

Round Rock

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DEVELOPING **OUR** FUTURE

ANNUAL REPORT 2022-2023



Round
Rock

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INTRODUCTION

Round Rock 2030, the city's comprehensive plan, adopted on June 25, 2020, is the official policy document guiding long range planning and community development in the City of Round Rock through 2030. *Round Rock 2030* is guided by a vision statement developed through an extensive public engagement process.

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.

Planning and Development Services (PDS) staff prepare an annual report to highlight progress made toward this vision. The annual report includes new land use planning data, plan implementation progress, special studies conducted to determine best planning practices associated with future implementation, and amendments to future land use designation.

This annual report covers progress for fiscal year 2023, from October 1, 2022 through September 30, 2023. Notable themes include:

Round Rock continues to experience rapid growth. Round Rock continues to grow and develop, as well as transition from a suburb of Austin to a vibrant and prosperous mid-sized city. As seen throughout the *Round Rock 2030* planning period, housing units continue to increase, particularly in the form of high density multifamily housing. Round Rock's population within the city limits has increased by approximately 5,193 residents this year. The *2020-2040 Population Projections Report* released by PDS on August 23, 2022, projects that the city could grow by another 65,000 residents by 2040.

Round Rock continues to plan to ensure success. This year, the city completed updates to the Transportation Master Plan and implemented recently adopted plans including the Transit Development Plan, *Round Rock Creates Arts and Culture Master Plan*, and Stormwater Master Plan.

The annual report is an important part of what makes *Round Rock 2030* an award winning plan, as acknowledged by the 2021 Comprehensive Planning Award granted by the American Planning Association, Texas Chapter. By producing an annual report, staff actively track implementation progress each year and over the decade.

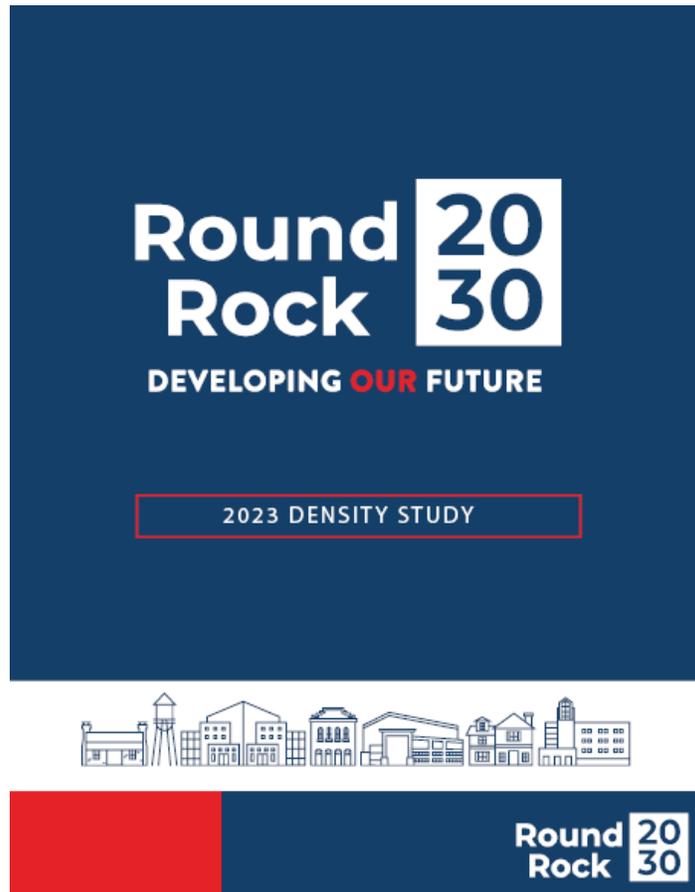


NEW DATA

Planning and Development Services (PDS) staff prepare land use planning data necessary to the implementation of *Round Rock 2030*. This includes primary data focused on population, housing, and development tracking that is necessary to conduct thoughtful land use planning. This data is utilized to conduct special studies and analysis which deepen our understanding of development trends in Round Rock. In turn, these development trends inform future planning decisions.

2023 DENSITY STUDY

Planning and Development Services (PDS) staff conducted an analysis of vacant parcels in Round Rock to see how density will impact population growth. This study marks the first time PDS has examined projected growth by specific study area rather than city wide or project-based. Moving forward, data from this analysis can be adjusted to evaluate proposed changes in density by study area. PDS prepared a report that describes the methodology of the analysis and presents the findings of the study. The Density Study is released as an insert to this annual report.



2023 DENSITY STUDY

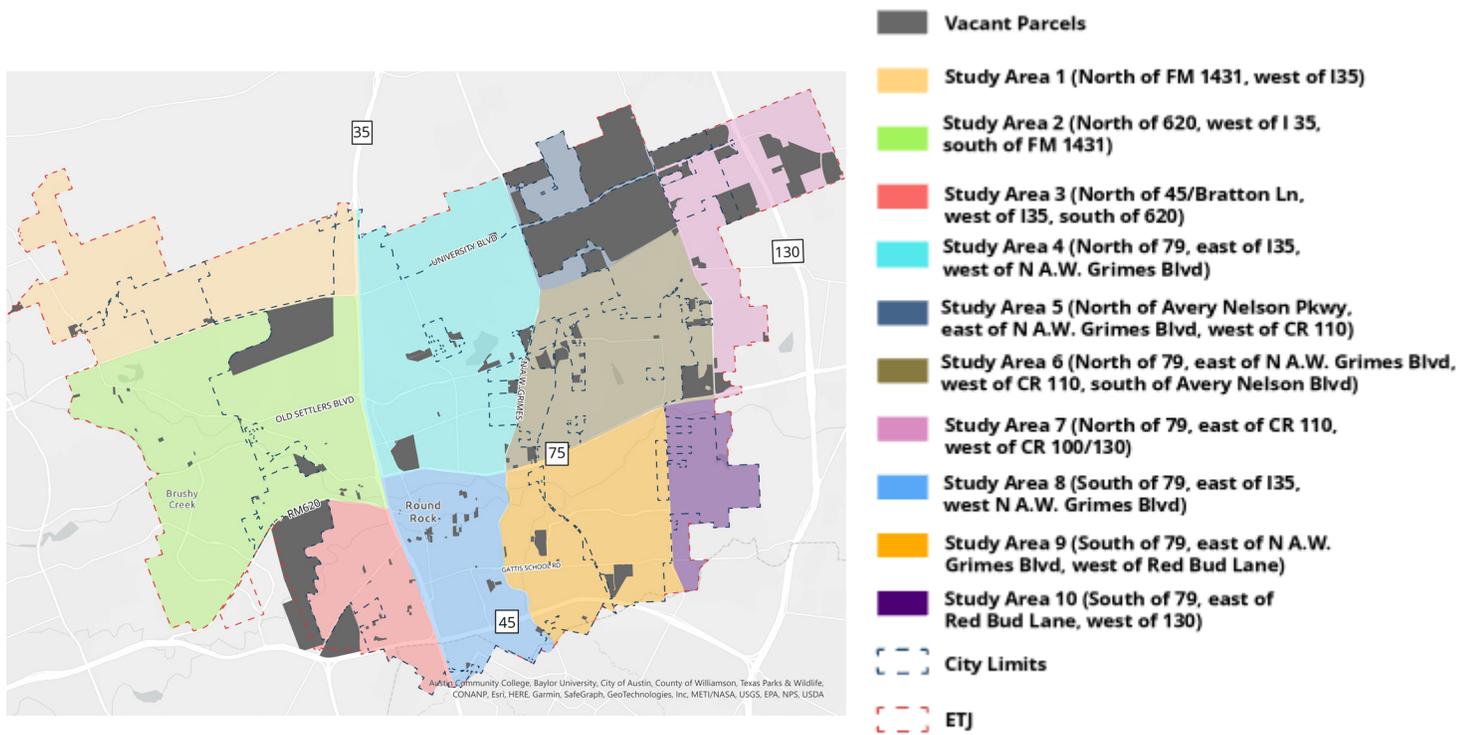
The *2023 Density Study* examines the availability of vacant parcels and how density affects population at the ultimate build out of Greater Round Rock. Greater Round Rock includes land in the city limits and extraterritorial jurisdiction (ETJ). This study considers vacant parcels which are suitable for residential use and, therefore, impact population. These vacant parcels may support residential or mixed use that could have a residential component. This includes a range of development from low-density single-family to high density multifamily development.

This study looks at future growth geographically by identifying vacant parcels and evaluating a minimum and maximum density for each parcel. This study examines the population that available vacant land can support at various densities.

METHODOLOGY

The study includes vacant parcels greater than 0.5 acres designated by the Future Land Use Map (FLUM) as Residential or Mixed Use. Downtown Mixed Use parcels are also included and may be less than 0.5 acres. This study excludes Municipal Utility Districts (MUDs) in Greater Round Rock because development standards and utility jurisdictions vary across MUDs and they have limited vacant land.

Vacant parcels are categorized by lot size and organized into 10 study areas. The lot size categories include parcels equal to or greater than 10 acres, between 5 and 10 acres, and less than 5 acres but greater than 0.5 acres. The vacant parcels and study areas are shown on the map below.



Austin Community College, Baylor University, City of Austin, County of Williamson, Texas Parks & Wildlife, CONANI, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, USDA

Density assumptions were derived to test density scenarios on the vacant parcels. These assumptions are based on existing and pending developments in Greater Round Rock that range from low density single family subdivisions to high density multifamily and mixed use developments. The assumptions were derived by dividing the total units per acreage of each site including land dedicated for utilities, transportation, and open space. The calculations were categorized into five density assumptions ranging from 1.5 units per acre to 30 units per acre.

DENSITY ASSUMPTION	UNITS/ACRE
1 (Single Family Large Lot)	1.5
2 (Single Family Standard Lot)	3.5
3 (Missing Middle: High Density Single Family and Low Density Multifamily)	10
4 (Medium Density Multifamily/ Mixed Use)	20
5 (High Density/Urban Multifamily)	30

Round Rock 2030, the city's comprehensive plan, uses location criteria such as lot size, road type, and proximity to other land uses to determine the appropriateness of land uses for particular sites. The vacant parcels were evaluated based on *Round Rock 2030* location criteria to determine an appropriate density assumption for future development. Staff excluded Planned Unit Developments (PUDs) that are already in the development process. For PUDs not yet in development, staff considered the development requirements in the adopting ordinance in addition to *Round Rock 2030* location criteria. Additional considerations were included in the study to account for unique projects which may conflict with existing location criteria but could be accommodated by a PUD. For this study, Medium Density Multifamily/Mixed Use and High Density/Urban Multifamily density assumptions were considered for parcels greater than 30 acres even if the site:

1. Is adjacent to a single family development;
2. Has no primary access to an arterial or collector road way;
3. Is adjacent to another multifamily development.

Once all the vacant parcels were reviewed, a low and a high density assumption was assigned to each parcel. The vacant total acreage was multiplied by the corresponding density assumption to determine how many units could be added to each study area in the low and high density scenario. The results of this exercise are presented on page 4.

DATA

The table below shows total acres, total vacant acres, the number of vacant parcels, and how many units could be added to each study area in the low and high density scenario.

STUDY AREA	TOTAL ACRES	VACANT ACRES*	VACANT PARCELS*	UNITS ADDED- LOW DENSITY SCENARIO	UNITS ADDED- HIGH DENSITY SCENARIO
1	4,713.36	31.76	4	48	735
2	8797.89	662.20	23	5,983	18,191
3	2959.29	911.01	18	9,043	27,154
4	6,486.75	240.17	13	945	6,498
5	2,900.44	1852.68	16	3,944	55,581
6	4,671.56	223.05	23	982	5,760
7	3,432.25	861.44	24	3,415	23,883
8	3,057.32	73.73	51	332	1,258
9	4,357.32	122.32	32	822	2,635
10	1,525.50	79.04	6	119	1,419
TOTAL	42,901.68	5057.40	210	25,633	143,114

*excludes parcels less than 0.5 acres.

LIMITATIONS OF DATA

When considering the results of this study, it is important to recognize the scope of the analysis and the limitations of the project data. The analysis only considers vacant sites designated for residential and mixed use and the population the site may produce based on its density. It does not consider projects currently in development or sites that may redevelop in the future. Regarding population growth, the study does not consider intentions of current property owners regarding the future use of their land or additional services, amenities, infrastructure improvements, and other factors necessary to support growth.

An average of 2.61 people per household was used to project population. This assumption is based on the mixture of housing types in Greater Round Rock as of 2020. As Greater Round Rock continues to develop, the mixture of housing types may vary. Likewise, the composition of households may also change. Higher density developments typically have fewer people per household than a subdivision of single-family detached homes. Should the number of higher density developments increase, the average people per household may decrease.

CONCLUSION

This study marks the first time Planning and Development Services (PDS) has examined projected growth by specific study area rather than city wide or project-based. Data from this analysis can be adjusted to evaluate proposed changes in density by study area. The purpose of this baseline study is to analyze the availability of vacant land and how various density scenarios may affect population in Greater Round Rock. By considering the lowest possible density scenario and the highest possible density scenario, the study yields a deeper understanding of how individual parcels affect population trends across the city. This analysis confirms that there is land available for substantial population growth in Greater Round Rock and to support current population projections and build out projections the city has produced in various studies.

The results of this study present two extreme scenarios of Greater Round Rock density. The low density scenario assumes that every vacant parcel, greater than 0.5 acres, develops between 1.5 and 10 units per acre. In this scenario, an additional 25,633 units could be added to Greater Round Rock. Assuming an average 2.61 people per household, these units could increase the Greater Round Rock population by nearly 67,000 to approximately 257,000 from the 2023 estimated population of 189,951. Note that this does not include population added through pending projects or future redevelopment.

Alternatively, the high density scenario assumes that every parcel develops at the highest density, ranging up to 30 units per acre where the site permits. In this scenario, an additional 143,114 units could be added to Greater Round Rock, over five times the amount of units added in the low density scenario. Although the average people per household may decrease with a larger amount of high density developments, the high density scenario could expand population well beyond what the city currently projects.

Vacant land will likely develop with a range of uses and densities, not only at its lowest or highest potential. However, even the low density scenario results in substantial growth. As Greater Round Rock continues to grow, it is important to be mindful of how new development fits into the larger plan for build out. The city should consider how the density of individual projects affect the broader distribution of population across the city. This report may be a reference when evaluating new proposals and may provide a more comprehensive understanding of how individual developments impact Greater Round Rock.



Density Study Contact: Joelle Jordan, Principal Planner, PDS

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IMPLEMENTATION UPDATES BY POLICY

Round Rock 2030 includes twelve guiding policies that were developed through an extensive public engagement process. Each policy has a series of related implementations strategies that support the policy.

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.

Each year, Planning and Development Services (PDS) staff tracks the progress of these policies and summarizes the implementation activities in an annual report. In addition to the comprehensive plan, City Council develops strategic goals each year. These goals act as the city’s *Strategic Plan*. The implementation items that are highlighted in this annual report are purposefully complimentary to the city’s *Strategic Plan*.

This report covers progress for fiscal year 2023, from October 1, 2022 through September 30, 2023. An excerpt from each policy description from the adopted plan is included in this annual report. Implementation strategies from *Round Rock 2030* being highlighted this year are listed in blue boxes. Occasional red-outlined boxes call out additional studies and data summaries. Red award seals identify accolades associated with some policies. Red margin stripes identify special inserts. 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 encourages the creation of gathering spaces for residents, while ensuring that public funds are spent wisely to develop, attract, and/or incentive these types of amenities.

Round Rock is the #1 Place to Live in the US

TODAY SHOW
(August 2023)

Round Rock is #3 Place to Start a Family

LendEDU
(April 2023)

Implementation Strategy: Create focal points, destinations, public spaces, and concentrated areas of desired development that promote the quality of life in Round Rock and create a sense of place.

PUBLIC FACILITY IMPROVEMENTS will be funded by the \$74 million general obligation (GO) bond approved by Round Rock voters, fulfilling a City Council goal in the 2023 *Strategic Plan*. Proposition A funds new hike/bike trails, a remodel of the Clay Madsen Recreation Center, improvements to the Play for All Park, construction of a new park on Brushy Creek in Downtown Round Rock and a Sports Center expansion. Proposition A also funds active amenities at Old Settlers Park, including a new recreation center, a new Lakeview Pavilion, Rock' N River additions, Multipurpose Complex expansion and replacement tennis courts, and system wide infrastructure. Proposition B funds the Public Safety Training Center expansion and the construction of Fire Station No. 1 at 1730 E. Old Settlers Blvd. The new fire station is estimated to be completed in early 2024 and will improve response times and distribution of fire safety crews across the City.



Implementation Strategy: Ensure that new city-owned amenities, such as a new downtown library and downtown parklets, contribute to the quality of life of residents and further the redevelopment goals of the Downtown Master Plan.



NEW ROUND ROCK PUBLIC LIBRARY opened in January 2023. The new library features expansive indoor and outdoor spaces for programming for children, teens, and adults. The library hosts daily community programming and special events that contribute to the quality of life of residents. Events include city-led resume review and job fairs, English as a Second Language (ESL) classes, workshops for all ages, live music, storytime, and more. Residents can reserve meeting and study rooms. The library also provides public computers, hotspots, printers, chromebooks, and more.

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.



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

KALAHARI RESORTS & CONVENTIONS completed a \$5 million expansion featuring a new water play area with nine water slides, a 900-foot lazy river, and a 1,100-square-foot swim and walk-up bar for adults only. Kalahari has surpassed initial revenue estimates of approximately \$4.7 million in annual net direct tax revenues to the City in the first 10 years of operations.



ROUND ROCK DEFENSE INNOVATION FUND (DIF) The Round Rock Chamber of Commerce launched a \$250,000 fund to accelerate the growth of defense innovation-focused startups within Round Rock’s target industries including aerospace, defense, and security.



ECONOMIC DEVELOPMENT AGREEMENTS approved by City Council with Toppan Photomasks Round Rock, Inc., Switch, Inc., and KoMiCo Technology will create a total of 135 new jobs and will result in a \$295 million investment in the City.

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

DEVELOPMENT REVIEW PERFORMANCE MEASURES PDS staff is responsible for the city’s Development Philosophy which emphasizes customer service to facilitate the timely review and approval of development projects. This year, PDS staff conducted an average of over 2,700 site inspections each month based on the monthly average from October 2022-March 2023. 100% of inspections were completed within 1 business day of request. PDS conducted 133 site development and small site permit reviews, 41 subdivision permit reviews, 44 subdivision plat applications, and 21 zoning/PUD applications. PDS strives to complete first submittal reviews in 20 business days and all other reviews in 15 business days. This year over 99% of reviews were completed in this time frame. In May 2023, PDS launched an online Permit Portal to streamline the application process for residents and business.

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 \$197.34 million in public infrastructure and facilities as of September 2023. 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.

DOWNTOWN UNIT COUNT The Depot townhomes at South Mays Street and McNeil Road are under construction and will feature 82 dwelling units when complete. A new mixed-use project on South Lewis Street is nearly complete and features 2 upper story dwelling units. Pending projects including 615 Pecan and Main Street Townhomes are projected to add 66 dwelling units. Upon completion of these projects the downtown unit count will be 500.



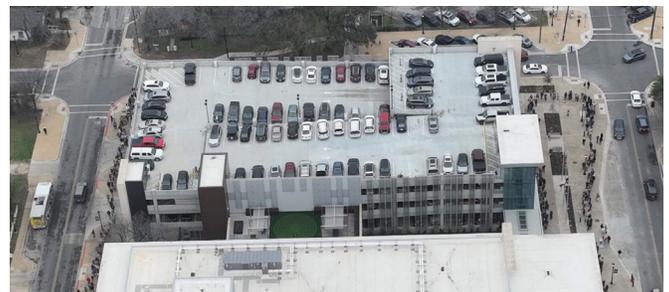
Implementation Strategy: Ensure that the city's proposed new library is integrated into the streetscape with an active first floor.



ROUND ROCK PUBLIC LIBRARY opened in January 2023 and features nearly 66,000 square feet over three stories. A public courtyard on the first level features a flexible artificial turf lawn with festive lighting, lounge furniture, outdoor tables, chairs and benches for visitors to enjoy year-round. The entire project cost \$34.7 million, including construction and furnishings. The library was funded through the 2013 voter-approved bond package and the City's General Self Finance Construction fund.

Implementation Strategy: Conduct a parking study to ensure adequate and appropriately located parking downtown.

NEW STRUCTURED PARKING GARAGE was constructed adjacent to the new Round Rock Public Library and provides 289 parking spaces to Downtown Round Rock. The parking garage was funded by Type B sales tax revenues. A projector screen was added to the parking garage to accommodate movie nights and community gatherings.



Implementation Strategy: Consider techniques for activating alleys and seek out mechanisms to fund unique projects in the alleys.

GRIFFITH BUILDING RENOVATION/PASEO The historic Palm House will be relocated to its original location at Old Settlers Park, opening an alley between Main Street and Liberty Avenue. The city will construct a paseo, a *Strategic Plan* priority, to activate the new alley and connect Prete Plaza and the new Round Rock Public Library. The Griffith Building (former library) will be renovated with west facing storefronts that open on to the paseo. The building will house an Arts and Culture space, the Round Rock Visitors Center and the Round Rock Chamber. The total project budget is \$19.43 million and the estimated project completion is summer 2025.



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

LAWN AT BRUSHY CREEK On March 9, 2023, City Council approved the design of a master plan for the Lawn at Brushy Creek, a proposed project funded by the voter-approved General Obligation (GO) bond. The proposed park will be situated along Brushy Creek on the north side of Downtown to tie the future Heritage Trail to Sheppard Street/Dr. Martin Luther King Jr. Way and provide a route for pedestrians and cyclists to come Downtown.



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

DOWNTOWN IMPROVEMENT PROJECTS The Northeast Downtown Improvement project and ongoing street maintenance is complete. \$13 million was invested in repairs to curbs and curb ramps, sidewalks, driveways and new pavement. Segments of Lampasas, Sheppard, Liberty and Austin Ave were reconstructed with urban asphalt streets, parking, sidewalks and illumination that meet the aesthetics outlined in the Downtown Improvement Plan.

LAKE CREEK TRAIL In July 2023, City Council approved a \$2.46 million contract to construct a trail from Centennial Plaza to Round Rock West Park. The trail will include a 10-foot-wide path, a pedestrian underpass at IH-35, a bridge over Lake Creek and other amenities along the trail. Construction is expected to begin in late 2023.

COMMERCIAL CENTERS

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

This policy prioritizes revitalization and re-purposing 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.

THE FAÇADE GRANT PROGRAM was launched in Fall 2022 using sales tax revenue to help business owners revitalize the exterior of their operations. On May 11, 2023, two grants were awarded to Round Rock commercial centers, including Rock Creek Plaza and Renaissance Square, to fund facade remodeling, revitalization, and other projects to improve the exterior of a place of business. The grant provides up to a 50% match with a minimum grant amount of \$5,000 and a maximum amount of \$100,000. Projects that qualify for the grant include signs (new, repairs, replacement, removal), structural improvements to the façade, masonry, landscaping, and more.



REVITALIZATION AT ROCK CREEK PLAZA Rock Creek Plaza celebrates the opening of Amy's Ice Cream alongside P. Terry's Burger Stand, Kerbey Lane Cafe and VIA 313 Pizza. The future opening of Velvet Taco, Ramen Tatsu-ya and Tyler's, a clothing and footwear retailer, will further revitalize the shopping center.



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.

CODE ENFORCEMENT WINS STATEWIDE EXCELLENCE AWARD
TML
(October 2022)

ROUND ROCK EARNS LEADING THE WAY AWARD
ETC Institute
(April 2023)

Implementation Strategy: Support and encourage neighborhoods that do not have homeowners associations to form neighborhood associations by proactively hosting meetings and events to demonstrate the benefits of forming an association.



9TH ANNUAL NEIGHBORHOOD CONFERENCE was held on Saturday, March 25 at the Kalahari Conference Center. Over 80 neighborhood leaders attended the conference to network, meet city staff, and learn about city services and programs available to their communities. The city presented 11 neighborhood awards including Community Manager of the year, Community Heart Award, Outstanding Committee, Project of the Year and Neighborhood of the year.

Implementation Strategy: Continue to explore innovative pilot programs that support neighborhood quality and sense of community based on issues identified in neighborhoods.

KEEP ROUND ROCK BEAUTIFUL PROGRAM continues to grow and mobilize volunteers through local cleanups and green initiatives including litter prevention, beautification, and waste reduction. Featured programs include the Adopt A Street Program, Neighborhood Cleanups, Water Conservation, and the Recycling Center. This year the City of Round Rock was awarded as a Silver Star Program.

ADOPT A STREET PROGRAM kicked off in April with 8 sponsorships and additional street segments planned to be released in the coming weeks. So far, 72 volunteers have removed 718 lbs. of trash from our city streets.

COMMUNITY ENHANCEMENT TEAM (CET) members collect trash and debris from City streets and right-of-way, remove graffiti and service sidewalks and streets by keeping them free of grass and weeds. This year, CET removed 2,004 lbs. of debris off city streets.

CITY AWARDED GOLD STATUS as a Texas Scenic City. The city will be recognized for this achievement in fall 2023.



HISTORIC PRESERVATION

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

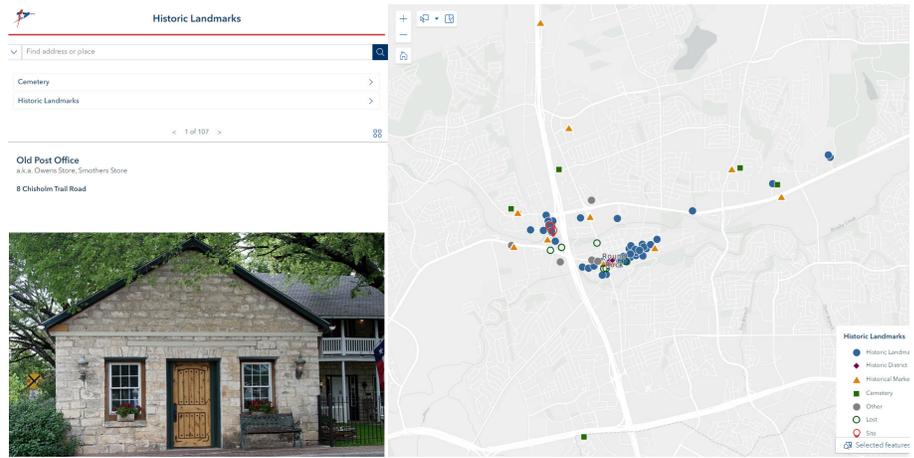
Historic assets play an essential role in shaping the identity of a place. Historic buildings, neighborhoods, and other important vestiges of the past define a unique and special sense of character in a community. As Round Rock continues to grow and mature, its historic resources remain an important 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 hosted events and partnered with local preservation advocates and allies to educate the community about Round Rock’s history and preserve the city’s historic resources.

The Historic Preservation section of Round Rock 2030 is a standalone Historic Preservation Plan. This section of the annual report serves as the update to the Historic Preservation Plan.

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.

HISTORIC LANDMARK EXPLORER

Preservation staff created an interactive map showcasing the city’s historic landmarks. The explorer was launched during Historic Preservation Month and is published on the city website. The explorer highlights historic sites including landmarks, markers, cemeteries, and more. Viewers can search by specific address or select points on the map to view photos and learn about the landmarks.



Historic Landmark Explorer



Historic Downtown Walking Guide

HISTORIC DOWNTOWN WALKING GUIDE

was reformatted by the Communications Department and preservation staff. The new guide was released during Historic Presentation Month. 453 guides were distributed in May 2023. Staff continue to distribute guides at the Convention and Visitor’s Bureau, Library, and City Hall.

PLACES IN TIME is a video series created by the Communications Department to highlight impactful locations in Round Rock’s history. Two videos were added this year, showcasing the Immortal 10/Mays Street Bridge and the Round Rock Public Library. These videos can be found on the city’s YouTube channel.

NATIONAL HISTORIC PRESERVATION MONTH was celebrated in Round Rock in May 2023. Preservation staff and local preservation organizations, including Round Rock Preservation (RRP), hosted preservation programs to educate and engage the public on historic preservation. Activities included:

- April 27: City Council proclaim May as Historic Preservation Month;
- May 3 & 17: Preservation education booth at Music on Main;
- May 5: Chuckwagon Dinner at Old Settlers Park;
- May 6: Pioneer Day at Old Settlers Park;
- May 9: Lunch & Learn "William Walsh and the Round Rock White Lime Company;
- May 20: Historic Downtown Walking Tour for 19 attendees;
- "This Place Matters" social media campaign with the hashtags #roundrock, #downtownroundrock, #artsandculture and #nationalhistoricpreservationmonth. 5 posts received 68,971 impressions and 5,850 interactions;
- The BACA Center Art Club historic art exhibit at the BACA center;
- RRP historic art exhibit at the new Round Rock Public Library.



Preservation Month Proclamation (top); Music on Main (bottom)



Historic Preservation Commission (HPC)

About the HPC:

- Renders decisions on applications for Certificates of Appropriateness, certifying that proposed alterations to a historically designated property will not diminish the property's historic integrity;
- Recommends designation of historic landmarks and districts;
- Reviews applications for historic property tax exemptions, and makes recommendations to City Council regarding approval;
- Administers the requirements of Texas' Certified Local Government program;
- Review, research, and report on requests to rename city facilities in honor of an individual in accordance with the city's naming and renaming policy;
- Selects Local Legends to honor individuals, groups, businesses, locations and/or publications that have had a positive and lasting impact on the culture, development and history of the city.

Communication at HPC Meetings:

The public may address the HPC regarding any historic preservation matter during the "Citizen Communication" period at the beginning of the meeting. Comments are limited to 3 minutes and the Commission cannot comment or take action on matters not on the posted agenda.



To speak during the meeting, please fill out a citizen communication card and hand it to the staff member sitting to the right of the dais. When your name is called, please move to the podium and state your full name and address. All discussions should be directed toward the Commissioners.

HPC Brochure

Commissioner Requirements:

HPC members are appointed by the City Council. The seven members of the HPC serve staggered two-year terms. Members should have knowledge and demonstrated interest in architecture, history, archaeology, planning or community design, and historic preservation. Members must be registered voters and have been residents of Round Rock for at least twelve months.

Contact HPC:

Contact: HPC Commissioners or Preservation staff through the Planning and Development Services Dept. at 512-218-5428. Send correspondence to 301 W. Bagdad Ave., Suite 210, Round Rock, TX 78664.

Preservation Page:

Information about the city's Historic Preservation program



Round Rock Display:

Agendas, minutes, and videos for city meetings



The City of Round Rock

The City of Round Rock operates under the laws of the State of Texas and within the framework of a Home Rule Charter adopted by the citizens in 1977 and amended by several Charter amendment elections. You can view the charter on our website at <http://roundrocktexas.gov/docs/charter.pdf>.

The Round Rock City Hall is wheelchair accessible. Requests for special accommodations should be made 48 hours prior to the meeting. Please contact 512-218-5404.

HISTORIC PRESERVATION COMMISSION (HPC)

BROCHURE Preservation staff created an informational brochure to distribute to the public during HPC meetings. The brochure describes the composition of the HPC and its purpose, goals, and responsibilities. The brochure instructs attendees on how to speak during a public meeting and where to find meeting agendas, minutes, and videos. The brochure also provides a QR code for information about the city's Historic Preservation Program.

Implementation Strategy: Consider new incentive programs specifically to assist property owners and developers within maintenance and rehabilitation of historic properties.

MORTAR REPAIR RESOURCES Preservation staff prepared an educational handout for historic property owners about the repair of historic mortar. The handout is published on the city website and discusses the difference between historic and contemporary mortar, signs of mortar deterioration, and steps to repair damaged mortar. Staff also developed a presentation that can be shared as a webinar or a workshop.

Mortar Repair: A Guide for Historic Property Owners

Repairing mortar in a historic property presents unique challenges. Although repointing a historic structure may be a time-consuming and expensive project, taking the time and money to restore your building's masonry represents a valuable investment. Historic structures will remain standing and enjoyable only if properly repaired. This guide aims to educate historic property owners about mortar repair and why necessary. How to properly repair their structures, and how to clean masonry.

Definitions

- **Repointing:** The process of removing inappropriate or deteriorating mortar from the joints of brick or stone and replacing it with new mortar.
- **Masonry:** Stone, brick, terra cotta, and concrete buildings or can be limited to areas such as chimneys and foundations.
- **Tooling:** Compressing and shaping the face of a mortar joint with a specially shaped tool (e.g., trowel).
- **Efflorescence:** Crystalline salts that may appear on masonry after soluble salts evaporate.

Signs Repointing is Necessary

What makes historic mortar different than modern mortar?

Historic mortar typically contains more lime and is softer and more workable than modern mortar. These properties enable the mortar to bond to masonry and to shrink and settle over time without cracking. Mortar joints in historic masonry were often made with a soft, lime-rich mortar that was applied in a thick layer. This mortar was designed to be workable and to bond to the masonry units. Modern mortar is typically made with a higher proportion of cement and is much harder and less workable. Modern mortar is designed to be strong and durable, but it is not as workable as historic mortar. This makes it difficult to apply in the same way as historic mortar, and it can cause damage to the masonry units if not applied correctly.

Historic Mortar Repair: Step-by-Step

- Step 1: Cleaning Your Masonry (Pre-repointing)**

Reasons for cleaning masonry:

 - Improve the appearance of a building by removing unsightly dirt or soiling materials (such as soot, mildew, or ivy)
 - Remove contaminants of a building by removing soiling materials.
 - Allow masonry to breathe and to absorb moisture-regulating mortars or seaching compounds.

Method:

 - Cleaning should be done gently, initially with a brush and water or with low pressure water (400-800 PSI).
- Step 2: Identify the Cause**

Identify the root cause of the mortar problem:

 - A mortar analysis helps ensure that the new mortar duplicates the original mortar on the historic building.
 - A visual mortar analysis investigates the mortar's color, hardness, and permeability. An original laboratory analysis provides more information about the original mortar's sand, water content, and cure time.
 - Common causes of deterioration:
 - Time and weather
 - Incompatible third joints
 - Mortar incompatibility with the other building materials
 - Be more vapor permeable and better than the masonry units
 - Be a vapor permeable as well or better than the historic mortar
- Step 3: Mortar Analysis & Selection**
- Step 4: Repointing**

Proper repointing for historic buildings restores the visual and physical integrity of the historic structure. It also helps prevent water intrusion and soiling materials from entering wall cavities.

Preparation:

 - Mortar joints should be cleaned to a minimum depth of 2 to 2 1/2 times the width of the joint to ensure an adequate bond.
 - Any loose or disintegrated mortar beyond this minimum depth should be removed through power trowel treatment, removing mortar with hand tools generally results in joint widening.
 - When filling, joints should be damp but with no standing water present.
 - Where existing mortar has been removed to a depth > 1 inch, those deeper areas should be filled with a compatible mortar.
 - Some joints of mortar will be necessary to fill deep joints, and the mortar must be applied in layers.
 - For joints that were once rounded edges, center the final layer of mortar slightly from the side of the masonry to avoid the mortar being physically worn from the joint.

Joint tooling:

 - Joints should be tooled to the original profile, especially when only portions of the joint are being repaired.
 - Failure to match tooling depth and mortar width between old and new sections can result in a prominent depression.

Mortar Repair Handout

Implementation Strategy: Consider expanding the number of historically designated properties. Review the designation criteria in the Round Rock Development Code to adapt the definition of historic significance. Identify structures recently annexed into the city and mid-century structures which are now, or will soon be, eligible for designation.

HISTORIC RESOURCE INVENTORY Preservation staff have compiled an inventory of prior historic resource surveys to assess the age and condition of 860 recorded structures in the City Limits that are older than 50 years old. Currently, only 70 of these structures are designated as historic landmarks. The next step is to determine which of these undesignated structures meet the historic designation criteria in accordance with city code. Ultimately, the eligible structures would require property owner permission and city approval to become a local landmark.

Implementation Strategy: Complete the restoration of the Stagecoach Inn.

STAGECOACH INN RESTORATION The contract for the restoration of the Stagecoach Inn was awarded by City Council on April 13, 2023. The total project time is approximately 10 months following the execution of the contract. The contractor began construction in August 2023.



Stagecoach Inn

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.



Boy Scouts cleaning historic markers

BOY SCOUT PRESERVATION PROJECT A local boy scout worked with preservation staff to complete his Eagle Scout project. With the help of his troop, the scouts cleaned or refinished historic markers ensuring that the markers are maintained for the public to enjoy.

ROUND ROCK PRESERVATION (RRP) is a close partner of the city's preservation office. RRP conducts public outreach and organizes preservation activities for the Round Rock community. This year, RRP co-sponsored four Lunch & Learns and a historic downtown walking tour, ran a preservation booth at Music on Main, supported the Williamson Museum Pioneer Day at Old Settlers Park, and raised funding for historic preservation projects.

Implementation Strategy: Continue administering the Partial Tax Exemptions for Historically Significant Sites program and guide property owners through the application review process.

THE HISTORIC TAX EXEMPTION program grants a 75% exemption of municipal property taxes to qualifying historic property owners. Money saved on taxes is used for regular maintenance and/or repairs to these historic structures. The HPC is responsible for reviewing applications and recommending to City Council whether a property should receive the exemption. This year, 51 applications were awarded an exemption totaling approximately \$144,000.

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.

TRANSPORTATION UPDATE

The city continues to invest in roadway improvements that progress the Roadway Function policy and implementation strategies. The FY2023 budget dedicated \$19.6 million to Transportation and Planning. Additionally, the five-year capital plan included in the annual budget dedicates \$269 million to long range transportation improvements over the next five years. The projects highlighted below include projects completed in FY2023 or projects that are on-going.

UNIVERSITY BOULEVARD TRANSPORTATION IMPROVEMENTS were completed from IH-35 to Sunrise Road and from A.W. Grimes Boulevard to State Highway 130 on July 20, 2023. This project began in 2021 and included funding from Williamson County and the Capital Area Metropolitan Planning Organization (CAMPO).



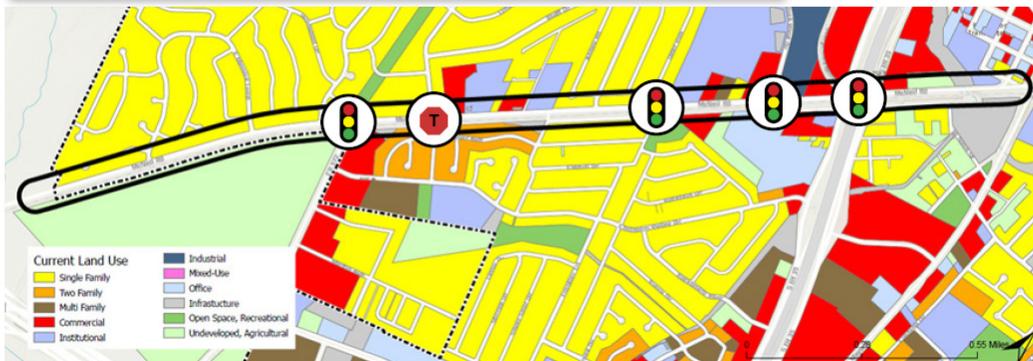
KENNEY FORT BOULEVARD Construction is underway on phases 5 & 6 of the project that will connect Kenney Fort Boulevard from Old Settlers Boulevard all the way to SH-45, creating another north/south corridor in Round Rock. This work is one of many projects included in a five year program which aims to improve roadway capacity and connectivity throughout the community. Other projects have been initiated this year including Eagles Nest Extension, Harrell Parkway, Gattis School Road Phase 2 and Phases 5 & 6.



Implementation Strategy: Consider and prioritize corridor studies to determine future corridor enhancement programs for roadways.

SAM BASS ROAD AND MCNEIL ROAD CORRIDOR STUDIES were completed to identify current issues related to safety and traffic, and develop recommendations to improve the corridors. These studies were conducted during the 2023 update to the Transportation Master Plan and involved community surveys and public meetings.

FIGURE 5.11 - MCNEIL RD EXISTING LAND USE & STUDY INTERSECTIONS



THE TRANSPORTATION MASTER PLAN (TMP) update will be adopted in fall 2023. The 2023 TMP is a *Strategic Plan* priority and updates the existing plan adopted in 2017. The public engagement process included an open house, corridor studies and meetings, a public survey, and several outreach events from October 2022 to May 2023.

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.

SOUTH MAYS GATEWAY ENHANCEMENTS are complete and improve the appearance of the corridor from Logan Street to Hesters Crossing Road. The project includes decorative screening walls, landscape beds, new shade and ornamental trees, utilities and dumpster screening, replacement and repair of dilapidated fencing, and new gateway signage. A two year landscape maintenance agreement has been approved by Council to maintain the work completed throughout the corridor.

FINAL QUIET ZONE With the installation of a new traffic signal at US 79 and Brushy Creek Plant Road, the city has completed all requirements to establish the city's final quiet zone. Once approved by Union Pacific Railroad, the city will establish a quiet zone from CR 172 to Red Bud Lane improving the quality life for neighborhoods along the east side of the city.



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

BUS SHELTER IMPROVEMENTS In June 2023, Mayor and Council approved the purchase and installation of seven bus shelters in the amount of \$171,150.00 through the Community Development Block Grant (CDBG) Program. The bus shelters program will improve ADA compliance and will provide shelter from the elements to users. These shelters will include seating, litter receptacles, three sided panels, and solar lighting to improve the safety for transit users and support city operations. The seven bus shelters will be installed at the following locations:

- Location #1: Georgetown and Palm Valley (Northbound)
- Location #2: Georgetown and Palm Valley (Southbound)
- Location #3: Sunrise and Old Settlers (Northbound)
- Location #4: Sunrise and old Settlers (Southbound)
- Location #5: University and Terra Vista (Northbound)
- Location #6: Main Street and Georgetown (Northbound)
- Location #7: Georgetown Street and Main Street (Southbound)



Implementation Strategy: Assess mobility needs for underserved populations from a land use perspective.



ON-DEMAND TRANSIT PROGRAM City Council approved a contract with zTrips on March 23, 2023 to launch Round Rock Rides, a new on-demand ride sharing program. The program offers an affordable public transit option within the City of Round Rock service area where traditional bus routes are not feasible. Round Rock Rides allows riders to schedule pickups and drop-offs at designated locations. The shared ride service will enable multiple passengers headed in the same direction to efficiently share a single vehicle.

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.



HOUSING UPDATE

The housing stock across Round Rock is developing and changing rapidly. PDS tracks development of new housing units in various stages of the development process and reports the data quarterly. As of September 2023, 7,926 residential units are pending within Greater Round Rock, the city limits and ETJ. 3,200 of these pending units are predicted to be completed by the end of 2024. The table to the right shows the breakdown of these pending units by type.

UNIT TYPE	PENDING UNITS*
Single-Family	2,193
Single-Family Common Lot	161
Duplex	212
Townhomes	937
Multifamily	3,913
Senior/Assisted Living	510
Total	7,926

*Units pending as of September 30, 2023.

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 High-density single family developments, Chester Ranch and Quick Tract, are slated for completion by the end of 2023. Additionally, construction began on Sonoma Heights, a Planned Unit Development (PUD) with low-density multifamily housing units. 8.51 acres located northwest of Sam Bass Road and Meadows Drive was rezoned from PF-2 (Public Facilities Medium Intensity) to MF-1 (Multifamily Low Density). The proposed project at this site features townhome style multifamily dwelling units. PUD 150, Ramendu Townhomes, was also approved this year and will bring apartment style townhomes just south of downtown Round Rock.



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

ACCESSORY DWELLING UNIT (ADU) SURVEY PDS staff distributed a survey about ADUs to HOA and non-HOA neighborhood leaders to garner insight about housing demand for additional units on a single lot. The survey asked about current ADU construction, deed restrictions, interest in housing for multi-generational households, need for caretaker accommodations, and supplemental income rental units. Participants offered feedback regarding the regulation of ADUs and their appropriateness within certain neighborhoods. Survey results reveal that there is a need for housing that provides rental income, housing for multi-generational households, and housing for caretakers of elderly individuals. Most leaders of HOA and non-HOA neighborhood believe if ADUs are allowed in their neighborhood, the city should regulate off-street parking requirements, ADU size and building standards. Overall, leaders of non-HOA neighborhoods are more amenable to ADUs than HOA leaders. Over 50% of HOA leaders indicate that their deed restrictions currently regulate ADUs through parking restrictions, maximum occupancy, long- and short-term rental restrictions, and accessory building size. The survey results help staff understand more about existing conditions and preferences regarding ADUs in Round Rock. Staff will continue to analyze the results of the survey and will release a summary of the data later this fall.



Implementation Strategy: Examine tools to provide incentives for specific dwelling types that do not currently exist in Round Rock or where more units are desired.

PLAT EXEMPTION FOR DOWNTOWN SINGLE FAMILY A code amendment is proposed to permit a plat exemption for single family units in Round Rock's downtown area bounded by the Union Pacific Railroad, A.W. Grimes Boulevard, Brushy Creek, and IH-35. The code amendment encourages the development of housing units in downtown Round Rock by reducing the cost of development that would otherwise be passed down to the homeowner. The Planning and Zoning Commission recommended approval of the code amendment during their meeting on September 7, 2023. City Council will consider adoption of the code amendment in October 2023.

HOUSING REPORT PDS staff are preparing a housing report to evaluate the existing housing stock across the city. The report will provide education on missing middle housing forms and will propose recommendations to ensure the city continues to develop housing that meets the needs of the community. The first step in the housing report analysis was to complete a density study which is included earlier in this report.

SENIOR HOUSING PDS staff researched senior housing in Greater Round Rock to evaluate whether the city's existing housing stock meets the demand of older adults in the city and ETJ. The report compares the city's 55 and 65 and older population with national statistics regarding senior housing demand and proposes recommendations to ensure Greater Round Rock continues to provide a range of housing for all stages of life.





Senior Housing

Options and Availability in Greater Round Rock

The housing policy in *Round Rock 2030*, the city's comprehensive plan, aims to enable housing types within the city to meet all residents' needs and preferences through all stages of life. Supporting Greater Round Rock's population aged 65 and older, which includes the population within the city limits and the city's extraterritorial jurisdiction (ETJ), means providing a variety of housing types, lifestyle choices, and care options to these individuals. Such housing and care options include accessible and low-maintenance age-restricted living, intensive assisted care, or supporting the ability to age in place.

18,041
65+ POPULATION (2020)



1 in 10 GREATER ROUND ROCK RESIDENTS ARE 65+

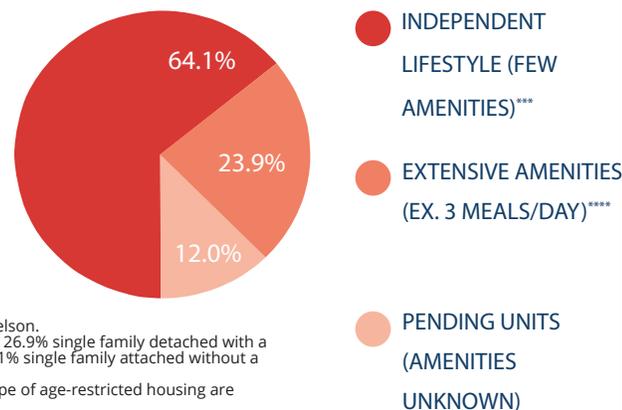
SENIOR HOUSING INSERT

AGE-RESTRICTED COMMUNITIES

Age-restricted communities provide housing for self-sufficient adults, typically those age 55+. Units vary by amenities provided and by housing type. If all of Greater Round Rock's age-restricted units were filled and contained an average of 1.8 people per unit, 7.9% of Greater Round Rock's population age 55+ could be housed in a age-restricted community*.

1,620 AGE-RESTRICTED UNITS**

AGE-RESTRICTED UNITS BY AMENITIES PROVIDED



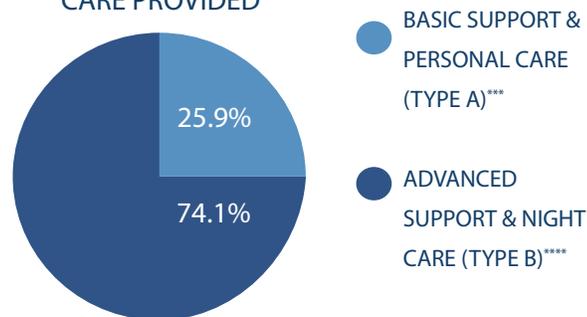
*36,904 people in Greater Round Rock are 55 years and older, based on the aerial interpolation method.
 **Includes existing age-restricted units in city limits and ETJ, as well as 195 pending units at 1355 Avery Nelson.
 ***Independent lifestyle units can be further broken down by housing type: 62.2% apartment-style living, 26.9% single family detached with a private yard to be maintained by the occupant, 7.8% single family detached without a private yard, and 3.1% single family attached without a private yard.
 ****All units with extensive amenities are apartment-style living. Other amenities common among this type of age-restricted housing are transportation and housekeeping.

ASSISTED LIVING FACILITIES

Assisted living facilities provide health and personal care services such as meals, bathing, dressing, and administering medication. Facilities vary by type of care provided and size*. If all 985 beds in assisted living facilities were filled by one individual, 5.5% of Greater Round Rock's 65+ population could live in assisted living. On average, only about 2% of American adults aged 65+ live in assisted living (Institute of Medicine (US) Food Forum, 2010).

985 BEDS**

ASSISTED LIVING BEDS BY CARE PROVIDED



*90.9% of assisted living beds in Greater Round Rock are located within a large facility (17 beds or more) and 9.1% of beds are located within a small facility (16 beds or less). Facility sizes are defined by TXHHS licensing standards. All facilities are multi-family style, but unit types vary from shared rooms to individual apartments.
 **Includes all beds in assisted living facilities within the city and the ETJ. Bed counts from TXHHS.
 ***Type A facilities care for residents who are physically and mentally capable of evacuating the facility unassisted, do not require routine attendance during sleeping hours, and are capable of following directions in an emergency (TXHHS).
 ****Type B facilities care for residents who many require staff assistance to evacuate, are incapable of following directions under emergency conditions, require staff attendance during nighttime sleeping hours, and require assistance transferring to and from a wheelchair (TXHHS).

NURSING FACILITIES

Nursing facilities provide institutional care to individuals whose medical conditions require regular care by licensed nurses*. At capacity, Greater Round Rock's nursing facilities could serve up to 3.8% of Greater Round Rock's 65+ population. On average, 4.5% of Americans age 65+ reside in a nursing home (Institute of Medicine (US) Food Forum, 2010).

681 BEDS**

*Definition from TXHHS.

**Includes all beds in independent nursing facilities within the city and its ETJ. Bed counts from TXHHS.

RECOMMENDATIONS

While not all older adults desire to live in senior housing, Round Rock aims to provide senior housing for all those who seek it. On average, 12% of Americans 50 and older wish to age somewhere other than their current home (Robinson-Lane, 2022). Assuming similar demand exists for the residents of Greater Round Rock 55 and older, Greater Round Rock may not meet current demand for age-restricted living. On average, 2% of Americans 65 and older live in assisted living. If similar demand exists in Greater Round Rock, Greater Round Rock provides an adequate amount of assisted living. Greater Round Rock's nursing facility capacity is less than the average American demand for this type of senior care, where 4.5% of Americans 65 and older reside in a nursing home. This may indicate that demand for nursing homes is not as high in the Greater Round Rock area or that nursing home capacity does not meet current demand. Round Rock may wish to do further research to determine its need for additional senior housing of all types. Additionally, the needs of older adults extend beyond housing. To ensure that Greater Round Rock remains a place where people want to retire, the city should continue to support services such as healthcare, transportation, and programming.



Images, clockwise, from upper left: Affinity at Round Rock, Heritage at Vizcaya, Emerald Cottages at Round Rock, Bel Air at Teravista, The Enclave at Round Rock, Poet's Walk

NOTES

1 2020 population estimates for Greater Round Rock were calculated using the 2020 Decennial Census: DEC Demographic Profile. City staff used Geographic Information Systems (GIS) mapping and an aerial interpolation to estimate the population within the city's extraterritorial jurisdiction (ETJ) boundary. The percent area of a given census tract within the ETJ boundary was applied to the total population for a tract to produce an estimated population within the 2023 ETJ limits. This method assumes equal population distribution across census tracts.

2 9.7% of Greater Round Rock is 65 and older, based on the aerial interpolation method.

For more information, contact Planning and Development Services
Phone: 512-218-5428



DEVELOPING OUR FUTURE

Date published: 08-14-23

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.

MIXED-USE UPDATE

This year, the city approved the rezoning of three properties from SF-2 (Single Family Standard Lot) to MU-R (Mixed-Use Redevelopment and Small Lot). The MU-R district allows the development of small lots where the desired project cannot be accommodated with the existing zoning standards. The MU-R district permits mixed-uses including allowing a residential component that may not otherwise be accommodated. Additionally, the MU-R development standards establish projects with a more pedestrian-oriented and urban scale. Rezoning is the first step in developing a project that furthers the goals of the Mixed-Use policy.

Implementation Strategy: Incentivize downtown mixed-use projects including opportunities for small lot infill developments.

DOWNTOWN MIXED-USE Construction is substantially complete on a mixed-use project located on South Lewis Street. The building features retail and office space on the first floor and two residential units on the second floor. The upper story residential units will further the goal to develop a minimum of 1,000 dwelling units within one-quarter mile of Main Street.



Implementation Strategy: Encourage and incentive large-scale mixed-use projects on vacant properties such as the Harris tract (west of Kalahari Resort), 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*.

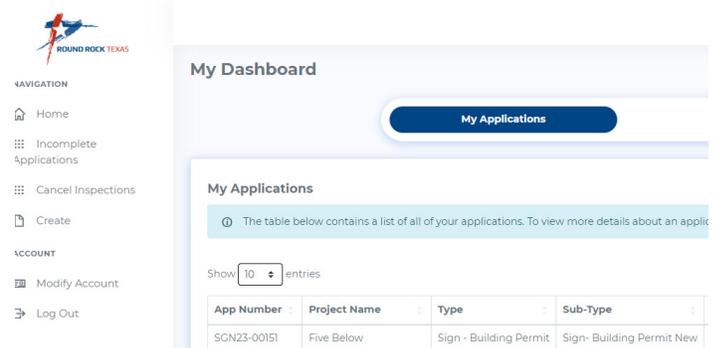
UPCOMING MIXED-USE PROJECTS This year, several Planned Unit Developments (PUDs) were adopted that will include a mixture of land uses. These PUDs include Hesters 4 (4.12 acres), Quest (4.77 acres), University Market Place (31.72 acres), and Center at Palm Valley (8.96 acres). The proposed projects for these sites will include a mix of high-density multifamily housing and commercial development.

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.

NEW ONLINE ROUND ROCK PERMIT PORTAL was launched by the Planning and Development Services Department (PDS) in May 2023. The new portal allows residents and businesses to electronically apply for permits and inspections. The portal streamlines the application process allowing applicants to submit applications and plans digitally, view and receive status updates, schedule inspections, and pay fees online.



GOOGLE FIBER will offer high-speed internet service in Round Rock beginning in late 2023. Thanks to a non-exclusive license agreement, Google Fiber will offer one and two gigabit service to customers without data caps, equipment fees, or annual contracts. The company’s goal is to reach and access as many households as possible, and service will become available to Round Rock customers as portions of the network are completed in their area.

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.

ICE STORM RECOVERY Staff responded to over 10,500 brush pickup requests from residents after an Ice Storm struck Round Rock in February 2023. In just over one month, staff collected 437,009 cubic yards of storm debris. Staff maintained an online request portal for community members and launched the “Round Rock Ice Storm Recovery Dashboard” to help residents track the progress of cleanup efforts. This new dashboard was updated in real time to inform residents when their neighborhood would be serviced.



ROUND ROCK JOINS WILDFIRE TASK FORCE To be better prepared for the summer wildfire season from August through October, Williamson County adopted a new regional procedure to streamline requests for additional resources at wildfires. When a wildfire occurs, task forces across departments are activated to respond. This task force enhances firefighting capabilities within the region, providing an elevated level of protection to the Round Rock community and invaluable on-the-ground experience for Round Rock crews.

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 Department (PDS) will focus on development standards that promote more compact development, green building methods, and alternative energy.

Implementation Strategy: Create programs to educate residents and developers on sustainable development practices adopted by the city.

NEW SEED LIBRARY PROGRAM launched at the Round Rock Public Library allows residents to donate and take home open-pollinated and heirloom seeds. Any Round Rock citizen can ‘Check Out’ seeds and plant them in their garden. After the harvest, participants are encouraged to let the plants ‘go to seed,’ and return some seeds to the library.



ROUND ROCK FIRE STATION PLANT RESCUE The Texas Master Naturalist and Native Plant Society conducted two plant rescues at the site of a future Round Rock Fire Station. 11 volunteers transplanted over 200 plants from the site. The rescued plants represented 15 plant species, including pollinator-supportive Milkweed bulbs.



Implementation Strategy: Support the goals of the city’s 2019 Conservation Plan.

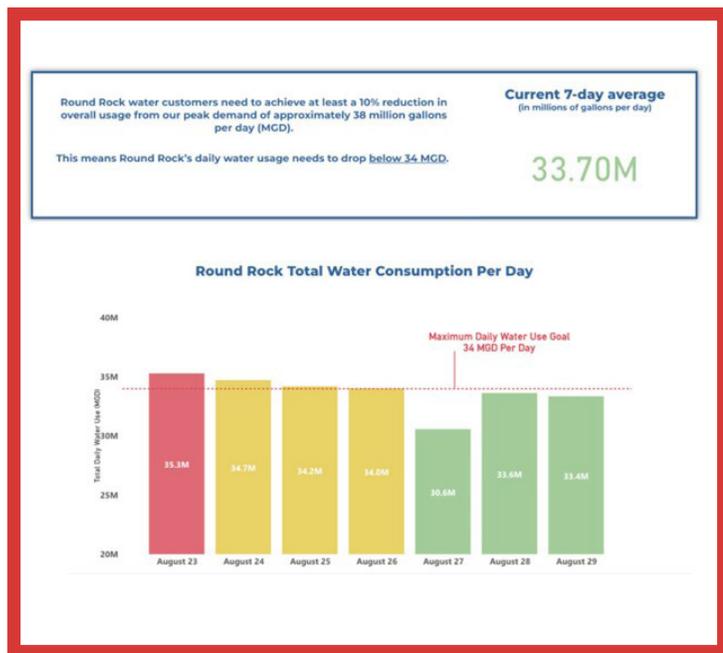
WATER CONSERVATION EFFORTS Despite Round Rock’s rapid growth, the city’s total water usage remains approximately the same. This trend indicates that the city’s drought restrictions are effective in reducing collective water use. Nevertheless, the city remains aware of changing conditions. In April, the city passed amendments to the drought restriction ordinance to encourage further water conservation. The changes lower supply-based triggers for Stage I and II for Lake Georgetown Reservoir elevation and encourage a maximum twice-per-week watering schedule from midnight until 10 a.m. and 7 p.m. until midnight.

WATER CONSERVATION EDUCATION The Utilities and Environmental Services department hosts an annual Irrigation 101 class in July to teach homeowners how to read a water meter, identify problems with their irrigation system, and provide hands-on demonstrations such as changing a broken head, adjusting irrigation heads, and cleaning out clogged nozzles. The department conducts appointment-based irrigation system evaluations for homeowners in the city. Additionally, the department hosts rain barrel sales in the Spring and Fall each year. Below is a summary of water conservation education outreach from this year:

- Homeowner Irrigation System Evaluations- 121 site visits
- Irrigation 101 Class- 14 participants
- Rain Barrels- 400 sold



THE WATER CONSERVATION DASHBOARD was launched in August 2023 to show the community how city conservation efforts are contributing to regional water-saving goals. The dashboard tracks progress toward to the city's goal to achieve at least a 10% reduction in overall usage across the city. Since the launch of the dashboard, Round Rock's daily water usage has decreased, remaining below 34 million gallons per day (MGD) which is the maximum daily water use necessary to achieve the 10% reduction. By tracking total water consumption per day and lake levels for Round Rock's main sources of water, the dashboard will inform city leaders whether further restrictions are required to meet conservation goals.



LED STREETLIGHT CONVERSION City Council approved a service agreement with Tanko Streetlights on March 9, 2023, to convert existing streetlights to LED fixtures.



FUTURE LAND USE MAP AMENDMENTS

Round Rock 2030 utilizes the Future Land Use Map (FLUM) and location criteria to evaluate proposed changes to land use in the city and extraterritorial jurisdiction (ETJ). Decisions about how land develops are deliberate and made in accordance with established city policies. The FLUM depicts land use types such as residential, commercial, mixed-use, industrial, and open space. Location criteria 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.

The FLUM was comprehensively evaluated in *Round Rock 2030*. However, changes in market conditions, demographics, the transportation network, availability of utilities, and surrounding land use may necessitate amendments to the FLUM during the plan period. The following ordinances have amended the FLUM during FY2023:

Ordinance 2022-365: approved by City Council on November 11, 2022, rezoning 31.72 acres located south of University Boulevard and west of SH 130 to the Planned Unit Development (PUD) No.142 zoning district amending the FLUM from Commercial and Employment Center to Mixed-Use designation.

Ordinance 2022-383: approved by City Council on November 17, 2022, rezoning 21.41 acres located south of University Boulevard and east of CR 110 to Planned Unit Development (PUD) No. 143 zoning district amending the FLUM from Residential to Mixed-Use designation.

Ordinance 2022-400: approved by City Council on December 1, 2022, rezoning 4.12 acres located at the northwest corner of Hesters Crossing Road and Rawhide Drive to Planned Unit Development (PUD) No. 144 zoning district amending the FLUM from Commercial to Mixed-Use designation.

Ordinance 2023-053: approved by City Council on February 9, 2023, rezoning 4.77 acres located south of Louis Henna Boulevard on the south side of AW Grimes Boulevard to Planned Unit Development (PUD) No. 145 zoning district amending the FLUM from Residential to Mixed-Use designation.

Ordinance 2023-166: approved by City Council on May 25, 2023, rezoning 2.77 acres located south of W. Nash Street and west of Mandell Street to Planned Unit Development (PUD) No. 150 zoning district amending the FLUM from Open Space/Residential to Residential designation.

Ordinance 2023-132: approved by City Council on June 8, 2023, rezoning 10.85 acres located south of E. Old Settlers Boulevard and west of W. Mesa Park Drive Planned Unit Development (PUD) No. 148 zoning district amending the FLUM from Commercial to Mixed-Use designation.

Ordinance 2023-208: approved by City Council on July 13, 2023, rezoning 0.91 acres located on the south side of Gattis School Road and east of Mays Street amending the FLUM from Residential to Mixed-Use.

Ordinance 2023-317: approved by City Council on September 28, 2023, rezoning 0.5 acres located on the north side of McNeil Road and west of Old Austin Rock Road amending the FLUM from Residential to Mixed-Use.

Ordinance 2023-318: approved by City Council on September, 2023, rezoning 1.31 acres located west of South Mays Street and north of Nash Street amending the FLUM from Open Space to Mixed-Use.

The city limits boundaries have been updated on the FLUM to reflect 6 annexations between October 27, 2022, and May 11, 2023, adding 171.37 acres. To see the most current version of the FLUM, visit roundrock2030.com.

REPORT SUMMARY AND CONCLUSION

This report highlights implementation progress of *Round Rock 2030* this past fiscal year. Throughout the report, it is evident that Round Rock continues to experience rapid growth and the city is proactively planning to ensure future success.

Round Rock continues to experience rapid growth. Round Rock continues to expand and transition from a suburb of Austin to a vibrant and prosperous mid-sized city. As the city grows, it faces demands for new housing forms and supportive amenities. The city continues to track land use planning data and analyze development trends to ensure the city supports its current residents and its future population. Based on the population projections report released by PDS, the city will need to accommodate at least 65,000 new residents by 2040. The city continues to integrate new housing types and configurations in the development process, reviewing dozens of site development and subdivision improvement permits that will increase commercial and residential development throughout the city. New projects include single-family subdivisions, townhomes, multifamily projects, industrial projects that spur economic development, new restaurants, business, and park projects to improve quality of life. Additionally, downtown development remains a high priority for the city with continued public investment including the new library which opened in January 2023.

Round Rock continues to plan to ensure success. PDS recently launched an online permit portal to streamline the development application process. By offering a comprehensive online review system, the city provides an efficient development process for applicants and ensures the city can track and analyze development data to inform planning practices for the future. Additionally, the city continues to adopt and update data-driven plans to guide future development in the city. City Council's *Strategic Plan*, the updated *Transportation Master Plan*, and other plans adopted as addenda to *Round Rock 2030*, ensure that all planning efforts are supportive of each other and do not conflict.

The city's planning efforts for growth and success can be seen in the projects associated with the implementation of *Round Rock 2030*. Over the decade, long range planning staff will continue to focus on the plan's implementation and will provide an update on implementation progress annually.



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