

Round Rock

20 30

DEVELOPING **OUR** FUTURE

THE COMPREHENSIVE PLAN



ADOPTED JUNE 25, 2020



ROUND ROCK TEXAS
PLANNING & DEVELOPMENT SERVICES DEPARTMENT

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Greetings Round Rock,

Our City is a growing, dynamic community that we are fortunate to call home. Through the years, residents and businesses have chosen to put their roots down here for a variety of reasons. These include attractive neighborhoods, a business-friendly climate, a thriving economy, award winning schools, recreational opportunities, low crime, and affordability. These desirable characteristics did not occur by accident. They were made possible via strategic planning supported by an engaged citizenry, a focused private sector, and a dependable local government.

As we look towards the future, I like our chances of building upon these successes as well as overcoming any challenges. What are the challenges we will face as a community in the next 10 years? They are many, and some of which are unknown. The challenges we are aware of include increasing traffic congestion; affordability; older and declining retail centers; aging infrastructure; competition for employment; growing pains in the downtown; economic downturns; and unpredictable environmental factors such as droughts and floods.

As I write this letter, we are in the midst of dealing with the health and economic fallout of the COVID-19 pandemic. What a difference a few months can make. It was just back in December that a communal area of our department was filled with Christmas cookies and other holiday goodies. It is now replaced with gallons of hand sanitizer and disinfectant wipes. What this experience is showing us is that we need to be ready for unexpected change. Challenges we did not expect or create will confront our community. How do we plan, adapt, and overcome? The elements that made Round Rock a success story are present today. I arrive at this conclusion after being involved in the Round Rock 2030 process. Our community is thoroughly engaged in the future. Never has Round Rock received such community-wide engagement in the comprehensive planning process. The open houses were more well attended than we expected. The technology available for this plan resulted in us reaching more people than ever before. The forward thinking that our staff heard and recorded during this process cannot help but energize a planner!

We are well prepared for the future. That is due to the efforts of our community at large. The residents, businesses, and government leaders all play a critical role and that was present during this process. As staff, we look forward to the future and implementing your vision. Your vision told us to balance economic development with quality of life; properly site new development projects in appropriate locations; address traffic congestion; work on affordability; and make downtown a community destination for all types of pursuits, not just nightlife. We look forward to working with all of you over the next 10 years to Make it Happen.

Sincerely,

Brad Wiseman, AICP, CNU-A
Director of Planning and Development Services

Round Rock



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DEVELOPING OUR FUTURE

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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.

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Page 184: Small multifamily complex from Zillow

Page 188: Parking lots with online order pick-up result in a departure from traditional site layout from
Caller Times

ACRONYMS

ACS: American Community Survey	PARD: Parks and Recreation Department
ADA: Americans with Disabilities Act	PDS: Planning and Development Services Department
APA: The American Planning Association	PUD: Planned Unit Development
ADU: Accessory Dwelling Unit	P&Z: Planning and Zoning Commission
BCRUA: Brushy Creek Regional Utility Authority	TCEQ: Texas Commission on Environmental Quality
BCRWWS: Brushy Creek Regional Wastewater System	THC: Texas Historical Commission
BMPs: Best Management Practices	ROW: Right-of-Way
BRA: Brazos River Authority	RDC: Round Rock Development Code
Capital Metro: Capital Metropolitan Transit Authority	Round Rock 2030: The city's Comprehensive Plan adopted in 2020
CDBG: Community Development Block Grant	RRFD: Round Rock Fire Department
CIP: Capital Improvement Project	RRISD: Round Rock Independent School District
CLG: Certified Local Government	RRPD: Round Rock Police Department
CofA: Certificate of Appropriateness	RRPL: Round Rock Public Library
CO: Certificate of Occupancy	SWMP: Storm Water Management Plan
DCAS: Design and Construction Standards	SH-45: State Highway 45
ETJ: Extraterritorial Jurisdiction	WCID: Water Control and Improvement District
FEMA: Federal Emergency Management Agency	
FLUM: Future Land Use Map	
GIS: Geographic Information Systems	
HEC: Higher Education Center	
HHW: Household Hazardous Waste	
HOT: Hotel Occupancy Tax	
HPC: Historic Preservation Commission	
IH-35: Interstate Highway 35	
ITS: Intelligent Transportation Systems	
LCRA: Lower Colorado River Authority	
MCMs: Minimum Control Measures	
MGD: Million Gallons per Day	
MOU: Memorandum of Understanding	
MSA: Metropolitan Statistical Area	
MS4: Municipal Separate Storm Sewer System	
MPH: Miles Per Hour	
MUD: Municipal Utility District	

ROUND ROCK 2030

**THE COMPREHENSIVE
PLAN**

ROUND ROCK 2030

INTRODUCTION





Round Rock entry feature sign on IH-35

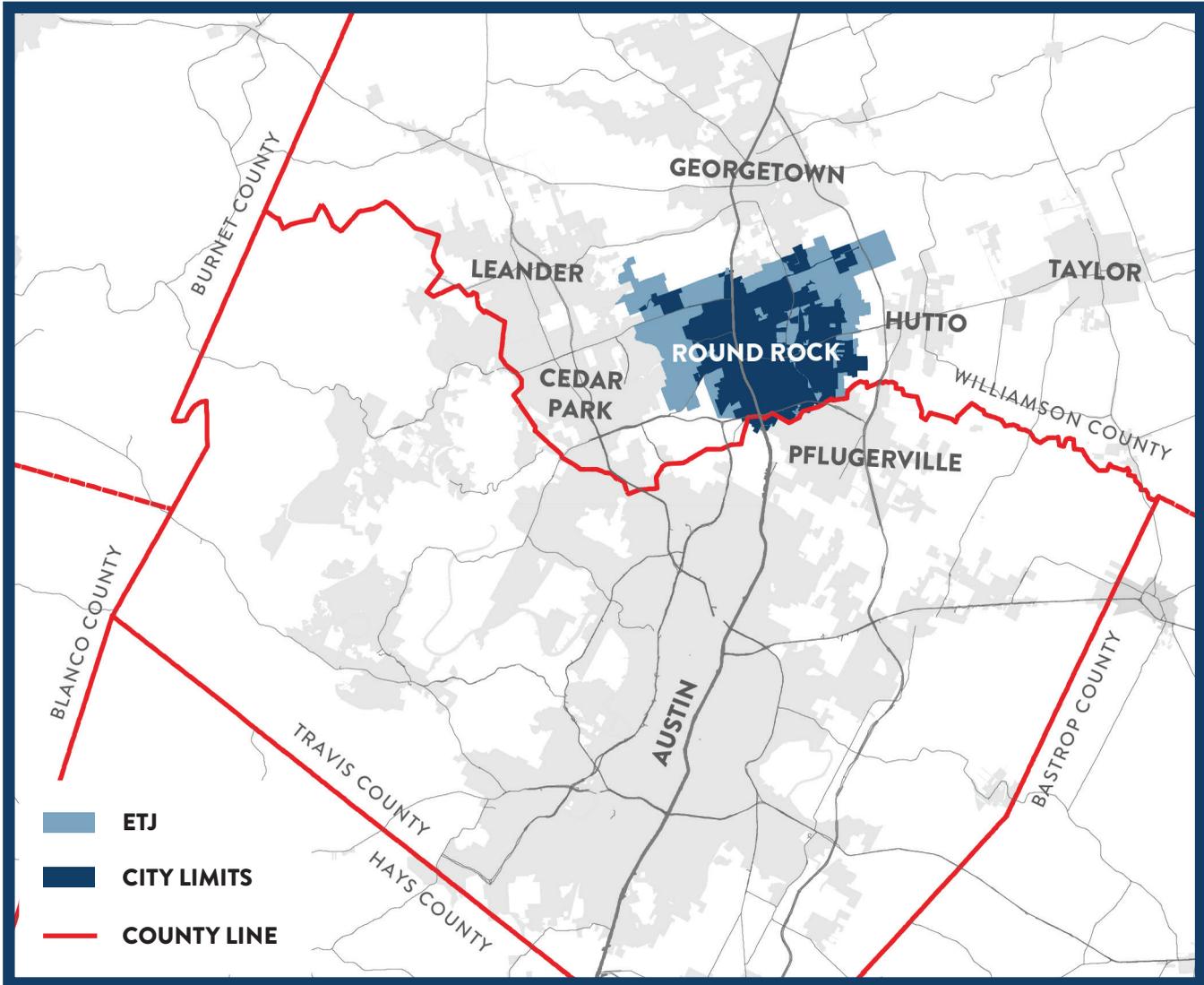
INTRODUCTION

Round Rock 2030 is the Comprehensive Plan for the City of Round Rock, Texas, a city of approximately 120,000 people located fifteen miles north of Austin. Every ten years, the city's Planning and Development Services (PDS) Department updates the Comprehensive Plan in order to make land use decisions that are efficient and will best serve the community as a whole. The city's currently adopted Comprehensive Plan, *Places & Spaces: Round Rock General Plan 2020*, was last updated in 2010 and will be referred to in this Plan as the 2010 Comprehensive Plan. *Round Rock 2030* is published in a user-friendly print format and a web-based version to facilitate the Plan's use as a reference for land use decisions over the next decade.

ROUND ROCK'S REGIONAL CONTEXT

Round Rock, Texas is a mid-sized city in Central Texas and the second largest city in the Austin-Round Rock Metropolitan Statistical Area (MSA). Most of the city is located in Williamson County with its southern portion in Travis County. The city is surrounded by other suburbs, with Austin to the immediate south.

FIGURE 1. REGIONAL CONTEXT



ABOUT ROUND ROCK

Round Rock, Texas is one of the fastest growing cities in America, with a population of almost 120,000. It is 37.7 square miles in area with another 29.6 square miles in its extraterritorial jurisdiction (ETJ). Much of the housing stock in the area consists of single-use subdivisions that connect to arterial roadways. Until a few decades ago, Round Rock was a small, rural community. Today it is the second-largest city in the five-county Austin-Round Rock metro area. The city is home to the Round Rock Express Minor League baseball team and soon-to-be-open attractions including the Round Rock Amphitheater and Kalahari Resorts conference center, hotel, and water park.

Round Rock is recognized as a driving force for economic development in Central Texas. The city is home to Dell Technologies' world headquarters and businesses ranging from Emerson Automation Solutions and Dupont Photomasks to microbreweries and a honey producer. Recently a cluster of health care facilities has developed in the northeast area of the city adjacent to a trio of higher education branch campuses including Austin Community College, Texas State University, and Texas A&M University's Health Sciences Center.

Round Rock's growth is also attributable to its quality of life, and it frequently appears on lists of best cities in the United States. In 2015, the city was named the best affordable place to live by Livability.com and America's 3rd most affordable place in America by NerdWallet. In 2017, Round Rock was named the 5th safest city, 7th best city to buy a house, and 9th best city to raise a family by Niche. In 2019, the city was ranked 2nd on the best places to live in America by Money Magazine and one of the coolest suburbs in America by Apartment Therapy. The city also has the 10th fastest-growing local economy in the nation according to WalletHub, ranked 9th on a list of top boomtowns in 2019, and 11th on a list of most recession-resistant cities in America in 2020 by SmartAsset. Round Rock's downtown historic district supports unique shops, bars and restaurants, with many concerts and community events. Round Rock schools have among the highest ratings in Texas, and the city has earned the moniker "Sports Capital of Texas" for amateur, youth, and recreational sports. Residents describe the community as a great place to live, work, and raise a family.

DEMOGRAPHIC PROFILE

Round Rock was historically an agricultural community that, as recently as 1970, had a population of less than 3,000 people. The city has since grown dramatically to almost 120,000 residents. In only the last ten to fifteen years, Round Rock has transformed from a bedroom community to an employment center in its own right, with a growing center of health care education, destination retail, and an increasing number of



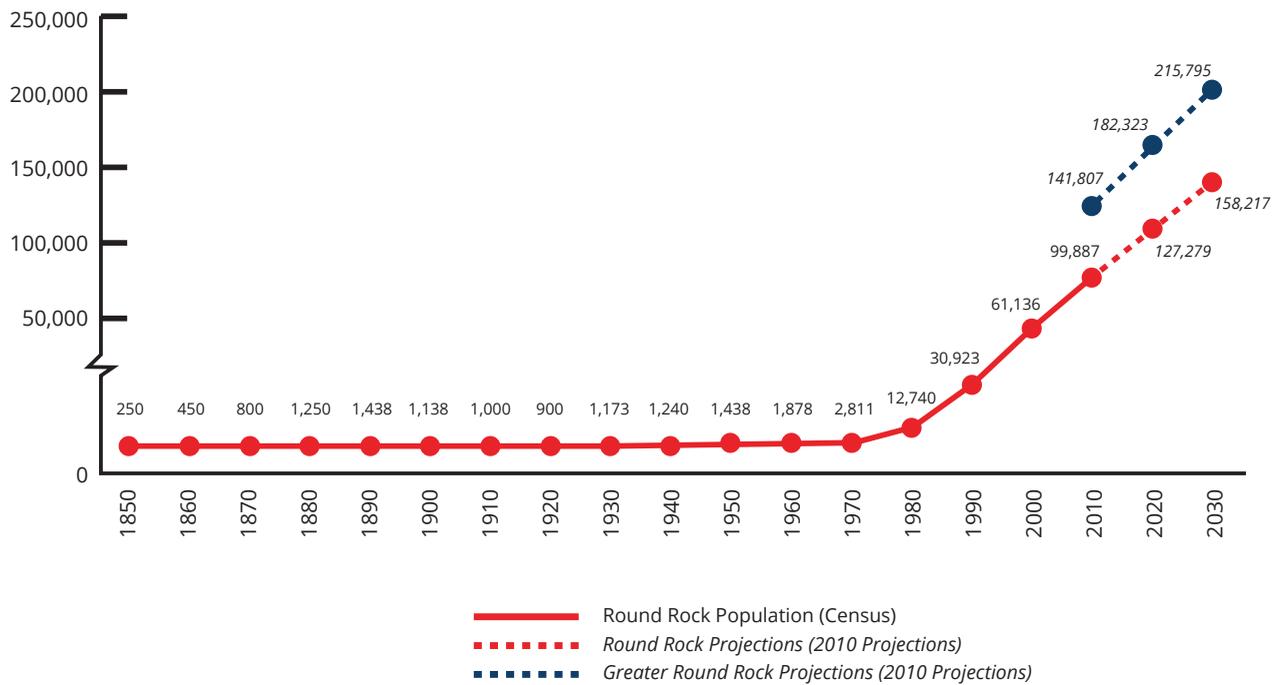
regional entertainment and tourism attractions. In the next decade, Round Rock’s population is expected to grow by 40,000 in the city limits to a population of approximately 160,000.

The city’s growth trajectory suddenly changed in the 1970s. Two factors contributing to this change were the completion of IH-35, which brought Round Rock within commuting distance of Austin, and the city securing a water supply capable of serving the additional residents.

Projected Growth

The City of Round Rock relies on the decennial Census for a population count that serves as the baseline for its estimates and projections. When the 2010 Census was released, PDS released population projections to 2030 for the city and Greater Round Rock. “Greater Round Rock” population estimates and projections include the total population in the ETJ and the city limits. The ETJ consists of areas outside of the city limits, including certain municipal utility districts (MUDs).

FIGURE 2. ROUND ROCK POPULATION GROWTH



Population estimates and projections produced by City of Round Rock Planning and Development Services Department developed upon release of 2010 Census.

1876 - Railroad extended close to Round Rock; Texas Land Company sells lots in “New Town”

1878 - Outlaw Sam Bass is killed in “New Town” after attempting to rob a bank



Population Estimates

PDS develops its own monthly and annual population estimates. The City of Round Rock calculates monthly population estimates using the most recent decennial Census as a baseline. Estimates are updated as Certificates of Occupancy are issued for new housing units and when annexations expand the city limits. The next Census will be collected in 2020, and data will not be available until after the publication of *Round Rock 2030*.

FIGURE 3. POPULATION ESTIMATES

YEAR	POPULATION ESTIMATE
2010	99,887 (2010 Census)
2011	100,659
2012	101,702
2013	102,349
2014	103,107
2015	105,405
2016	106,591
2017	108,353
2018	112,201
2019	116,120

Population estimates produced by City of Round Rock Planning and Development Services Department.



To access demographic data other than population, PDS refers to the Census Bureau’s annual release of American Community Survey (ACS) data. Estimates of total population for the ACS are released in advance of other demographic data; therefore, the most current data available is presented.

FIGURE 4. POPULATION COMPARISON

AREA	2010 CENSUS	2018 1-YR ACS
City of Round Rock	99,887	128,490
Austin-Round Rock MSA	1,716,289	2,168,316
Texas	25,145,561	28,701,845

The Austin-Round Rock MSA consists of Bastrop, Caldwell, Hays, Travis and Williamson Counties.

All figures are from the US Census Bureau’s One-year 2018 American Community Survey (based on a sampled population), and decennial Census (based on a 100% count).

The July 2018 ACS estimated Round Rock’s population to be 128,490. Unlike the decennial Census, the ACS estimates population, housing and economic characteristics based on surveys sent to a sampling of households.

The city’s population estimates trended lower than the ACS as the decade progressed. While the city population has been growing more slowly than initially projected, permits for new housing units indicate estimates should readjust to the projected population. Over 6,500 residential units are currently under construction or in the planning phases, many with estimated completion within the next two years.



Single-family house in Round Rock



Homes under construction in Round Rock



Population Characteristics

Changes in total population have been accompanied by demographic and economic changes as well. Today's population is significantly more racially and ethnically diverse and more educated than Round Rock in 2010. The population is also aging slightly, with a lower proportion of children under 18 and more adults over 65.

FIGURE 5. POPULATION BY AGE

CITY OF ROUND ROCK	2010 CENSUS	2018 1-YR ACS
Total population	99,887	128,490
Under 18 yrs.	31.1%	26.5%
65 yrs. and over	2.5%	9.6%
Median age	32.0	34.1

All figures are from the US Census Bureau's One-year 2018 American Community Survey (based on a sampled population), and decennial Census (based on a 100% count).

FIGURE 6. POPULATION BY RACE

CITY OF ROUND ROCK	2010 CENSUS	2018 1-YR ACS
Hispanic (all races)	29.0%	24.8%
Non-Hispanic (all races)	71.0%	75.2%
Non-Hispanic White	54.0%	55.3%
Non-Hispanic Black	9.3%	10.1%
Non-Hispanic Asian	5.1%	6.3%
Non-Hispanic Other*	2.6%	3.5%

** "Other" is the sum of American Indian and Alaska Native alone, Native Hawaiian and Other Pacific Islander alone, Some other race alone, and Two or more races.*

All figures are from the US Census Bureau's One-year 2018 American Community Survey (based on a sampled population), and decennial Census (based on a 100% count).



FIGURE 7. EDUCATIONAL ATTAINMENT

EDUCATIONAL ATTAINMENT	2010 1-YEAR ACS	2018 1-YEAR ACS
Total population	99,887 (2010 Census)	128,490
Persons age 25 and over	61,628	84,757
Less than High School	10.2%	7.8%
High School/GED	19.7%	17.4%
Some college, no degree	25.4%	23.4%
Associate's	8.2%	10.3%
Bachelor's	26.3%	29.5%
Graduate/Professional	10.2%	11.6%

All figures are from the US Census Bureau's One-year 2018 American Community Survey (based on a sampled population), and decennial Census (based on a 100% count).



Texas State University Round Rock Campus

Household figures reveal an increased proportion of persons living alone and married-couple households, especially married couples without children. The household type showing the steepest decline was married with children under 18.

FIGURE 8. HOUSEHOLDS

HOUSEHOLDS	2010 1-YEAR ACS	2018 1-YR ACS
Total population	99,887 (2010 Census)	128,490
All Households	34,092	40,854
Living Alone	16.6%	20.7%
Married with Children under 18	31.6%	26.0%
Married, no Children under 18	22.2%	25.9%
Other Household with Children under 18	16.7%	16.1%
Other Household, no Children under 18	12.9%	11.3%
Average Household Size	3.00	3.14
Median Household Income (in 2018 dollars)	\$68,611	\$83,302
Households Below Poverty Level	8%	6%

All figures are from the US Census Bureau's One-year 2018 American Community Survey (based on a sampled population), and decennial Census (based on a 100% count). Inflation calculations from US Bureau of Labor Statistics.

Future Demographic Trends

The regional trends that have driven the Austin-Round Rock MSA's growth for the last several decades are expected to continue. The population is expected to continue to grow rapidly with increasing diversity. By 2030, Round Rock is expected to have almost 40,000 new residents. For the next decade, Round Rock's most pressing challenge will continue to be growth management.



HOUSING PROFILE

Housing development has continued its pace of growth over the last several decades. From 2010 to 2018, the total number of housing units increased by over 8,500 units, or 24%. The majority of all units in the city, approximately 72%, are single-family structures.

More than half, approximately 54%, of housing units are owner-occupied. The median owner-occupied home price has also increased significantly, from \$165,800 to \$269,300 in nominal terms, or from \$190,545 to \$269,300 in real terms.

FIGURE 9. HOUSING CHARACTERISTICS

HOUSING	2018 1-YR ACS
Housing Units	44,961
% Unoccupied (Vacant)	9.1%
% Occupied	90.9%
% Owner-Occupied	53.6%
% Renter-Occupied	37.3%
Median Value of Owner-Occupied Units	\$269,300
UNIT TYPE	2018 1-YR ACS
One Unit in Structure	71.7%
2-4 Units in Structure	4.3%
5-9 Units in Structure	7.6%
10-19 Units in Structure	5.0%
20 or More Units in Structure	11.2%
Mobile Home, RV, etc.	0.2%

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

Approximately 6,500 housing units are currently in planning or development, almost 3,000 of which are expected to be completed within the next two years.

FIGURE 10. UNITS IN DEVELOPMENT

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

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

Affordability is a significant issue for a large number of renters. Nearly half of renting households spend more than 30% of their income on gross rent, a level that is considered cost-burdened by the US Department of Housing and Urban Development.

FIGURE 11. HOUSING COST

HOUSING COSTS	ALL OCCUPIED UNITS	OWNER- OCCUPIED	RENTER- OCCUPIED
Number of Units	40,854	24,097	16,757
Median Household Income	\$83,302	\$107,920	\$60,338
Median Monthly Housing Cost or Gross Rent (includes essential utilities)	\$1,491	\$1,581	\$1,400
Households Paying 30% or More of Household Income on Housing Costs or Gross Rent	32.8%	23.9%	46.5%

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

ECONOMIC PROFILE

Round Rock has transitioned from a bedroom suburb of Austin to an employment center of its own, with a labor force of 71,254 people in a vibrant and diversifying economy. Dell Technologies, still the city's largest employer with approximately 12,000 employees, recently celebrated its 25th year in Round Rock. In that time, the city's economic base has diversified with growth in specialty manufacturing, health care and health sciences education, hospitality and regional tourism.

Known as the Sports Capital of Texas, Round Rock is home to the Round Rock Express minor league baseball team, and promotes itself as a destination for youth and amateur sports. Kalahari Resorts has chosen to build its newest facility in Round Rock which includes a conference center, water park and 975-room hotel.

According to the Bureau of Labor Statistics, job growth in the Austin-Round Rock MSA has been greater than three percent every year since 2011. The city's rapid economic and population growth have coincided with equally rapid land development. In 2018, Round Rock's total taxable property value was \$13.6 billion, and an estimated \$367 million has been added in the year since then.

FIGURE 12. JOBS BY INDUSTRY

TOP OCCUPATIONS	NO. JOBS	% OF WORKFORCE
Office and Administrative Support Occupations	10,005	14.8%
Sales and Related Occupations	8,826	13.1%
Food Preparation and Serving Related Occupations	7,883	11.7%
Production Occupations	4,075	6.1%
Education, Training, and Library Occupations	4,029	6.0%
Management Occupations	3,743	5.5%
Transportation and Material Moving Occupations	3,682	5.4%
Construction and Extraction Occupations	3,326	4.9%
Healthcare Practitioners and Technical Occupations	3,069	4.5%
Other Industries (Each less than 4.5% of workforce)	18,962	28.0%
Total	67,601	100%

Source: Round Rock Chamber of Commerce

FIGURE 13. JOB GROWTH

TOP INDUSTRIES	NO. JOBS	5-YEAR ANNUAL JOB GROWTH	1-YEAR FORECAST JOB GROWTH
Retail Trade	9,954	3.5%	2.3%
Accommodation and Food Services	8,267	5.0%	3.2%
Health Care and Social Assistance	7,316	5.6%	3.6%
Manufacturing	7,046	3.7%	1.6%
Wholesale Trade	6,337	1.1%	2.0%
Educational Services	5,487	3.1%	2.1%
Construction	4,692	7.9%	3.1%
Professional, Scientific, and Technical Services	4,599	8.2%	3.4%

Source: Round Rock Chamber of Commerce

Commissioned by the city and the Chamber of Commerce, the 2017 Garner Economics, LLC report *Building Upon a History of Success: An Economic Development Action Plan for Round Rock, Texas* identified several industries that the city is well-positioned to attract in the future, including life sciences and health care, technology and computing, professional and financial services, specialty small-scale manufacturing, tourism, and hospitality. The report's Real Estate Market Competitiveness Assessment noted employer preferences are changing toward a more walkable, mixed-use physical environment, and recommended that the city encourage more of this form of development and redevelopment in the future.

The future economic outlook for Central Texas is strong. According to Round Rock Chamber of Commerce, the economic analytics firm The Perryman Group predicted that between 2016 and 2021 the Austin-Round Rock MSA will add 131,000 new jobs, or an average of 26,000 jobs per year. This will drive demand for all types of real estate, including office, retail, apartments, and especially for-sale housing.

WHAT IS A COMPREHENSIVE PLAN?

Why do cities plan?

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

What is a comprehensive plan?

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

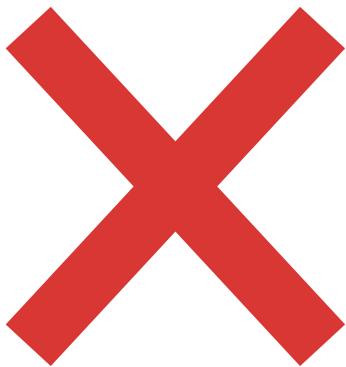
A COMPREHENSIVE PLAN IS:

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



A COMPREHENSIVE PLAN IS NOT:

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



COMPREHENSIVE PLANNING IN ROUND ROCK

Why is planning important to the city?

Round Rock's comprehensive plan, *Round Rock 2030*, is the official policy document guiding long-range planning and community development in the City of Round Rock. The Comprehensive Plan is updated every ten years, with the last update in 2010. Since that time, Round Rock has continued 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. The new comprehensive plan will highlight how Round Rock has changed over the past decade and create a vision for the next decade.

Round Rock's Comprehensive Plan includes:

- **A Vision and Related Policies:** *Round Rock 2030* creates a vision for what the city will be like in ten years and provides a series of related policies to define that vision.
- **Engagement and Outreach:** *Round Rock 2030* outlines the community's needs and wants. The Plan's content is influenced significantly by the public input collected during plan development. The resulting Plan is a crucial source of planning policy for citizens, elected officials, city staff, the business community, and developers.
- **Land Use Identification:** *Round Rock 2030* includes a broad physical design for the community's land that will influence future expansion of streets, utilities, parks, and other capital improvements. Planning and future land use identification allows better coordination of public and private expenditures.
- **Policy Decision Coordination:** *Round Rock 2030's* policies guide the decisions of the city's elected and appointed officials, PDS and other city departments associated with individual development application review.
- **Measurement and Evaluation:** *Round Rock 2030* is a means to measure and evaluate the changing character and needs of the community. Both quantitative and qualitative information provide a rational and reasonable basis for future community decisions.
- **Future Analysis:** *Round Rock 2030* identifies issues and opportunities that require further study.
- **Implementation Strategies:** *Round Rock 2030* provides implementation strategies for the next decade to accomplish the Plan's goals.

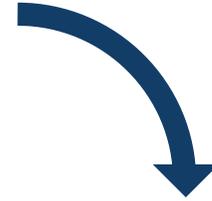
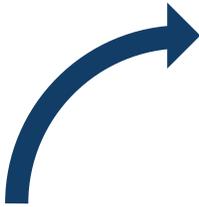


WHO USES THE COMPREHENSIVE PLAN?

CITIZENS

(RESIDENTS, BUSINESS OWNERS, DEVELOPERS)

Use the Plan to submit development & zoning proposals to the city



CITY COUNCIL

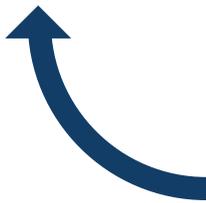
(ELECTED BY CITIZENS)

Use the Plan to guide policy decisions regarding land use and zoning, and to develop regulations

CITY STAFF

(PLANNING & DEVELOPMENT SERVICES)

Use the Plan to provide land use and zoning recommendations to the Planning & Zoning Commission



PLANNING & ZONING COMMISSION

(CITIZENS APPOINTED BY CITY COUNCIL)

Use the Plan to provide policy recommendations to the city Council



WHAT DO LAND USE DECISIONS IMPACT?



1998 - Voters approve new hotel occupancy tax

2000 - Opening season at the Dell Diamond



COORDINATION WITH OTHER CITY PLANS

Section 213.002 of the *Texas Local Government Code* authorizes the city to adopt a comprehensive plan for the long-range development of the city. 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, nor does the *Texas Local Government Code* limit the ability of a municipality to prepare other plans. The following plans will be adopted as addenda to *Round Rock 2030* to ensure coordination of all planning efforts:

Parks and Recreation Master Plan: Playbook 2030: Building a Connected Community (adopted 2018)

The parks and recreation planning process allows the citizens of Round Rock to determine their preferred park and recreation priorities. The Parks and Recreation Master Plan identifies deficiencies in the existing parks system, looks at potential growth of the city over the next five-to-ten years to assess where additional facilities will be needed, guides the acquisition of land to meet current and future open space needs, prioritizes recommendations so the most significant deficiencies are addressed as quickly as possible, and guides city leaders in determining where and how parks and recreation funding should be allocated over the next five years.

Transportation Master Plan (update adopted 2017)

The goals of the update are to ensure the citizens of Round Rock an adequate future transportation system, ensure the efficient utilization of the 1997 one-half cent sales tax dedicated to roadway improvement, identify major deficiencies in the existing transportation network, and maintain the quality of life enjoyed by the citizens of Round Rock.

Transit Master Plan (adopted 2015)

The primary purpose of the *Round Rock Transit Plan* is to serve the transit needs of Round Rock residents. The plan serves as a blueprint for implementing new transit services within the City of Round Rock and connections to regional destinations in a logical and cost-effective manner.

Downtown Master Plan (adopted 2010)

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



Water System Master Plan (adopted 2014; update in progress)

The purpose of this plan is to evaluate the future needs of the city's water system and update the city's 2011 *Water Master Plan*.

Wastewater System Master Plan (adopted 2014; update in progress)

The purpose of the *Wastewater System Master Plan* revision is to update projected future wastewater flows using the latest land use and population growth planning and Census data, update the SewerGEMS hydraulic model to reflect new data on facilities and demands, analyze modeling results to identify the location and timing of capital improvements projects, and develop budget costs for each capital improvement program (CIP) project.

Stormwater Master Plan (adopted 2014; update in progress)

The purpose of the *Stormwater Master Plan* is to manage the quality of discharge from the Municipal Separate Storm Sewer System (MS4) and ultimately reduce pollutants in the city's stormwater system and to improve the water quality in the local lakes, creeks, and rivers.

Utility Profile and Water Conservation Plan for Municipal and Wholesale Water Use (adopted 2019)

The purpose of the *Water Conservation Plan* is to establish short and long-term consumption goals and develop implementation strategies and processes for achieving these goals.

The goal of *Round Rock 2030* is to recognize plans adopted by the city that have an impact on land use planning decisions and how the city will develop in the future. While the other plans are referenced and summarized in this Plan, it is important to understand that *Round Rock 2030* is a "planning plan", in that the goals and implementation strategies in this document are focused on actions that can be implemented by PDS.



Road under construction



Round Rock Water Treatment Plant



PLAN LIMITATIONS

Planning for future growth is a vital endeavor for any community to undertake. A comprehensive plan provides the opportunity to guide this growth in a manner that provides lasting value. As years pass, such an effort is critical to achieve and maintain a desirable community character. However, certain challenges exist that go beyond the ability of this plan alone to resolve. These challenges include:

- **The explosive growth of Central Texas.** Increased growth beyond Round Rock's planning area will impact the transportation network within the community, which means increased traffic on city roads including major roads leading into the community. While transportation improvements will lessen the impact, increased congestion is an ever-present reality. This challenge is compounded by the fact that a mass transit system has not been identified nor planned for the region.
- **Limitations on local control.** During this comprehensive planning process, the Texas State Legislature eliminated the ability for cities to regulate exterior building materials for all types of construction. During the prior legislative session, the State eliminated the ability for cities like Round Rock to involuntarily annex properties in the ETJ. As more tools are removed from the city's planning toolbox, our ability to manage growth in a way that is conducive to achieving our desired community character becomes severely strained.
- **Market forces.** Round Rock, like Central Texas in general, is a highly desirable area with a thriving economy and good public schools. Round Rock is also ideally situated thereby increasing the community's desirability. As a result, people will continue to move to the city, which in turn decreases housing supply and increases demand. While planning tools exist to increase the supply of affordable housing, the cost of housing will continue to rise overall in Round Rock.
- **Suburban form.** The majority of the city's housing stock exists in a conventional suburban form with separate residential subdivisions mostly made up of curvilinear streets and many have limited street connectivity. These low-density, single-use neighborhoods take up significant amounts of land in the city and require the use of a vehicle to access employment and services. While opportunities exist for new land use patterns to develop in the future in other areas of the city, the layout and land uses in existing subdivisions is unlikely to change. This conventional suburban form contributes significantly to the traffic and congestion challenges mentioned above.
- **Timing of plan cycles.** The Comprehensive Plan is developed by PDS. Other plans, such as the *Transportation Master Plan*, are related to *Round Rock 2030* but are created by their respective departments. This often means that the timing of plan cycles does not align. This affects the Comprehensive Plan's ability to directly inform these plans at the start of the *Round Rock 2030* plan cycle.



PLAN VISION AND POLICIES

A vision statement and related policies are the cornerstone of a comprehensive plan. Below, the *Round Rock 2030* vision and policies are listed for reference but explained later in the Plan. The implementation strategies developed to achieve the vision are provided for each policy at the conclusion of the Plan.

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:

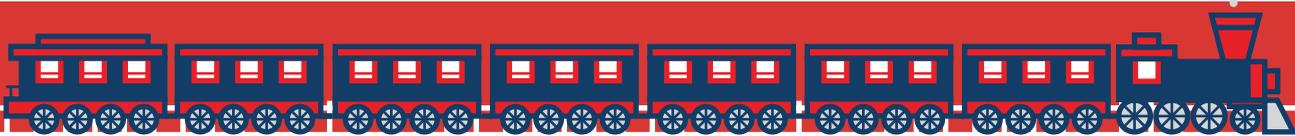
- **Quality of Life:** Focus economic development initiatives on those that improve quality of life while remaining fiscally responsible. Invest in community gathering spaces for all ages that support the arts, culture, recreation and entertainment.
- **Economic Development:** Continue to be the “City 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.



CONCLUSION

Round Rock 2030 provides a summary of the outreach conducted for the Plan's development and a vision and twelve policies developed as a result of the outreach. *Round Rock 2030's* Plan Area includes the city limits and the ETJ. A thorough analysis of the city's land use includes an overview of current land development in the city, future land use and criteria for future development. An infrastructure overview of Parks, Utilities, and Transportation, and an overview of other city facilities and services are both provided in terms of their relationships to land use. *Round Rock 2030* also includes the city's *Historic Preservation Plan*. Accomplishments from the past decade provide background on how the twelve policies will further *Round Rock 2030's* vision. *Round Rock 2030* concludes with implementation strategies for each of the twelve policies.

Round Rock 2030 is available in both print and web formats. PDS intends to be more proactive going forward about documenting progress associated with *Round Rock 2030's* implementation of the vision established by the Plan.



Round Rock

20
30

DEVELOPING OUR FUTURE

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ROUND ROCK 2030

PUBLIC INPUT





Participants at the first Round Rock 2030 Quadrant Meeting

PUBLIC INPUT PROCESS

Public input is an essential component of every comprehensive plan. In the past decade, the emergence of social media and other outreach tools have provided additional opportunities to engage stakeholders. The Planning and Development Services (PDS) Department utilized various forms of advertising, marketing, promotion, and engagement throughout the public input process.

The process of developing *Round Rock 2030* was split into several consecutive phases of public engagement. Each phase served a specific purpose in creating a comprehensive plan that serves the Round Rock community. A series of activities within each phase of the public input process resulted in specific content included in *Round Rock 2030*. For example, a series of visioning activities allowed participants to provide their individual visions for Round Rock's future. The results from this exercise eventually became the *Round Rock 2030* vision statement. Public input participants also helped shape the twelve policies that form the basis of *Round Rock 2030* by participating in a variety of engagement activities. The policy activities built upon each other to produce the policies that drive this Plan.

Appended to *Round Rock 2030* is a standalone Public Input Report containing the methodology, chronology, summary of data collected, and analysis of the data. Further, a series of reports with all data collected is available on the *Round Rock 2030* website. Together these reports provide a more expansive view of the *Round Rock 2030* public input process.

PHASE ONE: COMMUNITY SURVEY

The city began collecting public input for *Round Rock 2030* in 2018. Every two years, the city conducts a statistically valid citywide survey to gauge how residents feel about city services. For the 2018 Community Survey, PDS asked five questions regarding land use in Round Rock. The results of the survey established a starting point from which further public input material was developed.

PHASE ONE OUTREACH



401 households
participated in the survey

PHASE TWO: QUADRANT MEETINGS

Throughout February and March 2019, four public meetings were held in which the community was invited to share their visions for what Round Rock will be like in 2030. A series of activities were conducted that allowed the public to share their opinions and provide feedback on preliminary Plan content. The activities conducted were consistent across all four Quadrant Meetings:

1. Visioning Exercises
2. Policy Discussion
3. Live Polling

Teenagers from all over the city were invited to participate in one teen-specific meeting. The same activities were conducted at this meeting held prior to the Quadrant Meetings. Some of the content was tailored specifically to the younger audience.

PHASE TWO OUTREACH



25,000 reached through Facebook ads and event pages



Email communications sent to 2,779 subscribers



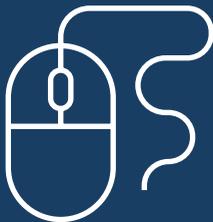
22,068 utility bill inserts with meeting information sent to residents

PHASE THREE: ONLINE ENGAGEMENT

The city conducted its third phase of public input for *Round Rock 2030* from mid-April through mid-June 2019 using Polco, an online public engagement tool. 21 standalone questions and two surveys were developed based on input received at the in-person Quadrant Meetings hosted by the city during Phase Two. Respondents were encouraged to read descriptions for each online question to learn more about the topic prior to responding. To provide staff with additional feedback, respondents were encouraged to leave comments after each question answered. The activities posted to Polco for engagement included:

1. 21 Standalone Questions
2. Historic Preservation Survey
3. Policy Discussion Survey

PHASE THREE OUTREACH



6,400 clicks on paid Facebook ads



Paid Facebook ads reached over 137,000 people



1,311 comments made by Polco participants

PHASE FOUR: FUTURE LAND USE EXERCISE

The city conducted its fourth phase of public input for *Round Rock 2030* from late June to late August 2019. A component of *Round Rock 2030* is the Future Land Use Map (FLUM). The FLUM establishes the general distribution, location, and extent of land uses which include open space, residential, commercial, etc. Every ten years, the city examines the entire map and adopts a new FLUM as part of its Comprehensive Plan. Stakeholders owning property of five or more acres in the city limits or extraterritorial jurisdiction (ETJ) boundaries of the city were able to give input on how their land could be developed or redeveloped in the future. The FLUM is a living document with the flexibility to be amended to reflect changing development trends and land use proposals through 2030.

PHASE FOUR OUTREACH



Mailouts sent to 439
landowners

32%

of land in Round Rock owned by
FLUM stakeholders

PHASE FIVE: OPEN HOUSES, OFFICE HOURS, AND ONLINE ENGAGEMENT

The city conducted its fifth phase of public input for *Round Rock 2030* from February to April 2020 to present the completed draft of the plan for public comment. Open Houses were held March 7, 2020 and March 10, 2020 to allow stakeholders to give feedback and tell the city their vision for Round Rock's future. Much like the prior public meetings, the community was invited to interact with and learn about the Comprehensive Plan. However, unlike the quadrant meetings, the Open Houses were not quadrant specific. The Open Houses were not formal presentations. Rather, the community was invited to review plan content, interact with planners, and give their input at any time during the event. Specifically, feedback was solicited on the draft of *Round Rock 2030* and the draft Future Land Use Map (FLUM). Additionally, office hours were held on March 12th for those that could not attend an open house. Members of the public could visit the Planning and Development Services Offices to meet with planners one-on-one to share comments on the draft.

Throughout this phase of public input, the city also offered a process for online input as an alternative to in-person meetings. Input was collected using Polco, an online public engagement tool. The questions posted on the *Round Rock 2030* Polco page were open ended to gather feedback on the *Round Rock 2030* draft and the Future Land Use Map (FLUM). A new draft of *Round Rock 2030* was released upon completion of this phase, prior to the commencement of the formal adoption process.

PHASE FIVE OUTREACH



Paid Facebook ads reached over 78,000 people



119 comments made by participants

PHASE SIX: ADOPTION

Adoption of *Round Rock 2030* included two public hearings. The first hearing occurred at the Planning and Zoning Commission where the Commission considered the Plan for recommendation to City Council. A second public hearing was held when the final draft of the Plan was presented to the City Council for adoption. Texas State Law requires a public notification process at the time of Plan consideration. The public was notified in the local newspaper, and a physical notice was posted at City Hall prior to each public hearing. *Round Rock 2030* was available in print and on the city's website after adoption.

CONCLUSION

Public engagement data formed the basis for the content of *Round Rock 2030*. The activities conducted throughout the public engagement process directly contributed to major components of the Plan. Through active participation, the public shaped the vision statement, twelve policies, and the associated implementation strategies.

More detailed data and analysis is available in the appended Public Input Report (Appendix B). Other reports containing the complete public engagement data are available on the *Round Rock 2030* website.

ROUND ROCK 2030

VISION AND POLICIES



INTRODUCTION

The vision and policies, presented and explained in this section, are central components of *Round Rock 2030*. They will guide land use decisions for the next decade. *Round Rock 2030*'s vision provides a clear and concise picture of what the city will be like in 2030. The twelve subsequent policies are necessary to implement the vision. While this section provides background on implementation, specific implementation strategies are found in a separate section listed by policy.

VISION

The *Round Rock 2030* vision is a concise, future-oriented statement that provides a clear picture of what Round Rock will be like in 2030. The vision statement was drafted based on public input, current planning trends, and other City of Round Rock plans. As Round Rock appeared on several top-ten lists over the past decade, these accolades helped frame the direction of the vision. The vision also reflects public input received during the visioning activity conducted at the Quadrant Meetings. Participants were tasked with completing the statement "Round Rock will be _____". Once the city developed the twelve policies for *Round Rock 2030*, four themes were incorporated into the vision: planning, mobility, economic development and quality of life.

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

Each of the twelve policies pertains to a specific planning topic that helps realize the *Round Rock 2030* vision. Policy descriptions, accomplishments of the past decade, and implementation background are discussed for each of the twelve 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.

Policy Description:

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

Accomplishments of Past Decade:

- *Round Rock Arts and Culture Strategic Plan* (2011)
- Prete Plaza (2012)
- Play for All Park (2012)
- Centennial Plaza (2013)
- Round Rock Sports Center (2014)
- Multipurpose Complex (2017)

Providing options that improve residents' and visitors' quality of life has been a focus of City Council over the past decade, with related goals identified in the Council's annual *Strategic Plan*. The City Council specifically identified the need to expand and strengthen arts and cultural activities in Round Rock because these activities have been recognized as a crucial component of the city's quality of life. The *Round Rock Arts and Culture Strategic Plan* (or the Arts Master Plan) was adopted in 2011, with recommendations for arts programming and the construction of a performing arts facility. The city's Office of Arts and Culture was established to implement the goals of the Arts Master Plan. The city partners with local arts organizations, artists, and local colleges to create classes, events, and exhibits. Round Rock has hosted rotating public art exhibits, concerts, and major events such as Chalk Walk and Sculpt Fest.

Parks, trails, public spaces, and city facilities contribute to the city's quality of life. Two new public plazas downtown, Prete Plaza (dedicated 2012) and Centennial Plaza (completed 2013), were constructed and are currently the largest performance venues located downtown. Programming includes everything from concerts and dance performances to farmers markets and weekend-long festivals. Parks and trails systems have expanded in this decade to provide more recreational opportunities. The Play for All Park, which opened in 2012 and doubled in size in 2016, created a one of a kind park for children of all abilities to play side-by-side without limitations. The city has also constructed many sports facilities for local and regional tournaments including the Round Rocks Sports Center (opened 2014) and the Multipurpose Complex in Old Settlers Park (opened 2017).



Nightlife in Round Rock



People exploring Veterans Park

Implementation Background:

Over the next decade, the city hopes to continue to attract similar amenity-driven development. A new downtown Library and several other facilities that are unique to Round Rock, will provide additional gathering spaces. Six parklets along East Main Street from Mays Street to Sheppard Street include new trees, seating, additional landscaping, lighting elements and expanded walkable space for pedestrians. Expansion of live music options includes the Round Rock Amphitheater (formerly Nutty Brown Amphitheater), an outdoor concert venue with an established following. The venue announced plans to relocate from South Austin to Round Rock after the sale of McNeil Park was approved in 2015 and a development agreement signed in 2018. Round Rock Amphitheater, anticipated to open in 2021, will host regional and national performances drawing guests from around Central Texas.

Two proposed projects will provide welcoming gathering spaces with distinctive designs in Round Rock. Project Tower is a planned development in the heart of downtown that will bring hotel, office, retail, and restaurant space to the underutilized northwest corner of Main and Mays Streets. A parking garage will be included to provide additional parking options for downtown visitors. The city's historic Water Tower will remain in place and will be accentuated by the project. Moreover, views of the Water Tower from key points and corridors around the city will be preserved. The District is a planned 65-acre mixed-use development south of SH-45 and west of Greenlawn Boulevard which will provide high-density office, hotel, retail, entertainment, and residential land uses in an urban design unlike anything else found in Round Rock. Plazas and parks in the development will provide new gathering spaces for the public in close proximity to services and amenities.

Pilot projects for drive-in movies, pop-up uses and other temporary uses in appropriate areas of the city should be considered as potential options for arts and entertainment. Public input will be needed going forward to determine the types of amenities that residents desire in order to support the growing and diversifying population of Round Rock.



Clockwise from top left: People walking in downtown Round Rock, dogs at Round Rock Dog Depot, children at Prete Plaza splashpad, and aerial of Rock'N River Water Park

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.

Policy Description:

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

Accomplishments of Past Decade:

- *PDS Development Philosophy (2010)*
- Bass Pro Shops (2015)
- Round Rock Development Code (2018)
- Kalahari Resorts (November 2020 projected opening)
- Round Rock Amphitheater (Late 2020 or early 2021 projected opening)
- New major employers: Emerson Automation Solutions, UPS, Houghton Mifflin Harcourt, ProPortion Foods, AirCo Mechanical
- New higher education facilities: Austin Community College, Texas State University School of Nursing and Health Sciences, Texas A&M College of Nursing

The PDS Development Philosophy Statement, adopted in 2010, is: *Round Rock's goal of a prosperous economy requires successful development. To be the City of Choice for entrepreneurs and development professionals, our city and its employees commit to provide an unmatched level of service.* The city continually makes incremental improvements in both the quality of its development standards and the efficiency of its permitting procedures. The efficiency and responsiveness of the city's development processes are significant influences associated with attracting new businesses and assisting the expansion of existing businesses.

PDS has made development processes more navigable for developers. The Round Rock Development Code, the set of rules and guidelines that addresses all aspects of land development, was rewritten in 2018. Revised standards have helped diversify Round Rock's economy by appealing to a wide variety of commercial establishments, manufacturing facilities, higher education facilities, and regional attractions. The combination of a strong institutional base and a high-growth environment has given Round Rock a competitive advantage for companies involved in medical research and development, innovative medicine, health information technology, bioinformatics, and diagnostics. These assets also position Round Rock for growth in related sectors such as information technology, business support services, and medical equipment and supplies manufacturing.



Clockwise from left: Dell Technologies headquarters, IKEA, and rendering of Kalahari Resorts

The presence of higher education in Round Rock has also grown in the past decade. The cluster of complementary education facilities at the Higher Education Center (HEC) continues to grow. Round Rock has a variety of post-secondary education providers, including branch campuses of Texas State University, Austin Community College, and Texas A&M Health Science Center College of Medicine. The Austin Community College campus offers several certificates and degrees, and partners closely with the Round Rock Independent School District (RRISD) to offer classes for college credit to high school students. Health science programs at all three schools attract and partner with local hospitals and clinics. These collaborations have proven to be a critical piece of the city's educational and institutional infrastructure.

Thanks to the city's reputation as an ideal place to do business, Round Rock has added numerous major employers over the last ten years. These include Emerson Automation Solutions, UPS, Houghton Mifflin Harcourt, ProPortion Foods, and AirCo Mechanical. Combined, these companies have brought over 2,500 new jobs to the city. Countless other companies have expanded their operations. Specialized industries that have been attracted to Round Rock include innovative manufacturing, life sciences and healthcare, technology and computing, professional and financial services. Additionally, hospitality, tourism, entertainment, and retail have become major growth industries, anchored by Kalahari Resorts, the Dell Diamond, Round Rock Amphitheater (formerly Nutty Brown Amphitheater), Round Rock Premium Outlets, IKEA, and Bass Pro Shops. In the past decade, the emergence of new higher education, medical, and retail facilities have helped Round Rock stand out from other cities in Central Texas.

Implementation Background:

In the city's Future Land Use Map (FLUM) a new category, "Regional Attraction", has been added to identify large-scale destination projects in Round Rock. Kalahari Resorts broke ground on its new water park and convention center in 2018. When complete, the project will include 975 hotel rooms, 150,000 square feet of convention space, a 223,000 square foot indoor water park, an 80,000 square foot indoor theme park, resort-style pools, retail, restaurants and a spa. It is anticipated that this project will lead to complementary development of the large vacant tract of land located immediately to the west. Additionally, Round Rock Amphitheater, an outdoor concert venue with an established following, announced plans to relocate from South Austin to Round Rock. The sale of McNeil Park was approved in 2015 and a development agreement signed in 2018. The venue will host regional performances and draw guests from around Central Texas.

The city is encouraging redevelopment in transitional areas identified in the 2017 economic study by Garner Economics, LLC, such as La Frontera, the Boardwalk, Renaissance Square, Creekside Plaza and the Triangle Center. PDS will re-examine the Round Rock Development Code to potentially allow for increased densities or relaxing of certain development standards or fees in these areas. This may also include identifying areas for the public acquisition of certain private properties.

Determining how to best provide the necessary infrastructure and services to support these businesses may require new programming and/or incentives. Other departments, such as Utilities and Environmental Services and Transportation, will be responsible for ensuring infrastructure can support existing and new development. The city's goal is to ensure desirable redevelopment on certain corridors, preserve the city's history, and enhance downtown.



Ascension Seton Hospital in Northeast Round Rock



Round Rock Premium Outlets

DOWNTOWN

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

Policy Description:

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

Accomplishments of Past Decade:

- *Downtown Master Plan* (2010)
- MU-1, MU-2, and MU-L mixed-use zoning districts downtown (2013)
- Centennial Plaza (2013)
- New office projects: Four Eleven (2016), 409 Cowork (2020), Palaterra (2020)
- Mays Street gateway features (2017)
- Downtown bars capped at 12 (2017)
- New housing downtown: Spring Street Townhomes (2017), 82 unit condominium project at former train depot site (in development review)
- The Ruby Hotel (2018)
- SF-D district (2018)
- Round Rock Development Code (2018)
- Noise ordinance amended (2019)
- Woodbine converted from residence to event facility (2019)
- Street improvements downtown: Round Rock Avenue traffic circle, McNeil extension, Mays Street bridge enhancements, Southwest Downtown street and sidewalk improvements

Downtown's planned revitalization gained momentum when the 2010 *Downtown Master Plan* was adopted. That plan established a coordinated strategy to reinvigorate the downtown area and make it an attractive place to live, work, and play. The plan is intended to provide a strategic framework for future ordinances and initiatives. The framework includes road and utility improvements, zoning recommendations, a placemaking and streetscaping strategy, and form-based design standards for sensitive redevelopment.

Several regulatory changes over the past decade made it feasible to build downtown in accordance with the vision of the *Downtown Master Plan*. Existing zoning, subdivision, and site development standards were appropriate for greenfield development, but did not work for the older parts of the city. Many of the plan's land use and building design recommendations were incorporated into the three mixed-use zoning districts adopted in 2013.

The city created three new mixed-use zoning districts based on recommendations of the *Downtown Master Plan* in order to produce sensible, compatible downtown redevelopment. The new mixed-use zoning districts allow only those uses appropriate for a compact, walkable downtown, prohibit the less pedestrian-friendly ones, and establish development standards that maximize lot usage while maintaining compatibility with neighboring properties. The Downtown Mixed-use zoning districts were recognized with a *Current Planning Award* from the Texas Chapter of the American Planning Association.

- The MU-1 (Mixed-Use Historic Commercial Core) district is designed to extend the pattern of the historic district's common-wall storefronts a few blocks further to areas that would benefit from denser commercial use.
- The MU-2 (Mixed-Use Downtown Medium Density) district allows more residential uses and taller buildings.
- The MU-L (Mixed-Use Limited) district is designed to reinforce downtown's residential pattern: residential and limited commercial uses in detached houses with vehicles oriented to the alleys where they exist.

The SF-D (Single-Family - Downtown) zoning district was adopted in 2018 to accommodate traditional residential development. The SF-D district's standards reinforce the scale and design of an established residential neighborhood with numerous historic structures.



Downtown Round Rock



Interior of a bar downtown

Also in 2018, the subdivision ordinance was amended to eliminate the requirement for previously developed unrecorded subdivisions to be platted before permits would be issued. Because much of the land downtown had never been officially platted, the requirement had hindered even small improvements to existing properties.

The city also adopted several code amendments to manage the diversity of commercial activities and minimize conflicts with residents. In 2017, to preserve a variety of businesses in MU-1, the zoning district was amended, capping the number of bars at twelve, with no more than four on one block and no more than two on any side of a block. In 2019, the noise ordinance was amended to reflect a maximum number of decibels as measured from the property line of the bar in the MU-1 zoning district, rather than from 200 feet away, and requires an annual permit for outdoor music.

The city has invested in public spaces, infrastructure, and placemaking downtown. Streets and streetscapes have been reconfigured to increase pedestrian friendliness. The Water Tower block was reconfigured with a traffic circle to slow traffic from IH-35 and increase the developable area of the block. McNeil Road was rerouted under the Mays Street railroad bridge to allow through traffic to bypass the slower traffic in the Mays Street and Main Street shopping areas. As of 2017, all street and sidewalk improvements in the Southwest Downtown area had been completed.

Several of the city's public projects are intended to heighten the sense of place and celebrate Round Rock's history. Gateway features marking the north and south entrances to downtown were installed on Mays Street, and the Mays Street railroad bridge was enhanced and rededicated in 2017 as the Immortal Ten Bridge. A second, larger downtown plaza opened in 2013 next to the Allen R. Baca Center. Centennial Plaza, named for the 100th anniversary of the city's incorporation, hosts farmers markets, performances, and other events almost every weekend. After considering a number of locations, the new public library site will remain downtown on the block behind its current location.

The city's public improvements have been a catalyst for a number of transformative private projects that will reshape downtown's future. Three new buildings in Southwest Downtown have brought unique architecture to the city in addition to much-needed office space to downtown. Four Eleven, located at 411 West Main Street, 409 Cowork at 409 West Main Street, and Palaterra at 305 West Liberty Avenue provide a modern look downtown. The buildings took advantage of the city's mixed-use zoning and development standards to maximize lot usage and provide an urban, pedestrian-friendly design. Four Eleven, which opened in 2016, includes over 26,000 square feet of Class A office space and has a rooftop observation deck which provides views of the city. 409 Cowork, which opened in 2020, offers nearly 10,000 square feet of flexible coworking space which can also be converted for a single office tenant. Palaterra, which also opened in 2020, adds niche event space and leasable retail space to an area of downtown which lacks those uses.

A twelve unit infill housing project has been constructed on Spring Street, and another 82-unit project at the former train depot site is undergoing development review. The Ruby, a small boutique hotel, opened on the banks of Brushy Creek in 2018 and the historic Woodbine Mansion was converted from a residence to an event facility in 2019.



The Ruby Hotel



Woodbine Mansion event facility



Four Eleven mixed-use building with Class A office space

Implementation Background:

New public and private projects will continue to reshape the downtown area. The next phase of public improvements will be to extend utility and streetscape enhancements east of Mays Street and adjacent to the proposed Depot townhomes. McNeil Road will be extended to Georgetown Street. Streetscape improvements designed for the two-block Historic District will offer wider sidewalks and landscaped seating areas, known as parklets.

The city has entered into a public-private partnership to redevelop the Water Tower block, located on downtown's busiest intersection and in the heart of its commercial district. This project will have an enormous influence on the character of downtown's commercial area. Round Rock will continue to implement and fine-tune the *Downtown Master Plan's* strategy for revitalization.

Creating a vibrant downtown involves all city departments. City facilities that bring a strong employment base to the downtown area, especially the Library which will continue to thrive downtown with a new facility in the next decade. City staff have created a downtown Round Rock brand and identity, shepherded arts downtown, and programmed a variety of events. The Parks and Recreation Department has created two gathering spaces downtown and continues efforts to link the city's trail system through downtown. Transportation and Utilities and Environmental Services Departments have focused downtown redevelopment efforts on street and utility improvements to accommodate increased development density and a pedestrian-friendly environment.

Ensuring that reinvestment continues without compromising downtown's unique environment and historic assets will require careful monitoring and periodic reassessment of policies and ordinances. A parking study will be needed to evaluate how parking demand has changed over the last decade and guide how sidewalks and street parking will be established east of Mays Street. The downtown residential and mixed-use zoning districts will require additional fine-tuning. Desirable infill sites should be inventoried, including older buildings suitable for re-use, and incentives created to direct redevelopment to these locations, preserving the most character-defining areas.

The Planning and Development Services (PDS) Department focuses on the physical design of downtown through zoning regulations that allow a mixture of land uses, an active streetscape, and the preservation of the city's historic assets. This mixture of land uses provides a variety of living and commercial options in an environment unlike anywhere else in Round Rock.



Fourth of July parade downtown Round Rock



Event being held at Centennial Plaza

COMMERCIAL CENTERS

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

Policy Description:

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

Accomplishments of Past Decade:

- New sign ordinance (2013)
- Garner Economics, LLC economic development study (2017)
- Establishment of Community Development program to address declining commercial centers

The city's focus on aging commercial development originated from one of City Council's *Strategic Plan* goals. In late 2017, the city commissioned an economic development study from site selection firm, Garner Economics, LLC to determine Round Rock's strengths and weaknesses for the purpose of attracting new businesses. The study found that while Round Rock has many assets including its location in the Central Texas region and the quality of life for residents, gateways into the city and some older commercial centers could be further improved. The city's Community Development Division of Planning and Development Services (PDS) is establishing programs to address declining commercial centers.

The city continually reviews and revises its development standards pertaining to commercial development. The 2010 Comprehensive Plan listed revision of the city's sign ordinance as a specific goal. A new ordinance was adopted in 2013. Sign regulation requires the careful balancing of business needs and community planning goals related to aesthetics and traffic safety. Instead of tailoring standards to the zoning district, the new ordinance categorizes permissible signs by neighborhood, commercial, or freeway road type, creating a more consistent streetscape.

Legislative changes also impact how the city regulates site plan development. In 2019, House Bill 2439 prohibited cities from enforcing building materials requirements and restrictions beyond what national building codes require. Since national building codes are broad, this could mean aesthetic changes for new buildings in Round Rock. For instance, the city no longer has the power to require masonry in residential and commercial areas of the city where masonry was previously required. While noticeable changes will likely not be immediate, House Bill 2439 could gradually change how the city looks.

Implementation Background:

The city should consider how to adapt to changes in consumer preferences, such as online shopping and curbside grocery delivery. Many commercial centers in Round Rock are nearing an age where they must consider refurbishment, repurposing, or redevelopment or they risk becoming obsolete. Demand for brick-and-mortar retail is also experiencing profound changes with the rise of e-commerce. Maintaining the viability of older commercial properties keeps a supply of lower-cost options available to independent local businesses.

The city is currently in the process of developing a program designed to revitalize older commercial areas within the city as well as to help address vacancy issues for key commercial zones. The city is considering corridor enhancements on Mays Street and considering a façade grant or rehabilitation loan program. Aging commercial centers provide an opportunity for the city to encourage more compact development that is relevant to the changing needs of residents in Round Rock. Identifying key locations for redevelopment to happen, addressing vacancies, and purchasing private property to guide redevelopment are all ways the city will address these issues in the next decade.



Small commercial center downtown



New commercial center on A.W. Grimes Boulevard

To improve existing commercial development, PDS will explore changes to the Round Rock Development Code to account for changing technology and investigate commercial code enforcement options. The Community Development Division of PDS is currently developing a program to determine how to enhance older retail and commercial areas through corridor enhancements or façade improvements. Additionally, the city will explore options for providing incentives for the use of masonry exterior building materials in new developments. As the City grows, it is important to plan for growth without leaving aging commercial developments behind.



Flix Brewhouse in Sky Ridge Plaza



University Oaks Commercial Center

NEIGHBORHOODS

Maintain older neighborhoods to ensure longevity and desirability.

Policy Description:

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

Accomplishments of Past Decade:

- *Downtown Master Plan (2010)*
- Neighborhood Services program (2012)
- Waste and recycling bin ordinance (2016)
- Collection and storage of household goods in public view ordinance (2016)
- Fence maintenance requirements (2016)
- Garage conversion ordinance (2016)
- Community Development Division joins PDS (2017)
- SF-D district (2018)

In the past, the city has addressed neighborhood issues through planning and changes to the Round Rock Development Code. The 1990 Comprehensive Plan was the first to introduce neighborhood planning. The first neighborhood plan was for downtown in 1994, revisited in 2002. Neighborhood plans were later developed for Greater Round Rock West (1996), the Northeast Neighborhood (1998), Greater Lake Creek (2001) and Chisholm Valley (2001). These neighborhood plans focused on neighborhood enhancements and social support suggested by the residents. While the plans produced useful action lists, there was no funding associated with them and few of their recommendations were acted upon. The *Palm Valley Area Planning & Design Study* (2000) and the *Southwest Downtown Plan* (2005) were created as guides for these specific areas that were undergoing major changes. Palm Valley was a farming area that was beginning to experience intense development, and Southwest Downtown was an area of older houses that had mostly been converted to non-residential uses. The *Southwest Downtown Plan* aimed to

preserve its neighborhood character while making conversion to commercial use easier with streetscape enhancements that increased available on-street parking. The *Southwest Downtown Plan* was later replaced with the more comprehensive *Downtown Master Plan* (2010), which includes a larger area of downtown. While the 2010 Comprehensive Plan recommended continuing the neighborhood planning program, the lack of assigned staff and implementation funding precluded further neighborhood planning other than the *Downtown Master Plan*.

The city's approach to revitalizing older neighborhoods has since evolved. The city created a Neighborhood Services Office in 2012 to coordinate neighborhood improvement activities. The city bridged a gap by providing certain services for older neighborhoods without homeowners' associations. Staff focused on measures to help build community with neighborhood enhancement projects such as cleanups. Expanded service offerings to neighborhoods include programs and activities such as a tool lending center, curb painting kits, and fence staining kits. Neighborhood Services staff also provides a neighborhood movie night kit and a block party trailer to encourage residents to get to know their neighbors.

The Community Development Division, established in 2017, consists of a Community Development Administrator, Neighborhood Services Coordinators, and a Community Development Block Grant (CDBG) Coordinator. In early 2020, Code Enforcement joined the Community Development Division. Together this team helps to revitalize neighborhood and commercial areas within the city using federal grant and City of Round Rock funds. CDBG funds in Round Rock are divided into two main categories. The first is to fund social service programs such as food pantries, medical assistance, a domestic violence shelter, and home repair programs for those who meet the federal income requirements. The second use of funds is for infrastructure projects on city-owned property in low-to-moderate income Census tracts. These include sidewalk installations, park refurbishments, road paving and neighborhood cleanups. Both uses of CDBG funds, per City Council's direction, have a direct impact on neighborhood vitality and quality of life.



Round Rock UniverCity at the Public Safety Training Center



Residents using a curb painting kit

Several amendments to the Round Rock Development Code were made in 2016 to address neighborhood deterioration. Code enforcement ordinances were updated to regulate how long waste and recycling bins can be left on the street after collection day and where homeowners can store them. An ordinance was also adopted prohibiting the collection and storage of household goods in public view such as on driveways. Additionally, an ordinance was adopted establishing maintenance requirements for residential privacy fences facing a public street or are otherwise in public view. Neighborhood Services staff supports fence maintenance by providing fence staining kits that residents can check out.

An ordinance was adopted in the same year allowing the conversion of a garage into additional living space for houses on lots platted prior to 2002. Prior to the 2002 Zoning Ordinance, these residential properties were not required to have two garage-enclosed parking spaces, effectively reestablishing a property right that was previously in effect for many older neighborhoods. In 2018, the SF-D (Single-Family - Downtown) zoning district was adopted because existing SF-1 (Single-Family - Large Lot) and SF-2 (Single-Family - Standard Lot) development standards were ill-suited both aesthetically and functionally to downtown's older houses and gridded street pattern. The purpose of the SF-D zoning district is to establish and preserve areas of land use primarily devoted to low-density residential development. This district provides for traditional residential development and includes standards to reinforce the scale and design of an established residential neighborhood with numerous historic structures.



Residents using Neighborhood Movie Chest



Round Rock's Tool Lending Center

Implementation Background:

Over the next decade, it will become increasingly important to ensure the longevity and desirability of existing neighborhoods in Round Rock. PDS will revisit the Round Rock Development Code to ensure that there are no barriers for developers to build missing middle housing or other types of infill development. Additionally, the city will continue to offer neighborhood services that may not be offered where homeowners' associations do not exist. The city should develop formal processes to identify the needs of neighborhoods, such as lighting and infrastructure necessary to maintain safety. Community Development should aim to coordinate with Code Enforcement to assist residents with code compliance, as well as develop additional pilot programs and incentives to revitalize neighborhoods. Expanding existing programs can help to ensure residents have the necessary resources to maintain their neighborhoods.

HISTORIC PRESERVATION

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

Policy Description:

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

Accomplishments of Past Decade:

- First *Historic Preservation Plan* (2010)
- Certificate of Appropriateness for relocation of historic buildings (2012)
- Certificate of Appropriateness process for administrative review of certain applications (2014)
- Round Rock Preservation nonprofit (2016)
- First city recognition of National Preservation month in May (2015)
- Round Rock Development Code amended to include tax exemption payback for demolished historic buildings (2018)
- Relocation of Stagecoach Inn (2018)

Round Rock's first historic preservation plan was created as part of the 2010 Comprehensive Plan. A preservation plan is required for participation in Texas' Certified Local Government Program, which makes local preservation programs eligible for grants and technical assistance. Many of the currently adopted *Historic Preservation Plan's* recommendations have been implemented, and the city's preservation activity and public interest in preservation has grown substantially over the last decade.

Public outreach efforts by the city and other preservation organizations have greatly increased. Interest in preservation was sparked with two high-profile historic preservation projects, including the relocation of the 170-year-old Stagecoach Inn on Chisholm Trail Road and the conversion of the Woodbine Mansion

on East Main Street from a residence to an event facility. Round Rock's first historic preservation nonprofit, Round Rock Preservation, was formed in 2016. Preservation Month has been observed annually since 2015, including presentations on local history and the Mayor's proclamation of National Historic Preservation Month.

The highest concentration of Round Rock's historic resources is in downtown, and redevelopment pressure on those resources increased with the adoption of the *Downtown Master Plan* in 2010. Round Rock's historic resources had not been surveyed since 1992. Since then additional downtown properties had reached the minimum age of fifty years for consideration as historic landmarks. The city conducted a survey and inventory of historic properties in the Plan Area to identify which downtown properties hold historic significance and should be considered for designation as local historic landmarks. The city adopted several code amendments to streamline Certificate of Appropriateness review. In 2012, a new Certificate of Appropriateness was created to establish conditions and procedures for relocating a historic building, and the newest edition of the *International Existing Building Code* was adopted. A 2014 amendment allows smaller changes such as paint color, door hardware, landscaping to be reviewed by PDS staff rather than the Historic Preservation Commission, enabling streamlined review and allowing that Commission to focus on more consequential aspects of a project.

A 2018 Round Rock Development Code amendment requires that a property owner who demolishes a historic property to repay the last five years of historic property tax exemptions received. This helps to ensure that public investment in the preservation of historic resources is not wasted.



Stagecoach Inn float at Fourth of July parade

Implementation Background:

One important implementation strategy for the next decade is to update the citywide survey of historic resources which, except for the *Downtown Master Plan* area, has not been revisited since 1992. Since then, the city limits have expanded, and properties built between 1942 and 1970 now meet the age requirement for historic designation once integrity and significance have been determined by a new survey.

Now that the Stagecoach Inn has been relocated, the next steps include restoration and determination of the future use of the space. It is worth investigating how the Inn and other city-owned historic properties might be used to promote heritage tourism; for example, the city could consider participating in the *Preserve America* program. The city and its preservation partners should continue expanded preservation education and outreach.

Although federal and state tax credits are available to help offset the cost of rehabilitating historic properties, only properties with state or National Register designations are eligible. The city's Partial Tax Exemption for Historically Significant Sites program rewards consistent maintenance in order to prevent the deterioration of historic resources but does not offer an incentive for major restoration or rehabilitation projects. However, it might become practical to create such a program as part of the commercial property revitalization efforts currently being developed by the Community Development Division of Planning and Development Services (PDS) Department.

Recent state legislation has limited local governments' ability to require particular finish materials, except in a historic district. Since building materials compatible with older downtown buildings can no longer be required through zoning, it may be desirable to investigate whether a broader downtown historic district would significantly preserve the character of the area.

Most of Round Rock's historic preservation projects have been financed with matching grants from the Certified Local Government program. As the cost of administering grants has increased, it has become impractical to use grants for smaller projects. The city should explore other options for funding preservation activities.

ROADWAY FUNCTION

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

Policy Description:

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

Accomplishments of Past Decade:

- New sign ordinance adopted (2013)
- Road extensions in missing links between existing roads: Kenney Fort Boulevard (2013), Creek Bend Boulevard (2017), North Mays Street (2019), Logan Street (2020)
- University Boulevard and IH-35 Frontage Road diverging diamond (2015)
- Southwest Downtown street and sidewalk improvements including Round Rock Avenue traffic circle, McNeil extension, Mays Street bridge enhancements
- Round Rock Development Code (2018)
- Impact fees for road construction (2019)



Roadway extension project to improve connectivity

Over the past decade, the city has addressed the function and appearance of transportation corridors in different ways. Several of the city's recently completed or under construction road projects have filled in missing links between existing roads, greatly improving their function:

- Creek Bend Boulevard was extended southwest to Brightwater Boulevard with bridges over Brushy Creek and Hairy Man Road (2017). This provides a key north-south connection over Brushy Creek, increasing connectivity and reducing the reliance on IH-35 and Chisholm Trail Road for north-south movements on the west side of Round Rock.
- North Mays Street extension between Paloma Drive to Oakmont Drive broke ground (2019). The project will help reduce traffic on IH-35 and create a new route to Georgetown.
- Logan Street extension to A.W. Grimes Boulevard will be constructed (2020). The project will provide local residents with greater neighborhood connectivity and improve access for emergency vehicles.
- Kenney Fort Boulevard extension between Joe DiMaggio Boulevard and Forest Creek Drive was completed (2013). Two more planned phases will extend Kenney Fort Boulevard from Forest Creek Drive to SH-45, and from Chandler Creek Boulevard to Old Settlers Boulevard.
- The University Boulevard intersection with the IH-35 Frontage Road was redesigned as a diverging diamond to improve traffic flow (2015).

Roadways leading to and within downtown Round Rock have also been significantly improved over the past decade. As a primary downtown corridor, Mays Street received a number of enhancements. Two gateway features spanning Mays Street were installed at Brushy Creek and at the bridge over the railroad to identify the entrances to downtown. In 2017, the Mays Street bridge over the railroad was revamped and renamed the Immortal Ten Bridge. Pedestrian safety leading to downtown has also been improved. New sidewalks have been installed along Mays Street. A traffic circle at the intersection of Round Rock Avenue and Blair Street was installed in 2016 to improve safety at the Mays Street and Main Street intersection. Bus stops have been added along Mays Street, and a transit center was built at Bagdad Avenue and Brown Street. The first phases of the McNeil Road extension were completed, straightening the passage under the Mays Street Bridge and allowing some traffic to avoid the Mays Street and Main Street intersection. The section between Brown Street and Burnet Street was completed in 2019. The McNeil Road extension will further improve walkability and pedestrian friendliness on both sides of Main Street as through traffic utilizes the new route.

Although billboard signs are not permitted per the Round Rock Development Code, a few nonconforming billboards remained in the city and extraterritorial jurisdiction (ETJ) as of 2010. In 2013, the Planning and Development Services (PDS) Department negotiated an agreement with Lamar Advertising allowing an existing billboard to be converted to a digital billboard, in exchange for removing two other billboards and 60 days per year of free advertising for the city on the digital billboards. Additionally, in 2013, the city overhauled its sign ordinance to better balance business needs for advertising and wayfinding with community goals for traffic safety and an attractive streetscape. The new ordinance included sets of development standards appropriate for different road types in order to create a more consistent streetscape while remaining flexible enough to avoid a monotonous appearance, and to accommodate changes in sign manufacturing technologies. The revised sign ordinance prohibited flashing and animated messages to prevent distracted driving.



North Mays Street road extension



Round Rock 2030 information on digital billboard

While the city has improved the function of existing roadways, it has also helped to ensure that future infrastructure is safer and well-connected. The rewritten Round Rock Development Code includes provisions for roadway connectivity within and between new residential subdivisions. The goal of these new connectivity requirements is to disperse traffic entering and exiting neighborhoods, thereby improving flow on major collectors and arterials. Additionally, in 2019, the city adopted its first impact fee for road construction which took effect at the beginning of 2020. The fees help to address the need for increased capacity on arterial and collector roadways generated by new development. While these new impact fees are critical to achieving this objective, future road bonds will also be necessary.

Implementation Background:

In order to continue to enhance the function and appearance of roadways in Round Rock, the city will identify specific corridors that need improvement and set clear streetscape guidelines that address both aesthetic and functional concerns such as a street tree program. Special attention should be given to improvements associated with pedestrian and bicycle travel, as well as traffic calming infrastructure. This could mean adding chicanes, which are artificial narrowings, along certain roads as well as making sure streets along open spaces are single-loaded.

An example of an improvement project currently under consideration is the South Mays Street enhancement. Aesthetic improvements such as screening and public art are being considered that could contribute to the revitalization of commercial centers along the corridor. Certain areas of the city, such as downtown, are seeing increased pedestrian activity which may ultimately affect roadway function. The function of vehicular streets is being transformed to accommodate pedestrian facilities and amenities such as the proposed parklet project.

Design and capacity of roadways ultimately have an effect on land use. Land development is tied to access and mobility. The *Transportation Master Plan*, adopted in 2017, estimated \$1.2 billion in new infrastructure will be needed to accommodate Round Rock's ultimate population of 250,000.

MOBILITY

Develop transportation options within and between neighborhoods and local destinations.

Policy Description:

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

Accomplishments of Past Decade:

- Downtown Transit Center (2010)
- Transit Master Plan (2015)
- Capital Metro bus service (2017)
- Sidewalk Gap Program (2017)
- Connectivity regulations for new single-family subdivisions (2017)

In 2017, the city enacted connectivity regulations for new single-family subdivisions to enhance access into, out of, and between neighborhoods. Connectivity is achieved by three methods: increasing the number of intersecting streets within new subdivisions, requiring more connections to existing streets outside the subdivision, and providing stub streets to future subdivisions. High levels of connectivity result in reduction of travel time and distance for drivers, less burden on collector and arterial streets, more convenient walking and cycling for residents, faster and more efficient emergency response, and more efficient public services such as trash collection and mail delivery. Preliminary plats must now include a roadway connectivity index score, a common measurement of the interconnectedness of the street pattern. Addressing connectivity at the start of new development can help residents easily travel within and between neighborhoods and local destinations.

Addressing mobility in Round Rock also includes expanding the number of options people have for moving around the city. The *Transit Master Plan*, adopted in 2015, provides a blueprint for improving local mobility and regional connectivity through 2025. The city's first fixed-route bus service began operation in 2017, as the city's transit needs had long outgrown the capacities of the on-demand Capitol Area Rural Transit Service (CARTS). Transit routes in Round Rock travel to and from the downtown Transit Center, which was completed in 2010. Routes include local service to the Higher Education Center and destinations throughout the city, as well as express commuter service connecting to the Capital Metro system.

In addition to transit, the city provides standards for bicycle and pedestrian facilities within the transportation network in the *Transportation Criteria Manual*. Design standards specify bicycles may share the roadway with other vehicles or share the sidewalk with pedestrians. To address existing infrastructure, the City of Round Rock has initiated the Sidewalk Gap Program. This program is intended to expand the city's sidewalk system in order to increase connectivity by maximizing opportunities for walking, while simultaneously improving safety and convenience. For future roadways, four- to-five-foot wide sidewalks are required on both sides of all roadways. Curb ramps are also to be provided wherever an accessible route crosses a curb. Medians on divided highways are designed to provide refuge for pedestrians and bicyclists during crossings. The city also requires a minimum ten-foot shared-use path on one side of all arterial roadways and an eight-to-ten-foot shared-use path on collector roadways.



Person loading bike onto Capital Metro bus

Implementation Background:

Public transit, pedestrian, and bicycle infrastructure will become increasingly important over the next decade as traffic congestion continues to grow. Improving and expanding transportation options in Round Rock will help people travel within and between neighborhoods and local destinations. Expanding the bus service and considering the possibility of a regional park and ride could help make public transit more convenient and user-friendly. The city should also improve pedestrian connections to make crossing busy roadways safer. The city should continue to utilize processes for subdivision platting and site development to ensure connectivity across and between new developments. Meeting connectivity requirements ensures connections across new commercial developments and accommodates a variety of transportation options. Beyond connectivity, the city should manage parking supply and demand to ensure efficient use of land.



Capital Metro bus route in downtown Round Rock



Downtown Transit Center



Brushy Creek Trail

HOUSING

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

Policy Description:

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

Accomplishments of Past Decade:

- MF-1, MF-2, and MF-3 multifamily zoning districts (2012)
- SF-D and SF-3 single-family zoning districts (2018)
- 8 single-family condominium projects approved as PUDs since 2015

The majority of Round Rock's existing housing stock was constructed after 1970 and consists of single-family houses and walk-up multifamily complexes. The 2010 Comprehensive Plan acknowledged that Round Rock's population was diversifying and recommended revisiting development standards to accommodate a variety of housing types and sizes. Although the 2010 Comprehensive Plan recommended continuing the longstanding policy of limiting multifamily to 20% of housing units and encouraging large-lot housing subdivisions, it also recommended a greater portion of multifamily units in mixed-use and multi-use areas. Currently, 28.3% of housing units are located in multifamily complexes, including multi-unit senior housing complexes. The city has since adopted several significant changes in residential zoning districts.

The 2010 Comprehensive Plan noted that the fastest-growing residential land use category was multifamily. The zoning ordinance at that time had one Multifamily (MF) zoning district, which allowed densities of up to 20 units per acre, thus encouraging the construction of large walk-up multifamily

complexes. In 2012, the MF zoning district was replaced by low, medium and high-density multifamily zoning districts (MF-1, MF-2, and MF-3) to encourage a greater variety of apartment types.

All existing MF-zoned properties were then rezoned as MF-2 (Multifamily - Medium Density), because MF-2 had the same maximum density as the preexisting MF zoning district. For the new districts, MF-2 location standards significantly limited the construction of apartments adjacent to single-family neighborhoods and near other MF-2 projects, encouraging MF-1 (Multifamily -Low Density) instead. The MF-3 (Multifamily - Urban) zoning district allowed mid- and high-rise apartments at higher densities than previously permitted in the city and required structured parking.

Two new single-family zoning districts were adopted in 2018. The SF-D district (Single-Family - Downtown) was created to encourage continuation of downtown’s traditional development pattern, which often did not include elements such as two-car garages that are required in the SF-1 (Single-Family - Large Lot) and SF-2 (Single-Family - Standard Lot) zoning districts.



New single-family home in Round Rock



Three story walk-up multifamily complex in Round Rock

The new SF-3 (Single Family - Mixed) zoning district was created to encourage a variety of single-family lot sizes and price points within a single development. Up to 30% of the lots may be smaller (5,000 sq. ft.) than was previously permitted in Round Rock, if at least 40% are large lots (minimum 10,000 sq. ft.) and at least 30% are medium lots (minimum 6,500 sq. ft.). The SF-3 zoning district has proved a popular option with developers. Between May 2018 and July 2019, almost 700 undeveloped acres were zoned SF-3.

Since 2015, eight condominium projects consisting of single-family houses on a common lot have been approved as Planned Unit Developments (PUDs). These projects have demonstrated demand for a new type of housing for Round Rock which are smaller owner-occupied single-family units with exterior

maintenance performed by a condominium association. Increased density and less land consumed by public infrastructure results in lower development costs. With this housing product, developers have been able to deliver new housing units at a more affordable price than houses in conventional subdivisions.

Implementation Background:

In addition to a continuing concern for greater housing unit variety, public input for *Round Rock 2030* also revealed significant concerns about housing affordability, referring to the price point of market rate housing rather than subsidized housing. This is a change from the concern expressed in the 2010 Comprehensive Plan that too much of the city's housing stock consisted of inexpensive starter homes.

Concerns about housing affordability and lack of availability of certain housing types are often common in high-growth areas. The need for intermediately-sized and priced housing that falls between single-family houses and large apartment complexes is frequently referred to as the missing middle. Planning policy experts are currently experimenting with ways to encourage more missing middle housing. The popularity of single-family garden style residential in Round Rock indicates a demand for smaller, lower maintenance, and affordable housing.



Townhome development in downtown Round Rock



Single-family home in established neighborhood (1970s) in Round Rock

Challenges in the next decade include both expanding the range of housing forms constructed and widening the mix of unit types within a subdivision. For example, a new zoning district similar to SF-3 might also allow duplexes and bungalow courts. The city should investigate ways to diversify housing types in existing subdivisions, such as allowing accessory dwelling units. With an increased demand for smaller single-family homes, best practices should also be investigated for single-family houses with shared parking, tiny houses, row houses, and bungalow courts.

MIXED-USE

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

Policy Description:

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

Accomplishments of Past Decade:

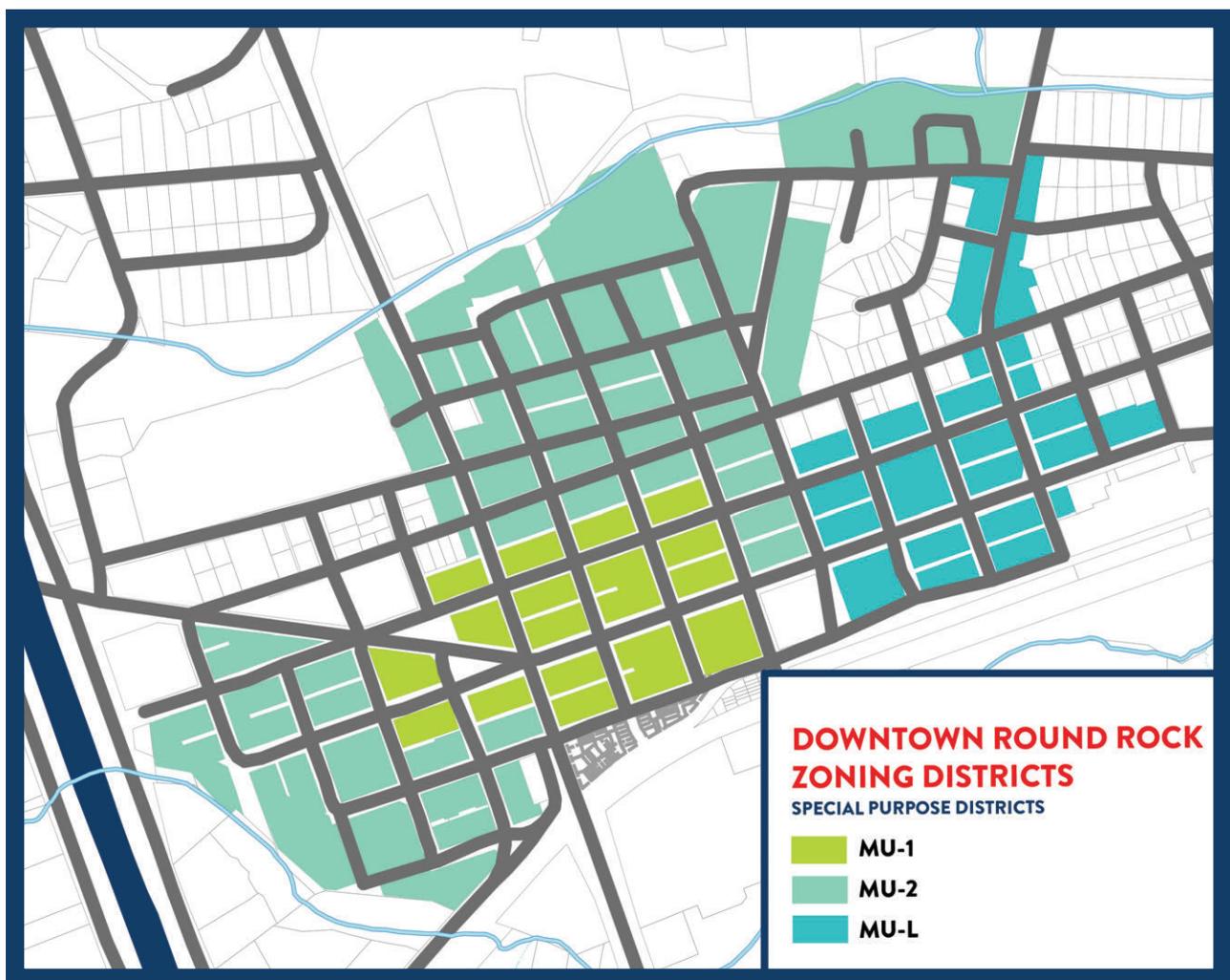
- MU-1, MU-2, and MU-L mixed-use zoning districts downtown (2013)
- MU-R and MU-G mixed-use zoning districts (2017)
- Memorandum of Understanding for The District mixed-use project (2017)

The Future Land Use Map in the 2010 Comprehensive Plan identified three areas as promising locations for mixed-use development: downtown, the Avery Centre area, and areas west and south of the Dell Technologies campus. At that time, the *Downtown Master Plan* was about to be adopted, the Avery concept plan had been approved, and the Dell site was identified as a key infill parcel with potential as a transit hub.

The Downtown Mixed-use area differs from the others in that it is a revitalization strategy for an already developed area. The aim was to create land use and development standards that would work with the existing gridded streets and small lots to encourage re-use and reinvestment. Coordinating the activities and expectations of many individual actors has required significant investment in public spaces and infrastructure.

Three mixed-use zoning districts specifically for the downtown area were adopted in 2013. MU-1 (Mixed-Use Historic Commercial Core) encourages the traditional pattern of common-wall commercial storefronts of the downtown National Register historic district and areas immediately adjacent, MU-2 (Mixed-Use Downtown Medium Density) allows a mix of commercial and residential development, and MU-L (Mixed-Use Limited) specifies a residential appearance with only limited commercial uses. The three districts include standards for a mix of commercial and residential building forms that respect the area's historic buildings and development pattern.

FIGURE 14. DOWNTOWN MIXED-USE DISTRICTS



The Dell Mixed-Use area was identified as a potential large-scale redevelopment area, but at a much larger scale. The 2010 Comprehensive Plan envisioned the redevelopment of two aging big-box retail centers on the east side of IH-35, capitalizing on the adjacent Dell Technologies campus and the possibility of a future commuter rail station to attract future residents and employers with a broader mix of uses.

Since then, new development on the west side has included a mix of apartments, hotel, retail, and office space; however, it would not be considered pedestrian-friendly. Proposals for the redevelopment of aging centers on the east side of IH-35 have not occurred, but a new mixed-use project is proposed for the adjacent undeveloped 65-acre property along SH-45. In 2017, the city signed a Memorandum of Understanding for one million-square foot mixed-use development for that site, known as The District. The project will be regulated as a Planned Unit Development (PUD) and will offer higher-density apartments in a mixed-use setting rather than an isolated residential complex and has been compared to The Domain in Austin. It is anticipated that the project will encourage a more pedestrian-friendly redevelopment of the older retail centers.

The Avery Centre mixed-use area in Northeast Round Rock has similar acreage to the Dell Mixed-Use area but will be almost entirely new construction. The Avery development will take shape around branch campuses of Texas State University, Austin Community College, and Texas A&M medical and nursing schools. In this case the mixed-use PUD will coordinate integrated housing, shopping and recreation around these institutions, aimed at both students and educators.

To facilitate more modest mixed-use projects, two new mixed-use zoning districts were adopted in 2017. These districts will be opt-in only, meaning the zoning will only be applied to properties at the owner's request. The MU-R (Mixed-Use Redevelopment and Small Lot) and MU-G (Mixed-Use Greenfield and Large Lot) districts are not intended to be of a particular style or period, but to encourage high-quality construction and development that fits the proportions and functional characteristics of a mixed-use district with a pedestrian-oriented urban feel.

Implementation Background:

Over the next decade, it is expected that mixed-use development will become increasingly important as a revitalization tool. The Chamber of Commerce reports that employers increasingly favor mixed-use settings rather than isolated office parks. In the 2017 study prepared for the Round Rock Chamber of Commerce, Garner Economics, LLC identified five older commercial centers that would benefit from redevelopment as more pedestrian-oriented mixed-use areas, including one of the aging centers in the Dell Mixed-Use area.

The MU-R zoning district could be used as an implementation tool to guide infill projects, increase pedestrian activity, and provide opportunities for denser development in certain areas of the city.

PDS staff identified additional potential larger-scale mixed-use areas close to new regional attractions such as Kalahari Resorts. Potential complementary uses include restaurants, services and residential options. Guests and employees of regional attractions and surrounding mixed-use areas would support demand for transit services at these locations.

Public input for *Round Rock 2030* identified strong support for mixed-use development, but only in certain appropriate locations where transit and infrastructure can accommodate the density. Typically, these were identified as being along major roadways, such as at intersections of major arterials and along highways.

ADAPTING TO CHANGE

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

Policy Description:

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

Accomplishments of Past Decade:

- Planning, Code Enforcement, Building Inspection, and Development Services merged (2012)
- Implementation of permit tracking software (2012)
- Neighborhood Services program (2012)
- Platting requirements for minor improvements (2013)
- On-site public hearing signs (2013)
- Food truck permitting process (2015)
- Online Current Development Map (2015)
- Garage conversion ordinance (2016)
- Civil inspectors reassigned to PDS (2016)
- Pre-approved products for developer-built infrastructure (2016)
- Application intake for PDS streamlined (2017)
- Community Development Division joins PDS (2017)
- PDS case management process (2018)
- New alcohol sale and serving regulations (2018)
- Timing of permit issuance for subdivisions (2018)
- Round Rock Development Code (2018)

Round Rock continually makes incremental improvements in both the quality of its development standards and in the efficiency of its development permitting procedures. While predictable development standards are essential, they must also be adaptable to unpredictable changes in technology, resident and consumer preferences, and the overall economic climate. The efficiency and responsiveness of the city's development processes are an important economic development tool for attracting new businesses and in supporting existing businesses.

A number of amendments to the Round Rock Development Code have been made to address planning and market trends. Early in the 2010s, food trucks became popular and the city received many requests to allow one or more of them to set up in an empty lot or parking lot for days at a time. Previously food trucks had not been allowed within the city limits, which prompted Planning and Development Services (PDS) to examine the conditions necessary to allow the food trucks without creating unintended consequences. A permitting process to allow food trucks was created in 2015 establishing minimum standards for hosting at certain complementary uses and locations.

As development activity began to increase downtown, it became apparent that the requirement for unrecorded subdivisions to be platted before permits would be issued was problematic when the owner merely wanted to make minor enhancements to existing sites and structures. In 2013, the platting requirement was lifted for minor improvements facilitating redevelopment in older subdivisions, including many downtown.

As home prices have increased, the city has received more requests to convert garages to additional living space, often in older neighborhoods with smaller homes. In 2016, an ordinance was adopted allowing the garage conversions in properties platted before 2002. Prior to the 2002 Zoning Ordinance, these residential properties were not required to have two garage-enclosed parking spaces, so allowing the conversions effectively reestablishing a property right that was previously in effect for many older neighborhoods. The primary reason the city adopted this ordinance is to ensure converted garage space meets building codes pertaining to health and safety. These garage conversions are not considered to be accessory dwelling units (ADUs).



Accessory dwelling unit above garage



Garage converted to additional living space

With increased housing demand from 2010 to 2020, some homebuilders expressed concern to PDS staff regarding the timing of permit issuance. Throughout much of its history, Round Rock required the subdivision improvements, including roads, drainage, and utilities, for a new neighborhood to be completed and accepted by the city prior to issuing permits for new single-family homes, apart from model homes. This protects the homebuyer and ensures an orderly construction process. However, subdivision acceptance can be lengthy and includes non-construction related items such as easement recordation, posting of fiscal, and landscape plantings. To assist builders in getting some homes on the ground faster while protecting the homebuyers, the city revised the Round Rock Development Code to allow the issuance of up to 30 permits for each phase once the subdivision improvements are substantially complete.

Over the last century, Round Rock has grown to include areas with different alcohol serving regulations. The city had inherited a patchwork of regulations relating to how late alcohol could be served and whether spirits could be served as well as beer and wine. In 2018, a voter referendum allowed sales of mixed drinks in all areas of the city, and the City Council voted to extend serving hours to 2:00 a.m. in all areas of the city.

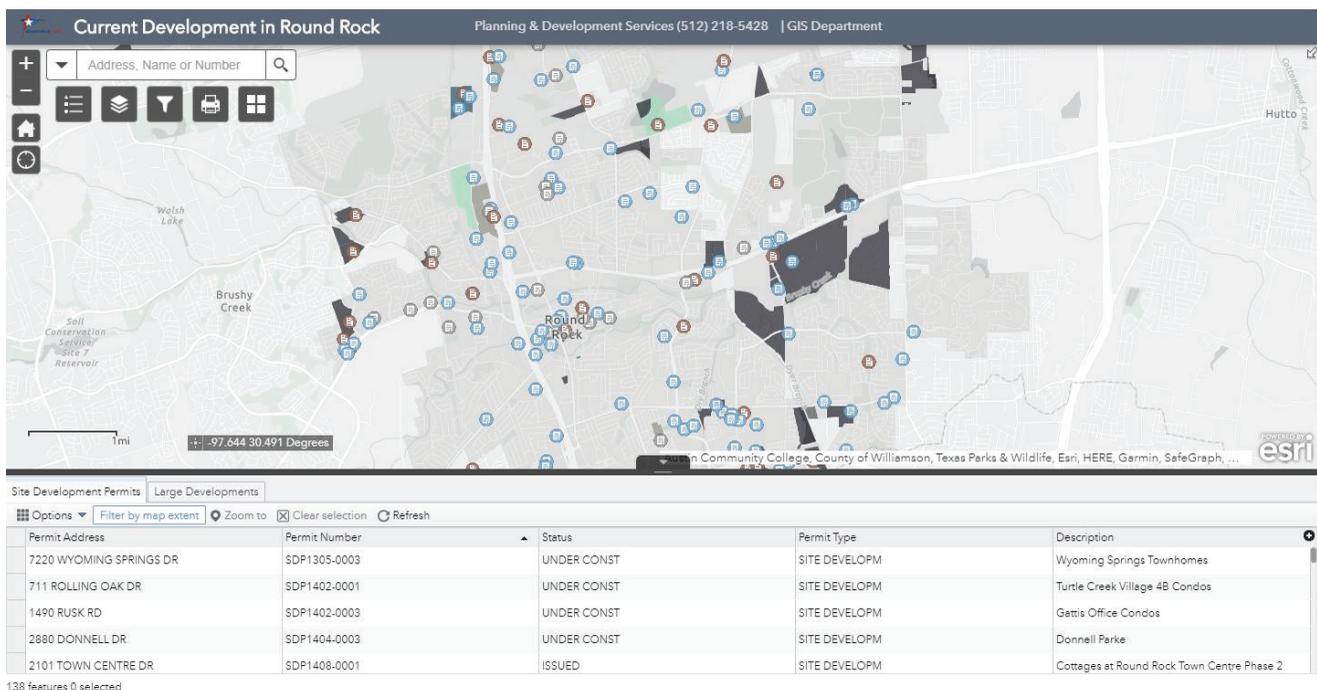
The revised Round Rock Development Code, adopted in 2018, consolidated all development-related ordinances, including zoning, subdivision, and sign ordinances. The goal was to improve ease of use by both applicants and PDS staff, eliminate inconsistencies between ordinances, and reduce potential for future error as codes are amended. At the same time, a number of significant changes were made in the substance of the Code:

- Created new zoning districts: SF-3 (Single-Family - Mixed), OF-2 (Mid-Rise Office) MU-R (Mixed-Use Redevelopment and Small Lot) and MU-G (Mixed-Use Greenfield and Large Lot). These districts describe development forms that the city wishes to encourage, but that were not otherwise accommodated under the zoning code;
- Added street connectivity requirements for new residential subdivisions to improve mobility, particularly for pedestrians, bicyclists, transit, and emergency vehicles;
- Allowed minor plats to be reviewed administratively, so that relatively uncomplicated plats did not need to be reviewed by the Planning and Zoning Commission;
- Strengthened measures to protect the largest trees during the development process; and
- Required all detention ponds to be designed to accommodate the one-percent annual chance flood event, instead of only those properties in developments located in areas with known flooding issues.

PDS has made development processes more navigable for developers and manageable by the city. Most significantly, the Planning, Code Enforcement, Building Inspection, and Development Services functions merged into a single department in 2012 and moved into the same building in 2013. In 2016, all civil inspectors responsible for private sector development were reassigned from the Transportation Department to PDS. Application intake for all plat, zoning, site plan, and subdivision permits were directed to a single location with dedicated intake staff in 2017. The case management process was implemented in 2018, in which a staff member is assigned to follow each project through platting, subdivision, and site permitting processes.

The city's first permit-tracking software system, TRAKiT, was implemented in 2012, improving communications between reviewers and allowing applicants to follow their application's progress. In 2016, the city created a list of pre-approved products for developer-built infrastructure, saving both applicants and reviewers time in selecting and evaluating product specifications.

Many adjustments were also made to improve communication with both applicants and the general public. The online Current Development Map, an interactive map of projects under review or construction, was launched in 2015. Beginning in 2013, projects requiring a public hearing were required to post a sign on site in addition to the public notice posted in the newspaper and at City Hall. The Neighborhood Services Office was created in 2012 to improve social capital in neighborhoods and establish a structure for neighborhoods to advocate for their concerns. Neighborhood Services merged with the Community Development Block Grant (CDBG) office to become Community Development, which became part of PDS in 2017.



Interactive Current Development Projects in Round Rock map

Implementation Background:

Much of Round Rock's growth is the result of regional economic, employment, and industrial trends, which are beyond local control. Financing conditions can change, major business trends such as coworking spaces can suddenly emerge or disappear; therefore, the city must be able to adapt quickly.

A number of emerging trends currently require the attention of policymakers. E-commerce has greatly reduced demand for some types of retail while increasing demand for more experiential retail and services in a mixed-use setting. At the same time, several of Round Rock's older retail developments designed for a different retail environment have obsolesced and present an opportunity for redevelopment as mixed-use.

Demand is growing for increasing diversity of housing types, particularly owner-occupied homes at a missing middle density, between those of single-family houses and large walk-up apartment complexes. Development standards for retail should be reevaluated, particularly concerning accommodations for curbside services. Perhaps most significantly, as regional attractions like Kalahari Resorts and the Round Rock Amphitheater (formerly Nutty Brown Amphitheater) are completed and come into service, their impact on surrounding land uses should be evaluated and development standards adjusted accordingly.

New regional attractions will certainly change the city in ways that cannot yet be anticipated. Even the relocation of the Library to a new, larger building only a block from its current location will significantly change downtown by influencing surrounding land uses and opening up its former site on Main Street to redevelopment.

The onset of COVID-19 in early 2020 delayed the adoption process for *Round Rock 2030*. To recognize the importance of continuity of operations and potential changes to development trends, two implementation strategies were added to reflect implications of the pandemic.



Curbside pickup at grocery store



Electric vehicle charging stations at Round Rock Premium Outlets

SUSTAINABILITY

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

Policy Description:

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

Accomplishments of Past Decade:

- Curbside recycling (2011)
- Development standards for wind and solar systems attached to buildings (2012)
- Landscaping regulations for native and adapted plants (2012)
- Irrigation systems required to have rain and freeze sensors (2012)
- Tree protection and preservation ordinance (2017)
- Capital Metro bus service (2017)
- Requirements for on-site detention of stormwater and redesign of flood channels

The 2010 Comprehensive Plan was Round Rock's first to include recommendations on environmental sustainability. Over the last decade, PDS has amended development standards to specifically address and encourage more environmentally sound practices. In 2012, development standards were adopted for the use and placement of ancillary wind and solar systems attached to buildings. Also in 2012, Round Rock revamped its landscaping regulations to emphasize native and adapted plants in an effort to further the city's water conservation goals. Drought-tolerant turf grass became required for all sodded landscape areas, and the overall amount of landscape area permitted to be sodded was reduced in favor of shrubs and decorative groundcover, which require less water. Irrigation systems were required to have rain and freeze sensors to minimize watering during unnecessary times of the year.

Additionally, the city's tree protection and preservation ordinance was updated in 2017 to provide extra protection for monarch trees, which are the largest of their species in the city, and to incentivize the preservation of existing protected trees. This specifically clarified that monarch trees have an enhanced level of protection. This protection provides for a more limited level of encroachment or impact to the critical root zone than for the smaller protected trees. This code enhancement has been, and will be, important since much of the recent and future development occurs in more heavily forested areas within the Round Rock's jurisdiction.

The most direct conservation and waste reduction measures have been undertaken by the Utilities and Environmental Services Department. The most well-known is its public education program on water conservation which offers rebates on water-saving fixtures and low-cost rainwater collection barrels for landscape irrigation. Curbside recycling collection began in 2011 and services at the recycling center were expanded to include electronics and household hazardous waste. Materials such as paint are re-blended, and brush is processed into mulch.

The Utilities and Environmental Services Department has also made significant progress in addressing existing flood-prone areas and preventing future ones. All properties are now required to build on-site detention facilities to accommodate a one-percent (100-year) annual chance flood event, not just the four percent (25-year) annual chance flood event required previously. This new requirement allows flood-prone land to be less impacted. Additionally, rather than building a concrete flood channel, flood channels have been redesigned where possible to allow water to move more slowly and to soak into the soil. Creeks and flood channels are left in their natural state whenever possible to provide habitat and slow floodwater.



Rain barrel for water collection



Protected monarch tree

The Transportation Department coordinated Round Rock's first fixed-route bus service in 2017 by arranging a service agreement with Capital Metro. The Transportation Department also continues to add sidewalks to older neighborhoods to make neighborhoods more walkable and transit more attractive. Environmental sustainability is closely tied to land use policies and development standards. Alternate transportation modes such as walking, bicycling, and transit services are more likely to be used when they can operate more efficiently where there is strong street connectivity and sufficient residential density. Allowing complementary uses in closer proximity, rather than relegating them to separate single-use zoning districts, also reduces vehicle trips and encourages better street connectivity. Higher-density development is generally less resource-intensive, both in terms of infrastructure constructed per unit and in the overall consumption of land.



Landscaping using native and adapted plants at UPS in Round Rock



Protected monarch tree at Kalahari Resorts

Implementation Background:

Desired efficiencies that promote sustainability with land development will need to be incorporated into the city's development review processes. Site development and building permit policies could be revised to not only codify but incentivize green building practices.

Additional measures could improve the efficiency and sustainability of Round Rock's land use policies and development standards. The 2019 Conservation Plan, created by the Utilities and Environmental Services Department, provides a strategy for more efficient water infrastructure.

Over the next ten years, increased development costs and affordability concerns will necessitate more efficient development standards, including retrofitting existing development. A significant number of older retail centers are aging to the point where redevelopment becomes feasible and there may be an opportunity to increase density and diversify their uses to improve walkability and transit-friendliness. The result will be a more efficient and sustainable use of land.



The Ruby Hotel landscaping feature to manage water runoff and filter pollutants

CONCLUSION

Each of the twelve policies outlined in this section are restated in the implementation section with associated implementation strategies to address upon adoption and over the next ten years.

Round Rock

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DEVELOPING OUR FUTURE

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ROUND ROCK 2030

INFRASTRUCTURE





Water tower on Mays Street

INTRODUCTION

Round Rock 2030 is a plan focused on land use planning, implemented by the Planning and Development Services (PDS) department. As mentioned previously, the already adopted Utilities and Environmental Services, Parks and Recreation, and Transportation plans are adopted as addenda to *Round Rock 2030* to ensure coordination of all planning efforts. These departments all have policies that are relevant to land use. PDS reached out to these departments to summarize their achievements of the last decade and goals for the next ten years. PDS is focused on the implementation strategies included in *Round Rock 2030*; other departments are responsible for the goals and implementation of their departmental plans.

UTILITIES AND ENVIRONMENTAL SERVICES

The Utilities and Environmental Services Department provides several core services for the citizens and businesses of Round Rock. The four primary services include water, wastewater, stormwater, and environmental services.

The utility infrastructure for the City of Round Rock has expanded along with the city's population. The adequate provision of utilities is important for the city as it strives to maintain a desired level of service for residents and businesses and promote economic development. Utilities represent substantial financial outlays. Consequently, utilities must be planned well in advance to meet projected peak community demands and must be commensurate with city financial capabilities.

Water

One of the most difficult periods for Round Rock's utilities was 1970 to 1980. The city's population increased by 353%, from 2,811 in 1970 to 12,740 in 1980. This rapid population rise placed tremendous pressure on city utilities and, in 1978, city wells ran dry. The 1978 crisis prompted the city to expand its water resources and aggressively plan for future growth.

Population growth continued unabated through the 1980s. To ensure adequate service for this burgeoning population and to prevent the reoccurrence of the 1978 water shortage, a study of the basic utility structure and community needs was undertaken in 1986. The resulting 1986 *City of Round Rock Master Water and Wastewater Study* now forms the basis for utility planning in the city. The 1986 study has been subsequently evaluated and updated approximately every three years to meet current growth needs.

Over the past decade, several notable utility projects were created and numerous new programs were implemented to ensure that the city's water utility keeps pace with growth and provide necessary services.

In 2009, Round Rock formed a partnership with the cities of Cedar Park and Leander, known as the Brushy Creek Regional Utility Authority (BCRUA), to build a regional water treatment and distribution system designed to deliver water from Lake Travis to the three partner cities. Not only will this partnership meet Round Rock's long-term needs, it will increase the city's drought tolerance and improve reliability in the event of a crisis.

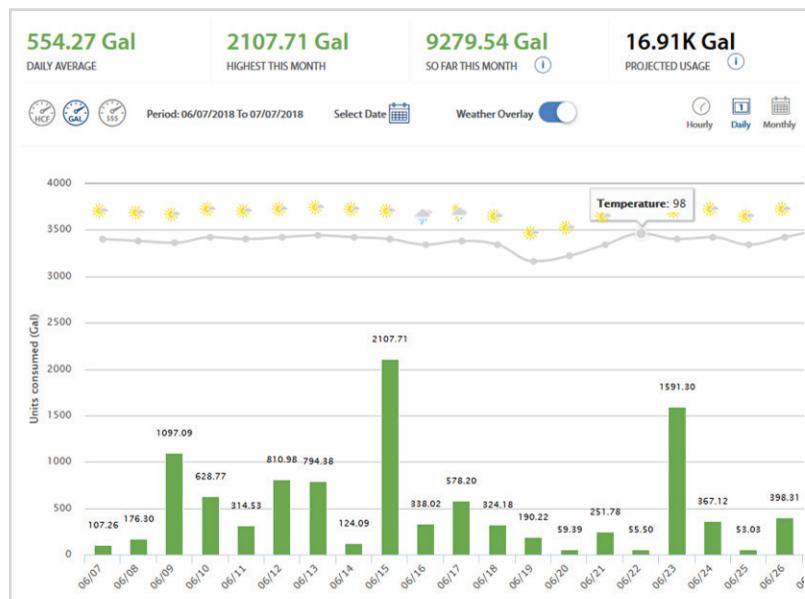
Additionally, the economies of scale created by the partnership have saved millions of dollars and allows Round Rock to continue providing one of the lowest water rates in the region. In 2012, the city completed Phase 1A of the BCRUA regional water plant which provides up to seventeen million gallons per day (MGD) of treated water for the cities.

In 2012, the reuse water system was expanded to provide up to six MGD of reuse water to Northeast Round Rock. Reuse water is a low-cost alternative to treated water for irrigation and landscaping. By expanding the reuse water system, the city conserves the drinking water supply, decreases the need for major capital expenditures and future surface water rights acquisitions, provides a good source of processed water for industries to use at a lower cost to the city, and is an incentive for economic growth and development.



Water reuse tank

From 2012 to 2017, all residential water meters were replaced with Automatic Meter Reading technology. Prior to 2012, staff manually read every water meter in the city on a monthly basis. Initially, the system was set up for drive-by only; however, the program was expanded to an Automated Metering Infrastructure which automatically transmits data to a server. This has allowed the city to obtain daily meter reads that are available to our water customers through the customer portal.



RRTX customer portal

The city maintains a *Water Master Plan* to ensure necessary infrastructure is in place to meet the growing demands of the city. The city utilizes land use assumptions and population projections when determining the infrastructure that is required for various areas. The Master Plan has allowed the Water Utility to build infrastructure in order for the city to continue to grow and meet the economic development needs.

Substantial time is required to develop additional water supplies; therefore, strategically planning for the future, 30 to 50 years, is vital. As described above, in 1978, the city experienced the vulnerability of being reliant on just one water supply. Currently, the city has two water supplies, the Edwards Aquifer and Lake Georgetown/Stillhouse Hollow Lake. Round Rock's projected growth, however, will require more water by approximately 2021, which will come from another surface water source, Lake Travis. The city must plan and build new facilities based on peak demand, the highest use that the water system will ever undergo, even though average use is substantially less. Conservation measures are a means to flatten the peak demand and more efficiently utilize existing facilities. A lower peak demand extends the life of current facilities which prevents costly upgrades or new facilities. Delaying new construction and better utilizing current capacity helps to keep water rates low.

Wastewater

The city's wastewater collection system is based on the alignment of major wastewater interceptors along creek beds to provide service through gravity mains for all areas within a creek's watershed. This strategy is the most cost-effective in terms of minimizing areas which must be served by lift stations due to the varying ground elevations in and around the city.

There are five major creeks within the City of Round Rock: Brushy, Chandler, Lake, Onion, and McNutt Creeks. Currently, significant development exists in these watersheds, and major wastewater interceptors are installed along each creek. All the interceptors flow by gravity to the existing wastewater treatment plant located along Brushy Creek.

In response to increasing development within the Brushy Creek watershed, the cities of Round Rock, Austin, Cedar Park, and Leander have implemented a regional wastewater system to provide centralized treatment facilities. The system, owned by the Brushy Creek Regional Wastewater System (BCRWWS), was first conceived in the early 1980s.



Brushy Creek Regional wastewater treatment plant

Overall, the regional system is a means to remove small, less effective wastewater plants from the basin and to improve water quality and protect the environment. Previously, each municipality treated wastewater in separate facilities and discharged the treated water into nearby creeks. Under the regional plan, all wastewater is treated at two regional treatment plants located in Round Rock.

In 2017, the City of Round Rock commenced with the preliminary engineering for the BCRWWS Plant expansion, increasing the treatment capacity from 20 MGD to 30 MGD. Final engineering should be completed by 2020.



Wastewater line maintenance

In October 2018, the city took over the operations and maintenance of the BCRWWS, previously performed by the Brazos River Authority (BRA) since the 1990s. As Round Rock's utility has grown, the city has become well positioned to take over these functions and we anticipate a financial benefit to all partner cities.

In accordance with the Texas Commission on Environmental Quality's (TCEQ) Edwards Aquifer Program, the city continues to inspect and repair the wastewater collection system. This program not only protects the aquifer from exfiltration of sewage, it also reduces the amount of inflow and infiltration into the collection system which costs the city more in treatment.

By the end of 2023, the city anticipates completing the BCRWWS Plant expansion. This expansion not only increases capacity, it also rehabilitates parts of the existing plant and installs the latest technology in odor monitoring equipment.

The water the city receives from Lake Travis incurs a surcharge established by the Lower Colorado River Authority (LCRA). The city and BRA are interested in a solution that would return flows back to the Colorado River Basin for a “No Net Loss”. The city is interested in this project to reduce the surcharge amount which ensures rate stabilization for our water customers. Potential solutions include constructing a project that will take treated water from the wastewater plant and discharge it back into the Colorado River Basin. The feasibility of this project will be determined once the project costs are finalized.

Stormwater

The city operates and maintains a drainage system that conveys stormwater through a series of channels, pipe network, box culverts, etc. to tributaries and creeks which ultimately ends up in Brushy Creek. In addition, the city follows Federal Emergency Management Agency (FEMA) floodplain regulations ensuring new development is not constructed within the designated floodplains.

In the mid-2010s, the city established a Drainage Utility Fund to incur the costs of all stormwater and drainage functions previously incurred by the General Fund. The initial residential fee was \$2.75 per month which has since been updated to \$4.75 per month. The monthly drainage fee for commercial properties is determined based on impervious cover.



Stormwater channel Onion Branch before (left) and after (right)

In 2014, the *Stormwater Master Plan* was created to:

- Establish a process to access the city's stormwater infrastructure;
- Identify and assess existing and potential flood and erosion risk;
- Develop conceptual engineering solutions to mitigate risk; and
- Provide a systematic approach to allocate funds for the city's stormwater capital improvement projects (CIP).

Several CIPs have been completed over the years that have improved channels, conveyance capacity of pipes, and detention improvements.

The city prepared a Storm Water Management Program (SWMP) which documents a comprehensive plan to manage the quality of the discharges from the Municipal Separate Storm Sewer System (MS4) and ultimately protect and improve water quality in our creeks and waterways.

The city is required under the Texas Pollution Discharge Elimination System to obtain permit coverage from the TCEQ for discharges from its MS4. The SWMP describes the five Minimum Control Measures (MCMs) and Best Management Practices (BMPs) that the city will implement over a five-year period. The city will enhance existing activities that are designated to protect the environment and water quality and supplement those activities with new BMPs. The BMPs were selected based on the requirements of the TCEQ general permit, general assessment of their effectiveness, applicability to the city, and implementation cost.

In October 2019, all drainage operation functions were moved from the Transportation Department to the Utilities and Environmental Services Department. Previously, only the drainage planning and engineering functions were performed in the Utilities and Environmental Services Department. Combining these work groups will improved communication and effectiveness of the employees within the Drainage Utility.

The city will continue to analyze and construct drainage improvements in order to reduce the risk to properties that have experienced flooding in the past. The partnership between the Upper Brushy Creek Water Control and Improvement District (WCID) and the city will identify funding in order to construct Dam 101. This project will reduce flooding for many properties that are currently located with the floodplain.

Environmental Services

The Environmental Services Division is responsible for solid waste/recycling, household hazardous waste, water and wastewater laboratory, and pretreatment.

In 2011, the city implemented a new residential curbside single-stream recycling program. This program has been extremely successful in increasing the amount of waste recycled, diverting waste from the landfill, cleaning city streets by providing standardized containers, and applying recycling credits to residential utility bills. The city evaluates the program on a regular basis to ensure rates are kept low and the best services are provided.

The treatment of wastewater is adversely affected when certain industrial or hazardous materials are added. Round Rock's wastewater treatment system capacity exceeds five MGD; therefore, federal law requires the development of a wastewater pretreatment program for industrial waste. The purpose of the program is to ensure that discharged industrial waste does not interfere with the operation of the treatment system and can be treated properly by the city's system. Pretreatment occurs at the site of the business or industry that produces the waste. Round Rock's pretreatment program has been approved by the U.S. Environmental Protection Agency.

The city has successfully operated a water laboratory for several years. In October 2018, the city began operating a wastewater laboratory as part of taking over operations and maintenance of the BCRWWS. Both laboratories are valuable assets to the department and reduce costs incurred by sending samples to a third-party laboratory.

In 2013, the city partnered with Balcones Shred to host semi-annual Shred for a Paws Cause events to benefit the Williamson County Regional Animal Shelter. With a pet food or cash donation, residents have confidential files and hard drives securely shredded and recycled. This program has exceeded expectations with over 180,000 pounds of material shredded and recycled, and over 18,000 pounds of pet food and \$17,292 raised for the Williamson County Regional Animal Shelter.

The city's Household Hazardous Waste (HHW) Program has been very successful for the citizens of Round Rock and in 2016, the program was extended to residents in the Brushy Creek and Fern Bluff Municipal Utility Districts (MUD). HHW is collected during scheduled events and is an avenue for citizens to properly dispose of paint, cleaners, and other household chemicals while protecting the environment.

The city will continue looking for tactics to divert waste from the landfill, as landfill costs will continue to rise over the coming years. The city will also escalate recycling efforts by educating and promoting recycling to citizens, conducting collection events, and expanding the recycling program to include multifamily residents. The more material recycled will help keep this material out of the landfill which will keep our rates low.

The city will also expand the HHW program by extending participation in the program to the other MUDs and residents outside of the city limits. This will provide these out-of-city residents an avenue for proper disposal of hazardous materials.

Overall goals for the Utilities and Environmental Services department for the next decade include:

- The city will continue to anticipate the need for increased water capacity, coupled with strong conservation initiatives, to meet the peak demands generated by a growing population;
- Capacity improvements, consistent system monitoring and upgrades, usage projections, and initiatives to promote the efficient use of existing supplies will all be utilized to provide cost-effective and dependable water and wastewater service for residents and businesses into the future;
- The city will promote and expand its water conservation program through public education and community outreach initiatives. This program should also be enhanced through the use of a designated watering schedule, structured water rates to discourage excessive water usage, and partnering with other governmental entities to protect the city's current and future water sources;
- The city will maximize its water reuse program to help offset future water treatment plant expansions and reduce the costs of using potable water for irrigation purposes;
- The city will continue to update its water, wastewater, and stormwater Master Plans on a regular basis to ensure that its water and wastewater impact fees and drainage fees will adequately contribute to funding future infrastructure necessary for new development;
- The city will continue to work with the development community to ensure that the city's future utility infrastructure meets the requirements of its water, wastewater, and stormwater Master Plans; and
- The city will continue to utilize the latest technologies, as well as best management practices, modern equipment, and properly trained personnel, in order to maintain its water, wastewater, and stormwater infrastructure.

TRANSPORTATION

In addition to the land use considerations of transportation infrastructure, mobility and connectivity are central to the city's vibrancy, health, and overall growth. An effective transportation network allows people and goods to move through the city effectively and safely. Getting people and things where they need to be, when they need to be there, in a safe manner, is a key quality of life issue for residents and visitors to the city.

The city has established goals for the transportation network that provide for a balanced system, maintain compatibility with current land uses, protect future rights-of-way, and plan for future mobility and connectivity throughout the network. The 2017 *Transportation Master Plan* identified and prioritized mobility improvements that encourage safe and efficient travel within and through the network. In conjunction with the city's *Transit Master Plan* and trail system plans, the *Transportation Master Plan* is intended to provide a framework for future transportation decisions for Round Rock. The city has been and will continue to be proactive in planning an adequate transportation network for the future. In order to do so, the Transportation Department will focus on the following goals:

- Develop a transportation system that balances pedestrian, bicycle, automobile, and transit links to destinations both work and non-work related;
- Ensure citizens of Round Rock are afforded a transportation system that supports or improves their quality of life;
- Address major deficiencies in the existing transportation network and provide capacity necessary to support new development;
- Protect roadway efficiency and safety with smart access control, intersection improvements, and roadway design;
- Match current and future land uses, anticipated travel patterns, and population and employment forecasts with transportation infrastructure;
- Identify and protect environmentally-sensitive areas;
- Maintain roadway design standards;
- Maintain inclusive citizen participation into the planning process;
- Develop an ultimate transportation network to serve the community needs;
- Plan for future connectivity and mobility needs by protecting right-of-way necessary for transportation corridors; and
- Foster transportation systems that support the development of major density centers.



Rendering of downtown parklet project



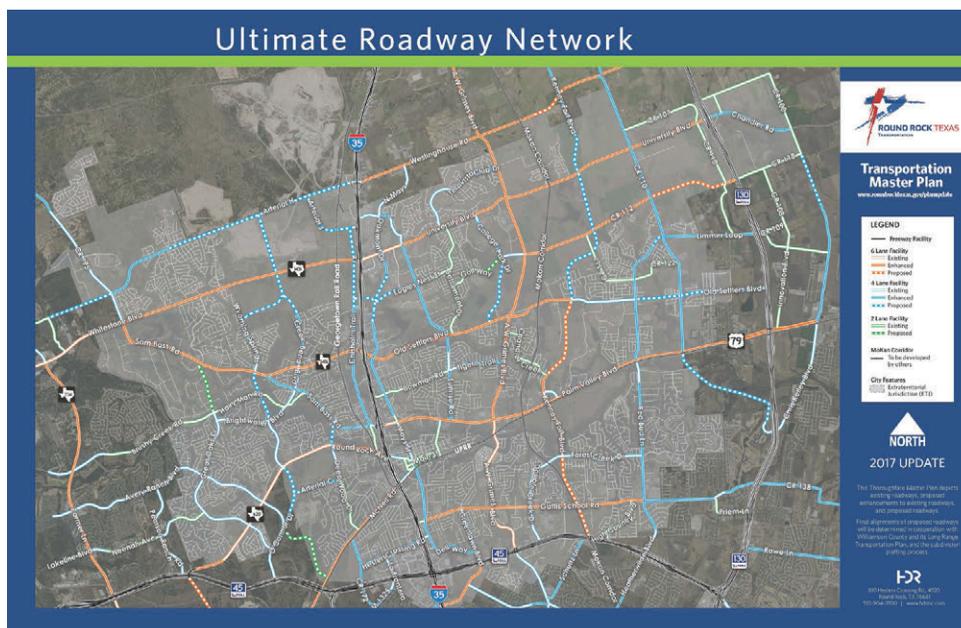
Person biking on trail at Old Settlers Park

These transportation goals can be met by completing the network, defining roadway classifications, designing complete streets, implementing access management, using innovative intersections, planning for a future with transit, coordinating with outside agencies, and implementing Intelligent Transportation Systems (ITS).

Completing the Network

As development continues in Round Rock, new roadways will be needed to connect people safely and efficiently to these new destinations. Existing roadways already at capacity will need to be improved. Planning for the ultimate transportation network ensures the citizens of Round Rock are afforded an adequate future transportation system. The city's *Transportation Master Plan* outlines recommendations to the ultimate roadway network that are anticipated to be implemented with new development and as funding is identified.

FIGURE 15. ULTIMATE ROADWAY NETWORK MAP



Source: Round Rock Transportation Department

Defining Roadway Classifications

Roadways are classified for specific uses within the transportation network. The City of Round Rock defines four types of classifications within its roadway system to provide context sensitive transportation options within the network. Defining how a roadway will function helps planners design a network that operates more efficiently, with more connectivity and improved safety.

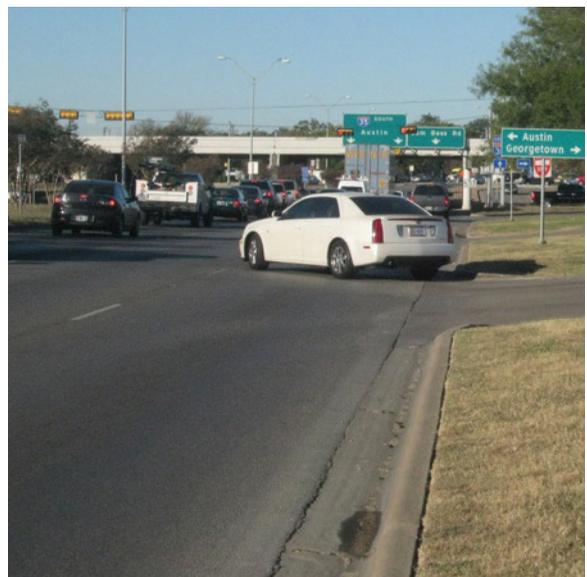
Freeways

These are intended to move high volumes of automobile traffic at relatively high speeds over long distances. Freeways, or highways, also have limited access to help maximize traffic flow and safety. Freeways are generally accessed via on-ramps from frontage roads or direct connectors from other high-speed facilities. Freeways' primary function is to connect local areas to other regions, rather than serve local traffic needs. Currently, IH-35 provides north-south freeway access to the Round Rock area, and SH-45 and SH-130 provide east-west and north-south access respectively to the Round Rock area. The city does not directly own or operate any roadways of this classification.



Arterials

These are continuous routes whose function is to serve high volume needs of local traffic and regional traffic. Speeds are relatively high on arterial streets, and access is controlled by planning the locations of intersecting streets, left turn lanes, and traffic signals. Arterial roads will function more efficiently when the number and location of median breaks and driveway cuts is managed. Arterial streets provide connectivity across the transportation network, so it is best practices to consider all modes on these streets. Due to the high automobile speeds, protective measures should be established for cyclists and pedestrians along these routes.



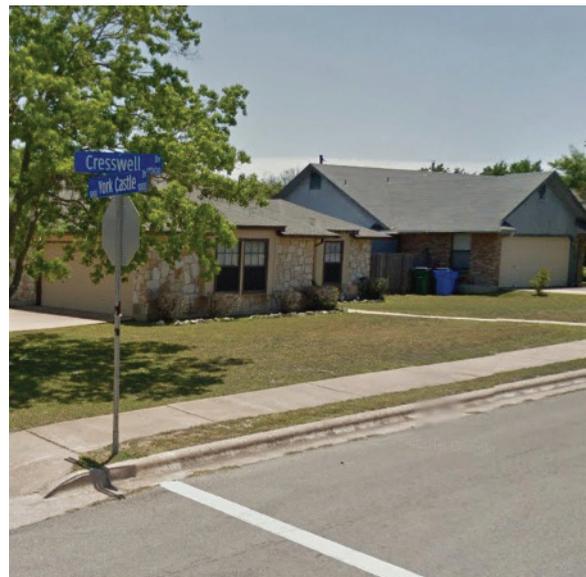
Collectors

These are designed for medium volumes of vehicles operating at lower speeds (i.e., 30 – 35 mph). Collectors provide access and movement within residential, commercial, and industrial areas. Direct access to higher intensity development, such as commercial, daycare, places of worship, schools, and multifamily uses calls for lower speed limits on collectors than arterials due to more turning movements on collectors. Slower speed limits increase safety. Direct access to single-family development is generally not encouraged, with access from local streets being preferred.



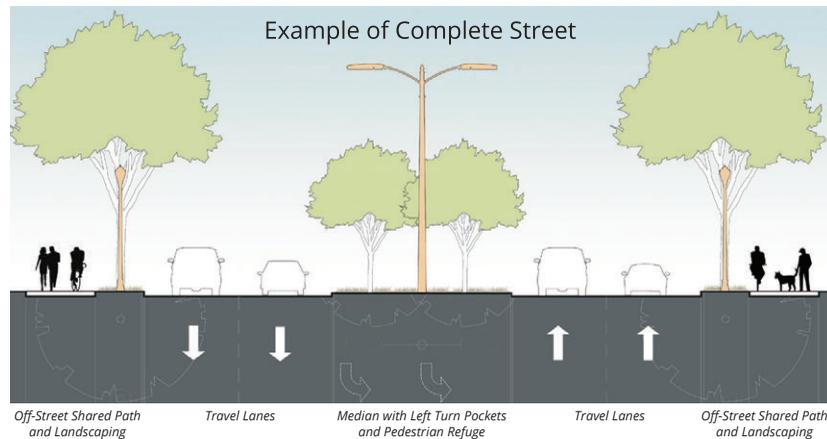
Local Streets

These streets give access to smaller, often destination-oriented areas, such as neighborhoods, subdivisions or local business districts. Pedestrian activity can be expected to be higher on local streets, while traffic volumes are lower, so lower speed limits are appropriate. Because local streets are intended to carry traffic off of the main transportation network rather than through it, these streets generally do not travel across districts and usually are more residential in character.



Designing Complete Streets

Within the transportation network, different roadways are designed to serve different functions. Major arterials typically serve high volumes of local traffic and are intended to move traffic through the network. Local streets give access to smaller destination-oriented areas, such as neighborhoods. The underlying themes of Complete Streets, community, connectivity, capacity, calming, and choices, serve as guides to balance mobility goals. Complete Streets seek to enhance roadway capacity while contributing to a balanced transportation network.

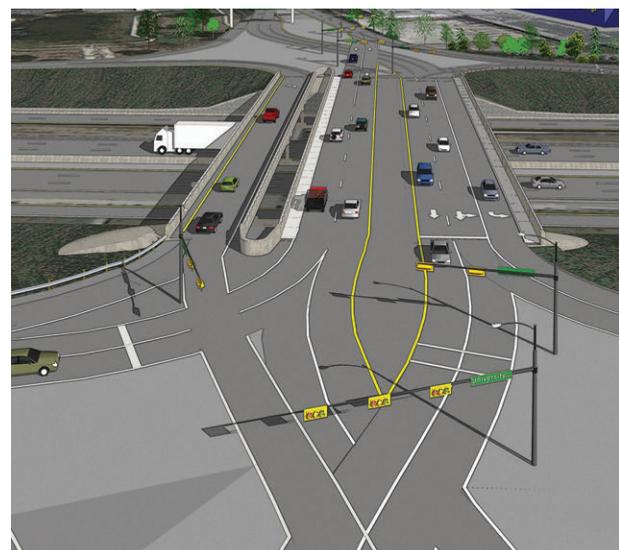


Implementing Access Management

Successful access management programs provide safe and efficient access to businesses, institutions and residences, and keep traffic flowing optimally along streets. City Design and Construction Standards (DACs) establish policies that regulate locations of driveways and other points of access from city streets to the developments and destinations along them. Best practices in access management enhance the overall safety and mobility of the transportation network.

Using Innovative Intersections

At many roadway junctions, congestion continues to worsen. Conventional intersection designs may not always be the solution to today's traffic problems. Innovative intersections such as diverging diamonds, continuous flow intersections, and median u-turns have been shown to reduce traffic congestion affordably, sustainably, and in situations where right-of-way is limited. As growth continues, the city of Round Rock may choose to explore innovative intersection solutions and grade separations to alleviate congestion.



Rendering of diverging diamond at IH-35 and University Boulevard

Coordinating with Outside Agencies

As the city continues to implement planned developments and build new roadways, close coordination with other agencies managing the area's roadways will provide continuity across the regional network. The city's *Thoroughfare Plan* integrates with plans in place for adjacent counties, long-term improvements implemented by the Texas Department of Transportation and other planning authorities such as the Capital Area Metropolitan Planning Organization and the Central Texas Regional Mobility Authority.

Implementing Intelligent Transportation Systems (ITS)

ITS provide innovative solutions to traffic management. Real-time information about travel conditions can be readily communicated, allowing users to be better informed and to make more educated choices about how and when they travel. The Transportation Department has been proactive in implementing ITS.



Staff monitoring real-time travel conditions in Round Rock



Autonomous vehicle

A plan is already in place to improve the communication, operations, and data collection needed for smarter traffic management. The city also plans to release a mobile app for smart phones, websites, and kiosks to share traffic relevant information. Future transportation infrastructure should incorporate automated and connected vehicle technology to be ready for future tech infusion.

The Transportation Department is also keenly aware that technology is changing the way traffic has been managed for decades. New technology may impact future land use decisions, access management, and development requirements. The city is committing the appropriate resources to keep up with this rapidly changing industry so that we are positioned to capitalize to the community's benefit whenever possible.

PARKS, RECREATION FACILITIES, AND OPEN SPACE

One of the most important aspects of a community's character is the availability of high quality parks and recreation opportunities in the city. Parks and recreation influence every aspect of our lives. They allow us to experience new activities and encourage us to lead a healthy lifestyle. Attractive parks and natural areas are often the first place that visitors view in a community. Parks provide a very visible reminder of the beauty of the land that people choose to live in. Parks are also one of the most visible elements of a city government at work and can instill a strong sense of pride in the residents of a community. A good park and recreation system lets both residents and visitors know that the leadership of the city is interested in the well being of its citizens. Given this, the Parks and Recreation Department (PARD) has created a vision statement to ensure the city is *"an active, vibrant, and beautiful city with a diversified and quality parks and recreation system that produces economic, health, and social benefits for the entire community."*

In order to fulfill the goals of the vision statement, PARD completed a master plan update in 2018 entitled *Play Book 2030: Building a Connected Community*. As part of this Plan, a complete economic analysis was completed to determine the role parks play in increasing property values based on the proximity principle. This principle states that the closer a property is to a park, the more value or premium that property has. In 2016, approximately 61.4% of developed single-family parcels were located within 600 feet of a park or open space, not including open space classified as drainage by the city.



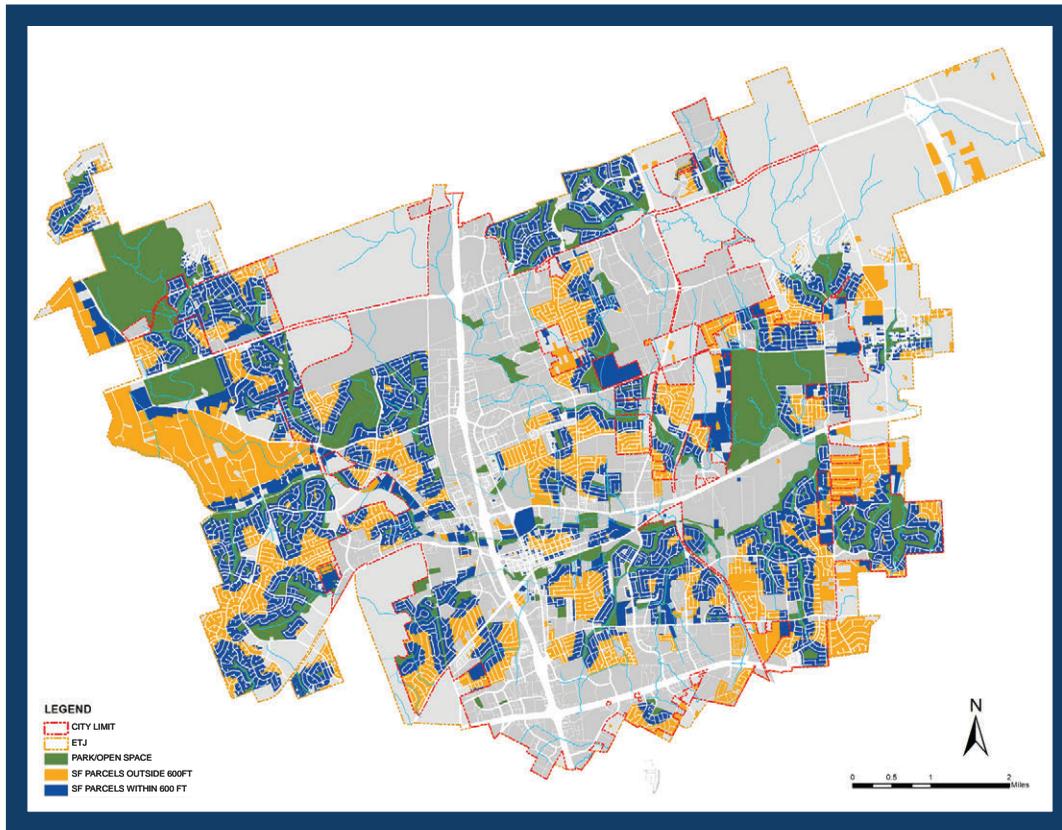
Play for All Park

FIGURE 17. SINGLE-FAMILY PROPERTY VALUES CASE STUDY



Source: Round Rock Parks and Recreation Department

FIGURE 18. SINGLE-FAMILY PARCELS WITHIN AND OUTSIDE OF 600FT OF PARKS/OPEN SPACE



Source: Round Rock Parks and Recreation Department

Utilizing this information, PARD was able to conduct an analysis on the citywide and subdivision scale to determine property value increases. The citywide analysis showed a strong correlation (15.9%) between appraisal property values and proximity to a park. However, it did not account for other factors, such as lot size, year built, home quality, etc. The subdivision analysis also showed a correlation (6.3%) and took into account some of the previously mentioned factors. However, this analysis also had some flaws and was not able to select for mitigating factors such as mixed parcel size, too many or too few parcels within 600 feet of a park, etc. Therefore, a hybrid or average of the two analyses seemed most appropriate. Overall, it was determined that parks do increase the property values by approximately 11.1%, which translates to approximately \$1.9 million additional tax dollars for Round Rock. This accounts for nearly 20% of PARD's annual budget.

FIGURE 19. PROPERTY VALUE NEAR PARKS/OPEN SPACES

	CITYWIDE ANALYSIS	SUBDIVISION ANALYSIS	AVERAGE OF ANALYSES
Total Value inside Round Rock	\$6,441,616,204	\$6,441,616,204	\$6,441,616,204
Value of properties within 600 ft	\$4,016,625,285	\$4,016,625,285	\$4,016,625,285
Assumed average of a park	15.9%	6.3%	11.1%
Value of properties attributed to parks	\$638,643,420	\$253,047,393	\$445,845,407
Effective annual residential tax rate	0.00425	0.00425	0.00425
Annual property tax capture from value of property tax due to parks	\$2,714,235	\$1,075,451	\$1,894,843

Source: Round Rock Parks and Recreation Department



Pond at Old Settlers Park

Growing the Park and Recreation System in Round Rock

Due to the rapid growth in Round Rock’s population, the city makes every effort to target strategic land preservation and acquisition to continue moving towards its vision of preserving fourteen percent of the city and ETJ as parks and open space. One method used by PARD to grow the system is by receiving parkland dedication as part of the subdivision process, as well as encouraging parks to be developed and maintained by homeowners associations. Additionally, PARD staff and city management continually pursue large land acquisitions in areas of projected growth, such as the Northeast area of the city, to compliment the existing community and regional parks.

Size of the Park and Recreation System in Round Rock

Currently the Round Rock parks and recreation system includes 197 park sites and amenity centers (city-owned, HOA, MUD, county-owned, etc.) and contains 4,437 acres. City-owned park and amenity sites include 64 locations and a total of 2,270 acres. The figure below summarizes the existing park facilities.

FIGURE 20. SIZE OF PARK AND RECREATION SYSTEM

	OVERALL AREA PARKS (INCLUDING PRIVATE AND PUBLIC)	CITY-OWNED FACILITIES ONLY
Total Number of Parks	197 Parks and Amenity Sites	64 Park and Amenity Sites
Total System Acreage	4,437 Acres	2,270 Acres
Neighborhood Parks	259 Acres	123 Acres
Community Parks	312 Acres	247 Acres
Linear Parks	1,293 Acres	578 Acres
Regional Parks	1,452 Acres	641 Acres
Metropolitan Parks	469 Acres	469 Acres
Special Purpose Parks	518 Acres	212 Acres
Amenity Centers	134 Acres	2 sites
School Areas (not included in totals)	510 Acres	N/A
Largest Park	Southwest Williamson County Regional Park	Old Settlers Park
Smallest Park	Water Tower Park	Water Tower Park
Developed vs. Undeveloped	3,502 Acres vs. 935 Acres	1,529 Acres vs. 740 Acres

Source: Round Rock Parks and Recreation Department

Types of Parks

Round Rock has several different classifications of parks as shown below, each with distinguishing characteristics and specific needs. The classifications are determined by location, size of park, amenities offered, and service area.

Neighborhood Parks

Neighborhood parks typically serve one or several smaller neighborhoods. They are generally three-to-ten acres in size and should serve no more than 2,000 to 4,000 residents per park. It should be accessible to residents who live within one-quarter-mile to one-half-mile radius of the park. Typical amenities include a combination of the following: playgrounds, picnic facilities, unlighted practice fields, areas for unstructured play, jogging trails, and sport courts. Restroom facilities and parking are typically not offered at neighborhood parks.



Community Parks

Community parks are larger parks that serve a group of neighborhoods or a portion of the city. The average size of a community park is ten-to-fifty acres. They are usually reached by automobile, so parking and restroom facilities are typically present. Additional amenities could include: playgrounds, lighted sports fields, lighted sports courts, picnic facilities, jogging trails, security lighting, and other special facilities utilizing specific park features.



Linear Parks

Linear parks are open park areas that generally follow a natural or man-made feature that is linear in nature, such as creeks, abandoned railroad, rights of-way, power line corridors, or utility corridor easements. In Round Rock, most linear corridors are along natural drainage ways. Properly developed to facilitate pedestrian and bicycle travel, these parks serve as linkages to connect neighborhoods, schools, and other parks.



Metropolitan Parks

Metropolitan parks are large parks that serve an entire sector of the city. Metropolitan parks are typically located next to thoroughfares and are reached by automobiles, although users adjacent to the park and trail users may walk or ride a bicycle to it. The average metropolitan park size is 100 to 250 acres. Typical amenities include: play areas, parking, restrooms, security lighting, lighted play fields, lighted sport courts, multipurpose fields, etc.



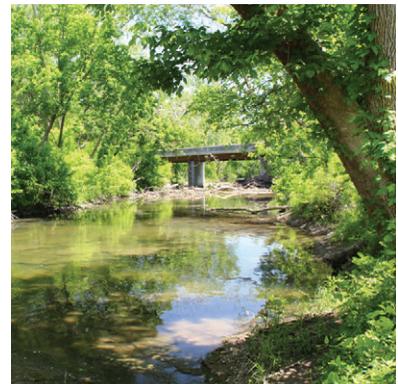
Regional Parks

Regional parks are massive parks that serve an entire region and cater to people beyond the city. The typical size of a regional park is 300 or more acres. Typical amenities include: play equipment, picnic areas, multiuse trails, lighted sports fields and courts, sporting complexes, disc golf, multipurpose fields, aquatic complex, etc.



Open Space/Citywide Acreage Needs

In order to move towards the city's vision of preserving fourteen percent of the city and ETJ as parks and open space, targeted acquisition and preservation is needed over the coming years to ensure that sufficient land remains available while the population grows and developed areas expand. The city will need to preserve approximately 1,050 more acres of land by the time it reaches build-out.



Amenity Centers

The Clay Madsen Recreation Center is the city's premier recreational facility. The center has athletic and instructional programs and also holds community events. Additionally, the Allen R. Baca Center for Senior and Community Activities offers a variety of classes including arts and crafts, fitness, education, aerobics, and a lunchroom program. The facility provides a weight room, aerobics room, full kitchen, several meeting rooms, and an outdoor amphitheater.



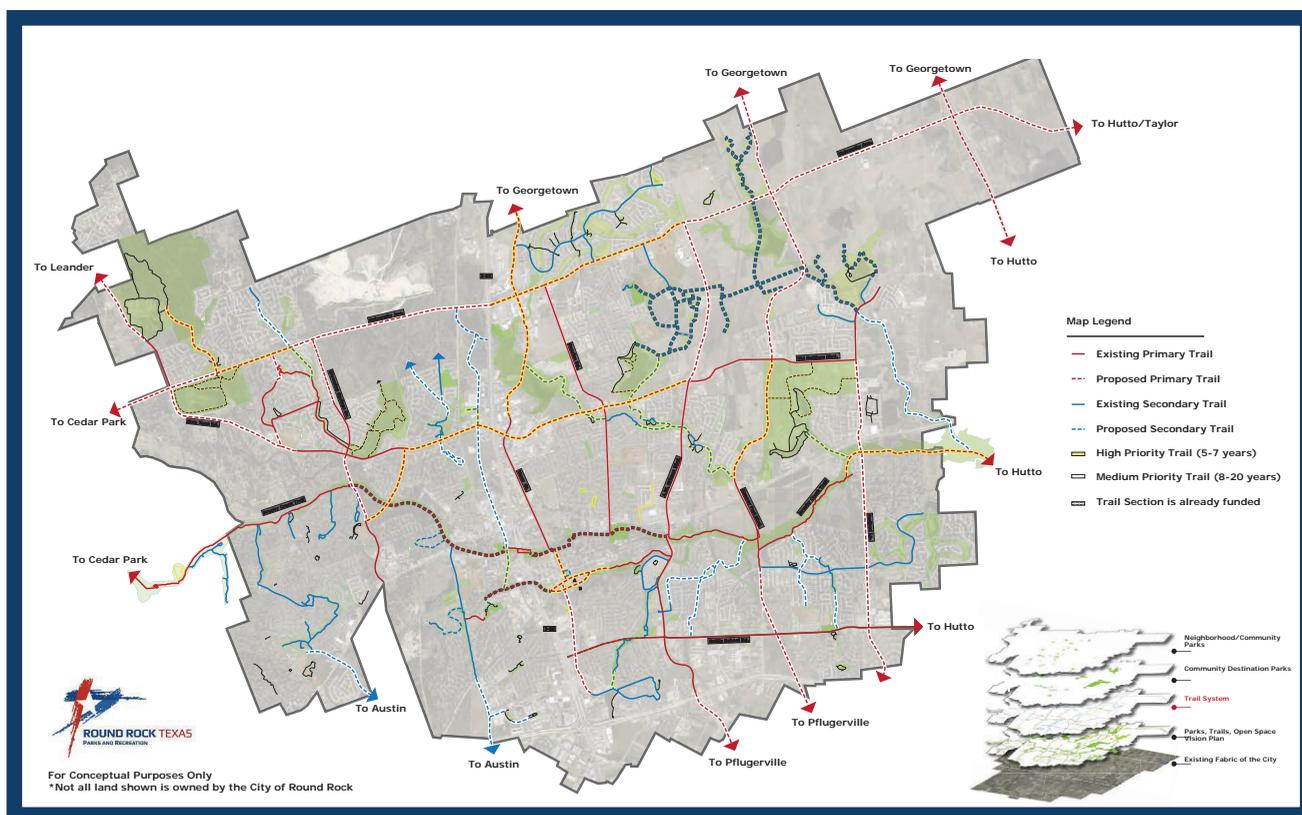


Old Settlers Park at sunset

Desired State of Round Rock Parks and Recreation

Round Rock has the opportunity to develop an enviable parks system: the city has an abundance of significant natural features, a rich historical heritage, a growing residential population, and the potential for pedestrian and bike linkages throughout the community. *Play Book 2030: Building a Connected Community* provides a strategic guide to take PARD to the next level. The Plan details the desired state for the Round Rock PARD and is based on a careful combination of trend analysis and projection, public input data collection, and input from the Round Rock City Council and Mayor. From this information, PARD has determined the ideal state in which to operate and function as a whole and has identified five goals to help them reach the desired state.

FIGURE 21. TRAIL SYSTEM PRIORITY MAP

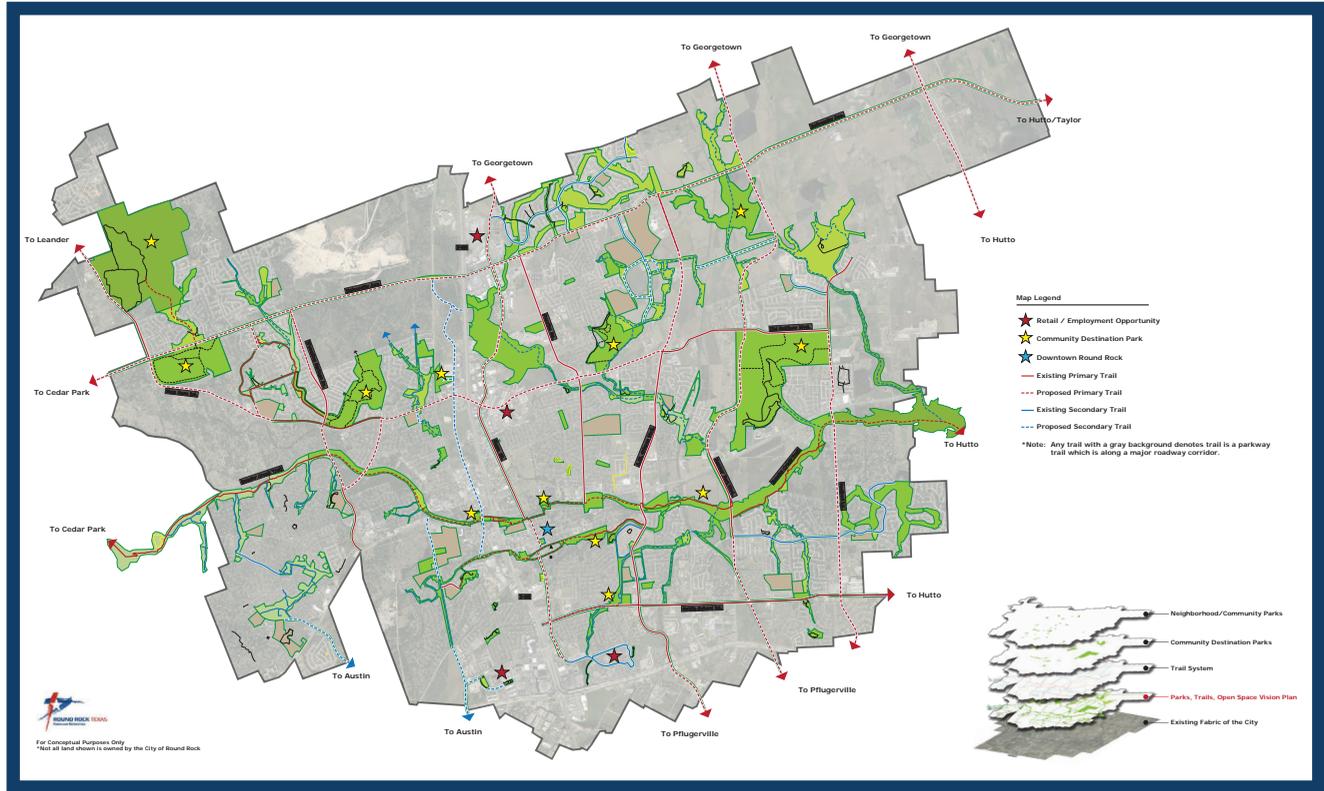


Source: Round Rock Parks and Recreation Department

Summary of Goals of the Strategic Parks and Recreation Master Plan

- **Goal #1: Link the Community:** One of the highest needs in the city, as demonstrated by surveys and open house responses, is the addition of more trails. As part of Round Rock's desire to have mobility and connectivity, the city should provide an open space system which links parks, schools, greenbelts, neighborhoods, places of employment, retail shops, restaurants, and open spaces. PARD has established a Trails Priority Map to aid in land acquisition and to target funds for construction.
- **Goal #2: Community Cohesion – Creating a Sense of Place:** Round Rock is a place people can feel proud to live. It is the goal of the PARD to foster that positive emotional attachment to the city by continuing projects and programs that make Round Rock special and unique. By intentional place making, PARD will continue to create spaces that people want to congregate in and tell others about. PARD plays a vital part in branding Round Rock as one of the best places to live.
- **Goal #3: Sustainable Park and Recreation System:** Creating a sustainable parks and recreation system means providing diverse and attractive parks and greenways that enhance the quality of life in Round Rock while also increasing the economic vitality of the community. More than that, it is ensuring the long-term sustainability of the park and recreation system for the benefit and enjoyment of future generations by utilizing residents' dollars in a fiscally responsible way and maximizing the return on investment.
- **Goal #4: Environmental Stewardship:** PARD should continue efforts to be good stewards of the environment. Through landscape management and maintenance decisions, natural resource preservation, and outdoor education, PARD can continue to conserve, protect, and enhance the community's environmentally and culturally sensitive areas.
- **Goal #5: Equity – Distribution of Resources:** PARD's mission statement is to create positive and memorable experiences in people's lives. In order to fulfill this mission statement, PARD should ensure equitable distribution of resources to all members of the community. Equity is one of the most important goals a parks and recreation department can have because it encompasses many facets of recreation. Parks and recreation equity includes, but is not limited to, providing easy access to recreational facilities and programs, offering varying types of facilities and programs, ensuring affordable access to programming, providing inclusiveness in facilities and programming, and designing facilities and programs intended for all demographics. Equity is about providing the same level of service to all residents of the community regardless of age, income level, ability level, or geographical location.

FIGURE 22. PARKS, TRAILS, OPEN SPACE SYSTEM VISION PLAN



Source: Round Rock Parks and Recreation Department

ROUND ROCK 2030

LAND USE





Lot with new construction

INTRODUCTION

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

This section describes existing development patterns and outlines future land use expectations. Informed land use decisions by the city can help achieve its vision for 2030.

CURRENT DEVELOPMENT PATTERNS

Round Rock, like Central Texas in general, is a highly desirable area with a thriving economy and exemplary public schools. The city continues to transition from a predominately bedroom community serving Austin into a self-contained community offering a wide variety of opportunities for its residents. While the predominant land use remains single-family, significant changes have been made downtown, and higher-density developments are on the horizon at strategic locations across the city.

The adoption of the *Downtown Master Plan* in 2010 led to the implementation of mixed-use zoning districts. These districts have allowed the introduction of offices, limited retail sales and services, and entertainment uses to a larger portion of downtown. This change has made downtown a viable nighttime destination for dining and entertainment. An urban-style townhome project is currently planned for downtown.

In other areas of the city, a new SF-3 (Single-Family - Mixed Lot) zoning district has provided opportunities for home builders to utilize smaller lots. Approval of several Planned Unit Development (PUD) zoning districts have provided for single-family condominium developments, which provide detached single-family units on a common lot. This type of development minimizes infrastructure costs and maximizes land use, thus reducing housing cost.

Some existing development patterns no longer meet the needs of the community or the market. Market value is closely tied to the transportation and utility system, which is the infrastructure that serves a property. Between 2000 and 2010, significant portions of land intended for industrial land use were developed for commercial and office uses. Between 2010 and 2020, commercial land transitioned to mixed-use development. Additionally, entertainment-related uses were added to serve the growing population. As the Austin area expands and traffic becomes more of an impediment to mobility, Round Rock has become a more attractive entertainment and dining destination for residents. Recent publications have identified a focus on entertainment, fitness, wellness, food and beverage uses as people seek to visit locations that provide an experience or service, rather than a product. The trend towards high-density multifamily development with restaurants, bars and entertainment nearby is likely to occur between 2020 and 2030.

LAND USE INVENTORY

The Planning and Development Services (PDS) Department and its Geographic Information Systems (GIS) Division conducted a land use inventory in January 2020. This inventory provides a breakdown of land uses in the Comprehensive Plan Area by category. The column “% OF DEV” refers to the percentage of developed land and the “% OF TOTAL” column refers to the percentage of total land within the Plan Area, which includes vacant and undeveloped land in the city limits and extraterritorial jurisdiction (ETJ).

FIGURE 23. ROUND ROCK LAND USES

LAND USE	2020		
	ACRES	% OF DEV	% OF TOTAL
Single-Family: Detached residences	12,971	46%	35%
Two-Family: Duplexes	235	1%	1%
Multifamily: Apartments, condominiums, townhouses, senior, independent, and assisted living facilities	902	3%	2%
Commercial: Retail, restaurants, personal services, indoor entertainment, hotels	2,579	9%	7%
Industrial: Manufacturing, unenclosed operations, warehousing	663	2%	2%
Gov/Institutional: Government buildings, publicly owned facilities	945	3%	3%
Education Facilities: Schools, technical institutes, vocational training, colleges	1,257	4%	3%
Rec & Open Space: Public and private parks, athletic fields, golf courses	3,647	12%	10%
Mixed-Use: A variety of commercial and residential uses	21	<1%	<1%
Office: Professional offices, medical offices	506	2%	1%
Mining: Rock or mineral extraction from the earth	1,595	6%	4%
Utilities: Electric substations, water and wastewater facilities	232	1%	1%
Drainage: Floodways, floodplains, drainage structures	2,784	10%	7%
Total Developed Acres in the Plan Area	28,336	100%	76%
Agriculture: Rural lands containing crops, and/or pastures	4,388	-	12%
Vacant: No land use, unimproved land (not used for agriculture)	4,571	-	12%
Total Undeveloped Acres in the Plan Area	8,959	-	24%
Total Acres	37,295	-	100%

Calculations produced by City of Round Rock Planning and Development Services Department.

ZONING INVENTORY

What is Zoning?

Zoning establishes the specific uses permitted on a parcel of land. It also sets the development standards for a site, including building height, setbacks, and landscaping. Zoning recommendations are based on established policies contained within the Comprehensive Plan and reviewed by the Planning and Zoning Commission. Final zoning decisions are solely the authority of the City Council.

PDS and GIS staff conducted a zoning inventory in January 2020. This inventory provides detailed information on each zoning district in the city limits.

FIGURE 24. RESIDENTIAL ZONING DISTRICTS

RESIDENTIAL DISTRICTS	ACRES	% OF CITY LIMITS
SF-D (Single-Family - Downtown)	5	<1%
SF-R (Single-Family - Rural)	58	<1%
SF-1 (Single-Family - Large Lot)	359	2%
SF-2 (Single-Family - Standard Lot)	6,203	31%
SF-3 (Single-Family - Mixed Lot)	683	3%
TF (Two-Family)	321	2%
TH (Townhouse)	46	<1%
MF-1 (Multifamily - Low Density)	63	<1%
MF-2 (Multifamily - Medium Density)	447	2%
MF-3 (Multifamily - Urban)	0	0%
Total	8,185	34%*

Calculations produced by City of Round Rock Planning and Development Services Department.

FIGURE 25. COMMERCIAL ZONING DISTRICTS

COMMERCIAL DISTRICTS	ACRES	% OF CITY LIMITS
C-1 (General Commercial)	1,657	8%
C-1A (General Commercial - Limited)	224	1%
C-2 (Local Commercial)	76	<1%
Total	1,957	9%*

Calculations produced by City of Round Rock Planning and Development Services Department.

FIGURE 26. EMPLOYMENT ZONING DISTRICTS

EMPLOYMENT DISTRICTS	ACRES	% OF CITY LIMITS
OF-1 (General Office)	35	<1%
OF-2 (Mid-Rise Office)	5	<1%
BP (Business Park)	152	1%
LI (Light Industrial)	1,345	6%
I (Industrial)	46	<1%
Total	1,583	7%*

Calculations produced by City of Round Rock Planning and Development Services Department.

FIGURE 27. SPECIAL ZONING DISTRICTS

SPECIAL PURPOSE DISTRICTS	ACRES	% OF CITY LIMITS
PF-1 (Public Facilities - Low Intensity)	1	<1%
PF-2 (Public Facilities - Medium Intensity)	117	<1%
PF-3 (Public Facilities - High Intensity)	615	3%
SR (Senior)	24	<1%
MI (Mining)	0	0
OS (Open Space)	878	4%
AG (Agricultural)	0	0
MU-1 (Mixed-Use Historic Commercial Core)	16	<1%
MU-2 (Mixed-Use Downtown Medium Density)	68	<1%
MU-L (Mixed-Use Limited)	20	<1%
MU-R (Mixed-Use Redevelopment and Small Lot)	1	<1%
PUD (Planned Unit Development)	6,186	25%
UNZ (Unzoned)	627	3%
Total	8,553	35%*

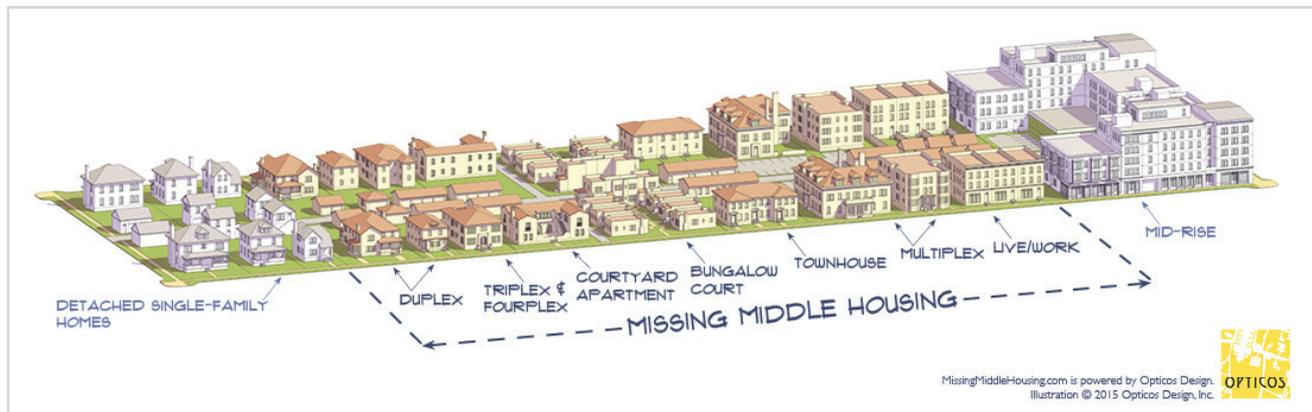
Calculations produced by City of Round Rock Planning and Development Services Department.

**The 15% of city limits not accounted for in Figures 24-27 is attributed to rights-of-way.*

RESIDENTIAL ZONING

As indicated in the previous figures, approximately 50% of the developed land area in Round Rock is residential, the overwhelming majority of which is zoned single-family. During the past decade, a variety of new multifamily projects were built, including townhomes, low-density apartments, senior housing, and high-density urban-style apartments. Location criteria for new multifamily zoning was added to the 2010 Comprehensive Plan in 2012. New medium-density multifamily zoning, which is approximately 20 units per acre in a two and three story walk-up multifamily form, was limited to encourage other forms of multifamily.

Public outreach for *Round Rock 2030* revealed a continuing desire for a variety of housing types, protection of single-family neighborhoods, and concerns about housing affordability. Such feedback is not unique to Central Texas. Affordability is generally achieved with higher density development, but a perception persists that conventional multifamily development is incompatible with single-family development. The resistance to medium-density and high-density development adjacent to single-family neighborhoods creates a void in affordable housing options. Housing policy researchers have named this void the “missing middle” to describe the lack of intermediate density building forms such as accessory dwelling units, duplexes, bungalow courts, courtyard apartments, and so forth.



Examples of missing middle housing from Opticos Design, Inc.

Single-family housing on smaller lots can be part of the missing middle solution. The SF-3 (Single-Family - Mixed Lot) zoning district, which allows a balanced mix of large-, standard- and small-lot single-family within a subdivision, was adopted in 2017. The flexibility in lot size increases housing options and price points within a single subdivision. Since then, nearly 700 acres have been zoned SF-3, and the first of these neighborhoods are under construction.

Another option to fill the missing middle housing gap is detached single-family garden style residences, which are single-family homes located on a common lot with private drive aisles as opposed to public streets. Since 2015, a number of these developments have been approved, indicating that the market recognizes a demand for higher-density single-family housing.

PLANNED UNIT DEVELOPMENT ZONING

Planned Unit Development (PUD) zoning districts represent the second largest zoning district within the city. The city uses PUDs to create customized districts, providing for uses or development standards that would otherwise not be accommodated by the city's zoning code. The PUD standards are negotiated between the developer and the city, with the intention of providing the developer with greater flexibility and creativity in exchange for higher quality development standards beyond those required by the standard zoning districts. This results in a benefit to the city of a more desirable living environment.

In many cases, PUDs are comprised of large single-family residential tracts which helps to explain why single-family is the largest entitlement in the city. Although the multifamily zoning districts only comprise two percent of the total zoned area in the city, PUDs also contain a significant amount of multifamily development. Prior to the creation of a zoning district for multifamily, the use of PUDs allowed the city to establish development standards for this use. Similarly, specialized commercial land uses such as the Round Rock Premium Outlets, IKEA, La Frontera, and Kalahari Resorts are contained within PUDs. Thus, the commercial percentage listed in the figure underrepresents the actual amount of commercial in the city.

Approval of a new PUD is a discretionary action by the city and their adoption establishes the land use for the property upon their adoption.

MIXED-USE ZONING

More than 100 acres devoted to mixed-use zoning districts in the downtown area provide an alternative to standard residential, commercial and office zoning, based on recommendations of the 2010 *Downtown Master Plan*. The new zoning districts include standards that facilitate a compact, walkable downtown and maximize lot usage while maintaining compatibility with neighboring properties. The Downtown Mixed-Use zoning districts were recognized with a *Current Planning Award* from the Texas Chapter of the American Planning Association in 2014.

- The MU-1 (Mixed-Use Historic Commercial Core) district extends the pattern of the historic district's common-wall storefronts a few blocks further to expand the downtown core.
- The MU-2 (Mixed-Use Downtown Medium Density) district allows more residential uses and taller buildings.
- The MU-L (Mixed-Use Limited) district reinforces the existing residential pattern of the eastern portion of downtown by permitting residential and limited commercial uses in detached structures with vehicles oriented to alleys.



Nelson Hardware building downtown zoned MU-1



Office downtown zoned MU-L

Two new mixed-use zoning districts the MU-R (Mixed-Use Redevelopment and Small Lot) and MU-G (Mixed-Use Greenfield and Large Lot) districts were adopted in 2017. Unlike the Downtown Mixed-Use zoning districts, MU-R and MU-G are designed for general use rather than being location-specific. The districts are opt-in, meaning the zoning will only be applied to properties at the owner's request.

- The MU-R (Mixed-Use Redevelopment and Small Lot) district provides relief to allow the development of infill lots that are constrained by suburban commercial development standards.
- The MU-G (Mixed-Use Greenfield and Large Lot) district provides the opportunity for large-scale urban mixed-use development projects that are comprehensively designed with standards that facilitate pedestrian activity.

INFLUENCES ON LAND USE

Market Forces and Economic Development

Businesses and employers base their location decisions on a variety of factors including land value, availability of public infrastructure, the local regulatory environment, and quality of life. The city may influence these decisions by offering economic development incentives such as fee waivers and tax abatements.

Round Rock has added numerous major employers over the last ten years. These include Emerson Automation Solutions, UPS, Houghton Mifflin Harcourt, ProPortion Foods, and AirCo Mechanical. Combined these companies have brought over 2,500 new jobs to the city, and countless other companies have expanded their operations. Specialized industries that have been attracted to Round Rock include innovative manufacturing, life sciences and healthcare, technology and computing, and professional and financial services. Additionally, hospitality, tourism, entertainment, and retail have become major growth industries, anchored by Kalahari Resorts, the Dell Diamond, Round Rock Amphitheater (formerly Nutty Brown Amphitheater), IKEA, and Bass Pro Shops.

Transportation

The city adopts and maintains a *Transportation Master Plan* which establishes the ultimate roadway network and protects adequate rights-of-way to meet future transportation needs. Transportation planning and land use planning work hand-in-hand to ensure organized growth. Thinking more strategically about land use-transportation relationships can lead to reduced vehicle miles of travel, improvements in air quality, increased walking, bicycling and transit use, economic and community revitalization, the preservation of neighborhood character, and a more visually appealing landscape. Communities of all sizes are beginning to consider transportation and land use as part of an interrelated system in which mobility and livability are in balance.

Utilities

Access to water and wastewater utility infrastructure is a key driver of where and how development occurs. The cost of extending utilities great distances impedes development. One way the city manages growth is by requiring developers to bear the cost of extending or increasing the capacity of utilities to serve their development. The lack of utility infrastructure in the northeast portion of the city has caused that area to remain undeveloped until recently.

Municipal Utility Districts

A Municipal Utility District (MUD) is a political subdivision of the State of Texas, one of several types of special districts that function as independent, limited governments. While the purpose of a MUD is to provide an alternate way to finance land development infrastructure, such as water, wastewater, drainage, recreational and road facilities, its creation also determines the land uses within its boundaries. When MUDs are located within the city's ETJ, the city has no zoning authority.

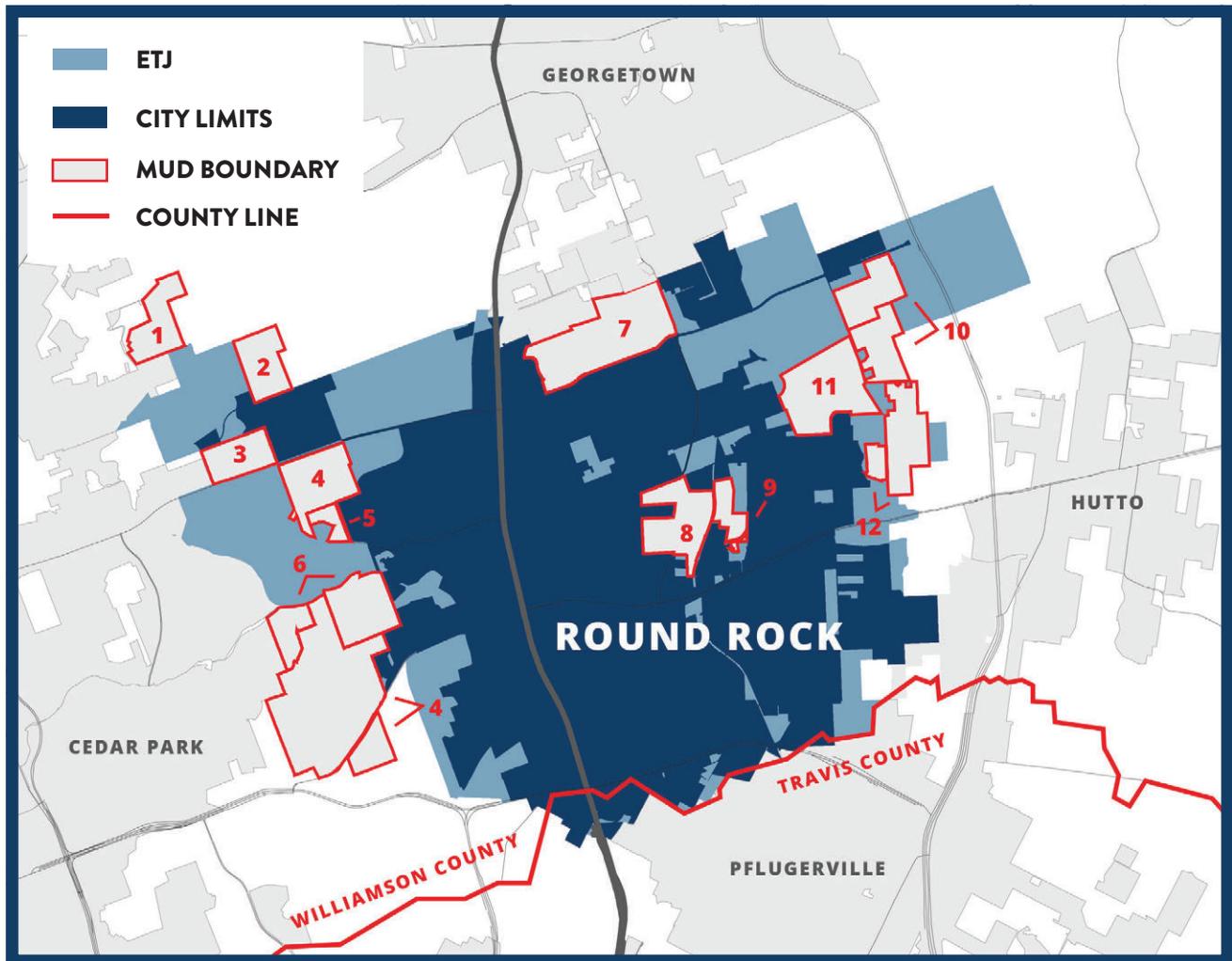
MUDs are primarily created for residential uses. There are ten MUDs within the city's ETJ which are either fully or partially developed. Two additional MUDs are located within the city limits. Locations are identified in Figure 28.

1. Parkside at Mayfield Ranch - 371 acres
2. Highlands at Mayfield Ranch - 346 acres
3. Vista Oaks - 316 acres
4. Brushy Creek - 2,277 acres
5. Walsh Ranch - 99 acres
6. Fern Bluff - 688 acres
7. Teravista - 1,012 acres
8. Meadows at Chandler Creek - 537 acres
9. Homestead at Old Settlers Park - (In-city MUD, see description below)
10. Salerno - (In-city MUD, see description below)
11. Paloma Lake - 762 acres
12. Siena - 913 acres

In 2019, two MUDs were created within the city limits. As such, the land use for these MUDs is governed by the Round Rock Development Code. All city services will be provided to the residents and the property will be taxed by the city and by the MUD. In order to make the combined city and MUD tax rate comparable to the estimated tax rate for a new MUD created in the ETJ, a bonding limit was included in the consent agreements.

- Salerno (Round Rock MUD No. 1) – 358 acres; includes 1,200 homes and 11 acres of commercial area;
- Homestead at Old Settlers Park (Round Rock MUD No. 2) – 174 acres; includes 486 homes, 11.75 acres of commercial area, and 26.51 acres of multifamily area.

FIGURE 28. MUNICIPAL UTILITY DISTRICTS



Annexation

Annexation is the process by which cities expand their city limits. Since Texas counties do not have land use authority, cities often find it advantageous to expand their boundaries to utilize their zoning authority. Recent state legislation has limited annexation to situations where consent has been granted by the property owner, which has the potential to hamper the city's ability to manage growth. Prior to this change, cities were able to annex properties that were contiguous to their city limits at will.

Parkland

As land continues to be developed, the city's subdivision requirements mandate developers to donate parkland or make a payment in-lieu of parkland to help meet the need for future parkland. This ensures strategic growth of the park system and provides adequate parkland for ultimate build-out. Through this process, developers may donate land for public parkland or may seek credit for private parkland and recreational facilities that are later deeded to homeowners' associations to meet the parkland requirements per the Round Rock Development Code. 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.

Historic Preservation

Round Rock is committed to preserving architecturally, archaeologically, culturally and historically significant buildings and properties by maintaining a preservation program. The preservation of local landmarks fosters the creation of unique places that express the city's heritage. Allowable land uses for historic properties are regulated by the property's underlying zoning. The added Historic Overlay (H) zoning requires that designated structures are preserved in their original form; however, the land uses often change over time. Preservation does not prevent land use changes but may limit the range of new uses to those that do not significantly impact a structure's historic significance or integrity. Houses are routinely re-used as offices, restaurants or retail spaces with few exterior alterations. Selecting new uses that work with and enhance historic features present opportunities for a unique quality of place that cannot be created with new construction. To guide the city's future preservation priorities, *Round Rock 2030* includes a ten-year *Historic Preservation Plan* with details on the city's preservation goals and objectives.

COORDINATION WITH OTHER CITY PLANS

Round Rock 2030 incorporates the policy objectives contained in the following documents:

- *Downtown Master Plan* (adopted 2010) for downtown revitalization;
- *Playbook 2030: Building a Connected Community* (adopted 2018) for open space and parks resources;
- *Transportation Master Plan* (update adopted 2017);
- *Transit Master Plan* (adopted 2015) for development of a public transit system;
- *Water System Master Plan* (adopted 2014; update in progress);
- *Wastewater System Master Plan* (adopted 2014; update in progress);
- *Stormwater Master Plan* (adopted 2014; update in progress);
- *Utility Profile and Water Conservation Plan for Municipal and Wholesale Water Use* (adopted 2019).

AREAS OF REGIONAL INTEREST

Northeast

The Northeast part of the Plan Area is where the majority of new single-family development is expected. The most recent neighborhoods include Vizcaya, Salerno, and University Heights, which contain almost 3,000 lots. In addition, the Avery PUD contains 900 acres and has entitlements for single-family, multifamily and substantial mixed-use development. Furthermore, there are approximately 1,900 acres of undeveloped land on which the city has made agreements with the owners ensuring that any future development can become part of the city and subject to the city's land use authority.



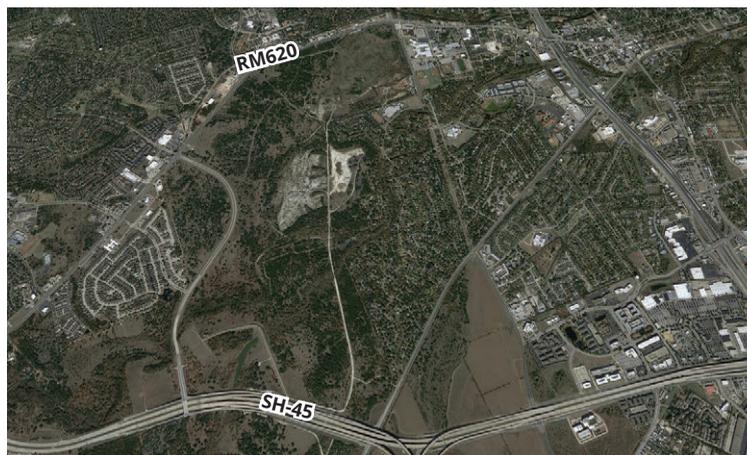
Avery Centre PUD near the intersection of A.W. Grimes Boulevard and CR 112



Vacant land in the Northeast near the intersection of A.W. Grimes Boulevard and University Boulevard

Southwest

The Southwest part of the Plan Area contains a large undeveloped area under single ownership, which is bisected by SH-45. Single ownership benefits the comprehensive planning process because land does not have to be assembled by numerous entities. Approximately 700 acres are within the city's ETJ and are accessible from CR 172 and RM 620. The planned Apple Inc. campus is to the west, outside of the city limits; however, it will have an impact on housing demand and associated business activity in Round Rock.



Vacant land south of RM620

East on US 79

The property on the south side of US 79 at the intersection with Kenney Fort Boulevard contains several hundred acres, a portion of which is the currently under construction as the Kalahari Resorts project. Kalahari Resorts will include 975 hotel rooms, 150,000 square feet of convention space, a 223,000 square foot indoor water park, an 80,000 square foot indoor theme park, resort-style pools, retail, restaurants and a spa, creating an anchor for additional regional attractions. This project is only on a portion of the available land to the east of Kenney Fort Boulevard, with nearly 150 acres remaining undeveloped. To the west of Kenney Fort Boulevard there is an additional 100 acres which has the potential for mixed-use development.



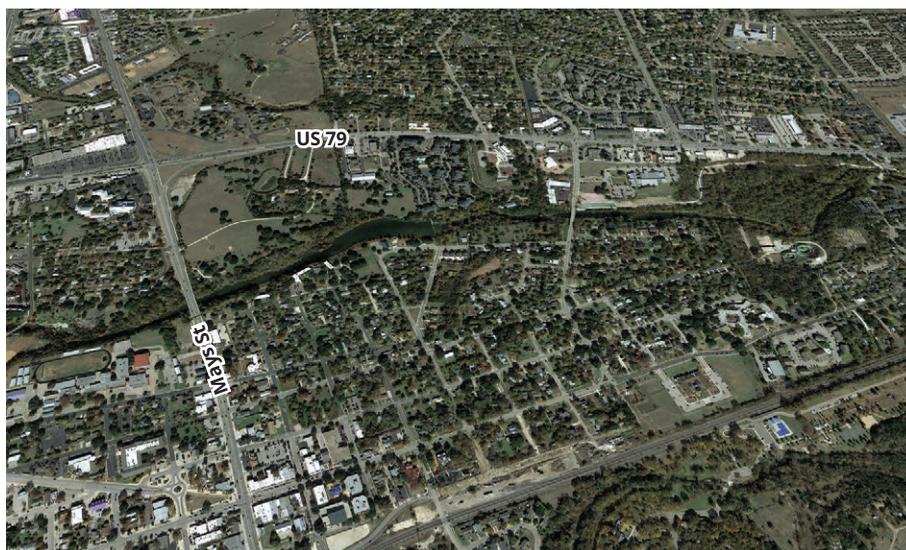
Kalahari Resorts during construction



Kalahari Resorts and vacant land to the west of Kenney Fort Boulevard

Downtown

The Henna Tract, a single-family estate containing about 30 acres at the southeast corner of US 79 and Mays Street and along the northern bank of Brushy Creek, will likely develop as a mixed-use center close to downtown.



Downtown Round Rock and vacant land near the intersection of Mays Street and US 79

South/Central

Approximately 65 acres south of SH-45 and west of Greenlawn Boulevard is in the planning and pre-development stages for a mixed-use development called The District, which will be comprehensively designed with moderate to high-density residential, office, hotel, retail, restaurant, and entertainment uses.



Aerial view of vacant land near SH-45 and Greenlawn Boulevard



Vacant land south of SH-45 and west of Greenlawn Boulevard slated to become The District

Western ETJ

Mayfield Park is undeveloped park land at the southeast corner of RM 1431 and Sam Bass Road containing 244 acres. The city has plans for it to become a “Community Destination Park”, with potential activities including archery, zip lines, adventure ropes courses for all ages, nature center, swift-water channel for rafting and kayaking, fishing and canoe launches, and miles of natural, concrete, and equestrian trails.



Undeveloped park land at southeast corner of RM 1431 and Sam Bass Road



Conceptual drawing of Mayfield Park included in Playbook 2030: The Strategic Parks and Recreation Master Plan

FUTURE LAND USE

The 2010 to 2020 Plan period yielded rapid growth which began to reshape the land use patterns in the city. This growth is expected to continue throughout the course of the *Round Rock 2030* Plan period. Accordingly a sensible land use strategy adopted by City Council is imperative to ensure the organized growth of the community.

The primary tools for defining a land use strategy are the Future Land Use Map (FLUM) and location criteria, which together serve as a guide for evaluating proposed changes to land use. 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. Overall, the FLUM is a generalized representation of the future land uses for Round Rock and is not intended to be parcel specific. The FLUM is not a zoning ordinance.

Any zoning or land use decision regarding a property should be consistent with its classification in the FLUM and associated location criteria. The FLUM is a living document that is amended to reflect changing development and market trends. Amendments to the FLUM require a recommendation by the city's Planning and Zoning Commission and approval by the City Council.

WHO USES THE FUTURE LAND USE MAP?

- The **City Council** (elected by the residents) uses the FLUM to guide policy decisions and develop land use regulations.
- The **Planning and Zoning Commission** (residents appointed by the City Council) uses the FLUM when making recommendations to the City Council regarding proposed zoning amendments or land use regulations.
- **City staff** use the Comprehensive Plan to evaluate whether a development proposal is consistent with the FLUM and its location criteria. Planners also communicate the Plan policies to developers who are conducting due diligence for a project.
- **Developers** use the FLUM to identify properties where development proposals are most suitable.
- **Utility service providers and other government entities** use the FLUM to plan major infrastructure and service facility investments. This includes county governments, the school district, etc.
- **Residents and property owners** use the FLUM to evaluate how the city will develop in the future.

FUTURE LAND USE MAP ASSUMPTIONS

- The economy and population of the Central Texas region will continue to grow at a faster pace than most of the United States. Land prices will continue to rise as a consequence of this demand.
- Round Rock will continue to transform into a prosperous mid-sized city, strengthening its role as a major center of economic activity in Williamson County and Central Texas.
- Increased regional attractions, higher education campuses, medical facilities, sports tourism, and destination retail will further help Round Rock establish an identity apart from Austin.
- Single-family development will continue to be the predominant housing choice for residents moving to Round Rock. Lot sizes will likely be smaller and a variety of ownership options will be necessary to address affordability.
- Mixed-use and multifamily development will increase as residents seek different types of residential forms to counteract increased land values that make traditional single-family homes less affordable.



City staff discussing the Future Land Use Map with citizens and Planning and Zoning Commissioners at an Open House

FUTURE LAND USE MAP INTERPRETATION POLICIES

The following policies ensure that development is in accordance with the city's desired future land uses:

- The FLUM depicts planned land uses for the community. The map establishes the general pattern of future land use as appropriate for achieving the community's goals and objectives.
- The text in this section provides a more detailed explanation of the land use designations depicted on the FLUM and provides location criteria to guide planning decisions such as zoning and the extension of utility infrastructure.
- In accordance with Section 213.005 of the *Texas Local Government Code*, the FLUM contains the following statement in a clearly visible format: "A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries."
- The FLUM is not the city's official zoning map. Rather, it is a guide for decisions concerning future land use. The FLUM is primarily implemented through zoning and subdivision ordinances, the construction of new infrastructure, and through other approved means which fulfill policy objectives, such as programs that establish capital improvement priorities, area studies, and neighborhood plans. The zoning ordinance text and map determine where specific development requirements apply to a particular property.
- The FLUM is intended to provide an overall framework for guiding the actions of the different entities responsible for determining the city's future. The FLUM should be reviewed on a regular basis in order for the city to realize the full benefits of coordinated development over the long-term.
- Providing a zoning designation to a specific tract of land is inappropriate without considering the land use designations assigned by the FLUM as well as an analysis of existing transportation facilities, utility infrastructure, and abutting uses.
- Rezoning or other development approvals for land uses not consistent with the FLUM should not be approved until this Plan has been amended as necessary to provide for such land uses.

THE ROUND ROCK 2030 FUTURE LAND USE MAP (FLUM)

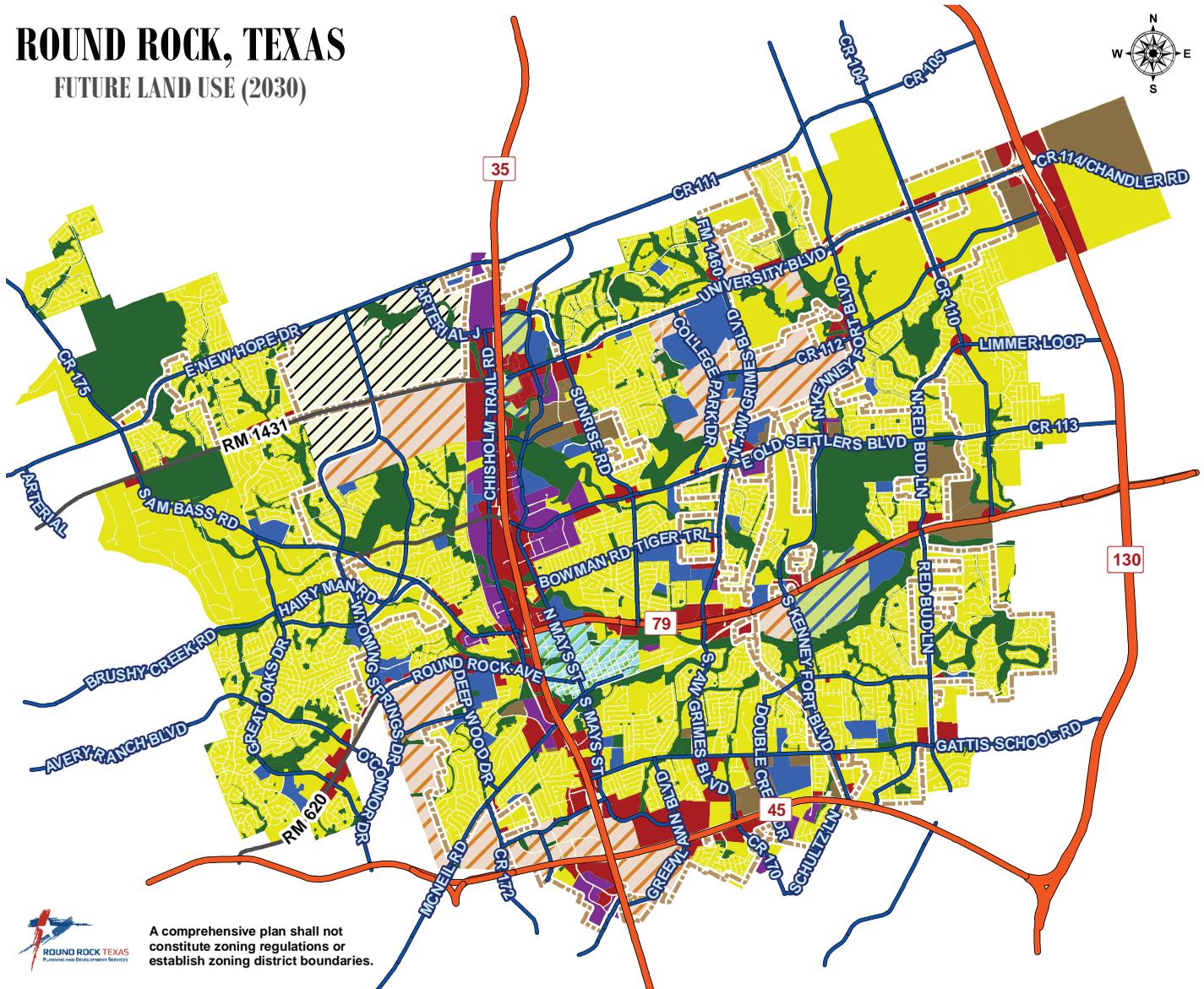
The official copy of the adopted FLUM is available for review at the city's Planning and Development Services Department.

Every ten years, the city evaluates the entire FLUM and adopts the map as part of its comprehensive planning process. The location criteria and FLUM are developed by combining the city's goals and residents' preferences with objective analysis of current land uses, existing and planned transportation and utility infrastructure, natural features, and the city's policy goals and overall development needs.

The city conducted its FLUM outreach phase of public input for *Round Rock 2030* in summer 2019. PDS staff began the revision process by reviewing and adjusting the location criteria in the 2010 Comprehensive Plan to address

ROUND ROCK, TEXAS

FUTURE LAND USE (2030)



A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.

FUTURE LAND USE		TRANSPORTATION (2017)	
	OPEN SPACE		FREEWAY/TOLLWAY
	RESIDENTIAL		FMRM/STATE
	COMMERCIAL		ARTERIAL
	MIXED-USE		PUBLIC FACILITIES
	INDUSTRIAL		CITY LIMITS
	EMPLOYMENT CENTER		MINING
	DOWNTOWN MIXED-USE		REGIONAL ATTRACTION

changes to map categories associated with new zoning districts and changing land use trends. To consider adjustments on the FLUM, staff conducted a preliminary review of the existing FLUM and identified potential revisions to create a new draft map. Staff then offered individual meetings between staff and stakeholders owning 100-plus acres of land in the city limits and/or ETJ to discuss potential changes to their land envisioned in the next ten years. Once a new draft FLUM was created, staff held an open house on July 22, 2019 to solicit public input. Staff identified 402 parcels of land in the city limits and ETJ consisting of five acres or more with a single owner and sent a letter inviting those owners to attend the Open House. The Open House was open to the public as well. The public and stakeholders provided input on how they saw the city and their parcels being developed or redeveloped in the future. Staff then revised the FLUM based on the input received.

LOCATION CRITERIA

Location criteria are contained within *Round Rock 2030* to ensure the appropriate siting of land uses and ultimately to guide zoning decisions. They are developed using planning principles and City Council direction through plan adoptions and zoning approvals over time. All of the future land use designations on the FLUM have associated location criteria. The future land use categories on the FLUM are intentionally broadly defined, and location criteria are more specific than the land uses identified on the FLUM because they are used to organize land uses relative to each other rather than to apply specific development standards or densities.

Future Land Use Designations

Round Rock 2030's Future Land Use Map (FLUM) contains designations very similar to those of the 2010 Comprehensive Plan, with the following differences:

- “Business Park” was renamed “Employment Center” to reflect actual land use and not physical form.
- “Commercial/Multifamily,” “Dell Mixed-Use” and “Avery Centre Mixed-Use” have been combined as “Mixed-Use”. “Downtown Mixed-Use” remains distinct due to its unique context, scale, and history.
- “Regional Attraction” is a new land use designation intended to include large-scale entertainment and tourism oriented projects. This includes:
 - Kalahari Resorts (350 acres, under construction);
 - Round Rock Amphitheater (18 acres, in planning phases);
 - Northeast retail cluster, including Round Rock Premium Outlets (86 acres, opened 2006), Ikea (2 acres, opened 2007) and Bass Pro Shops (18 acres, opened 2015); and
 - Dell Diamond (30 acres, opened 2000).

FIGURE 30. FUTURE LAND USE DESIGNATIONS

2020 FLUM	2030 FLUM
Open Space	Open Space
Commercial	Commercial
Residential	Residential
Business Park	Employment Center
Industrial	Industrial
Public Facilities	Public Facilities
Mining	Mining
Downtown MU	Downtown MU
Dell MU	Mixed-Use
Avery Centre MU	
Commercial/Multifamily	
	Regional Attraction (new)

Open Space

The Open Space land use designation is used for any parcel, tract of land, or water feature that is either designated as a public park or private amenity, or which consists of floodplain land adjoining a watercourse or drainage way. Since floodplain land is inundated by floodwater in a storm, development is generally limited to recreational and/or drainage uses.

LOCATION CRITERIA

Open Space

Municipal parks are located according to the city’s adopted plan for parks and recreational facilities. Floodplain land is defined by the natural creeks and waterways in the area.

Residential

The Residential land use designation is used for any parcel or tract of land that is appropriate for dwelling units. Non-residential uses, such as low-rise offices and neighborhood commercial businesses, are considered complementary to residential since they provide goods and services to neighborhoods. The descriptions and location criteria for low-rise offices and neighborhood commercial are contained in the Commercial land use section.

Single-family residential dwelling units are designed to accommodate a living area for one family, while two-family dwelling units have separate accommodations for two families within the same structure.

LOCATION CRITERIA

Single-Family

The location of single-family and two-family housing should minimize potential conflicts with non-residential uses.

Single-family garden style residential is a type of development in which single-family dwelling units are arranged around a system of private access drives and which contains amenities for the residents.

LOCATION CRITERIA

Single-Family Garden Style

1. Maximum of approximately 30 acres of net developable area;
2. Primary access allowed via an arterial roadway or collector street;
3. A property characterized by:
 - A shape, size and/or physical constraints which cause it to be otherwise difficult to be developed for other single-family uses; or
 - An infill location, within a previously built area which is already served by water and wastewater utilities.
4. Is not adjacent to an existing or planned single family garden style residential development.

Multifamily residential is a type of housing where three or more dwelling units attached to one another. An apartment building is a structure in which units share common walls and/or floors and ceilings with other units, with each unit having single access from a shared hallway or walkway. A townhouse is a structure in which dwelling units share one or more wall(s) with an abutting unit, each unit occupying space from ground to roof and having front and rear walls open directly to the outside for access.

Multifamily development is further characterized by the unit density, measured by units per acre:

- Low-density multifamily – not to exceed 12 units per acre;
- Medium-density multifamily – not to exceed 20 units per acre; and
- Urban multifamily – exceeds 20 units per acre.

LOCATION CRITERIA

Low-Density Multifamily

1. Primary access allowed via arterial roadway or collector street; and
2. Direct access to abutting single-family neighborhoods is discouraged unless integrated as part of a master planned community or as required to implement transportation network policy objectives; and
3. Low-density multifamily developments shall not be located immediately adjacent to other low-density multifamily developments; they must be separated by open space such as parkland or natural features.

LOCATION CRITERIA

Medium-Density Multifamily

1. Primary access allowed via arterial roadway; and
2. Located near existing or planned commercial nodes (areas of commercial activity); and
3. New medium-density multifamily buildings shall be not be located within 500 feet of any single-family neighborhood or one-half (1/2) mile of any existing or zoned medium-density or urban multifamily use.

LOCATION CRITERIA

Urban Multifamily

Urban multifamily should be located near employment centers or major transportation or commercial nodes.

Urban/high density multifamily is characterized by living units with an attached parking structure, located within an activity center consisting of employment, retail, educational facilities, and a transportation node.

Commercial

The Commercial land use designation is used for any parcel or tract of land that is appropriate for the provision of retail sales and services to the public. Commercial uses can serve neighborhood, community and regional customers. Neighborhood Commercial uses, such as personal services, fast-food restaurants, convenience stores, medical and dental offices and professional offices (low-rise office – two story maximum), are typically located at the entrance to neighborhoods, at the intersection of a collector road and an arterial road. These uses are typically active during the day and are therefore not disruptive to nearby residents. These uses can therefore be located in an area of the FLUM that is designated for residential, so long as the location criteria are met. Commercial uses, such as grocery stores, full-service restaurants, hotels, pharmacies and other large retail establishments, and mid-rise offices (five story maximum) are typically located at the intersection of two arterial roadways. These uses are active during the day and into the evenings, making them less suitable for location adjacent to a neighborhood. Regional commercial uses, such as shopping centers, destination retail centers, car dealerships, and “big box” retail are typically located along property with highway frontage. These uses serve both local customers and those from the area outside of the local area.

Beginning in 2002, the city’s zoning code contained two commercial zoning districts: C-1 (General Commercial) and C-2 (Local Commercial). In 2005, the C-1a (General Commercial - Limited), was adopted as an update to the C-1 (General Commercial) zoning district. The C-1a district prohibits some uses that were allowed in C-1 and restricts others or allows them only by special exception. For example, car sales and related uses were restricted to properties that have highway frontage. The C-1a district replaced the C-1 district for any new requests for general commercial zoning.

LOCATION CRITERIA

Neighborhood Commercial

1. Located at the entrance to or with convenient access to an adjacent residential neighborhood; or
2. At the intersection of a collector street and an arterial roadway or at the intersection of two arterial roadways; or
3. An extension, not located at an intersection, of an established commercial area that does not conflict with adjacent residential uses.

LOCATION CRITERIA

Commercial

1. At the intersection of two arterial roadways or an arterial/major collector; or
2. At an extension of an established commercial area that does not conflict with adjacent residential uses.
3. Some uses are appropriate only when located on property with highway frontage.

LOCATION CRITERIA

Regional Commercial

1. Located with frontage on a designated highway.
2. An extension of an established commercial area that does not conflict with adjacent residential uses.

LOCATION CRITERIA

Mid-Rise Office

1. Frontage on a designated arterial roadway or freeway/tollway.
2. Not to be located adjacent to existing or planned single-family neighborhoods unless appropriate setbacks and height are established.

LOCATION CRITERIA

Low-Rise Office

1. Located at the entrance to or with convenient access to an adjacent residential neighborhood; or
2. At the intersection of a collector street and an arterial roadway or at the intersection of two arterial roadways; or
3. An extension of an established non-residential area that does not conflict with adjacent residential use.

Mixed-Use

The Mixed-Use land use designation is used for any parcel or tract of land that is appropriate for the combination of residential and complementary non-residential land uses. Mixed-use can be on a large site with the uses combined on the site or on a small site with the uses combined in a single building.

A redevelopment site, which is small tract of land with existing development to be removed or repurposed, can accommodate new or repurposed small scale mixed-use development. This type of development could incorporate low-density multifamily, retail and live/work units of five stories or less. Design should incorporate a pedestrian orientation and connections to the existing street grid.

A greenfield site, which is a large tract of land which has not been developed and therefore contains no development-imposed constraints, is a site on which a new, large scale mixed-use development could be located. This type of development could incorporate retail, restaurant, hotel, commercial, multifamily, employment centers, and medical offices. Ideally these would be built as a concentrated cluster of mid-rise to high-rise residential and commercial buildings, reaching up to twelve stories in height, in conjunction with plazas and open spaces. It is also important that the proximity of the different land uses would allow for increased pedestrian use. Some buildings should be built to abut sidewalks to provide a pedestrian streetscape.

LOCATION CRITERIA

Mixed-Use

This land must be located so that the mixed-use is compatible with the surrounding area and is supported by employment and transportation infrastructure. Designation of an area for mixed-use generally requires the area to have certain characteristics which support this combination of uses.

1. Redevelopment mixed-use should be located on small lots along commercial collector or arterial roadways where the desired development or redevelopment cannot be accommodated with existing commercial district standards.
2. Greenfield mixed-use should be located on tracts a minimum of ten acres in size at major intersections where the transportation infrastructure efficiently accommodates high traffic volumes, including the potential for mass transportation.

Downtown Mixed-Use

The Downtown Mixed-Use land use designation is used for the city's historic downtown area, which is bordered by IH-35 on the west, the Union Pacific railway line on the south, and Brushy Creek on the north and east. This area originally functioned as the commercial center of the adjoining residential neighborhoods and the surrounding community. Some general characteristics of the area include:

- a relatively concentrated cluster of low-rise residential and commercial buildings, reaching no more than three stories in height and extending across a limited number of city blocks;
- buildings constructed in close proximity to sidewalks;
- an extensive sidewalk system that is fully integrated and with all points easily accessible by walking due to the relatively small size of blocks; and
- parking located on the street or in centralized parking lots and multi-level garages.

The Downtown Mixed-Use area is further defined by the *Downtown Master Plan* and by the zoning districts established following that Plan's adoption. The downtown business district is currently zoned to allow for retail, office, restaurant and entertainment uses with limited residential on upper stories or as live/work units, creating an active and pedestrian-friendly streetscape. The immediate surrounding area to the north and west is zoned for moderate density residential and commercial development, combining complementary residential and commercial uses in the same building, on the same site, or in the same block. The area to the east is zoned to allow single-family and limited commercial uses in structures that are single-family residential in style. These limited commercial uses include bed and breakfast businesses, offices, live/work units, and very limited retail uses including personal services, artisanal production, and boutique shops.

Employment Center

The Employment Center land use designation is used for any parcel or tract of land intended for office, research and development, and light manufacturing activities that do not involve the need for outdoor loading docks. Limited commercial support services, such as day care centers, health clubs, retail sales and services and restaurants, are also appropriate.

LOCATION CRITERIA

Employment Center

Employment Center developments are best located on land which is well served by the transportation and utility systems.

These developments may be located near single-family or two-family residential neighborhoods, however they should not be directly adjacent to them, but should be located where there is an intervening land use.

Industrial

The Industrial land use designation is used for any parcel or tract of land which is to accommodate the manufacturing, production, and processing of goods, along with associated warehousing and offices. Examples of uses permitted in this category include manufacturing and assembly operations, food processing, office/warehouse operations and heavy vehicle and equipment sales and repairs.

LOCATION CRITERIA

Industrial

1. New industrial development shall not be permitted within 500 feet of single-family or two-family uses or within 500 feet of designated arterial roadways or future arterial roadways; and
2. Little or no visibility from public view, other than from the adjacent roadway; and
3. No adjacent residential or commercial development.

LOCATION CRITERIA

Light Industrial

1. Direct access to a collector street or arterial roadway; and
2. No adjacent residential development.

Regional Attraction

The Regional Attraction land use designation is used for any parcel or tract of land intended for use as an entertainment venue, shopping or spectator sports arena/stadium which draws participants from outside of the Round Rock area.

LOCATION CRITERIA

Regional Attraction

Intersections where available land extends across several city blocks and where the transportation infrastructure efficiently provides high traffic volumes, including the potential for mass transportation.

Public Facilities

The Public Facilities land use designation is used for any parcel or tract of land which provides for government facilities and large institutions such as hospitals, medical centers, high schools, universities, and places of worship.

Mining

The Mining land use land use designation is used for any parcel or tract of land intended for land excavation for extracting minerals and similar substances. These are determined by land owned for existing mining operations.

FUTURE LAND USE AMENDMENT POLICIES

The FLUM should be reviewed on a regular basis in order for the city to realize the full benefits of coordinated long-term development. While Round Rock does a large-scale re-examination of its FLUM every ten years, additional amendments may be made in the interim years to both the FLUM and location criteria. Amendments are typically substantiated by a comprehensive study that takes into consideration several factors, including but not limited to changing market conditions, changing demographics, changes to the transportation network, availability of utilities, and surrounding land use changes.

CONCLUSION

Land use decisions have long term impacts. Decisions about how land develops are deliberate and made in accordance with established city policies. The continued interest in higher density spurred by rising land values and concerns about housing affordability will yield new forms of development. However, any changes to the existing suburban form will be gradual.

Round Rock



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DEVELOPING OUR FUTURE

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ROUND ROCK 2030

HISTORIC PRESERVATION



INTRODUCTION

Historic assets play an essential role in shaping the identity of a place. Historic buildings, streets, parks, 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 as a mid-sized city, its historic resources are an important part of the community's identity. Since the first iteration of the city's *Historic Preservation Plan* in *Places & Spaces: Round Rock General Plan 2020* (the 2010 Comprehensive Plan), preservation activity in the city has grown.

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. Historic elements are not necessarily architectural but could reflect the way of life in a certain era.

The purpose of this section is to establish a ten-year plan to preserve and enhance local historic resources for the benefit of residents and visitors to the city, as well as to reflect upon historic preservation accomplishments of the past decade. This section was developed so it can serve both as a part of the city's Comprehensive Plan, *Round Rock 2030*, and as a standalone historic preservation plan.

Public Engagement

The city provided opportunities for public input throughout the *Round Rock 2030* planning process. In the third phase of input, from mid-April through mid-June 2019, the city used Polco, an online public engagement tool. During National Preservation Month in May, Planning and Development Services (PDS) staff posted a historic preservation survey to both educate the public about the city's historic preservation program and to gather input to update the city's *Historic Preservation Plan*. The survey had 229 respondents and 89% agreed or strongly agreed that preservation of historic buildings benefits the city culturally, educationally, and economically. The public input process also resulted in the development of twelve planning policies for *Round Rock 2030*, one of which is directly related to historic preservation and many of which have implications for historic preservation.

For more in-depth information about the public input process for *Round Rock 2030*, refer to the appendix of *Round Rock 2030* and the Historic Preservation Polco Report, available on the *Round Rock 2030* website.

ARCHITECTURAL HISTORY

Historic Character

Round Rock's architectural history can be considered in five eras, each defined by the prevailing transportation mode and available building techniques: Pioneer Era, Pre-Railroad Settlement, Railroad Era, Highway Era and Freeway Era.

Pioneer Era

- Several nomadic Native American tribes use the area for hunting.
- In 1840 President Lamar tasks Colonel Cooke with establishing a road between Austin & Fort Inglish (Bonham).
- In the 1840s Jacob Harrell, Dr. Kenney, Captain Merrell, Washington Anderson and others claim headrights in the area.
- Buildings are intended to be temporary: log cabins, Kenney Fort. Few exist today.



Cabin in Old Settlers Park

Pre-Railroad Settlement (Old Town)

- Texas joins the United States in 1845 and Williamson County is established in 1848. Swedish farmers begin settling Palm Valley. Cattle drives begin after the Civil War.
- Regular stagecoach service begins on Colonel Cooke's road. Jacob Harrell begins selling parts of his property along Brushy Creek. Commercial services, including general stores, blacksmiths, and liverys are established.
- Permanent structures are built by skilled traditional craftsmen. Materials are simple hand-cut stone and peeled or split logs. Sawn wood and manufactured hardware used sparingly.



Barker-Porter house, built 1872



Stagecoach Inn, built 1848-1853

Railroad Era (New Town)

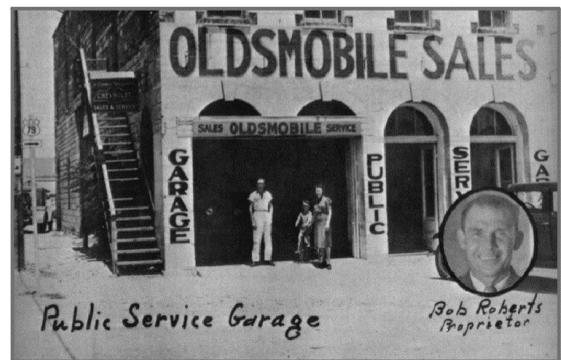
- I&GN Railroad extends to Round Rock in 1878. Its land company plats downtown in regular blocks and lots.
- Round Rock Avenue leads directly to Old Town and the Austin-Georgetown Road (formerly Colonel Cooke's road).
- First structures are built using traditional methods and local stone, similar to Old Town. Later buildings use materials (brick, corrugated metal, large glass windows) made available by railroad.



200 E. Main built 1904

Highway Era

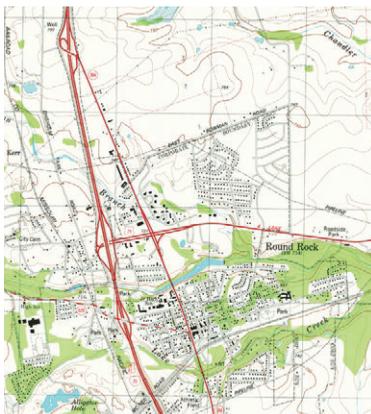
- Mays Street is extended north over Brushy Creek in 1937 as Highway 81.
- Round Rock lobbies for highway to pass through Round Rock instead of Taylor.
- Gas stations, auto service, motor courts, and Henna car dealership open on Mays Street.
- Commercial traffic bypasses Old Town.



Broom Factory converted to auto sales

Freeway Era

- In the 1960s IH-35 divides Old Town and New Town.
- IH-35 brings Round Rock within shorter commuting distance of Austin.
- Development is auto-oriented with front parking lots and garages.
- Entire shopping centers and subdivisions are built rather than individual buildings.



USGS Map 1982



Wag-A-Bag on US Highway 79 built 1971

LEGAL BASIS FOR HISTORIC PRESERVATION

Framework

The historic character of Round Rock is maintained through an established preservation program with a corresponding legal framework at the federal, state, and local levels. The city is aware of legislative changes that impact this framework and responds accordingly. This section provides a brief overview of the government responsibility at each level. More specific information about the requirements can be found in the documents referenced in this section and/or through federal and state agencies and PDS.

FEDERAL BASIS

The National Historic Preservation Act, The National Register of Historic Places, *The Secretary of the Interior Standards for the Treatment of Historically Significant Properties*

Federal Framework

The National Historic Preservation Act, passed in 1966, established the first federal historic preservation program in the country. The Act created the National Register of Historic Places, which provides guidelines for the designation of historic districts and individual historic landmarks. Federally designated properties are subject to the *Secretary of the Interior Guidelines for the Treatment of Historically Significant Properties*, which establishes best practices for preservation, restoration, rehabilitation, and reconstruction. Every state that has a historic preservation program must have a State Historic Preservation Office that enforces regulations and administers programs on behalf of the federal government.

STATE BASIS

The Texas Historical Commission, Recorded Texas Historic Landmark Program, Certified Local Government Program, *Texas Local Government Code*

State Framework

The Texas Historical Commission (THC) is the agency responsible for historic preservation programs at the state level. The THC is responsible for the statewide designation and review of historic sites under the Recorded Texas Historic Landmark Program. The THC also serves as the State Historic Preservation Office which is tasked with administering federal programs at the state level. This includes the enforcement of federal designations and review processes, administration of grants, and the management of the Certified Local Government (CLG) Program for Texas. The *Texas Local Government Code* enables municipalities to regulate historic preservation as one of their zoning powers.

LOCAL BASIS

Round Rock Development Code, Historic Preservation Commission, *Design Guidelines for Historic Commercial and Residential Districts & Properties*

Local Framework

The local historic preservation program in Round Rock is enabled by the Round Rock Development Code. The Code establishes a Historic Preservation Commission (HPC), which is a citizen commission appointed by the City Council to preserve, protect, and promote the City of Round Rock's historic resources through preservation, public education, community partnerships, and heritage tourism. The HPC is responsible for evaluating Certificate of Appropriateness (CofA) applications for proposed changes to historically designated properties, including alteration, relocation and demolition. Its duties also include evaluating and recommending properties and districts for historic designation, recommending City Council action concerning applications for local incentives for historic property owners, and administering the requirements of the CLG Program.

The Round Rock Development Code establishes the requirements and procedures for the CofA review process. A CofA confirms that proposed changes to a property with Historic Overlay (H) zoning are appropriate for the structure and consistent with the city's adopted guidelines. Code amendments were adopted in 2012, 2014, and 2018, including a CofA process for relocating historic buildings, administrative review for certain types of CofAs, and other amendments to clarify existing processes. Both the HPC and PDS staff rely on the *Secretary of the Interior's Standards for the Treatment of Historic Properties*, as well as a set of City Council-adopted *Design Guidelines for Historic Commercial and Residential Districts & Properties* to make decisions about the appropriateness of exterior alterations. The city's design guidelines place an emphasis on the compatibility of alterations with the historic fabric, acknowledging that consistency with the style of the historic structure is often a good way to achieve compatibility.

The Round Rock Development Code also specifies the requirements for the Partial Tax Exemptions for Historically Significant Sites program. This program is administered jointly by the City of Round Rock and the Williamson Central Appraisal District. Under the program, property owners receive a 75% exemption of municipal property taxes. The program encourages owners of historic properties to use money saved on taxes to provide regular maintenance and/or repair to their historic structures.

PDS staff works to support the historic preservation program by administering the Partial Tax Exemptions for Historically Significant Sites program, advising the HPC on CofA cases, implementing the education and awareness program and holding special events. PDS staff also works to support the HPC's mission and annually adopted goals.

ROUND ROCK HISTORIC PRESERVATION PROGRAM

Evolution

Over the past few decades, Round Rock has increasingly recognized the importance of historic places in the community. When the city adopted its historic preservation ordinance in 1979, it paved the way for an upswing in historic preservation and restoration efforts in the 1980s and 1990s. The Partial Tax Exemptions for Historically Significant Sites program was established in 1982 and the Round Rock Downtown Commercial District was added to the National Register of Historic Places in 1983.

In 1989, the city was designated as a CLG by the THC, which has made Round Rock eligible for federal grants. Throughout the 1990s and 2000s, the city received several CLG grants to improve the historic preservation program. Examples of the projects include:

- A historic resource survey identifying and documenting historically significant sites;
- An interactive website for the preservation program;
- Creation of design guidelines for residential and commercial properties; and
- Establishment of a preservation education and awareness program.

These CLG projects were important for Round Rock's historic preservation program because they provided the necessary tools and funding for the city to build a foundation for the program. The historic preservation program identifies annual funding priorities and even though the city has not received CLG grants this decade, city grant-matching funds have still been allocated to fund portions of these preservation-related projects such as the creation of markers for locally designated historic landmarks in Round Rock.

Round Rock conducts additional annual preservation-related programming. These programs help to bring awareness to the historic preservation program:

- The Local Legend Award Program which recognizes individuals, families, businesses, groups, publications, or organizations that have had a positive and lasting impact on the culture, development, and history of Round Rock; and
- Recognition of National Preservation Month every May, in which several historic preservation related events are held to engage the community.

In 2017, the city provided a one-time allocation from Hotel Occupancy Tax (HOT) funds for the relocation of the Stagecoach Inn. The building was set to be demolished for the realignment of RM 620. Instead, the structure was moved in 2018 from its original location at the intersection of RM 620 and Chisholm Trail Road to its new location at the Bathing Beach Park, located approximately 1000 feet to the south.



The Stagecoach Inn crossing Brushy Creek before reaching new location at Bathing Beach Park

PROGRAM MILESTONES SINCE 2010

2010

Places & Spaces: General Plan 2020 is adopted and is the first comprehensive plan for the city to include a historic preservation chapter, serving as the city's *Historic Preservation Plan*.

The *Downtown Master Plan* is adopted, establishing a design and policy strategy for a thriving town center. The Plan includes design guidelines for historic residential character and other historic areas downtown. The Plan also includes an updated resource survey.

Historic Preservation Minutes, a series of videos developed as a part of the education and awareness plan, are released to the public.

2011

As a result of the *Downtown Master Plan's* historic resource survey, new historic designations are recommended:

- The proposed East End Historic District included 96 properties, 54 of which were contributing. The City Council opted not to adopt the designation.
- The Texas Baptist Children's Home property was recommended as a local historic district. Trustees did not support the designation.
- The Henna House was identified for potential local designation, but was not pursued further.

2012

The Certificate of Appropriateness process, outlined in the Round Rock Development Code, is amended to allow for administrative review of certain applications and to allow for the relocation of historic buildings in certain circumstances.

2013

The city publishes several educational brochures about the historic preservation program in Round Rock.

2015

The latest International Existing Building Code is adopted by the city, which is beneficial for maintenance and rehabilitation of historic properties.

2016

Round Rock Preservation is established as a historic preservation nonprofit in the city.

The SF-D (Single-Family - Downtown) district is established in the Round Rock Development Code. It provides for traditional residential development and includes standards to reinforce the scale and design of an established residential neighborhood with numerous historic structures.

2017

The city celebrates the 150th anniversary of the Chisholm Trail.

The Williamson Museum opens a second location on the Chisholm Trail in Round Rock, bringing educational exhibits and programs about the history of the county to the city.

Markers are installed at locally designated historic landmarks.

Language for demolition by neglect is added to the Round Rock Development Code, establishing procedures for the HPC and Chief Building Official to inspect properties where deterioration is thought to be causing harm to structures or character-defining features.

2018

The Stagecoach Inn is relocated in an effort to preserve the building. This is the first project to use the new CofA for relocation process.

2019

The HPC section of the Round Rock Development Code is amended to require seven commissioners.

IMPLEMENTATION BACKGROUND

Preservation Program Challenges

In the 2010 Comprehensive Plan, it was determined that Round Rock's capacity for properly preserving its historic resources was mainly compromised by four factors:

- A lack of public awareness of the benefits of historic preservation;
- Rapid growth that threatens historic buildings with demolition for new development;
- Limited funding for preservation programs and activities; and
- Insufficient community partnerships.

Over the past ten years, the city refined the historic preservation program and addressed many of the issues that were noted a decade ago. Today, the challenges identified for the future of the historic preservation program over the decade include:

- Complex CofA case reviews for HPC and staff for the following reasons:
 - Requests for alterations often incorporate new technology and building materials which may not be appropriate; and
 - Redevelopment of historically significant properties may threaten historic integrity. This is especially concerning downtown, which has the highest concentration of the city's historic resources. A number of redevelopment projects downtown involve changing the original use of a building from a residential to commercial use, necessitating alterations to accommodate the new use.
- Lack of funding for historic preservation projects:
 - For city-owned properties, such as the Stagecoach Inn; and
 - To support owners of historically significant properties.
- Need for documentation of structures if proposed to be moved or demolished.
- Acceptance and recognition of significance for reasons other than architecture.
- Neighborhood preservation for older neighborhoods.
- Lack of awareness of city historic preservation efforts is a perpetual issue and is compounded due to the city's rapid growth.

Policies

Round Rock 2030 includes a historic preservation policy which states “Preserve buildings and sites that contribute to Round Rock’s history”. This policy was highly rated during all phases of public input. In the policy discussion exercise at the Quadrant Meetings, the historic preservation policy was the third most popular policy. For the online version of the policy discussion exercise that was posted to Polco, the historic preservation policy was the most popular policy, with 95% approval.

IMPLEMENTATION STRATEGIES

In order to implement the goals of *Round Rock 2030*, this section outlines the implementation strategies related to historic preservation:

- Explore means for financing the city’s historic preservation program including a new dedicated annual allocation in the city’s budget.
- Complete the restoration of the Stagecoach Inn.
- Consider new incentive programs specifically to assist property owners and developers with maintenance and rehabilitation of historic properties.
- Continue administering the Partial Tax Exemptions for Historically Significant Sites program and guide property owners through the application review process.
- Consider expanding the number of historically designated properties. Review the designation criteria in the Round Rock Development Code to adapt the definition of historic significance. Identify structures recently annexed into the city and mid-century structures which are now, or will soon be, eligible for designation.
- Explore establishing a historic district for the Downtown Master Plan area which regulates exterior building materials for all structures.
- Establish a policy to address whether performance advances in building materials could, in certain circumstances, justify the application of non-historic materials to aid the long-term preservation of historic structures.
- Establish methods, guidelines, priorities, and a dedicated funding source for preservation of city-owned historically designated properties.
- Contribute historic preservation expertise to ensure the development surrounding the Water Tower is contextually appropriate and does not diminish the Tower’s historic integrity.
- Advise the Parks and Recreation Department regarding historic features of the Bathing Beach Park and Heritage Trail projects.
- Foster a network of preservation advocates and allies, like the city’s nonprofit Round Rock Preservation, by collaborating with preservation partners at the local, regional, and state levels.
- Support the Williamson Museum’s efforts to continue local history programming in Round Rock.

- Partner with other preservation organizations to create a local historic preservation award program to recognize preservation success stories.
- Create opportunities to record and celebrate the history of the city through a local history archive and resources at the new library.
- Increase focus on heritage tourism citywide through promotion of the city's historic assets. Consider becoming a designated Preserve America community.
- Capitalize on historic assets as an economic engine for Round Rock by promoting historic sites to areas outside of the city.
- Increase stakeholder and public awareness of the city's historic preservation program by providing training opportunities, hosting public events, and creating educational materials.

CONCLUSION

As the historic preservation program continues in Round Rock over the next decade, PDS staff expects to raise awareness of the city's history and historic preservation efforts. Public engagement conducted during Plan development confirmed that Round Rock values historic preservation as a means to showcase its identity and unique past. The historic preservation program should continue to provide technical support to owners of historic landmarks and assist them through the CofA and partial tax exemption review processes. Ultimately, in order to continue the success of the historic preservation program, the city should pursue additional funding for historic preservation projects. The city can strengthen its historic preservation program by executing the implementation strategies provided in this section.

When incorporated into *Round Rock 2030*, the *Historic Preservation Plan* serves as a section of the Comprehensive Plan and relates to other long-range policies and implementation strategies for the next decade. These same historic preservation implementation strategies in the *Historic Preservation Plan* will be included in the implementation section of *Round Rock 2030*.

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ROUND ROCK 2030

COMMUNITY FACILITIES AND SERVICES





The Allen R. Baca Center, Centennial Plaza, and the McConico building

INTRODUCTION

Community facilities and services are major components of Round Rock's physical, social, and economic fabric. They help define the identity of the city and contribute to quality of life, as well as social and economic prosperity. Community facilities cover a broad spectrum of services, such as safety, arts and culture, libraries, and often require capital investment and operating costs. The following section describes certain city service functions that have secondary land use impacts.

ARTS AND CULTURE

The mission of arts and culture is to enrich the quality of life, as well as support and foster the enjoyment, understanding and development of the arts through diverse and engaging experiences. Arts and culture contribute to the economy and support tourism in the community. The city's Office of Arts and Culture provides resources, education, and artistic initiatives to serve individual artists and arts organizations in the community. The arts and cultural events are important to Round Rock's quality of life, strengthening the community, inspiring more investment, and creating a greater sense of place.

The City of Round Rock adopted the *Round Rock Arts and Culture Strategic Plan* (the Arts Master Plan) in June of 2011. Since the Plan's adoption, the city has provided the initial investment to fund staff and programming related to arts and culture. The Arts Master Plan is a fluid project that will be augmented to include new arts ideas and visioning with the creation of a performing arts venue in the future. Currently, over 50 arts organizations in Round Rock are working to bring visual and performing arts to the community. Since 2011, the Office of Arts and Culture has been producing annual events like the Round Rock Chalk Walk Arts Festival, which brings 60,000 visitors annually to the city, and also produces other major arts events like SculptFest, Music on Main, and a Wine and Jazz Festival. The city also sponsors cultural festivals like Dia de los Muertos and DiwaliFest that highlight the city's cultural diversity each year. The Downtowner Gallery, a city-run art gallery and artist workspace downtown, provides more visual arts opportunities. The city also partners with the RRISD and higher education entities for ongoing arts exhibits and arts events.

The Office of Arts and Culture encourages the arts through its daily operations promoting Round Rock as a dynamic arts and cultural community, adding to an already successful tourism and hotel industry. Since 2016, the Arts and Culture budget has been funded through Hotel Occupancy Tax (HOT) revenue. Ongoing efforts are under way with charitable entities to raise awareness of the need to secure private funds to help with the future building of arts facilities.



Chalk Walk



Dancer at Fourth of July parade



Music on Main concert

Arts and Culture staff works closely with local arts organizations, artists and performers in the community to ensure that their concerns are heard and their needs are addressed. Over the next decade, the Office of Arts and Culture has the following goals:

- Support the economic development of the community by adding value to development in the downtown and planned growth areas;
- Further establish Round Rock as a destination for all types of visitors;
- Inspire innovation and unique collaboration across public, private, and non-profit sectors; and
- Contribute to Round Rock's position as a full-service community with a high quality of life.

The Office plans to accomplish these goals by expanding arts and culture infrastructure to foster collaboration, bring attention to the arts, and improve funding. The Office of Arts and Culture has three strategies in place to accomplish these goals:

- Create places with arts and culture celebrating the past, present and future;
- Join higher education, health sciences, and creative industries to inspire innovation; and
- Develop Round Rock as a place for making and doing art.

Although the arts are active and thriving in the area, the city does not have a professional quality venue for artistic performances. Having a city-owned state-of-the-art venue for visual and performing arts would provide a centralized location and contribute to the local economy. Over the next decade, locating space for a new arts and culture facility that can accommodate a variety of functions will be explored.

FIRE

The Round Rock Fire Department (RRFD) operates out of nine fire stations located throughout the city. Additionally, the city has aid agreements with all neighboring fire departments for support and first response to emergencies at the regional level.

RRFD has had many major accomplishments over the past decade, particularly in relation to the growth of the department. One fire station was repurposed as the Logistics Operations Center, an existing station was relocated, two new fire stations were opened and the new state-of-the-art Public Safety Training Facility was opened in 2018 for use for both police and fire training.

RRFD accomplishments were driven by service demand and service improvements to the coverage area. RRFD, the Transportation Department and Planning and Development Services (PDS) work together to plan future facilities by utilizing the *Transportation Master Plan* and the city's Comprehensive Plan. Planning new facilities in anticipation of future service demand is key to successfully mitigating potential emergencies. RRFD analyzes emergency response outcomes and develops innovative methods to improve mitigation.

To accommodate expected growth in the next decade, land use policies will be significant factors in considering facility placement. Future facilities in the Northwestern and Northeastern regions of the city are being considered. In the next decade, RRFD plans to coordinate the purchase of land for future facilities in high-growth areas. RRFD also plans to expand the Community Risk Reduction Program, which connects the Department with members of the community to provide risk assessments of their home environment.



Round Rock Fire Department truck

POLICE

The Round Rock Police Department (RRPD) works to ensure that Round Rock remains one of the safest communities in the United States. In 2010, RRPD was a critical part of the city's overall initiative to prevent neighborhood deterioration. Assessments were conducted throughout the city to establish connections with existing neighborhood associations, encourage the creation of new neighborhood associations, and to identify public infrastructure revitalization projects. These neighborhood assessments are an example of how RRPD strives to forge strategic partnerships that address quality-of-life issues before they become public safety or crime problems.

In 2015, RRPD significantly expanded outreach efforts in the community. Currently, RRPD engages the public through a strong social media presence and creates videos to educate residents about major legislative changes, traffic safety, and crime prevention.

In 2018, the city opened a new Public Safety Training Center funded by a voter-approved bond. Rather than requiring travel to other cities and states for training, first responders can now train in-house. The \$29 million training facility features training offices and classrooms, an indoor shooting range, training village for real scenario-based training, five-story tower and a driving skills course, which allow officers to train for both low- and high- risk incidents. As the city continues to grow, departmental growth and changing community needs may require additional facilities.

Land use decisions also have implications for RRPD's service delivery. As new schools are constructed, RRPD works with the school district to ensure efficient traffic flow during peak times. Additionally, large developments, such as Kalahari Resorts, prompt RRPD to evaluate impacts on the demand for police services. The overall goal is to ensure that RRPD keeps pace with changing service demand in the coming decade.



Round Rock Public Safety Training Center

LIBRARY

The Round Rock Public Library (RRPL) system provides the community with a variety of programs and services. RRPL's mission is to provide the highest quality educational, informational, leisure, and cultural resources and services to Round Rock's diverse population. Additionally, RRPL is committed to providing opportunities to expand knowledge, encourage personal growth, and enhance quality of life.

The Library offers a broad and relevant collection to promote lifelong reading and learning using current technology to increase access to information resources. The existing library building has presented operational and programming challenges including limited workspace, parking, space for materials, storage, space for meetings and programs, and capacity to meet demand for technology.

A new main library, funded by a \$23.2 million bond approved in 2013, is planned to improve RRPL service delivery and act as a community gathering space downtown. Consistent with development goals and library usage analysis, the project intends to provide additional space for collections and multi-media library materials, areas for adult, teen and children's programming, study and collaboration areas, multi-purpose community meeting rooms, workspace for staff and volunteers and additional parking supply for downtown.

As the city's population continues to grow, construction of additional branch libraries may be considered to meet Round Rock's changing needs. At the projected build-out population, RRPL desires branch libraries in the Northeast and in the West, as well as one bookmobile.



Children talking to Library staff



Book stacks at Round Rock Public Library

SPORTS MANAGEMENT AND TOURISM

In 2016, the Sports Center and the Convention and Visitors Bureau were merged to create the Sports Management and Tourism Department. The vision of the new Department is to help promote Round Rock as a destination city for sports, business and leisure tourism, and to maintain world-class facilities for Round Rock citizens and visitors. Often referred to as the “Sports Capital of Texas”, Round Rock has established itself in the sports tourism industry with the quality of facilities maintained and the number of events hosted.

The Sports Management and Tourism Department currently oversees several city-owned facilities: The Round Rock Sports Center, The Round Rock Multipurpose Complex, Dell Diamond, Forest Creek Golf Club, and The Convention and Visitors Bureau. Many events that the city hosts at these facilities are at the state and regional level, but Round Rock has also hosted several national events.

To become a true industry leader, the planning, design, and expansion of two facilities in the next decade is desired, including expansion of the Multipurpose Complex, and an addition to the Sports Center. Increasing the number of regional and national sports tournaments and expanding sports facilities will help to increase city revenues that will benefit residents and the local economy throughout the next decade.



Dell Diamond at night



Round Rock Sports Center

PLANNING AND DEVELOPMENT SERVICES

Round Rock 2030 is a Planning and Development Services (PDS) Department-produced plan that discusses long-range planning and land use implications. The Plan also includes these implications for services that numerous city departments provide. In its operations, the divisions of PDS provide services to city residents and businesses.

Planning ensures that new development meets the city's requirements for annexation, legal lot division, permitted land use, and development standards. Planning also translates policy objectives into standards for zoning and subdivision codes.

Engineering ensures that new development meets the city's infrastructure requirements for stormwater management, utilities, and site design.

Inspection Services ensures that public and private structures meet the quality standards established by the city. Inspection Services upholds public health and safety through enforcement of appropriate building codes.

Code Enforcement enforces city ordinances that help maintain the health, safety, and sanitation in the community. Strong, consistent code enforcement ensures safe and desirable living and working environments, helps maintain property values and works toward the city's stated goal of preserving neighborhood integrity.

Community Development, which includes Neighborhood Services, improves quality of life in older neighborhoods with social and recreational events, neighborhoods cleanups, and information about how the city operates. Since 2012, City Council's *Strategic Plan* has included the goal of "Sustainable Neighborhoods – Old and New". Neighborhood Services was created in that same year to implement this goal. More recently, Community Development has utilized Community Development Block Grant (CDBG) funds to help revitalize neighborhoods and commercial areas within the city.

PDS processes can be divided into two categories, those that address new development and those that support existing development. PDS works to ensure that new development is in accordance with the Round Rock Development Code, the Future Land Use Map, and City Council's *Strategic Plan* goals. Additionally, PDS confirms that new development aligns with *Round Rock 2030* policies and other adopted city plans.

In addition to new development, PDS works to ensure that existing development is supported through city services and programs. Community development, neighborhood services, commercial revitalization programs, historic preservation, and code enforcement help sustain existing development. Goals for sustainable neighborhoods include:

- Increase curb appeal for existing residents and enticing prospective residents;
- Maintain or increase property values for ad valorem tax;
- Help foster a sense of community between neighbors;
- Help elderly and disabled residents remain in their homes;
- Reduce code violations;
- Reduce negative communication from residents such as calls, emails and residents attending city Council meetings to discuss neighborhood quality of life issues;
- Make neighborhoods that are older, lower income or ethnically diverse feel included in the city's resources; and
- Create a one-stop shop for all neighborhood quality of life issues for residents and neighborhood leaders.

In the next decade, neighborhood services and commercial revitalization will become increasingly important. Community Development will work to maintain programs that are currently offered and will continue to build relationships with neighborhood leaders, help form new neighborhood associations, and create new and innovative programs.



Round Rock Planning and Development Services staff

CONCLUSION

As Round Rock continues its rapid pace of growth, the construction of additional community facilities, as well as the improvement and expansion of existing facilities, will be necessary to support quality of life aspirations. The city will continue to provide high value services and infrastructure that makes Round Rock stand out as a great community for residents and businesses.

Round Rock

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30

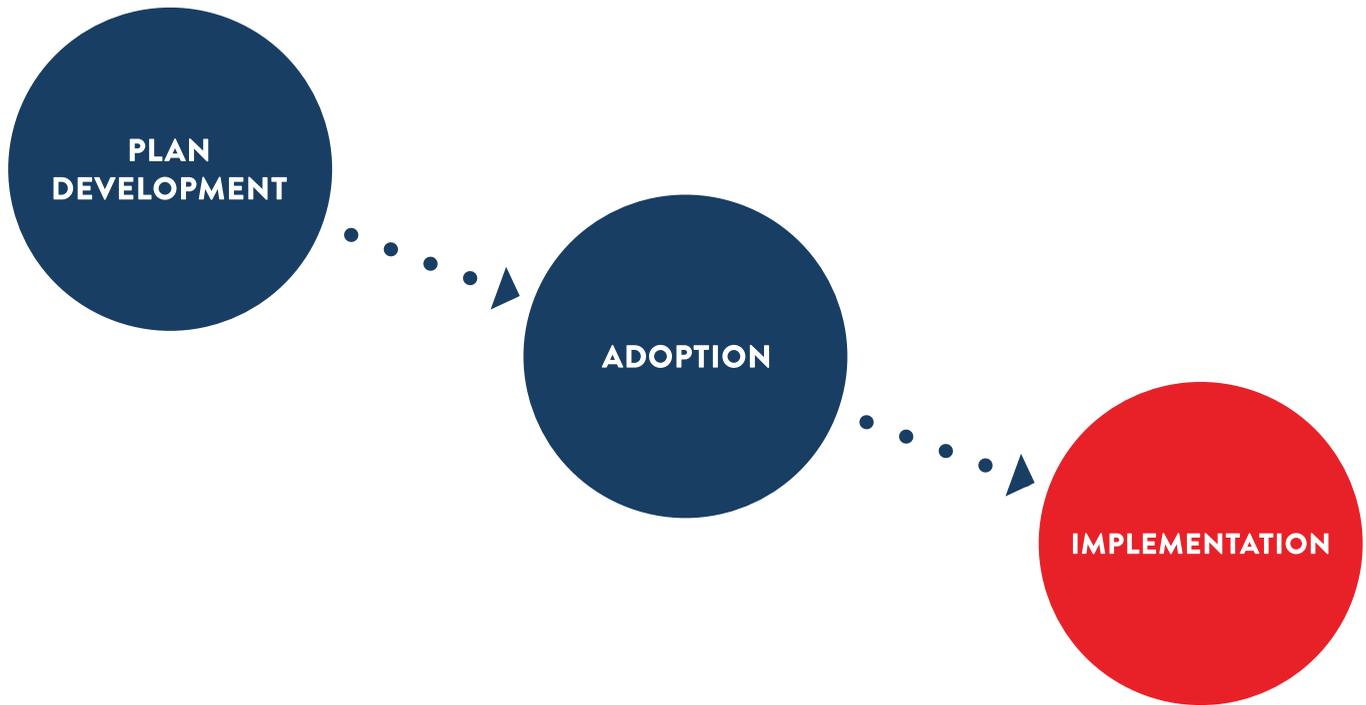
DEVELOPING OUR FUTURE

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ROUND ROCK 2030

IMPLEMENTATION





INTRODUCTION

Planning and Development Services (PDS) began drafting the city's Comprehensive Plan, *Round Rock 2030*, following the initial phases of public input. The public input process began in 2018 with the biennial Community Survey, followed by a series of Quadrant Meetings, online engagement via Polco, and a future land use mapping exercise. Twelve policies were developed based on the input received.

ROUND ROCK 2030 IMPLEMENTATION STRATEGIES

The twelve policies and associated implementation strategies form the basis of *Round Rock 2030*. Each of the policies pertain to a certain planning topic and is followed by a succinct description. Implementation strategies are actionable items that correspond to each policy in order to realize the Plan's vision. *Round Rock 2030* is a PDS-focused document; therefore, the policies and implementation strategies have a direct impact on land use.

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.

Policy Description:

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



Dell Diamond

QUALITY OF LIFE

IMPLEMENTATION STRATEGIES:

- Create focal points, destinations, public spaces, and concentrated areas of desired development that promote the quality of life in Round Rock and create a sense of place.
- Assist Round Rock Arts and private patrons in locating space for a new arts and cultural center that could accommodate a variety of functions.
- Ensure that new city-owned amenities, such as a new downtown library and downtown parklets, contribute to the quality of life of residents and further the redevelopment goals of the *Downtown Master Plan*.
- Support the development of economic generators that are unique to Round Rock and improve quality of life. Specifically, projects should help Round Rock become a self-contained community with publicly and privately generated jobs and amenities. Proposed projects to be completed over the next decade include:
 - Project Tower: a 76,000 square foot office/retail/hotel project surrounding the historic downtown Water Tower.
 - The District: a 65-acre mixed-use development located south of SH-45 and west of Greenlawn Boulevard that will include approximately one million square feet of residential, hospitality, retail and Class A office space.
 - Heritage Trail and Bathing Beach Park: The Heritage Trail is a major recreational corridor planned along the Brushy Creek Regional Trail that will connect two of Round Rock's historic areas: its original pioneer settlement "Old Town" and its railroad-era "New Town." A park along the trail in Old Town near The Round Rock includes the recently relocated 1850's Stagecoach Inn.
 - Round Rock Amphitheater: Formerly known as the Nutty Brown Amphitheater, an outdoor concert venue previously located Southwest of Austin, will relocate to Round Rock east of IH-35 and south of University Boulevard.
 - Kalahari Resorts: a waterpark, theme park, hotel, and convention center located on US Highway 79 across from Dell Diamond.
- Create a Planned Unit Development for the Henna tract at US Highway 79 and Mays Street as a catalyst project implementing the *Downtown Master Plan*.
- Explore, attract, enable, and facilitate pilot projects such as drive-in movies, pop-up uses, and other temporary uses in appropriate locations while limiting unintended consequences of non-permanent structures.
- Amend ordinances to maximize public access to open space.
- Use public input to identify land uses associated with improving the quality of life of the community, particularly dining and entertainment options. Create programs to attract and incentivize the identified uses.
- Consider locations for cultural development and community facilities outside of the downtown area.

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.

Policy Description:

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



Dell Technologies headquarters

ECONOMIC DEVELOPMENT

IMPLEMENTATION STRATEGIES:

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

DOWNTOWN

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

Policy Description:

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



Event at Prete Plaza

DOWNTOWN

IMPLEMENTATION STRATEGIES:

- Facilitate a mixture of residential development types. Strive to develop a minimum of 1,000 dwelling units within one-quarter mile of Main Street.
- Complete the redevelopment process for the site surrounding the Water Tower.
- Consider techniques for activating alleys and seek out mechanisms to fund unique projects in the alleys.
- Ensure that the city's proposed new library is integrated into the streetscape with an active first floor.
- Examine and determine the future of Main Street parklets once the initial phase is installed.
- Ensure balance between residential and business uses downtown by encouraging compatibility. Mitigate negative impacts to residents and prevent clustering of any one type of commercial use.
- Conduct a parking study to ensure adequate and appropriately located parking downtown.
- Prioritize infrastructure improvements such as upgrades to streets, utilities, and drainage through the implementation of the *Downtown Improvement Plan*.
- Ensure the connectivity of the Henna tract to downtown and examine further integration of Brushy Creek as a publicly accessible amenity.
- Conduct an inventory of potential redevelopment and infill sites, including historic structures that would be suitable for adaptive reuse. Devise a strategy for appropriate incentives.
- Evaluate MU-1 (Mixed-Use Historic Commercial Core) district, MU-2 (Mixed-Use Downtown Medium Density) district, and MU-L (Mixed-Use Limited) district standards to ensure they continue to be suitable as downtown redevelops.
- Improve the downtown pedestrian experience by providing features such as pet stations, shade structures, and litter control facilities.
- Explore options to attract retail other than dining downtown.
- Ensure adequate loading areas for equipment, deliveries and passenger drop off and pick up.
- Inventory existing ADA facilities and parking downtown to ensure they continue to meet people's needs.
- Assess connectivity to downtown from surrounding areas for all modes of transportation.

COMMERCIAL CENTERS

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

Policy Description:

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



Hopdoddy and Cover3 in remodeled commercial center

COMMERCIAL CENTERS

IMPLEMENTATION STRATEGIES:

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

NEIGHBORHOODS

Maintain older neighborhoods to ensure longevity and desirability.

Policy Description:

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



Love the Rock neighborhood cleanup

NEIGHBORHOODS

IMPLEMENTATION STRATEGIES:

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

HISTORIC PRESERVATION

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

Policy Description:

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



Mayor, Historic Preservation Commissioners, members of nonprofit Round Rock Preservation, and the public at celebration after the relocation of the Stagecoach Inn.

HISTORIC PRESERVATION

IMPLEMENTATION STRATEGIES:

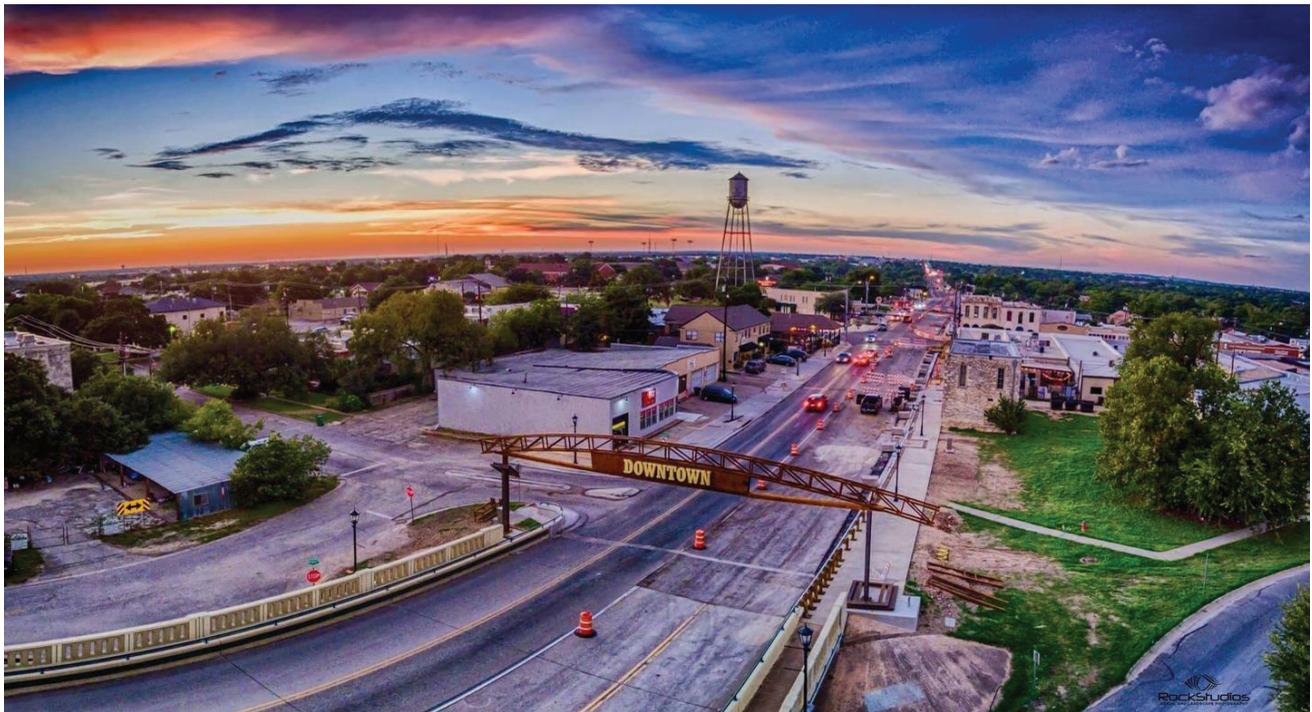
- Explore means for financing the city's historic preservation program including a new dedicated annual allocation in the city's budget.
- Complete the restoration of the Stagecoach Inn.
- Consider new incentive programs specifically to assist property owners and developers with maintenance and rehabilitation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

ROADWAY FUNCTION

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

Policy Description:

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



Roadway improvements on Mays Street in downtown Round Rock

ROADWAY FUNCTION

IMPLEMENTATION STRATEGIES:

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

MOBILITY

Develop transportation options within and between neighborhoods and local destinations.

Policy Description:

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



Capital Metro bus in downtown Round Rock

MOBILITY

IMPLEMENTATION STRATEGIES:

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

HOUSING

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

Policy Description:

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



Senior housing, single-family garden style home, and small multifamily complex

HOUSING

IMPLEMENTATION STRATEGIES:

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

MIXED-USE

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

Policy Description:

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



Example of mixed-use development with ground floor retail and upper-level residential or office

MIXED-USE

IMPLEMENTATION STRATEGIES:

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

ADAPTING TO CHANGE

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

Policy Description:

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



Parking lots with online order pick-up result in a departure from traditional site layout

ADAPTING TO CHANGE

IMPLEMENTATION STRATEGIES:

- Prepare for changes in transportation technology that would result in impacts on land use and site layout.
- Examine how regional attractions impact land use change around them.
- Evaluate parking lot standards in the Round Rock Development Code, especially for retail. Consider site development impacts of total parking requirement, drive-throughs, drive aisles, order pick-up, and drop-off areas.
- Consider creating a pilot program for tiny homes, accessory dwelling units, and other trending housing types.
- Monitor the presence of obsolete commercial building designs when vacated to ensure future reuse or redevelopment.
- Establish a policy to address whether performance advances in building materials could, in certain circumstances, justify the application of non-historic materials to aid the preservation of historic structures.
- Consider how demographic changes impact needs of the community, including housing supply.
- Examine how communications innovations impact how public information and notices pertaining to planning and development projects are distributed and shared.
- Consider land use and physical design implications related to modernization of communications infrastructure, while ensuring the accommodation of a more advanced network.
- Examine how a new downtown library will influence surrounding land uses.
- Form partnerships with Round Rock Independent School District and higher education institutions by creating city programs that increase awareness of planning issues via internships, externships, and mentoring programs.
- Evaluate temporary use permitting to recognize how changing consumer preferences for temporary uses affect parking and land use.
- Evaluate potential impacts of bike share and micromobility options to balance community needs and city policy preferences.
- Develop a comprehensive plan checklist for use in evaluating development proposals for consistency with the Plan's vision and goals.
- Conduct a comprehensive plan review periodically to consider Plan amendments and refinements based on changes to the community, the economy, technology or other factors.
- Establish a process for regular assessment of Plan implementation progress.
- Utilize NOAA Atlas 14 data to adopt new floodplain and drainage regulations.
- Explore the creation of a Continuity of Operations Plan for the Planning and Development Services Department to ensure mission essential functions continue should the City face a declared disaster or other catastrophic event.
- 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.

SUSTAINABILITY

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

Policy Description:

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



Water reuse infrastructure at Old Settlers Park

SUSTAINABILITY

IMPLEMENTATION STRATEGIES:

- Adjust development codes and permitting processes as necessary for solar, wind, and other green energy technology.
- Consider cost sharing with developers to expand water reuse infrastructure. To decrease strain on water resources, grey-water access should be made available to homeowners.
- Consider developing a city rebate program for energy efficient elements in new construction or existing home projects.
- Establish a process to waive residential building permit fees for environmentally-friendly development projects such as solar installations on single-family homes.
- Explore options for providing incentives for LEED certification and green building.
- Create a policy requiring any public-private project that includes a development agreement to apply sustainable construction standards, as appropriate, to the project.
- Ensure timely adoption of building codes as established by the International Code Council.
- Protect creek corridors to assist in flood control and maintaining the quality of stormwater runoff.
- Coordinate PDS processes with the Parks and Recreation Department goal to acquire and allocate fourteen percent of its land as open space. 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.
- Orient lots adjacent to open spaces and natural features thoughtfully in order to support efforts to preserve open space and enhance community character.
- Expand options for required amenities in certain zoning districts to incorporate sustainable elements such as community gardens.
- Support the goals of the city's 2019 Conservation Plan.
- Create programs to educate residents and developers on sustainable development practices adopted by the city.
- Utilize NOAA Atlas 14 data to adopt new floodplain and drainage regulations.

CONCLUSION

Round Rock 2030 serves as the city's Comprehensive Plan from 2020 to 2030 for the city and the extraterritorial jurisdiction (ETJ). Adoption of *Round Rock 2030* includes the Future Land Use Map (FLUM) and associated Plans as addenda.

Round Rock strives to be a safe, desirable, family-oriented community that balances progress and prosperity with its history. This is accomplished by prioritizing quality of life, mobility, economic development and thoughtful land use planning. The policies and implementation strategies in the Plan are necessary to achieve this vision. Many of the strategies contained in the Plan will require further study to determine more precise methods for implementation. PDS anticipates documenting and publicizing the progress associated with Round Rock 2030's implementation periodically throughout the ten year planning period.



Welcome to Round Rock, Texas mural at Dell Diamond



ROUND ROCK 2030

APPENDIX A: GLOSSARY

GLOSSARY

Accessory Dwelling Unit (ADU): A dwelling unit built on a legal lot in addition to a principal dwelling unit or structure. ADUs are subordinate in size, location, and use to the principal structure. The unit may be attached or detached from the principal residence, but must meet all residential building codes, including a permanent foundation.

American Community Survey (ACS): An annual survey of a sampling of households produced by the US Census Bureau providing population characteristics, households, housing and employment data.

Americans with Disabilities Act (ADA): A civil rights law, passed in 1990, that prohibits discrimination based on disability and guarantees that people with disabilities have the same opportunities as everyone else.

Annexation: The process by which cities extend their municipal services, regulations, voting privileges, and taxing authority to new territory.

Apartment: A self-contained dwelling unit which is located within a structure which contains three or more such units which share common walls and/or floors/ceilings with other units.

Arterial Road: Continuous routes whose function is to serve high volume needs of local traffic and regional traffic. Speeds are relatively high on arterial streets, and access is controlled by planning the locations of intersecting streets, left turn lanes, and traffic signals.

Assisted Living: A residential facility providing 24-hour care in a protected living arrangement for residents and supervisory personnel. Typical uses include nursing homes and assisted living centers, congregate living facilities for seniors, foster homes, maternity homes, and homes for the physically and mentally impaired or the developmentally disabled. Assisted living requires licensing by the state and does not include post-incarceration facilities or facilities for those who are a danger to themselves or others.

Austin-Round Rock Metropolitan Statistical Area (MSA): The MSA within Central Texas consisting of Bastrop, Caldwell, Hays, Travis, and Williamson Counties.

Autonomous Vehicle: A vehicle in which at least some aspects of a safety-critical control function occur without direct driver input.

Bike Share: A service in which bicycles are made available for shared use to individuals on a short term basis for a price or free.

Bond: Any form of security including a cash deposit, surety bond, collateral, property or instrument of credit in an amount and form satisfactory to the City Council.

Certificate of Appropriateness (CofA): Certification confirming that a proposed alteration, relocation or demolition of a historic property is consistent with the city's Design Guidelines for Historic Properties and the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Certificate of Occupancy (CO): A certificate issued by the City Building Official which certifies that a structure has been erected in accordance with all relevant adopted city codes, the issuance of which allows the occupancy of a building.

Certified Local Government (CLG) program: A program jointly administered by the National Park Service and state historic preservation offices that offers preservation support services, technical assistance and grants to local governments that have met certification requirements for a strong historic preservation program.

Chicane: A series of alternating curves or lane shifts that are located in a position to force a motorist to steer back and forth out of a straight travel path. The curvilinear path is intended to reduce vehicle speed at which a motorist is comfortable travelling through the feature.

City of Choice: The stated vision of Round Rock's *Strategic Plan* adopted in 2009 *Game On, 2060*, is to make Round Rock "the City of Choice for the Talent that will shape the future – Round Rock will be the City of Choice for entrepreneurs, business leaders, researchers, educators and members of the various creative professions who want to combine professional accomplishment and achievement with a culturally rich, recreationally and socially diverse lifestyle." Subsequent plans, policies and initiatives are shaped to implement this vision.

Code Enforcement: Duties designated to the zoning administrator to cause property owners and others responsible for buildings and related land uses to bring their properties up to standards required by building codes, housing codes and other regulations.

Collector Road: An intermediate major vehicular thoroughfare that is typically designed to carry moderate volumes of traffic from local streets to arterial streets.

Commercial Center: A multi-occupant development of retail and/or office units built as a unified project, utilizing common facilities such as off-street parking and landscaping and shared driveways and utilities.

Community Development Block Grant (CDBG): A program that funds local community development activities with the stated goal of providing affordable housing, anti-poverty programs, and infrastructure development through the U.S. Department of Housing and Urban Development.

Complete Streets: Streets designed to accommodate all modes of travel and enable safe access for all users. Pedestrians, bicyclists, motorists and bus riders of all ages and abilities are able to safely move along and across a complete street.

Comprehensive Plan (or General Plan): The planning documents and related materials officially adopted by the city, as amended, containing the goals, objectives and policies pertaining to urban growth, community facilities, housing, infrastructure, parks, transportation and other subjects related to the development of the city. Also known as the General Plan in prior years.

Condominium: A form of real property ownership that combines separate ownership of individual living units with common ownership of other elements such as land or accessory buildings.

Connectivity: The ease of travel between two points. The degree to which streets or areas are interconnected and easily accessible to one another by direct routes.

Coworking: The use of an office or other working environment by people who are self-employed or working for different employers, typically so as to share equipment, ideas, and knowledge.

Decennial Census: Census conducted every 10 years as required by the US Constitution for the purpose of political redistricting. The decennial Census counts every individual, not a sample.

Density: The amount of development per acre permitted on a parcel under the applicable zoning. Common measures of density include population per square mile, dwelling units per acre or square feet of retail space per acre.

Decibel: The unit of measurement for sound pressure at a specific location.

Developed: A lot that has a fully constructed building or other site improvements, such as parking, whether occupied or not.

Development Agreement: A legally binding agreement between two or more parties detailing the obligations of the parties pertaining to a specific property or development and frequently containing provisions or requirements not contained with the code of ordinances or development code.

Development Review: Staff and/or commission review of proposed development projects to ensure that all development standards are met before a building or construction permit may be issued.

Development Standards: Building and site design criteria that a proposed development project must meet before a permit may be issued.

Diverging Diamond: A road design, usually used at the intersection of arterial roads and freeways, in which the two directions of traffic on the non-freeway road cross to the opposite side on both sides of the bridge at the freeway in order to improve traffic flow by reducing the number of traffic signals for vehicles on the arterial.

Duplex: Two dwelling units in a single structure.

Dwelling Unit: A building or portion of it designed and used for residential occupancy by a single household and that includes exclusive sleeping, cooking, eating and sanitation facilities. The term "dwelling unit" does not include hotels, motels, lodging houses, sheds or similar accessory structures, campers or camp trailers, any recreational vehicle, or vehicle or portable structure having no permanent foundation other than wheels, jacks, or skirtings.

Easement: A legal right to use another owner's land for a specific purpose such as the construction of utilities, drainage ways, and roadways. An easement is recorded in the property deed and is passed on to future owners.

E-Commerce: Commercial transactions conducted electronically on the internet.

Entitlement: The right to a develop a parcel of land in a particular way, which is secured by zoning, future land use designation, or a development agreement with the local government.

Extraterritorial Jurisdiction (ETJ): The unincorporated area that is contiguous to the city limits and that is located within a certain distance of that boundary as specified by the Texas Local Government Code.

Floodplain: That area defined as having a specific risk of flooding in any given year as designated on the Flood Insurance Study (FIS), as prepared by the Federal Emergency Management Agency (FEMA).

Form-Based Design Standards: Design standards that are part of a zoning ordinance or other regulating plan that emphasize the physical form of a structure/project rather than the land uses allowed within that structure or site.

Future Land Use Map (FLUM): A map illustrating the general location and area of different land use categories within the current city limits and extraterritorial jurisdiction (ETJ), guiding both zoning and infrastructure decisions.

Gateway Feature: A feature that emphasizes the entrance to an area with a particular identity, such as a historic district, housing subdivision, etc.

General Plan: *See Comprehensive Plan.*

Green Building: Building practices and materials that are more energy-efficient and/or less environmentally damaging than conventional construction.

Greenfield: Land which has not been developed and therefore contains no development-imposed constraints.

Historic Landmark: An individual structure and/or site considered historically significant and that is legally designated as such with the application of H (Historic Overlay) zoning.

Historic Integrity: The degree to which a historic property retains physical evidence of the past and has not been altered in ways that detract from its original character.

Impact Fee: A fee charged by local governments to developers as a total or partial reimbursement for the cost of providing additional public facilities or services needed as a result of new development.

Improvement (Public): Any built feature, facility or service, together with its associated public site, right-of-way or easement, necessary to provide transportation, drainage, public or private utilities, parks or recreational areas, energy, or similar essential public services and facilities.

Infill Development: Development or redevelopment of vacant or underutilized land within areas that are already mostly developed, taking advantage of existing infrastructure.

Infrastructure: Public services and facilities including sewage-disposal systems, water-supply systems, other utility systems, roads, bicycle and pedestrian facilities, and parks.

Intelligent Transportation Systems (ITS): Applications of advanced communications, computers and sensing equipment used to collect real-time information about a transportation conditions in order to improve efficiency, safety, and service.

Landscape: The improvement and enhancement of an area of land with any combination and placement of plant material (trees, shrubs, vines, groundcover, turf, or flowers), natural elements (berms, rocks, stones, boulders, or water) and/or structural features (not limited to walkways, walls, fences, pools, fountains, outdoor art work, or benches).

Lot: A single, legally created parcel of land intended as a unit for transfer of ownership or for development and having frontage on a dedicated street.

Livability: The degree to which the overall built environment facilitates daily life.

Live/Work Unit: A structure with a combination of uses where work activities associated with the operations of a business or trade occur as allowed in the zoning district, and includes a dwelling unit for the occupant. Such units shall have only one kitchen, at least one bathroom, and shall be occupied by the person operating the business.

Local Road: Local streets give access to smaller, often destination-oriented areas, such as neighborhoods, subdivisions or local business districts. Pedestrian activity can be expected to be higher on local streets, while traffic volumes are lower, so lower speed limits are appropriate.

Location Criteria: Criteria that must be met for locating a particular land use in a certain zoning district.

Masonry: A type of construction or veneer made up of natural or man-made brick, stone, or glass products laid unit by unit and set in mortar.

Median Household Income: The household income value for which half of households in a specified area have greater household income and half have less.

Median Home Price: For a given area, the purchase price at which half of homes cost more and half cost less.

Memorandum of Understanding (MOU): An agreement between two or more parties outlining the intent of each party to meet certain obligations. MOUs are not legally binding but are typically followed some time later by a development agreement or contract which ties the parties to their obligations. MOUs are created when the two parties agree to enter a business relationship but still have to work out the details of the relationship.

Micromobility: Compact devices designed for personal mobility which do not have a license plate, including scooters, skateboards, and other devices.

Mid-Rise Apartments: Apartment buildings between four and twelve stories, tall enough to require elevators and too tall for wood frame construction.

Missing Middle: A range of mid-density housing types that are compatible in scale with single-family neighborhoods, including duplexes, fourplexes, accessory dwelling units (ADUs), bungalow courts, etc. Building more missing middle housing is seen as a way to preserve a residential neighborhood scale while increasing unit density to support a more walkable environment and increase affordable housing.

Mixed-Use: The combining of complementary residential and commercial uses in the same building, on the same site, or on the same block.

Mobility: The ability to move freely and easily. In the context of transportation planning, the ability to efficiently from one location to another using a range of transportation modes.

Multifamily: A general term for housing with multiple dwelling units per building on one parcel of land, such as apartments or condominiums. Unit densities vary considerably.

Multimodal: Using more than one mode of transportation to reach a destination.

Municipal Utility District (MUD): A political subdivision of the State of Texas authorized by the Texas Commission of Environmental Quality (TCEQ) to provide water, sewage, drainage and other utility-related services within the MUD boundaries.

NOAA Atlas 14: A historical rainfall study produced by the National Weather Service. The study shows that Central Texas is more likely to experience larger storms than previously thought and severe flooding is also more likely.

Office: The use of a building or a portion of a building for the provision of executive, consulting, professional, management, or administrative services.

Open Space: Land within or related to a development, not individually owned or dedicated for public use that is designed and intended for the common use or enjoyment of the residents of the development.

Parklet: A small park-like area included as part of a streetscape.

Permit: An official document or certificate issued by the authority having jurisdiction, authorizing performance of a specified activity.

Placemaking: Actions that improve a location's sense of place, usually through the accumulation of many incremental projects or activities.

Planned Unit Development (PUD): A zoning district unique to one or more properties containing single or mixed-use as approved in the PUD's adopting ordinance, and which typically contains alternative development standards not accommodated by strict interpretation of a base zoning district.

Platting: The subdivision of a land parcel into separate legal lots. The plat document includes streets, easements, utility corridors, building setbacks and any other legal encumbrances.

Preserve America Community: A designation program that recognizes communities that protect and celebrate their heritage; use their historic assets for economic development and community revitalization; and encourage people to experience and appreciate local historic resources through education and heritage tourism programs.

Redevelopment: Construction activities that result in a significant modification to a previously developed site. Any one of the following activities will be considered redevelopment: (1) Replacing a previously demolished building with a newly constructed building; (2) Demolishing a parking lot and replacing it with a newly constructed parking lot; or (3) The removal and replacement of water and wastewater utilities to serve a more intense development.

Retrofit: To add materials and/or devices to an existing building or system to improve its operation, safety, or efficiency. Retrofitting usually involves making significant modifications to accommodate a part or system that it was not originally designed to include.

Revitalization: Measures taken to improve the economic prospects of a given area. While redevelopment refers to the physical reinvention/repurposing of an area, revitalization also includes non-material interventions such as business support and promotion or social services.

Rideshare: A car service with which a person uses a smartphone app to arrange a ride in a usually privately owned vehicle.

Right-of-Way (ROW): A strip of land acquired by reservation, dedication, prescription, or condemnation and intended to be occupied by a street, trail, water line, sanitary sewer, and/or other public utilities or facilities.

Real Terms: A monetary value that has been adjusted to account for inflation.

Round Rock Development Code (RDC): The zoning and development standards contained in the city's Code of Ordinances which is a collection of all of a city or other jurisdiction's official laws, procedures, administrative responsibilities, the appointment and duties of boards and commissions, and so on.

Senior Housing: Housing that is occupied solely by seniors; or that houses at least one person who is age 55 or older in at least 80 percent of the total number of residential units, and which adheres to a policy that demonstrates an intent to house persons who are 55 years of age or older. Sometimes referred to as independent living or age-restricted housing.

Sense of Place: The feeling that a particular location has a unique identity, distinct from anyplace else. This is partly the result of physical landscape or building features, but also influenced by events, culture, and history.

Setback: The horizontal distance between the front, side, or rear property line and the closest portion of a building on a lot.

Sierzega Unit: Equipment used to measure traffic speed and volume.

Single-Family: A single dwelling unit located by itself on a single lot with no other dwelling units attached.

Single-Family Garden Style: A type of development in which single-family dwelling units are arranged around a system of private access drives and which contains amenities for the residents.

Single-Loaded Street: A street with buildings on one side and designated open space on the other.

Stormwater: The runoff or flow of water caused by rainfall. Unlike wastewater systems, stormwater management systems do not treat stormwater before it is discharged into local waterways.

Streetscape: The overall impression created by all aspects of a street's design and construction; how close buildings are to the street, whether there are sidewalks, bike lanes, landscaping, the speed of traffic, how compact or spread out its features are, and so on.

Stub Street: A temporary street ending that may eventually connect to a future subdivision, or arterial or collector street.

Subdivision: An area of land divided into legal lots for sale recorded in a plat document identifying streets, easements, utility corridors, building setbacks and any other legal encumbrances.

Sustainable Development: A pattern of physical development and resource use that aims to meet human needs while preserving the environment, often stated as development meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Texas Local Government Code: Codes of legal conduct for each type of local government in Texas, defining each government's powers and limitations.

Townhouse: A residential structure consisting of three or more dwelling units sharing one or more wall(s) with an abutting unit, each unit occupying space from ground to roof and having front and rear walls open directly to the outside for access.

Transit: The conveyance of persons or goods from one place to another by means of a local or regional public transportation system.

Utility (Public): An enterprise which provides to the public a utility service deemed necessary for the public health, safety and welfare; and includes all buildings, structures and facilities relating thereto.

Walkable: Places that are designed to make walking a safe, efficient and attractive means of travel.

Walk-Up Multifamily: A multifamily development consisting of two-or-three-story apartment buildings without elevators, in which each unit is accessed by a shared protected exterior stairwell or breezeway.

Wastewater: Solids, liquids, or gaseous materials discharged into an approved wastewater collection and treatment system.

Water Conservation: Actions that prevent the waste of water, promote the most efficient use of water, and apply the least amount of water that is required to maintain healthy individual plant material or turf, reduce dust, and control erosion.

Xeriscaping: Landscaping that requires little or no irrigation.

Zoning: A municipal power in which the community is divided into districts or zones within which permitted and special uses are established as are regulations governing lot size, building bulk, placement, and other development standards.

Round Rock



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DEVELOPING OUR FUTURE

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ROUND ROCK 2030

**APPENDIX B:
PUBLIC INPUT REPORT**



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INTRODUCTION

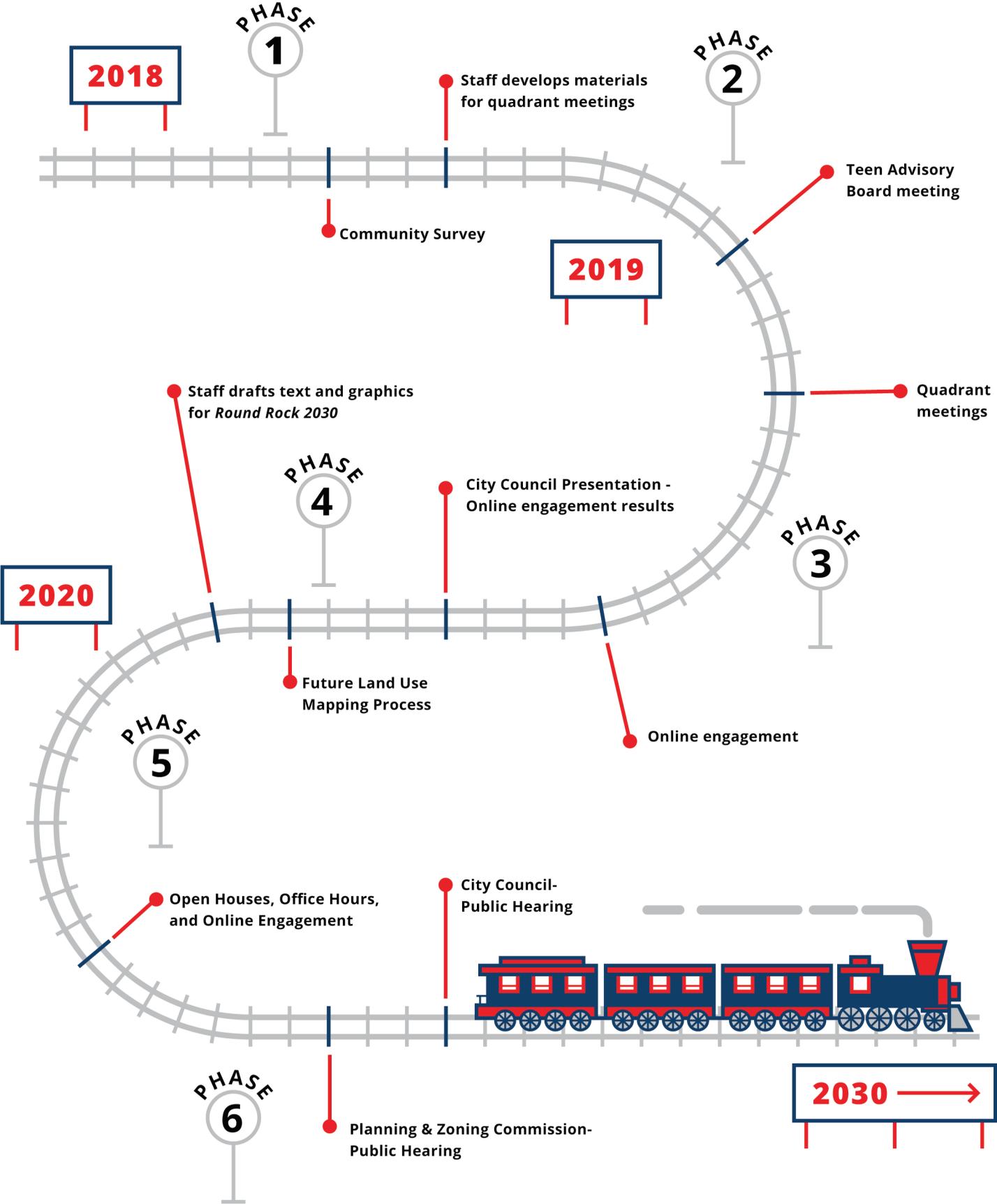
ROUND ROCK 2030

The City of Round Rock adopts a new comprehensive plan every ten years. *Round Rock 2030* highlights how Round Rock has changed over the past decade and creates a vision for the next decade. The plan is a legal document that guides land use decisions through the horizon year 2030.

Public input is an important component of the Comprehensive Plan. In the past decade, the emergence of social media and other outreach tools have provided additional opportunities to engage stakeholders. Planning staff utilized various forms of advertising, marketing, promotion, and engagement throughout the public input process. Following each phase of public input, relevant updates, data releases, and available drafts were posted on the *Round Rock 2030* website.

A snapshot of the phases provided in this appendix are included in the second section of *Round Rock 2030*. Data in this public input report is condensed in certain sections in order to summarize input collected. Full reports of the raw data, including all comments written as provided, are provided on the *Round Rock 2030* website by phase.

PUBLIC INPUT TIMELINE



PRESENTATIONS

CITY COUNCIL

July 24, 2018: *Round Rock 2030* kick off presentation. Presented the 2018 Community Survey results and a public input plan for *Round Rock 2030*.

April 25, 2019: Presentation regarding the public input received at *Round Rock 2030* Quadrant Meetings.

August 8, 2019: Presentation regarding online public engagement results and twelve policies developed for *Round Rock 2030*.

January 21, 2020: Presentation at packet briefing regarding implementation strategies for each of the twelve *Round Rock 2030* policies.

June 25, 2020: Public hearing regarding *Round Rock 2030* Comprehensive Plan. Ordinance required for adoption.

PLANNING AND ZONING COMMISSION

January 15, 2019: Presentation at annual work session regarding an update to the Comprehensive Plan.

May 1, 2019: Presentation regarding the public input received at *Round Rock 2030* Quadrant Meetings.

July 17, 2019: Presentation concerning online public engagement results and policy development associated with the Comprehensive Plan.

February 5, 2020: Presentation regarding online public engagement results and policy development associated with *Round Rock 2030*. Commissioners were invited to Open Houses in March.

May 20, 2020: Public hearing regarding *Round Rock 2030* Comprehensive Plan. With recommendation from Commission, Plan goes to City Council for consideration.

HISTORIC PRESERVATION COMMISSION

June 18, 2018: Presentation regarding updates to the city's *Historic Preservation Plan* for adoption in 2020. Commissioners were asked to think about historic preservation accomplishments of the last decade in preparation for the annual work session.

September 25, 2018: Presentation and discussion concerning the development of the city's *Historic Preservation Plan* at the Historic Preservation Commission annual work session.

August 20, 2019: Presentation regarding the public engagement results from the Quadrant Meetings and Polco.

September 17, 2019: Presentation regarding the development of the city's *Historic Preservation Plan* at the Historic Preservation Commission annual work session. Commissioners discussed implementation strategies and proposed minor edits to the draft of the *Historic Preservation Plan*.

November 19, 2019: Public hearing regarding the *Historic Preservation Plan*. Commission recommended the city's *Historic Preservation Plan* for adoption.

PHASES OF PUBLIC INPUT

The public input process was comprised of six consecutive phases; each phase collected different types of input included in *Round Rock 2030*.

PHASE

1

Land use questions included in 2018 Community Survey

PHASE

2

Visioning exercises, policy discussion, and live polling at public Quadrant Meetings

PHASE

3

Polco online engagement process with 21 standalone questions and two surveys

PHASE

4

Future Land Use mapping exercises conducted to gather input from land owning stakeholders

PHASE

5

Open Houses and Office Hours held; Online engagement conducted to gather feedback on draft of Comprehensive Plan

PHASE

6

Public hearings for *Round Rock 2030* draft as part of the adoption process

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PHASE ONE

1

COMMUNITY SURVEY

The City of Round Rock began collecting public input for *Round Rock 2030* in 2018. Every two years, the city conducts a statistically valid city-wide survey to gauge how residents feel about city services. For the 2018 *Round Rock Community Survey*, the Planning and Development Services (PDS) Department asked five questions regarding land use in Round Rock. The results of the survey established a starting point from which further public input material was developed.

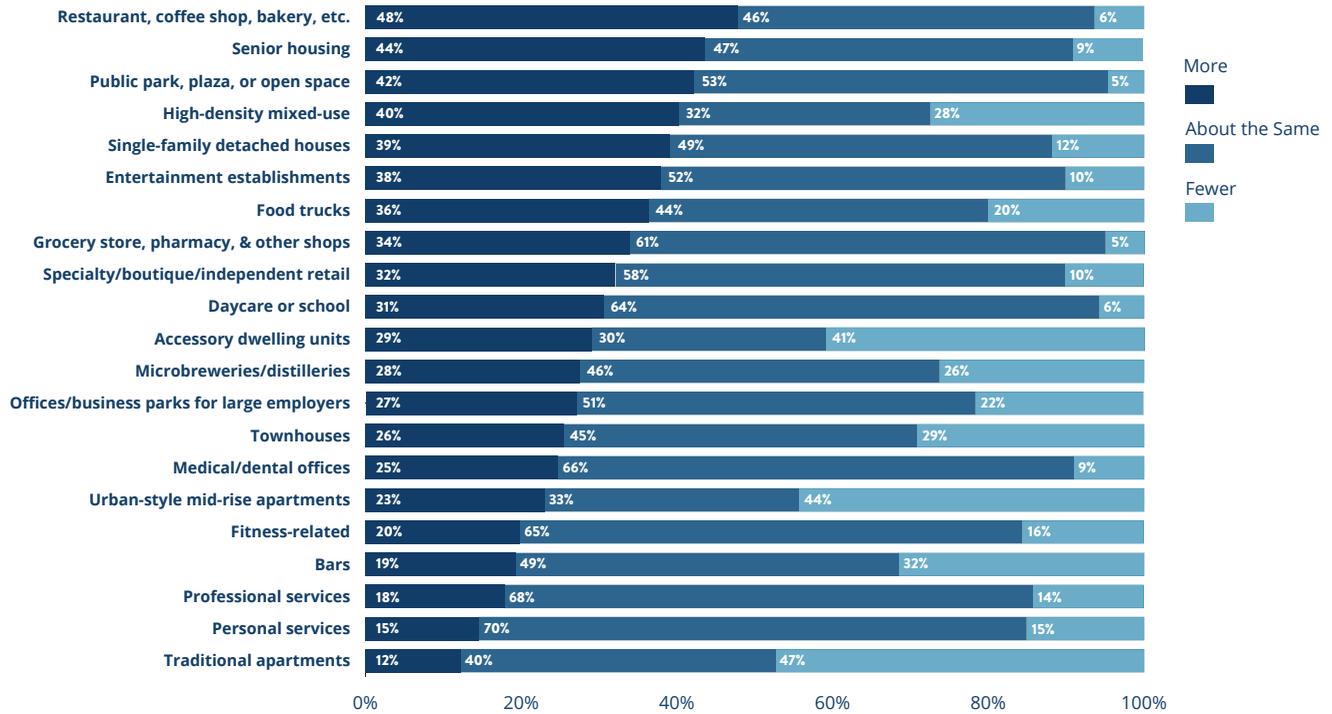
OUTREACH SUMMARY

- Communications and Marketing Department outreach for 2018 Community Survey
- Public meeting at City Council to present public engagement plan

Community Survey Questions

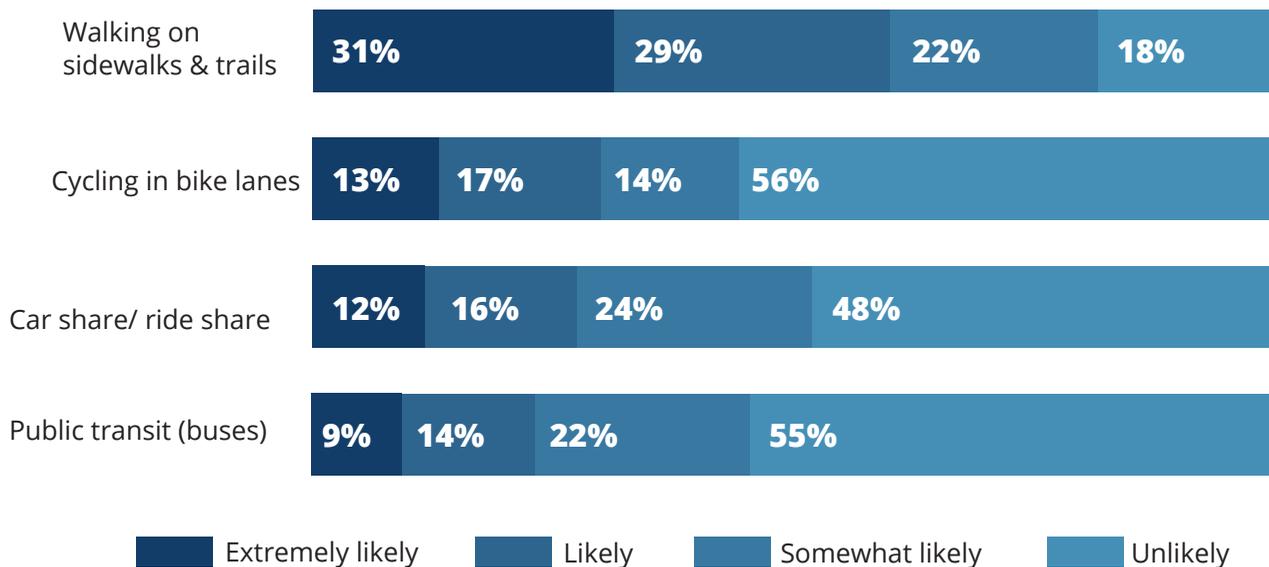
QUESTION 25

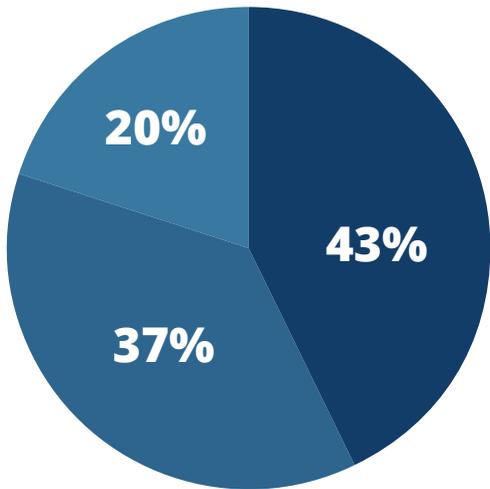
Should there be more, about the same, or fewer of the following types of places in Round Rock?



QUESTION 26

Likelihood of Using the Following Modes of Transportation in Lieu of Personal Vehicle

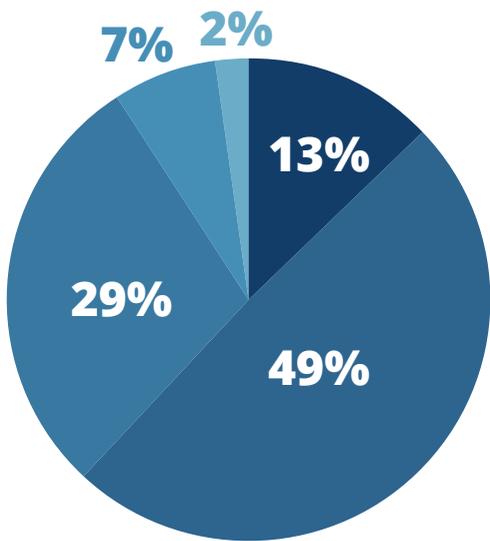




QUESTION 27

Would you prefer that new neighborhoods in the City are developed as typical suburban subdivisions or new homes be built in a mixed-use development?

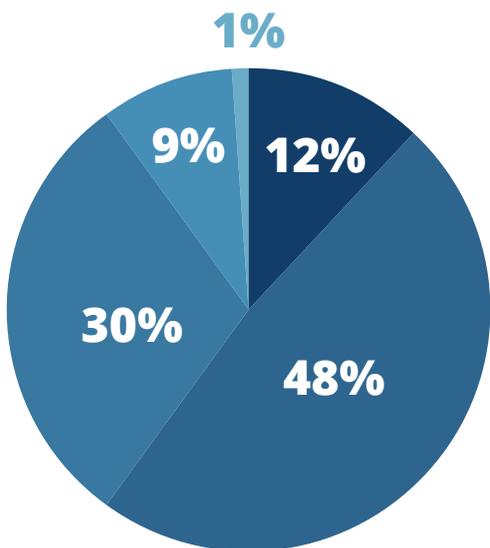
- Typical suburban subdivisions
- Mixed-use developments
- No preference



QUESTION 28

Satisfaction With the Quality/Appearance of Recent Commercial Development in the City

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied



QUESTION 29

Satisfaction With the Quality/Appearance of Recent Residential Development in the City

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

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PHASE TWO

2

QUADRANT MEETINGS

Throughout February and March 2019, four public meetings were held in which the community was invited to share their visions for what Round Rock will be like in 2030. A series of activities were conducted that allowed the public to share their opinions and provide feedback on preliminary Plan content. The activities conducted were consistent across all four Quadrant Meetings:

1. Visioning Exercises
2. Policy Discussion
3. Live Polling

Teenagers from all over the city were invited to participate in one teen-specific meeting. The same activities were conducted at this meeting held prior to the Quadrant Meetings. Some of the content was tailored specifically to the younger audience.

OUTREACH SUMMARY

- News items promoting Quadrant Meetings and *Round Rock 2030* webpage posted by the Communications and Marketing Department
- Web banner on City of Round Rock website
- Emails sent to *Round Rock 2030* subscribers
- Television interview promoting Quadrant Meetings on local news
- Event and website information posted to Facebook by Round Rock Independent School District
- Events and website promoted in Round Rock Chamber of Commerce Investor Connector newsletter
- Events and website promoted in Williamson County Association of Realtors newsletter
- Posters and postcards promoting Quadrant Meetings distributed at Round Rock City Hall, Round Rock Public Library, Clay Madsen Recreation Center, and the Allen R. Baca Center
- Event invitations posted to Nextdoor app for Round Rock area neighborhoods
- Facebook event pages and paid Facebook ads which reached over 25,000 people
- Utility bill insert with Quadrant Meeting information sent to 22,068 Round Rock households
- *Round Rock 2030* video promoting plan and Quadrant Meetings posted to YouTube and City of Round Rock website. Video linked in promotional materials.
- Promoted Quadrant Meetings in Parks and Recreation Department newsletter
- Presented Quadrant Meeting content at Planning and Zoning Commission annual work session for comment
- Sertoma meeting presentation about comprehensive planning process
- Advertisement in Round Rock Leader
- Advertisement in Community Impact
- Email sent to all City of Round Rock staff
- Invitations to teen meeting emailed by the Round Rock Public Library
- Public meeting at City Council to present results and next steps

MEETINGS

**Northeast:
February 26, 2019**

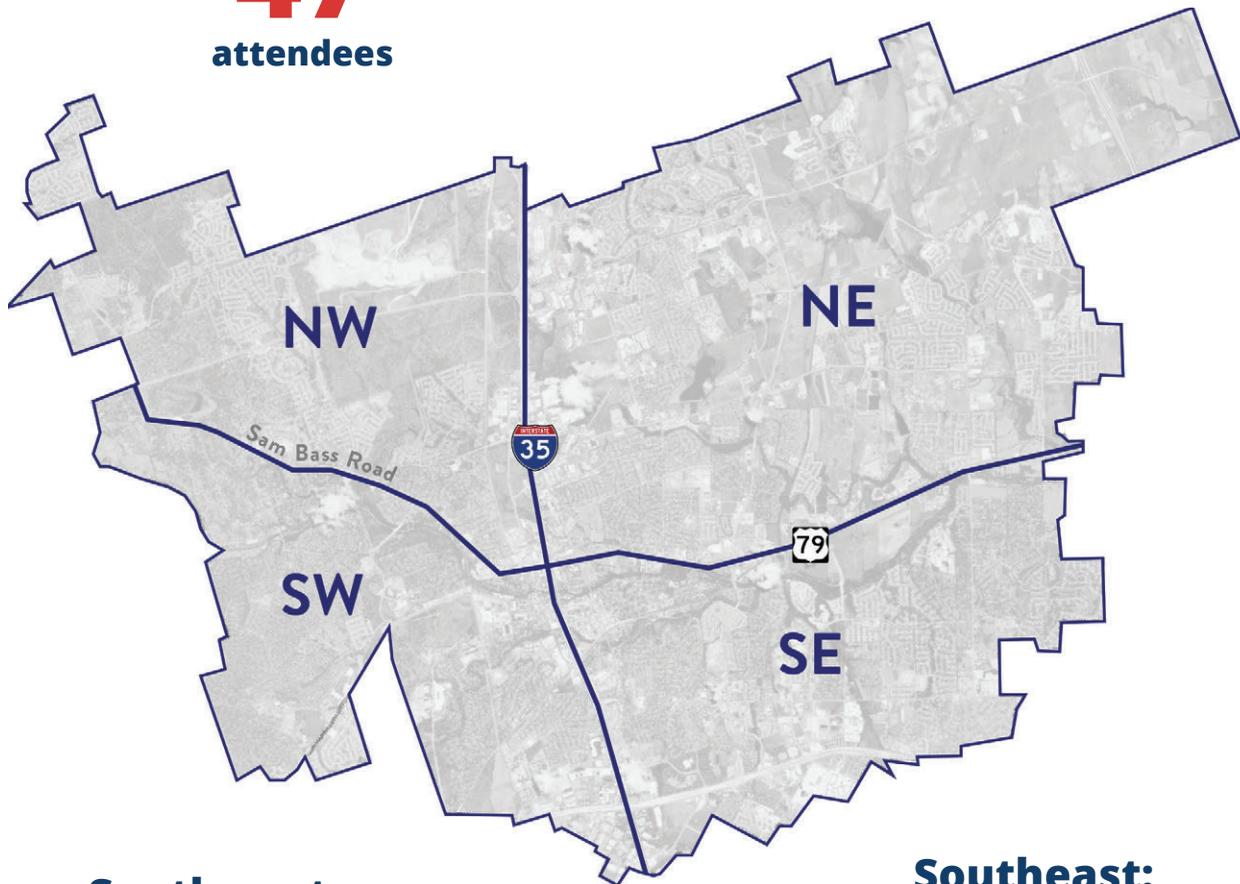
74

attendees

**Northwest:
March 5, 2019**

47

attendees



**Southwest:
February 12, 2019**

65

attendees

**Southeast:
February 5, 2019**

114

attendees



VISIONING ACTIVITY

Attendees were given four prompts. They were instructed to record their responses to each prompt on a sticker and place it on the corresponding board. They were also given small dots to place on other responses they agreed with. Summarized data for each of the prompts is presented in this section.

Activity Directions (as presented at Quadrant Meetings)

Write your vision on a sticker and place it on the board! When you place your vision stickers on the board, if you like someone else's vision as well, place a dot on the sticker.

Prompt: Today Round Rock Is...

234 responses total

Popular responses (recorded verbatim):

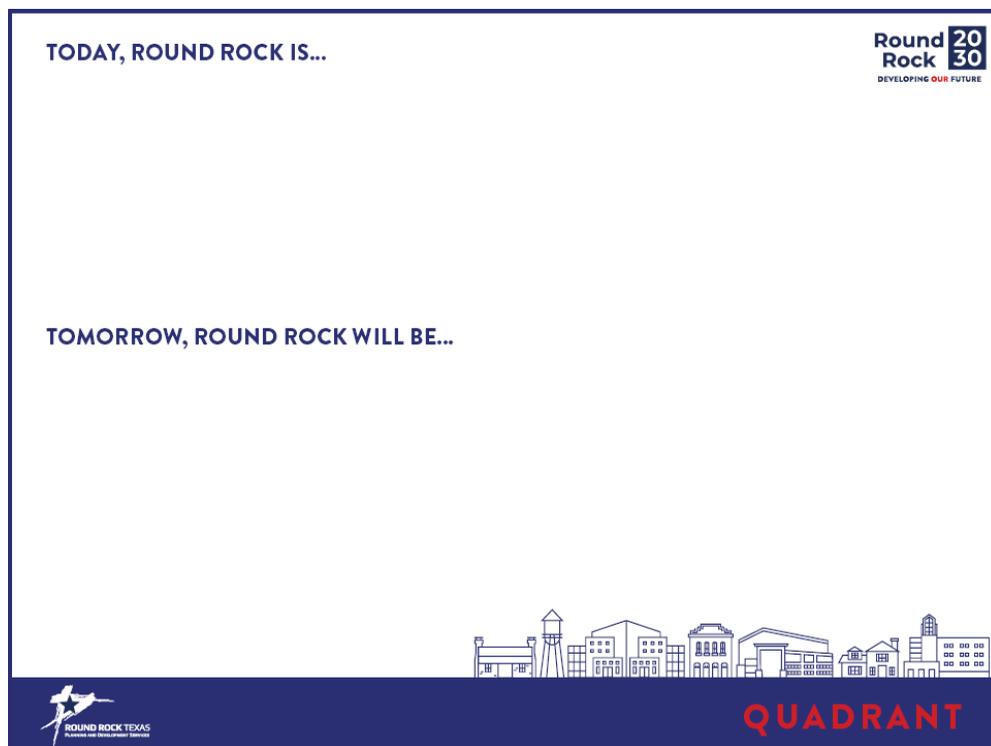
- A good place to live, work, and raise a family
- Congested with traffic
- A great place for my family with the best schools/police/fire/library
- Nice city with issues with transportation along its major arteries
- A city that is quickly becoming unaffordable for many families

Prompt: Tomorrow Round Rock will be...

230 responses total

Popular responses: (recorded verbatim)

- A vibrant, more diverse set of people with more opportunity to engage with the arts
- Keep downtown friendly, pedestrian safe + involved w/events including parades
- A shining example of what happens when a small town thoughtfully grows
- A vibrant city that recognizes its historic past and buildings, past and present
- A hip, exciting, culturally diverse community still oriented to family



Prompt: What do you like about your quadrant?

201 responses total

Popular responses (recorded verbatim):

- **SE:** Historic Main Street! Play for All Abilities! Historic architecture + homes. Music on Main. RR Library
- **SW:** Historic old town area w/museum, etc.
- **NE:** Excellent location- close to everything in RR- shopping, entertainment, medical, etc. Friendly, integrated older neighborhoods
- **NW:** Mostly residential + quiet

Prompt: What would make your quadrant better? Describe your idea and its benefits.

216 responses total

Popular responses (recorded verbatim):

- **SE:** More affordable housing close to public transportation, more bus stops, bus stops that directly connect to Austin stops
- **SW:** Protection of old town area
- **NE:** Better coordination of sidewalks + lights
- **NW:** Bike lanes - 1431 + 3406. Sync lights! Keep green spaces/trees

WHAT DO YOU LIKE ABOUT YOUR QUADRANT?

Round Rock 2030
DEVELOPING OUR FUTURE

WHAT WOULD MAKE YOUR QUADRANT BETTER?
DESCRIBE YOUR IDEA AND ITS BENEFITS.

ROUND ROCK TEXAS
PLANNING AND DEVELOPMENT SERVICES

QUADRANT

POLICY DISCUSSION

At the Quadrant Meetings, attendees were given a list of ten draft policies for the next decade that they could edit, comment on, and prioritize. They were also given the opportunity to create their own. This served as the starting point for land use policies the City of Round Rock developed for the Comprehensive Plan. This activity was the first in a series of activities that shaped *Round Rock 2030's* twelve policies.

Activity Directions (as presented at Quadrant Meetings)

Let's start a discussion! This is a starting point for land use planning policies the City of Round Rock is developing for the comprehensive plan. In the draft policies below, Planning staff has incorporated concepts from the previous comprehensive plan as well as current planning trends.

Let us know what you think of the policies by commenting in the blanks provided. Indicate the three policies that are most important to you by placing a checkmark in the boxes located directly to the left of each policy. To add new policies, write them on the back!

WHAT WE DO STARTS WITH YOU

PLANNING POLICY DISCUSSION

Round Rock 2030
DEVELOPING OUR FUTURE

Let's start a discussion! This is a starting point for land use planning policies the City of Round Rock is developing for the comprehensive plan. In the draft policies below, Planning staff has incorporated concepts from the previous comprehensive plan as well as current planning trends.

Instructions: Let us know what you think of the policies by commenting in the blanks provided. Indicate the three policies that are most important to you by placing a ✓ in the boxes located directly to the left of each policy. To add new policies, write them on the back!

- Foster revitalization by encouraging redevelopment, infill and upkeep (maintenance) of older commercial buildings and aging commercial centers while adjusting to changes in retail markets.

- Increase density and building heights in certain nodes of the city where mixed use development is appropriate.

- Manage and guide the redevelopment of downtown as an exciting community destination. Downtown should be safe, walkable and pedestrian friendly. Attention should be given to attracting retail, residential options and daytime business.

- Provide a mixture of housing types to meet all residents and potential residents' housing needs.

- Examine the existing suburban form and develop connections between areas of the city, especially between neighborhoods.

- Retrofit older arterials to accommodate pedestrian facilities and improve appearance through arterial beautification projects and standards.

- Focus economic development initiatives on those that improve quality of life and not just those that make economic sense. Examples include those that are focused on entertainment and public gathering spaces that are connected to the community, create synergy, promote placemaking, and are iconic destinations where you can stay for a while and do multiple activities.

- Consider how changing technology and environmental sustainability require modifications to development codes. Examples include addressing site development layout, building design, parking standards, walkability, and changing transportation patterns.

- Maintain and preserve older neighborhoods and structures in the City.

- Continue to be the "City of Choice" for entrepreneurs and development professionals by focusing on planning policy that promotes high quality development projects reviewed by City Staff with an unmatched level of service.

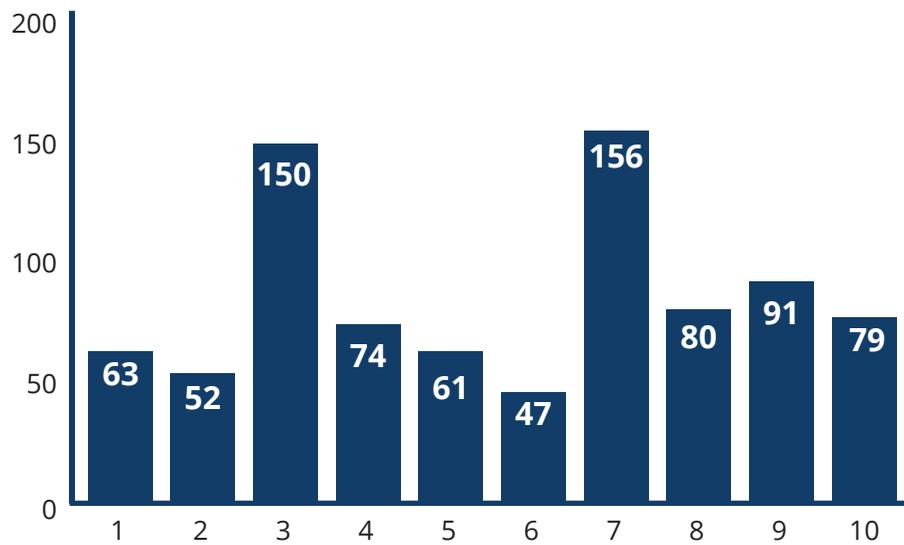
10 Draft Policies (as presented at Quadrant Meetings)

1. Foster revitalization by encouraging redevelopment, infill and upkeep (maintenance) of older commercial buildings and aging commercial centers while adjusting to changes in retail markets.
2. Increase density and building heights in certain nodes of the city where mixed-use development is appropriate.
3. Manage and guide the redevelopment of Downtown as an exciting community destination. Downtown should be safe, walkable and pedestrian friendly. Attention should be given to attracting retail, residential options and daytime business.
4. Provide a mixture of housing types to meet all residents and potential residents' housing needs.
5. Examine the existing suburban form and develop connections between areas of the City, especially between neighborhoods.
6. Retrofit older arterials to accommodate pedestrian facilities and improve appearance through arterial beautification projects and standards.
7. Focus economic development initiatives on those that improve quality of life and not just those that make economic sense. Examples include those that are focused on entertainment and public gathering spaces that are connected to the community, create synergy, promote placemaking, and are iconic destinations where you can stay for a while to do multiple activities.
8. Consider how changing technology and environmental sustainability require modifications to development codes. Examples include addressing site development layout, building design, parking standards, walkability, and changing transportation patterns.
9. Maintain and preserve older neighborhoods and structures in the City.
10. Continue to be the "City of Choice" for entrepreneurs and development professionals by focusing on planning policy that promotes high quality development projects reviewed by City Staff with an unmatched level of service.

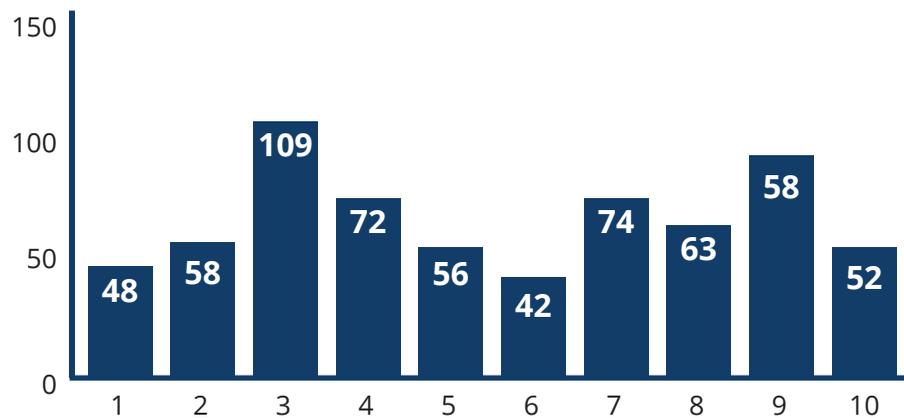
Policy Discussion Results

After the quadrant meetings, the results of the policy discussion were recorded and tallied. In the Total Checks Per Policy graph below, the totals indicate the number of times a policy was identified as one of three policies the respondent felt was most important. This does not prioritize any specific policy over another. In the Comments Per Policy graph, the totals indicate the number of comments that were provided under each policy across all public meetings. Just as before, the totals do not prioritize any specific policy over another.

TOTAL CHECKS PER POLICY



TOTAL COMMENTS PER POLICY



Policy Data Summary

Policy 1: Foster revitalization by encouraging redevelopment, infill and upkeep (maintenance) of older commercial buildings and aging commercial centers while adjusting to changes in retail markets.

Comment Summary: Update, revitalize, utilize older developments; maintain open space; Focus on older, neglected retail

Checks: 63 Comments: 48

Policy 2: Increase density and building heights in certain nodes of the city where mixed use development is appropriate.

Comment Summary: 48% support increasing density; 24% against increasing density; fear of impact on traffic due to increased density

Checks: 52 Comments: 58

Policy 3 - In Top 3: Manage and guide the redevelopment of downtown as an exciting community destination. Downtown should be safe, walkable and pedestrian friendly. Attention should be given to attracting retail, residential options and daytime business.

Comment Summary: Aren't enough family-friendly things to do downtown; new entertainment options (theatre or cultural/arts center)

Checks: 150 Comments: 109

Policy 4: Provide a mixture of housing types to meet all residents and potential residents' housing needs.

Comment Summary: 39% mentioned affordability as a concern; 26% want a better mixture of housing types in Round Rock; need a better balance of housing types to support the changing needs of residents

Checks: 74 Comments: 72

Policy 5: Examine the existing suburban form and develop connections between areas of the city, especially between neighborhoods.

Comment Summary: Issues getting around Round Rock; concerns about traffic; concerns about walkability and sidewalk networks

Checks: 61 Comments: 56

Policy 6: Retrofit older arterials to accommodate pedestrian facilities and improve appearance through arterial beautification projects and standards.

Comment Summary: Improve roads to be more pedestrian and bike friendly; add bike lanes to major thoroughfares; improve aesthetic qualities of major roads

Checks: 47 Comments: 42

Policy 7 - In Top 3: Focus economic development initiatives on those that improve quality of life and not just those that make economic sense. Examples include those that are focused on entertainment and public gathering spaces that are connected to the community, create synergy, promote placemaking, and are iconic destinations where you can stay for a while to do multiple activities.

Comment Summary: Desire for entertainment options beyond tourist attractions; desire for unique places, theatre, culture, arts that locals can enjoy; preservation of open and green spaces

Checks: 156 Comments: 74

Policy 8: Consider how changing technology and environmental sustainability require modifications to development codes. Examples include addressing site development layout, building design, parking standards, walkability, and changing transportation patterns.

Comment Summary: Concerns of changing traffic patterns; concerned with impact of growth and change on traffic congestion

Checks: 80 Comments: 63

Policy 9 - In Top 3: Maintain and preserve older neighborhoods and structures in the City.

Comment Summary: Protect and preserve the city's heritage and roots beyond what is considered "historic"

Checks: 91 Comments: 58

Policy 10: Continue to be the "City of Choice" for entrepreneurs and development professionals by focusing on planning policy that promotes high quality development projects reviewed by City Staff with an unmatched level of service.

Comment Summary: Create jobs, encourage innovation, create business-friendly environment; ensure large businesses pay their fair share for the community

Checks: 79 Comments: 52

Additional Policy Responses

Participants were able to provide additional policies/comments that they felt weren't adequately addressed in the ten draft policies. Additional responses fell into two categories. The first category of comments could be included with comments for an existing policy. The second category could be considered as new language which fell into two categories: growth and safety.

LIVE POLLING

About Live Polling

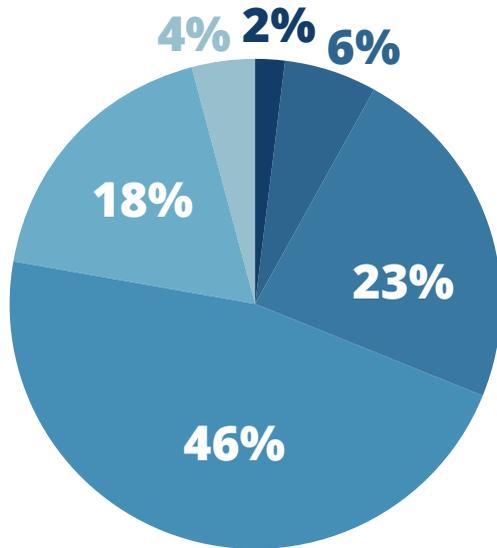
The city utilized Poll Everywhere to conduct live polling. The polling exercise was anonymous. Participants responded with their cell phones by texting or with a tablet using a web browser. Paper copies were provided for participants who did not use a device.

Questions

1. When was the last time you ate a Round Rock Donut?
2. Which quadrant do you live in?
3. What is your age?
4. How many years have you lived in Round Rock?
5. Which statement best describes where you see yourself living in 10 years?
6. Which of the following statements best describes your current employment status?
7. If employed, which city or zip code do you primarily work?
8. In which of the following type of housing are you now living?
9. Round Rock has enough housing choices for me to be able to up-size or downsize throughout my life without having to leave Round Rock.
10. Which type of new housing developments would you like to see built in Round Rock?
11. Which of the following was the reason your family decided to live in Round Rock?
12. Regarding your neighborhood, what would you say is its most appealing quality?
13. How could your neighborhood be improved?
14. Some new developments are planned so that people can live, work, shop, and dine in a pedestrian-friendly area. How strongly do you agree that this type of development is good for Round Rock?
15. What statement best describes how you currently move around within the city limits of Round Rock?
16. Do the existing bus services options within Round Rock meet your needs?
17. How important are alternative modes of transportation besides cars to increase travel options in Round Rock?
18. Aside from traffic, what do you think are the biggest issues Round Rock will face within the next ten years? Select all that apply.
19. How could the quality/appearance of commercial development in Round Rock be improved?
20. Compared to what the City has now, what type of land use do you think Round Rock needs more of than any other?
21. How did you find out about this meeting?
22. Overall, I feel that I know more about comprehensive planning in Round Rock than before this presentation.

Live Polling Results

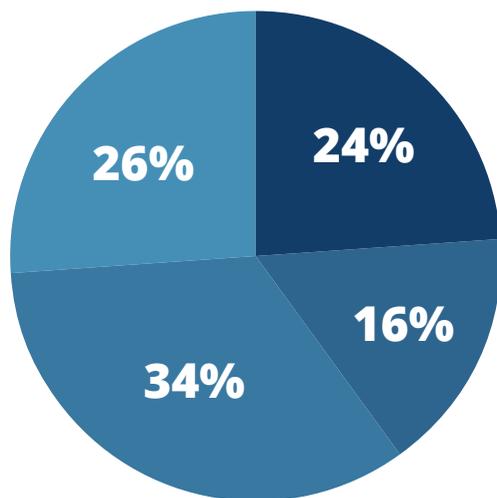
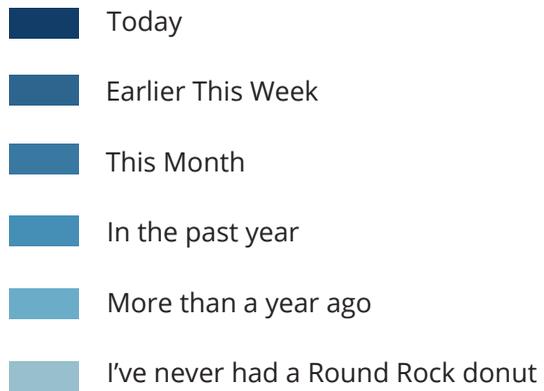
The results presented in this section are aggregated (all four Quadrant Meetings) and do not reflect the results in a specific quadrant. Due to live polling software, some figures are rounded and may not total to exactly 100%.



Due to rounding, total is not 100%

Question 1

When was the last time you ate a Round Rock donut?



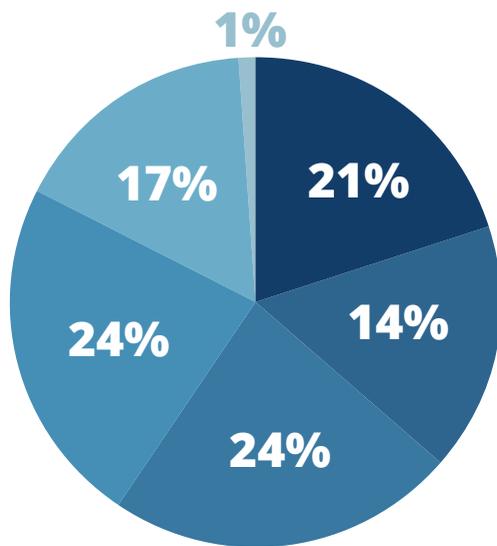
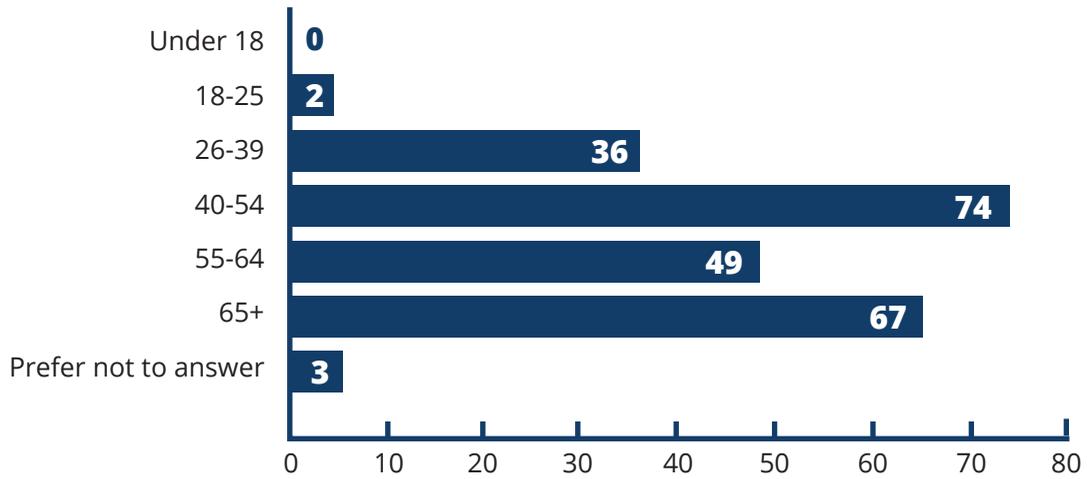
Question 2

What quadrant do you live in?



Question 3

What is your age?

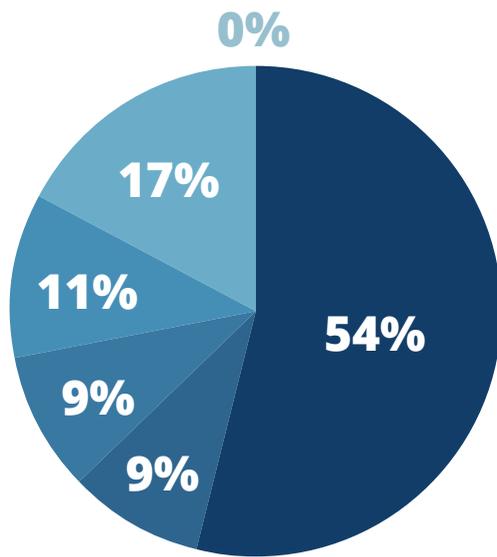


Question 4

How many years have you lived in Round Rock?

- Less than 5 years
- 5-9 years
- 10-19 years
- 20-29 years
- 30 or more years
- Do not live in Round Rock

Due to rounding, total is not 100%



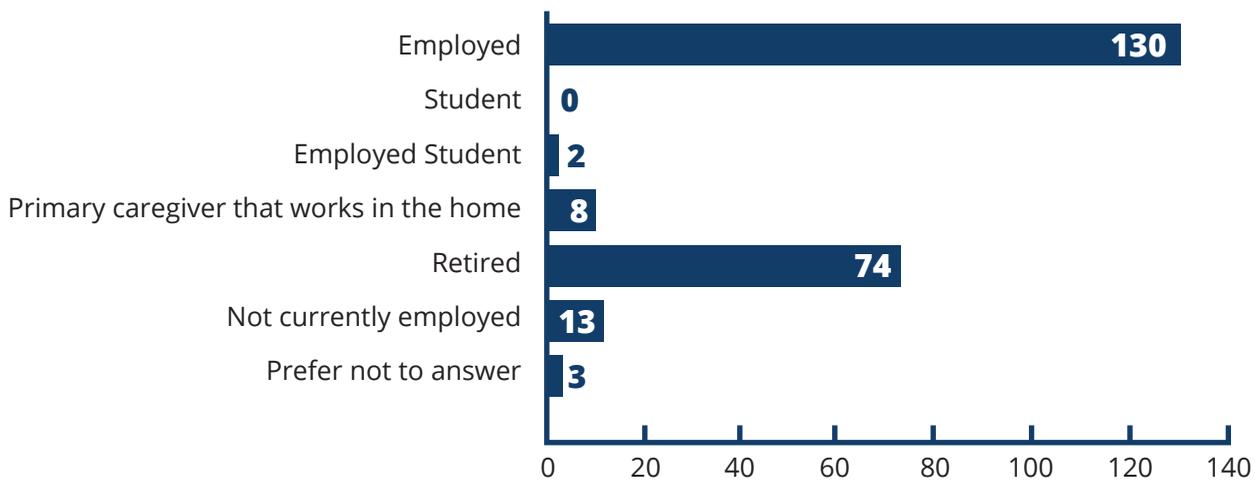
Question 5

Which statement best describes where you see yourself living in 10 years?

- Still living at my current Round Rock address
- Living elsewhere in RR in the same type of housing
- Living in RR in a different type of housing
- Moved out of RR
- Unsure
- Do not live in RR

Question 6

Which of the following statements best describes your current employment status?



Question 7

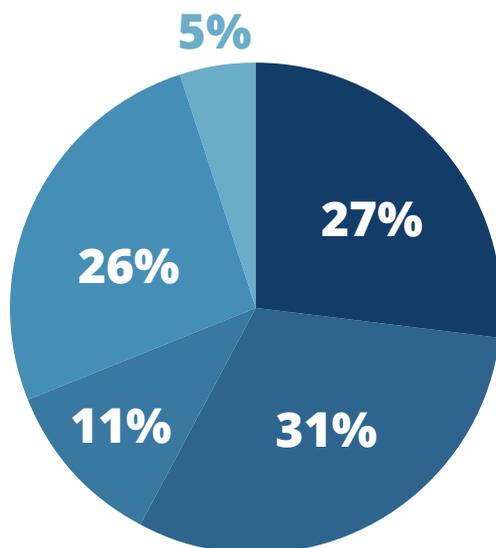
If employed, which city or zip code do you work?

To see the results for this question, which included 165 responses, see the *Round Rock 2030 Aggregated Quadrant Meeting Results Report* for raw data.

Question 8

In which of the following type of housing are you now living?

RESPONSE	COUNT	PERCENT
Single-family detached home	217	95%
Apartment	6	3%
Townhouse/condominium	2	1%
Duplex	1	0%
Senior	0	0%
Other	2	1%
I do not live in Round Rock	1	<1%



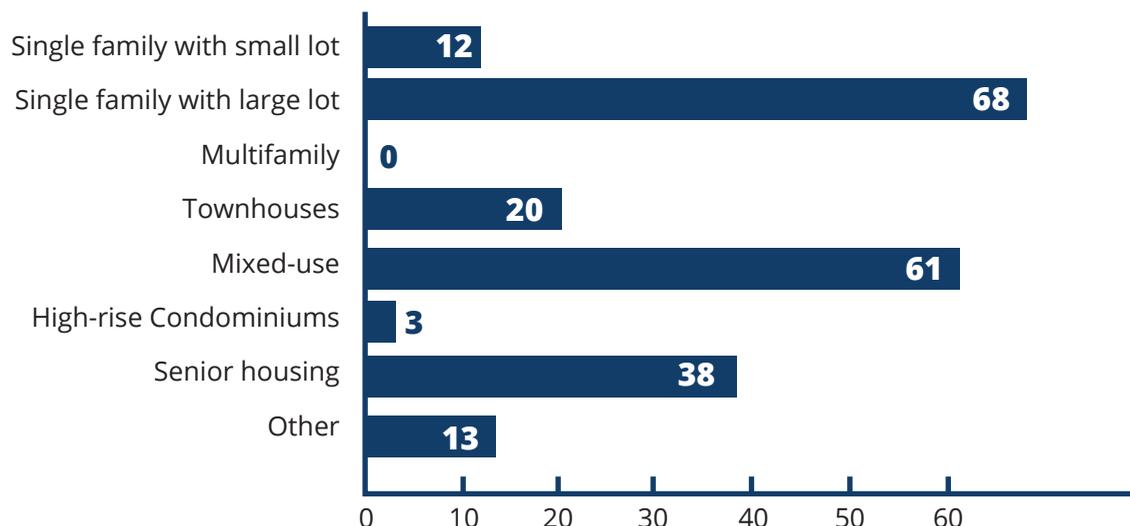
Question 9

Round Rock has enough housing choices for me to be able to up-size or down-size throughout my life without having to leave Round Rock.



Question 10

Which type of new housing developments would you like to see built in Round Rock?



Question 11

Which of the following was the primary reason you decided to live in Round Rock?

RESPONSE	COUNT	PERCENT
Small town feel	21	9%
To live in close proximity to Austin	15	7%
To be close to work/school	46	20%
To live near family or friends	26	12%
To raise a family/ family friendly	46	20%
A good place to retire	7	3%
Availability of City Services	3	1%
Affordability	35	16%
Parks/trails/open space	10	4%
Born and raised in Round Rock	10	4%
Low crime rate/safety	5	2%
I do not live in Round Rock	1	<1%

Due to rounding, total is not 100%

Question 12

Regarding your neighborhood, what would you say is its most appealing quality?

RESPONSE	COUNT	PERCENT
Like the design of the neighborhood and the way the houses look	26	12%
Affordable housing	14	6%
Sense of community/good neighbors/family-oriented	48	22%
Big trees/lots of trees	39	18%
Well-maintained/landscaped	5	2%
Quiet/peaceful	19	9%
Close to everything/convenient location	59	27%
Has a homeowner's association (HOA)	3	1%
Safe	3	1%
No applicable. I do not live in Round Rock.	2	1%

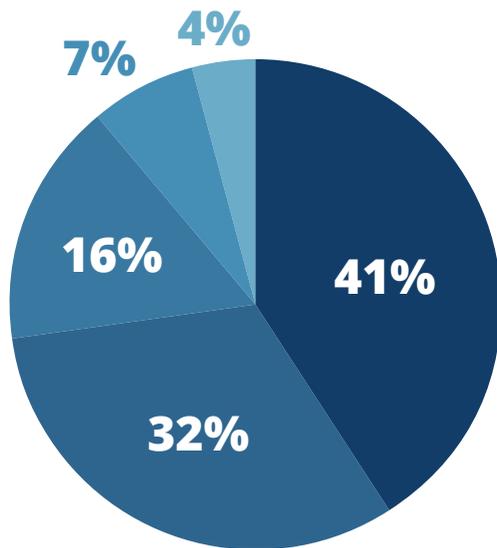
Due to rounding, total is not 100%

Question 13

How could your neighborhood be improved?

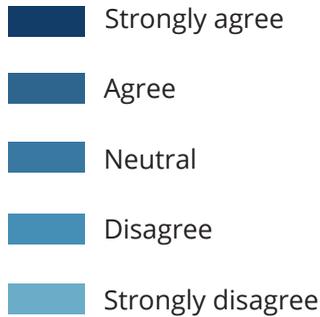
RESPONSE	COUNT	PERCENT
I like my neighborhood the way it is now. It does not need to be improved.	61	27%
Better connectivity between neighborhoods/ease of getting around.	41	18%
More code enforcement	23	10%
Better appearance of buildings	13	6%
More/better landscaping	10	4%
Improved parks/open spaces	37	17%
Better retail and services in close proximity	36	16%
No applicable. I do not live in Round Rock.	2	1%

Due to rounding, total is not 100%



Question 14

Some developments are planned so that people can live, work, shop, and dine in a pedestrian-friendly area.



Question 15

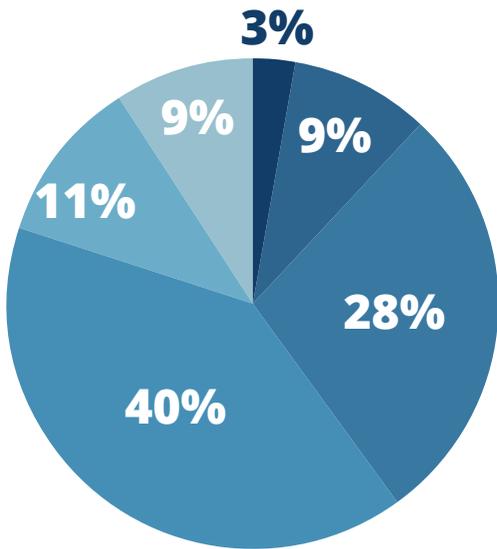
What statement best describes how you currently move around within the city limits of Round Rock?

RESPONSE	COUNT	PERCENT
I only use a vehicle	156	69%
I drive a vehicle, but I like to bike or walk when possible	66	29%
I drive a vehicle, but I use public transportation when possible	4	2%
I do not have a vehicle so I rely on other ways to get around	0	0%
I rely on carpooling/rideshare/ride service more than any of way of getting around.	0	0%
I bike or walk more than any other form of transportation	1	<1%

Due to rounding, total is not 100%

Question 16

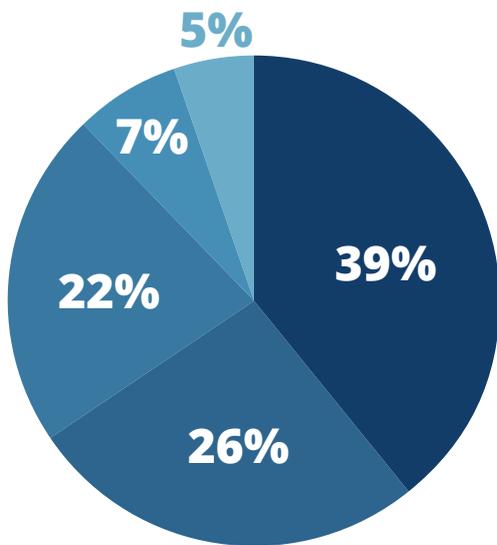
Do the existing bus service options in Round Rock meet your needs?



- I am able to use the bus service to meet my everyday needs
- I would use the bus if it ran at the times that I needed to use it
- I would use the bus, but it does not go where I need it to
- I would not use the bus
- I would not use the buses, but I would use another form of public transportation
- I did not know there were buses

Question 17

How important are alternative modes of transportation besides cars to increase travel options in Round Rock?

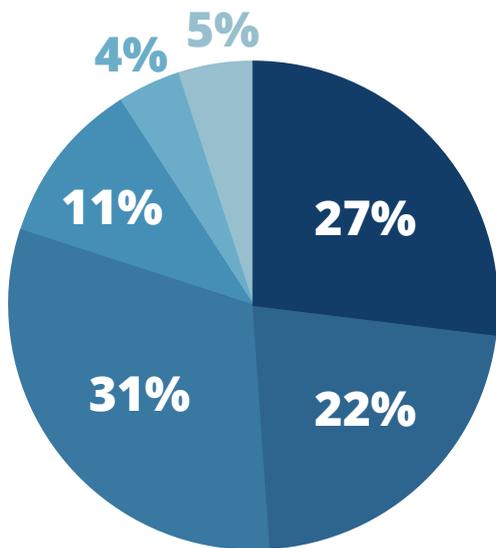
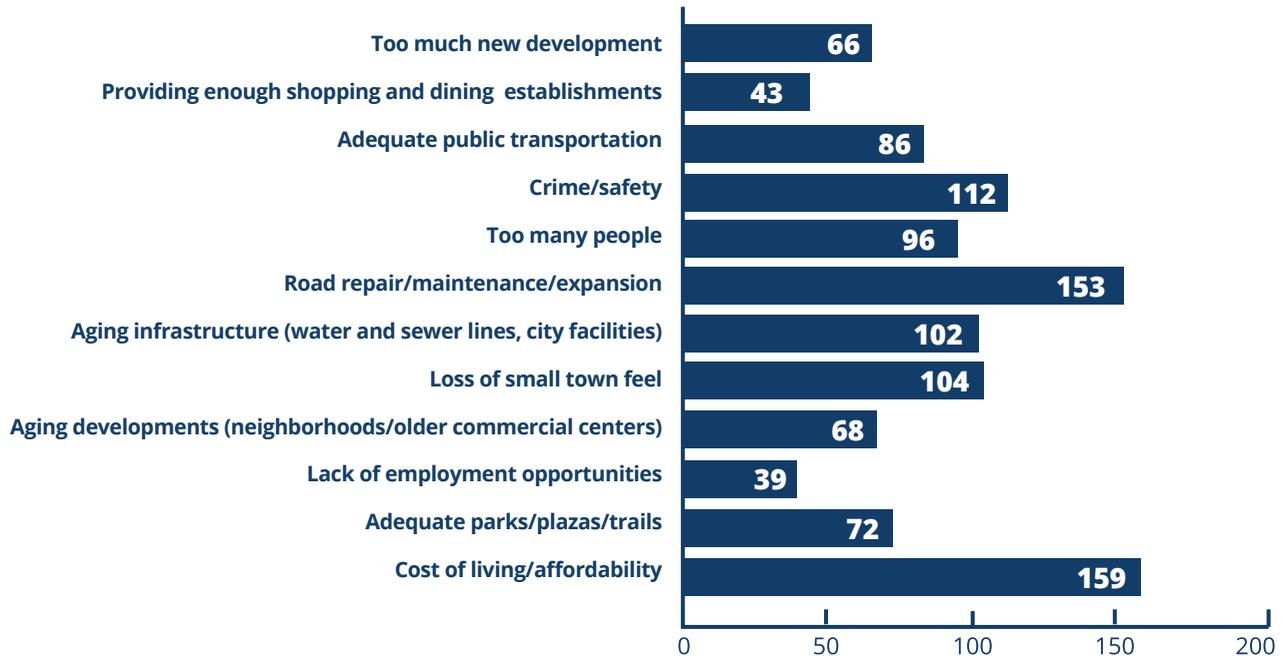


- Very Important
- Important
- Neutral
- Unimportant
- Very Unimportant

Due to rounding, total is not 100%

Question 18

Aside from traffic, what do you think are the biggest issues Round Rock will face within the next 10 years? Select all that apply.



Question 19

How could the quality/appearance of commercial development in Round Rock be improved?

- Better landscaping/more trees
- Better design/building materials
- More walkability/better pedestrian access/ accessibility
- Safer/more lighting
- Stricter Sign regulations
- No improvements needed

Question 20

Compared to what the City has now, what type of land use do you think Round Rock needs more of than any other?

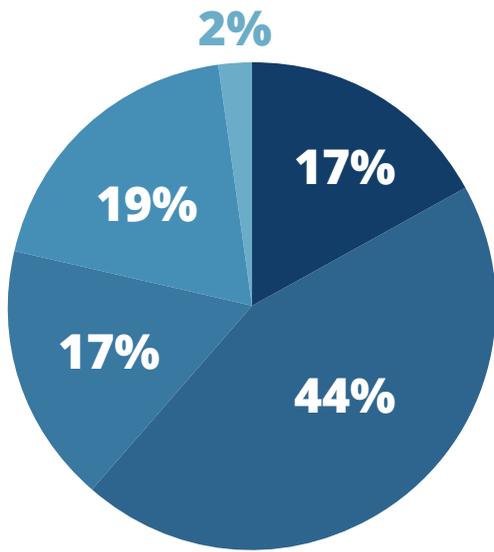
RESPONSE	COUNT	PERCENT
Restaurants	18	8%
Entertainment	17	8%
Cultural/arts	54	25%
Parks and trails	54	25%
Retail	8	4%
Public gathering spaces/plazas	24	11%
Agricultural	14	6%
Better variety of residential options	30	14%

Due to rounding, total is not 100%

Question 21

How did you find out about this meeting?

RESPONSE	COUNT	PERCENT
Email	36	16%
Facebook	47	21%
Nextdoor	26	12%
Print ad	48	22%
City of Round Rock website	13	6%
Word of mouth	28	13%
Other	23	10%



Due to rounding, total is not 100%

Question 22

Overall, I feel that I know more about comprehensive planning in Round Rock than before this presentation.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

TEEN MEETING

Youth Outreach

On January 29, 2019 the Planning and Development Services (PDS) Department held a meeting separate from the Quadrant Meetings for teens to collect input for *Round Rock 2030*. Nineteen teenagers from the Library Teen Advisory Board (TAB) and volunteers from the 2018 Summer Reading Challenge attended the meeting.

At the meeting, teens were shown an introductory “What is a comprehensive plan?” presentation before starting a series of three exercises. The first exercise comprised of a series of open-ended questions, which attendees wrote their answers on stickers and placed them on boards. They then had the opportunity to place dots to agree with other answers. The second exercise got the teens involved in the policy-making process. Attendees were given a list of ten draft policies for the next decade that they could edit, comment on, and prioritize. They were also given the opportunity to create their own. The third exercise was a live polling exercise in which attendees could answer questions and immediately see how other people in the community answered.

The exercises were nearly identical to the exercises used in the Quadrant Meetings. However, some content was tailored to be more relevant to the this age group.



Visioning Activity Summary

Prompt: Today Round Rock Is...

Popular responses (recorded verbatim):

- A medium sized, peaceful town. Safe
- A place where the people are very friendly
- Safer than most places in Austin. It is also a great place for families to live

Prompt: Tomorrow Round Rock will be...

Popular responses (recorded verbatim):

- Over-populated
- Much larger and busier
- A town that everyone will want to live in

Prompt: What do you like about Round Rock?

Popular responses (recorded verbatim):

- How safe it is compared to other cities
- The library, the people, the vibes
- RR is not filled with people & buildings

Prompt: What could improve Round Rock? Describe your idea and its benefits.

Popular responses (recorded verbatim):

- Better schools
- Houses are expensive & property tax is rising
- Free Wi-Fi. It will attract more businesses and people like Dell and will affect our growth

Live Polling Activity Summary

- 43% of teens disagree or strongly disagree about the availability of housing types.
- A majority of teens (95%) agree or strongly agree that developments where people can live, work, shop, and dine in a pedestrian-friendly area are good for Round Rock. The remaining responses were neutral.
- Teens would most like to see single-family homes with large lots and high-rise condominiums built in Round Rock. Some teens also wanted to see mixed-use, multifamily, and townhouses.
- In the next decade, teens thought that adequate transportation, crime/safety, and cost of living/affordability are the biggest issues Round Rock will face.
- Compared to what the city has now, teens feel that entertainment and cultural/arts land uses are needed more than any other.
- A majority of teens (83%) feel that it is important or very important to have alternative modes of transportation besides cars to increase travel options in Round Rock. Only 6% of teens disagreed and the other responses were neutral.

Round **20**
Rock **30**

PHASE THREE

3

ONLINE ENGAGEMENT

The city conducted its third phase of public input for *Round Rock 2030* from mid-April through mid-June 2019 using Polco, an online public engagement tool. 21 standalone questions and two surveys were developed based on input received at the in-person Quadrant Meetings hosted by the city during Phase Two. Respondents were encouraged to read descriptions for each online question to learn more about the topic prior to responding. To provide staff with additional feedback, respondents were encouraged to leave comments after each question answered. The activities posted to Polco for engagement included:

1. 21 Standalone Questions
2. Historic Preservation Survey
3. Policy Discussion Survey

OUTREACH SUMMARY

- News items promoting online engagement using Polco posted by the Communications and Marketing Department
- Emails sent to *Round Rock 2030* subscribers, which included Quadrant Meeting attendees, subscribers from the *Round Rock 2030* website, and various community groups
- Facebook posts promoting online engagement posted by Round Rock Independent School District
- Promoted online engagement in Round Rock Chamber of Commerce Investor Connector
- Promoted online engagement in Williamson County Association of Realtors newsletter
- Posters and postcards promoting online engagement distributed at Round Rock City Hall, Round Rock Public Library, Clay Madsen Recreation Center, the Allen R. Baca Center, and Austin Community College- Round Rock
- Paid Facebook ads which reached over 137,000 people and got over 6,400 link clicks
- Polco promotion in city utility bill newsletter
- Email to all Texas State University Round Rock students
- City of Round Rock Facebook wall post promoting online engagement
- Polco promoted at City of Round Rock's annual Health and Safety Conference
- Polco promoted at annual Neighborhood Planning Conference
- Online engagement results posted to Nextdoor
- Web banner on City of Round Rock website
- Emails promoting Historic Preservation Survey to Williamson Museum, Round Rock Preservation, and Historic Preservation Commission
- Historic Preservation Survey promoted at Music on Main
- Email sent to all City of Round Rock staff
- Public meeting at City Council to present Polco results and policies
- Public meeting at Planning and Zoning Commission to present Polco results and policies
- Public meeting at Historic Preservation Commission to present Polco results

ABOUT POLCO

Types of Respondents

Polco is an online engagement tool that helps local leaders collect civil, insightful ideas and feedback from the community in real time. It is an easy way for residents to learn about and participate in key initiatives and decisions. Polco uses a variety of publicly available data to verify residency and voter status of respondents. Polco never shares individual level data or responses (other than anonymous comments) with the city or anyone else. Both of these are important; the verification helps city staff have more confidence in the data, and the strict privacy helps foster an environment of safe participation online. Listed below are the categories Polco uses to report data.

All Respondents: all users that responded to a question regardless of demographic data

Registered Voters in Round Rock, TX: users that are registered to vote in Round Rock as verified by Polco using public records

Live in Round Rock, TX – Self-reported: users that self-identified as living in Round Rock regardless of voter verification information

Registered Voters from Anywhere: users that are registered voters as verified by Polco using public records, regardless of where they are registered to vote

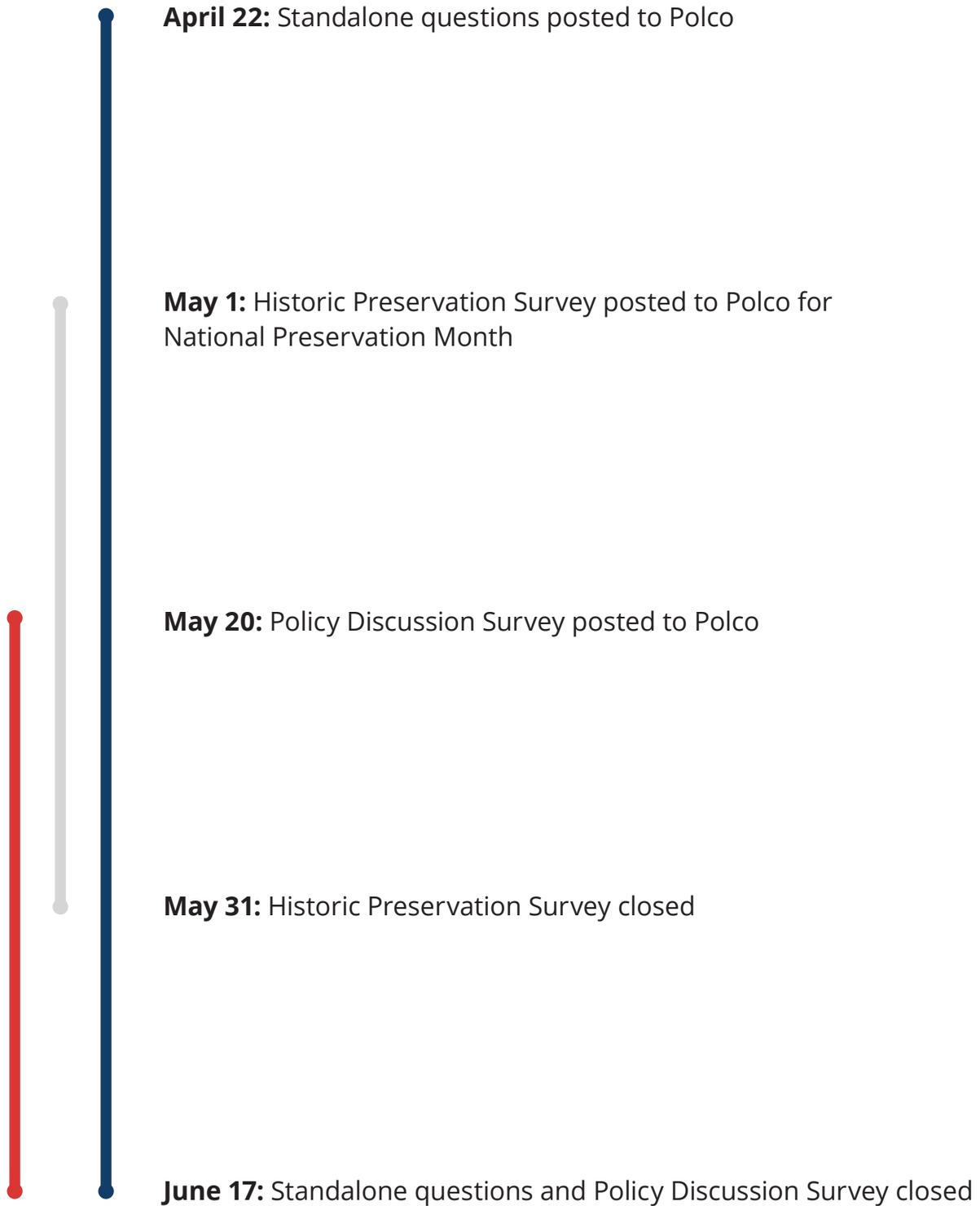
Participation Summary

1,261 participants: This number represents the amount of people that signed up for a Polco account to respond to questions on the *Round Rock 2030* Polco page. This does not indicate that each person that participated responded to each question and/or survey.

10,184 responses: This number represents the amount of responses to all questions posted to the *Round Rock 2030* Polco page. It is important to note that each completed survey counts as a single response, regardless of the number of questions within the survey.

1,311 comments: This number represents the amount of responses to open-ended questions as well as the amount of comments on standalone questions. This number does not account for open-ended questions within the two surveys that were posted.

Online Engagement Timeline



STANDALONE QUESTIONS

Questions

Background information was included for each question. This allowed respondents to become familiar with unfamiliar content and ultimately give educated responses. The 21 standalone questions, sans background description, are listed below.

- Are there enough housing choices for you to be able to up-size or down-size throughout your life without having to leave Round Rock?
- What does large lot housing mean to you?
- What specific types of homes do you think are missing in Round Rock?
- How important is having the ability to walk from where you live (or would like to live) to retail/restaurants/services and public transit?
- What does affordable housing mean to you?
- What price do you consider affordable for home purchase?
- Should the City adopt policies that require developers to provide affordable housing units?
- What types of housing should the City allow to facilitate more affordable housing?
- Should the City prioritize funding for public transportation improvements?
- If public transportation in Round Rock were more frequent and expanded to new areas of the city, would you use it for day-to-day activities?
- If available, would you use public transportation for your daily commute?
- How could the bus system be improved?
- Are there specific arts/culture/entertainment/activities that you would like to have in Round Rock?
- Should the City allocate funding to public arts and culture facilities, such as a performing arts venue?
- Are there certain underutilized public spaces in the city that could be improved for public use?
- Do you feel safe in the following areas of the City? I feel safe...
- What should the City do to address safety as we grow?
- Based on the photos provided in the background for the question, which type of mixed use development do you prefer?
- The most critical impact of projected growth in Round Rock is (select up to 3 responses)
- Should the City require developers to adhere to a certain standard of energy efficiency and natural resource conservation for new development projects?
- In what ways can the City facilitate conservation?

For the sake of staff analysis, responses are grouped by category in this section. Full reports of the raw data, including all comments written as provided, are provided on the *Round Rock 2030* website by phase.

Housing Type Summary

- **51%** felt that they would be able to up-size or down-size throughout their life and stay in Round Rock.
- **80%** of participants perceived large lots as being **1/2 acre to 1 acre**. Only 10% of participants thought large lot meant 2 or more acres.
- Participants identified missing housing types: small single family homes (40%), senior/age-restricted communities (29%) and small multi-family complexes of two stories, usually less than 20 units (28%).
- Walkability to retail/restaurants/services and public transit was not important for **41%** of participants.

Housing Affordability Summary

- 226 participants explained what housing affordability meant to them. Highlights include: concerns about high property taxes, ownership vs. rental, housing that is affordable for public employees, housing that is affordable for families, and quality in relation to housing cost.
- 372 participants responded about affordable housing costs. A majority (74%) of responses felt that affordable housing cost between **\$150,000 and \$300,000**.
- **54%** agree that the city should require developers to provide affordable housing units (or fee in lieu) in multifamily development.
- A majority (77%) responded that they would support **smaller houses or houses on less land** as an option for affordable housing in Round Rock. Almost half (48%) responded that they would support **smaller multifamily projects**.

Transportation Summary

- **66%** of participants supported prioritized funding for public transportation improvements.
- **48%** of respondents said that if public transportation were more frequent and expanded to new areas, they would use for daily activities.
- **49%** said they would use public transit to commute.
- A majority would like to see improvements to public transit: **77%** supported expanded routes to places it doesn't go now, **57%** supported more frequent service or extended hours, and **49%** supported better stops/shelters for transit.

Entertainment Summary

- A majority of respondents (**73%**) supported the allocation of city funding for public arts and culture facilities.
- Participants would like to see the following come to Round Rock: live concerts (**74%**), Broadway and regional shows (**57%**) and Local arts entertainment (**55%**).

Safety Summary

- When asked about whether they feel safe in certain parts of the city, **40%** were concerned about safety at parks and along trails and suggested **better lighting and/or safety call boxes**.
- Participants showed support for **increasing police/fire/EMT staffing and facilities** to support the growing population. This was an open-ended question. Other participants were concerned about downtown bars, traffic safety, lighting, immigration, and density.

Growth Summary

- A visual preference question about mixed-use development received 252 responses. “Mueller style” received **37%** support, while the “Domain style” only had **16%**. **42%** did not pick one of the two options; common themes from these responses were anti-growth and anti-Austin.
- **80%** of participants responded that **increased traffic and delays** was one of the most critical impacts of projected growth in Round Rock. Others include: cost of providing infrastructure (**46%**), crime and safety (**45%**), housing affordability (**41%**), protection of the natural environment (**41%**).

Environment Summary

- **88%** of participants felt that the city should require developers to adhere to a certain standard of **energy efficiency** and **natural resource conservation** for new development projects.
- Participants felt that the city could facilitate conservation by preserving open space (**79%**), recycling/composting (**68%**), promoting environmentally-friendly building materials (**67%**), conserving water (**63%**).

HISTORIC PRESERVATION SURVEY

Background

During National Preservation Month (May), staff posted a historic preservation survey to both educate the public about the city's historic preservation program and to gather input for the update to the City's *Historic Preservation Plan* incorporated into the Comprehensive Plan, *Round Rock 2030*.

A brief overview of historic preservation in Round Rock was provided at the beginning of the survey to help familiarize respondents with survey content. Respondents were then encouraged to answer a series of questions related to historic preservation. There were six questions in the survey, but participants were only required to answer questions 1, 2, and 5 in order to submit the survey. Questions 3, 4, and 6 were open-ended.

Questions

1. Prior to this survey, did you know that Round Rock has a historic preservation program?
2. How strongly do you agree that the preservation of historic properties in Round Rock benefits the City culturally, educationally, and economically?
3. What designated historic landmarks in Round Rock do you think are the most threatened? What are these threats?
4. Are there historic resources not currently designated as historic landmarks that should be preserved?
5. Which of the following historic preservation programming options should the City allocate the most resources to?
6. Do you have any additional comments about historic preservation in Round Rock?

Participation Summary

- **229** Respondents
- **252** Comments
- **44%** of respondents were unaware that Round Rock has a historic preservation program prior to the survey.
- **89%** of respondents agreed or strongly agreed that preservation of historic buildings benefits the city.
- Generally respondents were concerned about the preservation of the water tower, the round rock, Downtown, Chisholm Trail, Kenney Fort, and open spaces.
- Respondents think the city should allocate funding to maintain and restore city-owned historic properties and for the establishment of a historic archive.

POLICY DISCUSSION SURVEY

Background

In mid-May the city added a policy discussion survey to the city's Polco page. This policy discussion is an important step in creating land use policies for *Round Rock 2030*. Policies are meant to be general statements that guide the Comprehensive Plan. City staff incorporated concepts from the 2010 Comprehensive Plan and current trends in planning practice to draft the initial policies.

The first policy discussion activity took place during a series of public meetings in February and March. Attendees were given a list of ten draft policies for land use decisions throughout the next decade that they could edit, comment on, and prioritize. They were also given the opportunity to create their own new policies. After the Quadrant Meetings, Planning and Development Services (PDS) staff reworked the draft policies to reflect the 745 public comments received.

The online policy exercise allowed participants to tell city staff whether or not they support the draft policies, and to suggest changes to the wording of the policies. With the Polco feedback, planning staff adjusted the policies again to reflect the online input.

Policy Discussion Questions

Respondents were asked whether or not they support each of the twelve draft policies in a multiple choice format. The answer choices were:

- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy

Respondents were prompted "If you said you would change the wording for Policy ___, what changes would you make?" However, due to the limitations of Polco, respondents were able to comment on each policy regardless of their answer choice.

At the end of the survey, respondents were prompted "Please leave any additional comments you have about the draft policies." In order to submit the survey, respondents were required to answer all multiple choice questions. Respondents were encouraged but not required to provide comments.

DRAFT POLICIES AS POSTED TO POLCO

Quality of Life: Focus economic development initiatives on those that improve quality of life and not just those that make economic sense. Invest in community gathering spaces for all ages that support the arts, culture and entertainment.

Economic Development: Continue to be the “City of Choice” for entrepreneurs by focusing on planning policy that promotes high quality, attractive development while ensuring that the City has adequate infrastructure and services to accommodate growth.

Downtown: Manage and guide the redevelopment of downtown as a safe and walkable community destination with exciting and unique activities for all.

Commercial Centers: Foster revitalization, maintenance, and reuse 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 appearance and function of transportation corridors. Upgrade older arterial roadways to accommodate safe pedestrian and bicycle travel.

Mobility: Develop multimodal connections within and between neighborhoods and local destinations.

Housing: Enable a mixture of housing types to meet all residents’ housing needs and preferences. Residents should be able to up-size or down-size through all stages of life without leaving the city.

Mixed-use: Accommodate mixed use development by increasing density and building heights at intersections of major arterials and along highways.

Adapting to Change: Consider modifications to development codes to account for transportation innovations, changing technology, and consumer behavior.

Sustainability: Consider policies that promote environmental sustainability while accommodating growth. Facilitate development that incorporates natural resource conservation and energy efficiency.

POLICY DISCUSSION SURVEY DATA SUMMARY

443
RESPONDENTS

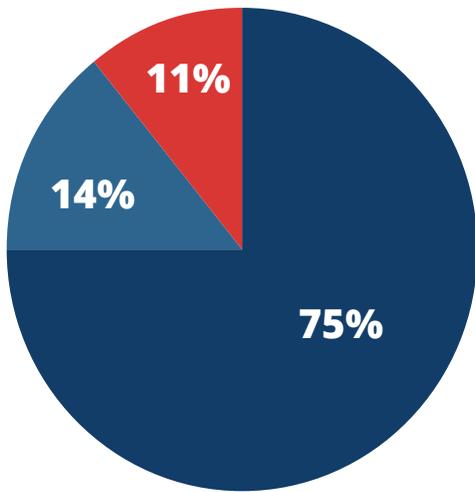
28
DAYS
the survey was available online

723
COMMENTS

86%
AVERAGE APPROVAL
(With and Without Edits)

88%
HIGHEST APPROVAL
(Without Edits): Policy F – Historic Preservation

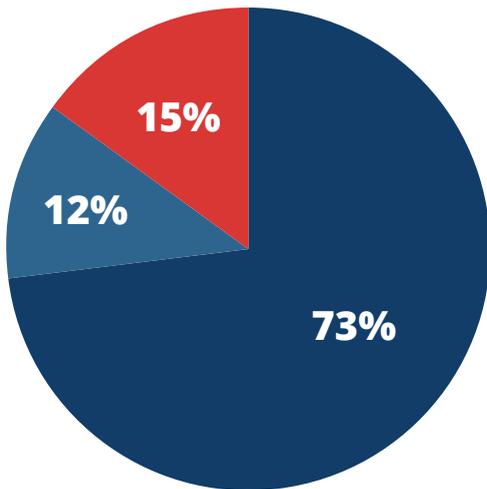
51%
LOWEST APPROVAL
(Without Edits): Policy J – Mixed-use



Quality of Life

Focus economic development initiatives on those that improve quality of life and not just those that make economic sense. Invest in community gathering spaces for all ages that support the arts, culture and entertainment.

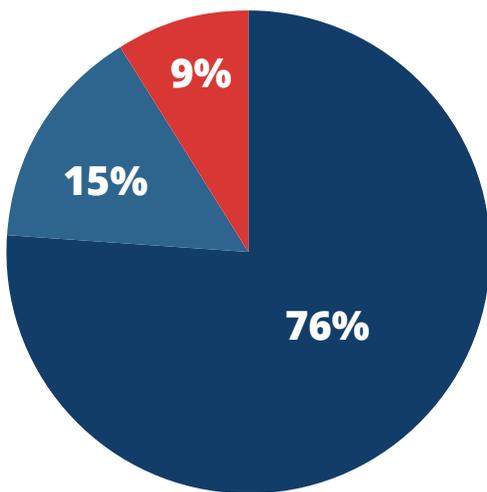
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Economic Development

Continue to be the “City of Choice” for entrepreneurs by focusing on planning policy that promotes high quality, attractive development while ensuring that the City has adequate infrastructure and services to accommodate growth.

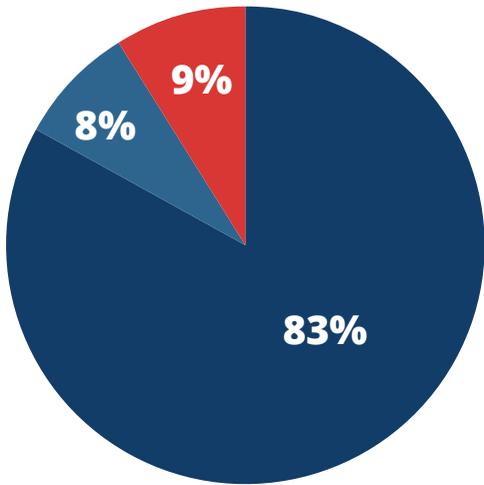
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Downtown

Manage and guide the redevelopment of Downtown as a safe and walkable community destination with exciting and unique activities for all.

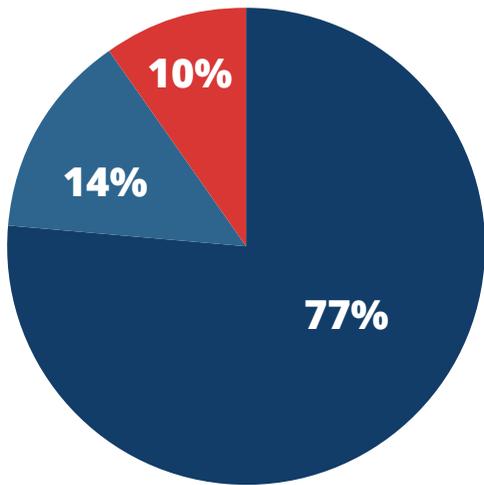
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Commercial Centers

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

- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy

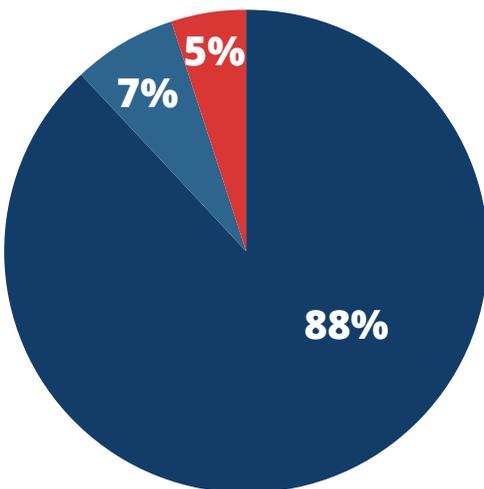


Neighborhoods

Maintain older neighborhoods to ensure longevity and desirability.

- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy

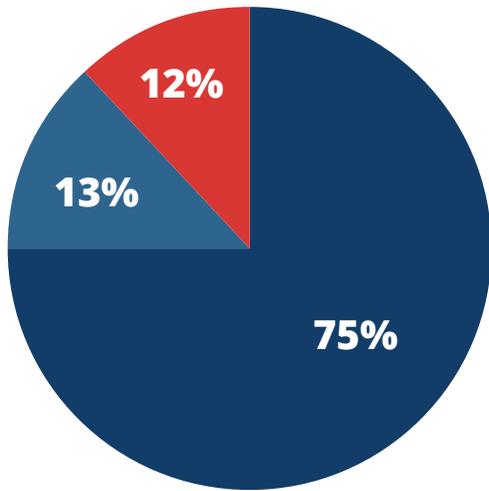
Due to rounding, total is not 100%



Historic Preservation

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

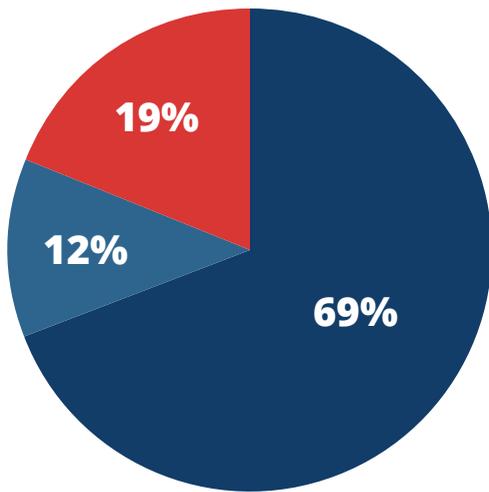
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Roadway Function

Enhance the appearance and function of transportation corridors. Upgrade older arterial roadways to accommodate safe pedestrian and bicycle travel.

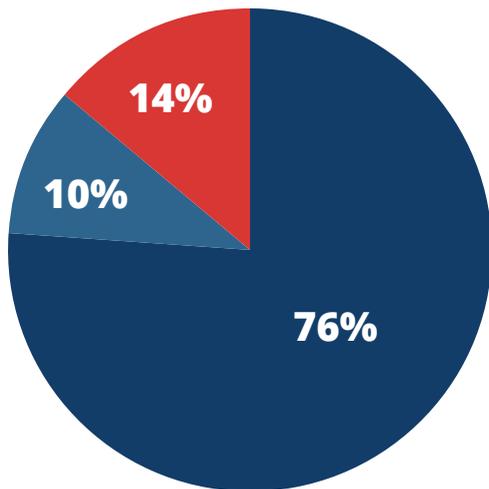
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Mobility

Develop multimodal connections within and between neighborhoods and local destinations.

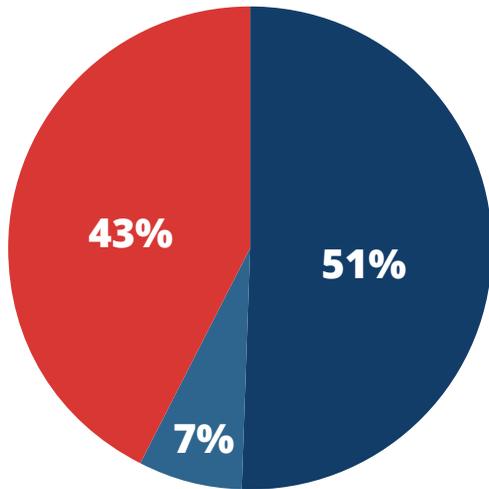
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Housing

Enable a mixture of housing types to meet all residents' housing needs and preferences. Residents should be able to up-size or down-size through all stages of life without leaving the city.

- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy

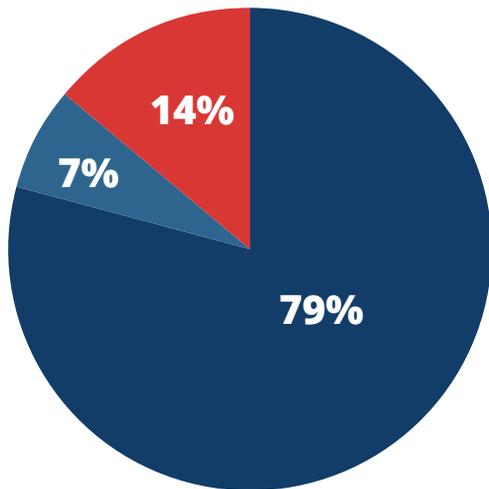


Due to rounding, total is not 100%

Mixed-Use

Accommodate mixed use development by increasing density and building heights at intersections of major arterials and along highways.

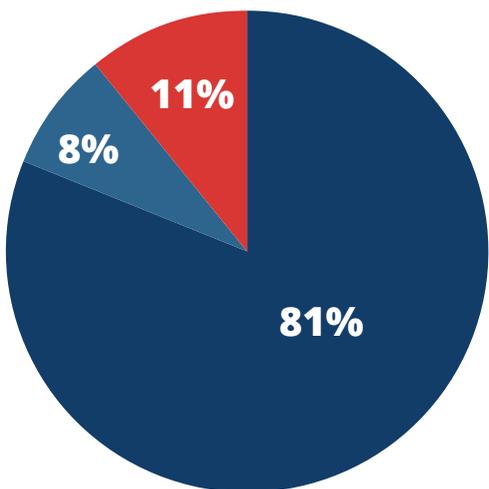
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Adapting to Change

Consider modifications to development codes to account for transportation innovations, changing technology, and consumer behavior.

- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Sustainability

Consider policies that promote environmental sustainability while accommodating growth. Facilitate development that incorporates natural resource conservation and energy efficiency.

- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy

DRAFT POLICIES AS PRESENTED TO CITY COUNCIL

Below are the twelve draft policies revised using Polco feedback as they were presented to the Planning & Zoning Commission and City Council following the conclusion of online engagement.

**changed as a result of staff input after the City Council presentation*

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 **20**
Rock **30**

PHASE FOUR

4

FUTURE LAND USE EXERCISE

The city conducted its fourth phase of public input for *Round Rock 2030* from late June to late August 2019. A component of *Round Rock 2030* is the Future Land Use Map (FLUM). The FLUM establishes the general distribution, location, and extent of land uses which include open space, residential, commercial, etc. Every ten years, the city examines the entire map and adopts a new FLUM as part of its Comprehensive Plan. Stakeholders owning property of five or more acres in the city limits or extraterritorial jurisdiction (ETJ) boundaries of the city were able to give input on how their land could be developed or redeveloped in the future.

The FLUM is a living document with the flexibility to be amended to reflect changing development trends and land use proposals through 2030.

OUTREACH SUMMARY

- Calls placed inviting stakeholders to meetings with planning staff
- Letters mailed inviting stakeholders to Future Land Use Mapping exercise

FUTURE LAND USE MAPPING

The Future Land Use mapping process initially engaged stakeholders rather than the general public to ensure that landowners that may plan to develop their land were represented.

1

PDS reviewed and adjusted location criteria. Most of the land use designations in the Plan have unique location criteria. These criteria are applied to guide zoning decisions and minimize land use conflicts.

2

PDS identified stakeholders associated with 402 parcels of land that were five or more acres in size.

3

PDS conducted a preliminary review of the existing Future Land Use Map from the 2010 Comprehensive Plan and identified potential revisions.

4

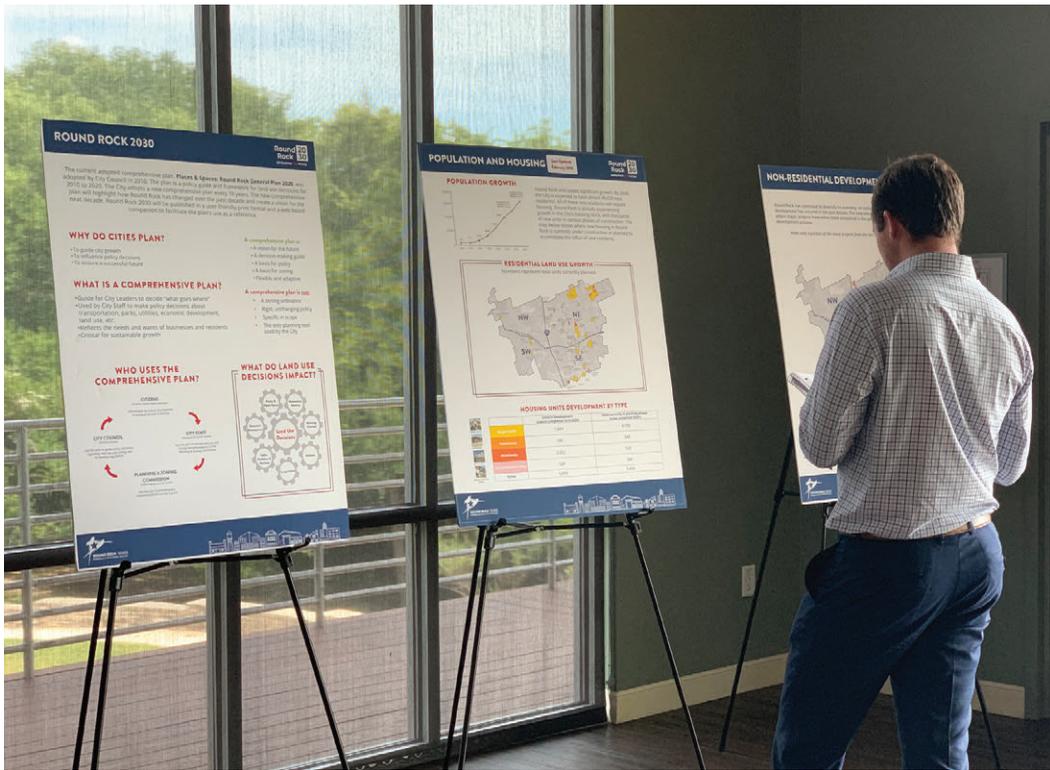
Individual future land use mapping meetings conducted to gather input from land-owning stakeholders that own over 100 acres of land.

5

FLUM Open House held on July 22, 2019. Previously identified stakeholders and their representatives were invited to review and discuss proposed map with PDS, Transportation and Parks staff.

6

PDS edited the FLUM based on input received and contacted stakeholders to inform them of any proposed changes. Draft FLUM posted to website for comments.



Round **20**
Rock **30**

PHASE FIVE

5

OPEN HOUSES, OFFICE HOURS, AND ONLINE ENGAGEMENT

The city conducted its fifth phase of public input for *Round Rock 2030*, an update to the city's Comprehensive Plan, from February to April 2020. The city invited stakeholders to review the draft of *Round Rock 2030* prior to commencement of the adoption process. Stakeholders could view a copy of the draft online or review a paper copy of the draft that was made available at the Round Rock Public Library and the Planning and Development Services Office, located at 301 W. Bagdad Ave., Suite 210.

Open Houses were held March 7, 2020 and March 10, 2020 to allow stakeholders to give feedback and tell the city their vision for Round Rock's future. Much like the prior public meetings, the community was invited to interact with and learn about the Comprehensive Plan. Unlike some of the earlier meetings, the Open Houses were not specific to particular areas of the city.

In addition to the two Open Houses, the city planned to hold three sets of Office Hours where stakeholders could view the Open House materials and talk to staff about the draft. Office Hours were held on March 12, 2020; however, they were cancelled for March 18 and March 23 due to Covid-19 gathering restrictions. Additionally, the adoption process was suspended, postponing public hearings originally scheduled to commence on April 1.

Throughout this phase of public input, the city offered an online alternative for input as an alternative for in-person meetings using Polco, an online public engagement tool. The questions posted on the *Round Rock 2030* Polco page were open ended, to gather feedback about the *Round Rock 2030* draft and the Future Land Use Map (FLUM). Online input was originally proposed to conclude on March 24, 2020. However, when the adoption process was postponed, the online comment period was extended through Sunday, April 26.

OUTREACH SUMMARY

- City news item and newsletter
- Paid Facebook ads which reached over 78,000 people
- NextDoor posts
- Round Rock Independent School District outreach
- Billboard Ad on IH-35 on 3/5 and 3/9
- Advertisement in Round Rock Leader
- Advertisement in Community Impact and listed on Community Impact events calendar
- Emails to *Round Rock 2030* subscribers
- Promoted open houses in Round Rock Chamber of Commerce Investor Connector
- Promoted open houses in Williamson County Association of Realtors newsletter

TIMELINE

February 21: *Round Rock 2030* draft released to public.

February 25: *Round Rock 2030* draft survey posted to Polco

March 7: Open House at The Allen R. Baca Center Dining Room, 10AM-2PM.

March 10: Open House at the Rabb House, 6-8PM.

March 12: Office Hours at Planning and Development Services Office.

March 18: Office Hours at Planning and Development Services Office (cancelled).

March 23: Office Hours at Planning and Development Services Office (cancelled).

March 24: Original comment period closure date.

April 14: Added language to survey context about extension to April 26.

April 26: *Round Rock 2030* draft and FLUM Polco comment period closed.

DATA SUMMARY

- **76 people** attended the Open Houses
 - 48 at the Allen R. Baca Center on 3/7
 - 28 at the Rabb House on 3/10
- **84 comments** received at Open Houses
 - 10 comments on infrastructure
 - 3 comments on community facilities and services
 - 64 comments on policies and implementation
 - 7 comments on miscellaneous
- **25 people** engaged with content on Polco
 - 18 comments regarding the draft overall
 - 17 comments regarding the Future Land Use Map (FLUM)

OPEN HOUSES

The Open Houses were not formal presentations. Rather, the community was invited to review plan content, interact with planners, and give their input at any time during the event. Additionally, staff from the Transportation and Parks and Recreation Departments were available for questions, as well as staff from the Community Development Division of the Planning and Development Services Department.

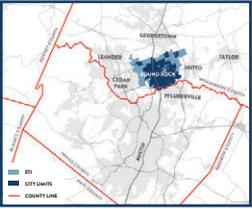
At the Open Houses a printed copy of the Future Land Use Map (FLUM) was available, and participants were encouraged to talk to staff and write comments directly onto the map. Boards summarizing each section of *Round Rock 2030* and boards with each of the twelve policies and corresponding implementation strategies were displayed at the Open Houses and Office Hours. Participants had the opportunity to comment on each of the boards. All boards displayed are available on the *Round Rock 2030* website.



Informational Boards

A collection of 21 informational boards were displayed at each of the Open Houses, much like the Quadrant Meetings. The boards contained information from several departments throughout the city, information about the comprehensive planning process, and the implementation strategies associated with the twelve *Round Rock 2030* policies. The following four boards are a sample of the 21 presented at the Open Houses.

ROUND ROCK, TEXAS



ROUND ROCK 2030
Round Rock 2030 is the Comprehensive Plan for the City of Round Rock, Texas, a city of approximately 122,000 people located fifteen miles north of Austin. Every ten years, the City's Planning and Development Services (PDS) Department updates the Comprehensive Plan in order to make land use decisions that are efficient and will best serve the community as a whole. The population is expected to continue to grow rapidly with increasing diversity. By 2030, Round Rock is expected to have almost 40,000 new residents.

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

ECONOMIC PROFILE

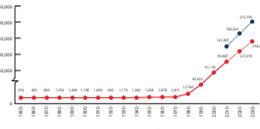
This past decade, Round Rock has transitioned from a bedroom suburb of Austin to an employment center, with a labor force of 71,254 people in a vibrant and diversifying economy. In that time, the City's economic base has diversified with growth in specialty manufacturing, health care and health sciences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

HOUSING PROFILE

HOUSING	2018 1-YR ACS
Housing Units	44,961
% Owner-Occupied	53.6%
Median Value of Owner-Occupied Units	\$309,300
Median Household Income	\$83,302
Households Paying 30% or More of Household Income On Housing Costs or Gross Rent, All Occupied Units	32.8%

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

ROUND ROCK POPULATION GROWTH



HOUSING UNITS IN DEVELOPMENT

UNIT TYPE	UNITS IN DEVELOPMENT (2020-2031 CONSTRUCTION)	UNITS IN PLANNING PHASES
Single-Family	1,569	2,118
Townhomes	0	307
Multifamily	1,210	654
Senior/Assisted Living	146	557
TOTAL	2,925	3,636

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



PLAN VISION AND POLICIES

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

VISION STATEMENT

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

ROUND ROCK 2030 POLICIES

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



COMMUNITY FACILITIES & SERVICES

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

ARTS AND CULTURE

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

FIRE AND EMERGENCY SERVICES

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

POLICE

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

LIBRARY

Round Rock Public Library (RRPL)'s mission is to provide the highest-quality educational, informational, leisure, and cultural resources and services to Round Rock's diverse population. A new main library, funded by a \$32.2 million bond approved in 2013, is planned to improve book service delivery and act as a community gathering space Downtown. As the City's population continues to grow, construction of additional branch libraries may be considered to meet Round Rock's changing needs.

SPORTS MANAGEMENT AND TOURISM

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

PLANNING AND DEVELOPMENT SERVICES

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



HISTORIC PRESERVATION PLAN

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

PROGRAM MILESTONES SINCE 2010

2010	<ul style="list-style-type: none"> Flora & Spores: <i>General Plan 2030</i> adopted. First comprehensive plan to include historic preservation chapter, serving as City's Historic Preservation Plan. Downtown Master Plan adopted. Establishes design and policy strategy for thriving town center. Includes design guidelines for historic residential character and other historic areas and an updated resource survey. 	2015	<ul style="list-style-type: none"> Latest International Existing Building Code adopted to aid maintenance and rehabilitation of historic properties.
2011	<ul style="list-style-type: none"> Preservation Minutes video series released. New historic designations recommended as result of Downtown Master Plan's historic resource survey: <ul style="list-style-type: none"> East End Historic District proposed, including 86 properties, 54 contributing. City Council did not adopt designation. Texas Baptist Children's Home property recommended as local historic district. Trustees did not support designation. Henna House identified for local designation but was not pursued further. 	2016	<ul style="list-style-type: none"> Nonprofit Round Rock Preservation established. The SF-D (Single-Family - Downtown) district adopted. Provides standards for traditional residential development to reinforce scale and design of the established residential neighborhood with numerous historic structures.
2012	<ul style="list-style-type: none"> Certificate of Appropriateness process amended to allow administrative review of certain applications and allow the relocation of historic buildings in certain circumstances. 	2017	<ul style="list-style-type: none"> City celebrates 150th anniversary of the Chisholm Trail. Williamson Museum opens a location in Round Rock with educational exhibits and programs about the history of the county. Markers installed at locally designated historic landmarks. Language for demolition by neglect added to Round Rock Development Code.
2013	<ul style="list-style-type: none"> City publishes educational brochures about historic preservation programs. 	2018	<ul style="list-style-type: none"> The Stagecoach Inn relocated to preserve the building. First project to utilize new Certificate of Appropriateness for relocation.
		2019	<ul style="list-style-type: none"> Round Rock Development Code amended to require seven Historic Preservation Commissioners.

PROGRAM CHALLENGES FOR THE NEXT DECADE

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

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




DRAFT VISION AND POLICIES AS PRESENTED AT THE OPEN HOUSES

The vision and policies are central components of *Round Rock 2030*. They will guide land use decisions for the next decade. The following are the vision and policies for Phase 5, which have remained unchanged since Fall 2019.

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.

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.

ONLINE ENGAGEMENT

In addition to the in-person meetings in March, the public was invited to comment on the *Round Rock 2030* draft and the Future Land Use Map (FLUM) using Polco, an online public engagement tool. The online engagement period was open from February 25 to April 26, 2020.

Polco is an online engagement tool that helps local leaders collect civil, insightful ideas and feedback from the community in real time. It is an easy way for residents to learn about and participate in key initiatives and decisions. Polco uses a variety of publicly available data to verify residency and voter status of respondents.

Polco never shares individual level data or responses (other than anonymous comments) with the city or anyone else. Both of these are important; the verification helps city staff have more confidence in the data, and the strict privacy helps foster an environment of safe participation online.

The following information appeared on Polco to provide background information and links to the Plan draft and FLUM. There were two open-ended questions where respondents could comment on the Plan draft and FLUM. There was no limit on the length of comments.

Round Rock 2030 Draft Released - Comment Now



The City of Round Rock invites you to review the draft of *Round Rock 2030*, an update to the City's comprehensive land use plan prior to commencement of the adoption process. The Plan is a policy guide and framework for land use decisions for the next decade. *Round Rock 2030* highlights how the City has changed over the past decade and creates a vision for this decade.

View the [Round Rock 2030 draft](#).

The Future Land Use Map (FLUM) establishes the general distribution, location, and extent of land uses which include open space, residential, commercial, etc. Every ten years, the City examines the entire map and adopts a new FLUM as part of its Comprehensive Plan.

View the [Future Land Use Map \(FLUM\)](#).

Update: The context for the survey was updated on April 14, 2020 to include the following language:

The adoption process for *Round Rock 2030* has been extended due to the impacts of COVID-19. This online survey will be available through Sunday, April 26. For more information, visit roundrocktexas.gov/roundrock2030.

CONCLUSION

Open Houses, Office Hours, and online engagement via Polco were the components of this phase of public input. Online engagement via Polco closed on April 26, 2020. This phase of public input acted as a transition point from Plan development to the adoption process.

A new draft of *Round Rock 2030* was released upon completion of this phase, prior to the commencement of the formal adoption process. The public still had the opportunity to comment at public hearings that occurred during each phase of the adoption process.

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PHASE SIX

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ADOPTION

Adoption of *Round Rock 2030* included two public hearings. The first hearing occurred at the Planning and Zoning Commission where the Commission considered the Plan for recommendation to City Council. A second public hearing was held when the final draft of the Plan was presented to the City Council for adoption. Texas State Law requires a public notification process at the time of Plan consideration. The public was notified in the local newspaper, and a physical notice was posted at City Hall prior to each public hearing. After adoption, printed copies of *Round Rock 2030* were made available and the Plan was published on the city's website.

OUTREACH SUMMARY

Outreach for Phase 6 was conducted prior to each public hearing. City news items were posted following each public hearing with results.

- City news items
- Round Rock Independent School District outreach
- Listed on Community Impact events calendar
- Emails to *Round Rock 2030* subscribers
- Promoted public hearings in Round Rock Chamber of Commerce Investor Connector
- Promoted public hearings in Williamson County Association of Realtors newsletter
- Public notice in Round Rock Leader
- Public notice posted per city requirements

The original adoption timeline, intended to begin on April 1, 2020, was postponed due to COVID-19 gathering restrictions. On March 16, 2020 Governor Greg Abbott issued a proclamation suspending various provisions of Chapter 551, Government Code, relating to Open Meetings. Following that proclamation, the city hosted public meetings subject to the Open Meetings Act through videoconferencing powered by Zoom, in order to advance the public health goal of limiting face-to-face meetings.

IMPLEMENTATION STRATEGIES ADDED TO MAY 6th DRAFT

Following Phase 5 of public input additional implementation strategies were added to address comments received, including strategies to address COVID-19 concerns. The new strategies are listed by policy:

Quality of Life

- Consider locations for cultural development and community facilities outside of the downtown area.

Downtown

- Improve the downtown pedestrian experience by providing features such as pet stops, shade structures, and litter control facilities.
- Explore options to attract retail other than dining downtown.
- Ensure adequate loading areas for equipment, deliveries and passenger drop off and pick up.
- Inventory existing ADA facilities and parking downtown to ensure they continue to meet people's needs.
- Assess connectivity to downtown from surrounding areas for all modes of transportation.

Roadway Function

- Encourage attractive xeriscaping and design elements in medians and high traffic areas.
- Explore options for park-and-ride lots and rideshare parking.

Neighborhoods

- Promote the Community Development Division of Planning and Development Services as a point of contact for residents to navigate city services.

Mobility

- Evaluate potential impacts of bike share and micromobility options to balance community needs and city policy preferences.
- Assess connectivity to downtown from surrounding areas for all modes of transportation.
- Assess mobility needs for underserved populations from a land use perspective.

Adapting to Change

- Evaluate potential impacts of bike share and micromobility options to balance community needs and city policy preferences.
- Utilize NOAA Atlas 14 data to adopt new floodplain and drainage regulations.
- Explore the creation of a Continuity of Operations Plan for the Planning and Development Services Department to ensure mission essential functions continue should the City face a declared disaster or other catastrophic event.*
- Consider land use and physical design implications related to modernization of communications infrastructure, while ensuring the accommodation of a more advanced network.
- 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.*

* Implementation strategy added to address COVID-19 concerns.

Sustainability

- Create programs to educate residents and developers on sustainable development practices adopted by the city.
- Utilize NOAA Atlas 14 data to adopt new floodplain and drainage regulations.

LAND USE CHANGES INCORPORATED INTO MAY 6th DRAFT

The Future Land Use Map (FLUM) and associated location criteria were also updated to reflect comments received during Phase 5 of public input.

- Removed Planned Unit Developments (PUDs) as a land use category on FLUM in favor of showing allowable and existing PUD land uses.
- Added location criteria for single family detached condos.

TIMELINE

May 6: Release of final draft including edits resulting from Phase 5 of public input.

May 20: *Round Rock 2030* recommendation by Planning and Zoning Commission with public hearing.

June 25: *Round Rock 2030* presented to City Council public hearing.

ORDINANCE

Adoption of *Round Rock 2030* occurred on June 25, 2020 per ordinance O-2020-0175

CONCLUSION

Adoption of the *Round Rock 2030* Comprehensive Plan includes the new Future Land Use Map and other existing plans noted in the introduction of the Plan. Adoption is meant to be a starting point for land use planning for the next decade, during which time updates and amendments will occur per the implementation strategies outlined by policy in *Round Rock 2030*.

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DEVELOPING OUR FUTURE

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Adopting Ordinance O-2020-0175