

Round Rock

20 30

DEVELOPING **OUR** FUTURE

ANNUAL REPORT 2024-2025



Round
Rock

20
30

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INTRODUCTION

Round Rock 2030, the City's comprehensive plan, adopted on June 25, 2020, is the official policy document guiding long range planning and community development in the City of Round Rock through 2030. *Round Rock 2030* is guided by a vision statement and 12 policies developed through an extensive public engagement process.

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

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

This annual report covers progress for fiscal year 2025, from October 1, 2024 through September 30, 2025. Notable themes include:

Round Rock continues to experience rapid growth. Round Rock continues to grow and develop, transitioning from a suburb of Austin to a vibrant and prosperous mid-sized city. As seen throughout the *Round Rock 2030* planning period, housing units of various forms continue to increase. Round Rock's population increased by 5,666 residents this year and is estimated to be 140,524 as of September 2025. The *PDS 2020-2040 Population Projections Report* projects that the City could grow by approximately 54,000 residents between now and 2040.

Round Rock continues to plan to ensure success. This year, the City adopted amendments to the zoning and development code related to the downtown mixed-use zoning districts, and landscaping, irrigation, and screening requirements for new developments. Additionally, the City adopted an update to the *Hazard Mitigation Action Plan*.

PDS staff continued to uphold the City's "Development Philosophy" to facilitate the timely review and approval of projects and include stakeholders in the development of regulatory ordinances. This year, PDS staff met 100% of plat, rezoning, and PUD review deadlines and 100% of building and subdivision inspections deadlines. Public engagement also played a central role in developing amendments to the downtown mixed-use zoning districts.

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



NEW DATA

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

2024 Community Survey

Every two years, the City conducts a statistically valid city-wide survey to examine whether city priorities are aligned with the needs of residents. Responses inform decisions that affect a wide range of city services. Among residents who had an opinion, 80% of residents were “satisfied” with the overall quality of life in the City, 13% were “neutral” and 7% were “dissatisfied.”

Planning and Development Services (PDS) asked questions related to land use including planning for future growth, preferred development types, building forms, and features of public spaces, and planning for downtown Round Rock.

55%

“Very satisfied” or “satisfied” with how well the city is planning for growth.

49%

“Very satisfied” or “satisfied” with the quality of new developments.

Respondents were asked to indicate if various development types were a high, medium, or low priority in Round Rock. The types of development respondents think should be of highest priority (rated “medium priority” or “high priority”) are street lighting and illumination of public spaces (90%), public parks/plazas/open spaces (86%), and pedestrian facilities (85%).

Respondents were asked if there should be “more,” “about the same,” or “fewer” of select site features in Round Rock. Respondents said there should be “more” water-efficient landscaping (70%) and food trucks (49%) and “about the same” or “fewer” billboards (digital or lighted) (98%) and drive-throughs (91%).

When asked what elements are most important to include in mixed-use buildings taller than 3 stories within downtown, respondents said:

- Thoughtful sidewalk design (73%)
- Dedicated public plazas and parks (58%)
- Additional structured parking (58%)
- Retail tenants on the 1st floor (49%)
- Dedicated affordable housing units (34%)

Regarding high-density mixed-use developments, 55% indicated they are a “high” or “medium” priority in commercial areas and 59% indicate they are a “high” or “medium” priority in downtown Round Rock.

When asked about a favorite building or site developed in the City within the past 5 years, residents noted the Round Rock Public Library, Heritage Trail, Brushy Creek Trail, and downtown Round Rock among other sites.

92% of residents feel “very safe” or “safe” in downtown Round Rock. Respondents were asked what would improve downtown. Response themes include: parking and mobility improvements (bikes/pedestrians); more retail and business variety; more events/activities/cultural enhancements; and aesthetic and structural improvements.

Downtown Zoning Public Input Summary

Following City Council's annual *Strategic Plan* which identified the downtown mixed-use zoning districts as a top priority, PDS staff reevaluated the downtown mixed-use zoning districts to ensure the standards meet the needs and preferences of the Round Rock community today. Public outreach played a central role in the evaluation of the existing zoning requirements and the development of code amendments. Over the course of eighteen months, PDS staff engaged the public through online surveys, a downtown developer roundtable, an open house, public office hours, and public hearings. To keep the community informed throughout the project, staff maintained a dedicated project webpage, published news items on the city website, distributed mailers, and sent regular emails to downtown stakeholders. The following information contains a summary of the public input process and resulting community response.

Public Input Timeline

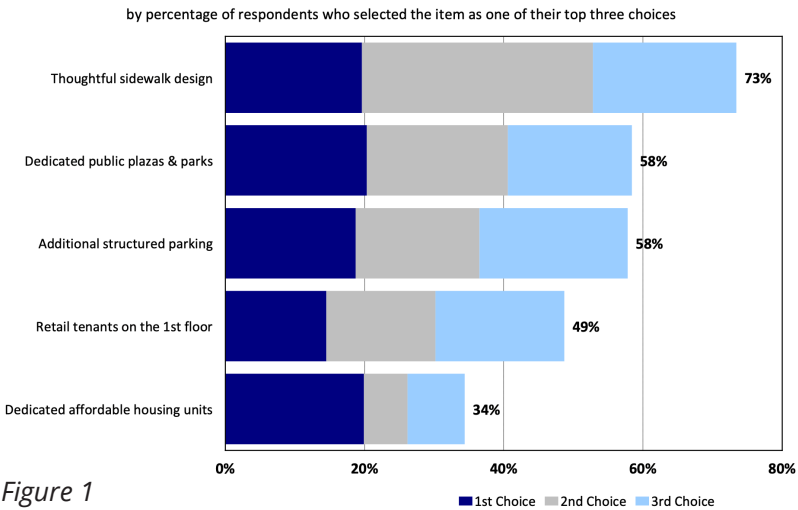
SUMMER 2024	Community Survey (Conducted June-July 2024) Downtown Business Survey (September 2024)
FALL 2024	Downtown Developer Round Table (October 8, 2024) Public Open House (October 29, 2024)
SUMMER 2025	Office Hours (July 22-31, 2025)
FALL 2025	Meetings/Presentations/Pubic Hearings (September-October 2025)

2024 Community Survey - Downtown Questions

The 2024 Community Survey was conducted during June-July, 2024. PDS included questions about downtown to gauge community preference for building forms, land uses and public improvements.

When asked if taller, mixed-use buildings in downtown to attract more amenities were a priority in Round Rock, 38.8% said they were a High or Medium Priority, 26.9% said they were a Low Priority and 34.8% said they didn't want them downtown.

The survey asked participants to select which three elements they would most like to see included in these higher-density projects (buildings taller than 3 stories). See figure 1.



The survey asked what would further improve downtown. Below are themes from survey responses:

- Enhance public spaces and green areas
- Improve walkability, bikeability, and accessibility
- Foster a diverse mix of businesses and amenities
- Activate the area with events and programming
- Strengthen the area's historic and cultural identity
- Improve parking and traffic flow
- Promote safety and cleanliness

Downtown Developer Roundtable

On October 8, 2024, PDS staff hosted a roundtable discussion with developers and real estate professionals who have worked on projects downtown. 16 representatives attended the roundtable. Staff asked attendees the following questions:

- What do you enjoy about downtown?
- What is missing from downtown that would help existing or proposed projects thrive?
- What would further improve downtown public spaces?
- Have any development standards in existing zoning districts impacted project development?
- Would you be in favor of taller buildings in certain parts of downtown? Why or why not? Where specifically and how tall?

Stakeholders said downtown needs:	Challenges to developing downtown:
<ul style="list-style-type: none">• Connectivity from trails to downtown with signage• Lighting• Pedestrian and bicycle improvements• On-street parking• More events downtown• Beautification	<ul style="list-style-type: none">• Residential parking requirements• Need to allow private infrastructure in the ROW• Need to allow new uses (i.e. small scale manufacturing)

Downtown Business Survey

PDS staff conducted a survey of downtown businesses in September 2024. The survey had a 28.5% response rate.

Summary of Survey Questions and Responses

1. Why did you locate your business downtown? Top 3:

- 49%: Access to amenities and city services
- 26%: Historic character and charm of downtown buildings
- 14%: Walkability and pedestrian activity
- Other: Growing community, recent improvements, and heart of city

2. What do you enjoy about being downtown? Top 4:

- 37%: Access to amenities and city services
- 16% (tied): Walkability and pedestrian activity, proximity to events and downtown programming, and atmosphere and sense of place
- Other: Historic charm, sense of community, and recent improvements

3. Is anything missing from downtown that would help your business thrive? Top 2:

- 34%: Parking
- 26%: Diverse retail and dining options; 16% mention wanting fewer bars
- Other: Residential development, events, diverse events and cultural programming, and public safety

4. Would you be in favor of the City allowing taller buildings in certain parts of downtown? Why or why not?

- | | |
|---|---|
| 69% Positive: | 31% Negative, because: |
| <ul style="list-style-type: none">• Drives economic development• Increases density and pedestrian activities• Okay depending on location; outside of historic core• Okay if protect view corridors for landmarks (Water Tower, Historic District, etc.)• Okay if buildings have mixture of uses | <ul style="list-style-type: none">• Negative impacts on historic character• Diminish “small town” feel• Unattractive architecture• Increased traffic |

5. What would further improve downtown public spaces? Top 3:

- 32%: Parking
- 24%: Infrastructure improvements (sidewalks, lighting, and public restrooms)
- 11%: Litter cleanup
- Other: Diverse businesses, greenspace, pedestrian improvements (walkability and shade), residential and mixed-use development, fewer bars, and increased public safety

Public Open House

87 people attended the Downtown Zoning public open house at the Round Rock Public Library on October 29, 2024.



Open House Survey Results

Staff conducted a survey during the open house asking attendees what they enjoy about being downtown, what would further improve downtown, and if they were in favor of taller buildings downtown. Overall, responses indicate that people enjoy the historic character of downtown and that it is walkable/pedestrian oriented. Respondents feel that long-term preservation of historic landmarks and more public spaces and parks/trails would improve downtown. Comments highlight a desire for expanded retail, dining, and recreational options downtown. Responses show a strong split in opinions about allowing taller buildings in Round Rock's downtown area, with most concerns centering around maintaining the area's historic charm, aesthetic, and character.

Visual Preference Survey/Dot Exercise

To gauge preference for types of buildings and land uses in different areas of downtown, staff conducted a Visual Preference Survey. Five boards were displayed, each with a map highlighting different areas downtown and a collection of images of different building forms. Participants were asked to place a dot sticker next to the building forms they thought were appropriate for the corresponding location downtown.



Takeaways:

- Patios/Cafes appropriate in all areas
- Shade and greenery/landscaping important for all developments
- Taller buildings (less than 8 stories) preferred west of Mays Street
- Mixed-uses preferred over single-uses



Office Hours

In July 2025, PDS staff held nearly 30 hours of public office hours from July 22-31, 2025. 40 people attended office hours to provide input on the zoning proposal, ask questions, and engage with staff. The public could also schedule one-on-one meetings with planners or submit questions to the Downtown Zoning project email.



Downtown Zoning Office Hours

You are invited to attend office hours to provide input on proposed downtown mixed use ordinance amendments prior to consideration by City Council.

The proposed ordinance amendments are posted at www.roundrocktexas.gov/downtownzoning.

Location: 301 W. Bagdad Ave #210
(PDS 2nd Floor Conference Room)

When: Tuesday, 7/22: 8am-10am, 1-3pm, 6-8pm
Wednesday, 7/23: 10am-2pm
Thursday, 7/24: 2-7pm
Tuesday, 7/29: 8am-5pm
Thursday, 7/31: 2-7pm

Can't make it to scheduled office hours? Email us your questions: downtownzoning@roundrocktexas.gov.



Meetings/Presentations/Public Hearings

City Council

- **December 4, 2024:** Summary of public outreach from summer and fall 2024 and initial proposal presented to City Council at the annual pre-retreat.
- **October 23, 2025:** Public hearings regarding Downtown Zoning code amendments and rezonings of certain properties downtown to mixed-use. Ordinances required for adoption.

Planning and Zoning Commission

- **July 22 and 23, 2025:** Summary of all public outreach and overview of zoning proposal presented to Commission small groups.
- **September 3, 2025:** Public hearings regarding Downtown Zoning code amendments and rezonings of certain properties downtown to mixed-use. With recommendation from Commission, proposal goes to City Council for consideration.

Heart of Round Rock Neighborhood Association Meetings (Project Update Only)

- **July 29, 2024:** PDS presents update on upcoming Downtown Zoning project and public engagement opportunities.
- **April 22, 2025:** PDS presents a summary of all public outreach and overview of zoning proposal to neighborhood association.

To learn more about the Downtown Zoning project and read the adopted code amendments, visit: www.roundrocktexas.gov/downtownplanning.

IMPLEMENTATION UPDATES BY POLICY

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

Round Rock 2030 Policies

- **Quality of Life:** Focus economic development initiatives on those that improve quality of life while remaining fiscally responsible. Invest in community gathering spaces for all ages that support the arts, culture, recreation, and entertainment.
- **Economic Development:** Continue to be the “City of Choice” for new and existing businesses by focusing on quality development standards that promote and sustain economic growth while providing sufficient infrastructure and services.
- **Downtown:** Manage and guide the revitalization of downtown as a safe and pedestrian-friendly community destination for all.
- **Commercial Centers:** Foster maintenance, reuse, or redevelopment of aging commercial centers while adapting to shifts in consumer preferences.
- **Neighborhoods:** Maintain older neighborhoods to ensure longevity and desirability.
- **Historic Preservation:** Preserve buildings and sites that contribute to Round Rock’s history.
- **Roadway Function:** Enhance the function and appearance of transportation corridors while accommodating safe pedestrian and bicycle travel where feasible.
- **Mobility:** Develop transportation options within and between neighborhoods and local destinations.
- **Housing:** Enable a mixture of housing types within the city to meet all residents’ needs and preferences through all stages of life.
- **Mixed-Use:** Encourage mixed-use development in locations that are compatible with the surrounding area and supported by employment and transportation infrastructure.
- **Adapting to Change:** Adapt development codes to reflect transportation innovations, evolving technology, and changing consumer preferences.
- **Sustainability:** Promote environmental sustainability by facilitating energy efficient development that conserves natural resources and open space.

Each year, Planning and Development Services (PDS) staff tracks the progress of these policies and summarizes the implementation activities in an annual report. In addition to the comprehensive plan, City Council develops a *Strategic Plan* each year. The annual *Strategic Plan* includes a vision, goals, policy agenda, and major projects for fiscal year 2025. The *Round Rock 2030* implementation items that are highlighted in this annual report are purposefully complimentary to the City’s annual *Strategic Plan*. Implementation progress associated with the City Council adopted annual *Strategic Plan* is referenced when appropriate.

This report covers progress for fiscal year 2025, from October 1, 2024 through September 30, 2025.

- An excerpt from each policy description from the adopted plan is included in this annual report.
- Implementation strategies from *Round Rock 2030* being highlighted this year are listed in blue boxes.
- Red award seals identify accolades associated with some 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.

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

**Round Rock
#10 Best Place
to Live in
America**
Livability
(April 2025)

**#18 Best
Place to Raise
a Family**
Niche
(April 2025)

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

OLD SETTERS PARK BUILDOUT The ground breaking ceremony held in fall 2024 marked the beginning of improvements which will include a new amphitheater area, Lakeview Pavilion and restrooms, the relocation of Joanne Land Playground, upgrades to the park's interior roads and pedestrian crossings on Harrell Parkway, new pickleball and tennis courts, the expansion of the Multi-Purpose Complex, a new recreation center and office complex, as well as a track and field complex and several multi-use flat fields, and the expansion of the Rock'N River Waterpark. This project is an annual *Strategic Plan* top priority.



ROUND ROCK SPORTS CENTER The expansion, an annual *Strategic Plan* major project, is nearly complete and will feature two new basketball courts, championship court seating, a secondary facility entrance, and parking.

Implementation Strategy: Support the development of economic generators that are unique to Round Rock and improve quality of life including 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."



HERITAGE TRAIL WEST is complete with a one-mile trail connection from historic Old Town to downtown Round Rock, a bridge along Chisholm Trail Rd. overlooking the Round Rock, an overlook along Brushy Creek, and additional improvements to Memorial 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.

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

**Round Rock
Chamber
“2025 Innovation
Award”**

**TCCA
(June 2025)**

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

SABEY DATA CENTER Building A of the new data center campus in Round Rock was completed, providing up to 84 megawatts of scalable critical power, 430,000 square feet of operational space and offers energy-efficient infrastructure that supports computing needs while minimizing environmental impact. Construction also began on Building B which will deliver an additional 54 megawatts of critical power, with the first 18 megawatts expected to be online by mid-2027.

AMAZON FACILITIES Mass site grading was approved for Amazon, beginning construction on a distribution center and warehouse that will bring \$250 million in real property improvements and roughly 150 to 200 jobs to the city.



SALES TAX LEGAL VICTORY Round Rock successfully blocked a proposed state rule change to redirect local sales tax revenue from online purchases away from where businesses are based, costing the city millions in annual revenue. The Travis County court ruling reaffirms Round Rock’s commitment to protecting local revenue that funds essential city services.

Implementation Strategy: Support zoning and annexation decisions that attract desirable employment centers to the Northeast and consider appropriate incentives.

CHISHOLM PLANNED UNIT DEVELOPMENT was approved by Round Rock City Council on November 21, 2024. The 57 acre PUD between Chisholm Trl. and N Mays St. allows limited general commercial use, tech center with a fenced in data facility, electric substation, and office warehouse. The PUD includes measures to conserve water use.

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

PDS 100% ON TARGET for plat, rezoning, PUD reviews, and building and subdivision inspections this year.

DOWNTOWN

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

The revitalization of downtown Round Rock has been a long-term investment and priority for the City. Round Rock adopted the *Downtown Master Plan* in 2010 and has invested over \$250 million in public infrastructure and facilities as of September 2025. The Master Plan created a design and policy strategy for a thriving town center featuring a viable mix of retail, dining, entertainment, residential and public spaces, in a walkable and historically sensitive environment. Anchored by a National Register Historic District, mixed-use zoning districts support redevelopment while balancing preservation of existing building and development patterns.

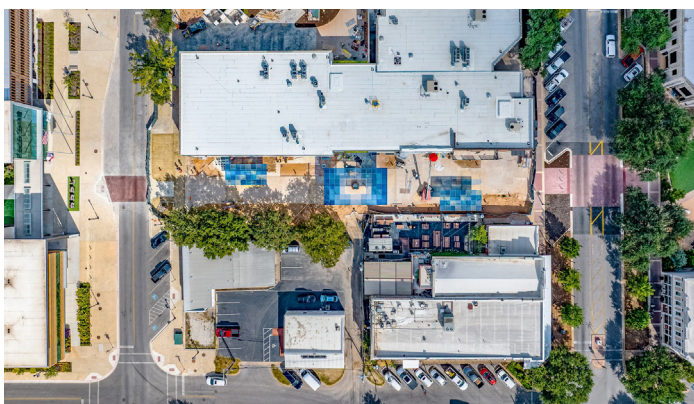
Implementation Strategy: Complete the redevelopment process for the site surrounding the Water Tower.

TOWN GREEN PROJECT Construction has begun on the Town Green, the property around the historic downtown water tower. The improvements will enhance the property surrounding the Water Tower and the Johnson Building, which once served as a gas station, on the northwest corner of Mays St. and Main St. The Johnson Building will be rehabilitated and provide restrooms for the community as well as storage for city events and operations. The Town Green is an annual *Strategic Plan* major project.



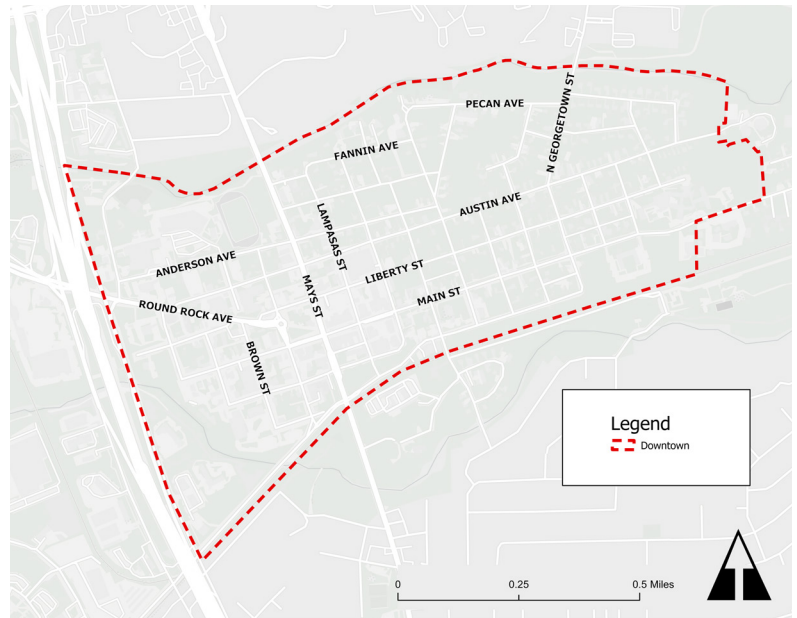
Implementation Strategy: Consider techniques for activating alleys and seek out mechanisms to fund unique projects in the alleys.

GRIFFITH BUILDING/PASEO Construction of a pedestrian alley which will connect Prete Plaza and the new Round Rock Public Library and the renovation of the Griffith Building are nearly complete. The Griffith Building will house the Round Rock Visitors Center, a Arts and Culture gallery and the Round Rock Chamber. Construction is expected to be complete by early 2026. The Griffith Building and Paseo are annual *Strategic Plan* major projects.



Implementation Strategy: 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.

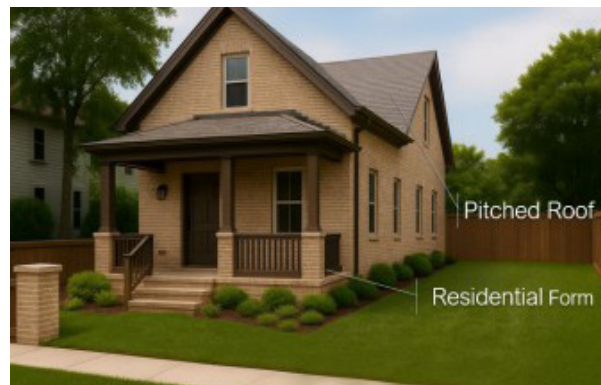
DOWNTOWN ZONING DISTRICTS were a top priority in the annual *Strategic Plan*. Over eighteen months, PDS re-evaluated the City's three downtown mixed-use zoning districts, originally adopted in 2013, and drafted code amendments to ensure the development standards meet the needs and preferences of the Round Rock community. The amendments include a new definition of downtown based on a geographic boundary that is now used throughout the zoning and development code. The zoning amendments allow increased density on key corridors including Mays St. and Round Rock Ave., and permit expanded uses on Georgetown St. Design, development, and supplementary use standards have been adopted to ensure new development is compatible with downtown's historic scale and rhythm and that there is a balance between residential and business uses downtown. MU-2 (Mixed-Use Downtown Medium Density) now features form-based design standards divided into four building types defined by building height and form. MU-2 (Mixed-Use Downtown Medium Density) now features form-based design standards divided into four building types defined by building height and form.



MU-1 Design Features



MU-2 Building Type 3 Design Features (4 building types in MU-2)



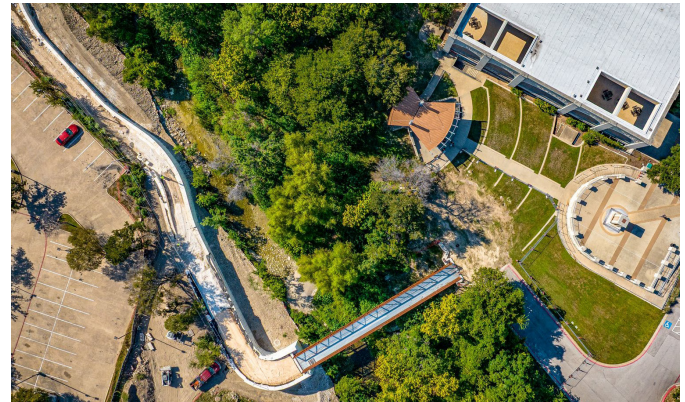
MU-L Design Features

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

PURELY PROVISIONS A new coffee bar and mercantile opened downtown in MU-1 (Mixed-Use Historic Commercial Core) in summer 2025 at 212 W Main St. This project meets the design standards for MU-1 which require conformance with the Historic Design Guidelines to ensure compatibility with the National Register District which include the 100 and 200 blocks of E Main St. The renovated historic structure which features indoor and outdoor space is an ideal example of a downtown adaptive reuse project that compliments historic downtown while providing pedestrian-oriented design and community gathering space.



LAKE CREEK TRAIL is an annual *Strategic Plan* major project and is nearing completion. The trail features a 10-foot-wide concrete path running from Round Rock West Park to Centennial Plaza in downtown Round Rock. The trail features a pedestrian underpass at IH-35 and a bridge over Lake Creek. Once completed, the trail will provide pedestrian passage from western portions of the City into the downtown historic district.



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

DOWNTOWN UNIT COUNT The Depot at S Mays St. and McNeil Rd. is under construction and will feature 82 townhomes when complete. Monarch on Main, formerly Main Street Townhomes, is under construction and will add 60 dwelling units. Once completed, the total number of dwelling units within one-quarter mile of Main St. will be 494.



COMMERCIAL CENTERS

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

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

**No. 14
Top City for
Economic
Growth**

**Coworking Cafe
(September 2025)**

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

PENFOLD THEATRE COMPANY has settled into its location at Rock Creek Plaza. In fall 2024, the City approved a grant agreement with Penfold Theatre Company for \$326,330 as well as rent coverage for eighteen months. The agreement calls for Penfold to provide a variety of programming in the facility, including plays, musicals and workshops, including rentals to other arts organizations.



NEW BUSINESSES continue to locate in older commercial centers throughout Round Rock. In La Frontera, Painted Tree Boutiques, Coffee Enlightenment, Sate Texas, and Daiso opened in fiscal year 2025 providing a range of goods for visitors. Across IH-35 at Renaissance Square, Odds Bar and Bistro opened providing new dining options for the community. The Picklr, an indoor pickle ball franchise, and Desi Brothers grocery opened new locations near IH-35 and Louis Henna Blvd.



NEIGHBORHOODS

Maintain older neighborhoods to ensure longevity and desirability.

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.

**Best
Neighborhood
Program Award**

**Neighborhood USA
(June 2025)**

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

2025-2026 CDBG ANNUAL ACTION PLAN was adopted by City Council on July 10, 2025 to guide the use of \$642,233 of funding allotted by the U.S. Department of Housing and Urban Development (HUD) for the Community Development Block Grant (CDBG) Program. The funds will support the Home Repair and Neighborhood Services Program, the Round Rock Area Serving Center, CASA, Meals on Wheels, new sidewalks and bus shelters.



NEW PLAYGROUND In April 2025, the City completed the installation of a new playground at Bowman Park. The \$155,623 playground project was funded through federal Community Development Block Grants (CDBG). The work was part of the overall renovation of Bowman Park, which previously called for CDBG allotments that expanded Bowman Park's trail and made ADA improvements at the 8.54-acre neighborhood park.



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



11TH ANNUAL NEIGHBORHOOD CONFERENCE was held on Saturday, April 12, 2025, at the Kalahari Conference Center. Over 100 neighborhood leaders attended the conference, including Street Adopters from the "Adopt A Street" program and several vendors. Attendees networked, met city staff, and learned about city updates, services, and programs. The City presented 12 awards to community members, including the Unsung Hero Award, Community Manager of the Year Award, and Dedication Awards.

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

LIBRARY ON THE GO A new pilot program was launched in June 2025 to expand library services into the community. The program brings library pop-ups to city parks where residents may sign up for library cards and check out books and movies at designated locations and times. Library on the Go is intended to reach those who may not have easy access to the library. The aim of the program is to encourage reading and literacy, connect with the community, and provide library services in a fun and engaging way.



TOOL DEPOT Originally launched in March 2024, this program allows residents to borrow tools 24/7 from the Community and Neighborhood Services location at 304 E McNeil Rd. Residents can apply to borrow over 100 tools. In fiscal year 2025, 1,847 tools were checked out. The program has received 3,193 applications and approved 1,032 unique users.



NEIGHBORHOOD CLEAN UP Community and Neighborhood Services hosted 5 neighborhood clean ups helping to remove bulk trash and brush from 4,410 properties. Additionally, over 900 Round Rock residents from local churches and other organizations partnered with city staff and community leaders to assist neighbors with yard work, fire alarm installations, creek cleanups, school beautification projects, and tree plantings across multiple parks.



ADOPT A STREET PROGRAM continues to grow, now encompassing 16 road segments, with 15 currently adopted. This year, 367 volunteers collected over 1,000 pounds of litter.

COMMUNITY ENHANCEMENT TECHNICIANS removed over 23,800 pounds of trash from city spaces this year, continuing to maintain Round Rock's beauty through graffiti removal, trash cleanup, and green space maintenance.

KEEP ROUND ROCK BEAUTIFUL PROGRAM includes Adopt-A-Street, Neighborhood Cleanups, Water Conservation, and the Recycling Center. The program earned Gold Status from the nonprofit Keep Texas Beautiful (KTB) for a second year.

HISTORIC PRESERVATION

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

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



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

Implementation Strategy: Complete the restoration of the Stagecoach Inn.

STAGECOACH INN

The restoration of the historic Stagecoach Inn was completed in October 2024. In 2018, the Inn was relocated from its original location along RM 620 to Old Town on Chisholm Trail due to the RM 620 improvements project. The restoration contract was approved by City Council on April 13, 2023, and included the rehabilitation of the structure and landscape improvements.

Following project completion, Round Rock Preservation (RRP) hosted the grand reopening on October 19, 2024. Members of the Historic Preservation Commission (HPC) volunteered at the event. RRP also collaborated with city staff to develop new interpretive materials for display inside the Inn, which debuted during the reopening. Certificates of appreciation were presented to the Historic Preservation Office and to Kerstin Harding for their contributions to the project.



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

NATIONAL HISTORIC PRESERVATION MONTH

May is recognized nationally as Preservation Month, and the City of Round Rock celebrated with a series of events, programs, and public outreach activities aligned with the National Trust for Historic Preservation's annual theme, "The Power of Place". Activities included:

- May 2: Chuckwagon Dinner and Play fundraiser at the Old Settlers Association.
- May 3: 1500 attended the 19th annual Pioneer Day at the Old Settlers Association; Black History virtual tour by Round Rock Black History Organization.
- May 7 and 21: HPC, staff, and members of Round Rock Preservation (RRP) hosted a Preservation booth at Music on Main.
- May 8: City Council proclaimed May as Preservation Month.
- May 12: RRP Round Rock history presentation to 125 first graders.
- May 13: 32 attended the Lunch and Learn session, "Old Settlers Association of Williamson County: Harnessing History for Today and The Future" was presented by Randy Michna from the Old Settler's Association.
- May 15: Center Art Club reception at the Baca Center for "Celebrate Round Rock," exhibit.
- May 17: Cemetery cleanup event by Round Rock Cemetery Association.
- Month Long: Center Art Club exhibit "Celebrate Round Rock" displayed in the Baca Center Lobby; Round Rock Preservation antique embroidered handkerchiefs exhibit "Bygone Elegance" and Round Rock History Series banners displayed at the library.
- Social media posts related to Preservation Month generated a total of 96,965 impressions and 9,367 views of Preservation Month-related content on the city website.
- A total of 332 historic downtown walking guides, 245 preservation program bookmarks, and 27 activity books were distributed at Preservation Month events.



Chuckwagon Dinner and Play



Pioneer Day



***Embroidered handkerchiefs exhibit
"Bygone Elegance"***

INDIGENOUS PEOPLES' DAY PROCLAMATION

At their meeting on October 10, 2024, City Council proclaimed October 14 as Indigenous Peoples' Day and November as National Native American Heritage Month.

LOCAL LEGENDS

The Local Legends program was established in 1990 to recognize those that have had a lasting impact on the culture, development and history of Round Rock. The HPC announced 2024 Local Legends at the City Council meeting on Thursday, October 24. For 2024, the HPC reviewed 11 nominations and selected 2 honorees. Marshal Samuel E. Loving and the Flats Neighborhood were recognized for their contributions to Round Rock's history.

Preservation staff worked with the Communications Department to create a promotional video for the Local Legend program. The video debuted at the City Council presentation on October 29, 2024. The video is posted on the City's website and has been viewed more than 200 times.

THC AWARD OF EXCELLENCE

The City of Round Rock was the recipient of the 2024 Texas Historical Commission (THC) Award of Excellence in Media Achievement. The City was honored at the THC award banquet held at the Real Places conference on Thursday, April 24, 2025.



Indigenous Peoples' Day Proclamation



Texas Historical Commission Award

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

ROUND ROCK PRESERVATION (RRP) is a close partner of the City's preservation office. RRP conducts public outreach and organizes preservation activities for the Round Rock community. This year, RRP and the City co-sponsored 4 Lunch & Learns, hosted the Stagecoach Inn grand reopening and exhibited embroidered handkerchiefs "Bygone Elegance" at the Round Rock Public Library.

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

HISTORIC TAX EXEMPTION PROGRAM

The City's historic property tax exemption program exempts 75% of the city portion of property taxes for qualifying historic property owners. City Council adopted the ordinance granting the 2025 historic tax exemptions on June 26, 2025. 52 applications were received and 51 exemptions were granted, totaling \$163,786.

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

THE PALM HOUSE

The HPC approved restoration plans for the Palm House at their meeting on April 21, 2025, following the relocation of the structure from Main St. to the Old Settler's Association grounds in January 2024. Construction is expected to begin in 2026.



Palm House front elevation

Implementation Strategy: Advise the Parks and Recreation Department regarding historic features of the Bathing Beach Park and Heritage Trail projects.

HERITAGE TRAIL WEST

Heritage Trail West, a one-mile trail connecting Old Town to Downtown Round Rock, was completed in January 2025. City staff and Round Rock Preservation coordinated with the Parks and Recreation Department on the installation of history themed public art and statuary along Heritage Trail West. Statues include the Tonkawa and a Drover with a Cow. Additional statues may be installed in the future. City staff are currently developing historical interpretative signage that will be installed along the trail, highlighting the history of Round Rock.



Statue of a drover with a Cow

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

HISTORIC RESOURCE INVENTORY

Preservation staff compiled an inventory of prior historic resource surveys, cataloging 860 structures that are older than 50 years old citywide. Specific to downtown, staff assessed undesignated structures for historic and architectural integrity. Staff contacted 125 downtown property owners to gauge interest in historic designation of eligible, undesignated properties. 12% of property owners responded. Staff plans to pursue designation for several properties in 2026.

ROADWAY FUNCTION

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

This policy prioritizes improving and connecting infrastructure for all forms of transportation. Currently low-density, single-use neighborhoods occupy significant amounts of land in the City and require the use of a personal vehicle to access employment and services. In addition to function, this policy also focuses on the appearance of transportation corridors which are especially important for gateway corridors that welcome people into the City.

“Leading the Way” award for delivery of services to residents

ETC (April 2025)

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

PEDESTRIAN SAFETY IMPROVEMENTS are included in the Old Settlers Blvd. extension project. A traffic signal and crosswalk will be installed at the intersection of Old Settler Blvd. and CR 110, as well as a 10-foot shared-use path and 6-foot sidewalks constructed on both sides of the roadway, providing new direct connections to Old Settlers Park. Construction began on the new four-lane roadway in December 2024. The \$23.4 million project is expected to be complete in early 2026.



NEW PEDESTRIAN CROSSING was installed across E Main St. on the block between Sheppard St. and Lampasas St. The crossing connects the new Paseo to Prete Plaza, allowing for a seamless pedestrian connection from Prete Plaza to the new Round Rock Public Library. The new crossing is raised from street level, extending the sidewalk across the street and providing a safer route for pedestrians.



STREET MAINTENANCE PROGRAM The Public Works street maintenance program aims to preserve and improve the conditions of existing roadways. This year, City Council approved contracts that will progress road projects including N Mays St., Chisholm Trail Rd. and Greenlawn Blvd. Additionally, \$5.1 million contract was approved for repairs to neighborhood roads and \$3.5 million contract was approved for repairs to arterial roads. Repairs include new asphalt overlay, sidewalk and driveway approach repairs.

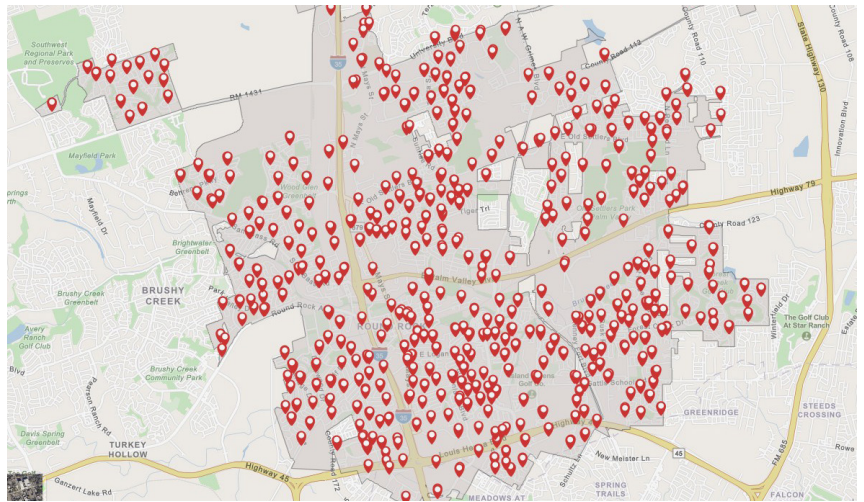
MOBILITY

Develop transportation options within and between neighborhoods and local destinations.

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

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

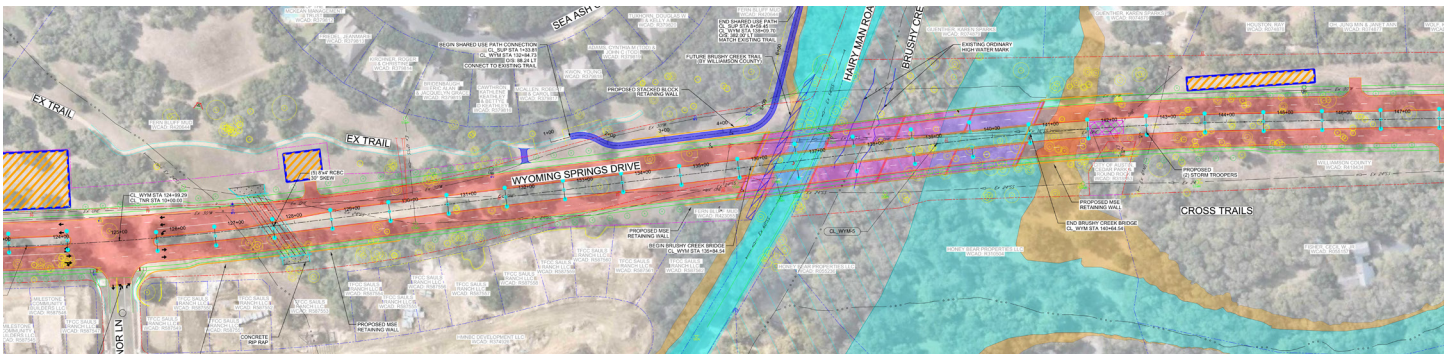
ROUND ROCK RIDES The on-demand ride-share program, Round Rock Rides, was launched in 2023 for a pilot area. The program has been expanded and now provides on-demand service to more than 700 designated pick-up and drop-off locations throughout Round Rock, shown on the map on the right. Ridership reached 22,000 passengers in fiscal year 2025.



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

SEPARATED 8-FOOT BIKE LANE will be included along a one-mile stretch of Greenlawn Blvd. following approval from City Council in May 2025 to widen the roadway from four to six lanes. Greenlawn Blvd. runs alongside The District, a 65.5-acre mixed-use development currently under construction. The development will include six access points along Greenlawn Blvd. The extension of Greenlawn Blvd is an annual *Strategic Plan* major project.

SHARED-USE PATHS will be constructed as part of the Wyoming Springs extension project to connect the existing Brushy Creek regional trail along Hairy Man Rd. The project, which was included in the *Transportation Master Plan* and the annual *Strategic Plan*, is under construction and will add a new four-lane divided arterial roadway from Creekbend Blvd. to Old Settlers Blvd. Construction cost is \$25.9 million and is expected to last up to two years.



HOUSING

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

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

PDS tracks development of new housing units in various stages of the development process and reports the data quarterly. As of April 1, when the City's annual population estimate of 139,456 was released, 8,740 residential units were pending within the City Limits. 84% of pending units were non-single family housing types including duplex, townhome, multifamily, and senior housing.

Implementation Strategy: Provide information regarding affordable housing initiatives and programs available to Round Rock residents

PRESERVE AT MUSTANG CREEK The 252 multifamily development was completed in fall 2025. The development includes affordable units designed to accommodate households earning 30%-60% of the area's median income. The development features two- and three-bedroom units at different price points. The complex includes greenspaces, a clubroom, an indoor play zone, a shaded outdoor playground and a pool. Plans for the property also include a solar carport that will offset 90%-100% of the communal space's energy usage.



Implementation Strategy: 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.



RESERVE ON UNIVERSITY was completed in fall 2025. The multifamily development includes 315 senior units in a high-density multifamily structure and 120 non-age restricted units.

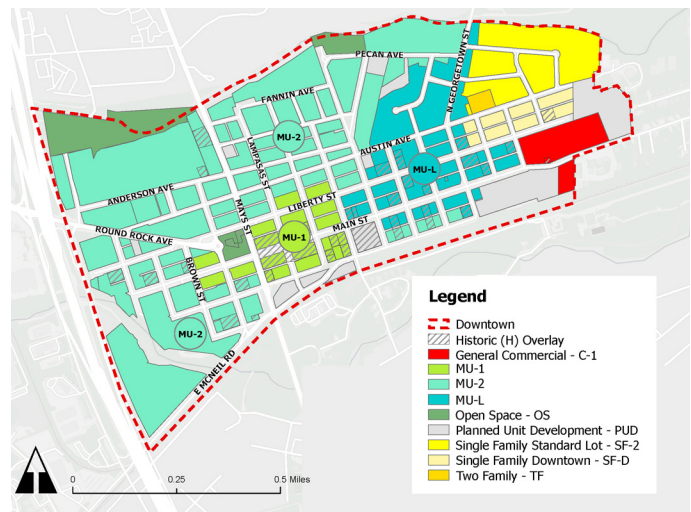
MIXED-USE

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

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

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

DOWNTOWN MIXED USE REZONINGS The 2025 Downtown Zoning Project included the rezoning of certain parcels downtown to mixed-use. The rezonings were consistent with the *Round Rock 2030* future land use designation for the area which is Downtown Mixed-Use. The mixed-use zoning districts, originally adopted in 2013, now encompass nearly all of downtown. The area defined as downtown is shown on the map to the right. This definition of downtown was adopted during this project and is now used throughout the zoning and development code.



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



THE DISTRICT Officials broke ground on The District in March 2025. The mixed-use development will be built south of State Highway 45 and northwest of Greenlawn Blvd. and will feature 65.5 acres of retail, multifamily residential, office, and green space. First introduced to the City Council in 2017, the project has evolved over the years in response to market demands and community needs, growing from an original 1 million-square-foot plan to at least 3 million square feet of development. Now expected to exceed \$500 million in private investment, The District is expected to reach full build-out by 2039. The District is an annual *Strategic Plan* top priority.

ADAPTING TO CHANGE

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

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

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

NEW FIRE STATIONS The first of three new fire stations funded by the May 2023 voter-approved bonds, Fire Station 1, opened in November 2024. Construction began on Fire Station 10 in June 2025 located at 4380 E Old Settlers Blvd., with an anticipated 2026 completion. Fire Station 11 will be constructed next to Ascension Seton Williamson and will improve response times in the fast-growing northeast portion of town.

ACC ROUND ROCK EXPANSION New facilities are under construction at Round Rock Campus to meet the growing demand in construction technology, welding, automotive technology, HVAC, and advanced manufacturing.



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

HAZARD MITIGATION ACTION PLAN The City's Emergency Management Division released the updated *Hazard Mitigation Action Plan* this year. The plan is a strategic guide to minimize threats from events such as floods, fires and storms. The plan included an existing conditions study, three in-person public meetings, and an online public survey. The goal of the plan is to minimize or eliminate the long-term risk to human life and property from known hazards through effective mitigation.

DAM 101 is under construction and will reduce the flood risk for more than five miles of Lake Creek by containing runoff during heavy rain events. The dam is located just outside Round Rock's City Limits, east of O'Connor Dr., north of State Highway 45, and south of RM 620, along Lake Creek in an area historically prone to flooding.



SUSTAINABILITY

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

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

Implementation Strategy: Adjust development codes and permitting processes as necessary for solar, wind, and other green energy technology.

WATER WISE CODE AMENDMENTS in February 2025, City Council approved an ordinance amending the landscaping, irrigation, and screening requirements for new developments as part of broader efforts to conserve water and promote sustainable development. The amendments were developed jointly between PDS and Utilities and Environmental Services (UES) to focus on decreasing non-functional turfgrass, improving soil depth for better water retention, refining tree requirements for smaller residential lots, and improving screening for parking lots and utilities. The updates aim to decrease irrigation demand, support sustainable landscapes, and reduce long-term maintenance needs.

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

WATER CONSERVATION EDUCATION UES conducts extensive public outreach to educate the public on the City's water conservation efforts. This year, UES staff gave more than a dozen presentations at local HOA meetings, regional conferences, and statewide water-industry events, and supported over 13 community festivals, classes, and expos with educational booths. Regular programming included leak notifications to more than 650 customers, enforcement of water-use standards, 82 irrigation assessments, and nearly 400 rebates totaling over \$72,000. The team also led major education initiatives, including rain-barrel and native-plant sales, research partnerships with the Alliance for Water Efficiency and Flume, and a free 5th-grade curriculum delivered to seven schools. Additional projects—such as landscape transformation efforts with community partners and support for an Eagle Scout project—advanced long-term conservation goals. Public outreach continued through Community Impact advertisements, social media videos, a new partnership with irrigation inspectors, and eight editions of the Water Conservation newsletter.



FUTURE LAND USE MAP AMENDMENTS

Round Rock 2030 utilizes the Future Land Use Map (FLUM) and location criteria to evaluate proposed changes to land use in the City and Extraterritorial Jurisdiction (ETJ). Decisions about how land develops are deliberate and made in accordance with established city policies. The FLUM depicts land use types such as residential, commercial, mixed-use, industrial, and open space. Location criteria define where specific uses within each designation may be located. During the *Round Rock 2030* plan process, staff researched trends and external drivers like job growth which may impact the future distribution of land uses. Public input was also received from large landowners.

The FLUM was comprehensively evaluated in *Round Rock 2030*. However, changes in market conditions, demographics, the transportation network, availability of utilities, and surrounding land use may necessitate amendments to the FLUM during the plan period. The following ordinances have amended the FLUM during fiscal year 2025:

Ordinance 2024-277: approved by City Council on November 7, 2024, amended the FLUM designation for 1.55 acres of land located northeast of the intersection of East Old Settlers Blvd and Fairview Drive, from Residential to Mixed Use.

Ordinance 2024-335: approved by City Council on December 19, 2024, amended the FLUM designation for 1.02 acres of land located at 3751 Fischer Cove from Residential to Mixed Use.

Ordinance 2025-155: approved by City Council on June 12, 2024, amended the FLUM designation for 76.66 acres of land located south of Westinghouse Rd and County Road 110 from Undesignated to Residential.

Ordinance 2025-159: approved by City Council on June 26, 2025, amended the FLUM designation for 0.469 acres of land located at 802 E. Palm Valley Blvd from Residential to Mixed Use.

The FLUM is also amended for annexations which amend the boundaries of the City. The City Limits boundaries were updated on the FLUM to reflect 3 annexations between January 9, 2025, and June 6, 2025, adding 288.52 acres.

To see the most current version of the FLUM, visit www.roundrock2030.com.

REPORT SUMMARY AND CONCLUSION

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

Round Rock continues to experience rapid growth. Round Rock continues to expand and transition from a suburb of Austin to a vibrant and prosperous mid-sized city. As the City grows, new housing forms and amenities are required to support the expanding community. The City continues to track land use planning data and analyze development trends to ensure the City supports its current residents and its future population. As of April 1, 2025, 84% of pending housing units are composed of non-single-family housing types ranging from townhomes and duplexes to high density multifamily and senior housing. The City continues to plan for the integration of new housing types and configurations in the development process, reviewing dozens of site development and subdivision improvement permits that will increase residential development throughout the City. In addition to residential development, mixed-use and industrial projects that spur economic development, new restaurants and businesses, and park projects continue to develop to improve quality of life in Round Rock. The development of downtown as a vibrant, thriving town center, remains a high priority for Round Rock. The City continues to invest in public improvement projects including the renovation of the Griffith Building, the Paseo, the Flats Park, Town Green Project, and Lake Creek Trail. By upgrading infrastructure and developing public spaces, the City is laying the foundation to support further private development downtown.

Round Rock continues to plan to ensure success. PDS staff developed code amendments to the Downtown Mixed-Use zoning districts to ensure the district requirements align with current development trends. The Downtown Zoning Project involved extensive public engagement to ensure the amendments meet the needs and preferences of the Round Rock community. In an effort to conserve water and promote sustainable development, PDS staff also amended the landscaping, irrigation, and screening requirements for new developments to decrease irrigation demand, support sustainable landscapes, and reduce long-term maintenance needs. By regularly evaluating and amending the development code, and adopting data-driven plans such as City Council's annual *Strategic Plan* and the updated *Hazard Mitigation Action Plan*, the City ensures that its processes support positive growth and advance the implementation of *Round Rock 2030*.

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



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