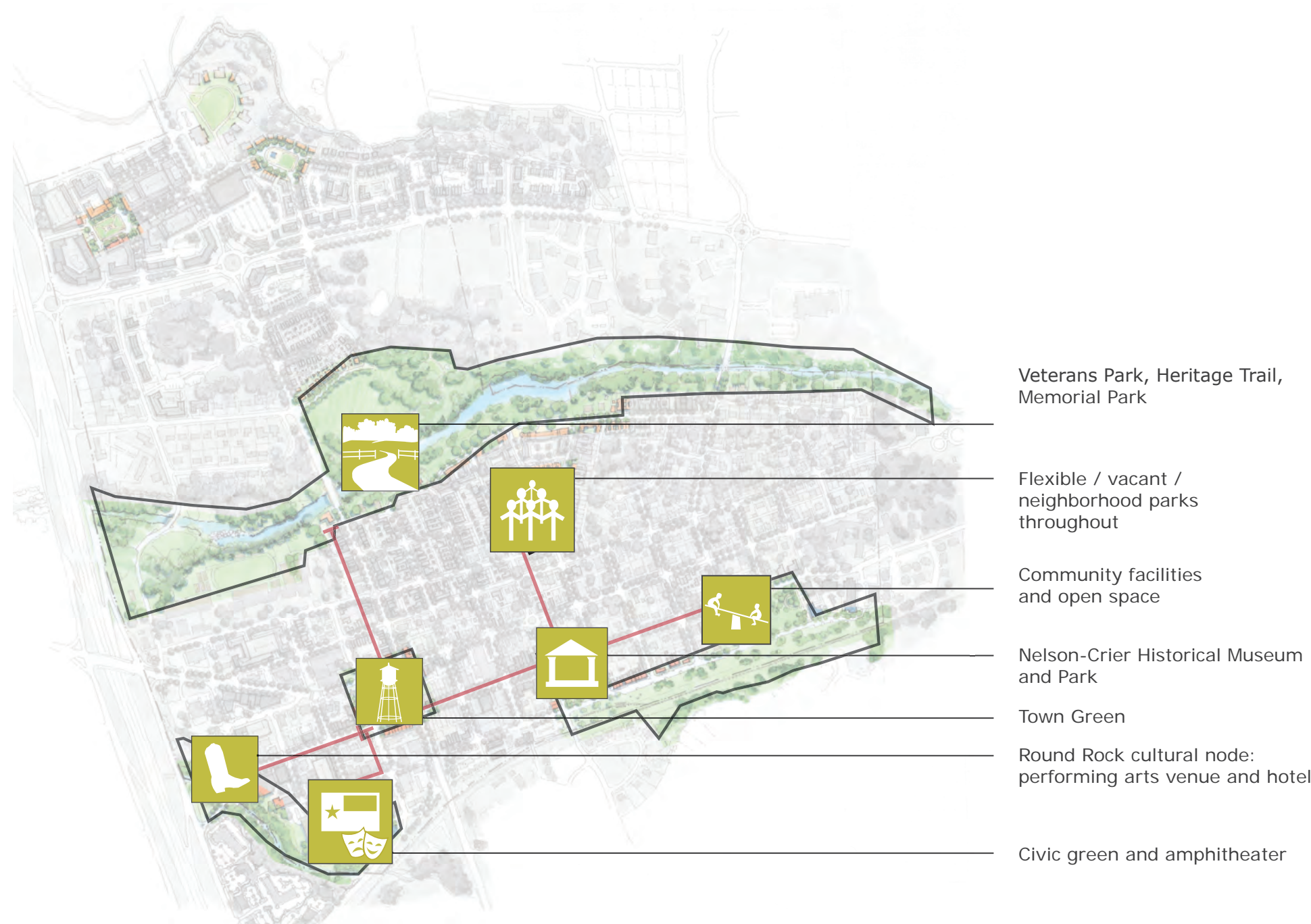
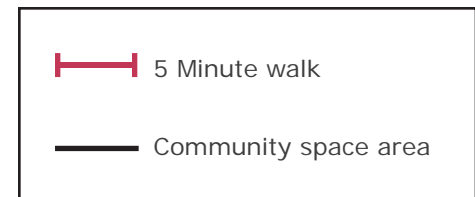
5-Minute Walk to 'Activity Centers'

The Downtown Master Plan seeks to create vibrant community spaces programmed with a variety of activities that serve all ages, groups, and citizens in downtown Round Rock. This highlights seven community "activity centers" based on the open space network laid out on page 42. Each activity area is within a five-minute walk (one quarter-mile) of one another. Each area has its own identity that informs the uses appropriate for each place. The list is in no way exhaustive and seeks to create, rather than limit opportunities for community gatherings. Many of the ideas were developed during the community charrette as residents expressed the types of activity they would like to see in their city.

Together, the six areas form a communal spine for downtown Round Rock, linking tourism and performing arts venues to the City Hall, historical museum and restaurants. The former Senior Center Site on Main Street can be used as a pocket park / courtyard with buildings along the south and west sides.

Heritage Trail on Brushy Creek

Located in the heart of downtown Round Rock, Heritage Trail will be a significant public space that will offer visitors recreational, educational, environmental and cultural experiences unmatched by any other place in Central Texas. The scenic trail will lead visitors through the history of Round Rock, from old town Brushy, and the frontier days, to new town Round Rock and the commercial and educational boom at the turn of the century, to the modern day City of Round Rock and the medical, educational and commercial hub of today. Heritage Trail will become a destination for eco-tourism and civic pride. Heritage Trail will also be a catalyst for redevelopment along Brushy Creek and throughout downtown. Heritage Trail will start in Old Town Brushy by "the rock" with a number of sculptural stories and interpretative signs to tell the story of the frontier days in old town Brushy. As the trail continues east along Brushy Creek, toward downtown, the story of the commercial and education boom of the early 1900's will be told through interpretive signs, sculptures and custom "time portal" view points. As the trail goes under Interstate Highway 35 (IH-35), the trail will transition to tell the story of how IH-35 changed the face and history of Round Rock forever. As the trail continues east to Mays Street, the natural beauty of the corridor, along with interpretive signage, will tell the story of why water and environmentally sensitive corridors like Brushy Creek are so important to modern day Round Rock and the future of the city. As the trail heads east under Mays Street, the story of modern day Round Rock will start to unfold with the story of Dell Computers, the Round Rock Express, destination retail, and the medical and educational hub of Central Texas being told through sculpture, interpretive signs and "view portal" view points.



Key showing Activity Centers



Activity Centers

A description of the potential uses for the key Activity Centers (See map on facing page for locations):



Round Rock Cultural Node:
Performing Arts Venue and Hotel

- Gateway and terminus for town parades
- Beginning of "Artisan Stroll" or "restaurant row"
- Tree planting to create boulevard gateway effect



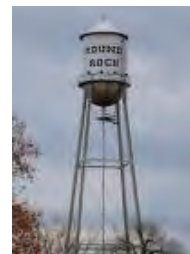
Civic Green and Amphitheater

- "Sundays In The Park" - live music
- Movies in the park
- Community theater
- Convention center
- Outdoor fairs



Town Green

- Town Christmas tree
- Christmas Family Night
- Farmers market
- "Blessing of the Pets" day
- Tourism Information Center



Nelson-Crier Historical Museum and Park

- Art gallery/historic museum gift shop
- Community picnics and pot-lucks
- Historic/cultural art fairs
- Halloween/pumpkin events
- Restaurants



Veterans Park, Heritage Trail, Memorial Park

- Bike/hike/walking trails and races
- BBQ/picnic areas
- Tree planting events
- Boy scout and Girl Scout activities
- Civic and eco-tourism
- Public and performance spaces



Flexible / Vacant Neighborhood Parks and Openspaces

- School fairs and fundraising space
- Community gardens
- Temporary playgrounds
- The former Senior Center Site on Main Street can be used as a pocket park / courtyard with buildings along the south and west sides.



HISTORIC PRESERVATION

Historic Residential-Character (HRC) District

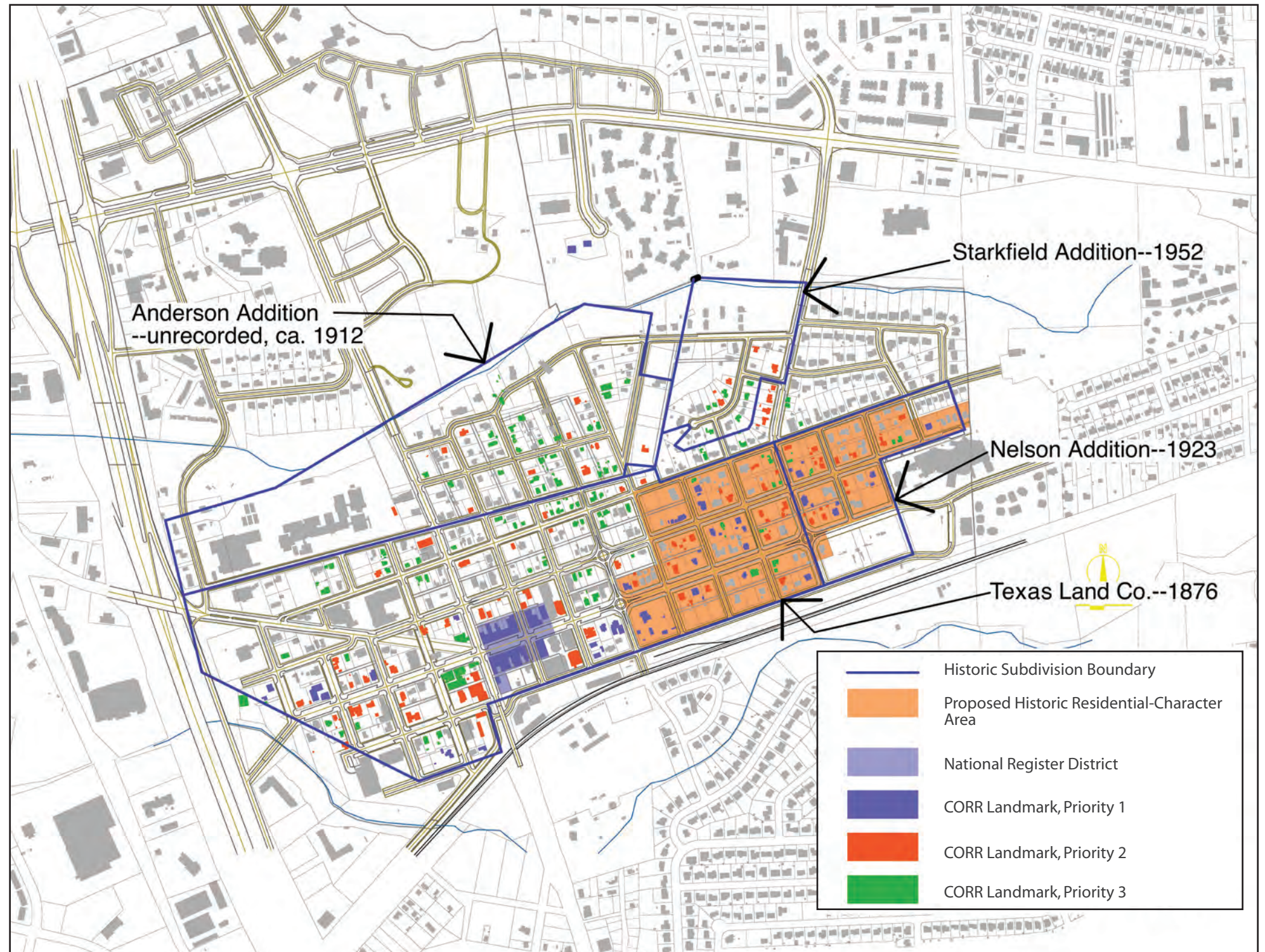
The historic character of Downtown Round Rock is one of the great assets of the city, and throughout the visioning process citizens expressed overwhelming support for preserving historic districts and buildings in the context of this Master Plan. Although the Round Rock Commercial Historic District was designated over 25 years ago, and there are also 55 individual buildings zoned Historic in the downtown area, there are a significant number of historical buildings in the Master Plan study area that are not historically designated or protected. Of particular concern is the residential area of downtown.

Stakeholders expressed an interest in preserving the historic context and visual character of the neighborhood area through the implementation of a Historic Residential-Character (HRC) District as part of the Master Plan (in orange, to the right). In this area, historic character should be preserved and enhanced, while single-family uses are also protected.

In the future, the citizens of Round Rock may choose to create a more formal historic district in the residential area, to complement the Commercial Historic District already in place in Downtown. Depending upon community goals for the historic district, design standards for preservation and new construction and incentives for rehabilitation projects may be implemented with the Historic District. The Historic Residential-Character (HRC) overlay will need to have standards as part of the form-based code.

Historic districts protect, enhance and preserve areas that have historic and architectural significance. Historic districts are typically geographically or thematically defined, and contain a significant concentration of buildings which are united by their history and architecture. A minimum of 51% of the principal buildings within the district must contribute to the historic character of the district. Contributing buildings must be at least 50 years old, date from the period of district significance, and retain architectural integrity from the period of significance. There are two types of historic districts -- National Register Historic Districts, which are designated by the Texas Historical Commission and the National Park Service, and local historic districts, which are designated by the City of Round Rock.

In the district, uses should be restricted to single-family residential to preserve the residential character. See pages 112-113: Design Guidelines for the Historic Residential-Character (HRC) Overlay District and other Historic Areas.



Current historically-designated buildings and districts are shown in light and dark blue. Additional historic buildings documented in the City of Round Rock (CORR) 1992 Inventory of Historic Sites are shown in orange and green. Proposed Historic Residential-Character District, including portions of the historic Texas Land Company and Nelson Addition subdivisions, is shown in light orange.



BRANDING AND MARKETING

How does Round Rock best market its assets to attract businesses, residents and visitors?

Regionally, Round Rock's 'brand' is the Sports Capital of Texas. Historic downtown Round Rock has the potential not only to promote this brand, but also to add to it with its other identities and attractions on both the local and regional levels.

Taken together the components of the Master Plan are meant to create a 'brand' for downtown Round Rock, one that is based on several identities, rather than just a sports-related one.

Round Rock should highlight the amenity value of having a historic, walkable downtown. The fact that downtown is designed to foster a synergistic environment and has so many memories for the community and that it has such intricate and extensive public space make it a commodity for visitors and residents.

The city should:

- Acknowledge that downtown is not only the physical center of Round Rock, but also the social center. In making a brand for downtown it is essential that social infrastructure is stressed. downtown is the "host" of social events since it is perfectly designed for maximum social and economical interaction. "Festival Central" is an identity that would encourage economic growth because of the social draw, making downtown a "hotspot" once again.
- Understand that the appeal of downtown Round Rock is it's reflection on the past. This reflection provides safe, comfortable, leisurely opportunities for the community to interact. It is the link to all the components of the community and a space that draws everyone together creating cohesiveness and awareness of community life and needs. The community's needs could be met through special events that create awareness and resources toward solving special interest problems in the community, making downtown a true public realm in partnership with private business.
- Consider that the "old west" and "outlaws and rangers" [good guys v. bad guys] is a theme that has a wider appeal to those who may not be from Texas. It is also an appropriate theme since it is part of our Heritage. Round Rock should honor this heritage and this should be a component of its identity. The city could consider horse-drawn carriage tours from "Old town" to "New Town."
- Seek grants from historic preservation organizations on the national and state levels, for interpretation and contextual storytelling features and signage that has a uniform appearance to signal that each plaque/sign is a piece of the story.
- Leverage the trail system in the Parks Master Plan. The Parks and downtown plans together create a uniquely diverse environment and complement each other well.

- Find a way to advertise downtown as the "face" of the community. Downtown represents Round Rock's small town roots. This should remain part of its identity as it is a revered sentiment of locals and visitors alike. "Americana" is a highly valued commodity and draws attention to itself almost innately.
- Highlight the amenity value that downtown provides for economic development and reinvestment when it comes to social, leisure, visual, natural, historical, synergistic civic/community space.
- Find stakeholders for a public-private partnership for the promotion of downtown as a host to special events that create a draw to the area, thereby helping business and community. A "Downtown Association" made up of downtown business members, area charity organizations, farmer's market association, downtown residents, etc. could coordinate event programming for downtown, ensure guidelines are followed, and be the liaison for stakeholders and the city. Possible "City Partners" include Dell, HEB, YMCA, Boy Scouts, Rotary Club, and the schools. This Association could create a position for a volunteer coordinator that would ensure the success of events downtown.
- Put out a request for proposals to incentivize creative local businesses to root in downtown. For example a brew pub with high end bar food, for example, would appeal to business class residents and visitors as well as the entertainment/connoisseur crowds.

Another key component of downtown Round Rock's marketing program is initiation of a comprehensive signage program. Uniform city signage can promote the different district in downtown, and can announce coming attractions or events. The city should:

- Inventory existing public and private signs and sign structures.
- Adopt a sign code that ensures effective and attractive signage without sacrificing local creativity. Avoid blandness.
- Encourage professional local graphic designers and sign consultants to participate in iconic sign design.
- Place street signs, flags, and/or banners at five main gateways to announce downtown Round Rock and along major streets to announce local events and culture. (See Gateway section)
- Continue to develop signage for public parking garages.

To facilitate the marketing and branding effort, the City could:

- Develop a leasing brochure for downtown retail properties that would highlight the specifics of the market (based on the demographics detailed in the market study, including a description of trade area characteristics, traffic statistics, property taxes and values, and resident income data). The brochure should allow for flexibility in order to accommodate property sheets on specific properties that are currently being marketed. The leasing brochure should also highlight resources and details of any incentives that might be available such as tenant allowances, tax credits, or other owner contributions, as appropriate.
- Create a "visit your hometown" campaign to encourage Round Rock citizens to take advantage of the amenities, events, and services in downtown.



INFRASTRUCTURE

Prioritization

Infrastructure improvements should be prioritized by the City and community. Many areas of infrastructure upgrades compliment each other and thus can be performed in tandem or staged and sequenced in a manner to reduce overall costs. The following section discussions infrastructure improvements and investments needed to accommodate growth in Downtown Round Rock.

Water

The current downtown study area includes a water distribution pipeline network consisting of mostly six inch lines with some two inch and eight inch lines. The main feed is a 12 inch line on the 890 pressure level. In order to accommodate redevelopment as well as serve existing development under current codes, water system improvements are needed.

Fire Protection

Portions of the current system are undersized to provide adequate fire flows. The demand on the water distribution system to accommodate fire flow under current codes depends on building size, construction type and whether sprinkler systems for fire suppression are provided. Typically, the range of fire flows required is 2000 – 3500 gallons per minute. The water system in the downtown area operates on the 890' pressure level which provides approximately 60 psi at the highest elevation in the study area. While the pressure levels in the study area may be adequate the line sizes are too small to satisfy the 10 foot per second velocity limitation in the fire code. In order to satisfy current codes the downtown area should have a grid of 12 inch and eight inch lines.

To build toward this goal, a system of water line improvements was envisioned for the Catalytic Project Areas (Priority Phases 1-6) which will strengthen the distribution system. The proposed improvements are defined for the Priority areas and are shown on the exhibit Water Utilities – Proposed Improvements. The extent of the improvements and the exact alignments will depend on how the city redevelops and which tracts or roadway improvements come forward for development first.

When designing a building with a fire sprinkler system, the effectiveness of the fire sprinkler system allows for other areas of the fire and building code to be waived that would normally be required if built without a sprinkler system. For example, fire flow requirements, fire lane requirements, fire hydrants required, and fire wall ratings are often times

reduced. Travel distances are increased, and handicap areas of rescue assistance are eliminated. In addition to the reduced cost of installing the fire sprinkler system with the construction of the building, another advantage is that the building may be used for many different types of occupancies instead of limiting to only occupancies that are not required to have a fire sprinkler system installed.

Wastewater

The wastewater system in the downtown study area consists primarily of six and eight inch lines which tie into 18 inch and ten inch lines, extending from the treatment facility on the east side of downtown westerly into the downtown area. The City of Round Rock Wastewater Master Plan anticipates a new 18 inch line extending into the study area. It is assumed that the new 18 inch improvement will be constructed by the city. Since it is difficult to foresee which existing lines in the downtown area will require upgrading due to line condition or size, an allowance was made in the preliminary cost estimate for each priority phase. It is anticipated that the upgrades would be for new eight inch lines, which is proportionate to the area in each respective phase.

Drainage

With respect to stormwater conveyance, the existing drainage system within the study area varies substantially in character. The Round Rock Avenue and Mays Street systems include a robust storm sewer system whereas parts of the eastern downtown area rely primarily on surface drainage with few storm sewers. It is useful in urban redevelopment for tracts to have access to storm sewers to receive flows from site underground drainage systems including site water quality ponds. It can be awkward to discharge site runoff to the surface, especially in the case of foundation drains or other sources which may be present in dry (non-rainfall) periods.

Similar to the wastewater upgrades, it is anticipated that storm drain extensions will be necessary for each of the Priority Areas as a basis for preliminary cost estimates. Although no specific alignments are proposed, in the redevelopment process as specific needs are known, further design can be completed to appropriately locate drainage improvements.

Round Rock Avenue and Mays Street are part of the TxDOT roadway system. As redevelopment occurs it will be necessary to coordinate street, utility and storm sewer upgrades within these streets with TxDOT. Traditionally TxDOT cooperates with municipalities to allow for improvements to meet growth challenges.

Regional Water Quality

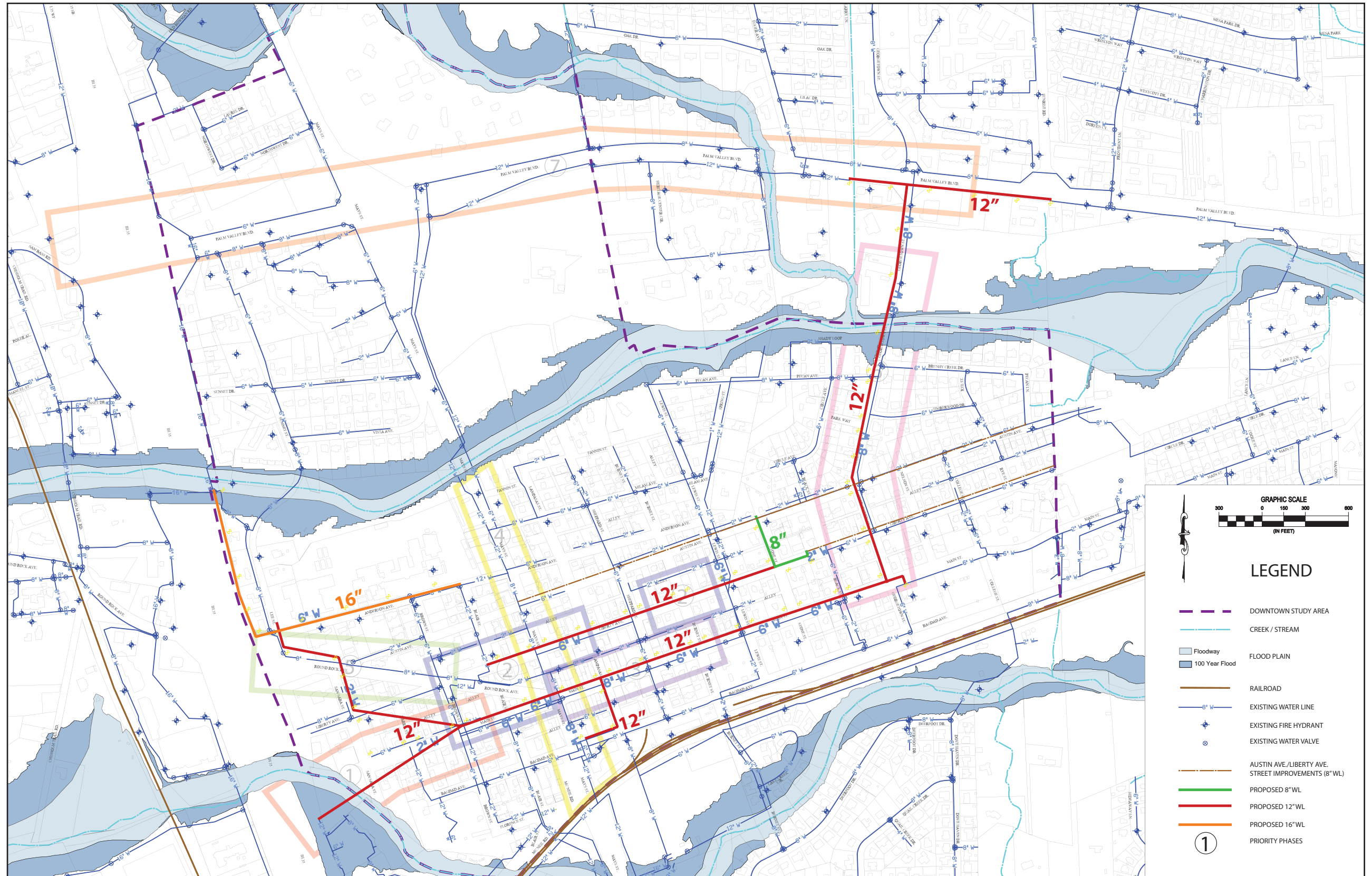
The Texas Commission on Environmental Quality (TCEQ) has adopted rules that govern the Edward Aquifer zone. These rules require that development over the aquifer must implement measures known as “best management practices” (BMPs) to reduce the impact on water quality in and upstream of the aquifer. Since the eastern boundary of the Edwards Recharge Zone, as mapped by TCEQ, bisects the downtown area, their requirements will apply to future re-development. Since the tract sizes are small within the downtown area, it would be advantageous to have a regional water quality approach and due to the urban nature of the downtown, water quality ponds would best serve as the BMP. There are three areas where regional water quality ponds could effectively compensate for redevelopment. The existing storm drainage systems from Mays Street, Sheppard Street and Spring Street terminate on the south bank of Brushy Creek. If existing public right-of-way is available, or if sites can be secured at these locations, it may be feasible to construct ponds and recover all or part of the cost from user fees. Such fees are often more attractive to site developers than placing small ponds on a site.

Depending on the location, these ponds could be designed to compliment a park environment or the pedestrian bridge anticipated for the Sheppard Street ROW. Ponds can be located underground, enhanced with natural rock walls or slopes or covered with a deck.

Process

Typically a city does not have a major Capital Improvement Project that can fund all of the utility upgrades needed for a redeveloping area. Once a Master Plan is adopted, it should inform decisions that are made about city general repair and maintenance improvements, general roadway bond projects, and private development requirements. If a downtown roadway is being rebuilt or improved then water, wastewater and storm sewer upgrades should be constructed with that project. As redevelopment tracts come into the review process, the staff should work to define what improvements will be constructed as a part of the private development and if any off-site upgrades would be required and whether or not there are public funds available. Ultimately the market drives where development may occur first. There is an opportunity for the city to get the private sector to contribute to upgrades since the public's investment has added value to the private property. The process can be a continual assessment of priorities based on available funding and development pressure. It is important that the Public Works and Engineering and Development Services staff is incorporated into the Master Plan process, adoption and implementation.

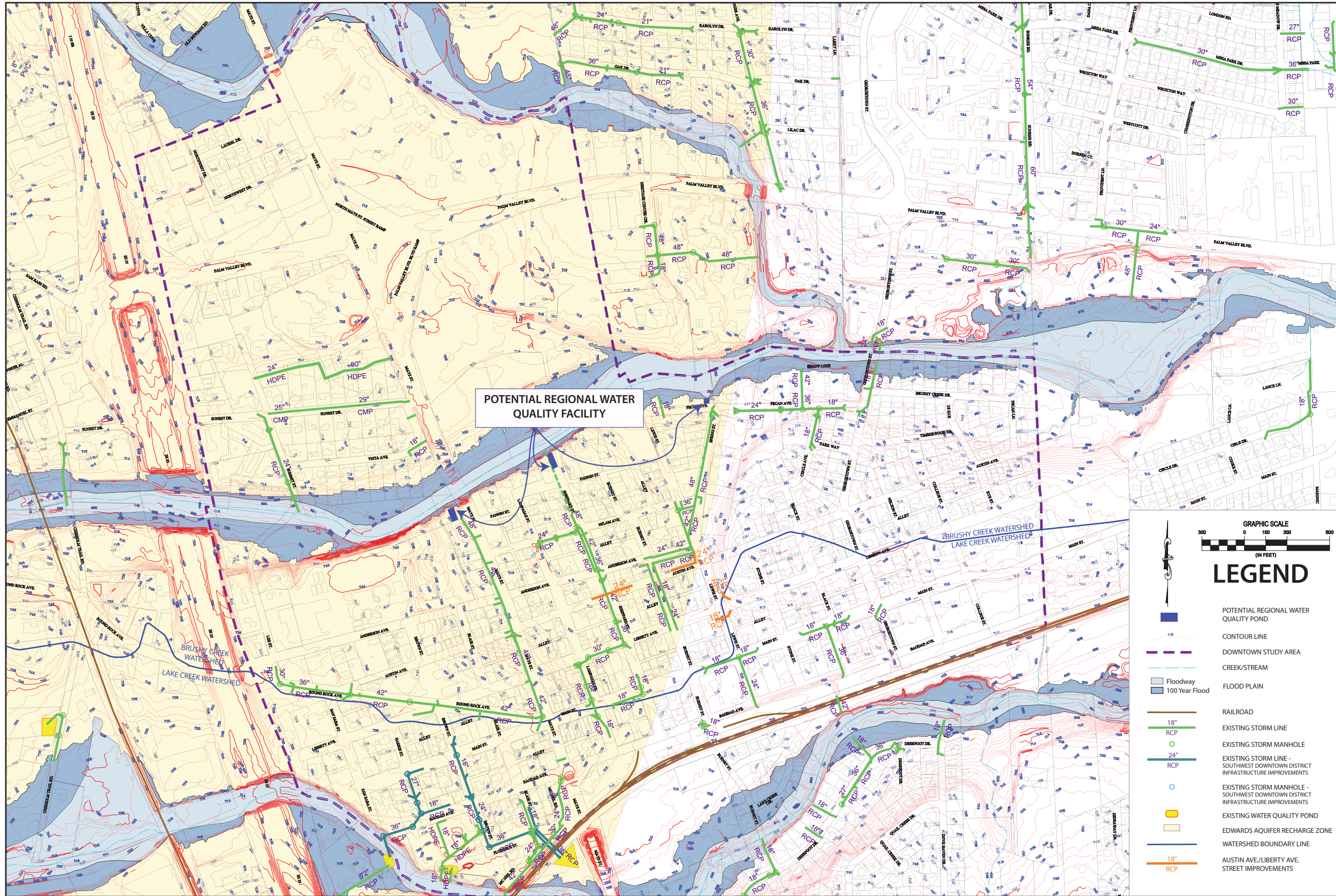




The utility lines shown are schematic in location and are subject to change based on actual design and field conditions.

Proposed water utility estimate





Proposed regional water quality ponds (and existing storm sewers)



PROGRAM DATA

The following charts and narrative present the existing and proposed quantities of key land uses within the Master Plan. Included here are the numbers for proposed retail/restaurant, office, civic/cultural, hotel, and residential land uses. The key to the right of the charts shows the areas of the Plan where each land use is proposed.

The land use numbers included here are based on the economic Demand Analysis (2009) performed as part of this Plan. The Market Analysis is presented in full in the Appendix.

Commercial Development

The Demand Analysis estimates that new employment growth in the area between 2007 and 2023 will generate office space demand for

1.7 million square feet of new office space in the area. Given just over 900,000 square feet of space which is vacant (newly constructed) or under construction, new office space demand is likely satisfied for the next several years. Small-scale, niche office space (live/work) may be a possibility in the downtown area for those tenants looking for non-traditional office space. It is estimated that the downtown district could reasonable capture 8 to 10% of total office market demand, or long term demand of approximately 73,000 to 91,000 square feet of new office space.

Residential Development

It is likely that new housing development will be restricted by available space for construction rather than market demand. Based on estimates, 207 new residential units are supportable between 2009 and 2013, 240

units between 2013 and 2018, and 257 new units between 2018 and 2023 for a total of 704 new residential units in the downtown area.

Retail Development

Currently Round Rock has approximately 120,000 square feet of ground level street-oriented space in its downtown core. The Demand Analysis recommends that retail recruitment efforts take advantage of this space. Round Rock should fulfill retail demand by first filling existing ground level space with retail before building more space.

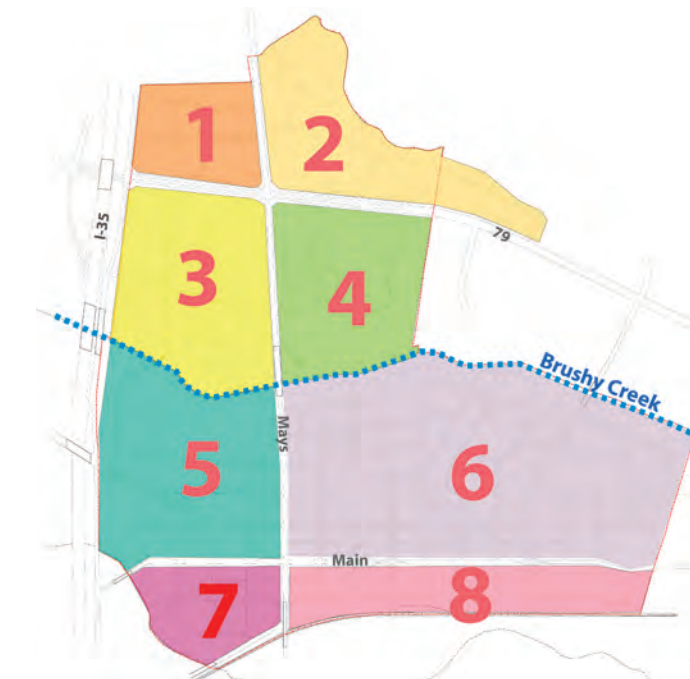
The Analysis estimates that the downtown core could support between 107,000 and 145,000 square feet of active retail space, thereby creating a downtown destination core of retail space.

As a true main street in the midst of big-box centers, strip malls, and indoor malls, downtown Round Rock can offer a different product. The balance of retail types and sizes is critical to the overall success of a project. Furthermore, downtown Round Rock increases its successes for making deals if it does not compete with the mega shopping centers for their national chain oriented tenants.

Other Land Uses

Civic and Cultural uses are proposed in the main core of downtown and a small amount in Area 3. A new hotel is proposed in Area 5 at the beginning of Main Street, which would be visible from the Interstate, acting as a gateway to the city.

NORTH OF CREEK								
A. Existing		Retail/Restaurant SF	Office SF	Civic/Cultural SF	Hotel SF	Total SF	# Residential Units	
1	NW	not included in program analysis						
2	NE			59,528		59,528	20	
3	SW	77,745	40,278	103,860		221,883	97	
4	SE	51,857	26,889	50,614		129,360	338	
	TOTAL	129,602	67,167	214,002		410,771	455	
B. Net New								
1	NW	not included in program analysis						
2	NE	99,500	51,500	-53,528		97,472	173	
3	SW	-8,191	66,000	8,000		65,809	45	
4	SE	21,000	21,000	0		42,000	77	
	TOTAL	112,309	138,500	-45,528		205,281	295	
C. Gross								
1	NW	not included in program analysis						
2	NE	99,500	51,500	6,000		157,000	193	
3	SW	69,554	106,278	111,860		287,692	142	
4	SE	72,857	47,889	50,614		171,360	415	
	TOTAL	241,911	205,667	168,474		616,052	750	
SOUTH OF CREEK								
A. Existing		Retail/Restaurant SF	Office SF	Civic/Cultural SF	Hotel SF	Total SF	# Residential Units	
5	NW	90,761	46,865	264,822		402,448	25	
6	NE	38,224	151,018	44,349		233,591	300	
7	SW	46,104	56,343	85,251		187,698	6	
8	SE	20,029	106,311	45,921		172,261	18	
	TOTAL	195,118	360,537	440,343		995,998	349	
B. Net New								
5	NW	40,452	44,122	0	70,000	154,574	189	
6	NE	53,614	28,537	-1,804		80,347	370	
7	SW	28,340	30,173	61,168		119,681	125	
8	SE	31,800	-10,860	46,100		67,040	19	
	TOTAL	154,206	91,972	105,464	70,000	421,642	703	
C. Gross								
5	NW	131,213	90,987	264,822		487,022	214	
6	NE	91,838	179,555	42,545		313,938	670	
7	SW	74,444	86,516	146,419	0	307,379	131	
8	SE	51,829	95,451	92,021		239,301	37	
	TOTAL	349,324	452,509	545,807	0	1,347,640	1,052	



Program Data Key: Areas north (1-4) and south (5-8) of Brushy Creek





IMPLEMENTATION 3

Policies and Action Items





IMPLEMENTATION STRATEGY

Chapter 2 presented a series of changes to restore and revitalize downtown. This chapter discusses the “how,” outlining the necessary steps to implement the Plan through a multi-pronged approach that includes three recommended actions:

1. Oversee the development of catalytic projects
2. Adopt and implement a Form Based Code
3. Adopt and implement Plan-wide policy initiatives

Recommended Policy Action Items Charts are included at the beginning of this Chapter, which lay out these three steps in more detail.

This Plan replaces preceding Plans for the indicated downtown area. Until the Form Based Code is adopted, this Plan should be used as a development guide, informing decisions about building styles, locations, uses, and form, and what sorts of policy changes should be pursued to encourage the type of environment desired by the community.

1. Catalytic Projects

Seven projects are identified that are critical to the success of a revitalized downtown Round Rock. These projects are called “catalytic” because they have the potential to activate downtown with new dynamic uses. They can also create a positive “domino effect” of redevelopment in adjacent areas. The projects are located within the public realm. An estimation of probable cost is included for each catalytic project.

The seven catalytic site areas described in this chapter include:

- Main Street Bridge
- Town Green
- Main Street Historic Core Streetscaping
- Mays Streetscaping
- Round Rock Avenue Streetscaping
- Georgetown Streetscaping
- Heritage Trail

2. Form Based Code

As stated in the Introduction, the intent of this Master Plan is to lay a strong foundation of visions, design guidelines, and policy recommendations that can later be refined and integrated into the City’s regulatory framework through a Form Based Code. The concepts presented throughout this Plan should be synthesized and spliced into the future Code, which will include design guidelines, use regulations, and standards for building form and placement within the downtown area. The Code will be the tool through which the vision for downtown articulated by the City Council, will be achieved. The Code will encourage quality development that is compatible with the urbane and pedestrian-friendly vision for downtown presented here, which includes ground floor retail, mixed-uses, and activated public spaces.

One of the benefits of this Master Plan is that the concepts presented can be vetted by the Round Rock community before the Form Based Code is implemented. Movement can be made to adopt the recommended policies and get started on the catalytic projects so that the Form Based Code is more easily integrated into the City’s existing regulatory framework. The Form Based Code will, in turn, give enforceable, regulatory power to the vision. The Form Based Code Recommended Action Items included in this chapter outline the path forward for the new Code.

This chapter also offers details about the options for how the city may transition to a new Code and how to introduce the Code itself, whether all at once, phased through identified priority areas, or adopted as an optional code. The preferred route is to adopt the Code in phases.

3. Policy Initiatives

One of the roles of the public sector is to put in place policies that guide development and inform design and capital investment decisions. The policies recommendations described in this chapter seek to ensure that Master Plan design interventions are compatible with city code and that they are attractive to potential developers.

The priorities for policy changes described include:

- Historic preservation and adaptive reuse
- Parking reform
- Public financing mechanisms
 - *Tax Increment Finance (TIF) or Tax Increment Reinvestment Zones (TIRZ)*
 - *Public Improvement Districts (PID)*
 - *Capital improvements programming*
 - *New Market Tax Credits*
- Retail development tools and leasing strategies
 - *Downtown retailer recruitment*
 - *Potential incentives and funding assistance*
- Vacant lots and infill development opportunities
- Quality-of-life performance standards
- Incentives for Green Development
- Re-platting

The following pages include the Recommended Action Items that lay out the steps necessary to achieve the Form Based Code, catalytic projects, and policy initiatives.



1. CATALYTIC PROJECTS - RECOMMENDED ACTION ITEMS

The first set of Recommended Action Items outlines the steps necessary to identify and oversee the development of catalytic projects.

Catalytic projects refer to projects described broadly in Chapter 2 and discussed more specifically here in Chapter 3, which have the potential to stimulate economic development and growth in downtown, activating the public realm, bringing tourists, improving quality of life for residents, and attracting business.

The projects include: an iconic entry bridge on Main Street to increase circulation and view of downtown from the Interstate; a town green as the heart of historic downtown around the Round Rock water tower; and streetscaping and street improvements to enhance the pedestrian realm along Main, Mays, Round Rock, and Georgetown.

The recommended priority sequence for the catalytic projects is indicated by their order, however it is important to note that the city should be flexible when it comes to how to prioritize the projects. Over time, priorities may shift; the sequence of projects is thus flexible. The city will use this list as a guiding vision for recommended action items, rather than a checklist of items to be fulfilled. The Main Street bridge (CS1) should be completed before the town green (CS1A), for logistical reasons and they should be completed together.

Catalytic Site 1: Main Street Bridge and Reconfiguration (CS1)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
CS1.a: Design streetscape plans and bridge plans.	S	\$	City	CIP	Ch 3, page 68
CS1.b: Direct staff to work with developers on development incentives (e.g. hotel and theater as iconic entry feature).	S	\$	City	CIP	
CS1.c: Undertake above-ground street improvements.	S	\$\$\$	City	CIP, TIRZ, PID	
CS1.d: Undertake at-ground street improvements.	S	\$\$\$	City	CIP, TIRZ, PID	
CS1.e: Undertake underground street improvements.	S	\$\$\$	City	CIP, TIRZ, PID	

Catalytic Site 1A: Town Green and Reconfiguration of Round Rock Ave (CS1A)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
CS1A.a: Design streetscape plans.	S	\$	City	CIP	Ch 2 page 46 and Ch 3, page 69
CS1A.b: Direct staff to work with TxDOT to acquire RM 620 Right-of-way.	S	\$	City	CIP	
CS1A.c: Design town green plans.	S	\$	City	CIP	
CS1A.d: Direct staff to work with developers on land assembly.	S	\$	City	CIP	
CS1A.e: Undertake above-ground street improvements.	S-M	\$\$\$	City	CIP, TIRZ, PID	
CS1A.f: Undertake at-ground street improvements.	S-M	\$\$\$	City	CIP, TIRZ, PID	
CS1A.g: Undertake underground street improvements.	S-M	\$\$\$	City	CIP, TIRZ, PID	

Catalytic Site 2: Main Street streetscaping (CS2)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
CS2.a: Design streetscape plans.	S	\$	City	CIP	Ch 3, page 70
CS2.b: Undertake above-ground street improvements.	S-M	\$\$	City	CIP, TIRZ, PID	
CS2.c: Undertake at-ground street improvements.	S-M	\$\$	City	CIP, TIRZ, PID	
CS2.d: Undertake underground street improvements.	S-M	\$\$	City	CIP, TIRZ, PID	

Timeframe	Cost	Responsibility	Potential Funding Source
Short (S) = 0-3 years Medium (M) = 3-5 years Long (L) = 5+ years	\$ = < \$100,000 \$\$ = \$100,000 - \$500,000 \$\$\$ = > \$500,000	City = Appropriate City Department(s) PPO = Private Property Owner	ND = New Development GF = General Funds CIP = Capital Improvement Project TIRZ = Tax Increment Reinvestment Zone PID = Property Owners District MSP = Main Street program NP = Non-profit HTC = Historic tax credits PL = Pooled loan program Other = Other Federal, State, County Grants

Catalytic Site 3: Mays Streetscaping (CS3)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
CS4.a: Design streetscape plans.	M	\$	City	CIP	Ch 3, page 71
CS4.b: Undertake above-ground street improvements.	M	\$\$\$	City	CIP, TIRZ, PID	
CS4.c: Undertake at-ground street improvement.	M	\$\$\$	City	CIP, TIRZ, PID	
CS4.d: Undertake underground street improvements.	M	\$\$\$	City	CIP, TIRZ, PID	

Catalytic Site 4: Round Rock Avenue Streetscaping (CS4)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
CS4.a: Design streetscape plans.	M	\$	City	CIP	Ch 3, page 72
CS4.b: Direct staff to work with TxDOT to acquire right-of-way.	M	\$	City	CIP	
CS4.c: Undertake above-ground street improvements.	M	\$\$\$	City	CIP, TIRZ, PID	
CS4.d: Undertake at-ground street improvements.	M	\$\$	City	CIP, TIRZ, PID	
CS4.e: Undertake underground street improvement.	M	\$\$\$	City	CIP, TIRZ, PID	

Catalytic Site 5: Georgetown Streetscaping (CS5)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
CS5.a: Design streetscape plans.	M	\$	City	CIP	Ch 3, page 73
CS5.b: Undertake above-ground street improvements.	M	\$\$	City	CIP, TIRZ, PID	
CS5.c: Undertake at-ground street improvements.	M	\$\$	City	CIP, TIRZ, PID	
CS5.d: Undertake underground street improvements.	M	\$\$	City	CIP, TIRZ, PID	

Catalytic Site 6: Heritage Trail (CS6)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
CS6.a: Design Trail: location, path, amenities.	S	\$	City	ND, CIP, Other	Ch 3, page 74
CS6.b: Direct staff to work to acquire right-of-way	M	\$\$	City	ND, CIP, Other	
CS6.c: Build trail	M	\$\$\$	City	ND, CIP, Other	

Timeframe	Cost	Responsibility	Potential Funding Source
Short (S) = 0-3 years Medium (M) = 3-5 years Long (L) = 5+ years	\$ = < \$100,000 \$\$ = \$100,000 - \$500,000 \$\$\$ = > \$500,000	City = Appropriate City Department(s) PPO = Private Property Owner	ND = New Development GF = General Funds CIP = Capital Improvement Project TIRZ = Tax Increment Reinvestment Zone PID = Property Owners District MSP = Main Street program NP = Non-profit HTC = Historic tax credits PL = Pooled loan program Other = Other Federal, State, County Grants

2. FORM BASED CODE - RECOMMENDED ACTION ITEMS

The second set of Recommended Action Items broadly outlines steps to adopt and implement a future Form Based Code. The list presents general recommendations rather than defining all of the specific steps that are necessary.

As stated in the Chapter Introduction, the intent of this Plan is to lay a strong foundation of visions, design guidelines, and policy recommendations that can later be refined and integrated into the city's regulatory framework through a Form Based Code. The concepts presented throughout this Plan can be synthesized and spliced into a future Form Based Code that can regulate the form of downtown Round Rock.

A Form Based Code will include design guidelines and standards, it will regulate uses, and require certain building forms and placements within the downtown area. The Code will be the tool through which the vision for downtown that has been articulated by the City Council, will be achieved. The Code will encourage Quality Development that is compatible with the urbane, pedestrian-friendly, and vibrant vision for downtown, presented here, which includes ground floor retail, mixed-uses, and activated public spaces. The Form Based Code will turn give enforceable, regulatory power to the vision.

Note that the form based code will require separate standards for different areas or phases.

Page 74 discusses the ways in which the Code can be adopted whether all at once, phased through identified priority areas, or adopted as an optional code. The preferred route is to adopt the Code in phases.

Form Based Code (FB)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
FB1: Create and adopt Form Based Code as the guiding and regulatory document for the downtown area.*	S	\$	City	GF	Ch 3, page 75
FB2: Train staff in enforcement of the Form Based Code.	S	\$	City	GF	Ch 3, page 75
FB3: Conduct Code workshops with local architectural and development community.	S	\$	City	GF	Ch 3, page 75

*Implementation strategies to consider during (FB) include:

- Defining how to adopt the Code whether all at once, phased through identified priority areas, or adopted as an optional Code. The preferred route is to adopt the Code in phases.
- Identifying a list of Goals, Objectives, and Policies based on this Master Plan that can form the basis of the Code.
- Analyzing which aspects of the Master Plan to preserve, which to modify, and which to add to.
- Identifying the "Standards" and "Guidelines" that should be included in the Code.
- Identifying the relationship between the Code to the city's General Plan, Southwest Downtown Plan, Design Guidelines for Round Rock Historic Districts, Sign Ordinance, and other relevant regulatory documents.
- Reconciling the Code with existing zoning ordinance including: Zoning Districts, Development Standards, Non-conformities, Enforcement, and Definitions.
- Define how the Code will function in terms of the Zoning Ordinance's: General Provisions, Development Review Procedures, and Development Review Bodies.

Timeframe	Cost	Responsibility	Potential Funding Source
Short (S) = 0-3 years Medium (M) = 3-5 years Long (L) = 5+ years	\$ = < \$100,000 \$\$ = \$100,000 - \$500,000 \$\$\$ = > \$500,000	City = Appropriate City Department(s) PPO = Private Property Owner	ND = New Development GF = General Funds CIP = Capital Improvement Project TIRZ = Tax Increment Reinvestment Zone PID = Property Owners District MSP = Main Street program NP = Non-profit HTC = Historic tax credits PL = Pooled loan program Other = Other Federal, State, County Grants



3. PLAN-WIDE POLICY INITIATIVES - RECOMMENDED ACTION ITEMS

The third set of Recommended Action Items outlines the specific steps necessary to adopt and implement Plan-wide policy initiatives to fulfill the visions presented throughout the Plan.

and Open Space (OS), Parking (PR), Historic Preservation (HP), Signage (SN), and Economic Development (ED).

The list is organized into General Action Items (GA), followed by a series of topic-specific action items that relate to the different areas of the Plan: Green

The list is meant to be a guide of recommendations, rather than a list of items that must be fulfilled. The city will decide which policies to move forward with and the appropriate timing of these action items.

Master Plan General Actions (GA)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
GA1: Adopt the Master Plan as the guiding document for the downtown area.	S	\$	City	GF	-
GA2: Direct staff to review General Plan, Zoning Code, and other regulatory documents for inconsistencies with Master Plan. Revise these plans to be consistent with Master Plan.	S	\$	City	GF	-
GA3: Direct staff to work with developers on land acquisitions and site-specific incentives.	S-M	\$	City	GF	-
GA4: Join the Texas Main Street Program and appoint 2 full-time Main Street staff people. Assign these staff members to work on "activation of the downtown core," initiating programs that seek to enlivening downtown, e.g. tree planting, Artisan Stroll, holiday events, urban sports events, movies in the park, etc.	S	\$\$	City	GF, MSP	Ch 3, page 77
GA5: Formulate and implement branding and marketing campaign for downtown.	S	\$\$	City	CIP, PID	Ch 2, page 51
GA6: Initiate a comprehensive signage program including signage for gateways, parking, and wayfinding.	S	\$\$	City	CIP, PID	Ch 2, page 51
GA7: Prioritize key Master Plan capital improvement stimulus priority projects so that they are dedicated available funds in the near term as part of the CIP.	S	\$	City	GF	Ch 3, page 67
GA8: Implement Utility Upgrade Plan.	S-L	\$\$\$	City, PPO	ND, CIP, Other	Ch 2, page 52

Green and Open Space (OS)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
OS1: Enhance existing greenspaces (e.g. creek, vacant lot at 205 East Main Street, ball fields on Main Street).	S	\$\$	City	ND, CIP, PID, Other	Ch 2, page 42 and Ch 4, page 133
OS2: Initiate a comprehensive tree planting program downtown.	S-M	\$\$	City, PPO	ND, CIP, PID, Other	Ch 2, pages 42, 47 and Ch 4, page 132
OS3: Design and construct new civic green near future City Hall / Policy Center.	S	\$\$	City	ND, CIP, PID, Other	Ch 2, page 45
OS4: Design and construct alterations to Veterans Park and Heritage Trail.	S-L	\$\$\$	City	ND, CIP, PID, Other	Ch 2, page 43
OS5: Design and construct new park north of the creek, linking south to Veteran Park via bridge.	S-L	\$\$\$	City	ND, CIP, PID, Other	Ch 2, page 43
OS6: Design and construct new Main Street entry green at bridge.	S	\$\$	City	ND, CIP, PID, Other	Ch 2, page 44

Timeframe	Cost	Responsibility	Potential Funding Source
Short (S) = 0-3 years Medium (M) = 3-5 years Long (L) = 5+ years	\$ = < \$100,000 \$\$ = \$100,000 - \$500,000 \$\$\$ = > \$500,000	City = Appropriate City Department(s) PPO = Private Property Owner	ND = New Development GF = General Funds CIP = Capital Improvement Project TIRZ = Tax Increment Reinvestment Zone PID = Property Owners District MSP = Main Street program NP = Non-profit HTC = Historic tax credits PL = Pooled loan program Other = Other Federal, State, County Grants

Historic Preservation (HP)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
HP1: Adopt the International Existing Building Code to encourage rehabilitation of existing buildings.	S	\$	City	GF, HTC, PL	Ch 3, page 77
HP2: Update and expand the Inventory of Historic Sites in the western part of downtown.	S	\$\$	City	CIP, HTC, PL	
HP3: Coordinate the existing Design Guidelines for Historic Commercial and Residential Districts and Properties with new recommendations and update the Form Based Code.	S	\$	City	GF, HTC, PL	
HP4: Update the Inventory of Historic Sites to include structures dating from 1946-1959.	M	\$\$	City	GF, CIP, HTC, PL	
HP5: Research and document the Historic Residential-Character District area in anticipation of historic designation.	S	\$	City	GF, CIP, HTC, PL	
HP6: Enhance the current property tax exemption incentive mechanism available to designated landmarks to include property tax freezes for qualified rehabilitation projects and grant or loan programs.	S	\$	City	GF, HTC, PL	
HP7: Establish a matching fund or low interest loan program for preservation.	S-M	\$	City	GF, HTC, PL	
HP8: Revise codes to actively encourage quality adaptive re-use.	S	\$	City	GF, HTC, PL	

Parking Reform (PR)						
Short Term Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page	
PR1: Promote City's shared parking ordinance and consider expansion of the policy.	S	\$	City	GF	Ch 3, page 78	
PR2: Enforce on-street parking time limits.	S	\$	City	GF		
PR3: Make use of existing park once garage in east downtown (includes new signage work currently underway) and develop strategy for future "Park Once" garage in west downtown.	S	\$	City	GF		
PR4: Establish parking review process in Planning Department to review innovative parking reduction requests.	S	\$	City	GF		
PR5: Allow developers to satisfy parking requirements through "in lieu" fees.	S-M	\$	City	GF		
PR6: Reduce parking requirements for desired development (retail, mixed-use development, adaptive re-use of historic buildings, town square, TOD, creative/cultural industries).	S-M	\$	City	GF		
Longer Term Action						
PR7: Create Downtown Parking Benefits District (including Southwest Downtown Plan Area with Parking Strategies).	M	\$	City	GF		
PR8: Price curb and public garage parking and enforce time limits in the Parking Benefits District.	M	\$	City	GF		
PR9: Price on-street (curb) parking and enforce time limits in the Parking Benefits District.	M	\$	City	GF		
PR10: Update minimum parking requirements to reflect trip generation numbers.	S-M	\$	City	GF		
PR11: Create Residential Permit Parking District to protect residents from spillover parking.	M	\$	City	GF		

Timeframe	Cost	Responsibility	Potential Funding Source
Short (S) = 0-3 years Medium (M) = 3-5 years Long (L) = 5+ years	\$ = < \$100,000 \$\$ = \$100,000 - \$500,000 \$\$\$ = > \$500,000	City = Appropriate City Department(s) PPO = Private Property Owner	ND = New Development GF = General Funds CIP = Capital Improvement Project TIRZ = Tax Increment Reinvestment Zone PID = Property Owners District MSP = Main Street program NP = Non-profit HTC = Historic tax credits PL = Pooled loan program Other = Other Federal, State, County Grants

Economic Development - Public Financing (ED)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Page in Plan, Reference
ED1: Form a downtown district TIF/TIRZ or PID.	S	\$	City, PPO	Private, PID	Ch 3, page 80

Economic Development - Retail Leasing and Investment (ED)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
ED2: Appoint a Redevelopment Representative to work with Chamber of Commerce, local brokers, property owners, and representatives of the real estate and financial community to identify priority and secondary retail locations and recruitment of new retailers. Work with Chamber to provide marketing information to prospective tenants regarding the public approval process and potential incentives.	S	\$	City	GF	Ch 3, page 81

Economic Development - Vacant Lots (ED)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Reference Page
ED3: Create a well-publicized City-led pilot project to demonstrate the opportunities for activity and to build community support and momentum.	S	\$	City	CIP, combination City (GF) and non-profit	Ch 3, page 82
ED4: Develop priority program for neighborhood groups or businesses- making acquisition easier for neighborhood groups and small businesses intent on expansion.	S	\$	City	CIP	
ED5: Undertake a Vacant Lot / Structure Inventory and Plan.	S	\$	City	CIP	

Economic Development - Performance Standards and Green Development Incentives (ED)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Page in Plan, Reference
ED6: Assign staff member to investigate the potentials of adopting a set of quality-of-life performance measures.			See ED 2, above		Ch 3, page 83
ED7: Assign staff member to initiate other incentives (e.g. incentives for green development, incentives to attract creative industries.			See ED 2, above		

Economic Development - Re-Platting (ED)					
Action	Timeframe	Cost	Responsibility	Potential Funding Source	Page in Plan, Reference
ED8: Create a comprehensive plan to rectify un-platted properties in downtown.	S-M	\$\$	City, PPO	CIP	Ch 3, page 83

Timeframe	Cost	Responsibility	Potential Funding Source
Short (S) = 0-3 years Medium (M) = 3-5 years Long (L) = 5+ years	\$ = < \$100,000 \$\$ = \$100,000 - \$500,000 \$\$\$ = > \$500,000	City = Appropriate City Department(s) PPO = Private Property Owner	ND = New Development GF = General Funds CIP = Capital Improvement Project TIRZ = Tax Increment Reinvestment Zone PID = Property Owners District MSP = Main Street program NP = Non-profit HTC = Historic tax credits PL = Pooled loan program Other = Other Federal, State, County Grants



1. CATALYTIC SITES

Seven catalytic projects are identified, which are integral to the success of a revitalized downtown Round Rock. These projects are called “catalytic” because they have the potential to activate key sites in downtown with new dynamic uses. They can also create a positive “domino effect” of redevelopment in adjacent areas. All of the projects are located within the public realm.

The seven catalytic site areas include:

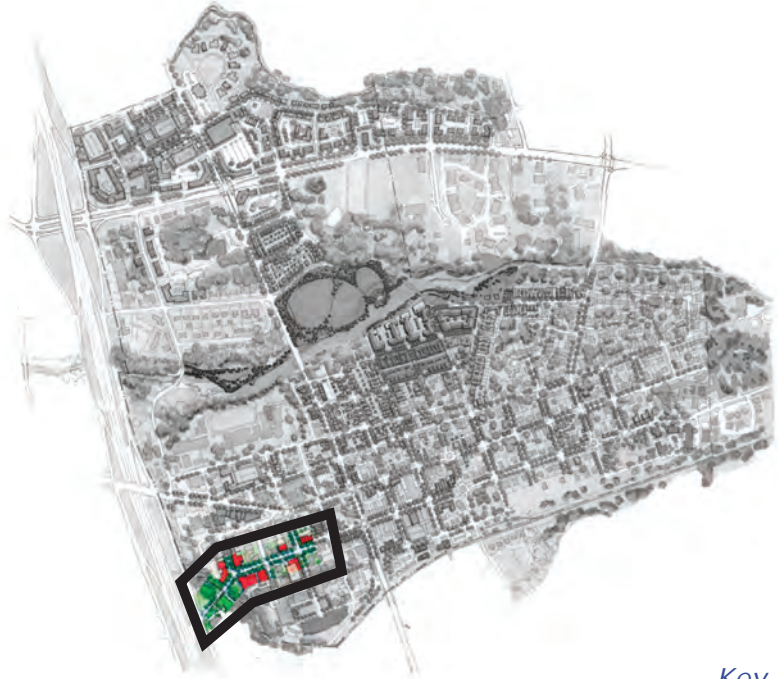
- Main Street Bridge
- Town Green
- Main Street historic core streetscaping
- Mays streetscaping
- Round Rock Avenue streetscaping
- Georgetown streetscaping
- Heritage Trail

The projects are described on the following pages and are discussed generally throughout Chapter 2.

A map, key features, and an estimation of probable cost are included for each catalytic project area.



CATALYTIC PROJECT 1: MAIN STREET BRIDGE



Key

Cost Information: *

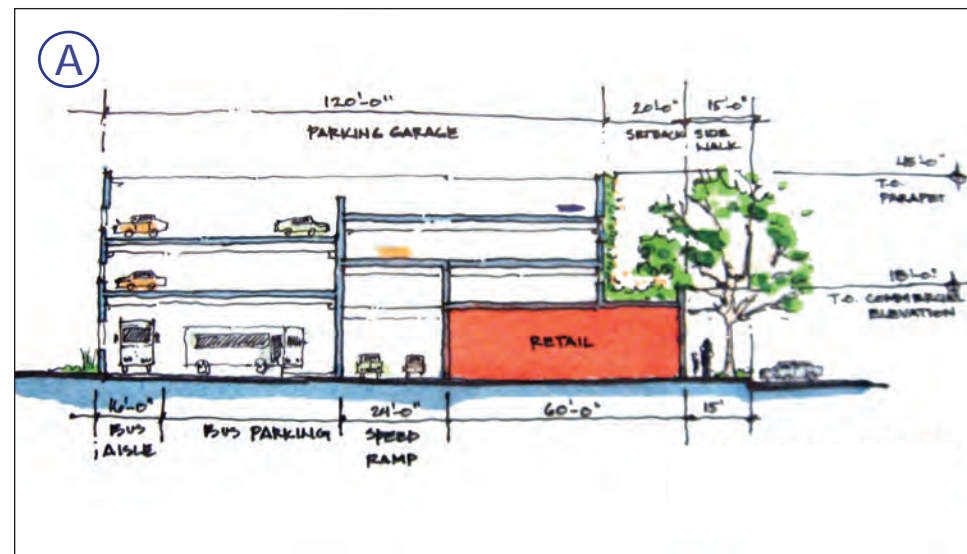
A. Above Ground (including sidewalks) (Street trees, tree pits, concrete sidewalk, bulbouts at intersections, enhanced concrete crosswalks, benches, bicycle racks, trash receptacles, pedestrian street lights, entry landscape element.)	\$ 1,417,972.50
B. At Ground (Main Street extension, new bridge, roadway construction, splitter island, relocate hotel driveway and entrance, Main Street Reconstruction, engineering, right-of-way, TxDOT coordination and permits, contingencies, construction management.)	\$ 3,958,000
C. Below Ground (Wastewater, water, drainage, electrical)	\$ 601,641

	\$5,977,613.50

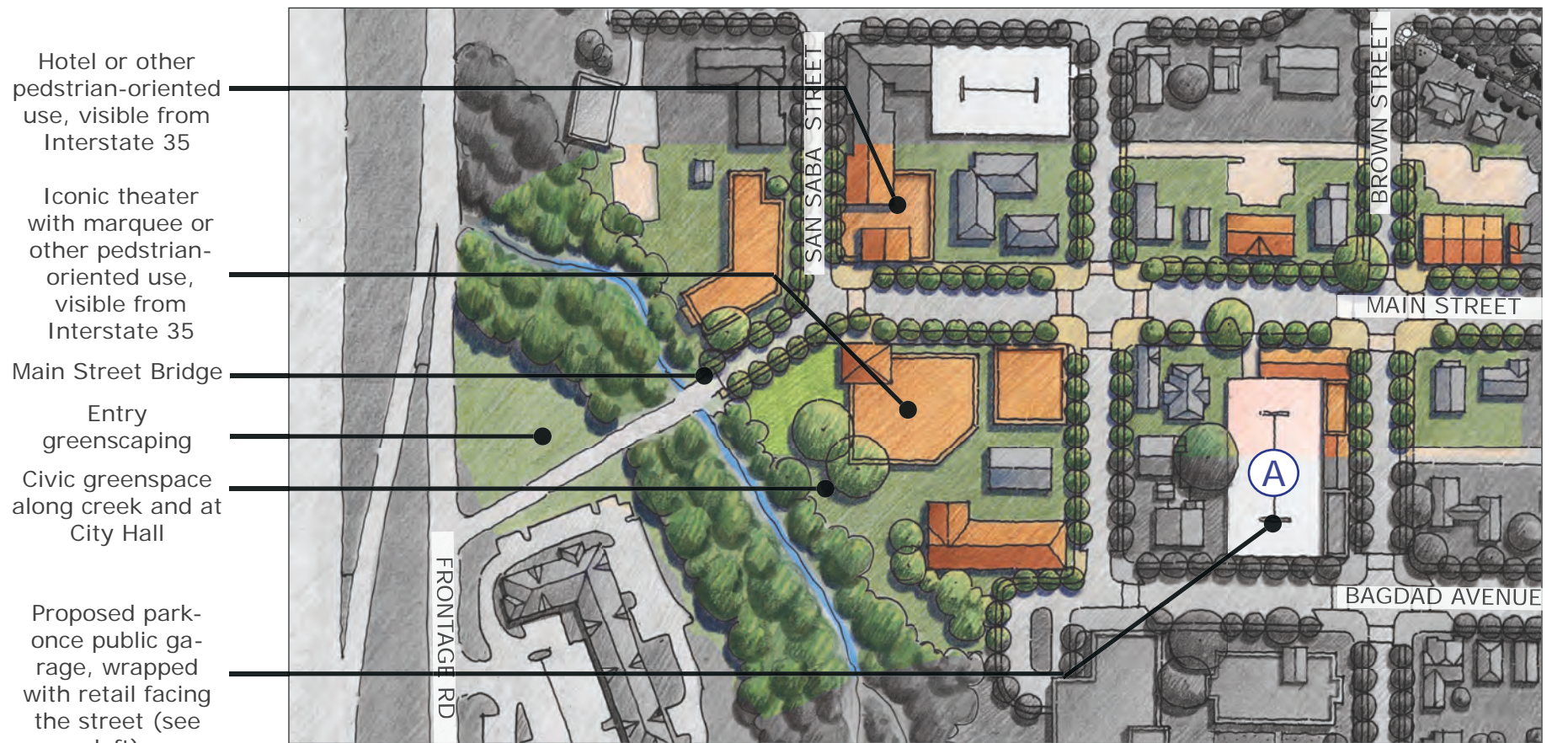
* Dry utilities are not included in the cost estimate

Description:

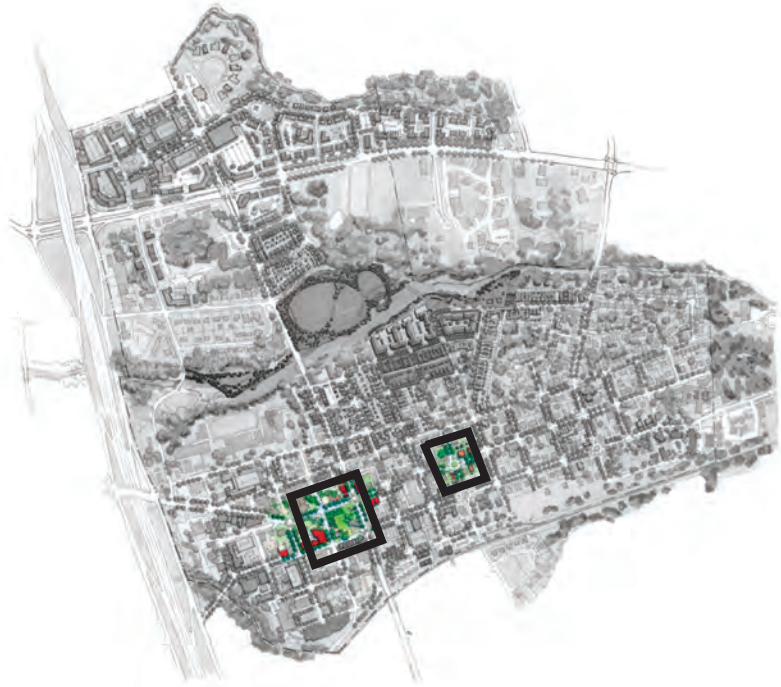
- New iconic bridge that extends Main Street to the Interstate 35 frontage road to attract visitors and increase circulation.
- Gateway green space and welcome features at the head of the new bridge.
- Streetscaping of Main Street from San Saba to Brown.
- This is the preferred location for iconic hotel and theater, due to visibility from the Interstate and location along historic Main Street. Other iconic and pedestrian-oriented buildings are also appropriate for this location.



Section of a retail/ garage block in West Main Street Bridge area. (See A to the right)



CATALYTIC PROJECT 1A: TOWN GREEN



Key

Description:

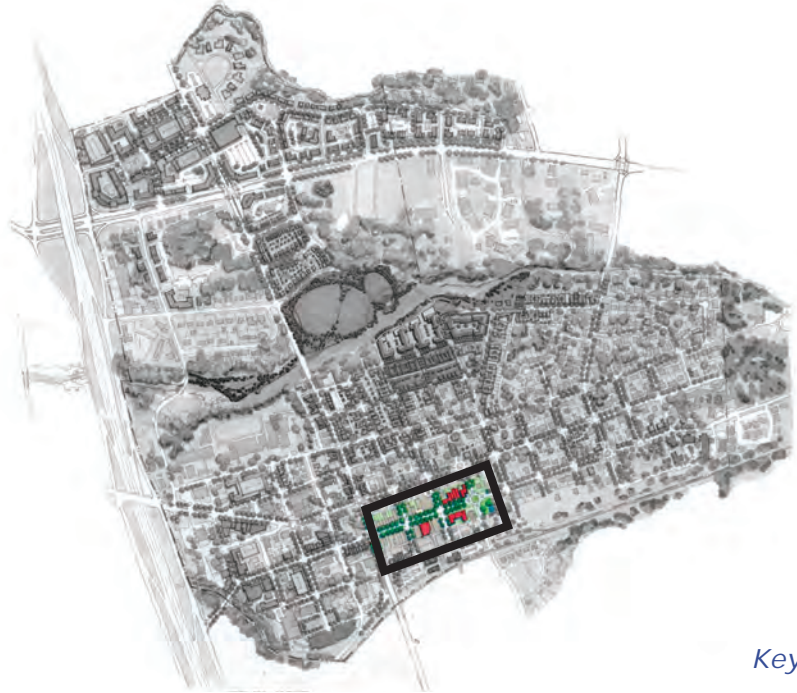
- Creation of a town green as the “heart of Round Rock.” The town green will include recreation space, outdoor meeting space, event space, and will be surrounded by pedestrian-oriented retail and mixed-use buildings. The town green is located around the historic Round Rock water tower.
- Realignment of Round Rock Avenue to make way for the new town green.
- Improvements to Main Street from Brown to Mays.
- Safe pedestrian crossings should be introduced at all four corners of the town green.
- Modifications to Liberty Avenue to promote traffic calming:
 - 3 different options for the treatment of the Liberty and Burnet intersection to mitigate potential cut-through traffic in the neighborhood east of Burnet include a roundabout (preferred), a diagonal diverter, and a cul-de-sac (not recommended).
- The project should include signage that directs Round Rock motorists to “Historic Main Street shopping and dining.”
- The benefits of this project outweigh its costs and the affects it will have on traffic patterns to some businesses. The town green will be the heart of Round Rock, creating a real destination for the city.

Cost Information: *	
A. Above Ground (including sidewalks) (Street trees, tree pits, planted parkway, planted roundabout at Liberty and Burnet, concrete sidewalks, bulbouts at intersections, enhanced concrete crosswalks, benches, bicycle racks, trash receptacles, pedestrian street lights, public open space.)	\$ 3,878,651.25
B. At Ground	
Option 1: Roundabout (preferred)	\$ 3,576,000 (Option 1)
Option 2: Diagonal diverter	\$ 2,373,000 (Option 2)
Option 3: Cul-de-sac (not recommended)	\$ 2,457,000 (Option 3)
C. Below Ground	
(Wastewater, water, drainage, electrical)	\$ 1,253,562.75

	\$ 8,708,214 (Option 1)
	\$ 7,505,214 (Option 2)
	\$ 7,589,214 (Option 3)
* Dry utilities are not included in the cost estimate	



CATALYTIC PROJECT 2: MAIN STREET HISTORIC CORE STREETSAPING



Key

Cost Information: *

A. Above Ground (including sidewalks) (Street trees, tree pits, planted parkway, planted roundabout at Main and Burnet, concrete sidewalk, bulbouts at intersections, enhanced concrete crosswalks, benches, bicycle racks, trash receptacles, pedestrian street lights.)	\$ 713,340
B. At Ground (Remove median, construct concrete roadway, new roundabout at Main and Burnet, engineering, coordination and permits, contingencies, construction management.)	\$ 1,023,000
C. Below Ground (Wastewater, water, drainage, electrical)	\$ 784,957.50

	\$ 2,521,297

* Dry utilities are not included in the cost estimate

Description:

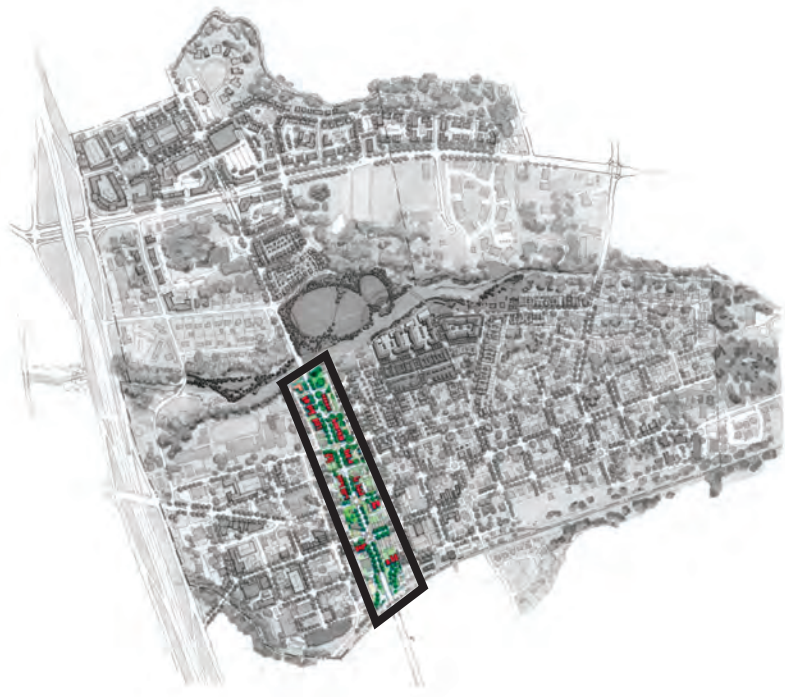
- Main Street streetscaping through the historic core of the downtown area from Main Street to Burnet Street.
- Improvements include addition of back-in angled parking, bulbouts, sidewalks, and landscaping, and removal of the center parking median.
- See Recommended Street Sections in Chapter 4 for details.

Main Street roundabout

Historic downtown
Main Street



CATALYTIC PROJECT 3: MAYS STREETSCAPING



Key

Cost Information: *	
A. Above Ground (including sidewalks) (Street trees, tree pits, concrete sidewalks, bulbouts at intersections, enhanced concrete crosswalks, benches, trash receptacles, pedestrian street lights.)	\$ 1,606,284
B. At Ground (Eliminate existing pavement markings, re-stripe road, improvements at Anderson and Mays, milling and overlay, engineering, coordination and permits, contingencies, construction management.)	\$ 486,000
C. Below Ground (Wastewater, water, drainage)	\$ 903,825

* Dry utilities are not included in the cost estimate	\$ 2,996,109

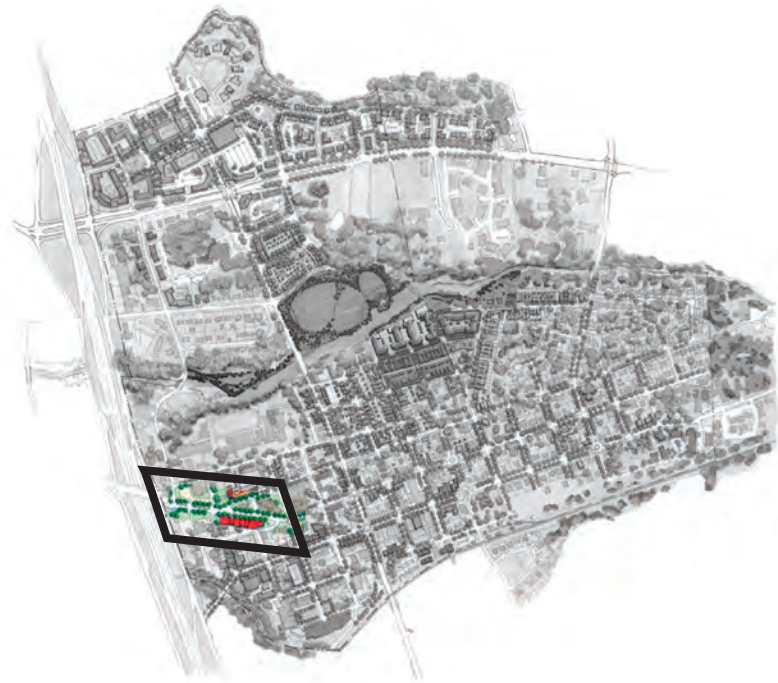
Description:

- Improvements to Mays Street, the main connector between the area north of Palm Valley Boulevard (Highway 79) and historic downtown.
- Improvements include addition of on-street parking, bulbouts, sidewalks, and landscaping.
- The "road diet" proposed here will improve the capacity of the Main-Mays intersection. It will improve the through-put on Mays while at the same time make the street easier and safer for pedestrians to cross.
- Currently Mays is difficult to cross and unsafe and unpleasant for pedestrian. The changes proposed here along Mays are critical to achieving the economic goals of the Plan to create a walkable downtown district.
- See Recommended Street Sections in Chapter 4 for details.

- Narrowed Mays Street
- Center turn lane and new on-street parking
- Widened sidewalks, crosswalks, and bulbouts



CATALYTIC PROJECT 4: ROUND ROCK AVENUE STREETSCLAPING



Cost Information: *	
A. Above Ground (including sidewalks) (Street trees, planted parkway, planted median, concrete sidewalks, bulbouts at intersections, enhanced concrete crosswalks, benches, bicycle racks, trash receptacles, pedestrian street lights, entry landscape element.)	\$ 797,900.63
B. At Ground (Eliminate existing pavement markings, re-stripe road, construct median, engineering, coordination and permits, contingencies, construction management.)	\$ 124,000
C. Below Ground (Wastewater, water, drainage, electrical)	\$ 443,056.50

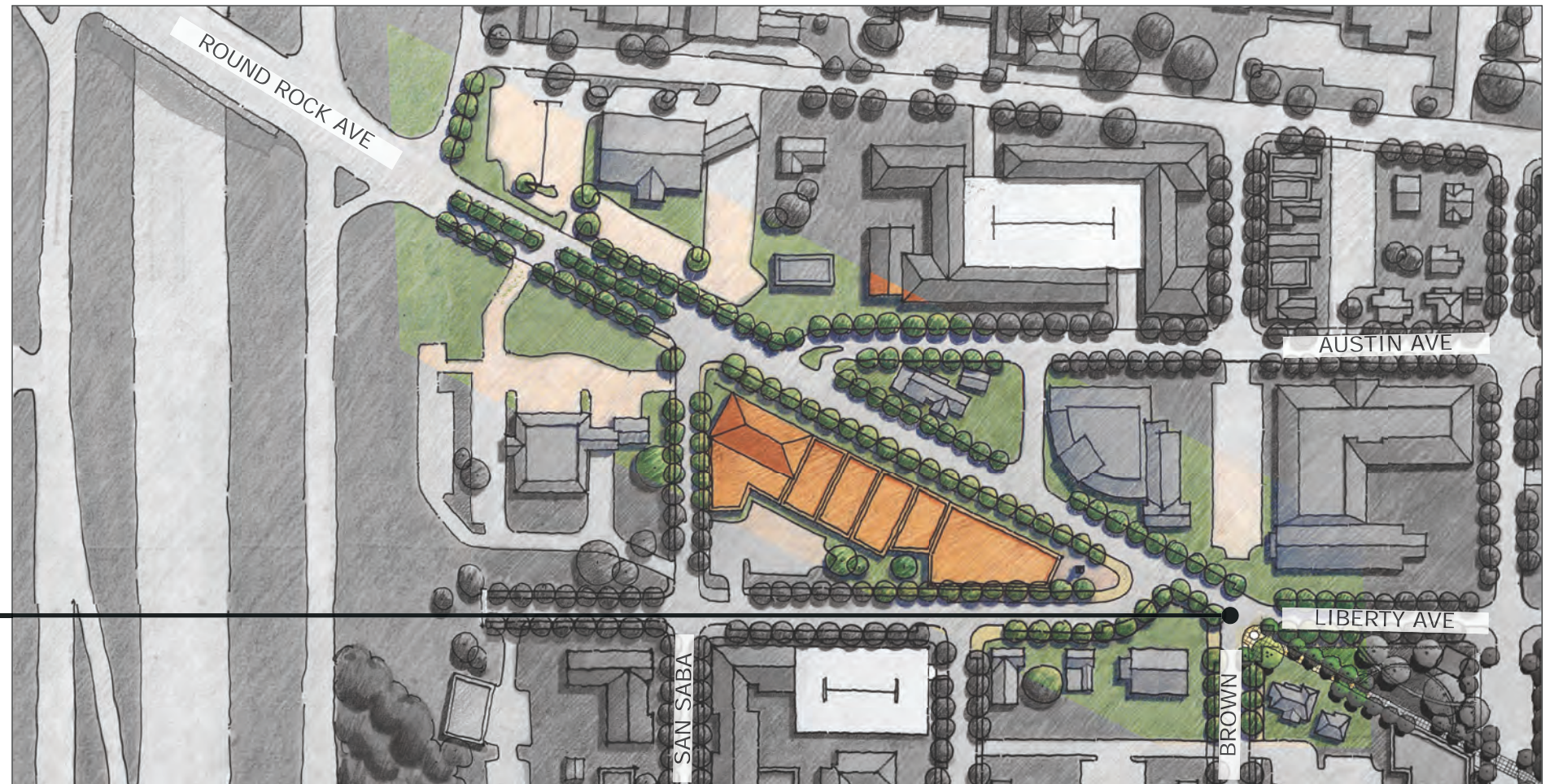
	\$ 1,364,957.13

* Dry utilities are not included in the cost estimate

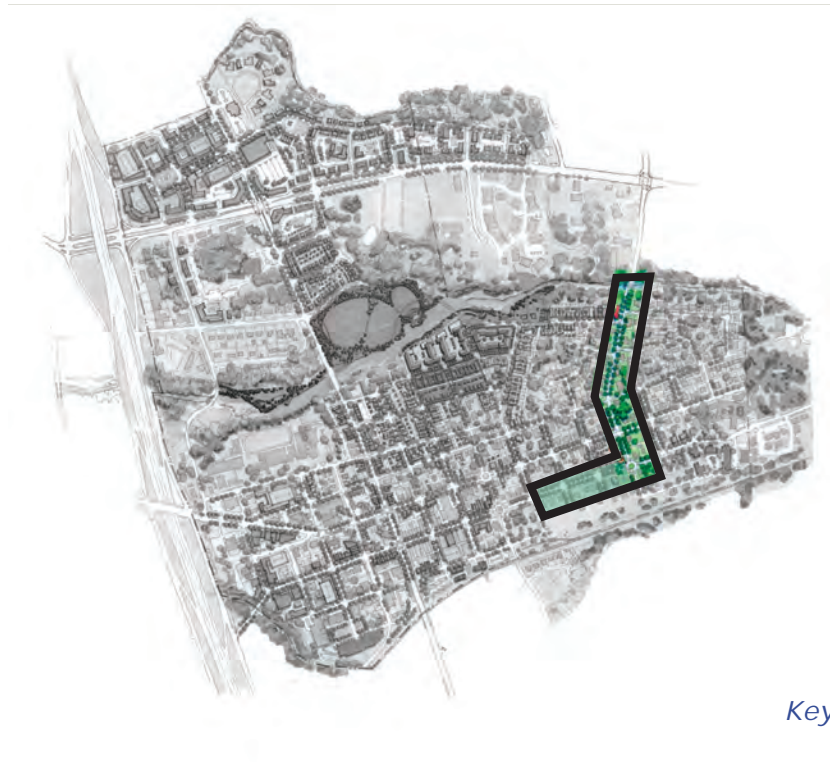
Key

- Description:
- Reconfiguration of Round Rock Avenue from Interstate 35 to Liberty Ave.
 - Improvements include: a new median, on-street parking, bulbouts, sidewalks, and landscaping.
 - Round Rock Avenue tapers down in width and scale as it moves away from Interstate 35 towards the town green.
 - See Recommended Street Sections in Chapter 4 for details.

Proposed reconfiguration of Round Rock Avenue



CATALYTIC PROJECT 5: GEORGETOWN STREETSAPING



Cost Information: *

A. Above Ground (including street trees, planted parkway, planted roundabout at Georgetown and Main, concrete sidewalk, bulbouts at intersections, enhanced concrete crosswalks, pedestrian streetlights.)	\$ 1,013,006.25
B. At Ground (Remove median, re-stripe road, splitter island, roundabout at Georgetown and Main, engineering, coordination and permits, contingencies, construction management.)	\$ 1,445,742
C. Below Ground (Wastewater, water, drainage, electrical)	\$ 1,445,742

	\$ 3,465,748.25

* Dry utilities are not included in the cost estimate

Description:

- Georgetown Street improvements include: introduction of on-street parking, bulbouts, widened sidewalks, and landscaping.
- Project also includes street improvements on Main from Lewis to Georgetown.
- See Recommended Street Sections in Chapter 4 for details.

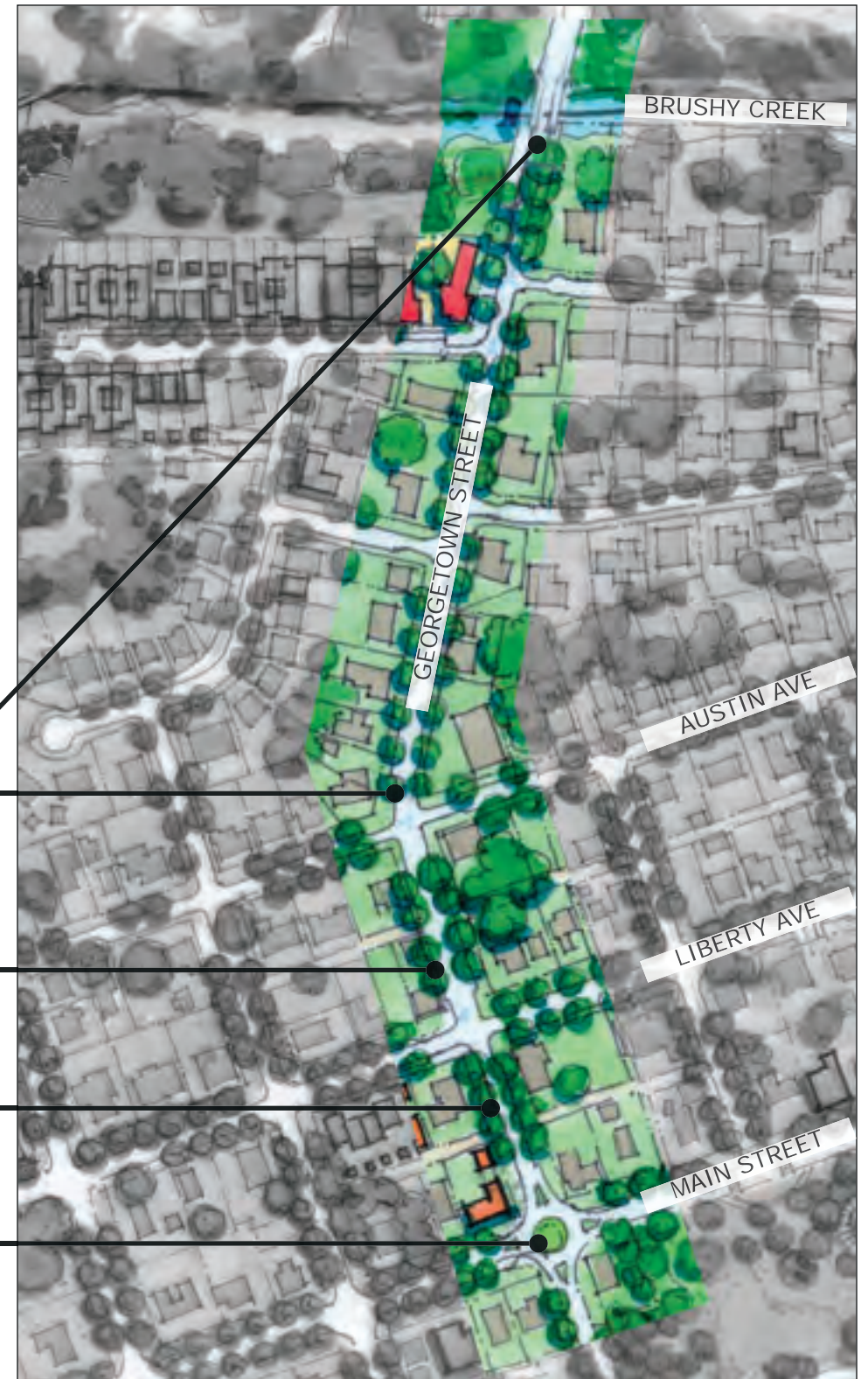
Traffic calming measures at bridge

New landscaping

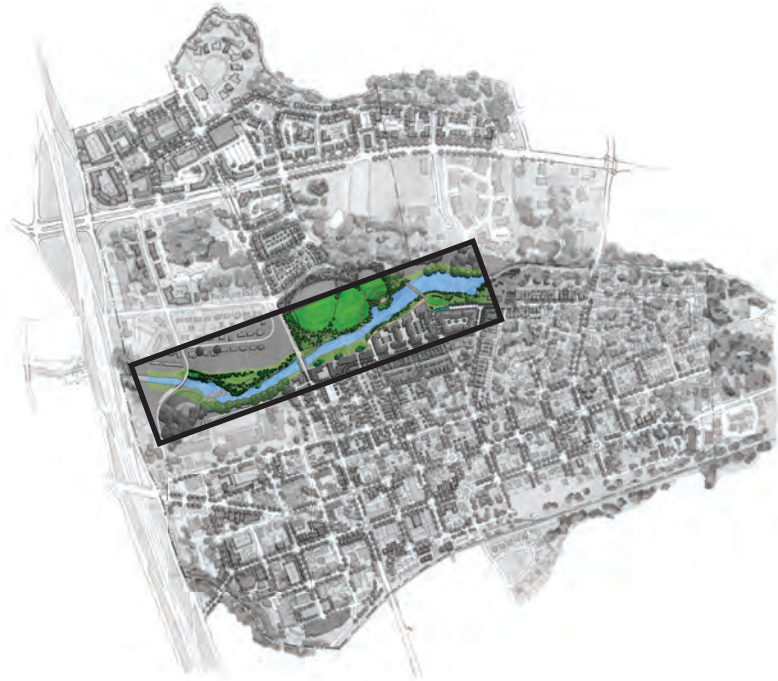
New on-street parking

Widened sidewalks and bulbouts

Proposed roundabout at the intersection of Main and Georgetown



CATALYTIC PROJECT 6: HERITAGE TRAIL



Description:

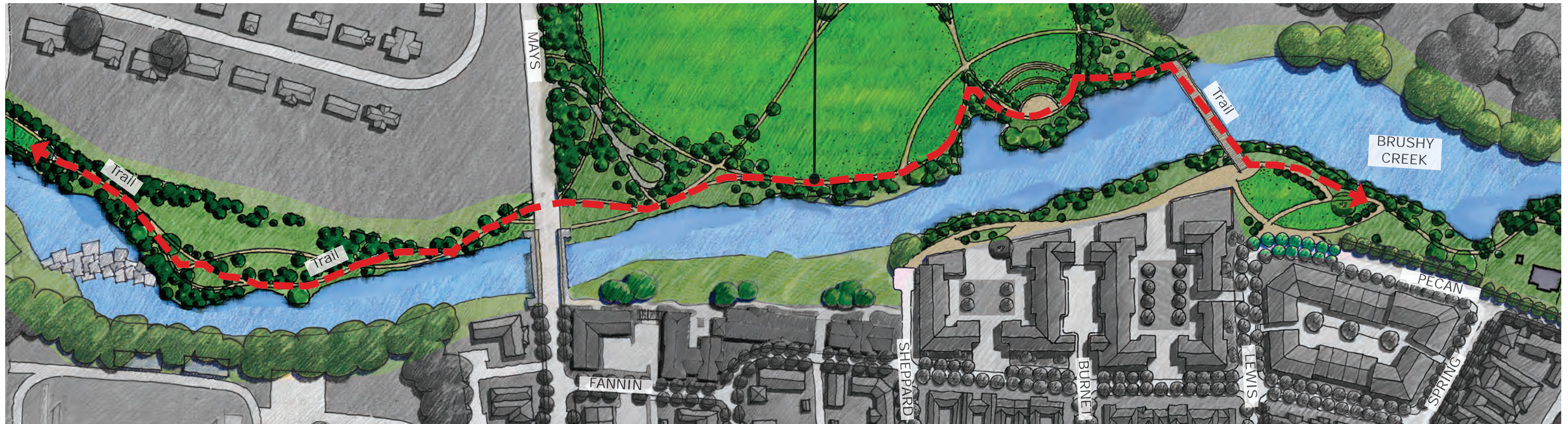
- Game Plan 2020: Building an Active Community, the Round Rock Strategic Parks and Recreation Master Plan (2009), includes an update of the 2004 Trails Master Plan. The plan looks at existing trail systems and plans future trail and on-street connection opportunities. The City would like to triple the miles of trails in Round Rock by 2020.
- The Heritage Trail is part of this larger Master Planning vision and represents a major opportunity for downtown.
- The Trail passing along the banks of Brushy Creek, linking existing and proposed greenspaces with active recreation corridors.
- See page 48 for discussion.

Cost Information:

All cost information for the Heritage Trail is to be decided.

Key

Conceptual path for Heritage Trail



2. FORM BASED CODE

This Master Plan lays a foundation of visions, design guidelines, and policy recommendations that should later be refined and integrated into the city's regulatory framework through a Form Based Code. The Code will be the tool through which the vision for Downtown articulated by the City Council, will be achieved. The Code will encourage quality development that is compatible with the urbane and pedestrian-friendly vision for Downtown, which includes ground floor retail, mixed-uses, and activated public spaces. It will give enforceable, regulatory power to the vision.

When adopted, the new Form Based Code will apply to individual properties when a renovation or new construction is proposed such that the proposed square footage increase is 20% or more of the building footprint.

There are three strategies for adopting and implementing a Form Based Code. The city may chose to implement the Code:

- In phases (preferred)
- All-at-once
- As an optional code

The preferred option is to adopt the in phases, in order to achieve the visions articulated by the City Council and laid out in this Master Plan.

Option 1: Phased Implementation (Preferred)

The first option is to time certain Code changes based on when certain improvements are funded by City Council. This assures proposed increases in allowable density are concurrent with necessary infrastructure improvements. In this case a specific geographical area would be selected for adoption of the Form Based Code. This would reflect the geographic area where the city has already constructed the necessary infrastructure improvements, or has committed to do so. As funding is allocated for additional areas of downtown, the Form Based Code would be phased in. See diagram bottom right for the proposed Phase 1 Code area.

As part of this strategy, the Overlay would be adopted at the same time that the Priority Phase is adopted. The Overlay will relate to existing zoning as opposed to the Form Based Code and will also overlay some of the existing H zone.

The advantage of this option is that it provides more certainty that public and private investments are timed in-sync with one another. It also allows the city to vet some components of the Code without fully committing to them throughout the downtown, to test them for workability.

The disadvantage to this method is the potential of stifling development as land areas not covered by the Form Based Code, would fall under the density provisions and limits of the existing zoning ordinance, which allow less development than proposed in the new Code. Also, without the benefits of the Form Based Code, new construction in areas not yet covered by this new code may not live up to the expectation of the Plan in form or density. The potential for redeveloping much of the downtown area in a denser, more urban fashion would thereby be lost for several generations, thus diminishing the value of the Master Plan.

Option 2: Implementation at Once

Most Form Based Codes take affect all-at-once. They are mandatory and replace the existing zoning for a specified area. An all-at-once strategy is advantageous because it will assure that development moves forward in a way that is compatible with a cohesive Master Plan vision. This point cannot be over emphasized. The existing zoning ordinance does not ensure, prioritize or in some cases, even permit, the kind of mixed-use pedestrian oriented new development envisioned by the plan. Thus, the lack of a Form Based Code exposes the downtown to new development that is inconsistent with a walkable, pedestrian-oriented district.

Because Form Based Codes rarely affect land-uses in a negative way (i.e, they are usually more flexible than existing zoning), they usually avoid the problem of non-conforming uses. Moreover, typically they result in no loss of buildable area and often some sort of up-zoning. While many existing structures may be out of conformance with building form or lot arrangement (e.g., parking in the wrong place), this does not usually represent a problem as these non-conforming forms are allowed to remain as is until such time as the building is remodeled and/or added-onto, to a value of at least 50% of assessed value at which time they must be brought into conformance with the new code. Where conformance would be impractical or nearly impractical, staff will usually work with the owner/architect to achieve the spirit of the code (the intent), if not the letter. Therefore it is important that the Applicability and Intent portion of the Code is clear and strong, and ties directly to a Master Plan. This will require ordinance language that provides a process for alternative compliance

An important part of the process will be early meetings between planning staff and developer/architects. Designs for buildings would be reviewed in their conceptual phase, for consistency with urban design intent. Only after some agreement is achieved there, would staff begin to look at design detail, usually after Schematic Design. This alignment of the design decision-making with the approvals process results in two benefits. Less time is wasted by developers/architects going "back to the drawing board" after a substantial investment in design time has been completed. The second advantage is that it reduces the pressure of the learning curve required by plan-check staff. These designs, are pre-approved by planning staff familiar with the code, and can therefore be reviewed at permit time for building code compliance alone. However, all staff reviewing building permits as well as planning staff will need to be trained in the code not only for understanding the letter of the code, but the spirit. Ideally, a checklist can be created for staff as well as for land-owners, developers, and architects make it easier to interpret and use.

Adopting a Plan all at once requires an up front investment of time and resources to implement the Plan, change necessary policies and regulatory documents, and train staff.

Option 3: An Optional Code

The third alternative is to adopt the Code as an "Optional Code." Developers

could chose whether or not to follow it.

An optional code would have to be carefully linked to particular incentives so that developers who chose to follow the code would receive density bonuses or other benefits. The key to any "optional" code is that it presents a compelling reason to use it, rather than to use the existing zoning ordinance. Along with density bonuses, some jurisdictions give optional code users the incentive of moving to the head of the permitting line.

If the optional code is easier to use and understand than the existing code or if the optional code gives greater flexibility, developers are encouraged to use it. Likewise, developers may be encouraged to use the optional code because they may feel it is easier to get the vote of approval from the Planning Commission and/or Design Review Commission, when such bodies have jurisdiction. By no means, can an "optional" code be made to have a slower or more cumbersome process than the "by-right" zoning for it to achieve value.

Adopting the Code as Optional is not preferred. There would be nothing to assure that new developments would be compatible with the vision for Downtown Round Rock, nor would it necessarily solve the concurrency issue between infrastructure enhancements and density.



Right: Proposed Phase 1 Area for Option 2, Phased Approach (in yellow)



3. PLAN-WIDE POLICY INITIATIVES

One of the roles of the public sector is to put in place policies that guide development and inform design and capital investment decisions. The policy recommendations contained here seek to ensure that Master Plan design interventions are compatible with city code and that they are attractive to potential developers.

The priorities for policy changes described include:

- Historic preservation and adaptive reuse
- Parking reform
- Public financing mechanisms
 - *Tax Increment Finance (TIF) or Tax Increment Reinvestment Zones (TIRZ)*
 - *Public Improvement Districts (PID)*
 - *Capital improvements programming*
 - *New Market Tax Credits*
- Retail development tools and leasing strategies
 - *Downtown retailer recruitment*
 - *Potential incentives and funding assistance*
- Vacant lots and infill development opportunities
- Quality-of-life performance standards
- Incentives for green development
- Re-platting

General Discussion

The City of Round Rock will have the critical role in implementing several primary functions necessary to generate positive change. It is up to the city to choose which of the policies on this and the following page that are priorities, and in what way they should be accomplished.

General Recommended Actions

The city should:

- Adopt the Master Plan as the guiding document for the downtown area.
- Direct staff to review General Plan, Zoning Code, and other regulatory documents for inconsistencies with Master Plan. Revise these plans to be consistent with Master Plan.
- Direct staff to work with developers on land acquisitions and site-specific incentives.
- Consider join the Texas Main Street Program and appointing 2 full-time Main Street staff people. These staff members would work on “activation of the downtown core,” initiating programs such as tree planting, the Artisan Stroll, holiday events, urban sports events, movies in the park, etc.
- Formulate and implement branding and marketing campaign for downtown.
- Initiate a comprehensive signage program including signage for gateways, parking, and wayfinding.

- Prioritize key Master Plan capital improvement stimulus priority projects so that they are dedicated available funds in the near term as part of the CIP.
- Implement Utility Upgrade Plan.
- Prioritize and undertake proposed green space / open space improvements.
- Invest in streets and streetscapes to improve the basic condition of curbs and sidewalks, while also improving the district character with consistent tree planting, lighting, street furniture, and signage. This includes initiating the capital budgeting needed to ensure public funding of key projects. It will also be important to coordinate critical street improvements with the Texas Department of Transportation (TxDOT), both because state highways run through downtown Round Rock but also because improved public realm enhancements on those highways (principally Mays Street) may require a different interpretation of typical controls exercised by TxDOT.
- Consider reduction of or exemption from taxes for a certain period would encourage investment.

Timing

- The current economic cycle presents challenges although the long term nature of a Master Plan allows for some flexibility in terms of phasing and timing.
- Establishing funding for the streetscape and traffic calming measures first will allow the city to move forward with public improvements that can in turn signal to property owners and others with a vested interest in downtown that real change is occurring. The streetscape improvements include those mentioned as catalytic projects as well as creation of the town green.
- Public funding considerations need to be addressed early in the process given the lead time required to implement various funding alternatives.
- Retail recruitment should continue on an ongoing basis. As part of this process, the city and chamber should discuss a potential incentives strategy or program for recruitment.
- As public improvements are made, and access and visibility are improved, it will become important to create a cohesive mix of viable commercial tenants in the downtown core; in order to retain existing tenants as well as increase pedestrian activity and continue to attract new tenants into the downtown core. Before this occurs, it will also be critical to address necessary zoning changes to attract new capital investment into the area.
- The Urban Land Institute projects that mixed-use and infill development and neighborhood retail centers will be favored in the next round of retail development. This will put downtown Round Rock in a good position moving forward in terms of mixed-use development within the downtown core.



Historic Preservation and Adaptive Reuse

To date, the City of Round Rock has shown great foresight with regard to historic preservation issues. The city's Historic Overlay zoning and associated Design Guidelines are useful tools to encourage the preservation of historic structures and the Inventory is valuable documentation of pre-1946 historic resources. The Historic Preservation Commission and the Local Preservation Officer provide property owners with assistance in city designation and permitting for historic structures.

To strengthen and complement these tools, the City should:

- *Adopt a nationally-recognized building code to address the preservation of existing buildings.* Currently, the City of Round Rock has adopted the 2006 International Building Code, published by the International Code Council. The ICC also publishes the International Existing Building Code, intended to encourage the use and reuse of existing buildings, achieving appropriate levels of safety without requiring full compliance with the new construction requirements of the International Building Code. City building officials should review and adopt the International Existing Building Code, including any local amendments that might be desired, to encourage the rehabilitation of existing buildings.
- *Prior to the adoption of any new zoning code for downtown, update and expand the Inventory of Historic Sites in the western part of downtown.* The area bounded by Lewis, Liberty, Round Rock, the east frontage road of IH 35, McNeil, Mays and Bagdad is one identified for both historic preservation and redevelopment community goals. Current information about historic resources in this area will assist in determining preservation priorities and in aligning the preservation and redevelopment goals.
- *Prior to the adoption of any new code, coordinate the existing Design Guidelines for Historic Commercial and Residential Districts and Properties with new recommendations.* Update the Guidelines as needed to resolve issues that may be in conflict.
- *In the longer term, update the Inventory of Historic Sites to include structures dating from 1946 to 1959.* The updated inventory should include information on the history, development and condition of the buildings and context statements for the areas, as well as a standard rating system for building significance. This update will provide documentation for buildings that are 50 years old, the basic age criterion for historic designation. The update should also indicate structures that have been demolished since they were documented in 1992. (It appears that approximately 15% of the structures in the Downtown area recorded in the Inventory have since been demolished.)
- *Restore the ability to access the Inventory data on City GIS information, from the city's website.* The Inventory serves to inform the public of the location and type of historic resources found in downtown.
- *Further research and document the Historic Residential-Character District area, including documentation of the history and development of the district, and definition of historic contexts, architectural styles and periods of significance, in anticipation of either a National Register Historic District or a local historic district designation at some future date.*

- *To further community goals for preservation, consider enhancing the current property tax exemption incentive mechanism available to designated landmarks to include property tax freezes for qualified rehabilitation projects and grant or loan programs funded with a portion of the hotel occupancy tax revenue, allowed under Chapter 351 of the Tax Code for heritage tourism.*

Renovating and preserving historic buildings supports economic development by increasing property value, creating job, drawing tourists, and helping revitalize main streets.

Property Tax Exemption

Local property tax exemptions can encourage revitalization and reinvestment in historic buildings. This includes a process for forgiving or releasing back taxes, maintenance, and water bills could be exchanged for property improvements to historic structures. The city already has a tax exemption program in place, which should be expanded. Local property tax exemptions, intended to encourage revitalization and reinvestment in historic buildings, are available to landmark buildings under the current historic preservation ordinance. To ensure the preservation of the two-block Round Rock Commercial National Register Historic District, additional incentives may be desired, such as a property tax freeze at pre-rehabilitation values for qualified rehabilitation projects. Also, adopting a process for forgiving or releasing back taxes, maintenance and water bills, in exchange for property improvements to historic structures, may be beneficial.

Matching Fund or Low Interest Loan Program

A matching fund or low interest loan program can also be put in place to facilitate various façade improvements. Typically a public agency or local development corporation provides a dollar for dollar match for approved façade improvements up to a defined maximum amount. Improvements are typically subject to review and eligible improvements usually include masonry repair, exterior painting, sign improvements, etc. These loans can be combined with historic tax credits to maximize tax benefits for the investor.

If such a program is considered for Round Rock, establishing geographic boundaries for the eligible buildings area will be critical, both because historic properties can be identified and prioritized as well as to understand a range of amounts of funding which may be required over time to stimulate these investments. It may also be necessary to stipulate design, maintenance and materials standards which would be required in order to participate in a façade grant or loan program to assure that the funds are leveraging a high quality improvement by the property owner and/or tenant.

Historic preservation requires approval from multiple departments and agencies including - the State preservation office, the National Park Service, and the Federal Advisory Council on Historic Preservation. Streamlining this approval process of applicants would help reduce red tape.

Facilitating Adaptive-Reuse

Converting historic buildings to support new uses often face zoning barriers such as non-conforming floor area, setbacks and height. By "grandfathering in" the building envelope, developers can avoid costly

and time consuming variance requirements. Eliminating cumbersome requirements for loading zones, parking requirements, and providing flexibility in meeting the building code, disabled access, electrical code, fire code, and mechanical code makes adaptive reuse more feasible. Zoning changes which allow for flexibility will incentivize certain types of mixed-use development. For example, it may be beneficial to vary parking requirements and setback and height restrictions for joint live/work development proposals. Similarly, an expedited review process (flexibility in meeting building or disabled access codes) for adaptive reuse projects can also help to generate development interest in older buildings.

While a number of adaptive re-uses have occurred in the downtown area (particularly west of Mays Street), it may be useful in the future to also consider reconfiguration of former residential properties in the way in which they address the adjacent street. For example, residential setbacks and lot coverage percentages are not the same as the more dense 'traditional' street-oriented commercial blocks in the historic core of downtown Round Rock.

As downtown growth continues and new retail/ commercial properties are developed, it will be increasingly important that new projects also respect the traditional commercial character of downtown Round Rock in new growth/redevelopment properties and new infill projects.

Historic Rehabilitation Tax Credits

The Federal government established historic rehabilitation tax credits in 1976 as a means to 'level the playing field' from an investment standpoint between existing and historic structures and new construction projects, which could claim a faster tax benefit than older structures. Historic tax credits can be used to provide tax incentives for investors to consider renovation of older commercial buildings within the historic core. The program provides for a 10 percent tax credit for substantial rehabilitation of income producing buildings over forty years old and a 20 percent tax credit for substantial rehabilitation of income producing buildings which are over 50 years old and eligible for, or already listed on, the National Register of Historic Buildings.

The two step approval process requires that first, the building meets the standards established by the US Department of the Interior for eligibility for the National Register of Historic Places. The second part of the approval process requires that the modifications meet standards put in place by the Secretary of the Interior ("The Secretary of Interiors Standards for Certified Rehabilitation of Certified Historic Buildings"). In general, a tax credit is a dollar for dollar reduction in the amount of taxes owed.

Up to the approved amount of the tax credit, a property owner can eliminate federal tax obligations, and can carry the unused credit forward for up to five years. As an example, if a 2,000 square foot commercial use historic structure in downtown Round Rock were renovated according to the Secretary's Standards at a cost of \$500,000 (including both hard costs and soft costs such as permits, design and engineering fees, etc.), the available tax credit would equal \$200,000 in available tax credits. If the property owner owed \$130,000 in the first tax year after approval of the credit, the dollar for dollar credit would completely eliminate any payment obligation. The remaining \$70,000 in unused credits could be applied to taxes owed in the following tax year.



While use of historic tax credits does require additional approvals and the need to meet certain design and construction standards, saving 20% of the approved project cost against tax obligations can greatly improve the viability of a commercial restoration project. In Texas, the historic credits are administered by the Texas Historical Commission.

Parking Reform

Parking policy plays an essential role in the redevelopment process. Parking structures and surface parking increase the cost of development, influence the quality of urban design, and express the city's approach to responsible and sustainable development. The city should support smart parking policies that will:

- Incentivize efficient land use to eliminate unnecessary parking.
- Promote good urban design.
- Provide developers with flexibility in parking requirements.
- Create a parking strategy that addresses gradual change over time.

Economics:

- While parking is free to motorist, it is not free to the city and developers who spend large amounts of money building and maintaining parking spaces, lots, and garages.
- Recent studies show that parking facilities cost on average approximately \$20,000 per space for above-grade garages (structures), \$30,000 to \$40,000 for below-grade (underground) garages and \$4,000 per space for surface parking lots, depending on land values.
- Hidden or "bundled" in the cost of development, parking is a cost shared by all, through higher costs for housing, goods, and services.
- Free parking does not incentivize walking, biking, carpooling, or using transit. This is because free parking encourages people to drive to their destinations. Alternative forms of transportation would help alleviate congestion to make downtown Round Rock a more pedestrian-oriented, commercial district. And in the long term, pricing parking would help to encourage alternative transportation infrastructure development and appropriate usage of parking spaces for daily visitors and shoppers.

Urban Design:

- The placement and design of parking plays an important role in urban design. Parking lots can break up the street front – creating a gap-toothed streetscape, interfering with pedestrian circulation and safety, occupying valuable land in downtown blocks that could be developed into more efficient and attractive uses, and blighting neighborhoods when the lots are not appropriately landscaped or buffered from the public realm.

Environment:

- Parking also affects the environmental quality of the city. While surface lots are the least expensive form of parking, they are also the worst for the environment.
- Surface parking lots absorb sunlight raising area temperatures,

known as the "urban heat island effect."

- As impervious surfaces, they divert rather than absorb rainwater, which can cause flooding and prevents ground water sources from being recharged. They also collect pollutants that enter river streams through stormwater runoff.

Short- and Long- Term Strategies

Future parking policies adopted by the city should encourage new transit lines, transit-oriented development, and alternative forms of transportation. There are both short- and long- term parking strategies that the city should pursue.

In the short-term, the city should:

- Capitalize on city's shared parking ordinance.
- Enforce on-street parking time limits.
- Make use of existing park once garage in East Downtown and develop strategy for future "Park Once" garage in West Downtown.
- Establish a parking review process in the Planning Department to review innovative parking reduction requests.
- Encourage or require developers to satisfy parking requirements through "in lieu" fees.
- Update minimum parking requirements to reflect trip generation numbers rather than outdated zoning code and standards.
- Reduce parking requirements for desired development (retail, mixed-use development, adaptive re-use of historic buildings, town square, TOD, creative/cultural industries).

In the longer-term, the city should:

- Create a downtown Parking Benefits District.
- Price both on-street (curb) parking and garage parking, and enforce time limits in the Parking Benefits District.
- Provide downtown employees with discount to "Park Once" garage(s).
- Create Residential Permit Parking District to protect residents from spillover parking.

Short-Term Strategies:

Capitalize on city's existing shared parking ordinance

Existing

- The city's shared parking ordinance allows non-residential uses to satisfy minimum parking requirements by sharing parking spaces that are used at different times.

Proposed

- City staff should encourage all developments to attempt to satisfy parking requirements through a shared plan before building any new parking.
- This policy could be expanded to include residential uses wherein a businesses use the parking during the day and residences use the parking at night.

Enforce on-street parking time limits

Existing

- Currently on-street parking is free and downtown employees park for the day in front of stores, preventing turnover of spaces.

Proposed

- Enforcing time limits through ticketing will help encourage long-term visitors and employees to park in the free public garage.
- City can use ticket revenues to administer the program.
- Prohibits feeding the meter and requires vehicles to vacate a space after a set time period.
- Related to this policy is a concurrent signage program that can direct people to the existing park-once garage. A signage program is currently underway at the city.

Make use of existing park once garage in East Downtown and develop strategy for future public garage in West Downtown.

Existing

- A public parking garage exists directly off Main Street and offers free parking.

Proposed

- The city should introduce time limits on the first one or two floors of the existing garage. This will encourage long-term parkers to use upper floors, leaving the bottom floors open for visitor parking. This will help combat the perception that the garage is always full.
- Directly related to this policy is a concurrent signage program that can direct people to the existing park-once garage. Many people feel the garage is hard to find and others do not know it exists. A signage program is currently underway at the city.
- A future garage is proposed in Southwest Downtown. This parking garage should be used for visitors (on lower floors) and employees planning to enter the downtown area for an extended period of time (on upper floors).
- Building parking garages rather than surface lots centralizes parking for better traffic circulation and reduces the amount of valuable land dedicated to surface lots for a more attractive downtown area.

Establish Parking review process in Planning Department to review innovative parking reduction requests

Existing

- Developers often request parking variances that slow the development process – increasing costs for developers and using city time and resources to process.

Proposed

- A parking review process would streamline the approval process, reviewing and processing innovative parking requests through a permit rather than requiring a variance.
- The parking review process would also serve as a committee to evaluate ongoing parking issues and innovate policies.



Encourage developers to satisfy parking requirements through “in lieu” fees

Existing

- All development requires off-street parking.

Proposed

- Provide “in-lieu” fees as an alternative.
- Required parking spaces would be counted as part of city pool (public garages, on-street, surface lots).
- In-lieu fee to be determined by the city, would reflect the estimated cost of building a parking space in a nearby lot or garage.
- Collected fees would go towards maintaining and building new public parking garages to ensure adequate centralized parking for the area.
- In-lieu fees help ease burdensome parking requirements for the development of small and awkwardly-shaped lots, as well as the adaptive reuse of historic buildings, for which satisfying parking requirements can be prohibitively expensive.
- Centralizing parking in garages rather than building separate parking for each development allows for better traffic circulation and more pedestrian-oriented urban design, a primary goal of the Master Plan.

Update minimum parking requirements to reflect trip generation numbers rather than outdated standards

Existing

- The city’s zoning attempts to guess at the amount of parking needed for any given land use at any given time.
- Parking requirements are based on parking demand per square foot of floor area, rather than trip generation rates.

Proposed

- Update minimum requirements based on trip generation standards, which look at the number of trips a development generates at various points of the day.
- Parking requirements are based on the number of trips at a given period, rather than the sum of the entire day.
- Updated parking requirements would distinguish between auto, walking, and transit trips to further reduce parking requirements to maximize the amount of land available for development and open space.

Reduce parking requirements for desired development

Existing

- All new development must satisfy minimum parking requirements with some exceptions:
 - o Parcels fronting Round Rock Ave, Mays and part of South Lampasas may use on-street parking spaces to satisfy off-site parking requirements.
 - o Property owners of Block 8: lots 11-19, Block 9: lots 8-19, and Block 22: lots 1-9 are not required to comply with off-street parking requirements (see Code, section 11.502 (4) and (5)).

Proposed

- Reduce parking requirements to incentivize desired development by reducing the cost of construction and development.
- Good candidates for parking requirements include dynamic developments that make downtown a more vibrant community such as storefront retail uses, creative industries, local restaurants, mixed-use restaurants, adaptive-reuse buildings, and businesses, and developments pursuing innovative sustainable design.

Long-Term Strategies:

Create a Downtown Parking Benefits District

Existing

- All parking is counted separately for properties in downtown Round Rock.

Proposed

- Create a parking benefits district that would count on- and off-street parking as within a set boundary as a separate “pool” of parking.
- Area would include the Southwest Downtown Plan area.
- All parking revenues generated within the boundaries would remain in the bounded area to make and maintain streetscape improvements.
- District boundaries would also determine which businesses and developers could participate in parking incentives, such as employee discounts for the park-once garage or developer in-lieu fees.
- Parking district centralizes downtown parking decisions by looking at the district as a collective pool of parking rather than separate spaces, lots, and garages. This allows for more innovative and efficient parking decisions.

Price curb and garage parking

Existing-

- All parking in downtown Round Rock is free.
- Time limits are rarely enforced.

Proposed-

- Designated streets in the parking benefits district where parking would be priced.
- Charge fees for the park-once garage(s) that are less than curb parking rates.
- The price of parking should be set to maintain a 15% vacancy rate. This ensures that a majority of parking spaces are used, while leaving space for new cars to reduce congestion created when drivers “cruise” for free parking.
- To ensure a 15% vacancy rate, the price of parking can vary throughout the day and week – reflecting peak use.
- Appropriately-priced parking ensures that there will be continuous turnover at on-street and park-once garage spaces, allowing

visitors to frequent the businesses.

- Drivers wanting to make quick trips would be willing to pay for on-street parking for convenience, while those looking to stay in the downtown area for longer periods of time would use the cheaper “park once” garage.
- All parking revenues earned by curb meters would be returned to the district to fund streetscape maintenance and improvements, such as repairing sidewalks and crosswalks and maintaining street trees, landscaping, and lighting.
- To encourage use and support of metered parking, convenience to the user is key. Consider meters that accept cash or credit cards. These are typically a single unit in a block, which prints a receipt that is placed on the dash of the vehicle.
- Keeping the parking revenue within the downtown district for streetscape improvements and maintenance helps overcome the political challenge of charging for parking, which was previously given away for free.
- This policy creates a funding stream for maintenance that would help the city offset the costs of maintaining the improvements set forth in the Master Plan, and provide residents and businesses in downtown Round Rock with a more attractive district, helping to raise property values and rents in the area.

Establish Residential Permit Parking

Existing

- All parking in residential neighborhood is free and unregulated.

Proposed: Phase A

- Create permit parking in a Residential Parking District.
- Offer residents parking permit at nominal fee to prevent non-residents from parking in the area.
- Parking permits are intended to protect rather than burden residents from spillover parking as downtown becomes a more populated area time.

Proposed: Phase B

- As downtown area becomes more trafficked, residential streets could be metered (for non-residents).
- Meter revenues within residential permit parking district would go to improve neighborhood infrastructure and streetscape through better lighting, landscaping, sidewalks, etc.



Public Financing

Tax Increment Finance/Tax Increment Reinvestment Zones (TIF/TIRZ) is recommended for Round Rock. TIF has been widely used throughout the country and is a tool that allows local governments to publicly finance needed public improvements within a defined area. The initial capital costs for improvements are repaid by the collection of future property and/or sales tax revenues by each of the taxing units that levy taxes against the future developments. In Texas, TIFs are also known as Tax Increment Reinvestment Zones (TIRZ), which are funded and operated under the same regulatory requirements as TIF districts.

It is up to each taxing unit to dedicate all or a portion of the tax revenue that is attributable to the increase in property values due to the improvements within the designated zone. Under Texas law, a TIF may be initiated through two methods: (1) a property owner petition representing at least 50% of the appraised value of property within a defined zone, or (2) by a city council and or county government. Once initiated, counties, school districts and other districts may consider participating based on the impact to their anticipated long-term revenues resulting from future growth. These agreements are sometimes called Interlocal Agreements.

In Williamson County, at least two TIF/TIRZ areas have been established. In Georgetown, a TIF was created to foster development of the Wolf Ranch project as a basis for negotiations with the Simon Companies to defray site preparation costs. The fund had generated over \$105,000 in revenues in late 2008. The City of Taylor also approved creation of a TIF district in 2005.

According to Chapter 311 of the Texas Tax Code, the collected TIF revenues can be applied as direct cash payments to fund project costs or through the sale of TIF bonds that will be repaid over time with the tax increments. The legislation requires that the designated area meet certain criteria. For example, "the area's present condition must substantially impair the city's growth, retard the provision of housing, or constitute an economic or social liability to the public health, safety, morals or welfare. Further, this condition must exist because of the presence of one or more of the following conditions: a substantial number of substandard or deteriorating structures, inadequate sidewalks or street layout, faulty lot layouts, unsanitary or unsafe conditions, a tax or special assessment delinquency that exceeds the fair market value of the land; defective or unusual conditions of title, or conditions that endanger life or property by fire or other cause".

There are also limitations on the percentage of taxable property in a designated TIF/TIRZ area that are residential, in that no more than 10% of the appraised property value in a reinvestment zone can be in residential, and no more than 15% of the total appraised taxable real estate is taxable by a City or County school system (see Chapter 311 of the Texas Tax Code for more detail).

If the area qualifies for tax increment financing, there is a ten step process that must be followed in order to secure financing. The steps include preparation of a preliminary financing plan, a hearing held for other taxing jurisdictions in the area, a formal presentation to the other taxing units, a public hearing regarding the creation of the zone, and creation of a project plan by the board of directors of the zone. The TIF process would require dedication by the city to initiating and implementing the detailed approval requirements. The city must also justify the use of TIF by meeting the threshold standards enumerated in the legislation and must report annually to all of the affected taxing districts.

For Round Rock, it may be useful to create a TIF district as a means of leveraging intended future development to pay for specific traffic and/or pedestrian enhancements, encouragement of redevelopment of historic properties and/or appropriate infill of vacant land, or other redevelopment/ project stimulus actions in the study area.

It is important to remember that the size of the tax increment is completely based on allocations of future development; if the market is soft or the future project's density is limited, the increment generated may not be sufficient to cover the debt service for the infrastructure.

Public Improvement Districts (PID)

Public improvement districts allow cities to levy and collect special assessments on properties within an identified area to pay for a variety of improvements. It is a type of "self-tax" and can be formed to "create water, wastewater, health and sanitation, or drainage improvements; street and sidewalk improvements; mass transit improvements; parking improvements; library improvements; park, recreation and cultural improvements; landscaping and other aesthetic improvements; art installation; creation of pedestrian malls or similar improvements; supplemental safety services for the improvement of the district, including public safety and security services; or supplemental business-related services for the improvement of the district, including advertising and business recruitment and development."¹ PIDs are established by the Texas Legislature.

Establishing a PID in downtown Round Rock would require building a consensus among downtown property owners within a designated area and formalizing a cooperative agreement with the City of Round Rock to collect and distribute the special PID tax. It is not clear if a consensus exists among key property owners, but it may be an effective longer term strategy once key owners have agreed fundamentally with the Master Plan concepts.

Capital Improvements Programming

¹ www.texasahead.org. A one-stop portal for economic resources for the State of Texas, tax programs and incentives.

The City of Round Rock has a multi-year Capital Improvement Program that includes forecasts for future capital projects and is included in the city's annual budget. *The city needs to prioritize key Master Plan capital improvement stimulus priority projects so that they are dedicated available funds in the near term.*

New Market Tax Credits

New market tax credits (NMTC) were enacted in 2000 as part of the Community Renewal Tax Relief Act and are intended to spur investment in low income communities. The investment vehicle is known as a Community Development Entity (CDE) and investors contributing to a qualified CDE are rewarded with a tax credit worth 39 percent of the initial investment (distributed over seven years). The CDE will in turn make Qualified Low Income Community Investments (QLICI) in the businesses in the underserved area.

The CDE can be a community development financial institution or a non-profit organization and must be certified. Non-profits need to form a for-profit subsidiary or other similar arrangement in order to receive credits. The CDE must have a proven track record and accountability to the community. After a CDE is certified by the Community Development Financial Institutions Fund (a division of the US Treasury), the CDE must apply for tax credits through a competitive process. In order to be successful, CDEs must have a strong business plan, good management, a proven track record in working with investors, and a proposed project that will have a substantial impact in low income communities.

Areas eligible for tax credits are low income communities defined as a census tract with a poverty rate of at least 20 percent or with median income of up to 80 percent of area median or statewide median. Qualified investments include loans, lines of credit, direct equity investments, etc.

For Round Rock, the opportunity may exist to use new market tax credits for retail or mixed-use or economic development projects located in low income census tracts within the defined study area. Tax credits help bridge moderate gaps in financing various business and commercial real estate investments.

The city could consider appointing Redevelopment Representative to: work with Chamber of Commerce, local brokers, property owners, and representatives of the real estate and financial community to identify priority and secondary retail locations and recruitment of new retailers. Staff members could work with Chamber to provide marketing information to prospective tenants regarding the public approval process and potential incentives. Staff members could work with the team on downtown retail recruitment and developing financial or other incentives.



Retail Leasing and Investment, Creative Industries

In order to create synergy and develop critical mass within downtown, it is important that desired retailers be located adjacent to or within close proximity to one another. Street frontage which is broken up by office space and other service uses will oftentimes not perform as successfully as consistent retail frontage. Clusters which have proven successful in other regions include restaurants grouped with other entertainment uses (e.g. theaters, wine bars) and certain selected retailers such as bookstores. Main Street west of Mays and streets around the town green should be targeted first for concentration of retail and pedestrian-oriented commercial uses. The first two blocks of Liberty east of Mays, are a secondary place to target.

Downtown Retailer Recruitment

Given the relatively small scale of the downtown area and rapidly changing market dynamics of the Round Rock area, the most appropriate retail niche for retail recruitment in the downtown area is regional and Texas-based retailers and restaurant operators. There are many chain-affiliated restaurants and discount/off-price brand operations in the Interstate 35 retail corridor through Round Rock.

In order to provide a differentiated store mix downtown Round Rock's positioning strategy should only include selected national/credit tenants, with a greater emphasis on recruiting local and regional retail and dining operators who will also best understand local market conditions and operating requirements. The Texas Restaurant Association may help by providing contact information regarding potential restaurant owners who are looking to expand in the region. A 'wish list' of potential retailers is included in the appendix of this report (the 'wish list' categories were determined through local stakeholder interviews).

It is important that the city maximize the abilities of the Chamber of Commerce liaison in terms of working with local brokers, the city and a representative of the financial community (to explain financing options) to secure the most appropriate tenants for retail space within the downtown district. The Chamber of Commerce can continue to act as the clearinghouse for prospective tenants searching for space in the downtown area by providing information regarding available properties, prevailing lease terms in the downtown region, access, permitting, etc. The Chamber should also work with the city to provide marketing information to prospective tenants regarding the public approval process and potential incentives.

The City should appoint a Redevelopment Representative to work with Chamber of Commerce, local brokers, property owners, and representatives of the real estate and financial community to identify priority and secondary retail locations and recruitment of new retailers. Staff members should work with Chamber to provide marketing information to prospective tenants regarding the public approval process and potential incentives.

Since the downtown area does not have the leverage of a single landowner to require cooperation (as in a shopping mall, where all of the leases are controlled by one company), downtown efforts will be largely voluntary (with the assistance of incentives and effective zoning and land use controls) and based on persuasion and volunteer efforts rather than a mandated tenant/merchandise mix.

Other downtown districts have successfully developed a cohesive tenant mix over time by devoting a dedicated team (as described above to include key representatives from the city, banking industry, and local retailing community) to the effort. *Given the scattered land ownership patterns of downtown districts, it must be emphasized that the effort to recruit retailers will take time and dedication by those involved.*

Retailers themselves can also play an important part in Round Rock's downtown revitalization. For example, existing retailers can be included as part of recruitment efforts by sharing their experiences in operating in the downtown area on team recruitment visits to target cities, or by sharing information in marketing materials about their customers, how downtown is improving and their use of financial incentives and/or technical assistance.

Retail recruitment efforts should focus on selected cities such as Austin, in which start up businesses such as Amy's Ice Cream and Jo's Coffee have succeeded well enough to expand to multiple locations. Round Rock's current downtown mix includes mostly food and beverage businesses and professional and governmental offices and facilities. Retail shoppers goods are largely absent; this is a typical condition in older downtowns, in which restaurants are the first category to re-appear, with retail shops following once foot traffic has increased and operator interest has stabilized.

Downtown retail recruitment is not an overnight process. *Experience has shown that it takes at least two to three years for substantive improvements to take place; results are not immediate, but the sustained effort can attract new retailers if the general character of the public realm is improved and the retail recruitment effort is maintained.*

Potential Incentives and Funding Assistance

If potential retailers are convinced of the general viability of the Round Rock area but prospective businesses are not fully financed, development of financial or other incentives may also need to be considered. Incentives can include tenant improvement allowances for interior space improvements or rent deferrals for the first few months of operation. Because a retail business is expensive in the early years due to costs of renovation and fit-up of interiors, purchase of merchandise and provision of operating costs while building a customer base (and even higher for food service locations due to the costs of commercial kitchens), any incentives that can reduce initial costs will be most effective.

These incentives can include access to reduced-cost financing, deferred or reduced rents (to allow tenants to recover some of their initial

investments into the property) or direct subsidy of store improvements (such as the façade grants and loans described earlier). Another option which allows for flexible leasing terms is a percentage rent lease, or a lower minimum rent plus a percentage of sales after a specified break point. This approach also allows tenants to build to a stabilized business volume and remain viable during the start up phase. The minimum is typically set at a reasonable, but lower than typical level, to allow tenants to adjust to sales cycles. This also allows the property owner to share in the upside if tenant sales are strong.

Percentage leases are effective for restaurants since they typically require substantial early costs to finance kitchen equipment and supplies. While these types of leases are common in shopping centers, they are less common in downtown districts. In some cities, property tax exemptions have been offered in exchange for subsidized rents in order to encourage property owners to maintain affordable rents for retail tenants (and also encourage owners to rent to retailers as opposed to office tenants).

As part of this effort, the Chamber of Commerce and property owners could work together to identify suitable locations for tenants who are unable to pay premium rents in a prime location. A complete inventory of available spaces, spaces needing rehabilitation to be more attractive to prospective tenants or infill development sites should be included in a comprehensive retail inventory of downtown Round Rock to identify potential locations, leases about to expire or other factors.

A small business loan program is available through the State of Texas to help with financing for businesses that face challenges in accessing capital. The Texas Capital Access Program encourages banks to support small and medium-sized businesses (under 500 employees) that lack collateral to qualify for standard or conventional financing or do not meet other business requirements. The loan can be used for working capital or the purchase or lease of equipment and buildings. Loans are typically administered through local banks and generally available at reduced rates. Loan amounts are capped annually. Participation should continue to be encouraged through the City of Round Rock and/or the Chamber of Commerce.



Welcoming Mixed-Use Developments

Mixed-use projects face a series of challenges; they can be more challenging to design, more expensive to build, and more difficult to finance. For this reason, *the City of Round Rock needs to provide incentives to developers to encourage mixed-use in the Downtown Plan area.* Currently, mixed-use zoning is limited to the Southwest Downtown Plan area and PUDs.

The city should establish a mixed-use district in downtown to encourage:

- Diverse uses to locate in the neighborhood to provide a variety of housing options, retail and services.
- Placement of new buildings close to property lines with parking in the rear of the building in order to engage pedestrians and de-emphasize parking facilities with the goal of creating a dynamic streetscape.
- Developments with quality construction that buffer the impacts of parking facilities and vehicular traffic.
- Neighborhood-enhancing economic activity.

Attracting Creative Industries

- Partner with Cultural Resources Department to develop “Open Studio” program modeled after successful program in Chicago.
- Attract artists to vacant buildings for interim use, helping to bring cultural uses to a commercial areas.
- Award temporary studio space to artists or creative industries who apply to the Round Rock Arts Council to receive temporary studio space, which would rotate to a new artist every month.
- Engage public by requiring the temporary studio space to be open to the public, who can interact with the artist and watch them make art. Artists must be willing to work during busy retail hours—between lunch and commute time, when foot traffic is highest.
- Provide stipend to artists (determined by city, \$500/month in Chicago) to offset their costs.
- The city could pay for utility and insurance costs for the spaces.

Vacant Lots

Currently, there are approximately 14 acres of vacant land in the Downtown Master Plan Area and 6,020 linear feet of unused right-of-way. Developing, landscaping, and activating vacant lots and structures in downtown Round Rock will help revitalization of the area by reducing blight through visual signs of reinvestment – be that community gardens, art installations, or landscaped open space. Temporary or “interim” uses for vacant lots and buildings can provide creative spaces for artists, start-up businesses, and innovative plans – increasing the desirability of the area to spur more permanent redevelopment projects.

An example location for interim use, is the former senior center site (205 East Main Street, see photo, right). The site can temporarily

continue to function as a public green space or courtyard for public events and activities until the town green is constructed and/or until the site redevelops. Ideally a part of the lot can serve as a connection to the pedestrian entrances to the main public parking garage behind Main Street, while part of the lot is redeveloped.

Allowing interim uses provides Round Rock with greater flexibility to adapt to community and market needs in which the city is “activating rather than regulating” land uses. A cost-benefit analysis report by the *Vacant Land Management* in Philadelphia found that improving vacant lots provides economic gains for cities through -

- Increased tax revenue from transferring title of a small percentage of restored lots to abutting owners
- Increased tax revenue due to increased assessed value of property immediately around the improved vacant parcels
- Reduced city costs for ongoing trash and brush removal efforts.

In some cities, land banks have been established in which vacant lots are acquired through the tax foreclosure system. With tracking of tax lien foreclosure, cities are able to put vacant land back into taxable status and more productive use. Unlike many states, Texas legislation allows cities to expeditiously foreclose on properties with property tax delinquencies. There is no redemption period (loss of all property rights) in Texas, shortening the foreclosure process. Land banks are typically operated by nonprofit entities and establish the bank to sell or give vacant lands to other interested parties, thus encouraging infill development. Depending on the scale of the program, land banking can require notable capital investment in the early stages, before properties are resold.

In other cities, adopt-a-lot programs enable neighborhood groups and organizations to qualify for a no-fee city permit to use vacant land on a temporary basis for recreational or community benefit use (e.g. community gardens, passive parks, public art displays, tot lots). Round Rock could:

- *Create a well-publicized city-led pilot project* to demonstrate the opportunities for activity and to build community support and momentum.
- *Develop priority program for neighborhood groups or businesses* – making acquisition easier for neighborhood groups and small businesses intent on expansion.
- *Support public/private partnerships to engage downtown businesses and create industries.* The city would get improved lot and the company would get free marketing and PR.

The density in downtown Round Rock could also be enhanced without compromising the scale and character of the town by encouraging carefully designed infill buildings that complement the scale and urban design relationship of Round Rock’s traditional commercial buildings with the new structures.

Undertaking a Vacant Lot / Structure Inventory and Plan would help the city decide how to move forward with their valuable resources. The inventory could help to:

- Create searchable and accessible website inventory for interim use.
- Recommend inter-agency group to evaluate potential future uses for lots – engage local developers in process.
- Develop user-friendly brochures and model documents (design templates, budget estimates, and lists of planting materials) to support interim use to simplify the process for them.
- Dedicate staff members to act as ‘door-openers’ who get the process started.
- Install “pointing” signs on lots – showing contact information for party responsible for maintenance of lot.



The vacant lot at 205 East Main Street



Quality of Life Performance Standards

While currently the city uses Level-of-Service (LOS) indicators based on the flow of vehicles to measure the quality of their streets, the Master Plan suggests adoption of a new set of performance measures based on residents' "quality of life." In traditional LOS calculations, higher speeds indicate less congestion and thus better "performance". High LOS, however, can compromise the comfort and safety of the pedestrian for the sake of the automobile. See LOS discussion in Appendix for more information.

Quality of life performance standards balance automobile transportation with other factors such as pedestrian/bike mobility, environmental sustainability, design quality, and economic prosperity. The standards help to transform the abstract goal of a "high quality of life" into tangible indicators and measurable standards.

Many cities are starting to look at quality of life indicators. A detailed plan for such a framework is not discussed here, rather a series of concepts are presented, which convey the ideas behind adopting such a framework. While not all of the suggested performance standards are appropriate in all cases, it is clear that the city should embrace a more expansive set of performance measures, if the Master Plan is to succeed.

Pedestrian Level of Service

- Includes walkability measures as defined by indicators such as the size of the street grid, the availability and width of sidewalks, intersection safety, diversity and density of uses, and urban design quality.

Bicycle Level of Service

- Includes the availability and design of bicycle trails or lanes, bicycle storage facilities, workplace showers, and the ease of transferring bicycles to transit, among other factors.

Transit Level of Service

- Includes the speed of transit (trip length), frequency (how often buses come), location (proportion of area's residents served by transit) and reliability (consistency of quality service) of transit. It may also include inter-modality (how well the buses link potential trains), and transit-oriented design, (how well the surrounding area links to transit and the quality of "place" created at the transit station).

Incentives for Green Development

Along with the incentives described above (e.g. TIFs), the city should develop a set of incentives that can be used to attract sustainable design. Such incentives could include the following.

- *Establishment of the Round Rock "Green Tape" Zone.* The city could prioritize development and redevelopment in priority downtown corridors through a "Green-Tape" zone that expedites projects that are found to be in compliance with the Master Plan vision for the Master Plan. Green tape expedited permitting and inspection processes would occur for businesses in the Enterprise Zone. The Zone would assign a "permit technician" to the applicant to help with consultants, questions, and forms.
- *Reduction of Permit Fees for Green Design.* Such a policy would be based on one of the currently accepted benchmarks for sustainable design, such as Leadership in Energy and Environmental Design (LEED) or any other Green Design policy that the city may adopt.
- *Adopting the 2030 challenge* would help Round Rock consider carbon emissions in future development projects. Released by the nonprofit organization, Architecture 2030, the 2030 Challenge aims to guide new construction toward carbon neutrality by the year 2030. See www.architecture2030.org/2030challenge/index.
- *Measuring a decrease in single-occupant drivers* – the least efficient form of transportation – helps demonstrate improved efficiency. Transportation Demand Management techniques such as parking cash-outs and through high quality urban design encourages alternative transportation.

Subdivision Regulations regarding No-Plat Properties

Within the Downtown Master Plan area, there are a large number of properties that do not comply with the Texas statutes and the Round Rock ordinances regarding the platting of subdivisions. Much of the area was platted in the 1880s – shown on Unrecorded Plans (Anderson Addition). The lots were further divided by metes and bounds over the years, but not re-platted. Some of the legal descriptions on deeds for these properties refer to parts of the lots without defining what part of the lot was transferred.

As such, property owners can have trouble selling their properties because title insurance companies and banks require a recorded final plat for the sale and development of land. Round Rock regulations prohibit the issuance of a building permit without the recordation of a platted lot—which is expensive and cumbersome for individual property owners.

Redevelopment in parts of downtown Round Rock cannot move forward easily, without addressing this issue.

Round Rock Subdivision regulations require a plat to be filed if a tract of land is divided into two or more parts. The Subdivision regulations also require the property owners of platted lots to comply with all infrastructure requirements. The neighborhood's infrastructure does not comply with current infrastructure standards of sidewalks, curbs, street lighting, sewer, etc. Requiring the neighborhood to comply with the current standards in order to plat the properties would be prohibitively expensive. Ignoring the issue slows — costing the city in lost economic development. This issue is not new to Texas and has been addressed in neighboring cities such as Austin.

The Downtown Implementation Plan recommends:

- *Creating a comprehensive subdivision plan* to designate all unplatted lots as legal subdivisions.
- *"Grandfathering" existing properties*, to exempt property owners from making infrastructure improvements required by the Round Rock's regulations.
- *Creating a Neighborhood Empowerment Zone or Public Improvement District*, which could help to pay for the costs associated with bringing the unrecorded and/or illegal lots into compliance.





DESIGN 4

Design Guide



DESIGN GUIDE FOR ROUND ROCK

This guide attempts to realize high-quality design on an individual project basis by setting forth recommendations for architecture and urban design.

These guidelines should be used during the private development entitlement review and maintenance processes and the city-led urban design processes to promote a high degree of design quality and creativity.

PURPOSE AND APPLICABILITY

Purpose

The Guide presented in this Chapter is intended to support the Master Plan vision by offering specific design recommendations both for individual architecture projects and for public urban design projects.

Goals of the Guide

The main goals of the Design Guide are to:

- Introduce building design guidelines that respect the architecture, scale, layout and visual attributes of existing downtown Round Rock.
- Suggest updated development guidelines that establish lot size, floor area ratios, parking and street standards, which are more conducive to human-scaled and sustainable growth.
- Suggest urban form guidelines that are compatible with the visions of the Master Plan.
- Create an armature for development that will enable a vibrant, and walkable community.
- Describe design components to use in a future Form Based Code.

How to Use this Guide

The Design Guide should be used by developers, designers, and planners who are making decisions about building style, location, use, and form in downtown. The Guide describes the priorities and design intent of the city.

How the Guide is Organized

A regulating plan is presented at the beginning of the document that divides the area into zones, each having a set of recommended densities, heights, etc.

The Building Guidelines section describes recommendations related to the building type and design for each zone.

The Urban Form Guidelines section discusses recommendations that relate to the public-right-of-way, such as street improvements, landscaping recommendations, etc.

Relationship to the Future Form Based Code

The concepts contained in this Design Guide are presented so that they can be synthesized and spliced into a future Form Based Code. The Design Guide suggests the elements that should be included in the Form Based Code and provides example standards.

A Form Based Code would be able to regulate building form, design, and placements within the downtown area. The Code would be the tool through which the vision for downtown that has been articulated by the City Council, is achieved. Without an enforcement mechanism the design goals for the city may remain merely concepts and development will likely continue without a cohesive vision.

See Chapter Three for a discussion on the Form Based Code.





DOWNTOWN TRANSECT ZONES

The Regulating Plan on the facing page shows the Master Plan area organized into “Transect Zones.” Each zone has its own recommendations in terms of building envelope, land use, and urban form. Round Rock’s zones include:

- T2 Open Space Zone
- T3L Sub-Urban Zone (Low)
- T3+ Sub-Urban Zone (High)
- T4L General Urban Zone (Low)
- T4+ General Urban Zone (High)
- T5L Urban Center Zone (Low)
- T5+ Urban Center Zone (High)
- T6 Urban Periphery Zone
- HC Historic Core Zone
- IH Interstate Highway District Zone

There are also two Overlay Zones:

- HRC Historic Residential-Character Overlay Area
- C Civic Overlay Area

This page describes the Transect Zones and the Overlay Zones and clarifies their intent. See the following page for examples of requirements that would be appropriate for each Transect Zone, and should be considered in the potential future Form Based Code.

Transect Zones - Introduction

The regulating plan for Round Rock uses a “Transect System”. The Transect is a framework that identifies a range of development patterns from the most rural to the most urban. Its continuum, when subdivided, lends itself to the creation of zoning categories. The Transect helps conceptualize land-use depending on the urban or rural nature of a specific area. In addition to the usual building use, density, height, and setback recommendations, other elements of the intended “habitat” are integrated including those of the private lot, building, and public frontage.

The zones presented here are recommendations that may be made regulatory or altered if the city chooses to adopt a future Form Based Code.

See the following page for examples of requirements that would be appropriate for each Transect Zone.

Round Rock’s Transect Zones

The general intent is that the scale of urban form will increase farther away from the historic downtown core area. The historic downtown core area would maintain the existing scale (1-2 stories) and urban form, including tall pedestrian-oriented ground floors with uses such as retail and restaurants, potentially with mixed-uses above. Density would continue to be concentrated within the historic downtown core area (around Round Rock, Mays, and Main), with less dense areas in the Flat, near the creek, and north of the creek.

T2 Openspace Zone consists of sparsely settled lands in open state for civic and openspace uses. These include greenspace and riparian areas around the creek.

T3 (L/+) Sub-Urban Zone consists of low density residential areas, adjacent to higher zones with some limited mixed-use. Setbacks are relatively deep. The roads may be irregular to accommodate natural conditions. This includes areas that are further from the core downtown area. Note that the areas east of Lewis/Spring Street would be primarily single-family residential. ‘L’ signifies a smaller and less dense urban form, while ‘+’ signifies a slight more intense urban form.

T4 (L/+) General Urban Zone consists of a mixed-use but primarily residential urban fabric. It may have a wide range of building types: single-family, sideyard, and rowhouses. Setbacks and landscaping are variable. Streets with curbs and sidewalks define the blocks. This zone includes areas that surround the core downtown area. ‘L’ signifies a smaller and less dense urban form, while ‘+’ signifies a taller, more dense form.

T5 (L/+) Urban Center Zone consists of higher density mixed-use buildings that accommodate retail, offices, rowhouses and apartments. It has a tight network of streets, with wide sidewalks, steady street planting and buildings set close to the sidewalks. This includes areas of the historic core downtown area. The core areas contain mixed-use buildings with ground floor retail and other pedestrian-oriented uses. ‘L’ signifies a smaller and less dense urban form, while ‘+’ signifies a taller more dense form.

T6 Urban Periphery Zone consists of the highest density and height, and the greatest variety of uses. It may have larger blocks; streets have steady street planting and buildings are set close to the wide sidewalks. While typically only large towns and cities have an T6 zones, downtown Round Rock uses this zone for areas around the Interstate. The overall intent is that height and scale would increase farther away from the historic downtown core area.

Downtown Historic Core Zone (HC) consists of the area immediately around the new town green and the historic Main Street. The zone maintains a scale consistent with the historic Main Street from Mays to Burnet, which contains tall 1 story and 2 story mixed-use buildings.

Interstate Highway District (IH) consists of the area with buildings that by their function, disposition, or configuration cannot, or should not, conform to one or more of the six normative Transect Zones. In this case, the area adjacent to the Interstate is designated as a Special District because its urban form will be different from all other zones in the area. The Interstate Highway District area will be more auto-oriented.

Round Rock’s Overlay Areas

Historic Residential-Character Overlay Area (HRC) is applied to areas which require special attention because of the prevalence of historical buildings. The HRC Overlay Area includes many historically-designated or potentially historic residential buildings (e.g. the Nelson-Crier House). The HRC Zone is discussed in detail on page 112.

Civic Overlay Area (C) is applied to areas around the creek that are envisioned as public open space, the City Hall area, and to the Main Street entry green area. These areas are designated as civic because they are critical in establishing the envisioned Plan, offering important civic uses. The city should favor introduction of civic uses in these areas, rather than other forms of development.

Example Standards for Each Zone

The following are recommended requirements, appropriate for each Transect Zone. For recommended Land Uses for each zone, see page 98.

T2	<p>T2 Example Standards</p> <p>Minimum DU/A: None Commercial FAR: 0 on a case by case basis Building Height: 1-2 stories Build-to-Line (measured from public right-of-way): n/a Frontage Occupancy: n/a</p>
T3	<p>T3L Example Standards (See Exceptions*)</p> <p>Maximum Dwelling Units Per Acre (DU/A): single family, only. Minimum DU/A: None Commercial FAR: 0 Building Height: 1-3 stories (45 ft) Build-to-Line (measured from public right-of-way): n/a Frontage Occupancy: n/a</p>
	<p>T3+ Example Standards (See Exceptions*)</p> <p>Maximum Dwelling Units Per Acre (DU/A): 8 units per acre Minimum DU/A: None Commercial FAR: 0.4 Building Height: 1-3 stories (45 ft) Build-to-Line (measured from public right-of-way): n/a Frontage Occupancy: n/a</p>
T4	<p>T4L Example Standards (See Exceptions**)</p> <p>Maximum Dwelling Units Per Acre (DU/A): 18 units per acre Minimum DU/A: 10 units per acre Commercial FAR: 1.0 Building Height: 2-3 stories (45 ft) Build-to-Line (measured from public right-of-way): 5-15 feet Frontage Occupancy: 60% minimum</p>
	<p>T4+ Example Standards (See Exceptions**)</p> <p>Maximum Dwelling Units Per Acre (DU/A): 20 units per acre Minimum DU/A: 12 units per acre Commercial FAR: 1.2 Building Height: 2-5 stories (65 ft) Build-to-Line (measured from public right-of-way): 5-10 feet Frontage Occupancy: 60% minimum</p>

T5	<p>T5L Example Standards (See Exceptions**)</p> <p>Maximum Dwelling Units Per Acre (DU/A): 60 units per acre Minimum DU/A: 18 units per acre Commercial FAR: 2 Building Height: 2-4 stories (55 ft) Build-to-Line (measured from public right-of-way): 0-5 feet Frontage Occupancy: 75% - 90%</p>
	<p>T5+ Example Standards (See Exceptions**)</p> <p>Maximum Dwelling Units Per Acre (DU/A): 80 units per acre Minimum DU/A: 20 units per acre Commercial FAR: 2.5 Building Height: 2-5 stories (65 ft) Build-to-Line (measured from public right-of-way): 0-5 feet Frontage Occupancy: 75% - 90%</p>
T6	<p>T6 Example Standards</p> <p>Maximum Dwelling Units Per Acre (DU/A): No limit Minimum DU/A: 50 units per acre Commercial FAR: 6 Building Height: up to 16 stories (180 ft) Build-to-Line (measured from public right-of-way): 5-10 feet Frontage Occupancy: 90% - 100%</p>

Notes:

1. DU/A figures do not require a residential component, but indicated minimum density when there is a residential component.
2. Build-to-Lines do not apply to Monarch Trees.
3. Build-to-Lines can apply to front plaza space

* Exceptions in the T3 Transect include the following:

1. The T3 area north of Pecan could be used for town homes or condominiums at higher densities.
2. The T3 area east of Mays on the south side of Brushy Creek has potential for either T3 or T4+ residential densities, plus restaurant and commercial uses that would utilize the proximity to the creek.
3. The T3 north of Sunset Dr may have T4L opportunities due to the expansion of church ownership in this area.
4. The T3 designation on portions of the Henna Estate should be a place holder pending decisions by the Henna family.
5. The Nelson Crier house has potential for a number of civic uses, restaurants, and galleries once it is no longer retained as a residence.
6. The Round Rock Community Foundation (RRCF) property (old Main Street ball fields) should be designed as a combination open space and uses for the RRCF, who currently owns the majority of the property. The property should be comprehensively planned to effectively integrate these uses.

IH	<p>IH Interstate Highway District, Example Standards</p> <p>Maximum Dwelling Units Per Acre (DU/A): No limit Minimum DU/A: No limit Commercial FAR: 2 Building Height: up to 5 stories (65 ft) Build-to-Line (measured from public right-of-way): n/a Frontage Occupancy: n/a</p>
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HC	<p>HC, Historic Core, Example Standards</p> <p>Housing + Commercial FAR: 1.5 Building Height: 1-2 stories (20 ft min) Build-to-Line (measured from public right-of-way): 0-3 feet Frontage Occupancy: 90% - 100%</p>
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HRC- Overlay	<p>HRC, Historic Residential-Character Area Overlay** Example Standards</p> <p>All standards in this Overlay Zone reflect the standards of the Transect Zone in which the parcel lies. There are no special density, FAR, height, or build-to-line standards for buildings in the Overlay Zone. Properties within the zone need to abide by certain considerations related to existing historic properties. See pages 112-113. The differences or gaps between the recommended HRC and existing H Overlay design guidelines need to be addressed in the development of the Form-Based Code.</p>
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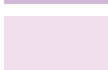
C- Overlay	<p>C, Civic Overlay Example Standards</p> <p>All standards in this Overlay Zone reflect the standards of the Transect Zone in which the parcel lies. There are no special density, FAR, height, or build-to-line standards for buildings in the Overlay Zone. However, the Overlay Zone indicates areas where future civic uses are envisioned. Properties within the zone should be prioritized for civic uses.</p>
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** Exceptions for T4L, T4+, T5L, and T5+ zones:

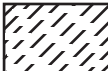

1. One story may be permitted as a Special Exception, notably for restaurant and entertainment uses. One story may also be allowed with a minimum facade height. A Special Exceptions process should be developed during the Form-Based Coding creation.

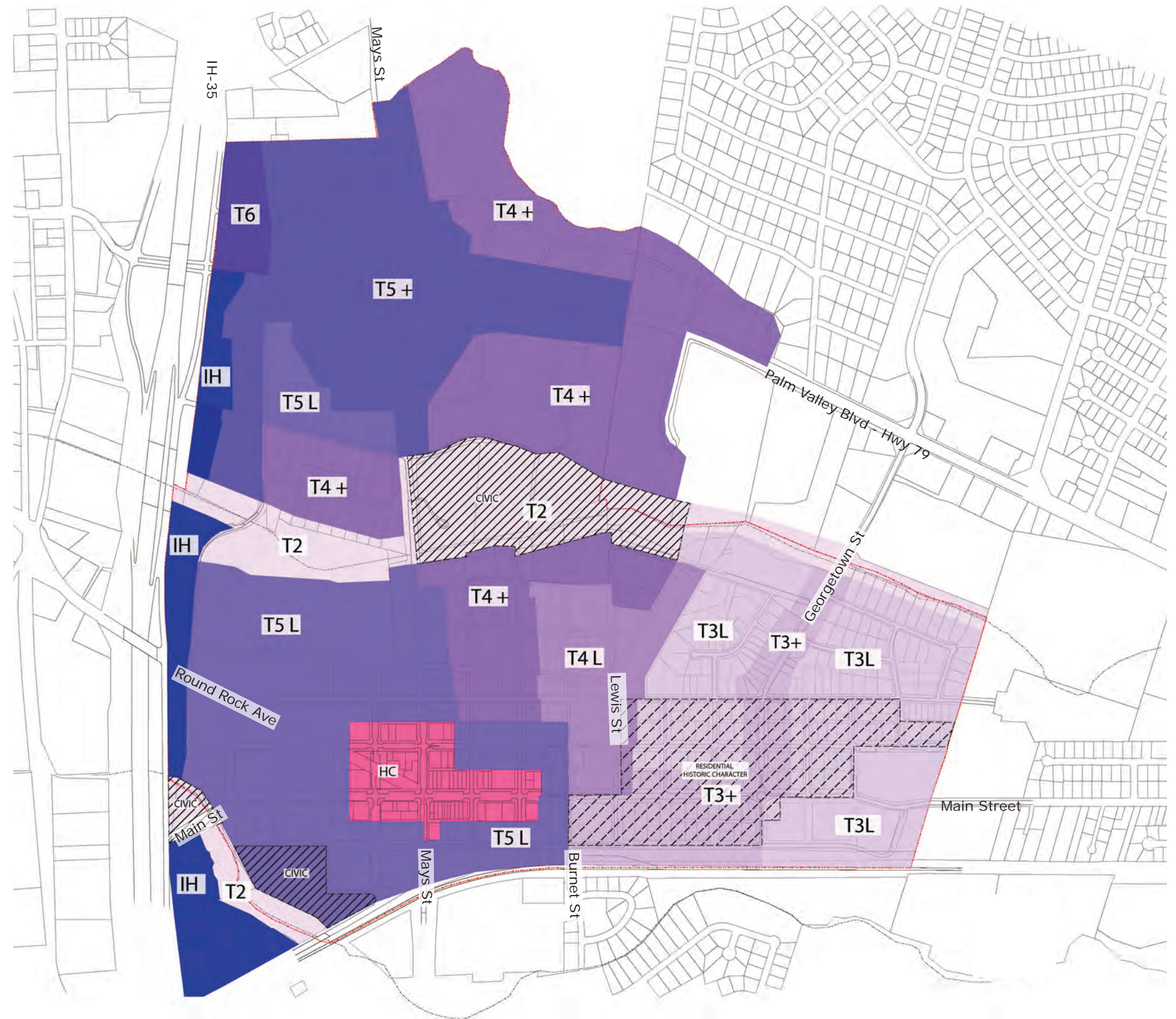


Transect Zones:

-  IH
-  T6 *
-  T5+
- * The boundary between T6 and T5+ should be flexible to take advantage of the intersection of IH 35 and Palm Valley Boulevard.
-  T5L
-  T4+
-  T4L
-  T3L
-  T3+
-  T2
-  HC - Historic Core

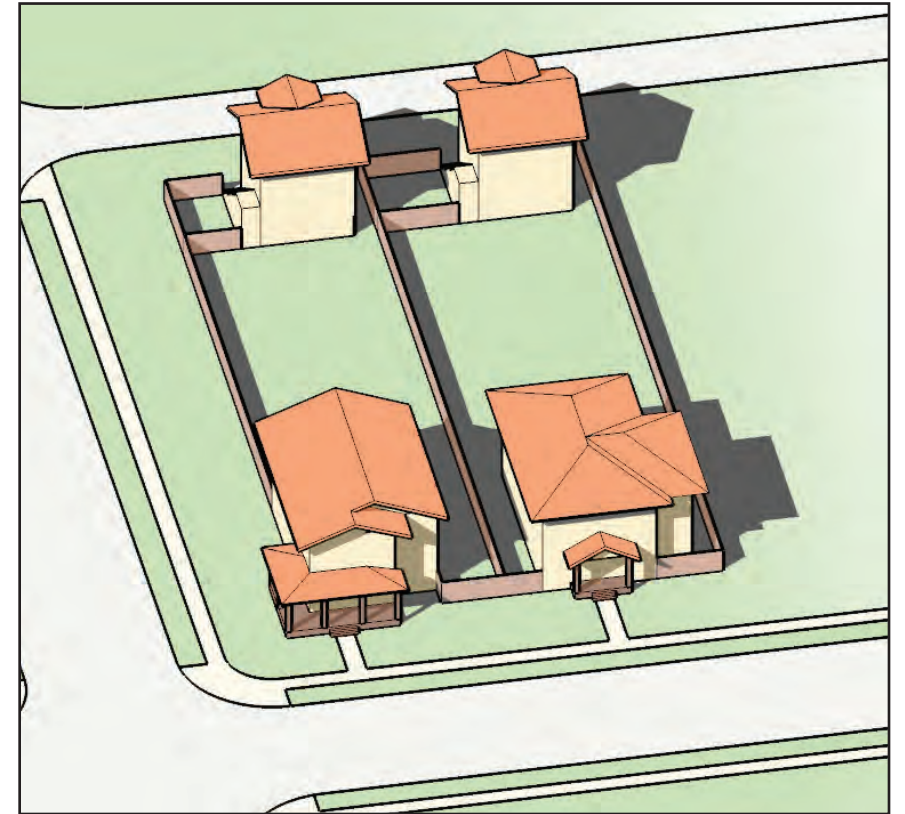
Overlay Areas:

-  HRC- Historic Residential-Character Area
(See page 112 for recommendations for this Overlay Area)
-  C- Civic
(Signifies areas where civic uses are contemplated. Note that the boundary of the Civic Overlay along Brushy Creek should remain flexible so that parkland and trail uses can be integrated with future development near the creek.)





2. BUILDING GUIDELINES SECTION



These guidelines relate to building type and design, within **the private realm, provided by private developers**. They include:

- Building Density and Height
- Land Use
- Build-to Line
- Frontage Occupancy
- Frontage Types
- Building Types
- Yard Types
- Historic Preservation Guidelines
- General Architectural Guidelines
- Residential Architectural Guidelines
- Parking and Service
- Fences, Walls, and Hedges
- Utilities, Storage, and Trash



BUILDING DENSITY AND HEIGHT

Each zone is characterized by its density and height. Regulating building density and height helps ensure that downtown develops in a pattern that is consistent with the Master Plan Vision.

Generally, taller heights and greater densities should be permitted farther from the immediate historic downtown core area, including areas along Palm Valley Blvd - Hwy 79, near the Interstate, and areas of the town center that are not within the Historic Core Overlay. Note that minimum dwelling units per acre (DU/A) figures for Transect Zones do not require a residential component, but indicate minimum density when there is a residential component.

Examples of zones with higher density and height include T6, T5, and T4 zones.

Lower densities and heights are appropriate for the Creekside District and the residential areas north of the Creek. Example zones with lower

Density and Height Recommendations by Zone

- **T2:** Generally, throughout the T2 zone, building heights should be 1-2 stories for civic uses and open space.
- **T3L:** Generally, throughout the T3L zone, building heights should be between 1-3 stories, with land uses limited to single family homes (and bed and breakfasts).
- **T3+:** Generally, throughout the T3+ zone, building heights should be between 1-3 stories, density should be up to 8 dwelling units per acre (DU/A), and commercial floor area ratio (FAR) should be 0.4.
- **T4L:** Generally, throughout the T4L zone, building heights should be between 2 and 3 stories, density should be between 10 and 18 DU/A, and commercial FAR should be 1.0.
- **T4+:** Generally, throughout the T4+ zone, building heights should be between 2 and 5 stories, density should be between 12 and 20 DU/A, and commercial FAR should be 1.2.
- **T5L:** Generally, throughout the T5L zone, building heights should be 2-4 stories and density should be between 18 and 60 DU/A with a commercial FAR of 2.
- **T5+:** Generally, throughout the T5+ zone, building heights should be 2-5 stories and density should be between 20 and 80 DU/A with a commercial FAR of 2.5.
- **T6:** Generally, throughout the T6 zone, building heights should be up to 16 stories, density should be at least 50 DU/A with no maximum, and commercial FAR should be 6.
- **IH:** Generally, throughout the IH (Interstate Highway District) zone, building heights should be up to 5 stories, density can vary, and commercial FAR should be 2.
- **HC:** The Historic Core zone should maintain the 1-2 story height that currently exists on historic Main Street between Mays and Burnet. In this area 1 story buildings should maintain a minimum of 20 feet in height to the top of the parapet or to

the bottom of the eave. Housing plus commercial FAR should be 1.5.

- **HRC- Overlay:** The Residential Historical Character Overlay does not include any special recommendations for building density or height. Building density and height is regulated by the Transect Zone, rather than the Overlay.
- **C- Overlay:** The Civic Overlay does not include any special recommendations for building density or height. Building density and height is regulated by the Transect Zone, rather than the Overlay.

Other Recommendations

- For T4L, T4+, T5, and T5+ transects, one story may be permitted as a Special Exemption, notably for restaurant and entertainment uses with a minimum facade height. The Special Exemption process should be developed during Form-Based Code creation.
- Buildings should be measured by the number of stories and or height in feet.
- Tower elements may exceed the maximum building height by one story up to 400 SF per tower.
- Raised basements should not exceed ½ of a story in height along the front facade.
- Streets recommending three to four story buildings should have a frontage occupancy composed of a minimum of 25% four story building height.



Tower element can exceed height limit.

Height of buildings within the Historic Core (HC) should maintain existing scale of the area, of 1-2 stories and a minimum of 20 feet.

Existing historical density and height along Main Street between Mays and Burnet, is preserved in the Historic Core (HC) Zone, around the town green



RECOMMENDED GROUND FLOOR USES

The diagram to the right and the following page describe recommended land uses.

The Land Use vision for downtown encourages:

- A mix of land-uses throughout the area.
- The concentration of retail and mixed-use (retail/commercial, retail/residential) in the town center, specifically around the town green, and along Main and Mays. This includes restaurant uses, which would enhance the streets around the town green area with outdoor dining.
- Street edges with ground floor civic functions may have ancillary and supportive retail functions such as cafes, gift shops, and the like.

Rationale for the Recommendations

By concentrating ground floor retail, including restaurants, in these areas, the Plan creates a cohesive pedestrian-friendly district in the core of downtown. Retail and restaurant uses activate the street with shoppers, visitors, people-watchers, and outdoor dining. As the heart of downtown, the town green is activated by these uses.

The suggested land uses are compatible with the Economic Demand Analysis performed as part of this Plan, in terms of quantities of uses.

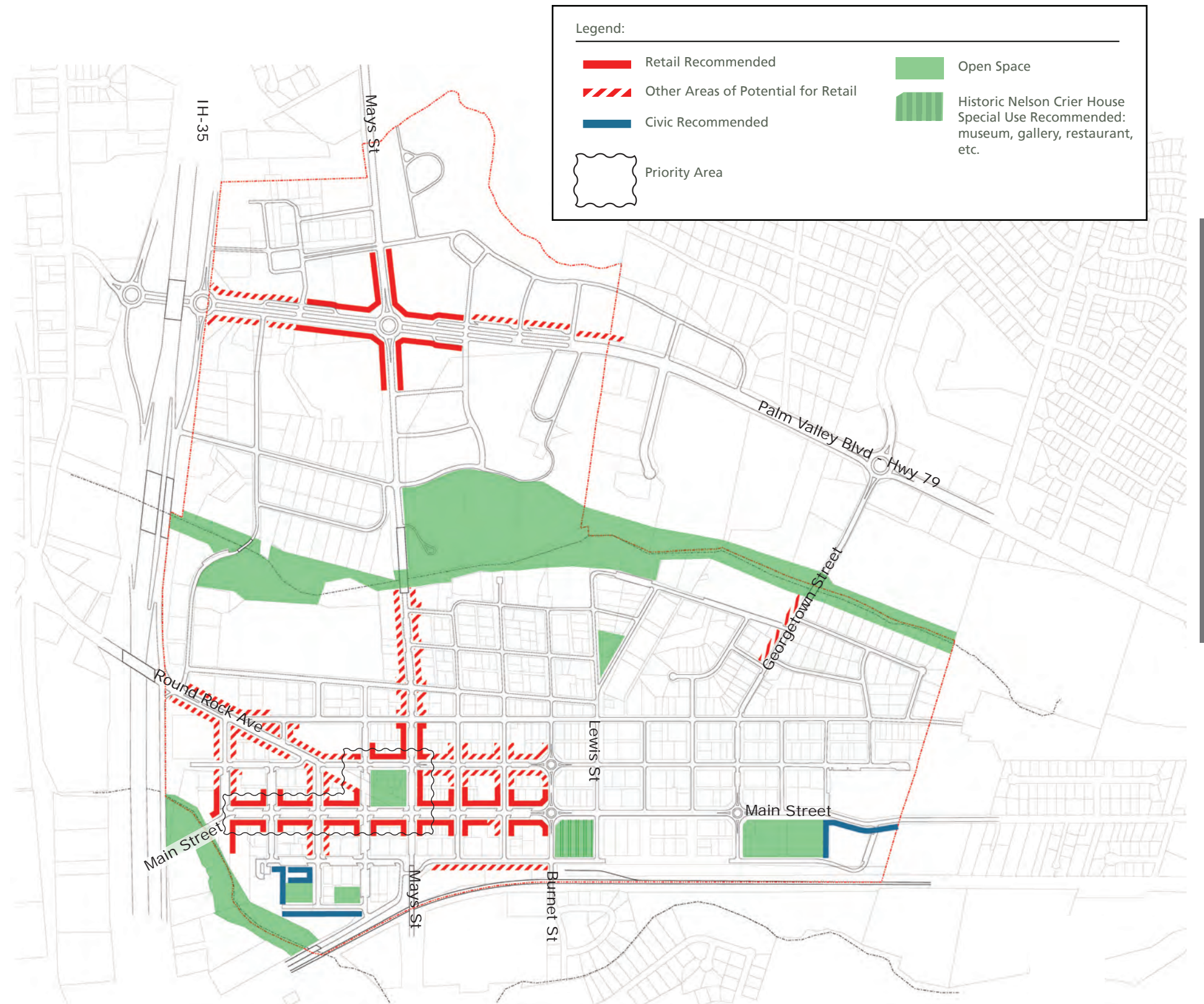
A Note on Priority Areas

The area along Main Street and around the town green is a priority for ground floor retail and restaurants. This area should be targeted first for incentives and programs to encourage these uses. Areas along Palm Valley - Highway 79 at Mays are secondary priority areas for ground-floor retail. As downtown redevelops and expands, retail should be extended along Mays, and along Liberty from Mays to Burnet. Other secondary areas for possible ground floor retail include areas in Southwest Downtown, along Round Rock Ave, along Bagdad between Mays and Burnet, and along the part of Burnet near Main Street.

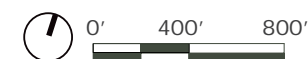
The Link Between Land Use and Form

Wherever certain uses are recommended, building form and massing should be compatible with the vision for each particular zone. For instance a neighborhood meeting hall in the T3+ zone should be scaled to respect the primarily residential buildings that surround it.

Likewise, parking structures that are recommended for use in the T5 zone should be "wrapped" with retail or other pedestrian-oriented uses at the street level so that they do not negatively impact the public realm and jeopardize the vision that this Plan outlines for the downtown area.



Ground Floor Use Diagram



LAND USE RECOMMENDATIONS

The following are land uses that are appropriate for each Transect Zone. For recommended Development Standards, see page 92.

T2 Land Uses
Recommended: Open space and civic uses only.

T3L Land Uses (See Exceptions*)
Recommended: Predominantly single-family residential. Other recommended uses include bed and breakfasts. Note that the areas east of Lewis/Spring Street should be primarily single-family residential.

T3+ Land Uses (See Exceptions*)
Recommended: Predominantly single-family residential with the possibility of low density town homes where property is not suited for single-family. Other recommended uses include bed and breakfasts, and very limited commercial (personal services, office). Note that the areas east of Lewis/Spring Street should be primarily single-family residential.

T4L Land Uses
Recommended: Mixed-use**, but primarily residential. Also includes small office and retail uses (<3,000 SF for entire building), including home office (<1,000 SF). Other recommended uses include those that are civic, such as schools, libraries, theaters, fire/police stations, museums and green/openspace.

T4+ Land Uses
Recommended: Same as T4L (scale is increased, but uses are the same).

T5L Land Uses
Recommended: Higher density mixed-use with retail, offices, rowhouses, and apartments. Uses in this area should be pedestrian oriented. Recommended uses include larger office and retail uses (> 3,000 SF for entire building) and larger residential use configurations, including multi-family and live-work. Hotels are another recommended use, along with a wider variety of civic uses. Civic uses in the zone are more urban than those in the T4 zones. Parking structures and more substantial green and open/spaces are also appropriate.

T5+ Land Uses
Recommended: Same as T5L (scale is increased, but uses are the same).

T6 Land Uses
Recommended: A variety of more intense uses such as larger office and retail (>3,000 SF for entire building). Hotels are another recommended use because of the location near the Interstate. Larger civic uses can also be located in the zone, along with some larger residential use configurations, such as multi-family, mixed-use, and condominiums. Parking structures are also appropriate.

* Exceptions in the T3 Transect include the following:

1. The T3 area north of Pecan could be used for town homes or condominiums at higher densities.
2. The T3 area east of Mays on the south side of Brushy Creek has potential for either T3 or T4+ residential densities, plus restaurant and commercial uses that would utilize the proximity to the creek.
3. The T3 north of Sunset Dr may have T4L opportunities due to the expansion of church ownership in this area.
4. The T3 designation on portions of the Henna Estate should be a place holder pending decisions by the Henna family.
5. The Nelson Crier house has potential for a number of civic uses, restaurants, and galleries once it is no longer retained as a residence.
6. The Round Rock Community Foundation property (old Main Street ball fields) should be designed for a combination of open space and family-oriented social service facilities and administrative offices. The property should be comprehensively planned to effectively integrate those uses. A special zoning district (PUD) will be required to develop this property.

IH Interstate Highway District, Land Uses
Recommended: A variety of more auto-oriented uses, given location near the Interstate, including shopping centers, gas stations, service stations, and various commercial configurations.

HC Historic Core, Land Uses
Recommended: Pedestrian-oriented mixed-uses for both existing and new buildings, which include retail or pedestrian-oriented commercial uses on the ground floor, and residential, hotels, inns, office, and other uses above. Civic uses are also appropriate for the Historic Core, including live theaters, movie theaters, libraries, information kiosks, green/openspace and other uses that activate the public realm.

HRC Historic Residential-Character Area Overlay, Land Uses
 Land Use is governed by the underlying zone, rather than the overlay. Therefore buildings within the HRC Overlay, should be compatible with the uses prescribed by the applicable zone. Note, however that the HRC Overlay is a *Residential Character* area and as such, while building uses may vary, buildings themselves should respect the historical residential character that exists in the area.

C Civic Overlay, Land Uses
 Land Use is governed by zone, rather than the overlay. Therefore buildings within the C Overlay should be compatible with the uses prescribed for each zone. Note, however that the C Overlay is a *Civic* area and as such, new buildings should be considered especially for civic uses, in order to support the visions of this Master Plan.

** 'Mixed-use' refers to some combination of residential, commercial and/or other use in one building. Usually commercial or retail uses are on the ground floor.

BUILD-TO LINE

The most important element in defining the public realm is the “street wall”. This street wall is made up of building facades that are built on a Build-to Line. A Build-to Line requires that buildings must be built up to a predetermined line and are not permitted to be located further back, except where the frontage occupancy allows for a break in the street wall. Buildings should be located with front facades along Build-to Lines. Build-to lines are measured from the public right-of-way

The future Form Based Code should include standards for Build-to lines in order to ensure that the relationship between the buildings and the public realm is appropriately activated.

General Recommendations

- Larger build-to lines (10'-15') are appropriate for more residential areas outside of the town center area.
- Small build-to lines (0'-5') are appropriate for the areas along historic Main Street and the new town green, so that new development is compatible with the look and feel of existing historic buildings.
- Buildings should be located at block corners (rather than voids).
- Buildings should have two primary facades when located at block corners, which are oriented to the two streets.

Build-to Line Recommendations by Zone

- **T2:** Build-to lines do not apply
- **T3L:** Build-to lines do not apply
- **T3+:** Build-to lines do not apply
- **T4L:** 5' - 15' (from the public right-of-way)
- **T4+:** 5' - 10' (from the public right-of-way)
- **T5L:** 0' - 5' (from the public right-of-way)
- **T5+:** 0' - 5' (from the public right-of-way)
- **T6:** 5' - 10' (from the public right-of-way)
- **IH:** Build-to lines do not apply
- **HC:** 0' - 3' (from the public right-of-way)
- **HRC Overlay:** Build-to line governed by zone
- **C Overlay:** Build-to line governed by zone

Monarch Trees

- Build-to Lines should not apply to Monarch Tree locations, and should not encroach on them. Monarch trees (as defined in the Round Rock Tree Ordinance) are large mature trees that represent a major asset to the community, providing visual respite, shade, and environmental benefits.
- A certified arborist should certify the health and longevity of any Monarch Tree in question.

FRONTAGE OCCUPANCY

Frontage occupancy is the minimum amount of building face that must be built along or within 3 feet of the Build-to Line. This ensures that a “street wall” will spatially define the public realm. The more urban the setting, the greater the intended spatial definition, and therefore the greater the frontage occupancy requirement.

Buildings should occupy the Build-to Line at certain percentages based on their location in each Transect Zone.

General Recommendations

- Frontage Occupancy in the Master Plan Area should be greater within the Historic Core (HC) and T5 and T6 zones.
- Frontage occupancy in the Plan Area should be less within the T2, T3L, T3+, and T4 zones.

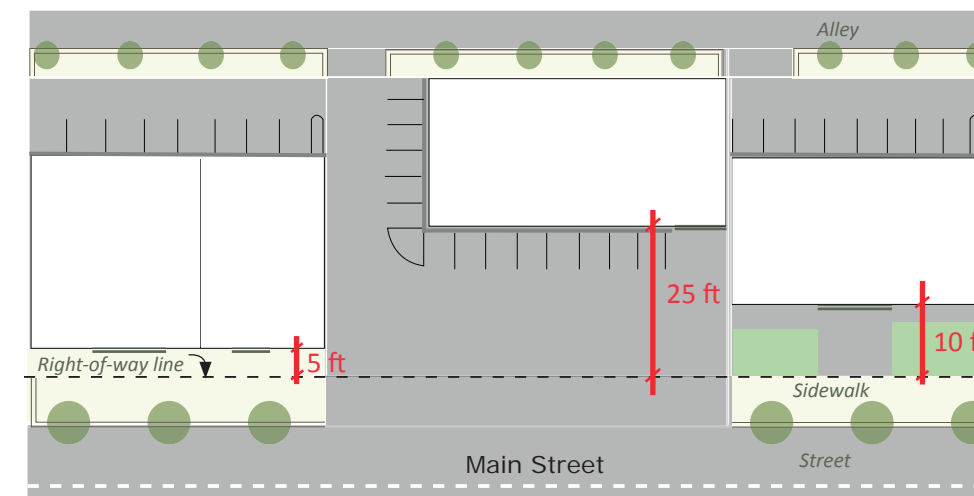
Frontage Occupancy Recommendations by Zone

- **T2:** Frontage occupancy does not apply
- **T3L:** Frontage occupancy does not apply
- **T3+:** Frontage occupancy does not apply
- **T4L:** 60% minimum
- **T4+:** 60% minimum
- **T5L:** Between 75% - 90%
- **T5+:** Between 75% - 90%
- **T6:** Between 90 - 100%
- **IH:** Build-to lines do not apply
- **HC:** Between 90% - 100%
- **HRC Overlay:** Frontage occupancy governed by zone
- **C Overlay:** Frontage occupancy governed by zone

Notes

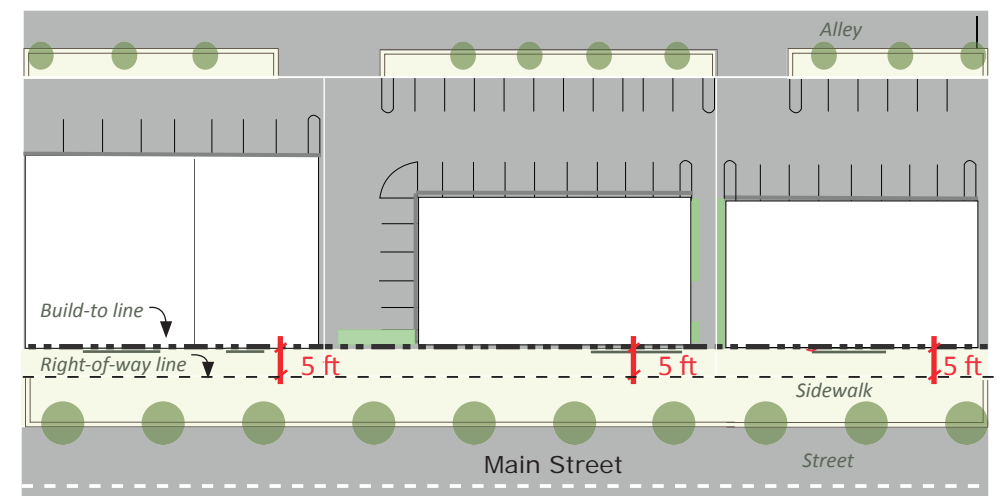
- Frontage occupancy requirements should apply to all floors of buildings (excluding occupied or unoccupied space in roofs).
- For frontage occupancy purposes, single buildings that form a courtyard, 15' in width or less, by recessing a portion of the occupied building from the Build-to-line, should be measured as the full width of the building parallel to the Build-to line.
- Total actual courtyard widths should not exceed 15% of the total Build-to line frontage.
- Recessing to create a courtyard, should be a maximum of 30' deep.
- Build-to Lines can apply to front plaza space.
- Streets requiring two to four story buildings should have a frontage occupancy composed of a maximum of 75% four story building height.

Before: No Build-to Line



Conditions without a Build-to Line. Each building is set back a different amount from the street. The street wall is not continuous. There is street-facing parking negatively impacts the pedestrian-experience.

After: With Build-to Line



Conditions with a Build-to Line. Each building has most of its building face located directly along the Build-to Line. Note that the building in the middle has a lower percentage of frontage occupancy than the buildings on either side (less of its building face along the Build-to line).



FRONTAGE TYPES

“Frontage types” describe building facades in terms of their relationship to the street.

Identifying recommended frontage types helps the Master Plan define the desired look and feel of new development in downtown and to encourage a lively town center atmosphere.

Recommended frontage types include:

- Shopfronts
- Arcades / Galleries
- Stoops
- Dooryards
- Forecourts
- Front Yards
- Sideyards

Each of these frontage types contribute to the vision of downtown as a walkable, pedestrian-oriented, and small scale urban center.

General Recommendations

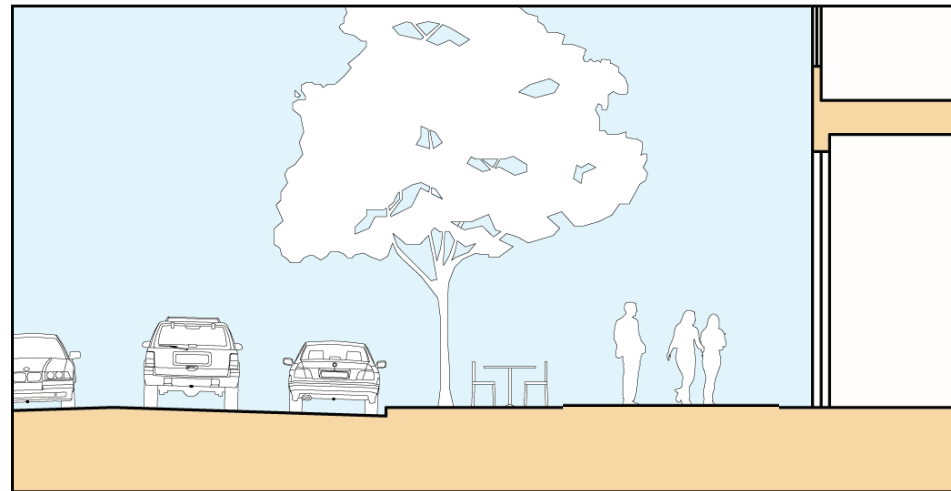
- Street-facing façades of proposed buildings should be designed as one of the building frontage types included here.
- Frontage types that are closer to the sidewalk or street edge are more appropriate for the Historic Core (HC) and T5 and T6 zones.
- Frontage types that are looser, setback from the street edge, and incorporate more open space areas, are recommended for the T2, T3L, T3+, and T4 zones.

Zone Recommendations

- Shopfronts: recommended for the T4+, T5L, T5+, T6, IH, and HC zones.
- Arcades and Galleries: recommended for the T4+, T5L, T5+, T6, IH, and HC zones.
- Stoops: recommended for all T4, T5, and T6 zones.
- Dooryards: recommended for all zones except T2, IH, and HC.
- Forecourts: recommended for T4, T5, and T6 zones.
- Front Yards: appropriate for T3L, T3+, T4L, T4+, and T5L zones.
- Sideyards: recommended for T3L, T3+ and T4 zones only.

Shopfront

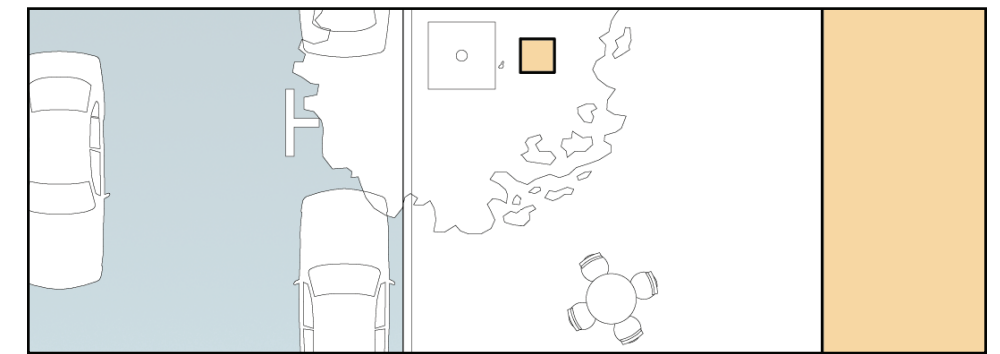
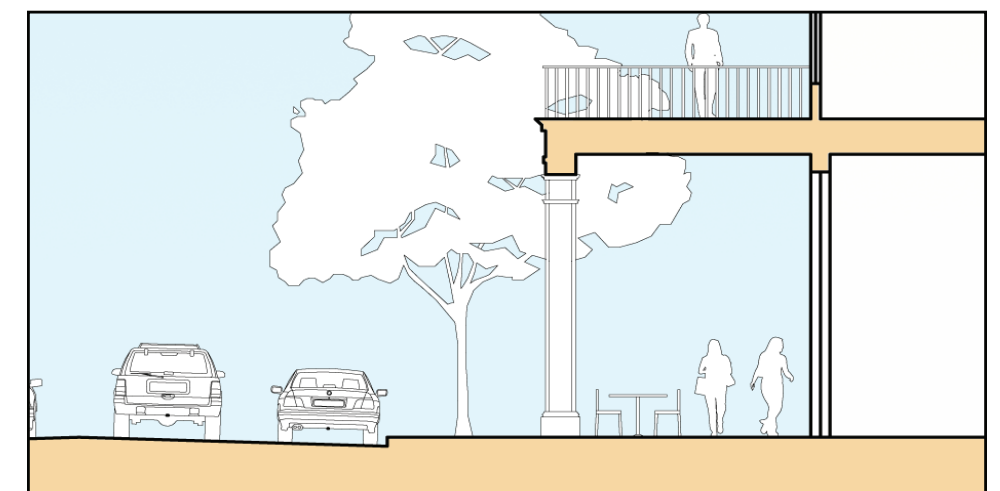
Recommended for: T4+, T5L, T6, IH, HC



- *Entries:* Should be flush with exterior grade.
- *Uses:* Cafe seating is permitted, either building-adjacent or curb-adjacent.
- *Ground Plane:* Should be scored concrete or pavers from curb to building face.
- *Furnishing Location:* A furnishing zone should be established contiguous with the curb where street furniture should be located (see Landscape Guidelines).
- *Product displays* (flowers, food, etc.) are encouraged.
- Residential uses above and behind retail are encouraged except in IH zone.
- Buildings equipped with cantilevered shed roof or awning are encouraged.
- Street trees should be planted in tree pits with tree grates.

Arcade / Gallery

Recommended for: T4+, T5L, T5+, T6, IH, HC

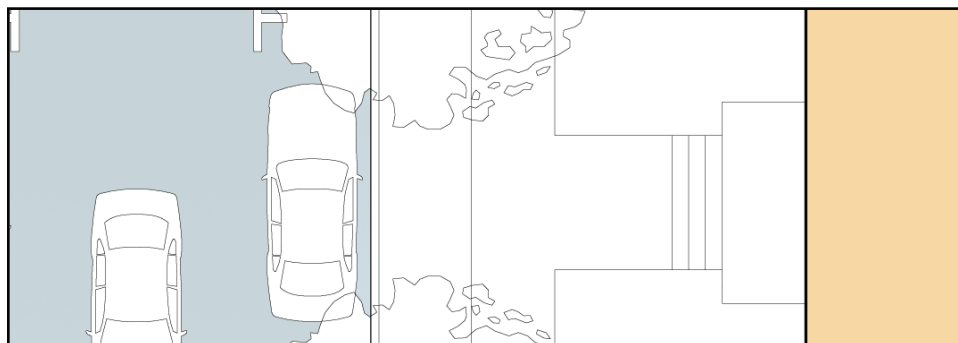
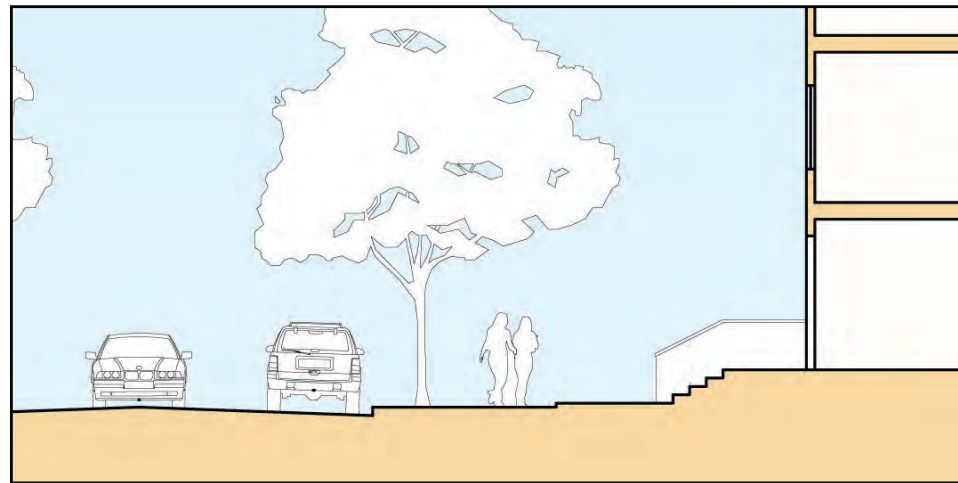
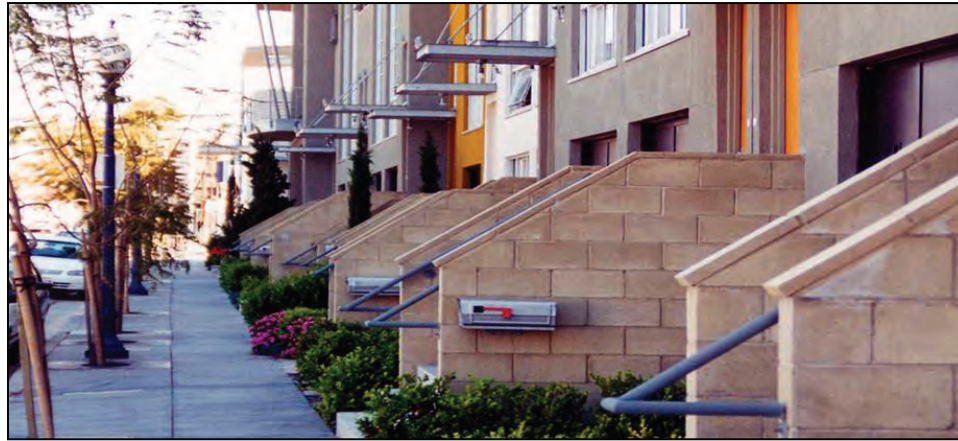


- *Entries:* Should be flush with exterior grade.
- *Ground Plane:* Should be scored concrete or pavers from curb to building face.
- *Furnishing Location:* A furnishing zone should be established contiguous with the curb where street furniture should be located (see Landscape Guidelines).
- *Uses:* Cafe seating is permitted, either building-adjacent or curb-adjacent.
- *Product displays* (flowers, food, etc.) are encouraged.
- Residential uses above and behind retail are encouraged except in IH zone.
- Street trees should be planted in tree pits with tree grates.



Stoop

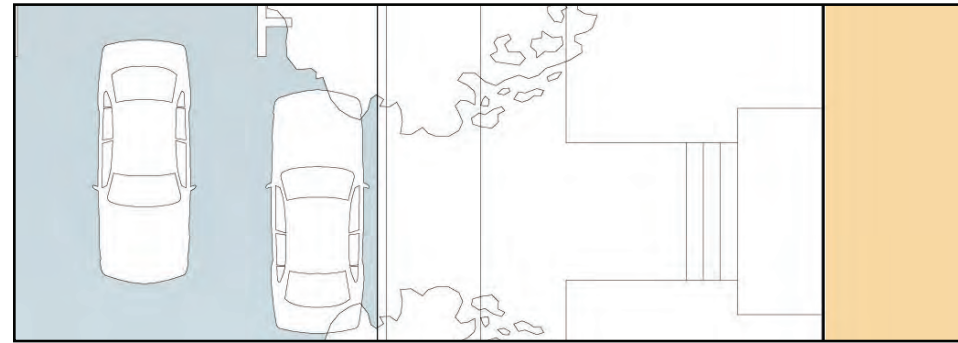
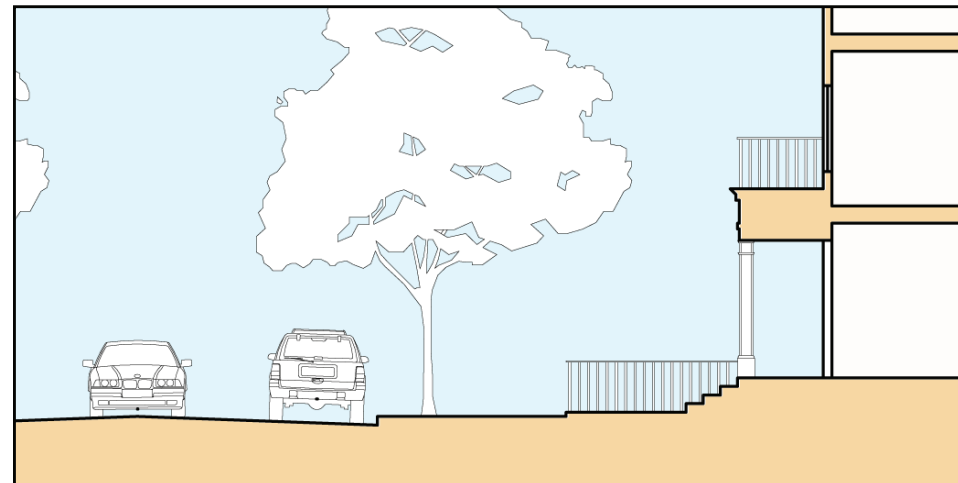
Recommended for: T4L, T4+, T5L, T5+, T6



- Covered stoops are allowed.
- Ground Plane: Should be grass, shrubs or ground cover.
- Furnishing Location: Street lights should be centered in the tree planting strip that is contiguous with the street curb.
- Street trees should be planted in tree planting strip.

Dooryard

Recommended for: T3L, T3+, T4L, T4+, T5L, T6



- Ground Plane: Should be grass, shrubs or ground cover.
- Furnishing Location: Street lights should be centered in the tree planting strip that is contiguous with the street curb.
- Entries for multi-family buildings with corridors: Primary entrances to buildings should be ADA accessible per code. Ground floor units should have primary entries from corridor and should be addressed from common building entry – ground floor units should also have a secondary entry from the sidewalk.

Forecourt

Recommended for: T4L, T4+, T5L, T5+, T6

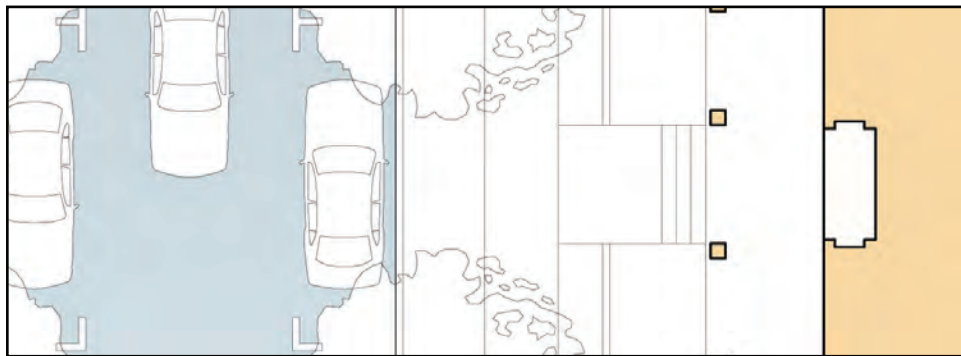
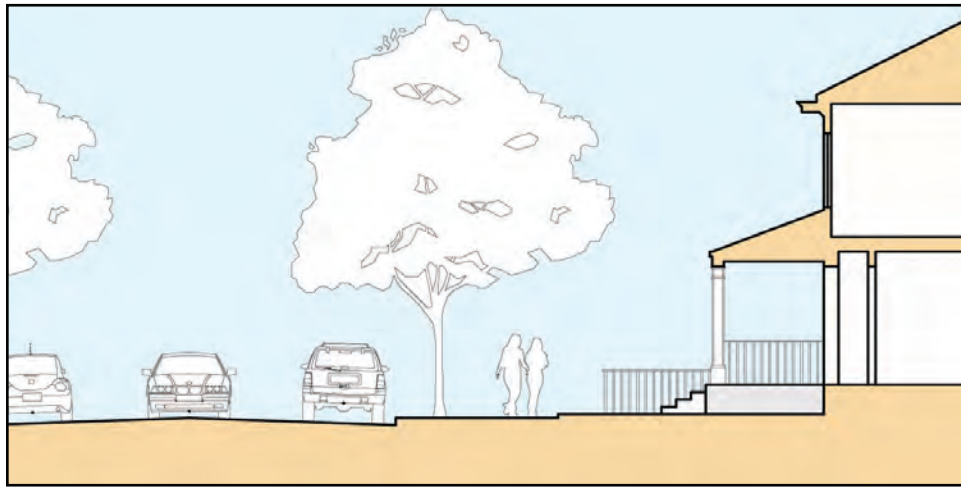
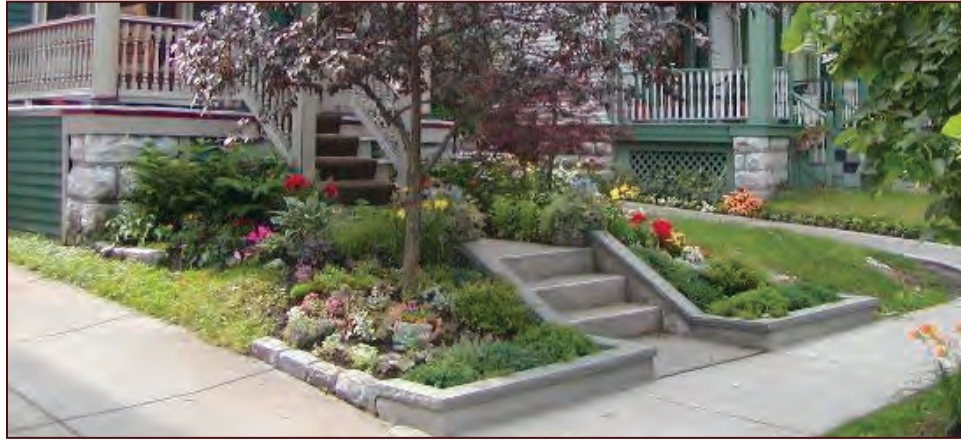


- Ground Plane: Should be grass, shrubs or ground cover.
- Furnishing Location: Street lights should be centered in the tree planting strip that is contiguous with the street curb.
- Porches are not permitted.
- Forecourt should be used sparingly and in conjunction with stoops and shop fronts.
- Frontage Delineation: Gardens and vehicular drop-offs are suitable in the resulting forecourt.



Front Yard

Recommended for: T3L, T3+, T4L, T4+, T5L



- The façade is set back substantially from the front property line.
- The front yard may or may not be visually continuous with adjacent yard.
- The deep setback provides a buffer from high-speed thoroughfares.
- A porch and fence can also be incorporated.

Sideyard

Recommended for: T3L, T3+, T4L, T4+



- Facade is set back substantially from one side of the property line.
- Side yard is fenced and may or may not be visually continuous with adjacent yards.
- The deep setback provides a buffer from high speed thoroughfares.
- It is recommended that a porch and fence be incorporated.



BUILDING TYPES

The following pages describes appropriate “building types” for downtown. Building types are examples of buildings that are compatible with the scale and character envisioned for downtown.

Recommended building types include:

- High-Rises
- Commercial Blocks
- “Texas Donuts”
- Liner Buildings
- Hybrid Courts
- Stacked Dwellings
- Live Work Units
- Townhouses
- Courtyard Housing
- “Villas”
- Duplexes, Triplexes, and Quadplexes
- Sideyard House
- Front Yard Houses

Rationale for the Recommendations

Identifying building types helps the Master Plan define the desired look and feel of new development in downtown and encourages a lively town center atmosphere. Building types help describe what forms of development are appropriate in scale, massing, and articulation. The example building types can be used as a guide for developers and designers to understand some key components, including frontages, access, lot width, etc.

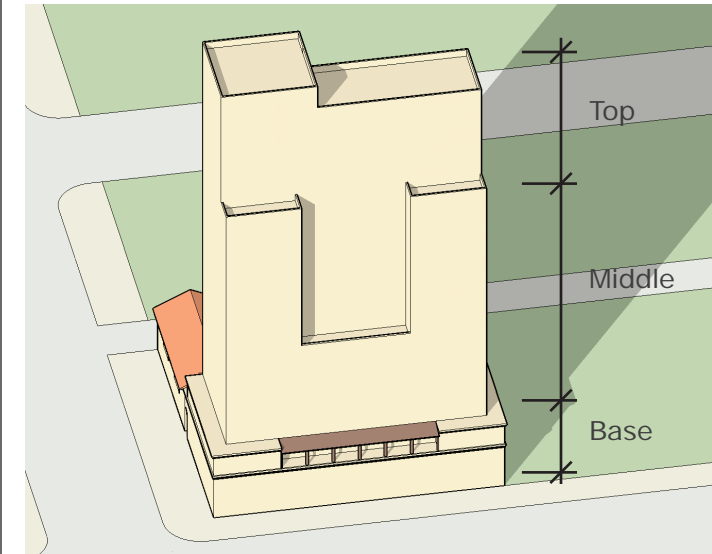
General Recommendations

- Buildings should be designed as one of the types included here.
- Building types that are larger in scale and massing are more appropriate for the Historic Core (HC), T4+, T5, and T6 zones.
- Building types that are smaller in scale and massing, are setback from the street edge, and incorporate more openspace areas, are recommended for the T4L, T3L, T3+, and T2 zones.

Specific Recommendations

- High-Rises: recommended for the T6 zone only.
- Commercial Blocks: recommended for T4+, T5L, T5+, T6, and HC.
- “Texas Donuts”: recommended for T4+, T5L, T5+, T6, IH, and HC.
- Liner Buildings: recommended for T4+, T5L, T5+, T6, IH, and HC.
- Hybrid Courts: recommended for all T4 and T5 zones.
- Stacked Dwellings: recommended for all T4 and T5 zones, and IH.
- Live Work Units: recommended for all T4 and T5 zones.
- Townhouses: recommended for T4L, T4+, and T5L.
- Courtyard Housing is recommended for T4L, T4+, and T5L.
- “Villas”: recommended for T4L and T4+.
- Duplexes, Triplexes, and Quadplexes: recommended for T3+ and T4L.
- Sideyard Houses: recommended for T3L, T3+ only.
- Front Yard Houses: recommended for T3L, T3+ only.

High-Rise - Recommended for: T6 only



A building over 5 stories, containing a mix of uses including ground floor retail and pedestrian-oriented commercial, with upper floors configured for office, residential, and or hotel. High rise buildings should contain a 1 to 4 story base, a middle, and a top of several stories.

Lot Width/Frontage

- Frontage length varies by Transect Zone.

Access Guidelines

- The main entrance to each ground floor storefront is directly from the street.
- Where an alley is present, parking is accessed through the alley.
- For lots without alley access, parking is from the side street.

Parking Guidelines

- Where parking is required on site, it is accommodated in an underground garage, and or a podium.
- Parking entrances to subterranean garages, podiums and/ or driveways should be located as close as possible to the side or rear of each lot.
- Parking should be available to the public at market rates.

Service Guidelines

- Services (including all utility access, above ground equipment, trash containers) should be located on an alley or on the rear of the lot for those without alley access.

Landscape Guidelines

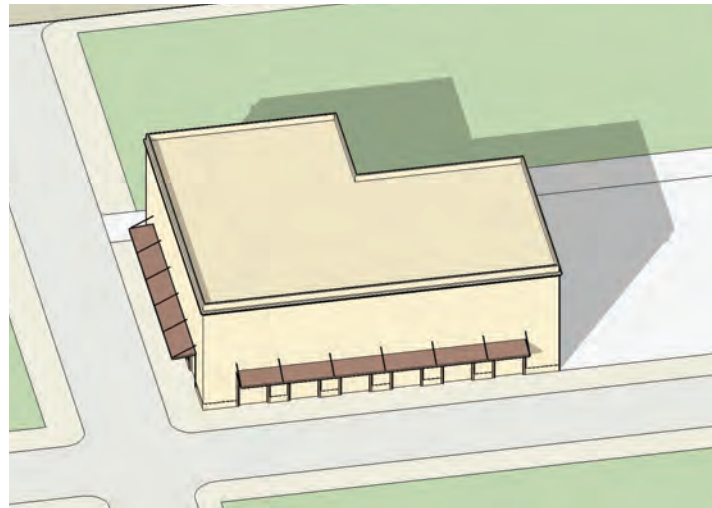
- In the front yard, there should be no required landscape except for the streetscape.

Frontage Guidelines

- Balconies are allowed in any yard (front, side, rear) and are encouraged.
- Building facade should be dominated by balconies.
- See applicable frontage guidelines.



Commercial Block- Recommended for: T4+, T5L, T5+, T6, HC



A building designed for occupancy by retail, service, and/or office uses on the ground floor, with upper floors also configured for office or residential uses.

Lot Width/Frontage

- Frontage length varies by Transect Zone.

Access Guidelines

- The main entrance to each ground floor storefront is directly from the street.
- Where an alley is present, parking is accessed through the alley.
- For lots without alley access, parking is from the side street.

Parking Guidelines

- Where parking is required on site, it is accommodated in an underground garage, surface parking, tuck under parking or a podium.
- Parking entrances to subterranean garages, podiums and/ or driveways should be located as close as possible to the side or rear of each lot.
- Parking should be available to the public at market rates.

Service Guidelines

- Services (including all utility access, above ground equipment, trash containers) should be located on an alley or on the rear of the lot for those without alley access.

Landscape Guidelines

- In the front yard, there should be no required landscape except for the streetscape.

Frontage Guidelines

- Balconies are allowed in any yard (front, side, rear) and should face the street.
- Building facade should be dominated by balconies.
- See applicable frontage guidelines.

* Buildings over 5 stories should be considered a high-rise.

Texas Donut- Recommended for: T4+, T5L, T5+, T6, IH, HC



A building/garage ensemble, designed for occupancy by retail, service, and/or office uses on the ground floor, with upper floors configured for such uses, and residences or a hotel. These buildings can be either attached to or detached from the garage with appropriate fire separation.

Lot Width/Frontage

- Frontage length varies by Transect Zone.
- If building has a long street frontage, it should be designed to appear as several buildings.

Access Guidelines

- The main entrance to each ground floor storefront is directly from the street.
- Entrance to the residential portions of the building is through one or more street-level lobby/ lobbies.

- Where an alley is present, parking should be accessed through the alley.
- For lots without alley access, parking is from the side street.

Parking Guidelines

- Required parking is typically in the garage.
- Parking entrances to garages are located as close as possible to the side or rear of each lot.
- Parking garages should be predominantly screened by occupiable building(s).
- Parking garages with green roofs and/or active recreational space should be encouraged.

Service Guidelines

- Services (including all utility access, above ground equipment, trash containers) should be located on an alley or on the rear of the lot for those without alley access.

Open Space Guidelines

- Private patios are allowed in any yard (front, side, rear).
- Courtyard dimensions should be of significant amount to allow light in.

Landscape Guidelines

- All yards should be landscaped.

Frontage Guidelines

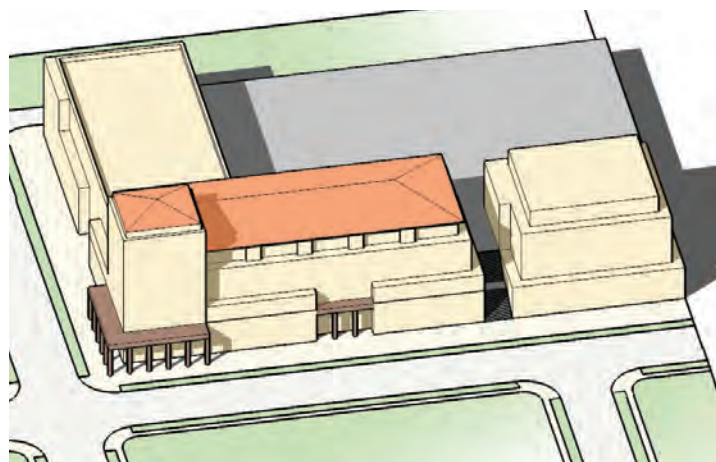
- See applicable frontage guidelines.

Building Size and Massing Guidelines

- Buildings may be composed of one dominant volume.

* Buildings over 5 stories should be considered a high-rise.

Liner Building- Recommended for: T4+, T5L, T5+, T6, IH, HC



A building that conceals a separately constructed garage, designed for occupancy by retail, service, and/or office uses on the ground floor, with upper floors configured for such uses, and residences or a hotel. These buildings can be either attached to, or detached from the garage with appropriate fire separation.

Lot Width

- Frontage length varies by Transect Zone.

Access Guidelines

- The main entrance to each ground floor storefront is directly from the street.
- Entrance to the upper levels of the building is through a street level lobby, or through a podium lobby accessible from the street or through a side yard.
- For corner lots without alley-access, parking is from the side street through the building.
- Where an alley is not present, parking is accessed from the street through the building.
- Where a visible alley is present, parking should be accessed through the alley.

Parking Guidelines

- Parking should be included behind the liner building.

Service Guidelines

- Services (including all utility access, above ground equipment, trash containers) should be located on an alley or on the rear of the lot for those without alley access.

Open Space Guidelines

- There are no required open spaces for this type.

Frontage Guidelines

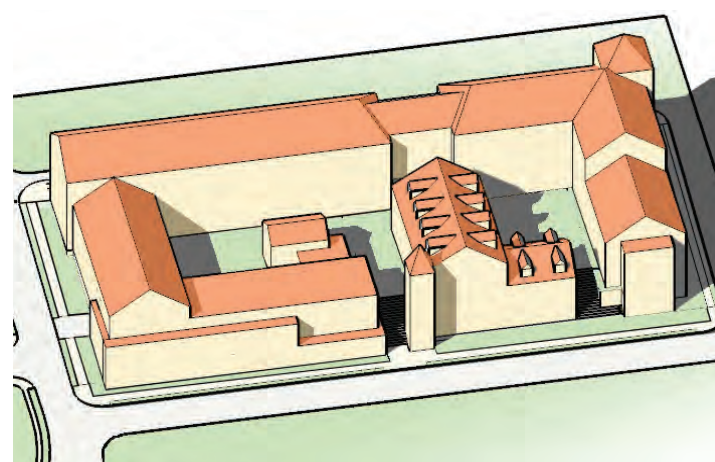
- Balconies are allowed in any yard (front, side, rear) and are encouraged.
- See applicable frontage guidelines.
- Front building facade should not be dominated by balconies.

Building Size and Massing Guidelines

- Buildings may be composed of one dominant volume.

* Buildings over 5 stories should be considered a high-rise.

Hybrid Court- Recommended for: T4L, T4+, T5L, T5+



A building designed for occupancy by retail, service, and/or office uses on the ground floor, with upper residential floors that combine a double-loaded corridor of stacked dwellings with a courtyard housing type.

Lot Width/Frontage

- Frontage length varies by Transect Zone.

Access Guidelines

- The main entrance to each ground floor storefront is directly from the street.
- Entrance to the residential portions of the building is through a street level lobby, through a podium lobby or courtyard accessible from the street, or through a side yard.
- For lots with alleys, garages and services should be accessed from the alley.
- For lots without alleys, garages and services should be accessed by a narrow.

Parking Guidelines

- Where parking is required on site it is accommodated in an underground garage podium, surface parking, tuck under parking, or any combination of the above.
- If a podium is used, it should be no greater than one story above grade and should have a liner of habitable space on any primary street.

Service Guidelines

- Services (including all utility access, above ground equipment and trash containers) should be located on an alley when present, or in the rear of the lot for those lots without alley access.

Open Space Guidelines

- The primary shared open space is a central yard designed as a courtyard.
- Courtyards can be located on the ground or on a podium.
- Sideyards may also be formed to provide outdoor patios connected to ground floor commercial uses.
- Private patios are allowed in any yard (front, side, rear)

Landscape Guidelines

- All yards should be landscaped or landscaped and hardscaped.

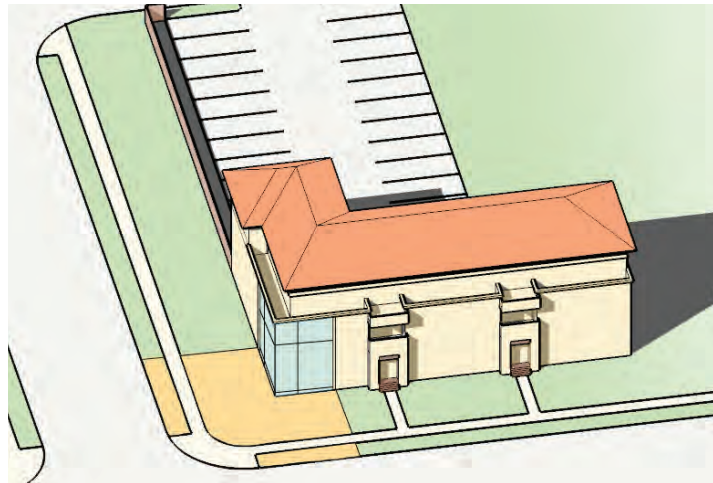
Frontage Guidelines

- Stoops up to 4 feet in height may be placed above subterranean parking, provided they are landscaped and scaled to the street and building.
- Balconies are allowed in any yard (front, side, rear).
- See applicable frontage guidelines.



Stacked Dwellings-

Recommended for: T4L, T4+, T5L, T5+, IH



A structure of single-floor and/or multi-floor dwellings of similar configuration either above or below. It may have ground floor retail or live/work.

Lot Width/Frontage

- Frontage length varies by Transect Zone

Access Guidelines

- The main entrance to the building is through a street level lobby, or through a combination of street/podium lobby directly accessible from the street, except that the main entrance to each ground floor dwelling is directly from the street. Secondary access is through an elevator and corridor.
- Where an alley is present, parking is accessed through the alley.
- For lots without alley-access, parking is accessed via a side street, where possible.

Parking Guidelines

- Any required parking should be accommodated in an underground garage podium or on adjacent blocks by agreement.
- Parking entrances to subterranean garages and/or driveways are located as close as possible to the side or rear of each lot - surface parking should be in rear of lot or middle of block.
- If a podium is used, it should be no greater than one story above grade and should have a liner of habitable space on any primary street.
- Surface parking, where utilized, should be screened by walls or hedges of at least 36 inches in height.

Service Guidelines

- Services (including all utility access, above ground equipment, and trash containers) should be located on an alley or on the rear of the lot for those without alley access.

Open Space Guidelines

- The main shared open space is the rear yard designed as a courtyard.
- Courtyards are located on the ground or on a podium.
- Sideyards can be formed as common use gardens.
- Private patios are allowed in any yard (front, side, rear).

Landscape Guidelines

- All yards should be landscaped.
- At least one large tree planted directly in the ground should be provided in the rear yard.

Frontage Guidelines

- Balconies are allowed in any yard (front, side, rear), except that balconies facing the street should not be deep.
- See applicable frontage guidelines.

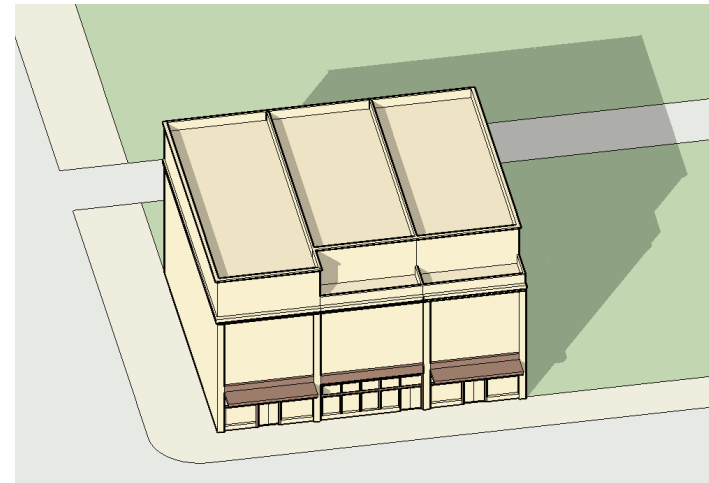
Building Size and Massing Guidelines

- Dwellings can be as repetitive or unique as deemed by individual designs.

*Buildings greater than three stories should have structured parking.

Live Work-

Recommended for: T4L, T4+, T5L, T5+



An integrated residence and working space located on the ground floor, occupied and utilized by a single household.

Lot Width/Frontage

- Maximum: 125 ft.

Access Guidelines

- The main entrance to the ground floor flex space should face and be accessed directly from the street.
- The upstairs dwelling should be accessed by a separate entrance.
- For lots with alleys, garages and services should be accessed from the alley. For lots without alleys, garages and services should be accessed by a narrow driveway.

Parking Guidelines

- At least one of the required parking space should be in a garage, attached to or detached from the dwelling.
- Additional required parking spaces can be street parking.

Service Guidelines

- Services (including all utility access, above ground equipment, trash containers) should be located on an alley when present, or in the rear of the lot for those lots without alley-access.

Landscape Guidelines

- Where yards are provided they should be landscaped, except front yards may be landscaped.
- Landscaping should not obscure front yards on adjacent lots or the shopfront of ground floor flex space.
- Surface parking areas should be landscaped.

Frontage Guidelines

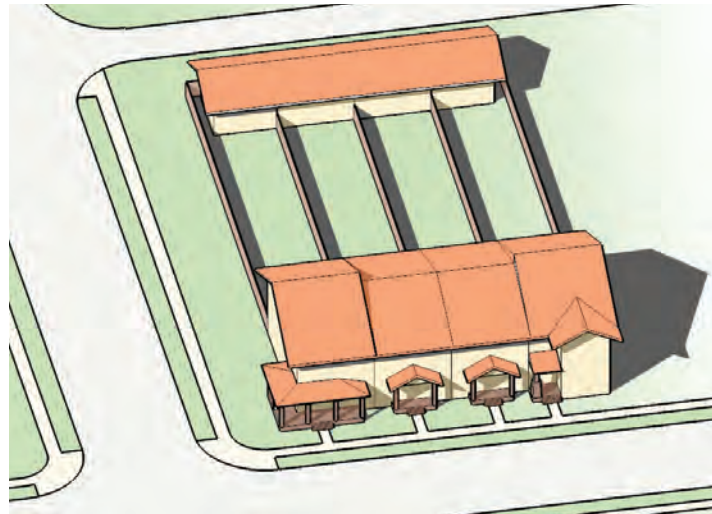
- Balconies are allowed in any yard (front, side, rear), except that balconies facing the street should not be deep.
- Buildings on corner lots should be designed with two front facades.
- See applicable frontage guidelines.

Building Size and Massing Guidelines

- Buildings should be composed of 2- and/or 3-story volumes in compliance with the recommendations for the applicable zone.



Townhouse, Detached Garage-



A row of houses attached to each other with shared walls. Each unit has a rear yard and an individual garage accessed from an alley.

Lot Width

- Maximum: 30 ft - Except on corner lots where it may be 40 ft.

Access Guidelines

- The main entrance to each unit should face and be accessed directly from the street.
- Garages and services should be accessed from an alley or on side streets when possible.

Parking Guidelines

- Required parking should be in a garage that is detached from the dwelling.
- All garages should be accessed from an alley or in the case of corner lots, from a side street.

Recommended for: T4L, T4+, T5L

Open Space Guidelines

- Front yards are defined by the applicable frontage type recommendations.
- Private patios are allowed in any yard (front, side, rear).

Landscape Guidelines

- All yards should be landscaped.

Frontage Guidelines

- Balconies are allowed in any yard (front, side, rear).
- See applicable frontage guidelines.

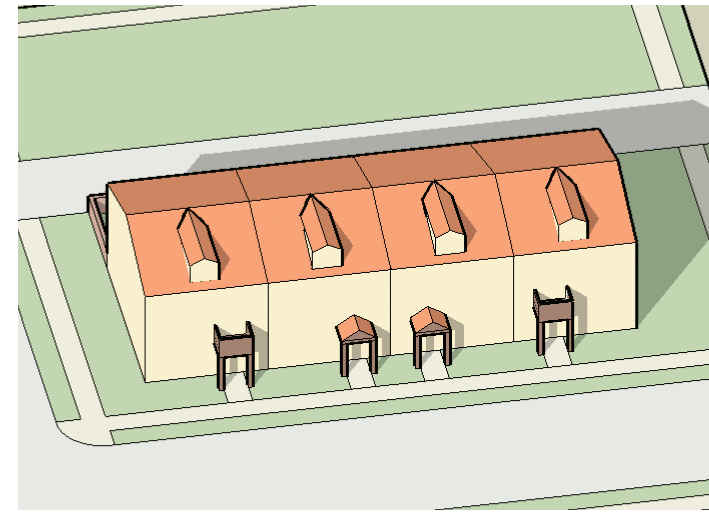
Building Size and Massing Guidelines

- Buildings should be composed of 2- and/or 3-story volumes.
- Buildings on corner lots should be designed with two front facades.
- Attic space may be occupied and not count as a story when applying the height limits of the applicable zone.
- String length: recommended maximum = 4 in T4L zone, recommended maximum = 8 in T4+ and T5 zones.

Accessory Dwellings

- Permitted above garage as an in-law dwelling.

Townhouse, Integral Garage-



A row of houses attached to each other with shared walls. Each unit has a rear yard but share a garage accessed from an alley.

Lot Width

- Maximum: 30 ft - Except on corner lots where it can be 40 ft.

Access Guidelines

- The main entrance to each unit should face and be accessed directly from the street.
- Garages and services should be accessed from an alley or on side streets for corner lots.

Parking Guidelines

- Required parking should be in a garage that is attached to the dwelling.
- All garages should be accessed from an alley or in the case of corner lots, from a side street.

Recommended for: T4L, T4+, T5L

Open Space Guidelines

- Rear of building should be setback from alley right-of-way line.
- Front yards are defined by the applicable setback and frontage type requirements.
- Private patios are allowed in any yard (front, side, rear).
- Decks or terraces may overhang rear setback.

Landscape Guidelines

- Front and side yards should be landscaped.

Frontage Guidelines

- Balconies are allowed in any yard (front, side, rear).
- See applicable frontage guidelines.

Building Size and Massing Guidelines

- Buildings should be composed of 2- and/or 3-story volumes.
- Buildings on corner lots should be designed with two front facades.
- Attic space may be occupied and not count as a story when applying the height limits of the applicable zone.
- String length: recommended maximum = 8.

Accessory Dwellings

- Not permitted.



Courtyard Housing-

Recommended for: T4L, T4+, T5L



A structure type consisting of residences that can be arranged in four possible configurations: townhouses, townhouses over flats, flats, and flats over flats. Buildings are arranged next to each other on one or more courts to form a shared type that is partly or wholly open to the street.

Lot Width

Maximum: 120 ft.

Access Guidelines

- The main entry to each ground floor dwelling is directly off a common courtyard or from the street
- Access to second story dwellings should be through an open or roofed stair, serving up to 2 dwellings.
- Elevator access, if any, is provided between the garage and courtyard/ podium only.
- Where an alley is present, parking and service should be accessed through the alley.

Parking Guidelines

- Entrances to subterranean garages and/or driveways should be located as close as possible to the side or rear of each lot.
- Where an alley is not present, parking should be accessed from the street by sideyard driveways flanked by planters.
- On a corner lot without alley-access, parking should be accessed from the side street and services should be underground and/ or in the side and rear yards.

Open Space Guidelines

- Courtyard housing should be designed to provide a central courtyard and/or partial, multiple, separated or interconnected courtyards.

Landscape Guidelines

- All yards should be landscaped.

Frontage Guidelines

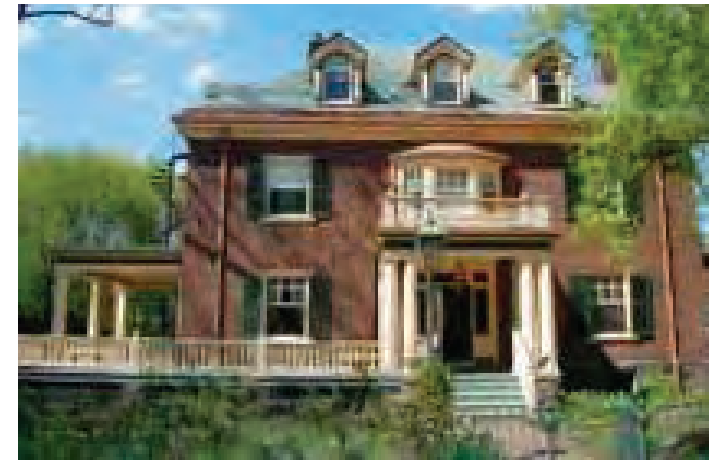
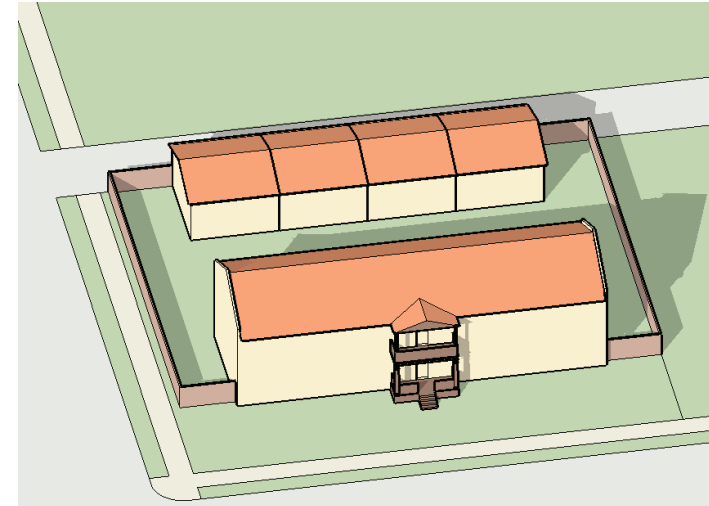
- Buildings on corner lots should be designed with two front facades.
- Each building should maintain setbacks from property lines and in compliance with the regulations for the applicable zone, providing as much direct access to yards as possible.
- See applicable frontage guidelines.

Building Size and Massing Guidelines

- Buildings should be composed of one, two and three story masses, each designed to house scale, and not necessarily representing a single dwelling.
- Attic space may be occupied and not count as a story when applying the height limits of the applicable zone.

Villa-

Recommended for: T4L, T4+



A large house containing anywhere from two to eight dwelling units. Each dwelling unit is individually accessed from a central lobby, which in turn is accessed directly from the street.

Lot Width

Maximum: 120 ft.

Access Guidelines

- Access to the building should occur directly from and face the street. Said access should be a single point leading to a central lobby that provides access to individual dwellings without use of a corridor. Second floor dwellings should be accessed by a stair located in the lobby and, again, without use of a corridor.
- Where an alley is present, parking and services should be accessed through the alley.
- Subterranean parking entrances should be located as close as possible to the side or rear of each lot.

Parking and Services Guidelines

- If provided at-grade, one parking space for each dwelling unit should be within a garage. The remaining required parking spaces can be within a garage, carport, or as open.
- Garages on corner lots without alleys can face the side street if provided with one-car garage doors and planters
- Garages facing a side street should not accommodate more than two cars.
- Where an alley is present, services, above ground equipment and trash container areas should be located on the alley.
- Where an alley is not present, above ground equipment and trash container areas should be located behind the façade of the building and be screened from view from the street with landscaping or a fence.

Open Space Guidelines

- Front yards are defined by the Build-to line and frontage recommendations of the applicable zone.
- The yard area is intended for common use by all dwelling occupants.
- Dwelling units accessed above the first floor can provide usable, outdoor space in balconies or loggias.
- Dwelling units accessed at the first floor may provide usable, outdoor space, exclusive of the common yard area required above.

Landscape Guidelines

- All yards should be landscaped.

Frontage Guidelines

- Buildings on corner lots should be designed with two front facades.
- See applicable frontage guidelines.

Building Size and Massing Guidelines

- Buildings should be massed as large houses, composed principally of two story volumes, each designed to house scale.
- Attic space can be occupied and not count as a story when applying the height limits of the applicable zone.



Duplex, Triplex, Quadplex-



Duplexes, triplexes, and quadplexes are multiple dwelling types that are architecturally presented as large single-family houses.

Lot Width

- Maximum: 75 ft.

Access Guidelines

- The main entrance to each dwelling should face and be accessed directly from the street
- Access to second floor dwellings should be by a stair, which may be open or enclosed.

Parking Guidelines

- Required parking should be within individual garages, which should contain up to four cars
- A street facing garage should have one-car garage doors.

Recommended for: T3+, T4L

Service Guidelines

- Where an alley is present, services, including all utility access and above ground equipment and trash container areas should be located on the alley.
- Where an alley is not present, utility access, above ground equipment and trash container areas should be located behind the front of the house, and be screened from view from the street with a hedge or fence.

Open Space Guidelines

- Each ground floor dwelling should have a private or semi-private yard.
- Required yards should be enclosed by a fence, wall or hedge.
- Front yards are defined by the applicable setback and frontage recommendations.
- Porches, stoops and dooryards can encroach into a required yard, as specified for the zone.

Landscape Guidelines

- All yards should be landscaped.

Frontage Guidelines

- On corner lots, entrances to triplex and quadplex dwellings on both frontages is suggested.
- Building elevations abutting side yards should be designed to provide at least one horizontal plane break and one vertical break.
- See applicable frontage guidelines.

Building Size and Massing Guidelines

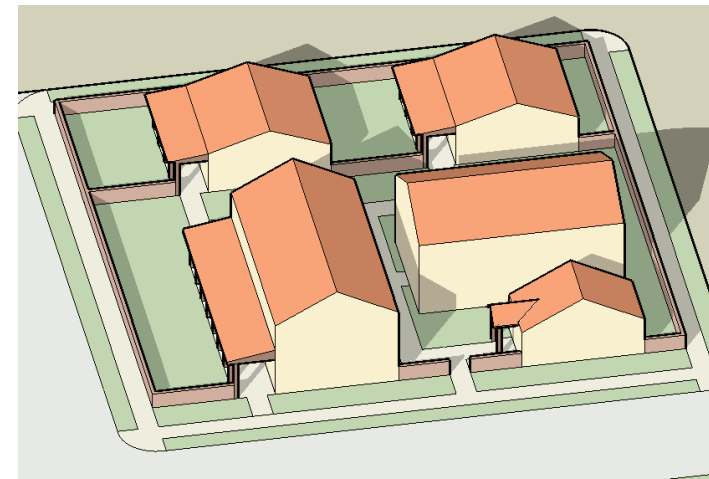
- Buildings on corner lots should be designed with two front facades.
- Buildings should be massed as large houses, composed principally of two story volumes, each designed to "house scale".
- Dwellings within buildings may be flats and/or townhouses.

Accessory Dwellings

- Permitted above garage as an in-law dwelling.

Sideyard House -

Recommended for: T3L, T3+



A Side Yard House is flanked by a side yard of a width comparable to the street build-to line and is accessed via a walkway parallel to that yard area.

Lot Width

- Maximum: 60 ft.

Access Guidelines

- The main entrance should be accessed directly from the street through an allowed frontage type or side yard area equal in width to the street build-to line.
- Where an alley is not present, this type is allowed only on a corner lot.

Parking Guidelines

- Required parking can be provided in a garage, carport or as open.
- Parking may be accessed from alley or from street. If parking is accessed from street, driveway width should be relatively narrow, and paving surface should be pavers, framed by wall openings.

Service Guidelines

- Where an alley is present, services, above ground equipment and trash container areas should be located on the alley.
- Where an alley is not present, utility access, above ground equipment and trash container areas should be located behind the front of the house and be screened from view from the street with a hedge or fence.

Open Space Guidelines

- At least one side yard should be designed to provide an open area.
- Front yards are defined by the setback and frontage recommendations of the applicable zone.
- Private porches are preferred along side yards.

Landscape Guidelines

- All yards should be landscaped.

Frontage Guidelines

- Houses on corner lots should be designed with two front facades.
- Side facades facing yards of other side yard house should have minimal windows.
- See applicable frontage guidelines.

Building Size and Massing Guidelines

- Buildings should be composed of one and/ or two story volumes, each designed to house scale.

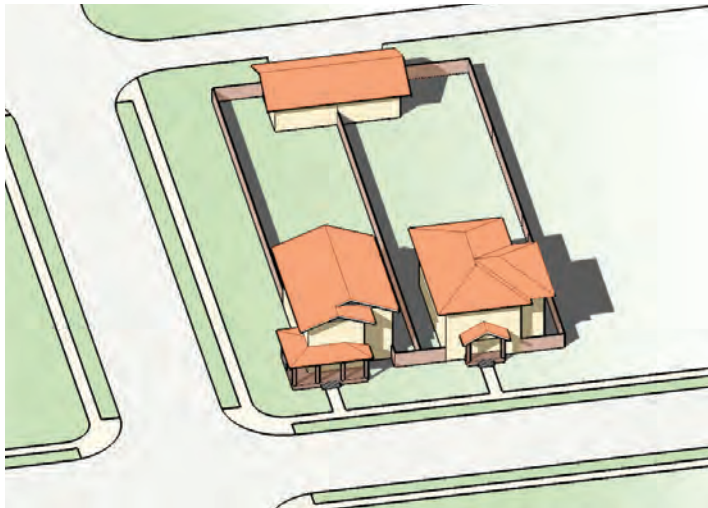
Accessory Dwellings

- Recommended above garage as an in-law dwelling.



Frontyard House-

Recommended for: T3+, T3L



A structure occupied by one primary residence. Where permitted, it can also accommodate commercial uses.

Lot Width

- Maximum: 60 ft. in T-4 Zones, unlimited in T-3 Zones
- Maximum facade length: 48 ft.

Access Guidelines

- The main entrance to the house should face and be accessed directly from the street.
- Where an alley is present, parking and services should be accessed through the alley.
- Where an alley is not present, parking and services should be accessed by of a driveway that minimally intrudes on the pedestrian experience.

Service Guidelines

- Where an alley is present, services, including all utility access and above ground equipment and trash container areas should be located on the alley.
- Where an alley is not present, utility access, above ground equipment and trash container areas should be located behind the front of the house and be screened from view from the street with a hedge or fence.

Open Space Guidelines

- At least one side yard should be designed to provide an open area.
- Front yards are defined by the setback and frontage type requirements of the applicable zone.
- Private patios and balconies are allowed in any yard (front, side, rear).

Landscape Guidelines

- All yards should be landscaped.

Frontage Guidelines

- A house's ground level should be designed so that living areas (e.g., living room, family room, dining room, etc.), rather than sleeping and service rooms, are oriented toward the front street.
- Building elevations abutting side yards should be designed to provide at least one horizontal plane break of at least three feet, and one vertical break of at least two feet.
- Houses on corner lots should be designed with two front facades.
- See applicable frontage guidelines.

Building Size and Massing Guidelines

- Buildings should be composed of one and/ or two story volumes, each designed to "house scale".

Accessory Dwellings

- Permitted above garage as an in-law, carriage house or mews dwelling.

Parking Guidelines

- If garage is proposed, garage should not constitute the majority of the width of front facade of house.



YARDS

Certain residential yard types are appropriate for each Transect Zone. Generally, larger yards that are closer to the public right-of-way are not appropriate for more intense zones (T4, T5, T6, and HC), but are appropriate for less intense zones (T2, T3L, and T3+). Sideyards, Rearyards, and Integrated Courtyards are appropriate for all zones, but more relevant for the T4+ and T5 zones, where buildings are closer together and have smaller setbacks. The following discusses sample yard types and where in downtown they are appropriate.

Edge Yard

Edge yards are created by default, the result of a building's placement in the center of its lot creating setback on all sides. This generally weakens the sense of enclosure required by buildings in an urban setting.

Edge yards are appropriate in T3 and IH zones.

Side Yard

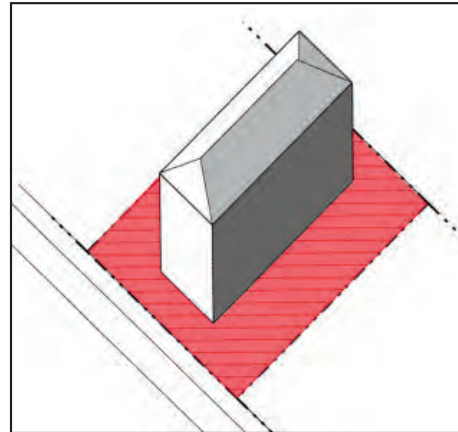
Side yards are the result of buildings that occupy one side of the lot, allowing a setback on the other. The result can appear to be a freestanding building, and when used appropriately, (e.g. with enclosing walls and lush landscape) in a T4 condition, can provide visual relief to the street. These yards can also be used to take advantage of climatic orientation in response to the sun or breeze. Side yards can be used to provide delightful outdoor seating areas for "pad-side" restaurants. Side yards should always be enclosed with a wall or high quality fence, such as wrought iron with piers, aligned with the front facade to provide continuity of the street edge.

Side yards are appropriate in the T3, T4, and IH zones. They may also be appropriate for T5 zones, but in limited quantities.

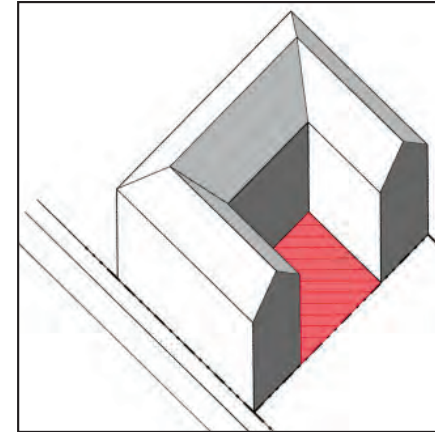
Rear Yard

Rear yards result from buildings that occupy the entirety of the front portion of their lot leaving the rear open. This is a very urban type, as the continuous facade encloses the street edge. Rear facades can be designed for more functional purposes. Rear yards may accommodate surface parking or structured parking.

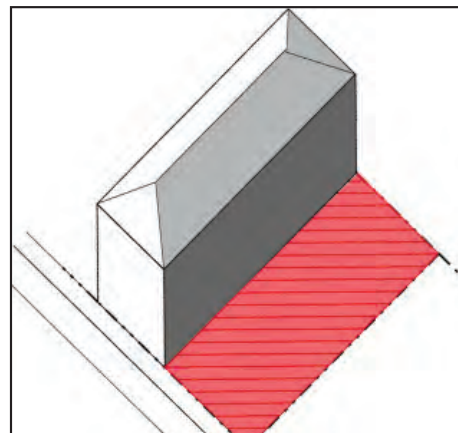
Rear yards are appropriate in the T3, T4, T5, and T6 zones. They minimally impact the public realm.



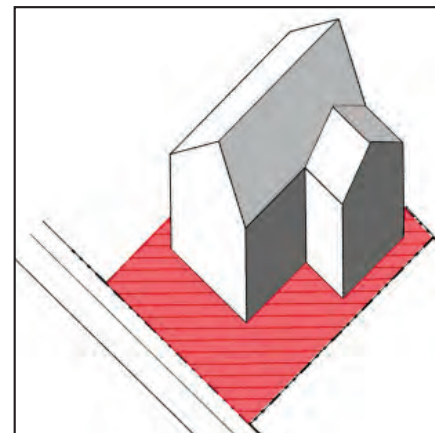
Edge Yard



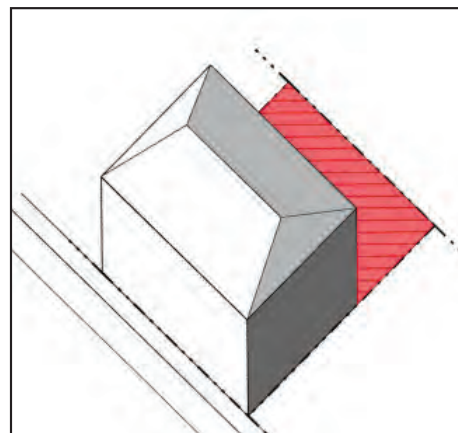
Court Yard



Side Yard



Special Yard



Rear Yard

Court Yard

Courtyard buildings occupy the boundaries of their lots. While internally defining one or more private patios. It may be particularly useful for residential buildings.

Courtyards are appropriate in the T4, T5, and T6 zones, but are more applicable to the more intense of these zones.

Special Yard

Special yards refer to yards for buildings that are not subject to categorization. This may include civic buildings that express the aspirations of institutions, such as museums, City Halls, court houses, and the like. Theaters do not fall into this categorization.

Special Yards are appropriate for the C (Civic Overlay Area) and in other areas of the Plan where such buildings are built.



Design Guidelines for Historic Commercial and Residential Districts and Properties was published by the City of Round Rock in 2000 as a guide for property owners and city officials to assist in both the preservation of historic properties and development of compatible new or infill construction in historic and character districts.

The following guidelines are based the City's existing guidelines along with standard preservation practice from the Secretary of the Interior's Standards and other best practices from around the nation. They should be used as a guide for all properties that fall within the HRC zone.

The guidelines should also apply to the existing Round Rock Commercial National Register Historic District around downtown Main Street, all individually designated historic landmarks, and any other areas identified by the city as areas of historical significance.

As with the city's existing Guidelines, for the purposes of these guidelines, "commercial" and "residential" properties are defined not by their present use (i.e. office retail v. residences), but by the historic building type as it currently appears.

Note that the differences or gaps between the recommended HRC and existing H overlay design guidelines need to be addressed in the development of the Form-Based Code.

See page 50 for further discussion.

Residential-Character Overlay, Commercial Building Guidelines

Site Issues for New Construction:

- Maintain the line of building fronts in the block.
- Locate off-street parking to the rear of the site.
- Provide visual screening at parking and service areas.
- Align new buildings with adjacent historic buildings, typically at the sidewalk edge.
- Locate service and mechanical areas away from primary facades.
- Maintain alley access for service and parking functions.
- Design buildings to abut the sidewalk or right of way edge, to reinforce the pattern of existing historic commercial buildings.

Building Issues for New Construction:

- Maintain compatible building heights, typically one- to two-story buildings.
- Maintain compatible building widths. For larger buildings, use bays or modules similar in scale to that of adjacent, historic buildings.
- Maintain the alignment of horizontal elements along a block. Use similar floor-to-floor heights as at adjacent buildings.
- Maintain similar building forms to the historic precedents. Rectangular facade forms, vertically oriented, and flat roofs are traditional.
- Use stone masonry, which is the dominant historic building material. Masonry materials that convey a sense of scale are appropriate choices.
- Distinguish between the street level and the upper levels. Provide transparent ground floor display windows with smaller "punched" windows at upper levels.
- Orient the primary entrance to the street. Maintain pedestrian oriented street frontage with sidewalk activities.
- Base signage types on traditional precedents to be compatible in scale, proportion and material with the building facade.
- Design awnings and canopies, traditional building features to fit storefront openings and enhance facade proportions.

Preservation Issues for Existing Buildings:

- Preserve original building materials and architectural details in place, whenever feasible.
- Repair deteriorated building materials and architectural details, rather than replace them.
- Replace original building materials and architectural details that have deteriorated beyond repair with similar kind.

- Consider removing the covering and restoring the original facade, if original building materials and architectural details have been "slip covered."
- Maintain historical commercial facades, including cornice and mouldings, upper level windows, and street level display windows.

Residential-Character Overlay, Residential Building Guidelines

Site Issues for New Construction:

- Site new buildings on the parcel to be compatible with the range of setback and yard dimensions existing on the block.
- Locate driveways to be perpendicular to the street and secondary to the front or corner side yard. Maintain the traditional pattern of parking at the rear of the lot. Garages in accessory buildings are encouraged.
- Maintain and preserve existing tree canopy and street tree plantings.
- Maintain alley access for service and parking functions.
- Design fences to be compatible with district character and traditional precedents.

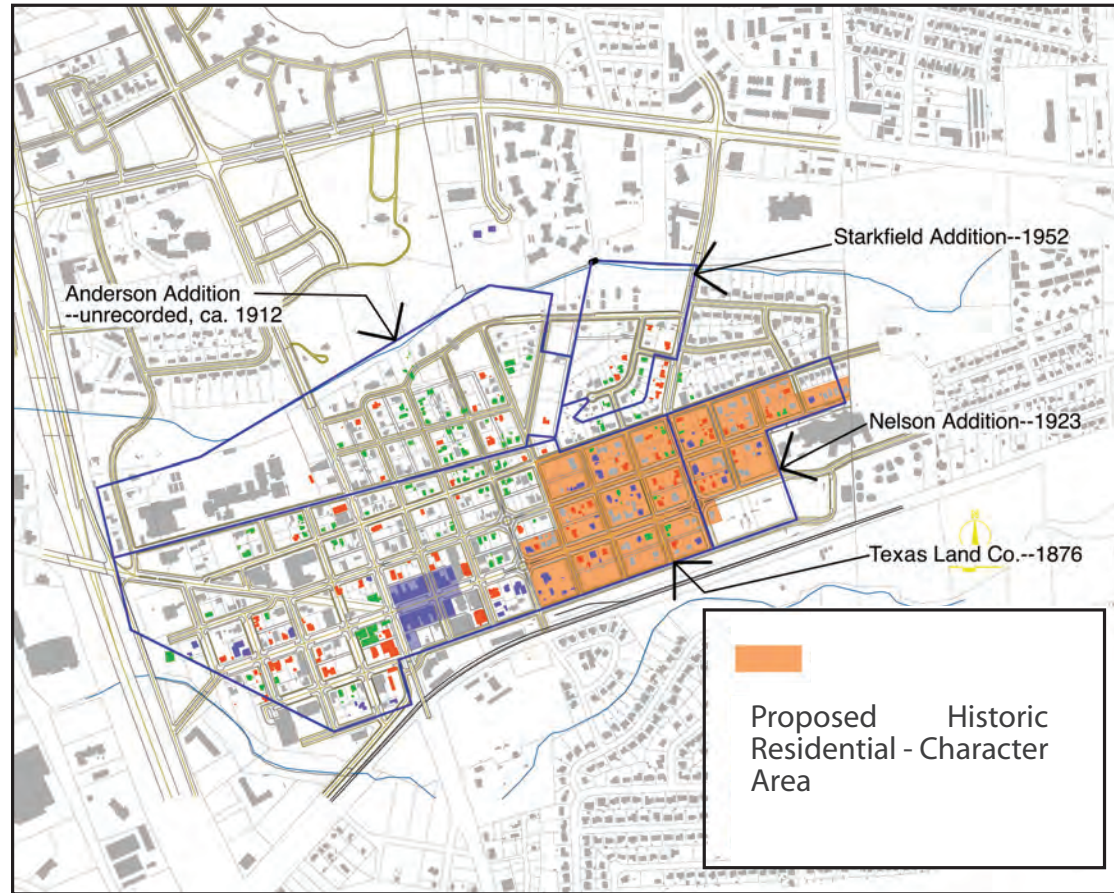
Building Issues for New Construction:

- Maintain compatible building heights, relative to adjacent buildings.
- Consider sloping roof forms (gable, hip, etc.), since they are traditional precedents.
- Use traditional building materials, such as wood board siding, wood shingles, brick, stone or stucco, for exterior walls.
- Design windows and doors to be compatible with the patterns and proportions of those on existing buildings in the district, and use similar materials.
- Construct additions to existing buildings to be compatible with, but discernible from, the existing building.
- Design building form and details with human scale massing and building articulation.

Preservation Issues for Existing Buildings:

- Preserve original building materials and architectural details in place, whenever feasible.
- Repair deteriorated building materials and architectural details, rather than replace.
- Replace original building materials and architectural details that have deteriorated beyond repair with the same material.
- Preserve the original form and scale of the roof.
- Preserve the original form, material and character of the porch.





Adaptively-reused building at 400 W. Main Street.



City of Round Rock historically designated house in downtown with characteristic front porch setback from the street and ample landscaping.



Historical building in downtown.



Adaptively-reused building at 309 E. Main Street.



GENERAL ARCHITECTURE GUIDELINES

Architectural guidelines are important for establishing an aesthetic quality across the entire Round Rock Master Plan Area. Though, the guidelines are not required by Code, they are recommended and following them will help in the project review process.

The design guidelines in this section are intended to:

- Encourage the design of building frontages to emphasize human scale designs and high quality craftsmanship.
- Support the building vernacular of the city.
- Encourage sustainability at all levels.

See page 139 for commercial lighting recommendations.

Rationale for the Guidelines

Architectural Guidelines help realize the vision of the Master Plan by translating visions into actual design practice, through a set of best practices related to architectural techniques, forms, and materials for new development, renovations and additions.

By discussing architecture and design issues such as building composition and facade articulation, Design Guidelines help to explain how key concepts in the Master Plan, such as “ground floor activation,” can be realized. Design Guidelines provide the link between the city’s vision for downtown and preferred design practices for the development community to facilitate a pedestrian friendly, vertical and compact, transit-supportive, sustainable, and aesthetically pleasing downtown.

This section aims to provide the development community with specific recommended architectural techniques, forms, and materials to consider.

Architecture Guidelines provide design guidance without dictating specific solutions. Not every guideline presented will be appropriate or feasible for every development. Context-sensitive application and implementation is key. Also, there may be creative design solutions not be presented, which achieve Master Plan goals. Projects may still be found consistent with Architectural Guidelines by capturing the overall essence of the Guidelines, without incorporating each and every design feature suggested.

If a Form Based Code is adopted in the future, it may contain a set of architecture guidelines based on those outlined here.

The design of the building facade contributes to the quality of public space. The following guidelines relate to building facade, entry windows, and roof.

Building Entrances

- Orient primary building entrances to the street front, rather than to the parking lot, alley, or interior of lot. Where an entry from a rear parking lot is desired, it should be in addition to the front entry (not instead of). Front entries should not be locked or blocked during business hours.
- Define building entrances using architectural features and articulation.
- Incorporate appropriate building massing and entry designs at street corners to “anchor” the intersections. Entrances incorporated within angled or curvilinear building forms are encouraged at corner locations.
- Include special paving and landscaping at entrances to enhance the overall building design.

Facades & Windows

- Use windows or transparent materials to make up at least 25-50% of upper facades visible from public areas.
- Place windows to overlook public areas to allow for increased safety.
- Employ building techniques that break mass and volume into smaller units to create human-scaled form(s), (e.g. transitional elements such as second floor setbacks, stepped facades, roof decks, balconies, varying materials, and architectural ornaments can be utilized to break up large volumes).
- Recess entry ways to stores for visual interest and to minimize doors swinging into the sidewalk right-of-way.
- Avoid large expanses of solid surfaces and blank walls facing the street. Alternative cladding systems should be anticipated, including, but not limited to, storefront or curtainwall glazing systems with spandrel glass.

Retail Facades & Windows

- Design storefronts to have at least 50-75% transparency.
- Break up blank walls with windows, entry ways, or other architectural elements to reflect the rhythm of typical storefronts, with entrances every 15-30 feet.
- Recess storefront to create outdoor dining, corner features, or arcades for pedestrians.
- Locate window display areas near building entries.
- Consider the privacy of neighbors and adjacent buildings when placing windows along street.
- Provide frequent building entrances along the street for commercial buildings with long frontages.
- Locate ground floor retail or commercial space at the building frontage.

- Assure that side or rear building entrances are accompanied by a front, street-facing entrance. The street fronting entrance should not be locked or blocked during business hours.
- Assure shopfront windows are large, transparent, and visible, unblocked by interior fixtures spandrel glass or paper signs.

Doors and Windows

Where clearly visible from the street:

- Specialty windows (e.g. oval, octagonal, Palladian) should be limited.
- Triangular windows are not recommended.
- If exterior shutters are used, they should be sized and mounted appropriately to fit the window (with appropriate hardware even if actually non-operable).
- Windows should be grouped only if they are separated by a significant mullion to create a horizontal composition.
- Window sills should project from building face.
- All lintels should be consistent with the building style.
- Where masonry is used, all entryway and window openings should have concrete, or masonry lintels.
- Any building utilizing masonry or stucco as the exterior material should not have window frames flush with the outside plane of the wall.



Roofs

- Integrate roof top equipment into building architecture and screen it from public view.
- Use roof materials that are appropriate to the architectural style of the building.
- Locate roof-vent penetrations at least 10 feet from any exterior building face.
- Design eaves to be continuous, unless overhanging a balcony or porch.
- Encourage the use of cornices on buildings with flat roofs. They should include a projection beyond the building face.
- Use gutters and downspouts made of galvanized steel, copper (not copper coated), or aluminum.
- Chose attic vents that are appropriate to the building style.

Materials

- Use durable and quality materials to give the building a sense of authenticity, weight, and mass.
- Use quality materials where concrete, stucco, etc. are used, to articulate structure.
- Avoid material or color changes at the outside corners of buildings that give an impression of thinness and artificiality.
- Examples of preferred materials include:
 - Building materials: brick, wood, stone, adobe, cast masonry and metal that maintains design integrity.
 - Doors and windows: painted or sealed wood, steel, or high quality metal trim with opaque or semi-solid stain, metal, carved or cast stone, tile, crick, stucco, or terra cotta for sill plates
 - Roofs: durable, long lasting materials such as clay, wood, brick.
 - Awnings: canvas or other high-quality fabric.
 - White roofs or “cool roofs” can help reduce building temperatures.
- Examples of materials to avoid include:
 - Wood, metal or concrete panels applied to stucco walls as decoration.
 - Plywood siding, light, transparent, “Driftwood” stains, and thin layers of stone or unit masonry which appear veneer-like.
 - Vinyl siding, wood shingles, and smeared CMUs.
 - Window grilles and gates.
 - Aluminum mullions, imitation masonry, false shutters, opaque panels, and vinyl clad windows.
 - Reflective, mirrored, tinted glazing.
 - Asphalt shingles should be avoided.
 - Vinyl or plastic awnings.



Recessed windows with trim and columns give facade a sense of depth and permanence. 4th floor setback helps maintain a human-scale.



Large shopfront windows and entryways with planters and pedestrian-scaled shop signage create visual interest.



Recessed entry helps articulate entry and expand public right-of-way for an active sidewalk.



Large windows with minimal glazing face primary street with secondary entrance and smaller windows on secondary street.



PARKING AND SERVICE

Garages, driveways, and other auto entrances break up the street wall and diminish the pedestrian experience. Parking placement should not only take into account pedestrian safety but should also consider the impact to the public realm.

Parking Downtown

- Parking should be accommodated on-street and, if on-site, should not be located directly in front of buildings.
- An attempt should be made to make parking areas appear as plazas, rather than as parking lots, through the use of landscaping and special paving.
- Screening with low walls, hedges, and other landscaping should be located between sidewalk and parking lot.
- Parking lot design should incorporate a variety of materials to differentiate spaces from driving aisle, or areas of high and low use, so as to break up the appearance of a large sea of concrete and to reduce the urban heat island effect.

On-Street Parking

- On-Street parking directly in front of lot should count toward required parking for that lot's use.

Structured Parking

- The relationship of parking to the street should be low impact, landscaped, and articulated with architectural elements so as to maintain a pleasant street wall.
- Parking should give priority to pedestrian entrances.
- Parking areas should be designed with clear pedestrian passages leading to the street, providing safe pathways and articulated with a different paving material.
- Driveway cuts and widths should be minimized.
- Visible parking structures and entrances should be screened and landscaped to the maximum extent possible.
- Particular attention should be placed in the design and programming of the base of parking structures.
- Parking structures along streets with a pedestrian orientation, should be screened by habitable liner building, upper level sections should be screened from view by a highly-articulated facade.
- Structured parking should be located behind the block perimeter buildings where possible. Where block size does not permit structures may be visible provided that there is ground floor retail and architectural screening above retail.

Residential Garages

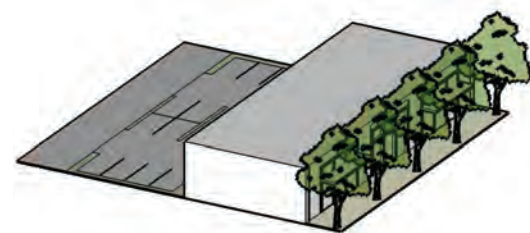
- Garage design should be subordinate to the main dwelling.
- Garages with deep recessed garages and motor courts, alley access and side entries are encouraged.
- Garage doors should not dominate the street scene. Multiple panel door designs, windows or other architectural details should be used on garage doors to reduce their impact and scale.
- See Master Plan Chapter 3 on Implementation Strategies for greater discussion of parking reform to create a vibrant, pedestrian-oriented environment.

Parking Landscaping

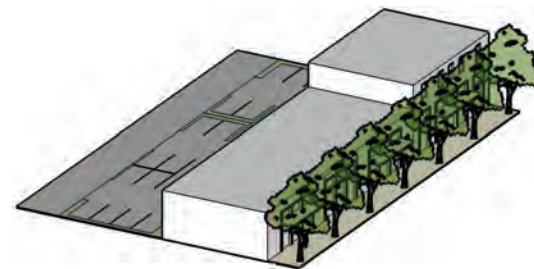
Parking lot landscape recommendations are a minimum of one shade tree per twenty spaces with a minimum of one landscaped island for every ten spaces.

Service

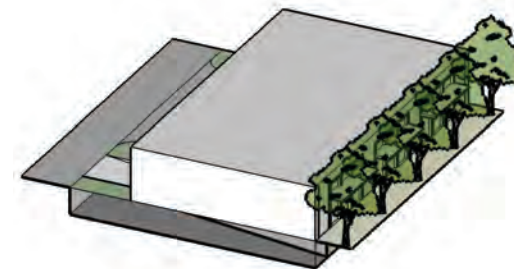
- Service functions should be located behind buildings, preferably in alleys.
- Service functions should be screened from view, unless such services take place in alleys.
- Vehicular and service entries to garages should be designed to look like a part of the building.



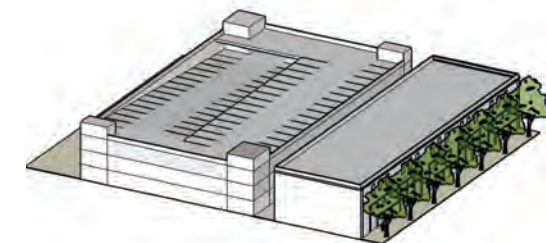
Surface parking should be located behind buildings.



Surface parking lot placed behind two street-facing retail buildings. Surface parking lots are linked together behind lot for inter-parking connectivity. This is a good way to share parking between uses.



Parking placed below building with auto-entrance to parking garage behind building, prioritizing the street frontage for pedestrian use and safety. This is a more expensive solution on a per space basis and is more difficult to share among buildings and other uses, but is aesthetically more appealing.



Parking garage placed behind street-facing retail buildings. Structured parking maximizes land used for parking by building "up", rather than "out." It is less expensive than underground parking and easier to share, as in a "park-once" garage. However, the garage should be screened or hidden from primary streets.



SIGNAGE

Currently, the Round Rock Sign Ordinance determines the type, size, spacing, and features of signs in the downtown area. Because this Master Plan envisions a downtown area that is urbane, small-scale, compact, and pedestrian-friendly, it also recommends certain scale, type, and design of signs that are appropriate. The existing Sign Ordinance will need to be modified to reflect the scale and character of this Master Plan and the future Form Based Code.

Non-Recommendations Sign Types

The following sign types are not recommended in the Specific Plan area:

- Roof and parapet signs
- Internally illuminated plastic signs
- Billboards and other auto-oriented signage
- Free standing signs, with the exception of monument signs (see below, right*).

Recommendations Sign Types

The sign types in the box below are recommended for the Plan area:



Awning Valance: A sign or graphic attached to or printed on an awning's valance.



Hanging: A sign attached to and located below any eave, canopy or awning.



Marquee: A sign installed at a movie theater to identify the theater and advertise the movies currently playing.



Projecting: Any sign which projects from and is supported by a building wall with the display of the sign perpendicular to the building wall.



Wall: A sign affixed directly to an exterior wall or fence.



Window: A sign affixed to or behind a window.



Blade: A sign that projects at a right angle from the face of the building and is located on a pier adjacent to the transom windows.



Individual backlit letters, halo lighting and reversed channel letters.



A-frame: These signs are acceptable as long as they do not block the sidewalk and do not interfere with ADA requirements.

General Recommendations

- Recommended Sign Height Limits (all dimensions are above grade). These height limits should not apply to signs located on a movie theater building:
 - Awning Valance and Projecting: 12 feet
 - Monument: 4 feet
 - Hanging and Wall: 15 feet
 - Window: 7 feet
 - Freestanding theater marquee: 20 feet to the top of the marquee area.
- All wall signs should have an equal margin above and below the sign.
- Building-mounted signs (exclusive of marquees) should be limited to a maximum of two hundred (200) square feet. One sign may be increased in size in excess of two hundred (200) square feet if it is determined that the sign's architectural design is of such a quality and/or character as to warrant the increase in size.

- The overall height of the sign structure can exceed 20 feet (up to the maximum height limit in the land use district) if it is determined that the sign's architectural design is of such quality and/or character as to warrant the increase in height.
- The top of the marquee area should not exceed 20 feet in height above the ground.
- Projecting signs should be limited to a 2 foot projection from the wall face they are mounted on and should be not greater than 10 square feet in area of a single face. Projecting Signs should clear public sidewalks and private walkways by at least 7 feet.
- Multi-family residential properties of 12 or more units may have one sign of 10 square feet or less.
- Address numerals, traffic direction, and public information signs should not be counted toward signage area.



**Monument Sign: These signs are sculptural in appearance and often reflect the architectural characteristics of the building and neighborhood. They are freestanding and are usually located in the front or side setback of a commercial, civic, or retail building. Monument signs can be the focal point of landscaping and should be illuminated by ground lighting or down-lighting, rather than internally. The signs should be crafted with durable and attractive materials.*



RESIDENTIAL ARCHITECTURE GUIDELINES

Round Rock's neighborhood fabric is unique in terms of architectural styles. The primary focus for residential guidelines is on developing a high-quality environment. See page 139 for residential lighting guidelines.

General Residential Guidelines

- The massing and dimensional ratios of building components should create a harmonious visual balance and contribute to the architectural rhythm.
- "Human scale" proportions and architectural building details which emphasize and reflect the presence and importance of people are encouraged.
- The arrangement and design of architectural elements such as windows, doors, cornice details etc. should take into consideration scale, style and proportion of the overall architectural form.
- All building elevations should be architecturally enhanced.
- Massing offsets, fenestration, varied textures, openings, recesses, and design accents are strongly encouraged to ensure there are no un-articulated walls and monolithic roof forms.
- One-story architectural elements and massing should be incorporated into two and three-story building designs to the greatest extent possible.
- Architectural elements such as balconies, verandas and porches that add architectural character are encouraged.

Porches and Stoops

- Front porches create architecturally attractive semi-private front yard spaces and foster community interface.
- Porches are encouraged as they help create frontages compatible with the scale and character of the existing single-family neighborhood fabric in downtown.
- When a porch contains the main entrance to a building, a walkway should connect it to the sidewalk.
- For porches to be most effective and functional, the minimum width of a porch from the face of the building to the porch edge should be 8 feet.
- All porches should be raised above the adjacent sidewalk elevation.
- Porches may extend into the second story of a building. However no porch should be more than a single story high.
- Porches may have a front or side location. When on the side, they must extend at least to the front face of the building.
- Porches may wrap along more than one façade of a building. But they should not exceed two full façades.
- Porches may either be recessed elements with a roof continuous with the building roof, or they may be protruding elements added on to the face of a building.

- Equal spacing between porch columns is encouraged.
- When porches are made of wood, they should have a visible horizontal wooden beam between the roof eaves and column supports.
- Porches may extend beyond the side facades of the buildings to create porte-cocheres.
- Specific porch architecture details such as roof slopes, eave overhangs, column and railing proportions and shapes, materials, and relationships of porch to the building itself should be designed appropriate to each individual style. For reference, use Abram's *Guide to American House Styles* published by Harry N. Abrams, Inc., 2004.



An existing stoop in downtown.



An appropriate porch for Round Rock with small stoop.



A porch overhang appropriate for single-family development.



Balconies

- Balconies are encouraged on projects facing major public spaces such as parks and plazas.
- Design should minimize conflicts or interaction with pedestrians and sidewalks below and balconies should not obscure views or sign visibility.
- Standard balconies should have a minimum usable width of 6 feet and a maximum usable width of 8 feet.
- The maximum length of a balcony may not exceed more than half the width of the building facade, and should not exceed 60 feet in length, except that French balconies may extend the entire length of the facade on one story, for a three or more story buildings only.
- Balconies on primarily retail streets should not project more than 2 feet from the building face.
- All balconies should be accessible from inside the building.
- In multi-family residential buildings, standard balconies should not create a relentless horizontal and vertical stacking pattern. They should create a complex and varied pattern along the facade using various balcony sizes and architectural configurations.
- The underside of standard balconies should be architecturally designed to form a pleasant pattern when viewed from the street.
- Standard balconies may be projecting or recessed or a combination of both.
- Longer balconies should be articulated with vertical elements such as columns, brackets etc.
- Balconies should not be completely enclosed.
- Longer balconies may have shutters, screens and windows along its outside edge. These shutters or screens should have a clear pattern and rhythm that relates to the balcony supports and brackets.
- Standard balconies may have railings or opaque walls as long as they are conducive to the character of the particular building style.
- Standard balconies should be structurally supported by brackets or beams when facing public street.
- Balconies are encouraged to have planters along railings or potted plants. The planters should be planted with flowering plants and flowering hanging plants.

Awnings

- Awnings should fit the entrance or window openings.
- Mounting should respect and enhance moldings that may be found above storefront and/ or sign panel.
- Open-ended awnings are preferable compared to closed.
- Canvas and high quality fabric is preferred, vinyl is not appropriate.
- Colors should complement building colors and design.
- Covering should not project more than 7 ft. or 66% of distance between building and curb.



Photos show various signage, balconies, and awnings that add texture, and color to the urban form.



UTILITIES, STORAGE, TRASH

Trash and recycling receptacles, as well as utility and mechanical equipment should be screened from public view to enhance the quality of space.

Trash and Recycling

- Utility, service areas and mechanical equipment should be screened from view.
- All screening devices should be compatible with the architecture, materials and colors of adjacent buildings.
- Trash and storage enclosures should be architecturally compatible with the project design.
- Landscaping should be provided adjacent to the enclosure(s) to screen them and deter graffiti.
- Trash storage should be enclosed within or adjacent to the main structure or located in a separate freestanding enclosures.
- Trash enclosures should be sited to minimize nuisance to adjacent properties.
- The location of trash enclosures should be easily accessible for trash collection and should not impede general site circulation patterns during loading operations.
- Cart storage should be integrated within commercial buildings and site design. Large freestanding enclosures or unscreened "cart corrals" are generally considered unacceptable.
- Mechanical equipment should not vent to the street-side of the building.
- Back flow and fire standpipes, along with utility box transformers should be screened.



Photos show preferred trash and recycling receptacles with buffering from fences and walls.



FENCES, WALLS, HEDGES

Garden walls, retaining walls, hedges and fences define the edge between the public street and private yards, as well as the street face where buildings are absent.

Fences, Walls & Hedges

- Fences, walls, and hedges should compliment the architecture of the building that they enclose and be compatible with the land use intensity (i.e. residential uses should incorporate a softer texture of enclosure such as wood fences and landscaped hedges, whereas commercial buildings may use masonry walls).
- Solid perimeter walls should be constructed of high quality enduring construction materials such as masonry and/or ornamental metal.
- Walls and fences should be architecturally enhanced and complimented by adjoining landscaping. Tiered planting should be provided adjacent to perimeter walls to softer their appearance from surrounding areas.
- The top of the wall/fence should remain level in stepped conditions. "Saw-tooth" fence design solutions are discouraged.
- Garden walls, retaining walls, hedges and fences should be built at least two feet from the back of the sidewalk, assuming that it falls within the property line, to allow room for footings and planting.
- Walls and fences should not be used in front of retail except in situations where retaining walls are necessary to accommodate grade changes.
- Retaining walls should be masonry or stone or another durable high-quality materials.
- Fences should be made of ornamental iron, steel, wood pickets or a synthetic wood product (such as Wood-filled Recycled Plastic Lumber) and may have stucco or masonry piers.
- Hedges may be used in place of any fence, subject to the same height parameters and high maintenance standards.
- Vinyl, plastic, or chain link fencing should not be used.



Fence reveals street wall but does not cut off view to and from home.



Fence incorporates architectural elements of the neighborhood style.



Fence is softened behind hedges.



Hedges obscure house.



Wall is unsightly and monotonous.



Unightly fence.





2. URBAN FORM GUIDELINES



The following section describes the recommended Urban Form Guidelines relate to the area between the buildings, what is generally known as the **public right-of-way**. They include:

- Critical Urban Design Features
- Block Network and Circulation
- Streets
- Street Sections
- Intersections and Sidewalks
- Sustainability and Green Space
- Trees and Landscaping
- Street Furniture and Lighting



CRITICAL URBAN DESIGN FEATURES

The overall vision of downtown Round Rock as a vibrant city center, centered around the new town green, is supported by several critical urban design features:

- Prominent facades
- Critical paths
- Prominent retail fronts
- Prominent features

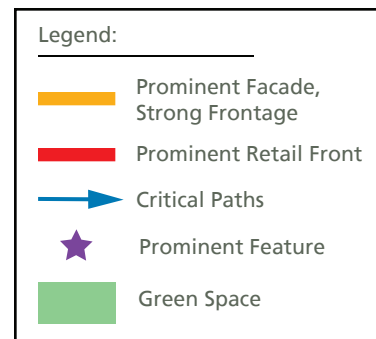
These features described on the map should be taken into consideration during development of private property and improvements to the public realm.

Prominent facades: have added attention to detail, entry doors, minimal, if any auto access and service, and are oriented to the pedestrian.

Critical paths: are key routes for vehicular and pedestrian circulation.

Prominent retail fronts: are located where retail is highly encouraged and is intended to be pedestrian-oriented in design.

Prominent features: are located at visually significant places, for example at the termination of significant vistas or at primary corners. These features can include vertical extensions of roof lines, bay windows, enhanced materials, or other unique features.



Critical Urban Design Features in the heart of Round Rock



BLOCK NETWORK & CIRCULATION

This section addresses the blocks in the Master Plan area in terms of size, character, and arrangement.

The Block and the Street

There is a direct relationship between block size and pedestrian-friendly design – the smaller the block, the greater the permeability of the street network and the more comfortable it is to move through the area as a pedestrian. A block is defined by three or more thoroughfares (not an alley or pedestrian only passage) measured along the proposed curb line.

Blocks in downtown are historically 200-300 feet long. Maintaining this length will help encourage pedestrian activity. It is suggested that the maximum length of new blocks should be limited to 300-400 linear feet.

The Master Plan illustrates the intent for an interconnected network of streets. However, individual parcel developers may require modifications to this Plan to fit specific block size requirements, TxDOT requirements, parcel availability, or other conditions that may be encountered.

Closing or vacating streets permanently for new developments may have negative long-term effects on downtown circulation by making the street system more confusing to users and forcing higher traffic volumes on to other streets, thereby degrading both traffic and pedestrian conditions and creating longer blocks that are not pedestrian friendly.

- Streets, including alleys in the downtown area should not be closed or vacated.
- Cul-de-sacs, street closures and other dead-end conditions are highly discouraged.

Informed Purchase

Purchasers of properties along stubbed-out streets awaiting connection should be given copies of the Master Plan as part of their purchase agreement and acknowledge by signed agreement, that they have been informed of the Master Plan's intention to connect this street at some point in the future. This requirement should apply to the resale of said properties for as long as this Plan, as amended, is in effect.



Proposed block network



STREET HIERARCHY

Streets should be appropriately-scaled to their use:

- Primary Streets: key circulation, mix of intensities, more pedestrian and vehicular accommodation, key for development, most developed.
- Secondary Streets: single use development as opposed to mixed-use development, fed from primary streets, less circulation than primary street, less mix of intensities than primary streets, less of pedestrian and vehicular traffic than primary streets.
- Tertiary Streets: mostly residential, mostly low intensity in terms of land use and density.

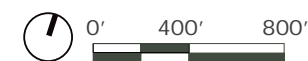
These classifications are different from current Round Rock street designations and are recommended because of their emphasis on the pedestrian-orientation of the street, rather than purely automotive function of the street.

Main is the main pedestrian corridor east/west, while Lewis, Sheppard, and Mays are the key pedestrian corridors north/south in downtown.

A Note on Alleys and Driveways

Within downtown, alleys:

- Should not be located on a street, or section of street, that fronts on a public green space.
- Should align with each other when across a street or should be separated by a minimum of 75 feet.
- Should be a minimum of 75' from an intersection measured from the Right-of-Way.



STREET SECTIONS

The street should be viewed as an outdoor "living room" where people can congregate, move around, and function. The following guidelines depict suggested right-of-way (ROW) widths for key streets in downtown and show the essential characteristics for each the street (e.g. sidewalks, parking, furnishing zones, etc.). These street sections are recommendations only.



Round Rock Avenue A

Recommendations:

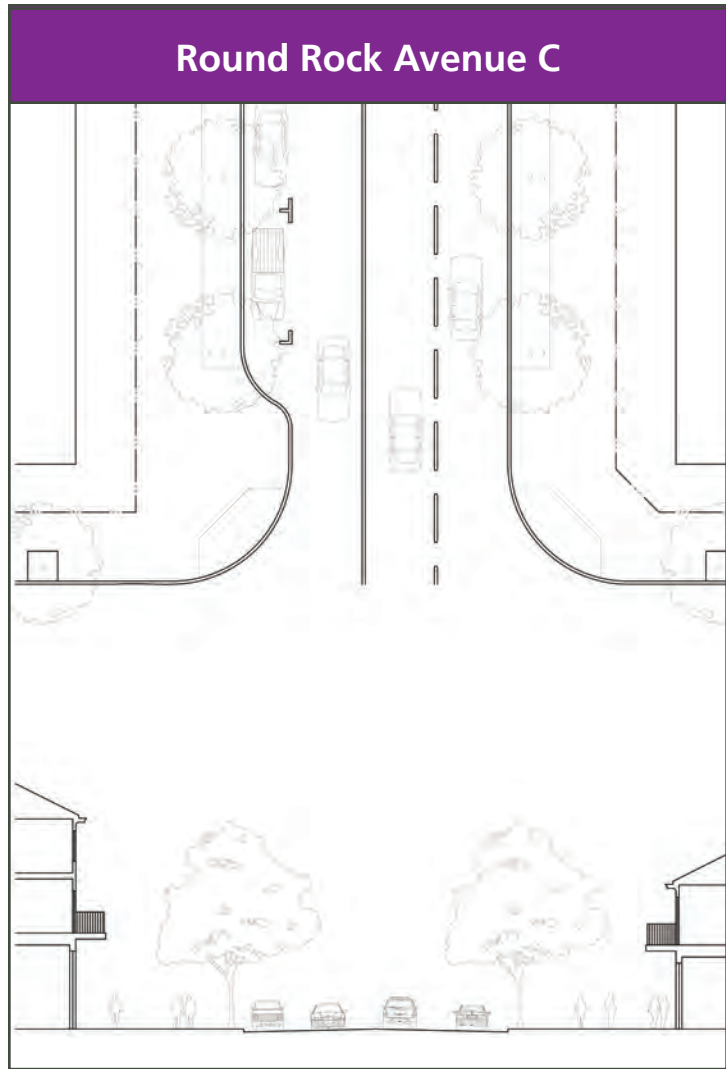
- Primary street
- Design Speed*: up to 35 MPH
- Sidewalks: 15' with 5' planting strip
- Curb Radius: 20' at intersecting streets
- Street Tree Placement: 30' spacing
- Street Tree Location: Centered in planting strip
- Street Light Location: Centered between street trees within the planting strip
- Travel lanes should be 12' for each lane, two lanes for each direction

* Design speed is the maximum speed that a vehicle can travel safely on a road. Design speed is determined by the design and geometric features of the thoroughfare, such as sight distance, curvature, etc. Design speed is typically higher than the posted speed limit to result in safety-conservative values for design criteria such as sight distance or alignment.

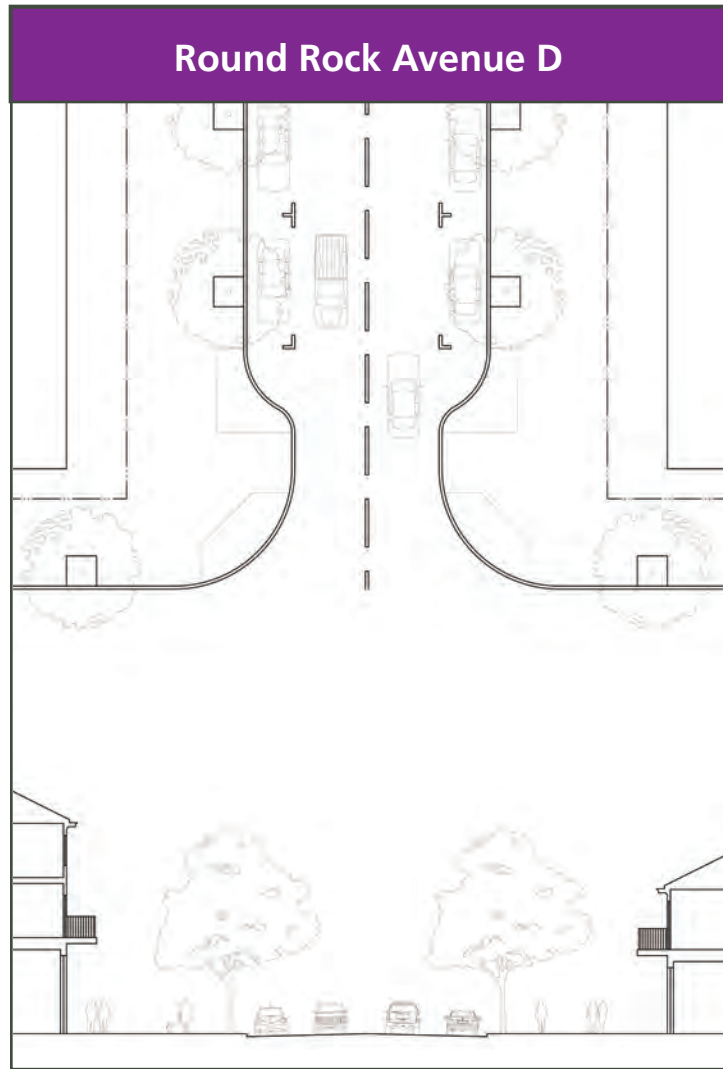
Round Rock Avenue B

Recommendations:

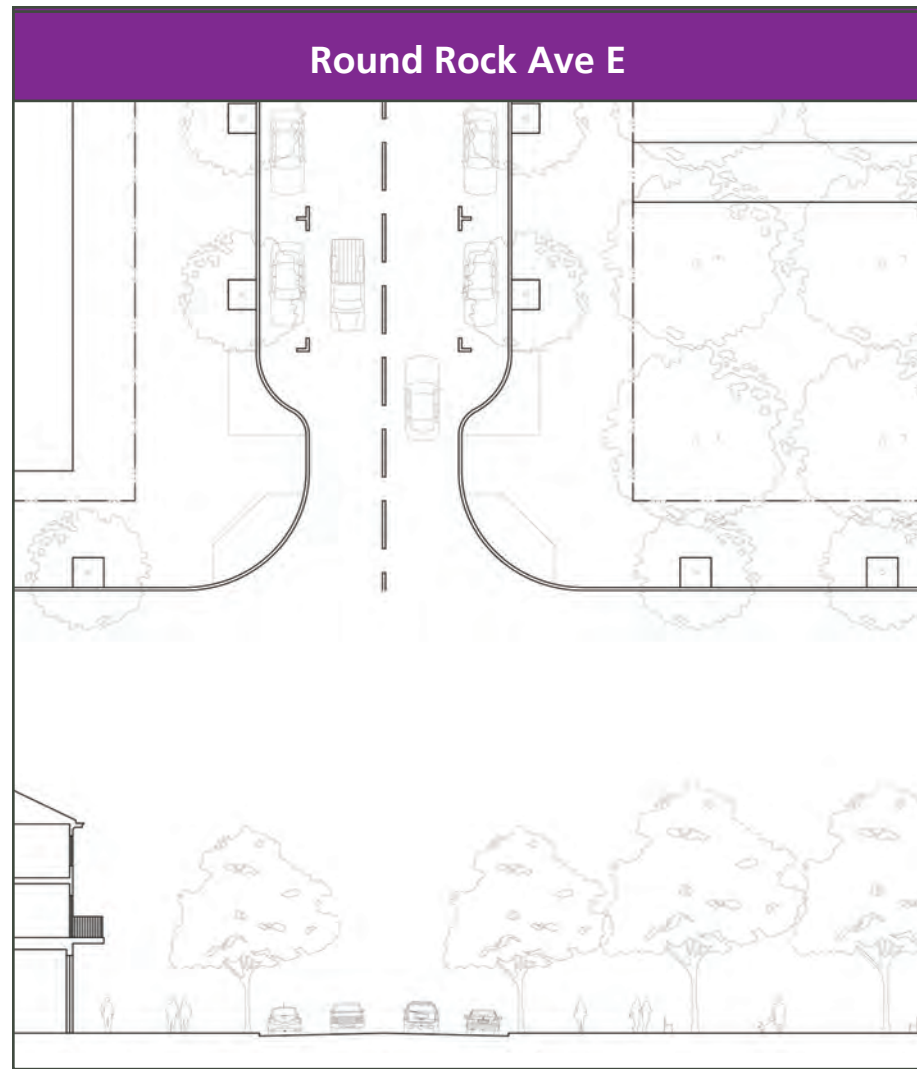
- Primary street
- Design Speed: up to 35 MPH
- Sidewalks: 10' with 5' planting strip
- Curb Radius: 20' at intersecting streets
- Street Tree Placement: 30' spacing
- Street Tree Location: Centered in the planting strip
- Street Light Location: Centered between street trees within the planting strip
- Travel lanes should be 12' for each lane, two lanes for each direction



- Recommendations:
- Primary Street
 - Design Speed: up to 35 MPH
 - Sidewalks: 12' with 5' planting strip
 - Curb Radius: 20'
 - Street Tree Placement: 30' spacing
 - Street Tree Location: Centered in the planting strip
 - Street Light Location: Centered between street trees within the planting strip
 - On-Street parking should be provided on one side of street



- Recommendations:
- Primary street
 - Design Speed: up to 30 MPH
 - Sidewalks: 20' with trees in tree wells
 - Curb Radius: 20'
 - Street Tree Placement: 30' spacing
 - Street Tree Location: Centered in tree pits
 - Street Light Location: Centered between street trees
 - Travel lanes should be 12' for each lane
 - On-Street parking should be provided both sides of street



- Recommendations:
- Primary street
 - Design Speed: up to 30 MPH
 - Sidewalks: 20' with trees in tree wells
 - Curb Radius: 20'
 - Street Tree Placement: 30' spacing
 - Street Tree Location: Centered in tree pits
 - Street Light Location: Centered between street trees
 - Travel lanes should be 12' for each lane
 - On-Street parking should be provided on both sides of street



Main Street

Recommendations:

- Primary street
- From Main Street Bridge to Burnet Street
- Design Speed: up to 30 MPH
- Sidewalks: 18' with trees in tree wells
- Curb Radius: 20'
- Street Tree Placement: 30' spacing
- Street Tree Location: Centered in tree pits
- Street Light Location: Centered between street trees within the planting strip
- Travel lanes should be 14' for each lane
- On-Street rear angled parking should be provided on both sides of street

Mays Street

Recommendations:

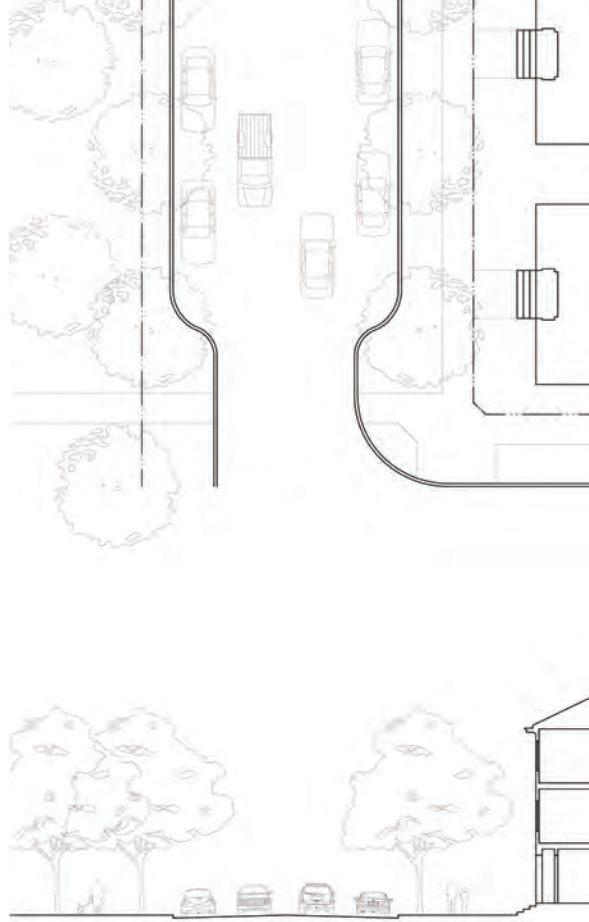
- Primary street
- From south of Brushy Creek Bridge to north of Logan Street
- Design Speed: up to 30 MPH
- Sidewalks: 15' with trees in tree wells
- Curb Radius: 20'
- Street Tree Placement: 30' spacing
- Street Tree Location: Centered in tree pits
- Street Light Location: Centered between street trees
- Travel lane should be 12' for each lane, turn lane should be 12'
- On-Street parking should be provided on both sides of street

Georgetown Street

Recommendations:

- Secondary street
- From south of Brushy Creek Bridge to Main Street
- Design Speed: up to 30 MPH
- Sidewalks: 7' with 7' planting strip
- Curb Radius: 15'
- Street Tree Placement: 30' spacing
- Street Tree Location: Centered in the planting strip
- Street Light Location: Centered between street trees within the planting strip
- Travel lane should be 12' for each lane
- On-Street parking should be provided on both sides of street

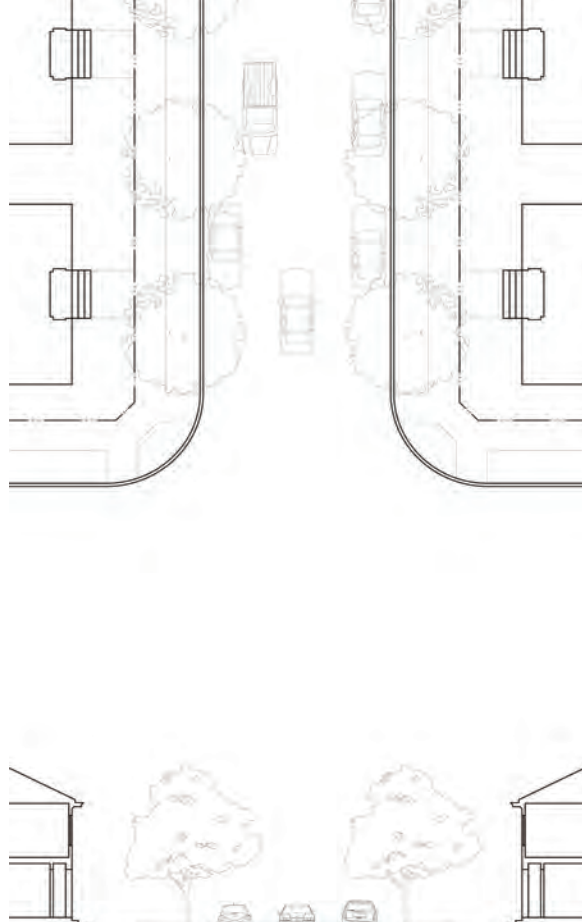
Free-Flow Park Edge



Recommendations:

- Secondary or tertiary street
- Design Speed: up to 25 MPH
- Sidewalks: vary
- Curb Radius: 15'
- Street Tree Placement: 30' spacing
- Street Tree Location: Centered within the planting strip
- Street Light Location: Centered between street trees within the planting strip
- Travel lane should be 10' for each lane
- On-Street parking should be provided on both sides of street

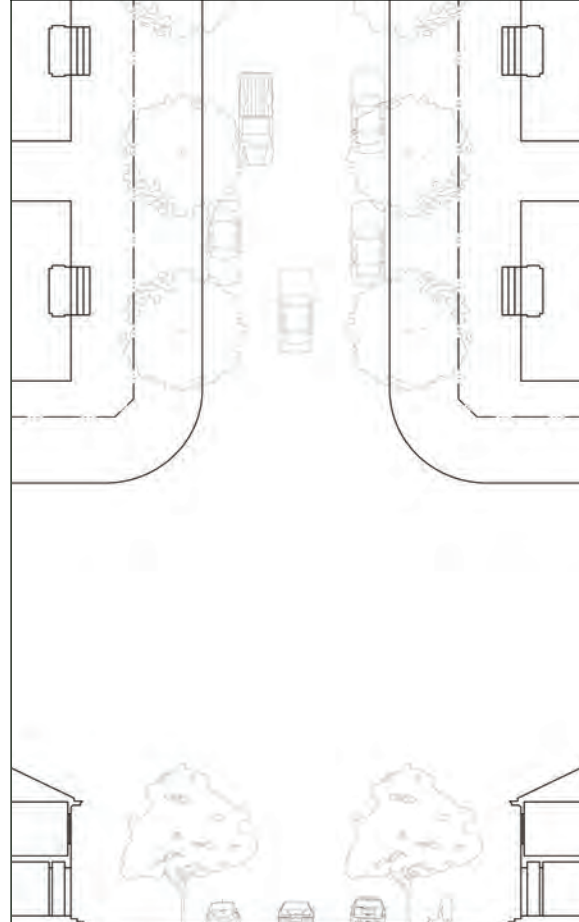
Free-Flow Residential



Recommendations:

- Tertiary street
- Design Speed: up to 25 MPH
- Sidewalks: 5' with 7' planting strip
- Curb Radius: 15'
- Street Tree Placement: 30' spacing
- Street Tree Location: Centered within the planting strip
- Street Light Location: Centered between street trees within the planting strip
- Travel lane should be a 12' yield street
- On-Street parking should be provided on both sides of street

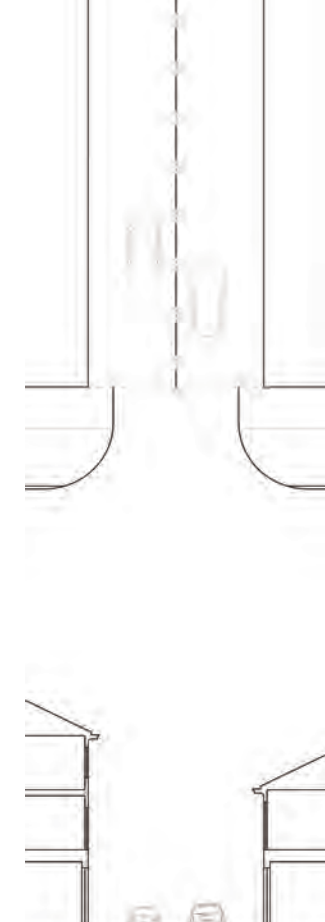
Existing Residential



Recommendations:

- Tertiary street
- Design Speed: up to 30 MPH
- Sidewalks: varies. Many streets have no sidewalks.
- Turning Radius: 15'
- Street Tree Placement: 30' spacing
- Street Tree Location: Placed within the green
- Street Light Location: Centered between street trees within the green
- On-Street parking should be provided on both sides of street
- Travel lane should be a 14' yield street

Proposed Alley



Recommendations:

- Alley
- Design Speed: up to 15 MPH
- Sidewalks: n/a
- Turning Radius: 10'
- No street tree planting required
- No street lights required
- No on-street parking
- Travel lanes should be 10' for each lane



INTERSECTIONS & SIDEWALKS

Intersections are urban spaces that serve as seams or barriers between neighborhoods and/or districts.

Sidewalks are an essential component of creating a pedestrian-friendly environment. Well-designed sidewalks provide the necessary sense of comfort and safety to encourage walking.

These guidelines focus on making intersections and sidewalks a safer place for pedestrians by suggesting bulb outs, sidewalk extensions, mid-street crossings, and urban design features such as textured paving and landscaping to slow traffic and draw attention to the crosswalks.

Crosswalks and Curb Extensions

- In commercial areas, crosswalks should be marked by a paving design and texture that is clearly different from the street paving.
- In residential areas, cross walks should be marked clearly for vehicular and pedestrian traffic.
- Curb extensions (bulb outs) shorten crossing distances and provide sidewalk space for curb ramps and landings. Installing curb extensions physically deters parking at intersection corners and improves the visibility of pedestrians.
- Bulb out intersection corners should be used on all streets that have a parking lane, except when space is limited or where larger turning radii are required for large vehicles.
- The dimension of the curb radius affects the pedestrian safety of an intersection. The smaller the radius, the less area required to cross and the slower the speed of a vehicle making a turn.
- A curb ramp should be installed at both ends of the crossing in a direct line of travel, consistent with the standards of the ADA as well as local and state codes.

Curbs

- Curbs should be vertical (not mountable).
- Where possible, use granite, especially on curbs fronting mixed-use buildings.

Sidewalks

- Sidewalks are strongly encouraged on both sides of the street especially when such streets are fronted by buildings.
- Sidewalks should be separated from any parking space by a physical barrier that will obstruct vehicles from intruding into the required clear path of pedestrian travel.
- Retail sidewalks should be paved from building face to street curb and punctuated with trees and grates. Special paving (using texture, color or patterned brick or stone) should be used to enhance the architecture and the pedestrian experience.
- In commercial areas, the buffer zone is often the “furnishing zone” where utility poles, trees, hydrants, signs, benches, transit shelters, and planters should be placed.
- The furnishing zone in a low-density commercial zone should be a minimum of 5 feet wide. The furnishing zone is over and above the clear area of the sidewalk.
- Landscaping adjacent to sidewalks should be pedestrian-friendly, and free from spiky plants, rapidly growing vines, and other landscaping that may cause harm to pedestrians.
- Streetscapes that are primarily paved should include planters with trees and/or plants.
- Sidewalk designs should conform to the ADA, as well as all state and local codes.



Preferred street intersection design with textured crosswalks and planted bulb outs at intersections, shortening the crossing distances.



Sidewalk appropriate for Round Rock's retail areas with tree planters in furnishing zone, parallel to parking lane. Landscaping occupies the shy distance between the building and the sidewalk. The ground floor is elevated as privacy is important for residential units along busy streets.



Planted parkway, parallel to parking lane, appropriate for Round Rock's residential areas.



SUSTAINABILITY & GREEN SPACE

The city can employ sustainable strategies within the public right-of-way to:

- Reduce stormwater runoff
- Lower area temperatures to reduce the urban heat island effect
- Improve air quality and reduce pollution
- Expand the tree canopy of the city to reduce pollution and enrich the look and feel of the city

The following recommendations discuss green streets, pocket parks, tree planting patterns, and landscaping to achieve sustainable environment goals.

Sustainable Approach

The following design and construction strategies are encouraged:

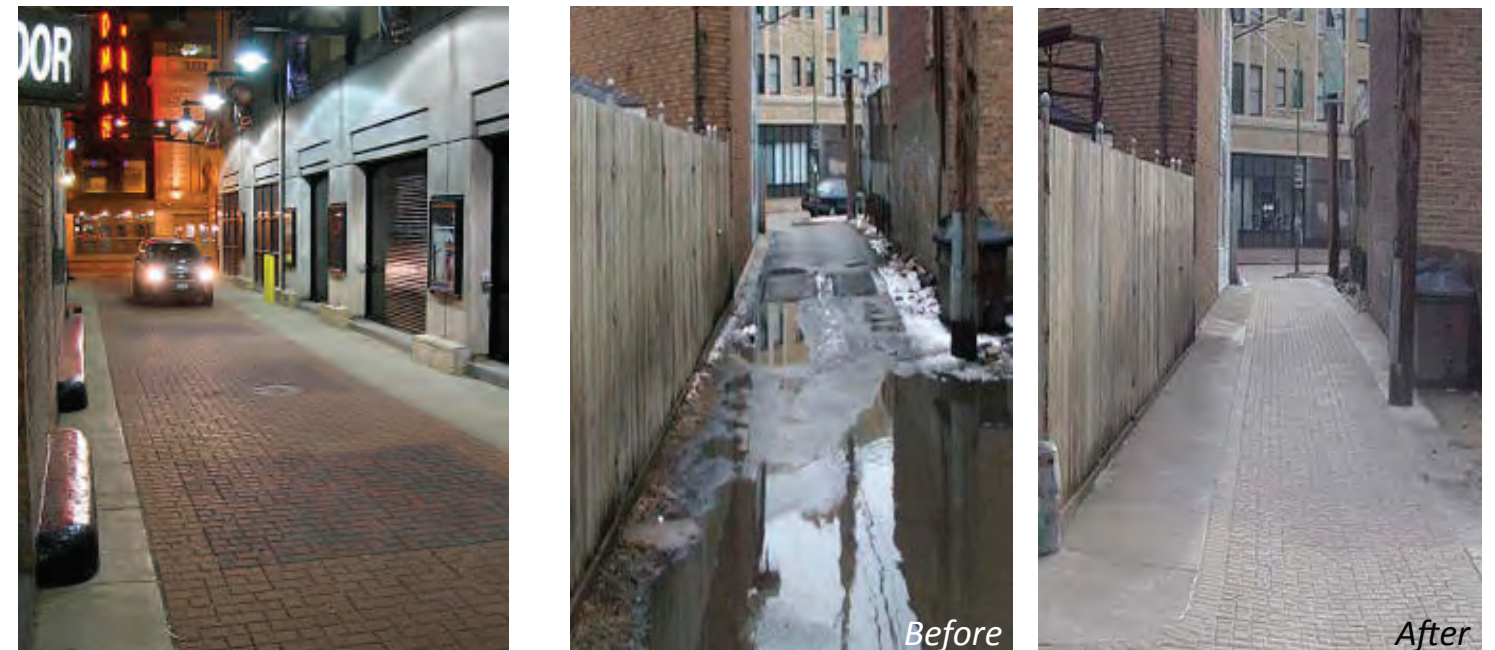
- Recommended use of low albedo concrete over asphalt in parking lots and roadway to increase solar reflectivity of pavement.
- Use of permeable pavement in parking lots, parking lanes, and other low speed, low weight bearing areas to reduce stormwater runoff.
- Preservation and expansion of tree canopy.
- Installation of LED lighting for street lamps to reduce energy consumption.
- Planting of the medians, roundabouts, and sidewalk extensions (bulb outs).
- Additional vegetation to pocket parks and yards where possible.
- Use of permeable and sustainable materials for sidewalk construction.
- Landscaping with native species and drought resistant plants using timed irrigation systems for watering vegetated areas within the public right of way.



Portland "green street" before and after with rain garden, grate, and permeable bricks to collect and divert stormwater.



Street-edge bio-swales for the collection of rain water.



Example of alley with permeable paving from the Chicago Green Alley Handbook.

Before and after images from the Chicago Green Alley Handbook showing differences between impermeable and poor drainage and permeable paving.

Pocket Parks

Pocket parks can be used to add green space to urban areas - transforming oddly shaped or vacant parcels (that may be too small or awkward to develop into community areas). They add a respite from busy streets and can accommodate recreational uses - such as play grounds for children, chess tables for seniors, and more passive activities such as reading, picnicking, and socializing. Pocket parks are generally designed so that they are visible from the street with a minimum of 50% street frontage for safety. They typically include seating areas, shade trees or shade structures, and vegetation that add greenery, texture, and visual interest to the public right of way.

Because the Round Rock Master Plan area has many differently sized and oriented parcels, pocket parks, or small planted green areas, could be incorporated in those areas as part of future redevelopment efforts. The city could also consider allowing large projects that cannot fulfill open space requirements on-site to develop pocket parks in adjacent or nearby parcels that would not normally be attractive or profitable for development.

Ultimately, attractive pocket parks would increase the desirability of commercial and residential areas - raising property values and making Round Rock a more livable place. The vacant lot at 205 E Main Street (the former Senior Center site), for example, can be used temporarily as a pocket park for events and activities until the town green is developed or until the site is partially developed.

See Implementation Chapter 3 for details on recommended vacant parcel policy.

Parkways

Planters and vegetated strips along sidewalks, known as "parkways," add to a street's texture and richness with greenery and flowers. Parkway provide: a buffer between the sidewalk and the streets, an area in which to plant street trees, and a feeling of safety to pedestrians.

Parkways can be designed as bio-swales or water retention areas to mitigate stormwater runoff and can reduce the need of storm water ponds. (See Infrastructure Section for proposed pond location.)

The median and parkway along Round Rock Avenue and the parkway on Georgetown are examples of potential integrated water retention or bio-swale areas.

Parkway Recommendations

- Parkway should be included in the design of all streets except retail streets. (See recommended street sections on following pages.)
- All furniture (e.g. benches, bike racks, bus stop seating, signposts, etc.) located within parkways should be placed at least 2 feet from the curb edge.
- Parkway in residential neighborhoods should not be raised, and should be continuous along the street length, broken only by driveway aprons and entries.
- Parkway may be designed to have a variety of materials such as cobbles or river pebbles for a permeable surface.
- Parkway designed to incorporate bio-swales or water retention areas to mitigate stormwater runoff are encouraged.
- Parkway may project out beyond the curb edge to create breaks in the street parking. These projections are encouraged to be designed as a pattern along the entire street length.
- Vegetation within parkways should be disease resistant, drought tolerant, and appropriate to the Round Rock climate.



Pocket park between buildings.



Landscaped planter along residential street, providing room for street trees.



Rain garden with pebbles and plants creates permeable surface, absorbing and filtering rain water from street during storm.



Pocket park in front of parking lot, along a street.



Pocket park in median, provides pedestrian path and respite from traffic.



Rain water drain as art piece and flower box along roadway, greening the urban environment.

TREES & LANDSCAPING

Landscaping improvements foster civic pride and contribute to the environmental quality and the economic, physical and social health of our community. Most great streets in the world have a well established tree canopy. Round Rock has a substantial tree canopy including old trees that should be preserved.

It is recommended that:

- Every street in the Round Rock Master Plan Area should have street trees planted along their length.
- Shade trees should be added to new curb extensions, or bulb-outs.
- Canopy trees should be planted within the furnishing zone along commercial streets and within parkway, areas on residential streets.
- Mature trees should be preserved as a community asset.

Trees should be selected to:

- Enclose or frame the space of the street with a canopy.
- Provide shade.
- Provide a safety layer between traffic and pedestrians creating the feeling of safety for the pedestrian.
- Enhance building architecture.
- Reduce the heat island effect created by paved surfaces.
- Aid in storm water management through evapotranspiration.
- Not interfere or obscure windows in retail areas.
- Avoid a mono-culture, susceptible to disease and infestation.

Mature Trees

Under the Round Rock Tree Ordinance, "monarch trees" are protected. A tree is designated a monarch tree by the forestry manager and is selected if its diameter represents 80 percent of the diameter of a species' largest and healthiest tree in the City of Round Rock. A monarch tree can only be removed with City Council authorization. Special attention should be given to preserving large mature trees, as they represent a significant asset to the community.

Landscape Recommendations by Street

The following boxes depict landscape recommendations for key streets in downtown. These guidelines describe the general intent and vision for streetscaping throughout downtown.



Round Rock Avenue A

Paving:

- Sidewalks - Tan concrete paving, scored, square
- Crosswalks - Tan concrete pavers (bands) with red concrete pavers (fields)
- Curbs - Tan concrete to match existing

Street Trees:

- Ulmus crassifolia/Cedar Elm in parkway
- Quercus virginiana 'High Rise'/'High Rise' Live Oak in median

Understory Planting:

- Planted parkways
- Planted median

Other:

- Pedestrian-scaled light post located in planted parkway

Round Rock Avenue B

Paving:

- Sidewalks - Tan concrete paving, scored, square
- Crosswalks - Tan concrete pavers (bands) with red concrete pavers (fields)
- Curbs - Tan concrete to match existing

Street Trees:

- Ulmus crassifolia/Cedar Elm in parkway

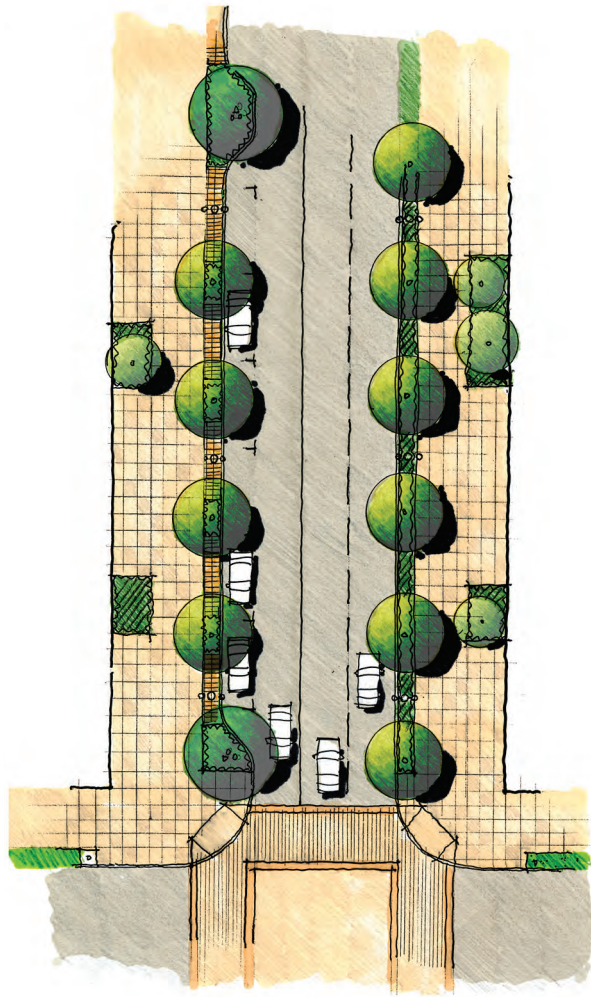
Understory Planting:

- Planted parkways

Other:

- Pedestrian-scaled light post located in planted parkway

Round Rock Avenue C



Paving:

- Sidewalks - Tan concrete paving, scored, square
- Red concrete paver band at curb (north side only)
- Crosswalks - Tan concrete pavers (bands) with red concrete pavers (fields)
- Curbs - Tan concrete to match existing

Street Trees:

- Ulmus crassifolia/Cedar Elm in tree pits (north side) and parkway (south side)
- Quercus virginiana 'High Rise'/'High Rise' Live Oak in bulb-outs/curb extensions (north side only)

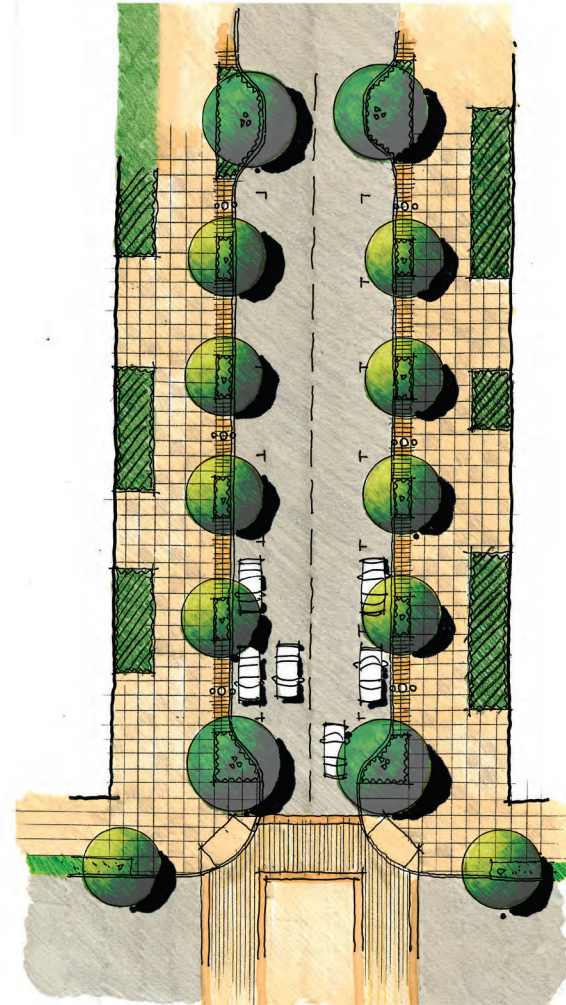
Understory Planting:

- Planted parkway (south side only)
- Planted bulb-outs/curb extensions at on-street parking (north side only)

Other:

- Pedestrian-scaled light post located in planted parkway

Round Rock Avenue D



Paving:

- Sidewalks - Tan concrete paving, scored, square
- Red concrete paver band at curb (both sides)
- Crosswalks - Tan concrete pavers (bands) with red concrete pavers (fields)
- Curb - Tan concrete to match existing

Street Trees:

- Ulmus crassifolia/Cedar Elm in tree pits (both sides)
- Quercus virginiana 'High Rise'/'High Rise' Live Oak in bulb-outs/curb extensions at on-street parking

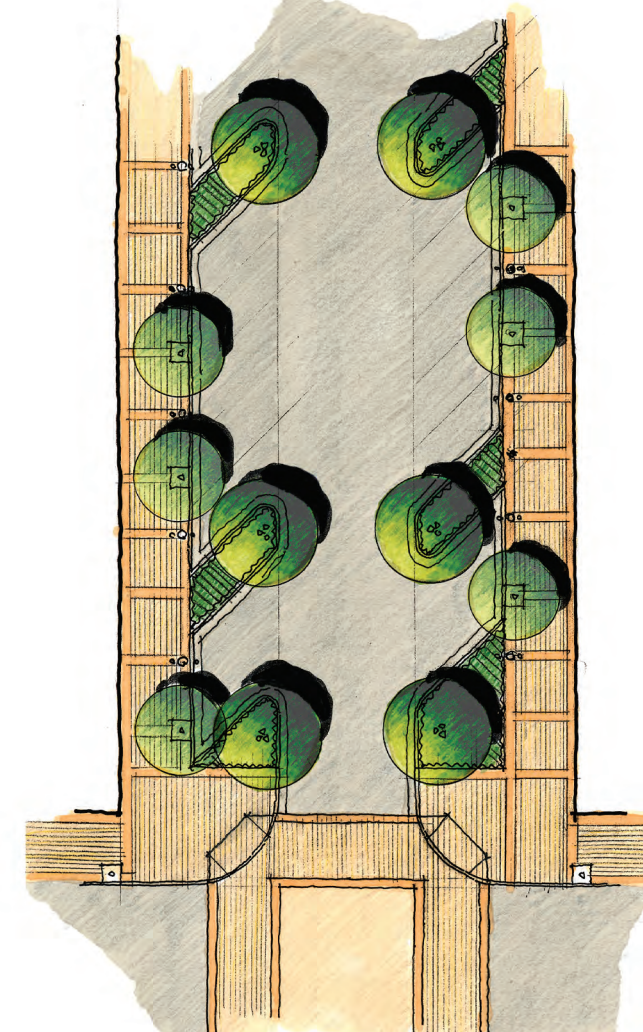
Understory Planting:

- Planted trees pits
- Planted bulb-outs/curb extensions at on-street parking

Other:

- Pedestrian-scaled light post located at back of curb

Main Street



Paving:

- Sidewalks - Tan concrete pavers (bands) with red concrete pavers (fields)
- Crosswalks - Tan concrete pavers (bands) with red concrete pavers (fields)
- Curbs - Tan concrete to match existing

Street Trees:

- Quercus virginiana 'High Rise'/'High Rise' Live Oaks at finger planters
- Quercus shumardii/Red Oaks in tree grates

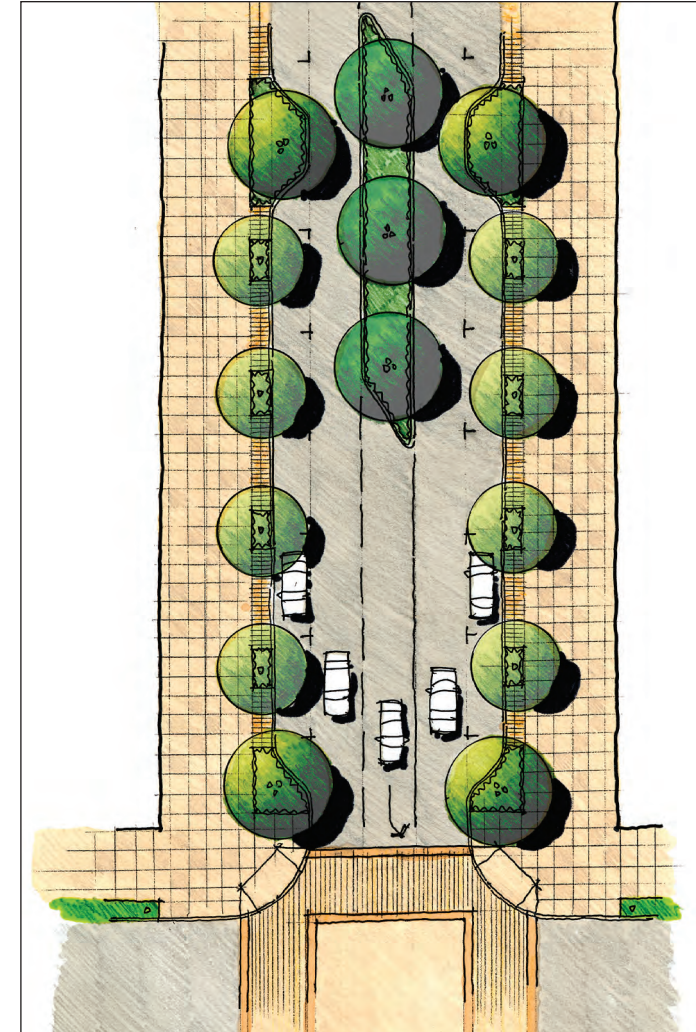
Planting:

- Planted parkways
- Planters at diagonal parking

Other:

- Pedestrian-scaled light post along back of curb

Mays Street



Paving:

- Sidewalks - Tan concrete paving; scored 18" square
- 4'-0" wide red concrete paver band at curb (both sides)
- Crosswalks - Tan concrete pavers (bands) with red concrete pavers (fields)
- Curb - Tan concrete to match existing

Street Trees:

- Acer barbatum 'Caddo'/'Caddo Maple in 4'-0" x 8'-0" tree pits
- Quercus virginiana 'High Rise'/'High Rise' Live Oaks in bulb-outs/curb extensions at on-street parking
- Quercus virginiana 'High Rise'/'High Rise' Live Oaks in median

Planting:

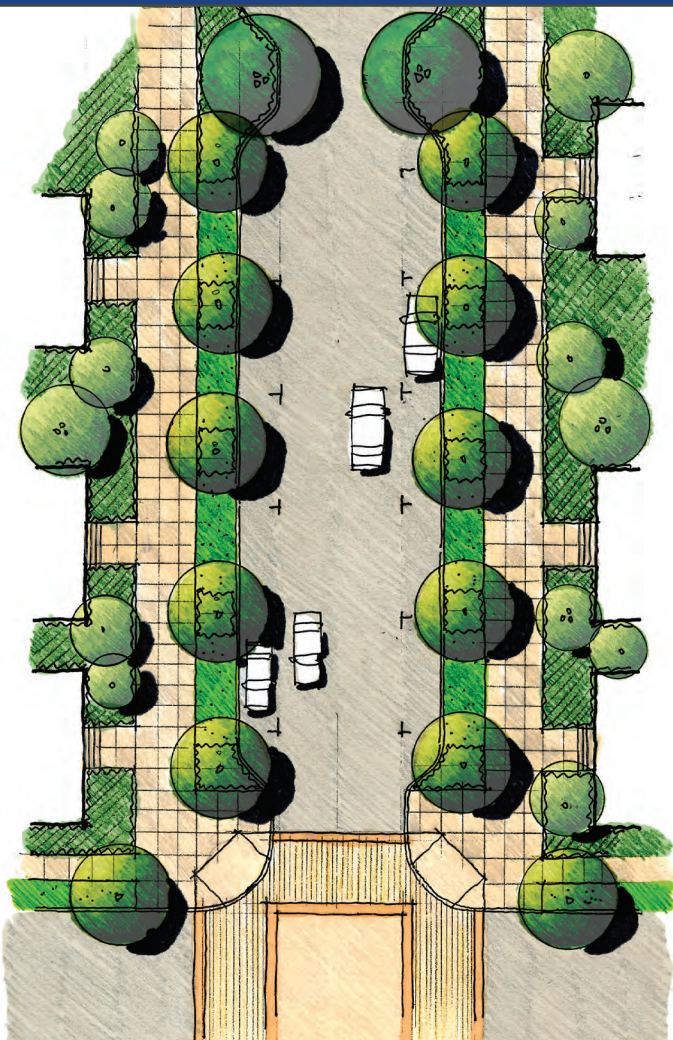
- 4'-0" x 8'-0" planted tree pits
- 11'-0" wide planted median

Other:

- Pedestrian-scaled light post along back of curb

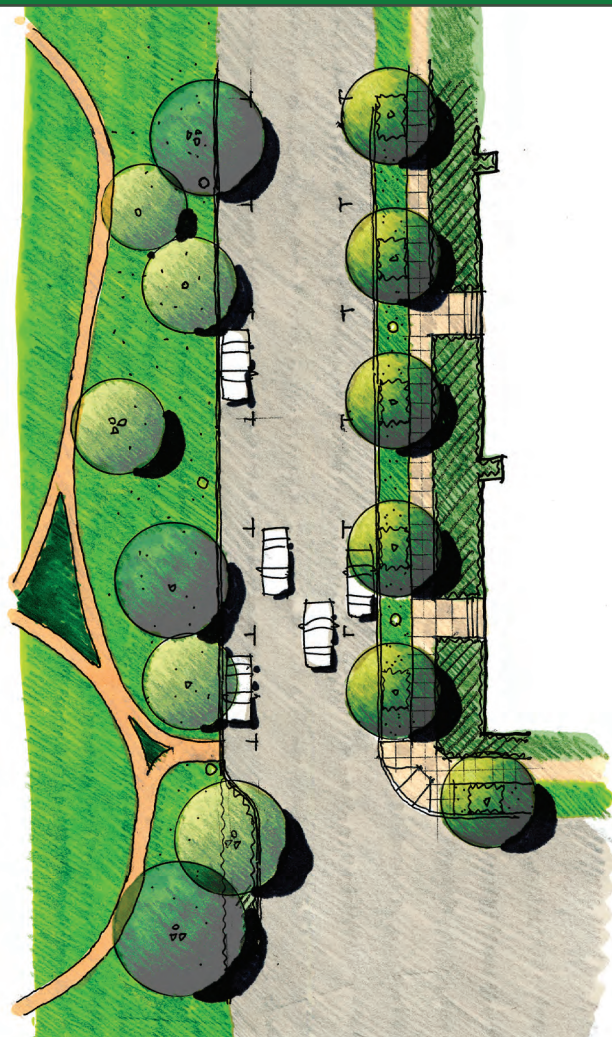


Georgetown Street



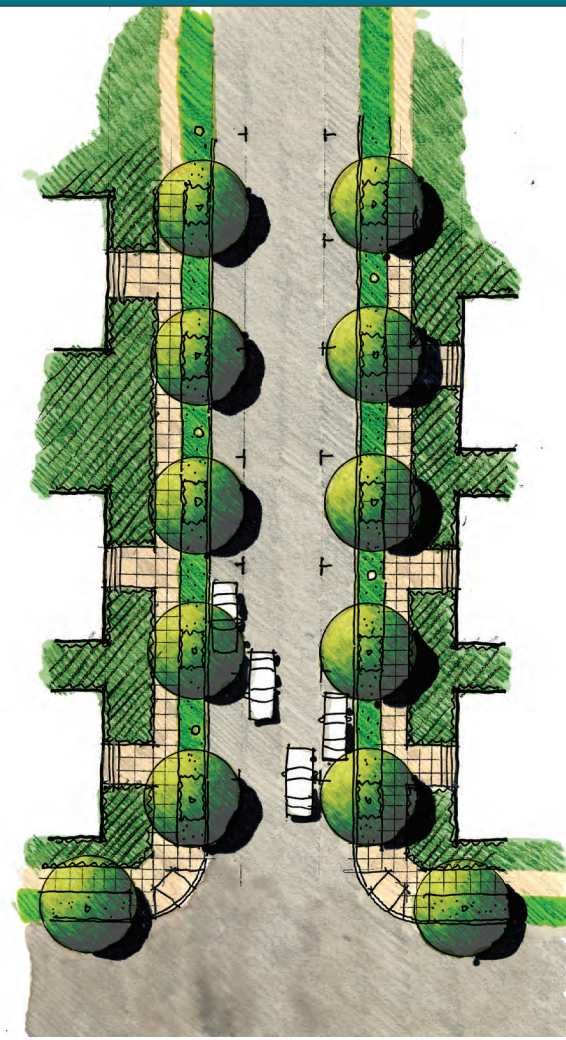
- Paving:**
- Sidewalks - Tan concrete paving, scored, square
 - Crosswalks - Tan concrete pavers (bands) with red concrete pavers (fields)
 - Curb - Tan concrete to match existing
- Street Trees:**
- Quercus Monterrey/Monterey Oak in parkway
 - Quercus virginiana 'High Rise' / 'High Rise' Live Oak in bulb-outs/curb extensions at on-street parking
- Understory Planting:**
- Planting beneath street trees within turfed parkway
 - Planted bulb-outs/curb extensions at on-street parking
- Other:**
- Pedestrian-scaled light post located in planted parkway

Free-Flow Park Edge



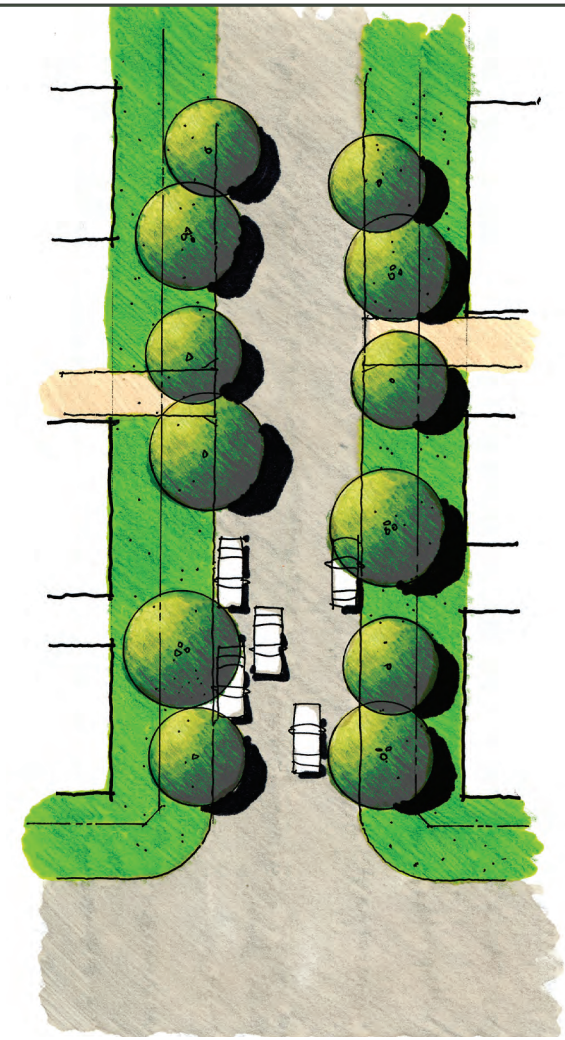
- Paving:**
- Sidewalks - Natural gray concrete paving, scored, square
 - Curb - Natural gray concrete
- Street Trees:**
- Along development side; single species selected from Recommended Plant List
 - Informal layout; multiple species selected from Recommended Plant List
- Understory Planting:**
- Planting beneath street trees within turfed parkway on development side
- Other:**
- Pedestrian-scaled light post located in planted parkway

Free-Flow Residential



- Paving:**
- Sidewalks - Natural gray concrete paving, scored, square
 - Curb - Natural gray concrete
- Street Trees:**
- Single species selected from Recommended Plant List
- Understory Planting:**
- Planting beneath street trees within turfed parkway
- Other:**
- Pedestrian-scaled light post located in planted parkway

Existing Residential



- Paving:**
- Sidewalks - Not applicable
 - Curb - Not applicable
- Street Trees:**
- Informal layout; multiple species selected from Recommended Plant List
- Understory Planting:**
- Not applicable



TREES & LANDSCAPING EXAMPLES



Mature trees provide pleasant canopy, shading street.



Using a variety of textures and materials enhances the public realm.



Drought tolerant, native species should be used in landscaping to reduce water and energy use.



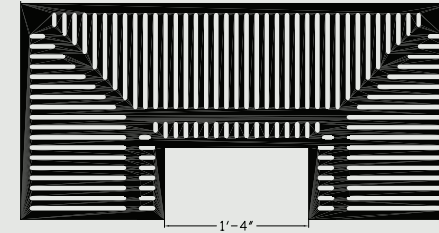
Tree grates can provide interest to public realm.



Desirable urban landscaping for private properties, which interface with the street.



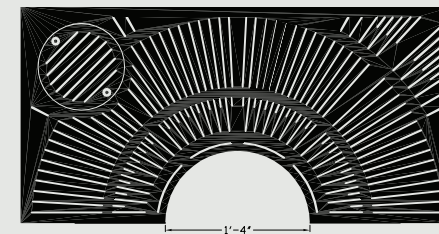
ADA



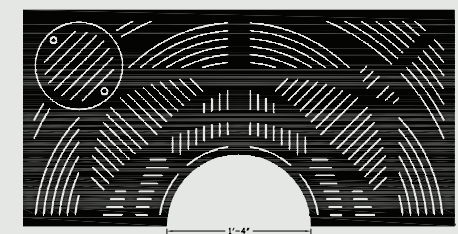
Marina



Starburst



Camelia



Tree grates should be uniform along Main, Mays, and Round Rock. Images above show example grates for street trees on commercial sidewalks. These particular tree grates by IRONSMITH are completely recyclable and made from at least 75% recycled content.



STREET FURNITURE & LIGHTING

Street furniture enhances the look and feel of the public right-of-way and contributes toward creating a pedestrian friendly environment. It does this by adding texture to the street, providing shade and seating, and creating a unique sense of character in each neighborhood.

Street Furniture

- All streets should have street furniture, where possible.
- Placement of street furniture is encouraged on residential streets with commercial activity.
- Street furniture should also be included in public plazas, courtyards, and parks.
- Street furniture and lighting should be uniform to enhance its identity and contribute to its sense of place.
- Street furniture represents a public art opportunity for the city. Uniquely-designed benches, bike racks, signage, tables, chairs, and trash cans, can contribute to the character and individuality of the local environment.



Bench under shade tree creates a moment of respite.



Moveable tables and chairs allow for spontaneity and flexible social interaction.



Bench faces sidewalk and building front rather than traffic.



Street dining enhances the public realm and creates a safer, more vibrant street atmosphere.



Decorative benches can act as public art.



Street Lighting, General

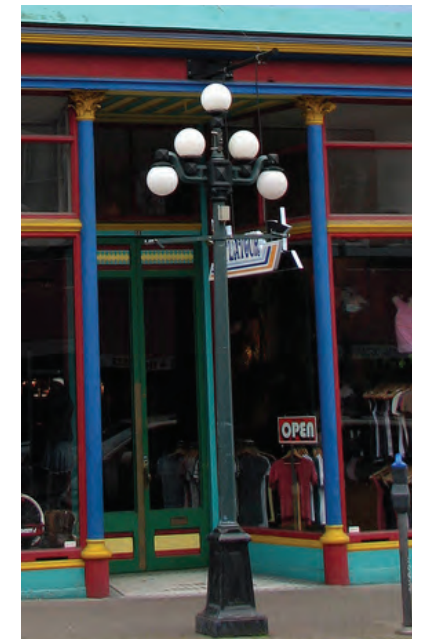
- Pedestrian scale/ decorative light fixtures are encouraged throughout downtown in order to create a greater sense of unity and character.
- Light quality should not be harsh, glaring, blinking or shed beyond property boundaries.
- Facade lighting should highlight architectural details and should be incorporated into building design.
- Lighting should be used to accent building architecture and/ or landscaping.
- Compact fluorescents or halogen lighting elements should be utilized on the exteriors of private buildings. Lighting fixtures should be shielded so that light is aimed downward to reduce glare.
- Street lamps and traffic lights should use LED (low emitting diode) bulbs to reduce city energy use.
- Lighting should illuminate entrances and pathways for pedestrian and vehicular security.

Residential Neighborhood Lighting

- The placement of lighting in residential parking areas should consider bedroom window locations.
- No lighting on private property should produce an illumination level greater than 1/2 foot candle on any property within a residential zoning district except on the site of the light source.

Commercial Lighting

- The height of lamp posts should be designed to be proportional to the width of the street.
- Incandescent exterior lights are not recommended.
- Lighting for commercial uses should be shielded.
- Lighting that is visible from adjacent properties or roads should be indirect or incorporate full shield cut-offs to reduce sky-glow and address dark-sky issues.
- Lighting should be energy-efficient, and shielded or recessed; glare and reflections should be confined to the maximum extent feasible within the boundaries of the site.
- Along walkways, low-level lighting fixtures mounted on short posts are encouraged.



Photos show desirable, human-scaled pedestrian lighting used to distinguish neighborhoods.



APPENDIX

- I. Market Analysis
 - Market analysis overview
 - Hotel market and tourism overview
 - Economic analysis stakeholder interviews
- II. Traffic Analysis
 - Traffic Components
 - Commentary of level-of-service calculations
 - Level-of-service comparison
 - Trip generation estimates
- III. Recommended Plants
- IV. Glossary of Terms

I. MARKET ANALYSIS

Market Analysis Overview

The following summarizes the findings of the market analysis, March 2009.

Introduction

The economic analysis informs design decisions incorporated into the Master Plan. The analysis looks at general demographic and real estate trends in the Round Rock area, and potential demand for retail, residential and office space in the downtown area.

General & Limiting Conditions

This study is based on estimates, assumptions and other information developed by Economics Research Associates from its independent research effort, general knowledge of the industry, and information provided by and consultations with the client and the client's representatives. No responsibility is assumed for inaccuracies in reporting by the client, the client's agent and representatives, or any other data source used in preparing or presenting this study.

This report is based on information that was current as of December 2008 and Economics Research Associates has not undertaken any update of its research effort since such date. Because future events and circumstances, many of which are not known as of the date of this study, may affect the estimates contained therein, no warranty or representation is made by Economics Research Associates that any of the projected values or results contained in this study will actually be achieved.

Market Overview of the Austin Region

- According to a recent overview by Wells Fargo Economics (June-July 2008), the national downturn is hitting the Austin region harder than other Texas metropolitan areas. The employment growth rate is slowing and unemployment is increasing, although the unemployment rate for the MSA remains relatively low. While median home prices have decreased in the region, the decline has not been as drastic as that experienced in other parts of the country.
- The biggest risk to the regional housing market is the rate of inflation. If interest rates are increased too aggressively by the Federal Reserve, it is anticipated that the housing market will remain flat through 2009. It appears that housing permit issues are close to the bottom of the cycle in the housing market. As a further indication of the weak housing market, the months in inventory index for housing is expected to increase (the month in inventory index increased to 5.3 months in April, up from 3.1 months in early 2007).

Office Market

- Recently, slowing job growth and new empty buildings have contributed to an overall vacancy rate of 17.2% within the Austin-Round Rock office market - the highest recorded vacancy rate since early 2005. As a result, some landlords are offering free rent and other incentives in order to attract tenants. Rents fell in the third quarter across all classes of office space. An estimated 2.0 million square feet of new office space is currently under construction as a result of more favorable job growth conditions forecast during the planning stages for the projects. Vacancy rates are expected to continue to increase across the region as the area absorbs the significant amount of new office space currently under construction.
- The construction of new arterial roads such as State Highway 45 and the introduction of La Frontera, with over one million square feet of retail space, have helped to increase the viability of Round Rock as an attractive office market.
- As of third quarter 2008, the Round Rock submarket recorded a relatively high vacancy rate of 37.0% in 1.7 million square feet of space. The high vacancy rate is due in part to the significant office inventory which came on line during the third quarter in Round Rock - 439,852 square feet of new space was added. As might be expected, overall Class A rent levels are currently relatively low in Round Rock - \$26.78 per square foot/year versus \$31.10 for the entire Austin regional market. An additional 270,000 square feet of office space is listed as under construction within the Round Rock submarket.
- While total jobs increased over the past year within the Austin-Round Rock MSA, the rate of job growth has declined and it is expected that office leasing activity in the region will not rebound until there is a rebound in the local job market. The national

credit crisis and uncertainty on Wall Street are further hampering the local office market.

- Projected office demand in downtown Round Rock is based in part on forecast employment growth within the Austin-Round Rock MSA. Based on projections provided by TXP (an economic and policy consulting group based in Austin) in April of 2008, the strong appeal of the region for expansion by both residents and firms has allowed Austin to perform better than many other regions across the country.
- We have estimated that new employment growth in the area between 2007 and 2023 (it is assumed that office space recently built/under construction accounts for some of the recent employment growth) will generate office space demand for 1.7 million square feet of new office space in the area. Given just over 900,000 square feet of space which is vacant (newly constructed) or under construction, new office space demand is likely satisfied for the next several years. Small-scale, niche office space (live/work) may be a possibility in the downtown area for those tenants looking for non-traditional office space. It is estimated that the downtown district could reasonable capture 8 to 10% of total office market demand, or long term demand of approximately 73,000 to 91,000 square feet of new office space.

Housing Market

- Building permits issued in Williamson County reflect the ongoing downturn, with a drop in permits issued of just over 50% from 2007 (through October) to 2008 (through October). The county also experienced a notable drop from 2006 to 2007 in total permits issued, with a yearend decrease of about 24% reported.
- Data through November of 2008, compared to the previous time frame one year ago, reveals that total certificates of occupancy issued within the city have decreased by 42%.
- Total home sales in the Austin MSA are estimated to drop by about 15% from 2007 to 2008, with the average sales price decreasing only slightly to \$244,900. Total listings have also reached a relatively high 11,806.
- Housing market demand is based on projected population growth for the region (Austin-Round Rock MSA) and the downtown's relative fair share capture of new growth. The analysis also assumes that new downtown residential development will include a mix of housing types, potentially including attached ownership, rental, live-work, and mixed-use development (e.g. combining housing with office and/or retail) units.
- It is likely that new housing development will be restricted by available space for construction rather than market demand. Based on estimates, 207 new residential units are supportable between 2009 and 2013, 240 units between 2013 and 2018, and 257 new units between 2018 and 2023.



Retail Market

- Occupancy rates for retail space range from 73 percent to 97 percent across all Austin-Round Rock MSA districts. In Round Rock, 91 percent of the retail space was occupied, leaving approximately 245,000 square feet vacant.
 - The top ten retail centers (in terms of size) located close to the City of Round Rock account for approximately 4.7 million square feet of retail – a significant existing supply.
 - Due to the existing pedestrian environment, the 100 block of East Main Street is the primary opportunity and the 200 block is the secondary opportunity for retail improvements in downtown Round Rock. ERA recommends and supports urban planning initiatives to reconfigure or enhance (from the pedestrian's perspective) the intersection of Main and Mays Street.
 - ERA estimated the amount of square feet of retail in different usage categories to better understand the balance of retail to office to consumer service in the downtown core. It should be noted that these estimates are not exact and are based on limited available building dimensions and current tenant listings. We have estimated that there is approximately 10,000 square feet of retail space and 25,000 square feet of restaurant/food oriented space, and 83,000 square feet of "other" (civic, office, vacant) located in the downtown core area.
 - ERA assessed market demand for retail in downtown Round Rock. The retail demand analysis is based upon the identification of potential key markets that will likely generate sales in downtown Round Rock (provided the right retail environment is present) and their purchasing power. People who live in the Round Rock area will be downtown's major customers. It is however, important to differentiate residents based on their proximity to downtown. For this reason ERA defined Primary and Secondary Trade Areas from which downtown Round Rock could potentially draw customers.
 - Only a portion of household expenditures will occur in downtown Round Rock. This is largely dependent on the quality of the tenant mix as a whole and individual retailers, as well as market factors. Several variables impact market penetration including: (1) proximity to downtown Round Rock (2) access to downtown (3) market characteristics and typical expenditure patterns (4) proximity to competitive offerings. ERA included estimated a range of potential captured expenditures.
 - We estimate that the downtown core could support between 107,000 and 145,000 square feet of active retail space, thereby creating a downtown destination core of retail space.
 - As a true main street in the midst of big-box centers, strip malls, and indoor malls, downtown Round Rock can offer a different product. The balance of retail types and sizes is critical to the overall success of a project. Furthermore, downtown Round Rock increases its successes for making deals if it does not compete with the mega shopping centers for their national chain oriented tenants.
- Currently Round Rock has approximately 120,000 square feet of ground level street-oriented space in its downtown core. ERA recommends that retail recruitment efforts take advantage of this space. Round Rock should fulfill retail demand by first filling existing ground level space with retail before building more space.



Hotel Market and Tourism Overview

Introduction

Economics Research Associates (ERA) was retained as a subconsultant to Torti Gallas and Partners, Inc. to look at the potential commercial and housing market for downtown Round Rock, Texas as part of the Round Rock Downtown Master Plan effort. The Market Analysis report was issued in January of 2009 (See Appendix 122) and represents our findings with respect to quantifiable market support for various land uses. The following analysis includes a hotel market overview.

The hotel market overview includes a summary of tourism statistics as well as a review of hotel performance in Round Rock versus the entire Austin-Round Rock MSA. Most major chains already have a presence in the Round Rock area, reflecting in part the population and employment growth that has occurred in the area over the past several years. The only full-service hotel in the area, Marriott North, is located near Dell Headquarters.

Other hotels in the area are primarily limited service, located along Interstate 35, the main access route through the region. ERA also researched three relatively new modern, lower price point concept hotels which are not currently located in the Round Rock market, but which would be compatible with the technology and visitor submarkets.

Priority projects identified in the Master Plan include several projects located within the "public realm" (e.g. Main Street bridge, Mays Street/Round Rock street improvements). Key components of the Master Plan include the creation of streets that reinforce pedestrian safety and also the creation of an environment that generates pedestrian activity and in turn leverages private investment.

One of the roles of the public sector is to put in place policies that guide development and inform design. The implementation discussion revolves around potential public financing mechanisms, adaptive reuse strategies, retail development and leasing, and vacant lot approaches.

Hotel Market Overview

ERA evaluated the current performance of Round Rock's existing lodging market in order to determine market demand and positioning.

Currently, the Austin-Round Rock market offers a limited-service focused series of lodging options with price points and average daily rates (ADR's) generally falling below \$100 per day. Most of the hotel products are concentrated along Interstate 35 at the Round Rock exits. The exception is the full-service Marriott located near the Dell Headquarters offices just south of the Downtown Master Plan study area. The greater Austin area follows the pattern in many Metropolitan Statistical Areas (MSA's), with higher price levels and occupancies occurring in the Central Business Districts (CBD's) and more budget price properties locating in the outer areas. Round Rock falls within this price and performance range.

Visitation

Visitation to the greater Austin market is strong and growing. According to most recent available data, the greater Austin MSA (which includes Round Rock) receives approximately 19 million visitors per year, an increase of two million visitors since 2003. Reportedly, tourism is predominantly leisure travel, which accounts for 64 percent of travel person-days to the region. Of this 64 percent, vacation travel accounted for 13 percent of person days and non-vacation 51 percent. Visiting friends and relatives was the most commonly cited reason for visiting Austin, accounting for 30 percent of person-days.

Business travel produced 36 percent of person-days to the Austin MSA. Nineteen percent was related to group meetings and 17 percent was transient business.

The patterns of visitation to the Austin area indicate a strong drive-to orientation, with 72 percent of travelers arriving by automobile. Traffic counts along I-35 at Round Rock support this pattern, with an estimated 50,000 cars per day (or about 18 million vehicles per year in both directions). Sixty-four percent of person-days were generated by travelers from 250 miles or less (one-way).

The average party size (adults and children) was 2.1 people, with an average age of 44 years, and an average household income of \$72,740.

Hotel Supply Market Overview

There are currently 26,000 hotel rooms in the greater Austin market area, with 5,000 of these located in Austin's Central Business District (CBD); these rooms serve the Austin Convention Center, the State Capitol complex, the downtown business community and sports events at the University of Texas and other area schools. As seen below in Table 1, as classified based on service levels provided by Smith Travel Research, a leading hospitality industry database, almost half (48 percent) of these Austin CBD rooms are high end properties, 32 percent are mid-price levels, and 20 percent are economy brands. In contrast, most of the room supply is in the limited service price level.

Table 1: Current Hotel Supply

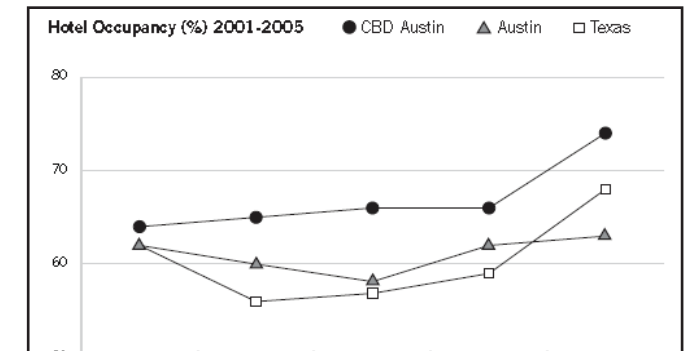
	Percent of Market
High End	48%
Mid-Level	32%
Economy	20%
Total	100%

Source: Smith Travel Research, Economics Research Associates, 2008.

Current Hotel Supply

Current Market Performance

As seen below, the CBD performs favorably in comparison to the overall Austin area, and has for some time. The Austin-Round Rock market performs favorably compared to the Texas market overall. Over the last five years, the CBD has experienced an average occupancy of approximately 71 percent, with Austin overall averaging approximately 67 percent, and Texas at approximately 66 percent. The ADR over this same time period in the CBD has been \$137, while Austin's ADR is around \$104, and that of Texas overall is \$93.



Round Rock hotel occupancies

ERA also reviewed hotel trend indicators for the Round Rock area based on information provided locally. As reflected below, occupancy for the 2nd quarter 2008 was down just over five percentage points from 2nd quarter 2007, with the average daily room rate increasing from \$93.92 to \$95.86. It is worth noting that performance in first and second quarter 2007 was relatively strong compared to the previous two years. Total room revenues have continued to grow over the past few years, although the effects of the economic downturn in late 2008- early 2009 may alter this pattern while the national and regional economies recover.

In general, Texas has not seen as deep a downturn as have other states due to energy production and a diverse state economy. This suggests that there could be an opportunity to provide another hotel product as part of the revitalization of downtown, particularly if located with easy access off I-35 and proximity to the retail core. Also, a hotel product that is somewhat differentiated in character, but still preserving a low to mid-level price point could be competitive with the exclusively highway-oriented lodging properties.

A differentiated product may also draw visitors from outside of the immediate area, or visitors to nearby sports, cultural, and convention facilities (e.g. Dell Diamond). Development of a restaurant cluster within the downtown district would also increase the potential draw of visitors to the region.

There are currently about 62,000 cars traveling daily along I-35 northbound of State Route 45. A northbound exit ramp would increase the viability of a hotel while at the same time increasing visitation and visibility of downtown Round Rock.



Round Rock				
	Revenue	% Occupancy	Room Nights Sold	Ave. Daily Rate
2008				
2nd Q	\$12,519,000	69.4%	130,600	\$95.86
1st Q	\$12,045,000	72.1%	134,300	\$89.69
2007				
4th Q	\$10,772,000	66.8%	127,100	\$84.75
3rd Q	\$11,890,000	70.3%	133,700	\$88.93
2nd Q	\$13,186,000	74.6%	140,400	\$93.92
1st Q	\$11,957,000	76.5%	142,500	\$83.91
2006				
4th Q	\$10,317,000	69.1%	131,600	\$78.40
3rd Q	\$11,338,000	72.6%	138,100	\$82.10
2nd Q	\$11,786,000	73.0%	137,400	\$85.78
1st Q	\$9,570,000	69.9%	130,300	\$73.45
2005				
4th Q	\$8,362,000	63.8%	121,500	\$68.82
3rd Q	\$8,827,000	63.7%	121,200	\$72.83
2nd Q	\$9,419,000	68.0%	131,600	\$71.57
1st Q	\$7,873,000	64.0%	122,600	\$64.22

Note: Average daily rate calculated as room revenue divided by rooms sold.

Round Rock hotel performance trends

Current Supply

ERA examined the current hotel supply in the Round Rock area in order to better understand potential candidate hotels for the study area. As reflected below, most major chains already have a presence in the Round Rock area, reflecting in part the population and employment growth that has occurred in the area over the past several years. The only full-service hotel in the area, Marriott North, is located near Dell Headquarters. Other hotels in the area are primarily limited-service (under 150 keys, more affordable ADR's) products and are located along I-35, the main access route through the region.

The opportunity may exist for a newer concept, modern limited service hotel within the study area. As examples of the types of hotel product that would complement the Master Plan objectives, three relatively new lower price-point concept hotels are highlighted below. While the current market offers financing challenges, it may be beneficial to discuss future long-term expansion plans with desired operators. It should be noted that NYLO is a relatively new concept with few existing locations, but one of the first was located near Dallas, indicating receptiveness to Texas locations

Hyatt Place

Hyatt Place is a relatively new updated concept by Hyatt Hotels; the concept includes spacious modern guestrooms with complimentary Wi-Fi and a 42" flat panel HDTV that can be integrated with laptops and

MP3 players. The hotel also offers a 24-hour guest kitchen with made-to-order meals and a complimentary continental breakfast. There are currently nineteen Hyatt Place hotels in Texas, including two in Austin (at the Arboretum and at I-35 and Highway 290), so the company is very familiar with the Round Rock area.

Aloft

Starwood Hotels & Resorts recently introduced Aloft, a more moderate price point alternative to the W Hotel concept. Guest rooms feature nine-foot ceilings and oversized windows to create an urban loft aesthetic. Other features include walk-in showers and a high-tech office and entertainment center similar to that described for Hyatt Place. As with the signature W Hotel, Aloft features unique public spaces and fitness facilities as well as a one-stop food and beverage area. There are currently four Aloft hotels in other parts of Texas, with a fifth scheduled to open at the Domain in north Austin in late 2009.

NYLO

NYLO was designed to appeal to both leisure and business travelers seeking innovative design as well as good value. NYLO targets corporate travelers aged 25 to 55. As with Aloft, the trademark of NYLO is loft-style accommodations with 10-foot ceilings, exposed brick interiors, custom designed furniture and lighting, and original artwork. NYLO also features a restaurant/bar that includes a library area with a business center, boutique shop, and café.

Property	Total Rooms
Austin Marriott at Round Rock	295
Best Western Executive Inn	70
Candlewood Suites	98
Comfort Suites	63
Country Inn and Suites	61
Courtyard by Marriott	113
Days Inn and Suites	49
Extended Stay America North	138
Hampton Inn-Austin Round Rock	94
Hilton Garden Inn	122
Holiday Inn Hotel & Suites	91
La Quinta Inn North	116
La Quinta Inn South	86
Residence Inn - Round Rock	96
Round Rock Inn	60
Springhill Suites	104
Staybridge Suites	81
Value Place	120
Wingate by Wyndham	100
TOTAL	1,957

Source: Round Rock Convention & Visitors Bureau, Economics Research Associates

Round Rock hotel inventory

NYLO made the decision to operate a few corporately owned hotels before launching franchise operations. Subsequently, NYLO first made brands available for franchising in February of 2008. Currently, NYLO has two locations open and operating – Plano NYLO at Legacy was the first and the second in Warwick NYLO near downtown Providence, Rhode Island. Additional hotels are planned for Overland Park (Kansas City), in Las Colinas (Dallas-Ft. Worth), and in Broomfield (Denver/Boulder, Colorado).

General & Limiting Conditions

Every reasonable effort has been made to ensure that the data contained in this report are accurate as of the date of this study; however, factors exist that are outside the control of Economics Research Associates, an AECOM company (ERA) and that may affect the estimates and/or projections noted herein. This study is based on estimates, assumptions and other information developed by Economics Research Associates from its independent research effort, general knowledge of the industry, and information provided by and consultations with the client and the client's representatives. No responsibility is assumed for inaccuracies in reporting by the client, the client's agent and representatives, or any other data source used in preparing or presenting this study.

This report is based on information that was current as of March 2009 and Economics Research Associates has not undertaken any update of its research effort since such date.

Because future events and circumstances, many of which are not known as of the date of this study, may affect the estimates contained therein, no warranty or representation is made by Economics Research Associates that any of the projected values or results contained in this study will actually be achieved.

Possession of this study does not carry with it the right of publication thereof or to use the name of "Economics Research Associates" in any manner without first obtaining the prior written consent of Economics Research Associates. No abstracting, excerpting or summarization of this study may be made without first obtaining the prior written consent of Economics Research Associates.

This report is not to be used in conjunction with any public or private offering of securities, debt, equity, or other similar purpose where it may be relied upon to any degree by any person other than the client, nor is any third party entitled to rely upon this report, without first obtaining the prior written consent of Economics Research Associates. This study may not be used for purposes other than that for which it is prepared or for which prior written consent has first been obtained from Economics Research Associates.

This study is qualified in its entirety by, and should be considered in light of, these limitations, conditions and considerations.



Economic Analysis Stakeholder Interviews

Stakeholder Interviews Summary

Following is a summary of various stakeholder interviews completed during the master planning process:

Various Retailers

- Currently paying rents ranging from about \$1.25 to \$1.68 per square foot per month.
- Market includes mostly Round Rock residents – stay at home moms. Close-in market. Also limited drive by traffic. No pedestrian traffic along major thoroughfares. There is a need to advertise availability of free parking around the block.
- Currently only in store sales – may develop web based sales in the future.
- The retailer wanted to build downtown because of the charm of the historic downtown area. Reportedly, the tenant looked at three other spaces before an owner agreed to rent the space to a retail tenant (instead of a lower risk office tenant).
- Some retailers are financially able to operate at a loss during the first few start up years.
- Fit out can be done at minimum cost.
- Main competition is located in a strip mall about one mile from the downtown area. The competitive store originally started out on Main Street in downtown Round Rock and was ultimately priced out of the retail space.
- Rents are currently dropping. During the mid 1990's, the area was a popular location for dot com businesses and priced out some of the existing retailers.
- There is a desire to create a destination and more variety, e.g. bookstore, etc.
- Business peaks Friday afternoon, Saturday.
- Marketing through an email newsletter, flyers, and advertising in the Community Impact Newspaper.
- Market includes Round Rock, Pflugerville, Hutto, Georgetown, North Austin.
- Merchandise is more affordable than Georgetown.
- 2008 was not a good year in terms of store sales – economy, Main Street 101 closed (owner worked for Dell and was transferred), opening of Steinmart, nearby mall.
- Drive by exposure better on Mays Street than on Main.
- Failure of businesses due to abundance of street front office, individually owned businesses, need for more food service, no walk-by pedestrian traffic,
- In the Jackson Building, mentioned that architects willing to pay \$3 to \$4 per square foot for office space, will have a photo studio located in the back of the building.
- Market includes broader Round Rock area – majority of customers from word-of-mouth.

- What is not working – the space is too large and expensive to operate (utilities, staff, etc)
- Need to educate public about free parking garage.
- Sales down since September.
- Competition includes the malls located throughout the area. Employees can be difficult to hire.
- Artisan strolls stopped two years ago – need more coordinated, regularly occurring special events.

Food Service

- There was an initial surge in sales when the restaurant opened and for the first three years. High volume lunches. Located in current location because of historical location and proximity to Dell. Dinner business is recovering. More volume at lunch – more revenue at night/dinner. Total of 80 covers in restaurant.
- General partner owns another restaurant in Austin. Majority partner is opening another restaurant at La Frontera.
- Desires – streetscaping, parking (peak days are especially bad), entertainment, ease of access
- Would welcome more competition downtown – only nearby competition is Gumbos – same price point.
- The Domain (five minutes away via the Toll Road) impacted business because of opening of several new white table cloth restaurants.

Chamber of Commerce

- Need more restaurants first. Made a wish list of potential tenants to contact: Amy's Ice Cream (Austin), Maggie Moos (La Frontera), sports bars, entertainment, restaurants, Café Java.
- Friar Tucks is opening in the Quick's building. The owner reportedly also looked at locating in downtown Taylor and ultimately decided on a Round Rock location due, in part, to more desirable demographics.
- There has been an expressed interest in developing a Farmer's Market (very preliminary).
- Interest expressed in developing a "gateway" for downtown and an increase in public facilities.
- A small incentive currently exists in the downtown area - property owners can receive a 75% property tax abatement from an historic review board, however, the incentive typically does not filter down to local businesses.

Downtown Broker

- Following is a summary of current rent levels:
- 203 East Main – Bella Nottee, historic building, 7,566 square feet - \$11.43 per square foot triple net (+\$4.50), five year with escalations (third year \$12.18, fifth year \$13.18).
- 601 Highway 35, Nappa Auto Parts, slightly outside of downtown core, 8,000 square feet, \$7.50 per square foot, triple net, five year lease. Sat vacant for two years, lower than average rent.
- 206 West Main, 12 different tenants, including office and service tenants, \$14 per square foot gross.
- 203 East Main, sold for \$91 per square foot
- 100 East Main, sold four years ago for \$90 per square foot
- 101 East Main, Quinns, owner put \$500,000 of own money into fit-out.
- Outside of study area – 1009 South Mays, office building \$18 psf gross, 1015 South Mays - \$18 psf gross, 2nd floor, no elevator, Old Town Square – 41,000 square feet available, office space, \$18 - \$20 psf full service. Generally all Class B and C office space.

		Texas	Austin	CBD Austin
2001	Occupancy	62.7%	62.8%	64.6%
	Avg. Daily Rate	\$ 85.79	\$ 92.31	\$ 125.85
	RevPAR	\$ 53.83	\$ 58.00	\$ 81.26
2002	Occupancy	61.0%	58.4%	65.2%
	Avg. Daily Rate	\$ 84.18	\$ 89.11	\$ 117.19
	RevPAR	\$ 51.37	\$ 52.07	\$ 76.38
2003	Occupancy	60.1%	59.1%	66.6%
	Avg. Daily Rate	\$ 83.14	\$ 89.81	\$ 121.36
	RevPAR	\$ 49.99	\$ 53.07	\$ 80.80
2004	Occupancy	62.7%	60.5%	66.7%
	Avg. Daily Rate	\$ 85.19	\$ 88.17	\$ 117.79
	RevPAR	\$ 53.44	\$ 53.36	\$ 78.53
2005	Occupancy	67.6%	68.9%	71.8%
	Avg. Daily Rate	\$ 89.95	\$ 98.03	\$ 127.97
	RevPAR	\$ 60.78	\$ 67.57	\$ 91.90
2006	Occupancy	69.3%	74.1%	75.2%
	Avg. Daily Rate	\$ 99.48	\$ 113.69	\$ 149.55
	RevPAR	\$ 68.94	\$ 84.21	\$ 112.43
2007	Occupancy	67.6%	73.3%	75.3%
	Avg. Daily Rate	\$ 105.87	\$ 125.70	\$ 167.74
	RevPAR	\$ 71.60	\$ 92.10	\$ 126.26
Average	Occupancy	64.4%	65.3%	69.3%
	Avg. Daily Rate	\$ 90.51	\$ 99.55	\$ 132.49
	RevPAR	\$ 58.56	\$ 65.77	\$ 92.51
Change	Occupancy	7.5%	14.2%	8.7%
	Avg. Daily Rate	\$ 22.73	\$ 35.89	\$ 46.38
	RevPAR	\$ 21.61	\$ 39.03	\$ 45.46

Source: PKF Consulting, Economics Research Associates, 2008.

Hotel Performance, 2001-2007



II. TRAFFIC ANALYSIS

Traffic Components

Methodology

Good mobility is defined as the safe and efficient movement of people and goods through a transportation system. The historical concern for mobility has been on moving motor vehicles. Communities are becoming concerned with what they view as conflicts between vehicles and other roadway users which result in adverse impacts to quality of life. Studies throughout the U.S. are finding direct correlations between the potential economic vitality of roadway corridors and the level of focus the design of those corridors place on motor vehicles. Property along a corridor that is viewed as people-centric has the potential for a greater level of value than property along a vehicular-centric corridor. Thus the context of public roadway corridors is critical to the economic vitality of the communities they serve.

Streets are for people, and people will use streets based on their needs, their means, and the context of the street. Context includes the level of functionality and the design of the street, whether it is a neighborhood street or an interstate highway, and the functionality and design of the adjacent land use. Land use planning is critical to creating a place that supports the needs of people to live, work, play, learn and sustain life every day. The Round Rock Downtown Master Plan uses a systems-level approach considering context-sensitive solutions (CSS) that serve all roadway users – pedestrians, bicyclists, transit riders, and motorists. Briefly, the seven principles of CSS which are used to judge and measure success are:

- The project satisfies the purposes and needs as agreed to by a full range of stakeholders. This agreement is forged in the earliest phase of the project and amended as warranted as the project develops.
- The project is a safe facility for both the user and the community.
- The project is in harmony with the community, and it preserves environmental, scenic, aesthetic, historical and natural resource values of the area, in other words, exhibits context sensitive design.
- The project exceeds the expectations of both designers and stakeholders and achieves a level of excellence in people's minds.
- The project involves efficient and effective use of the resources (time, budget and community) of all involved parties.
- The project is designed and built with a minimal disruption to the community.
- The project is seen as having added lasting value to the community.

Options for Roadway Corridors

The capacity of a roadway corridor is not determined specifically by the number of through lanes, but by the efficiency of the intersections along that corridor. To provide efficient throughput for vehicles along a corridor, the following design feature options are presented for consideration:

- Two way stop control. This is a common method of intersection control and exists throughout the study area. Along the uncontrolled roadways adjacent to the intersection, higher vehicular speeds occur because through traffic does not have to stop. Walkability can be curtailed. Other considerations include the impacts to the context of the corridor downstream of the intersection.
- Use all-way stop control instead of two-way stop control. This is a common method of intersection control and exists throughout the study area. The limitation of all-way stop control is that all vehicles must stop whether or not other motorists, cyclists or pedestrians are present. Running of stop signs by inattentive or aggressive motorists is a significant safety issue. Instances of motorists demonstrating discourtesy to pedestrians, bicyclists or other motorists who legally have the right-of-way is commonplace. Throughput of vehicular traffic volumes is the lowest of all intersection control options.
- Install a traffic signal. This is a common method of intersection control and exists at key intersections within the study area. Traffic signals do provide a higher level of throughput than all-way stops and can be timed to reflect demands at different times of day or days of week. Running of red lights by inattentive or aggressive motorists is a significant safety issue. Instances of motorists demonstrating discourtesy to pedestrians, bicyclists or other motorists who legally have the right-of-way is commonplace, particularly during right-turn maneuvers. Vehicular speeds tend to increase on the approaches to the intersection when through traffic does not have to stop. Given the operational and maintenance costs associated with a traffic signal and the accompanying liability, the approval of the installation of traffic signals at relatively minor intersections by governing jurisdictions is very limited. Additionally, signal timing and phasing is by practice not optimized for all traffic conditions such as special events or especially heavy flows during inclement weather or the day before a designated holiday.
- Construct a modern roundabout. Circular intersections have been in the US since the 1900s, however their popularity waned in the 1940s and 1950s due to safety concerns. In the 1980s, revised designs (ergo "modern" roundabouts) were exported from Europe and Australia to the United States. Since then further research and design modifications has yielded an intersection control method that offers many unique advantages: it is statistically safer than traffic signals or stop-controlled intersections; it offers high capacity with low delay while reducing speeds

of through traffic; it serves all modes of travel (automobiles, trucks, buses, bicycles and pedestrians); it offers geometric flexibility to minimize impacts to adjacent properties; it provides opportunities for landscaping and other aesthetic treatments. Additional right-of-way at the intersection may be required for a modern roundabout.

- Provide Auxiliary Lanes. Auxiliary lanes provide for the separation of through and turning vehicular traffic at intersections. This can be accomplished by either widening the existing roadway to provide lateral space for the additional lanes, or by reapportioning the existing roadway to provide the auxiliary lanes.
- Widening a roadway offers limited walkability due to higher vehicular speeds and volumes and longer roadway crossing distances. Additional right-of-way would be required to implement this strategy, and the subsequent effectiveness would be dependent on the manner of intersection control chosen for the intersection. This strategy negatively affects the pedestrian realm because sidewalks are narrowed, street-crossings are made more difficult, and faster vehicles pose safety concerns. This strategy conflicts with the expressed intents of the master plan.
- Reapportioning a roadway requires an understanding of the existing and projected traffic demands and the balance between through and turning vehicles. In circumstances where four-lane undivided roadways experience excessive delays due to relatively high left turn demands, reapportioning the roadway to two through lanes with a continuous left turn lane can yield improved levels of service, depending on the method of intersection control. This method is typically considered controversial as the general public views any reduction in the overall number of through lanes as a detriment to vehicular mobility. Thus consideration of this strategy must include significant community outreach and stakeholder consensus building.
- Construct a grade-separated interchange. This method of intersection control exists at the intersection of US 79 and IH 35. Grade separation provides for the greatest efficiency in terms of moving vehicular traffic through an intersection. However, it is also the most expensive and most invasive in terms of right-of-way and visual impact. Vertical clearances and their associated transitions will require the project to extend several hundred feet from the intersection itself and may require other elevated structures to clear other adjacent roadways. Areas underneath elevated structures have the potential to attract transient persons and typically are challenges to landscape or implement other positive aesthetic treatments. As the corridor is vehicular-centric, people may not feel safe walking underneath the structures, especially if not well lit or kept maintained and cleared of trash and graffiti.
- Frontage roads with additional at-grade signalized intersection.



On-Street Parking Options

There are several methods of designing on-street and off-street parking spaces. Typically a parking space width of 8'-6" is assumed. How the space is oriented relative to the curb is determined by the available area for parking and maneuvering, the speed and volume of approaching or conflicting traffic, and the context of the area where parking is being proposed. The various methods of parking are described below.

Preferred, Recommended in Master Plan

- Provide parallel parking. This option requires the narrowest area to implement – approximately eight feet. It also provides the least number of standard parking spaces per unit length of roadway (about five standard parking spaces could be installed along 100 feet of roadway). The width of the parking area is 8'-0"; the maneuvering area is the width of the adjacent travel lane. The driving skill set necessary to implement this maneuver successfully on the first attempt varies throughout the driving population, thus the speed of the maneuver and the delay to through traffic varies. The exiting maneuver occurs relatively quickly and the driver can utilize the vehicle's left outside side mirror to judge an appropriate gap in traffic to conduct the exiting maneuver. Ingress and egress of the left side of the passenger compartment of the vehicle requires pedestrians to stand in the travel way exposed to moving traffic. Additionally, parallel parking adjacent to a bicycle route imparts a degree of risk to cyclists due to vehicle doors being opened in the path of an oncoming bicycle. Additional shared use lane widths are required to ameliorate this risk.
- Provide angled back-in parking. Like angled head-in parking, (described below) this option provides a compromise between the most number of parking spaces per unit length of roadway and width of implementation. Research of information available from other jurisdictions across the US indicates a minimum space



Example of angled back-in parking

width of 9'-0" for angled back-in parking is preferred. While this represents about a 6% decrease in the total number of potential spaces as compared to a width of 8'-6", the loss of spaces can be minimized by revisions to the various street features proposed during the development of construction drawings.

The entering parking maneuver begins like a parallel parking maneuver – the driver pulls past the available space and begins backing into the parking space. The driving skill set necessary to implement this maneuver successfully on the first attempt varies to some degree throughout the driving population, although it is not as complex as the parallel parking maneuver. The exiting maneuver holds the greatest advantage over all other parking methods – the driver can usually see oncoming vehicles and can execute the exiting maneuver quickly and safely. Another significant advantage is that all access to the passenger and storage compartments of the vehicle occurs outside of the travel way and away from moving traffic. The greatest challenge this strategy faces involves community acceptance of the concept. A photo of this parking strategy is shown below.

Not-Preferred

- Eliminate all on-street parking. This option maximizes the potential for motor vehicles to fully utilize the roadway but it also promotes higher traffic speeds. Any adjacent properties would have to provide all of their parking needs via off-street parking. There would be no buffer between pedestrians and motor vehicles, which creates safety concerns where standard sidewalks are installed with no buffer space immediately adjacent to the roadway.
- Provide 90 degree head-in parking. This option provides the greatest number of standard parking spaces per unit length of roadway (about 11 standard parking spaces could be installed along 100 feet of roadway). However, this option also requires the widest area to implement. The entering parking maneuver occurs relatively slowly and delays through traffic. The exiting parking maneuver presents a crash risk and delays through traffic. In most instances, the exiting motorist cannot see oncoming traffic due to adjacent parked vehicles. The driver executes most of the exiting maneuver "blind" with the hope that a through motorist will stop and allow the exiting maneuver to safely take place. Another aspect of risk is that the loading of the rear storage compartment of a vehicle requires pedestrians to stand in the travel way exposed to moving traffic.
- Provide angled head-in parking. This option provides a compromise between the number of parking spaces per unit length of roadway and width of implementation. Angled parking at 45 degrees yields about eight standard parking spaces per 100 feet of roadway; angled parking at 60 degrees yields about ten standard parking spaces per 100 feet of roadway. The

entering parking maneuver occurs relatively quickly and imparts little delay to through traffic. The exiting parking maneuver presents a crash risk and imparts delay to through traffic. In most instances, the exiting motorist cannot see oncoming traffic due to adjacent parked vehicles. The driver executes most of the exiting maneuver "blind" with the hope that a through motorist will stop and allow the exiting maneuver to safely take place. Another aspect of risk is that the loading of the rear storage compartment of a vehicle requires pedestrians to stand in the travel way exposed to moving traffic.

Off-Street Parking Options

One of the key issues facing the study area is strategic management of parking. Because many of the land uses are, and will likely continue to be, a drive-to location for many people, appropriate parking supply for that function will need to be provided. The challenge becomes for relatively small parcels how to provide an adequate amount of parking and be able to develop a building size that results in an economy of scale. Other than consolidation of smaller parcels into larger parcels, property owners need options which encourage development and still provide adequate parking.

The development of surface parking lots results in limited return on investment and relatively low density that is contraindicated for the intents of the Master Plan. Rather, structured parking can provide the necessary number of parking spaces while also achieving density. However, a parking structure need not look like a parking garage; it can have a mixture of retail on ground level with parking above, or it can also provide services as a transit center. Architectural detailing can help disguise the parking garage aspect of the facility and create the impression of another vibrant storefront along a walkable corridor.

Another strategy is to consider pooled and shared parking. Instead of a small parcel development being required to provide all of its parking on-site, a mechanism could exist where the developer purchases parking credits from a defined pool of available spaces. These spaces could be found in structured parking, on-street parking, or even within surface parking owned by other developers. Also considered would be time of day, day of week, and seasonal demands for parking; for example, businesses with evening peak parking demands could partner with businesses whose peak parking times occur during the day and both have their parking requirements satisfied without additional parking spaces.

There is no such thing as "free parking", and on-street parking and structured parking should be priced appropriately to support at least a portion of the true cost of implementation and management. Additionally, on-street parking should be priced to be attractive for short-term parking but encourage the use of garages for long-term parking.



Traffic Network Simulation Model and Alternatives Analysis for Master Plan

Existing conditions capacity analyses were conducted for AM and PM peak hours for various intersections using Synchro, software developed to automate procedures found in the Highway Capacity Manual. Results of the capacity analysis are reported in Level of Service (LOS) format, with the most favorable conditions designated as LOS A and the poorest conditions indicated by LOS F. Level of service is based on the amount of delay each vehicle encounters at the intersection. Typically, for densely developed urban environments, LOS D or better in a typical peak hour is considered acceptable from the standpoint of motor vehicle mobility. The level of service criteria for signalized intersections, along with a brief description of the conditions experienced for each level of service grade, can be seen in Table 1 on page 157. The level of service criteria for unsignalized intersections can be seen in Table 2 on page 157.

Synchro reports the efficacy of a single lane modern roundabout in terms of Intersection Capacity Utilization (ICU) instead of Level of Service (LOS) format. While LOS is based on the calculated average delay per vehicle in seconds, ICU measures the reserve capacity of an intersection by analyzing service volumes to capacity volume (v/c) ratios of the movements against the maximum capacity of the intersection. Synchro will not analyze multi-lane roundabouts.

Traffic volumes were provided by the City of Round Rock and are believed to reasonably reflect a typical weekday while school is in session. For the signalized intersections, existing traffic signal timings collected from the City of Round Rock were used in the analysis.

Traffic growth for the Round Rock area is approximately 2% per year based on data obtained from Capitol Area Metropolitan Planning Organization (CAMPO). However, considering the order of magnitude of the redevelopment envisioned for the study area, it is reasonable to consider that the traffic generated by the redevelopment is part of the annual growth rate estimate. Therefore a background growth rate of 1% was assumed and background traffic volumes for the year 2030 were determined by "growing" existing traffic volumes at a rate of 1% per year starting in 2009.

For trip generation in the study area, the existing types of land uses were categorized and their sizes determined. The anticipated land uses were also categorized and their sizes estimated. The differential between these two inventories was determined and the number of trips generated during an average weekday's AM and PM peak hours was calculated using trip generation rates from the ITE Trip Generation Manual, 7th Ed. A table summarizing the numbers of expected trips generated by the redevelopment of the study area appears on pages 155-156.

The redevelopment of the study area creates additional traffic overall, but the creation of a walkable community tends to reduce the net number of additional trips because of "trip sharing" or being able to park once and visit multiple destinations. As the intent of the project is to create a walkable community, pedestrian volumes will be relatively higher than normally due to the ability of the public to "park once" and travel to more than one destination. Conversely vehicular traffic generation volumes will be lower due to a relatively higher percentage of shared trips.

Studies conducted nationally indicate trip sharing for mixed-use developments are markedly higher than developments that are more homogeneous. For Land Use Program Areas 2, 3 and 4 (see page 55) a reduction of vehicular trips of 8% was assumed. For Program Areas 5, 6, 7 and 8, (see page 55) a trip reduction of 13% was considered. This larger percentage for the southern half of the study area considers denser land uses with a greater residential component, a well-defined street grid, and the close proximity of the proposed commuter rail station.

The trip distribution for residential land uses was assumed to be 85% to and from points south of Round Rock, while the remaining 15% of trips were distributed evenly to the north, east and west. Commercial trips were assumed to be evenly distributed at 25% to each cardinal direction. The ratio of residential land uses to commercial land uses was then calculated and a weighted trip distribution determined: 38% of all trips were to or from the south; 21% of all trips were to and from the east and the west; 20% of all trips were to or from the north.

Assignment of internally generated trips was considered separately for each area. Using the assumed trip distributions, the most likely travel routes to and from the centroid of the individual areas was determined. The traffic generated by the additional development within the individual area was then assigned to these routes. Traffic volumes in the year 2030 were calculated by adding the traffic volumes resulting from redevelopment to the future background traffic volumes.

Also considered in the traffic modeling was the changes in the traffic patterns stemming from the implementation of the Master Plan. The elimination of Round Rock Avenue from Brown to Mays causes drivers to choose between either Liberty or Brown and Main Street. Traffic was reassigned to one of these two routes based on knowledge of local travel patterns and anticipated levels of delay.

Operational Concerns / Functionality Gaps Identified (Existing Conditional Analysis)

Currently, there are numerous operational issues within the study area which are briefly described below.

- **Main/Round Rock (RM 620)/Mays (IH 35 Business).** Significant delays occur at this intersection. Overall, the intersection has LOS E during the peak hours with major approaches at LOS F. To provide for the heavy left turn demands, the signals are configured to serve only one direction at a time, which is referred to as "split phasing." While an appropriate strategy for the existing configuration for this intersection, it is one of the most inefficient methods of traffic signal timing because intersection movements which do not conflict can not be served simultaneously. From a walkability perspective, this intersection presents significant challenges: crossing distances are relatively long; some of the existing curb ramps are not ADA compliant; the angled intersection of Round Rock Avenue causes pedestrians to look far over their shoulder to determine if approaching traffic is yielding; and the relatively heavy eastbound to southbound right turns create challenges for pedestrians wishing to cross the street. Because of the heavy left turn demands along Mays, the inside through lanes function as de facto left turn lanes.
- **Georgetown and Palm Valley (US 79).** The northbound and southbound approaches are split phased due to a lack of separate left turn lanes. While there are pedestrian signals, there are no curb ramps or crosswalks which results in significant challenges for pedestrians to cross.
- **Mays (IH 35 Business) and Palm Valley (US 79).** There are no pedestrian signals, curb ramps or crosswalks at this intersection. Coupled with the dedicated right turn lanes and right turn slip ramps, this intersection is especially hazardous for use by pedestrians.
- **Bagdad under Mays (IH 35 Business).** The Bagdad underpass of Mays is not in compliance with currently accepted geometric design standards. Horizontal curves do not accommodate a large vehicle to turn and remain within its marked lane, and the vertical clearance does not accommodate fire apparatus or other road-legal trucks. Pedestrian facilities are not ADA compliant and pass through an area where bat guano accumulations are notable. There is no roadway or pedestrian lighting. The stub connection of Bagdad to Mays just north of the bridge structure serves as a barrier to walkability along the Mays Street corridor.



- **Mays (IH 35 Business) from Brushy Creek bridge to Lake Creek bridge.** The sidewalks along this roadway are typically four feet wide and are not ADA compliant; some portions do not have sidewalks. Parking is prohibited and the inside lanes tend to function as de facto left turn lanes.
- **Georgetown from Main to Palm Valley (US 79).** Although Georgetown is a four lane roadway, the bridge crossing Brushy Creek is only two lanes wide. Sidewalks along the corridor are not contiguous. There is not a direct connection along the Brushy Creek trails at Georgetown.
- **Palm Valley (US 79) from west of IH 35 to east of Georgetown.** This corridor provides critical regional connectivity to communities east of Round Rock. It also creates a linear obstacle to walkability between the north and south sides of the corridor. According to various sources, a variety of future concepts for the corridor have been considered from a vehicular mobility standpoint:
 - Grade-separated direct-connector ramps between US 79 and IH 35. This facility would be similar to the existing interchange between IH 35 and the SH 45 toll road along the southern limits of Round Rock. Vertical clearance requirements would likely dictate elevated roadways along US 79 to some point east of Mays. There would likely be significant right-of-way impacts in the vicinity of US 79 and IH 35. Walkability and enhanced redevelopment potential of adjacent properties are not supported by this option. This option is not included in CAMPO's regional modeling through 2030.
 - Extension of US 79 westward to RM 620. This concept would provide linkage between the two roadways and would eliminate the need to utilize IH 35 to travel between the two routes. The intersection of US 79 and IH 35 could be either at-grade or grade-separated. The alignment would travel along a portion of Sam Bass Road and cross Brushy Creek near the historic Chisholm Trial crossing. Concerns regarding historical and environmental impacts are anticipated to be associated with this concept. This option is not included in CAMPO's regional modeling through 2030.
 - US 79 elevated main lanes. Similar to the reconstructed portion of US 183 west of IH 35 in Austin, this concept would provide four or more lanes on an elevated structure and multi-lane frontage roads at grade for local access. This concept is supported by the grade-separated direct-connector ramps presented previously. This concept would likely require additional right-of-way along the length of the elevated portion of roadway. Walkability and enhanced development potential of adjacent properties are not supported by this option. This option is not included in CAMPO's regional modeling through 2030.

- Widening of US 79 to provide additional lanes. Regional modeling by CAMPO for 2030 anticipates US 79 being widened from four lanes to six lanes. While providing no additional details, the concept is assumed to preserve at-grade signalized intersections. This option could be designed to remain within existing right-of-way. While the redevelopment potential of the adjacent properties remains unchanged, walkability is not improved by this option due to the additional width of roadway.

Recommendations for Transportation Issues

- **Main/Round Rock (RM 620)/Mays (IH 35 Business).** Two strategies are proposed for this intersection: the reconfiguration of the intersection into a traditional four-legged intersection by eliminating Round Rock Avenue and extending Main Street to Mays, and the reconfiguration of Mays Street into a two lane roadway with on-street parking and a continuous left turn lane. The removal of the diagonal portion of roadway from Brown to Mays restores the street grid system and allows the Main Street corridor to be contiguous across Mays. The reconfiguration of Mays into a three-lane roadway eliminates the "de facto left turn lane" condition and allows the center lane to be used for left turns. The existing traffic signal would be reconfigured to provide left turn signals. The split phasing would be eliminated and a traditional timing and phasing plan that allows for simultaneous movements would be introduced. On-street parking and bulb-outs at intersections also improves walkability along the corridor and helps to convey a sense of place that is more pedestrian oriented. As a result, throughput and walkability along the corridor is improved.
- **Round Rock from IH 35 to Brown/Liberty.** Landscaped medians and on-street parking in select areas will help to convey to motorists a change in context as they drive eastward towards the downtown area. This strategy does not reduce the number of lanes at IH 35, but it does reapportion the right-of-way to better serve the concept of the Town Square and elimination of the diagonal portion of Round Rock from Brown to Mays.
- **Round Rock/Liberty and Brown.** This revised intersection would be signalized as part of the creation of the Town Square area. Two lanes eastbound affords motorists the option to turn right onto Brown or veer left onto Liberty, effectively distributing the traffic loads between the two corridors. Bulb-outs, curb ramps and crosswalks would afford the necessary walkability components.
- **Liberty from Brown to Burnet.** There is a need to provide an appropriate level of throughput along this corridor without creating adverse conditions for pedestrians or inappropriate

- levels of cut-through traffic for neighborhoods east of Burnet. The introduction of bulb-outs and on-street parking enhances walkability and imparts traffic calming to the corridor. The introduction of splitter islands and pedestrian refuges along Liberty east of Mays helps to discourage the use of Liberty as a through route to Georgetown. They also enhance the safety of pedestrians crossing Liberty in the vicinity of the library.
- **Main Street from IH 35 to Mays.** The concept for this corridor is to create an appropriate level of local mobility and enhance walkability through the implementation of a two lane, two way roadway with on-street parking and adequate sidewalks. The creation of a new roadway connection from IH 35 to San Saba is critical to the development of visibility for the newly developed area and to provide options for the distribution of vehicular traffic. The intersection of Main Street and the IH 35 frontage road will be governed by TxDOT access management policies. In response to those policies the existing driveway serving the hotel should be relocated to the southern property line and the site's parking lot modified to support the change in driveway location. In consideration for relocating the hotel's driveway southward, a secondary driveway from the hotel property to the new Main Street extension should be considered.

From San Saba to Mays, Main Street is configured to provide on-street parking in the form of parallel and angled back-in parking spaces. The angled back-in parking concept is recommended to provide optimum local throughput along the corridor by minimizing delays to the traffic stream created by parking maneuvers. Bulb-outs, crosswalks, curb ramps and sidewalks provide improved walkability for the area.

- **Main Street from Mays to Burnet.** The existing median with its parallel parking spaces would be eliminated and the existing sidewalks would be widened to accommodate a greater level of walkability. The currently configured angled head-in parking would be revised to angled back-in parking to reduce delays along the corridor and improve safety.
- **Main Street from Burnet to Georgetown.** The present two-way, two lane configuration with on-street parking would be further defined through the implementation of bulb-outs at all intersections. This improvement also serves to reduce speeds along the corridor and improve walkability.
- **Bagdad under Mays (IH 35 Business).** A short-term solution is to realign Bagdad to pass underneath two bridge spans instead of one. Thus the eastbound and westbound traffic can be divided and additional clearance for a more appropriate geometric design for the roadway can be developed. Vertical clearances can be improved somewhat along the westbound roadway by lowering the profile of the road; the eastbound roadway would enjoy



greater vertical clearance due to the rise in the bridge structure itself. There would also be additional space for sidewalks and street lighting. The encroachment of the public right-of-way by the commercial business along the south side of Bagdad must be mitigated.

A long-term solution for the alignment of Bagdad is to realign it further south to support the proposed rail/transit terminal. The roadways can serve as both an east-west corridor with adequate horizontal and vertical clearance for vehicles and provide efficient access to the transit facility by buses and patrons.

- **Mays (IH 35 Business) from Brushy Creek bridge to Lake Creek bridge.** The roadway is reconfigured from a four lanes to two lanes with a continuous left turn lane and on-street parking. Sidewalks are contiguous and wider to enhance walkability. Bulb-outs are installed at intersections to shorten pedestrian crossing distances and reduce speeds along the corridor. An additional traffic signal is installed at Liberty and Mays to support the realignment of the Round Rock corridor.
- **Georgetown from Main to Palm Valley (US 79).** The bridge across Brushy Creek limits the Georgetown corridor to two through lanes. Thus it is recommended the corridor be reconfigured to provide two through lanes and on-street parking defined by bulb-outs at the intersections. Contiguous sidewalks and ADA-compliant crosswalks are also recommended along the corridor. The introduction of splitter islands at either end of the Brushy Creek bridge serve to calm traffic as it enters the residential area and also provides a pedestrian refuge to support the Brushy Creek trail system.
- **Georgetown and Main.** This intersection would be reconstructed into a single lane modern roundabout. This improvement would improve safety of the intersection, provide adequate levels of throughput, serve all roadway users by improving walkability at the intersection, and create a gateway for the Main Street corridor. The roundabout can be designed to minimize impacts to adjacent properties, but on-street parking and driveways in the vicinity of the intersection would have to be either reconfigured or eliminated.
- **Burnet and Main.** This intersection would be reconstructed into a single lane modern roundabout. This improvement would improve safety of the intersection, provide adequate levels of throughput, serve all roadway users by improving walkability at the intersection, and create a gateway for the downtown portion of the Main Street corridor. It would also reduce the level of delay experienced by north-south motorists at this intersection during peak periods. The roundabout can be designed to minimize impacts to adjacent properties, but on-street parking and driveways in the vicinity of the intersection would have to be either reconfigured or eliminated.
- **Burnet and Liberty.** This intersection would be reconstructed into a single lane modern roundabout. Coupled with the bulb-

outs and splitter islands along Liberty from Mays to Burnet, this improvement would further disguise the corridor's connectivity between Mays and Georgetown. During the master planning charrette, concerns were raised about the potential for increased traffic along Liberty between Burnet and Georgetown. Two mitigation options were discussed: a diagonal diverter oriented to turn eastbound traffic to the south and westbound traffic to the north, and a cul-de-sac of Liberty east of Burnet. These options, which are diversionary in nature, are contrary to the concept of an effective grid street system. Such devices tend to shift traffic to other streets, which is viewed unfavorably by residents of those streets. Additionally, restrictive and diversionary devices are typically not supported by fire and life safety personnel. In general, devices which impart traffic calming through reduction of travel speeds rather than by diversion of traffic have a greater degree of success for implementation.

- **Palm Valley (US 79) from west of IH 35 to east of Georgetown.** Existing intersections can be improved through the implementation of ADA-compliant curb ramps and cross walks in conjunction with upgraded pedestrian signals and push buttons. Consideration should also be given to adding lanes to eliminate the need for split phasing of the signal. A slip road or "frontage road" along Palm Valley (US 79) would allow for local traffic to access shops and building along the sides and park in a safe manner, off the main street.

Overall Transportation Circulation Plan

Effective traffic circulation for the study area depends on a multi-layered system. IH 35, US 79 and RM 620 provide regional connectivity. Main Street, Georgetown, Mays, and McNeil Road serves to connect the study area to the regional system, while Burnet provides local connectivity to the south. Also critical is a robust, well interconnected trail system utilizing the Brushy Creek and Lake Creek greenways for bicycle and pedestrian connectivity. The potential for the Austin/San Antonio Regional Rail System to establish a commuter rail station near Bagdad and Burnet provides for expanded options for commuters.

The area north of Brushy Creek is primarily dependent on Mays and US 79 for connectivity while the area south of Brushy Creek can utilize Mays, Round Rock, Georgetown and McNeil Road for connectivity. The key to connecting these two portions of the community together is the effective use of public roadways and public trails systems. The primary connection is Mays Street with Georgetown as a secondary connection and Lee Road/Summit as a tertiary connection. The development of park space along Brushy Creek and a bike/pedestrian bridge across Brushy Creek east of May further develops an effective and redundant grid network of streets, sidewalks and trails.

Along all local streets, adequate and contiguous sidewalks foster walkability. South of Brushy Creek, the existing grid is enhanced by the

realignment of the Round Rock corridor onto Liberty and the extension of Main Street to IH 35. North of Brushy Creek, the extension of Summit to US 79 and the development of backage roads for the various planned redevelopments provide an expanded street grid network and improved mobility.

Intersection improvements are planned at several key locations to reduce delays and enhance safety and walkability. The reapportionment of Mays from a four-lane roadway to a two lane roadway with a continuous left turn lane allows for improvements to the existing traffic signal system that improves the throughput of the corridor while better serving all roadway users. The realignment of Bagdad under Mays provides improved connectivity along the southern edge of the study area.

Through traffic along the Mays Street corridor experiences delays at the intersections of Liberty and Mays and Main and Mays. While traffic modeling has assumed an overall growth of traffic along the corridor, motorists who routinely utilize Mays may choose alternate routes in order to avoid the peak hour delays, which may tend to moderate overall delays. Motorists coming from the south may utilize Logan and Burnet or Mays Crossing and the IH 35 east service road to access the study area from the perimeter. Motorists from the north may elect to use Georgetown or Sunset to Summit/Lee to take advantage of the redundancy of the street grid. Creation of a walkable community with strategically placed parking means patrons to the area will park and walk further distances than traditionally occurs, further reducing congestion in the core of the study area.

Current and Future Capacity of System

Intersections or movements with levels of service A, B, or C have reserve capacity. Level of service D represents the point where demand is equal to capacity. Levels of service E or F represent conditions where demand exceeds capacity. From the data presented in the level of service analysis tables on page 154, the current and future capacity of key streets is summarized.

The scope of the Master Plan did not include analysis of the "null alternative": the traffic conditions in 2030 assuming no improvements occur and traffic volumes increase annually at the rates assumed by CAMPO. However, it is reasonable to conclude from observations of the existing conditions that levels of service will continue to degrade over time. It is neither stated or implied that implementation of the Master Plan results in improved levels of service for motor vehicles. What the Master Plan does suggest is that a walkable community affords better mobility for people. In other words, the level of service for motor vehicles for the null alternative will be as low as those of the implemented Plan. The difference is the null alternative provides a low quality of walkability and the Plan offers a high quality of walkability and thus a higher quality of life for the study area.



- Mays (IH 35 Business) from Brushy Creek bridge to Lake Creek bridge. Mays is the challenging street for the study area. At present, the north/south approaches to the intersection of Main Street/Round Rock and Mays are over-capacity during the peak hours, thus throughput along Mays is limited to the capacity of this signalized intersection. Other intersections have reserve capacity. In 2030 Mays will be over-capacity due to the volume of through traffic. The intersections of Liberty and Mays and Main and Mays will be over-capacity while the intersections of Anderson and Mays and Logan and Mays will have reserve capacity.
- Round Rock from IH 35 to Brown. While not specifically modeled, field observations suggest the intersections along this street have reserve capacity. In 2030, the signalized intersection of Round Rock/Liberty and Brown will be over-capacity during the peak hours due to the volume of through traffic.
- Liberty from Brown to Burnet. At present, the east/west approaches to the intersection of Liberty and Mays has reserve capacity during the peak hours. In 2030 these approaches are anticipated to be over-capacity.
- Main from IH 35 to Brown. While not specifically modeled, field observations suggest the intersections along this portion of the Main Street corridor are under-capacity. In 2030, it is anticipated the street will have adequate capacity for local circulation of vehicular traffic.
- Main from Brown to Burnet. At present, the east/west approaches to the intersection of Main/Round Rock and Mays are over-capacity during the peak hours. In 2030 the east/west approaches to Main and Mays are anticipated to be at capacity; depending on time of day, some movements will be over-capacity while others will have reserve capacity.
- Main from Burnet to Georgetown. At present, the intersections along this portion of Main Street are under-capacity. In 2030 the corridor is anticipated to have adequate capacity to support circulation of local traffic.
- Georgetown from Main to Palm Valley/US 79. At present the street has reserve capacity. In 2030 the street is anticipated to have adequate capacity to support circulation of local traffic.



Commentary on Level of Service Calculations

What is “Level of Service” (LOS) ?

The Highway Capacity Manual (HCM), a publication of the Transportation Research Board, is the definitive document when it comes to determining how cities analyze the capacity and quality of service of their roadways and intersections as experienced by pedestrians, bicyclists, transit riders and motorists. Quality of service is measured by “Level-of-Service” (LOS) and considers such service measures as speed and travel time, freedom to maneuver, traffic interruptions, and comfort and convenience. The level of service grading system uses the letters A through F to report relative quality of service. Most frequently applied to the flow of motor vehicles, an ‘A’ grade signifies the best operating conditions and an ‘F’ grade signifies the worst. Each level of service represents a range of operating conditions and the user’s perception of those conditions. Safety is not included in the measures that establish service levels (1). Beyond a vehicular LOS system, the HCM has a pedestrian-related LOS system, which is based on the flow and spacing of pedestrians; the more square feet that each pedestrian has to move around, the higher the LOS rating.

Historically, transportation planners and traffic engineers have sought to implement roadway and intersection designs which will provide a LOS of B or C for the daily peak periods of traffic demand through some future planning horizon year. A byproduct of this philosophy is wide roadways which are relatively unoccupied during off-peak periods. Significant vehicular travel speeds tend to occur under these conditions and the facility is perceived by bicyclists and pedestrians as being unsafe or uninviting. However, the differential gap between new lane-miles of roadways being constructed and vehicle-miles being traveled continues to widen; this differential is observable as increased congestion.

How to Interpret Level of Service for Round Rock?

Many transportation professionals are now accepting of levels of service D, E and even F because the financial resources and political will to attempt to out-build congestion do not exist. Focus is shifting to managing vehicular congestion within existing corridor boundaries while creating improvements to encourage other modes of travel such as walking, bicycling and transit. A by-product of lower levels of service is that cars are traveling slowly enough for pedestrians to feel safe and welcome (2). Encouraging a lower LOS rating is appropriate for towns and cities, such as downtown Round Rock where pedestrian-orientation, walkability, visual interest, and safety are the main goals. A higher LOS rating can result in higher travel speeds and often wider roads that are barriers to pedestrians and bicyclists.

Comments on the Roadway Design Criteria for Round Rock

The City of Round Rock’s current Transportation Criteria Manual is based on traditional traffic engineering philosophies which tend to be motor vehicle-centric. While these criteria are reasonably well suited for areas outside of the study area, application of those criteria within the study area are not context-sensitive and conflict with the intent of the Plan.

As examples:

- The roadway design criteria prescribes relatively wide roadways and design speeds up to 35 MPH; a vehicle/pedestrian crash at this speed poses a 63% risk of the crash being fatal to the pedestrian (3).
- The traffic impact analysis criteria seeks LOS D or better and prescribes roadway widening or reduced development intensity to meet this.
- The pavement design manual does not include considerations for alternative pavements such as unit pavers or pervious pavement systems.
- The section on sidewalks and curb ramps requires any sidewalk to be within public right-of-way as opposed to a public access easement that can minimize setback requirements and keep the corridor relatively narrow.
- The section on bikeways prescribes shared use lane widths that are narrower than minimum criteria recommended by current industry guidelines (4).

For the study area a different set of planning and design criteria should be considered. In lieu of revising the Transportation Criteria Manual, the City of Round Rock may adopt by reference current state of the practice publications which explore context-sensitive design methodologies. The two most cited publications are:

- Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities; An ITE Proposed Recommended Practice, Institute of Transportation Engineers, Washington, D.C. 2006.
- A Guide for Achieving Flexibility in Highway Design, American Association of State Highway and Transportation Officials, Washington, D.C. 2004.

Adoption of these publications would support the overall vision as presented in this Master Plan. Alternative design criteria can take into consideration things like pedestrian safety, architectural interest, a mixture of uses, shade, pedestrian-scaled lighting and amenities, intersection conditions, and the presence of pedestrians. They also recognize that a street with free flowing vehicles does not necessarily make for an inviting and successful urban space. They seek to quantify the “livability” of an urban space, encouraging the walkability, bikability, and pleasantness of the environment. While the things presented in this Plan, such as narrowed roads, street corners that bulb out to accommodate pedestrians, and bike lanes might mean a lower LOS, they make the public right-of-way more inviting to pedestrians and urban dwellers. Investments in the pedestrian environment have positive impacts on all road users. It reduces auto-dependency and air pollution, improves livability, increases mobility for low-income households and even increases retail sales and property values.

1. *Highway Capacity Manual*, Transportation Research Board, Washington, DC, 2000.
2. *In the U.K it is generally acceptable for roads to operate at 85% capacity, or at a ‘D’ or ‘E’ LOS. Even in the US it is common to design to 85% of peak hour capacity in the horizon year.*
3. Zegeer, et al, *Pedestrian Facilities User Guide – Providing Safety and Mobility*. Report FHWA-RD-01-102. Federal Highway Administration, US Department of Transportation. Washington, DC, March 2002.
4. *Guide for the Development of Bicycle Facilities*. American Association of State Highway and Transportation Officials, Washington, DC, 1999.



Level-of-Service Comparison

AM Peak Hour Level-of-Service Comparison for Signalized and Stop-Controlled Intersections													
Downtown Round Rock Master Plan Round Rock, Texas													
	Movement												Intersection Level of Service
	EB Left	EB Thru	EB Right	WB Left	WB Thru	WB Right	NB Left	NB Thru	NB Right	SB Left	SB Thru	SB Right	
Anderson Ave. at N. Mays St.													
Existing	E	E	E	F	F	F	A	A	A	A	A	A	B
Proposed	D	C	C	D	D	D	F	A	A	A	A	A	B
Liberty Ave. at N. Mays St.													
Existing	D	D	D	C	C	C	A	A	A	A	A	A	A
Proposed	F	E	E	F	F	F	A	A	A	F	F	F	F
N. Brown St. at Round Rock Ave.													
Existing	N/A	A	A	A	A	N/A	C	N/A	C	N/A	N/A	N/A	A
Proposed	N/A	F	B	F	B	N/A	C	N/A	C	N/A	N/A	N/A	E
Mays St. at Main St (Round Rock Ave.)													
Existing	F	F	E	E	F	F	E	E	E	D	D	D	E
Proposed	C	F	F	F	C	C	F	B	B	A	F	F	F
Lampasas St. at E. Main St.													
Existing	A	A	A	A	A	A	A	A	A	A	A	A	A
Proposed	B	B	B	B	B	B	A	A	A	A	A	A	A
E. Main St. at Sheppard St.													
Existing	A	A	A	A	A	A	A	A	A	A	A	A	A
Proposed	A	A	A	A	A	A	A	A	A	A	A	A	A
E. Bagdad Ave. at S. Burnet St.													
Existing	B	N/A	B	N/A	N/A	N/A	A	A	N/A	N/A	A	A	A
Proposed	B	N/A	B	N/A	N/A	N/A	A	A	N/A	N/A	A	A	A
E. Logan St. at S. Mays St.													
Existing	E	E	E	F	F	E	F	A	A	F	A	A	D
Proposed	E	E	E	F	F	E	F	B	B	E	A	A	C

PM Peak Hour Level-of-Service Comparison for Signalized and Stop-Controlled Intersections													
Downtown Round Rock Master Plan Round Rock, Texas													
	Level of Service per Movement												Intersection Level of Service
	EB Left	EB Thru	EB Right	WB Left	WB Thru	WB Right	NB Left	NB Thru	NB Right	SB Left	SB Thru	SB Right	
Anderson Ave. at N. Mays St.													
Existing	F	E	E	F	F	F	A	A	A	A	A	A	B
Proposed	D	D	D	D	D	D	D	A	A	D	A	A	B
Liberty Ave. at N. Mays St.													
Existing	D	D	D	D	D	D	A	A	A	A	A	A	A
Proposed	F	C	C	F	F	F	C	C	C	F	F	F	F
N. Brown St. at Round Rock Ave.													
Existing	N/A	A	A	A	A	N/A	C	N/A	C	N/A	N/A	N/A	A
Proposed	N/A	F	B	F	D	N/A	D	N/A	D	N/A	N/A	N/A	F
Mays St. at Main St (Round Rock Ave.)													
Existing	F	F	E	E	F	F	F	F	F	F	D	D	F
Proposed	C	F	F	F	C	C	F	C	C	B	F	F	F
Lampasas St. at E. Main St.													
Existing	B	B	B	A	A	A	A	A	A	A	A	A	A
Proposed	D	D	D	B	B	B	B	B	B	B	B	B	C
E. Main St. at Sheppard St.													
Existing	B	B	B	A	A	A	A	A	A	A	A	A	A
Proposed	C	C	C	B	B	B	B	B	B	B	B	B	C
E. Bagdad Ave. at S. Burnet St.													
Existing	B	N/A	B	N/A	N/A	N/A	A	A	N/A	N/A	A	A	A
Proposed	B	N/A	B	N/A	N/A	N/A	A	A	N/A	N/A	A	A	A
E. Logan St. at S. Mays St.													
Existing	E	E	E	F	F	E	F	B	B	F	A	A	C
Proposed	E	E	E	F	F	E	F	C	C	F	A	A	C

APPENDIX

AM Peak Hour Intersection Capacity Utilization and Volume to Capacity Comparison For Intersections Converted to Single-Lane Roundabouts					
Downtown Round Rock Master Plan Round Rock, Texas					
	Volume to Capacity Ratio per Approach				Intersection Capacity Utilization
	EB	WB	NB	SB	
Burnet St. at E. Main St.					
Existing	0.01	0.19	0.19	0.02	58%
Proposed	0.24	0.51	0.15	0.02	79%
E. Main St. at Georgetown St.					
Existing	0.09	0.01	0.01	0.43	46%
Proposed	0.24	0.15	0.03	0.54	79%

PM Peak Hour Intersection Capacity Utilization and Volume to Capacity Comparison For Intersections Converted to Single-Lane Roundabouts					
Downtown Round Rock Master Plan Round Rock, Texas					
	Volume to Capacity Ratio per Approach				Intersection Capacity Utilization
	EB	WB	NB	SB	
Burnet St. at E. Main St.					
Existing	0.01	0.12	0.26	0.03	63%
Proposed	0.46	0.30	0.24	0.02	82%
E. Main St. at Georgetown St.					
Existing	0.37	0.01	0.01	0.29	59%
Proposed	0.53	0.41	0.04	0.31	95%

Trip Generation Estimates

Trip Generation Estimates for Area Two: North of Palm Valley (US 79) and East of Mays (IH 35 Bus.) Downtown Round Rock Master Plan Round Rock, Texas												
ITE Code	Trip Generation Land Use	Size	Unit	Weekday			A.M. Peak			P.M. Peak		
				Total	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit
814	Retail	69,650	Square Feet	3,088	1,544	1,544	21	19	2	189	83	106
932	Restaurant	29,850	Square Feet	3,796	1,898	1,898	344	179	165	333	196	137
710	Office	51,500	Square Feet	568	284	284	80	70	10	77	13	64
110	Light Industrial	0	Square Feet	0	0	0	0	0	0	0	0	0
730	Civic	-32,117	Square Feet	-2,214	-1,107	-1,107	-189	-159	-30	-39	-12	-27
495	Cultural	-21,411	Square Feet	-490	-245	-245	-35	-21	-14	-31	-11	-20
210	Single Family	35	Dwelling Units	332	166	166	27	7	20	35	22	13
220	Apartment	138	Dwelling Units	912	456	456	64	13	51	80	52	28
310	Hotel	0	Rooms	0	0	0	0	0	0	0	0	0
Subtotals				5,992	2,996	2,996	312	108	204	644	343	301
	Internal Trip Reduction		8%	-480	-240	-240	-25	-9	-16	-51	-27	-24
Totals				5,512	2,756	2,756	287	99	188	593	316	277

Trip Generation Estimates for Area Three: North of Brushy Creek, East of IH 35, West of Mays (IH 35 Bus.), and South of Palm Valley (US 79) Downtown Round Rock Master Plan Round Rock, Texas												
ITE Code	Trip Generation Land Use	Size	Unit	Weekday			A.M. Peak			P.M. Peak		
				Total	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit
814	Retail	-5,734	Square Feet	-254	-127	-127	-2	-2	0	-16	-7	-9
932	Restaurant	-2,457	Square Feet	-312	-156	-156	-28	-15	-13	-27	-16	-11
710	Office	66,000	Square Feet	728	364	364	102	90	12	98	17	81
110	Light Industrial	0	Square Feet	0	0	0	0	0	0	0	0	0
730	Civic	4,800	Square Feet	332	166	166	28	24	4	6	2	4
495	Cultural	3,200	Square Feet	74	37	37	5	3	2	5	2	3
210	Single Family	9	Dwelling Units	86	43	43	7	2	5	9	6	3
220	Apartment	36	Dwelling Units	238	119	119	17	4	13	21	14	7
310	Hotel	0	Rooms	0	0	0	0	0	0	0	0	0
Subtotals				892	446	446	130	106	24	96	18	78
	Internal Trip Reduction		8%	-72	-36	-36	-10	-8	-2	-7	-1	-6
Totals				820	410	410	120	98	22	89	17	72

Trip Generation Estimates for Area Four: North of Brushy Creek, East of Mays (IH 35 Bus.), and South of Palm Valley (US 79) Downtown Round Rock Master Plan Round Rock, Texas												
ITE Code	Trip Generation Land Use	Size	Unit	Weekday			A.M. Peak			P.M. Peak		
				Total	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit
814	Retail	14,700	Square Feet	652	326	326	4	4	0	40	18	22
932	Restaurant	6,300	Square Feet	802	401	401	73	38	35	70	41	29
710	Office	21,000	Square Feet	232	116	116	33	29	4	31	5	26
110	Light Industrial	0	Square Feet	0	0	0	0	0	0	0	0	0
730	Civic	0	Square Feet	0	0	0	0	0	0	0	0	0
495	Cultural	0	Square Feet	0	0	0	0	0	0	0	0	0
210	Single Family	15	Dwelling Units	148	74	74	12	3	9	16	10	6
220	Apartment	62	Dwelling Units	406	203	203	28	6	22	36	23	13
310	Hotel	0	Rooms	0	0	0	0	0	0	0	0	0
Subtotals				2,240	1,120	1,120	150	80	70	193	97	96
	Internal Trip Reduction		8%	-179	-89	-89	-12	-6	-6	-16	-8	-8
Totals				2,061	1,031	1,031	138	74	64	177	89	88

Trip Generation Estimates for Area Five: South of Brushy Creek, East of IH 35, West of Mays (IH 35 Bus.), and North of Main Downtown Round Rock Master Plan Round Rock, Texas												
ITE Code	Trip Generation Land Use	Size	Unit	Weekday			A.M. Peak			P.M. Peak		
				Total	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit
814	Retail	28,316	Square Feet	1,256	628	628	8	7	1	77	34	43
932	Restaurant	12,136	Square Feet	1,544	772	772	140	73	67	135	80	55
710	Office	44,122	Square Feet	486	243	243	68	60	8	66	11	55
110	Light Industrial	0	Square Feet	0	0	0	0	0	0	0	0	0
730	Civic	0	Square Feet	0	0	0	0	0	0	0	0	0
495	Cultural	0	Square Feet	0	0	0	0	0	0	0	0	0
210	Single Family	38	Dwelling Units	362	181	181	28	7	21	38	24	14
220	Apartment	151	Dwelling Units	996	498	498	70	15	55	88	57	31
310	Hotel	100	Rooms	818	409	409	56	34	22	59	31	28
Subtotals				5,462	2,731	2,731	370	196	174	463	237	226
	Internal Trip Reduction		13%	-710	-355	-355	-48	-25	-23	-60	-31	-29
Totals				4,752	2,376	2,376	322	171	151	403	206	197

Trip Generation Estimates for Area Six: South of Brushy Creek, East of Mays (IH 35 Bus.), and North of Main Downtown Round Rock Master Plan Round Rock, Texas												
ITE Code	Trip Generation Land Use	Size	Unit	Weekday			A.M. Peak			P.M. Peak		
				Total	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit
814	Retail	37,530	Square Feet	1,664	832	832	11	10	1	102	45	57
932	Restaurant	16,084	Square Feet	2,046	1,023	1,023	185	96	89	179	106	73
710	Office	28,537	Square Feet	314	157	157	44	39	5	43	7	36
110	Light Industrial	0	Square Feet	0	0	0	0	0	0	0	0	0
730	Civic	-1,082	Square Feet	-76	-38	-38	-6	-5	-1	-1	0	-1
495	Cultural	-722	Square Feet	-18	-9	-9	-1	-1	0	-1	0	-1
210	Single Family	74	Dwelling Units	708	354	354	56	14	42	75	47	28
220	Apartment	296	Dwelling Units	1,952	976	976	136	29	107	172	112	60
310	Hotel	0	Rooms	0	0	0	0	0	0	0	0	0
Subtotals				6,590	3,295	3,295	425	182	243	569	317	252
	Internal Trip Reduction		13%	-856	-428	-428	-56	-24	-32	-74	-41	-33
Totals				5,734	2,867	2,867	369	158	211	495	276	219

Trip Generation Estimates for Area Seven: South of Main, East of IH 35, West of Mays (IH 35 Bus.) and North of Union Pacific Railroad Downtown Round Rock Master Plan Round Rock, Texas												
ITE Code	Trip Generation Land Use	Size	Unit	Weekday			A.M. Peak			P.M. Peak		
				Total	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit
814	Retail	19,838	Square Feet	880	440	440	6	5	1	54	24	30
932	Restaurant	8,502	Square Feet	1,082	541	541	98	51	47	95	56	39
710	Office	30,173	Square Feet	332	166	166	47	41	6	45	8	37
110	Light Industrial	0	Square Feet	0	0	0	0	0	0	0	0	0
730	Civic	36,701	Square Feet	2,530	1,265	1,265	216	181	35	44	14	30
495	Cultural	24,467	Square Feet	560	280	280	40	24	16	35	13	22
210	Single Family	25	Dwelling Units	240	120	120	19	5	14	25	16	9
220	Apartment	100	Dwelling Units	660	330	330	46	10	36	58	38	20
310	Hotel	0	Rooms	0	0	0	0	0	0	0	0	0
Subtotals				6,284	3,142	3,142	472	317	155	356	169	187
	Internal Trip Reduction		13%	-816	-408	-408	-61	-41	-20	-45	-21	-24
Totals				5,468	2,734	2,734	411	276	135	311	148	163

Trip Generation Estimates for Area Eight: South of Main, East of Mays (IH 35 Bus.), and North of Union Pacific Railroad Downtown Round Rock Master Plan Round Rock, Texas												
ITE Code	Trip Generation Land Use	Size	Unit	Weekday			A.M. Peak			P.M. Peak		
				Total	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit
814	Retail	22,260	Square Feet	988	494	494	7	6	1	60	26	34
932	Restaurant	9,540	Square Feet	1,214	607	607	110	57	53	106	63	43
710	Office	-10,860	Square Feet	-120	-60	-60	-17	-15	-2	-16	-3	-13
110	Light Industrial	0	Square Feet	0	0	0	0	0	0	0	0	0
730	Civic	27,660	Square Feet	1,908	954	954	163	137	26	33	10	23
495	Cultural	18,440	Square Feet	422	211	211	30	18	12	27	10	17
210	Single Family	4	Dwelling Units	36	18	18	3	1	2	4	3	1
220	Apartment	15	Dwelling Units	100	50	50	7	1	6	9	6	3
310	Hotel	0	Rooms	0	0	0	0	0	0	0	0	0
Subtotals				4,548	2,274	2,274	303	205	98	223	115	108
	Internal Trip Reduction		13%	-592	-296	-296	-39	-26	-13	-29	-15	-14
Totals				3,956	1,978	1,978	264	179	85	194	100	94

TABLE 1
Level of Service Criteria for Signalized Intersections

Level of Service	Stopped Delay (sec/veh)	Description
A	≤ 10	At a single intersection most vehicles do not stop at all. When linked with other signals, vehicles progress through intersections without stopping.
B	> 10 and ≤ 20	At a single intersection some vehicles stop before getting a green signal. When linked with other signals, some cars may have to stop but most progress through the intersection without stopping.
C	> 20 and ≤ 35	At a single intersection, a significant number of vehicles must stop and wait for a green signal. Some vehicles may have to wait through one full signal cycle before being able to move through the intersection.
D	> 35 and ≤ 55	At this level, congestion is noticeable. Many vehicles have to stop while waiting for a green signal. A noticeable number of vehicles have to wait through one full cycle before being able to continue through the intersection.
E	> 55 and ≤ 80	At this level, almost all vehicles have to wait through one or more full signal cycles before moving through the intersection. When linked with other signals, progression is slow.
F	> 80	At this level, the number of vehicles entering the intersection exceeds its capacity. Vehicles have to wait through multiple full signal cycles before moving through the intersection.

TABLE 2
Level of Service Criteria for Unsignalized Intersections

Level of Service	Avg. Total Delay (sec/veh)	Description
A	≤ 10	At most, one vehicle is waiting to move through the intersection when the driver reaches the stop sign. Most often, the driver pulls up to the stop sign and is immediately free to proceed through the intersection.
B	> 10 and ≤ 15	When the driver reaches the intersection, one or two vehicles are in front of him. Once those vehicles proceed through the intersection, the driver is able to continue without opposition.
C	> 15 and ≤ 25	At this level, several vehicles may be in front of the driver at a two-way stop-controlled intersection. At an all-way stop-controlled intersection, there may be two or more vehicles at each approach that the driver has to wait for before getting his turn.
D	> 25 and ≤ 35	At this level, there are at least four vehicles in front of the driver and several vehicles at the other approaches. Also, for two-way stop-controlled conditions, the volume of traffic on the uncontrolled street may be high.
E	> 35 and ≤ 50	When the driver reaches the intersection, there are between five and eight vehicles in front of him and many vehicles at the other approaches that must also proceed through the intersection before the driver may continue.
F	> 50	At this level, the driver must wait for eight to ten cars at his approach to move through the intersection along with at least five vehicles at the other approaches. This level can also occur at two-way stop-controlled intersections when the uncontrolled street has such a high volume that no gaps are available in the traffic stream for the vehicles at the cross street to continue.

III. RECOMMENDED PLANTS

Shade Trees

Live Oak	Quercus virginiana
Red Oak	Quercus shumardii
Monterrey Oak (Mexican)	Quercus Monterrey
Maple 'Big Tooth'	Acer palmatum
Maple 'Caddo'	Acer barbatum 'Caddo'
Maple 'Trident'	Acer rubrum 'Tridens'
Burr Oak	Quercus macrocarpa
Chinquapin Oak	Quercus muhlenbergia
Cedar Elm	Ulmus crassifolia
Lacebark Elm	Ulmus parvifolia
Pecan	Carya illinoensis
Bald Cypress	Taxodium distichum
River Birch	Betula Nigra
Goldenrain tree	Koelreuteria paniculata

Ornamental Trees

Anacacho Orchid Tree	Bauhinia congesta
Possumhaw Holly	Ilex decidua
Yaupon Holly	Ilex vomitoria
Weeping Yaupon Holly	Ilex vomitoria 'prostrata'
Crape Myrtle	Lagerstroemia indica
Wax Myrtle	Myrica pusilla
Flame Leaf Sumac	Rhus lanceolata
Red Buckeye	Aesculus pavia
Smoke Tree	Cotinus obovatus
Mexican Plum	Prunus mexicana
Mexican Buckeye	Ugnadia speciosa
Texas Mountain Laurel	Sophora secundiflora
Desert Willow	Chilopsis linearis
Chitalpa	Chilopsis x catalpa
Redbud 'Forest Pansy'	Cercis Canadensis 'Forest Pansy'
Texas Redbud	Cercis texensis
Retama	Parkinsonia aculeata
Chaste Tree	Vitex agnus-castus
Desert Willow	Chilopsis linearis

Shrubs

Dwarf Yaupon Holly	Ilex vomitoria 'nana'
Dwarf Wax Myrtle	Myrica communis 'Compacta'
Variegated Privet	Ligustrum sinense 'Variegatum'
Wax Leaf Ligustrum	Ligustrum japonicum
Redtip Photinia	Photinia glabra
Red Yucca	Hesperaloe parviflora
Soft Leaf Yucca	Yucca recurvifolia
Little Leaf Boxwood	Buxus microphylla
Rosemary	Rosmarinus officinalis
Yellow Bells	Esparanza
Forsythia	Forsythia x intermedia

Pavonia
 Purple Fringe Flower
 Damianita
 White Honeysuckle Bush
 Italian Jasmine
 Burning Bush Euonymous
 Nandina
 Eleagnus
 Giant Liriope
 Big Muhly
 Texas Sage
 Green Cloud Sage
 Dwarf Yaupon
 Soft Leaf Yucca
 Red Yucca
 Rosemary
 White Honeysuckle Bush
 Yellow Bells

Pavonia lasiopetala
 Loropetalum Chinese rubrum 'Razzleberri'
 Chrysactinia mexicana
 Lonicera albiflora
 Jasminum multiflorum
 Euonymous alatus
 Nandina domestica
 Eleagnus pungens
 Liriope muscari 'Big Blue'
 Muhlenbergia lindheimerii
 Leucophyllum frutescens 'Silverado'
 Leucophyllum frutescens 'Green Cloud'
 Illex vomitoria 'nana'
 Yucca recurvifolia
 Hesperaloe parviflora
 Rosmarinus officinalis
 Lonicera albiflora
 Esparanza sp.

Ornamental Grasses

Miscanthus 'Gracillimus'	Miscanthus sinensis 'gracillimus'
Miscanthus ('Giant')	Miscanthus sinensis
Purple Fountain Grass	Pennisetum Atropurpurea
Flame Grass	Miscanthus sinensis 'purpurascens'
Dwarf Fountain Grass 'Haemlin'	Pennisetum alopecuroides 'Haemlin'
Gulf Muhly	Muhlenbergia capillaris

Ground Cover

Ruellia 'Katie Dwarf'	Ruellia brittoniana 'Katie Dwarf'
Liriope	Liriope muscari
Mondo Grass	Ophiopogon japonicus
Vinca Minor	Vinca minor
Yarrow	Achillea millefolium

Vines

Lady Banksia	Rosa banksiae
Antique Roses	Rosa species
Firethorn Pyracantha	Pyracantha coccinea
Confederate Jessamine	Gelsimium sempervirens
Cross Vine	Bignonia capeolata
Trumpet Creeper	Campsis radicans
Virginia Creeper	Parthenocissus quinquefolia
Fig Vine	Ficus pumila
Coral Honeysuckle	Lonicera sempervirens
Carolina Yellow Jasmine	Gelsimium sempervirens
Evergreen Wisteria	Milletia reticulata
Morning Glory	Ipomoea purpurea



IV. GLOSSARY OF TERMS

This Article provides definitions for terms in this Guide that are technical in nature or that otherwise may not reflect a common usage of the term. If a term is not defined in this Article, then the Community Development Department should determine the correct definition of the term.

DEFINITIONS

A

Activity Center: an area with a concentration of services, attractions, amenities, and an activation of the public realm. Activity centers are within walking distance one from the other.

Adaptive Reuse: the process of adapting old structures for purposes other than those initially intended.

Americans with Disability Act (ADA): a federal law designed to eliminate discrimination against individuals with disabilities by mandating equal access public spaces, to jobs, public accommodations, government services, public transportation, and telecommunications.

Arcade / Gallery: a frontage type with a covering over the sidewalk, forming a covered walkway.

B

Block: the aggregate of private lots, passages, rear lanes and alleys, circumscribed by thoroughfares.

Block Network (see "Street Grid"): intersecting horizontal and vertical streets framing blocks. Usually features many linkages between streets.

Block Face: the aggregate of all the building facades on one side of a block. The Block Face provides the context for establishing architectural harmony.

Building Configuration: the form of a building, based on its massing, private frontage, and height.

Building Height: the vertical extent of a building measured in stories, not including a raised basement or a habitable attic. Height limits do not apply to masts, belfries, clock towers, chimney flues, water tanks, elevator bulkheads and similar structures. Building Height should be measured from the average grade of the enfronting thoroughfare.

Build-to-Line: requires that buildings must be built up to a predetermined line and are not permitted to be located further back, except when it is allowed to have a break in the street wall.

Building Guidelines: guidelines that relate to building type and design within the private realm.

Building Type: a structure category determined by function, disposition on the lot, and configuration, including frontage and height.

Bulbout: a traffic-calming device at the sidewalk that includes an extended curb and sidewalk, and landscaping at block corners.

C

Catalytic Project: a project identified in the Master Plan, with the potential to bring activity, investment, and revitalization to downtown Round Rock. Projects include things like streetscaping and new public spaces.

Central Business District (CBD): the commercial and often geographic heart of a city.

Charrette: a collaborative session in which a group of designers drafts a solution to a design problem. While the structure of a charrette varies, depending on the design problem and the individuals in the group, charrettes often take place in multiple sessions in which the group divides into sub-groups. Each sub-group then presents its work to the full group as material for future dialogue. Such charrettes serve as a way of quickly generating a design solution while integrating the aptitudes and interests of a diverse group of people.

Civic: the term defining not-for-profit organizations dedicated to arts, culture, education, recreation, government, transit, and municipal parking.

Civic Building: a building designed specifically for a civic function. The particulars of the design of civic buildings should be determined by Variance.

Civic Space: an outdoor area dedicated for public use. Civic Space types are defined by the combination of certain physical constants including the relationship between their intended use, their size, their landscaping and their enfronting buildings.

Commercial: the term collectively defining workplace, office and retail functions.

Commercial Block: a building type design for occupancy by retail, service, and/or office uses on the ground floor, with upper floors configured for office or residential uses.

Context: surroundings made up of the particular combination of elements that create specific habitat.

Corridor: a lineal geographic system incorporating transportation and/or greenway trajectories. A transportation corridor may be a lineal urban Transect Zone.

Courtyard Housing: a housing type with residences arranged next to each other on one or more courts to form a shared type that is partly or wholly open to the street.

Cul-de-sac: a dead-end street with only one inlet/outlet and usually limits through traffic.

Court Yard: occupy the boundaries of their lots. While internally defining one or more private patios. It may be particularly useful for residential buildings.

Courtyard Building: a building that occupies the boundaries of its lot while internally defining one or more private patios.

Curb: the edge of the vehicular pavement detailed as a raised curb or flush to a swale. The Curb usually incorporates the drainage system.

D

Density: the number of dwelling units within a standard measure of land area, usually given as net units per acre.

Design Speed: is the velocity at which a thoroughfare tends to be driven without the constraints of signage or enforcement. There are four ranges of speed: Very Low: (below 20 MPH); Low: (20-25 MPH); Moderate: (25-35 MPH); High: (above 35 MPH). Lane width is determined by desired design speed.

Diagonal Diverter: a traffic calming technique that diverts traffic at an intersection to make a right turn. Traffic cannot travel straight through the intersection.

Dooryard: a frontage type similar to a stoop, but setback from the street behind landscaping.

Driveway: a vehicular lane within a lot, usually leading to a garage.

Duplex / Triplex / Quadplex: a housing type with multiple family dwellings that are architecturally presented as large single-family houses.

Dwelling Units Per Acre (DU/A): a density description that calculates numbers of residential dwelling units per acre.

E

Edge Yard: created by default, the result of a building's placement in the center of its lot creating setback on all sides. This is generally weakens the sense of enclosure required by buildings in an urban setting.

Elevation: an exterior wall of a building not along a Frontage Line. See: Facade.

Energy Star: a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy that provides an energy performance rating system for consumer products and building systems.

Entrance, Principal: the main point of access of pedestrians into a building, usually from the front street.

F

Facade: the exterior wall of a building that is set along a Frontage Line at the front of the building. The facade is the face of the building which interacts with the public realm. (See Elevation; Frontage Line).

Floor Area Ratio (FAR): a broad measure of building bulk that controls both visual prominence and traffic generated. FAR is the relationship of the total square feet of a building to the square footage of the land area. It is the total enclosed square footage of a building site divided by the total site area. For example a 20,000 SF building on a 10,000 SF lot has an FAR of 2.0.

Forecourt: a frontage type that includes a courtyard at the front of the building along the street.

Form Based Code: an alternative to conventional zoning, the Form



Based Code focuses on regulation of the physical form of buildings and the urban realm, rather than the separation of land uses.

Frontage: a building elevation that faces a public street or public open space. Elevations to interior side and rear property lines (including those facing alleys) are secondary rather than primary frontages. Frontages influence pedestrian activity.

Front Yard: a frontage type where the facade is setback substantially from the street and includes a front yard area.

Front Yard House: a building type that is one single structure occupied by one primary residence.

Frontage Line: the lot lines that coincides with a public frontage. The line to which buildings must be built up to. Facades along Frontage Lines define the public realm.

Frontage Occupancy: the percentage of a building directly at a frontage line. Occupancy requirements apply to all floors of buildings (excluding occupied or unoccupied space in roofs, or where setbacks are required to achieve greater heights). If an individual building is recessed from the frontage line to save an existing tree, that frontage should be counted as occupied frontage.

Furnishing Zone: in a low-density commercial zone should be a minimum of 5 feet wide. The furnishing zone is over and above the clear area of the sidewalk.

G

Gateway: buildings, signs, sculptures, framed vistas, trees, lighting, and/or landscaping that frames an entry to the community.

H

Heritage Trail: a proposed trail in downtown Round Rock, to be used for active recreation purposes. The trail starts in Old Town Brushy, passes under the Interstate, through downtown, and across Brushy Creek.

High-Rise: a building over 5 stories, containing a mix of uses with a pedestrian-oriented first floor. The building contains a base, middle, and top.

House (Syn.: Single): an edgeyard building type. A single-family dwelling on a large lot, often shared with an ancillary building in the rearyard.

Human-Scale: a term used to describe building scales and frontages that are friendly to the pedestrian (rather than the automobile), in terms of the size of the ground floor, distance between entries and windows, and lengths of building facades.

Hybrid Court: a building type with retail, service and/ or office uses on the ground floor and upper residential floors that combine double-loaded corridors of stacked dwellings with a courtyard housing type.

I

Implementation Strategies: a series of step-by-step action items and policy recommendations to carry out the goals and visions of the Master Plan.

Infill: a building project that takes place on or adjacent to a site or sites already containing existing buildings. Development integrates within existing urban fabric and thus must dialog with and respect existing conditions.

L

Level-of-Service (LOS): a measure-of-effectiveness by which traffic engineers determine the quality of service on elements of transportation infrastructure.

Liner Building: a building type that conceals a separately constructed garage designed for occupancy by retail, service, and/or office uses on the ground floor and residential or hotel uses above.

Live-Work: a fee-simple dwelling unit that contains a Commercial component anywhere in the unit.

Lodging: premises available for daily and weekly renting of bedrooms. The area allocated for food service should be calculated and provided with parking according to retail use.

Lot Line: the boundary that legally and geometrically demarcates a lot (see Frontage Line). Such lines appear graphically on Community and Site Plans. Codes reference lot lines as the baseline for measuring setbacks.

Lot Width: the length of the principal Frontage Line of a lot.

M

Median: a traffic island on a divided road, typically planted with landscaping. The median gives the crossing pedestrian a place to rest.

Metropolitan Statistical Area (MSA): a geographic area with a significant population nucleus, along with any adjacent communities that have a high degree of economic and social integration with that nucleus. Designated by the federal Office of Management and Budget.

Mixed-use: multiple functions within the same building through superimposition or adjacency, or in multiple buildings within the same area by adjacency.

Monarch Tree: a large mature tree that represent a major asset to the community of Round Rock, as defined by the Round Rock Tree Ordinance.

N

Neighborhood: an urbanized area that is primarily residential. A neighborhood should be based upon a partial or entire Standard Pedestrian Shed. The physical center of the neighborhood should be located at an important traffic intersection associated with a Civic or Commercial institution.

New Market Tax Credits: investors contribute to a development entity and receive a tax credit as a percentage of the initial investment.

O

Office: premises available for the transaction of general business but excluding retail, artisan and manufacturing uses.

Ornamental Tree: a tree selected mostly for its beauty and aesthetic purposes, rather than for functional reasons.

P

Parking Garage/Structure: a building containing two or more stories of parking. Parking Structures should have liner buildings (single-loaded building space that is exposed to the public realm on one side and the parking structure on the other side), at the first story or higher.

Park Once: a concept, where drivers are encouraged to park once in one location and then walk around to multiple destinations. This reduces vehicular traffic and vehicle emissions, and increase sidewalk activity.

Paseo: See Passage.

Passage: a pedestrian connector passing between buildings, providing shortcuts through long blocks and connecting rear parking areas to frontages.

Path/Trail: a pedestrian way traversing a park or rural area, with landscape matching the contiguous open space. Paths should connect directly with the urban sidewalk network.

Pedestrian Shed: An area, approximately circular, that is centered on a common destination. A Pedestrian Shed is applied to determine the approximate size of a Neighborhood. A Standard Pedestrian Shed is 1/4 mile radius or 1320 feet, about the distance of a five-minute walk at a leisurely pace. It has been shown that provided with a pedestrian environment, most people will walk this distance rather than drive. The outline of the shed must be refined according to actual site conditions, particularly along Thoroughfares.

Planter: the element of the public streetscape which accommodates street trees. Planters may be continuous or individual.

Primary Streets: streets with key circulation, mix of intensities, more pedestrian and vehicular accommodation, key for development, most well-rounded and most developed street, mix of uses, mix for transit.

Pocket Park: a small neighborhood park on one parcel.

Principal Building: the main building on a lot, usually located toward the frontage.



Private Frontage: the privately held layer between the frontage line and the principal building facade. The structures and landscaping within the Private Frontage may be held to specific standards. The variables of Private Frontage are the depth of the setback and the combination of architectural elements such as fences, stoops, porches and galleries.

Public Frontage: the area between the curb of the vehicular lanes and the frontage line. Elements of the Public Frontage include the type of curb, walk, planter, street tree and streetlight.

Public Improvement District: a taxing entity which can finance, construct and maintain public improvements.

R

Rear Alley: a vehicular driveway located to the rear of lots providing access to service areas and parking, and containing utility easements. Alleys should be paved from building face to building face, with drainage by inverted crown at the center or with roll curbs at the edges.

Rear Yard: Rear yards result from buildings that occupy the entirety of the front portion of their lot leaving the rear open. This is a very urban type, as the continuous facade encloses the street edge. Rear facades can be designed for more functional purposes. Rear yards may accommodate surface parking or structured parking.

Rearyard Building: a building that occupies the full frontage line, leaving the rear of the lot as the sole yard. This is a more urban type, as the continuous facade spatially defines the public thoroughfare. For its residential function, this type yields a rowhouse. For its commercial function, the rear yard can accommodate substantial parking.

Regulating Plan: a diagram showing the Master Plan area divided into zones through which building form is regulated.

Residential: premises available for long-term human dwelling.

Residential parking district: an area where parking revenues go to improve that neighborhood's infrastructure and streetscape.

Retail: premises available for the sale of merchandise and food service.

Retail Frontage Line: frontage lines designated on a Community Plan that require the provision of a Shopfront, causing the ground level to be available for retail use.

Right-of-Way (ROW): the public area from the setback line on one side of the street to the setback line the other. The ROW includes sidewalks, planters, bike parking and travel lanes, and any road fixtures, such as center islands.

Roundabout: a road junction at which traffic streams one-way around a central island.

Rowhouse: a single-family dwelling that shares a party wall with another of the same type and occupies the full frontage line (Syn: Townhouse; see Rearyard Building).

S

Secondary Street: street with single use development as opposed to mixed-use development that are fed from primary streets, have less circulation than primary street, have less mix of intensities than primary streets, and have less of pedestrian and vehicular traffic than the main streets.

Setback: the area of a lot measured from the lot line to a building facade or elevation. This area must be maintained clear of permanent structures with the exception of: galleries, fences, garden walls, arcades, porches, stoops, balconies, bay windows, terraces and decks (that align with the first story level) which are permitted to encroach into the setback.

Shared Parking: parking spaces that are available to more than one function. The requirement is reduced by a factor, shown as a calculation. The Shared Parking ratio varies according to multiple functions in close proximity which are unlikely to require the spaces at the same time.

Shopfront: a frontage type appropriate for more urban settings with retail entrances along the ground floor and building facades located along the frontage line.

Shy Distance: a designated width or buffer area along a path to allow for a pedestrian to instinctively avoid proximity to objects such as buildings, retaining walls, curbs, poles, and fences.

Side Yard: a frontage type where the result of buildings that occupy one side of the lot, allows a setback on the other. The result can appear to be a freestanding building, and when used appropriately, and can provide visual relief to the street.

Sideyard House: a building that occupies one side of the lot with a setback to the other side.

Sidewalk: the paved layer of the public frontage dedicated exclusively to pedestrian activity.

Special Yard: a building that is not subject to categorization. This may include civic buildings that express the aspirations of institutions, such as museums, City Halls, court houses, and the like. Theatres do not fall into this categorization.

Splitter Island: a traffic island that separates two-way traffic for safety.

Stacked Dwelling: a building type that includes dwellings on top of other dwellings, which may or may not have line/work or retail in the ground floor.

Standard Pedestrian Shed: An area, approximately circular, that is centered on a common destination. A Pedestrian Shed is applied to determine the approximate size of a Neighborhood. A Standard Pedestrian Shed is 1/4 mile radius or 1320 feet, about the distance of a five-minute walk at a leisurely pace. It has been shown that provided with a pedestrian environment, most people will walk this distance rather than drive. The outline of the shed must be refined according to actual

site conditions, particularly along thoroughfares. (Sometimes called a "walkshed" or "walkable catchment.") See Pedestrian Shed.

Stoop: a frontage type with a raised entry way and a set of stairs leading directly to the sidewalk.

Story: a habitable level within a building.

Streetscape: the urban element that establishes the major part of the public realm. The streetscape is composed of thoroughfares (travel lanes for vehicles and bicycles, parking lanes for cars, and sidewalks or paths for pedestrians) as well as the visible private frontages (building facades and elevations, porches, yards, fences, awnings, etc.), and the amenities of the public frontages (street trees and plantings, benches, streetlights, etc.).

Street Screen: sometimes called Street Wall. A freestanding wall built along the frontage line, or coplanar with the facade, often for the purpose of masking a parking lot from the thoroughfare.

Street Grid (see "Block Network"): where streets run at right angles to each other, forming a grid

Street Wall: the "wall" that is created by the established frontage line along a street. The type of street wall that a street has, influences the way pedestrians and vehicles interact with and use the street. A tight urban street wall coupled with wide sidewalks and narrow roadways can encourage pedestrian activity, while a loose and setback street wall is more appropriate for a less dense single-family neighborhood.

Sustainability: a process or section of processes that can be continued with minimal long-term negative effect on the environment.

T

Tax Increment Financing: a public financing tool to use future gains in taxes to finance current improvements.

Tertiary Street: streets with importance to the rest of the street connection and are still recognized. They are mostly residential and mostly low intensity.

Texas Donut: a building type with a garage wrapped with habitable building liner. The building can be attached or detached.

Thoroughfare: a vehicular way incorporating moving lanes and parking lanes within a right-of-way.

Townhouse: a building type with a row of houses attached to each other, each having an individual yard.

Traffic Calming: a term used to reference a variety of street design and traffic design techniques, such as speed bumps, narrow lanes, certain parking arrangements, etc., with the goal of slowing traffic and making drivers aware of the pedestrian.

Transect Zone: zones of the regulating plan, through which urban form is regulated.



Transit-Oriented Development (TOD): Development within walking distance (either a 1/4 mile, 5 minute walk or a 1/2 mile, 10 minute walk) from a current or proposed transit station, stop, or hub. TOD is compact, pedestrian- and bike- oriented, and usually includes mixed-use buildings of sufficient density to provide a range of destinations within walking distance of transit.

Town Center: the mixed-use center or main Commercial corridor of a community.

Townhouse: Syn. Rowhouse. (See Rearyard Building.)

Type: a category determined by function, disposition, and configuration, including size or extent. There are community types, street types, civic space types, etc. (See also: Building Type.)

U

Urban Form Guidelines: guidelines that relate to the area between the buildings within the public right-of-way.

V

Variance: a ruling that would permit a practice that is not consistent with either a provision or the Intent of this Plan.

Villa: a housing type that is a large house containing more than one dwelling unit accessed through a central lobby from the street.





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