

# Round Rock

# 20 30

DEVELOPING **OUR** FUTURE

ANNUAL REPORT 2020-2021



Round  
Rock

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# INTRODUCTION

*Round Rock 2030*, adopted June 25, 2020, is the official policy document guiding long range planning and community development in the City of Round Rock for the next ten years. Round Rock continues its rapid population growth and development, as well as its transition from a suburb of Austin to a vibrant and prosperous mid-sized city. With Round Rock's dramatic growth has come a new series of challenges to ensure continued success over the next decade.

Since *Round Rock 2030's* adoption in June 2020, a lot of progress has been made towards implementation. Planning and Development Services (PDS) staff tracks progress towards implementation related to each of the twelve *Round Rock 2030* policies. Several new dining and entertainment options have contributed to quality of life improvements; companies have pledged to relocate their headquarters to the city, bringing hundreds of jobs; proposals for mixed-use areas have reached an all time high; a wider variety of housing types ranging from single-family common lot to high density multifamily are in various stages of the development process; public outreach for the city's new transit plan is happening.

This report serves as an annual update on progress on the implementation of *Round Rock 2030's* vision and policies. Implementation progress from adoption (June 24, 2020) to the end of FY2021 (September 30, 2021). PDS monitors development occurring throughout the city; therefore, implementation progress in this report is focused on impacts to land use and land use planning. Implementation of *Round Rock 2030* is complementary to the *Strategic Plan* adopted by City Council. Throughout this report, instances where implementation progress relates to the *Strategic Plan* are noted. For reference, the following are the adopted vision and policies from *Round Rock 2030*.

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

## ***Round Rock 2030 Policies***

- **Quality of Life:** Focus economic development initiatives on those that improve quality of life while remaining fiscally responsible. Invest in community gathering spaces for all ages that support the arts, culture, recreation and entertainment.
- **Economic Development:** Continue to be the "City of Choice" for new and existing businesses by focusing on quality development standards that promote and sustain economic growth while providing sufficient infrastructure and services.
- **Downtown:** Manage and guide the revitalization of downtown as a safe and pedestrian-friendly community destination for all.
- **Commercial Centers:** Foster maintenance, reuse, or redevelopment of aging commercial centers while adapting to shifts in consumer preferences.
- **Neighborhoods:** Maintain older neighborhoods to ensure longevity and desirability

- **Historic Preservation:** Preserve buildings and sites that contribute to Round Rock's history.
- **Roadway Function:** Enhance the function and appearance of transportation corridors while accommodating safe pedestrian and bicycle travel where feasible.
- **Mobility:** Develop transportation options within and between neighborhoods and local destinations.
- **Housing:** Enable a mixture of housing types within the city to meet all residents' needs and preferences through all stages of life.
- **Mixed-Use:** Encourage mixed-use development in locations that are compatible with the surrounding area and supported by employment and transportation infrastructure.
- **Adapting to Change:** Adapt development codes to reflect transportation innovations, evolving technology, and changing consumer preferences.
- **Sustainability:** Promote environmental sustainability by facilitating energy efficient development that conserves natural resources and open space.

### ***Round Rock 2030* is an Award-Winning Plan!**

The American Planning Association Texas Chapter Awards Committee selected *Round Rock 2030* as a recipient of the Chapter's 2021 Comprehensive Planning Award, for a comprehensive or general plan that advances the science and art of planning. The awards program promotes the work of planners, planning officials and students in Texas by recognizing exemplary work at the annual planning conference. The awards jury was extremely impressed with *Round Rock 2030*, and felt that the comprehensive planning effort should be further rewarded by recognizing the City of Round Rock as Community of the Year.





# NEW DATA AVAILABLE

*Round Rock 2030* includes demographic data and data obtained from public engagement. Each annual update will provide the newest available data.

## 2020 Census Release

The introduction section of *Round Rock 2030* includes demographic information using data from the 2010 Census and the 2018 1-Year American Community Survey (ACS). Upon release of the 2020 Census in September 2021, Planning and Development Services (PDS) produced a 2020 Census Release report that provides current demographic information. That report provides 2020 Census data compared to 2010 Census data for Round Rock. The Census establishes a baseline for PDS-generated city population estimates and projections. Upon release of the official April 1, 2020 Census population, the city recalculated its population estimates for April 2020-October 2021 using the 2020 Census figure as a baseline. The 2020 Census Release report is available on the city's website and on [roundrock2030.com](http://roundrock2030.com).

# 119,468

**TOTAL POPULATION**

**APRIL 1, 2020**

# 19.6%

**POPULATION**

**INCREASE**

**2010 TO 2020**

# 124,034

**POPULATION ESTIMATE**

**OCTOBER 1, 2021**

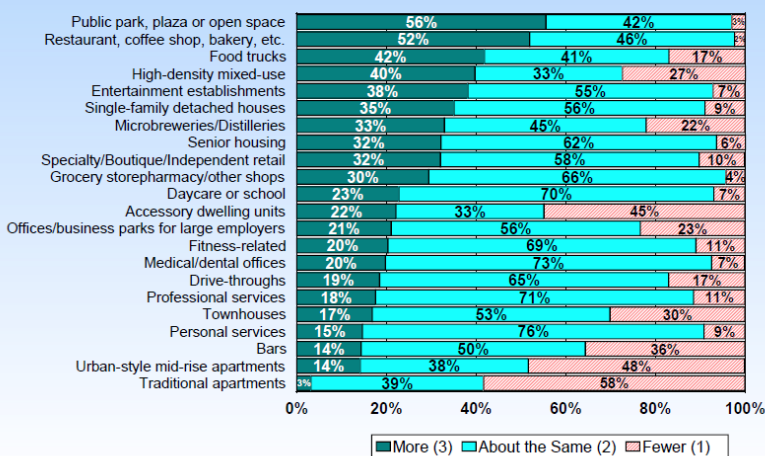
## Public Input Data

Public engagement was a crucial part of *Round Rock 2030* development and will continue to be important for implementation of the plan. Every two years, the city conducts a statistically valid city-wide survey to gauge how residents feel about city services. For the 2020 Round Rock Community Survey, the Planning and Development Services (PDS) department asked five questions to follow up with public input received during the *Round Rock 2030* public engagement process.

The results of the survey were presented to City Council in February 2021. Graphs and charts are presented in the format that was presented the data to City Council. Additional information aggregated by PDS is included for questions 23 and 23a.

**Q21. Should there be more, about the same, or fewer of the following types of places in Round Rock?**

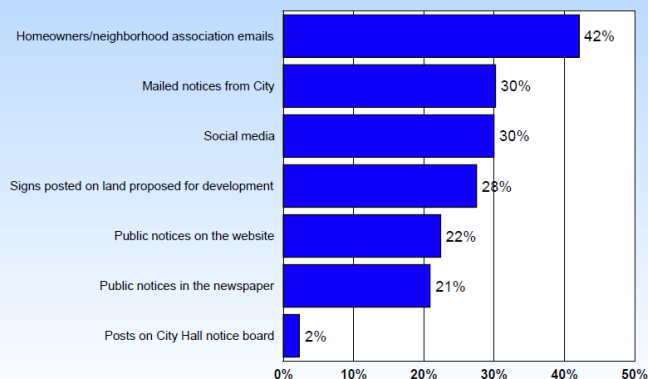
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2020 Round Rock Community Survey)

## Q22. How Residents Have Heard About Public Hearing Dates on Planning and Land Use Issues

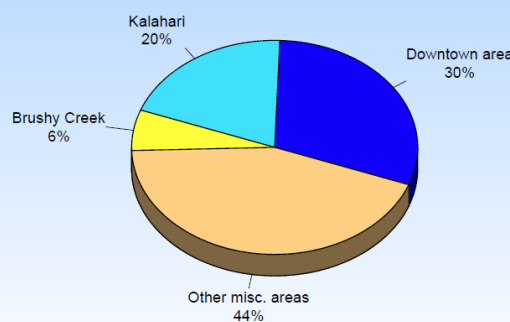
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2020 Round Rock Community Survey)

## Q23. What is your favorite building or site developed in the City within the past 5 years?

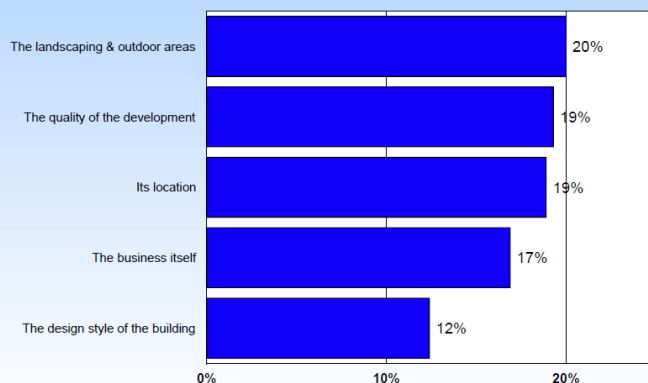
by percentage of respondents



Source: ETC Institute (2020 Round Rock Community Survey)

## Q23a. Reasons for Response to Question 23

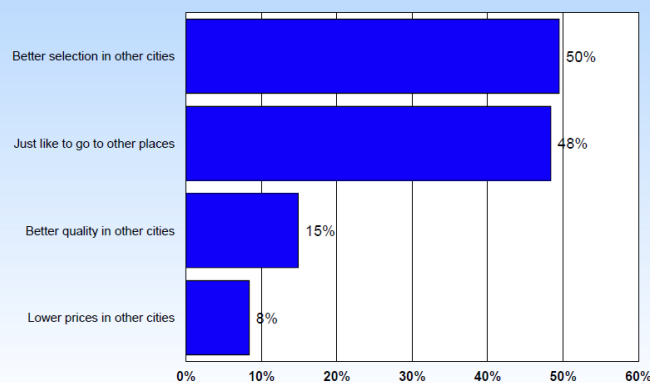
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2020 Round Rock Community Survey)

## Q24. Primary Reasons for Going to Other Cities to Shop or Dine Out

by percentage of respondents (excluding don't knows - multiple selections were allowed)



Source: ETC Institute (2020 Round Rock Community Survey)

The purpose of including questions 23 and 23a was to establish a connection between favorite new developments in Round Rock and the reasons for identifying them as a favorite. ETC's presentation of the survey did not correlate the responses for 23 and 23a. For this report, PDS aggregated the raw data to show the relationship.

According to ETC's graph for question 23, the top three places identified were Kalahari, Downtown, and Brushy Creek Trail. Correlated reasons for 23a provided by respondents are listed below.

### Downtown

- Nice to walk around
- Variety of restaurants/bars
- Buildings have great aesthetics
- Parklets & plazas
- Growing
- Proximity to library

### Kalahari

- Destination location
- Brings other businesses in
- Brings entertainment & jobs
- Will bring visitors to Round Rock
- Unique development

### Brushy Creek Trail

- Able to walk/bike to Downtown restaurants/bars from neighborhoods
- Able to bike/walk to Rabb Park/ Play for All Abilities Park

“Other misc. areas” makes up 44% of the responses, which means respondents like many other places in the City. Several examples of what was included in “other misc. areas” in question 23 are listed below by building or site with the correlated reason that building or site was identified.

BUILDING OR SITE	REASON
Play for All Abilities Park	Availability for all residents; Accessible to all ages and abilities
Restaurants by IH-35 and Old Settlers	Attractive buildings; Great food & service; good steward of community
Amazon Distribution Center	Brings a lot of jobs locally
Cork and Barrel	High quality and well researched idea
Fire Station on Red Bud Lane	Beautiful and modern facility
Summit II at La Frontera	Simple, refined design for a business park
St. David’s Surgical Hospital	Beautiful design with vegetated green roof
Bass Pro Shop	Keeps me from traveling long distance to get the supplies I need

Engagement of the general public will also continue utilizing Polco as was done during plan development. For certain implementation strategies that require implementation input, surveys will be developed and publicized to the Plan’s list of subscribers, via the website and on social media.

## Implementation Baseline Data

*Round Rock 2030* includes dozens of implementation strategies that require further research, data collection, and public engagement spread over the 12 policies in the plan. To assist with the implementation of these long range projects, PDS added a new full-time long range planner position to its staff in Spring 2021.

Some implementation strategies require research to create a baseline; for example, an implementation strategy associated with the downtown policy will strive to develop a minimum of 1,000 dwelling units within one-quarter mile of Main Street. PDS further defined the study area to include the *Downtown Master Plan* study area south of Brushy Creek, as well as the area southwest of Lake Creek between McNeil Road and IH-35. PDS utilized Geographic Information Systems (GIS) to determine 350 dwelling units currently exist within this area. Having determined the baseline now will allow PDS to track future unit development and create strategies to meet the 1,000 unit goal.

Currently, amendments are being developed to the sign ordinance. To develop these amendments, staff compiled data on issues encountered during sign review. These issues are then discussed with sign companies and business owners to develop language to address the issues. Input from stakeholders is particularly important to the amendment process. As always, projects like ordinance amendments require opportunities for public input at Commission and Council meeting.

All newly developed data compilations and reports will be posted on [roundrock2030.com](http://roundrock2030.com).

# FUTURE LAND USE MAP AMENDMENTS

The primary tools for defining a land use strategy in *Round Rock 2030* are the Future Land Use Map (FLUM) and location criteria, which together serve as a guide for evaluating proposed changes to land use within both the city and extraterritorial jurisdiction (ETJ). Decisions about how land develops are deliberate and made in accordance with established city policies. The FLUM depicts various land use types such as residential, commercial, industrial, and open space. Location criteria further define where specific uses within each designation may be located. During the *Round Rock 2030* plan process, staff researched trends and external drivers like job growth which may impact the future distribution of land uses. Public input was also received from large landowners. While the FLUM was comprehensively evaluated in *Round Rock 2030*, amendments to the FLUM can occur during the plan period if they are substantiated through a study noting factors such as changing market conditions, changing demographics, changes to the transportation network, availability of utilities, and surrounding land use changes. The following ordinances have amended the FLUM since the adoption of *Round Rock 2030*.

Ordinance 2020-0336, approved by City Council on November 21, 2020, rezoned 10.09 acres located at the southeast corner of the intersection of Bass Pro Drive and N. Mays Street to allow commercial uses on 2.97 acres and urban-style multifamily on 7.12 acres. The FLUM designation for these parcels changed from Regional Attraction to Commercial and Residential.

Ordinance 2021-096, approved by City Council on April 8, 2021, amended PUD (Planned Unit Development) No. 88 to allow removal of open space designations located southeast of the intersection of E. Main Street and N. Georgetown Street. Pocket parks that were originally identified in the PUD agreement have not been deeded to the city, and the Parks and Recreation Department had no objection to them being removed. The FLUM designation for this parcel changed from Open Space to Downtown Mixed Use.

Ordinance 2021-130, approved by City Council on May 13, 2021, rezoned a 6.84 acre tract on the east side of Chisholm Trail, south of W. Old Settlers Boulevard to allow for a multi-level urban residential building with first-floor commercial spaces. The FLUM designation for this parcel changed from Commercial to Mixed-Use.

Ordinance 2021-083, approved by City Council on June 10, 2021, rezoned 14 acres northeast of the intersection of E. Palm Valley Boulevard and N. AW Grimes Boulevard to allow for an urban style multi-family development. The FLUM designation for this parcel changed from Commercial to Residential.

Additionally, the City Limits boundaries have been updated on the FLUM to reflect four properties annexed between June 24, 2020 and September 30, 2021, adding 57.43 acres. The FLUM designation for these properties was not affected.

To see the most current version of the FLUM, visit [roundrock2030.com](https://roundrock2030.com).

# IMPLEMENTATION UPDATES BY POLICY

Implementation progress is listed by policy for each of the twelve *Round Rock 2030* policies. Each section includes the policy and an excerpt from the policy description from the adopted plan. Implementation strategies are listed in blue boxes. Occasionally red-outlined boxes call out additional studies and data summaries. Red award seals identify accolades associated with the policy. Implementation progress associated with the City Council adopted *Strategic Plan* is referenced when appropriate.

## QUALITY OF LIFE

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

This policy was created to prioritize quality of life initiatives tailored to Round Rock residents. This policy is meant to encourage the creation of gathering spaces for residents, while ensuring that public funds are spent wisely to develop, attract, and/or incentivize these types of amenities.

Round Rock is  
9th most-livable  
mid-sized city in  
US according to  
Smart Asset  
(Nov. 2020)

**Implementation Strategy:** Support the development of economic generators that are unique to Round Rock and improve quality of life. Specifically, projects should help Round Rock become a self-contained community with publicly and privately generated jobs and amenities.

**KALAHARI RESORT AND CONVENTION CENTER** The facility opened in Fall 2020 and brought lodging, convention space, entertainment, retail and dining options to Round Rock. PDS staff worked with transportation staff, public safety officials, and city management to gather input from the community throughout the rezoning and development process for this project. Kalahari will be a significant source of new jobs and revenue to the City of Round Rock. This regional attraction is a family-friendly amenity that caters to both residents and tourists, which is complimentary to many of City Council's *Strategic Plan* goals.



### **CORK & BARREL CRAFT KITCHEN AND MICROBREWERY**

Located on US-79 near Kalahari Resort and Dell Diamond, this unique dining experience opened in early 2021. Cork & Barrel features a chef-driven craft kitchen, microbrewery, and beer garden. Customers can enjoy such libations within the pub's indoor space as well as a 4-acre outdoor beer garden featuring a gazebo-like pavilion and stages hosting both singer/songwriter acts and larger concerts. Cork & Barrel was identified by the public in the 2020 Round Rock Community Survey as a favorite building or site developed in the past five years.



**Implementation Strategy:** Explore, attract, enable, and facilitate pilot projects such as drive-in movies, pop-up uses, and other temporary uses in appropriate locations while limiting unintended consequences of non-permanent structures.

**FOOD TRUCK PARKS** This PDS-developed amendment to the Code of Ordinances established a new category of food truck permits to allow food truck parks. Land uses where a food truck park may be located include public and private education facilities, corporate office campuses, business/industrial parks and municipal parks and recreation facilities. Because the food trucks may remain on site at all times, access to public restrooms and hand washing facilities are required when the park is open for business. This new land use was a direct request from the public and satisfies the current desire for more outdoor dining and entertainment options in the city.

**Implementation Strategy:** Use public input to identify land uses associated with improving the quality of life of the community, particularly dining and entertainment options. Create programs to attract and incentivize the identified uses.

**NEW DINING AND ENTERTAINMENT OPTIONS** Several popular restaurant chains with loyal followings have opened in Round Rock in the past year, including Tumble 22 Hot Chicken, Dutch Bros Coffee, and Tony C's Pizza and Beer Garden. Others, including P. Terry's and Via 313 Pizzeria are in various stages of development. Additionally, an amendment to an existing Planned Unit Development (PUD) on E. Old Settlers Boulevard will allow for hatchet throwing and archery ranges, providing additional indoor entertainment options in Round Rock.



**Implementation Strategy:** Consider locations for cultural development and community facilities outside of the downtown area.

**HERITAGE TRAIL AND BATHING BEACH PARK** This project includes a 10' wide trail detailing the history of Round Rock as a timeline. The project spans from Bathing Beach at Chisholm Trail Road to Mays Street and includes improvements to Chisholm Trail Crossing Park and Memorial Park. It also creates a new Bathing Beach Park. The Henna Tract, located on the southeast corner of the intersection of US 79 and N. Mays Street was rezoned as a Planned Unit Development (PUD) in September 2020. The PUD proposes mixed use development and will facilitate the completion of the Heritage Trail from Chisholm Trail to Georgetown Street.

In the FY 2022 budget, the city included an allocation of Hotel Occupancy Tax (HOT) Funds for historic preservation. Several historic sites along the Heritage Trail could benefit from this funds allocation. Also in the FY 2022 budget, the City allocated funds to commission an artist for sculptures along the Heritage Trail. The Parks and Recreation Department is constantly expanding trail and open space access throughout the City to serve as community facilities.



## ECONOMIC DEVELOPMENT

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

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

Round Rock  
is 8th fastest-  
growing local  
economy in the  
US according to  
WalletHub  
(Oct. 2020)

**Implementation Strategy:** Attract and support the development of new and existing economic generators that are unique to Round Rock and improve quality of life.

**SWITCH, INC.** A Nevada-based data center provider plans to build 1.5 million square feet in Round Rock next to Dell’s global headquarters. The 36.76 acre property, located east of S. Mays Street and north of Dell Way, was rezoned from Commercial to a Planned Unit Development (PUD). The PUD includes standards to ensure compatibility with the abutting neighborhood and to provide an attractive wall/landscaping along the Mays Street frontage.



Several companies, including East/West Manufacturing, Amazing Magnets, LLC., and Saleen Performance Parts have chosen to relocate their headquarters to Round Rock. Over \$21 million will be invested in over 100,000 square feet of new facilities near the intersection of N. Mays Street and E. Old Settlers Boulevard. These new facilities will bring over 200 jobs to this area of the city, and expand the city tax base which is in line with City Council *Strategic Plan* objectives.



**INVESTEX II, LLC.** A Consumer Packaged Goods (CPG) cold storage and incubator concept, will encourage and promote the growth and success of local new CPG industry businesses. \$14 million will be invested in a 135,000 square foot facility, the first of its kind in the Central Texas region. Investex intends to create 60 new jobs with an average salary of \$60,000. This facility will be different than other manufacturing facilities in the city; a common working space will allow producers, entrepreneurs, investors, and chefs together to collaborate under one roof.

**Implementation Strategy:** Continue to provide a navigable regulatory and development review process that is efficient, streamlined, and meets or exceeds established performance measures.

**NEW CITY WEBSITE** The City of Round Rock launched the redesign of roundrocktexas.gov in July 2021. The redesign includes significant changes to the site's navigation to help visitors more easily find the information they need in a format that is mobile-friendly and easy to navigate. The site's homepage features a prominent search bar that can easily connect users with the best resources for their inquiry. Images and video of Round Rock services and facilities are showcased throughout the site, which helps familiarize new residents with their community and its services. Since the launch, the top 10 most-visited PDS pages have received almost 50,000 views.

**DEVELOPMENT REVIEW PERFORMANCE MEASURES** PDS is responsible for the City's Development Philosophy, which emphasizes customer service to facilitate the timely review and approval of projects - in short, to Make it Happen. "Making It Happen" is more than a phrase. It's a way of thinking and it's a philosophy that the Round Rock City Council has charged the Planning & Development Services Department to implement. PDS tracks several performance measures, as seen in the table below.

#### PDS PERFORMANCE MEASURES 2020 - 2021

	2020 (JAN-DEC)	2021 (JAN-SEP)
Building and Subdivision Inspections	23,469	16,473
SDP, SSP, SIP - Number of Site/Subdivision Reviews	72	38
SDP, SSP, SIP - Site/Subdivision Reviews On- Time	223	158
Plats Approved	64	29
(Re)Zonings Approved	7	4
Planned Unit Developments (PUDs) Approved	9	15
Certificates of Appropriateness Reviews	17	13
Sign Reviews	169	187

**Implementation Strategy:** Support the development of the Harris tract to the west of Kalahari Resorts so that new development is complementary but has its own unique attributes that add momentum of the area's status as a regional attraction.

**THE HARRIS TRACT** located on the south side of E. Palm Valley Boulevard and west of S. Kenney Fort Boulevard was rezoned from the BP (Business Park) zoning district to a Planned Unit Development (PUD). The Future Land Use Map, adopted in *Round Rock 2030*, designates this site for mixed use.

**Implementation Strategy:** Examine the potential for redevelopment in certain transitional areas of the city.

**CHISHOLM TRAIL DEVELOPMENT** A 2.92-acre property at the southwest corner of Chisholm Trail Road and W. Old Settlers Boulevard was zoned as LI (Light Industrial) in 1981 and has remained undeveloped. The property was rezoned to C-1a (General Commercial - limited), which is supported by the Future Land Use Map, and will allow for retail, restaurant and office uses.



## DOWNTOWN

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

The revitalization of downtown Round Rock has been a long-term investment and priority for the city. Round Rock adopted the *Downtown Master Plan* in 2010 and has invested \$175 million in public infrastructure and facilities as of September 2021. The Master Plan created a design and policy strategy for a thriving town center featuring a viable mix of retail, dining, entertainment, residential and public spaces, in a walkable and historically sensitive environment. Anchored by a National Register Historic District, mixed-use zoning districts support redevelopment while balancing preservation of existing building and development patterns.

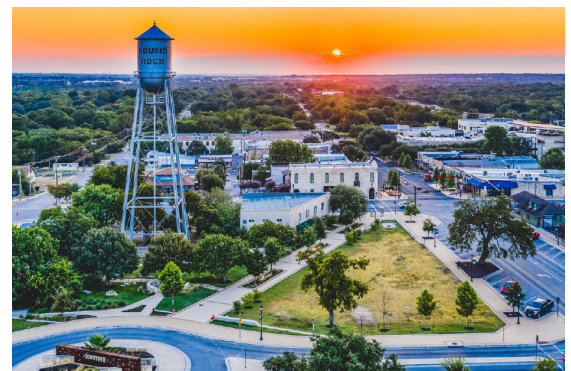


**Implementation Strategy:** Facilitate a mixture of residential development types. Strive to develop a minimum of 1,000 dwelling units within one-quarter mile of Main Street.

**615 PECAN**, located on the south side of E. Pecan Avenue between Spring Street and Circle Avenue, was rezoned from the TF (Two-Family) zoning district to a Planned Unit Development (PUD). The PUD allows for the development of four two-family structures, containing a total of 8 dwelling units on a single lot with a private drive aisle. This development will add to the 350 baseline residential units, increasing housing availability downtown.

**Implementation Strategy:** Complete the redevelopment process for the site surrounding the Water Tower.

**THE WATER TOWER SITE** This approximately 1.6 acre block was assembled by the City of Round Rock for redevelopment. The block contains Koughan Memorial Park, the site on which the Round Rock water tower stands. To facilitate redevelopment, the city's Transportation and Economic Development Corporation (TEDC) purchased 102 and 106 N. Mays Street and 103 and 105 W. Liberty Avenue. One historic structure on the site was relocated to another location in downtown. The Telephone Exchange is a historic landmark; a marker notes details about its relocation.



**Implementation Strategy:** Ensure that the city's proposed new library is integrated into the streetscape with an active first floor.

**NEW LIBRARY** A groundbreaking ceremony was held in June 2021 for the new Library at 200 E. Liberty Avenue, just one block north of the city's existing library. PDS staff reviewed this project for compliance with existing zoning standards. Staff reviewed the proposed development alongside library staff to ensure that the design incorporated walkable, usable spaces for the public. Enhanced streetscape designs, an entry plaza, and a cafe are proposed to activate the first floor.

**Implementation Strategy:** Ensure the connectivity of the Henna tract to downtown and examine further integration of Brushy Creek as a publicly accessible amenity.

**THE HENNA TRACT** was rezoned as a Planned Unit Development (PUD) in September 2020. The PUD proposes mixed use development and will help facilitate completion of the Heritage Trail from Chisholm Trail to Georgetown Street. The Heritage Trail comprises a segment of the overall Brushy Creek Regional Trail.

#### **DOWNTOWN DEVELOPMENT UPDATE**

Round Rock City Council places a high priority on downtown development in the Strategic Plan. PDS maintains a Downtown Developments Map on its website to highlight current projects under development in the downtown area. Currently, 25 projects are noted as in progress on the map. Examples include new mixed-use buildings on S. Brown Street and conversion from residential to mixed-use retail and office at 400 W. Main Street. The map is posted on [roundrocktexas.gov/planning](https://roundrocktexas.gov/planning).



**Implementation Strategy:** Improve the downtown pedestrian experience by providing features such as pet stops, shade structures, and litter control facilities.

**PARKLET FURNITURE** Tables and chairs were added to the E. Main Street parklets in the summer of 2021. The addition of this furniture promotes outdoor dining and congregation within the downtown historic district.



**NEW PUBLIC RESTROOM DOWNTOWN** Construction of a new public restroom in Prete Plaza provides a needed amenity for pedestrians visiting downtown. PDS staff worked with public works staff to ensure the design of the structure is compatible with the National Register Historic District that encompasses the 100 and 200 blocks of E. Main Street in downtown.

## COMMERCIAL CENTERS

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

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

**Implementation Strategy:** Examine, propose, and implement strategies that encourage adaptive reuse of aging commercial centers in areas identified for revitalization. If successful, consider developing grant programs for façade improvements, landscaping, and signage.

**FACADE GRANT PILOT PROGRAM** Based on direction from City Council during their most recent annual retreat, the Community Development Division of PDS began research on the implementation of a facade grant program in Round Rock. The purpose of a facade grant program would be to attract new customers and businesses to major commercial corridors, stimulate new, private investment and economic development, positively impact the marketability and perception of the area, promote commercial revitalization of Round Rock as a whole, and preserve quality of building materials. Staff suggested using up to a 50/50 match via reimbursement, using the general fund as a source for the grant budget.



**Implementation Strategy:** Complete corridor revitalization and enhancement starting with Mays Street from Gattis School Road to Mays Crossing Drive. Evaluate successes to determine how to apply the process to other portions of the roadway and other roadway corridors in the city.

The S. Mays Street Gateway Enhancements project aims to improve the appearance throughout the S. Mays Street corridor and provide a “gateway” into Downtown Round Rock. Extending from Logan Street to Hesters Crossing Road, the Gateway Enhancements will create not only an appealing vehicular experience, but a safe and enjoyable pedestrian experience as well.

Improvements will include the removal of hazardous trees undermining overhead electric and, in turn, the addition of “Utility Approved” trees, screening of ground mounted utilities and dumpsters, replacement or repair of dilapidated fencing, a series of screen walls with incorporated branding and landscape areas, and new gateway signage near Hesters Crossing Road to welcome drivers and pedestrians into the S. Mays Street corridor.

**Implementation Strategy:** Continue to monitor changes in sign technology to ensure that the needs and desires of developers are balanced with the design standards desired by the city.

The City’s sign ordinance, last adopted in 2013, is being analyzed by staff for potential code amendments. Staff is compiling potential amendments based on sign requests by sign companies and business owners that cannot be accommodated by existing code language but meets the purpose of the ordinance.



## NEIGHBORHOODS

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

The city has a strategic goal to foster sustainable neighborhoods, both old and new, through a series of strategies that focus on maintaining property values in older neighborhoods, creating a sense of community between neighbors, reducing code violations, and providing a point of contact for residents to understand city services that pertain to neighborhood quality of life.

**Implementation Strategy:** Focus Community Development Block Grant funds on neighborhood revitalization in low to-moderate income neighborhoods. Focus expenditures on sidewalk installation, park improvements, and home repairs.

**CDBG MINOR HOME REPAIR PROGRAM** During the 2020-2021 program year, minor repairs to include replacement of roof, siding, HVAC/furnace, windows, fence and some plumbing, electrical and ADA improvements were completed for 6 eligible homeowners in Round Rock. Currently 4 additional homes are being assisted with repairs.

**FRONTIER PARK PLAYGROUND PROJECT** The Frontier Park Improvement Project consists of replacing the existing playground with newer, safer and more inclusive equipment, resurfacing the tennis courts, ADA corrections, new trash cans, replacement of aging benches, resurfacing the basketball court, new basketball hoops, and adding shade over the basketball court is budget permits. Project was funded with \$246,416 in CDBG funds. The new playground was recently installed.



**Implementation Strategy:** Continue existing and create new programs to keep neighborhoods active and engaged such as the Tool Lending Center, Block Party Trailer, Movie Kit, Curb Painting Kit, Fence Staining Kit, Pole Tree Saw Program, Lawn Care Foster Program, Sierzega Unit and UniverCity.

**NEIGHBORHOOD SERVICES** Due to the COVID-19 pandemic, Neighborhood Services was not as active as usual. Despite having a slow year, from June 2020 to September 30, 2021 the following items were borrowed (# times) from Neighborhood Services: Block Party Trailer (9), Movie Kit (29), Fence Staining Kit (38), Pole Tree Saw (23), and Lawn Care equipment (69). Additionally, 63 items were borrowed from the Tool Lending Center.

**Implementation Strategy:** Consider lighting options to address citizen concerns about safety. Facilitate requests for assessments to determine if additional lighting is needed in certain neighborhood areas.

**STREETLIGHT SYSTEM AUDIT** A comprehensive audit of the existing streetlight system is being conducted, including the location of streetlights and the current condition. The result will allow the city to assess the advantages and disadvantages of sole ownership of the system, which could allow the city to have a central location for Round Rock residents to submit a streetlight outage report. This addresses a specific request received during the *Round Rock 2030* public engagement process.

# HISTORIC PRESERVATION

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

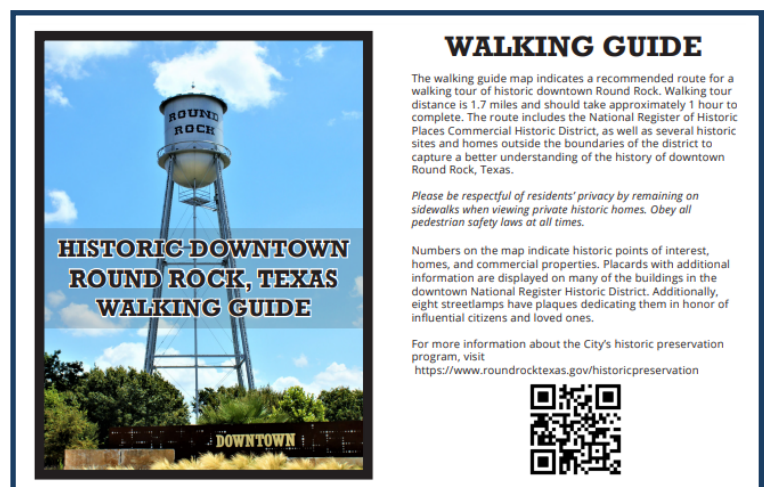
Historic assets play an essential role in shaping the identity of a place. Historic buildings, neighborhoods, and other important vestiges of the past define a unique and special sense of character in a community. As Round Rock continues to grow and mature, its historic resources remain an important part of the community's identity. Historic preservation encourages the continued use of older properties, safeguards the existence of significant historic elements, and contributes to community development objectives such as quality of life, sustainability, and economic development. Over the past year, PDS has worked on fostering a network of preservation advocates and allies to help educate the community about historic preservation.

**Implementation Strategy:** Explore means for financing the city's historic preservation program including a new dedicated annual allocation in the city's budget.

The city included an allocation of Hotel Occupancy Tax (HOT) Funds for historic preservation in the FY 2022 budget, adopted September 9, 2021. The allocation includes 3% of HOT revenues, net of any rebates, for historic preservation. The City will also make a one-time allocation of \$300,000 of excess, uncommitted fund balance for this purpose.

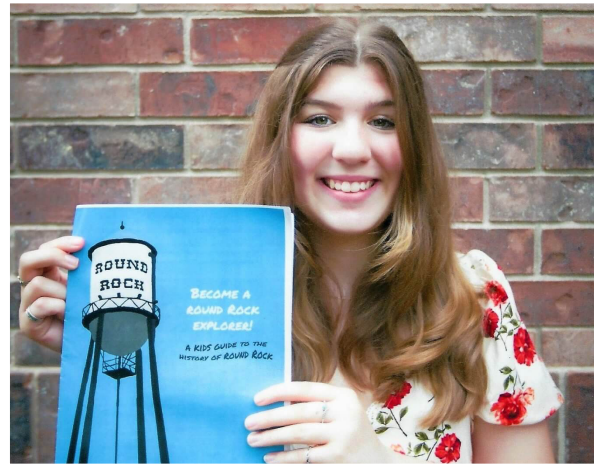
**Implementation Strategy:** Foster a network of preservation advocates and allies, like the nonprofit Round Rock Preservation, by collaborating with preservation partners at the local, regional, and state levels.

The city continued to foster a network of local preservation partners since the adoption of *Round Rock 2030*. City staff partnered with Round Rock Plein Air to host an art exhibit on Round Rock history and Historic Preservation as part of Historic Preservation Month in May. Staff also partnered with members of the Historic Preservation Commission and Round Rock Preservation to publish a new Historic Downtown Round Rock, Texas Walking Guide. The city's partnership was recognized by Round Rock Preservation's annual meeting, when the city received the Partner of the Year award.



Left: Promotion for The Art of Round Rock Plein Air Exhibit Right: Historic Downtown Round Rock, Texas Walking Guide





*Clockwise from top left: Call for 2021 Local Legend Award nominations, Abby Robison holding A Kids Guide to the History of Round Rock Activity Book, Mayor Morgan with HPC members and city staff after the Historic Preservation Month Proclamation, citizens viewing Round Rock History Through the Eyes of Women exhibit at Round Rock public Library*

**Implementation Strategy: Increase stakeholder and public awareness of the city's historic preservation program by providing training opportunities, hosting public events, and creating educational materials.**

National Historic Preservation Month in May allowed local historic preservation organizations and city historic preservation staff to spotlight preservation programs and heritage tourism. Activities included:

- On April 22, 2021 Mayor Morgan proclaimed May as Historic Preservation Month
- The Art of Round Rock Plein Air exhibit at City Hall from May 4 to September 7, 2021 featuring works relating to Round Rock history and historic preservation
- A local history webinar by Elroy Haverlah, author of *Anna's Journey* and former pastor of Palm Valley Lutheran on May 20th about Anna Palm and Round Rock's Swedish immigrants
- Round Rock History Through the Eyes of Women exhibit at Round Rock Public Library
- Center Art Club exhibit at the Allen R. Baca Center featuring works relating to Round Rock history and historic preservation.
- A Kids Guide to the History of Round Rock activity book created by local teen Abby Robison
- Pioneer Day at Old Settlers Park on May 1, 2021 held by the Williamson Museum
- Profiles of historic properties posted on city social media accounts
- Call for nominations for the 2021 Local Legend Awards

## ROADWAY FUNCTION

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

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

**Round Rock aims to invest \$240 million from 2019-2024 to improve roadway capacity and connectivity**

**Implementation Strategy:** Establish streetscape design guidelines for city roadways to ensure compatibility with current and planned land uses.

**STREETSCAPE STANDARDS** Transportation staff has started the process of creating streetscape standards for arterials that will be used in capital improvement projects (CIPs) for beautification of arterials and other corridors which will focus on xeriscape and other low maintenance native species.

**Implementation Strategy:** Adopt standards for shared-use paths that are at least ten feet wide and can be utilized by both cyclists and pedestrians.

**DESIGN AND CONSTRUCTION STANDARDS UPDATE** All construction activities in the City of Round Rock are required to meet the *Design and Construction Standards*. An update to the manual was adopted by City Council in January 2021. The update utilizes collector and arterial standards which include 10' shared use paths on one or both sides of future roadways. Transportation staff is using the standard to provide one 10' shared use path on capital improvement project (CIP) reconstruction and expansion projects where right-of-way is adequate. This includes Kenny Fort Boulevard, Gattis School Road, Red Bud Lane, Wyoming Springs and portions of University Boulevard.

**Implementation Strategy:** Consider pedestrian safety improvements at intersections, including but not limited to the creation of safer and more obvious places to cross arterials and better signage/visibility to ensure drivers are aware of pedestrian activity.

**INTERSECTION SAFETY IMPROVEMENTS** An ordinance amending the traffic code was passed, designating the intersections of Main Street and Georgetown Street and McNeil Road and Burnet Street as all-way stop intersections. The city is also working on intersection improvements projects along Mays Street at Bowman Road and E. Old Settlers Boulevard to increase pedestrian capacity and safer turn movements. Improvements to intersections downtown will make downtown more pedestrian friendly and ultimately impacts land use.





## MOBILITY

### Develop transportation options within and between neighborhoods and local destinations.

This policy prioritizes connectivity and mode of travel around Round Rock. This includes developing sidewalk and trail networks and expanding public transit. The city recently introduced limited bus service within Round Rock and a commuter line that connects Round Rock to Austin. While congestion due to growth is unavoidable, developing and expanding the number of transportation options in Round Rock could reduce the number of vehicles on the road.



**Implementation Strategy:** Increase neighborhood connectivity of streets, trails, and bike lanes.

**NEIGHBORHOOD CONNECTIVITY** The city has completed the construction of Logan Street to AW Grimes Boulevard and Texas Avenue from Greenhill Drive to Country Aire Drive to provide increased neighborhood connectivity, and is working with property owners along Double Creek to provide a potential connection to Joyce Lane.

**Implementation Strategy:** Facilitate expanded fixed-route bus service including the addition of a transit stop in The District mixed-use development proposed south of SH 45 and west of Greenlawn Blvd.

**TRANSIT MASTER PLAN UPDATE** The city has initiated the *Transit Master Plan* update that is evaluating the existing transit system and identifying opportunities for increasing neighborhood access and routes for an expanding service area. Areas that have been identified in addition to The District include Texas State and Texas A&M University Round Rock campuses and Kalahari Resorts and Convention Center. Availability of transit at these regional attraction areas will impact surrounding land uses.

**Implementation Strategy:** Develop transit stop infrastructure and amenities including shade structures, benches, and trash receptacles.

**MAYS STREET BUS STOPS** Improvements for five bus stops along the Mays Street Corridor, costing \$130,000, have been funded by Community Development Block Grant (CDBG) funds. This bus stop project includes the purchase and installation of ADA accessible bus shelters at Mays Street and Mays Crossing (Westside), Mays Street and Mays Crossing (Eastside), Mays Street at Shipley's Donuts (Westside), Mays Street and Short Trail (Westside), and Mays Street and Tower Drive (Eastside). The concrete pads have been poured and the bus shelters have been ordered. Estimated completion is Fall 2021.





## HOUSING

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

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

**Round Rock is  
14th best place  
to buy a house in  
America according  
to Niche's Best  
Cities to buy  
ranking  
(2021)**

### PLANNING AND ZONING COMMISSION HOUSING UPDATE

In fall 2021, PDS staff briefed the Planning and Zoning Commission on the development status of housing projects throughout Round Rock. Updates were given on single-family subdivisions, single-family condominiums, townhomes, high-density multifamily, senior multifamily, and mixed-use housing types. The presentation included updates on the number of units completed and the number of units to be completed in the coming years. Staff also tied development progress back to *Round Rock 2030* implementation strategies related to housing. The presentation is available at [roundrocktexas.gov/planning](https://roundrocktexas.gov/planning).



**Implementation Strategy:** Explore policies for allowing accessory dwelling units in neighborhoods including specific criteria and design features except where prohibited by homeowners associations.

**ATTACHED ACCESSORY DWELLING UNITS** This ordinance, adopted October 20, 2020, adds a new definition for an attached accessory dwelling unit, provides for its use in the SF-3 (Single Family - Mixed Lot) zoning district, and revises how a dwelling unit is defined to use the number of front doors instead of the number of cooking facilities. The decision was made to support amending the code to allow for this product, while also amending the code to use the number of front doors on a house instead of the number of cooking facilities/kitchens in it, as the defining feature of a dwelling unit. In order to allow the multi-generational product, a new definition, for an 'attached accessory dwelling unit' was created. An attached accessory dwelling unit is one which is integrated into the floor plan of the principal dwelling unit. It requires a connecting door to the principal unit and allows a second front door and a dedicated garage parking space. This use is allowed in the SF-3 (Single Family - Mixed Lot) zoning district, which will provide for a multi-generational units option in newly-built neighborhoods.

**Implementation Strategy:** Consider rezoning proposals that facilitate the development of missing middle housing. Examples might include low-density townhome and multifamily integrated into neighborhoods, multiple units on one lot, identification of corridors where condominium arrangements are small detached or attached units, high rise multifamily in mixed-use developments, and small lot single-family neighborhoods with special parking requirements.

**MISSING MIDDLE HOUSING** A recent amendment to PUD No. 84, located west of the intersection of College Park Drive and Avery Nelson Parkway, revises allowed uses to allow multifamily common lot cottages. This new residential housing product includes detached and attached single family units on a common lot with a maximum of two attached units per building. These units will be available for rent, providing an alternative for traditional multifamily housing.

These units facilitate the development of missing middle housing. These units can be attached or detached on a common lot, and are arranged around common drive aisle and parking area similar to the layout of a traditional apartment complex.



**DOWNTOWN INFILL** 615 Pecan, located on the south side of E. Pecan Avenue between Spring Street and Circle Avenue, was rezoned from the TF (Two-Family) zoning district to a Planned Unit Development (PUD). The PUD allows for the development of four two-family structures, containing a total of 8 dwelling units on a single lot with a private drive aisle. This type of housing development facilitates higher density in the downtown area.

**HIGH-DENSITY MULTIFAMILY** developments are proposed in several locations throughout Round Rock. An amendment to PUD No. 74 will allow for an urban style multifamily development located northeast of the intersection of E. Palm Valley Boulevard and N. AW Grimes Boulevard. Another PUD amendment at the Outlet Mall, south of Bass Pro Drive on the east side of N. Mays Street, proposes new commercial uses as well as a high density urban-style multifamily apartment project similar to the new Parkside Apartments which are also located on N. Mays Street.



## MIXED-USE

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

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



**Implementation Strategy:** Encourage housing units where appropriate as part of mixed-use development.

**CHISHOLM TRAIL MIXED USE** 6.84-acre tract of land located on the east side of Chisholm Trail and south of W. Old Settlers Boulevard from the C-1 (General Commercial) zoning district to the PUD (Planned Unit Development) No. 126 zoning district, adopted December 17, 2020. The PUD proposes a multi-level urban residential building with first-floor commercial spaces. A minimum of 45 living units per acre and at least 10,000 sq. ft. of commercial space will be developed.

**Implementation Strategy:** Encourage and incentivize large-scale mixed-use projects on vacant properties such as the Harris tract (west of Kalahari Resorts), the Robinson tract (south of RM 620) and the Georgetown Railroad tract (west side of IH-35 at the intersection of RM 1431). These tracts are identified as mixed-use on the Future Land Use Map in *Round Rock 2030*.

**HARRIS TRACT** The Harris tract was rezoned from the BP (Business Park) zoning district to PUD (Planned Unit Development) No. 132. The concept plan proposes the allocation of uses to be 10%-50% Retail/Office/Hotel, 20%-60% Urban Style Multifamily, 0%-30% Mixed Residential, and 20%-40% single Family/Townhouse. The concept plan also indicates that 25 acres of the 110-acre site will be designated for parks and open space.

**THE DISTRICT** The Round Rock City Council voted unanimously Thursday, June 10, to approve Planned Unit Development (PUD) zoning for The District, a 65.5-acre mixed-use project planned for SH 45 just east of IH 35, following a public hearing. The project is expected to include multifamily housing, hotels, offices, retail stores and restaurants and a grocery store. The open space master plan includes “livable” streets designed to heighten driver awareness of pedestrian activity, enhanced detention areas, greens, plazas and courtyards. The design for the first phase, which is currently under review, includes a four-story office building with a parking garage and a retail building with a coffee shop.





## ADAPTING TO CHANGE

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

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

**Implementation Strategy:** Consider how demographic changes impact needs of the community, including housing supply.

**2020 CENSUS RELEASE** The Census serves as the baseline for population estimates and projections generated by PDS. The 2020 Census Release report provides 2020 Census data compared to 2010 Census data for Round Rock. From 2010 to 2020 the city's population increased by 19.6 percent, with a total population count of 119,468 at the time of the Census. The number of people under the age of 18 remained constant even as the city's population grew. In 2020, adults make up a larger share of the total. The population is also becoming increasingly racially and ethnically diverse. Population growth and demographic changes will have a significant impact on land use demand, including housing and housing types in the next decade.

**Implementation Strategy:** Consider the planning implications of the Covid-19 pandemic and other similar global or national crises. Combine crisis response with long term land use planning solutions that are mindful of current uncertainties and adapt to changing development concepts and trends.

**IMPACTS OF COVID-19** PDS continued operations during the pandemic, allowing project review to occur by meeting with customers virtually as necessary. Contactless drop off and pick up of plan sets was available at the PDS office. Several regular services were adapted to meet customer requests during the pandemic. For instance, banner permit processes were suspended to allow customers to display banners for longer periods of time and without a fee. Downtown, the city set up designated curbside pick-up spots on Main Street. Many businesses took advantage of this to advertise whether they were still open and additional services such as take-out and curbside pick-up. PDS also worked with several dining establishments to allow temporary expanded outdoor seating areas in parking lots.



**CDBG-CV 3 (CARES ACT) Rent, Mortgage and Utility Assistance Program** The City of Round Rock was awarded CDBG-CV 3 funds to prevent, prepare or respond to the Coronavirus by the U. S. Department of Housing and Urban Development. The city allocated \$474,258 in CDBG-CV 3 funds to the Round Rock Area Serving Center to assist those low-to-moderate income residents of Round Rock that have been impacted by COVID-19 with assistance with rent, mortgage and/or utilities.

## SUSTAINABILITY

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

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

**Implementation Strategy:** Ensure timely adoption of building codes as established by the International Code Council.

**ELECTRICAL CODE AMENDMENTS** Significant local amendments to the Electrical Code were adopted on November 1, 2020 for incorporation into the Code of Ordinances. These amendments are based on the 2020 National Electric Code (2020 NEC). The amendments provide a better product for the property owner and simplifies the inspection process, saving inspectors time on site.

**Implementation Strategy:** Protect creek corridors to assist in flood control and maintaining the quality of stormwater runoff.

**FLOOD CONTROL** PDS ensures that all permits adhere to TCEQ's Edwards Aquifer Recharge Zone rules. PDS also ensures that all plat applications that are adjacent to or encroached by creeks are accompanied by a flood study to map the future conditions floodplain, and that an easement is provided around that future conditions floodplain to keep development out of those areas of floodplain.



**Implementation Strategy:** Coordinate PDS processes with the Parks and Recreation Department goal to acquire and allocate fourteen percent of its land as open space. If land is donated as public parkland, it should be in accordance with *Playbook 2030: Building a Connected Community*, unless otherwise approved by the Director of Parks and Recreation.

**PARKLAND DEDICATION** From June 24, 2020 to September 30, 2021, the city acquired several acres of land through the subdivision and platting process. Two tracts of land located north of Old Settlers Boulevard and east of Settlement Drive, totaling seven acres, were conveyed by the Quick family for use as parkland and a hike and bike trail. The city also came to an agreement with Meritage, the developer of Homestead at Old Settlers Park, to dedicate more parkland adjacent to Old Settlers Park instead of having rights-of-way split their required parkland dedication. It was requested by the Parks and Recreation department and carried forward to the developer by PDS and Transportation. This land has not yet been conveyed to the city.

**Implementation Strategy:** Utilize NOAA Atlas 14 data to adopt new floodplain and drainage regulations.

**NOAA ATLAS 14** Since October 2020, PDS has ensured that floodplains and detention requirements have been utilizing the higher intensity flows as provided by NOAA Atlas 14, and as required by City Code. This applies to all new plats and development permits. This higher standard is intended to keep new development safely on high ground to minimize loss of property and life due to flood events through the 1% annual chance (100-yr) flood event.

# REPORT SUMMARY AND CONCLUSION

Round Rock has experienced rapid growth and tremendous change over the past couple of years. In particular, within the residential sector. Historically, our community has largely consisted of low density single-family homes and three-story apartment buildings. As Central Texas continues to expand into one of the epicenters for economic growth within the state and country, so will the demand for housing in different forms and price points. Townhouses, urban style apartments, duplexes, quadplexes, and single-family garden style homes on small lots are all residential adaptations that will shape our built environment. The challenge will be to site these developments in appropriate areas that are compatible with the surrounding area and have adequate, supportive infrastructure. It is also critical to support the policies included within this plan to encourage diverse housing choices that residents desire and can afford.

The non-residential sector is also expected to transition significantly during this planning period. Aging commercial centers with underutilized parking lots combined with the growing popularity of e-commerce will result in transformative redevelopment. These include mixed-use developments with high density housing in areas that were once only commercial. The trend towards more service-oriented commercial uses, as opposed to traditional retail stores, is something we can expect to continue. Entertainment uses, nightlife, and outdoor gathering areas will likely replace some of their auto-oriented strip retail predecessors.

Round Rock, once thought of solely as a bedroom community to Austin not too long ago, will continue its progress towards a self-sustaining, mid-size city. This city includes a diverse selection of housing options not available previously, and a continually growing economic base providing numerous job opportunities. Amenities such as diverse recreational options, entertainment, nightlife, and our own downtown complete this picture that will take shape over the next ten years.

It is important to note that this plan, in conjunction with other plans discussed in *Round Rock 2030*, provides critical guidance on desirable growth patterns over the next ten years. While *Round Rock 2030* guides development in the City of Round Rock, it is not the only plan adopted by the city that does so. City Council's *Strategic Plan* and other plans adopted as addenda to *Round Rock 2030* ensure coordination of all planning efforts, including, the *Parks and Recreation Master Plan*, the *Transportation Master Plan*, the *Transit Master Plan*, the *Downtown Master Plan*, the *Water System Master Plan*, the *Wastewater System Master Plan*, the *Stormwater Master Plan*, and the *Utility Profile and Water Conservation Plan*. It is imperative that all city planning efforts are supportive of each other and do not conflict. Where conflicts do arise, they should be identified and addressed with deliberate decisions being made while considering potential tradeoffs.

Planning and Development Services (PDS) has not slowed down this past year, despite the Covid-19 Pandemic. PDS staff had to adapt service delivery. Staff was able to change on the fly and keep the city moving forward from a planning development standpoint. This means functions such as site plan reviews, historic property tax exemptions, zoning applications, and building inspections did not stop or slow down. This is a testament to the work culture in the department and city at large. PDS established a different way of delivering its services, including remote meetings, staff taking on more responsibilities from appointed officials, and requiring contractors to give space to inspectors upon their arrival on site.

In the upcoming year, PDS will be focusing on a variety of tasks. New population projections, based on newly released 2020 Census Data, will provide further insight on growth patterns in the next decade and how that growth will affect land use. Amendments to the city's Sign Code, now close to 10 years old, will be considered. The acquisition of certain properties for economic development purposes, identified as a goal in the *Strategic Plan*, will be a focus. Staff continues to work towards the full restoration of the Stagecoach Inn.

Many new projects will be constructed. PDS will oversee the largest increase in residential growth in Round Rock in close to two decades. As development continues to increase, the construction of the city's first large, multi-unit downtown residential project in several decades will come to fruition in 2022. Ongoing commercial redevelopment initiatives and facilitating the city's first two major mixed use developments will take place. As a rapidly growing city, projects that pass through PDS are often the subject of media attention.

In addition to the tasks mentioned above and review of new development projects, PDS will focus on the continual implementation of *Round Rock 2030*, which recently received the Comprehensive Planning Award from the Texas Chapter of the American Planning Association (APA). Long range planning staff, including a newly hired long range planner, will conduct studies specifically related to *Round Rock 2030* implementation strategies. As the planning period is ten years, PDS will develop an annual update on implementation progress in each subsequent year.



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**Round  
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