

Rosenberg texas

2035

COMPREHENSIVE PLAN

LAND DEVELOPMENT & CHARACTER

IN GENERAL

Rosenberg 2035 has been prepared at a time when the City is experiencing substantial population growth. As evidenced by data presented within the introductory chapter of this Plan, the City's growth rate is not only expected to continue, but to increase over the next twenty years. Rosenberg's geographic position on the fringe of the urbanized area of greater Houston places it directly in front of a wave of development that shows no sign of slowing. The expected opportunities presented by the influx of new residents and businesses to Rosenberg is largely welcomed by the City's leadership. But can the City absorb this growth? To a degree, the question is moot. With thousands of acres of City and ETJ property remaining in its natural state, or in agricultural production - and few regulatory tools in place to manage land use, density, and intensity-growth will be locally absorbed by Rosenberg in one form or another.

Chapter 3, *Land Development & Character*, of *Rosenberg 2035* promotes development practices within the City's municipal limits and areas of extra-territorial jurisdiction (ETJ) that consider the unique character of the City's various districts, neighborhoods, and corridors. Where practical, consideration is also given to the conservation of sensitive environmental lands and other open space. Communities can employ many land use and development tools to manage growth in a manner that makes the best use of available infrastructure, promotes unique community identity, and preserves meaningful areas of natural lands. The specific tools highlighted in Chapter 3 of *Rosenberg 2035* are those that best balance Rosenberg's desire to accommodate new development with a defined community form that retains long-term value.

ROSENBERG 2035: LAND DEVELOPMENT & CHARACTER GUIDING PRINCIPLES

The following statements of principle delineate the manner by which Rosenberg will implement its preferred land development and character vision over the next 20 years.

- **Principle A:** *Preserve and expand unique community characteristics.*
- **Principle B:** *Enhance corridor, district, and neighborhood aesthetics.*
- **Principle C:** *Promote building and site design that is energy efficient.*
- **Principle D:** *Mitigate environmental impacts of intensive land uses and sudden growth trends.*

ROSENBERG'S DEVELOPMENT PATTERNS

The growth context for *Rosenberg 2035* was described in Chapter 1, *Planning Context*. **Figures 1.16** through **1.18** (see page 1.14) illustrate a steady rate of population growth for every decade since 1960 (exceeding 11.4 percent or more in every 10 year period) which was fueled at least in part by an aggressive City annexation policy. Between 1960 and 2010, residential population density in the City decreased by 48 percent (see page 1.14, **Figure 1.18: Rosenberg Residential Density**). Current City development patterns illustrated in Chapter 1 (since 2010) suggest increasing rates of annexation activity coupled with a decreasing city-wide residential density.

Land Use Pattern

Rosenberg 2035 approaches the concept of community growth in the same manner as most other comprehensive planning documents - through the addition of new residents within the City and ETJ area. Land use needs are subsequently presumed based on the estimated residential acreage necessary to accommodate the projected new City residents; additional acreages are identified for supporting commercial, institutional, industrial, recreational, and other land uses.

Figure 1.19: Rosenberg Existing Land Use (2014) (see page 1.16) estimates that there exists no less than 50,857 acres of vacant or agricultural land within the city limits and ETJ area. Land classified as agricultural or vacant accounts for over 78 percent of the Rosenberg municipal and ETJ area. These acres represent land area that may be viewed by development interests as prime for conversion to alternative land uses. (Although, the raw acreage presented in **Figure 1.19** does not consider environmentally constrained or polluted property.) Even absent the existence of regulatory tools to manage land conversion or development - assuming the continuation of historic City annexation and infrastructure expansion practices - the City's current land area and ETJ area can easily absorb projected residential growth presented in Chapter 1. Regardless, the City recognizes that such an unconstrained development pattern may not be in its best long-term interests.

Whether a city is seeking to accommodate over 40,000 new residents in a 20 year period (as is Rosenberg), or a much different number, many communities adopt and implement land use plans that include proactive policies for channeling development types to preferred locations. Prescribed growth management

programs are made possible through tools such as zoning, adequate public facilities ordinances, open space preservation programs, and more. Rosenberg lacks many of these tools. Further, the public engagement process for this Plan revealed little consensus on whether or not the future adoption of such tools was desirable. As a result *Rosenberg 2035* is not designed to: direct growth toward preferred locations; to promote development densities and intensities which reduce the city's footprint; preserve or hold land in reserve. Instead, *Rosenberg 2035* focuses on mitigating development impacts, that if left unattended will stress public infrastructure and facilities to a point that reduces the overall quality of life for the city's residents (regardless of what the City's ultimate population will be).



Absent a consensus in Rosenberg to regulate city-wide land use, the City's existing land development tools can still be modified to accommodate development that retains value (top) as opposed to building form and style that can rapidly depreciate (bottom).



Rosenberg's ability to influence the direction, pace, and intensity of new growth in the city and ETJ area is limited due to a lack of adopted growth management tools. This limitation is largely self-imposed, and reflects long-standing community preferences to allow free-market activity to determine local land use and development patterns.

Local government officials' caution in adopting regulatory tools that may inhibit an individual's use of their property is understandable when viewing a tract or parcel of land as an island unto itself. This position of caution slowly erodes however when a tract or parcel of land is viewed as part of a continuous whole – one where development impacts such as dust, toxic substances, glare, noise, vibration, groundwater depletion, and more, are not impeded by fences or arbitrary lines on a map. Where such encroachments accumulate as a result of rapid growth in a community, the need for regulatory tools to manage growth becomes a more obvious necessity in order to ensure that new development does not take a form which stresses the delivery of public infrastructure, or that renders public services unaffordable to the City's existing population.

Rosenberg recognizes that unimpeded growth has the ability to stress its water system, sewer system, storm drainage network, street network, parks and recreation facilities, and other public facilities. The following tools can be utilized by Texas communities to manage growth with a view toward providing future public services in a fiscally sustainable manner:



Subdivision Regulations

Authority: Texas Local Government Code, Chapter 212 (Municipal Regulation of Subdivision and Property Development)

Intended to:

- Implement planning policy;
- Ensure provision of streets, water, sewer, storm drainage, and other public facilities;
- Protect purchasers from inadequate public facilities or services; and,
- Provide process for conveying and recording clear title and ownership of land.
- Subdivision regulations protect existing residents by ensuring that new infrastructure needed to the City is sufficient.



Development Agreements

Authority: Texas Local Government Code, Section 212.172 (Development Agreement)

- Agreements between private landowners/ developers and Texas municipalities.
- May guarantee immunity from annexation of a particular property/development.
- May allow for private infrastructure systems to tie into public systems.
- Can extend municipal planning authority over the subject property, including in matters of: infrastructure, environmental regulation, and land use and development.
- Rosenberg may regulate land uses as part of future development agreements.



Zoning

Authority: Texas Local Government Code, Chapter 211 (Municipal Zoning Authority)

Municipalities may regulate:

- Height and size of buildings and structures;
- Percentage of a lot that may be occupied.
- Size of yards and other open spaces;
- Population density;
- The location and use of buildings and land;
- The pumping, extraction, and use of groundwater.
- The principal local government tool for managing the location and intensity of land uses



Conservation Easements

Authority: Texas Natural Resources Code, Chapter 183 (Conservation Easements)

- Possession of an interest in real property to protect open space.
- Rosenberg may establish an open space conservation program in order to protect sensitive environmental or agricultural lands.



Adequate Public Facilities Ordinance

Authority: Texas Local Government Code, Chapter 212 (Municipal Regulation of Subdivision and Property Development)

- Rosenberg may tie subdivision plat, and development plat, approval to evidence that the current levels of public services (roads, water, sewer, public safety, recreation, etc.) in the City are sufficient to support the new development.



Annexation Policy

Authority: Texas Local Government Code, Chapter 43 (Municipal Annexation)

- Rosenberg may require that annexations be limited to areas of planned infrastructure expansion (service plan area).

INFLUENCING DEVELOPMENT PATTERNS

Application of the growth management tools listed in the Growth Management Toolbox (page 3.3) – while necessary and effective – can inevitably place a local government in an adversarial position with development interests that do not share the community's preferred growth and development vision. Although such tools can be written to provide developers with creative options for compliance with the City's requirements, local government regulation is nonetheless often viewed as a "stick."

Rosenberg's *Future Development Program* (beginning on page 3.10) places value on promoting development that is close to existing infrastructure and/or located in the historic urban core of the City. To promote this "inward" or infill growth, regulatory mandates can be augmented by incentives. There exist opportunities to influence development patterns in a manner that builds public/private partnership.

Downtown Rosenberg

In conjunction with the general development patterns promoted in the *Rosenberg 2035 Future Development Program*, and the design vision, goals, and objectives, contained in the City's parallel Livable Centers Initiative, Chapter 311 of the Texas Tax Code allows Rosenberg to partner with a private entity to create a tax increment reinvestment zone (TIRZ). A TIRZ allows the City to provide public infrastructure to an area of the City in need of reinvestment/redevelopment – and typically in an area where the public expenditure will support complimentary private investment. The

public's investment will be repaid by capturing the increased assessments on redeveloped property over a specific period of time.

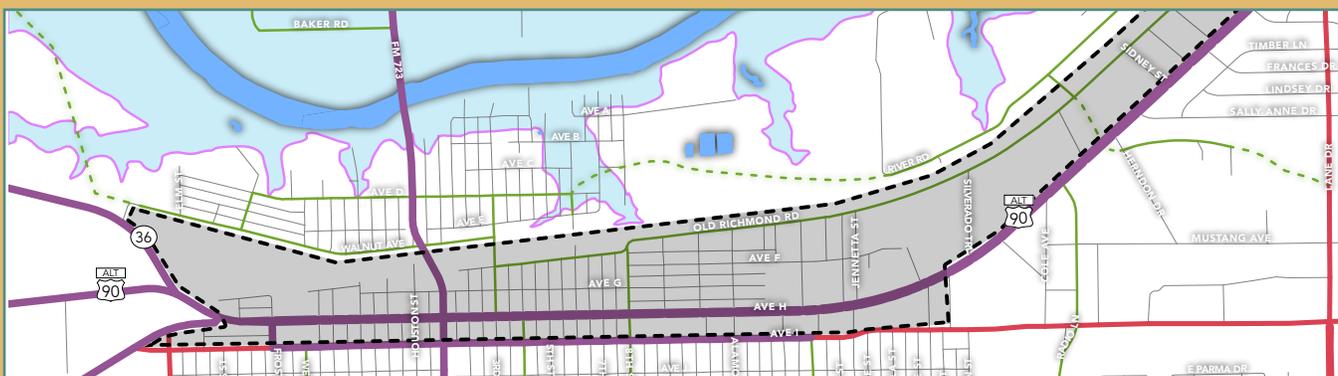
Similar to the memorandums of agreement that Rosenberg engages in to approve municipal utility districts, the City can tie its commitment to a TIRZ to a developer's commitment to generate development that meets the City's land use and character goals. Should Rosenberg find itself in a position to support a catalytic redevelopment project in downtown through a TIRZ project, the City's land use and design expectations should tie into the recommendations of this Plan, the Livable Centers study, and the objectives of Rosenberg Main Street.

Central Rosenberg Neighborhoods

Throughout the preparation of Rosenberg 2035, stakeholders have expressed concerns about the type and quality of investment in Rosenberg's older neighborhoods (including commercial corridors). As a result, the *Rosenberg 2035 Future Development Program* consistently promotes the development of design guidelines that establish building typologies and other aesthetic enhancements. Still, in "raising the bar" on design in a community, one must be cognizant of the economics of the community (particularly blighted areas) – and whether or not such expectations might inadvertently inhibit investment.

Rosenberg may opt to compliment regulatory design enhancements within central city neighborhoods with

ROSENBERG'S LIVABLE CENTER



Concurrent with the preparation of *Rosenberg 2035*, a separate Livable Centers study was commissioned by the Houston-Galveston Area Council and the Rosenberg Economic Development Corporation to explore redevelopment opportunity downtown, and along the Highway 90-A corridor. Implementation of the strategies and actions recommended in *Rosenberg 2035* should occur in conjunction with applicable Livable Centers recommendations.

SMALL-LOT INFILL / REDEVELOPMENT

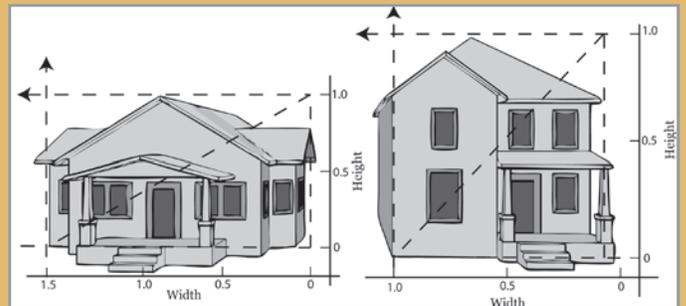
Rosenberg could facilitate increased infill construction by combining modifications to development regulation with incentives to remove barriers to rehabilitation or development. The intent is to promote and provide incentives for affordable infill development in a manner that creates a higher quality, complete neighborhood – not compromising architectural integrity and is able to maintain or improve property values over time. The key is to combine the right incentives with the right code provisions and apply them to the right geographic areas.

By way of example, the City could modify development regulations to allow small-lot, stick-built housing by establishing reduced individual lot and parcel standards (including reduced setbacks). Provisions could be provided for three unit designs: single-family detached units of both one and two stories and an attached atrium unit. Additional modifications to lot standards could allow for zero-lot line patio home development or even attached townhouse units. Standards would be needed for the lot containing the unit, standards that address the perimeter of the parcel upon which the unit is based, and general bulk standards. Additional provisions could be added for architectural styling (e.g., requiring front porches, pitched roofs, etc.), on or off-lot parking, etc.

Alternately (or in combination), the City could consider modifying manufactured housing standards and pre-approve pre-designed modular or stick-built plans that meet the City's quality and durability standards, as well requiring improved materials standards.



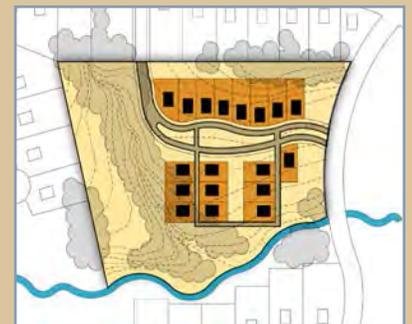
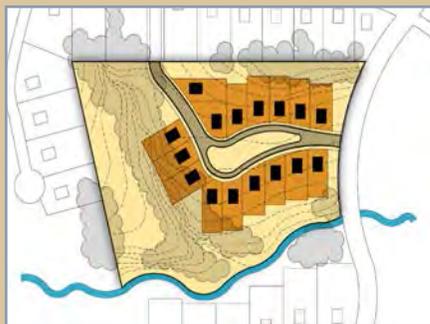
The City can create and implement uniform design standards for different housing types within areas of Rosenberg that contain lots of constrained size. Design standards can promote similar housing form and scale (below) to promote gradual transitions between existing and new development, and to provide uniform enclosure along street rights-of-way. Sources: City of Rosenberg (above); Kendig Keast Collaborative (below)



the creation of a Neighborhood Empowerment Zone. Chapter 378, Texas Local Government Code, allows local governments to waive or adopt fees related to construction in a defined area, and to enter into agreements for refunding sales taxes and/or abating property taxes within the zone for a defined period of time. Creation of neighborhood empowerment zones

must promote certain redevelopment objectives, but can potentially be used to entice investment in the older portions of Rosenberg which meets defined land use and design parameters. Their effectiveness can be increased through the use of complimentary property maintenance codes (blight tax, maintaining a nuisance) that reduce blight by targeting repeat offenders.

CHARACTER-BASED HOUSING APPROACH



A character-based approach to development can be built into local regulatory standards, and provides for different land use patterns and opportunities for housing variety, while maintaining intended community character.

Source: Kendig Keast Collaborative

MANAGING COMMUNITY CHARACTER

Development of a parcel-specific future land use map as a component of *Rosenberg 2035* would be impractical given the City's current regulatory environment. Until such time that Rosenberg chooses to utilize a broader suite of regulatory tools to influence the placement of specific land uses (and growth patterns in general), such a map has little utility for the City. As long as access to public or private infrastructure networks is financially feasible to a developer, any of the five development patterns depicted in **Figures 1.21** through **1.24** of this Plan is possible (see pages 1.21 through 1.23).

Rosenberg officials have instead chosen to focus on the "character" of future development and redevelopment activities within the City and ETJ area. This Plan emphasizes the modification of existing tools to influence the form, design, and disposition of site development and building construction in Rosenberg. Rosenberg's *Future Development Program* (beginning on page 3.10) and corresponding **Future Development Map** are therefore based on the concept of maintaining three variable Character Classes within the City's area of influence of the next 20 years. Rosenberg's existing character class boundaries are depicted in **Figure 3.1, Rosenberg Character Classes**, and described in greater detail on pages 3.8 and 3.9.

Rural Character Class

The Rural Character Class consists of lands that are sparsely developed, with mainly agricultural and very low-density residential as the primary land uses.



Rural Character Class areas include lands in natural or agricultural states (above), as well as a variety of "countryside" conditions which may include large-lot estate residential or hobby farms (below).

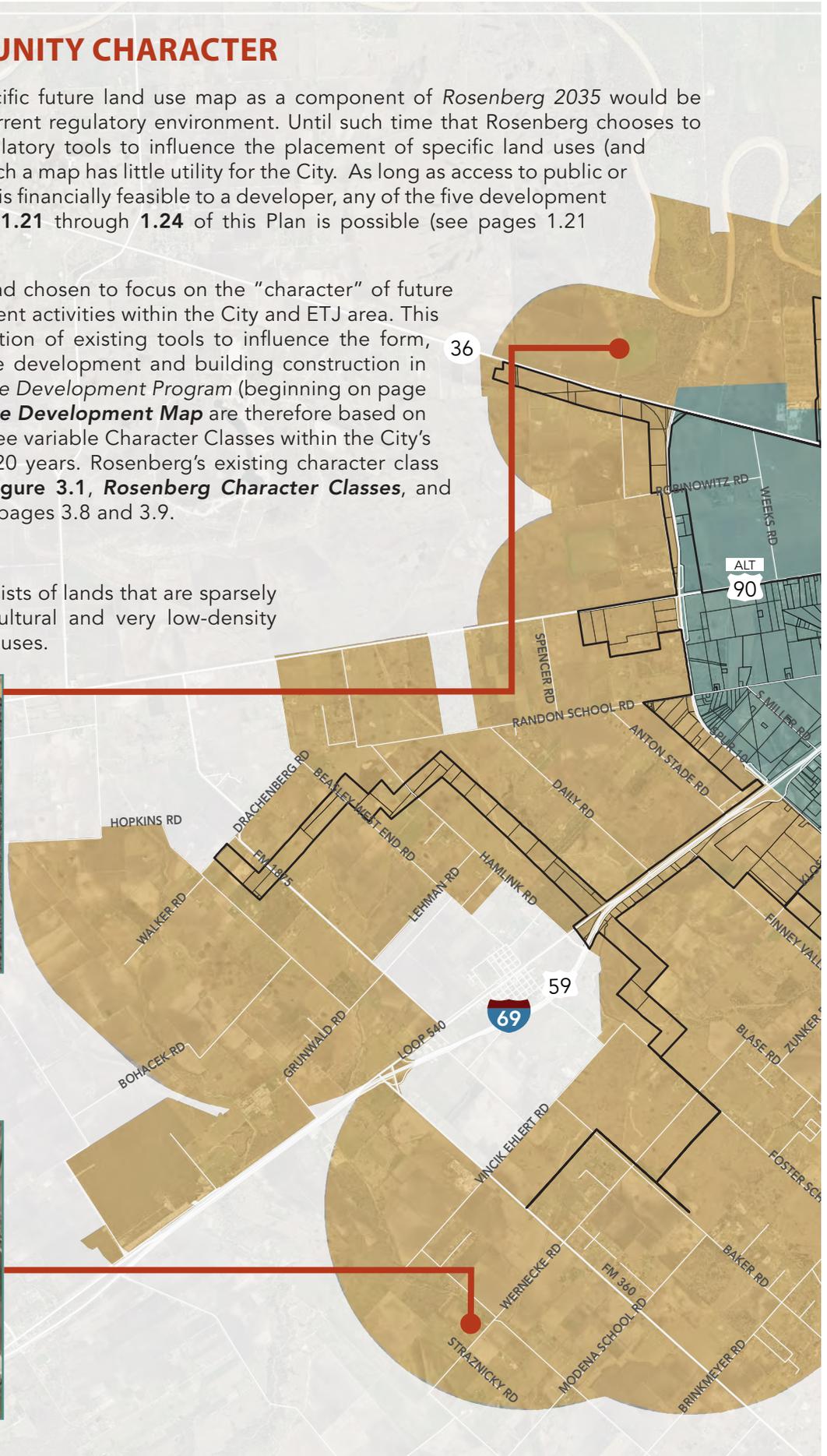
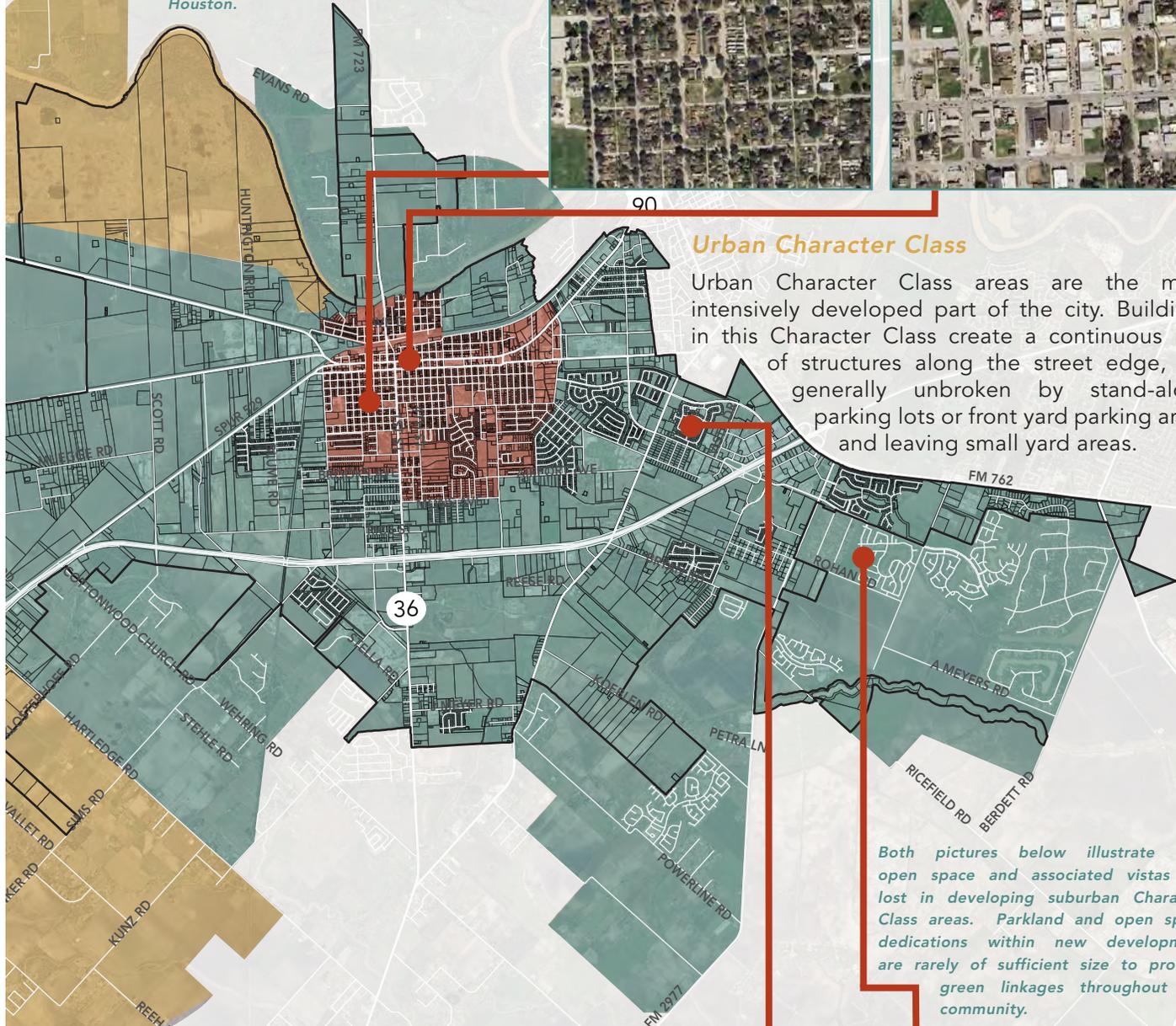


FIGURE 3.1: ROSENBERG CHARACTER CLASSES

Urban Character Classes do not necessarily require a mixture of land uses. Rosenberg's urban character class areas include high density residential neighborhoods (right), and a mixed-use downtown (far right). Other variations of the urban character class such as "urban core" and "auto-urban" may be found throughout metropolitan Houston.



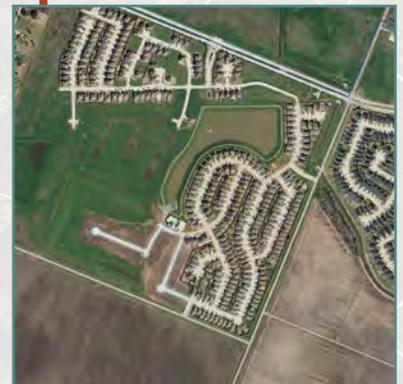
Urban Character Class

Urban Character Class areas are the most intensively developed part of the city. Buildings in this Character Class create a continuous row of structures along the street edge, are generally unbroken by stand-alone parking lots or front yard parking areas and leaving small yard areas.

Both pictures below illustrate how open space and associated vistas are lost in developing suburban Character Class areas. Parkland and open space dedications within new development are rarely of sufficient size to provide green linkages throughout the community.

Suburban Character Class

Suburban Character Classes are intended to promote garden-like settings by increasing open spaces and reducing the overall sense of enclosure between buildings. In practice, open space in most suburban character class areas is "borrowed" - reserved for accessory uses such as parking or stormwater detention.



RURAL



TYPICAL LOCATIONS

Rosenberg's municipal limits and ETJ area include thousands of acres utilized for agricultural production, maintained in a natural state, or subdivided into large-lot subdivisions. These areas are being rapidly converted to suburban development.

DEVELOPMENT TYPES

Typical development types within the Rural Character Class include:

- Residential homesteads
- Planned development to accommodate conservation and cluster designs
- Agricultural uses
- Agriculture-focused commercial retail
- Agricultural support uses with industrial characteristics (e.g., grain elevators, cotton processing)
- Parks and public spaces

SUBURBAN



TYPICAL LOCATIONS

Properties of suburban character have spread from the historic urban core of the City to areas south and east. Development has extended beyond the limits of public services and has become intertwined with residual rural properties due to the approval of privately-financed municipal utility districts.

DEVELOPMENT TYPES

Typical development types within the Suburban Character Class include:

- Detached residential dwellings
- Planned developments that integrate other housing types (e.g., attached residential), with increased open space to preserve an overall Suburban character
- Golf course subdivisions
- Parks and public spaces
- Public/institutional uses

URBAN



TYPICAL LOCATIONS

Areas of urban character in Rosenberg include the historic downtown and adjacent center city neighborhoods.

DEVELOPMENT TYPES

Typical development types within the Urban Character Class include:

- Mixed use (on single sites and within individual structures)
- Residential space above commercial or office uses
- Live/work units
- Attached residential
- Commercial retail and services
- Office
- Public/institutional uses
- Places of worship
- Entertainment
- Parking structures and limited public or commercial surface parking areas
- Parks and public spaces



CHARACTERISTICS

Typical development characteristics within the Rural Character Class include:

- Rural character from wide open landscapes, with minimal sense of enclosure and views to the horizon unbroken by buildings in most places.
- Scattered residential development on relatively large acreages, resulting in very high open space ratios and very low site coverage (sometimes with residential "estate" areas providing a transition from Suburban to Rural densities, with estate lots typically ranging from one to three acres).
- Typically no centralized water or sanitary sewer service available. Also much greater reliance on natural drainage systems, except where altered significantly by agricultural operations.

- Potential for conservation developments that further concentrate the overall development footprint through cluster designs, with increased open space set-aside to maintain the overall Rural character and buffer adjacent properties. (May also make alternative community wastewater treatment methods feasible to eliminate the need for individual on-site septic systems.)



CHARACTERISTICS

Typical development characteristics within the Suburban Character Class include:

- Less noticeable accommodation of the automobile compared to more intensive auto-oriented residential areas. This is especially common where driveways are on the side of homes rather than occupying a portion of the front yard space and where garages are situated to the side or rear of the dwelling.
- Can establish development options that allow for smaller lot sizes in exchange for greater open space, with the additional open space devoted to maintaining the Suburban character and buffering adjacent properties and roads.

- Enhancements in public ways are typically complimented by private landscaping/greenspace, but dedicated walkways from storefronts and buildings to the public sidewalk are often absent.
- Public/institutional uses designed to match suburban character.



CHARACTERISTICS

Typical development characteristics within the Urban Character Class include:

- Streets and other public spaces are framed by buildings with zero/minimal front setbacks, creating "architectural enclosure" versus the progressively more open feel in other character areas (auto-oriented, suburban, rural).
- Mostly on-street parking and minimal surface parking (until the Urban character begins to give way to auto-oriented site design).
- The only place where structured parking may make sense and be financially viable.
- Greatest site coverage.
- Multi-story structures encouraged.

- Most conducive for pedestrian activity and interaction, with public plazas and pocket parks providing green space amid the Urban environment, and a place to gather and host community events.
- Streetscape enhancements in public ways usually emphasized given limited area for private landscaping relative to other character areas.
- May exclude some auto-oriented uses that, by their very nature, cannot achieve an Urban character.
- Public/institutional uses designed to match Urban character.
- Alleys and rear-access garages can reinforce Urban character on blocks with attached or detached residential dwellings.



ROSENBERG 2035 FUTURE DEVELOPMENT PROGRAM

The *Rosenberg 2035 Future Development Program* is incorporated into this comprehensive plan document on pages 3.10 through 3.23. The *Future Development Program* is the City of Rosenberg's formal policy document for guiding growth, development, and redevelopment opportunities in the City over the course of the next 20 years.

The *Future Development Program* serves as Rosenberg's guide for linking land development, land use, and community character to the City's development regulations and related tools - as permitted by Sec. 213.002 of the Texas Local Government Code (LGC). It identifies and classifies different geographic areas of the City according to recommended future development "character." The *Program* not only identifies locations where certain development types and land uses may be appropriate in Rosenberg, it also describes the form that building and site development should take. The *Future Development Program* consists of the following four principal components:

- *Future Land Use Program Parameters*
- *Future Development Map*
- *Character Area Attributes*
- *Character Corridor Attributes*

The *Future Development Program* is designed to correspond with the City's *Major Thoroughfare Program* established in Chapter 2, *Transportation*. It does not presume that all areas of the City should be subject to new development. The *Program* merely identifies preferred locations within which developments of certain type and character may be allowed – subject to the policies of this Plan. It also identifies redevelopment options in established areas of the City and promotes natural resource preservation.

As with the City's *Major Thoroughfare Program* (pages 2.23 through 2.36), most of the recommended *Future Development Program* strategies, initiatives, and actions, are incorporated into Chapter 4, *Implementation*. Their potential omission from Chapter 4 does not invalidate the remaining policy and project recommendations contained within the *Program*. All elements of the *Future Development Program* – including statements of intent, recommended development parameters, and recommended implementation measures – serve as formal City policy. They must be considered by City staff, elected, and appointed officials, when weighing the merits of development and redevelopment proposals.

FUTURE DEVELOPMENT PROGRAM PRINCIPLES

The *Rosenberg 2035 Future Development Map* (Map 3.1 and Map 3.2, pages 3.13 and 3.14) illustrates proposed areas and corridors within the City which are intended to develop or redevelop the general groupings of land uses. This shall be done in accordance to the preferred building and site design treatment to property distinguish character and form. The *Future Development Map* and corresponding attributes of the Character Areas and Character Corridors form a *Future Development Program* that is intended to enable physical change in the City that accommodates projected demand for new housing, businesses, and public facilities.

Character Areas and Corridors

The *Future Development Program's* five Character Areas and three Character Corridors are intended to accommodate building and site development and/or retain or preserve natural features over the course of the next 20 years according to unique attributes. These Character Areas and Character Corridors are depicted on the *Future Development Map* (Map 3.1 and Map 3.2) and are individually described in more detail on pages 3.15 through 3.23. Each of these Character Area and Character Corridor attribute pages include the following components:

FIGURE 3.2: CHARACTER AREA AND CORRIDOR ATTRIBUTES

ATTRIBUTE	QUALIFICATIONS
DESCRIPTION	Briefly describes the current conditions of the Character Area/Corridor. Includes a "statement of intent" regarding the preferred development type and intensity.
RECOMMENDED DEVELOPMENT PATTERNS	Includes a bullet-point list of preferred growth and development characteristics within each Character Area/Corridor. The listed development patterns should be viewed as initial "core" recommendations which may continually be added to, or otherwise modified.
AREAS REQUIRING SPECIAL ATTENTION	A list of corridors, districts, neighborhoods, or other areas of unique cultural or natural value within the boundaries of a Character Area/Corridor. These areas should be given special consideration beyond the recommended development patterns.
REPRESENTATIVE LAND USES	A list of general land uses that – subject to conditions - may be appropriate within a character area/corridor. The list should not be viewed as all-inclusive; nor, does it imply that each listed land use is appropriate in all parts of the Character Area/Corridor.
RECOMMENDED IMPLEMENTATION MEASURES	A list of land development code provisions, or other actions or initiatives, that should be taken to more effectively implement the policy recommendations of each Character Area/Corridor.

Future Development Map Applicability

The *Future Development Map* incorporates all land within the municipal limits and land that is currently within the City's ETJ.

Character Class Applicability

Character Areas and Character Corridors represented on the *Future Development Map*, and described on pages 3.15 through 3.23, are intended to promote the over-arching development patterns delineated in the Rural, Suburban, and Urban Character Classes established on pages 3.6 through 3.9. As a result, most of Rosenberg's Character Areas do not cross between Character Class boundaries. In contrast, Character Corridors – by their function and linear nature – may extend across Character Class boundaries. The recommended development patterns of Character Corridors are written to acknowledge distinctions between segments of a corridor that overlaps the boundaries of the Rural, Suburban, and Urban character

classes.

Character Area Boundaries

Unlike a parcel-specific future land use map, the boundaries of Rosenberg's Character Areas are conceptual and are intended to represent "approximate" Character Area location. As a result, Character Area boundaries may cross parcel lines. This flexibility allows the Mayor and City Council (and applicable appointed bodies) to make decisions based on changing conditions while reducing the need to continually update the **Future Development Map**. As a result, it is possible to assume that small parcels located directly adjacent to 1 or more Character Areas may be permitted by Rosenberg to develop according to the parameters of the adjacent area rather than the area in which it is located. Such an action should be taken sparingly and the decision should only be made if the local government can show that it is consistent with the recommendations provided in all other sections of *Rosenberg 2035*.

Rosenberg will consider at least the following when interpreting the applicability of a Character Area boundary to individual parcels/tracts:

- *Character Area boundaries that follow defined geographic or engineered features (such as streams, floodplains, streets, alleys, railroads) should be viewed as fixed, and not subject to interpretive adjustment.*
- *Large tracts of land that contain substantial area within more than one character area should develop according to the parameters of the applicable Character Area within which each portion of the tract is located.*
- *Small portions of a parcel that encroach into an adjacent Character Area should generally develop according to the characteristics of the predominant character area, unless adherence to the characteristics of the secondary area are needed to promote the overall policies of this document.*
- *Where Character Area and Character Corridor boundaries overlap, efforts should be made to incorporate the most thorough, detailed, and site specific characteristics from among the overlapping area/corridor.*

(Note: Adherence to the suggested criteria listed above, when evaluating the merits of a land use or development proposal shall not invalidate corresponding decision criteria contained within the Rosenberg Subdivision Regulations or other applicable chapters of City Code.)

The applicability of the above listed boundary parameters is subject to the interpretation of the Mayor and City Council. Regardless, tracts should typically develop according to the parameters established in the specific Character Area in which they are located. Rosenberg will initiate amendments to the **Future Development Map** whenever it intends to promote a development pattern in an area that is contrary to the adopted map.

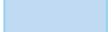
Annexation

As previously stated, the **Future Development Map** incorporates land that is within the current Rosenberg ETJ. The map does not however incorporate ETJ area that is anticipated to be added during the 20 year planning horizon of *Rosenberg 2035* (an undesignated area extending 1 1/2 miles beyond current ETJ boundaries).

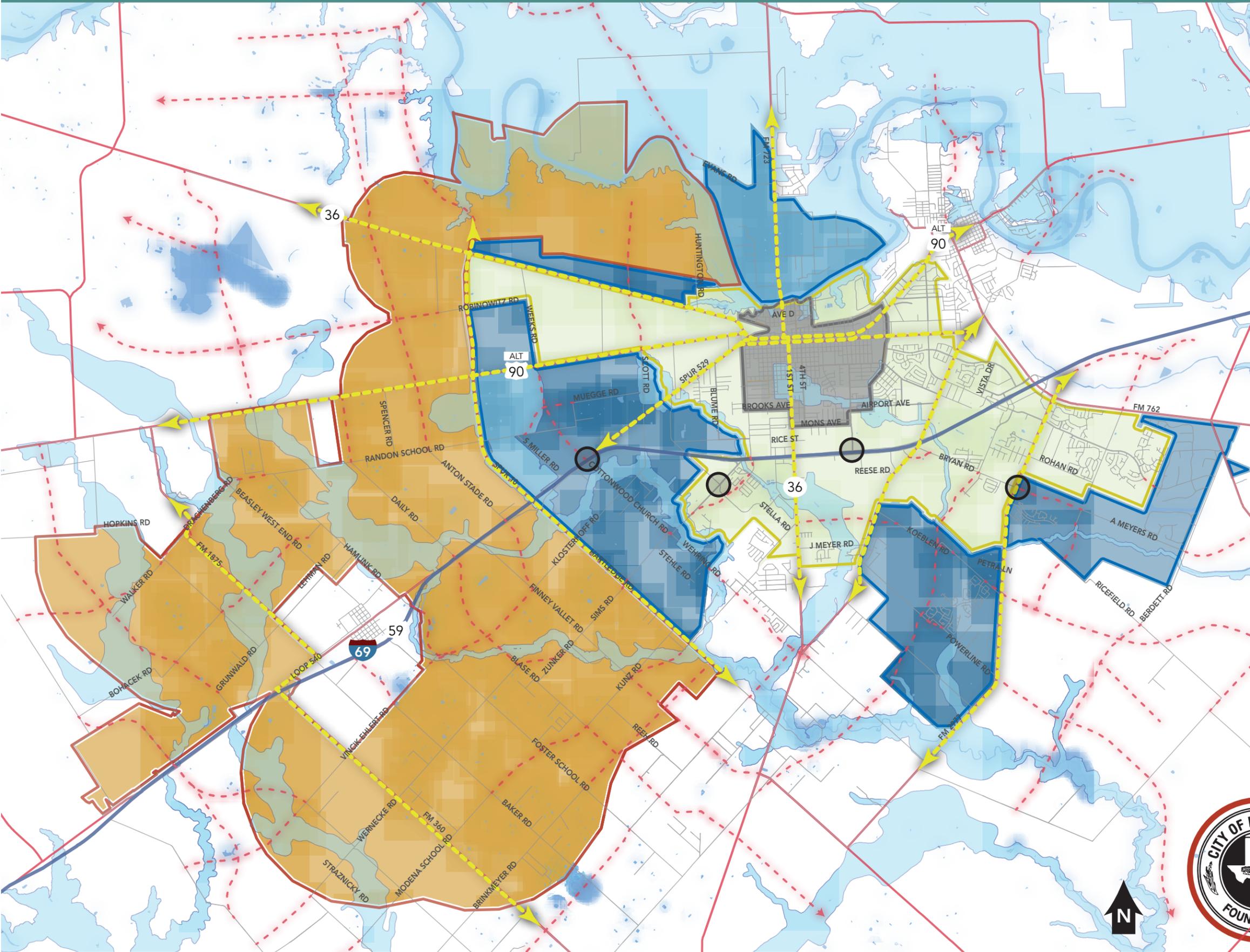
In instances where the City's population growth or Rosenberg's annexation activities extend the ETJ, one should assume that the Character Areas represented on the **Future Development Map** would merely be extended to the property under consideration. The same assumption should not be made for non-contiguous parcels that may be annexed via linear connections within public street rights-of-way. To ensure that an appropriate Character Class and/or Character Corridor type is assigned to areas not currently illustrated on the **Future Development Map**, Rosenberg should amend the **Map** as adjacent parcels are annexed, or at least confirm a preferred Character area and/or Character class as part of the applicable annexation ordinance.

MAP 3.1: ROSENBERG FUTURE DEVELOPMENT MAP

LEGEND

- CHARACTER AREAS: ¹**
-  Central Rosenberg
 -  Greater Rosenberg
 -  Rosenberg Development Reserve
 -  Rosenberg Villages
 -  Rural Rosenberg
- CHARACTER CORRIDORS:**
-  Conservation Corridors
 -  Highway Management Corridors
 -  Urban Collector Corridors
- OTHER: ²**
-  Freeways & Expressways
 -  Existing Arterial/Collector
 -  Existing Local Street
 -  Proposed Arterial Thoroughfare

¹ Character areas collectively encompass the Rosenberg municipal limits and ETJ area.
² See Rosenberg Major Thoroughfare Program (Chapter 2, Transportation) for full highway descriptions and development parameters.



COMPREHENSIVE PLAN

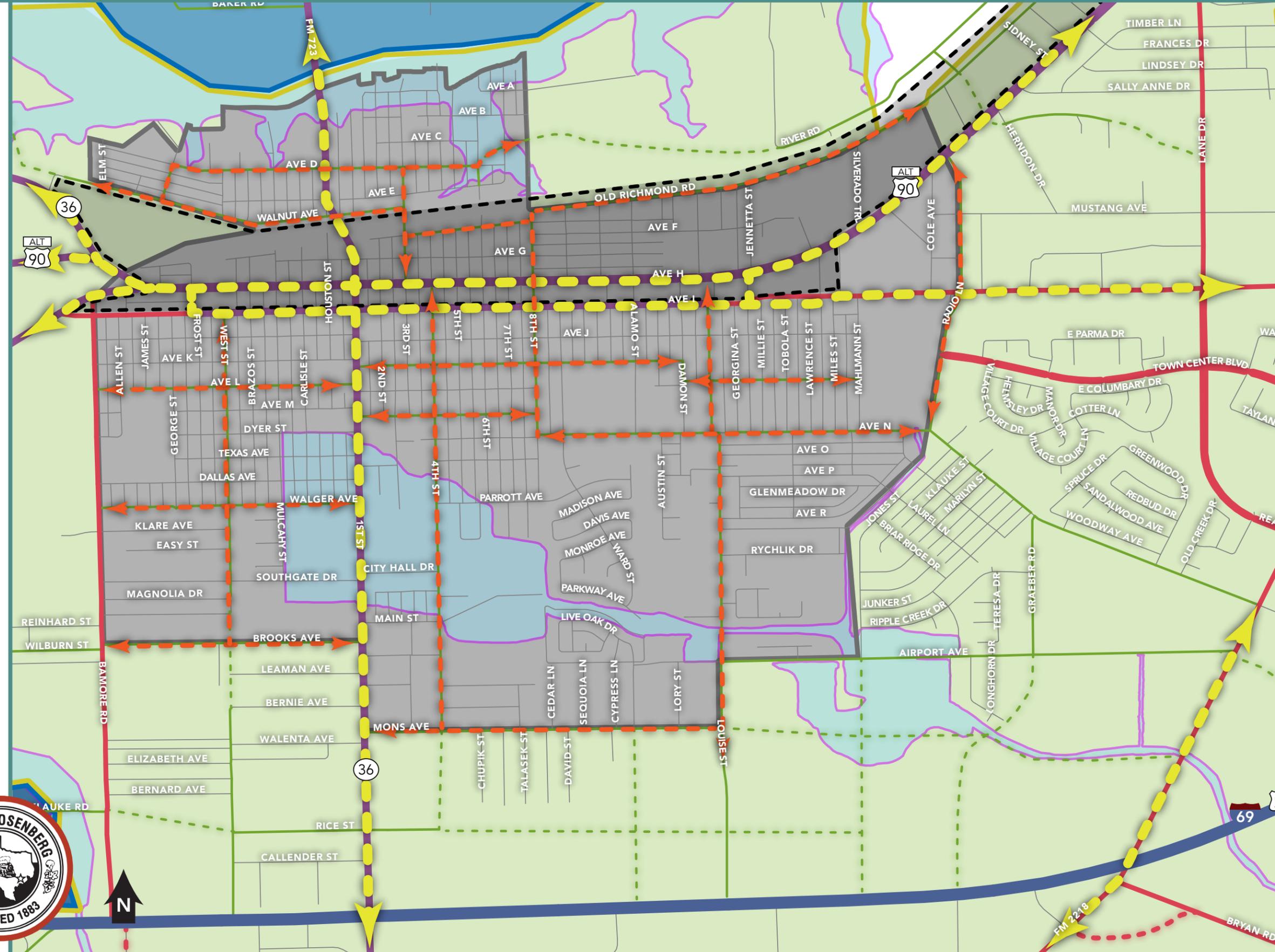
FUTURE DEVELOPMENT PROGRAM

MAP 3.2: ROSENBERG FUTURE DEVELOPMENT MAP (CENTRAL ROSENBERG)

LEGEND

- CHARACTER AREAS:**
-  Central Rosenberg
 -  Greater Rosenberg
 -  Rosenberg Development Reserve
- CHARACTER CORRIDORS:**
-  Conservation Corridors
 -  Highway Management Corridors
 -  Urban Collector Corridors
- OTHER:¹**
-  Livable Centers Study Area
 -  Existing Highway/Street
 -  Proposed Highway/Street

¹ See Rosenberg Major Thoroughfare Program (Chapter 2, Transportation) for full highway descriptions and development parameters.



ROSENBERG CHARACTER AREAS

The *Future Development Program* divides Rosenberg into five Character Areas within which certain types of building and site development should be promoted, and/or natural features should be retained or preserved over the course of the next 20 years. Population projections provided in Chapter 1, *Planning Context*, suggest that permanent population growth over the 20 year horizon of the *Rosenberg 2035* will be substantial, and a lack of city-wide zoning regulations limits (but does not eliminate) the City's ability to influence future development patterns. As development activities take place, Character Areas identify "preferred" locations where variable land use combinations should be promoted, and provide distinctions between areas of differing development style, form, and intensity. A simple way to look at Character Areas - particularly those overlaying largely undeveloped areas - is as development "reserves."



Community design standards, including building typologies, can be calibrated to allow for similar land uses in suburban contexts (above left) while promoting urban form in special districts such as downtown (above right). Source: Kendig Keast Collaborative

ROSENBERG CHARACTER CORRIDORS

Similar to the City's five recommended Character Areas, the *Future Development Program* identifies three Character Corridors in the City of Rosenberg within which building and site development of distinct character should be promoted over the course of the next 20 years. Although the *Future Development Program* identifies specific Character Corridors within the municipal limits (and the City's ETJ) where distinct development patterns should be promoted, it is important to remember that *Rosenberg 2035* recommends a series of functional and aesthetic improvements that may be applied to all of the City's existing and future thoroughfares. Implementation of Character Corridor recommendations listed in this Chapter should always be balanced with the recommendations contained within the *Major Thoroughfare Program*, and other strategies contained in Chapter 2, *Transportation*.



Corridors of sufficient width along streams (above left) can provide definitive edges between Rosenberg's neighborhoods, while landscaping and controlled access along major thoroughfares improve community aesthetics and highway function (above right). Source: Kendig Keast Collaborative

MAP LEGEND:

(p. 3.13 & 3.14)



Basic building typology standards can ensure a predictable form of infill development and create certainty in investment. Source: Kendig Keast Coll.

REPRESENTATIVE LAND USES:

The following land uses may be appropriate within Central Rosenberg when consistent with recommended development patterns:

- Medium-to-high density single-family residential
- Multi-family residential
- Office, service, and retail uses
- Public and institutional land uses
- Active recreation / other public gathering spaces

RECOMMENDED DEVELOPMENT PATTERNS:

Development within Central Rosenberg should adhere to the following recommended parameters:

- Building typologies should be developed for downtown areas and residential neighborhoods that control building scale and form.
- Uniform building materials and architectural design components should be promoted.
- Require the placement of utilities underground including pre-existing utility lines where feasible.
- Site development should promote building location and orientation, close to and facing, principal streets; as well as increased floor area ratios.
- Consistent signage and lighting standards should create a unified aesthetic.
- Landscaping standards on small sites should allow for fee-in-lieu options to support City right-of-way landscape treatments.
- City street sections should be retrofitted to decrease speeds and promote pedestrian activity.
- Parking and loading should be screened by buildings and landscaping; alley improvements should promote rear access.

ROSENBERG CHARACTER AREA: CENTRAL ROSENBERG

DESCRIPTION:

The Central Rosenberg Character Area incorporates the city's historic central business district and center city neighborhoods. The area is supported by a consistent interconnected street grid and characterized in the downtown by one to two story mixed use buildings built close to the street. Residential areas are found with narrow and deep lots, supporting residential uses that were traditionally single-family in nature. More recent activity in Central Rosenberg has seen the development of auto-intensive commercial uses on principal highways, as well as residential infill of varying types, densities, and design. This has created an inconsistent feel within the area. Newer development has been supported by street conversions that promote through-traffic in the city's older neighborhoods.

AREAS REQUIRING SPECIAL ATTENTION:

The following areas within Central Rosenberg warrant special attention beyond the parameters established herein:

- Brazos River
- Highway Management Corridors (see page 3.22)
- Rosenberg Livable Centers Study Area (see page 3.4)
- Urban Collector Corridors (see page 3.23)

RECOMMENDED IMPLEMENTATION MEASURES:

The following measures are recommended to ensure the successful implementation of the Central Rosenberg development parameters:

- Develop building typology and architectural design standards for portions of the character area.
- Amend building line and setback line requirements within Chapter 25, Subdivisions, in favor of build-to lines for urban lots.
- Provide design standards to Highway 36 and 90-A and other center-city properties. They should provide setback and parking relief, in return for enhanced landscaping and building design.
- Adjust access management requirements to provide options for urban lots with smaller dimensions/limited frontage.
- Amend development standards to provide for alternative urban street types (see also Major Thoroughfare Program).
- Identify a downtown site for the development of a "central park" and tie parkland and landscaping fees-in-lieu to site acquisition and development.

ROSENBERG CHARACTER AREA: GREATER ROSENBERG

DESCRIPTION:

The Greater Rosenberg Character Area includes portions of Rosenberg and the ETJ area that are in close proximity to existing City sewer services. These areas are developing with suburban characteristics - including design features that emphasize the importance of accommodating the automobile. Land uses located here are often intended for a single purpose. Non-residential areas are characterized by expanses of impervious parking and low floor area ratios (FAR). Residential areas look inward, with isolated street systems and recreation areas that cater specifically to neighborhood residents. The proximity of undeveloped lands in this Character Area to existing City services should make infill development of these lands among the City's highest priorities.

REPRESENTATIVE LAND USES:

The following land uses may be appropriate within Greater Rosenberg when consistent with recommended development patterns:

- Single-family residential
- Multi-family residential
- Office, service, and retail uses
- Warehouse and manufacturing
- Passive open space
- Active recreation space
- Regional stormwater detention/filtration facilities

RECOMMENDED DEVELOPMENT PARAMETERS:

Development within Greater Rosenberg should adhere to the following recommended parameters:

- Uniform building materials and architectural design components should be promoted.
- Consistent signage and lighting standards should create a consistent aesthetic.
- Require the placement of utilities underground including pre-existing overhead utility lines where feasible.
- Stormwater run-off and glare should be reduced by incorporating landscaping provisions that include buffer yards, screening, and tree canopy requirements.
- Direct pedestrian access between land uses and development sites should be accommodated.
- Developments should provide greenbelt buffers where natural vegetation can regenerate and provide defined community edges.
- Non-residential development should be clustered close to major intersections (see Rosenberg Villages) as opposed to linear corridor frontage.

MAP LEGEND: (p. 3.13 & 3.14)



The WFBMD's design standards have brought enhancements to community character which should be further augmented. Source: Kendig Keast Coll.

AREAS REQUIRING SPECIAL ATTENTION:

The following areas within Greater Rosenberg warrant special attention beyond the parameters established herein:

- Brazos River
- Conservation Corridors (see page 3.21)
- Highway Management Corridors (see page 3.22)
- Rosenberg Livable Centers Study Area (see page 3.4)
- Rosenberg Villages (see page 3.19)
- Areas reserved for industrial land uses

RECOMMENDED IMPLEMENTATION MEASURES:

The following measures are recommended to ensure the successful implementation of the Greater Rosenberg development parameters:

- Prioritize road and utility investments in this area over the Rosenberg Development Reserve character area to stimulate infill development.
- Building material requirements should be incorporated into development standards.
- Residential building standards should include basic standards on street-facing facades - including fenestration, garages, etc.
- Clear landscaping standards should be developed that are not tied solely to off-street parking areas.
- Buffer yard, screening, and tree canopy/coverage requirements should be incorporated into City development standards.
- Open space requirements should be modified to make passive open spaces (greenbelts) distinct from active recreation or other park areas.
- Standards on pedestrian facilities should be modified to include direct walkway access between development sites.
- Subdivision standards should be amended to ensure future street interconnectivity.

MAP LEGEND:

(p. 3.13 & 3.14)



The boundary of new development in Rosenberg should be defined by the physical extent of public infrastructure. Source: Kendig Keast Coll.

REPRESENTATIVE LAND USES:

The following land uses may be appropriate within the Rosenberg Development Reserve when consistent with recommended development patterns:

- Single-family residential
- Multi-family residential
- Office, service, and retail uses
- Warehouse and manufacturing
- Passive open space
- Active recreation space
- Regional stormwater detention/filtration facilities

RECOMMENDED DEVELOPMENT PATTERNS:

Development within the Rosenberg Development Reserve should adhere to the following recommended parameters:

- Uniform building materials and architectural design components should be promoted.
- Consistent signage and lighting standards should create a consistent aesthetic.
- Require the placement of utilities underground.
- Stormwater run-off and glare should be reduced by incorporating landscaping provisions that include buffer yards, screening, and tree canopy requirements.
- Direct pedestrian access between land uses and development sites should be accommodated.
- Developments should provide greenbelt buffers where natural vegetation can regenerate and provide defined community edges.
- Non-residential development should be grouped close to major intersections (see Rosenberg Villages) as opposed to linear corridor frontage.
- Clustered development patterns should be emphasized to preserve wider greenbelt buffers between developments.

ROSENBERG CHARACTER AREA: ROSENBERG DEVELOPMENT RESERVE

DESCRIPTION:

Much of the land in the Rosenberg Development Reserve Character Area continues to be utilized for agricultural purposes - and retains vast view sheds of flat unwooded lands bordered by limited stands of trees along water courses. Still, many tracts of land within the Rosenberg Development Reserve have already begun undergoing a transition to the same suburban development pattern that characterizes the Greater Rosenberg Character Area. Although lacking direct access to publicly-maintained water and sewer systems, advanced development of these properties is made possible by municipal utility districts (MUDs). Further development of the Rosenberg Development Reserve - regardless of building and site design characteristics - should not be prioritized until further infill of the Central Rosenberg and Greater Rosenberg character areas become unfeasible.

AREAS REQUIRING SPECIAL ATTENTION:

The following areas within the Rosenberg Development Reserve warrant special attention beyond the parameters established herein:

- Conservation Corridors (see page 3.21)
- Highway Management Corridors (see page 3.22)

RECOMMENDED IMPLEMENTATION MEASURES:

The following measures are recommended to ensure the successful implementation of the Rosenberg Development Reserve development parameters:

- Building material requirements should be incorporated into development standards.
- Residential building standards should include basic standards on street-facing facades - including fenestration, garages, etc.
- Clear landscaping standards should be developed that are not tied solely to off-street parking areas.
- Buffer yard, screening, and tree canopy/coverage requirements should be incorporated into City development standards.
- Open space requirements should be modified to make passive open spaces (greenbelts) distinct from active recreation or other park areas.
- Standards on pedestrian facilities should be modified to include direct walkway access between development sites.
- Subdivision standards should be amended to ensure future street interconnectivity.
- An adequate public facilities ordinance should be prepared to which development approval is tied.

ROSENBERG CHARACTER AREA: ROSENBERG VILLAGES

DESCRIPTION:

Federal, state, and county, owned and maintained highways are designed to move motor vehicles through Rosenberg - and thus create highly-discernible "barriers" or "borders" (the appropriate term reflecting one's personal values) between quadrants of the community. These high-volume thoroughfares will continue to attract retail and other commercial land uses. Rather than promoting linear commercial development along greater lengths of the city's major thoroughfares, Rosenberg Villages character areas identify major intersections where office, retail, and institutional land uses should be concentrated to serve surrounding residential areas. Rosenberg Villages should be accessible not only from adjacent major thoroughfares, but also from within flanking residential areas. Site development should provide appropriate physical and functional transitions between the Rosenberg Villages nodes and adjacent neighborhoods.

REPRESENTATIVE LAND USES:

The following land uses may be appropriate within Rosenberg Villages when consistent with recommended development patterns:

- High-density single-family residential
- Multi-family residential
- Office, service, and retail uses
- Active recreation space

RECOMMENDED DEVELOPMENT PARAMETERS:

Development within the Rosenberg Villages should adhere to the following recommended parameters:

- Uniform building materials and architectural design components should be promoted.
- Consistent signage and lighting standards should create a consistent aesthetic.
- Require the placement of utilities underground including pre-existing overhead utility lines where feasible.
- Land uses should be mixed - both on development sites, and within buildings.
- Stormwater run-off and glare should be reduced by incorporating landscaping provisions that include buffer yards, screening, and tree canopy requirements.
- Direct pedestrian access between and among land uses and development sites should be accommodated.
- Site design should allow for the extension of adjacent residential streets into or through the development site.

MAP LEGEND: (p. 3.13)



Commercial land uses should concentrate around key intersections, and provide internal linkages to neighborhoods. Source: Kendig Keast Coll.

- Bufferyard standards and provisions on building height, scale, and floor area ration should provide for transitions between development sites and adjacent residential areas.
- Development sites should incorporate formal public gathering areas

AREAS REQUIRING SPECIAL ATTENTION:

The following areas within Greater Rosenberg warrant special attention beyond the parameters established herein:

- Highway Management Corridors (see page 3.2)

RECOMMENDED IMPLEMENTATION MEASURES:

The following measures are recommended to ensure the successful implementation of Rosenberg Villages development parameters:

- Building material requirements should be incorporated into development standards.
- Clear landscaping standards should be developed that are not tied solely to off-street parking areas.
- Develop variable landscaping and bufferyard requirements that are tied to the scale and intensity of adjacent land uses.
- Apply park standards to non-residential or mixed use development sites. Develop specific facility standards for formal public gathering spaces tied to retail and office development.
- Standards on pedestrian facilities should be modified to include direct and defined walkway access between and within development sites.
- Subdivision standards should be amended to ensure future street interconnectivity.
- An adequate public facilities ordinance should be prepared to which development approval is tied.
- Draft specific PUD development parameters that must be met for site and building plan approval.

MAP LEGEND:

(p. 3.14)



Seabourne Creek Park provides an example of how targeted upland conservation can create defined community edges. Source: Kendig Keast Collaborative.

REPRESENTATIVE LAND USES:

The following land uses may be appropriate within Rural Rosenberg when consistent with recommended development patterns:

- Extremely low-density (estate) residential
- Passive open space or conservation lands
- Active recreation space
- Agricultural uses
- Regional stormwater detention/filtration facilities
- Other land uses at highway interchanges

RECOMMENDED DEVELOPMENT PATTERNS:

Development within Rural Rosenberg should adhere to the following recommended parameters:

- Residential development should be clustered to maximize areas for common open space. Alternatively, extremely low density residential development should be tied to conservation easement or purchase of development rights programs.
- Open-ditch rural street segments should be allowed to serve developments of low density or intensity.
- Non-residential uses should be limited to existing agricultural uses, and regional storm water facilities.
- Higher intensity development - more characteristic of other character areas - may be permitted in close proximity to highway interchanges, and only if adequate public facilities may be provided.

ROSENBERG CHARACTER AREA: RURAL ROSENBERG

DESCRIPTION:

Rural Rosenberg includes lands on the north, west, and southwest sides of the City's municipal land area and ETJ area that remain the most physically removed from recent land development activity and public service expansions. These areas include vast stretches of active farmland, interspersed with smaller hobby farms and estate subdivisions. In general, Rural Rosenberg has historically been less susceptible to development pressure than other areas of the community. Low intensity land uses should continue to be promoted, but should also be protected in order to retain agricultural and natural greenbelts that encourage further farming activity while providing species habitat, and a defined community edge.

AREAS REQUIRING SPECIAL ATTENTION:

The following areas within Central Rosenberg warrant special attention beyond the parameters established herein:

- Conservation Corridors (see page 3.21)
- Tracts adjacent to highway interchanges

RECOMMENDED IMPLEMENTATION MEASURES:

The following measures are recommended to ensure the successful implementation of Rural Rosenberg development parameters:

- Incorporate rural street standards into City subdivision regulations.
- Amend the City's policies on MUDs to tie approval in the Rural Rosenberg character area to adjacency to highway interchanges, and an adequate public facilities ordinance.
- Draft low-impact-development standards that can be applied to Rural Rosenberg cluster subdivisions and similar developments in other character areas.
- Develop a greenway and multi-use trails master plan to provide for a City and ETJ-wide multi-use trail network.
- Identify preferred community greenbelt areas and purchase parcels or development rights. Offset public expenses with an impact fee tied to development in other character areas.
- Create a strategic partnership with a land trust to manage City-purchased community greenbelts.

ROSENBERG CHARACTER CORRIDOR: CONSERVATION CORRIDORS

MAP LEGEND:
(p. 3.13 & 3.14)

DESCRIPTION:

Rosenberg's Conservation Corridors encompass floodplains, and other sensitive environmental lands flanking rivers and streams, which border and bisect the community. Conservation Corridor lands also include proximate upland buffers of varying widths in order to concentrate active recreation areas and passive conservation areas in a contiguous band that provides a discernible edge to the City's neighborhoods. Conservation Corridors may also serve as suitable locations for regional stormwater detention or passive filtration areas.

REPRESENTATIVE LAND USES:

The following land uses may be appropriate within Conservation Corridors when consistent with recommended development patterns:

- Extremely low-density (estate) residential
- Clustered single-family residential
- Passive open space or conservation lands
- Active recreation space
- Agricultural uses
- Regional stormwater detention/filtration facilities

RECOMMENDED DEVELOPMENT PARAMETERS:

Development within Conservation Corridors should adhere to the following recommended parameters:

- Impervious surfaces should be minimized and located away from floodplains and sensitive environmental lands.
- Residential development should be clustered to maximize areas for common open space. Alternatively, extremely low density residential development should be tied to conservation easement or purchase of development rights programs.
- Non-residential uses should be limited to existing agricultural uses, and regional storm water facilities.
- Streamside buffers should be established.
- Woodland stands should be preserved, and additional lands reserved as passive open space should be permitted to regenerate in a natural state.



Floodplains and other natural corridors can be combined with adjacent upland buffers to create defined community edges. Source: Kendig Keast Collaborative

AREAS REQUIRING SPECIAL ATTENTION:

No areas have been identified within Conservation corridors that warrant special attention beyond the parameters established herein.

RECOMMENDED IMPLEMENTATION MEASURES:

The following measures are recommended to ensure the successful implementation of the Conservation Corridor development parameters:

- Amend development regulations to include cluster development standards.
- Draft low-impact-development standards that can be applied to Rural Rosenberg cluster subdivisions and similar developments in other character areas.
- Develop a greenway and multi-use trails master plan to provide for a City and ETJ-wide multi-use trail network.
- Incorporate multi-use trail network standards into City development standards.
- Identify preferred community greenbelt areas and purchase parcels or development rights. Offset public expenses with an impact fee tied to development in other character areas.
- Create a strategic partnership with a land trust to manage City-purchased community greenbelts.

MAP LEGEND:

(p. 3.13 & 3.14)



As Rosenberg's gateways and arterial highways develop, greater emphasis should be placed on access management. Source: Kendig Keast Collaborative

REPRESENTATIVE LAND USES:

Appropriate land uses within Highway Management Corridors should be consistent with those recommended in underlying character areas, and the Rosenberg Livable Centers Study Area.

RECOMMENDED DEVELOPMENT PATTERNS:

Development within Highway Management Corridors should adhere to the following recommended parameters:

- Thoroughfare edges should be softened with increased landscaping along street rights-of-way.
- Utilities should be placed underground, including pre-existing overhead utility lines where feasible.
- Separated bicycle and pedestrian facilities, such as shared use paths, should be incorporated along highway corridors.
- A consistent design pattern for signage, lighting, traffic control fixtures, and other appurtenances should be developed.
- Motor vehicle access to and from parcels should be managed through the use of cross-access easements, shared driveways, and other features.
- Site layout and building placement should allow for the extension of streets consistent with the recommendations of the Major Thoroughfare Program.
- Public transit should be accommodated, where applicable, through the provision of facilities at transit stops.

ROSENBERG CHARACTER AREA: HIGHWAY MANAGEMENT CORRIDORS

DESCRIPTION:

Highway Management Corridors include federal, state, and county arterial highways and roads (excluding limited access highways) that bisect the Rosenberg municipal limits and City ETJ area. They are the City's "front door," and for many roadway users provide the only experience by which to develop their impressions of Rosenberg. The corridors may serve a variety of residential and non-residential land uses that rely on direct highway access and exposure to high volumes of motorists. Enhanced building and site design, and functional improvements of vehicular access to and from adjacent property should be emphasized to improve community pride and promote private investment.

AREAS REQUIRING SPECIAL ATTENTION:

The following areas within Highway Management Corridors warrant special attention beyond the parameters established herein:

- Rosenberg Villages (see page 3.19)

RECOMMENDED IMPLEMENTATION MEASURES:

The following measures are recommended to ensure the successful implementation of Highway Management Corridor development parameters:

- Amend City landscaping requirements to increase planting units - particularly for over story plantings - within parking areas and along street rights-of-way.
- Develop benchmarks related to development size whereby existing overhead utilities must be relocated underground.
- Modify pedestrian facility standards to include side trail provisions. Include design requirements and triggers for when the facility is required as a part of new development.
- Prepare illustrated design standards that identify suitable treatments for signage, lighting fixtures, and other appurtenances.
- Add access management provisions to City development regulations.
- Draft standards in City development regulations for the provision of public transit facilities such as bus turnouts and shelters.

ROSENBERG CHARACTER CORRIDOR: URBAN COLLECTOR CORRIDORS

MAP LEGEND:
(p. 3.13 & 3.14)



DESCRIPTION:

Urban Collector Corridors include arterial and collector streets owned and maintained by Rosenberg that are located within the Urban Character Class area. These corridors are located both in Rosenberg's historic downtown and throughout the City's older compact neighborhoods. Many of these corridors have developed or been modified in such way that promotes higher traffic volumes and speeds which conflict with the surrounding built environment. Consistent with the recommendations of Chapter 2, *Transportation*, these corridors should be retrofitted to calm traffic speeds and promote pedestrian activity. The surrounding properties should be developed to increase a sense of enclosure.

REPRESENTATIVE LAND USES:

Appropriate land uses within Urban Collector Corridors should be consistent with those recommended in underlying character areas, and the Rosenberg Livable Centers Study Area.

RECOMMENDED DEVELOPMENT PARAMETERS:

Development within Urban Collector Corridors should adhere to the following recommended parameters:

- *Building typologies should be developed that manage building form, scale, massing, and architectural features, should be applied to flanking properties. Building typologies may be based in part on corridor location, and lot type.*
- *Modified urban lot standards should be developed to be linked to specific building typologies and allow for higher floor area ratios, decreased setbacks, and shallow build-to-lines.*
- *Off-street parking should be placed in the rear of properties and shared vehicular access off of alleys should be promoted.*
- *Site redevelopment based on density and intensity thresholds should trigger street retrofitting that incorporates on-street parking and other traffic calming features.*
- *Tree canopies should be maintained or reestablished along corridor segments.*
- *Lighting and signage should be "pedestrian scale" and of a uniform character.*



City streets in urban environments should be redesigned to calm traffic and support pedestrian activity. Source: Kendig Keast Collaborative

AREAS REQUIRING SPECIAL ATTENTION:

The following areas within Urban Collector Corridors warrant special attention beyond the parameters established herein:

- *Rosenberg Livable Centers Study Area (see page 3-4)*

RECOMMENDED IMPLEMENTATION MEASURES:

The following measures are recommended to ensure the successful implementation of Urban Collector Corridor development parameters:

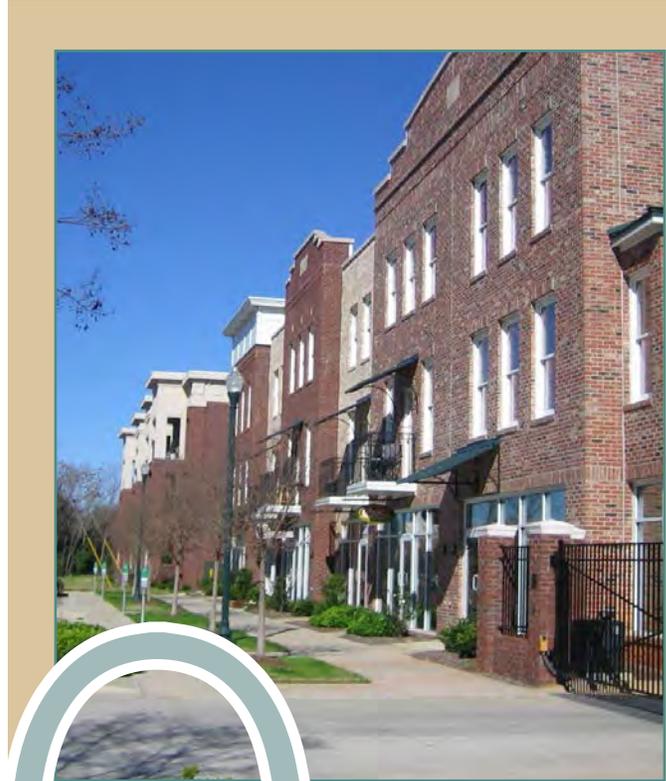
- *Create design standards for portions of downtown to promote consistent building and site design.*
- *Provide design standards to Highway 36 and 90-A, and other center-city properties. They should provide setback and parking relief, in return for enhanced landscaping and building design.*
- *Develop building typology and architectural design standards for portions of the Character Area.*
- *Amend building line and setback line requirements within Chapter 25, Subdivisions, in favor of build-to lines for urban lots, in order to promote higher density and zero-lot line or townhouse housing options.*
- *Adjust access management requirements to provide options for urban lots with smaller dimensions/limited frontage.*
- *Amend development standards to provide for alternative urban street types (see also Major Thoroughfare Program).*

KEYS TO UNLOCKING COMMUNITY CHARACTER

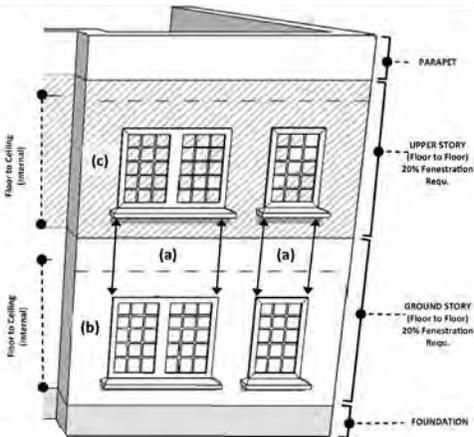
The Character Area and Character Corridor policies defined in the *Future Development Program* list methods to implement preferred community development character and patterns. These recommended measures are often individually limited in scope – focusing on singular topics such as: building type, sidewalks, signage, landscaping, lighting, etc. The majority of these recommendations involve adjustments to the City’s dispersed development ordinances and policy documents. While most implementation measures recommended in the *Future Development Program* focus on form and character, many of these measures also influence overall community growth patterns.

Today, Rosenberg does not possess the tools necessary to fully implement its *Future Development Program*. But what steps should the City take to implement the maximum amount of recommended land use and character measures? Many of the implementation measures recommended in the *Future Development Program* may be consolidated into four programmatic keys necessary to access Rosenberg’s long-term community development and character goals:

THE WEST FORT BEND MANAGEMENT DISTRICT’S DESIGN STANDARDS CAN BE AMENDED BY ADDING “GROUP C” PROVISIONS THAT APPLY TO CENTER CITY SEGMENTS OF HIGHWAYS 90 AND 36 CHARACTERIZED BY SMALLER LOTS AND HIGHER FLOOR AREA RATIOS. ALTERNATIVELY, DESIGN STANDARDS CAN BE INCORPORATED DIRECTLY INTO CITY CODE.



Rosenberg does not currently possess the regulatory tools to make high quality development the norm rather than the rule; nor, to promote different types of preferred development character in different areas of the City. Source: Kendig Keast Collaborative



Illustrative standards provide clear direction regarding building form, style, and scale. Source: Kendig Keast Collaborative



AN ADEQUATE PUBLIC FACILITIES ORDINANCE WILL ALLOW THE ISSUANCE OF BUILDING PERMITS ONLY WHERE THE DEVELOPER CAN ACCESS PUBLIC WATER, SEWER, AND STREETS; AND, ONLY WHERE SUFFICIENT CAPACITY EXISTS TO SERVE THE DEVELOPMENT.

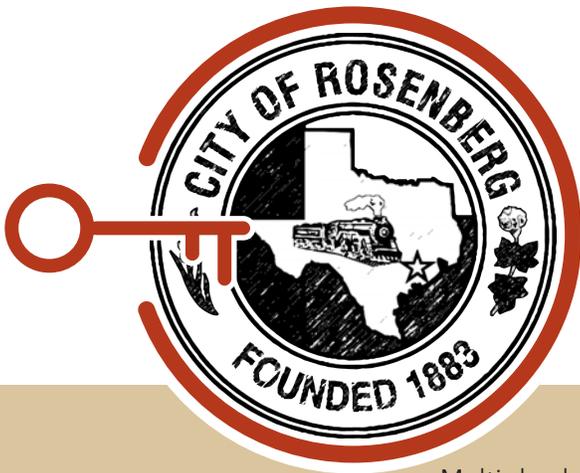


DEVELOPMENT FEES CAN BE USED TO OFFSET CITY PURCHASES OF PROPERTY OR EASEMENTS IN CONSERVATION CORRIDORS. THE CITY MAY PARTNER WITH A CONSERVATION TRUST TO MANAGE AND MAINTAIN “GREENBELT” LANDS THAT PROVIDE DEFINED COMMUNITY EDGES.

UNIFIED DEVELOPMENT CODE

Rosenberg has adopted multiple ordinances over many years in its efforts to manage growth and direct the character of new development. Inevitably, topic-specific code provisions have been spread throughout the City's Code of Ordinances. Long-term, this dispersal leads to contradictions among ordinances, and conflicts in administrative procedures. More than any predictable community standard of design and construction, the communities that are most often referred to as "unfriendly to development" are those whose codes are difficult to understand, navigate, and implement. -

Successful implementation of the goals, strategies, and actions of *Rosenberg 2035* is highly dependent on having thorough and well-written ordinances in place. Application of these ordinances can be immeasurably more efficient if consolidated into a central repository in the form of a unified development code (UDC).



The benefits to be gained by Rosenberg through the consolidation of its land development regulations and policies into a single UDC include:

- Unification of all development-related ordinances into one document. This helps to ensure consistency among the different components and promotes a more holistic consideration of subdivision, zoning, and site plan requirements and standards by both applicants and the city.
- Greater ease in navigating and comprehending regulatory specifics (i.e., more "user friendly") for the development, real estate, and consultant communities versus dispersed and uncoordinated ordinances within an overall municipal code.
- Consolidation of all administrative procedures and considerations into one section, helps to streamline and make clearer the roles and responsibilities of each official and decision-making body.
- Standardization of definitions into a single list, which helps to prevent inconsistencies and questions of interpretation between regulations.
- Improvement in tracking the development process because various components are organized and coordinated in a logical, sequential order.
- Itemization of all development-related fees in one place so applicants are well informed of process costs.
- Streamlining the process for future regulatory amendments and enhancements.

FIGURE 3.3: UNIFYING ROSENBERG'S CODES

Multiple chapters and articles of Rosenberg City Code, and associated policy documents, are utilized to administer land development within the City's jurisdiction. The existence of independent development ordinances and policies, adopted over time, can complicate a community's development process by:

- 1) Creating duplicate and contradictory development standards;
- 2) Dispersing administrative authority among multiple parties; and,
- 3) Generating uncoordinated or complicated review processes.

Existing Rosenberg codes and standards that may be combined into a unified development code (UDC) (partially, or in full) include:

- Chapter 5 – Annexations.
- Chapter 6 – Building and Building Regulations:
- Article VIII, Multi-Family Developments.
- Article XIII, Sign Regulations.
- Article XV, Building and Setback Lines.
- Article XVI, Parking Lot Standards and Specifications.
- Article XVII, Single-Family and Accessory Dwelling Units.
- Article XX, Sidewalks.
- Chapter 17 – Manufactured Housing, Mobile Homes, and Travel Trailers and Parks.
- Chapter 25 – Subdivision Regulations.
- Chapter 29 – Utilities:
- Article V, Creation of Special Districts.
- Rosenberg Construction Design Standards.
- West Fort Bend Management District Design Guidelines.

Implementation Strategies

The *Rosenberg 2035 Future Development Program* serves as Rosenberg's guide for linking land development, land use, and community character to the City's development regulations and related tools. In addition to adherence to the *Future Development Map*, the utility of the *Future Development Program* is greatly enhanced by the implementation of the following strategies, initiatives, and actions:

Strategies and Actions

STRATEGY FDP 1: Consolidate land development ordinances and design standards into a unified development code.

Initiatives and Actions

1. Conduct a strategic assessment of Rosenberg development codes and policies to identify ordinances that can be unified, as well as ordinance contradictions or omissions. Compare current development codes and policies to the recommendations contained with the *Future Development Program* and other sections of *Rosenberg 2035*.
2. Unify applicable development ordinances into a single unified development code. Incorporate applicable recommendations of the *Future Development Program* and other sections of *Rosenberg 2035*.
3. Create a complimentary construction design manual that includes cross-sections and details of required public infrastructure.
4. Create a development manual for users of the new unified development code and prepare modified applications and forms for UDC administration.

STRATEGY FDP 2: Apply specialized design standards to urban character areas, and to other targeted properties.

Initiatives and Actions

1. Incorporate site plan standards into the code: landscaping, buffer yards, screening, fencing, tree preservation, signage, lighting (already in WFBMD); and, outdoor storage, drive-thru facilities, pedestrian access, etc. Alternatively, incorporate amended design provisions into the current WFBMD standards.
2. Modify existing site design standards utilized within the City (screening, landscaping, tree preservation, signage, etc.) so that they can specifically apply to small sites and dense urban areas. Incorporate into City code, or alternatively, into the WFBMD standards with applicability to center city segments of Highway Management Corridors (i.e. Highway 36 and 90-A).
3. Develop building typology standards for center city Rosenberg (downtown, urban neighborhoods) that provide general parameters for building form,

orientation, materials, scale, preferred elements, etc.

4. Incorporate architectural standards into City development codes including: building materials, fenestration, roofs, articulation, and orientation.
5. On a case by case basis, apply urban design standards to all or parts of planned unit developments and municipal utility districts subject to development agreements with the City.

STRATEGY FDP 3: Incorporate an adequate public facilities ordinance into the City's development regulations.

Initiatives and Actions

1. Commission a study that measures minimum levels of public service necessary to provide for suitable public infrastructure (water, sewer, storm drainage) and public services (parks, police, fire, schools, etc.) to Rosenberg City and ETJ areas on a per capita basis and development density/intensity.
2. Develop adequate public facility ordinance guidelines for different geographic area of the City based on priority funding. Prioritize funding in the Greater Rosenberg and Central Rosenberg character areas.
3. Require biennial reports that measure the amount and type of public infrastructure and service investments that will be necessary to maintain minimum levels of service in different geographic areas of the City.
4. Establish thresholds over which additional development may not be approved by the City until planned capital improvements have been constructed.
5. Establish minimum densities and intensities of proposed development that will be required in order for the City to consider CIP amendments that will enable it to extend services to areas of previously low development priority.
6. Tie future annexations to the adequate public facilities ordinances. Limit annexation activity to only those areas currently served by public water and sewer or that are subject to future service in accordance to the City's CIP.

STRATEGY FDP 4: Create a predictable redevelopment environment for downtown Rosenberg.

Initiatives and Actions

1. Commission and develop a historic resources survey of downtown Rosenberg properties to determine the feasibility of a National Historic District.
2. Consider establishing a Historic Preservation Commission and participating in the Texas Historical Commission's Certified Local Government Program (CLG).
3. If warranted, nominate portions of downtown Rosenberg to the National Register of Historic Places.
4. Establish a heritage fund to provide loans or grants for historic preservation or restoration activities. Utilize a variety of funding sources such as CDBG funds, CLG grants, general revenues, tax increment (TIRZ) bonds, and corporate or foundation donations.
5. Prepare design guidelines for historic properties and base the provision of heritage funds to applicants on level of adherence to design standards.
6. Consider the establishment of a Downtown Management District and incorporate minimum building and site requirements into City development regulations to create a base standard for downtown development. Base building and site requirements on Management District boundaries and consider applicable recommendations of Rosenberg's Livable Centers study in development regulation modifications.

STRATEGY FDP 5: Incentivize reinvestment in center city neighborhoods.

Initiatives and Actions

1. Create a Neighborhood Empowerment Zone for one or more of Rosenberg's center city neighborhoods located in the Central Rosenberg Character Area – include fee and tax abatement incentives for reinvestment activities that meet City parameters.
2. Develop urban residential design standards that manage suitable building types, forms, scale, and arrangement. Link acceptable standards to the form and scale of surrounding and existing development.
3. Consistent with the recommendations of Chapter 2, Transportation, identify and prioritize one or more Urban Collector Corridors within which street modifications will be made to calm traffic, promote pedestrian activity, and improve overall aesthetics.
4. Review City nuisance code standards and make applicable modifications to minimum property maintenance standards. Consider a "blight tax" for non-compliant offenders.

5. Consider provisions on "maintaining a nuisance" whereby rental property owners are held accountable for repeated nuisance code violations on rental properties.

STRATEGY FDP 6: Develop an open space preservation program to create greenbelts of sensitive environmental land and adjacent upland buffers.

Initiatives and Actions

1. Prepare an open space preservation plan that prioritizes segments of Conservation Corridors for long-term open space protection or preservation. Focus conservation priorities in the Rosenberg Development Reserve and Rural Rosenberg Character Areas. Determine whether or not the protection of agricultural properties will be included in the city program.
2. Amend parkland dedication requirements to distinguish between the provision of active park and passive land conservation, acreage and fees as part of the development process.
3. Identify development incentives (such as parcel arrangements, setbacks, etc.) that can be utilized to promote greater clustering of lots and open space preservation in new development.
4. Designate City funding for the acquisitions of conservation lands/easements in prioritized Conservation Corridors and seek funding support.
5. Partner with a conservation land trust to manage and maintain greenbelt properties.

STRATEGY FDP 7: Amend the future development map to identify desired land uses for portions of the City, or the entire extent of the Rosenberg municipal limits and ETJ area.

Initiatives and Actions

1. Prepare a modified future development map for all or a portion of the City that identifies preferred land uses at with tract and parcel level specificity.
2. Tie future land use map development to the sub-area plans identified in Chapter 2, Transportation, in order to more accurately measure thresholds for highway system upgrades.
3. Utilize modified land use maps when negotiating development agreements – both within the municipal limits and ETJ area.

SUMMARY OF STRATEGIES: LAND DEVELOPMENT & CHARACTER.

Chapter 3, *Land Use and Character*, of *Rosenberg 2035* is a general “road map” identifying the methods which Rosenberg will employ to manage growth, facilitate land development, and promote a cohesive community character throughout the City and the ETJ. Through the use of the *Future Development Program* contained within this chapter, the citizens of Rosenberg, residents of the City’s ETJ, development interests, and other public and private entities, are provided with reasonable expectations on how the City will view development proposals for which it exercises oversight. The Land Use and Character chapter proposes a series of policies and strategies that have been incorporated into the City’s overall comprehensive plan work program (Chapter 4, *Implementation*). All of Rosenberg’s land use and character policies and strategies are consistent with the City’s guiding principles first introduced in Chapter 1, *Planning Context* (page 1.25). Rosenberg’s guiding principles specifically related to the topic of land use and character include:

LAND DEVELOPMENT & CHARACTER GUIDING PRINCIPLES:

Principle A: Preserve and expand unique community characteristics.

Principle B: Enhance corridor, district, and neighborhood aesthetics.

Principle C: Promote building and site design that is energy efficient.

Principle D: Mitigate environmental impacts of intensive land uses and sudden growth trends.

The seven land use and character strategies that are highlighted throughout this chapter have been compiled into **Figure 3.4** below. The relationship between each of Rosenberg’s recommended initiatives and actions and the land use and character guiding principles is highlighted.

FIGURE 3.4: ROSENBERG LAND USE AND CHARACTER, SUMMARY OF STRATEGIES

STRATEGIES:	GUIDING PRINCIPLES
STRATEGY FDP 1: Consolidate land development ordinances and design standards into a unified development code.	A-D
STRATEGY FDP 2: Apply specialized design standards to urban character areas, and to other targeted properties.	B
STRATEGY FDP 3: Incorporate an adequate public facilities ordinance into the City’s development regulations.	C,D
STRATEGY FDP 4: Create a predictable redevelopment environment for downtown Rosenberg.	A
STRATEGY FDP 5: Incentivize reinvestment in center city neighborhoods.	A,B
STRATEGY FDP 6: Develop an open space preservation program to create greenbelts of sensitive environmental land and adjacent upland buffers.	D
STRATEGY FDP 7: Amend the future development map to identify desired land uses for portions of the City, or the entire extent of the Rosenberg municipal limits and ETJ area.	A

IMPLEMENTATION OF LAND USE AND CHARACTER STRATEGIES

Implementation of the land use and character strategies referenced in this chapter must occur in coordination with corresponding strategies that have also been developed to address the topic of transportation. Strategies contained in both chapters of *Rosenberg 2035* are important - and document community priorities. The order of their implementation must consider multiple variables, including (at least): **A)** The timing of expected growth and development impacts; **B)** Cost versus revenues; **C)** The availability of grants, loans and other financing methods; **D)** Staffing and other public resources; and, **D)** Dependence on completion of another strategy.

In consideration of these inter-related implementation variables, the strategies summarized in **Figure 3.4** have been incorporated into Rosenberg’s overall comprehensive plan work program contained in Chapter 4, *Implementation*. Please reference Chapter 4 for a full overview on the methods and timing by which the city of Rosenberg’s land use and character actions and initiatives will be implemented to ensure the long-term welfare and prosperity of Rosenberg’s citizens, business owners, and property owners.