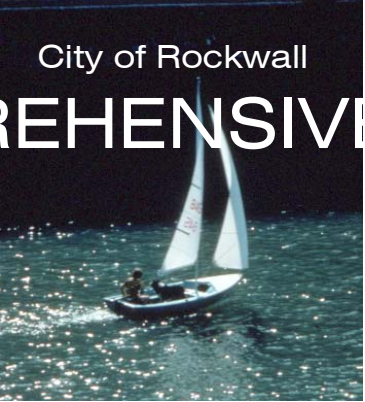


City of Rockwall

COMP REHENSIVE PLAN



HomeTown 2000

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EXECUTIVE SUMMARY

The City of Rockwall, Texas has evolved through a colorful history, from frontier outpost on the East Fork of the Trinity to prosperous farming and railroad town at the turn of the century. It saw stagnation through the Great Depression and World War II, and then renewed prosperity as it became a part of the economy of a vast metropolitan region with the advent of commuting, and the construction of Interstate Highway 30 and Lake Ray Hubbard. Each period left an indelible stamp on the growth patterns and physical form of the city.

Rockwall now finds itself in a period of unprecedented growth, with its population having quadrupled to over 20,000 residents since 1980. Yet much of Rockwall retains a small town character and charm highly valued by residents and businesses that have chosen to make it home. Rockwall's immediate and long-term challenge is to maintain the positive qualities of the town cherished by its citizens while accommodating inevitable growth and change.



VIEW OF CHURCH STEEPLE FROM SH 66

The HomeTown 2000 Plan updates the City's previous planning efforts with a special emphasis on those areas of concern most directly concerned with the physical form of the city: land use, urban design, open space and parks, and transportation. For each of these disciplines, a Citizen's Advisory Committee, representative of a broad range of community interests, has developed a vision statement, a series of policy statements and a physical plan to guide future growth in a way that is consistent with the community's goals. The HomeTown 2000 Plan's recommendations for the shaping of Rockwall's future can be best summarized as guiding principles, paraphrased from the vision and policy statements:

Land Use

- Provide for a more compact and integrated mix of land uses and densities that will encourage economic vitality, more self-sufficient neighborhoods, efficient use of

land and city services, and a strong sense of community. Discourage development practices that result in sprawl.

- Provide a greater variety of housing to accommodate a broad range of individual and family demand, including both more urban style housing within walking distance of services and more rural style, lower density housing with a country atmosphere.
- Retail areas should be designed to be pedestrian-oriented and be integrated with neighboring residential and commercial neighborhoods. This could be through a mixed-use project that acts as a transition from retail to its surroundings, or through the inclusion of walkways, roadways and other means of access.
- Preserve the majority of floodplains to reduce the risk of long term flooding and to provide interconnectivity of residents and workers within the community through a citywide open space and trail system.
- Strengthen the Downtown area’s position as the cultural heart of the community by encouraging retail, restaurant and residential uses in undeveloped or underdeveloped pockets of Downtown, and with development standards designed to enhance its small town form and character.



Urban Design Framework

- Use “gateway” design treatments, enhancement of key thoroughfares with street trees, furnishings and public art to reinforce Rockwall’s “home town” community character, and provide a more pleasurable driving and walking experience in the city.
- Ensure that the character of public buildings reflects a sense of permanence and public pride through prominent locations and high quality of design, materials and construction.



VIEW TO LAKE FROM RIDGE ROAD

- Identify and protect views and vistas that contribute to the community's character and uniqueness, particularly those from Ridge Road to the lake and from the I-30 bridge.

Urban Design Development

- In the mixed use areas set out in this plan, the site layout for commercial and for loft, townhome and urban housing developments should encourage buildings to be placed close to the roadway, with parking primarily located to the rear or side of buildings.
- Landscaping must be designed, installed and maintained to ensure that design objectives and the long-term health of plant materials are achieved.
- The facades of large commercial buildings, such as big box retail, should be designed and detailed in a manner and scale that minimizes their visual impact on Rockwall's townscape. This could include vertical and horizontal articulation of building elements
- Stone masonry should be used on at least 20% of the visible facades of commercial buildings to minimize maintenance and contribute to a consistent community character.
- Update sign standards to minimize visual clutter while providing clear identity and information.
- Use site design considerations including layout, screening and buffering to minimize negative visual impacts on adjacent properties.
- A site's dominant natural features—topography, vegetation, drainage and their suitability for particular uses or layouts—should be prime considerations in rezoning discussions.
- On-site drainage features should be designed as amenities, emulating natural water features and land forms wherever possible.



TRINITY COMMONS, FORT WORTH

Open Space and Parks

- Continue implementation of the goals of the 1997 Park and Recreation Master Plan, including expansion of Myer's Park into a 100-acre or larger metropolitan park, creation of an indoor recreation facility, and acquisition of the Wallace Preserve prairie.
- Pursue creation of parks and passive greenways at appropriate locations along the Lake Ray Hubbard shoreline, such as the undeveloped acreage south of IH-30 and the shoreline north of the Shores golf course.



LAS COLINAS

- Incorporate floodplains into an interconnected greenway network that preserves floodwater storage while providing trails and natural areas.

Transportation

- Create an interconnected and diverse street pattern to ease congestion by more evenly distributing traffic, and to offer flexibility of routes and modes of transportation.
- Offer mutually supportive transportation choices, balancing convenient and efficient auto access with safe, well designed pedestrian, bicycle and other transportation alternatives.
- Design neighborhood streets to encourage traffic to travel at less than 30 miles per hour for safety and to encourage more walking, cycling and social interaction.
- Use Rockwall's natural features to advantage in the design of street systems to minimize cost and retain the character of Rockwall's distinctive landscape.



These principles collectively describe a future for Rockwall that build on its heritage, its unique setting, and its prized small town character. This future is described by the HomeTown 2000 Plan's Citizen's Advisory Committee in their overall vision statement for the community—

We envision a Rockwall...

that retains and builds upon its charming **Texas small town ambience**, as expressed in its historic architecture, its Old Town Square, its tree-lined streets and its traditional neighborhoods;

that **welcomes and accommodates growth and change** in a manner that builds upon our distinctive sense of place, the wise use of our community resources, our community spirit and our quality of life;

that is a true **lakefront community** taking maximum advantage of our dramatic site, our shorelands, and our views to and from the water;

that takes maximum advantage of our rolling topography, our wooded areas and our creek valleys to help shape a **distinctive town character**;

that is **an attractive, memorable place**--one of Texas' most desirable, admired and emulated communities;
that is a great **HomeTown!**



BACKGROUND

Historical Perspective

Rockwall traces its history as a community to the construction of the National Road of the Republic of Texas in the mid-1840's, which was a major route for settlers traveling westward to Peters Colony near present-day Dallas. Occasionally, high water on the East Fork of the Trinity River prevented crossing to the west, and pioneers chose to settle near the highway on the east side of the river. In 1854, Elijah Elgin donated 40 acres on a hill east of the river overlooking the valley to establish a town. The community was named Rockwall after a curious rock formation resembling a "rock wall" discovered by farmers digging a well, and variously attributed to a lost prehistoric tribe or natural geologic phenomena. In 1873, Rockwall County was formed from the panhandle of Kaufman County, and Rockwall became the county seat.



Farming, cattle ranching and the coming of the railroad in 1886 spurred steady growth for decades. By 1890, there were close to 1,000 residents in Rockwall. The original county courthouse burned and was rebuilt in 1891; at that time Rockwall had a jail, five churches, a public school and a private college. Growth continued through the next three decades, and most of what is now considered the town's historic district was in place by the 1930's.

The Great Depression saw declines in the city's population as families sought work in nearby Dallas. This decline continued through World War II, and very little growth or change occurred in these years. Thus, at the close of the war in the mid-1940's, Rockwall still retained much of its turn-of-the-century small town character.

After the war, the nature of the community's economic structure began a fundamental shift with the advent of commuting. It was estimated that in 1948, one-third of the county's work force commuted to jobs in Dallas, and Rockwall became less an isolated rural county and more a part of the greater Dallas metropolitan area. This trend was accelerated with the construction of Interstate Highway 30 in the late 1950s, which

provided easy access to Dallas and facilitated shipping in and out of the community. Its completion and the access it afforded spurred both commercial and residential growth to the south of the original town site.

The construction of Lake Ray Hubbard in 1969 and 1970 further accelerated growth. The county's employment tripled from the lake's completion in 1970 to 1980, and the city's population almost doubled in the same time frame. At the time the lake was under construction the City of Dallas hired planner Marvin Springer to develop a plan (called the "Springer Plan") for roadway and public access to the waters edge on land that Dallas owned, similar in character to the area around White Rock Lake. Because Rockwall did not adopt the Springer Plan, much growth in this period consisted of single-family subdivisions near the lake and on its shores, providing attractive home sites but precluding long range plans for continuous public recreational access along the shoreline.

As Rockwall enters the new millennium, dramatic growth continues. Population as of the 2000 census is 17,976, a 300% increase since 1980. As land near the lake has been built out, the city has continued to grow into the rolling uplands to the east and south, and the commercial and industrial center of the city has shifted to the I-30 corridor. The courthouse square and surrounding historic district remain the symbolic heart of the community, and largely retain their traditional small town character.

The Need for the Plan

At the advent of the HomeTown 2000 planning process, Rockwall is fortuitously situated as a gateway to the Metroplex, scenically sited on the wooded ridgeline and hills overlooking the lake. Dramatic growth over the last three decades is a testament to the qualities that have made the town attractive to longtime residents and newcomers alike. Committee members and citizens-at-large are consistent in citing the physical and visual attributes of the town they most prize. Most often mentioned are:

- Proximity to and views of the lake,
- The turn-of-the-century character of the courthouse square and the surrounding historic district, with its historic buildings, tree-lined streets, traditional block layout and "front porch" ambiance,
- The high quality and attractiveness of its neighborhoods,

- The rolling topography and rural character of the undeveloped lands in the eastern parts of the city,
- Wooded creeks that retain much of their natural character, and
- A small-town feel in such close proximity to a major city.

Concurrently, the city is experiencing unprecedented growth. Each new private and public development project will either build upon and enhance the town's positive qualities and character, or erode those qualities by contributing to more of the conventional, automobile-dominated sprawl and sameness spreading across so much of the Dallas/Fort Worth Metroplex. Rockwall's immediate and long-term challenge is to maintain the positive qualities of the town cherished by its citizens while accommodating inevitable growth and change.

The HomeTown 2000 Plan is intended to articulate a community-driven vision for the future of Rockwall, and to offer policies and strategies to insure that future growth and redevelopment is consistent with that vision. To this end, it updates the recommendations, policies and strategies of the City's 1995 Comprehensive Plan, with special emphasis on the city's growth patterns, the physical form of those patterns, and the community character that results. For this reason, the Plan focuses on the areas of concern most directly related to future growth and the physical form that growth takes: land use, urban design, parks and open space, and transportation.

For each of these areas of study, the HomeTown 2000 Committee has drafted a vision statement, and endorsed a number of policies to guide the implementation of that vision. These policy statements have, in turn, guided the formulation of plans for each of the areas of study. The plans are followed by implementation strategies which, pursued over time, will insure that short-term actions and decisions are faithful to the community's long-term vision for itself.

Planning Process

The HomeTown 2000 planning process was initiated in September of 2000, with the appointment of a Citizen's Advisory Committee representing a broad range of community interests to guide the development of a long term vision and updated planning recommendations for Rockwall. Shortly thereafter, a consultant team of experts in the

areas of planning, urban design, landscape architecture and transportation, led by J. D. Wilson and Associates, was commissioned to facilitate the planning process and produce the plan itself.

Initial briefings were held with community leaders, the committee chair and the city's professional staff, which included guided tours of Rockwall's historic town center, its neighborhoods, commercial corridors, and growth areas. Concurrently, the city's existing plans and ordinances were reviewed and analyzed to develop a baseline understanding of the city's goals and objectives and the regulatory framework currently in place. With a foundation of background data, the consultant team initiated a series of informal workshops with the HomeTown 2000 Citizen's Advisory Committee. The initial workshops identified pressing issues, concerns, perceived constraints and opportunities, and resulted in an overall Vision Statement for the town. Subsequent workshops focused on specific areas of concern, and produced Vision Statements and Policy Statements for land use, urban design, open space and parks, and transportation. These Vision and Policy Statements were each reviewed, discussed and refined by the Citizen's Advisory Committee during in-depth workshops dedicated to each topic. They were presented to the public for feedback at a Town Hall Meeting conducted April 19, 2001.

Utilizing the Vision and Policy Statements as guiding principles, and in light of the input from committee members and the Town Hall meeting, individual plans were prepared to give physical form to the visions and recommendations for land use, urban design, open space and parks, and transportation. The Citizen's Advisory Committee reviewed each of these plans in detail. Specific design recommendations were also prepared for several commercial roadway corridors and thoroughfares. The plans were subsequently refined based on committee input, and implementation strategies were prepared, creating a road map for bringing the plans, and the visions they represent, to reality.

LAND USE

Vision

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

Land Use Policies

- 1. Provide for a mix of uses and densities that encourage economic vitality.**
 - a. Reserve adequate land for industrial uses on or near IH 30.**
 - b. Ensure that industrial activities are adequately buffered from residential uses.**
 - c. Provide for a range of housing types, from urban housing to large lot custom homes in order to accommodate different age groups, incomes and life styles.**
 - d. Ensure that there is ample recreational amenity for residents and workers.**

The key to Rockwall's future as a quality community that will attract residents and businesses alike is to achieve the objective of creating an attractive "hometown" style of community. This is what other cities in the metroplex are now realizing and trying to achieve themselves. But for many, it is too late.

Some of the key features of a "hometown" include:

- Providing a range of housing types, from urban housing to large lot custom homes in order to accommodate different age groups and life styles.
- Ensuring that there is ample recreational amenity for residents and workers.
- Reserving adequate land for employment and industrial uses in the IH 30 corridor.
- Creating a community that serves the needs of people, not automobiles exclusively.

2. **A greater variety of housing should be provided in specific areas of the city to accommodate a broad range of individual and family demand, including more urban style housing within walking distance of services, as well as lower density more rural style housing with a country atmosphere.**

In many communities, including Rockwall, our elderly parents and newly independent children often leave the community because it does not offer an environment that suits their changing needs, or that they can afford. Elderly who can no longer safely drive should be able to live in a low maintenance townhouse or loft and walk to restaurants, coffee shops, a drug store and other services. Similarly, children seeking their independence want an environment where they have ready access to meeting other people like themselves, and where they too have direct access to activities. Garage apartments, guest suites or studios can also offer affordable solutions to housing, as well as providing housing alternatives for both the young and the elderly which is closer to home.



HOMES FACING A NEIGHBORHOOD PARK IN KENTLANDS; TOWNHOUSES IN RESTON; LIVE/WORK RESIDENCES IN HAILLE PLANTATION; GARAGE APARTMENTS/STUDIOS IN CELEBRATION

When people are raising children, however, they often seek single family homes with yards. This is the type of housing that has been built in Rockwall, almost to the total exclusion of all others.

Rockwall has been growing at an incredible pace over the last 20 years. By far, the majority of housing has been medium to large lot subdivisions. These are typical of the Dallas area, due largely to the fact that during economic boom times, such developments represent a proven market, and funding is generally easy to obtain.

The result, however, is that there is very little choice in housing type within the City. As Rockwall grows and achieves its goal of becoming a “hometown” to be proud of, there must be a blend of housing types that will be attractive to the young and the elderly, childless couples and families with children, people who want a more

traditional, walkable neighborhood experience and those who want to live on large lots.

To provide these choices, Rockwall's conventional subdivision development should be balanced in specific areas with other styles of housing, and the living experiences they offer. For example, urban housing such as lofts, condominiums and town houses should be accommodated where there is, or will be, retail and personal service uses within walking distance. This will also help to ensure the success of retail by giving it a seven-day-a-week / morning-day-evening market.

3. Ensure that the Downtown area maintains its position as the cultural heart of the community.

a. Commercial and residential “infill development” (new development on undeveloped or underdeveloped properties within an older established area) should be encouraged Downtown.

b. Encourage mixed use and urban housing within a 5 – 10 minute walk from the Downtown area.



ROCKWALL COUNTY BUILDING IN THE DOWNTOWN SQUARE



The Downtown is one of the most important features of the city. It provides a heart and soul for the community and it embodies the Texas town image. It should be strengthened with additional retail and residential development.

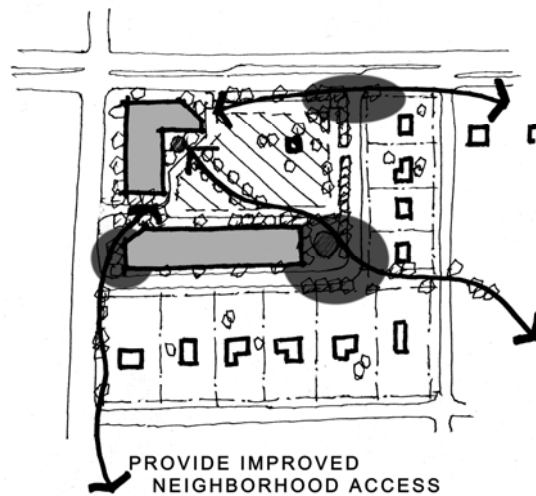
A master plan specific to the Downtown should be developed that would address



such issues as parking, safety and ease of walking throughout the district, infill uses and development, traffic circulation, transition to existing low density neighborhoods. The plan should also include development standards and incentives for development.

4. Retail areas should be pedestrian-oriented and easily accessible to adjacent residential and commercial neighborhoods.

In general, retail areas should be easily accessible from residential neighborhoods and trail systems, as well as by automobiles. New retail areas should be designed and constructed to be integrated with adjacent uses, not walled off from them. This could include creating a mixed use project that combines retail with residential or commercial uses, or by creating paths from adjacent developments into the retail area.



For example, in many successful new communities such as Kentlands in Maryland and Haille Plantation in Florida, residential streets and walkways tie neighborhoods directly into the retail areas. This is, of course, exactly how the older part of Rockwall and other older Texas cities function. In addition, there is often a transition from retail to single-family, which could include lofts above the retail, live-work units, town houses and smaller lot single-family homes. In some circumstances, existing retail centers could be intensified to include more retail and a mixture of other uses, strengthening retail activity.

5. Reserve adequate land for industrial uses on or near IH 30.

Because of its location on I-30, Rockwall serves as a retail center for Rockwall County and beyond. It is also well situated to serve as an industrial and distribution center. This is evidenced by the amount of industrial and technology growth over the past 10 years. The Rockwall Economic Development Corporation has had great success in developing and selling sites in the technology park.



DELL HEADQUARTERS, ROUND ROCK, TX

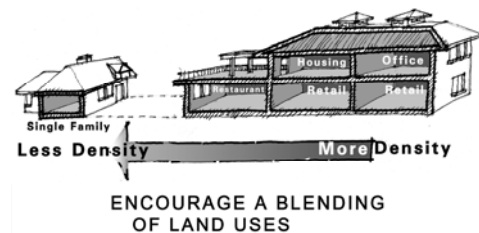
Studies indicate that technology companies require a vibrant and energetic work environment with facilities that support a round-the-clock schedule. A site that projects a prestigious image or identity, and that offers convenient access to support services, such as conference facilities and recreational amenities, is also an important consideration for technology firms. At minimum, these firms require flexible space that meets the particular infrastructure needs of technology companies (see box).

SELECTED INFRASTRUCTURE REQUIREMENTS OF TECHNOLOGY COMPANIES

- Reliable power supply, such as dual feed electric service with underground distribution system for reduced interruption.
- High grade electrical capacity (can be as much as 25 to 30 watts per square foot versus 5 to 6 watts per square foot for average commercial tenant).
- Multiple options for telecommunications access, including fiber optics.
- High floor loading capacity (metal floor plates), and 14 foot or greater ceiling heights to accommodate computer and telecommunications equipment racks.
- Ample parking, with some covered parking desirable for higher-end tenants.
- Attractive landscaping, greenbelts, and recreational amenities.

6. **Encourage a blending of land uses that will result in a strong sense of community and neighborhood identity, and in efficient use of land.**
 - a. **Encourage mixed use residential and commercial development.**
 - b. **Encourage the siting of new school facilities in areas where there will be open space and pedestrian trails.**

Development in Rockwall and elsewhere has been characterized as “popping down” and segregating land uses. Walls are literally built around retail uses, individual neighborhoods, and office buildings, or barriers may be in the form of large parking lots or solid landscaping.



In addition, streets are often cul-de-sac'd or wind around so that there is no connection to neighboring developments. This lack of connection forces everyone to have to hop into a car, wind through the neighborhood and onto an already crowded arterial roadway to go even a few hundred feet away. The lack of walkways and shade, long distances through neighborhoods, danger along arterials, and barriers such as berms, hedges and parking lots make walking out of the question except for those who have no other choice.

A true hometown would be one where there is great social interaction—one knows their neighbors, and children can safely ride their bike to get a loaf of bread or to school. Creating pedestrian-oriented commercial areas, integrating them with adjacent development, and tying schools and retail into trail systems are some of the ways that the feeling of being in a “hometown” as opposed to just another “suburb”, can be achieved.



**BOOK STORE WITH RESIDENTIAL ABOVE
AT CELEBRATION**

7. Encourage development that will not result in sprawl.

- a. Provide for clustering of development throughout the city that will result in the preservation of flood plains and the conservation of open space and natural areas.**
- b. Ensure that retail and personal service uses are clustered in the Downtown and village centers in new development areas.**
- c. Strip commercial centers shall be avoided.**

Sprawl has the following characteristics:

- It is comprised of a uniformly low density, typically 5 or fewer units or 12,000 s.f. of commercial or less per acre;
- It relies on a system of large roadways and extreme flood control measures to support the style of development; and
- Most retail activity occurs in low density strip retail centers, accessible only by auto.

To avoid the effects of sprawl, “smart growth” principles should be employed.

- Higher density mixed use retail and employment centers should be established in areas such as the Downtown, the Industrial/technology area, and at a possible future transit facility, should it occur in the future.
- Ensure that retail and personal service uses are located in the Downtown, and in village centers in new development areas.
- Hike and bike trails should connect throughout the city to parks, retail areas, schools and employment centers.

- The roadway system should become more interconnected and not rely on all trips of any distance having to use the arterial system.
- Provide for clustering of development that will result in the preservation of flood plains and the conservation of open space and natural areas. For example, if an average density of 2 units per acre is used in some areas and open space and drainage corridors are preserved, then the lots may be 10,000 s.f. as opposed to 20,000 s.f., but there would still be only an average of 2 units per acre and there would be a large shared open space or park.



DEVELOPMENT SHOULD BE CLUSTERED IN ORDER TO PRESERVE NATURAL DRAINAGE, OPEN SPACE AND NATURAL FEATURES

8. Preserve flood plains to reduce the risk of flooding hazards and to provide more recreation and interaction for residents and workers through a city-wide open space and trail system.

- a. Utilize the flood plain and adjacent land to provide flood water conveyance and regional storm water detention, and to provide recreational amenity, natural areas and buffering of land uses.
- b. Ensure that open space is accessible to all citizens.



PRESERVE ALL NATURAL DRAINAGE AREAS AND NATURAL FLOODPLAINS

Preserved flood plains are an essential and attractive component of a healthy land use mix, providing natural drainage, defining development zones and creating opportunities for cluster development that use the open space as an amenity.

Floodplains can also buffer incompatible uses, provide the land for a city-wide, linked open space system, and provide “outdoor laboratories” for schools. Their benefits are discussed at length in the Open Space and Parks section of this report.



9. General residential policies:

- a. For the purposes of these policies, low density is defined as less than 2 units per acre (u/a), medium density is 2-3 u/a, and high density is more than 3 u/a.

- b. The City will encourage land use patterns that reflect the neighborhood concept. Support retail and open space (trails and parks) should be within convenient walking distance where possible.**
- c. All residential lots which are 16,000 s.f. or less should be served by an alley.**
- d. When residential properties abut a major collector or larger roadway, they should be designed in one of the following ways:**
 - Lots facing the thoroughfare should be a minimum of ½ acre in size and accommodate on-site parking for 5 vehicles and a turn-around;**
 - Lots should face an “eyebrow” off the thoroughfare; or**
 - The side of the lot should face onto the thoroughfare.**

Long, tall fences against the roadway should be avoided.
- e. Moderate density housing should generally be used where designated on the Land Use Plan, where it would be an extension or continuation of an existing moderate density development, or as a buffer from commercial or higher density residential.**
- f. High density residential should be used as a transitional use from commercial (or existing retail) use, or where it will serve as a logical extension of an existing high density development.**
- g. Where residential uses in a Planned Development abut an existing residential development, the PD lots should be at least the same size as the existing lots or be buffered by open space, trails, walkways, natural screening or a roadway.**
- h. In developments where open space, trails and walkways, screening and other common areas are provided, the provision of maintenance of these areas may be required.**
- i. Existing surrounding conditions such as lot size, house styles and existing development patterns should be considered in conjunction with the current comprehensive plan to determine appropriate zoning.**
- j. At a minimum, new residential development shall be equal to or better than existing surrounding residential development.**

Land Use Plan

The attached Land Use Plan embodies the policies above. Some key elements of the Plan include—

- Mixed use areas in the Downtown, existing and new retail centers and a portion of the waterfront area south of I-30.
- An extension of industrial and commercial park uses to the east.
- An extensive open space and greenbelt system throughout the City, which is consistent with the Parks and Open Space Plan.
- Low density, rural style residential in the northeast portion of the city, while providing for higher density residential in mixed use areas and village centers.
- New retail areas allowed only where they are integrated with adjacent residential and employment development.

Low Density Residential Areas. Low density (e.g. Less than 2 units per acre) is proposed for the northeastern portion of the city beyond the proposed SH 205 By-Pass and the southern-most area adjacent to Heath. By developing low density residential in these areas, especially the northeastern section, it is anticipated that a rural road section (2-lane with turning lanes), and reduced sizing of utilities can be used to service the area.

Moderate Density Single Family Areas. These areas are comprised of the single family developments that have typically been built in Rockwall. They may be 2-3 units per acre, but generally about 3 units per acre.

High Density Residential Areas. These areas may be comprised of duplex, town home, apartments, lofts or other forms of housing that exceed 3 units per acre.

Mixed Use Areas. Mixed use areas include the Downtown, an area that could accommodate a possible future transit facility in the area of Ridge Road and SH 205, the lake edge south of I-30, and new retail centers which have not yet been zoned exclusively for commercial uses. Development in this category should include a mixture of retail, high density residential, personal service and some limited office uses in a

pedestrian oriented area. The development should connect to adjacent development with streets and pedestrian access.

The residential component could include townhouses, living units above the retail, live-work units, and “urban housing”. Urban housing is characterized by multiple family or loft style units, but with units facing and having direct access from street fronts, having structured parking in the center of the block, and having recreational amenities. They must also incorporate retail and personal service uses at street level, or be located within a short walking distance to such services.

Commercial Areas. In areas where commercial is indicated at the intersection of major roadways in the northern portion of the city, and where zoning and development have not occurred, commercial zoning should not necessarily be allowed on all 4 corners. Zoning should only be allowed where the commercial use is eminent and where it would be planned and integrated with the adjacent residential neighborhoods.

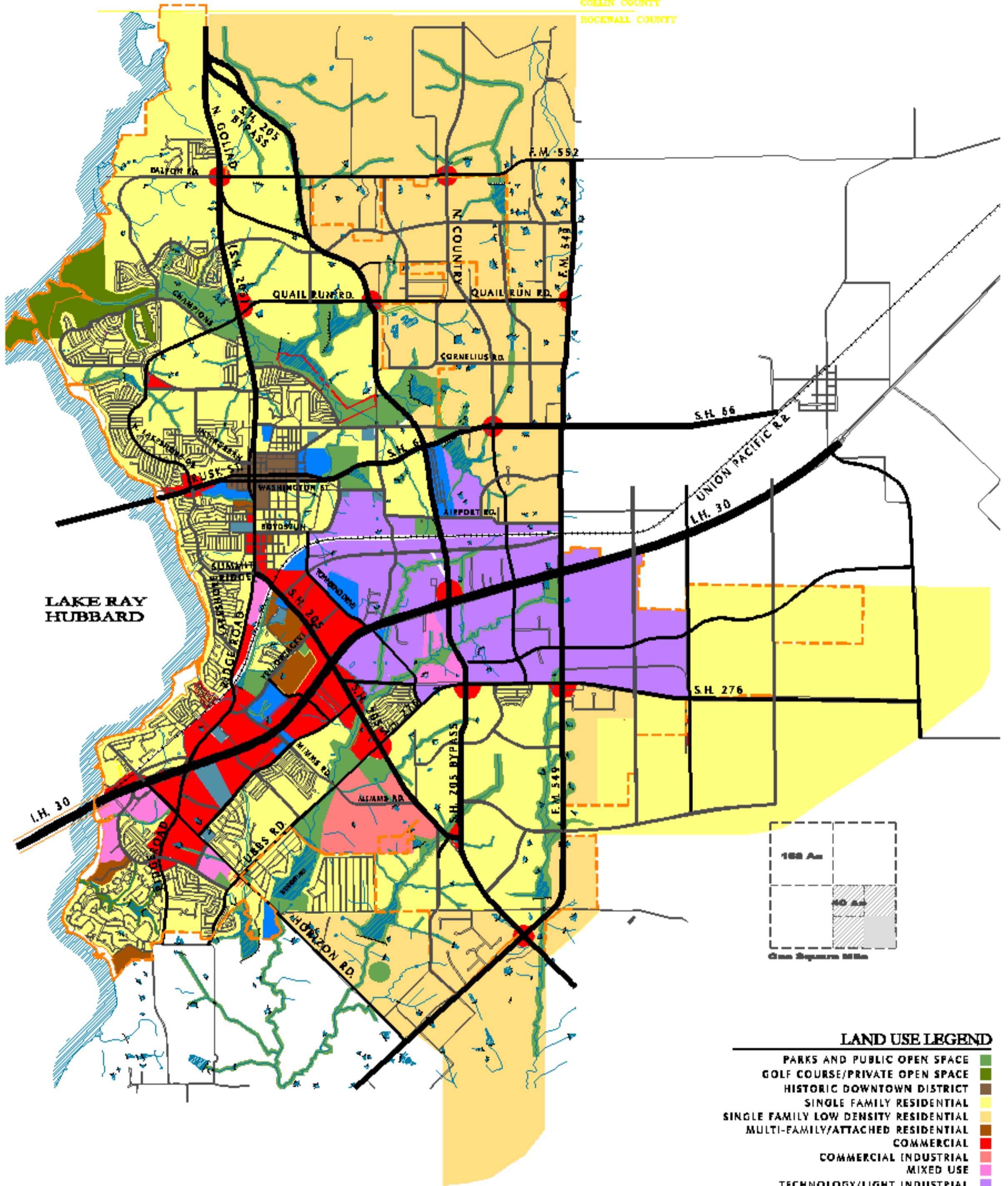
The amount of retail and the size of the area to be designated for commercial or mixed use development may be large or small depending on the service area it will serve and the style and quality of development.

Parks and Open Space. Flood plains and major parks comprise the Parks and Public Open Space category in the Land Use Plan. These areas should be preserved as public and neighborhood-oriented open space, and they should incorporate trails and drainage corridors that are left in a naturalistic state.

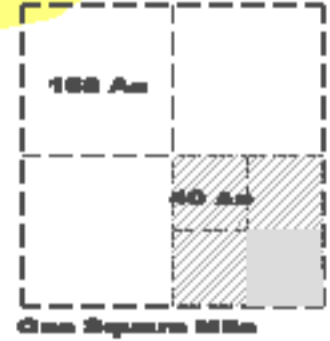
Technology / Light Industrial. This is located on both sides of I-30 and may include technology, research and development, office, and light industrial uses which do not include manufacturing (however, light assembly would be acceptable).

Commercial / Industrial. This area is where more industrial activities may occur. It is largely buffered from residential by roads and open space.

Historic Downtown District. The Downtown should include a mixture of uses. The specific types of uses and their location should be determined as part of a new Downtown Master Plan.



LAKE RAY
HUBBARD



LAND USE LEGEND

- PARKS AND PUBLIC OPEN SPACE
- GOLF COURSE/PRIVATE OPEN SPACE
- HISTORIC DOWNTOWN DISTRICT
- SINGLE FAMILY RESIDENTIAL
- SINGLE FAMILY LOW DENSITY RESIDENTIAL
- MULTI-FAMILY/ATTACHED RESIDENTIAL
- COMMERCIAL
- COMMERCIAL INDUSTRIAL
- MIXED USE
- TECHNOLOGY/LIGHT INDUSTRIAL
- PUBLIC USES
- QUASI-PUBLIC USES

R O C K W A L L • T E X A S

LAND USE PLAN



URBAN DESIGN FRAMEWORK

Vision

The City will employ the conscious design of the elements that comprise Rockwall's physical environment—buildings, roads, walkways, trees, open spaces, water, utilities—and weave them together in such a way that an orderly, attractive and harmonious result is achieved. The resulting environment will enhance Rockwall's sense of place, and will impart to residents and visitors a sense of security, convenience, efficiency, comfort and welcome.

Policies

- 1. Strengthen Rockwall's identity and sense of arrival upon entering the city.**
 - a. Explore “gateway” design treatments, using signage, plantings and/or architectural elements as appropriate, at the city's key arrival points.**
 - b. Ensure good visibility of the city from the I-30 bridge and causeway by managing vegetation along its side slopes that block views.**

A key feature of attractive and memorable communities is what town designers refer to as a strong “sense of arrival.” It is a clear perception of having passed from one place to another—from countryside to town, or from one community to the next. It is also the community's first visual impression on the traveler.

Rockwall is very fortunate in this regard to have a crisp edge at the Lake Ray Hubbard shoreline. This asset is especially strong as viewed by eastbound travelers approaching the town from the I-30 bridge. Over time, much of this view has become obscured by volunteer growth of trees on the side slopes of the jetty. The City should pursue

discussions with TxDOT regarding the management of this vegetation to ensure that this growing screen of vegetation is managed to reopen and protect views to the lake and to Rockwall's scenic shoreline. This could be accomplished by creating



SHORELINE JUST NORTH OF I-30

“windows” in the line of trees through selective thinning and removal, followed by ongoing maintenance to keep these areas clear of tree growth.

This sense of arrival should be reinforced at the exits off I-30 with “gateway” design treatments, using signage, plantings, and/or architectural elements such as walls to communicate a distinctive character at these important entry points. The limestone wall, signage and plantings at the Ridge Road exit are a very good example of this idea, and can set a precedent for design elements and materials that could be used at other exits. Properly designed and constructed to high standards, this community entry designs are a source of pride for residents, and communicate a great first impression and a commitment to high quality to potential business and families relocating to the area.

2. Create an identity for the Downtown that is distinct from competing uses along Interstate 30.

- a. Designate the courthouse square as a community focal point and gathering place for civic, cultural and recreational events, and gear its future improvements and redevelopment to that end.**
- b. New infill development and redevelopment within the area defined on the Land Use Plan should employ site design and architecture that builds on the traditional character of the courthouse square, effectively expanding the boundaries of the existing Downtown area.**
- c. Explore the use of thematic devices such as special street signs to enhance the uniqueness of the Downtown area.**
- d. Downtown should be a safe and enjoyably walkable district.**



The commercial focus of Rockwall has irrevocably shifted to the I-30 corridor, creating an opportunity for the courthouse square and surrounding “Old Town” to reinvent itself as a lively, mixed use, walkable neighborhood that retains the best of its traditional small town character. Incentives should be created to encourage specialty and neighborhood retail, restaurant, and residential uses within a walkable quarter-mile radius of the square, and infrastructure projects must recognize and preserve the narrow streets, trees, short blocks, and period buildings that make the area distinctive and desirable.



3. Ensure that the character of public buildings reflects a sense of permanence and public pride.

- a. Public buildings should reflect a high level of quality in their architectural design and construction.
- b. The design of public buildings should strive to reflect a sense of continuity with the community's past.
- c. Explore a consistency of design expression for public buildings through common materials and other means.
- d. Public buildings, when possible, should be sited on important sight lines to underscore their significance.



Even modest public building projects offer the opportunity to make a statement about



the community's history, values, and faith in a long future. They should be distinctive and recognizable as public buildings, while setting an example of quality for private sector projects.

4. Identify and protect views and vistas that contribute to the community's character and uniqueness.

- a. Preserve remaining views to the lake from Ridge Road.
- b. Preserve and enhance views to the city from the bridges on Lake Ray Hubbard.



Views to Lake Ray Hubbard are often cited by citizens as one of the assets they most enjoy about living in Rockwall; the high topographic vantage point afforded by Ridge Road is unique in the Metroplex. Before new development blocks the last of these dramatic views, sight line easements (similar to those that protect views to the capitol in Austin) or other creative measures should be employed to preserve the best view corridors. This could help ensure that future generations will enjoy this distinctive aspect of living in the city.

5. **Enhance key thoroughfares to reinforce community character, provide a more pleasurable driving and walking experience, and discourage excessive speeds.**
 - a. **Use tall, canopy street trees at street edges to give key streets a comfortable and pleasing sense of visual containment, to aid in traffic calming, and to create a separation between vehicles and pedestrians.**
 - b. **Design streets to the minimum width feasible to minimize cost and storm water runoff, and to help control speeds.**

Streets are far and away the most extensive areas of public space in the city. Their design should balance achieving an acceptable level of mobility with pedestrian safety and an appearance that contributes positively to Rockwall's traditional community character.



6. **Use public art to contribute to the city's character and unique personality.**
 - a. **Explore the creative use of water themes in public art to build on the city's lakeside identity.**
 - b. **Consider establishment of a "percent for art" program to fund public art in concert with capital improvement projects.**
 - c. **Identify key, high visibility locations for public art to maximize the art's impact and exposure.**

Public art can humanize a community and make a memorable impression like few other improvements. The Mustangs of Las Colinas in Irving are an excellent local example of the power of public art to enhance the image and distinctiveness of a community.

Explore the creative use of water themes in public art to build on the city's lakeside identity. Some prominent locations for public art that could maximize the art's impact and exposure are noted on the Urban Design Plan. They include "portals", special intersections and the historic Downtown square.



HORSE SCULPTURE IN TAOS, NM

- 7. Diminish the negative visual effects of overhead utility lines.**
- a. Bury or relocate overhead utility lines on the city's key image thoroughfares**
 - b. Call for underground utilities in new developments.**



Overhead utilities along roadways create visual clutter and detract from a community's image. They also restrict the size and types of trees that can be planted, and cause the brutal pruning of larger trees.

- 8. Develop maintenance and code enforcement strategies to ensure success of Rockwall's urban design goals.**
- a. Ensure that the code enforcement program is effective.**
 - b. Include codes for structural condition and minimum maintenance of structures to prevent deterioration of the subject property and others in the area.**

One of the most effective tools in preserving neighborhoods is the use of an effective code enforcement program. When properties are well maintained, property values are bolstered and new investment is attracted.

Codes that require a minimum level of maintenance for structures in addition to those that just cover weeds, litter and outside storage, are very important for older neighborhoods. Dilapidated buildings or fences convey the image of a declining area, resulting in a reduction of property maintenance on that block or in the entire neighborhood. There is often an increase in the number of rental units.

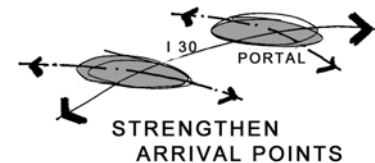


Urban Design Plan

Many of the Urban Design policies described in the previous pages will be best implemented as a series of physical capital improvement or private development projects. These project opportunities are shown on the Urban Design Plan map, and are described below.

City Entrances

The Interstate 30 (I-30) and State Highway 66 (SH 66) bridge approaches into Rockwall from the west are special, scenic portals, which offer the image of a quaint lakeside community. Existing trees along each side of the I-30 bridge should be selectively removed and continually managed to open up views to the shoreline. The Urban Design Plan envisions three levels of community entrances, or “portals”, on I-30 and at the City’s borders. Entrances identified as “A” on the Urban Design Map should be similar to the existing I-30 / Ridge Road portal, which contains a large stone wall graphic, Red Cedar evergreen trees as a backdrop, and other accent plantings.

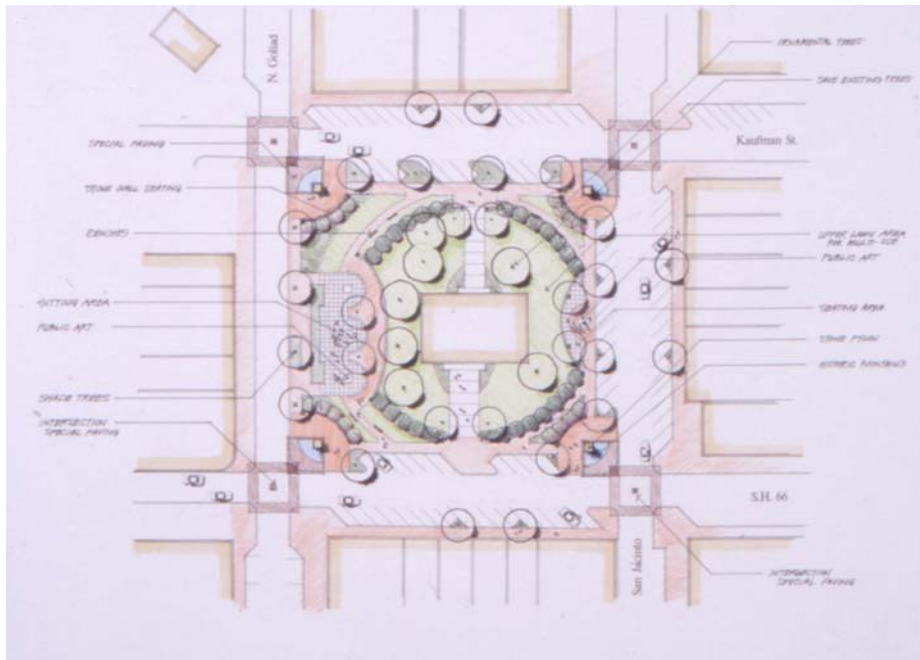


Entrances identified as “B” should have a stone wall graphic of the same style, but with less extensive plantings. Entrances identified as “C” should contain smaller stone identity markers and the least amount of supplemental planting.

Downtown Identity

Improvements for the Downtown square could include a redesign of the square itself to provide a better setting for the old County Courthouse building, and create a more pedestrian friendly and useable open space. Some of the parking on the County Courthouse property should be removed and added to new on-street parking in front of the commercial shops and offices. To improve pedestrian safety, sidewalks should be widened, particularly at street corners, in order to shorten street crossing distances and to “calm” traffic movements around the square. New street lighting (with historic character), street trees and street furniture should be added to sidewalks. The four highly visible corners of the square should be strengthened with large stone pylons.

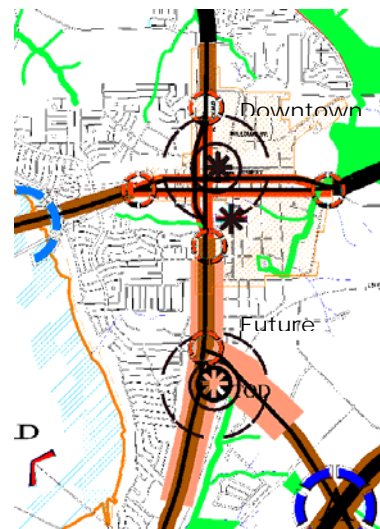
Special stone seats containing custom lighting, City graphics, kiosks and historic messages describing relevant milestone events of the community could further enhance the pedestrian experience. Two curved sitting areas and a large circular raised lawn area around the Courthouse could offer excellent areas for casual use as well as for special events, festivals, displays and vending.



A CONCEPT FOR THE COUNTY BUILDING SQUARE THAT INCREASES THE USEABLE SPACE

Mixed Use Centers

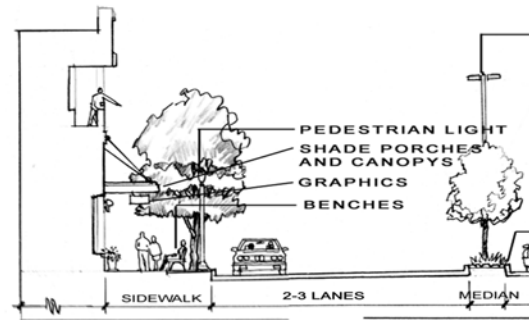
Outside of the Downtown, a pedestrian oriented mixed-use district could be created at the intersection of Ridge Rd., Goliad and SH 205. This new high-density district could be anchored by an enhanced Ridge Road Center. Both the redeveloped Downtown square and this new Mixed Use Center area should encourage infill commercial and residential development. All new development within a ¼ mile radius of these two hubs of activity should be pedestrian oriented. The two districts should each have their own distinct design character, but include facades adjacent to sidewalks and streets, with parking in the center of the block. The architectural style should reflect Rockwall’s image of human scaled, stone clad



buildings with shade canopies over walkways, sidewalk cafes, and artful street furniture, graphics and signage.

Enhancing Key Thoroughfares

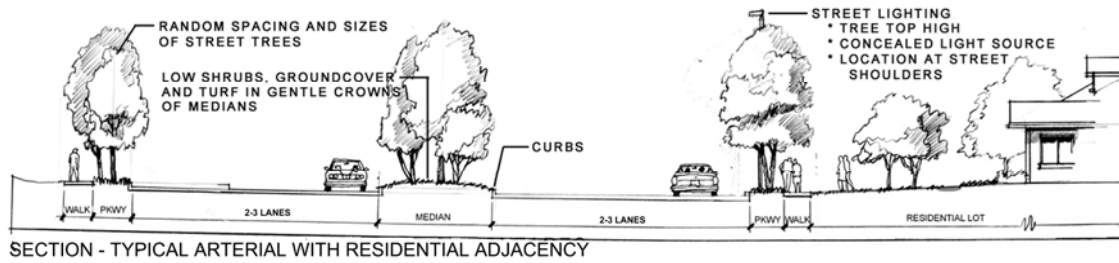
Several of the city's major arterial roadways are State highways and are under the jurisdiction of TxDOT. Due to the standards currently used by the state to design these roadways, enhancements options are severely limited, but may nevertheless be improved. Roadways that the city has full jurisdiction over have greater flexibility regarding what types of enhancements can be applied. The character of these streets should vary, with different street design treatments for residential and commercial frontages. In addition, pedestrian walkways along these roads should connect to the city-wide park and open space hike / bike trail system. Planting standards and walkways should be included in the design standards for all roadways.



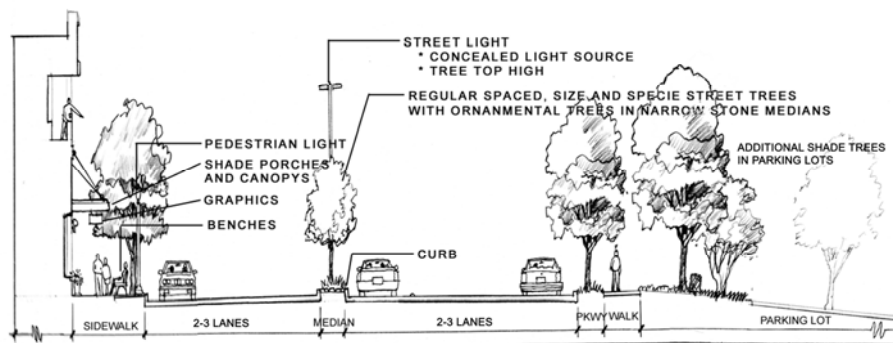
TxDOT Arterial Roadways. The city should continue to work with TxDOT to achieve high design standards on future roadways. The standards include:

- Street tree planting as close as possible to the outside curb.
- Shrubbery and ornamental tree planting in medians.
- Use of stone-like concrete block retaining walls.
- High quality stamped and colored concrete for pedestrian crossings, intersections and where concrete is required in medians.
- Street lighting should use a concealed luminaire.

Typical (non-TxDOT) Arterial with Residential Adjacency. These typical streets should, as indicated in the Urban Design map, should have varying sizes of street trees planted in informal arrangements in each parkway shoulder and median. Hardy native species in groves should be used to create an informal character, while calming street traffic and creating safe walking zones for pedestrians. Low shrubs, groundcovers and turf should be used in low-crowned medians to provide additional streetscape interest. Street lighting should utilize concealed light sources with high cut-offs to eliminate light glare and pollution.

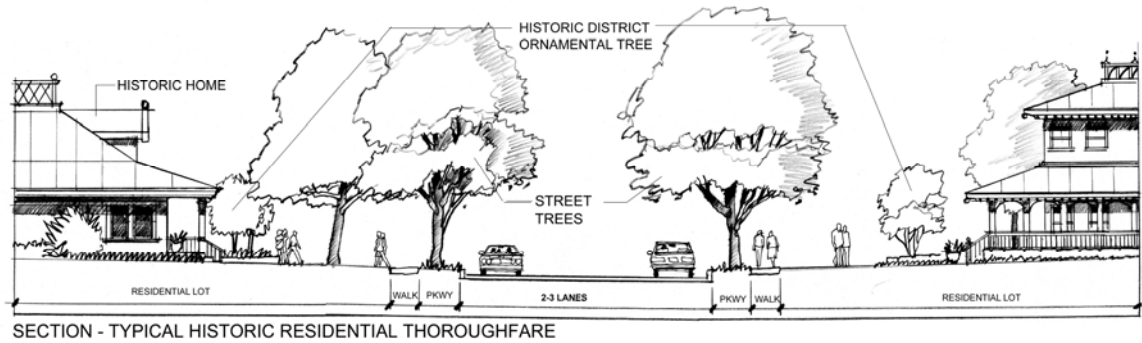


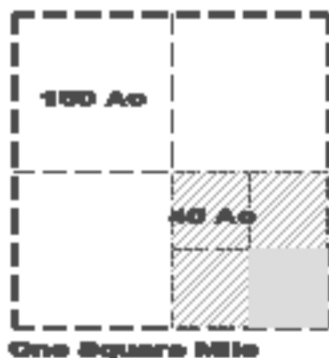
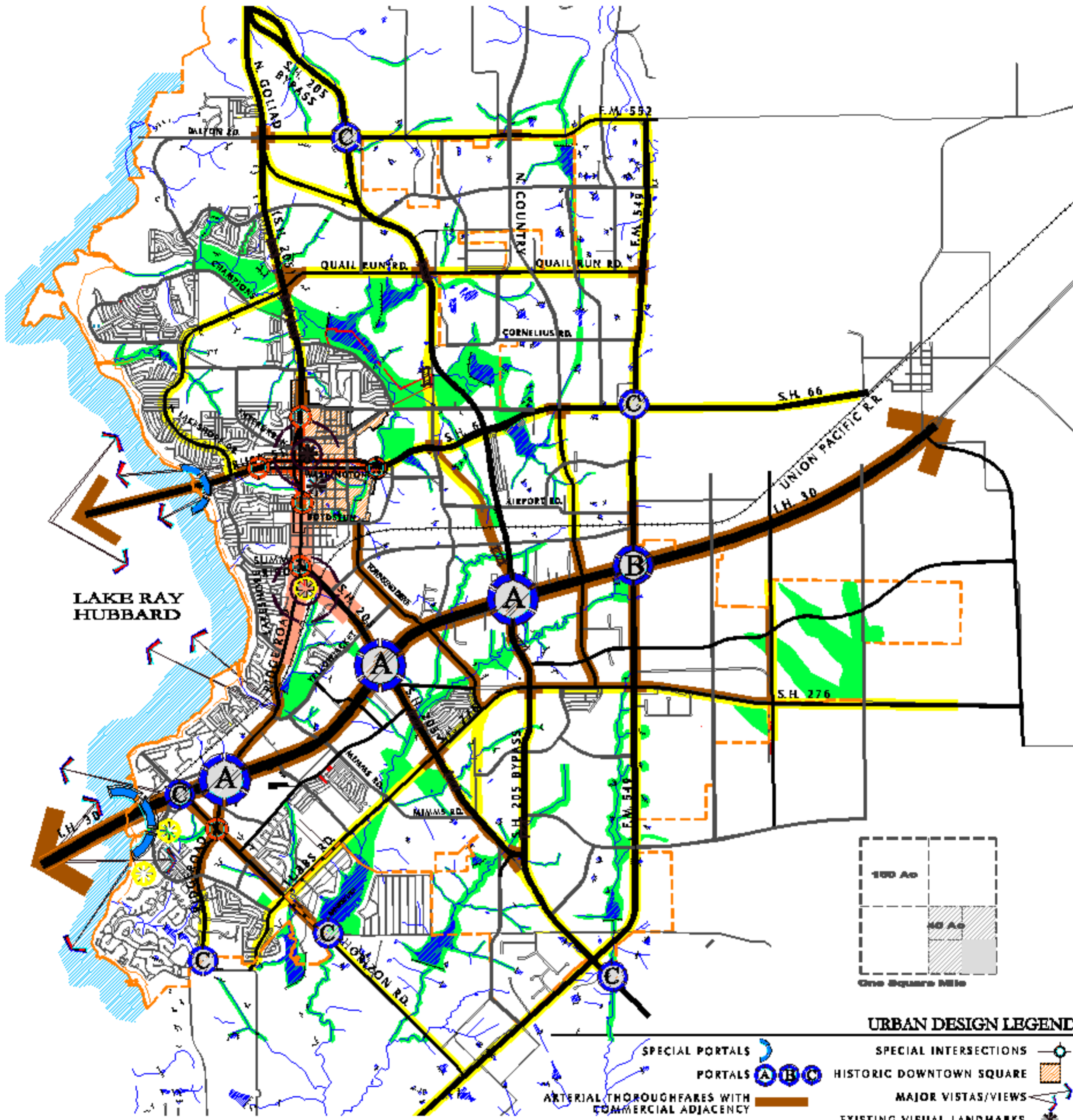
Typical (non-TxDOT) Arterial Thoroughfare with Commercial Adjacency. These special streets are important in establishing a strong, pedestrian-oriented commercial district. Along the streets indicated in the Urban Design map, new commercial developments are encouraged to build to the front building line in order to create a more traditional, human-scaled height to width ratio of building to street, resulting in a comfortable sense of enclosure and better visibility of shops, offices and store fronts. Surface parking should occur in the rear or side yards, properly screened from public view. These frontages should contain sidewalks that encourage pedestrian activity with street trees, pedestrian level lighting, benches, pots, planters, trash receptacles and covered trellises. Colorful canopies that extend into the public rights-of-way are also encouraged. Upper levels could contain loft apartments or perhaps professional offices to introduce a mixture of uses to this area. The narrow medians in these thoroughfares should be planted with a single species and size of ornamental tree in a regularly spaced pattern. Landscaped roundabouts could be used at key intersections to slow auto traffic, providing a safer walking environment and creating an attractive focal point. Existing commercial uses with large frontages of surface parking should be softened and enhanced with additional shade trees. Parking lot edges should contain low, evergreen plantings to improve the overall streetscape environment while framing views to commercial signage and graphics.



SECTION - TYPICAL ARTERIAL THOROUGHFARE WITH COMMERCIAL ADJACENCY

Typical Historic District Residential Roadway. The historic Downtown area within ¼ mile radius of the Courthouse Square should be a safe and enjoyably walkable district. Preservation of mature trees and the introduction of new street trees would enhance the area as a pleasant, walkable neighborhood. A particular flowering tree could be planted throughout the historic district to markedly enhance the beauty and identity of the District. Streetlights (with proper glare shielding) and street signage should be of a historic style and character throughout the District.





URBAN DESIGN LEGEND

- | | | | |
|---|--|---|--|
| SPECIAL PORTALS | | SPECIAL INTERSECTIONS | |
| PORTALS | | HISTORIC DOWNTOWN SQUARE | |
| ARTERIAL THOROUGHFARES WITH COMMERCIAL ADJACENCY | | MAJOR VISTAS/VIEWS | |
| ARTERIAL THOROUGHFARES WITH RESIDENTIAL ADJACENCY | | EXISTING VISUAL LANDMARKS | |
| CITY LIMIT LINE | | POTENTIAL VISUAL LANDMARKS/ DEVELOPMENT OPPORTUNITIES | |
| SPECIAL COMMERCIAL DISTRICT | | MIXED USE CENTER | |
| SPECIAL DISTRICT THOROUGHFARES | | BRIDGES AND CREEK CROSSING OPPORTUNITIES | |
| SPECIAL INTERSECTIONS/PLACE (HISTORIC) | | 1/4 AND 1/2 MILE WALKING RADII | |

R O C K W A L L • T E X A S

URBAN DESIGN



URBAN DESIGN DEVELOPMENT

Vision

Commercial development in the City will respect the natural topography and environmental conditions, and will contribute to Rockwall's Texas small-town character. Residents and visitors will immediately identify Rockwall as a place in which they want to invest, raise a family, and conduct business.

Policies

- 1. The site layout for commercial and urban style housing developments should encourage buildings to be placed close to the roadway, with parking primarily located to the rear or side of buildings.**



A key element in creating the Texas small town character is bringing buildings to the street. The experience of driving down Rockwall's key streets should be one of seeing a continuous "street wall" of interesting buildings, not large parking lots and signs. Bringing the buildings to the street automatically creates a more pleasing height to width ratio for streets, lending them the comfortable sense of enclosure of an "outdoor room" that is typical of traditional town streets. Making buildings more visible in this way also helps reduce the need for large signs lining the street, because most businesses and their façade signs will be readily visible. It also



KENTLANDS VILLAGE CENTER

encourages the creation of attractive pedestrian environments by making it easy to walk from business to business without having to cross large parking areas and multiple driveways. For example, an office worker could have a pleasant and healthy break in the day walking a couple of blocks to lunch, stopping to buy a card and visiting with a friend on the sidewalk rather than being compelled to get in their car and drive.

2. **Landscaping is an important factor in establishing community image and value. It should be designed and installed to ensure that the desired objectives of the landscaping are achieved, and that the long-term vigorous health of plant material is assured.**
 - a. **Required landscaping should be comprised of native or hardy, drought tolerant plants, which are adapted to local soils and conditions.**
 - b. **Landscape plans that are required by City ordinances should be prepared by a registered Landscape Architect or certified nurseryman.**
 - c. **Irrigation should be included for supplemental water during drought conditions.**
 - d. **Incentives and standards for preservation of existing mature trees should continue to be followed.**



Protection of existing trees and extensive, well designed plantings of native plants can be a key strategy in extending the green, small town character of central Rockwall into newer and developing areas.

3. **Ensure that the negative visual impacts of large commercial buildings are minimized.**
 - a. **Long blank facades should be subdivided with vertical breaks (or “articulated,” in architectural terms) to reflect the scale and rhythm of more traditional scaled buildings typically found in Texas towns.**
 - b. **Parking areas that result from large commercial buildings should be broken up with landscaping.**

Large buildings, especially big box retail, should be articulated in a manner and scale that reflects Rockwall’s traditional small town character. The facades of buildings between vertical columns or articulation typically found in traditional Texas towns are no greater than a height to length ratio of 1:4.



4. **Commercial buildings should be designed and constructed in a manner that contributes to a sense of unity within the community and minimizes the need for maintenance over time. Accordingly, commercial buildings should be constructed of masonry materials and contain at least 20% stone on every façade that faces a street, public open space, trail or park.**

Over time, the repeated use of permanent, high quality natural materials such as stone will lend a recognizable character to the community, and impart a sense of permanence and quality. It should improve in appearance with age, rather than deteriorate.



5. Establish sign standards for the City that will avoid visual clutter, yet provide clear business identity and information.

- a. Encourage the use of symbols in signage in order to convey information efficiently.
- b. New freestanding signage should be limited to monument style signs, except for along freeway frontage.
- c. Require master signage plans for building complexes and multi-tenant retail in order to coordinate signage.
- d. Use of bright colors intended to gain attention should be considered signage.

Locating buildings closer to the street will help reduce the number and size of signs. Good sign standards establish a level playing field for neighboring businesses, setting an overall design tone and sense of quality for an entire street or district that minimizes the need for individual signs to compete with one another for attention.



6. Where different land uses are not part of an integrated master plan, and where there are potentially negative impacts on adjacent property, screening and buffering should be used.

- a. All garbage storage should be screened from public areas and adjacent properties.
- b. Outside storage, where allowed, should be screened.
- c. Retail should screen residential uses from spill-over light, traffic, views of parking and noise.
- d. Industrial uses should be screened from other uses.

All land uses impact neighboring properties. It is important to minimize those negative impacts that may affect the use and enjoyment of those neighbors.



7. When considering re-zoning of a property, issues such as topography, vegetation and adjacency of parks and drainage corridors, in addition to other issues, should be considered.

a. Zoning which would result in large building footprints and large parking areas should not be placed on land with steep or rolling topography, where major earth-moving and retention walls would result.



USE LARGE LOT ZONING ON STEEP, WOODED LAND

b. In single family residential subdivisions, large lot zoning or cluster development should be used in areas of steep slopes, dense vegetation and significant drainage courses. Likewise, smaller lot zoning may be placed on land with relatively flat contours.

c. Where commercial development occurs along an open space corridor with trails, an entry should be oriented toward the corridor.

Development plans which use natural site features to best advantage will always be well fitted to their sites, be less expensive to construct and maintain, and contribute positively to overall community character. This is especially true in Rockwall's attractive rolling topography, where development insensitive to natural terrain produces a monotonous sameness from one neighborhood to the next.



8. All on-site drainage features should be treated in a natural manner so that it forms an amenity.

a. Water detention facilities should be treated with soft edges, using natural materials such as stone and vegetation for erosion control.

b. Headwalls should be faced with stone where visible to public areas.

c. Drainage courses should use vegetation, stone and soil bioengineering (soil lifts and plant material used in a structural manner) as appropriate rather than concrete for erosion control.

A master drainage plan is currently underway. This will ensure planning for adequate long term storm drainage as the city is built out. Typically, cities have required each individual project to only provide drainage improvements for its own immediate needs. The cumulative effect of this is that there is soon more water run-off than was ever

anticipated. The drainage courses quickly become grossly inadequate, and creeks then need to be graded and lined with concrete to handle the heavy flows. For example, Johnson Creek in Arlington has increasingly caused flooding of homes and businesses to the point that dangerous, damaging floods were occurring every 3-5 years. It is estimated that it will cost approximately \$60 million to adequately resolve this problem, including the purchasing of frequently flooded properties



Having a master drainage plan based on a built-out watershed can anticipate future flows, allowing for the design of attractive water detention areas and drainageways that will help Rockwall's creek corridors retain much of their natural character.

OPEN SPACE AND PARKS

Vision

Rockwall's most significant outdoor features--its floodplains, woodlots, shorelands, sensitive habitats and rare ecosystems--should be woven with existing and future parks, greens and commons into a city-wide, comprehensive open space system designed to serve the wide range of ages, abilities and interests of Rockwall's current and future citizenry. This parks and open space system should reflect a level of character, quality and care that communicates responsible stewardship and pride of place.

Policies

1. **Develop a comprehensive parks and open space system that includes a creative mix of large and small green spaces throughout the city, and that takes advantage of Rockwall's unique open space opportunities.**
 - a. **Continue to implement the acquisition and development goals for neighborhood and community parks established in the City of Rockwall's 1997 Parks and Recreation Master Plan.**
 - b. **Expand and develop Myers Park into a large metropolitan park, 100 to 150 acres in size, to serve as the city's premiere city park.**
 - c. **Encourage the creation of small, private greens and commons in new neighborhoods to enhance their character, desirability and the quality of social interaction within them.**
 - d. **Develop an indoor athletic facility in the central part of town.**
 - e. **Ensure preservation of the Wallace Preserve, a rare remnant of native Blackland Prairie, as an important natural and historical landscape feature.**
 - f. **Adopt a long-range goal that every Rockwall resident should be within ¼ mile of a public or private park, greenway or common for their use.**



PROVIDE AN
INTERCONNECTED
GREENWAY SYSTEM

Rockwall's 1997 Parks and Recreation Master Plan lays a strong foundation for serving the long-range recreational needs of the city. Its recommendations should continue to be aggressively pursued and supplemented with private initiatives to provide the full range of recreational opportunities expected of a

community its size, and meaningful green space within walking distance of every citizen.

The 1997 Plan calls for the systematic acquisition and development of a citywide system of neighborhood and community parks. The number and location of these facilities are determined by assumed park acreage per capita needs, based on national standards and projected population growth. The formula ultimately results in a neighborhood park within about one-half mile of every household.



NEIGHBORHOOD PARKS

The HomeTown 2000 Plan recognizes these sound planning principles, and indicates the locations for future neighborhood and community parks in the 1997 plan. It then adjusts some of these locations based on actual acquisitions since the 1997 plan, and extends the network into developing areas of the city.



In addition, the HomeTown 2000 Open Space and Parks Plan reflects its Land Use counterpart in recommending that future neighborhood development in Rockwall incorporate greenways, pedestrian linkages and small neighborhood greens and commons. This complements the community-wide goal of providing attractive, usable open spaces within walking distance (typically considered one-quarter mile) of every Rockwall resident. In addition to creating more attractive and interesting neighborhoods, such a system of green spaces encourages walking and increased social interaction in the form of face-to-face encounters, enhancing public health, neighborhood cohesiveness and security.



REGIONAL PARKS



2. Create a regional flood water detention plan that can be integrated with the Parks and Open Space Plan to help create a major amenity for both adjacent development and the city.

The creation of a regional flood water detention can result in major public parks and reduce the need for each development project to provide significant on-site detention. This can also help reduce development cost. Consideration should be given to the

creation of a drainage and impact fee, which would cover the costs of constructing and maintaining such regional facilities.

3. **Actively explore the potential for public waterfront use of the Lake Ray Hubbard shorelands and preserve those areas for use by the public.**
 - a. **Preserve areas identified in this plan for public use and enjoyment.**
 - b. **Explore potential for parks and passive greenway trails at appropriate locations along the shoreline.**
 - c. **Explore potential for future private waterfront development that could include a public access component.**

Rockwall is unique and fortunate to have such a highly visible and attractive shoreline, yet decades of conventional subdivision development along the lake has left very little remaining opportunity to provide for meaningful



public access to the water's edge for the majority of its citizens. The few remaining opportunities for public access must be assessed and, if deemed feasible, protected for future development as public parks, shoreline greenways and/or public/private partnerships with community-wide benefit.

Any discussion of development of the Lake Ray Hubbard shoreline necessarily begins with the "Springer Report" prepared by the City of Dallas, officially titled *A Plan for the Cooperative Recreational Development of Lake Ray Hubbard*, written in 1967. This report summarized possibilities and limitations for developing the then-newly constructed lake as a major recreational facility. It outlined the original concept for the reservoir, which included "the provision of a 200-foot strip around the lake's shore, above the normal water level of 435.5 feet above sea level, for park and recreational purposes." The plan was updated in 1976, and again, its focus was on the need for "public access through roads, paths and hike-bike trails." Though citizens today are concerned that public access to the lake has become extremely limited, the City of Rockwall did not subscribe to the concepts embodied in that plan at the time, and consequently never adopted it as a guideline for development.

The City of Dallas currently maintains ownership of the narrow strip of shoreland inside its “take-line.” While Springer’s original concepts envisioned continual trails and public access along this strip, subsequent subdivision platting and development placed rear lot lines at the take-line and made relatively few provisions for public access to the shore area. In most areas, land inside the take-line has since been treated as extensions of homeowner’s backyards. In addition, shoreline erosion in some of these areas has narrowed the land inside the take-line to the point where constructing a continuous trail along the shoreline is not physically possible without filling to create a wider area or constructing boardwalks over the water.

Continuous public access for recreation is also complicated by the technique used to construct the bridges across the lake for State Highway 66 and Interstate Highway 30. In an ideal situation, bridges over public greenways are constructed as open spans, allowing public trails to pass underneath. The SH 66 and IH 30 bridges, however, are constructed as rock jetties except for short open spans several hundred feet out into the lake, making public access beneath them prohibitively expensive.

While subdivision development and physical constraints preclude the continuous shoreline greenway envisioned in the original development concepts for Lake Ray Hubbard, significant opportunities remain for Rockwall to develop public improvements benefiting the entire community on its shoreline. The three opportunities discussed below occur on still largely undeveloped lands at this writing, and show the highest likelihood of implementation. None involve trails or other public access behind existing homes.



South of the Interstate 30 Bridge. Rockwall’s single best opportunity for shoreline recreational development lies immediately south of the IH-30 bridge, along approximately 3500 linear feet of shoreline to the small creek, which physically separates this from the northern edge of Chandler’s Landing. This area provides adequate land for the development of a public greenway and looped trail system that would afford public waterfront access and stunning views of the lake across open water uninterrupted by dead trees and snags. It has the additional

advantage of being highly visible from the eastbound IH-30 bridge, enhancing the entire community's character and "gateway" image. Future development would have to be coordinated to include parking serving the public area, and may best be structured as a public/private partnership in which a private development is designed to include a significant public access component.

Properly developed, a public greenway in this area could add to the attractiveness and desirability of the adjacent private developments, in much the same way as the Town Lake Trail does for the businesses and fine hotels along its length in Downtown Austin. The keys to making public access an asset to its neighbors in this area are high quality design and construction, high maintenance standards, and design of a perceivable "edge" between public and private areas.

The Public Boat Ramp. A second shoreline park opportunity exists at the property that includes the city-owned boat ramp immediately north of the SH 66 bridge. This area is of adequate size and is sufficiently buffered from surrounding uses that it could be improved with expanded parking, a shoreline trail or promenade, picnic areas, a pier and other improvements. Existing auto access would have to be redesigned to prevent park patrons from using the adjacent residential alleyway as a means in and out of the park.

Northern Shorelands. The third and largest shoreline recreation opportunity lies along the currently undeveloped land north of The Shores golf course to Rockwall's city limit line north of Dalton Road. The City of Rockwall should seize the opportunity to provide a generous strip of public parkland along the shoreline that can be



accessed by public greenways along the creeks and floodplains extended into future neighborhoods as they are developed. Public access should be provided from Dalton Road, with adequate parking and public facilities for a true metropolitan park at this location. Properly developed, a shoreline park built to high quality standards with hike and bike access to adjacent neighborhoods via linked greenways could provide higher returns than Rockwall's current model of a single row of lakefront lots in an otherwise conventional subdivision.

This opportunity could be enhanced by coordinating its planning and development with the City of Dallas' proposal for a nature center and preserve on lands they own immediately north of the Rockwall city limit line. Dallas' 1995 Lake Ray Hubbard Master Plan calls for a wildlife sanctuary or nature center on 350 acres of wetland habitat in this area. The report states, "Since this is one of the last significant pieces of undeveloped land on the east shore of the lake, this site could also be developed as a nature center with community park facilities serving the Rockwall area."

A joint development with Dallas represents a unique opportunity for Rockwall. It should not, however preclude or postpone the acquisition of shoreline parkland within Rockwall's city limits in this northern area, or on the other two sites described above. These still undeveloped lands represent a major opportunity—Rockwall's last opportunity—to take advantage of its unique lakefront location by providing access to the Lake Ray Hubbard shoreline for all its citizens.

- 4. Incorporate floodplains into an interconnected greenway network that preserves their natural floodwater storage functions while providing trails, open space and conservation of natural areas.**
 - a. Allow no significant filling of the 100-year floodplain.**
 - b. Incorporate other significant natural areas, such as steep slopes and sensitive habitats, into the greenway network.**

One of Rockwall's most distinguishing features is its landscape of ridges and low rolling hills, dissected by wooded streams and grassy drainage ways. These impart topographic interest and a rolling rural character to the community that is often mentioned by residents and visitors as one of the city's outstanding assets.

These drainage ways and the floodplains associated with them also perform the vital functions of floodwater storage and conveyance during storm events. In addition, the trees and grassy vegetation along their banks control erosion, and allow stormwater runoff to infiltrate naturally into the ground, maintaining the natural water table and aiding water quality. Finally, the natural tree stands in many of Rockwall's floodplains provide important linked habitats for songbirds and other wildlife, and represent an unmatched recreational resource with the potential for a linked system of natural parks and city-wide trail system development.

The vast majority of Rockwall's floodplains remain in excellent condition. The Open Space and Park Plan recognizes the city's 100-year floodplains as the invaluable natural resources and aesthetic assets that they are, and recommends their protection and incorporation into a city-wide network of interconnected greenways. These multi-objective greenways should be designed and managed to preserve the floodplain's natural functions of movement and storage of floodwater by prohibiting their filling and constriction into narrow channels, and the construction of homes and businesses in flood prone areas. Their protection will also help to save valley's vegetation for its erosion control, aesthetic, and wildlife habitat values, and to allow development of an interconnected trail system linking many of the city's parks and open spaces to each other. The system should also incorporate steeply sloping areas unsuitable for development, as well as wetlands and other sensitive habitats.



Rockwall's floodplains offer some unique opportunities that should be capitalized upon. Many contain a number of existing Soil Conservation Lakes. These offer numerous recreational opportunities such as picnicking, fishing and watching waterfowl. These should be incorporated into the greenway system, and could be enhanced with shoreline vegetation to improve them as habitat for aquatic life and waterfowl. Also, the Squabble Creek floodplain is sufficiently wide, wooded and of such high scenic quality immediately west of SH 205 to allow for creation of a major city park at that location. Many smaller drainage ways join Squabble Creek there, allowing for greenway linkages into the proposed park from adjacent neighborhoods to the north and south.



SQUABBLE CREEK IN ROCKWALL

Multi-objective floodplain greenway systems have been a key design feature of new planned communities for decades, and are being retrofitted into existing cities large and small throughout the United States as their myriad benefits are realized. As Rockwall continues to develop, its system of floodplain greenways will become one of its greatest assets and distinguishing characteristics.

5. **Design parks and open space improvements as first-class facilities, as they represent the public face, or “front yard,” of Rockwall.**
- a. **Ensure that park development reflects a high level of quality and a strong design ethic.**
 - b. **Design park improvements for durability, long life and low maintenance requirements.**
 - c. **Maintain high maintenance standards for all of Rockwall’s public lands.**



A community’s self-image and “pride of place” are reflected as clearly in few other places as they are in its public facilities, especially its parks. Well-designed park facilities are an invaluable asset to the town’s citizenry, as well as an extremely positive message to businesses and families considering Rockwall as a future home. These considerations begin with wise land acquisition choices, which conform to the long range plan, are carried through with good professional design and high quality construction, and are perpetuated with thorough management plans and high maintenance standards. Park improvements—buildings, site work, play and sports equipment, and furnishings—should be selected or designed for durability, long life and low maintenance requirements. The result is an exemplary park and open space system that is a priceless community asset--a gift and legacy for future generations to enjoy and build upon.

Open Space and Parks Plan

The Open Space and Parks Vision Statement and Policy Statements serve as guiding principles for the HomeTown 2000 Open Space and Parks Plan, which seeks to give physical form to those community ideals and aspirations. It looks beyond the “recommended acreage per capita” approach to parks planning and seeks to identify the open space features of Rockwall that lent the community its unique form and landscape character. It then incorporates those features into an interconnected network of public open space. This green framework will delineate future development, help to preserve the community’s small town character, and capitalize on the city’s last opportunities for public shoreline access. It will preserve the natural functions and character of Rockwall’s creeks and drainage ways, and become one of city’s most prized assets.



Shoreline Preserve
Opportunity-
Joint Development
with
City of Dallas

Golf Course
Public Use

Squabble Creek
Park Opportunity

LAKE RAY
HUBBARD

Private
Development
With Public
Shoreline
Access
(Public/Private
Ownership)

Wallace
Preserve
Acquisition

City Boundary
Adjustment (Pending)

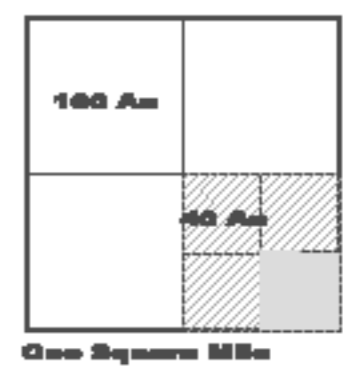
PROPOSED ATHLETIC FACILITIES
(1997 PLAN)

NEW ADJUSTED NEIGHBORHOOD
PARK SITE RECOMMENDATION



PARKS AND OPEN SPACE PLAN

- EXISTING PUBLIC PARK
- EXISTING PRIVATE OPEN SPACE
- PROTECTED FLOODPLAIN AND SHORE
LINE GREENWAYS
- EXISTING SCS LAKE
- PUBLIC TRAIL SYSTEM
- PROPOSED NEIGHBORHOOD PARK
(1997 PLAN)
- PROPOSED COMMUNITY PARK
(1997 PLAN)



R O C K W A L L • T E X A S

PARKS AND OPEN SPACE PLAN



TRANSPORTATION

Vision

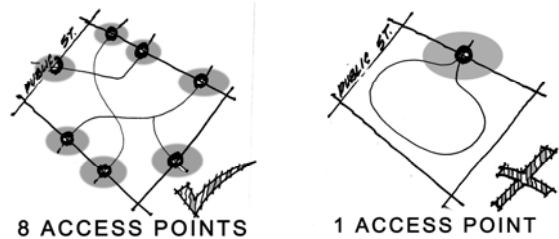
Rockwall's transportation system should recognize and complement the city's land use, urban design and open space goals by providing a balanced, comprehensive framework of transportation choices that offer safe, efficient movement while respecting and reinforcing community character.

Policies

1. **Create an interconnected and diverse street pattern.**
 - a. **Create connections to establish continuity of key thoroughfares.**
 - b. **Design new street systems (and explore opportunities to modify existing ones) to create an interconnected, modified grid that offers flexibility of routes and modes, disperses automobile traffic, shortens walking distances and lends order and coherent structure to the community.**

Much of Rockwall's growth in the last three decades has been in the form of conventional cul-de-sac style subdivisions which have few access points and are rigidly separated from other land uses, forcing large volumes of short trip traffic onto relatively few arterials. These arterials are in turn made wider to accommodate more and faster-moving traffic, bisecting business districts and neighborhoods, and greatly impairing the ability of people to walk for even short trips.

The design of a town's street system should complement the community's other important goals in the areas of land use, urban design, and overall livability. It should respect and reinforce the small town character and quality of life that make the town attractive to its



MULTIPLE ACCESS POINTS ARE PARTICULARLY IMPORTANT FOR MIXED USE DEVELOPMENTS AND RESIDENTIAL AREAS WITH MORE THAN 2 UNITS PER ACRE.



WHERE RESIDENTIAL STREETS ARE LONG AND HAVE LIMITED ACCESS TO ADJACENT DEVELOPMENTS, EVERY TRIP IS A LONG ONE, ESPECIALLY TO SIMPLE SERVICES

citizens.

An interconnected street pattern supports these ideas by providing flexibility of routes and numerous access points for private and emergency vehicles, diffusing automobile congestion and reducing dependence on a few major arterials. Such a system is generally laid out in a grid pattern, which can be “warped” or modified to create offsets or “T” intersections through neighborhoods to provide interest, and to accommodate topography or other site features. It usually employs shorter blocks (250 to 600 feet maximum in length), such as those typical of Rockwall’s Old Town, which slow traffic, facilitate local circulation, shorten walking distances and lend order and a coherent structure to the community. The shorter blocks and grid-like street pattern is especially appropriate for higher density and mixed use development.

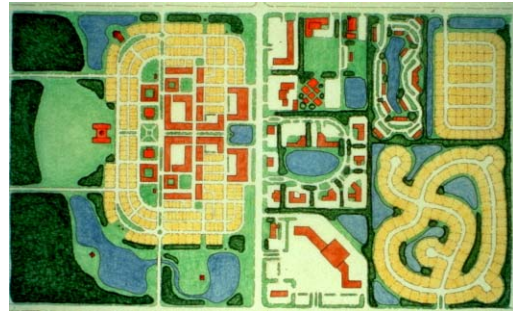
2. **Offer mutually supportive transportation choices, balancing convenient and efficient auto access with safe, well designed pedestrian, bicycle and transit facilities.**
 - a. **Provide a safe and enjoyably walkable district in the historic Downtown area within a quarter-mile radius of the courthouse square.**
 - b. **Enhance walkability with an interconnected pattern of streets and continuous sidewalks, short blocks, and safe pedestrian crossings.**
 - c. **Create a long range plan for improving bicycle mobility in the city.**
 - d. **Continue development of a city-wide, interconnecting trail system.**
 - e. **Focus retail, employment, and higher density housing in walkable, mixed use neighborhoods or in districts capable of facilitating possible future local and/or regional transit service.**
 - f. **Modify existing codes to allow for the development of Traditional Neighborhood Developments (TNDs) which feature mixed uses, narrower streets, short blocks, alley loading, and continuous sidewalks and trails to reduce auto dependency.**

Transportation strategies and projects must work as well for people, neighborhoods and town character as they do for cars. To be successful, solutions must be conceived comprehensively to work in concert with equally important goals for land use, urban design and open space, and to provide alternatives to use of the private auto as the sole means of transportation for even short trips in the city.



The total level of automobile dependency in Rockwall can be reduced by enhancing the viability and attractiveness of alternative modes of transportation, including walking, bicycling and, in the future, local and regional transit.

One key to reducing the total number of automobile trips within the community is to encourage block and street layout and design that enhances walkability. This starts with providing sidewalks of adequate width (4 feet is the minimum necessary for two people to pass each other) along streets in a continuous and interconnected system, and keeping block lengths short enough to facilitate moving easily through the community on foot.



THE LEFT SIDE OF THIS DIAGRAM SHOWS A MIXED USE "TRADITIONAL NEIGHBORHOOD DEVELOPMENT"; THE RIGHT SIDE IS TYPICAL OF CURRENT DEVELOPMENT

Walkability is further enhanced by providing a strip of street trees between the street edge and the sidewalk to provide a physical separation and sense of security. Also important are safe, well-marked pedestrian crossings at intersections, and street corner curb return radii designed for low speeds that require vehicles to make slow turning movements and shorten pedestrian crossing distances.

Numbers of short auto trips can also be reduced by improving bicycle mobility in the city, allowing children to bike to schools, playgrounds and neighbor's homes, and offering adults a transportation choice for short errands, in-town commutes and recreation. This starts with a long-range plan for bicycle mobility that would identify the most likely destinations and routes, and plan for on-street connections (such as restriping for bike lanes) and off-street connections (such as trails) to make bicycle transport a safe, efficient and reasonable transportation option.



The citywide interconnected trail system recommended in the Open Space and Parks plan is an important link in a balanced transportation system, offering alternative routes and modes to many in-town destinations. The heart of this system is the network of linked greenways recommended for the city's floodplains, which extend

into most quadrants of the city where they can be linked into neighborhood open spaces and sidewalk systems.

Auto dependency can also be reduced by strategies that link transportation and land use planning in mutually supportive ways. For example, new growth areas and redeveloping older areas provide an opportunity to create compact, walkable, mixed-use neighborhoods of retail, employment and higher density housing. This will provide specific areas where residents can choose to eliminate many short auto trips, because goods, services, and sometimes even employment are easily reached by foot or bicycle. Rockwall's existing codes should be modified to ensure that such development, commonly called Traditional Neighborhood Developments (TNDs) and which feature mixed uses, narrower streets, short blocks, alley loading, and continuous sidewalks and trails, are allowable within its regulatory framework.



While Rockwall is not presently a part of the region's mass transit system, future neighborhood development should make room for the possibility that population growth, changing work habits, and commuting costs could make regional transit attractive to Rockwall's residents in the future. Properly sited and planned, TNDs are "transit friendly" residential and mixed use districts, where people can live, work and shop within walking distance of transit connections. Sound land use planning and urban design can enhance the practicality of transit as a transportation choice in Rockwall, should it become desirable.

3. Design neighborhood streets for safe, low speeds, and to encourage more walking, cycling, and social interaction.

- a. Design streets with roadway geometrics (street width, centerline radii of curves, stopping sight distances on hills and curves, and intersection turning radii) that discourage speeding.**
- b. Allow for on-street parking where feasible.**
- c. Explore the use of traffic calming measures (planted medians, street trees, roundabouts, neckdowns and others) to address speed problems on existing streets.**



Roadway geometrics are the best known form of traffic speed control. Neighborhood streets should be built with street widths, centerline curve radii, stopping distances and intersection turning radii that encourage slow travel speeds. On-street parking can also be used as part of an overall strategy to reduce speeds through increased “side friction”. Properly designed, these streets encourage appropriate driver behavior, make walking a more safe and pleasurable experience, and eliminate the need for corrective measures such as “speed humps” and added stop sign control at intersections.

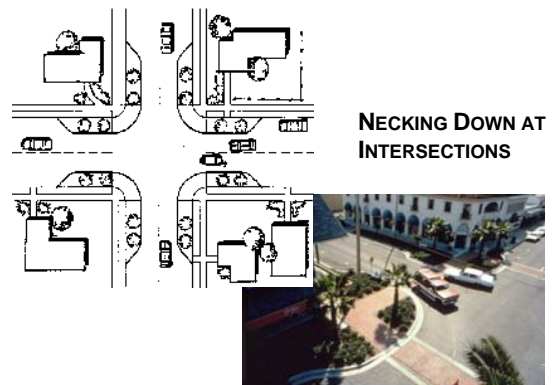


Creating “off-sets” in neighborhood street grid patterns with “T” intersections is an effective way to maintain connectivity, but discourage cut-through traffic.

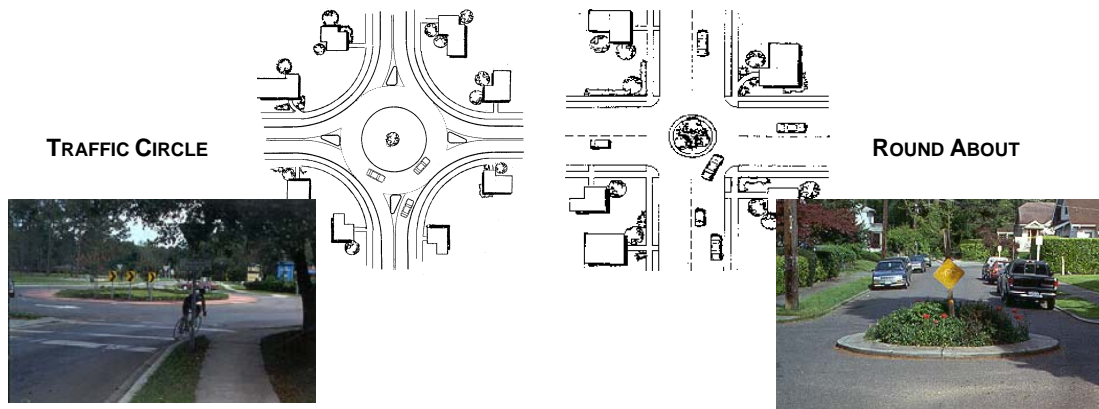
It is important to note that collector or larger streets in most US cities have been designed and laid out in a manner which provides for wide drive lanes and long blocks in order to accommodate fire trucks and to facilitate the movement of traffic. Unfortunately, these roads invite speeding and increase the accident fatality rate. When residents demand that traffic be slowed down, cities usually accomplish this by installing stop signs and speed bumps. The net result, of course, is that this impedes the movement of fire and emergency vehicles, often more than on roads, which are built to a slower design, speed to begin with. In addition, the city has the additional paving, which requires on-going maintenance and repair.



On existing streets where speeding is already a problem, numerous effective traffic-calming measures can be explored for use. Traffic calming is generally necessitated by roadways that are over-designed for their intended purpose. Generous travel lanes that are similar in size to freeway lanes result in a “natural” speed limit that is greater than the desired (and posted) speed limit. Some proven techniques for slowing traffic include narrowing lanes of traffic, making



roadways discontinuous, and providing “friction”. Friction can be achieved by such things as allowing street parking, planting street trees in the parkway, narrowing driving lanes, necking down the roadway periodically (especially at intersections) and installing traffic islands or roundabouts. These measures can significantly slow average speeds while contributing to an attractive, “home town” character. Road humps and stop signs should be avoided, as they tend to severely delay the delivery of emergency services.

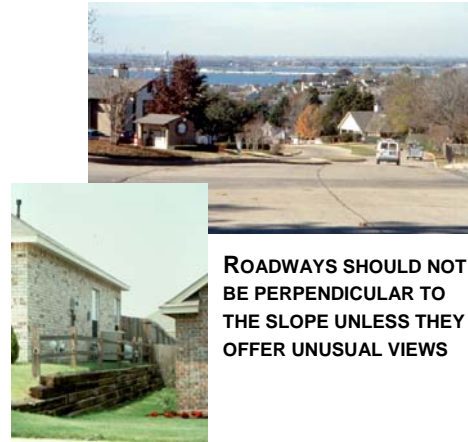


4. **Use Rockwall’s natural features to advantage in the design of street systems to minimize cost and retain the character of the landscape.**
 - a. **Neighborhood streets should be designed to run parallel to contours wherever possible to avoid expensive stair-stepping of lots, unless attractive views are opened up with streets going transverse to the topography.**
 - b. **In lower density, rural-style neighborhoods, vegetated roadside swales should be used rather than curbs and gutters to minimize infrastructure cost and enhance water quality.**
 - c. **Roadway alignments and cross-sections should be designed to save significant stands of existing trees or outstanding specimen trees whenever possible.**
 - d. **Avoid street improvement solutions that require removal of mature street trees that lend the street its “hometown” character.**
 - e. **Work with topography to provide grade-separated crossings for bicycle and pedestrian paths where possible.**

A thorough analysis of existing site features should always be the foundation of site and roadway layout in newly developing areas in Rockwall. “Working with the land” is not only cost conscious, but results in projects that have a more natural fit on the land,

that are expressive of Rockwall's attractive landscape character, and by extension, enhance the character and uniqueness of the community.

Except where important views from the roadway can be capitalized upon, neighborhood streets should be designed to run parallel to contours wherever possible. This can avoid excessive modification of topography with cut and fill and expensive stair-stepping of lots. Existing topography can also be used to advantage in providing grade-separated crossings for bicycle and pedestrian paths where possible. In lower density, rural-style neighborhoods, vegetated roadside swales should be used rather than curbs and gutters to minimize infrastructure cost and enhance water quality.



New roadway alignments and cross-sections should be designed to save Rockwall's significant stands of existing trees or outstanding specimen trees whenever possible. Improvement projects for existing streets must avoid solutions that require removal of mature street trees that lend the street its "hometown" character.

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

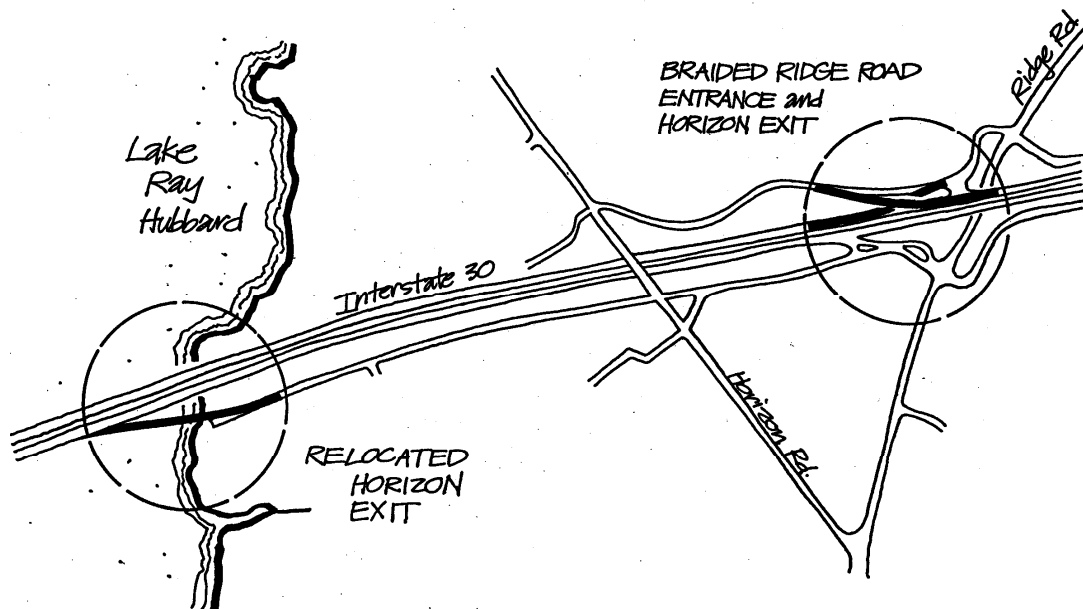
- a. Provide street furnishings such as benches, waste containers, flower and shrub planters, trees, bollards lampposts and kiosks on streets where walking is desirable and encouraged.**

Street furnishings such as benches, lamp posts, bollards, drinking fountains, trash containers, flower and shrub planters, trees, mounted maps and informational kiosks encourage people to walk. They are a benefit to senior citizens and the disabled, who can use benches or planters as frequent stops for rest, and reward others with amenity, attractiveness and comfort, making walking a natural and pleasurable part of the day. They give residents a reason to come out of their homes and cars and get to know their community and neighbors, which is the essence of a "home town" ambience.



6. Continue to support the adopted Thoroughfare Plan with localized adjustments that improve the Plan, through small modifications that enhance minor collector continuity, provide accessibility to activity centers, and provide for delivery of emergency services.
7. Continue to work with Texas Department of Transportation (TxDOT) to optimize access and circulation in the I-30 corridor.

Potential improvements include moving the eastbound exit ramp for Horizon Road to the west in order to provide access to future development on the lake edge, and the braiding of exit and entry ramps for Horizon and Ridge Roads on the north side of I-30.



Transportation Plan

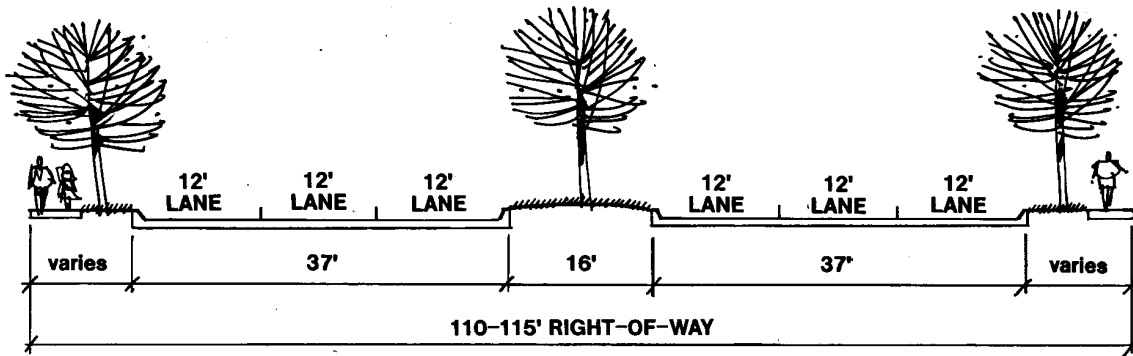
The HomeTown 2000 Transportation Plan builds upon the existing adopted Thoroughfare Plan with localized adjustments that improve the Plan, and through small modifications that enhance minor collector continuity, provide accessibility to activity centers, and provide for delivery of emergency services. These considerations are discussed below.

As has been discussed, several strong features help to shape Rockwall's special character. It is bounded by a lake with only 2 bridges; it has an historic Downtown which is cut by 2 state highways; it is bisected by both an interstate highway and a railroad; and it is laced with numerous creeks and drainage ways. These features are important to the City and must be respected by the road pattern. Some key elements of the plan include continuity of thoroughfares, roadway sections, traffic calming and possible future transit service.

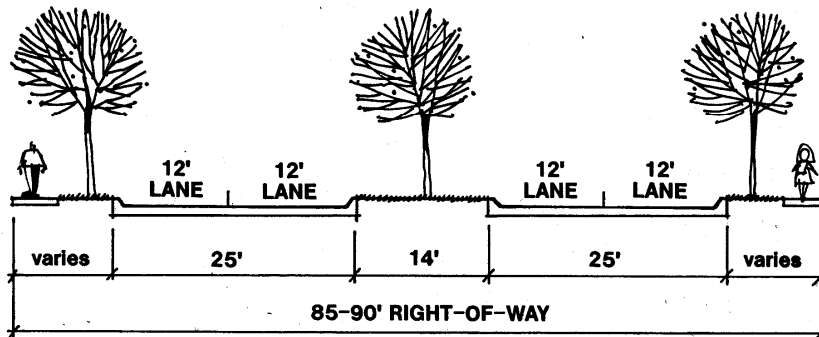
Continuity of Thoroughfares. Rockwall suffers from inadequate north/south access. This is made difficult primarily because of the existing rail lines, which limit crossings, and because of the I-30 Freeway. The planned SH 205 By-pass and other proposed connections in the plan will help to relieve this problem, but additional opportunities should be found. As more development occurs on the northern edge of the city, existing north/south roadways will become overburdened with traffic. Improving the continuity of minor collector streets can help diffuse traffic by providing numerous alternatives to an overcrowded arterial street

Roadway Cross Sections. Rockwall will be a mixture of semi-urban, mixed use pedestrian-oriented areas, traditional medium-density single family subdivisions, and low density rural residential areas. These development types require very different roadway cross-sections. (See also the Urban Design Plan.) The pedestrian-oriented mixed use requires an urban cross section with curb and gutter, street trees, and on-street parking. Rural residential areas should have small 2-lane roadways with drainage swales (which may be supplemented by storm drainage, depending on topography and hydrologic conditions). In addition, certain parts of the City may include unique sections that will more specifically respond to local traffic conditions and existing rights-of-way. As a general principle, all roadways should include a planting strip of street trees and sidewalks to provide safety for walkers and to give the street a comfortable sense of enclosure . Whenever possible, the planting strip should be a minimum 6 ft. in width and

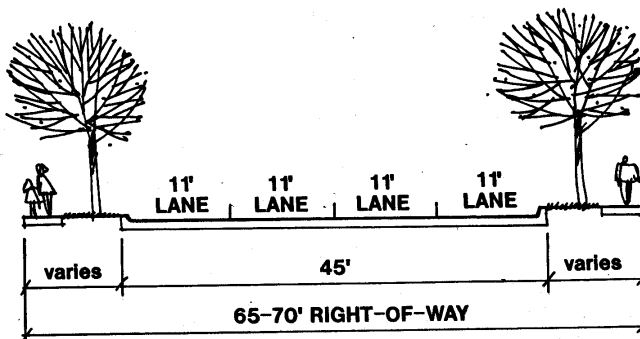
placed between the street and sidewalk. The sidewalk should be 5 ft. in width (less on residential streets and more on retail streets). The following are typical sections:



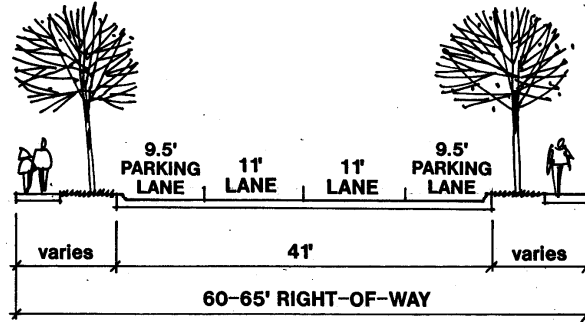
6 Lane Divided Arterial



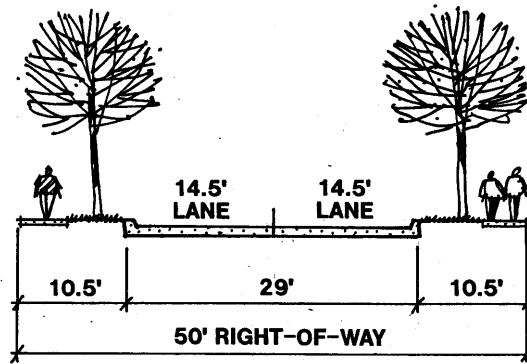
Urban 4 Lane Divided Arterial



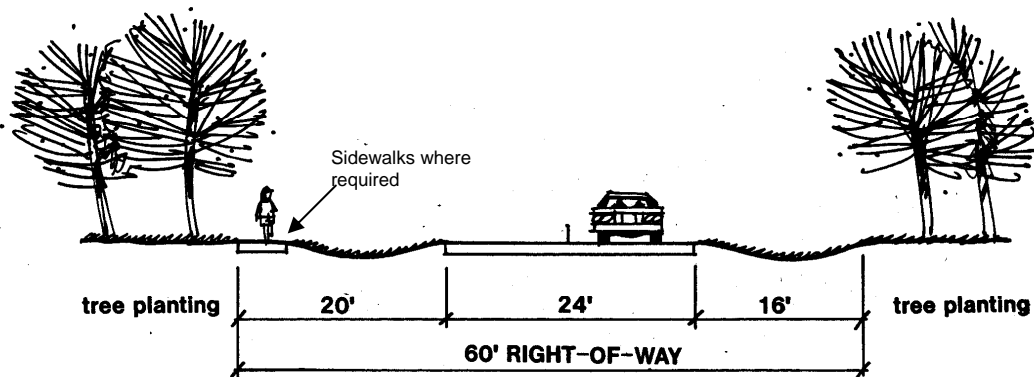
4 Lane Undivided Arterial



Minor Collector and/or Local Commercial

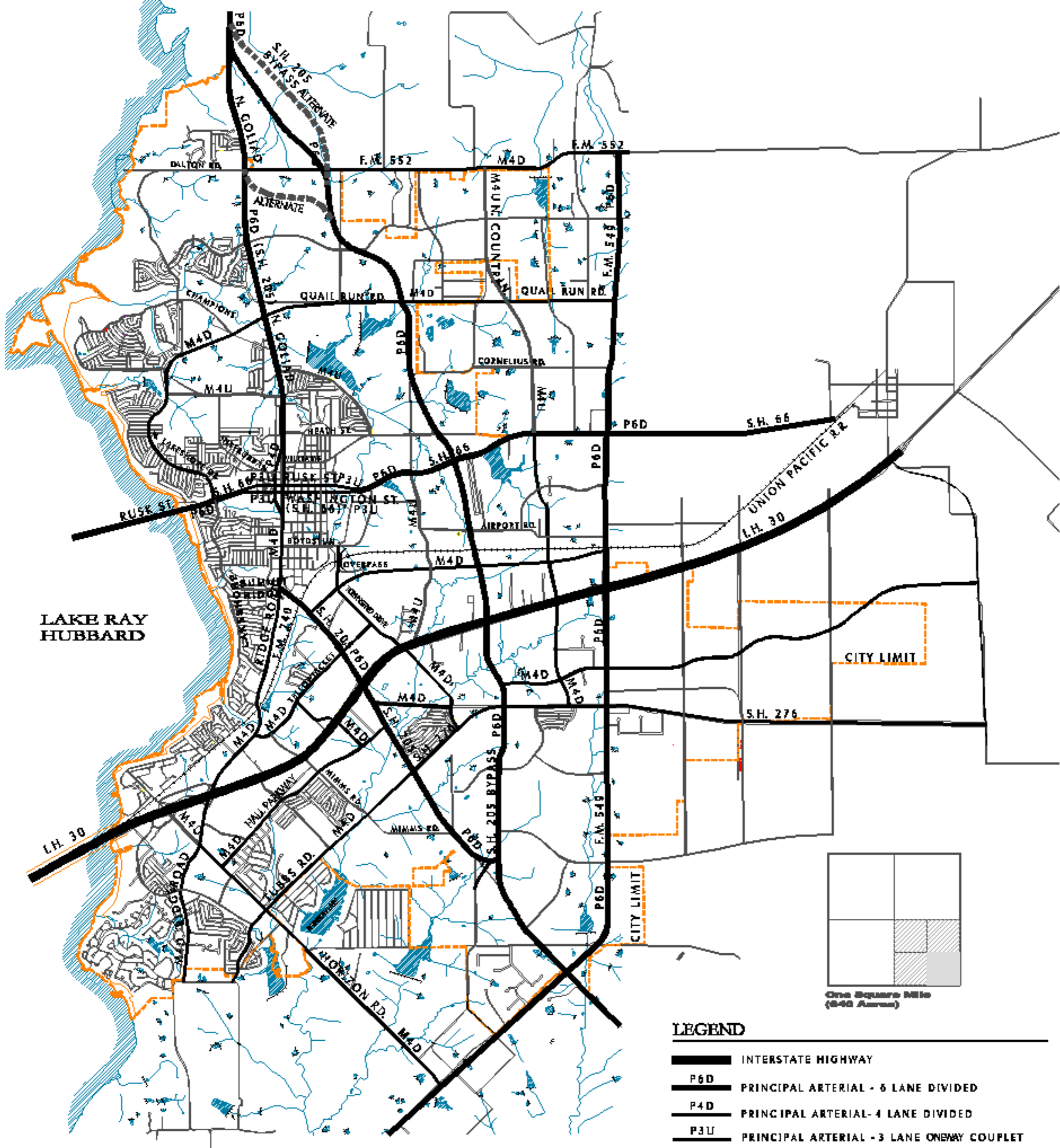


Residential Street



Rural Local Roadway

Possible Future Transit. Regional transit service to Rockwall would be a major amenity for residents and businesses. It could spur mixed use development and provide residents with an alternative means of travel.



LEGEND

	INTERSTATE HIGHWAY
	PRINCIPAL ARTERIAL - 6 LANE DIVIDED
	PRINCIPAL ARTERIAL - 4 LANE DIVIDED
	PRINCIPAL ARTERIAL - 3 LANE ONEWAY COUPLET
	MINOR ARTERIAL - 4 LANE DIVIDED
	MAJOR COLLECTOR - 4 LANE UNDIVIDED
	MINOR COLLECTOR

R O C K W A L L • T E X A S

THOROUGHFARE PLAN



IMPLEMENTATION

The following are recommended implementation strategies designed to ensure that the goals of this plan are achieved.

1. **Prepare an updated and revised Zoning Ordinance.** The ordinance should include such items as incentives for clustering development, preserving open space and integration of land uses. It should also include an alternative that would permit a traditional neighborhood development (TND).
2. **Prepare an updated and revised Subdivision Ordinance.** The update should more closely reflect the city's current practices and set out a procedure for dedication and maintenance of neighborhood parks and floodplains.
3. **Upgrade the Engineering Standards.** The City uses the North Central Council of Governments (NctCOG) engineering standards. These standards, however, should be modified to include improved standards for headwalls, treatment of drainage, roadway design, and other infrastructure that has a high impact on the community's image.
4. **Prepare a Downtown Plan and Incentives Program.** Prepare a Downtown plan that addresses circulation, parking, walkability, infill strategies and land use mix. An incentive program would encourage development in the area and could include such items as a tax rebate program, grants for façade enhancements, a Tax Increment Financing District (TIF) and other financial incentives.
5. **Prepare an updated Parks Plan.** The updated Plan should include such elements as an expanded Myers Park, coordination of the parks plan with regional drainage and detention facilities, an extended open space corridor and trail system, and a plan for use of any public lands along the lake shore.
6. **Prepare a program for preserving views to the lake.** This may include the acquisition of "view easements" or development incentives.

7. **Preserve Lake front access as recommended in this Plan.** This plan sets out three areas for public lakefront access. The City should immediately initiate negotiations intended to preserve and develop these sites for the use and enjoyment of all Rockwall citizens.
8. **Preserve the Wallace Prairie Grasslands and other important rural assets** through acquisition or conservation easement.
9. **Work with the State to:**
 - Design and install landscape enhancements for newly constructed roadways such as street trees, stone-faced walls, and streetlights that focus downward.
 - Gain agreement for roadway edge street tree planting along existing roadways.
 - Traffic signal enhancements
 - Special design for the 205 By-pass roadway
 - Move I-30 access ramps westward, to facilitate access to commercial property on the lake shore.
10. **Institute a “Percent for Art” program for all public works projects.**
11. **Establish a comprehensive open space acquisition and maintenance program.** This may include participation of adjacent homeowners association, the creation of public improvement districts, corporate sponsorships and other ingredients.