



2025-2026

COMPREHENSIVE PLAN UPDATE

CPAC Meeting 3

October 27, 2025

Rev. 11/5/25



Agenda

- ❑ Guest Speaker
- ❑ Status Update
- ❑ Findings from CPAC 1 and CPAC 2 Bus Tour Summary
- ❑ Existing Conditions – Summary of Findings
 - ❑ Land Use and Community Character
 - ❑ Urban Design
 - ❑ Mobility
 - ❑ Infrastructure
 - ❑ Hazard Mitigation
 - ❑ Preliminary Code Analysis
 - ❑ Community Profile
 - ❑ Housing
 - ❑ Economic Development
 - ❑ School District Summary
- ❑ Next Steps
- ❑ Exercise - Visioning
- ❑ Exercise - Character Districts
- ❑ Exercise - Prioritization



Guest Speaker

Adam Eaton
Ardurra



Status Update

Mobilization (Months 1-2)

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



Visioning, Current Conditions (Months 3-6)

*Community Vision & Guiding Principles
Population, Employment, Housing*



Future City (Months 7-8)

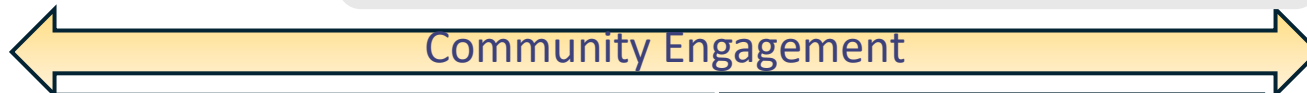
Draft Recommendations

Draft Plan & Implementation (Months 8-9)

Draft Plan

Finalization & Adoption (Months 10-11)

Work Session, Public Hearing, Final Report



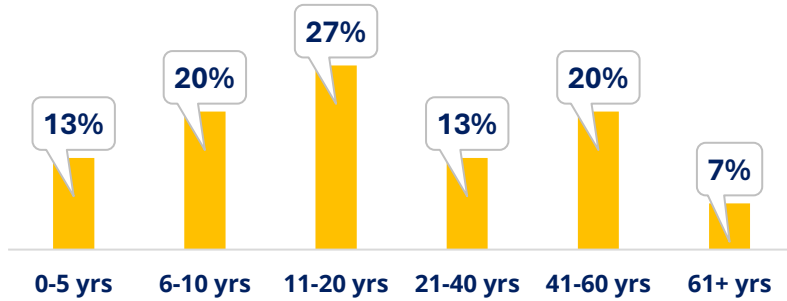
9 interviews/focus group meetings
Questionnaire – 35 responses
Interactive Map – 0 responses

National Night Out 2025
Outreach
CPAC Meeting 1 and 2
City E-mail/Social Media Blasts

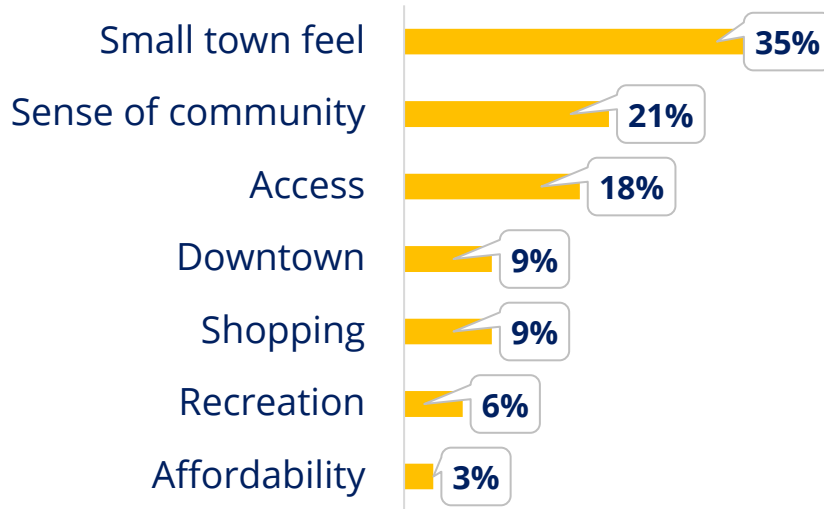


CPAC 1 Summary

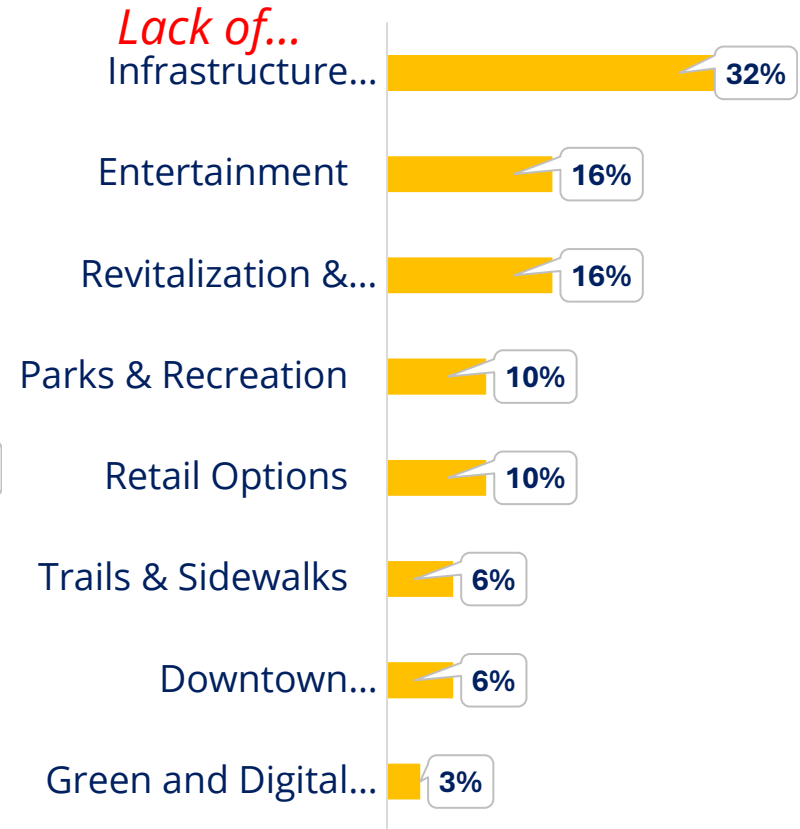
Residency



Strengths



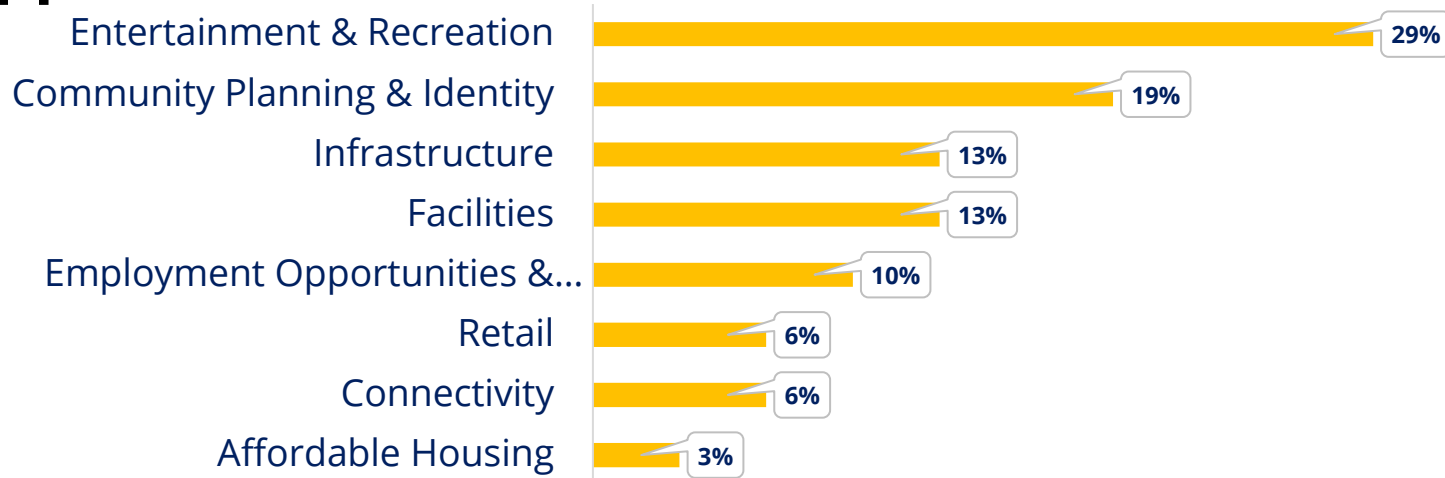
Weaknesses



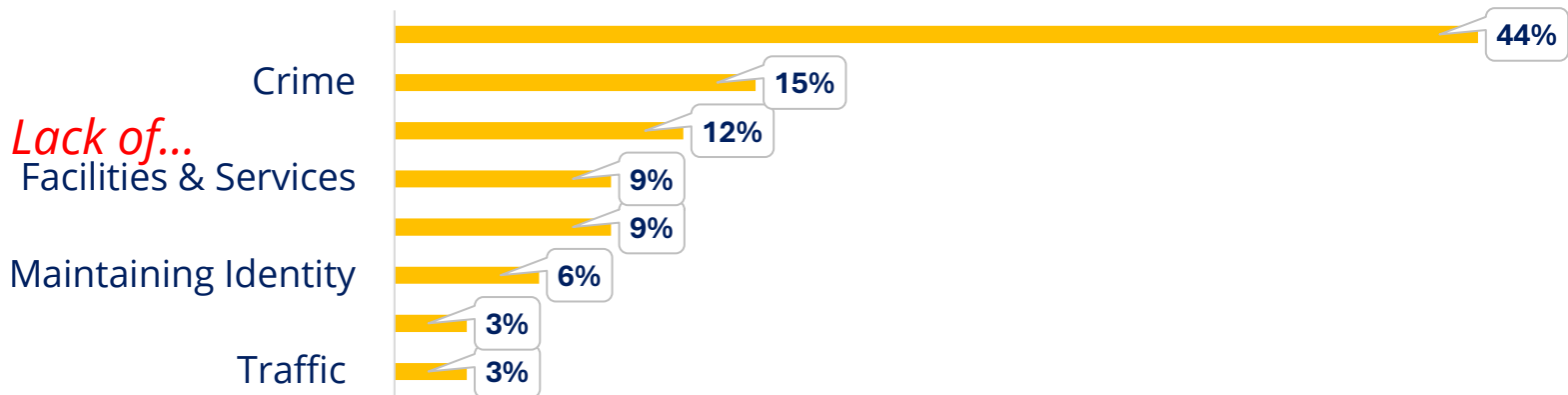


CPAC 1 Summary

Opportunities



Threats





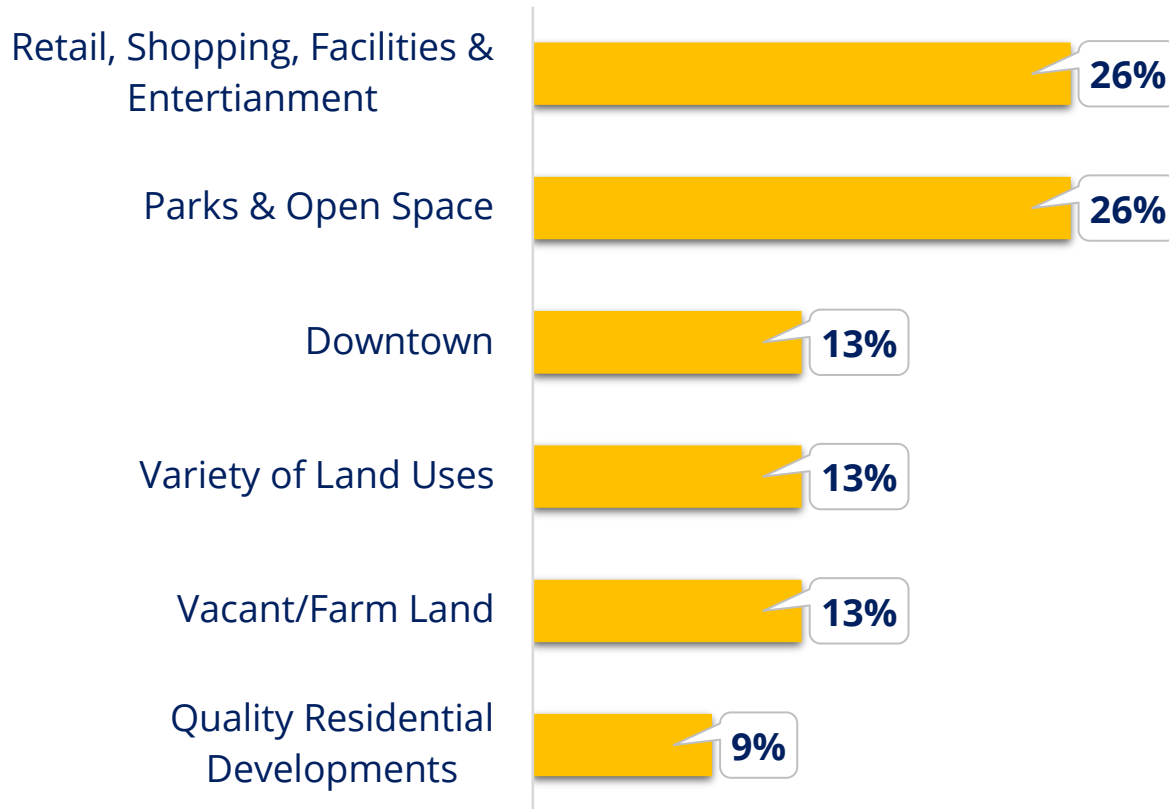
Character & Image





CPAC 1 Summary

Existing Land Uses - Like

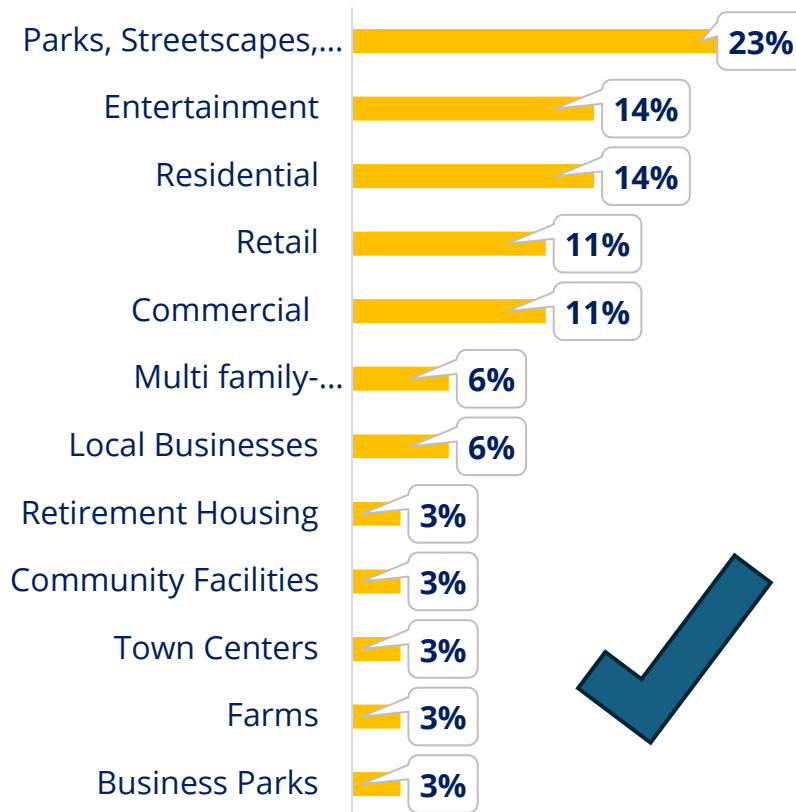




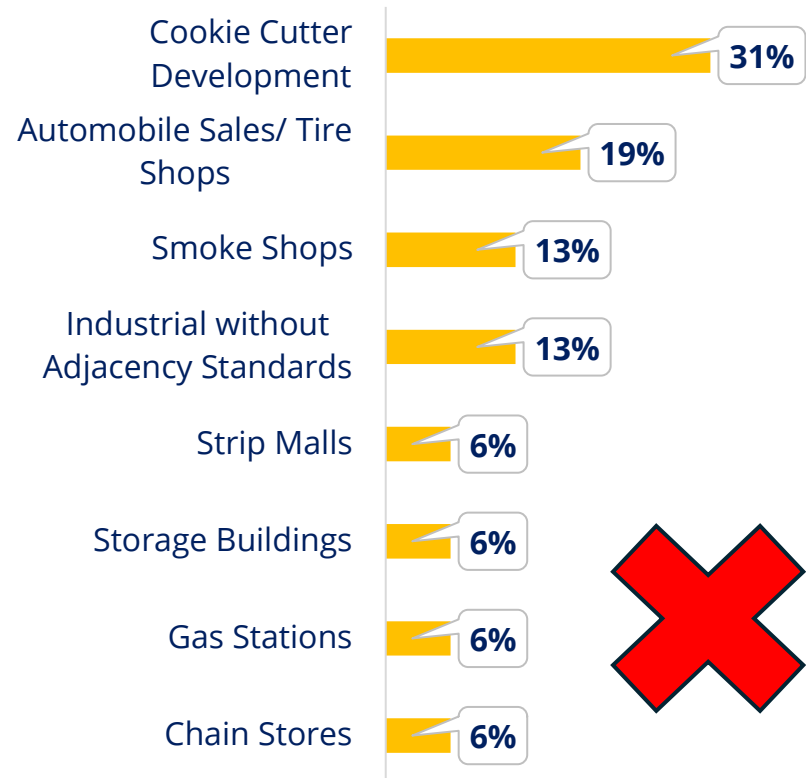
CPAC 1 Summary

Future Land Uses

Want



Do not want

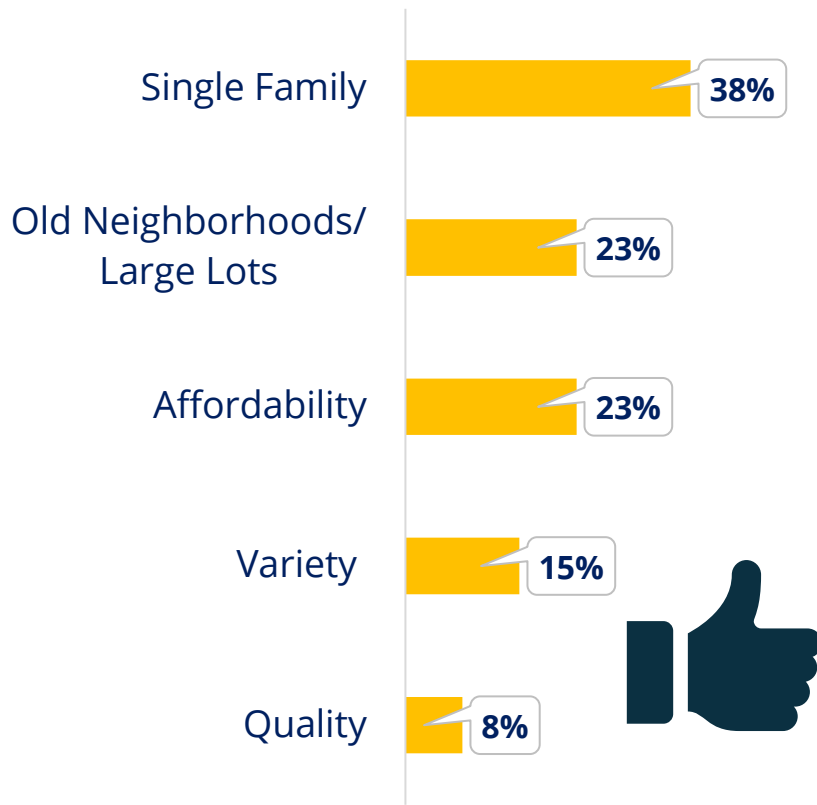




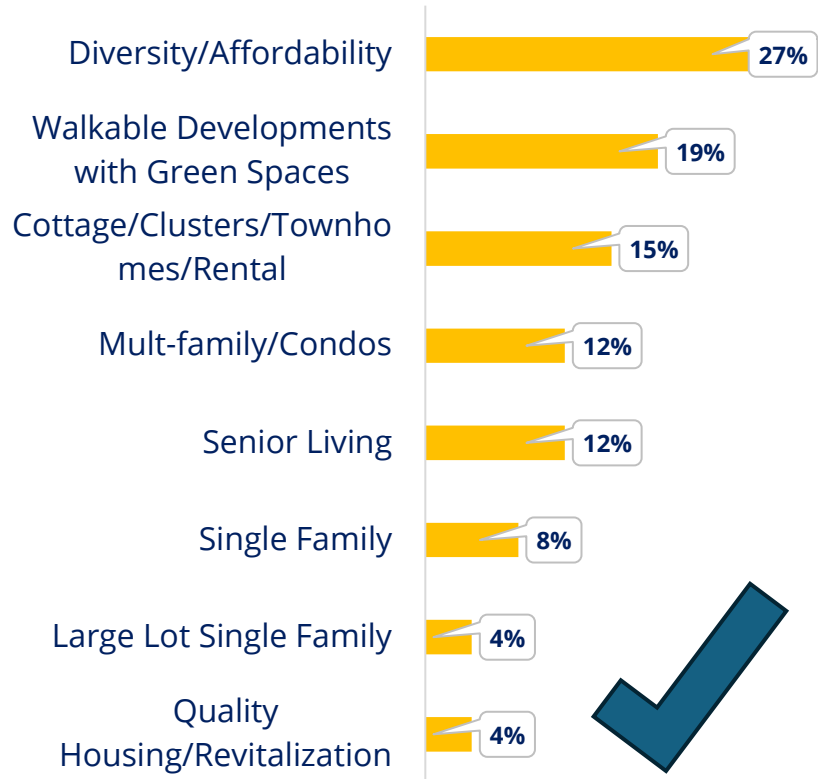
CPAC 1 Summary

Existing Residential Uses Future Residential Uses

Like

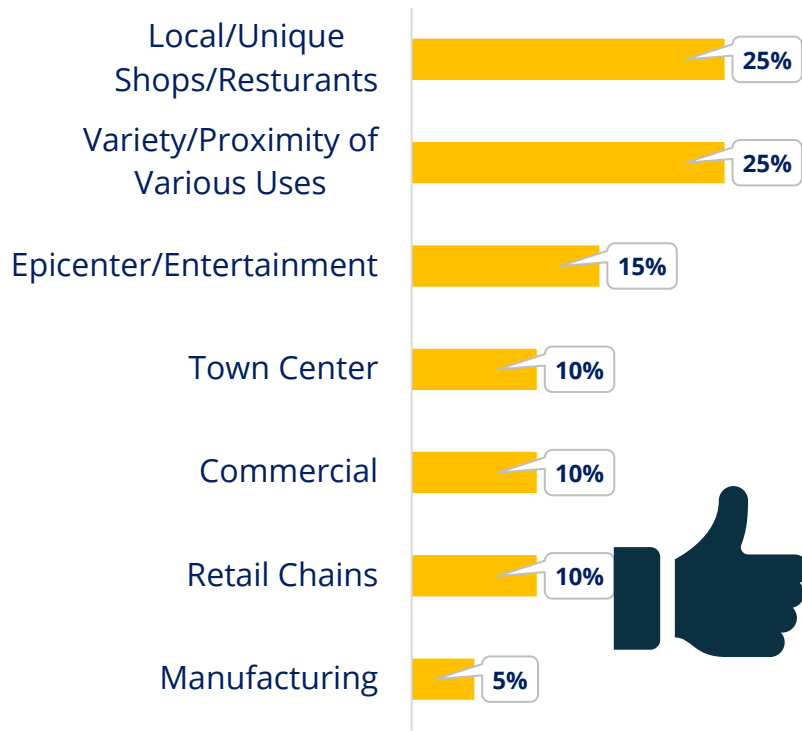


Want



Existing Nonresidential Uses

Like



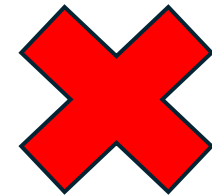
Future Nonresidential Uses

Want

- ✓ Unique and local businesses
- ✓ Entertainment & nightlife; mixed use
- ✓ Redevelopment & beautification

Do NOT want

- Vape shops, CBD stores, adult entertainment, tattoo shops, tire shops, used car lots, auto parts stores, and low-income automotive-related businesses
- Neglect
- Over saturation
- Homeless camps



Mobility

Want

- Sidewalk Improvements
- Bike & Pedestrian Infrastructure
- Alternative Transportation
- Driverless/Modern Transport
- Safety Features
- Parking Efficiency

Do NOT like

- Flooded Sidewalks
- Undesirable Traffic/Circulation Issues
- Unsafe Pedestrian Circulation
- Roundabouts
- Publicly-funded Transportation





Resiliency - Concerns

- Flooding and drainage especially in older neighborhoods
- Hurricanes, freezes, heat advisories, and drought-related fire risks
- Power outages (overhead electricity lines and above-ground infrastructure vulnerabilities)
- Development in flood-prone areas
- Dry forests near structures



CPAC 1 Summary

Natural & Cultural Resources; Facilities

Like

- Brazos River
- Seabourne Creek Park
- Railroad Museum
- Historic Downtown Area
- Small-town Feel
- Local Destinations



Want

- Riverfront Development
- Historic and Cultural Preservation – Downtown
- Parks
- Trails
- Enhancement of Curb Appeal
- Recreation
- Nightlife
- Farmers Market



Aspirational Cities/Places

- Walkable, Master-Planned Communities
 - The Woodlands; San Marcos; Round Rock; Fredericksburg; Katy
- Greenbelts and Parks
 - Wharton; Salt Lake City
- Vibrant Downtowns
 - Fredericksburg; Silver Spring (Maryland); Galveston
- Growth with Planning
 - Katy
- Scenic and Unique Communities
 - Boulder and Denver, CO; Frisco, TX; Asheville, NC; Greenville, SC





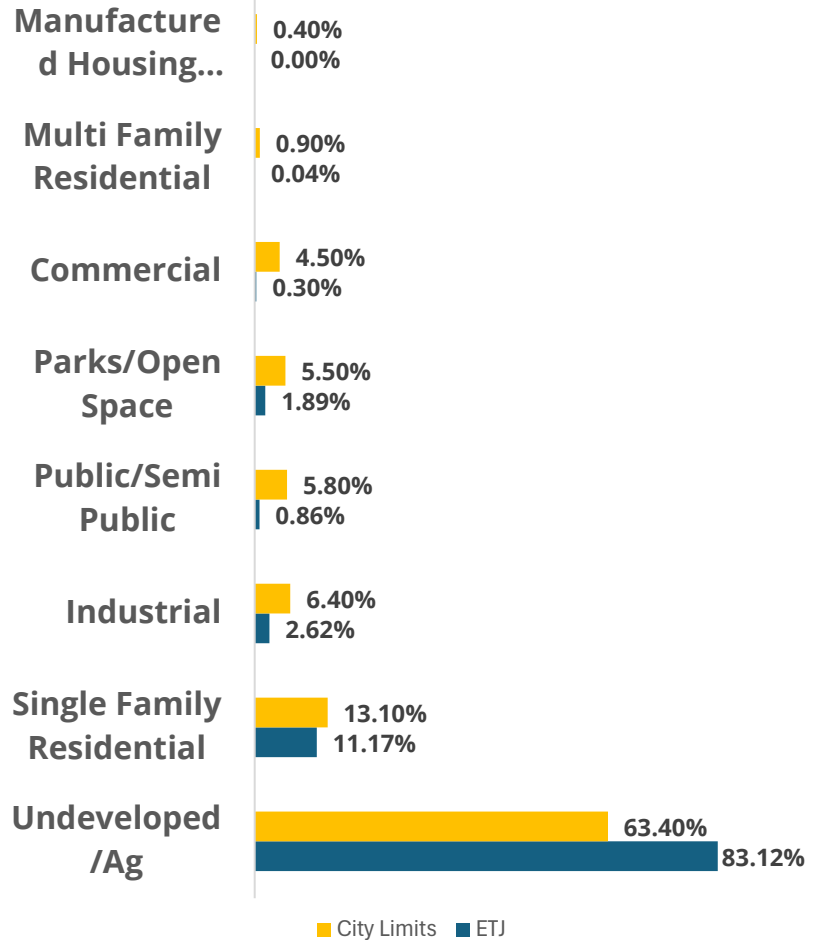
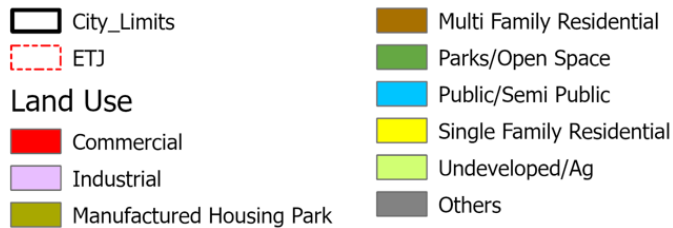
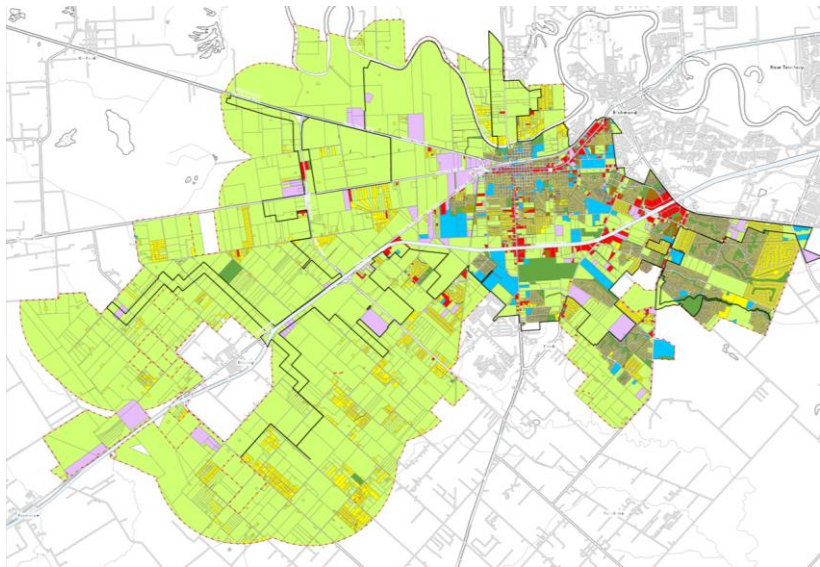
CPAC 2 Bus Tour

Summary will be shared as handouts. Prioritization exercise will be based on input received at the CPAC bus tour.

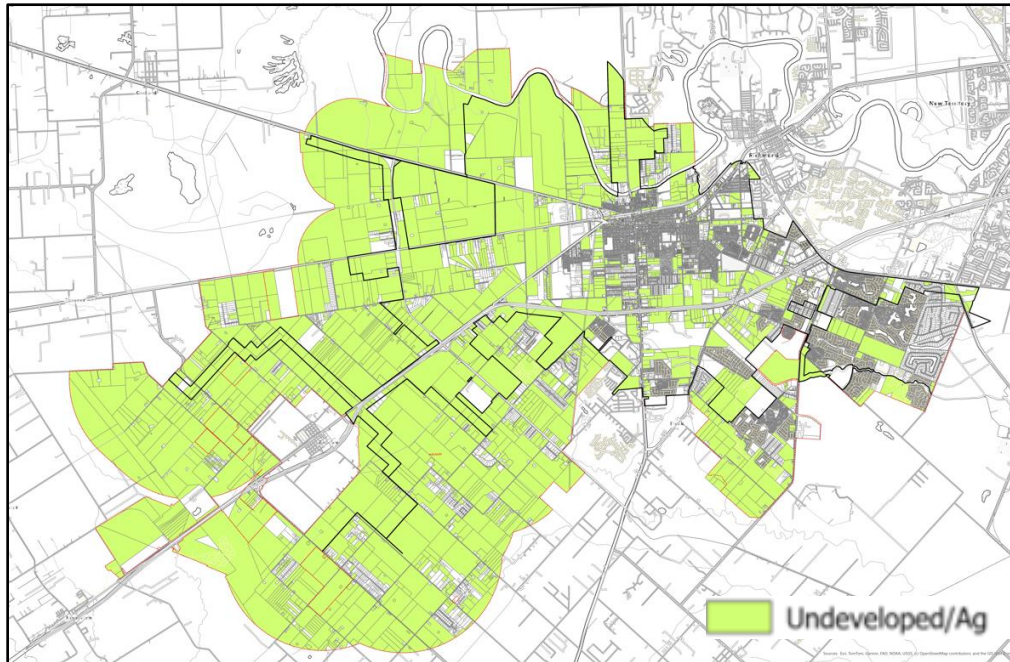


Land Use and Community Character

Existing Land Use



Vacant/Developable Land



- Almost 83% of Rosenberg's ETJ is undeveloped.
- Significant portion (12%) of the ETJ is subject to Non-annexation Development Agreements

Original Plat

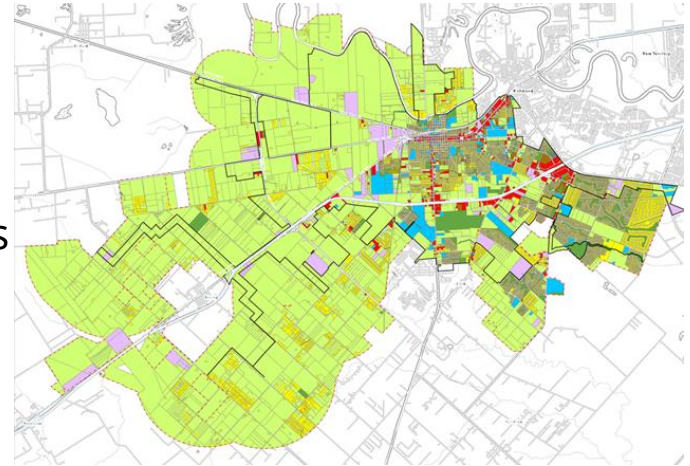
- Platted in 1883 - squared off 200 acres around a city square between the river and railroads

Streetscape

- Mature shade trees in older neighborhoods
- Typical highway corridors lacking identity
- Combination of curb/gutter and open ditches
- Walkable downtown with sidewalks and buildings along street

Uses

- Substantial agricultural/vacant land
- Commercial/industrial - along railroad and major streets (mix of strip centers, town center, business parks, manufacturing, auto oriented)
- Residential lot size variety
 - 1890–1920: 5,000-7000 sq ft; Railroad town grid (walkable historic core)
 - 1960–1980: 7,000–10,000 sq ft (suburban housing)
 - Recent master planned communities: 6,000–8,500 sq ft
- Public Uses- scattered
- Parks –Seabourne Creek, Sunset, Riverbend



SWOT Analysis - Corridors

Strengths

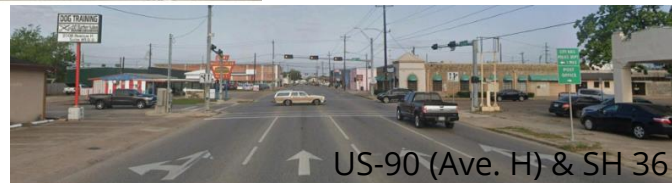
- ❑ I-69
 - Regional connector
- ❑ US Hwy. 90A & FM 1640
 - Central highway
 - Connector to nearby cities and a gateway
 - Business corridor
 - Distinct character
- ❑ SH 36
 - North-south spine
 - Transportation corridor

Weaknesses

- ❑ I-69
 - Lacks unique “Rosenberg” identity
- ❑ US Hwy. 90A & FM 1640
 - Challenges in pedestrian activity
 - Lack of visual appeal/sense of place
 - Excessive business signage/auto-oriented businesses
 - Lack of landscaping
 - Flyover lacking aesthetic appeal
- ❑ SH 36
 - Inconsistent development, suburban sprawl & visual clutter
 - Discontinuous sidewalks
 - Minimal tree canopy
 - Excessive commercial signage



I-69 WB, Brazos Town Center



US-90 (Ave. H) & SH 36



SH 36 NB

SWOT Analysis - Corridors

Opportunities

- ❑ I-69
 - Establish a regional gateway
- ❑ US Hwy. 90A & FM 1640
 - Establish branding
 - Expand green spaces
 - Add pedestrian infrastructure to neighborhoods and downtown and northern frontage
- ❑ SH 36
 - Potential as a Main Street
 - Gateway to downtown
 - Revitalization

Threats

- ❑ I-69
 - May continue as a “pass-through”
- ❑ US Hwy. 90A & FM 1640
 - Existing business pattern
 - Land use constraints
 - Fragmented driveways
- ❑ SH 36
 - Rising traffic & congestion
 - Lack of cohesion



SWOT Analysis - Downtown

Strengths

- Strong urban design with angled parking
- Consistent sidewalks
- Zero lot line
- Historic charm, valued by the community

Weaknesses

- Limited size-13 acres
- Expansion requires conversion of adjacent uses

Opportunities

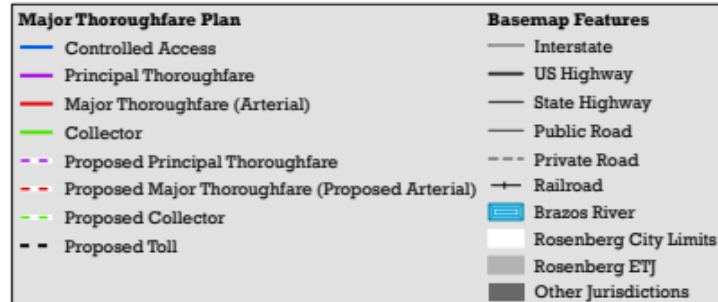
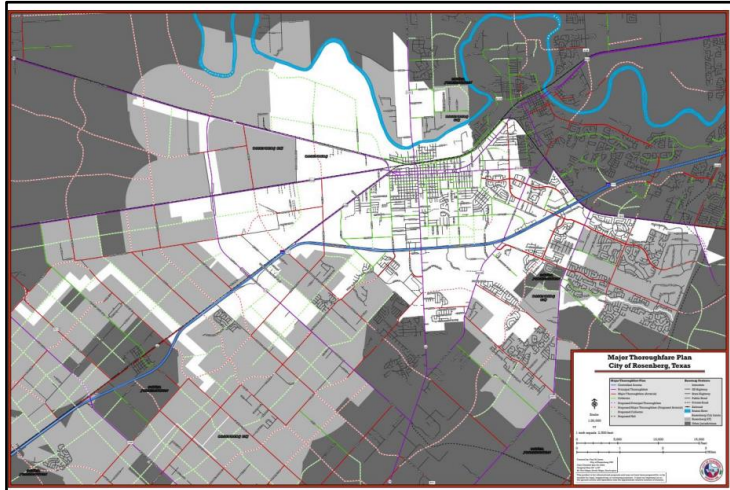
- Catalyze broader commercial improvements
- Regional destination potential
- Model for revitalization
- Active public spaces, adaptive reuse of historic buildings
- Support small/local businesses

Threats

- Retail development at the edges
- Existing node constraints hinder pedestrian-friendly and urban edge development patterns

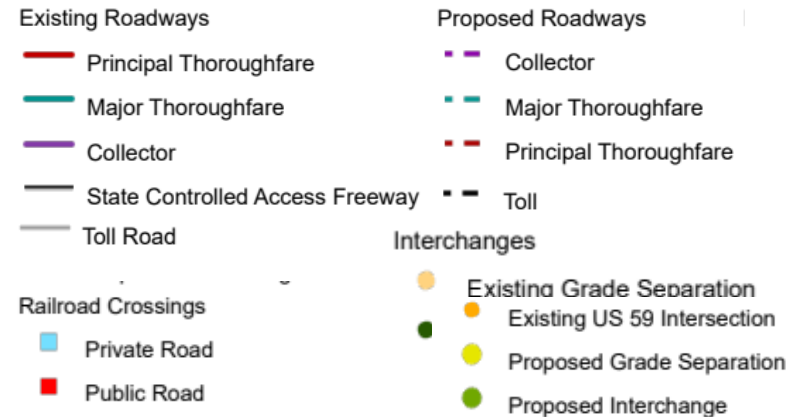
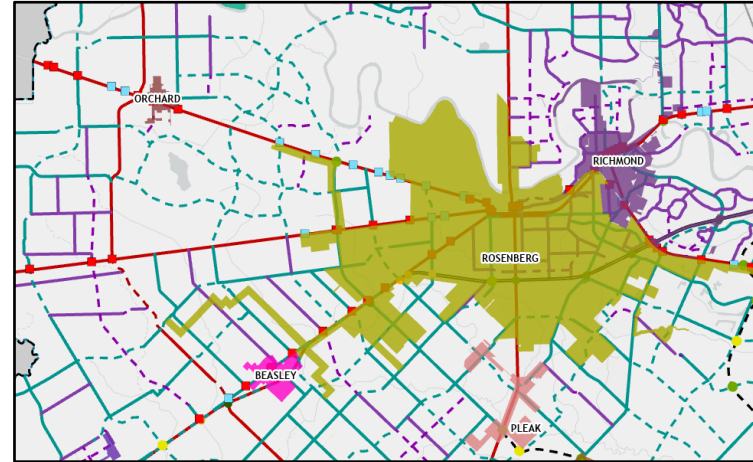


City Thoroughfare Plan 2015



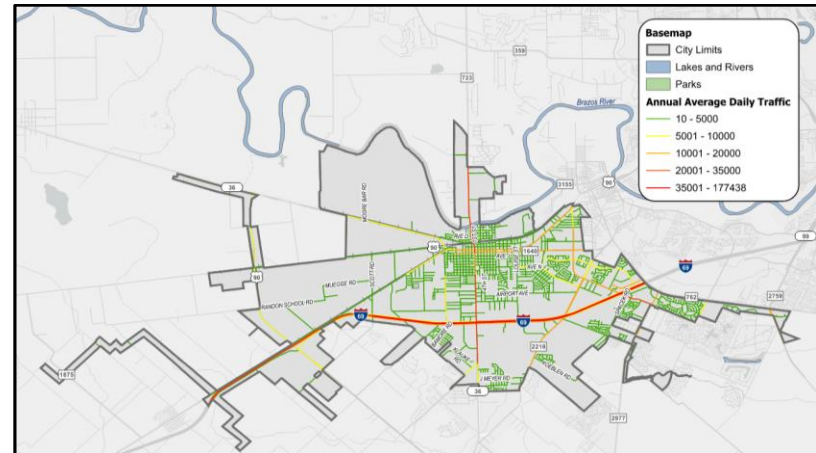
1st Street (SH 36), Avenue H (US 90A), and Avenue I (FM 1640) - Principal Thoroughfares; Collectors and Major Thoroughfares - 4th St, Louise St, Avenue N, Airport Ave, FM 2218 City follows county's classifications

County Thoroughfare Plan 2015

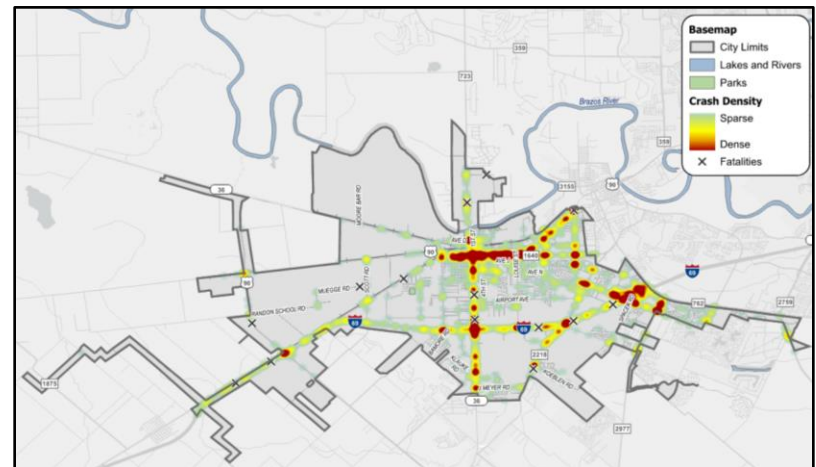


Roadways

- 2020 - 2024 more than 4,500 crashes occurred
- 9 of the 15 total fatalities on SH 36/1st Street and I 69
- Crash hotspots I 69, 1st Street (SH 36), Avenue H (US 90A), and Avenue I (FM 1640)
- Heaviest traffic volume – I 69
- Avenue H, Avenue I and FM 2218 - 5,000 to 10,000 vehicles per day



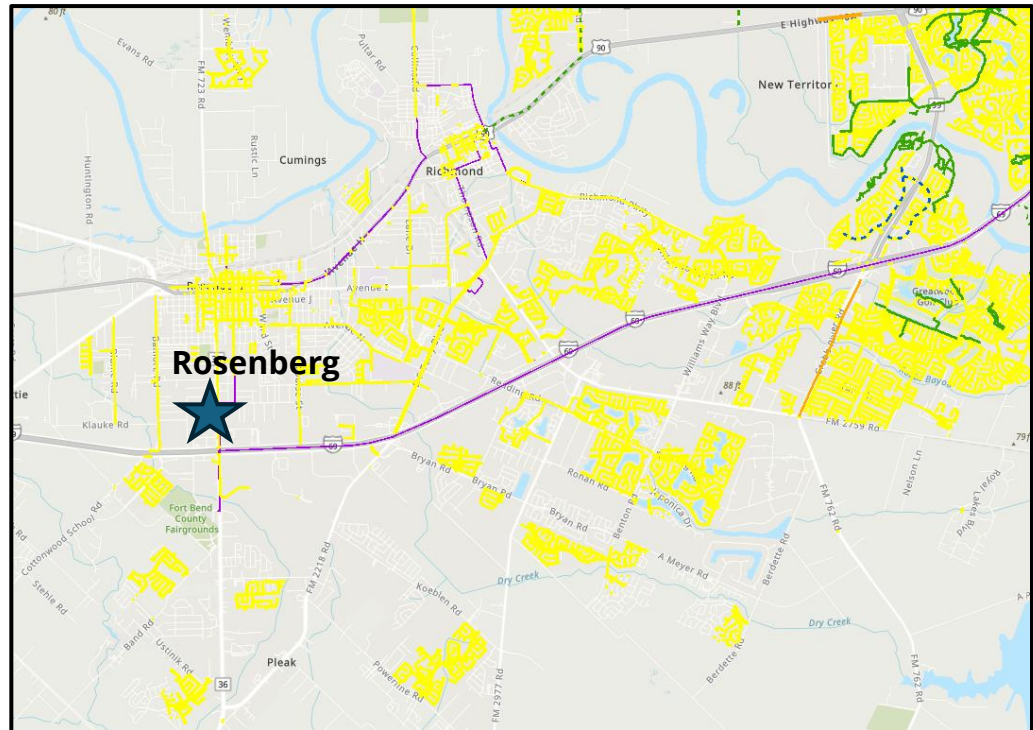
Annual Average Daily Traffic (AADT) Volumes Map
(Source: TxDOT)



Crash Heat Map (Source: TxDOT CRIS Database)

Transit & Active Transportation

- Several ped/bike destinations exist
- Gaps in sidewalks
- No regional bikeways (Richmond/Sugar Land has several)
- H-GAC 2045 Active Transportation Plan – Downtown and east side needs critical ped/bike infrastructure
- Fort Bend Transit (FBT) - Commuter Park and Ride location along State Highway 36. Shared-ride system also has demand

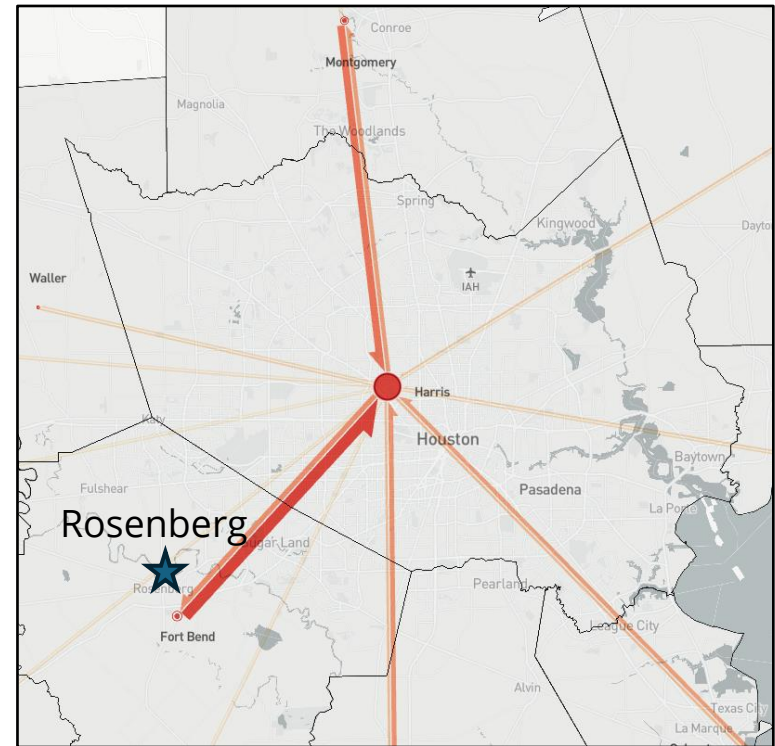


HGAC sidewalk inventory, transit, bikeways

- Existing sidewalks
- Public transit
- Regional bikeways

Commute Flow

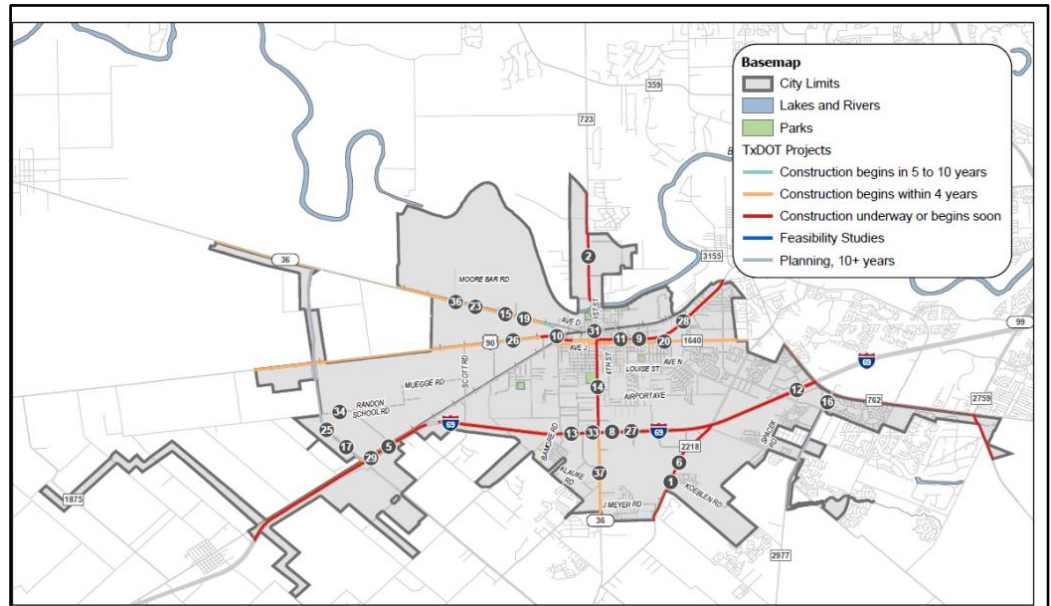
- Fort Bend County -> Harris 230,000 trips
- Most of the Rosenberg residents drive alone to Houston Medical Center, Energy Corridor (community input)
- No transit/ride share options available
- Hybrid work culture attracts people to suburbs



HGAC Regional Commute Flow

Projects - TxDOT and 36 A

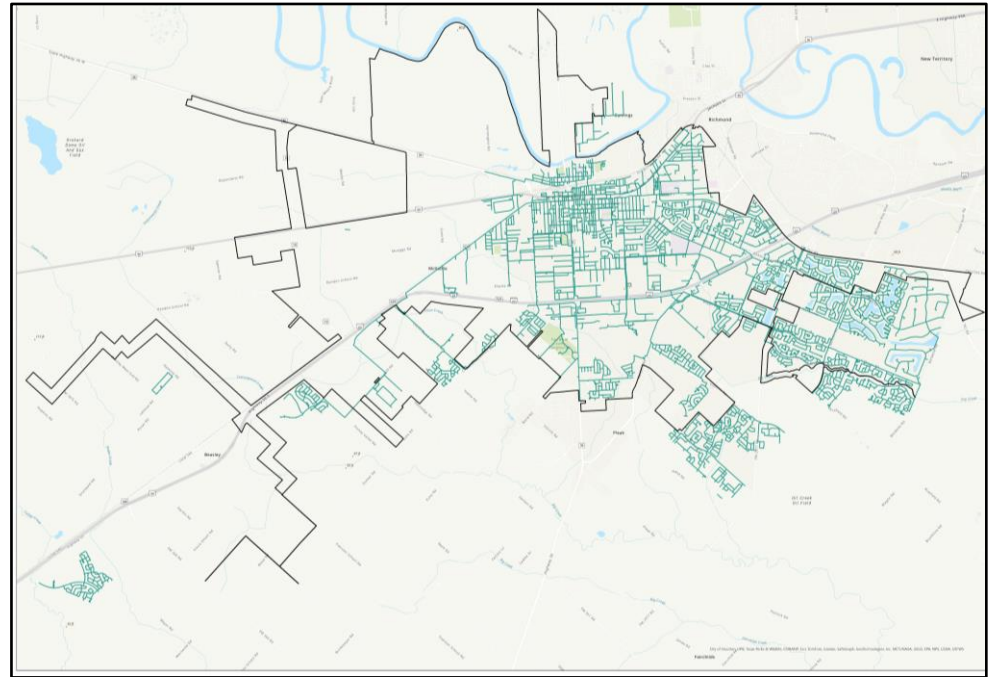
- Current improvements
 - SH 36
 - I-69 – widening, restoration, landscaping
 - FM 723 – widening
 - US 90 – restoration, landscaping & safety improvements
 - SH 2218 - widening
- 36 A (proposed)
 - Total – 65 to 75 miles
 - Rosenberg located in South segment
 - Evacuation route
 - Freight corridor
 - 2 lanes on each direction with frontage roads
 - Bike/ped infrastructure



TxDOT Projects Tracker

Water

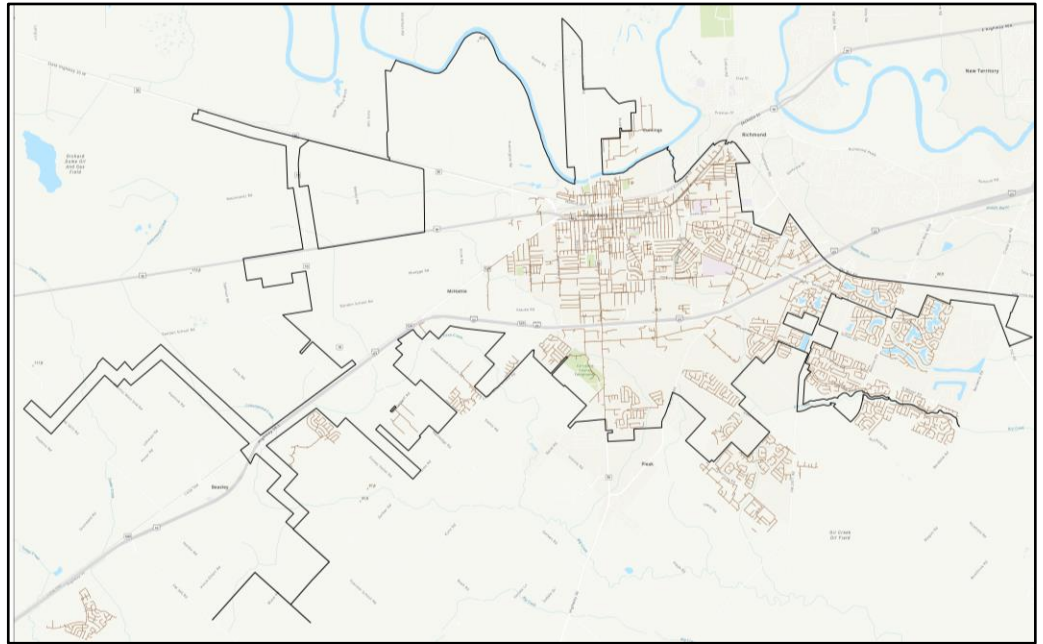
- Water Conservation Plan 2019 update
- Water supply system
 - 7960 GPM - 9 water plants, 3 satellite tower sites, 8 groundwater wells
 - 3,958 GPM - 1 surface water re-pump station
 - 14.22 MG storage capacity - 14 water storage tanks
 - 225 miles of distribution lines
 - 38,000 customers City Limits and ETJ, including 14 MUDs
 - Age of infrastructure – some date back to 1920s
- Subsidence Planning
 - Rosenberg is in Fort Bend Subsidence District
 - Requires 60% reduction in groundwater usage



Water Infrastructure (Source - City GIS)

Sewer

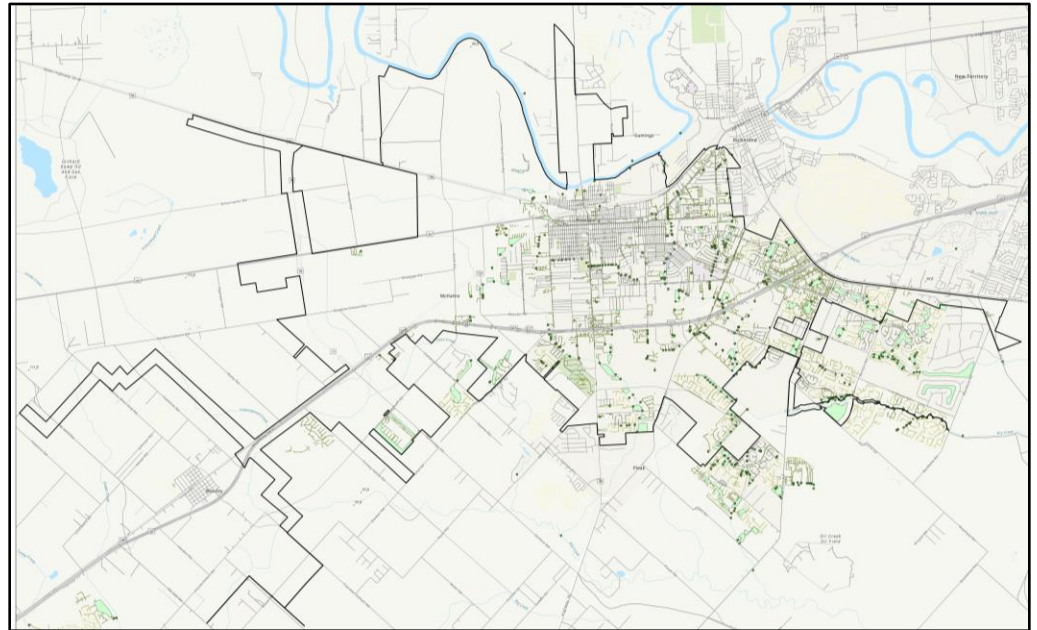
- Sewer system
 - 178 miles of distribution lines service the entire City
 - 3 wastewater treatment plants
 - Age of some lines dates to 1950s
 - Provides reclaimed water for irrigation purposes
- Min. 3.6 miles of wastewater line projected for replacement in 2025, with a 2.7% increase each year



Sewer Infrastructure (Source - City GIS)

Stormwater

- Stormwater system
 - Closed storm sewer
 - Open roadside ditches
 - Channels
 - Detention ponds
 - Pumped stormwater facilities
 - Canals
 - Coordinated effort with TxDOT and County
 - 124 miles of storm sewer with 4000 plus inlets.
 - Some lines date back to 1940s
- Built prior to the implementation of Atlas-14 rainfall data (2020).
Undersized for current rainfall conditions



Stormwater Infrastructure (Source - City GIS)

Flood zone

Brazos river's floodplain

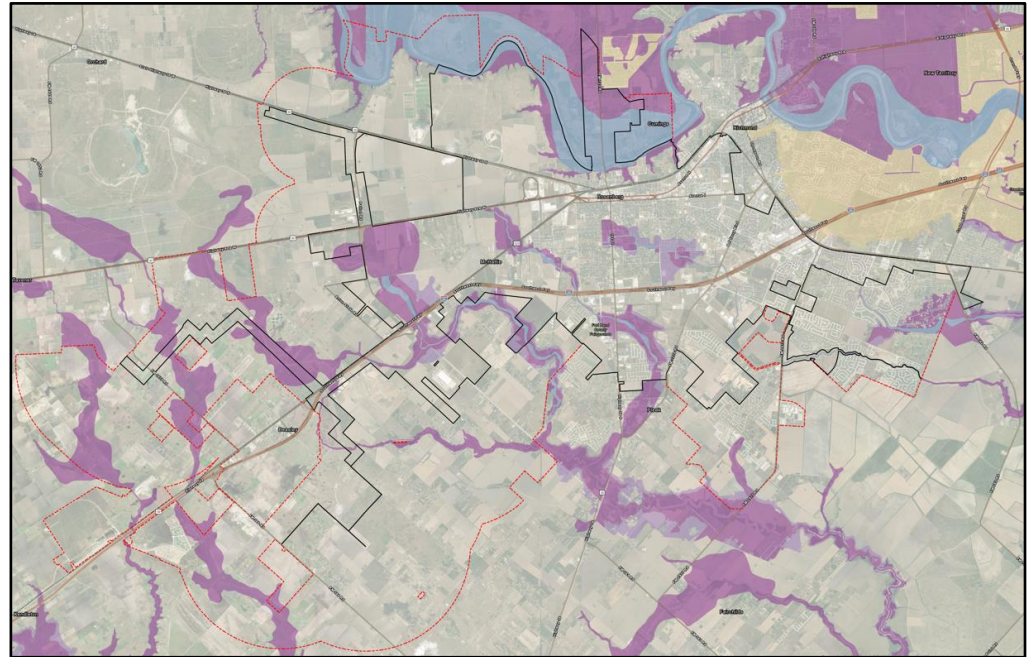
- Impacts the northern portions of the City and ETJ
- Homes and several parks in the regulatory floodway

100-year floodplain (1% Annual Chance Flood Hazard)

- Small portions of City

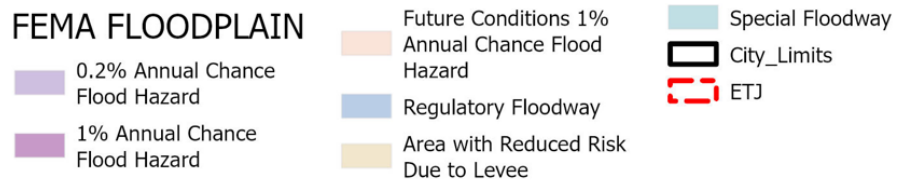
Dry Creek and Seabourne Creek

- Impacts the south and southwest



Source - FEMA

FEMA FLOODPLAIN





Hazard Mitigation

City Hazard Mitigation Plan - 2024 Fort Bend County HMP

City adopted County's HMP

Recommendations of the HMP

- Update Building Codes – City's building code has not been updated since the 2018 HMP.
- Update Unified Development Code (UDC) – Some UDC sections not updated since the 2018 HMP.
- Adopt storm water management ordinance.
- Update Subdivision Regulations: restrictions within or adjacent to natural hazard areas; cluster/conservation developments; density transfers where hazard areas exist.
- Comprehensive Plan not updated since the 2018 HMP.
- Adopt Environmental Protection Ordinance, Open Space Plan, Habitat Conservation Plan



Hazard Mitigation

Power

Post Beryl Assessment

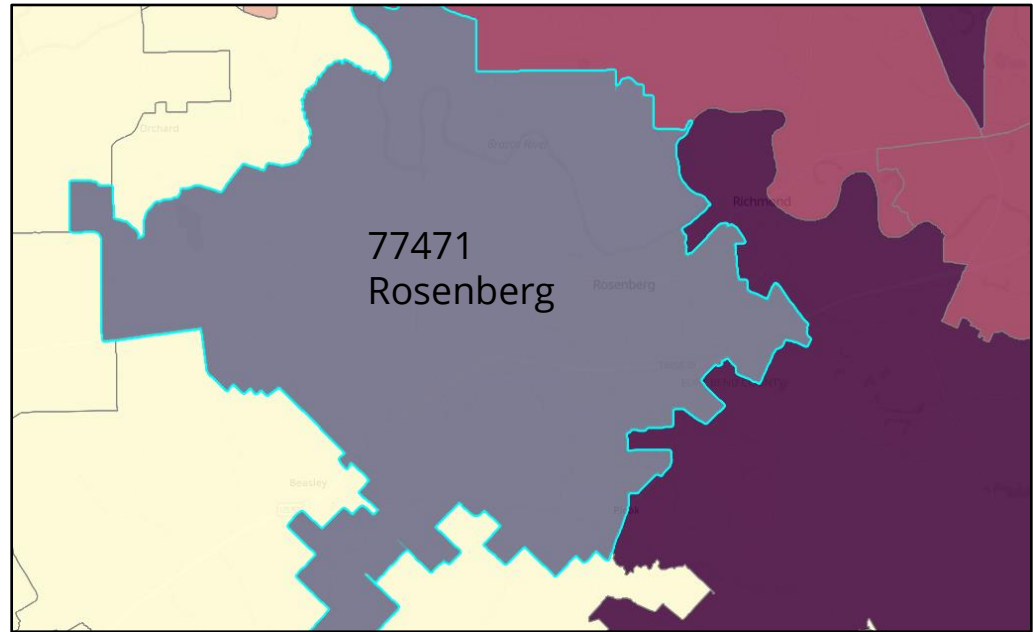
Zip Code: 77471

Valid FEMA assistance registrations

- Total - 5,115
- Owner - 2,680
- Renter - 2,435

Approved amount

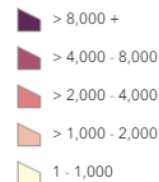
- Total \$2.9 Mi.
- Owner : \$1.6 Mi.
- Renter: \$1.3 Mi.



FEMA Assistance Registration (as of 8/10/2024)

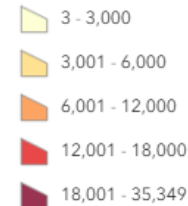
Total Valid Registrations

Total Valid Registrations



CenterPoint Outage Data (7/8/2024)

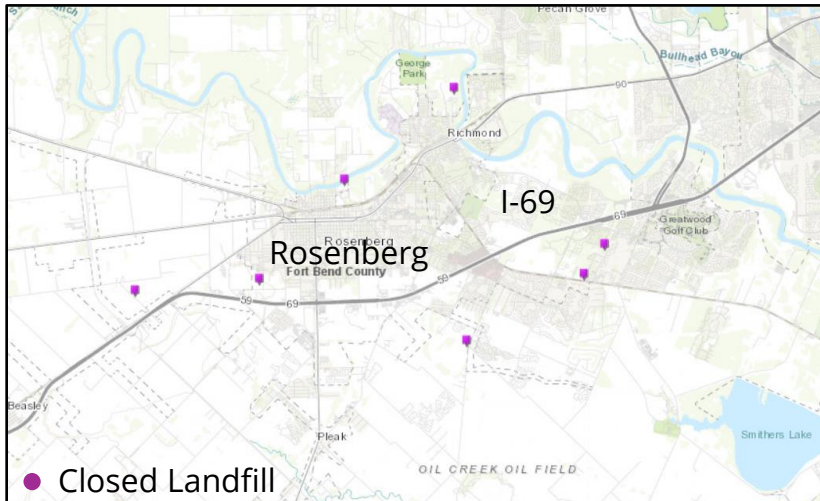
OUTAGE_COUNT_1545



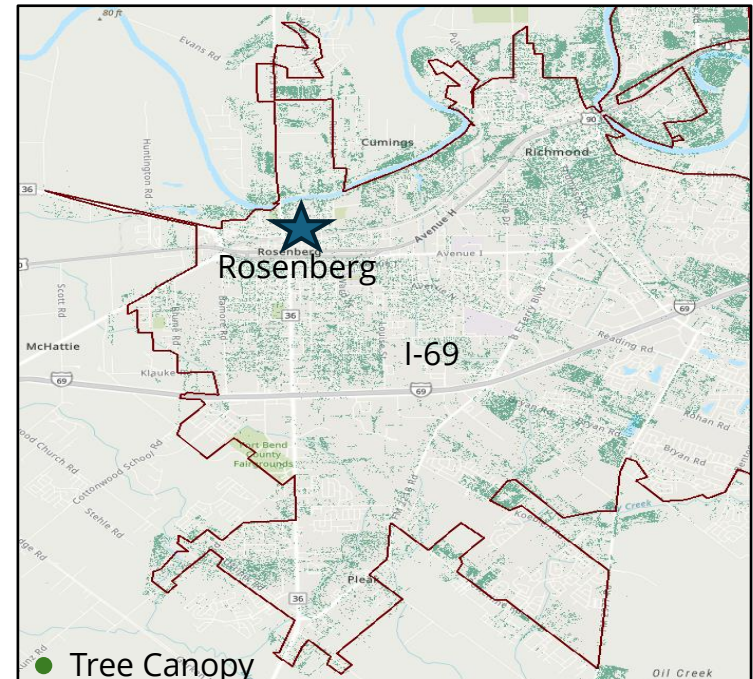
Environment

Landfills - Several closed landfills in the City Limits and ETJ

Tree canopy - Little to no trees along I-69 and in the newer commercial /residential developments



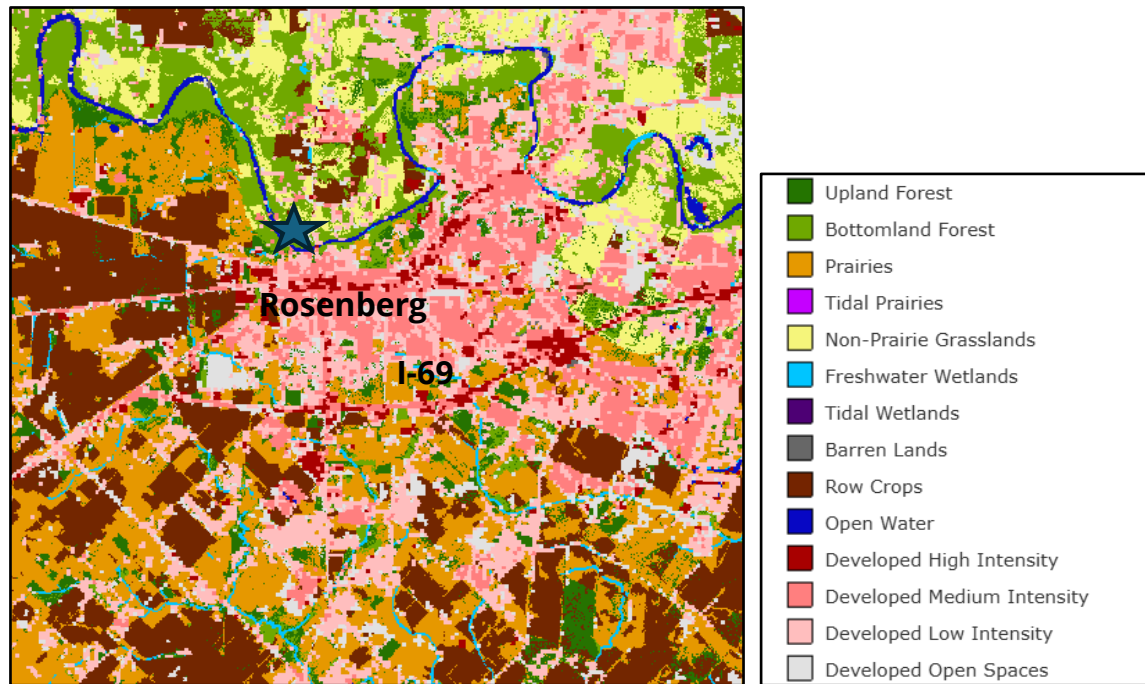
Closed Landfill (Source - HGAC)



Tree Canopy (Source - HGAC)

Environment

City Limits and ETJ contain a significant area of prairies, row crops, and bottomland forest along the river



Regional Conservation (Source- HGAC)



Preliminary Code Analysis

Analysis Criteria

- Conformance to Texas Local Government Code
- Application Process Improvement
- Improvements to Code Content
- Written Language Clarification; User-Friendly Format
- Requirements
- Comprehensive Plan compliance

Key Issues Identified by the Community

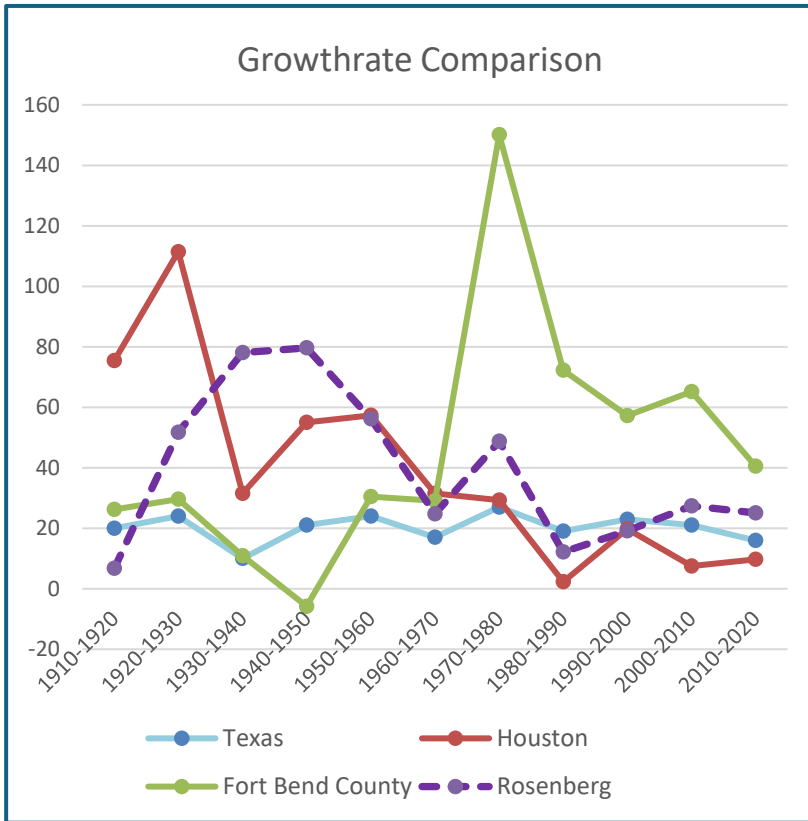
- Standards not market friendly – e.g. lot sizes
- Lack of flexibility for modern practices -low-impact development principles, complete streets
- Limited mixed or redevelopment/infill provisions
- Lack of clear standards for aesthetic and transitional buffers
- Outdated sign, lighting, and parking provisions

Further research is being done on these issues.



Community Profile

Population and Profile



Current population - 43,782

Race / Ethnicity Category	City	County
Hispanic or Latino	56.0%	24.4%
Median age	33	37
Population. 65+	22%	23%
Education (assoc. degree or higher)	51.6%	74.3%
Median household size	2.92	3.64
Median household income (annual)	\$64,897	\$113,500

- Rosenberg's homeownership rate (51%) < national average (66%)
- Average listing price \$380,016 for 4 bedroom house



Housing

Profile

95%	Occupied housing units
58%	Single family houses
31%	Housing units were built prior to 1980
51%-49%	Owner-renter split
40%	Owned homes with no mortgage
25%	Households face a housing cost burden (Greater than 30% of income spent on housing)
25%	Owner households
42%	Renter households



Housing

For-Sale

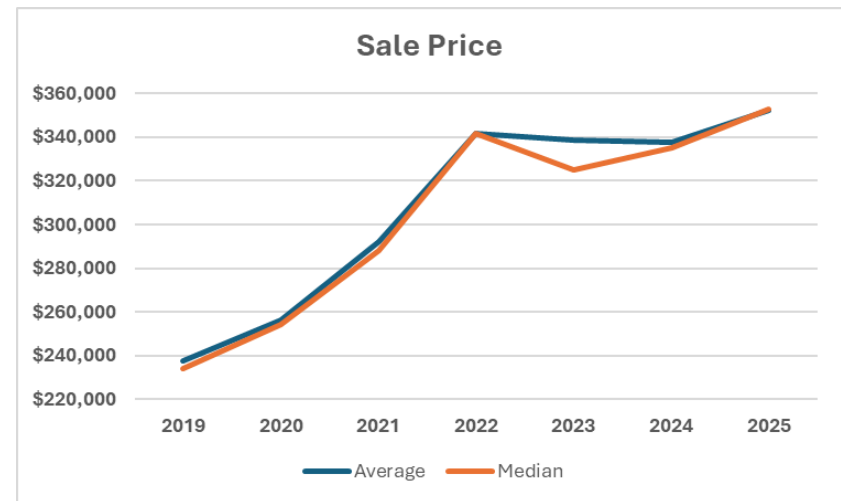
- Sales topping 1150 in 2020
- Increased in 2024
- Decline 2023

Average Sale Price

- Steady increase since 2019
- Steady between 2022 and 2023
- Increasing since 2023

Median days on market

- 40 days since 2024





Housing

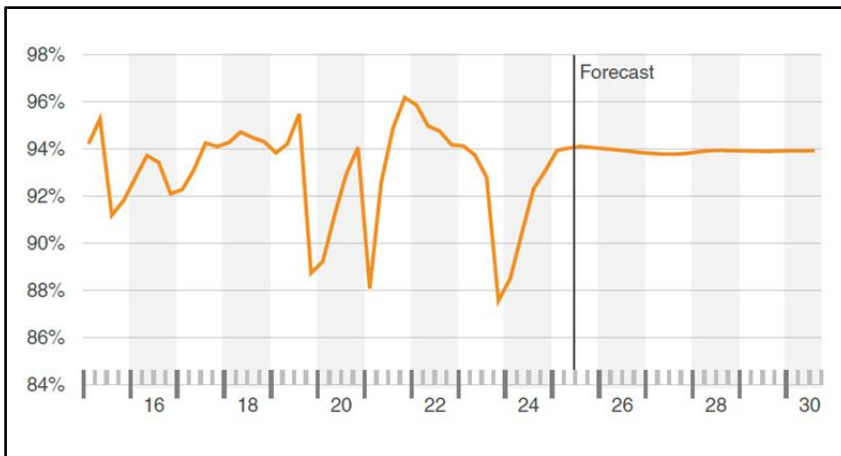
Rental Housing

7247 renting households; 4193 apartment units

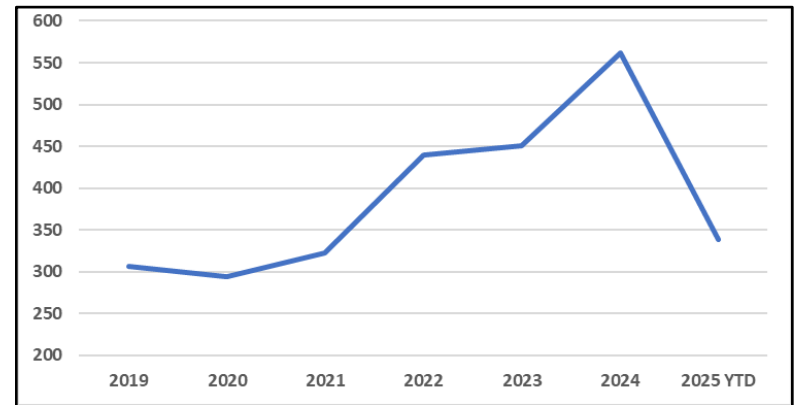
Apartment occupancy >90%

Steady rent growth

Spiking rates for single family rentals



Mult-family rentals - Occupancy Rate



Single-family rentals - Number of Units



Economic Development

Economy and Jobs

Leading Industries

- Education
- Retail
- Accommodation & Food Services
- Health Care & Social Services

Employers

- Private - Aldi, Benedettini Cabinetry, Biotics Research Corp., BMC/Builders FirstSource, Seatex, Ltd., CenterPoint Energy, Dollar Tree, Encapsulite Int. , Engelbrecht Manufacturing , Frito-Lay, Inc. , FW Murphy, Gurecky Manufacturing , Hudson Products , OCuSOFT, Inc. , Si Environmental , Silver Eagle, Inc., Superior Tank
- Public - Lamar CISD, City, County, Texana MHMR Center, TxDOT

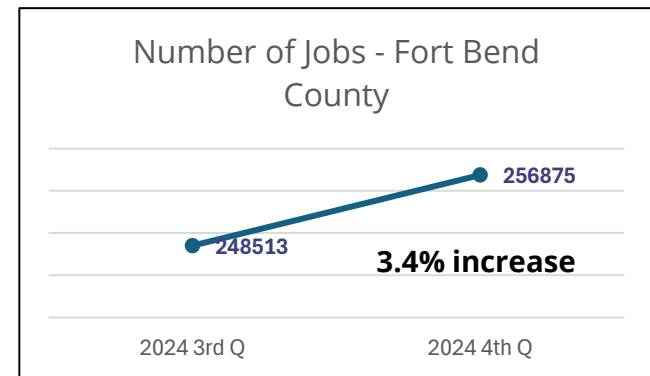
Locational Advantage

I-69 corridor

US 90

SH 36- 1st Street

36A (Future Corridor)





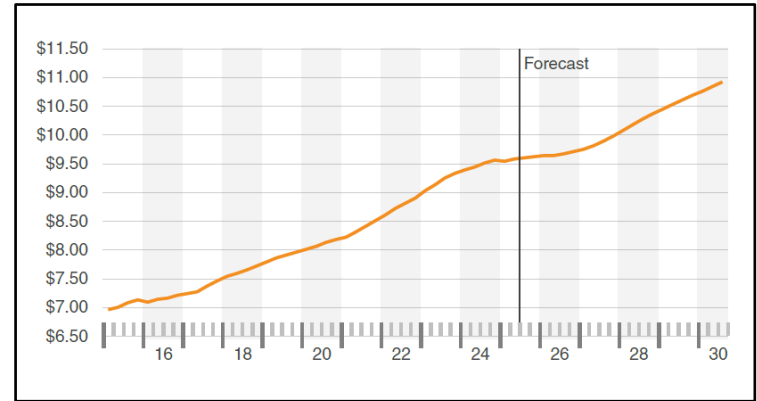
Economic Development

Commercial Properties

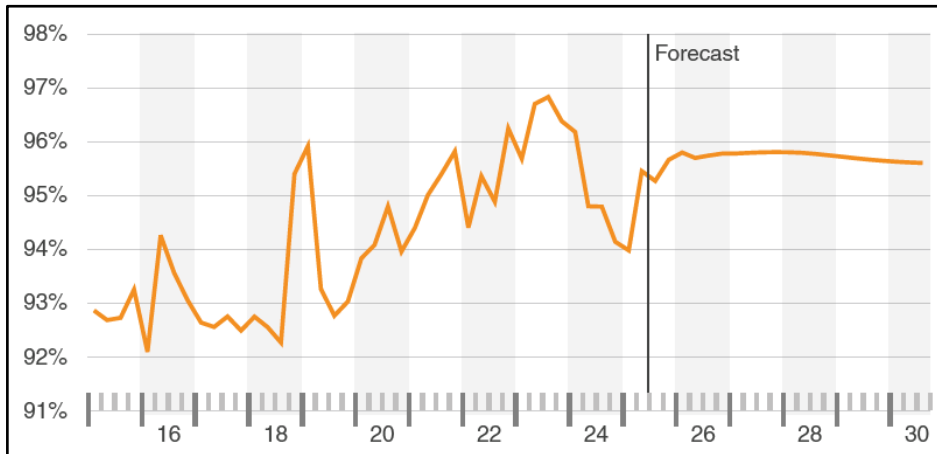
Office – 95% occupied

Industrial – 94% occupied

Retail – 95% occupied



Trends in Industrial Lease Rates



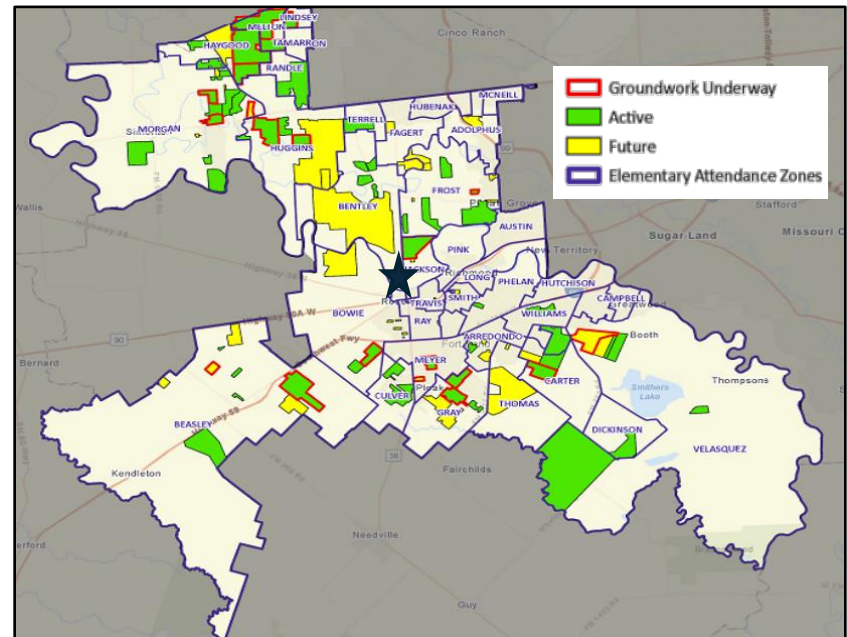
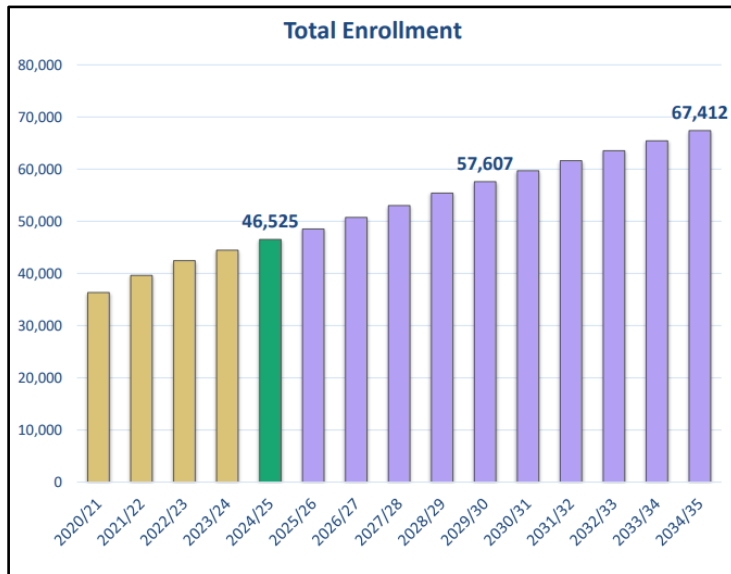
Trends in Retail Occupancy – Dip in 2025



School District Summary

School District

- Served by Lamar Consolidated Independent School District (Lamar CISD).
- Serves 47,000 students; 50% Hispanic; significant percentage economically disadvantaged (between 45%-49%)
- Subdivisions planned – 93 active, 44 future
- Bond projects include new construction and renovation





Next Steps

- Summarize the results from today's exercise and feedback
- Questionnaire summary
- Data collection, research, and findings
- CPAC Meeting 4



Questions/Other Thoughts



Exercise - Visioning

Example 1: A connected, authentic, people-centered city with vibrant public spaces, sustainable infrastructure, and a diverse economy that supports local businesses and long-term growth.

Example 2: A thriving, walkable, and authentic city—green, resilient, and economically strong.

Instructions

- CPAC members will be divided into four groups.
- Each group will select a vision statement from the examples or write a new one.
- Each member will vote on the recommended FOUR vision statements (one statement per group). Five dots will be given to each member

Themes from CPAC:

More Local Business
Green Spaces & Shade
Walkable & Human Centered
Vibrant Downtown
Resilient & Planned
Adequate Infrastructure
Authentic & Appealing



Exercise - Character Districts

Identify Character District (Group Exercise)

CPAC members will be provided the 2015 Future Development Map, Existing Land Use Map, and recommended character areas. CPAC members will identify the character areas and draw boundaries on the Existing Land Use Map.



Exercise - Prioritization

Prioritization (Group Exercise)

- Each member places a dot on each recommendation
 - High
 - Medium
 - Low
- Five boards (30"X40")