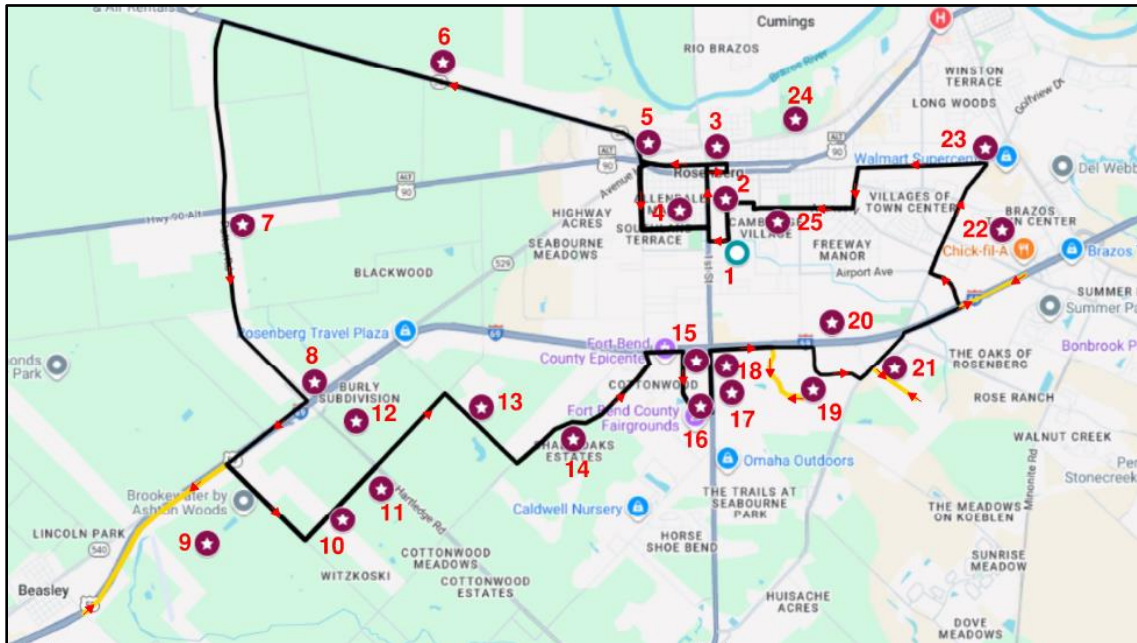


Comprehensive Plan Advisory Committee Meeting 2 and Bus Tour September 4, 2025 Summary of Input

Description

A bus tour with Comprehensive Plan Advisory Committee (CPAC) was conducted on September 4, 2025 as part of CPAC meeting 2. Participants included 11 CPAC members, City staff and consultants (Ardurra). The tour started at 1:00 p.m. from the City Hall and concluded at 3:14 p.m. at the same location. Tour Map and areas of interest are shown in the map below.



1. City Hall (Tour Started/Ended)
2. 1st St. Corridor
3. Downtown/ North Gateway
4. Older Neighborhoods
5. Railroad Crossing
6. Hwy. 36 Corridor (ETJ), industrial uses – ALDI, Frito-Lay, etc.)
7. Patton Road/ETJ/Spur 10

8. US 59 Crossing/West Gateway
9. Brookewater Subdivision/ ETJ Development
10. Klosterhoff Road
11. Dollar Tree Distribution Center
12. Hartledge Road/Spur 10
13. Millers Pass Subdivision
14. Cottonwood School Road
15. Epicenter
16. Fairgrounds
17. Civic Center
18. Hwy. 36 Corridor
19. Seabourne Creek Park/ Sports Complex
20. US 59 Corridor/Identity & Placemaking Elements/Wayfinding
21. FM 2218/Wayfinding /Identity
22. Brazos Town Center
23. North-east Gateway
24. Brazos River/Riverbend park
25. Public/Semi-public Uses

Summary of discussion based on the areas of interest (refer to map above)

1. City Hall

- There is potential to develop a local park on the open land adjacent to City Hall, which could serve as a civic gathering space and enhance the area's public amenities.
- Questions about future use of land across from City Hall.

2. 1st St. Corridor

- The corridor currently suffers from poor aesthetics and lacks adequate code enforcement, giving the impression of neglect.
- Businesses along 1st Street appear uninviting and low rent, discouraging pedestrian and customer engagement.
- A church property is listed for sale—potential opportunity for city acquisition or repurposing.
- Assistance and support are needed for owners to upgrade metal buildings, facades, and enhance landscaping on Hwy. 36.
- Improvements to the pedestrian realm are recommended, including increased building setbacks, enhanced landscaping, and better wayfinding signage.
- The area is cluttered with excessive vehicles, tire shops, and wrecked cars parked on gravel lots.

- Consider designating 1st Street as a special district to encourage redevelopment; several vacant tracts offer strong potential.
- The 2008 West Fort Bend Management District (WFBMD) had established corridor standards. The district does not exist currently. Re-adoption or creation of similar standards should be explored.
- The HEB development was supported by the George Foundation—an example of a successful public-private partnership.
- A tax assessment mechanism could be considered to fund improvements through a management district.
- Existing corridor standards are weak and need to be strengthened to guide future development and revitalization.

3. Downtown/ North Gateway

- Expand the historical character of downtown to attract more foot traffic and support larger festivals and community events.
- Incorporate elements that celebrate the city's train heritage and enhance cultural identity and tourism appeal.
- Improve the city's entryway across the bridge to create a more welcoming and visually appealing gateway experience.

4. Older Neighborhoods

- Many older neighborhoods require ongoing maintenance and revitalization to improve safety and curb appeal.
- Lack of enforcement regarding street parking and overcrowded garages contributes to a rundown and potentially hazardous environment.
- Homeowners' associations (HOAs) should adopt and enforce clear standards for property upkeep.
- Side streets leading to Bamore Road need infrastructure improvements to support growing traffic and development.
- Bamore Road construction has been completed, and several churches are emerging along the corridor. Future land uses should prioritize tax-generating developments to maximize return on city-initiated investments.
- Existing corridor standards are weak and do not adequately apply to inner-city areas. For example, dumpster regulations are not enforced uniformly across neighborhoods.

- Stronger code enforcement is needed, especially for vacant buildings. Other cities have successfully implemented requirements for boarded and painted windows to address blight.
- The City Council has expressed concerns about the use of yellow signage on buildings, indicating a need for more cohesive visual standards.
- Lighting standards should be updated to ensure fixtures direct light downward and do not spill onto neighboring properties.
- Many older neighborhoods feature alleyways and roadside ditches, making traditional sidewalk installation impractical.
- While sidewalks could be placed using box culverts, the presence of the Kinder Morgan pipeline restricts this option.
- New developments should include dumpster screening standards, particularly in areas like the intersection of Walger Avenue. Corridor standards should be expanded to include dumpster enclosure requirements.

5. Railroad Crossing

- The area surrounding the railroad crossing is visually unappealing, with unsightly truck yards and garages detracting from the corridor's character. The railroad tracks on the north side of the city serve as a gateway, but the presence of a junkyard detracts from the visual appeal and first impressions.
- Enhance the railroad entryway with a locomotive-themed design to celebrate the city's rail heritage and create a more attractive and memorable gateway. Coordinate development along Hwy 36 and 36A in conjunction with rail infrastructure to maximize industrial and logistical potential.

6. Hwy. 36 Corridor (ETJ, industrial uses – ALDI, Frito-Lay, etc.)

- Evaluate the feasibility of constructing an overpass over the railroad tracks to improve traffic flow and safety.
- Clarify the scope and impact of residential developments in the area to ensure compatibility with industrial uses.
- Union Pacific owns two key rail lines at Routes 16 and 147, which are critical to planning and coordination.
- Landowner's unwillingness to collaborate with the city, presenting challenges for integrated development.
- The preferred location for industrial growth lies between the railroad tracks and Hwy 36, where rail spurs offer logistical advantages—though some CPAC members expressed concerns about the use of rail spurs.

- Establish clear guidelines for industrial development, with coordinated planning between the city and county, particularly along the Hwy 36 corridor.
- Address concerns about truck traffic along Hwy 36, which may contribute to visual blight and infrastructure strain.

7. Patton Road/ETJ/Spur 10

- At Isleib and US 59, development south of US 59: the city is actively working with developers on water plant and detention improvements to support future growth.

8. US 59 Crossing/West Gateway

- There is currently no clear indication for travelers entering Rosenberg via US 59. Gateway signage should be enhanced to establish a stronger sense of arrival.
- Signage should reflect the city's historical identity, creating a more meaningful and memorable entry experience.
- The presence of a broken-down truck lot at the city's entrance detracts from the visual appeal and undermines the city's image.
- Review and strengthen regulations for advertisement signage, particularly for new developments, to ensure consistency and quality.
- The corridor lacks landscaping—explore low-cost vegetation options and native plantings that are easier to maintain and more attractive than overgrown ditches.
- The city should consider applying for a TxDOT landscaping grant, similar to the one received by Kendleton. However, grant recipients must commit to maintaining landscaped areas.

9. Brookewater Subdivision/ ETJ Development

- Finley Vallet Road is currently too narrow and lacks visual appeal, making it less attractive to potential buyers and developers.
- Concerns were raised about insufficient distance between residential homes and the right-of-way along Finley Vallet, which may impact safety and livability.
- In the nearby Brookside Subdivision, fencing is well-executed, and the developer has committed to funding half of the road construction when it proceeds. The city has already extended its water line to support future development.
- The Brookewater Subdivision includes plans for an elementary school and a commercial reserve along US 59. Road infrastructure is currently being coordinated between the developer and the county.

10. Klosterhoff Road

- A 215-acre LSD campus is planned across from the Dollar Tree Distribution Center. It will include a junior high, high school, and elementary school, supported by a partnership with the city for water service.

11. Dollar Tree Distribution Center

- The Dollar Tree facility was established through a public-private partnership with the Rosenberg Development Corporation (RDC). Incentives were provided to attract the company and secure the location of the distribution center within the city.

12. Hartledge Road/Spur 10; 13. Millers Pass Subdivision, 14. Cottonwood School Road

- Detention pond presents an opportunity to be developed as a community amenity, enhancing neighborhood appeal and recreational value.
- The site is already serviced by city water and wastewater infrastructure, supporting future growth.
- Developments within the ETJ (extraterritorial jurisdiction) are governed by a Strategic Partnership Agreement (SPA) and are part of a Municipal Utility District (MUD).
- The SPA is set for a 40-year term, allowing long-term planning and coordination.
- MUDs retain the ability to annex additional land, expanding their service area and development potential.
- The city does not plan to annex these developments until outstanding municipal debt obligations are resolved.

15. Epicenter

- The Epicenter would benefit from more dynamic and frequent programming, including concerts, festivals, and community events to increase engagement and visibility.
- Multi-family development is underway, with apartments being constructed across the street.
- Vacant land along Bamore Road and US 59 presents potential for complementary development, such as mixed-use projects, retail, or additional event infrastructure.

16. Fairgrounds

- Concerns were raised about the condition of Fairgrounds Road, which appears dirty and poorly maintained. It's unclear whether this is due to trade-related traffic or lack of upkeep.
- The Fairgrounds Master Plan is currently being updated, presenting an opportunity to address infrastructure, cleanliness, and future land use improvements.

17. Civic Center

- The Civic Center may require expanded parking capacity to accommodate increased usage and future events.
- The planned TxDOT widening of Hwy. 36 will result in the relocation of the Civic Center's entrance, which may impact traffic flow and accessibility.

18. Hwy. 36 Corridor

- The Hwy. 36 corridor is currently undergoing a widening project led by TxDOT, which will impact traffic flow, access points, and future development opportunities along the route.

19. Seabourne Creek Park/ Sports Complex

- Visibility remains a major concern—install prominent signage for the Sports Complex along Hwy 69, and at key intersections like Fountain Drive to improve awareness and wayfinding. Additional signage and landscaping enhancements are needed to elevate the complex's appearance and accessibility. A large gateway sign at the ballfield entrance on Hwy 59 would help direct visitors and reinforce the complex's identity.
- Explore plans for bike and walking trail connections to link the Sports Complex with surrounding neighborhoods and parks, promoting accessibility and active transportation.
- An aquatic center near the Sports Complex would be a valuable recreational addition for the community.
- Street parking near dealerships along Fountain Drive is causing congestion and negatively impacting traffic flow to the Sports Complex.
- Additional parking is currently under construction to accommodate the high volume of tournaments and visitors.
- Seabourne Creek Park utilizes reclaimed water from treatment plants, supporting sustainable irrigation practices.

- Roadway plans from Fountain Drive to FM 2218 are 90% complete, indicating progress toward improved access.
- The city originally purchased the Seabourne Creek Park land in the 1980s, with some improvements funded through a fishing grant.

20. US 59 Corridor/Identity & Placemaking Elements/Wayfinding; 22. Brazos Town Center

- The US 59 corridor lacks visual appeal and destination features—landscaping and placemaking elements are needed to attract tourists and enhance the city's identity.
- The city has extended a water line to support the Kubota Tractor facility, demonstrating infrastructure investment in the area.
- Paragon Mall was previously planned for a 20-acre site near the Honda dealership. While water infrastructure is available, the site lacks sewer access, which stalled development.
- Village Crossing, a planned 110-acre retail center at the intersection of US 59 and Airport Avenue, was established through a strategic partnership with the city two years ago.
- The corridor would benefit from the addition of conference facilities and high-quality hotels such as Best Western or Marriott to support business and tourism.
- There is currently no water availability in the area before Reading Road, which limits development potential and requires infrastructure planning.
- Urban Air is under development near Airport Avenue and US 59, adding recreational value and signaling growth in the corridor.

21. FM 2218/Wayfinding /Identity

- There is a need for additional restaurants to serve the FM 2210 corridor near the Rosenberg Business Park.
- Existing Rosenberg Business Park signage along FM 2210 requires cleaning and maintenance to improve visibility and professionalism.
- FM 2218 would benefit from enhanced landscaping and the installation of street lighting to improve safety and visual appeal.
- The proposed food truck park near Valero station could provide a flexible, low-cost dining solution and activate the area with more foot traffic and community engagement.

23. North-east Gateway

- Avenue N lacks visual appeal and functional design—there are no trees or streetscape elements in the median, and the concrete base prevents grass from growing. The center strip is also too narrow to accommodate safe U-turns, indicating a need for full redesign and redevelopment.
- The boundary between Rosenberg and Richmond, particularly near the Walmart area, presents an opportunity to establish a formal gateway into the city. Installing a prominent entryway sign here would help define city limits and enhance civic identity.

24. Brazos River/Riverbend Park

- The Brazos River presents a valuable opportunity for open space and recreational development, including parks, walking trails, and performance venues.
- Development along the river could be modeled after Buffalo Bayou Park in Houston, offering low-cost amenities that enhance public access and enjoyment.
- Trails along the waterway could be designed in collaboration with mountain biking groups, creating a multi-use recreational corridor that appeals to a wide range of users.
- While the river’s conditions can be unpredictable and occasionally hazardous, it should be preserved as a spillway, with entertainment and recreational features carefully planned to ensure safety.
- Vacant land near Riverbend Park could be activated with nature-based amenities, scenic overlooks, and trail systems that connect to broader green infrastructure.

25. Public/Semi-public Uses

- Travis Park is a well-utilized community space featuring a splash pad that operates using reclaimed water, highlighting sustainable practices in public amenities.
- Avenue N shows signs of blight and deterioration, indicating a need for targeted revitalization efforts to improve safety and aesthetics.
- The Associated Canal serves as a key infrastructure element, pumping water from the Brazos River to support various municipal and industrial needs.
- The upcoming bond election includes a proposal to repurpose Terry School. A Citizens Committee will be tasked with evaluating options and recommending the most beneficial reuse strategy for the community.

Land Use & Character

- Lot Size Reform: Current 70-foot minimum lot size is limiting housing affordability and density. Consider allowing 50-foot lots with high design standards (e.g., single garage door, limited façade coverage, etc.).
- Underutilized Land: Significant land within city limits remains undeveloped due to restrictive policies. Incentivize infill and mixed-use development.
- Special Districts: Establish corridor-specific districts (e.g., Hwy 36, Avenue H, Avenue I, US 59) with tailored standards to encourage investment and identity.
- Vacant Shopping Centers: Encourage adaptive reuse and redevelopment with flexible zoning and incentives.
- Industrial Screening: Require landscaping and fencing to shield industrial uses from residential and commercial areas.
- Variety of Housing: Promote diverse housing types to serve all income levels, including workforce housing and higher-density options.
- Developer Incentives: Reduce regulatory burdens and offer incentives to retain developers and prevent de-annexation.
- Performance Agreements: Reevaluate agreements that restrict market-responsive development (e.g., Rooms to Go delay due to lack of nearby density).
- Gateway Signage: Install entryway signs that reflect Rosenberg's past and future identity.

Hospitality, Entertainment & Recreation

- Upscale Hotel & Conference Center: Community desires a high-quality hotel with meeting space and restaurants to reduce reliance on Sugar Land.
- Entertainment Venues: Mini golf, performance spaces, and recreational amenities are needed to serve residents and attract visitors.
- Golf Course: A public or semi-private course could enhance quality of life and tourism.
- Aquatic Center & Trails: Consider regional amenities like hiking/biking trails and water-based recreation near Brazos River and Seabourne Creek Park.

Infrastructure & Utilities

- Sewer & Wastewater Expansion: Critical for supporting growth and attracting new development.
- Detention Pond Standards: Require amenities and maintenance plans; detention should not be "just a hole in the ground."

- Dumpster Enclosures: Improve aesthetics and sanitation by requiring screened enclosures citywide.
- Lighting Standards: Enforce downward-facing lighting to reduce light pollution.
- Wastewater Plant Screening: Buffer new development from utility infrastructure with landscaping and fencing.

Transportation & Mobility

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

Governance & Collaboration

- Council, Staff, and developer coordination: Explore additional opportunities and dialogue for aligned efforts to implement quality growth strategies.
- County Collaboration—Actively collaborate with County Commissioners to align infrastructure investments with long-term goals for industrial development and hospitality growth. Joint planning efforts can help attract a full-service hotel and support economic engines that benefit both Rosenberg and the broader region.
- Code Enforcement: Scaling back enforcement has led to visible blight (junk, cars, dumpsters). Renewed and enhanced enforcement efforts is essential for maintaining standards.
- WFBMD Withdrawal: With the dissolution of WFBMB and resulting loss of architectural controls and consistency has discouraged property improvement.
- Developer Relations: Developers are leaving due to restrictive policies and lack of value-added services.
- Committee Engagement: Suggest inviting Council and Rosenberg Development Corporation (RDC) members to planning meetings to foster collaboration and shared vision.

Economic Development

- Business Parks: Support city and EDC-funded parks with infrastructure and marketing.
- Union Pacific Collaboration: Build relationships with Union Pacific to unlock industrial development potential.

- Retail Support: Ensure residential density near retail centers (e.g., Village Crossing) to sustain commercial viability.
- Incentives for Employers: Offer programs to retain and attract employees to Rosenberg.

Public Spaces & Beautification

- Chain-link Fencing: Excessive use of barbed wire fencing creates a bleak visual environment—consider alternatives.
- Blight Remediation: Target areas like Avenue N for cleanup and revitalization.
- Old Property Acquisition: Explore legal and financial pathways for the city to purchase and renovate aging properties.

