CITY OF ROCKWALL

PLANNING AND ZONING COMMISSION MEMORANDUM

PLANNING AND ZONING DEPARTMENT
385 S. GOLIAD STREET • ROCKWALL, TX 75087
PHONE: (972) 771-7745 • EMAIL: PLANNING@ROCKWALL.COM

TO: Planning and Zoning Commission

FROM: Ryan Miller, *Director of Planning and Zoning*

DATE: June 30, 2026

SUBJECT: 2026 Update to the OURHometown Vision 2040 Comprehensive Plan

The OURHometown Vision 2040 Comprehensive Plan was adopted by the City Council on December 3, 2018 through *Ordinance No. 18-48*. A scheduled update to this plan was adopted on October 21, 2019 through *Resolution 19-23*. Since this date, no changes have been made to the adopted Comprehensive Plan. In June 2025, the City Council directed staff to begin the process of updating the OURHometown Vision 2040 Comprehensive Plan. This update represents the five (5) year update required in the *Implementation Plan* of the Comprehensive Plan. The first step in the update process was to facilitate a joint meeting between the City Council and Planning and Zoning Commission to identify the areas of the Comprehensive Plan that the Comprehensive Plan Advisory Committee (CPAC) would need to address through the update. This meeting was held on July 24, 2025. A comprehensive list of the recommendations made by the City Council and Planning and Zoning Commission are included in *Exhibit 'B'* of the attached memorandum that went to the City Council on June 1, 2026. This list also includes staff and the CPAC's comments concerning each of the recommendations.

On July 7, 2025, the City Council appointed the Comprehensive Plan Advisory Committee (CPAC), which included seven (7) voting members and two (2) alternate members. This committee met ten (10) times from August 20, 2025 to April 22, 2026 to discuss the *2026 Update* to the Comprehensive Plan. An early objective of the CPAC, was to identify additional areas of focus -- *beyond what was identified by the Planning and Zoning Commission and City Council* -- that the committee could then also address through the update. These areas of focus are provided in *Exhibit 'A'* of the attached memorandum that went to the City Council on June 1, 2026. Also included is a list of staff and the CPAC's comments and findings for each focus area that was identified by the CPAC.

On April 22, 2026 the Comprehensive Plan Advisory Committee (CPAC) voted 5 to 0 (*with two [2] voting members absent*) to recommend approval of the proposed changes to the OURHometown Vision 2040 Comprehensive Plan. Following this action, the City Council reviewed the changes at their meeting on May 18, 2026 and June 1, 2026, and ultimately directed staff to move forward with the public process and adoption of the proposed plan. The schedule for this case is as follows:

Work Session with the Planning and Zoning Commission: June 30, 2026
Planning and Zoning Commission Public Hearing: July 14, 2026
City Council Public Hearing and First Reading of the Ordinance: July 20, 2026
City Council Second Reading of the Ordinance: August 3, 2026

Contained within the attached packet staff has provided a copy of the memorandum provided to the City Council on May 18, 2026 and June 1, 2026. This memorandum summarizes the changes being proposed for the 2026 Comprehensive Plan Update. In addition, staff has provided a copy of the City Manager's recommendation, which was provided in accordance with the requirements of the City's Home Rule Charter. Also included is a copy of draft ordinance that will officially adopt the proposed changes.

For the Planning and Zoning Commission work session meeting staff will summarize the proposed changes for the Planning and Zoning Commission, and seek direction concerning any additional changes identified by the commission. Staff has also advertised the case in accordance with the requirements of the Unified Development Code (UDC), the City's Home Rule Charter, and the Texas Local Government Code (TLGC). Should the Planning and Zoning Commission have any questions, staff and a representative from the City Attorney's office will be available at the meeting on *June 30, 2026*.

CITY OF ROCKWALL

CITY COUNCIL MEMORANDUM

PLANNING AND ZONING DEPARTMENT
385 S. GOLIAD STREET • ROCKWALL, TX 75087
PHONE: (972) 771-7745 • EMAIL: PLANNING@ROCKWALL.COM

TO: Mayor and City Council

CC: Mary Smith, *City Manager*
Joey Boyd, *Assistant City Manager*

FROM: Ryan Miller, *Director of Planning and Zoning*

DATE: June 1, 2026

SUBJECT: 2026 Update to the OURHometown Vision 2040 Comprehensive Plan

On April 22, 2026, the Comprehensive Plan Advisory Committee (CPAC) reviewed the proposed *2026 Update* to the OURHometown Vision 2040 Comprehensive Plan, and approved a motion to send the plan forward to the City Council by a vote of 5-0, with Committee Members Lyons and Cherry absent. In the attached packet the City Council will find a marked-up copy of the proposed Comprehensive Plan showing all edits in RED; however, staff should note that due to space limitations, the *Districts* that makeup the *Future Land Use Plan* could not be marked up and all changes contained in these sections are *not* indicated in RED. Since the marked-up copy of the document may be difficult to read in certain sections, staff has also included a clean copy of the plan for the City Council's review. In addition, staff has outlined the major policy changes and added implementation strategies in the below sections of this memorandum. These appear to fully address the objectives as defined by the City Council and Planning and Zoning Commission, which are outlined in *Exhibit 'B'* of this document along with staff and the CPAC's comments concerning each objective. In addition, staff has also included an outline of the CPAC's objectives in *Exhibit 'A'* of this document along with staff and the CPAC's comments.

For the upcoming meeting, staff will briefly outline the work in these documents, and ask the City Council if they are ready to direct staff to bring the plan forward through the public process. Should the City Council identify additional items they would like to change or send back to the Comprehensive Plan Advisory Committee (CPAC), staff will make the necessary modifications and take the plan back to the CPAC for review. Should the City Council choose to direct staff to proceed through the approval process, staff anticipates that the schedule for the adoption of the *2026 Comprehensive Plan Update* will be as follows:

Work Session with the Planning and Zoning Commission: June 30, 2026
Planning and Zoning Commission Public Hearing: July 14, 2026
City Council Public Hearing and First Reading of the Ordinance: July 20, 2026
City Council Second Reading of the Ordinance: August 3, 2026

In addition, the City Manager has provided her recommendation to the City Council concerning the proposed update in accordance with the requirements of the City's Home Rule Charter. This has been provided in the attached packet.

FUTURE LAND USE PLAN

- *OBJECTIVE*: Review the *Future Land Use Plan* to ensure conformance with the proposed policies of the 2026 Comprehensive Plan Update.

  (1) *PROPOSED CHANGES TO THE FUTURE LAND USE MAP*: The following changes have been made to the acreages and percentages for each *Future Land Use Designation* contained on the *Future Land Use Map*:

FUTURE LAND USE DESIGNATION	CURRENT COMPREHENSIVE PLAN ACREAGE	%	PROPOSED COMPREHENSIVE PLAN ACREAGE	%	CHANGE
LOW DENSITY RESIDENTIAL (LDR)	9,462.79	35.08%	12,946.49	45.85%	3,483.70
MEDIUM DENSITY RESIDENTIAL (MDR)	6,558.38	24.31%	2,603.26	9.22%	-3,955.12
HIGH DENSITY RESIDENTIAL (HDR)	267.40	0.99%	642.40	2.27%	375.00
COMMERCIAL/RETAIL (C/R)	1,380.93	5.12%	1,943.76	6.88%	562.83

COMMERCIAL/INDUSTRIAL (C/I)	126.32	0.47%	57.17	0.20%	-69.15
TECHNOLOGY/EMPLOYMENT CENTERS (TEC)	1,560.08	5.78%	1,684.41	5.96%	124.33
SPECIAL COMMERCIAL CORRIDOR (SC)	963.99	3.57%	963.98	3.41%	-0.01
BUSINESS CENTER (BC)	369.14	1.37%	366.07	1.30%	-3.07
MIXED USE (MU)	364.67	1.35%	116.81	0.41%	-247.86
DOWNTOWN (DT)	37.67	0.14%	37.67	0.13%	0.00
LIVE/WORK (L/W)	67.81	0.25%	106.10	0.38%	38.29
OPEN SPACE (OS)	4,828.84	17.90%	5,465.51	19.35%	636.67
PUBLIC (P)	557.90	2.07%	727.78	2.58%	169.88
QUASI-PUBLIC (QP)	374.74	1.39%	513.32	1.82%	138.58
CEMETERY (CEM)	56.59	0.21%	63.81	0.23%	7.22
	26,977.25	100.00%	28,238.54	100.00%	1,261.29

KEY: RED = DECREASE; GREEN = INCREASE

NOTE: ACREAGES DO NOT INCLUDE RIGHT-OF-WAY.

In looking at this chart, it should be noted that the increase in land area of 1,261.29-acres between 2019 and 2025 is largely the result of the expansion of the City's Extraterritorial Jurisdiction (ETJ), and the incorporation of the newly created *Far East District*. This new *District* pushes the City's Extraterritorial Jurisdiction (ETJ) into Hunt County, and replaces the *Far North Estates District* which was dropped by the City Council on August 2, 2021 by *Ordinance No. 21-35*. This increase in land area was based on the statutory requirements established by Chapter 42, *Extraterritorial Jurisdiction of Municipalities*, of the Texas Local Government Code (TLGC) and is tied to the population of the City.

With regard to the fluctuations in acreage of the *Future Land Use Designations*, staff should point out that the change to the density calculation (*i.e. moving to calculating density on the net as opposed to the gross*) has changed the classifications of multiple *existing* subdivisions (*e.g. the Highlands, Windmill Ridge, Lynden Park, and Lake Rockwall Estates*) through out the City. Specifically, many of these subdivisions were designated for *Medium Density Residential (MDR)* land uses under the gross calculation method, and are now designated for *High Density Residential (HDR)* land uses under the net calculation method. This explains the increase of ~375.00-acres in land designated for *High Density Residential (HDR)* land uses; however, staff should note that the Comprehensive Plan Advisory Committee (CPAC) is *not* recommending any new undeveloped land be designated for *High Density Residential (HDR)* land uses.

Another change in the proposed *Future Land Use Plan* that staff should point out is the increase in the amount of land designated for *Low Density Residential (LDR)* land uses. In following the City Council's recommendation to lower residential density throughout the City, the CPAC reclassified ~3,483-acres of land in the City's Corporate Limits and its Extraterritorial Jurisdiction (ETJ) from *Medium Density Residential (MDR)* to *Low Density Residential (LDR)*. It should also be pointed out that there was an increase in the area designated for *Commercial/Retail (C/R)* land uses as this was used in favor of the *Mix Use (MU)* designation for certain areas around the anticipated Outer Loop alignment.

MAJOR POLICY CHANGES TO CHAPTERS

ADMINISTRATIVE/STAFF

- *OBJECTIVE*: Address legislative changes that have been adopted since the original adoption of the Comprehensive Plan:

  (1) *CH. 1 | Section 02.01 | Goal 02 | Annexation*: Due to the changes imposed by HB347 -- *which effectively ended unilateral annexation for the cities* -- and SB2038 -- *which allows a property owner to disincorporate themselves from a city's Extraterritorial Jurisdiction (ETJ)* --, staff changed the goal related to annexation. This goal was originally written in 2018 to require the study of an annexation plan that could guide the orderly growth of the City of Rockwall; however, with the passage of these bills, staff has rewritten the goal to focus on planning within the City's existing municipal boundaries while still addressing the possibility of future incorporations of land within the ETJ.

COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC) [*SEE EXHIBIT 'A'*]

- *OBJECTIVE*: Utilize the *Live/Work* land use designation on the *Future Land Use Map* to promote transition of land uses while maintaining the community's established character.

(1) *CH. 1 | Section 02.03 | Goal 05 | Live/Work*: This goal was added to expand the strategic use of the *Live/Work* land use designation to support adaptive reuse and context sensitive transitions between residential and non-residential land uses. This goal is intended to preserve community character while providing flexibility in areas experiencing changing development patterns. This also ties into the Comprehensive Plan Advisory Committee's (CPAC's) recommendation to increase the *Live/Work* land use designation along N. Goliad Street, north of the Downtown (*i.e. Planned Development District 50 [PD-50]*), to the areas along N. Alamo Street in the *Future Land Use Plan*. This also mirrors the City Council's adoption of *Ordinance No. 25-19*, which expanded the boundaries of Planned Development District 50 (PD-50) to incorporate properties along N. Alamo Street.

- *OBJECTIVE*: Establish goals and policies targeted at redevelopment and infill development.

(1) *CH. 1 | Section 02.07 | Goal 01 | Redevelopment and Infill as a Growth Management Strategy*: The Comprehensive Plan Advisory Committee (CPAC) requested that staff incorporate a new section into the *Land Use and Growth Management* section of the Comprehensive Plan that would directly address redevelopment and revitalization of the City. Under this goal, staff established redevelopment and infill strategies that could act as a primary tool for managing future growth in a fiscally responsible and context-sensitive manner. This goal emphasizes reinvestment in existing developed areas to promote efficient land use and maximize prior public infrastructure investments, while preserving the City's small-town character. More specifically, this goal and its associated policies support redevelopment and infill projects that enhance established neighborhoods, strengthen commercial corridors, and improve underutilized properties without creating additional long-term infrastructure obligations. Particular emphasis is placed on the adaptive reuse of aging commercial centers, vacant structures, and select large-lot residential areas where new users can be introduced in a manner compatible with surrounding development. The policies also encourage incremental redevelopment in transitional areas to foster opportunities for small businesses while maintaining established development patterns.

(2) *CH. 1 | Section 02.07 | Goal 02 | IH-30 and SH-276 Corridor Redevelopment*: Through the Comprehensive Plan update, the Comprehensive Plan Advisory Committee (CPAC) identified the IH-30 and SH-276 corridors as priority areas for long-term reinvestment and repositioning. This goal focuses on transitioning aging and underutilized commercial properties into high-quality, modern developments that enhance community character, strengthen the local tax base, and reinforce these corridors as key economic drivers for the City. This goal supports phased redevelopment strategies that encourage adaptive reuse, architectural upgrades, and site improvements consistent with the City's non-residential design standards. Along IH-30, emphasis is placed on attracting destination-oriented, regional-scale commercial, office, and entertainment uses that reinforce the corridor's function as the City's primary economic gateway and sales tax generator, while improving visual quality and connectivity. Along SH-276, the policies promote the corridor's evolution into a modern business and employment center, supporting high-quality industrial, office, and complementary commercial land uses that are appropriately buffered from adjacent residential areas.

(3) *CH. 7 | Goal 13 | Preserve Community Character through Redevelopment and Revitalization*: A new goal was added to the *Community Character* section of the Comprehensive Plan reinforcing the principle that redevelopment should strengthen established areas while maintaining Rockwall's small-town identity. This goal emphasizes reinvestment strategies that enhance, rather than replace, the character of existing neighborhoods and commercial centers. The goal and its supporting policies support continued implementation of adaptive reuse requirements for vacant, underutilized, or transitioning properties to encourage rehabilitation and repurposing in lieu of demolition. This approach promotes preservation of the community's fabric while allowing structures to meet contemporary needs.

- *OBJECTIVE*: Identify older neighborhoods and identify strategies to prevent decline and support revitalization.

(1) *CH. 8 | Section 02.01 | Goal 01 | Identification and Revitalization of Older Neighborhoods*: This proposed goal establishes a proactive framework for identifying and supporting the City's older residential neighborhoods that are in decline and ensuring that strategies are in place to support their continued health, stability, and long-term value. This goal emphasizes targeted revitalization strategies that preserve each neighborhood's distinct character while enhancing livability and connectivity. The goal and its related policies call for coordinated engagement with residents, neighborhood associations, and community groups to better understand localized priorities and tailor revitalization initiatives to each neighborhood's unique issues. It supports reinvestment in aging housing stock through exterior

improvements, architectural enhancements, and programs that strengthen curb appeal while respecting established development patterns. With regard to infill development and redevelopment of vacant or underutilized lots, the policies encourage projects that will retain compatibility with existing aesthetics. The policies also call for identifying opportunities to improve walkability, trail connections, and pedestrian access to parks, schools, and commercial areas to enhance mobility and safety in the neighborhoods. Finally, the update promotes a strengthening of property maintenance standards and code compliance efforts through education outreach to homeowners and Homeowner's Associations (HOAs).

PLANNING AND ZONING COMMISSION [*SEE EXHIBIT 'B'*]

- *OBJECTIVE*: Provide more opportunities for Senior Housing.

  (1) *CH. 1 | Section 02.02 | Goal 03 | Senior Living Changes*: This goal was added to support the integration of diverse senior housing types -- *including independent living, assisted living, memory care facilities, and age-restricted single-family neighborhoods* -- at appropriate locations that are compatible with surrounding land uses and that are adequately supported by infrastructure and public services. The update also introduces a policy framework for considering limited density incentives within the age-restricted single-family developments. These incentives would be evaluated only where a project demonstrates exceptional design quality, enhanced architectural and landscape standards, and meaningful community benefits. Any consideration of increased density should be contingent upon the preservation of existing neighborhood character and advancing the City's broader design and development objectives.

- *OBJECTIVE*: Address aging infrastructure and costs.

  (4) *CH. 4 | Section 02.02 | Goal 03 | Aging Infrastructure and System Reliability*: This proposed policy change prioritizes reinvestment in the City's aging water and wastewater infrastructure to ensure long-term system reliability, regulatory compliance, and public safety. The key policy direction includes establishing a structured replacement schedule for critical water and wastewater lines based on a material type, age, and documented history. The policy initiative also calls for the replacement of undersized lines in older neighborhoods to improve system capacity, water flow, and fire protection. Where feasible, trenchless rehabilitation methods are encouraged to minimize disruption to residents and businesses in developed areas while extending the useful life of existing infrastructure.

CITY COUNCIL [*SEE EXHIBIT 'B'*]

- *OBJECTIVE*: Change the density calculation from *Gross Density* to *Net Density*. Density should only be calculated on developable acres.

  (1) *CH. 1 | Section 05 | Subsection 01.01 | Residential*: The density calculation was changed from *Gross Density* (*i.e. Proposed Number of Units/Gross Acreage = Gross Density*) to *Net Density* (*i.e. Proposed Number of Units/Gross Acreage – Floodplain = Net Density*). This will have the effect of *reducing* the density of developments being proposed under the *Low*, *Medium* and *High Density Residential Designations*. For example, a development of 200 lots on a 100-acre tract of land that has 25-acres of floodplain under *Gross Density* would be calculated as 2.00 dwelling units per acre (*i.e. 200 Lots/100-acres = 2.00 DU/AC*); however, under *Net Density* this same development would be calculated as 2.67 dwelling units per acre (*i.e. 200 Lots/[100-acres less 25-acres of Floodplain] = 2.66667 DU/AC*). Under this example the proposed development would be classified as *Low Density Residential* under *Gross Density* calculation method and *Medium Density Residential* under *Net Density* calculation method.

- *OBJECTIVE*: Review the *Residential Design Standards* and look at the possibilities of increasing the minimum lot size, reintroducing cul-de-sacs into subdivision design, require curve-linear and slip streets, create stronger anti-monotony standards to promote custom homes, and strengthen the subdivision entrance design standards.

  (1) *CH. 8 | Section 02.03 | Goal 03 | Policy 2*: A policy was added under *Goal 03 | Single-Family Housing Strategies and Design Standards* stipulating that lots in newer, traditional subdivisions should be a minimum of 10,000 SF in size and have a minimum lot frontage of 80-feet or greater. Both of these requirements would stipulate that the minimum lot standards for new subdivision should -- *at a minimum* -- follow the development standards for the Single-Family

10 (SF-10) District. As staff stated in the *Joint Planning and Zoning Commission/City Council Meeting* on July, 24 2025, the City performed an economic study in 2003 that determined the 10,000 SF lot size was the most cost-effective lot to service in terms of the City's cost of service.

(2) *CH. 4 | Section 02.01 | Goal 01 | Policy 2*: Language discouraging *cul-de-sacs* was removed from the policies addressing the goal relating to the City's *Street Network*. This policy now only encourages connected streets that offer multiple points of access to all single-family residential lots as opposed to specifically discouraging *cul-de-sacs*.

(3) *CH. 4 | Section 02.01 | Goal 03 | Policy 4*: A policy under the goal addressing *Neighborhood Streets* was added encouraging the use of curvilinear street patterns in new development where tract configuration, topography, and natural features reasonably allow. This approach supports context-sensitive neighborhood design that responds to existing land contours rather than relying solely on rigid grid layouts.

(4) *CH. 4 | Section 02.01 | Goal 03 | Policy 5*: A policy under the goal addressing *Neighborhood Streets* was added to encourage the use of slip streets in residential subdivisions that abut major roadways. This design approach provides an internal access street parallel to the arterial roadway, reducing direct driveway access onto a higher-volume street and enhancing the overall traffic safety. The policy also further recommends incorporating berms, landscaping, and tree plantings within the buffer area between the slip street and the major roadway. This should enhance the buffer, not only improving aesthetics, but also mitigating traffic noise.

(5) *CH. 8 | Section 02.03 | Goal 03 | Policy 9*: A policy was added under *Single-Family Housing Strategies and Design Standards* that recommends strengthening anti-monotony standards for all new single-family residential developments to ensure long-term neighborhood quality and architectural diversity. This policy is intended to promote custom home character, enhance curb appeal, and protect property values by reducing repetitive design patterns. The policy calls for meaningful variation in architectural styles, rooflines, massing, and exterior materials through multiple elevation options. It emphasizes distinctive front facades and articulation to prevent repetitive designs on adjacent or opposing lots along the same block face. Additionally, the policy supports limiting the percentage of homes within any block that may share the same front elevation.

(6) *CH. 8 | Section 02.03 | Goal 01 | Policy 6*: A new policy was added to the goal that deals with *Creating Unique and Distinctive Neighborhoods* that recommends strengthening design expectations for entrance features in all new single-family and suburban residential subdivisions. This policy is intended to create a cohesive and identifiable sense of place while reinforcing the overall quality and character of new neighborhoods. Specifically, this policy calls for well designed entry elements that may include monument style signage with pedestrian-oriented components, enhanced landscaping, accent lighting, and high-quality materials. Entrance features should be thoughtfully integrated into the subdivision's overall layout and reflect the character of the development and the broader community.

- *OBJECTIVE*: Focus on retention ponds as opposed to detention ponds in residential development.

  (1) *CH. 4 | Section 02.02 | Goal 07 | Retention Ponds*: A goal was added encouraging the integration of retention ponds within residential subdivisions, where feasible. Rather than removing such features, this goal supports incorporating them into the subdivision design as stormwater retention/detention facilities that also serve as a neighborhood amenity. This approach enhances the visual character of the subdivision while providing a suitable alternative to dry detention ponds.

- *OBJECTIVE*: Only allow curb and gutter streets.

  (1) *CH. 4 | Section 05.01 | Street Cross Sections*: The *Rural Local Roadway* street cross section was removed as a permitted street cross section from the Comprehensive Plan. This may not stop requests for these types of streets in the future; however, by removing this street cross section, this is no longer a permitted street cross section and would be up to the City Council's discretion to adopt it as an alternative to a curb and gutter street.

- *OBJECTIVE*: Provide fully developed parks with the first phases of a subdivision.

(1) *CH. 2 | Goal 01 | Policy 1*: This policy encourages the early delivery of neighborhood park facilities in conjunction with the initial phases of new residential developments where feasible. The intent is to provide timely recreational amenities that support neighborhood identity, enhance marketability, and deliver immediate benefit to residents; however, staff should point out that the City's authority to require park improvements is governed by the statutory limitations and applicable case law related to exactions. Any requirement that a developer construct a fully developed park facility must demonstrate a clear nexus and rough proportionality to the impacts of the proposed development and must remain consistent with the City's adopted parkland dedication and fee structure; however, this policy can be used to incentivize developers to provide these improvements through the zoning process (*i.e. through Planned Development District as has been done in the Terracina and Southside Hills Subdivisions*) or through the participation in grant programs (*i.e. as has been done in the Breezy Hill and Stone Creek Subdivisions*).

- *OBJECTIVE*: Make sure the City is planning for the *Next Generation*.

(1) *CH. 1 | Section 02.02 | Goal 04 | Next Generation Housing*: This goal was added to advance a balanced approach to accommodating future housing needs while preserving the City's established character and long-term livability. The goal focuses on encouraging high-quality and diverse housing options -- *where appropriate* -- that serve emerging generations of residents ***without*** compromising development standards or the community's small-town identity. The policies associated with this goal emphasize strategic infill and redevelopment within existing neighborhoods as the preferred mechanism for introducing modern housing types. By directing residential opportunities to appropriate sites within the current city footprint, the City can support housing diversity without increasing overall density.

- *OBJECTIVE*: The Downtown District should be focused on preservation.

(1) *CH. 7 | Goal 04 | Downtown Identity*: The goal dealing with *Downtown Identity* was changed to reinforce the preservation and enhancement of Downtown Rockwall as the historic and civic heart of the community. This goal emphasizes conserving the architectural integrity, traditional block pattern, and unique sense of place that define the Downtown District, while guiding thoughtful reinvestment and context-sensitive infill. The goal and its associated policies prioritize the continued use of the central gathering spaces for civic, cultural, and community events. Preservation of existing structures is identified as a primary objective, with strong support for rehabilitation and adaptive reuse that maintains the architectural continuity and reinforces the established development pattern. A key implementation measure is the preparation of a comprehensive Downtown Plan that establishes a new long-range vision focused on preservation, reinvestment, circulation, parking, open space, streetscape enhancements, branding, land use, and development standards. The Plan also calls for strengthening the review process to ensure that new construction and building renovations remain consistent with adopted preservation priorities and visual character.

IMPLEMENTATION STRATEGIES

To implement the policy changes listed above, the Comprehensive Plan Advisory Committee (CPAC) also recommended adding the following *Implementation Strategies* to the 2026 Comprehensive Plan Update:

(1) Develop a density bonus framework within the Unified Development Code (UDC) for Planned development Districts to permit increased residential density for age-restricted single-family subdivisions that incorporated enhanced amenities, substantial open space, and superior architectural and landscape design. Establish clear eligibility criteria and define the maximum allowable density increase consistent with the community's character and surrounding development.

Staff Response: This will require an amendment to Article 10, *Planned Development Regulations*, of the Unified Development Code (UDC) to establish standards for age-restricted single-family subdivisions seeking consideration of a density bonus. Such an amendment would need to define the eligibility criteria, required amenity, open space expectations, architectural and landscape standards, and the parameters for evaluating compatibility with surrounding development. Staff anticipates that this could be addressed as part of the next major package of code amendments following the adoption of the 2026 Comprehensive Plan Update.

(2) Explore ways to support the City's older existing subdivisions, allowing redevelopment and improvements, to create affordable housing options for the City's next generation housing stock.

Staff Response: This implementation strategy will likely require a combination of policy analysis, targeted zoning amendments, and coordination among the Planning and Zoning Department, Neighborhood Improvement Services Division, Building Inspections Division, and Engineering Department. Staff recommends first identifying the older subdivisions where reinvestment and context-sensitive redevelopment are most feasible, and then evaluating what regulatory barriers may limit modest rehabilitation, redevelopment, or infill opportunities. Any future changes should be structured or support attainable housing options while maintaining compatibility with the established character of the surrounding neighborhood. Staff estimates that the initial evaluation of these areas could be completed within two (2) years of adoption of the 2026 Comprehensive Plan Update, with any resulting code or policy changes to follow thereafter.

(3) Identify residential areas that are transitioning due to incompatible adjacencies and designate these areas as *Live/Work* on the Future Land Use Map.

Staff Response: This has been completed by the Comprehensive Plan Advisory Committee (CPAC) as part of the update to the *Future Land Use Plan* through the 2026 Comprehensive Plan Update. If ratified by the City Council, this will provide the policy framework for evaluating future zoning changes in areas where residential properties are experiencing transition pressures due to their adjacency to non-residential development or higher intensity commercial corridors.

(4) Consider the need for additional sports facilities and multipurpose fields when developing plans for the two (2) undeveloped community parks (*i.e. Alma Williams Park and Ben A. Klutts Park*).

Staff Response: This process has already been initiated by the Parks and Recreation Department, with public meetings regarding the design of the parks held on February 19, 2026 for Ben A. Klutts Park and on February 26, 2026 for Alma Williams Park. Through those meetings, the public identified multipurpose fields as one of the more desirable elements for Alma Williams Park; however, the public did not identify multipurpose fields as appropriate for Ben A. Klutts Park. Through public participation, it was determined that Ben A. Klutts Park was better suited to be designed as a more passive, nature-oriented park.

(5) Develop an *Aging Infrastructure Action Plan* identifying ten (10) year replacement properties and funding strategies.

Staff Response: This process should be led by the Engineering Department and implemented through the City's Capital Improvements Program (CIP). The action plan should identify replacement priorities based on infrastructure age, material type, capacity deficiencies, maintenance history, and documented performance issues, while also establishing potential funding strategies for implementation. Staff estimates that preparation of this plan and its integration into the City's long-range capital planning process could take between three (3) and five (5) years to fully implement.

(6) Develop a comprehensive wayfinding plan that identifies appropriate locations for signage and provides design standards for standardization.

Staff Response: This implementation strategy would involve the preparation of a policy guide led by the Parks and Recreation Department, with support from the Planning and Zoning Department and other affected departments, to establish consistent standards for wayfinding signage throughout the City. The Plan should identify appropriate signage types, locations, design standards, and branding elements for use in parks, trails, neighborhoods, and other public areas. Staff anticipates that this effort could be completed in-house and could likely be prepared within one (1) year of adoption of the 2026 Comprehensive Plan Update.

(7) Review the City's existing Downtown (DT) District -- *including the requirements for architectural form, materials, massing, signage, lighting, and streetscape elements* -- to ensure that all infill redevelopment projects reinforce the district's historic character and traditional development patterns.

Staff Response: Although the Downtown (DT) District standards are currently contained within the Unified Development Code (UDC), completion of this implementation strategy would be best preceded by the preparation of a new Downtown Plan to establish updated policy direction and design expectations for the area. Once such a plan has been completed,

staff could evaluate whether amendments to the zoning regulations for the Downtown (DT) District are needed to better reinforce the historic character and traditional development pattern of Downtown Rockwall. Staff believes that the planning component of this effort could be initiated within one (1) year of adoption of the 2026 Comprehensive Plan Update; however, the overall timeline will depend on the process and scope as directed by the City Council.

(8) Implement a *Targeted Code Compliance Program* in older neighborhoods aimed at improving long-term housing conditions through proactive enforcement, education, and voluntary compliance efforts.

Staff Response: This implementation strategy would involve a series of administrative and policy changes, along with the possible preparation of a policy manual or program framework focused on older subdivisions within the City. This effort would require an ongoing enforcement role from the Neighborhood Improvement Services Division, with support from the Building Inspections Division and Planning and Zoning Department. Staff estimates that the initial phases of this strategy could begin relatively quickly following adoption of the 2026 Comprehensive Plan Update; however, the overall objective would likely require an ongoing effort and could take approximately three (3) years to fully establish.

(9) Promote *Compatible Infill Development* by preparing design guidance or pattern books that outline appropriate architectural styles, setbacks, massing, and materials for new construction within older neighborhoods to ensure that new homes complement existing development.

Staff Response: This implementation strategy would be led by the Planning and Zoning Department and would involve preparation of design guidance tailored to the City's older established neighborhoods. The guidance could be used to inform future zoning amendments, discretionary review processes, and neighborhood planning efforts by establishing clearer expectations for compatible infill. Staff believes this effort could also be paired with other neighborhood-focused planning initiatives as part of a broader *Existing Neighborhood* or *Neighborhood Revitalization* planning efforts called for by this update. Due to the scope of work and the need to prioritize other implementation items, staff estimates that this objective could take approximately three (3) years to complete.

(10) Prepare a *Neighborhood Revitalization Plan* for each subdivision identified as a *Neighborhood Revitalization Area* on the *Future Land Use Map*, identifying specific infrastructure improvements, housing reinvestment needs, connectivity enhancements, and aesthetic upgrades to support long-term neighborhood stability and value.

Staff Response: This implementation strategy would be a long-range planning effort led by the Planning and Zoning Department in coordination with the Engineering Department, Neighborhood Improvement Services Division, Building Inspections Division, and Parks and Recreation Department. Each plan would need to be tailored to the conditions and needs of the individual neighborhood and should include public input from residents and property owners. Given the scale of this effort, staff recommends that the City prioritize the identified *Neighborhood Revitalization Areas* and prepare these plans incrementally rather than simultaneously. Staff estimates that the first plan could be initiated within three (3) years of adoption of the 2026 Comprehensive Plan Update, with full implementation of this strategy occurring over multiple years as staffing and funding allow.

(11) Conduct a *Connectivity Audit* in older neighborhoods to identify missing sidewalks, trail gaps, pedestrian safety issues, and opportunities for improving walkability and access to parks, schools, and commercial destinations. Use audit results to guide future mobility investments.

Staff Response: This implementation strategy should be led by the Planning and Zoning Department with support from the Engineering Department and Parks and Recreation Department. The purpose of this effort would be to establish a clear inventory of pedestrian and trail deficiencies in older neighborhoods and to identify projects that could be incorporated into the City's Capital Improvements Program (CIP), or other future mobility initiatives. Staff anticipates that this audit could be completed in phases, beginning with neighborhoods identified for revitalization in the *Future Land Use Plan*. Staff estimates that an initial framework for this audit could be developed within three (3) years of adoption of the 2026 Comprehensive Plan Update, with more detailed neighborhood-level assessments occurring thereafter.

(12) Develop a *Public Communication and Outreach Strategy* to keep residents informed about revitalization initiatives, infrastructure projects, available incentives, assessment results, and opportunities to participate in neighborhood planning efforts.

Staff Response: This implementation strategy would require coordination among the Planning and Zoning Department, the City Manager's Office, the City's Public Information Officer, and any other affected departments. The strategy should establish a consistent framework for communicating with residents regarding neighborhood planning efforts, infrastructure improvements, available programs, and participation opportunities through public meetings, mailed notices, online resources, and other communication tools. Staff believes this could be developed as an administrative strategy and implemented early in the overall revitalization process. Staff estimates that this strategy could be prepared within one (1) year to three (3) years of adoption of the 2026 Comprehensive Plan Update.

(13) Coordinate with the Rockwall Economic Development Corporation (REDC) to proactively identify and recruit appropriate employment and office users for the SH-276 corridor, and evaluate land assembly opportunities that further the City's strategic goals.

Staff Response: This implementation strategy would require ongoing coordination between the Planning and Zoning Department, the Rockwall Economic Development Corporation (REDC), and the City Manager's Office. The objective of this effort would be to ensure that future business recruitment and redevelopment activities within the SH-276 corridor align with the *Future Land Use Plan* and the City's long-term economic development objectives. In addition to business recruitment, this strategy may involve evaluating opportunities for land assemblage, access improvements, and infrastructure coordination that could support higher quality employment and office development within the corridor. Staff believes this coordination could begin immediately following adoption of the 2026 Comprehensive Plan Update; however, actual implementation will be ongoing and dependent on market conditions and property owner interest.

(14) Coordinate with Public Works and Engineering to align the City's Capital Improvements Program (CIP) with identified redevelopment areas to maximize return on infrastructure investment.

Staff Response: This implementation strategy should be incorporated into the City's existing Capital Improvements Program (CIP) planning process and coordinated among the Engineering Department, Public Works Department, and Planning and Zoning Department. The objective is to ensure that infrastructure investment decisions are informed by the redevelopment priorities identified in the Comprehensive Plan so that public improvements can support reinvestment, improve service efficiency, and maximize the return on public expenditures. Staff believes that this can be integrated into ongoing CIP discussions following adoption of the 2026 Comprehensive Plan Update and implemented as part of the City's annual and capital planning process.

(15) Identify priority *Redevelopment and Infill Areas* using existing infrastructure, vacancy data, and economic indicators to target locations for reinvestment and public improvement projects.

Staff Response: This implementation strategy would be led by the Planning and Zoning Department with coordination from the Engineering Department, Public Works Department, the City Manager's Office, and the Rockwall Economic Development Corporation (REDC). The identification of these areas would provide a more focused framework for future land use decisions, economic development efforts, and capital investment planning. Staff anticipates using factors such as infrastructure availability, redevelopment potential, vacancy patterns, underutilized properties, and corridor conditions to identify priority areas for reinvestment. Staff estimates that an initial inventory and prioritization of these *Redevelopment and Infill Areas* could be completed within three (3) years of adoption of the 2026 Comprehensive Plan Update.

(16) Identify and pursue grant funding, economic development tools, and public/private partnerships for infrastructure upgrades, façade improvements, and catalytic redevelopment projects along the corridors.

Staff Response: This implementation strategy would require coordination among the City Manager's Office, the Rockwall Economic Development Corporation (REDC), and any other affected departments. The purpose of this effort would be to identify available funding sources and partnership opportunities that could help offset the cost of public improvements and support targeted reinvestment within the City's redevelopment corridors. Potential tools may include grant programs, façade improvement initiatives, infrastructure participation agreements, and other public/private funding mechanisms, as appropriate. Staff anticipates that this effort should begin within a year of the adoption of the 2026 Comprehensive Plan Update and continue on an ongoing basis as opportunities become available.

EXHIBIT 'A': PRIORITIES FROM THE COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)

LAND USE AND GROWTH MANAGEMENT	PARKS, OPEN SPACE, AND TRAILS	CONNECTIVITY AND INFRASTRUCTURE	ECONOMIC DEVELOPMENT	COMMUNITY CHARACTER	HOUSING AND NEIGHBORHOODS
REDEVELOPMENT OF SH-276 & IH-30 (1.14) CPAC: ADDED GOALS [CH. 01 | 02.07 | G2].	MORE SPORTS FIELDS AND MULTI-SPORT COMPLEXES (1.00) STAFF: ALREADY IN PLAN [CH. 03 | G1 | P2]. CPAC: ADDED IMPLEMENTATION STRATEGY #6 IN CHAPTER 2.	INFRASTRUCTURE PLANNING (1.00) CPAC: ADDED GOALS [CH. 04 | 02.02 | G1 – G3].	COMMERCIAL REDEVELOPMENT (1.28) CPAC: ADDED GOALS [CH. 01 | 02.07 | G1 & G2] & [CH. 07 | G13].	UTILIZE RESIDENTIAL OFFICE IN APPROPRIATE AREAS OF THE CITY (1.00) CPAC: ADDED GOAL [CH. 01 | 02.06 | G5].	STRICTER MULTI-FAMILY STANDARDS (2.57) CPAC: REVIEWED WITH NO ACTION. THE GOALS/POLICIES IN CH. 8 ARE SUFFICIENT.
MIXED USE IN THE DOWNTOWN (1.57) STAFF: ALREADY IN PLAN [CH. 01 | 02.06 | G1 | P3].	PUBLIC/PRIVATE PARTNERSHIP FOR LAKE FRONT PROPERTIES (1.57) CPAC: ADDED POLICY [CH. 02 | G2 | P4].	WALKABILITY & PARKING IN AND AROUND DOWNTOWN (1.14) CPAC: ADDED POLICY [CH. 7 | G4 | P7].		REVIEW COMMERCIAL DESIGN STANDARDS (1.14) CPAC: REVIEWED WITH NO ACTION. CH. 9 IS SUFFICIENT. STAFF: THE COMMERCIAL DESIGN STANDARDS ARE A FUNCTION OF THE ZONING CODE.	
LOWER RESIDENTIAL DENSITY (1.57) CPAC: CHANGED THE DENSITY CALCULATION WITHIN THE LAND USE DESIGNATION SECTION.		WALKABILITY THROUGHOUT THE CITY (1.28) CPAC: ADDED POLICY [CH. 08 | 02.01 | G3 | P1] AND NEW TRAIL PLAN.		COMMUNITY OUTREACH (1.28) CPAC: ADDED IMPLEMENTATION STRATEGY #8 IN CHAPTER 8.	
SENIOR LIVING (1.71) CPAC: ADDED GOAL [CH. 01 | 02.02 | G3]		TRAFFIC (1.57) CPAC: CONTINUE THE NEIGHBORHOOD CONCEPT.			

KEY: BLUE: CPAC COMMENTS; RED: STAFF COMMENTS; GREEN: COMPREHENSIVE PLAN REFERENCE; ORANGE: CPAC PRIORITY SCORE (1.00: HIGHEST IMPORTANCE)

EXHIBIT 'A': PRIORITIES FROM THE COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)

LAND USE AND GROWTH MANAGEMENT	PARKS, OPEN SPACE, AND TRAILS	CONNECTIVITY AND INFRASTRUCTURE	ECONOMIC DEVELOPMENT	COMMUNITY CHARACTER	HOUSING AND NEIGHBORHOODS
SINGLE-FAMILY SENIOR LIVING (2.14) CPAC: ADDED GOAL [CH. 01 | 02.02 | G3]		BIKE LANES (2.71) CPAC: NEW TRAIL PLAN.			
REVIEW LAND USES ALONG JOHN KING BOULEVARD (2.14) CPAC: THE LAND USE DESIGNATIONS FOR THE VACANT, UNENTITLED LAND ALONG JOHN KING BOULEVARD IS APPROPRIATE.					
REVIEW LAND USES ALONG OUTER LOOP (2.85) CPAC: SEE DISTRICTS #03 & #17 ON THE FUTURE LAND USE PLAN.					

KEY: BLUE: CPAC COMMENTS; RED: STAFF COMMENTS; GREEN: COMPREHENSIVE PLAN REFERENCE; ORANGE: CPAC PRIORITY SCORE (1.00: HIGHEST IMPORTANCE)

EXHIBIT 'B': PRIORITIES FROM THE JOINT PLANNING AND ZONING COMMISSION/CITY COUNCIL MEETING ON JULY 24, 2025

PLANNING AND ZONING COMMISSION

- REVIEW COMMERCIAL DESIGN STANDARDS
  - INCREASE COMMERCIAL DESIGN STANDARDS
    CPAC: REVIEWED WITH NO ACTION. THE DIRECTION IN CH. 9 APPEARS TO BE SUFFICIENT.
    STAFF: THE COMMERCIAL DESIGN STANDARDS ARE A FUNCTION OF THE ZONING CODE.
  - COMMERCIAL CENTERS SHOULD MATCH THE SAME DESIGN STANDARDS
    CPAC: ADDED POLICY [CH. 9 | G8 | P3]
- DEMOGRAPHICS
  - PROVIDE MORE OPPORTUNITIES FOR SENIOR LIVING
    CPAC: ADDED GOAL [CH. 1 | 02.02 | G3]
- REVIEW COMMUNITY CHARACTER
  - PRESERVE SMALL TOWN CULTURE
    CPAC: REVIEWED WITH NO ACTION.
    STAFF: THIS IS ALREADY ADDRESSED THROUGHOUT THE DOCUMENT, SPECIFICALLY IN CH. 7.
- INFRASTRUCTURE
  - PROVIDE MORE TRAFFIC CIRCLES
    STAFF: ALREADY REFERENCED IN CH. 4 [CH.4 | 02.01 | G3 | P3].
  - ADDRESS AGING INFRASTRUCTURE AND COSTS
    CPAC: ADDED GOAL [CH. 4 | 02.02 | G3].
- PARKS AND RECREATION
  - WORK WITH THE RISD ON JOINT PLAYGROUNDS AND PARKS FOR LARGER AMENITIES
    STAFF: ALREADY IN THE PLAN [CH. 1 | 02.01 | G1 | P3].
  - PROVIDE HIKE AND BIKE TRAILS
    CPAC: ADDRESSED WITH NEW TRAIL PLAN.
- LEGISLATION
  - MAKE SURE THE CPAC UNDERSTANDS THE STATE'S LEGISLATIVE INITIATIVES
    STAFF: ADDRESSED IN THE FIRST MEETING WITH THE CPAC. STAFF ALSO PROVIDED THE CPAC WITH A COPY OF THE EXISTING CONDITIONS REPORT.
- REVIEW LAND USE
  - ADDRESS DOWNTOWN GROWTH
    STAFF: ALREADY ADDRESSED IN CH. 1 [CH.1 | 02.06 | G1].
- REVIEW GROWTH MANAGEMENT POLICIES
  STAFF: CHANGED ANNEXATION POLICIES [CH. 1 | 02.01 | G1].
  CPAC: REDEVELOPMENT [CH.1 | 02.07 | G1 & G2 AND CH. 7 | G13].

CITY COUNCIL

- REVIEW THE DENSITY CALCULATION
  - NET VS. GROSS DENSITY > SHOULD BE *ONLY* THE DEVELOPABLE AREA (*I.E. REMOVE FLOODPLAIN*)
    CPAC: CHANGED THE DENSITY CALCULATION WITHIN THE LAND USE DESIGNATION SECTION.
- REVIEW RESIDENTIAL LAND USE DESIGNATIONS
  CPAC: REVIEWED WITH NO ACTION. RESIDENTIAL LAND USE DESIGNATIONS WERE DEEMED TO BE APPROPRIATE.
- REVIEW RESIDENTIAL DESIGN STANDARDS
  - MINIMUM LOT SIZE OF 10,000 SF
    CPAC: ADDED POLICY [CH.08 | 02.03 | G3 | P2].
  - REDUCE LOT COVERAGE
    STAFF: WILL BE REVIEWED AND INCORPORATED INTO THE UNIFIED DEVELOPMENT CODE (UDC) WITH THE PROPOSED UPDATE.
  - INCREASE SIDE SETBACKS
    STAFF: ALREADY IN THE PLAN [CH. 08 | 02.03 | G3 | P4].
  - BRING BACK CUL-DE-SACS
    CPAC: REMOVED THE PROHIBITION [CH. 04 | 02.01 | G1 | P2].
  - STRONGER ANTI-MONOTONY REQUIREMENTS TO PROMOTE CUSTOM HOMES
    CPAC: ADDED POLICY [CH. 08 | 02.03 | G3 | P9].
  - CREATE MORE UNIQUE NEIGHBORHOODS
    STAFF: ALREADY IN THE PLAN [CH. 08 | 02.03 | G1].
    CPAC: REVIEW WITH NO ACTION. THE EXISTING APPEARS TO BE SUFFICIENT.
  - CURVE LINEAR STREETS
    CPAC: ADDED POLICY [CH.04 | 02.01 | G3 | P4].
  - SUBDIVISION ENTRANCE STANDARDS
    CPAC: ADDED POLICY [CH.08 | 02.03 | G1 | P6].
- PARKLAND DEDICATION
  - FULLY DEVELOPED PARKS WITH BEGINNING OF SUBDIVISIONS
    CPAC: ADDED POLICY [CH.02 | G1 | P1].
  - MORE POCKET PARKS THROUGHOUT SUBDIVISIONS
    STAFF: ALREADY IN THE PLAN [CH. 03 | G1 | P3].
  - FOCUS ON MORE HIKE AND BIKE TRAILS
    CPAC: ADDRESSED WITH NEW TRAIL PLAN.

CONTINUED ON NEXT PAGE …

KEY: BLUE: CPAC COMMENTS; RED: STAFF COMMENTS; GREEN: COMPREHENSIVE PLAN REFERENCE

EXHIBIT 'B': PRIORITIES FROM THE JOINT PLANNING AND ZONING COMMISSION/CITY COUNCIL MEETING ON JULY 24, 2025

CITY COUNCIL (CONTINUED)

- REVIEW FUTURE LAND USE MAP
  - FOCUSING ON JOHN KING BOULEVARD, SH-205, AND THE OUTER LOOP
    STAFF: JOHN KING BOULEVARD IS CURRENTLY ONLY HAS 11.67% VACANT LAND THAT IS NOT ENTITLED. SH-205 CURRENTLY ONLY HAS 0.71% VACANT LAND THAT IS NOT ENTITLED. BASED ON THIS THERE IS LIMITED CHANGES THAT CAN BE MADE TO THE FUTURE DEVELOPMENT OF THESE CORRIDORS.
    CPAC: THE LAND USE DESIGNATIONS FOR THE VACANT, UNENTITLED LAND ALONG JOHN KING BOULEVARD AND SH-205 ARE APPROPRIATE. FOR CHANGES ADJACENT TO THE OUTER LOOP SEE DISTRICTS #03 & #17.
- DRAINAGE AND DETENTION
  - FOCUS ON RETENTION PONDS AS OPPOSED TO DETENTION PONDS FOR RESIDENTIAL DEVELOPMENTS
    CPAC: GOAL ADDED [CH. 04 | 02.02 | G6].
- REVIEW STREET REQUIREMENTS
  - CURB AND GUTTER STREETS ONLY
    CPAC: REMOVED RURAL CROSS SECTION FROM CHAPTER 04.
  - SLIP STREETS ADJACENT TO MAJOR ROADWAYS
    CPAC: ADDED POLICY [CH. 04 | 02.01 | G3 | P5].
- REVIEW COMMERCIAL DESIGN STANDARDS
  CPAC: REVIEWED WITH NO ACTION. THE DIRECTION IN CH. 9 APPEARS TO BE SUFFICIENT.
  STAFF: THE COMMERCIAL DESIGN STANDARDS ARE A FUNCTION OF THE ZONING CODE.
- REVIEW COMMUNITY CHARACTER
  - DOWNTOWN SHOULD BE FOCUSED ON PRESERVATION
    CPAC: ADDED GOAL [CH. 07 | G4].
  - CREATE A DESTINATION CITY
    STAFF: ALREADY IN THE PLAN [CH. 07 | G1 & G2].
- DEMOGRAPHICS
  - DON'T MISS PLANNING FOR THE NEXT GENERATION
    CPAC: ADDED GOAL [CH. 01 | 02.02 | G4].

KEY: BLUE: CPAC COMMENTS; RED: STAFF COMMENTS; GREEN: COMPREHENSIVE PLAN REFERENCE

City of Rockwall
The New Horizon

MEMORANDUM

To: **Mayor and City Council Members**

From: **Mary Smith, City Manager**

Date: **May 15, 2026**

Subject: **Comp Plan Updates**

The Council initiated the process of updating the Comprehensive Plan by appointing the Advisory Committee (CPAC) and then holding a joint meeting between Council and Planning and Zoning Commissioners in July 2025 to discuss items they wanted to be addressed during the CPAC review work.

A series of meetings has been held over the last many months with the CPAC members and the Planning staff to work through the plan chapter by chapter. This work concluded with the members voting to move the revised Comprehensive Plan forward to the City Council. This discussion will be held at the Council meeting on Monday May 18th.

The City's Charter in Section 9.04 requires that the "City Manager will submit the proposed changes to the Council, together with any recommendations". Relying on the hard work of the very experienced members of the Committee and the detailed work of the Planning staff under the direction of Ryan Miller to write the plan I can confidently recommend the Plan with the understanding that both Planning and Zoning Commission and City Council will have items they want to further evaluate.

Following the Council's discussion the plan is to be forwarded to the Planning and Zoning Commission for their discussion and a Public Hearing before the Commission. The calendar dates are included in the following memo that includes all of the CPAC's recommendations.

I can't say enough good thoughts about the time and effort that the entire Planning Department put into this review. This dedicated group gives up many evenings each month for their normal meeting schedule and then these added meetings as well. We have an amazing staff who genuinely care about making this City better in the long run.

OUR HOMETOWN VISION 2040

COMPREHENSIVE PLAN | 2026 UPDATE

CITY OF ROCKWALL • 385 S. GOLIAD STREET • ROCKWALL, TEXAS • (972) 771-7700

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

FORMER COMPREHENSIVE PLAN UPDATE/ADOPTION ACKNOWLEDGEMENTS

2012 COMPREHENSIVE PLAN UPDATE | LAND USE AND THOROUGHFARE PLAN

CITY COUNCIL
David Sweet, *Mayor*
Mark Russo
Cliff Sevier
Margo Nielsen
Michelle Smith
David White
Bennie Daniels
Bill Cecil, *Former Mayor*

PLANNING AND ZONING COMMISSION
Phillip Herbst, *Chairman*
Connie Jackson, *Vice-Chairman*
Barry Buchanan
Kristen Minth
Craig Renfro
John McCuthcheon
Dennis Lewis
Michael Hunter, *Former Chairman*

2011 COMPREHENSIVE PLAN ADVISORY COMMITTEE
Bill Cecil, *Chairman*
Michael Hunter
Lorie Grinnan
Brian Williams
Carl Jackson
Stephen Straughan
Mike Lucas
Bob Cotti

2012 COMPREHENSIVE PLAN ADVISORY COMMITTEE
David Sweet
David White
Kevin Shepherd
Bob Cotti
Nell Welborn
Sharon Hillgartner
Ross Ramsay

CITY STAFF
Rick Crowley, *Interim City Manager*
Robert LaCroix, *Director of Planning and Zoning*
Michael Hampton, *Planning Manager*
Chris Spencer, *Senior Planner*
Chuck Todd, *City Engineer*
Brad Griggs, *Director of Parks and Recreation*

CONSULTANTS
Dennis Wilson, *Townscape, Inc.*
Jim Richards, *Townscape, Inc.*
Andrew Howard, *Kimley-Horn & Associates*

2007 COMPREHENSIVE PLAN UPDATE | RESIDENTIAL POLICIES

CITY COUNCIL
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Bob Cotti
Tim McCallum
Margo Nielsen
Cliff Sevier
Stephen Straughan

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Connie Jackson
Mike Lucas
Glen Smith
Michael Hunter

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Robert LaCroix, *Director of Planning and Zoning*
Michael Hampton, *Planning Manager*
Chris Spencer, *Senior Planner*

CONSULTANTS
Dennis Wilson, *Townscape, Inc.*

2000 COMPREHENSIVE PLAN | HOMETOWN 2000

CITY COUNCIL
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Bill Cecil
Ron Coleson
Bob Cotti
John King
Billy Morris

PLANNING AND ZONING COMMISSION
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Larry Dobbs
Homer Flores
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Rick Crowley, *Assistant City Manager*
Robert LaCroix, *Director of Planning and Zoning*
James Williams, *Planner*
Chuck Todd, *City Engineer*
Denise LaRue, *Planning and Zoning Coordinator*
Bill Crolley, *Former Director of Planning and Zoning*

CONSULTANTS
J. D. Wilson & Associates
James Richards Studio, Inc.
Newman, Jackson, Bieberstein, Inc.
Parsons Transportation Group

ACKNOWLEDGEMENTS

2017-2018 COMPREHENSIVE PLAN | OURHOMETOWN VISION 2040 COMPREHENSIVE PLAN

CITY COUNCIL
Jim Pruitt, *Mayor*
Kevin Fowler, *Mayor Pro-Tem*
John Hohenshelt
Bennie Daniels
Trace Johannesen
Dana Macalik
Patrick Trowbridge

FORMER CITY COUNCIL
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Dennis Lewis
Mike Townsend

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Jerry Welch
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David Gonzales, *Senior Planner*
Korey Brooks, *Planner*
Laura Morales, *Planning and Zoning Coordinator*
Lance Singleton, *GIS Supervisor*
Lindsay Gnann, *GIS Analyst*
Amy Williams, *Director of Public Works/City Engineer*
Andy Hesser, *Director of Parks and Recreation*
Jeffrey Widmer, *Building Official*
Kirk Riggs, *Chief of Police*
Kenneth Cullins, *Fire Chief*
Ariana Hargrove, *Fire Marshal/Assistant Fire Chief*

DISCOVERY STATUE (DEDICATED APRIL 13, 2023): THE STATUE, BY ARTIST JIM BRYANT, COMMEMORATES THE DISCOVERY OF THE ROCK WALL, FOR WHICH THE CITY WAS LATER NAMED IN 1852.

2025 COMPREHENSIVE PLAN UPDATE | OURHOMETOWN VISION 2040 COMPREHENSIVE PLAN

CITY COUNCIL

Tim McCallum, *Mayor*
Mark Moeller, *Mayor Pro-Tem*
Richard Henson
Melba Jeffus
Sedric Thomas
Dennis Lewis
Anna Campbell

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John Hagaman, *Vice-Chairman*
Ross Hustings
Carin Brock
Douglas Roth
Ellis Bentley
David Schoen

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Dale Cherry, *Vice-Chairman*
Johnny Lyons
Bob Wacker
Grant English
Jim White
Leslie Wilson
Kevin Fowler
Greg Hollon

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Joey Boyd, *Assistant City Manager*
Ryan Miller, *Director of Planning and Zoning*
Henry Lee, *Senior Planner*
Bethany Ross, *Senior Planner*
Angelica Guevara, *Planning Technician*
Melanie Zavalla, *Planning and Zoning Coordinator*
Lance Singleton, *GIS Supervisor*
Olesya Powers, *GIS Analyst*
Curtis Aanerude, *GIS Technician*
Amy Williams, *Director of Public Works/City Engineer*
Travis Sales, *Director of Parks and Recreation*
Edward Fowler, *Chief of Police*
Kenneth Cullins, *Fire Chief*

THE ANNUAL INDEPENDENCE DAY PARADE ON JULY 4, 2025: THE PARADE SHOWCASES LOCAL BUSINESS AND COMMUNITY GROUPS.

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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*.

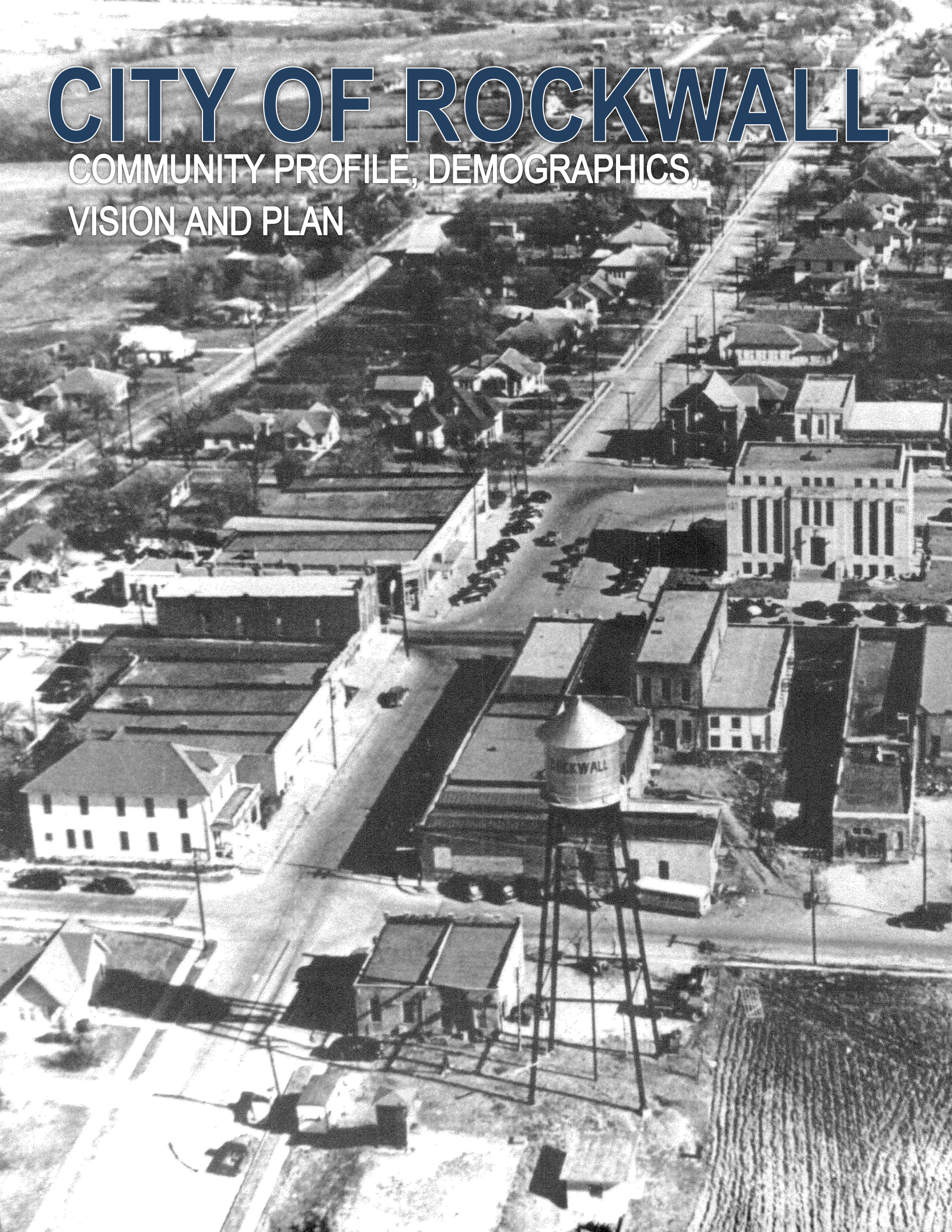
OURHOMETOWN VISION 2040

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

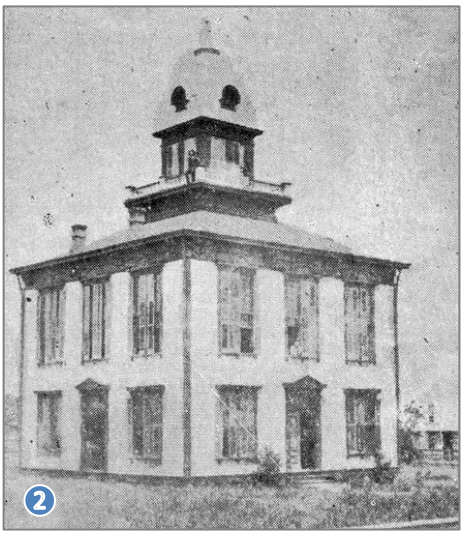
Rockwall continued to grow steadily during the remainder of the nineteenth and early twentieth centuries. The area around the courthouse square remained the central commercial center of the community, and was finished out with mostly one (1) and two (2) story brick buildings (3 *depicts shops around 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*).

1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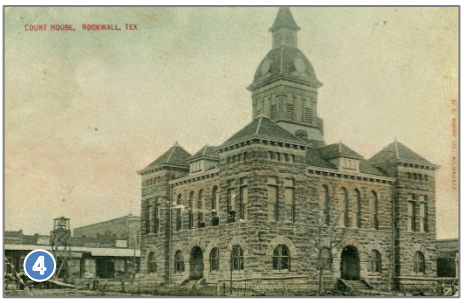

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The establishment of this highway in 1916 led to an influx of motorists to Rockwall and encouraged the development of gas stations, auto dealerships, and auto repair facilities along the route (7 *depicts the Paul Snow Ford Dealership c. 1917 located 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 1953, Richard Pickens started the Texas Aluminum Company, and opened the Aluminum Plant along W. Washington Street (9 & 10 *depicts the Aluminum Plant in the 1960's*). This was the second large-scale industrial operation established in the City of Rockwall, and would eventually grow to employ ~600 people in 1965. During its early years the plant produced hard aluminum alloy extrusions -- *some of which were used to build B-52 bombers for the US Military* --; however, the plant later shifted to making soft aluminum alloy in the 1970's. In 1979, the then owner -- *Howmet* -- added a slab casting facility. Ultimately, the plant operated as both an extrusion and casting facility until 1984 when Alumax Aluminum purchased the facility. Alumax Aluminum added powder coating to the operation, and at one point this facility was the largest extrusion powder coat line in the United States. The facility continued operations until 1988, when it was closed and was offered for sale. Today, a portion of the facility still exists along with the original foundations of the buildings built in 1953.

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-

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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 (11 *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 (12 *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 (13 *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.

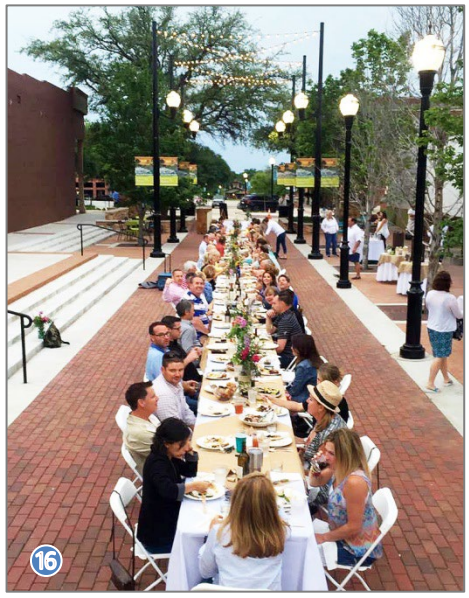
More recently, the City of Rockwall completed the Downtown Capital Improvement Projects, which included retro-fitting the existing downtown sidewalks to make them ADA compliant, adding ADA ramps and crossings, incorporating decorative planters and landscape and hardscape elements, narrowing the streets to promote traffic calming, and adding additional decorative lighting to increase nighttime visibility (14 & 15 *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 (16 *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.

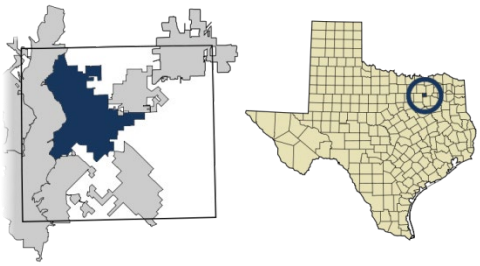
REGIONAL CONTEXT

At a population of 52,882[1] and a total area of 30.09-square miles (*with another 11.55-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

[1] *: As of 2024; North Central Texas Council of Governments.*



larger metroplex[2]. 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[3] of 1.176 (*2023 Daytime Population [5-Year ACS] per the North Central Texas Council of Governments*). This means that after the morning commute, the City of Rockwall has 17.60% percent more persons working in the city than currently live in the city limits. This figure is up 9.60% over the number reported in 2017. This can be attributed to [*1*] a continued and 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.

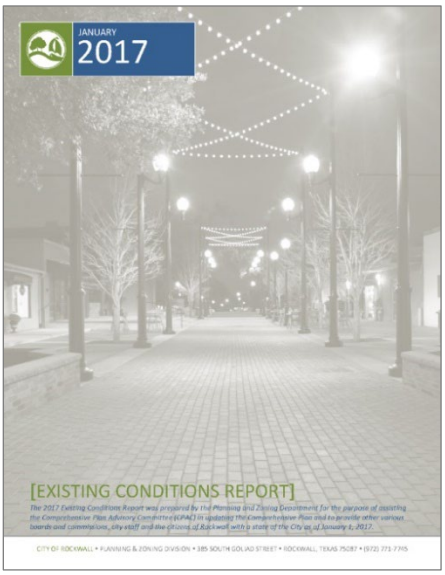
As of 2023, Rockwall County was the wealthiest county in the State of Texas, with a per capita income of $54,098.00, an average income of $158,752, and a median household income of $124,917.00. During this same time period, the City of Rockwall had a slightly lower per capita income of ~$51,908.00 and a slightly lower median income of $114,926.00; however, this increased to 127,548.00 in 2024. In addition, as of 2025 the City of Rockwall was ranked first in the State of Texas as being the *Most Paycheck Friendly Places* in terms of its *Paycheck Friendly Score* (*i.e. a score of 86.57*), which equated to a ranking of 16th nationally[4], and consistently has a high per capita sales tax compared to other comparable cities in the region estimated to be $533.26 per person in 2024.

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

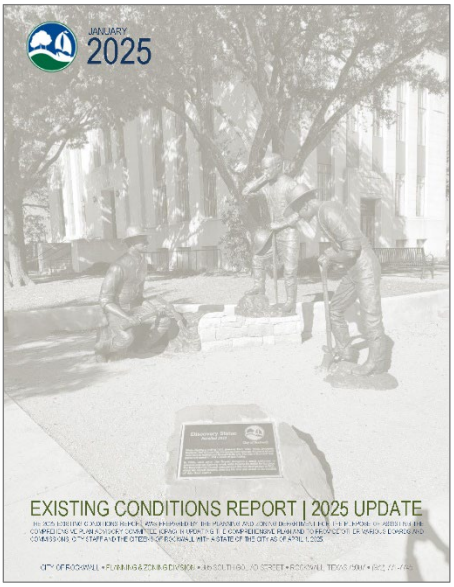
Prior to commencing with drafting this Comprehensive Plan, City staff assembled the *2017 Existing Conditions Report* and the *Tapestry Segmentation Report*. These two (2) documents were intended to provide detailed demographic data that could be used to assist the Comprehensive Plan Advisory Committee (CPAC) in making policy recommendations for this Comprehensive Plan. When preparing for the 2025 Comprehensive Plan Update, a new *2025 Existing Conditions Report* was assembled for the Comprehensive Plan Advisory Committee (CPAC). The following is a summary of the updated findings with information from these documents.

2017 EXISTING CONDITIONS REPORT



The information contained in the *2017 Existing Conditions Report* represented the City of Rockwall as of January 1, 2017. This also represents the information that was used as the basis for the original adoption of this Comprehensive Plan planning effort.

2025 EXISTING CONDITIONS REPORT



The information contained in the *2025 Existing Conditions Report* represents the City of Rockwall as of April 1, 2025. The information formed the basis of the update of this Comprehensive Plan and is more thoroughly stated and referenced in the following sections.

POPULATION AND DEMOGRAPHICS

As of 2024, the City of Rockwall had 52,882 residents living in its corporate boundaries, representing continued growth from the 41,370 residents in 2016 -- *when this Comprehensive Plan was drafted* -- and 17,050 residents in 2000. This reflects a cumulative increase of more than 210% growth since 2000, and approximately 28% growth since 2016.

The population continues to trend toward a maturing community with notable growth in older age cohorts. Residents between the ages of 35-54 remain the City's largest age group; however, this group has decreased proportionally over the last three (3) US Census cycles, representing 27.61% of the population in 2020, compared to 33.24% in 2000. Despite this proportional decline, the number of residents in this age range has grown by 136.76% since 2000.
Residents aged 0-19 comprise the second largest age cohort at 26.39% of the population in 2020, decreasing from 31.64% in 2010, though the overall number of children

[2]: *A "Metroplex" 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.*

[3]: *An E-R Ratio, or Employment to Residents Ratio, is a measure of the total number of workers working in a place relative to the total number of workers living in the place.*

[4]: *Most Paycheck Friendly Places (2025). Retrieved April 8, 2025, from https://smartasset.com/taxes/paycheckcalculator#texas/*

increased significantly. Growth in this cohort continues to reflect the City's strong school district and desirability for families with children.

The fastest growing age cohort continues to be residents 65 years and older, whose proportion increased from 9.67% in 2000 to 17.09% in 2020, representing more than 403% growth over 20 years. This trend highlights the increasing importance of senior living options, health services, and *aging in place* strategies added to this Comprehensive Plan in 2025.

From a gender standpoint, the City continues to be almost equally divided between its male and female residents with 49.52% of the population being male and 50.48% of the population being female. The median age by gender is 38.9 years old for males (*up 3.6 years since 2016*) and 41.80 years old for females (*up 4.5 years since 2016*).

From a race/ethnicity standpoint, the City of Rockwall continues to diversify. While the *White* population remains the largest group, its proportional share has decreased from 82.40% in 2010 to 66.03% in 2020. All other racial and ethnic groups have grown significantly from 2010-2020, with notable increases in residents identifying as: [*1*] *Black* +111.11%, [*2*] *Asian* +92.70%, and [*3*] *Two or More Races* +697.02%. Rockwall's *Hispanic* or *Latino* population now comprises 20.23% of the total population with 10,352 residents, up from 16.60% in 2020.

From a cost of living and income basis, the City of Rockwall is relatively affluent with a high per capita income of ~$56,146 and a median household income of $127,548.00. These numbers are higher than both the state and national averages, and reflect a 31.90% increase in median income since 2015; however, it is also important to point out that the cost of living growth (*i.e. 66.46%*) has outpaced income growth over the same period (*i.e. 2015-2024*). As was stated previously, the City of Rockwall was ranked as having one of the highest purchasing powers in the State of Texas (*i.e. 3rd*), 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 95.20% of its residents having at least a high school diploma. This is more than ten (10) percent higher than the state average (*i.e. 82.45%*) and more than three (3) percent higher than the national average (*i.e. 91.70%*). The Rockwall Independent School District (RISD) also has a 99.70% graduation rate. In addition, 61.30% of the population has a Bachelor's Degree, which is up 21.30% over 2016. These numbers exceed County, State, and National averages. Overall, the number of residents with college degrees have increased 23.10% between 2016-2024.

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 27.83% of waterlines, 33.47% of wastewater lines, and 19.64% of stormwater lines being installed prior to 1990. Currently, in the City's corporate limits there are approximately 370.18-linear miles of City owned waterlines (*up from 308.76-linear miles of City owned water lines in 2017*), 298.63-linear miles of City owned wastewater lines (*up from 244.35-linear miles of City owned wastewater lines in 2017*), and 150.56-linear miles of City maintained stormwater lines (*up from 143.58-linear miles of City owned stormwater lines in 2017*).

In addition, the City has 358.15-miles of roadways consisting of 65.50-miles of State Highways, 274.64-miles of City streets, and 18.01-miles of private streets with 63.75-linear miles of alleyways (*increases from the 2017 totals of 287.21-linear miles of roadway and 61.16-linear miles of alleyways*).

LAND USE AND ZONING

The City of Rockwall's corporate limits currently consists of 19,258.44-acres or 30.09-square miles (*i.e. an increase of 178.75-acres or an increase of 0.28-square miles since 2017*) that can be broken down into 20,610 parcels of land. The Extraterritorial Jurisdiction (ETJ) of the City adds another 7,393.45-acres or 11.55-square miles, which represents a decrease of 3,078.95-acres or 4.81-square miles since 2017. A contributing factor to the decreases of the City's Extraterritorial Jurisdiction (ETJ) has been several key pieces of legislation that have been adopted by the Texas Legislature since 2017 that effect a City's ability to annex and regulate property within the Extraterritorial Jurisdiction (ETJ). The two (2) bills with the greatest impact to annexation and regulation within the ETJ for the City of Rockwall were HB347 -- *which was adopted in 2019 as part of the 86th Legislative Session* --, and SB2038 -- *which was adopted in 2023 as part of the 88th Legislative Session*.

Of the 19,258.44-acres currently inside the City's corporate limits, approximately 55.79% (*i.e. ~10,743.38-acres; excluding right-of-way*) is developed, approximately 31.38% (*i.e. ~6,043.82-acres*) is vacant, and approximately 12.83% (*i.e. ~2,471.24-acres*) is right-of-way; however, when accounting for entitlements that are currently working through the development process, or that have been granted within the last five (5) years, these numbers fall to 66.42-72.37% developed, 14.80-20.75% undeveloped, and 12.83% right-of-way. The majority of the developed land is consumed with single-family housing (*i.e. ~30.00%*), with the next highest use being commercial/retail land uses (*i.e. 10.24%*).

Based on this Comprehensive Plan Update, the City is anticipated to be primarily residential at buildout with a population that will range between 79,948 to 92,147 residents based on the current *Build Out Analysis* contained in the *2025 Existing Conditions Report*.

HOUSING AND NEIGHBORHOODS

As of January 1, 2025, the City of Rockwall had 23,013 residential housing units within its corporate boundaries. This represents an increase of 4,716 residential housing units or an increase of 25.77% since January 1, 2017. The majority of this housing stock is primarily single-family homes, which make up an estimated 78.08% of the current housing composition (*down about 4.46% since 2017*). Multi-family is the next largest category of housing, making up another estimated 17.41% (*up about 5.03% since 2017*). Assisted living at 4.07% and government housing at 0.43% have remained relatively unchanged since 2017.

The majority of the City's single-family homes were built after 1990 (*i.e. ~68.30%*), 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 the Lakeside Village Subdivision. In addition, the City has seen an increasing trend in the number of single-family housing starts since 2008 (*with the exception of 2019, 2022, & 2023*). This coupled with a low homeowner

vacancy rate of 1.10% indicates an overall strong and sustainable housing market for new and pre-owned homes.

As of April 1, 2025, there were approximately 1,140 vacant single-family lots within 27 active subdivisions across the City. Under the City's current permitting trends for the last ten (10) years, this equates to a 3½-year lot inventory. Additionally, the City had an estimated 2,216 single-family lots that are entitled (*but not platted*) through various Planned Development Districts.

On the multi-family side of City's housing entitlements, the City had a total of 973 entitled multi-family units (*down ~351-units since 2017*). 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 2021, the City of Rockwall has experienced rapid growth in non-residential development adding an estimated 2,424,187 SF of building area. This translates to an estimated value of $494,199,450.00, based on the building permits issued between 2021-2025. 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 ten (10) years, the REDC has successfully recruited Channell Commercial Corporation, Pratt Industries, Bimbo Bakeries USA, Lollicup USA, Pegasus Foods, Chewters Chocolates, and Flexpipe.

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 currently 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 55,439 SF on 15.91-acres of land. These 15 buildings total 160,017 SF of building area on 152.51-acres of land.

Currently, the City of Rockwall does not have plans to expand existing facilities or build new administrative or support facilities; however, the City recently initiated a facilities assessment to evaluate the long-term operational and space needs of the City.

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*), along with 95.29-acres of greenbelts/greenways situated within the City. These acreages remain consistent between 2017 and 2025.

In addition, the City of Rockwall now maintains 12.28-linear miles of park trails, 5.95-linear miles of mountain bike trails, and 259.06-linear miles of sidewalks (*increased from 216.36-linear miles in 2017*). These additions reflect the City's on-going investment in recreational connectivity and multimodal mobility.

COMMUNITY QUICK FACTS

52,882 RESIDENTS

25,280 (49.52%) MALE RESIDENTS

25,868 (50.48%) FEMALE RESIDENTS

8.80% FOREIGN BORN RESIDENTS

2,467 VETERAN POPULATION

$71,932.00 COST OF LIVING

$128,501.00 MEDIAN COST OF LIVING

$127,548.00 HOUSEHOLD INCOME

$115,086.00 AVG. DISP. INCOME

40.4 MEDIAN AGE

370.80 LM WATER LINES

298.63 LM WASTEWATER LINES

150.56 LM STORMWATER LINES

3 WATER TOWERS

2 WATER PUMP STATIONS

39 LIFT STATIONS

274.64 LM STREETS

63.75 LM ALLEYWAYS

259.06 LM SIDEWALKS

12.28 LM PARK TRAILS

30.09 SQ. MI. CITY AREA

12% ↑ DAYTIME POPULATION

4.11% 2020-2024 CAGR POPULATION GROWTH

BETWEEN 14.80% - 20.75% VACANT LAND

23,013 HOUSING UNITS

17,696 SINGLE-FAMILY HOMES

4,007 MULTI-FAMILY UNITS

22 MULTI-FAMILY DEVELOPMENTS

937 ASSISTED LIVING UNITS

100 GOVERNMENT UNITS

62% RESIDENTS LIVE 10 MINS OF A PARK

24.745¢ PROPERTY TAX RATE

99.7% HIGH SCHOOL GRAD RATE

61.3% COLLEGE EDUCATION

2,625 TOTAL BUSINESSES

608.80-ACRE TECHNOLOGY PARK

2500 EXPECTED TECH PARK EMPLOYEES

$533.26 PER CAPITA SALES TAX

2038-2040 ESTIMATED BUILDOUT DATE

78-948 – 84,243 ESTIMATED BUILD OUT POPULATION

170.27-ACRES OF VACANT LAND ALONG IH-30

11.78 LINEAR MILES OF SHORELINE

1 HOSPITAL

2 EMERGENCY ROOMS

14 OUTDOOR SIRENS

8 CITY BUILDINGS

4 FIRE STATIONS

4 POLICE / COURT FACILITIES

3 AMPHITHEATER / STAGES

2 CITY-OWNED CEMETERIES

36 EXISTING PARK DESTINATIONS

100+ LIVE MUSIC EVENTS PER YEAR

13 CITY BASEBALL FIELDS

2 PICKLEBALL COMPLEXES

2 CITY SWIMMING POOLS

1 PUBLIC GOLF COURSES

~708.13 ACRES CITY PARKLAND

11 RENTABLE PAVILIONS

3 BOAT RAMPS

3 CHILD SPRAY GROUNDS

13 VETERINARY FACILITIES

3 HARDWARE STORES

12 GROCERY STORES

21 CHILD DAYCARES

~178 RESTAURANTS

~34 CHURCHES

10 HOTELS

21 GAS STATIONS

7 EV CHARGING STATIONS

~42 BANKING/ATM LOCATIONS

~285 AVERAGE SINGLE-FAMILY PERMITS PER YEAR

~17 AVERAGE COMMERCIAL PERMITS PER YEAR

5 YEAR AVERAGE ~3,655 FIRE CALLS PER YEAR

70% LOWER VIOLENT CRIME THAN TX AND US

276 HISTORIC DISTRICT PROPERTIES

33.39 MINUTES AVERAGE TRAVEL TIME TO WORK

66° F AVERAGE TEMPERATURE

54.4% AVERAGE HUMIDITY

34.65" AVERAGE PRECIPITATION

0" AVERAGE SNOWFALL

#1 CITY IN STATE INCOME GROWTH

A+ OVERALL CITY GRADE NICHE.COM

SILVER MEDAL 'CONCERT BY THE LAKE' SERIES - 2024 BEST OF DFW

'BEST SMALL CITY IN TX - 2024' WALLETHUB.COM

TOP 25 MOST PAYCHECK-FRIENDLY IN US

'#3 PURCHASING POWER - 2024' SMARTASSET.COM

#2 -2024 FASTEST COUNTY GROWTH USNEWS.COM

45 MILES TO INTERNATIONAL AIRPORT (DFW)

527 WOMEN-OWNED BUSINESSES

3,925 FIRE HYDRANTS

TAPESTRY SEGMENTATION REPORT

ESRI -- *a Geographic Information Systems (GIS) Company that specializes in software development and demographic data* -- has developed a tool that breaks down the entire US population into 67 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. This tool has been utilized throughout various industries to identify the customers being served in various geographic areas. For cities, this tool can be used to make generalizations about their populations. The following is a breakdown of the City of Rockwall's 2016 population versus the 2024 population by *Tapestry Segments*, *LifeMode* groups, and *Urbanization* groups.

TABLE 1.1: TAPESTRY SEGMENTS

Key: Red = Large Decrease; Blue = Large Increase; Green = Fastest Growing Segments; HH = Household

	% of HH	
Tapestry Segment	2016	2024
Up and Coming Families	20.82%	16.77%
Boomburbs	16.57%	14.90%
Savvy Suburbanites	4.93%	11.41%
Retirement Communities	2.43%	10.78%
Soccer Moms/Work Day Drive [1]	12.32%	9.30%
In Style	9.66%	9.27%
Comfortable Empty Nesters	10.85%	8.66%
Bright Young Professionals	6.72%	6.46%
Green Acres	6.54%	6.38%
Down the Road	3.44%	3.05%
Professional Pride	2.45%	2.21%
Exurbanites	0.71%	0.81%
Southwestern Families	2.55%	0.00%

NOTES:
[1]: In June of 2021 the Soccer Moms Tapestry Segment was renamed to Workday Drive.

TABLE 1.2: LIFEMODES GROUPS

Key: Red = Large Decrease; Blue = Large Increase; Green = Fastest Growing Segments; HH = Household

	% HH	
LifeMode Groups	2016	2024
Affluent Estates	24.66%	29.33%
Genxurban	20.51%	17.93%
Ethnic Enclave/Sprouting Explorers [1]	23.37%	16.77%
Senior Styles	2.43%	10.78%
Family Landscape	12.32%	9.30%
Middle Ground	6.72%	6.46%
Cozy Country Living	6.54%	6.38%
Rustic Outpost	3.44%	3.05%

Notes:
[1]: In June of 2021 the Ethnic Enclave Lifemode Group was renamed to Sprouting Explorers.

TABLE 1.3: URBANIZATION GROUPS

Key: Red = Large Decrease; Blue = Large Increase; Green = Fastest Growing Segments; HH = Household

	% of HH	
Urbanization Groups	2016	2024
Suburban Periphery	68.65%	64.07%
Metro Cities	12.09%	20.05%
Urban Periphery	9.27%	6.46%
Rural	6.54%	6.38%
Semi-Rural	3.44%	3.05%

According to *Table 1.1*, over 53.00% of Rockwall's population is split between four (4) *Tapestry Segments*. These segments are [*1*] *Up and Coming Families*, [*2*] *Boomburbs*, [*3*] *Savvy Suburbanites*, and [*4*] *Retirement Communities*. The *National* household profiles for these *Tapestry Segments* are summarized as follows:

UP AND COMING FAMILIES (*16.77%*) ▼

The *Up and Coming Families* segment is described as residents that are younger, more mobile, diverse, ambitious, and more optimistic than previous generations. The median age of this segment is 31.40, and the average household size is 3.10. They live in new suburban neighborhoods, primarily in single-family homes valued at $194,400.00, with high homeownership rates at around 73.90%. Typically, people in this segment are considered to be well educated, with 67.00% 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 hardworking, tech-savvy, and value-conscious, often shopping online and favoring practical vehicles. Their leisure revolves around family activities, fitness, and home entertainment.

BOOMBURBS (*14.90%*) ▼

People in the *Boomburbs* segment are described as affluent, family-focused 30-somethings with high incomes and financial means. They have a median income of $113,400.00, median age of 34, high rate of homeownership at 84% and an average household size of 3.25. Members of the *Boomburbs* segment live in new, single-family homes -- *with a median value of $350,000.00* --, and are considered to be well-educated, young professionals with 55.00% having college degrees. Their households typically have multiple earners and a high labor force participation at 71.30%. They are well connected, typically own the latest devices and are willing to trade longer commute times for the amenities of the suburbs. They tend to blend active lifestyles with financial planning and community involvement.

SAVVY SUBURBANITES (*11.41%*) ▲

The *Savvy Suburbanites* segment is composed of affluent, well educated households with a median age of 45.1, an average household size of 2.85, and a median income of $108,700.00. People in this segment predominately live in established suburban neighborhoods, in spacious single-family homes that have a median value of $362,900.00. They have a high rate of homeownership at 91.00%, with around 66.00% having mortgages. They value quality and research purchases, enjoy DIY projects like gardening or remodeling, and prioritize fitness and active lifestyles. They are tech-savvy and financially informed, invest heavily in their homes, vehicles, and personal well-being. They tend to blend suburban charm with a focus on culture, health, and leisure.

RETIREMENT COMMUNITIES (*10.78%*) ▲

Retirement Communities are senior-oriented neighborhoods with a median age of 53.9, an average household size of 1.88 people, and a household income of $40,800.00. Housing includes a mix of single-family homes and multi-unit structures, with 55.00% of people in this group renting. These communities often feature assisted living and senior care facilities. Residents value fiscal responsibility, prefer traditional media (*e.g. newspapers*), and enjoy low-key leisure activities like fishing, card

games, and dining out. Brand loyalty and health-conscious habits -- *such as using name-brand medications* -- are common. Residents of these communities look for modest lifestyles focused on convenience and simplicity.

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

- *2025 Existing Conditions Report*
- *2025 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.
(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 the 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

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 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.

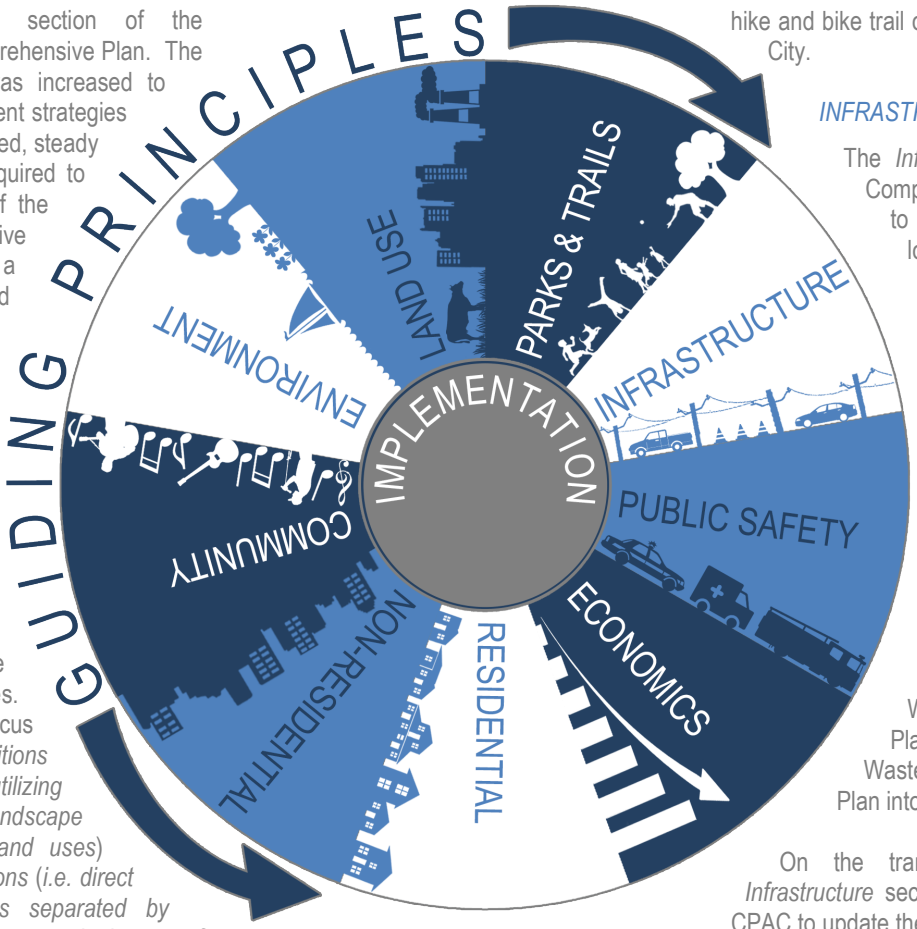
(4) In a few short words or sentences describe what you hope Rockwall will be like in the next 20-years.

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 taxies across the lake and class A retail/restaurants. They also hoped the community would continue to be a great place to raise a family.

(5) 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.

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.

IV. 2025 COMPREHENSIVE PLAN UPDATE

In 2025, the City Council initiated an update to the Comprehensive Plan to reflect continued population growth, evolving development patterns, and emerging policy considerations identified since the adoption of the OURHometown Vision 2040 Comprehensive Plan. This update builds upon the established vision of the community while refining the goals, policies, and implementation strategies to better align with the current conditions and long-range expectations of the community.

The 2025 Comprehensive Plan Update was prepared by City staff with the assistance of a Comprehensive Plan Advisory Committee (CPAC) that consisted of seven (7) members and two (2) alternate members. The CPAC served as the primary advisory body throughout the process, providing policy direction, reviewing technical information, and assisting in the formulation of recommendations to the Planning and Zoning Commission and City Council.

The update process formally began with a joint meeting between the City Council and Planning and Zoning Commission on July 24, 2025. This meeting established the overarching policy direction for the update and identified the key areas of focus, including growth management, residential development standards, infrastructure planning, community character, and economic development. Specific topics emphasized during this meeting included the evaluation of density calculations,

refinement of residential land use categories, enhancement of design standards, expansion of park and trail systems, and the continued preservation of the City's small-town character while accommodating growth.

Following this initial direction, the CPAC conducted a series of ten (10) meetings between August 20, 2025 and April 22, 2026. These meetings included a combination of data review, policy discussions, and structure planning exercises designed to identify priorities and desired outcomes for the community. The committee utilized updated demographic information, infrastructure data, and land use analysis to guide its recommendations.

Throughout the process the CPAC identified several key policy areas as priorities for the 2025 Comprehensive Plan Update. These included the redevelopment of major corridors such as IH-30 and SH-276, enhancements to parks and recreational facilities, expanded connectivity through trails and transportation infrastructure, and continued investment in economic development initiatives. Additional focus areas included strengthening community character through updated design standards, promoting walkability, addressing traffic and infrastructure demands, and expanding housing options, including opportunities for senior living.

A significant component of the 2025 Comprehensive Plan Update was the emphasis on balancing growth with the preservation of community identity. The CPAC consistently reinforced the importance of maintaining the City's small-town character, enhancing neighborhood design, and ensuring that new development is compatible with existing areas. At the same time, the update recognizes the need to accommodate the future growth of the community, support a diversified housing stock by adding requirements for senior housing, and plan for long-term infrastructure capacity.

In addition to policy refinement, the 2025 Comprehensive Plan Update places a greater emphasis on implementation. Building upon the structure established in prior planning efforts, the Plan continues to organize recommendations into a framework of vision statements, goals, policies, and implementation strategies. This approach is intended to provide clear guidance for decision-makers while ensuring that the Plan remains a practical and actionable tool for City staff, the boards and commission staff serve, and for elected officials.

Overall, the 2025 Comprehensive Plan Update represents a continuation of Rockwall's long-range planning efforts, integrating updated data, community priorities, and policy direction into a cohesive framework. The Plan is intended to guide the City's growth over the next 20 years, ensuring that development occurs in a manner that is consistent with the community's vision, is fiscally responsible, and responsive to the needs of current and future residents.

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

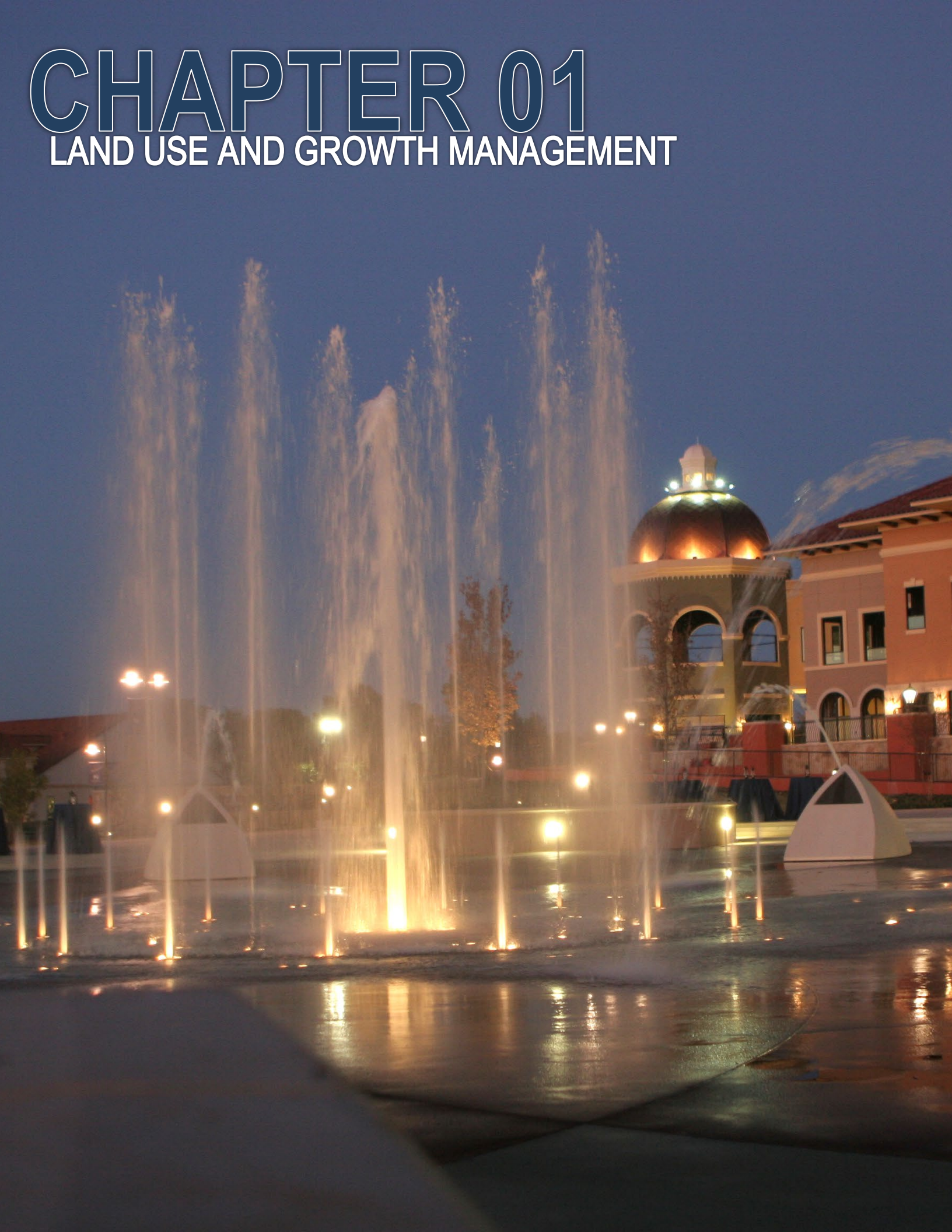
Section 211.004 and Chapter 213 of the Texas Local Government Code recognizes the importance of municipalities to prepare and adopt their own comprehensive plans.

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*[1] and not result in *suburban sprawl*[2].

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*[3] Development and encourage expansion that is contiguous to existing development, in close proximity to the City's existing infrastructure, and that

[1]: 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".

[2]: 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.

[3]: 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.

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 school 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

Recognize the limitations imposed by recent State legislation that [*1*] restricts municipal annexation authority and [*2*] permits property owners to petition for the release of property from the City's Extraterritorial Jurisdiction (ETJ).

POLICIES

1. The City should no longer plan for future annexation as a primary growth strategy, but instead focus on coordinated planning efforts within existing municipal boundaries.
2. The City will work collaboratively with adjacent jurisdictions, property owners, and regional agencies to ensure orderly development, compatible land use transitions, and the protection of community interests along the City's periphery.

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 | SENIOR LIVING HOUSING OPTIONS

Promote the development of diverse, high quality senior living options within the City that accommodate residents as they age, provide accessible and connected housing choices, and allow citizens to remain in Rockwall throughout all stages of life.

POLICIES

1. Support the integration of senior living development -- *including independent living, assisted living, memory care, and age restricted single-family communities* -- at appropriate locations within the City that are compatible with adjacent land uses and supported by infrastructure and public services.
2. Support the use of limited density bonuses within age-restricted single-family subdivisions that provide exceptional neighborhood amenities, high levels of open space, and enhanced architectural and landscape design. Density bonuses should be considered only when the development demonstrates conformance with the City's design objectives, preserves the surrounding community character, and provides measurable community benefits such as extensive trail networks, clubhouse or recreation facilities, and integrated green spaces that exceed minimum parkland dedication requirements.

GOAL 04 | NEXT GENERATION HOUSING OPTIONS

Encourage the development of high quality and diverse housing options -- *where appropriate* -- that meet the needs of Rockwall's next generation of residents, while preserving the community's established character, development standards, and long-term livability.

POLICIES

1. Identify and encourage infill and redevelopment sites within existing neighborhoods and commercial areas where new residential projects can provide modern housing options *without*

expanding the City's footprint, increasing density (*i.e. does not involve establishing multi-family where this use does not already exist*) , or altering the City's small-town character.

2. Ensure that housing policies for the next generation align with the City's broader goals for growth management, infrastructure capacity, and community character, reinforcing Rockwall's vision as a family-oriented and desirable place to live for future generations.

GOAL 05 | 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 under-developed 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

Utilize the *Live/Work* land use designation in appropriate areas of the City to allow adaptive reuse to maintain community character.

POLICIES

1. Residential properties that are transitioning or that have incompatible adjacencies (*e.g. adjacent to major roadways or non-residential properties*) should be designated *Live/Work* on the Future Land Use Map to promote appropriately scaled redevelopment and a transition of land uses.

2. 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[4] 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 subdivisions. This creates mixed-use walkable neighborhoods[5].
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[6] 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.

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.

02.07 REDEVELOPMENT/REVITALIZATION

GOAL 01 | REDEVELOPMENT AND INFILL AS A GROWTH MANAGEMENT STRATEGY

Encourage the revitalization and reinvestment of existing developed areas to promote efficient land use, preserve the City's small-town character, and sustain fiscal responsibility through the strategic reuse of infrastructure and community assets.

POLICIES

1. Promote redevelopment and infill projects that enhance existing neighborhoods, strengthen commercial centers, and improve underutilized properties without increasing the City's long-term infrastructure burden.
2. Support the adaptive reuse of aging commercial centers, vacant buildings, or large-lot residential areas to accommodate new uses that maintain compatibility with surrounding neighborhoods.
3. Encourage incremental redevelopment in transitional areas to create opportunities for new small businesses without disrupting established development patterns.
4. Work with the Rockwall Economic Development Corporation (REDC) to identify redevelopment opportunities for office, clean industrial, and employment centers.

GOAL 02 | IH-30 AND SH-276 CORRIDOR REDEVELOPMENT

Promote reinvestment, redevelopment, and long-term repositioning of the IH-30 and SH-276 corridors in order to enhance community character, strengthen the local tax base, and transition aging or underutilized sites into modern commercial, employment, and destination-oriented developments.

POLICIES

1. Support phased redevelopment of aging or obsolete commercial centers along IH-30 and SH-276 by encouraging reinvestment, adaptive reuse, and the introduction of higher quality design and architectural standards consistent with Chapter 9, *Non-Residential*.
2. Promote the establishment of destination-oriented, regional scale commercial, office, and entertainment uses along IH-30 that further the corridor's purpose of being the City's primary economic gateway and sales-tax generator. Redevelopment should contribute to the high-quality visual character of the corridor and create opportunities for enhanced connectivity to adjacent development.
3. Encourage SH-276 to evolve as a modern business and employment corridor that supports high-quality industrial, employment, office, business centers, and complementary commercial land uses that are well-designed and effectively buffered from residential development.
4. Promote redevelopment that reduces the prevalence of strip commercial patterns by encouraging master-planned centers, shared access, mixed-use developments,

[4]: 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).

[5]: 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.

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

and site designs that integrate public amenities, enhanced landscaping, and pedestrian-friendly environments.

5. Encourage the use of Planned Development Districts along both corridors to establish development specific standards and uses that allow variation from the City's typical standards to create unique high-quality developments.

6. Ensure that corridor redevelopment aligns with the Future Land Use Plan, supports the City's fiscal sustainability goals, maintains compatibility with nearby neighborhoods, and contributes positively to the City's long-term community character.

03 IMPLEMENTATION STRATEGIES

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

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)[7] 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. 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. 🟢

5. 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. 🔵

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. 🔵

4. Develop a density bonus framework within the Unified Development Code (UDC) for Planned Development Districts to permit increased residential density for age-restricted single-family subdivisions that incorporate enhanced amenities, substantial open space, and superior architectural and landscape design. Establish clear eligibility criteria and define the maximum allowable density increase consistent with the community's character and surrounding development. 🔴

5. Explore ways to support the City's older existing subdivisions, allowing redevelopment and improvements, to create affordable housing options for the City's next generation housing stock. 🔴

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. Identify residential areas that are transitioning due to incompatible adjacencies and designate these areas as *Live/Work* on the Future Land Use Map. 🟢

5. 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 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

[7]: *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.*

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.

03.07 REDEVELOPMENT/REVITALIZATION

1. Identify priority *Redevelopment and Infill Areas* using existing infrastructure, vacancy data, and economic indicators to target locations for reinvestment and public improvement projects.
2. Coordinate with Public Works and Engineering to align the City's Capital Improvements Program (CIP) with identified redevelopment areas to maximize return on infrastructure investment.
3. Review and, if necessary, amend zoning and screening standards to allow flexibility for the redevelopment of nonconforming sites (*e.g. older shopping centers*) while maintaining high-quality design.
4. Study the SH-276 Corridor and create a corridor plan that can provide vision, goals, and policies to guide the growth of the corridor. This plan should address corridor redevelopment and create a design framework that can guide redevelopment along the corridor. This plan can be incorporated in Appendix 'B', *Corridor Plans*, of this Comprehensive Plan during the annual update.
5. Identify and pursue grant funding, economic development tools, and public/private partnerships for infrastructure upgrades, façade improvements, and catalytic redevelopment projects along the corridors.
6. Coordinate with the Rockwall Economic Development Corporation (REDC) to proactively identify and recruit appropriate employment and office users for the SH-276 corridor, and evaluate land assembly opportunities that further the City's strategic goals.

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

NET DENSITY CALCULATION

PL / (GA – FP) = ND

WHERE:
ND = NET DENSITY
PL = PROPOSED NUMBER OF LOTS
GA = GROSS ACREAGE
FP = FLOODPLAIN

01.01 RESIDENTIAL

LOW DENSITY RESIDENTIAL (LDR)

The *Low Density Residential* land use category consists of residential subdivisions that are two (2) units per net developable acre or less; however, a density of up to two and one-half (2½) units per net developable 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*).

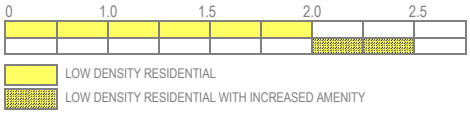
DESIGNATION CHARACTERISTICS

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. Somerset Park 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 net developable acre, but not higher than three (3) units per net developable 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*).

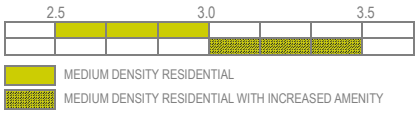
DESIGNATION CHARACTERISTICS

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 net developable acre. These developments should contain increased amenities and open space, and incorporate pedestrian connectivity to adjacent land uses.

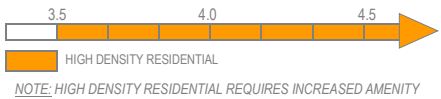
DESIGNATION CHARACTERISTICS

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. Signal Ridge
2. Sixteen50 @ Lake Ray Hubbard Apartments
3. Mission Rockwall Apartment Complex

RESIDENTIAL DENSITY CHART



NOTE: HIGH DENSITY RESIDENTIAL REQUIRES INCREASED AMENITY

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, 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 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)

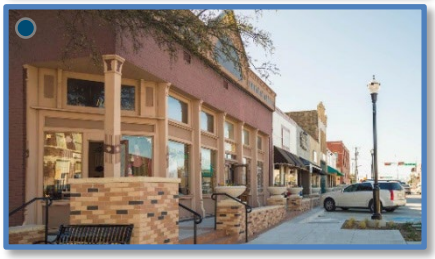
The *Downtown* land use designation should include a mixture of land uses that are complementary to the existing development pattern and are intended to add to the attractive, pedestrian-oriented environment of Rockwall's historic downtown. In addition, this area is the historic core of the City and 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 with in 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 exists 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.

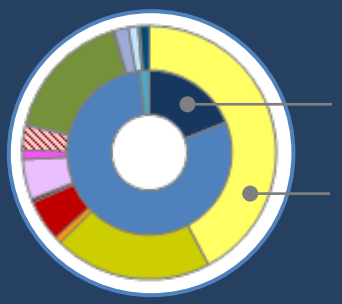
Current and Future Palettes. These borders around pictures indicate current (*i.e. dark blue*) and future (*i.e. light blue*) *Land Use Plan Designation* examples.

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.

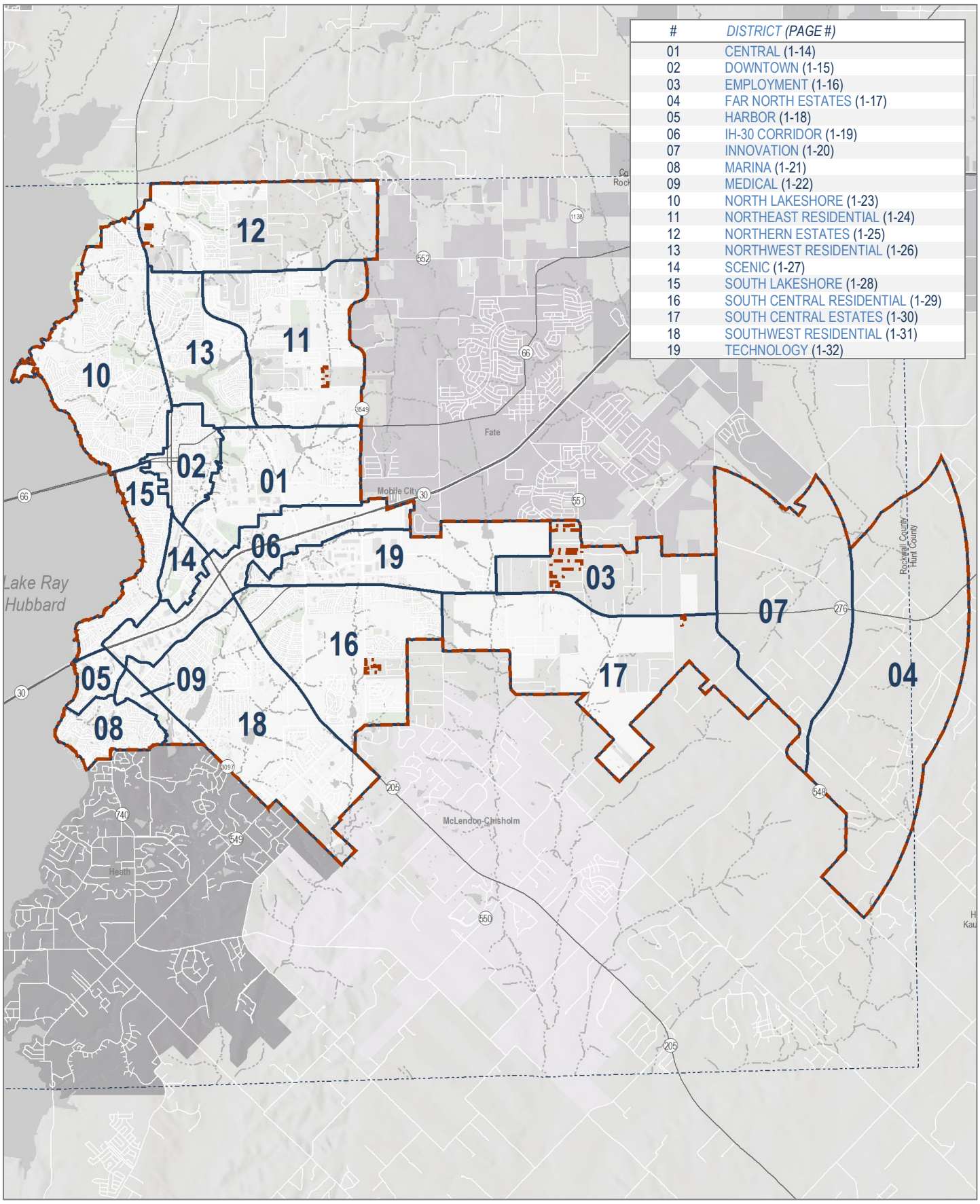
Significant Area. The cross hatched pattern indicated an area that is either in transition or has significance within the district.

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.



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



#	*DISTRICT (PAGE #)*
01	CENTRAL (1-14)
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03	EMPLOYMENT (1-16)
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13	NORTHWEST RESIDENTIAL (1-26)
14	SCENIC (1-27)
15	SOUTH LAKESHORE (1-28)
16	SOUTH CENTRAL RESIDENTIAL (1-29)
17	SOUTH CENTRAL ESTATES (1-30)
18	SOUTHWEST RESIDENTIAL (1-31)
19	TECHNOLOGY (1-32)

01 CENTRAL DISTRICT

DISTRICT DESCRIPTION

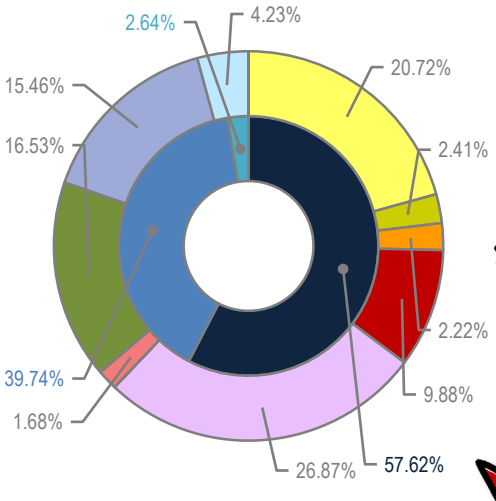
The *Central District* is composed of a wide range of land uses that vary from single-family to industrial. The district's residential areas consist of suburban residential (*e.g. Park Place*), estate and rural residential (*e.g. Rolling Meadows Subdivision*), and higher density residential developments (*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.

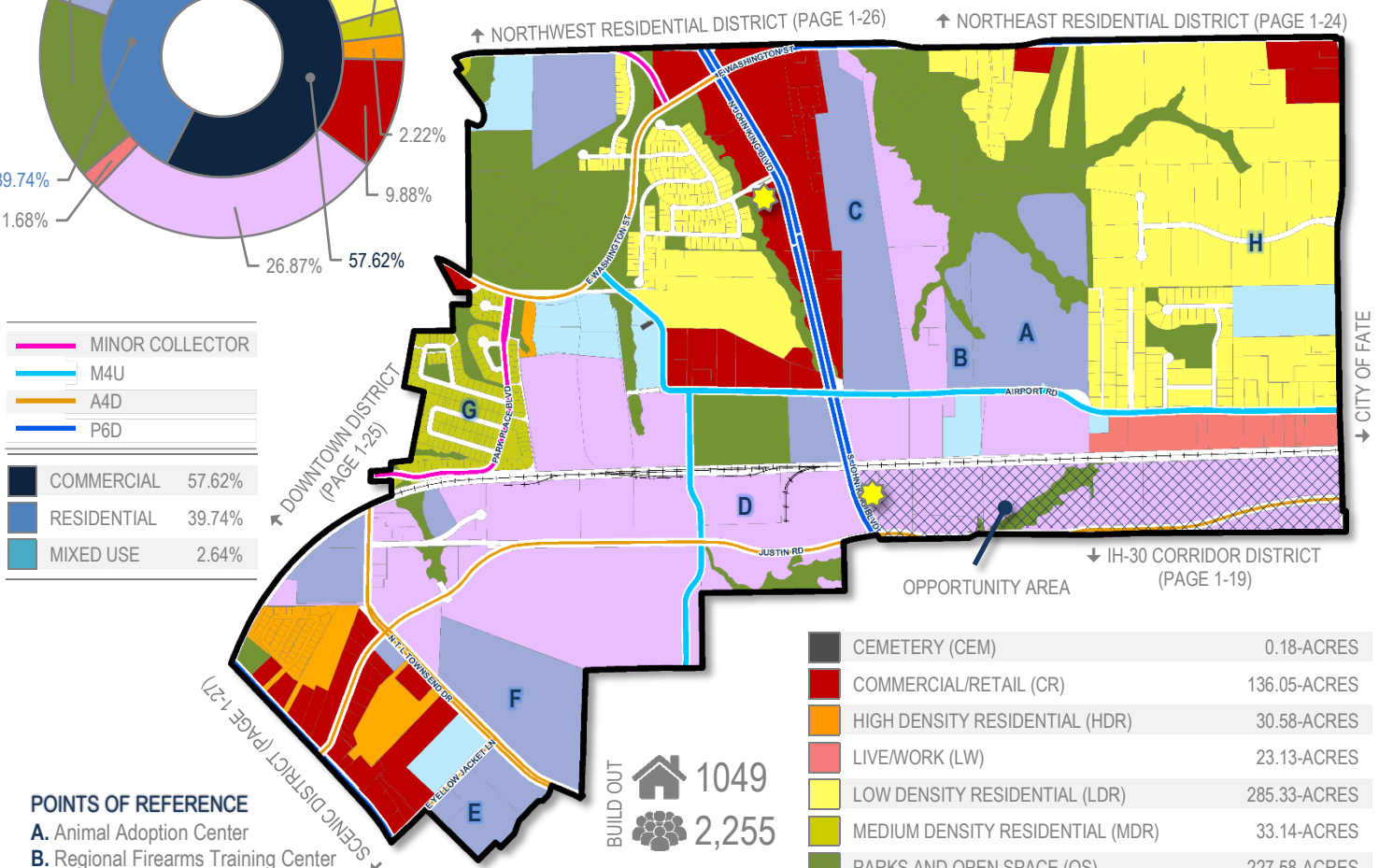
John King Boulevard Trail Plan
Rest Stop/Trailblazer Pylon

DISTRICT STRATEGIES

The *Central District* still has some key vacant and underutilized tracts of land that are anticipated to shape the area moving forward. Taking these areas into consideration the following are the strategies for this district:

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.





MINOR COLLECTOR	
M4U	
A4D	
P6D	

COMMERCIAL	57.62%
RESIDENTIAL	39.74%
MIXED USE	2.64%

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

	CURRENT	BUILD OUT	% OF ROCKWALL
	622	1049	2.60%
	77		3.94%
	1,337	2,255	2.05%

CEMETERY (CEM)	0.18-ACRES
COMMERCIAL/RETAIL (CR)	136.05-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	30.58-ACRES
LIVE/WORK (LW)	23.13-ACRES
LOW DENSITY RESIDENTIAL (LDR)	285.33-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	33.14-ACRES
PARKS AND OPEN SPACE (OS)	227.58-ACRES
PUBLIC (P)	212.88-ACRES
QUASI-PUBLIC (QP)	58.26-ACRES
SPECIAL COMMERCIAL CORRIDOR (SC)	0.07-ACRES
TECHNOLOGY/EMPLOYMENT CENTER (TEC)	369.98-ACRES

02 DOWNTOWN DISTRICT

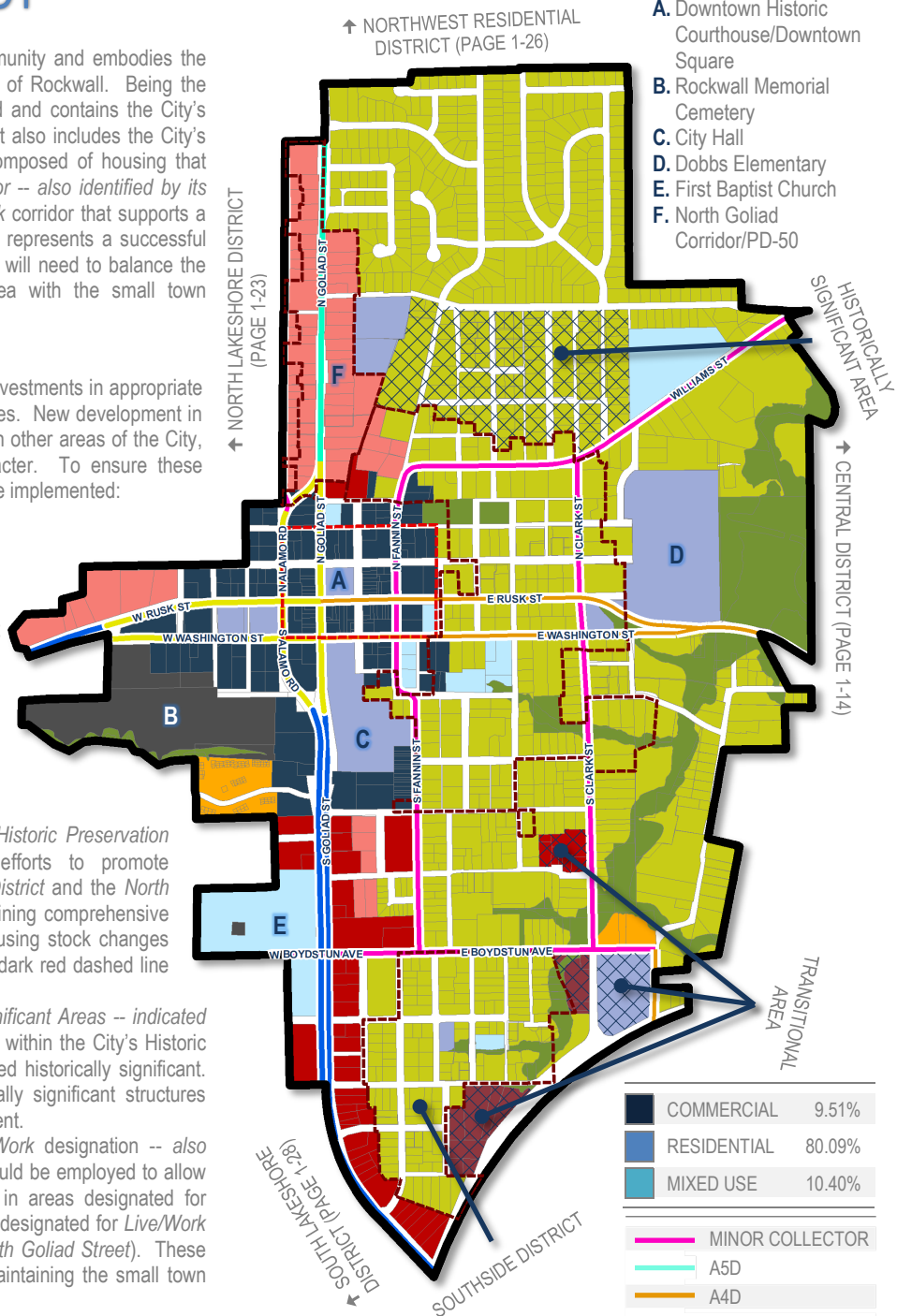
DISTRICT DESCRIPTION

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

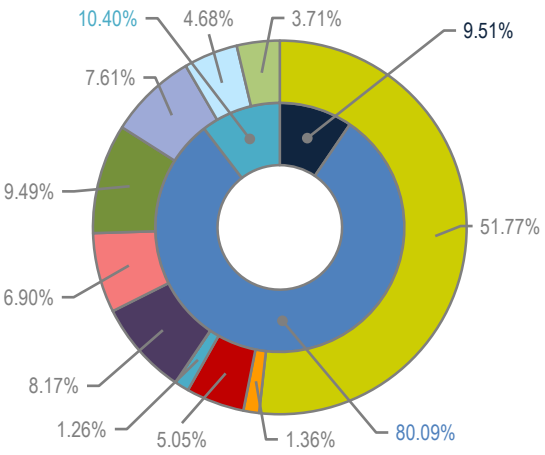
The *Downtown District* will continue to prosper through investments in appropriate infill development and adaptive reuse of existing structures. New development in this area should be held to a higher level of scrutiny than other areas of the City, to ensure that the district retains its small-town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



COMMERCIAL	9.51%
RESIDENTIAL	80.09%
MIXED USE	10.40%

MINOR COLLECTOR
A5D
A4D
P3U
P6D



	BUILD OUT	CURRENT	% OF ROCKWALL
	1,380	1,268	5.31%
	3,433	249	12.76%
		3,147	4.82%

CEMETERY (CEM)	17.11-ACRES
COMMERCIAL/INDUSTRIAL (CI)	5.82-ACRES
COMMERCIAL/RETAIL (CR)	23.28-ACRES
DOWNTOWN (DT)	37.67-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	6.27-ACRES
LIVE/WORK (LW)	31.84-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	238.82-ACRES
PARKS AND OPEN SPACE (OS)	43.77-ACRES
PUBLIC (P)	35.10-ACRES
QUASI-PUBLIC (QP)	21.60-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

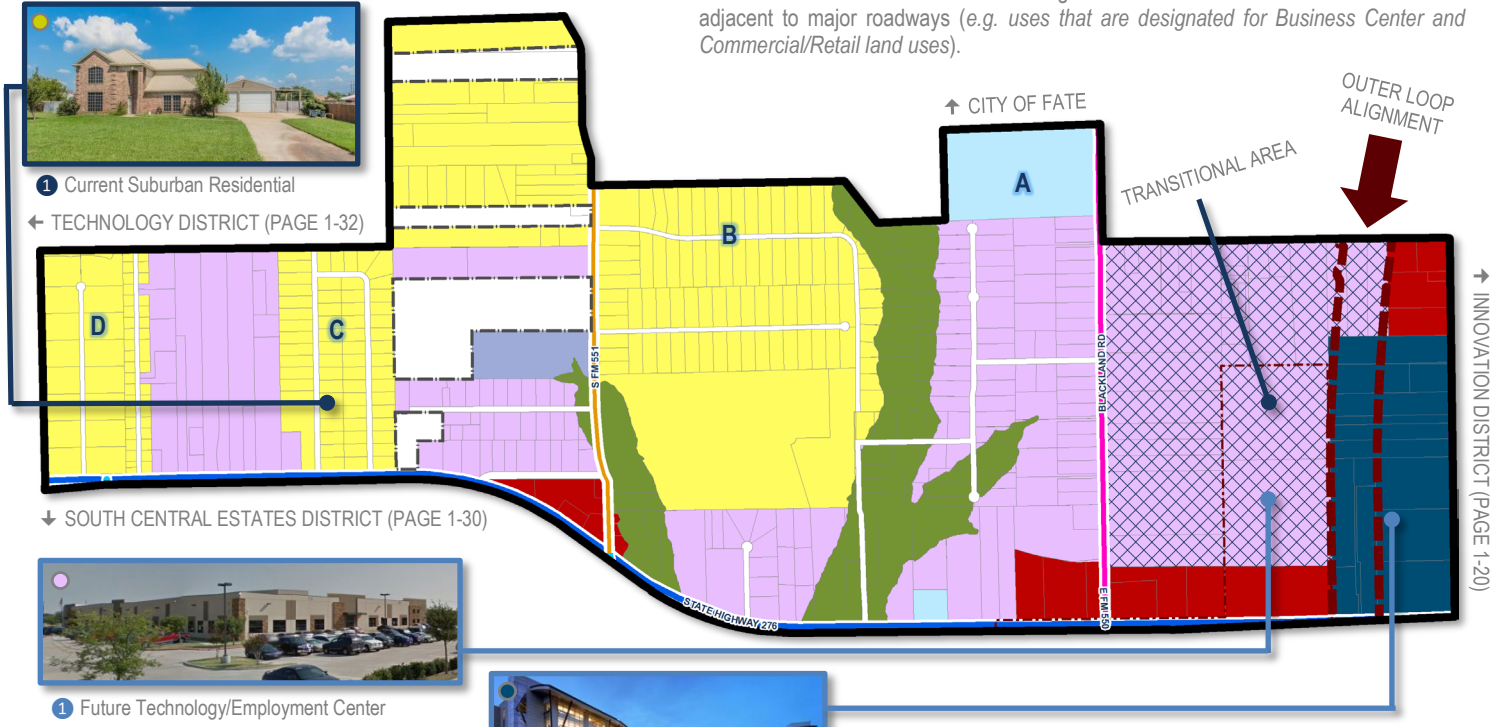
- Current Land Use
- Future Land Use

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:

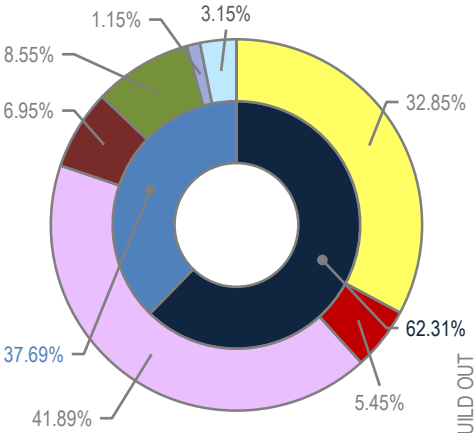
1. *Technology/Employment Center*. Due to the close proximity of SH-276, the areas identified for *Technology/Employment Center* are suitable for smaller to mid-sized businesses (*e.g. contractor shops, small manufacturing shops/warehouses, business incubators, etc.*). These areas should be buffered 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 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. *Transitional 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 Current Suburban Residential



1 Future Technology/Employment Center

2 Future Business Center



COMMERCIAL	62.31%
RESIDENTIAL	37.69%
MIXED USE	0.00%

- MINOR COLLECTOR
- M4U
- P6D

CURRENT: 358 | 109 | 1,124

% OF ROCKWALL: 1.50% | 5.58% | 1.72%

BUILD OUT: 507 | 1,593

BUSINESS CENTER	86.38-ACRES
COMMERCIAL/RETAIL (CR)	67.72-ACRES
LOW DENSITY RESIDENTIAL (LDR)	408.04-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)	520.42-ACRES

04 FAR EAST DISTRICT

DISTRICT DESCRIPTION

The *Far East District* is located at the eastern most point of the City's Extraterritorial Jurisdiction (ETJ) and is bisected by the Rockwall County/Hunt County line. This district currently is primarily developed with low density estate housing that is on OSSF or septic systems. The only major roadway located within the district is SH-276, which acts as the districts primary east/west access. The *Far District* represents an area that will likely not change dramatically in the near future; however, there are some possibilities of SH-276 developing with future commercial land uses that will serve the existing residential in the area.

DISTRICT STRATEGIES

The *Far East District* is not anticipated to change dramatically in the near future. Taking this into consideration the following strategies should be implemented in this district:

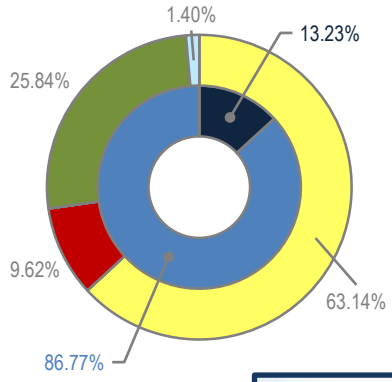
1. *Suburban Residential*. While many of the larger tracts in this area are not large enough to support a master planned community, any new *Suburban Residential* developments should include a mix of larger to mid-sized lots. Lots in these developments should not be smaller than existing *Suburban Residential* 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.
2. *Commercial/Retail Centers*. The commercial/retail centers along SH-276 are ideal for smaller retail businesses and restaurants that could support the existing residential development in the area. All commercial developments should incorporate appropriate screening (*e.g. berms, landscaping, and large buffers*) to transition uses and should be designed to a scale that provides appropriate transitions to existing established residential properties.

POINTS OF REFERENCE

A. Chisolm Trail Subdivision
B. Buena Vista Subdivision
C. Wildwood Subdivision

LAND USE PALETTES

Current Land Use
Future Land Use

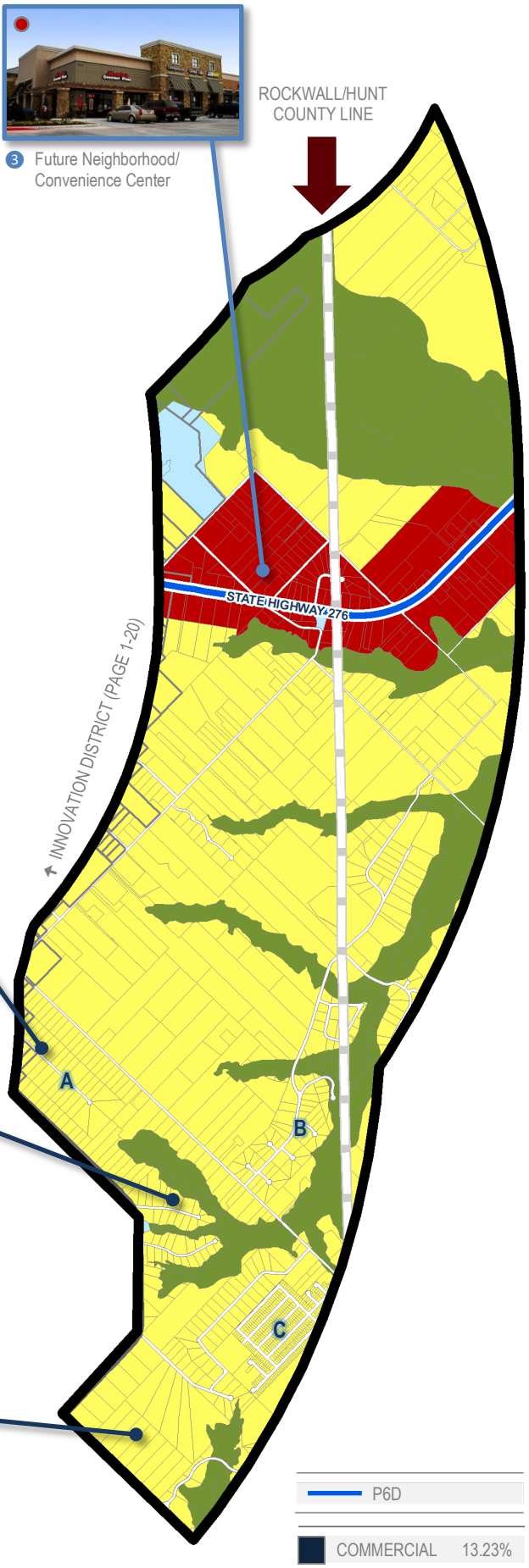


3 Future Neighborhood/ Convenience Center

1 Current Suburban Residential

1 Current Residential

1 Current Suburban Residential



BUILD OUT		2,491
		7,654
CURRENT		823
		7
		2,436
% OF ROCKWALL		3.44%
		0.36%
		3.73%

COMMERCIAL/RETAIL (CR)	415.90-ACRES
LOW DENSITY RESIDENTIAL (LDR)	2,728.89-ACRES
PARKS AND OPEN SPACE (OS)	1,116.67-ACRES
QUASI-PUBLIC (QP)	60.39-ACRES

P6D

COMMERCIAL	13.23%
RESIDENTIAL	86.77%
MIXED USE	0.00%

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

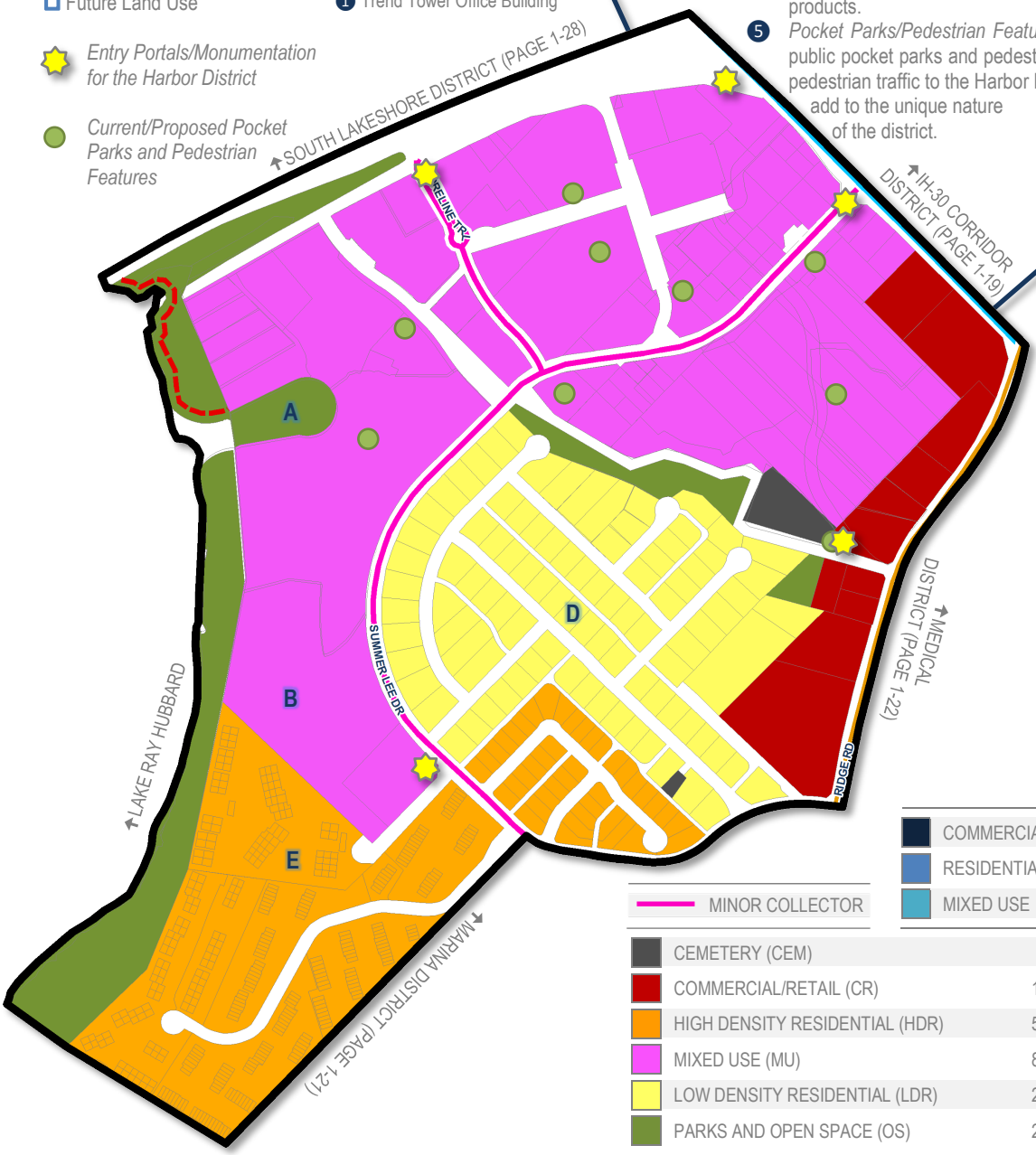
LAND USE PALETTES

Current Land Use
Future Land Use

Entry Portals/Monumentation for the Harbor District

Current/Proposed Pocket Parks and Pedestrian Features

1 Trend Tower Office Building

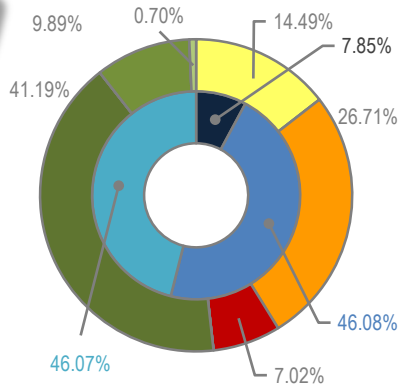


DISTRICT STRATEGIES

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 low density, suburban housing products.
5. *Pocket Parks/Pedestrian Features and Trails*. A series of private and public pocket parks and pedestrian features connected by trails leading pedestrian traffic to the Harbor Fountain/Park should be established to add to the unique nature of the district.

3 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)	54.21-ACRES
MIXED USE (MU)	83.60-ACRES
LOW DENSITY RESIDENTIAL (LDR)	29.42-ACRES
PARKS AND OPEN SPACE (OS)	20.07-ACRES

CURRENT	1,448	
	126	
	3,359	
% OF ROCKWALL	6.06%	
	6.45%	
	5.14%	
BUILD OUT	1,494	
	3,466	

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 73.14% developed, with the remaining 26.86% 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

IH-30 Corridor Plan
Eastern Entry Portals

2/3 Future Regional Center

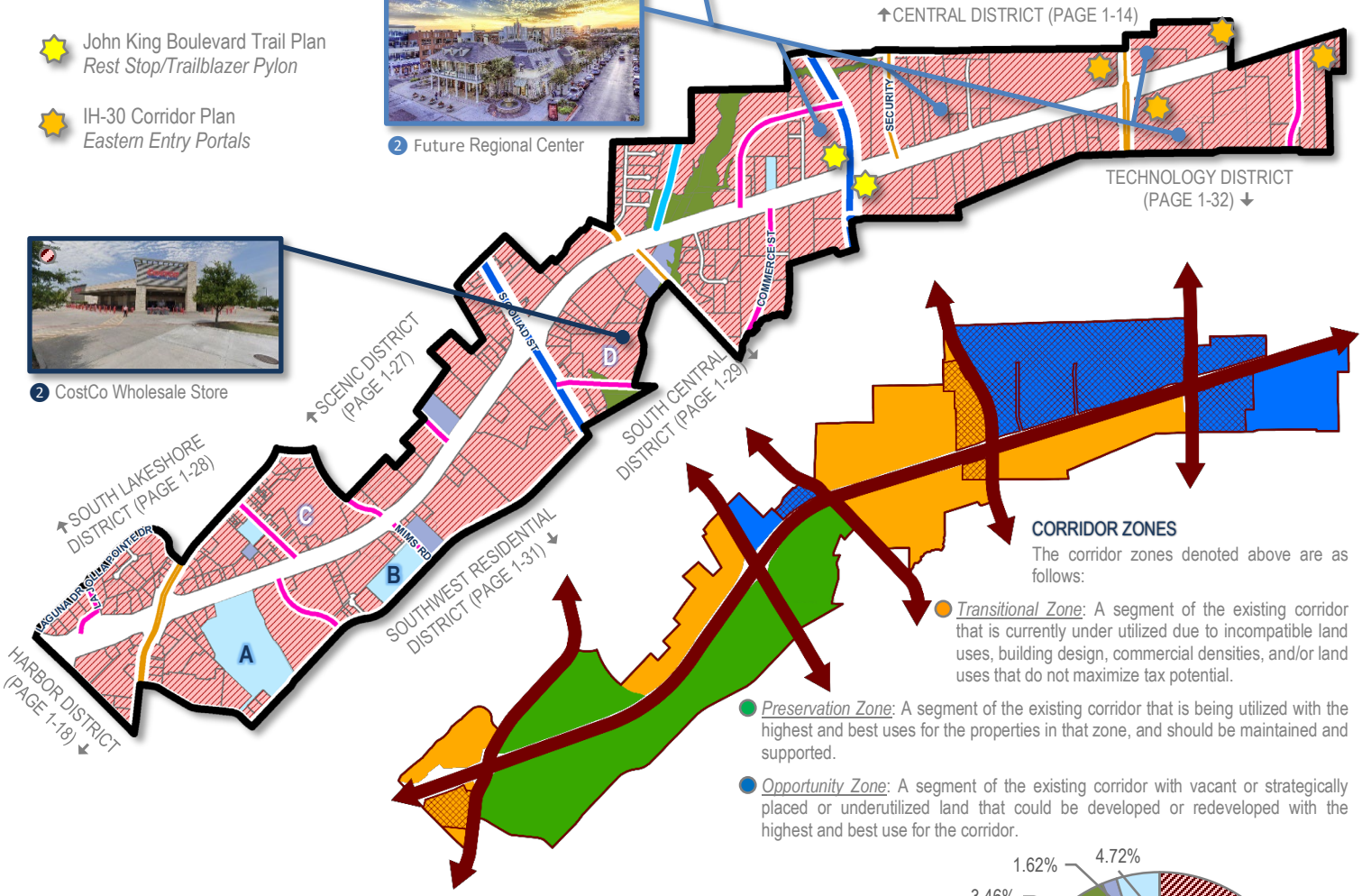
2 Future Regional Center

2 CostCo Wholesale Store

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 considered when reviewing new development within the IH-30 Corridor.
2. *Regional Center*. In accordance with the *IH-30 Corridor Plan*, a regional center should be located on each of the properties denoted in the red cross hatch (⊠) in the Corridor Zones map below. These regional centers should generally follow one (1) of the four (4) models identified in the *IH-30 Corridor Plan* (*i.e. Strip Retail Center, Mixed-Use Center, Town Center, or Regional Designation Center models*).
3. *Open Space*. Large commercial centers should incorporate green space or open space at the center of the development that can be used to provide amenity or break up large parking fields.
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.



CORRIDOR ZONES

The corridor zones denoted above are as follows:

- *Transitional Zone*: A segment of the existing corridor that is currently under utilized due to incompatible land uses, building design, commercial densities, and/or land uses that do not maximize tax potential.
- *Preservation Zone*: A segment of the existing corridor that is being utilized with the highest and best uses for the properties in that zone, and should be maintained and supported.
- *Opportunity Zone*: A segment of the existing corridor with vacant or strategically placed or underutilized land that could be developed or redeveloped with the highest and best use for the corridor.

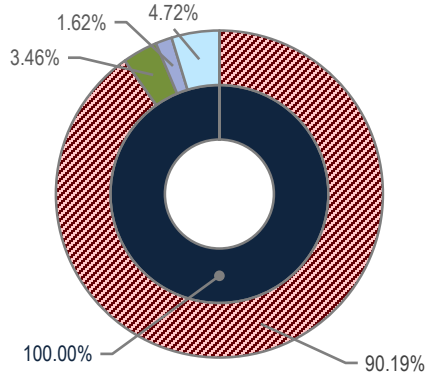
BUILD OUT
485*
1,043*

CURRENT % OF ROCKWALL
1 — 0.00%
633 — 32.43%
3 — 0.00%

COMMERCIAL	100.00%
RESIDENTIAL	0.00%
MIXED USE	0.00%

MINOR COLLECTOR	
M4U	
A4D	
P6D	

PARKS AND OPEN SPACE (OS)	37.03-ACRES
PUBLIC (P)	17.35-ACRES
QUASI-PUBLIC (QP)	50.46-ACRES
SPECIAL COMMERCIAL CORRIDOR (SC)	963.91-ACRES



07 INNOVATION DISTRICT

DISTRICT DESCRIPTION

The *Innovation District* is the second eastern most district and is entirely composed of the City's Extraterritorial Jurisdiction (ETJ). This district currently has several existing low 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 and along both these Roadways).* 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, 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

3 Future Neighborhood/ Convenience Center

← EMPLOYMENT DISTRICT (PAGE 1-16)

SH-548

N MUNSON RD

A

STATE HIGHWAY 276

SH-548

SOUTH CENTRAL ESTATES DISTRICT (PAGE 1-30) →

B

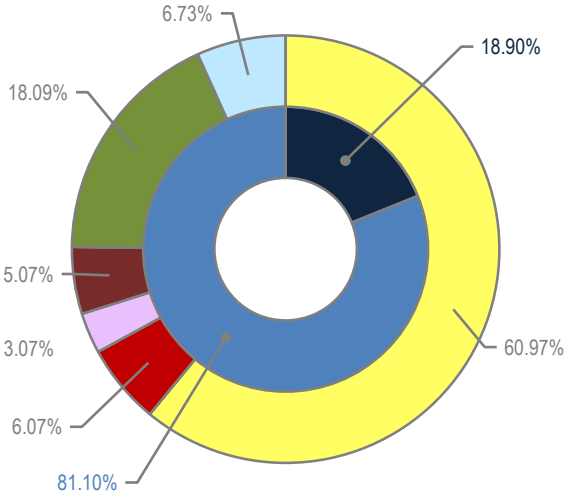
C

D

FAR EAST DISTRICT (PAGE 1-17) →

4 Future Business Center

2 Current Suburban Residential



BUILD OUT		1,541
		4,707
CURRENT		363
		2
		1,102
% OF ROCKWALL		1.52%
		0.10%
		1.69%

COMMERCIAL	18.90%
RESIDENTIAL	81.10%
MIXED USE	0.00%

MINOR COLLECTOR	
M4U	

BUSINESS CENTER (BC)	140.62-ACRES
COMMERCIAL/RETAIL (CR)	168.19-ACRES
TECHNOLOGY/EMPLOYMENT CENTER	85.25-ACRES
LOW DENSITY RESIDENTIAL (LDR)	1,690.41-ACRES
QUASI-PUBLIC (QP)	186.73-ACRES
PARKS AND OPEN SPACE (OS)	501.48-ACRES

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

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

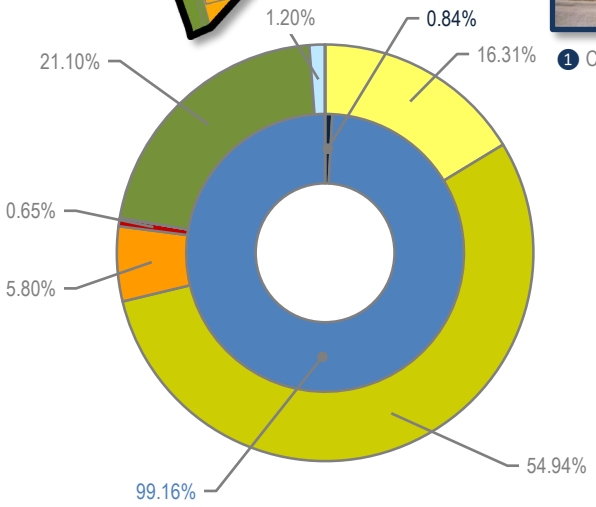
- Current Land Use
- Future Land Use

1 Current Suburban Residential

1 Current Suburban Residential

1 Current Suburban Residential

CURRENT	1,468	
	9	
	3,708	
BUILD OUT	1,526	
	3,847	
% OF ROCKWALL	6.14%	
	0.46%	
	5.67%	



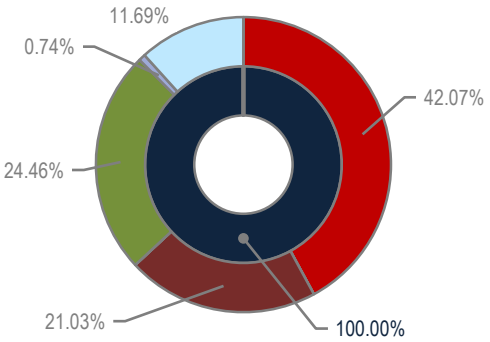
COMMERCIAL	0.84%
RESIDENTIAL	99.16%
MIXED USE	0.00%

- MINOR COLLECTOR
- A4D
- M4U

CEMETERY (CEM)	0.03-ACRES
COMMERCIAL/RETAIL (CR)	2.80-ACRES
LOW DENSITY RESIDENTIAL (LDR)	70.19-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	236.44-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	24.95-ACRES
PARKS AND OPEN SPACE (OS)	90.08-ACRES
QUASI-PUBLIC (QP)	5.18-ACRES

09 MEDICAL DISTRICT

CURRENT	0	
	173	
	0	
BUILD OUT	0	
	0	
% OF ROCKWALL	0.00%	
	8.86%	
	0.00%	



BUSINESS CENTER	36.01-ACRES
COMMERCIAL/RETAIL (CR)	72.06-ACRES
PARKS AND OPEN SPACE (OS)	41.90-ACRES
PUBLIC (P)	1.27-ACRES
QUASI-PUBLIC (QP)	20.03-ACRES

COMMERCIAL	100.00%
RESIDENTIAL	0.00%
MIXED USE	0.00%

MINOR COLLECTOR
M4U
A4D

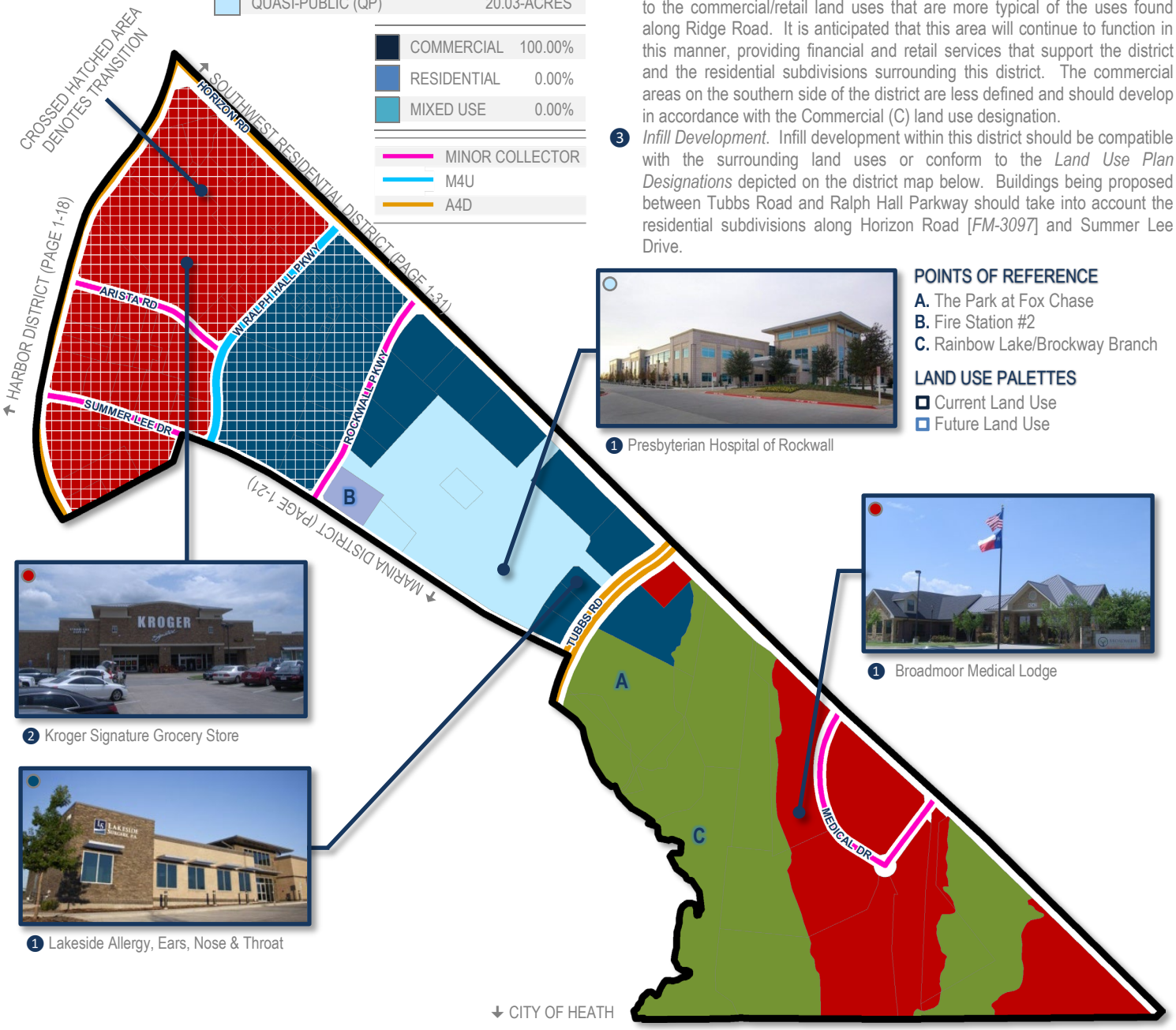
DISTRICT DESCRIPTION

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.



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 Presbyterian Hospital of Rockwall

2 Kroger Signature Grocery Store

1 Lakeside Allergy, Ears, Nose & Throat

1 Broadmoor Medical Lodge

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.

1 Current Suburban Residential

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 (---).

1 Current Suburban Residential

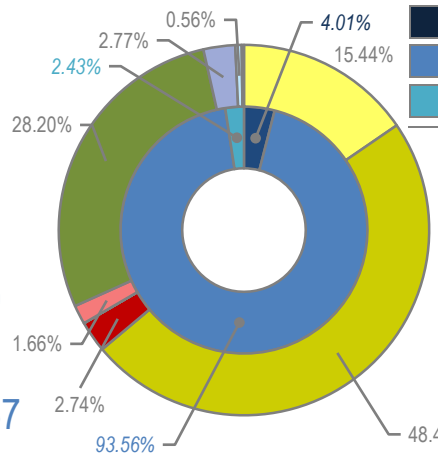
1 Current Suburban Residential

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



COMMERCIAL	4.01%
RESIDENTIAL	93.56%
MIXED USE	2.43%

MINOR COLLECTOR	
M4U	
A4D	

CEMETERY (CEM)	3.76-ACRES
COMMERCIAL/RETAIL (CR)	52.10-ACRES
LIVE/WORK (LW)	31.65-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	922.28-ACRES
LOW DENSITY RESIDENTIAL (LDR)	293.89-ACRES
PARKS AND OPEN SPACE (OS)	536.95-ACRES
PUBLIC (P)	52.71-ACRES
QUASI-PUBLIC (QP)	10.57-ACRES

BUILD OUT
4,261
12,377

% OF ROCKWALL
16.95%
3.94%
18.01%

CURRENT
4,050
77
11,767

11 NORTHEAST RESIDENTIAL DISTRICT

DISTRICT DESCRIPTION

The *Northeast Residential District* is characterized by its established low-density residential subdivisions and rural/estate style lots. This district has several newer low-density housing subdivisions that reflect the current development patterns in the area. 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.

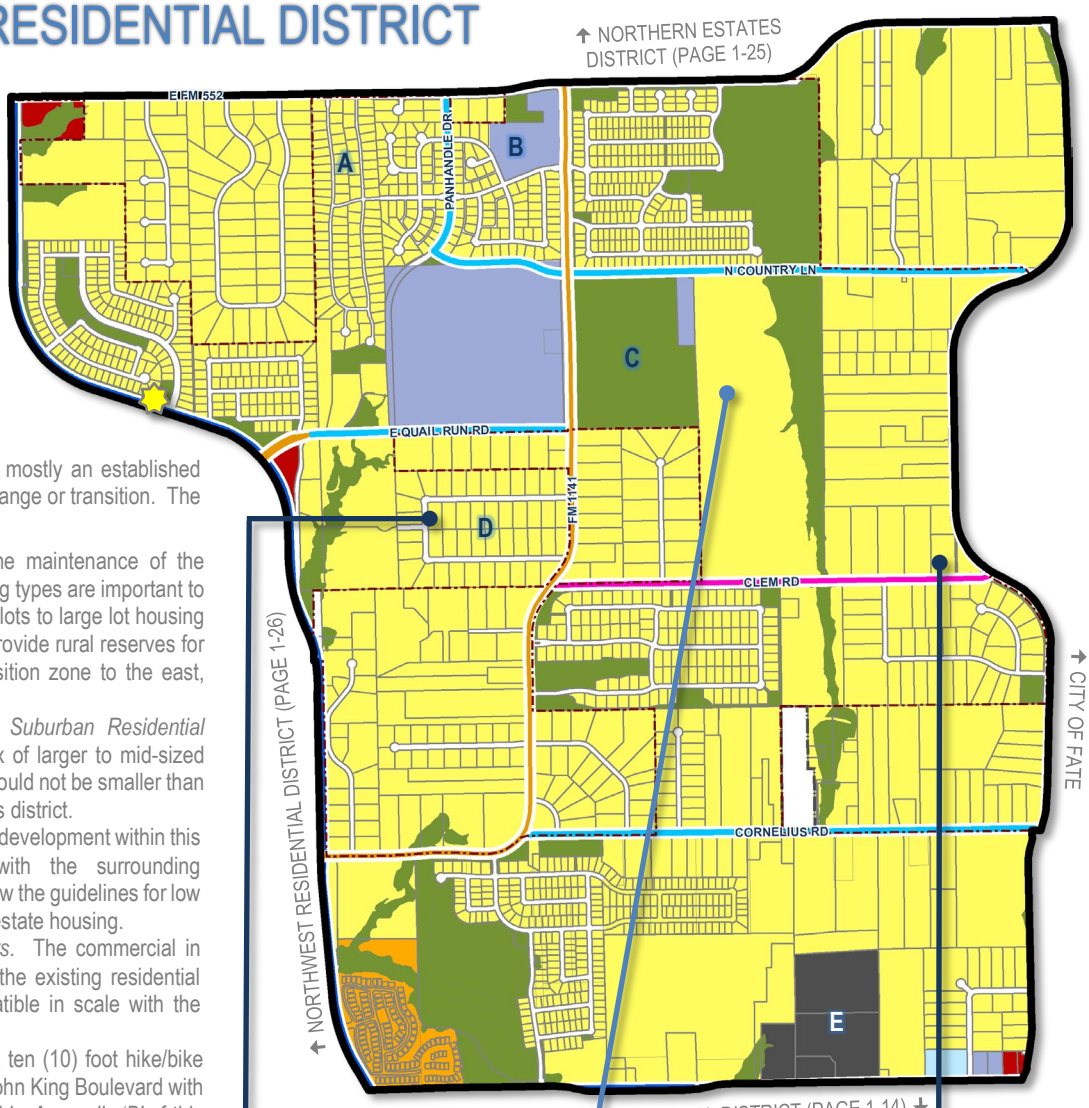
POINTS OF REFERENCE

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

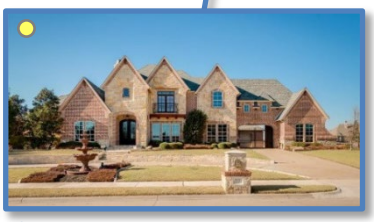
LAND USE PALETTES

- Current Land Use
- Future Land Use

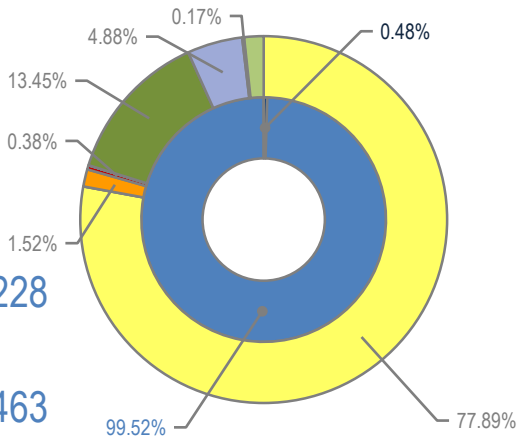
John King Boulevard Trail Plan
Rest Stop/Trailblazer Pylon



2 Current Suburban Residential


2 Future Suburban Residential

1 Current Rural Residential



MINOR COLLECTOR	
M4U	
A4D	

COMMERCIAL	0.48%
RESIDENTIAL	99.52%
MIXED USE	0.00%

CEMETERY (CEM)	32.34-ACRES
COMMERCIAL/RETAIL (CR)	7.19-ACRES
LOW DENSITY RESIDENTIAL (LDR)	1,477.00-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	28.79-ACRES
PARKS AND OPEN SPACE (OS)	255.10-ACRES
PUBLIC (P)	92.48-ACRES
QUASI-PUBLIC (QP)	3.25-ACRES

	BUILD OUT	CURRENT
	2,198	1,228
	6,199	3,463
% OF ROCKWALL	5.14%	1,228
	0.82%	16
	5.30%	3,463

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

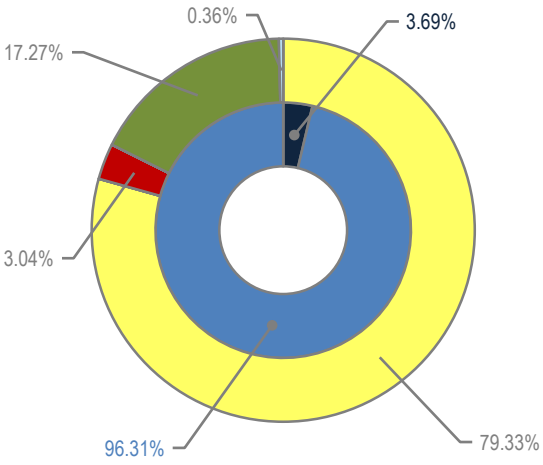
A. Park at Breezy Hill
B. Breezy Hill Subdivision
C. Hidden Valley Estates
D. Skyview Country Estates
E. Holiday Farm Subdivision

LAND USE PALETTES

Current Land Use
Future Land Use

John King Boulevard Trail Plan
Rest Stop/Trailblazer Pylon

CURRENT	998	
	2	
	2,242	
BUILD OUT	2,277	
	5,057	
% OF ROCKWALL	4.18%	
	0.10%	
	3.43%	



DISTRICT STRATEGIES

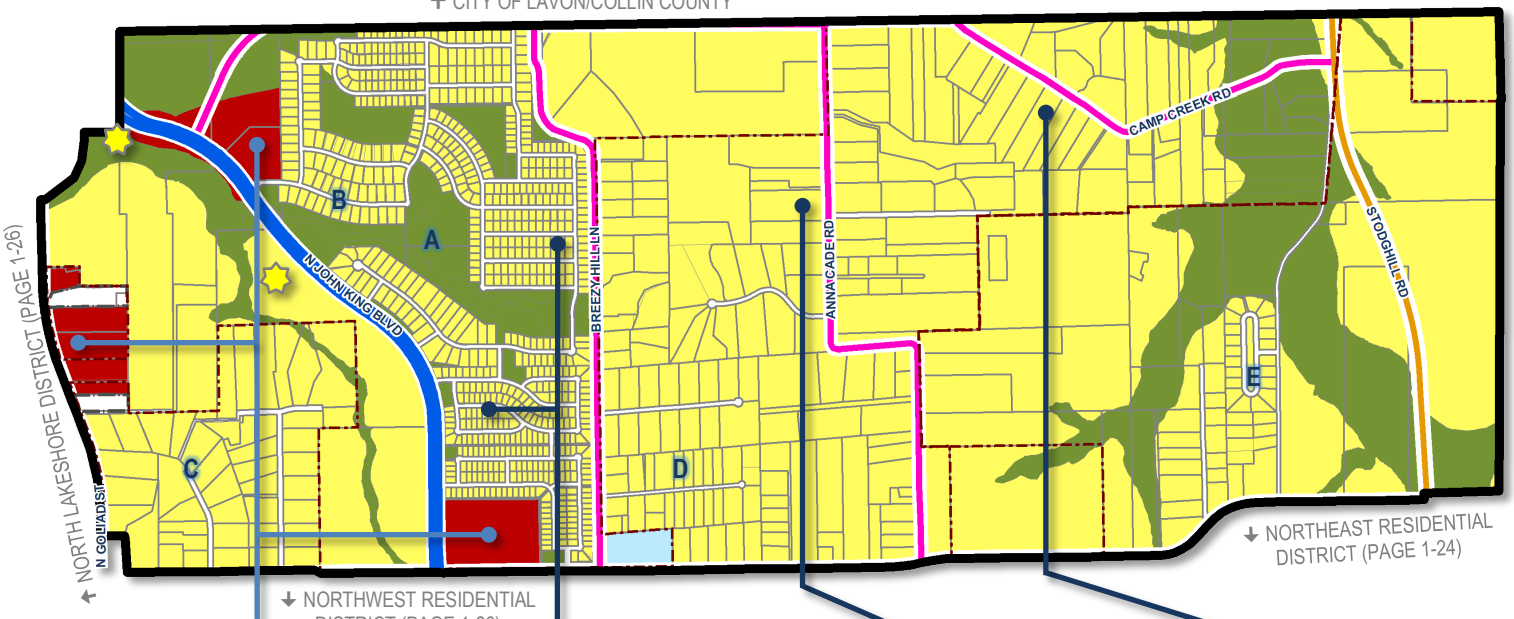
The *Northern Estates District* being mostly an established single-family district, is not anticipated to change or transition in the future. The following are the strategies for this district:

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.

MINOR COLLECTOR	
P6D	
A4D	

COMMERCIAL	3.69%
RESIDENTIAL	96.31%
MIXED USE	0.00%

COMMERCIAL/RETAIL (CR)	62.14-ACRES
LOW DENSITY RESIDENTIAL (LDR)	1,623.08-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	0.04-ACRES
PARKS AND OPEN SPACE (OS)	353.38-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

2 Shops at Stone Creek

1 Current Suburban Residential

2 Kroger Shopping Center

1 Current Suburban Residential

2 Future Neighborhood/Convenience Center

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

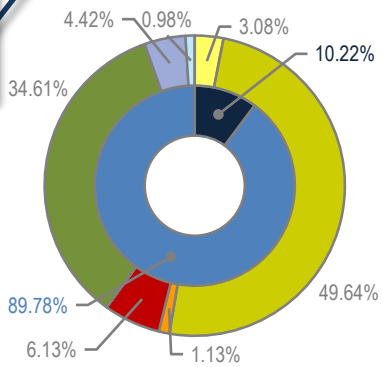
A. J. W. Williams Middle School
B. The Park at Stone Creek
C. Stone Creek Subdivision
D. Fire Station #3
E. The Parks at Squabble Creek
F. Caruth Lakes Subdivision

John King Boulevard Trail Plan *Rest Stop/Trailblazer*

LAND USE PALETTES

Current Land Use
Future Land Use

BUILD OUT	2,239	
	6,807	
% OF ROCKWALL	8.29%	
	2.00%	
	9.21%	
CURRENT	1,981	
	39	
	6,022	



COMMERCIAL	10.22%
RESIDENTIAL	89.78%
MIXED USE	0.00%

P6D	
MINOR COLLECTOR	
M4U	
A4D	

COMMERCIAL/RETAIL (CR)	60.20-ACRES
LOW DENSITY RESIDENTIAL (LDR)	30.24-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	487.31-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	11.11-ACRES
PARKS AND OPEN SPACE (OS)	339.74-ACRES
PUBLIC (P)	43.39-ACRES
QUASI-PUBLIC (QP)	9.66-ACRES

14 SCENIC DISTRICT

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:

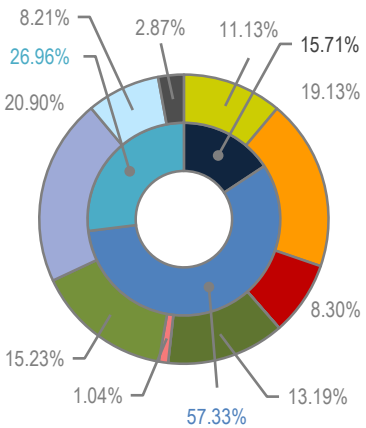
1. *Live/Work*. The properties designated for *Live/Work* land uses (*i.e. at the end of Old County Road*) have limited access and low visibility making the land not suitable for retail land uses. In addition, one of the three (3) properties has already transitioned to a non-residential land use and 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

LAND USE PALETTES

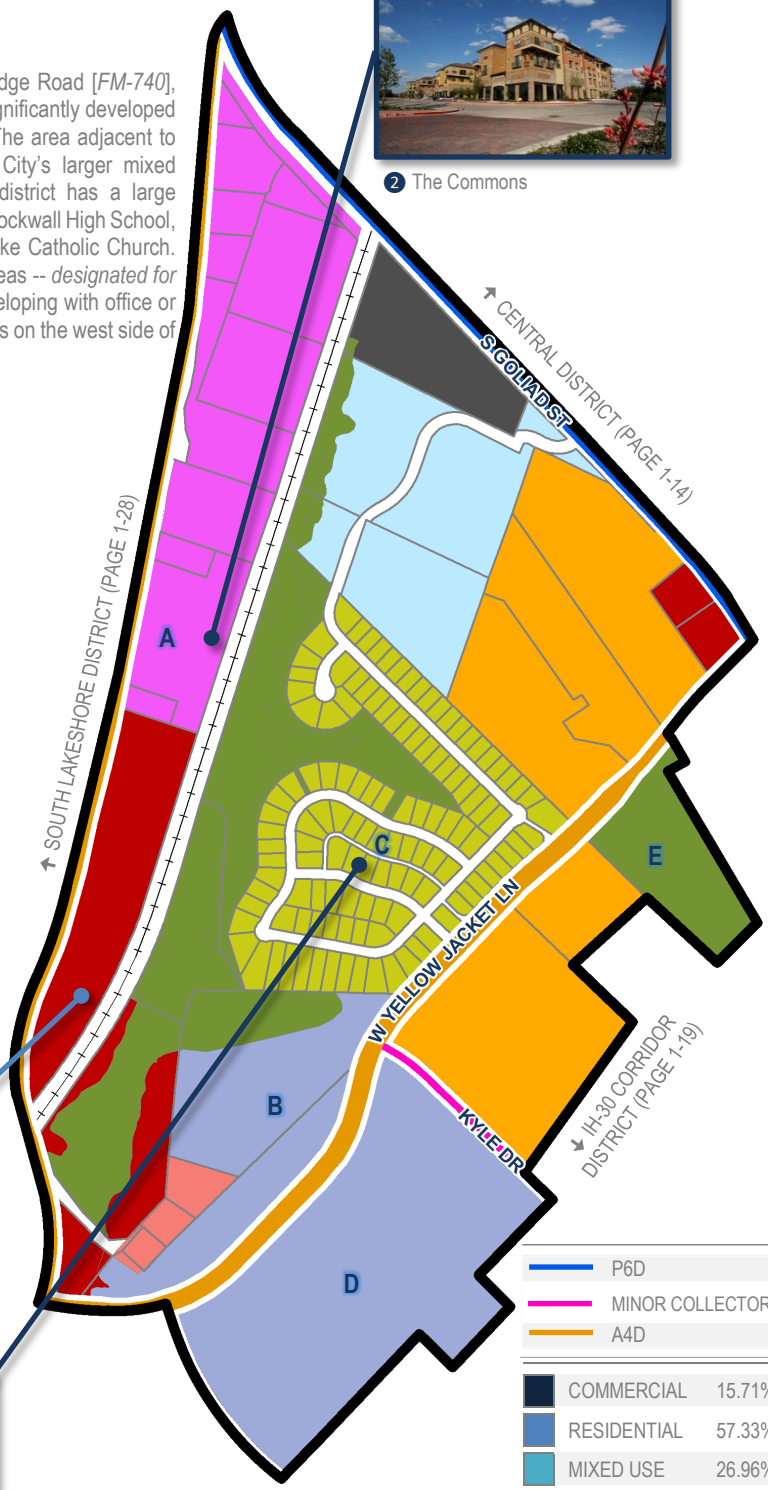
Current Land Use
Future Land Use



2 The Commons

3 Future Neighborhood/ Convenience Center

4 Current Suburban Residential



CURRENT	1,214	5.08%
	68	3.48%
	2,768	4.24%
BUILD OUT	1,214	
	2,768	

CEMETERY (CEM)	7.22-ACRES
COMMERCIAL/RETAIL (CR)	20.89-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	48.17-ACRES
LIVE/WORK (LW)	2.63-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	28.04-ACRES
MIXED USE (MU)	33.21-ACRES
PARKS AND OPEN SPACE (OS)	38.36-ACRES
PUBLIC (P)	52.63-ACRES
QUASI-PUBLIC (QP)	20.67-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

1 Current Suburban Residential

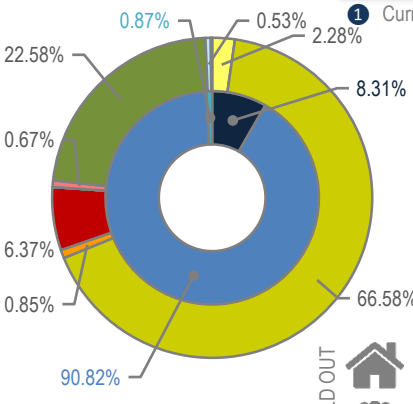
3 Dyer Insurance

1 Current Suburban Residential

1 Current Suburban Residential

1 Current Suburban Residential

1 Current Suburban Residential



		CURRENT	% OF ROCKWALL
	BUILD OUT		
Households	1,626	1,605	6.72%
Businesses		35	1.79%
Employees	3,675	3,627	5.55%

MINOR COLLECTOR	
COMMERCIAL	8.31%
RESIDENTIAL	90.82%
MIXED USE	0.87%

CEMETERY (CEM)	0.75-ACRES
COMMERCIAL/RETAIL (CR)	34.92-ACRES
LIVE/WORK (LW)	3.66-ACRES
LOW DENSITY RESIDENTIAL (LDR)	12.48-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	364.76-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	4.63-ACRES
PARKS AND OPEN SPACE (OS)	123.71-ACRES
QUASI-PUBLIC (QP)	2.93-ACRES

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 that are entitled 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 has created a major intersection at the corner of SH-205 and SH-276 that is anticipated to be a major commercial corner in the future.

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

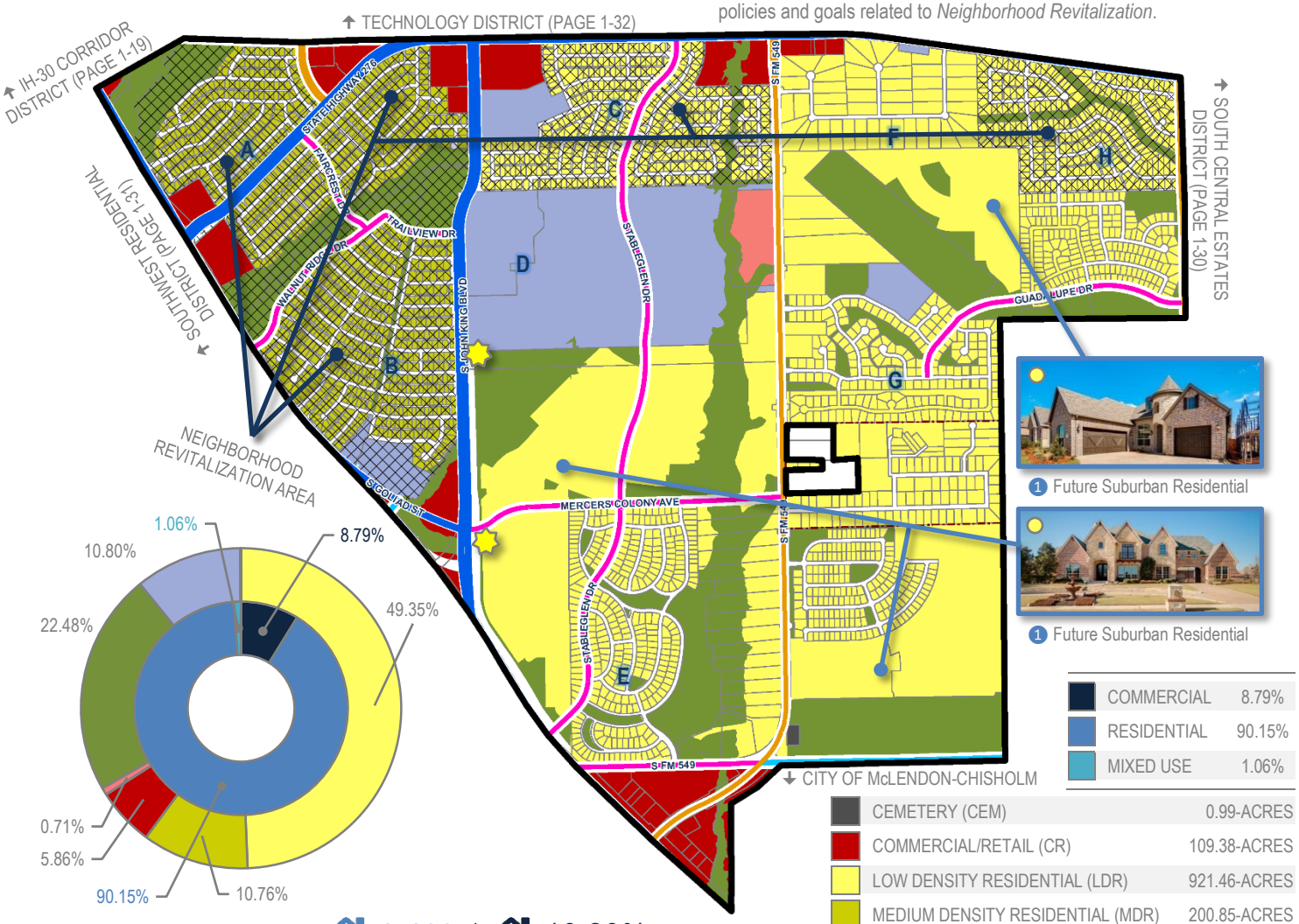
- Current Land Use
- Future Land Use

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. *Infill Development*. Residential infill development within this district should be compatible with the surrounding structures and should generally follow the guidelines for low or medium density, suburban housing.
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.
4. *Neighborhood Revitalization Area*. See Goal #4 of Section 02.01, *Existing Residential Developments*, of Chapter 8, *Residential*, of this document for policies and goals related to *Neighborhood Revitalization*.



1 Future Suburban Residential

1 Future Suburban Residential

COMMERCIAL	8.79%
RESIDENTIAL	90.15%
MIXED USE	1.06%

CEMETERY (CEM)	0.99-ACRES
COMMERCIAL/RETAIL (CR)	109.38-ACRES
LOW DENSITY RESIDENTIAL (LDR)	921.46-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	200.85-ACRES
LIVE/WORK (LW)	13.19-ACRES
PARKS AND OPEN SPACE (OS)	283.44-ACRES
PUBLIC (P)	201.62-ACRES
QUASI-PUBLIC (QP)	0.07-ACRES

- MINOR COLLECTOR
- A4D
- M4U
- P6D

	CURRENT	% OF ROCKWALL	BUILD OUT
	2,460	10.29%	3,125
	17	0.87%	
	7,761	11.88%	9,770

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

DISTRICT STRATEGIES

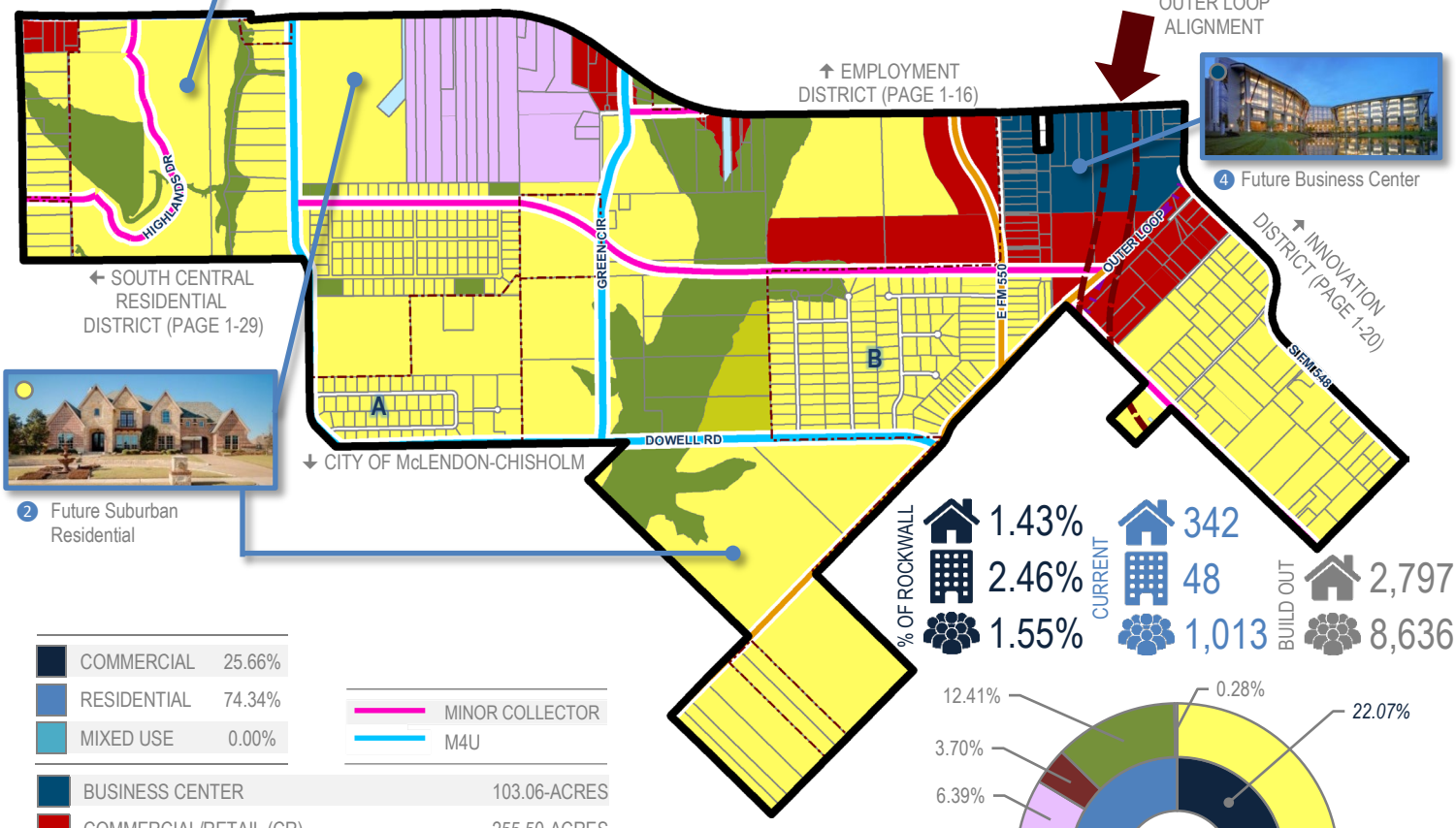
Taking into account that the *South Central Estates District* has a large amount of mostly vacant or raw land with limited access to infrastructure (*i.e. water and wastewater facilities*), the following are the recommended strategies for this district:

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.

2 Future Suburban Residential

4 Future Business Center

2 Future Suburban Residential

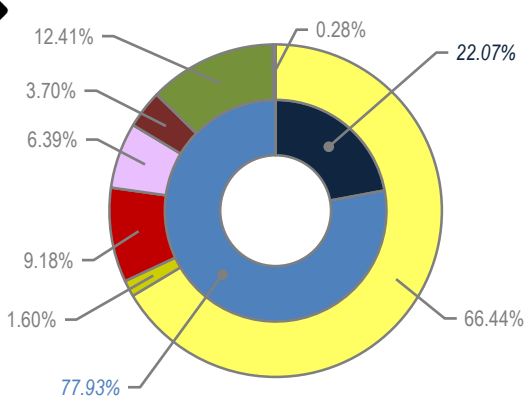


COMMERCIAL	25.66%
RESIDENTIAL	74.34%
MIXED USE	0.00%

MINOR COLLECTOR
M4U

BUSINESS CENTER	103.06-ACRES
COMMERCIAL/RETAIL (CR)	255.50-ACRES
LOW DENSITY RESIDENTIAL (LDR)	1,849.97-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	44.54-ACRES
PARKS AND OPEN SPACE (OS)	354.43-ACRES
QUASI-PUBLIC (QP)	7.79-ACRES
TECHNOLOGY/EMPLOYMENT CENTER (TEC)	177.95-ACRES

% OF ROCKWALL	CURRENT	BUILD OUT
1.43%	342	2,797
2.46%	48	
1.55%	1,013	8,636



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.

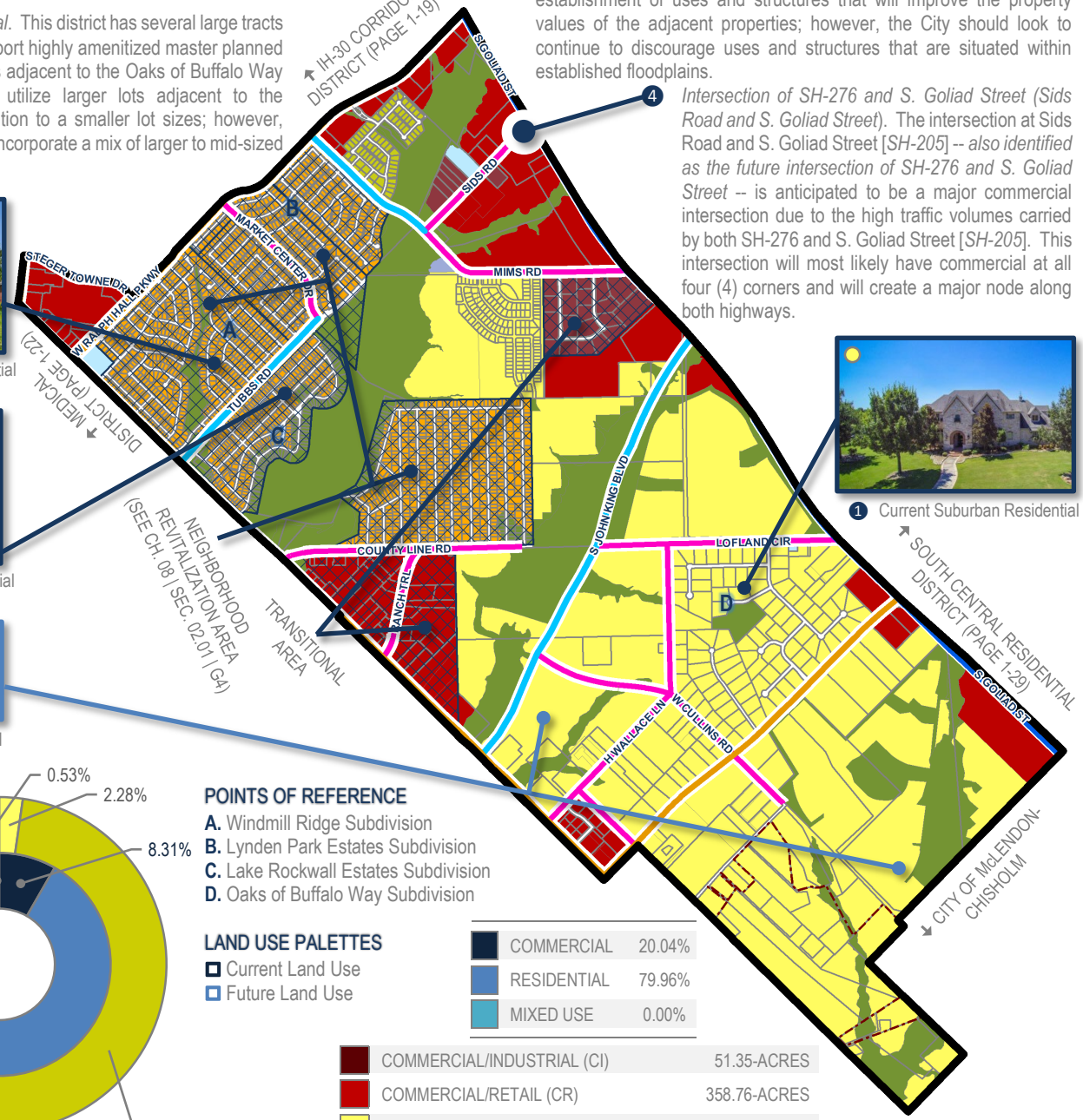
4. *Intersection of SH-276 and S. Goliad Street (Sids Road and S. Goliad Street)*. The intersection at Sids Road and S. Goliad Street [*SH-205*] -- *also identified as the future intersection of SH-276 and S. Goliad Street* -- is anticipated to be a major commercial intersection due to the high traffic 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.

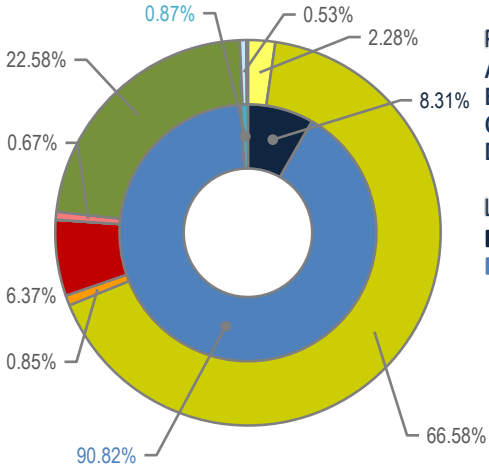
1 Current Suburban Residential

1 Current Suburban Residential

1 Future Suburban Residential

1 Current 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	20.04%	
RESIDENTIAL	79.96%	
MIXED USE	0.00%	

COMMERCIAL/INDUSTRIAL (CI)	51.35-ACRES	
COMMERCIAL/RETAIL (CR)	358.76-ACRES	
LOW DENSITY RESIDENTIAL (LDR)	1,109.94-ACRES	
MEDIUM DENSITY RESIDENTIAL (MDR)	19.82-ACRES	
HIGH DENSITY RESIDENTIAL (MDR)	359.08-ACRES	
PARKS AND OPEN SPACE (OS)	579.42-ACRES	
PUBLIC (P)	2.09-ACRES	
QUASI-PUBLIC (QP)	8.67-ACRES	

- MINOR COLLECTOR
- A4D
- M4U
- P6D

	CURRENT	% OF ROCKWALL	BUILD OUT
	2,360	9.88%	4,216
	181	9.27%	
	7,658	11.72%	13,674

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.

1 Current Suburban Residential

1 Pegasus Foods

1 Future Technology/Employment Center

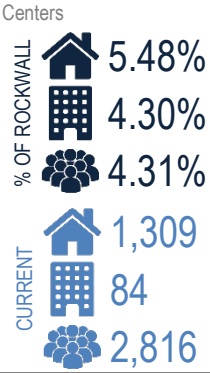
2 Future Suburban Residential

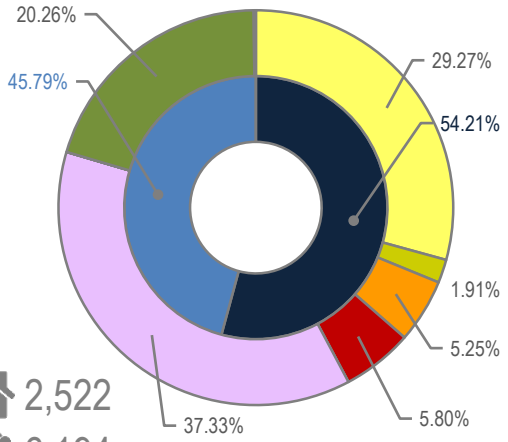
3 Future Neighborhood/Convenience Centers

COMMERCIAL	54.21%	
RESIDENTIAL	45.79%	
MIXED USE	0.00%	

MINOR COLLECTOR	
A4D	
M4U	
P6D	
TXDOT 4D	

COMMERCIAL/RETAIL (CR)	82.43-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	74.61-ACRES
LOW DENSITY RESIDENTIAL (LDR)	416.15-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	27.22-ACRES
PARKS AND OPEN SPACE (OS)	288.09-ACRES
PUBLIC (P)	1.95-ACRES
QUASI-PUBLIC (QP)	0.61-ACRES
TECHNOLOGY/EMPLOYMENT CENTER (TEC)	530.81-ACRES





20 SUMMARY LAND USE PLAN

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

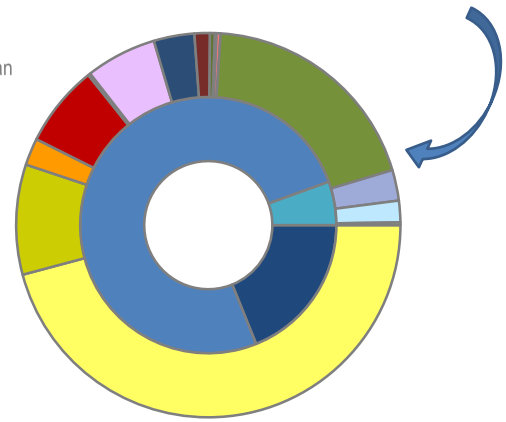
The following is a summary of the total acreage by *Land Use District* for each *Land Use Designation* and the corresponding land use breakdown at the time of the adoption of the Comprehensive Plan:

		RESIDENTIAL: 75.56%			COMMERCIAL: 18.90%			MIXED USE: 5.54%								
		LDR	MDR	HDR	CR	CI	TEC	SC	BC	MU	DT	LW	OS	P	QP	CEM
#	DISTRICT (PAGE #)															
1	CENTRAL (1-14)	285.33	33.14	30.58	136.05	0.00	369.98	0.07	0.00	0.00	0.00	23.13	227.58	212.88	58.26	0.18
2	DOWNTOWN (1-15)	0.00	238.82	6.27	23.28	5.82	0.00	0.00	0.00	0.00	37.67	31.84	43.77	35.10	21.60	17.11
3	EMPLOYMENT (1-16)	408.04	0.00	0.00	67.72	0.00	520.42	0.00	86.38	0.00	0.00	0.00	106.27	14.31	39.12	0.00
4	FAR EAST (1-17)	2,728.89	0.00	0.00	415.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,116.67	0.00	60.39	0.00
5	HARBOR (1-18)	29.42	0.00	54.21	14.25	0.00	0.00	0.00	0.00	83.60	0.00	0.00	20.07	0.00	0.00	1.43
6	IH-30 CORRIDOR (1-19)	0.00	0.00	0.00	0.00	0.00	0.00	963.91	0.00	0.00	0.00	0.00	37.03	17.35	50.46	0.00
7	INNOVATION (1-20)	1,690.41	0.00	0.00	168.19	0.00	85.25	0.00	140.62	0.00	0.00	0.00	501.48	0.00	186.73	0.00
8	MARINA (1-21)	70.19	236.44	24.95	2.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	90.80	0.00	5.18	0.03
9	MEDICAL (1-22)	0.00	0.00	0.00	72.06	0.00	0.00	0.00	36.01	0.00	0.00	0.00	41.90	1.27	20.03	0.00
10	NORTH LAKESHORE (1-23)	293.89	922.28	0.00	52.10	0.00	0.00	0.00	0.00	0.00	0.00	31.65	536.95	52.71	10.57	3.76
11	NORTHEAST RESIDENTIAL (1-24)	1,477.00	0.00	28.79	7.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	255.10	92.48	3.25	32.34
12	NORTHERN ESTATES (1-25)	1,623.08	0.04	0.00	62.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	353.38	0.00	7.33	0.00
13	NORTHWEST RESIDENTIAL (1-26)	30.24	487.31	11.11	60.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	339.74	43.39	9.66	0.00
14	SCENIC (1-27)	0.00	28.04	48.17	20.89	0.00	0.00	0.00	0.00	33.21	0.00	2.63	38.36	52.63	20.67	7.22
15	SOUTH LAKESHORE (1-28)	1,849.97	44.54	0.00	255.50	0.00	177.95	0.00	103.06	0.00	0.00	0.00	345.43	0.00	7.79	0.00
16	SOUTH CENTRAL RESIDENTIAL (1-29)	921.46	200.85	0.00	109.38	0.00	0.00	0.00	0.00	0.00	0.00	13.19	419.76	201.62	0.07	0.99
17	SOUTH CENTRAL ESTATES (1-30)	12.48	364.76	4.63	34.92	0.00	0.00	0.00	0.00	0.00	0.00	3.66	123.71	0.00	2.93	0.75
18	SOUTHWEST RESIDENTIAL (1-31)	1,109.94	19.82	359.08	358.76	51.35	0.00	0.00	0.00	0.00	0.00	0.00	579.42	2.09	8.67	0.00
19	TECHNOLOGY (1-32)	416.15	27.22	74.61	82.43	0.00	530.81	0.00	0.00	0.00	0.00	0.00	288.09	1.95	0.61	
		12,946.49	2,603.26	642.40	1,943.76	57.17	1,684.41	963.98	366.07	116.81	37.67	106.10	5,465.51	727.78	513.32	63.81
		45.85%	***9.22%***	***2.27%***	***6.88%***	***0.20%***	***5.96%***	***3.41%***	***1.30%***	***0.41%***	***0.13%***	***0.38%***	***19.35%***	***2.58%***	***1.82%***	***0.23%***

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:

		CURRENT						BUILD OUT			
#	DISTRICT (PAGE #)	Houses	%	Businesses	%	Population	%	Houses	%	Population	%
01	CENTRAL (1-14)	622	2.60%	77	3.94%	1,337	2.05%	1,049	2.84%	2,255	2.19%
02	DOWNTOWN (1-15)	1,268	5.31%	249	12.76%	3,147	4.82%	1,380	3.73%	3,433	3.33%
03	EMPLOYMENT (1-16)	358	1.50%	109	5.58%	1,124	1.72%	507	1.37%	1,593	1.54%
04	FAR EAST (1-17)	823	3.44%	7	0.36%	2,436	3.73%	2,491	6.74%	7,654	7.42%
05	HARBOR (1-18)	1,448	6.06%	126	6.45%	3,359	5.14%	1,494	4.04%	3,466	3.36%
06	IH-30 CORRIDOR (1-19)	1	0.00%	633	32.43%	3	0.00%	485	1.31%	1,043	1.01%
07	INNOVATION (1-20)	363	1.52%	2	0.10%	1,102	1.69%	1,541	4.17%	4,707	4.56%
08	MARINA (1-21)	1,468	6.14%	9	0.46%	3,708	5.67%	1,526	4.13%	3,847	3.73%
09	MEDICAL (1-22)	0	0.00%	173	8.86%	0	0.00%	0	0.00%	0	0.00%
10	NORTH LAKESHORE (1-23)	4,050	16.95%	77	3.94%	11,767	18.01%	4,261	11.53%	12,377	12.00%
11	NORTHEAST RESIDENTIAL (1-24)	1,228	5.14%	16	0.82%	3,463	5.30%	2,198	5.95%	6,199	6.01%
12	NORTHERN ESTATES (1-25)	998	4.18%	2	0.10%	2,242	3.43%	2,277	6.16%	5,057	4.90%
13	NORTHWEST RESIDENTIAL (1-26)	1,981	8.29%	39	2.00%	6,022	9.21%	2,239	6.06%	6,807	6.60%
14	SCENIC (1-27)	1,214	5.08%	68	3.48%	2,768	4.24%	1,214	3.29%	2,768	2.68%
15	SOUTH LAKESHORE (1-28)	1,605	6.72%	35	1.79%	3,627	5.55%	1,626	4.40%	3,675	3.56%
16	SOUTH CENTRAL RESIDENTIAL (1-29)	2,460	10.29%	17	0.87%	7,761	11.88%	3,125	8.46%	9,770	9.47%
17	SOUTH CENTRAL ESTATES (1-30)	342	1.43%	48	2.46%	1,013	1.55%	2,797	7.57%	8,636	8.37%
18	SOUTHWEST RESIDENTIAL (1-31)	2,360	9.88%	181	9.27%	7,658	11.72%	4,216	11.41%	13,674	13.26%
19	TECHNOLOGY (1-32)	1,309	5.48%	84	4.30%	2,816	4.31%	2,522	6.83%	6,194	6.00%
		23,898	*100.00%*	*1,952*	*100.00%*	*65,353*	*100.00%*	*36,948*	*100.00%*	103,155	*100.00%*



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

LAND USE:
- Commercial
- Residential
- Mixed Use

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, ponds, 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[1] systems in lieu of individual lot detention systems.
2. Encourage developments that incorporate floodplains, ponds, and watercourses 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

---

[1]: 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 certain on-site parking requirements 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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

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 (UDC) 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 (UDC) to ensure that they do not discourage green building practices and principles. 🟢
5. Review the parking standards contained in Article 06, *Parking and Loading*, of the Unified Development Code (UDC) 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 2024: A pedestrian bridge connecting two (2) play areas and extending over a riparian area at Shores Park.

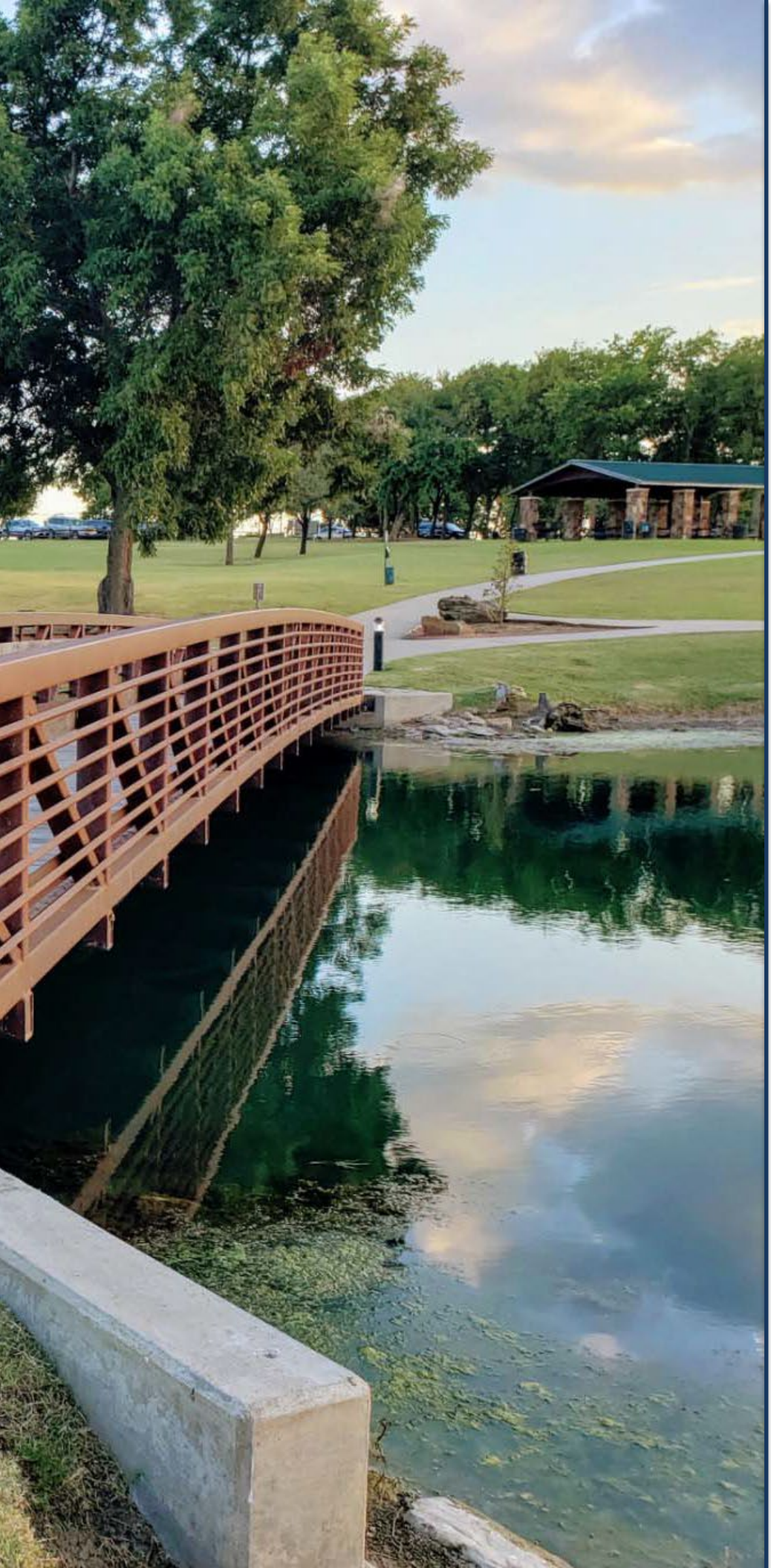
Butterfly Garden at Shores Park 2025: Volunteers plant flowers at the butterfly gardens at Shores Park.

Butterfly Garden at Breezy Hill Park 2025: Newly renovated butterfly garden at Breezy Hill Park.

Bluebonnet Fields at Phelps Lake Park 2024: Bluebonnets bloom in the wild flower fields at Phelps Lake 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 for the development of three (3) community parks (*i.e. Alma Williams Park, Ben A. Klutts Park, and Harry Myers Park*).
    - Develop a phased plan for the development of the two (2) undeveloped community parks (*i.e. Alma Williams Park and Ben A. Klutts Park*).
    - Continue to strive to meet the neighborhood park goal of providing a minimum of 11-acres of contiguous parkland in each park district.
    - Where feasible through the development process and grant funding, look for opportunities to provide fully developed neighborhood parks with the first phases of a subdivision that can assist in attracting new residents and provide immediate amenity to the surrounding communities.

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.

2. Explore opportunities to evaluate and address the demand for additional sports facilities and multipurpose 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 life and to promote increased social interaction in the city.
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*[1] 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 (*e.g. expansion of kayak and boat ramps, passive and programmed green spaces, etc.*).
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 regional destination for the City.
4. Look for opportunities for public/private partnerships to provide additional access and opportunities along the shoreline of Lake Ray Hubbard.

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.*).

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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

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. 🔴

Harry Myers Disc Golf Course 2024: Drew Gibson -- *professional disc golfer* -- tees off at the Disc Golf Pro Tour at Harry Myers Disc Golf Course.

Harry Myers Pool 2025: Swim classes for kids ages 5-12, all skill levels at Harry Myers Pool.

Fishing Derby 2025: Kids ages 3-14 compete in the annual *Fishing Derby*, where they register to win the heaviest, longest, or most fish in their age group.

Angel League 2025: Kid learning to play baseball as part of the Kiwanis Club Angel League at Yellow Jacket Park.

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

[1]: *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.*

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.
6. Consider the need for additional sports facilities and multipurpose fields when developing plans for the two (2) undeveloped community parks (*i.e. Alma Williams Park and Ben A. Klutts Park*).

04 MAP INDEX

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

- Master Trail Plan Map (2)

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. Encourage connected streets that offer multiple points of access to all single-family residential subdivisions.
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. Prioritize corridor and intersection improvements that address congestion *hot spots* identified through traffic studies.
6. 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

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

efficient access for automobiles while providing 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 at appropriate intersections.
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)[1] 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.
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.
4. Where the shape of a tract of land or the natural contours of the land permit, the use of *Curvilinear Streets* should be encouraged.
5. Where a subdivision abuts a major roadway, the subdivision should be encouraged to use a *Slip Street*[2] with a berm, landscaping, and trees being incorporated into the buffer between the *Slip Street* and the major roadway.
6. Sidewalks should be incorporated adjacent to all residential streets to promote connectivity and enhance safety for pedestrians.

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. Roadway alignments and cross-sections should be designed to preserve significant expanses of existing trees.
3. Discourage street improvements that require the removal of mature street trees.
4. 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

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[1]: 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]: A Slip Street is a low-speed, parallel residential roadway that runs adjacent to a higher-volume arterial or collector roadway that provides residential lots access without requiring a direct driveway connection to a major roadway or arranging lots to back to the major roadway. Slip Streets are separated from the major roadway by a landscape buffer.

wastewater collections system, and remain in compliance with local, state, and federal requirements.

POLICIES

1. Maintain an Asset Management System (AMS) to provide a reliable conduit to evaluate and update public infrastructure[3].
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 | AGING INFRASTRUCTURE AND SYSTEM RELIABILITY

Reinvest in aging infrastructure to ensure safe, efficient, and compliant operations.

POLICIES

1. Implement a replacement schedule for critical water and wastewater lines based on material type, age, and performance.
2. Replace undersized lines in older neighborhoods to improve flow and fire protection.
3. Conduct regular video inspections of wastewater lines and provide condition scoring.
4. Encourage trenchless rehabilitation methods -- *where feasible* -- to minimize disruption in built-out areas.

GOAL 04 | 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.

[3]: *2025 Update Note. An Asset Management System (AMS) was implemented by the City of Rockwall in June 2018.*

GOAL 05 | REGIONAL DETENTION

Promote and encourage regional detention[4] for the purpose of clustering open space/green space/natural space and landscaped area within large developments and maximizing contiguous development area.

GOAL 06 | DETENTION PONDS

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

GOAL 07 | RETENTION PONDS

In residential subdivisions, where there is an existing pond, the existing pond should be retained as a retention/detention pond[5] in order to create a natural amenity for residents. These areas should be well landscaped with plants and trees that will create picturesque open spaces.

GOAL 08 | 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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

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. Maintain the City's Asset Management System (AMS) software to continue to evaluate the existing water/wastewater system, streamline reoccurring maintenance, and target reinvestment areas. 🔵
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 water and wastewater lines, and create a replacement program. 🔵
6. Incorporate an infrastructure section into staff's development case memorandums

[4]: *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.*

[5]: *A retention/detention pond is a pond that detains stormwater above the natural water surface levels. The ponds are required to be fed by metered water in order to maintain the surface level of the water to ensure that stormwater is not impounded in the pond.*

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*).

9. Develop an *Aging Infrastructure Action Plan* identifying ten (10) year replacement properties and funding strategies.

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 residential roadway that incorporates curb and gutter.

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:

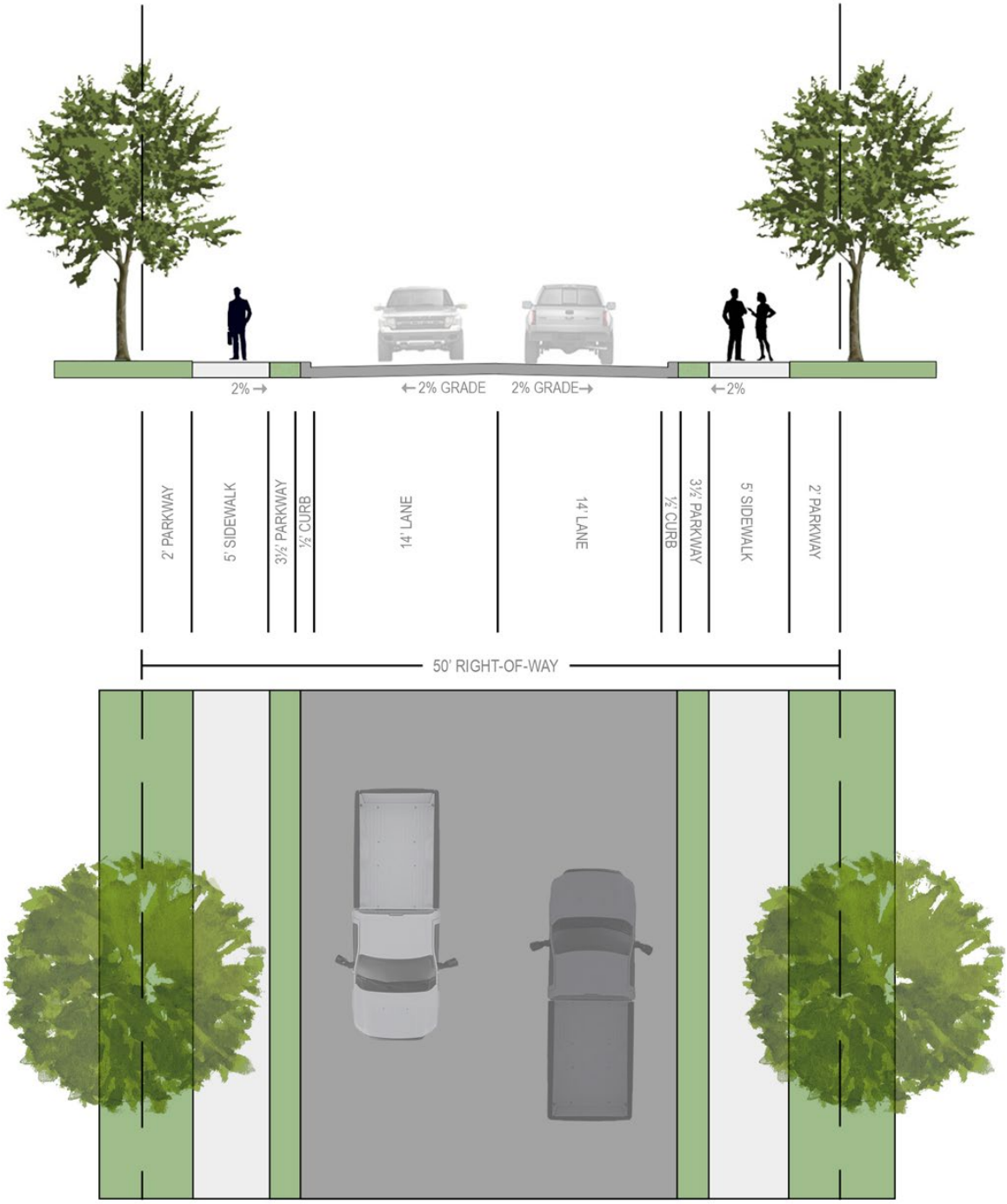
- A minimum of a six (6) foot planting strip of accent trees and shrubs.
- A minimum of a five (5) foot sidewalk.

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.

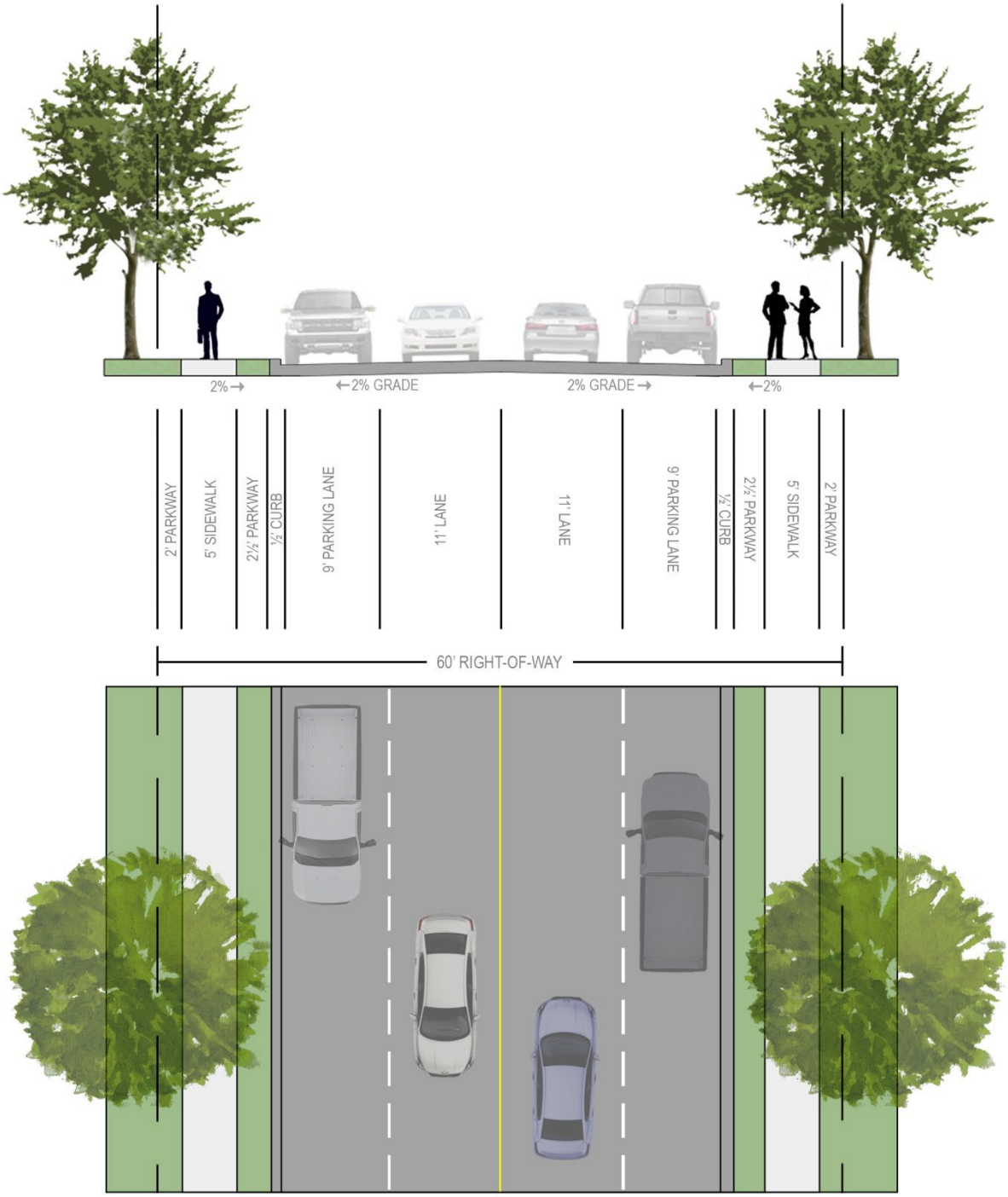
05 STREET CROSS SECTIONS
01 RESIDENTIAL STREETS

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



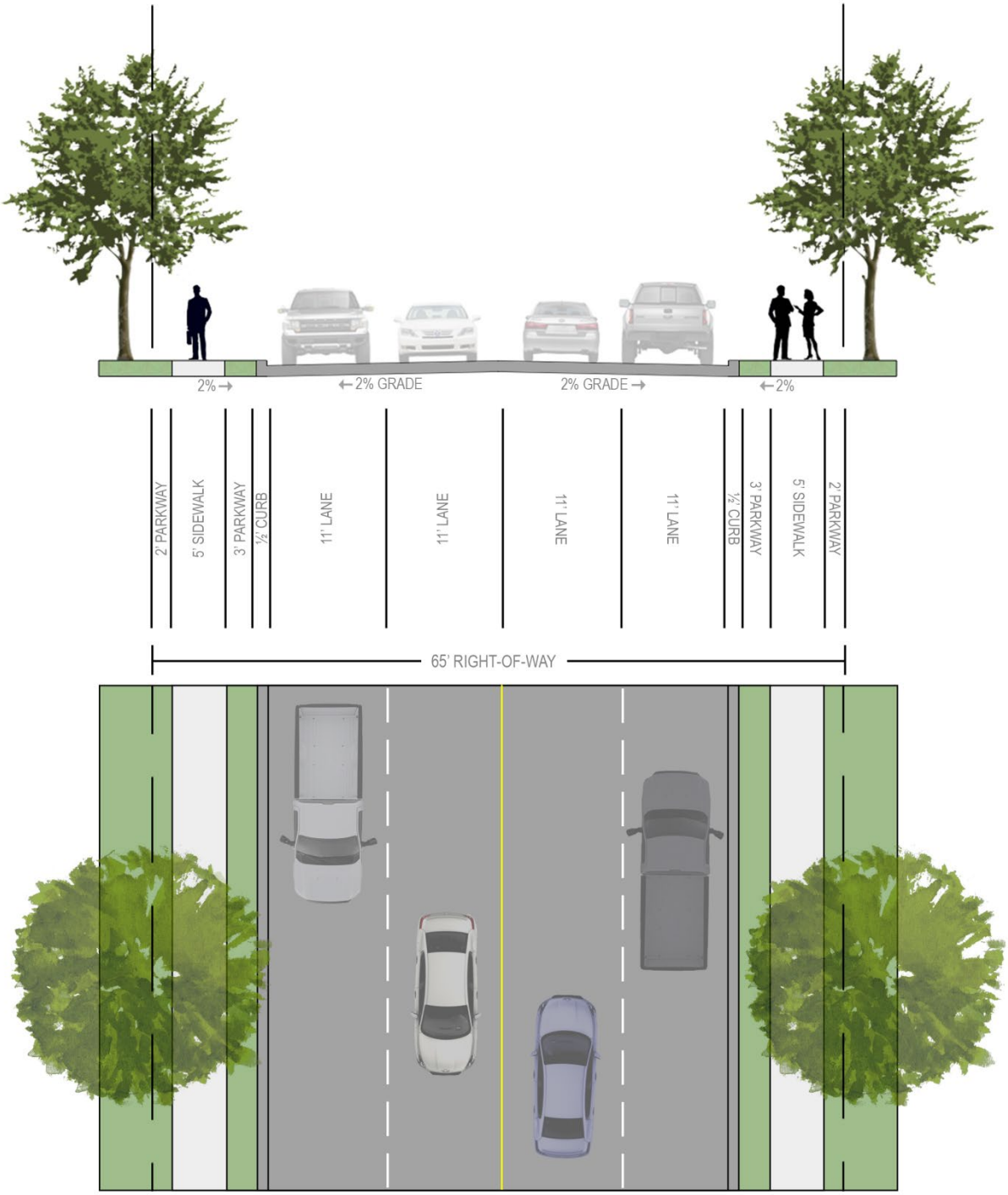
05 STREET CROSS SECTIONS
02 MINOR COLLECTORS

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



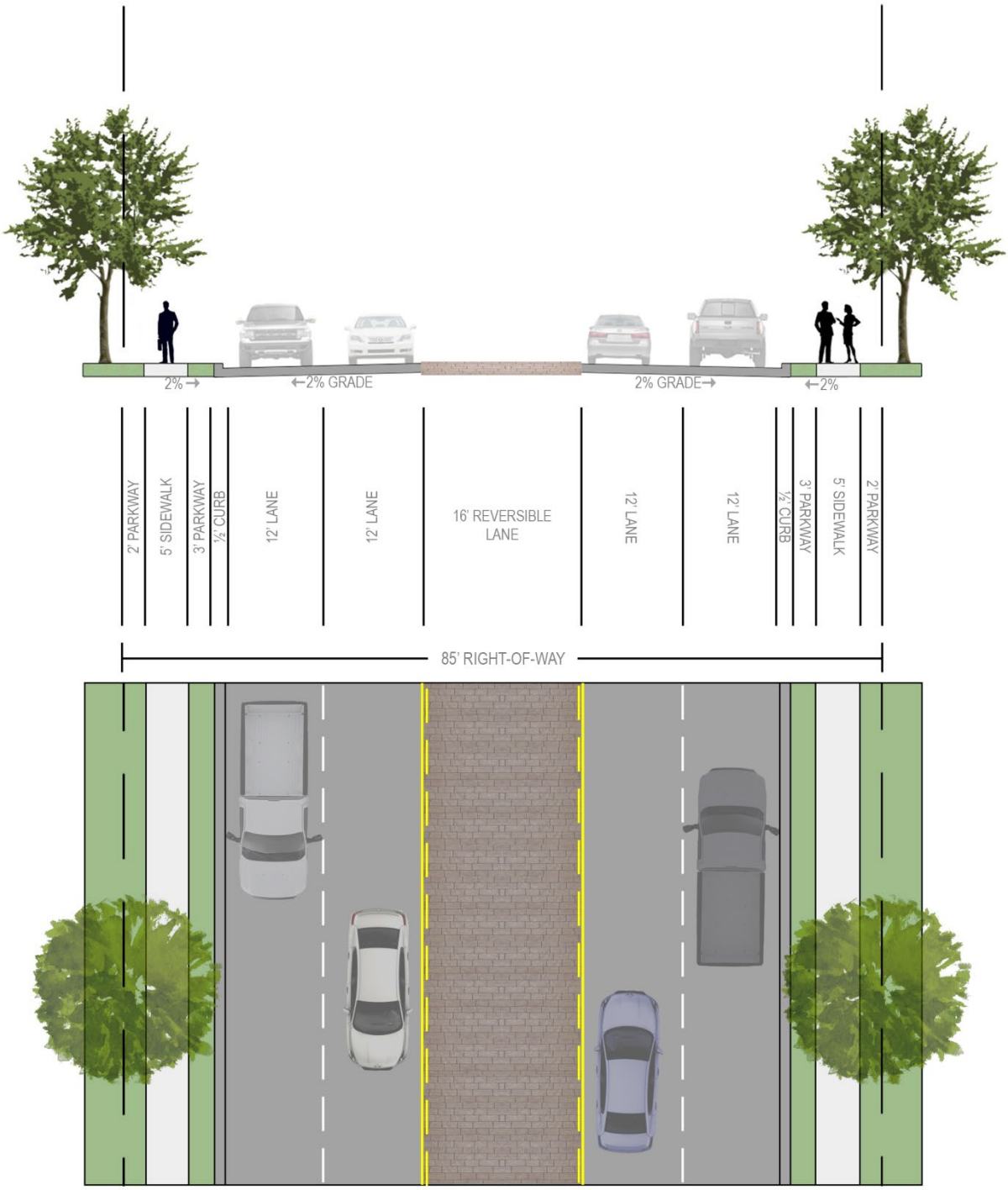
05 STREET CROSS SECTIONS
03 MAJOR COLLECTORS

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



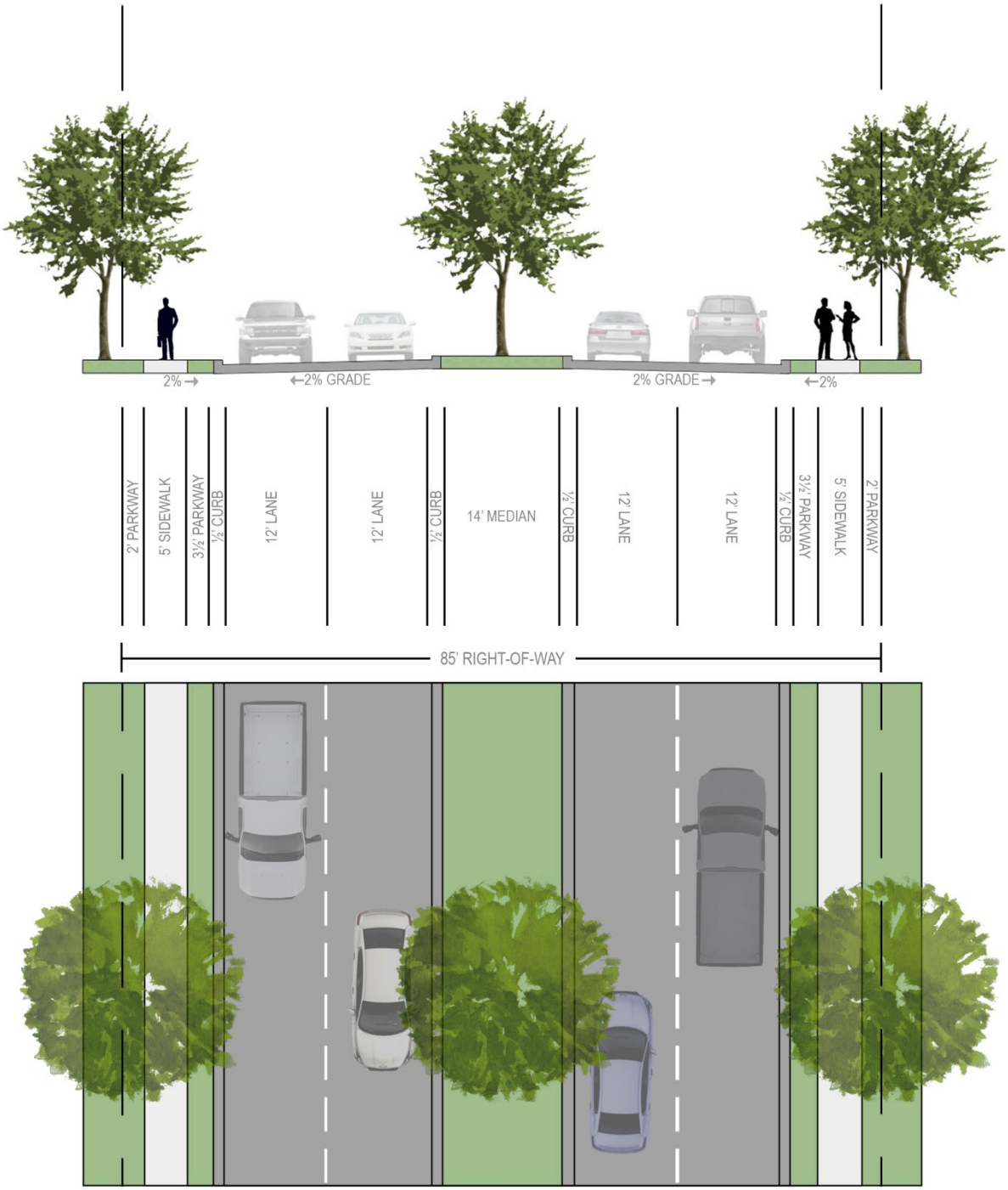
05 STREET CROSS SECTIONS
04 MAJOR ARTERIALS

ROAD TYPE: MAJOR ARTERIAL, FIVE (5) LANE, UNDIVIDED ROADWAY
ABBREVIATION: A5D
DESIGN STANDARDS: [*1*] MAXIMUM OF 85' ROW, [*2*] NO ON-STREET PARKING, [*3*] 35 MPH DESIGN SPEED, & [*4*] REVERSIBLE LANE



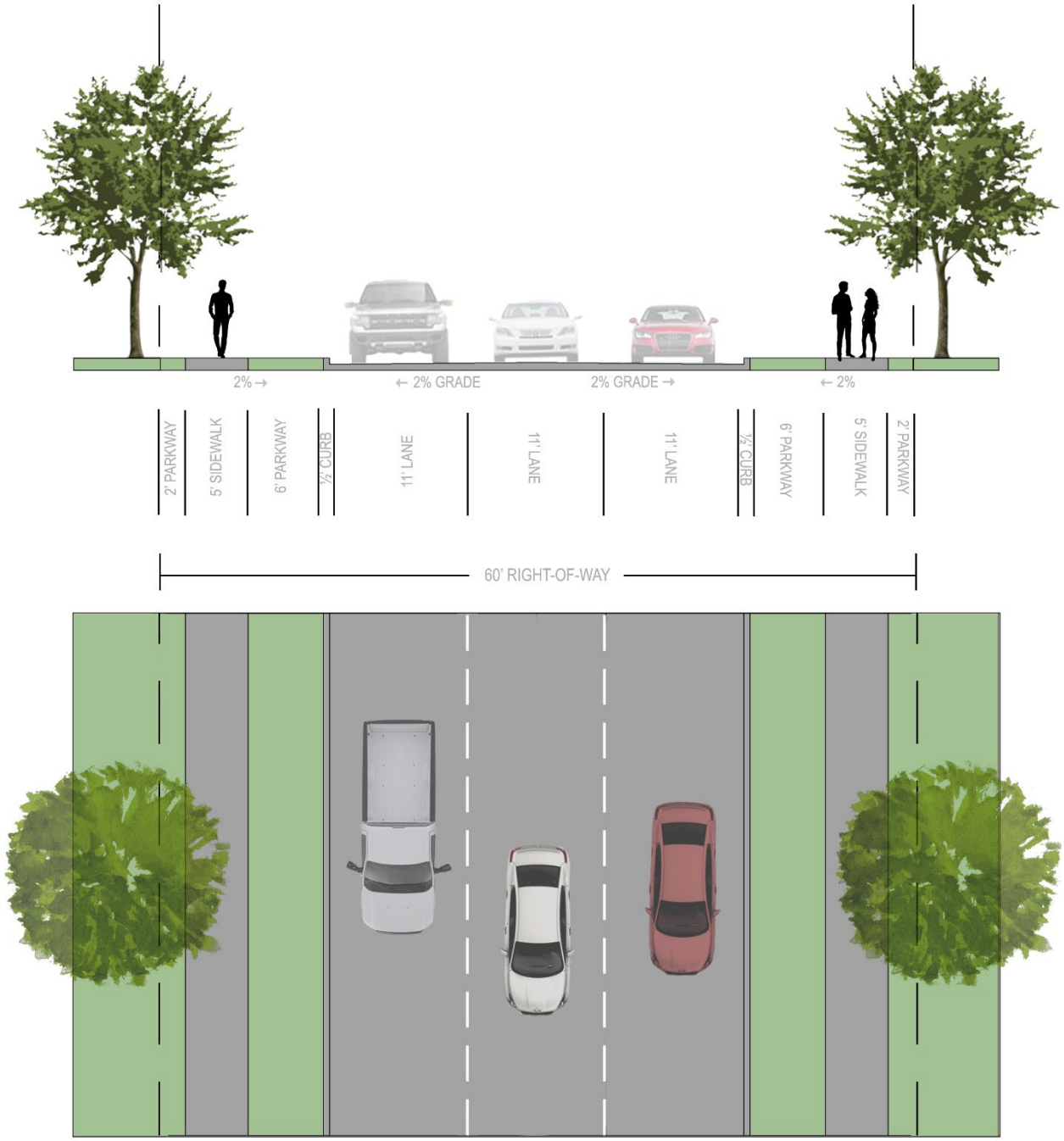
05 STREET CROSS SECTIONS
04 MAJOR ARTERIALS

ROAD TYPE: MAJOR ARTERIAL, FOUR (4) LANE, DIVIDED ROADWAY
ABBREVIATION: A4D
DESIGN STANDARDS: *[1]* 85' ROW, *[2]* NO ON-STREET PARKING, & *[3]* 40 MPH DESIGN SPEED



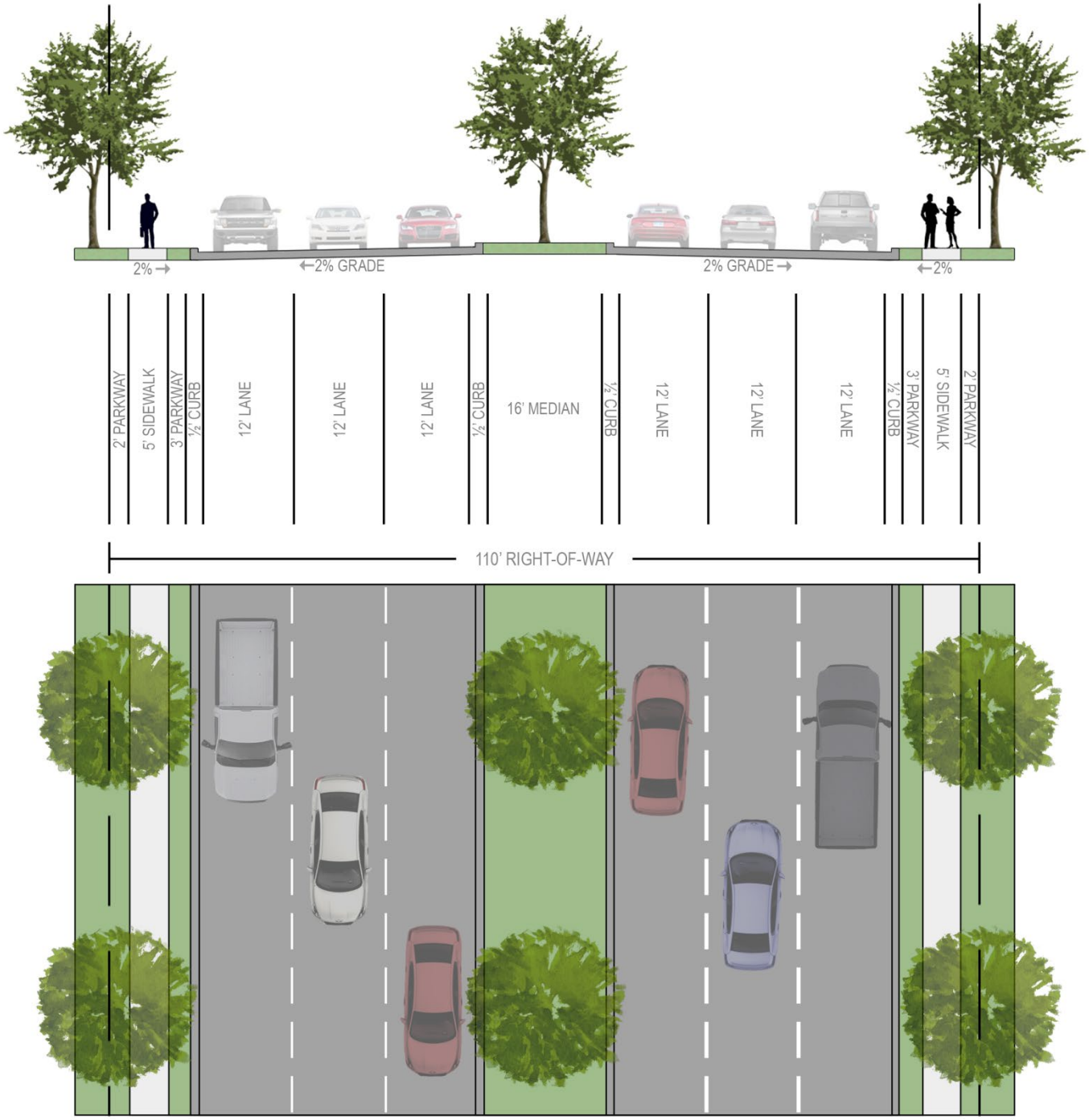
05 STREET CROSS SECTIONS
05 PRINCIPLE ARTERIALS

ROAD TYPE: PRINCIPAL ARTERIAL, THREE (3) LANE, UNDIVIDED ROADWAY
ABBREVIATION: P3U
DESIGN STANDARDS: *[1]* 60' ROW, *[2]* NO ON-STREET PARKING, & *[3]* 45 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

FAMILY FUN FRIDAY AT HARRY MYERS 2025:
FAMILIES PARTICIPATING IN A *FAMILY FUN FRIDAY* AT HARRY MYERS PARK.

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 #1, which is located at Station #1. This is the City's biggest fire truck with an aerial platform that extends 105-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*[1] 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 (*e.g. 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 (COP), Citizens Police Academy, 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)

Continue to 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)[2] guidelines.

Senior Day Trips 2025: A program targeted at connecting the City's seniors by sponsoring outings to restaurants, shopping, and entertainment events.

Rockwall's Downtown Farmers Market 2025: The Downtown Farmers Market has been providing citizens with access to locally grown produce and specialty products since 2008.

Founder's Day 2025: An annual event at Harry Myers Park with live music and family friendly entertainment.

Senior Health Fair 2024: The annual Senior Health Fair offers citizens the ability to interface with various health care and senior service providers in one convenient location.

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[1] *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).*

[2] *Crime Prevention through Environmental Design (CPTED): Crime Prevention through Environmental Design, or CPTED (pronounced sep•ted), 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 develop proactive strategies to address potential risks through data collection and collaborations with regional and national intelligence organizations.

02.03.02 PUBLIC SAFETY: FIRE

GOAL 01 | DEPARTMENT OPERATIONS

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

POLICIES

1. Ensure that operational and prevention personnel, equipment, and facilities are appropriately sized and located to the City's needs and financial ability.
2. Evaluate department operations in general compliance to state and 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

Encourage residents to take a proactive approach in learning about fire safety by promoting community activities like the Explorer Program, Annual Open House, Junior Fire Academy, Texas Night Out, and other available fire safety programs and presentations.

GOAL 03 | REGULATORY CODES

Ensure that the City's land development policies and design standards incorporate planning for fire 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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

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. 🔴

Aerial Operations Training 2024: Crew members of Ladder Truck #1 conducting aerial operations training at Harbor Village Apartments.

Junior Fire Academy 2025: Inspector/Investigator Same Stephenson introduces the Junior Fire Academy to a K-9.

Annual Faith and Blue Event 2025: This event is aimed at connecting law enforcement with the local faith based communities.

Coffee with Cops 2024: A community outreach event aimed at connecting residents with the police department to have conversations in a relaxing environment.

Summer Safety Camp 2025: The Police Department hosts a summer long safety camp. The camp is for students to learn about policing in a fun environment.

CONES WITH COPS 2025: CHIEF FOWLER AT CONES WITH COPS A COMMUNITY OUTRACH EVENT AIMED AT CONNECTING KIDS AND PARENTS WITH THE POLICE DEPARTMENT WHILE SHARING ICE CREAM AT BRAUMS.

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.
2. Identify the City's commercial corridors and create plans that classify strategic

LEFT: The sign at the entry of the Rockwall Economic Development Corporation (REDC). The REDC was created in 1996 and is funded by a ½-cent sales tax collected in the City of Rockwall.

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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

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 -- *as recommend in the City's Strategic Plan* -- 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 06, *Parking and Loading*, of the Unified Development Code (UDC) 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 it 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*
5. *American Flag Along IH-30*
6. *Sign Along SH-66*

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

Preserve and enhance the historic character, architectural integrity, and traditional development pattern of the Downtown District by prioritizing the conservation of existing buildings, promoting sensitive infill development, and creating a long-range Downtown Plan that guides growth while maintaining the district's unique sense of place.

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. Prioritize the preservation of existing downtown buildings. Encourage the retention, rehabilitation, and adaptive reuse of existing structures within the Downtown District to maintain the architectural continuity of the area and reinforce the traditional development pattern that has come to define the area.
3. Develop a new, comprehensive Downtown Plan. Prepare a detailed Downtown planning document that establishes a long-term vision for preservation, reinvestment, circulation, parking, open spaces, streetscape improvements, branding, land use, and development guidelines to ensure the district evolves while maintaining its historical integrity.
4. Strengthen the review processes to protect the Downtown District's character. Ensure that development/rehabilitation work within the Downtown District undergo review to confirm consistency with preservation priorities and the visual character defined in the plan for the Downtown.
5. Promote adaptive reuse of existing buildings. Support renovations and conversions that maintain the original architectural features of buildings while allowing them to meet modern needs, ensuring that Downtown remains both functional and historically significant.
6. The Downtown should incorporate attractive branding elements or other thematic devises (*e.g. banners, street signs, etc.*) that complement existing businesses and create a sense of place.
7. Preserve and enhance pedestrian mobility in the Downtown District. Ensure that sidewalk design, crosswalks, lighting, and public spaces support a safe, walkable environment consistent with the historic small-block grid and traditional town square layout.

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 identity 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.

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

Mural Guitars 2024: Each five (5) foot fiberglass guitar placed in public spaces were painted by local artists, and highlight Rockwall's vibrant music identify as the Free Live Music Capital of North Texas.

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.

2. Look for more opportunities to incorporate free live music events and festivals.

GOAL 13 | PRESERVE COMMUNITY CHARACTER THROUGH REDEVELOPMENT AND REVITALIZATION

Ensure that redevelopment strengthens the City's established areas and maintains its small-town identity.

POLICIES

1. Continue to implement adaptive reuse requirements for vacant and/or underutilized structures, or transitioning properties to ensure that these structures and properties are repurposed rather than demolished.
2. Allow flexibility in parking ratios for redevelopment and revitalization projects to encourage reinvestment in older centers while avoiding overbuilt parking fields.
3. Identify areas suitable for smaller businesses, promote *Shop Local* programs Citywide, and develop incubator opportunities for local enterprise.

03 IMPLEMENTATION STRATEGIES

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

1. Review the corridor overlay district standards contained in Section 6, *Overlay Districts*, of Article 05, *District Development Standards*, of the Unified Development Code (UDC) 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 (UDC) 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 06, *Parking and Loading*, of the Unified Development Code (UDC) 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. 🟢
8. Prepare a Comprehensive Downtown Plan that establishes a detailed vision for preservation, land use, infill development, mobility, parking, public spaces, and streetscape design. The plan should include architectural guidelines, historic resource inventories, façade and building rehabilitation strategies, recommendations for infrastructure upgrades that support preservation focuses development, and review process and procedures. 🔴
9. Review the City's existing Downtown (DT) District -- *including the requirements for architectural form, materials, massing, signage, lighting, and streetscape elements* -- to ensure that all infill redevelopment projects reinforce the district's historic character and traditional development patterns. 🔴

ROCKWALL'S UNITED STATES FLAG: THIS IMPRESSIVE FLAG IS 50 x 80-FEET IN SIZE AND IS AFFIXED TO A 190-FOOT TALL FLAG POLE. THE FLAG WEIGHS 120 POUNDS AND WAS INSTALLED IN 2022..

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 for the City's existing subdivisions.

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.

GOAL 04 | IDENTIFICATION AND REVITALIZATION OF OLDER NEIGHBORHOODS

Identify the City's older residential neighborhoods and support their long-term health, livability, and value through targeted revitalization efforts, improved connectivity, and enhanced maintenance and design standards that preserve the unique character of each neighborhood.

POLICIES

1. Coordinate with residents, neighborhood associations, and community groups to understand neighborhood-specific needs and priorities, and develop revitalization initiatives that reflect community goals.
2. Support reinvestment in aging homes by encouraging exterior improvements, architectural updates, and reinvestment programs that enhance curb appeal while maintaining the neighborhood's existing character.
3. Encourage infill and redevelopment of vacant or underutilized lots within older neighborhoods in a manner that is compatible with existing development patterns, architectural styles, and residential densities.
4. Identify opportunities to improve walkability, trail access, and pedestrian connections in older neighborhoods to increase safety, mobility, and access to parks, schools, and commercial areas.
5. Promote enhanced property maintenance, compliance with City codes, and education programs that help property owners understand available tools for maintaining and improving their homes.

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[1]. These units may include townhouse[2], garden homes[3], lofts[4], guest homes[5], and live/work units[6].
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 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

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[1] *Master Planned Community: Communities that incorporate a variety of housing that cater to the full life 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).*

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

[3] *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.*

[4] *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.*

[5] *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.*

[6] *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.*

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–feet 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 mew-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*[7].
6. Require all new single-family and suburban residential subdivisions to incorporate substantial and cohesive subdivision entrance features -- *including but not limited to monument style signage with pedestrian elements, enhanced landscaping, accent lighting, and high-quality architectural materials* – to create a strong sense of place and establish a distinctive neighborhood identity. Entrance designs should be integrated into the overall layout of the

[7] *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.*

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.

development, reflect the character and quality of the community, and contribute to a recognizable and enduring sense of destination for residents and visitors.

7. Only allow increased densities (*i.e. up to 2½ units per net developable acre for properties identified as Low Density Residential [LDR] and up to 3½ units per net developable 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 | SINGLE-FAMILY 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*[8] and *Traditional Neighborhood Design (TND)*[9] principles in specified areas of the City (*see the individual district strategies contained in Chapter 1, Land Use & Growth Management, of this Comprehensive Plan*).

2. Lots in newer, traditional subdivisions should be a minimum of 10,000 SF in size and have a minimum lot frontage of 80-feet or greater.

3. 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[10] or Recessed Front Entry[11] garages.

4. While discouraged, 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 20.00% 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.

5. 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.

6. Balance housing demand by encouraging high-quality small lot, custom homes in appropriate locations for senior living/age friendly housing options.

7. Encourage housing design that incorporates universal design principles, barrier-free access, walkable connections to park, trails, and community facilities to support senior living/age friendly housing options and aging in place.

8. Ensure that the design and scale of senior housing developments reflect Rockwall's architectural standards, neighborhood identity, aesthetic expectations, while providing appropriate transitions between residential and non-residential areas.

9. Strengthen anti-monotony design standards in all single-family residential developments to promote architectural variety, custom home character, and long-term neighborhood value. At a minimum, new developments should incorporate:

   - Multiple elevation options with meaningful variation in architectural style, rooflines, massing, and materials.
   - Distinctive front façade treatments and articulation that avoid repetitive designs on adjacent or opposing lots along the same block faces.
   - Enhanced architectural detailing, such as varying porch configurations, window patterns, and entry features.
   - A requirement that no more than a limited percentage of homes within any block share the same elevation of front façade appearance.

   These standards should be applied consistently across all new subdivisions and should encourage custom design quality that reinforces unique, attractive, and enduring neighborhoods.

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 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

[8] *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.*

[9] *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.*

[10] *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.*

[11] *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.*

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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

1. Create a *Community Housing Survey* that documents the character and condition of the City's various neighborhoods for the purpose of

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.

tracking the City's housing stock and drafting strategies targeted at housing retention and support of these neighborhoods.

2. Prepare a *Neighborhood Revitalization Plan* for each subdivision identified as a *Neighborhood Revitalization Area* on the Future Land Use Map, identifying specific infrastructure improvements, housing reinvestment needs, connectivity enhancements, and aesthetic upgrades to support long-term neighborhood stability and value.
3. Review the residential standards contained in Article 10, *Planned Development Regulations*, of the Unified Development Code (UDC) to ensure conformity to the policies of this document.
4. Draft model standards for areas zoned for alternative forms of housing (*i.e. Townhouses, Condominiums, and Apartments*) that can be incorporated in to Article 10, *Planned Development Regulations*, of the Unified Development Code. These policies will ensure the City has development standards targeted at encouraging the best product available.
5. Implement a *Targeted Code Compliance Program* in older neighborhoods aimed at improving long-term housing conditions through proactive enforcement, education, and voluntary compliance efforts.
6. Conduct a *Connectivity Audit* in older neighborhoods to identify missing sidewalks, trail gaps, pedestrian safety issues, and opportunities for improving walkability and access to parks, schools, and commercial destinations. Use audit results to guide future mobility investments.
7. Promote *Compatible Infill Development* by preparing design guidance or pattern books that outline appropriate architectural styles, setbacks, massing, and materials for new construction within older neighborhoods to ensure that new homes complement existing development.
8. Develop a *Public Communication and Outreach Strategy* to keep residents informed about revitalization initiatives, infrastructure projects, available incentives, assessment results, and opportunities to participate in neighborhood planning efforts.
9. 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.

TERRACINA SUBDIVISION

SOMERSET PARK, PHASE 1 SUBDIVISION

THE TERRACES SUBDIVISION

NELSON LAKE SUBDIVISION

HOMESTEAD SUBDIVISION

GIDEON GROVE SUBDIVISION

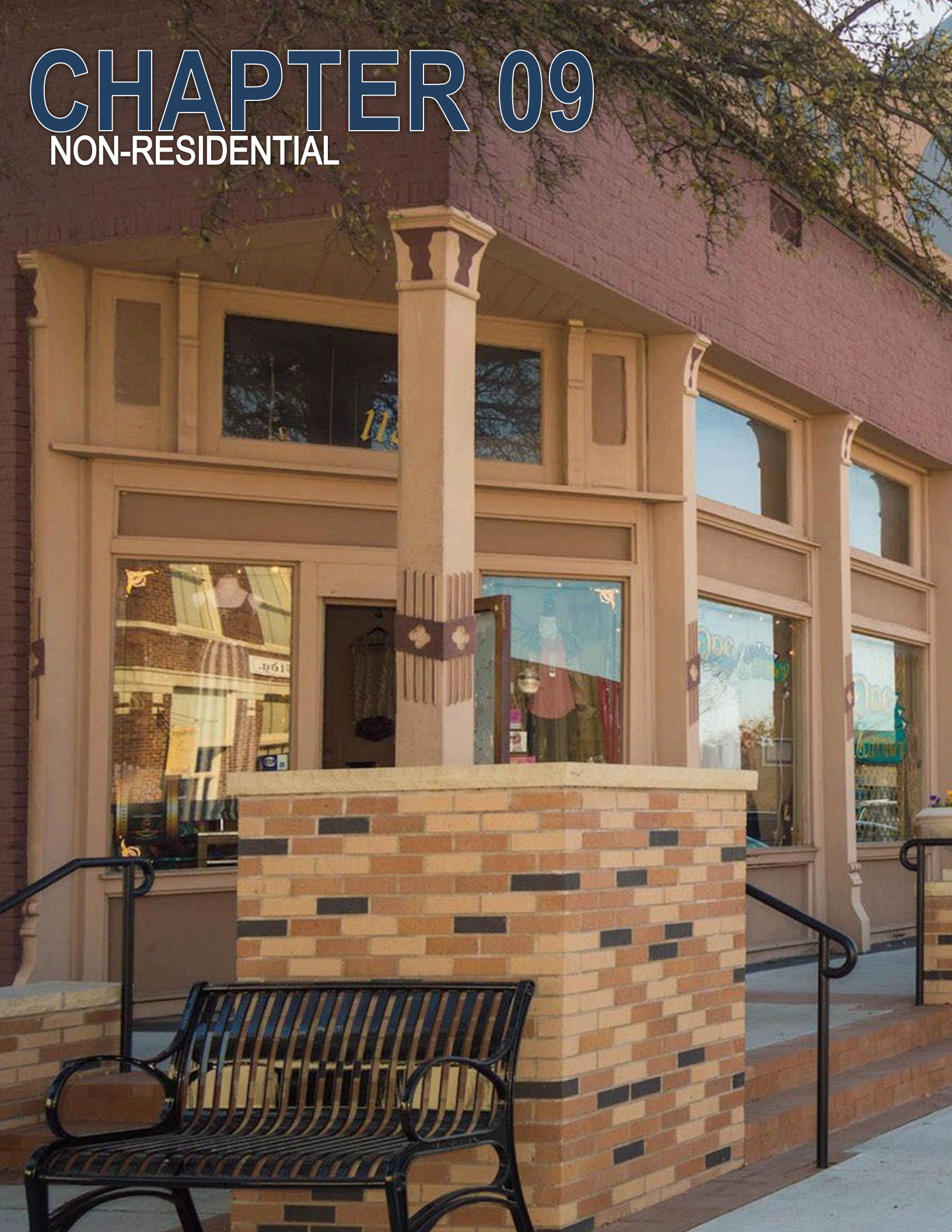
WINDING CREEK SUBDIVISION

NORTH GATE SUBDIVISION

SADDLE STAR, PHASE 2 SUBDIVISION

QUAIL HOLLOW SUBDIVISION

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. Buildings with visibility from adjacent land uses or public right-of-way should be constructed utilizing four (4) sided architecture requirements to ensure all sides of the building are highly articulated and contain the same architectural features and finishes.

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*

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

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 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 (UDC) 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; however, landscape plans should prioritize the use of vegetation over hardscape elements to maintain the City's green aesthetic.
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. This is particularly important for industrial or flex-office development where upper story step-backs or modulation of the front façade can create more unique and interesting buildings.
3. In industrial developments, outside storage and loading dock areas should be screened with berms, landscaping, and wrought iron fences. Mature, densely foliaged 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. Roofline variation -- *including parapet changes, cornices, and stepped rooflines* -- are also important in preventing monotonous box-style development.
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. Synthetic materials (*e.g. EFIS, IMP, etc.*) should be prohibited on primary façades.
2. Non-residential buildings should be architecturally finished on all four (4) sides with the same materials, detailing and features. In addition, cornices, lintels, window trim, base treatments, and material transitions should be used to create a *custom* appearance as opposed to the flat uninteresting look of tilt-wall or metal building façades.
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.
4. Prohibit internally lit box signs in favor of monument or channel-letter designs. This will improve the visual quality of signage and ensure consistency with existing premium developments.

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 and mature trees and shrubs that have dense foliage that achieve full opacity at the time of installation. 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 QUALITY AND IDENTITY

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. Establish standards for consistency across commercial shopping centers, business parks, and industrial campuses that require standards for similar material palettes, architectural rhythm, and building form to ensure development creates a cohesive identity.
4. 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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

1. Review the corridor overlay district standards contained in Subsection 06, *Overlay Districts*, of Article 05, *District Development Standards*, of the Unified Development Code (UDC) 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 06, *Parking and Loading*, of the Unified Development Code (UDC) 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 (UDC) 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 04, *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

	AS #	Action Plan Strategy	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
ACTION PLAN	1	*Annual Review Process*. The *Annual Review Process* 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.	✓	✓	X	X	X	X	✓	✓		
	2	*5 Year Review Process*. The *5-Year Review Process* 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.					X		✓	✓		
	3	*10 Year Review Process*. The *10-Year Review Process* 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 *Existing Conditions Report* on a five (5) year basis.					X		✓	✓		

KEY: ONGOING ACTION REQUIRED: ▨ | *REVIEW PERIOD:* ■ | *IMPLEMENTATION YEAR:* ■ | *EVALUATION OF ONGOING PROGRAMS:* ▨ | *COMPLETED TASKS:* ✓ AND 1 | X: *DATE MISSED*

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). *NOTE: On hold due to SB2/HB347 approved in the 86TH Legislative Session.*	1	PLANNING AND ZONING DEPARTMENT	HIGH			X				X			
	2	Review the parking standards contained in Article 06, *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, 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		X		✓						
	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										
	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. In addition, ensure that the standards allow flexibility for the redevelopment of non-conforming sites (*e.g. older shopping centers*).	1, 9	PLANNING AND ZONING DEPARTMENT	LOW	✓									
	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			✓							
	6	Review the corridor overlay district standards contained in Section 6, *Overlay Districts*, of Article 05, *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. 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		✓								
	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.e. 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.	2	PLANNING AND ZONING DEPARTMENT	LOW			✓							
	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 *Master Trail Plan* contained within this Comprehensive Plan.	3	PARKS AND RECREATION DEPARTMENT	LOW			X							
	9	Review the Mandatory Parkland Dedication Ordinance for the purpose of creating Community Park Districts.	3	PARKS AND RECREATION DEPARTMENT	LOW						X				
	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				✓						

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: | REVIEW PERIOD: | IMPLEMENTATION YEAR: | EVALUATION OF ONGOING PROGRAMS: | REGULATORY TIME PERIOD: | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: | NOTES: RED | X: DATE MISSED

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	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 *Standards of Design and Construction Manual* 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.e. Townhouses, Condominiums, and Apartments*) that can be incorporated in to Article 10, *Planned Development Regulations*, 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					X					
	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	Develop a density bonus framework within the Unified Development Code (UDC) for Planned Development Districts to permit increased residential density for age-restricted single-family subdivisions that incorporate enhanced amenities, substantial open space, and superior architectural and landscape design. Establish clear eligibility criteria and define the maximum allowable density increase consistent with the community's character and surrounding development.	1	PLANNING AND ZONING DEPARTMENT	MEDIUM										
	19	Review Article 04, *Permissible Uses*, 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: | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: | NOTES: RED | X: DATE MISSED

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*							X			
	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: | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: | NOTES: RED | X: DATE MISSED

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					X					
	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	✓									
	12	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 future.	5	NEIGHBORHOOD IMPROVEMENT SERVICES	LOW					X					
	13	Explore ways to support the City's older existing subdivisions, allowing redevelopment and improvements, to create affordable housing options for the City's next generation housing stock.	1	PLANNING AND ZONING DEPARTMENT	MEDIUM										
	14	Identify residential areas that are transitioning due to incompatible adjacencies and designate these areas as Live/Work on the Future Land Use Map	1	PLANNING AND ZONING DEPARTMENT	LOW								✓		
	15	Consider the need for additional sports facilities and multipurpose fields when developing plans for the two (2) undeveloped community parks (*i.e. Alma Williams Park and Ben A. Klutts Park*).	3	PLANNING AND ZONING AND PARKS & RECREATION DEPARTMENTS	MEDIUM										
	16	Develop an *Aging Infrastructure Action Plan* identifying ten (10) year replacement properties and funding strategies.	4	ENGINEERING DEPARTMENT	LOW										
	17	Develop a comprehensive wayfinding plan that identifies appropriate locations for signage and provides design standards for standardization.	7	PARKS & RECREATION DEPARTMENT	LOW										
	18	Review the City's existing Downtown (DT) District -- including the requirements for architectural form, materials, massing, signage, lighting, and streetscape elements -- to ensure that all infill redevelopment projects reinforce the district's historic character and traditional development patterns.	7	PLANNING AND ZONING DEPARTMENT	HIGH										
	19	Prepare a Comprehensive Downtown Plan that establishes a detailed vision for preservation, land use, infill development, mobility, parking, public spaces, and streetscape design. The plan should include architectural guidelines historic resource inventories, façade and building rehabilitation strategies, recommendations for infrastructure upgrades that support preservation focused development, and review process and procedures.	1, 7	PLANNING AND ZONING DEPARTMENT	HIGH						X				

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: | REVIEW PERIOD: | IMPLEMENTATION YEAR: | EVALUATION OF ONGOING PROGRAMS: | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: | NOTES: RED | X: DATE MISSED

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	20	Implement a *Targeted Code Compliance Program* in older neighborhoods aimed at improving long-term housing conditions through proactive enforcement, education, and voluntary compliance efforts.	8	NEIGHBORHOOD IMPROVEMENT SERVICES	*MEDIUM*										■
	20	Promote *Compatible Infill Development* by preparing design guidance or pattern books that outline appropriate architectural styles, setbacks, massing, and materials for new construction within older neighborhoods to ensure that new homes complement existing development.	8	PLANNING AND ZONING DEPARTMENT	*MEDIUM*										■

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: ▨ | REVIEW PERIOD: ■ | IMPLEMENTATION YEAR: ■ | EVALUATION OF ONGOING PROGRAMS: ▨ | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: ■ | NOTES: RED | X: DATE MISSED

04 IMPLEMENTATION PLAN

04 GUIDELINES 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
GUIDELINES	1	Review the City's community design elements and develop a Community Design Plan that can identify new opportunities for landmarks, monuments and public art, and address the use of street furniture throughout the City.	4, 7	PLANNING AND ZONING DEPARTMENT	LOW	X
	2	Identify opportunities and explore possible incentives for the relocation of existing overhead utilities underground.	7	ENGINEERING DEPARTMENT	LOW	
	3	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.	5, 8	PLANNING AND ZONING DEPARTMENT	MEDIUM	X
	4	Create a Pedestrian Walkability Plan for the community that specifically addresses strategies for pedestrian access and crossing in areas of the City that do not have sidewalks.	5	PLANNING AND ZONING DEPARTMENT	HIGH	✓
	5	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.	6, 9	PLANNING AND ZONING DEPARTMENT	HIGH	✓
	6	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. The plan should address corridor redevelopment and create a design framework that can guide redevelopment along the corridor. This plan can be incorporated in Appendix 'B', *Corridor Plans*, of this Comprehensive Plan during the annual update.	1	PLANNING AND ZONING DEPARTMENT	MEDIUM	X
	7	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.	1	PLANNING AND ZONING DEPARTMENT	LOW	
	8	Prepare a *Neighborhood Revitalization Plan* for each subdivision identified as a Neighborhood Revitalization Area on the Future Land Use Map, identifying specific infrastructure improvements, housing reinvestment needs, connectivity enhancements, and aesthetic upgrades to support long-term neighborhood stability and value.	8	PLANNING AND ZONING DEPARTMENT	LOW	
	9	Conduct a *Connectivity Audit* in older neighborhoods to identify missing sidewalks, trail gaps, pedestrian safety issues, and opportunities for improving walkability and access to parks, schools, and commercial destinations. Use audit results to guide future mobility investments.	8	PLANNING AND ZONING DEPARTMENT		
	10	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 them into Chapter 9, *Non-Residential*, of this Comprehensive Plan.	9	PLANNING AND ZONING DEPARTMENT	LOW	X X

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: | REVIEW PERIOD: | IMPLEMENTATION YEAR: | EVALUATION OF ONGOING PROGRAMS: | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: | NOTES: RED | X: DATE MISSED

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	Develop a *Public Communication and Outreach Strategy* to keep residents informed about revitalization initiatives, infrastructure projects, available incentives, assessment results, and opportunities to participate in neighborhood planning efforts.	8	PLANNING AND ZONING DEPARTMENT											
	3	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*				X						

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: | REVIEW PERIOD: | IMPLEMENTATION YEAR: | EVALUATION OF ONGOING PROGRAMS: | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: | NOTES: RED | X: DATE MISSED

04 IMPLEMENTATION PLAN

06 REGIONAL PARTNERSHIPS 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
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	Coordinate with the Rockwall Economic Development Corporation (REDC) to proactively identify and recruit appropriate employment and office users for the SH-276 corridor, and evaluate land assembly opportunities that further the City's strategic goals.	1	PLANNING AND ZONING DEPARTMENT	LOW										
	3	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: | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: | NOTES: RED | X: DATE MISSED

04 IMPLEMENTATION PLAN

07 CAPITAL & FINANCIAL IMPROVEMENTS 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
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					X		✓			
	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			X		✓					
	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: | REVIEW PERIOD: | IMPLEMENTATION YEAR: | EVALUATION OF ONGOING PROGRAMS: | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: | NOTES: RED | X: DATE MISSED

04 IMPLEMENTATION PLAN

07 CAPITAL & FINANCIAL IMPROVEMENTS 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
CAPITAL & FINANCIAL IMPROVEMENTS	12	Coordinate with Public Works and Engineering to align the City's Capital Improvements Program (CIP) with identified redevelopment areas to maximize return on infrastructure investment.	1	ADMINISTRATION AND ENGINEERING DEPARTMENT	*MEDIUM*									▨	▨
	13	Identify priority *Redevelopment and Infill Areas* using existing infrastructure, vacancy data, and economic indicators to target locations for reinvestment and public improvement projects.	1	ADMINISTRATION, PLANNING AND ZONING, AND ENGINEERING DEPARTMENTS	*MEDIUM*										■
	14	Identify and pursue grant funding, economic development tools, and public/private partnerships for infrastructure upgrades, façade improvements, and catalytic redevelopment projects along the corridors.	1	ADMINISTRATION	*MEDIUM*									▨	▨

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: ▨ | REVIEW PERIOD: ■ | IMPLEMENTATION YEAR: ■ | EVALUATION OF ONGOING PROGRAMS: ▨ | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: ■ | NOTES: RED | X: DATE MISSED

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)

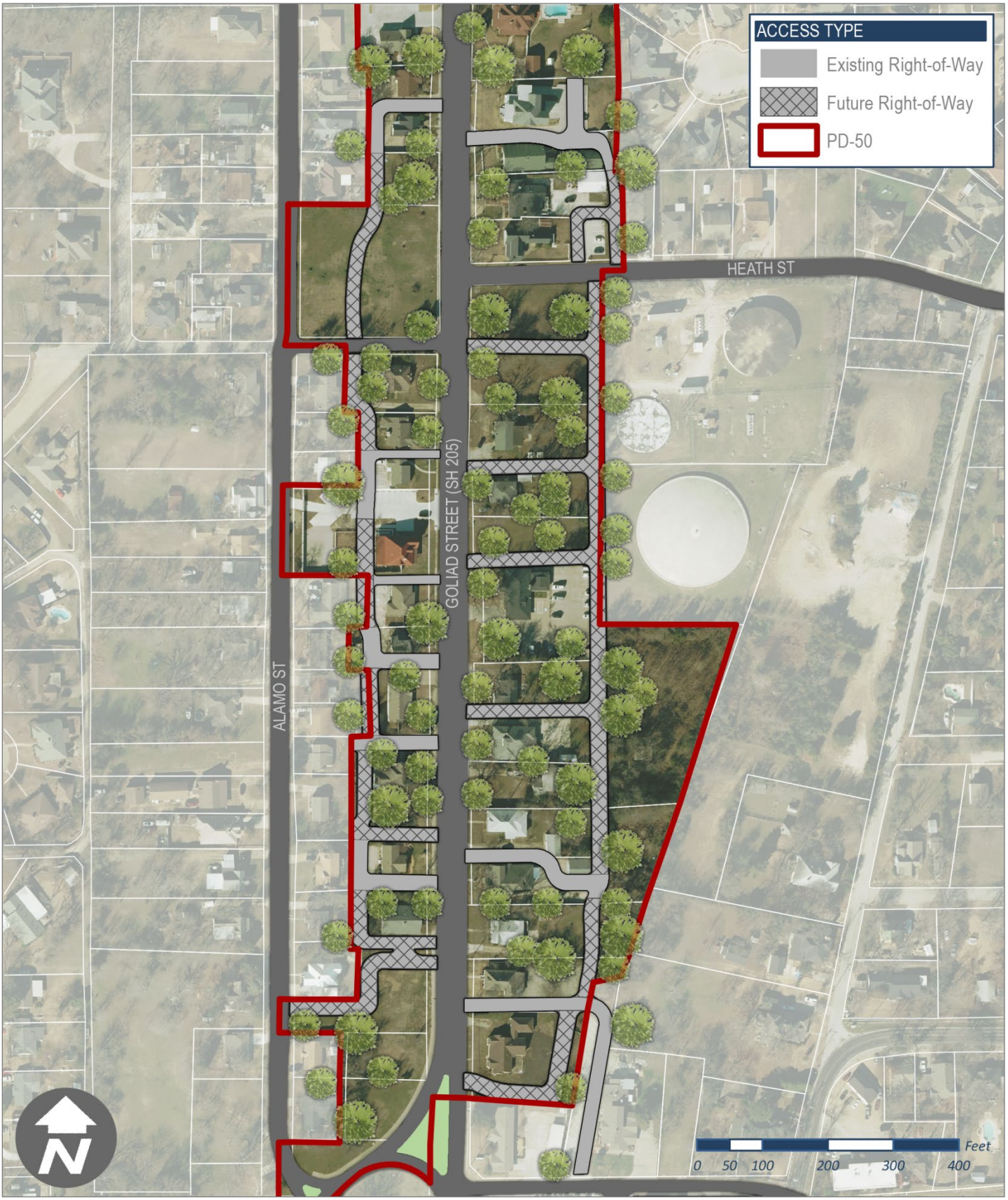
The access plan for Planned Development District 53 (PD-53) is intended to: (1) provide alternative access for the businesses along Ridge Road [*FM-740*], (2) reduce the amount of driveways along Ridge Road [*FM-740*], and (3) assist in the adaptive reuse of the single-family structures in this area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

1. Background and Introduction
2. Plan Framework
3. Corridor Strategies
4. Implementation Plan

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

ACKNOWLEDGEMENTS

CITY COUNCIL

Jim Pruitt, *Mayor*
John Hohenshelt, *Mayor Pro-Tem*
Kevin Fowler
Bennie Daniels
Dana Macalik
Trace Johannesen
Patrick Trowbridge

FORMER CITY COUNCIL

Scott Milder
David White
Mike Townsend
Dennis Lewis

PLANNING AND ZONING COMMISSION

Johnny Lyons, *Chairman*
Eric Chodun, *Vice Chairman*
Tracey Logan
Jerry Welch
Mark Moeller
Annie Fishman
John Womble

STAFF PLANNING COMMITTEE

Ryan Miller, *Director of Planning and Zoning*
David Gonzales, *Planning Manager*
Korey Brooks, *Senior Planner*
Amy Williams, *City Engineer/Director of Public Works*
Ariana Hargrove, *Fire Marshal*
John Ankrum, *[Former] Building Inspections Supervisor*
Lance Singleton, *GIS Supervisor*
Lindsay Gnann, *GIS Analyst*
Laura Perez, *Executive Secretary*
Lauri Dodd, *Public Information Officer*

ADMINISTRATION

Rick Crowley, *City Manager*
Mary Smith, *Assistant City Manager*
Brad Griggs, *Assistant City Manager*

1 BACKGROUND AND INTRODUCTION

The Interstate Highway 30 (IH-30) Corridor serves as the City of Rockwall's principal commercial/retail and transportation corridor. Retail and commercial businesses along this passageway are responsible for a large majority of the sales tax generated within the city. Since Rockwall has become the main commercial/retail generator for the county, IH-30 has served as the primary east/west roadway and acts as not only the gateway for traffic entering and exiting the city, but also the county. In addition, Rockwall's businesses have greatly benefited from the high volumes of traffic carried by IH-30 on a daily basis; however, as the region grows so do the cities situated east of Rockwall, and as demand for commercial/retail grows in these communities, businesses will be attracted to these areas. To maintain the City's competitiveness in the region, Rockwall's City Council directed staff to study the IH-30 Corridor and provide potential strategies that will: (1) address retail/business retention in the corridor, (2) provide strategies to target regional land uses, and (3) provide a plan for strategically located vacant land along IH-30. The following plan framework, corridor strategies, and implementation plan were drafted as part of a larger corridor plan that was approved by the City Council on March 18, 2019. This document is intended to act as a roadmap for planning the IH-30 Corridor's land uses and development characteristics to ensure the future prosperity of the community.

2 PLAN FRAMEWORK

PLAN FRAMEWORK

Broad planning ideas, goals and objectives form the framework used to develop strategies intended to support existing land uses and to target and attract new regional land uses. From the existing conditions analysis, the retail trade area analysis, the benchmark analysis and the stakeholder engagement workshop, prepared with the IH-30 Corridor Plan, the Staff Planning Committee (SPC) created the broad framework depicted in *Figure 1: Plan Framework*. This framework was used to identify strategies for business retention/attraction in the corridor and to draft an implementation plan. This framework includes:

CORRIDOR ZONES

The *Corridor Zones* (*i.e. Preservation, Transition and Opportunity Zones*) -- *which were established by citizens and stakeholders as part of Station 3: Plan Framework of the stakeholder engagement workshop and reviewed by the SPC* -- are as follows (*and depicted in Figure 1: Plan Framework*):

- ☑ *Corridor Zone #1:* This zone is situated between Horizon Road (*FM-3097*) and Ridge Road (*FM-740*) on the north side of IH-30 and is designated as a *Transitional Zone*. This designation is due to the large amount of vacant property that currently exists in this area, and the uncertainty of how the development of this land will affect adjacent/existing land uses.

- ☑ *Corridor Zone #2:* This triangular shaped zone is situated within the bounds of Ridge Road (*FM-740*), Horizon Road (*FM-3097*), and IH-30, and is identified as a *Transition Zone*. This area contains an older shopping center (*i.e. Carlisle Plaza*) that is currently in the process of transitioning. The public also identified this area as a *Strategically Located Property* in the stakeholder engagement meeting. Due to its redevelopment opportunity.

- ☑ *Corridor Zone #3:* This zone is divided between two (2) designations due to discrepancies between the public's map and the SPC's map. The portion from Ridge Road (*FM-740*) to Greencrest Boulevard is identified as a *Preservation Zone*, and the area between Greencrest Boulevard and N. Goliad Street (SH-205) is identified as a *Transition Zone*. The split designation indicates a difference in the development of these two (2) areas, and of how these businesses have changed overtime. This split is also attributed to the new development currently taking place in the area between Greencrest Boulevard and S. Goliad Street (*SH-205*).

- ☑ *Corridor Zone #4:* This zone is directly south of *Corridor Zone #3* and extends from Ridge Road (*FM-740*) to N. Goliad Street (*SH-205*). This area is identified as a *Preservation Zone*, which is primarily attributed to recently developed shopping centers in this zone. These properties are currently considered highly performing commercial/retail properties.

- ☑ *Corridor Zone #5:* This zone extends from N. Goliad Street (*SH-205*) to T. L. Townsend Drive and is identified as an *Opportunity Zone*. The purpose of this designation is tied to the large vacant property in front of the County Courthouse, and to other potential redevelopment opportunities within this area.

- ☑ *Corridor Zone #6:* This zone extends from S. Goliad Street (*SH-205*) to T. L. Townsend Drive and is identified as a *Preservation Zone*. This area includes newer development in the IH-30 corridor (*i.e. the CostCo shopping center and adjacent land uses*) that should be preserved moving forward.

- ☑ *Corridor Zone #7:* This zone is identified as a *Transition Zone* and extends from T. L. Townsend Drive to John King Boulevard. This area incorporates industrial and interim land uses that are considered to be

transitioning. In addition, this land also incorporates strategically located vacant property adjacent to the John King Boulevard.

- ☑ *Corridor Zone #8:* This zone is also situated between T. L. Townsend Drive and John King Boulevard, south of IH-30. The area is identified as a *Transition Zone*, due to the large amount of transitional or interim land uses along the IH-30 frontage road. In addition, the property has several large tracts of land that are currently vacant. When developed these properties could change the land use pattern for the area. This zone also has a strategically located, vacant property at the southwest corner of John King Boulevard and IH-30.
- ☑ *Corridor Zone #9:* This corridor zone extends from John King Boulevard to Stodghill Road (*FM-3549*). Since the majority of these tracts are currently vacant, this zone is identified as an *Opportunity Zone* and all property in this area is identified as strategically located property.
- ☑ *Corridor Zone #10:* This zone is situated between John King Boulevard and Corporate Crossing, and is identified as a *Transitional Zone*. The purpose of this designation is tied to the existing land uses and parcelization pattern of the area (*i.e. the way the property has been subdivided over time*).
- ☑ *Corridor Zone #11:* This corridor zone is identified as an *Opportunity Zone* and is located north of IH-30, east of Stodghill Road (*FM-3549*). This zone is vacant and is directly adjacent to the City's eastern City limit line. This entire zone is considered to be a strategically located property.
- ☑ *Corridor Zone #12:* The final corridor zone is south of IH-30, east of Corporate Crossing. This zone is primarily vacant and only contains a few interim land uses. Due to the largely undeveloped area in this zone, it is identified as an *Opportunity Zone.* In addition, the zone contains strategically located property at the southeast corner of the intersection of John King Boulevard and IH-30.

STRATEGICALLY LOCATED PROPERTIES

Using the findings from the *Benchmark Analysis -- detailed in Chapter 3, Benchmark Analysis for Strategically Located Properties, of the IH-30 Corridor Plan* -- the SPC identified potentially appropriate developments for each of the strategically located properties. The models used in this exercise were as follows:

(1) Strip Retail Center Model
(2) Mixed-Use Center Model
(3) Town Center Model
(4) Regional Destination Center Model

NOTE: See Section 3, Benchmark Analysis Findings, of Chapter 3, Benchmark Analysis for Strategically Located Properties, of the IH-30 Corridor Plan for definitions/characteristics of each model.

The findings by the SPC are as follows (*and depicted in Figure 1: Plan Framework*):

- ☑ *Strategically Located Property #1:* The first strategically located property represents the only redevelopment possibility that was identified by the SPC and/or the public, and could benefit from an adaptive reuse or redevelopment plan. Taking this into consideration the SPC did not apply any of the models to this property. It was simply identified as a *redevelopment opportunity*.
- ☑ *Strategically Located Property #2:* This strategically located property is situated at the southwest corner of T. L. Townsend

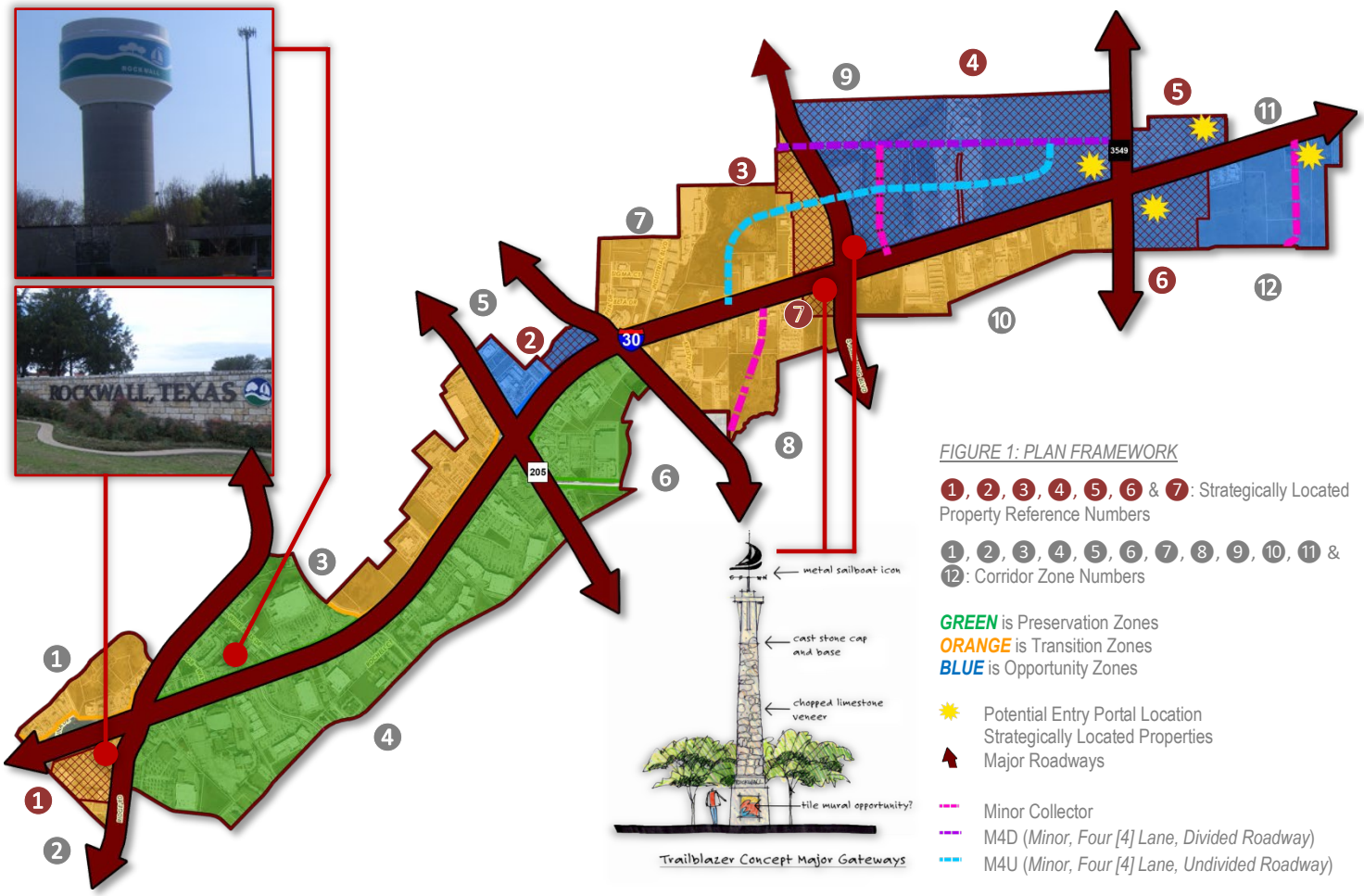


FIGURE 1: PLAN FRAMEWORK

1, 2, 3, 4, 5, 6 & 7: Strategically Located Property Reference Numbers

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 & 12: Corridor Zone Numbers

GREEN is Preservation Zones
ORANGE is Transition Zones
BLUE is Opportunity Zones

Potential Entry Portal Location
Strategically Located Properties
Major Roadways

Minor Collector
M4D (*Minor, Four [4] Lane, Divided Roadway*)
M4U (*Minor, Four [4] Lane, Undivided Roadway*)

Drive and the IH-30 frontage road, and is currently owned by Rockwall County. The SPC unanimously identified this property as being suitable for a *Strip Retail Center*. It should also be pointed out that this property is currently entitled for this type of development under the Commercial (C) District as defined by the UDC. The SPC felt that despite being a highly visible site this model was appropriate due to the limited access caused by the location of the on/off ramps at John King Boulevard and S. Goliad Street (*SH-205*).

- ☑ *Strategically Located Property #3:* This strategic area is located adjacent to the western right-of-way line of John King Boulevard, and is partially zoned Commercial (C) District with the remainder being zoned Light Industrial (LI) District. The SPC identified this property as being suitable for a *Mixed-Use Center* or a *Town Center*. This designation is due to the location and visibility of the property, and that it is located near and accessible from two (2) major roadways (*i.e. John King Boulevard and Justin Road*) and a major highway (*i.e. IH-30*). With this being said the property is situated below the highway overpass and as a result the site has limited visibility for a single-story structure. Structures that are two (2) to three (3) stories in height would be better suited for this property.
- ☑ *Strategically Located Property #4:* This area is located between John King Boulevard and Stodghill Road (*FM-3549*), north of IH-30. The properties in this area are zoned as Commercial (C), Light Industrial (LI) and Agricultural (AG) Districts. Due to the large acreage of these strategic properties, the SPC broke the designation of this area into three (3) zones. The first was directly adjacent to John King Boulevard and was identified as being suitable for *Strip Retail Center* by the SPC. The second area was located between Security Drive and the golf course (*i.e. A1 Golf*) and was identified as being suitable for a *Town Center* development. The third area was the remainder of the property and was identified as being suitable for a *Regional Destination Center*. These designations stem from the good visibility and close proximity to major roadways. In addition, this property is in an ideal location for a large commercial/retail development/regional center.
- ☑ *Strategically Located Property #5:* This property is located at the northeast corner of Stodghill Road (FM-3549) and IH-30 and is zoned Commercial (C) District. Due to the linear nature of this strategically located property, the SPC identified the *Mixed-Use Center* and *Strip Retail Center* as being potentially appropriate models for development. This property does have limited access and poor visibility from east bound traffic, but is located directly adjacent to *Strategic Located Property # 4* making the possibility for a major intersection at IH-30 and Stodghill Road (*FM-3549*) highly likely.
- ☑ *Strategically Located Property #6:* This strategically located property is situated at the southeast corner of Corporate Crossing and IH-30 and is currently zoned Commercial (C) District. The SPC identified this property as being appropriate for both a *Mixed-Use Center* or a *Town Center* based on the location, acreage and its relation to the highway and Corporate Crossing. A *Strip Retail Center* and *Regional Destination Center* were also identified by the SPC as being viable alternatives for this property.
- ☑ *Strategically Located Property #7:* The final strategically located property is situated at the southwest corner of John King Boulevard and IH-30. The SPC identified this property as predominantly being suitable for a *Strip Retail Center*; however, it was also thought to be a suitable location for a *Mixed-Use Center*. It was ultimately decided by the SPC that this property has the acreage and carrying capacity for both types of centers, but is probably best suited for a *Strip Retail Center* that incorporates a grocery store or other large neighborhood service retailer as a primary anchor. The purpose of this designation is due to the poor visibility caused by the highway overpass and the close proximity to a large amount of residential homes and apartment units. The property is currently zoned Commercial (C) District.

ENTRY PORTALS

Entry portals are an essential element to creating a sense of place and distinguishing a City's boundaries. Currently, the City's western boundary is well defined by Lake Ray Hubbard and the Harbor District. The portals create a defined natural and built edge to the City. The eastern boundary of the City, on the other hand, is undefined. When the SPC examined this area, it was decided that an entry portal was an important element in the plan moving forward; however, the SPC was of the opinion that it was somewhat difficult to define what an entry portal in this area should look like since these properties remain largely undeveloped. With this the SPC choose several locations where an eastern entry portal could be incorporated at the time the adjacent properties develop. The thinking behind this was that the portal would match the architecture of future development if constructed at the same time as the properties. *Figure 1: Plan Framework* shows the four (4) possible portal locations identified by the SPC along with all existing and proposed monumentation throughout the corridor.

TRANSPORTATION FACILITIES

Looking at the existing and proposed roadway facilities, the corridor is already well circulated, and the future facilities are a good approximation of what will be needed to circulate any future development; however, without knowing exactly what will be developed on these parcels the SPC felt that the current number of roadways depicted on the property between John King Boulevard and Stodghill Road (*FM-3549*) could be a deterrent to development. With Justin Road extending through the property from east to west and a M4U (*minor, four [4] lane, undivided roadway*) curving through the property from east to west, two (2) Minor Collectors extending north to south were deemed unnecessary. The SPC was also of the opinion that Commerce Street should be continue in a southwardly direction connecting the IH-30 Frontage Road to T. L. Townsend Drive. These were the only changes to the existing and proposed transportation facilities that appeared to be necessary as a result of this study. *Figure 1: Plan Framework* depicts the proposed roadway amendments.

Staff should point out that these changes were incorporated into the revised Master Thoroughfare Plan contained in this Comprehensive Plan, and that no additional actions would be required with regard to transportation facilities. This was incorporated after the Comprehensive Plan Advisory Committee (CPAC) made similar findings about these areas.

LAND USE PLAN

Looking at the current Future Land Use Plan for the IH-30 Corridor, only about 37.56% of the corridor is identified as a *Special Commercial Corridor*. The remainder of the corridor is scheduled for *Commercial* (38.35%), *Technology/Light Industrial* (13.33%), *Special District* (4.70%), and to a lesser degree *Parks and Open Space, High*

Density Residential, *Public Uses* and *Quasi-Public Uses*. After reviewing the goals and objectives of this study, the SPC recommended that the majority of the corridor should be designated as a *Special Commercial Corridor*. The only area that the SPC wanted to deviate from this land use scheme, was the area directly adjacent to the railroad tracks between John King Boulevard and Stodghill Road (*FM-3549*). The SPC felt that this area should be flexible in nature and be designated for either *Technology/Employment Center* and/or *Special Commercial Corridor*. The purpose of this flexibility was to allow industrial or technology firms the ability to locate within the corridor, adjacent to the existing railroad facilities; however, the flexibility would provide for an easy transition to commercial uses should a regional land use be identified for this area. This change was incorporated into *Map 1: Future Land Use Plan* contained in *Appendix C, Maps* of this Comprehensive Plan.

SUMMARY OF PLAN FRAMEWORK

The assemblage of all this information forms the *Plan Framework* of this study. A map of this framework is depicted in *Figure 1: Plan Framework*. A summary of the recommendations provided by this framework are as follows:

(1) The corridor zones that were established as part of this study are intended to guide policy decisions for the final recommendations contained in Chapter 6, *Corridor Strategies & Implementation Plan*, of the *IH-30 Corridor Plan* and which are outlined in Subsection 02.01(3), *Corridor Strategies*, of this section of Appendix B, *Corridor Plans*.

(2) The strategically located properties identified by the SPC were classified based on their potential carrying capacity for retail/regional land uses. This part of the plan framework was to draw attention to these properties and provide various possibilities that would fit the City's desire for regional development.

(3) Monumentation locations were identified for the purpose of creating an eastern entry portal. The design of these monumentation markers should be incorporated into the site plan approval process to allow for review by the Architectural Review Board (ARB) prior to adoption by the City's Planning and Zoning Commission and City Council.

(4) The SPC identified potential changes to two (2) roadways on the Master Thoroughfare Plan. This involves an extension of Commerce Street and the removal of a proposed street running parallel to Security Drive.

(5) Finally, a coherent land use plan that is tied to the goals of this study was laid out. This plan primarily promotes the future of the corridor being zoned and developed in accordance with the *Special Commercial Corridor* designation of this Comprehensive Plan; however, it does make some allowances for flexible land use (*i.e. office/industrial*).

3 CORRIDOR STRATEGIES

The final objective of the Staff Planning Committee (SPC) was to assemble a list of strategies that could be utilized as part of the implementation plan of this study. In doing this the SPC talked about *Offensive* and *Defensive Strategies*. In this case, the *Defensive Strategies* were thought to be pre-emptive strategies centered on regulation or policy actions that the City could implement for the purpose of addressing potential or perceived issues. *Offensive Strategies*, on the other hand, included proactive actions that involved activities like offering incentives, waivers and assistance. In doing this, the SPC also talked about what zone each strategy would affect and who would be responsible for implementing the strategy. A key to the corridor zones and implementation organizations is as follows:

DEPARTMENTS, BOARDS & COMMISSIONS
☑ City Council: CC
☑ Planning and Zoning Commission: PZC
☑ Architecture Review Board: ARB
☑ City Manager/Administration: M
☑ City Attorney: CA
☑ Building Inspections Department: BI
☑ Fire Marshals Division: FM
☑ Planning and Zoning Department: PZD
☑ Engineering Department: E
☑ Neighborhood Improvement Services: NIS

CORRIDOR ZONES
- Transitional Zone
- Preservation Zone
- Opportunity Zone

On March 18, 2019, the City Council approved the following *Offensive* and *Defensive* strategies for use within the IH-30 Corridor:

DEFENSIVE STRATEGIES

STRATEGY 1 PREVENT THE OVERSATURATION OF CERTAIN LAND USES IN THE CORRIDOR

Prevent the oversaturation of certain land uses in the corridor by prohibiting and/or requiring discretionary approvals of these land uses. Currently, the IH-30 Corridor has a high percentage of automotive (8.99%) and industrial (8.37%) land uses, which are typically incompatible with higher end retail users. In addition, these land uses -- *specifically automotive land uses* -- consume a large portion of the current frontage along IH-30 (~26.69%), which means these uses also have high visibility in the corridor. If the intent of the City is to create a commercial/retail corridor, special attention needs to be paid to what land uses are established on the remaining 45.35% vacant land. This is specifically important with the remaining 28.77% of vacant land with frontage on IH-30. To achieve this staff can review Article 04, *Permissible Uses*, of the Unified Development Code to look for possibilities to incorporate discretionary approvals or limit undesirable land uses along IH-30. In addition, staff can look to prohibit certain land uses (*e.g. outside storage*) that are currently allowed through discretionary approval, but may not be desirable for attracting and establishing a regional retail use.

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): Since this is a policy change, there are no anticipated hard costs to be incurred by the City as a result of implementing this strategy. In addition, this strategy can be implemented without assistance from outside consultants.

Estimated Implementation Time: This is estimated to take between 20 to 40-hours of staff time to review the Unified Development Code and draft an ordinance addressing the proposed changes for the City Council's review. This text amendment would be required to be advertised and adopted in accordance with the procedures of the Unified Development Code (*i.e. approximately eight [8] weeks*).

STATUS: ONGOING

STRATEGY 2 INCONSISTENT ZONING REQUESTS

Zoning approvals that are inconsistent with the *Future Land Use Plan* contained in the Comprehensive Plan should be limited. The *Future Land Use Plan* is a document intended to guide zoning in the City of Rockwall. In addition, zoning approvals not consistent with the *Future Land Use Plan* could have a negative impact on existing land uses, and could have an undesirable effect on the economic stability of the corridor (*i.e. create*

conditions not conducive for retail land uses). Moreover, inconsistent zoning approvals change the *Future Land Use* mix, which is designed to yield an 80% Residential/20% Commercial mix (*i.e. intended to yield a 67% residential value/33% commercial value tax base*) per this Comprehensive Plan. To better address inconsistent changes in zoning, staff should develop a process to convey how the approval of inconsistent zoning would change the *Future Land Use Plan*. This should be provided with or in staff's case memos to the Planning and Zoning Commission and City Council.

Implementation Responsibility: PZD, CA, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without assistance from outside consultants.

Estimated Implementation Time: The Planning Division can implement this policy amendment through changes in the current procedures and through the creation and implementation of a tool that will clearly convey the desired information. It should be pointed out that the creation of this process is currently a *strategic goal* on the City's *Strategic Plan* and included in this Comprehensive Plan as an *Implementation Strategy*.

STATUS: *ONGOING*

STRATEGY 3 DISCOURAGE STRIP DEVELOPMENT

The City of Rockwall has several *Strip Retail Centers* as defined in the findings from the benchmark analysis contained in Chapter 3, *Benchmark Analysis*, of the *IH-30 Corridor Plan*. The establishment of new strip retail centers could have the effect of cannibalizing the businesses that are currently located in the City's existing strip retail centers. This could also create a larger problem for the existing centers due to the transient nature of small businesses that tend to locate in these areas (*i.e. businesses in these shopping centers tend to move to newer developments as they progress along the highway*). To combat this possibility, the City could take steps to discourage strip retail centers by amending the design standards contained in the Unified Development Code. Examples of these changes would include policies targeted at requiring shared facilities (*i.e. parking, access, drive facilities, etc.*), limiting parking fields in the fronts of buildings, requiring the provision of open space, restricting signage, etc. This would also require provisions that target mixed-used development (*e.g. office land uses mixed with retail/commercial land uses*). It should be noted that while the SPC did identify some of the strategically located properties as being ideal for *Strip Retail Centers*, this would ultimately depend on the carrying capacity of the corridor (*i.e. to avoid cannibalizing existing businesses the demand of the community would need to increase to justify an additional strip retail center*).

Implementation Responsibility: PZD, ARB, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: This policy change requires a comprehensive review of the City's commercial design standards, and would take time to prepare the necessary text amendments. The total time necessary to complete this strategy will vary depending on the extent staff will have to amend the ordinances. Staff estimates this could take between 30 to 40-hours to complete. In addition, it may be advantageous to use the Planning and Zoning Commission and/or Architectural Review Board (ARB) as design committees to assist staff in drafting the desired changes. Any ordinance changes would need to be adopted in accordance with the procedures contained in the Unified Development Code (*i.e. approximately eight [8] weeks*).

STATUS: *ONGOING*

STRATEGY 4 LIMIT SINGLE USE BIG-BOX DEVELOPMENT

Single use big-boxes can have an immediate and positive effect on a City's ad valorem tax value; however, if abandoned they can also have an effect on the perception of economic health in an area. Currently, the City's big-boxes appear to be economically sound with little to no risk of being abandoned; however, it is a good idea to take a pro-active approach to this issue. Single use big-boxes are typically attractive to businesses that are considered to be category killers and/or discount warehouse stores (*e.g. Wal-Mart, Home Depot, Costco, etc.*). Developing a single big-box is also the typical suburban model for these types of stores. By creating policies that force co-location and mixed-uses the City ensures that these businesses adapt their models to meet the vision of the community, as opposed to allowing these businesses to dictate the community's appearance. By limiting single use big-boxes moving forward, it also has the added effect of protecting the City's current big-boxes, and perhaps staving off the possibility of having ghost boxes (*i.e. empty big-boxes*) in the future.

To achieve this, the City Council could look at development standards that discourage single use big-box users. These types of policies would include regulations like imposing size caps on single use big-box developments (*i.e. limit individual users to discretionary approvals on buildings that are greater than 20,000 – 30,000 SF*), drafting requirements that provide for roof and façade modulation to allow the buildings to be broken up in the case of abandonment, adopting parking requirements that require parking to be located behind the front façade of the buildings, creating a window requirement, and etcetera.

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: This policy change would require staff to review the City's current *General Commercial Building Standards*, and draft an ordinance with the necessary text amendments. The total time necessary to complete this strategy could vary; however, staff estimates a completion time of 30 to 40-hours with an additional eight (8) weeks for the adoption of an ordinance change to the Unified Development Code.

STATUS: *ONGOING*

STRATEGY 5 ADAPTIVE REUSE ORDINANCE OR STRATEGY

Building on the previous strategy, one of the main reasons that City's end up with vacant big-box developments are changes in the economics of a property's location (*i.e. the site can no longer support/sustain a larger retail user*). This may mean that a particular site or location is no longer viable as a large retailer. *Adaptive Reuse* ordinances, also referred to as *Ghost Box* ordinances, are ordinances intended to address this common problem. As previously stated, the City of Rockwall has not had issues with empty big-boxes; however, a

proactive approach to this issue could prove to be valuable in the future. Below is a picture of the vacant *Sports Authority* building, which is a single user big-box that was vacated in 2016. Luckily, this building was quickly replaced with an *Academy Sports and Outdoors*; however, this quick replacement may not always be the case.

The City's current ordinance does incorporate an accountability clause that states that "(f)or those buildings over 80,000 SF in area, the applicant must demonstrate that the building can be subdivided in a reasonable manner by submitting a plan indicating potential entrances and exits and loading areas for multiple tenants." This language could be strengthened and the requirement for this accountability clause could be lowered to buildings greater than 30,000 SF. In addition, the City Council could look into establishing ordinances that: (1) creates a fee waiver program for the adaptive reuse of buildings greater than 30,000 SF (*i.e. creating a waiver for building permit fees*), (2) establish a bonding program that is tied to the demolition of the big-box, (3) creates a program that stipulates companies building big-boxes be required to pay into a *Land Conservation Fund*, which can be used for re-greening or converting an abandoned big-box to allow for infill development (*these ordinances are referred to as White Elephant Ordinances*), and/or (4) creates an incentive zone that deals with alternative use/requirements for conversion/redevelopment efforts.

Figure 6.1: Vacant Sports Authority building prior to being converted to an Academy this year.

Implementation Responsibility: PZD, CA, CM, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: The time necessary to create an *Adaptive Reuse Ordinance* or policy will depend on the scope that the City Council chooses. These programs also would need to be vetted by the City Attorney. In this case, it may take several months to prepare and adopt an ordinance creating each of these programs.

STATUS: *IN PROCESS*

STRATEGY 6 PROMOTE THE INCORPORATION OF OPEN SPACE IN LARGER DEVELOPMENTS

As was seen in the *Benchmark Analysis* in Chapter 3, *Benchmark Analysis*, of the *IH-30 Corridor Plan*, nearly all of the regional developments surveyed by the SPC contained open/green space. The importance of incorporating open/green space in commercial developments was further validated through the stakeholder engagement process. In both exercises requesting participants to identify their preferred development choice -- *with the choices being those reviewed by the SPC as part of the benchmark analysis* -- the top results were developments incorporating large amounts of open/green space (*e.g. Grandscapes at 26% open space and Toyota Stadium at 5% open space and 35% sports fields*). In addition, the exercise asking participants to prioritize issues/priorities in the corridor indicated that open/green space was important. Both *Parks/Trail/Walkability* and *Increased Open Space* scored in the top five (5) items identified by the public as priorities and issues. Moving forward provisions requiring a percentage of functional open space -- *above and beyond the required landscape buffer and detention ponds* -- could be incorporated into the design standards for large commercial developments. This would need to be scaled to the development and would not be applicable across the board (*i.e. would not be appropriate for developments with less than 20-acres*).

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): Since this strategy would affect future development the implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: The implementation of this policy could be completed with an estimated ten (10) to 20-hours of staff time required to prepare an ordinance amendment to the Unified Development Code (*i.e. approximately eight [8] weeks for approval*).

STATUS: *ONGOING*

STRATEGY 7 REVAMP THE CITY'S PARKING STANDARDS

Commercial developments along the corridor are exclusively made up of surface parking lots situated in the fronts of buildings. Often times these parking areas are two (2) to three (3) times larger than the building it services (*see image below*).

Figure 6.2: Kohl's Parking Lot, which recently was subdivided to incorporate a Cracker Barrel restaurant at the northeast corner.

In most of these cases the parking lot is rarely if ever full. To address this issue the City Council could choose to establish parking maximums that would limit inefficient uses of land within the corridor. These policies could also promote shared parking agreements and structured parking.

Typically, the argument against structured parking is the high initial cost to establish these facilities; however, if a district wide approach that discourages single use big-boxes is taken by the City, it is not inconceivable to expect more efficient parking solutions. In addition, the City should, where possible, promote shared parking arrangements that are mutually beneficial to developers, property owners and tenants by accounting for varying peak demand. This should have the benefit of increasing the buildable land within the corridor.

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: The implementation of this policy change is anticipated to take between ten (10) to 20-hours of staff time to research and prepare an

ordinance amending the parking requirements contained in the Unified Development Code. The ordinance would take approximately eight (8) weeks for approval/adoption.

STATUS: ***IN PROCESS***

STRATEGY 8 CREATE MODEL ZONING ORDINANCE FOR REGIONAL MIXED-USE DEVELOPMENT

Article 05, *District Development Standards*, of the Unified Development Code contained standards for a Mixed-Use Overlay (MUO) District (*these standards were recently removed*); however, this district has not been applied to the zoning map. Building off the current standards contained in this section of the code, staff could create a model zoning ordinance for either an overlay district that can be applied to the strategic properties in the corridor or model regulations for a planned development district ordinance -- *similar to the residential standards contained in Article 10, Planned Development Regulations, of the Unified Development Code* -- intended to regulate mixed-use development in the corridor. This could include the information observed by the SPC as part of the *Benchmark Analysis*. This type of ordinance would also layout the City's desired site and building design standards, as well as, address any *incentive zoning* practices intended to incentivize regional development.

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: Staff estimates that a model zoning ordinance could be drafted in two (2) to three (3) weeks. The ordinance would take approximately eight (8) weeks for approval.

STATUS: ***IN PROCESS***

STRATEGY 9 ADOPT POLICIES TARGETED AT SUPPORTING SMALL BUSINESSES

As part of the *Benchmark Analysis*, the SPC noticed that many of the regional centers they surveyed (*specifically mixed-use centers*) were built with a larger focus on smaller lease spaces. This is directly opposed to the classic anchor model, which is prevalent in *Strip Retail Centers* and until recently was the preferred model for suburban development by developers. This shift, however, signifies the importance that developers are now placing on small businesses. This may be due to the idea that small businesses have several understated benefits that extend beyond a City's bottom line. For example, small businesses that are successful in a community can shape a unique identity, create a sense of place and enhance community character. In addition, small businesses also have the added benefit of being well suited for adaptive reuse situations, which could play a major role in the economic vitality of the corridor in the future. Rockwall, as a whole, has a healthy history of supporting small businesses -- *especially in the downtown area* -- and there is no reason for this not to continue in the City's primary commercial/retail corridor. To ensure that small businesses are supported in the corridor, staff should look to remove any unintentional barriers in the zoning code that might hinder a small business' ability to open in Rockwall. The majority of these barriers will be in the City's land-use categories, which are somewhat outdated for many of the new types of uses that have been established recently. Addressing this subject, the July 2016 issue of *Zoning Practice* (*a periodical released by the American Planning Association*) identifies four (4) examples of new land uses that have emerged as small businesses recently: (1) specialty food production, (2) industrial design, (3) artisan industrial, and (4) local alcohol production facilities. Under our current use charts these uses, in most cases, would be classified under an *Industrial and Manufacturing* label allowing them to locate in Heavy Commercial (HC), Light Industrial (LI) and Heavy Industrial (HI) Districts; however, these uses typically depend on the foot traffic generated by commercial-retail areas and would not fare well in the City's industrial districts. An example of this dilemma was recently addressed by the City Council with the text amendment incorporating the *Craft Brewery, Distillery and/or Winery* land use. Prior to the amendment, the code treated all breweries the same, and did not make a distinction between large industrial breweries and small-scale craft brewers. As a result, these uses were relegated to only being permitted in a Light Industrial (LI) or Heavy Industrial (HI) District, when in reality they operate more as a retail/restaurant type of business. By changing the code to allow this use by a Specific Use Permit (SUP), the City Council created discretional flexibility that allows this land use into areas of the City that could be better suited to the long-term viability of the business. This flexibility could be beneficial to other land use categories that have undergone fundamental changes in the way they operate. This can be achieved by not only reviewing the City's *Permissible Use Charts*, but also the design standards in the corridor to ensure there are no unreasonable barriers of entry for small businesses.

Another approach the City could take to support small businesses is the continued release of information pertaining to demographics and market analysis. Many small businesses and startups have limited capital to spend on expensive reports and demographic breakdowns of the City. Staff can support these businesses by making reports and studies (*e.g. 2017 Existing Conditions Report and this report*) available online to the public. An example of this effort includes the *Retail Shopping Destinations* interactive map, which contains demographic information for the City and its shopping centers. This tool is intended to help small businesses looking to locate in the community.

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: Staff estimates that a comprehensive look into the City's *Permissible Use Charts* and commercial design standards could take between 60 to 70-hours to prepare an ordinance making the necessary amendments. The ordinance would take eight (8) weeks for adoption.

With regard to making reports and demographic information online, this has become standard operating procedure for staff and unless directed otherwise staff will continue to make these items available.

STATUS: ***IN PROCESS*** | ***ONGOING***

STRATEGY 10 RESIDENTIAL DENSITY BONUSES FOR PROJECTS THAT INCORPORATE A MIXTURE OF LAND USES

The City Council could choose to implement policies that would allow high-density residential land uses along IH-30 pending the project incorporate a mix of land uses (*e.g. hotel, restaurant, retail, entertainment, etc.*).

Through the public survey, many citizens indicated a want for higher end retailers and specialty grocers. These uses typically are attracted to areas with high intensity developments that incorporate a higher density residential component. The City Council could use the City's high demand for multi-family, to incentivize a developer proposing a regional mixed-use development along IH-30 by granting density bonuses. This would involve granting densities greater than the current 14 dwelling units per acre permitted in the City's Multi-Family 14 (MF-14) District. It should be noted that this type of strategy would depend on the residential units being integrated into the overall development (*i.e. structured or block styled apartments above retail or office use, which is common in traditional mixed-use developments, would be more desirable under this strategy than garden style apartments – similar to the condominiums constructed at the Harbor*). This strategy depends on the City's demand for multi-family remaining high, which may require other land use strategies moving forward (*e.g. balancing the City's mix of housing units and limiting multi-family development to areas along the IH-30 corridor, away from other single-family neighborhoods, and from any other areas in the city*). Under the City's current housing mix, this policy would only be viable if the multi-family percentage were decreased below an estimated 12%. Currently, this percentage is around 18%. By reducing the percentage and not approving subsequent projects, the City ensures that a high level of demand exists, and that this demand can be leveraged to attract the desired commercial/retail development. It should also be noted that this could be done under an ownership model as opposed to a rental model by using townhomes and/or condominiums.

Implementation Responsibility: PZD, M, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without assistance from outside consultants.

Estimated Implementation Time: This policy change would have implications on the policies contained in this Comprehensive Plan. The implementation of this strategy would require staff to review the procedures and design standards in the Unified Development Code to ensure compatibility with the intended objective. Staff estimates this could take between 50 to 60-hours to complete, and would need to be adopted in accordance with the procedures contained in the Unified Development Code (*i.e. approximately eight [8] weeks*). In addition, since this policy is driven by the demand of multi-family, its implementation would depend on the current multi-family percentage being decreased to a level that can be leveraged for the desired commercial/retail development.

STATUS: *IN PROCESS* | *ONGOING*

STRATEGY 11 WORK WITH THE REDC AND CHAMBER OF COMMERCE TO COORDINATE BUSINESS RECRUITMENT AND RETENTION EFFORTS

Intergovernmental cooperation between the City, Rockwall Economic Development Corporation (REDC) and the Chamber Commerce to create a Community Business Retention and Recruitment Program may be advantageous to retaining the businesses we have while targeting a regional commercial retail user. In addition, this cooperation ensures that all agencies are aware of the strategies and efforts of other agencies.

Implementation Responsibility: M

Anticipated Cost(s): This strategy is not anticipated to have any additional costs to any of the agencies listed above.

Estimated Implementation Time: Since this strategy requires coordination between a government, a quasi-government and a private service organization it is difficult to establish a implementation timeline.

STATUS: *ONGOING*

STRATEGY 12 WORK WITH TXDOT

Work with the Texas Department of Transportation (TxDOT) to improve circulation and connectivity in the corridor, and to regulate traffic patterns and speed limits. This could also include plans for improved multi-modal mobility and pedestrian access in the corridor.

Implementation Responsibility: E & M

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and will not require the assistance of outside consultants.

Estimated Implementation Time: The City currently works closely with TxDOT, and is in the process of planning the IH-30 corridor for the proposed IH-30 improvements scheduled for 2021.

STATUS: *ONGOING*

OFFENSIVE STRATEGIES

STRATEGY 1 SMALL AREA PLANS

Using the strategically located properties depicted in *Figure 1: Plan Framework*, staff could create small area plans for each of the properties using the findings from the benchmark analysis of this document. By providing small area plans for each of these properties, the City would better convey to the development community the desired outcome for each of these areas. This could help to facilitate a regional development.

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without assistance from outside consultants.

Estimated Implementation Time: The time frame for the completion of the small area plans will vary. Staff estimates that each plan could be completed in approximately one (1) week to one (1) month depending on the scope and detail of the small area plan.

STATUS: *IN PROCESS*

STRATEGY 2 DEMOLITION PERMIT FEE WAIVER

A program creating an administrative waiver of demolition fees could be implemented to assist property owners along IH-30 interested in redeveloping an existing property. While this will not have a major or immediate impact on corridor redevelopment, it is a program that can be implemented easily and can be administered at the staff level (*i.e. as opposed to discretionary oversight of the City Council or other boards or commissions*).

Implementation Responsibility: BI & CC

Anticipated Cost(s): The implementation of this program is not anticipated to have a significant effect on the city's revenues, nor will it be costly to implement. For example, a demolition permit application costs $50.00, and of the 18 demolition permits issued in 2016, six (6) were in the IH-30 corridor. This would represent a total cost to the City of $300.00 for a one-year period.

Estimated Implementation Time: It is estimated that this program could be implemented with five (5) to ten (10) hours staff time to research and prepare an ordinance or resolution outlining the process that can be taken to the

City Council for approval. This ordinance can be approved by the City Council without being subject to the requirements of the Unified Development Code (*i.e. approximately four [4] weeks for adoption*).

STATUS: *ONGOING*

STRATEGY 3 EXISTING BUILDING CODE

Property owners in the IH-30 corridor interested in redevelopment could be allowed to use the *2015 International Existing Building Code*, which is generally less restrictive than the *2015 International Building Code* (IBC) and *2015 International Fire Code* (IFC). The *2015 International Existing Building Code* is a code that is intended to provide model regulation for existing buildings and is generally less prohibitive than the City's other codes. Currently, the City only utilizes this code in certain circumstances; however, this use could be expanded to ease regulations on existing rehabilitation work. Implementing this strategy would also help to address one (1) of the comments that was expressed at the stakeholder meeting, and which stated that "(e)xisting and older buildings need to grandfathered from any retroactive zoning/building requirements that may be added." While the City does not retroactively apply zoning requirements, new work on existing buildings is typically subject to the building code that is in place at the time of the permit. In this case, it would ease requirements and allow for a code that is expressly intended to regulate existing buildings.

Implementation Responsibility: BI & FM

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: This policy change can be implemented at an administrative level by changing the City's policy and defining when the *2015 International Existing Building Code* can be used.

STATUS: *ONGOING*

STRATEGY 4 CIP PROJECTS

Capital Improvement Projects (CIP) scheduled for the study area and intended to support existing businesses could be approached with a higher priority than other projects. Currently, there are no anticipated projects intended for the study area; however, this strategy could be used when projects are identified in the future.

Implementation Responsibility: E, M & CC

Anticipated Cost(s): This strategy is not anticipated to have any additional costs associated with it since it deals with the future prioritization of projects on the CIP.

Estimated Implementation Time: This strategy is not anticipated to require a great deal of staff time to implement; however, it would require the foresight and consideration of staff when planning the CIP in the future.

STATUS: *ONGOING*

STRATEGY 5 CITY INITIATED ZONING OF THE CORRIDOR

To avoid undesired and unplanned land uses in the corridor the City Council could consider a City initiated action rezoning all property in the corridor to a Commercial (C) District designation. This strategy would ensure that the corridor develops in accordance with the uses permitted in the targeted zoning district; however, this would need to be carefully evaluated and vetted by the City Attorney to avoid any legal hurdles associated with this method. As an alternative strategy, the City could offer the change in zoning classification to property owners on a mass and voluntary basis. This strategy would allow many of the Agricultural (AG) properties within the district the ability to secure Commercial (C) District zoning without having to pay the fees for initiating a zoning case. In addition, this would allow people to market their properties as commercial property.

While the voluntary method is the most desirable, it does not ensure 100% participation from property owners in the corridor. This method could also have the negative effect of entitling property for Commercial (C) District land uses, while not incentivizing a regional mixed-use center. To prevent this, the City Council could consider establishing a new zoning district or planned development district that would have the effect of limiting certain land uses. Under this method, if any residential component was incorporated into the zoning it could fall under *upzoning* (*i.e. allowing a greater range of land uses*), which could make the request more difficult to challenge. Staff should note that any City initiated zoning request should be approached under the advisement of the City Attorney.

Implementation Responsibility: CA, M, PZD, PZC & CC

Anticipated Cost(s): All the anticipated costs for this strategy will vary depending on the involvement of the City Attorney.

Estimated Implementation Time: The implementation time of this strategy will depend on the approach of the City Council.

STATUS: *INCOMPLETE*

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4 IMPLEMENTATION PLAN

Perhaps the most important thing to point out is that markets are not static, and have a substantial potential to change. This is especially true with regard to commercial/retail development trends. It will be necessary to update the information in this study on a regular basis and to make sure that the direction of this study is still in-line with the community's vision. This is specifically important with regard to the market analysis contained in the *IH-30 Corridor Plan*.

Finally, when making future decisions in the corridor all parties will need to make sure that development requests, policy decisions, discretionary approvals and any other action affecting the study area are looked at in a global sense. Taking a district wide approach to how the corridor develops in the future will ensure that the community is developing in accordance to its vision and not letting individual developments dictate the community's appearance. This will be especially important for staff to relay to applicants looking to develop and/or establish themselves in the IH-30 corridor.

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*
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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 by-pass 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.

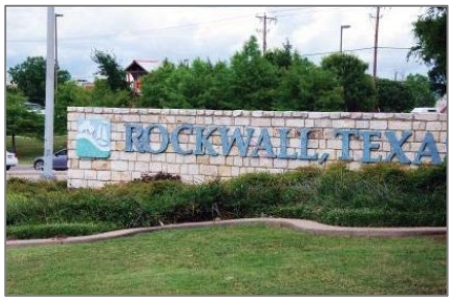
Prairie Uplands. Prairie uplands with broad, rolling slopes and long views occur between the wooded bottoms. The dominant visual character here is of prairie grasses sparsely studded with lower-growing tree species.

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.

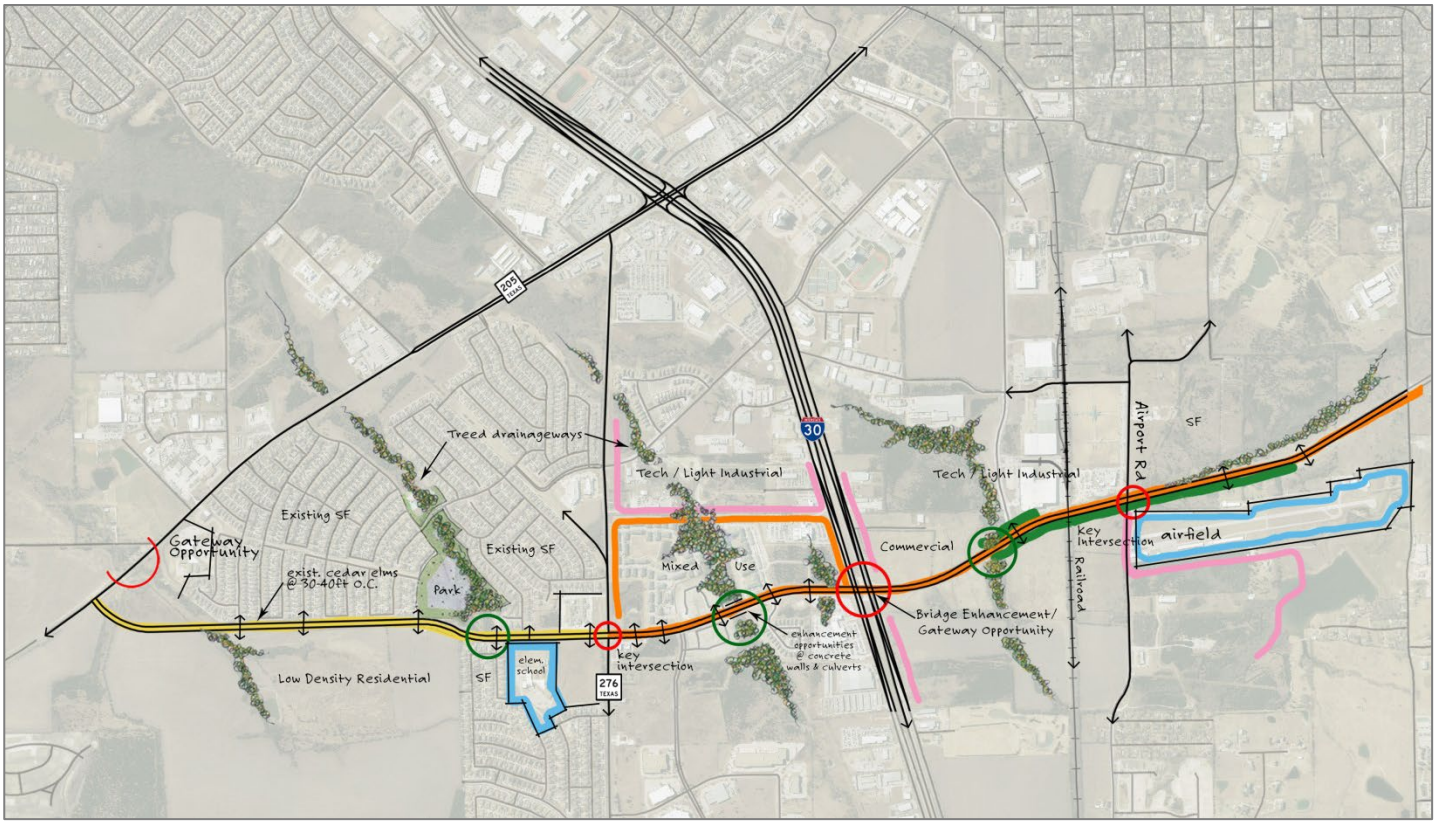
Future Land Uses. Future land uses, as presently zoned or called for in the Comprehensive Plan, can cue related design treatments. For example, more structured, formal plantings and material finishes would be appropriate at commercial and mixed-use intersections, while more naturalistic arrangements 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

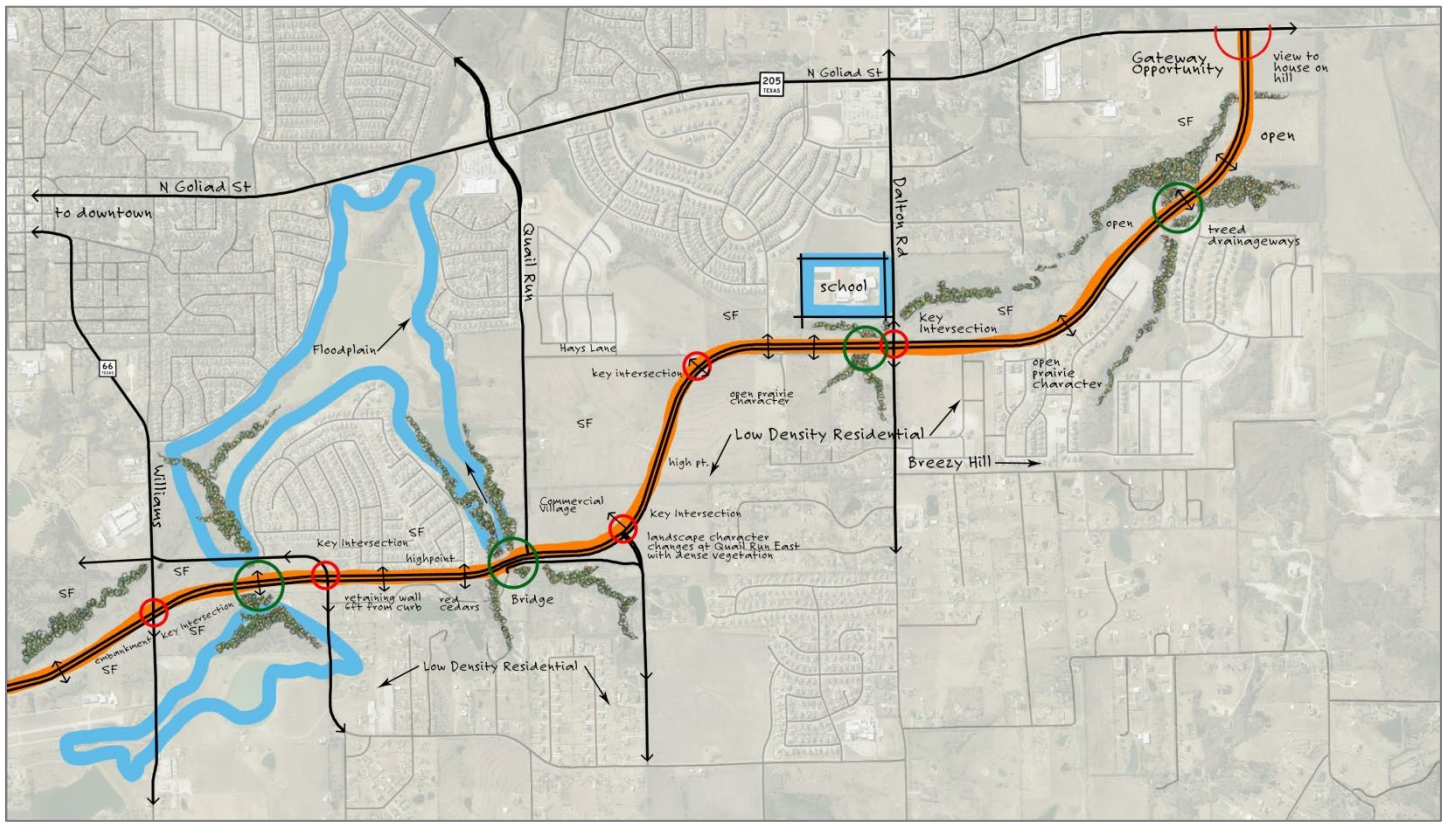


Courthouse, existing limestone *gateway* walls, and the Rockwall Technology Park entrances all share a consistent look of native limestone, the classic Times Roman font and drought tolerant plantings that are appropriate to carry forward into new designs. Newer additions such as the Harbor Place development 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.

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.

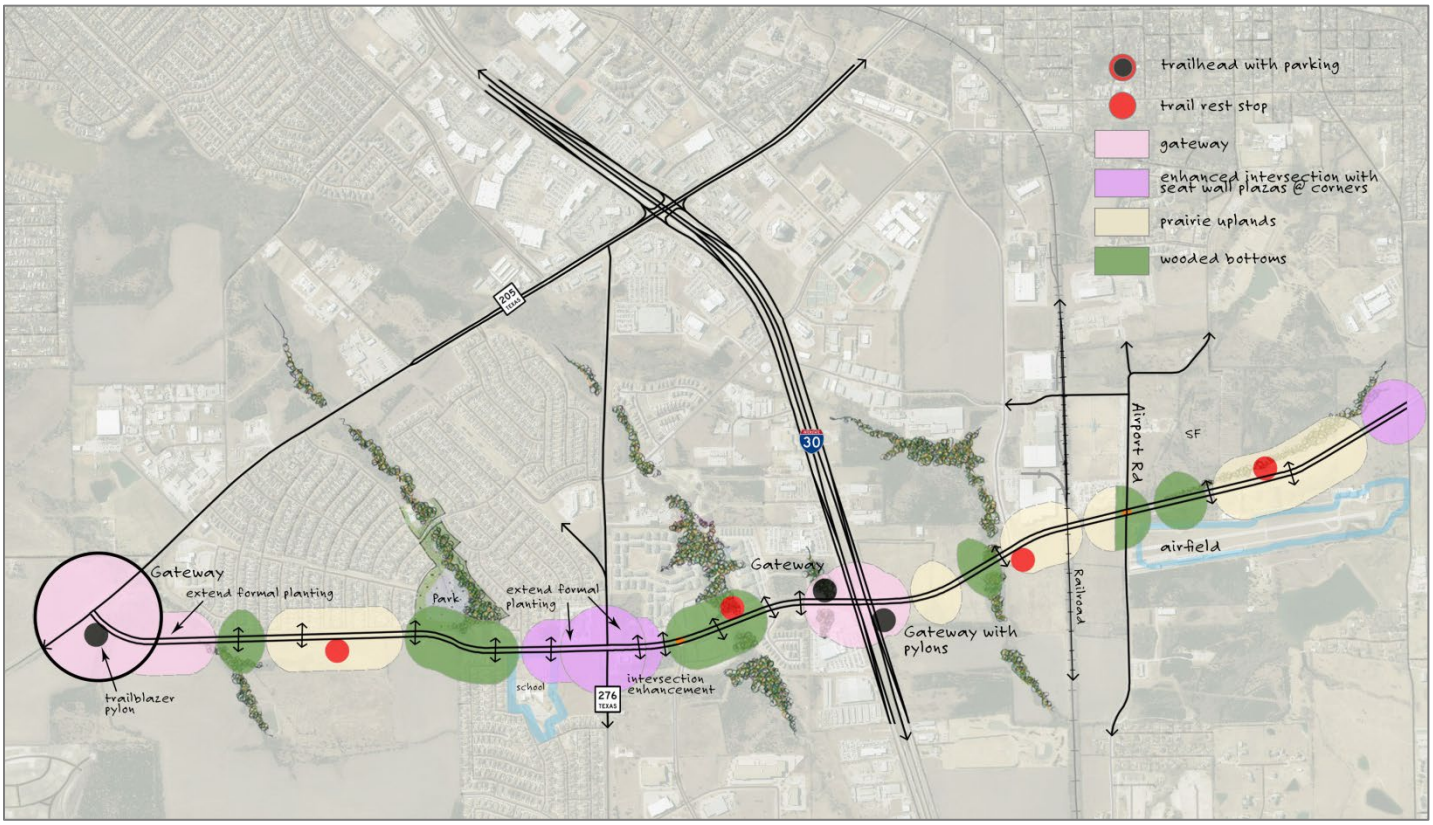
Pulse Points. The "wooded bottoms" crossings and major intersection enhancements will act as "pulse points" in the driving experience, punctuating the boulevard corridor with sophisticated design forms and eye- catching detail at regular intervals, producing a pleasing and predictable visual rhythm in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

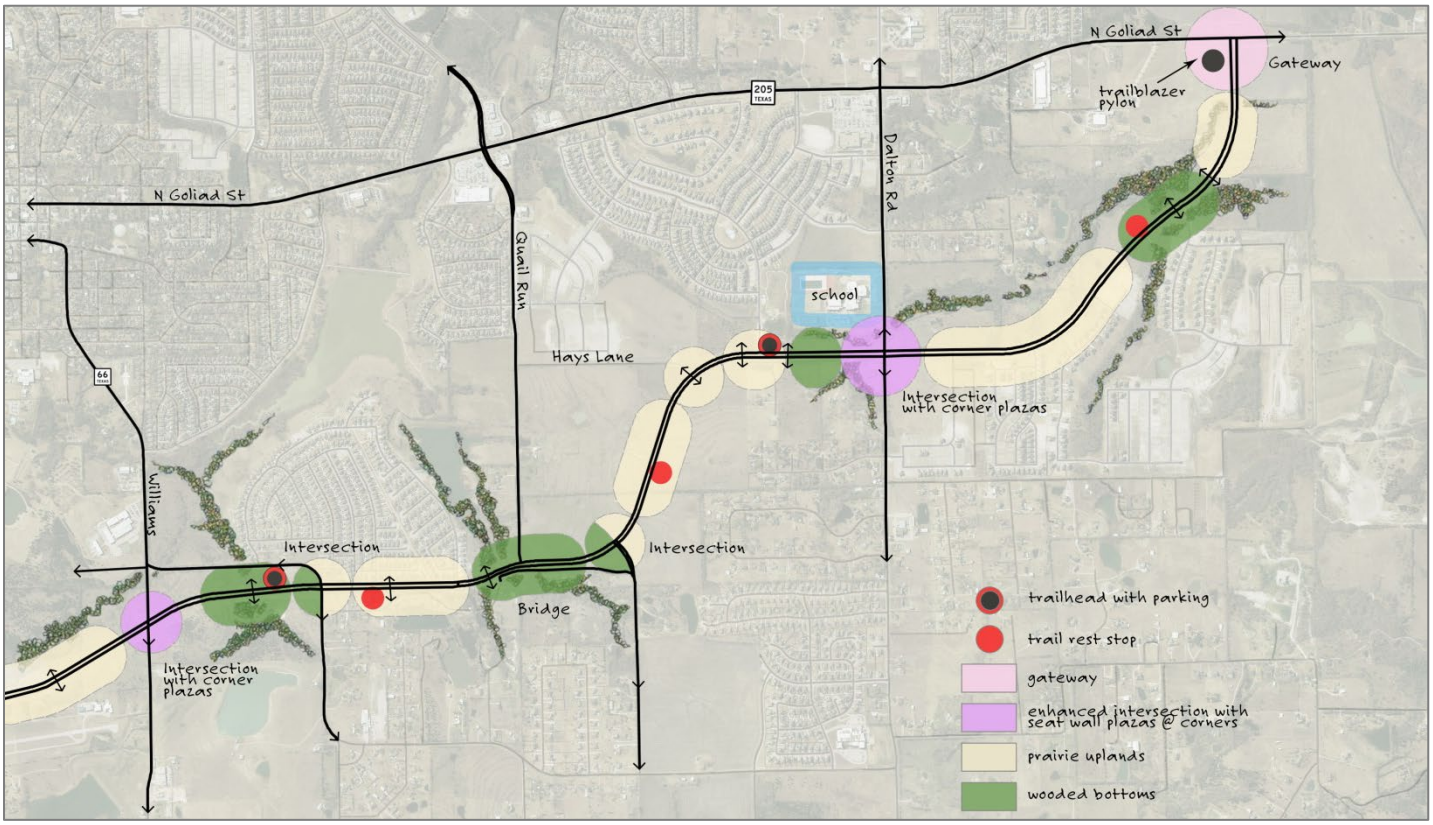
PALETTE OF FORMS AND MATERIALS

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

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

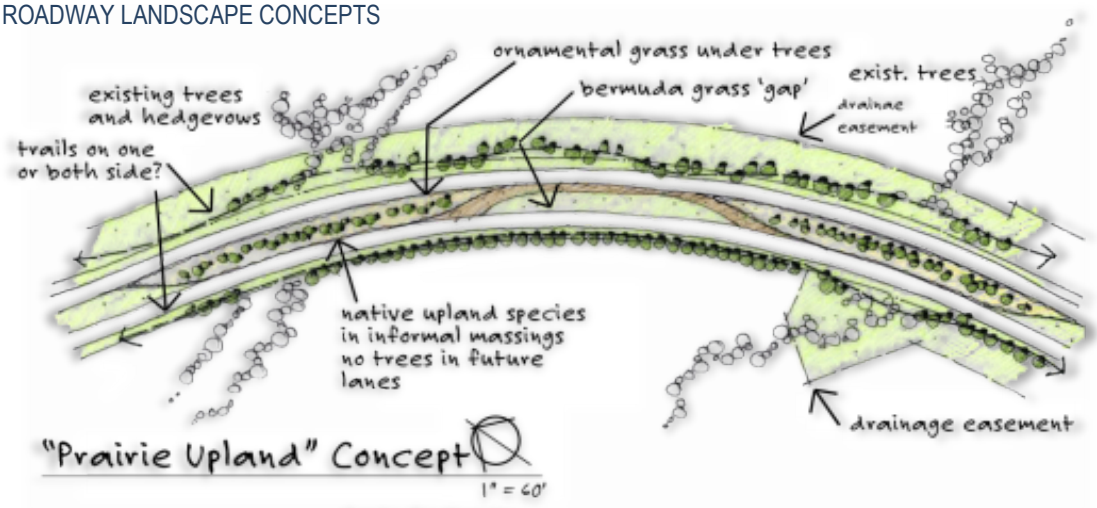
Due to the wide variation in site size and configuration at potential gateway sites, the "kit of parts" approach, utilizing a combination of limestone walls, the vertical "trailblazer" monument pylon, canopy or ornamental trees and broad masses of drought tolerant shrubs and grasses can be used to great 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

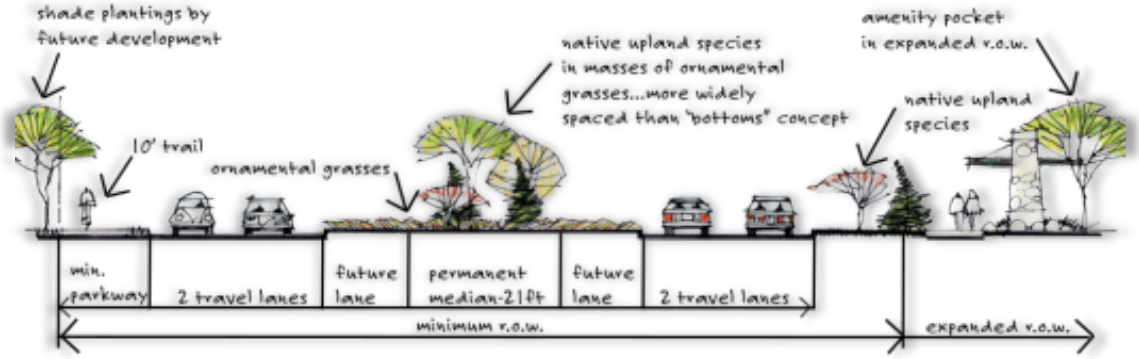
Shaded "rest areas" are shown in preliminary locations on the Enhancements diagram, spaced roughly one mile apart on both sides of the boulevard. This results in a rest area along the boulevard about every half mile. The key design elements shown in the prototype design consist of a shaded shelter of 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

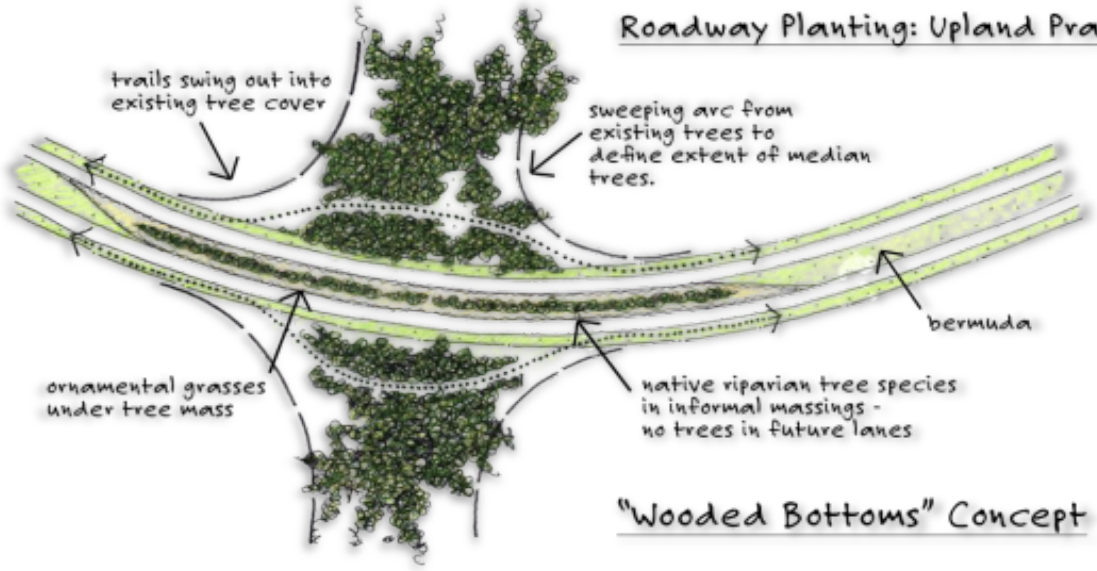
Low exposed concrete headwalls visible from the travel lanes of the boulevard should be colored with the same pale yellow concrete stain utilized for the new John King Boulevard bridge spanning Phelps Branch. This subtle color change will be helpful in tying disparate elements of the corridor together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



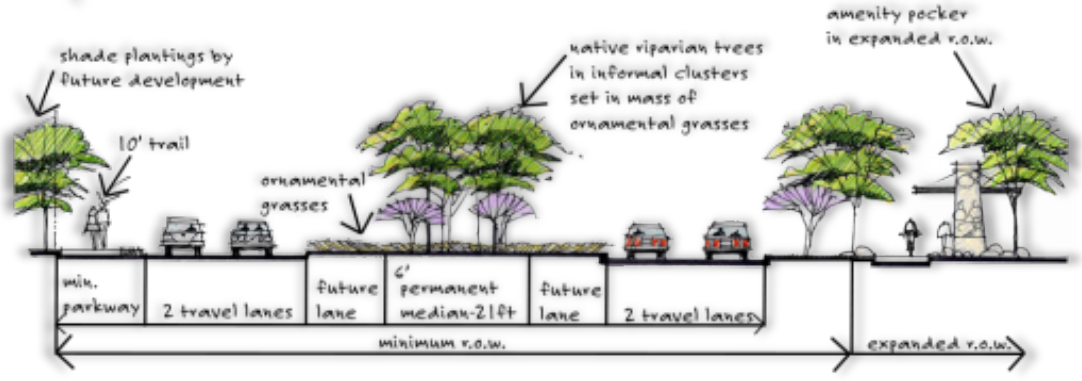
"Prairie Upland" Concept 1" = 60'



Roadway Planting: Upland Prairie Concept 1" = 10'

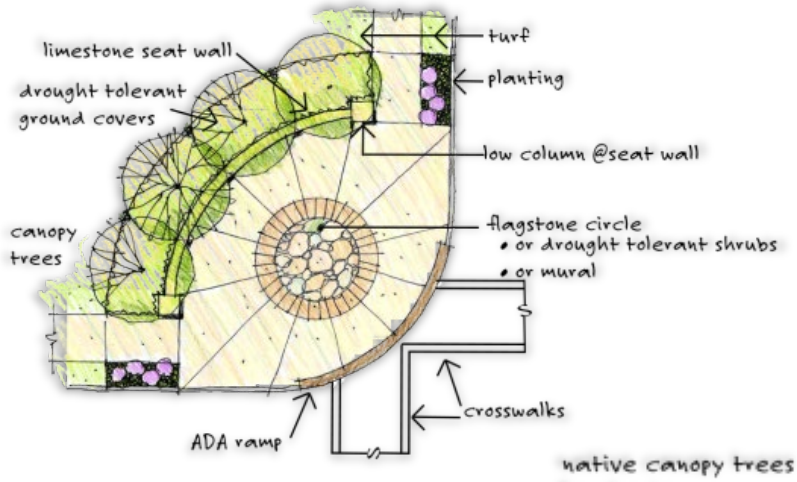


"Wooded Bottoms" Concept

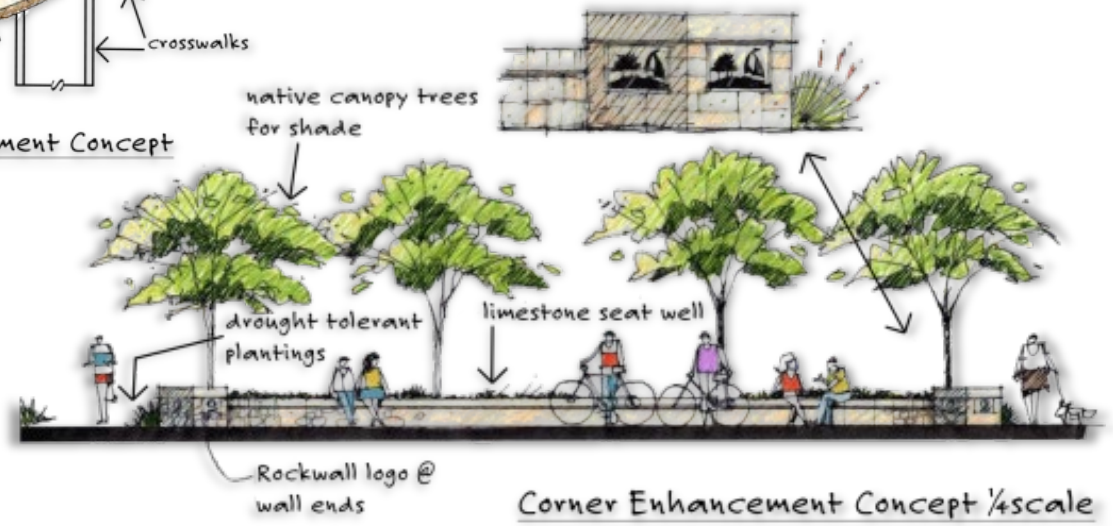


Roadway Planting: Wooded Bottoms Concept 1" = 10'

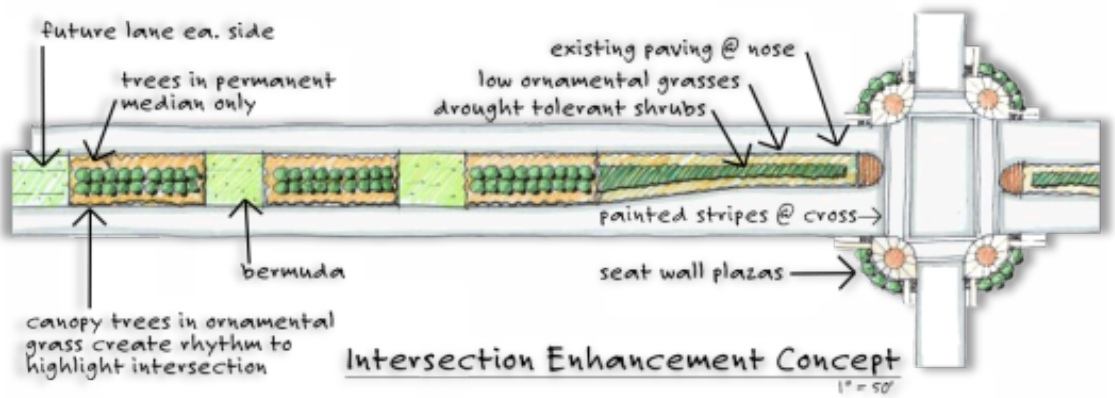
INTERSECTION ENHANCEMENTS



Corner Enhancement Concept



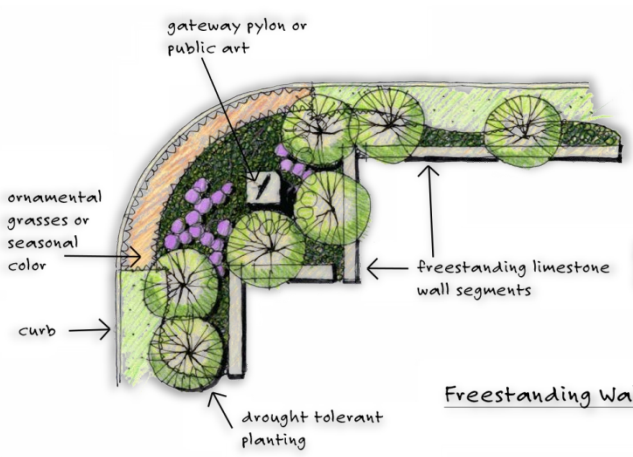
Corner Enhancement Concept ¼scale



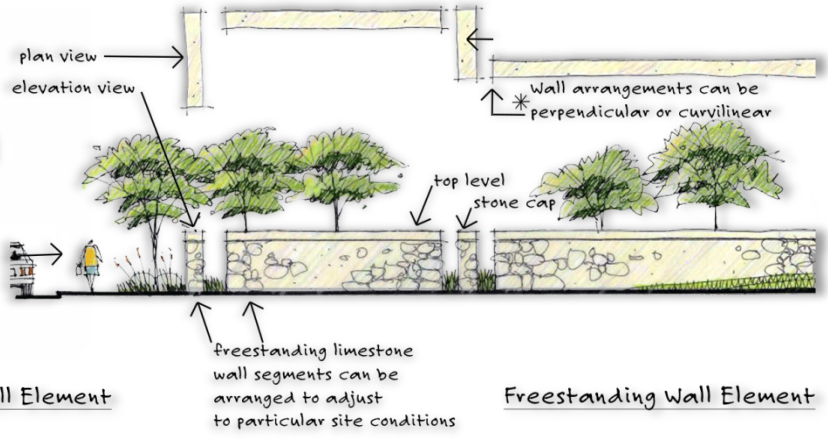
Intersection Enhancement Concept

1" = 50'

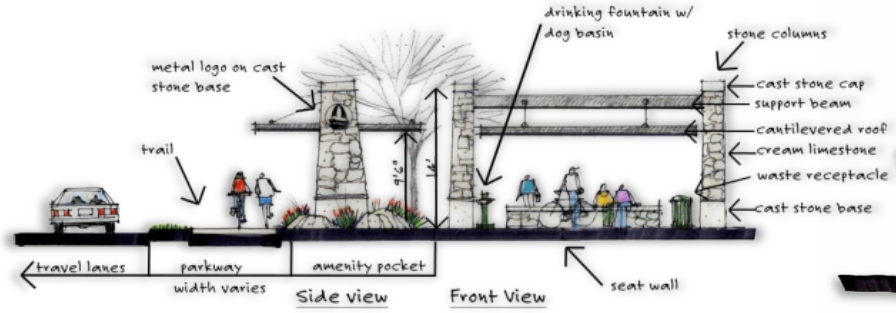
PLACE-MAKING ELEMENTS



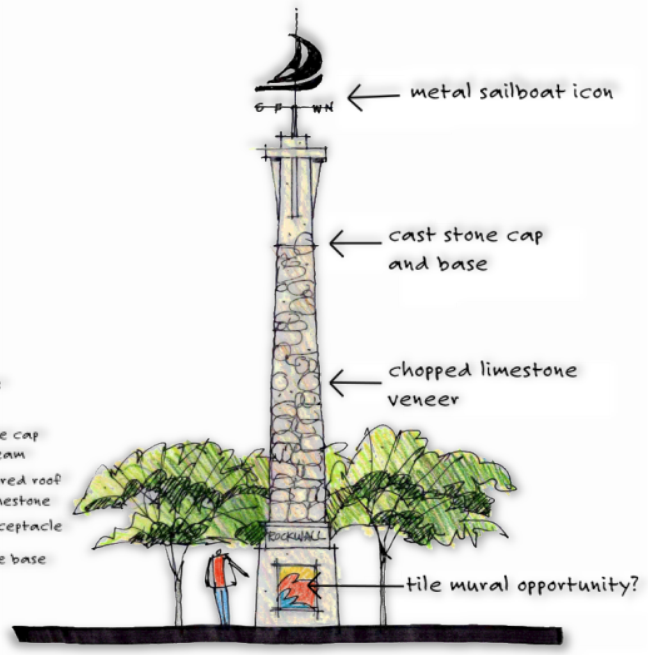
Freestanding Wall Element



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.

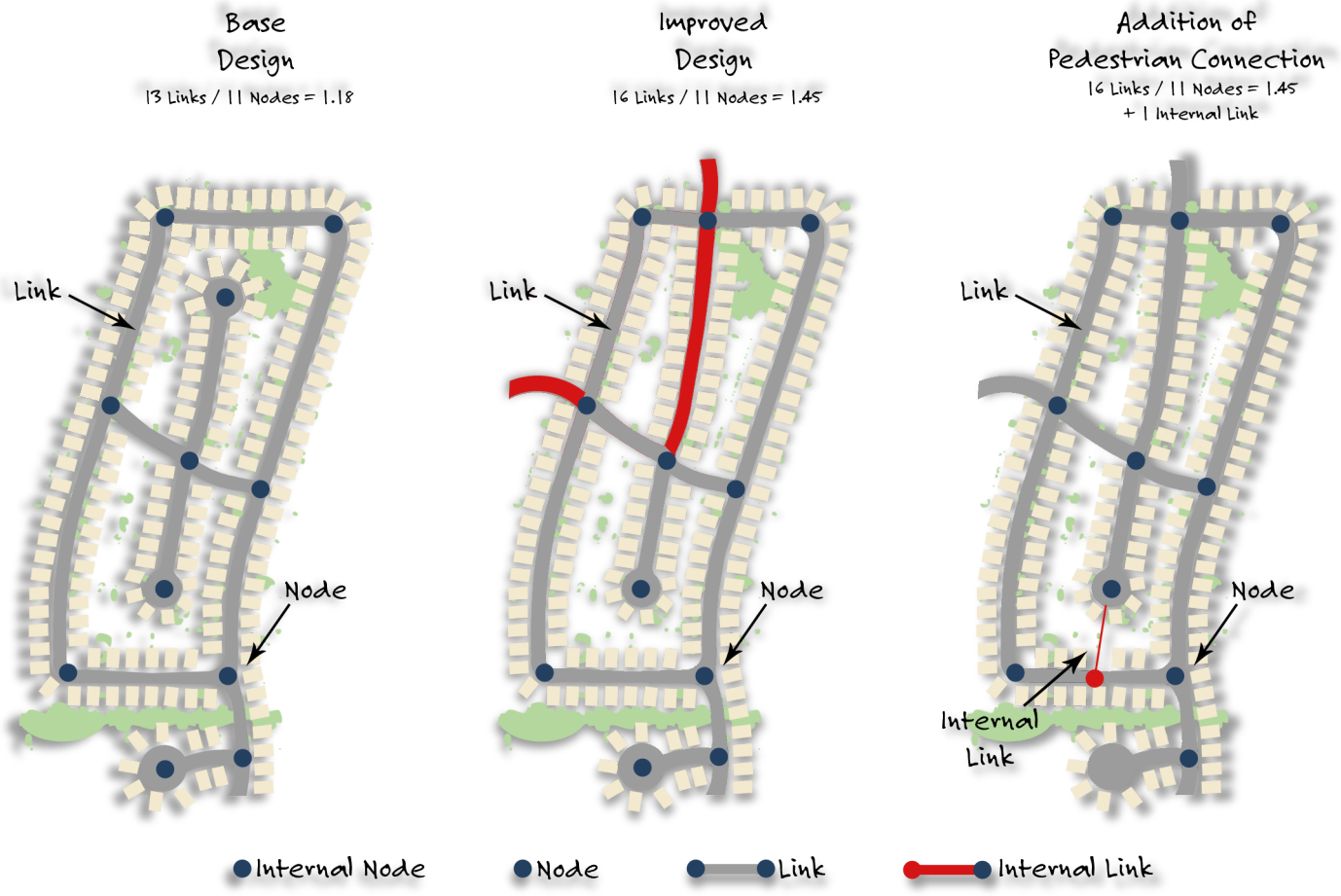
D. Trail connections out of the subdivision shall be considered as being present as a link at the ratio of one link per side as provided for purposes of determining if the required ratio has been met.

SIGNAL SPACING

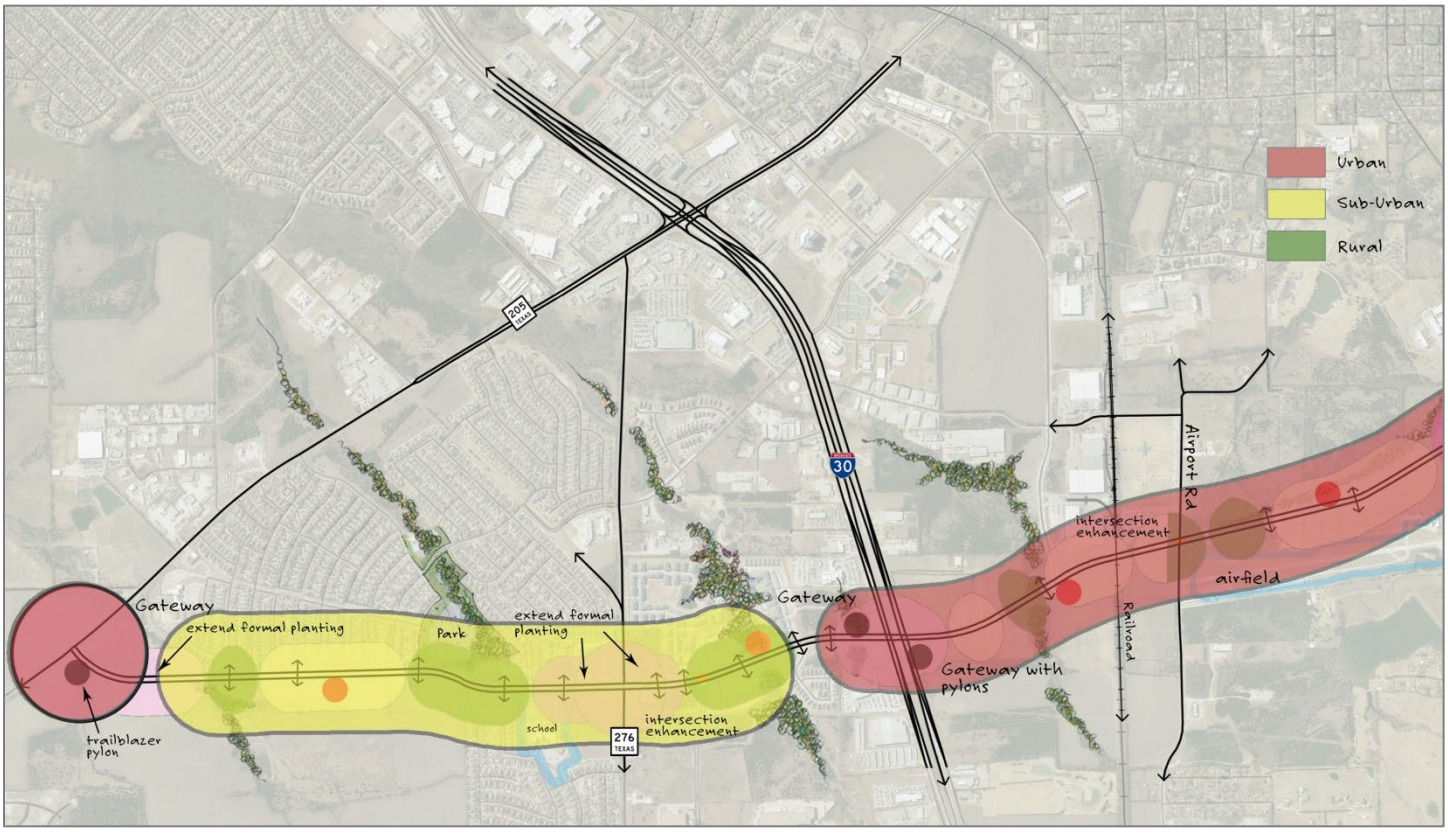
Spacing between intersections is especially critical in rural areas because vehicle speeds are high. One-mile spacing between public road intersections is preferred.

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.

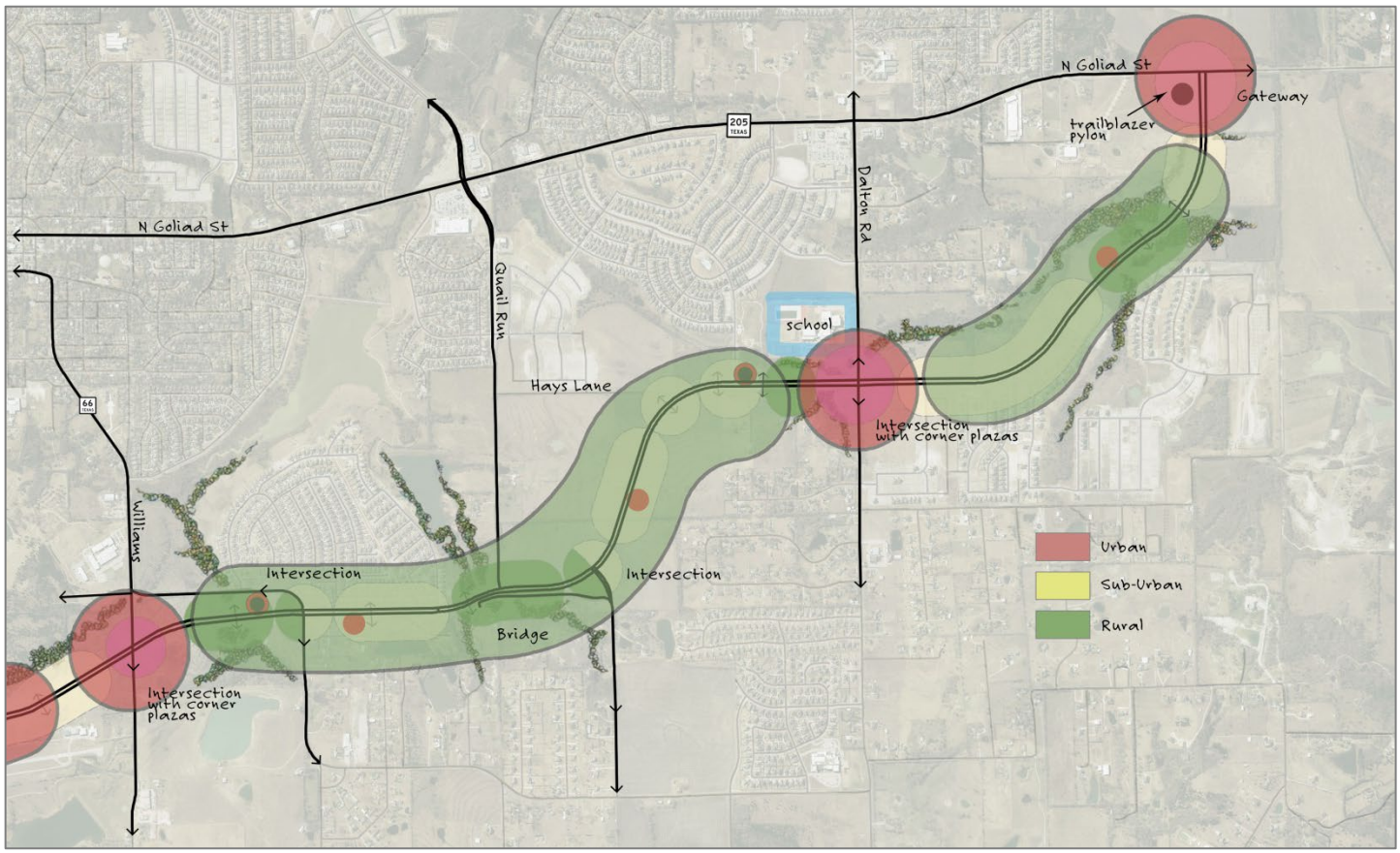
A minimum spacing of one-quarter mile (two to three blocks) is appropriate for an urban area. This shorter distance encourages pedestrian access and slows traffic through the urban area.



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

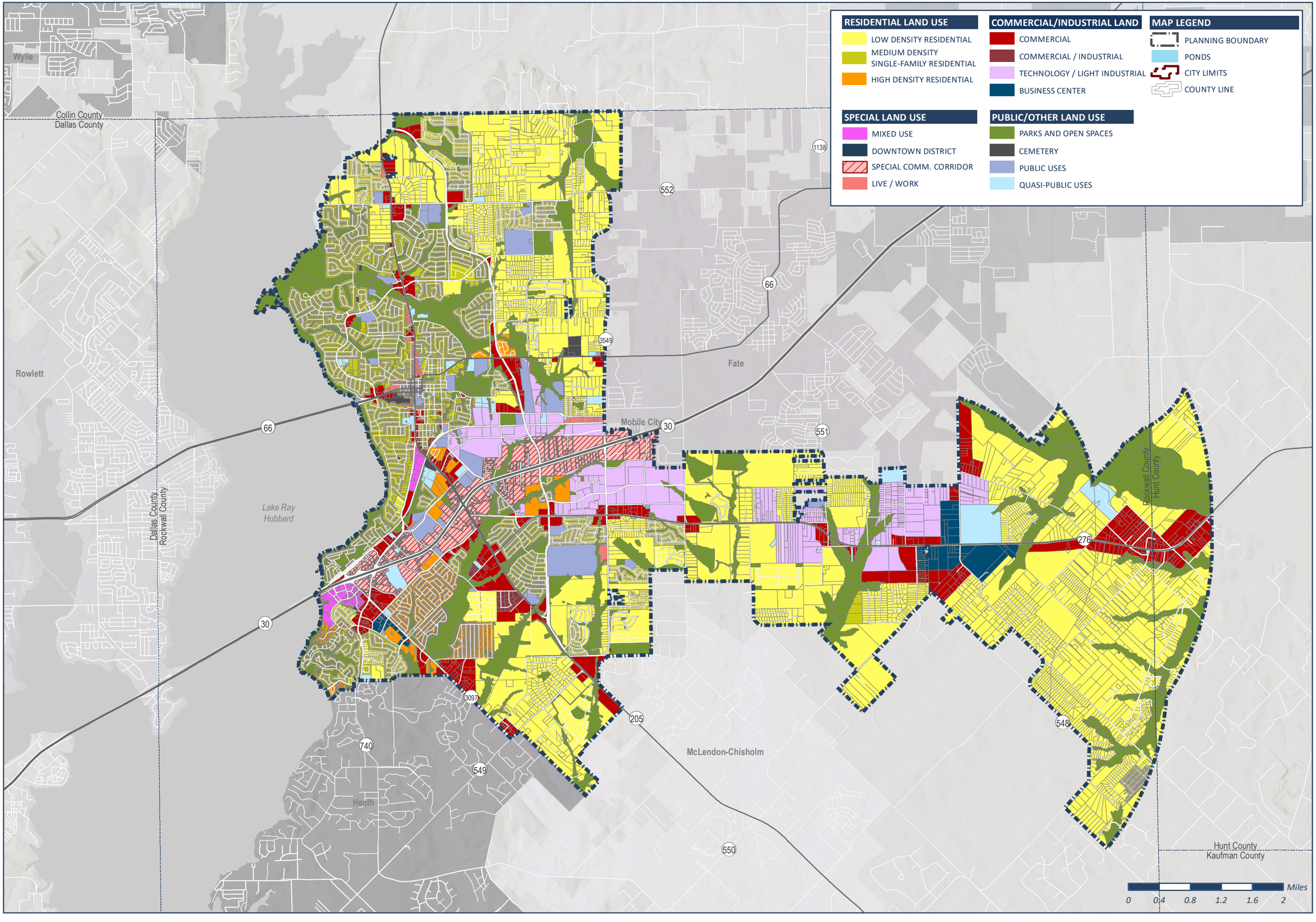
MAPS

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

TRAIL MASTER PLAN

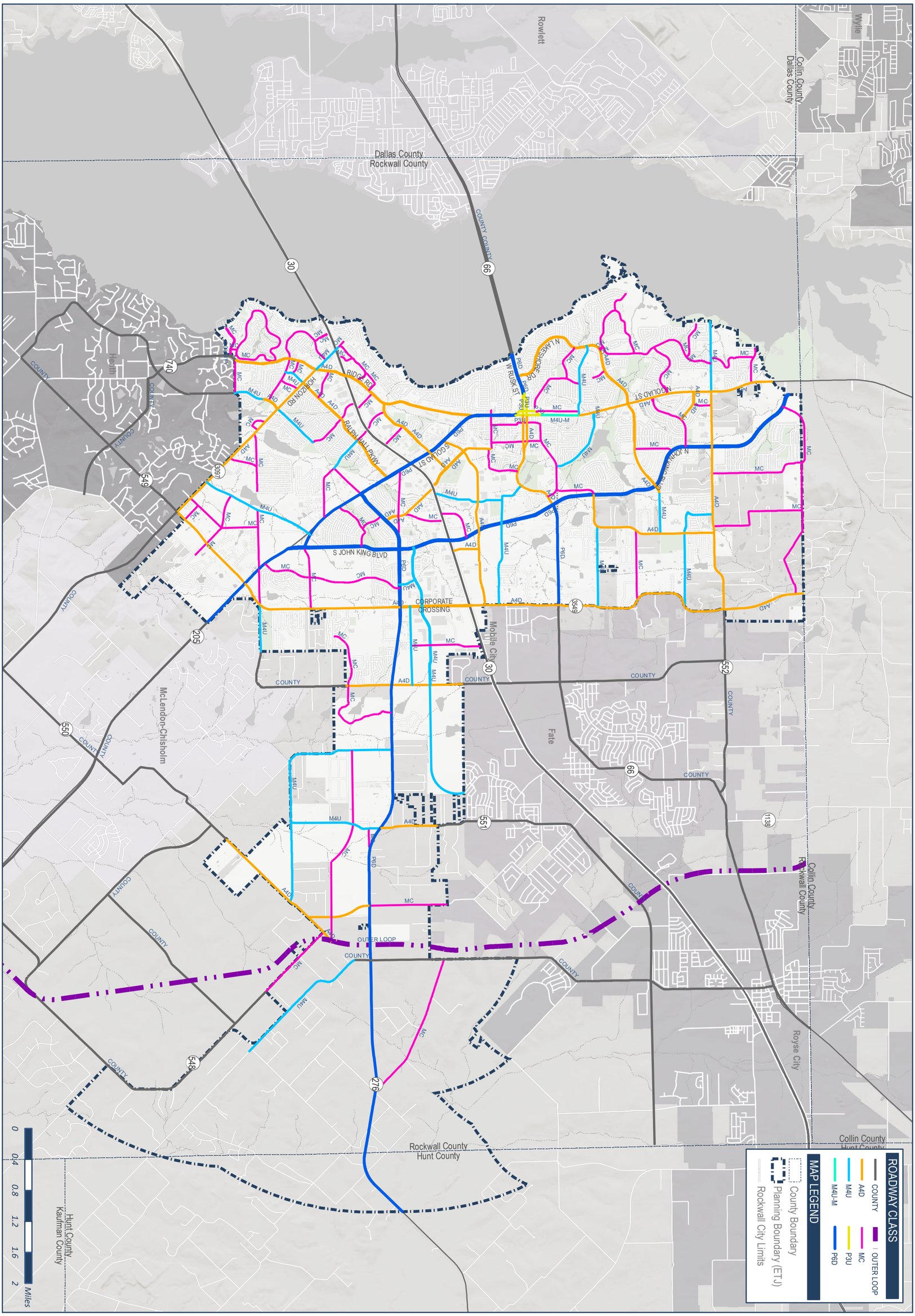
- Hike and Bike
- Connector Trail
- Nature Trail
- Neighborhood Connector
- Safe Route To School
- Attractors
- Parks
- Schools
- Extra-Territorial Jurisdiction
- Hike and Bike Trail
- Boat Ramp
- Baseball Fields
- Football Field
- Swimming Pool
- Trail Head (TH)

Royse City
Fate
Mobile City
McLendon-Chisholm
Heath
Rockwall Lake
Collin County
Rockwall County
Hunt County
66
205
30
276
0 0.4 0.8 1.2 1.6 2 Miles

MASTER TRAIL PLAN

COMPREHENSIVE PLAN
03 | PARKS, OPEN SPACE AND TRAILS

2



3 COMPREHENSIVE PLAN
04 | INFRASTRUCTURE

MASTER THOROUGHFARE PLAN

MASTER WASTE WATER PLAN

COMPREHENSIVE PLAN
04 | INFRASTRUCTURE

4

WATER LEGEND

- Elevated Water Tanks
- Existing Pump Stations
- Proposed Water Tanks
- Water Junction

Proposed Water Pipes

- Less than 10"
- 10" - 20"
- 21" - 30"
- 31" - 40"
- Greater than 40"

Water Service Area

- 700
- 717
- 780

MAP LEGEND

- County Boundary
- Planning Boundary (ETJ)

DISCLAIMER

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

MASTER WATER PLAN

COMPREHENSIVE PLAN
04 | INFRASTRUCTURE

5

CITY OF ROCKWALL

ORDINANCE NO. 26-XX

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ROCKWALL, TEXAS, AMENDING THE OURHOMETOWN VISION 2040 COMPREHENSIVE PLAN IN ACCORDANCE WITH THE CITY'S HOME RULE CHARTER.

WHEREAS, the *Home Rule Charter* of the City of Rockwall, Texas [*the City*], states that the Comprehensive Plan will contain recommendations for the growth, development and beautification of the City and its Extraterritorial Jurisdiction (ETJ); and

WHEREAS, the City Council of the City of Rockwall adopted the *OURHometown Vision 2040 Comprehensive Plan* on December 3, 2018 by *Ordinance No. 18-48* after holding the required public meetings as stipulated by Section 213.003, *Adoption or Amendment of Comprehensive Plan*, of Chapter 213, *Municipal Comprehensive Plans*, of the *Texas Local Government Code*; and

WHEREAS, the citizens of the City of Rockwall were involved in the development of the *OURHometown Vision 2040 Comprehensive Plan* through participation in a citizen action committee (*i.e. the Comprehensive Plan Advisory Committee [CPAC]*) and public meetings; and

WHEREAS, the City Council of the City of Rockwall realizes that the *OURHometown Vision 2040 Comprehensive Plan* is intended to be a *living document* that requires updates to account for changes in the community resulting from growth; and

WHEREAS, the City Council of the City of Rockwall directed staff to prepare an update to the *OURHometown Vision 2040 Comprehensive Plan* in June 2025; and

WHEREAS, the City Council of the City of Rockwall appointed a new citizen action committee (*i.e. Comprehensive Plan Advisory Committee [CPAC]*) on July 7, 2025, consisting of nine (9) citizens of the City (*i.e. seven [7] voting members and two [2] alternate members*) to assist staff in reviewing the *OURHometown Vision 2040 Comprehensive Plan*; and

WHEREAS, on July 24, 2025 the Planning and Zoning Commission and City Council held a joint meeting to identify the areas of the Comprehensive Plan that the citizen action committee would need to address through the update; and

WHEREAS, the *OURHometown Vision 2040 Comprehensive Plan* serves as a guide to all future City Council action concerning land use and development regulations, and expenditures for capital improvements; and

WHEREAS, Section 213.003, *Adoption or Amendment of Comprehensive Plan*, of Chapter 213, *Municipal Comprehensive Plans*, of the *Texas Local Government Code* states that the adoption of or amendment to a Comprehensive Plan requires a hearing at which the public is given the opportunity to give testimony and present written evidence, and as required by the *Home Rule Charter of the City of Rockwall* a public hearing has been held on the proposed revisions to the Comprehensive Plan, and the governing body -- *in the exercise of its legislative discretion* -- has concluded that the Comprehensive Plan should be amended as follows:

NOW, THEREFORE, **BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ROCKWALL, TEXAS:**

DRAFT ORDINANCE 08.30.2025

SECTION 1. The *OURHometown Vision 2040 Comprehensive Plan* as approved is hereby amended in accordance with *Exhibit 'A'* of this ordinance, and the resulting document shall be the *Comprehensive Plan* for the City of Rockwall;

SECTION 2. The *OURHometown Vision 2040 Comprehensive Plan* shall be used by City Staff in planning and as a guide for future development of the City of Rockwall; and,

SECTION 3. This ordinance shall take effect immediately from and after its passage.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF ROCKWALL, TEXAS, THIS THE 3RD DAY OF AUGUST, 2026.

_____
Tim McCallum, *Mayor*

ATTEST:

_____
Kristy Teague, *City Secretary*

APPROVED AS TO FORM:

_____
Frank J. Garza, *City Attorney*

1st Reading: *July 20, 2026*

2nd Reading: *August 3, 2026*

DRAFT ORDINANCE 06.30.2026

Exhibit 'A'
2026 Update to the
OURHometown Vision 2040 Comprehensive Plan

DRAFT
ORDINANCE
06.30.2026

OUR HOMETOWN VISION 2040

COMPREHENSIVE PLAN | 2026 UPDATE

CITY OF ROCKWALL • 385 S. GOLIAD STREET • ROCKWALL, TEXAS • (972) 771-7700

DRAFT

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

DRAFT AND Original 2026

FORMER COMPREHENSIVE PLAN UPDATE/ADOPTION ACKNOWLEDGEMENTS

2012 COMPREHENSIVE PLAN UPDATE | LAND USE AND THOROUGHFARE PLAN

CITY COUNCIL
David Sweet, *Mayor*
Mark Russo
Cliff Sevier
Margo Nielsen
Michelle Smith
David White
Bennie Daniels
Bill Cecil, *Former Mayor*

PLANNING AND ZONING COMMISSION
Phillip Herbst, *Chairman*
Connie Jackson, *Vice-Chairman*
Barry Buchanan
Kristen Minth
Craig Renfro
John McCuthcheon
Dennis Lewis
Michael Hunter, *Former Chairman*

2011 COMPREHENSIVE PLAN ADVISORY COMMITTEE
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Michael Hunter
Lorie Grinnan
Brian Williams
Carl Jackson
Stephen Straughan
Mike Lucas
Bob Cotti

2012 COMPREHENSIVE PLAN ADVISORY COMMITTEE
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David White
Kevin Shepherd
Bob Cotti
Nell Welborn
Sharon Hillgartner
Ross Ramsay

CITY STAFF
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Robert LaCroix, *Director of Planning and Zoning*
Michael Hampton, *Planning Manager*
Chris Spencer, *Senior Planner*
Chuck Todd, *City Engineer*
Brad Griggs, *Director of Parks and Recreation*

CONSULTANTS
Dennis Wilson, *Townscape, Inc.*
Jim Richards, *Townscape, Inc.*
Andrew Howard, *Kimley-Horn & Associates*

2007 COMPREHENSIVE PLAN UPDATE | RESIDENTIAL POLICIES

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Bob Cotti
Tim McCallum
Margo Nielsen
Cliff Sevier
Stephen Straughan

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Bill Bricker, *Vice-Chairman*
Glen Farris
Connie Jackson
Mike Lucas
Glen Smith
Michael Hunter

CITY STAFF
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Rick Crowley, *Assistant City Manager*
Robert LaCroix, *Director of Planning and Zoning*
Michael Hampton, *Planning Manager*
Chris Spencer, *Senior Planner*

CONSULTANTS
Dennis Wilson, *Townscape, Inc.*

2000 COMPREHENSIVE PLAN | HOMETOWN 2000

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Bill Cecil
Ron Coleson
Bob Cotti
John King
Billy Morris

PLANNING AND ZONING COMMISSION
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Larry Dobbs
Homer Flores
Ross Ramsay
Corky Randolph
David Thompson

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Jack Robinson
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Rick Crowley, *Assistant City Manager*
Robert LaCroix, *Director of Planning and Zoning*
James Williams, *Planner*
Chuck Todd, *City Engineer*
Denise LaRue, *Planning and Zoning Coordinator*
Bill Crolley, *Former Director of Planning and Zoning*

CONSULTANTS
J. D. Wilson & Associates
James Richards Studio, Inc.
Newman, Jackson, Bieberstein, Inc.
Parsons Transportation Group

DRAFT 10.30.2026

ACKNOWLEDGEMENTS

2017-2018 COMPREHENSIVE PLAN | OURHOMETOWN VISION 2040 COMPREHENSIVE PLAN

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Bennie Daniels
Trace Johannesen
Dana Macalik
Patrick Trowbridge

FORMER CITY COUNCIL
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Scott Milder
Dennis Lewis
Mike Townsend

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Korey Brooks, *Planner*
Laura Morales, *Planning and Zoning Coordinator*
Lance Singleton, *GIS Supervisor*
Lindsay Gnann, *GIS Analyst*
Amy Williams, *Director of Public Works/City Engineer*
Andy Hesser, *Director of Parks and Recreation*
Jeffrey Widmer, *Building Official*
Kirk Riggs, *Chief of Police*
Kenneth Cullins, *Fire Chief*
Ariana Hargrove, *Fire Marshal/Assistant Fire Chief*

DRAFT
ORDINANCE
06.

DISCOVERY STATUE (DEDICATED APRIL 13, 2023): THE STATUE, BY ARTIST JIM BRYANT, COMMEMORATES THE DISCOVERY OF THE ROCK WALL, FOR WHICH THE CITY WAS LATER NAMED IN 1852.

2025 COMPREHENSIVE PLAN UPDATE | OURHOMETOWN VISION 2040 COMPREHENSIVE PLAN

CITY COUNCIL

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Richard Henson
Melba Jeffus
Sedric Thomas
Dennis Lewis
Anna Campbell

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John Hagaman, *Vice-Chairman*
Ross Hustings
Carin Brock
Douglas Roth
Ellis Bentley
David Schoen

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Dale Cherry, *Vice-Chairman*
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Bob Wacker
Grant English
Jim White
Leslie Wilson
Kevin Fowler
Greg Hollon

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Joey Boyd, *Assistant City Manager*
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Bethany Ross, *Senior Planner*
Angelica Guevara, *Planning Technician*
Melanie Zavalla, *Planning and Zoning Coordinator*
Lance Singleton, *GIS Supervisor*
Olesya Powers, *GIS Analyst*
Curtis Aanerude, *GIS Technician*
Amy Williams, *Director of Public Works/City Engineer*
Travis Sales, *Director of Parks and Recreation*
Edward Fowler, *Chief of Police*
Kenneth Cullins, *Fire Chief*

DRAFT 2026

THE ANNUAL INDEPENDENCE DAY PARADE ON JULY 4, 2025: THE PARADE SHOWCASES LOCAL BUSINESS AND COMMUNITY GROUPS.

OCTOBER 08, 2026

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APPENDIX B | CORRIDOR PLANS
APPENDIX C | MAPS

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.

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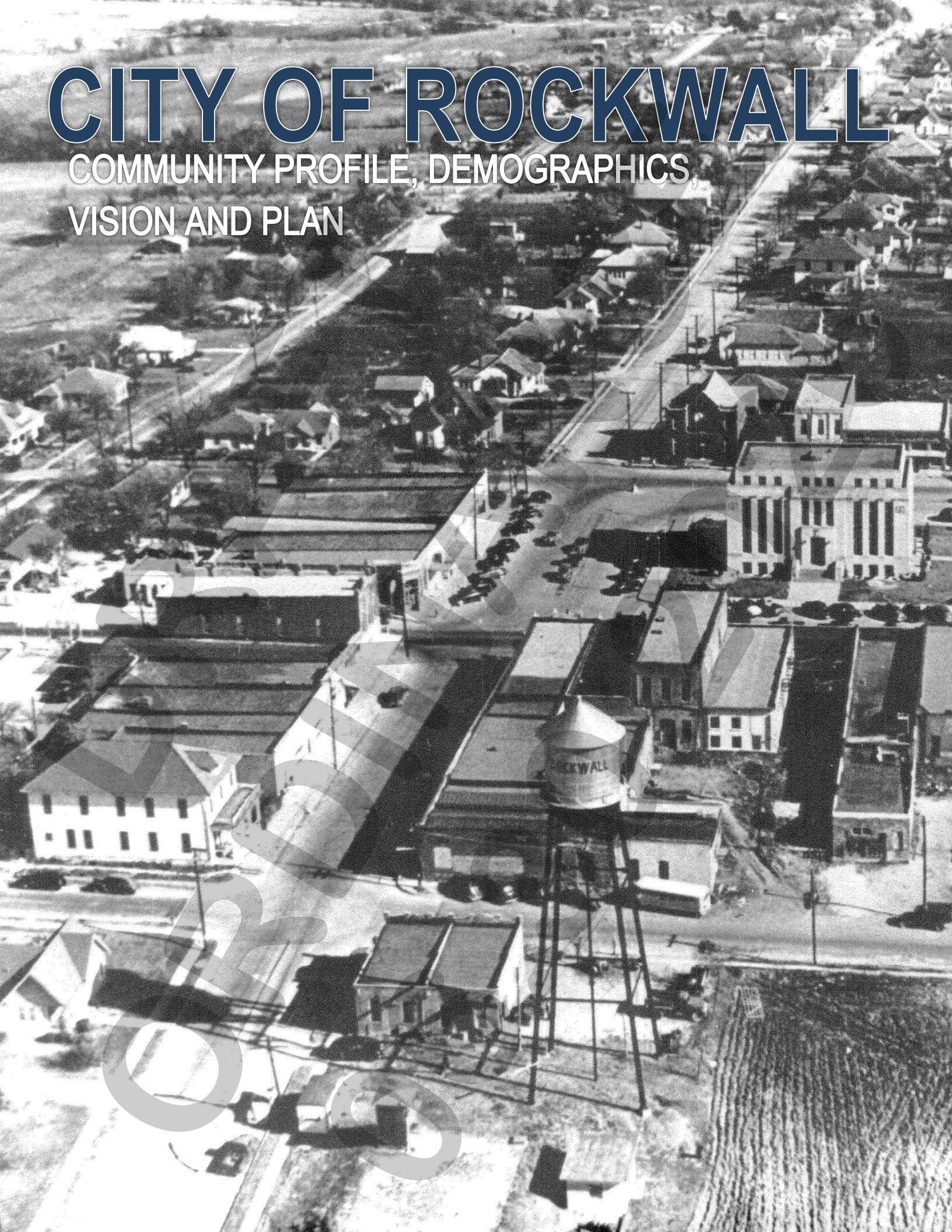
CITY OF ROCKWALL

COMMUNITY PROFILE, DEMOGRAPHICS, VISION AND PLAN



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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.

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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*).

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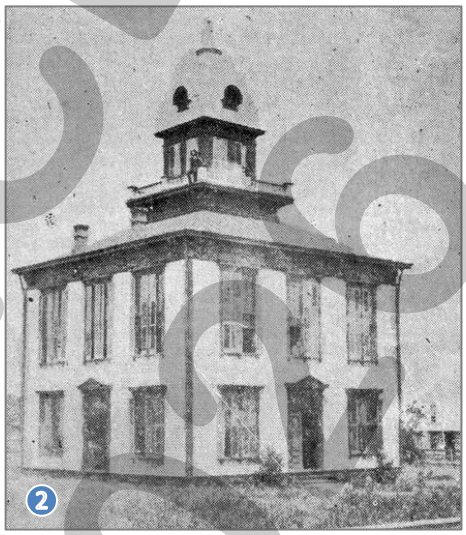
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The establishment of this highway in 1916 led to an influx of motorists to Rockwall and encouraged the development of gas stations, auto dealerships, and auto repair facilities along the route (7 *depicts the Paul Snow Ford Dealership c. 1917 located 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 1953, Richard Pickens started the Texas Aluminum Company, and opened the Aluminum Plant along W. Washington Street (9 & 10 *depicts the Aluminum Plant in the 1960's*). This was the second large-scale industrial operation established in the City of Rockwall, and would eventually grow to employ ~600 people in 1965. During its early years the plant produced hard aluminum alloy extrusions -- *some of which were used to build B-52 bombers for the US Military* --; however, the plant later shifted to making soft aluminum alloy in the 1970's. In 1979, the then owner -- *Howmet* -- added a slab casting facility. Ultimately, the plant operated as both an extrusion and casting facility until 1984 when Alumax Aluminum purchased the facility. Alumax Aluminum added powder coating to the operation, and at one point this facility was the largest extrusion powder coat line in the United States. The facility continued operations until 1988, when it was closed and was offered for sale. Today, a portion of the facility still exists along with the original foundations of the buildings built in 1953.

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-

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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 (11 *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 (12 *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 (13 *depicts the Hilton Hotel and Resort*).

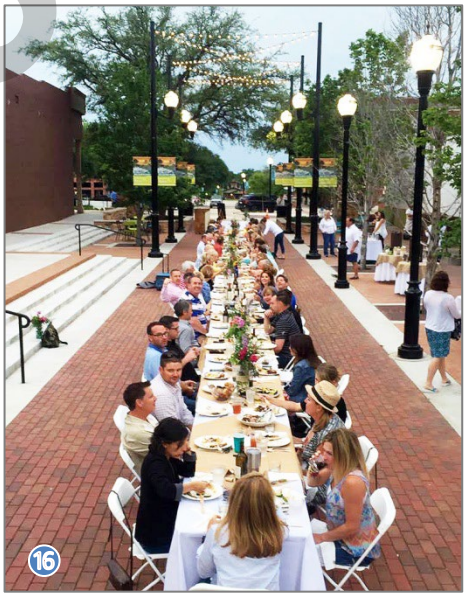
In 2009, the City of Rockwall added to the district, establishing a plan for a ~75.87-acre mixed residential, retail, and office district north of the Harbor Retail District. This district was intended to provide a walkable mixed-use environment along the shores of Lake Ray Hubbard. Development in this 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 (14 & 15 *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 (16 *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 52,882[1] and a total area of 30.09-square miles (*with another 11.55-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



[1] : *As of 2024; North Central Texas Council of Governments.*

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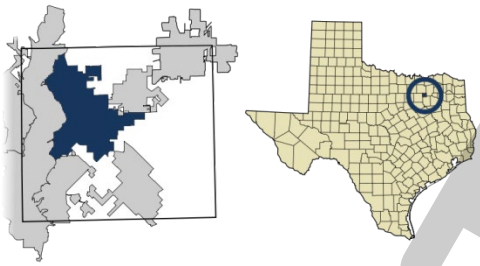
larger metroplex[2]. The City and County are accessible by IH-30, which acts as the major east/west entry portal for both entities. The major north/south entry portal for both the City and County is SH-205.



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[3] of 1.176 (*2023 Daytime Population [5-Year ACS] per the North Central Texas Council of Governments*). This means that after the morning commute, the City of Rockwall has 17.60% percent more persons working in the city than currently live in the city limits. This figure is up 9.60% over the number reported in 2017. This can be attributed to [*1*] a continued and 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.

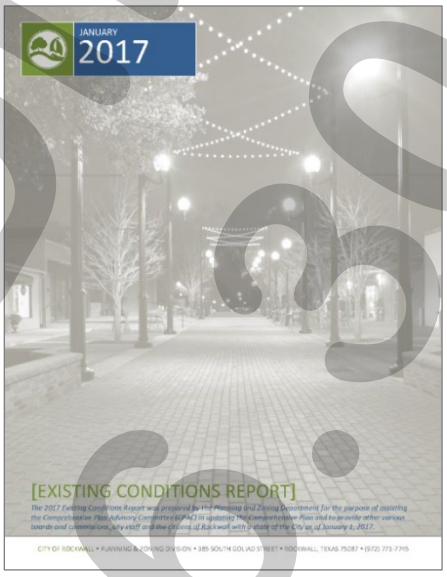
As of 2023, Rockwall County was the wealthiest county in the State of Texas, with a per capita income of $54,098.00, an average income of $158,752, and a median household income of $124,917.00. During this same time period, the City of Rockwall had a slightly lower per capita income of ~$51,908.00 and a slightly lower median income of $114,926.00; however, this increased to 127,548.00 in 2024. In addition, as of 2025 the City of Rockwall was ranked first in the State of Texas as being the *Most Paycheck Friendly Places* in terms of its *Paycheck Friendly Score* (*i.e. a score of 86.57*), which equated to a ranking of 16th nationally[4], and consistently has a high per capita sales tax compared to other comparable cities in the region estimated to be $533.26 per person in 2024.

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 drafting this Comprehensive Plan, 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. When preparing for the 2025 Comprehensive Plan Update, a new *2025 Existing Conditions Report* was assembled for the Comprehensive Plan Advisory Committee (CPAC). The following is a summary of the updated findings with information from these documents.

2017 EXISTING CONDITIONS REPORT



The information contained in the *2017 Existing Conditions Report* represented the City of Rockwall as of January 1, 2017. This also represents the information that was used as the basis for the original adoption of this Comprehensive Plan planning effort.

2025 EXISTING CONDITIONS REPORT

The information contained in the *2025 Existing Conditions Report* represents the City of Rockwall as of April 1, 2025. The information formed the basis of the update of this Comprehensive Plan and is more thoroughly stated and referenced in the following sections.

POPULATION AND DEMOGRAPHICS

As of 2024, the City of Rockwall had 52,882 residents living in its corporate boundaries, representing continued growth from the 41,370 residents in 2016 -- *when this Comprehensive Plan was drafted* -- and 17,050 residents in 2000. This reflects a cumulative increase of more than 210% growth since 2000, and approximately 28% growth since 2016.

The population continues to trend toward a maturing community with notable growth in older age cohorts. Residents between the ages of 35-54 remain the City's largest age group; however, this group has decreased proportionally over the last three (3) US Census cycles, representing 27.61% of the population in 2020, compared to 33.24% in 2000. Despite this proportional decline, the number of residents in this age range has grown by 136.76% since 2000.

Residents aged 0-19 comprise the second largest age cohort at 26.39% of the population in 2020, decreasing from 31.64% in 2010, though the overall number of children

[2]: A "Metroplex" 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.

[3]: An E-R Ratio, or Employment to Residents Ratio, is a measure of the total number of workers working in a place relative to the total number of workers living in the place.

[4]: Most Paycheck Friendly Places (2025). Retrieved April 8, 2025, from https://smartasset.com/taxes/paycheckcalculator#texas/

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increased significantly. Growth in this cohort continues to reflect the City's strong school district and desirability for families with children.

The fastest growing age cohort continues to be residents 65 years and older, whose proportion increased from 9.67% in 2000 to 17.09% in 2020, representing more than 403% growth over 20 years. This trend highlights the increasing importance of senior living options, health services, and *aging in place* strategies added to this Comprehensive Plan in 2025.

From a gender standpoint, the City continues to be almost equally divided between its male and female residents with 49.52% of the population being male and 50.48% of the population being female. The median age by gender is 38.9 years old for males (*up 3.6 years since 2016*) and 41.80 years old for females (*up 4.5 years since 2016*).

From a race/ethnicity standpoint, the City of Rockwall continues to diversify. While the *White* population remains the largest group, its proportional share has decreased from 82.40% in 2010 to 66.03% in 2020. All other racial and ethnic groups have grown significantly from 2010-2020, with notable increases in residents identifying as: [*1*] *Black* +111.11%, [*2*] *Asian* +92.70%, and [*3*] *Two or More Races* +697.02%. Rockwall's *Hispanic* or *Latino* population now comprises 20.23% of the total population with 10,352 residents, up from 16.60% in 2020.

From a cost of living and income basis, the City of Rockwall is relatively affluent with a high per capita income of ~$56,146 and a median household income of $127,548.00. These numbers are higher than both the state and national averages, and reflect a 31.90% increase in median income since 2015; however, it is also important to point out that the cost of living growth (*i.e. 66.46%*) has outpaced income growth over the same period (*i.e. 2015-2024*). As was stated previously, the City of Rockwall was ranked as having one of the highest purchasing powers in the State of Texas (*i.e. 3rd*), 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 95.20% of its residents having at least a high school diploma. This is more than ten (10) percent higher than the state average (*i.e. 82.45%*) and more than three (3) percent higher than the national average (*i.e. 91.70%*). The Rockwall Independent School District (RISD) also has a 99.70% graduation rate. In addition, 61.30% of the population has a Bachelor's Degree, which is up 21.30% over 2016. These numbers exceed County, State, and National averages. Overall, the number of residents with college degrees have increased 23.10% between 2016-2024.

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 27.83% of waterlines, 33.47% of wastewater lines, and 19.64% of stormwater lines being installed prior to 1990. Currently, in the City's corporate limits there are approximately 370.18-linear miles of City owned waterlines (*up from 308.76-linear miles of City owned water lines in 2017*), 298.63-linear miles of City owned wastewater lines (*up from 244.35-linear miles of City owned wastewater lines in 2017*), and 150.56-linear miles of City maintained stormwater lines (*up from 143.58-linear miles of City owned stormwater lines in 2017*).

In addition, the City has 358.15-miles of roadways consisting of 65.50-miles of State Highways, 274.64-miles of City streets, and 18.01-miles of private streets with 63.75-linear miles of alleyways (*increases from the 2017 totals of 287.21-linear miles of roadway and 61.16-linear miles of alleyways*).

LAND USE AND ZONING

The City of Rockwall's corporate limits currently consists of 19,258.44-acres or 30.09-square miles (*i.e. an increase of 178.75-acres or an increase of 0.28-square miles since 2017*) that can be broken down into 20,610 parcels of land. The Extraterritorial Jurisdiction (ETJ) of the City adds another 7,393.45-acres or 11.55-square miles, which represents a decrease of 3,078.95-acres or 4.81-square miles since 2017. A contributing factor to the decreases of the City's Extraterritorial Jurisdiction (ETJ) has been several key pieces of legislation that have been adopted by the Texas Legislature since 2017 that effect a City's ability to annex and regulate property within the Extraterritorial Jurisdiction (ETJ). The two (2) bills with the greatest impact to annexation and regulation within the ETJ for the City of Rockwall were HB347 -- *which was adopted in 2019 as part of the 86th Legislative Session* --, and SB2038 -- *which was adopted in 2023 as part of the 88th Legislative Session*.

Of the 19,258.44-acres currently inside the City's corporate limits, approximately 55.79% (*i.e. ~10,743.38-acres; excluding right-of-way*) is developed, approximately 31.38% (*i.e. ~6,043.82-acres*) is vacant, and approximately 12.83% (*i.e. ~2,471.24-acres*) is right-of-way; however, when accounting for entitlements that are currently working through the development process, or that have been granted within the last five (5) years, these numbers fall to 66.42-72.37% developed, 14.80-20.75% undeveloped, and 12.83% right-of-way. The majority of the developed land is consumed with single-family housing (*i.e. ~30.00%*), with the next highest use being commercial/retail land uses (*i.e. 10.24%*).

Based on this Comprehensive Plan Update, the City is anticipated to be primarily residential at buildout with a population that will range between 79,948 to 92,147 residents based on the current *Build Out Analysis* contained in the *2025 Existing Conditions Report*.

HOUSING AND NEIGHBORHOODS

As of January 1, 2025, the City of Rockwall had 23,013 residential housing units within its corporate boundaries. This represents an increase of 4,716 residential housing units or an increase of 25.77% since January 1, 2017. The majority of this housing stock is primarily single-family homes, which make up an estimated 78.08% of the current housing composition (*down about 4.46% since 2017*). Multi-family is the next largest category of housing, making up another estimated 17.41% (*up about 5.03% since 2017*). Assisted living at 4.07% and government housing at 0.43% have remained relatively unchanged since 2017.

The majority of the City's single-family homes were built after 1990 (*i.e. ~68.30%*), 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 the Lakeside Village Subdivision. In addition, the City has seen an increasing trend in the number of single-family housing starts since 2008 (*with the exception of 2019, 2022, & 2023*). This coupled with a low homeowner

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vacancy rate of 1.10% indicates an overall strong and sustainable housing market for new and pre-owned homes.

As of April 1, 2025, there were approximately 1,140 vacant single-family lots within 27 active subdivisions across the City. Under the City's current permitting trends for the last ten (10) years, this equates to a 3½-year lot inventory. Additionally, the City had an estimated 2,216 single-family lots that are entitled (*but not platted*) through various Planned Development Districts.

On the multi-family side of City's housing entitlements, the City had a total of 973 entitled multi-family units (*down ~351-units since 2017*). 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 2021, the City of Rockwall has experienced rapid growth in non-residential development adding an estimated 2,424,187 SF of building area. This translates to an estimated value of $494,199,450.00, based on the building permits issued between 2021-2025. 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 ten (10) years, the REDC has successfully recruited Channell Commercial Corporation, Pratt Industries, Bimbo Bakeries USA, Lollicup USA, Pegasus Foods, Chewters Chocolates, and Flexpipe.

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 currently 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 55,439 SF on 15.91-acres of land. These 15 buildings total 160,017 SF of building area on 152.51-acres of land.

Currently, the City of Rockwall does not have plans to expand existing facilities or build new administrative or support facilities; however, the City recently initiated a facilities assessment to evaluate the long-term operational and space needs of the City.

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*), along with 95.29-acres of greenbelts/greenways situated within the City. These acreages remain consistent between 2017 and 2025.

In addition, the City of Rockwall now maintains 12.28-linear miles of park trails, 5.95-linear miles of mountain bike trails, and 259.06-linear miles of sidewalks (*increased from 216.36-linear miles in 2017*). These additions reflect the City's on-going investment in recreational connectivity and multimodal mobility.

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COMMUNITY QUICK FACTS

52,882 RESIDENTS

25,280 (49.52%) MALE RESIDENTS

25,868 (50.48%) FEMALE RESIDENTS

8.80% FOREIGN BORN RESIDENTS

2,467 VETERAN POPULATION

$71,932.00 COST OF LIVING

$128,501.00 MEDIAN COST OF LIVING

$127,548.00 HOUSEHOLD INCOME

$115,086.00 AVG. DISP. INCOME

40.4 MEDIAN AGE

370.80 LM WATER LINES

298.63 LM WASTEWATER LINES

150.56 LM STORMWATER LINES

3 WATER TOWERS

2 WATER PUMP STATIONS

39 LIFT STATIONS

274.64 LM STREETS

63.75 LM ALLEYWAYS

259.06 LM SIDEWALKS

12.28 LM PARK TRAILS

30.09 SQ. MI. CITY AREA

12% ↑ DAYTIME POPULATION

4.11% 2020-2024 CAGR POPULATION GROWTH

BETWEEN 14.80% - 20.75% VACANT LAND

23,013 HOUSING UNITS

17,696 SINGLE-FAMILY HOMES

4,007 MULTI-FAMILY UNITS

22 MULTI-FAMILY DEVELOPMENTS

937 ASSISTED LIVING UNITS

100 GOVERNMENT UNITS

62% RESIDENTS LIVE 10 MINS OF A PARK

24.745¢ PROPERTY TAX RATE

99.7% HIGH SCHOOL GRAD RATE

61.3% COLLEGE EDUCATION

2,625 TOTAL BUSINESSES

608.80-ACRE TECHNOLOGY PARK

2500 EXPECTED TECH PARK EMPLOYEES

$533.26 PER CAPITA SALES TAX

2038-2040 ESTIMATED BUILDOUT DATE

78-948 – 84,243 ESTIMATED BUILD OUT POPULATION

170.27-ACRES OF VACANT LAND ALONG IH-30

11.78 LINEAR MILES OF SHORELINE

1 HOSPITAL

2 EMERGENCY ROOMS

14 OUTDOOR SIRENS

8 CITY BUILDINGS

4 FIRE STATIONS

4 POLICE / COURT FACILITIES

3 AMPHITHEATER / STAGES

2 CITY-OWNED CEMETERIES

36 EXISTING PARK DESTINATIONS

100+ LIVE MUSIC EVENTS PER YEAR

13 CITY BASEBALL FIELDS

2 PICKLEBALL COMPLEXES

2 CITY SWIMMING POOLS

1 PUBLIC GOLF COURSES

~708.13 ACRES CITY PARKLAND

11 RENTABLE PAVILIONS

3 BOAT RAMPS

3 CHILD SPRAY GROUNDS

13 VETERINARY FACILITIES

3 HARDWARE STORES

12 GROCERY STORES

21 CHILD DAYCARES

~178 RESTAURANTS

~34 CHURCHES

10 HOTELS

21 GAS STATIONS

7 EV CHARGING STATIONS

~42 BANKING/ATM LOCATIONS

~285 AVERAGE SINGLE-FAMILY PERMITS PER YEAR

~17 AVERAGE COMMERCIAL PERMITS PER YEAR

5 YEAR AVERAGE ~3,655 FIRE CALLS PER YEAR

70% LOWER VIOLENT CRIME THAN TX AND US

276 HISTORIC DISTRICT PROPERTIES

33.39 MINUTES AVERAGE TRAVEL TIME TO WORK

66° F AVERAGE TEMPERATURE

54.4% AVERAGE HUMIDITY

34.65" AVERAGE PRECIPITATION

0" AVERAGE SNOWFALL

#1 CITY IN STATE INCOME GROWTH

A+ OVERALL CITY GRADE NICHE.COM

SILVER MEDAL 'CONCERT BY THE LAKE' SERIES - 2024 BEST OF DFW

'BEST SMALL CITY IN TX - 2024' WALLETHUB.COM

TOP 25 MOST PAYCHECK-FRIENDLY IN US

'#3 PURCHASING POWER - 2024' SMARTASSET.COM

#2 -2024 FASTEST COUNTY GROWTH USNEWS.COM

45 MILES TO INTERNATIONAL AIRPORT (DFW)

527 WOMEN-OWNED BUSINESSES

3,925 FIRE HYDRANTS

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TAPESTRY SEGMENTATION REPORT

ESRI -- *a Geographic Information Systems (GIS) Company that specializes in software development and demographic data* -- has developed a tool that breaks down the entire US population into 67 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. This tool has been utilized throughout various industries to identify the customers being served in various geographic areas. For cities, this tool can be used to make generalizations about their populations. The following is a breakdown of the City of Rockwall's 2016 population versus the 2024 population by *Tapestry Segments*, *LifeMode* groups, and *Urbanization* groups.

TABLE 1.1: TAPESTRY SEGMENTS

Key: Red = Large Decrease; Blue = Large Increase; Green = Fastest Growing Segments; HH = Household

Tapestry Segment	% of HH 2016	% of HH 2024
Up and Coming Families	20.82%	16.77%
Boomburbs	16.57%	14.90%
Savvy Suburbanites	4.93%	11.41%
Retirement Communities	2.43%	10.78%
Soccer Moms/Work Day Drive [1]	12.32%	9.30%
In Style	9.66%	9.27%
Comfortable Empty Nesters	10.85%	8.66%
Bright Young Professionals	6.72%	6.46%
Green Acres	6.54%	6.38%
Down the Road	3.44%	3.05%
Professional Pride	2.45%	2.21%
Exurbanites	0.71%	0.81%
Southwestern Families	2.55%	0.00%

NOTES:
[1]: In June of 2021 the Soccer Moms Tapestry Segment was renamed to Workday Drive.

TABLE 1.2: LIFEMODES GROUPS

Key: Red = Large Decrease; Blue = Large Increase; Green = Fastest Growing Segments; HH = Household

LifeMode Groups	% HH 2016	% HH 2024
Affluent Estates	24.66%	29.33%
Genxurban	20.51%	17.93%
Ethnic Enclave/Sprouting Explorers [1]	23.37%	16.77%
Senior Styles	2.43%	10.78%
Family Landscape	12.32%	9.30%
Middle Ground	6.72%	6.46%
Cozy Country Living	6.54%	6.38%
Rustic Outpost	3.44%	3.05%

Notes:
[1]: In June of 2021 the Ethnic Enclave Lifemode Group was renamed to Sprouting Explorers.

TABLE 1.3: URBANIZATION GROUPS

Key: Red = Large Decrease; Blue = Large Increase; Green = Fastest Growing Segments; HH = Household

Urbanization Groups	% of HH 2016	% of HH 2024
Suburban Periphery	68.65%	64.07%
Metro Cities	12.09%	20.05%
Urban Periphery	9.27%	6.46%
Rural	6.54%	6.38%
Semi-Rural	3.44%	3.05%

According to *Table 1.1*, over 53.00% of Rockwall's population is split between four (4) *Tapestry Segments*. These segments are [*1*] *Up and Coming Families*, [*2*] *Boomburbs*, [*3*] *Savvy Suburbanites*, and [*4*] *Retirement Communities*. The *National* household profiles for these *Tapestry Segments* are summarized as follows:

UP AND COMING FAMILIES (*16.77%*) ▼

The *Up and Coming Families* segment is described as residents that are younger, more mobile, diverse, ambitious, and more optimistic than previous generations. The median age of this segment is 31.40, and the average household size is 3.10. They live in new suburban neighborhoods, primarily in single-family homes valued at $194,400.00, with high homeownership rates at around 73.90%. Typically, people in this segment are considered to be well educated, with 67.00% 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 hardworking, tech-savvy, and value-conscious, often shopping online and favoring practical vehicles. Their leisure revolves around family activities, fitness, and home entertainment.

BOOMBURBS (*14.90%*) ▼

People in the *Boomburbs* segment are described as affluent, family-focused 30-somethings with high incomes and financial means. They have a median income of $113,400.00, median age of 34, high rate of homeownership at 84% and an average household size of 3.25. Members of the *Boomburbs* segment live in new, single-family homes -- *with a median value of $350,000.00* --, and are considered to be well-educated, young professionals with 55.00% having college degrees. Their households typically have multiple earners and a high labor force participation at 71.30%. They are well connected, typically own the latest devices and are willing to trade longer commute times for the amenities of the suburbs. They tend to blend active lifestyles with financial planning and community involvement.

SAVVY SUBURBANITES (*11.41%*) ▲

The *Savvy Suburbanites* segment is composed of affluent, well educated households with a median age of 45.1, an average household size of 2.85, and a median income of $108,700.00. People in this segment predominately live in established suburban neighborhoods, in spacious single-family homes that have a median value of $362,900.00. They have a high rate of homeownership at 91.00%, with around 66.00% having mortgages. They value quality and research purchases, enjoy DIY projects like gardening or remodeling, and prioritize fitness and active lifestyles. They are tech-savvy and financially informed, invest heavily in their homes, vehicles, and personal well-being. They tend to blend suburban charm with a focus on culture, health, and leisure.

RETIREMENT COMMUNITIES (*10.78%*) ▲

Retirement Communities are senior-oriented neighborhoods with a median age of 53.9, an average household size of 1.88 people, and a household income of $40,800.00. Housing includes a mix of single-family homes and multi-unit structures, with 55.00% of people in this group renting. These communities often feature assisted living and senior care facilities. Residents value fiscal responsibility, prefer traditional media (*e.g. newspapers*), and enjoy low-key leisure activities like fishing, card

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games, and dining out. Brand loyalty and health-conscious habits -- *such as using name-brand medications* -- are common. Residents of these communities look for modest lifestyles focused on convenience and simplicity.

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

- *2025 Existing Conditions Report*
- *2025 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.

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(5) Change the *Transportation* section to *Infrastructure* and incorporate sections for water and wastewater.
(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 the 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

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 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.

(4) 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 taxies across the lake and class A retail/restaurants. They also hoped the community would continue to be a great place to raise a family.

(5) 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.

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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

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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.

IV. 2025 COMPREHENSIVE PLAN UPDATE

In 2025, the City Council initiated an update to the Comprehensive Plan to reflect continued population growth, evolving development patterns, and emerging policy considerations identified since the adoption of the OURHometown Vision 2040 Comprehensive Plan. This update builds upon the established vision of the community while refining the goals, policies, and implementation strategies to better align with the current conditions and long-range expectations of the community.

The 2025 Comprehensive Plan Update was prepared by City staff with the assistance of a Comprehensive Plan Advisory Committee (CPAC) that consisted of seven (7) members and two (2) alternate members. The CPAC served as the primary advisory body throughout the process, providing policy direction, reviewing technical information, and assisting in the formulation of recommendations to the Planning and Zoning Commission and City Council.

The update process formally began with a joint meeting between the City Council and Planning and Zoning Commission on July 24, 2025. This meeting established the overarching policy direction for the update and identified the key areas of focus, including growth management, residential development standards, infrastructure planning, community character, and economic development. Specific topics emphasized during this meeting included the evaluation of density calculations,

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refinement of residential land use categories, enhancement of design standards, expansion of park and trail systems, and the continued preservation of the City's small-town character while accommodating growth.

Following this initial direction, the CPAC conducted a series of ten (10) meetings between August 20, 2025 and April 22, 2026. These meetings included a combination of data review, policy discussions, and structure planning exercises designed to identify priorities and desired outcomes for the community. The committee utilized updated demographic information, infrastructure data, and land use analysis to guide its recommendations.

Throughout the process the CPAC identified several key policy areas as priorities for the 2025 Comprehensive Plan Update. These included the redevelopment of major corridors such as IH-30 and SH-276, enhancements to parks and recreational facilities, expanded connectivity through trails and transportation infrastructure, and continued investment in economic development initiatives. Additional focus areas included strengthening community character through updated design standards, promoting walkability, addressing traffic and infrastructure demands, and expanding housing options, including opportunities for senior living.

A significant component of the 2025 Comprehensive Plan Update was the emphasis on balancing growth with the preservation of community identity. The CPAC consistently reinforced the importance of maintaining the City's small-town character, enhancing neighborhood design, and ensuring that new development is compatible with existing areas. At the same time, the update recognizes the need to accommodate the future growth of the community, support a diversified housing stock by adding requirements for senior housing, and plan for long-term infrastructure capacity.

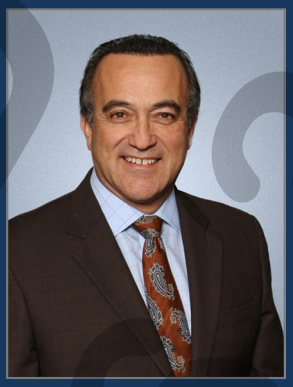
In addition to policy refinement, the 2025 Comprehensive Plan Update places a greater emphasis on implementation. Building upon the structure established in prior planning efforts, the Plan continues to organize recommendations into a framework of vision statements, goals, policies, and implementation strategies. This approach is intended to provide clear guidance for decision-makers while ensuring that the Plan remains a practical and actionable tool for City staff, the boards and commission staff serve, and for elected officials.

Overall, the 2025 Comprehensive Plan Update represents a continuation of Rockwall's long-range planning efforts, integrating updated data, community priorities, and policy direction into a cohesive framework. The Plan is intended to guide the City's growth over the next 20 years, ensuring that development occurs in a manner that is consistent with the community's vision, is fiscally responsible, and responsive to the needs of current and future residents.

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.

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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.

PREVIEW 2020

CHAPTER 01
LAND USE AND GROWTH MANAGEMENT

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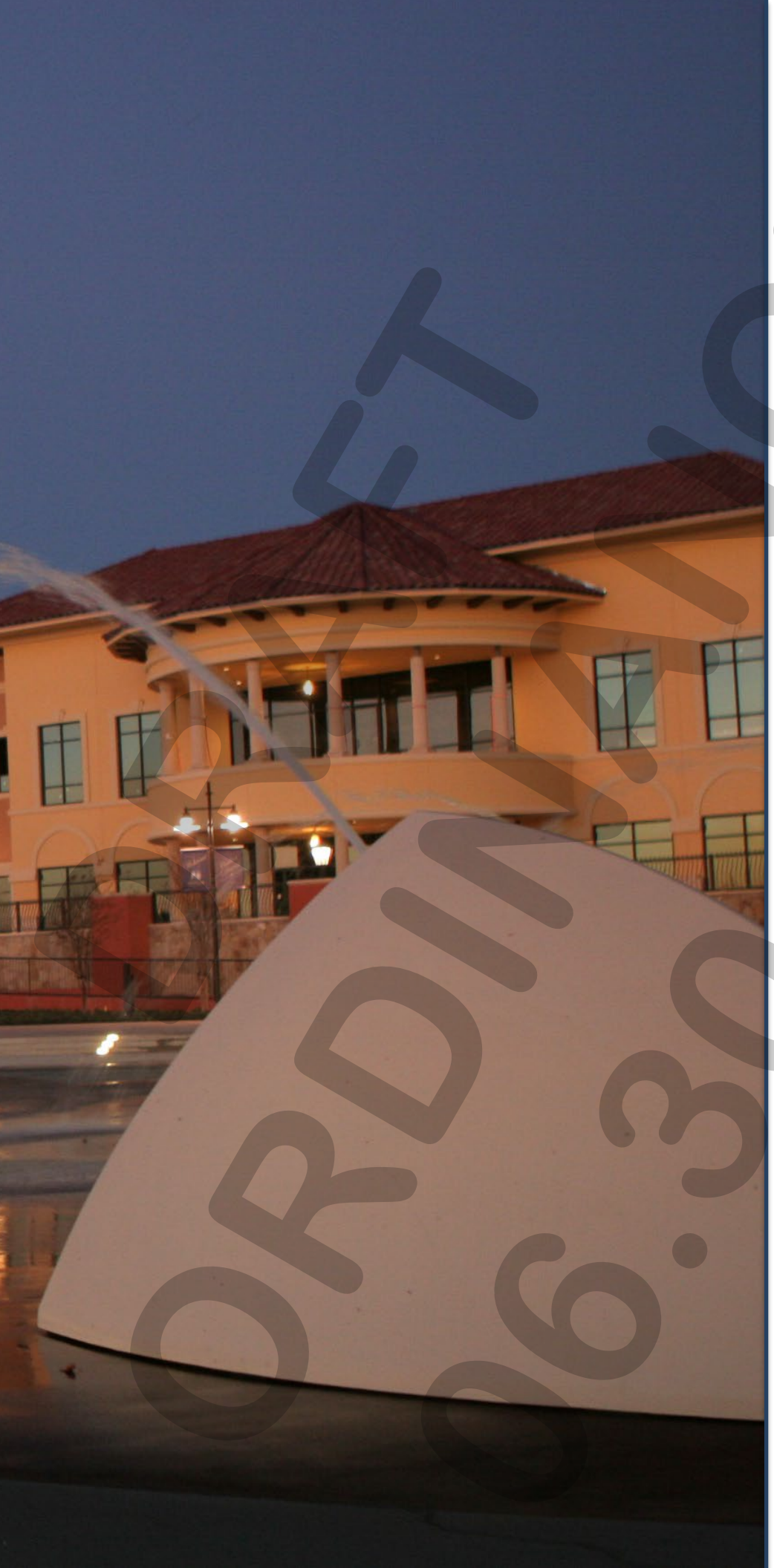

01 VISION STATEMENT

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*[1] and not result in *suburban sprawl*[2].

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*[3] Development and encourage expansion that is contiguous to existing development, in close proximity to the City's existing infrastructure, and that

[1]: 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".

[2]: 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.

[3]: 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.

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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 school 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

Recognize the limitations imposed by recent State legislation that [*1*] restricts municipal annexation authority and [*2*] permits property owners to petition for the release of property from the City's Extraterritorial Jurisdiction (ETJ).

POLICIES

1. The City should no longer plan for future annexation as a primary growth strategy, but instead focus on coordinated planning efforts within existing municipal boundaries.
2. The City will work collaboratively with adjacent jurisdictions, property owners, and regional agencies to ensure orderly development, compatible land use transitions, and the protection of community interests along the City's periphery.

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 | SENIOR LIVING HOUSING OPTIONS

Promote the development of diverse, high quality senior living options within the City that accommodate residents as they age, provide accessible and connected housing choices, and allow citizens to remain in Rockwall throughout all stages of life.

POLICIES

1. Support the integration of senior living development -- *including independent living, assisted living, memory care, and age restricted single-family communities* -- at appropriate locations within the City that are compatible with adjacent land uses and supported by infrastructure and public services.
2. Support the use of limited density bonuses within age-restricted single-family subdivisions that provide exceptional neighborhood amenities, high levels of open space, and enhanced architectural and landscape design. Density bonuses should be considered only when the development demonstrates conformance with the City's design objectives, preserves the surrounding community character, and provides measurable community benefits such as extensive trail networks, clubhouse or recreation facilities, and integrated green spaces that exceed minimum parkland dedication requirements.

GOAL 04 | NEXT GENERATION HOUSING OPTIONS

Encourage the development of high quality and diverse housing options -- *where appropriate* -- that meet the needs of Rockwall's next generation of residents, while preserving the community's established character, development standards, and long-term livability.

POLICIES

1. Identify and encourage infill and redevelopment sites within existing neighborhoods and commercial areas where new residential projects can provide modern housing options *without*

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expanding the City's footprint, increasing density (*i.e. does not involve establishing multi-family where this use does not already exist*) , or altering the City's small-town character.

2. Ensure that housing policies for the next generation align with the City's broader goals for growth management, infrastructure capacity, and community character, reinforcing Rockwall's vision as a family-oriented and desirable place to live for future generations.

GOAL 05 | 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 under-developed 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

Utilize the *Live/Work* land use designation in appropriate areas of the City to allow adaptive reuse to maintain community character.

POLICIES

1. Residential properties that are transitioning or that have incompatible adjacencies (*e.g. adjacent to major roadways or non-residential properties*) should be designated *Live/Work* on the Future Land Use Map to promote appropriately scaled redevelopment and a transition of land uses.

2. 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

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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[4] 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 subdivisions. This creates mixed-use walkable neighborhoods[5].
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[6] 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.

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.

02.07 REDEVELOPMENT/REVITALIZATION

GOAL 01 | REDEVELOPMENT AND INFILL AS A GROWTH MANAGEMENT STRATEGY

Encourage the revitalization and reinvestment of existing developed areas to promote efficient land use, preserve the City's small-town character, and sustain fiscal responsibility through the strategic reuse of infrastructure and community assets.

POLICIES

1. Promote redevelopment and infill projects that enhance existing neighborhoods, strengthen commercial centers, and improve underutilized properties without increasing the City's long-term infrastructure burden.
2. Support the adaptive reuse of aging commercial centers, vacant buildings, or large-lot residential areas to accommodate new uses that maintain compatibility with surrounding neighborhoods.
3. Encourage incremental redevelopment in transitional areas to create opportunities for new small businesses without disrupting established development patterns.
4. Work with the Rockwall Economic Development Corporation (REDC) to identify redevelopment opportunities for office, clean industrial, and employment centers.

GOAL 02 | IH-30 AND SH-276 CORRIDOR REDEVELOPMENT

Promote reinvestment, redevelopment, and long-term repositioning of the IH-30 and SH-276 corridors in order to enhance community character, strengthen the local tax base, and transition aging or underutilized sites into modern commercial, employment, and destination-oriented developments.

POLICIES

1. Support phased redevelopment of aging or obsolete commercial centers along IH-30 and SH-276 by encouraging reinvestment, adaptive reuse, and the introduction of higher quality design and architectural standards consistent with Chapter 9, *Non-Residential*.
2. Promote the establishment of destination-oriented, regional scale commercial, office, and entertainment uses along IH-30 that further the corridor's purpose of being the City's primary economic gateway and sales-tax generator. Redevelopment should contribute to the high-quality visual character of the corridor and create opportunities for enhanced connectivity to adjacent development.
3. Encourage SH-276 to evolve as a modern business and employment corridor that supports high-quality industrial, employment, office, business centers, and complementary commercial land uses that are well-designed and effectively buffered from residential development.
4. Promote redevelopment that reduces the prevalence of strip commercial patterns by encouraging master-planned centers, shared access, mixed-use developments,

[4]: 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).

[5]: 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.

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

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and site designs that integrate public amenities, enhanced landscaping, and pedestrian-friendly environments.

5. Encourage the use of Planned Development Districts along both corridors to establish development specific standards and uses that allow variation from the City's typical standards to create unique high-quality developments.

6. Ensure that corridor redevelopment aligns with the Future Land Use Plan, supports the City's fiscal sustainability goals, maintains compatibility with nearby neighborhoods, and contributes positively to the City's long-term community character.

03 IMPLEMENTATION STRATEGIES

2026 UPDATE KEY

●: COMPLETE; ●: INCOMPLETE; ●: ONGOING

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)[7] 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. 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. ●

5. 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. ●

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. ●

4. Develop a density bonus framework within the Unified Development Code (UDC) for Planned Development Districts to permit increased residential density for age-restricted single-family subdivisions that incorporate enhanced amenities, substantial open space, and superior architectural and landscape design. Establish clear eligibility criteria and define the maximum allowable density increase consistent with the community's character and surrounding development. ●

5. Explore ways to support the City's older existing subdivisions, allowing redevelopment and improvements, to create affordable housing options for the City's next generation housing stock. ●

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. Identify residential areas that are transitioning due to incompatible adjacencies and designate these areas as *Live/Work* on the Future Land Use Map. ●

5. 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 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

[7]: *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.*

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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.

03.07 REDEVELOPMENT/REVITALIZATION

1. Identify priority *Redevelopment and Infill Areas* using existing infrastructure, vacancy data, and economic indicators to target locations for reinvestment and public improvement projects.
2. Coordinate with Public Works and Engineering to align the City's Capital Improvements Program (CIP) with identified redevelopment areas to maximize return on infrastructure investment.
3. Review and, if necessary, amend zoning and screening standards to allow flexibility for the redevelopment of nonconforming sites (*e.g. older shopping centers*) while maintaining high-quality design.
4. Study the SH-276 Corridor and create a corridor plan that can provide vision, goals, and policies to guide the growth of the corridor. This plan should address corridor redevelopment and create a design framework that can guide redevelopment along the corridor. This plan can be incorporated in Appendix 'B', *Corridor Plans*, of this Comprehensive Plan during the annual update.
5. Identify and pursue grant funding, economic development tools, and public/private partnerships for infrastructure upgrades, façade improvements, and catalytic redevelopment projects along the corridors.
6. Coordinate with the Rockwall Economic Development Corporation (REDC) to proactively identify and recruit appropriate employment and office users for the SH-276 corridor, and evaluate land assembly opportunities that further the City's strategic goals.

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*.

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05 FUTURE LAND USE PLAN
01 LAND USE PLAN DESIGNATIONS

NET DENSITY CALCULATION

PL / (GA – FP) = ND

WHERE:
ND = NET DENSITY
PL = PROPOSED NUMBER OF LOTS
GA = GROSS ACREAGE
FP = FLOODPLAIN

01.01 RESIDENTIAL

LOW DENSITY RESIDENTIAL (LDR)

The *Low Density Residential* land use category consists of residential subdivisions that are two (2) units per net developable acre or less; however, a density of up to two and one-half (2½) units per net developable 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*).

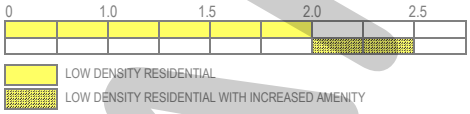
DESIGNATION CHARACTERISTICS

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. Somerset Park 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 net developable acre, but not higher than three (3) units per net developable 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 net developable acre. These developments should contain increased amenities and open space, and incorporate pedestrian connectivity to adjacent land uses.

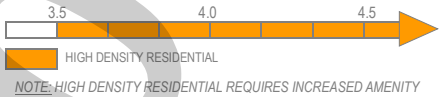
DESIGNATION CHARACTERISTICS

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.

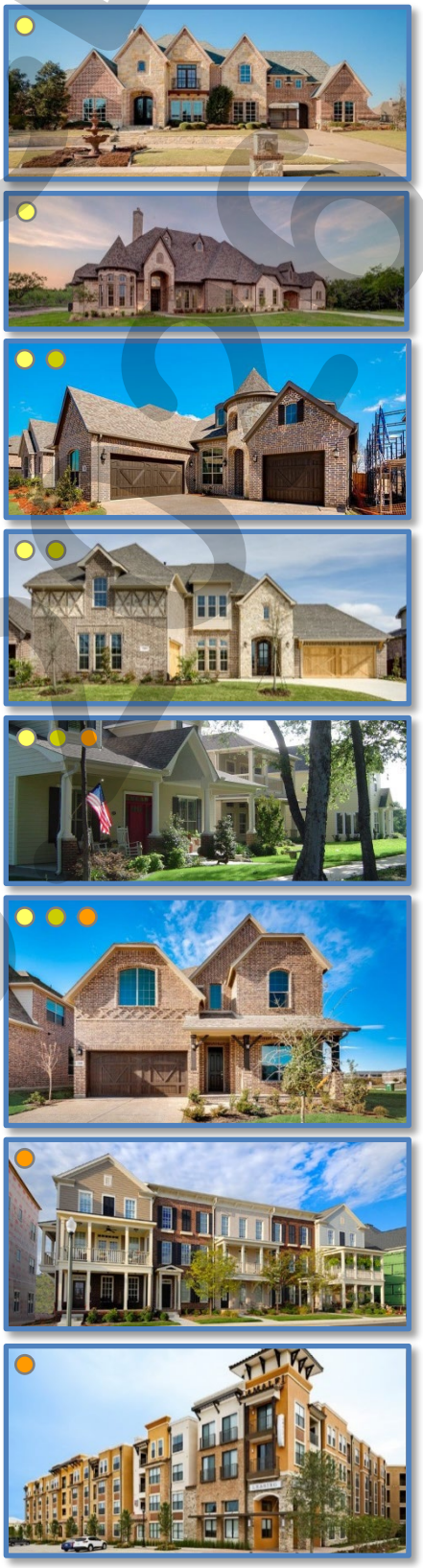
EXISTING LAND USE EXAMPLES

1. Signal Ridge
2. Sixteen50 @ Lake Ray Hubbard Apartments
3. Mission Rockwall Apartment Complex

RESIDENTIAL DENSITY CHART



NOTE: HIGH DENSITY RESIDENTIAL REQUIRES INCREASED AMENITY



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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, and Planned Development (PD) Districts

EXISTING LAND USE EXAMPLES

1. Trend Tower

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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 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

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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

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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

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ORDINANCE
06.30.20

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 with in 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 exists 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.

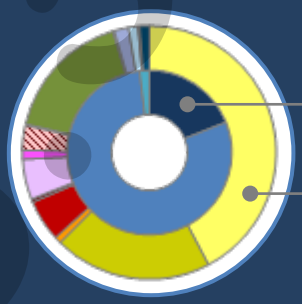
Current and Future Palettes. These borders around pictures indicate current (*i.e. dark blue*) and future (*i.e. light blue*) *Land Use Plan Designation* examples.

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.

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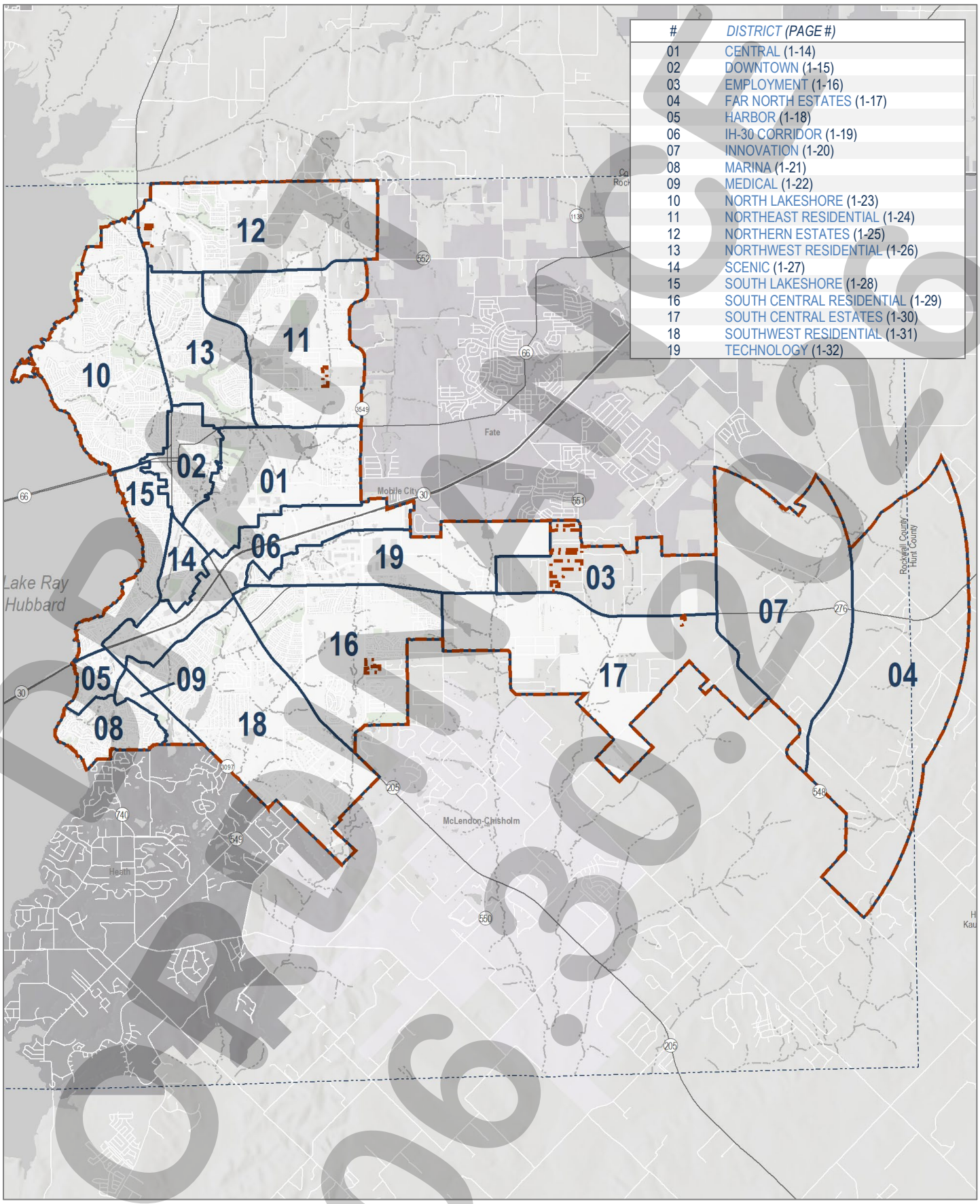
00 OVERVIEW MAP



#	*DISTRICT (PAGE #)*
01	CENTRAL (1-14)
02	DOWNTOWN (1-15)
03	EMPLOYMENT (1-16)
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07	INNOVATION (1-20)
08	MARINA (1-21)
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10	NORTH LAKESHORE (1-23)
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13	NORTHWEST RESIDENTIAL (1-26)
14	SCENIC (1-27)
15	SOUTH LAKESHORE (1-28)
16	SOUTH CENTRAL RESIDENTIAL (1-29)
17	SOUTH CENTRAL ESTATES (1-30)
18	SOUTHWEST RESIDENTIAL (1-31)
19	TECHNOLOGY (1-32)

DRAFT 06.30.2020

01 CENTRAL DISTRICT

DISTRICT DESCRIPTION

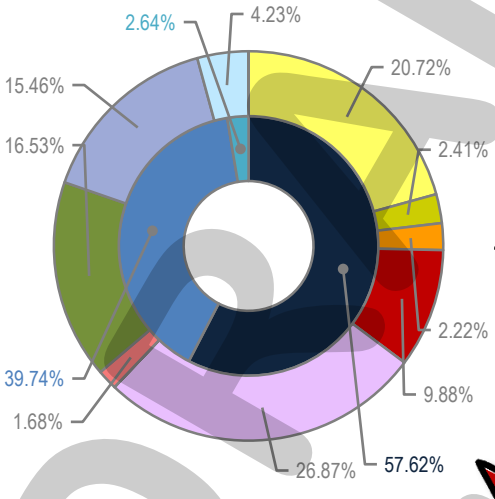
The *Central District* is composed of a wide range of land uses that vary from single-family to industrial. The district's residential areas consist of suburban residential (*e.g. Park Place*), estate and rural residential (*e.g. Rolling Meadows Subdivision*), and higher density residential developments (*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

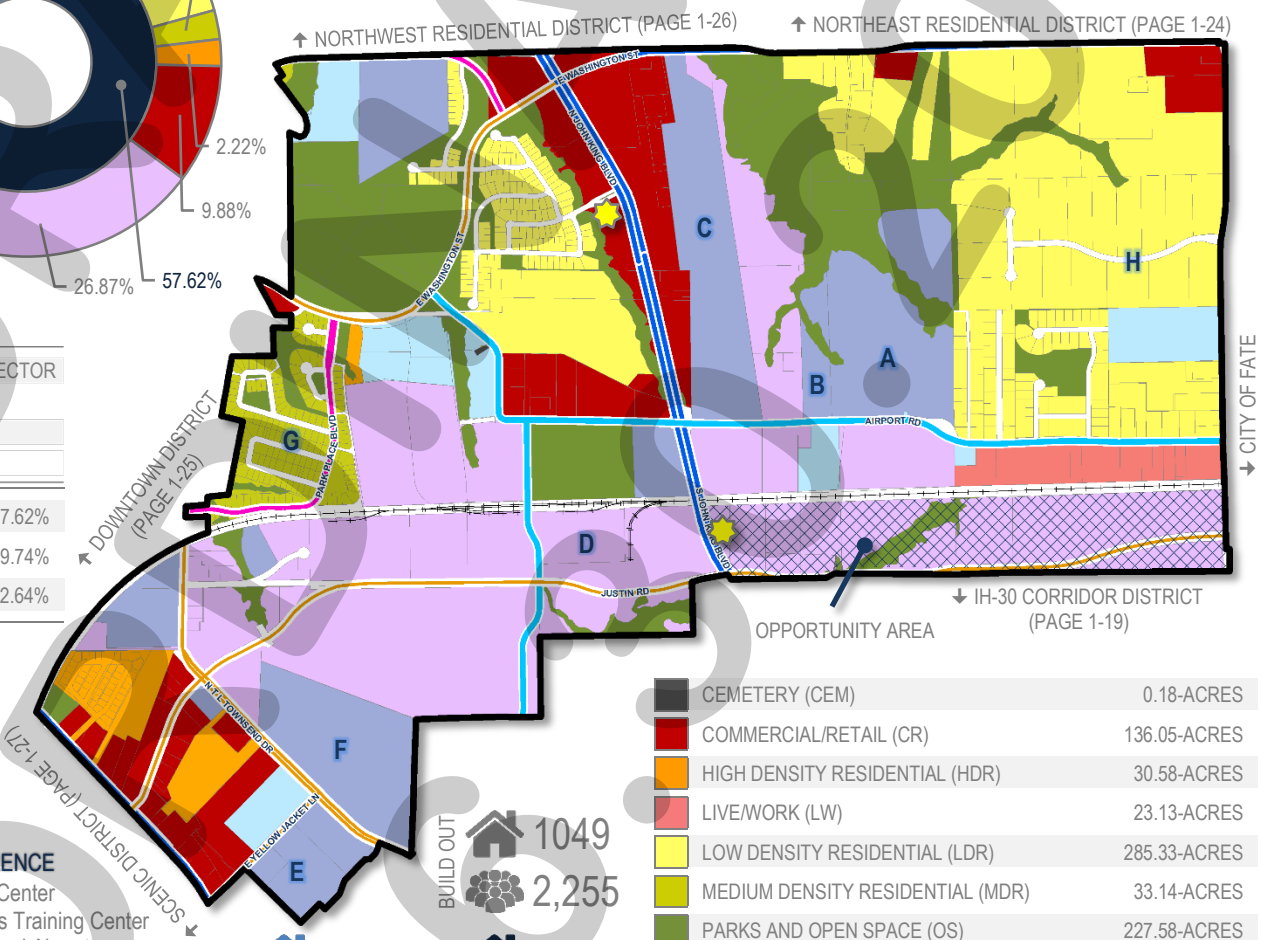
DISTRICT STRATEGIES

The *Central District* still has some key vacant and underutilized tracts of land that are anticipated to shape the area moving forward. Taking these areas into consideration the following are the strategies for this district:

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.



MINOR COLLECTOR	
M4U	
A4D	
P6D	
COMMERCIAL	57.62%
RESIDENTIAL	39.74%
MIXED USE	2.64%



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

	CURRENT	BUILD OUT	% OF ROCKWALL
	622	1049	2.60%
	77		3.94%
	1,337	2,255	2.05%

CEMETERY (CEM)	0.18-ACRES
COMMERCIAL/RETAIL (CR)	136.05-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	30.58-ACRES
LIVE/WORK (LW)	23.13-ACRES
LOW DENSITY RESIDENTIAL (LDR)	285.33-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	33.14-ACRES
PARKS AND OPEN SPACE (OS)	227.58-ACRES
PUBLIC (P)	212.88-ACRES
QUASI-PUBLIC (QP)	58.26-ACRES
SPECIAL COMMERCIAL CORRIDOR (SC)	0.07-ACRES
TECHNOLOGY/EMPLOYMENT CENTER (TEC)	369.98-ACRES

DRAFT 05.09.2018

02 DOWNTOWN DISTRICT

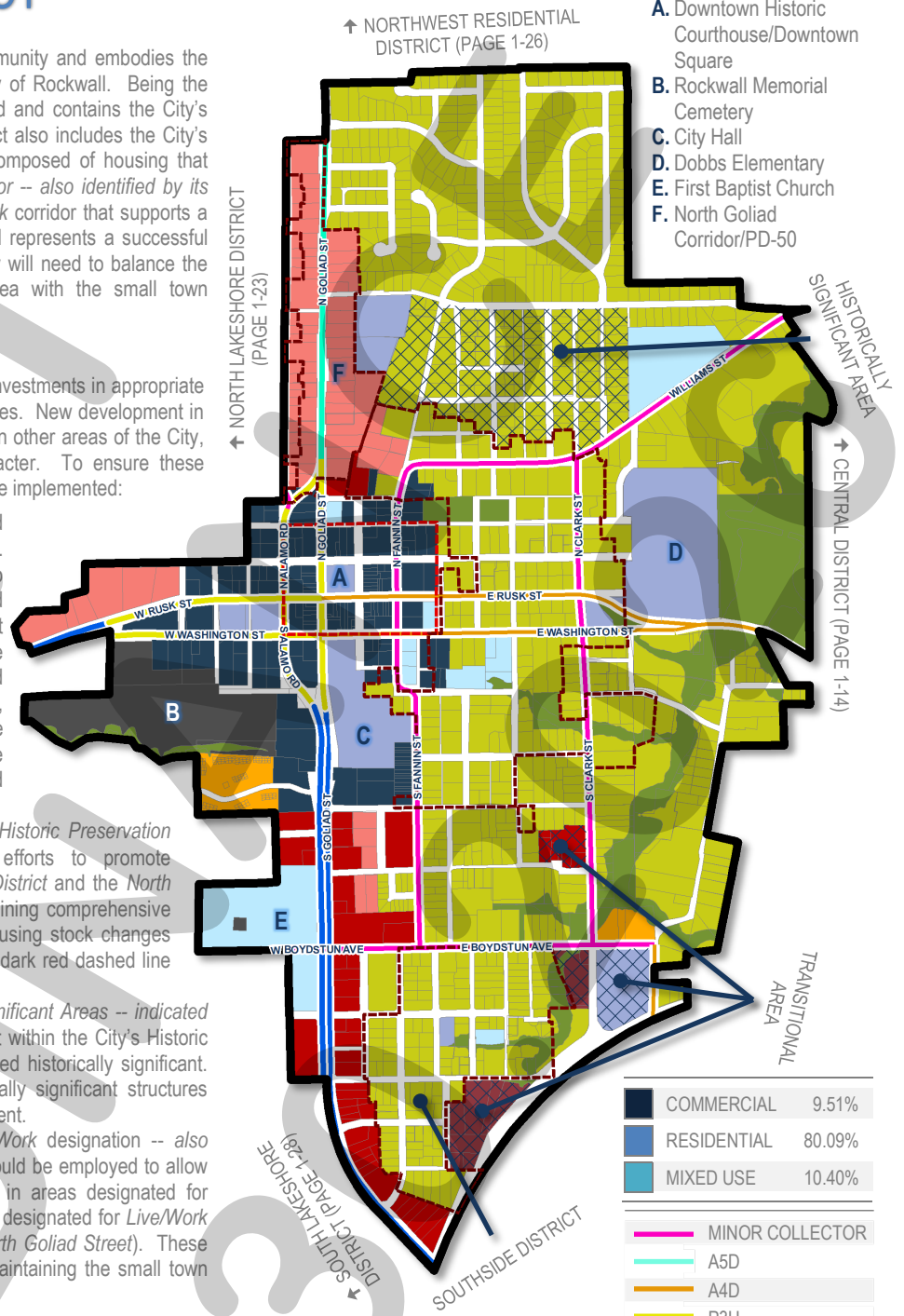
DISTRICT DESCRIPTION

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

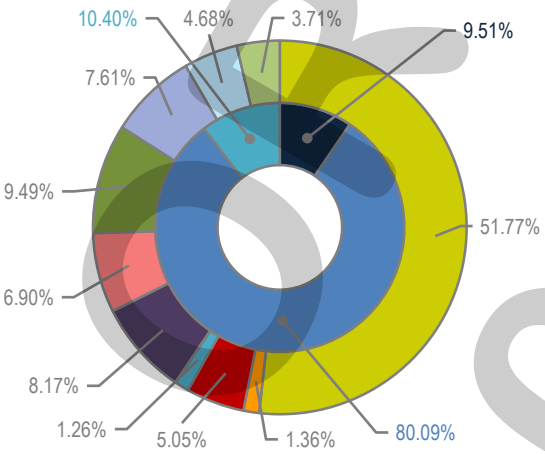
The *Downtown District* will continue to prosper through investments in appropriate infill development and adaptive reuse of existing structures. New development in this area should be held to a higher level of scrutiny than other areas of the City, to ensure that the district retains its small-town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



COMMERCIAL	9.51%
RESIDENTIAL	80.09%
MIXED USE	10.40%

MINOR COLLECTOR
A5D
A4D
P3U
P6D



	BUILD OUT	CURRENT	% OF ROCKWALL
HOUSEHOLDS	1,380	1,268	5.31%
POPULATION	3,433	3,147	12.76%
		249	4.82%

CEMETERY (CEM)	17.11-ACRES
COMMERCIAL/INDUSTRIAL (CI)	5.82-ACRES
COMMERCIAL/RETAIL (CR)	23.28-ACRES
DOWNTOWN (DT)	37.67-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	6.27-ACRES
LIVE/WORK (LW)	31.84-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	238.82-ACRES
PARKS AND OPEN SPACE (OS)	43.77-ACRES
PUBLIC (P)	35.10-ACRES
QUASI-PUBLIC (QP)	21.60-ACRES

DRAFT 03/03/2017

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

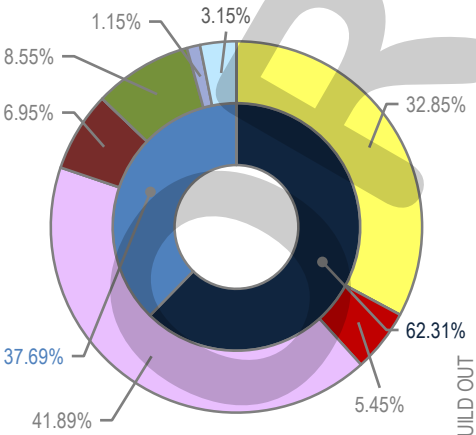
With the possibility of the future Outer Loop following the current alignment of FM-548, the *Employment District's* land use pattern is anticipated to change to support the anticipated increase in activity expected at the intersection of FM-548 and SH-276. Taking this possibility into consideration 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. contractor 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 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. *Transitional 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 Current Suburban Residential

1 Future Technology/Employment Center

2 Future Business Center



COMMERCIAL	62.31%
RESIDENTIAL	37.69%
MIXED USE	0.00%

- MINOR COLLECTOR
- M4U
- P6D

	CURRENT	% OF ROCKWALL
	358	
	109	1.50%
	1,124	5.58%
BUILD OUT	507	
	1,593	1.72%

BUSINESS CENTER	86.38-ACRES
COMMERCIAL/RETAIL (CR)	67.72-ACRES
LOW DENSITY RESIDENTIAL (LDR)	408.04-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)	520.42-ACRES

DRAFT 08/25/2025

04 FAR EAST DISTRICT

DISTRICT DESCRIPTION

The *Far East District* is located at the eastern most point of the City's Extraterritorial Jurisdiction (ETJ) and is bisected by the Rockwall County/Hunt County line. This district currently is primarily developed with low density estate housing that is on OSSF or septic systems. The only major roadway located within the district is SH-276, which acts as the districts primary east/west access. The *Far District* represents an area that will likely not change dramatically in the near future; however, there are some possibilities of SH-276 developing with future commercial land uses that will serve the existing residential in the area.

DISTRICT STRATEGIES

The *Far East District* is not anticipated to change dramatically in the near future. Taking this into consideration the following strategies should be implemented in this district:

1. *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.
2. *Commercial/Retail Centers*. The commercial/retail centers along SH-276 are ideal for smaller retail businesses and restaurants that could support the existing residential development in the area. All commercial developments should incorporate appropriate screening (*e.g. berms, landscaping, and large buffers*) to transition uses and should be designed to a scale that provides appropriate transitions to existing established residential properties.

POINTS OF REFERENCE

A. Chisolm Trail Subdivision
B. Buena Vista Subdivision
C. Wildwood Subdivision

LAND USE PALETTES

Current Land Use
Future Land Use

3 Future Neighborhood/ Convenience Center

ROCKWALL/HUNT COUNTY LINE

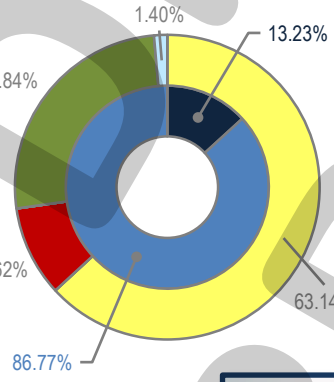
STATE HIGHWAY 276

INNOVATION DISTRICT (PAGE 1-20)

1 Current Suburban Residential

1 Current Residential

1 Current Suburban Residential



BUILD OUT
2,491
7,654

CURRENT
823
7
2,436

% OF ROCKWALL
3.44%
0.36%
3.73%

	COMMERCIAL/RETAIL (CR)	415.90-ACRES
	LOW DENSITY RESIDENTIAL (LDR)	2,728.89-ACRES
	PARKS AND OPEN SPACE (OS)	1,116.67-ACRES
	QUASI-PUBLIC (QP)	60.39-ACRES

P6D

	COMMERCIAL	13.23%
	RESIDENTIAL	86.77%
	MIXED USE	0.00%

DRAFT
06.30.2020

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

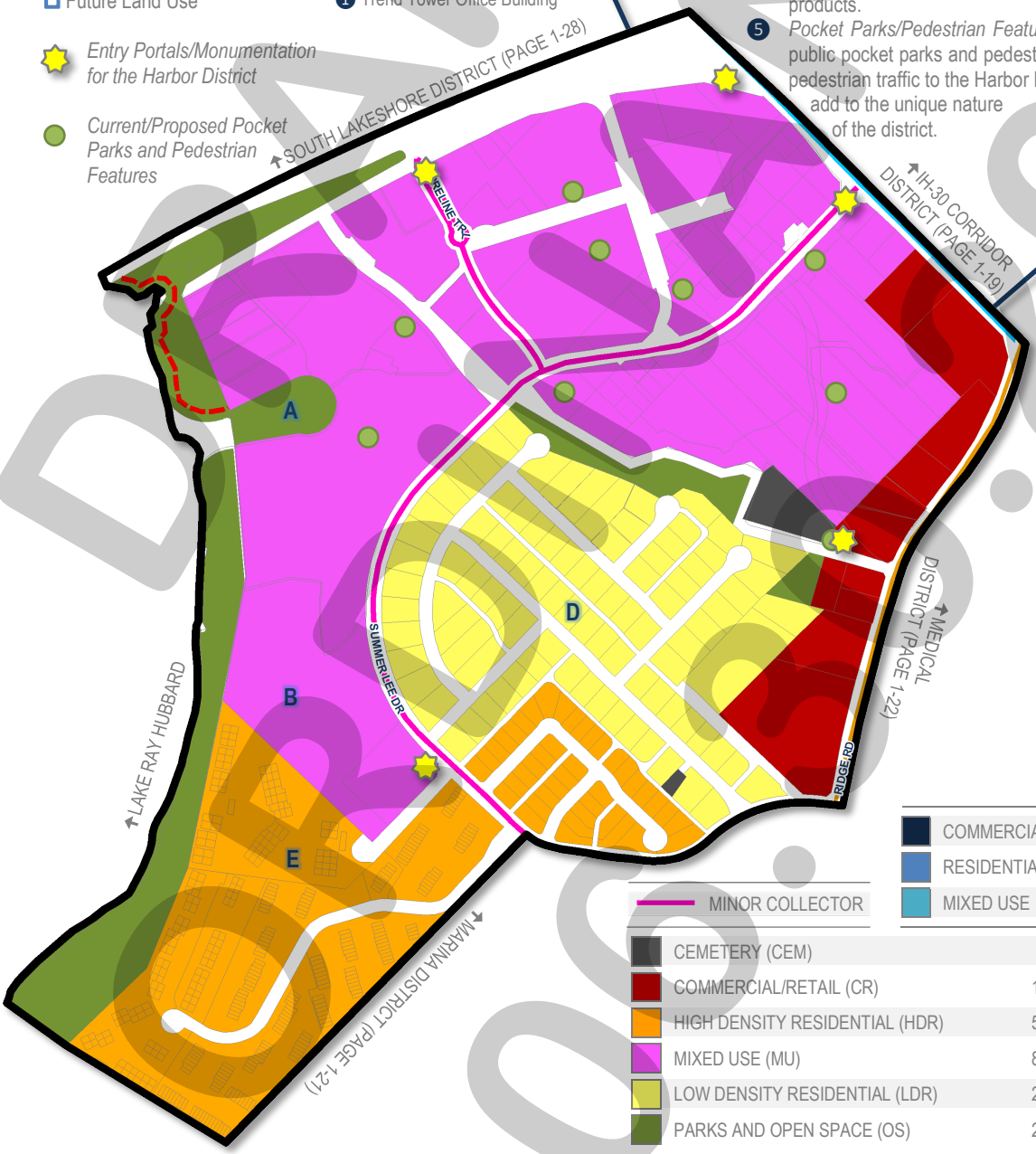
LAND USE PALETTES

Current Land Use
Future Land Use

Entry Portals/Monumentation for the Harbor District

Current/Proposed Pocket Parks and Pedestrian Features

1 Trend Tower Office Building

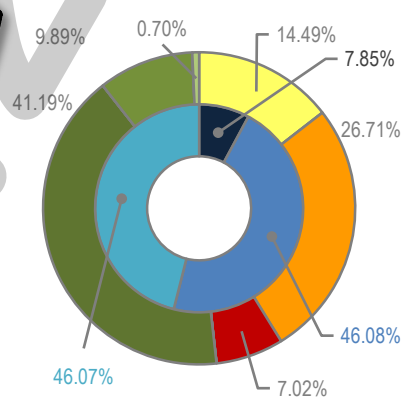


DISTRICT STRATEGIES

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 low density, suburban housing products.
5. *Pocket Parks/Pedestrian Features and Trails*. A series of private and public pocket parks and pedestrian features connected by trails leading pedestrian traffic to the Harbor Fountain/Park should be established to add to the unique nature of the district.

3 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)	54.21-ACRES
MIXED USE (MU)	83.60-ACRES
LOW DENSITY RESIDENTIAL (LDR)	29.42-ACRES
PARKS AND OPEN SPACE (OS)	20.07-ACRES

CURRENT	1,448	
	126	
	3,359	
% OF ROCKWALL	6.06%	
	6.45%	
	5.14%	
BUILD OUT	1,494	
	3,466	

DRAFT 06.06.2016

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 73.14% developed, with the remaining 26.86% 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

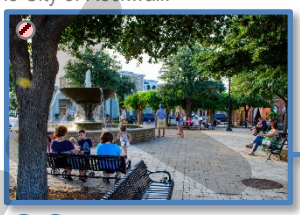
- **A.** Lake Point Church
- **B.** Rochell Elementary School
- **C.** Walmart
- **D.** Costco

LAND USE PALETTES

- Current Land Use
- Future Land Use

John King Boulevard Trail Plan
Rest Stop/Trailblazer Pylon

IH-30 Corridor Plan
Eastern Entry Portals



2/3 Future Regional Center

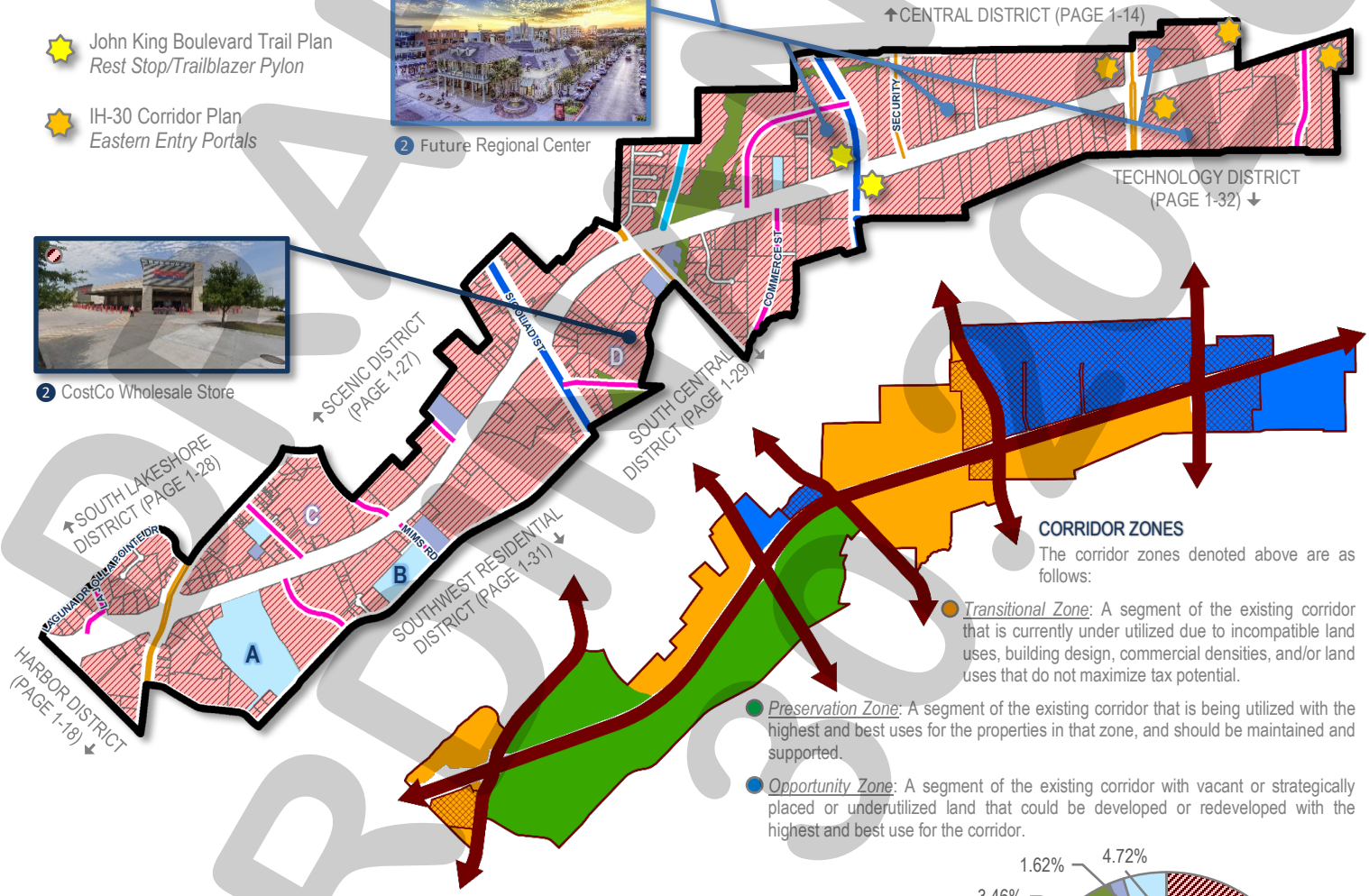
2 Future Regional Center

2 CostCo Wholesale Store

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 considered when reviewing new development within the IH-30 Corridor.
2. *Regional Center.* In accordance with the *IH-30 Corridor Plan*, a regional center should be located on each of the properties denoted in the red cross hatch (⊠) in the Corridor Zones map below. These regional centers should generally follow one (1) of the four (4) models identified in the *IH-30 Corridor Plan* (*i.e. Strip Retail Center, Mixed-Use Center, Town Center, or Regional Designation Center models*).
3. *Open Space.* Large commercial centers should incorporate green space or open space at the center of the development that can be used to provide amenity or break up large parking fields.
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.



CORRIDOR ZONES

The corridor zones denoted above are as follows:

- *Transitional Zone*: A segment of the existing corridor that is currently under utilized due to incompatible land uses, building design, commercial densities, and/or land uses that do not maximize tax potential.
- *Preservation Zone*: A segment of the existing corridor that is being utilized with the highest and best uses for the properties in that zone, and should be maintained and supported.
- *Opportunity Zone*: A segment of the existing corridor with vacant or strategically placed or underutilized land that could be developed or redeveloped with the highest and best use for the corridor.

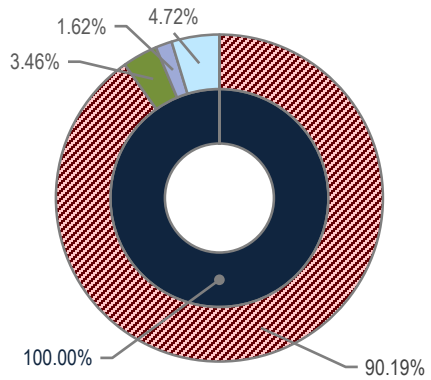
BUILD OUT	485*	
	1,043*	
CURRENT	1	0.00%
	633	32.43%
	3	0.00%

% OF ROCKWALL

COMMERCIAL	100.00%
RESIDENTIAL	0.00%
MIXED USE	0.00%

MINOR COLLECTOR	
M4U	
A4D	
P6D	

PARKS AND OPEN SPACE (OS)	37.03-ACRES
PUBLIC (P)	17.35-ACRES
QUASI-PUBLIC (QP)	50.46-ACRES
SPECIAL COMMERCIAL CORRIDOR (SC)	963.91-ACRES



DRAFT 09.30.2020

07 INNOVATION DISTRICT

DISTRICT DESCRIPTION

The *Innovation District* is the second eastern most district and is entirely composed of the City's Extraterritorial Jurisdiction (ETJ). This district currently has several existing low 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:

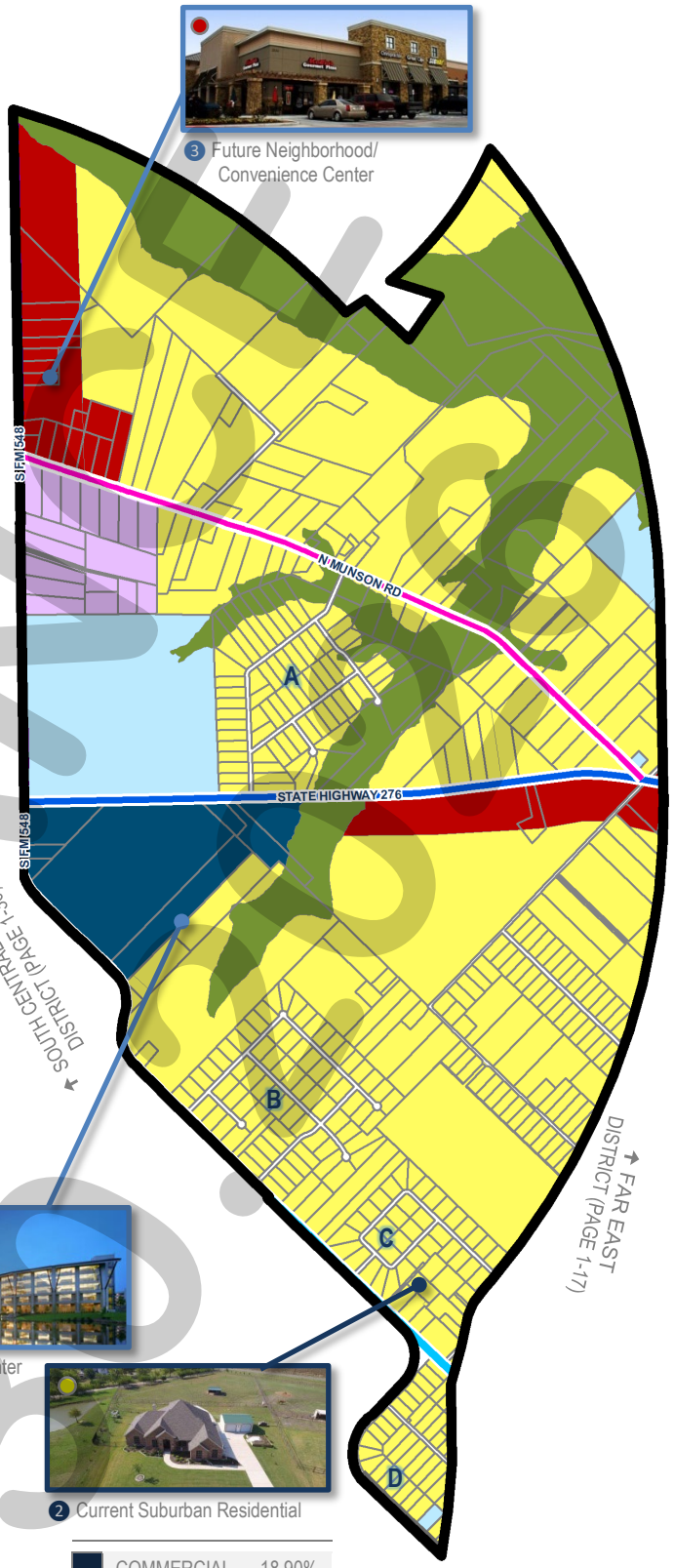
1. *Opportunity Zone (Intersection of SH-276 & FM-548 and along both these Roadways).* When constructed this intersection will be a major land use node in the district and have the potential to provide employment and professional campus land uses mixed with entertainment, restaurant and retail land uses. 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, 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.

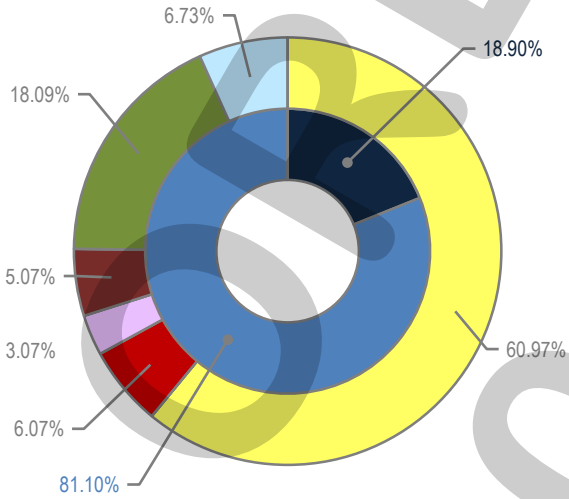
POINTS OF REFERENCE

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





BUILD OUT	1,541
	4,707
CURRENT	363
	2
	1,102
% OF ROCKWALL	1.52%
	0.10%
	1.69%

COMMERCIAL	18.90%
RESIDENTIAL	81.10%
MIXED USE	0.00%

MINOR COLLECTOR
M4U

BUSINESS CENTER (BC)	140.62-ACRES
COMMERCIAL/RETAIL (CR)	168.19-ACRES
TECHNOLOGY/EMPLOYMENT CENTER	85.25-ACRES
LOW DENSITY RESIDENTIAL (LDR)	1,690.41-ACRES
QUASI-PUBLIC (QP)	186.73-ACRES
PARKS AND OPEN SPACE (OS)	501.48-ACRES

DRAFT 06.30.16

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

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:

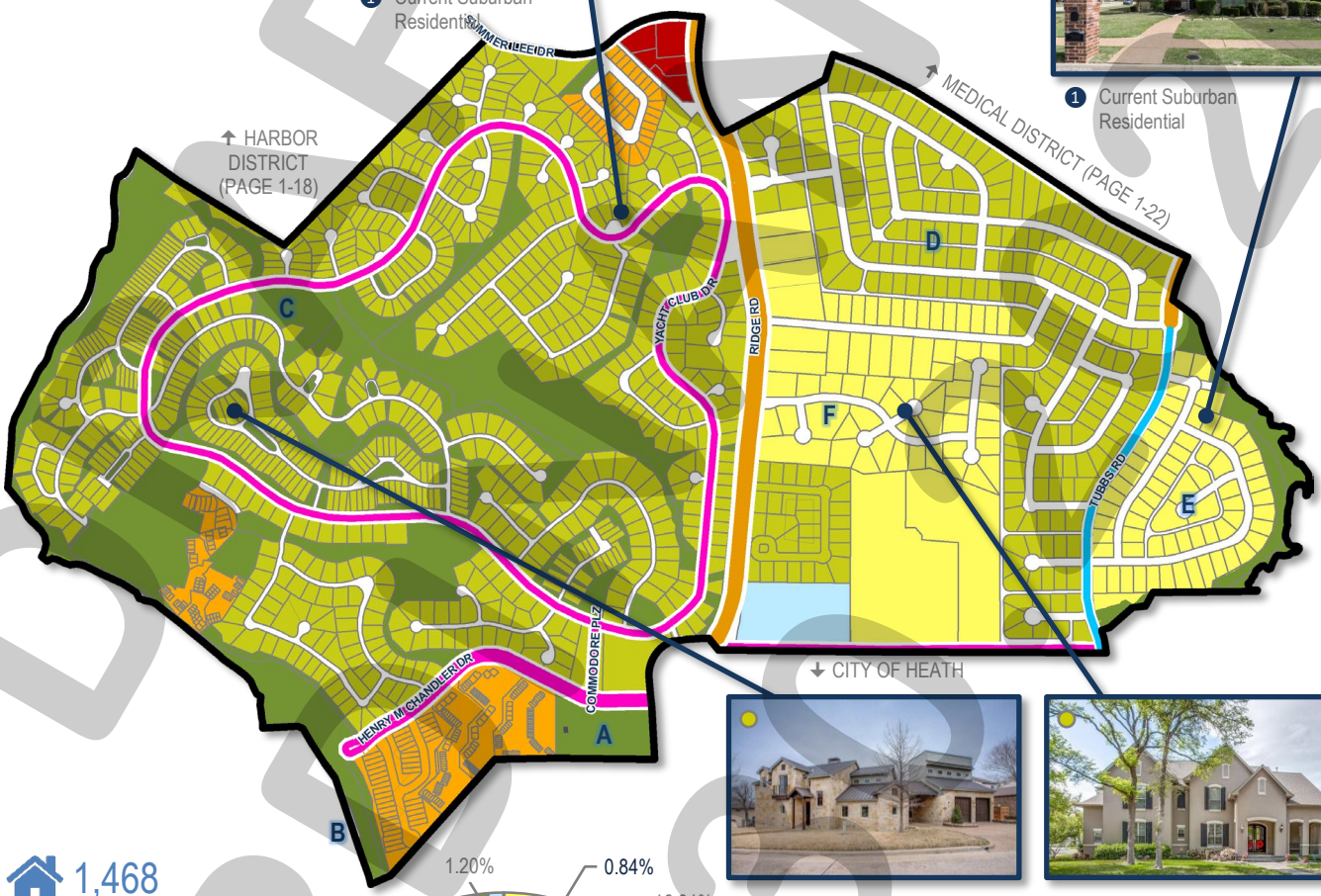
1. *Infill Development.* Residential infill development within this district should be compatible with the surrounding structures and should generally follow the guidelines for medium density, suburban housing. Non-residential infill development should be designed utilizing an architectural style and 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

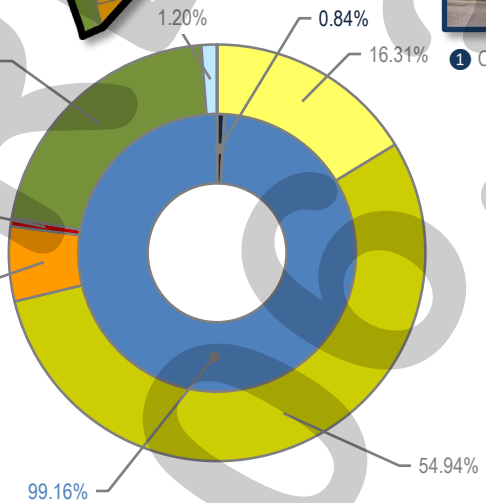
1 Current Suburban Residential



1 Current Suburban Residential

1 Current Suburban Residential

CURRENT	1,468	
	9	
	3,708	
BUILD OUT	1,526	
	3,847	
% OF ROCKWALL	6.14%	
	0.46%	
	5.67%	



COMMERCIAL	0.84%
RESIDENTIAL	99.16%
MIXED USE	0.00%

MINOR COLLECTOR	
A4D	
M4U	

CEMETERY (CEM)	0.03-ACRES
COMMERCIAL/RETAIL (CR)	2.80-ACRES
LOW DENSITY RESIDENTIAL (LDR)	70.19-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	236.44-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	24.95-ACRES
PARKS AND OPEN SPACE (OS)	90.08-ACRES
QUASI-PUBLIC (QP)	5.18-ACRES

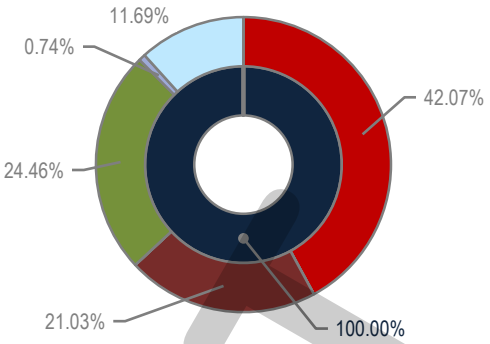
DRAFT 10/2020

09 MEDICAL DISTRICT

CURRENT: 0 / 173 / 0

BUILD OUT: 0 / 0

% OF ROCKWALL: 0.00% / 8.86% / 0.00%



BUSINESS CENTER	36.01-ACRES
COMMERCIAL/RETAIL (CR)	72.06-ACRES
PARKS AND OPEN SPACE (OS)	41.90-ACRES
PUBLIC (P)	1.27-ACRES
QUASI-PUBLIC (QP)	20.03-ACRES

COMMERCIAL	100.00%
RESIDENTIAL	0.00%
MIXED USE	0.00%

MINOR COLLECTOR
M4U
A4D

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.

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

2 Kroger Signature Grocery Store

1 Broadmoor Medical Lodge

1 Lakeside Allergy, Ears, Nose & Throat

DRAFT 06.07.16

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.

1 Current Suburban Residential

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 Current Suburban Residential

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 (---).

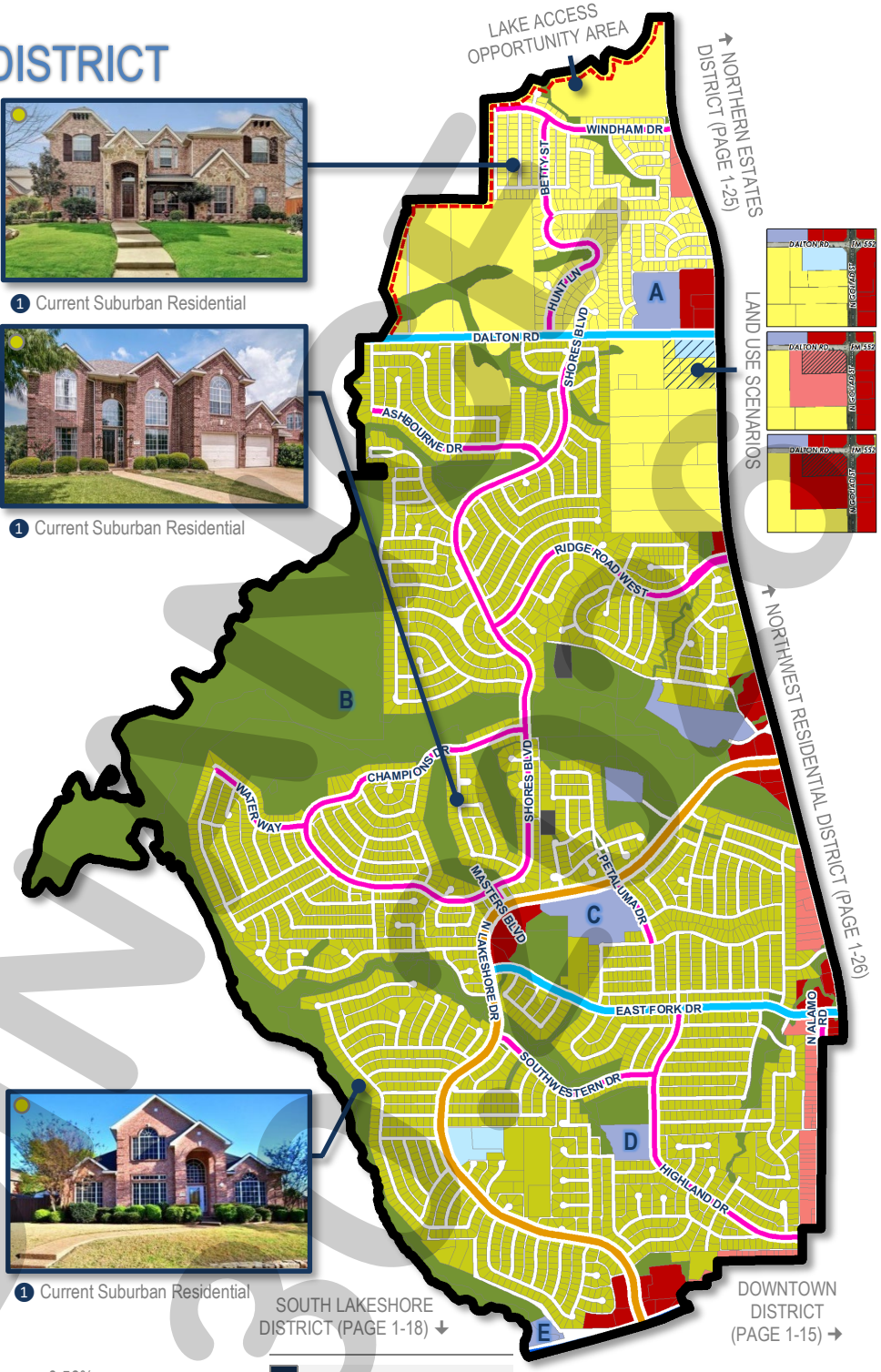
1 Current Suburban Residential

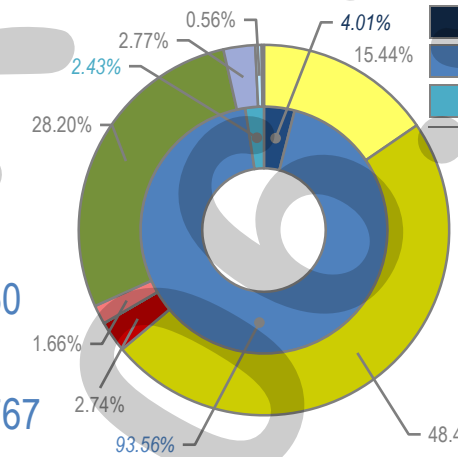
POINTS OF REFERENCE

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





COMMERCIAL	4.01%
RESIDENTIAL	93.56%
MIXED USE	2.43%

- MINOR COLLECTOR
- M4U
- A4D

CEMETERY (CEM)	3.76-ACRES
COMMERCIAL/RETAIL (CR)	52.10-ACRES
LIVE/WORK (LW)	31.65-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	922.28-ACRES
LOW DENSITY RESIDENTIAL (LDR)	293.89-ACRES
PARKS AND OPEN SPACE (OS)	536.95-ACRES
PUBLIC (P)	52.71-ACRES
QUASI-PUBLIC (QP)	10.57-ACRES

	BUILD OUT	CURRENT
	4,261	4,050
	12,377	11,767
% OF ROCKWALL	16.95%	
	3.94%	77
	18.01%	

DRAFT ORDINANCE

11 NORTHEAST RESIDENTIAL DISTRICT

DISTRICT DESCRIPTION

The *Northeast Residential District* is characterized by its established low-density residential subdivisions and rural/estate style lots. This district has several newer low-density housing subdivisions that reflect the current development patterns in the area. 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.

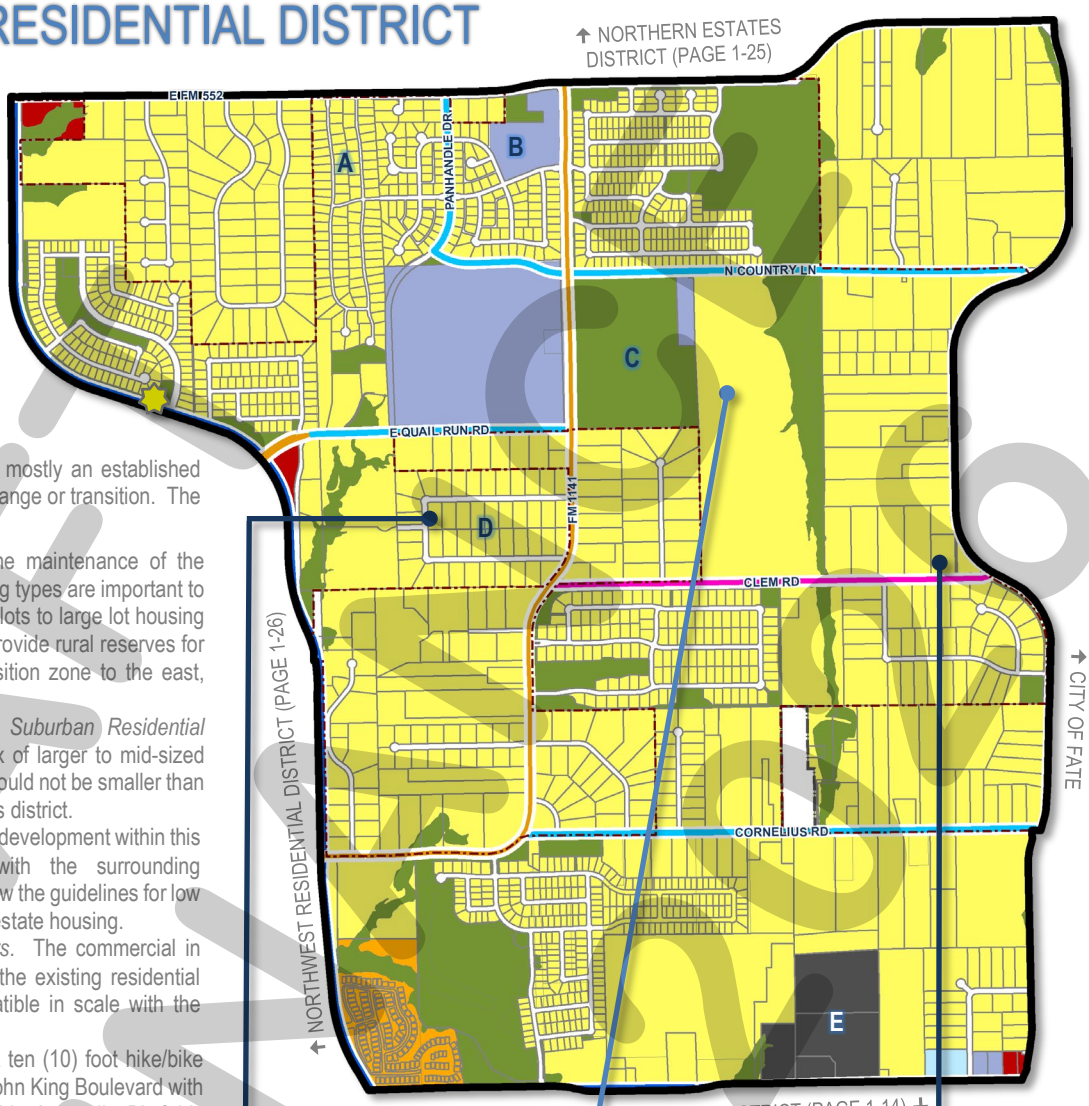
POINTS OF REFERENCE

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

LAND USE PALETTES

- Current Land Use
- Future Land Use

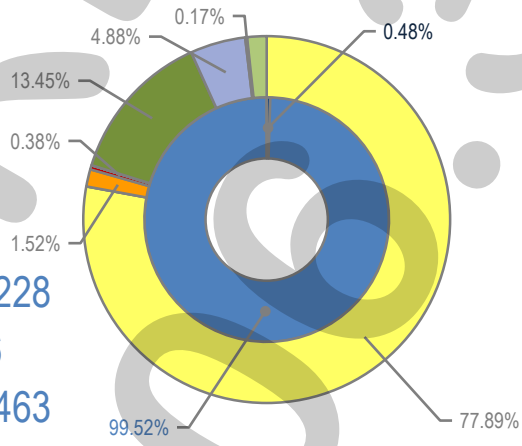
John King Boulevard Trail Plan
Rest Stop/Trailblazer Pylon



2 Current Suburban Residential

2 Future Suburban Residential

1 Current Rural Residential



MINOR COLLECTOR	
M4U	
A4D	

COMMERCIAL	0.48%
RESIDENTIAL	99.52%
MIXED USE	0.00%

CEMETERY (CEM)	32.34-ACRES
COMMERCIAL/RETAIL (CR)	7.19-ACRES
LOW DENSITY RESIDENTIAL (LDR)	1,477.00-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	28.79-ACRES
PARKS AND OPEN SPACE (OS)	255.10-ACRES
PUBLIC (P)	92.48-ACRES
QUASI-PUBLIC (QP)	3.25-ACRES

	BUILD OUT	CURRENT
	2,198	1,228
	6,199	16
% OF ROCKWALL	5.14%	3,463
	0.82%	
	5.30%	

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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

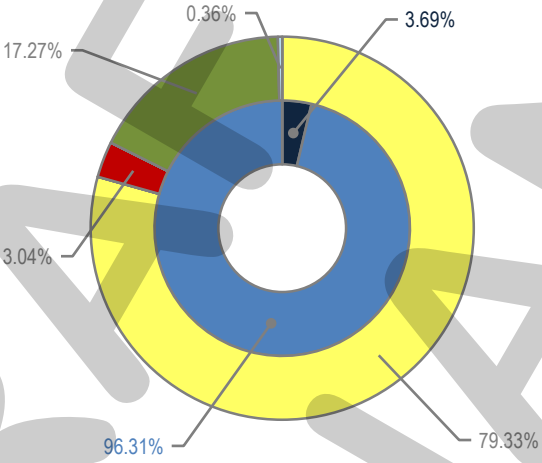
A. Park at Breezy Hill
B. Breezy Hill Subdivision
C. Hidden Valley Estates
D. Skyview Country Estates
E. Holiday Farm Subdivision

LAND USE PALETTES

Current Land Use
Future Land Use

John King Boulevard Trail Plan
Rest Stop/Trailblazer Pylon

CURRENT	998	
	2	
	2,242	
BUILD OUT	2,277	
	5,057	
% OF ROCKWALL	4.18%	
	0.10%	
	3.43%	



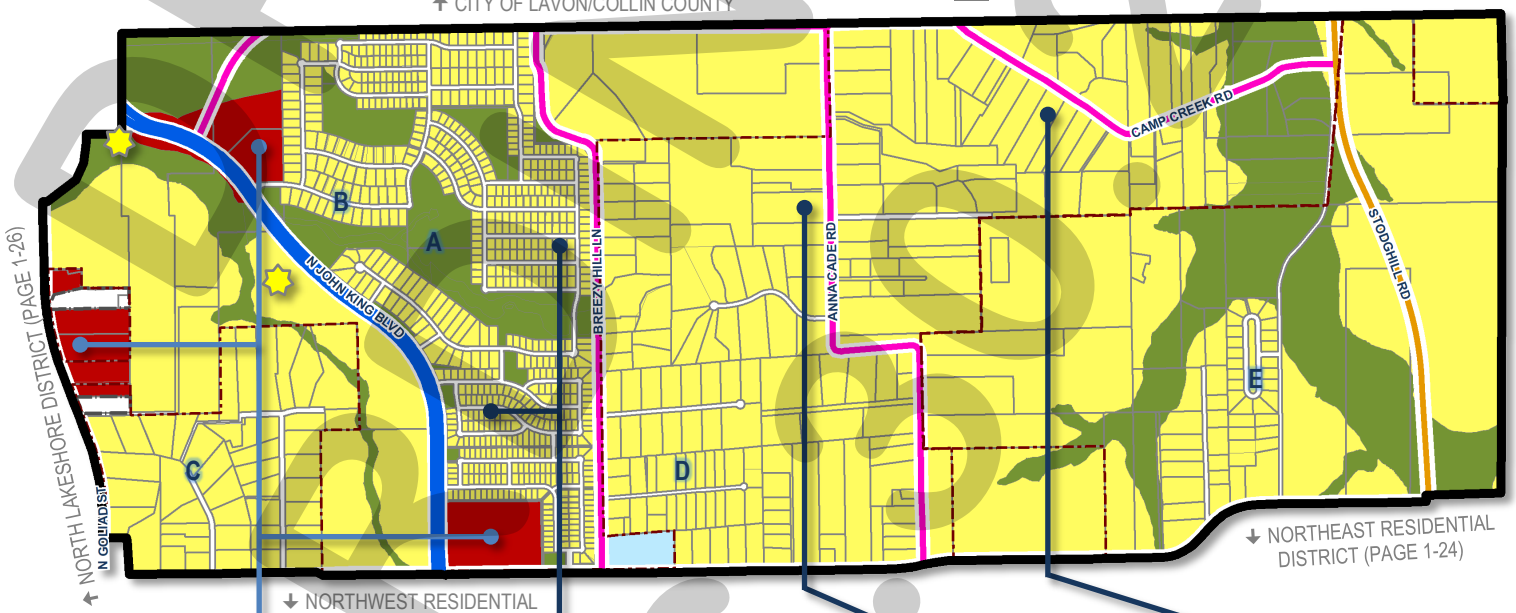
DISTRICT STRATEGIES

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.

MINOR COLLECTOR	
P6D	
A4D	
COMMERCIAL	3.69%
RESIDENTIAL	96.31%
MIXED USE	0.00%

COMMERCIAL/RETAIL (CR)	62.14-ACRES
LOW DENSITY RESIDENTIAL (LDR)	1,623.08-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	0.04-ACRES
PARKS AND OPEN SPACE (OS)	353.38-ACRES
QUASI-PUBLIC (QP)	7.33-ACRES



3 Future Neighborhood/Convenience Center

2 Current Suburban Residential

1 Current Estate Residential

1 Current Rural Residential

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13 NORTHWEST RESIDENTIAL DISTRICT

2 Shops at Stone Creek

1 Current Suburban Residential

2 Kroger Shopping Center

1 Current Suburban Residential

2 Future Neighborhood/Convenience Center

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

John King Boulevard Trail Plan *Rest Stop/Trailblazer*

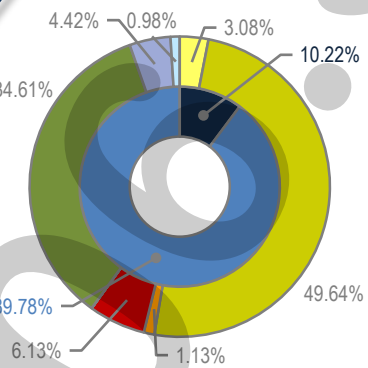
LAND USE PALETTES

Current Land Use
Future Land Use

COMMERCIAL	10.22%	
RESIDENTIAL	89.78%	
MIXED USE	0.00%	

P6D	
MINOR COLLECTOR	
M4U	
A4D	

COMMERCIAL/RETAIL (CR)	60.20-ACRES
LOW DENSITY RESIDENTIAL (LDR)	30.24-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	487.31-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	11.11-ACRES
PARKS AND OPEN SPACE (OS)	339.74-ACRES
PUBLIC (P)	43.39-ACRES
QUASI-PUBLIC (QP)	9.66-ACRES



BUILD OUT
2,239
6,807

% OF ROCKWALL
8.29%
2.00%
9.21%

CURRENT
1,981
39
6,022

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14 SCENIC DISTRICT

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:

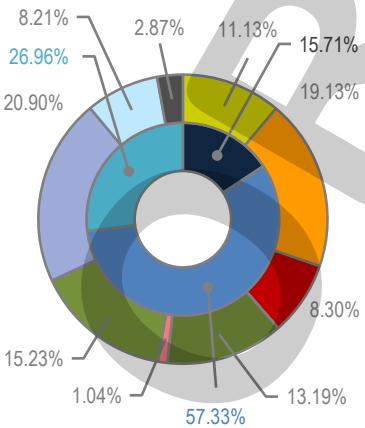
1. *Live/Work*. The properties designated for *Live/Work* land uses (*i.e. at the end of Old County Road*) have limited access and low visibility making the land not suitable for retail land uses. In addition, one of the three (3) properties has already transitioned to a non-residential land use and 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

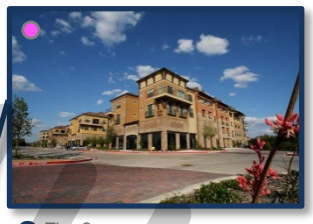
LAND USE PALETTES

Current Land Use
Future Land Use



3 Future Neighborhood/ Convenience Center

4 Current Suburban Residential



2 The Commons

COMMERCIAL	15.71%
RESIDENTIAL	57.33%
MIXED USE	26.96%

CEMETERY (CEM)	7.22-ACRES
COMMERCIAL/RETAIL (CR)	20.89-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	48.17-ACRES
LIVE/WORK (LW)	2.63-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	28.04-ACRES
MIXED USE (MU)	33.21-ACRES
PARKS AND OPEN SPACE (OS)	38.36-ACRES
PUBLIC (P)	52.63-ACRES
QUASI-PUBLIC (QP)	20.67-ACRES

	BUILD OUT	CURRENT	% OF ROCKWALL
	1,214	1,214	5.08%
		68	3.48%
	2,768	2,768	4.24%

DRAFT 05/30/2017

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

1 Current Suburban Residential

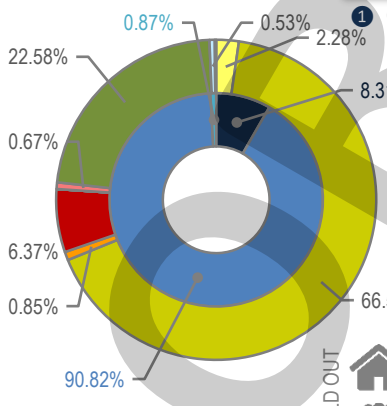
3 Dyer Insurance

1 Current Suburban Residential

1 Current Suburban Residential

1 Current Suburban Residential

1 Current Suburban Residential



BUILD OUT	1,626	1,605
CURRENT	35	3,675
% OF ROCKWALL	1.79%	5.55%

MINOR COLLECTOR	
COMMERCIAL	8.31%
RESIDENTIAL	90.82%
MIXED USE	0.87%

CEMETERY (CEM)	0.75-ACRES
COMMERCIAL/RETAIL (CR)	34.92-ACRES
LIVE/WORK (LW)	3.66-ACRES
LOW DENSITY RESIDENTIAL (LDR)	12.48-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	364.76-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	4.63-ACRES
PARKS AND OPEN SPACE (OS)	123.71-ACRES
QUASI-PUBLIC (QP)	2.93-ACRES

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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 that are entitled 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 has created a major intersection at the corner of SH-205 and SH-276 that is anticipated to be a major commercial corner in the future.

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

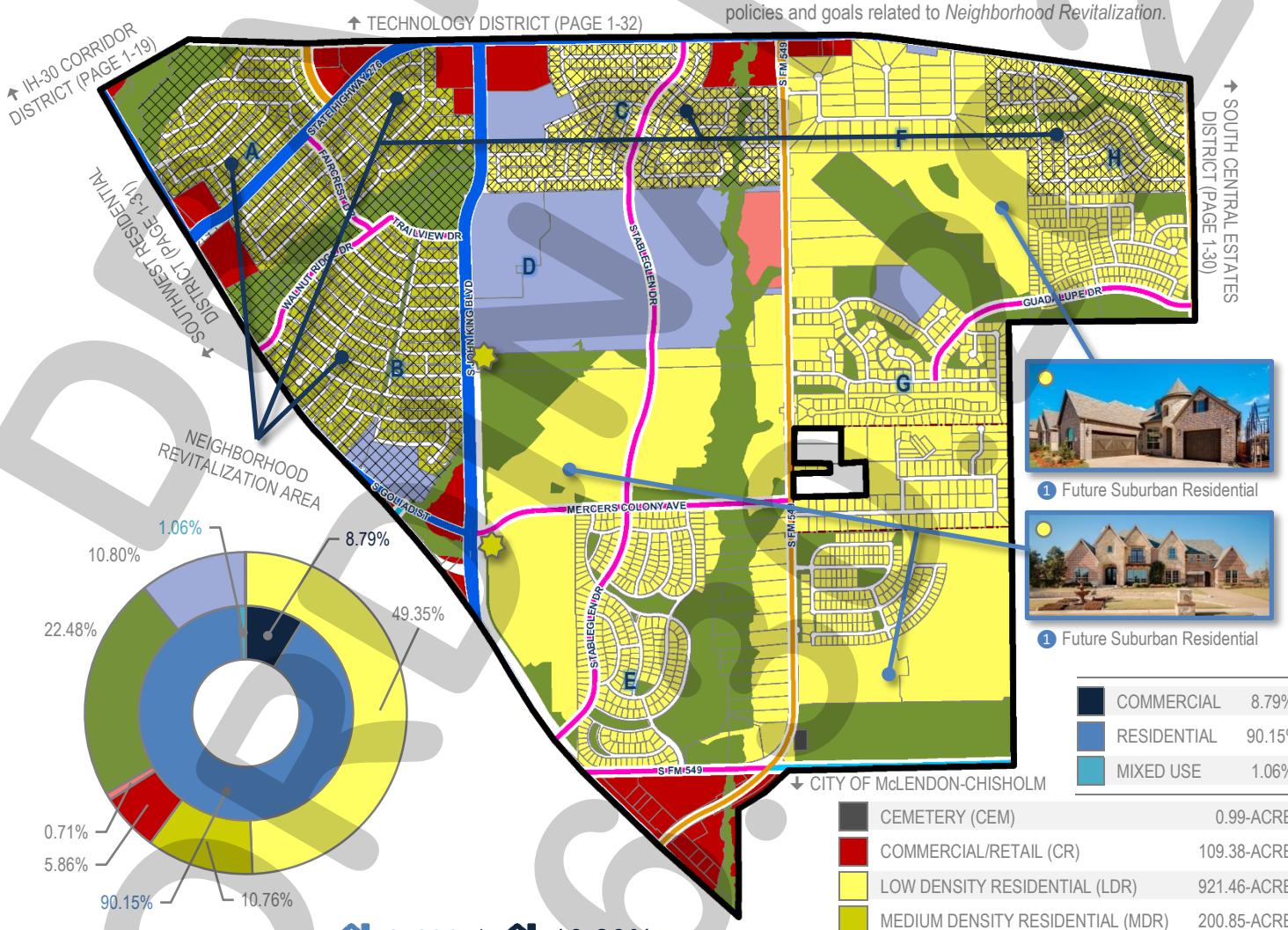
- Current Land Use
- Future Land Use

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. *Infill Development*. Residential infill development within this district should be compatible with the surrounding structures and should generally follow the guidelines for low or medium density, suburban housing.
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.
4. *Neighborhood Revitalization Area*. See Goal #4 of Section 02.01, *Existing Residential Developments*, of Chapter 8, *Residential*, of this document for policies and goals related to *Neighborhood Revitalization*.



1 Future Suburban Residential

1 Future Suburban Residential

COMMERCIAL	8.79%
RESIDENTIAL	90.15%
MIXED USE	1.06%

CEMETERY (CEM)	0.99-ACRES
COMMERCIAL/RETAIL (CR)	109.38-ACRES
LOW DENSITY RESIDENTIAL (LDR)	921.46-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	200.85-ACRES
LIVE/WORK (LW)	13.19-ACRES
PARKS AND OPEN SPACE (OS)	283.44-ACRES
PUBLIC (P)	201.62-ACRES
QUASI-PUBLIC (QP)	0.07-ACRES

- MINOR COLLECTOR
- A4D
- M4U
- P6D

	CURRENT	% OF ROCKWALL	BUILD OUT
	2,460	10.29%	3,125
	17	0.87%	
	7,761	11.88%	9,770

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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

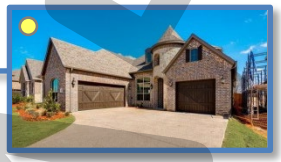
LAND USE PALETTES

- Current Land Use
- Future Land Use

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:

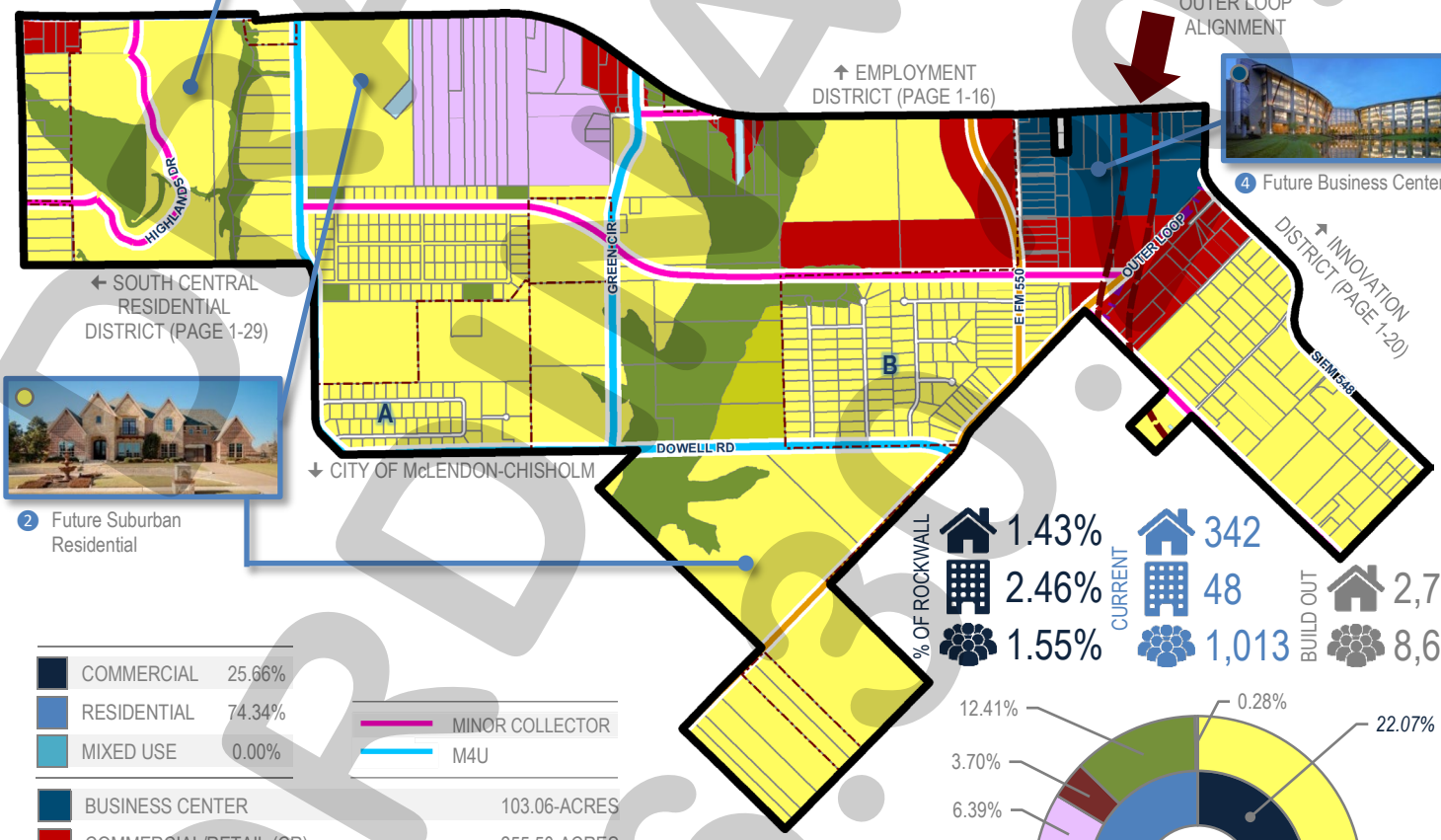
1. *Opportunity Zone (Intersection of SH-276 & FM-548).* When constructed this intersection will be a major land use node in the district and have the potential to provide employment and professional campus land uses mixed with entertainment, restaurant and retail land uses that can create an "18-Hour" 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.



2 Future Suburban Residential

4 Future Business Center

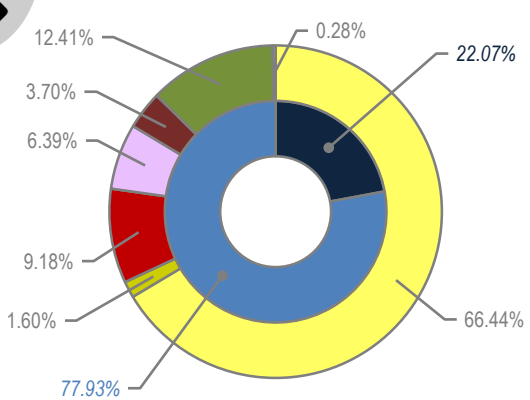
2 Future Suburban Residential



COMMERCIAL	25.66%	
RESIDENTIAL	74.34%	
MIXED USE	0.00%	
		MINOR COLLECTOR
		M4U

BUSINESS CENTER	103.06-ACRES
COMMERCIAL/RETAIL (CR)	255.50-ACRES
LOW DENSITY RESIDENTIAL (LDR)	1,849.97-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	44.54-ACRES
PARKS AND OPEN SPACE (OS)	354.43-ACRES
QUASI-PUBLIC (QP)	7.79-ACRES
TECHNOLOGY/EMPLOYMENT CENTER (TEC)	177.95-ACRES

% OF ROCKWALL	CURRENT	BUILD OUT
1.43%	342	2,797
2.46%	48	
1.55%	1,013	8,636



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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.

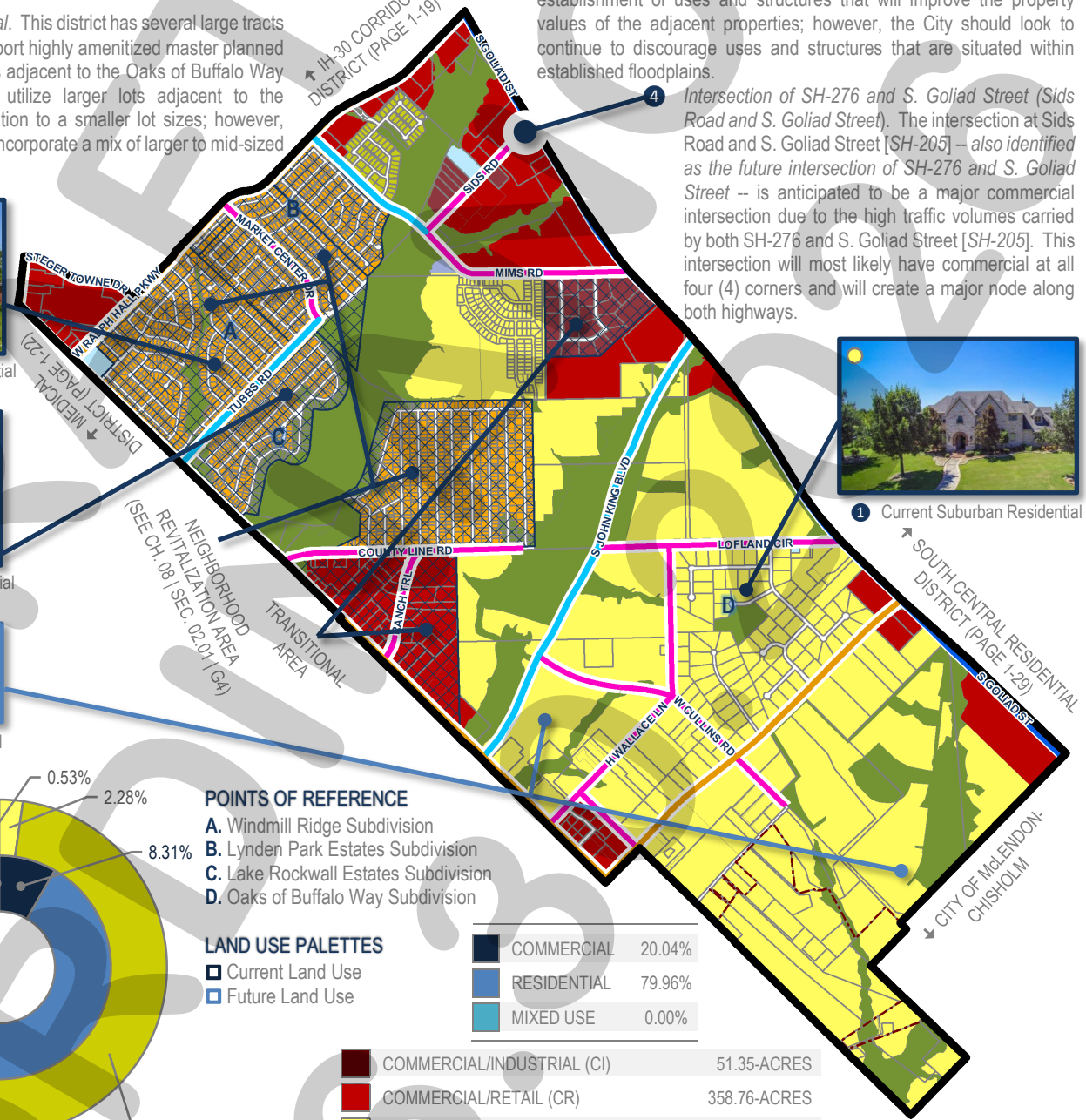
4. *Intersection of SH-276 and S. Goliad Street (Sids Road and S. Goliad Street)*. The intersection at Sids Road and S. Goliad Street [*SH-205*] -- *also identified as the future intersection of SH-276 and S. Goliad Street* -- is anticipated to be a major commercial intersection due to the high traffic 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.

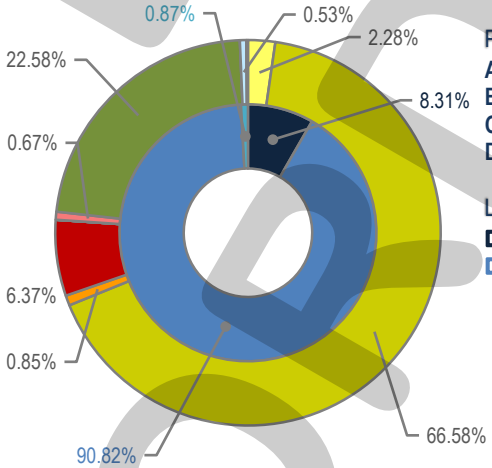
1 Current Suburban Residential

1 Current Suburban Residential

1 Future Suburban Residential

1 Current 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	20.04%
	RESIDENTIAL	79.96%
	MIXED USE	0.00%

	COMMERCIAL/INDUSTRIAL (CI)	51.35-ACRES
	COMMERCIAL/RETAIL (CR)	358.76-ACRES
	LOW DENSITY RESIDENTIAL (LDR)	1,109.94-ACRES
	MEDIUM DENSITY RESIDENTIAL (MDR)	19.82-ACRES
	HIGH DENSITY RESIDENTIAL (MDR)	359.08-ACRES
	PARKS AND OPEN SPACE (OS)	579.42-ACRES
	PUBLIC (P)	2.09-ACRES
	QUASI-PUBLIC (QP)	8.67-ACRES

- MINOR COLLECTOR
- A4D
- M4U
- P6D

	CURRENT	% OF ROCKWALL	BUILD OUT
	2,360	9.88%	4,216
	181	9.27%	
	7,658	11.72%	13,674

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

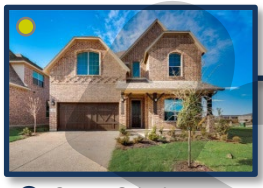
- Current Land Use
- Future Land Use

John King Boulevard Trail Plan
Rest Stop/Trailblazer Pylon

DISTRICT STRATEGIES

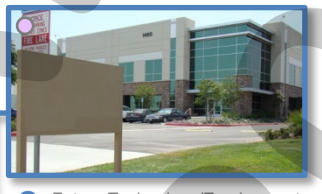
Considering the existing composition and future intent of the *Technology District*, the following are the strategies for this district:

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.



1 Current Suburban Residential

1 Pegasus Foods



1 Future Technology/Employment Center

2 Future Suburban Residential

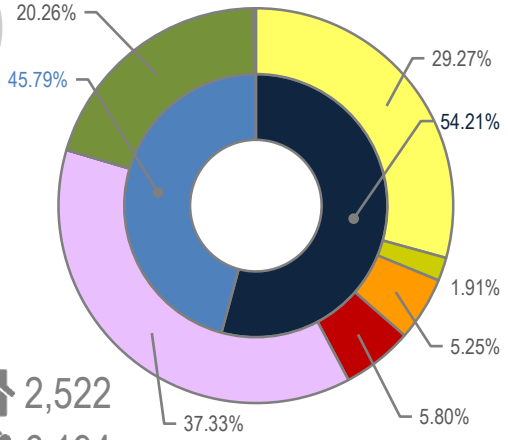
3 Future Neighborhood/Convenience Centers

COMMERCIAL	54.21%	
RESIDENTIAL	45.79%	
MIXED USE	0.00%	

- MINOR COLLECTOR
- A4D
- M4U
- P6D
- TXDOT 4D

COMMERCIAL/RETAIL (CR)	82.43-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	74.61-ACRES
LOW DENSITY RESIDENTIAL (LDR)	416.15-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	27.22-ACRES
PARKS AND OPEN SPACE (OS)	288.09-ACRES
PUBLIC (P)	1.95-ACRES
QUASI-PUBLIC (QP)	0.61-ACRES
TECHNOLOGY/EMPLOYMENT CENTER (TEC)	530.81-ACRES

	% OF ROCKWALL	CURRENT	BUILD OUT
	5.48%	1,309	2,522
	4.30%	84	
	4.31%	2,816	6,194



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20 SUMMARY LAND USE PLAN

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

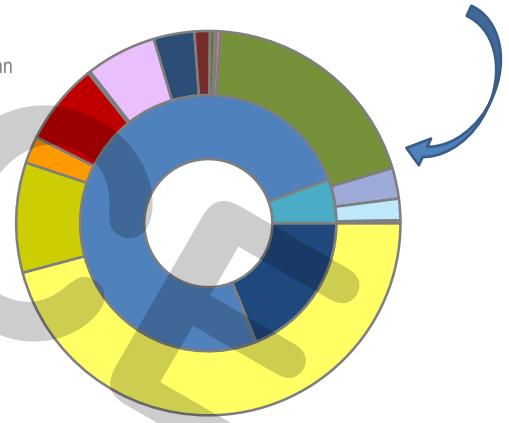
The following is a summary of the total acreage by *Land Use District* for each *Land Use Designation* and the corresponding land use breakdown at the time of the adoption of the Comprehensive Plan:

		RESIDENTIAL: 75.56%			COMMERCIAL: 18.90%			MIXED USE: 5.54%								
		LDR	MDR	HDR	CR	CI	TEC	SC	BC	MU	DT	LW	OS	P	QP	CEM
#	DISTRICT (PAGE #)															
1	CENTRAL (1-14)	285.33	33.14	30.58	136.05	0.00	369.98	0.07	0.00	0.00	0.00	23.13	227.58	212.88	58.26	0.18
2	DOWNTOWN (1-15)	0.00	238.82	6.27	23.28	5.82	0.00	0.00	0.00	0.00	37.67	31.84	43.77	35.10	21.60	17.11
3	EMPLOYMENT (1-16)	408.04	0.00	0.00	67.72	0.00	520.42	0.00	86.38	0.00	0.00	0.00	106.27	14.31	39.12	0.00
4	FAR EAST (1-17)	2,728.89	0.00	0.00	415.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,116.67	0.00	60.39	0.00
5	HARBOR (1-18)	29.42	0.00	54.21	14.25	0.00	0.00	0.00	0.00	83.60	0.00	0.00	20.07	0.00	0.00	1.43
6	IH-30 CORRIDOR (1-19)	0.00	0.00	0.00	0.00	0.00	0.00	963.91	0.00	0.00	0.00	0.00	37.03	17.35	50.46	0.00
7	INNOVATION (1-20)	1,690.41	0.00	0.00	168.19	0.00	85.25	0.00	140.62	0.00	0.00	0.00	501.48	0.00	186.73	0.00
8	MARINA (1-21)	70.19	236.44	24.95	2.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	90.80	0.00	5.18	0.03
9	MEDICAL (1-22)	0.00	0.00	0.00	72.06	0.00	0.00	0.00	36.01	0.00	0.00	0.00	41.90	1.27	20.03	0.00
10	NORTH LAKESHORE (1-23)	293.89	922.28	0.00	52.10	0.00	0.00	0.00	0.00	0.00	0.00	31.65	536.95	52.71	10.57	3.76
11	NORTHEAST RESIDENTIAL (1-24)	1,477.00	0.00	28.79	7.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	255.10	92.48	3.25	32.34
12	NORTHERN ESTATES (1-25)	1,623.08	0.04	0.00	62.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	353.38	0.00	7.33	0.00
13	NORTHWEST RESIDENTIAL (1-26)	30.24	487.31	11.11	60.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	339.74	43.39	9.66	0.00
14	SCENIC (1-27)	0.00	28.04	48.17	20.89	0.00	0.00	0.00	0.00	33.21	0.00	2.63	38.36	52.63	20.67	7.22
15	SOUTH LAKESHORE (1-28)	1,849.97	44.54	0.00	255.50	0.00	177.95	0.00	103.06	0.00	0.00	0.00	345.43	0.00	7.79	0.00
16	SOUTH CENTRAL RESIDENTIAL (1-29)	921.46	200.85	0.00	109.38	0.00	0.00	0.00	0.00	0.00	0.00	13.19	419.76	201.62	0.07	0.99
17	SOUTH CENTRAL ESTATES (1-30)	12.48	364.76	4.63	34.92	0.00	0.00	0.00	0.00	0.00	0.00	3.66	123.71	0.00	2.93	0.75
18	SOUTHWEST RESIDENTIAL (1-31)	1,109.94	19.82	359.08	358.76	51.35	0.00	0.00	0.00	0.00	0.00	0.00	579.42	2.09	8.67	0.00
19	TECHNOLOGY (1-32)	416.15	27.22	74.61	82.43	0.00	530.81	0.00	0.00	0.00	0.00	0.00	288.09	1.95	0.61	
		12,946.49	2,603.26	642.40	1,943.76	57.17	1,684.41	963.98	366.07	116.81	37.67	106.10	5,465.51	727.78	513.32	63.81
		45.85%	***9.22%***	***2.27%***	***6.88%***	***0.20%***	***5.96%***	***3.41%***	***1.30%***	***0.41%***	***0.13%***	***0.38%***	***19.35%***	***2.58%***	***1.82%***	***0.23%***

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:

		CURRENT						BUILD OUT			
#	DISTRICT (PAGE #)	Houses	%	Businesses	%	Population	%	Houses	%	Population	%
01	CENTRAL (1-14)	622	2.60%	77	3.94%	1,337	2.05%	1,049	2.84%	2,255	2.19%
02	DOWNTOWN (1-15)	1,268	5.31%	249	12.76%	3,147	4.82%	1,380	3.73%	3,433	3.33%
03	EMPLOYMENT (1-16)	358	1.50%	109	5.58%	1,124	1.72%	507	1.37%	1,593	1.54%
04	FAR EAST (1-17)	823	3.44%	7	0.36%	2,436	3.73%	2,491	6.74%	7,654	7.42%
05	HARBOR (1-18)	1,448	6.06%	126	6.45%	3,359	5.14%	1,494	4.04%	3,466	3.36%
06	IH-30 CORRIDOR (1-19)	1	0.00%	633	32.43%	3	0.00%	485	1.31%	1,043	1.01%
07	INNOVATION (1-20)	363	1.52%	2	0.10%	1,102	1.69%	1,541	4.17%	4,707	4.56%
08	MARINA (1-21)	1,468	6.14%	9	0.46%	3,708	5.67%	1,526	4.13%	3,847	3.73%
09	MEDICAL (1-22)	0	0.00%	173	8.86%	0	0.00%	0	0.00%	0	0.00%
10	NORTH LAKESHORE (1-23)	4,050	16.95%	77	3.94%	11,767	18.01%	4,261	11.53%	12,377	12.00%
11	NORTHEAST RESIDENTIAL (1-24)	1,228	5.14%	16	0.82%	3,463	5.30%	2,198	5.95%	6,199	6.01%
12	NORTHERN ESTATES (1-25)	998	4.18%	2	0.10%	2,242	3.43%	2,277	6.16%	5,057	4.90%
13	NORTHWEST RESIDENTIAL (1-26)	1,981	8.29%	39	2.00%	6,022	9.21%	2,239	6.06%	6,807	6.60%
14	SCENIC (1-27)	1,214	5.08%	68	3.48%	2,768	4.24%	1,214	3.29%	2,768	2.68%
15	SOUTH LAKESHORE (1-28)	1,605	6.72%	35	1.79%	3,627	5.55%	1,626	4.40%	3,675	3.56%
16	SOUTH CENTRAL RESIDENTIAL (1-29)	2,460	10.29%	17	0.87%	7,761	11.88%	3,125	8.46%	9,770	9.47%
17	SOUTH CENTRAL ESTATES (1-30)	342	1.43%	48	2.46%	1,013	1.55%	2,797	7.57%	8,636	8.37%
18	SOUTHWEST RESIDENTIAL (1-31)	2,360	9.88%	181	9.27%	7,658	11.72%	4,216	11.41%	13,674	13.26%
19	TECHNOLOGY (1-32)	1,309	5.48%	84	4.30%	2,816	4.31%	2,522	6.83%	6,194	6.00%
		23,898	*100.00%*	*1,952*	*100.00%*	*65,353*	*100.00%*	*36,948*	*100.00%*	103,155	*100.00%*



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

LAND USE:
- Commercial
- Residential
- Mixed Use

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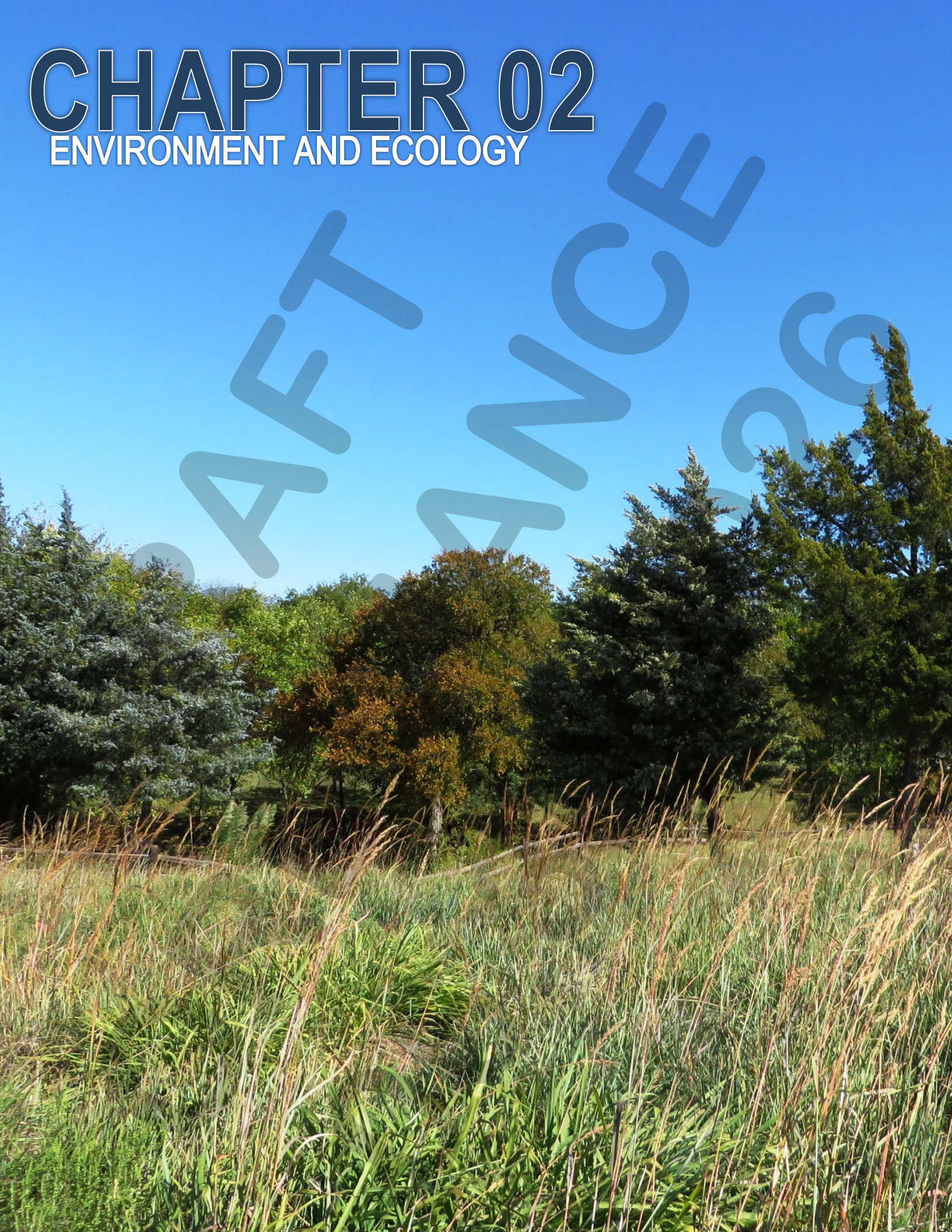
06.30.2016

CHAPTER 02
ENVIRONMENT AND ECOLOGY



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01 VISION STATEMENT

The City should encourage stewardship of the natural environment and seek to protect its open spaces, floodplains, creeks, ponds, 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[1] systems in lieu of individual lot detention systems.
2. Encourage developments that incorporate floodplains, ponds, and watercourses 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

---

[1]: 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.

DRAFT JANUARY 2026

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 certain on-site parking requirements 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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

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 (UDC) 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 (UDC) to ensure that they do not discourage green building practices and principles. 🟢
5. Review the parking standards contained in Article 06, *Parking and Loading*, of the Unified Development Code (UDC) 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 2024: A pedestrian bridge connecting two (2) play areas and extending over a riparian area at Shores Park.

Butterfly Garden at Shores Park 2025: Volunteers plant flowers at the butterfly gardens at Shores Park.

Butterfly Garden at Breezy Hill Park 2025: Newly renovated butterfly garden at Breezy Hill Park.

Bluebonnet Fields at Phelps Lake Park 2024: Bluebonnets bloom in the wild flower fields at Phelps Lake Park.

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ORDINANCE

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

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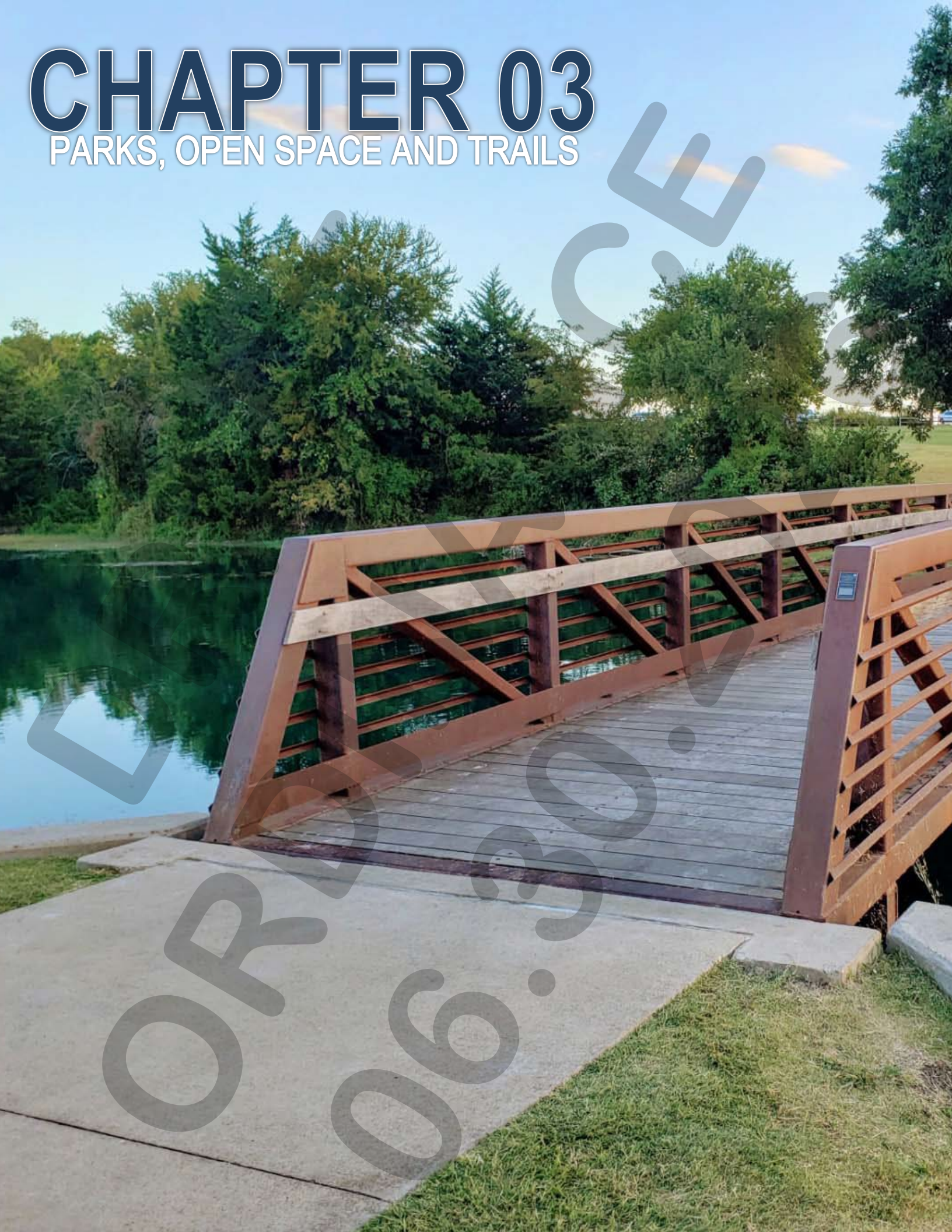
ORDINANCE
6.30.2026

CHAPTER 03
PARKS, OPEN SPACE AND TRAILS



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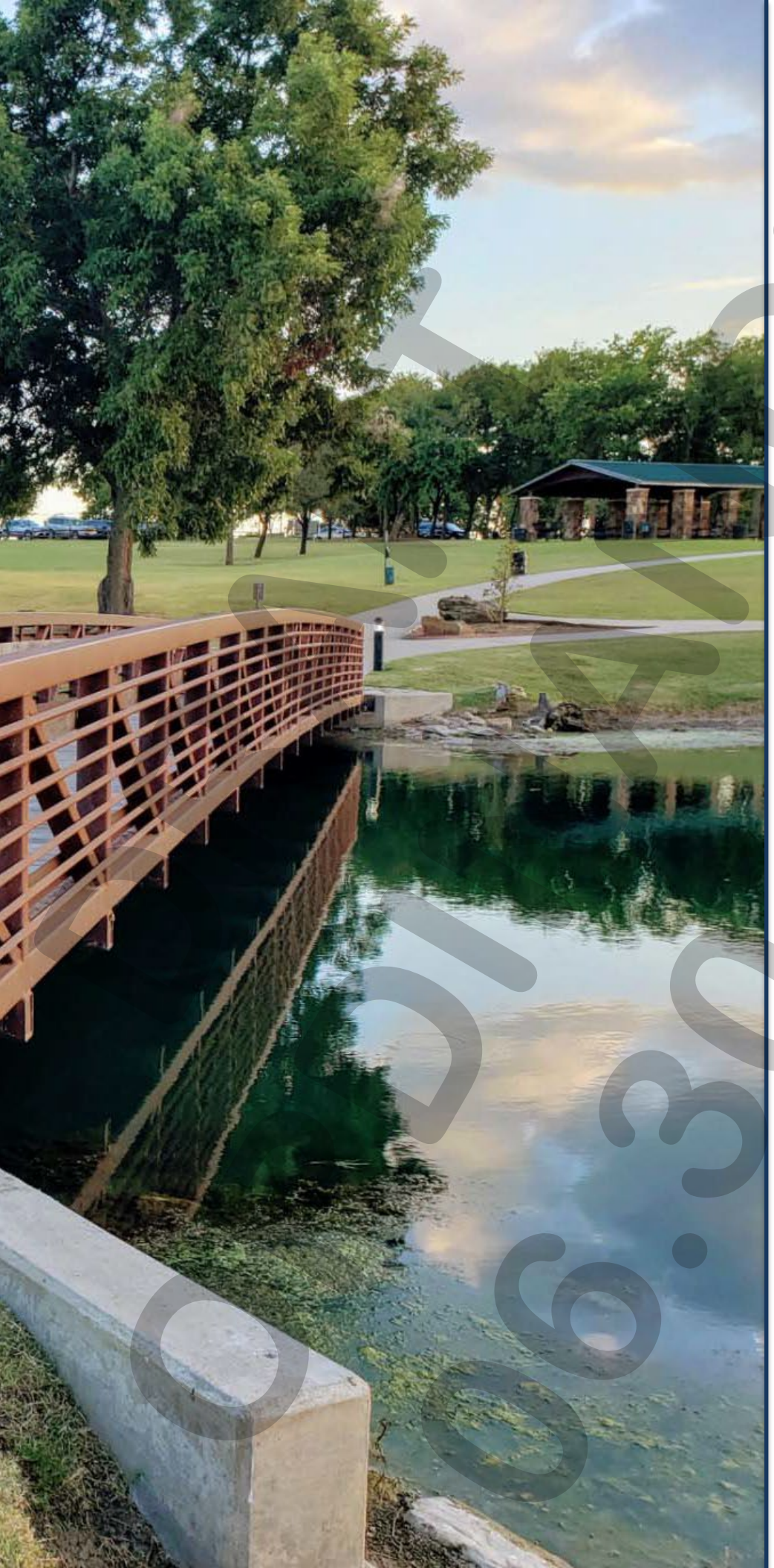

01 VISION STATEMENT

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 for the development of three (3) community parks (*i.e. Alma Williams Park, Ben A. Klutts Park, and Harry Myers Park*).
    - Develop a phased plan for the development of the two (2) undeveloped community parks (*i.e. Alma Williams Park and Ben A. Klutts Park*).
    - Continue to strive to meet the neighborhood park goal of providing a minimum of 11-acres of contiguous parkland in each park district.
    - Where feasible through the development process and grant funding, look for opportunities to provide fully developed neighborhood parks with the first phases of a subdivision that can assist in attracting new residents and provide immediate amenity to the surrounding communities.

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.

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2. Explore opportunities to evaluate and address the demand for additional sports facilities and multipurpose 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 life and to promote increased social interaction in the city.
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*[1] 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 (*e.g. expansion of kayak and boat ramps, passive and programmed green spaces, etc.*).
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 regional destination for the City.
4. Look for opportunities for public/private partnerships to provide additional access and opportunities along the shoreline of Lake Ray Hubbard.

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.*).

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

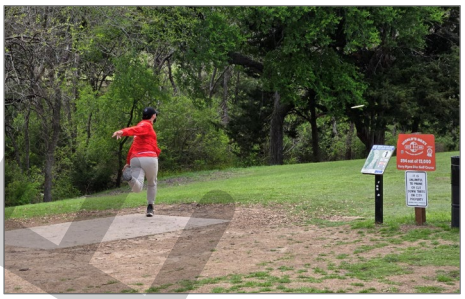
1. Continue to engage the Parks Board to review all proposed park and open space amenities associated with new development to ensure the City is receiving viable parkland and open space from the standpoints of quality, durability, access, and maintenance.
2. Look to establish high amenity/low maintenance 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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

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. 🔴



Harry Myers Disc Golf Course 2024: Drew Gibson -- *professional disc golfer* -- tees off at the Disc Golf Pro Tour at Harry Myers Disc Golf Course.

Harry Myers Pool 2025: Swim classes for kids ages 5-12, all skill levels at Harry Myers Pool.

Fishing Derby 2025: Kids ages 3-14 compete in the annual *Fishing Derby*, where they register to win the heaviest, longest, or most fish in their age group.

Angel League 2025: Kid learning to play baseball as part of the Kiwanis Club Angel League at Yellow Jacket Park.

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

[1]: *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.*

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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.
6. Consider the need for additional sports facilities and multipurpose fields when developing plans for the two (2) undeveloped community parks (*i.e. Alma Williams Park and Ben A. Klutts Park*).

04 MAP INDEX

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

- Master Trail Plan Map (2)

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ORDINANCE
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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. Encourage connected streets that offer multiple points of access to all single-family residential subdivisions.
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. Prioritize corridor and intersection improvements that address congestion *hot spots* identified through traffic studies.
6. 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

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

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efficient access for automobiles while providing 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 at appropriate intersections.
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)[1] 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.
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.
4. Where the shape of a tract of land or the natural contours of the land permit, the use of *Curvilinear Streets* should be encouraged.
5. Where a subdivision abuts a major roadway, the subdivision should be encouraged to use a *Slip Street*[2] with a berm, landscaping, and trees being incorporated into the buffer between the *Slip Street* and the major roadway.
6. Sidewalks should be incorporated adjacent to all residential streets to promote connectivity and enhance safety for pedestrians.

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. Roadway alignments and cross-sections should be designed to preserve significant expanses of existing trees.
3. Discourage street improvements that require the removal of mature street trees.
4. 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

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[1]: *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]: *A Slip Street is a low-speed, parallel residential roadway that runs adjacent to a higher-volume arterial or collector roadway that provides residential lots access without requiring a direct driveway connection to a major roadway or arranging lots to back to the major roadway. Slip Streets are separated from the major roadway by a landscape buffer.*

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wastewater collections system, and remain in compliance with local, state, and federal requirements.

POLICIES

1. Maintain an Asset Management System (AMS) to provide a reliable conduit to evaluate and update public infrastructure[3].
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 | AGING INFRASTRUCTURE AND SYSTEM RELIABILITY

Reinvest in aging infrastructure to ensure safe, efficient, and compliant operations.

POLICIES

1. Implement a replacement schedule for critical water and wastewater lines based on material type, age, and performance.
2. Replace undersized lines in older neighborhoods to improve flow and fire protection.
3. Conduct regular video inspections of wastewater lines and provide condition scoring.
4. Encourage trenchless rehabilitation methods -- *where feasible* -- to minimize disruption in built-out areas.

GOAL 04 | 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.

[3]: *2025 Update Note. An Asset Management System (AMS) was implemented by the City of Rockwall in June 2018.*

GOAL 05 | REGIONAL DETENTION

Promote and encourage regional detention[4] for the purpose of clustering open space/green space/natural space and landscaped area within large developments and maximizing contiguous development area.

GOAL 06 | DETENTION PONDS

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

GOAL 07 | RETENTION PONDS

In residential subdivisions, where there is an existing pond, the existing pond should be retained as a retention/detention pond[5] in order to create a natural amenity for residents. These areas should be well landscaped with plants and trees that will create picturesque open spaces.

GOAL 08 | 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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

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. Maintain the City's Asset Management System (AMS) software to continue to evaluate the existing water/wastewater system, streamline reoccurring maintenance, and target reinvestment areas. 🔵
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 water and wastewater lines, and create a replacement program. 🔵
6. Incorporate an infrastructure section into staff's development case memorandums

[4]: *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.*

[5]: *A retention/detention pond is a pond that detains stormwater above the natural water surface levels. The ponds are required to be fed by metered water in order to maintain the surface level of the water to ensure that stormwater is not impounded in the pond.*

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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*).
9. Develop an *Aging Infrastructure Action Plan* identifying ten (10) year replacement properties and funding strategies.

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 residential roadway that incorporates curb and gutter.

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.

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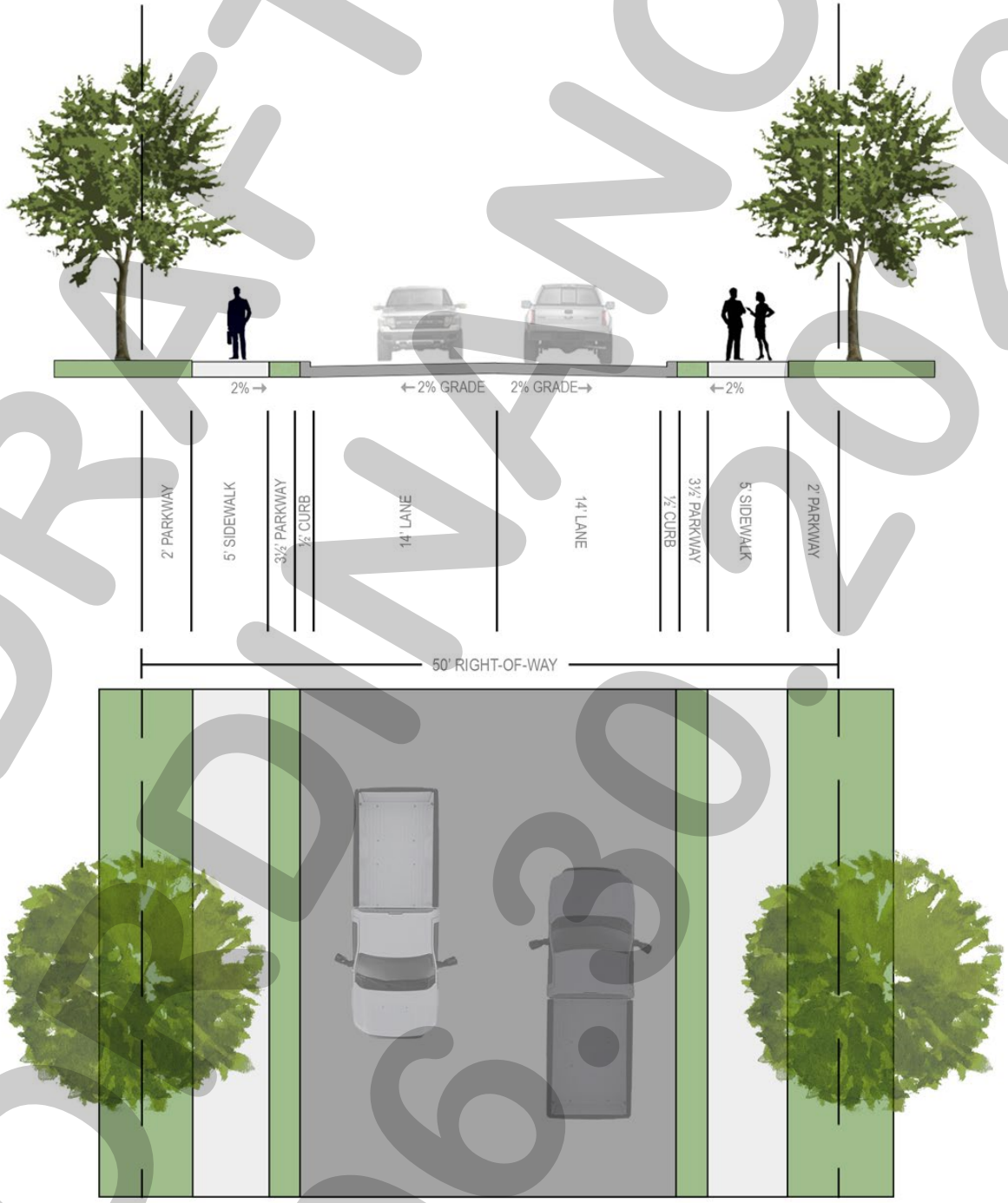
05 STREET CROSS SECTIONS
01 RESIDENTIAL STREETS

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



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05 STREET CROSS SECTIONS
02 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

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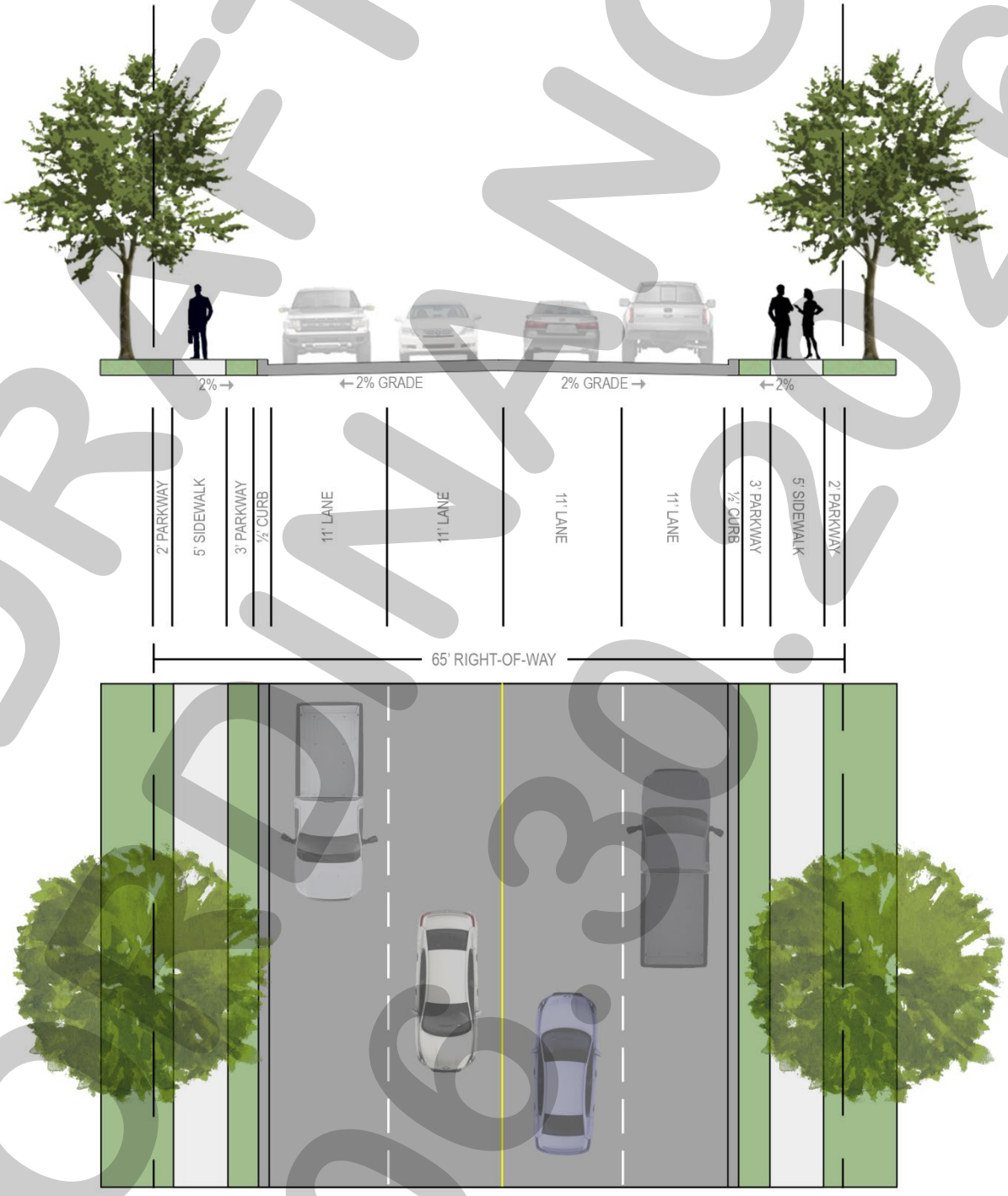
05 STREET CROSS SECTIONS
03 MAJOR COLLECTORS

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



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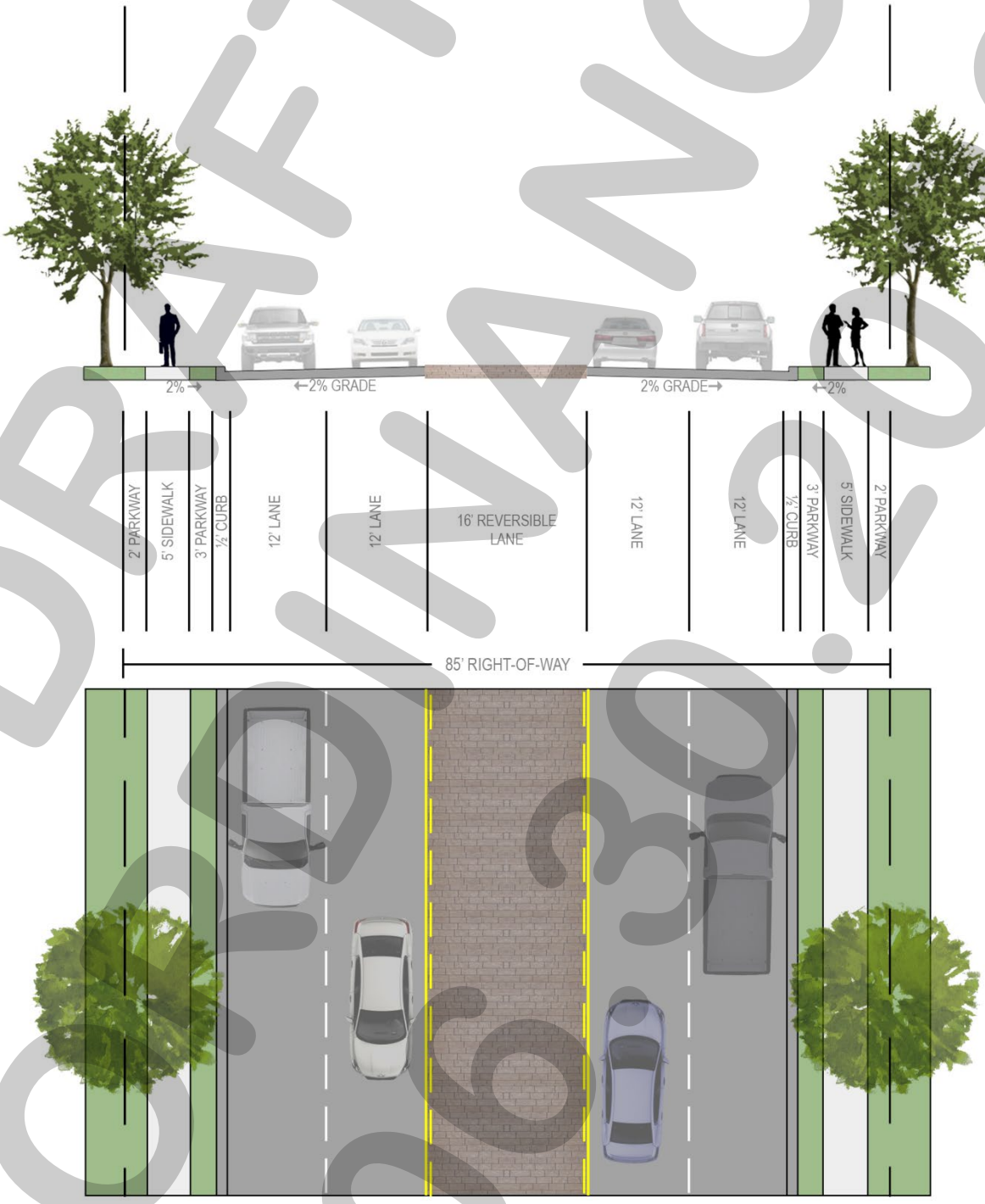
05 STREET CROSS SECTIONS
04 MAJOR ARTERIALS

ROAD TYPE: MAJOR ARTERIAL, FIVE (5) LANE, UNDIVIDED ROADWAY
ABBREVIATION: A5D
DESIGN STANDARDS: [1] MAXIMUM OF 85' ROW, [2] NO ON-STREET PARKING, [3] 35 MPH DESIGN SPEED, & [4] REVERSIBLE LANE



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05 STREET CROSS SECTIONS
04 MAJOR ARTERIALS

ROAD TYPE: MAJOR ARTERIAL, FOUR (4) LANE, DIVIDED ROADWAY
ABBREVIATION: A4D
DESIGN STANDARDS: [1] 85' ROW, [2] NO ON-STREET PARKING, & [3] 40 MPH DESIGN SPEED

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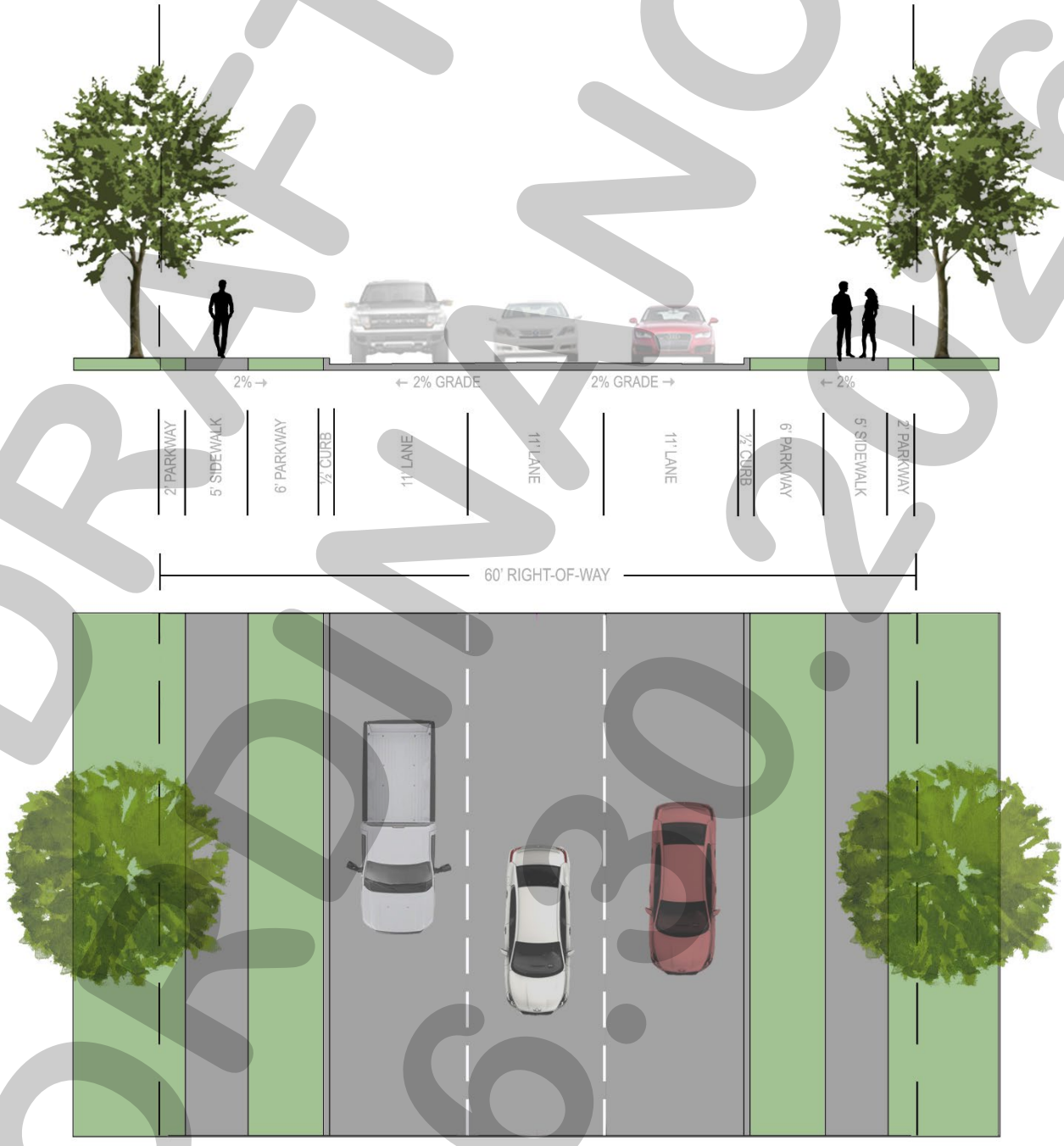
09.30.2026

05 STREET CROSS SECTIONS
05 PRINCIPLE ARTERIALS

ROAD TYPE: PRINCIPAL ARTERIAL, THREE (3) LANE, UNDIVIDED ROADWAY
ABBREVIATION: P3U
DESIGN STANDARDS: *[1]* 60' ROW, *[2]* NO ON-STREET PARKING, & *[3]* 45 MPH DESIGN SPEED



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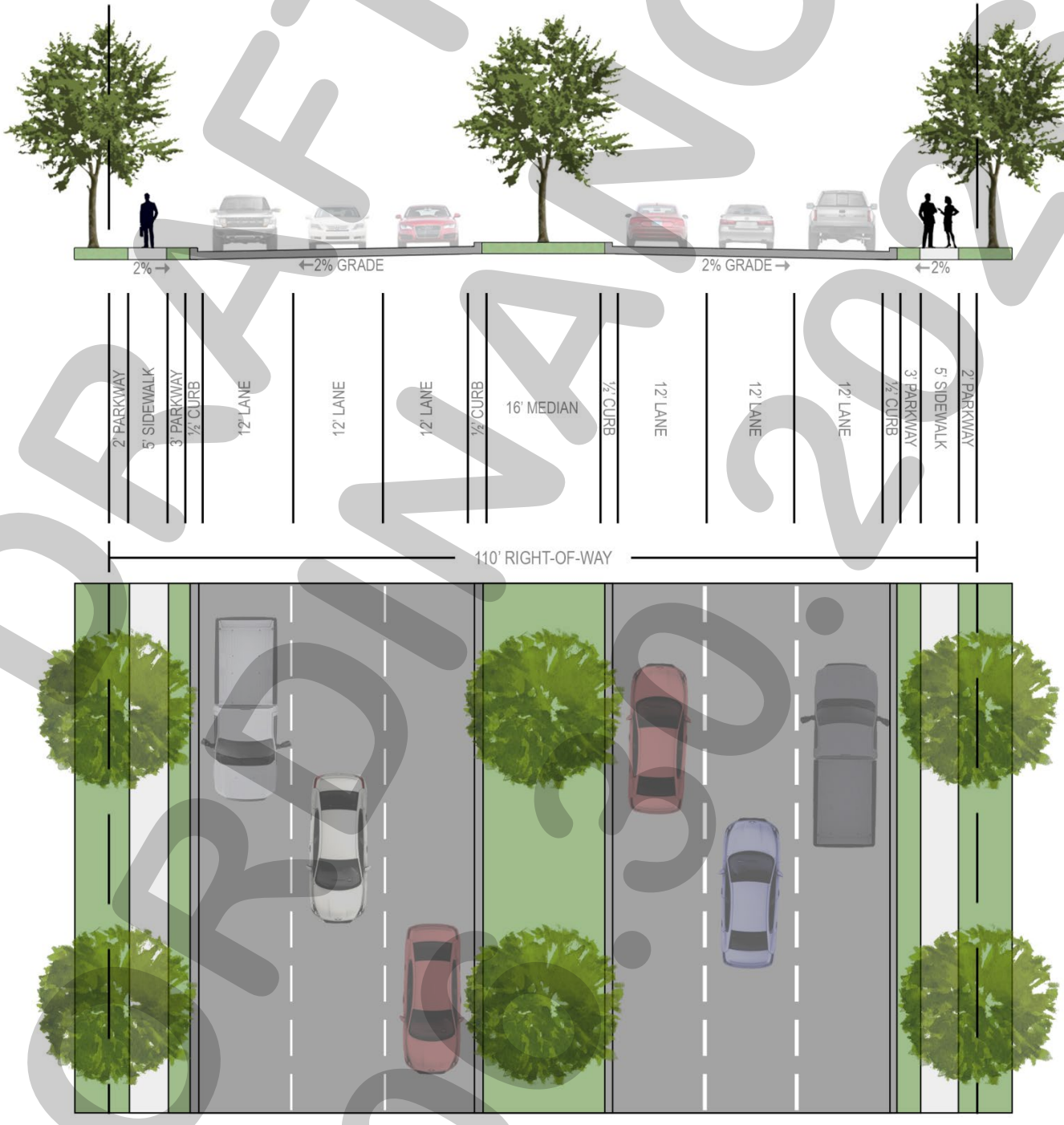
05 STREET CROSS SECTIONS

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



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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

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05.25.22

FAMILY FUN FRIDAY AT HARRY MYERS 2025:
FAMILIES PARTICIPATING IN A *FAMILY FUN FRIDAY* AT HARRY MYERS PARK.

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 #1, which is located at Station #1. This is the City's biggest fire truck with an aerial platform that extends 105-feet into the air.

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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*[1] 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 (*e.g. 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 (COP), Citizens Police Academy, 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)

Continue to 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)[2] guidelines.

Senior Day Trips 2025: A program targeted at connecting the City's seniors by sponsoring outings to restaurants, shopping, and entertainment events.

Rockwall's Downtown Farmers Market 2025: The Downtown Farmers Market has been providing citizens with access to locally grown produce and specialty products since 2008.

Founder's Day 2025: An annual event at Harry Myers Park with live music and family friendly entertainment.

Senior Health Fair 2024: The annual Senior Health Fair offers citizens the ability to interface with various health care and senior service providers in one convenient location.

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[1] *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).*

[2] *Crime Prevention through Environmental Design (CPTED): Crime Prevention through Environmental Design, or CPTED (pronounced sep•ted), 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.*

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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 develop proactive strategies to address potential risks through data collection and collaborations with regional and national intelligence organizations.

02.03.02 PUBLIC SAFETY: FIRE

GOAL 01 | DEPARTMENT OPERATIONS

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

POLICIES

1. Ensure that operational and prevention personnel, equipment, and facilities are appropriately sized and located to the City's needs and financial ability.
2. Evaluate department operations in general compliance to state and 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

Encourage residents to take a proactive approach in learning about fire safety by promoting community activities like the Explorer Program, Annual Open House, Junior Fire Academy, Texas Night Out, and other available fire safety programs and presentations.

GOAL 03 | REGULATORY CODES

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

DRAFT 06.30.2026

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

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. 🔴

Aerial Operations Training 2024: Crew members of Ladder Truck #1 conducting aerial operations training at Harbor Village Apartments.

Junior Fire Academy 2025: Inspector/Investigator Same Stephenson introduces the Junior Fire Academy to a K-9.

Annual Faith and Blue Event 2025: This event is aimed at connecting law enforcement with the local faith based communities.

Coffee with Cops 2024: A community outreach event aimed at connecting residents with the police department to have conversations in a relaxing environment.

Summer Safety Camp 2025: The Police Department hosts a summer long safety camp. The camp is for students to learn about policing in a fun environment.

DRAFT ORDINANCE 06.30.25

CONES WITH COPS 2025: CHIEF FOWLER AT CONES WITH COPS A COMMUNITY OUTRACH EVENT AIMED AT CONNECTING KIDS AND PARENTS WITH THE POLICE DEPARTMENT WHILE SHARING ICE CREAM AT BRAUMS.

CHAPTER 06
ECONOMIC DEVELOPMENT

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ORDINANCE
2026

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.
2. Identify the City's commercial corridors and create plans that classify strategic

LEFT: The sign at the entry of the Rockwall Economic Development Corporation (REDC). The REDC was created in 1996 and is funded by a ½-cent sales tax collected in the City of Rockwall.

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ONLY 2025

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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

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 -- *as recommend in the City's Strategic Plan* -- 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 06, *Parking and Loading*, of the Unified Development Code (UDC) 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). 🔴

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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 it 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.

Public Hearing Draft

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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*
5. *American Flag Along IH-30*
6. *Sign Along SH-66*

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

Preserve and enhance the historic character, architectural integrity, and traditional development pattern of the Downtown District by prioritizing the conservation of existing buildings, promoting sensitive infill development, and creating a long-range Downtown Plan that guides growth while maintaining the district's unique sense of place.

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. Prioritize the preservation of existing downtown buildings. Encourage the retention, rehabilitation, and adaptive reuse of existing structures within the Downtown District to maintain the architectural continuity of the area and reinforce the traditional development pattern that has come to define the area.
3. Develop a new, comprehensive Downtown Plan. Prepare a detailed Downtown planning document that establishes a long-term vision for preservation, reinvestment, circulation, parking, open spaces, streetscape improvements, branding, land use, and development guidelines to ensure the district evolves while maintaining its historical integrity.
4. Strengthen the review processes to protect the Downtown District's character. Ensure that development/rehabilitation work within the Downtown District undergo review to confirm consistency with preservation priorities and the visual character defined in the plan for the Downtown.
5. Promote adaptive reuse of existing buildings. Support renovations and conversions that maintain the original architectural features of buildings while allowing them to meet modern needs, ensuring that Downtown remains both functional and historically significant.
6. The Downtown should incorporate attractive branding elements or other thematic devises (*e.g. banners, street signs, etc.*) that complement existing businesses and create a sense of place.
7. Preserve and enhance pedestrian mobility in the Downtown District. Ensure that sidewalk design, crosswalks, lighting, and public spaces support a safe, walkable environment consistent with the historic small-block grid and traditional town square layout.

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.

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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 identity 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.

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

Mural Guitars 2024: Each five (5) foot fiberglass guitar placed in public spaces were painted by local artists, and highlight Rockwall's vibrant music identify as the Free Live Music Capital of North Texas.

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.

DRAFT ORDINANCE 05.06.24

2. Look for more opportunities to incorporate free live music events and festivals.

GOAL 13 | PRESERVE COMMUNITY CHARACTER THROUGH REDEVELOPMENT AND REVITALIZATION

Ensure that redevelopment strengthens the City's established areas and maintains its small-town identity.

POLICIES

1. Continue to implement adaptive reuse requirements for vacant and/or underutilized structures, or transitioning properties to ensure that these structures and properties are repurposed rather than demolished.
2. Allow flexibility in parking ratios for redevelopment and revitalization projects to encourage reinvestment in older centers while avoiding overbuilt parking fields.
3. Identify areas suitable for smaller businesses, promote *Shop Local* programs Citywide, and develop incubator opportunities for local enterprise.

03 IMPLEMENTATION STRATEGIES

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

1. Review the corridor overlay district standards contained in Section 6, *Overlay Districts*, of Article 05, *District Development Standards*, of the Unified Development Code (UDC) 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 (UDC) 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 06, *Parking and Loading*, of the Unified Development Code (UDC) 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. 🟢
8. Prepare a Comprehensive Downtown Plan that establishes a detailed vision for preservation, land use, infill development, mobility, parking, public spaces, and streetscape design. The plan should include architectural guidelines, historic resource inventories, façade and building rehabilitation strategies, recommendations for infrastructure upgrades that support preservation focuses development, and review process and procedures. 🔴
9. Review the City's existing Downtown (DT) District -- *including the requirements for architectural form, materials, massing, signage, lighting, and streetscape elements* -- to ensure that all infill redevelopment projects reinforce the district's historic character and traditional development patterns. 🔴

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06.30.2026

ROCKWALL'S UNITED STATES FLAG: THIS IMPRESSIVE FLAG IS 50 x 80-FEET IN SIZE AND IS AFFIXED TO A 190-FOOT TALL FLAG POLE. THE FLAG WEIGHS 120 POUNDS AND WAS INSTALLED IN 2022..

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CHAPTER 08
RESIDENTIAL

DRAFT 2025

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 for the City's existing subdivisions.

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.

GOAL 04 | IDENTIFICATION AND REVITALIZATION OF OLDER NEIGHBORHOODS

Identify the City's older residential neighborhoods and support their long-term health, livability, and value through targeted revitalization efforts, improved connectivity, and enhanced maintenance and design standards that preserve the unique character of each neighborhood.

POLICIES

1. Coordinate with residents, neighborhood associations, and community groups to understand neighborhood-specific needs and priorities, and develop revitalization initiatives that reflect community goals.
2. Support reinvestment in aging homes by encouraging exterior improvements, architectural updates, and reinvestment programs that enhance curb appeal while maintaining the neighborhood's existing character.
3. Encourage infill and redevelopment of vacant or underutilized lots within older neighborhoods in a manner that is compatible with existing development patterns, architectural styles, and residential densities.
4. Identify opportunities to improve walkability, trail access, and pedestrian connections in older neighborhoods to increase safety, mobility, and access to parks, schools, and commercial areas.
5. Promote enhanced property maintenance, compliance with City codes, and education programs that help property owners understand available tools for maintaining and improving their homes.

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[1]. These units may include townhouse[2], garden homes[3], lofts[4], guest homes[5], and live/work units[6].
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 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

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[1] *Master Planned Community: Communities that incorporate a variety of housing that cater to the full life 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).*

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

[3] *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.*

[4] *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.*

[5] *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.*

[6] *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.*

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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–feet 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

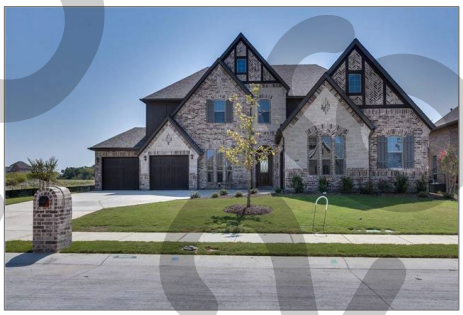
Encourage single-family/ suburban developments that will have a distinctive and unique identity and create a sense of place, resulting in a neighborhood of enduring value.

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 mew-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*[7].
6. Require all new single-family and suburban residential subdivisions to incorporate substantial and cohesive subdivision entrance features -- *including but not limited to monument style signage with pedestrian elements, enhanced landscaping, accent lighting, and high-quality architectural materials* – to create a strong sense of place and establish a distinctive neighborhood identity. Entrance designs should be integrated into the overall layout of the

[7] *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.*

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.

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development, reflect the character and quality of the community, and contribute to a recognizable and enduring sense of destination for residents and visitors.

7. Only allow increased densities (*i.e. up to 2½ units per net developable acre for properties identified as Low Density Residential [LDR] and up to 3½ units per net developable 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 | SINGLE-FAMILY 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*[8] and *Traditional Neighborhood Design (TND)*[9] principles in specified areas of the City (*see the individual district strategies contained in Chapter 1, Land Use & Growth Management, of this Comprehensive Plan*).

2. Lots in newer, traditional subdivisions should be a minimum of 10,000 SF in size and have a minimum lot frontage of 80-feet or greater.

3. 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[10] or Recessed Front Entry[11] garages.

4. While discouraged, 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 20.00% 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.

5. 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.

6. Balance housing demand by encouraging high-quality small lot, custom homes in appropriate locations for senior living/age friendly housing options.

7. Encourage housing design that incorporates universal design principles, barrier-free access, walkable connections to park, trails, and community facilities to support senior living/age friendly housing options and aging in place.

8. Ensure that the design and scale of senior housing developments reflect Rockwall's architectural standards, neighborhood identity, aesthetic expectations, while providing appropriate transitions between residential and non-residential areas.

9. Strengthen anti-monotony design standards in all single-family residential developments to promote architectural variety, custom home character, and long-term neighborhood value. At a minimum, new developments should incorporate:

   - Multiple elevation options with meaningful variation in architectural style, rooflines, massing, and materials.
   - Distinctive front façade treatments and articulation that avoid repetitive designs on adjacent or opposing lots along the same block faces.
   - Enhanced architectural detailing, such as varying porch configurations, window patterns, and entry features.
   - A requirement that no more than a limited percentage of homes within any block share the same elevation of front façade appearance.

   These standards should be applied consistently across all new subdivisions and should encourage custom design quality that reinforces unique, attractive, and enduring neighborhoods.

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 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

[8] *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.*

[9] *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.*

[10] *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.*

[11] *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.*

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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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

1. Create a *Community Housing Survey* that documents the character and condition of the City's various neighborhoods for the purpose of

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.

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tracking the City's housing stock and drafting strategies targeted at housing retention and support of these neighborhoods.

2. Prepare a *Neighborhood Revitalization Plan* for each subdivision identified as a *Neighborhood Revitalization Area* on the Future Land Use Map, identifying specific infrastructure improvements, housing reinvestment needs, connectivity enhancements, and aesthetic upgrades to support long-term neighborhood stability and value.
3. Review the residential standards contained in Article 10, *Planned Development Regulations*, of the Unified Development Code (UDC) to ensure conformity to the policies of this document.
4. Draft model standards for areas zoned for alternative forms of housing (*i.e. Townhouses, Condominiums, and Apartments*) that can be incorporated in to Article 10, *Planned Development Regulations*, of the Unified Development Code. These policies will ensure the City has development standards targeted at encouraging the best product available.
5. Implement a *Targeted Code Compliance Program* in older neighborhoods aimed at improving long-term housing conditions through proactive enforcement, education, and voluntary compliance efforts.
6. Conduct a *Connectivity Audit* in older neighborhoods to identify missing sidewalks, trail gaps, pedestrian safety issues, and opportunities for improving walkability and access to parks, schools, and commercial destinations. Use audit results to guide future mobility investments.
7. Promote *Compatible Infill Development* by preparing design guidance or pattern books that outline appropriate architectural styles, setbacks, massing, and materials for new construction within older neighborhoods to ensure that new homes complement existing development.
8. Develop a *Public Communication and Outreach Strategy* to keep residents informed about revitalization initiatives, infrastructure projects, available incentives, assessment results, and opportunities to participate in neighborhood planning efforts.
9. 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.

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TERRACINA SUBDIVISION

SOMERSET PARK, PHASE 1 SUBDIVISION

THE TERRACES SUBDIVISION

NELSON LAKE SUBDIVISION

HOMESTEAD SUBDIVISION

GIDEON GROVE SUBDIVISION

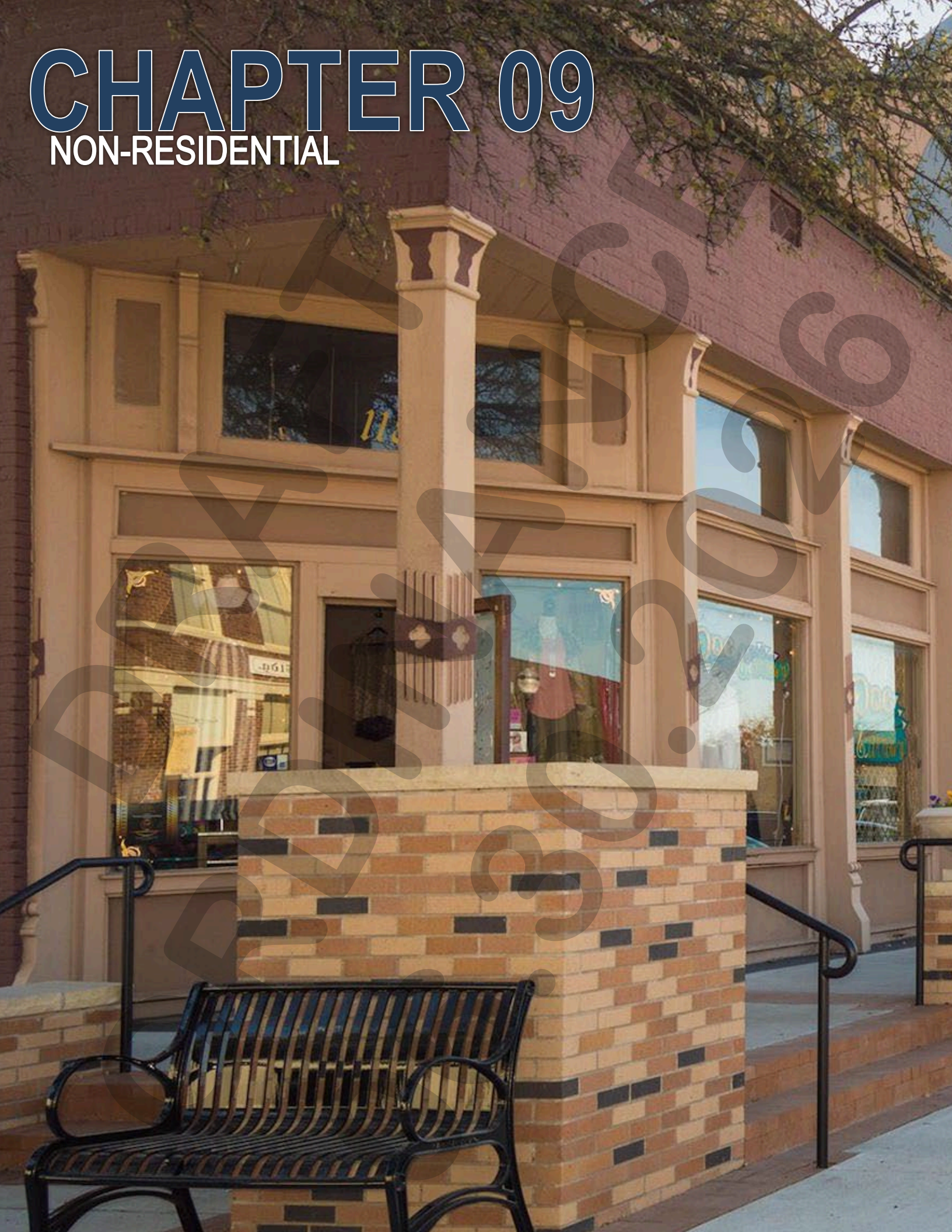
WINDING CREEK SUBDIVISION

NORTH GATE SUBDIVISION

SADDLE STAR, PHASE 2 SUBDIVISION

QUAIL HOLLOW SUBDIVISION

CHAPTER 09
NON-RESIDENTIAL



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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. Buildings with visibility from adjacent land uses or public right-of-way should be constructed utilizing four (4) sided architecture requirements to ensure all sides of the building are highly articulated and contain the same architectural features and finishes.

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*

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

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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 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 (UDC) 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; however, landscape plans should prioritize the use of vegetation over hardscape elements to maintain the City's green aesthetic.
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. This is particularly important for industrial or flex-office development where upper story step-backs or modulation of the front façade can create more unique and interesting buildings.
3. In industrial developments, outside storage and loading dock areas should be screened with berms, landscaping, and wrought iron fences. Mature, densely foliaged 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. Roofline variation -- *including parapet changes, cornices, and stepped rooflines* -- are also important in preventing monotonous box-style development.
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. Synthetic materials (*e.g. EFIS, IMP, etc.*) should be prohibited on primary façades.
2. Non-residential buildings should be architecturally finished on all four (4) sides with the same materials, detailing and features. In addition, cornices, lintels, window trim, base treatments, and material transitions should be used to create a *custom* appearance as opposed to the flat uninteresting look of tilt-wall or metal building façades.
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.
4. Prohibit internally lit box signs in favor of monument or channel-letter designs. This will improve the visual quality of signage and ensure consistency with existing premium developments.

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],*

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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 and mature trees and shrubs that have dense foliage that achieve full opacity at the time of installation. 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 QUALITY AND IDENTITY

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. Establish standards for consistency across commercial shopping centers, business parks, and industrial campuses that require standards for similar material palettes, architectural rhythm, and building form to ensure development creates a cohesive identity.

4. 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

2026 UPDATE KEY

🟢: COMPLETE; 🔴: INCOMPLETE; 🔵: ONGOING

1. Review the corridor overlay district standards contained in Subsection 06, *Overlay Districts*, of Article 05, *District Development Standards*, of the Unified Development Code (UDC) 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 06, *Parking and Loading*, of the Unified Development Code (UDC) 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 (UDC) 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 04, *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

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CHAPTER 10
IMPLEMENTATION

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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.

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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.

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04 IMPLEMENTATION PLAN

01 ACTION PLAN

KEY: ONGOING ACTION REQUIRED: | REVIEW PERIOD: | IMPLEMENTATION YEAR: | EVALUATION OF ONGOING PROGRAMS: | COMPLETED TASKS: ✓ AND 1 | X: DATE MISSED

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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). *NOTE: On hold due to SB2/HB347 approved in the 86TH Legislative Session.*	1	PLANNING AND ZONING DEPARTMENT	*HIGH*			X				X			
	2	Review the parking standards contained in Article 06, *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, 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*		X		✓						
	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*										
	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. In addition, ensure that the standards allow flexibility for the redevelopment of non-conforming sites (*e.g. older shopping centers*).	1, 9	PLANNING AND ZONING DEPARTMENT	*LOW*	✓									
	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*			✓							
	6	Review the corridor overlay district standards contained in Section 6, *Overlay Districts*, of Article 05, *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. 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*		✓								
	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.e. 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.	2	PLANNING AND ZONING DEPARTMENT	*LOW*			✓							
	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 *Master Trail Plan* contained within this Comprehensive Plan.	3	PARKS AND RECREATION DEPARTMENT	*LOW*			X							
	9	Review the Mandatory Parkland Dedication Ordinance for the purpose of creating Community Park Districts.	3	PARKS AND RECREATION DEPARTMENT	*LOW*						X				
	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*				✓						

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: | REVIEW PERIOD: | IMPLEMENTATION YEAR: | EVALUATION OF ONGOING PROGRAMS: | REGULATORY TIME PERIOD: | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: | NOTES: RED | X: DATE MISSED

DRAFT FOR ADVANCE REVIEW 06.30.2020

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	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 *Standards of Design and Construction Manual* 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.e. Townhouses, Condominiums, and Apartments*) that can be incorporated in to Article 10, *Planned Development Regulations*, 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					X					
	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	Develop a density bonus framework within the Unified Development Code (UDC) for Planned Development Districts to permit increased residential density for age-restricted single-family subdivisions that incorporate enhanced amenities, substantial open space, and superior architectural and landscape design. Establish clear eligibility criteria and define the maximum allowable density increase consistent with the community's character and surrounding development.	1	PLANNING AND ZONING DEPARTMENT	MEDIUM										
	19	Review Article 04, *Permissible Uses*, of the Unified Development Code to ensure conformance with the policies and procedures of this Comprehensive Plan.	9	PLANNING AND ZONING DEPARTMENT	LOW			✓							

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04 IMPLEMENTATION PLAN

03 POLICIES & ACTIONS IMPLEMENTATION SCHEDULE

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06.30.2020

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	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							X			
	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										

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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					X					
	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	✓									
	12	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 future.	5	NEIGHBORHOOD IMPROVEMENT SERVICES	LOW					X					
	13	Explore ways to support the City's older existing subdivisions, allowing redevelopment and improvements, to create affordable housing options for the City's next generation housing stock.	1	PLANNING AND ZONING DEPARTMENT	MEDIUM										
	14	Identify residential areas that are transitioning due to incompatible adjacencies and designate these areas as Live/Work on the Future Land Use Map	1	PLANNING AND ZONING DEPARTMENT	LOW								✓		
	15	Consider the need for additional sports facilities and multipurpose fields when developing plans for the two (2) undeveloped community parks (*i.e. Alma Williams Park and Ben A. Klutts Park*).	3	PLANNING AND ZONING AND PARKS & RECREATION DEPARTMENTS	MEDIUM										
	16	Develop an *Aging Infrastructure Action Plan* identifying ten (10) year replacement properties and funding strategies.	4	ENGINEERING DEPARTMENT	LOW										
	17	Develop a comprehensive wayfinding plan that identifies appropriate locations for signage and provides design standards for standardization.	7	PARKS & RECREATION DEPARTMENT	LOW										
	18	Review the City's existing Downtown (DT) District -- including the requirements for architectural form, materials, massing, signage, lighting, and streetscape elements -- to ensure that all infill redevelopment projects reinforce the district's historic character and traditional development patterns.	7	PLANNING AND ZONING DEPARTMENT	HIGH										
	19	Prepare a Comprehensive Downtown Plan that establishes a detailed vision for preservation, land use, infill development, mobility, parking, public spaces, and streetscape design. The plan should include architectural guidelines historic resource inventories, façade and building rehabilitation strategies, recommendations for infrastructure upgrades that support preservation focused development, and review process and procedures.	1, 7	PLANNING AND ZONING DEPARTMENT	HIGH						X				

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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	20	Implement a *Targeted Code Compliance Program* in older neighborhoods aimed at improving long-term housing conditions through proactive enforcement, education, and voluntary compliance efforts.	8	NEIGHBORHOOD IMPROVEMENT SERVICES	*MEDIUM*										■
	20	Promote *Compatible Infill Development* by preparing design guidance or pattern books that outline appropriate architectural styles, setbacks, massing, and materials for new construction within older neighborhoods to ensure that new homes complement existing development.	8	PLANNING AND ZONING DEPARTMENT	*MEDIUM*										■

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: ▨ | REVIEW PERIOD: ■ | IMPLEMENTATION YEAR: ■ | EVALUATION OF ONGOING PROGRAMS: ▨ | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: ■ | NOTES: RED | X: DATE MISSED

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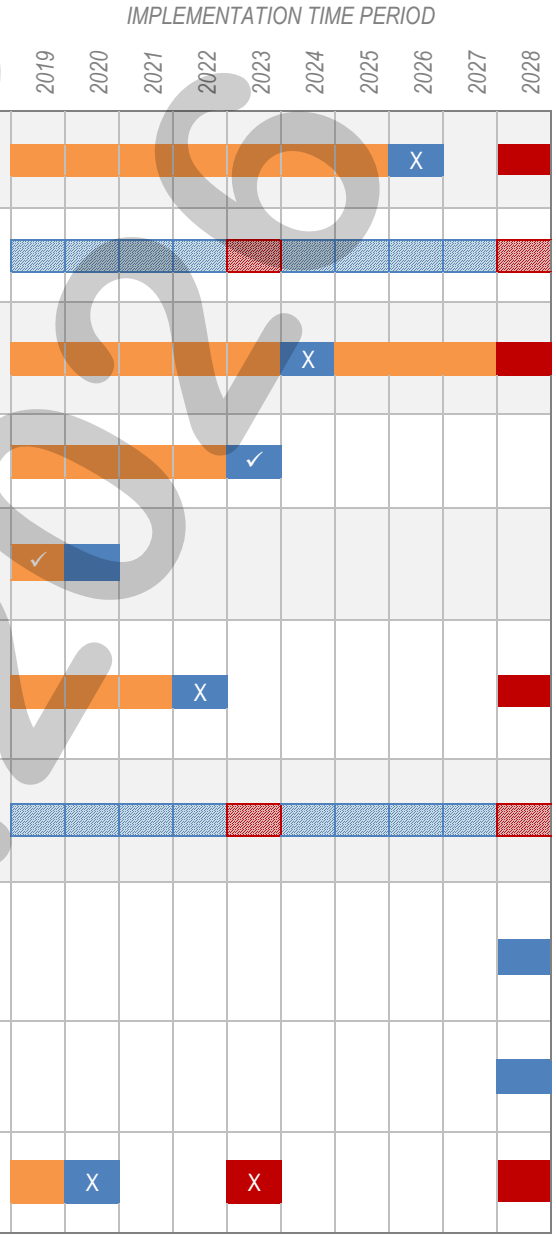
04 IMPLEMENTATION PLAN

04 GUIDELINES IMPLEMENTATION SCHEDULE

Schedule	IS #	Implementation Strategy	Chapter Reference	Department Lead	Strategy Priority	IMPLEMENTATION TIME PERIOD
GUIDELINES	1	Review the City's community design elements and develop a Community Design Plan that can identify new opportunities for landmarks, monuments and public art, and address the use of street furniture throughout the City.	4, 7	PLANNING AND ZONING DEPARTMENT	LOW	
	2	Identify opportunities and explore possible incentives for the relocation of existing overhead utilities underground.	7	ENGINEERING DEPARTMENT	LOW	
	3	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.	5, 8	PLANNING AND ZONING DEPARTMENT	MEDIUM	
	4	Create a Pedestrian Walkability Plan for the community that specifically addresses strategies for pedestrian access and crossing in areas of the City that do not have sidewalks.	5	PLANNING AND ZONING DEPARTMENT	HIGH	
	5	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.	6, 9	PLANNING AND ZONING DEPARTMENT	HIGH	
	6	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. The plan should address corridor redevelopment and create a design framework that can guide redevelopment along the corridor. This plan can be incorporated in Appendix 'B', *Corridor Plans*, of this Comprehensive Plan during the annual update.	1	PLANNING AND ZONING DEPARTMENT	MEDIUM	
	7	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.	1	PLANNING AND ZONING DEPARTMENT	LOW	
	8	Prepare a *Neighborhood Revitalization Plan* for each subdivision identified as a Neighborhood Revitalization Area on the Future Land Use Map, identifying specific infrastructure improvements, housing reinvestment needs, connectivity enhancements, and aesthetic upgrades to support long-term neighborhood stability and value.	8	PLANNING AND ZONING DEPARTMENT	LOW	
	9	Conduct a *Connectivity Audit* in older neighborhoods to identify missing sidewalks, trail gaps, pedestrian safety issues, and opportunities for improving walkability and access to parks, schools, and commercial destinations. Use audit results to guide future mobility investments.	8	PLANNING AND ZONING DEPARTMENT		
	10	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 them into Chapter 9, *Non-Residential*, of this Comprehensive Plan.	9	PLANNING AND ZONING DEPARTMENT	LOW	



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04 IMPLEMENTATION PLAN

05 EDUCATION & COMMUNICATION 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
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	Develop a *Public Communication and Outreach Strategy* to keep residents informed about revitalization initiatives, infrastructure projects, available incentives, assessment results, and opportunities to participate in neighborhood planning efforts.	8	PLANNING AND ZONING DEPARTMENT		
	3	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	X

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: | REVIEW PERIOD: | IMPLEMENTATION YEAR: | EVALUATION OF ONGOING PROGRAMS: | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: | NOTES: RED | X: DATE MISSED

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04 IMPLEMENTATION PLAN

06 REGIONAL PARTNERSHIPS 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
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	Coordinate with the Rockwall Economic Development Corporation (REDC) to proactively identify and recruit appropriate employment and office users for the SH-276 corridor, and evaluate land assembly opportunities that further the City's strategic goals.	1	PLANNING AND ZONING DEPARTMENT	LOW	
	3	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	

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04 IMPLEMENTATION PLAN

07 CAPITAL & FINANCIAL IMPROVEMENTS 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
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					X		✓			
	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			X		✓					
	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	✓									

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04 IMPLEMENTATION PLAN

07 CAPITAL & FINANCIAL IMPROVEMENTS 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
CAPITAL & FINANCIAL IMPROVEMENTS	12	Coordinate with Public Works and Engineering to align the City's Capital Improvements Program (CIP) with identified redevelopment areas to maximize return on infrastructure investment.	1	ADMINISTRATION AND ENGINEERING DEPARTMENT	*MEDIUM*									▨	▨
	13	Identify priority *Redevelopment and Infill Areas* using existing infrastructure, vacancy data, and economic indicators to target locations for reinvestment and public improvement projects.	1	ADMINISTRATION, PLANNING AND ZONING, AND ENGINEERING DEPARTMENTS	*MEDIUM*										■
	14	Identify and pursue grant funding, economic development tools, and public/private partnerships for infrastructure upgrades, façade improvements, and catalytic redevelopment projects along the corridors.	1	ADMINISTRATION	*MEDIUM*									▨	▨

KEY: PRIORITY LEVELS: HIGH, MEDIUM & LOW | ONGOING ACTION REQUIRED: ▨ | REVIEW PERIOD: ■ | IMPLEMENTATION YEAR: ■ | EVALUATION OF ONGOING PROGRAMS: ▨ | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: ■ | NOTES: RED | X: DATE MISSED

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APPENDIX A

SMALL AREA PLANS

DRAFT
06.30.16

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].

DRAFT 2026

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

DRAFT 06/2020

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

DRAFT 08.01.2019

02.03 DOWNTOWN DISTRICT PLAN

RESERVED.

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RESERVED.

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ORDINANCE
06.30.2026

APPENDIX B
CORRIDOR PLANS

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FOR GUIDANCE
ONLY 2026

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

1. Background and Introduction
2. Plan Framework
3. Corridor Strategies
4. Implementation Plan

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.

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02.01 IH-30 CORRIDOR PLAN

ACKNOWLEDGEMENTS

CITY COUNCIL
Jim Pruitt, *Mayor*
John Hohenshelt, *Mayor Pro-Tem*
Kevin Fowler
Bennie Daniels
Dana Macalik
Trace Johannesen
Patrick Trowbridge

FORMER CITY COUNCIL
Scott Milder
David White
Mike Townsend
Dennis Lewis

PLANNING AND ZONING COMMISSION
Johnny Lyons, *Chairman*
Eric Chodun, *Vice Chairman*
Tracey Logan
Jerry Welch
Mark Moeller
Annie Fishman
John Womble

STAFF PLANNING COMMITTEE
Ryan Miller, *Director of Planning and Zoning*
David Gonzales, *Planning Manager*
Korey Brooks, *Senior Planner*
Amy Williams, *City Engineer/Director of Public Works*
Ariana Hargrove, *Fire Marshal*
John Ankrum, *[Former] Building Inspections Supervisor*
Lance Singleton, *GIS Supervisor*
Lindsay Gnann, *GIS Analyst*
Laura Perez, *Executive Secretary*
Lauri Dodd, *Public Information Officer*

ADMINISTRATION
Rick Crowley, *City Manager*
Mary Smith, *Assistant City Manager*
Brad Griggs, *Assistant City Manager*

1 BACKGROUND AND INTRODUCTION

The Interstate Highway 30 (IH-30) Corridor serves as the City of Rockwall's principal commercial/retail and transportation corridor. Retail and commercial businesses along this passageway are responsible for a large majority of the sales tax generated within the city. Since Rockwall has become the main commercial/retail generator for the county, IH-30 has served as the primary east/west roadway and acts as not only the gateway for traffic entering and exiting the city, but also the county. In addition, Rockwall's businesses have greatly benefited from the high volumes of traffic carried by IH-30 on a daily basis; however, as the region grows so do the cities situated east of Rockwall, and as demand for commercial/retail grows in these communities, businesses will be attracted to these areas. To maintain the City's competitiveness in the region, Rockwall's City Council directed staff to study the IH-30 Corridor and provide potential strategies that will: (1) address retail/business retention in the corridor, (2) provide strategies to target regional land uses, and (3) provide a plan for strategically located vacant land along IH-30. The following plan framework, corridor strategies, and implementation plan were drafted as part of a larger corridor plan that was approved by the City Council on March 18, 2019. This document is intended to act as a roadmap for planning the IH-30 Corridor's land uses and development characteristics to ensure the future prosperity of the community.

2 PLAN FRAMEWORK

PLAN FRAMEWORK

Broad planning ideas, goals and objectives form the framework used to develop strategies intended to support existing land uses and to target and attract new regional land uses. From the existing conditions analysis, the retail trade area analysis, the benchmark analysis and the stakeholder engagement workshop, prepared with the IH-30 Corridor Plan, the Staff Planning Committee (SPC) created the broad framework depicted in *Figure 1: Plan Framework*. This framework was used to identify strategies for business retention/attraction in the corridor and to draft an implementation plan. This framework includes:

CORRIDOR ZONES
The *Corridor Zones* (*i.e. Preservation, Transition and Opportunity Zones*) -- *which were established by citizens and stakeholders as part of Station 3: Plan Framework of the stakeholder engagement workshop and reviewed by the SPC* -- are as follows (*and depicted in Figure 1: Plan Framework*):

- ☑ *Corridor Zone #1:* This zone is situated between Horizon Road (*FM-3097*) and Ridge Road (*FM-740*) on the north side of IH-30 and is designated as a *Transitional Zone*. This designation is due to the large amount of vacant property that currently exists in this area, and the uncertainty of how the development of this land will affect adjacent/existing land uses.
- ☑ *Corridor Zone #2:* This triangular shaped zone is situated within the bounds of Ridge Road (*FM-740*), Horizon Road (*FM-3097*), and IH-30, and is identified as a *Transition Zone*. This area contains an older shopping center (*i.e. Carlisle Plaza*) that is currently in the process of transitioning. The public also identified this area as a *Strategically Located Property* in the stakeholder engagement meeting. Due to its redevelopment opportunity.
- ☑ *Corridor Zone #3:* This zone is divided between two (2) designations due to discrepancies between the public's map and the SPC's map. The portion from Ridge Road (*FM-740*) to Greencrest Boulevard is identified as a *Preservation Zone*, and the area between Greencrest Boulevard and N. Goliad Street (SH-205) is identified as a *Transition Zone*. The split designation indicates a difference in the development of these two (2) areas, and of how these businesses have changed overtime. This split is also attributed to the new development currently taking place in the area between Greencrest Boulevard and S. Goliad Street (*SH-205*).
- ☑ *Corridor Zone #4:* This zone is directly south of *Corridor Zone #3* and extends from Ridge Road (*FM-740*) to N. Goliad Street (*SH-205*). This area is identified as a *Preservation Zone*, which is primarily attributed to recently developed shopping centers in this zone. These properties are currently considered highly performing commercial/retail properties.
- ☑ *Corridor Zone #5:* This zone extends from N. Goliad Street (*SH-205*) to T. L. Townsend Drive and is identified as an *Opportunity Zone*. The purpose of this designation is tied to the large vacant property in front of the County Courthouse, and to other potential redevelopment opportunities within this area.
- ☑ *Corridor Zone #6:* This zone extends from S. Goliad Street (*SH-205*) to T. L. Townsend Drive and is identified as a *Preservation Zone*. This area includes newer development in the IH-30 corridor (*i.e. the CostCo shopping center and adjacent land uses*) that should be preserved moving forward.
- ☑ *Corridor Zone #7:* This zone is identified as a *Transition Zone* and extends from T. L. Townsend Drive to John King Boulevard. This area incorporates industrial and interim land uses that are considered to be

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transitioning. In addition, this land also incorporates strategically located vacant property adjacent to the John King Boulevard.

- ☑ *Corridor Zone #8:* This zone is also situated between T. L. Townsend Drive and John King Boulevard, south of IH-30. The area is identified as a *Transition Zone*, due to the large amount of transitional or interim land uses along the IH-30 frontage road. In addition, the property has several large tracts of land that are currently vacant. When developed these properties could change the land use pattern for the area. This zone also has a strategically located, vacant property at the southwest corner of John King Boulevard and IH-30.
- ☑ *Corridor Zone #9:* This corridor zone extends from John King Boulevard to Stodghill Road (*FM-3549*). Since the majority of these tracts are currently vacant, this zone is identified as an *Opportunity Zone* and all property in this area is identified as strategically located property.
- ☑ *Corridor Zone #10:* This zone is situated between John King Boulevard and Corporate Crossing, and is identified as a *Transitional Zone*. The purpose of this designation is tied to the existing land uses and parcelization pattern of the area (*i.e. the way the property has been subdivided over time*).
- ☑ *Corridor Zone #11:* This corridor zone is identified as an *Opportunity Zone* and is located north of IH-30, east of Stodghill Road (*FM-3549*). This zone is vacant and is directly adjacent to the City's eastern City limit line. This entire zone is considered to be a strategically located property.
- ☑ *Corridor Zone #12:* The final corridor zone is south of IH-30, east of Corporate Crossing. This zone is primarily vacant and only contains a few interim land uses. Due to the largely undeveloped area in this zone, it is identified as an *Opportunity Zone.* In addition, the zone contains strategically located property at the southeast corner of the intersection of John King Boulevard and IH-30.

STRATEGICALLY LOCATED PROPERTIES

Using the findings from the *Benchmark Analysis -- detailed in Chapter 3, Benchmark Analysis for Strategically Located Properties, of the IH-30 Corridor Plan* -- the SPC identified potentially appropriate developments for each of the strategically located properties. The models used in this exercise were as follows:

(1) Strip Retail Center Model
(2) Mixed-Use Center Model
(3) Town Center Model
(4) Regional Destination Center Model

NOTE: See Section 3, Benchmark Analysis Findings, of Chapter 3, Benchmark Analysis for Strategically Located Properties, of the IH-30 Corridor Plan for definitions/characteristics of each model.

The findings by the SPC are as follows (*and depicted in Figure 1: Plan Framework*):

- ☑ *Strategically Located Property #1:* The first strategically located property represents the only redevelopment possibility that was identified by the SPC and/or the public, and could benefit from an adaptive reuse or redevelopment plan. Taking this into consideration the SPC did not apply any of the models to this property. It was simply identified as a *redevelopment opportunity*.
- ☑ *Strategically Located Property #2:* This strategically located property is situated at the southwest corner of T. L. Townsend

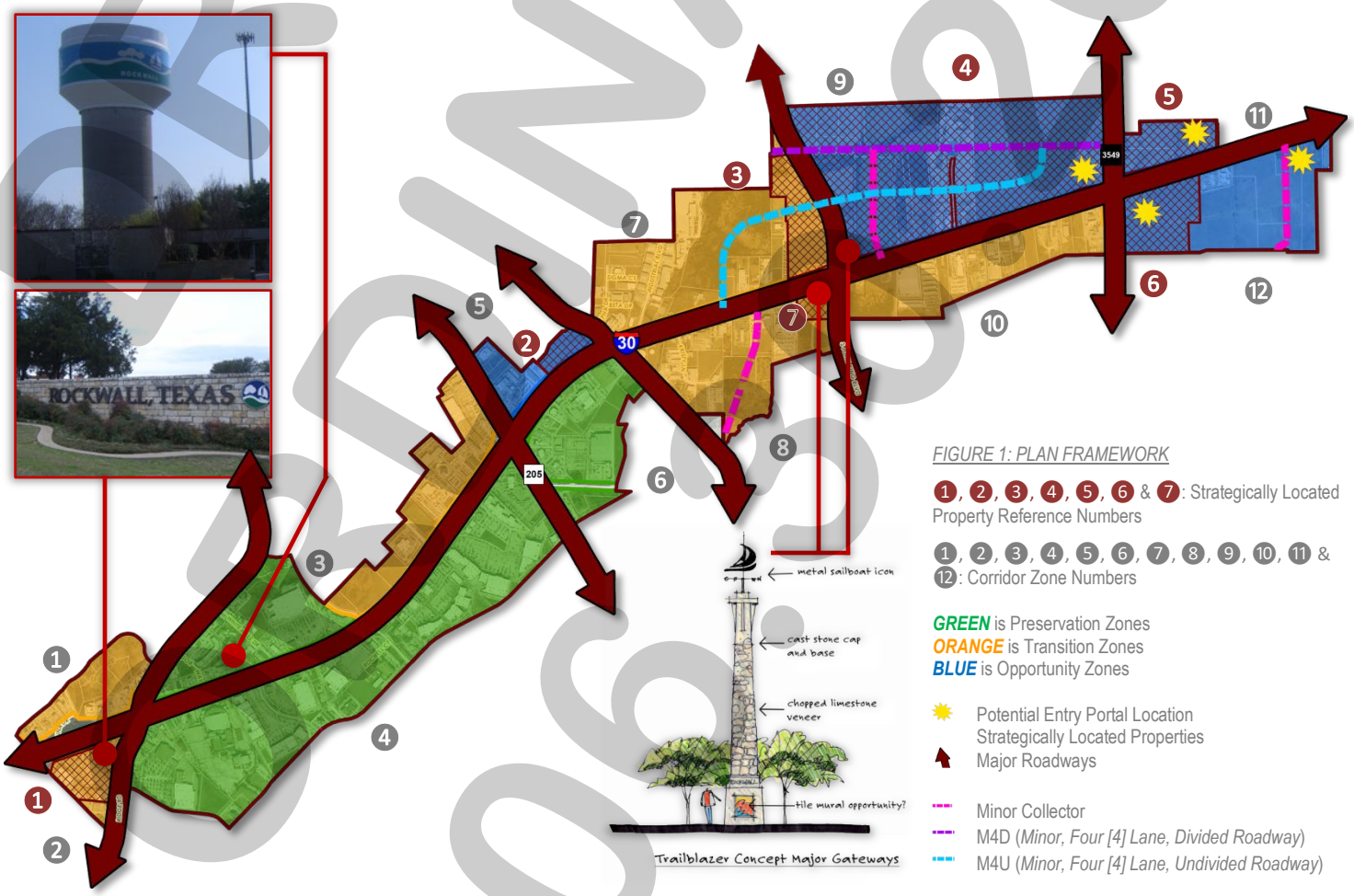

FIGURE 1: PLAN FRAMEWORK

1, 2, 3, 4, 5, 6 & 7: Strategically Located Property Reference Numbers

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 & 12: Corridor Zone Numbers

GREEN is Preservation Zones
ORANGE is Transition Zones
BLUE is Opportunity Zones

Potential Entry Portal Location
Strategically Located Properties
Major Roadways

Minor Collector
M4D (*Minor, Four [4] Lane, Divided Roadway*)
M4U (*Minor, Four [4] Lane, Undivided Roadway*)

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Drive and the IH-30 frontage road, and is currently owned by Rockwall County. The SPC unanimously identified this property as being suitable for a *Strip Retail Center*. It should also be pointed out that this property is currently entitled for this type of development under the Commercial (C) District as defined by the UDC. The SPC felt that despite being a highly visible site this model was appropriate due to the limited access caused by the location of the on/off ramps at John King Boulevard and S. Goliad Street (*SH-205*).

- ☑ *Strategically Located Property #3:* This strategic area is located adjacent to the western right-of-way line of John King Boulevard, and is partially zoned Commercial (C) District with the remainder being zoned Light Industrial (LI) District. The SPC identified this property as being suitable for a *Mixed-Use Center* or a *Town Center*. This designation is due to the location and visibility of the property, and that it is located near and accessible from two (2) major roadways (*i.e. John King Boulevard and Justin Road*) and a major highway (*i.e. IH-30*). With this being said the property is situated below the highway overpass and as a result the site has limited visibility for a single-story structure. Structures that are two (2) to three (3) stories in height would be better suited for this property.
- ☑ *Strategically Located Property #4:* This area is located between John King Boulevard and Stodghill Road (*FM-3549*), north of IH-30. The properties in this area are zoned as Commercial (C), Light Industrial (LI) and Agricultural (AG) Districts. Due to the large acreage of these strategic properties, the SPC broke the designation of this area into three (3) zones. The first was directly adjacent to John King Boulevard and was identified as being suitable for *Strip Retail Center* by the SPC. The second area was located between Security Drive and the golf course (*i.e. A1 Golf*) and was identified as being suitable for a *Town Center* development. The third area was the remainder of the property and was identified as being suitable for a *Regional Destination Center*. These designations stem from the good visibility and close proximity to major roadways. In addition, this property is in an ideal location for a large commercial/retail development/regional center.
- ☑ *Strategically Located Property #5:* This property is located at the northeast corner of Stodghill Road (FM-3549) and IH-30 and is zoned Commercial (C) District. Due to the linear nature of this strategically located property, the SPC identified the *Mixed-Use Center* and *Strip Retail Center* as being potentially appropriate models for development. This property does have limited access and poor visibility from east bound traffic, but is located directly adjacent to *Strategic Located Property # 4* making the possibility for a major intersection at IH-30 and Stodghill Road (*FM-3549*) highly likely.
- ☑ *Strategically Located Property #6:* This strategically located property is situated at the southeast corner of Corporate Crossing and IH-30 and is currently zoned Commercial (C) District. The SPC identified this property as being appropriate for both a *Mixed-Use Center* or a *Town Center* based on the location, acreage and its relation to the highway and Corporate Crossing. A *Strip Retail Center* and *Regional Destination Center* were also identified by the SPC as being viable alternatives for this property.
- ☑ *Strategically Located Property #7:* The final strategically located property is situated at the southwest corner of John King Boulevard and IH-30. The SPC identified this property as predominantly being suitable for a *Strip Retail Center*; however, it was also thought to be a suitable location for a *Mixed-Use Center*. It was ultimately decided by the SPC that this property has the acreage and carrying capacity for both types of centers, but is probably best suited for a *Strip Retail Center* that incorporates a grocery store or other large neighborhood service retailer as a primary anchor. The purpose of this designation is due to the poor visibility caused by the highway overpass and the close proximity to a large amount of residential homes and apartment units. The property is currently zoned Commercial (C) District.

ENTRY PORTALS

Entry portals are an essential element to creating a sense of place and distinguishing a City's boundaries. Currently, the City's western boundary is well defined by Lake Ray Hubbard and the Harbor District. The portals create a defined natural and built edge to the City. The eastern boundary of the City, on the other hand, is undefined. When the SPC examined this area, it was decided that an entry portal was an important element in the plan moving forward; however, the SPC was of the opinion that it was somewhat difficult to define what an entry portal in this area should look like since these properties remain largely undeveloped. With this the SPC choose several locations where an eastern entry portal could be incorporated at the time the adjacent properties develop. The thinking behind this was that the portal would match the architecture of future development if constructed at the same time as the properties. *Figure 1: Plan Framework* shows the four (4) possible portal locations identified by the SPC along with all existing and proposed monumentation throughout the corridor.

TRANSPORTATION FACILITIES

Looking at the existing and proposed roadway facilities, the corridor is already well circulated, and the future facilities are a good approximation of what will be needed to circulate any future development; however, without knowing exactly what will be developed on these parcels the SPC felt that the current number of roadways depicted on the property between John King Boulevard and Stodghill Road (*FM-3549*) could be a deterrent to development. With Justin Road extending through the property from east to west and a M4U (*minor, four [4] lane, undivided roadway*) curving through the property from east to west, two (2) Minor Collectors extending north to south were deemed unnecessary. The SPC was also of the opinion that Commerce Street should be continue in a southwardly direction connecting the IH-30 Frontage Road to T. L. Townsend Drive. These were the only changes to the existing and proposed transportation facilities that appeared to be necessary as a result of this study. *Figure 1: Plan Framework* depicts the proposed roadway amendments.

Staff should point out that these changes were incorporated into the revised Master Thoroughfare Plan contained in this Comprehensive Plan, and that no additional actions would be required with regard to transportation facilities. This was incorporated after the Comprehensive Plan Advisory Committee (CPAC) made similar findings about these areas.

LAND USE PLAN

Looking at the current Future Land Use Plan for the IH-30 Corridor, only about 37.56% of the corridor is identified as a *Special Commercial Corridor*. The remainder of the corridor is scheduled for *Commercial* (38.35%), *Technology/Light Industrial* (13.33%), *Special District* (4.70%), and to a lesser degree *Parks and Open Space, High*

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Density Residential, *Public Uses* and *Quasi-Public Uses*. After reviewing the goals and objectives of this study, the SPC recommended that the majority of the corridor should be designated as a *Special Commercial Corridor*. The only area that the SPC wanted to deviate from this land use scheme, was the area directly adjacent to the railroad tracks between John King Boulevard and Stodghill Road (*FM-3549*). The SPC felt that this area should be flexible in nature and be designated for either *Technology/Employment Center* and/or *Special Commercial Corridor*. The purpose of this flexibility was to allow industrial or technology firms the ability to locate within the corridor, adjacent to the existing railroad facilities; however, the flexibility would provide for an easy transition to commercial uses should a regional land use be identified for this area. This change was incorporated into *Map 1: Future Land Use Plan* contained in *Appendix C, Maps* of this Comprehensive Plan.

SUMMARY OF PLAN FRAMEWORK

The assemblage of all this information forms the *Plan Framework* of this study. A map of this framework is depicted in *Figure 1: Plan Framework*. A summary of the recommendations provided by this framework are as follows:

(1) The corridor zones that were established as part of this study are intended to guide policy decisions for the final recommendations contained in Chapter 6, *Corridor Strategies & Implementation Plan*, of the *IH-30 Corridor Plan* and which are outlined in Subsection 02.01(3), *Corridor Strategies*, of this section of Appendix B, *Corridor Plans*.

(2) The strategically located properties identified by the SPC were classified based on their potential carrying capacity for retail/regional land uses. This part of the plan framework was to draw attention to these properties and provide various possibilities that would fit the City's desire for regional development.

(3) Monumentation locations were identified for the purpose of creating an eastern entry portal. The design of these monumentation markers should be incorporated into the site plan approval process to allow for review by the Architectural Review Board (ARB) prior to adoption by the City's Planning and Zoning Commission and City Council.

(4) The SPC identified potential changes to two (2) roadways on the Master Thoroughfare Plan. This involves an extension of Commerce Street and the removal of a proposed street running parallel to Security Drive.

(5) Finally, a coherent land use plan that is tied to the goals of this study was laid out. This plan primarily promotes the future of the corridor being zoned and developed in accordance with the *Special Commercial Corridor* designation of this Comprehensive Plan; however, it does make some allowances for flexible land use (*i.e. office/industrial*).

3 CORRIDOR STRATEGIES

The final objective of the Staff Planning Committee (SPC) was to assemble a list of strategies that could be utilized as part of the implementation plan of this study. In doing this the SPC talked about *Offensive* and *Defensive Strategies*. In this case, the *Defensive Strategies* were thought to be pre-emptive strategies centered on regulation or policy actions that the City could implement for the purpose of addressing potential or perceived issues. *Offensive Strategies*, on the other hand, included proactive actions that involved activities like offering incentives, waivers and assistance. In doing this, the SPC also talked about what zone each strategy would affect and who would be responsible for implementing the strategy. A key to the corridor zones and implementation organizations is as follows:

DEPARTMENTS, BOARDS & COMMISSIONS
- ☑ City Council: CC
- ☑ Planning and Zoning Commission: PZC
- ☑ Architecture Review Board: ARB
- ☑ City Manager/Administration: M
- ☑ City Attorney: CA
- ☑ Building Inspections Department: BI
- ☑ Fire Marshals Division: FM
- ☑ Planning and Zoning Department: PZD
- ☑ Engineering Department: E
- ☑ Neighborhood Improvement Services: NIS

CORRIDOR ZONES
- Transitional Zone
- Preservation Zone
- Opportunity Zone

On March 18, 2019, the City Council approved the following *Offensive* and *Defensive* strategies for use within the IH-30 Corridor:

DEFENSIVE STRATEGIES

STRATEGY 1 PREVENT THE OVERSATURATION OF CERTAIN LAND USES IN THE CORRIDOR

Prevent the oversaturation of certain land uses in the corridor by prohibiting and/or requiring discretionary approvals of these land uses. Currently, the IH-30 Corridor has a high percentage of automotive (8.99%) and industrial (8.37%) land uses, which are typically incompatible with higher end retail users. In addition, these land uses -- *specifically automotive land uses* -- consume a large portion of the current frontage along IH-30 (~26.69%), which means these uses also have high visibility in the corridor. If the intent of the City is to create a commercial/retail corridor, special attention needs to be paid to what land uses are established on the remaining 45.35% vacant land. This is specifically important with the remaining 28.77% of vacant land with frontage on IH-30. To achieve this staff can review Article 04, *Permissible Uses*, of the Unified Development Code to look for possibilities to incorporate discretionary approvals or limit undesirable land uses along IH-30. In addition, staff can look to prohibit certain land uses (*e.g. outside storage*) that are currently allowed through discretionary approval, but may not be desirable for attracting and establishing a regional retail use.

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): Since this is a policy change, there are no anticipated hard costs to be incurred by the City as a result of implementing this strategy. In addition, this strategy can be implemented without assistance from outside consultants.

Estimated Implementation Time: This is estimated to take between 20 to 40-hours of staff time to review the Unified Development Code and draft an ordinance addressing the proposed changes for the City Council's review. This text amendment would be required to be advertised and adopted in accordance with the procedures of the Unified Development Code (*i.e. approximately eight [8] weeks*).

STATUS: ONGOING

STRATEGY 2 INCONSISTENT ZONING REQUESTS

Zoning approvals that are inconsistent with the *Future Land Use Plan* contained in the Comprehensive Plan should be limited. The *Future Land Use Plan* is a document intended to guide zoning in the City of Rockwall. In addition, zoning approvals not consistent with the *Future Land Use Plan* could have a negative impact on existing land uses, and could have an undesirable effect on the economic stability of the corridor (*i.e. create*

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conditions not conducive for retail land uses). Moreover, inconsistent zoning approvals change the *Future Land Use* mix, which is designed to yield an 80% Residential/20% Commercial mix (*i.e. intended to yield a 67% residential value/33% commercial value tax base*) per this Comprehensive Plan. To better address inconsistent changes in zoning, staff should develop a process to convey how the approval of inconsistent zoning would change the *Future Land Use Plan*. This should be provided with or in staff's case memos to the Planning and Zoning Commission and City Council.

Implementation Responsibility: PZD, CA, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without assistance from outside consultants.

Estimated Implementation Time: The Planning Division can implement this policy amendment through changes in the current procedures and through the creation and implementation of a tool that will clearly convey the desired information. It should be pointed out that the creation of this process is currently a *strategic goal* on the City's *Strategic Plan* and included in this Comprehensive Plan as an *Implementation Strategy*.

STATUS: *ONGOING*

STRATEGY 3 DISCOURAGE STRIP DEVELOPMENT

The City of Rockwall has several *Strip Retail Centers* as defined in the findings from the benchmark analysis contained in Chapter 3, *Benchmark Analysis*, of the *IH-30 Corridor Plan*. The establishment of new strip retail centers could have the effect of cannibalizing the businesses that are currently located in the City's existing strip retail centers. This could also create a larger problem for the existing centers due to the transient nature of small businesses that tend to locate in these areas (*i.e. businesses in these shopping centers tend to move to newer developments as they progress along the highway*). To combat this possibility, the City could take steps to discourage strip retail centers by amending the design standards contained in the Unified Development Code. Examples of these changes would include policies targeted at requiring shared facilities (*i.e. parking, access, drive facilities, etc.*), limiting parking fields in the fronts of buildings, requiring the provision of open space, restricting signage, etc. This would also require provisions that target mixed-used development (*e.g. office land uses mixed with retail/commercial land uses*). It should be noted that while the SPC did identify some of the strategically located properties as being ideal for *Strip Retail Centers*, this would ultimately depend on the carrying capacity of the corridor (*i.e. to avoid cannibalizing existing businesses the demand of the community would need to increase to justify an additional strip retail center*).

Implementation Responsibility: PZD, ARB, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: This policy change requires a comprehensive review of the City's commercial design standards, and would take time to prepare the necessary text amendments. The total time necessary to complete this strategy will vary depending on the extent staff will have to amend the ordinances. Staff estimates this could take between 30 to 40-hours to complete. In addition, it may be advantageous to use the Planning and Zoning Commission and/or Architectural Review Board (ARB) as design committees to assist staff in drafting the desired changes. Any ordinance changes would need to be adopted in accordance with the procedures contained in the Unified Development Code (*i.e. approximately eight [8] weeks*).

STATUS: *ONGOING*

STRATEGY 4 LIMIT SINGLE USE BIG-BOX DEVELOPMENT

Single use big-boxes can have an immediate and positive effect on a City's ad valorem tax value; however, if abandoned they can also have an effect on the perception of economic health in an area. Currently, the City's big-boxes appear to be economically sound with little to no risk of being abandoned; however, it is a good idea to take a pro-active approach to this issue. Single use big-boxes are typically attractive to businesses that are considered to be category killers and/or discount warehouse stores (*e.g. Wal-Mart, Home Depot, Costco, etc.*). Developing a single big-box is also the typical suburban model for these types of stores. By creating policies that force co-location and mixed-uses the City ensures that these businesses adapt their models to meet the vision of the community, as opposed to allowing these businesses to dictate the community's appearance. By limiting single use big-boxes moving forward, it also has the added effect of protecting the City's current big-boxes, and perhaps staving off the possibility of having ghost boxes (*i.e. empty big-boxes*) in the future.

To achieve this, the City Council could look at development standards that discourage single use big-box users. These types of policies would include regulations like imposing size caps on single use big-box developments (*i.e. limit individual users to discretionary approvals on buildings that are greater than 20,000 – 30,000 SF*), drafting requirements that provide for roof and façade modulation to allow the buildings to be broken up in the case of abandonment, adopting parking requirements that require parking to be located behind the front façade of the buildings, creating a window requirement, and etcetera.

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: This policy change would require staff to review the City's current *General Commercial Building Standards*, and draft an ordinance with the necessary text amendments. The total time necessary to complete this strategy could vary; however, staff estimates a completion time of 30 to 40-hours with an additional eight (8) weeks for the adoption of an ordinance change to the Unified Development Code.

STATUS: *ONGOING*

STRATEGY 5 ADAPTIVE REUSE ORDINANCE OR STRATEGY

Building on the previous strategy, one of the main reasons that City's end up with vacant big-box developments are changes in the economics of a property's location (*i.e. the site can no longer support/sustain a larger retail user*). This may mean that a particular site or location is no longer viable as a large retailer. *Adaptive Reuse* ordinances, also referred to as *Ghost Box* ordinances, are ordinances intended to address this common problem. As previously stated, the City of Rockwall has not had issues with empty big-boxes; however, a

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proactive approach to this issue could prove to be valuable in the future. Below is a picture of the vacant *Sports Authority* building, which is a single user big-box that was vacated in 2016. Luckily, this building was quickly replaced with an *Academy Sports and Outdoors*; however, this quick replacement may not always be the case.

The City's current ordinance does incorporate an accountability clause that states that "(f)or those buildings over 80,000 SF in area, the applicant must demonstrate that the building can be subdivided in a reasonable manner by submitting a plan indicating potential entrances and exits and loading areas for multiple tenants." This language could be strengthened and the requirement for this accountability clause could be lowered to buildings greater than 30,000 SF. In addition, the City Council could look into establishing ordinances that: (1) creates a fee waiver program for the adaptive reuse of buildings greater than 30,000 SF (*i.e. creating a waiver for building permit fees*), (2) establish a bonding program that is tied to the demolition of the big-box, (3) creates a program that stipulates companies building big-boxes be required to pay into a *Land Conservation Fund*, which can be used for re-greening or converting an abandoned big-box to allow for infill development (*these ordinances are referred to as White Elephant Ordinances*), and/or (4) creates an incentive zone that deals with alternative use/requirements for conversion/redevelopment efforts.

Figure 6.1: Vacant Sports Authority building prior to being converted to an Academy this year.

Implementation Responsibility: PZD, CA, CM, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: The time necessary to create an *Adaptive Reuse Ordinance* or policy will depend on the scope that the City Council chooses. These programs also would need to be vetted by the City Attorney. In this case, it may take several months to prepare and adopt an ordinance creating each of these programs.

STATUS: *IN PROCESS*

STRATEGY 6 PROMOTE THE INCORPORATION OF OPEN SPACE IN LARGER DEVELOPMENTS

As was seen in the *Benchmark Analysis* in Chapter 3, *Benchmark Analysis*, of the *IH-30 Corridor Plan*, nearly all of the regional developments surveyed by the SPC contained open/green space. The importance of incorporating open/green space in commercial developments was further validated through the stakeholder engagement process. In both exercises requesting participants to identify their preferred development choice -- *with the choices being those reviewed by the SPC as part of the benchmark analysis* -- the top results were developments incorporating large amounts of open/green space (*e.g. Grandscapes at 26% open space and Toyota Stadium at 5% open space and 35% sports fields*). In addition, the exercise asking participants to prioritize issues/priorities in the corridor indicated that open/green space was important. Both *Parks/Trail/Walkability* and *Increased Open Space* scored in the top five (5) items identified by the public as priorities and issues. Moving forward provisions requiring a percentage of functional open space -- *above and beyond the required landscape buffer and detention ponds* -- could be incorporated into the design standards for large commercial developments. This would need to be scaled to the development and would not be applicable across the board (*i.e. would not be appropriate for developments with less than 20-acres*).

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): Since this strategy would affect future development the implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: The implementation of this policy could be completed with an estimated ten (10) to 20-hours of staff time required to prepare an ordinance amendment to the Unified Development Code (*i.e. approximately eight [8] weeks for approval*).

STATUS: *ONGOING*

STRATEGY 7 REVAMP THE CITY'S PARKING STANDARDS

Commercial developments along the corridor are exclusively made up of surface parking lots situated in the fronts of buildings. Often times these parking areas are two (2) to three (3) times larger than the building it services (*see image below*).

Figure 6.2: Kohl's Parking Lot, which recently was subdivided to incorporate a Cracker Barrel restaurant at the northeast corner.

In most of these cases the parking lot is rarely if ever full. To address this issue the City Council could choose to establish parking maximums that would limit inefficient uses of land within the corridor. These policies could also promote shared parking agreements and structured parking.

Typically, the argument against structured parking is the high initial cost to establish these facilities; however, if a district wide approach that discourages single use big-boxes is taken by the City, it is not inconceivable to expect more efficient parking solutions. In addition, the City should, where possible, promote shared parking arrangements that are mutually beneficial to developers, property owners and tenants by accounting for varying peak demand. This should have the benefit of increasing the buildable land within the corridor.

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: The implementation of this policy change is anticipated to take between ten (10) to 20-hours of staff time to research and prepare an

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ordinance amending the parking requirements contained in the Unified Development Code. The ordinance would take approximately eight (8) weeks for approval/adoption.

STATUS: ***IN PROCESS***

STRATEGY 8 CREATE MODEL ZONING ORDINANCE FOR REGIONAL MIXED-USE DEVELOPMENT

Article 05, *District Development Standards*, of the Unified Development Code contained standards for a Mixed-Use Overlay (MUO) District (*these standards were recently removed*); however, this district has not been applied to the zoning map. Building off the current standards contained in this section of the code, staff could create a model zoning ordinance for either an overlay district that can be applied to the strategic properties in the corridor or model regulations for a planned development district ordinance -- *similar to the residential standards contained in Article 10, Planned Development Regulations, of the Unified Development Code* -- intended to regulate mixed-use development in the corridor. This could include the information observed by the SPC as part of the *Benchmark Analysis*. This type of ordinance would also layout the City's desired site and building design standards, as well as, address any *incentive zoning* practices intended to incentivize regional development.

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: Staff estimates that a model zoning ordinance could be drafted in two (2) to three (3) weeks. The ordinance would take approximately eight (8) weeks for approval.

STATUS: ***IN PROCESS***

STRATEGY 9 ADOPT POLICIES TARGETED AT SUPPORTING SMALL BUSINESSES

As part of the *Benchmark Analysis*, the SPC noticed that many of the regional centers they surveyed (*specifically mixed-use centers*) were built with a larger focus on smaller lease spaces. This is directly opposed to the classic anchor model, which is prevalent in *Strip Retail Centers* and until recently was the preferred model for suburban development by developers. This shift, however, signifies the importance that developers are now placing on small businesses. This may be due to the idea that small businesses have several understated benefits that extend beyond a City's bottom line. For example, small businesses that are successful in a community can shape a unique identity, create a sense of place and enhance community character. In addition, small businesses also have the added benefit of being well suited for adaptive reuse situations, which could play a major role in the economic vitality of the corridor in the future. Rockwall, as a whole, has a healthy history of supporting small businesses -- *especially in the downtown area* -- and there is no reason for this not to continue in the City's primary commercial/retail corridor. To ensure that small businesses are supported in the corridor, staff should look to remove any unintentional barriers in the zoning code that might hinder a small business' ability to open in Rockwall. The majority of these barriers will be in the City's land-use categories, which are somewhat outdated for many of the new types of uses that have been established recently. Addressing this subject, the July 2016 issue of *Zoning Practice* (*a periodical released by the American Planning Association*) identifies four (4) examples of new land uses that have emerged as small businesses recently: (1) specialty food production, (2) industrial design, (3) artisan industrial, and (4) local alcohol production facilities. Under our current use charts these uses, in most cases, would be classified under an *Industrial and Manufacturing* label allowing them to locate in Heavy Commercial (HC), Light Industrial (LI) and Heavy Industrial (HI) Districts; however, these uses typically depend on the foot traffic generated by commercial-retail areas and would not fare well in the City's industrial districts. An example of this dilemma was recently addressed by the City Council with the text amendment incorporating the *Craft Brewery, Distillery and/or Winery* land use. Prior to the amendment, the code treated all breweries the same, and did not make a distinction between large industrial breweries and small-scale craft brewers. As a result, these uses were relegated to only being permitted in a Light Industrial (LI) or Heavy Industrial (HI) District, when in reality they operate more as a retail/restaurant type of business. By changing the code to allow this use by a Specific Use Permit (SUP), the City Council created discretional flexibility that allows this land use into areas of the City that could be better suited to the long-term viability of the business. This flexibility could be beneficial to other land use categories that have undergone fundamental changes in the way they operate. This can be achieved by not only reviewing the City's *Permissible Use Charts*, but also the design standards in the corridor to ensure there are no unreasonable barriers of entry for small businesses.

Another approach the City could take to support small businesses is the continued release of information pertaining to demographics and market analysis. Many small businesses and startups have limited capital to spend on expensive reports and demographic breakdowns of the City. Staff can support these businesses by making reports and studies (*e.g. 2017 Existing Conditions Report and this report*) available online to the public. An example of this effort includes the *Retail Shopping Destinations* interactive map, which contains demographic information for the City and its shopping centers. This tool is intended to help small businesses looking to locate in the community.

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: Staff estimates that a comprehensive look into the City's *Permissible Use Charts* and commercial design standards could take between 60 to 70-hours to prepare an ordinance making the necessary amendments. The ordinance would take eight (8) weeks for adoption.

With regard to making reports and demographic information online, this has become standard operating procedure for staff and unless directed otherwise staff will continue to make these items available.

STATUS: ***IN PROCESS*** | ***ONGOING***

STRATEGY 10 RESIDENTIAL DENSITY BONUSES FOR PROJECTS THAT INCORPORATE A MIXTURE OF LAND USES

The City Council could choose to implement policies that would allow high-density residential land uses along IH-30 pending the project incorporate a mix of land uses (*e.g. hotel, restaurant, retail, entertainment, etc.*).

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Through the public survey, many citizens indicated a want for higher end retailers and specialty grocers. These uses typically are attracted to areas with high intensity developments that incorporate a higher density residential component. The City Council could use the City's high demand for multi-family, to incentivize a developer proposing a regional mixed-use development along IH-30 by granting density bonuses. This would involve granting densities greater than the current 14 dwelling units per acre permitted in the City's Multi-Family 14 (MF-14) District. It should be noted that this type of strategy would depend on the residential units being integrated into the overall development (*i.e. structured or block styled apartments above retail or office use, which is common in traditional mixed-use developments, would be more desirable under this strategy than garden style apartments – similar to the condominiums constructed at the Harbor*). This strategy depends on the City's demand for multi-family remaining high, which may require other land use strategies moving forward (*e.g. balancing the City's mix of housing units and limiting multi-family development to areas along the IH-30 corridor, away from other single-family neighborhoods, and from any other areas in the city*). Under the City's current housing mix, this policy would only be viable if the multi-family percentage were decreased below an estimated 12%. Currently, this percentage is around 18%. By reducing the percentage and not approving subsequent projects, the City ensures that a high level of demand exists, and that this demand can be leveraged to attract the desired commercial/retail development. It should also be noted that this could be done under an ownership model as opposed to a rental model by using townhomes and/or condominiums.

Implementation Responsibility: PZD, M, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without assistance from outside consultants.

Estimated Implementation Time: This policy change would have implications on the policies contained in this Comprehensive Plan. The implementation of this strategy would require staff to review the procedures and design standards in the Unified Development Code to ensure compatibility with the intended objective. Staff estimates this could take between 50 to 60-hours to complete, and would need to be adopted in accordance with the procedures contained in the Unified Development Code (*i.e. approximately eight [8] weeks*). In addition, since this policy is driven by the demand of multi-family, its implementation would depend on the current multi-family percentage being decreased to a level that can be leveraged for the desired commercial/retail development.

STATUS: *IN PROCESS* | *ONGOING*

STRATEGY 11 WORK WITH THE REDC AND CHAMBER OF COMMERCE TO COORDINATE BUSINESS RECRUITMENT AND RETENTION EFFORTS

Intergovernmental cooperation between the City, Rockwall Economic Development Corporation (REDC) and the Chamber Commerce to create a Community Business Retention and Recruitment Program may be advantageous to retaining the businesses we have while targeting a regional commercial retail user. In addition, this cooperation ensures that all agencies are aware of the strategies and efforts of other agencies.

Implementation Responsibility: M

Anticipated Cost(s): This strategy is not anticipated to have any additional costs to any of the agencies listed above.

Estimated Implementation Time: Since this strategy requires coordination between a government, a quasi-government and a private service organization it is difficult to establish a implementation timeline.

STATUS: *ONGOING*

STRATEGY 12 WORK WITH TXDOT

Work with the Texas Department of Transportation (TxDOT) to improve circulation and connectivity in the corridor, and to regulate traffic patterns and speed limits. This could also include plans for improved multi-modal mobility and pedestrian access in the corridor.

Implementation Responsibility: E & M

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and will not require the assistance of outside consultants.

Estimated Implementation Time: The City currently works closely with TxDOT, and is in the process of planning the IH-30 corridor for the proposed IH-30 improvements scheduled for 2021.

STATUS: *ONGOING*

OFFENSIVE STRATEGIES

STRATEGY 1 SMALL AREA PLANS

Using the strategically located properties depicted in *Figure 1: Plan Framework*, staff could create small area plans for each of the properties using the findings from the benchmark analysis of this document. By providing small area plans for each of these properties, the City would better convey to the development community the desired outcome for each of these areas. This could help to facilitate a regional development.

Implementation Responsibility: PZD, PZC & CC

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional hard costs for the City, and should be able to be implemented without assistance from outside consultants.

Estimated Implementation Time: The time frame for the completion of the small area plans will vary. Staff estimates that each plan could be completed in approximately one (1) week to one (1) month depending on the scope and detail of the small area plan.

STATUS: *IN PROCESS*

STRATEGY 2 DEMOLITION PERMIT FEE WAIVER

A program creating an administrative waiver of demolition fees could be implemented to assist property owners along IH-30 interested in redeveloping an existing property. While this will not have a major or immediate impact on corridor redevelopment, it is a program that can be implemented easily and can be administered at the staff level (*i.e. as opposed to discretionary oversight of the City Council or other boards or commissions*).

Implementation Responsibility: BI & CC

Anticipated Cost(s): The implementation of this program is not anticipated to have a significant effect on the city's revenues, nor will it be costly to implement. For example, a demolition permit application costs $50.00, and of the 18 demolition permits issued in 2016, six (6) were in the IH-30 corridor. This would represent a total cost to the City of $300.00 for a one-year period.

Estimated Implementation Time: It is estimated that this program could be implemented with five (5) to ten (10) hours staff time to research and prepare an ordinance or resolution outlining the process that can be taken to the

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City Council for approval. This ordinance can be approved by the City Council without being subject to the requirements of the Unified Development Code (*i.e. approximately four [4] weeks for adoption*).

STATUS: *ONGOING*

STRATEGY 3 EXISTING BUILDING CODE

Property owners in the IH-30 corridor interested in redevelopment could be allowed to use the *2015 International Existing Building Code*, which is generally less restrictive than the *2015 International Building Code* (IBC) and *2015 International Fire Code* (IFC). The *2015 International Existing Building Code* is a code that is intended to provide model regulation for existing buildings and is generally less prohibitive than the City's other codes. Currently, the City only utilizes this code in certain circumstances; however, this use could be expanded to ease regulations on existing rehabilitation work. Implementing this strategy would also help to address one (1) of the comments that was expressed at the stakeholder meeting, and which stated that "(e)xisting and older buildings need to grandfathered from any retroactive zoning/building requirements that may be added." While the City does not retroactively apply zoning requirements, new work on existing buildings is typically subject to the building code that is in place at the time of the permit. In this case, it would ease requirements and allow for a code that is expressly intended to regulate existing buildings.

Implementation Responsibility: BI & FM

Anticipated Cost(s): The implementation of this policy change is not expected to incur any additional costs for the City, and should be able to be implemented without the assistance of outside consultants.

Estimated Implementation Time: This policy change can be implemented at an administrative level by changing the City's policy and defining when the *2015 International Existing Building Code* can be used.

STATUS: *ONGOING*

STRATEGY 4 CIP PROJECTS

Capital Improvement Projects (CIP) scheduled for the study area and intended to support existing businesses could be approached with a higher priority than other projects. Currently, there are no anticipated projects intended for the study area; however, this strategy could be used when projects are identified in the future.

Implementation Responsibility: E, M & CC

Anticipated Cost(s): This strategy is not anticipated to have any additional costs associated with it since it deals with the future prioritization of projects on the CIP.

Estimated Implementation Time: This strategy is not anticipated to require a great deal of staff time to implement; however, it would require the foresight and consideration of staff when planning the CIP in the future.

STATUS: *ONGOING*

STRATEGY 5 CITY INITIATED ZONING OF THE CORRIDOR

To avoid undesired and unplanned land uses in the corridor the City Council could consider a City initiated action rezoning all property in the corridor to a Commercial (C) District designation. This strategy would ensure that the corridor develops in accordance with the uses permitted in the targeted zoning district; however, this would need to be carefully evaluated and vetted by the City Attorney to avoid any legal hurdles associated with this method. As an alternative strategy, the City could offer the change in zoning classification to property owners on a mass and voluntary basis. This strategy would allow many of the Agricultural (AG) properties within the district the ability to secure Commercial (C) District zoning without having to pay the fees for initiating a zoning case. In addition, this would allow people to market their properties as commercial property.

While the voluntary method is the most desirable, it does not ensure 100% participation from property owners in the corridor. This method could also have the negative effect of entitling property for Commercial (C) District land uses, while not incentivizing a regional mixed-use center. To prevent this, the City Council could consider establishing a new zoning district or planned development district that would have the effect of limiting certain land uses. Under this method, if any residential component was incorporated into the zoning it could fall under *upzoning* (*i.e. allowing a greater range of land uses*), which could make the request more difficult to challenge. Staff should note that any City initiated zoning request should be approached under the advisement of the City Attorney.

Implementation Responsibility: CA, M, PZD, PZC & CC

Anticipated Cost(s): All the anticipated costs for this strategy will vary depending on the involvement of the City Attorney.

Estimated Implementation Time: The implementation time of this strategy will depend on the approach of the City Council.

STATUS: *INCOMPLETE*

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4 IMPLEMENTATION PLAN

Perhaps the most important thing to point out is that markets are not static, and have a substantial potential to change. This is especially true with regard to commercial/retail development trends. It will be necessary to update the information in this study on a regular basis and to make sure that the direction of this study is still in-line with the community's vision. This is specifically important with regard to the market analysis contained in the *IH-30 Corridor Plan*.

Finally, when making future decisions in the corridor all parties will need to make sure that development requests, policy decisions, discretionary approvals and any other action affecting the study area are looked at in a global sense. Taking a district wide approach to how the corridor develops in the future will ensure that the community is developing in accordance to its vision and not letting individual developments dictate the community's appearance. This will be especially important for staff to relay to applicants looking to develop and/or establish themselves in the IH-30 corridor.

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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*
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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 by-pass 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.

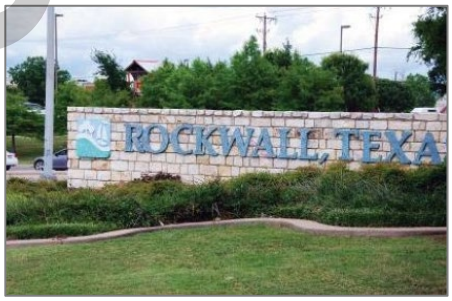
Prairie Uplands. Prairie uplands with broad, rolling slopes and long views occur between the wooded bottoms. The dominant visual character here is of prairie grasses sparsely studded with lower-growing tree species.

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



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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.

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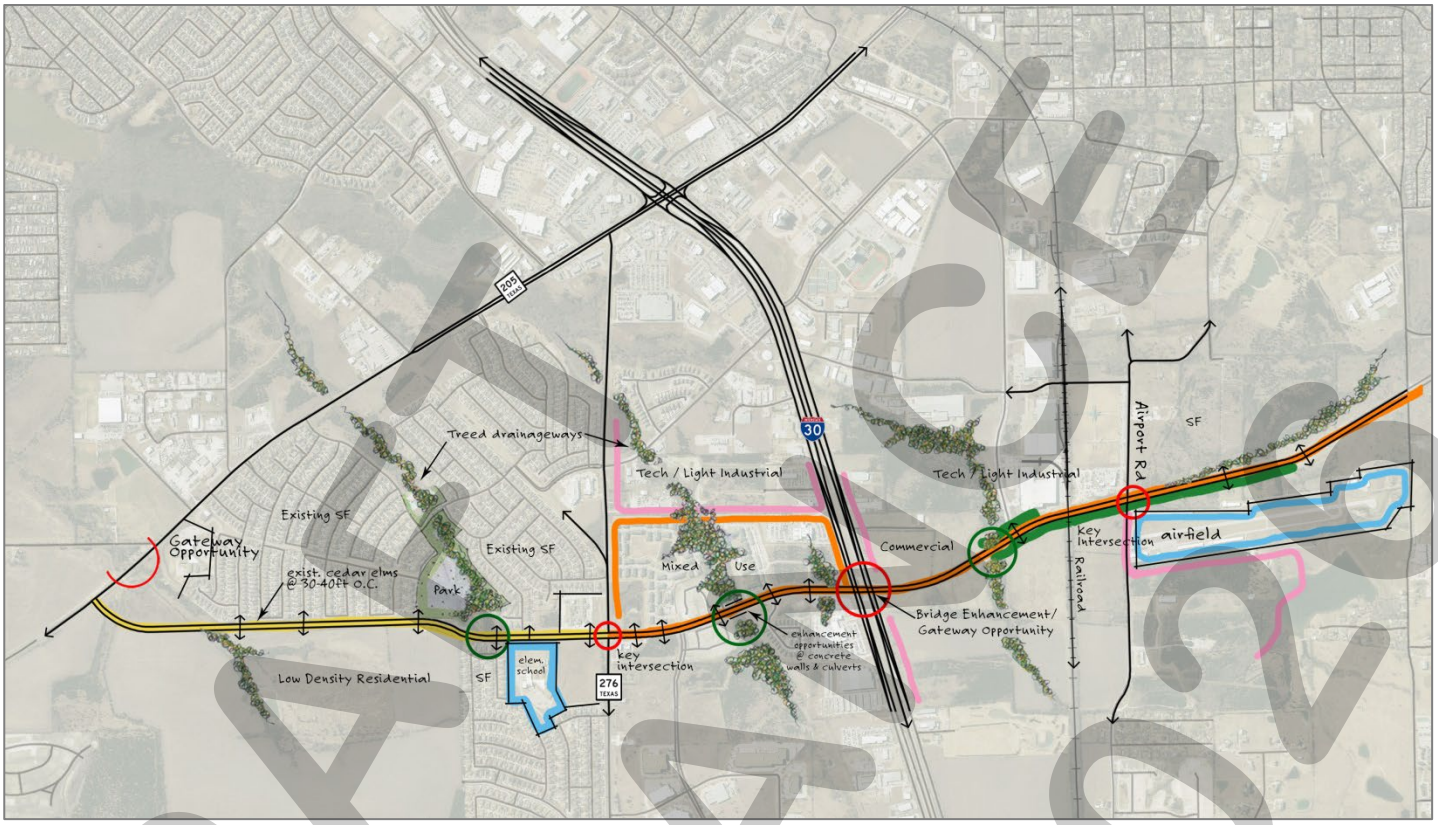
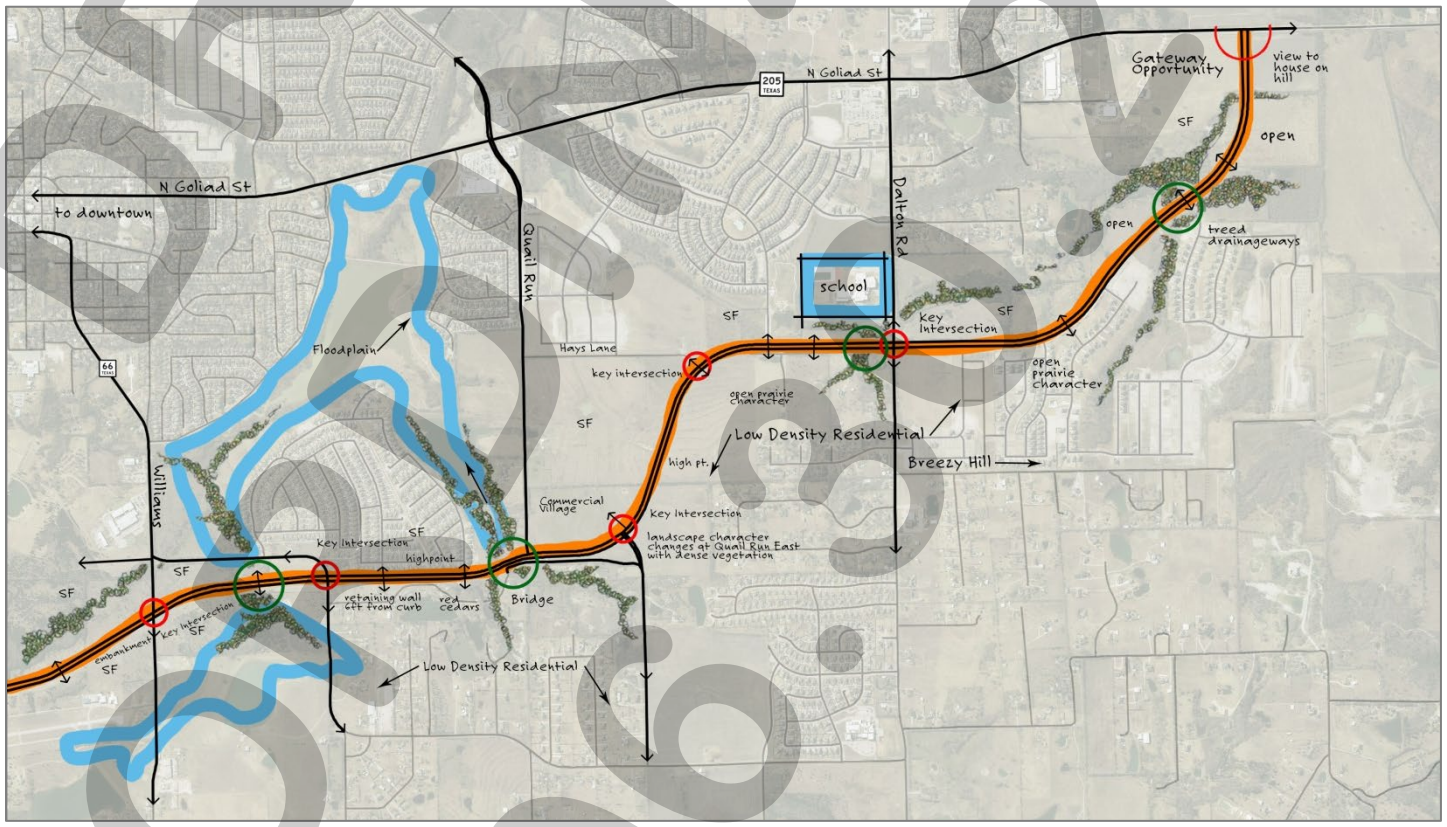
ISSUES AND OPPORTUNITIES: SOUTH



ISSUES AND OPPORTUNITIES: NORTH



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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.

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

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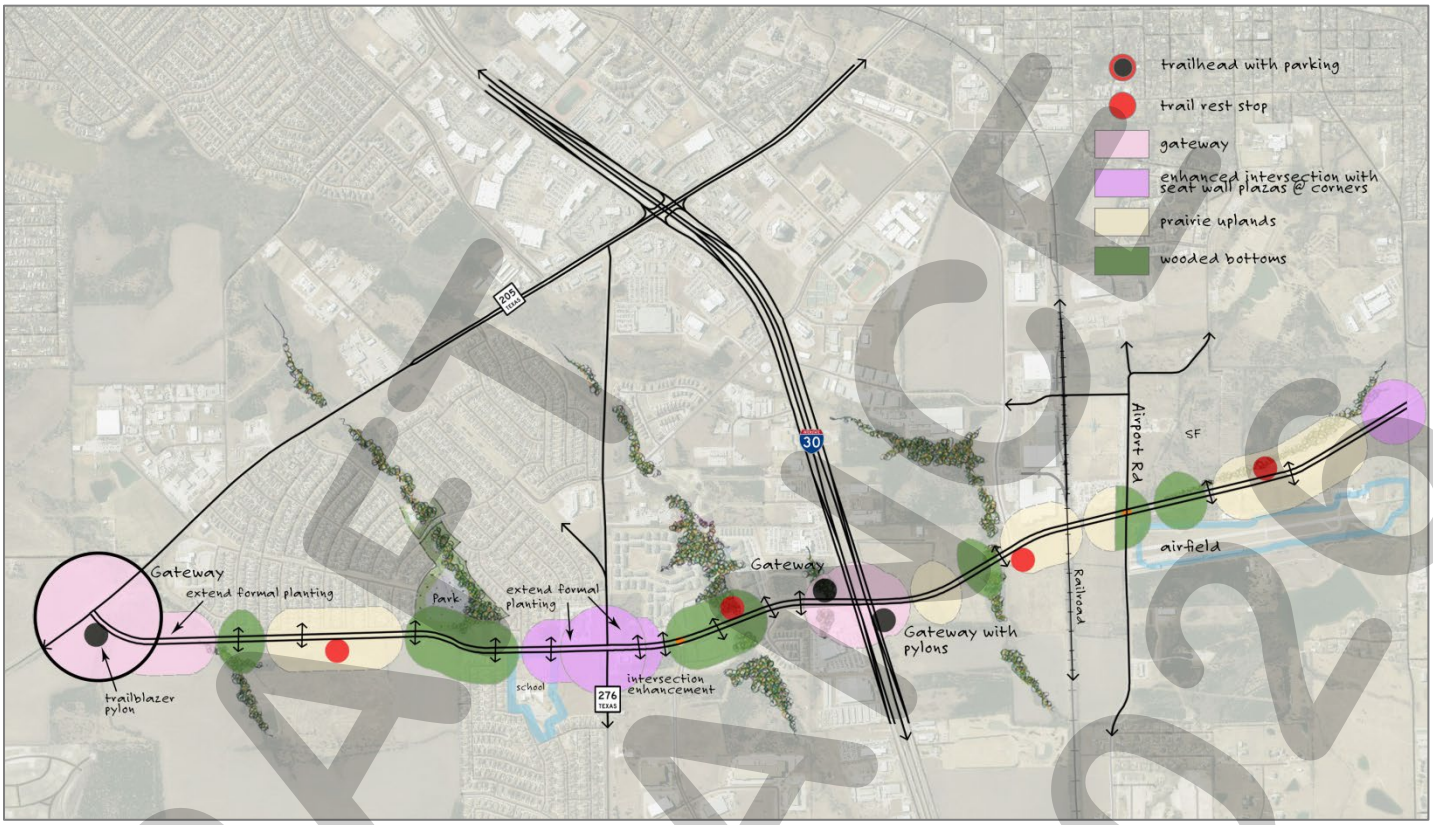
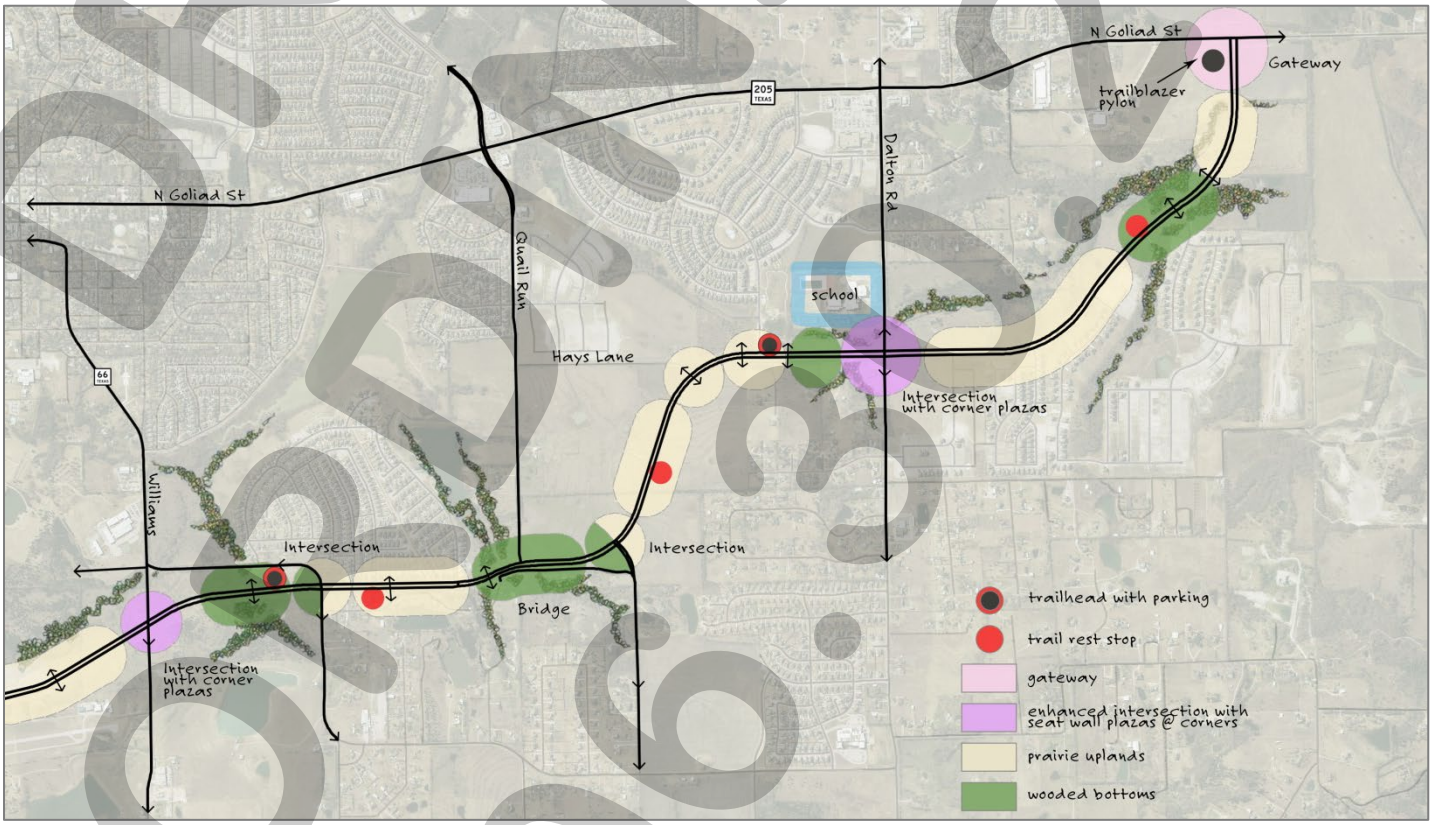
ROADWAY ENHANCEMENT CONCEPT: SOUTH



ROADWAY ENHANCEMENT CONCEPT: NORTH



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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.

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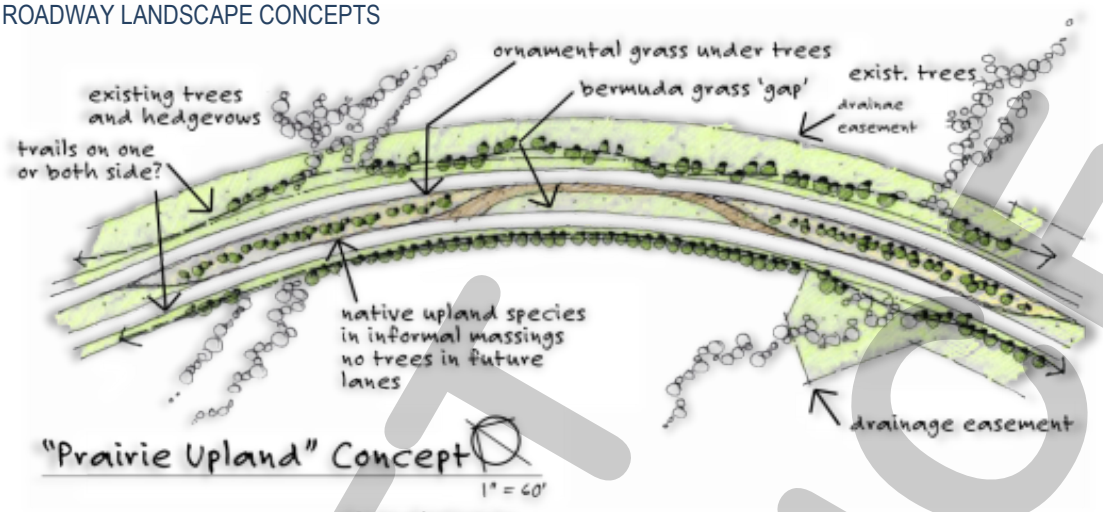
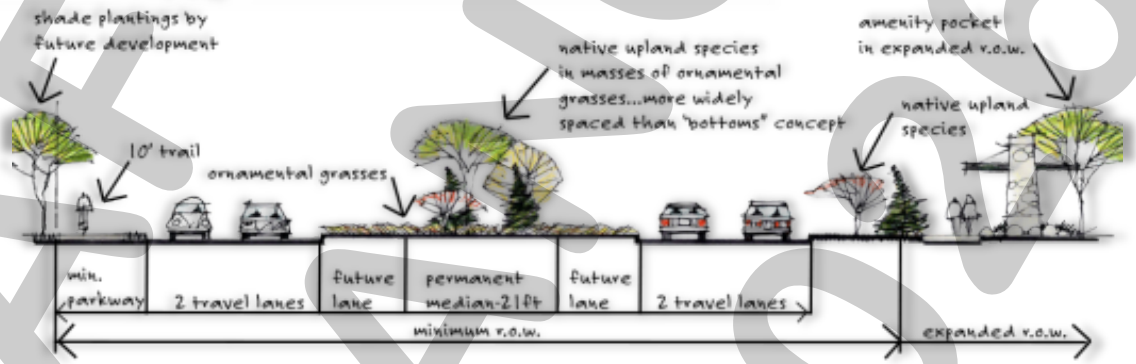
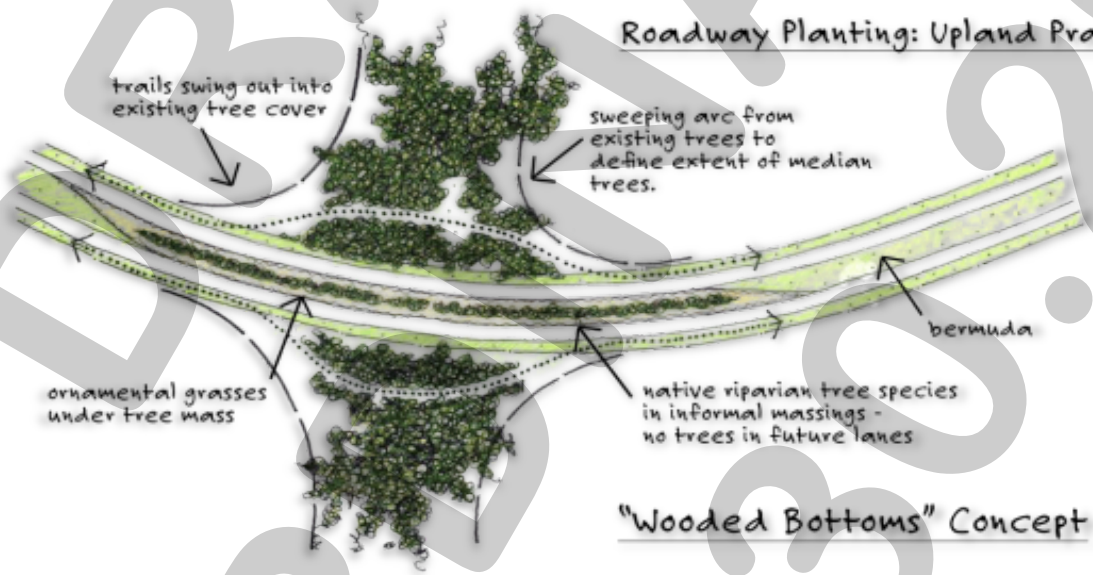


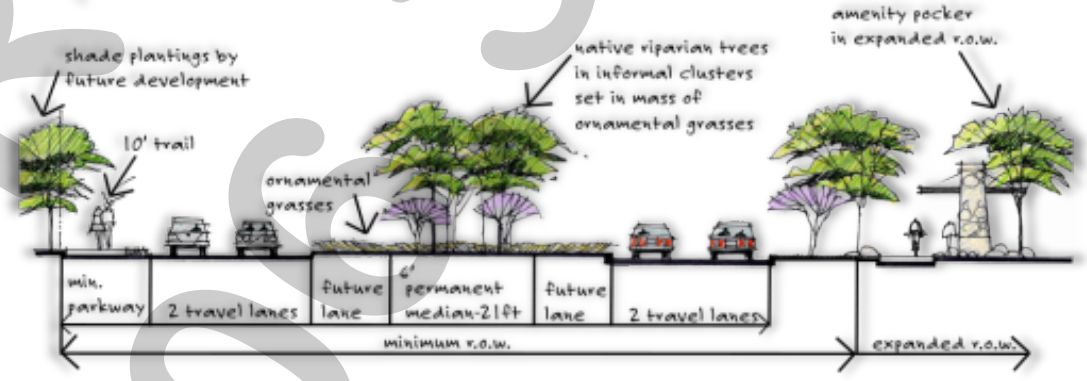
"Prairie Upland" Concept 1" = 60'



Roadway Planting: Upland Prairie Concept 1" = 10'



"Wooded Bottoms" Concept



Roadway Planting: Wooded Bottoms Concept 1" = 10'

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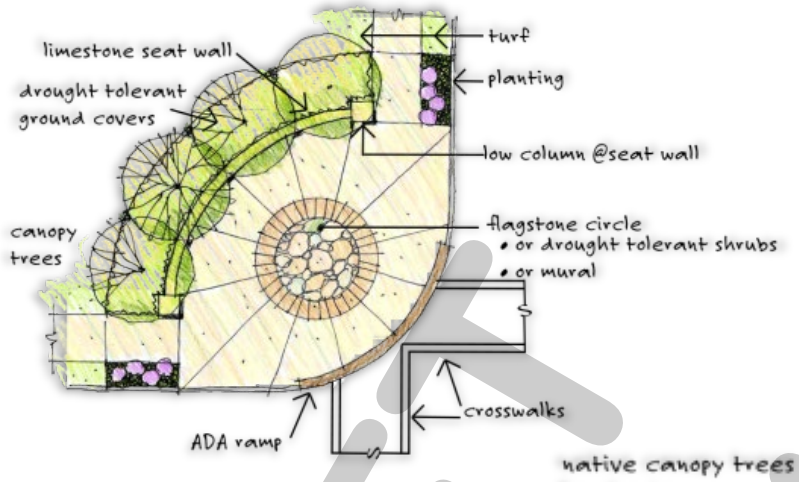
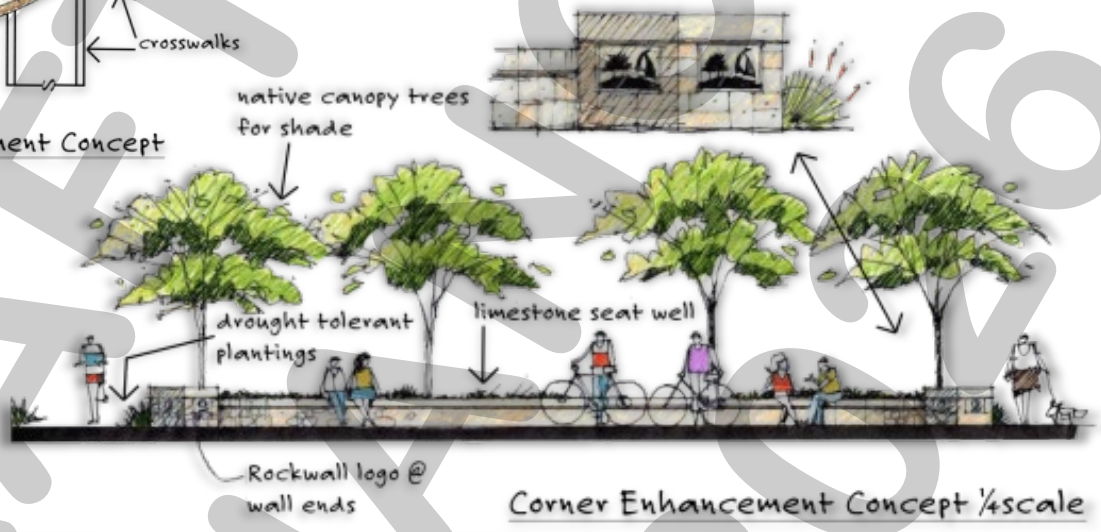
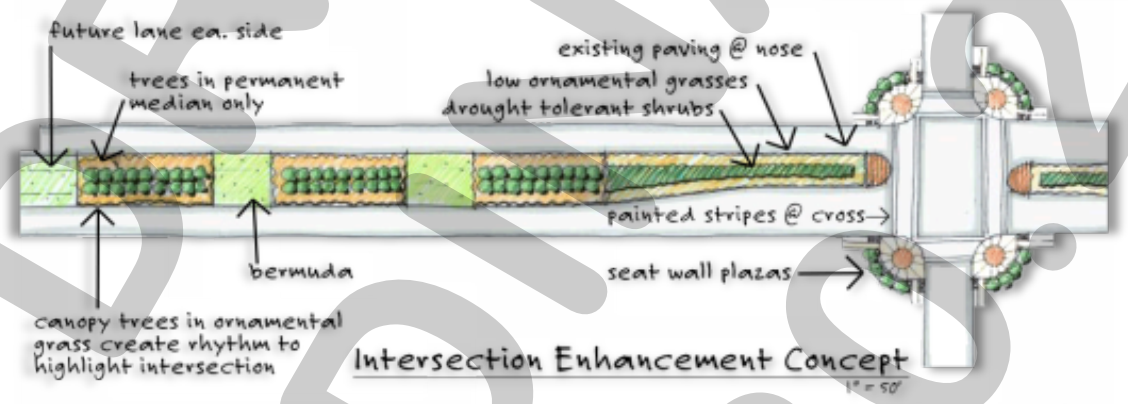
INTERSECTION ENHANCEMENTS



Corner Enhancement Concept



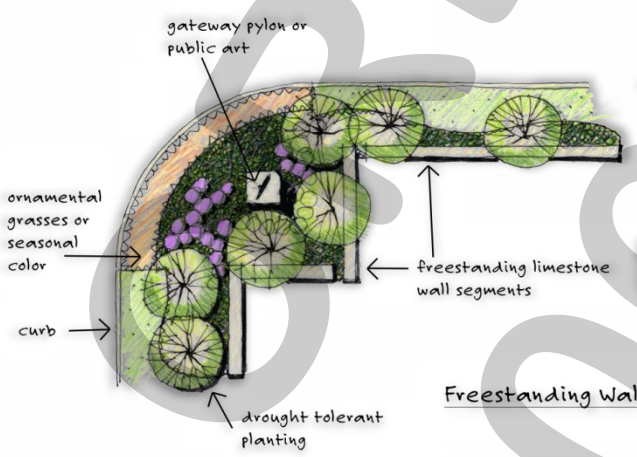
Corner Enhancement Concept ¼scale



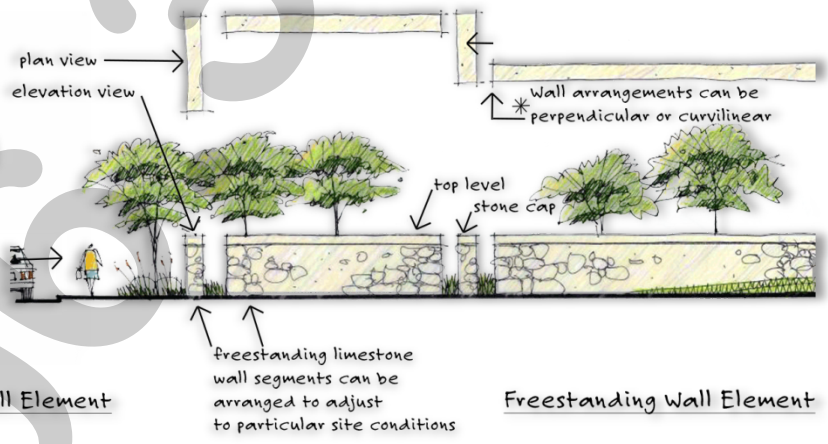
Intersection Enhancement Concept

1" = 50'

PLACE-MAKING ELEMENTS



Freestanding Wall Element



Freestanding Wall Element

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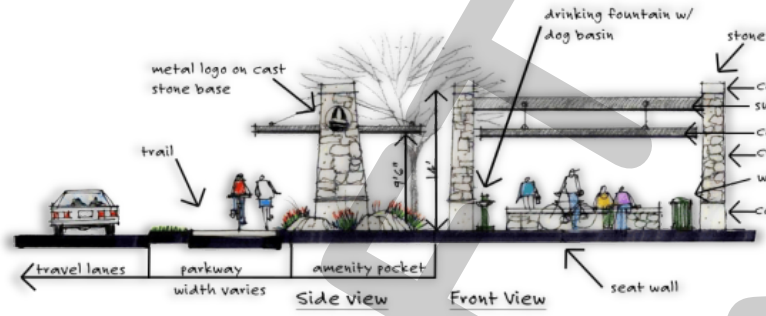
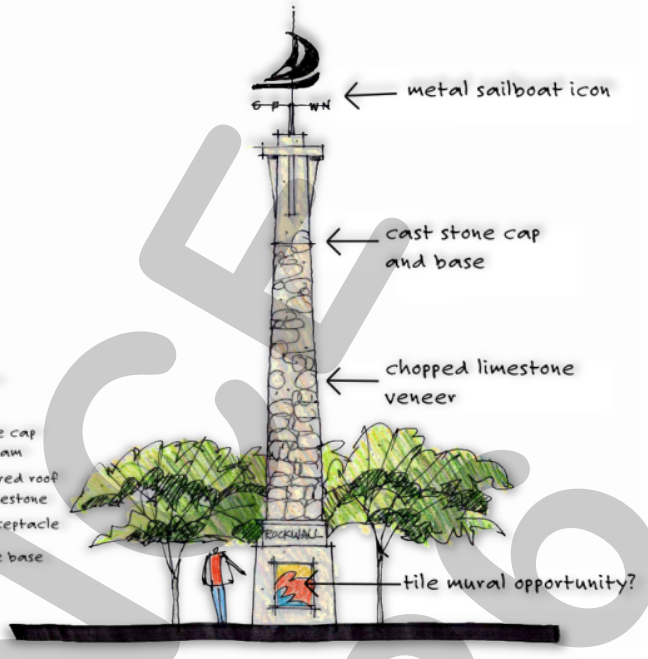


Trail Rest Area Concept 3/16" = 1'



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

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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.

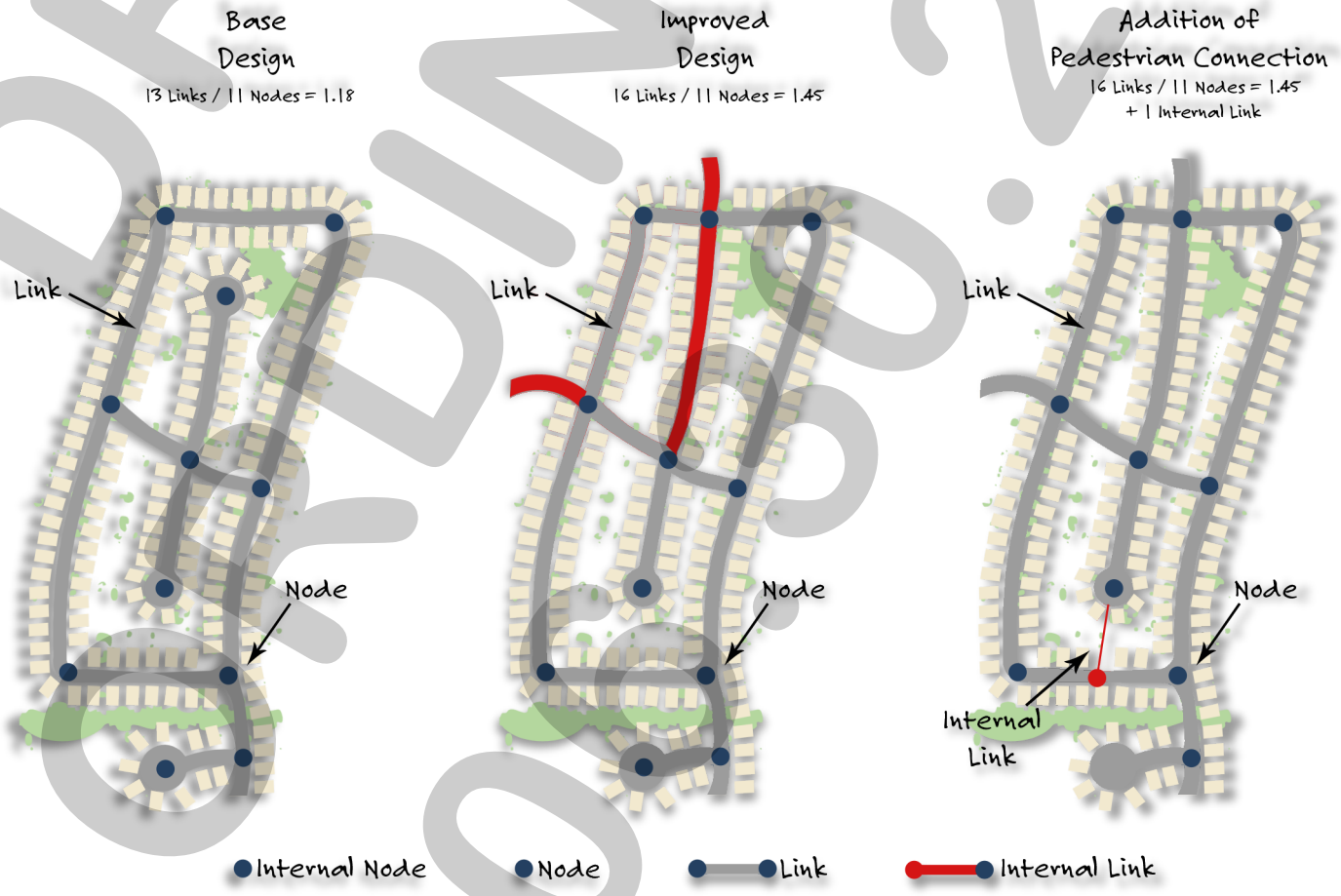
D. Trail connections out of the subdivision shall be considered as being present as a link at the ratio of one link per side as provided for purposes of determining if the required ratio has been met.

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.



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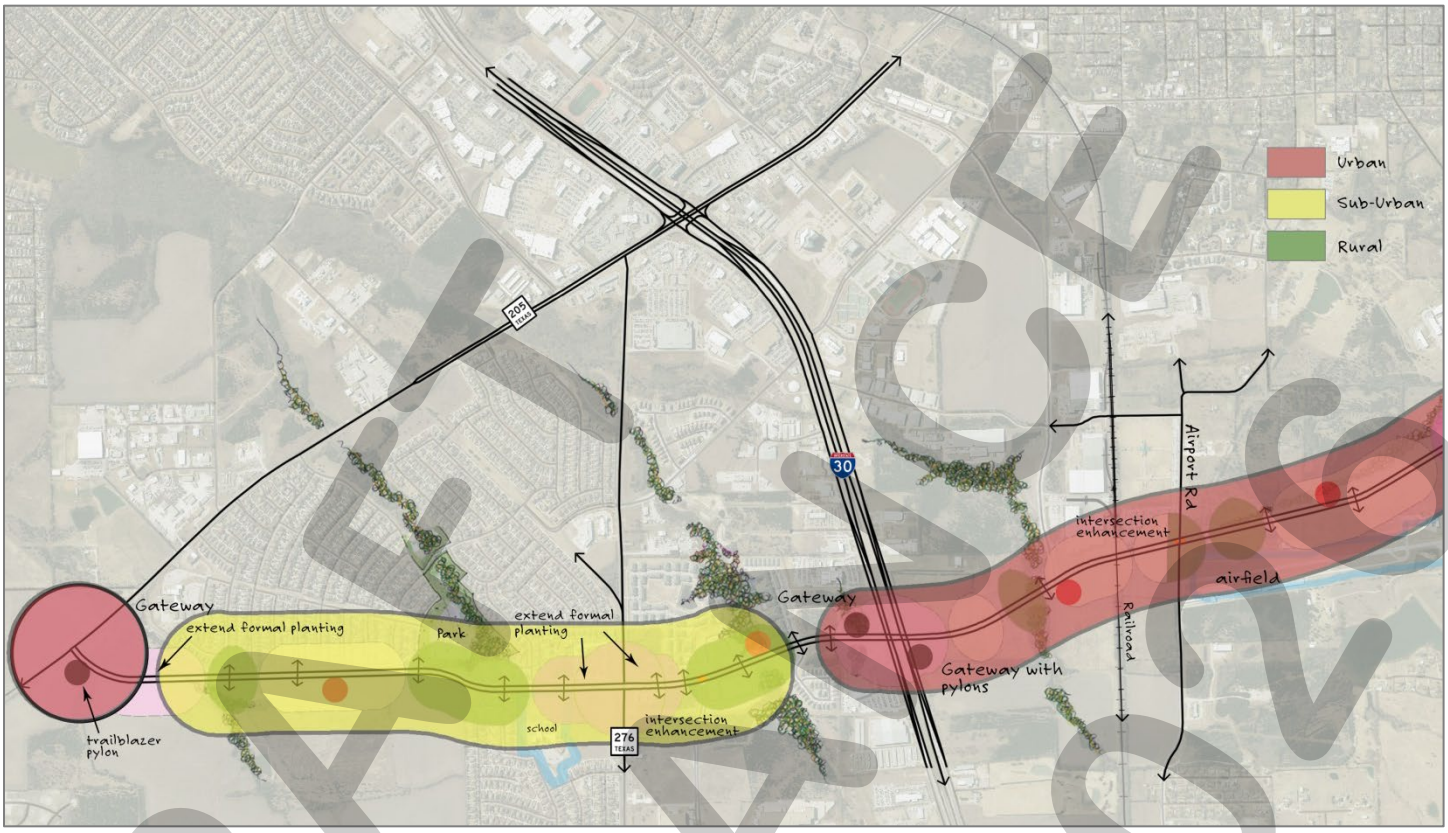
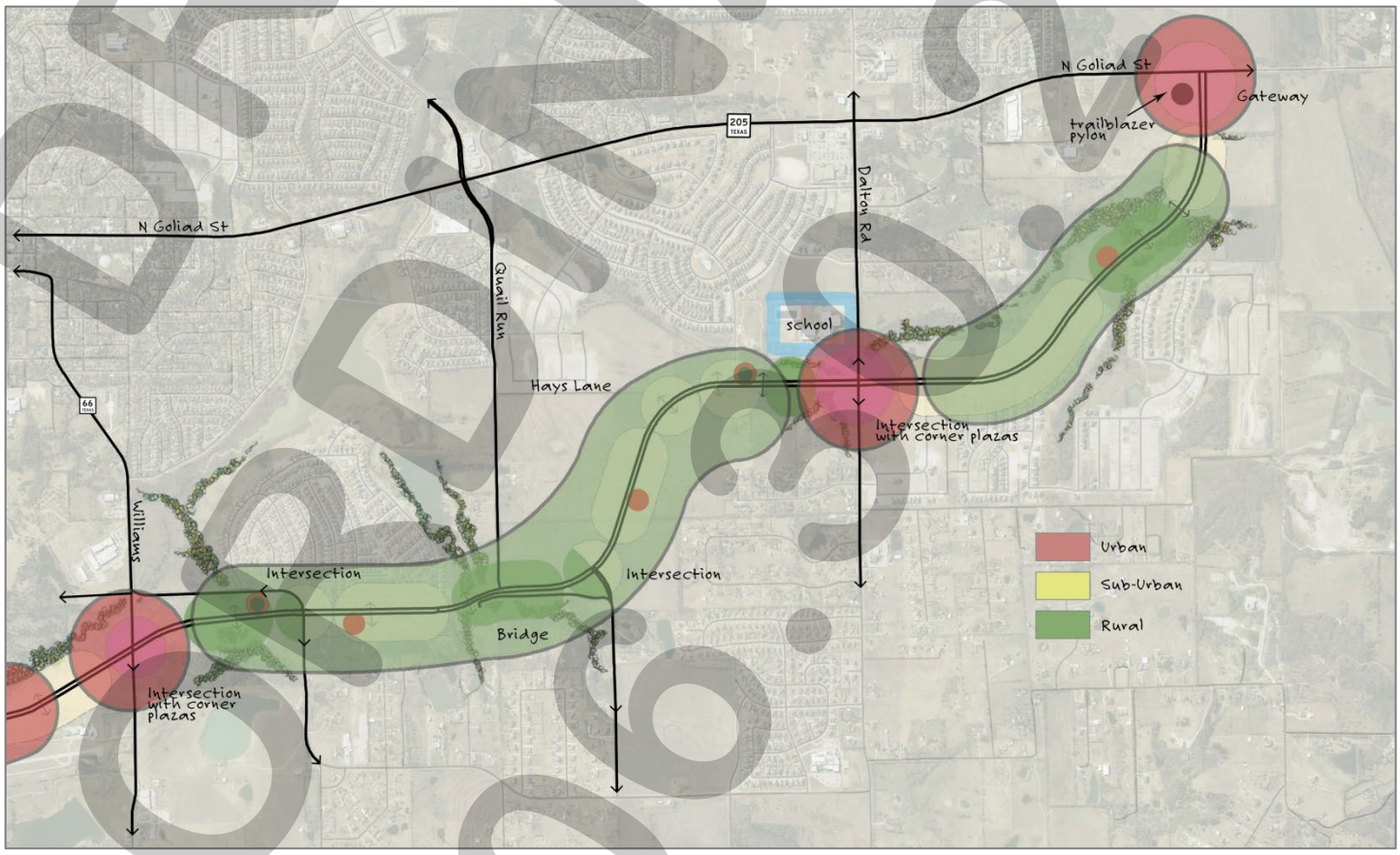
ACCESS STANDARDS: SOUTH



ACCESS STANDARDS: NORTH



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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.

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02.03 SH-276 CORRIDOR PLAN

RESERVED.

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06.30.2026

APPENDIX C
MAPS

DRAFT FOR REVIEW PURPOSES ONLY 2026

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.

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FUTURE LAND USE PLAN

COMPREHENSIVE PLAN
01 | LAND USE & GROWTH MANAGEMENT

1

RESIDENTIAL LAND USE
- LOW DENSITY RESIDENTIAL
- MEDIUM DENSITY SINGLE-FAMILY RESIDENTIAL
- HIGH DENSITY RESIDENTIAL

COMMERCIAL/INDUSTRIAL LAND
- COMMERCIAL
- COMMERCIAL / INDUSTRIAL
- TECHNOLOGY / LIGHT INDUSTRIAL
- BUSINESS CENTER

MAP LEGEND
- PLANNING BOUNDARY
- PONDS
- CITY LIMITS
- COUNTY LINE

SPECIAL LAND USE
- MIXED USE
- DOWNTOWN DISTRICT
- SPECIAL COMM. CORRIDOR
- LIVE / WORK

PUBLIC/OTHER LAND USE
- PARKS AND OPEN SPACES
- CEMETERY
- PUBLIC USES
- QUASI-PUBLIC USES

Wylie
Collin County
Dallas County
Rowlett
Lake Ray Hubbard
Dallas County
Rockwall County
Mobile City
Fate
McLendon-Chisholm
Heath
Rockwall County
Hunt County
Hunt County
Kaufman County
552
1138
66
3549
30
551
66
30
276
3097
205
740
549
548
550

Miles
0 0.4 0.8 1.2 1.6 2

06.30.2026

TRAIL MASTER PLAN

- Hike and Bike
- Connector Trail
- Nature Trail
- Neighborhood Connector
- Safe Route To School
- Attractors
- Parks
- Schools
- Extra-Territorial Jurisdiction
- Hike and Bike Trail
- Boat Ramp
- Baseball Fields
- Football Field
- Swimming Pool
- Trail Head (TH)

Royse City
Fate
Mobile City
McLendon-Chisholm
Heath
Rockwall Lake
Collin County
Rockwall County
Hunt County
66
205
30
276
0 0.4 0.8 1.2 1.6 2 Miles

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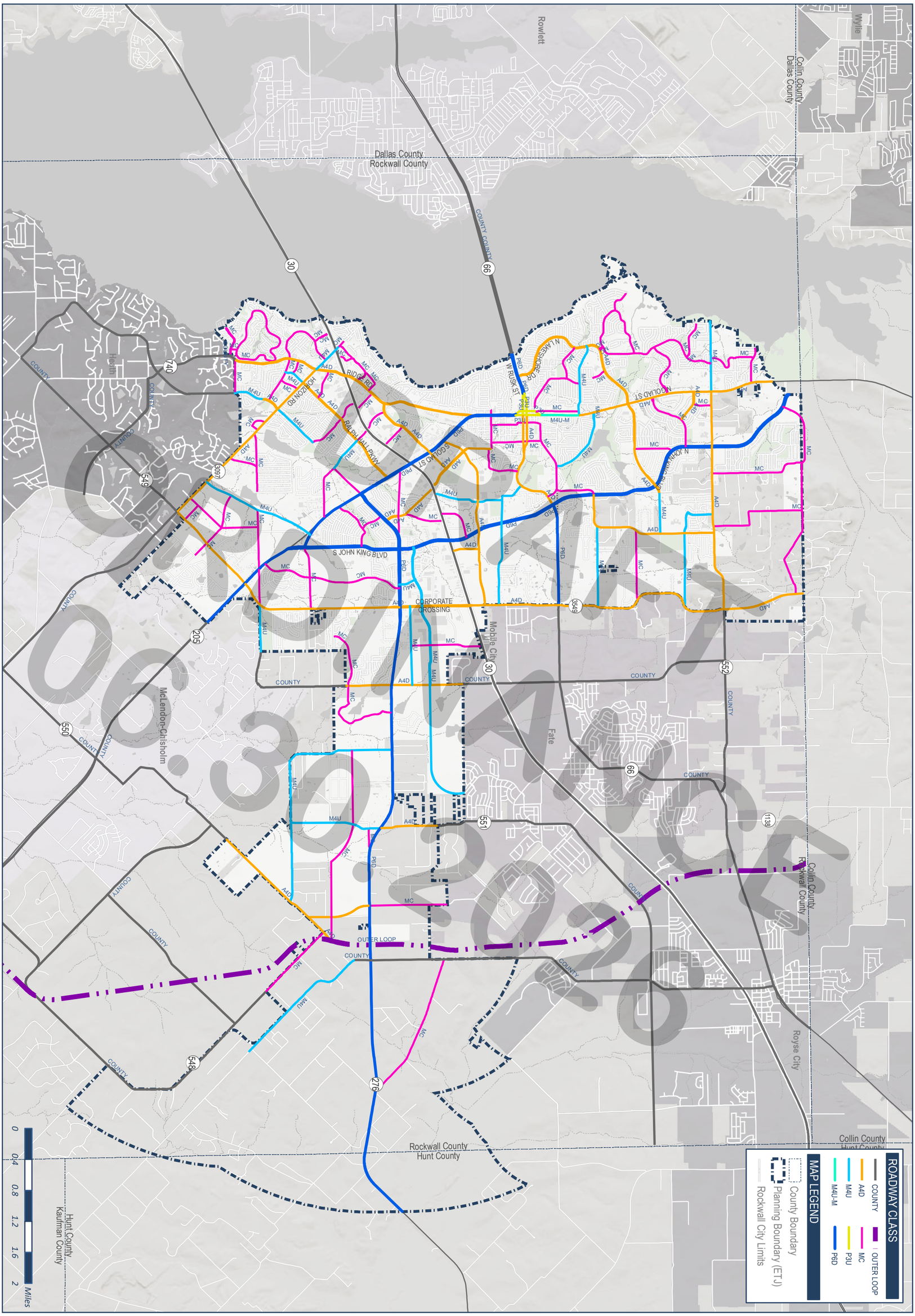
MASTER TRAIL PLAN

COMPREHENSIVE PLAN
03 | PARKS, OPEN SPACE AND TRAILS

2



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3 COMPREHENSIVE PLAN
04 | INFRASTRUCTURE

MASTER THOROUGHFARE PLAN

MASTER WASTE WATER PLAN

COMPREHENSIVE PLAN
04 | INFRASTRUCTURE

4

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06.30.26

MASTER WATER PLAN

COMPREHENSIVE PLAN
04 | INFRASTRUCTURE

5