Planning Commission and Comprehensive Plan Advisory Committee Joint Meeting
July 16, 2025
Summary of Input

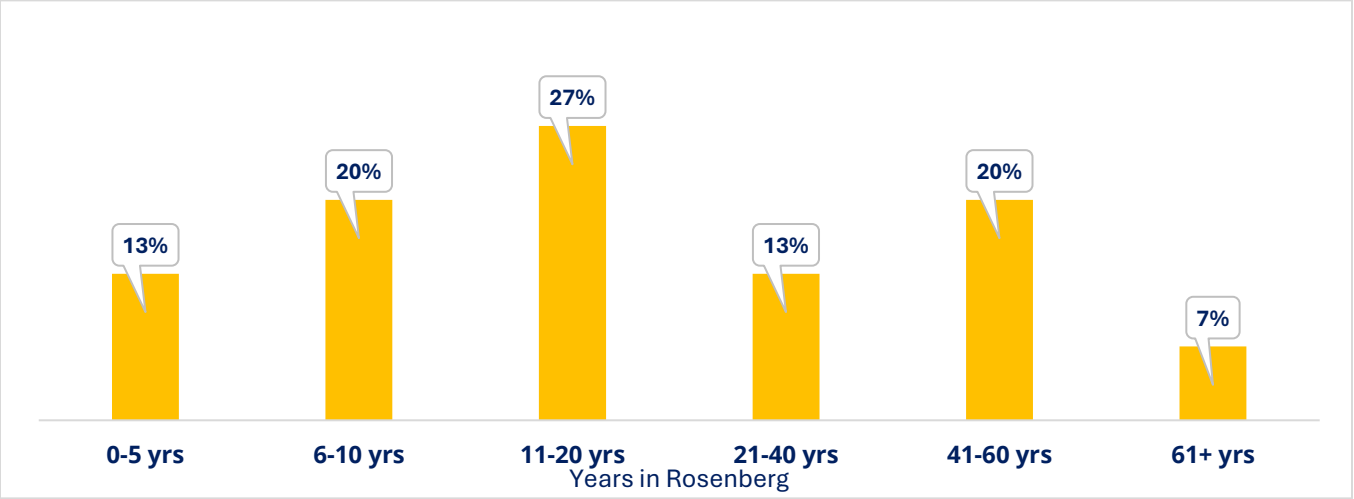
Description

A joint meeting of the Planning Commission (PC) and Comprehensive Plan Advisory Committee (CPAC) was held on July 16, 2025 to provide an overview of the project, establish roles, and gather input from PC and CPAC through an interactive exercise. Input from the PC and CPAC on major concerns, needs, and opportunities facing the City was sought through an interactive real time polling activity.

Summary of Results

A summary of the responses received from the activity is included below. Percentages are rounded off to the nearest whole number.

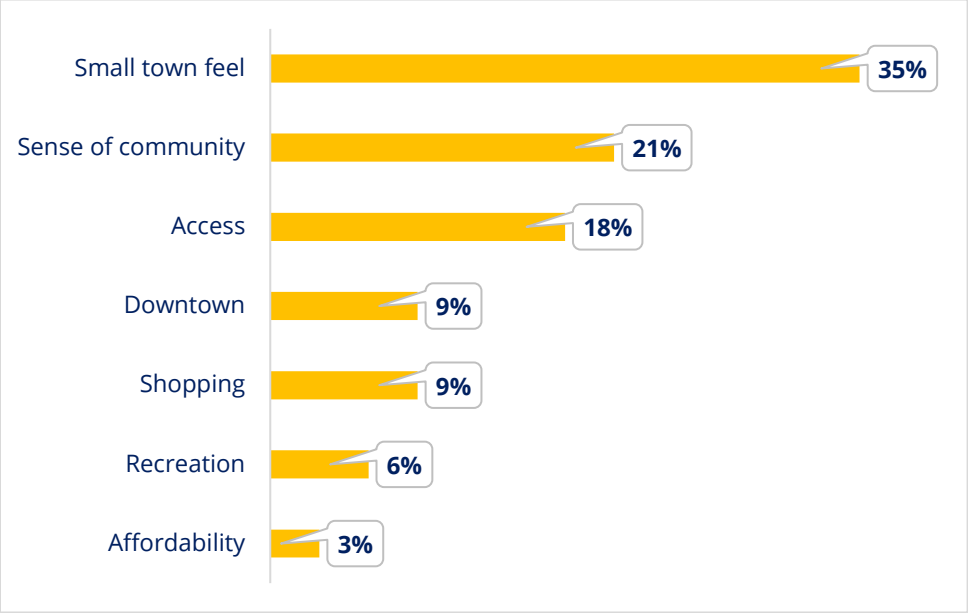
How long have you called Rosenberg home or owned property here?



Two thirds of respondents lived in Rosenberg for more than 10 years. The sample group reflected strong ties to the community. **The largest group (27%) has lived in Rosenberg**

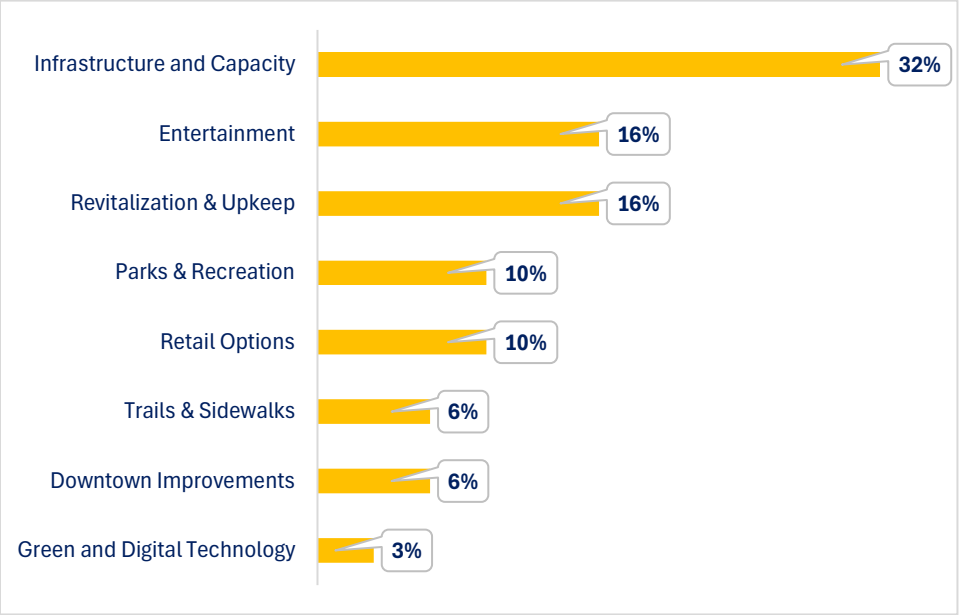
for 11 to 20 years, indicating a strong mid-term resident base. Both the groups of 6-10 year and 41-60 year categories each represent 20% of responses, showing notable populations of relatively newer and long-term residents. Short-term residents (0-5 years) and those in the 21-40 year range each account for 13% of the total, while the fewest respondents (7%) reported living in Rosenberg for over 60 years. This distribution highlights a **balanced community** mix with both new and long-established members.

What do you like most about Rosenberg?



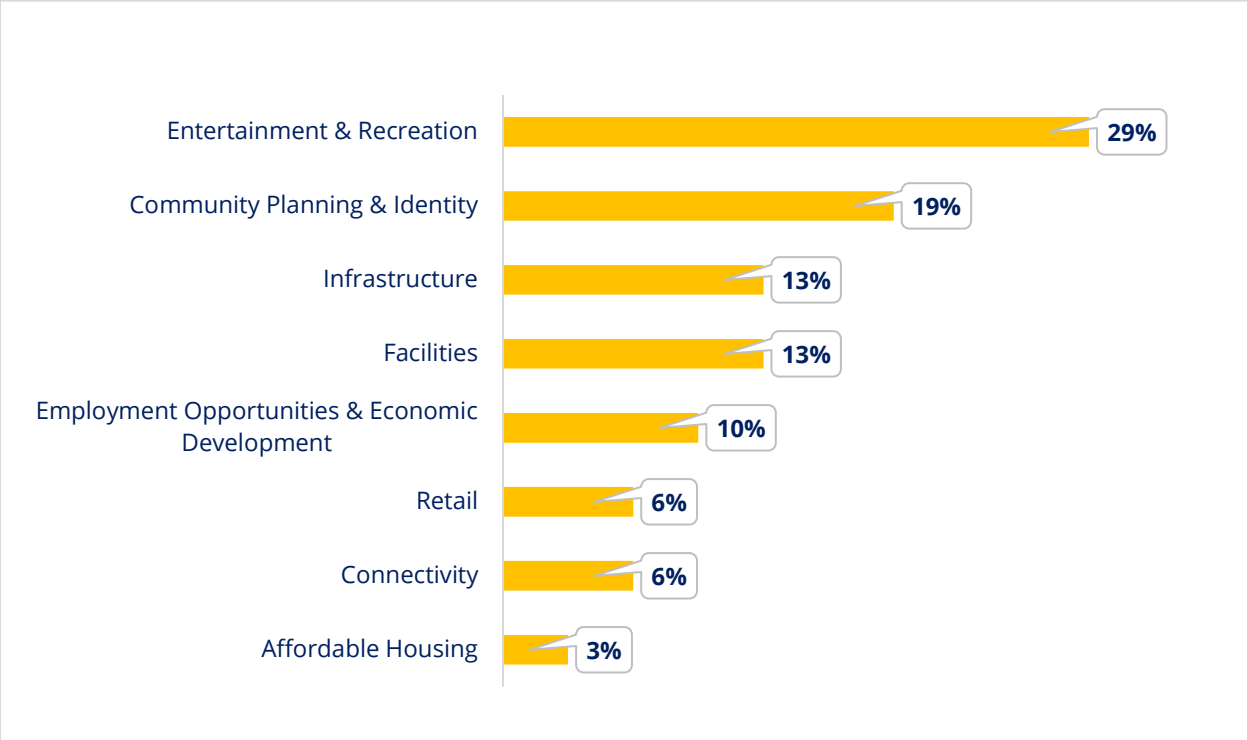
The responses indicated that **Rosenberg's small-town feel was its most valued attribute**, with 35% of participants highlighting it as what they liked most about the city. This was closely followed by a strong sense of community (21%) and accessibility (18%), suggesting that residents appreciated the social connectedness and the city's convenient location. Other aspects that were highlighted included the historic downtown area (9%), shopping opportunities (9%), and recreational options (6%). A smaller number of respondents (3%) also mentioned affordability as a positive feature. **Overall, the data reflected a community that valued its charm, connectedness, and livability**.

What do you think the City is lacking?



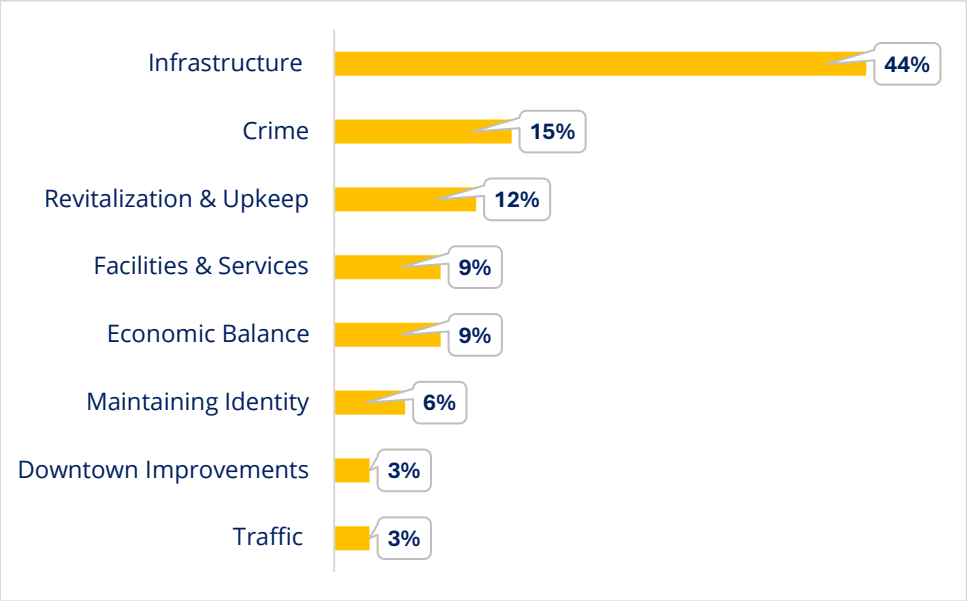
Infrastructure and capacity emerged as the most significant concern, cited by 32% of participants, indicating a need for upgrades to roads, utilities, and essential services to support growth. Revitalization and upkeep (16%) and entertainment options (16%) were also commonly mentioned, highlighting a desire for improved maintenance of existing spaces and more diverse recreational amenities. Additionally, retail options, parks and recreation, and trails and sidewalks were each noted by 10% of respondents, suggesting a call for better access to everyday services and active living amenities. Smaller portions of the community pointed to downtown improvements (6%) and green and digital technology (3%) as areas for attention. Collectively, the feedback suggests residents are seeking both **foundational upgrades and quality-of-life enhancements** across the city.

Looking into the future, what opportunities should the City focus on?



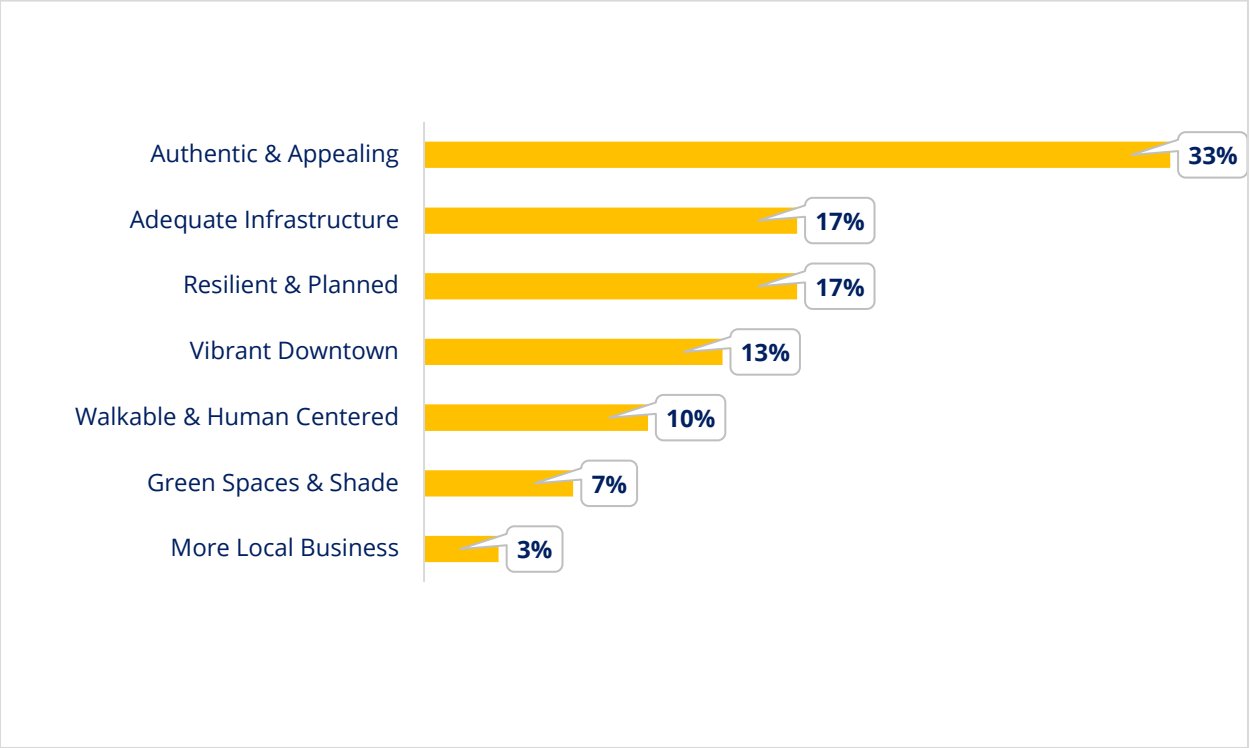
Based on community input, 29% of the respondents expressed interest in **entertainment and recreation** sectors. This reflects a strong public interest in expanding leisure activities, cultural events, and family-friendly destinations. **Community planning and identity** followed closely at 19%, suggesting residents are eager for thoughtful growth that reinforces Rosenberg's unique character and long-term vision. Priorities also include facilities and infrastructure (both at 13%), emphasizing the need for improved public amenities and foundational systems to support the city's development. Additionally, employment opportunities and economic growth (10%) signal a desire for job creation and business investment. Smaller but notable focuses include connectivity and retail (6% each), and affordable housing (5%), rounding out a picture of a community that seeks both economic growth and a vibrant, livable environment.

What are your concerns about the future of Rosenberg that need to be addressed?



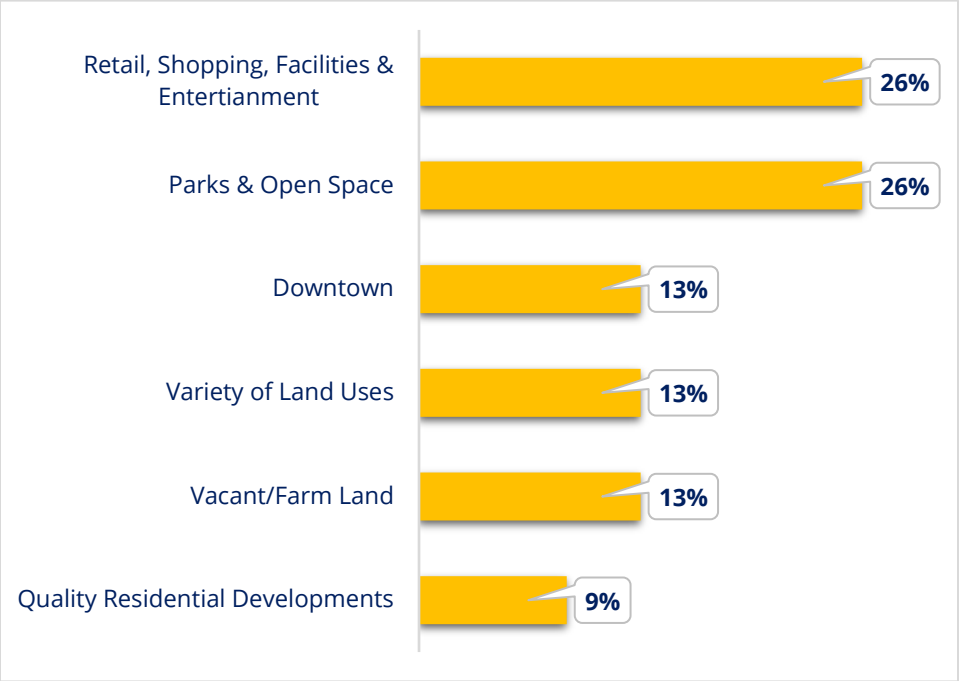
There were **strong concerns about the current condition of the City's infrastructure,** with 44% identifying it as the most pressing issue for Rosenberg's future. This overwhelming response underscores the urgency for the city to address aging systems, road capacity, drainage, and utilities to keep pace with growth. Crime (15%), revitalization, and property maintenance (12%) were also major concerns, **reflecting safety and maintenance as critical to preserving quality of life**. Facilities and services (9%) and maintaining community identity (9%), and economic balance (9%) were also noted, suggesting that as Rosenberg grows, residents want to ensure that services remain accessible, and the city retains its unique character while maintaining the economic balance. Lesser but still relevant concerns included traffic management and downtown improvements (3%), pointing to the need for thoughtful planning in mobility, business development, and urban revitalization.

If you left Rosenberg today and returned in 10 years, what would you want to see?



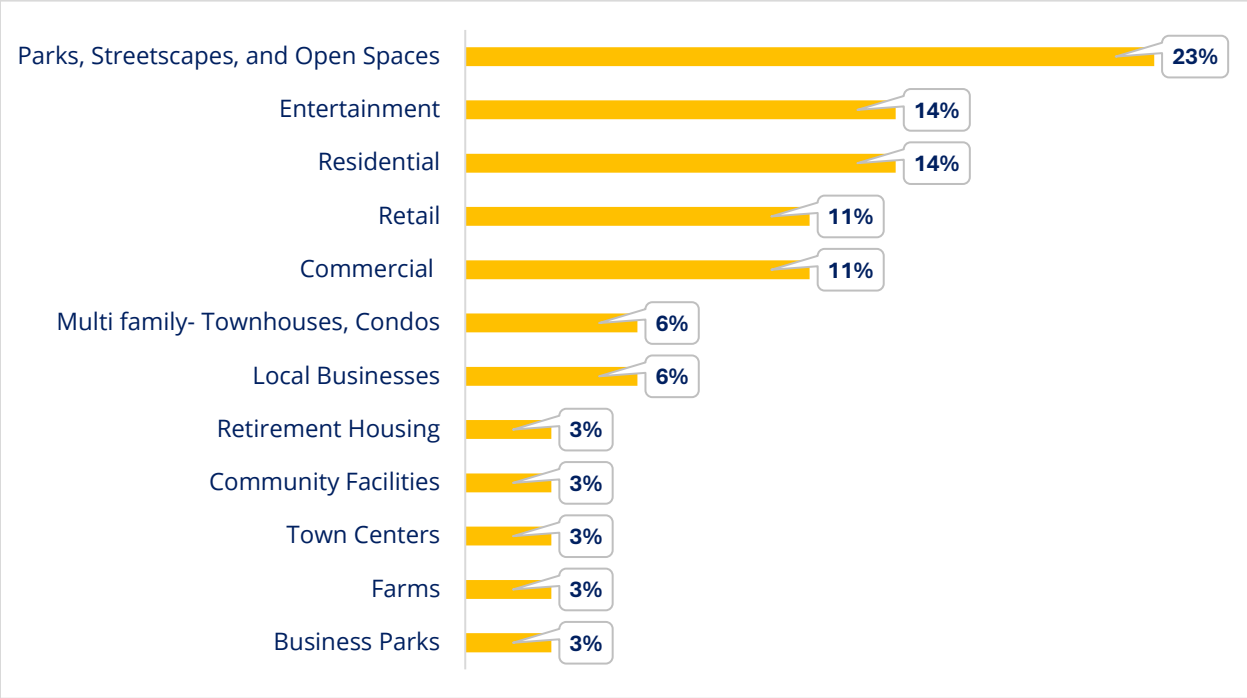
Authenticity and visual appeal stood out as the top priority (33%), expressing a desire for a city that maintains its charm and attractiveness. This was followed by calls for resilient planning and adequate infrastructure (both at 17%), signaling a need for well-thought-out growth supported by reliable systems. Respondents also envisioned a vibrant downtown (13%) and a walkable, human-centered city (10%) indicating a preference for lively, accessible, and community-oriented spaces. Additional themes included green spaces and shade (7%) and support for more local businesses (3%), reflecting an interest in sustainability and a thriving local economy. These responses collectively point to a vision for a **well-planned, connected, and character-rich Rosenberg** in the years ahead.

Landuses - What do you like about the existing landuses?



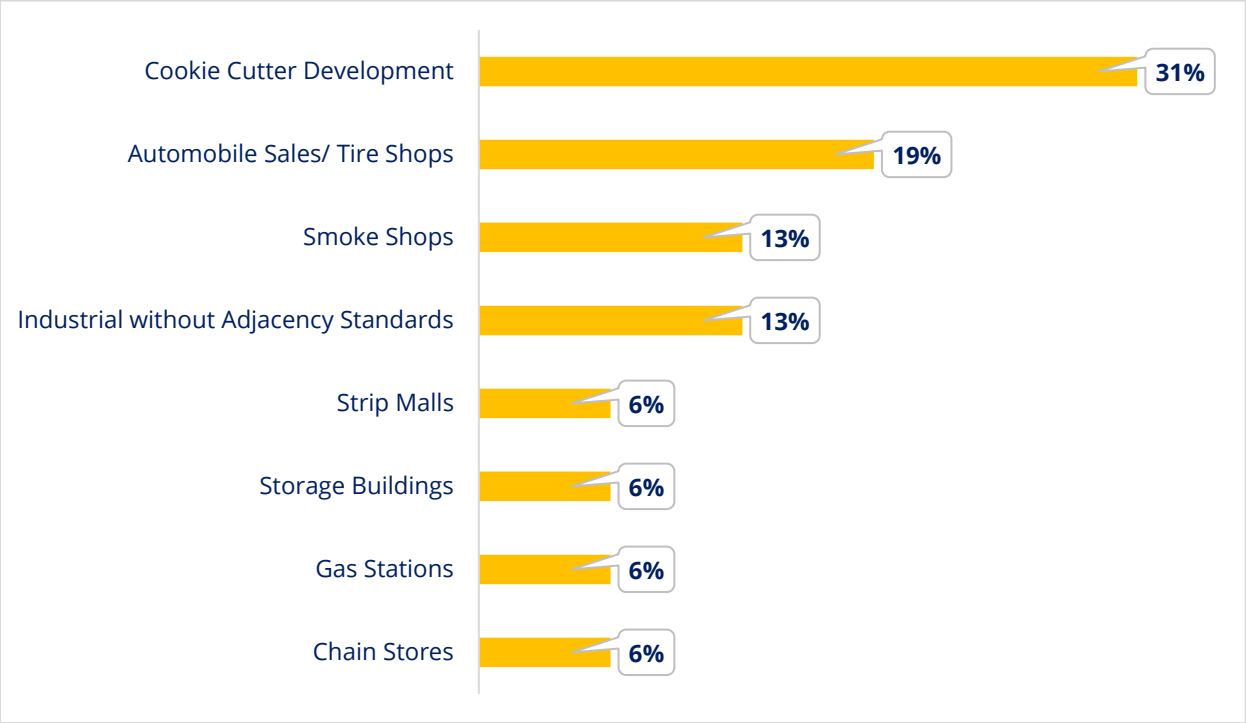
Retail, shopping, facilities & entertainment (26%) and parks & open space (26%) were the highest priority Vacant/farm land, variety of land uses, and downtown each received 13%, while quality residential developments was also a priority at 9%. These results highlight a strong focus on expanding commercial and entertainment opportunities and enhancing park and open space amenities, with moderate interest in land use variety, downtown improvements, and maintaining some vacant/farm land, while residential development quality was less emphasized.

Landuses - What would you like to see in the future?



The input indicated that **parks, streetscapes, and open spaces** (23%) were the highest priority, followed by residential (14%) and entertainment (14%). Commercial and retail each accounted for 11%, while local businesses and multi-family housing (townhouses/condos) were moderately valued at 6%. Business parks, farms, town centers, community facilities, and retirement housing each received 3%. Overall, participants emphasized enhancing **parks and public spaces, supporting residential and entertainment options**, and maintaining a balanced mix of commercial and retail uses, along with farms, business parks, and retirement housing.

Landuses - What would you not like to see in the future?



Conversely, participants expressed **concern about cookie cutter developments** (31%), **automobile sales/tire shops** (19%), **industrial uses without adjacency standards** (13%), and **smoke shops** (13%). Other undesirable uses included chain stores, gas stations, storage buildings, and strip malls.

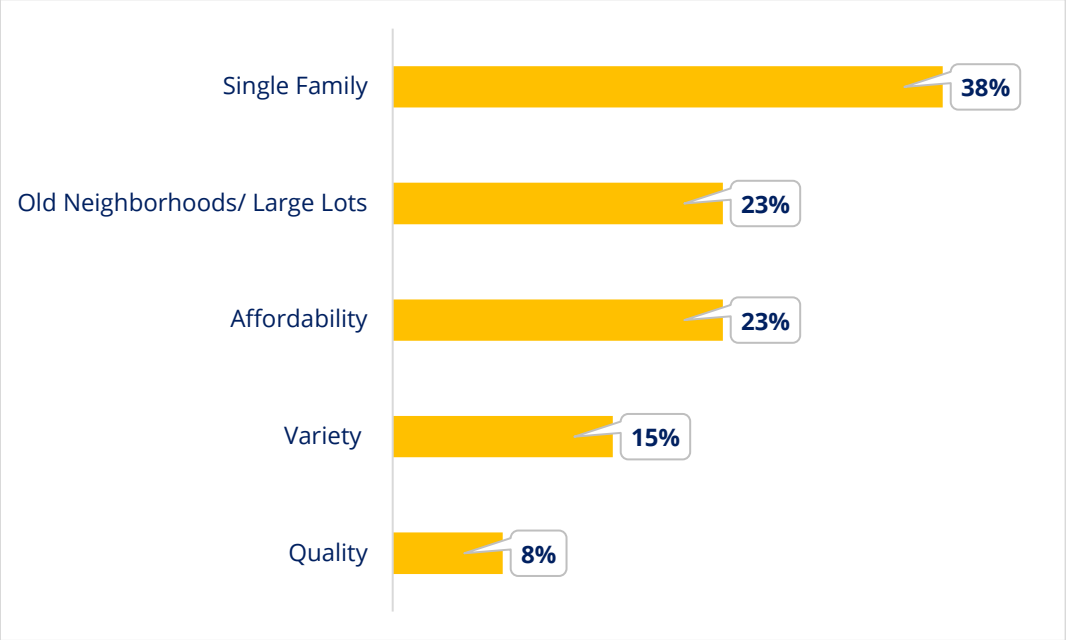
Overall, the feedback reflects a preference for vibrant, mixed-use development with high-quality public spaces and entertainment options, while discouraging repetitive, generic development patterns and certain commercial or industrial uses that may detract from community character.

Character & Image - What do you like about the City's character/image? What would you want the City to look like in the future?

The responses about Rosenberg's character and image highlighted a **desire to build on its historic downtown and small-town charm** while improving its sense of place and visual identity. Many participants felt that Rosenberg lacked a distinct image, especially along IH-69, and suggested creating **unique branding, signage, and gateway features to strengthen the city's identity**. There was strong support for more public art, murals, and historic preservation, as well as adding restaurants, bars, live music, and coffee shops to make **downtown more vibrant**. Residents wanted uniform branding through signs, streetlights, and design themes, and better **recognition of the city's history**, including the

railroad heritage and local landmarks like George Ranch and the Ft. Bend County Fairgrounds. Suggestions also included developing a **new city center**, enhancing walkability and trails, and requiring developers to contribute to public improvements. Overall, the community wanted Rosenberg to embrace its history while creating a more attractive, lively, and recognizable identity.

Residential Uses - What do you like about the existing housing options?

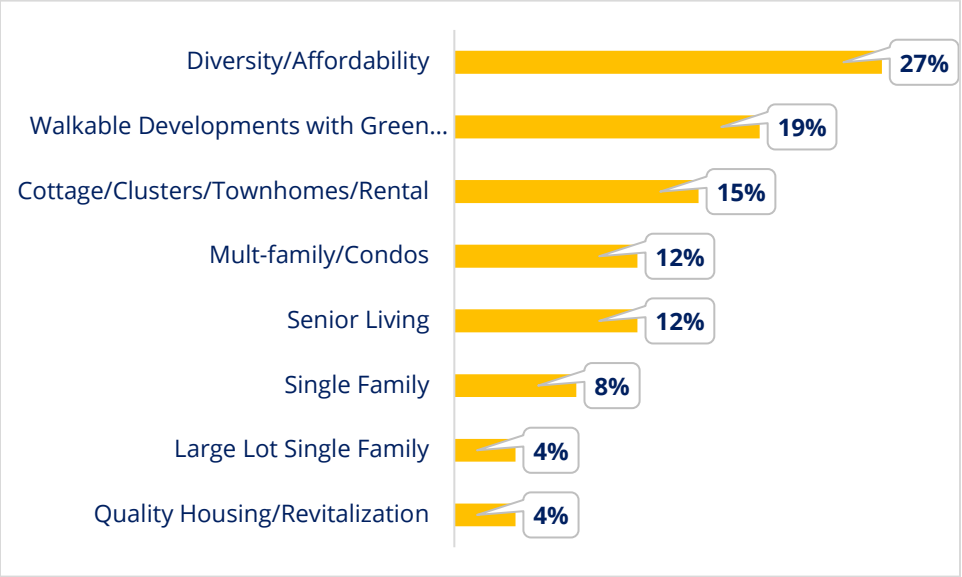


Respondents **valued single-family homes** the most (38%), followed by **affordability** (23%), **older neighborhoods with large lots** (23%), and variety in housing options (15%).

A smaller percentage (8%) highlighted quality of housing as a positive factor.

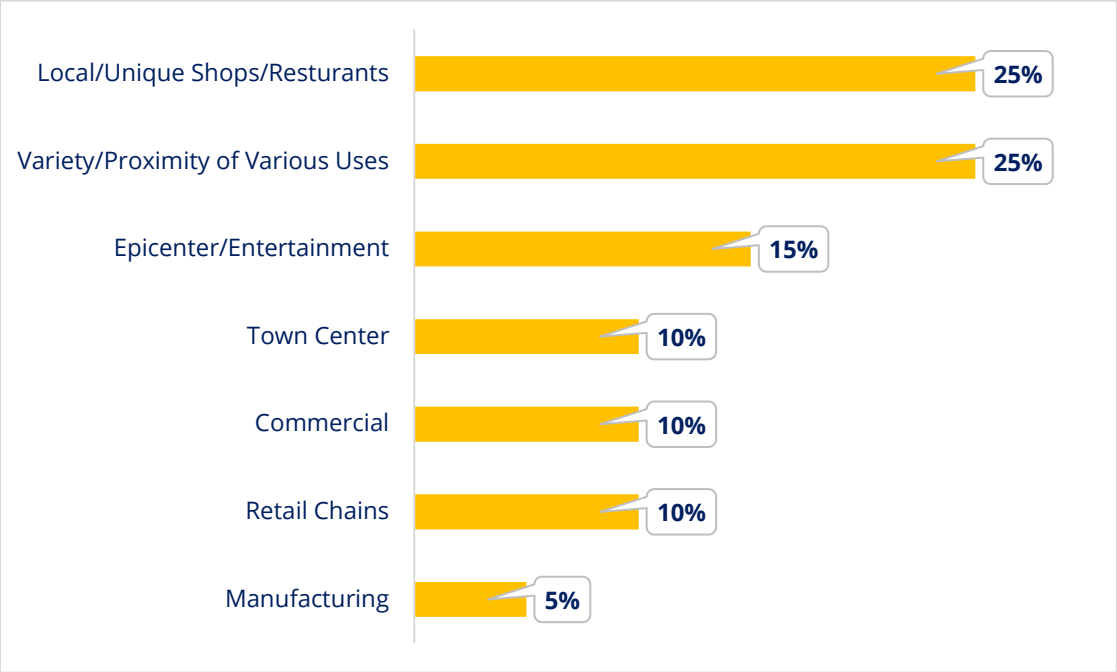
These results suggest that residents appreciate the traditional single-family housing stock and affordability, while also recognizing the appeal of larger lots in older neighborhoods and the importance of having diverse housing options.

Residential Uses - What would you like to see (or not) in the future?



The responses about future residential uses showed that participants wanted to see **diverse and affordable housing options** (27%) and **walkable developments with green spaces** (19%). Cottage clusters, townhomes, rentals (15%) received moderate support and multi-family housing and condos and senior living were also viewed positively (12%). Traditional housing types like single-family homes, large-lot single-family homes received 8%. General housing revitalization (each 4%) was less prioritized. Overall, the feedback indicated a strong preference for **varied, affordable housing choices and pedestrian-friendly, green neighborhoods** rather than focusing on conventional single-family housing.

Non-residential Uses - What do you like about the existing non-residential uses?



The responses about existing non-residential uses showed that participants most appreciated the **variety and proximity of different uses** (25%) and the presence of **local and unique shops or restaurants** (25%). **Epicenter/entertainment** options (15%) were also valued, while retail chains, commercial areas, and town center (each 10%) received moderate support. Manufacturing (5%) was the least appreciated. Overall, participants favored a mix of uses that provide convenience, unique local character, and entertainment opportunities rather than emphasizing manufacturing or generic retail.

Non-residential Uses - What would you like to see (or not) in the future?

What People Do Not Want:

- Certain Businesses: Strong opposition to vape shops, CBD stores, adult entertainment, tattoo shops, tire shops, used car lots, auto parts stores, and low-income automotive-related businesses.
- Over-Saturation: Too many gas stations, tire shops, construction lots, and mechanical yards.
- Blight & Poor Aesthetics: Vacant lots, boarded-up buildings, rundown businesses, abandoned gas stations, and lack of screening/setbacks.
- Homeless Camps: Concerns about homelessness impacting public spaces.

What People want to See:

- Unique and Local Businesses: More specialty shops, small businesses, mom-and-pop restaurants, and less fast food.
- Entertainment & Nightlife: Interest in nightlife options, bars, and unique mixed-use developments.
- Redevelopment & Beautification: Redevelopment of blighted or vacant areas instead of building new facilities while leaving old ones abandoned.
- Better Planning & Regulation: Suggestions for the city to regulate the number and types of businesses allowed to prevent oversaturation.

Mobility/Transportation - What do you like or dislike? What would you like to see (or not) in the future?

What People Want to See:

- Sidewalk Improvements: Off-street sidewalks, better maintenance, and renovations in older neighborhoods.
- Bike & Pedestrian Infrastructure: More bike lanes, pedestrian paths, bike/golf cart/scooter lanes, and safe biking trails to businesses.
- Alternative Transportation: Interest in public transportation options like Metro Buses, trolleys/light rail, park-and-ride options, and multimodal solutions (bikes, golf carts, wheelchairs, scooters).
- Driverless/Modern Transport: Some support for driverless vehicles, (Uber, etc.)
- Safety Features: Better crossings, street lights, and improved walkability for disabled and elderly residents.
- Parking Efficiency: Reduction in empty parking lots and consideration of parking below businesses (structured) to preserve land use.

What People Do Not Want to See:

- Flooded Sidewalks: Sidewalks built below road levels (flood risk).
- Undesirable traffic and circulation causing noise and adversely affecting safety.
- Vehicular Safety - Roundabouts (some opposed to them).
- Unsafe Pedestrian Circulation: Pedestrians have difficulty crossing certain roads (e.g., 90A). Existing sidewalks not being well-maintained or connected.
- Publicly-funded transportation (a few participants prefer incentivized private solutions).

Resiliency - What are some concerns that you have? What opportunities would you like the City to explore in the future?

Concerns were:

- Flooding and drainage issues, especially in older neighborhoods where road construction has worsened runoff.
- Extreme weather events such as hurricanes, freezes, heat advisories, and drought-related fire risks.
- Power outages due to overhead electricity lines and vulnerabilities in above-ground infrastructure.
- Development in flood-prone and resulting safety, infrastructure, and insurance concerns.
- Dry forests near structures, increasing fire risks during drought.

Suggested opportunities for the city to improve resiliency:

- Infrastructure Improvements
    - Underground utilities along major corridors to reduce power outages during storms.
    - Improved drainage systems and maintenance of clean drainage in both new and older parts of the city.
    - Water shed study to better understand and manage stormwater.
    - Reservoir developments for flood control and adjoining detention lakes to the Brazos River to mitigate flooding.
- Hazard Mitigation Planning & Sustainable Development
    - Restrict development near the Brazos River to reduce flood risks.
    - Master planning for older neighborhoods to prevent flooding and upgrade infrastructure.

    - Upgraded, storm-proof utilities and adequate electricity during extreme weather events.
    - Drought and freeze-tolerant landscaping.
    - Require PEX (crosslinked polyetylene) plumbing in new homes for freeze resilience.
    - Promote light-colored roofs to reduce heat absorption.
    - Use fewer impervious surfaces to decrease flooding risks.
- Emergency Preparedness
    - Create evacuation routes and multiple hurricane exit routes.
    - Pods or hubs in each area to provide emergency resources for a few days.
    - Strategies for public flood preparation and cooling stations in parks for extreme heat.

Natural & Cultural Resources - What are some assets that you cherish? What would you like to see in the future?

- What People Cherish
    - Brazos River
    - Seabourne Creek Park
    - Railroad Museum
    - Historic downtown area
    - Small-town feel
    - Local destinations like Bob's Taco Station and Harbor Freight sidewalk sale

Want to See in the Future:

- Enhancement and Utilization of the Brazos River: Improve access, create riverfront amenities, bank stabilization, and restaurants.
- Historic and Cultural Preservation: Maintain and beautify the downtown area, fairgrounds, museums, and historical buildings.
- More Parks and Family Activities: Add features to Seabourne Park, such as skate parks, pump tracks, fishing, and playgrounds.
- Walking and Biking Trails: Expand trails connecting different parts of the city, including bayou trails similar to those in Houston.
- Attractive Destinations: Develop amenities and cultural events to make the city more vibrant for both residents and visitors.
- Green and Aesthetic Improvements: Enhance curb appeal of large fairgrounds and create spaces residents can be proud of.

Community Facilities - Current facilities/amenities that you like/ are proud of? What would you like to see in the future?

- What Residents Wanted to See:
    - Expanded Recreational Amenities: More dog parks, disc golf, pickleball courts, walking/biking trails, and water parks.
    - Indoor & Outdoor Recreation Centers: Weekend activity spaces, trampoline parks, Topgolf-like facilities, and a large multipurpose hall.
    - Improved Internet Access: Affordable high-speed internet for all residents.
    - Community Nightlife and Attractions: More nightlife options, amenities, and events that make the city engaging and vibrant.
    - Riverfront Development: A project similar to the San Antonio Riverwalk to create a unique destination.
    - Enhanced Farmer's Markets: Make farmer's markets more frequent and family-friendly.
    - Maintaining the small-town feel while expanding amenities, resisting large-scale industrial developments such as solar or wind farms that might alter the city's character.

Aspirational Cities/Places - What are some cities or places that you like? Cities or places that you would like Rosenberg to be like

Key Themes from Responses:

- Walkable, Master-Planned Communities: Many cited The Woodlands, San Marcos, Round Rock, Fredericksburg, and Katy as examples of well-planned communities with good schools, shopping, and recreation.
- Greenbelts and Parks: Residents liked Wharton's connective greenbelt, Salt Lake City parks, and places with extensive green spaces.
- Vibrant Downtowns: Fredericksburg, Silver Spring (Maryland), and Galveston were highlighted for their downtown appeal, walkability, and local charm.
- Growth with Planning: Katy, TX was mentioned as a city that has grown while adding schools and amenities.
- Scenic and Unique Communities: Boulder and Denver, Colorado, Frisco, TX, Asheville, NC, and Greenville, SC were admired for their unique character and livability.

A few respondents emphasized not wanting Rosenberg to become like Houston, preferring smaller, well-planned, and community-oriented growth.

Attachment: Mentimeter Exercise Raw Results

Attachment: Mentimeter Raw Results

GLO RCP Comprehensive Plan Update

Rosenberg

Mentimeter

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

37 years

14 years

Not applicable

9 years

NA

3

10 years

Approximately 20 years

3

17

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

18 years

Since 1955. 70 years

46 years

Almost 40 years

51 yrs residence

20 years business owner.

Inolved since 2018; owned property since 2021

About a 1.5 years

3

17

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

I have lived in Rosenberg for 55 years. Currently living in Etj for 7 years.

3

17

What do you like most about Rosenberg?

It's peaceful

Still has the small town feel

Small town feel

Small Town feel without a small Town mentality.

The small town atmosphere of Rosenberg.

The feel of the city. A small community is desirable for me.

I like the small community feel, truly like the "old time" feel of downtown, and a sense of community throughout.

Old Downtown, good distance from Houston

8

17

What do you like most about Rosenberg?

The country, small town feel.

The business and family friendly atmosphere

Affordable/ easy access to 59 freeway

Convenience to Houston and small town feel.

friendliness of people,

The ease of access to shopping and outdoor recreation

Small town feel; access to larger cities when (and only) necessary. Quiet, safe.

It's home. Seen it grow. In a healthy way. But need consistency in making it awesome place for the future of our children

8

17

What do you like most about Rosenberg?

frienliness of people

I choose Rosenberg for the small town feel that is real versus a master planned community. Also to be in a place where law enforcement is responsive.

Ease of access to shopping and outdoor recreation

Downtown is lacking night life with restaurants and things to enjoy with the family. In positive way

infrastructure

8

17

What do you think the City is lacking?

Revitalization of older part of the city.

Drainage more lanes on roads expansion of freeway

Property maintenance, businesses look old

We need to repair the old infrastructure and bring the city into the 21st century.

More infrastructure

Online digital footprint, solar power

Spaces for festivals or community gatherings. Things specifically for young people (especially teenagers) that appeal to their generation, as well as being healthy.

Activities in the downtown square

9

16

What do you think the City is lacking?

Infrastructure

Proper sidewalks within the City and younger families.

Infrastructure concerns. Growth seems to be outpacing our ability to "supply".

A sense of "destination." Something that would drive people to come hear to experience and enjoy without actually moving here.

Restaurant variety, some medical, need another grocery store on the west. connective trails between residential, retail, and parks.

Older infrastructure, manicured look and more events.

Improved traffic management in certain areas of town especially during special events

asthetics, recreation, amenities, cleanliness, burried utilities, entertainment, shopping such as grocery store on all sides of town

9

16

What do you think the City is lacking?

There needs to be something to drive people to come here besides just housing developments that drain heavily on resources a small community is challenged to always meet

Airport small or large. Similar to sugar land airport or much larger for commercial use.

Parks and recreation improvements

9

16

Looking into the future, what opportunities should the City focus on?

Affordable housing

A more unified look in our public throughways, regardless of what part of town one is driving through.

Bring jobs to the City so the next generation doesn't have to commute to Houston

Infrastructure improvements, park amenities, drainage improvements, traffic management

Maintaining authenticity, and balancing modern market-driven while not betraying unique qualities.

Golf course

Higher educational opportunities for local residents. Considee more opportunities to work and play in the area.

We could be more diligent about connecting retail and residential developments and a consistent sense of place. Facilities and events for all stages of life.

8

16

Looking into the future, what opportunities should the City focus on?

A self functioning city, malls, restaurants, colleges etc.

Opportunities for events to attract visitors to showcase local talent. Innovative neighborhoods that would allow access to all needs within walking distance. Safe and exciting uses of the river

Business incentives

Airport small or large similar to sugar land or the relates ones based in Harris county.

create a desire to come to Rosenberg for entertainment Tie develope ts together to make the city seem masterplanned. Make the city visually pleasing

Commercial and welcoming the development for quality and amenities.

Focus on getting building infrastructure that will that will attract a younger demographic (example: adults aged 22-35). Bars, events, and etc.

Stop the constant moving from the "old part to the new part" cycle. Intentionally offer ways that would generate investment by the private sector in every part of town so this cycle doesn't continue

8

16

Looking into the future, what opportunities should the City focus on?

Having opportunities for the younger generation More attractive recreational opportunities that will keep people in the city and attract individuals from outside.

Bringing additional business and diverse employment upportunities to the city. Features that build a unique charter or theme for the city. Unique gateway to the city.

To bring tourists to visit our city for family enjoyment and live in our community

8

16

What are your concerns about the future of Rosenberg that need to be addressed?

Water

Aging buildings or lacking infrastructure that causes congestion, frustration, and loss of citizens. Ensuring enough businesses to not be a bedroom community.

Certainly safety for people and for infrastructure to be safe to use.

the city can be to consevative and miss out on opportunities. the continued delapidation of homes and businesses

Finding ways to make all citizens feel as pat of the community.

Crime, water supply, and roads

Limited desire for growth and change.

Competitive pay for first responders, drainage of streets in older areas

4

15

What are your concerns about the future of Rosenberg that need to be addressed?

Invest with new infrastructure to use the most creative and modern ways to make resources

Flooding, adequate water resources and supply.

I remain most concerned about infrastructure (utilities, roads, etc) needs that outpace potential growth.

Old infrastructure. Replacing the open drainage system.

As the city grows, preventing crime and maintenance of new developments as they age.

Crime and aging infrastructure

Not knowing what how quick it will grow. And making sure the infrastructure is in place to accommodate for growth. Police,firefighter etc.

Quality of the parks being properly maintained, the sidewalks, crime, and utility management after flooding has occurred.

4 15

What are your concerns about the future of Rosenberg that need to be addressed?

Drainage is inadequate

Big event traffic management around the Fairgrounds and EPIC center. Medical and emergency services for the south side of IH 69. Maintaining our historic downtown and expanding it. Help the Theater.

Revitalization of older parts, thriving businesses and better infrastructure

4

15

If you left Rosenberg today and returned in 10 years, what would you want to see?

Improvement / growth / planned vision

Revitalized 90A Corridor and downtown area.

No apparent old and new divide.

Revitalization of the original town site area's.

Less traffic, walkable city, fewer chain stores/restaurants.

A thriving downtown area where people connect and contribute to the local economy. Multitude of green spaces for family activities. Streamlined transportation. Vibrant feel.

The river to become a possible attraction with restaurants and night life as a tourist attraction

Good quality sidewalks, less traffic, and road 723 improved/expanded.

5

15

If you left Rosenberg today and returned in 10 years, what would you want to see?

v>sually appealing. entertainment venues, live music

A city that has grown with a thoughtful planned vision.

Resilient (ideally buried) utilities, vibrant downtown (if, again, this is market driven), maintaining the "North Star" of Rosenberg's charm - authenticity.

An inviting city. A city with great infrastrucure and amenites. A city that attracts families.

Clean and inviting with attractions that make people want visit many times.

A cleaner City with people out of the cars, talking, interacting, going places. More shade, more resilient power options.

Side walk, bike lanes and park add on Bike track,skate park & pickle ball

5

15

Mentimeter

Retail Shopping Centers (Strip Malls)

Mixed Use Town Center

Services

Public, Semi-Public

Assisted Living/Senior Care

Industrial / Employment Centers

Parks/Open Space/ Playgrounds

Single Family Residential

Multi-family

Duplex/Fourplex/Townhome

Land Uses

Landuses - What do you like about the existing landuses?

That there are large land sects that are not developed.

Seabourne Creek Park is amazing

i cant think of anything that is well done

The charm of the old downtown. Love that the amazing Technical College is so close.

There is no land use control. The city should get control and develop zoning.

I like the variation of land uses within the city. The city has a little bit of everything.

Many Public Parks, downtown

Downtown revitalization

4

15

Landuses - What do you like about the existing landuses?

There is plenty of land available now to make good choices for the future. I like Brazos Town Center but we need something similar in a different area.

Retail is growing, subdivisions are growing and land available for growth

Harbor Freight 👍🏼

Fairly defined areas of utilization. Maintaining/protecting farm land.

There is no cohesion. The Wild West. Is present in some areas.

I like that there is a variety of parks and Restaurant chains.

Seaborne Creek park and sports complex is top notch.

The areas that are appealing mixed uses. Residential developments that make great use of pocket parks and well designed open space.

4 15

Landuses - What do you like about the existing landuses?

Seabourne park

There is good mix of things coming together

Would like to see more things to do in the city....Top Golf, Water Park, Restaurants,

4

15

Landuses - What would you like to see (or not) in the future? (E.g.: Like -xx; Not Like - xx)

Would like more MultiFamily options; town houses Don't want to see heavy industry

Local businesses -like
Chain sores -dislike

I would like to see targeted development types that the city is actively seeking to bring to Rosenberg. Don't be afraid to say "no" to everyone that wants bring a business or housing to the city.

Landscaping of trees and flower beds through the city bring in nature

I would like to see more Apartments, Dancehall's, and Condos. What I don't want to see is more Tire Shops, there is already too many.

Not like: strip malls, vape shops
Like: green spaces, updated mural (dt), niche businesses, areas for youth activities, downtown area for gatherings, use of the river for attractions

Like Town Centers, Colleges, land beautification green spaces Not like Smoke shops,

I would like to see additional residential and commercial land uses.

6 16

Landuses - What would you like to see (or not) in the future? (E.g.: Like -xx; Not Like - xx)

Avoid channeling your inner Houston at all costs. A concrete paradise is the 11th level of hell. DO maintain balance with commercial, residential, and farm land - resist the temptation to overcommit.

Like large lot neighborhoods Dislike straight narrow streets with identical houses on both sides

Like - Access to retail and major mobility corridors. Not like. - residential next to heavy industrial, sand pits, airport with no buffer. Not like - concern for truck traffic on SH36

Land uses that focus on a singular market

I would like to see an intensive Master Plan for the city and then seek developers and private interests who can provide a piece of that puzzle.

I would like to see more redevelopment along the older major travel ways like 90A.

reduce the redunency of same businesses such as gas stationd. best location for best developement. not a park encompassed by rental stores, storage buildings car lots ect.

More quality residential development with amenities and open spaces. Business parks and master planned commercial properties. Redevelopment of blighted areas.

6 16

Landuses - What would you like to see (or not) in the future? (E.g.: Like -xx; Not Like - xx)

More family centric venues for entertainment

More things to do in the city....Top Golf, Water Park, Restaurants. No more tire stores or used car dealerships

You don't need more than certain amount of any kind of business, otherwise it just starts to be the same no matter what part of the city you're in

create nice gateways. monu.ments. turn old rail line to bike trails and green belt to interconect developement.

More upscale neighborhoods and retirement gated areas

We don't need more housing. We need better housing

I enjoy the parks but not enough things to do we need to add more restaurants and family activities

Not like - Modern look houses. Like - Park space requirements Not like - retail wort inconsistent architecture

6 16

Landuses - What would you like to see (or not) in the future? (E.g.: Like -xx; Not Like - xx)

I like the charming downtown area. I would like to see more cohesive design elements throughout the city with enhanced entrances from the highway into the city.

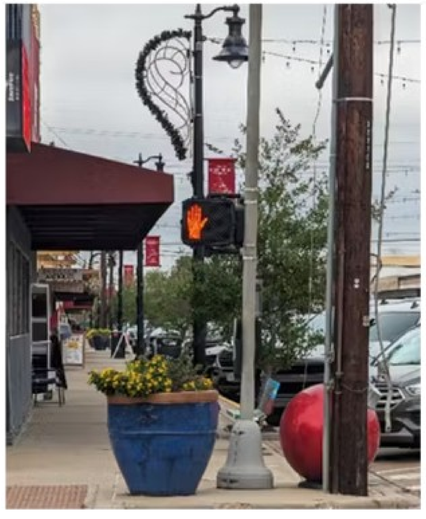
green up or freeways and roads. reduce freeway noise with proper surfacing. define a truckers lane. reduce lighting pollution

6

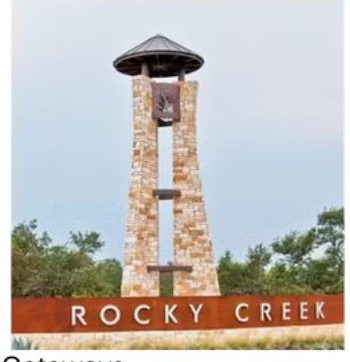
16

Mentimeter

Signage



Downtown



Gateways

Safety and Comfort

Streetscapes

Public Art/Local Culture

Identity

Character & Image

3

Character & Image - What do you like about the City's character/image? What would you want the City to look like in the future? (Like -xx; Want -xx)

Currently there isn't much to like about the visual image of the city because there's not much master planned effort to develop it.

I would liken to see more public art and dress up traffic boxes.

Like to see a new city center like what sugar land had developed next to Hwy 6 and 59

I really like the mural on Avenue H & 1st St (needs updating). Would love to see more local art throughout the city. Ways to connect different parts of the city via bike/walking trails.

I like downtown area but it needs more attractions such as restaurants, bars & live music.

There could be districts with a percentage of the tax base in each district that is used to develop a specific character of that district

More recognition of Ft. Bend County Fair Grounds and George Ranch and the historical benefits that each bring to our city.

Like the local art culture Want uniformity of the Branding of the city, signs, street lights etc.

7 14

Character & Image - What do you like about the City's character/image? What would you want the City to look like in the future? (Like -xx; Want -xx)

WANT: Unique Rosenberg "branding". "Mascot?" Compellingly different aspect... No specific idea at this time.

I like the small town vibe, I would like it to get close to the size of what Katy, TX is right now. I want the City to have more malls, coffee shops, bars, and trails.

Many people don't know Rosenberg has a historic downtown. There is no sense of place along IH-69 when entering Rosenberg. Many have trouble with where Rosenberg is versus Richmond.

Keeping our roots-The Railrod Theme...the image most people have about Rosenberg is not good.

I think developers should be required to invest in the public roads and sidewalks within a specific distance around their developments to improve the aesthetic image of the city as a whole

Lightning and signage recognizing entering the city

Image sinage to let you know you are in Rosenberg. Gateway arches visible from.ñ 59 near the Mall or other entry points. Historical wall art that highlight significant events or markers in the city.

Postal zip code and City name confusion is real. Many associate the zip code with the City they live in. 77469 also services Rosenberg

7

14

Character & Image - What do you like about the City's character/image? What would you want the City to look like in the future? (Like -xx; Want -xx)

Work on the older buildings keep historic

More art / murals around town and downtown needs more attraction

7

14

Mentimeter

Single-family

Duplexes/Townhomes

Infill Development in Older Neighborhoods

Cottage Style Clustered Housing

Accessory Dwelling Units

Active Adult

Multi-family

Mobile Home Parks

Single-family Rental Homes

Residential Uses

2

Residential Uses - What do you like about the existing housing options?

Openness, no clustering

Many of the housing options are affordable in the area. The single family housing is fairly available in the community.

Affordable homes in need of renovation

Quality of builders, locations, etc

No clustering

I like the single residential home options but need variety of housing options in the future.

I like that there is plenty of Single Family Homes, but there are some old homes that need renovation. It would be nice to see some Condominiums.

Old neighborhoods with LARGE lots, WIDE streets and BIG trees

2

11

Residential Uses - What do you like about the existing housing options?

There is some variety available, in an almost affordable price range.

The freedom to build like you want in th older part but controlled in newer subdivision.

I like the cottage homes/communities.

Variety of housing options keeping in mind the look, feel, and character of neighborhoods.

2

11

Residential Uses - What would you like to see (or not) in the future? (E.g.: Like -xx; Not Like - xx)

Neighborhoods that have amenities within walking distance. This would allow for convenience, while reducing traffic congestion.

Open to all options. Again, a market-driven approach to this is critical.

Like more single family, townhome duplex, senior living communities, cottage clusters, single rental homes

housing around parks instead of businesses. shared green space backyards

More options for young people giving them opportunities to stay versus leaving to get their entertainment or other.

I would like to see housing that of specifically developed with architecture, high quality materials, and creative use of the land used that ALL economic situations could afford in some option here

More distribution of neighborhood services so that a citizen can walk, bike, or hover board to the basic services.

Communities with small businesses that residents can walk to

3

15

Residential Uses - What would you like to see (or not) in the future? (E.g.: Like -xx; Not Like - xx)

Like to see—Self contained neighborhoods with recreational areas for families and nearby shopping

Would like to see the older neighborhoods revitalized

I don't want to see more apartments and cluster housing of that type. But lower incomes need the same quality of option they can afford

More options for new home buyers

I would like to see some Condominiums and see more structures that attract younger adults to Rosenberg; an example would be coffee places like Dutch Bros

A variety of housing developments. Possibly large lot residential developments that retain the rural feel.

More homes options/choices and not just starter homes.

Not want to see: rundown areas

3

15

Residential Uses - What would you like to see (or not) in the future? (E.g.: Like -xx; Not Like - xx)

I would like to nice great homes for the 50 and up. With all the upgrades for future living. Cottage style homes. Can be great.

smaller apartments not these 15 acre complexes we are seeing

3

15

Mentimeter

Commercial

Mixed Use Livable Centers

Work/Live Units

Supermarkets

Neighborhood Commercial

Regional Centers

Offices

Local Businesses

Manufacturing

Non-residential Uses

2

Non-residential Uses - What do you like about the existing non-residential uses?

Manufacturing, commercial

Small town feel

Like the new Epicenter

Variety of large stores.

I do like the downtown shopping sites & unique restaurants.

Smaller downtown businesses

Love Harbor Freight

Epicenter events

2

14

Mentimeter

Non-residential Uses - What do you like about the existing non-residential uses?

Like the access to some of the larger commercial.

I like having Home Depot, Lowe's, TSC, Harbor Freight . I like our downtown but would like it to be expanded. The railroad museum is special too.

I like that there is a variety of offerings, but still not enough.

I like that Brazos Town Center brings large retail options to the city. I like that downtown has mom and pop shopping options.

The historical downtown

Downtown with mix uses and Brazos Town Center

not much

Availability, access and clustering of amenities, shops, dining, etc. this does not preclude other options.

2

14

Non-residential Uses - What do you like about the existing non-residential uses?

Too many tire shops with strange paint colors on buildings. Restaurants next to car repairs

2

14

Non-residential Uses - What would you like to see (or not) in the future? (E.g. Like -xx; Not Like - xx)

Homeless camps

Strip malls, vape shops, vacant lots, boarded up buildings.

Rundown businesses

Not like - Vap and CBD stores.

Like to see more specialty shops and small businesses.

Low income businesses (used car lots, tire shops, auto parts, etc.)

No more vape shops

multitude of same businesses. gas stations. to many tire shops, contruction and mechanical lots. blight, lack of screening and setbacks.

1

13

Non-residential Uses - What would you like to see (or not) in the future? (E.g. Like -xx; Not Like - xx)

Adult entertainment, tattoo shops

Bars, mixed uses, unique shops. I don't want see anymore tire shops.

New gas stations being built a few blocks from abandoned gas stations . Don't like abandoning the old to build the same thing new near by

Vape shops will turn into weed shops if the law is changed

Not like - Automotive repair shop, manufacturer storage yard

Better streets

Again, decide how many of a type of business is warranted and say no or yes at the City government level.

Nothing that brings blight. Redevelopment of blighted areas.

1

13

Non-residential Uses - What would you like to see (or not) in the future? (E.g. Like -xx; Not Like - xx)

Not like..Tire stores. Used car lots, vape shops, gas stations, vacant lots Like Night Life,

more mom and pop restruarants and less fast food

Incentivise business growth and development, rather than predetermine a blueprint of what "we" believe we need. Let the consumer drive this.

1

13

Mentimeter

Safe Crossings

Mobility Options

Alternate Modes

Access

Pedestrian & Bike Safety

Multi-modal

Railroad

Public Transit

Park & Ride Bus

Mobility/Transportation

1

Mobility/Transportation - What do you like or dislike? What would you like to see (or not) in the future? (E.g.: Like -xx; Want -xx: Do Not Want -xx)

Off-street sidewalks

Driverless Uber

Better sidewalks, many in the older neighborhoods need extensive renovations

Public transportation

Would love to see a connection to the trains, with the use of a trolley/light rail. Safe biking trails to businesses would be great.

Reduction in the parking requirements that result in large empty parking lots.

too much truck traffic on roads and creation of noise to residence.

I don't like sidewalks built below road levels. I like roundabouts especially after a hurricane.

4

16

Mobility/Transportation - What do you like or dislike? What would you like to see (or not) in the future? (E.g.: Like -xx; Want -xx: Do Not Want -xx)

Future walk paths, bike lanes, alternative transportation, safety crossing Like park and rides street lights

Don't flirt with publicly-funded transportation. Incentivise modern transportation such as driverless vehicles, etc.

Bike/Golf Cart/scooter lanes. Off street sidewalks.

I like the pedestrian path the city has created along major roadway. May wnt to consider more hie and bike trails.

Bike lane& side walks

Would like to see multimodal for sake walkability including bikes, golf carts, wheelchairs or scooters

I would like to see Metro Buses in Rosenberg. I would not like anymore big trucks coming by; they create so much traffic.

parking below businesses to preserve land use

4

16

Mobility/Transportation - What do you like or dislike? What would you like to see (or not) in the future? (E.g.: Like -xx; Want -xx: Do Not Want -xx)

90A is difficult for pedestrians to cross and has put downtown locked in.

Existing sidewalks are not maintained and some are not connected to destination areas. No roundabouts.

I would like to see a city that places a high priority on the disabled and elderly community. Many in this community are less engaged by their intentional decision because they don't have what they ne

4

16

Mentimeter

Rosenberg Texas Insider
AUGUST/SEPTEMBER 2024

HURRICANE BERYL

The City continues its recovery efforts from Hurricane Beryl with an unwavering focus on the safety and well-being of our residents. From the time the hurricane hit, our primary efforts have been dedicated to ensuring the uninterrupted operation of essential services, such as running water—a critical resource that some cities were not as fortunate to maintain. We have worked tirelessly to keep our sewer systems functional, clear trees and debris from roadways and city facilities, and share vital information to ensure all community members have the resources they need. Our emergency response team was mobilized immediately, and several members of that team continue to work long hours as we remain committed to diligently addressing various other recovery efforts to restore normalcy to our City. Green waste and vegetative debris pick-up continues and is expected to take several weeks to complete. Should you need assistance, or if we can be of service to you, please contact Citizens Relations. The City is here and ready to provide exceptional services that create and sustain a safe, livable and vibrant community.

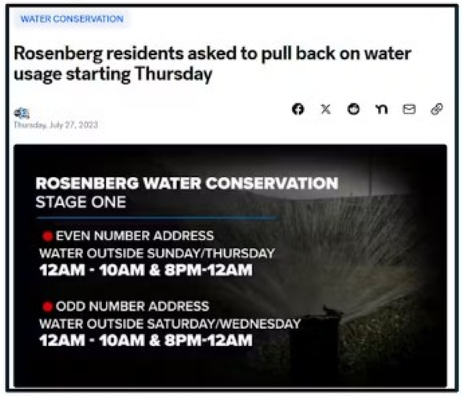
CITIZENS RELATIONS
info@rosenbergtx.gov
832-595-3301 | RosenbergTX.Gov

Rosenberg Insider Newsletter
Source: https://www.rosenbergtx.gov/ArchiveCenter/ViewFile/Item/279

Hurricanes

Heat Index

Flooding



Resource Management

Droughts

July 2023
Rosenberg's Travis Park splash pad closed to the public as part of the city's effort to conserve water.
City's drought contingency plan launched.

Resiliency

Ability to cope with and recover from setbacks, bounce back and keep moving forward

1

Mentimeter

Resiliency - What are some concerns that you have? What opportunities would you like the City to explore in the future?

Flooding and evacuation routes.

Improve drainage

Flooding is an issue but so are fires and freezing.

More Impervious surfaces, better drainage

Water shed study of the entire city. Roads have been built up in the older neighborhoods making the drainage compete with the old farm water shed.

Underground utilities along major corridors

Loss of electricity that is overhead. Drainage is more of an issue in older part of town.

Development in flood-prone areas, infrastructure concerns (above ground), shared cost/risk (insurance).
.

3

17

Resiliency - What are some concerns that you have? What opportunities would you like the City to explore in the future?

Restrict development near Brazos River

Reservoir developments specifically for flood control. Light colored roofs to reflect sunlight. Multiple hurricane exit routes. Less concrete to decrease flooding. Upgraded utilities to be storm-proof

Flooding, hurricanes. Freezing,Heat advisory. Power outages

Dry forests next to structures is scary during drought

Master plan, even in the older parts of the city, so there isn't flooding. Run utilities under ground so they aren't so vulnerable.

we could have adjoining detention lakes to brazos river to capture and use river flooding and prevent down stream flooding. stop levy developeents along river

Require pexx plumbing on new homes

Improve drainage ,utility lines Ingrid.

3

17

Resiliency - What are some concerns that you have? What opportunities would you like the City to explore in the future?

Adequate electricity in hurricane and freezing seasons as well as in extreme heat conditions

Create a strategy for people on how to prepare for flooding. Create cooling stations at parks to beat the heat.

Have pods in each area of town that has what is needs to mitigate and navigate an immediate emergency for at least a few days until more help can arrive.

Flooding improved and maintain clean drainage

Encourage drought and freeze tolerant landscaping

Improve drainage.

3

17

Mentimeter

Lakes

History

Walk/Bike Trails

Fairgrounds

Museums

River

Parks and Recreation

Epicenter

Natural & Cultural Resources

Natural & Cultural Resources - What are some assets that you cherish? What would you like to see in the future? (E.g.: Like -xx; Want -xx)

Railroad museum

Like Bob's Taco Station

The Brazos River and the railroad. Would be great if we could on a train go somewhere

The river needs to utilized more. Historical sites enhanced. More cultural events & spaces.

Cherish the old time feel of the community.

Old downtown, Ft Bend Fairgrounds, and museums

Like Seaborne creek park, fairgrounds, railroad museum, walking and bike trails Brazos River

The Downtown area is so unique. There should be more walking trails.

5

17

Natural & Cultural Resources - What are some assets that you cherish? What would you like to see in the future? (E.g.: Like -xx; Want -xx)

Rosenberg Railroad Museum, Old Downtown area, ...would like to see the River area developed

Cherish - Harbor Freight sidewalk sale

Beautify and maintain the downtown area. Enhancement of the Brazos River.

Like: River, museum, historical buildings, etc. I suppose Harbor Freight makes this list, too.

Museum, central library, art gallery

Use the Bayous for trails like Houston is doing

The river is a great asset would love to see it utilized with better banking Also with restaurants

we have a large fairground but needs to be greened up. and curb appeal. looks cheese from the outside lookng in

5

17

Natural & Cultural Resources - What are some assets that you cherish? What would you like to see in the future? (E.g.: Like -xx; Want -xx)

Unless the river can be controlled by some means it can't really be used. There's no access to it that is easy to get to.

Like the Natural areas, small town downtown atmosphere

Downtown. Seabourne Creek Park. More attractive amenities/destinations that make the residents and visitors proud.

I like Seabourne park we need to add more like it with more activities for families to enjoy and allow our kids to practice their crafts in skate park, pump track, fishing, and playground

Like - Pavlock Farms but wish it was closer to the City

Walking and biking trails that connect different parts of the city.

5

17

Mentimeter

City Services

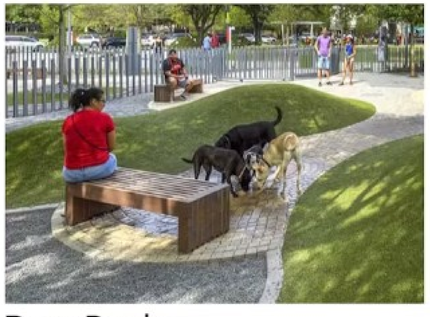
City Facilities

Farmers Market

Natatorium/ Recreation Center

Community Resources

Facilities and Amenities



Dog Park

Water Park/Pool

Community Facilities & Services

Community Facilities - Current facilities/amenities that you like/ are proud of? What would you like to see in the future? (E.g.: Like -xx; Want -xx)

Affordable high-speed internet to everyone

Future dog parks, water parks,

we need a recreation center. weekend indoor and outdoor recreation. top golf, waterpark

Would like to see farmer markets more prevalent. Biking areas would be nice. Family activity areas are needed.

Short on amenities and attractions.

Solar everywhere

Dog parks, disc golf, pickle ball, trails.

Water park, farmers market, walking trails

4

14

Community Facilities - Current facilities/amenities that you like/ are proud of? What would you like to see in the future? (E.g.: Like -xx; Want -xx)

trampoline park and things for kids to do.

Need more amenities and night life.

Recreation in town that makes me want to play here instead of driving to Galveston

Like the fact we have some farmer's markets, but we need more dog parks

Golf course

Night life

need a large hall

The River walk in San Antonio. Gruene, TX.

4

14

Community Facilities - Current facilities/amenities that you like/ are proud of? What would you like to see in the future? (E.g.: Like -xx; Want -xx)

A firm resistance to the solar and wind farm nonsense. Maintaining the small town feel. Jackson Hole, Sedona, etc

The river project would be great

4

14

Aspirational Cities/Places - What are some cities or places that you like? Cities or places that you would like Rosenberg to be like.

Wharton has a nice connective greenbelt through the city and parks.

Like downtown Silver Spring Maryland.

Frisco, TX, Asheville, NC, Greenville, SC

Denver Colorado without the hills

I don't want to be like Houston. Galveston may get be a good example.

sugarland appearance when driving through

San Marcos, San Antonio

Master plan communities with Walkable community to entertainment and restaurants, local shopping

7

12

Aspirational Cities/Places - What are some cities or places that you like? Cities or places that you would like Rosenberg to be like.

Consider a dam for the Brazos so it doesn't flood our areas. This usually brings about recreation options

The Woodlands Spring

University area

I like Katy, TX; it has grow a lot over the years to the point there creating more schools.

Fredericksburg

Brazorias shopping and rec. center and its procimity with landscaping.

Boulder, Colorado

San Marcos,Round Rock Texas, Fredricksburg,& Woodlands

7

12

Aspirational Cities/Places - What are some cities or places that you like? Cities or places that you would like Rosenberg to be like.

saltlake city parks

7

12