



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.

Themes from CPAC:

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



Exercise - Visioning

Worksheet:



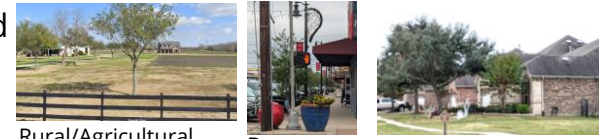
Exercise - Character Districts

Need for the update

1. Outdated existing Future Development Map
 - i. Does not reflect the current character of the City
 - ii. Significant growth after 2015
2. Classifications did not capture the community's character and essence
3. Classifications are not relatable to traditional character
4. Corridor boundaries did not include adjacent parcels. Boundaries need to be adjusted for developing standards and requirements to define/preserve character



High/Mixed Density Residential



Rural/Agricultural

Downtown

Suburban Residential

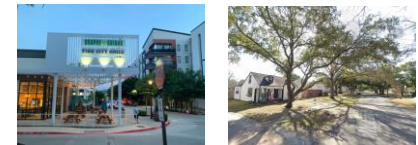
Recommended Character Areas

- Downtown
- Town Center/Mixed-Use Center
- Neighborhood Commercial
- Regional Facilities
- Civic/Institutional Campus
- Older Neighborhoods
- Suburban Residential
- Mixed-Density Living
- Rural/Agricultural
- Industrial
- Business Parks
- Creek/River Front
- /Conservation Areas
- Parks & Open Space

Others:

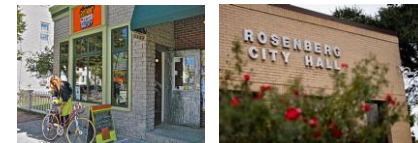
Recommended Corridors

- I-69
- SH 36/First Street
- US 90
- FM 2218
- Others:



Town/Mixed Use Centers

Older Neighborhoods



Neighborhood Commercial

Civic/Institutional Campus



Regional Facilities

Industrial



Conservation Areas

Business Parks

Identify the character areas and draw boundaries on the Existing Land Use Map.

MAP 3.1: ROSENBERG FUTURE DEVELOPMENT MAP

LEGEND





CHARACTER AREAS: ¹

-  **Central Rosenberg**
(historic central business district and center city neighborhoods)
-  **Greater Rosenberg**
(includes undeveloped land and areas developing with suburban character)
-  **Rosenberg Development Reserve**
(larger tracts of undeveloped/agricultural land; lacks water/sewer availability)
-  **Rosenberg Villages**
(major intersections where office, retail, and institutional land uses concentrated to serve surrounding residential areas)
-  **Rural Rosenberg**
(community edge; retain as agricultural land or green belt; less susceptible to development pressure)

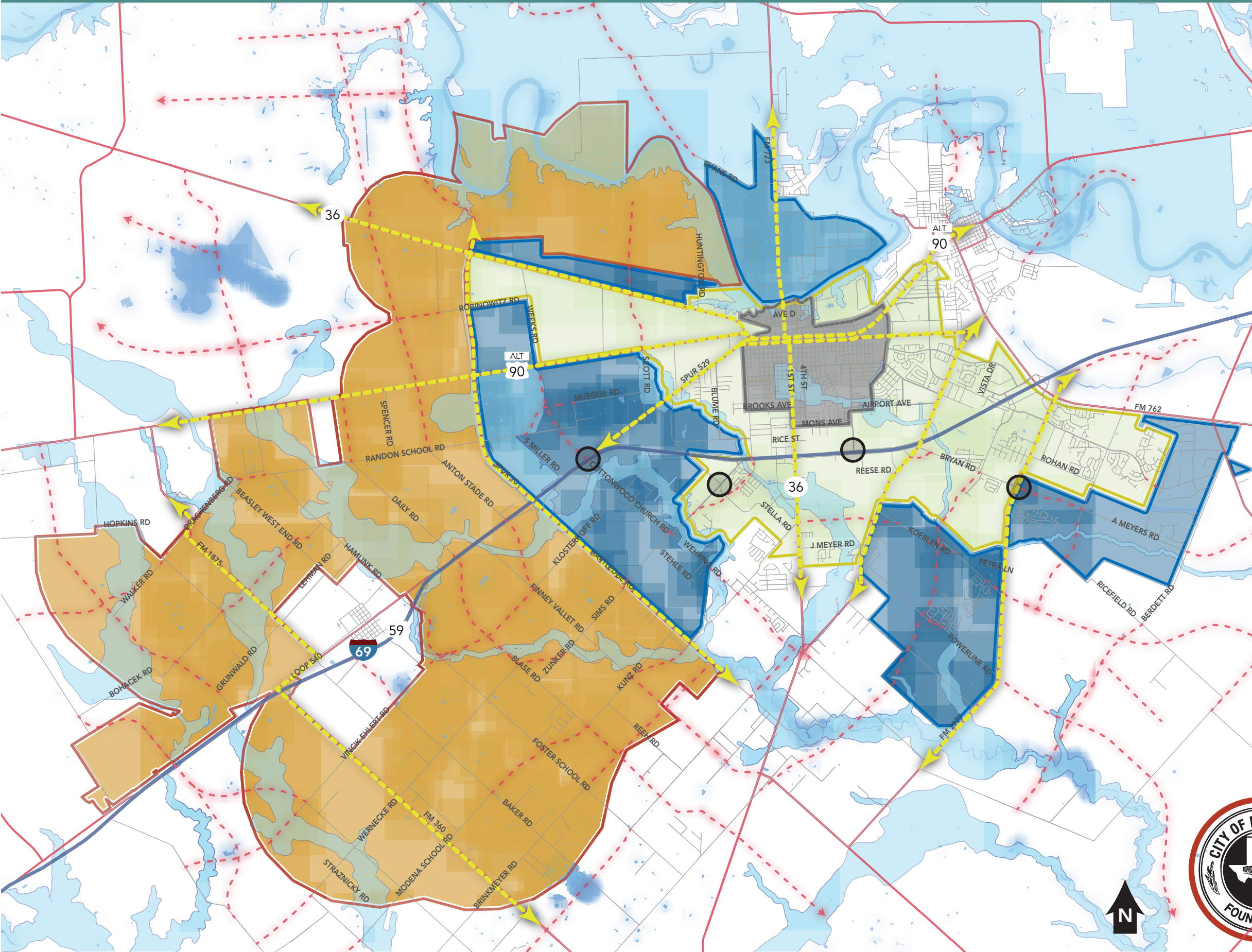
CHARACTER CORRIDORS:

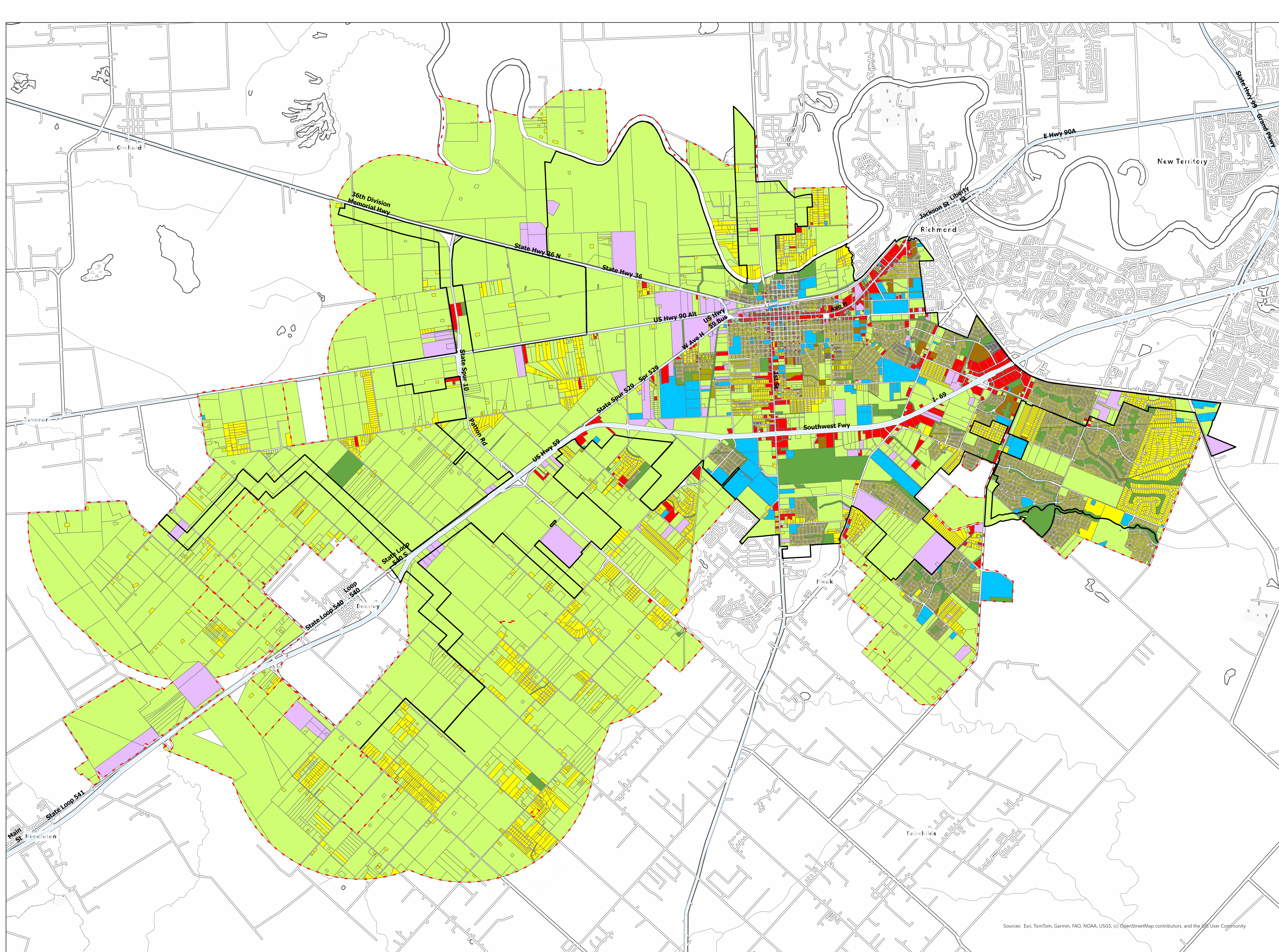
-  **Conservation Corridors**
(floodplains, sensitive environmental lands, land adjacent to rivers, streams)
-  **Highway Management Corridors**
(highways and roads; front door)
-  **Urban Collector Corridors**
(City owned and maintained arterial and collector streets located in downtown and older neighborhoods)

OTHER: ²

-  **Freeways & Expressways**
-  **Existing Arterial/Collector**
-  **Existing Local Street**
-  **Proposed Arterial Thoroughfare**

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



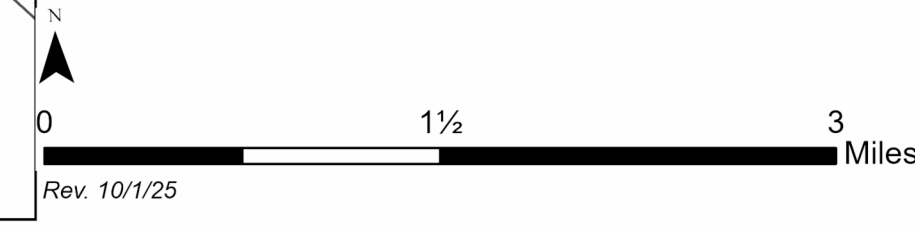


- City Limits
- ETJ
- Classifications**
- Commercial
- Industrial
- Manufactured Housing Park
- Multi Family Residential
- Parks/Open Space
- Public/Semi Public
- Single Family Residential
- Undeveloped/Ag
- Others

This map provides a general representation of real property and is intended as a secondary tool for visualizing property-related information. The data presented is compiled from various government sources, including the Fort Bend County Appraisal District, City data base, HGAC land use data, and other state and federal agencies. While every effort has been made to ensure the accuracy of this information, the data is maintained by external agencies and may be subject to change. Users are encouraged to consult official records for the most current and accurate property information.



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community





Exercise - Prioritization

Prioritization

- Each member places a dot on each recommendation
 - High
 - Medium
 - Low
- Start with any station/board

Prioritization - Land Use & Character



- * Allow 50-foot lots with high design standards (e.g., single garage door, limited façade coverage, etc.) to expand housing affordability and density.
- * Underutilized Land - incentivize infill and mixed-use development and reevaluate existing policies.
- * Establish corridor-specific districts (e.g., Hwy 36, Avenue H, Avenue I, US 59) with tailored standards to encourage investment and identity.
- * Adaptive reuse and redevelopment of vacant shopping centers with flexible development standards and incentives.
- * Require landscaping and fencing to shield industrial uses from residential and commercial areas.
- * Promote a variety of housing types to serve all income levels, including workforce housing and higher-density options.
- * Reduce regulatory burdens and offer incentives to retain developers and prevent de-annexation.
- * Reevaluate agreements that restrict market-responsive development (e.g., Rooms to Go delay due to lack of nearby density).
- * Install entryway signs that reflect Rosenberg's past and future identity.
- * Others



GENERAL RECOMMENDATIONS

2025-2026 Rosenberg Comprehensive Plan Update

Prioritization - Hospitality, Entertainment, & Recreation



* Upscale Hotel & Conference Center: High-quality hotel with meeting space and restaurants to reduce reliance on Sugar Land.

* Entertainment Venues: Mini golf, performance spaces, and recreational amenities to serve residents and attract visitors.

* Golf Course: A public or semi-private course to enhance quality of life and tourism.

* Aquatic Center & Trails: Regional amenities like hiking/biking trails and water-based recreation near Brazos River and Seabourne Creek Park.

* Others



Prioritization - Infrastructure, Utilities, Transportation & Mobility



- * Sewer & Wastewater Expansion to support growth and attract new development.
- * Better detention pond standards with amenities and maintenance plans; not a “just a hole in the ground.”
- * Improve aesthetics and sanitation by requiring screened enclosures citywide.
- * Enforce downward-facing lighting to reduce light pollution.
- * Wastewater plant screening: Buffer new development from utility infrastructure with landscaping and fencing.
- * Others

- * Reevaluate minimums. (e.g., the nine spaces provided for the new Taqueria are insufficient.)
- * Trail links between master-planned communities and non-automobile routes (e.g., golf carts, bikes).
- * On-Demand Transit: Encourage growth of transport networks (private Uber-style) to improve mobility.
- * Others



Prioritization - Governance & Collaboration



- * Council, staff, and developer coordination: Explore additional opportunities for aligned efforts to implement quality growth strategies.
- * Active city - county collaboration to align infrastructure investments with long-term goals for industrial development and hospitality growth that benefit both Rosenberg and the broader region.
- * Code enforcement: Renewed and enhanced enforcement efforts to address visible blight (junk, cars, dumpsters).
- * Re-adoption or creation of standards similar to 2008 West Fort Bend Management District (WFBMD). WFBMD dissolution has resulted in loss of architectural controls and consistency and discouraged property improvement.
- * Provide developer incentives by addressing restrictive policies and lack of value-added services for retention and attraction.
- * Invite City Council and Rosenberg Development Corporation (RDC) members to Planning Commission meetings to foster collaboration and shared vision.
- * Others



GENERAL RECOMMENDATIONS

2025-2026 Rosenberg Comprehensive Plan Update

Prioritization - Economic Development, Public Spaces, & Beautification



- * Support city and EDC-funded business parks with infrastructure and marketing.
- * Build relationships with Union Pacific to unlock industrial development potential.
- * Ensure residential density near retail centers (e.g., Village Crossing) to sustain commercial viability.
Offer programs to retain and attract employees to Rosenberg.
- * Others

- * Excessive use of barbed wire fencing creates a bleak visual environment—consider alternatives.
- * Blight remediation: Target areas like Avenue M for cleanup and revitalization.
- * Aging properties: Explore legal and financial pathways for the city to purchase and renovate aging properties.
- * Others



GENERAL RECOMMENDATIONS

2025-2026 Rosenberg Comprehensive Plan Update