

JOINT WORKSHOP

CPAC Meeting 1 & Planning Commission
Worksession 1

July 16, 2025



Comprehensive Plan Update

Agenda

- Welcome**

- Team Introductions**

- Background**

 - GLO RCP Grant

Planning History in Rosenberg

- Comprehensive Plan**

 - City Planning

Purpose

Planning Steps

 - Why Now?

Surrounding Cities

Themes

 - Report Contents

Character & Urban Design

Eco. Dev. & Market Forces

- Process and Schedule**

- Public Engagement**

- CPAC & PC Role**

- Next Steps**

- CPAC and PC Input**



Welcome

- CPAC Meeting 1 & Planning Commission Worksession 1

Team Introductions



Planning Commission

**Comprehensive Plan Advisory
Committee (CPAC)**

City Staff

Lata Krishnarao
(Project Manager, Ardurra)

Ty Jacobsen
(Housing/Economic Analysis, CDS)

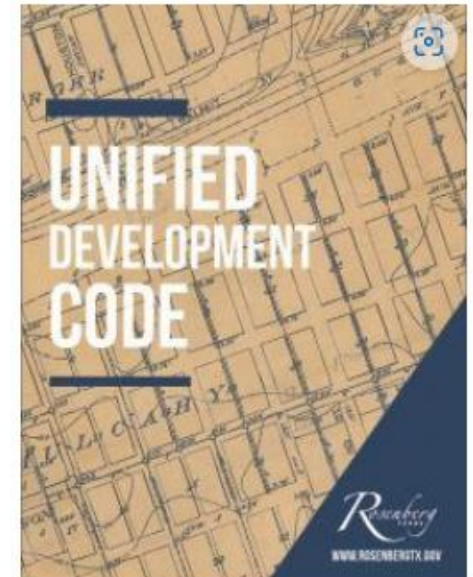
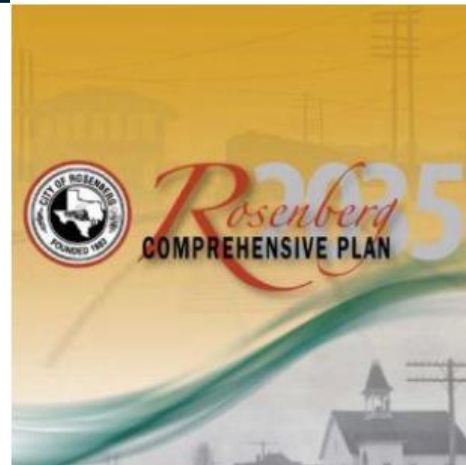
David Daughtry
(Urban Design, Kimley-Horn)

Iman Rahim
(Mobility, Kimley-Horn)



Background - GLO RCP Grant

- Formulate a forward-looking Comprehensive Plan that integrates hazard mitigation
- Amend the Unified Development Code



Background - Planning History in Rosenberg

Prior to 1970 - First Comprehensive Plan

1995 - Comprehensive Plan Update

2015 - Current Comprehensive Plan, Livable Centers Planning Study

2017 - Unified Development Code

2019 - Parks Master Plan

2023 - Thoroughfare Plan

**2024 - Hazard Mitigation Plan, Water Conservation Plan,
Economic Development Strategic Plan**



Comprehensive Plan - City Planning

Planning

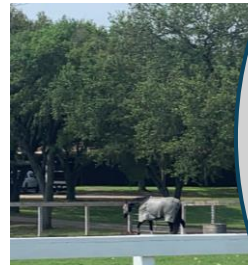
Orderly arrangement of parts to attain a vision.

City

A place where people live, work, study, recreate, shop, socialize.

Goal

Provide a PLACE for people that promotes safety, health and public welfare.



RESIDENTIAL
COMMERCIAL
SERVICE
RETAIL
SOCIAL
CULTURAL
EDUCATIONAL
RELIGIOUS
INSTITUTIONAL
RECREATIONAL
OPEN SPACE

Comprehensive Plan - City Planning



PC: Joe Esch & Associates

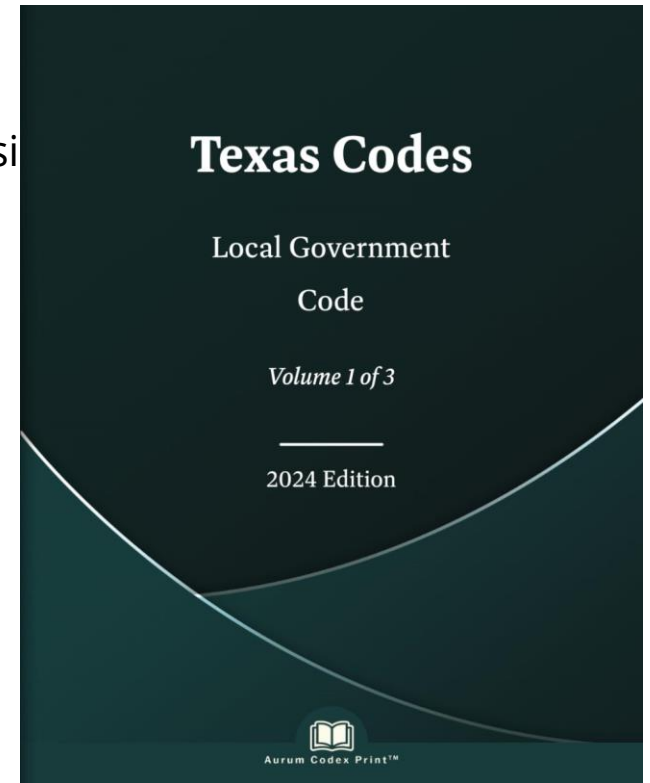
- How do we grow?
- How do we preserve our character?
- How do we ensure that all present and future residents can thrive?
- Where do we want to be in 20 years?
- What if no action is taken now?
- Would that be in line with our vision?
- What is the road map that will help us reach the vision?
- What priorities need to be set?

Comprehensive Plan - Purpose

- Shared community-derived vision for City & ETJ
- Resilient and balanced development
- Guide future land use, infrastructure, and mobility decisions
- Enhance financial planning, and policy development
- Asset management, service delivery, and programming
- Alignment with state and federal resilience priorities
- Continuous assessment and monitoring tool
- Proactive and practical implementation strategy
- Foundation/prerequisite for grants

Authority:

Texas Local Government Code Sec. 211.004



Comprehensive Plan - Purpose

Implementation Dashboard (Example)	
Recommendation Number	5d.i
Recommendation	Update Subdivision Standards
Action Steps	Adoption by City Council
Responsible Entity	Staff, City Council
Potential Partners	ISD, FBC, TXDOT, Drainage Dist.
Time Frame	12-18 months

Comprehensive Plan - Planning Steps

Community Engagement

Comprehensive Plan Update

Implementation Tools

Implementation Monitoring

Create a Vision

Articulate the community's wants and desires based on input from the community



Prepare a Plan

Develop a plan to achieve the vision, with goals, objectives, policies, strategies, programs, market conditions, etc.



Implement the Plan

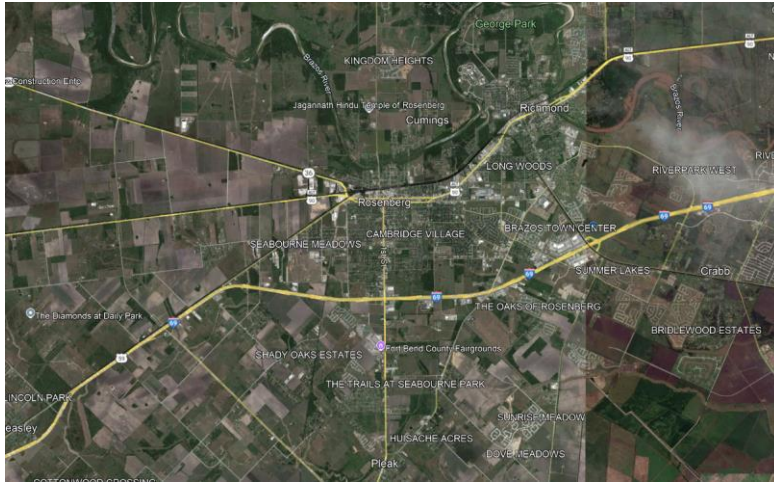
Formulate strategies to make the plan happen - codes, UDC amendments, capital improvement plan financing strategies, etc.



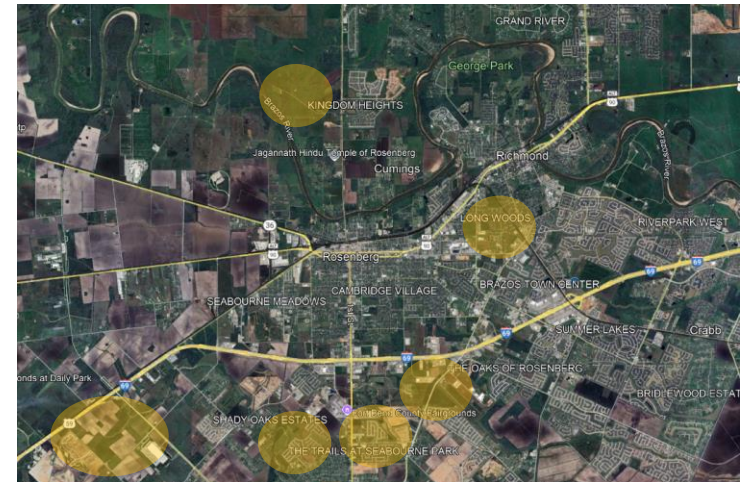
Monitor the Plan

Formulate measures; evaluate effectiveness, results, and impacts. Staff, citizens, city officials, stakeholders

Why Now?

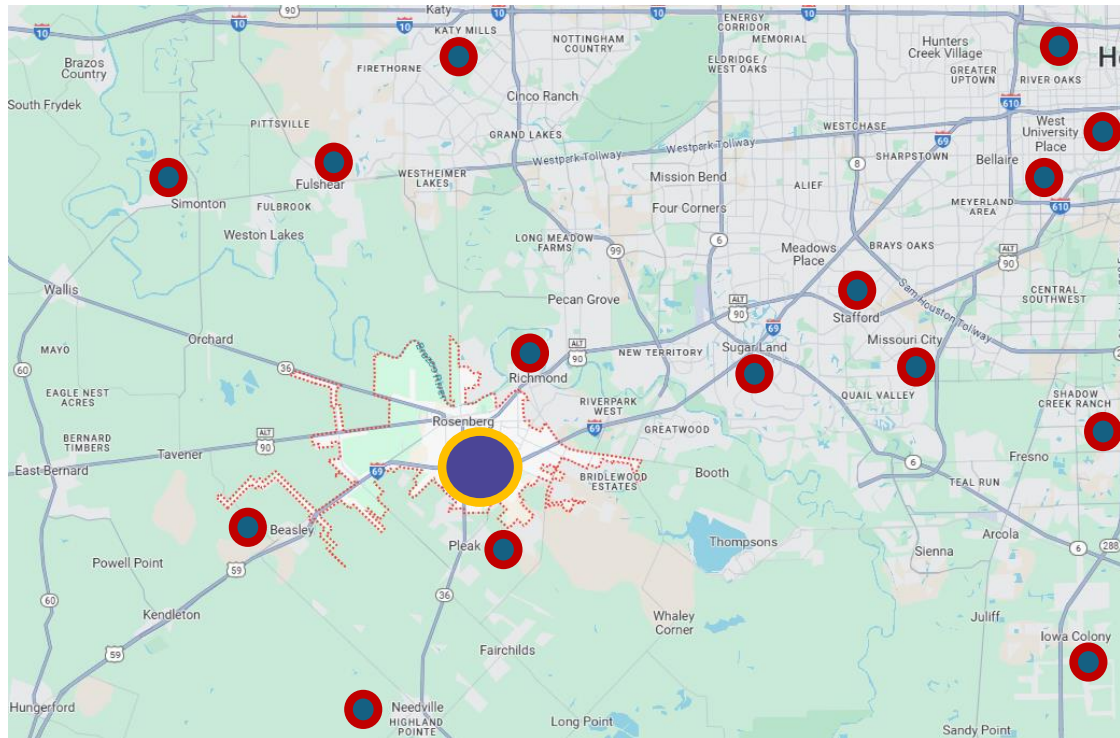


2015
↓
2025



- Change is inevitable with rapid growth in the region
- Communities can create their desired future
- Available vacant land
- Vulnerability to hazards
- Available funding for plan preparation

Surrounding Cities



 **Comprehensive Plans**

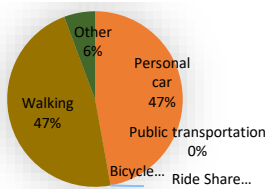
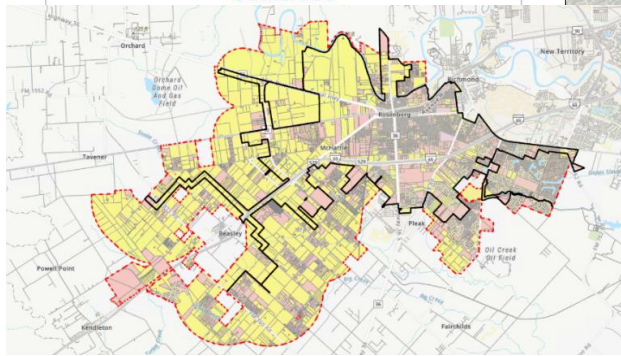
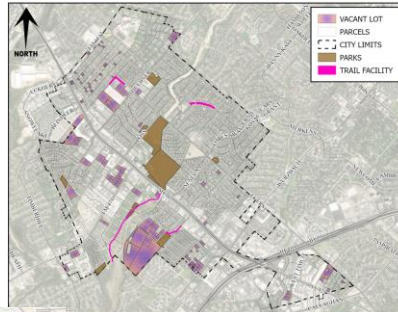
Themes



Report Contents



**CHAPTER 6
COMMUNITY CHARACTER & DEVELOPMENT
STANDARDS**



9 INFRASTRUCTURE, DRAINAGE, & HAZARD MITIGATION

The Infrastructure, Drainage and Hazard Mitigation Plans are strategic documents that set growth-related goals, objectives, and priorities for municipal infrastructure related to water purification and distribution, wastewater collectors and treatment, and stormwater management, hazard mitigation and others supporting the Comprehensive Plan vision and objectives. These plans serve as a guide to all decision-making relating to the city's infrastructure needs. The plans include recommendations for maintenance and provision for existing and new water and wastewater networks and facilities, drainage improvements, capital improvements, mitigation of flooding and other hazards and provide resilient solutions. The plans also identifies sources of funding and opportunities for public-private partnerships and assist in applying for eligible grants from FEMA and other agencies.

A. Existing Conditions

The City of Needville has not adopted Infrastructure, Drainage, and Hazard Mitigation Plans. Most of the areas within the City limits area served by city waste and sewer. FEMA has not identified any major flood areas within the city limits.



Elements

- Text
- Maps
- Graphics
- Tables
- Illustrations

Character & Urban Design

Major Roadway Corridors

- Establish a unified community character
- Welcome visitors
- Improve pedestrian connectivity
- Increase awareness of Downtown
- Beautify Rosenberg



Downtown

- Preserve and enhance the unique historic character of the community
- Promote commercial and civic activity — encourage people to use Downtown
- Support business attraction and retention

Economic Development and Market Forces

Why is the market study component important?

Understanding Demographics

- *Regional Context*
- *Socioeconomic Characteristics*
- *Population & Employment Trends*

Understanding the Real Estate Market

- *Residential & Commercial*
- *Where are Supply and Demand not meeting?*
- *Future Year Projections*

Revitalization Requires Market-Based Solutions

Economic Development and Market Forces

Market Study Process

- Historic Data Trend Analysis
Demographics, Employment, Residential Market, Commercial Uses
- Investigation of Planned Development
- Interviews & On the Ground Primary Research
- Neighborhood and Revitalization Analysis
- Recommendations for Economic Development tools
- Recommendations for infrastructure improvements to facilitate economic development

Economic Development and Market Forces

Market study results as part of a Comprehensive Plan

- Market-Based Guidance for Land Use Planning
- Review of Policies to Encourage Revitalization
New Development, Redevelopment, Maintenance & Repair of Existing Property
- Recommendations for Ongoing Neighborhood Management

Process and Schedule

COMPREHENSIVE PLAN UPDATE (1-11 MONTHS)



Mobilization (Months 1-2)

Kick-Off, Work Session with CC – July 1, 2025

Current Conditions (Months 3-4)

Population, Employment, Housing

Visioning (Months 3-6)

Community Vision & Guiding Principles

Future City (Months 7-8)

Draft Recommendations

Draft Plan & Implementation (Months 8-9)

Draft Plan

Finalization & Adoption (Months 10-11)

Work Session, Public Hearing, Final Report



Community Engagement

UNIFIED DEVELOPMENT CODE UPDATE (11-20 MONTHS)



Public Engagement - Avenues

Meet people where they are, what they want!

Community Engagement Plan

- City Council
- CPAC (5-6 meetings)
- One-on-one interviews (10)
- City events, pop-up meetings (2)
- Printed materials
- Digital methods
- Social media
- Online community engagement platforms



Public Engagement - Tools



Bilingual!



COMPREHENSIVE PLAN UPDATE

Get involved in the future of your City!

The City is updating its Comprehensive Plan!

The Comprehensive Plan is the City's 20-year guiding document for managing growth and shaping the City's future. The Plan will provide:

- A community-derived vision for the future with steps to make the vision a reality
- Implementable goals to ensure sustainable, resilient, and balanced development
- Guidance on future land use, character, housing, infrastructure, mobility, and economic development
- Assistance to the City Leaders to assign resources and update local ordinances
- A basis for seeking future grants and funding opportunities
- Flexibility to allow continuous assessment and adapt to change as needed

We invite you to participate in City's planning! Your feedback is greatly appreciated!

Please submit this questionnaire for a chance to win a prize!

<https://www.surveymonkey.com/r/RosenbergCompPlan>

Thank you!

Stay Involved!

Visit the website for updated information on the project.

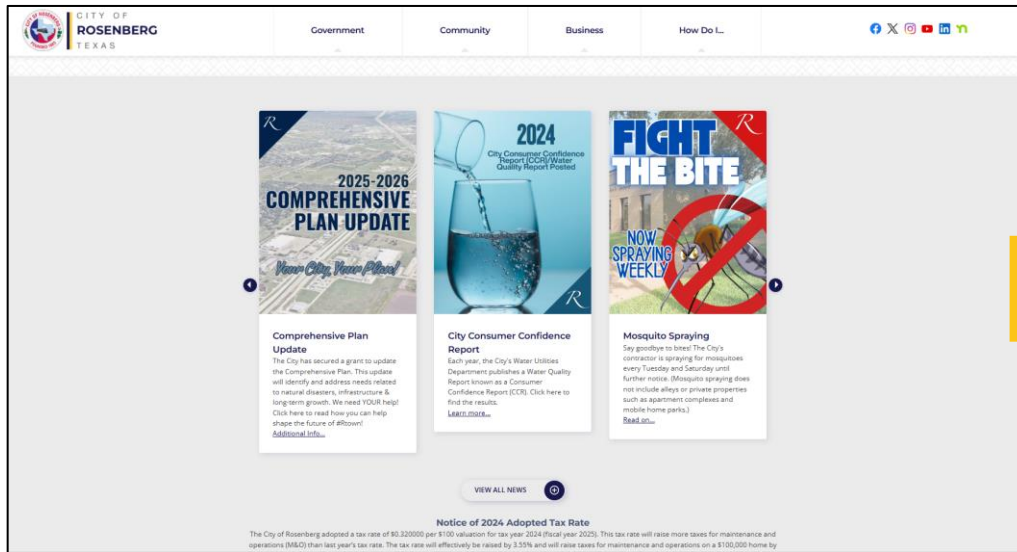
<https://www.rosenbergtx.com/comprehensive-plan-update>

For Questions:
Contact: Name, Title, Contact E-mail/Phone

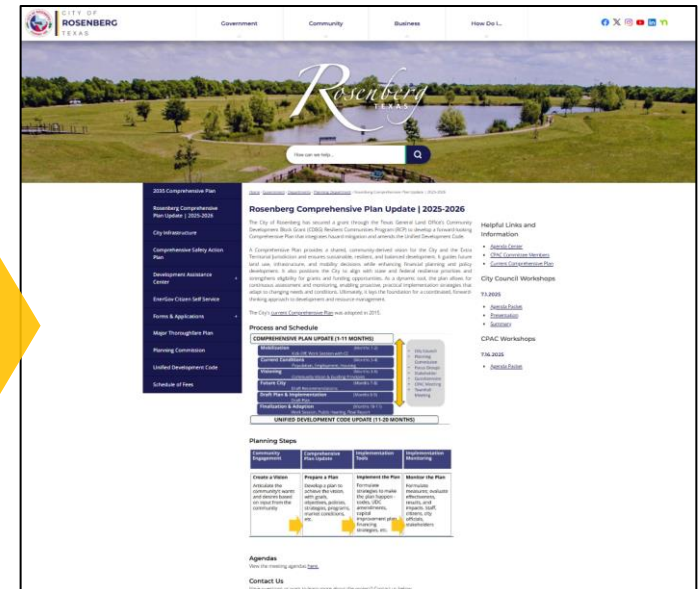


Public Engagement - Tools

Webpage & Interactive Map



Home Page



Project Information

Rosenberg Comprehensive Plan Update | 2025-2026 | Rosenberg, TX



Public Engagement - Tools

Interactive Map TO BE LAUNCHED SOON

CITY OF ROSENBERG

Place a pin on the map to ask a question or provide feedback on a specific part of the proposed changes.

Name (Optional)

What topic are you commenting on?

PARKS

TRANSPORTATION

DRAINAGE

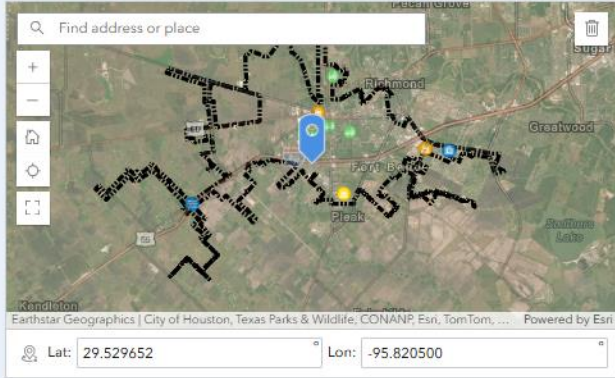
ZONING

Comment*

1000

Comment Location

Please select a location on the map for your comment.



Find address or place

Richmond
Greatwood
Pleak
Kendleton

Earthstar Geographics | City of Houston, Texas Parks & Wildlife, CONANP, Esri, TomTom, ... Powered by Esri

Lat: 29.529652 Lon: -95.820500

Submit

Role of CPAC & PC

- Temporary advisory committee
- Voice of the community
- Valuable insight, advice, and expertise
- Representation of stakeholders and agencies
- Diverse perspectives and experiences
- 5-6 meetings, 18 members

CPAC 1: Overview, preliminary input

CPAC 2: Vision, guiding principles, findings.

CPAC 3 & 4: Draft recommendations

CPAC 5: Draft plan and implementation strategy



Next Steps

- Summarize the results from today's exercise and feedback
- Finalize the work plan & schedule
- Community Engagement
- Website
- Online Questionnaire
- Stakeholder/focus groups
- Data collection, research, and findings

CPAC & PC Input

Polling Exercise Questions

- **Residency**
 - How long have you called Rosenberg home or owned property here?
- **Strengths**
 - What do you like most about Rosenberg?
- **Areas of Improvement**
 - What do you think the city is lacking?
- **Opportunities**
 - Looking into the future, what opportunities should the City focus on?
- **Threats**
 - What are your concerns about the future of Rosenberg that need to be addressed?
- **Vision**
 - If you left Rosenberg today and returned in 10 years, what would you want to see?
- **Specific Areas**



CPAC & PC Input

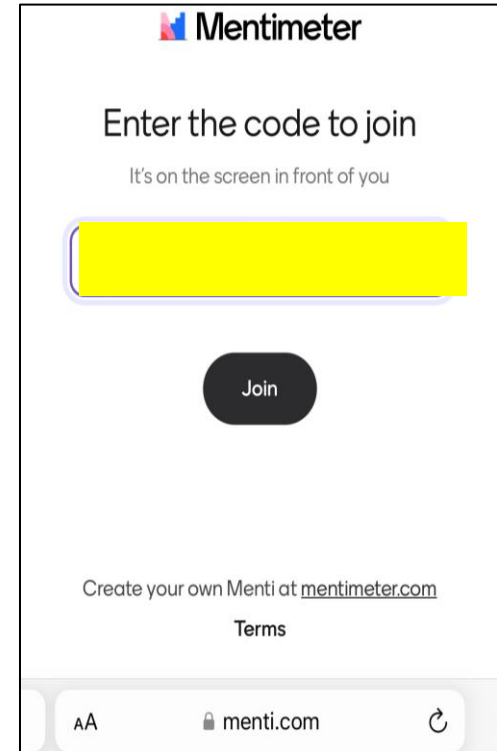
- Future oriented
- A vision for the city that looks at a horizon of twenty years
- Every thought is important
- Capitalize on existing assets
- What would the City look like if no action is taken?
- Assist in seeking available resources/funding for priorities

Translation will be provided if needed

CPAC & PC Input

How to access this poll?

- Open the internet browser on the phone (Edge, Google Chrome etc.)
- Type **www.menti.com**
- Enter the code (8 digits)



Phone-based Activity for 7/16/25

CPAC & PC Input

Once you gain access:

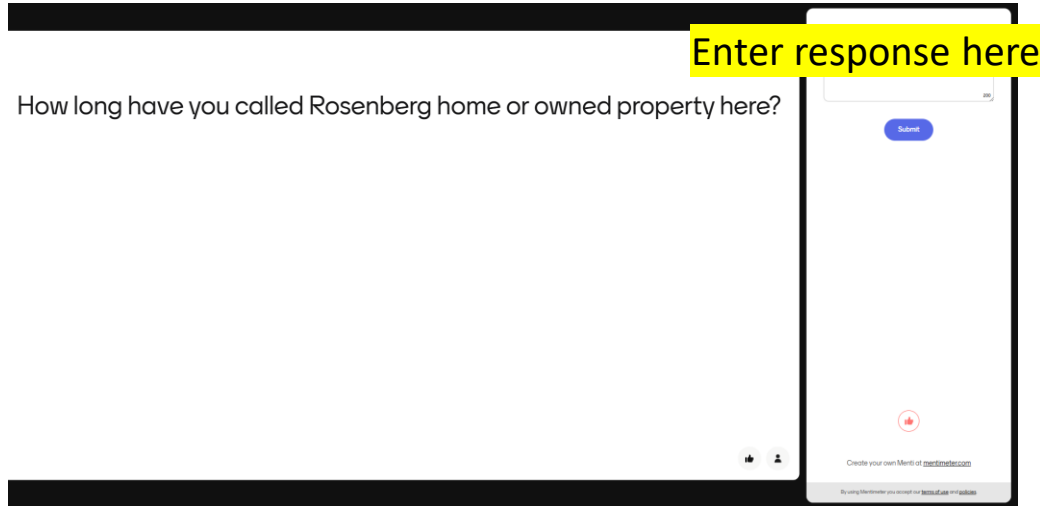
- All participants should wait for the presenter to change the slide.
- Content slide – First slide is for informational purpose. Participants do not have to do anything when the content slide appears.
- Question slides –Participants’ responses will appear on the screen.
- Unless the presenter changes the slide, participants will not be able to access the next question.
- Participants will not be able to go back to the previous question if they hit “Next Question” .
- Do not hit “back” button or close the screen.

Phone-based Activity for 7/16/25



CPAC & PC Input

- After entering your first response hit "Submit".
- To enter another response, type your response in the same box, and hit "Submit". You can enter as many response as you want.
- Until all responses are entered , do not click "Next question".
- You will not be able to go back to the question, once you hit "Next question".
- Please wait for the presenter's prompt



How long have you called Rosenberg home or owned property here?

Enter response here

Submit

Checkle your own Merit at gpcfinetel.com

By using this service you consent to our www.gpc.com/privacy

The screenshot shows a mobile application interface. At the top, there is a question: "How long have you called Rosenberg home or owned property here?". Below the question is a text input field. A yellow highlight box is placed over the input field with the text "Enter response here". Below the input field is a blue "Submit" button. At the bottom of the screen, there is a red heart icon and a link to "Checkle your own Merit at gpcfinetel.com". At the very bottom, there is a small line of text: "By using this service you consent to our www.gpc.com/privacy".

Phone-based activity for 7/16/25



Questions/Other Thoughts

Next Steps

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