A COMPREHENSIVE PLAN REPORT

CITY OF ROCKWALL

ECONOMIC BASE
PEOPLE AND LAND USE
THOROUGHFARES
COMMUNITY FACILITIES
CENTRAL BUSINESS AREA
PUBLIC BUILDINGS

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PREPARED FOR THE CITY COUNCIL AND
THE PLANNING AND ZONING COMMISSION
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Marvin Springer and Associates • Urban Planning Consultants • Dallas

CITY OF ROCKWALL, TEXAS

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ROCKWALL'S HISTORICAL DEVELOPMENT

Rockwall is almost as old as Dallas. The Community's history shows many "up and down" periods. Its future appears to be mostly "up". The rapid urbanization of nearby Dallas and Dallas County, the development of Forney Reservoir, new industry and other related factors offer to vigorously stimulate the Community's development. The following analyzes the economic factors which have influenced the development of Rockwall to date.

Pre - 1893 Period - The subterranean geologic stone dike or rock wall, after which this County Seat and County were named, was discovered in 1851, or possibly earlier. A foot or more of this wall penetrated above ground in places at one time. Early settlers were reported to have considered this rock wall as ruins of an ancient city.

The original townsite of Rockwall was established and platted in 1854. Rockwall County was established in 1873, and the Town was incorporated in 1874. The Missouri, Kansas and Texas (M.K.&T.) Railroad reached Rockwall in 1886. A census in 1893 listed Rockwall's population at 1,000 persons, almost one-half its current population.

Rockwall County has been an agricultural county in North Central Texas, on the rolling Blackland Prairies. This County is the smallest in area in Texas. Cotton was the major economic livelihood of Rockwall residents.

1894-1940 Period - This was primarily a period of arrested growth for Rockwall. An indication of this is the fact that Rockwall's population increased from 1,000 persons in 1893 to only 1,318 persons by 1940, a gain of only 318 people over 47 years. In fact, the population decrease during much of this period was due to the decline of cotton, the County's primary source of income. Although the cotton era brought wealth to Rockwall and the County, it left a generally eroded and depleted soil in its wake. Beginning in about 1934, part of Rockwall's population began to find employment in Dallas' stores, shops and factories. Thus, the economy of the Town which once was totally dependent upon agriculture turned gradually to industry and commuting.

1941-1966 Period - This period was highlighted by the rehabilitation of depleted soil and the attraction of new industry to Rockwall. Local civic leaders brought in the Soil Conservation Service in 1941. Through this program, an extensive and effective program was developed that guided the rehabilitation of agricultural land. Thus, Rockwall County's soil was restored and now grows cotton, corn and grain and provides abundant pasture for the area's growing livestock industry. Thus, Rockwall's agricultural base has improved from its previous state even though some of the Trinity Valley will be inundated by the development of Forney Reservoir.

In 1953, The Texas Aluminum Company was established in Rockwall. Rockwall's largest industry, the firm has continued to expand since 1953. Several other industries have also been added since, indicating the potential for further industrial development for a community close to the Dallas market. With the proposed expansion of Lake Lavon and construction of Lake Forney, another important force - - water recreation - - will be added to Rockwall's diversifying economy. This will be covered in greater detail later in the Report. All of these factors have caused Rockwall's population to expand by an estimated 1,487 persons or 113 percent during the 1940-66 period. Thus, Rockwall's economy is ascending after fluctuating periods in the Community's past history.

ECONOMIC BASE

ROCKWALL POPULATION CHARACTERISTICS

Population characteristics - - past, present and future - - are important indices of a community's ability to grow and adjust to changing technological and economic trends. Included under such characteristics are: number and size of family and household, population age distribution, birth and death rate, in - and out-migration, skill and occupation of residents, education level and type of work in which residents are employed.

Changing Family and Household Composition

Characteristic of a rural economy, Rockwall County had an average family size of 3.76 persons in 1950. With some industrialization and the emerging importance of the commuter, there was a slight drop in family size by 1960 to 3.69 persons. However, this still was above the State average of 3.63 persons per family as of 1960. In addition, most growing suburban communities around Dallas registered an increase in average family size between 1950 and 1960. Family size for Rockwall City alone was not available because of the size of the City.

During the 1950-60 period, the number of families decreased from 1,540 to 1,479 in the County. However, the number of households - - families and unrelated (single) individuals living in separate quarters - - increased slightly from 1,782 to 1,794 during the same period. This resulted in a significant drop in the size of the County's average household from 3.41 to 3.22 persons. This change was probably due to several factors, including: 1) an increase in the number of single persons in the area; 2) a growing number of elderly people in the population; and 3) the out-migration of many large families. The Community of Rockwall had an even lower household size of 2.99 persons in 1960, an even more significant reflection of this trend. The State's average household size was 3.36 persons in 1960.

Table 1 summarizes the shifting relationship of families and unrelated individuals in Rockwall County's population.

Increased family and household size was common in most suburban U.S. communities during the 1950-60 decade. However, the size of the increase varied with city size and other characteristics. For example, Garland, a nearby growing suburban city, increased its average household size from 3.43 persons in

TABLE 1

COMPARISON OF FAMILIES AND UNRELATED INDIVIDUALS

ROCKWALL COUNTY, 1950 AND 1960

	1950	1960	Change, 1950-60 Number	Percent
Number of Families	1,540	1,479	- 61	-4.0%
Number of Persons				
In Families	5,789	5,454	-335	-5.8%
Unrelated Individuals	290	315	25	8.6%
Total Persons 1)	6,079	5,769	-310	-5.1%

1) Population excludes 77 persons living in group quarters in 1950 as compared with 109 persons in 1960.

Source: 1950 and 1960 U. S. Census of Population

1950 to 3.62 persons by 1960. The variation was probably due to the greater number of young families with several children which settled in Garland during the decade. Grand Prairie had the smallest household size (3.46 persons) among six major Dallas County suburban cities in 1960, Irving, 3.65 persons; Garland 3.62 persons; Farmers Branch, 3.62 persons; Mesquite, 3.71 persons; and Richardson, 3.69 persons.

Population Age Group Distribution

The median age of Rockwall County's population rose from 30.2 years in 1950 to 31.5 years by 1960. At the same time, Rockwall City's median age changed from a high 35.0 years to approximately 32.0 years during the decade.

The increase in County median age was reverse of that for most other areas in Texas and the U.S. The decrease in median age for the Community of Rockwall could be expected since it was high in 1950 and still above that of Rockwall County in 1960. Much of this internal and external shift could be explained by the out-migration of more than 1,000 persons - - over one-sixth of the County's population - - during the decade, and the resulting change in the size and characteristics of the household remaining. Certainly, with increased urbanization and industrialization in future decades, the population composition can be expected to continue to change.

Nationally, the median age dropped from 30.2 years in 1950, to 29.5 years by 1960. Also, median age declined from almost 30 years to just over 28 years during the decade in Metropolitan Dallas. Table 2 following summarizes, by age group, the change in distribution of Rockwall County's population between 1950 and 1960.

TABLE 2

POPULATION AGE DISTRIBUTION COMPARISON,
ROCKWALL COUNTY, 1950 AND 1960

	Number		Percent of Total	
Age Groups	1950	1960	1950	1960
Young (0-14Years)				
Under 5	664	600	10.8%	10.2%
5 - 9	625	568	10.2%	9.7%
10 - 14	574	596	9.3%	10.1%
Sub-Total	(1,863)	(1,764)	(30.3%)	(30.0%)
High School - College-New Family (15-24)				
15 - 19	516	508	8.4%	8.6%
20 - 24	364	294	5.9%	5.0%
Sub-Total	(880)	(802)	(14.3%)	(13.6%)
Prime Labor Force (25-44)				
25 - 29	321	279	5.2%	4.7%
30 - 34	383	311	6.2%	5.3%
35 - 39	418	276	6.8%	4.7%
40 - 44	408	350	6.6%	6.0%
Sub-Total	(1,530)	(1,216)	(24.8%)	(20.7%)
Older Labor Force (45-64)				
45 - 49	394	365	6.4%	6.2%
50 - 54	279	356	4.5%	6.1%
55 - 59	294	326	4.8%	5.5%
60 - 64	240	262	3.9%	4.5%
Sub-Total	(1,207)	(1,309)	(19.6%	(22.3%)
Elderly (65 and Over)				
65 - 69	283	265	4.6%	4.5%
70 - 74	180	202	2.9%	3.4%
75 & Over	213	320	3.5%	5.5%
Sub-Total	(676)	(787)	(11.0%)	(13.4%)
TOTAL	6,156	5,878	100.0%	100.0%
Median Age	30.2	31.5		

Source: 1950 and 1960 U. S. Census of Population

As indicated in Table 2, an increasing percentage of the County's population was concentrated in the "older labor force" and "elderly" categories in 1960, as compared with 1950. Almost the reverse is true for Rockwall City where the "young" and "high school - college - new family" groups have increased in percentage during the decade, as shown below.

TABLE 3

POPULATION AGE GROUP DISTRIBUTION,
ROCKWALL CITY, 1950 AND 1960

	Number		Percent of Total	
Age Groups	1950	1960	1950	1960
Young (0 - 14)	372	631	24.8%	29.1%
High School - College - New Family (15 - 24)	195	284	13.0%	13.1%
Prime Labor Force (25-44)	389	509	25.9%	23.5%
Older Labor Force (45-64)	311	437	20.7%	20.2%
Elderly (65 & Over)	234	305	15.6%	14.1%
Total	1,501	2,166	100.0%	100.0%

Source: 1950 and 1960 U. S. Census of Population

The percentage increase in population for the various Rockwall City age groups during the decade is summarized below:

Age Groups	1950-60 Population Percent Change
Young (0-14)	69.6%
High School-College-New Family (15-24)	45.6%
Prime Labor Force (25-44)	30.8%
Older Labor Force (45-64)	40.5%
Elderly (65 and Over)	30.3%
ALL AGE GROUPS	44.3%

The most significant finding from this analysis is that Rockwall City is receiving an infusion of new blood in the "young" age group which should continue the trend toward a younger population. However, the population in the remainder of the County is ageing and declining in members. Thus, if more and better improvements can be made to make Rockwall City an increasingly desirable Community to live in, then Rockwall will experience rapid change and emerge as an attractive and well-planned City in future decades.

Natural Increase

A community can grow by two means - - natural increase and in-migration. Rockwall County had a net increase of 788 persons through natural increase (births minus deaths) between 1950 and 1960. This change is based on 1,413 births and 635 deaths, as reported by the U.S. Department of Commerce.

The annual birth rate per 1,000 population averaged 23.6 persons, and the death rate was 10.6 persons during the decade. The rate of natural increase was 13.0 persons per 1,000 residents. Nationally, the birth rate has been approximately 23.5 persons per 1,000 population and the death rate has averaged about 9.0 per 1,000 population. Although Rockwall's birth rate was in line with the national average, it was much lower than that of other growing suburban cities which averaged 30 or more births per 1,000 population during the decade. The death rate was much higher than that of the national average, and almost double the 5 to 7 annual deaths per 1,000 population registered by other Texas communities during the 1950-60 period.

Migration

Growth registered through natural increase by the County during the decade was more than counterbalanced by the out-migration of more than 1,000 persons between 1950 and 1960. In fact, net out-migration totaled 1,066 persons, an average of 17.7 persons per 1,000 residents annually.

Out-migration affected several population groups. There was an outward movement of young families as reflected by a loss of 255 children in the age group under 10 years. Also, there was a net loss of 275 non-white persons between 1950 and 1960. In 1950, over 27 percent of the County's population was non-white; by 1960, about 24 percent was non-white. This probably was due to the lack of jobs as mechanization of agriculture continued. Rockwall County agricultural employment declined from 911 persons in 1950 to 492 by 1960, a significant decrease of 46 percent.

Skill, Occupation and Education Level

The types of occupations and skills of the population is another important index of the changing character of the Rockwall economy. It reflects the income level of residents, the types and price range of housing

in demand and the retail buying power of local residents. As indicated in Table 4, there has been an increase in the number of resident employees in the higher skills (professional, managerial, craftsmen) even with a decline in population for Rockwall County between 1950 and 1960.

This growth - - both in numbers and percent - - of highly skilled employees is a very encouraging trend for this formerly agricultural County. Much of this is due to the expansion of the local Texas Aluminum Firm and the increased number of residents commuting to jobs in Dallas County. This will be covered in greater detail elsewhere in this Report.

TABLE 4

COMPARISON OF OCCUPATIONS OF EMPLOYED PERSONS, ROCKWALL COUNTY, 1950 AND 1960

Occupation	1950	1960	Change, 1950-60 Number	Change, 1950-60 Percent
Professional, Technical & Kindred	117	155	38	32.5%
Managers, Officials & Proprietors	112	104	- 8	- 7.2%
Craftsmen, Foremen & Kindred	221	255	34	15.4%
Sub-Total	(450)	(514)	(64)	14.2%
Clerical Workers	163	252	89	54.6%
Sales Workers	101	92	- 9	- 8.9%
Operators	236	382	146	61.9%
Service Workers	117	213	96	82.0%
Laborers	106	107	1	0.9%
Farm	901	478	-423	-47.0%
Total 1)	2,074	2,038	- 36	- 1.7%

1) Excludes 28 persons in 1950 and 145 persons in 1960 with "occupation not reported."

Source: 1950 and 1960 U. S. Census of Population

One other important aspect related to skill level is education. In 1960, Rockwall County residents over 24 years of age had completed a median of only 9.2 school years. However, this was a significant increase of the median of 8.7 years of education completed in 1950. The median educational level of 1960 Rockwall County residents was between the Texas rural median of 8.8 years, and the

overall Texas median of 10.4 years. This indicates the gradual shift from a rural to urban economy. The continued outward expansion of Dallas' urban area toward Rockwall, coupled with improved highway access and the development of the two man-made lakes, should encourage the continued development of a higher educational and skill level among Rockwall residents during the next 20 years.

Rockwall Employment Trends

Three important manufacturing firms have located in the Community since 1953, including expanding Texas Aluminum Company Plant, a aluminum window plant and a leather goods company.

Although an employment figure is not available for Rockwall City, Rockwall County employment increased by 4 percent, from 2,102 persons in 1950, to 2,183 persons by 1960. Manufacturing employment gains more than balanced out non-manufacturing losses in agricultural employment as indicated in Table 5.

TABLE 5

LABOR FORCE BREAKDOWN BY INDUSTRY
ROCKWALL COUNTY, 1950 AND 1960

	Employees		Change, 1950-60	
	1950	1960	Number	Percent
Manufacturing				
Primary & Fabricated Metals	4	116	112	2,800.0%
Machinery	12	74	62	516.7%
Transportation Equipment	23	70	47	204.3%
Other Durable Goods	7	28	21	300.0%
Food Products	31	32	1	3.2%
Apparel	62	63	1	1.6%
Other Non-Durable Goods	29	42	13	44.8%
Manufacturing Total	(168)	(425)	(257)	(153.0%)
Non-Manufacturing				
Retail Trade	238	303	65	27.3%
Wholesale Trade	42	36	-6	-14.3%
Transportation Communications & Utilities	106	107	1	0.9%
Finance, Insurance & Real Estate	56	75	19	33.9%
Services	202	261	59	29.2%
Government	125	159	34	27.2%
Construction	218	203	-15	-6.9%
Agriculture & Mining	914	492	-422	-46.2%
Non-Manufacturing Total 1)	(1,934)	(1,758)	(-176)	(-9.1%)
TOTAL EMPLOYED 1)	2,102	2,183	81	3.9%
UNEMPLOYED	33	55	22	66.7%
LABOR FORCE	2,135	2,238	103	4.8%

1) Includes 33 persons in 1950 and 122 persons in 1960 listed as "industry not reported."

Source: 1950 and 1960 U.S. Census of Population

More than one-third of Rockwall County resident employees commute to jobs in Dallas and the remainder of the Dallas Metropolitan Area. In 1960, a total of 777 County residents worked outside the County, representing a significant 35.6 percent of the resident workers. Almost one-half of these commuters worked in or near Downtown Dallas. This indicates the substantial impact of Dallas on the economy of Rockwall.

Growth of Personal Income

Personal income, a barometer of community buying power and residential development, has increased considerably since 1950 in Rockwall County. (Because of Rockwall City's size, there are no U.S. Census figures for the Community in either 1950 or 1960; hence, the County figures are used which will give some measure of personal income for Rockwall.) Rockwall County median family income increased from an extremely low $1,610 in 1950 to $3,926 by 1960, a significant 144 percent gain. Growth of family income during the decade is shown in Table 6 by income group.

TABLE 6

ESTIMATED CHANGE IN FAMILIES BY INCOME GROUP,
ROCKWALL COUNTY, 1950 - 60

Income Distribution	Families 1950	Families 1960	Change, 1950-60 Number	Change, 1950-60 Percent
Under $3,000	1,100	605	- 495	- 45.0%
$3,000 - 6,000	380	478	98	25.8%
$6,000 - 10,000	50	278	228	456.0%
$10,000 & Over	10	151	141	1,410.0%
TOTAL	1,540	1,512	- 28	- 1.8%
Median Income	$1,610	$3,926	$2,316	143.8%

Source: U. S. Census of Population, 1950 and 1960, with adjustments by Marvin Springer & Associates

As shown in Table 6, the growth of family income during the decade was substantial even though the income level in both 1950 and 1960 remains low in relation to that of other Dallas Area communities. There was a significant number of families earning less than $4,000, almost balanced by the substantial increase in families earning over $4,000 annually.

It should be noted that there actually was an increase in the percentage of families, between 1950 and 1960, which earned $4,000 or more annually. While over one-eighth of the 1950 families earned more than $4,000 per year, by 1960 almost one-half of the families earned more than $4,000.

TABLE 7

ESTIMATED CHANGE IN INCOME DISTRIBUTION
AMONG ROCKWALL COUNTY FAMILIES, 1950-60

	Families		Percent of Total	
Income Distribution	1950	1960	1950	1960
Under $1,000	550	186	35.7%	12.3%
$1,000 - 2,000	360	268	23.4%	17.7%
$2,000 - 3,000	190	151	12.3%	10.0%
Under $3,000	(1,100)	(605)	(71.4%)	(40.0%)
$3,000 - 4,000	235	163	15.3%	10.8%
$4,000 - 5,000	110	166	7.1%	11.0%
$5,000 - 6,000	35	149	2.3%	9.8%
$3,000 - 6,000	(380)	(478)	(24.7%)	(31.6%)
$6,000 - 7,000	20	96	1.3%	6.3%
$7,000 - 8,000	30	90	1.9%	6.0%
$8,000 - 9,000		64		4.2%
$9,000 - 10,000		28		1.9%
$6,000 - 10,000	(50)	(278)	(3.2%)	(18.4%)
$10,000 & Over	(10)	(151)	(0.7%)	(10.0%)
Total	1,540	1,512	100.0%	100.0%
Median Income	$1,610	$3,926		

Note: The family figures are for 1950 and 1960 and are matched with 1949 and 1959 incomes, respectively.

Source: U. S. Census of Population, 1950 and 1960, with adjustments by Marvin Springer & Associates

ECONOMIC IMPACT OF LAVON AND FORNEY RESERVOIR

There is no doubt that Rockwall's most important asset in future decades will be Lavon and Forney Reservoirs and the resulting economic impact on the Area. The construction of these lakes,where there were no lakes before, adds an entirely new dimension - - water recreation - - to the local economy. To illustrate, Northfolk Reservoir recreation transformed Mountain Home, Arkansas from a town of 900 persons to a community of 2,000 people. Around the shores of Lake Texoma, on the Texas-Oklahoma border, the Corps of Engineers estimated that there has been an investment of about $30 million in overnight facilities, homes, boats, and resorts since 1945. This rapid development around these man-made lakes has been a national, not just a regional phenomenon. Rockwall has the added advantage of being close to two large metropolitan areas.

This growth in water recreation has been part of a phenomenal expansion in almost every kind of recreation since World War II. A recent study of the California Outdoor Recreation Plan estimated that three-fifths of outdoor recreation is water oriented. This suggests that current spending for water-oriented recreation alone is between $5 billion and $6 billion.

Four reasons have been given for this upsurge in spending for water recreation. These are: 1) population growth; 2) the rapid use in consumer buying power; 3) the increase in leisure time as working hours are shortened and retirement at 65 or earlier becomes commonplace; and 4) the need and desire for a more direct contact with nature as urban congestion increases. As a result, the Outdoor Recreation Resources Review Commission estimated the following number of separate days (occasions) on which persons 12 years and over engaged in activity during the June-August period in the U.S. (The three month period was used to level out the influence of areas with mild winters.)

Activity	1960 Occasions	Percent of Total
Swimming	672,000,000	45.7%
Picnicking	279,000,000	19.0%
Fishing	260,000,000	17.7%
Boating*	159,000,000	10.8%
Camping	60,000,000	4.1%
Water Skiing	39,000,000	2.7%
Total	1,469,000,000	100.0%

* Other than sailing and canoeing

Although the figures shown are substantial, they are only a small indication of the potential existing during the 1960-2000 period. The Table below compares minimum projections for 1976 and 2000 with 1960 figures, as estimated by the Outdoor Recreation Resources Review Commission.

TABLE 8

PROJECTED MINIMUM GROWTH IN THE USE OF WATER-ORIENTED RECREATION FACILITIES IN THE UNITED STATES, 1960-2000

	Occasions (000,000)			Percent Growth
Uses	1960	1976	2000	1960-2000
Swimming	672	1,182	2,307	243.3%
Picnicking	279	418	700	150.9%
Fishing	260	350	521	100.4%
Boating *	159	285	557	250.3%
Camping	60	113	235	291.7%
Water Skiing	39	84	189	384.6%
Total	1,469	2,432	4,509	206.9%

* Other than sailing and canoeing

These projections are a small indication of the future demand for water recreation during the next several decades. Certainly, the proximity of rapidly expanding Dallas and Fort Worth to the lakes and the growth experience of Lake Lavon (which will be covered later) are important indicators of the lake's growth potential.

Phases of Economic Impact

The economic impact of a new reservoir is felt locally in five phases. The phases do not necessarily follow each other in order, but generally overlap or vary as to time. The five phases are discussed briefly below.

1. Land Speculation Phase. This phase generally begins as soon as the dam is authorized or earlier, but several years before construction begins. Speculation rises in intensity as a final plan is drawn and land purchasing starts. The value of the land increases significantly due to the proposed new use and demand, eventually resulting in increased tax revenues for the county or community instead of the decrease often feared.

2. Construction Phase. This phase lasts four or five years under normal conditions and can have a marked impact depending upon where the construction crew is recruited and lives and where the payroll is spent. The degree that Rockwall merchants receive added business for the construction payroll will depend upon the attractiveness of the services and goods offered and the competition offered by

merchants of surrounding communities and Dallas. This phase could have considerable impact on Rockwall, especially from Forney Reservoir construction.

3. Recreation Phase. Growth of the recreation business began slowly around the older lakes; around the new lakes growth occurred with boom-like proportions. The beginnings were originally limited to modest fishing camps. More elaborate facilities are now common at many reservoirs. Where $10,000 was once considered a good original investment in a reservoir recreation concession, $30,000 to $200,000 is not unusual now.

4. Impact on Nearby Communities. While fishing docks, boat docks, motels, lodges, restaurants, campsites, picnic grounds, access roads and other improvements are being built on the lakeshore itself, nearby communities begin to undergo a basic shift in economic, and sometimes in social and political structure. Broadly speaking, the shift is away from an economy devoted to serving a rural, low-income economy to one serving the needs of visitors or residents who have an urban point-of-view and expect services and goods equal to urban standards. Local citizens become conscious of unpaved streets, sidewalks in disrepair, dingy stores, and the absence of good restaurants and must consider means of making necessary improvements if the economic impact of the reservoir is to be substantial.

5. Homesite Development Phase. Newcomers, attracted by the lake and its recreational opportunities, begin to build homes around the lake in this phase. The homes generally are not the vacation cabin-type familiar on the older, natural lakes of the Midwest and East. They are likely to be built for year-round use by families who either continue to live in nearby cities like Dallas and want a second home on the lake, or by people who commute to work from their lakeside home. An increasing number are being built for retired or semi-retired persons who move permanently to the lake. As the number of retired persons with comfortable incomes increases in future years, it is possible that a recreation-oriented urban area will develop tied to Rockwall. The impact on the social, economic and political structure of Rockwall and the County may, in the longrun, be more important than the recreation business generated.

Combined with Rockwall's existing industry, new industry will be attracted, creating a more diversified economy and higher income for area residents.

Plans for Lavon and Forney Reservoirs

Located seven miles south of Lake Lavon and situated on the edge of proposed Lake Forney, Rockwall's economy can be expected to shift more and more to water recreation. Until completion of the Lavon Reservoir conservation pool in 1955, Rockwall was land-locked with the exception of the East Fork of the Trinity River, which was subjected to flood and drought conditions. Since then Lake Lavon has been completed, Lake Forney is in the beginning stages of development and planning for the enlargement of Lake Lavon is underway. Thus, these two man-made lakes could have a significant economic impact on Rockwall.

Lavon Reservoir - Construction of Lake Lavon (Lavon Reservoir) began in January, 1948, with water impoundment underway in September, 1953 and the conservation pool completed in May, 1955. The dam is 9,499 feet long with a maximum height of 69 feet above the stream bed. Lavon Reservoir is multiple-purpose in that it was built and operated by the U.S. Corps of Engineers for purposes of flood control, soil conservation and recreation, as well as water storage for municipal and industrial uses. Ten North Texas communities (Rockwall, Wylie, Plano, Royce City, Farmersville, Princeton, McKinney, Garland, Mesquite and Forney) joined together and organized the North Texas Municipal Water District (NTMWD). The District has acquired and is utilizing the conservation storage space in Lavon Reservoir for municipal and industrial uses. NTMWD currently supplies the larger number of municipalities (18 towns and cities, including Dallas) of any water district in Texas. More than 1.4 billion gallons of Lavon water was distributed during a 12 month period in 1963-64.

Lavon Reservoir, together with the privately owned levee system below the dam, provides a reasonable degree of protection to the valley of the East Fork below the dam. However, the Corps of Engineers indicated that the normal, river channel below Lavon Dam is of such limited capacity that certain lands located outside the levee system, but within the flood plain of the East Fork, are subject to flooding during flood control operation of the project.

From a recreation standpoint, Lavon offers attractive areas for outdoor recreation, water sports, hunting, fishing and boating. Covering 11,080 acres, the lake has a shoreline of 83 miles at normal level. Its 1963 attendance was second only to Whitney Reservoir in Texas. Attendance totaled 3,498,400 people in 1963, as compared with Garza-Little Elm's 2,529,500 persons and Grapevine's 2,457,500 persons. An estimated 75,000 people were attracted during its peak day. Recreational facilities included 11 access parks, 42 public launching lanes, 34 picnic areas, 8 swimming beaches, 190 tent and trailer spaces, 100 rental boats and other facilities according to the Corps of Engineers. A total of 914,800 sport fish were caught at Lavon during 1963. These figures indicate the current importance of Lavon as a recreational area.

Planning is currently underway for the enlargement of Lavon to 19,550 acres involving a shoreline of almost 130 miles. Thus, the size of Lavon would increase by more than two-thirds and require the

relocation of existing recreational facilities to new areas along the new shoreline. When enlarged, Lavon would provide almost three times as much acre-feet of water for municipal and industrial purposes at normal conservation level. Planning is expected to be completed by Fiscal Year 1966, and the necessary funds have been allocated by the Bureau of the Budget. However, completion of an enlarged Lavon probably won't occur until after 1970, based on the time period required to complete the present facility.

Forney Reservoir - Lake Forney should prove to be an even greater asset to Rockwall, because of its proposed close proximity below the Community. For all planning purposes, it will be a part of Rockwall. Purchase of land, relocation and work on the embankment are currently in progress. The City of Dallas expects the impoundment of water to begin in late 1967, or early 1968. However, the reservoir is not expected to be functioning at its time level until about 1970, when the gates are closed.

The total cost of the Forney Reservoir project is estimated at $27,300,000. Forney will be used by the City of Dallas as one of its major water supply facilities to help meet growing Dallas water needs over the next few decades. In addition, the facility will be made available as a water sport area and fishing facility.

Over 26,000 acres of land will be required for the Reservoir, including 22,745 acres in the conservation pool itself. This land is located in Rockwall, Dallas and Kaufman Counties with the largest portion in Rockwall County. Thus, Forney will be larger than Lavon, even after Lavon's enlargement.

Forney's earth dam will be 13,000 feet long and 66 feet high. A total of 490,000 acre-feet of water would be available in the conservation pool at normal level. An estimated 71,000,000 gallons will be available per day for Dallas residential and industrial purposes. In addition, Dallas has agreed to make water from Forney available at cost to area communities when needed.

> Summary - Thus, the two lakes potentially could have a significant impact on Rockwall, particularly considering Rockwall's current population. The combination of expanding population pressures from Dallas and the completion of nearby Interstate Highway 30 connecting with Dallas, can be expected to open the Rockwall area to increased residential development during the next 20 years. The two lakes will enhance Rockwall's attractiveness as a place in which to live. At the same time, these lakes will provide employment for many people in the recreation industry, which serve a population having increased leisure time and income to spend.

THE IMPORTANCE OF AGRICULTURE

Agriculture in Texas has been in a state of rapid development and transition in recent years. Crops, notably cotton, have been shifting to new areas of cultivation. Farmers have been reevaluating the potentialities of their lands in the State. New crops have been introduced and tested with commercial production in mind. Considerable crop land has been turned back to pasture.

Rockwall County has shared in this shifting emphasis in agriculture. Although the smallest County in Texas, over 90 percent of its 147 square miles was used for agricultural functions in 1959. Rockwall is located in the rolling Blacklands of North Central Texas. Rockwall agriculture has been prosperous and poor, but currently has diversified its crops to include hybrid corn, gain sorghums, wheat, cotton, barley, oats, onions, vetch and hay. Beef cattle, swine and sheep have increased in importance in recent years.

Cotton brought prosperity to Rockwall initially, but it eventually left an eroded and depleted soil which reduced cotton ginning from 26,685 bales in 1926 to 10,483 bales by 1946. The Soil Conservation Service came to the County in 1941, to rehabilitate the worn out soil. The County's soil is once again fertile and produces a variety of crops besides cotton which has shifted from the Blacklands to the High Plains and Rio Grande Valley.

The number of commercial farms in the County declined from 573 in 1949 to 320 by 1959, with increased mechanization. The average size of Rockwall farms increased from 146 acres in 1949 to 271 acres by 1959 to compensate. Shifts to other types of crops are evident as shown as follows:

	1949	1959
Land in Farms (acres)	83,808	85,448
Corn (acres)	4,058	2,470
Sorghums (acres)	492	4,637
Wheat (acres	Unknown	6,469
Bushels	(Unknown)	(156,260)
Cotton (acres)	40,494	17,815
Bales	(12,280)	(8,182)
Cut Hay (acres)	Unknown	6,210

These statistics by the U.S. Census of Agriculture indicate the change in dominance of certain crops as cotton production declined.

The value of all farm products sold increased by 17 percent between 1949 and 1959, based on U.S. Census of Agriculture figures. During this period, the value of crops sold declined by 7 percent while the value of livestock and livestock products sold increased significantly by 141 percent. This shift in importance is summarized below.

	Value of Products Sold	
	1949	1959
All crops sold	$1,856,546	$1,712,617
All livestock and livestock products sold	380,186	914,938
All Farm Products	$2,236,732*	$2,627,555*

* Adjusted to add up to totals shown

Thus, beef cattle, swine and sheep sales more than compensated for the decline in crops sold. With the proposed inundation of up to one-sixth of the County's farm land by Lake Forney, agriculture will probably decline somewhat in importance during the 1965-85 period. However, with the growth of recreation and industry, and increased urbanization, the County's economy should be much more diversified in future decades.

FUTURE GROWTH GUIDELINES

Rockwall and Dallas Metropolitan Area private investors and entrepreneurs will ultimately determine whether and to what degree this Study's projections are achieved. Public expenditure - including streets, schools, reservoirs and other public facilities - are an important force in shaping future area economic development. However, the primary "employment generators" will usually be financed by private capital. These employment generators include not only new and expanded manufacturing firms, but also retail outlets, service outlets serving manufacturing and non-manufacturing, and recreation and leisure-time activities.

Projections made in this Report should act as a guide and goals for future economic development; private

enterprise must then determine if, when and where they will be carried out. Specifically, several limitations should be recognized in these forecasts, including: 1) the solution of certain public problems; 2) the continued development of certain types of public works; 3) the absence of a major national catastrophe; and most important, 4) the attraction and proper utilization of private capital and private entrepreneurship.

Projected Rockwall Population Growth

Three alternate population projections were made for both Rockwall and Rockwall County which were based on different assumptions concerning action steps which might be taken. The three projections are outlined in the following Table.

TABLE 9

ROCKWALL AND ROCKWALL COUNTY
POPULATION PROJECTIONS, 1985

	Moderate Growth Rate	Accelerated Growth Rate	Maximum Growth Rate
Rockwall	12,000	16,000	20,000
Rockwall County	20,000	25,000	30,000

A range in population projections of 8,000 persons for Rockwall and 10,000 persons for Rockwall County is indicated. Such a spread is wide-range since it is almost double the existing County population and over three times Rockwall's population.

The basis and assumptions for each of the estimates is outlined below:

A. Low Projection

A significant increase in population is projected for both Rockwall and Rockwall County even in the low forecast.

	Population		Change, 1966-85	
	1966	1985	Persons	Percent
Rockwall	2,805	12,000	9,195	327.8%
Rockwall County	6,580	20,000	13,420	204.0%

This rate of growth is based on Lake Forney being completed and Lake Lavon enlarged by around 1970, and fairly rapid population growth occurring during the 1975-85 period as Dallas' outward urban growth expands close to Rockwall. Some industrial growth is also expected to take place and other non-manufacturing employment in goods and services is expected to lift Rockwall out of the small town category.

B. High Projection

The high population projection is based on very rapid growth of Rockwall's economy, with a proper balance between water-oriented recreation, industry and retirement, and commuter-oriented residential development beginning soon after 1970. This is summarized below:

	Population		Change, 1966-85	
	1966	1985	Persons	Percent
Rockwall	2,805	20,000	17,195	613.0%
Rockwall County	6,580	30,000	23,420	355.9%

To achieve this growth, a maximum use of private and public improvements would be necessary, as well as a concerted campaign to make Rockwall an ideal Community for residential living.

C. Medium Projection

The most likely growth for Rockwall will be a population between the high and low projections covered. By any measure, Rockwall's population growth is expected to be rapid as shown below.

	Population		Change, 1966-85	
	1966	1985	Persons	Percent
Rockwall	2,805	16,000	13,195	470.4%
Rockwall County	6,580	25,000	18,420	279.9%

A high degree of private and public activity would be needed to stimulate this growth. The medium growth rate is most likely to occur and reflects the population increase on which the Comprehensive Plan should be based.

Projected Growth of Employment

Rockwall County could expect to have 9,250 resident workers by 1985, based on the medium population projection. The Community of Rockwall should have about 5,920 employees or 56 percent of the

1985 County employment. This would constitute a tremendous increase of about 5,120 employees or 640 percent over the 1960 estimate. Approximately 40 percent - 2,370 - of these employees could be expected to commute to jobs outside Rockwall County in Dallas, Garland and other areas. This is a larger percentage than the 35.6 percent commuting to work in 1960. The higher percentage is based on the continued influx of families who might live in Rockwall or surrounding Lake Forney and work in Dallas.

Rockwall's labor force - including five percent unemployed - is expected to total about 6,230 people by 1985. The five percent unemployed is above the minimum or "frictional" level of unemployment of four percent which includes people who quit their jobs voluntarily, first-time young workers, and people unemployed during the lag in matching available jobs with available people.

Growth of Personal Income

The growth of personal income during the 1960-85 period will probably be one of the most important factors in Rockwall's economic development. Income mirrors many things including better paying, higher skilled jobs; attractive and well-kept homes; an orderly and well-maintained community; an adequate tax base with which to add necessary services and facilities needed by a growing community; more and higher quality retail facilities to satisfy increased buying power; and other equally important factors.

Based on the development of more industry, quality water-recreation facilities on the two lakes, and an influx of people living in permanent homes, a 1985 average family income of $7,850 (in constant 1960 dollars) is forecast. This would represent a growth of 100 percent over the estimated 1960 average family income of $3,926. The projected gain is a significant increase, but still considerably below the 1985 average income estimated by the National Planning Association.

IMPACT OF DALLAS ON ROCKWALL ECONOMY

Rockwall is fortunate in being located so close to Dallas-Fort Worth, which is the largest and most densely populated urban complex in Texas. This urban complex, the Dallas Urban District (Dallas

County and surrounding counties, including Fort Worth, within a 50 mile radius), contained 1,875,000 persons in 1963. The Dallas Urban District is the largest urban concentration east of Los Angeles and south of St. Louis.

The rapid growth of the Dallas Area is reflected by the major increase in employment of almost 200,000 workers, which has taken place since 1950, somewhat shared by Rockwall commuters and new industry attracted due to close proximity. Dallas is currently the leading Southwest metropolitan center for finance, insurance, wholesale trade, business and professional services, and manufacturing. Slightly over one-fifth of Texas manufacturing employment was located in the Dallas Metropolitan Area as of March, 1964.

Dallas should have an even greater impact on Rockwall, as the Metropolitan Area population expands to an estimated 2,400,000 persons by 1985, almost double the 1,258,000 residents in 1963. The Dallas Urban District - which includes Rockwall County - is also expected to virtually double its 1963 population with an anticipated 3,655,000 population by 1985. These figures indicate the potential of the Area and Rockwall's part of the growth is dependent, to a large degree on its leadership and desire to grow and provide the necessary facilities and services needed.

Although Rockwall may attract some electronics and other types of growth industries, its best opportunities will be in the attraction of industries such as apparel, lumber and wood products, leather products, furniture and home furnishings, food products and miscellaneous manufacturing, which are locating or relocating in smaller cities where wage levels are less competitive. Here they can remain competitive and still participate in the growing market and have the advantages of marketing and promotion which can only be achieved by being part of a vast urban complex and accessible to the facilities which can be provided by a dynamic area like Dallas. For example, Dallas is a regional furniture and home furnishings fashion center, as well as being a regional apparel fashion center. Rockwall could be an ideal location for furniture and apparel plants, which would be close to the fashion centers. These and other opportunities exist in communities near Dallas and in the rapidly growing North Central Texas Region.

PEOPLE AND LAND USE

PHYSIOGRAPHY AND FACTORS INFLUENCING DEVELOPMENT

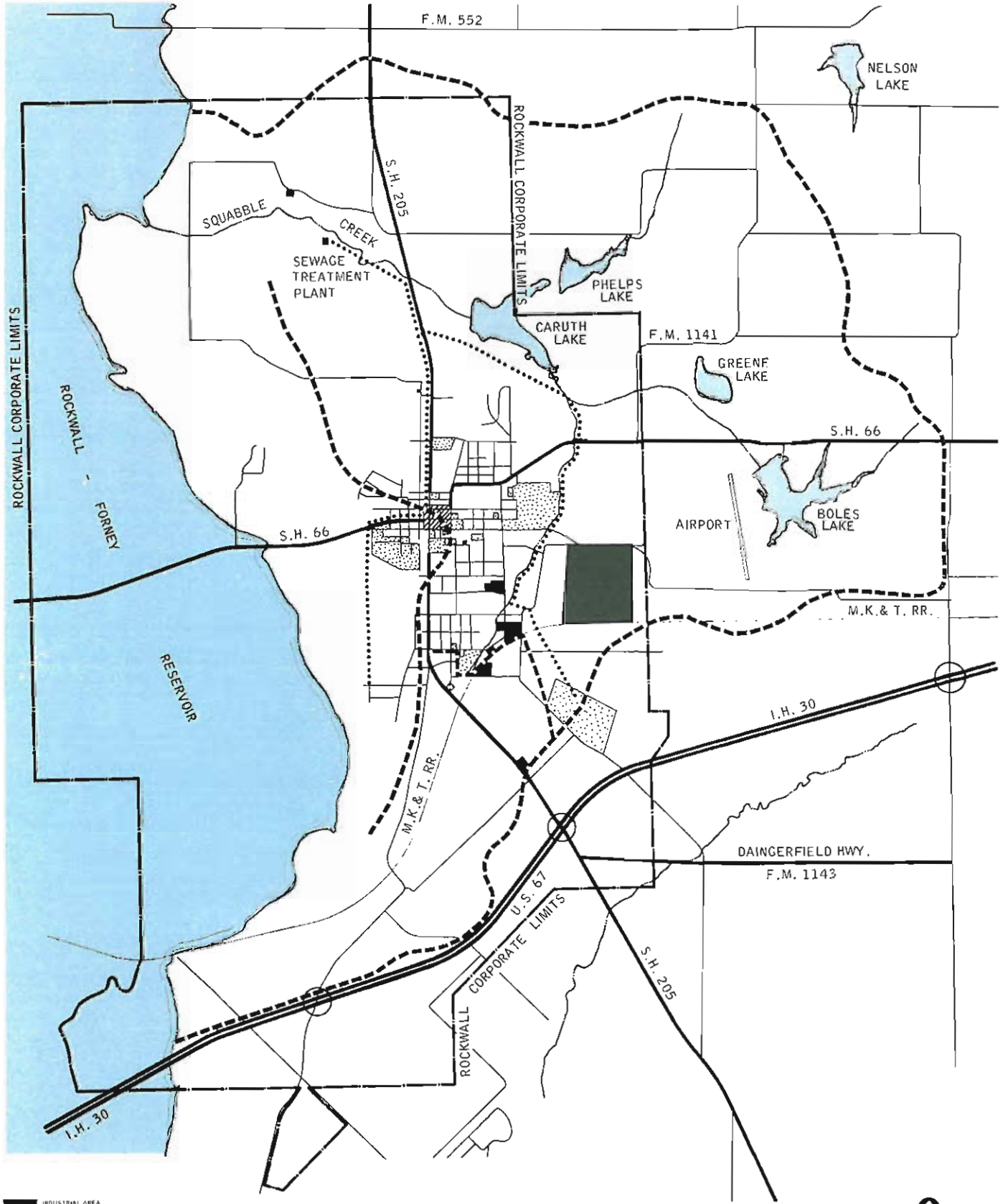
The City of Rockwall, located in the rolling Blackland Prairie of North Central Texas, is the commercial center of Rockwall County's agricultural and cattle industry. Rockwall has one of the few vantage points for view of the eastern portion of the Dallas Metropolitan Area. The City is situated along a high ridge as the rolling land breaks to the East Fork of the Trinity River. Much of the terrain within the City is gentle rolling land, traversed by drainage ways falling in the north and west directions.

The future Forney Reservoir, which lies along the western limits of the City, is one of the major factors contributing to the growth potential of Rockwall. The scenic view offered by land for development between the ridge and the Reservoir and the recreational activities associated with the future lake are desirable characteristics for future growth.

Both major highway and railroad facilities serve the Rockwall Community. The M.K.&T. Railroad runs east-west through the southern part of the City, in relatively flat terrain which can accommodate rail service for industrial land uses. The construction of Interstate Highway 30 - U.S. Highway 67 - south of the developed area in Rockwall removed through highway traffic from the City. The Interstate Highway provides Rockwall a rapid transportation route and makes all areas of the Dallas Metropolitan Area accessible to the Community. The previous route of U.S. Highway 67, which is now State Highway 66, functions in the City as a local thoroughfare and is important to the east-west traffic movements from the rural areas and neighboring towns. North-south access to Rockwall is provided by State Highway 205.

Physical factors which will influence the direction of growth for Rockwall are shown on Plate 1. Illustrated on this Plate are; Forney Reservoir, major highway and railroad facilities, limits of existing sanitary sewer service, and major business, industrial and public or semi-public land uses.

From Plate 1, it can be seen that the Community will need to make substantial investments in the future for sanitary sewer service to serve the area where initial development is likely to occur adjacent to Forney Reservoir.



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CITY OF ROCKWALL

PHYSICAL FACTORS INFLUENCING URBAN GROWTH PLATE 1

One of the major expansion problems of Rockwall is involved in the extension of services south of Interstate Highway 30. The area south of the Highway is not within the general drainage system of the rest of the Community and growth to the south will require major investments in sanitary sewer facilities and other services. It will be desirable to confine most of the development of Rockwall to the area north of the Highway until the overall development will support the major extension of services that will be required by urban development south of Interstate Highway 30.

COMMUNITY STATISTICAL AREAS

To establish a basis for evaluating the various requirements and features of Rockwall, the planning area was subdivided into seventeen statistical areas. These individual areas will be used for the evaluation of existing data and will form the basis for determining future requirements for the Community. The outlines of the various statistical areas are shown on Plate 2 and are generally described as follows:

Area 1 - This Area contains the Central Business Area, and a substantial amount of the developed land in Rockwall. The M.K. & T. Railroad on the south, State Highway 205 (Goliad Street) on the west, Heath Street on the north, and the projection of Terrell Road on the east, form the boundaries for the Area.

Area 2 - Forney Reservoir and State Highway 205 (Goliad Street) form the western and eastern boundaries of this Area, and the extensions of Heath and Boydstun Avenue are the northern and southern boundaries.

Area 3 - The limits of this Area are State Highway 205, M.K. & T. Railroad, Forney Reservoir and the extension of Boydstun Avenue.

Area 4 - This Area is bounded by the M.K. & T. Railroad, State Highway 205, Interstate Highway 30 and the Forney Reservoir.

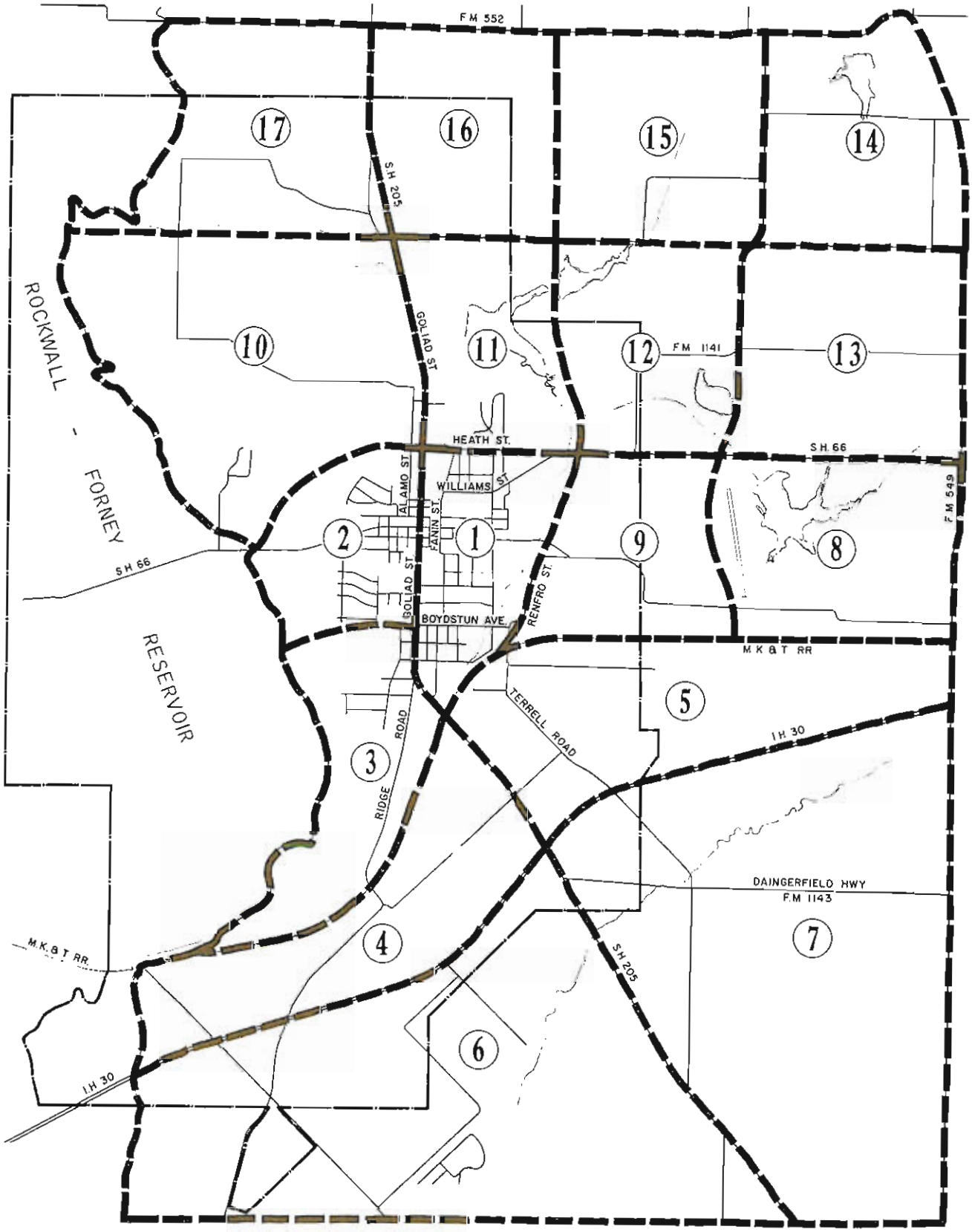
Area 5 - The Interstate Highway provides the southern boundary for this Statistical Area, with State Highway 205, M.K. & T. Railroad and F.M. Highway 543 being the other limits.

Area 6 - This Statistical Area lies south of Interstate Highway 30, and has Forney Reservoir and State Highway 205 as western and eastern boundaries.

Area 7 - The northern limit of this Area is Interstate Highway 30 and State Highways 205 and F.M. 549 are the western and eastern boundaries. Both Statistical Areas 6 and 7 have a southern boundary extending from F.M. 549 to Forney Reservoir.

Area 8 - This Statistical Area is north of the M.K. & T. Railroad, south of Highway 66 and west of F.M. 549. The western boundary of this Area and the eastern boundary of Area 9 lie generally in a north-south direction, west of the airport runway and Boles Lake.

Area 9 - The northern and southern limits of this Area are Highway 66 and the M.K. & T. Railroad. The western boundary is formed by the projection of Terrell Road.



CITY OF ROCKWALL

COMMUNITY STATISTICAL AREAS

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PLATE 2

Area 10 - State Highway 205 - Goliad Street - is the eastern boundary of this Area, and Forney Reservoir is the western boundary. The projection of Heath Street to Highway 66 represents the southern boundary, and a line connecting State Highway 205 with Forney Reservoir, generally along Squabble Creek, is the northern boundary.

Areas 11, 12, and 13 - These Areas can best be outlined as a unit. The southern limit for each of the Areas is State Highway 66, and the northern limit is along an un-named road lying approximately one-half the distance between State Highways 66 and F.M. 552. The western limit of Area 11 is State Highway 205, and the eastern limit of Area 13 is the northerly projection of F.M. 549. Area 12 is established as being between two north-south projections; one being between Phelps and Caruth Lakes on the extension of Terrell Road and the other being east of Greenes Lake along F.M. 1141.

Areas 14, 15, 16, and 17 - The southern limit of these areas is approximately one-half the distance between Highways 66 and F.M. 552 or the northern boundary of Areas 10, 11, 12, and 13. The northern limit of Areas 14, 15, 16, and 17 is F.M. 552. State Highway 205 divides Area 16 and Area 17 and the northern projection of F.M. 549 is the eastern limit of Area 14. Statistical Area 15 has as an eastern boundary the extension of F.M. 1141 and a western boundary which is the northern projection of Terrell Road.

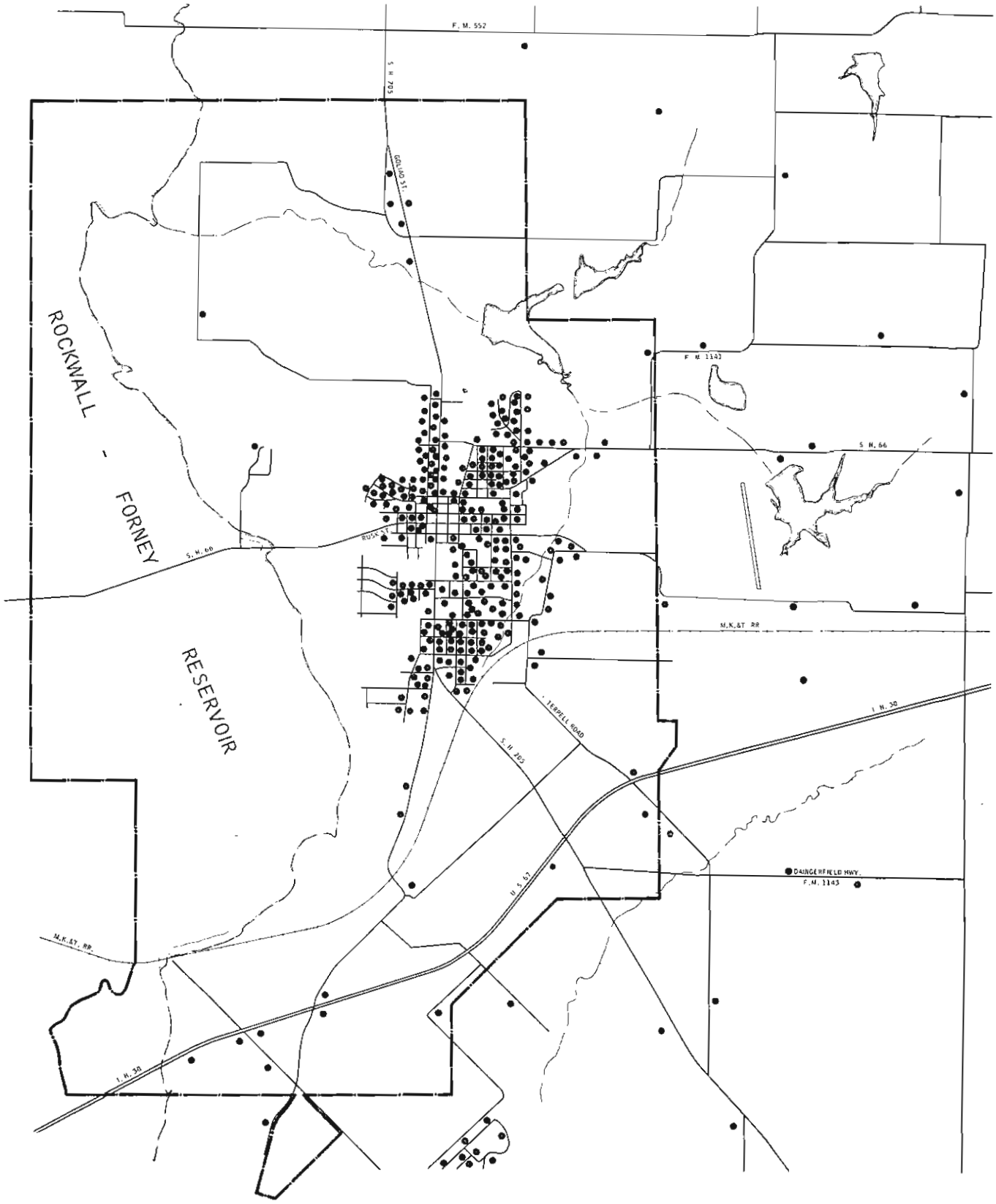
The seventeen Community Statistical Areas outlined have a total area of approximately 12,631.5 acres of which about 5,816 acres are within the present City limits. Much of the area delineated within the Community Statistical Areas is presently vacant or in agricultural use.

POPULATION DISTRIBUTION - 1966

The distribution of present population in the City of Rockwall and the surrounding areas within the Planning Area is illustrated by Plate 3. Each dot represents the general location of residences for ten persons.

Community Area 1 is the most densely populated section of the City, and within this Area, is the Central Business District and many of the older established residences in the City of Rockwall. Area 1 is totally developed except for a section east of Clark Street. The population pattern illustrated by Plate 3 reflects a fairly compact development of the Community, which is a desirable condition and should be encouraged in the future development of the City. Community Areas 1, 2, 3 and 11 contain 80 percent of the total population in the Planning Area.

The distribution of population in the Community Statistical Areas is shown by Table 10 for residences in and outside of the City's corporate limits.



EACH BLACK DOT REPRESENTS 10 PERSONS

0 1000 2000 3000

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CITY OF ROCKWALL

POPULATION DISTRIBUTION - 1966

PLATE 3

TABLE 10

POPULATION DISTRIBUTION BY COMMUNITY STATISTICAL AREAS

Community Area	Area Acres	1966 Population		
		Inside City	Outside City	Total
1	374.3	1,450	-	1,450
2	353.0	560	-	560
3	440.6	190	-	190
4	639.7	20	-	20
5	836.1	30	10	40
6	1,782.4	70	120	190
7	1,997.4	5	40	45
8	626.4	-	40	40
9	459.2	70	10	80
10	1,025.9	130	-	130
11	479.1	240	-	240
12	496.4	5	10	15
13	690.1	-	30	30
14	667.1	-	10	10
15	541.5	-	10	10
16	598.5	5	10	15
17	623.8	30	-	30
TOTAL	12,631.5	2,805	290	3,095

As indicated by Table 10, the estimated population for the City of Rockwall is 2,805 persons, and the environs surrounding the City within the Planning Area contain 290 persons for a total of 3,095 persons.

On the basis of the projected population for Rockwall, it is obvious that only a portion of the land encompassed by the total Planning Area is likely to be utilized for urban use. The portions of the various Planning Area that are used for urban use as well as the specific types of use will determine the future character and economy of the City of Rockwall.

EXISTING LAND USE

The activities of people who reside in a community impose various types of urban uses upon the land area of the city. As a resident of a city seeks a place to live, trade, work, play, go to school, receive medical care, and even find a final resting place, he creates a variety of uses on the city's area. The association, quantity and arrangement of the various forms of urban land use determine, to a considerable degree, the nature, efficiency and quality of a city and are, therefore, of major concern in establishing guides for a city's future. The pattern of land use actually determines a city's physical structure.

The importance of land use control was recognized by the State of Texas when enabling legislation was adopted in 1927, authorizing municipalities to adopt Zoning Ordinances. The City of Rockwall adopted its present Zoning Ordinance in 1957 under this legislation. The Zoning Ordinance prescribes the current land use regulations and the specific limitations concerning the type and placement of uses on the land. In addition to a Zoning Ordinance which prescribes the current regulations of land use, it has been found desirable to develop a Land Use Plan which sets forth the long-range land use objectives of the Community and which may vary some from the current zoning pattern.

The Land Use Plan is a basic planning tool and provides a scale and guide to all phases of the planning program. The Plan places the pattern of future land use in the most efficient and compatible relationship for land utilization.

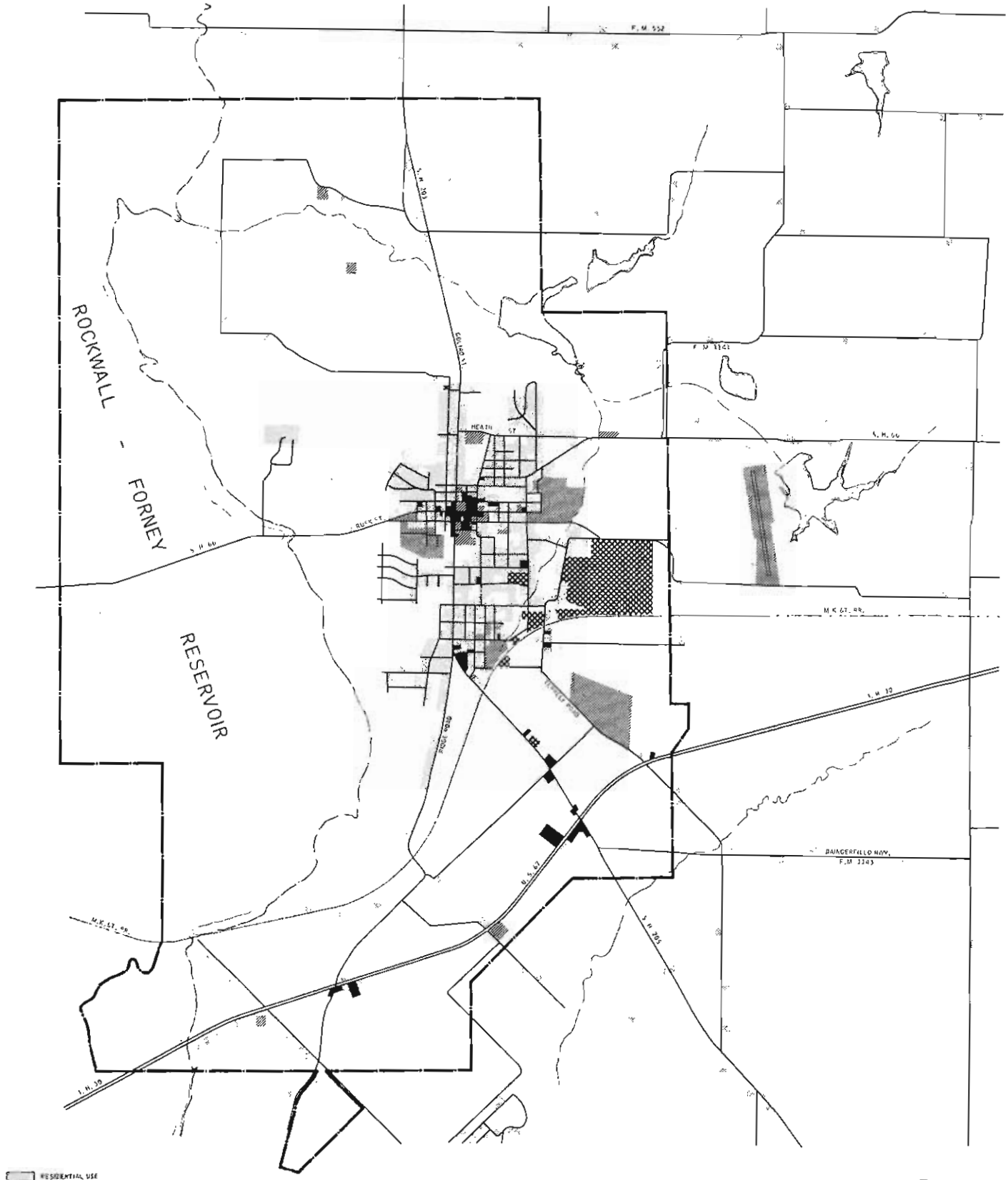
To provide the essential data for projecting the Community's future land use needs, a field survey of existing land uses was made, and the land use of each parcel of land was recorded within the urban area of Rockwall. An existing land use map was developed by placing the various land uses determined by the survey on a map by color coded classifications. From this colored Existing Land Use Map, the land area in each classification was computed for the urban area. The use of land in Rockwall was classified in accordance with the following general land use types:

RESIDENTIAL USES	A.	Single-Family Residence - One-family dwellings and related accessory buildings.
	B.	Two-Family Residence - Duplex dwellings and related accessory buildings.
	C.	Multi-Family Residence - Apartments, rooming houses and related accessory buildings.
COMMERCIAL USES	A.	Retail - Stores, shops, offices, personal services and off-street parking.
	B.	Commercial - Building material yards, commercial amusements, warehouses, wholesale establishments, automotive sales and repair.
INDUSTRIAL USES	A.	Light Industry - Light processing, storage, light fabrication, assembly and repairing.
	B.	Heavy Industry - Manufacturing, repairing or storage involving heavy processes, glare, dust, odor or heavy equipment.
PUBLIC, SEMI-PUBLIC AND RELATED USES	A.	Schools, Churches, Cemeteries, Hospitals and Institutions.
	B.	Parks, Playgrounds and Public Recreational Areas.
RAILROAD USE		Land in Railroad Right-of-Way.
STREETS AND ALLEYS		Rights-of-Way of all dedicated streets and alleys whether open or closed to public use.
VACANT OR AGRICULTURAL USE		Land in Agricultural Use, vacant or having no apparent urban use.

PATTERN OF EXISTING LAND USE

The pattern of existing land use is illustrated by Plate 4 and is in conformance with those classifications of uses listed. Vacant land area does not have an indication and street and alley rights-of-way are shown by the existing street system. The following are some of the significant land use features illustrated by Plate 4.

1. The Central Area, generally centered around the County Courthouse, is the only major present concentration of retail and commercial uses in the City. Outlying business uses have developed



RESIDENTIAL USE
PUBLIC OR SEMI-PUBLIC USE
INDUSTRIAL USE
COMMERCIAL USE

N

0 1000 2000 3000

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CITY OF ROCKWALL

EXISTING LAND USE

PLATE 4

adjacent to I.H. 30 and State Highway 205 south of the Central Area; however, these are generally oriented toward service for users of these highways.

2. Major public areas in use are schools, the cemetery and Rockwall Airport.

3. The residential pattern indicates that newer single-family developments are occurring north and west of the older sections of the City and adjacent to Forney Reservoir. Plate 4 also indicates that scattered parcels of land are used for residential use adjacent to the developed rural road system within the Planning Area.

4. Industrial development is located in the eastern section of the City and is represented by the Aluminum Company, cotton gin and fertilizer and grain storage. An additional industry, Rockwall Manufacturing Company is located adjacent to State Highway 205, south of the M.K. & T. Railroad.

AREA OF EXISTING LAND USE

The amount of land used for various urban purposes within the Rockwall Planning Area is shown by Table 11.

TABLE 11

EXISTING LAND USE - ROCKWALL, TEXAS - 1966

Use Classification	Acres Land Used	Percent Developed Area	Percent Planning Area
Single-Family	286.0	24.76	2.26
Two-Family	4.0	0.34	0.03
Multi-Family	-	-	-
Public and Semi-Public	132.8	11.48	1.05
Park	6.5	0.56	0.05
Retail	12.0	1.03	0.09
Commercial	11.1	0.96	0.09
Light Industry	6.5	0.56	0.05
Heavy Industry	98.6	8.53	0.78
Railroad	54.4	4.70	0.43
Streets and Alleys	543.8	47.08	4.31
TOTAL DEVELOPED AREA	1,155.7	100.00	9.14
Vacant and Agricultural	11,475.7		90.86
TOTAL PLANNING AREA	12,631.4		100.00

The Planning Area for Rockwall is comprised of 12,631 acres, without including the land area to be inundated for Forney Reservoir. Within the city limits, there are 5,816 acres, and the remaining 6,815 acres are in rural sections of the Planning Area. Of the total Planning Area, 9.14 percent of

the Area is developed in some type of urban land use. The future development of Rockwall, during the next 20 years and beyond, will most likely occur within the Planning Area. Comparison of land use data can more appropriately be evaluated as related to the developed area, since comparisons made of the total Planning Area would include the vast amount of vacant or agricultural lands.

Of the developed area, 25.1 percent of the area is in use for either single- or two-family residence use. This percentage of the developed land in residential use is average when compared to similar cities. Multi-family use is not represented, and two-family residence use is only 0.34 percent which places both of these residential uses below the average of most other cities. This condition is partially explained by the Community's size and lack of demand for the more dense housing uses. As the City grows, both two-family and multi-family uses should increase in relationship to the total developed area.

The largest percentage of developed land is in street and alley use and is 47.05 percent of the total developed area, a very large ratio. Since all streets and rural roads within the Planning Area are included in this percentage, there is some distortion of the statistical data due to the extent of roads and streets through vacant or agricultural land. There is some evidence that this percentage will be decreased from current subdivision street patterns where longer block lengths have been used, thus eliminating frequent cross streets, as in the older sections of Rockwall. It is desirable that this percentage of the developed area be reduced to 25 to 30 percent in the future.

The third highest use of land in Rockwall is for public and semi-public use with 11.48 percent of the developed land used for this purpose. School use is a substantial contributor to the total area in this classification. Continued expansion of community facilities, such as schools and churches, can be anticipated; however, the percentage of developed land in the public and semi-public category will experience a slight decrease in the future.

Industrial uses account for 0.09 percent of the developed land and generally exceed the percentage found in most cities similar to Rockwall's population range. The land area of the Texas Aluminum Company is a factor which raises this percentage; however, the possibility of major industrial development adjacent to the M.K. & T. Railroad and I. H. 30 indicates that the percentage of developed land used for industrial purposes in Rockwall will likely remain relatively constant.

Railroad use accounts for 4.7 percent of the developed land and is the right-of-way for the M.K. & T. Railroad. The percentage for this use will decrease slightly as further use is made of the land for other purposes, unless rail service to future industrial users becomes quite extensive.

Commercial and retail uses are anticipated to increase in the future as a percentage of developed land, over the 1.99 percent now in use. The need for additional types of these uses to service a larger population and the requirement of larger areas for off-street parking facilities will be the major factors causing this increase.

LAND USE BY COMMUNITY STATISTICAL AREAS

The land use data was tabulated for each Community Statistical Area shown by Plate 2 and is summarized by Table 12.

TABLE 12

EXISTING LAND USE - COMMUNITY STATISTICAL AREAS

Neighborhood	Total Area Acres	Residential	Retail and Commercial	Light and Heavy Industry	Public and Semi-Public	Railroad	Street and Alley	Vacant and Agricultural	Population
1	374.3	129.4	8.4	7.0	37.2	2.0	62.6	128.0	1,450
2	353.0	46.3	2.5	-	14.8	-	27.6	261.4	560
3	440.6	31.2	-	-	-	12.4	15.0	381.9	190
4	639.7	3.2	5.3	-	-	12.4	83.0	535.9	20
5	836.1	3.3	3.3	2.4	44.7	15.5	50.1	716.8	40
6	1,782.4	15.4	3.6	-	1.9	-	98.9	1,662.5	190
7	1,997.4	3.6	-	-	-	-	76.8	1,916.9	45
8	626.4	3.0	-	-	37.9	6.4	12.6	566.5	40
9	459.2	6.3	-	95.5	-	5.7	10.8	340.9	80
10	1,025.9	23.2	-	0.2	1.6	-	17.8	983.7	130
11	479.1	14.9	-	-	-	-	16.6	447.5	240
12	496.4	1.4	-	-	-	-	10.6	484.4	15
13	690.1	1.8	-	-	-	-	12.1	676.1	30
14	667.1	0.9	-	-	-	-	15.3	650.9	10
15	541.4	1.4	-	-	-	-	11.7	528.3	10
16	598.5	1.7	-	-	-	-	8.5	588.3	15
17	623.8	3.0	-	-	1.2	-	13.8	605.7	30
TOTAL	12,631.4	290.0	23.1	105.1	139.3	54.4	543.8	11,475.7	3,095

Several of the Community Areas are largely vacant or in agricultural use and are sparsely populated. The preponderance of residential development and existing population is located in Community Areas 1 and 2 which are generally the older sections of the City. Areas 4 and 5 have approximately the same land area in retail or commercial development as Area 1 where the Central Business District is located. Comparison of Table 12 with the existing land use shown on Plate 4 illustrates the distribution of population

and residential development in the Planning Area that has occurred adjacent to the rural road system outside of Rockwall.

LAND USE RELATED TO POPULATION

The existing land use data classified by the various use categories was converted to the amount of land utilized per 100 persons for each category. It is possible to evaluate the relationship of land use data in this form with similar data for other communities to provide a guide in determining future land use requirements in Rockwall.

TABLE 13

ACRES OF LAND USE PER 100 PERSONS

CITY OF ROCKWALL, 1966

Use Classification	Acres of Land Used	Acres Per 100 Persons
Single-Family Residence	286.0	9.24
Two-Family Residence	4.0	0.13
Multi-Family Residence	-	-
Retail	12.0	0.39
Commercial	11.1	0.36
Industry - Light and Heavy	105.1	3.40
Railroad	54.4	1.76
Public and Semi-Public	132.8	4.28
Parks	6.5	0.21
Streets and Alleys	543.8	17.57
Total Developed Land	1,155.7	37.34
Vacant and Agricultural	11,475.7	
TOTAL PLANNING AREA	12,631.4	

The total acreage of 37.34 acres per 100 persons for the City of Rockwall is somewhat higher than other cities in Rockwall's population range. However, this is accounted for by the large number of acres within the Planning Area in street use. The ratio of single-family residence use is presently 9.24 acres per 100 persons which is comparatively higher than other similar communities. This ratio is anticipated to decrease slightly with future growth and to range between 7 and 8 acres per 100 persons. Other residence classifications for two-family and multi-family uses are expected to increase, since a very minor percentage of land is now in use for either of these classifications.

The area devoted to retail and commercial use of 7.5 acres per 100 persons is above average for a community in Rockwall's population range. The ratio of retail use to population is not anticipated to

experience much change, however, with the provision of more adequate off-street parking for future retail uses, the retail ratio will increase slightly. Commercial use of 0.36 acres per 100 persons presently in use will remain approximately the same and will be influenced by the development of commercial uses adjacent to the Interstate Highway.

The present high ratio of industrial land as related to population is accounted for by the land area under use by the Aluminum Company. Future industrial uses adjacent to the railroad and Interstate Highway, with comparison to future population, will reduce the present ratio of 3.4 by approximately one-half.

Railroad use is likely to increase slightly with the possibility of trackage for industrial users adjacent to the M.K. & T. Railroad, however, the ratio of railroad use per 100 persons will decrease in the future. Public and semi-public area is also expected to be reduced in relation to the population by approximately one-third.

Land devoted to park use in Rockwall is now 6.5 acres or 0.21 acres per 100 persons. As the Community grows, more recreational areas will be required and with the influence of recreational activities related to water use, the ratio of park land is expected to increase to at least 1 acre per 100 persons.

The street and alley ratio is anticipated to decrease with future growth through more effective use of subdivision controls and design. In addition, many of the streets and roads now included in the present ratio will be absorbed by development.

FUTURE LAND USE REQUIREMENTS

The projected requirements for the various types of land use in Rockwall to 1985, based on a population of 16,000 persons, are indicated by Table 14. Adjustments in land use ratios existing at the present time are expected in the future and are shown in the Table. Single-family use has been reduced to 7.2 acres per 100 persons in anticipation of a more orderly and efficient use of land for residential purposes. At the projected ratio, 1,152 acres of land would be required for single-family use. Two-family use is shown to increase in number of acres used and multi-family use is shown as a moderate projected ratio of 0.1 acre per each 100 persons. Residential development in Rockwall will, in the future, remain primarily single-family in nature.

TABLE 14

FUTURE LAND USE

ROCKWALL, TEXAS

Use Classification	Existing Acres Per 100 Persons	Acres Present Use	Future Acres Per 100 Persons	Acres For Future Population 16,000 People 1985
Single-Family Residence	9.24	286.0	7.20	1,152.0
Two-Family Residence	0.13	4.0	0.15	24.0
Multi-Family Residence	-	-	0.10	16.0
Retail	0.39	12.0	0.40	64.0
Commercial	0.36	11.1	0.30	48.0
Industrial	3.40	105.1	1.60	256.0
Railroad	1.76	54.4	0.50	80.0
Public and Semi-Public	4.28	123.8	1.20	192.0
Parks	0.21	6.5	1.00	160.0
Streets and Alleys	17.57	543.8	5.95	950.0
Total Developed Area	37.34	1,155.7	18.40	2,942.0
Vacant or Agricultural		11,475.7		9,689.4
TOTAL PLANNING AREA		12,631.4		12,631.4

The projected retail and commercial land use requirements remain approximately in the same ratio to population as currently prevails, however, the projected acreage necessary for 16,000 persons is 112 acres as compared to the 23.1 acres now in use.

Projected ratios for both industrial and railroad uses are decreased as shown by Table 14. Even though a decrease is shown by the ratio of industrial use to population, a substantial increase of approximately 150 acres is shown over the acreage now in use for industrial purposes. The expanded population decreases the future ratio of railroad use as related to population, and it is expected that the increase in acreage shown over that presently in use will be in the nature of spur trackage.

The projected ratio of park use has been set at 1 acre for each 100 persons which is an acceptable standard and for recreational land needs. The resulting increase over present usage for park purposes would be approximately 155 acres.

The future ratio of land required for street and alley purposes to population is shown as a substantial decrease from the present ratio. The projected increase in actual acreage used from 1966 to 1985,

of approximately 410 acres, would be in new developments and widening of major thoroughfare right-of-ways.

The projected land use requirements indicate that 2,942 acres will be in urban use in Rockwall by 1985, which is an increase of 1,787 acres over that presently in use. There will remain a considerable number of acres in vacant or agricultural use within the Planning Area which will be available for growth of the Community beyond 1985.

FUTURE LAND USE BY COMMUNITY STATISTICAL AREAS

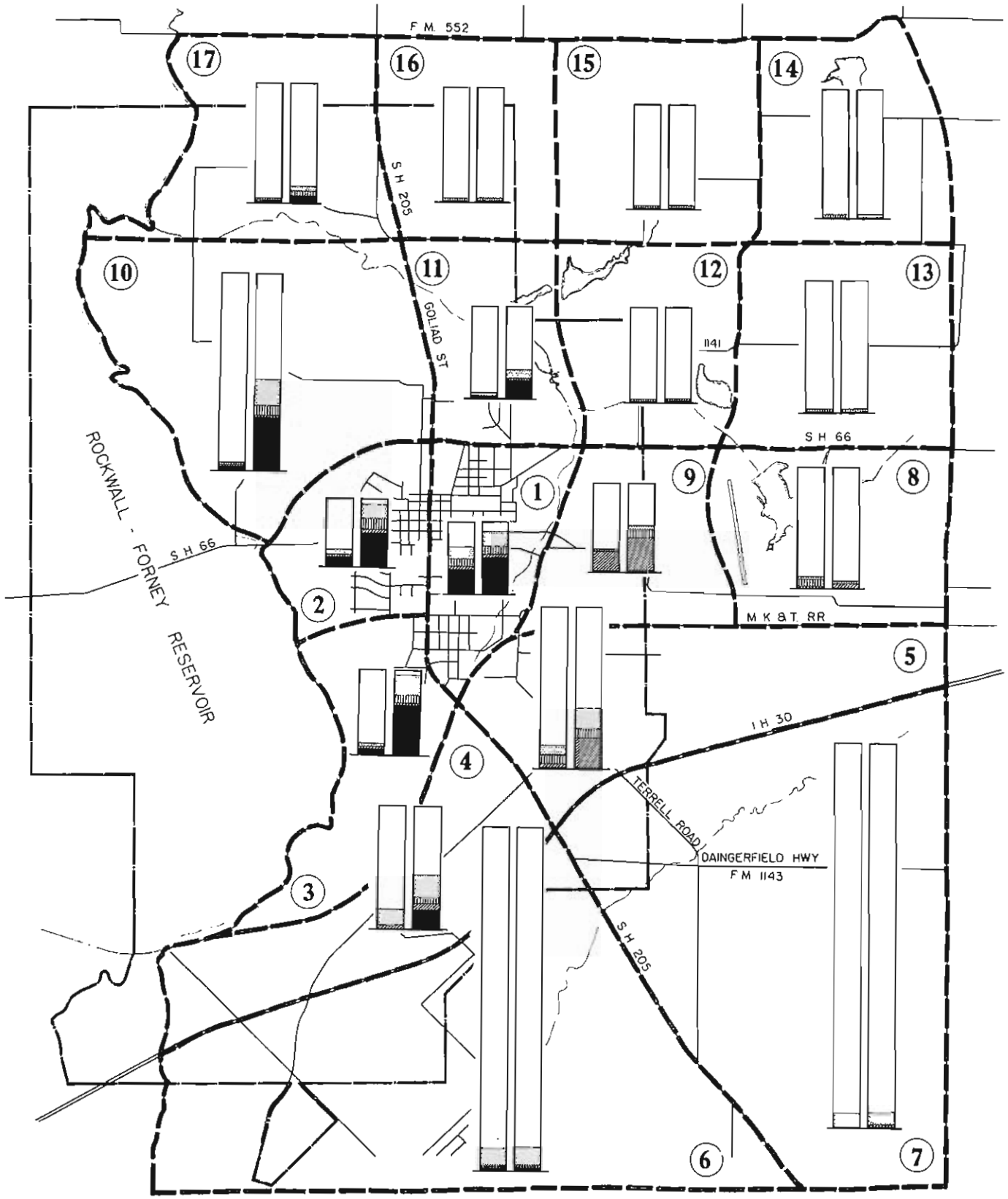
Table 15 illustrates the distribution of future land use in the Community Statistical Areas and the projected population for each of these Areas. Those Community Areas which are shown to have the preponderance of residential development by 1985 are 1, 2, 3, 4 and 10. The development of these and other areas will be influenced by the availability of utility service and the future lake area. The projected land use data by Statistical Areas is related to Table 14, Future Land Use.

TABLE 15

FUTURE LAND USE - COMMUNITY STATISTICAL AREAS

Neighborhood	Total Area Acres	Residential	Retail and Commercial	Light and Heavy Industry	Public and Semi-Public	Railroad	Streets and Alleys	Vacant and Agricultural	Future Population
1	374.3	190.0	16.0	-	42.0	2.0	75.0	49.3	2,500
2	353.0	175.0	18.0	-	55.0	-	75.0	30.0	2,400
3	440.6	260.0	3.0	-	40.0	7.4	105.0	25.2	3,400
4	639.7	102.0	15.0	-	35.0	17.4	115.0	355.3	1,400
5	836.1	5.0	30.0	101.0	45.0	32.2	105.0	517.9	70
6	1,782.4	18.0	5.0	-	5.0	-	98.9	1,655.5	210
7	1,997.4	5.0	5.0	-	-	-	76.8	1,910.6	40
8	626.4	3.0	-	10.0	40.0	11.0	14.0	548.4	50
9	459.2	10.0	16.0	145.0	-	10.0	20.0	258.2	70
10	1,025.9	280.0	4.0	-	55.0	-	136.1	550.8	3,800
11	479.1	95.0	-	-	10.0	-	46.0	328.1	1,500
12	496.4	4.0	-	-	-	-	10.6	481.8	40
13	690.1	2.0	-	-	-	-	12.2	675.9	20
14	667.1	2.0	-	-	-	-	15.3	649.8	20
15	541.4	3.0	-	-	-	-	11.7	526.7	30
16	598.5	3.0	-	-	-	-	8.5	587.0	30
17	623.8	35.0	-	-	25.0	-	25.0	538.8	420
TOTAL	12,631.4	1,192.0	112.0	256.0	352.0	80.0	950.0	9,689.4	16,000

A graphic comparison of future land use requirements, within the Planning Area, by Statistical Areas is illustrated by Plate 5. Comparison of the various Areas indicate that most of the future growth will develop north and west of the present developed area of Rockwall. Included within the projections are the vacant and agricultural areas. The expected acreage to remain vacant or in use for agricultural purposes comprises the majority of the use in most Statistical Areas. By 1985, it is anticipated that approxi-



CITY OF ROCKWALL

FUTURE LAND USE BY STATISTICAL AREAS

PLATE 5

mately 25 percent of the land area within the Planning Area will be in some type of urban use and the remaining area being used for agricultural use.

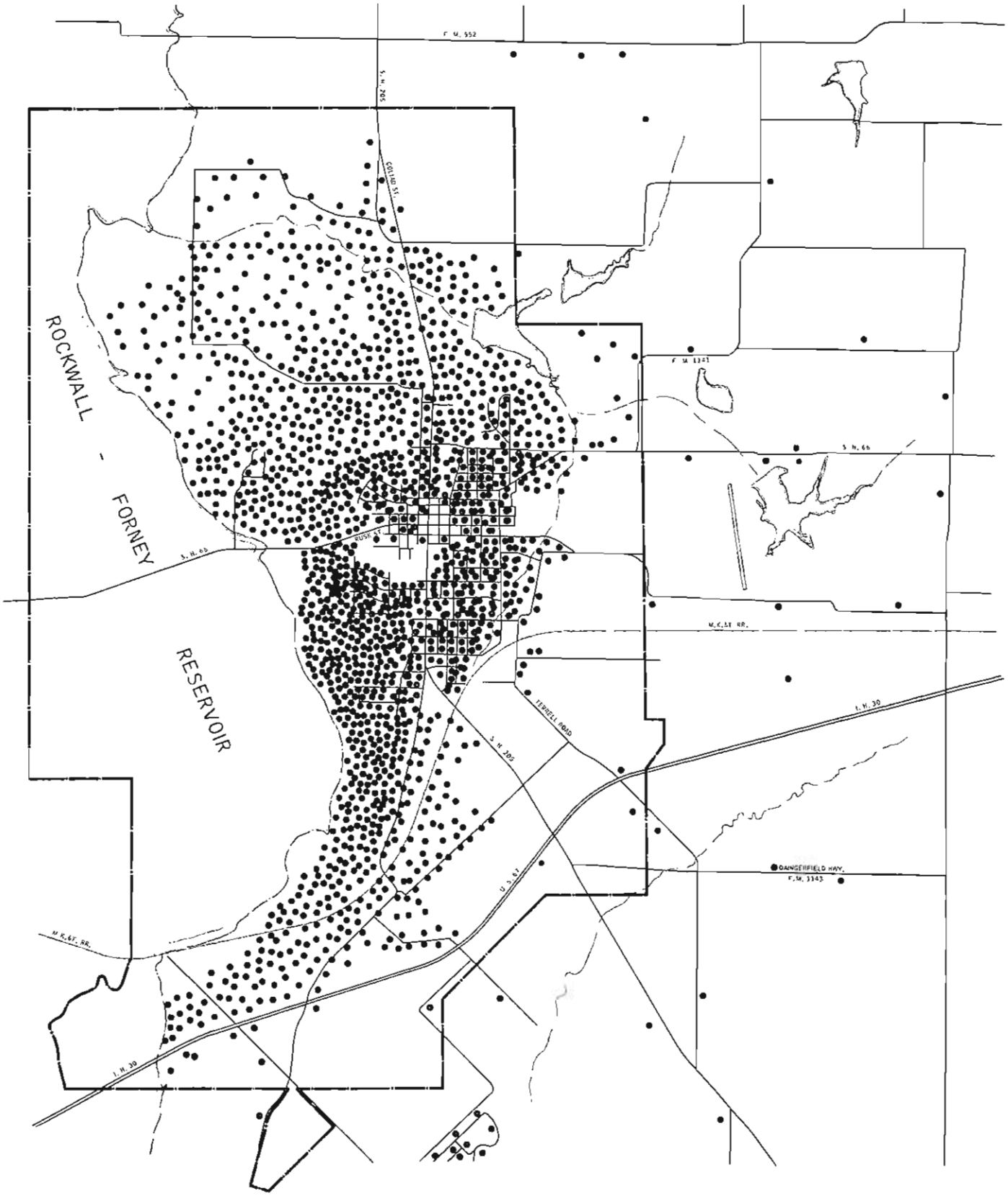
FUTURE LAND USE GUIDES

The Future Land Use Plan for Rockwall is incorporated with other physical elements of the Comprehensive Plan in a latter section of the Report. The Land Use Plan proposes the arrangement of major land use types for a population of 16,000 persons by 1985 and the following years beyond the planning period. The Plan indicates two major guidelines for the City of Rockwall; (1) expansion of the Central Business Area as the predominant retail trade area within the City and (2) the limits of future industrial expansion. The Land Use Plan is intended to be a general guide for the development and use of land in the future and has as its purpose the following objectives:

1. To set forth a general land use pattern for the Community. The projected growth of Rockwall will expand the land area now in urban use by one and one-half times and the guidance of growth with the land use pattern will insure proper land utilization.
2. To create a compact, orderly and economical arrangement of land uses for the future. The economy of government in Rockwall will be influenced by the future land use arrangement. Dispersion of uses will cause an excessive financial burden for improvement and service costs.
3. To provide a basis for estimating future community facilities and costs. The general location of schools, parks and service facilities are indicated by the Land Use Plan and estimated costs can be determined for each facility as related to the service area outlined by the Plan.
4. To provide a basis for resolving the proper land use classification when adjustments are requested in zoning boundaries.

FUTURE POPULATION DISTRIBUTION

The future population distribution in Rockwall by 1985 for 16,000 persons is illustrated by Plate 6. The projected population has been distributed in accordance with the Land Use Plan and the various physical factors which are likely to influence the pattern of future growth.



EACH BROWN DOT REPRESENTS 10 PERSONS - 1965

EACH BLACK DOT REPRESENTS 10 ADDITIONAL PERSONS IN 1985

NOTE: FUTURE POPULATION EXPANSION DEPENDENT UPON MAJOR EXTENSION OF UTILITY LINES.

N

0 1000 2000 3000

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CITY OF ROCKWALL

FUTURE POPULATION DISTRIBUTION

PLATE 6

Population change from 1966 to 1985 by Community Statistical Areas is shown by Table 16 and projections for each Area coincide with the population distribution illustrated by Plate 6.

TABLE 16

POPULATION CHANGE - COMMUNITY STATISTICAL AREAS

Community Area	Population 1966	Population 1985
1	1,450	2,500
2	560	2,400
3	190	3,400
4	20	1,400
5	40	70
6	190	210
7	45	40
8	40	50
9	80	70
10	130	3,800
11	240	1,500
12	15	40
13	30	20
14	10	20
15	10	30
16	15	30
17	30	420
TOTAL	3,095	16,000

THOROUGHFARES

MAJOR THOROUGHFARE PLAN

Rockwall is located on or adjacent to several significant highway arteries which provide direct access to surrounding cities and rural areas. State Highways 205 and 66 provide the major connecting routes for north-south and east-west traffic movements. As Rockwall develops and its urban area is expanded, additional traffic arteries will be needed to handle the internal flow of traffic within the Community and connect to the Region. It is also of importance to Rockwall that good access be available to I.H. 30, State Highway 66 and other routes that connect the City with the surrounding rural areas and the Dallas Metropolitan Area. The development of a system of differentiated thoroughfares, which provide for all types of vehicular movement and which are coordinated with the needs and demands of the projected land use pattern, will be essential if Rockwall is to develop in an orderly and efficient manner. The Thoroughfare Plan should provide the skeletal framework around which the various urban uses can develop, and the thoroughfare system must be capable of expansion as the City grows. The importance of adequate thoroughfares will become more significant to the Community in the future as commuting, recreational and internal traffic movements increase. The Thoroughfare Plan must recognize the existing street system and adapt much of it. The following data summarizes the significant characteristics of the existing street system.

EXISTING STREET PATTERN

The existing street pattern in Rockwall has developed in such a manner that few streets are continuous through the Community, and several streets have been terminated prior to connecting with another street. In the Central Business Area, between Houston and Kaufman Streets from Second Street to Sherman Street, the small block size of 200 feet square has been created by the streets within this area. Throughout the remainder of the City, block sizes of various lengths have resulted from the irregular grid pattern of existing streets. A few blocks also have double frontage lots adjacent to them. Newer subdivisions tend to have longer block lengths with curvilineal streets, especially where the topography makes such an arrangement desirable. Lot size and arrangement has been improved in the newer subdivisions as compared to the conditions in the older section of the City.

Three major highways connect Rockwall with the surrounding areas; I.H. 30 and State Highways 66 and 205. The existing street system is basically built around the two State Highway routes.

EXISTING STREET RIGHT-OF-WAY WIDTHS

The ranges of existing right-of-way widths in the City of Rockwall are illustrated on Plate 7. Right-of-way width is the public space between opposite privately owned properties that has been dedicated for use as street space and for sidewalks and utility lines. Existing rights-of-way widths for local streets vary from 30 to 60 feet. The highway routes have wider rights-of-way as indicated on Plate 7. The predominant width is 50 to 60 feet with newer residential developments having a 50 foot right-of-way width.

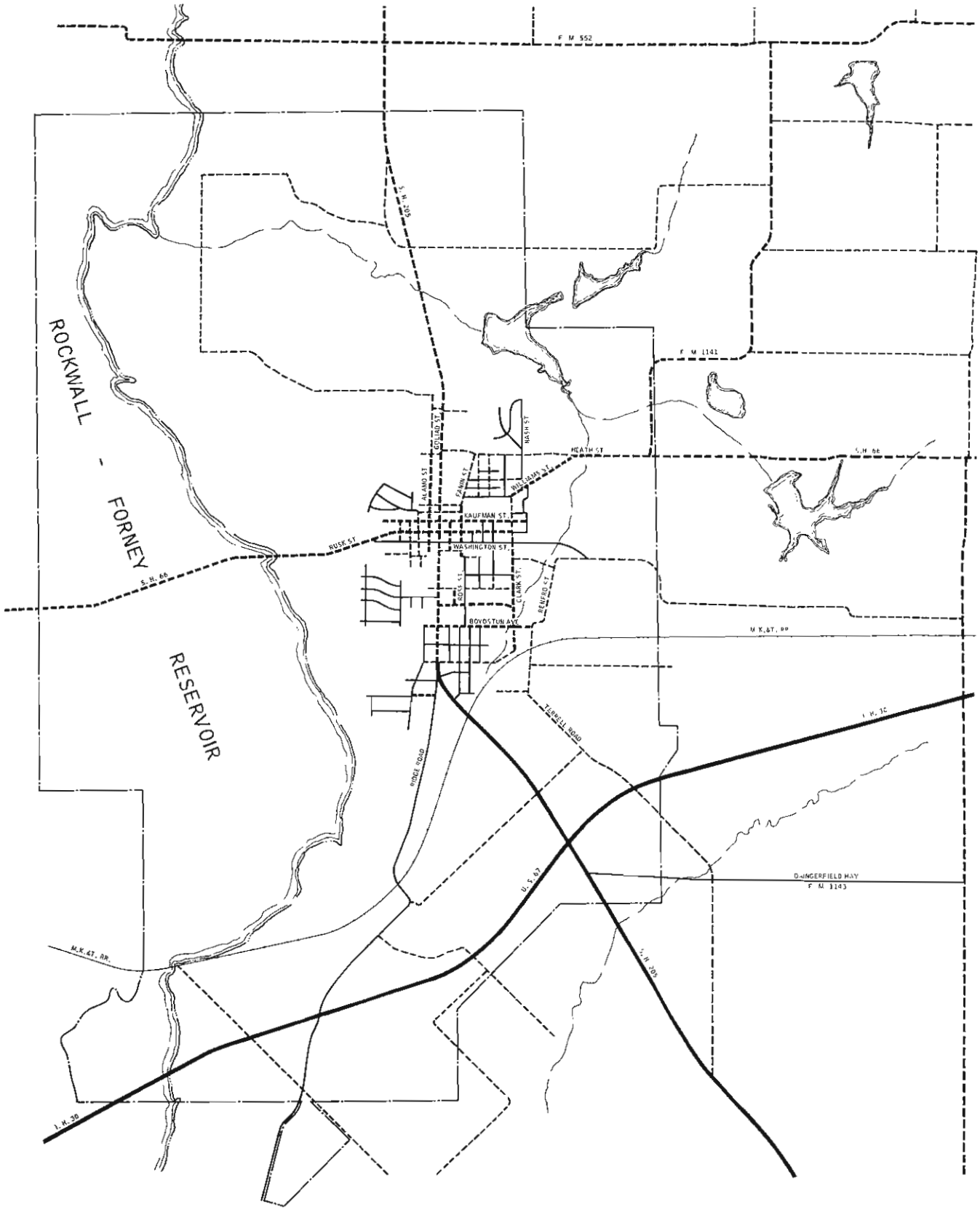
It is of importance that a standard right-of-way width be adhered to in future development, that has a relationship to pavement width and street function.

It is possible that existing rights-of-way which have been terminated and cannot be extended, or those with widths which are below an acceptable standard and can serve no other function, such as an alley way, can be abandoned and reclaimed for productive development.

EXISTING PAVEMENT WIDTHS

Existing pavement widths in Rockwall are illustrated on Plate 8. The pavement widths assist in the differentiation between the major and minor street importance that has been placed on them by the usage. Most streets in Rockwall have some type of all-weather surface; however, the majority of streets do not have a permanent type surfacing with curb and gutter. Streets are classified on Plate 8 as being paved with either a permanent or all-weather surface. The predominant pavement width varies from 18 to 24 feet, with the newer developments having a street section with curb and gutter of 27 feet in width.

Pavement width is a determining factor of street capacity or the volume of vehicles which can move over a street in a definite time period. There is obvious need for some streets in Rockwall to provide wider, more functional pavements and such need will increase as the Community grows.



49 FT OR LESS
50 FT. - 59 FT.
60 FT. - 99 FT.
100 FT. AND OVER

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0 1000 2000 3000

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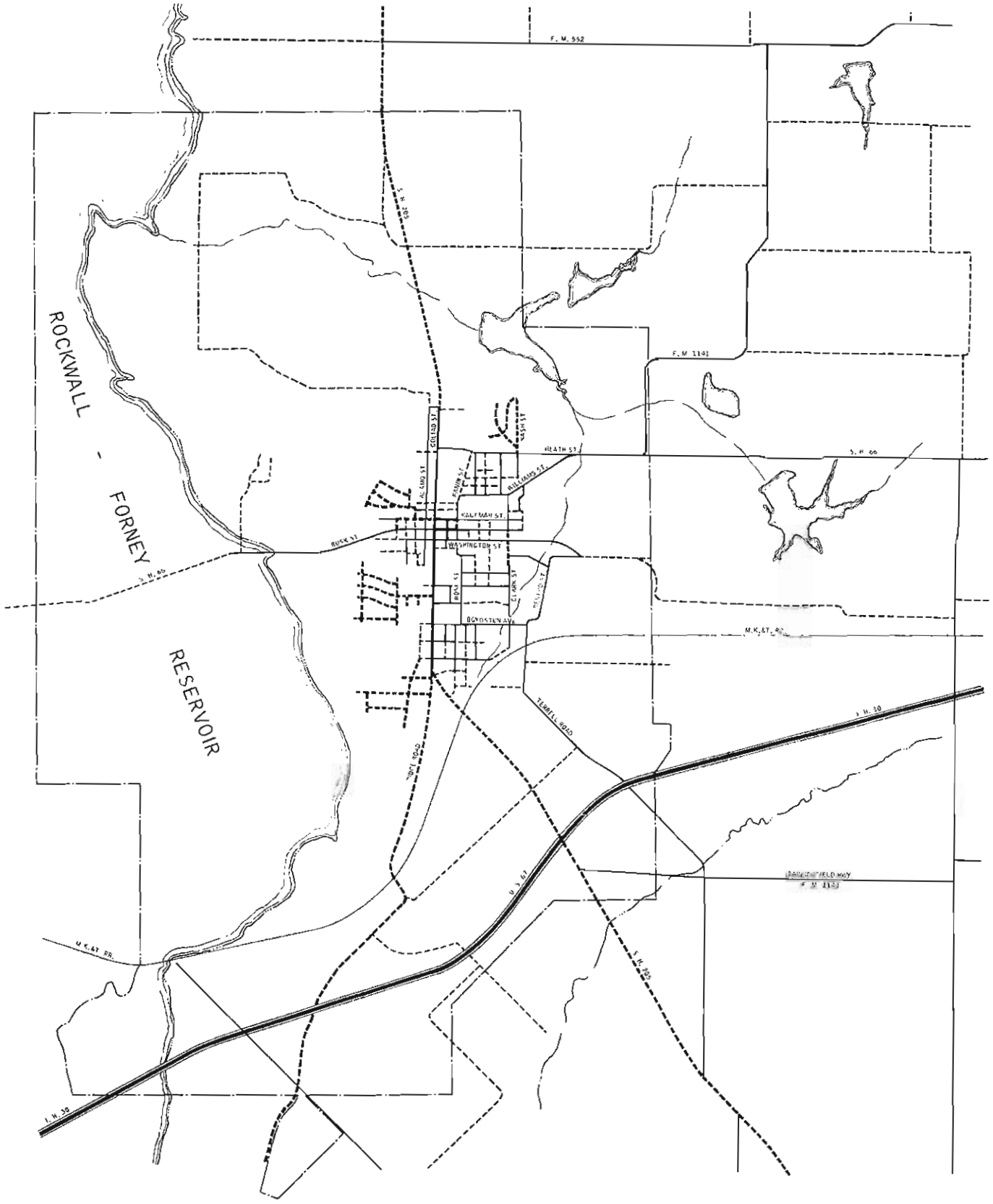
CITY OF ROCKWALL

EXISTING RIGHT - OF - WAY WIDTHS

PLATE 7



NOT PAVED
LESS THAN 27 FT.
27FT. - 34FT.
40FT. - 46FT.
47FT. AND OVER
INDICATES DUAL PAVEMENT

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0 1000 2000 3000

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CITY OF ROCKWALL

EXISTING PAVEMENT WIDTHS

PLATE 8

EXISTING AND PROBABLE FUTURE TRAFFIC

Traffic movement in Rockwall is the resultant of the need or desire of people to move from one location to another in their urban environment. From studies made of various communities, it has been determined that 40 to 45 percent of all trips made in an urban area have home as the destination, and 20 to 25 percent of all trips have the place of work as the destination. The remaining urban trips are for social, school, recreational, shopping and other miscellaneous purposes. Where people live and work is an important factor influencing urban traffic, and, therefore, new residential areas and centers of employment are of importance in determining appropriate thoroughfares in the Community.

The annual daily traffic that occurred in 1964 on streets and highways in Rockwall is shown on Figure 1. Investigation of these traffic volumes indicate the importance of the highway system serving Rockwall and its environs. State Highway 66 between Rockwall and Garland has considerably more volume than the route to Fate, and a similar example is illustrated by the volumes for the intersection of I.H. 30 and State Highway 205. Both examples are illustrative of the travel pattern between Rockwall and the Dallas Area. Volumes indicated for Washington and Clark Streets are relatively high in comparison to other local street volumes and is accounted for by traffic to and from the Aluminum Company.

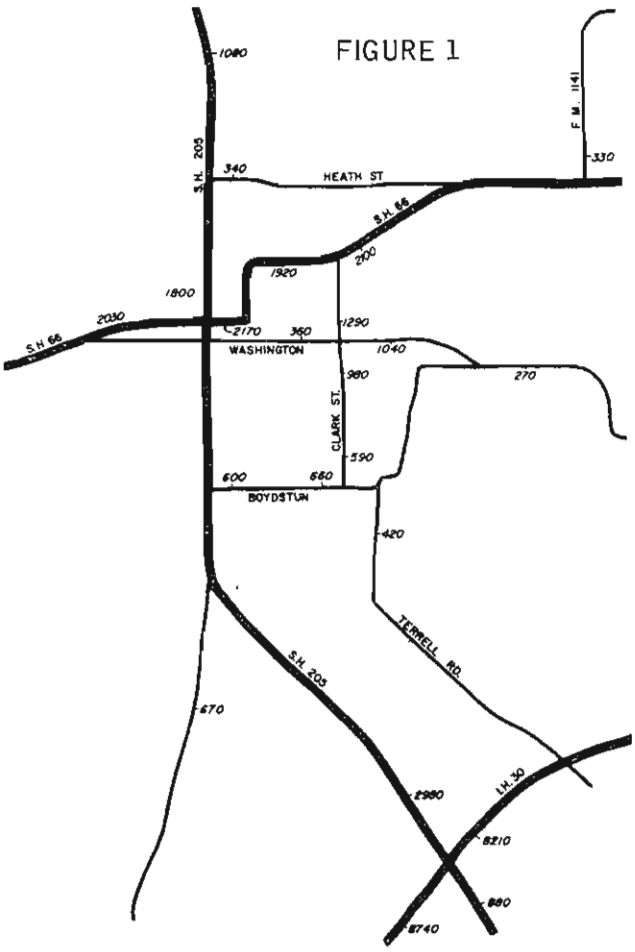
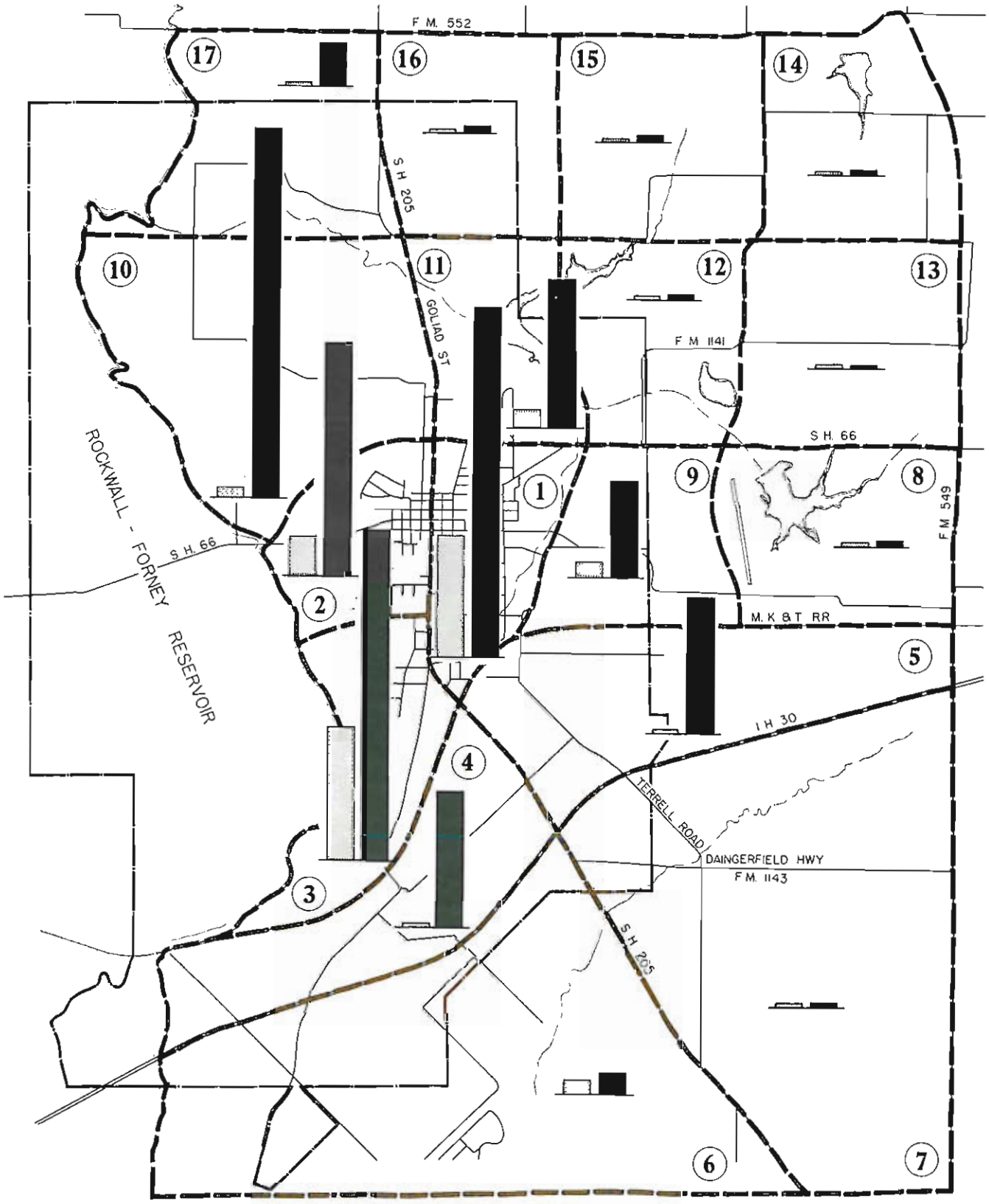
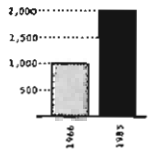


FIGURE 1

AVERAGE DAILY TRAFFIC VOLUME - 1964
CITY OF ROCKWALL

Plate 9 illustrates the comparison of vehicle trips generated in each statistical area in 1966 with those estimated for 1985 when the City reaches a population of 16,000 persons. A total of 6,400 trips are generated in Rockwall at the present time, and it is estimated by 1985 that 49,000 trips will be generated daily. The increase in trip generation shown on Plate 8 for 1985 is influenced by three





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CITY OF ROCKWALL

TRIP ORIGINS BY STATISTICAL AREAS

PLATE 9

factors: (1) population increase within the Community; (2) increase in motor vehicle ownership; and (3) an increase in motor vehicle usage.

Table 17 indicates the relationship of Rockwall County population to vehicle ownership since 1930, with projections from 1964 to 1985. Vehicle registration data is not available for individual cities; however, the data for Rockwall County is assumed to be characteristic of the City of Rockwall's vehicle registration. Between 1930 and 1960, the County population declined and vehicle ownership increased by twofold. In 1960, the ratio of persons per passenger vehicle was 1.7 and increased to 1.9 by 1964.

TABLE 17

RELATIONSHIP OF MOTOR VEHICLE REGISTRATION TO POPULATION IN ROCKWALL COUNTY, 1930 TO 1964, WITH PROJECTIONS TO 1985

Year	Population	Passenger Vehicle	Trucks	Total Vehicles	Vehicle Per 100 Persons	Person Per Passenger Vehicle
1930	7,658	1,738	278	2,016	26.3	4.4
1935	-	1,713	222	1,935	-	-
1940	7,051	1,388	205	1,593	22.6	5.1
1945	-	1,561	150	1,711	-	-
1950	6,156	2,696	406	3,102	50.4	2.3
1955	-	3,106	514	3,620	-	-
1960	5,878	3,453	682	4,135	70.4	1.7
1964	6,150	3,109	747	3,856	62.7	1.9
1970	7,500	3,750	825	4,575	61.0	2.0
1980	17,000	8,500	1,360	9,860	58.0	2.0
1985	25,000	12,500	2,000	14,500	58.0	2.0

Both relationships are higher than found in most areas, and it is anticipated that this ratio will be approximately 2.0 by 1985 or 0.5 passenger vehicle per person. It was found, from results of the recent traffic origin and destination study conducted in the Dallas - Fort Worth Metropolitan Area, that 0.40 passenger vehicle per person existed in 1964.

An additional consideration affecting future traffic characteristics will be major points or areas that will be considered as traffic generators. These areas are anticipated to be as follows:

1. The Central Business Area is expected to expand and become a focal point for vehicle trip generation. Adequate access into and through this Area is a major consideration in the Thoroughfare Plan.

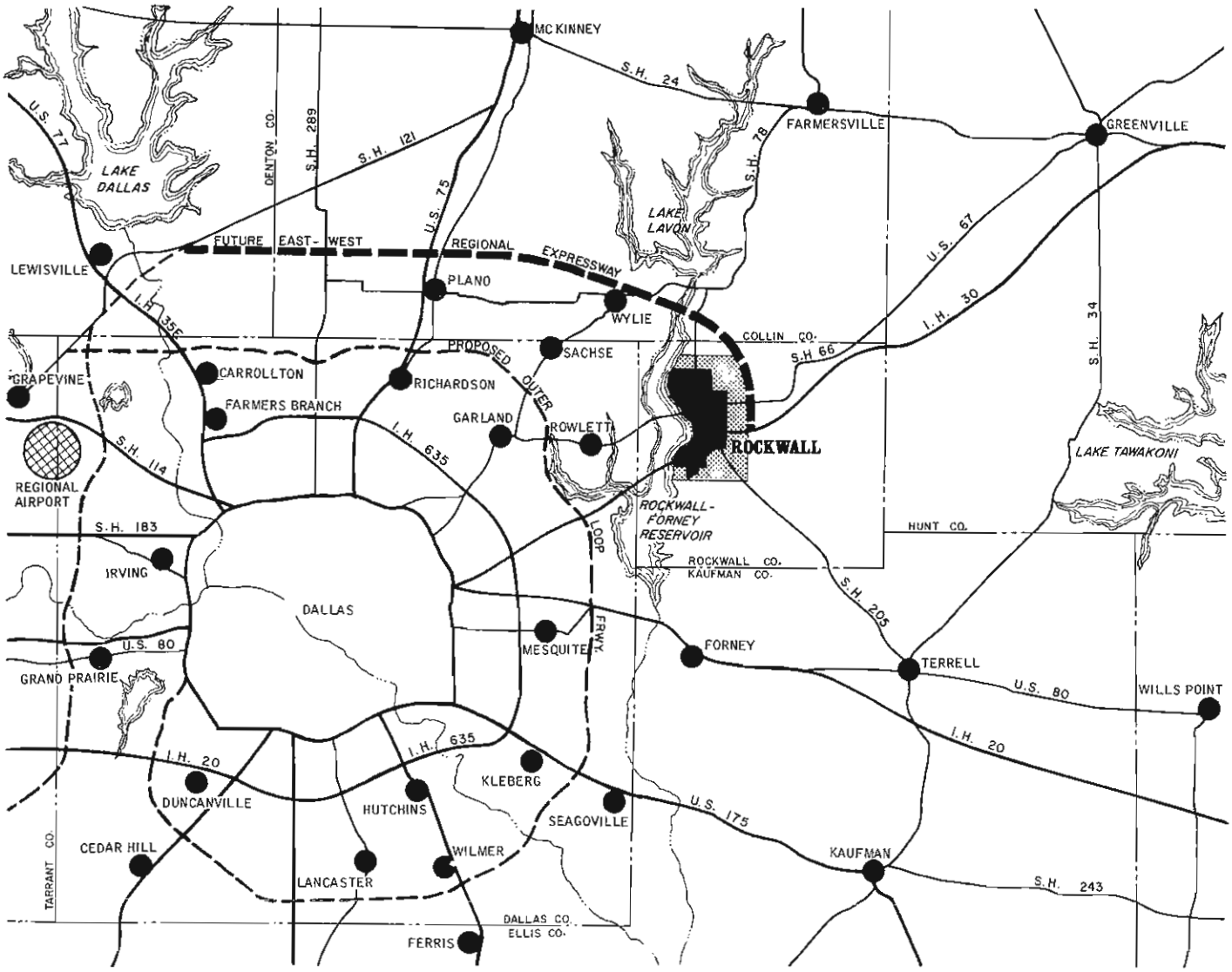
2. Recreational traffic into and through the City will be an increasingly significant factor after completion of the Forney Reservoir. Adequate access from major traffic routes to the lake is essential for development of this economic factor.

3. The industrial area between the M.K. & T. Railroad and I.H. 30 is a potential focal point of traffic generation, especially when manufacturing is a major industrial user in this area.

4. Commuting traffic between Rockwall and other cities in the Metropolitan Area will continue to increase with expansion of the urban area, and distribution of this generation is expected throughout the City.

REGIONAL HIGHWAY CONSIDERATION

Interstate Highway 30 now serves the Rockwall area with direct access or connections to all sections of the State. Westbound traffic movements can flow non-stop from Rockwall out of the Metropolitan Area either west, south or north by use of I.H. 30 and other connecting highways. The Interstate Highway allows movement of eastbound traffic into all eastern sections of the State. As the Metropolitan Area continues to grow in size and population, the increase in vehicular trips will decrease the ease of movement through the Central Area of Dallas, as is now experienced on the Interstate and other highway routes that converge in the Central Area. Plate 10 illustrates a consideration for movement of traffic across the northern boundary of the Metropolitan Area. This facility involves the cooperation and coordination of three counties: Denton, Collin and Rockwall. The highway facility indicated on Plate 10 would permit movement of traffic between I.H. 30 and U.S. 78, U.S. 75, I.H. 35E and routes projected to the northwest and western sections of the State. Further expansion of this circumferential route, south of Rockwall to Terrell and other southern cities adjoining the Metropolitan Area, would provide a future traffic route around the Dallas - Fort Worth Areas which could be used to bypass the internal sections of the Metropolitan Area. Advantages to Rockwall provided by a facility of this type would be the free movement of local traffic into and out of the Community and a transportation route for future industrial uses other than I.H. 30. The introduction of a regional highway route as indicated will overcome the barrier effect of the Forney Reservoir in separating Rockwall from the main portion of the Dallas Area urban development. The District Office of the Texas Highway Department has acknowledged the validity of the northern bypass route and proposes to incorporate the concept in the Regional Transportation Plan.



CITY OF ROCKWALL

LIMITS OF PLANNING AREA

N

MARVIN SPRENGER AND ASSOCIATES
URBAN PLANNING CONSULTANTS
DALLAS * TEXAS

PREPARED THROUGH THE COOPERATION OF THE
TEXAS STATE DEPARTMENT OF HEALTH

The preparation of this material was financially aided through a Federal Grant from the Urban Renewal Administration of the Housing and Home Finance Agency, under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended

CITY OF ROCKWALL

POSSIBLE REGIONAL HIGHWAY CONNECTION

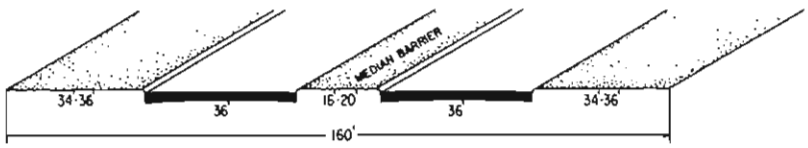
PLATE 10

RECOMMENDED THOROUGHFARE PLAN

The recommended Thoroughfare Plan for Rockwall is shown by Plate 11. The Plan proposes standards for both existing and future streets with relationship to the traffic volumes expected to be carried by each facility. The system of thoroughfares has been developed around those existing significant routes of I.H. 30, State Highways 66 and 205 and with the consideration of adequate access to Forney Reservoir and the proposed industrial area in Rockwall. It is not anticipated that all thoroughfares will be built during the time of the planning period; however, adherence to the Plan will establish major traffic arteries for the highly concentrated areas of development and the lesser concentrated areas which will develop beyond 1985. The basic pattern of major thoroughfares establishes the spacing of these street facilities on an approximate one mile interval with secondary or collector streets used for interior circulation. The framework of major streets allows logical Community areas of about one square mile in area to develop which are capable of supporting individual community facilities, such as parks, schools and possibly neighborhood shopping facilities.

THOROUGHFARE STANDARDS

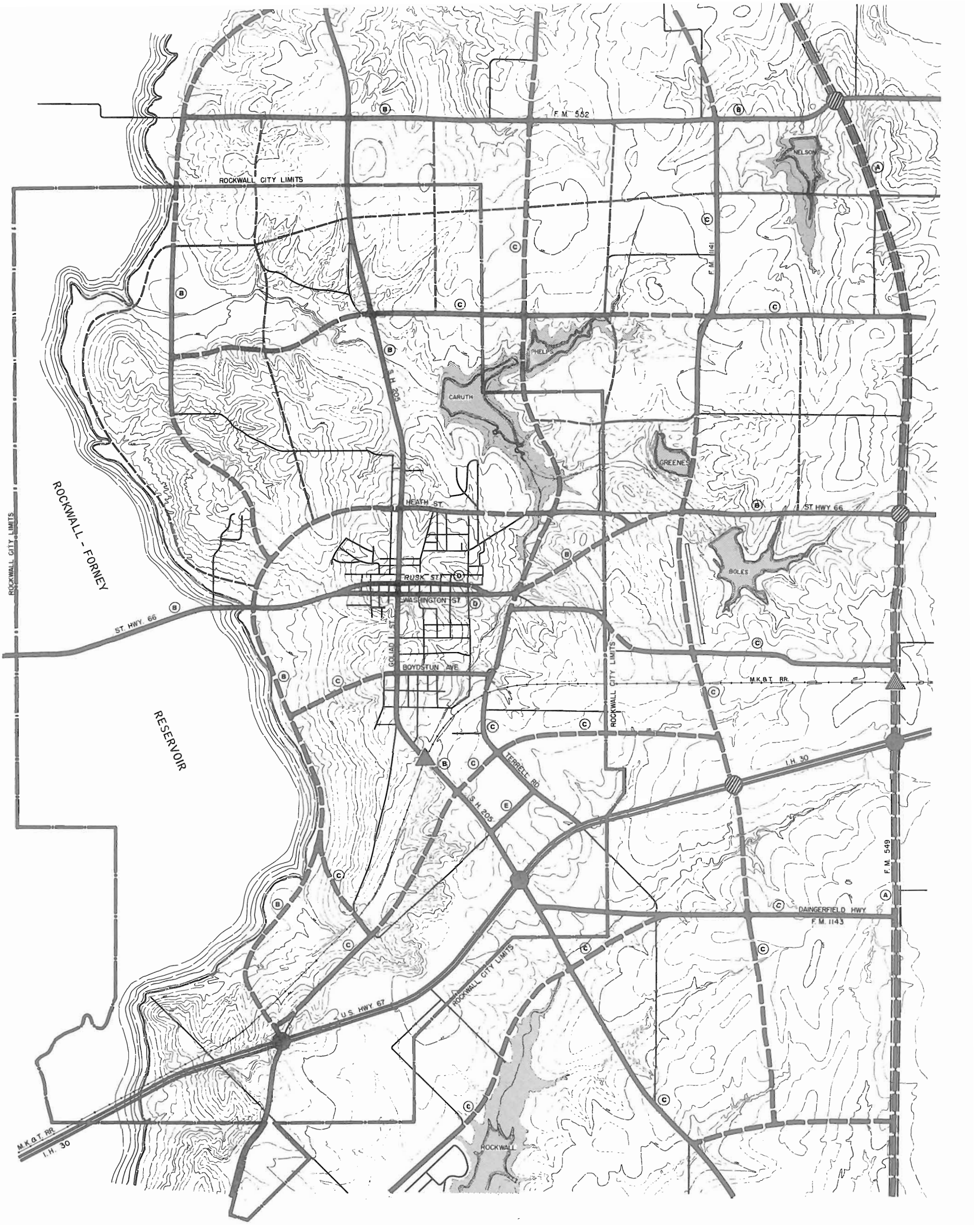
The following cross section standards are recommended for the various thoroughfares proposed and correspond to the types shown on Plate 11.



TYPE A

EXPRESSWAY TYPE MAJOR THOROUGHFARE

TYPE A - A minimum right-of-way of 160 feet is recommended for this thoroughfare. Pavement widths are proposed as 36 feet each and divided by a 16 to 20 foot median. Intersections of this thoroughfare with other major or minor streets are anticipated not to occur closer than at one quarter to one-half mile intervals, and each intersection should be controlled by separated left turn lanes or grade separations. Control of adjacent land use and subdivision is intended to provide control of marginal interference and provide a high degree of safety and capacity. Frontage roads may be required where adjacent land use makes them desirable. The bypass route from I.H. 30 north to Plano is proposed as a Type A section.



EXISTING / PROPOSED

- FREEWAY
- EXPRESSWAY
- MAJOR THOROUGHFARE
- SECONDARY STREET
- INTERCHANGE
- GRADE SEPARATION

N

0 1000 2000 3000'

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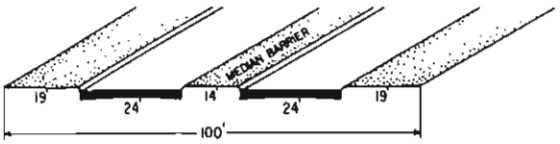
CITY OF ROCKWALL

MAJOR THOROUGHFARE PLAN

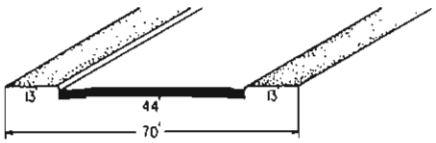
PLATE 11

TYPE B - Type B Thoroughfare has four moving traffic lanes divided by a 14 foot median barrier. The recommended right-of-way width is 100 feet. The intended application of this section prohibits parallel parking adjacent to the curb, allowing four free moving traffic streams. Should it be necessary to allow parallel parking, each pavement section would be widened to 30 feet. Three moving lanes of traffic in either direction would require widening to 33 feet. A right-of-way increased to 110 feet in width is desirable for a divided urban thoroughfare with six moving lanes of traffic.



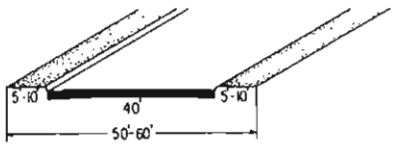
TYPE B
MAJOR THOROUGHFARE

TYPE C - The Type C Major Thoroughfare provides two moving lanes of traffic in either direction or one lane in each direction with parallel parking on either side, when the ultimate street capacity is not immediately needed for moving vehicles. Through control of adjacent uses and subdivisions, the need of parallel parking can be eliminated on this type major thoroughfare.



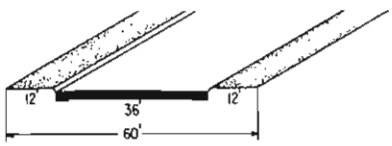
TYPE C
MAJOR THOROUGHFARE

TYPE D - This type of section is recommended for Rusk and Washington Streets through the Central Business Area. The section may be applicable to other streets in the Central Area or in industrial areas where improvements prohibit right-of-way widenings to accommodate a wider pavement surface. This street section permits four moving traffic lanes or two moving lanes with parallel parking on either side of the street, but the function is not as free as it is with a Type C Thoroughfare.

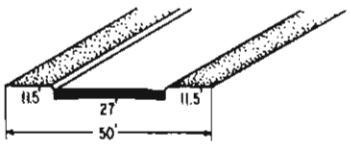


TYPE D
MAJOR THOROUGHFARE

TYPE E - The Type E section is designed to serve as a collector street within a Community, bordered by the higher capacity thoroughfares and provides two parallel parking lanes and two moving lanes. A Type E Thoroughfare is also capable of being operated as a three lane one-way street.



TYPE E
SECONDARY THOROUGHFARE



TYPE F
MINOR RESIDENTIAL STREET

TYPE F - Local residential streets are recommended for Type F section and the arrangement of local streets within the subdivisions should be discontinuous to discourage through traffic.

The six thoroughfare standards listed are capable of handling the future traffic requirements of the City of Rockwall and also are conservative on use of right-of-way space. The recommended street system is a functional one for Rockwall's projected growth, and such a basic thoroughfare system will be required if serious congestion and the resulting economic loss on environmental depreciation are to be avoided as the Community expands.

DESCRIPTION OF IMPORTANT THOROUGHFARES

Freeway - I.H. 30 is important to the future development of Rockwall and more especially the proposed industrial area north of the Freeway. There are existing on the Freeway three grade separations with thoroughfares serving Rockwall: F.M. 549, State Highway 205 and Ridge Road. To serve the south sections of Rockwall, a fourth interchange is proposed between F.M. 549 and State Highway 205.

Expressway - The bypass route recommended along the present alignment of F.M. 549, east of Rockwall, is illustrated in the regional highway concept. The improvement of this thoroughfare will require the upgrading of the present interchange to provide adequate traffic movement between the two facilities.

Local Thoroughfares

State Highway 205 - Goliad Street - A Type B thoroughfare standard is recommended for this major north-south street. This proposed section is recommended from I.H. 30 to the Central Area, where the standard is reduced to Type D. From the Central Area north to F.M. 552, Type B is recommended for this segment of the thoroughfare.

State Highway 66 - Rusk and Washington Streets - This major east-west thoroughfare is recommended as a Type B thoroughfare east and west of the Central Area. In the Central Area, the recommended standard is Type D or a 40 foot street section. The route of Highway 66, as shown

on Plate 11, divides from Type B to Type D at the intersection of Washington and Rusk Streets immediately east of Forney Reservoir. A 40 foot street section is carried on each Washington and Rusk Streets to Clark Street where the two streets converge into a Type B standard. The recommended location from Clark Street east, follows an existing power transmission line after crossing Squabble Creek into the present alignment of State Highway 66 north of Boles Lake.

Terrell Road - A Type C standard is recommended for Terrell Road. This thoroughfare presently serves the High School and will be supplemental to Goliad Street for future development north of Heath Street.

Heath Street - A Type B standard from the east city limits to a point on Highway 66 east of Forney Reservoir is recommended. Future development of the Central Area and increased traffic volumes will require an alternate artery for the east-west traffic movements.

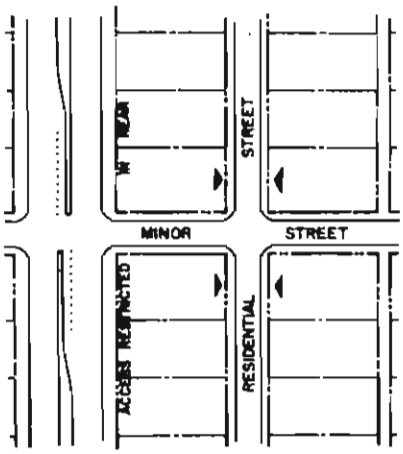
The movement of local and recreational traffic adjacent to Forney Reservoir is the future consideration for establishing the Type B section recommended from I.H. 30 northward and curving into Highway 205 along the lakeshore.

CONTROL OF LAND SUBDIVISION IN RELATION TO MAJOR THOROUGHFARES

The ultimate efficiency of the proposed major thoroughfare system for Rockwall will be determined, to a considerable degree, by the manner in which the land adjacent to the thoroughfares is developed and used. By regulating the points of access to adjacent property, and by the spacing and location of intersecting streets and thoroughfares, it is possible to design the maximum capacity into the projected thoroughfare system. Normally, much of the protection of thoroughfare efficiency will result from the manner in which the adjacent land is subdivided.

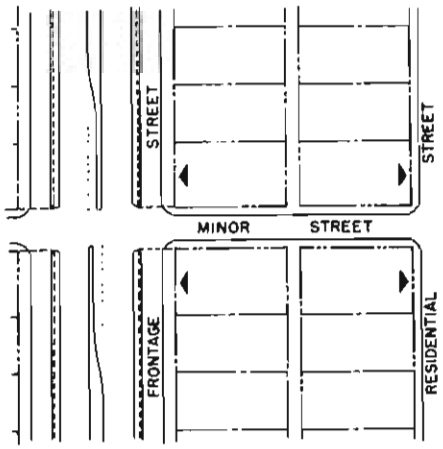
Major thoroughfares usually attract such traffic volumes that it is not desirable to front residential lots directly upon them. When residential lots front directly upon major thoroughfares, the efficiency of the thoroughfares is usually impaired by the frequency of access points required. Careful treatment of subdivision arrangement, adjacent to major thoroughfares, can contribute greatly to the safety and capacity

of the thoroughfare and, at the same time, protect the adjacent property from the adverse influence of heavy traffic movements. It is important to take particular care in the design of subdivisions adjacent to high standard major thoroughfares to protect both the lots and the thoroughfare. The following illustrations in Figures 2 through 5 show physical arrangements designed to protect thoroughfare function and property access.



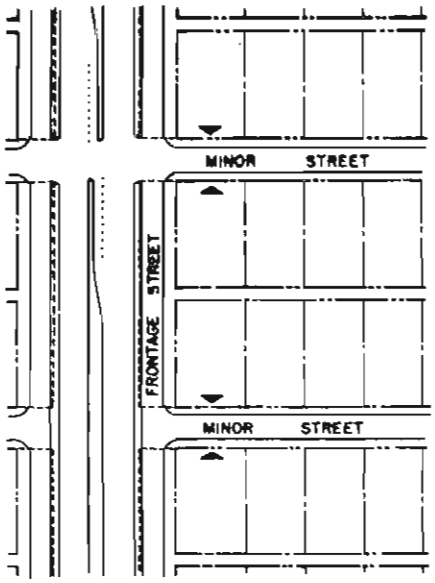
LOTS REARING ON DIVIDED OR UNDIVIDED MAJOR THOROUGHFARE

FIGURE 2 - One desirable pattern is accomplished by arranging a residential street parallel to the major thoroughfare or expressway and backing the residential lots upon the major artery and fronting them upon a parallel minor street. By providing on the subdivision plat for the restriction of access along the rear of such lots, it is possible to prevent the confusion and hazard which would result if all abutting properties were provided with direct access to the major thoroughfare. Minor and secondary street intersections along a major thoroughfare should be spaced from about 1,000 feet to 2,500 feet apart.



LOTS FRONTING FRONTAGE ROAD ON DIVIDED OR UNDIVIDED MAJOR THOROUGHFARE

FIGURE 3 - The second method of platting residential lots adjacent to an important major thoroughfare is shown by Figure 3. The proposal creates a frontage street which is separated from the main traffic artery by a marginal barrier. A substantially greater right-of-way width is required for this arrangement, and it is usually more costly to develop inasmuch as lots front only one side of the service or frontage road. The arrangement suggested by Figure 3 is readily adaptable to business and industrial uses which may desire to front upon a Type A, B or C Thoroughfare. It is possible by the use of a frontage road to widely space the streets intersecting the major thoroughfare.



LOTS SIDING FRONTAGE ROAD ON DIVIDED OR UNDIVIDED MAJOR THOROUGHFARE

FIGURE 4 - A third method of arranging lots in relation to a major thoroughfare is shown by Figure 4, and involves the separation of the residential lots from the thoroughfare by a marginal barrier and siding the lots upon a frontage road parallel to the major thoroughfare. By intersecting the minor residential streets with a frontage road, it is possible to space the access intersections along the major thoroughfare more widely and thereby protect the efficiency and function of the thoroughfare. The arrangement has the same basic disadvantage of greater development cost and right-of-way requirement as indicated by Figure 3. The frontage street does, however, provide an excellent buffer to heavy traffic movements, and in many situations, such an arrangement can be justified and result in an excellent neighborhood development.

NEIGHBORHOOD - THOROUGHFARE RELATIONSHIP CONCEPTS

The major thoroughfare system provides a skeletal framework within which logical neighborhood units can develop. A neighborhood results from the assembly of a series of subdivisions into a logical functional unit. It is usually desirable to locate near the center of each neighborhood unit, an elementary school and a neighborhood playground. The elementary school is normally made accessible by a system of secondary or collector streets. The internal neighborhood street system is arranged so as to be discontinuous and curvilinear and to be discouraging to through traffic movements. When shopping center service is appropriate to a neighborhood unit, such service is normally located at the intersection of major thoroughfares. Likewise, when church sites are made an integral part of a neighborhood unit, the church site should be located on a major thoroughfare or near the intersection of two major thoroughfares inasmuch as both the shopping center and the church will serve a larger area than the immediate neighborhood, and both involve heavy periods of traffic and parking concentration which would adversely affect the enjoyment of the residential properties, if placed at an internal location in the neighborhood.

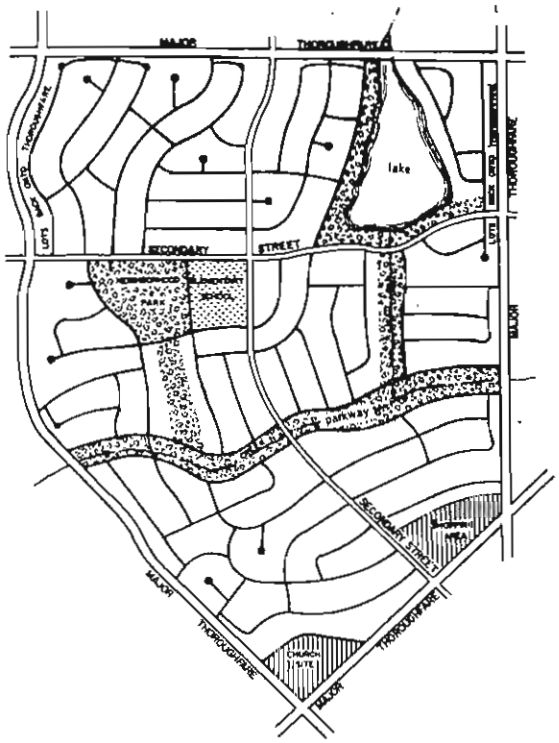


FIGURE 5

Figure 5 indicates the treatment of a major drainageway through a neighborhood as a parkway, and the interconnection of this parkway with the neighborhood park. The introduction of integral open space into a neighborhood unit can take varying forms, ranging from a golf course to the preservation of interesting geological or botanical features.

The bounding major thoroughfares of a residential unit will carry the preponderance of the traffic moving in the area, while the internal street system is arranged and intended only to provide access to the residential units within the neighborhood. Through careful preplanning of neighborhood areas and the cooperation of developers, it is possible to achieve neighborhood street arrangements which are similar to those illustrated and to assure the long-term value of residential areas. It is recommended that the principles of the neighborhood design illustrated be followed in the platting of future areas in Rockwall.

COMMUNITY FACILITIES
CENTRAL BUSINESS AREA
PUBLIC BUILDINGS

PARKS, PLAYGROUNDS AND SCHOOL SITES

Parks and schools are among the most important community facilities in any city. The standards and quality of the urban environment, as well as that of the recreational and educational facilities themselves, are set in the community by the supply and treatment of open space. The desirability of the community as a place in which to work, play and raise and educate a family is, to a considerable degree, influenced by these facilities. As the Community of Rockwall expands in the future, the continuing attitude and planning effort by the Community toward adequate recreational and educational facilities will determine the ultimate disposition of such facilities and the future character of the Community.

The elementary school should be both a center of educational and of recreational activities in the neighborhood it serves. Both elementary and secondary schools should be considered as integral parts of the areas which they serve and in which they are located. Under the concept of the City being made up of a series of neighborhood units, the elementary school should be the focal point of each such unit. The neighborhood should have defined boundaries and characteristics which delineate it from other similar neighborhoods. The elementary school and possibly an adjoining park assist in defining the neighborhood area and becomes a major contributing factor for the planning and development of a neighborhood unit.

The function of a school site is influenced by a wide variety of factors generally existing beyond the actual limits of the school site. The street system providing pedestrian and vehicular traffic ways is an important consideration in neighborhood planning and development. The central location of the school in the neighborhood with streets planned to eleminate major vehicular and pedestrian conflicts is an aspect to be considered in planning the neighborhood. The existence of land uses which are noisy or create heavy traffic, such as industrial and commercial uses, have an adverse effect on the schools environment and educational process. These and other similar off-site factors are beyond the direct control of the school officials and are generally matters which are resolved by municipal officials and it is, therefore, important that the proper interrelationship exist between school and municipality. It is of major importance to the Community that cooperation exist between the two agencies in the development of

school sites. Another consideration for a cooperative undertaking of both the Cith and School Agencies is the joint acquisition of sites for elementary schools and neighborhood parks. By purchase of adjoining sites more complete use can be made of each facility throughout the year for both educational and recreational purposes and generally the size of each site can be reduced, resulting in a savings in land investment. Through joint use and development, better facilities can be available and operated at a minimum cost to the Community. The following planning factors summarize the consideration which should be given to the development of a school and park site and illustrates the need for a cooperative effort desirable between the City and School Agency in obtaining quality development.

1. The elementary school location should be centrally located within the neighborhood unit to minimize the need of children crossing the boundary thoroughfares going to and from school. The neighborhood street system coordinated with the elementary school location should provide safe and adequate pedestrian and vehicular circulation.

2. Junior and senior high schools, which serve older children from several neighborhood units, can be located adjacent to thoroughfares without complicating the function or desirability of the schools.

3. Existing or future non-residential uses should influence decisions as to the location of schools since these areas do not contribute students, and often have an adverse effect to the school use.

4. Whenever possible, the consolidation of a school site with a playground or playfield will be desirable and provide more efficient use of the land and improved service to a neighborhood or the Community.

The important interrelationship between the school-park function of the Community makes it appropriate that these Community facilities be considered as a unit. It is the purpose of this Report to evaluate the existing parks and schools and the related physical open space facilities that exist in Rockwall, and to recommend the improvement and expansion of these facilities in a manner that will provide the Community with adequate recreational space and school facilities which will become increasingly important as Rockwall grows.

PARKS, PLAYGROUNDS AND OPEN SPACE

The expansion of Rockwall's residential areas and the resulting increases in population will make parks and open spaces much more important than they are recognized to be today. As the vacant and agricultural lands surrounding the present developed areas are converted into urban use, playgrounds, parks

and other types of open space areas should become an integral part of the urban environment. The development of special park areas adjacent to the New Lake, for both land and water recreational activities, is a significant advantage to Rockwall for providing a system of park areas which could be outstanding in the Area. Changes in the way of urban life in recent years, which are anticipated to continue, has tended to make parks and open spaces increasingly important elements of the Community. Significant among the changes which have been taking place are the following:

1. An increasing amount of leisure time is becoming available to the urban population. In the past two decades, the average work week for urban employees has been reduced and through technological advancements and automation, the leisure time may even be further increased.
2. Retirement systems and pensions are tending to develop an increasing leisure class among elderly population. Rockwall County in 1960, had approximately 25 percent of its total population in the group over 45 years of age. Several of these persons are now retired or nearing retirement age. The City of Rockwall will have in the older age bracket persons requiring largely passive recreational facilities, which differ from the active use designed for the young. The passive types of acres should be planned and provided for in the park system.
3. Increased incomes and the availability of recreational equipment to a larger group of the population has increased the need of recreational areas. Rockwall will most likely experience an increase in boat ownership as well as water recreational goods when the Forney Reservoir is completed. Facilities should be provided for in park areas for other forms of recreational equipment, such as; archery, camping areas, model airplane flying areas, supervised pistol and rifle ranges and other forms of recreational equipment designed to occupy leisure time.
4. The increasing ownership and use of the automobile makes it possible for more distant recreational areas to be reached by the urban dweller. Rockwall is likely to become a major focal point of recreational traffic.
5. Parks and open spaces are being recognized more as having distinct economic value to the community. A community has the opportunity to provide an additional attraction to new industry and commercial enterprises through its park system. Considerable emphasis is placed on the recreational areas which are available to employees by these types of business. Parks and open spaces further add desirable cohesion to the neighborhood and provide the major aesthetic and open space elements in such areas.

FUNCTIONAL TYPES OF PARK AREAS

A park system must recognize a variety of recreational needs. Both active and passive types of park areas should be included in the park system. Each park should be located, developed and operated for a specific function, or functions, if the required land area is available. A single park cannot generally serve a variety of functions and, therefore, the park use must be related to the area and population which it serves. The following are the various types of parks and open space which are significant to the future park development of Rockwall:

1. Playlot - A playlot is a small childrens playground varying from a single residential lot in size to approximately 1 acre. The primary function of a playlot is to provide recreational space for pre-school children and younger elementary school age children at locations near their residence. Usually, the type of function provided by a playlot is available on individual home sites in a single-family residence district. Where substantial development of high density apartment dwellings exist, it is appropriate that playlots be provided for younger children. In such cases, the playlot should be an integral part of the housing development. In a community like Rockwall, most of the playlot development will be private in nature and related to residential developments rather than being a part of the municipal park system.

2. Playgrounds - The playground is considered to be one of the most important features of a park system and its primary function is the provision of recreational space for elementary school children and the provision of general recreational area for the entire neighborhood which surrounds it. A playground should be located near the center of the neighborhood area which it serves and should be considered as having approximately the same service requirements as an elementary school. A neighborhood playground should be located so as to be within approximately one-half mile to three-fourths miles from most residential portions of the Community. Safe and convenient pedestrian access is considered important to a playground location, just as it is to an elementary school. Generally, the location of playground sites adjacent to heavily traveled major thoroughfares should be avoided as the preponderance of the visitors to a neighborhood playground are expected to walk to the location. It is not considered desirable to provide any substantial amount of off-street parking at a playground site. Facilities normally provided at a neighborhood playground consist of playground equipment for small children, a multiple purpose surfaced play area, an athletic area for games such at baseball, football, soccer and a surfaced area for such sports as volleyball, basketball, and similar activities. Tennis courts are also considered a desirable feature of neighborhood playgrounds. A passive area is also desirable as part

of the playground facility and such areas should include landscaping, trees and natural areas such as drainageways and ravines. It is normally not desirable to provide lighted athletic facilities in a neighborhood playground inasmuch as such lighting usually becomes an objectionable feature to the nearby residents and a depreciating factor to a portion of the neighborhood.

3. Playfield - A playfield is usually a larger area than a playground and is oriented primarily to active recreational facilities for all ages. A playfield normally serves several neighborhood areas and should be conveniently accessible by automobile and include provisions for off-street parking. Activities provided at a playfield should include lighted baseball and other sports, an athletic field for football and soccer, a community building, tennis courts and a surfaced multiple purpose play area. The service radius of a playfield is normally considered to be upwards of one and one-half miles and usually a location adjacent to or as an integral part of a junior high school or high school is considered desirable and appropriate.

4. Large Parks - Areas of from 25 to 100 or more acres in size which provide both passive and active recreational facilities for all age groups are usually classified as large parks. It is desirable that a balance of active recreational facilities and passive type developments be provided in a large park. Such facilities may include picnicking, boating, fishing water areas and natural areas. It is not likely that the City of Rockwall will have the necessary funds to purchase and develop a park of this type unless the land is obtained as a gift or through assistance from other governmental units. It is important, however, that the City acquire access to the shoreline of Forney Reservoir. Through cooperation with the City of Dallas and modest land acquisition, it should be possible to achieve significant lakefront park area for the City of Rockwall. Proposals are made herein for coordinating development with the lakefront.

5. Parkways and Ornamental Areas - Plazas, street islands, scenic drives and grounds of public buildings and similar facilities are important aspects of the overall park system and should receive careful attention as to development and maintenance. No significant

parkway or plaza development exists in Rockwall at the present time, however, a number of opportunities to provide such important community open spaces exist. It is often possible in the development of a subdivision involving the drainageways to arrange the drainage courses within parkway areas whereby the trees along such areas can be preserved, the drainage adequately provided for and a pleasing open space area created for the Community. The development of such facilities should be encouraged in Rockwall.

6. Special Park Areas - Golf courses, country clubs, zoos, botanical gardens and special athletic and community centers including hobby centers are considered special types of recreational facilities. Rockwall's Community Center would be classified into this type of park facility. In the future, other types of parks in this classification will become important to the Community's development and possibly the larger recreational areas will be provided by private means.

7. Reservations and Preserves - Large recreational areas such as State parks and developments on reservoirs which provide camping, picnicking, hikeing, boating, fishing and similar activities or which are provided for the purpose of protecting wild life and open space are classified as reservations and preserves. The use of the automobile has made such areas increasingly important to urban communities. Nearby Lake Lavon currently provides this type of recreational facilities for the City of Rockwall. Other reservoirs in the Dallas-Fort Worth Region will likewise contribute to the recreational potential of the Community.

PARK STANDARDS

While the requirements for park acreage will vary with the size of various communities, a standard of 10 acres per 1,000 persons has been an accepted guide for several years to measure the adequacy of a community's park system. The following recommended standards are summarized for each of the various types of parks which are intended for the Rockwall park system.

1. Playlot - These small areas for pre-school and younger elementary children should be provided for in private developments where population densities are anticipated to be relatively high.

2. Playgrounds - A minimum of 2 acres per 1,000 persons is recommended for the population residing within the playground service area.

3. Playfield - A minimum of 2 acres per 1,000 persons is recommended for the population residing within the 1 and 1/2 mile service area.

4. Large Park Areas - The recommended standard for this type of facility is 5 acres per 1,000 persons. It is recommended that park acreage devoted to this function be distributed in several acres adjacent to the shoreline of the lake.

5. Parkways and Ornamental Areas - A standard is not recommended for this type of park use, however, through subdivision controls the establishment of parkways along major drainage courses should be encouraged. Development of governmental building sites also should be encouraged by landscape treatments.

6. Special Park Areas - A minimum standard of 1 acre per 1,000 persons is recommended for these types of recreational use which include golf courses, country clubs, or other public or semi-public uses.

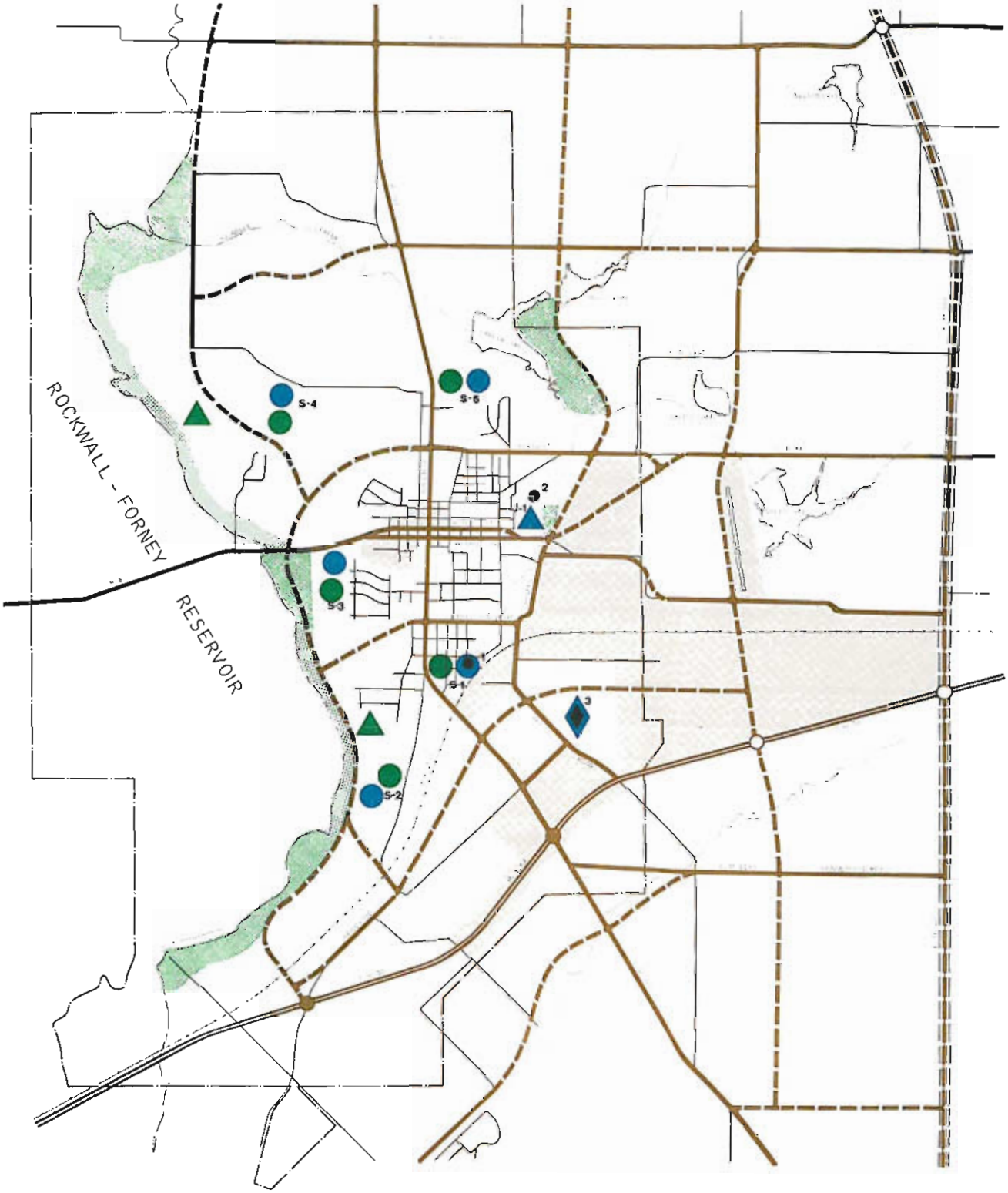
On the basis of the recommended standards, the following minimum acreage of park and recreational areas should be provided in Rockwall as the Community grows:

Type of Park	Park Area for 16,000 Population
Playlot	(As Needed In Dense Housing Developments)
Playgrounds	32 Acres
Playfield	32 Acres
Large Parks	80 Acres
Special Parks	16 Acres
Parkways and Ornamental Areas	No Standard
TOTAL	160 Acres

The park area standards recommended should be used as a general guide to the provision and development of areas for park purposes and should be considered the minimum standards to be achieved in developing the park system.

EXISTING SCHOOLS AND PARKS

The existing schools and park area in Rockwall are shown by Plate 12, and includes three school sites and one park area. The existing school facilities are summarized by Table 18 and the location of each site is keyed to Plate 12.



SCHOOLS

EXISTING

- ELEMENTARY
- JUNIOR HIGH
- HIGH

PROPOSED

- PROPOSED PLAYGROUND
- PROPOSED PLAYFIELD
- (PARK AREA (CITY OF ROCKWALL))
- PROPOSED COOPERATIVE PARK DEVELOPMENT (CITY OF ROCKWALL AND CITY OF DALLAS)

1 BOURN AVENUE ELEMENTARY SCHOOL
2 ROCKWALL ELEMENTARY SCHOOL
3 ROCKWALL HIGH SCHOOL
S-1 TO S-5 PROPOSED NEW ELEMENTARY SCHOOLS
J-1 PROPOSED JUNIOR HIGH SCHOOL

N

0 1000 2000 5000

MARVIN SPRINGER AND ASSOCIATES
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PREPARED THROUGH THE COOPERATION OF THE
TEXAS STATE DEPARTMENT OF HEALTH
The preparation of this material was financially aided through a Federal Grant from the Urban Renewal Administration of the Housing and Home Finance Agency, under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended

CITY OF ROCKWALL

EXISTING AND PROPOSED SCHOOL SITES AND PARK AREAS

PLATE 12

TABLE 18

EXISTING SCHOOL FACILITIES - ROCKWALL, TEXAS

Schools	Date Constructed	Special Condition	Number Rooms	Grades	Average Enrollment	Estimated Student Capacity	Site Acreage	Physical Condition
Elementary School								
Rockwall Elementary	1950	Cafeteria	16	1 - 6	445	590	11	Good
		Gymnasium and Stage	7	7 & 8	138			
Bourn Avenue	1955 And 1965	Gymnasium	10	1 - 6	83	200	7	Fair
				7 & 8	33			
Senior High School								
Rockwall High School	1965	Industrial Arts, Vocational Agriculture and Cafeteria	13	9 - 12	264	400 to 450	45	Good

Rockwall Elementary School Site has three distinct buildings located on the school grounds. Grades 1 through 5 are served by a 14 room building constructed about 1950. A prefabricated building serves as classrooms for grade 6, and the previous high school building is used for grades 7 and 8 with 7 classrooms presently in use in this building. The use of this school plant is rapidly reaching the capacity of 590 students with 583 students now enrolled in this school. Bourn Avenue Elementary School had an enrollment of 116 students for the beginning of the 1966-67 school year, which is 84 students below the schools estimated capacity. The school was built in 1955, with two classrooms and a gymnasium added in 1965.

Rockwall High School is a new school plant built in 1965, and has currently enrolled four grades, 9 through 12, with a total of 264 students which is approximately 200 students below the estimated capacity for this school. Included as special features in the school plant are a cafetorium, vocational agricultural facilities and an industrial arts building. The school is located on a 45 acre site which will provide adequate expansion area for future improvements.

The City of Rockwall has one recreational area presently in use which is located immediately east of the Rockwall Elementary School. Improvements on the site are a Community Building, swimming pool and a parking area.

SCHOOL SITE STANDARDS

The Rockwall High School site is considered adequate in area for the Community's needs provided careful consideration is given to the allocation of space as the site develops for future uses. Both elementary school sites are below accepted site standards for the number of grades being served by each school. If Rockwall is to maintain an adequate school system as it grows, it will be necessary to expand the school plants and reconstruct some of the building now used, which is primarily evident for the Rockwall Elementary School. In addition, future school plants must be planned to meet the demand for school service as the Community's population expands. Consideration also must be given to the distribution of grades served by each school in the future planning of school sites. A junior high school plant will most likely be required for the expected enrollment in grades 7, 8 and 9. To provide a basis for expansion of existing sites and to guide the acquisition of new school sites, recommended standards are shown for each type of school. The minimum desirable acreage intended for all future site acquisitions in new areas and the minimum accepted acreage shown would apply to enlargement of existing sites.

Type of School	Minimum Acceptable Acreage	Minimum Desirable Acreage
Elementary	10	12 - 14
Junior High School	14	18 - 20
High School	-	45

TRENDS AND PROJECTIONS OF SCHOOL ENROLLMENT

The Rockwall School District now includes approximately 102 square miles and the area served by the District represents approximately two-thirds of the County area. Upon completion of Forney Reservoir, a reduction in this area and in tax revenue will be experienced by the School District. The area taken for lake purposes will not seriously effect the school enrollment since the major contributor to the future enrollment of Rockwall's School District will be the growth anticipated by the City of Rockwall. The substantial area of the District over the City of Rockwall's corporate area makes it difficult to relate the school enrollment to the population of Rockwall. However, since Rockwall is now, and will continue to be the major area of population concentration within the District, reasonable school enrollment projections can be made.

Population comparisons between the 1950 and 1960 census years, as indicated by Table 2 for the County and by Table 3 for the City of Rockwall, illustrate what has occurred in the school age group

within Rockwall County. For the age group of 0 - 14 years between 1950 and 1960, a decrease of 99 persons occurred in the County while an increase of 259 persons in this age group occurred for the City of Rockwall. In 1960, there were 631 persons in the City of Rockwall in the 0 - 14 year category and many of these persons account for the current enrollment in the Rockwall Independent School District.

A further comparison between the 1950 and 1960 census data indicates a similar condition for the age group 15 - 24 which can be considered partially as new family groups. In this age group the City had a total of 284 persons in 1960 which was a gain of 89 persons over those in 1950. The County population for this age group between 1950 and 1960 decreased by 78 persons.

Analysis of recent enrollment trends in the Rockwall School District would not be an accurate basis for projecting future enrollment since students from the Rowlett School District were handled by the Rockwall system for a period of time until the 1965 school year. Since 1965, however, the Rockwall School District has shown an increase in total student enrollment. In 1965, the enrollment was 930 students and had increased to 963 by the beginning of the 1966 - 67 school year. The following indicates the changes which have occurred by major educational levels for the two school years:

	School Year 1965-66	School Year 1966-67
Grades 1 - 6	509	528
Grades 7, 8, 9	241	257
Grades, 10, 11, 12	180	178
Total	930	963

The change in the elementary level of grades 1 through 6 between 1965 and 1966 was distributed through the various grades. Future elementary enrollment is expected to gradually increase as the migration of young families with elementary school age children occurs in Rockwall and as the people now in the Community, classified in the 1960 Census as new family groups, have children that become of school age.

The future enrollment of the Rockwall School District will largely be students from the City of Rockwall. By 1985, it is estimated that the City will comprise 60 percent of the County population and a considerable part of the County's population will be within the boundaries of the Rockwall School District.

Table 19 compares current enrollment by educational levels with the projected student enrollment for 1985.

TABLE 19

COMPARISON - EXISTING AND PROJECTED STUDENT ENROLLMENT

	Enrollment - 1966	Projected Enrollment - 1985
Grades 1 - 6	509	3,200
Grades 7, 8, 9	241	550
Grades 10, 11, 12	180	500
Total	930	4,250

School enrollment projections to 1985 are considered conservative and have been based on projected family units for the City and that portion of the County within the School District. The projected family units were related to a ratio of students per each family unit for determining the 1985 enrollment.

The primary concern of this study is to determine the need for new school sites and the general location where these sites may be needed or where existing sites should be expanded to care for the anticipated enrollment growth. Reference to the future population distribution pattern indicated by Plate 6 illustrates that additional elementary schools will be needed for the future population. It is important that the general location of these sites be predetermined in the areas of growth so that land may be allocated for school use as development takes place.

PROPOSED FUTURE SCHOOLS AND PARKS

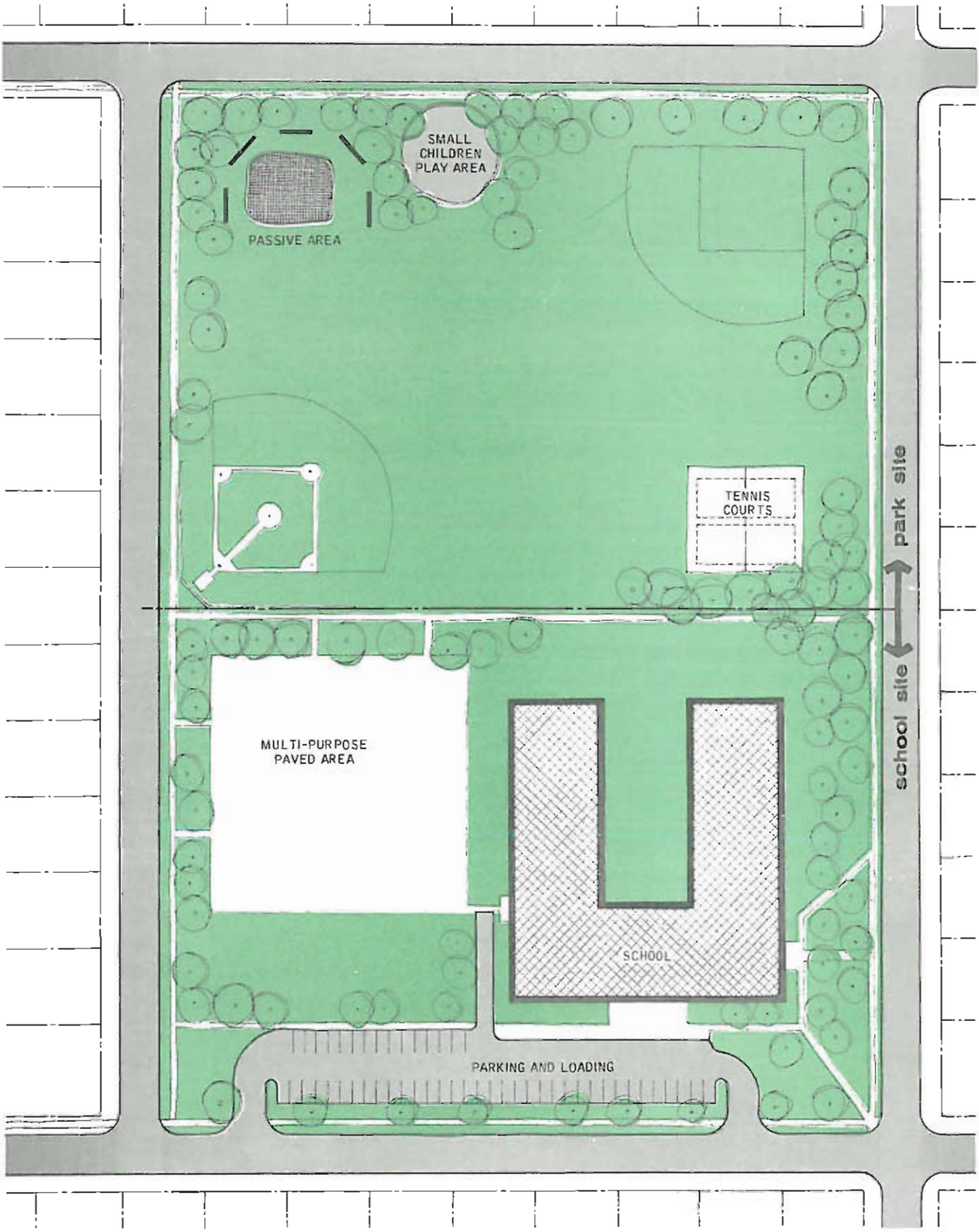
The proposed future school and park sites are shown by Plate 12. The classroom requirements have been projected on the basis of elementary schools serving grades 1 through 6, and a junior high school serving grades 7, 8 and 9. Future enrollment in grades 7, 8 and 9 indicate the need for a junior high school having a capacity of approximately 500 students. Plate 12 indicates the conversion of the Rockwall Elementary School to a junior high school facility, since the site generally has a central location within the future developed area and it appears possible to expand the area of the site to an acceptable standard for junior high use.

Boum Avenue Elementary School indicated by numeral 1 on Plate 12 is proposed to be retained and enlarged to meet the elementary school requirements for the southern section of Community Area 1 and enrollment from the rural areas.

Future elementary sites are indicated by numerals 2, 3, 4 and 5. The projected classrooms for each of these schools has been established as 24 with an average enrollment of approximately 720 students. The four new sites are located to serve logical service areas and would have enrollment from the City of Rockwall supplemented by students from the rural areas. Site number 2 is located to serve Community Areas 3, 4 and 6 which are generally south of Boum Avenue. Site number 3 would serve the area north of Bourn Avenue to Highway 66 and east of Goliad Street and a considerable number of students from rural areas would be enrolled in this school facility. Site 4 is located to serve the area north of Highway 66 and east of Goliad Street or State Highway 205. Site number 4 is located to serve the area east of Goliad Street and generally north of Heath Street.

The Rockwall High School should be adequate for projected enrollments, however, additional teaching rooms will most likely be needed prior to 1985. Development of the High School site with recreational facilities and increased parking areas will be the major considerations in the future. The general location of the site is somewhat vulnerable to types of land uses which can be detrimental to the schools purpose. Development of adjacent properties having frontage or access to I. H. 30, M.K.&T. Railroad and State Highway 205 possibly will tend to be non-residential in nature. Careful attention will be necessary by both the City and School officials to protect the site from adverse land use conditions through proper use of zoning and subdivision controls.

The relationship of playgrounds to school and other park facilities is indicated by Plate 12. It is proposed that neighborhood playgrounds be developed adjacent to Bourn Avenue Elementary School and each of the other four proposed elementary schools. The combination of a playground and elementray school site is illustrated by Plate 13. The acquisition of adjoining sites for educational and recreational purposes has several advantages to the Community. A joint site can reduce the total required acreage from that amount needed, if each use were planned and developed separately. Through



CITY OF ROCKWALL

TYPICAL COMBINATION-ELEMENTARY SCHOOL AND NEIGHBORHOOD PLAYGROUND

PLATE 13

joint development of the park-school site, utilization of both uses can be made by the Community either for educational or recreational use throughout the year.

Two playfield sites, each having approximately 15 acres, are indicated on Plate 12. Each playfield could be incorporated with acreage devoted to a large park area on the shoreline of Forney Reservoir. Playfields have been located in the areas which are expected to have the major concentration of population, rather than incorporating them with junior or high school facilities. The development of the high school grounds and redevelopment of the site for junior high school use will provide additional recreational facilities similar to those proposed in the development of a playfield, but will be primarily for competitive events.

Large park areas are shown adjacent to the shoreline of Forney Reservoir and Caruth Lake and are intended to be generalized in their location. The total acreage devoted to this type of park use should be a minimum of 80 acres. It is desirable that the large park areas be coordinated with the thoroughfare alignment adjacent to Forney Reservoir to make maximum utilization of the shoreline and provide convenient access to the park areas by a major thoroughfare route.

It would be beneficial to the Community to enlarge the area of the special park now in use. Added improvement features such as a children's play area would be desirable for Community use, in addition to the swimming pool.

The park and playground system recommended for Rockwall, as indicated on Plate 12, anticipates a high degree of cooperation between the Municipality and the Rockwall Independent School District. The development of an adequate playground and park system is an important factor in the total development of the Community for making it a better place to work and play.

SHORELINE DEVELOPMENT

The future shoreline development of Forney Reservoir represents a major recreational and scenic area available to the City of Rockwall. The improvement of an access route adjacent to the Lake will be a gradual process and will most likely occur as adjacent properties are subdivided. The City of Rockwall can insure, through careful consideration of subdivision plats, adequate access by providing a thoroughfare between the shoreline recreational area and adjoining residential developments. The City of Dallas

is not likely to independently build an access route adjacent to the Lake, nor can it be expected that the land lying between the line of acquisition and the normal pool level be totally developed by the City of Dallas for recreational purposed. It will be advantageous for the City of Rockwall and the City of Dallas to work jointly in any phase of thoroughfare or recreational improvement along the Lake's shoreline. Precedent exists for such cooperative recreational development in the case of Mountain Creek Lake on the Grand Prairie shore.

Figure 6 illustrates a practical approach for obtaining necessary right-of-way and improvement of the thoroughfare adjacent to the Lake, as is shown on the Thoroughfare Plan. As indicated by the Figure, the centerline of the right-of-way would be generally the City of Dallas acquisition line and the physical improvement of the roadway would be shared between the adjacent subdivision and the City of Dallas and possibly the City of Rockwall. The depth of the recreational area should be such that both active and passive forms of recreation can occur, which will require in some locations the entire right-of-way width being acquired from private property. At some locations, it may be appropriate to deepen the space between the thoroughfare and the Lake by the addition of land for a wider range of development.

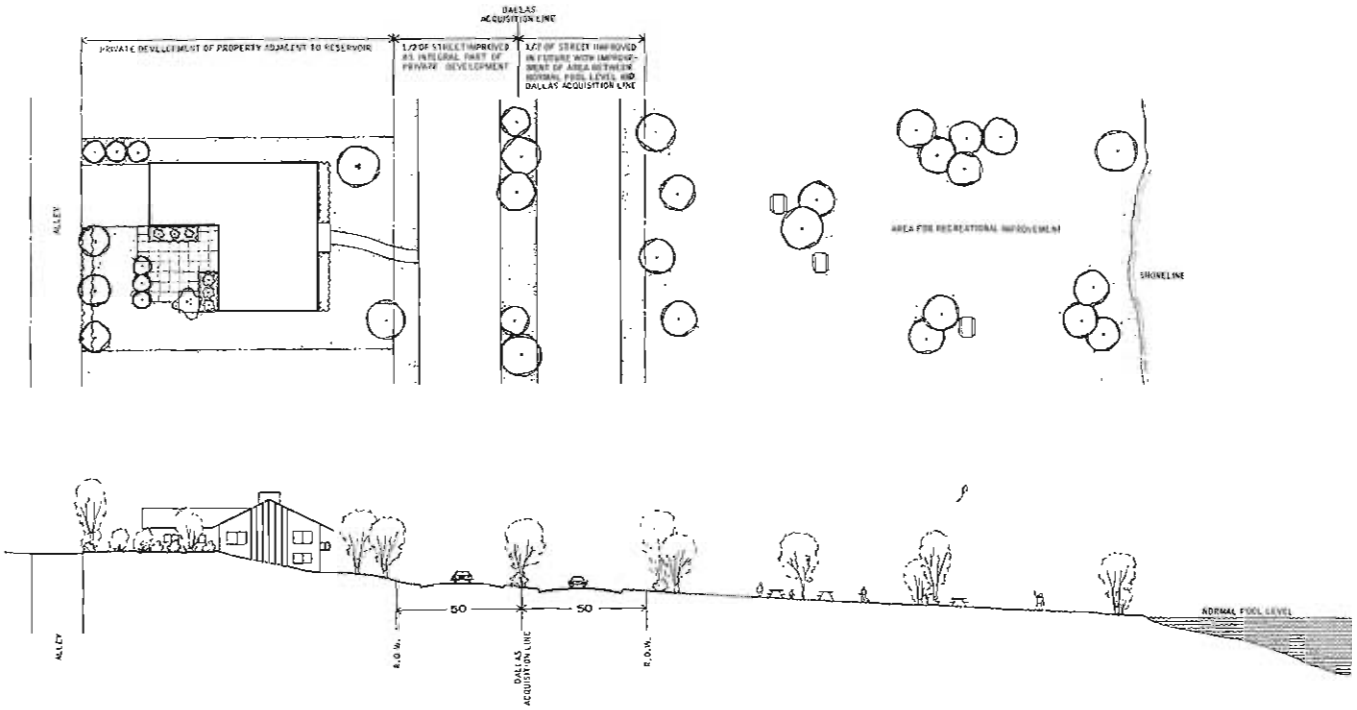
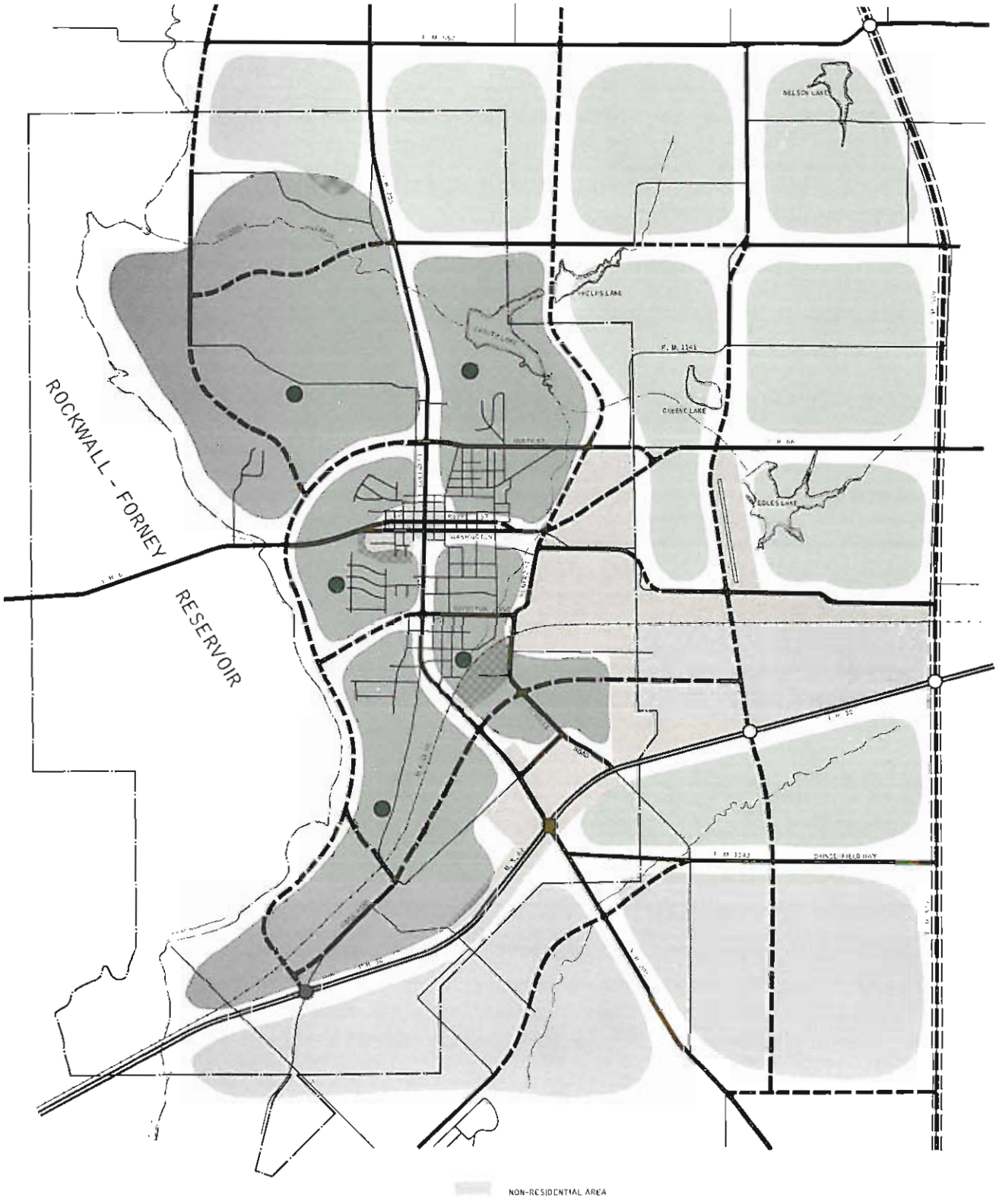


FIGURE 6

NEIGHBORHOOD UNIT CONCEPT

For the purpose of guidance in the development of future neighborhood units in the City of Rockwall, Plate 14 illustrates the logical boundary for each of five units which incorporate the area anticipated to be developed by 1985. The concept of the neighborhood unit has a focal point in the elementary school and playground which serves the neighborhood. It is around these two community elements that the basic neighborhood should be planned. The application of the neighborhood street patterns, as shown in Figure 5 of the Thoroughfare Report, is recommended for each of these neighborhood units. In addition to the method of developing the neighborhood, the neighborhood concept is also applicable to developed areas. It is within such logical units that neighborhood organizations can evolve which are specifically interested in the environment of the area. Examples of interest which can develop within the neighborhood are housing conditions, additional open spaces, internal traffic control, zoning and other physical problems which effect the total neighborhood area. It is recommended that as each of these units either expand or develop into housing areas, particular attention be given to the solution of problems which are related to the entire neighborhood unit. Special attention should be given to the street pattern of each neighborhood unit as subdivisions are added for the street system, school site, park and open spaces become the primary structural features of the neighborhood.



ELEMENTARY SCHOOL

PROPOSED NEIGHBORHOOD UNIT

FUTURE NEIGHBORHOOD UNIT

N

0 1000 2000 3000

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DALLAS * TEXAS

PREPARED THROUGH THE COOPERATION OF THE
TEXAS STATE DEPARTMENT OF HEALTH
The preparation of this material was financially aided through a Federal Grant from the Urban Renewal Administration of the Housing and Home Finance Agency, under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended

CITY OF ROCKWALL

PROPOSED NEIGHBORHOOD UNITS

PLATE 14

CENTRAL BUSINESS DISTRICT

The Central Business District within a community has been traditionally recognized as the center of retail and commercial trade. In addition to these uses, other forms of activity are found in the Business District which serve a variety of community needs such as governmental offices, professional and technical offices and services, and places providing entertainment and culture. Rockwall's Central Business District has developed around the trade of goods and governmental offices. The increasing population will bring about the need for expansion of the District into an area capable of accommodating a wide variety of retail services and new uses which are not presently identified in the Central Business District.

In recent years, the downtown areas in many growing communities have experienced competitive pressures from outlying retail areas. The movement of shops and services to these centers has caused the position of the Central Business District, as the heart of the Community, to be reevaluated. Outlying retail centers generally have an environment for shoppers that heretofore has not been provided in the Central Business District. Another factor which has assisted in the decline of downtown areas - and the success of the outlying retail areas - is the automobile. Adequate and convenient parking space is essential to any business activity and this requirement has been recognized by outlying centers and, in most cases, neglected by many Central Business Districts. However, the Central Business District can be developed into an attractive area for the shopper by separating vehicular and pedestrian traffic and by creating visual open spaces with adequate and convenient parking.

Rockwall's downtown area has not as yet encountered the impact of the competitive shopping areas. It is important that the Business District in Rockwall remain as the heart of the Community, and that the preponderence of the retail, commercial, professional, technical and governmental services be in the area for the convenience of the residents and for the economic stability of the Community. The Land Use Plan indicates an area primarily for the commercial use at the intersection of State Highway 205 and Interstate Highway 30, and along the Freeway for a limited distance. The area is shown for uses that, due to the nature of their activity, are highway oriented uses. It is possible that some retail uses will locate in this area, however, the area shown is not intended as a retail center or to be a distracting force to the Central Business District.

Several factors common to many older business districts have become apparent as elements which have led to their decline and should be acknowledged in the study of the Rockwall Central Business District. Among those important factors are:

1. A physical arrangement of streets and blocks which makes the expansion of business uses difficult and which complicates the accommodation of the automobile in the Business District.

2. A physical pattern of streets within the Business District which gives preference to through and circulating traffic movements without consideration for the provision of adequate space for pedestrians and parking.

3. A general lack of off-street parking spaces to accommodate the vehicles of persons who seek to do business in the District, or a parking regulation which prevents most of the valuable parking space from being absorbed by persons working in the District rather than making such space available to customers.

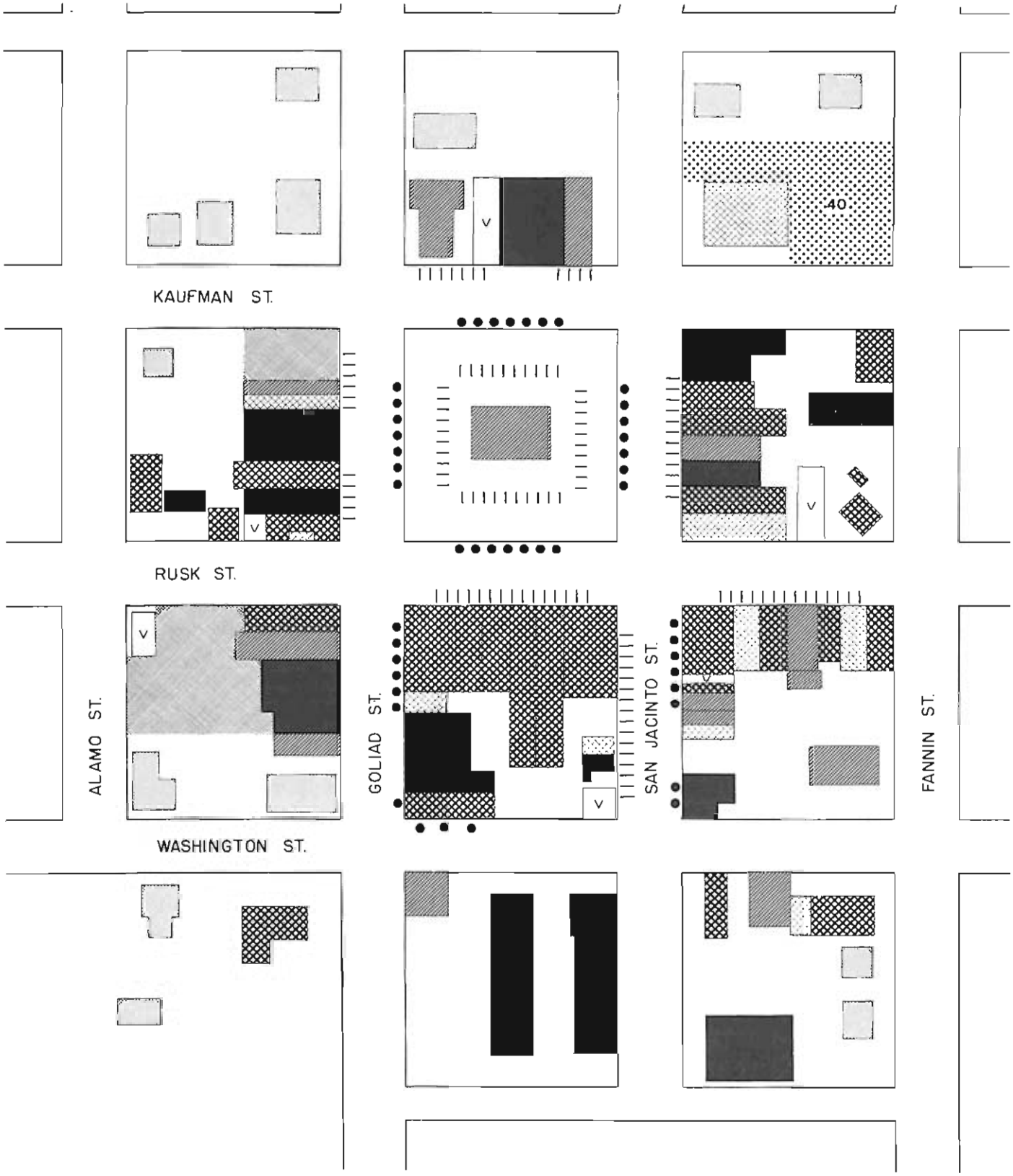
4. A general uninviting environment for pedestrians and shoppers created by unkempt buildings and open space within the District.

For the purpose of studying the Central Business District in Rockwall, the area within the District was delineated as being from Fannin Street to Alamo Street, and from Interurban Street to Houston Street. The County Courthouse is generally centered in the Business District and the preponderance of retail and commercial uses border the Square on each of the four sides.

LAND AND BUILDING USE

The area delineated as the Central Business District is comprised of 18 acres, of which 8.4 acres are used for street purpose, and the remaining 9.6 acres, are either used for building space or remain in open areas. Table 20 indicates the allocation of space in the Central Business District by each major land use classification. The existing surface land use indicated by Table 20 is shown graphically on Plate 15.

Approximately 48 percent, or 4.8 acres, of the buildable area in the Central Business District is developed in some type of land use. Of the developed 4.8 acres, retail and commercial uses comprise 2.4 acres or one-half of the developed area. The remaining developed surface area is primarily devoted to residential, public and semi-public, office, parking and open storage uses. The 0.6 acres for public and semi-public use represents the municipal and county buildings, other governmental offices and churches. These uses total 12.3 percent of the developed surface area. Land used for off-street parking facilities contributed



ROCKWALL BUSINESS DISTRICT

EXISTING SURFACE LAND USE AND PARKING INVENTORY

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DALLAS TEXAS

PLATE 15

by the Bank parking area represents 0.3 of an acre and is presently a minor use of land in the Business District.

TABLE 20

LAND AND BUILDING USE - CENTRAL BUSINESS DISTRICT, 1966
ROCKWALL, TEXAS

Use Classification	Acres	Square Feet	Percent of Building Area	Percent of Buildable Area
Residential	0.5	19,745	9.8	4.7
Public and Semi-Public	0.6	24,560	12.3	5.9
Office	0.4	15,360	7.7	3.7
Retail	1.3	54,846	27.4	13.2
Commercial	1.1	46,590	23.3	11.2
Parking	0.3	12,850	6.4	3.1
Open Storage	0.4	17,240	8.6	4.1
Vacant Building	0.2	9,020	4.5	2.2
TOTAL BUILDING AREA	4.8	200,211	100.0	48.1
Area with No Building		215,889		51.9
TOTAL BUILDABLE AREA		416,100		100.0

A significant feature of the street and buildable area pattern in the Rockwall Central Business District, which is shown on Plate 15, is the relationship of the block size created by the street right-of-ways. Generally, each block in the District is 200 feet square and bordered by a narrow street right-of-way from 50 to 60 feet in width. Existing buildings have been built to various depths from each street frontage in a block, and in a few cases occupy over one-half of the block depth. The existing block size and the location of present structures will require consideration by owners of private property in the District prior to expanding present buildings or creating new building sites. The short block length allows only limited use of street space for parking and the absence of alleyways in each block creates a problem of delivery and service for each use. Future development and redevelopment of blocks in the existing and expanded Business District will require maximum utilization of existing private properties. In some cases, it may be feasible to utilize for pedestrianways and parking areas, various rights-of-way which are now in use for street purposes.

BUILDING CONDITION

The condition of existing buildings has a definite effect on the appearance and function of the Central

Business District. A survey of existing buildings was made, and each building was placed in one of three categories for Rockwall's Central Business District.

1. New buildings, and those recently constructed which are being adequately maintained, were classified as "A".
2. Older sound buildings being adequately maintained were classified as "B".
3. Buildings which had visual indication of obsolescence and deterioration were classified as "C".

The building condition for all buildings in the Central Business District is shown by Table 21.

TABLE 21
BUILDING CONDITION - CENTRAL BUSINESS DISTRICT, 1966
ROCKWALL, TEXAS

Building Classification	Square Feet	Percent
A	41,520	24.4
B	100,300	59.0
C	28,301	16.6
	170,121	100.0

No buildings in the Central Business District are classified as being in the advanced stage of deterioration, however, 16.6 percent of the building area is showing indications of obsolescence and deterioration. The remaining 83.4 percent of the building area is either of recent construction or older structures being maintained. The field survey for determining building condition was made on outward building appearance from the street frontage of each building. Observation of some buildings indicate that the same care is not given to the rear of buildings and any surrounding open areas as is provided in front. With the small block size and absence of alleyways, this condition is generally distracting to the Business District's appearance and to those buildings properly cared for. Evidence of new or remodeled buildings in the Central Business District indicates that the area is not in a static condition.

PARKING INVENTORY

The location of on-street and off-street parking spaces is illustrated by Plate 15. The available parking spaces shown are those which are clearly marked for the on-street spaces, and the designated areas which are paved for off-street parking spaces. Other parking is available in the Downtown Area at random locations,

however, these spaces have been omitted from the inventory since conversion of private property to building use is likely to occur for some off-street parking areas and the on-street parking cannot be accurately determined in absolute number of spaces without established curb lines and defined pavement widths.

TABLE 22

PARKING INVENTORY - CENTRAL BUSINESS DISTRICT

ROCKWALL, TEXAS

	Number
1. On-Street Parking	
Angle	108
Parallel	46
Total	154
2. Off-Street Parking	40
TOTAL SPACES AVAILABLE	194

Table 22 indicates the summary of parking spaces which are illustrated on Plate 15. Of the 154 spaces which represents on-street parking, 64 of these spaces are adjacent to the County Courthouse. Area now in use for 36 of these parking spaces, which are the angle stalls immediately adjacent to the Courthouse, would possibly be in open space and landscaped if other adequate parking spaces were available.

Street parking space will remain a critical parking problem as the Central Business District in Rockwall expands. The narrow right-of-ways limit the available space for street pavement and pedestrian walks. To obtain proper flow of traffic, parking must be parallel on either side of the street or angle parking stalls on one side with parking restricted on the opposite side. Presently, only 40 spaces are available for off-street parking and this area is associated with the Bank. Expansion of the Business District must include adequate off-street parking areas integrated with building uses on the surface area. Such parking area may be provided by either private or public funds or undertaken as a cooperative investment.

APPROACHES TO IMPROVEMENT

The improvement of the Rockwall Central Business District into an area which is attractive to the pedestrian and functional for movement and parking of the automobile is not likely to be accomplished in a short period of time, nor can it be accomplished by a single merchant or property owner. There are three distinct groups which must work cooperatively in any improvement steps taken in the Central Business District. The

City is responsible for the maintenance, improvement and use of street and pedestrianways while the merchant and tenant are responsible for the upkeep and development of the private properties. In order that a combined effort can succeed and achieve lasting results for the improvement of the Central Business District, it is desirable that certain objectives and goals be established concerning the future role function and desired character of the area by the three groups. The following specific objectives are recommended as a basis for arriving at such decisions concerning the future role of the Rockwall Central Business District:

1. Sustain the District as the major concentration of retail and commercial business in the Community.

2. Promote the area for development of office spaces, financial institutions, personal service uses and public buildings within and adjacent to the District.

3. Create an improved environment in the Business District by phasing the various desirable features of a retail shopping center, such as convenient parking and adequate open spaces for the pedestrian.

4. A differentiated use of various streets in the District should be established as thoroughfares and streets are improved so that some streets may be allocated primarily for parking and pedestrian use and others used for access and circulation.

5. Concerted effort to develop additional parking spaces for the present area in use and encourage off-street parking areas which are either privately or publicly owed in expansion of the Central Business District.

6. Visual enhancement of the District through improvement of existing open spaces adjacent to public buildings and the allocation of future open space areas for landscape treatment to create an inviting atmosphere in the Central Business District.

7. Property owners and merchants in the Central Business District should have an organization which is capable of representing all the interests in the area and of cooperating with the Municipal Government in financing and planning improvements.

RECOMMENDED IMPROVEMENTS

Various steps can be taken to initiate the approaches to improvement of the Central Business District which have been recommended as specific objectives. The following are recommended elements of an improvement plan for the Rockwall Central Business District which can be realized through cooperative efforts of government, private property owners and merchants.

1. Differentiation of Street Space:

   It is desirable that streets be allocated for certain specific functions in the Business District. All functions of use for the pedestrian and the movement and parking of the motor vehicle

cannot be effectively accommodated on any single street. Some streets should be primarily used for moving traffic, while others can be appropriately used for parking and the pedestrian.

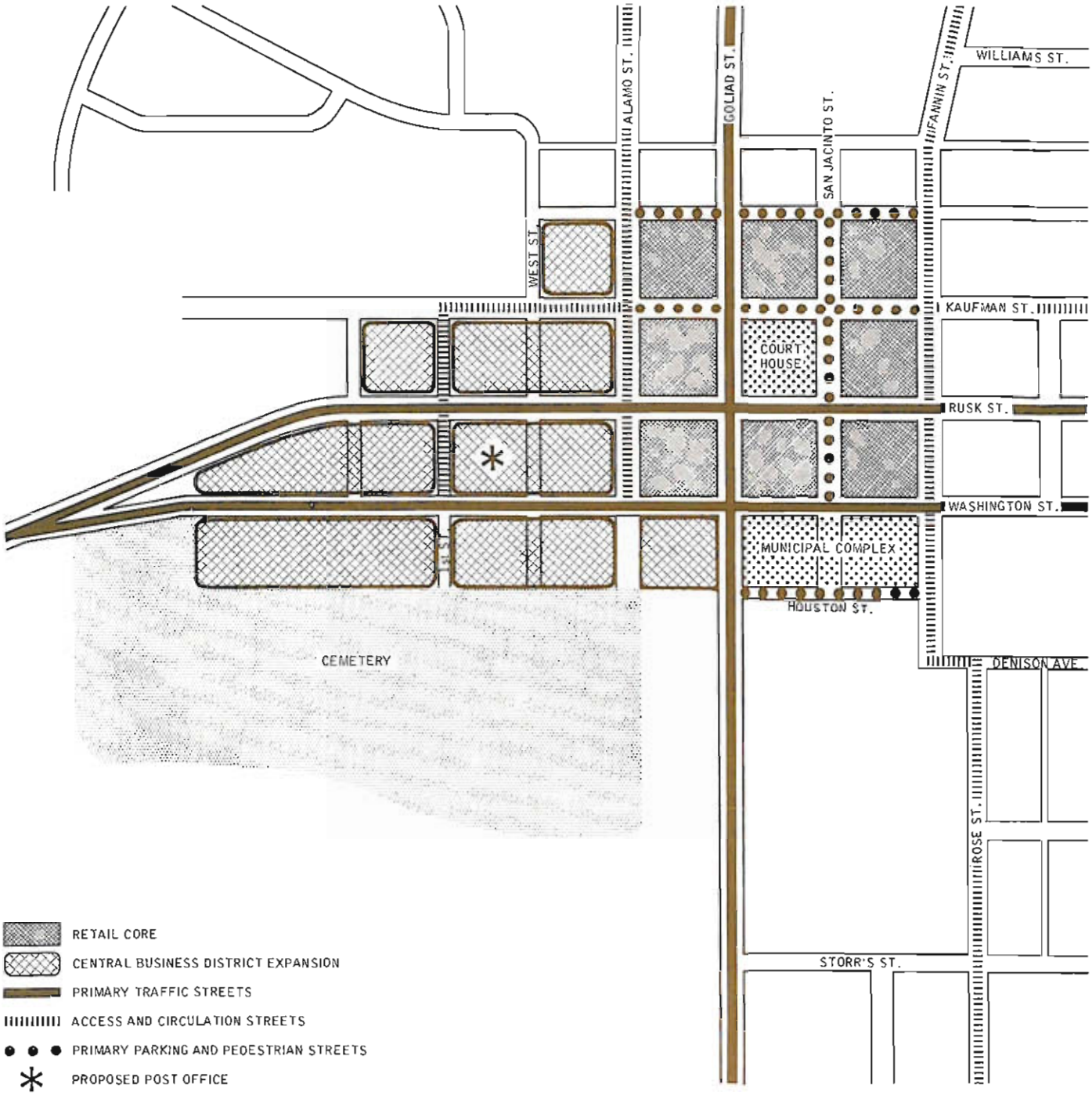
Plate 16 indicates the pattern for use of the streets in the existing and expanded Central Business District in Rockwall. The importance of Rusk and Washington Streets, and their improvement as major traffic arteries for the east-west movement of the traffic through the Central Business District, establish these streets as primary traffic streets. Goliad Street shares the same importance for north-south traffic movement through the Business District. Other streets are shown on Plate 16 for use as either parking and pedestrianways or for access and circulation. As shown in the expanded area of the District, it may be appropriate to abandon certain streets to create larger building sites which would be expected to convert the street area into an adequate open space area for the pedestrian and shopper.

2. Treatment of Street and Open Space:

Street right-of-ways and the open areas adjacent to the Municipal Building and County Courthouse are the significant public open space areas in Downtown Rockwall. The physical condition of these spaces have a visual impact on the pedestrian which is difficult to measure. However, when such areas are maintained and developed with appropriate landscape treatment, a pleasant and inviting atmosphere is created for the pedestrian. When such areas are supplemented by similar treatment to the buildings and grounds of private property, the Central Business District is further enhanced as the heart of the Community.

Plate 17 illustrates how the existing business area can be treated by introducing trees and other types of plant materials into sidewalk areas and plazas around governmental buildings. The treatment of open space shown requires redevelopment of existing streets, however, it would be appropriate to develop these streets in segments over a period of time. The pattern of street use indicated is referenced to the differentiation of street use illustrated by Plate 16.

As shown by Plate 17, the expansion of municipal buildings becomes an integral part of the Central Business District and is connected to the County Courthouse and commercial buildings by the visual and physical means of pedestrian sidewalks and planting areas.



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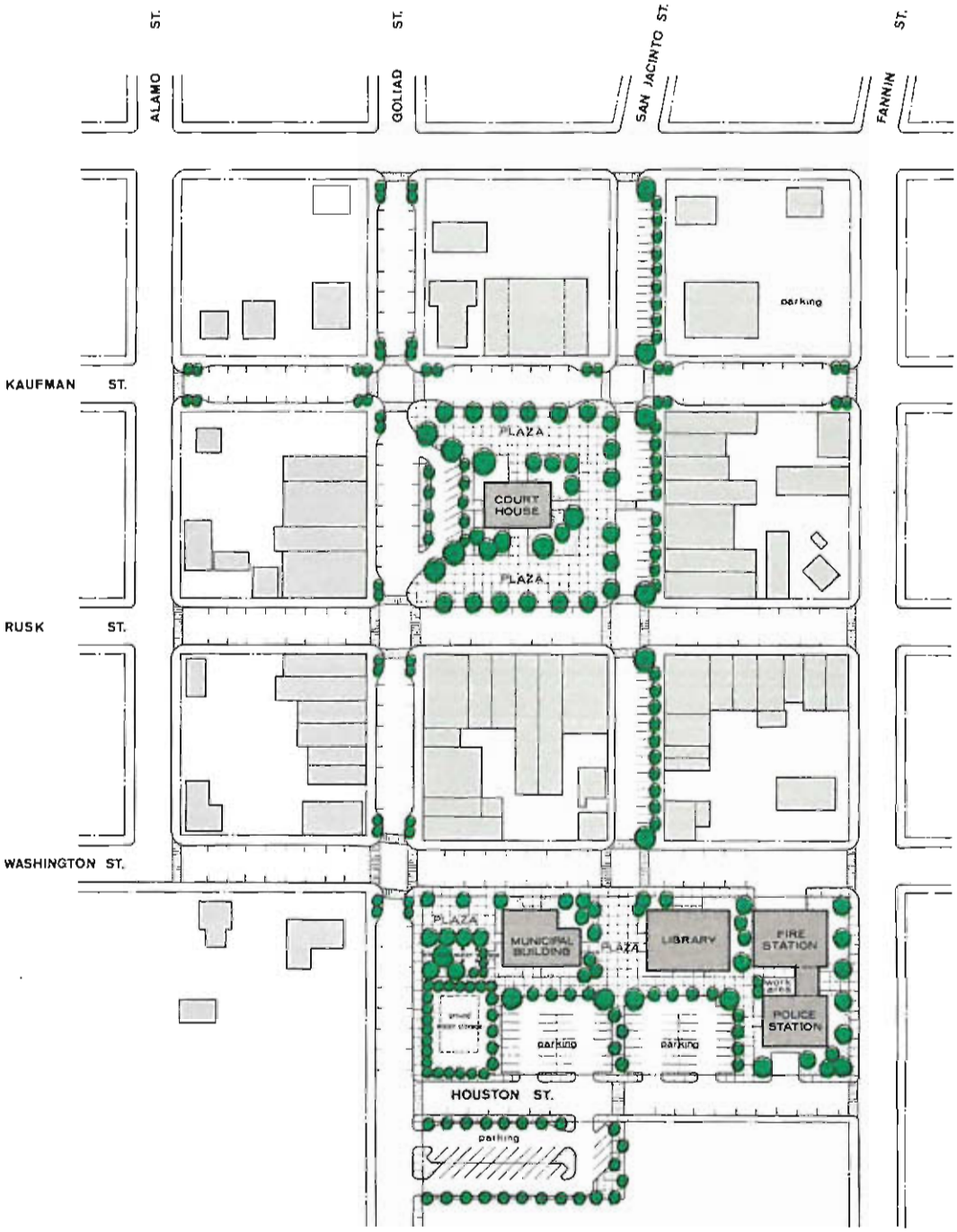
ROCKWALL BUSINESS DISTRICT

DIFFERENTIATION OF STREET SPACE AND BUSINESS AREA EXPANSION

PLATE 16



ROCKWALL BUSINESS DISTRICT

SUGGESTED IMPROVEMENTS AND PUBLIC BUILDINGS

PLATE 17

The individual treatment of a street intersection is indicated by Plate 18. Planting areas for trees and other forms of plant materials, and sitting areas provided by benches are capable of being developed by redesign of the intersection space. By redistribution of space in the intersection, these landscaped areas can be created as well as a safer street crossing for pedestrians achieved, resulting in the reduction of crosswalk length.

The basic improvements on Plate 17 can be initiated in stages and thereby achieve a new environment in the Central Business District. As the District expands, the basic concept can be applied to such areas. It is important that the business area be oriented toward the pedestrian or shopper and, at the same time, arranged to accommodate the automobile.

ESTIMATED FUTURE AREA REQUIREMENTS OF THE BUSINESS DISTRICT

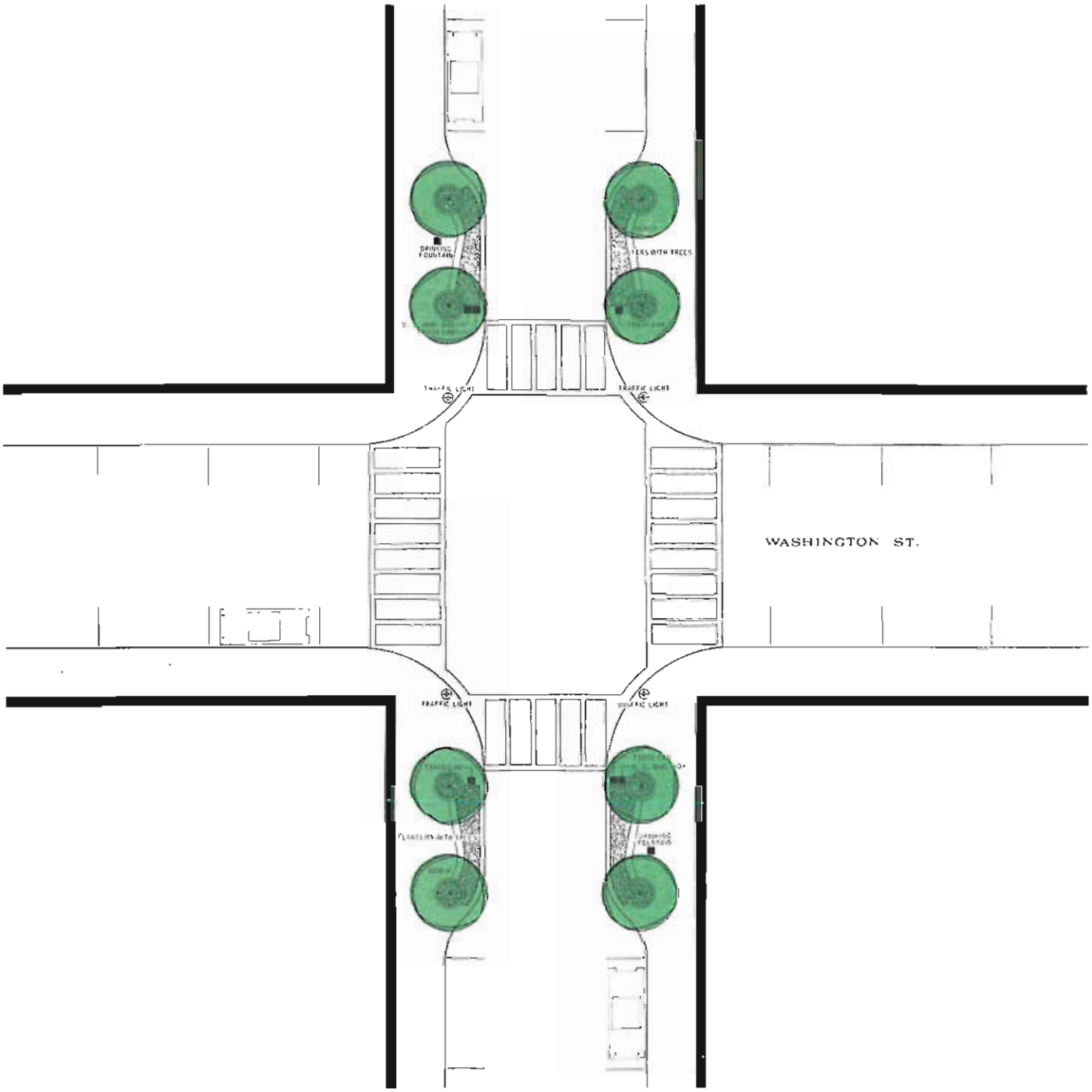
The demand for future expansion in the Central Business District of Rockwall will depend largely upon the following factors:

1. The growth and income level of Rockwall and the surrounding rural areas.
2. The capability to expand uses in the District to meet the Community's requirements, thereby reducing the purchase of goods from other areas.
3. The initiation of improvements in the Downtown Area to assure the continued retail importance of the District over possible future outlying shopping centers.
4. Adequate vehicular access to and through the Central Business District by continued improvement of major and secondary streets serving the Community.

At the present time, 54,846 square feet of retail floor area is in use which serves the City of Rockwall and surrounding areas. By 1985, it is estimated that an additional 175,000 square feet of retail floor area will be required to serve the City of Rockwall and a considerable segment of the County population. The basis of this estimate is an increase in median family income and the increase in population for the area. Plate 16 indicates the direction of expansion for the Central Business District. The projected retail floor area will be supplemented by expansion of other personal service, office, commercial and governmental uses.

ORGANIZING FOR ACTION

To achieve the transformation of the Business District envisaged by Plate 17, it will be necessary that



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ROCKWALL BUSINESS DISTRICT

SPECIAL INTERSECTION TREATMENT

PLATE 18

the City and private interests cooperate in the overall effort. To accomplished the desired cooperation over an extended period, an organization which represents the private interests in the Central Business District should be formed to speak and act for the Downtown Area.

- It is recommended that a non-profit corporation be created for the purpose of guiding, assisting and promoting the development and redevelopment of Downtown Rockwall. Such an organization should be so constituted that it can accept gifts, pledges, donations or assessments, borrow money, own property such as parking areas and, in general, represent the special interests of Downtown. Among the responsibilities of such an organization would be the following:

  1. Cooperate with the City as a unified group in arriving at conclusions and promoting elements of the Plan.

  2. Promote the Central Business District as the heart of Rockwall by encouraging new development and uses.

  3. Achieve an agreement on an overall plan for the Downtown Area, such as is illustrated on Plate 17.

  4. Assist the City in determining priority of improvements, sign regulations, on-street parking regulations and other matters which effect the Central Business District.

  5. Promote the improvement of store fronts and maintenance of existing open areas in the District.

Improvement of Downtown Rockwall can only be a result of cooperative efforts by private interests and the City of Rockwall. It is of major importance that the Central Area remain as the heart of the Community.

PUBLIC BUILDINGS

Public buildings are significant features of any community and generally reflect the community's attitude toward its local government. Municipal public buildings provide the space required for those activities which furnish services and conveniences to the community and as a community grows, the space and personnel requirements tend to increase proportionally with the population increase. Such changes normally require the expansion of public building space. Public buildings can be coordinated and developed into a functional and attractive building complex or be built by random placement resulting in inefficient use and operation. Several public buildings require a central location for convenient service to all of the community and such facilities are considered to be the city hall, central fire station, police building and library. Other buildings serving individual areas, such as outlying fire stations or a municipal service area, are located with relationship to their area of service requirements.

The following is a resume' of the general features of existing public buildings in Rockwall:

1. City Hall - The present City Hall is located at the corner of Washington and Goliad Streets and is a single story building containing approximately 1,700 square feet of usable floor area. Of the total available floor space approximately 560 square feet is used for the City Council Chamber, 320 square feet for administrative personnel and 560 square feet for billing equipment and other miscellaneous uses. Personnel either working in or from the City Hall include the chief administrative official a clerk-secretary and two police offices. Customer parking for users of the City Hall is provided on a limited area east of the building.

2. Fire Station - The Rockwall Fire Department is manned by 25 volunteer firemen. Fire equipment is housed in a masonry building on Washington Street approximately one block east of the City Hall. The station has 3 major pieces of equipment and the building occupies approximately 1,600 square feet.

3. Service Building - The present service area for the City of Rockwall is located on a 0.5 acre tract at the corner of Houston and Goliad Streets. A 1,600 square foot metal building serves as the shop area.

The City of Rockwall does not have a municipal library, but is served by the County Library located in the Courthouse.

An airstrip is owned by the City of Rockwall and is located approximately 1.5 miles east of the Central Business Area. The single runway used by light aircraft has an asphaltic surface and is 2,750 feet in length. Adjoining hanger improvements are privately owned and occupy space leased from the City of Rockwall.

FUTURE PUBLIC BUILDING REQUIREMENTS

Future public building requirements for the City of Rockwall primarily effects three buildings now in use; the City Hall, Fire Station and Service Building. The projected growth of the City will require expansion of the building floor space to accommodate personnel for management of municipal operations. Consideration should be given to the type of building arrangement that is both desired by the Community and performs a functional use in the Community. It is desirable from the land and constructions costs, as well as the provision of better service and reduced maintenance costs to the Community, that all centrally located buildings be developed on a single site. The need of public building space will be a gradual requirement and possibly will not require, in the initial construction, a building to be built to the ultimate size. It is, therefore, of importance to the Community that an overall plan be adopted for the future location of public buildings in the Central Area. Plate 17 illustrates the Proposed Municipal Building Complex which includes the City Hall, Fire-Police Building and a Municipal Library all of which are placed on one site. The area shown is an expansion of the present City Hall and Fire Station Sites, and includes provisions for the existing elevated and underground water storage facilities. It is of importance that the governmental functions shown on Plate 17 remain in a central location of the City. Development of the site makes provisions for adequate off-street parking areas and open spaces for paving and landscape treatment which creates a pleasant visual appearance and unity of the site. The building sizes shown are representative of the space required by 1985 to serve the projected population of 16,000 persons and any further expansion of building area can occur by relocation of the parking areas.

The following are the projected space requirements for public buildings which are shown on Plate 17:

1. City Hall - By 1985, it is estimated that 4,000 square feet of floor area will be needed for activities conducted in the City Hall. The projected need is based on 160 square feet of floor area per employee and would accommodate 25 persons working in the City Hall. An additional 1,700 square feet of floor area is projected for City Council Chambers, which would bring the total floor area required for the City Hall to 5,700 square feet.

2. Fire - Police Station - The type of building recommended for Fire - Police use, as shown on Plate 17, would separate the functions, however, common use could be made of a reception area, dispatcher, clerical area and other internal uses which would require duplication if the buildings were separated.

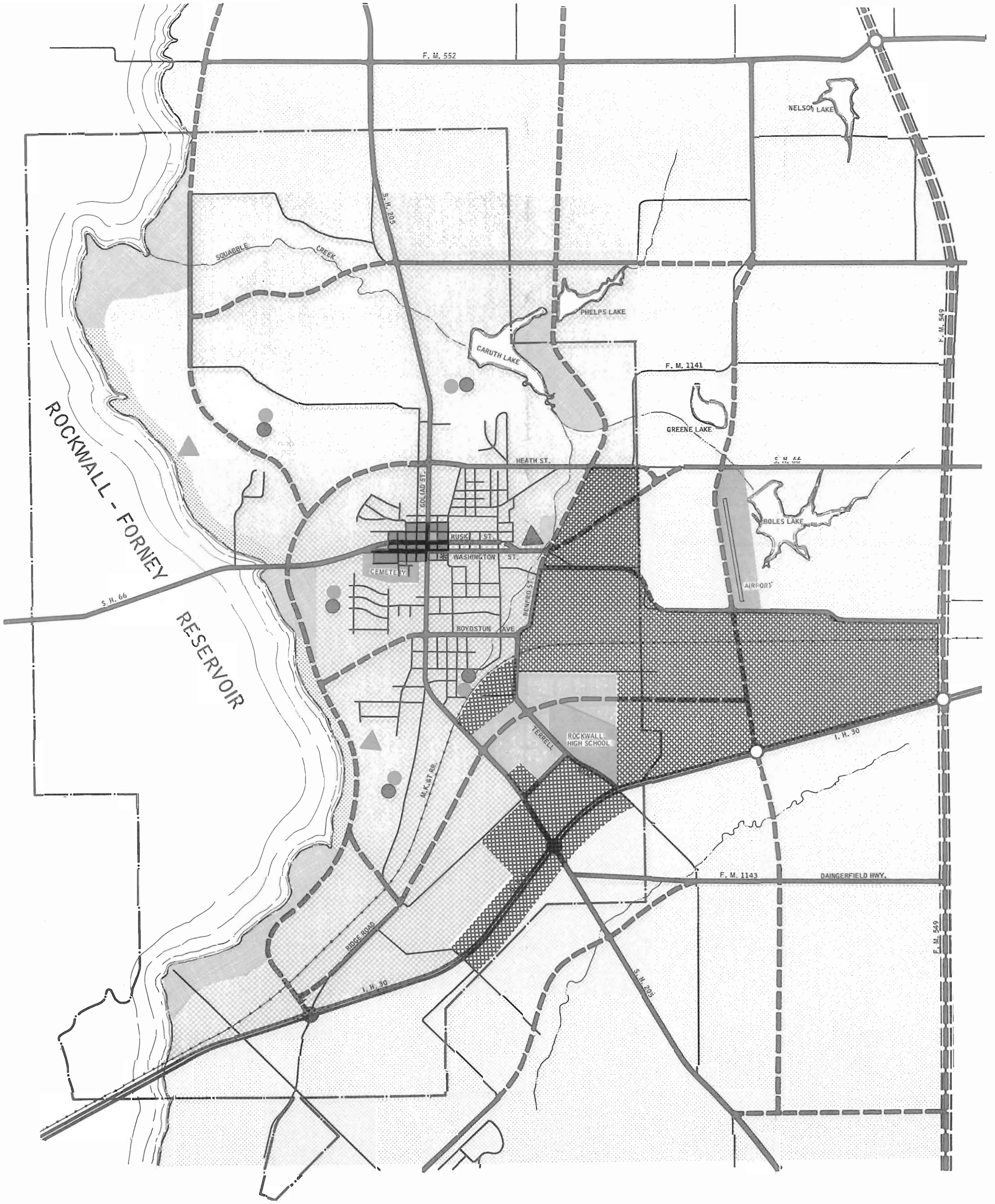
The space requirements for the Police Building is estimated to be 2,880 square feet and is based on a floor area of 160 to 180 square feet per employee for each 1,000 persons.

The Fire Station should have a flexible design to allow the addition of space for equipment as it is needed to provide adequate fire protection. It is expected that the central location will adequately serve the City of Rockwall for an extended period of time. Should development occur beyond those areas shown on the Future Population Distribution Plate, reevaluation of the service area will be required and a sub-fire station site will most likely become necessary.

3. Library - An adequate public library will become an increasing requirement of the Community and should consider the needs of all age groups. A Municipal Library in Rockwall will be required unless the County provides all of the required library space. It is possible that a combined City - County Library would be feasible for the Rockwall Community. Space requirements would differ for a combined library and it is not certain that details for this type of facility would be agreeable to the officials of the two governmental units, therefore, the following space projection is based only on the City of Rockwall's needs. For a population of 16,000 persons, it is estimated that approximately 9,000 square feet of library space would be needed by 1980. Combination with the County would require that the library space be generally increased proportionately to the projected population of the County outside the City.

4. Service Center - The ultimate location of a service building and storage yard for the maintenance of City equipment and related public works activities should be in a central location for service reasons, however, such use should be removed from the present location in the Central Business District. A future Service Center Site of approximately 4 to 5 acres is recommended to meet the projected needs of the City's public works activity. The proper location of the site would be in an industrial or heavy commercial use area, since the normal operation of a Service Center facility is compatible with such types of land use. It is recommended that the future Service Center Site be located south of State Highway 66, in the future expansion area for industrial development. The general location suggested is approximately center in the service area from which it could efficiently serve all parts of the City.

The Rockwall Community currently has two hospitals having a total of 15 beds and a 42 bed nursing home. At the present time, the demand for hospital facilities to serve the population in the City and County is being fulfilled as based on current hospital needs when compared to population. It can be anticipated that the hospital requirements for general care, mental care, chronic and nursing home care will reach 160 to 175 beds by 1985, with general care facilities representing from 80 to 90 of these beds. It is not possible or feasible for the City of Rockwall to undertake a program to meet these hospital needs. Rockwall has been included in the Dallas Area Hospital Plan, as it is related to the eastern section of Dallas County, and the Community should continue efforts to have the local hospital needs included in any further studies of the overall Dallas Metropolitan Area.



CITY OF ROCKWALL

FUTURE LAND USE AND ELEMENTS OF COMPREHENSIVE PLAN

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PREPARED THROUGH THE COOPERATION OF THE
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PLATE 19