



**OUR HOMETOWN** VISION  
**2040**  
COMPREHENSIVE PLAN | 2018 UPDATE





## 2017-2018 COMPREHENSIVE PLAN UPDATE ACKNOWLEDGEMENTS

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THE CELEBRATE DOWNTOWN ROCKWALL EVENT  
ON APRIL 16, 2016: THIS EVENT MARKED THE  
COMPLETION OF THE DOWNTOWN CAPITAL  
IMPROVEMENT PROJECTS.

Enjoy! Kitchen Fails & Gourmet







## FORMER COMPREHENSIVE PLAN UPDATE/ADOPTION ACKNOWLEDGEMENTS

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#### CONSULTANTS

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James Richards Studio, Inc.  
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Parsons Transportation Group



THE CELEBRATE DOWNTOWN ROCKWALL  
EVENT ON APRIL 16, 2016: THE PARADE,  
ENTITLED "ROCKWALL THROUGH THE  
DECADES", THE PARADE HIGHLIGHTED THE  
RICH HISTORY OF THE CITY.





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## EXECUTIVE SUMMARY

### HOMETOWN 2000

The HOMETOWN 2000 Comprehensive Plan was adopted on December 17, 2001, with the intention of directing Rockwall's planning efforts toward the physical form of the City by addressing land use, urban design, open space and parks, and transportation. Through a collaborative planning process, this plan laid out a vision for the City in a series of vision and policy statements, and -- *through the creation of a physical land use plan* -- intended to guide the community's growth over a 20-year period. This plan included provisions for land use that targeted creating a compact and integrated mix of land uses, a greater variety of housing to accommodate a broad range of individual and family demand, pedestrian-oriented retail areas, and preservation of the City's natural and open space areas. The plan also looked to strengthen the Downtown's position as the cultural heart of the community, and utilized guidelines for the City's natural gateways and public spaces to establish a cohesive and unique urban design framework. Through the *Urban Design* guidelines contained in the plan, non-residential development was envisioned in unison with the City's existing residential development, and the *Transportation* section addressed offering mutually supportive transportation choices intended to create an interconnected and diverse street pattern.

These principles collectively were intended to build on the City's small town character with the future of Rockwall being envisioned as a City that, "... retains and builds upon its charming small town Texas ambience, as expressed in its historic architecture, its Old Town Square, its tree-lined streets and its traditional neighborhoods; that welcomes and accommodates growth and change in a manner that builds upon our distinctive sense of place, the wise use of our community resources, our community spirit and our quality of life; that is a true lakefront community taking maximum advantage of our dramatic site, our shorelands, and our views to and from the water; that takes maximum advantage of our rolling topography, our wooded areas and our creek valleys to help shape a distinctive town character; that is an attractive, memorable place -- one of Texas' most desirable, admired and emulated communities; that is a great HOMETOWN."

### 2007 COMPREHENSIVE PLAN UPDATE

The 2007 Comprehensive Plan update focused its planning efforts on adding residential policies to the plan. *Resolution 07-03*, approved on January 16, 2007, incorporated these residential policies into *Appendix A* of the document. This was changed under the current plan and the residential policies were codified into the *Residential* section of the plan.

### 2012 COMPREHENSIVE PLAN UPDATE

The 2012 Comprehensive Plan update (*commenced in 2010*) centered on incorporating updates that addressed the roughly 3,500-acres of land that was annexed from the 2007 Comprehensive Plan update. Some of the updates addressed in this process included adding new land use designations (*i.e. Employment Center, Special Commercial Corridor, and Special Districts*), and incorporating recommendations that included addressing and encouraging sustainability and environmental conservation. This update also included the codification of a *Downtown Plan* and the *John King Boulevard Design Concept Plan*.

### OURHOMETOWN VISION 2040

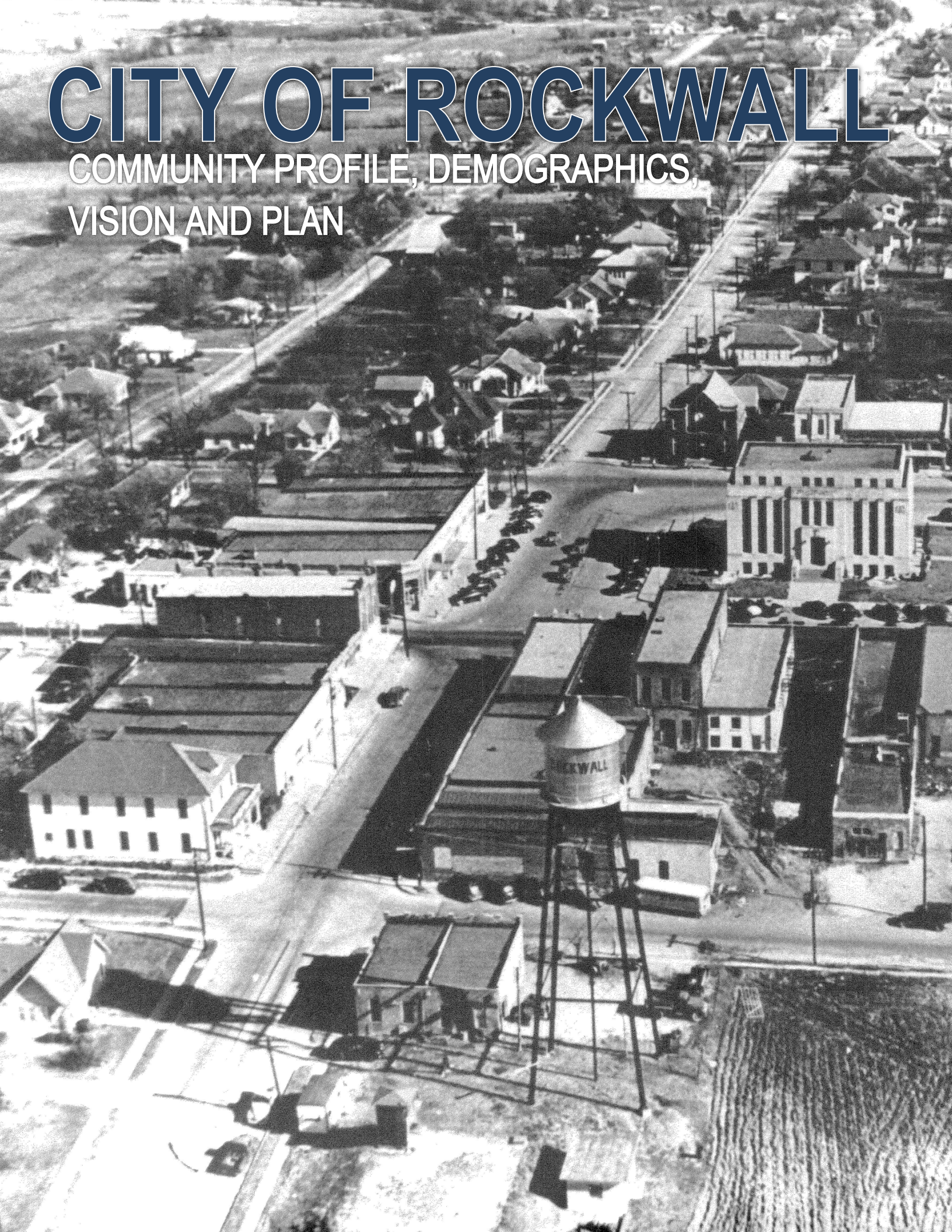
The 2017 Comprehensive Plan update commenced in January 2017 with the intent of taking the vision established in the HOMETOWN 2000 Comprehensive Plan and updating the goals and policies to address growth and changes in development patterns that have occurred over the last 17-years. In addition, the update sought to take the current plan and increase the scope to make it more comprehensive in nature. This included reducing the rhetoric contained in the plan to make the document easier to reference.

The major policy objectives addressed in this update included a reorganization of the plan and the incorporation of additional sections that include *Infrastructure, Public Health, Services and Safety, and Economic Development*. In addition, the *Urban Design Framework* and *Urban Design Development* sections were changed to *Community Character* and *Non-Residential* to better convey the intent of these sections. The residential policies created with the 2007 Comprehensive Plan updated were moved from the appendix to a standalone *Residential* section to highlight the importance of the City's future residential growth, and an *Environment and Ecology* section was created from policies contained in the previous *Land Use* section. Additional emphasis was placed on creating updated policies to address infrastructure, connectivity, housing and the future growth of the community.



# CITY OF ROCKWALL

COMMUNITY PROFILE, DEMOGRAPHICS,  
VISION AND PLAN







## I. COMMUNITY PROFILE

### HISTORICAL CONTEXT

#### *EARLY 1800's – 1890: THE FOUNDING OF ROCKWALL AND ROCKWALL COUNTY*

Prior to the arrival of the first Anglo-American settlers, the land that makes up the present day City of Rockwall was occupied by various tribes of the Caddo Indians. The Caddo Indians were an agricultural-based people that used the rich black soil and surrounding springs to grow corn, squash, and beans.

On December 14, 1839, the Texas Congress established the *National Road of the Texas Republic* (also known as the *Central Road and the Military Road*), which was intended to connect established areas throughout the republic. On February 4, 1841, the Texas Congress enacted a law that allowed land to be granted to people who settled unclaimed public land. In January 1844, Charles Fenton Mercer was granted a contract by President Sam Houston to settle 100 families per year for five (5) years. This later became known as the *Mercer Colony*. The boundaries of the colony extended from the present day cities of Waco, north to McKinney, and east of Dallas into the land that would become the City of Rockwall. According to documents from the Mercer Colony, the first Anglo-Americans to settle in what is now Rockwall County were Sterling Rex Barnes and the Heath family who arrived in 1846 and established homesteads near the crossing of the *National Road of the Texas Republic*.

Colonists continued to arrive and settle the area and in 1852, a Baptist Church was established to serve the population. Two (2) years later in 1854, Elijah Elgin donated 40-acres of land on a hill east of the river overlooking the valley for the purpose of establishing a town. The community became known as Rockwall, with its name hailing from a strange geological formation discovered by a farmer digging a well. The formation resembled a rock wall, with its origins being attributed to both lost prehistoric tribes and natural geologic phenomena (1 depicts the well where the rock wall was discovered in 1852; see Page IV).

In 1855, the post office of which was located in the nearby community of Heath moved and reopened in Rockwall. During this time period, Rockwall served the surrounding cotton farming communities and contained services such as a blacksmith shop, grinding mill,

*LEFT: Aerial image of the Downtown Square and N. Goliad Street in 1956.*



church, general store, a (two [2] story Masonic Lodge) and school.

From its founding, the City of Rockwall was the northernmost part of Kaufman County. However, area residents felt that the county seat of Kaufman was too inconvenient, and successfully led an effort to lobby the Texas legislature to create a new county. In 1873, Rockwall County was formed and the City of Rockwall became the county seat. The first county courthouse was a wood-frame building that was constructed at the northeast corner of the town square. The town was platted in a grid pattern following cardinal directions, with the main commercial district surrounding and immediately to the south of the courthouse square. This building, along with all its records, was destroyed by fire on March 16, 1878. The second courthouse was a two (2) story wood-frame *Italianate* building designed by James Edward Flanders and constructed c. 1878. A second stone building was constructed on the courthouse grounds to house the City Secretary and county records. At the time of construction, the approximate cost of the courthouse and annex was \$4,000.00. This buildings were located in the middle of the square and were utilized until they were destroyed by a fire on January 27, 1891 (2) depicts the Rockwall County Courthouse in 1878).

Rockwall County remained a largely agrarian-based economy focusing on farming and cattle ranching through the end of the 1800's. In 1886, the Greenville Railway -- which was later incorporated as the Missouri, Kansas and Texas (MKT) railroad system -- was constructed through Rockwall County, extending approximately one (1) mile southeast of Rockwall's courthouse. The arrival of the railroad elevated the town's status as a shipping point for locally-cultivated cotton, wheat, and corn. The following year, the first passenger depot was constructed. Rockwall was not a regular passenger stop along this rail line; however, trains would stop for those who signaled. The arrival of the railroad and the designation of Rockwall as the county seat spurred growth in the community attracting residents from nearby communities (e.g. Heath and Blackland), establishing the town as a governmental and commercial hub. In 1890, the City had a population of approximately 1,000 residents and had three (3) churches, a jail, a school, a weekly newspaper, and about a dozen various businesses.

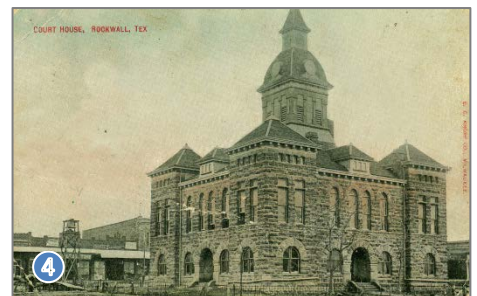
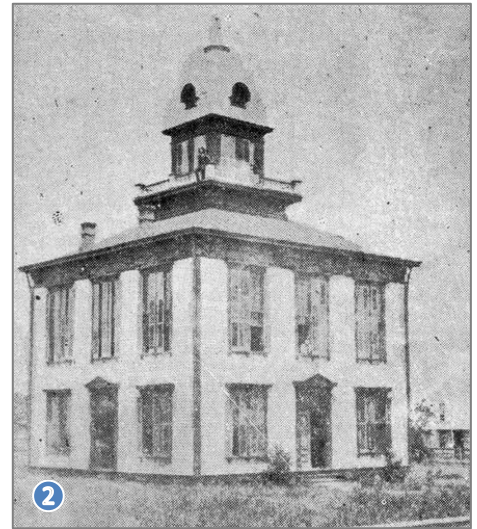
### 1890 – 1920: GROWTH OF THE CITY

Rockwall continued to grow steadily during the remainder of the nineteenth and early twentieth centuries. The area around the courthouse square remained the central commercial center of the community, and was finished out with mostly one (1) and two (2) story brick buildings (3) depicts shops around the town square c. 1900). The increased sophistication of the design, materials, and methods of construction added to the sense of permanence and prosperity that the city experienced during this period. The advent of the rail service contributed to these trends, and the construction of the new courthouse in 1892 raised public awareness and appreciation for architectural design and construction. The courthouse was designed by Maximillian Anton Orlopp, Jr. and was a two (2) story stone building designed in the Romanesque Revival style. The cost of the building was approximately \$25,000.00 to build (4) depicts the Rockwall County Courthouse in 1892).

In 1893, Professor J. K. Wells resigned as the Superintendent of the Rockwall School District to establish Wells College -- also known as Rockwall College --, a private institution located at the southeast corner of Rusk Street and San Augustine Street. In 1908, a \$25,000.00 bond was approved and issued for the construction of a new three (3) story brick schoolhouse at the southwest corner of Fannin Street and Denison Street (the current location of City Hall). The new building served the first through eleventh grades, and was equipped with electricity, indoor plumbing, and an auditorium. This building continued to serve all grades until 1925, when a two (2) story high school was constructed east of Clark Street on Rusk Street. This facility served grades eighth through eleventh.

In addition to public facilities, the City of Rockwall had a number of other industrial, commercial, and religious-based institutions. Highlighting the primarily agrarian-based economy, the City had three (3) cotton gins, two (2) lumberyards, a cotton oil company, a gristmill, and an ice company by 1911 (5) depicts Elite Barbershop in 1910).

By 1923, the town had extended its corporate boundaries south to the MKT Railroad passenger depot and tracks, and one of the nation's earliest and most important east-west transcontinental highways, the Bankhead Highway had extended through Rockwall (6) depicts local residents celebrating the dedication of the Bankhead Highway c. 1916).





The establishment of this highway in 1916 led to an influx of motorists to Rockwall and encouraged the development of gas stations, auto dealerships, and auto repair facilities along the route (7 depicts the Paul Snow Ford Dealership c. 1917 located on Fannin Street along the Bankhead Highway). In the City of Rockwall, the Bankhead Highway extended along Williams Street, Fannin Street, and Rusk Street.

### 1920 – 1945: THE GREAT DEPRESSION AND WORLD WAR II

The City's population had reached 1,388 by 1926, after which time it began to stabilize. With the on-set of the *Great Depression* in the 1930's, the population started to slightly decline. The county as a whole suffered during these years, starting in 1930 with a decline in farm values by 60%. During this period, the City's commercial activity remained concentrated along the courthouse square. The City's residential neighborhoods extended to the north, east, and south of the downtown area. In general, residential development in the City remained dispersed and rural, with the greatest concentration of non-retail commercial and industrial development remaining in the City's southeast corner, in close proximity to the *MKT* Railroad.

The devastating effects of the Great Depression lingered throughout the region, and by 1940, approximately 16% of Rockwall County's workforce remained unemployed. Partially in response to the high unemployment numbers and structural deficiencies of the current courthouse, Rockwall County Judge Mike Reinhardt sought funding for a new courthouse through the Works Progress Administration (WPA) program. This program was instituted in the 1930's by then President Franklin D. Roosevelt to combat unemployment during the Great Depression. To secure funding, Judge Reinhardt traveled to Washington D. C. and petitioned lawmakers to obtain the *Works Project* grant for the courthouse construction. On January 19, 1940, the Judge was awarded a \$52,000.00 grant that would go towards the complete construction cost of the courthouse, which totaled \$92,000.00. Later that night, Judge Reinhardt came down with a case of acute pneumonia and died in the early morning hours of January 20, 1940 at Washington Hospital. However, with the grant secured, the old sandstone courthouse was razed in March 1941, and by December that same year the finishing touches on the new courthouse were complete. The new courthouse was designed

by architects Voelcker and Dixon of Wichita Falls, utilizing an Art Deco architecture (8 depicts the Rockwall County Courthouse dedication in 1941). This building remains at the center of the downtown square and was renovated in 2002.

### 1945 – 1980: POSTWAR GROWTH

After World War II, Rockwall experienced renewed development and rapid growth. In addition, the economy started a fundamental shift with the advent of the suburbs. In 1948, it was estimated that 1/3 of the county's workforce commuted to jobs in Dallas. This helped transition Rockwall from a rural county to a part of the greater Dallas metropolitan area.

To address rapid residential growth during the late 1940's, the Rockwall School District consolidated over 20 smaller schools into the Rockwall Independent School District (RISD) in 1947. The purpose of this undertaking was to improve education in the public school system. To handle the growing number of children in the education system, the school district constructed a new elementary school in the fall of 1950. In 1959, Interstate Highway 30 or IH-30 -- the successor of the *Bankhead Highway* -- was constructed through Rockwall County. The highway was approximately 1½-miles south of the downtown square, allowing traffic to by-pass the city center. With these improvements and the shift to a more automobile centric community, the *MKT* Railroad closed its passenger depot in the mid-1950's. In addition, the completion of IH-30 spurred growth for both residential and commercial land uses south of the downtown.

The years between 1960 and 1980 saw great change for both Rockwall and Rockwall County, as the area increasingly became a bedroom community of Dallas. In 1969, Lake Ray Hubbard was constructed along the western boundary of the town (9 depicts the IH-30 crossing over Lake Ray Hubbard c. 2011). During the construction process, the City of Dallas hired Marvin Springer, a land planner, to create a plan for roadway improvements and public access to the lake. The design concepts used by Mr. Springer were similar to the concepts used around White Rock Lake; the plan became known as the *Springer Plan*. However, the City of Rockwall never adopted the plan, opting to push for single-family subdivisions to line the shoreline of the lake. Regardless, the construction of the lake proved to be a boon for the local economy and its surrounding



communities. Employment in the area tripled and the City's population almost doubled in the same period.

### 1980 – PRESENT: THE END OF TWENTIETH CENTURY AND BEGINNING OF THE TWENTY-FIRST CENTURY

The period between 1980 and 2000 saw some of the greatest growth for the City of Rockwall with the population growing almost 300% to 17,976 residents. The population as of the 2010 census was 37,000 residents, an increase of 106% between 2000 and 2010.

In 2005, the City of Rockwall broke ground on the Harbor Retail District, a 12.67-acre mixed



retail, office, and restaurant development that overlooks Lake Ray Hubbard (10 depicts the Harbor Retail District and Harbor Fountain). Two (2) years later, the Hilton Hotel and Resort was constructed south of the Harbor Retail, providing resort amenities along with an ~11,800 SF ballroom, a 52-seat amphitheater, and ten (10) break out rooms with the ability to seat 50-attendees each (11 depicts the Hilton Hotel and Resort).

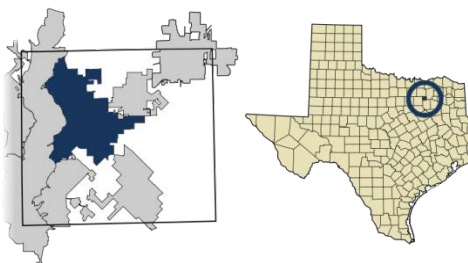
In 2009, the City of Rockwall added to the district, establishing a plan for a ~75.87-acre mixed residential, retail, and office district north of the Harbor Retail District. This district was intended to provide a walkable mixed-use environment along the shores of Lake Ray Hubbard. Development in this area has also served as the eastern gateway of the City from IH-30. Recently, this district has started to take shape with nearly all of the 1,161 urban condominiums being entitled and under construction.

More recently, the City of Rockwall completed the Downtown Capital Improvement Projects, which included retro-fitting the existing downtown sidewalks to make them ADA compliant, adding ADA ramps and crossings, incorporating decorative planters and landscape and hardscape elements, narrowing the streets to promote traffic calming, and adding additional decorative lighting to increase nighttime visibility (12 & 13 show the intersection of San Jacinto Street and Rusk Street after the completion of the Downtown CIP). In addition, the City added an additional 136 parking spaces to the downtown area through the construction of six (6) public parking lots. However, perhaps the greatest achievement of this \$8.6 million bond package was the creation of San Jacinto Plaza, which is a pedestrian mall created from the existing San Jacinto Street. This element of downtown incorporates a stage area, public seating/tables, decorative lighting and landscaping (14 depicts the annual Farm to Feast Event held in San Jacinto Plaza).

Today the City of Rockwall remains a vibrant bedroom community of Dallas, as well as a thriving recreational, heritage tourism and retail destination. The City also continues to be a regional job creator as the Rockwall Economic Development Corporation (REDC) continues to successfully recruit new businesses into the City. Moving forward the City of Rockwall is expected to continue to grow in a steady and controlled manner, and provide the small town character that its residents currently enjoy.

## REGIONAL CONTEXT

At a population of 42,120<sup>1</sup> and a total area of 29.82-square miles (with another 22.79-square miles in extraterritorial jurisdiction), the City of Rockwall is the largest city in Rockwall County. It is the county seat of Rockwall County, which -- at 149-square miles -- is geographically the smallest county in the State of Texas. Lake Ray Hubbard -- which consumes 22-square miles of the County -- is situated along the western corporate limits of the City, and separates both the City and County from the larger metropolis<sup>2</sup>. The City and County are accessible by IH-30, which acts as the major east/west entry portal for both entities. The major north/south entry portal for both the City and County is SH-205.



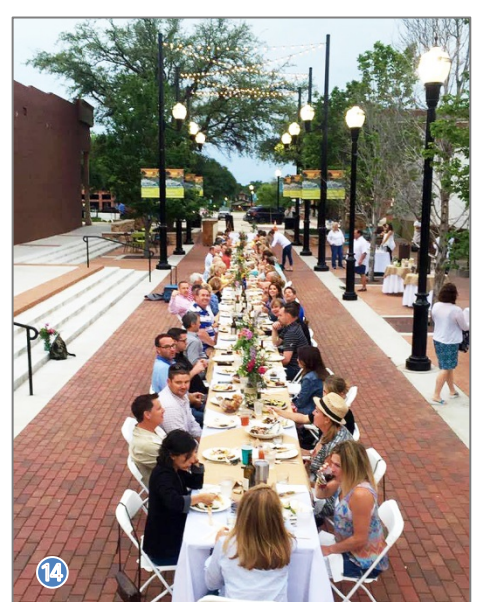
MAP 1.1: Depicts the location of the City of Rockwall within Rockwall County and the location of Rockwall County within the State of Texas.

The City is approximately 30-minutes (24.9-miles) from downtown Dallas via IH-30. This proximity has greatly influenced the composition and growth of the community, and has firmly established the city as a suburban bedroom community of Dallas; however, in Rockwall County, the City of Rockwall is a job creator with an E-R Ratio<sup>3</sup> of 1.08 (North Central Texas Council of Governments). This means that after the morning commute, the City of Rockwall has eight (8) percent more persons working in the city than currently live in the city limits. This can be attributed to [1] a successful effort by the Rockwall Economic Development Corporation (REDC) to build an industrial base for the community, and [2] the City of Rockwall's position as a major commercial center for the region.

<sup>1</sup> : As of 2017; North Central Texas Council of Governments.

<sup>2</sup>: A "Metropolis" is a contiguous metropolitan area that typically has two (2) larger cities that are of equal population and geographic area. This phrase is commonly associated with the Dallas/Fort Worth area.

<sup>3</sup>: An E-R Ration is a measure of the total number of workers working in a place relative to the total number of workers living in the place.





Rockwall County is currently the sixth (6<sup>th</sup>) wealthiest county in the State of Texas, with a per capita income of \$33,274.00 and a median household income of \$78,032.00. The City of Rockwall has a slightly higher per capita income of ~\$35,100.00 and a slightly higher median income of ~\$86,597.00. In addition, as of 2018 the City of Rockwall was ranked as having the third (3<sup>rd</sup>) highest *purchasing power index score* of all cities in the United States (i.e. a score of 96.79)<sup>4</sup>, and consistently has a high per capita sales tax compared to other cities in the region estimated to be \$380.00 per person in 2017.

Looking forward, the City of Rockwall will continue to be the largest commercial and residential center in Rockwall County. This means that the City will need to take a lead role in regional planning initiatives that deal with natural resources, transportation, and the regional economy. Through its strategic planning and partnerships, the City of Rockwall can ensure the prosperity of Rockwall citizens and residents in the Rockwall County area.

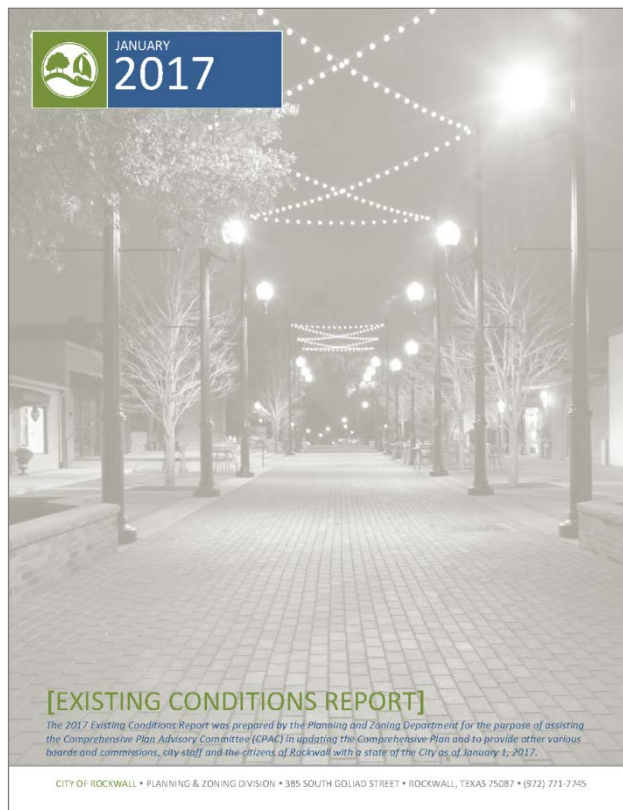
## II. DEMOGRAPHICS

Prior to commencing with this Comprehensive Plan Update, City staff assembled the *2017 Existing Conditions Report* and the *Tapestry Segmentation Report*. These two (2) documents were intended to provide detailed demographic data that could be used to assist the Comprehensive Plan Advisory Committee (CPAC) in making policy recommendations for this Comprehensive Plan Update. The following is a summary of the findings from these documents.

### 2017 EXISTING CONDITIONS REPORT

The information contained in the *2017 Existing Conditions Report* represents the City of Rockwall as of January 1, 2017. The following information is summarized from the 2017 Existing Conditions Report, and is more thoroughly stated and referenced in that document.

<sup>4</sup> Places with the Most Favorable Cost of Living (2018). Retrieved April 18, 2018, from <https://smartasset.com/mortgage/cost-of-living-calculator>.



### POPULATION AND DEMOGRAPHICS

As of 2016, the City of Rockwall had 41,370 residents living in its corporate boundaries. This population represents a 143% growth since 2000 when the population was 17,050 residents. The majority of the City's current population is primarily between the ages of 35-54 (i.e. 30.85%), with the fastest growing age cohort being people between the ages of 45-54 (i.e. growing at a rate of 102% from 2000-2010). There has also been rapid increase in the number of children between 0-19 years of age, which represents 31.64% of the total population.

From a gender standpoint, the City is almost equally divided between its male and female residents with 49% of the population being male and 51% of the population being female. The median age by gender is 35.3 years old for males and 37.3 years old for females. From an ethnicity standpoint, the City of Rockwall is primarily Caucasian at 82.4%; however, this has been changing in recent years with all other ethnicities growing at rates that range from 219% - 364% compared to the Caucasian cohort, which has grown at a rate of 88%.

From a cost of living and income basis, the City of Rockwall is relatively affluent with a high per capita income of ~\$35,100.00 and an

average household income of \$78,032.00. These numbers are higher than both the state and national averages. As was stated previously, the City of Rockwall was ranked as having one of the highest purchasing powers in the country, which indicates an affordable cost of living with regard to the City's median income. In addition, the City of Rockwall has a high level of educational attainment with 91.70% of its residents having at least a high school diploma. This is more than ten (10) percent higher than the state average (i.e. 81.60%) and three (3) percent higher than the national average (i.e. 88.40%). The Rockwall Independent School District (RISD) also has a 98% graduation rate, which is 15% higher than the State of Texas average (83%). In addition, 40% of the population has a Bachelor's Degree with another 33% having an Associate's Degree or some college.

### INFRASTRUCTURE AND TRANSPORTATION

The City of Rockwall contracts with the North Texas Municipal Water District (NTMWD) to provide treated water and treatment of wastewater services. The City's responsibility is water distribution and wastewater collection, while the NTMWD is responsible for the provision of treated water and the treatment of wastewater.

The majority of the City's infrastructure is relatively new with only an estimated 25%-30% being installed prior to 1990. This is reflective of the growth experienced by the community over the last 20+ years. Currently, in the City's corporate limits there are approximately 322.95-linear miles of water lines (308.76-linear miles of City owned water lines), 406.95-linear miles of wastewater lines (244.35-linear miles of City owned wastewater lines), and 143.58-linear miles of City maintained stormwater lines. In addition, the City has 287.21-miles of roadways consisting of 59.90-miles of State Highways, 209.51-miles of City streets, and 17.81-miles of private streets. The City also owns and maintains 61.16-miles of alleyways.

### LAND USE AND ZONING

The City of Rockwall's corporate limits consist of 19,087.63-acres or 29.81-square miles that can be broken down into 17,622 parcels of



land. The Extraterritorial Jurisdiction (ETJ) of the City adds another 14,583.55-acres or 22.79-square miles. Of the incorporated land area, approximately 46.55% (i.e. ~7,884.84-acres; excluding right-of-way) is developed and approximately 53.45% (i.e. ~9,053.73-acres; excluding right-of-way) is vacant. The majority of the developed land is consumed with single-family housing (i.e. 25.94%), with the next highest use being commercial land uses (i.e. 7.38%).

Based on this Comprehensive Plan Update, the City is anticipated to be ~62.42% single-family at buildout with a population of 146,321 residents. The remaining future land use breakdown is as follows: High Density Residential (HDR): 0.87%; Non-Residential land uses (i.e. Commercial, Industrial and Office): 15.21%; Public and Quasi-Public land uses: 3.04%; Mixed-Use Districts: 1.53%; and Parks, Open Space and Cemeteries: 16.93%. Aggregating these land use categories in only commercial and residential (i.e. removing public, quasi-public, parks and open space and cemeteries) yields a 79.09% residential versus 20.91% commercial/mixed-use breakdown, which is consistent with the land use and growth policies contained in this document and in the City's Strategic Plan.

### HOUSING AND NEIGHBORHOODS

The existing housing stock in the City of Rockwall is primarily single-family homes, which make up an estimated 82.54% of the current housing composition. Multi-family is the next largest category of housing, making up another estimated 12.38%. Assisted living at 4.54% and government housing at 0.55% complete the housing breakdown.

The majority of the City's single-family homes were built after 1990 (i.e. ~76.34%), which is consistent with the City's population growth. In addition, the City has seen large reinvestment in the housing stock that was constructed prior to 2000. This reinvestment is particularly noticeable in the Old Town Rockwall (OTR) Historic District, Lake Rockwall Estates Subdivision, Chandler's Landing Subdivision, and portions of the Shores Subdivision. In addition, the City has seen a growth of single-family housing starts with the number of building permits steadily increasing every year from 2008. This coupled with a low homeowner vacancy rate of 2.1% (2010 US Census) indicates an overall strong and sustainable housing market for new and pre-owned homes.

As of January 1, 2017, there were approximately 1,006 vacant single-family lots within 27 active subdivisions across the City. Under the City's current permitting trends, this equates to a 2½-year lot inventory. Additionally, the City had an estimated 2,786 single-family lot entitlements between various planned development districts.

On the multi-family side of City's housing entitlements, the City had a total of 1,324 entitled multi-family units. This equates to a single-family to multi-family entitlement ratio of 68% single-family to 32% multi-family. If all entitlements were constructed and no additional entitlements were granted the City's housing mix as of January 1, 2017 would be 80.42% single-family, 15.40% multi-family, 3.73% assisted living, and 0.45% government housing.

### NON-RESIDENTIAL

Since 2012, the City of Rockwall has experienced rapid growth in non-residential development adding an estimated 2,353,533 SF of building area. This translates to an estimated value of \$225,394,713.79. A large part of this growth -- on the commercial/non-retail side of development -- can be attributed to the Rockwall Economic Development Corporation's (REDC's) ability to successfully recruit industrial businesses to the City's Technology Park. Over the last five (5) years, the REDC has successfully recruited Channell Commercial Corporation, Pratt Industries, Bimbo Bakeries USA, Lollipup USA and Pegasus Foods.

On the commercial/retail side of development, the City has proven to be an attractive market due to its expanded trade area, and its residents' high level of purchasing power. These aspects have allowed Rockwall to emerge as a regional commercial center. Moving forward, the City will continue to look to expand its current employment centers and preserve its strategic retail centers.

### PUBLIC FACILITIES

The City of Rockwall has eight (8) general service buildings, totaling 63,548 SF of building area, on 130.656-acres of land; four (4) fire stations with a total building area of 41,030 SF on 5.946-acres of land; and three (3) police facilities, totaling 38,341 SF of building area on ~11.048-acres of land. These 15 buildings total 142,919 SF of building area, on 147.65-acres of land. Currently, the City does not have any plans to expand any of the existing facilities or build any new

administrative or support facilities in the near future.

### PARKS, TRAIL AND OPEN SPACE

Currently, there are 280.16-acres of community parks, 90.09-acres of neighborhood parks, 26.29-acres of sports complexes, and approximately 24.27-acres of specialty parks (i.e. school parks, mini-parks and special-use parks) situated within the City. In addition, Rockwall has another 95.29-acres of greenbelts/greenways that help connect the 25.35-linear miles of neighborhood and park trails to the larger 216.36-linear miles of on-street sidewalks.

### TAPESTRY SEGMENTATION REPORT

The Tapestry Segmentation Report was developed to help the Comprehensive Plan Advisory Committee (CPAC) better understand the community by breaking it up into specific segments. This process was based on ESRI's tools that take the entire population of the United States and break it down into 68 unique population segments based on demographic and socioeconomic characteristics. These segments can also be grouped into 14 LifeMode categories that describe each group's lifestyle and life stage, and six (6) Urbanization groups that describe the geographic and physical features of the groups. The following is a summary of the findings from this report.

TABLE 1.1: TAPESTRY SEGMENTS

HH = Household	
Tapestry Segment	% of HH
Up and Coming Families	20.8%
Boomburbs	16.6%
Soccer Moms	12.3%
Comfortable Empty Nesters	10.8%
In Style	9.7%
Bright Young Professionals	6.7%
Green Acres	6.5%
Savvy Suburbanites	4.9%
Down the Road	3.4%
Southwestern Families	2.5%
Professional Pride	2.5%
Retirement Communities	2.4%
Exurbanites	0.7%

TABLE 1.2: LIFE MODES GROUPS

HH = Household	
LifeMode Groups	% of HH
Affluent Estates	24.70%
Ethnic Enclave	23.30%
GenXUrban	20.50%
Family Landscape	6.70%
Middle Ground	6.70%
Cozy Country Living	6.50%
Rustic Outposts	3.40%
Senior Styles	2.40%



# CITY OF ROCKWALL

## AT A GLANCE

**UTILITIES** 244.35  
MILES OF SEWER LINES

308.76 143.58  
MILES OF WATER LINES MILES OF STORM LINES

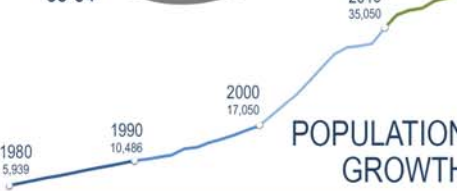
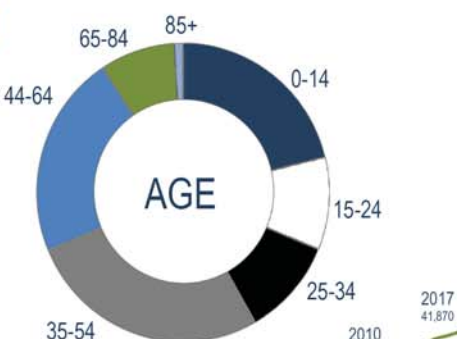
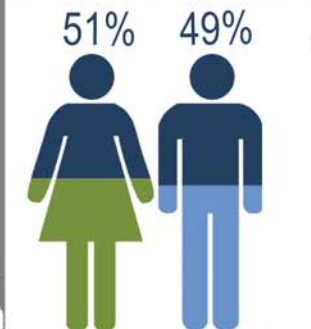
### COMMERCIAL



### PARKS

555 ACRES OF PARK FACILITIES  
16.15 MILES OF TRAILS

### POPULATION



\$86,627  
**MEDIAN HOUSEHOLD INCOME**

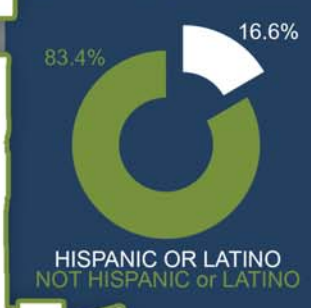
8.06%  
**ZONED LIGHT INDUSTRIAL**

35.1%  
**ZONED PD**

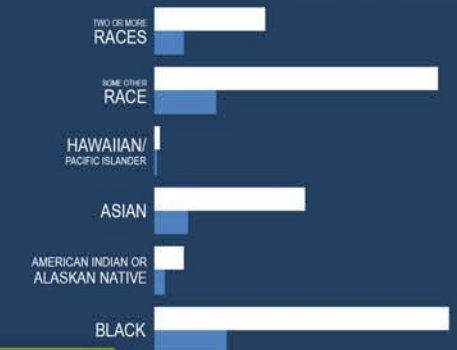
14,583.55  
**ACRES ETJ**

**17,622 PARCELS**

### ETHNICITY



THIS CHART EXCLUDES WHITE, WHICH MADE UP 91.3% IN 2000 AND 82.4% IN 2010



3RD IN COUNTRY  
96.96  
**PURCHASING POWER INDEX**

\$340.41  
**PER CAPITA SALES TAX**

2,228  
**VETERANS**  
LOCATED WITHIN THE CITY

46.55% **DEVELOPED**

25.94% 2,295  
**SINGLE FAMILY DEVELOPMENT**  
ETJ PARCELS

42.29% **FLU**  
LOW DENSITY RESIDENTIAL

146,321  
**Build-out Projection**

### STREETS

287.21  
**MILES OF ROADWAYS**

209.51  
**MILES OF CITY STREETS**

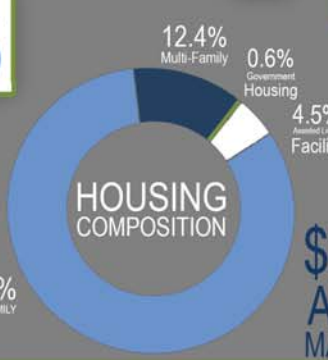
30.2  
**MINUTES AVERAGE COMMUTE**

53.45% **UNDEVELOPED**

29.82 **SQ MILES**

19,087.63  
**ACRES CITY LIMITS**

### HOUSING



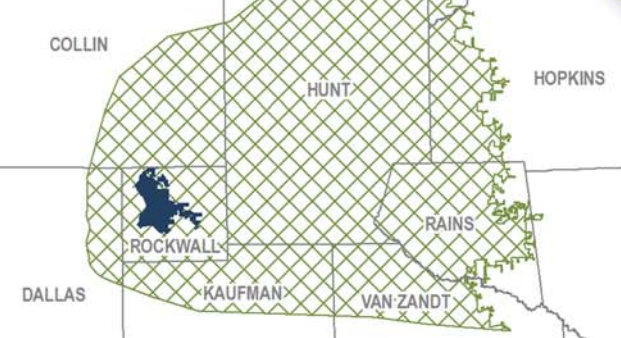
20.12% **FLU**  
MEDIUM DENSITY RESIDENTIAL

16.75% **FLU**  
PARKS & OPEN SPACE

2,835 SQFT  
**AVERAGE SINGLE FAMILY RESIDENCE**

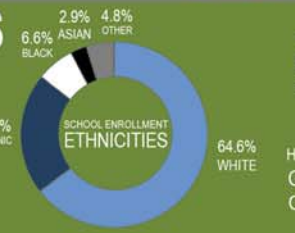
\$237,939  
**AVERAGE MARKET VALUE**

### TRADE AREA



### SCHOOLS

98%  
**GRADUATION RATE**



BACHELOR'S DEGREE OR HIGHER	USA	32.5%
	TEXAS	27.1%
	ROCKWALL	38.2%
HIGH SCHOOL GRADUATE OR HIGHER	USA	88.4%
	TEXAS	81.6%
	ROCKWALL	91.7%



TABLE 1.3: URBANIZATION GROUPS

HH = Household

Urbanization Groups	% of HH
Suburban	68.70%
Metro Cities	12.10%
Urban Periphery	9.30%
Rural	6.50%
Semi-Rural	3.40%

According to this study, the majority of Rockwall's population is split between three (3) categories: *Up and Coming Families*, *Boomburbs*, and *Soccer Moms*. These groups are described as follows:

#### UP AND COMING FAMILIES (20.8%)

The *Up and Coming Families* segment is described as residents that are younger, more mobile, diverse, and more optimistic than previous generations. The median age of this segment is 30.7, median household income is \$64,000 and the average household size is 3.10. Generally, people in this segment are considered to be educated with 66% having at least some college education. This segment is also described as being willing to accept a longer than average commute for better/affordable housing opportunities. They are also described as being tech savvy and careful shoppers.

#### BOOMBURBS (16.6%)

People in the *Boomburbs* segment are described as affluent 30-somethings with high incomes/financial means. They have a median income of \$105,000, median age of 33.6, high rate of home ownership at 84%, and an average household size of 3.22. Members of the *Boomburbs* segment are considered to be well-educated, young professionals with 52% having college degrees. They are well connected, typically own the latest electronic devices and are willing to trade longer commute times for the amenities of the suburbs.

#### SOCCKER MOMS (12.3%)

*Soccer Moms* are described as a segment that have a relatively high median household income (\$84,000), median age of 36.6 and an average household size of 2.96. This segment is considered to be an affluent, family-oriented market who have people that prefer the suburban periphery of metropolitan areas. This segment is a heavy user of timesaving devices and services like housekeeping and landscaping services, online banking, and online shopping. This group typically carries higher levels of debt including first and second mortgages and auto loans. They are also

accustomed to longer than average commutes with a disproportionate number commuting from a different county.

For more information concerning demographics, see the *City of Rockwall at a Glance* insert on the previous page or view the following reports:

- 2017 Existing Conditions Report
- Tapestry Segmentation Report

### III. PLAN AND VISION

#### THE PURPOSE OF THE COMPREHENSIVE PLAN AND LONG-RANGE PLANNING

A City's Comprehensive Plan -- *also known as a general plan or master plan* -- is a roadmap to a community's future. Its purpose is to articulate the community's vision for itself, and provide the policies and goals necessary to achieve that vision. More specifically, a City's Comprehensive Plan is:

- A document that is designed to guide the future actions of the community, and layout a 20-year vision for the City.
- A document that is used to identify the long-term needs of a community, and their relationship between the structures and programs used to address these needs.
- A document that is intended to direct City staff, the City's various boards and commissions, and the City Council's action on policy decisions relating to land use and development regulations, and expenditures for capital improvements.
- A reference/umbrella document for the City's various other plans and policy guides.

Perhaps the most important aspect of the Comprehensive Plan is the involvement and *buy-in* from the public, which is necessary to create a community plan. Through this collaborative process, the community, City staff, and the elected and appointed officials design a plan intended to address the long-term needs of the community by using creative problem solving techniques to envision a better tomorrow. Without the Comprehensive Plan as a guiding document, cities would leave their future up to the possibility of disconnected decision-making. This means decision-making would be more apt to be reactive as opposed to proactive, which could lead to an uncertain future.

#### HISTORY OF THE COMPREHENSIVE PLAN IN ROCKWALL

The first Comprehensive Plan adopted by the City of Rockwall dates back to September of 1966. This plan -- *simply entitled "A Comprehensive Plan Report"* -- was composed of sections that addressed the economic base of the community, land uses, thoroughfares, and public facilities. Additional comprehensive planning efforts were adopted in 1986, 1995 and 2001.

The most recent Comprehensive Plan is the HOMETOWN 2000 Comprehensive Plan, which was adopted by the City Council on December 17, 2001 by *Resolution 01-40*. This plan had minor updates in 2004 (*i.e. to incorporate the Downtown Plan*) and 2007 (*i.e. to incorporate updated residential policies*), and an overhaul 2011. The framework of this plan can best be summarized through the vision and policy statements adopted in the document, and which are as follows: Land Use, Urban Design Framework, Urban Design Development, Open Space and Parks, Transportation, and the Implementation Plan.

#### PLANNING PROCESS

On October 3, 2016, the City Council directed staff to update the HOMETOWN 2000 Comprehensive Plan to account for the growth in population and land area experienced by the City from 2000 to present (*more specifically from 2011 to present*). To assist staff, the City Council appointed a seven (7) member Comprehensive Plan Advisory Committee (CPAC) that was tasked with performing an extensive review and revision of the existing plan. The CPAC committee was composed of members from the Planning and Zoning Commission, Architectural Review Board, Rockwall Economic Development Corporation's Board of Directors, and several citizens interested in the future of the community. This committee was an integral part in the update process, and served as the primary planning committee for the project.

Over the next two (2) years, this committee met regularly to revise the vision laid out in the original HOMETOWN 2000 Comprehensive Plan, and craft goals and policies that could be used to implement this vision in the future. The plan incorporated the planning efforts from the two (2) previous Comprehensive Planning updates (*i.e. 2007 & 2012*), and integrated several plans and policy documents that had been drafted and approved since 2001.



## PLAN STRUCTURE

The original HOMETOWN 2000 Comprehensive Plan established the following sections:

- Land Use
- Urban Design Framework
- Urban Design Development
- Open Space and Parks
- Transportation
- Implementation

Through these sections, the plan specifically addressed the physical form of the City. After reviewing this effort, it was determined by the Comprehensive Plan Advisory Committee (CPAC) that -- *while the physical form of the City is one of the most important aspects of the Comprehensive Plan* -- the social and fiscal structures of the City were equally important in planning for the long-term success of the community. Based on this ideology, the CPAC proposed the following structure/revisions for the update:

- Land Use and Growth Management
- Environment and Ecology
- Parks, Open Space and Trails
- Infrastructure
- Public Health, Services and Safety
- Economic Development
- Community Character
- Residential
- Non-Residential
- Implementation

The purpose of this structure was to create a scope that was more comprehensive in nature and not limited to the constraints of the City's built environment. Specifically, the structure was changed to achieve the following:

- (1) Change *Urban Design Framework* to *Community Character* and *Urban Design Development* to *Non-Residential* to better convey the intent of these sections.
- (2) Change *Land Use* to *Land Use and Growth Management*, and add policies and goals directed at addressing the future growth of the community.
- (3) Add *Economic Development* and *Public Health, Services and Safety* to increase the scope of the plan, and to plan for the future fiscal health of the community.
- (4) Move the residential policies contained in Appendix 'A', *Residential Development Policies*, to a standalone section (*i.e. Residential*) to highlight the importance of residential land uses in the community.
- (5) Change the *Transportation* section to *Infrastructure* and incorporate sections for water and wastewater.

## EXAMPLES OF CPAC EXERCISES

### EXERCISE #1: GRADING ROCKWALL

In this exercise, the CPAC was asked a series of questions that related to specific aspects of the City and its policies. With each question they were asked to indicate how well the City currently addresses the issue. These were then used to determine the CPAC's priorities for this update. The following are the findings from this exercise:

### PRIORITY LIST

PHYSICAL	①
SOCIAL	②
FISCAL	③

### EXERCISE #2: VISIONING QUESTIONS

In this exercise the Comprehensive Plan Advisory Committee (CPAC) was asked to answer the following questions. The following is an aggregate of their answers.

- (1) What are ten (10) words that describe Rockwall today?
  - (a) Community
  - (b) Safe
  - (c) Family
  - (d) Scenic
  - (e) Active
  - (f) Growing
  - (g) Education
  - (h) Pro-Business
  - (i) Healthy
  - (j) Lakeside

Other answers by the CPAC included friendly, busy, faithful, beautiful, open, involved, growing, conservative, clean, resort, casual, bridge, education, committed and home.

- (2) What is the best kept secret in Rockwall?

Free Live Music

Other answers by the CPAC included the rock wall, quality restaurants, Harry Myers Park, and Squabble Creek Park.

- (3) What is the best kept secret in Rockwall?

Free Live Music

Other answers by the CPAC included the rock wall, quality restaurants, Harry Myers Park, and Squabble Creek Park.

- (4) What trends have you seen develop in Rockwall that you feel are encouraging? What trends do you find discouraging?

The trends the CPAC feel are most encouraging are the developing downtown, parks, City events, and City sponsored activities. The CPAC also expressed that the high-ended growth, amount of locally owned restaurants, the diversity of development, City's pro-business attitude, chances for public involvement, and maintaining the hometown feel were trends that they found encouraging.

The trends that the CPAC found discouraging were roadway construction, traffic congestion, ability to easily enter the City, truck traffic in the Downtown area and along John King Boulevard, uncontrolled growth that could possibly change the small town feel and the beauty of Rockwall, water pollution, trash, maintenance of areas around the lake, decaying streets/alleys/sidewalks, lack of good sports facilities, and government spending.

- (5) In a few short words or sentences describe what you hope Rockwall will be like in the next 20-years.

The CPAC felt that in 20-years they hoped the City of Rockwall would be a more connected/walkable city, have self-contained entertainment (*i.e. concert venues/performing arts center*), have water taxis across the lake and class A retail/restaurants. They also hoped the community would continue to be a great place to raise a family.

- (6) What is Rockwall's biggest issue today? What will the biggest issue be in 20-years?

The CPAC felt the biggest issue today was traffic, and in 20-years it will be infrastructure and water.



- (6) Move the environmental policies contained in the *Land Use* section of the plan into a standalone section entitled *Environment and Ecology*.

## SECTIONS

At the beginning of the update process, staff constructed several exercises that were intended to identify the Comprehensive Plan Advisory Committee's (CPAC's) view of the community's significant issues and priorities. The identification of these issues and priorities created a basis for the policies and goals detailed in this Comprehensive Plan Update. The initial findings of these exercises indicated that the CPAC's major policy efforts should be focused on infrastructure, housing, connectivity, and the future growth of the community. In addition, the CPAC indicated that a specific emphasis on the physical environment should be continued; however, the CPAC should also focus on the City's social and fiscal structures, and incorporate them into the plan as part of this planning effort (*two [2] examples of the exercises -- with the CPAC's answers -- are depicted on previous page*).

Another change that was brought out through City staff's preliminary conversations with the CPAC, was the desire to create a document that was more succinct and easier to reference than the HOMETOWN 2000 Comprehensive Plan. The thinking behind this initiative was that the vision of the plan could be better conveyed utilizing less rhetoric. It was also hypothesized that this may have the added benefit of being more direct with regard to the intent of each goal and policy statement. This effort mostly involved a reorganization of the previous plan and a change in the language used in the document. Specifically, City staff and the CPAC chose a format that was broken down into [1] a vision statement, [2] goals targeted at achieving the vision statement, [3] policy statements describing how to meet the goals identified, and [4] implementation strategies detailing how each policy can be implemented into standard operations. Based on this direction and the changes to the structure of the document, the following describes the major policy directions identified by the CPAC for each section of the update.

### LAND USE AND GROWTH MANAGEMENT

The *Land Use and Growth Management* section of this Comprehensive Plan expanded upon the *Land Use* section of the HOMETOWN 2000 Comprehensive Plan. The

scope of this section was increased to include growth management strategies that will provide the targeted, steady and controlled growth required to maintain the character of the community. This initiative also included a reorganization of the land use policies into perspective land use categories for the purpose of making the section easier to reference.

A major component of this update focused on the residential and commercial screening standards and the separation of land uses. The purpose of this focus was to provide *soft transitions (large landscape buffers utilizing berms, trees and landscape screening to separate land uses)* and to avoid *hard transitions (i.e. direct adjacency of land uses separated by masonry screening walls or a single row of trees)*. Another major policy focus for this section was the connectivity of land uses. The previous HOMETOWN 2000 Comprehensive Plan placed an emphasis on the *Neighborhood Concept* or *Neighborhood Unit (i.e. creating a block of residential that incorporates supportive commercial and public land uses)* and connectivity between commercial/retail land uses and adjacent residential land uses. The current update expands this emphasis to include connectivity between all land uses.

Another significant change to the *Land Use* section involved the creation of *Land Use Districts*. This process was aimed at creating micro plans for specific areas of the City to [1] break down the Future Land Use Plan in to smaller sections to convey the plan's objectives, and [2] to highlight the difference in character between different areas of the City (*e.g. the Harbor versus Downtown*). As part of this process, staff included a *Build Out Analysis* that can be used to understand what the ultimate composition of a particular area will be in the future.

### ENVIRONMENT AND ECOLOGY

The *Environment and Ecology* section was created from the environmental policies contained in the *Land Use* section of the HOMETOWN 2000 Comprehensive Plan. While many of these policies tend to overlap information contained in the *Land Use and Growth Management* and *Parks, Open Space and Trails* sections of the plan, it was determined that it would be beneficial to isolate issues relating to floodplains, water conservation, water quality, environmental planning and design, light pollution, and tree coverage and preservation in a standalone

section. The majority of these policies existed in various sections throughout the previous plan, and other than breaking them out into a standalone section no major shifts in the previous policy and goals were established.

### PARKS, OPEN SPACE AND TRAILS

The *Parks, Open Space and Trails* section of the plan acted as an update to the *Open Space and Parks* section of the HOMETOWN 2000 Comprehensive Plan. Many of the policies and goals were updated to align with the *Parks, Recreation & Open Space Master Plan Update*, which was updated and adopted by the City Council in May 2017. In addition, the Master Trail Plan was added to this Comprehensive Plan Update to convey the intent of the City to construct an interconnected trail system that provides for hike and bike trail opportunities throughout the City.

### INFRASTRUCTURE

The *Infrastructure* section of this Comprehensive Plan is intended to provide a more complete look at the City's streets, water and wastewater systems than was provided in the HOMETOWN 2000 Comprehensive Plan under the *Transportation* section. To achieve this objective, the CPAC drafted specific policies relating to the City's water and wastewater systems, and incorporated the Master Water Distribution System Plan and the Master Wastewater Collection System Plan into the update.

On the transportation side of the *Infrastructure* section, staff worked with the CPAC to update the Master Thoroughfare Plan and roadway cross sections. In addition, the policies contained in the original *Transportation* section were updated with an emphasis on creating an interconnected street system that could better accommodate traffic in the community.

### PUBLIC HEALTH, SERVICES AND SAFETY

The addition to the *Public Health, Services and Safety* section of the Comprehensive Plan Update is intended to provide a section that addresses the City's services and facilities, and the community's health, safety and general welfare needs in the future. This section is also intended to make the scope of the update more comprehensive than the scope contained in the original HOMETOWN 2000 Comprehensive Plan.



As part of this section, policies targeted at public health were added to address the City's focus on making facilities and programs available to encourage healthy lifestyle choices for all age groups. The addition of the public safety section is intended to provide broad policy objectives that can complement the Police and Fire Department's strategic and operational objectives contained in their strategic plans, and the long-term goals each department. In addition, policies relating to public services were added to address all civilian departments, and the need for future City facilities.

### ECONOMIC DEVELOPMENT

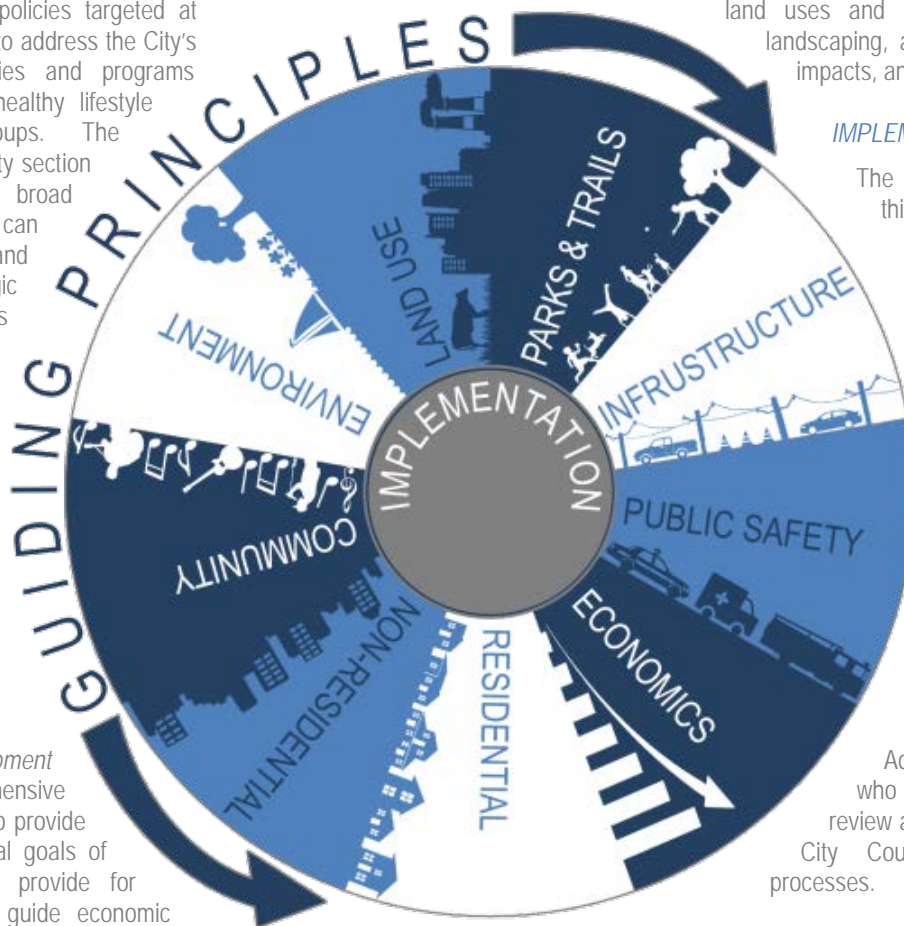
The *Economic Development* section of the Comprehensive Plan Update was added to provide an emphasis on the fiscal goals of the community, and to provide for policies that could help guide economic policy decision making in the future. These goals included items relating to small business support, workforce development, creating an atmosphere conducive to attracting and retaining businesses, improving the City's support for the Rockwall Economic Development Corporation (REDC), and diversifying the City's tax base.

### COMMUNITY CHARACTER

The *Community Character* section of the Comprehensive Plan Update was derived from the *Urban Design Framework* section of the HOMETOWN 2000 Comprehensive Plan. This section was renamed to better communicate the intent of the goals and policy statements contained in this section. These include goals and policies targeted at preserving view corridors, creating gateways into the City, preserving art and culture, and the promotion of the City's unique shopping and dining areas. These statements are largely unchanged from the HOMETOWN 2000 Comprehensive Plan with the exception of a few additional statements being added.

### RESIDENTIAL

In the 2007 Comprehensive Plan Update, residential policies were added to the plan and incorporated as an appendix in the document.



The purpose of this update was to highlight the importance of residential development in the City and communicate the City's desired standards for future residential developments. In the new Comprehensive Plan Update, these policies were consolidated into a standalone section entitled *Residential*. This section expanded the scope of the residential policies to incorporate specific goals for multi-family and townhome development. The purpose of setting specific goals for these types of housing was to ensure that the City of Rockwall is demanding the highest quality, residential development for all housing types being constructed in the City.

### NON-RESIDENTIAL

The *Non-Residential* section of the current Comprehensive Plan Update was previously the *Urban Design Development* section of the HOMETOWN 2000 Comprehensive Plan. This section was renamed for the purpose of compliment the newly established *Residential* section and to better communicate the intent of the policies and goals contained in this section.

The purpose of this section is to layout all goals and policies for non-residential development within the City. This effort placed a specific emphasis on connectivity between

land uses and involved items relating to landscaping, architecture, signage, visual impacts, and drainage and detention.

### IMPLEMENTATION

The *Implementation* section of this Comprehensive Plan Update looked to create a system of accountability that would ensure the plan creates measurable successes for the community. To do this, the plan implemented a three (3) tiered review process (i.e. an annual review, five [5] year update, and ten [10] year overhaul of the plan). This objective will also include the adoption of a standing Comprehensive Plan Advisory Committee (CPAC), who will be responsible for review and recommendations to the City Council during the review processes.

In addition, the new implementation plan strived to create a set of measurable timelines for each of the identified implementation strategies. By doing this staff will be accountable for the implementation of the plan over a ten (10) year period, and through the annual review process the City Council will be able to track the progress of implementing the plan. The previous HOMETOWN 2000 Comprehensive Plan did not incorporate timelines for implementation, and it was determined by the CPAC that this was a necessary step to ensure the success of the plan.

### PUBLIC PARTICIPATION

Public participation is essential to creating a plan that expresses the vision of Rockwall's citizens. This plan utilized several different methods of soliciting public input at each stage of the process. These methods included the traditional public hearing approach and new technology based approaches that included interaction with the community through digital formats. Specifically, a website was created that allowed citizens to comment on each of the sections/policy initiatives presented to the Comprehensive Plan Advisory Committee (CPAC). This public feedback provided additional insights for staff into what members



of the community thought would be important in the future. In addition, permanent comments received through the website translated into specific issues that were discussed and addressed by the CPAC in drafting each section of this document.

## VISION

The overall vision statement for this Comprehensive Plan is the broad direction statement that is intended to summarize Rockwall's long-term desires. It is the statement to which all policy and goals contained in this document are intended to convey, and the bar to which policy decisions will be measured moving forward. For the City of Rockwall, our vision is to create:

*... an authentic lakeside community loved as our hometown, where neighbors choose to live, work, and play.*

## NOTE FROM THE CITY ATTORNEY

### LEGAL PURPOSE OF THE COMPREHENSIVE PLAN

A comprehensive plan is a document prepared for a community, which establishes an overall plan and recommended actions relevant to the current and future needs of the City of Rockwall. Comprehensive plans contain maps, graphics, studies, reports and other descriptive material identifying goals, objectives, policies, guidelines, standards, and options for the immediate and long-range protection, enhancement, growth and development of the community. Among the most important powers and duties granted to the City is the authority and responsibility to undertake comprehensive planning and to regulate land use for the purpose of protecting the public health, safety and general welfare of its citizens

Section 211.004 and Chapter 213 of the Texas Local Government Code recognizes the importance of municipalities to prepare and adopt their own comprehensive plans.



Frank J. Garza  
City Attorney of Rockwall  
Shareholder at Davidson,  
Troilo, Ream & Garza

- ☑ The participation of citizens in an open, responsible and flexible planning process is essential to the designing of the optimum comprehensive plan and adds the ability to legally defend the plan because of public input and support;
- ☑ Significant decisions and actions affecting the immediate and long-range protection, enhancement, growth and development of communities are made by the City of Rockwall City Council and using the Comprehensive Plan as a guide for its decisions is a must; and,
- ☑ Recommendations by Planning and Zoning and decisions of the Board of Adjustment and City Council are easier to defend if challenged if the decisions are consistent with the Comprehensive Plan.



TED CAIN'S CORNER PARK: CONSTRUCTED IN 2017 TED CAIN'S CORNER PARK IS A POCKET PARK AT THE CORNER OF E. KAUFMAN STREET AND N. SAN JACINTO STREET ON PROPERTY ONCE TED CAIN'S USED CARS.





# CHAPTER 01

## LAND USE AND GROWTH MANAGEMENT







## 01 VISION STATEMENT

The City should incorporate a mix of land uses that will strengthen the economic vitality of the community and provide a broad range of opportunities for living, recreation, shopping, and business. Land uses should be distributed in a manner that fosters a sense of community and provides for distinct neighborhood identities. In addition, residents and visitors should have ready access to amenities that the City offers such as recreation, shopping, and cultural activities.

## 02 GOALS AND POLICY STATEMENTS

### 02.01 GROWTH MANAGEMENT

#### GOAL 01 | LAND USE

Continue to foster economic vitality by providing for a mixture of land uses and densities that will meet civic needs, and encourage quality development that will create an attractive *hometown atmosphere*<sup>1</sup> and not result in *suburban sprawl*<sup>2</sup>.

#### POLICIES

- 1 Preserve the City's current residential to non-residential land use ratio (i.e. 80% Residential; 20% Commercial) in order to maintain a balanced mix of land-uses for fiscal sustainability.
- 2 Provide for open space development throughout the city that will result in the preservation of floodplains and the conservation of open space and natural areas.
- 3 Discourage *Leapfrog*<sup>3</sup> Development and encourage expansion that is contiguous to existing development, in close proximity to the City's existing

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<sup>1</sup>: A "Hometown Atmosphere" is characterized as a community with great social interaction and a high quality of life, one that affords all its residents access to exemplary employment, education and cultural opportunities. This can be synonymous with the idea of a "Small Town Atmosphere".

<sup>2</sup>: Suburban sprawl in this case refers to unplanned, non-contiguous development that puts a strain on the City's services and infrastructure, and is generally not tied to the overall land use plan.

<sup>3</sup>: Leapfrog development is a form of suburban sprawl where the development pattern is scattered leading to gaps in between existing development and new development. The primary motivation for leapfrog development is the lower cost of land in outlying areas.

LEFT: The Harbor District Fountain located adjacent to the Harbor Commercial Shopping Center.



infrastructure, and that will serve as a logical extension of the City's current growth pattern.

- 4 Incorporate neighborhood commercial nodes to allow for small-scale neighborhood services and commercial activity within walking distance of residential subdivisions.
- 5 Strip commercial centers and other inefficient uses of land should be avoided.
- 6 Provide for a range of housing types -- from custom homes on estate lots to urban style housing in the Harbor District and Downtown District -- to accommodate different age groups, incomes and life styles.
- 7 Work with the Rockwall Independent School District (RISD) to identify potential schools sites in areas experiencing high residential growth, and encourage new school facilities to locate in areas where there will be open space and pedestrian trails that connect to the adjacent neighborhoods.
- 8 Ensure there is ample recreation and parkland amenities for residents.

## GOAL 02 | ANNEXATION

Anticipate the possibility of the future annexation of land within the City's Extraterritorial Jurisdiction (ETJ) to facilitate the steady and deliberate growth of the City.

## 02.02 RESIDENTIAL

### GOAL 01 | HOUSING DEMAND

A variety of housing should be provided in specific areas of the city to accommodate a broad range of demand. This includes low-density single-family housing in areas designated for traditional neighborhoods, rural style estate housing in undeveloped and agricultural areas, and urban inspired housing in the City's developed cores (i.e. the Harbor District and the Downtown District).

#### POLICIES

- 1 *Low-Density Residential* land uses should be the predominate residential designation for the City of Rockwall, and should be properly screened from industrial and heavier commercial land uses.
- 2 All residential land uses should be in close proximity to commercial land uses offering neighborhood services to

facilitate the idea of a walkable, connected community.

- 3 *Medium Density Residential* land uses should generally be used where it would serve as a logical extension or continuation of an existing *Medium Density Residential* development, or as a buffer for *Low-Density Residential* land uses from commercial or *High-Density Residential* land uses.
- 4 *High-Density Residential* (e.g. single-family, townhomes, and/or multi-family) land uses should be used as a transitional use from commercial or industrial developments to *Medium-Density Residential* or *Low-Density Residential* land uses, or where it will serve as a logical extension of an existing *High-Density Residential* development.

### GOAL 02 | NEIGHBORHOOD CONCEPT

Encourage land use patterns that provide an effective framework to support the neighborhood concept and that will lead to the establishment of enduring developments.

#### POLICIES

- 1 Where residential uses are proposed through a Planned Development District that abuts an existing residential development, the proposed lots should be the same or a compatible size as the existing lots or be buffered by open space, trails, sidewalks, natural screening, or a roadway.
- 2 In developments where open space, trails, sidewalks, screening, and other common areas are provided, the provision for maintenance of these areas by a Homeowner's Association (HOA) should be required.
- 3 Existing development patterns and surrounding conditions (e.g. lot size, architectural style, public improvements, etc.) should be considered in conjunction with this Comprehensive Plan to determine the appropriate zoning designation for a property.
- 4 At a minimum, new residential development should be equal to or of a higher quality than the existing surrounding residential development.

### GOAL 03 | RESIDENTIAL DEVELOPMENT

#### POLICIES

All residential developments should incorporate the applicable policies contained in

Chapter 8, *Residential Developments*, of this Comprehensive Plan.

## 02.03 COMMERCIAL

### GOAL 01 | COMMERCIAL MIX

Encourage a mix of high quality, commercial land uses that will provide the goods, services, and entertainment options to meet the needs of residents and visitors within the community.

#### POLICIES

- 1 Unless in the IH-30 Corridor, commercial zoning districts should only be approved where a commercial use is eminent and where it would be planned and integrated with the adjacent residential neighborhoods and/or other commercial developments.
- 2 In areas where major roadways intersect - particularly in undeveloped or underdeveloped areas -- commercial zoning should not necessarily be permitted on all four (4) corners of an intersection.
- 3 Strip commercial centers should be avoided to encourage development that will not result in a sprawling community.

### GOAL 02 | CONNECTIVITY

Commercial/retail shopping centers should be pedestrian-oriented and easily accessible to adjacent residential and commercial developments.

#### POLICIES

- 1 Non-transparent fencing and masonry screening walls should be discouraged in areas between residential and commercial/retail shopping centers where a properly sized landscape buffer can be established.
- 2 Commercial/retail shopping centers should be screened from residential areas utilizing landscape buffers that are composed of berms, landscaping and trees.
- 3 The design of commercial/retail shopping centers should incorporate streets, sidewalks and trails to ensure multi-modal access to adjacent residential and commercial developments.
- 4 Commercial developments should be constructed with logical connections and extensions to the City's existing and proposed hike and bike trails.



### GOAL 03 | REGIONAL COMMERCIAL

Preserve the land along IH-30 for a regional or destination shopping center/entertainment venue that will ensure the City maintains a high per capita sales tax advantage.

#### POLICIES

- 1 See the specific Goals and Policies contained in Section 02.01, *IH-30 Corridor Plan*, of Appendix 'B', *Corridor Plans*, of this Comprehensive Plan.

### GOAL 04 | COMMERCIAL DEVELOPMENT POLICIES

All new commercial development should incorporate the applicable policies contained in Chapter 9, *Non-Residential Development*, of this Comprehensive Plan.

### GOAL 05 | LIVE/WORK CROSS ACCESS

All commercial land uses situated within Planned Development District 50 (PD-50) or Planned Development District 53 (PD-53) should adhere to the access plans contained in Appendix A, *Small Area Plans*, of this Comprehensive Plan.

## 02.04 INDUSTRIAL/OFFICE

### GOAL 01 | INDUSTRIAL LAND USES

Reserve adequate land for industrial and employment land uses along SH-276, the future Outer Loop, and other areas of the City deemed appropriate for industrial and employment land uses/development.

#### POLICIES

- 1 Employment centers and commercial land uses should be used to transition to industrial and distribution uses where adjacent to the Outer Loop.
- 2 Continue to define land use along the Outer Loop as development extends east along SH-276.

### GOAL 02 | OFFICE LAND USES

Reserve adequate land for high quality, *Class A* office buildings along IH-30, Ridge Road, in the Harbor District, and other areas of the City deemed appropriate for office and employment land uses/development.

#### POLICIES

- 1 High quality, multi-story office buildings should be encouraged to locate along Ridge Road and in the Harbor District to maximize the scenic views offered by Lake Ray Hubbard.

### GOAL 03 | SCREENING

Ensure that industrial developments are adequately buffered/screened from residential land uses.

#### POLICIES

- 1 Roadways and open space should be utilized as a natural separation between industrial areas and residential subdivisions.
- 2 Buffers utilizing a combination of berms, landscaping and trees should be used for industrial properties that are adjacent to non-industrial land uses or agricultural land.
- 3 Commercial and employment uses should be used as a logical transition from industrial developments to lower intensity developments or residentially zoned or used land.

### GOAL 04 | INDUSTRIAL DEVELOPMENT POLICIES

All new industrial development should also incorporate the applicable policies contained in Chapter 9, *Non-Residential Development*, of this Comprehensive Plan.

## 02.05 MIXED-USE

### GOAL 01 | MIXED-USE DEVELOPMENT

Encourage mixed-use development (*i.e. the blending of land uses both horizontally and vertically*) that will result in a strong sense of community, foster neighborhood identity, and aid in the efficient use of land.

#### POLICIES

- 1 Encourage vertical mixed-use<sup>4</sup> development of residential, commercial, and office land uses in the Harbor District and along Ridge Road (*i.e. Planned Development District 1 [PD-1]*) as indicated on the *Future Land Use Plan*.
- 2 Encourage new residential developments to incorporate a mixture of commercial/retail land uses to ensure that neighborhood service uses are provided within walking distance of residential

<sup>4</sup>: A vertical mixed-use building combines different uses (e.g. these buildings will typically incorporate commercial/retail uses with residential) with the bottom floor usually being composed of more public uses (e.g. commercial/retail) and the top floors more private uses (e.g. residential or office).

subdivisions. This creates mixed-use walkable neighborhoods<sup>5</sup>.

- 3 Continue to support residential properties in transitional areas by allowing these properties the ability to be designated as *Live/Work* units (*i.e. live, work or live and work*). This also provides a transition from residential to non-residential land uses.
- 4 Reduce barriers (e.g. walls, parking lots, solid landscaping, fences, etc.) between land uses to encourage pedestrian connectivity.

## 02.06 DOWNTOWN DISTRICT AND CITY CENTER

### GOAL 01 | PRESERVATION AND CULTURE

Ensure that the Downtown District and Old Town Rockwall (OTR) Historic District maintain their position as the cultural heart of the community.

#### POLICIES

- 1 Commercial and residential infill development<sup>6</sup> should be encouraged in the Downtown District.
- 2 Continue to protect and preserve the historic identity of the neighborhoods surrounding the Downtown District, and enhance these areas by promoting appropriate infill development and redevelopment.
- 3 Encourage mixed-use and urban style housing within the Downtown District that is complimentary to the scale and architectural character of the existing buildings.
- 4 Encourage the conservation and adaptive reuse of historic structures in the downtown area by promoting the *Live/Work* provisions contained in the Downtown (DT) District zoning ordinance.
- 5 Ensure that retail, personal, and professional service uses are clustered in the Downtown District.

<sup>5</sup>: A mixed-use walkable neighborhood is typically composed of horizontal mixed-use (*i.e. single use buildings on a development designated for multiple land uses*) where the uses are ideally within a five (5) to ten (10) minute walk of each other or roughly a ¼-mile radius of the neighborhood center.

<sup>6</sup>: Infill development is defined as new construction of scattered vacant or underutilized lots in an established neighborhood or business district in the community.



## GOAL 02 | DOWNTOWN DEVELOPMENT POLICIES

All new development within the downtown or city center should incorporate the applicable policies contained in Appendix 'C', *Small Area Plans*, of this Comprehensive Plan.

### 03 IMPLEMENTATION STRATEGIES

#### 03.01 GROWTH MANAGEMENT

- 1 Develop a model that can be used to analyze future zoning and land use decisions that are associated with new development. This model should create a rational link between the Future Land Use designation of a property and the resulting impact of a proposed development, and further assist elected and appointed officials in making informed decisions that will benefit the community.
- 2 Utilize Fiscal Impact Analysis (FIA)<sup>7</sup> to create a fiscal impact model for the purpose of relating cost of service, assessed value, and taxable value to potential changes in land uses – as recommended in the City's Strategic Plan -- for the purpose of assisting elected and appointed officials in making informed decisions that will benefit the community.
- 3 Incorporate procedures to involve the Rockwall Independent School District (RISD) in the development process to inform the school district of residential growth and help them plan for necessary school facilities to serve the community.
- 4 Work with City Administrators and the City Council to create an Annexation Plan in accordance with Section 43.052 of the Texas Local Government Code to address the possibility of future annexation of land within the City's Extraterritorial Jurisdiction (ETJ).
- 5 Review the City's Agricultural (AG) District standards to ensure that land can remain agriculturally zoned and designated until development of a site is eminent.
- 6 Review the Future Land Use Map on an annual basis to ensure conformance to the policies contained within this

<sup>7</sup>: Fiscal Impact Analysis (FIA) is an measurement tool that estimates the impact of development or changes in land use on the revenues and service costs associated with the development or change.

Comprehensive Plan and to account for changes in annual growth/development patterns.

#### 03.02 RESIDENTIAL

- 1 Review the City's current residential development standards contained in the Unified Development Code to ensure compliance with the policies contained within this Comprehensive Plan.
- 2 Review the City's residential screening requirements contained in the Unified Development Code to ensure conformance to the policies contained within this Comprehensive Plan.
- 3 Review the Future Land Use Map on an annual basis to ensure conformance to the policies contained within this Comprehensive Plan and to account for annual residential zoning changes.

#### 03.03 COMMERCIAL

- 1 Review the City's commercial screening requirements contained in the Unified Development Code to ensure conformance to the policies contained within this Comprehensive Plan.
- 2 Review the City's commercial development regulations contained in the Unified Development Code to ensure conformance to the policies contained within this Comprehensive Plan.
- 3 Review the City's zoning map to identify inconsistencies in land use with the Future Land Use Map for properties in the IH-30 Corridor, and work with stakeholders to resolve these issues.
- 4 Review the Future Land Use Map on an annual basis to ensure conformance to the policies contained within this Comprehensive Plan and to account for annual commercial zoning changes.

#### 03.04 INDUSTRIAL/OFFICE

- 1 Study the SH-276 Corridor and create a corridor plan that can provide a vision, goals, and policies to guide the growth of the corridor. This plan can be incorporated in Appendix 'B', *Corridor Plans*, of this Comprehensive Plan during the annual update.
- 2 Review the City's Permitted Land Use Charts contained in the Unified Development Code to ensure that the employment land use designation on the Future Land Use Map is compatible with

the City's zoning districts and the permitted land uses within those zoning districts, make any changes necessary.

- 3 Review the Future Land Use Map on an annual basis to ensure conformance to the policies contained within this Comprehensive Plan and to account for annual industrial/office zoning changes.

#### 03.05 MIXED-USE

- 1 Review the residential and non-residential development standards contained in the Unified Development Code to ensure compliance with the policies contained within this Comprehensive Plan.

#### 03.06 DOWNTOWN DISTRICT AND CITY CENTER

- 1 Continue to use the Historic Preservation Advisory Board (HPAB) to ensure that all infill development and alterations of existing structures within the Old Town Rockwall (OTR) Historic District are in conformance with the Historic Preservation Guidelines contained in the Unified Development Code.
- 2 Review and update the Downtown Plan (*Downtown Plan: Blue Print for a Downtown Village*) and incorporate the findings into this Comprehensive Plan.

### 04 MAP INDEX

See the following map located in Appendix C, *Maps*, of this Comprehensive Plan:

- Future Land Use Plan (1)

### 05 FUTURE LAND USE PLAN

The Future Land Use Plan is composed of the Land Use Plan, the Land Use Plan Designations and the Land Use Plan Districts contained in this section. It is important to note that the Future Land Use Plan does not represent zoning and it does not dictate or regulate the use of land within the City's Extraterritorial Jurisdiction (ETJ). The Future Land Use Plan is intended to be a depiction of the City's ideal land use pattern, and to be a guide for future zoning decision used by appointed and elected officials.

#### 05.01 LAND USE PLAN DESIGNATIONS

The following *Land Use Plan Designations* represent the various categories of land use within the City of Rockwall. Each of these designations are assigned to general areas of



the City based on the policies and guidelines contained in this Comprehensive Plan, and the assumptions for the future growth of the community provided by the Comprehensive Plan Advisory Committee (CPAC). Each of the following 15 *Land Use Plan Designations* includes a definition or description of the *Land Use Designation*, a list of the primary and secondary land use examples, the corresponding zoning districts that are typically associated with the *Land Use Designation*, and examples of existing land uses that exemplify the intention of the *Land Use Designation*. In addition, images depicting the ideal development for each of the 15 *Land Use Plan Designations* have been provided. These images have been taken from existing developments in the City of Rockwall, and in some cases areas of other cities that best convey the intent of the *Land Use Designation*.



# 05 FUTURE LAND USE PLAN

## 01 LAND USE PLAN DESIGNATIONS

### 01.01 RESIDENTIAL ● ● ●

#### ● LOW DENSITY RESIDENTIAL (LDR)

The *Low Density Residential* land use category consists of residential subdivisions that are two (2) units per gross acre or less; however, a density of up to two and one-half (2½) units per gross acre may be permitted for developments that incorporate increased amenity and a mix of land uses (see Chapter 8, *Residential Developments, of this Comprehensive Plan*).

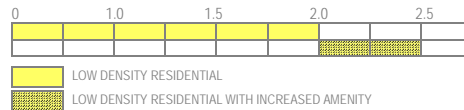
##### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Suburban, Estate and Rural Residential (i.e. *Single-Family Detached Homes*)
- 2 Secondary Land Uses: Amenities, Parks, Open Space, and Institutional/Civic Land Uses
- 3 Zoning Districts: All Single-Family Estate (SFE) Districts (i.e. SFE 1.5, 2.0 & 4.0), certain Planned Development (PD) Districts and the Single-Family One (SF-1) District.

##### EXISTING LAND USE EXAMPLES

- 1 Breezy Hill Subdivision
- 2 Stone Creek Subdivision
- 3 Oaks of Buffalo Way Subdivision

##### RESIDENTIAL DENSITY CHART



#### ● MEDIUM DENSITY RESIDENTIAL (MDR)

The *Medium Density Residential* land use category consists of residential subdivisions that are greater than two and one-half (2½) units per gross acre, but not higher than three (3) units per gross acre; however, a density of up to three and one-half (3½) units per gross acre may be permitted for developments that incorporate increased amenity and a mix of land uses (see Chapter 8, *Residential Developments, of this Comprehensive Plan*).

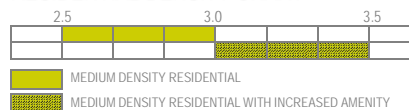
##### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Suburban Residential (i.e. *Single-Family Detached Homes*)
- 2 Secondary Land Uses: Amenities, Parks, Open Space, and Institutional/Civic Land Uses
- 3 Zoning Districts: Certain Planned Development (PD) Districts and the Single-Family 16 (SF-16) District

##### EXISTING LAND USE EXAMPLES

- 1 Caruth Lakes Subdivision
- 2 Lago Vista Subdivision
- 3 Park Place Subdivision

##### RESIDENTIAL DENSITY CHART



#### ● HIGH DENSITY RESIDENTIAL (HDR)

The *High Density Residential* land use category may consist of single-family residential homes, duplexes, townhomes, apartments, lofts, condominiums or other forms of housing that exceed three and one-half (3½) units per gross acre. These developments should contain increased amenities and open space, and incorporate pedestrian connectivity to adjacent land uses.

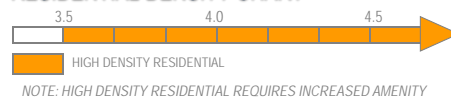
##### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Suburban and Urban Residential (i.e. *Single-Family Detached, Single-Family Attached, Zero Lot Line Homes, Townhomes, Duplexes, Condominiums and Multi-Family Apartments*)
- 2 Secondary Land Uses: Amenities, Parks, Open Space, and Institutional/Civic Land Uses
- 3 Zoning Districts: Certain Planned Development (PD) Districts, Single-Family 10 (SF-10) District, Single-Family 8.4 (SF-8.4) District, Single-Family 7 (SF-7) District, Zero Lot Line (ZL-5) District, Two Family (2F) District, and the Multi-Family 14 (MF-14) District.

##### EXISTING LAND USE EXAMPLES

- 1 Turtle Cove Subdivision
- 2 Sixteen50 @ Lake Ray Hubbard Apartments
- 3 Mission Rockwall Apartment Complex

##### RESIDENTIAL DENSITY CHART





## 01.02 COMMERCIAL ●●●●

### ● COMMERCIAL/RETAIL (CR)

The *Commercial/Retail* land use category is characterized by single to multi-tenant commercial retail centers along major arterials at key intersections. These areas are typically considered to be convenience shopping centers and service adjacent residential subdivisions. Zoning in conformance with the Commercial/Retail land uses category can be incorporated into a Planned Development (PD) District as part of a larger mix-use master planned community, and may vary in size depending on the adjacent service area. In certain cases where commercial land uses are eminent, it may be appropriate to incorporate zoning in conformance to the Commercial land use category on all four (4) corners of an intersection; however, this is not necessary in all cases. These areas should be designed with the pedestrian in mind, and provide connections between the commercial land use and the adjacent residential subdivision.

#### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Commercial Retail Buildings, Restaurants/Brew Pubs, Multi-Tenant Commercial Centers, Neighborhood Centers and Convenience Centers
- 2 Secondary Land Uses: Office/Financial Institutions, Parks, Open Space, and Institutional/Civic Land Uses
- 3 Zoning Districts: Neighborhood Services (NS) District, General Retail (GR) District, Commercial (C) District and certain mixed-use Planned Development (PD) Districts

#### EXISTING LAND USE EXAMPLES

- 1 Shops at Stone Creek
- 2 Corner of the Intersection of N. Lakeshore Drive and N. Goliad Street [SH-205]
- 3 Walmart Neighborhood Market Shopping Center



### ● COMMERCIAL/INDUSTRIAL (CI)

The *Commercial/Industrial* land use category typically is characterized by smaller business and industrial land uses that are focused around assembly, manufacturing and fabrication. This designation may also accommodate land uses that require outside storage. These areas are also appropriate for small business and business incubator arrangements. Land uses under this designation should be heavily screened by landscaping and should be separated from other land uses using large buffers and roadways. These areas are not appropriate adjacent to residential land use designations and should be separated from these areas using transitional land uses.

#### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Small Scale Manufacturing, Assembly, and Fabrication Businesses, Business Incubators, Contractors Shops, and Heavy Equipment/Truck Rental Businesses
- 2 Secondary Land Uses: Warehouse and Outside Storage
- 3 Zoning Districts: Heavy Commercial (HC) District and Heavy Industrial (HI) District

#### EXISTING LAND USE EXAMPLES

- 1 Areas Adjacent to National Drive
- 2 Areas Adjacent to Sids Road

### ● BUSINESS CENTERS (BC)

The Business Center land use designation is intended to provide areas with a variety of employment options. While focusing on employment land uses, these areas may also incorporate limited supporting land uses (*e.g. restaurants and commercial-retail*) that complement the primary land uses. These areas should be designed with public amenities and greenspaces, increased landscaping, and unique design features that will help create a sense of place.

#### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Professional Offices, Corporate Offices, General Offices, Institutional Land Uses, Research and Design/Development Businesses, and Technology/Data Centers.
- 2 Secondary Land Uses: Supporting Restaurants and Commercial-Retail Land Uses, Hotels, Parks, Open Space and Civic Uses
- 3 Zoning Districts: Commercial (C) District, Light Industrial (LI) District, Research/Technology (RT) District and Planned Development (PD) Districts

#### EXISTING LAND USE EXAMPLES

- 1 Trend Tower



## TECHNOLOGY/EMPLOYMENT CENTERS (TEC)

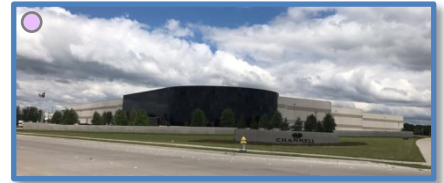
The *Technology/Employment Centers* land use category is characterized by employment-oriented businesses, which are generally situated in larger centers (e.g. *Rockwall Technology Park*) with access to key transportation networks. These uses should utilize large setbacks, campus style green spaces and large berms/buffers to shrink the scale of the buildings and provide park-like amenities that are complementary to the City's other land use districts. Generally, these areas should not be directly adjacent to Low or Medium Density Residential land use designations and should be buffered from low-density single-family subdivisions utilizing transitional land uses.

### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Clean Manufacturing Centers, Technology/Data Centers, Research and Design/Development Businesses, General Office Land Uses, Flexible Space (i.e. Office/Warehouse Combinations Land Uses), and Light Assembly Businesses
- 2 Secondary Land Uses: Parks, Open Space, Civic/Institutional and Certain Complementary Commercial Land Uses (e.g. Office/Showroom)
- 3 Zoning Districts: Light Industrial (LI) District, Research/Technology (RT) District and Planned Development (PD) Districts

### EXISTING LAND USE EXAMPLES

- 1 Rockwall Technology Park
- 2 Channell Commercial Corporation



## SPECIAL DISTRICTS

### LIVE/WORK (LW)

The *Live/Work* land use designation is characterized by the reuse of single-family properties as low-intensity office or retail land uses. These areas are considered to be transitional and require added flexibility for the purpose of maintaining a specific small town aesthetic along major roadways. These areas are used to buffer residential areas from major roadways or more intense commercial land uses. This designation also allows live/work arrangements where a single-family structure may continue to serve as residence, while also supporting a low-intensity office or retail store.

### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Professional Offices, Boutiques, Art/Music Studios, and Antique and Collectable Shops.
- 2 Secondary Land Uses: Banquet Facilities, Small Restaurants, Veterinarian Clinics for Small Animals, and Open Space
- 3 Zoning Districts: Residential-Office (RO) District and Planned Development (PD) Districts

### EXISTING LAND USE EXAMPLES

- 1 N. Goliad Street Between East Fork Road and the Downtown
- 2 West Side of Ridge Road after the SH-205/Ridge Road Split
- 3 N. Goliad Street Across from the YMCA



### MIXED-USE (MU)

The *Mixed-Use* land use designation is characterized by mixed-use developments that typically offer a mix of housing types and residential densities with integrated retail, personal services and/or office. These areas can be both vertically and horizontally integrated with a mix of land uses, and are generally designed as walkable/pedestrian friendly developments. The residential component can include single-family homes, townhouses, condominiums, urban housing, lofts, or multi-family. Vertically integrated mixed-use developments typically incorporate structured parking at the center of the block, recreational and pedestrian amenities and have ground floor commercial/retail, office or personal services.

### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Retail, Office, Restaurant and Residential Land Uses
- 2 Secondary Land Uses: Parks, Open Space, Trails, and Institutional/Civic Land Uses
- 3 Zoning Districts: Downtown (DT) District and Planned Development (PD) Districts

### EXISTING LAND USE EXAMPLES

- 1 Rockwall Commons
- 2 Harbor District



## ● DOWNTOWN (DT)

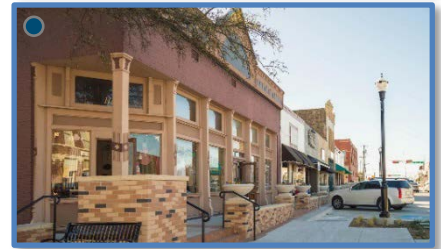
The *Downtown* land use designation should include a mixture of land uses that are complementary to the existing development pattern and are intended to add to the attractive, pedestrian-oriented environment of Rockwall's historic downtown. In addition, this area is the historic core of the City and should continue to be a symbol of community life in Rockwall. The policies adopted in Appendix 'C', *Small Area Plans*, of this Comprehensive Plan should generally regulate this land use designation.

### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Retail, Office, Restaurant and Residential Land Uses
- 2 Secondary Land Uses: Institutional/Civic Land Uses
- 3 Zoning Districts: Downtown (DT) District

### EXISTING LAND USE EXAMPLES

- 1 Downtown Square and Surrounding Areas



## ● SPECIAL COMMERCIAL CORRIDOR (SC)

The *Special Commercial Corridor* land use designation is intended to provide an area for commercial/retail and regional commercial/retail activity centers that are intended to support and serve the entire region. This area should include the recommendations contained in Appendix 'B', *Corridor Plans*, of this Comprehensive Plan.

### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Regional Shopping Centers, Entertainment, Retail, Personal Services, Restaurant, Corporate Offices, Employment and Recreation Land Uses
- 2 Secondary Land Uses: Residential, Open Space, Parks, Trails, Banks, Service Stations and Institutional/Civic Land Uses (Secondary Land Uses should be integrated into a Larger Development)
- 3 Zoning Districts: Commercial (C) District and Planned Development (PD) District

### EXISTING LAND USE EXAMPLES

- 1 IH-30 Corridor

## PUBLIC LAND AND OPEN SPACE ● ● ● ●

## ● PARKS AND OPEN SPACE (OS)

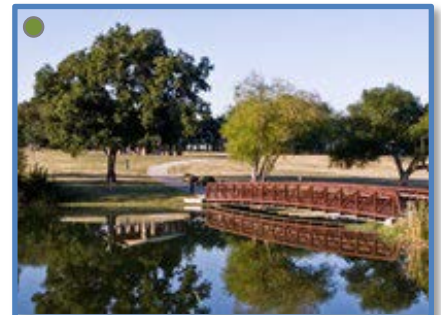
The *Parks and Open Space* land use designation includes all floodplains and major public open spaces (e.g. *neighborhood parks, community parks, greenbelts, trail systems, etc.*). These areas should be preserved and are intended to provide citywide recreation/trail opportunities and natural drainage areas that help define the character of Rockwall.

### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Floodplain, Open Space, Parks, and Trails Land Uses
- 2 Secondary Land Uses: N/A
- 3 Zoning Districts: N/A

### EXISTING LAND USE EXAMPLES

- 1 Harry Myers Park



## ● PUBLIC (P)

The *Public* land use designation includes uses that are operated exclusively by a public body that serve the public's health, safety or general welfare. This land use designation includes land uses such as public schools, libraries, the airport, the City's administrative and service facilities, and any other state or federal facilities.

### DESIGNATION CHARACTERISTICS

- 1 Primary Land Uses: Schools, Libraries, Fire Stations, Pump Stations, Water Towers, Police Stations, City Administrative Offices, and County, State or Federal Facilities
- 2 Secondary Land Uses: Open Space, Parks, and Trails Land Uses
- 3 Zoning Districts: N/A

### EXISTING LAND USE EXAMPLES

- 1 City Place
- 2 County Courthouse
- 3 Municipal Courts Building



## ● QUASI-PUBLIC (QP)

The *Quasi-Public* land use designation is for land uses that are operated by a private non-profit educational, religious, recreational, charitable, or medical institution having the purpose primarily of serving the general public.

### DESIGNATION CHARACTERISTICS

- 1 *Primary Land Uses:* Churches, Private Schools, Universities, Community Centers, Youth and Senior Citizen Recreational Facilities, Private Hospitals, and Similar Land Uses
- 2 *Secondary Land Uses:* N/A
- 3 *Zoning Districts:* N/A

### EXISTING LAND USE EXAMPLES

- 1 Presbyterian Hospital of Rockwall
- 2 First Baptist Church
- 3 Lake Pointe Church
- 4 YMCA



## ● CEMETERY (CEM)

The *Cemetery* land use designation is intended to be used for the burial of the animal or human dead and is dedicated for cemetery purposes.

### DESIGNATION CHARACTERISTICS

- 1 *Primary Land Uses:* Cemetery
- 2 *Secondary Land Uses:* N/A
- 3 *Zoning Districts:* Agricultural (AG) District and Cemetery (CEM) Districts

### EXISTING LAND USE EXAMPLES

- 1 Rockwall Memorial Cemetery
- 2 Rest Haven Funeral Home & Cemetery



# 05 FUTURE LAND USE PLAN

## 02 LAND USE DISTRICTS

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### PURPOSE OF THE LAND USE DISTRICTS

The purpose of breaking the *Future Land Use Plan* down into districts is to provide comprehensive strategies for future growth in specific areas of the City that may not be applicable citywide. These district maps can also be offered to the City's various boards and commissions and the City Council to provide an overview of a specific area when contemplating policy changes that could affect said area.

Each of the land use districts is composed of (1) a description of the district, (2) district strategies -- which help explain the growth objectives for the district --, (3) a map of the future land use designations and thoroughfare planning, (4) information relating to current housing, population and commercial statistics, (5) build out information relating to housing and population, (6) points of reference, (7) table and graphical data relating to *Future Land Use Designation* acreages and composition, (8) a breakdown of residential, commercial and mixed use land uses -- which are aggregates of the *Future Land Use Designations* --, and (9) pictures showing current development in the district and potential future development based on the images in the *Land Use Plan Designations* of this section of this Comprehensive Plan (i.e. Section 01.05.01). For more information concerning the components of the *Land Use Plan Districts*, see the *Components of the Land Use Plan Districts* in the right hand sidebar of this page.

### COMPONENTS OF THE LAND USE PLAN DISTRICTS

The following section breaks out the *Land Use Plan* into *Districts* and provides a summary of the land uses, number of current houses and businesses, estimated current population, estimated houses and population at build out, and land use strategies for each district. Below is an explanation of each component of the *Land Use Plan Districts*.



*Existing Houses.* This icon indicates the total number of houses that are currently existing in the district.



*Existing Businesses.* This icon indicates the total number of businesses that are currently existing in the district.



*Estimated Population.* This icon indicates the estimated existing population within the district.



*Percent of Total Houses.* This icon indicates the percent of the total housing that currently exists in the district.



*Percent of Total Businesses.* This icon indicates the percent of the total businesses that currently exist in the district.



*Percent of Total Population.* This icon indicates the percent of the total population that currently exists in the district.



*Estimated Houses at Build Out.* This icon indicates the estimated total number of houses in the district at build out.



*Estimated Population at Build Out.* This icon indicates the estimated total population in the district at build out.



*Current and Future Palettes.* These borders around pictures indicate current (i.e. dark blue) and future (i.e. light blue) *Land Use Plan Designation* examples.



*Design Element.* This icon indicates a design element that relates to district or corridor identity.

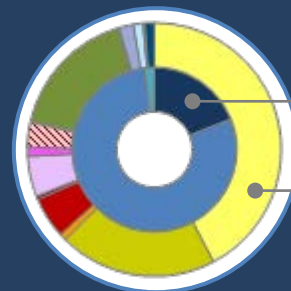


*Points of Reference.* This icon indicates a point of interest that is intended to help orient the reader to the district.



*Significant Area.* The cross hatched pattern indicated an area that is either in transition or has significance within the district.

*Land Use Doughnut Chart.* Each district includes a doughnut chart that breaks down both *Land Uses* and *Land Use Designations*. The outer ring is a summary of the *Land Use Designations* in the district and the inner ring is a summary of the *Land Uses* in the district. In addition, a summary of all the land uses and their corresponding acreages have been provided in a chart adjacent to the district map.



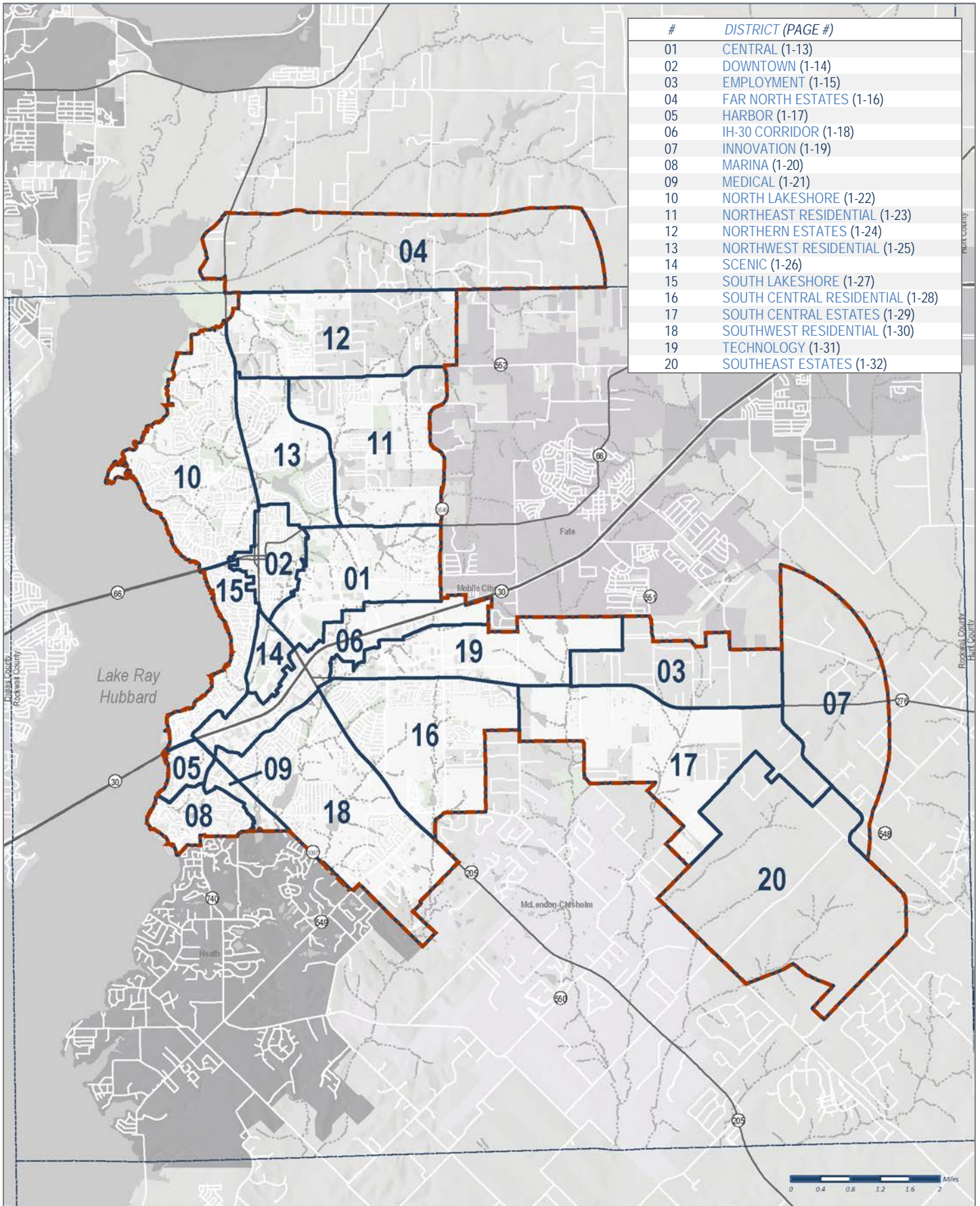
*Land Use (i.e. Commercial, Residential or Mixed Use)*

*Land Use Designation (e.g. HDR, LDR, C, OS, etc.)*

*Master Thoroughfare Plan.* Each district has been overlaid with the *Master Thoroughfare Plan*, and the corresponding designations have been included in a chart adjacent to the district map.



# 00 OVERVIEW MAP





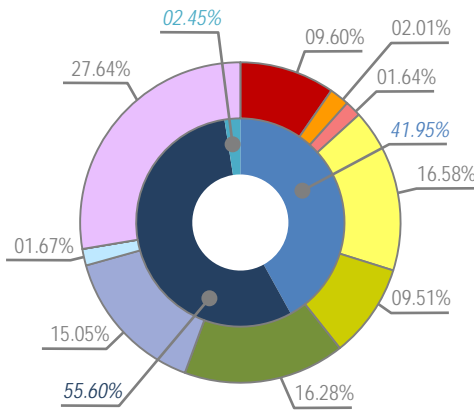
# 01 CENTRAL DISTRICT DISTRICT STRATEGIES

## DISTRICT DESCRIPTION

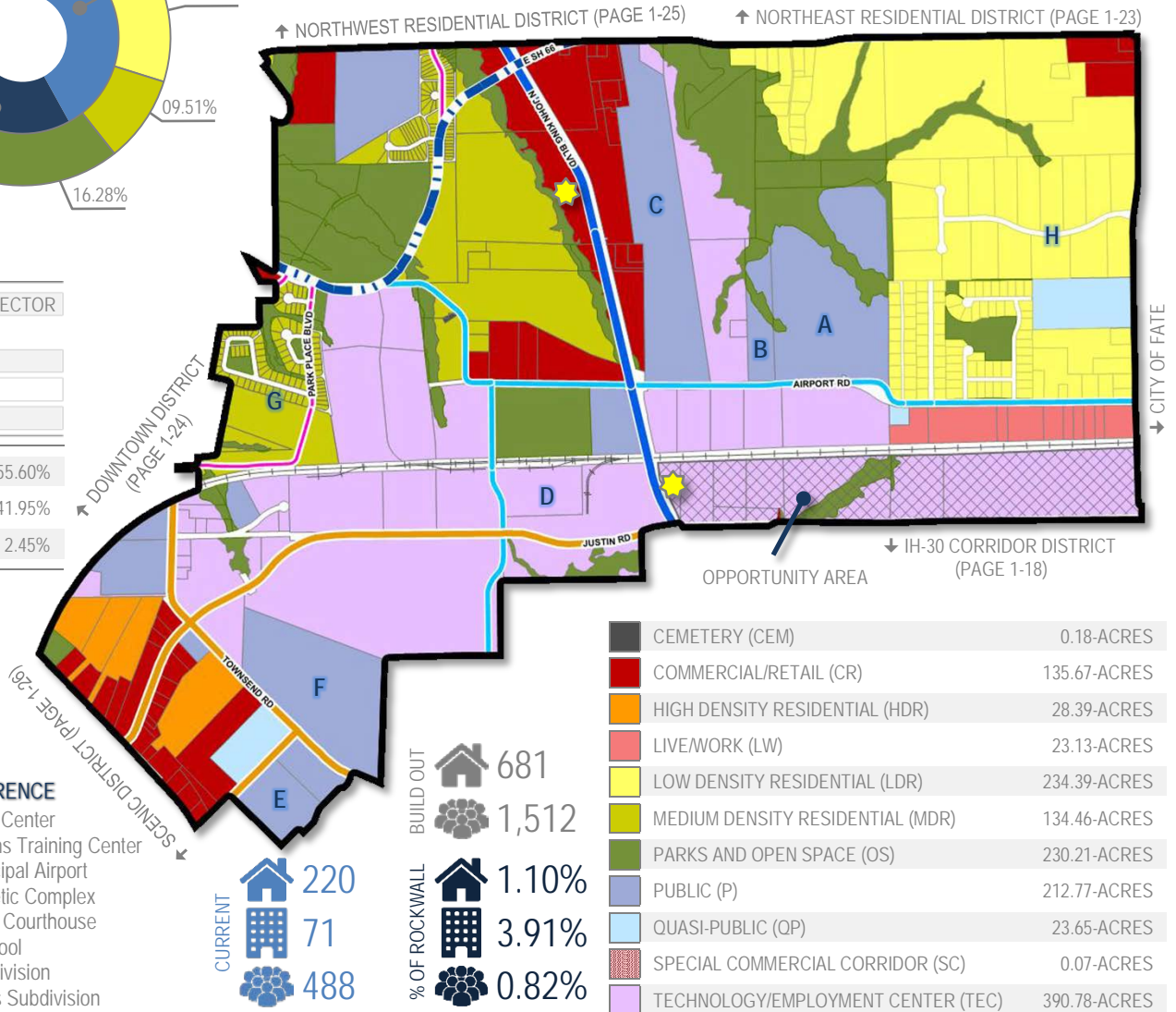
The *Central District* is composed of a wide range of land uses that vary from single-family to industrial. The district's residential areas consist of suburban residential (e.g. *Park Place*), estate and rural residential (e.g. *Rolling Meadows Subdivision*), and higher density residential developments (e.g. *Evergreen Senior Living*). The *Central District* also incorporates a high volume of industrial land uses adjacent to the *Union Pacific/Dallas Garland and Northeastern Rail Road* line that bisects the district -- and *City* -- in an east/west direction. The *Ralph Hall Municipal Airport* and several other large public/school facilities are also located within the boundaries of this district.

 John King Boulevard Trail Plan  
Rest Stop/Trailblazer Pylon

- 1 Live/Work.** The live/work designation in this district is intended to provide flexibility for land owners, adjacent to the railroad tracks, to transition their properties -- *when appropriate* -- to low intensity office/retail land uses that are similar in scale and scope to the adjacent residential properties.
- 2 Suburban Residential.** While many of the larger tracts in this area are not large enough to support a master planned community (*which is characteristic of Northern Estates and Northwest Residential Districts*), any new *Suburban Residential* developments should include a mix of larger to mid-sized lots. Lots in these developments should not be smaller than existing *Suburban Residential* lots in this district, but should be comparable in size to newer developments (i.e. *Ridgecrest Subdivision*). In addition, newer subdivisions adjacent to existing larger lot subdivisions should provide a transition (e.g. *larger lots or a large landscape buffer*) adjacent to the existing subdivision.
- 3 Commercial/Retail Centers.** The commercial/retail centers in this district are intended to support existing and proposed residential developments, and should be compatible in scale with adjacent residential structures (i.e. *are more characteristic of neighborhood/convenience centers*); however, areas adjacent to John King Boulevard should be capable of accommodating mid to large-scale commercial users. All commercial developments should incorporate appropriate screening (e.g. *berms, landscaping and large buffers*) to transition uses.
- 4 Industrial/Special Commercial Corridor Opportunity Area.** The area south of the railroad tracks that is indicated by a crosshatched pattern represents an opportunity area in the City of Rockwall. Due to its adjacency to the railroad tracks, the land is naturally suitable for *Technology/Industrial* land uses; however, due to the land's adjacency to strategically located parcels along IH-30 the land could be utilized as part of a larger development in the *Special Commercial Corridor*.
- 5 John King Boulevard Trail Plan.** A ten (10) foot hike/bike trail should be incorporated along John King Boulevard with rest stops and signage as indicated in *Appendix 'B'* of this Comprehensive Plan.



Line Style	Category	Percentage
Thin solid line	MINOR COLLECTOR	
Thick solid line	M4U	
Thick dashed line	M4D	
Thick solid line	P6D	
Thick solid line with square	TXDOT 4D	
Dark blue square	COMMERCIAL	55.60%
Light blue square	RESIDENTIAL	41.95%
Light green square	MIXED USE	2.45%



## POINTS OF REFERENCE

- A. Animal Adoption Center
- B. Regional Firearms Training Center
- C. Ralph Hall Municipal Airport
- D. Leon Tuttle Athletic Complex
- E. Rockwall County Courthouse
- F. Utley Middle School
- G. Park Place Subdivision
- H. Rolling Meadows Subdivision

**BUILD OUT**

- House icon: 681
- Flower icon: 1,512

**% OF ROCKWALL**

- House icon: 1.10%
- Flower icon: 0.82%

**CURRENT**

- House icon: 220
- Flower icon: 488

# 02 DOWNTOWN DISTRICT

## DISTRICT DESCRIPTION

The *Downtown District* is the cultural heart of the community and embodies the small town atmosphere that is characteristic of the City of Rockwall. Being the original town area, this district is significantly developed and contains the City's oldest residential and commercial buildings. This district also includes the City's Old Town Rockwall (OTR) Historic District, which is composed of housing that dates back to the late 1800's. The *North Goliad Corridor* -- also identified by its zoning classification (i.e. PD-50) -- is a unique *Live/Work* corridor that supports a range of small boutiques (with a SUP) and offices, and represents a successful adaptive reuse effort by the City. In the future, the City will need to balance the attractiveness of redevelopment in the Downtown area with the small town atmosphere that makes Rockwall unique to its residents.

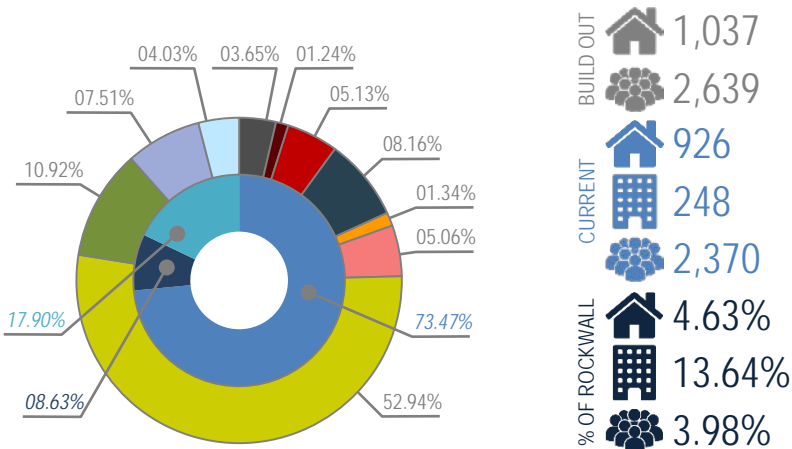
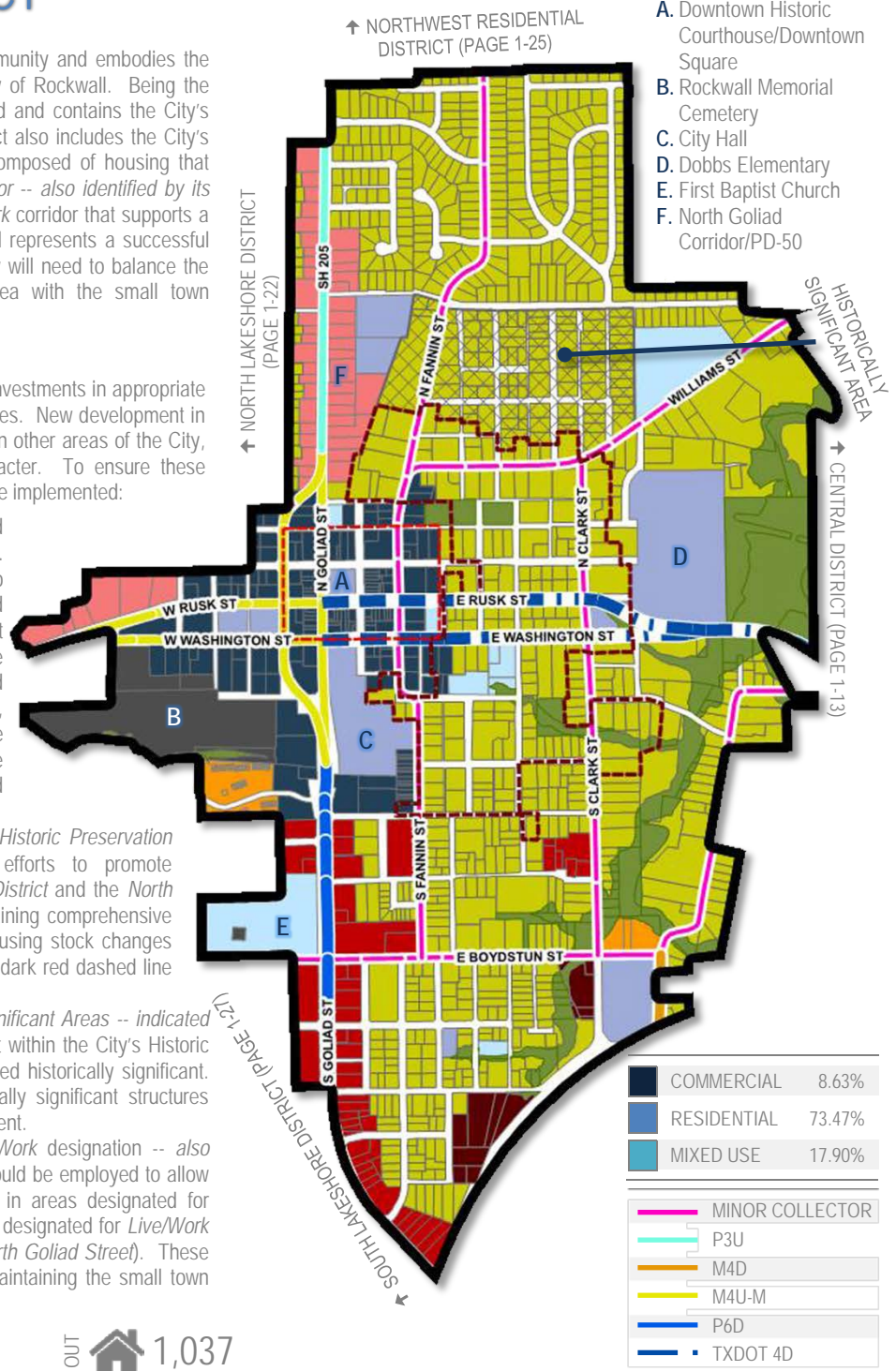
## DISTRICT STRATEGIES

The *Downtown District* will continue to prosper through investments in appropriate infill development and adaptive reuse of existing structures. New development in this area should be held to a higher level of scrutiny than other areas of the City, to ensure that the district retains its small town character. To ensure these objectives are achieved, the following strategies should be implemented:

- 1 Downtown Square.** The *Downtown Square* should be preserved as a historical mixed-use area. Adaptive reuse strategies should be employed to protect and preserve the historic architecture and significance in the district, and redevelopment should be discouraged. In cases where redevelopment is appropriate, architecture and design standards that take into account the form, function and time-period of the existing of the downtown square should be implemented. The downtown square is indicated by the red dashed line (---).
- 2 Historic District and North Goliad Corridor.** The *Historic Preservation Advisory Board (HPAB)* should continue its efforts to promote preservation and appropriate infill in the *Historic District* and the *North Goliad Corridor* (i.e. PD-50). This includes maintaining comprehensive and accurate records of how this area and its housing stock changes over time. The Historic District is indicated by the dark red dashed line on the district map (---).
- 3 Historically Significant Areas.** The *Historically Significant Areas* -- indicated in the crosshatched area --- are areas that are not within the City's Historic District, but contain housing stock that is considered historically significant. This area should look to preserve these historically significant structures while continuing to allow appropriate infill development.
- 4 Live/Work.** The flexibility provided by the *Live/Work* designation -- also allowed in the *Downtown (DT)* zoning district -- should be employed to allow for adaptive reuse of the existing housing stock in areas designated for *Downtown (DT)* District land uses and in the areas designated for *Live/Work* land uses (i.e. adjacent to *W. Rusk Street* and *North Goliad Street*). These districts are important to allowing change while maintaining the small town atmosphere of the Downtown area.

## POINTS OF REFERENCE

- A. Downtown Historic Courthouse/Downtown Square
- B. Rockwall Memorial Cemetery
- C. City Hall
- D. Dobbs Elementary
- E. First Baptist Church
- F. North Goliad Corridor/PD-50



CEMETERY (CEM)	17.11-ACRES
COMMERCIAL/INDUSTRIAL (CI)	5.82-ACRES
COMMERCIAL/RETAIL (CR)	24.06-ACRES
DOWNTOWN (DT)	38.24-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	6.27-ACRES
LIVE/WORK (LW)	23.73-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	248.09-ACRES
PARKS AND OPEN SPACE (OS)	51.16-ACRES
PUBLIC (P)	35.21-ACRES
QUASI-PUBLIC (QP)	18.89-ACRES



# 03 EMPLOYMENT DISTRICT

## DISTRICT DESCRIPTION

The *Employment District* is a transitional mixed-use district that has a variety of medium density residential and industrial/commercial land uses. In certain areas of the district, the existing medium density residential land uses are considered to be interim in nature and may be subject to change in the future. The commercial uses in this district utilize SH-276 and its connectivity to other major roadways (e.g. FM-549, SH-205, and John King Boulevard) that ultimately lead to IH-30. In the future, this district is intended to provide areas for the expansion of the City's employment sectors, and is ideal for incubator and small office/warehouse uses west of Blackland Road, and larger corporate uses east of Blackland Road.

## POINTS OF REFERENCE

- A. Wat Lao Siribuddhavas Temple
- B. North Fork Farms Subdivision
- C. Sun Acres Subdivision
- D. Equestrian Estates Subdivision

## LAND USE PALETTES

- Current Land Use
- Future Land Use

## DISTRICT STRATEGIES

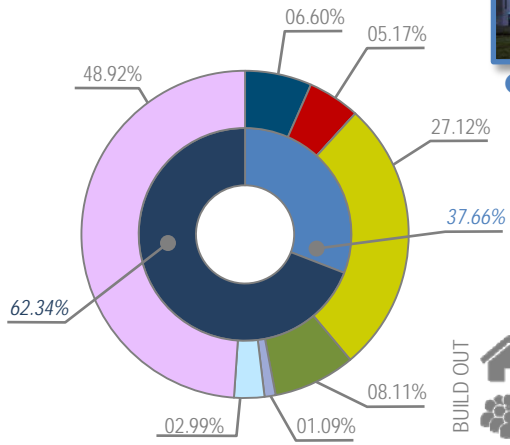
With the possibility of the future Outer Loop following the current alignment of FM-548, the *Employment District's* land use pattern is anticipated to change to support the anticipated increase in activity expected at the intersection of FM-548 and SH-276. Taking this possibility into consideration the following strategies should be implemented in this district:

- 1 **Technology/Employment Center.** Due to the close proximity of SH-276, the areas identified for *Technology/Employment Center* are suitable for smaller to mid-sized businesses (e.g. *contractors shops, small manufacturing shops/warehouses, business incubators, etc.*). These areas should be buffered from the adjacent medium density residential land uses by large buffers and landscape screening. Where applicable masonry fences can be used to screen areas with outside storage.
- 2 **Business Center.** The areas designated as *Business Center* are intended to provide space for larger office facilities and combination manufacturing, warehouse and office facilities. These could include larger scale operations such as corporate headquarters. This area is also suitable for mixed office/commercial land uses.
- 3 **Commercial/Retail Centers.** Due to the anticipated alignment of the Outer Loop (i.e. *current alignment of FM-548*), the commercial/retail centers along FM-548 and SH-276 are ideal for larger scale retail businesses and restaurants that could support office and/or residential development in the area. These areas could also provide neighborhood service uses intended to accommodate smaller commercial uses targeted at supporting adjacent residential land uses.
- 4 **Transition Area.** The crosshatched area is a transitional zone that is ideal for larger distribution centers, warehouses, and other clean industrial technology. This area is expected to act as a transition from the smaller *Technology/Employment Center* land uses west of Blackland Road to the larger uses that are more suitable for locations adjacent to major roadways (e.g. *uses that are designated for Business Center and Commercial/Retail land uses*).



1 Future Technology/Employment Center

2 Future Business Center



**BUILD OUT**  
 987  
 3,149

**% OF ROCKWALL**  
**CURRENT**  
 202  
 105  
 644  
**FUTURE**  
 1.01%  
 5.78%  
 1.08%

COMMERCIAL	62.34%	MINOR COLLECTOR
RESIDENTIAL	37.66%	M4U
MIXED USE	0.00%	TXDOT 6D
BUSINESS CENTER	86.38-ACRES	
COMMERCIAL/RETAIL (CR)	67.72-ACRES	
LOW DENSITY RESIDENTIAL (LDR)	0.03-ACRES	
MEDIUM DENSITY RESIDENTIAL (MDR)	355.22-ACRES	
PARKS AND OPEN SPACE (OS)	106.27-ACRES	
PUBLIC (P)	14.31-ACRES	
QUASI-PUBLIC (QP)	39.12-ACRES	
TECHNOLOGY/EMPLOYMENT CENTER (TEC)	640.68-ACRES	

# 04 FAR NORTH ESTATES DISTRICT

## DISTRICT STRATEGIES

The *Far North Estates District* has large tracts of land that could be suitable for a master planned community; however, due to the availability of water and sewer in these areas it is anticipated that this area will remain low-density residential with more estate residential development in the future. Based on this understanding the strategies for this district moving forward are as follows:

- 1 Estate and Rural Residential.** *Estate and Rural Residential* are anticipated to continue to define this district, and the maintenance of these housing types is important to balancing the diversity of suburban lots in other districts. These areas also provide rural reserves for the City and create a natural transition zone from higher density districts to the south, which have more *Suburban Residential*.
- 2 Suburban Residential.** While the development of *Suburban Residential* in these areas is limited, any new *Suburban Residential* development should include a mix of larger to mid-sized lots. Lots in these developments should provide transitions from existing *Estate and Rural Residential* by utilizing larger lots and landscape buffers along the perimeter of the development.
- 3 Commercial/Retail Centers.** The commercial/retail centers along SH-205 are transitional in nature, but should shift towards providing support to the existing and proposed residential developments. These areas should be compatible in size and scale with the adjacent residential structures. All commercial developments should incorporate appropriate screening (e.g. berms, landscaping and large buffers) to transition uses.

## DISTRICT DESCRIPTION

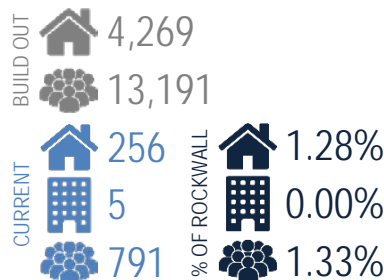
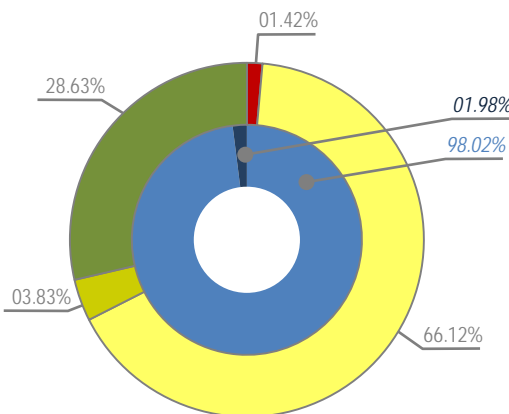
The *Far North Estates District* is mostly composed of ultra-low-density, single-family residential housing, which is typically defined as estate and/or rural residential. This area can best be described as the City's hinterland, and is encumbered by [1] a large floodplain that transverses the district and [2] the lack of established water, sewer and roadway infrastructure. The only areas that depart from this characterization are the parcels that are directly adjacent to SH-205, which have a mixture of medium density housing and commercial land uses.

## POINTS OF REFERENCE

- A. Caddo Creek Estates Subdivision
- B. Equestrian Trail Subdivision
- C. Hidden Valley Estates
- D. San Martino Winery

## LAND USE PALETTES

- Current Land Use
- Future Land Use



TXDOT 4D	
MINOR COLLECTOR	
TXDOT 6D	
P6D	

COMMERCIAL	1.98%
RESIDENTIAL	98.02%
MIXED USE	0.00%

COMMERCIAL/RETAIL (CR)	48.50-ACRES
LOW DENSITY RESIDENTIAL (LDR)	2,265.24-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	131.27-ACRES
PARKS AND OPEN SPACE (OS)	981.02-ACRES



# 05 HARBOR DISTRICT

## DISTRICT DESCRIPTION

Being an entry portal into the City of Rockwall, the *Harbor District* is intended to provide a pedestrian oriented, mixed-use district that accommodates residential, non-residential, and public spaces. This district is characterized by the live, work and play environment that will be provided through professional offices, scenic condominiums, and an abundance of shopping, restaurants, entertainment, and recreational opportunities. The Harbor District is intended to act as a regional commercial center that offers a unique alternative to the small town, local shopping options provided in the City's *Downtown Square*.

## POINTS OF REFERENCE

- A. Harbor Fountain
- B. Hilton Hotel & Resort
- C. Trend Tower
- D. Lago Vista Subdivision
- E. Signal Ridge Condominiums

## LAND USE PALETTES

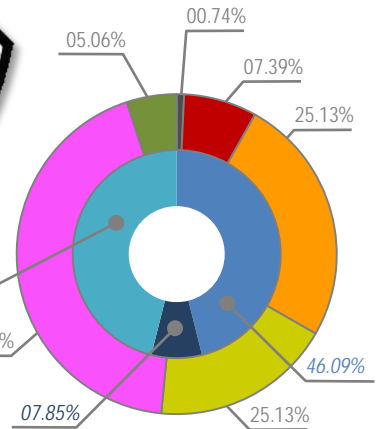
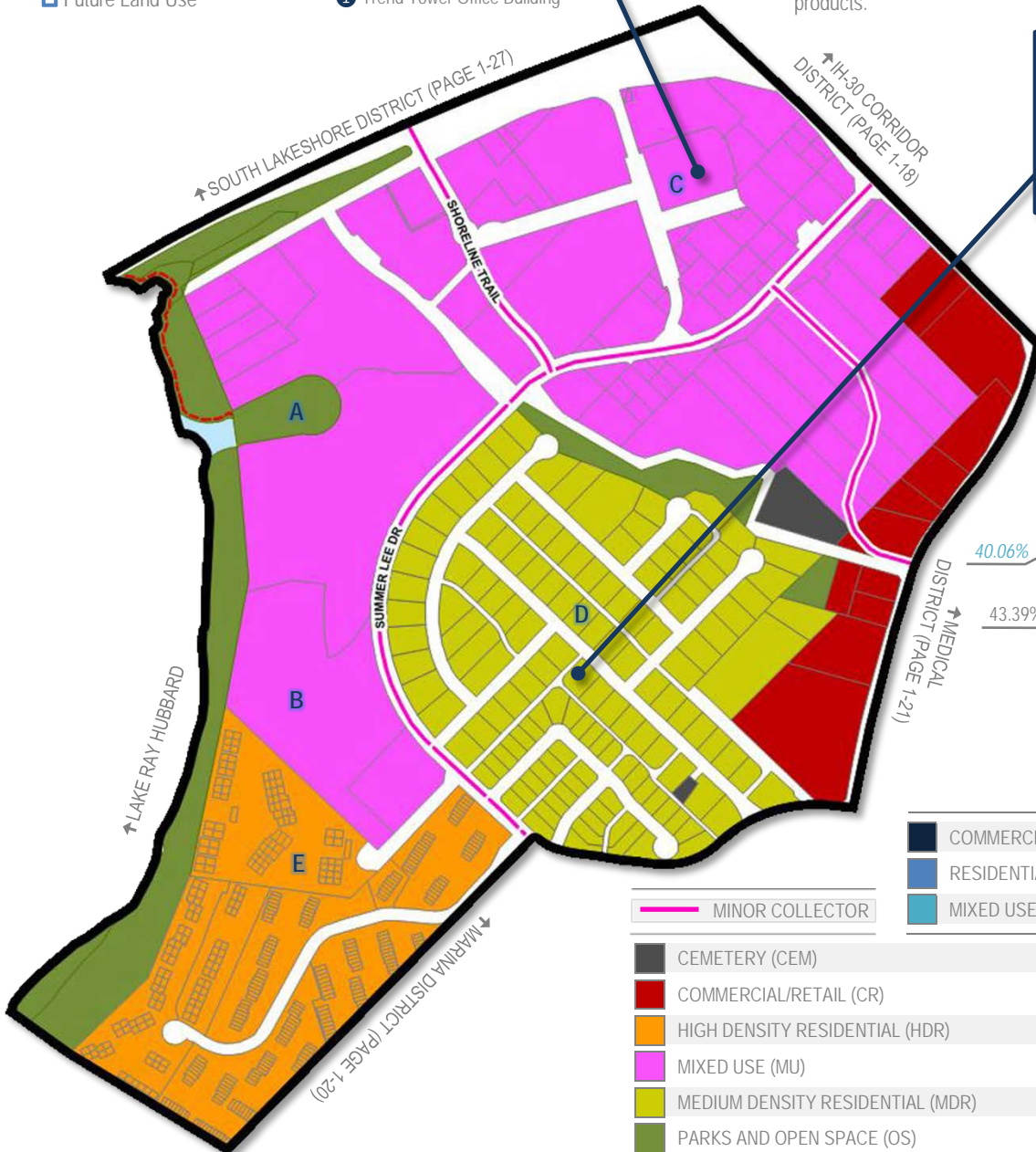
- Current Land Use
- Future Land Use



1 Trend Tower Office Building



1 Current Suburban Residential



COMMERCIAL	7.85%
RESIDENTIAL	46.09%
MIXED USE	46.06%

MINOR COLLECTOR	
CEMETERY (CEM)	1.43-ACRES
COMMERCIAL/RETAIL (CR)	14.25-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	48.42-ACRES
MIXED USE (MU)	83.60-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	35.22-ACRES
PARKS AND OPEN SPACE (OS)	9.75-ACRES

CURRENT	1,292
	119
	3,915
% OF ROCKWALL	6.46%
	6.55%
	6.58%
BUILD OUT	1,921
	5,821

## DISTRICT STRATEGIES

With the majority of the urban residential and townhome units being entitled and much of the vacant land planned in accordance with the regulating Planned Development District ordinance, the Harbor District's vision is starting to be realized. To continue to support the growth experienced over the last few years the following strategies should be implemented:

- 1 **Mixed Use.** The areas identified as mixed-use on the district map should generally be developed in accordance with the concept plan contained in Planned Development District 32 (PD-32), and be targeted at providing a pedestrian friendly, walkable, mixed-use district.
- 2 **Lake Access.** The City should continue to explore opportunities for public access to the waterfront for the creation of public parks, passive greenway spaces, and trails. This is specifically important in the areas indicated by the red dashed line (---).
- 3 **Neighborhood/Convenience Centers.** The commercial in this district is intended to provide a transition from the adjacent mixed-use district and should include small offices and uses intended to support the residential developments in the area. These areas should focus on connectivity and walkability.
- 4 **Infill Development.** Residential infill development within this district should be compatible with the surrounding structures and should generally follow the guidelines for medium density, suburban housing products.

# 06 IH-30 CORRIDOR DISTRICT

## DISTRICT DESCRIPTION

The IH-30 Corridor is the primary retail corridor for the City of Rockwall. Currently the corridor is approximately 55% developed, with the remaining 45% being vacant or raw land. The Corridor acts as the western gateway for both the City and County of Rockwall, and has land uses that include retail, personal services, medical, and industrial. In the future the health of the IH-30 corridor is vital to maintaining a high per capita sales tax for the City of Rockwall.

## POINTS OF REFERENCE

- A. Lake Point Church
- B. Rochell Elementary School
- C. Walmart
- D. Costco

## LAND USE PALETTES

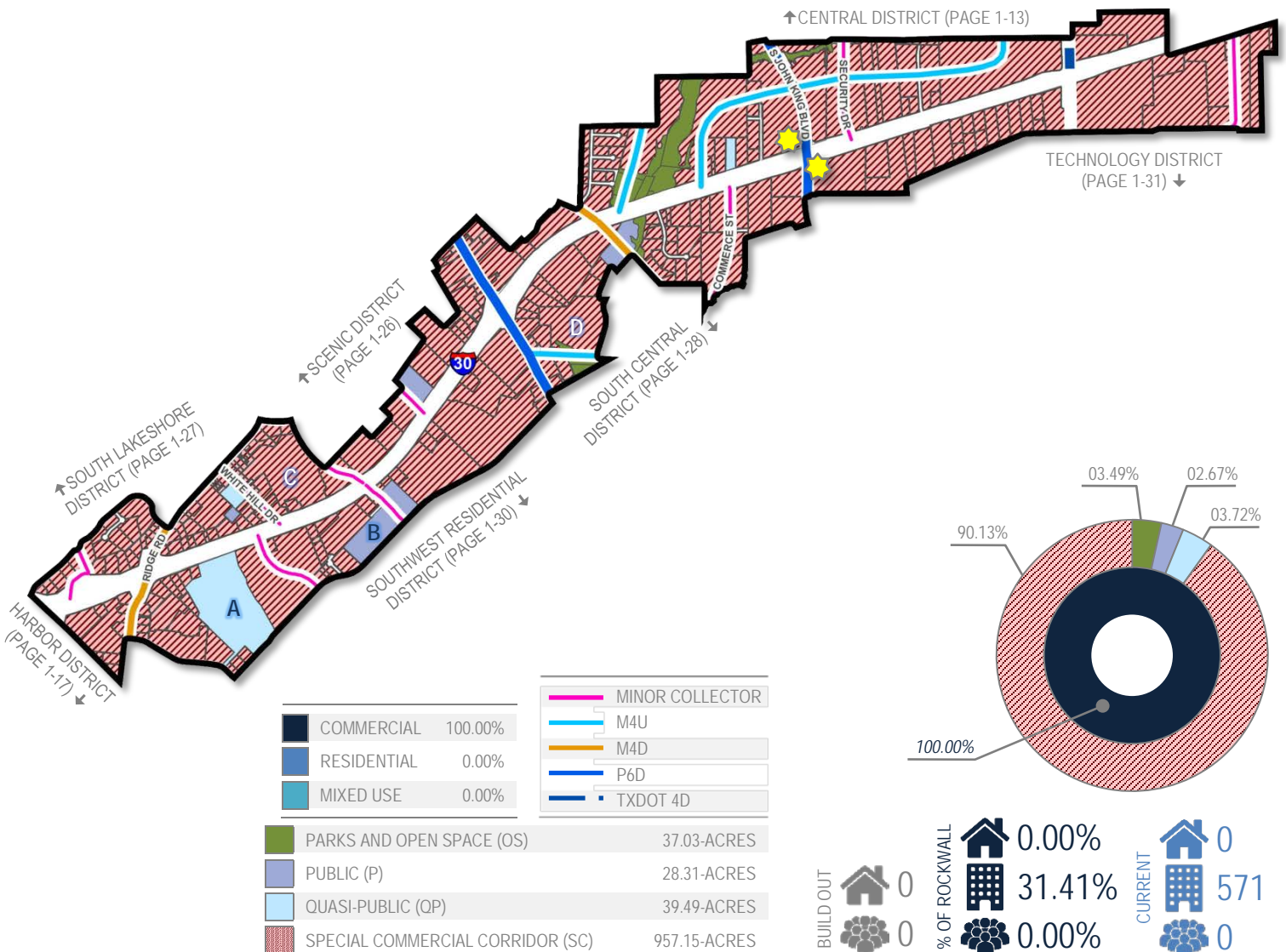
- Current Land Use
- Future Land Use

- ★ John King Boulevard Trail Plan  
Rest Stop/Trailblazer Pylon

## DISTRICT STRATEGIES

The IH-30 Corridor District will continue to be the City's primary retail corridor in the future. Based on this the following strategies should be employed:

- 1 **Corridor Strategies.** The specific goals and policies contained in Section 02.01, *IH-30 Corridor Plan*, of Appendix 'B', *Corridor Plans*, of this Comprehensive Plan should be summarized in this section upon the completion of the corridor study.  
  
RESERVED.
- 2 **John King Boulevard Trail Plan.** A ten (10) foot hike/bike trail should be incorporated along John King Boulevard with rest stops and signage as indicated in *Appendix 'B'* of this Comprehensive Plan.





# 07 INNOVATION DISTRICT

## DISTRICT DESCRIPTION

The *Innovation District* is located at the eastern most point of the City's Extraterritorial Jurisdiction (ETJ). This district currently has several existing medium density residential subdivisions, including Alexander Ranch, Wanda Ridge Estates, Bent Trail Estates and portions of the Chisholm Trail Subdivision. Currently, the district is bisected by SH-276, which acts as the districts primary east/west access. The *Innovation District* is intended to build on the possibilities of the future Outer Loop, which could dramatically reshape land use in this area. In addition, this district could provide the potential for a second major commercial/retail and office corridor that could complement the existing IH-30 corridor.

## DISTRICT STRATEGIES

With the possibility of the future Outer Loop following the current alignment of FM-548, the *Innovation District's* land use pattern is anticipated to change at the intersection of FM-548 and SH-276. Taking this possibility into consideration the following strategies should be implemented in this district:

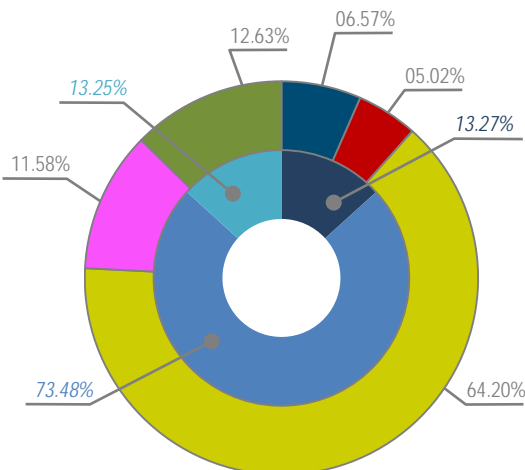
- 1 Opportunity Zone (Intersection of SH-276 & FM-548).** When constructed this intersection will be a major land use node in the district and have the potential to provide employment and professional campus land uses mixed with entertainment, restaurant and retail land uses. These uses that can create an "18-Hour" environment (i.e. an environment that provides the ability to live, work, shop, and dine) in the area.
- 2 Suburban Residential.** While many of the larger tracts in this area are not large enough to support a master planned community, any new *Suburban Residential* developments should include a mix of larger to mid-sized lots. Lots in these developments should not be smaller than existing *Suburban Residential* in the district. In addition, newer subdivisions adjacent to existing larger lot subdivisions should provide a transition (e.g. larger lots or a large landscape buffer) adjacent to the existing subdivision.
- 3 Commercial/Retail Centers.** Due to the anticipated alignment of the Outer Loop (current alignment of FM-548), the commercial/retail centers along FM-548 and SH-276 are ideal for larger scale retail businesses and restaurants that could support office or residential development in the area. These areas could also provide neighborhood service uses intended or smaller commercial uses that can support adjacent residential land uses. All commercial developments should incorporate appropriate screening (e.g. berms, landscaping, and large buffers) to transition uses.
- 4 Business Center.** The areas designated as *Business Center* are intended to provide space for larger office facilities and combination manufacturing/warehouse and office facilities (e.g. corporate headquarters). This area is also suitable for mixed office/commercial land uses.

## POINTS OF REFERENCE

- A. Alexander Ranch Subdivision
- B. Wanda Ridge Estates Subdivision
- C. Bent Trail Estates Subdivision
- D. Chisholm Trail Subdivision

## LAND USE PALETTES

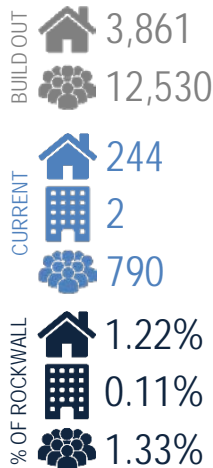
- Current Land Use
- Future Land Use



4 Future Business Center

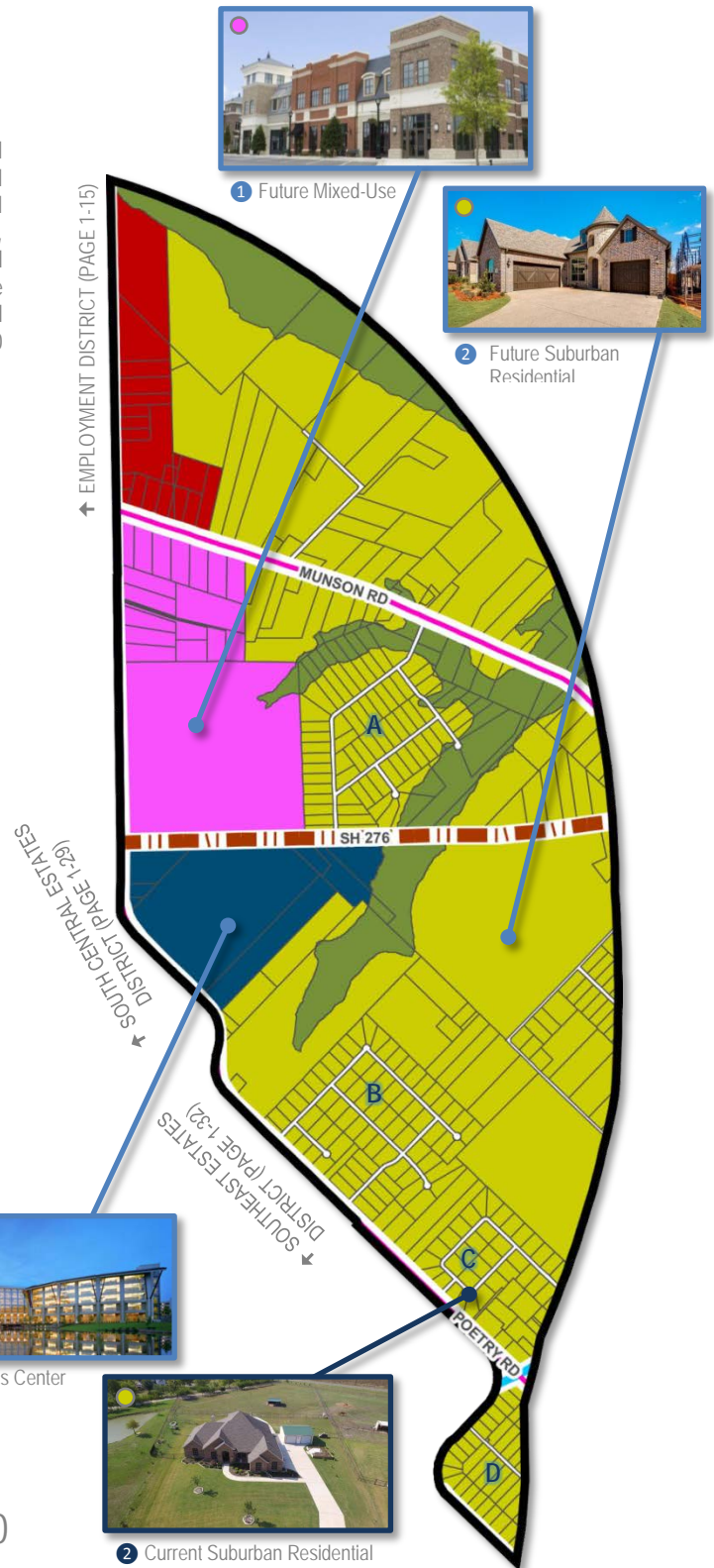


2 Current Suburban Residential



Dark Blue	COMMERCIAL	13.27%
Light Blue	RESIDENTIAL	73.48%
Yellow	MIXED USE	13.25%
Pink line	MINOR COLLECTOR	
Light Blue line	M4U	
Red line	TXDOT 6D	

Dark Blue	BUSINESS CENTER (BC)	140.62-ACRES
Red	COMMERCIAL/RETAIL (CR)	107.49-ACRES
Pink	MIXED USE (MU)	247.86-ACRES
Yellow	MEDIUM DENSITY RESIDENTIAL (MDR)	1,374.03-ACRES
Green	PARKS AND OPEN SPACE (OS)	270.30-ACRES



1 Future Mixed-Use



2 Future Suburban Residential

# 08 MARINA DISTRICT

## DISTRICT DESCRIPTION

The *Marina District* is a residential district that is significantly developed with medium density, suburban housing. The Chandler's Landing Subdivision is the largest subdivision in the district and was constructed to take advantage of the views provided by Lake Ray Hubbard, which is situated west of the district. In addition to the Chandler's Landing Subdivision, the district also contains the Fox Chase, Benton Woods, and Rainbow Lake Estates subdivisions. Ridge Road [FM-740] provides the main north/south access, and bisects the district along the boundary of the Chandler's Landing Subdivision.

## POINTS OF REFERENCE

- A. Henry M. Chandler's Park
- B. Chandler's Landing Marina
- C. Chandler's Landing Community Park
- D. Fox Chase Subdivision
- E. Rainbow Lakes Estates Subdivision
- F. Benton Woods Subdivision



1 Current Suburban Residential



1 Current Suburban Residential

## DISTRICT STRATEGIES

The *Marina District* is significantly developed and is not anticipated to change its land use pattern in the future. As a result, this district's land use strategies are centered on infill and potential redevelopment. These policies are as follows:

- 1 *Infill Development.* Residential infill development within this district should be compatible with the surrounding structures and should generally follow the guidelines for medium density, suburban housing. Non-residential infill development should be designed utilizing an architectural style and scale that will be complementary to the adjacent residential structures and neighborhoods.
- 2 *Neighborhood/Convenience Centers.* The commercial in this district is intended to support the existing residential subdivisions and should be compatible in scale with the adjacent residential structures.

## LAND USE PALETTES

- Current Land Use
- Future Land Use

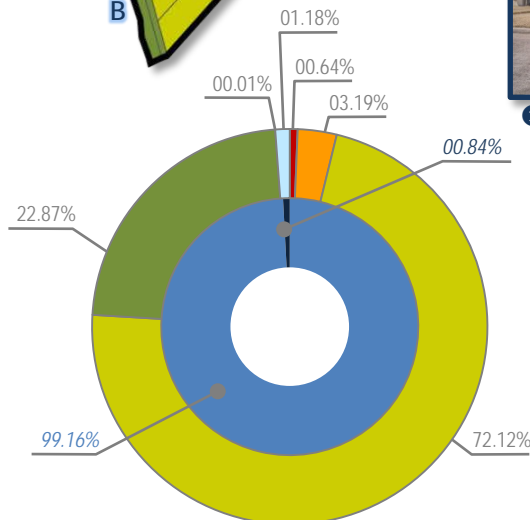


1 Current Suburban Residential



1 Current Suburban Residential

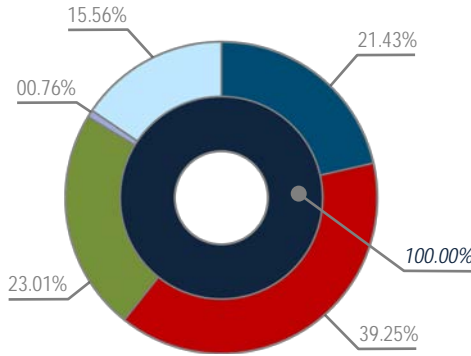
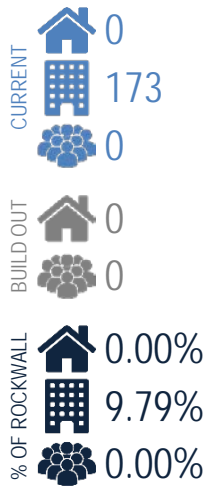
CURRENT		1,536
		6
		3,923
BUILD OUT		1,624
		4,146
% OF ROCKWALL		6.59%
		0.33%
		7.68%



	COMMERCIAL	0.84%		MINOR COLLECTOR
	RESIDENTIAL	99.16%		M4D
	MIXED USE	0.00%		M4U
	CEMETERY (CEM)	0.03-ACRES		
	COMMERCIAL/RETAIL (CR)	2.80-ACRES		
	HIGH DENSITY RESIDENTIAL (HDR)	14.04-ACRES		
	MEDIUM DENSITY RESIDENTIAL (MDR)	317.63-ACRES		
	PARKS AND OPEN SPACE (OS)	100.71-ACRES		
	QUASI-PUBLIC (QP)	5.18-ACRES		



# 09 MEDICAL DISTRICT



<span style="color: darkblue;">■</span> BUSINESS CENTER	36.01-ACRES
<span style="color: red;">■</span> COMMERCIAL/RETAIL (CR)	65.95-ACRES
<span style="color: green;">■</span> PARKS AND OPEN SPACE (OS)	38.65-ACRES
<span style="color: purple;">■</span> PUBLIC (P)	1.27-ACRES
<span style="color: lightblue;">■</span> QUASI-PUBLIC (QP)	26.14-ACRES

<span style="color: darkblue;">■</span> COMMERCIAL	100.00%
<span style="color: blue;">■</span> RESIDENTIAL	0.00%
<span style="color: teal;">■</span> MIXED USE	0.00%

<span style="color: magenta;">—</span> MINOR COLLECTOR
<span style="color: cyan;">—</span> M4U
<span style="color: yellow;">—</span> M4D



1 Presbyterian Hospital of Rockwall

- POINTS OF REFERENCE**
- A. The Park at Fox Chase
  - B. Fire Station #2
  - C. Rainbow Lake/Brockway Branch

- LAND USE PALETTES**
- Current Land Use
  - Future Land Use



1 Broadmoor Medical Lodge



2 Kroger Signature Grocery Store



1 Lakeside Allergy, Ears, Nose & Throat

## DISTRICT DESCRIPTION

The *Medical District* is a highly specialized district that is characterized by the medical and professional offices, which line Horizon Road [FM-3097], Rockwall Parkway, and Tubbs Road. At the center of this district is Presbyterian Hospital of Rockwall, a ~100,000 SF full service hospital facility. Along the southern boundary of the district is a long-term rehabilitation center followed by an assisted living facility. Extending north from W. Ralph Hall Parkway are several retail and personal service businesses that transition the district from medical and professional offices to commercial/retail land uses, which are more characteristic of the land uses along Ridge Road [FM-740].

## DISTRICT STRATEGIES

Currently, the *Medical District* is nearing buildout with only a few parcels of vacant land left in the central and southern areas of the district. Considering this, the following are the recommended strategies for this district:

- 1 Business Center.** The Business Center (BC) areas surrounding the Presbyterian Hospital of Rockwall -- which is the largest employer in the district -- are designed to continue to attract medical and professional offices. These uses should support each other and continue to define the district.
- 2 Commercial.** The crosshatched pattern on the northern side of the district represents a transitional area from the medical and professional office uses to the commercial/retail land uses that are more typical of the uses found along Ridge Road. It is anticipated that this area will continue to function in this manner, providing financial and retail services that support the district and the residential subdivisions surrounding this district. The commercial areas on the southern side of the district are less defined and should develop in accordance with the Commercial (C) land use designation.
- 3 Infill Development.** Infill development within this district should be compatible with the surrounding land uses or conform to the *Land Use Plan Designations* depicted on the district map below. Buildings being proposed between Tubbs Road and Ralph Hall Parkway should take into account the residential subdivisions along Horizon Road [FM-3097] and Summer Lee Drive.

↓ CITY OF HEATH



# 10 NORTH LAKESHORE DISTRICT

## DISTRICT DESCRIPTION

The *North Lakeshore District* is an established district that is significantly developed with medium density, suburban housing. Many of the subdivisions in this district are considered established and it is not anticipated that this district's development patterns will drastically change moving forward.

## DISTRICT STRATEGIES

Currently, the *North Lakeshore District* is nearing its buildout capacity with only a few parcels of vacant land left in the northern areas of the district. Considering this, the following are the recommended strategies for this district moving forward:

- 1 Infill Development.** Residential infill development within this district should be compatible with the surrounding structures and should generally follow the guidelines for medium density, suburban housing products. Non-residential infill development should be designed utilizing an architectural style and scale that will complement the adjacent residential structures.
- 2 Neighborhood/Convenience Centers.** The commercial in this district is intended to support the existing residential subdivisions and should be compatible in scale with the adjacent residential structures.
- 3 Live/Work.** The live/work designations in this district are intended to provide a low intensity transition from residential properties to N. Goliad Street [SH-205]. These centers should be constructed to a similar residential scale as the adjacent residential properties.
- 4 Land Use Scenarios.** Depending on adjacent development this area could also transition to a *Live/Work* or *Commercial* designation.
- 5 Northern Lake Access.** The City should continue to explore opportunities for public access to the waterfront for the creation of public parks, passive greenway spaces, and trails. This is specifically important in the areas indicated by the red dashed line (---).

## POINTS OF REFERENCE

- A. Nebbie Williams Elementary School
- B. Rockwall Golf & Athletic Club
- C. Grace Hartman Elementary School
- D. Virginia Reinhardt Elementary School
- E. SH-66 Boat Ramp

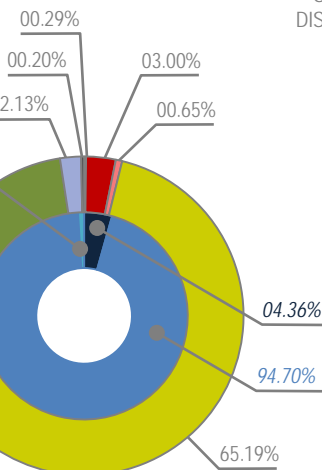
## LAND USE PALETTES

- Current Land Use
- Future Land Use

**BUILD OUT**  
 4,358  
 13,135

**% OF ROCKWALL**  
 20.26%  
 3.58%  
 20.50%

**CURRENT**  
 4,052  
 65  
 12,206



Land Use Category	Percentage
COMMERCIAL	4.36%
RESIDENTIAL	94.70%
MIXED USE	0.94%

Land Use Category	Percentage
MINOR COLLECTOR	0.05%
M4U	0.03%
M4D	0.02%

Land Use Category	Acres
CEMETERY (CEM)	3.76-ACRES
COMMERCIAL/RETAIL (CR)	56.94-ACRES
LIVE/WORK (LW)	12.29-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	1,237.76-ACRES
PARKS AND OPEN SPACE (OS)	541.83-ACRES
PUBLIC (P)	40.53-ACRES
QUASI-PUBLIC (QP)	5.58-ACRES



# 11 NORTHEAST RESIDENTIAL DISTRICT

↑ NORTHERN ESTATES DISTRICT (PAGE 1-24)

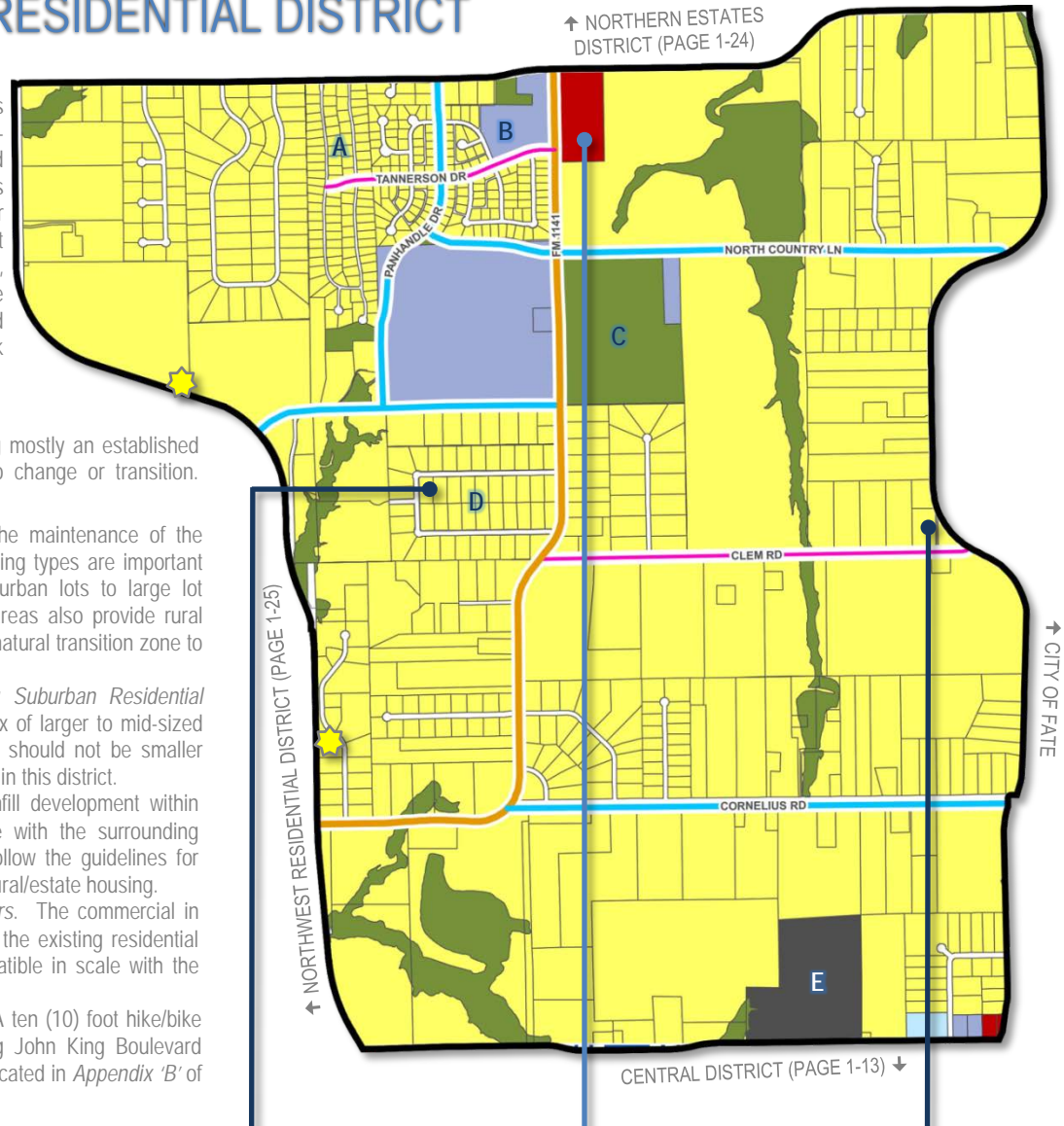
## DISTRICT DESCRIPTION

The *Northeast Residential District* is characterized by its established low-density residential subdivisions and rural/estate style lots. This district is anticipated to be a future growth center for the City, having several large vacant tracts of land suitable for low-density, residential development. In addition, the City currently owns a large tract of land that will be a northern community park and serve this district in the future.

## DISTRICT STRATEGIES

The *Northeast Residential District* being mostly an established residential district, is not anticipated to change or transition. The strategies for this district are:

- 1 **Estate and Rural Residential.** The maintenance of the *Estate and Rural Residential* housing types are important to balancing the diversity of suburban lots to large lot housing within the City. These areas also provide rural reserves for the City and create a natural transition zone to the east, towards FM-3549.
- 2 **Suburban Residential.** Any new *Suburban Residential* developments should include a mix of larger to mid-sized lots. Lots in these developments should not be smaller than existing *Suburban Residential* in this district.
- 3 **Infill Development.** Residential infill development within this district should be compatible with the surrounding structures and should generally follow the guidelines for low density, suburban housing or rural/estate housing.
- 4 **Neighborhood/Convenience Centers.** The commercial in this district is intended to support the existing residential subdivisions and should be compatible in scale with the adjacent residential structures.
- 5 **John King Boulevard Trail Plan.** A ten (10) foot hike/bike trail should be incorporated along John King Boulevard with rest stops and signage as indicated in *Appendix 'B'* of this Comprehensive Plan.



## POINTS OF REFERENCE

- A. Stoney Hollow Subdivision
- B. Celia Hays Elementary School
- C. North Country Lane Park
- D. Saddlebrook Estates Subdivision
- E. Resthaven Funeral Home



2 Current Suburban Residential



4 Future Neighborhood/Convenience Center



1 Current Rural Residential

## LAND USE PALETTES

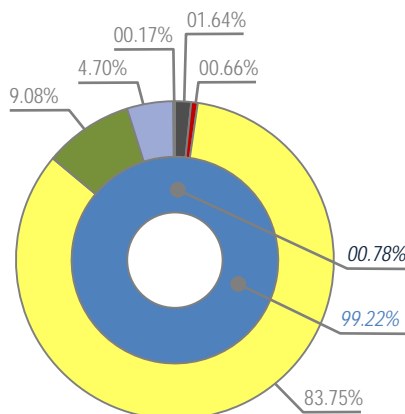
- Current Land Use
- Future Land Use

John King Boulevard Trail Plan Rest Stop/Trailblazer Pylon

BUILD OUT  
 1,964  
 5,794

% OF ROCKWALL  
 3.13%  
 0.99%  
 3.10%

CURRENT  
 625  
 18  
 1,844



MINOR COLLECTOR	0.78%
M4U	99.22%
M4D	0.00%
CEMETERY (CEM)	32.34-ACRES
COMMERCIAL/RETAIL (CR)	13.02-ACRES
LOW DENSITY RESIDENTIAL (LDR)	1,646.83-ACRES
PARKS AND OPEN SPACE (OS)	178.54-ACRES
PUBLIC (P)	92.45-ACRES
QUASI-PUBLIC (QP)	3.25-ACRES

# 12 NORTHERN ESTATES DISTRICT

## DISTRICT DESCRIPTION

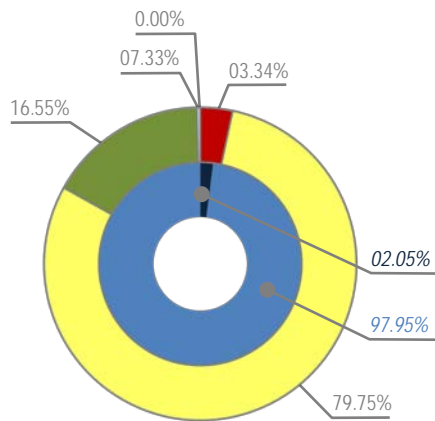
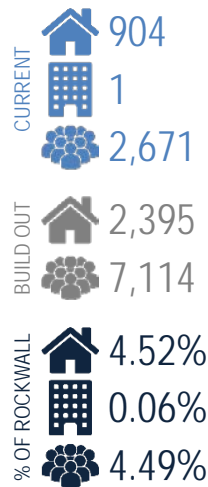
The *Northern Estates District* is characterized by its low-density, single-family residential housing. This area typically consists of estate and rural living on lots that range in size from one (1) to two (2) acres, to larger 50+ acre tracts of land. Breaking from this land use pattern is the Breezy Hill Subdivision, which is an estate style, master planned community that consists of lot sizes that range from 60' x 120' (7,200 SF) to 100' x 200' (20,000 SF).

## POINTS OF REFERENCE

- A. Park at Breezy Hill
- B. Breezy Hill Subdivision
- C. Hidden Valley Estates
- D. Skyview Country Estates
- E. Holiday Farm Subdivision

## LAND USE PALETTES

- Current Land Use
- Future Land Use
- ★ John King Boulevard Trail Plan Rest Stop/Trailblazer Pylon



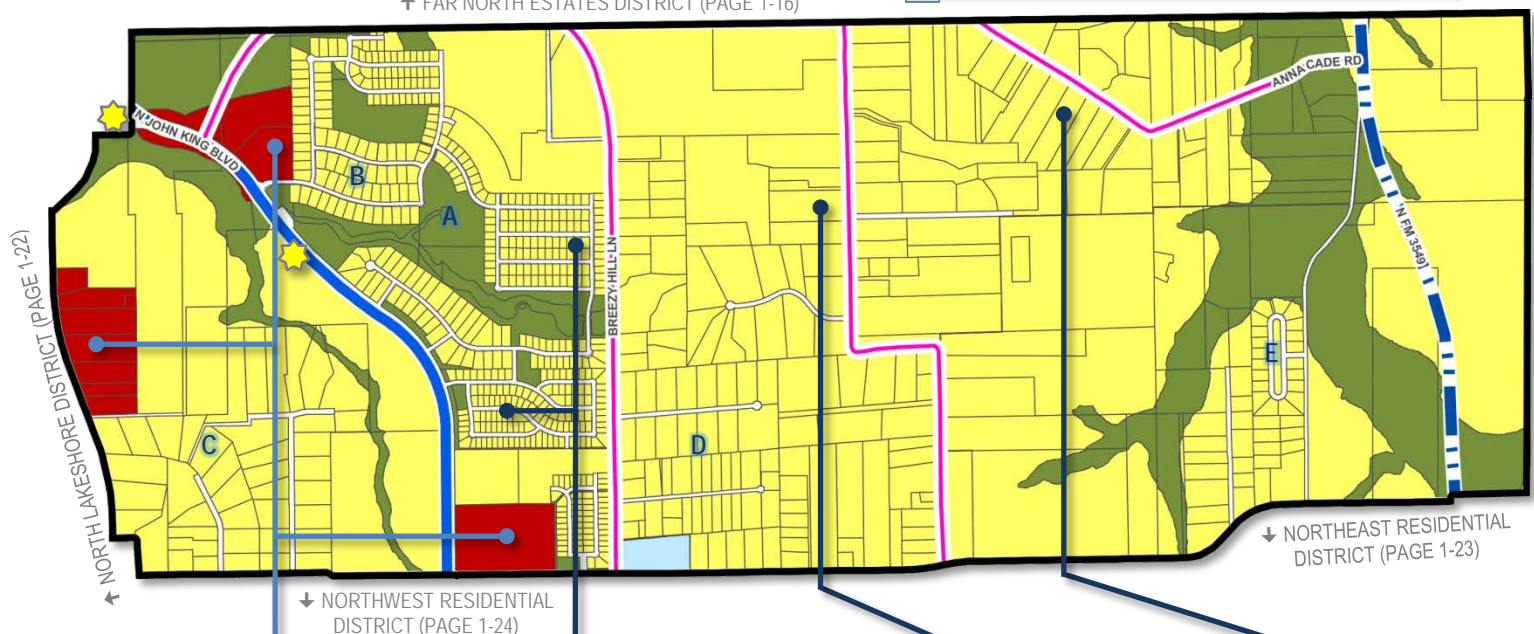
↑ FAR NORTH ESTATES DISTRICT (PAGE 1-16)

## DISTRICT STRATEGIES

The *Northern Estates District* being mostly an established single-family district, is not anticipated to change or transition in the future. The following are the strategies for this district:

- 1 **Estate and Rural Residential.** Estate and Rural Residential are anticipated to continue to define this district, and the maintenance of these housing types is important to balancing the diversity of suburban lots to large lot housing. These areas also provide rural reserves for the City and create a natural transition zone from the Districts to the south, which have more *Suburban Residential*.
- 2 **Suburban Residential.** While many of the larger tracts in this area are not large enough to support a master planned community like the Breezy Hill Subdivision, any new *Suburban Residential* developments should include a mix of larger to mid-sized lots. Lots in these developments should not be smaller than existing *Suburban Residential* in this district.
- 3 **Neighborhood/Convenience Centers.** The commercial in this district is intended to support the existing and proposed residential developments and should be compatible in scale with the adjacent residential structures. In addition, these properties should use berms, landscaping and large buffers to transition uses.
- 4 **John King Boulevard Trail Plan.** A ten (10) foot hike/bike trail should be incorporated along John King Boulevard with rest stops and signage as indicated in *Appendix 'B'* of this Comprehensive Plan.

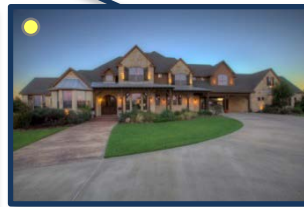
Category	Value
MINOR COLLECTOR	
P6D	
TXDOT 4D	
COMMERCIAL	2.05%
RESIDENTIAL	97.95%
MIXED USE	0.00%
COMMERCIAL/RETAIL (CR)	68.87-ACRES
LOW DENSITY RESIDENTIAL (LDR)	1,643.65-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	0.04-ACRES
PARKS AND OPEN SPACE (OS)	341.15-ACRES
QUASI-PUBLIC (QP)	7.33-ACRES



3 Future Neighborhood/Convenience Center



2 Current Suburban Residential



1 Current Estate Residential



1 Current Rural Residential



# 13 NORTHWEST RESIDENTIAL DISTRICT

## DISTRICT DESCRIPTION

The Northwest Residential District is characterized by the two (2) large master planned communities that make up the majority of the acreage in this district. These developments are the Caruth Lakes and Stone Creek Subdivisions. The remainder of this district is expected to develop with similar medium density residential housing product.

## DISTRICT STRATEGIES

The Northwest Residential District is expected to continue to provide master planned suburban neighborhoods in the future and has no areas that are thought to be transitioning. Based on these assumptions the strategies for this district are as follows:

- 1 Suburban Residential.** Many of the remaining tracts of land in this area have been entitled with planned development districts that are targeted at bringing similar Suburban Residential products as those that currently exist in the Caruth Lakes and Stone Creek Subdivisions. Any new residential development in these areas should be highly amenitized and include a mixture of lots similar to the lot mixture in the Stone Creek Subdivision.
- 2 Neighborhood/Convenience Centers.** The commercial in this district is intended to support the existing residential subdivisions and should be compatible in scale with the adjacent residential structures. These areas should provide pedestrian access between the Neighborhood/Convenience Centers and the Suburban Residential developments.
- 3 John King Boulevard Trail Plan.** A ten (10) foot hike/bike trail should be incorporated along John King Boulevard with rest stops and signage as indicated in Appendix 'B' of this Comprehensive Plan.

## POINTS OF REFERENCE

- A. J. W. Williams Middle School
- B. The Park at Stone Creek
- C. Stone Creek Subdivision
- D. Fire Station #3
- E. The Parks at Squabble Creek
- F. Caruth Lakes Subdivision

## LAND USE PALETTES

- Current Land Use
- Future Land Use
- John King Boulevard Trail Plan Rest Stop/Trailblazer Pylon



2 Shops at Stone Creek



1 Current Suburban Residential



2 Kroger Shopping Center



1 Current Suburban Residential

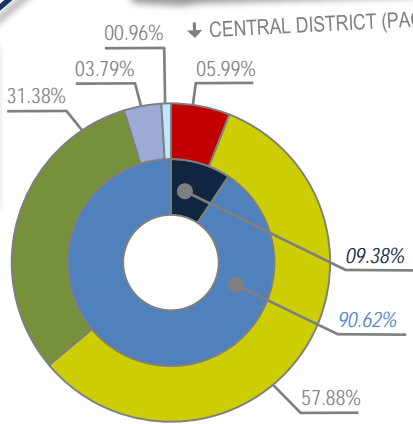


2 Future Neighborhood/Convenience Center

**BUILD OUT**  
 2,347  
 7,018

**% OF ROCKWALL**  
 8.91%  
 1.38%  
 8.95%

**CURRENT**  
 1,782  
 25  
 5,328



Land Use Type	Percentage
COMMERCIAL	9.38%
RESIDENTIAL	90.62%
MIXED USE	0.00%
COMMERCIAL/RETAIL (CR)	60.20-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	581.3-ACRES
PARKS AND OPEN SPACE (OS)	315.22-ACRES
PUBLIC (P)	38.11-ACRES
QUASI-PUBLIC (QP)	9.66-ACRES

# 14 SCENIC DISTRICT

↑ DOWNTOWN DISTRICT (PAGE 1-14)



2 The Commons

## DISTRICT DESCRIPTION

The *Scenic District* is situated between S. Goliad Street [SH-205] and Ridge Road [FM-740], which are two (2) of the City's major north/south arterials. This district is significantly developed and has residential land uses that range from medium to high density. The area adjacent to Ridge Road represents a mixed-use district and includes one of the City's larger mixed residential/office developments (*i.e. the Commons*). In addition, this district has a large percentage (~26.58%) of public and quasi-public land uses, which include Rockwall High School, Yellow Jacket Park, Heritage Christian Academy and Our Lady of the Lake Catholic Church. This district should continue to function as it does today, with the vacant areas -- designated for Commercial land uses -- adjacent to Ridge Road [FM-740] eventually developing with office or neighborhood/convenience center uses that will service the residential areas on the west side of Ridge Road.

## DISTRICT STRATEGIES

The *Scenic District* being significantly developed is not anticipated to change or transition in the future. As a result, the following are the strategies for this district:

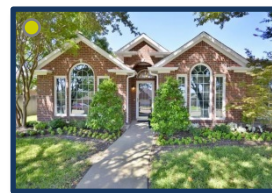
- 1 Live/Work.** The properties designated for *Live/Work* land uses (*i.e. at the end of Old County Road*) have limited access and low visibility making the land not suitable for retail land uses. In addition, one of the three (3) properties has already transitioned to a non-residential land use and one (1) of the properties is currently vacant. The flexibility provided by the *Live/Work* designation allows these properties to establish unique land uses that are destination type uses.
- 2 Mixed-Use.** The mixed-use areas in this district are mostly established and are anticipated to continue to function as they do today. Any development of vacant land or redevelopment of these areas should generally conform to the existing land uses.
- 3 Neighborhood/Convenience Centers.** The commercial in this district is intended to support the existing and proposed residential developments in and adjacent to the district, and should be compatible in scale with the adjacent residential structures. In addition, these properties should use berms, landscaping and large buffers to transition uses.
- 4 Infill Development.** Infill development within this district should be compatible with the surrounding land uses or conform to the *Land Use Plan Designations* depicted on the district map.

## POINTS OF REFERENCE

- A. Rockwall Commons
- B. Spring Sports Complex
- C. Waterstone Estates Subdivision
- D. Rockwall High School
- E. Yellow Jacket Park



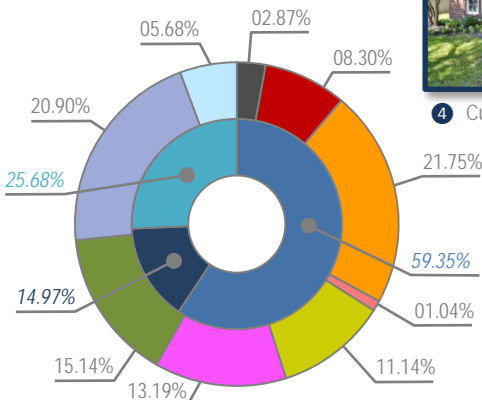
3 Future Neighborhood/Convenience Center



4 Current Suburban Residential

## LAND USE PALETTES

- Current Land Use
- Future Land Use



**CURRENT**

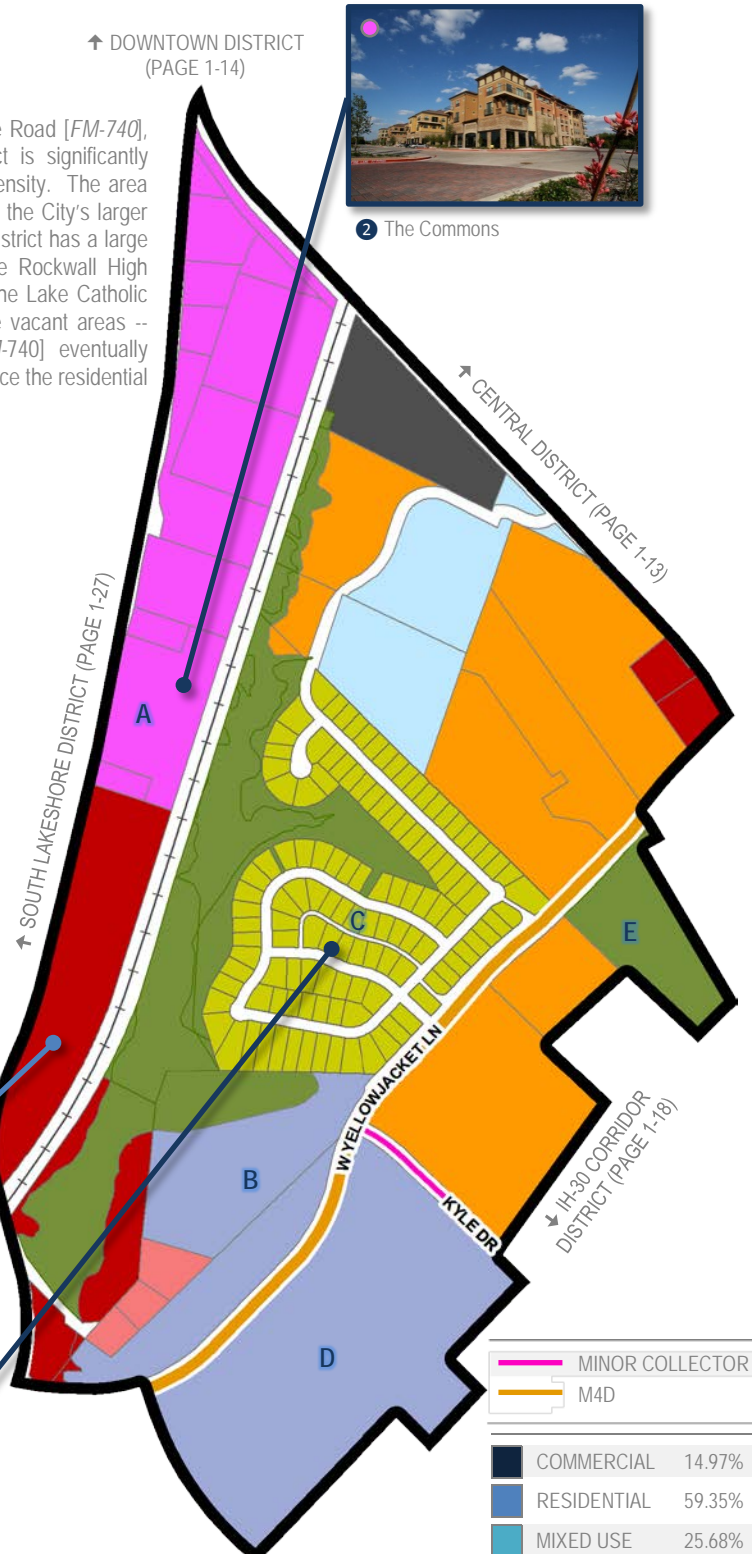
- House icon: 1,040
- Apartment icon: 71
- Cluster icon: 2,309

**BUILD OUT**

- House icon: 1,092
- Cluster icon: 2,424

**% OF ROCKWALL**

- House icon: 5.20%
- Apartment icon: 3.91%
- Cluster icon: 3.88%



Color	Category	Percentage
Magenta	MINOR COLLECTOR	
Orange	M4D	
Dark Blue	COMMERCIAL	14.97%
Blue	RESIDENTIAL	59.35%
Light Blue	MIXED USE	25.68%

Grey	CEMETERY (CEM)	7.22-ACRES
Red	COMMERCIAL/RETAIL (CR)	20.89-ACRES
Orange	HIGH DENSITY RESIDENTIAL (HDR)	54.77-ACRES
Light Blue	LIVE/WORK (LW)	2.63-ACRES
Yellow-Green	MEDIUM DENSITY RESIDENTIAL (MDR)	28.04-ACRES
Magenta	MIXED USE (MU)	33.21-ACRES
Green	PARKS AND OPEN SPACE (OS)	38.13-ACRES
Light Blue	PUBLIC (P)	52.63-ACRES
Light Blue	QUASI-PUBLIC (QP)	14.31-ACRES



# 15 SOUTH LAKESHORE DISTRICT

## DISTRICT DESCRIPTION

Like the *North Lakeshore District*, the *South Lakeshore District* is an established district that is significantly developed with medium density, suburban housing. Many of the subdivisions in this district are considered established, and are not anticipated to change. In addition, it is not expected that this district's development patterns will drastically change moving forward.

## DISTRICT STRATEGIES

Currently, the *South Lakeshore District* is nearing its buildout capacity with only a few parcels of vacant land left in the northern areas of the district. Considering this, the following are the recommended strategies for this district moving forward:

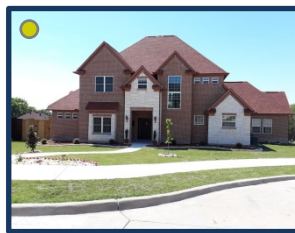
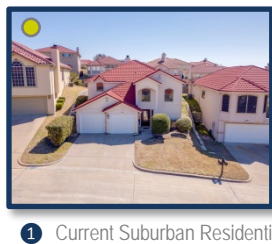
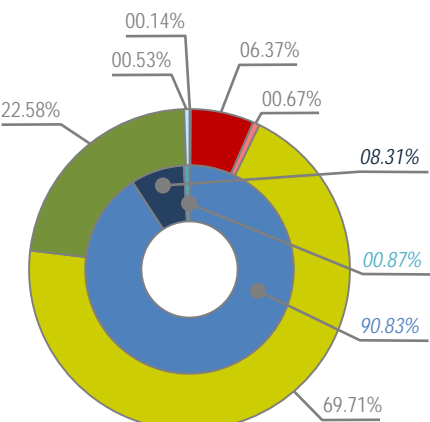
- 1 Infill Development.** Residential infill development within this district should be compatible with the surrounding structures and should generally follow the guidelines for medium density, suburban housing products. Non-residential infill development should be designed utilizing an architectural style and scale that will complement the adjacent residential structures.
- 2 Neighborhood/Convenience Centers.** The commercial in this district is intended to support the existing residential subdivisions and should be compatible in scale with the adjacent residential structures. These areas may also contain office uses that are compatible with regard to traffic and intensity as the *Neighborhood/Convenience Centers*.
- 3 Live/Work.** The live/work designations in this district are intended to provide a low intensity transition from residential to office for properties that front onto Ridge Road [FM-740]. These centers should be constructed to a similar residential scale as the adjacent residential properties.

## POINTS OF REFERENCE

- A. Lakeside Village Subdivision
- B. Turtle Cove Subdivision
- C. Lake Ridge Park Subdivision
- D. Ridge Road Village Subdivision
- E. Gardenhire Cemetery

## LAND USE PALETTES

- Current Land Use
- Future Land Use



BUILD OUT  
 1,638  
 5,569

COMMERCIAL	8.31%
RESIDENTIAL	90.83%
MIXED USE	0.87%
CEMETERY (CEM)	0.75-ACRES
COMMERCIAL/RETAIL (CR)	34.92-ACRES
LIVE/WORK (LW)	3.66-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	381.87-ACRES
PARKS AND OPEN SPACE (OS)	123.68-ACRES
QUASI-PUBLIC (QP)	2.93-ACRES

CURRENT  
 1,618  
 5,501

% OF ROCKWALL  
 8.09%  
 1.76%  
 9.24%

# 16 SOUTH CENTRAL RESIDENTIAL DISTRICT

## DISTRICT DESCRIPTION

The *South Central Residential District* contains a mixture of established medium and low density residential subdivisions along with several large vacant tracts of land designated for low density residential land uses. At the center of the district, the Rockwall Independent School District (RISD) acquired a large tract of land that is the home of the new Career Academy School, with potential plans to add a stadium, high school, and middle school to the property in the future. In addition, the realignment of SH-276 will create a major intersection at the corner of SH-205 and SH-276 that is anticipated to be a major commercial corner after the completion of the realignment. Having some of the largest tracts of undivided land, the *South Central Residential District* is an ideal place for low-density master planned communities that are highly amenitized.

## POINTS OF REFERENCE

- A. Meadow Creek Estates Subdivision
- B. Hickory Ridge Subdivision
- C. Lofland Farms Subdivision
- D. RISD's Career Academy
- E. Somerset Park Subdivision
- F. Sterling Farms Subdivision
- G. Fontanna Ranch Subdivision
- H. Timber Creek Subdivision

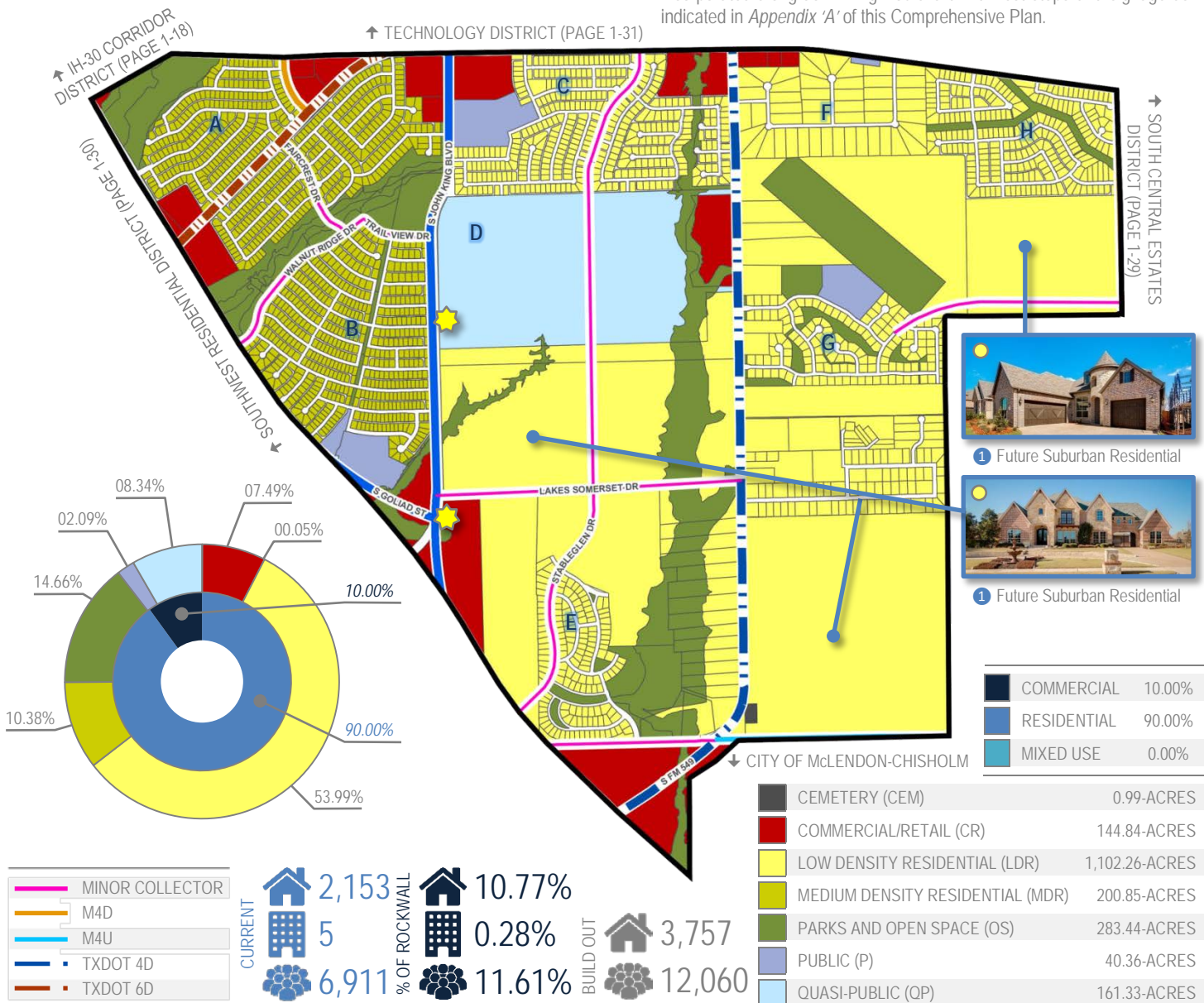
## LAND USE PALETTES

- Current Land Use
- Future Land Use
- John King Boulevard Trail Plan Rest Stop/Trailblazer Pylon

## DISTRICT STRATEGIES

The *South Central Residential District* is anticipated to add additional suburban developments in the western and southern areas of the district. Taking this into consideration the following are the strategies for this district:

- 1 **Suburban Residential.** This district has several large tracts of land that can support highly amenitized master planned communities. These developments should look to incorporate Traditional Neighborhood Design (TND) design principles to create unique developments from the more traditional suburban design prevalent in the northern districts. These developments should include a mix of larger to mid-sized lots.
- 2 **Commercial Land Uses.** Commercial in the northern areas of this district are intended to support the existing and proposed residential developments and should be compatible in scale with the adjacent residential structures. Commercial areas along SH-205 can include supportive and larger commercial developments. Larger commercial developments and cluster development is anticipated at the intersection of S. Goliad Street [SH-205] and SH-276 and S. Goliad Street [SH-205] and John King Boulevard. All commercial development should use berms, landscaping and large buffers to transition to residential land uses.
- 3 **John King Boulevard Trail Plan.** A ten (10) foot hike/bike trail should be incorporated along John King Boulevard with rest stops and signage as indicated in Appendix 'A' of this Comprehensive Plan.





# 17 SOUTH CENTRAL ESTATES DISTRICT

## DISTRICT DESCRIPTION

The *South Central Estates District* has the potential to have a mixture of land uses, but is currently relatively undeveloped. The district does have a low density (i.e. *Equestrian Meadows*) and a medium density (i.e. *West View*) subdivision situated within the southern portions of the district. Along SH-276, there are currently some transitional commercial land uses and residential homes situated on long narrow lots. This district is projected to transition to more intense commercial land uses along SH-276, but still maintain estate and rural residential land uses south of SH-276. Much of the areas along SH-276 will depend on the viability and alignment of the future Outer Loop.

## POINTS OF REFERENCE

- A. Equestrian Meadows Subdivision
- B. Westhaven Subdivision

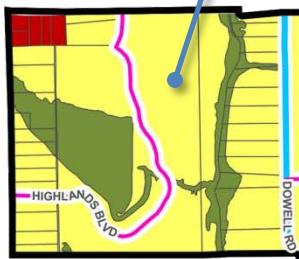
## LAND USE PALETTES

- Current Land Use
- Future Land Use



2 Future Suburban Residential

↑ TECHNOLOGY DISTRICT (PAGE 1-31)



← SOUTH CENTRAL RESIDENTIAL DISTRICT (PAGE 1-28)



2 Future Suburban Residential

↓ CITY OF MCLENDON-CHISHOLM

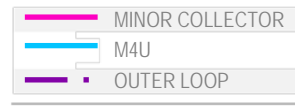
↑ EMPLOYMENT DISTRICT (PAGE 1-15)



4 Future Business Center

↑ INNOVATION DISTRICT (PAGE 1-19)

↓ SOUTHEAST ESTATES DISTRICT (PAGE 1-32)



## DISTRICT STRATEGIES

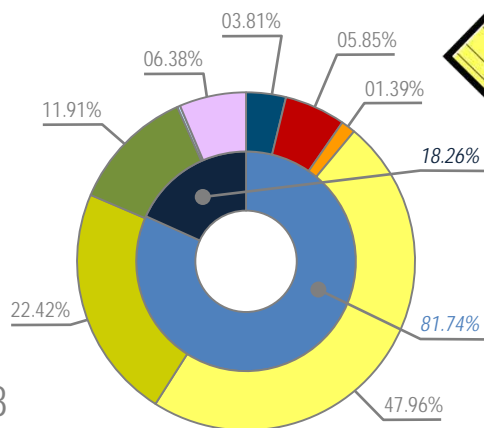
Taking into account that the *South Central Estates District* has a large amount of mostly vacant or raw land with limited access to infrastructure (i.e. *water and wastewater facilities*), the following are the recommended strategies for this district:

- 1 **Opportunity Zone** (*Intersection of SH-276 & FM-548*). When constructed this intersection will be a major land use node in the district and have the potential to provide employment and professional campus land uses mixed with entertainment, restaurant and retail land uses that can create an "18-Hour" environment (i.e. *an environment that provides the ability to live, work, shop and dine*).
- 2 **Suburban Residential**. The district has several large tracts of land that can support highly amenitized master planned communities. Any new *Suburban Residential* developments should include a mix of larger to mid-sized lots. In addition, newer subdivisions adjacent to existing larger lot subdivisions should provide a transition (e.g. *larger lots or a large landscape buffer*) adjacent to the existing subdivision. Due to the availability of infrastructure residential in this area may also be suitable for 1½-acre lots with septic systems.
- 3 **Commercial/Retail Centers**. Due to the anticipated alignment of the Outer Loop (i.e. *current alignment of FM-548*), the commercial/retail centers along SH-276 are ideal for larger scale retail businesses and restaurants that could support any office or residential development in the area. These areas could also provide neighborhood service uses intended to allow smaller commercial uses that can support adjacent residential land uses. All commercial developments should incorporate appropriate screening (e.g. *berms, landscaping and large buffers*) to transition uses.
- 4 **Business Center**. The areas designated as *Business Center* are intended to provide space for larger office facilities and combination manufacturing/warehouse and office facilities (e.g. *corporate headquarters*). This area is also suitable for mixed office/commercial land uses.

% OF ROCKWALL  
 1.30%  
 2.70%  
 1.42%

CURRENT  
 259  
 49  
 847

BUILD OUT  
 3,293  
 10,768



COMMERCIAL	18.26%
RESIDENTIAL	81.74%
MIXED USE	0.00%

BUSINESS CENTER	106.13-ACRES
COMMERCIAL/RETAIL (CR)	162.92-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	38.71-ACRES
LOW DENSITY RESIDENTIAL (LDR)	1,336.88-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	624.93-ACRES
PARKS AND OPEN SPACE (OS)	332.01-ACRES
QUASI-PUBLIC (QP)	7.79-ACRES
TECHNOLOGY/EMPLOYMENT CENTER (TEC)	177.95-ACRES

# 18 SOUTHWEST RESIDENTIAL DISTRICT

## DISTRICT DESCRIPTION

The *Southwest Residential District* contains a mixture of land uses that include existing medium and low density residential, heavy commercial/retail land uses (i.e. *National Drive, Sids Road, and Mims Road*) and commercial land uses. In the future, this district is expected to continue to function as it does today with additional low-density master planned communities filling in the vacant land remaining in the central and southern areas of the district. In addition, the areas that are in transition are expected to continue to improve adding additional value to the City.

## DISTRICT STRATEGIES

The strategies for the *Southwest Residential District* are as follows:

1 **Suburban Residential.** This district has several large tracts of land that can support highly amenitized master planned communities. Areas adjacent to the Oaks of Buffalo Way Subdivision should utilize larger lots adjacent to the subdivision to transition to a smaller lot sizes; however, these areas should incorporate a mix of larger to mid-sized lots.

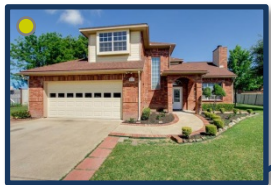
2 **Commercial/Industrial Land Uses.** The areas around Sids Road, National Drive, and Mims Road are some of the only areas in the City that are designated for *Commercial/Industrial* land uses. As a result, these areas should be protected from the encroachment of incompatible land uses (i.e. *residential land uses -- higher density or otherwise*). This should protect the businesses that currently exist in these areas.

3 **Transitional Areas.** The areas designated as *Transitional Areas* are currently transitioning from interim land uses and building types to more permanent structures with conforming land uses. These areas should be given special consideration with regard to requests that further the establishment of uses and structures that will improve the property values of the adjacent properties; however, the City should look to continue to discourage uses and structures that are situated within established floodplains.

4 **Intersection of SH-276 and S. Goliad Street (Sids Road and S. Goliad Street).** The intersection at Sids Road and S. Goliad Street [SH-205] -- also identified as the future intersection of SH-276 and S. Goliad Street -- is anticipated to be a major commercial intersection due to the high traffic volumes carried by both SH-276 and S. Goliad Street [SH-205]. This intersection will most likely have commercial at all four (4) corners and will create a major node along both highways.



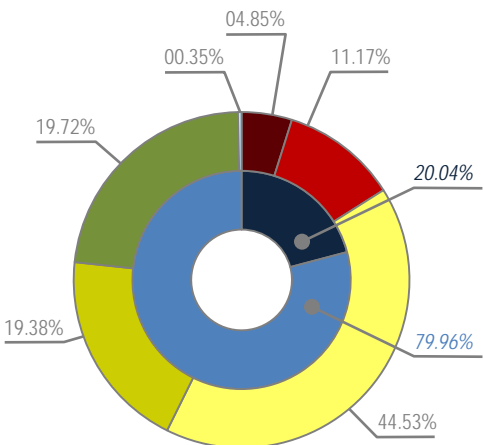
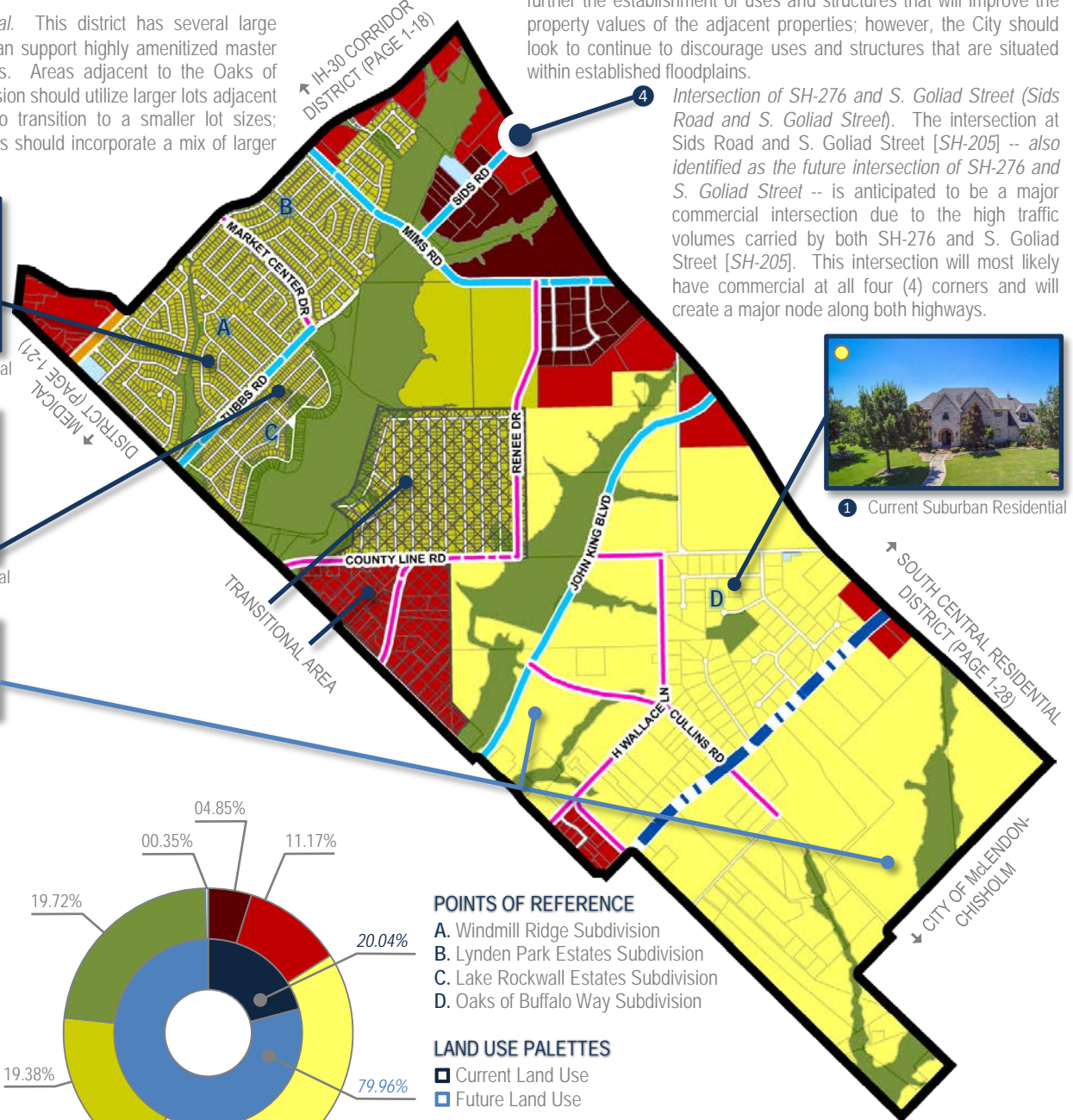
1 Current Suburban Residential



1 Current Suburban Residential



1 Future Suburban Residential



### POINTS OF REFERENCE

- A. Windmill Ridge Subdivision
- B. Lynden Park Estates Subdivision
- C. Lake Rockwall Estates Subdivision
- D. Oaks of Buffalo Way Subdivision

### LAND USE PALETTES

- Current Land Use
- Future Land Use

COMMERCIAL/INDUSTRIAL (CI)	120.50-ACRES
COMMERCIAL/RETAIL (CR)	277.44-ACRES
LOW DENSITY RESIDENTIAL (LDR)	1,106.20-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	481.39-ACRES
PARKS AND OPEN SPACE (OS)	489.99-ACRES
QUASI-PUBLIC (QP)	8.67-ACRES

BUILD OUT	4,251
% OF ROCKWALL	10.95%
14,108	10.34%
12.49%	
CURRENT	2,190
188	
7,437	

COMMERCIAL	20.04%
RESIDENTIAL	79.96%
MIXED USE	0.00%
MINOR COLLECTOR	
M4D	
M4U	
TXDOT 4D	



# 19 TECHNOLOGY DISTRICT

## DISTRICT DESCRIPTION

The *Technology District* is primarily characterized as an employment heavy district containing all phases of the Rockwall Economic Development Corporation's (REDC's) Technology Park, which supports a wide range of clean industrial businesses that help to diversify the City's tax base. This area benefits from easy access to IH-30 from John King Boulevard, Corporate Crossing, and SH-276 via SH-205. The district also contains a mixture of high to medium density residential land uses and several additional large vacant tracts of land that are entitled for low density residential land uses. The commercial areas adjacent to SH-276 contain a mixture of transitional uses and land uses targeted at supporting the existing and anticipated residential land uses. In the future, the *Technology District* is anticipated to continue to provide a mix of non-retail commercial and an assortment of housing options that will provide a balance with regard to the City's economic base and population.

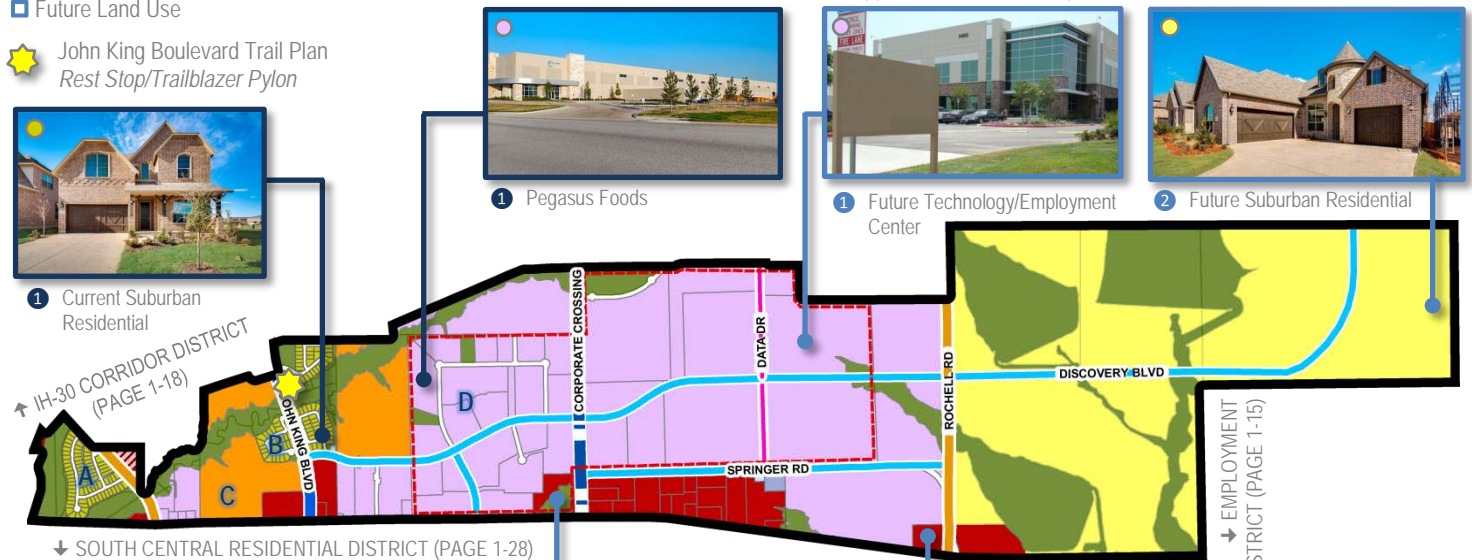
## POINTS OF REFERENCE

- A. Townsend Village Subdivision
- B. Rockwall Downes Subdivision
- C. Sixteen 50 @ Lake Ray Hubbard Apartment Complex
- D. Rockwall Economic Development Corporation's Technology Park

## LAND USE PALETTES

- Current Land Use
- Future Land Use

★ John King Boulevard Trail Plan  
Rest Stop/Trailblazer Pylon



## DISTRICT STRATEGIES

Considering the existing composition and future intent of the *Technology District*, the following are the strategies for this district:

- 1 **Technology/Employment Center.** Taking into consideration the City's desire to preserve the current residential to non-residential land use ratio, encroachment of incompatible land uses (e.g. residential, commercial, etc.) should be discouraged in areas designated for *Technology/Employment Center* land uses. This is especially important in the City's Technology Park, which is denoted in a red dashed line (---). These areas should be preserved for larger clean industrial businesses that can help to diversify the City's tax base. The areas adjacent to Rochelle Road should utilize large buffers, berms and landscaping to off-set adjacency to the residential areas on the east side of Rochelle Road.
- 2 **Suburban Residential.** The low density residential land uses on the east side of Rochelle Road should be large master planned communities that incorporate a mixture of lot types and housing products to create unique subdivisions of enduring value. These areas should be highly amenitized and utilize the existing floodplain/ponds for a robust trail and park system.
- 3 **Neighborhood/Convenience Centers.** The commercial in this district is intended to support the existing and proposed residential developments and should be compatible in scale with the adjacent residential structures. In addition, these properties should use berms, landscaping and large buffers to transition to residential land uses. The existing transitional areas adjacent to SH-276 should be transition to neighborhood/convenience centers in the future.
- 4 **John King Boulevard Trail Plan.** A ten (10) foot hike/bike trail should be incorporated along John King Boulevard with rest stops and signage as indicated in *Appendix 'A'* of this Comprehensive Plan.

■ COMMERCIAL	53.90%	■ MINOR COLLECTOR
■ RESIDENTIAL	46.10%	■ M4D
■ MIXED USE	0.00%	■ M4U
		■ P6D
		■ TXDOT 4D

■ COMMERCIAL/RETAIL (CR)	78.42-ACRES
■ HIGH DENSITY RESIDENTIAL (HDR)	74.61-ACRES
■ LOW DENSITY RESIDENTIAL (LDR)	425.14-ACRES
■ MEDIUM DENSITY RESIDENTIAL (MDR)	27.22-ACRES
■ PARKS AND OPEN SPACE (OS)	287.78-ACRES
■ PUBLIC (P)	1.95-ACRES
■ QUASI-PUBLIC (QP)	0.61-ACRES
■ SPECIAL COMMERCIAL CORRIDOR (SC)	6.76-ACRES
■ TECHNOLOGY/EMPLOYMENT CENTER (TEC)	530.85-ACRES



3 Future Neighborhood/Convenience Centers

**% OF ROCKWALL**

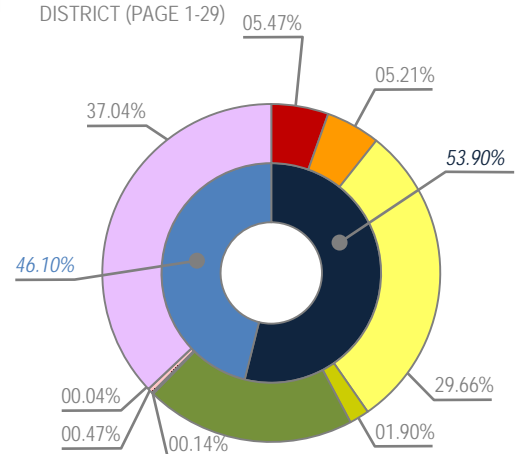
- 3.51%
- 3.52%
- 2.61%

**CURRENT**

- 701
- 64
- 1,556

**BUILD OUT**

- 2,376
- 6,414



# 20 SOUTHEAST ESTATES DISTRICT

## DISTRICT DESCRIPTION

The *Southeast Estates District* consists of several large vacant tracts of land that are situated within the City's Extraterritorial Jurisdiction (ETJ). Currently, this area does not have any residences or commercial businesses situated within its boundaries, and all land in this area is consider raw or undeveloped land. This area is ideal for larger master planned communities; however, estate and rural residential could prove to be viable land use options due to the lack of infrastructure adjacent to and within this district. Depending on the timing of development and the eventual route of the Outer Loop this district could also develop with additional commercial forming at the proposed alignment of the Outer Loop and Wallace Road.

## DISTRICT STRATEGIES

The *Southeast Estates District* is currently a blank slate with regard to land use and while it is anticipated that the area is ideal for master planned communities, this area could incorporate a major commercial corridor along the proposed Outer Loop alignment. Taking this into consideration, the following are the strategies for this district:

- 1 Suburban Residential.** This area should incorporate master planned communities comparable in quality and composition to the Breezy Hill Subdivision, any new *Suburban Residential* developments should include a mix of large to mid-sized lots. These developments should be amenity rich and include unique amenities that can provide prospective residents with a distinctive living experience.
- 2 Estate and Rural Residential.** An alternative to *Suburban Residential* would be *Estate and Rural Residential*. These types of housing could provide an alternative to master planned communities in this district, and could be setup on larger lots that support septic systems (*i.e. 1½-acres or greater*). These developments should be amenity rich and utilize floodplains and open spaces throughout the district.
- 3 Neighborhood/Convenience Centers.** The commercial in this district is planned to be located in nodes at major intersection, and is intended to support the existing and proposed residential developments. Commercial development should be compatible in scale with the adjacent residential structures, and should use berms, landscaping and large buffers to transition to adjacent residential uses.



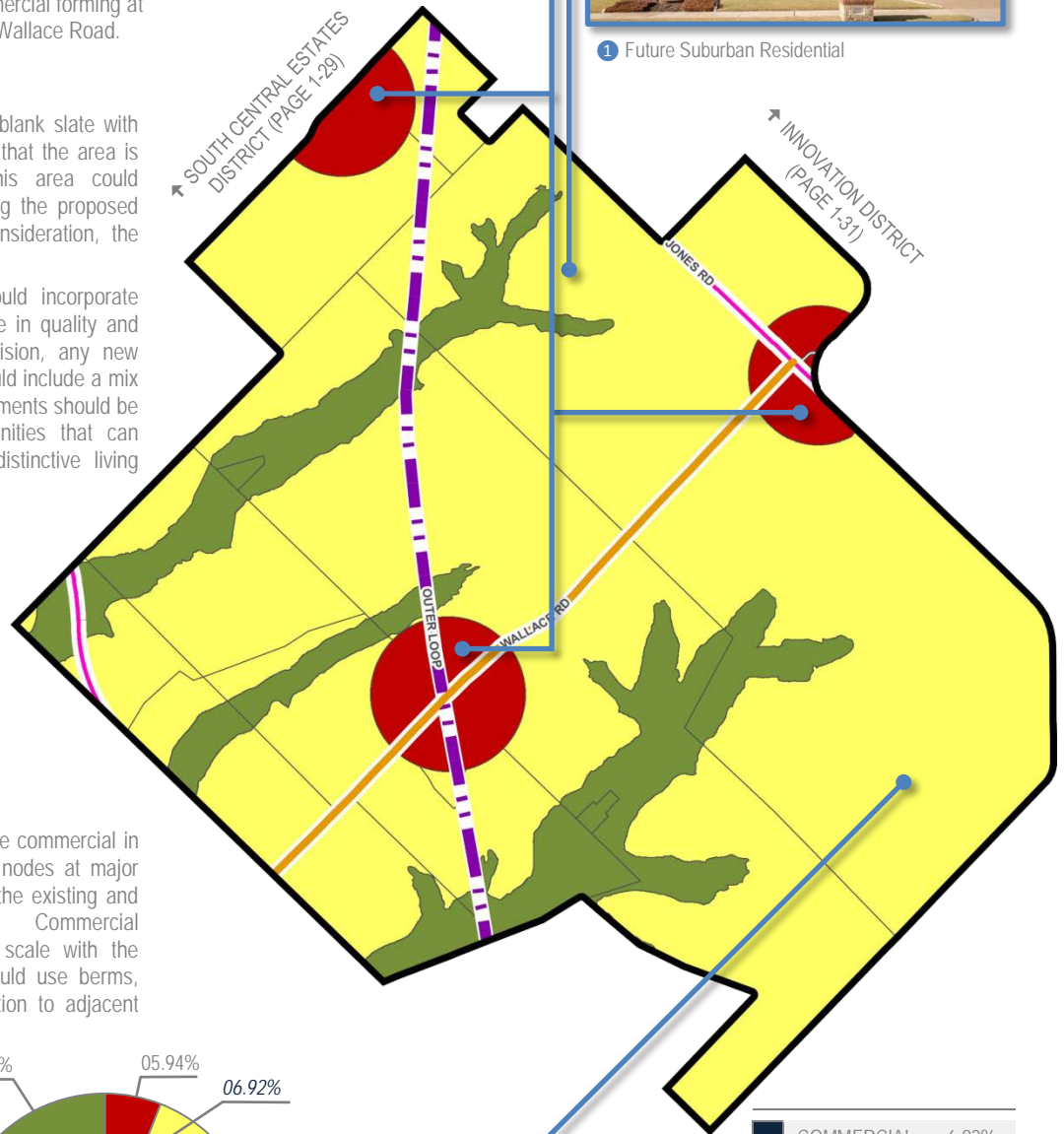
3 Future Neighborhood/Convenience Center



1 Future Suburban Residential



1 Future Suburban Residential



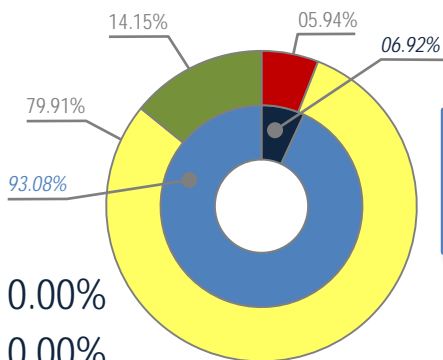
## LAND USE PALETTES

- Current Land Use
- Future Land Use

BUILD OUT  
 5,897  
 18,929

CURRENT  
 0  
 0  
 0

% OF ROCKWALL  
 0.00%  
 0.00%  
 0.00%



2 Estate and Rural Residential

COMMERCIAL	6.92%
RESIDENTIAL	93.08%
MIXED USE	0.00%

MINOR COLLECTOR	
M4D	
OUTER LOOP	

COMMERCIAL/RETAIL (CR)	242.68-ACRES
LOW DENSITY RESIDENTIAL (LDR)	3,266.62-ACRES
PARKS AND OPEN SPACE (OS)	578.64-ACRES



# 21 SUMMARY OF LAND USE PLAN

## SUMMARY OF LAND USE PLAN IN ACRES BY DISTRICT, LAND USE DESIGNATION AND LAND USE

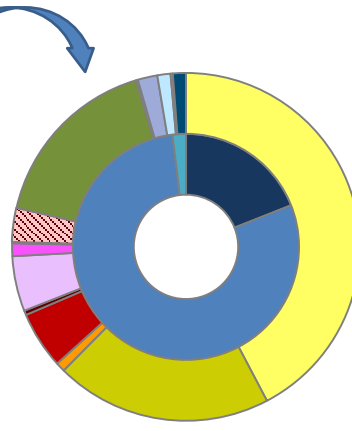
The following is a summary of the total acreage by Land Use District for each Land Use Designation and the corresponding land use breakdown at the time of the adoption of the Comprehensive Plan:

#	DISTRICT (PAGE #)	RESIDENTIAL: 79.09%					COMMERCIAL: 19.00%					MIXED USE: 1.91%			CEM	
		LDR	MDR	HDR	CR	CI	TEC	SC	BC	MU	DT	LW	OS	P		QP
01	CENTRAL (1-12)	234.39	134.46	30.62	133.44		390.78	0.07				23.13	228.02	212.77	23.65	0.18
02	DOWNTOWN (1-13)		248.09	6.27	24.06	5.82						23.73	51.16	35.21	18.89	17.11
03	EMPLOYMENT (1-14)	0.03	355.53		67.72		640.37						106.27	14.31	39.12	
04	FAR NORTH ESTATES (1-15)	2,265.23			48.50								981.02			
05	HARBOR (1-16)		35.22	48.42	14.25				83.60			9.97				1.43
06	IH-30 CORRIDOR (1-17)							957.15				37.03		28.31	39.49	
07	INNOVATION (1-18)		1,374.03		107.49				247.86			270.30				
08	MARINA (1-19)		317.63	14.04	2.80						100.71			5.18	0.03	
09	MEDICAL (1-20)				65.95				36.01				38.65	1.27	26.14	
10	NORTH LAKESHORE (1-21)	1,646.83			13.02						12.29	541.83	40.53	5.58	3.76	
11	NORTHEAST RESIDENTIAL (1-22)	1,643.65	0.04		68.87							178.54	92.45	3.25	32.34	
12	NORTHERN ESTATES (1-23)				60.20							341.15		7.33		
13	NORTHWEST RESIDENTIAL (1-24)		581.43		20.89							315.22	38.11	9.66		
14	SCENIC (1-25)		28.04	54.77	20.89				33.21			2.63	38.13	52.63	14.31	
15	SOUTH LAKESHORE (1-26)		381.87		34.92						3.66	283.44	2.93	161.33	0.75	
16	SOUTH CENTRAL RESIDENTIAL (1-27)	1,102.26	200.85		144.84							283.44	40.36	161.33	0.99	
17	SOUTH CENTRAL ESTATES (1-28)	1,336.88	624.93	38.71	162.92		7.79		106.13			332.01	7.79			
18	SOUTHWEST RESIDENTIAL (1-29)	1,025.90	481.39		277.44	120.50						570.30		8.67		
19	TECHNOLOGY (1-30)	425.14	27.22	74.61	78.42		530.85	6.76					1.95	0.61		
20	SOUTHEAST ESTATES (1-31)	3,266.62			242.68							578.64				
		12,946.93	6,159.77	267.44	1,625.35	126.32	1,569.79	963.98	369.14	364.67	65.44	5,126.07	557.90	373.93	1,222	56.59
		42.29%	20.12%	0.87%	5.31%	0.41%	5.13%	3.15%	1.21%	1.19%	0.21%	16.75%	1.82%	1.22%	0.18%	

## SUMMARY OF HOUSING, BUSINESSES AND POPULATION BY DISTRICT

The following is a summary of the number of housing units, businesses and total population broken out by the Land Use Plan District at the time of the adoption of the Comprehensive Plan and at the projected build out for the City:

#	DISTRICT (PAGE #)	CURRENT			BUILT OUT		
		Houses	Businesses	Population	Houses	Businesses	Population
01	CENTRAL (1-12)	220	71	488	681	173	1,512
02	DOWNTOWN (1-13)	926	248	2,370	1,037	217	2,639
03	EMPLOYMENT (1-14)	202	105	644	987	207	3,149
04	FAR NORTH ESTATES (1-15)	256	5	791	4,269	894	13,191
05	HARBOR (1-16)	1,292	119	3,915	1,921	402	5,821
06	IH-30 CORRIDOR (1-17)	0	0	0	0	0	0
07	INNOVATION (1-18)	244	2	790	3,861	809	12,530
08	MARINA (1-19)	1,536	6	3,923	1,624	340	4,146
09	MEDICAL (1-20)	0	173	0	0	0	0
10	NORTH LAKESHORE (1-21)	4,052	65	12,206	4,358	913	13,135
11	NORTHEAST RESIDENTIAL (1-22)	625	18	1,844	1,964	411	5,794
12	NORTHERN ESTATES (1-23)	904	1	2,671	2,395	502	7,114
13	NORTHWEST RESIDENTIAL (1-24)	1,782	25	5,328	2,347	492	7,018
14	SCENIC (1-25)	1,040	71	2,309	1,092	229	2,424
15	SOUTH LAKESHORE (1-26)	1,618	32	5,501	1,638	343	5,569
16	SOUTH CENTRAL RESIDENTIAL (1-27)	2,153	5	6,911	3,757	787	12,060
17	SOUTH CENTRAL ESTATES (1-28)	259	49	847	3,293	690	10,768
18	SOUTHWEST RESIDENTIAL (1-29)	2,190	188	7,437	4,251	890	14,108
19	TECHNOLOGY (1-30)	701	64	1,556	2,376	498	6,414
20	SOUTHEAST ESTATES (1-31)	0	0	0	5,897	123	18,929
		20,000	1,818	59,533	47,748	100,000	146,321
		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



- LAND USE DESIGNATIONS:**
- LDR: Low Density Residential
  - MDR: Medium Density Residential
  - HDR: High Density Residential
  - CR: Commercial/Relail
  - CI: Commercial/Industrial
  - TEC: Technology/Employment Centers
  - SC: Special Commercial Corridor
  - BC: Business Center
  - OS: Parks and Open Space
- LAND USE:**
- Commercial
  - Residential
  - Mixed Use
  - LW: Live/Work
  - MU: Mixed-Use
  - DT: Downtown
  - CEM: Cemetery
  - P: Public
  - QP: Quasi-Public



# CHAPTER 02

## ENVIRONMENT AND ECOLOGY







## 01 VISION STATEMENT

The City should encourage stewardship of the natural environment and seek to protect its open spaces, floodplains, creeks, and natural habitats to promote an environmentally conscious community and to preserve these valuable resources for future generations.

## 02 GOALS AND POLICY STATEMENTS

### GOAL 01 | PRESERVATION

Strive to maintain and preserve plant and animal habitat areas and corridors in a functional, native condition.

### GOAL 02 | FLOODPLAINS

Preserve floodplains to reduce the risk of flooding and to provide recreational opportunities in the form of an open space and trail system.

### POLICIES

- 1 Encourage regional stormwater detention<sup>1</sup> systems in lieu of individual lot detention systems.
- 2 Encourage developments that incorporate floodplains as recreational opportunities, natural amenities and vegetative screens from adjacent land uses.
- 3 Continue to require that no improvements or alterations -- including stormwater detention systems -- be constructed within floodplains.
- 4 Ensure that open space is accessible to all of Rockwall citizens by providing public access.

### GOAL 03 | TREE COVERAGE

Protect, improve, and increase tree coverage for existing and new developments throughout the City to ensure that the benefits provided by trees are maintained and improved for the community.

### GOAL 04 | ENVIRONMENTAL PLANNING AND DESIGN

Make a conscious effort to implement planning and design principles targeted at reducing energy costs and increasing environmental

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<sup>1</sup>: Regional stormwater detention in this case refer to facilities that are strategically located within a development to support the drainage and detention needs of two (2) or more parcels of land regardless of size.

**LEFT:** The Blackland Prairie is an Ecological Region of tall-grass prairies that extends through portions of the City of Rockwall.



quality by encouraging development that is environmentally sensitive.

## POLICIES

- 1 Encourage the use of green building principles and practices in the construction of new buildings and the rehabilitation of existing buildings.
- 2 Maximize open space through the preservation of natural floodplains, creation of parks, and conservation of environmentally sensitive areas to reduce the heat island effect.
- 3 Encourage environmentally conscious site layout and density requirements that will minimize the need for continuously high levels of energy consumption (e.g. *require open space developments that preserve natural green spaces*).
- 4 Reduce the need for unnecessary paving by reducing all on-site parking requirements and allowing narrower streets as may be deemed appropriate.

## GOAL 05 | LIGHT POLLUTION

Continue to minimize the impact of lighting from non-residential land uses in accordance with the City's Dark Sky ordinance and to reduce light pollution for neighboring residential areas.

## GOAL 06 | WATER CONSERVATION

Encourage water conservation by employing the use of the most current techniques and processes to ensure the most efficient and effective strategies are in place to protect and conserve the City's water resources.

## GOAL 07 | AIR & WATER QUALITY

Continue to maintain and exceed local and state air and water quality standards, and continue to be a prime example of an environmentally conscious community.

## POLICIES

- 1 Require and encourage the preservation of open space throughout developments to allow ground absorption of water, and the natural filtering and cleaning effect of soil and plant material to improve ground and stream water quality.
- 2 Encourage the use of native and/or drought-tolerant plant and tree species along with organic mulch for landscaping to minimize fertilizers and excessive water use.

- 3 Encourage and require the interconnectedness of streets and trails between neighborhoods, retail, recreation and other community services to minimize trip length and congestion.
- 4 Provide transportation alternatives (e.g. *on-demand transit services for special populations, and hike/bike trails*).
- 5 Encouraging mixed use in those areas designated as Mixed-Use on the Future Land Use Map contained in this Comprehensive Plan.

## GOAL 08 | EDUCATION

Look for opportunities to implement education and recognition programs for environmental stewardship to continue to promote an environmentally conscious community.

## 03 IMPLEMENTATION STRATEGIES

- 1 Review the Master Trail Plan on an annual basis to ensure that trails and floodplain conform to the policies contained in this Comprehensive Plan. In addition, public access points for the trail system should be identified.
- 2 Review the City's development, landscape and tree mitigation requirements contained in the Unified Development Code to ensure that a sufficient amount of open space is being required with all developments (*residential and non-residential*), and that the expansion of any non-residential development requires trees to be planted proportionally to the proposed scope of work.
- 3 Work with the North Texas Municipal Water District (NTMWD) and its member/customer cities to encourage the use of existing water conservation plans and evaluate opportunities for the reuse of wastewater effluent to promote water conservation throughout the City.
- 4 Review the City's development requirements contained in the Unified Development Code to ensure that they do not discourage green building practices and principles.
- 5 Review the parking standards contained in Article VI, *Parking and Loading*, of the Unified Development Code to establish maximum parking ratios and ensure current parking ratios are appropriate for each specified land use, and to consider flexibility in cases of redevelopment.

- 6 Review the Future Land Use Map on an annual basis to ensure conformance to the policies contained within this Comprehensive Plan and to account for changes in annual growth/development patterns.



**Bridge at Shores Park 2018:** A pedestrian bridge connecting two (2) play areas and extending over a riparian area at Shores Park.



**Butterfly Garden at Shores Park 2017:** Volunteers plant flowers at the butterfly gardens at Shores Park.



**Butterfly Garden at Emerald Bay Park 2017:** A butterfly sitting on a wildflower in the butterfly garden at Emerald Bay Park.



**Bluebonnet Fields at Harry Myers Park 2018:** Bluebonnets bloom in the wild flower fields at Harry Myers Park.



PICKENS LAKE 2016: PEOPLE  
CANOEING AT PICKENS LAKE AT  
HARRY MYERS PARK.





# CHAPTER 03

PARKS, OPEN SPACE AND TRAILS







## 01 VISION STATEMENT

Design, construct and maintain a citywide system of parks, trails and natural open space in perpetuity, which will provide opportunities for citizens in the City of Rockwall to experience nature, create a sense of community, and engage in memorable and enriching activities. The system of parks, trails, and natural open space should reflect the level of character, quality and care that communicates responsible stewardship, pride of place and encourages citizens to GO OUTSIDE AND PLAY!

## 02 GOALS AND POLICY STATEMENTS

### GOAL 01 | PARKS, OPEN SPACE, AND TRAILS

Develop and maintain a comprehensive parks, open space and trail system that incorporates a creative mix of green spaces, and takes advantage of Rockwall's unique open space amenities.

### POLICIES

- 1 Continue to implement the acquisition and development goals and policies concerning neighborhood and community parks established in the Parks, Recreation and Open Space Master Plan. This includes the following:
  - Develop the Community Parks Program by identifying alternative funding sources that can support three (3) community parks (*i.e. a north and south community park and Harry Myers Park*).
  - Identify and acquire property for the location of a Community Park south of IH-30.
  - Continue to strive to meet the neighborhood park goal of providing a minimum of 11-acres of contiguous parkland in each park district.
- 2 Explore opportunities to evaluate and address the demand for additional sports facilities and fields within the community.
- 3 Encourage the creation of small, private greens and common areas in new neighborhoods, commercial shopping centers, and industrial developments for the purpose of enhancing the character, desirability and quality of social interaction in the city.

*LEFT: Harry Myers Park is the City's Central Community Park and offers a variety of recreational amenities including a disc golf course, amphitheater & spray ground.*



- 4 Encourage development so that every Rockwall resident is located within ½-mile of a public or private park and/or a *multi-use trail*<sup>1</sup> or trail.

## GOAL 02 | PUBLIC USE OF WATERFRONTS

Actively explore opportunities for the use of waterfront property along the Lake Ray Hubbard shoreline and preserve those areas for public use.

### POLICIES

- 1 Preserve the waterfront areas that are identified in this Comprehensive Plan for the use and enjoyment of the public.
- 2 Explore the potential for parks, passive greenway spaces, and trails at appropriate locations along the shoreline of Lake Ray Hubbard consistent with the area identified in the *Future Land Use Plan*.
- 3 Utilize the property adjacent to the Harbor District to create a unique park amenity that will serve the residents in the immediate area and serve as a destination.

## GOAL 03 | CONSERVATION AREAS

Identify and incorporate conservation areas (*i.e. floodplains and prairie land*) into the city's comprehensive park plan to serve as a preservation tool for protecting the city's natural areas, and to provide for an interconnected greenbelt and trail system.

### POLICIES

- 1 Continue to require the preservation of floodplains (*i.e. no improvements or alterations be constructed within a floodplain*).
- 2 Look for opportunities to preserve the Texas Blackland Prairie, which is an important historic, natural feature within the City.
- 3 Look for opportunities to establish multi-use trails.
- 4 Incorporate other sensitive natural features into the City's greenbelt and trail network (*e.g. areas with steep slopes, sensitive habitats, floodplains, etc.*).

<sup>1</sup>: A *multi-use trail* is a trail that can be utilized by bicyclists, walkers and runners for both transportation and recreation. These trails can be paved or unpaved.

## GOAL 04 | MAINTENANCE AND CUSTOMER SERVICE

Continue to develop high quality, first-class park and open space amenities, and provide superior maintenance and customer service to all the city's citizens.

### POLICIES

- 1 Continue to engage the Parks Board to review all proposed park and open space amenities associated with new development to ensure the City is receiving viable parkland and open space from the standpoints of quality, durability, access, and maintenance.
- 2 Look to establish high amenity/low maintenance equipment and improvements that will serve the community's needs in all new and existing parkland.
- 3 Maintain adopted maintenance standards for all public land and amenities.

## 03 IMPLEMENTATION STRATEGIES

- 1 Review the Mandatory Parkland Dedication Ordinance to incorporate requirements relating to the dedication of trails for all residential and non-residential developments in accordance with the *Master Trail Plan* contained within this Comprehensive Plan.
- 2 Review the Mandatory Parkland Dedication Ordinance for the purpose of creating Community Park Districts.
- 3 Review the Parks, Recreation and Open Space Plan and this Comprehensive Plan on a five (5) year basis to ensure the documents goals and policies conform.
- 4 Review the Future Land Use Map on an annual basis to ensure conformance to the policies contained within this Comprehensive Plan and to account for changes in the Parks, Recreation and Open Space Master Plan.
- 5 Consider the creation of a capital project and amenity life-cycle replacement plan that includes projected budget needs.

## 04 MAP INDEX

See the following map located in Appendix C, *Maps*, of this Comprehensive Plan:

- Master Trail Plan Map (2)



*Harry Myers Disc Golf Course 2017*: Disc golfer tees off at the Disc Golf Pro Tour at Harry Myers Disc Golf Course.



*Harry Myers Pool 2017*: Swim classes for kids ages 5-12, all skill levels at Harry Myers Pool.



*Little Athletes Program 2011*: Kids playing flag football as part of the Little Athletes Program for preschoolers.



*National Archery Day 2016*: Kids learning archery at Harry Myers Park as part of archery camp.



*Rockwall Baseball & Softball League (RBSL) Spring Picnic 2016*: RBSL Awards Ceremony at the Spring Picnic.





EASTER EGG HUNT 2014:  
12<sup>TH</sup> ANNUAL EASTER EGG  
HUNT AT HARRY MYERS  
PARK.



# CHAPTER 04

INFRASTRUCTURE







## 01 VISION STATEMENT

The City of Rockwall shall place the same level of importance to the construction and maintenance of the City's infrastructure as to the construction of new facilities, and ensure that all streets, water, wastewater and drainage/detention facilities compliment the City's land use goals while being adequately sized to serve and support the future growth of the community.

## 02 GOALS AND POLICY STATEMENTS

### 02.01 TRANSPORTATION AND STREETS

#### GOAL 01 | STREET NETWORK

Continue to create an interconnected and diverse street network that compliments the City's existing and future land uses.

#### POLICIES

- 1 Create connections to establish continuity between key thoroughfares.
- 2 Discourage the use of *cul-de-sacs* in residential subdivisions in support of providing connected streets that offer multiple points of access to all single-family homes.
- 3 Design new street systems -- *and explore opportunities to modify existing ones* -- to create an interconnected transportation network that offers flexibility of routes and modes of transportation, disperses automobile traffic efficiently, shortens walking distances and lends order and coherent structure to the community.
- 4 Maximize the current capacity of the existing transportation system by designing and implementing improvements that utilize the City's existing rights-of-way.
- 5 Evaluate the City's streets and alleyways on a five (5) year basis to account for changes in growth and demand, and to help prioritize and schedule projects on the City's Capital Improvement Plan (CIP).

#### GOAL 02 | TRANSPORTATION POLICIES AND DESIGN

Balance transportation options by utilizing policies and design approaches that require all streets be planned, designed, operated, and maintained to facilitate the convenient and efficient access for automobiles while providing

*LEFT: Construction of the Quail Run/Memorial By-Pass Trunk Sewer Line in 2018, which was approved as part of the Capital Improvement Program.*



safe, well designed pedestrian and bicycle facilities.

## POLICIES

- 1 Provide a safe and walkable district in the Downtown area that provides connections to all adjacent districts and that tie into the City's Master Trail Plan.
- 2 Enhance walkability with an interconnected pattern of streets, continuous sidewalks, short blocks, and safe pedestrian crossings.
- 3 Create a long-range transportation plan for improving bicycle mobility and access in the city.
- 4 Ensure that the City's Master Trail Plan provides a citywide, interconnected trail system.
- 5 Focus retail, employment, and higher density housing developments -- consistent with the Future Land Use Map contained in this Comprehensive Plan -- into walkable, mixed-use districts.
- 6 Encourage developments utilizing Traditional Neighborhood Development (TND)<sup>1</sup> principles, which place an emphasis on sidewalks/trails, mixed land uses, smaller blocks, connected street patterns, etc. to create a more aesthetically pleasing and maintainable transportation system.
- 7 Work with Texas Department of Transportation (TXDOT) to identify and implement safe pedestrian routes across the City's major thoroughfares.

## GOAL 03 | NEIGHBORHOOD STREETS

Design neighborhood streets for low speeds to encourage walking, bicycling, and social interaction.

## POLICIES

- 1 Design streets with roadway geometrics (e.g. street width, centerline radii of curves, stopping sight distances on hills and curves, intersection turning radii, etc.) that discourage speeding.

<sup>1</sup>: Traditional Neighborhood Development or Traditional Neighborhood Design (TND) is a development model that utilizes traditional town planning principles to create village-style developments. To qualify as a TND, a project should incorporate a range of housing types, a network of well-connected streets and blocks, vibrant public spaces, and have amenities and institutions within walking distance of residences.

- 2 Encourage and allow on-street parking -- where feasible -- especially adjacent to parks, schools and open space.
- 3 Use of traffic calming policies (e.g. planted medians, street trees, traffic circles, neck downs, etc.) to address speed problems on existing streets.

## GOAL 04 | NATURAL ENVIRONMENT

Design new roadways and improve existing roadways in a way that respects the natural environment.

## POLICIES

- 1 Neighborhood streets should be designed to run parallel to the natural contours of an area -- where possible -- to avoid the stair-stepping of lots, unless the stair-stepping of lots will preserve attractive views. In these cases, streets may be permitted to transverse the topography.
- 2 In neighborhoods or subdivisions designed to incorporate a lower density rural-style, vegetated roadside swales can be utilized as opposed to curb-and-gutter systems to minimize infrastructure cost, enhance the treatment of stormwater run-off, and support a countryside aesthetic.
- 3 Roadway alignments and cross-sections should be designed to preserve significant expanses of existing trees.
- 4 Discourage street improvements that require the removal of mature street trees.
- 5 Work with the existing topography to provide grade-separated crossings for bicycle and pedestrian paths where appropriate.

## GOAL 05 | STREET FURNITURE

Use street furniture on key streets to enhance their functions, appearance, and comfort.

## POLICIES

- 1 Provide street furnishings (e.g. benches, waste containers, flower shrub planters, trees, bollards lampposts, kiosks, etc.) on streets where walking is desirable and encouraged.

## GOAL 06 | THOROUGHFARE PLAN

Continue to support, review, and amend the adopted Thoroughfare Plan contained in this Comprehensive Plan to account for changes in land use patterns and transportation needs

throughout the City, and to enhance minor collector continuity, provide accessibility to activity centers, and provide for effective delivery of emergency services.

## GOAL 07 | INTERGOVERNMENTAL COOPERATION

Continue to work with the Texas Department of Transportation (TXDOT) to optimize access and circulation along IH-30, SH-205, Ridge Road [FM-740], Horizon Road [FM-3097], FM-3549, SH-276, FM-552, SH-66, FM-1141 and FM-549.

## 02.02 WATER, WASTEWATER, DRAINAGE AND DETENTION

### GOAL 01 | FUTURE SERVICE DEMANDS

Maintain a Citywide water distribution system and wastewater collection system to meet the future demands of the City.

## POLICIES

- 1 Evaluate the water and wastewater master plans on a five (5) year basis to account for changes in growth and demand, and to help prioritize and schedule projects on the City's Capital Improvement Plan (CIP).
- 2 Utilize impact fees to construct projects that are identified on the Impact Fee Study.
- 3 Update the Impact Fee Study on a five (5) year basis to ensure that the water/wastewater system will be capable of handling system demands.

### GOAL 02 | EXISTING SYSTEM

Maintain the integrity and reliability of the existing water distribution system and wastewater collections system, and remain in compliance with local, state, and federal requirements.

## POLICIES

- 1 Develop and implement an Asset Management System (AMS) to provide a reliable conduit to evaluate and update public infrastructure.
- 2 Verify the structural integrity of the City's water distribution and wastewater collection systems.
- 3 Identify and replace substandard water and wastewater lines as feasible based on the City's annual budget.



## GOAL 03 | AFFECTS OF LAND USE ON THE EXISTING SYSTEM

Plan for and identify potential impacts on the existing water and wastewater systems due to changes in land use.

### POLICIES

- 1 Advise elected officials of potential impacts on the City's water and wastewater systems caused by proposed changes in zoning and land use decisions.

## GOAL 04 | REGIONAL DETENTION

Promote and encourage regional detention<sup>2</sup> for the purpose of clustering open space/green space/natural space and landscaped area within large developments and maximizing contiguous development area.

## GOAL 05 | DETENTION PONDS

Detention ponds should be well landscaped with plants and trees that will create picturesque open spaces that can be easily maintained.

## GOAL 06 | STORMWATER CARRYING CAPACITY

Evaluate the existing capacity of the stormwater system to determine carrying capacity.

### POLICIES

- 1 Update the Master Drainage Study to account for growth in the community and the use of new technologies.
- 2 Explore the possibility of creating a Drainage Utility District (DUD) fee on all existing and new developments in the City.

## 03 IMPLEMENTATION STRATEGIES

### 03.01 TRANSPORTATION AND STREETS

- 1 Review and revise the Master Thoroughfare Plan on an annual basis to ensure conformance to the policies contained within this Comprehensive Plan, and to account for annual changes

in land use patterns and transportation needs.

- 2 Review and revise the Paving Assessment on a five (5) year basis to account for changes in roadway conditions.
- 3 Review and revise the City Master Trail Plan to account for changes in the City's Master Thoroughfare Plan.
- 4 Review the City's community design elements and develop a Community Design Plan that can address the use of street furniture throughout the City.
- 5 Review the City's existing thoroughfares to look for opportunities to redevelop existing right-of-ways utilizing the goals and policies contained in this Comprehensive Plan.
- 6 Ensure that the City's *Standards of Design and Construction Manual* allows for the implementation of Traditional Neighborhood Development (TND) principles.

### 03.03 WATER, WASTEWATER, DRAINAGE AND DETENTION

- 1 Review and revise the water and wastewater master plans every five (5) years to account for changes to the future land use map and population projects.
- 2 Review and revise the Impact Fee Study on a five (5) year basis to account for changes to the Future Land Use Map and population projections.
- 3 Utilize CityWorks Asset Management System software to evaluate the existing water/wastewater system and streamline reoccurring maintenance.
- 4 Camera all existing wastewater lines to evaluate the structural integrity and capacity of each segment, and log into the Asset Management System.
- 5 Utilize the City's Geographic Information Systems (GIS) software to track and evaluate existing waterlines, and create a replacement program.
- 6 Incorporate an infrastructure section into staff's development case memorandums to account for potential impacts/needs for zoning changes that propose more intense land uses.
- 7 Review Drainage Utility Districts (DUD) in other cities and create a feasibility report

on DUD's to report to the City Manager and City Council.

- 8 Review and revise the Master Drainage Study on an as needed basis (*i.e. upon the annexation of new land or changing of land use*).

## 04 MAP INDEX

See the following maps located in Appendix C, *Maps*, of this Comprehensive Plan:

- Master Thoroughfare Plan (3)
- Master Water Distribution System Plan (4)
- Master Wastewater Collection System Plan (5)

## 05 STREET CROSS SECTIONS

The City of Rockwall has a variety of developments from low-density rural developments to mixed-use, pedestrian oriented retail districts. These various developments all have different needs with regard to the necessary street cross section needed to adequately serve the development. For example, the mixed-use, pedestrian oriented retail district requires a higher capacity street cross section that incorporates curb and gutter, street trees, and on-street parking. Whereas, a low-density rural development would require a smaller, two (2) lane roadway that incorporates either curb and gutter or drainage swales depending on the desired design of the community.

In certain parts of the City, it may be necessary to modify the required street cross sections to account for unique circumstances and to account for existing right-of-ways. As a general principal all streets and roadways should attempt to incorporate the following:

- A minimum of a six (6) foot planting strip of accent trees and shrubs.
- A minimum of a five (5) foot sidewalk.

Both of these elements will create a pedestrian friendly streetscape that gives the feeling of enclosure or separation from the main traffic lanes of the street cross section. For non-residential development the five (5) foot sidewalk should be increased to provide a greater sense of pedestrian protection.

The following are the recommended typical street cross sections that should be used in the community. Each street cross section indicates road type, symbol, and abbreviation that correspond to the Master Thoroughfare Plan. In addition, the general design standards have been provided for reference.

<sup>2</sup>: While the word regional can sometimes indicate a large area, regional detention facilities in this case refer to facilities that are strategically located within a development to support the drainage and detention needs of two (2) or more parcels of land regardless of size.



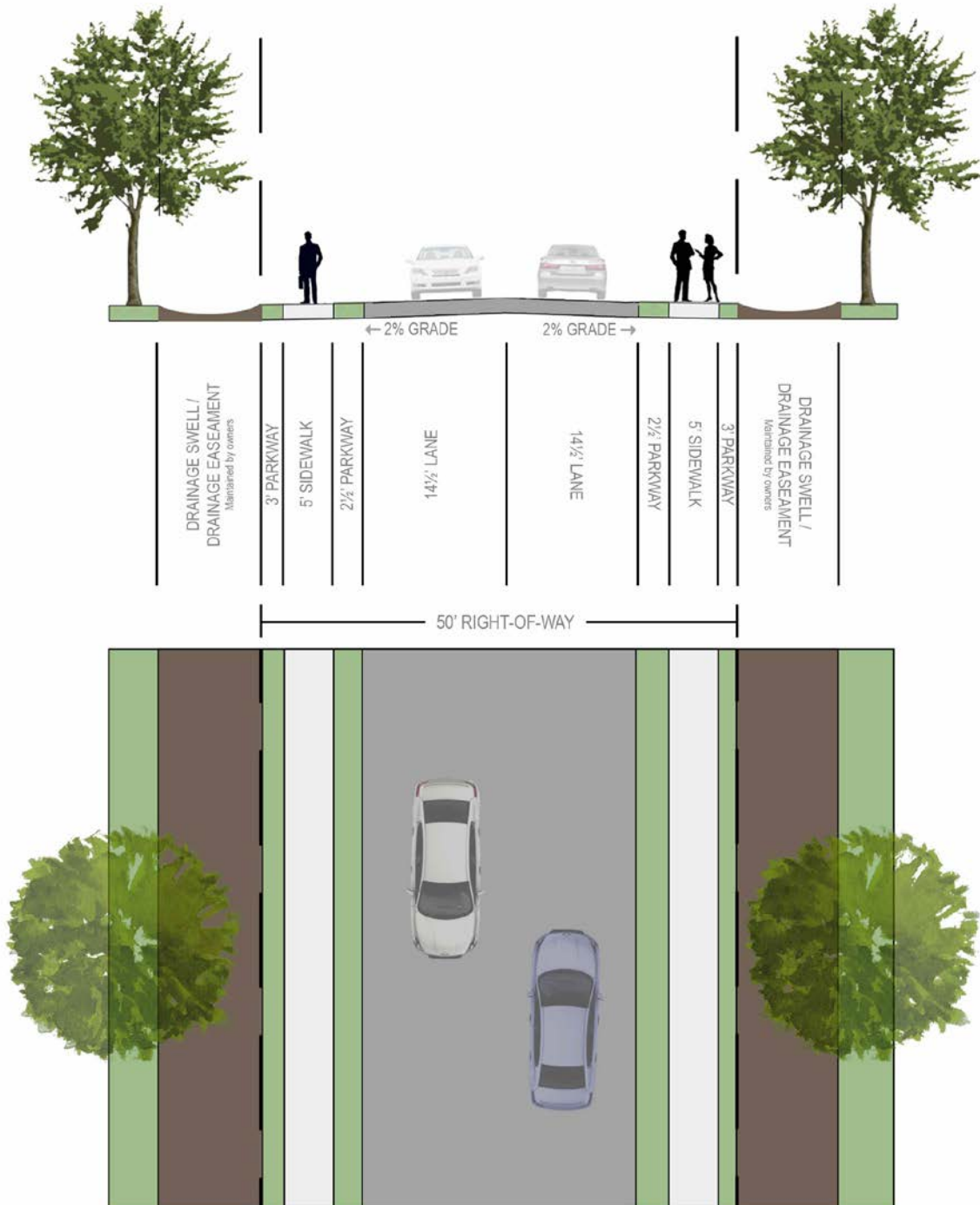
# 05 STREET CROSS SECTIONS

## 01 RURAL LOCAL ROADWAYS

ROAD TYPE: RURAL LOCAL, TWO (2) LANE, UNDIVIDED ROADWAY

ABBREVIATION: RL2

DESIGN STANDARDS: [1] 65' ROW, [2] NO ON-STREET PARKING, [3] 30 MPH DESIGN SPEED, & [4] NO CURB AND GUTTER





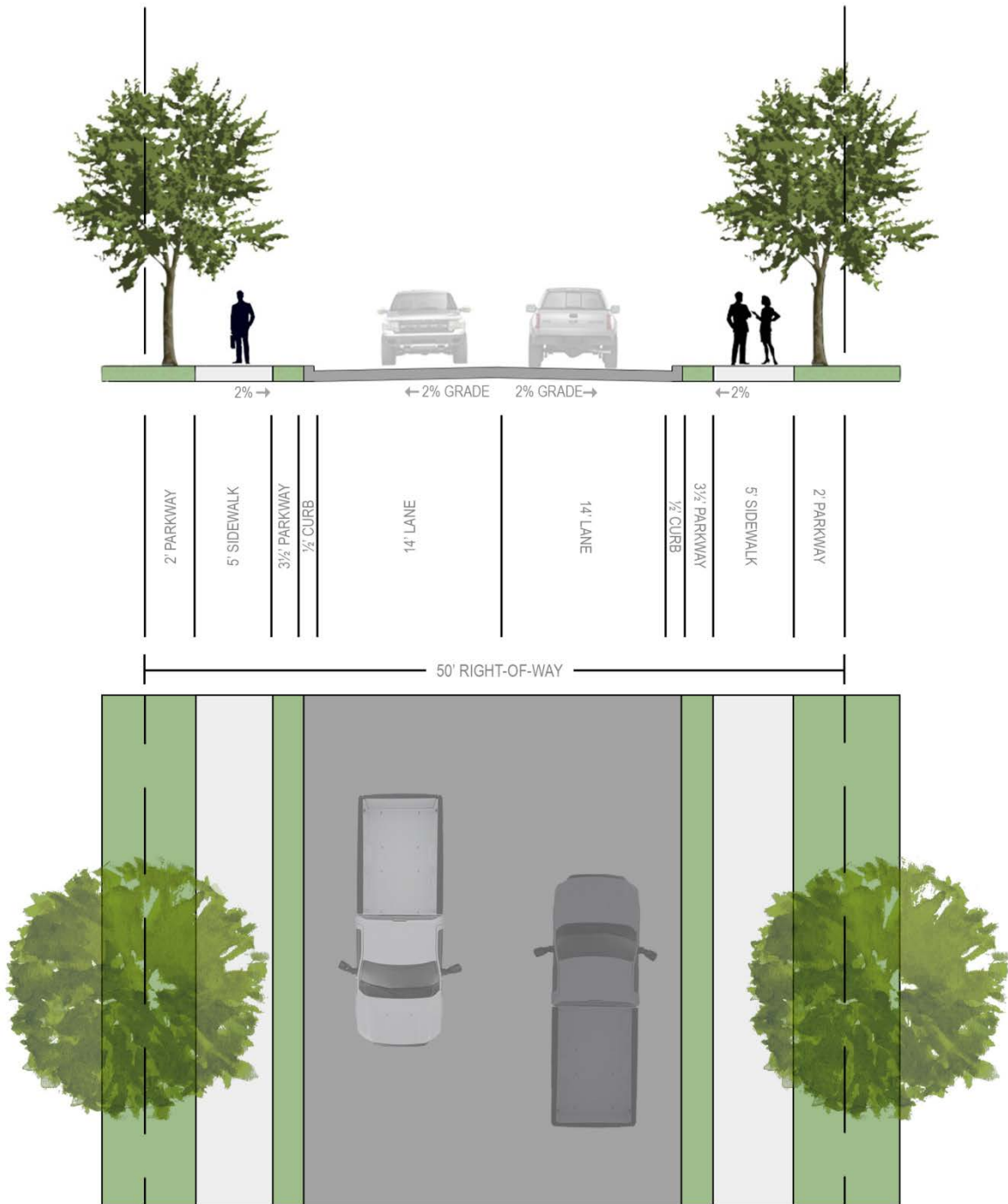
# 05 STREET CROSS SECTIONS

## 02 RESIDENTIAL STREETS

ROAD TYPE: RESIDENTIAL, TWO (2) LANE, UNDIVIDED ROADWAY

ABBREVIATION: R2

DESIGN STANDARDS: [1] 50' ROW, [2] NO ON-STREET PARKING, & [3] 30 MPH DESIGN SPEED





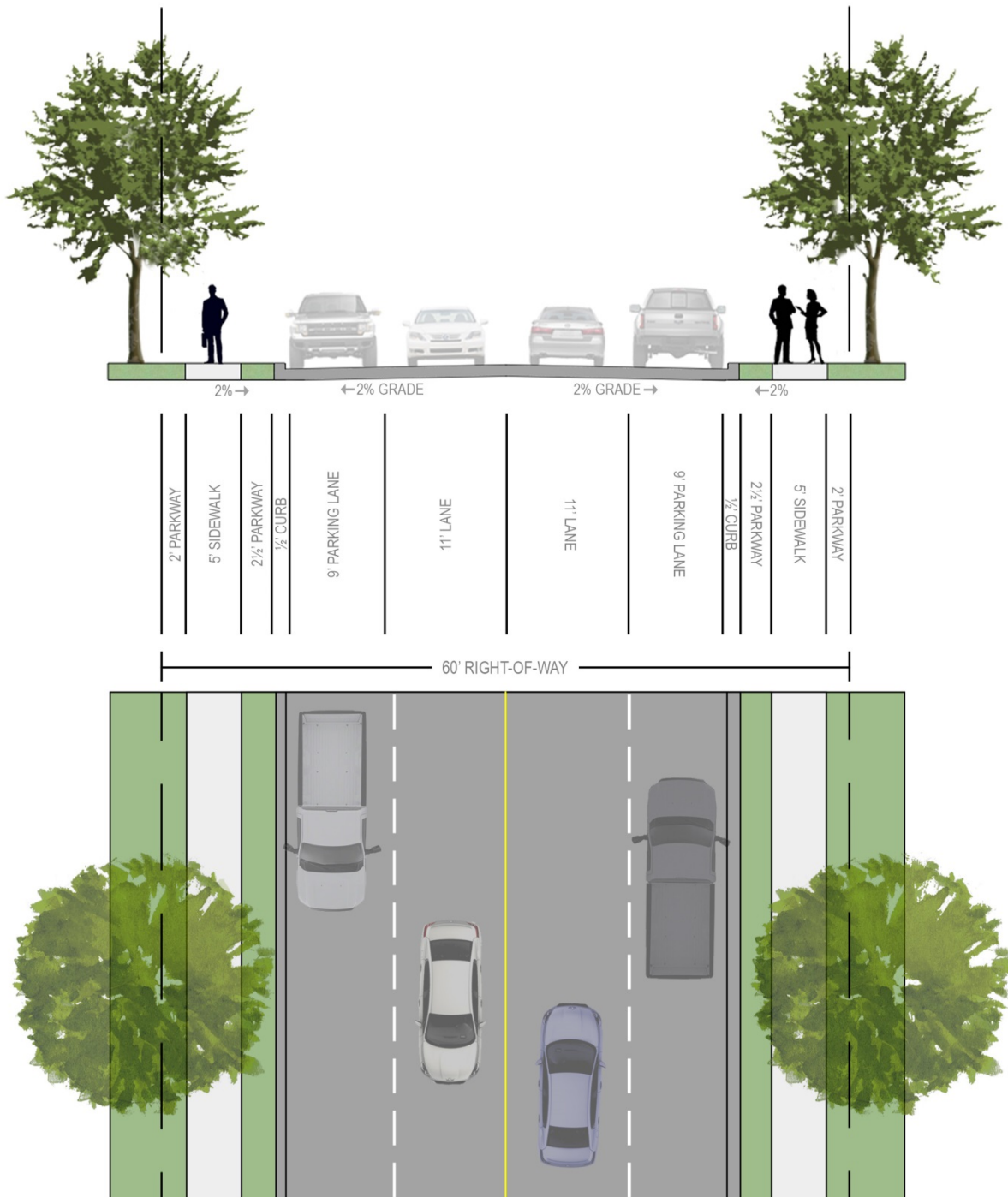
# 05 STREET CROSS SECTIONS

## 03 MINOR COLLECTORS

ROAD TYPE: MINOR COLLECTOR, TWO (2) LANE, UNDIVIDED ROADWAY

ABBREVIATION: MC

DESIGN STANDARDS: [1] 60' ROW, [2] TWO (2) ON-STREET PARKING LANES, & [3] 30 MPH DESIGN SPEED





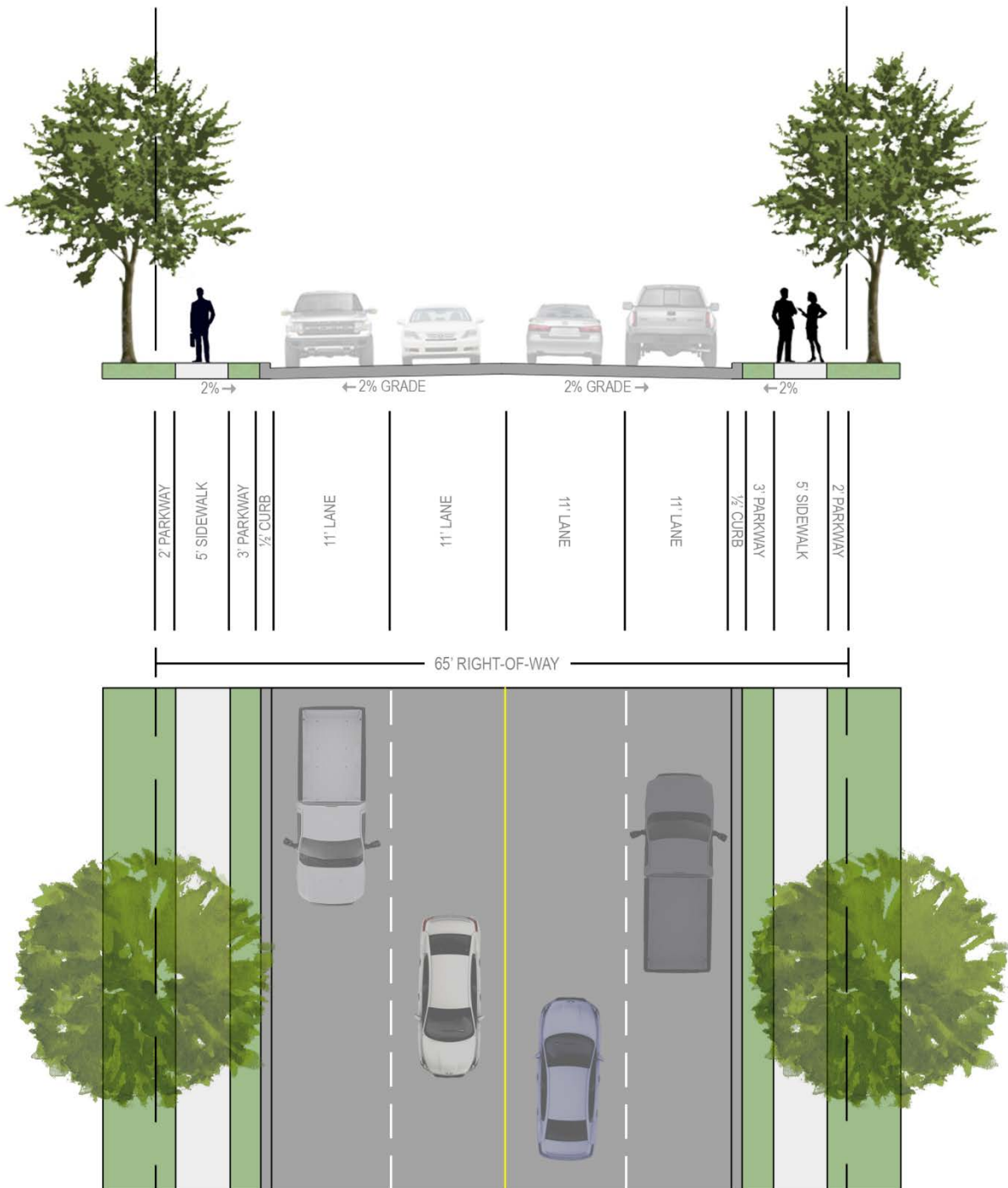
# 05 STREET CROSS SECTIONS

## 04 MAJOR COLLECTORS

ROAD TYPE: MAJOR COLLECTOR, FOUR (4) LANE, UNDIVIDED ROADWAY

ABBREVIATION: M4U

DESIGN STANDARDS: [1] 65' ROW, [2] NO ON-STREET PARKING, & [3] 35 MPH DESIGN SPEED





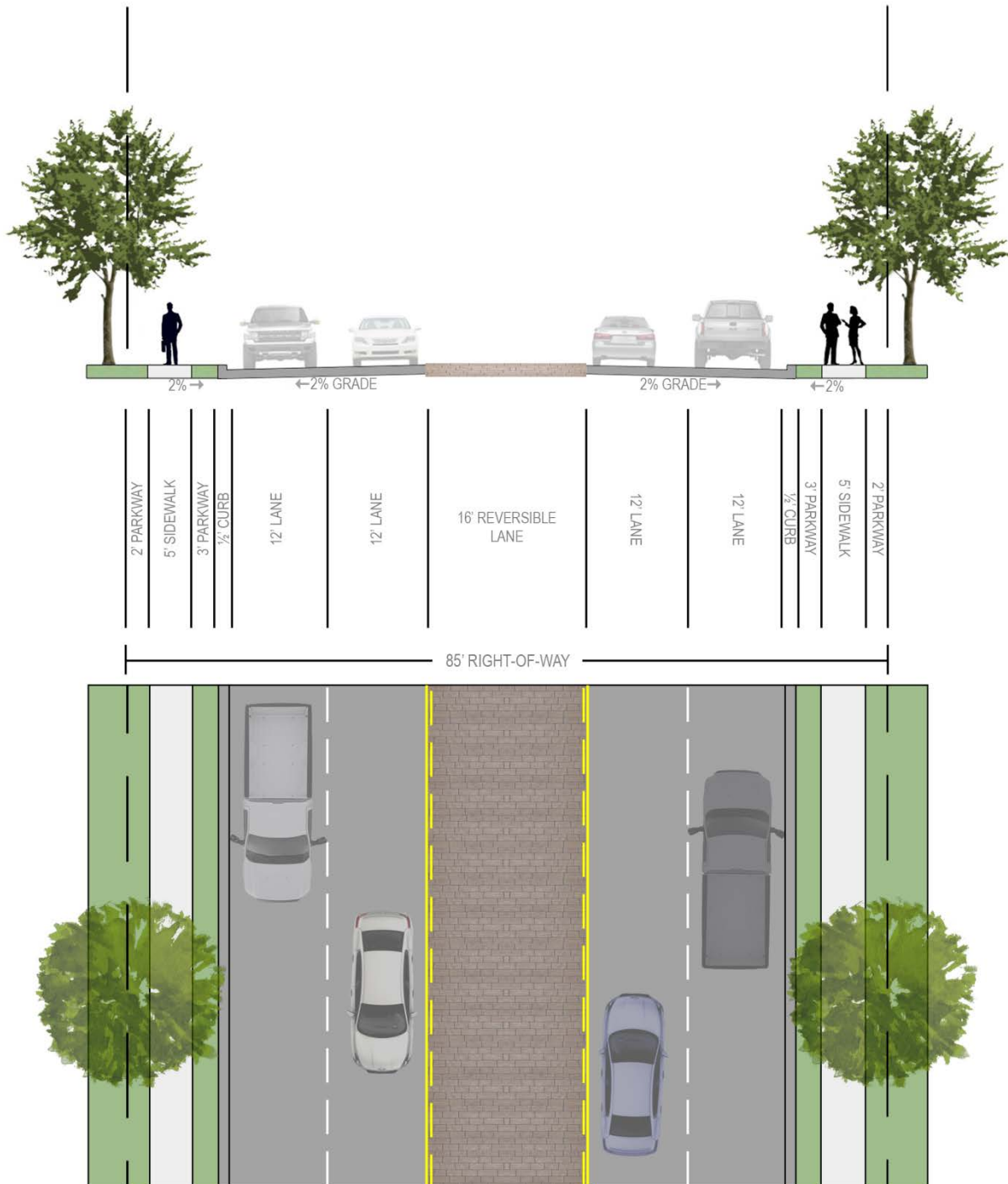
# 05 STREET CROSS SECTIONS

## 04 MAJOR COLLECTORS

ROAD TYPE: MODIFIED MAJOR COLLECTOR, FOUR (4) LANE, UNDIVIDED ROADWAY

ABBREVIATION: M4U-M

DESIGN STANDARDS: [1] MAXIMUM OF 85' ROW, [2] NO ON-STREET PARKING, [3] 35 MPH DESIGN SPEED, & [4] REVERSIBLE LANE





# 05 STREET CROSS SECTIONS

## 04 MAJOR COLLECTORS

ROAD TYPE: MAJOR COLLECTOR, FOUR (4) LANE, DIVIDED ROADWAY

ABBREVIATION: M4D

DESIGN STANDARDS: [1] 85' ROW, [2] NO ON-STREET PARKING, & [3] 40 MPH DESIGN SPEED





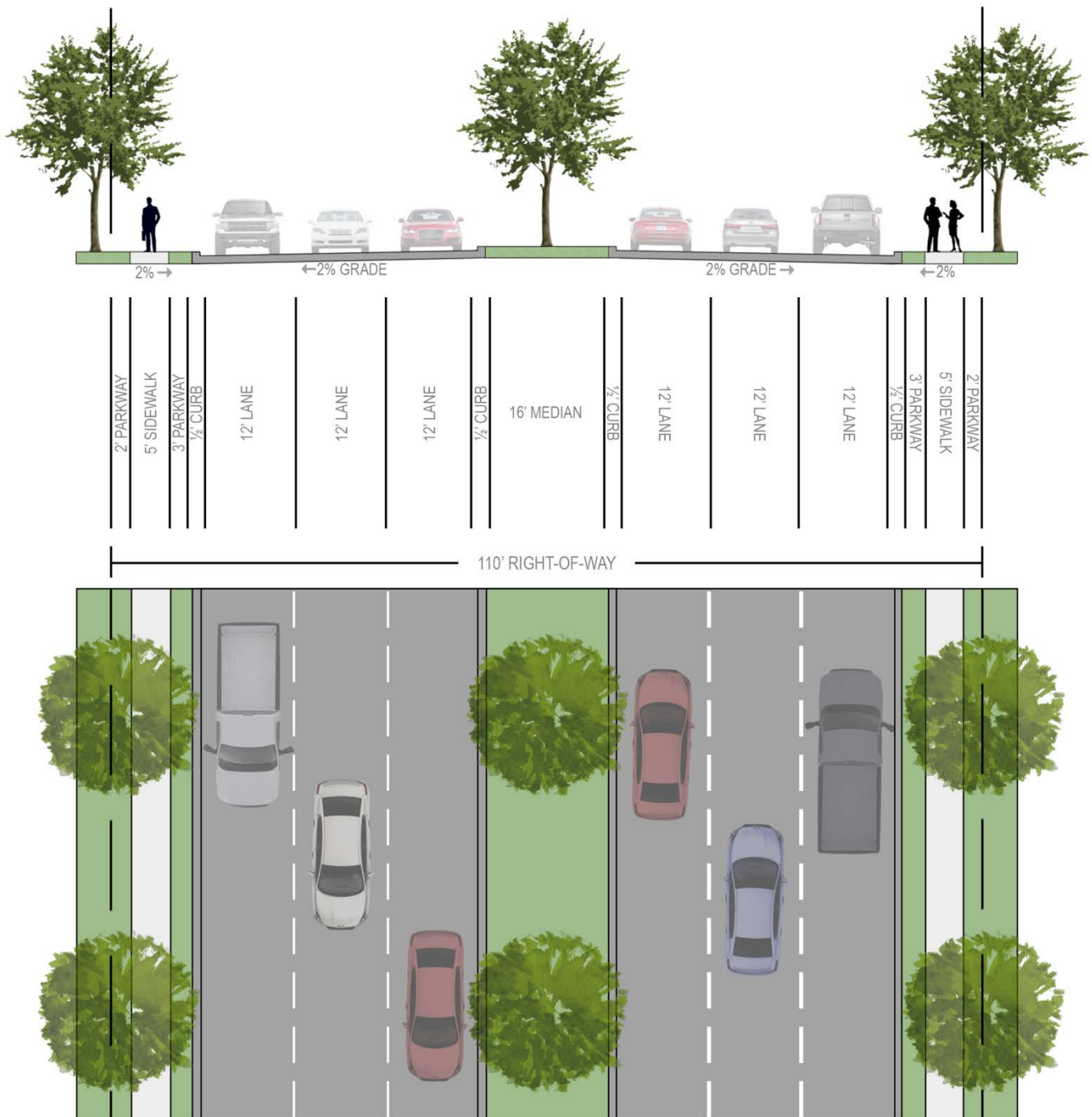
# 05 STREET CROSS SECTIONS

## 05 PRINCIPLE ARTERIALS

ROAD TYPE: PRINCIPAL ARTERIAL, SIX (6) LANE, DIVIDED ROADWAY

ABBREVIATION: P6D

DESIGN STANDARDS: [1] 110' ROW, [2] NO ON-STREET PARKING, & [3] 45 MPH DESIGN SPEED



# 05 STREET CROSS SECTIONS

## 06 TXDOT ROADWAYS

ROAD TYPE: TEXAS DEPARTMENT OF TRANSPORTATION PRINCIPLE ARTERIAL ROADWAYS

ABBREVIATION: TXDOT4D & TXDOT6D

DESIGN STANDARDS: [1] 120' ROW, [2] NO ON-STREET PARKING, & [3] VARIABLE DESIGN SPEED





# CHAPTER 05

PUBLIC HEALTH, SERVICES AND SAFETY







## 01 VISION STATEMENT

The City of Rockwall will continue to provide its citizens and visitors with the highest level of municipal services. This includes providing recreational and programming opportunities aimed at allowing citizens the ability to choose a healthy lifestyle, public services that are superior to other cities in the region, and public safety services that ensure a safe and secure community.

## 02 GOALS AND POLICY STATEMENTS

### 02.01 PUBLIC HEALTH

#### GOAL 01 | HEALTHY LIFESTYLE

Encourage community design that promotes options for physical activity, and the choice of a healthy lifestyle.

#### POLICIES

- 1 Residential and non-residential development should be designed with access to trails and parks to promote physical activity.
- 2 Explore opportunities for the incorporation of specialized recreational amenities (e.g. kayak/canoe launches, mountain bike trails, etc.).
- 3 Residential development should be located and designed to ensure that all homes in the City are located within a 15 minute walk (or ½-mile) of a Neighborhood Park.
- 4 Look to increase recreational bicycle and pedestrian activity and connectivity throughout the City.

#### GOAL 02 | EVENTS FOR ACTIVE LIFESTYLES

Encourage City events that promote healthy and active lifestyles.

#### POLICIES

- 1 Continue to provide Rockwall's citizens with access to healthy, locally grown foods through the Downtown Farmers Market.
- 2 Continue to provide events and programs like Family Fun Fridays, outdoor education, and local partnerships that promote a healthy and active lifestyle.

*LEFT: Rockwall Fire Department's Ladder Truck #2, which is located at Station #2. This is the City's biggest fire truck with an aerial platform that extends 100-feet into the air.*



## GOAL 03 | PROGRAMS FOR SENIORS

Look to expand programming targeted at senior citizens to address the growing number of retirees in the City.

### POLICIES

- 1 Continue to offer fitness programs, volunteer opportunities, and other social events for seniors targeted at active and social aging.

## 02.02 PUBLIC SERVICES

### GOAL 01 | LEVEL OF SERVICE

Strive to provide the highest level of service (i.e. *proactive, reactive and coactive*) by ensuring that there are proper public facilities to serve the community consistent with the City's growth and financial abilities.

### POLICIES

- 1 Maximize the efficiency and effectiveness of the City's current public facilities to extend their useful life (e.g. repair, renovations, maintenance, and adaptive reuses).
- 2 Design and locate new facilities to account for the future growth and community accessibility.
- 3 Design new facilities in harmony with the design of adjacent land uses so that the facility will blend into the character of the surrounding area.
- 4 Design new facilities to adapt to the changing nature of technology and incorporate flexible spaces that can be adapted for future uses/workspace.

### GOAL 02 | TECHNOLOGY

Improve efficiency and access to the City's existing public services by utilizing and adapting to new technologies.

### POLICIES

- 1 Explore opportunities to increase efficiency in current services and application processes (e.g. *development services, water services, etc.*) by encouraging citizens to interface with the City online (e.g. *fill out applications, request assistance, etc.*).
- 2 Shift all plan review processes to a paperless system to free up storage space for additional workspaces.

## GOAL 03 | REGIONAL COOPERATION

Continue to coordinate and collaborate with the City's regional partners to ensure continued cooperation, and sharing of resources and facilities.

### 02.03.01 PUBLIC SAFETY: POLICE

### GOAL 01 | COMMUNITY POLICING

Strengthen and increase community interaction through *Community Policing*<sup>1</sup> and personal relationships to enhance safety and trust in the community.

### POLICIES

- 1 Increase high visibility patrols in the community.
- 2 Increase the number of neighborhoods with crime watch programs and encourage residents to participate.
- 3 Encourage strategic partnerships in the community like the Rockwall Clergy and Police Partnership.
- 4 Encourage and strengthen the partnership with the Rockwall Independent School District (RISD) to ensure safe school environments.
- 5 Engage residents to take a proactive approach to Community Policing by promoting educational programs like Citizens On Patrol, Citizens Police Academy, Property Identification Program and Rockwall Police Summer Safety Camp.
- 6 Encourage open communication with residents by continuing *Park Walk and Talks* and holding events like *Texas Night Out*.

### GOAL 02 | CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

Work closely with the City's Planners, Engineers, developers and property owners to ensure a safe physical environment that incorporates building and site design techniques that are consistent with the Crime Prevention through Environmental Design (CPTED)<sup>2</sup> guidelines.

<sup>1</sup> *Community Policing*: Community Policing is a philosophy that promotes organizational strategy intended to support the systematic use of partnerships within a community and problem-solving techniques to proactively address the immediate conditions that give rise to public safety issues (e.g. crime, social disorder, and fear of crime).

<sup>2</sup> *Crime Prevention through Environmental Design (CPTED)*: Crime Prevention through Environmental



Out to Lunch Bunch 2017: A program targeted at connecting the City's seniors by sponsoring outings to restaurants and shopping.



Rockwall's Downtown Farmers Market 2016: The Downtown Farmers Market has been providing citizens with access to locally grown produce and specialty products since 2008.



Rib Rub & Run 2014: An annual barbecue competition with live music and a 5K & 10K race.



Senior Health Fair 2016: The annual Senior Health Fair offers citizens the ability to interface with various health care and senior service providers in one convenient location.

*Design, or CPTED (pronounced sep-ated), is a multi-disciplinary approach to deterring crime and criminal behavior through environmental design. The principle strategies rely upon the ability to influence offender decisions that precede criminal acts by affecting the built, social and administrative environment.*



## CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED) STRATEGIES FOR THE BUILT ENVIRONMENT

### NATURAL SURVEILLANCE STRATEGIES

- ☑ Design streets with sidewalks to promote pedestrian accessibility.
- ☑ Use windows to increase visibility onto sidewalks and parking areas.
- ☑ Use adjacent vehicular traffic as an asset in surveillance.
- ☑ Design landscaping schemes to allow for visibility of building entryways and parking areas.
- ☑ Use transparent fencing, and limit opaque fencing where possible.
- ☑ Design site lighting plans to ensure that all areas of a property have good night visibility.
- ☑ Use shielded or cut-off luminaire fixtures to control glare.

### NATURAL ACCESS CONTROL

- ☑ Use a single and identifiable point of entry.
- ☑ Use structures/building design to divert people to reception areas.
- ☑ Use landscaping as a natural barrier to entry adjacent to windows and fences.
- ☑ Eliminate external access points to roofs.
- ☑ Use locking gates between front and rear yards of properties.

### NATURAL TERRITORIAL REINFORCEMENT

- ☑ Incorporate trees into residential subdivisions.
- ☑ Create distinctions between publicly accessible open space and private open space.
- ☑ Avoid chain link fencing and fencing with barbed wire/razor wire.
- ☑ Place amenities in public areas that promote increased use of these spaces.
- ☑ Use motion sensor lighting at key entry points.
- ☑ Avoid running trails and sidewalks directly behind residential areas.

## POLICIES

- 1 Incorporate Natural Surveillance, Access Control, and Territorial Reinforcement Techniques into the site planning process (*see side bar at left*).
- 2 Incorporate the concepts of Activity Support and Management and Maintenance in collaboration with Community Policing to ensure safe physical environments.
- 3 Require vandal-resistant construction and design methods.

## GOAL 03 | DESIGN STANDARDS

Ensure the City's land development policies and design standards incorporate planning for public safety.

## GOAL 04 | RISK IDENTIFICATION

Identify risks in the community associated with crime, and the potential for crime, and look for proactive strategies to address those risks.

### 02.03.02 PUBLIC SAFETY: FIRE

## GOAL 01 | EMERGENCY RESPONSE

Maintain and improve the high level of emergency response currently offered to the community and continue to protect life, property, and the built environment.

## POLICIES

- 1 Ensure that operational personnel, equipment, and facilities are appropriately sized to the City's population and financial ability.
- 2 Evaluate operations in general compliance to national standards.
- 3 Continue to use metrics like International Insurance Services Office (ISO) ratings and response time mapping to ensure that citizens are consistently receiving the best service possible.
- 4 Identify underserved areas and look for ways to improve response times in these areas.
- 5 Work with the Public Works Department to ensure that infrastructure is properly sized and maintained to respond to an emergency.

## GOAL 02 | RAISE AWARENESS ABOUT FIRE SAFETY

Develop, prepare, and improve educational programs and community events that can increase awareness about department procedures, life safety, and fire prevention techniques.

## GOAL 03 | REGULATORY CODES

Ensure that the City's land development policies and design standards incorporate planning for public safety.

## GOAL 04 | RISK PREVENTION

Identify risks in the community associated with fire and fire prevention, and look for proactive strategies to address those risks.

### 02.03.03 PUBLIC SAFETY: ENFORCEMENT

## GOAL 01 | ENFORCEMENT

Develop effective maintenance and enforcement strategies that ensure that the City's residential and non-residential developments continue to be well maintained as they age.

## POLICIES

- 1 Explore community partnerships with Homeowner's Associations (HOA's), property management companies, and other community groups to expand community involvement in maintenance and enforcement issues.
- 2 Look to leverage new and existing technologies to streamline the public reporting process concerning maintenance and enforcement issues.
- 3 Continue and expand the process of removing substandard structures that pose a risk to the health, safety and welfare of the general public.

## GOAL 02 | NEIGHBORHOODS

Document and monitor the City's housing stock and neighborhoods to help facilitate effective allocation of inspectors and resources.

## 03 IMPLEMENTATION STRATEGIES

- 1 Work to update an Annual Parks and Recreation Business Plan that can guide programming and events on a yearly basis.



- 2 Create a Pedestrian Walkability Plan for the community that specifically addresses strategies for pedestrian access and crossings in areas of the City that do not have sidewalks.
- 3 Develop a long-term strategy for the replacement of City facilities that includes potential adaptive reuses of the existing facilities.
- 4 Perform an in-house audit of the development review process and look for ways to streamline the process by incorporating technology and reducing redundancies.
- 5 Incorporate a representative from the Police Department in the development review process to ensure that development is being planned in accordance with Crime Prevention through Environmental Design (CPTED) guidelines.
- 6 Review the Unified Development Code and Municipal Code of Ordinances to ensure that these documents incorporate policies and design standards for public safety.
- 7 Evaluate resident-initiated enforcement cases for each subdivision and put together an Inspection Efficiency Analysis that can help increase the efficiency of the Neighborhood Improvement Services (NIS) Department in the department in the future.
- 8 Create a Community Housing Survey that documents the character and condition of the City's various neighborhoods for the purpose of tracking the City's housing stock and drafting strategies related to the on-going maintenance and support of these neighborhoods.



*Residential Structure Fire 2017:* Rockwall firefighters putting out a mobile home that caught on fire.



*Public Education on Fire Prevention 2015:* Captain Kevin Clark with the Fire Marshal's Division educating elementary school students about fire prevention.



*NIS Cookout 2013:* Neighborhood Improvement Services (NIS) Department interfacing with the community at a City sponsored cookout.



*National Day of Prayer 2013:* The honor guard standing at attention at the National Day of Prayer Ceremony.



*Rockwall Police Explorers 2017:* The Mayor, Chief of Police, and Rockwall Police Explorers at the 2017 Duck Regatta.





*COOKIES FOR COPS 2016:  
ASSISTANT CHIEF ALDRIDGE  
AT THE COOKIES FOR COPS  
EVENT AT LAKE ROCKWALL  
ESTATES IN 2016.*



# CHAPTER 06

ECONOMIC DEVELOPMENT







## 01 VISION STATEMENT

The City of Rockwall should continue to build a diversified local economy by attracting and retaining businesses that can utilize the City's existing highly skilled workforce and aid in the creation of a stable and resilient tax base. In addition, the City should look for ways to expand and develop its current workforce while taking a proactive approach in recruiting specific businesses that can provide the desired jobs, goods and services to residents in the community.

## 02 GOALS AND POLICY STATEMENTS

### GOAL 01 | MARKETING THE CITY

Take a proactive approach in promoting the City of Rockwall on a regional and national scale as a place that provides a superior live/work environment, and that caters to all aspects of daily life (e.g. shopping, recreation, dining, etc.).

### GOAL 02 | DIVERSIFY THE ECONOMY & TAX BASE

Establish policies that will diversify the local economy and create a stable tax base.

#### POLICIES

- 1 Strive to maintain a balanced mix of land uses that can create a fiscally sustainable tax base of 67% residential value to 33% commercial value -- *as recommend in the City's Strategic Plan* -- by preserving the City's current residential to non-residential land use ratio (i.e. 80% Residential; 20% Commercial).
- 2 Evaluate the potential economic impacts of all development submittals by assessing the fiscal impact of the project with regard to the City's operating revenues, expenditures and capital improvements.

### GOAL 03 | COMMERCIAL/RETAIL

Address the changing nature of retail by adopting strategies that can help the City of Rockwall adapt to shifts in design, land use and the commercial market to create unique retail spaces that focus on experience.

#### POLICIES

- 1 Survey, document, and analyze the City's current retail facilities and compare these to identified and perceived shifts in the retail market.

*LEFT: The sign at the entry of the Rockwall Economic Development Corporation (REDC). The REDC was created in 1996 and is funded by a 1/2-cent sales tax collected in the City of Rockwall.*



- 2 Identify the City's commercial corridors and create plans that classify strategic areas, and lay out goals and policies intended to preserve the long-term viability of these areas.
- 3 Review commercial development and parking standards, and ensure that they allow for smaller more compact commercial/retail centers that incorporate less parking (i.e. allow more shared parking) in the City's commercial/retail corridors.
- 4 Explore opportunities to incorporate adaptive reuse standards into certain areas of the City to address the possibility of future vacancy.

### GOAL 04 | SMALL BUSINESS

Support the development and growth of small businesses.

#### POLICIES

- 1 Identify and preserve areas of the City suitable for smaller businesses.
- 2 Promote shop local programs throughout the City rather than only in the Downtown areas.
- 3 Look for opportunities to create incubators to grow and support the creation of small local businesses.

### GOAL 05 | ROCKWALL ECONOMIC DEVELOPMENT CORPORATION (REDC)

Continue to work with the Rockwall Economic Development Corporation (REDC) to assist in attracting desirable corporate office, technology and clean industrial businesses to the City of Rockwall.

#### POLICIES

- 1 Support the REDC in the development of marketing materials that help convey opportunities for new development/redevelopment within areas of the City that are deemed appropriate for industrial and employment land uses.
- 2 Ensure that there is an appropriate and sufficient amount of land designated for Technology/Employment Center land uses on the Future Land Use map. This is particularly important in the SH-276 Corridor and along the alignment of the future Outer Loop.
- 3 When appropriate, protect land that is currently entitled and zoned for light industrial land uses.

- 4 Work with the REDC to identify land appropriate for future expansions of the City's Technology Park.

### GOAL 06 | ATMOSPHERE

Continue to work to create a business friendly atmosphere built around strong customer support and efficient delivery of municipal services to ease the transition/process for businesses looking to build facilities in the City.

#### POLICIES

- 1 Look for opportunities to incorporate technology (i.e. *online applications, online plan submittal, etc.*) to increase efficiency in the City's development process.
- 2 Anticipate infrastructure needs (i.e. *water, wastewater and streets*) required for non-residential development within the City.

### GOAL 07 | WORKFORCE

Develop, maintain and recruit a highly skilled workforce that can attract the businesses necessary for the long-term prosperity of the City.

#### POLICIES

- 1 Continue to enhance the City's quality of life to help recruit and retain a highly skilled workforce that can make the community more competitive.
- 2 Identify strategic partnerships with local colleges/universities, private businesses, the Rockwall Economic Development Corporation (REDC), the Rockwall Independent School District (RISD), and the City of Rockwall to create programs and training opportunities to develop and recruit a highly skilled workforce.
- 3 Strive to produce high quality work environments that create a sense of place, and that provide access in a close proximity to retail and restaurants.

## 03 IMPLEMENTATION STRATEGIES

- 1 Work with the Rockwall Economic Development Corporation (REDC) to develop an Economic Development Strategic Plan that focuses on providing a unified approach to addressing proactive recruitment of commercial businesses (i.e. industrial, office, and retail).
- 2 Develop a model that can be used to analyze future zoning and land use decisions that are associated with new development. This model should create a

rational link between the Future Land Use designation of a property and the resulting impact of a proposed development, and further assist elected and appointed officials in making informed decisions that will benefit the community.

- 3 In accordance with the Strategic Plan, utilize Fiscal Impact Analysis (FIA) to create a fiscal impact model for the purpose of relating cost of service, assessed value, and taxable value to potential changes in land uses for the purpose of assisting elected and appointed officials in making informed decisions that will benefit the community.
- 4 Create a long-term plan for the IH-30 Corridor that provides recommendations and implementation strategies targeted at protecting, supporting, and adapting land uses situated within the corridor. This plan can be incorporated in Appendix 'B', *Corridor Plans*, of this Comprehensive Plan during the annual update.
- 5 Review the parking standards contained in Article VI, *Parking and Loading*, of the Unified Development Code to establish a maximum parking ratio and ensure current parking ratios are appropriate for each specified land use. In addition, provide incentives for shopping centers to provide shared parking to reduce the overall parking for retail centers.
- 6 Perform an in-house audit of the development review process and look for ways to streamline the process by incorporating technology and reducing redundancies.
- 7 Perform an assessment of all vacant land suitable for non-residential development within the City and anticipate the possible infrastructure required to effectively develop these areas with non-residential development.
- 8 Prepare an annual community progress report that details the City's major economic development projects and the employment associated with each project. This report should also convey information regarding the City's current major employers, and should be disseminated to local colleges/universities, private businesses, the Rockwall Economic Development Corporation (REDC), and the Rockwall Independent School District (RISD).





PRATT INDUSTRIES 2017: PRATT INDUSTRIES OPENED ITS NEWEST PLANT IN THE ROCKWALL ECONOMIC DEVELOPMENT CORPORATION'S TECHNOLOGY PARK IN JUNE 2017.



# CHAPTER 07

COMMUNITY CHARACTER







## 01 VISION STATEMENT

Through conscious design of the City's natural and built environment, the City of Rockwall will strive to create a sense of place for its residents that highlight the principles of a hometown atmosphere. The resulting community will impart to residents and visitors a sense of security, convenience, efficiency, comfort and nostalgia.

## 02 GOALS AND POLICY STATEMENTS

### GOAL 01 | RECOGNITION & IDENTITY

Strengthen the City of Rockwall's identity and sense of place through landmarks and monumentation, and the creation of memorable places that engage and attract people.

#### POLICIES

- 1 Explore opportunities for the incorporation of gateway elements (e.g. signage, plantings, and/or architectural elements) that can be used to create a sense of destination or arrival.
- 2 Work with the Texas Department of Transportation (TXDOT) to ensure good visibility of the city from the IH-30 bridge and causeway by managing vegetation along its side slopes. This can be accomplished by creating windows through selective thinning and removal of vegetation without affecting the majority of the existing vegetation.

### GOAL 02 | UNIQUE DESTINATIONS

Create distinctive destinations built around the City's existing assets that invite people into the community and encourage social interaction.

#### POLICIES

- 1 Explore opportunities to incorporate public open spaces into commercial and industrial developments.
- 2 Encourage public events that utilize existing parks and community facilities to encourage social interaction.
- 3 Continue to develop and plan for an interconnected trail and sidewalk system that promotes connectivity and access to all areas of the City.

*LEFT:* The Concert by the Lake series -- held in the City's Harbor District -- is one of the many opportunities for free live music provided by the City of Rockwall.





Existing Gateway Elements.

- 1 Rockwall Signage Adjacent to Ridge Road
- 2 SH-66 Boat Ramp Pavilion
- 3 Harbor Lighthouse
- 4 Water Tower along IH-30

### GOAL 03 | ENVIRONMENTAL RESPONSIBILITY

Encourage environmental responsibility by preserving and enhancing the City's natural areas for the benefit of the community.

#### POLICIES

- 1 See the specific Goals and Policies contained in Chapter 2, *Environment & Ecology*, of this Comprehensive Plan.

### GOAL 04 | DOWNTOWN IDENTITY

Create an identity for the Downtown that is distinct from competing uses along IH-30.

#### POLICIES

- 1 Continue to utilize the downtown historic courthouse, downtown square and San Jacinto Plaza as the focal points for the community and as gathering places for civic, cultural and recreational events.
- 2 New infill development and redevelopment within the downtown area should employ site design and architecture that builds on the traditional character of the downtown square.
- 3 Encourage the preservation and adaptive reuse of existing buildings within the downtown area.
- 4 The Downtown should incorporate attractive branding elements or other thematic devices (e.g. banners, street signs, etc.) that complement existing businesses and create a sense of place.
- 5 The Downtown should exemplify pedestrian safety and mobility.

### GOAL 05 | DEVELOPMENT

Allow only high-quality buildings that are constructed for the long-term value of the community, are easily adaptable to the changing market conditions, and that reflect a sense of permanence and public pride.

#### POLICIES

- 1 All buildings should be architecturally significant, reflecting characteristics of the community.
- 2 Corporate branding elements that make buildings difficult to rebrand or adapt to other uses should be highly discouraged.
- 3 Public buildings should be constructed to create a continuity between the past, present and future of the community. This includes creating architecturally significant structures that are consistent in design, expression, materials, and/or other elements. The buildings should use high visibility areas to underscore their significance and be designed with an emphasis on conservation and environmental quality.
- 4 Increase the amount of permeable surface area (i.e. landscaping and greenspace) by reducing the amount of concrete or other non-permeable surfaces used for parking areas.

### GOAL 06 | VIEW CORRIDORS

Identify areas of the City that provide unique views of Lake Ray Hubbard and the North Texas skyline, and implement strategies to protect these view corridors for future generations.

#### POLICIES

- 1 Consider creating stair-step height restrictions for properties along Ridge Road that preserve the view of Lake Ray Hubbard and the North Texas Skyline.
- 2 Explore opportunities along the Lake Ray Hubbard shoreline -- specifically in the Harbor District (i.e. PD-32) -- for property that can be used to create scenic viewpoints of the Lake and the surrounding areas.

### GOAL 07 | STREET ENHANCEMENTS

Use street enhancements along key thoroughfares to reinforce community character, and provide a more appealing pedestrian experience.

#### POLICIES

- 1 Use street trees to provide key thoroughfares with a safe and aesthetically pleasing streetscape. This will assist in traffic calming, and create a separation between vehicles and pedestrians.
- 2 Design streets to the minimum width feasible to minimize maintenance and construction cost and reduce storm water runoff. This will also help to control the speed of motor vehicles.

### GOAL 08 | ART & CULTURE

Continue to support the advancement of art and culture in the community to strengthen citizen's quality of life and contribute to the City's unique character and personality.

#### POLICIES

- 1 Look for opportunities to incorporate water themes into public art to highlight the City's lakeside identity.
- 2 Continue to utilize the *Percent for Art Program* to fund public art in conjunction with the City's Capital Improvement Plan (CIP) projects.
- 3 Identify key locations and high visibility structures to implement public art for the purpose of maximizing the potential impact and exposure of the installations.



- 4 Look for opportunities to coordinate, work with, and support private and non-profit organizations that provide cultural experiences to the community.

**GOAL 09 | SIGN CLUTTER AND OVERHEAD UTILITIES**

Reduce visual clutter along roadways by diminishing or removing the negative visual impacts of overhead utility lines and unnecessary signage.

**POLICIES**

- 1 Look for ways to bury or relocate existing overhead utility lines.
- 2 Require all new development to install utilities underground.
- 3 Encourage shorter ornamental trees beneath utility lines to mask the visual impact of the overhead lines while continuing to provide an aesthetically pleasing streetscape.

**GOAL 10 | CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)**

Ensure a safe physical environment by incorporating the use of building and site design techniques that are consistent with Crime Prevention through Environmental Design (CPTED) guidelines.

**POLICIES**

- 1 See the specific Goals and Policies contained in Chapter 5, *Public Health, Services & Safety*, of this Comprehensive Plan.

**GOAL 11 | MAINTENANCE & ENFORCEMENT**

Develop maintenance and enforcement strategies that ensure successful implementation and outcomes of the community's vision.

**POLICIES**

- 1 See the specific Goals and Policies contained in Chapter 5, *Public Health, Services & Safety*, of this Comprehensive Plan.

**GOAL 12 | FREE LIVE MUSIC**

Further identify the City of Rockwall as the *Free Live Music Capital of North Texas*.

**POLICIES**

- 1 Continue to build on the successes of the Concert by the Lake and the San Jacinto Plaza Music Series.
- 2 Look for more opportunities to incorporate free live music events and festivals.

**03 IMPLEMENTATION STRATEGIES**

- 1 Review the corridor overlay district standards contained in Section 6, *Overlay Districts*, of Article V, *District Development Standards*, of the Unified Development Code to ensure that each corridor overlay district contains requirements that convey the community's character, while continuing to provide unique design standards tailored to the geography and land use of the corridor.
- 2 Review the existing density, development and design standards contained in the Unified Development Code to ensure the requirements support and encourage the creation of vibrant public spaces built around social interaction.
- 3 Review the City's community design elements and develop a *Community Design Plan* that can identify new opportunities for landmarks, monuments and public art.
- 4 Identify opportunities and explore possible incentives for the relocation of existing overhead utilities underground.
- 5 Review the parking standards contained in Article VI, *Parking and Loading*, of the Unified Development Code to establish a maximum parking ratio and ensure current parking ratios are appropriate for each specified land use.
- 6 Develop a comprehensive wayfinding plan that identifies appropriate locations for signage and provides design standards for standardization.
- 7 Review the City's Master Trail Plan to ensure the plan provides connectivity and access to all areas of the City.



*Rockwall Founder's Day 2016:* Stoney LaRue Band on stage at Harry Myer's Park.



*Downtown Mural Completed in 2017 by Isaac Davies:* The mural is intended to pay homage to Rockwall's rich history.



*Dallas Race Week on Lake Ray Hubbard 2007:* Sailboats racing off the shores of Rockwall.



*Rockwall Founder's Day 2006:* Jerry Jeff Walker on stage in the Downtown Square.



*Memorial Day Concert at the Harbor 2014:* Jason Castro takes the stage in front of the Hilton Hotel and Resort.



# CHAPTER 08

RESIDENTIAL







## 01 VISION STATEMENT

The City of Rockwall should continue to employ conscious design techniques that create attractive and unique, master planned communities, which complement the City's existing residential housing stock, and lead to the creation of enduring value. In addition, the City should continue to support its existing neighborhoods for the purpose of ensuring the long-term health and prosperity of the community.

## 02 GOALS AND POLICY STATEMENTS

### 02.01 EXISTING RESIDENTIAL DEVELOPMENTS

#### GOAL 01 | EXISTING RESIDENTIAL SUBDIVISIONS AND DEVELOPMENTS

Respect the character of the City's existing residential subdivisions and developments by strengthening and supporting these areas.

#### POLICIES

- 1 Consider the impact of a proposed development on an adjacent existing residential subdivision when considering a new development proposal to ensure the protection of the City's established residential land uses.
- 2 New residential development in the City that will be adjacent to an established residential subdivision should incorporate construction standards that are equal to or more restrictive than the existing residential subdivision (e.g. *masonry content, landscaping requirements, garage orientation, roof pitch etc.*). This will ensure that any new residential development will complement the existing residential subdivision.
- 3 Protect existing single-family residential subdivisions from the negative effects of non-residential developments by requiring separation and screening using large berms, landscaping, and buffers to create a natural transition. Where this is not possible, a masonry wall matching the aesthetics of the residential subdivision along with mature canopy trees spaced at a minimum spacing should be used to visually screen the development.
- 4 Work to understand the different needs of the City's existing residential neighborhoods, and work with residents to address these needs.

*LEFT: The Park Place Subdivision is a successful example of a subdivision that utilizes Traditional Neighborhood Design (TND) design standards.*



## GOAL 02 | INFILL DEVELOPMENT

Preserve and enhance the City's established residential neighborhoods and encourage appropriate infill development when pertinent to a revitalization effort.

## GOAL 03 | EXISTING NEIGHBORHOODS

Promote clean, safe, healthy, and active neighborhoods.

### POLICIES

- 1 Look for opportunities to provide sidewalks and trail connections to existing single-family neighborhoods for the purpose of promoting walkability within the community. This will also provide connections to parks and commercial activity centers.
- 2 Continue to strictly enforce the property maintenance code to ensure that all residential properties are maintained to at least the minimum standard.
- 3 Look for opportunities to foster stronger relationships and better communication with Homeowner's Associations and Neighborhood groups.

## 02.02 GENERAL RESIDENTIAL/MASTER PLANNED COMMUNITIES

### GOAL 01 | MASTER PLANNED COMMUNITIES

Encourage large master planned communities that incorporate a mixture of land uses (*i.e. residential, commercial, etc.*), unit types and lot sizes to create neighborhoods with unique identities and to facilitate the proper transition between land uses.

### POLICIES

- 1 All new developments should include a range of high quality, well-constructed, and appropriately planned residential unit types.
- 2 Large residential developments and master planned communities should require differing residential home types, lot sizes and land uses in the overall development plan.
- 3 Large residential developments should include ten (10) percent housing that is suitable for young persons, empty nesters, and the elderly for the purpose of creating a master planned community<sup>1</sup>.

<sup>1</sup> *Master Planned Community: Communities that incorporate a variety of housing that cater to the full life*

These units may include townhouse<sup>2</sup>, garden homes<sup>3</sup>, lofts<sup>4</sup>, guest homes<sup>5</sup>, and live/work units<sup>6</sup>.

- 4 Developments should be encouraged to provide a mixture of lot sizes throughout each phase to ensure that maximum value accrues for all properties. This is particularly important in developments that propose clusters of smaller lots.
- 5 Residential developments should be designed so that smaller residential lots/units are located in the closest proximity to a park and/or open space. This will maximize the value of these lots/units, and allow the open spaces to off-set smaller lot/unit sizes.
- 6 The residential development process should include consideration for the way in which residential and non-residential lots are laid out, and adjacency and accessibility to parks and open spaces should be optimized.

### GOAL 02 | OPEN SPACE

Support the establishment of contiguous open spaces and encourage mixed lot sizes and layouts that will preserve open space.

### POLICIES

- 1 When planning a residential development, open space, drainage areas, trails and tree groupings should be identified prior to laying out the development. This will lead to a development that places an

*cycle of citizens. This includes housing for young singles, young professionals, professional couples, families with children, empty-nesters, retirees and seniors, and those requiring living assistance. This should include high-income homes of various types (e.g. large lot, small lot, townhome, loft and condominium) and more affordable housing types (small lot/small home, townhome, loft, condominium, and garden homes).*

<sup>2</sup> *Townhouse: A single-family dwelling unit constructed in a series, or group of units having common walls, each on a separate lot.*

<sup>3</sup> *Garden House: Single-family home with a house size that is a maximum of 1,500 SF. These are popular products for active adult/age-restricted communities and young professionals.*

<sup>4</sup> *Loft: These units are typically located in association with retail (either above or in close proximity to) and generally include mezzanine space. They are often located above the first floor, which may be used for office or retail land uses.*

<sup>5</sup> *Guest House: This is an accessory residential unit located on a single-family lot, which does not have a presence from the street. It will also include a separate entry from the main house. It is often constructed above the primary unit's garage or attached to the rear of the primary home.*

<sup>6</sup> *Live/Work Unit: A live/work unit is a residential unit that includes the capability for the ground floor space adjacent to the front sidewalk to become an allowed business use.*

emphasis on preserving the natural environment.

- 2 Open space should be preserved and utilized in a manner that will contribute significantly to the surrounding development and the City as a whole.

### GOAL 03 | PUBLIC PARKS AND PRIVATE OPEN SPACE

Encourage all residential developments to incorporate open space that can serve as a public park or privately maintained open space.

### POLICIES

- 1 All residential development -- five (5) acres or greater -- should consist of a minimum of 20% open space as calculated by the gross land area. Floodplain should be counted at a rate of ½-acre for every acre provided (*e.g. ten [10] acres of floodplain dedicated as open space would count as five [5] acres of open space*).
- 2 Public parks should be established per the *Parks, Recreation & Open Space Master Plan* to ensure that all residential communities have access to high quality recreational park amenities.
- 3 In general, parks and private open space should have a minimum width/depth of 50-foot and be contiguous throughout the development.
- 4 All parks and open space should provide an integrated trail system that serves the adjacent neighborhood areas.
- 5 Developments should incorporate privately maintained open space in the form of landscaped medians, boulevards, landscape islands, and conservation areas to provide a heightened sense of green space.

### GOAL 04 | CONNECTIVITY

Encourage connectivity between residential and non-residential developments.

### POLICIES

- 1 A hike-and-bike trail system should connect residential units, parks, schools, retail, employment, and entertainment centers where possible. These trail connections should be primarily off-street/dedicated trails, and only be located adjacent to streets in retail areas,



or where it is absolutely necessary for continuity.

- 2 Use berms and buffers to transition land uses as opposed to walls. This creates a natural transition in which trails can be incorporated to connect residential areas with non-residential areas.

## 02.03 SINGLE FAMILY/SUBURBAN RESIDENTIAL

### GOAL 01 | UNIQUE AND DISTINCTIVE NEIGHBORHOODS

Encourage single-family/suburban developments that will have a distinctive and unique identity and create a sense of place, resulting in a neighborhood of enduring value.

#### POLICIES

- 1 Preserve contiguous open space and integrate it into the neighborhood as common greens, boulevards, recreation areas, trails, private open space, public parks, and for the preservation of floodplain.
- 2 To maximize the value of properties that are directly adjacent to or across the street from a park and/or public open space, the house on the property should face onto the park and/or public open space, and should not back or side to the park and/or open space. If homes face onto a park and/or public open space and there is no public street, then the homes should be accessed via a meow-type street design.
- 3 Locate single-family lots in a manner that ensures a mixture of amenities can be provided (e.g. ensuring a close proximity to open space and access to retail services, preserving unique views, etc.).
- 4 Identify and preserve existing neighborhood landmarks (e.g. historic or unique buildings and prominent natural features) to foster distinctiveness, neighborhood pride, and sense of ownership.
- 5 Design neighborhoods utilizing the Housing Tree Model<sup>7</sup>.
- 6 Only allow increased densities (i.e. up to 2½ units per gross acre for properties identified as Low Density Residential

<sup>7</sup> Housing Tree Model: A method of laying of single-family lots so that the largest lots are located adjacent to main entries or perimeter streets, and smaller lots are located internal to the subdivision.

[LDR] and up to 3½ units per gross acre for properties identified as Medium Density Residential (MDR) for Planned Development Districts that are in conformance with all applicable residential requirements, incorporate a mixture of land uses, and provide increased amenities. Increased amenities in this case refers to developments that provide some of the following: (1) open space beyond the required 20%, (2) a golf course and/or other comparable recreational facilities, (3) amenity/recreation center, (4) school site integration, (5) dedication or development of park land beyond the required park land dedication, (6) additional development of trails, (7) other amenities deemed appropriate by the City Council.

### GOAL 02 | SINGLE-FAMILY DEVELOPMENT STANDARDS

- 1 Maintain high single-family development standards and review these standards on an annual basis to ensure that the City's subdivisions retain their value over time.

### GOAL 03 | HOUSING STRATEGIES AND DESIGN STANDARDS

Use targeted housing strategies and design standards to create distinct areas with a broad range of housing product within the City that will help maintain long-term values.

#### POLICIES

- 1 Encourage Suburban Design<sup>8</sup> and Traditional Neighborhood Design (TND)<sup>9</sup> principles in specified areas of the City (see the individual district strategies contained in Chapter 1, Land Use &

<sup>8</sup> Suburban Design is a traditional development model for suburban residential that tends to follow the neighborhood concept model, which places commercial developments adjacent to major intersections and creates a distinct separation of the commercial and residential land uses. These developments typically embrace the City's standard street cross sections, provide a limited range of housing product (i.e. the majority single-family detached housing) on larger lots, incorporating green spaces and public/private parks as amenities and at times will incorporate schools within walking distance of the residential.

<sup>9</sup> Traditional Neighborhood Development or Traditional Neighborhood Design (TND) is a development model that utilizes traditional town planning principles to create village-style developments. To qualify as a TND, a project should incorporate a range of housing types, a network of well-connected streets and blocks, vibrant public spaces, and have amenities and institutions within walking distance of residences.



**Stone Creek Subdivision:** Representative housing product from the Stone Creek Subdivision, which commenced construction in 2007 and is currently in the final phases of development.



**Breezy Hill Subdivision:** Representative housing product from the Breezy Hill Subdivision, which commenced construction in 2011 and is currently in the final phases of development.



**Fontanna Ranch Subdivision:** Representative housing product from Fontanna Ranch, Phase 3, which is currently under construction.



**Caruth Lakes Subdivision:** Representative housing product from the final phases of the Caruth Lakes Subdivision.



**Lakeview Summit:** Representative housing product from Lakeview Summit, Phase 4, which commenced construction in 2015-2016.



Growth Management, of this Comprehensive Plan).

- 2 Require rear-entry garages and alleyways on all lots that have a lot width of 55-feet or less; however, alleyways should be prohibited on all lots greater than 55-feet. These lots should incorporate J-Swing<sup>10</sup> or Recessed Front Entry<sup>11</sup> garages.
- 3 In cases where flat front entry garages (i.e. even with the front façade of the primary structure) are requested as part of a development no greater than 20% should be incorporated into the development. In addition, flat front entry garages should have a minimum of a 25-foot front yard building setback to allow vehicles to be parked in the driveway without overhanging public right-of-way. This type of garage may not be appropriate for all developments and should be generally discouraged.
- 4 Require a larger separation between homes to make neighborhoods feel more spacious. This separation should be no less than 12-feet (i.e. six [6] foot side yard building setback) and should be scaled to the height of the home.
- 5 Balance housing demand by encouraging high-quality small lot, custom homes in appropriate locations.

## 02.04 TOWNHOMES

### GOAL 01 | TOWNHOME DEVELOPMENT

When proposed, townhome developments should maintain the City's hometown atmosphere and add to the creation of neighborhoods of enduring value.

#### POLICIES

- 1 Townhome developments should differ in appearance through the use of varying entry features, architectural features, materials, articulation and building setbacks.
- 2 Townhomes should incorporate rear entry garages accessible from mews or alleyways, and provide direct pedestrian

<sup>10</sup> J-Swing or Traditional Swing garages are garages that protrude from the front façade of the house towards the public right-of-way -- with the garage door facing towards the adjacent property -- and requiring an automobile to make a 90-degree turn to enter the garage from the public right-of-way.

<sup>11</sup> Recessed Front Entry garages are garages that are situated a minimum distance (e.g. 20-feet) behind the front façade of the house articulating the front façade of the home and allowing additional parking area in the driveway.

access to the street from the front of each unit.

- 3 If approved to be used as an infill product adjacent to existing single-family homes, a townhome should incorporate similar development standards and materials as the adjacent housing. This is intended to create a product that is complementary and blends with the existing single-family homes.
- 4 Niche parking should be provided adjacent to the street in the front of any townhome developments to provide sufficient visitor parking.
- 5 When more than ten (10) units are proposed, townhome developments should be highly amenitized and incorporate a mix of lifestyle amenities that can justify the density of the development, and provide these residents with similar levels of amenities that are enjoyed in a master planned community.
- 6 Townhome developments should incorporate trails and sidewalks and be designed to have a focus on walkability and connectivity of adjacent land uses.

### GOAL 02 | TOWNHOME DEVELOPMENT STANDARDS

Create and maintain townhome development standards that will require quality development in the City of Rockwall, and review these standards on an annual basis to ensure they are achieving this objective.

## 02.05 CONDOMINIUMS AND APARTMENTS

### GOAL 01 | MULTI-FAMILY DEVELOPMENTS

When proposed, only high quality, appropriately located multi-family developments that represent a long-term investment in the community and that will create and retain value over time should be considered.

#### POLICIES

- 1 Condominium and apartment developments should be located adjacent to, and/or incorporated in, commercial developments to form activity centers (e.g. the Harbor District). In addition, these developments should conform to the commercial design standards (e.g. articulation, materials, etc.) to create continuity with adjacent commercial buildings. The Architectural Review Board (ARB) should be responsible for reviewing these developments to ensure

compatibility with surrounding developments.

- 2 High-density condominium and apartment projects should be established in areas that can support a mix of land uses (e.g. hotel, office, retail, commercial, etc.) and have roadways that can accommodate higher volumes of traffic (e.g. IH-30). These areas are typically located away from existing single-family residential neighborhoods, east of John King Boulevard and are adjacent to commercial and office land uses.
- 3 High-density developments that incorporate more than ten (10) units per gross acre should incorporate structured parking that is visually screened from public view on all sides of the development. This can be achieved by wrapping the parking garage with buildings or creating false façades. Surface parking should be reserved to accommodate visitors, office staff, and prospective residents.
- 4 If structured parking is not provided on a high-density development, garages dedicated to each unit should be provided.
- 5 High-density developments should be highly amenitized and incorporate a mix of lifestyle amenities that can justify the density of the development, and provide these residents with similar levels of amenities that are provided in a master planned community.
- 6 Additional landscaping and canopy trees in landscape buffers and open space areas should be required to reduce the scale of buildings, and increase the amount of green space provided for residents.
- 7 Higher-density projects should incorporate trail systems targeted at creating walkability and connectivity between land uses.

### GOAL 02 | MULTI-FAMILY DEVELOPMENT STANDARDS

Create and maintain multi-family development standards that will require quality developments in the City of Rockwall, and review these standards annually to ensure they are achieving this objective.



## 03 IMPLEMENTATION STRATEGIES

- 1 Create a Community Housing Survey that documents the character and condition of the City's various neighborhoods for the purpose of tracking the City's housing stock and drafting strategies targeted at housing retention and support of these neighborhoods.
- 2 Review the residential standards contained in Article X, *Planned Development Regulations*, of the Unified Development Code to ensure conformity to the policies of this document.
- 3 Draft model standards for areas zoned for alternative forms of housing (i.e. *Townhouses, Condominiums, and Apartments*) that can be incorporated in to Article X, *Planned Development Regulations*, of the Unified Development Code. These policies will ensure the City has development standards targeted at encouraging the best product available.
- 4 Review these residential policies on a five (5) year basis to ensure that they adjust to changes in the market, and continue to provide a long-term vision for the community.



*Turtle Cove Subdivision:* The Turtle Cove Subdivision is an established subdivision that was primarily constructed in the 1990's.



*Lakeside Village Subdivision:* Lakeside Village Subdivision is a private lakeside community that was constructed in phases from the 1980's to mid-2000's.



*Chandler's Landing Subdivision:* Chandler's Landing Subdivision is a private lakeside community that has seen construction since its inception in the late 1970's.



*The Shores Subdivision:* The Shores Subdivision is a popular neighborhood with lakeside views that was constructed in the 1990's and early 2000's.



*Downtown Rockwall:* Downtown Rockwall is host to some of the oldest housing stock in the City with several properties being constructed in the late 1800's.



# CHAPTER 09

NON-RESIDENTIAL







## 01 VISION STATEMENT

Non-residential development in the City should respect the natural topography and environment, and be designed to create memorable places that will contribute to the small-town character of the community. Residents and visitors should immediately identify Rockwall as a place in which they want to shop, invest, work and conduct business.

## 02 GOALS AND POLICY STATEMENTS

### GOAL 01 | CREATING DISTINCTIVE DESTINATIONS

All non-residential developments should create distinctive destinations that further a sense of place and will attract people to the community.

### POLICIES

- 1 Balance the City's land uses by limiting clusters of like land uses, and requiring discretionary approvals for certain land uses within high visibility retail corridors.
- 2 Buildings should be constructed close to streets and roadways, with parking areas primarily located to the rear and/or sides of buildings.
- 3 Developments should be encouraged to incorporate a mix of land uses. This is especially vital adjacent to the City's major roadways (*i.e. IH-30, Ridge Road, Goliad Street and John King Boulevard*).
- 4 Commercial, retail, and office developments should look to create central greenspaces that are well-landscaped and functional promoting increased social interaction. Central greenspaces should be connected from all points of the development, and ultimately provide connection to the City's greater trail system.
- 5 The City should be proactive in pursuing regional developments at key intersections. This is especially important within the IH-30 corridor.
- 6 Developments should incorporate pedestrian elements (*i.e. benches, trash receptacles, etc.*) at regular intervals to ensure that developments are created to a pedestrian scale.
- 7 Connectivity in the forms of sidewalks and trails should be incorporated into

*LEFT: Commercial properties along W. Rusk Street [SH-66] after the completion of the Downtown CIP Project in 2016.*



commercial developments and link commercial, non-commercial and public land uses.

## GOAL 02 | LANDSCAPING

Landscaping should be designed to complement non-residential buildings, and be installed in a manner that will ensure the long-term vigorous health of the planted materials.

### POLICIES

- 1 Required landscaping should be comprised of native or hardy, drought tolerant plants that are better adapted to local soils and weather conditions.
- 2 Landscape/Treescape plans that are required by the Unified Development Code should be prepared by a registered Landscape Architect.
- 3 Shopping centers and big-box retail buildings should incorporate planters, ornamental pots, and landscape beds adjacent to building façades that are visible from streets and open space.
- 4 The use of a combination of hardscape elements (*i.e. rock, mulch, etc.*) and grass/turf should be encouraged throughout parking areas and adjacent to the buildings.
- 5 Mitigation incentives and standards for the preservation of existing mature trees should continue to be encouraged and implemented.

## GOAL 03 | VISUAL IMPACTS

All non-residential buildings should be designed so that negative visual impacts of the development are minimized.

### POLICIES

- 1 Large industrial developments should utilize a campus design style (*e.g. utilizing green spaces adjacent to roadways, incorporating pedestrian scale elements throughout the development, assimilating functional green spaces into the development, using traditional architecture characteristics, etc.*) to further the small-town, park-like feeling that is characteristic of the City of Rockwall.
- 2 Increased setbacks should be implemented based on the size and square footage of commercial/industrial buildings.

3 In industrial developments, outside storage and loading dock areas should be screened with berms, landscaping, and wrought iron fences. Mature, densely foliated trees, and shrubs should be utilized to ensure that these areas are properly screened at the time of development.

4 Long, blank wall facades on all non-residential buildings should be subdivided with vertical breaks -- or "*articulated*" in architectural terms --, and architectural elements should be incorporated to reflect a scale and rhythm that is more traditional of a small-town.

5 Big-Box buildings should be highly articulated both horizontally and vertically, and use material/style breaks to give the appearance of multiple storefronts.

6 Green spaces, berms, and trees should be utilized adjacent to large facades to help break up the façade and reduce the scale of the structure.

## GOAL 04 | COMMERCIAL BUILDING DESIGN

All non-residential buildings should be designed and constructed in unity with the community's existing commercial and residential buildings, and should incorporate high quality materials that will minimize the need for maintenance over time.

### POLICIES

- 1 Non-residential buildings should be constructed of masonry materials and contain a minimum of 20% stone on every façade that faces a street, public open space, trail or park.
- 2 Non-residential buildings should be architecturally finished on all four (4) sides with the same materials, detailing and features.
- 3 Non-residential buildings adjacent to residential properties should be designed to a residential scale to assist the transition of land uses, and mitigate any potential negative visual impacts of the commercial development.

## GOAL 05 | SIGNAGE

Maintain sign standards for the City that will reduce the potential for visual clutter, while providing clear business identification.

## POLICIES

- 1 Encourage the use of symbols and infographics in signage in order to convey information more effectively.
- 2 New freestanding signage should be limited to monument style signs.
- 3 Require master signage plans for shopping centers in order to coordinate signage and encourage co-location of signage.

## GOAL 06 | MITIGATION OF NEGATIVE IMPACTS

Where potential incompatible land uses are not part of an integrated master plan, and where there are potentially negative impacts on adjacent properties, screening and buffering should be utilized to mitigate these conflicts and impacts.

### POLICIES

- 1 All garbage storage/dumpster enclosures and delivery areas should be screened from public view (*i.e. streets, open spaces, drive isles, etc.*) and adjacent properties, and be generally situated behind the building to reduce the visual impact.
- 2 Outside storage areas should be discouraged in commercial/retail areas. This is especially important along major commercial/retail corridors (*e.g. Goliad Street [SH-205], Ridge Road [FM-740], John King Boulevard, and IH-30*). Where permitted outside storage should be fully screened from public view (*i.e. along streets, open spaces, drive isles, adjacent properties, etc.*).
- 3 All non-residential developments should screen residential land uses from spillover lighting, views of parking, traffic noise, and other undesirable externalities of non-residential development.
- 4 All non-residential uses should be screened from residential land uses utilizing large buffers that contain berms, trees and shrubs that have dense foliage. Industrial development should be screened from all land uses utilizing the same method of screening through separation and landscaping. Visual barriers should be avoided where possible.



## GOAL 07 | DRAINAGE AND DETENTION

On-site drainage features should be addressed in a natural manner to create an amenity for a development as opposed to a non-functional open space.

### POLICIES

- 1 Water detention facilities should be treated with soft edges, using natural materials such as stone and vegetation for erosion control. These features should be designed in harmony with the developments landscape plan.
- 2 Headwalls/retaining walls should be faced with cultured or natural cut stone.
- 3 Drainage courses should be bioengineered to use natural vegetation, stone, and soil (e.g. soil lifts and plant material used in a structural manner) as opposed to concrete as an erosion control measure.
- 4 All non-residential developments should incorporate the applicable policies contained in Chapter 2, *Environment and Ecology*, of this Comprehensive Plan.

## GOAL 08 | ARCHITECTURE

The community should strive to investigate and adopt techniques that will encourage the development of a sophisticated architectural language that will inspire unique and attractive buildings authentic to the City's identity.

### POLICIES

- 1 Consider proactive methods to encourage high quality and inspiring architecture throughout the City, particularly on undeveloped sites that are highly visible from major roadways.
- 2 Develop policies and measures to encourage private developers to incorporate innovative and sustainable designs into their developments.
- 3 Use the City's Architectural Review Board (ARB) to review all new development in the City.

## GOAL 09 | NON-RESIDENTIAL BUILDING EXAMPLES

All non-residential development should strive to meet the examples provided in Section 4, *Non-Residential Development Examples*, of this Chapter of the Comprehensive Plan.

## 03 IMPLEMENTATION STRATEGIES

- 1 Review the corridor overlay district standards contained in Section 6, *Overlay Districts*, of the Unified Development Code to see if the design standards from various overlay districts are suitable to apply to development citywide.
- 2 Review the parking standards contained in Article VI, *Parking and Loading*, of the Unified Development Code to establish a maximum parking ratio and ensure current parking ratios are appropriate for each specified land use.
- 3 Create a long-term plan for the IH-30 Corridor that provides recommendations and implementation strategies targeted at protecting, supporting and adapting land uses situated within the corridor. This plan can be incorporated in Appendix 'B', *Corridor Plans*, of this Comprehensive Plan during the annual update
- 4 Review the City's non-residential screening requirements contained in the Unified Development Code to ensure conformance to the policies and procedures of this Comprehensive Plan.
- 5 Review the City's residential adjacency standards to ensure that building height and design are addressed in conformance to the policies and procedures of this Comprehensive Plan.
- 6 Review Article IV, *Permissible Uses*, of the Unified Development Code to ensure conformance with the policies and procedures of this Comprehensive Plan.
- 7 Work with the Architectural Review Board (ARB) to create a Visual Preference Survey that can help identify examples of exemplary non-residential development and incorporate these examples into Section 4, *Non-Residential Development Examples*, of this chapter of this Comprehensive Plan.

## 04 NON-RESIDENTIAL DEVELOPMENT EXAMPLES

RESERVED.



# CHAPTER 10

IMPLEMENTATION







## 01 INTRODUCTION

*Implementation Plans* are the method of taking the ideas and directions created through the planning process and finding ways to deploy, install, and transition them into standard operations. Essentially, an *Implementation Plan* is the process of transitioning from the act of *Planning* to *Application*. This chapter of the Comprehensive Plan looks to highlight the importance of the implementation process by building; not just a timeline for the implementation of the strategies identified in this document, but also a process for accountability that can create measurable successes for the community.

In the following sections, this chapter will layout the implementation strategies identified through the planning process, and the steps necessary to completely integrate these strategies into the City's standard operations. This section will also layout an *Action Plan* intended to create accountability and ensure that the plan is being implemented on a realistic timeline that can be adjusted to best fit the community's needs over the next ten (10) years.

## 02 IMPLEMENTATION SCHEDULES

To begin the process of creating an *Implementation Plan*, each of the strategies was assigned to a specific implementation schedule. These schedules are intended to provide an indication of [1] how the strategy will be implemented (*i.e. process*) and [2] the overall effect of the strategy on the City's standard operations once it is implemented. A summary of each schedule type is as follows:

- 1 **Regulations:** This group of implementation strategies represent changes to the City's ordinances or codes, which are intended to strengthen the City's development regulations by bringing them in line with the goals and policy statements of this Comprehensive Plan. In addition, these changes will directly affect the day-to-day decision-making process of City Staff, the City's various boards and commissions, and the City Council.
- 2 **Policies & Actions:** These implementation strategies are intended to provide changes to the City's current procedures and/or processes. These typically involve changes to work flow, process or responsibility, but can also include the creation of new policy documents.

**LEFT:** The City of Rockwall City Hall, which was constructed in 2001 and houses the majority of the City's Departments and City services.



Similar to the strategies listed on the *Regulations Implementation Schedule*, these strategies will directly affect the day-to-day decision making process of City Staff, the City's various boards and commissions, and the City Council.

- 3 **Guidelines:** Implementation strategies that are identified on this implementation schedule represent changes intended to strengthen the appeal of the physical environment by providing policy documents that can guide future decision making for the City's regulatory boards. These typically involve changes to the City's design guidelines and translate to changes in the physical form and placement of the built environment (*i.e. signage, design, etc.*).
- 4 **Education & Communication:** This group of implementation strategies represent educational programs and/or communication initiatives that can be implemented to engage the community on certain issues and convey information that may be useful to citizens.
- 5 **Regional Partnerships:** Implementation strategies listed in this group represent opportunities for strategic partnerships with individuals, businesses, government agencies and/or other groups that can further the City's goals and objectives as laid out in this Comprehensive Plan.
- 6 **Capital & Financial Improvements:** These implementation strategies relate to the City's capital improvements or financial objectives and can help guide the allocation of resources by the City Council. These types of implementation strategies can include goals and objectives that affect capital projects, public improvements, or the maintenance of physical infrastructure.

In each of the implementation schedules, the implementation strategies are ranked as either a **HIGH**, **MEDIUM** or **LOW** strategy based on its conformance to the City's future priorities. These priorities were established by the Comprehensive Plan Advisory Committee (CPAC) at the beginning of the update process, and place a specific emphasis on infrastructure, walkability (*i.e. connectivity*), growth and the physical environment (*see the Vision and Plan section of the Community Profile, Demographics, Vision and Plan forward in this Comprehensive Plan*). This ranking system also provides a way to prioritize strategies that have dependencies that link two (2) or more strategies together.

Each implementation strategy was also assigned a *Department Lead* that is intended to act as the project manager, and that can usher the strategy through the various stages of implementation. The *Department Lead* is the department that would be most responsible for the implementation strategy; however, it is understood that many of these implementation strategies will require the work of several different departments to be fully implemented. Finally, each of the implementation strategies was evaluated and assigned to a timeline that is intended to guide the implementation process. In assigning these timelines, staff estimated the approximate time for any review, evaluation, and/or regulatory process necessary to implement each strategy.

### 03 ACTION PLAN

In putting together the implementation schedules, staff understood that these strategies would require oversight. It was also understood that the Comprehensive Plan is not a static document, and that -- *while the overall vision may stay the same* -- the strategies contained in the document evolve as the community evolves. Based on these points, it was determined that several actions needed to be incorporated into the *Implementation Plan* for the purpose of creating a level of accountability that will produce measurable successes for the community. To provide this accountability an *Action Plan* was drafted.

The *Action Plan* contained in the *Implementation Plan* represents the actions necessary to ensure that the implementation strategies are: (1) being implemented in accordance to the timelines contained in the *Implementation Plan*, and (2) being reviewed and adjusted to account for changes in the community. A major component of this *Action Plan* is the creation of a standing Comprehensive Plan Advisory Committee (CPAC) that can meet annually to (1) review changes in land use due to development, (2) review changes requested by the City Council, and (3) review the timelines set out in the *Implementation Plan* and make any necessary adjustments.

Another major component of the *Action Plan* involves transparency and access. Specifically, how people will access and interface with the plan. To achieve this goal, the *Action Plan* proposes creating a dedicated online version of the plan that provides pertinent information and real-time updates concerning staff's progress with regard to the *Implementation Plan*. The City will continue to

have physical copies of the plan and copies in various digital formats; however, the new format has the potential to allow for continued community interaction.

Finally, the *Action Plan* calls for an *Annual Review*, *5-Year Review* (*i.e. reassessment*) and *10-Year Review* (*i.e. overhaul*) of the plan. The annual review process is intended to allow for minor changes to the goals and policy statements, updates of maps and demographics, ratification of changes to the Future Land Use Map and Master Thoroughfare Plan due to development cases, and any other minor changes identified by City staff, the Comprehensive Plan Advisory Committee (CPAC) and/or the City Council. The five (5) year reassessment allows for a closer examination of the goals, policies and implementation strategies contained in the document, and gives the CPAC and the City Council the ability to make changes that are more substantial to the plan. The ten (10) year overhaul of the plan allows the CPAC and City Council the ability to reassess the entire plan, redirect or redefine the vision of the plan, and pivot the direction if necessary. The ten (10) year review also allows for the CPAC to set new policies, goals and implementation strategies in line with the vision of the plan and provide steps towards meeting that vision over the next ten (10) years.

### 04 IMPLEMENTATION PLAN

The following *Implementation Plan* lays out a matrix that makes up the *Action Plan* and *Implementation Schedules* necessary to take this Comprehensive Plan from words to action.



# 04 IMPLEMENTATION PLAN

## 01 ACTION PLAN

IMPLEMENTATION TIME PERIOD

		2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	
ACTION PLAN	AS # <i>Action Plan Strategy</i>											
	① <i>Annual Review Process.</i> The <i>Annual Review Process</i> is a review of the previous year's actions and their corresponding effect on the Comprehensive Plan. Through this review City staff, the Comprehensive Plan Advisory Committee (CPAC) and the City Council can make minor changes to the plan to ensure that it continues to be an effective tool for decision-making and accurate representation of the City's vision.											
	② <i>5 Year Review Process.</i> The <i>5-Year Review Process</i> is a more in-depth review of the goals, policies and implementation strategies contained in the plan. Through this review the City staff, the Comprehensive Plan Advisory Committee (CPAC) and the City Council have the ability adjust or add goals, policies and implementation strategies.											
	③ <i>10 Year Review Process.</i> The <i>10-Year Review Process</i> is intended to allow the Comprehensive Plan Advisory Committee (CPAC) and the City Council set new goals, policies and implementation strategies, and make any changes to the vision necessary to meet that vision over the next ten (10) years.											
	④ Review all development applications for consistency with this Comprehensive Plan.											
	⑤ Ensure that all proposed Capital Improvement Projects are consistent with the recommendations of the plan.											
	⑥ In an effort to make the plan available to all Rockwall citizens, staff should ensure that the plan is available in paper copies at City Hall and various electronic formats through the City's website.											
	⑦ Create an online version of the plan that can be used to track staff's progress, update the community of any changes to the plan through the review process, and allow for continued community interaction.											
⑧ Revise and update the <i>Existing Conditions Report</i> on a five (5) year basis to ensure that												

KEY: ONGOING ACTION REQUIRED: [diagonal lines] | REVIEW PERIOD: [orange] | IMPLEMENTATION YEAR: [blue] | EVALUATION OF ONGOING PROGRAMS: [red]



# 04 IMPLEMENTATION PLAN

## 02 REGULATIONS IMPLEMENTATION SCHEDULE

Schedule	IS #	Implementation Strategy	Chapter Reference	Department Lead	Strategy Priority	IMPLEMENTATION TIME PERIOD													
						2019	2020	2021	2022	2023	2024	2025	2026	2027	2028				
REGULATIONS	1	Work with City Administrators and the City Council to create an Annexation Plan in accordance with Section 43.052 of the Texas Local Government Code to address the possibility of future annexation of land within the City's Extraterritorial Jurisdiction (ETJ).	1	PLANNING AND ZONING DEPARTMENT	HIGH	Regulatory	Review	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation
	2	Review the parking standards contained in Article VI, <i>Parking and Loading</i> , of the Unified Development Code to establish a maximum parking ratio and ensure current parking ratios are appropriate for each specified land use, and consider flexibility in cases of redevelopment. In addition, provide incentives for shopping centers to provide shared parking to reduce the overall parking for retail centers.	2, 6, 7, 9	PLANNING AND ZONING DEPARTMENT	MEDIUM	Regulatory	Review	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation
	3	Review the Unified Development Code and Municipal Code of Ordinances to ensure that these documents incorporate policies and design standards for public safety.	5	POLICE AND FIRE DEPARTMENTS	LOW	Regulatory	Review	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation
	4	Review the City's residential and commercial screening requirements contained in the Unified Development Code to ensure conformance to the policies contained within this Comprehensive Plan.	1, 9	PLANNING AND ZONING DEPARTMENT	LOW	Regulatory	Review	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation
	5	Review the residential and non-residential development standards and regulations contained in the Unified Development Code to ensure compliance with the policies contained within this Comprehensive Plan.	1, 8	PLANNING AND ZONING DEPARTMENT	MEDIUM	Regulatory	Review	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation
	6	Review the corridor overlay district standards contained in Section 6, <i>Overlay Districts</i> , of Article V, <i>District Development Standards</i> , of the Unified Development Code to ensure that each corridor overlay district contains requirements that convey the community's character, while continuing to provide unique design standards tailored to the geography and land use of the corridor. In addition, these standards should be reviewed to see if the design standards from the various overlay districts are suitable to apply to development citywide.	7, 9	PLANNING AND ZONING DEPARTMENT	MEDIUM	Regulatory	Review	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation
	7	Review the City's development, landscape and tree mitigation requirements contained in the Unified Development Code to ensure that a sufficient amount of open space is being required with all developments ( <i>i.e. residential and non-residential</i> ), and that the expansion of any non-residential development requires trees to be planted proportionally to the proposed scope of work.	2	PLANNING AND ZONING DEPARTMENT	LOW	Regulatory	Review	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation
	8	Review the Mandatory Parkland Dedication Ordinance to incorporate requirements relating to the dedication of trails for all residential and non-residential developments in accordance with the <i>Master Trail Plan</i> contained within this Comprehensive Plan.	3	PARKS AND RECREATION DEPARTMENT	LOW	Regulatory	Review	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation
	9	Review the Mandatory Parkland Dedication Ordinance for the purpose of creating Community Park Districts.	3	PARKS AND RECREATION DEPARTMENT	LOW	Regulatory	Review	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation
	10	Review the City's zoning map to identify inconsistencies in land use with the Future Land Use Map for properties in the IH-30 Corridor, and work with stakeholders to resolve these issues.	1	PLANNING AND ZONING DEPARTMENT	MEDIUM	Regulatory	Review	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: [Hatched] | REVIEW PERIOD: [Orange] | IMPLEMENTATION YEAR: [Blue] | EVALUATION OF ONGOING PROGRAMS: [Red Hatched] | REGULATORY TIME PERIOD: [Cross-hatched]



# 04 IMPLEMENTATION PLAN

## 02 REGULATIONS IMPLEMENTATION SCHEDULE

IMPLEMENTATION TIME PERIOD

Schedule	IS #	Implementation Strategy	Chapter Reference	Department Lead	Strategy Priority	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
REGULATIONS	11	Review the City's Agricultural (AG) District standards to ensure that land can remain agriculturally zoned and designated until development of a site is eminent.	1	PLANNING AND ZONING DEPARTMENT	LOW	■	■								
	12	Ensure that the City's <i>Standards of Design and Construction Manual</i> allows for the implementation of Traditional Neighborhood Development (TND) principles.	4	ENGINEERING DEPARTMENT	LOW	■	■	■	■	■					
	13	Review the City's Permitted Land Use Charts contained in the Unified Development Code to ensure that the employment land use designation on the Future Land Use Map is compatible with the City's zoning districts and the permitted land uses within those zoning districts, make any changes necessary.	1	PLANNING AND ZONING DEPARTMENT	LOW	■	■	■	■						
	14	Review the City's development requirements contained in the Unified Development Code to ensure that they do not discourage green building practices and principals.	2	PLANNING AND ZONING DEPARTMENT	LOW	■	■	■	■	■					
	15	Review the existing density, development and design standards contained in the Unified Development Code to ensure the requirements support and encourage the creation of vibrant public spaces built around social interaction.	7	PLANNING AND ZONING DEPARTMENT	LOW	■	■	■	■						
	16	Draft model standards for areas zoned for alternative forms of housing ( <i>i.e. Townhouses, Condominiums, and Apartments</i> ) that can be incorporated in to Article X, <i>Planned Development Regulations</i> , of the Unified Development Code. These policies will ensure the City has development standards targeted at encouraging the best product available.	8	PLANNING AND ZONING DEPARTMENT	HIGH	■	■	■	■	■					
	17	Review the City's residential adjacency standards to ensure that building height and design are addressed in conformance to the policies and procedures of this Comprehensive Plan.	9	PLANNING AND ZONING DEPARTMENT	LOW	■	■								
	18	Review Article IV, <i>Permissible Uses</i> , of the Unified Development Code to ensure conformance with the policies and procedures of this Comprehensive Plan.	9	PLANNING AND ZONING DEPARTMENT	LOW	■	■	■							

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: ■ | REVIEW PERIOD: ■ | IMPLEMENTATION YEAR: ■ | EVALUATION OF ONGOING PROGRAMS: ■ | REGULATORY TIME PERIOD: ■



# 04 IMPLEMENTATION PLAN

## 03 POLICIES & ACTIONS IMPLEMENTATION SCHEDULE

IMPLEMENTATION TIME PERIOD

Schedule	IS #	Implementation Strategy	Chapter Reference	Department Lead	Strategy Priority	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	
POLICIES & ACTIONS	1	Utilize Fiscal Impact Analysis (FIA) to create a fiscal impact model for the purpose of relating cost of service, assessed value and taxable value to potential changes in land uses for the purpose of assisting elected and appointed officials in making informed decisions that will benefit the community.	1 6	PLANNING AND ZONING DEPARTMENT	MEDIUM	█	█	█	█	█	█					
	2	Review the Future Land Use Map on an annual basis to ensure conformance to the policies contained within this Comprehensive Plan and to account for annual changes in [1] growth/development patterns, [2] residential and non-residential zoning changes, [3] and changes in the Parks, Recreation and Open Space Master Plan.	1 2 3	PLANNING AND ZONING DEPARTMENT	LOW	█	█	█	█	█	█	█	█	█	█	█
	3	Develop an Economic Development Strategic Plan that focuses on providing a unified approach to addressing proactive recruitment of commercial businesses (i.e. industrial, office and retail).	6	ADMINISTRATION	HIGH	█	█	█	█	█	█	█				
	4	Develop a model that can be used to analyze future zoning and land use decisions that are associated with new development. This model should create a rational link between the Future Land Use designation of a property and the resulting impact of a proposed development, and further assist elected and appointed officials in making informed decisions that will benefit the community.	1 6	PLANNING AND ZONING DEPARTMENT	MEDIUM	█	█	█	█	█	█					
	5	Review the Master Trail Plan on an annual basis to ensure that trails and floodplain conform to the policies contained in this Comprehensive Plan. In addition, the plan should be reviewed and revised to account for changes in the City's Master Thoroughfare Plan, and to ensure that plan provides public access points and connectivity and access to all areas in the City.	2 4 7	PARKS & RECREATION DEPARTMENT	LOW	█	█	█	█	█	█	█	█	█	█	█
	6	Review the Parks, Recreation and Open Space Plan and this Comprehensive Plan on a five (5) year basis to ensure the documents goals and policies conform.	3	PARKS & RECREATION DEPARTMENT	LOW						█					█
	7	Work to create an Annual Parks and Recreation Business Plan that can guide programming and events on a yearly basis.	5	PARKS & RECREATION DEPARTMENT	LOW	█	█	█	█	█	█	█	█	█	█	█
	8	Review these residential policies on a five (5) year basis to ensure that they adjust to changes in the market, and continue to provide a long-term vision for the community.	8	PLANNING AND ZONING DEPARTMENT	LOW						█					█
	9	Review and revise the Master Drainage Study on an as needed basis (i.e. upon the annexation of new land or changing of land use).	4	ENGINEERING DEPARTMENT	LOW	█	█	█	█	█	█	█	█	█	█	█

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: █ | REVIEW PERIOD: █ | IMPLEMENTATION YEAR: █ | EVALUATION OF ONGOING PROGRAMS: █

# 04 IMPLEMENTATION PLAN

## 03 POLICIES & ACTIONS IMPLEMENTATION SCHEDULE

Schedule	IS #	Implementation Strategy	Chapter Reference	Department Lead	Strategy Priority	IMPLEMENTATION TIME PERIOD											
						2019	2020	2021	2022	2023	2024	2025	2026	2027	2028		
POLICIES & ACTIONS	10	Review Drainage Utility Districts (DUD) in other cities and create a feasibility report on DUD's to report to the City Manager and City Council.	4	ENGINEERING DEPARTMENT	MEDIUM	Review Period	Review Period	Review Period	Review Period	Implementation Year							
	11	Incorporate a representative from the Police Department in the development review process to ensure that development is being planned in accordance with Crime Prevention through Environmental Design (CPTED) guidelines.	5	POLICE DEPARTMENT	LOW	Implementation Year	Implementation Year	Implementation Year	Implementation Year	Implementation Year	Implementation Year	Implementation Year	Implementation Year	Implementation Year	Implementation Year	Implementation Year	Implementation Year
	12	Evaluate residential initiated enforcement cases for each subdivision and put together an Inspection Efficiency Analysis that can help increase the efficiency of the Neighborhood Improvement Services (NIS) Department in the future.	5	NEIGHBORHOOD IMPROVEMENT SERVICES	LOW	Review Period	Review Period	Review Period	Review Period	Implementation Year	Implementation Year	Implementation Year	Implementation Year	Implementation Year	Implementation Year	Implementation Year	Implementation Year
	13	Review and update the Downtown Plan (i.e. Downtown Plan: Blue Print for a Downtown Village) and incorporate the findings into this Comprehensive Plan.	1	PLANNING AND ZONING DEPARTMENT	MEDIUM	Review Period	Review Period	Review Period	Review Period	Implementation Year							

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: [Hatched Box] | REVIEW PERIOD: [Orange Box] | IMPLEMENTATION YEAR: [Blue Box] | EVALUATION OF ONGOING PROGRAMS: [Red X Box]





# 04 IMPLEMENTATION PLAN

## 05 EDUCATION & COMMUNICATION IMPLEMENTATION SCHEDULE

				IMPLEMENTATION TIME PERIOD											
Schedule	IS #	Implementation Strategy	Chapter Reference	Department Lead	Strategy Priority	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
EDUCATION & COMMUNICATION	1	Perform an in-house audit of the development review process and look for ways to streamline the process by incorporating technology and reducing redundancies.	5 6	PLANNING AND ZONING DEPARTMENT	MEDIUM										
	2	Prepare an annual community progress report that details the City's major economic development projects and the employment associated with each project. This report should also convey information regarding the City's current major employers, and should be disseminated to local colleges/universities, private businesses, the Rockwall Economic Development Corporation (REDC), and the Rockwall Independent School District (RISD).	6	ADMINISTRATION	MEDIUM										

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: [diagonal lines] | REVIEW PERIOD: [orange] | IMPLEMENTATION YEAR: [blue] | EVALUATION OF ONGOING PROGRAMS: [red X]



# 04 IMPLEMENTATION PLAN

## 06 REGIONAL PARTNERSHIPS IMPLEMENTATION SCHEDULE

IMPLEMENTATION TIME PERIOD

Schedule	IS #	Implementation Strategy	Chapter Reference	Department Lead	Strategy Priority	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
REGIONAL PARTNERSHIPS	1	Incorporate procedures to involve the Rockwall Independent School District (RISD) in the development process to inform the school district of residential growth and help them plan for necessary school facilities to serve the community.	1	PLANNING AND ZONING DEPARTMENT	LOW										
	2	Work with the North Texas Municipal Water District (NTMWD) and its member/customer cities to encourage the use existing water conservation plans and evaluate opportunities for the reuse of wastewater effluent to promote water conservation throughout the City.	2	ENGINEERING DEPARTMENT	LOW										

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED:  | REVIEW PERIOD:  | IMPLEMENTATION YEAR:  | EVALUATION OF ONGOING PROGRAMS: 

# 04 IMPLEMENTATION PLAN

## 07 CAPITAL & FINANCIAL IMPROVEMENTS IMPLEMENTATION SCHEDULE

						IMPLEMENTATION TIME PERIOD											
Schedule	IS #	Implementation Strategy	Chapter Reference	Department Lead	Strategy Priority	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028		
CAPITAL & FINANCIAL IMPROVEMENTS	1	Review and revise the Master Thoroughfare Plan on an annual basis to ensure conformance to the policies contained within this Comprehensive Plan, and to account for annual changes in land use patterns and transportation needs.	4	PLANNING AND ZONING DEPARTMENT	LOW												
	2	Review and revise the Paving Assessment on a five (5) year basis to account for changes in roadway conditions.	4	ENGINEERING DEPARTMENT	HIGH												
	3	Review and revise the Water and Wastewater Master Plans and the Impact Fee Study every five (5) years to account for changes to the Future Land Use Map and population projects.	4	ENGINEERING DEPARTMENT	HIGH												
	4	Review the City's existing thoroughfares to look for opportunities to redevelop existing right-of-ways utilizing the goals and policies contained in this Comprehensive Plan.	4	PLANNING AND ZONING DEPARTMENT	LOW												
	5	Develop a long-term strategy for the replacement of City facilities that includes potential adaptive reuses of the existing facilities.	5	INTERNAL OPERATIONS	MEDIUM												
	6	Consider creating a capital project and amenity life-cycle replacement plan that includes projected budget needs.	3	PARKS & RECREATION DEPARTMENT	MEDIUM												
	7	Perform an assessment of all vacant land suitable for non-residential development within the City and anticipate the possible infrastructure required to effectively develop these areas with non-residential development.	6	PLANNING AND ZONING DEPARTMENT	LOW												
	8	Utilize the City's Geographic Information Systems (GIS) software to track and evaluate existing waterlines, and create a replacement program.	4	PLANNING AND ZONING DEPARTMENT	MEDIUM												
	9	Utilize CityWorks Asset Management System software to evaluate the existing water/wastewater system and streamline reoccurring maintenance.	4	PLANNING AND ZONING DEPARTMENT	MEDIUM												
	10	Camera all existing wastewater lines to evaluate the structure integrity and capacity of each segment and log into the Asset Management System.	4	ENGINEERING DEPARTMENT	MEDIUM												
	11	Incorporate an infrastructure section into staff's development case memorandums to account for potential impacts/needs for zoning changes that propose more intense land uses.	4	PLANNING AND ZONING DEPARTMENT	LOW												

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: [diagonal lines] | REVIEW PERIOD: [orange] | IMPLEMENTATION YEAR: [blue] | EVALUATION OF ONGOING PROGRAMS: [red]



# APPENDIX A

## SMALL AREA PLANS







## 01 PURPOSE

This appendix is dedicated to the City's *Small Area* planning efforts. *Small Area Plans* are a type of planning effort -- typically associated with the neighborhood level -- targeted at addressing a specific issue or issues (e.g. land uses, transportation, traffic circulation, etc.) with the ultimate goal of improving the quality of life for citizens, visitors and business owners in the area. These plans are intended to assist the decision making process of City staff, the City's various boards and commissions, and the City Council.

## 02 SMALL AREA PLANS

### 02.01 ACCESS PLAN FOR PLANNED DEVELOPMENT DISTRICT 50 (PD-50)

The access plan for Planned Development District 50 (PD-50), also known as the N. Goliad Street Corridor, is intended to provide a long-term solution to the increasing traffic problems along N. Goliad Street [SH-205] for business owners along N. Goliad Street and customers looking to patron these businesses.

### 02.02 ACCESS PLAN FOR PLANNED DEVELOPMENT DISTRICT 53 (PD-53)

The access plan for Planned Development District 53 (PD-53) is intended to: (1) provide alternative access for the businesses along Ridge Road [FM-740], (2) reduce the amount of driveways along Ridge Road [FM-740], and (3) assist in the adaptive reuse of the single-family structures in this area as low impact offices and personal service land uses.

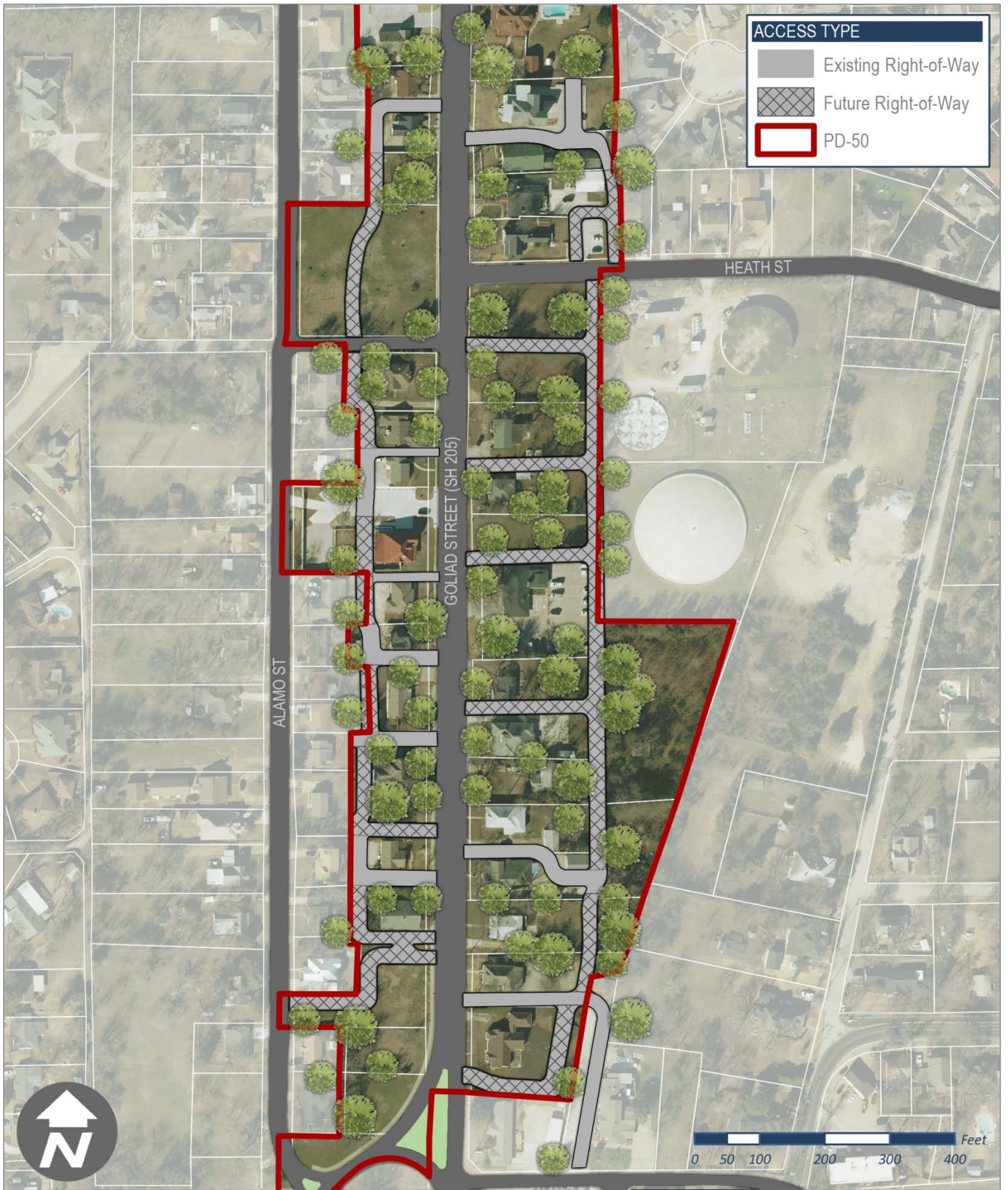
### 02.03 DOWNTOWN DISTRICT PLAN

RESERVED.

*LEFT:* The image depicts the overpass along IH-30 and the intersection of the IH-30 Frontage Road and Ridge Road [FM-740].

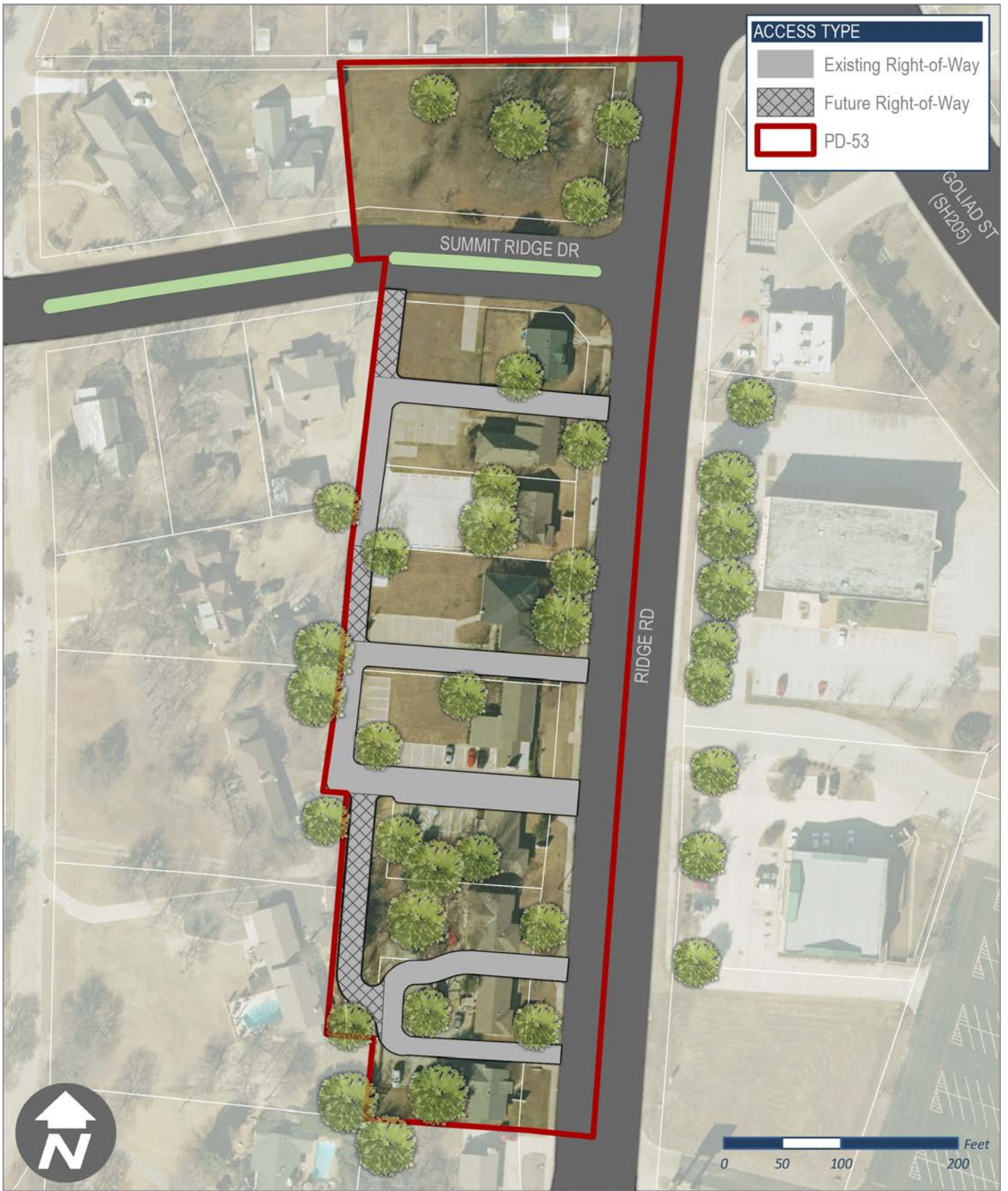


02.01 ACCESS PLAN FOR PLANNED DEVELOPMENT DISTRICT 50 (PD-50)





02.02 ACCESS PLAN FOR PLANNED DEVELOPMENT DISTRICT 53 (PD-53)





**02.03 DOWNTOWN DISTRICT PLAN**

RESERVED.

RESERVED.



# APPENDIX B

CORRIDOR PLANS







## 01 PURPOSE

This appendix is intended to focus on the City's various major corridors and the relationship of the roadway to the adjacent land, land uses, and aesthetics of these areas. Each corridor study is intended to provide a framework and design guidelines that can assist the decision making process of City staff, the City's various boards and commissions, and the City Council.

## 02 CORRIDOR PLANS

### 02.01 IH-30 CORRIDOR PLAN

RESERVED.

### 02.02 JOHN KING BOULEVARD CORRIDOR PLAN

- ① Background and Introduction
- ② Issues and Opportunities
- ③ Design Concept and Palette
- ④ Design Elements
- ⑤ Access Policies
- ⑥ Implementation

### 02.03 SH-276 CORRIDOR PLAN

RESERVED.

*LEFT: The image depicts TXDOT contractors working in the IH-30 Corridor along the eastern most boundary of the City.*



## 02.01 IH-30 CORRIDOR PLAN

RESERVED.

## 02.02 JOHN KING BOULEVARD CORRIDOR PLAN

### ACKNOWLEDGEMENTS

#### CITY COUNCIL

Bill Cecil, *Mayor*  
David Sweet, *Mayor Pro-Tem*  
Mark Russo  
Cliff Sevier  
Margo Nielsen  
Matt Scott  
Glen Farris

#### CITY STAFF

Julie Couch, *City Manager*  
Rick Crowley, *Assistant City Manager*  
Robert LaCroix, *Director of Planning and Zoning*  
Brad Griggs, *Director of Parks and Recreation*  
Chuck Todd, *City Engineer*

#### CONSULTANTS

Townscape, Inc.  
Kimley Horn & Associates

### 1 BACKGROUND AND INTRODUCTION

John King Boulevard is a City initiated, funded and constructed roadway. Named for an exceptional City leader, statesman and former Councilman, it was conceived to provide bypass traffic relief to SH-205 which penetrates downtown, and to provide access and structure for developing properties on the east side of the City.

The design concept for this corridor is intended to evoke and enhance an image of the City of Rockwall that has evolved through the Comprehensive Plan, development standards and development approvals over recent years.

From the outset, it was determined that this concept would provide the City with a *kit of parts* and clear direction on how they could be applied to this specific corridor. A side benefit is that elements of this design concept are flexible enough to be used to meet identity and enhancement needs throughout the City – *along other roadway corridors, entries, hike and bike trails and such.*

It is anticipated that the elements for John King Boulevard would be detailed by a landscape architect for each specific application. The quality of construction of the physical elements is paramount. They will provide a timeless legacy to the community – aging with grace and beauty for all to enjoy.

### 2 ISSUES AND OPPORTUNITIES

#### OBSERVATIONS

The strongest enhancement concepts for John King Boulevard should build on the existing landscape character, both natural and manmade, that the roadway traverses. It must also recognize the likely character of future land uses, and build upon existing branding efforts throughout the city so that a cohesive community character continues to emerge and strengthen through these efforts.

Townscape's field observations and analysis of aerial photos and planning documents recognized the following attributes as significant cues and inspiration for enhancement concepts.

*Wooded Creeks & Drainage Ways.* Several wooded creeks and drainage ways cross the boulevard at fairly regular intervals. These wooded bottoms are the most dramatic landscape feature of the corridor. Their visual impact can be heightened and the corridor made more interesting extending the character of these woods into the boulevard parkways and medians at the crossings, reinforcing the character of the creeks and creating a visual rhythm for the roadway traveler.

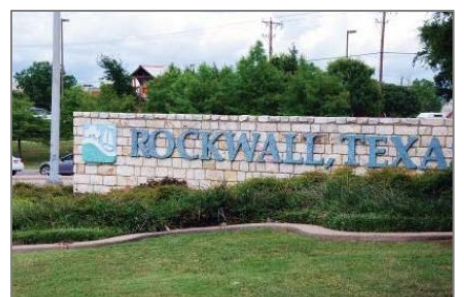
*Prairie Uplands.* Prairie uplands with broad, rolling slopes and long views occur between the wooded bottoms. The dominant visual character here is of prairie grasses sparsely studded with lower-growing tree species.

*Gateway Identity.* Gateway identity opportunities exist where John King Boulevard begins at North Goliad, at South Goliad, and on both sides of IH-30.

*Key Intersections.* Key intersections offer opportunities to create *pulse points* along the driver's path with enhanced paving and plantings, and to provide seating and shade for trail users.

*Future Land Uses.* Future land uses, as presently zoned or called for in the Comprehensive Plan, can cue related design treatments. For example, more structured, formal plantings and material finishes would be appropriate at commercial and mixed-use intersections, while more naturalistic arrangements might be used in rural/future residential areas that have yet to be developed.

*Branding.* Existing community icons and branding efforts, including the Rockwall County





Courthouse, existing limestone *gateway* walls, and the Rockwall Technology Park entrances all share a consistent look of native limestone, the classic Times Roman font and drought tolerant plantings that are appropriate to carry forward into new designs. Newer additions such as the Harbor Place development and the newest murals at IH-30 and SH-205 have introduced a pale yellow color into the townscape that can enhance plain concrete abutments along the roadway.

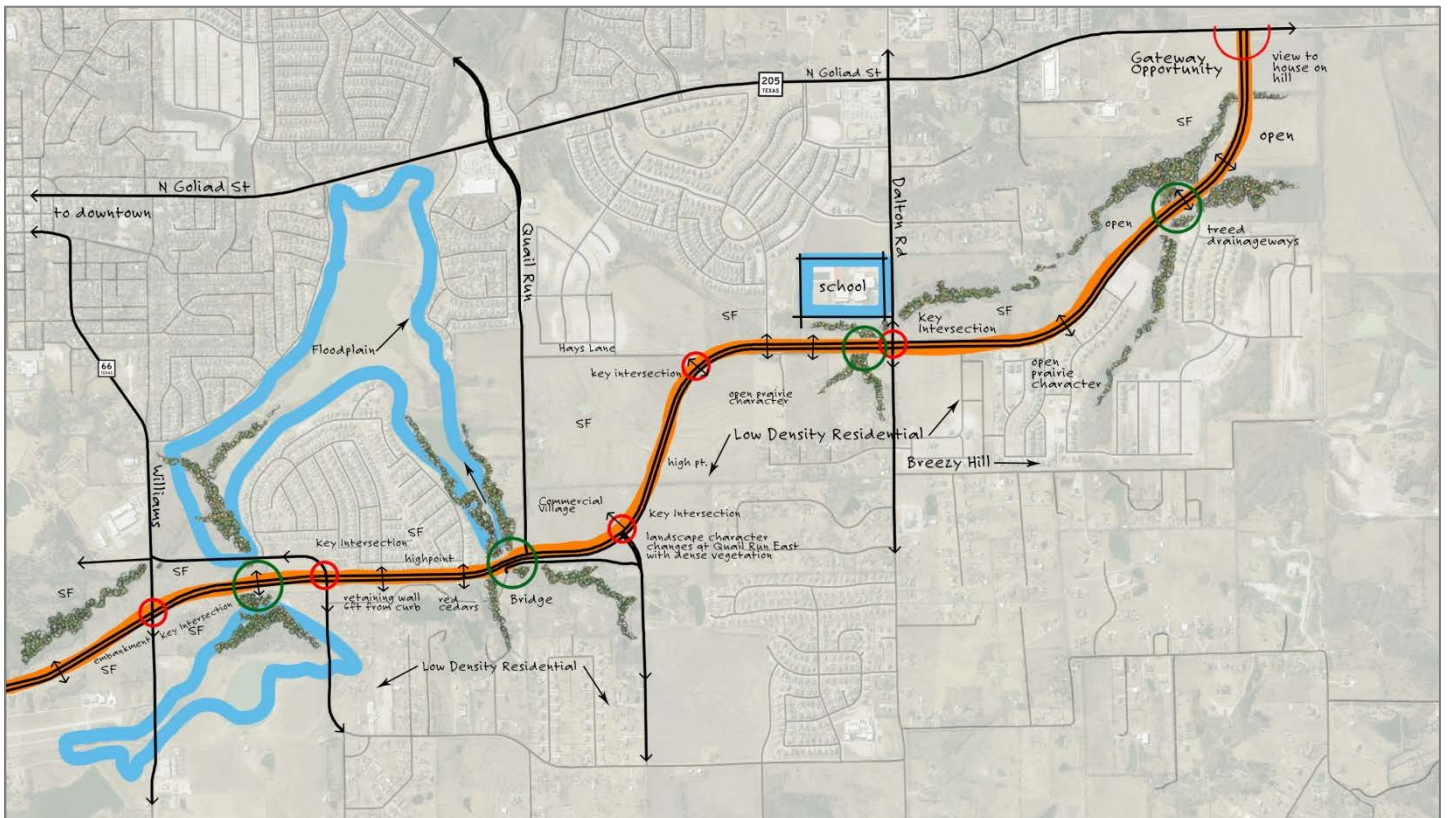




ISSUES AND OPPORTUNITIES: SOUTH



ISSUES AND OPPORTUNITIES: NORTH





### 3 DESIGN CONCEPT AND PALETTE

John King Boulevard provides opportunities for enhancement and placemaking that can be a strong reflection of Rockwall's history, culture, natural landscape and values, and an important investment in furthering the city's position as a first-tier home and business location. To realize this potential, these impressions must be translated into usable architectural terms, and guided by overarching concepts that tie the individual parts together into a perceivable and pleasing whole.

- ☑ Sailboat icon or city logo repeated in architectural elements
- ☑ Pure geometries; timeless classic forms

#### GUIDING CONCEPTS

*Build on the Strengths of the Existing Landscape.* Heighten the visual impact of the wooded bottoms and prairie uplands by emulating and enhancing those landscape types in the medians and parkways.

*Unity with Variety.* Consistent architectural and planting materials, colors, sign fonts, and related elements will lend overall unity to the road corridors. While unity is desirable, "sameness" is not. Varying configurations to fit the unique characteristics of individual sites will allow this consistent palette to be interpreted in slightly different yet complementary designs, providing variety within a unified whole.

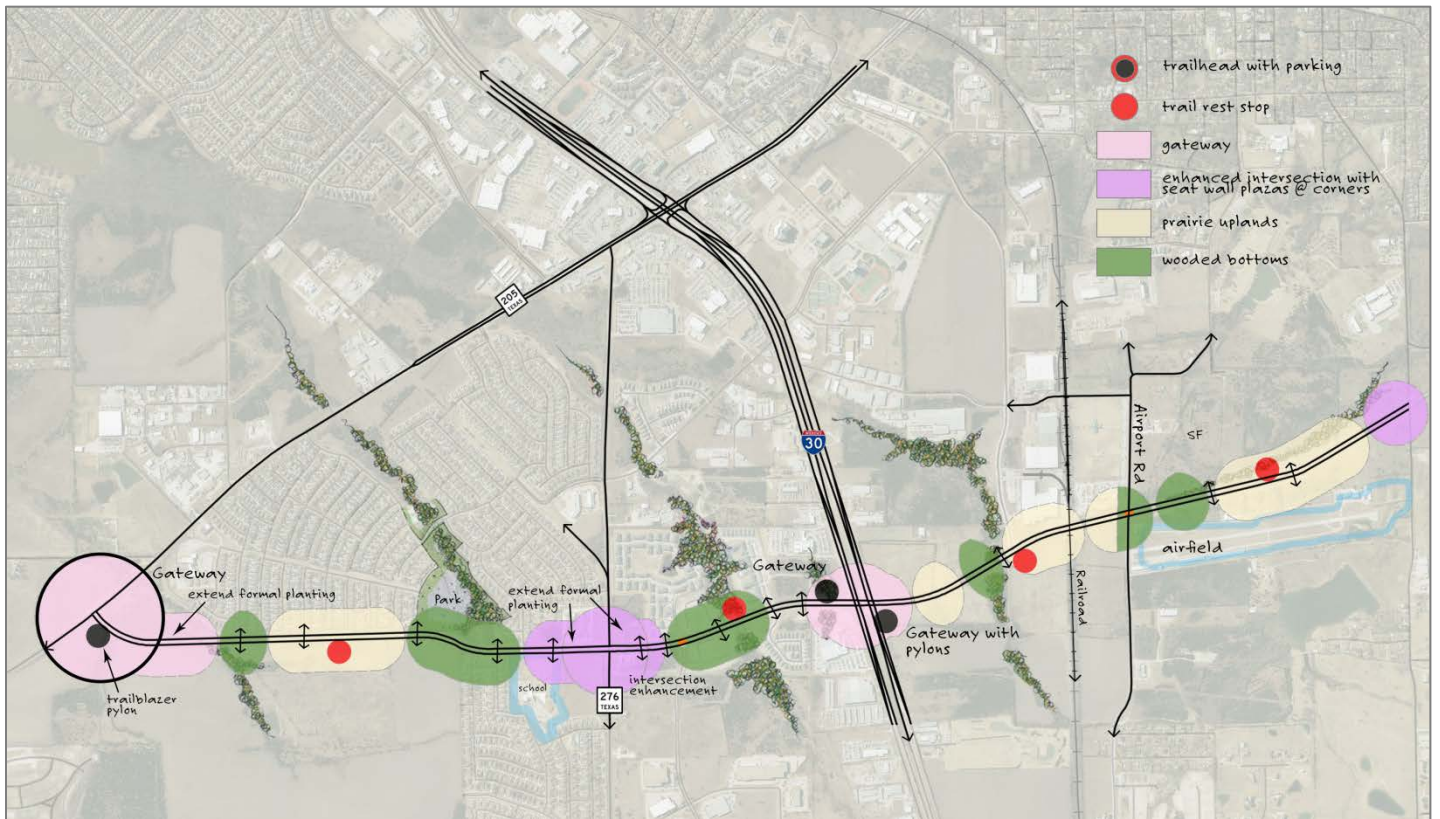
*Pulse Points.* The "wooded bottoms" crossings and major intersection enhancements will act as "pulse points" in the driving experience, punctuating the boulevard corridor with sophisticated design forms and eye-catching detail at regular intervals, producing a pleasing and predictable visual rhythm in the driving experience.

*Quality and Timelessness.* The design forms for John King Boulevard should be rooted in Rockwall's strong landscape and heritage, while coexisting comfortably with new development, never looking "dated." High quality of materials and construction should be a defining characteristic of new enhancement projects.

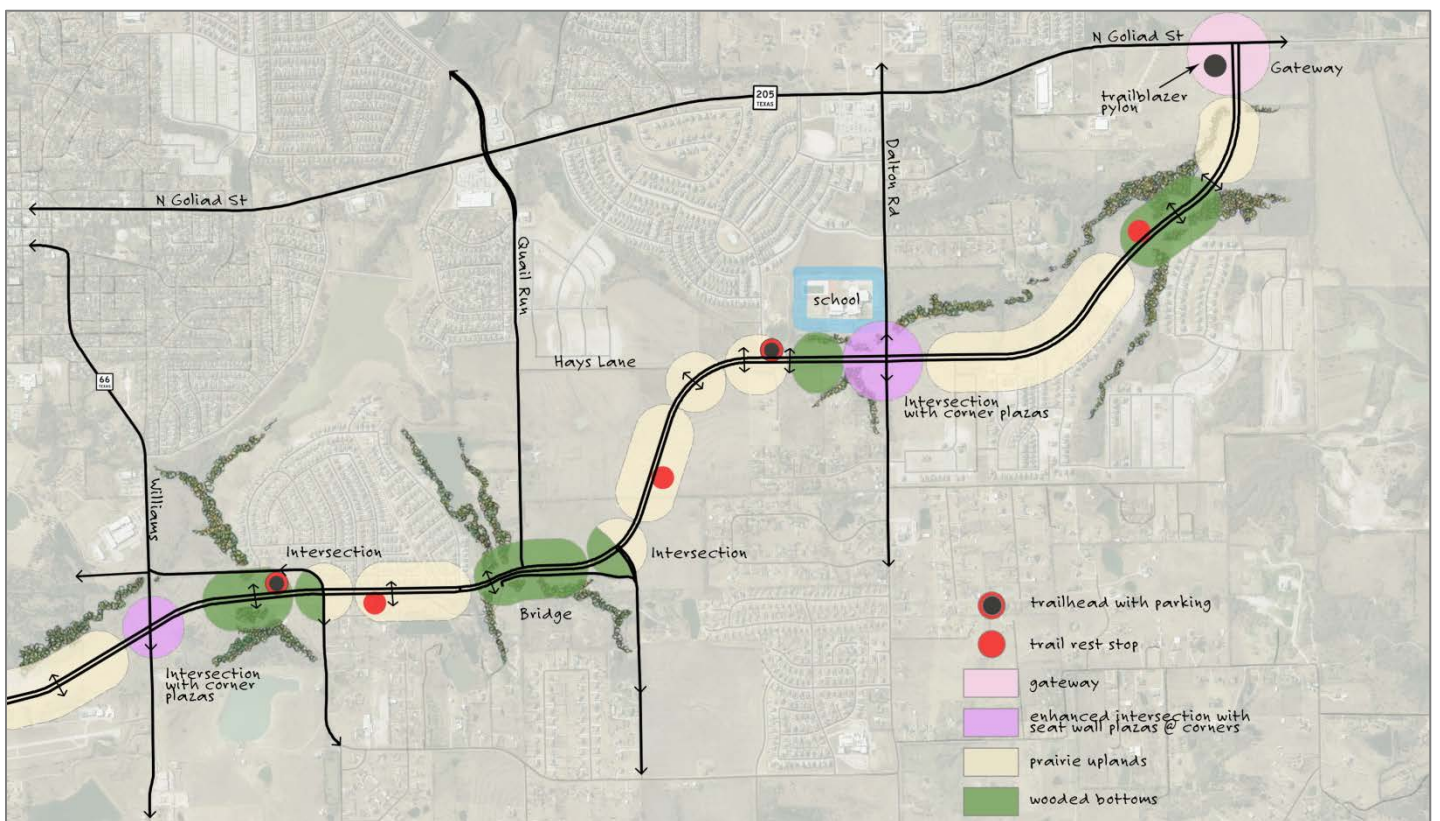
#### PALETTE OF FORMS AND MATERIALS

- ☑ Austin limestone block
- ☑ Native fossil limestone
- ☑ Cast stone
- ☑ Times Roman font
- ☑ Pale cream/yellow concrete stain
- ☑ Native and drought-tolerant trees, shrubs and grasses in bold, rhythmic patterns
- ☑ Freestanding horizontal limestone walls
- ☑ Vertical landmarks and focal points

ROADWAY ENHANCEMENT CONCEPT: SOUTH



ROADWAY ENHANCEMENT CONCEPT: NORTH





## 4 DESIGN ELEMENTS

### ROADWAY ENHANCEMENT CONCEPT DIAGRAM

The Roadway Enhancements Concept diagrams identify locations for the boulevard “character zones,” and key architectural and landscape architectural elements, which collectively comprise a “family” of related design treatments to lend character and a distinct Rockwall image to the boulevard corridor.

#### DESIGN ELEMENTS

##### *MEDIANS AND PARKWAYS*

The median and parkway design concepts reflect the “character zones” in which they are located:

**The Wooded Bottoms:** These areas are intended to appear as extensions of the vegetation in the natural wooded creeks and drainage ways that are spanned by the boulevard. Accordingly, planting arrangements should be tight, informally grouped masses of native and adapted riparian canopy and understory trees designed to emulate the character of the creek vegetation. These tree masses are to be set in native ornamental grasses to minimize the need for maintenance.

**The Prairie Uplands:** In these areas lower growing tree species native (or adapted and of similar character to the natives) to the rolling hills of eastern Rockwall County would be arranged to emulate the sparser tree cover of the surrounding uplands. These informal tree groupings would also be set in masses of native ornamental grasses, minimizing maintenance needs.

The concepts illustrated reflect accurate roadway dimensions and indicate that trees should not be planted in the median areas where future roadway expansion is likely to occur. The illustrated plant materials and their design arrangements are indicative of the size and character appropriate for the character zones in which they occur; subsequent detailed planting plans will make specific plant species recommendations that take into account site-specific horticultural conditions and established project budgets.

##### *KEY ENHANCED INTERSECTIONS*

Special intersection enhancements are proposed for three key intersections (shown in purple on the Enhancements diagram). The adjacent boulevard medians would be planted

with three or more formal groupings of matching canopy trees set in beds of ornamental grasses. The three or more tree groupings should be separated by conventional turf, such as Bermuda to create a visual pattern and rhythm that signals the intersection for the approaching motorist. As the median narrows to accommodate its turn lane, the median plantings would transition to ornamental grasses and drought-tolerant shrubs.

Small paved “plaza” areas with seat-height limestone walls would anchor each corner of the intersection, providing visual interest for motorists as well as informal seating and shade for trail users and other pedestrians and cyclists.

##### *GATEWAY IDENTITY*

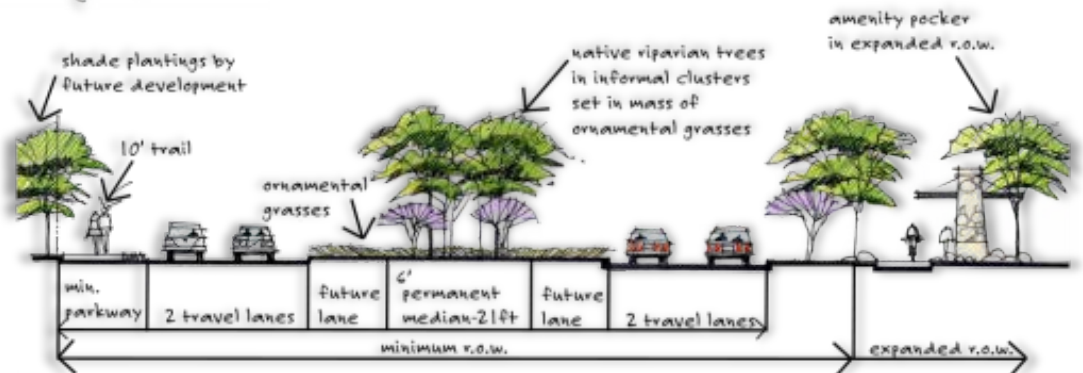
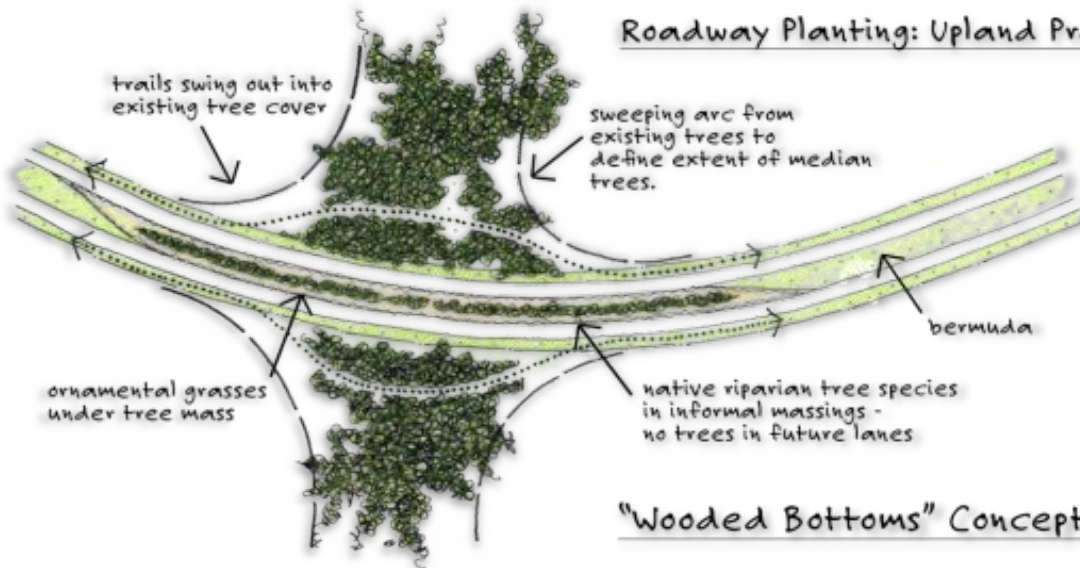
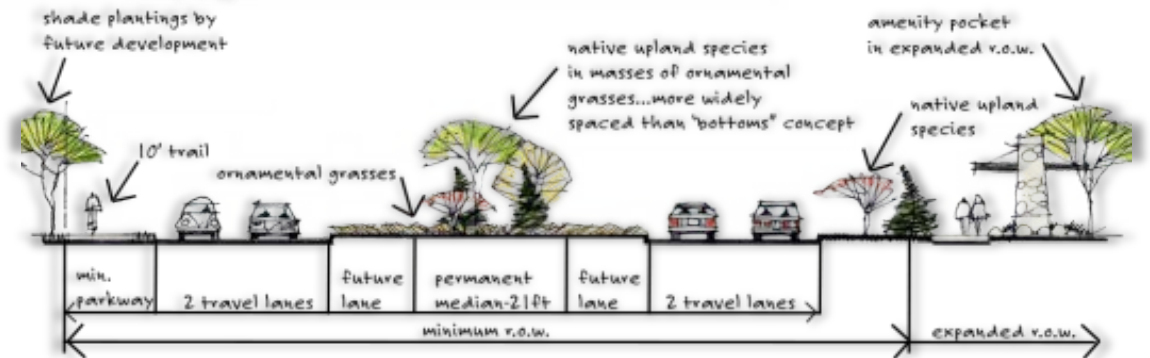
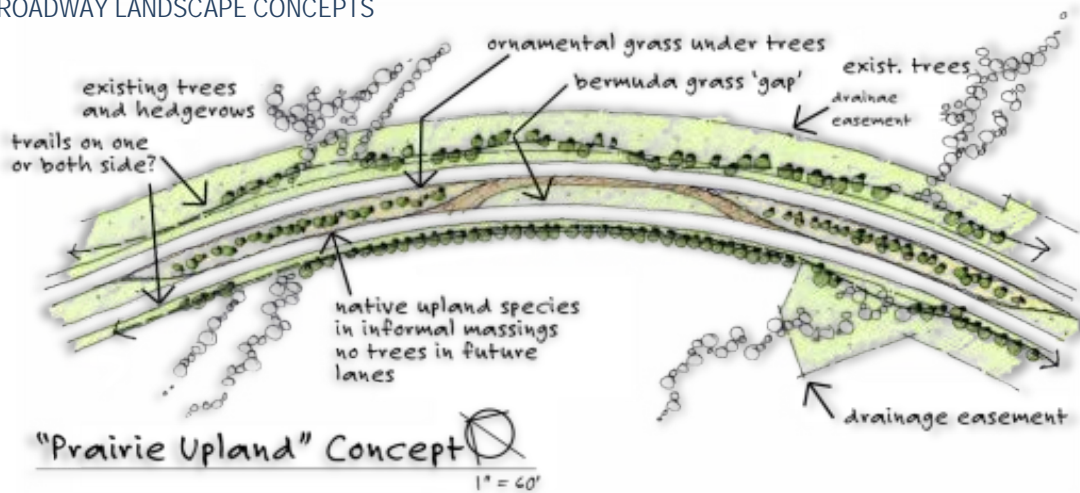
Due to the wide variation in site size and configuration at potential gateway sites, the “kit of parts” approach, utilizing a combination of limestone walls, the vertical “trailblazer” monument pylon, canopy or ornamental trees and broad masses of drought tolerant shrubs and grasses can be used to great effect. This will result in a “family” of gateway designs comprised of the same key elements, but arranged in unique compositions to best fit their particular site configuration and topography.

##### *TRAIL REST STOPS*

Shaded “rest areas” are shown in preliminary locations on the Enhancements diagram, spaced roughly one mile apart on both sides of the boulevard. This results in a rest area along the boulevard about every half mile. The key design elements shown in the prototype design consist of a shaded shelter of limestone and architectural metal, a seat-height wall for informal seating, a waste receptacle and a drinking fountain with dog dish. The edges should be enhanced with boulders and drought tolerant plantings as shown.

##### *EXPOSED CONCRETE WALLS*

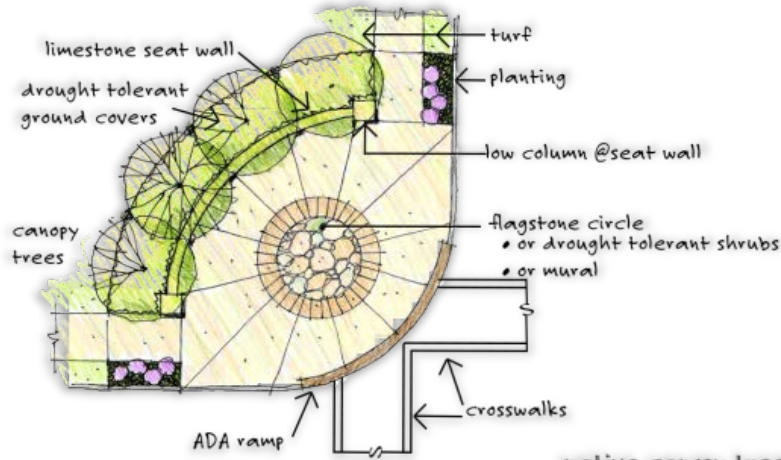
Low exposed concrete headwalls visible from the travel lanes of the boulevard should be colored with the same pale yellow concrete stain utilized for the new John King Boulevard bridge spanning Phelps Branch. This subtle color change will be helpful in tying disparate elements of the corridor together and giving the boulevard design a “finished” appearance.



**Roadway Planting: Wooded Bottoms Concept** 1" = 10'



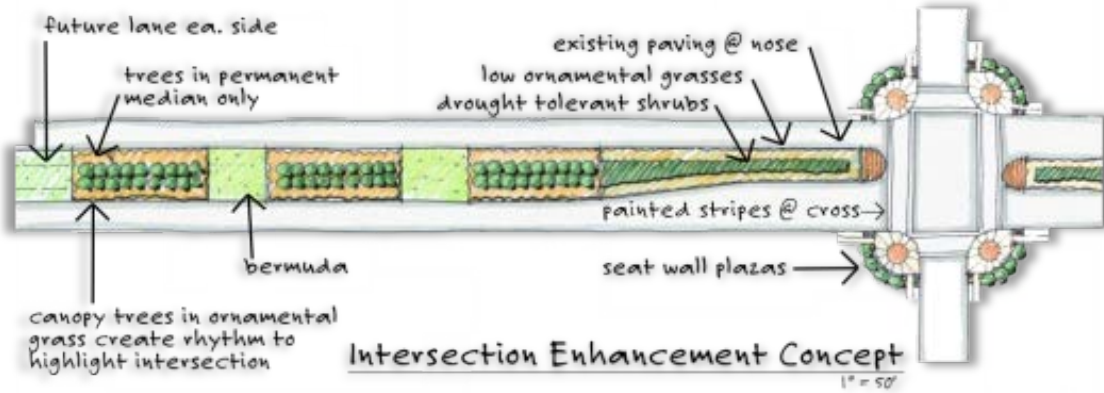
INTERSECTION ENHANCEMENTS



Corner Enhancement Concept

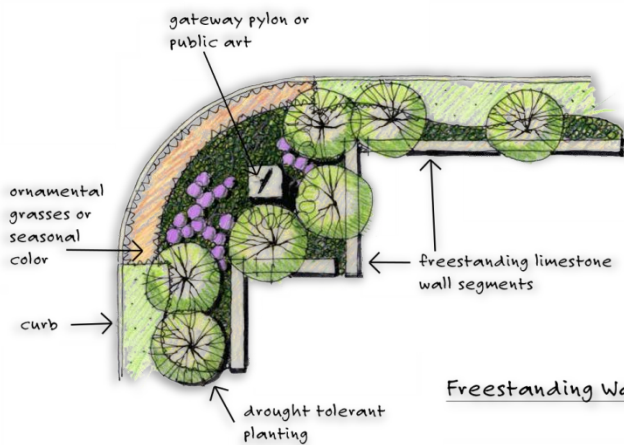


Corner Enhancement Concept 1/4 scale

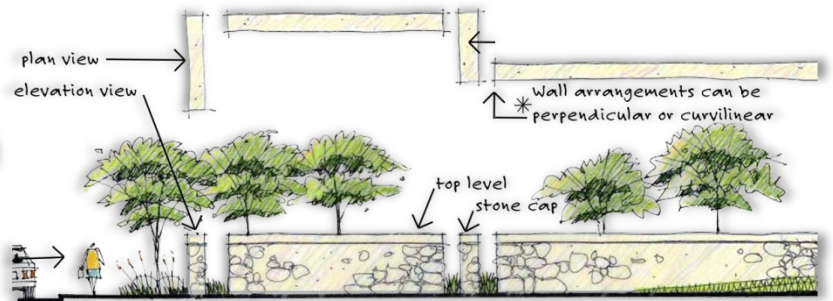


Intersection Enhancement Concept

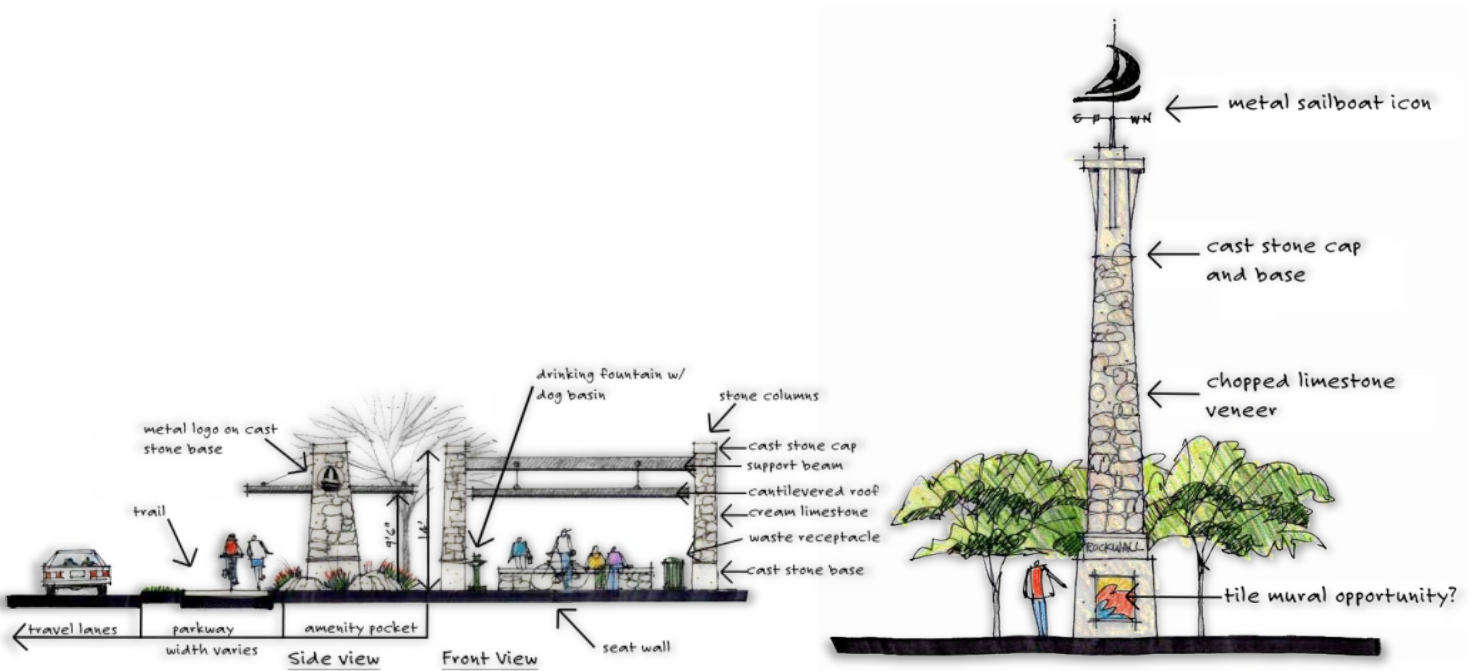
PLACE-MAKING ELEMENTS



Freestanding Wall Element



Freestanding Wall Element



Trail Rest Area Concept 3/16" = 1'

Trailblazer Concept Major Gateways

**5 ACCESS POLICIES**

**JOHN KING ACCESS MANAGEMENT POLICY**

The purpose of this section is to provide the policy and decision making process for determining access to James King Boulevard. Access management involves the planning and coordination of the location, number, spacing and design of access points from a roadway to adjacent land. Historically, transportation and access management plans have concentrated primarily on efficiently controlling the movement of vehicles by seeking to reduce conflicts and maximizing the traffic capacity of a roadway. However, recent planning efforts recognize that transportation is inextricably linked to land use decisions and that sprawl and inefficient land use policies go hand in hand with congestion, reliance on automobiles, and increased pollution.

The "Transportation/Land Use Cycle" involves a sequence of events in which improvements are made to the transportation network that lead to new land use development, which generates additional traffic and the need for further roadway improvements.

It is possible to stop this cycle with proper management of access and network design. The following policy establishes the idea that one standard does not fit all. The spacing and design standards for the roadway should accommodate varying land development types with flexible standards. The result will be a

roadway that maintains a high level of mobility, while supporting wise land development patterns.

Accordingly, this policy varies according to the area through which the roadway passes and the function of the roadway itself. The land development context of this boulevard in its current and planned state varies from rural to sub-urban to urban. This policy seeks to balance the access requirements for each of these development contexts with the desire to maintain the mobility function of this arterial road. The chart on the following page should be referred to during planning and designing of this roadway.

To see how the standards apply to the corridor, please refer to the *Access Standards Diagrams* below.

**JOHN KING ACCESS STANDARDS**

*MEDIAN OPENING SPACING*

Openings should only be provided for street intersections or at intervals designated by the Access Standards below. Spacing between median openings must be adequate to allow for introduction of left-turn with proper deceleration and storage lengths.

*PARTIAL ACCESS SPACING*

Right-in and right-out driveway or private street access locations seek to create a mid-block parking ingress and egress. These access points are defined by a split or T design that

restricts full access. They are not associated with a median access opening.

*SHARED ACCESS*

Parcels are required to share full and some partial access locations through agreement. When possible, shared access should be accomplished through placement of access connections on shared parcel lines or through private drives, streets and stub-outs.

*RECIPROCAL EASEMENT AGREEMENT*

When applicable, owners and permittees of parcels may enter into an agreement for reasonable access, ingress and egress between property lines for the purpose of paved driveways, roadways and/or walkways.

*SHARED ACCESS LANES*

Similar to off-site access roadways, shared access lanes establish the shared access easements for rural land owners to connect to the city street system. They can be established along shared parcel lines or at the discretion of the city.

*STREET CONNECTIVITY*

Street connectivity requirements are essential to maintaining the long-term mobility of a corridor and potentially very important at the local neighborhood level, since connectivity is a key factor in ensuring that people can walk or bike between neighborhoods, cul-de-sacs and communities. An interconnected street system is necessary in order to promote



orderly and safe development by ensuring that streets function in an interdependent manner, provide adequate access for emergency and service vehicles, enhance access by ensuring connected transportation routes, and provide continuous and comprehensible traffic routes.

Connectivity shall be defined by the ratio of links to nodes in any subdivision.

- A. The connectivity ratio shall be the number of street links divided by the number of nodes or end links, including cul-de-sac heads.
- B. A link shall be any portion of a street, other than an alley, defined by a node at either end. Stub outs to adjacent property shall be considered links. For the purpose of determining the number of links in a development, boulevards, median-divided roadways, and divided entrances shall be treated the same as conventional two-way roadways. A pathway between neighborhoods for walking, bicycling and emergency access shall be counted as a link.
- C. A node shall be the terminus of a street or the intersection of two or more streets. Pathway connections between

neighborhoods and to an adjacent trail can count as a street connectivity link, but are limited to one per development.

- 1. Any curve or bend of a street that exceeds 75 degrees shall receive credit as a node. Any curve or bend of a street that does not exceed 75 degrees shall not be considered a node.
- 2. A divided entrance shall only count once.

*Required Ratio*

A. Street Network

- 1. The street network for any subdivision with internal roads or access to any public road shall achieve a connectivity ratio of not less than 1.3 in the Urban Context Zone, 1.2 in the Sub-Urban Context Zone and 1.0 in the Rural Context Zone.

- B. Street links and nodes along a collector or arterial street providing access to a proposed subdivision shall not be considered in computing the connectivity ratio.

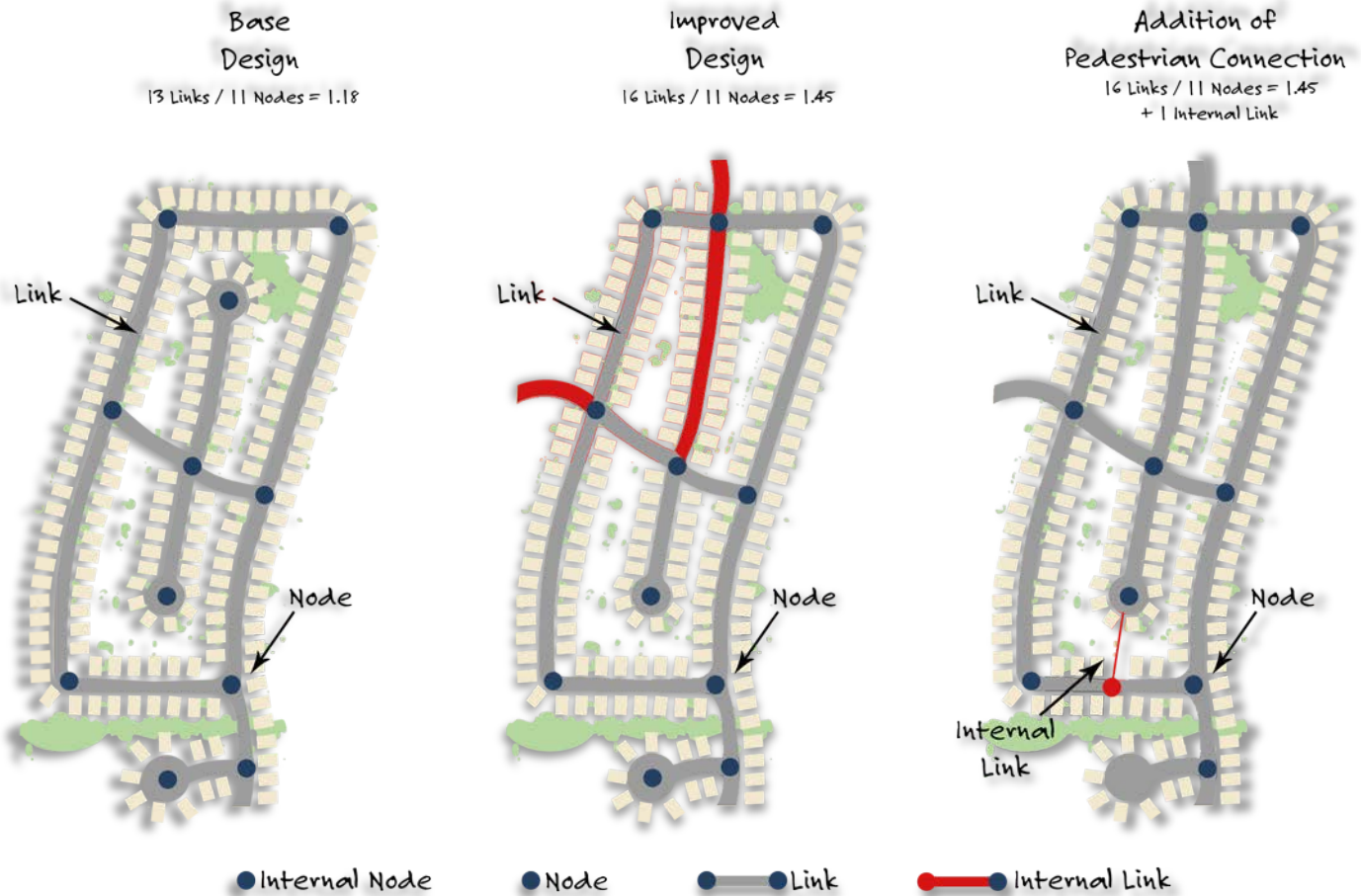
- C. Stub outs shall be considered as being present as a link at the ratio of one link per side as provided for purposes of determining if the required ratio has been met.
- D. Trail connections out of the subdivision shall be considered as being present as a link at the ratio of one link per side as provided for purposes of determining if the required ratio has been met.

*SIGNAL SPACING*

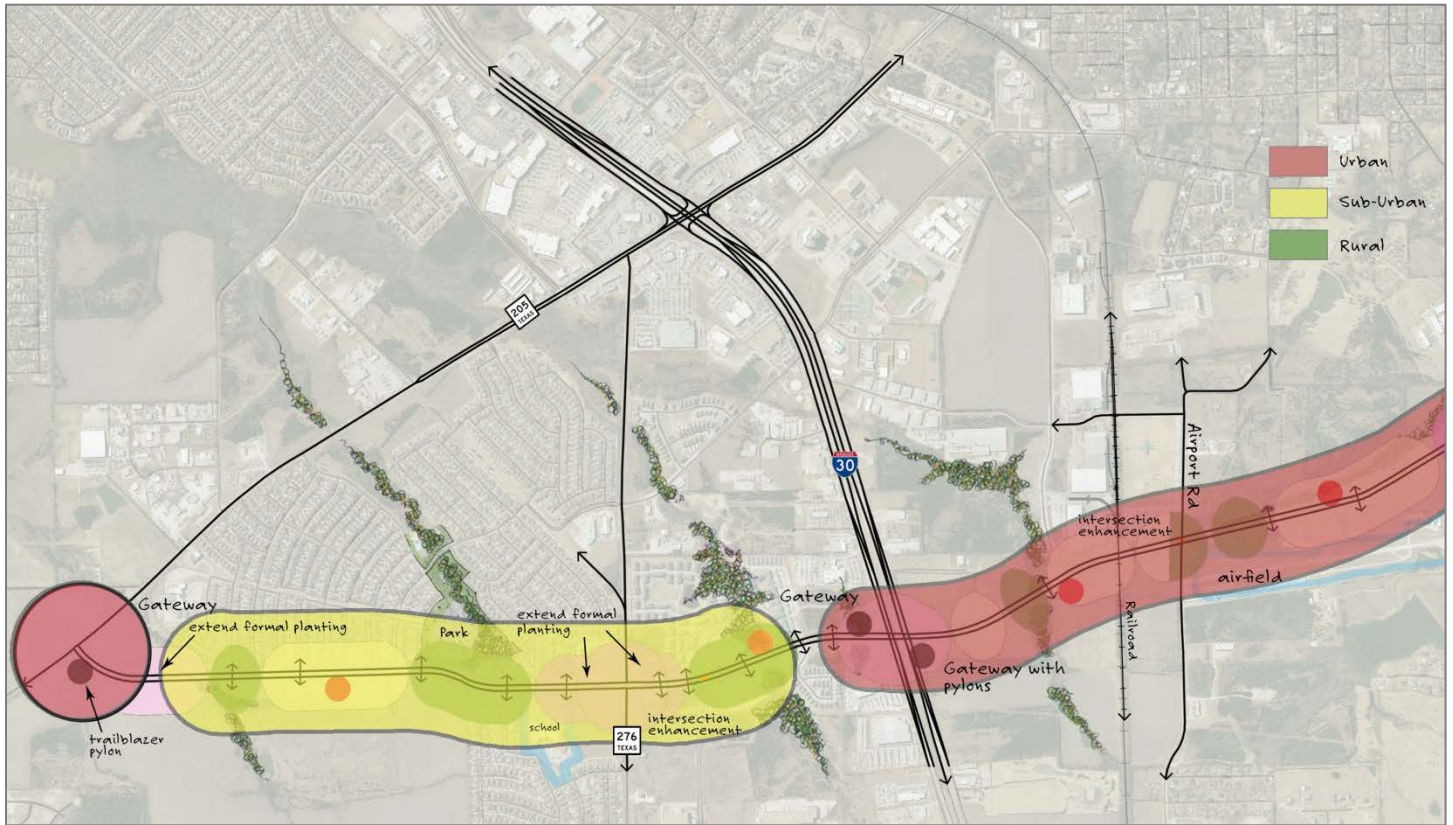
Spacing between intersections is especially critical in rural areas because vehicle speeds are high. One-mile spacing between public road intersections is preferred.

The ideal spacing for traffic signals is at least one half-mile apart (2,640 feet), which also corresponds to the preferred spacing of intersections between arterials and collectors in a sub-urban development pattern.

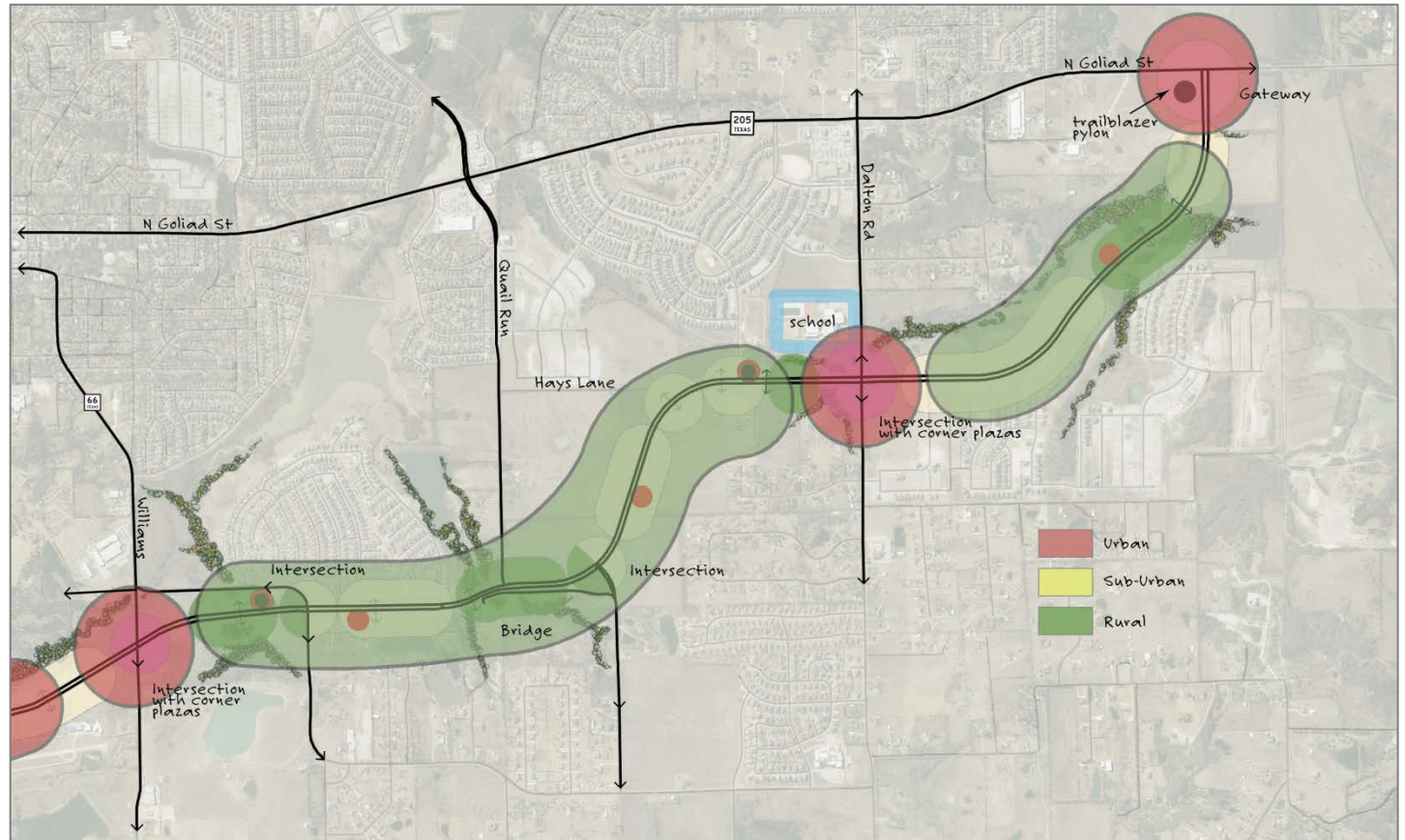
A minimum spacing of one-quarter mile (two to three blocks) is appropriate for an urban area. This shorter distance encourages pedestrian access and slows traffic through the urban area.



ACCESS STANDARDS: SOUTH



ACCESS STANDARDS: NORTH





## **6 IMPLEMENTATION**

This concept design represents a long-term vision for enhancement of the corridor. It will not likely be built within a short time horizon.

### **INCORPORATE TRAIL SYSTEM INTO THE THOROUGHFARE PLAN**

Nationally as well as within the Metroplex region, communities are realizing that multi-modal access such as bicycle and pedestrian trails are an important ingredient to becoming sustainable. This is reflected in the new LEED-ND (Neighborhood Development) standards. The trail system should therefore be added to the Thoroughfare Plan in order to ensure continuity of the system.

### **ADOPT PLAN AS DESIGN GUIDELINES FOR THE OVERLAY DISTRICT**

Adopt this John King Boulevard Plan as guidelines and standards for the 205 By-Pass Overlay District.

### **COST SHARING OF ENHANCEMENTS**

As a rule, developments make improvements to the curb line, which would include sidewalk/trails and landscaping elements of this plan. Notable exceptions would be Landmark Pylons and trailhead washroom facilities. The City should provide landscaping within the median except when development requires additional median cuts in accordance with the City adopted standards.

### **CITY ENHANCEMENT PRIORITIES**

The highest visual impact improvement would be landscaping the medians in the "Wooded Bottoms" area as a first priority. This could be followed by additional landscaping of medians and the introduction of gateway pylons.

### **QUALITY STRUCTURAL FEATURES**

A qualified landscape architect should be engaged to provide final design and detailed specifications for all structural elements including wall, pylons, corner plazas and amenity pockets. The quality of design and construction of these elements is vital to building upon an image rooted in the heritage of the community.

## 02.03 SH-276 CORRIDOR PLAN

RESERVED.



# APPENDIX C

MAPS







## 01 MAPS

- ① Future Land Use Map
- ② Master Trail Plan
- ③ Master Thoroughfare Plan
- ④ Master Water Distribution System Plan
- ⑤ Master Wastewater Collection System Plan

*NOTE: For additional maps of the City see the 2017 Existing Conditions Report, which was prepared as a compendium to this Comprehensive Plan.*

*LEFT: A public meeting/design charrette held on April 18, 2017 for all citizens and stakeholders interested in the future of the IH-30 Corridor.*



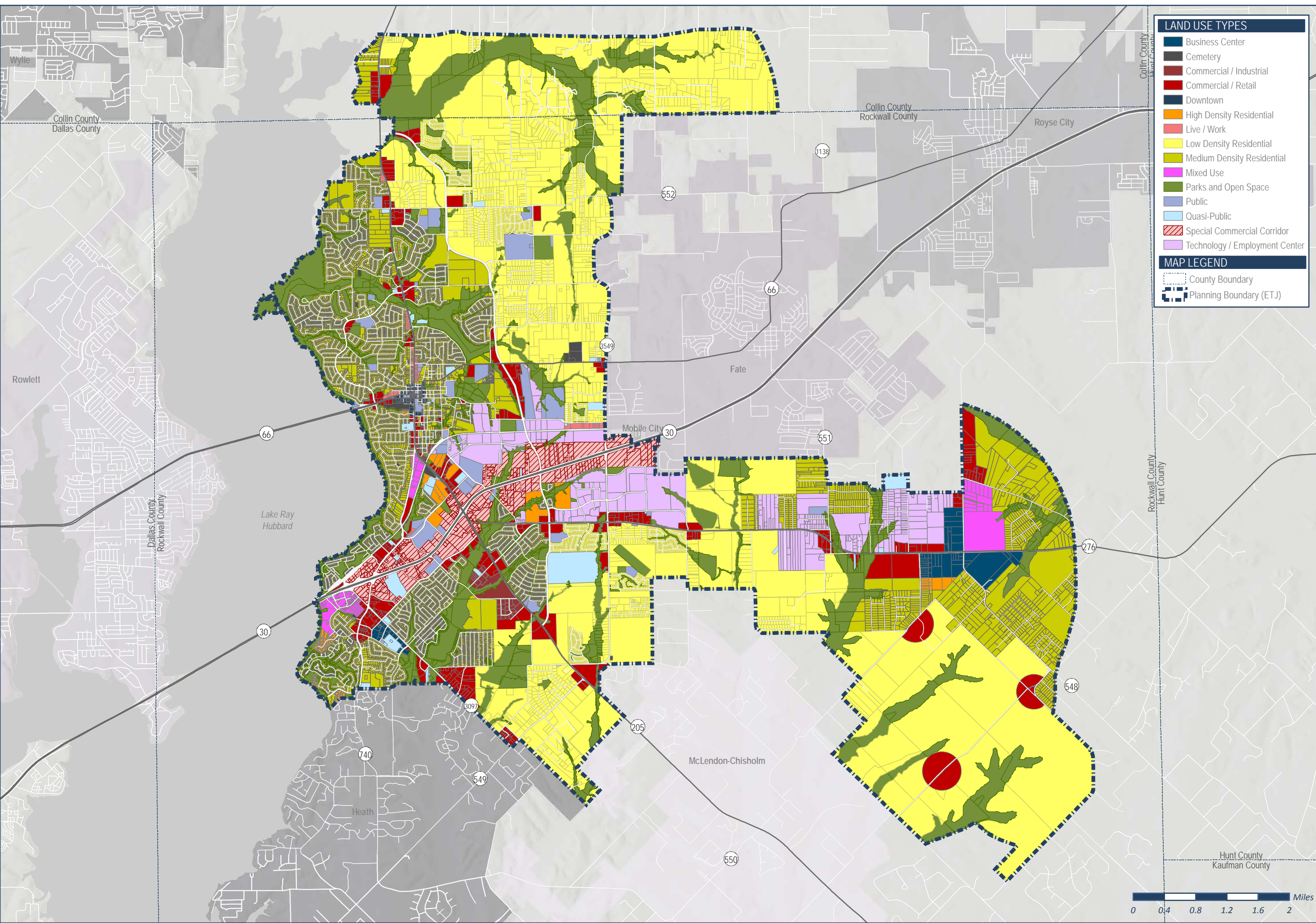




# FUTURE LAND USE PLAN

## COMPREHENSIVE PLAN 01 | LAND USE & GROWTH MANAGEMENT

# 1





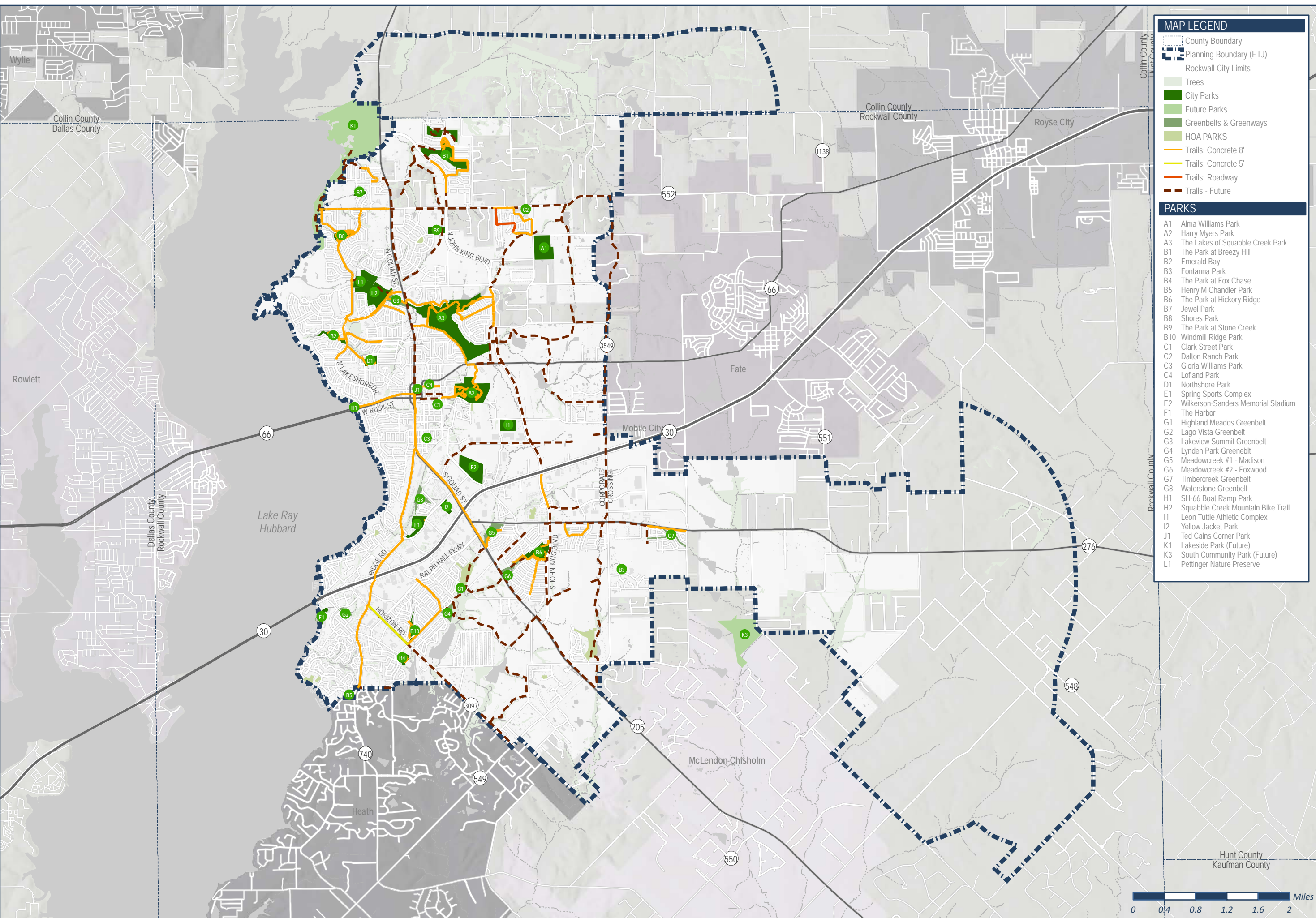




# MASTER TRAIL PLAN

## COMPREHENSIVE PLAN 03 | PARKS, OPEN SPACE AND TRAILS

# 2



### MAP LEGEND

- County Boundary
- Planning Boundary (ETJ)
- Rockwall City Limits
- Trees
- City Parks
- Future Parks
- Greenbelts & Greenways
- HOA PARKS
- Trails: Concrete 8'
- Trails: Concrete 5'
- Trails: Roadway
- Trails - Future

### PARKS

- A1 Alma Williams Park
- A2 Harry Myers Park
- A3 The Lakes of Squabble Creek Park
- B1 The Park at Breezy Hill
- B2 Emerald Bay
- B3 Fontanna Park
- B4 The Park at Fox Chase
- B5 Henry M Chandler Park
- B6 The Park at Hickory Ridge
- B7 Jewel Park
- B8 Shores Park
- B9 The Park at Stone Creek
- B10 Windmill Ridge Park
- C1 Clark Street Park
- C2 Dalton Ranch Park
- C3 Gloria Williams Park
- C4 Lofland Park
- D1 Northshore Park
- E1 Spring Sports Complex
- E2 Wilkerson-Sanders Memorial Stadium
- F1 The Harbor
- G1 Highland Meados Greenbelt
- G2 Lago Vista Greenbelt
- G3 Lakeview Summit Greenbelt
- G4 Lynden Park Greenbelt
- G5 Meadowcreek #1 - Madison
- G6 Meadowcreek #2 - Foxwood
- G7 Timbercreek Greenbelt
- G8 Waterstone Greenbelt
- H1 SH-66 Boat Ramp Park
- H2 Squabble Creek Mountain Bike Trail
- I1 Leon Tuttle Athletic Complex
- I2 Yellow Jacket Park
- J1 Ted Cains Corner Park
- K1 Lakeside Park (Future)
- K3 South Community Park (Future)
- L1 Pettinger Nature Preserve





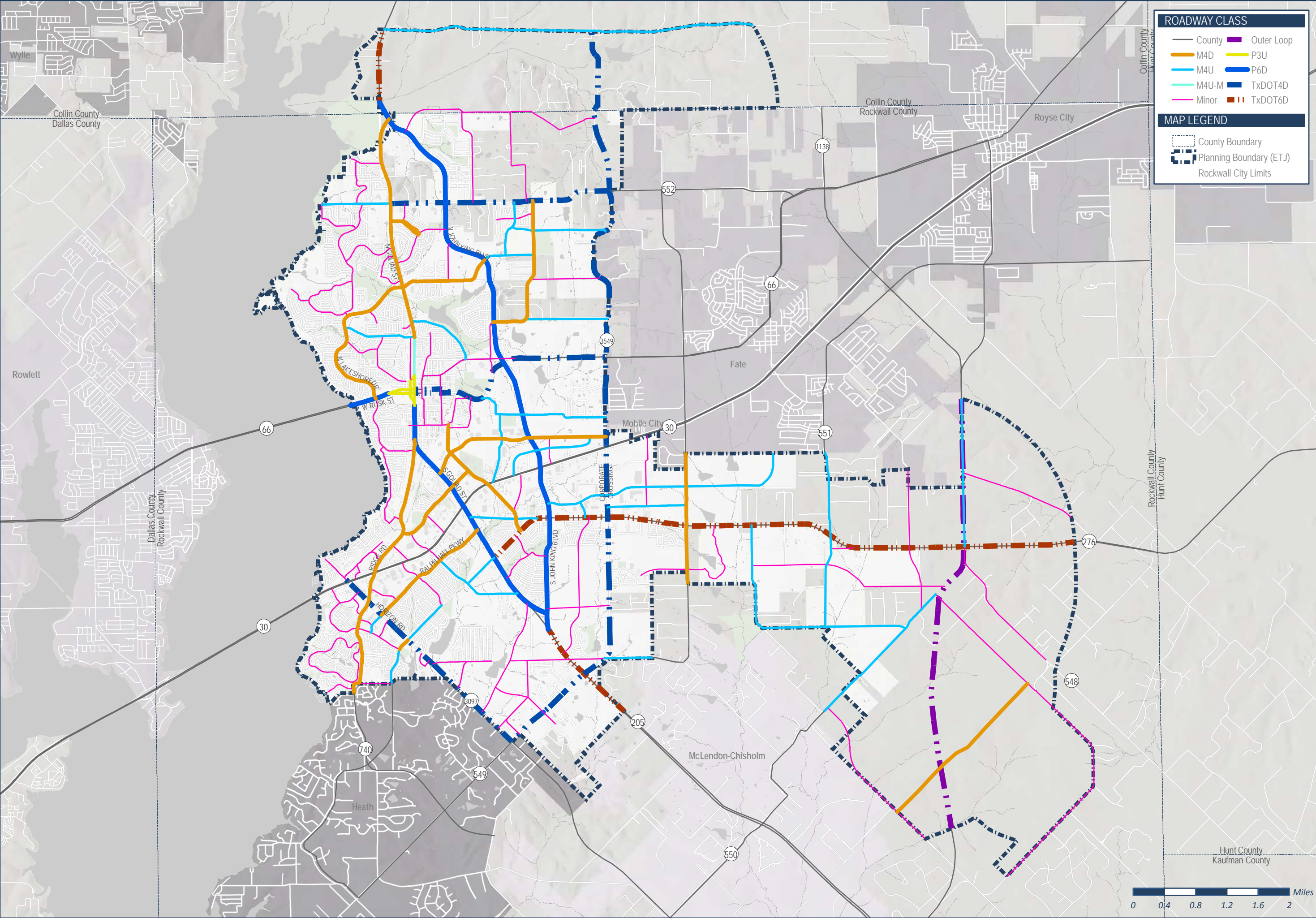




# MASTER THOROUGHFARE PLAN

## COMPREHENSIVE PLAN 04 | INFRASTRUCTURE

### 3





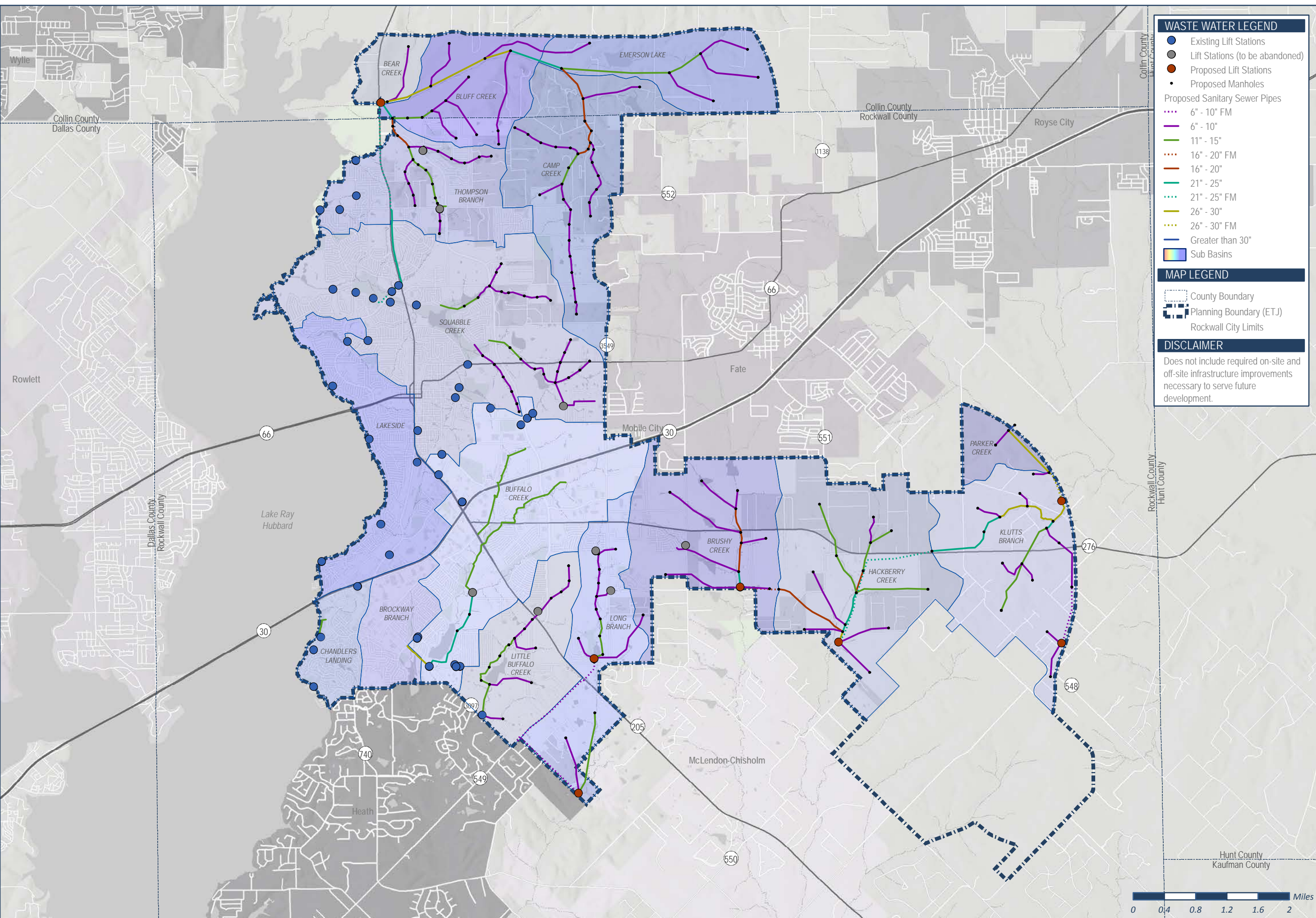




# MASTER WASTE WATER PLAN

## COMPREHENSIVE PLAN 04 | INFRASTRUCTURE

# 4



**WASTE WATER LEGEND**

- Existing Lift Stations
- Lift Stations (to be abandoned)
- Proposed Lift Stations
- Proposed Manholes

Proposed Sanitary Sewer Pipes

- 6" - 10" FM
- 6" - 10"
- 11" - 15"
- 16" - 20" FM
- 16" - 20"
- 21" - 25"
- 21" - 25" FM
- 26" - 30"
- 26" - 30" FM
- Greater than 30"
- Sub Basins

**MAP LEGEND**

- County Boundary
- Planning Boundary (ETJ)
- Rockwall City Limits

**DISCLAIMER**

Does not include required on-site and off-site infrastructure improvements necessary to serve future development.









# MASTER WATER PLAN

## COMPREHENSIVE PLAN 04 | INFRASTRUCTURE

