

## EXECUTIVE SUMMARY

*Round Rock 2030* is the Comprehensive Plan for Round Rock, Texas, a city of approximately 120,000 people located fifteen miles north of Austin. Until a few decades ago the city was a small, rural community. Today, the city has transformed from a bedroom community of Austin to an employment center with a vibrant and diversifying economy. Round Rock is one of the fastest growing cities in America. Over the next decade, the city's population is expected to grow by 40,000 to a population of almost 160,000. *Round Rock 2030's* Plan Area includes 37.7 square miles in the city limits, with another 29.6 square miles in the extraterritorial jurisdiction.

Every ten years, the city's Planning and Development Services (PDS) Department updates the Comprehensive Plan in order to make thoughtful land use decisions that best serve the community. Six phases of public engagement, each with a specific purpose, ensure *Round Rock 2030* reflects the community's needs and wants. Residents describe Round Rock as "a great place to live, work, and raise a family". *Round Rock 2030* consists of a vision and twelve policies, developed as a result of the Plan's public input process. The vision for Round Rock in 2030 is:

**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* provides a thorough analysis of the city's land use, including an overview of current land use patterns, future land use, and criteria for future development. *Round Rock 2030* also includes a ten-year *Historic Preservation Plan* and summaries of land use-related plans, goals, and strategies from the adopted plans of the Utilities and Environmental Services, Parks and Recreation, and Transportation Departments. *Round Rock 2030* also highlights how community facilities and services including Arts and Culture, Police and Fire Departments, Sports Management and Tourism, the Library, and planning-related services will support quality of life aspirations as the city grows.

*Round Rock 2030* provides the necessary information for the future development and redevelopment of land in the Plan Area. Every ten years the city takes a closer look at the entire map and adopts a new Future Land Use Map (FLUM) as part of its Comprehensive Plan. Any zoning or land use decision regarding a property must be consistent with the Future Land Use Map (FLUM) and associated location criteria. Land use decisions have long term impacts. Decisions about how land develops are deliberate and made in accordance with established city policies.

*Round Rock 2030's* twelve policies and associated implementation strategies provide direction for the next decade. In the Plan, accomplishments from the past decade provide background on how the twelve policies will further *Round Rock 2030's* vision.

## **Round Rock 2030 Policies and Implementation:**

The following twelve policies are included as they appear in the Plan. The main themes of the implementation strategies are summarized here. For a full list of implementation strategies, see the implementation section of the Plan.

**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.

Implementation Summary:

- Create sense of place, including focal points, destinations, public spaces, etc.;
- Support development of economic generators.

**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.

Implementation Summary:

- Update and evaluate the FLUM periodically;
- Ensure navigable regulatory and development review process;
- Explore options for incentives for masonry exterior materials;
- Explore new uses/redevelopment of older commercial centers and transitional areas of the city.

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

Implementation Summary:

- Facilitate a mixture of residential development types;
- Encourage compatibility between residential and business uses;
- Conduct an inventory of potential redevelopment and infill sites;
- Evaluate mixed-use zoning districts to ensure continued suitability.

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

Implementation Summary:

- Create ordinances to foster rehabilitation, re-use, and redevelopment;
- Identify key redevelopment locations;
- Monitor changes in sign technology;
- Consider means of commercial code enforcement.

Neighborhoods: Maintain older neighborhoods to ensure longevity and desirability.

Implementation Summary:

- Review zoning codes to provide flexibility for infill, missing middle housing, etc.;
- Continue existing and create new programs to engage neighborhoods and support neighborhood quality;
- Consider lighting programs to address citizen concerns about safety.

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

Implementation Summary:

- Explore means of financing historic preservation program, including maintenance for city-owned historic landmarks;
- Complete the restoration of the Stagecoach Inn;
- Foster a network of preservation advocates and allies.

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

Implementation Summary:

- Consider streetscape guidelines for land use compatibility;
- Prioritize corridor studies to determine future enhancements.

Mobility: Develop transportation options within and between neighborhoods and local destinations.

Implementation Summary:

- Increase neighborhood connectivity;
- Evaluate mobility options as they relate to land use – pedestrian safety, transit, trails, regional mobility, etc.;
- Evaluate parking requirements.

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

Implementation Summary:

- Continue policy of limiting two and three story walk-up multifamily projects except in mixed- and multi-use areas;
- Consider options that allow types of housing that don't exist currently – "missing middle housing";
- Revise zoning to accommodate small-lot single-family in order to address affordability concerns of citizens.

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

Implementation Summary:

- Promote mixed-use options where opportunities already exist by zoning;
- Develop strategy to guide redevelopment of underutilized parcels as mixed-use, higher density urban-style projects;
- Encourage large-scale mixed-use projects for tracts identified as mixed-use on the FLUM.

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

Implementation Summary:

- Prepare for changes in transportation technology that impact land use and site layout;
- Consider how demographic changes impact needs of community, including housing;
- Conduct comprehensive plan review periodically to consider plan amendments based on changes to the community, economy, technology, etc.;
- Ensure long term land use planning solutions are mindful of changing development concepts and trends.

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

Implementation Summary:

- Adjust development codes and permitting processes as necessary for green energy technology;
- Orient lots adjacent to open spaces and natural features thoughtfully in order to preserve open space and enhance community character.

*Round Rock 2030* is meant to be general and flexible, and many of the Plan's implementation strategies require further study. Since *Round Rock 2030* is a "planning plan", the policies and implementation are tailored to those that can be accomplished within the PDS Department. Each city department is responsible for departmental goals and implementation; however, *Round Rock 2030* adopts certain specific department plans as addenda. *Round Rock 2030* is available in both print and web formats. Periodically, PDS will document progress associated with *Round Rock 2030's* implementation of the vision established by the Plan.