

**Focus Group Meeting – Arts and Cultural Organizations  
September 5, 2025  
Summary of Input**

Description

A virtual meeting with arts and cultural organizations was held on September 5, 2025, to gather input on key concerns, needs, and opportunities—particularly related to economic development, history, cultural assets, marketing, partnerships, and promotional strategies. Representatives from the Railroad Museum and the Fort Bend County Fair Association participated in the discussion.

Summary of Discussion

A summary of the responses received is included below.

Museum

- One of only two in the region (alongside Galveston)
- Visitor breakdown:
  - 50% from Fort Bend County
  - 50% from outside (30% Greater Houston, 4-5% international)
- Museums provide cultural and economic value but lack city support.
- Heritage Trail Project: \$5.1M initiative funded by Fort Bend County, RDC, and private foundations. Includes expansion to six rail cars

Fair Grounds

- County Fair attendance ranges from 100,000 to 120,000 people over a 10-day event
- Considered a quality-of-life event for the City and the surrounding region
- Features include concerts, rodeo, and music acts
- Current means of using zip codes may not be the best method to identify or target attendees. A survey is being conducted to collect more accurate visitor information.

## Historical Context

- Rosenberg's revitalization began in the 1990s through collaboration between the mayor, county, and landowners. Railroad Museum was a centerpiece of that effort.

## Cultural Assets & Events

- Local Treasures: Fort Bend Art Alliance, Cole Theater, and Black Cowboy Museum (moving to Kendleton—loss for Rosenberg).
- Events:
  - Arts Alliance Car Show and museum-hosted events show strong attendance and minimal visitor complaints.
  - County Fair (10-day event + 2-day BBQ) attracts 100,000+ visitors and boosts HOT tax revenue.

## Hotel Occupancy Tax (HOT) Strategy & Challenges

- Purpose & Potential Uses
  - HOT taxes can fund preservation, cultural arts, festivals, marketing, and tourism infrastructure.
  - Originated from a 2017–18 City Council initiative.
  - Example: Rebuilding the education building using HOT funds.
- Current Observations
  - Visitor Lodging Trends - Downtown (DOWNTOWN) survey shows 2% of visitors stay in local hotels, totaling 200–300 people annually.
  - Civic Center Funding - Question raised about allocating more money to the Civic Center—potentially to support tourism-related activities.
- Current Challenges
  - City is reducing HOT allocations due to perceived lack of return on investment.
  - Flat funding model: Currently all organizations receive the same amount, regardless of visitor impact.
  - Misalignment in Use
    - HOT funds currently support the communications department, but efforts focus on city events, not tourism promotion.
    - Despite high hotel bookings (e.g., 60 rooms booked by Keith), HOT budget cut to \$50,000.
    - Need to educate City Council on HOT tax potential and ROI.

## Current Gaps

- No Focused Marketing Efforts
  - Lack of coordinated campaigns to promote Downtown Rosenberg (DOWNTOWN).
  - Existing tools like Placer ID used for visitor data are unreliable—suggest checking with City for alternatives. Need accurate visitor counts for better planning and funding justification. City uses “Platform” software based on zip codes that is unreliable.
  - Fairgrounds is planning a 2025 survey for better data.
  - City does not have a Convention and Visitors Bureau (CVB)
  - HOT funds used for city communications, not tourism.
- Missed Opportunities in Visitor Engagement
  - A local study found that 25% of 5,000 surveyed individuals shop or dine in Downtown . Over 5 years, this translates to \$3.8 million in revenue, a compelling case for investment in marketing.
- Development Needs
  - More development is needed around Downtown to attract visitors and provide amenities. Buildings are run-down; tax increases discourage upkeep.
  - Fairgrounds events show strong demand (e.g., Whataburger’s 2.5-mile line).
  - New Neighborhoods
    - As new residents move in, they must be made aware of Downtown offerings.
    - Marketing dollars are needed to build awareness and drive traffic.
- Non-Profit Participation
  - Food stands run by non-profits contribute to community events—should be supported and promoted.
- Parking:
  - More parking is needed in both Downtown and Fairgrounds.
  - Consider parking garages to support growing visitor numbers.
- Enhanced Services:
  - Addition of a restaurant in train cars and expanding event offerings at the fairgrounds and Civic Center.
- Coordination between City & Downtown Merchants
  - Events organized by the City can benefit from merchant input.
  - Better parking locations for trucks can ensure the visibility of the RR Museum during events.

- City and RR Museum Collaboration
  - City scheduled its Santa event on the same day as RR Museum’s traditional Santa Day. So, the museum had to discontinue.
  - Museum provides free use of its facilities (600+ attendees) but relies on paid admissions (\$10–\$12).
  - Lack of financial support for amenities like snow cones.
  - Previous city communications staff attended local meetings; current staff does not.

### Opportunities for Improvement

- Collaborative Event Planning
  - Include RR Museum and other local businesses in planning and promotion.
  - Consider creative partnerships (e.g., local theater skits) to enhance events and attract visitors.
- Fiscal Responsibility with Community Impact
  - City to evaluate cost-saving with community benefit.
- Leadership & Coordination
  - Identify a lead organization or point person for city initiatives. Example: Richmond Economic Development serves this role in a neighboring city.
  - Complete voter-approved projects to maintain public trust and momentum.
  - Engage Rosenberg Arts Alliance as a key cultural stakeholder in shaping the city’s future.
- Comprehensive Plan should focus on long-term vision and common good.
  - Clarify the intended use of HOT taxes and how they can drive tourism and economic growth.
  - Emphasize the need for performance-based funding—reward organizations that bring in more visitors.
  - Improve ROI Tracking
    - Use accurate visitor data to demonstrate impact.
    - Consider revising funding models to reflect actual tourism contributions.

### Aspirational Examples

- Historic Downtowns: Boulder, CO; Oxford, MS; Golden, CO — known for walkability and strong community identity.
- Modern Mixed-Use Areas: La Centerra (Katy), The Woodlands — feature parking garages and integrated design.
- Community-Oriented Spaces: Kerrville and Austin — offer inviting spots for socializing like cafés and gathering places.

**Focus Group Meeting – Development Community  
September 3, 2025  
Summary of Input**

Description

A virtual meeting was held with the Development Community on September 3, 2025 to gather input on opportunities, needs, and major concerns facing the City through an interactive real time polling activity. Representatives from Lennar Homes, KB Home, and Beazer participated in the discussion.

Summary of Results

A summary of the responses received from the activity is included below.

**What makes Rosenberg desirable for developers—whether it's the community, culture, amenities, or something else?**

- Proximity to Houston offers access to major employment centers while avoiding urban congestion
- Lower development costs make it a more economical option for residential and commercial projects . Rosenberg is the “hole in the doughnut”—surrounded by growth but still full of untapped potential. It has developable land, proximity to major corridors, and room to grow without the congestion of inner Houston
- Affordable housing opportunities attract families and first-time buyers
- Access to major freeways and thoroughfares supports mobility and logistics
- Excellent school district enhances appeal for family-oriented development
- Close to job growth areas supports long-term demand for housing and services
- Diverse land uses allow for flexible planning—residential, commercial, and industrial.
- Downtown Houston is no longer the magnet it once was. Many professionals prefer to live and work in areas like the Energy Corridor, The Woodlands, and Sugar Land—employment hubs that are strategically located along loop roads and beltways.

- Hybrid work models have changed the game. With many employees only commuting once or twice a week, the appeal of suburban living has skyrocketed—offering more space, affordability, and quality of life.
- Migration is largely local, with many new residents coming from Harris County rather than out-of-state. This means developers can tailor projects to familiar preferences and regional demand.

**In your view, what are the key gaps or deficiencies in Rosenberg’s services, infrastructure, or planning?**

- Gaps in water and sewer service limit development potential in certain areas
- Lack of comprehensive planning that also addresses transportation, emergency services, trash collection, and utility services
- Slow review times for plan submittals
- The disconnect between market demand and available housing options. Lack of flexibility in lot sizes created by the 70' minimum lot size restricted innovation and affordability in new-home development

The current market can support average home values in the \$300,000 to \$330,000 range. However, requiring a 70-foot lot pushes the cost of a home toward the \$1 million mark, creating a clear mismatch between market demand and what’s being offered. To make developments viable, a significant portion of lots need to be smaller. A median home priced around \$320,000 aligns with buyer expectations. Communities that incorporate a mix of lot sizes, especially in larger developments, tend to be more vibrant and inclusive, allowing residents to live, work, play, and learn within their own neighborhoods.

- Utility districts and HOAs typically manage infrastructure and community standards more effectively than the City.
- Small subdivisions with only 20 homes and no oversight often lack cohesion and quality. A well-planned 700 to 800-acre development yielding around 2,800 homes can support diverse lot sizes and schools. While it may not replicate the charm of an Old Town, it can foster a modern, well-functioning community. Importantly, affordable housing doesn’t mean government subsidies—it means homes that meet market demand without compromising quality.
- Mandating 70-foot lots may result in lower standard housing. Developers will be forced to cut corners to make those projects work, which ultimately lowers the standard of housing. Communities thrive on variety, and rigid lot size

requirements can undermine both quality and affordability. Lot sizes and housing types should be driven by market realities, not arbitrary standards.

- In the case of Arabella Development, the district is seeking water service from the City, but the City is resisting the district's efforts to build its own infrastructure. That stance isn't beneficial to the developer and doesn't serve the broader interest. On the other hand, the Imperial Project in Sugar Land is a strong example of how public-private partnerships can succeed. Johnson Development created amenities that boosted home sales and helped shape the type of development the City wanted. These partnerships can be powerful tools—offering incentives like ready-to-use infrastructure to attract high-quality development. Sometimes, that means the City must invest upfront to reap long-term benefits

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

- Overly restrictive ordinances may limit flexibility for developers and discourage innovation in housing design and layout
- Conservative development requirements can drive up costs unnecessarily, making Rosenberg less competitive compared to neighboring areas
- Rigid enforcement of 70' minimum lot sizes creates a mismatch with market demand and affordability, pushing single-family developers away
- Lack of compromise on lot sizes risks reducing housing variety and quality, and may lead developers to cut corners to meet cost thresholds
- Failure to align with market realities could stall growth and prevent Rosenberg from attracting the kind of vibrant, mixed-use communities that residents want. If Rosenberg continues to enforce rigid density requirements and fails to address infrastructure gaps, development will likely leapfrog the City altogether
- When land parcels aren't large enough to support the creation of a Municipal Utility District (MUD), developers will simply look elsewhere. While 70-foot lots may eventually support larger homes, that kind of market may not materialize until 2040—potentially three housing cycles away. In contrast, 50-foot lots are more than sufficient to support high-quality development. A mix of lot sizes, including 70-foot lots alongside smaller ones, creates flexibility and better reflects market demand. Developers should be allowed to respond to what the market can bear, within reasonable standards. Lot sizes have already evolved—what used to be 40-foot lots became 50s, and now 45s are common. If Rosenberg doesn't expand housing options, it risks missing out on the ripple

effects: new retail, schools, grocery stores like H-E-B, and other community assets.

Even a modest increase in lot size—just 10 feet—can add a significant cost to each home, making affordability harder to achieve. The City needs to recognize that variety in lot sizes isn't just a developer preference—it's a foundation for building vibrant, inclusive communities.

### **Share your thoughts on the City's current land uses and your recommendations for the future?**

- Accessibility to new schools must be prioritized to support growing residential areas and ensure long-term community stability
- Product diversity in housing and commercial development is key to attracting a wide range of residents and businesses
- Land use planning must account for drainage channels and infrastructure, not just buildings and roads. Lack of zoning makes it difficult to strategically allocate land for essential uses like schools, churches, and industrial development. Developers need clear guidance and predictability—a well-defined land use plan helps them make informed decisions and invest confidently
- Regional drainage and detention planning should be built into the land use strategy early on to prevent future flooding and infrastructure failures
- A Master Plan that includes both the City and its ETJ is essential to guide coordinated growth and avoid fragmented development
- Without proactive planning, Rosenberg risks repeating the mistakes of cities like Houston, where reactive development led to long-term challenges

### **Mobility/Transportation - Challenges or gaps you have encountered; Improvements that City should prioritize**

- Should address the same challenges and concerns as other transportation initiatives. Example: In Arabella, the main ingress and egress routes are located beneath power lines — posing limitations for future development and emergency access.
- City involvement is essential to support and help advance county-led transportation projects.
- Need a Master Thoroughfare Plan. Thoroughfares must be adequately sized to accommodate anticipated population and development growth.
- Planning should consider existing industrial uses located along railroad corridors.

- Future railroad crossings will become increasingly expensive and complex, requiring proactive coordination and investment.

### **Resiliency - What are some concerns that you have? What measures need to be taken to prepare the City for the future?**

- Drainage is the top concern; regional or "connected" drainage systems are far more effective than standalone, project-by-project approaches. The City is making progress by addressing this in its Comprehensive Plan — planning ahead before more intensive development occurs.

### **Others**

- Predictability in Growth - In cities with zoning, future growth is easier to anticipate. However, a Comprehensive Plan can provide a similar framework even without formal zoning. Active City participation can encourage desirable development outcomes. Example: Sugar Land's Imperial Sugar site — the City provided a guiding concept, and developers tailored a plan that met community and market needs.
- Development Patterns and Community Design - Encourage mixed-use developments where residents can live, work, and play. There is a growing demand for trails, green spaces, and well-maintained neighborhoods.
- Development Agreements - Can be valuable tools for managing growth and ensuring quality outcomes. These agreements allow for strategies like density caps — e.g., a development in Rosenberg was capped at 3.2 lots per acre (name TBD). This site includes floodplain areas and has a well-planned drainage system. Developers often support using gross acreage density rather than rigid parcel-size requirements to allow more flexibility while still managing overall impact.



# 2025-2026 COMPREHENSIVE PLAN UPDATE

## Focus Group Meeting – Homeowners’ Associations September 5, 2025 Summary of Input

### Description

A virtual meeting was held with the representatives from homeowners’ associations on September 5, 2025 to gather input on major concerns, needs, and opportunities facing the City through an interactive real time polling activity and discussion. Representatives from Briarwood Crossing, Greenwood Section III, Bayou Park, Summer Lakes, Reserves at Brazos Town Center, Seabourne Landing, and Fair Park Village participated in the discussion along with City staff and Ardurra.

### 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 been living in Rosenberg (years)?**

- 12 years
- 2 years
- 8 years
- 3 years
- 40 years

The data reflects a diverse span of residency in Rosenberg, from newcomers to individuals who have called the city home for decades. The 40-year response highlights a deeply rooted community presence, while those with 2 to 12 years of residency represent a dynamic and influential group. These mid-term residents contribute fresh ideas, enthusiasm, and a strong commitment to civic life, often serving as a vital link between long-established locals and newer arrivals.

## **What makes Rosenberg desirable —whether it's the community, culture, amenities, or something else?**

- Convenient access to employment opportunities
- Close proximity to family members
- High-quality retail options within the neighborhood
- Nearby movie theater for entertainment
- Charming small-town feel
- Reasonably priced housing options
- Abundant local shops—everything you need is within the community, so leaving is optional.

Residents enjoy easy access to jobs, affordable housing, and a variety of amenities—from quality shopping and entertainment to a strong sense of community rooted in family connections and local pride.

What truly sets Rosenberg apart is its character. The city maintains a quaint, small-town atmosphere while offering everything you need close to home. Old Rosenberg adds a layer of historic charm with its antique shops, classic soda fountain, and the beloved old railroad café, giving locals and visitors alike a taste of timeless Texas hospitality.

## **In your view, what are the key gaps or deficiencies in Rosenberg's services, infrastructure, or planning?**

- More quality restaurants other than fast food. Eg. Red Robin.
- Master planned security system in residential areas to foster a secure environment, deter crime, and enhance residents' peace of mind.
- Amenities in neighborhoods that do not have any – pool, park, water park, skating park, basket ball court, trails, bike path etc. Eg. Fair Park Village

Rosenberg faces several gaps in its community infrastructure, particularly in the availability of quality dining options beyond fast food. There is a clear need for a master-planned security system to enhance neighborhood safety and peace of mind. Additionally, many areas—such as Fair Park Village —lack essential recreational amenities like parks, pools, trails, and sports facilities, which are vital for fostering active and connected communities.

## **Looking into the future, what type of opportunities should the City focus on?**

- Organize more festivals
- Prioritize balanced growth with proactive transportation and mobility planning

- Define and promote the City's cultural identity as it evolves, including welcome initiatives for new residents (e.g., welcome packets or programs)
- Improve school ratings to attract families
- Enhance neighborhood safety and security measure
- Require developers to contribute open space, space for schools, and recreational areas within new developments
- Prioritize maintenance and improvement of streets and major thoroughfares
- Continue proactive planning and infrastructure upgrades to address future flooding risks
- Maintain momentum in revitalizing and investing in the downtown area

Looking ahead, Rosenberg should prioritize opportunities that strengthen both its identity and livability. Hosting more festivals can foster community pride and cultural engagement, while balanced growth—especially with mobility planning—will ensure infrastructure keeps pace with development. Enhancing school quality, improving neighborhood security, and creating welcoming initiatives for new residents (like informational packets or a “welcome wagon”) will help build a more connected, family-friendly city.

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

- Increase the number of parks and green spaces throughout the City
- Ensure proper maintenance of residential and commercial properties, with balanced land use that includes open space
- Strengthen security measures to address crime as the City grows
- Raise the speed limit on Spacek Road, which currently feels slower than residential streets
- Preserve separation between towns to prevent overdevelopment to keep the distinct identity of highway corridors
- Address the issue of vacant strip centers, especially in areas like Reading Road North, Brazos Town Center, Minonite Road, and the old Kroger site
- Improve traffic flow and address congestion concerns
- Recognize that the City may not be large enough to support a full transit system
- Create more green buffers to reduce overcrowding and maintain livability
- Strengthen noise ordinances to reduce disturbances from sirens and emergency vehicles
- Limit the development of high-density apartments that may lead to deterioration and socioeconomic challenges
- Reduce the number of starter homes and diversify housing options
- Support the development of tiny home communities

- Allow accessory housing on larger lots—e.g., three homes on three acres
- Oppose dense condo developments like those in downtown Houston with minimal spacing between units
- Encourage larger homes, but ensure the City has the amenities (restaurants, stores) to attract and support those residents
- Investigate why major retailers like Best Buy are leaving and explore ways to retain them
- Continue strong communication between the City and its residents
- Expand open space initiatives to support quality of life
- Require vegetation buffers to reduce noise pollution—ideally integrated during development to avoid costly retrofit
- Support for allowing multiple homes on larger lots—e.g., three homes on three acres
- Opposition to dense condo developments like those in downtown Houston, with minimal spacing between units
- Recognition that larger homes are beneficial, but the City needs more amenities (restaurants, stores) to attract those residents
- Concern over the departure of major retailers, such as Best Buy, and interest in understanding why they're leaving
- Appreciation for the City's strong communication with residents
- Call for increased open space to preserve livability and community character
- Emphasis on requiring vegetation buffers to reduce noise pollution, ideally planned during development to avoid costly retrofits
- Need for stricter enforcement of fireworks and solicitation ordinances

In ten years, residents envision Rosenberg as a City with more parks, green buffers, and open spaces that preserve its character and enhance livability. They hope for well-maintained homes and businesses, improved traffic flow, and thoughtful land use that prevents overcrowding and protects the identity of surrounding towns. Security enhancements, better noise control, and stricter enforcement of ordinances—especially around fireworks and solicitations—are seen as essential to maintaining quality of life. Housing diversity is a priority, with support for tiny homes, accessory dwellings on larger lots, and a move away from high-density developments that strain infrastructure. Finally, residents want to see stronger retail retention, expanded amenities to support larger homes, and continued clear communication between the City and its community.

## **Examples of aspirational cities - What aspects do you think Rosenberg could learn from these examples?**

- Preserve green space between communities to maintain separation and reduce overdevelopment
- Take inspiration from Paris, France by incorporating walkable parks and public gathering areas
- Avoid excessive commercial build-up along major corridors like 59/69, similar to the congestion seen on I-35 near Austin
- Emulate Boston's use of lush parks with trees and tranquil spaces for relaxation
- Learn from Bastrop's example of maintaining a vibrant, welcoming downtown that supports local culture and business

Rosenberg can look to similar cities for inspiration in creating walkable parks, lush green spaces, and tranquil areas that enhance quality of life. By preserving separation between communities, avoiding overdevelopment along major corridors, and fostering a vibrant downtown like Bastrop, the City can maintain its unique identity while growing thoughtfully.

## **Any other thoughts?**

- Improve existing roads, such as J Meyer
- Ensure code enforcement near newly developed housing areas
- Strengthen and consistently enforce noise ordinances to maintain neighborhood peace
- Consolidate MUD districts within city limits into the broader City tax system for greater efficiency and fairness
- Enforce the fireworks ban more effectively—residents report continued use after officials leave, raising concerns about fire safety
- Provide clear, accessible information about water bills, including explanations of subsidence fees and other charges

Residents would like to see improvements to existing roads, stronger code enforcement and better communication around water billing—especially regarding subsidence fees. There's also a call for more consistent enforcement of noise and fireworks ordinances, along with a push to consolidate MUD districts into the City's tax system for greater transparency and equity.

## Focus Group Meeting - City Staff August 19, 2025 Summary of Input

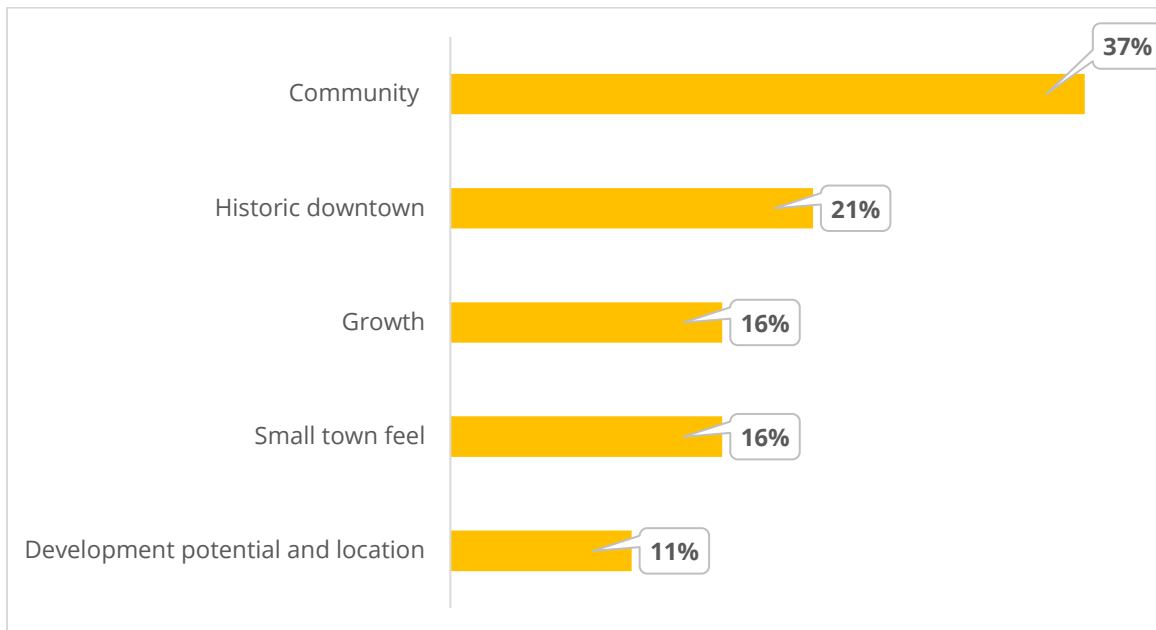
### Description

A virtual meeting was held with the City staff on August 19, 2025, to gather input on major concerns, needs, and opportunities facing the City through an interactive, real-time polling activity and discussion.

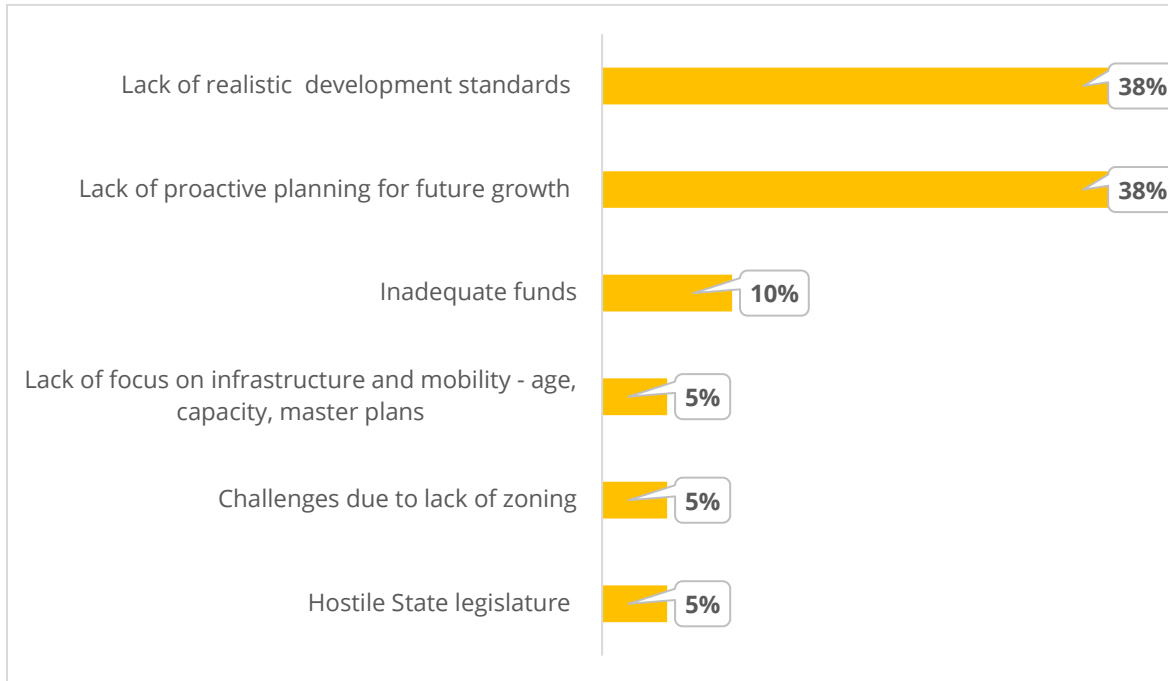
### Summary of Results

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

### **Strengths- What do you appreciate most about Rosenberg—whether it's the community, culture, amenities, or something else?**



## In your view, what are the key gaps or deficiencies in Rosenberg’s services, infrastructure, or planning?



Rosenberg faces several pressing challenges that could impact its ability to manage growth effectively. The most significant concerns include a lack of proactive planning and unrealistic development standards, both of which hinder the City’s ability to respond strategically to increasing demands. Infrastructure and mobility issues—such as aging systems and the absence of comprehensive master plans—further complicate development efforts. Additionally, the City struggles with inadequate funding, limited zoning regulations, and external pressures from a hostile state legislative environment. Together, these gaps highlight the urgent need for coordinated planning, realistic standards, and sustainable investment to support Rosenberg’s future.

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

Looking ahead, Rosenberg has a unique opportunity to shape its future by embracing growth while preserving its small-town character. Priorities should include:

- Revitalizing the Hwy 90 corridor through mixed-use development and aesthetic improvements, making the area more attractive to investors and reflective of the City’s ambitions—similar to successful models like Sugar Land.
- Expanding public amenities, entertainment, and recreational options will enhance safety, quality of life and community engagement.

- Strategically incorporating ETJ developments into city limits can help manage expansion more effectively.
- Completing the water meter replacement program and securing additional water rights will strengthen infrastructure and revenue generation.
- Commercial development, especially to the south and west, should be guided by thoughtful planning and realistic standards to ensure the right projects land in the right locations.
- Above all, Rosenberg must adopt a creative, proactive approach to growth, fostering partnerships with developers, maintaining city properties to a high standard, and ensuring that infrastructure reflects the caliber of businesses the City aims to attract.

**Character & Image - What do you value about Rosenberg’s current character and image, and how would you like it to evolve?**

- Rosenberg’s character is deeply rooted in its historic downtown, where the charm of old architecture, public art, and a strong sense of community still resonate.
- The extension of this vibe to places like the Civic Center reflects a commitment to preserving identity while serving modern needs.
- City’s cultural touchstones—from the railroad and vibrant Cinco de Mayo celebrations to the pride in well-kept neighborhoods mirror the spirit of the people who live there.
- Desire to enhance streetscapes, improve sidewalks, and invest in consistent, visually appealing signage that brands Rosenberg as a destination.
- Beautifying the Historical and Railroad Districts by attracting more local businesses and fostering stronger bonds to cultivate a stronger connection between the community and its schools.
- Strategic planning and creative placemaking that honors its roots while shaping a more vibrant, recognizable image.

**What works well in Rosenberg’s housing today? What are your concerns about the current housing and future trends?**

- Rosenberg’s housing landscape shows promise in areas like master-planned communities, which offer a mix of lot sizes and home types that reflect the character of its residents. Single-family homes continue to be a strong foundation.
- Lack of diversity in housing types, especially for families who cannot afford homeownership. Lack of varied housing options to meet the needs of a growing and diverse population

- The City's current emphasis on large lot sizes and rigid regulations is pushing developers toward the ETJ, limiting Rosenberg's ability to guide growth within its own boundaries. Proliferation of rental properties, mobile home parks, and multifamily developments, which some feel may bring challenges if not carefully planned.
- As median home prices rise, the need for affordable housing solutions becomes more urgent.
- To move forward, Rosenberg may need a mindset shift—one that embraces flexibility, encourages varied housing options, and aligns development standards with the realities of a growing and diverse population.

**What do you think works well about existing non-residential uses? What should the City promote and how does it affect the level of service?**

- Rosenberg's non-residential landscape benefits from key assets like Brazos Town Center, which serves as a vibrant commercial hub and a reliable source of revenue for the City.
- Retail establishments and clusters of businesses, such as those near Brazos Town Center, contribute positively to the local economy and provide essential services to residents.
- However, much of the recent development has leaned heavily toward warehouse and industrial uses, raising questions about long-term sustainability and service capacity.
- To strengthen its economic base and enhance quality of life, the City should actively promote a balanced mix of commercial and industrial development, especially along underserved corridors like Hwy 36 and 90A.
- Attracting large employers and expanding retail options, including anchor stores like H-E-B, would not only diversify the tax base but also improve access to jobs and amenities. Strategic redevelopment and thoughtful planning will be key to ensuring that growth in non-residential uses aligns with infrastructure capacity and elevates the overall level of service for the community.

**Mobility/Transportation - Challenges or gaps you have observed; Improvements that City should prioritize**

- Several mobility and transportation challenges require strategic attention.
- Misaligned streets and unsafe commercial driveways—particularly near major intersections like McDonald's and SpeedyStop at Hwy 36 and 59—pose safety risks and disrupt traffic flow.

- The absence of mass transit options is another significant gap; establishing partnerships with regional transit authorities like METRO could open the door to regular bus service or even future light rail connections.
- City must prioritize the maintenance and modernization of existing roads and infrastructure to ensure long-term reliability.
- Collaborating with county and state agencies to secure funding and support for major mobility projects will be essential in addressing these issues and preparing Rosenberg for continued growth.

### **Resiliency - What are some concerns that you have? What measures need to be taken to prepare the City for the future?**

Rosenberg's resiliency hinges on its ability to address aging infrastructure and secure reliable utilities, especially water and electricity, as the city continues to grow.

- A major concern is the condition of drinking, sanitary, and stormwater systems, with older lines requiring urgent upgrades to prevent service disruptions and water loss.
- Ensuring a sustainable and secure source of potable water must be a top priority, as it underpins both public health and economic viability.
- To prepare for the future, the city must shift toward long-term, proactive planning, investing in infrastructure, facilities, and adequate staffing to meet rising demands.
- Budget constraints and decreasing tax rates pose additional challenges, making it essential for leadership to explore innovative funding strategies and partnerships.
- Ultimately, Rosenberg's resilience will depend on its willingness to evolve, plan ahead, and protect the foundational systems that support its community.

### **What types of natural or cultural resources should the City invest in or expand?**

- Expanding parks and developing longer nature trails, especially along the river, could create pride-worthy outdoor spaces. Upgrades like a more prominent kayak launch could turn natural assets into recreational destinations.
- At the same time, given the region's intense heat for much of the year, investing in indoor amenities would offer year-round engagement.
- Promoting the arts, supporting public murals, and continuing to elevate the historic downtown district—alongside gems like Seabourne Creek Nature Park—will help preserve Rosenberg's identity while inviting more residents and visitors to connect with its story.
- A balanced approach that blends outdoor beauty with indoor accessibility will serve the City well as it grows.

## **Community Facilities - Current facilities/amenities that you believe are effective? What should the City consider expanding, enhancing, or adding?**

Rosenberg's recent investments in community facilities—particularly the new Fire Administration and Public Services Complex—are a strong step forward, offering improved infrastructure and boosting employee morale across departments like Code Enforcement, Permitting, and Planning. These upgrades reflect a commitment to operational excellence and better service delivery. Looking ahead, the City has a clear opportunity to expand amenities that directly enhance residents' quality of life.

- A full-scale recreation center would be a transformative addition, providing indoor space for fitness, events, and year-round engagement.
- There's also growing interest in more dog parks.
- Public pools, which offer inclusive, family-friendly recreation, serve a broader demographic and can be designed with conservation in mind, unlike splash pads, which can be water-intensive with limited utility.
- By continuing to invest in diverse, well-planned facilities, Rosenberg can foster a more vibrant, connected, and resilient community.

## **Aspirational Places or Cities - What aspects do you think Rosenberg could learn from or aspire to emulate?**

While it's important to stay true to its roots and reflect the values of the broader community, there's much to learn from cities like Sugar Land, Pearland, and Missouri City. These places have successfully cultivated attractive aesthetics, diversified housing, and drawn in higher-income families, which in turn expanded their economic opportunities. Rosenberg could also take inspiration from cities with thriving downtowns, where branding, placemaking, and cultural investment have transformed historic cores into vibrant destinations.

**Stakeholder Interview – Texas Department of Transportation  
September 11, 2025  
Summary of Input**

Description

A virtual meeting was held with the Texas Department of Transportation (TxDOT) Area Engineer on September 11, 2025, to gather input on TxDOT's current projects, mobility gaps in the City, and TxDOT-City coordination.

Summary of Results

A summary of the responses received from the meeting is included below.

**Mobility/Transportation - Challenges or gaps you have observed; Improvements that City should prioritize; Non-auto, hike and bike trails**

The engineer is new to the position (less than six weeks) and is still familiarizing himself with the projects and the area; it was recommended to follow up with him later.

**TxDOT's planning efforts- Assumptions for Rosenberg and ETJ? Forecast and concerns? TxDOT-City collaboration and coordination? Future projects? Safe Routes to School?**

- Heavy commuting traffic requires careful traffic control and planning with ongoing communication between TxDOT and the City
- Development in the northern ETJ is constrained by utility availability
- Highway 36 expansion requires relocating city water and sewer lines; better coordination between TxDOT and the City is needed to prevent delays
- Three major TxDOT projects within city limits are planned: Hwy. 36 (expected 2028–29), an overpass near Richmond, FM 723 north of the river, and 90A (changing from underpass to overpass with railroad shoring considerations)
- Safe Routes to School projects typically include sidewalks during facility upgrades

- TxDOT collaborates with cities on beautification, shared-use paths, landscaping, and signage; current Hwy 36 plans do not include landscaping or trees, though city planting may be added
- Proposed sidewalks on Hwy. 36 run on both sides, ending at Pleak Road from US-59; alignment includes shared-use paths and raised concrete medians. Typically, TxDOT plans propose shared-use paths
- Maintenance agreements will require the city to maintain any features it installs within city limits. Grants for beautification may be available through TxDOT partnerships
- Future planning will include AI, automation, driverless vehicles, and smart traffic management, with gradual implementation
- Traffic signal upgrades include six signals currently managed by TxDOT. Once the population exceeds 50,000, the City will assume control, supported by a new city traffic division
- Wildflowers: No current plans, but planting wildflowers along TXDOT right of way is possible if the City is interested
- Transit: Currently, no transit initiative by the TxDOT exists for the city; relevant programs may exist at the district or state level

**Summary:** TxDOT and the City of Rosenberg are coordinating on major transportation projects, including Hwy. 36 expansion, overpasses, FM 723 improvements. The city has opportunities for beautification, shared-use paths, sidewalks, and potential wildflower plantings, with future planning incorporating AI, automation, and driverless vehicle readiness. Transit initiatives are not managed locally but may exist at the district or state level.

**Resiliency: What concerns do you have? What measures need to be taken to prepare the City for the future?**

- Address flood risks by evaluating water elevations, inlets, cross drainage systems, and applicable statewide flood mitigation measures
- Roadway and infrastructure designs are based on scenario planning (10-, 100-, and 500-year storm events) while balancing fiscal responsibility, as full 100-year storm designs may be cost-prohibitive
- TxDOT manages driveway access and drainage for roadways to ensure proper water flow
- Evacuation routes rely on the interstate system, including I-69 and 36A, which serve as designated hurricane evacuation corridors

**Summary:** Rosenberg’s resiliency planning should focus more on managing flood risks, designing financially sustainable infrastructure, coordinating drainage with TxDOT, and maintaining reliable evacuation routes via the interstate system.

## Interviews – City Council September, 2025 Summary of Input

### Description

City Council members were contacted via phone and email to gather input on opportunities, needs and major concerns facing the City. A summary of the responses received is included below.

### Summary of Results

#### **Residency**

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

- Lived in the Rosenberg area for 40 years, with over 20 years in the city
- 16 years as a homeowner

Summary - Residents range from long-time community members with deep civic and business involvement to more recent homeowners with established roots in the city.

#### **Strengths**

##### **What do you like most about Rosenberg? What are the most important reasons you chose to live in Rosenberg?**

- Not overly populated, though growth is increasing
- Small-town atmosphere, though residents worry it may be difficult to preserve
- Diversity
- Railroads that played an important role in the city's growth
- Majority-minority community (approximately 60% Hispanic and 40% White)
- Community well-integrated across residents, the workforce, and law enforcement
- Safe, quiet, and good services

Summary - Rosenberg is valued for its small-town atmosphere, strong sense of community, and manageable population, even as it continues to grow. The city is diverse and well-integrated, with a majority-minority population and strong connections among residents, the workforce, and law enforcement. Residents appreciate its safety, quiet environment,

and reliable municipal services. Its cherished history, including the role of railroads in the city's development, adds to its character and appeal.

## **Areas of Improvement**

### **What do you think the city is lacking? What are the current challenges and issues you want to address and resolve? For the Community and the City?**

- Street improvements, with more attention to older streets
- Multimodal transportation options such as biking and walking
- Construction of FM 1813 will be a positive step
- Managing growth effectively is the city's biggest challenge
- Providing efficient municipal services at the lowest possible cost, with an emphasis on tax relief
- Financial sustainability, including budgeting without borrowing and managing cash flow
- Securing more grants in the future. The city has received significant grants in the past (e.g., a \$47 million grant four years ago) and hopes to secure more grants
- Balancing resident expectations with fiscal realities
- Balancing community desires for additional amenities with the financial realities of providing them, as residents may not always recognize the tradeoffs involved
- Managing political pressures, as council members are often elected on fiscal pledges such as tax relief, avoiding debt, and limiting high-density housing
- Reducing tensions between staff and elected officials, as staff influence on council decisions can lead to political conflict during elections
- Aligning leadership and staff priorities to ensure the city's mission focused on core municipal services, economic development, and recreation is consistently pursued
- Ensuring reliable delivery of essential services for a city of 45,000 residents, including police, fire, water, sewer, drainage, and streets, along with additional services such as economic development, code enforcement, and public health
- Preserving historic and current community cohesion and stability during elections
- Expanding entertainment and recreation amenities—such as bike trails, pools, skate parks, bowling alleys, batting cages, live entertainment venues, and golf facilities—to enhance the quality of life. While some larger-scale amenities may not be feasible due to geographic location, residents emphasize a need for more local recreational opportunities

Summary - The city is working to balance growth, community expectations, and fiscal responsibility. Key priorities include upgrading streets, expanding biking and walking options, and ensuring efficient delivery of essential services. Leadership must align with

staff while balancing resident desires for amenities with financial realities. Expanding local recreational opportunities and maintaining community cohesion remain important to enhancing the quality of life.

## Opportunities

### **Looking into the future, what opportunities should the City focus on? For Rosenberg, what does success mean in 5 - 20 years? What will make Rosenberg more livable and sustainable in the future?**

- Maintain low crime levels while planning for future population growth
- Focus on single-family residential development while limiting multi-family and high-density housing
- Encourage quality residential development and support well-planned commercial growth
- Leverage a skilled, trainable local workforce to attract and sustain businesses
- Take advantage of strong transportation corridors, including proximity to the Port of Galveston
- Utilize the existing rail network to support commerce and connectivity
- Capitalize on Rosenberg's location near Houston and the Gulf Coast for economic and recreational opportunities
- Benefit from a favorable climate that supports year-round activity and development
- Explore economic development opportunities using the river for transportation and an improved airstrip near the Rosenberg Business Park
- Enhance livability by keeping pace with population growth and expanding local amenities for residents

Summary - Rosenberg can build a more livable and sustainable future by managing growth, promoting quality residential and commercial development, leveraging its skilled workforce and strategic location, enhancing transportation and economic infrastructure, and expanding amenities to meet the needs of a growing population.

## Threats

### **What are your concerns about the future that need to be addressed? As you look towards the future of Rosenberg, what keeps you up at night? If you left Rosenberg today and returned in 10-20 years, what would you not want to see? What are the significant challenges that Rosenberg faces over the next 10-20 years?**

- Does not have any concerns
- Growth outside of the city's direct control; if not managed carefully and thoughtfully, it could lead to high-density and multifamily housing potentially resulting crime, traffic congestion, pollution, and reduced quality of life.
- Lack of proper standards could harm the quality of parks, recreation, and community spaces

- Disconnected neighborhoods north and south of the freeway
- South area seen as extension of Houston with younger families; north area mostly retirees – differing needs
- Maintaining quality fresh water
- Higher city taxes and affordability of city utilities/services, insurance, food, and basic living costs
- Cities need to save their surplus, not spend it
- Multifamily housing

Summary - Key threats for Rosenberg include managing growth to avoid high-density and multifamily housing impacts, maintaining quality standards for parks and community spaces, addressing disconnected neighborhoods with differing needs, ensuring access to fresh water, and preserving affordability while maintaining fiscal responsibility.

### **Vision**

**If you left Rosenberg today and returned in 10-20 years, what would you want to see? What are the three most important things that you love and want to retain? What is your vision for the community's and city's future? Community Examples: quality healthcare, affordable housing, quality of life, good-paying jobs, quality education, beautification, quality development. City Examples: efficient and effective services, low taxes, and financial health**

- Attract and maintain major retail chains (e.g., Walmart, HEB, Sam's Club, Costco)
- Reduce tax burden while maintaining city services
- Ensure resident well-being and quality of life
- Promote quality healthcare, affordable housing, good-paying jobs, strong education, beautification, and high-quality development
- Deliver efficient, effective city services while maintaining low taxes and financial stability

Summary - Respondents' vision focuses on enhancing quality of life by supporting access to quality healthcare, affordable housing, good-paying jobs, strong education, and attractive development. The city aims to maintain major retail options while promoting beautification and high-quality residential and commercial growth. Ensuring efficient and effective municipal services, low taxes, and long-term financial stability are central to this vision. Overall, the goal is to create a thriving, livable, and sustainable community for all residents.

## Aspirational cities

- Corpus Christi

Summary - Cities like Corpus Christi offer beaches, water-based recreation (sailing, fishing, wind/kiteboarding), golf courses, bowling, vibrant nightlife, entertainment, and arts districts.

## Community Voices

What messages are you hearing from the public?

- No feedback or comments received from constituents

## Specific Areas

**Land Use** – desired, challenges, balance

- Curious about the absence of zoning regulations and how land use is managed without them

**Character and image** – aesthetics, corridors, beautification, branding, gateways

- North side of Highway 36 near I-59 could benefit from beautification efforts

**Transportation** – current state, challenges, multi-modal, prioritization

- The Streets are well-maintained, mobility is satisfactory, and traffic issues are minimal compared to issues experienced in other cities

**Economic Development** – businesses to attract/retain, incentives/policies, balance eco dev, natural preservation, tax base, other uses

- Concern that city growth could strain the existing tax base; city council aims to lower tax rates
- Opportunities to attract entertainment venues, wholesale outlets, a fine arts district, and single-family housing that meets community standards

**Housing** – needs, availability, affordability, challenges, types

- Preference for single-family homes; opposed to multi-family rentals, condominiums, townhomes, “shoe box” homes, or multiple homes on one lot
- No current concerns reported regarding affordability or clustered housing
- No existing multi-family housing in the area

**Resilience** – natural disasters, flooding, measures, role of development

- City responded effectively to disasters with special meetings, debris management, and proper financing
- Ongoing improvements to neighborhood drainage are being addressed through grants
- Most of Rosenberg sits at least 100' above sea level, minimizing flooding issues, though some areas still require additional flood control measures

**Natural and Cultural Resources** – types that community should prioritize, policies, challenges

- No feedback

**Infrastructure** – current state, challenges, opportunities, balance between new and upgrade existing

- Certain areas require flood remediation, which is being addressed through ongoing projects
- Securing a reliable water supply is critical to the city's long-term sustainability and growth

**Downtown /natural areas**

- No feedback

**Community facilities and services** – availability, quality, need, balance between new and upgrade existing, needs of vulnerable population

- Ability to grow with the population and plan with the future in mind

**Intergovernmental collaboration** – relationships between local government and county, state, federal, challenges, balance between intergovernmental coordination and local needs, conflicts

- Positive intergovernmental relationships with effective coordination between city, county, state, and federal agencies

**Implementation** – thoughts, challenges, prioritize, specific polices or initiatives, tracking mechanism

- Flood control in the affected areas of the city



# 2025-2026 COMPREHENSIVE PLAN UPDATE

## Stakeholder Meeting – Fort Bend Transit and Fort Bend Drainage District September 2, 2025 Summary of Input

### Description

A virtual meeting was held with representatives from Fort Bend Transit (Perri D’Armond) and Fort Bend Drainage District (Mark Vogler) on September 2, 2025 to gather input on major concerns, needs, and opportunities related to mobility, infrastructure, and resiliency through a discussion and interactive polling activity.

### Summary of Results

A summary of the responses received from the meeting is included below.

### **Fort Bend Transit**

#### Overview

- Annual Passenger Trips: ~329,619 (Oct 2023–Sept 2024)
- Services Provided:
  - Demand Response: Curb-to-curb, shared-ride service across Fort Bend County (Mon–Fri, 8 AM–5 PM)
  - Commuter Park & Ride: Weekday service to Texas Medical Center, Greenway Plaza, and Downtown Houston
- Park & Ride Locations:
  - Fort Bend County Fairgrounds (Rosenberg)
  - UH Sugar Land
  - AMC First Colony

#### Key Challenges Identified

- Infrastructure Limitations
  - Narrow streets and lack of turnaround space hinder van access.
  - Older neighborhoods are difficult to navigate; newer roads are not yet mapped in GIS.

- On street parking congestion complicates curbside pickups.
- Service Gaps
  - Lack of weekend service limits access to hospitals and dialysis centers.
  - Lamar CISD Alternate Learning Center students lack transit support from the school district. Transit primarily serves seniors and mobility-challenged riders. The presence of younger Lamar CISD Alternate Learning Center students has led to occasional conflicts on the bus, some of which have been documented through video surveillance.
  - Closure of Texana group homes in Rosenberg may increase demand for transit services for individuals with mental health needs.
  - Meals on Wheels and mobility-challenged seniors need transportation assistance.
- Funding Needs
  - Fort Bend Transit (FBT) lacks sufficient funding; Sugar Land has applied for air quality/congestion grants and uses electric vehicles. Rosenberg could explore similar funding opportunities.

#### Opportunities & Recommendations

- Micro-Transit Solutions: Flexible, on-demand options could improve access in hard-to-reach areas.
- GIS Integration: Update mapping to include newer roads for better route planning.
- Weekend Service Expansion: Address high demand for medical and essential trips.
- Community Engagement: Tammy Jones currently serves as the Community Relations Officer, acting as the primary liaison between the district and its stakeholders. Improved coordination with the City will lead to more efficient planning, resource allocation, and service delivery across community and school initiatives.
- FBT has conducted a study and will share findings with the Team to inform future improvements.

## **Fort Bend County Drainage District**

### Overview

The Fort Bend County Drainage District (District) maintains the drainage channels, where the District has easements, in their existing flow conditions. This is achieved through appropriate structural repairs and vegetation control. Additionally, the District reviews drainage reports, plans, and plats of new developments to ensure elimination of any adverse drainage impact on current and future residents.

### Key Challenges Identified

- **Mobility & Transportation**
  - Traffic congestion is worsening, especially along Hwy 36, which remains a 3-lane road despite increasing demand.
  - Speed bumps have been used to slow traffic, but they may be ineffective or counterproductive. A better alternative could be lowering speed limits and improving traffic enforcement.
- **Infrastructure & Planning**
  - Rosenberg's push to expand its ETJ and annexation efforts may backfire if de-annexation occurs, shifting infrastructure burdens back to the county.
  - Lack of zoning has led to uncontrolled apartment growth, straining schools and reducing tax revenue per unit.
  - Population growth is surging. Without strategic planning, this growth could erode the quality of life, increase flooding risks, and overwhelm existing infrastructure. Several developments are proposed in Needville and Beasley area where the road infrastructure is not adequate.
- **Resiliency & Drainage**
  - Old Rosenberg's ditch-based drainage is outdated and vulnerable to flooding.
  - Streets have required multiple overlays after flood events, indicating poor long-term durability.
  - GCWA's service expansion to Brazosport suggests regional water infrastructure is under pressure.
- **Development & Housing Quality**
  - Overreliance on multi-family housing, which typically generates lower property tax revenue compared to single-family homes. This can strain local resources and impact funding for public services, including education and infrastructure.
  - School overcrowding due to rapid population influx.
  - Large homes are being built, but quality and affordability across income levels are lacking.

## Recommended Measures

- Upgrade drainage systems from open ditches to enclosed stormwater infrastructure.
- Enforce stricter development standards to reduce runoff and improve flood mitigation.
- Coordinate with Fort Bend County Drainage District to align City And County standards.
- Retrofit older neighborhoods with modern flood control measures.