

CITY OF ROCKWALL

ORDINANCE NO. 21-28

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, 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 annual updates to account for changes in the community resulting from growth; 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:

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 6TH DAY OF JULY, 2021.



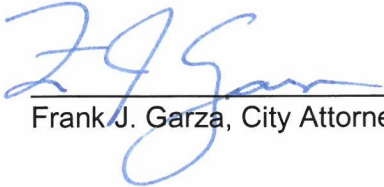
Kevin Fowler, Mayor

ATTEST:



Kristy Cole, City Secretary

APPROVED AS TO FORM:



Frank J. Garza, City Attorney



1st Reading: June 21, 2021

2nd Reading: July 6, 2021

Exhibit 'A'
*2019/2020 Updates to the
OURHometown Vision 2040 Comprehensive Plan*

01.02 COMMERCIAL ● ● ● ●

● COMMERCIAL/RETAIL (CR)

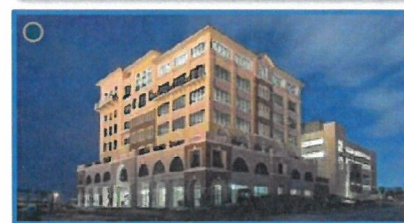
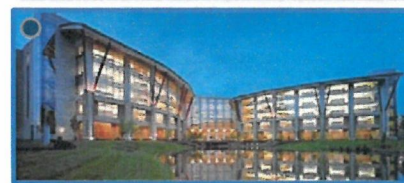
The *Commercial/Retail* land use category is characterized by single to multi-tenant commercial retail centers along major arterials at key intersections. These areas are typically considered to be convenience shopping centers and service adjacent residential subdivisions. Zoning in conformance with 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)

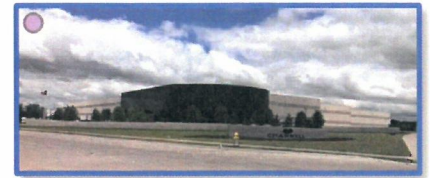
The *Technology/Employment Centers* land use category is characterized by employment-oriented businesses, which are generally situated in larger centers (e.g. *Rockwall Technology Park*) with access to key transportation networks. These uses should utilize large setbacks, campus style green spaces and 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)

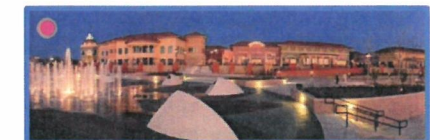
The *Live/Work* land use designation is characterized by the reuse of single-family properties as low-intensity office or retail land uses. These areas are considered to be transitional and require added flexibility for the purpose of maintaining a specific small town aesthetic along major roadways. 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

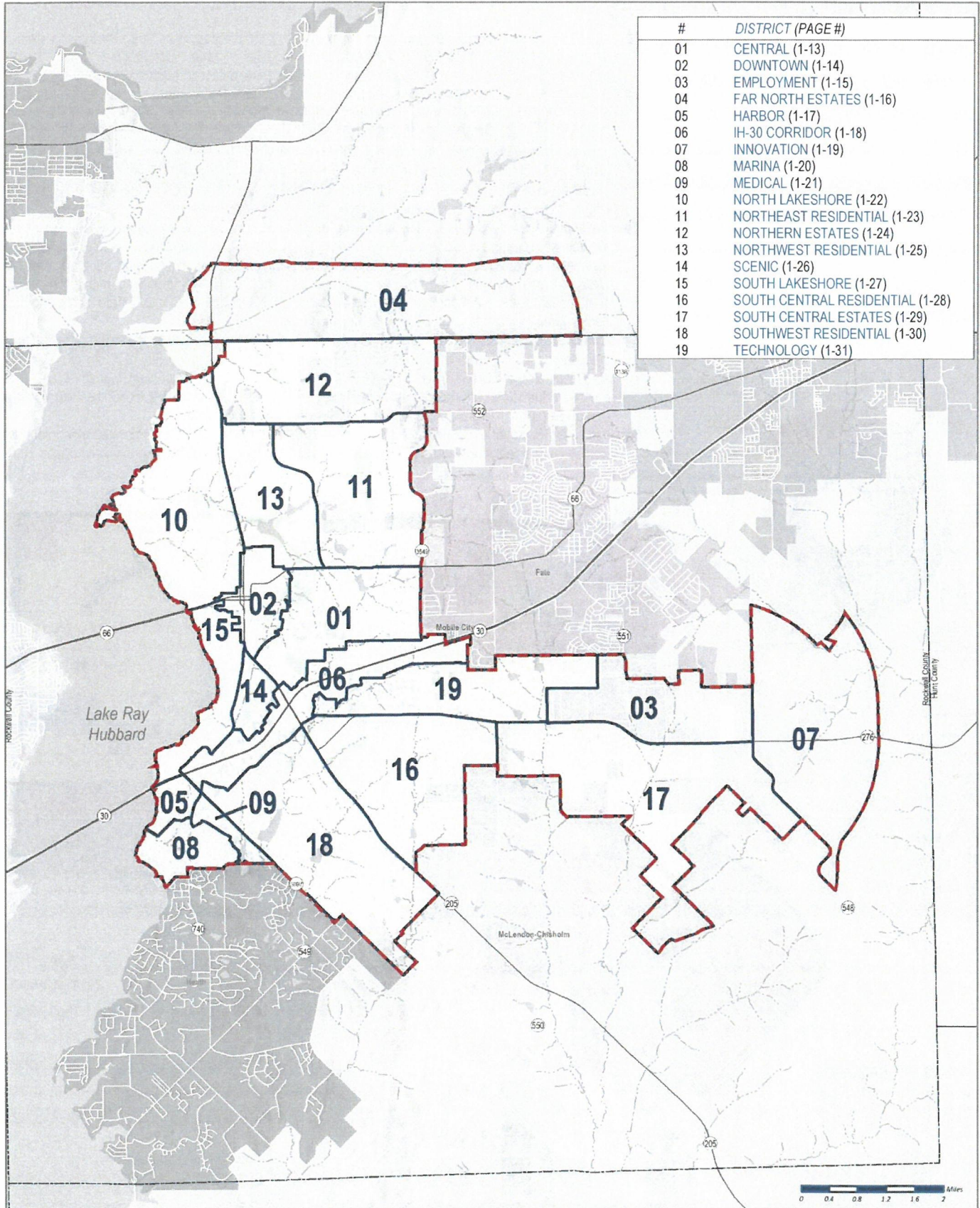
- 1 Primary Land Uses: Retail, Office, Restaurant and Residential Land Uses
- 2 Secondary Land Uses: Parks, Open Space, Trails, and Institutional/Civic Land Uses
- 3 Zoning Districts: Downtown (DT) District and Planned Development (PD) Districts

EXISTING LAND USE EXAMPLES

- 1 Rockwall Commons
- 2 Harbor District

DOWNTOWN (DT)

00 OVERVIEW MAP



01 CENTRAL DISTRICT

DISTRICT STRATEGIES

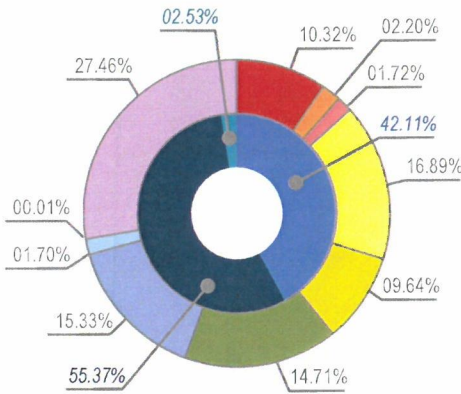
DISTRICT DESCRIPTION

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

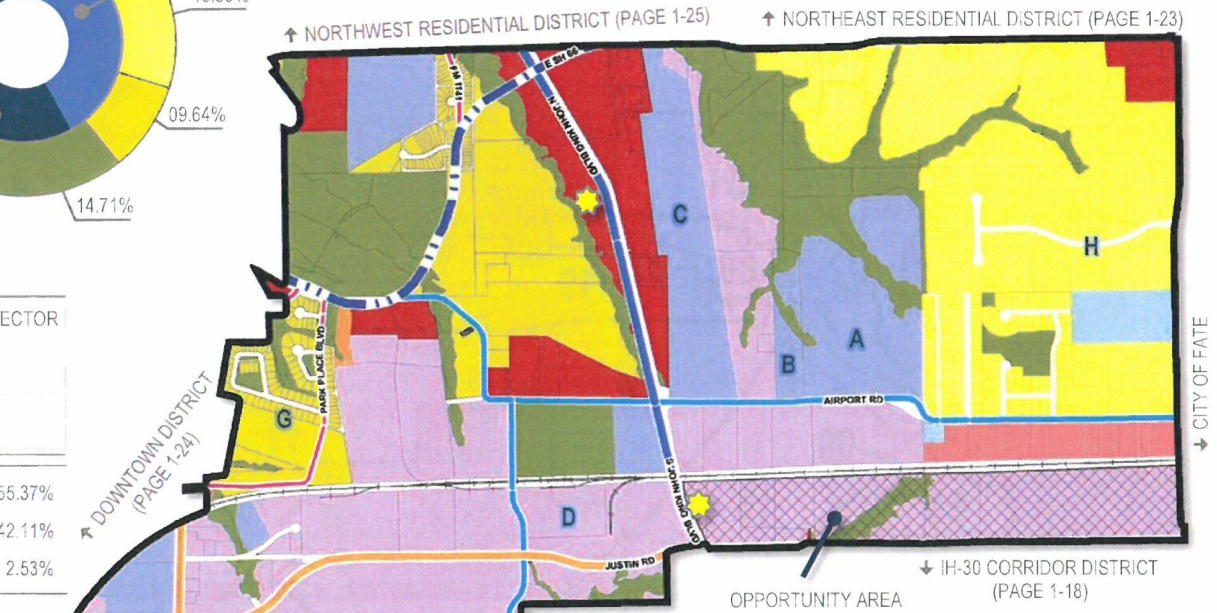
The *Central District* still has some key vacant and underutilized tracts of land that are anticipated to shape the area moving forward. Taking these areas into consideration the following are the strategies for this district:

 John King Boulevard Trail Plan
Rest Stop/Trailblazer Pylon

- 1 Live/Work.** The livework 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. Ridgcrest 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
	M4D
	P6D
	TXDOT 4D
	COMMERCIAL 55.37%
	RESIDENTIAL 42.11%
	MIXED USE 2.53%



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. Wiley Middle School
- G. Park Place Subdivision
- H. Rolling Meadows Subdivision

	681		220
	1,512		71
	1.10%		488
	0.82%		

	CEMETERY (CEM)	0.18-ACRES
	COMMERCIAL/RETAIL (CR)	143.20-ACRES
	HIGH DENSITY RESIDENTIAL (HDR)	30.58-ACRES
	LIVE/WORK (LW)	23.85-ACRES
	LOW DENSITY RESIDENTIAL (LDR)	234.39-ACRES
	MEDIUM DENSITY RESIDENTIAL (MDR)	133.75-ACRES
	PARKS AND OPEN SPACE (OS)	204.05-ACRES
	PUBLIC (P)	212.77-ACRES
	QUASI-PUBLIC (QP)	23.65-ACRES
	SPECIAL COMMERCIAL CORRIDOR (SC)	0.08-ACRES
	TECHNOLOGY/EMPLOYMENT CENTER (TEC)	381.07-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.

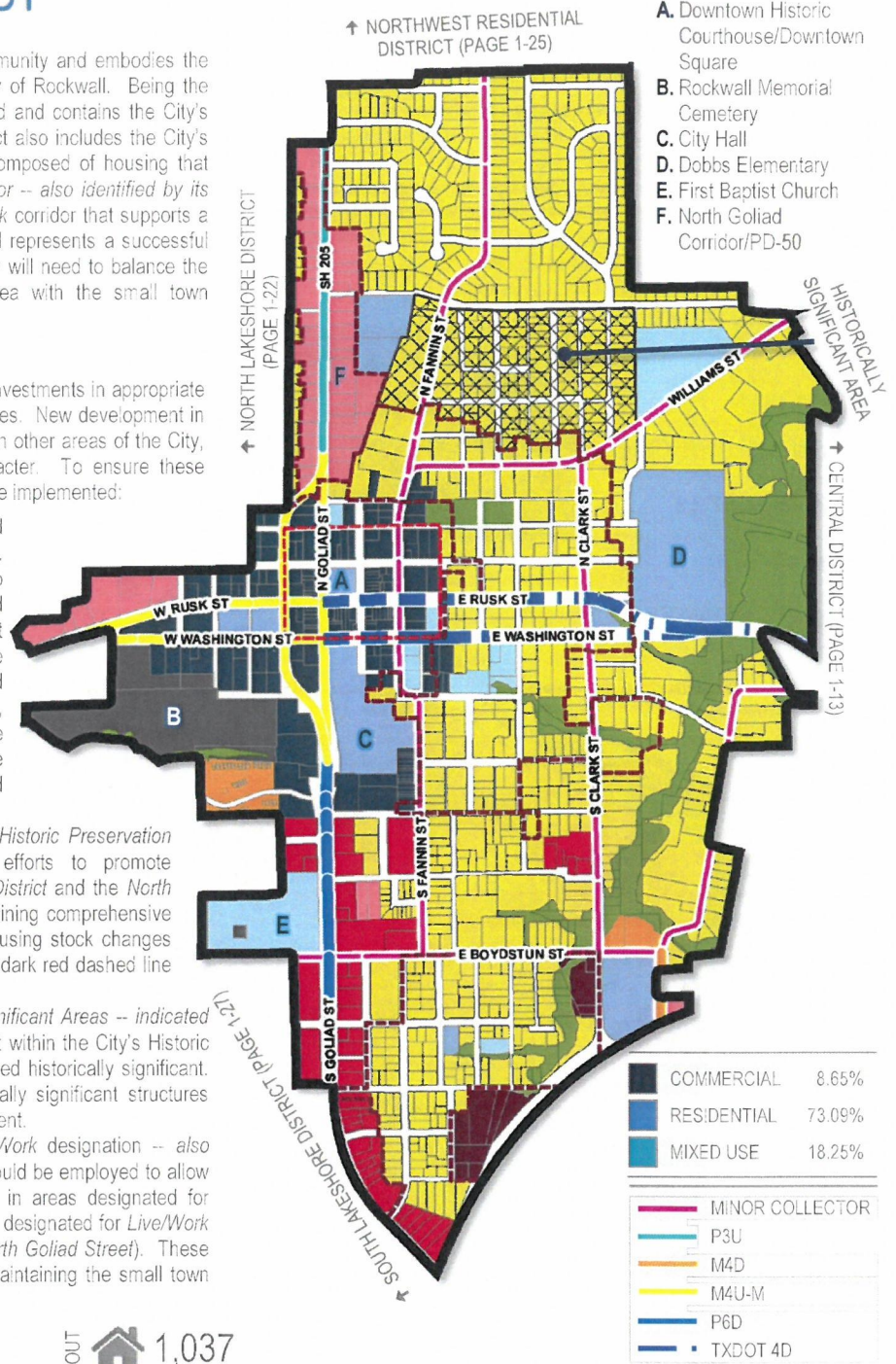
DISTRICT STRATEGIES

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.

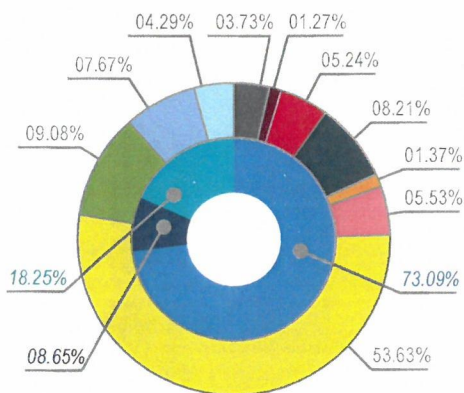
POINTS OF REFERENCE

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



COMMERCIAL	8.65%
RESIDENTIAL	73.09%
MIXED USE	18.25%

MINOR COLLECTOR	
P3U	
M4D	
M4U-M	
P6D	
TXDOT 4D	



BUILD OUT	1,037
CURRENT	926
% OF ROCKWALL	4.63%
	2,639
	248
	2,370
	13.64%
	3.98%

CEMETERY (CEM)	17.11-ACRES
COMMERCIAL/INDUSTRIAL (CI)	5.82-ACRES
COMMERCIAL/RETAIL (CR)	24.06-ACRES
DOWNTOWN (DT)	37.67-ACRES
HIGH DENSITY RESIDENTIAL (HDR)	6.27-ACRES
LIVE/WORK (LW)	25.38-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)	246.20-ACRES
PARKS AND OPEN SPACE (OS)	41.69-ACRES
PUBLIC (P)	35.21-ACRES
QUASI-PUBLIC (QP)	19.70-ACRES

05 HARBOR DISTRICT

DISTRICT DESCRIPTION

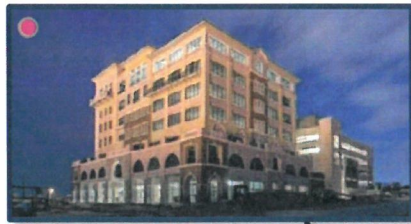
Being an entry portal into the City of Rockwall, the Harbor District is intended to provide a pedestrian oriented, mixed-use district that accommodates residential, non-residential, and public spaces. This district is characterized by the live, work and play environment that will be provided through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

POINTS OF REFERENCE

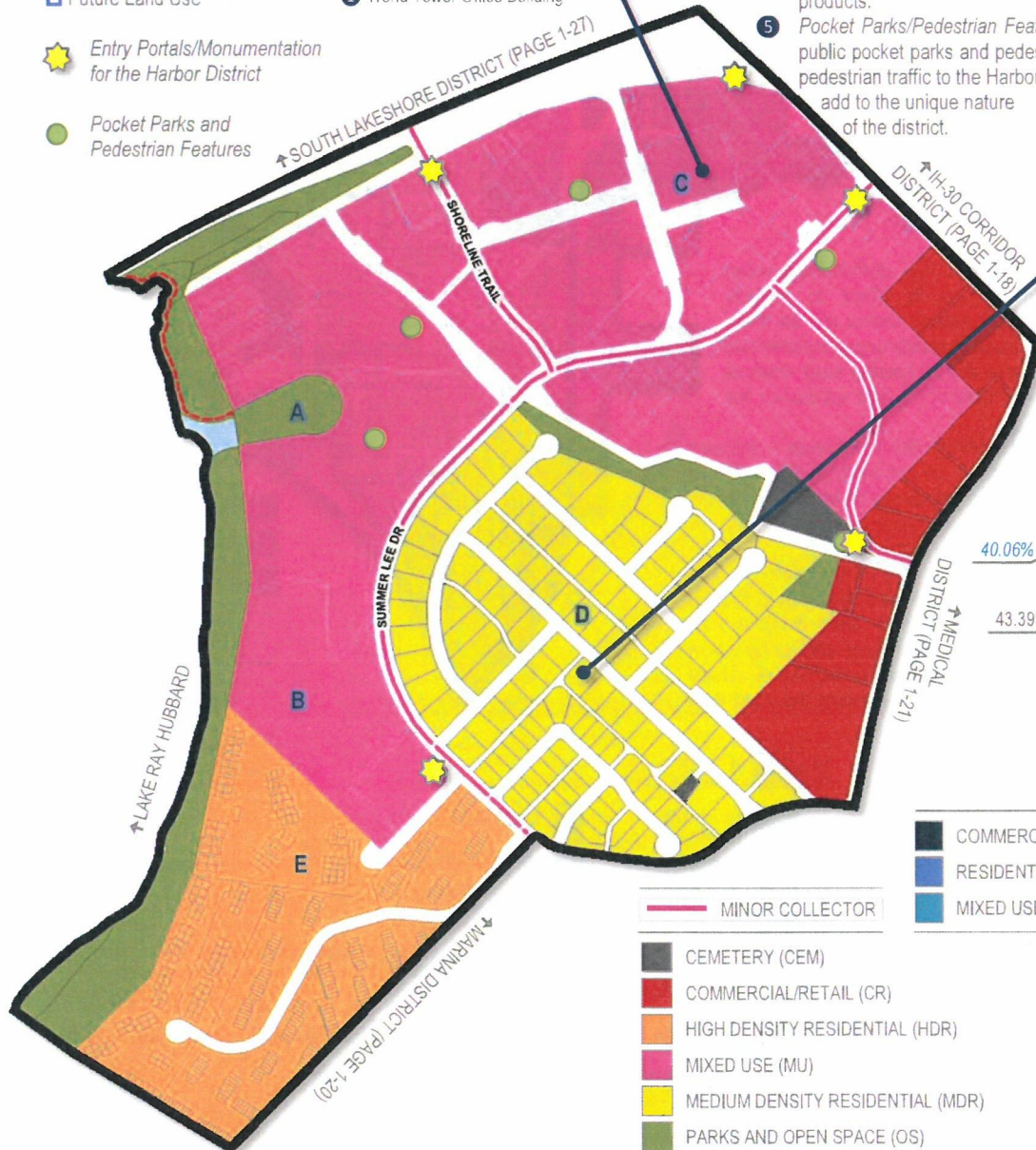
- A. Harbor Fountain
- B. Hilton Hotel & Resort
- C. Trend Tower
- D. Lago Vista Subdivision
- E. Signal Ridge Condominiums

LAND USE PALETTES

- Current Land Use
- Future Land Use
- ★ Entry Portals/Monumentation for the Harbor District
- Pocket Parks and Pedestrian Features



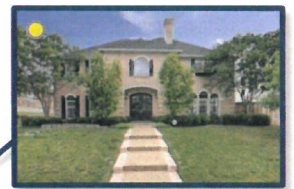
1 Trend Tower Office Building



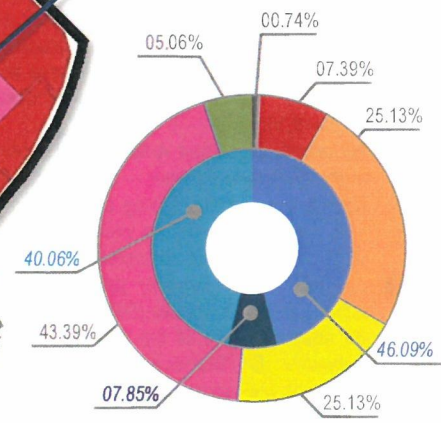
DISTRICT STRATEGIES

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 medium 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



Land Use Type	Percentage
COMMERCIAL	7.85%
RESIDENTIAL	46.09%
MIXED USE	46.06%

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

CURRENT

- 1,292
- 119
- 3,915

% OF ROCKWALL

- 6.46%
- 6.55%
- 6.58%

BUILT OUT

- 1,921
- 5,821

06 IH-30 CORRIDOR DISTRICT

DISTRICT DESCRIPTION

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

POINTS OF REFERENCE

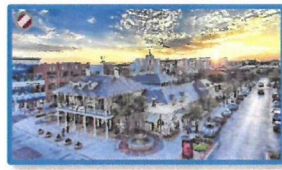
- A. Lake Point Church
- B. Rochell Elementary School
- C. Walmart
- D. Costco

LAND USE PALETTES

- Current Land Use
- Future Land Use
- John King Boulevard Trail Plan Rest Stop/Traillblazer Pylon
- IH-30 Corridor Plan Eastern Entry Portals



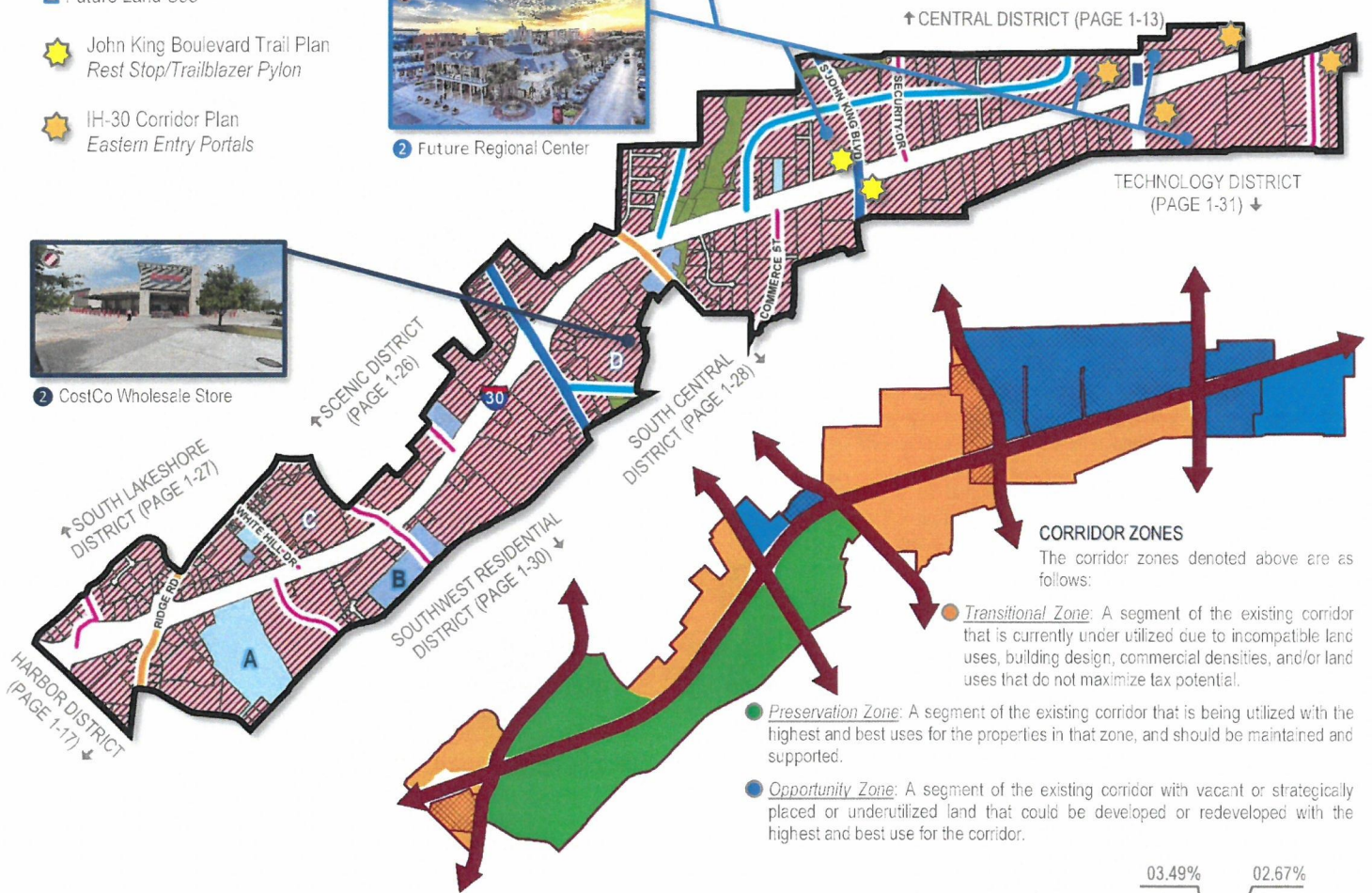
2/3 Future Regional Center



2 Future Regional Center



2 Costco Wholesale Store



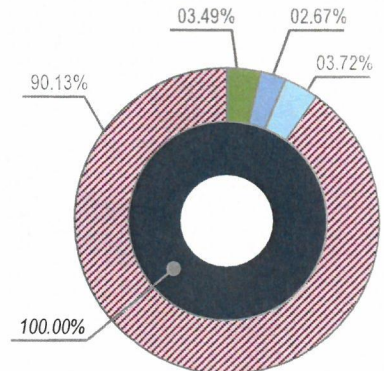
CORRIDOR ZONES

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.

 COMMERCIAL	100.00%
 RESIDENTIAL	0.00%
 MIXED USE	0.00%
 PARKS AND OPEN SPACE (OS)	37.03-ACRES
 PUBLIC (P)	28.31-ACRES
 QUASI-PUBLIC (QP)	39.49-ACRES
 SPECIAL COMMERCIAL CORRIDOR (SC)	957.15-ACRES

 MINOR COLLECTOR
 M4U
 M4D
 P6D
 TXDOT 4D



CURRENT	 0	 0.00%
	 571	 31.41%
	 0	 0.00%

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.

07 INNOVATION DISTRICT

DISTRICT DESCRIPTION

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

DISTRICT STRATEGIES

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

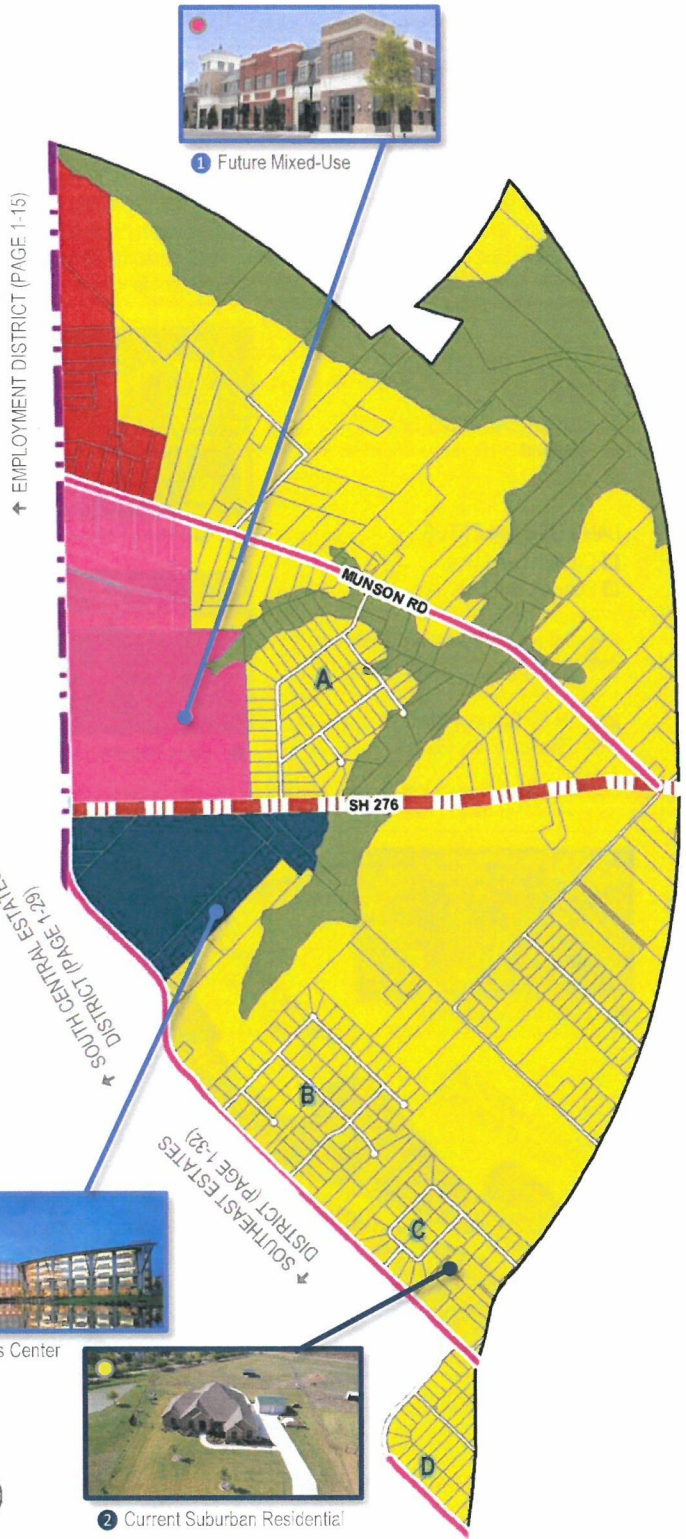
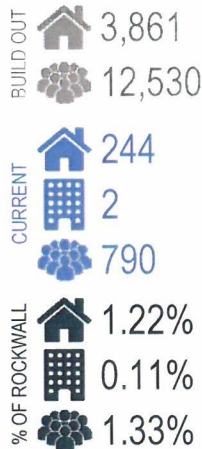
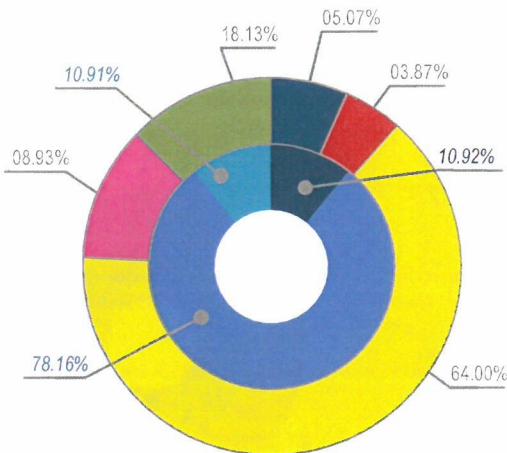
- 1 Opportunity Zone (Intersection of SH-276 & FM-548).** When constructed this intersection will be a major land use node in the district and have the potential to provide employment and professional campus land uses mixed with entertainment, restaurant and retail land uses. These uses that can create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

POINTS OF REFERENCE

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

LAND USE PALETTES

- Current Land Use
- Future Land Use



Land Use Category	Percentage	Acres
COMMERCIAL	10.92%	140.62-ACRES
RESIDENTIAL	78.16%	107.49-ACRES
MIXED USE	10.91%	247.86-ACRES
BUSINESS CENTER (BC)		140.62-ACRES
COMMERCIAL/RETAIL (CR)		107.49-ACRES
MIXED USE (MU)		247.86-ACRES
MEDIUM DENSITY RESIDENTIAL (MDR)		1,775.24-ACRES
PARKS AND OPEN SPACE (OS)		502.86-ACRES

11 NORTHEAST RESIDENTIAL DISTRICT

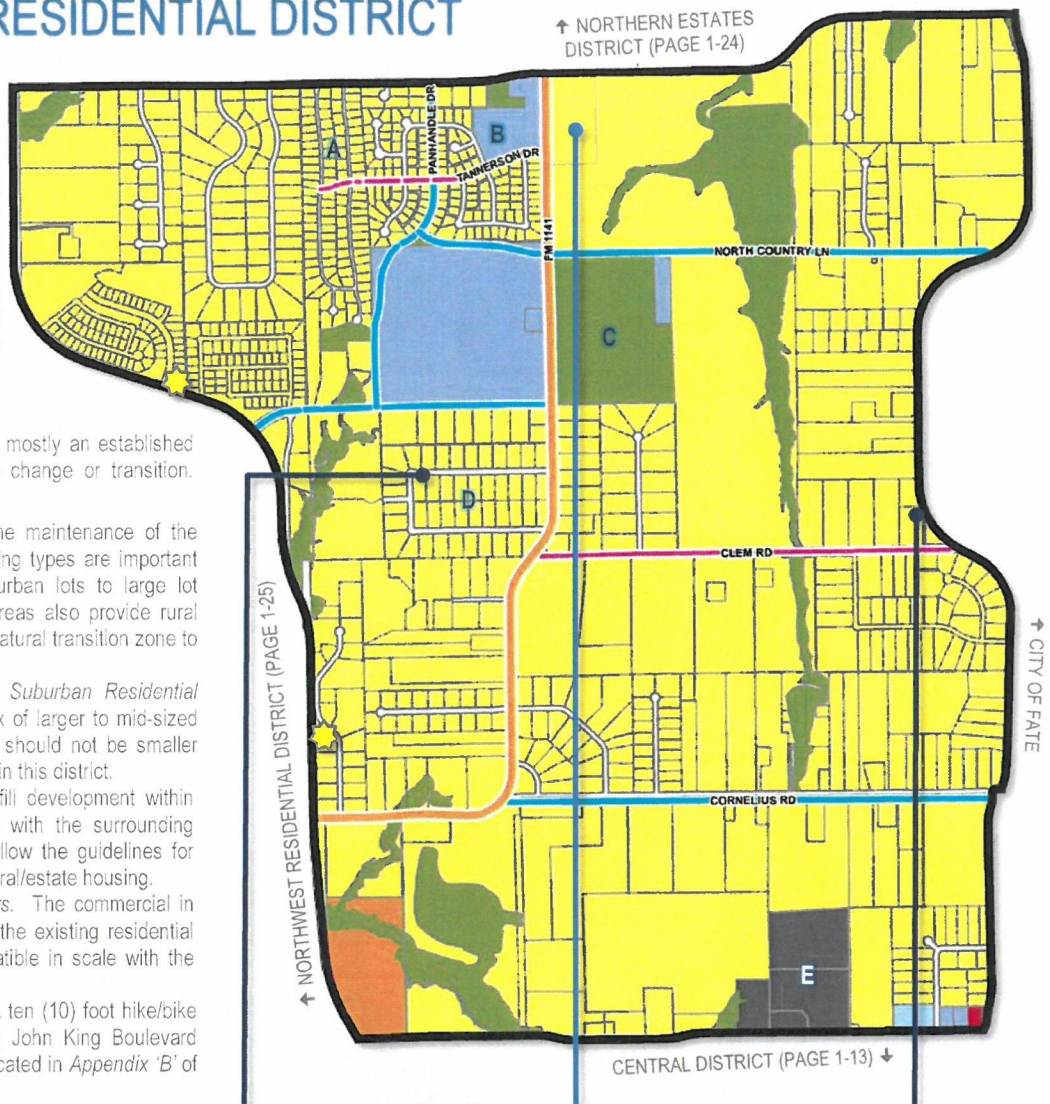
DISTRICT DESCRIPTION

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

DISTRICT STRATEGIES

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

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



POINTS OF REFERENCE

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

LAND USE PALETTES

- Current Land Use
- Future Land Use

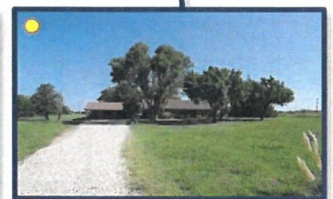
- ★ John King Boulevard Trail Plan Rest Stop/Traiblazer Pylon



2 Current Suburban Residential



2 Future Suburban Residential

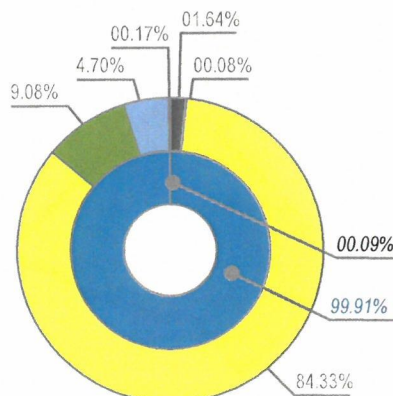


1 Current Rural Residential

BUILD OUT
🏠 1,964
🌳 5,794

% OF ROCKWALL
🏠 3.13%
🏢 0.99%
🌳 3.10%

CURRENT
🏠 625
🏢 18
🌳 1,844



— MINOR COLLECTOR	
— M4U	
— M4D	
■ CEMETERY (CEM)	32.34-ACRES
■ COMMERCIAL/RETAIL (CR)	1.52-ACRES
■ LOW DENSITY RESIDENTIAL (LDR)	1,658.33-ACRES
■ PARKS AND OPEN SPACE (OS)	178.54-ACRES
■ PUBLIC (P)	92.45-ACRES
■ QUASI-PUBLIC (QP)	3.25-ACRES
■ COMMERCIAL	0.09%
■ RESIDENTIAL	99.91%
■ MIXED USE	0.00%

17 SOUTH CENTRAL ESTATES DISTRICT

DISTRICT DESCRIPTION

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

POINTS OF REFERENCE

- A. Equestrian Meadows Subdivision
- B. Westhaven Subdivision

LAND USE PALETTES

- Current Land Use
- Future Land Use



2 Future Suburban Residential

↑ TECHNOLOGY DISTRICT (PAGE 1-31)

↑ EMPLOYMENT DISTRICT (PAGE 1-15)



4 Future Business Center

← SOUTH CENTRAL RESIDENTIAL DISTRICT (PAGE 1-28)



2 Future Suburban Residential

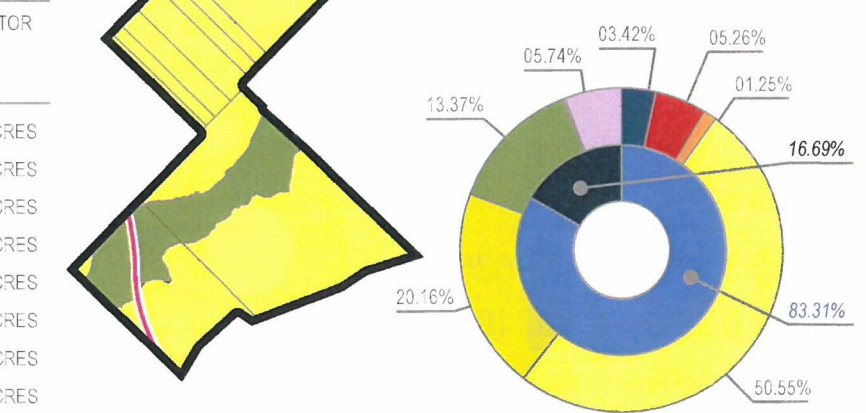
↓ CITY OF McLENDON-CHISHOLM

↓ SOUTH EAST ESTATES DISTRICT (PAGE 1-32)

↑ INNOVATION DISTRICT (PAGE 1-19)



COMMERCIAL	16.69%	MINOR COLLECTOR
RESIDENTIAL	83.31%	M4U
MIXED USE	0.00%	OUTER LOOP
BUSINESS CENTER	106.13-ACRES	
COMMERCIAL/RETAIL (CR)	162.92-ACRES	
HIGH DENSITY RESIDENTIAL (HDR)	38.71-ACRES	
LOW DENSITY RESIDENTIAL (LDR)	1,566.88-ACRES	
MEDIUM DENSITY RESIDENTIAL (MDR)	624.93-ACRES	
PARKS AND OPEN SPACE (OS)	414.30-ACRES	
QUASI-PUBLIC (QP)	7.79-ACRES	
TECHNOLOGY/EMPLOYMENT CENTER (TEC)	177.95-ACRES	



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.

20 SUMMARY LAND USE PLAN

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

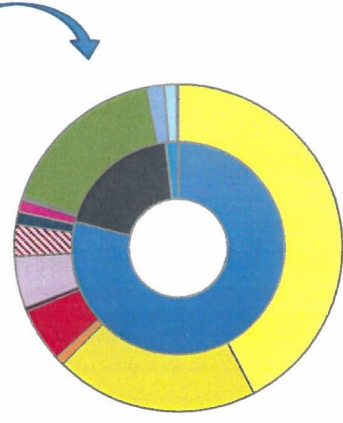
The following is a summary of the total acreage by Land Use District for each Land Use Designation and the corresponding land use breakdown at the time of the adoption of the Comprehensive Plan:

#	DISTRICT (PAGE #)	RESIDENTIAL: 77.17%			COMMERCIAL: 20.63%			MIXED USE: 2.20%			CEM				
		LDR	MDR	HDR	CR	CI	TEC	SC	BC	MU		DT	LW	OS	P
1	CENTRAL (1-13)	234.39	133.75	30.58	143.20		381.07	0.08				204.05	212.77	23.65	0.18
2	DOWNTOWN (1-14)		245.20	6.27	24.06							41.69	35.21	19.70	17.11
3	EMPLOYMENT (1-15)	0.03	355.53		67.72	5.82	640.37		86.38			106.27	14.31	39.12	
4	FAR NORTH ESTATES (1-16)	2,265.23	131.27	48.50								981.02			
5	HARBOR (1-17)		35.22	48.42	14.25					83.60		9.97			1.43
6	IH-30 CORRIDOR (1-18)							957.15				37.03	28.31	39.49	
7	INNOVATION (1-19)		1,775.24		107.49							502.86			
8	MARINA (1-20)		317.63	14.04	2.80							100.71		5.18	0.03
9	MEDICAL (1-21)				65.95							38.65	1.27	26.14	
10	NORTH LAKESHORE (1-22)		1,237.77		56.94				36.01			541.83	40.53	5.58	3.76
11	NORTHEAST RESIDENTIAL (1-23)	1,658.33			1.52							178.54	92.45	3.25	32.34
12	NORTHERN ESTATES (1-24)	1,643.65	0.04		68.87							341.15	7.33		
13	NORTHWEST RESIDENTIAL (1-25)		581.43		60.20							315.22	38.11	9.66	
14	SCENIC (1-26)		28.04	54.77	20.89					33.21		38.13	52.63	14.31	
15	SOUTH LAKESHORE (1-27)		381.87		34.92							123.68	2.93	2.93	0.75
16	SOUTH CENTRAL RESIDENTIAL (1-28)	1,102.26	200.85		144.84							283.44	40.36	151.33	0.99
17	SOUTH CENTRAL ESTATES (1-29)	1,566.88	624.93	38.71	162.92	7.79			106.13			414.30		7.79	
18	SOUTHWEST RESIDENTIAL (1-30)	566.88	481.39		277.44	120.50						570.30		8.67	
19	TECHNOLOGY (1-31)	425.14	27.22	74.61	78.42		530.85	6.76				1.95		0.61	
		9,462.79	6,558.38	267.40	1,380.93	126.32	1,560.08	963.99	369.14	364.67	37.67	4,828.84	557.90	374.74	56.59
		35.08%	24.31%	0.99%	5.12%	0.47%	5.78%	3.57%	1.37%	1.35%	0.14%	17.90%	2.07%	1.39%	0.21%

SUMMARY OF HOUSING, BUSINESSES AND POPULATION BY DISTRICT

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

#	DISTRICT (PAGE #)	CURRENT			BUILD OUT		
		Houses	Businesses	Population	Houses	Businesses	Population
01	CENTRAL (1-13)	220	71	488	681	1512	1512
02	DOWNTOWN (1-14)	926	248	2,370	1,037	2,639	2,639
03	EMPLOYMENT (1-15)	202	105	644	987	3,149	3,149
04	FAR NORTH ESTATES (1-16)	256	5	791	4,269	13,191	13,191
05	HARBOR (1-17)	1,292	119	3,915	1,921	5,821	5,821
06	IH-30 CORRIDOR (1-18)	0	571	0	0	0	0
07	INNOVATION (1-19)	244	2	790	3,861	12,530	12,530
08	MARINA (1-20)	1,536	6	3,923	1,624	4,146	4,146
09	MEDICAL (1-21)	0	173	0	0	0	0
10	NORTH LAKESHORE (1-22)	4,052	65	12,206	4,358	13,135	13,135
11	NORTHEAST RESIDENTIAL (1-23)	625	18	1,844	1,964	5,794	5,794
12	NORTHERN ESTATES (1-24)	904	1	2,671	2,395	7,114	7,114
13	NORTHWEST RESIDENTIAL (1-25)	1,782	25	5,328	2,347	7,018	7,018
14	SCENIC (1-26)	1,040	71	2,309	1,092	2,424	2,424
15	SOUTH LAKESHORE (1-27)	1,618	32	5,011	1,638	5,569	5,569
16	SOUTH CENTRAL RESIDENTIAL (1-28)	2,153	5	6,911	3,757	12,060	12,060
17	SOUTH CENTRAL ESTATES (1-29)	259	49	847	3,868	12,419	12,419
18	SOUTHWEST RESIDENTIAL (1-30)	2,190	188	7,437	4,251	14,108	14,108
19	TECHNOLOGY (1-31)	701	64	1,556	2,376	6,414	6,414
		20,000	1,818	59,531	42,426	129,043	129,043



- 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: Quash-Public
- LAND USE:**
- Commercial
 - Residential
 - Mixed Use

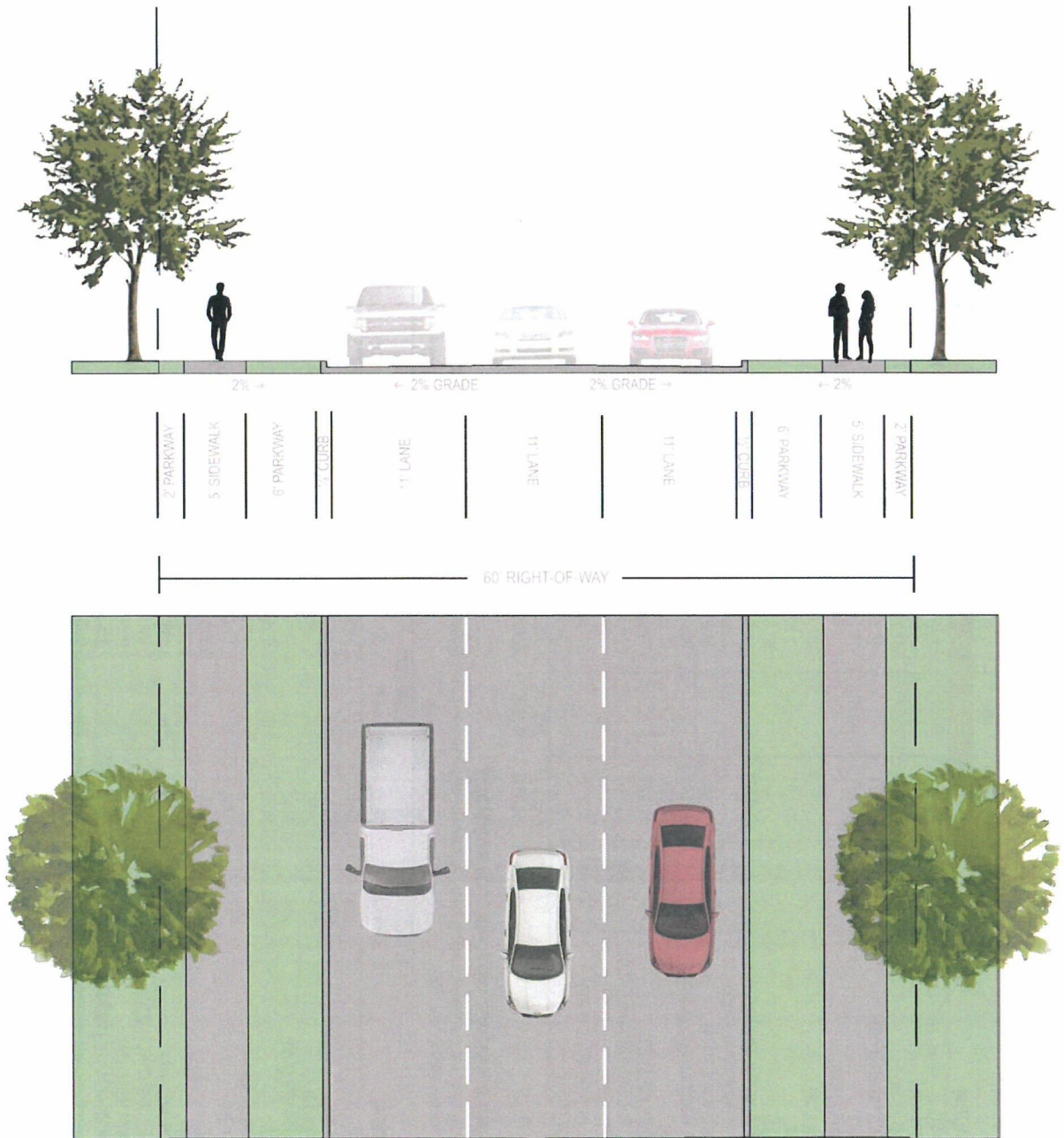
05 STREET CROSS SECTIONS

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



04 IMPLEMENTATION PLAN

01 ACTION PLAN

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

KEY: ONGOING ACTION REQUIRED: [diagonal lines] | REVIEW PERIOD: [orange] | IMPLEMENTATION YEAR: [blue] | EVALUATION OF ONGOING PROGRAMS: [red] | COMPLETED TASKS: ✓ AND 1

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			*					*					
	2	Review the parking standards contained in Article 06, <i>Parking and Loading</i> , of the Unified Development Code to establish a maximum parking ratio and ensure current parking ratios are appropriate for each specified land use, and consider flexibility in cases of redevelopment. In addition, provide incentives for shopping centers to provide shared parking to reduce the overall parking for retail centers.	2, 6, 7, 9	PLANNING AND ZONING DEPARTMENT	MEDIUM													
	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.	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, <i>Overlay Districts</i> , of Article 05, <i>District Development Standards</i> , of the Unified Development Code to ensure that each corridor overlay district contains requirements that convey the community's character, while continuing to provide unique design standards tailored to the geography and land use of the corridor. In addition, these standards should be reviewed to see if the design standards from the various overlay districts are suitable to apply to development citywide.	7, 9	PLANNING AND ZONING DEPARTMENT	MEDIUM			✓										
	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 <i>Master Trail Plan</i> contained within this Comprehensive Plan.	3	PARKS AND RECREATION DEPARTMENT	LOW													
	9	Review the Mandatory Parkland Dedication Ordinance for the purpose of creating Community Park Districts.	3	PARKS AND RECREATION DEPARTMENT	LOW													
	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

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	2019	2020											
	12	Ensure that the City's <i>Standards of Design and Construction Manual</i> allows for the implementation of Traditional Neighborhood Development (TND) principles.	4	ENGINEERING DEPARTMENT	LOW													
	13	Review the City's Permitted Land Use Charts contained in the Unified Development Code to ensure that the employment land use designation on the Future Land Use Map is compatible with the City's zoning districts and the permitted land uses within those zoning districts, make any changes necessary.	1	PLANNING AND ZONING DEPARTMENT	LOW													
	14	Review the City's development requirements contained in the Unified Development Code to ensure that they do not discourage green building practices and principals.	2	PLANNING AND ZONING DEPARTMENT	LOW													
	15	Review the existing density, development and design standards contained in the Unified Development Code to ensure the requirements support and encourage the creation of vibrant public spaces built around social interaction.	7	PLANNING AND ZONING DEPARTMENT	LOW													
	16	Draft model standards for areas zoned for alternative forms of housing (i.e. <i>Townhouses, Condominiums, and Apartments</i>) that can be incorporated in to Article 10, <i>Planned Development Regulations</i> , of the Unified Development Code. These policies will ensure the City has development standards targeted at encouraging the best product available.	8	PLANNING AND ZONING DEPARTMENT	HIGH													
	17	Review the City's residential adjacency standards to ensure that building height and design are addressed in conformance to the policies and procedures of this Comprehensive Plan.	9	PLANNING AND ZONING DEPARTMENT	LOW													
	18	Review Article 06, <i>Permissible Uses</i> , of the Unified Development Code to ensure conformance with the policies and procedures of this Comprehensive Plan.	9	PLANNING AND ZONING DEPARTMENT	LOW													

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

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

KEY: PRIORITY LEVELS: HIGH MEDIUM & LOW | ONGOING ACTION REQUIRED: [diagonal lines] | REVIEW PERIOD: [orange] | IMPLEMENTATION YEAR: [blue] | EVALUATION OF ONGOING PROGRAMS: [red] | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: [red square] | NOTES: RED

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															
	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 residential initiated enforcement cases for each subdivision and put together an Inspection Efficiency Analysis that can help increase the efficiency of the Neighborhood Improvement Services (NIS) Department in the future.	5	NEIGHBORHOOD IMPROVEMENT SERVICES	LOW															
	13	Review and update the Downtown Plan (i.e. <i>Downtown Plan: Blue Print for a Downtown Village</i>) and incorporate the findings into this Comprehensive Plan.	1	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 | REVISED TARGET DATE: | NOTES: **RED**

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																
	6	Consider creating a capital project and amenity life-cycle replacement plan that includes projected budget needs.	3	PARKS & RECREATION DEPARTMENT	MEDIUM																
	7	Perform an assessment of all vacant land suitable for non-residential development within the City and anticipate the possible infrastructure required to effectively develop these areas with non-residential development.	6	PLANNING AND ZONING DEPARTMENT	LOW																
	8	Utilize the City's Geographic Information Systems (GIS) software to track and evaluate existing waterlines, and create a replacement program.	4	PLANNING AND ZONING DEPARTMENT	MEDIUM																
	9	Utilize CityWorks Asset Management System software to evaluate the existing water/wastewater system and streamline reoccurring maintenance.	4	PLANNING AND ZONING DEPARTMENT	MEDIUM																
	10	Camera all existing wastewater lines to evaluate the structure integrity and capacity of each segment and log into the Asset Management System.	4	ENGINEERING DEPARTMENT	MEDIUM																
	11	Incorporate an infrastructure section into staff's development case memorandums to account for potential impacts/needs for zoning changes that propose more intense land uses.	4	PLANNING AND ZONING DEPARTMENT	LOW	✓															

KEY: PRIORITY LEVELS: HIGH MEDIUM & LOW | ONGOING ACTION REQUIRED: [diagonal lines] | REVIEW PERIOD: [orange] | IMPLEMENTATION YEAR: [blue] | EVALUATION OF ONGOING PROGRAMS: [red] | COMPLETED TASKS: ✓ AND 1 | REVISED TARGET DATE: [red] | NOTES: RED



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

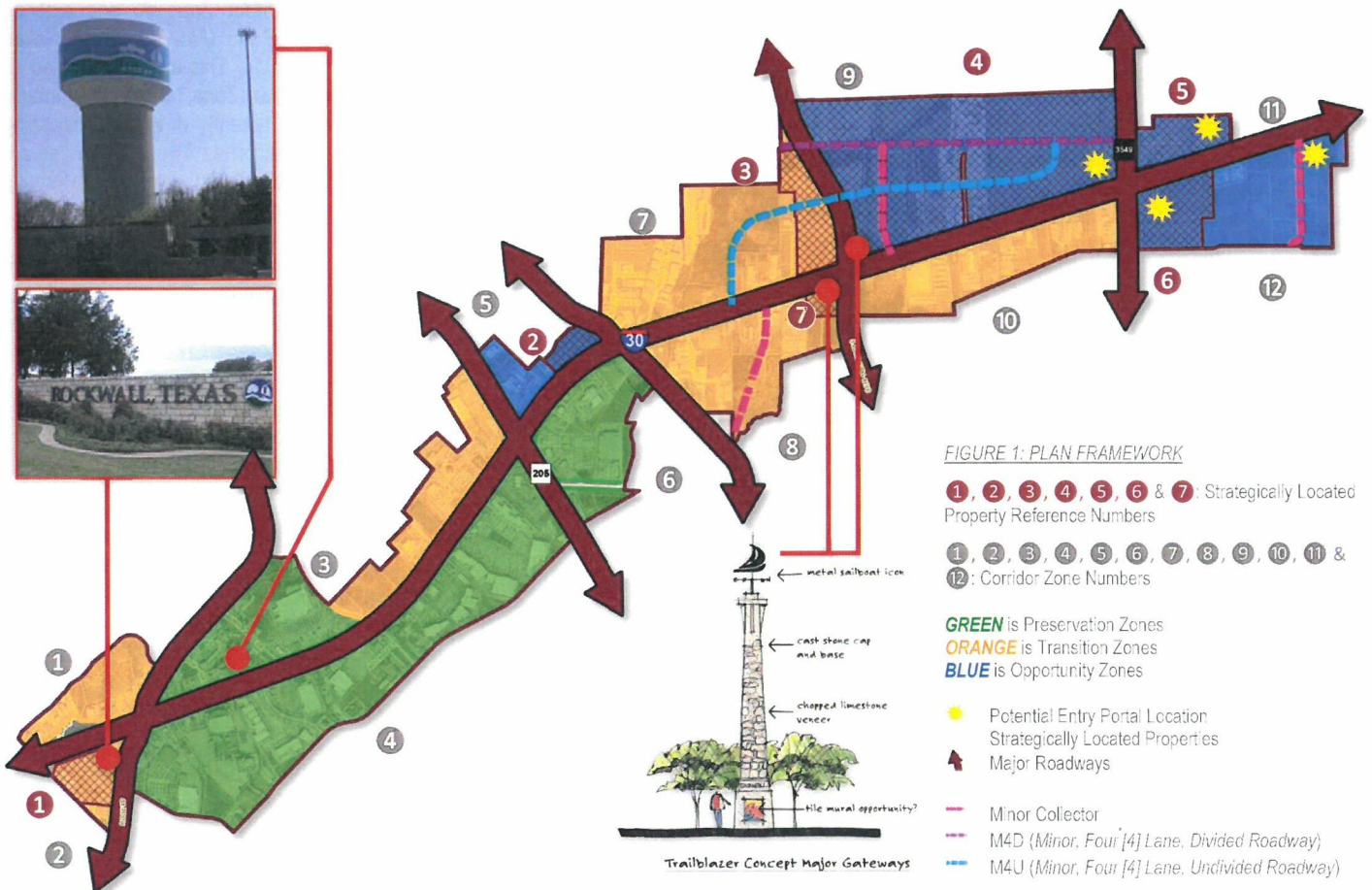


FIGURE 1: PLAN FRAMEWORK

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 *Strategically 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 MAU (*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 discretionary 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.

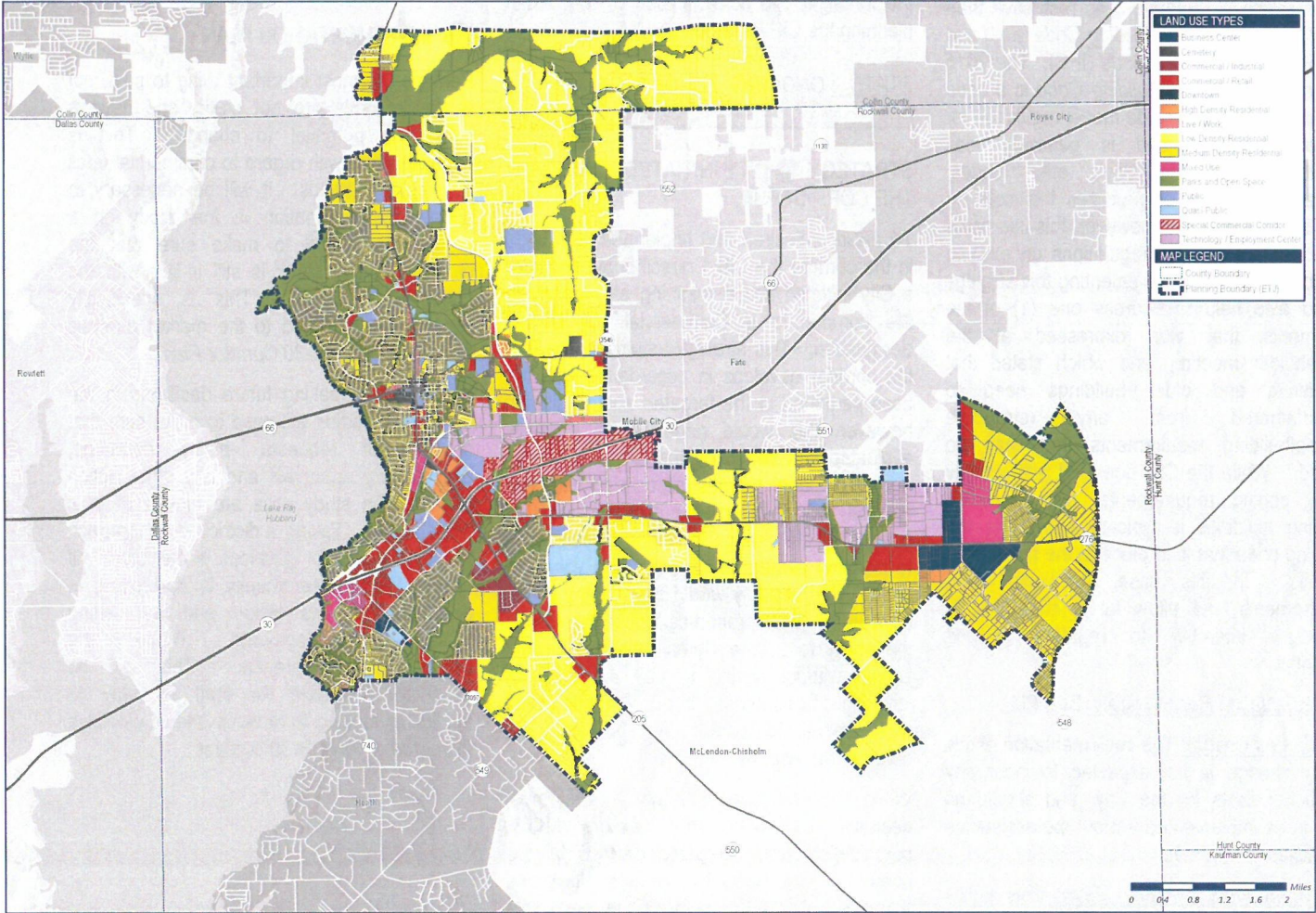
Estimated Implementation Time: The implementation time of this strategy will depend on the approach of the City Council.

STATUS: INCOMPLETE

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.

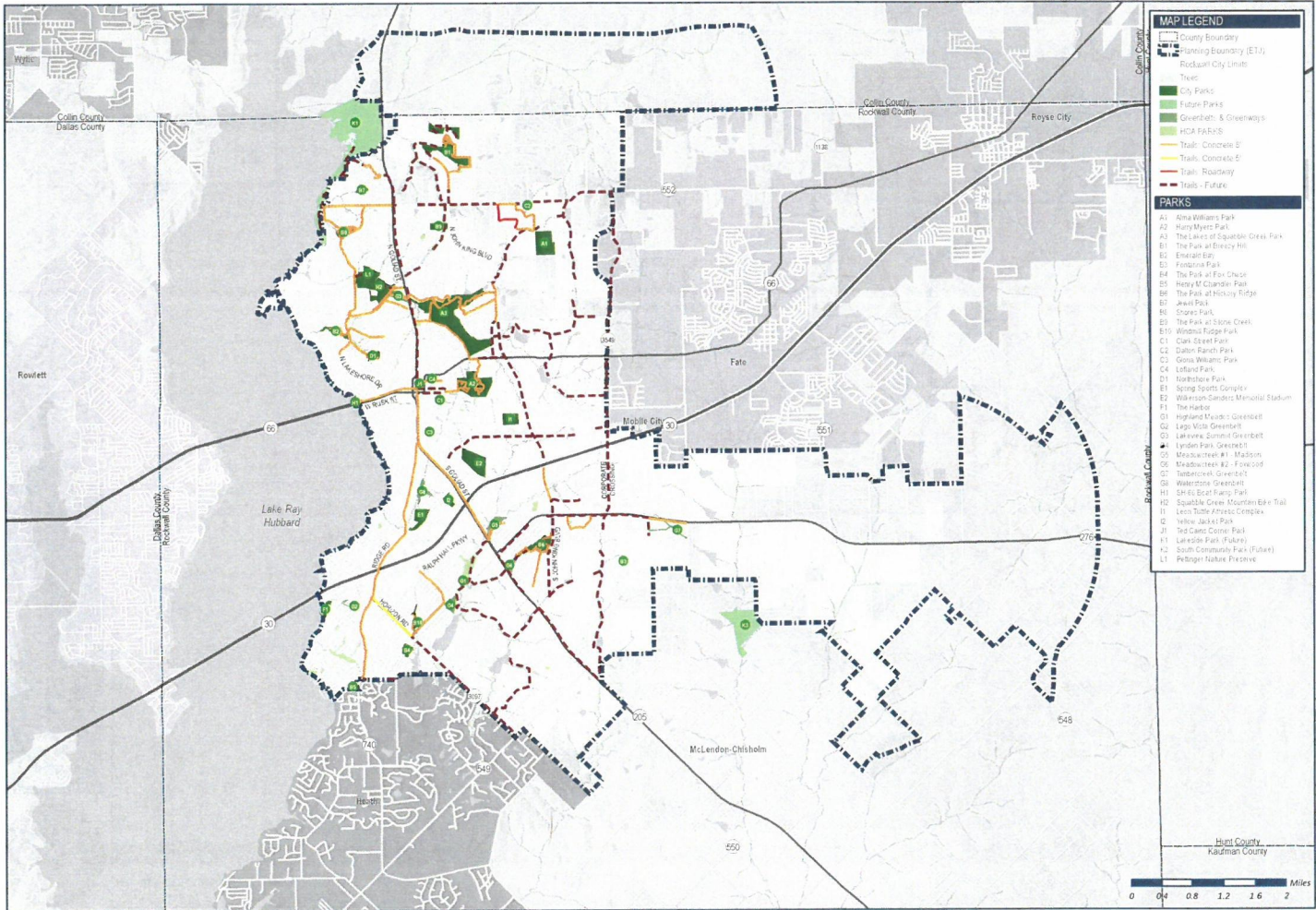
Finally, when making future decisions in the corridor all parties will need to make sure that development requests, policy decisions, discretionary approvals and any other action affecting the study area are looked at in a global sense. Taking a district wide approach to how the corridor develops in 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.



**FUTURE
LAND USE PLAN**

**COMPREHENSIVE PLAN
01 | LAND USE &
GROWTH MANAGEMENT**

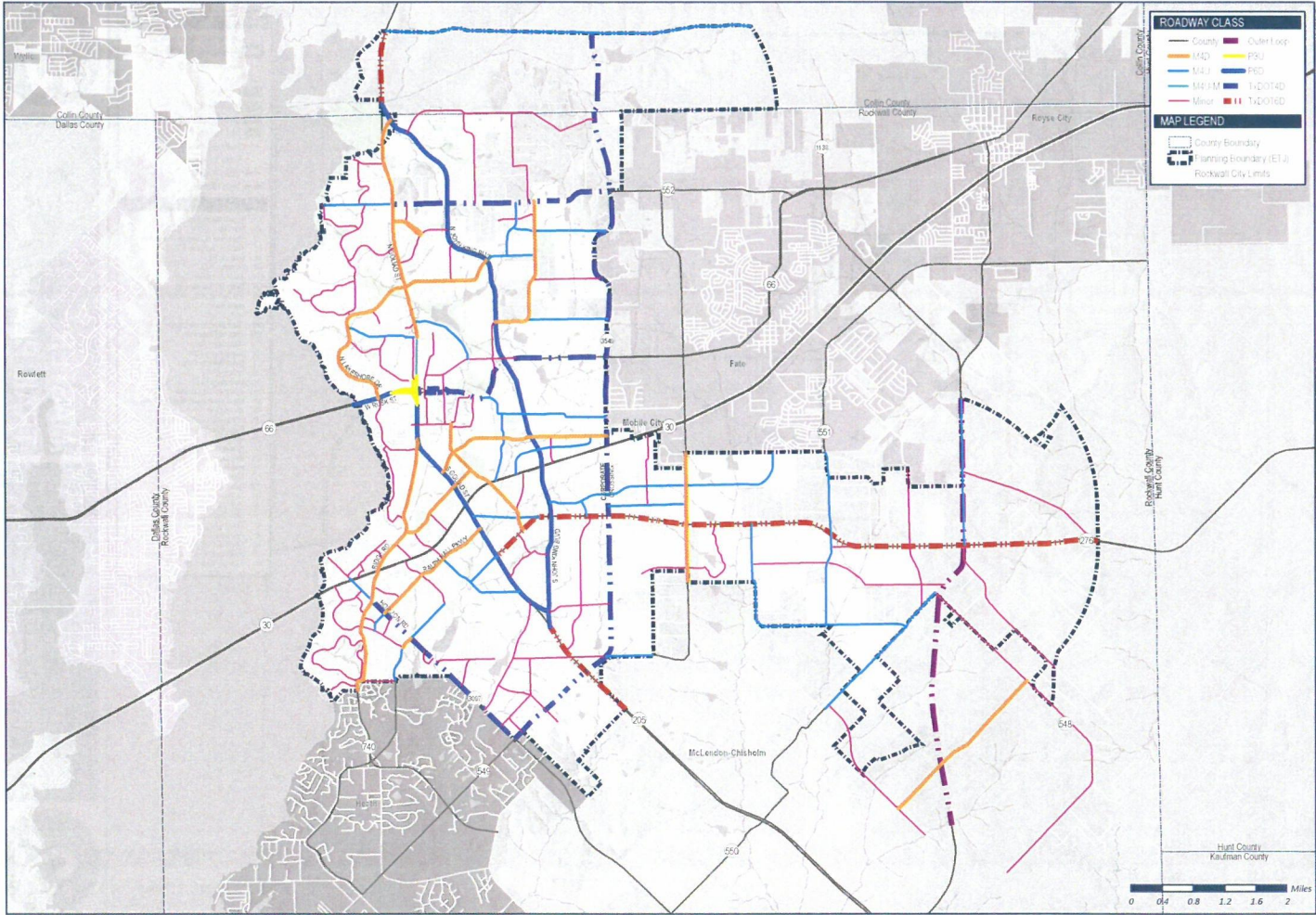
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MASTER TRAIL PLAN

COMPREHENSIVE PLAN 03 | PARKS, OPEN SPACE AND TRAILS

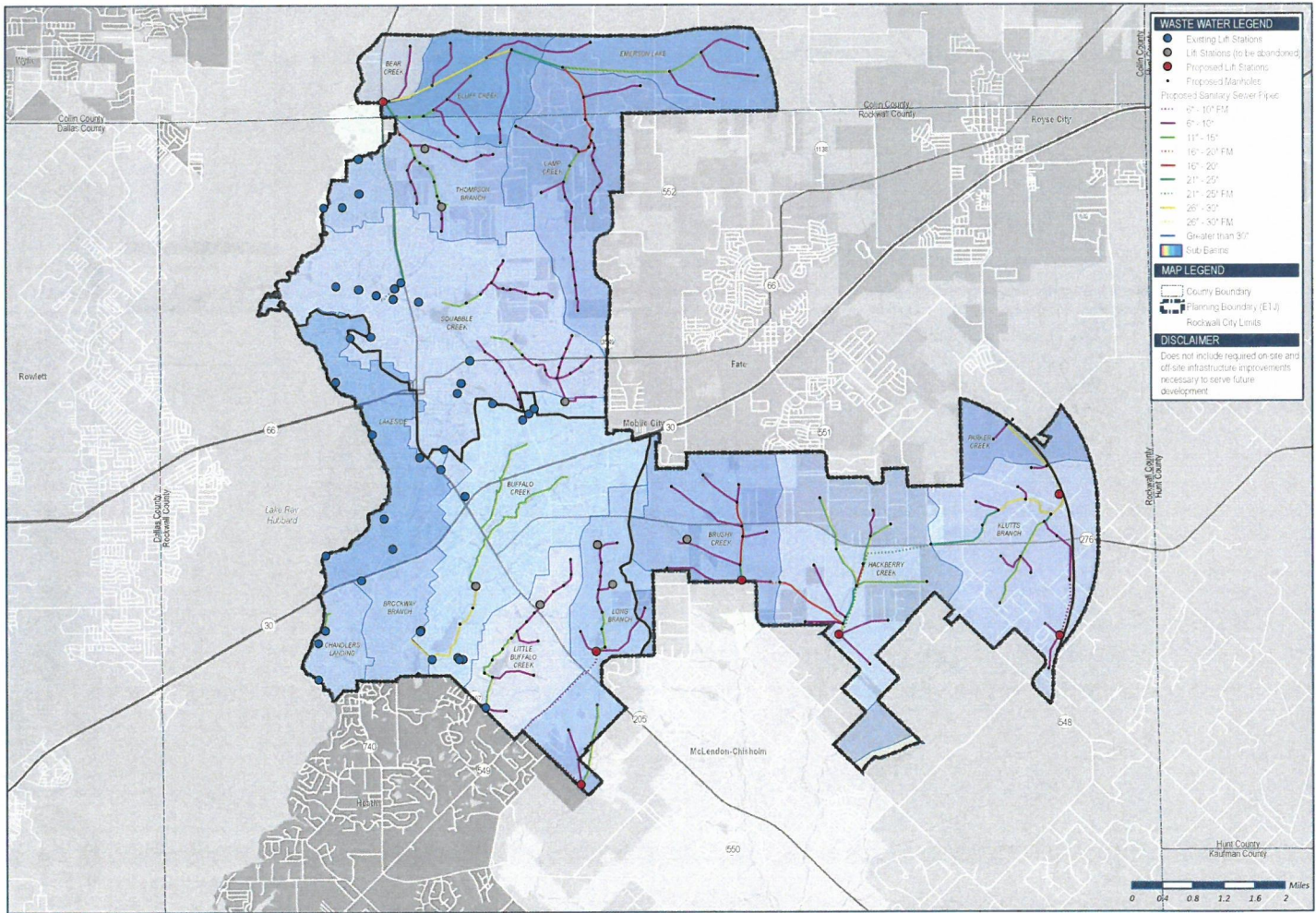
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MASTER THOROUGHFARE PLAN

COMPREHENSIVE PLAN 04 | INFRASTRUCTURE





**MASTER
WASTE WATER PLAN**

**COMPREHENSIVE PLAN
04 | INFRASTRUCTURE**

4

WASTE WATER LEGEND

- Existing Lift Stations
- LR Stations to be abandoned
- Proposed Lift Stations
- Proposed Manholes

Proposed Sanitary Sewer Pipe

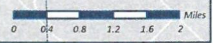
- 6" - 10" FM
- 11" - 15"
- 16" - 20" FM
- 21" - 25"
- 26" - 30"
- Greater than 30"
- S48 Batters

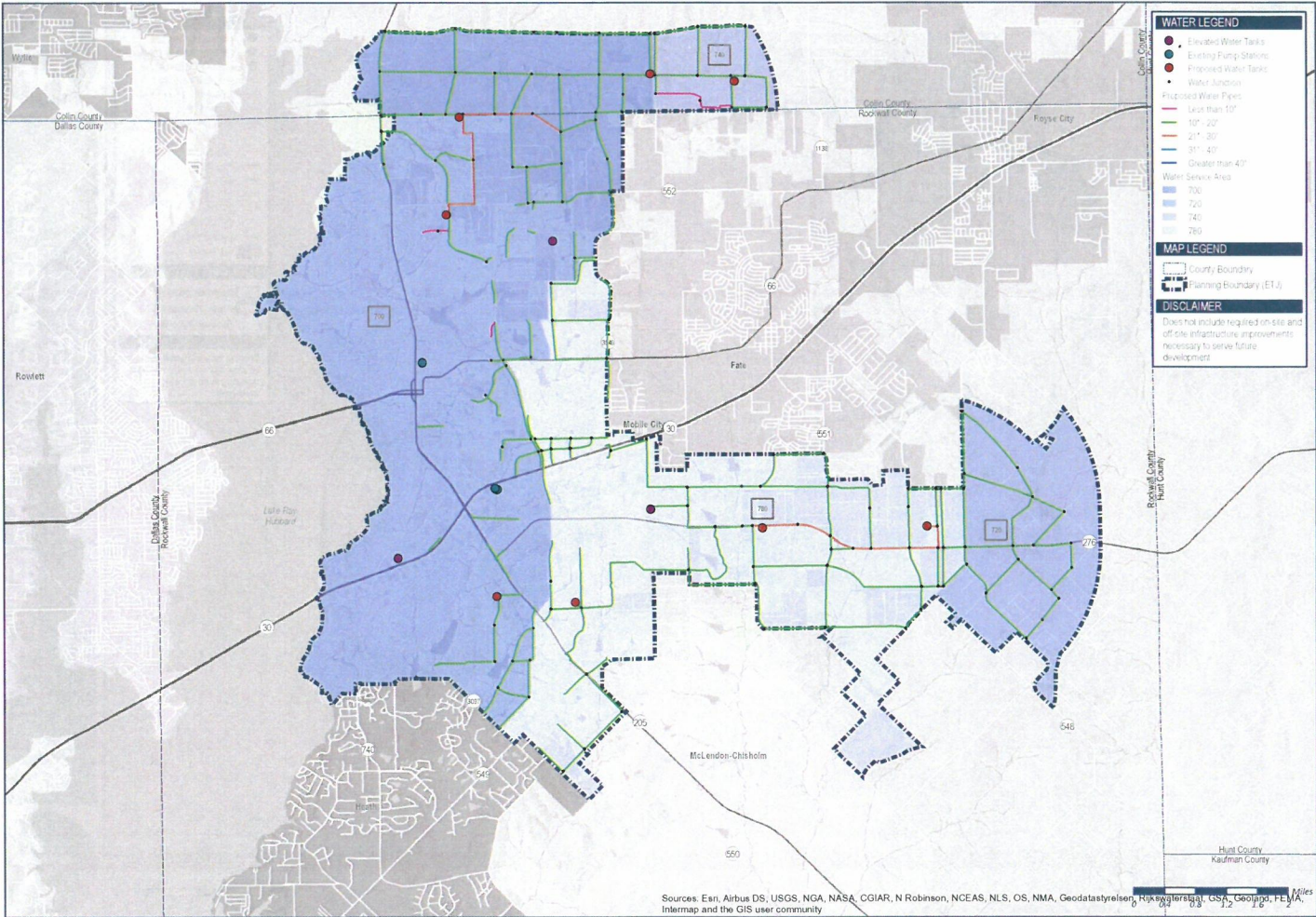
MAP LEGEND

- ▭ County Boundary
- ▭ Planning Boundary (ETJ)
- ▭ Rodwalk City Limits

DISCLAIMER

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





MASTER WATER PLAN

COMPREHENSIVE PLAN 04 | INFRASTRUCTURE

5