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Introduction

A comprehensive plan creates a framework for future growth. It reflects the vision of the community by establishing goals and creating initiatives for the City to achieve their goal. Just as a community grows and evolves, so should the comprehensive plan. What was appropriate in the past may not still be true today. Therefore, a comprehensive plan should be updated every five to ten years to ensure consistency with the changing views and conditions of the community.

Legal Basis for Planning

A city’s comprehensive plan can be defined as a long-range planning tool that is intended to be used by City staff, decision-makers, and citizens to guide the growth and physical development of a community for 10 to 20 years. The State of Texas has established laws governing the way incorporated communities can ensure the health, safety and welfare of their citizens. State law gives communities the power to regulate the use of land, but only if such regulations are based on a plan.

In basic terms, the primary objectives of a comprehensive plan are to accomplish the following:

- Efficient delivery of public services,
- Coordination of public and private investment,
- Minimization of potential conflicts between land uses,
- Management of growth in an orderly manner,
- Cost-effective public investments, and
- A rational and reasonable basis for making decisions about the community.

There are two interrelated purposes of a comprehensive plan. First, it allows the citizens of a community to create a shared vision of the future. Second, it establishes the goals and strategies the community can use to effectively realize the shared vision.
This plan is an update to the Realize Rowlett 2020 Comprehensive Plan, adopted in 2011. This update to Realize Rowlett 2020 is not intended to replace the previous plan. This Comprehensive Plan update builds upon the successes of Realize Rowlett 2020 and provides further direction for how Rowlett should develop in the future.

Realize Rowlett 2020 built a framework for future development in the City and established guiding principles to direct policy, land use, and implementation. Since much of Rowlett is developed, the previous comprehensive plan focused on 13 of the largest remaining developable areas of the City, designated as Strategic Opportunity Areas. The existing Realize Rowlett 2020 City-wide Framework Plan as shown in Map 1 established the Strategic Opportunity Areas and further detailed the vision and character for each individual area.

Seven years later, many of the Strategic Opportunity Areas have experienced development activity. This plan update primarily focuses on six of the Strategic Opportunity Areas with remaining development potential. These six areas were reevaluated for consistency with the direction of the current Comprehensive Plan. These six areas are defined in Realize Rowlett 2020 as:

- North Shore
- Active Living
- Signature Gateway
- Lakeside Center
- Business Beltway
- Southshore
After consideration of the geographic location and general development character of the area, the Strategic Opportunity Areas known as Business Beltway and Southshore in Realize Rowlett 2020 were combined to serve as one area in this update. The five areas analyzed in this plan update are shown in Map 2. Strategic Opportunity Area Map known as:

- (1) North Shore
- (2) Active Living
- (3) Signature Gateway
- (4) Lakeside Center
- (5) Business Beltway

Using the Comprehensive Plan Update

As this plan is an update to the City’s Comprehensive Plan, Realize Rowlett 2020 should still be referenced as a guiding document for the community. The vision, character, and guiding principles remain relevant and still effectively guide development. However, where changes have been made in this Comprehensive Plan Update, the Update shall serve as the primary reference document. The two documents should be used in concert with one another to achieve the community’s goals.

1Business Beltway encompasses the areas Realize Rowlett 2020 defined as “Southshore” and “Business Beltway”.
Outline of the Comprehensive Plan Update

This plan update begins with an analysis of Rowlett’s baseline conditions, existing land uses, and accompanying planning efforts. The second section consists of a summary of the public engagement process, which creates an understanding of the community’s desires and views regarding the existing visions for the City’s Strategic Opportunity Areas. This information was used to develop refined visions to better reflect the current public view of what the area should be, current development patterns, and market realities. These refined visions were then used to identify appropriate land uses for the future across the City. A citywide future land use pattern is described and reflected in the Future Land Use Plan. This section also analyzes the fiscal impact of the future land use pattern. The future land uses within the Strategic Opportunity Areas are discussed in further detail in the following sections. An economic analysis is incorporated into this section that projects the economic benefit of each Strategic Opportunity Area. The final section of the plan is an implementation plan for the City that provides recommended strategies to help Rowlett realize its vision.
Community Framework

The framework presents the physical, demographic, and economic picture of what Rowlett looks like today. This analysis is essential in establishing social, economic, land use, and neighborhood characteristics. These existing conditions form the foundation for the development and recommendations of this plan.

This baseline assessment reviews the changes in population growth and breakdown of community demographics, age, and housing, industry and employment conditions, and market demand for diverse housing types. Understanding the existing conditions of the community help identify its values, needs, and goals that will affect future growth and development.

This baseline assessment utilizes the U.S. Census Bureau’s American Community Survey (ACS) as its primary current data source. The ACS is updated annually using five-year estimates. The most recent ACS data is often one year old or more due to the time required to collect, compile, and publish data. For this reason, the ACS five-year dataset used in the baseline assessment is dated 2012-2016. When necessary, this plan uses data from the 2010 U.S. Census or City data as the source for the baseline information.
Demographics

Population Growth
The current population of Rowlett is 60,236. The City has seen significant growth, since 1970, when the population was reported as 2,243. The Compound Annual Growth Rate (CAGR) from 1970 to 2017 is 7.3 percent. There has been consistent growth in population. However, the change in population from 2010 to 2017 shows that the rate of growth has begun to slow down in recent years.

Race and Ethnicity
The racial distribution of Rowlett is 72.2 percent White with the next largest groups being Black or African American and Asian at 15.5 percent and 7.0 percent respectively. Approximately 21 percent of the population is of Hispanic or Latino origin regardless of race.

Source: 2012-2016 American Community Survey 5-Year Estimates, U.S. Census, City Data
Age and Gender
The largest percentage age groups are clustered around 45 to 59 and 10 to 19 years of age. There is a lower percentage of residents from ages 20 to 29 and 75 years of age and older. This represents the largest percentages of residents being adults and children; which is characteristic of families. The lack of young adults may be representative of a lack of younger families and single young adults in the community.

Educational Attainment
Approximately 24 percent of the City has received a high school diploma. Over half of the community has attended some college and 42 percent of the community has obtained an Associate’s Degree or higher. This level of educational attainment is reflective of a well-educated community.
Housing

Housing Type

The primary housing type in Rowlett is single unit detached housing, or single-family homes, which makes up 93.9 percent of the current housing stock. All other housing types make up 6.1 percent of the stock in Rowlett - with the largest groups being 1-unit attached housing (also known as townhomes) making up 2.4 percent and multi-unit structures with 20 or more units making up 1.4 percent. This reflects limited options for those looking for housing types other than a single-family home.

Of the available housing in Rowlett, 96 percent of the housing units are occupied. The average household size is 3.04 people per household with family households outweighing nonfamily households 84.3 percent to 15.7 percent.

Figure 6. Housing Type

Source: 2012-2016 American Community Survey 5-Year Estimates
**Age of Housing**
Almost three quarters (¾) of Rowlett’s housing was constructed between 1980 and 2009 with the most construction occurring between 1990 and 1999. From 2009 to 2013, the amount of home construction significantly reduced from 23.2 percent to 1.3 percent.

**Home Value and Occupancy**
Most of the homes in Rowlett cost between $100,000 and $300,000 with the median home value being $181,500. The median gross rent for non-owner-occupied home (rental) is $1,499.

Approximately 87.6 percent of the homes are owner occupied and 12.4 percent are renter occupied. The average in Texas is approximately 62 percent owner occupied.
**Economic**

**Occupation and Industry**

67 percent of the population 16 years and older is employed. The majority of those are employed within the management, business, science and arts occupations and the least amount are in the natural resources, construction, and maintenance occupations. The educational services, and health care and social assistance industry is the leading employment industry, at 22.3 percent.

**Work Location and Commute**

According to the US Census Center for Economic Studies 2015, 8,433 people travel to Rowlett for employment, 29,458 travel outside of Rowlett, and only 1,327 people live and work in the City. This equates to 86.4 percent of those employed in Rowlett living outside of the City and 95.7 percent of those living in Rowlett being employed outside of the City.

As a suburban community, it is not surprising that most workers commute by car, truck, or van. Approximately 80 percent drive to work, 9.8 percent carpool, and 6 percent work from home. The smallest percentage of people commute by public transportation, walking, or other means. The mean travel time to work is 31 minutes.

**Figure 10. Employment by Occupation**

- Management, business, science, and arts occupations: 45.2%
- Service occupations: 12.2%
- Sales and office occupations: 25.6%
- Natural resources, construction, and maintenance occupations: 11.4%
- Production, transportation, and material moving occupations: 5.6%

**Figure 11. Employment by Industry**

- Public administration: 3.00%
- Other services, except public administration: 6.00%
- Arts, entertainment, and recreation, and accommodation: 7.40%
- Educational services, health care, and social assistance: 13.20%
- Professional, scientific, management, and administrative: 9.90%
- Finance and insurance, and real estate and rental/leasing: 3.30%
- Information: 2.40%
- Transportation and warehousing, and utilities: 5.30%
- Retail trade: 11.10%
- Wholesale trade: 3.30%
- Manufacturing: 11.00%
- Construction: 5.00%
- Agriculture, forestry, fishing and hunting, and mining: 0.90%


Source for Figures 10 & 11: 2012-2016 American Community Survey 5-Year Estimates
**Income**

The most common household income range in the City is $100,000 to $149,999; however, the median income is closer to $85,565. The median income is significantly higher than the median household income in Dallas County, but slightly lower than Rockwall County. Approximately 25 percent of households make less than $50,000. Approximately, 7 percent make more than $200,000.

*Figure 13. Income and Benefits*

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Rowlett Estimate</th>
<th>Rowlett Percent</th>
<th>Dallas County Estimate</th>
<th>Dallas County Percent</th>
<th>Rockwall County Estimate</th>
<th>Rockwall County Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Households</td>
<td>19,320</td>
<td></td>
<td>894,542</td>
<td></td>
<td>29,392</td>
<td></td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>447</td>
<td>2.3%</td>
<td>60,626</td>
<td>6.8%</td>
<td>718</td>
<td>2.4%</td>
</tr>
<tr>
<td>$10,000 to $14,999</td>
<td>375</td>
<td>1.9%</td>
<td>44,746</td>
<td>5.0%</td>
<td>662</td>
<td>2.3%</td>
</tr>
<tr>
<td>$15,000 to $24,999</td>
<td>774</td>
<td>4.0%</td>
<td>97,503</td>
<td>10.9%</td>
<td>1,556</td>
<td>5.3%</td>
</tr>
<tr>
<td>$25,000 to $34,999</td>
<td>1,466</td>
<td>7.6%</td>
<td>100,677</td>
<td>11.3%</td>
<td>1,620</td>
<td>5.5%</td>
</tr>
<tr>
<td>$35,000 to $49,999</td>
<td>1,877</td>
<td>9.7%</td>
<td>130,469</td>
<td>14.6%</td>
<td>3,133</td>
<td>10.7%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>3,300</td>
<td>17.2%</td>
<td>161,762</td>
<td>18.1%</td>
<td>4,865</td>
<td>16.6%</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>3,148</td>
<td>16.3%</td>
<td>100,024</td>
<td>11.2%</td>
<td>4,073</td>
<td>13.9%</td>
</tr>
<tr>
<td>$100,000 to $149,999</td>
<td>4,381</td>
<td>22.7%</td>
<td>104,487</td>
<td>11.7%</td>
<td>6,433</td>
<td>21.9%</td>
</tr>
<tr>
<td>$150,000 to $199,999</td>
<td>2,174</td>
<td>11.3%</td>
<td>42,155</td>
<td>4.7%</td>
<td>3,101</td>
<td>10.6%</td>
</tr>
<tr>
<td>$200,000 or more</td>
<td>1,348</td>
<td>7.0%</td>
<td>52,093</td>
<td>5.8%</td>
<td>3,231</td>
<td>11.0%</td>
</tr>
</tbody>
</table>

**Median Household Income**

- Rowlett: $85,565
- Dallas County: $51,411
- Rockwall County: $89,161

*Source: 2012-2016 American Community Survey 5-Year Estimates*

**Real Estate**

**Residential Historical Trends**

Catalyst Commercial analyzed historical home sales data within the City of Rowlett from the Multiple Listing Service (MLS) to understand the residential landscape. Data revealed a steady increase in the median sale price of homes from month-to-month, accompanied by a steady rise in the median price per square foot of closed sales and a decrease in the days on market of sold properties.
June 2013 had the lowest median sale price of any month with a median sale price of $157,000, while April 2018 had the highest median sale price of any month, with a value of $250,000 - which represents an increase of over 37 percent in five years. The median price per square foot of sold homes in Rowlett has risen steadily from a minimum value of $74 per square foot in June 2013, to a high of $117 per square foot in April 2018.

The average days on market of homes sold in Rowlett experienced a low during the month of August 2016 with homes averaging only 21 days on the market. This number fluctuates monthly but has increased to an average of 38 days on market as of April 2018. Typically, a market is considered healthy if the average days on market (DOM) is less than 90 days.
As part of this analysis, residential property types with a “sold” status from 06/08/2013 to 05/09/2018 were leveraged to understand Rowlett’s residential real estate market. Year to year Rowlett has been experiencing roughly 1,000 home closings annually, with the largest number of closings happening between the 6/8/15 - 6/8/16 window (1,104 closings).

Figure 16. Homes Sold by Year

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>814</td>
<td>1031</td>
<td>1104</td>
<td>1097</td>
<td>955</td>
</tr>
</tbody>
</table>

Source: Multiple Listing Service

The analysis revealed that over the last five years, 56 percent of the homes sold had a close price of $200,000 or greater, while 4 percent of homes sold had a close price above $400,000. The largest percentage of homes sold fell within the range of $150,000 - $200,000 (27 percent). Below is a table displaying sold homes by price range:

Figure 17. Rowlett Closed Sales by Price Range

<table>
<thead>
<tr>
<th>Rowlett Closed Sales by Price Range (June 8, 2013 – May 7, 2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $100,000</td>
</tr>
<tr>
<td>132</td>
</tr>
<tr>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Multiple Listing Service

Single Family Demand
The estimated owner propensity amongst households in Dallas County is 45 percent (422,094 households). Propensity for home ownership fluctuates amongst different income brackets; however, higher income brackets have a tendency to display greater ownership rates. Households in Dallas County are anticipated to grow by 12,429 annually over the next five years; growing from 935,031 to 997,178 households by 2022.
Based upon housing and demographic trends observed in Dallas County through the U.S. Census and ESRI, there is annual demand for over 1,200 new single-family units in Rowlett. Qualifying incomes, County growth patterns, and Census building permits were utilized to calculate demand. From 2013 to 2017 Dallas County distributed 22,486 single-family permits, of which 3 percent (663) were issued in Rowlett.

**Multi-Family Demand**

An analysis of recent demographic and housing trends in Dallas County was conducted to understand the for-rent housing demand for Rowlett. Data from ESRI shows there are over 935,000 households in Dallas County, and that figure is expected to grow to over 997,000 in the next five years. According to the U.S. Census, nearly 49 percent of new household growth within Dallas County is expected to be renter-occupied. Of existing households, approximately 418,823 are owner-occupied while 413,179 are renter-occupied. Of the existing owner households, over 25,000 (6 percent) are expected to move to a new residence, and of those movers, 10,002 (39 percent) are anticipated to rent upon moving. Of the existing renter households,
141,837 (34 percent) are expected to move to a new residence, of which 97,828 (69 percent) are expected to rent upon moving.

While the total combined annual demand of new households, existing renter households, and existing owner households in Dallas County reaches a total of 15,494 units, recent trends indicate that Rowlett can absorb 527 units of multi-family annually. 24 percent of this demand lies within the upper echelon of rental units ($2,000+ monthly rent rate) that would be able to support high quality development with various amenities.

CoStar analytics shows that Rowlett has absorbed 292 of the 387 multi-family units delivered over the last twelve months, bringing the total number of units in Rowlett to 905. There is a 15.6 percent vacancy rate amongst multi-family units in Rowlett, slightly below the 5-year average of 16.9 percent. As of August 2018, the number of units that exist, are under construction, and have been approved for construction totaled 3,474.

**Office**

CoStar reported that the total existing office square footage in Rowlett is 444,681 square feet across 60 buildings. This comes with a current vacancy rate of 9.9 percent, which is slightly higher than the Rowlett 5-year average vacancy of 6.0 percent. There are currently 43,992 square feet of office space vacant in Rowlett, with over 50,000 square feet available. The Rowlett office market has seen 12,948 square feet of office space absorbed over the last twelve months.

*Figure 19. Potential Annual Demand for Multi-Family Residential by Monthly Rent*
Existing Land Use

Providing for the orderly and efficient use of land is important for future development. The pattern of land use that exists today has evolved to accommodate the City’s past and present needs. The activities of local residents create a need for various land uses, as well as for the supplemental networks (such as transportation networks) that support the land uses. The relationships of existing and future land-uses will shape the character and quality of life of the community for many years to come. To accurately assess the City’s future land use needs, an analysis of past land use trends and present land-use patterns is the first step of the process.

Additionally, man-made and physical environments have great influence on future land-use patterns and growth rates. It is important to recognize and analyze the physical factors that will ultimately contribute to the City’s form and content. The recommendations of this plan are made with these physical factors in mind.

Rowlett is primarily developed with few remaining vacant areas in the City. The greatest opportunities for future development lie in the remaining vacant land located in the Strategic Opportunity Areas. Analyzing the amount of vacant land within the City is an important exercise that will help Rowlett understand its future growth potential. This land also represents areas where decisions must be made regarding service provisions and infrastructure expansion. The remaining land can be developed in many ways; thus, it is important to ensure future development and regulating ordinances are aligned with the City’s established vision. The following section evaluates the existing land uses throughout the City and in each of the Strategic Opportunity Areas. As stated in the introduction, these Strategic Opportunity Areas represent the largest remaining areas that have not be fully realized since the adoption of Realize Rowlett 2020.

The Strategic Opportunity Areas are:

1. North Shore Strategic Opportunity Area (Area 1)
2. Active Living Strategic Opportunity Area (Area 2)
3. Signature Gateway Strategic Opportunity Area (Area 3)
4. Lakeside Center Strategic Opportunity Area (Area 4)
5. Business Beltway Strategic Opportunity Area (Area 5)
The primary land use in Rowlett is single family residential, making up 39.2 percent of the land within City limits. Non-residential land uses are significantly less only making up a total 8.9 percent combined total for office, retail, commercial, and industrial. Existing non-residential uses are primarily located along State Highway 66. There are currently 2,982 acres of vacant land in the City, which constitutes 22.4 percent of its total. Most of the vacant land is in the northern portion of the City. As future land uses are identified, special attention should be shown for the future development of these areas.

Table 1. Existing Land Uses

<table>
<thead>
<tr>
<th>Existing Land Uses</th>
<th>Acreage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family</td>
<td>5,223.9</td>
<td>39.2%</td>
</tr>
<tr>
<td>Two-Family (Duplex)</td>
<td>18.2</td>
<td>0.1%</td>
</tr>
<tr>
<td>Townhome</td>
<td>9.0</td>
<td>0.1%</td>
</tr>
<tr>
<td>Multi-Family</td>
<td>127.0</td>
<td>0.9%</td>
</tr>
<tr>
<td>Manufactured Home</td>
<td>40.6</td>
<td>0.3%</td>
</tr>
<tr>
<td>Office</td>
<td>77.4</td>
<td>0.6%</td>
</tr>
<tr>
<td>Retail</td>
<td>244.4</td>
<td>1.8%</td>
</tr>
<tr>
<td>Commercial</td>
<td>161.9</td>
<td>1.2%</td>
</tr>
<tr>
<td>Industrial</td>
<td>137.9</td>
<td>1.0%</td>
</tr>
<tr>
<td>Public/Semi-Public</td>
<td>574.5</td>
<td>4.3%</td>
</tr>
<tr>
<td>Parks and Open Space</td>
<td>1018.6</td>
<td>7.7%</td>
</tr>
<tr>
<td>Private Recreation</td>
<td>241.8</td>
<td>1.8%</td>
</tr>
<tr>
<td>Lake Shore</td>
<td>264.3</td>
<td>2.0%</td>
</tr>
<tr>
<td>Right-of-Way</td>
<td>2,182.4</td>
<td>16.4%</td>
</tr>
<tr>
<td>Vacant</td>
<td>2,982.1</td>
<td>22.4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>13,304.0</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Existing Land Use

North Shore Strategic Opportunity Area
Most of the land within the North Shore Strategic Opportunity Area is currently vacant; with much of the developed land on the northwestern part of the area. Most of the existing developed land within the area is single family residential. A small pocket of existing and future multi-family residential is located along the northern border and the President George Bush Turnpike, public/semi-public in the central portion, and one commercial parcel on the southern portion. East of the turnpike is primarily vacant with a small amount of single family in the southern portion. The area is primarily bounded by single family residential to the south and west, Muddy Creek Nature Area to the east, and the City of Garland to the north. The percentage of each existing land use type in the North Shore Strategic Opportunity Area is shown in the following table.

Table 2. North Shore Existing Land Uses

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acreage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family</td>
<td>329.0</td>
<td>19.3%</td>
</tr>
<tr>
<td>Multi-Family</td>
<td>18.4</td>
<td>1.1%</td>
</tr>
<tr>
<td>Commercial</td>
<td>2.0</td>
<td>0.1%</td>
</tr>
<tr>
<td>Public/Semi-Public</td>
<td>27.8</td>
<td>1.6%</td>
</tr>
<tr>
<td>Right-of-Way</td>
<td>159.4</td>
<td>9.4%</td>
</tr>
<tr>
<td>Vacant</td>
<td>1,167.2</td>
<td>68.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,703.8</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
Active Living Strategic Opportunity Area
Most of the Active Living Strategic Opportunity Area is vacant. A small amount of single family residential is located at the northern end with more single family residential and some retail to be developed at the southwest corner in the future. Single family residential and public/semi-public uses are located along the northern, eastern, and western border of the area with the lakeshore of Lake Ray Hubbard to the west. The percentage of each existing land use type in the Active Living Special Opportunity Area is shown in the following table.

Table 3. Active Living Existing Land Uses

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acreage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family</td>
<td>33.1</td>
<td>37.1%</td>
</tr>
<tr>
<td>Retail</td>
<td>0.7</td>
<td>.8%</td>
</tr>
<tr>
<td>Public/Semi-Public</td>
<td>9.0</td>
<td>10.1%</td>
</tr>
<tr>
<td>Right-of-Way</td>
<td>0.8</td>
<td>.9%</td>
</tr>
<tr>
<td>Vacant</td>
<td>45.4</td>
<td>51.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>89.0</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

Map 5. Active Living Existing Land Uses Map
**Signature Gateway Strategic Opportunity Area**

Most of the Signature Gateway Strategic Opportunity Area is currently vacant and contains lakeshore along Lake Ray Hubbard. Areas designated as lake shore are not developable due to the proximity to the lake and regulatory and floodplain issues. On the southern half of the area, multi-family residential is planned for future development. The area is bounded by single family residential development to the north, the President George Bush Turnpike to the west and Lake Ray Hubbard to the south and east. The percentage of each existing land use type in the Signature Gateway Strategic Opportunity Area is shown in the following table.

<table>
<thead>
<tr>
<th>Signature Gateway Existing Land Uses</th>
<th>Acreage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-Family</td>
<td>37.2</td>
<td>36.0%</td>
</tr>
<tr>
<td>Lakeshore</td>
<td>25.0</td>
<td>24.1%</td>
</tr>
<tr>
<td>Vacant</td>
<td>41.3</td>
<td>39.9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>103.5</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

Map 6. Signature Gateway Existing Land Uses Map
Lakeside Center Strategic Opportunity Area

The area is primarily vacant. Parks and open space and public/semi-public land uses are present within the boundary; with Rowlett High School and Pecan Grove Park directly north of the area boundary. Lake Ray Hubbard lakeshore is located along the eastern border and a section of the Union Pacific Railroad bisects the area—creating two sections. Single family residential development is located to the south of the area and President George Bush Turnpike along the western border of the area. The percentage of each existing land use type in the Lakeside Strategic Opportunity Area is shown in the following table.

Table 5. Lakeside Center Existing Land Uses

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acreage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks and Open Space</td>
<td>6.8</td>
<td>6.6%</td>
</tr>
<tr>
<td>Public/Semi-Public</td>
<td>6.0</td>
<td>5.8%</td>
</tr>
<tr>
<td>Lakeshore</td>
<td>3.6</td>
<td>3.5%</td>
</tr>
<tr>
<td>Railroad Right-of-Way</td>
<td>15.4</td>
<td>15.0%</td>
</tr>
<tr>
<td>Vacant</td>
<td>71.1</td>
<td>69.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>102.9</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
**Business Beltway Strategic Opportunity Area**

Retail uses are primarily located along State Highway 66 and focused at the intersection of Dalrock Road and State Highway 66. 20 acres designated as public/semi-public is located in the southeastern part of the area. Single-family residential development is primarily along the southern border of the area. Vacant land is in the area at the eastern and western ends of the Lakeview Drive corridor. Retail and single family residential is located north of the area boundary and primarily single family residential to the south.

<table>
<thead>
<tr>
<th>Business Beltway Existing Land Uses</th>
<th>Acreage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family</td>
<td>4.0</td>
<td>2.2%</td>
</tr>
<tr>
<td>Manufactured Home</td>
<td>2.6</td>
<td>1.5%</td>
</tr>
<tr>
<td>Multi-Family</td>
<td>10.8</td>
<td>6.0%</td>
</tr>
<tr>
<td>Office</td>
<td>16.0</td>
<td>9.0%</td>
</tr>
<tr>
<td>Retail</td>
<td>30.9</td>
<td>17.3%</td>
</tr>
<tr>
<td>Commercial</td>
<td>6.2</td>
<td>3.5%</td>
</tr>
<tr>
<td>Public/Semi-Public</td>
<td>20.4</td>
<td>11.4%</td>
</tr>
<tr>
<td>Utility</td>
<td>1.2</td>
<td>0.7%</td>
</tr>
<tr>
<td>Right-of-Way</td>
<td>33.0</td>
<td>18.5%</td>
</tr>
<tr>
<td>Vacant</td>
<td>53.6</td>
<td>29.9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>178.7</td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

*Table 6. Business Beltway Existing Land Uses*
Public Engagement and Community Vision

The planning process is one that, at its very core, is there to serve the public interest. A comprehensive plan is a tool meant to be used by elected and appointed decision makers, staff, property owners, and developers to understand how the public wants their community to look in the following decades. This means that understanding the public’s interests is the primary factor in the formulation of any comprehensive plan. For this reason, the public input process for the City of Rowlett’s Comprehensive Plan Update was extensive. A concerted effort was made by all parties to obtain input from everyone in Rowlett who wished to participate in the formulation of the community’s vision and goals. This process was branded Imagine Rowlett.

Figure 20: Vision and Goals Development Process
Public Engagement and Key Themes

Public Engagement
To ensure that the vision of this plan reflected that of the public interest, it was important that the citizens and the development community had an opportunity to play a meaningful role by providing clear and accurate information on planning issues as well as a platform to voice their own opinions. From March 7, 2018 through June 22, 2018, this was done through conducting focus group meetings, community meetings, online surveying, vision boards, and stakeholder interviews. Over the course of about a month, 1,170 individuals were able to provide input that informed this plan. A summary of the public engagement summary can be found in the Appendix of this document.

Focus Group Meetings
Two meetings were conducted with focus groups during the public input process. The first included representatives from various faith-based and non-profit organizations and was designed to gain a better understanding of the community’s long term need from a service perspective. The second included Rowlett senior citizens and was designed to gain a better understanding of the senior community’s perspective of Rowlett’s future needs.

Joint Steering Committee Meeting
One Joint Steering Committee meeting was held at the beginning of the public input process. Meeting attendees included members of the Strategic Plan Steering Committee, members of the Comprehensive Plan Steering Committee, and key staff. The meeting was able to give insights into topics such as the types of development preferred in the City to the types of things that individuals like about Rowlett currently. Overall, the meeting provided an understanding of the committee’s vision, future needs, and opportunities in Rowlett.

Community Meetings
Two town hall style meetings were held to capture input from a wide range of citizens. Both meetings were conducted at the Rowlett Community Centre and live streamed over the internet. Through the meetings, participants were able to voice their opinion on a wide range of topics as well as submit their own ideas for consideration. Overall, the meetings provided community-wide input regarding the vision and future needs of Rowlett.
Stakeholder Interviews
From June 1, 2018 through June 22, 2018, a series of interviews were conducted with stakeholders that have development interests in the Strategic Opportunity Areas and who represent major employers. Interviews were held with six stakeholders over the course of six meetings. Stakeholders were able to give feedback from their perspective regarding opportunities and barriers to promote future development.

Online Survey
Throughout the course of the public engagement process, an attitudinal survey was available on the Imagine Rowlett website. The survey, comprised of twenty-seven multiple choice and free response questions, gauged participants’ opinions on topics ranging from the availability of City parks to the current vision for each Strategic Opportunity Area. 1,014 voting responses and 4,205 comments were submitted over the course of survey period, which provided a basis for developing a better understanding of the vision and future needs of the community.

Vision Boards
To allow citizens the opportunity to voice their opinion on how they think Rowlett should look in the future, vision boards were placed in the library, City Hall Annex and Community Centre. These boards asked participants “Where do you see Rowlett in 10-20 years? What does the future of Rowlett look like?”
Through analyzing the boards, key themes arose as to how residents would like the community to look moving forward.

Themes Derived from Public Input
The following public input themes were identified during the planning process (detailed public input results for each of these items can be found in Appendix I | Public Engagement Summary). Each theme identifies broad topics that should be addressed to achieve the community’s vision. These themes helped to shape the goals and recommendations which will be covered in subsequent portions of this plan.

Community Branding
The unique geography and existing neighborhoods within the City of Rowlett are key to the current look and feel of the community. With over fifteen miles of land adjacent to Lake Ray Hubbard and close proximity to various areas in the metroplex, the City has opportunities and amenities that most cities do not have. These amenities should be utilized to support the aesthetic character and market the City.
Lake Ray Hubbard Revitalization
Many Rowlett residents identified Lake Ray Hubbard as the most distinguishable geographic feature in the City. Through the public input process, participants expressed the need for more parks, bikeways, and pedestrian trails adjacent to the lake. Many felt opportunities for lake access are lacking and should be increased and improved in the future. Many participants also explained that the City should conduct routine lake clean-ups, which should include its subsidiary creeks.

Housing Affordability, Diversity, and Neighborhood Revitalization
Concern over the aging neighborhoods within the City was a key theme throughout the public input process. In fact, many expressed the need for fixing these areas in conjunction with new development. As it relates to future residential development, many expressed interests in creating more affordable, diverse housing. Participants believed that this would provide full-circle housing as well as commercial development attraction. Overall, it was thought that creating affordable and diverse housing options would play a major part in spurring future growth in the community.

Traffic Congestion and Aging Infrastructure
Many who participated in the public input process expressed concern over the existing and future traffic issues in the City. Many pointed to State Highway 66 and Miller Road as being very congested and in need of expansion. In addition, many expressed the need for the City to improve aging infrastructure. Participants expressed the importance of repairing and maintaining the community’s infrastructure to accommodate future growth.

Small Town Feel
A recurring theme throughout the entire public input process was the fact that many of the current residents enjoy the small-town feel that Rowlett provides. They expressed how it is important that, as Rowlett experiences growth, this small-town feel is not lost. Many find the small-town feel of Rowlett to be the appeal to living in the City and is one of the primary reasons people choose the City as a permanent residence.
Community Challenges/Assets/Opportunity
The three greatest challenges are infrastructure, aging neighborhoods, and traffic circulation. Rowlett’s three greatest assets are access to major highways, proximity to Lake Ray Hubbard, and small-town feel. The City’s greatest opportunity is creating lake-oriented destinations.

Quality of Life
- The majority of respondents have lived in Rowlett over ten years (62 percent) and are satisfied with the current quality of life in Rowlett (76 percent).
- Selection of housing/housing prices, proximity to family, and schools/education were the top three reasons respondents moved to Rowlett.
- Lake Ray Hubbard and a small-town feel make Rowlett attractive and most distinguishable from surrounding communities.
- Rowlett’s aesthetics and general appearance were considered good.
- A place to live and value of services for taxes are most important when considering the quality of life in Rowlett today.
- Senior services and amenities need to be a focus in the future.
- Essential City services are most important when considering the future needs of Rowlett.

Future Development
From a citywide perspective, 84 percent of respondents consider single family residential housing appropriate, 54 percent of respondents consider townhomes appropriate, 33 percent of respondents consider multi-family residential housing appropriate, 41 percent of respondents consider mixed-use development appropriate. Diversity of housing options is important for future growth and development.
The majority of respondents considered the current visions for the North Shore, Business Beltway, Signature Gateway, Southshore, Active Living, and Lakeside Center Strategic Opportunity Areas appropriate. According to the online survey:

- 76.9 percent of respondents believe the current vision for the North Shore Strategic Opportunity Area is still appropriate for the future. **Vision**: major employment hub with a mix of office, commercial, retail, single family residential, and mixed-use development.
- 76.1 percent of respondents believe the current vision for the Active Living Strategic Opportunity Area is still appropriate for the future. **Vision**: waterfront neighborhood with a mix of commercial and single-family residential development.
- 68.5 percent of respondents believe the current vision for the northern portion of the Signature Gateway Strategic Opportunity Area is still appropriate for the future. **Vision**: walkable traditional neighborhood designed for single-family residential development and the southern portion of the Signature Gateway strategic opportunity area to be a high-density corporate headquarters and resort destination with a mix of office, commercial, retail, mixed-used, and higher density residential development.
- 73.0 percent of respondents believe the current vision for the Lakeside Center Strategic Opportunity Area is still appropriate for the future. **Vision**: center of community life with City facilities, civic spaces, and a mix of commercial, retail, mixed-use, and higher density residential development.
- 73.4 percent of respondents believe the current vision for the Business Beltway Strategic Opportunity Area is still appropriate for the future. **Vision**: major employment hub with a mix of office, commercial, mixed-use, and higher density residential development.

**Strategic Opportunity Areas**
Throughout the public input process, participants were asked their opinions on the strategic opportunity areas identified through the Realize Rowlett 2020 Plan. This update has identified five key areas of development within the City with most participants approving of the development plans for each. Most participants agreed that it was exciting to see how the City is taking the initiative to promote the growth of upscale retail, major companies, and restaurants in Rowlett.
**Vision and Goals**

**Community Vision**

A fundamental part of the engagement process involves creating the vision of a community. The vision is a road map that guides decisions within the community and serves as the basis for Comprehensive Plan recommendations. Furthermore, the vision guides City Staff and decision makers to determine whether decisions are ultimately in conformance with the long-term aspiration for Rowlett as determined by its residents. Rowlett’s vision is derived from the themes that resulted from the community’s input.

“Balance Rowlett’s growth with its small town feel to provide a place with affordable and diverse housing, quality restaurants and retail, and major employers; while caring for its existing neighborhoods and maintaining its roads and infrastructure.”

This vision reflects the community’s desire to encourage new development and economic growth while continuing to focus on maintaining a small town experience. This vision was derived from a desire to have more commercial, retail, and housing options available and also manage the pace of growth that will continue to occur. As the City grows, efforts will need to be made to maintain the community’s character, neighborhoods, and infrastructure. With planning, the City’s continued growth will enhance what makes Rowlett special.
Goals
While the vision on Page 33 represents the community’s collective desire for the City’s future, the goals serve as the guide for future development and policies. Goals should be referenced by both City leadership and staff to ensure (as Rowlett evolves) the vision of the plan is maintained. The following five goals were informed by the Comprehensive Plan Update vision.

Goal 1: Ensure orderly growth and supportive infrastructure.
Intentional and organized growth allows the City to properly plan for the future. Unbridled growth can result in a disorderly appearance and have negative effects on the City, both physically and financially. Having plans in place ensures, that when growth comes, it will be orderly, sustainable, and ultimately a benefit to the community.

Goal 2: Diversify and strengthen Rowlett’s economy.
Many opportunities exist for Rowlett to build and strengthen its economy. Vacant areas provide prime opportunity for large regional developments, major employers, and local businesses. As the City grows and new businesses arrive, an effort should be made to diversify its business industries to promote a more sustainable economy and tax base.
Goal 3: Preserve the character of Rowlett. Although Rowlett is a growing community, it does not mean it has to lose the small-town feel so loved by residents. A family-friendly city with a focus on community is what makes Rowlett special. Maintaining the existing character in a fast-growing community hinges on building a sense of community through branding, aesthetics, development pattern, amenities, and programs/events.

Goal 4: Foster development that provides premiere regional destinations. With many existing unique features of the community and opportunities for destination locations, regulations and economic development efforts should foster an environment that encourages the development of unique places to be enjoyed by the community and region.

Goal 5: Provide housing that supports various lifestyles and population demographics within the community. Rowlett is a diverse community, with varying needs and interests. Housing opportunities should be available that support all lifestyles. Having diverse housing types allows for a sustainable community by providing appropriate housing options for each demographic and allowing for upward movement so families can grow and remain in Rowlett.
Future Land Use Plan

The Future Land Use Plan provides a general guide for future development by designating primary land use categories and their appropriate locations in Rowlett. This element (consisting of primary land use category descriptions and a Future Land Use Map) establishes a flexible guide that can be referenced to make future development decisions and inform zoning districts and standards. As a result of the development pattern reflected in the Future Land Use Plan, the City has the ability to make projections for the population capacity and potential revenue at build-out. The ability to quantify future infrastructure, maintenance, and city service needs allows the City to create a sustainable plan that can be fiscally supported by the planned future development.

Methodology

The Future Land Use Plan section begins with a summary of existing City plans to understand the planning context and ensure continuity. This information, along with the City’s existing land uses, serves as the base of the Future Land Use Plan. Primary land use categories were then developed to represent the general development character and types of land uses that would be appropriate within various locations throughout the City. These primary land use categories were then used to organize the developable areas within each Strategic Opportunity Area in a logical land use pattern. The primary land use categories were then designated for the remaining vacant areas in the City. This Citywide future land use pattern is reflected on the Future Land Use Map.
Existing City Plans

A comprehensive plan takes into consideration all of the relevant planning efforts in the community to ensure coordinated recommendations. The City’s Parks, Recreation, and Trails Master Plan and Master Thoroughfare Plan were reviewed and used to inform the development of the Future Land Use Plan.

Parks, Recreation, and Trails Master Plan

The Rowlett Parks, Recreation, and Trails Master Plan was completed in February of 2018. This plan assessed the existing conditions of the City’s parks, open spaces, trails, and programming; made recommendations for future park and trail connections; and recommended implementation and programming strategies for different parks based on the desires expressed by the public.

The plan recommends expanding the park network by providing parks within walking distance of every home. The plan also identifies major park destinations within the City with the potential to be a regional attraction and recommends marketing and branding these areas as major attractions in the City. These areas are as shown in the Major Destination Parks Map. Efforts should be made to educate residents about amenities already available to them, as well as additional efforts focused on the parks with major attractions. The trails plan as shown in the Proposed Trail System Map, recommends future trail connections and specifications for each new connection. The overall goal of the plan is to create a comprehensive network of trails that provide visitors and residents with multi-modal access throughout the City and well as integration with the regional network. The recommendations for locating proposed parks and trails have been taken into consideration in the development of the Future Land Use Plan.

2The planned integration of a region-wide network of bikeways and pedestrian trails throughout North Central Texas is known as the Regional Veloweb.
The thoroughfare system forms one of the most visible and permanent elements of a community. It establishes the framework for community growth and development along with the Future Land Use Plan. The Plan establishes right-of-way, street classification, and recommended alignment. It also assists the City with planning for future roadway improvements.

The functional classification of streets is used to identify the hierarchy, function, and dimensions of a roadway. Streets and highways are grouped into classes based on facility characteristics, such as geometric design, speed, and traffic capacity. Typical functional classifications include: freeway/highways, principal arterials, minor arterials, and collectors. Local roads are not typically included in thoroughfare plans. A roadway’s functional class should be compatible with the adjacent land uses to provide travelers ease of access to origins and destinations through a combination of streets. The Master Thoroughfare Plan Map was referenced in conjunction with the development of the Future Land Use Plan.
Master Water and Wastewater Plans

The City of Rowlett updated its Master Wastewater Plan in 2015 and Master Water Plan in 2018. These master plans provide a framework to address the needs of Rowlett’s water and wastewater systems. The Master Water Plan establishes the City’s neighborhood and regional water system network. The Master Wastewater Plan establishes the City’s regional wastewater system network. Both plans are designed to support the ultimate development demands of the City.

Planning for and providing infrastructure is one of the most important responsibilities of a municipality. Citizens need to be secure in the knowledge that they can rely on their local government to ensure an adequate distribution of water and facilities to accommodate wastewater for current populations; and that proper plans are developed to provide for future growth. The provision of water and wastewater facilities is also a primary quality of life indicator. Facilities that meet or exceed capacity requirements greatly influence the desirability of a community. Planning for future growth and development requires Rowlett to continually evaluate and update these master plans to ensure the City can adequately meet the needs of future residents. The Future Land Use Plan reflects the ultimate development pattern of the City and should serve as a reference document for updates to the master infrastructure plans.
**Primary Land Use Categories**

The following primary land use category descriptions correspond to the land uses identified in the Future Land Use Map (Map 12) and Overlay Guides that are discussed in the next chapter. These descriptions provide a general reference for uses and density levels that are appropriate for each land use category. Each land use category describes the overall development character and provides some examples of land uses that may be incorporated in an area with the category designation. The list of example land uses is not exhaustive but represents the types of uses that would be appropriate in a designated area. These descriptions can also be used to determine if other uses not listed, or land use types not yet identified are similar and appropriate in corresponding categories. Photo examples are provided alongside the descriptions to serve as a visual representation of the range of development forms and land use types intended within each category.

These land use categories are not zoning districts however, they are used to influence the type of zoning districts that would be appropriate in corresponding areas. The goal is for land uses and zoning districts to generally match the overall pattern reflected in the Future Land Use Plan. For example, where the Future Land Use Plan designates Retail/Commercial/Office, the designated area should primarily support retail, commercial, and office uses but other ancillary uses may be allowed. However, the principle character of the area should be guided by the Future Land Use Plan. The future land use categories (and corresponding colors) designated on the Future Land Use Map are listed in the following table:

<table>
<thead>
<tr>
<th>Color Designation</th>
<th>Future Land Use Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estate Residential</td>
<td></td>
</tr>
<tr>
<td>Low Density Residential</td>
<td></td>
</tr>
<tr>
<td>Medium Density Residential</td>
<td></td>
</tr>
<tr>
<td>Multi-Family</td>
<td></td>
</tr>
<tr>
<td>Mixed Use</td>
<td></td>
</tr>
<tr>
<td>Employment Center</td>
<td></td>
</tr>
<tr>
<td>Retail/Commercial/Office</td>
<td></td>
</tr>
<tr>
<td>Light Industrial</td>
<td></td>
</tr>
<tr>
<td>Public/Semi-Public</td>
<td></td>
</tr>
<tr>
<td>Parks and Open Space</td>
<td></td>
</tr>
<tr>
<td>Floodplain</td>
<td></td>
</tr>
</tbody>
</table>
Estate, Low Density, and Medium Density Residential

These land uses represent the majority of land in Rowlett. The Future Land Use Map designates three single family residential types – estate residential, low density residential, and medium density residential.

Estate residential land uses include homes located on lots over 20,000 square feet. Low density residential land uses include homes located on 7,000 to 20,000 square foot lots. Medium density land uses include lots smaller than 7,000 square feet. This land use type can also include townhomes and/or zero lot line patio homes.

This category is intended for single family residential development. Dwellings may be attached or detached, but each unit should be located on its own lot. Examples of appropriate land uses include dwellings intended for single family occupation such as single family detached homes, townhomes, and casitas. Uses ancillary to single family developments such as schools, parks, and similar are also considered appropriate.

Multi-Family Residential

Traditional apartment-type units in attached living complexes (including lofts and condos) characterize the multi-family residential land use. Generally, multi-family residential areas have densities over ten dwelling units per acre or more than 20 bedrooms per acre. Although multi-family can be incorporated into mixed use developments, this land use is representative of solely multi-family units in an area.

Uses appropriate in this district are multi-family developments including garden style units as well as multistory structures with structured parking. Uses ancillary to multi-family residential development such as schools and parks are also considered appropriate in this category.
Retail/Commercial/Office
Retail and commercial uses provide goods and services for the public. These developments are typically located along major thoroughfares and should provide goods and services related to the nearby residential developments. The scale of the developments range in size and may be stand-alone or part of a larger structure that incorporates multiple businesses. Examples of commercial and retail establishments would include hotels, banks, big box retailers, restaurants, specialty stores and salons.

Office uses are characterized by activities generally focusing on business, professional, or financial services. Offices may take the form of small neighborhood-oriented office developments (in low density areas) or large regional campuses. Accessory uses may include stand-alone health or educational facilities, parking, cafeterias, or other amenities primarily for the use of employees in the development or building.

Mixed Use
Mixed use land uses include both vertical and horizontally mixed-use developments. Vertical mixed-use typically refers to multi story structures with multi-family residential units, or offices located above ground level uses that are primarily retail. Horizontal mixed-use refers to a blend of residential and nonresidential uses located adjacent to one another and as part of the same development. Mixed use design should be pedestrian oriented with wide sidewalks, benches, shade trees, raised/enhanced crosswalks and other pedestrian amenities. Mixed use developments tend to have a higher density of residential units as compared to traditional garden style multi-family residential uses. This type of development is typically a destination location.

A wide variety of uses are appropriate in this district because it is intended to mix uses from multiple land use categories. Uses typically incorporated in this district are generally related to retail, commercial, office, and multi-family uses. Parks, gathering spaces, and public facilities are regularly incorporated in these developments.
Employment Center
The employment center land use is intended for a large-scale office park or corporate campus to serve as the City’s major employment hub. Appropriate uses within this category include office, institutional, and research and development facilities. To provide employees with work-life balance amenities, land uses such as retail, entertainment, parks and open space, and residential may be integrated as long as they serve as accessory uses to support the employment center. The employment center design should be pedestrian oriented with wide sidewalks, benches, shade trees, raised/enhanced crosswalks and other pedestrian amenities.

Light Industrial
The light industrial land use allows for small scale to large scale developments that include processing, storage, assembly, and/or repairing of materials. Businesses within this use designation typically conduct all operations indoors and do not generate smoke, noise or other hazards traditionally caused by industrial uses. Uses in this category sometimes incorporate a retail component, but are generally geared toward office, manufacturing, and storage functions related to the business. Sizes of light industrial developments vary widely.
Public/Semi-Public
This land use designation is representative of uses that are educational, governmental, organizational or institutional in nature. Public uses may include uses such as police facilities, courthouses, and federal offices. Semi-public uses may include uses such as schools, churches and hospitals.

The Public and Semi-Public land use category also includes utilities; i.e. areas where easements and equipment for electrical, water, wastewater, or other infrastructure are located. Allocating spaces for these elements is important for a functional city.

Parks and Open Space
Parks and open space refers to designated park areas, open/greenspace areas located within neighborhoods, and the Lake Ray Hubbard take line area. These areas may include active or passive recreation elements such as trails, playgrounds, and exercise equipment. This category reserves space on the Future Land Use Plan for parks and open space across the City, however parks and open spaces may also be included in other developments such as commercial centers and residential subdivisions. In Rowlett, it is important to preserve lake views and capitalize on the opportunities for lakeside recreation and water-oriented activities.
Floodplain
The Floodplain land use refers to the FEMA 0.5 and 1-Percent Flood Risk Zones that are typically located along creeks, streams, and Lake Ray Hubbard. Floodplain areas generally should not be developed - as it can be challenging, expensive, and possibly detrimental to downstream development. Many times, floodplains are left natural or utilized for parks or trails. The typical uses in floodplain areas are parks and preserved open space.
The Future Land Use Map for the City of Rowlett, as shown to the left, is based on many of the existing land uses within the City. From a city-wide perspective, recreational and residential land uses are recommended along Lake Ray Hubbard; while mixed use, commercial, retail, and office uses are located along major thoroughfares and highways such as State Highway 66 and the President George Bush Turnpike. Large scale office/commercial development is located along the President George Bush Turnpike in the northern part of the City. Although much of the City is currently developed as Single Family Residential, the Strategic Opportunity Areas, discussed in the next chapter, promote a mix of uses to create community destinations and support diverse housing types. These areas incorporate a mix of land use categories including Low Density Residential, Medium Density Residential, Multi-Family, Mixed Use, Retail/Commercial/Office, Public/Semi-Public, and Parks and Open Space.

### Table 8. Future Land Uses

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acreage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Future Land Use</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Estate Residential</td>
<td>1,614.0</td>
<td>12.1%</td>
</tr>
<tr>
<td>Low Density Residential</td>
<td>5,165.4</td>
<td>38.8%</td>
</tr>
<tr>
<td>Medium Density Residential</td>
<td>1,165.2</td>
<td>8.8%</td>
</tr>
<tr>
<td>Multi-Family</td>
<td>194.9</td>
<td>1.5%</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>637.6</td>
<td>4.8%</td>
</tr>
<tr>
<td>Employment Center</td>
<td>1,178.6</td>
<td>8.9%</td>
</tr>
<tr>
<td>Retail/Commercial/Office</td>
<td>809.6</td>
<td>6.1%</td>
</tr>
<tr>
<td>Light Industrial</td>
<td>227.3</td>
<td>1.7%</td>
</tr>
<tr>
<td>Public/Semi-Public</td>
<td>371.7</td>
<td>2.8%</td>
</tr>
<tr>
<td>Parks and Open Space</td>
<td>1,459.3</td>
<td>11.0%</td>
</tr>
<tr>
<td>Floodplain</td>
<td>480.7</td>
<td>3.6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>13,304.4</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Ultimate Capacity

The ultimate capacity, or build out, is the maximum number of residents a city can support within its area limits. The ultimate capacity shown in the table represents the total population that could be accommodated if the development pattern portrayed on the Future Land Use Map is realized. This calculation is important because it helps determine future operational and infrastructure needs—particularly for water, wastewater, and transportation. The ultimate capacity is based upon several different assumptions. The 2016 American Community Survey 5-Year Estimates for Occupancy Rate and Persons Per Household (PPH) were used as assumptions, and the dwelling units per acre were referenced from the Future Land Use designations. The vacant land area of each proposed residential land use designation is multiplied by approximated dwelling units per acre, persons per household, and occupancy rates and added to current conditions to calculate the projected population based on the Future Land Use Map.

Table 9. Ultimate Capacity

<table>
<thead>
<tr>
<th>Proposed Residential Land Use</th>
<th>Vacant Area (Acres)</th>
<th>DUA(1)</th>
<th>Occ. Rate(2)</th>
<th>PPH(3)</th>
<th>ROW(4)</th>
<th>Future Projections</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Housing Units</td>
</tr>
<tr>
<td>Estate Residential</td>
<td>437</td>
<td>3.0</td>
<td>96.4%</td>
<td>3.04</td>
<td>30%</td>
<td>918</td>
</tr>
<tr>
<td>Low Density Residential</td>
<td>194</td>
<td>6.0</td>
<td>96.4%</td>
<td>3.04</td>
<td>30%</td>
<td>815</td>
</tr>
<tr>
<td>Medium Density Residential</td>
<td>272</td>
<td>12.0</td>
<td>96.4%</td>
<td>3.08</td>
<td>15%</td>
<td>2,774</td>
</tr>
<tr>
<td>Multi-Family Residential</td>
<td>119</td>
<td>16.0</td>
<td>96.4%</td>
<td>3.08</td>
<td>15%</td>
<td>1,618</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>266</td>
<td>20.0</td>
<td>96.4%</td>
<td>3.08</td>
<td>15%</td>
<td>4,522</td>
</tr>
<tr>
<td>Employment Center (5)</td>
<td>176</td>
<td>20.0</td>
<td>96.4%</td>
<td>3.08</td>
<td>15%</td>
<td>2,988</td>
</tr>
</tbody>
</table>

| Proposed Residential Land Use | 13,635              | 13,144 | 40,418 |
| Current Conditions (2016)     | 20,034              | 18,371 | 60,236 |
| Estimated Ultimate Capacity (City Limits) | 33,669 | 31,515 | 100,654 |

Source: US Census, FNI Data, City Data

(1) Dwelling Unit Per Acre (Net Acre)
(2) Occupancy Rate - 2012-2016 American Community Survey 5-Year Estimates (DP04)
(3) Person Per Household - 2012-2016 American Community Survey 5-Year Estimates (DP04)
(4) Percentage of "Vacant Acres" subtracted for roadways
(5) Based on 25% of total acreage per residential maximum
Build Out Economic Analysis

Purpose
This exercise tests the potential revenues generated by the Future Land Use Plan over a 20-year period.

Methodology
The model is based off the acreages provided and the associated land uses within the City. Based on assumptions including median values, historical absorption, current city demographic trends, and current tax rates, the calculation of several factors are generated. Factors such as population, employment, housing units, commercial square footage, and tax revenues were projected during the course of 20 years.

Once revenue was identified, the cost of service for both new residents and new employees was calculated using the 2018 City of Rowlett Operating Expenses and Debt Service Schedule. Finally, the cost of the new residents and employees was subtracted from the new revenues to identify the new annual revenues generated for the City. There are also three alternative scenarios included that modify one or more aspects of the original model that can be viewed on Page 68. Using the same assumptions to calculate Build Out Revenue, the projected economic impact for each Strategic Opportunity Area is included in each Overlay Guide.

Aggregated Summary
The resulting incremental revenues to the City include future projected sales tax and property tax. To be conservative, the dollars are not adjusted for inflation and use 2018 median values to determine building prices and are described as new annual revenue which will repeat annually. The following summary table outlines the total results.

The total amount of estimated incremental revenue to the City is just under $151 million over the next 20 years. Most of this revenue is generated from new residential development and the resulting property taxes collected by the City.

<table>
<thead>
<tr>
<th>Table 10. City-wide Build out Additional Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>20 Year Increased Revenue</strong></td>
</tr>
<tr>
<td><strong>Residential</strong></td>
</tr>
<tr>
<td>City Revenues (property &amp; sales tax)</td>
</tr>
<tr>
<td>Cost for New Population</td>
</tr>
<tr>
<td>Estimated Incremental Revenue to City</td>
</tr>
<tr>
<td><strong>Commercial</strong></td>
</tr>
<tr>
<td>City Revenues (property &amp; sales tax)</td>
</tr>
<tr>
<td>Cost for New Employees</td>
</tr>
<tr>
<td>Estimated Incremental Revenue to City</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
<tr>
<td>City Revenues (property &amp; sales tax)</td>
</tr>
<tr>
<td>Cost for New Population and Employees</td>
</tr>
<tr>
<td>Estimated Incremental Revenue to City</td>
</tr>
</tbody>
</table>

*Incremental increase in cumulative revenue over a 20-year period*
Activation Recommendations
This analysis indicates that Rowlett has an opportunity to attract residents and visitors in search of lake-oriented activities and an enhanced quality of life. Lake Ray Hubbard is Rowlett’s largest natural asset and presents fantastic opportunities to further promote its brand identity and cultivate premier destination developments.

Strategically activating the large vacant tracts of land designated for future mixed-use, employment campus, and commercial uses will help stimulate future growth and diversify the tax base. Attracting outside spending to Rowlett may be bolstered by attracting specialty retail and promoting mixed-use development in the identified economic opportunity areas.

Housing options that are appealing and suitable for residents at all stages of life should be the focus of new residential development. Rowlett should envision a diverse variety of high-quality products that help strengthen neighborhood livability and sustain the community. Adhering to these principles will allow the City to continue creating places of lasting value and distinctive character.

Land Use Planning Principles
The following planning principles have been prepared for each of the major land use categories described in this section. The intent of the principles is to serve as policy guidance to direct the creation of desirable development patterns in each of the identified place types that occur within the City of Rowlett. The following planning principles have been prepared based on regional best practices and refined with local developer input to create principles that are unique for the City of Rowlett.

Residential
This place type focuses on incorporating a mix of housing types to create a complete neighborhood. This can include a mix of single-family homes, townhomes, patio homes and apartments at varying densities. Flexible lot shapes and configuration will add diversity to the community and attract a wider base of residents to Rowlett.

- Integrate a broad range of housing types, densities and sizes.
- Provide a mix of open space types that are interconnected and connect to neighboring communities.
- Shape street blocks that encourage connectivity (maximum unconnected lengths)
- Provide multimodal connections between neighborhoods and to neighborhood institutions and services.
- Orient the front façade of homes to adjacent open spaces.
Mixed-Use
The mixed-use place type provides a mix of uses, including community serving retail, dining, day care, schools, public plazas, farmers market, and commercial offices, all of which can develop close to residential. In this place type residents have the opportunity to live close to where they work and shop. This proximity provides residents more opportunities to walk or bike to their destinations and accommodate transit services. Access and circulation to these sites should focus traffic away from the neighborhood.

- Integrate a mix of uses and densities which are complementary to the diversity of housing types within a neighborhood, including: retail, dining, institutional, recreational, office, and other neighborhood supporting services.
- Create a road network and hierarchy, including a range of street character types, which promotes mobility in the project and to surrounding neighborhoods.
- Provide walkable street block sizes and configurations that promote access and connectivity.
- Focus increased housing densities and commercial intensities proximate to major roadways and open spaces.
- Locate the primary façade of non-residential buildings to the primary street with parking areas located to the side or rear of the site area.
- Design streets that connect development to major public spaces and destinations through a walkable environment.
- Build walkable streets located adjacent to neighborhood services uses that include pedestrian and bike amenities, narrow setbacks, and articulated street-oriented building facades.
- Encourage strategies to reduce parking needs, including shared parking for complementary commercial and institutional uses.

Retail/Commercial/Office
A commercial place is a focal point for the community. It is the hub of employment, entertainment, retail, civic and commerce activities. It is surrounded by a mix of residential and non-residential uses. Complementary uses near a commercial site can be government offices, hospitals, medical offices, universities or colleges and other teaching facilities. The elements within the commercial place type create a sense of place and community brand for the area.

- Create a distinctive gateway which leads into the primary commercial center.
- Interconnect various uses (retail, dining, entertainment, office space, hospitality, institutional)
through the use of public spaces, gathering places and an internal street network.

- Provide a hierarchy of streets that shape circulation and character throughout the area, consisting of a range of street types, paths and trails that complement the scale of the development.
- Transition the scale of large-scale development when adjacent to small-scale development.
- Connect development to natural amenities through trails, local streets and view corridors.
- Screen views of loading and service areas to adjacent streets and development.
- Utilize buffer areas to integrate adjacent development, rather than to isolate adjacent development from the commercial area.

**Corporate Attraction Planning**

Economic sustainability and growth require many of the same factors that are attractive to corporate entities looking to grow, consolidate, or relocate. An attractive lifestyle with diverse housing options is just the beginning of a successful campaign to attract one or more corporate players. In order to further attract corporations to locate and select a site in a community, the following factors should be accommodated and planned for as a focused minimum.

**Current and Future Infrastructure Assets**

Infrastructure is often on the top of the list for corporations in search of a site. Hard assets such as quality and quantity of accessible roadways, access to airlift and railway service, and the abundant availability of utilities (electricity, gas, water, and sewage) can immediately affect the decision-making process of most corporations. Corporations want the confidence that a community is investing appropriately to grow infrastructure at a pace that accommodates the potential growth of the new corporate presence. Successful communities are those who have a plan and method for providing hard infrastructure assets immediately or can communicate the delivery in a short time frame.

**Communication of the Vision and Plan**

It is important to integrate the broader regional vision into the identity of the community, essentially the “DNA” of the community. The resulting branding of the area must be effectively communicated to corporate real estate decision-makers in such a way to allow for confidence in the execution of the vision and plan.

**Educational and Workforce Assets**

Educational resources are becoming a critical factor for growing companies looking to expand their operations. The proximity of educational facilities, industry and business associations, and skilled workers are essential factors to attract and retain businesses in the current market.
Community Support
Corporations have also become more exacting and resourceful regarding the partnerships one creates by locating in a community. This makes necessary the opportunity for public-private discussions and incentives that can benefit both the corporations and the community to be acted upon swiftly. The resulting climate is one in which businesses and communities can achieve growth.

Quality of Life and Cost of Living
Addressing the previous items such as infrastructure, education and workforce assets, and active community support should have as a by-product an attractive quality of life with an advantageous tax climate and cost of living; however, maintaining solid and frequent data available for corporations in the decision-making process is essential.
Comprehensive Plan | April 2019

will ensure timely progress.
Strategic Opportunity Areas and Overlay Guides

To build upon the framework developed in the Realize Rowlett 2020 Plan, this plan establishes land use patterns for five Strategic Opportunity Areas that remain highly developable. For each of the opportunity areas an overlay guide was created to establish a general development character, the assignment of appropriate land use categories, and assess the economic impact of the area’s proposed land use pattern. The purpose of the Overlay Guide is to influence how land uses are administrated and to ensure areas develop to the greatest potential by providing recommendations for appropriate land uses and locations. These guides were developed with the understanding that development is not exact and allows for flexibility in implementation.

Overlay Guides Influence on the Development Process

A Form Based Code district creates the highest opportunity for flexible and creative development because these districts are generally mixed use in nature and aim to incorporate a variety of uses and residential densities. Rowlett’s Strategic Opportunity Areas are intended to be regulated through form-based code districts for this reason. Framework and regulating plans are a visual representation of the intended built forms and land uses within a development. As shown in Figure 22, the Comprehensive Plan (particularly the Overlay Guides) influences the development of framework and regulating plans.

The overlay guides serve as a tool to influence the development of regulating plans and other policy documents. In the case where zoning and regulating plans are already established, the overlay guides can function as one of the decision-making criterion when changes to zoning or the regulating plans are presented. Once the zoning and regulating plans are established, then site plans that conform to development regulations are developed and permits can be issued for construction.
Multi-phased developments require a **Regulating Plan** to ensure continuity of development. Areas with an adopted Regulating Plan (i.e. *North Shore Regulating Plan*) also require a **Phased Development Plan**. The content of both plans is identical, and both are required to comply with requirements set forth in Chapter 1 of the Rowlett Form Based Code.

Form Based Code Districts should generally conform to the primary development character of the Strategic Opportunity Area, as established by the land use categories shown in the Overlay Guides. A mix of uses is still encouraged; however, the principle uses (and location of these land uses) should match the Overlay Guides to provide a level of certainty for the ultimate development pattern within each Strategic Opportunity Area.
Overlay Guides

Map 13 shows the Overlay Guide Maps for each of the Strategic Opportunity Areas discussed in this section as follows:

1. North Shore Strategic Opportunity Area (Area 1)
2. Active Living Strategic Opportunity Area (Area 2)
3. Signature Gateway Strategic Opportunity Area (Area 3)
4. Lakeside Center Strategic Opportunity Area (Area 4)
5. Business Beltway Strategic Opportunity Area (Area 5)

Each Overlay Guide was informed by the community’s input and includes the refined vision and character for the area, description of primary land uses, and the approximate economic impact of the area if developed as presented in the Overlay Guide Map.
North Shore Overlay Guide

Vision
A major employment hub that capitalizes on its access to President George Bush Turnpike – with a mix of office, commercial, retail and mixed-use development located along the turnpike frontage. Ancillary residential uses will support the nonresidential development and gradually transition in density to encourage compatibility with adjacent existing uses.

Appropriate Land Uses Within North Shore
- Mixed use
- Office
- Retail/Commercial
- Open Space
- Multi-Family Residential
- Single Family Residential

Character
The vision for North Shore to be a large, mixed use office, commercial, and residential center has remained consistent. The public input revealed that most respondents believed the vision was still appropriate for the area. The location adjacent to the President George Bush Turnpike gives the area excellent access to other major commercial areas in the Metroplex and lends well for development with a need for high visibility. The aim for this area is to attract corporate offices as an anchor to a mixed-use center with a variety of residential types integrated into the development. This area will become a key destination for employment and an ideal location for those who desire urban center living.
Land Use
The organization of land uses in this area is intended to create an environment of networked corporate campuses to capitalize on the proximity to the President George Bush Turnpike. Retail, office, and entertainment uses are also integrated to encourage the development of a modern urban destination characterized by mixed use residential housing types, walkable streetscapes, and ample parks and open spaces.

Economic Impact
This table shows the potential economic impact if North Shore develops as shown in the Overlay Guide Map. This table was generated assuming development occurs over a 20-year period with an absorption rate equal to the City’s historic market absorption.

Approximate Economic Impact

<table>
<thead>
<tr>
<th></th>
<th>Overlay Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Property Tax</td>
<td>$69.5M</td>
</tr>
<tr>
<td>Additional Sales Tax</td>
<td>$39M</td>
</tr>
<tr>
<td>Potential Additional Population</td>
<td>3,797</td>
</tr>
<tr>
<td>Estimated Additional Employees</td>
<td>13,718</td>
</tr>
<tr>
<td>Additional Residential Units</td>
<td>1,552</td>
</tr>
<tr>
<td>Additional Leasable Commercial/Office Space</td>
<td>2,071,347 sq.ft.</td>
</tr>
</tbody>
</table>

¹Residential land uses will be evaluated as part of a larger mixed-use development and may only occupy 25 percent of the land area (excluding parks and streets) or building square footage of a Regulating Plan/Phased Development. A request to deliver more than 25 percent residential will require approval by Major Warrant to ensure cohesive and compatible development. Residential development in this area will consist primarily of apartments, lofts and studio apartments, which shall only be permitted in conjunction with commercial development and shall be considered as a secondary and supporting use.
Active Living Overlay Guide

Vision
A waterfront neighborhood with a mix of single-family residential development and limited commercial and retail uses.

Appropriate Land Uses Within Active Living
- Single Family Residential
- Open Space
- Retail/Commercial/Office

Character
Active living was previously envisioned to be a center for residential, limited commercial, and focus on water sports. The vision accounted for the surrounding residential by recommending low density residential to compliment the surrounding area and limited commercial. The new vision maintains a desire for low-density residential and limited commercial, however the waterfront location is more appropriate for passive lakeside recreation and open space.
Land Use
This area is primarily single family residential and is planned to accommodate a variety of housing types. The southeast sector of Active Living has been designated for non-residential development. This allows for limited retail/commercial in the area to serve the surrounding neighborhood. Parks and open space aligns the lakefront with an extension through the single family residential area with the intent creating access to the lake for surrounding neighborhoods.

Economic Impact
This table shows the potential economic impact if Active Living develops as shown in the Overlay Guide Map. This table was generated assuming development occurs over a 20 year period with an absorption rate equal to the City’s historic market absorption.

<table>
<thead>
<tr>
<th>Approximate Economic Impact</th>
<th>Overlay Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Property Tax</td>
<td>$17.3M</td>
</tr>
<tr>
<td>Additional Sales Tax</td>
<td>$1.6M</td>
</tr>
<tr>
<td>Potential Additional Population</td>
<td>1,003</td>
</tr>
<tr>
<td>Estimated Additional Employees</td>
<td>310</td>
</tr>
<tr>
<td>Additional Residential Units</td>
<td>330</td>
</tr>
<tr>
<td>Additional Leasable Commercial/Office Space</td>
<td>46,852 sq.ft.</td>
</tr>
</tbody>
</table>
Signature Gateway Overlay Guide

Vision
A mixed neighborhood that provides for open neighborhood gathering space and limited supportive commercial/retail development along the Turnpike frontage.

Appropriate Land Uses Within Signature Gateway
- Single Family Residential
- Multi-Family Residential
- Open Space
- Commercial/Retail

Character
Originally, this area was envisioned as the City’s premier destination location with hotels, entertainment venues, areas for gathering, a canal running through the center of the development as a major feature of the district. Since 2010, another area on the peninsula has since started to develop as a major destination in Rowlett and alternatively to the Comprehensive Plan, multifamily development has been approved for the area. Due to the changes in the character of the area, the vision has been revised to match a new, more appropriate character. In contrast to the previous vision, the revised vision reflects a mixed density, neighborhood-oriented approach with focus on trails and open space gathering areas along the lake. Instead of a major commercial center, neighborhood commercial located along the Turnpike would be most appropriate adjacent to the residential development.
Land Use
Land uses in Signature Gateway are primarily residential featuring both single family residential and multi-family. As described in the vision, retail/commercial land use is located along the Turnpike where it is more appropriate. The area takes advantage of the waterfront location and aims to create access to the lakefront by extending the open space from the lakeshore to the adjacent neighborhood.

Economic Impact
This table shows the potential economic impact if Signature Gateway develops as shown in the Overlay Guide Map. This table was generated assuming development occurs over a 20 year period with an absorption rate equal to the City’s historic market absorption.

<table>
<thead>
<tr>
<th>Approximate Economic Impact</th>
<th>Overlay Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Property Tax</td>
<td>$19.5M</td>
</tr>
<tr>
<td>Additional Sales Tax</td>
<td>$1.3M</td>
</tr>
<tr>
<td>Potential Additional Population</td>
<td>1,286</td>
</tr>
<tr>
<td>Estimated Additional Employees</td>
<td>249</td>
</tr>
<tr>
<td>Additional Residential Units</td>
<td>873</td>
</tr>
<tr>
<td>Additional Leasable Commercial/Office Space</td>
<td>37,648 sq.ft.</td>
</tr>
</tbody>
</table>
Lakeside Center Overlay Guide

Vision
A civic gathering space that supports City facilities, provides a commercial/retail destination, and capitalizes on the lake front.

Land Uses Within Lakeside Center
- Public Facilities
- Open Space
- Commercial/Retail

Character
The previous vision for Lakeside Center imagines the area as a civic and commercial mixed-use center. The development will build on the existing public space in the area and provide a place that integrates civic services in a mixed-use development setting with retail and entertainment. Public input revealed that this character is still appropriate for the area, so the reused vision still identifies many of the same land use types as appropriate for the area.
Land Use
Land uses in the Lakeside Center should encourage a non-residential mixed-use environment while capitalizing on the park and open space opportunities along Lake Ray Hubbard. Development will highlight public/semi-public land uses while incorporating destination retail/commercial. Retail/commercial uses are most appropriate along the President George Bush Turnpike and park and open space are most appropriate along the lake. All development should respect the existing surrounding land uses and develop at an appropriate scale.

Economic Impact
This table shows the potential economic impact if Lakeside Center develops as shown in the Overlay Guide Map. This table was generated assuming development occurs over a 20-year period with an absorption rate equal to the City’s historic market absorption.

<table>
<thead>
<tr>
<th>Approximate Economic Impact</th>
<th>Overlay Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Property Tax</td>
<td>$2.12M</td>
</tr>
<tr>
<td>Additional Sales Tax</td>
<td>$3.5M</td>
</tr>
<tr>
<td>Potential Additional Population</td>
<td>0</td>
</tr>
<tr>
<td>Estimated Additional Employees</td>
<td>679</td>
</tr>
<tr>
<td>Additional Residential Units</td>
<td>0</td>
</tr>
<tr>
<td>Additional Leasable Commercial/Office Space</td>
<td>102,504 sq.ft.</td>
</tr>
</tbody>
</table>

Map 21. Lakeside Center Future Land Use Overlay Guide Map
Business Beltway Overlay Guide

Vision
A business and employment hub that offers office, commercial, entertainment, and retail development for daytime and nighttime populations.

Land Uses Within Business Beltway
- Office
- Commercial/Retail

Character
As a major development and employer in the area, the previous vision for Business Beltway was largely influenced by the Baylor Scott and White Medical Center – Lake Pointe. Recommended product types were designed to support the hospital. While the hospital still stands as a major development in Business Beltway, the vision for the area has been revised to showcase the entire corridor as a neighborhood office and commercial center. This change in the vision now provides opportunities for infill development in vacant parcels in the area, and encourages, services for both daytime and nighttime patrons. This will ultimately create a more successful and vibrant commercial corridor within the City.
Land Use
The future land uses in Business Beltway are representative of many of the existing land uses in the corridor. New land uses should complement or enhance existing land uses in the corridor. This commercial corridor shows primarily retail/commercial and office uses with the intent of being developed at the neighborhood scale and include uses that serve the surrounding neighborhood.

Economic Impact
This table shows the potential economic impact if Business Beltway develops as shown in the Overlay Guide Map. This table was generated assuming development occurs over a 20-year period with an absorption rate equal to the City’s historic market absorption.

<table>
<thead>
<tr>
<th>Approximate Economic Impact</th>
<th>Overlay Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Property Tax</td>
<td>$6.87M</td>
</tr>
<tr>
<td>Additional Sales Tax</td>
<td>$8.16M</td>
</tr>
<tr>
<td>Potential Additional Population</td>
<td>156</td>
</tr>
<tr>
<td>Estimated Additional Employees</td>
<td>1,718</td>
</tr>
<tr>
<td>Additional Residential Units</td>
<td>142</td>
</tr>
<tr>
<td>Additional Leasable Commercial/Office Space</td>
<td>259,452 sq.ft.</td>
</tr>
</tbody>
</table>
Alternative Scenarios

The Build Out Economic Analysis on Page 49 describes the potential additional revenue to the City if the Strategic Opportunity Areas develop as prescribed in the Future Land Use Plan. Alternatively, three additional scenarios were explored to evaluate the potential revenue to the City if it were to develop in a way other than the Future Land Use Plan. These same alternatives were then used to create a snapshot of the economic impact of each Strategic Opportunity Area if the area develops alternatively from the Overlay Guide. Ultimately, this is a tool to guide development and assist City leadership with policy decisions.

Scenario One – Citywide Residential Development Only
Scenario one shows an alternative scenario in which the future land designated as Retail Commercial (RC) remains undeveloped and vacant during the 20-year analysis period. Some office and retail uses are developed through mixed-use (MU).

The result, as shown in Table 11, is a diminished addition of approximately 965-acres of commercial square feet, many additional employees to the community, and $686,017 less incremental revenue to the city (including $12,581,840 less in cumulative revenue over a 20-year period).

Scenario Two – No North Shore Retail/Commercial/Office Development
The North Shore Strategic Opportunity Area is a major catalyst for development and, due to the amount of developable land, has a significant impact on the economic development of the remaining areas in the City.

Scenario two shows an alternative scenario in which the land located in the North Shore area, designated as Retail Commercial (RC), remains undeveloped and vacant during the 20-year analysis period. Some office and retail uses are developed through mixed-use (MU) and the other areas remain unchanged from the original build out process.

The result, as shown in Table 11, is a diminished addition of approximately 740-acres of commercial square feet and any additional employees to the community.

Scenario Three – Increased Absorption of Retail/Commercial/Office Development
Scenario three shows an alternative in which the future land found in the Northshore area designated as Retail Commercial (RC) is more aggressively absorbed during the 20-year analysis period. All other areas remain unchanged from the original build out absorption rates and process; however, the Northshore absorbs Retail Commercial development at a pace similar to some other comparable communities in the DFW market.
The result is an increased absorption of approximately 2.5 million square feet of commercial development, 16,675 additional employees to the community, and $6,120,794 more in incremental revenue to the city. Just under $8.4M in additional annual sales and property tax is generated in this scenario. Also, over $215.4M in estimated cumulative revenue is added over a 20-year period.

**Summary Table of Alternative Scenarios Citywide Impact**

*Table 11. Citywide Alternative Scenario Comparison*

<table>
<thead>
<tr>
<th>20 Year Build Out Additional Revenue</th>
<th>Alternative Scenarios</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Residential</td>
</tr>
<tr>
<td>City Revenues (property &amp; sales tax)</td>
<td>$308,996,096</td>
</tr>
<tr>
<td>Cost for New Population</td>
<td>$185,413,846</td>
</tr>
<tr>
<td>Estimated Incremental Revenue to City</td>
<td>$123,582,250</td>
</tr>
<tr>
<td></td>
<td>Commercial</td>
</tr>
<tr>
<td>City Revenues (property &amp; sales tax)</td>
<td>$62,026,812</td>
</tr>
<tr>
<td>Cost for New Employees</td>
<td>$15,000,182</td>
</tr>
<tr>
<td>Estimated Incremental Revenue to City</td>
<td>$27,647,093</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>City Revenues (property &amp; sales tax)</td>
<td>$317,022,908</td>
</tr>
<tr>
<td>Estimated Incremental Revenue to City</td>
<td>$151,229,344</td>
</tr>
</tbody>
</table>

*Incremental increase in annual cumulative revenue over a 20-year period*
## Summary Tables of Alternative Scenarios Impact on Strategic Opportunity Areas

### Table 12. North Shore Alternative Scenario Comparison

<table>
<thead>
<tr>
<th>Approximate Economic Impact</th>
<th>Overlay Guide</th>
<th>Scenario #1</th>
<th>Scenario #2</th>
<th>Scenario #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Property Tax</td>
<td></td>
<td>$3,116,493</td>
<td>$2,991,382</td>
<td>$2,991,382</td>
</tr>
<tr>
<td>Estimated Cumulative Property Tax</td>
<td></td>
<td>$53,824,403</td>
<td>$52,669,369</td>
<td>$52,669,369</td>
</tr>
<tr>
<td>Additional Sales Tax</td>
<td></td>
<td>$782,648</td>
<td>$536,910</td>
<td>$536,910</td>
</tr>
<tr>
<td>Estimated Cumulative Sales Tax</td>
<td></td>
<td>$7,874,421</td>
<td>$5,637,555</td>
<td>$5,637,555</td>
</tr>
<tr>
<td>Potential Additional Population</td>
<td></td>
<td>3,797</td>
<td>3,797</td>
<td>3,797</td>
</tr>
<tr>
<td>Estimated Additional Employees</td>
<td></td>
<td>2,143</td>
<td>1,413</td>
<td>1,413</td>
</tr>
<tr>
<td>Additional Residential Units</td>
<td></td>
<td>1,552</td>
<td>1,552</td>
<td>1,552</td>
</tr>
<tr>
<td>Additional Leasable Commercial/Office Space</td>
<td></td>
<td>323,566 sq.ft.</td>
<td>213,410 sq.ft.</td>
<td>213,410 sq.ft.</td>
</tr>
</tbody>
</table>

Note: Cumulative Taxes are over a 20-year period

### Table 13. Active Living Alternative Scenario Comparison

<table>
<thead>
<tr>
<th>Approximate Economic Impact</th>
<th>Overlay Guide</th>
<th>Scenario #1</th>
<th>Scenario #2</th>
<th>Scenario #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Property Tax</td>
<td></td>
<td>$858,554</td>
<td>$821,306</td>
<td>$858,554</td>
</tr>
<tr>
<td>Estimated Cumulative Property Tax</td>
<td></td>
<td>$17,006,270</td>
<td>$16,276,926</td>
<td>$17,063,088</td>
</tr>
<tr>
<td>Additional Sales Tax</td>
<td></td>
<td>$84,334</td>
<td>0</td>
<td>$84,334</td>
</tr>
<tr>
<td>Estimated Cumulative Sales Tax</td>
<td></td>
<td>$1,333,670</td>
<td>0</td>
<td>$1,398,857</td>
</tr>
<tr>
<td>Potential Additional Population</td>
<td></td>
<td>1,003</td>
<td>1,003</td>
<td>1,003</td>
</tr>
<tr>
<td>Estimated Additional Employees</td>
<td></td>
<td>293</td>
<td>0</td>
<td>310</td>
</tr>
<tr>
<td>Additional Residential Units</td>
<td></td>
<td>330</td>
<td>330</td>
<td>330</td>
</tr>
<tr>
<td>Additional Leasable Commercial/Office Space</td>
<td></td>
<td>44,314 sq.ft.</td>
<td>0 sq.ft.</td>
<td>46,852 sq.ft.</td>
</tr>
</tbody>
</table>

Note: Cumulative Taxes are over a 20-year period
### Table 14. Signature Gateway Alternative Scenario Comparison

<table>
<thead>
<tr>
<th>Approximate Economic Impact</th>
<th>Overlay Guide</th>
<th>Scenario #1</th>
<th>Scenario #2</th>
<th>Scenario #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Property Tax</td>
<td>$1,028,144</td>
<td>$985,385</td>
<td>$1,028,144</td>
<td>$1,028,144</td>
</tr>
<tr>
<td>Estimated Cumulative Property Tax</td>
<td>$19,356,435</td>
<td>$18,717,810</td>
<td>$19,395,937</td>
<td>$19,553,114</td>
</tr>
<tr>
<td>Additional Sales Tax</td>
<td>$67,766</td>
<td>$0</td>
<td>$67,766</td>
<td>$67,766</td>
</tr>
<tr>
<td>Estimated Cumulative Sales Tax</td>
<td>$1,131,521</td>
<td>$0</td>
<td>$1,174,232</td>
<td>$1,342,221</td>
</tr>
<tr>
<td>Potential Additional Population</td>
<td>1,286</td>
<td>1,286</td>
<td>1,286</td>
<td>1,286</td>
</tr>
<tr>
<td>Estimated Additional Employees</td>
<td>249</td>
<td>0</td>
<td>249</td>
<td>249</td>
</tr>
<tr>
<td>Additional Residential Units</td>
<td>873</td>
<td>873</td>
<td>873</td>
<td>873</td>
</tr>
<tr>
<td>Additional Leasable Commercial/Office Space</td>
<td>37,648 sq.ft.</td>
<td>0 sq.ft.</td>
<td>37,648 sq.ft.</td>
<td>37,648 sq.ft.</td>
</tr>
</tbody>
</table>

Note: Cumulative Taxes are over a 20-year period.

### Table 15. Lakeside Center Alternative Scenario Comparison

<table>
<thead>
<tr>
<th>Approximate Economic Impact</th>
<th>Overlay Guide</th>
<th>Scenario #1</th>
<th>Scenario #2</th>
<th>Scenario #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Property Tax</td>
<td>$94,574</td>
<td>$0</td>
<td>$97,973</td>
<td>$116,419</td>
</tr>
<tr>
<td>Estimated Cumulative Property Tax</td>
<td>$1,078,387</td>
<td>$0</td>
<td>$1,245,233</td>
<td>$2,129,147</td>
</tr>
<tr>
<td>Additional Sales Tax</td>
<td>$184,506</td>
<td>$0</td>
<td>$184,506</td>
<td>$184,506</td>
</tr>
<tr>
<td>Estimated Cumulative Sales Tax</td>
<td>$2,099,321</td>
<td>$0</td>
<td>$2,417,375</td>
<td>$3,501,725</td>
</tr>
<tr>
<td>Potential Additional Population</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Estimated Additional Employees</td>
<td>551</td>
<td>0</td>
<td>571</td>
<td>679</td>
</tr>
<tr>
<td>Additional Residential Units</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Additional Leasable Commercial/Office Space</td>
<td>83,270 sq.ft.</td>
<td>0 sq.ft.</td>
<td>86,262 sq.ft.</td>
<td>102,504 sq.ft.</td>
</tr>
</tbody>
</table>

Note: Cumulative Taxes are over a 20-year period.
### Table 16. Business Beltway Alternative Scenario Comparison

<table>
<thead>
<tr>
<th>Approximate Economic Impact</th>
<th>Overlay Guide</th>
<th>Scenario #1</th>
<th>Scenario #2</th>
<th>Scenario #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Property Tax</td>
<td>$232,630</td>
<td>$107,519</td>
<td>$292,044</td>
<td>$402,194</td>
</tr>
<tr>
<td>Estimated Cumulative Property Tax</td>
<td>$3,297,644</td>
<td>$2,142,610</td>
<td>$3,743,578</td>
<td>$6,877,703</td>
</tr>
<tr>
<td>Additional Sales Tax</td>
<td>$245,738</td>
<td>$0</td>
<td>$368,607</td>
<td>$467,014</td>
</tr>
<tr>
<td>Estimated Cumulative Sales Tax</td>
<td>$2,236,866</td>
<td>$0</td>
<td>$3,142,323</td>
<td>$8,161,028</td>
</tr>
<tr>
<td>Potential Additional Population</td>
<td>156</td>
<td>156</td>
<td>156</td>
<td>156</td>
</tr>
<tr>
<td>Estimated Additional Employees</td>
<td>730</td>
<td>0</td>
<td>1,076</td>
<td>1,718</td>
</tr>
<tr>
<td>Additional Residential Units</td>
<td>142</td>
<td>142</td>
<td>142</td>
<td>142</td>
</tr>
<tr>
<td>Additional Leasable Commercial/Office Space</td>
<td>110,156 sq.ft.</td>
<td>0 sq.ft.</td>
<td>162,469 sq.ft.</td>
<td>259,452 sq.ft.</td>
</tr>
</tbody>
</table>

*Note: Cumulative Taxes are over a 20-year period*
Implementation

The community vision (on page 33) represents the community’s collective desire for the City’s future and serves as the foundation of this Comprehensive Plan update. The following five goals were informed by the community vision.

- Goal 1: Ensure orderly growth and supportive infrastructure.
- Goal 2: Diversify and strengthen Rowlett’s economy.
- Goal 3: Preserve the character of Rowlett.
- Goal 4: Foster development that provides premiere regional destinations.
- Goal 5: Provide housing that supports various lifestyles and population demographics within the community.

The Implementation Plan outlines how to bring the recommendations of this plan from vision to reality. How Rowlett develops in the future will be influenced by the manner in which Comprehensive Plan recommendations are administered and maintained. The strategies identified in this chapter serve as a roadmap to achieve each goal. Each strategy is intended to guide development and policy decisions to ensure the vision and goals established in this plan are reached.
Implementation Table

The implementation table allows the City to easily identify and review strategies to maintain the community vision. The list of strategies is derived from the goals and visions described in this plan. These Strategies are intended to allow for flexibility in how they are implemented based on best practices and available resources.

The strategies may be implemented through adopted development regulations (such as zoning and subdivision ordinances) and through capital improvement programs. Some may be implemented through simple refinement or continued administration of existing regulations or processes; while others may require the establishment of new regulations, programs, or processes. There are also strategies that will involve additional community input and the continued support of local organizations and private partnerships.

Using the Table

The Implementation Table includes each goal and associated strategy to achieve the goal. Additionally, the table identifies the following elements for each strategy:

- Leading department or entity to organize implementation
- Target time frame to complete the Strategy
  - Short-Term (1-5 years)
  - Mid-Term (5-10 years)
  - Long-Term (Ongoing)
- A potential cost of implementation ($, $$, $$$)

The table should be revisited on a regular basis to ensure that policy, development, or other community decisions are in line with the Comprehensive Plan.
Time Frame
To assist with planning and implementation, the strategies are assigned a projected time frame for implementation to commence. The approximate established time frames are as follows:

**Short-Term (0-5 years)**
Implementation of these strategies can begin soon after plan adoption. These strategies are considered “low hanging fruit” because they are more attainable and do not require large amounts of funding or special consulting.

**Mid-Term (5-10 years)**
Implementation of these strategies will likely be just as important as Short-Range Strategies but are not as attainable within the first five years. They require planning to prepare but should be implemented in a five to ten-year time frame.

**Long-Term (Ongoing)**
These strategies have no specific time frame but should be continually addressed by City leadership. Long-Range projects may be further defined to identify interim Short- and Mid-Range projects to facilitate ultimate implementation. As conditions change, the status of these long-term projects should be adjusted to Short- to Mid-Range projects.

Cost
Cost identifies the potential cost to complete the strategies. The following describes the symbology for each level of cost and potential funding sources for that level of cost.

**Small Ticket**
General funds, reallocation of resources, regulations.

**Medium Ticket**
Minor improvements, aesthetic enhancements.

**Large Ticket**
Capital improvement project items, incentive programs.
<table>
<thead>
<tr>
<th>Goals</th>
<th>Strategies</th>
<th>Time Frame</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 1: Ensure orderly growth and supportive infrastructure.</td>
<td>1. Reference the Future Land Use Plan in daily decision-making, regarding land use and development proposals.</td>
<td><img src="image" alt="Clock" /> <img src="image" alt="Currency" /></td>
<td><img src="image" alt="Currency" /></td>
</tr>
<tr>
<td></td>
<td>2. Update the Comprehensive Plan on a regular basis, ideally every ten years, to incorporate ongoing development activity. Bring smaller updates forward as necessary.</td>
<td><img src="image" alt="Clock" /> <img src="image" alt="Currency" /></td>
<td><img src="image" alt="Currency" /></td>
</tr>
<tr>
<td></td>
<td>3. Utilize the Future Land Use Plan and other master plans (such as the Thoroughfare Plan and Water and Wastewater Master Plans) during the site development review process to ensure that the provisions for adequate infrastructure are secured.</td>
<td><img src="image" alt="Clock" /> <img src="image" alt="Currency" /></td>
<td><img src="image" alt="Currency" /></td>
</tr>
<tr>
<td></td>
<td>4. Continue to implement capital improvement projects to improve/extend infrastructure in targeted growth areas.</td>
<td><img src="image" alt="Clock" /> <img src="image" alt="Currency" /></td>
<td><img src="image" alt="Currency" /></td>
</tr>
<tr>
<td>Goal 2: Diversify and strengthen Rowlett’s economy.</td>
<td>1. Reference the Future Land Use Plan and Strategic Opportunity Area Overlay Guides to promote non-residential tax generating land uses, such as retail, to diversify and increase the City’s tax base.</td>
<td><img src="image" alt="Clock" /> <img src="image" alt="Currency" /></td>
<td><img src="image" alt="Currency" /></td>
</tr>
<tr>
<td></td>
<td>2. Continue to promote Rowlett to attract new businesses and employers.</td>
<td><img src="image" alt="Clock" /> <img src="image" alt="Currency" /></td>
<td><img src="image" alt="Currency" /></td>
</tr>
<tr>
<td></td>
<td>3. Focus economic development efforts to attract corporate campuses, educational institutions, and commercial uses to North Shore.</td>
<td><img src="image" alt="Clock" /> <img src="image" alt="Currency" /></td>
<td><img src="image" alt="Currency" /></td>
</tr>
<tr>
<td></td>
<td>4. Build upon the development momentum of the State Highway 66 corridor by continuing to provide compatible commercial and office space.</td>
<td><img src="image" alt="Clock" /> <img src="image" alt="Currency" /></td>
<td><img src="image" alt="Currency" /></td>
</tr>
<tr>
<td></td>
<td>5. Promote mixed-use development, in appropriate areas, to support commercial and office uses.</td>
<td><img src="image" alt="Clock" /> <img src="image" alt="Currency" /></td>
<td><img src="image" alt="Currency" /></td>
</tr>
<tr>
<td>Goal 3: Preserve the character of Rowlett.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1.</strong> Implement the strategies from the Strategic Plan to strengthen existing neighborhoods and enhance quality of life in Rowlett.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2.</strong> Continue to focus resources to enhance key corridors; such as State Highway 66, President George Bush Highway frontage, Rowlett Road, Chiesa Road, Dalrock Road, Merritt Road, Liberty Grove Road, Miller Road, and Main Street.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3.</strong> Prioritize key gateway locations and implement a gateway enhancement plan (to include signage, landscaping, art, etc.) for those locations.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>4.</strong> Create unique identities and architectural design themes that distinguish different neighborhoods and districts throughout the City. Implement these themes through zoning standards or design overlays.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>5.</strong> Continue to implement the Trails and Greenways Master Plan to create citywide pedestrian connectivity</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 4: Foster development that provides premiere regional destinations.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> Continue to catalyze development projects in strategic opportunity areas such as North Shore, Active Living, and Lakeside Center.</td>
</tr>
<tr>
<td><strong>2.</strong> Continue the implementation of form-based code districts in strategic opportunity areas to provide distinct and notable places in Rowlett.</td>
</tr>
<tr>
<td><strong>3.</strong> Initiate development standards that create connections to and preserve public open space along Lake Ray Hubbard.</td>
</tr>
<tr>
<td><strong>4.</strong> Reference the Future Land Use Plan and Strategic Opportunity Overlay Guides to generate a diverse mix of land uses for entertainment, employment, shopping, and outdoor recreation.</td>
</tr>
<tr>
<td>Goals</td>
</tr>
<tr>
<td>-------</td>
</tr>
</tbody>
</table>
|       | **Goal 5: Provide housing that supports various lifestyles and population demographics within the community.**  
1. Ensure that the City's development standards allow a diverse mixture of housing types and sizes that support seniors, families, and people of all ages and abilities.  
2. Reference the Future Land Use Plan to provide opportunities for mixed-use infill developments in appropriate designated areas.  
3. Encourage residential development that contains housing types with varying price points.  
4. Create and maintain an inventory of housing units to monitor the diversity of the City's residential developments. |            |      |
Appendix I | Public Engagement Summary

From March 7, 2018 through June 22, 2018, a variety of tools were used to gather information from the citizens and stakeholders of the City of Rowlett. This engagement effort resulted in a total of 1,170 respondents. This section provides a summary of the data collected with each public engagement tool.
Overall Observations

Community Vision
Balance Rowlett’s growth with its small town feel to provide a place with diverse and affordable housing, quality restaurants and retail, and major companies; while caring for its existing neighborhoods and maintaining its roads and infrastructure.

Community Challenges/Assets/Opportunity
The three greatest challenges are infrastructure, aging neighborhoods, and traffic circulation.

Rowlett’s three greatest assets are access to major highways, proximity to Lake Ray Hubbard, and small-town feel.

The City’s greatest opportunity is creating lake-oriented destinations.

Quality of Life
The majority of respondents have lived in Rowlett over ten years (62 percent) and are satisfied with the current quality of life in Rowlett (76 percent).

Selection of housing/housing prices, proximity to family, and schools/education were the top three most important reasons respondents moved to Rowlett.

Lake Ray Hubbard and a small-town feel makes Rowlett attractive and most distinguishable from surrounding communities.

Rowlett’s aesthetics and general appearance were considered good.

A place to live and value of services for taxes are most important when considering the quality of life in Rowlett today.
The most important municipal services for the future success of the City are as follows
(1 = most to 21 = least):

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Police/EMS/Fire</td>
</tr>
<tr>
<td>2.</td>
<td>Streets and Sidewalk Maintenance</td>
</tr>
<tr>
<td>3.</td>
<td>Water Services</td>
</tr>
<tr>
<td>4.</td>
<td>Wastewater Services</td>
</tr>
<tr>
<td>5.</td>
<td>Traffic Control</td>
</tr>
<tr>
<td>6.</td>
<td>Drainage/Storm Water Management Services</td>
</tr>
<tr>
<td>7.</td>
<td>Sanitation (Trash/Garbage)</td>
</tr>
<tr>
<td>8.</td>
<td>Parks and Open Space Services</td>
</tr>
<tr>
<td>9.</td>
<td>Planning and Zoning</td>
</tr>
<tr>
<td>10.</td>
<td>Public Information Services</td>
</tr>
<tr>
<td>11.</td>
<td>Code Enforcement</td>
</tr>
<tr>
<td>12.</td>
<td>Recycling Services</td>
</tr>
<tr>
<td>13.</td>
<td>Building Inspection Services</td>
</tr>
<tr>
<td>14.</td>
<td>Economic Development</td>
</tr>
<tr>
<td>15.</td>
<td>Animal Control Services</td>
</tr>
<tr>
<td>16.</td>
<td>Municipal Courts</td>
</tr>
<tr>
<td>17.</td>
<td>Community Center Services</td>
</tr>
<tr>
<td>18.</td>
<td>Library Services</td>
</tr>
<tr>
<td>19.</td>
<td>Senior Programs</td>
</tr>
<tr>
<td>20.</td>
<td>General Administrative Services</td>
</tr>
<tr>
<td>21.</td>
<td>Recreational Programs</td>
</tr>
</tbody>
</table>

**Future Development**
From a citywide perspective, 84 percent of respondents consider single family residential housing appropriate.

From a citywide perspective, 54 percent of respondents consider townhomes appropriate.

From a citywide perspective, 33 percent of respondents consider multi-family residential housing appropriate.

From a citywide perspective, 41 percent of respondents consider mixed-use development appropriate.

Diversity of housing options is important for future growth and development.
Desired commercial development is as follows:

- Retail (20 percent)
- Restaurant (18.5 percent)
- Entertainment (18.5 percent)
- Office (17 percent)
- Personal Service (14 percent)
- Light Industrial (12 percent)

Desired retail development is as follows:

- Boutiques (35 percent)
- Mixed Use (28 percent)
- Big Box Stores (20 percent)
- Strip Shopping Centers (17 percent)

Desired office development is as follows:

- Mid-Size Office (44 percent)
- Corporate Office (34 percent)
- Neighborhood Office (22 percent)

The majority of respondents considered the current visions for the North Shore, Business Beltway, Signature Gateway, Southshore, Active Living, and Lakeside Center Strategic Opportunity Areas appropriate.
HOA and Neighborhood Watch Focus Group Meeting

Overall
On March 20, 2018, the Home Owners Association and Neighborhood Watch focus group meeting was held at the Rowlett Community Centre from 6:30 pm to 8:30 pm. There were 5 people in attendance. The purpose of meeting with this group was to understand the vision and future needs from a homeowner’s perspective.

Visioning Questions
1. What are the biggest shifts that have occurred since 2012 that the Comprehensive Plan and Strategic Plan should address?
   - Transportation (much more accessible)
     - DART
     - President George Bush Turnpike
   - Congestion at 66 and Dalrock- a growth problem, especially Rockwall growth
   - Commercial development has taken off
   - Major market shift for metroplex
     - Toyota
     - State Farm
   - Getting more expensive to live (housing prices up)

2. What are the biggest issues impacting neighborhood quality and vitality?
   - Infrastructure not suitable for “community building”
     - Narrow sidewalks/poor condition
     - Architecture (no front porches)
   - Need for City-sponsored events in community parks
   - Lack of mid-range senior housing choices
   - Aging neighborhoods
     - Housing
     - Infrastructure
   - Owner-occupied units- rental units
   - Lack of City outreach to faith communities for event sponsorship
     - Partnerships with many groups
3. How do we take the City to the next level?
   • Strong essential public services
     i. Public safety
     ii. Public works and utilities
   • Effective service to an aging population
     i. Need for education in prevention
     ii. More programs for seniors
   • Build strong relationships across the community
   • Improve public access to the lake

4. From a municipal services perspective, what are the things Rowlett is doing well that the City should continue?
   • Attract quality commercial development
   • Promote volunteerism
   • Community engagement (grow these groups)
   • Continue recognizing good performance

5. From a municipal services perspective, what are the things Rowlett is not doing that the City should initiate?
   • Think about how we address seniors
   • Evaluate feasibility of senior center
   • Recognize the population is becoming more diverse
   • Preserve access to the lake by the public
   • Preserve open space
   • Develop undeveloped parks
   • Market the City
   • Start thinking bigger with economic development
   • Build community leaders
   • Foster community engagement and communication

6. From a municipal services perspective, what are the things Rowlett is doing that the City should stop?
   • Stop allowing development to monopolize shoreline

7. What will make these planning efforts successful?
   • Obtainable but requires a stretch
• Clarity of goals
• Regular updates
• Progress that is visible and transparent
• Smart goals
• Public input is respected
• Adherence to the plan
Joint Steering Committee Meeting

Overview
On March 21, 2018, the Joint Steering Committee meeting was held in the City Hall Council Chambers from 6:30 pm to 8:30 pm. Meeting attendees included members of the Strategic Plan Steering Committee, members of the Comprehensive Plan Steering Committee, and key staff. The purpose of the meeting was to collect input from this group regarding the vision, future needs, and opportunities in Rowlett.
Polling Results

1. What would you consider the three greatest challenges facing Rowlett today (Choose three)

   - Infrastructure 19%
   - Employment 12%
   - Retail, office, and commercial areas 23%
   - Access to major highways 24%
   - Proximity to Lake Ray Hubbard 27%
   - Small Town feel 21%
   - Access to regional transit system, Dallas Area Rapid Transit 15%
   - Parks 5%
   - Exisiting shopping, entertainment and restaurants 2%

2. What would you consider the three greatest assets for Rowlett (Choose three)

   - Creating walkable, mixed-use style destinations, 21.74%
   - Expanding the park system, 4.35%
   - Strongly Like, 39.13%
   - Like, 48%
   - Neutral, 9%
   - Strongly Dislike, 0%

3. What would you consider Rowlett’s greatest opportunity (Choose one)

   - Corporate employment, 30.43%
   - Other, 0.00%
   - Tourism, 0.00%
   - Regional growth, 21.74%
   - Creating walkable, mixed-use style destinations, 21.74%
   - Expanding the park system, 4.35%

4A. What do you like about living in Rowlett?

   - Is it the Parks?
4B. What do you like about living in Rowlett? Is it the Neighborhoods?

- Strongly Like, 17.39%
- Like, 26.09%
- Neutral, 43.48%
- Dislike, 13.04%
- Strongly Dislike, 0.00%

4C. What do you like about living in Rowlett? Is it Lake Ray Hubbard?

- Strongly Like, 65.22%
- Like, 30.43%
- Neutral, 4.35%
- Dislike, 0.00%
- Strongly Dislike, 0.00%

4D. What do you like about living in Rowlett? Is it the Schools?

- Strongly Like, 43.48%
- Like, 34.78%
- Neutral, 17.39%
- Dislike, 0.00%
- Strongly Dislike, 4.35%

4E. What do you like about living in Rowlett? Is it the Employment?

- Strongly Like, 43.48%
- Like, 4.35%
- Neutral, 26.09%
- Dislike, 52.17%
- Strongly Dislike, 13.04%
4F. What do you like about living in Rowlett? Is it the Shopping?

- Strongly Like, 0.00%
- Like, 0.00%
- Neutral, 30.43%
- Dislike, 47.83%
- Strongly Dislike, 21.74%

5. What demographic group does more housing need to be provided for in Rowlett? (Choose one)

- Families, 13.04%
- Empty Nesters/Seniors, 34.78%
- Young Professionals, 52.17%

6A. Single Family housing type is appropriate for Rowlett?

- Strongly Agree, 52.17%
- Agree, 30.43%
- Neutral, 13.04%
- Disagree, 4.35%
- Strongly Disagree, 0.00%

6B. Townhome housing type is appropriate for Rowlett?

- Strongly Agree, 34.78%
- Agree, 30.43%
- Neutral, 30.43%
- Disagree, 0.00%
- Strongly Disagree, 4.35%
6C. Multi-Family housing type is appropriate for Rowlett?

- Strongly Agree, 4.35%
- Agree, 34.78%
- Neutral, 26.09%
- Disagree, 21.74%
- Strongly Disagree, 13.04%

6D. Mixed-Use housing type is appropriate for Rowlett?

- Strongly Agree, 60.87%
- Agree, 8.70%
- Neutral, 21.74%
- Disagree, 4.35%
- Strongly Disagree, 4.35%

7. What type of commercial development would you like to see in Rowlett? (Choose all that apply)

- Office, 18.56%
- Retail, 19.59%
- Restaurant, 18.56%
- Entertainment, 20.62%
- Personal Services, 10.31%
- Light Industrial, 12.37%

8. What type of retail development would you like to see in Rowlett? (Choose all that apply)

- Mixed Use, 36.54%
- Boutiques, 40.38%
- Strip Shopping Centers, 7.69%
- Big Box Store, 15.38%
9. What type of office development would you like to see in Rowlett? (Choose all that apply)

- Corporate Office, 50.00%
- Mid-Size Office, 40.91%
- Neighborhood Office, 9.09%

10. What elements would help define the character for Rowlett? (Choose all that apply)

- Signage, 8.05%
- Streetscaping, 22.99%
- Public Art, 9.20%
- Neighborhood Identification, 10.34%
- Unique Architectural Design, 19.54%
- Integration of Historic Landmarks, 10.34%
- Lake Ray Hubbard, 19.54%

11. How important is having connectivity and walkability in your neighborhood and in the City? (Choose one)

- Very Important, 52.17%
- Important, 13.04%
- Somewhat Important, 17.39%
- Somewhat Unimportant, 13.04%
- Not at All Important, 4.35%
12A. Thinking about the future needs of the City of Rowlett, rate the level of importance of focusing on the delivery of essential city services such as police, fire, emergency medical services, streets, drainage, and water utilities.

12B. Thinking about the future needs of the City of Rowlett, rate the level of importance of assuring the orderly growth and development of the community such as planning, zoning, inspection, and code enforcement.
12C. Thinking about the future needs of the City of Rowlett, rate the level of importance of attracting and retaining tax-generating retail, commercial, and industrial development to the city.

Very Important, 78.26%
Important, 17.39%
Somewhat Important, 4.35%
Somewhat Unimportant, 0.00%
Not at All Important, 0.00%

12D. Thinking about the future needs of the City of Rowlett, rate the level of importance of providing high-quality public amenities such as parks and open space, library, community center, recreation and athletic facilities.

Very Important, 60.87%
Important, 26.09%
Somewhat Important, 8.70%
Somewhat Unimportant, 4.35%
Not at All Important, 0.00%
12E. Thinking about the future needs of the City of Rowlett, rate the level of importance of managing the City to high levels of efficiency and cost effectiveness.
Additional Feedback from Polling Questions

1. Question 4B- What do you like about living in Rowlett? Is it the neighborhoods? - feedback from those that felt neutral:
   - Not easy to get excited about “every 4th house the same”
   - Neighborhoods are about “belonging”
     i. Not all neighborhoods offer this
   - Homestead an example of an exciting neighborhood with form-based code, traditional neighborhood design
   - Many older neighborhoods
   - Over-correction on Masonite siding
     i. Need code that supports diversity

2. Question 4E- What do you like about living in Rowlett? Is it the employment? - feedback from those that disliked:
   - Need more corporate/professional jobs

3. Question 4F- What do you like about living in Rowlett? Is it the shopping? - feedback from those that disliked:
   - Lack of specialty retail
   - Lack of quality restaurants
   - We have to balance density required vs. small-town feel
     i. Lack of lunch business

4. Question 6A-D- The following housing type is appropriate for Rowlett- Single Family (A), Townhome (B), Multi-Family (C), Mixed-Use (D)- general feedback:
   - Need good, affordable housing
   - Consider millennial generation
   - Consensus needed for mixed-use development
Faith and Non-Profit Community Focus Group Meeting

Overview
On March 21, 2018, the Faith and Non-Profit Community focus group meeting was held in the City Hall Council Chambers from 9:00 am to 11:00 am. There were 15 people in attendance. The purpose of meeting with this group was to understand the vision and future needs from a community service perspective.

Visioning Questions
1. What are the biggest shifts that have occurred since 2012 that the Comprehensive Plan and Strategic Plan should address?
   - Business development increasing
   - Continued residential development
   - Active senior communities
   - Tornado recovery redevelopment
   - Park of the Metro growth
   - President George Bush Turnpike influence
   - DART
   - Low income senior housing and workforce housing projects on the way
   - Young families

2. What are some of the greatest needs of the community that you feel the City could better support?
   - Safe sidewalks
     i. Availability
     ii. Condition
   - Multi-modal transportation options
   - Road conditions
   - Activities/programs for youth
     i. “Places to go”
   - Defined Rowlett identity
   - Low/moderate workforce and senior housing
   - Police staffing
   - More commerce- “Draws to the City”
Appendix I | Public Engagement Summary

i. Corporate-industrial
ii. Build the tax base - non-residential

3. How do we take the City to the next level?
   • Improved infrastructure
   • Public amenities
      i. Dog park
      ii. Parks & rec programs
   • Things that will keep people local
   • Re-brand Rowlett as a place to live, work, & play
      i. Arts district (as an example)
   • Leverage the proximity to the lake
   • Update the website
   • Bike trails
   • City-wide multi-modal connectivity
   • Improved public access to the lake
      i. Boating & fishing
      ii. Bike trail
   • Trails connected to destinations

4. From a municipal service perspective, what are the things Rowlett is doing well that the City should continue?
   • Strengthen library services, community communication, animal services
   • Experienced public works department
   • Prioritizing Police and Fire
   • Expand partnerships with faith/non-profit orgs
   • Supporting expanding churches in their local service
   • Intermingling religious and municipal actions during City meetings

5. From a municipal services perspective, what are the things Rowlett is not doing that the City should initiate?
   • Promote Downtown
   • Arts & cultural events/activities
• Promote local business/buy local
• More rigorous cleanup effort (reduce trash)
• Restrict or reduce plastic bag use
• Wayfinding signage program
• More/better partnership & collaboration with the not-for-profit community
• Create a process or venue to “unite” the faith and not-for-profits in service
• Embrace forward thinking ideas

6. From a municipal services perspective, what are the things Rowlett is doing that the City should stop?
   • Intermingling religious and municipal actions during City meetings

7. What will make these planning efforts successful?
   • Compelling, memorable brand
     i. Look
     ii. Language
   • Gain buy-in and understanding
     i. Multi-channel communication
   • Target/feature and aspect of the plan in regular communications
Senior Focus Group Meeting

Overview

On March 21, 2018, the Senior focus group meeting was held in the City Hall Council Chambers from 2:00 pm to 4:00 pm. There were 35 people in attendance. The purpose of meeting with this group was to understand the senior community’s vision and future needs.
1. How long have you lived in Rowlett?

- I do not live in the City of Rowlett, 2.70%
- 0 to 5 years, 2.70%
- 5 to 10 years, 13.51%
- 10 to 20 years, 16.22%
- Over 20 years, 64.86%

2. What is the most important reason you decided to live in Rowlett (Choose one)

- I was born or raised in Rowlett, 0.00%
- Selection of housing/housing prices, 41.67%
- Proximity to job opportunities, 8.33%
- Distance to Dallas/Fort Worth, 2.78%
- Parks, 0.00%
- Schools/education, 0.00%
- Proximity to Lake Ray Hubbard, 8.33%
- Other, 38.89%

3A. What do you like about living in Rowlett? Is it the Parks?

- Strongly Like, 22.22%
- Like, 41.67%
- Neutral, 33.33%
- Dislike, 2.78%
- Strongly Dislike, 0.00%

3B. What do you like about living in Rowlett? Is it the Neighborhoods?

- Strongly Like, 38.89%
- Like, 36.11%
- Neutral, 19.44%
- Dislike, 5.56%
- Strongly Dislike, 0.00%
3C. What do you like about living in Rowlett? Is it Lake Ray Hubbard?
Like, 29.73%
Neutral, 27.03%
Strongly Like, 43.24%
Dislike, 0.00%
3D. What do you like about living in Rowlett? Is it the Schools?
Neutral, 52.78%
Like, 27.78%
Strongly Like, 19.44%
Dislike, 0.00%
3E. What do you like about living in Rowlett? Is it the Employment?
Dislike, 45.71%
Neutral, 51.43%
Like, 2.86%
Strongly Like, 0.00%
Strongly Dislike, 0.00%
3F. What do you like about living in Rowlett? Is it the Shopping?
Dislike, 47.22%
Neutral, 30.56%
Like, 8.33%
Strongly Like, 13.89%
Strongly Dislike, 0.00%
4. What demographic group does housing need to be provided for in Rowlett? (Choose one)

- Families, 16.67%
- Empty Nesters, 61.11%
- Young Professionals, 22.22%

5A. Single Family housing type is appropriate for Rowlett?

- Strongly Agree, 55.56%
- Agree, 25.00%
- Neutral, 8.33%
- Disagree, 8.33%
- Strongly Disagree, 2.78%

5B. Townhome housing type is appropriate for Rowlett?

- Strongly Agree, 19.44%
- Agree, 22.22%
- Neutral, 30.56%
- Disagree, 13.89%
- Strongly Disagree, 13.89%

5C. Multi-Family housing type is appropriate for Rowlett?

- Strongly Agree, 11.43%
- Agree, 20.00%
- Neutral, 11.43%
- Disagree, 25.71%
- Strongly Disagree, 31.43%
5D. Mixed-Use housing type is appropriate for Rowlett?

- Strongly Agree, 22.86%
- Agree, 17.14%
- Neutral, 17.14%
- Disagree, 14.29%
- Strongly Disagree, 28.57%

6. What type of commercial development would you like to see in Rowlett? (Choose all that apply)

- Office, 15.33%
- Retail, 23.36%
- Restaurant, 18.25%
- Entertainment, 16.79%
- Personal Services, 13.87%
- Light Industrial, 12.41%

7. What type of retail development would you like to see in Rowlett? (Choose all that apply)

- Big Box Store, 24.42%
- Strip Shopping Centers, 23.26%
- Boutiques, 29.07%
- Mixed Use, 23.26%

8. What type of office development would you like to see in Rowlett? (Choose all that apply)

- Mid-Size Office, 40.30%
- Neighborhood Office, 26.87%
- Corporate Office, 32.84%
9. What elements would help define the character for Rowlett? (Choose all that apply)

- Signage, 12.82%
- Streetscaping, 17.09%
- Public Art, 11.11%
- Neighborhood Identification, 13.68%
- Unique Architectural Design, 14.53%
- Integration of Historic Landmarks, 12.82%
- Lake Ray Hubbard, 17.95%

10. How important is having connectivity and walkability in your neighborhood and in the City? (Choose one)

- Very Important, 40.54%
- Important, 21.62%
- Somewhat Important, 24.32%
- Somewhat Unimportant, 5.41%
- Not at All Important, 8.11%

11A. Thinking about the future needs of the City of Rowlett, rate the level of importance of focusing on the delivery of essential city services such as police, fire, emergency medical services, streets, drainage, and water utilities.

- Very Important, 91.43%
- Important, 8.57%
- Not at All Important, 0.00%
- Somewhat Important, 2.86%
- Somewhat Unimportant, 2.86%

11B. Thinking about the future needs of the City of Rowlett, rate the level of importance of assuring the orderly growth and development of the community such as planning, zoning, inspection, and code enforcement.

- Very Important, 80.00%
- Important, 14.29%
- Not at All Important, 0.00%
- Somewhat Important, 2.86%
- Somewhat Unimportant, 2.86%
11C. Thinking about the future needs of the City of Rowlett, rate the level of importance of attracting and retaining tax-generating retail, commercial and industrial development to the City.

11D. Thinking about the future needs of the City of Rowlett, rate the level of importance of providing high-quality public amenities such as parks and open space, library, community center, recreation and athletic facilities.

11E. Thinking about the future needs of the City of Rowlett, rate the level of importance of managing the City to high levels of efficiency and cost effectiveness.

12. What is the ONE thing that will make these planning efforts successful? (Choose one)
Additional Feedback from Polling Questions

1. Question 2- What is the most important reason you decided to live in Rowlett- feedback for other reasons:
   - Proximity to family
   - Proximity to friends
   - Quiet community
   - Low crime rate
   - Small town
   - No public transportation

2. Question 3B- What do you like about living in Rowlett? Is it the neighborhoods?- feedback from those that disliked:
   - Turnover to rental units vs owner occupied

3. Question 3D- What do you like about living in Rowlett? Is it the schools?- feedback from those that disliked:
   - Note that there are multiple districts

4. Question 3E- What do you like about living in Rowlett? Is it the employment?- feedback from those that disliked:
   - Not enough professional opportunity
   - Preference for bedroom community

5. Question 3F- What do you like about living in Rowlett? Is it the shopping?- feedback from those that disliked:
   - Lack of shopping choices
   - Lack of quality diversity of retail

6. Question 6- What type of Commercial development would you live to see in Rowlett- general feedback:
   - Some prefer none
Discussion Questions

1. What are the biggest shifts that have occurred since 2012 that the Comprehensive Plan and Strategic Plan should address?
   - The “Bayside Juggernaut”
   - Need more specific zoning
   - “Shady practices” in City’s use of funds- lack of transparency
   - Changing housing needs
     i. Workforce housing
     ii. Affordability
   - More apartments
   - Roadway expansions
   - More seniors & workforce housing
     i. Need for varied housing choices
   - Traffic congestion
   - Commercial development
   - TOD opportunity
   - Decaying infrastructure
   - Need to prioritize bond spending
   - Need for more citizen impact on growth decisions

2. What services/types of development would better enhance seniors’ ability to age in place?
   - Improve code enforcement
   - Lack of affordable senior housing when downsizing
   - Better connections to DART
   - More parking at DART
   - More police service citywide
   - Expanded services to seniors
     i. Facilities
     ii. On-demand transit
     iii. Meals on wheels
     iv. Partnerships in service delivery
   - Create a clearing house of information for seniors
   - Need for bike trails/lanes
• Senior care services availability
• Senior lunch program like City of Mesquite
• “Seniors Helping Seniors” – create a network of seniors
• Create bike lanes from unused sidewalks
• Help youth employment
• Traffic lights/crosswalks

3. How do we take the City to the next level?
• Good management
• Increase the tax base
• Technology investment
  i. Solar energy/wind
  ii. 5G internet
  iii. Create a municipal utility
  iv. Partner with tech industry
• Improved communication with public

4. From a municipal services perspective, what are the things Rowlett is doing well that the City should continue?
• Transparency
  i. City academy
  ii. Police academy
• Ability to communicate to City
• Level of service for Police, Fire, EMS
• Diligent City management
• Support various boards & commissions

5. From a municipal services perspective, what are the things Rowlett is not doing that the City should initiate?
• Create more opportunities for volunteerism
• Strengthen code enforcement
• Coordinate volunteers
• Community social service office (youth, seniors)
• More Town Hall meetings (with elected officials)

6. From a municipal services perspective, what are the things Rowlett is doing that the City should stop?
   • Liquor stores
Community Meeting #1

Overview
On March 22, 2018, the first of two Community Meetings was held at the Rowlett Community Centre from 6:00 pm to 8:00 pm. There were 52 people in attendance. The meeting was also viewed on Facebook Live. The purpose of the community meeting was to collect community-wide input on the vision and future needs of Rowlett.
1. How long have you lived in Rowlett?

- Over 20 years, 33.33%
- 0 to 5 years, 19.05%
- 5 to 10 years, 14.29%
- 10 to 20 years, 28.57%
- I do not live in the City of Rowlett, 4.76%

2. What is the most important reason you decided to live in Rowlett? (Choose one)

- I was born or raised in Rowlett, 0.00%
- Selection of housing/housing prices, 40.48%
- Proximity to job opportunities, 11.90%
- Distance to Dallas/Fort Worth, 9.52%
- Proximity to Lake Ray Hubbard, 2.38%
- Schools/education, 9.52%
- Other, 26.19%

3A. What do you like about living in Rowlett? Is it the Parks?

- Like, 45.24%
- Neutral, 19.05%
- Strongly Like, 26.19%
- Dislike, 2.38%
- Strongly Dislike, 7.14%

3B. What do you like about living in Rowlett? Is it the Neighborhoods?

- Like, 51.16%
- Neutral, 13.95%
- Strongly Like, 27.91%
- Dislike, 6.98%
- Strongly Dislike, 0.00%
3C. What do you like about living in Rowlett?
Is it Lake Ray Hubbard?

- Strongly Like: 44.19%
- Like: 30.23%
- Neutral: 25.58%
- Dislike: 0.00%
- Strongly Dislike: 0.00%

3D. What do you like about living in Rowlett?
Is it the Schools?

- Strongly Like: 11.63%
- Like: 27.91%
- Neutral: 55.81%
- Dislike: 2.33%
- Strongly Dislike: 2.33%

3E. What do you like about living in Rowlett?
Is it the Employment?

- Strongly Like: 9.30%
- Like: 32.56%
- Neutral: 18.60%
- Dislike: 32.56%
- Strongly Dislike: 6.98%

3F. What do you like about living in Rowlett?
Is it the Shopping?

- Strongly Like: 9.30%
- Like: 32.56%
- Neutral: 18.60%
- Dislike: 32.56%
4. What demographic group does additional housing need to be provided for in Rowlett? (Choose one)

- Families, 40.48%
- Empty Nesters/Seniors, 30.95%
- Young Professionals, 28.57%

5A. Single Family housing type is appropriate for Rowlett.

- Strongly Agree, 68.18%
- Agree, 27.27%
- Neutral, 2.27%
- Disagree, 2.27%
- Strongly Disagree, 0.00%

5B. Townhome housing type is appropriate for Rowlett.

- Strongly Agree, 18.60%
- Agree, 34.88%
- Disagree, 18.60%
- Neutral, 20.93%

5C. Multi-Family housing type is appropriate for Rowlett.

- Strongly Agree, 13.64%
- Agree, 18.18%
- Disagree, 31.82%
- Neutral, 9.09%
5D. Mixed-Use housing type is appropriate for Rowlett.

- Strongly Disagree, 28.89%
- Strongly Agree, 13.33%
- Agree, 20.00%
- Disagree, 13.33%
- Neutral, 24.44%

6. What type of commercial development would you like to see in Rowlett? (Choose all that apply)

- Office, 16.76%
- Retail, 17.32%
- Personal Services, 16.76%
- Entertainment, 18.44%
- Light Industrial, 12.29%

7. What type of retail development would you like to see in Rowlett? (Choose all that apply)

- Boutiques, 32.99%
- Strip Shopping Centers, 20.62%
- Big Box Store, 19.59%
- Mixed Use, 26.80%

8. What type of office development would you like to see in Rowlett? (Choose all that apply)

- Mid-Size Office, 45.45%
- Neighborhood Office, 28.57%
- Corporate Office, 25.97%
9. What elements would help define the character for Rowlett? (Choose all that apply)

- Parks, 13.41%
- Signage, 8.38%
- Streetscaping, 15.08%
- Public Art, 8.38%
- Neighborhood Identification, 10.06%
- Unique Architectural Design, 11.17%
- Integration of Historic Landmarks, 11.73%
- Lake Ray Hubbard, 21.79%

10. How important is having connectivity and walkability in your neighborhood and in the City? (Choose one)

- Not at All Important, 4.26%
- Somewhat Unimportant, 4.26%
- Somewhat Important, 14.89%
- Important, 11.06%
- Very Important, 70.21%

11A. Thinking about the future needs of the City of Rowlett, rate the level of importance of focusing on the delivery of essential city services such as police, fire, emergency medical services, streets, drainage, and water utilities.

- Somewhat Important, 2.17%
- Somewhat Unimportant, 0.00%
- Important, 4.35%
- Not at All Important, 0.00%
- Very Important, 93.48%

11B. Thinking about the future needs of the City of Rowlett, rate the level of importance of assuring the orderly growth and development of the community such as planning, zoning, inspection, and code enforcement.

- Somewhat Important, 9.09%
- Somewhat Unimportant, 0.00%
- Important, 34.09%
- Not at All Important, 4.55%
- Very Important, 52.27%
11C. Thinking about the future needs of the City of Rowlett, rate the level of importance of attracting and retaining tax-generating retail, commercial and industrial development to the City.

11D. Thinking about the future needs of the City of Rowlett, rate the level of importance of providing high-quality public amenities such as parks and open space, library, community center, recreation and athletic facilities.

11E. Thinking about the future needs of the City of Rowlett, rate the level of importance of managing the City to high levels of efficiency and cost effectiveness.
12. Thinking about the future needs of the City of Rowlett, which of the following is most important? (Choose one)

- Focus on the delivery of essential city services such as police, fire, emergency medical services, streets, drainage, and water utilities, 46.67%
- Manage the City to high levels of efficiency and cost-effectiveness, 11.11%
- Provide high-quality public amenities such as parks and open space, library, community center, recreation and athletic facilities, 6.67%
- Attract and retain tax-generating retail, commercial and industrial development to the City, 28.89%
- Assure the orderly growth and development of the community such as planning, zoning, inspection, and code enforcement, 6.67%

13. What is the ONE thing that will make these planning efforts successful? (Choose one)

- Establish a unified vision for the community, 12.20%
- Good Action Plans for Implementation, 17.07%
- Education of Comprehensive and Strategic Planning, 9.76%
- Support of recommendations from City leadership, 4.88%
- Realistic plans built on the community’s unified vision, 56.10%
Participants were asked to write in their comments on the thing that makes Rowlett special, including characteristics, places, and spaces that set Rowlett apart from the surrounding communities. The following are responses from this board:

- Its sense of community/family-friendly (12)
- Small town feel (8)
• City Services (Police/Fire/Ambulance/Public Emergency Services/City Management) (8)
• The lake (6)
• The nature areas/parks (4)
• Convenient location/access to larger cities (3)
• Housing prices
• Possibilities
• Working for the City
• High-quality single-family neighborhoods
• Fishing
• Safety

**Rowlett is Missing Board**

Participants were asked to write in their comments on what they felt was missing in Rowlett and what would make Rowlett a better city. The following are responses from this board:

• More lake access for each and all users (fishing from bank, fishing from boat, swimming, kayaking, recreational lake sports) and parks at lake (8)
• More restaurants (on HWY 66) (7)
• Better roads/signals, alleys (6)
• Entertainment/Movie Theater (5)
• Walkability/Sidewalks (4)
• Bike Trails/Paths (3)
• More parks/wildlife space (3)
• Shopping (2)
• Limit apartments (2)
• Make downtown (Rowlett Rd to Circle) pedestrian friendly with shuttle to parking and buses, and wider sidewalks (2)
• Dedicated pickleball courts (2)
• Arts/Performing Arts Center (2)
• Outdoor amenity/event focus (farmers market, fishing tournaments, rec sports festivals) (2)
• Better access to the DART and more things to do near the DART/DART on call for entire City (2)
• Its own school district/more middle & elementary schools (2)
• Organize the shopping instead of shops all over town- need a town center
• Big shopping- Marshalls, JC Penny
• A lagoon
• Skate park
• Senior living
• Thoroughfare aesthetics
• Municipal codes to be easier to read through City website
• Bigger library
• More diverse housing choices (including apartments, zero lot line, senior living, etc.)
• Senior wing at the Community Center
• Wi-Fi for the City
• Water treatment plant to handle all the new growth
• Do not depend on Garland Indoor pool- even if it’s just a cover over a pool at wet zone
• Fix Chiesa Rd between Dalrock & Miller

**Business Beltway Land Use Board**

Participants were asked to put stickers on the board to identify different land uses that they felt were appropriate for this Strategic Opportunity Area. The following land uses were selected as appropriate for the Business Beltway strategic opportunity area:

• Commercial/Retail (20)
• Mixed-Use (7)
• Office (7)
• Multi-Family (4)
• Parks & Open Space (4)

**Signature Gateway Land Use Board**

Participants were asked to put stickers on the board to identify different land uses that they felt were appropriate for this Strategic Opportunity Area. The following land uses were selected as appropriate for the Signature Gateway strategic opportunity area:

• Parks & Open Space (27)
• Commercial/Retail (16)
• Mixed-Use (9)
• Single-Family Residential (8)
• Multi-Family Residential (5)

**Southshore Land Use Board**

Participants were asked to put stickers on the board to identify different land uses that they felt were appropriate for this Strategic Opportunity Area. The following land uses were selected as appropriate for the Southshore strategic opportunity area:

• Office (13)
• Commercial (13)
• Mixed-Use (11)
• Parks & Open Space (5)
• Multi-Family Residential (4)
• Single-Family Residential (1)

**North Shore Land Use Board**

Participants were asked to put stickers on the board to identify different land uses that they felt were appropriate for this Strategic Opportunity Area. The following land uses were selected as appropriate for the North Shore strategic opportunity area:

• Office (20)
• Commercial (13)
• Single-Family Residential (14)
• Multi-Family Residential (13)
• Parks & Open Space (11)
• Mixed-Use (7)

**Active Living Land Use Board**

Participants were asked to put stickers on the board to identify different land uses that they felt were appropriate for this Strategic Opportunity Area. The following land uses were selected as appropriate for the Active Living strategic opportunity area:

• Parks & Open Space (17)
Lakeside Center Land Use Board

Participants were asked to put stickers on the board to identify different land uses that they felt were appropriate for this Strategic Opportunity Area. The following land uses were selected as appropriate for the Lakeside strategic opportunity area:

- Parks & Open Space (61)
- Commercial (12)
- Single-Family Residential (7)
- Multi-Family Residential (7)
- Office (5)
- Mixed-Use (4)

Connectivity & Circulation Board

On this board, participants were asked to place stickers on the board at locations that they believed are sources of accidents congestion and/or cut-through traffic; locations that are pedestrian-friendly and enjoyable places to walk; and locations where participants would like to be safer and/or pedestrian-oriented.

The following were identified as places of accidents, congestion, & cut-through traffic

- Princeton Road & Liberty Grove Road
- Liberty Grove Road & Chiesa Road
- George Bush Turnpike & Liberty Grove Road
- Flooding at Dexham & Castle
- Hickox Rd & Rowlett Rd
- Hwy 66 & Rowlett Rd
• Hwy 66 & Main St
• Hwy 66 & George Bush Turnpike
• Hwy 66 Bridge
• Hwy 66 & Dalrock Rd
• Miller Rd & Dexham Rd
• Miller Rd & Rowlett Rd
• Miller Rd & George Bush Turnpike
• Miller Rd Bridge
• Chiesa Rd & Dalrock Rd
• Dalrock Rd & Navigation Dr
• George Bush Turnpike & Miller Heights Dr
• George Bush Turnpike at Rowlett High School

**The following were identified as places that are currently pedestrian-friendly/enjoyable to walk**

• St Andrews Ln/Rowlett Community Park
• Waterview Golf Club
• Pecan Grove Park
• Westview Dr & Skyline Dr
• Main St East of Rowlett Rd
• Rowlett Rd between Main St and Hwy 66
• Hwy 66 between Dexham and Rowlett Rd
• Katy Railroad park
• University Drive at Highmeadow Dr
• University Drive at Vanderbilt
• Rowlett Nature Trail parallel to Indian Trail
• Park east of George Bush Turnpike at Lake Ray Hubbard

**The following locations were identified as places that are desired to be safer/peDESTRIAN-FRIENDLY**

• Castle Rd & Rowlett Rd
• Hickox Rd & Castle Dr/Dexham Rd
• Rowlett Creek Preserve
• Rowlett Rd & Hwy 66
• Hwy 66 & George Bush Turnpike
• Hwy 66 Bridge
• Hwy 66 & Scenic Dr
• Rowlett High School
• Main St between traffic circle and George Bush Turnpike
• Rowlett Nature Trail north of Miller Rd
• Miller Rd bridge
• Park/waterfront where George Bush Turnpike meets Lake Ray Hubbard

**Pick 3 City Services Board**

On this board, participants were asked to select the three City services that they felt are the most important in Rowlett. Below is a summary of how many participants selected each City service:

• Police Services (15)
• Parks & Open Space Services (13)
• Fire Services (12)
• Streets & Sidewalk Maintenance Services (11)
• Emergency Medical Services (10)
• Senior Programs (8)
• Traffic Control (7)
• Water Services (6)
• Planning and Zoning Services (6)
• Library Services (6)
• Drainage/Storm water Management Services (5)
• Economic Development Services (5)
• Code Enforcement (4)
• Wastewater Services (4)
• Sanitation (trash/garbage) Services (3)
• Community Center Services (3)
• Recycling Services (2)
• Animal Control Services (2)
Appendix I | Public Engagement Summary

City Services-Stop-Start-Continue Board

On this board, participants were asked to consider their long-term vision for the community and remark on what the City should stop doing (things the City does today that should not be done), start doing (things that the City does not do today that it should be doing), and continue doing (things the City is doing well that should be retained).

Stop Doing

- Stop building apartments (3)
- Stop relying on Internet-Mail the citizens when changes are being made or when input is needed (2)
- Stop charging people on their water bills/stop pavement repair fees to water bill (2)
- Stop building those little monoliths like at Dalrock & Miller. They do nothing but obscure oncoming traffic. Save the money.
- Stop forcing homes with septic that is fine to go to City sewer when sold
- Stop weird exteriors on businesses- fine tune planning and zoning
- Stop demanding HOAs
- Stop the nail salons, liquor stores & fast food joints
- Stop patching holes in roads

Start Doing

- Start cleaning up the lake and creeks (5)
- Start focusing on the aging population/senior housing/senior amenities/Senior services (4)
- Start allowing workforce housing (3)
- Start zoning for tiny houses (2)
- Start fixing more streets (2)
- Start working on thoroughfare aesthetics/Start cleaning up the flower beds in the medians (2)
• Start consulting with citizens before taking action (e.g. Dog Park)/Start sending residents within a 2-mile radius of the proposed changes a notice (2)
• Start building a bigger library
• Start cleaning up the traffic (especially at Rowlett & 66 Intersection)
• Start cleaning up Rowlett in general
• Start to find different ways to be more eco-friendly and reduce the City’s carbon footprint
• Start saving our Pecan Grove Park
• Start sidewalk installation and maintenance
• Redo contract with NTMUUD
• Start attracting business to DART area, Dalrock, and near parts of George Bush Turnpike corridor
• Replace, not repair, streets (Chiesa)
• Start widening access in areas of new developments

**CONTINUE DOING**

• Continue engaging citizens (4)
• Continue taking care of the citizens after the tornado
• Continue with code enforcements (yards, fences, etc.)
• Continue looking out for citizens
• Continue hiring more staff
• Continue online presence and newsletters
• Continue improving parks and recreation facilities
• Continue to bring in businesses
• Continue community programs
• Continue to develop and make downtown beautiful
Community Meeting #2

Overview
On April 12, 2018, a second Community Meeting was held at the Rowlett Community Centre from 6:00 pm to 8:00 pm. There were 44 people in attendance. The meeting was also viewed on Facebook Live. The purpose of the community meeting was to collect community-wide input on the vision and future needs of Rowlett.
Polling Results

1. How long have you lived in Rowlett?
   - I do not live in the City of Rowlett, 7.69%
   - 0 to 5 years, 17.95%
   - 5 to 10 years, 7.69%
   - 10 to 20 years, 23.08%
   - Over 20 years, 43.59%

2. What is the most important reason you decided to live in Rowlett? (Choose one)
   - I was born or raised in Rowlett, 0.00%
   - Proximity to family, 13.16%
   - Schools/education, 7.89%
   - Proximity to Lake Ray Hubbard, 7.89%
   - Parks, 2.63%
   - Distance to Dallas/Fort Worth, 7.89%
   - Proximity to job opportunities, 7.89%
   - Selection of housing/housing prices, 52.63%

3A. What do you like about living in Rowlett?
   Is it the Parks?
   - Like, 35.90%
   - Strongly Like, 20.51%
   - Neutral, 33.33%
   - Dislike, 2.56%
   - Strongly Dislike, 7.69%

3B. What do you like about living in Rowlett?
   Is it the Neighborhoods?
   - Like, 52.63%
   - Strongly Like, 26.32%
   - Neutral, 21.05%
   - Dislike, 0.00%
   - Strongly Dislike, 0.00%
3C. What do you like about living in Rowlett? 
Is it Lake Ray Hubbard?

Strongly Like, 26.32%  
Like, 39.47%  
Neutral, 34.21%  
Dislike, 0.00%  
Strongly Dislike, 0.00%

3D. What do you like about living in Rowlett? 
Is it the Schools?

Strongly Like, 17.95%  
Like, 38.46%  
Neutral, 43.59%  
Dislike, 0.00%  
Strongly Dislike, 0.00%

3E. What do you like about living in Rowlett? 
Is it the Employment Opportunities?

Strongly Like, 2.70%  
Like, 10.81%  
Dislike, 21.62%  
Neutral, 51.35%  
Strongly Dislike, 13.51%

3F. What do you like about living in Rowlett? 
Is it the Shopping Opportunities?

Strongly Like, 2.70%  
Like, 24.32%  
Dislike, 18.92%  
Neutral, 45.95%  
Strongly Dislike, 8.11%
4. What demographic group does additional housing need to be provided for in Rowlett? (Choose one)

- Families, 25.64%
- Young Professionals, 53.85%
- Empty Nesters/Seniors, 20.51%

5A. Single Family housing type is appropriate for Rowlett.

- Strongly Agree, 47.37%
- Agree, 26.32%
- Neutral, 13.16%
- Disagree, 13.16%
- Strongly Disagree, 0.00%

5B. Townhome housing type is appropriate for Rowlett.

- Strongly Agree, 18.92%
- Agree, 40.54%
- Neutral, 29.73%
- Disagree, 5.41%
- Strongly Disagree, 5.41%

5C. Multi-Family housing type is appropriate for Rowlett.

- Strongly Agree, 17.50%
- Agree, 15.00%
- Neutral, 17.50%
- Disagree, 20.00%
Appendix I | Public Engagement Summary

5D. **Mixed-Use** housing type is appropriate for Rowlett.

- **Strongly Agree**: 30.77%
- **Agree**: 20.51%
- **Neutral**: 15.38%
- **Disagree**: 10.26%
- **Strongly Disagree**: 7.69%

6A. **Retail** commercial development would be appropriate for Rowlett.

- **Strongly Agree**: 38.46%
- **Agree**: 33.33%
- **Neutral**: 21.62%
- **Disagree**: 7.50%
- **Strongly Disagree**: 0.00%

6B. **Restaurant** commercial development would be appropriate for Rowlett.

- **Strongly Agree**: 35.14%
- **Agree**: 43.24%
- **Neutral**: 22.50%
- **Disagree**: 0.00%
- **Strongly Disagree**: 0.00%

6C. **Entertainment** commercial development would be appropriate for Rowlett.

- **Strongly Agree**: 25.00%
- **Agree**: 45.00%
- **Neutral**: 22.50%
- **Disagree**: 7.50%
- **Strongly Disagree**: 0.00%
6D. Personal Services commercial development would be appropriate for Rowlett.

- Strongly Agree, 8.11%
- Agree, 37.84%
- Neutral, 32.43%
- Disagree, 18.92%
- Strongly Disagree, 2.70%

6E. Light Industrial commercial development would be appropriate for Rowlett.

- Strongly Agree, 25.00%
- Agree, 35.00%
- Neutral, 20.00%
- Disagree, 10.00%
- Strongly Disagree, 10.00%

7A. What type of Retail development would you like to see in Rowlett? (Choose all that apply)

- Boutiques, 77.78%
- Strip Shopping Centers, 22.22%

7B. What type of Retail development would you like to see in Rowlett? (Choose all that apply)

- Mixed Use, 58.14%
- Big Box Store, 41.86%
8. What type of **Office** development would you like to see in Rowlett? (Choose all that apply)

- Corporate Office, 32.88%
- Mid-Size Office, 47.95%
- Neighborhood Office, 19.18%

9. What elements would help define the character for Rowlett? (Choose all that apply)

- Signage, 8.39%
- Streetscaping, 13.55%
- Parks, 16.77%
- Lake Ray Hubbard, 18.71%
- Public Art, 8.39%
- Neighborhood Identification, 7.10%
- Integration of Historic Landmarks, 12.26%
- Unique Architectural Design, 14.84%

10. How important is having connectivity and walkability in your neighborhood and in the City?

- Very Important, 62.50%
- Important, 22.50%
- Somewhat Important, 2.50%
- Somewhat Unimportant, 0.00%
- Not at All Important, 12.50%

11A. Thinking about the future needs of the City of Rowlett, rate the level of importance of focusing on the delivery of essential city services such as police, fire, emergency medical services, streets, drainage, and water utilities.

- Very Important, 87.80%
- Important, 9.76%
- Somewhat Important, 2.44%
- Not at All Important, 0.00%
- Somewhat Unimportant, 0.00%
11B. Thinking about the future needs of the City of Rowlett, rate the level of importance of assuring the orderly growth and development of the community such as planning, zoning, inspection, and code enforcement.

11C. Thinking about the future needs of the City of Rowlett, rate the level of importance of attracting and retaining tax-generating retail, commercial and industrial development to the City.

11D. Thinking about the future needs of the City of Rowlett, rate the level of importance of providing high-quality public amenities such as parks and open space, library, community center, recreation and athletic facilities.
11E. Thinking about the future needs of the City of Rowlett, rate the level of importance of managing the City to high levels of efficiency and cost-effectiveness.
12. Thinking about the future needs of the City of Rowlett, which of the following is most important? (Choose one)

- Focus on the delivery of essential city services such as police, fire, emergency medical services, streets, drainage, and water utilities. (40.00%)
- Provide high-quality public amenities such as parks and open space, library, community center, recreation and athletic facilities. (10.00%)
- Manage the City to high levels of efficiency and cost-effectiveness. (12.50%)
- Assure the orderly growth and development of the community such as planning, zoning, inspection, and code enforcement. (17.50%)
- Attract and retain tax-generating retail, commercial and industrial development to the City. (20.00%)
13. What is the **ONE** thing that will make these planning efforts successful? (Choose one)

- Establish a unified vision for the community, 5.00%
- Realistic plans built on the communities unified vision, 57.50%
- Good Action Plans for Implementation, 22.50%
- Education of Comprehensive and Strategic Planning, 10.00%
- Support of recommendations from City leadership, 5.00%
Additional Feedback from Polling Questions

1. Question 3D - What do you like about living in Rowlett? Is it the schools? - feedback from those that were neutral or disliked:
   - Neutral was selected for those that like certain districts but do not like others
   - No children in school

2. Question 3E - What do you like about living in Rowlett? Is it the employment opportunities? - feedback from those that were neutral or disliked:
   - Not a lot of opportunities
   - Seniors not looking for job opportunities
   - Higher salaries outside of City

3. Question 3F - What do you like about living in Rowlett? Is it the shopping opportunities? - feedback from those that were neutral or disliked:
   - Have to leave City for certain things

4. Question 5C - Multi-Family housing type is appropriate for Rowlett - feedback from those that disagree:
   - Need to be careful not to overbuild
   - Need to absorb current inventory
   - Road capacity is inadequate
   - Transient population
   - School impacts
   - Tax base impacts

5. Question 5C - Multi-Family housing type is appropriate for Rowlett - feedback from those that agree:
   - Appropriate for young professionals
   - Fills a need for a growing population
   - Need multi-family for young professionals and seniors
   - Meets a need for workforce housing
6. Question 5D- Mixed-Use housing type is appropriate for Rowlett- feedback from those that agree:
   • Downtown is a good example for the long-range future
   • Plan needs to provide affordable housing for service sector workers

7. Question 6E- Light Industrial commercial development would be appropriate for Rowlett- feedback from those that disagree:
   • Heavy truck traffic
   • Huge concrete footprint can become a future eyesore
   • Distraction from Rowlett’s beauty
   • Not best use for limited land
   • However, we need the tax base

8. Question 9- What elements would help define the character for Rowlett?- general discussion:
   • We need “all of it”
   • Quality is key
The Thing that Makes Rowlett Special Board

Participants were asked to write in their comments on the thing that makes Rowlett special, including characteristics, places, and spaces that set Rowlett apart from the surrounding communities. The following are responses from this board:

- Everyone is friendly/feeling of connection with people/family-friendly (12)
- Small town feel (8)
- Wildlife/Parks (6)
- Lake (6)
- Good appreciation of the City/Access to government (3)
• Farm land/Open Space (3)
• We were not like all the other towns in DFW before all this growth
• Don’t build any more apartments
• Anticipation of change

**Rowlett is Missing Board**

Participants were asked to write in their comments on what they felt was missing in Rowlett and what would make Rowlett a better city. The following are responses from this board:

• Parks/trails/open space/bike paths (10)
• Dining (fine dining, dessert shops) (6)
• Entertainment/Cultural Amenities (movie theater, dinner theatre) (6)
• Lake access/boat ramps/fishing piers (6)
• Affordable senior housing/Affordable housing/workforce housing (3)
• Unique retail
• Convention Center
• Higher education institution
• Bike lanes
• High-quality commercial businesses (financial, tech
• Walkability

**Business Beltway Land Use Board**

Participants were asked to put stickers on the board to identify different land uses that they felt were appropriate for this Strategic Opportunity Area. The following land uses were selected and tallied as appropriate for the Business Beltway strategic opportunity area:

• Commercial (9)
• Mixed-Use (8)
• Office (2)
• Parks & Open Space (1)
SIGNATURE GATEWAY LAND USE BOARD
Participants were asked to put stickers on the board to identify different land uses that they felt were appropriate for this Strategic Opportunity Area. The following land uses were selected and tallied as appropriate for the Signature Gateway strategic opportunity area:

- Single-Family Residential (6)
- Parks & Open Space (5)
- Office (3)
- Multi-Family Residential (2)
- Mixed-Use (1)
- Commercial (1)

SOUTHSHORE LAND USE BOARD
Participants were asked to put stickers on the board to identify different land uses that they felt were appropriate for this Strategic Opportunity Area. The following land uses were selected and tallied as appropriate for the Southshore strategic opportunity area:

- Commercial (5)
- Office (4)
- Multi-Family Residential (4)
- Single-Family Residential (3)
- Mixed-Use (1)

NORTH SHORE LAND USE BOARD
Participants were asked to put stickers on the board to identify different land uses that they felt were appropriate for this Strategic Opportunity Area. The following land uses were selected and tallied as appropriate for the North Shore strategic opportunity area:

- Office (11)
- Parks & Open Space (5)
- Commercial (4)
- Mixed-Use (3)
- Single-Family Residential (3)
Active Living Land Use Board

Participants were asked to put stickers on the board to identify different land uses that they felt were appropriate for this Strategic Opportunity Area. The following land uses were selected and tallied as appropriate for the Active Living strategic opportunity area:

- Single-Family Residential (11)
- Parks & Open Space (7)
- Commercial (4)
- Mixed-Use (2)
- Multi-Family Residential (2)
- Office (1)

Lakeside Center Land Use Board

Participants were asked to put stickers on the board to identify different land uses that they felt were appropriate for this Strategic Opportunity Area. The following land uses were selected and tallied as appropriate for the Lakeside Center strategic opportunity area:

- Parks & Open Space (13)
- Commercial (4)
- Multi-Family Residential (4)
- Mixed-Use (2)
- Office (2)
- Single-Family Residential (1)

Land Use in Other Areas of Rowlett Board

Participants were asked to put stickers on the board to identify areas within the City other than the six Strategic Opportunity Areas that would be appropriate for new development. Each color sticker represented a different land use type. The following land uses were selected and tallied as appropriate for the areas outside the six Strategic Opportunity Areas:

- Mixed-Use- (2) along George Bush across from High School
• Parks & Open Space- (2) at Hickox Rd & Toler Rd
• Office- (1) along George Bush near Shady Lane

**Connectivity & Circulation Board**

On this board, participants were asked to place stickers on the board at locations that they believed are sources of accidents congestion and/or cut-through traffic; locations that are pedestrian-friendly and enjoyable places to walk; and locations where participants would like to be more safe and/or pedestrian-oriented.

**The following were identified as places of accidents, congestion, & cut-through traffic**

• Chiesa & Tulane Dr
• Dalrock & I-30
• Miller Rd Bridge
• Miller & George Bush Turnpike
• Hwy 66 & Main St
• Hwy 66 & Rowlett Rd
• Hwy 66 & George Bush Turnpike
• Hwy 66 & Chiesa Rd
• Hwy 66 & Dalrock Rd
• Hwy 66 & Amesbury Ln
• Hwy 66 & Scenic Dr
• George Bush Turnpike & Liberty Grove Rd

**The following were identified as places that are currently Pedestrian-Friendly/Enjoyable to Walk**

• Main St & Rowlett Rd
• Pecan Grove Park
• Lakes of Springfield Park
• Rowlett Nature Trail parallel to Indian Trail
• Lakeside Park South
• Waterview Golf Club
• Rowlett Community Park
THE FOLLOWING LOCATIONS WERE IDENTIFIED AS PLACES THAT ARE DESIRED TO BE SAFER/PEDESTRIAN-FRIENDLY

- Toler Rd between Castle Dr & Hickox Rd
- Dexham & Hwy 66
- Hwy 66 & Martin Dr
- Hwy 66 & George Bush Turnpike
- Hwy 66 Bridge
- Hwy 66 & Chiesa Rd
- Hwy 66 & Dalrock Rd
- Main St & Rowlett Rd
- Main St east of traffic circle
- Miller Rd & Weems Way
- Miller Rd & George Bush Turnpike
- Miller Rd at Paddle Point Park

PICK 3 CITY SERVICES BOARD

On this board, participants were asked to select the three City services that they felt are the most important in Rowlett. Below is a summary of how many participants selected each City service:

- Police/Fire/EMS Services (10)
- Streets & Sidewalk Maintenance Services (10)
- Parks & Open Space Services (6)
- Economic Development Services (5)
- Traffic Control (4)
- Code Enforcement (4)
- Water Services (3)
- Sanitation (trash/garbage) Services (3)
- Animal Control Services (3)
- Library Services (3)
- Wastewater Services (2)
- Drainage/Storm water Management Services (2)
- Recycling Services (2)
- Recreational Programs (2)
• Senior Programs (2)
• Planning and Zoning Services (2)
• Community Center Services (1)
• Public Information Services (1)
• General Administrative Services (1)
• Building Inspection Services (0)
• Municipal Courts (0)

CITY SERVICES-STOP-START-CONTINUE BOARD

On this board, participants were asked to consider their long-term vision for the community and remark on what the City should stop doing (things the City does today that should not be done), start doing (things that the City does not do today that it should be doing), and continue doing (things the City is doing well that should be retained.

STOP DOING

• Stop building apartments (3)
• Stop liquor stores (2)
• Stop changing the time for trash put out to earlier time
• Stop low-quality fast food chains
• Stop using taxing on lawns & household
• Stop trying to make money
• Stop allowing parks to run down
• Stop construction
• Stop planting Bradford pear trees in City Landscaping (use slower-growing stronger trees)

START DOING

• Build/upkeep public boat ramp/better public lake access (3)
• Start reducing tax rate (2)
• Start connecting parks with bike and walking trails (2)
• Strengthen code enforcement (2)
• Better notification to citizens (rezoning requests, events, changes) (2)
• Create an amphitheater
• Start neighborhood activities
• Encourage organic landscape/gardening
• Encourage ecological environment stewardship
• Bring health food stores and restaurants
• Start an apartment & commercial recycling program
• Signage ordinances (letter size, neon, icons)

CONTINUE DOING

• Continue improving parks/expanding parks (3)
• Continue to keep the citizens safe/emergency services (3)
• Continue caring about the people/quality of life (2)
• Continue keeping roads in good condition (2)
• Continue creating walkability
• Continue to keep Rowlett beautiful
• Continue recycling
• Continue to keep the small-town feel
• Keep the farms
• Continue the like-side living
• Continue town hall meetings
• Continue utility services
Online Survey

Overview
An attitudinal online survey was posted on the Imagine Rowlett website from March 7, 2018 to April 13, 2018. There was a total of 1,014 voting responses and 4,205 open comments.

Survey Results

1. What is your gender?

- Female, 59.94%
- Male, 40.06%
2. What is your age?

- 17 years or younger, 0.10%
- 18-24 years old, 1.49%
- 25-34 years old, 11.89%
- 35-44 years old, 20.42%
- 45-54 years old, 25.27%
- 55-64 years old, 24.98%
- 65-74 years old, 12.69%
- 75 years or older, 3.17%

3. Do you own a business in the City of Rowlett?

- Yes, 8.26%
- No, 91.74%

4. Do you own or rent a home in the City of Rowlett?

- Yes, 94.95%
- No, 5.05%
5. How long have you lived in the City of Rowlett?

- Over 20 years, 31.39%
- 10 to 20 years, 29.50%
- 5 to 10 years, 12.18%
- 0 to 5 years, 24.26%
- I do not live in the City of Rowlett, 2.67%

6. How satisfied are you with the quality of life in Rowlett?

- Very Satisfied, 19.96%
- Satisfied, 55.61%
- Somewhat satisfied, 21.65%
- Unsatisfied, 2.78%

7. Which best describes you?

- I live and work in Rowlett, 27.53%
- I live in Rowlett but work in another city, 67.34%
- I live and go to school in Rowlett, 0.53%
- I work in Rowlett, 4.59%

8. How would you rate Rowlett in terms of aesthetics and general appearance?

- Good, 55.95%
- Fair, 34.92%
- Poor, 4.37%
- Excellent, 4.76%
9A. Rank the following factors that describes what was most important for you when you decided to move to Rowlett (with one being the most important and eight being the least important):

I was raised in Rowlett

9B. Rank the following factors that describes what was most important for you when you decided to move to Rowlett (with one being the most important and eight being the least important):

Selection of housing/housing prices
9C. Rank the following factors that describes what was most important for you when you decided to move to Rowlett (with one being the most important and eight being the least important):

Proximity to job opportunities

- One, 10.03%
- Two, 20.63%
- Three, 19.77%
- Four, 18.48%
- Five, 13.04%
- Six, 13.32%
- Seven, 4.44%
- Eight, 0.29%

9D. Rank the following factors that describes what was most important for you when you decided to move to Rowlett (with one being the most important and eight being the least important):

Distance to Dallas/Fort Worth

- One, 5.58%
- Two, 18.10%
- Three, 26.39%
- Four, 20.41%
- Five, 15.65%
- Six, 10.61%
- Seven, 3.13%
- Eight, 0.14%
9E. Rank the following factors that describes what was most important for you when you decided to move to Rowlett (with one being the most important and eight being the least important):

**Parks**

- One, 13.07%
- Two, 13.86%
- Three, 12.68%
- Four, 19.22%
- Five, 17.78%
- Six, 15.05%
- Seven, 2.09%
- Eight, 0.39%

9F. Rank the following factors that describes what was most important for you when you decided to move to Rowlett (with one being the most important and eight being the least important):

**Proximity to Lake Ray Hubbard**

- One, 13.07%
- Two, 13.86%
- Three, 12.68%
- Four, 15.56%
- Five, 17.78%
- Six, 19.22%
- Seven, 7.45%
- Eight, 0.39%
9G. Rank the following factors that describes what was most important for you when you decided to move to Rowlett (with one being the most important and eight being the least important):

**Schools/Education**

- One, 16.38%
- Two, 20.97%
- Three, 15.51%
- Four, 12.41%
- Five, 9.18%
- Six, 17.62%
- Seven, 7.82%
- Eight, 0.12%

9H. Other reasons that were the most important factor for deciding to move to Rowlett include (*key themes for written in responses)*:

- Desire for a small-town feel
- Proximity to various amenities, such as work, family, friends, church, dentist, etc.
- Low crime rate
- Proximity to golf courses/ability to live on a golf course.
- Public transportation that allows easy access to Downtown Dallas
10. What makes Rowlett attractive and distinguishable from surrounding communities? (Select all that apply)

- Small town feel, 58.61%
- Sense of community, 39.88%
- Community aesthetics and character, 17.52%
- Schools, 19.54%
- Neighborhoods, 35.65%
- Proximity to Lake Ray Hubbard, 59.42%
- Downtown, 10.78%
- Shopping, 4.33%
- Other, 13.70%

10. Other things that make Rowlett distinguishable from surrounding communities (key themes for written in responses):

- Parks
- Nothing is distinguishable
- Low number of apartment complexes
11. What would you consider the three greatest challenges facing Rowlett today? (Choose three)

- Infrastructure, 18.02%
- Sustainable quality of life, 14.51%
- Diverse housing choices, 5.66%
- Traffic or pedestrian circulation, 18.34%
- Aging neighborhoods, 16.79%
- Employment, 6.50%
- Retail, office, and commercial areas, 11.28%
- Utilizing access to the lake, 8.92%

11. Other challenges facing Rowlett today (key themes for written in responses):

- Road maintenance/sidewalk improvements
- Growing too quickly and losing the small-town feel
- High water bills
- Increased crime
- Need schools to support the growth
- Property taxes getting too expensive
- Too many apartment buildings
12. What would you consider the three greatest assets for Rowlett? (Choose three)

12. Other things considered to be the greatest assets for Rowlett (key themes for written in responses):
   - Potential of Downtown Rowlett
13. What would you consider Rowlett's greatest opportunity?

**13. Other items that are considered Rowlett's greatest opportunity (key themes for written in responses):**

- High-quality businesses to help with the taxes
- Keeping the small-town feel
- Lower property taxes
- Good restaurants
- Bike lanes/bike paths
- Better schools/education for children
- Better traffic flow
- Keep apartment development down
14. What is your vision for Rowlett? (key themes for written in responses):
   - Maintain small town feel
   - A City that takes care of its aging neighborhoods
   - Better quality restaurants and retail
   - Improved roads for better traffic flow
   - Balance growth with the small-town feel
   - A place for all ages to have a piece that they feel they can relate to
   - Mix of housing options with the best schools
   - A nice, affordable place to retire in
   - Attracting major companies to help with the tax base
   - A place to raise a family

15. If you could select one other city to use as a model for Rowlett, what city would that be and why? (key themes for written in responses):
   - Grapevine- great downtown
   - Richardson- corporate employment base, managed older neighborhoods, embraced the cultures of people living there, diversity, jobs
   - McKinney- walkability, independent school district, mix of old traditions, quality shopping and dining and new growth, unique stores, charm
   - Wylie- Small-town feel, great schools, lower taxes
   - Rockwall- great downtown, use of lake amenities, shopping centers have updated appearance, sense of community
   - Sachse- enormous growth with a variety of shopping and dining options, yet still maintains the small-town feel
   - Georgetown- small, beautiful and well appropriated
   - Plano- good zoning balance, maintain their roads, well planned with parks, neighborhoods and commercial places
   - Frisco- streets and sidewalks are well-managed, economic development corp., good model of growth and investment
16. The North Shore strategic opportunity area is envisioned to be a major employment hub with a mix of office, commercial, retail, single family residential, and mixed-use development. Are the character and land uses appropriate?

16. Please explain “No” answers (key themes for written in responses):

- Traffic concerns
- No more apartments
- Loss of bedroom community/should remain large lots with single family
- Infrastructure needs improvements first
- Taking away open space
17. The Active Living strategic opportunity area is envisioned to be a waterfront neighborhood with a mix of commercial, and single family residential development. Are the character and land uses appropriate?

17. Please explain “No” answers (key themes for written in responses):
- Concerns about traffic and congestion
- No commercial uses desired
- Depends on the commercial- needs to be dining and shopping only
- Need public access to the lake
- Leave as green space
18. The northern portion of the Signature Gateway strategic opportunity area is envisioned to be a walkable traditional neighborhood designed single family residential development. The southern portion of the Signature Gateway strategic opportunity area is e

18. Please explain “No” answers *(key themes for written in responses)*:
   - Concerns over traffic issues
   - No more apartments/high density residential
   - More park area and public access to the lake/concerns of limiting access to the lake
   - Too much development
19. The Lakeside Center strategic opportunity area is envisioned to be a center of community life with City facilities, civic spaces, and a mix of commercial, retail, mixed-use, and higher density residential development. Are the character and land uses appr

19. Please explain “No” answers (key themes for written in responses):
- No apartments
- No commercial development
- Too much mixed-use
- Needs to be single-family homes
- Leave this area alone/ keep it green space/ park area
- Concerns over congestion
20. The Southshore strategic opportunity area is envisioned to be a business park and employment hub with a mix of office, commercial, and higher density residential development. Are the character and land uses appropriate?

Yes, 70.42%

No, 29.58%

20. Please explain “No” answers (key themes for written in responses):
- Concerns about traffic congestion
- No apartments
- Need single family residential with fewer businesses and commercial activities
- Leave the area alone
21. The Business Beltway strategic opportunity area is envisioned to be a major employment hub with a mix of office, commercial, mixed-use and higher density residential development. Are the character and land uses appropriate?

21. Please explain “No” answers (key themes for written in responses):
   - Concerns about traffic congestion
   - No more apartments
   - Depends on what kind of business center

22. Are there any other areas within the City that need to be evaluated with the Comprehensive Plan update? Please explain. (key themes for written in responses):
   - Traffic concerns- desire for traffic study
   - Expansion of nature preserves, parks, public lake access, public gathering spaces
   - Businesses along HWY 66
- Improve existing infrastructure and existing neighborhoods before building new developments
- Moratorium on liquor stores
- Run-down area at Chiesa & Miller
- Investment in developing downtown

23A. When considering your quality of life in Rowlett today, how important are the following:
A place to live?

- Very important, 81.29%
- Important, 13.40%
- Somewhat important, 2.74%
- Somewhat unimportant, 0.95%
- Unimportant, 0.24%
- Not at all important, 0.48%

23B. When considering your quality of life in Rowlett today, how important are the following:
A place to raise a family?

- Very important, 63.87%
- Important, 16.45%
- Somewhat important, 8.04%
-Somewhat unimportant, 2.52%
- Unimportant, 4.20%
- Not at all important, 4.92%
23C. When considering your quality of life in Rowlett today, how important are the following:
A place to work?

- Very important, 13.18%
- Important, 15.72%
- Somewhat important, 31.44%
- Somewhat unimportant, 17.41%
- Unimportant, 11.00%
- Not at all important, 11.25%

23D. When considering your quality of life in Rowlett today, how important are the following:
A place to retire?

- Very important, 40.76%
- Important, 21.80%
- Somewhat important, 19.31%
- Somewhat unimportant, 7.58%
- Unimportant, 5.92%
- Not at all important, 4.62%

23E. When considering your quality of life in Rowlett today, how important are the following:
Value of services for taxes paid?

- Very important, 69.83%
- Important, 62.29%
- Somewhat important, 27.09%
- Somewhat unimportant, 1.31%
- Unimportant, 0.60%
- Not at all important, 0.36%

23F. When considering your quality of life in Rowlett today, how important are the following:
The City's openness to citizen involvement?

- Very important, 8.35%
- Important, 24.35%
- Somewhat important, 4.39%
- Somewhat unimportant, 0.71%
- Unimportant, 0.36%
- Not at all important, 0.36%
24. Please provide any additional comments regarding the overall quality of life in Rowlett. (*key themes for written in responses*):

- Would like water bills and property taxes to be lower
- Infrastructure improvements would increase the quality of life
- Concerns that the City isn’t listening to residents/desire for more transparency
- Keep roads and sidewalks maintained
- Older neighborhoods and infrastructure need to be updated/improved before new development is added
- Focus on aesthetics to create a unified look and feel
- Concerns that quality of life in general has gone down over the years
- Concerns that additional development will wipe out the small-town feel

25A. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Police Services
25B. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Fire Services

- Very important: 84.93%
- Important: 12.93%
- Somewhat important: 2.14%
- Somewhat unimportant: 0.00%
- Unimportant: 0.00%
- Not at all important: 0.00%

25C. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Emergency Medical Services

- Very important: 82.76%
- Important: 14.63%
- Somewhat important: 2.62%
- Somewhat unimportant: 0.00%
- Unimportant: 0.00%
- Not at all important: 0.00%
25D. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Streets and Sidewalk Maintenance Services

25E. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Traffic Control
25F. Please rate the importance of the following municipal services to the future success of the City of Rowlett: **Water Services**

- Very important: 64.88%
- Important: 29.40%
- Somewhat important: 5.36%
- Somewhat unimportant: 0.24%
- Unimportant: 0.12%
- Not at all important: 0.00%

25G. Please rate the importance of the following municipal services to the future success of the City of Rowlett: **Wastewater Services**

- Very important: 57.01%
- Important: 34.56%
- Somewhat important: 7.48%
- Somewhat unimportant: 0.71%
- Unimportant: 0.24%
- Not at all important: 0.00%

Very important: 57.01%
25H. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Drainage/Stormwater Management Services

- Very important: 52.32%
- Important: 37.69%
- Somewhat important: 8.32%
- Somewhat unimportant: 1.66%
- Unimportant: 0.00%
- Not at all important: 0.00%

25I. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Sanitation (Trash/Garbage Services)

- Very important: 50.95%
- Important: 38.57%
- Somewhat important: 9.17%
- Somewhat unimportant: 0.83%
- Unimportant: 0.36%
- Not at all important: 0.12%
25J. Please rate the importance of the following municipal services to the future success of the City of Rowlett: **Recycling Services**

- Very important: 38.38%
- Important: 32.74%
- Somewhat important: 21.31%
- Somewhat unimportant: 5.12%
- Unimportant: 1.07%
- Not at all important: 0.95%

25K. Please rate the importance of the following municipal services to the future success of the City of Rowlett: **Animal Control Services**

- Very important: 31.38%
- Important: 36.05%
- Somewhat important: 26.23%
- Somewhat unimportant: 4.67%
- Unimportant: 1.08%
- Not at all important: 0.60%
25L. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Parks and Open Space Services

Unimportant, 1.08%
Not at all important, 0.96%
Very important, 45.99%
Important, 35.09%
Somewhat unimportant, 2.75%
Somewhat important, 14.13%

25M. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Recreational Programs and Services

Very important, 32.62%
Important, 34.77%
Somewhat important, 24.97%
Somewhat unimportant, 5.73%
Unimportant, 1.19%
Not at all important, 0.72%

25N. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Senior Programs and Services

Unimportant, 2.98%
Not at all important, 1.07%
Very important, 26.70%
Important, 34.33%
Somewhat unimportant, 9.18%
Somewhat important, 25.74%

25O. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Community Center Services

Unimportant, 2.03%
Not at all important, 0.48%
Very important, 26.64%
Important, 36.92%
Somewhat unimportant, 7.65%
Somewhat important, 26.28%
Appendix I | Public Engagement Summary

25P. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Library Services

- Very important, 30.70%
- Important, 31.78%
- Somewhat important, 25.33%
- Somewhat unimportant, 7.77%
- Unimportant, 2.99%
- Not at all important, 1.43%

25Q. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Planning and Zoning Services

- Very important, 41.83%
- Important, 33.89%
- Somewhat important, 18.39%
- Somewhat unimportant, 4.45%
- Unimportant, 0.84%
- Not at all important, 0.60%

25R. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Building Inspection Services

- Very important, 30.70%
- Important, 31.78%
- Somewhat important, 25.33%
- Somewhat unimportant, 7.77%
- Unimportant, 2.99%
- Not at all important, 1.43%

25S. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Code Enforcement Services

- Very important, 38.66%
- Important, 32.58%
- Somewhat important, 21.72%
- Somewhat unimportant, 4.18%
- Unimportant, 2.03%
- Not at all important, 0.84%
25T. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Economic Development Services

Very important, 35.24%
Important, 33.21%
Somewhat important, 22.94%
Somewhat unimportant, 4.90%
Unimportant, 2.39%
Not at all important, 1.31%

25U. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Public Information Services

Very important, 32.97%
Important, 40.19%
Somewhat important, 21.66%
Somewhat unimportant, 3.61%
Unimportant, 0.72%
Not at all important, 0.84%

25V. Please rate the importance of the following municipal services to the future success of the City of Rowlett: Municipal Court Services

Very important, 25.42%
Important, 40.29%
Somewhat important, 26.38%
Somewhat unimportant, 5.52%
Unimportant, 1.56%
Not at all important, 0.84%

25W. Please rate the importance of the following municipal services to the future success of the City of Rowlett: General Administrative Services

Very important, 32.73%
Important, 37.55%
Somewhat important, 21.78%
Somewhat unimportant, 5.54%
Unimportant, 1.08%
Not at all important, 1.32%
26. Please provide any additional comments regarding the importance of municipal services to the City of Rowlett’s future. *(key themes for written in responses):*
- Water bill is too high/new invoicing system for water bill
- No 3rd party services
- Code enforcement needs teeth to enforce the codes
- With growing population, police, fire, and EMS will be more important than ever/need to expand and pay them properly
- Maintain high level of services
- Fix the roads and sidewalks

27. Please provide any additional comments you think would be valuable to the City as we update our Comprehensive Plan and Strategic Plan. *(key themes for written in responses):*
- Keep the small-town feel
- Put the interests of the citizens/long-time residents as a top priority in the planning process/keep citizens informed
- Focus on quality development- upscale homes, shopping, dining
- Focus on schools and education
- Limit/don’t add any more apartments/multi-family development
- Focus on upgrading existing infrastructure and rehabbing old neighborhoods before investing in new development
- Quality over quantity
- Focus on repairing roads, sidewalks, and adding trails
- Slow down the rate of development
- Housing options and amenities for seniors
Vision Boards

Overview
Vision boards were placed in the City Hall Annex and Community Centre. The boards asked community members to write down their vision for Rowlett. “Where do you see Rowlett in 10 to 20 years? What does the future of Rowlett look like?”

Feedback
The key themes are listed below:
- Bike lanes and hike and bike trails
- Parks around Lake Ray Hubbard/green space
- Recreation Center/Various recreational amenities
- Entertainment venues
- Quality restaurants and retail
Stakeholder Interview Summary

Overview
From June 1, 2018 through June 22, 2018, a series of interviews were conducted with stakeholders that have development interests in the Strategic Opportunity Areas and who represent major employers. Interviews were held with six stakeholders over the course of six meetings. This document provides a summary of the major themes that echoed throughout the interviews.

Feedback
To obtain a diverse mix of housing, more commercial, retail, and office development, and community destinations the City should do the following:
1. Have a clear vision for development and be consistent with the implementation of that vision
2. Streamline the development process to make it easier and clearer for property owners and developers
3. Continue to offer incentives (TIF, 380, waived fees) for developers and implement public private partnerships (3P Partnership) to encourage development; especially in areas that are still growing
4. Continue to invest in itself through infrastructure improvements
5. Encourage more residential development and allow mix of densities to make non-residential development more viable
6. Create unique places to draw residents and development to the area
7. Continue to implement signature developments through the Form-Based Code (FBC) to allow for more flexibility and creativity
8. Carry the philosophy that Rowlett is a special place
9. Continue to market the City

Planning/Market/Housing trends the City should focus on to be successful in the future are as follows:
1. Encourage office development (ex. technology and research, medical, etc.) to maintain daytime patronage and support for retail/commercial development
2. Continue to incorporate mixed use development into signature developments (where appropriate)
3. Encourage developments that create unique places and experiences
4. Continue to promote a mix of housing types and densities to accommodate different generations/lifestyles
5. Encourage a healthy lifestyle for the community through development design and programs
Issues that may have made it difficult to develop in Rowlett:

1. Inconsistency (between departments) of design requirements as a project progresses through the development process
2. Lack of residential rooftops to attract/retain new commercial development
3. Lack of diversity in development types encouraged in the City
4. Rowlett is challenged because the initial 1-5 mile demographic market scan includes the lakefront along with rooftops. Therefore, real estate analysts who are not familiar with Rowlett may not take this into account. Notable signature developments will have to be used to draw non-residential development/tenants to the City
5. The real estate market is strong; however, the market is very competitive region wide. Rowlett is competing with other cities within the DFW area.

Attributes to attract/retain major employers:

1. Amenities
2. Good schools
3. Close proximity to supporting technology, R&D, and education/training facilities
4. Have support offices 5-10 minutes away from major employment headquarters
5. Be a partner for community initiatives and programs
6. Close proximity to DART rail line
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