

## **NOTICE OF COMPREHENSIVE PLAN ADVISORY COMMITTEE MEETING**

**NOTICE IS HEREBY GIVEN THAT THE COMPREHENSIVE PLAN ADVISORY COMMITTEE OF THE CITY OF ROSENBERG, FORT BEND COUNTY, TEXAS, WILL MEET IN REGULAR SESSION. THE MEETING WILL BE OPEN TO THE PUBLIC AND A QUORUM OF THE COMPREHENSIVE PLAN ADVISORY COMMITTEE WILL BE PHYSICALLY PRESENT AT ROSENBERG CIVIC CENTER AS FOLLOWS:**

**DATE:** Tuesday, February 10, 2026

**TIME:** 6:00 p.m.

**PLACE:** Rosenberg Civic Center  
Multi-Media Room  
3825 Highway 36 S  
Rosenberg, Texas 77471

**PURPOSE:** Comprehensive Plan Advisory Committee Meeting, agenda as follows:

Call to order: Rosenberg Civic Center, Multi-Media Room

### **GENERAL COMMENTS FROM THE AUDIENCE.**

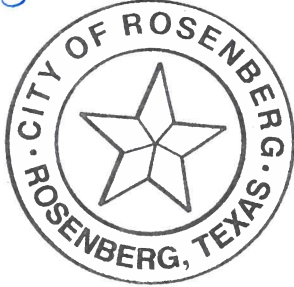
Citizens who desire to address the Comprehensive Plan Advisory Committee with comments of a general nature, as it relates to the City of Rosenberg, will be heard at this time. Speakers may speak on up to three (3) specific agenda items, or a maximum of once during General Comments and up to two (2) additional specific agenda items. Each speaker is limited to three (3) minutes, except that a speaker who addresses the Committee through a translator is limited to six (6) minutes, regardless of the number of agenda items to be addressed. It is our policy to have all speakers identify themselves by providing their name and residential address when making comments.

### **AGENDA**

1. Consideration of and action on the minutes of the Comprehensive Plan Advisory Committee meeting on October 27, 2025. (Jordan Murray, Planning Administrative Coordinator)
2. Hear a presentation on the Comprehensive Plan Update project by a guest speaker. (Ardurra Group, Inc., Consultant)
3. Review and discuss the status update on the Comprehensive Plan. (Ardurra Group, Inc., Consultant)
4. Review and discuss the Comprehensive Plan's fiscal impact related to land use, density, and development types; and sustainability standards. (Ardurra Group, Inc., Consultant)
5. Review and discuss the Comprehensive Plan's Goals and Strategies for specific areas, including Land Use and Character; Housing & Neighborhoods; Urban Character; Mobility & Transportation; Infrastructure & Drainage; Resiliency & Sustainability; Parks, Trails, Open Space & Cultural Facilities; Economic Development. (Ardurra Group, Inc., Consultant)
6. Adjournment.

DATED AND POSTED this the 4th day of February 2026, at 5:40 p. m.,

by Danyel Swint.



Joyce Vasut  
Approved for Posting:  
Joyce Vasut, City Manager

Danyel Swint  
Attest:  
Danyel Swint, TRMC, City Secretary

**There may be a quorum of City Council members attending the meeting. A quorum of Committee members will be physically present at the location; however, one or more committee members may be present via videoconference, pursuant to Texas Government Code section 551.127. The member or members participating by videoconference will be broadcast live at the meeting complying with the requirement of the Texas Government Code. Reasonable accommodation for the disabled attending this meeting will be available; persons with disabilities in need of special assistance at the meeting should contact the City Secretary at (832) 595-3340.**

**AFFIDAVIT OF POSTING**

I, the undersigned, City Secretary of the City of Rosenberg, do hereby certify that a copy of the February 10, 2026 Comprehensive Plan Advisory Committee Meeting Agenda was posted at City Hall and on the City's website, [www.rosenbergtx.gov](http://www.rosenbergtx.gov), in compliance with Chapter 551 of the Texas Government Code.

Date Posted: 2-4-2026  
Time Posted: 5:40 pm

Danyel Swint  
Danyel Swint, TRMC, City Secretary

## **Comprehensive Plan Advisory Committee Meeting**

**Meeting Date:** 02/10/2026

**Item Title:** General Comments from the Audience

---

### **ITEM/MOTION**

#### **GENERAL COMMENTS FROM THE AUDIENCE.**

Citizens who desire to address the Comprehensive Plan Advisory Committee with comments of a general nature, as it relates to the City of Rosenberg, will be heard at this time. Speakers may speak on up to three (3) specific agenda items, or a maximum of once during General Comments and up to two (2) additional specific agenda items. Each speaker is limited to three (3) minutes, except that a speaker who addresses the Committee through a translator is limited to six (6) minutes, regardless of the number of agenda items to be addressed. It is our policy to have all speakers identify themselves by providing their name and residential address when making comments.

---

**Comprehensive Plan Advisory Committee Meeting**

1.

**Meeting Date:** 02/10/2026

**Item Title:** Minutes

---

**ITEM/MOTION**

Consideration of and action on the minutes of the Comprehensive Plan Advisory Committee meeting on October 27, 2025. (Jordan Murray, Planning Administrative Coordinator)

---

**Attachments**

Comprehensive Plan Advisory Committee Draft Meeting Minutes - 10-27-2025

# DRAFT

## CITY OF ROSENBERG COMPREHENSIVE PLAN ADVISORY COMMITTEE MEETING MINUTES

On this the 27th day of October 2025, the City Council of the City of Rosenberg, Fort Bend County, Texas, met in a Regular Meeting, open to the public in the Rosenberg City Civic Center Multi-Media Room, located at 3825 Highway 36 S, Rosenberg, Texas.

Present: Darren McCarthy, Member  
Anthony Sulak, Member  
Marionette Richardson-Scott, Member  
Cassandra Cantner, Member  
John Dorman, Member  
Dr. Jon Maxwell, Member  
Ralph Villareal, Member  
Llarance Turner, Member  
Hayden Roberson, Member  
Kim Olsen, Member

Absent: Dwayne Grigar, Member  
Stacy Slawniski, Member  
Krisin Weiss, Member  
Cynthia Barratt, Member  
Dennis Deluca, Member  
Jennifer Raymond, Member  
Robert Duran, Member  
Bryan Bowling, Member

Staff Present: Joyce Vasut, City Manager  
Rigo Calzoncin, Assistant City Manager  
Charles Kalkomey, City Engineer  
Mohamed Bireima, Director of Planning  
Jordan Murray, Planning Administrative Coordinator  
Chima Onyia, Planner  
Renee LeLaurin, Senior Administrative Specialist - Economic Development

Attendees: Lata Krishnarao, Ardurra  
David Daughtry, Kimley-Horn  
Krishna Radhadkrishnan, Ardurra  
Iman Rahim, Kimley-Horn  
Ty Jacobsen, CDS  
Adam Eaton, Ardurra

### **Call to order: Rosenberg Civic Center, Multi-Media Room**

Mohamed Bireima called the meeting to order at 6:40 p.m.

**GENERAL COMMENTS FROM THE AUDIENCE.**

Citizens who desire to address the Comprehensive Plan Advisory Committee with comments of a general nature, as it relates to the City of Rosenberg, will be heard at this time. Speakers may speak on up to three (3) specific agenda items, or a maximum of once during General Comments and up to two (2) additional specific agenda items. Each speaker is limited to three (3) minutes, except that a speaker who addresses the Committee through a translator is limited to six (6) minutes, regardless of the number of agenda items to be addressed. It is our policy to have all speakers identify themselves by providing their name and residential address when making comments.

**AGENDA**

- 1. **Consideration of and action on the election of a Chairperson and Vice Chairperson for the City of Rosenberg Comprehensive Plan Advisory Committee. (Mohamed Bireima, Director of Planning)**

**EXECUTIVE SUMMARY**

This item has been included to allow the Comprehensive Plan Advisory Committee members to select a Chairperson and Vice Chairperson.

**Duties:**

- Chairperson - the Chairperson will conduct the meetings and maintain order through the meetings.
- Vice Chairperson - the Vice Chairperson will perform the duties listed above for the Chairperson in his or her absence.

Staff recommends that the Committee members nominate and vote to select these officers for the Comprehensive Plan Advisory Committee.

**ACTION**

Motion by Member Llarance Turner, seconded by Member Anthony Sulak to elect Marionette Richardson-Scott as Chairperson and Cassandra Cantner as Vice Chairperson.

**Vote:** 10 - 0 Carried - Unanimously

- 2. **Consideration of and action on the minutes of the Joint Planning Commission and Comprehensive Plan Advisory Committee meeting on July 16, 2025. (Jordan Murray, Planning Administrative Coordinator)**

**ACTION**

Motion by Member Llarance Turner, seconded by Member Anthony Sulak to approve the Planning Commission and Comprehensive Plan Advisory Committee Joint Meeting Minutes.

**Vote:** 10 - 0 Carried - Unanimously

- 3. **Hear a presentation on the Comprehensive Plan Update project by a guest speaker. (Ardurra Group, Inc., Consultant)**

**KEY DISCUSSION:**

- The presenter was unable to make it to the meeting.
- No discussion was had.

- 4. **Review and discuss the status update on the Comprehensive Plan, community input, and preliminary findings on existing conditions in the City. (Ardurra Group, Inc., Consultant)**

**KEY DISCUSSION:**

- David Daughtry presented a SWOT analysis for U.S. Highway 59/Interstate 69, U.S. Highway 90A, FM 1640, and State Highway 36, as well as the Downtown District.
- Iman Rahim discussed the outdated 2015 Mobility and Thoroughfare Plans that the City has adopted. She also highlighted gaps in sidewalks, public transit, and bike paths.
- Adam Eaton spoke about infrastructure needs for the City. He stated that Rosenberg uses a mix of groundwater and surface water.
- Adam Eaton stated that aging infrastructure should be replaced with high-quality systems and reclaimed water offers forward-thinking sustainability. He stated that Hazard Mitigation and Habitat Conservation Plans should be used to guide future development.
- Ty Jacobsen stated that Fort Bend County and Rosenberg are both experiencing rapid growth, which should inform planning for land use and services.
- No further discussion was had.

5. **Review and discuss the Comprehensive Plan visioning and character areas, and take action as necessary to direct staff. (Ardurra Group, Inc., Consultant)**

**KEY DISCUSSION:**

- The CPAC committee made a recommendation for a vision statement to City Council for the Comprehensive Plan.
- The CPAC committee split into groups and worked on creating visioning and character areas, focusing on sustainability, infrastructure, mobility, economic development, and quality of life.
- No further discussion was had.

6. **Adjournment.**

**ACTION**

Motion by Member Llarance Turner, seconded by Member Anthony Sulak to adjourn the meeting at 8:25 p.m.

**Vote:** 10 - 0 Carried - Unanimously

---

Jordan Murray, Planning Administrative Coordinator

DRAFT

**Comprehensive Plan Advisory Committee Meeting**

**2.**

**Meeting Date:** 02/10/2026

**Item Title:** Presentation from Guest Speaker

---

**ITEM/MOTION**

Hear a presentation on the Comprehensive Plan Update project by a guest speaker. (Ardurra Group, Inc., Consultant)

---

**Comprehensive Plan Advisory Committee Meeting**

**3.**

**Meeting Date:** 02/10/2026

**Item Title:** Comprehensive Plan Status Update

---

**ITEM/MOTION**

Review and discuss the status update on the Comprehensive Plan. (Ardurra Group, Inc., Consultant)

---

**Comprehensive Plan Advisory Committee Meeting**

**4.**

**Meeting Date:** 02/10/2026

**Item Title:** Comprehensive Plan Considerations

---

**ITEM/MOTION**

Review and discuss the Comprehensive Plan's fiscal impact related to land use, density, and development types; and sustainability standards. (Ardurra Group, Inc., Consultant)

---

**Comprehensive Plan Advisory Committee Meeting**

**5.**

**Meeting Date:** 02/10/2026

**Item Title:** Work Session

---

**ITEM/MOTION**

Review and discuss the Comprehensive Plan's Goals and Strategies for specific areas, including Land Use and Character; Housing & Neighborhoods; Urban Character; Mobility & Transportation; Infrastructure & Drainage; Resiliency & Sustainability; Parks, Trails, Open Space & Cultural Facilities; Economic Development. (Ardurra Group, Inc., Consultant)

---

**Attachments**

Comprehensive Plan Advisory Committee Meeting #4 - Work Section Exercises

Rosenberg Draft Market Study Data Analysis



# CPAC Meeting 4 – February 10, 2026

## Work Session

The purpose of this work session is to review, discuss, and seek input on the following drafts. These were derived from the various community engagement activities, including guidance from the City Council and CPAC.

Exercise #1 - Draft Vision and Guiding Principles

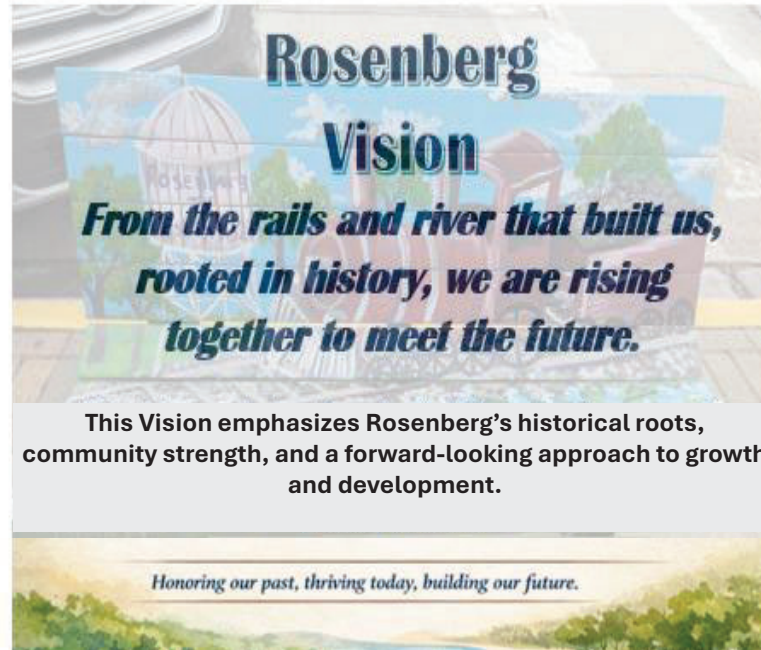
Exercise #2 - Draft Character Area Map

Exercise #3 - Draft Goals, Objectives, and Strategies for specific areas - Land Use and Character; Housing & Neighborhoods; Urban Character; Mobility & Transportation; Infrastructure & Drainage; Resiliency & Sustainability; Parks, Trails, Open Space & Cultural Facilities; Economic Development

These drafts are being shared in advance of the CPAC Meeting 4 on February 10, 2026, to provide the CPAC with an opportunity to review them and share their feedback prior to the meeting. There will be an opportunity to discuss CPAC's comments during the CPAC Meeting 4 worksession.

The strategies for specific areas start from Chapter 5 of the report as follows:

- Chapter 5 Land Use and Character
- Chapter 6 Housing & Neighborhoods
- Chapter 7 Urban Character
- Chapter 8 Mobility & Transportation
- Chapter 9 Infrastructure & Drainage
- Chapter 10 Resiliency & Sustainability
- Chapter 11 Parks, Trails, Open Space & Cultural Facilities
- Chapter 12 Economic Development



*This Vision Statement was derived from the CPAC 3 exercise.*

*Guiding Principles were compiled from ALL community engagement activities.*

*Please write any comments or modifications that you may have.*

## Guiding Principles

These are 6 major themes that emerged from the community engagement process. Each Guiding Principle aligns with this vision, connecting past, present, and future.



Foster Economic Vitality and Diversification



Provide Quality Infrastructure and Multi-Modal Mobility



Enrich Community Character and Sense of Place



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth



Goal LU-1

Direct Growth to Appropriate Locations

Intent: Guide growth to areas with existing or planned infrastructure, discourage leapfrog development, and use land efficiently.

Objectives

- LU-1.1 Promote infill, redevelopment, and compact growth within city limits
- LU-1.2 Align land use decisions with infrastructure, drainage, and utility capacity
- LU-1.3 Manage growth in the ETJ to protect long-term city interests

Strategies

- Prepare a Future Land Use Plan.
- Prioritize infill and redevelopment of underutilized commercial centers, vacant parcels, and aging corridors before extending infrastructure outward.
- Coordinate future land use decisions with water, wastewater, drainage, and transportation capacity.
- Use development agreements in the ETJ to guide land use, infrastructure standards, and annexation timing.
- Discourage isolated, low-density development that strains city services and increases long-term maintenance costs.

INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Goal LU-2

Provide Predictability Without Zoning

Intent: Use the Comprehensive Plan and development agreements to create clarity, predictability, and confidence for residents, developers, and decision-makers.

Objectives

- LU-2.1 Establish a clear future land use framework
- LU-2.2 Improve consistency in development outcomes
- LU-2.3 Reduce uncertainty for infrastructure and service planning

Strategies

- Use the Future Land Use Map and Character Districts as the primary policy tool for evaluating plats, and development proposals.
- Apply corridor-specific land use expectations (e.g., Hwy 36 (First Street), I-69, Avenue H/I, FM 2218 corridors).
- Rely on development agreements to define land use mix, density, infrastructure timing, and quality standards.
- Encourage early coordination between applicants, staff, and elected officials to align proposals with the plan's intent.

INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.





## 5. Land Use and Character

# Exercise # 3 Goals, Objectives, & Strategies

### Goal LU-3

#### Promote High-Quality, Context-Sensitive Development

##### Intent:

Ensure new development enhances Rosenberg's character and avoids generic, auto-oriented, or incompatible patterns.

##### Objectives

- LU-3.1 Reinforce Rosenberg's small-town character and identity
- LU-3.2 Improve transitions between land uses
- LU-3.3 Reduce visual blight and incompatible uses

##### Strategies

- Establish character- and corridor-based land use expectations, including transitions between residential, commercial, and industrial areas.
- Discourage cookie-cutter development patterns, excessive strip retail, and oversaturation of auto-oriented uses (e.g., tire shops, used car lots).
- Require buffers, landscaping, screening, and setbacks where industrial or commercial uses abut residential areas.
- Encourage mixed-use and pedestrian-oriented development in downtown, activity centers, and along key corridors.

#### INSTRUCTIONS

*Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.*

*Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.*



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal LU-4

#### Support a Balanced Mix of Uses

##### Intent:

Create a land use pattern that supports daily needs, reduces travel distances, and strengthens economic resilience.

##### Objectives

- LU-4.1 Provide land for housing, employment, services, and recreation
- LU-4.2 Support neighborhood-serving commercial uses
- LU-4.3 Avoid over-concentration of any single land use type

##### Strategies

- Encourage mixed-use centers that integrate housing, retail, services, and entertainment.
- Ensure new residential areas include or are near schools, parks, neighborhood retail, and community facilities.
- Promote local and unique businesses rather than repetitive chain or low-value uses.
- Balance industrial growth with compatible commercial and employment uses to protect quality of life and fiscal stability.

#### INSTRUCTIONS

*Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.*

*Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.*



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal LU-5

#### Use Land More Efficiently and Responsibly

Intent:

Maximize the value of remaining developable land while minimizing long-term public costs.

#### Objectives

- LU-5.1 Reduce land consumed by surface parking and inefficient layouts
- LU-5.2 Encourage redevelopment over greenfield consumption
- LU-5.3 Integrate drainage and open space into land use planning

#### Strategies

- Encourage shared parking, structured parking, and parking behind buildings in key areas.
- Integrate regional drainage, detention, and green infrastructure into early land use planning—not as afterthoughts.
- Treat detention ponds as community amenities where feasible, with landscaping, trails, and maintenance standards.
- Preserve environmentally sensitive and flood-prone land as open space or low-intensity uses.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal LU-6

#### Plan for Long-Term Growth and Market Reality

Intent:

Ensure land use policies reflect demographic trends, market demand, and long-term fiscal sustainability.

#### Objectives

- LU-6.1 Align land use policies with realistic market demand
- LU-6.2 Retain development within the City rather than pushing it to the ETJ
- LU-6.3 Support development that attracts amenities, jobs, and services

#### Strategies

- Allow greater flexibility in development form and density where supported by infrastructure and design standards.
- Support a mix of lot sizes and housing types to retain residents and attract retail, schools, and services in appropriate areas.
- Use land use planning to attract grocery stores, restaurants, entertainment, and employment centers.
- Coordinate land use decisions with school planning, major transportation projects, and regional infrastructure investments.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal HN-1

#### Expand Housing Choice While Maintaining Quality

##### Intent:

Respond to rising costs and changing household needs by providing a wider range of housing options without sacrificing neighborhood quality.

##### Objectives

- HN-1.1 Increase housing diversity to meet market demand
- HN-1.2 Improve affordability and attainability
- HN-1.3 Retain residents across income levels and life stages

##### Strategies

- Allow 50-foot lots with enhanced design standards (single garage door, façade limits, streetscape requirements) to align with market realities and affordability.
- Support a mix of housing types, including small-lot single-family homes, townhomes, cottage clusters, duplexes, ADUs on large lots, senior housing, and mixed-use residential in appropriate areas.
- Encourage workforce housing for teachers, first responders, service workers, and young families.
- Locate higher-density housing near retail centers, schools, parks, and activity hubs to support services and reduce travel demand.

#### INSTRUCTIONS

*Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.*

*Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.*



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal HN-2

#### Protect and Reinvest in Established Neighborhoods

##### Intent:

Preserve Rosenberg's older neighborhoods while addressing aging infrastructure, maintenance, and safety concerns.

##### Objectives

- HN-2.1 Maintain neighborhood character and stability
- HN-2.2 Encourage reinvestment and rehabilitation
- HN-2.3 Improve safety, appearance, and livability

##### Strategies

- Promote context-sensitive infill that respects existing lot patterns, setbacks, and neighborhood scale.
- Target infrastructure upgrades (drainage, lighting, sidewalks where feasible) in older neighborhoods.
- Strengthen code enforcement for vacant buildings, property maintenance, illegal parking, and overcrowded garages.
- Support HOA and neighborhood-led standards for property upkeep and security.

#### INSTRUCTIONS

*Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.*

*Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.*



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal HN-3

Ensure Compatibility Between Housing Types

Intent:

Avoid conflicts between different residential forms and protect lower-density neighborhoods from incompatible development.

Objectives

- HN-3.1 Improve transitions between housing types
- HN-3.2 Address concerns related to multifamily quality and concentration
- HN-3.3 Reduce long-term neighborhood deterioration

Strategies

- Require buffers, step-downs, landscaping, and screening where higher-density housing abuts single-family neighborhoods.
- Discourage over-concentration of large multifamily developments and create without adequate design, amenities, and management standards.
- Use gross-acreage density approaches rather than rigid lot minimums to allow flexibility while managing impacts.
- Encourage mixed-income and mixed-form developments rather than single-product housing patterns.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal HN-4

Align Housing with Infrastructure, Schools & Services

Intent:

Ensure residential growth occurs where infrastructure, drainage, and community services can support it.

Objectives

- HN-4.1 Coordinate housing growth with infrastructure capacity
- HN-4.2 Reduce long-term fiscal and maintenance burdens
- HN-4.3 Support efficient service delivery

Strategies

- Direct new housing to areas with existing or planned water, sewer, drainage, and roadway capacity.
- Coordinate housing development with school district planning, parks, emergency services, and transit availability.
- Discourage leapfrog residential development that strains utilities and increases City costs.
- Use development agreements and utility coordination to align density, timing, and infrastructure delivery.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal HN-5

Create Complete, Connected Neighborhoods

Intent:

Design neighborhoods that support daily needs, social interaction, safety, and healthy lifestyles.

Objectives

- HN-5.1 Improve neighborhood connectivity
- HN-5.2 Increase access to parks, trails, and amenities
- HN-5.3 Enhance walkability and safety

Strategies

- Expand sidewalks, trails, and bicycle connections between neighborhoods, schools, parks, and retail areas.
- Encourage developers to provide parks, open space, and recreational amenities within new neighborhoods.
- Promote street networks with multiple access points to improve circulation and emergency access.
- Incorporate lighting, shade, and traffic-calming features to support seniors, children, and pedestrians.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal HN-6

Plan for Long-Term Neighborhood Resilience

Intent:

Strengthen neighborhoods to withstand economic, environmental, and demographic change.

Objectives

- HN-6.1 Reduce vulnerability to flooding and extreme weather
- HN-6.2 Support long-term neighborhood stability
- HN-6.3 Improve overall quality of life

Strategies

- Integrate flood-resilient design, drainage planning, and reduced impervious cover into residential development.
- Encourage drought- and freeze-tolerant landscaping, light-colored roofs, and resilient building materials.
- Preserve and expand green buffers and open space within and between neighborhoods.
- Support neighborhood-scale amenities and programs that foster community identity and pride.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal UC-1

#### Preserve and Reinforce Rosenberg's Identity

##### Intent:

Protect and strengthen Rosenberg's small-town feel, historic roots, and unique cultural identity while accommodating growth and reinvestment.

##### Objectives

- UC-1.1 Celebrate Rosenberg's historic, cultural, and railroad-related character.
- UC-1.2 Avoid generic, auto-oriented, development patterns.
- UC-1.3 Reinforce a cohesive community image across neighborhoods, corridors, and districts.

##### Strategies

- Emphasize context-sensitive development that reflects Rosenberg's history, scale, and architectural patterns.
- Incorporate railroad heritage, historic references, public art, and placemaking elements into public and private development.
- Encourage redevelopment that enhances downtown, gateways, and legacy corridors rather than eroding their character.
- Use the Comprehensive Plan as the primary policy guide for character decisions in the absence of zoning.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal UC-2

#### Strengthen Gateways, Corridors & Key Places

##### Intent:

Ensure that major corridors and entry points create a positive first impression, reinforce community history and pride, and function safely for all users.

##### Recommended Gateways

- FM 723 @ Brazos River (Downtown)
- US 90 & HWY 36 Bypass (Spur 10)
- I-69 & HWY 36 Bypass
- Avenue I & Reading Road (Northeast Gateway)
- I-69 & SH 36 (1st Street)
- I 69 & Reading Road
- I 69 & FM 2218

##### Recommended Corridors

- I-69 (former US 59)
- US 90 (Avenue H Westbound and Avenue I Eastbound)
- SH 36 (1st Street)

##### Objectives

- UC-2.1 Improve the appearance and identity of major corridors.
- UC-2.2 Establish clear visual gateways into the City
- UC-2.3 Enhance corridor safety, landscaping, and overall design quality

##### Strategies

- Install gateway monumentation, entry signage, lighting, landscaping, and public art at city limits, major intersections, and railroad crossings, prioritizing SH 36, US 59/I-69, and Avenue H/I.
- Implement coordinated wayfinding signage to guide visitors and reinforce city branding.
- Establish a special corridor or redevelopment district and apply corridor-specific development and streetscape expectations along major routes.
- Introduce cost-efficient, native landscaping and street trees to soften corridors and screen unsightly views.
- Coordinate with TxDOT to integrate access management, landscaping, and streetscape improvements.
- Discourage excessive curb cuts, visual clutter, barbed wire fencing, and poorly designed signage.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal UC-3

#### Promote High-Quality, Predictable Development

##### Intent:

Raise overall development quality and provide clarity and consistency for residents, developers, and decision-makers.

##### Objectives

- UC-3.1 Improve building, site, and streetscape design
- UC-3.2 Increase predictability in development outcomes
- UC-3.3 Reduce visual blight and long-term maintenance issues

##### Strategies

- Establish baseline development standards addressing building orientation, façade articulation, materials, and site layout.
- Require landscaping, screening, and buffering for parking, dumpsters, loading areas, utilities, and outdoor storage.
- Encourage buildings to front streets and public spaces, with parking located behind or to the side where feasible.
- Use development agreements to ensure quality and consistency for large or high-impact projects.
- Strengthen code enforcement, especially for vacant buildings.
- Implement aesthetics requirements for boarded and painted windows to address blight.

#### INSTRUCTIONS

*Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.*

*Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.*



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal UC-4

#### Ensure Compatibility Between Uses

##### Intent:

Minimize conflicts between residential, commercial, and industrial development while allowing appropriate flexibility and reinvestment.

##### Objectives

- UC-4.1 Improve transitions between land uses
- UC-4.2 Protect neighborhoods from incompatible development
- UC-4.3 Reduce nuisance impacts such as noise, lighting, traffic, and visual impacts.

##### Strategies

- Require step-downs, buffers, landscaping, and screening where higher-intensity uses abut residential areas.
- Discourage industrial or heavy commercial uses from directly fronting neighborhoods without adequate transitions.
- Apply performance-based standards (lighting, noise, hours of operation) rather than one-size-fits-all rules.
- Encourage mixed-use and employment centers to include internal transitions and pedestrian-oriented design.

#### INSTRUCTIONS

*Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.*

*Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.*



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal UC-5

#### Improve Maintenance, Appearance & Code Compliance

##### Intent:

Address community concerns related to blight, vacant properties, and inconsistent property maintenance to support reinvestment and long-term community pride.

##### Objectives

- UC-5.1 Improve the appearance of existing development
- UC-5.2 Reduce visual deterioration over time
- UC-5.3 Support reinvestment and long-term upkeep

##### Strategies

- Strengthen code enforcement related to vacant buildings, signage, fencing, outdoor storage, and property maintenance.
- Encourage redevelopment and reuse of vacant, underutilized, or deteriorating properties.
- Require long-term maintenance plans for landscaping, drainage features, and shared amenities.
- Coordinate enforcement and reinvestment efforts in priority corridors and districts.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal UC-6

#### Use Development Standards to Support Walkability & Placemaking

##### Intent:

Create human-scaled, attractive environments that support walking, biking, gathering, and everyday community life.

##### Objectives

- UC-6.1 Improve pedestrian and bicycle safety and connectivity.
- UC-6.2 Enhance placemaking and public life in corridors and districts.
- UC-6.3 Increase comfort, accessibility, and usability for all ages and abilities.

##### Strategies

- Construct continuous sidewalks along SH 36, Avenue H, Avenue I, and other priority corridors.
- Narrow travel lanes where feasible and convert center turn lanes into landscaped medians.
- Reduce curb cuts and consolidate driveways to improve walkability and safety.
- Add enhanced crosswalks using special paving, markings, and improved signage.
- Create dedicated bike and pedestrian safety zones along FM 1640 (Avenue I).
- Require sidewalks, street trees, lighting, and shade in new development and redevelopment.
- Encourage active ground-floor uses, transparent façades, outdoor seating, and public art in key areas.
- Integrate stormwater features, landscaping, and open space as visible community amenities.
- Align development standards with parks, trails, and mobility investments.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### GOAL UC-7:

#### Preserve and Activate the Historic Downtown District

##### Intent:

Protect and reinforce downtown's physical form, urban character, and historic identity while enhancing accessibility, activation, and long-term vitality as a community anchor, destination, and driver of civic pride and economic vitality.

##### Objectives

- UC-7.1 Expand pedestrian space and invest in streetscape improvements, prioritizing pedestrians and cyclists.
- UC-7.2 Strengthen downtown identity and public realm quality.
- UC-7.3 Support downtown reinvestment and expansion.

##### Strategies

- Create bulb-outs at intersections and mid-block locations to expand pedestrian zones, calm traffic, and improve safety.
- Use special paving to distinguish pedestrian areas and unify crosswalks.
- Install district entry portals, coordinated signage, branded street lighting, and festoon lighting.
- Enhance alleys with lighting, special paving, landscaping, and public art.
- Improve ADA accessibility and address drainage, grading, and utility issues.
- Expand sidewalks beyond the core downtown to support long-term growth.
- Define railroad crossings with sidewalks and landscape screening outside the rail easement.
- Encourage adaptive reuse of historic buildings.
- Activate public spaces with programming, art installations, and events.
- Support small businesses and promote economic diversity.
- Promote housing and transit connectivity to ensure accessibility and inclusivity.
- Provide targeted incentives to encourage private investment and redevelopment in the downtown district.

### INSTRUCTIONS

*Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.*

*Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.*



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal MT-1

Create a Safe, Multimodal Transportation System

Intent:

Provide safe and convenient mobility options for all users—drivers, pedestrians, bicyclists, seniors, youth, and people with disabilities.

Objectives

- MT-1.1 Improve safety for all modes of travel
- MT-1.2 Reduce conflicts between vehicles, pedestrians, and bicycles
- MT-1.3 Support mobility for seniors and vulnerable populations

Strategies

- Prepare a City-wide Mobility Plan that addresses the current needs of the City and aligns with Fort Bend County Thoroughfare Plan, Fort Bend County Hazard Mitigation Plan, City of Rosenberg Comprehensive Safety Action Plan and H-GAC 2045 Active Transportation Plan.
- Prioritize sidewalks, crosswalks, lighting, and traffic-calming measures in high-need areas.
- Improve safety at railroad crossings, major intersections, and high-speed corridors (e.g., Hwy 36, 90A).
- Incorporate Complete Streets principles into roadway planning and reconstruction.
- Focus on pedestrian safety near schools, parks, downtown, and senior destinations.
- Require sidewalks on both sides of the roadway, regardless of functional class or presence of existing sidewalk.
- Coordinate with H-GAC to conduct a Safe Routes to School (SRTS) study at schools with a high population of students walking, such as Lamar Consolidated High School.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal MT-2

Improve Connectivity and Reduce Barriers

Intent:

Overcome physical and functional barriers that divide neighborhoods and limit access to destinations.

Objectives

- MT-2.1 Improve east-west and north-south connectivity
- MT-2.2 Reduce barriers created by highways, railroads, and creeks
- MT-2.3 Provide multiple route options for local trips

Strategies

- Identify and address gaps in the sidewalk and trail network, particularly where neighborhoods are divided by infrastructure.
- Improve safe crossings of Hwy 36, 90A, rail corridors, and waterways.
- Encourage street networks that provide multiple access points rather than isolated cul-de-sacs.
- Coordinate connectivity improvements with land use and redevelopment projects.
- Continue maintaining local residential streets with lower AADT to preserve neighborhood livability and safety.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal MT-3

#### Expand Walking, Bicycling & Trail Opportunities

##### Intent:

Support healthier lifestyles and reduce auto dependence through expanded active transportation options.

##### Objectives

- MT-3.1 Increase walkability and bikeability citywide
- MT-3.2 Connect neighborhoods to parks, schools, and activity centers
- MT-3.3 Enhance recreational and commuter trail access

##### Strategies

- Implement a connected sidewalk, shared-use path, and trail network linking neighborhoods, downtown, parks, and schools.
- Prioritize Safe Routes to School improvements where students walk or bike.
- Coordinate trails with parks, drainage corridors, and open space where feasible.
- Require sidewalks and internal pedestrian connections in new development and redevelopment.
- Consider Hike and Bike Trail along the Brazos River (LC3).
- Consider Bicycle Trail (Cycle Track) Connecting Richmond and Rosenberg along 90A (LC4).
- Encourage walkable design (a complete street) along the primary arterials (SH 36 and US 90A). These roadways are the most dense and economically-productive roadways.
- Prioritize downtown including street furniture, lighting and brick pavers/crosswalks (LC2).

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal MT-4

#### Support Transit, Micro-Transit & Alternative Mobility

##### Intent:

Provide transportation options for residents who do not drive or need alternatives to personal vehicles.

##### Objectives

- MT-4.1 Improve access to transit services
- MT-4.2 Support seniors, medical trips, and essential travel
- MT-4.3 Explore flexible and innovative mobility options

##### Strategies

- Partner with Fort Bend Transit to expand demand-response, Park & Ride, and medical trip services.
- Explore micro-transit, on-demand, and shared mobility options to supplement fixed services.
- Improve bus stops, shelters, and pedestrian access to transit facilities.
- Coordinate transit planning with major employment centers and regional connections.
- Consider park and ride near Brazos Town Center along IH-69.
- Create Potential Transit Hub in Downtown (LC16).
- Implement Demand Response Transit service along US 90A (LC17).
- Implement local transit circulator service connecting major destinations (LC18).

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal MT-5

Improve Corridor Function, Design & Access Management

Intent:  
Balance mobility, safety, and development access along major corridors.

Objectives

- MT-5.1 Improve traffic flow and safety on key corridors.
- MT-5.2 Reduce congestion and turning conflicts
- MT-5.3 Support redevelopment and corridor revitalization
- MT-5.4 Preserve the intended function of Principal Thoroughfares, Major Thoroughfares, and Collectors identified in the Fort Bend Major Thoroughfare Plan

Strategies

- Regularly coordinate with Fort Bend County and TxDOT to ensure local roadway improvements align with the Major Thoroughfare Plan.
- Coordinate with TxDOT on land use, access management, signal timing, medians, and intersection improvements, thoroughfares such as SH 36, US 90A, and FM 1640 to protect capacity and mobility.
- Reduce excessive driveway cuts and encourage shared access and cross-access.
- Integrate streetscape, landscaping, and pedestrian features into corridor improvements.
- Align corridor transportation improvements with land use and development standards.
- Prioritize improvements on collector and major thoroughfare routes that provide access to IH 69 and principal corridors.
- Access management and left turn lane extensions along major roadways such as SH 36, US 90A and FM 1640 (LC#6)
- Consistently require access management improvements, and improvements determined by TIA.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Goal MT-6

Plan Transportation Investments with Growth & Infrastructure

Intent:  
Ensure transportation improvements support land use goals, infrastructure capacity, and fiscal sustainability.

Objectives

- MT-6.1 Align mobility investments with future land use
- MT-6.2 Coordinate transportation with drainage and utilities
- MT-6.3 Maximize return on public investment

Strategies

- Coordinate transportation planning with land use, housing, parks, and infrastructure decisions.
- Prioritize projects that serve multiple goals (safety, access, redevelopment, resilience).
- Use the Comprehensive Plan to guide capital improvement programming and grant pursuits.
- Focus on improvements that reduce long-term maintenance costs and improve system efficiency.
- Use AADT data to guide roadway capacity, operational, and maintenance decisions. Focus capacity and operational improvements on corridors with AADT between 5,000 and 10,000 vpd, including Avenue H, Avenue I, and FM 2218.
- Balance investments between high-volume corridors and neighborhood streets..
- Conduct a corridor study along Avenue H (US 90A) and Avenue I (FM 1640) to evaluate complete street improvements. Consider the improvements proposed by the 2015 Livable Centers study.
- Conduct a corridor study along 1st Street (SH 36) between Avenue H (US 90A) and IH 69 to evaluate appropriate cross-section and consider pedestrian access.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



### Goal ID-1

#### Align Growth with Infrastructure Capacity

##### Intent:

Ensure future growth is supported by adequate water, wastewater, and drainage infrastructure to protect public health, safety, and fiscal sustainability.

##### Objectives

- ID-1.1 Coordinate land use decisions with infrastructure capacity
- ID-1.2 Avoid premature or leapfrog development
- ID-1.3 Protect long-term service reliability

##### Strategies

- Update Water and Wastewater Master Plan, and Drainage Master Plan to address sustainability and future growth. Coordinate future land use, development density, and timing with water, wastewater, and drainage system capacity.
- Direct growth to areas with existing or planned infrastructure before extending utilities outward.
- Use development agreements and utility extension policies to align development timing with infrastructure availability.
- Evaluate major development proposals for system-wide capacity impacts, not just site-level adequacy.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal ID-2

#### Maintain and Modernize Aging Infrastructure

##### Intent:

Preserve system reliability and reduce long-term costs through proactive maintenance, replacement, and modernization.

##### Objectives

- ID-2.1 Reduce infrastructure failures and service disruptions
- ID-2.2 Address aging pipes, lift stations, and facilities
- ID-2.3 Plan for lifecycle replacement costs

##### Strategies

- Continue and expand systematic water and wastewater line replacement programs, targeting aging materials and high-risk areas.
- Maintain a minimum 2% annual replacement rate for water, wastewater, and drainage infrastructure, adjusted for growth.
- Incorporate facility replacement and modernization into long-range Capital Improvement Plans (CIP).
- Use condition assessments and performance data to prioritize investments.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal ID-3

#### Improve Flood Protection and Drainage Performance

##### Intent:

Reduce flood risk to people, property, and critical infrastructure through coordinated drainage planning and investment.

##### Objectives

- ID-3.1 Reduce flooding impacts in vulnerable areas
- ID-3.2 Improve system performance during major storm events
- ID-3.3 Protect public and private investment

##### Strategies

- Implement recommendations from the Master Drainage Plan, including channel improvements, detention, and conveyance upgrades.
- Prioritize drainage projects based on flood risk, resident complaints, and post-storm assessments.
- Require new development to mitigate runoff impacts and not worsen downstream flooding.
- Inspect and enforce maintenance of privately owned detention facilities to ensure continued functionality.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal ID-4

#### Integrate Resilience and Regulatory Compliance

##### Intent:

Ensure infrastructure systems meet regulatory requirements while improving resilience to extreme weather and changing conditions.

##### Objectives

- ID-4.1 Maintain compliance with TCEQ and FEMA requirements
- ID-4.2 Improve emergency preparedness and system redundancy
- ID-4.3 Reduce vulnerability to extreme events

##### Strategies

- Maintain compliance with TCEQ water and wastewater capacity, storage, and emergency power requirements.
- Continue implementation of the City's Emergency Preparedness Plan (EPP), including backup power and quick-connect systems.
- Integrate floodplain management regulations into development review and capital planning.
- Coordinate infrastructure planning with regional partners and regulatory agencies.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal ID-5

#### Plan Drainage as a Citywide System

Intent:  
Address drainage challenges comprehensively rather than through isolated, site-by-site solutions.

#### Objectives

- ID-5.1 Support regional and watershed-based drainage solutions
- ID-5.2 Improve coordination among agencies and jurisdictions
- ID-5.3 Reduce cumulative downstream impacts

#### Strategies

- Plan drainage improvements at the watershed and sub-watershed level, not solely by development boundary.
- Coordinate with counties, drainage districts, TxDOT, and neighboring jurisdictions on shared systems.
- Encourage regional detention and conveyance solutions where feasible.
- Update drainage assumptions as future land use patterns evolve.

#### INSTRUCTIONS

*Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.*

*Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.*



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal ID-6

#### Use Infrastructure Investments to Support Community Goals

Intent:  
Leverage infrastructure projects to support economic development, neighborhood quality, and placemaking.

#### Objectives

- ID-6.1 Integrate infrastructure with land use and mobility goals
- ID-6.2 Enhance community value through infrastructure design
- ID-6.3 Maximize return on public investment

#### Strategies

- Coordinate infrastructure improvements with corridor revitalization, redevelopment, and neighborhood reinvestment.
- Design detention facilities and drainage corridors as community amenities where appropriate (trails, landscaping, open space).
- Align CIP priorities with future land use, housing, and economic development strategies.
- Use the Comprehensive Plan to support grant funding and capital programming.

#### INSTRUCTIONS

*Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.*

*Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.*



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal RS-1

Incorporate resiliency and sustainability into all infrastructure, land use, and development planning.

Intent: Ensure that the city's growth and development decisions are guided by long-term environmental, social, and economic sustainability principles, creating a resilient community capable of adapting to climate change, population growth, and evolving infrastructure needs.

#### Objectives

- RS-1.1 Ensure that resiliency and sustainability metrics guide the design, implementation, and evaluation of all city projects.
- RS-1.2 Align planning decisions with long-term community needs, considering both current and future conditions.

#### Strategies

- Integrate sustainability and resiliency metrics into project planning, permitting, and capital improvement evaluations.
- Align codes, standards, and design criteria with recognized programs such as Envision and LEED certification.
- Require lifecycle cost analyses for major infrastructure projects to ensure positive long-term value and impact.
- Evaluate all planning activities for long-term environmental, social, and economic impacts, considering projected growth and climate conditions.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal RS-2

Enhance water, wastewater, and stormwater system resiliency.

Intent: Strengthen reliable, adaptable water infrastructure.

#### Objectives

- RS-2.1 Reduce vulnerability of water systems to hazards.
- RS-2.2 Promote innovative, sustainable water management.

#### Strategies

- Use hydrologic/hydraulic modeling (e.g., Atlas 14) to evaluate floodplains and infrastructure needs.
- Incorporate drought and extreme heat mitigation strategies into water planning.
- Implement water reuse for municipal, commercial, and industrial uses.
- Prioritize green infrastructure and nature-based solutions for stormwater improvements.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal RS-3

Mitigate urban heat island effects and enhance public health and comfort.  
Intent: Reduce heat risks and improve comfort in urban areas.

Objectives

- RS-3.1 Reduce localized temperature increases.
- RS-3.2 Improve thermal comfort and public safety.

Strategies

- Increase shaded green spaces along streets, sidewalks, trails, parking lots, and public spaces.
- Expand urban tree canopy coverage, prioritizing areas with high pedestrian activity or vulnerable populations.
- Promote reflective or cool surfaces for roofs, pavement, and infrastructure.
- Integrate green infrastructure for cooling and stormwater benefits.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal RS-4

Protect and preserve natural resources and environmentally sensitive areas.  
Intent: Safeguard biodiversity and critical habitats while balancing development.

Objectives

- RS-4.1 Preserve wetlands, high biodiversity areas, and habitats.
- RS-4.2 Ensure threatened or endangered species are protected.

Strategies

- Conduct environmental studies before development to identify critical areas.
- Prioritize natural area preservation in development and infrastructure projects.
- Integrate open space and green corridors into land use plans for ecological, recreational, and heat mitigation benefits.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal RS-5

Prepare for and reduce risks from hazards and extreme events.  
Intent: Build proactive, adaptive hazard mitigation and recovery capacity.

#### Objectives

- RS-5.1 Improve city response capacity before, during, and after hazards.
- RS-5.2 Align hazard planning with regional strategies.

#### Strategies

- Prepare a comprehensive Hazard Mitigation Plan addressing wildfires, flooding, extreme heat, drought, hazardous materials, hurricanes, tropical storms, and tornadoes.
- Incorporate pre-, during-, and post-event strategies into capital improvement and operational planning.
- Coordinate efforts with Fort Bend County and regional hazard mitigation plans.
- Integrate resilience planning into land use, infrastructure, and emergency management activities.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal RS-6

Enhance drought preparedness, economic resilience, and public awareness.  
Intent: Strengthen water security and minimize drought impacts.

#### Objectives

- DR-B.1 Improve water-use efficiency across municipal, agricultural, and commercial sectors.
- DR-B.2 Maintain continuity of essential municipal services during drought emergencies.
- DR-B.3 Reduce financial risks associated with emergency water supply measures.
- DR-B.4 Increase public understanding of drought conditions and water conservation.
- DR-B.5 Improve coordination during drought events.
- DR-B.6 Regularly evaluate drought risks using TWDB data and historical analysis.

#### Strategies

- Encourage TWDB-supported water efficiency measures, including irrigation and leak reduction programs.
- Prioritize water use for public health, safety, and fire protection during drought stages.
- Plan capital improvements to reduce water loss and improve system efficiency.
- Implement ongoing public education programs on water conservation and drought preparedness.
- Integrate drought mitigation into land use, capital improvement, and emergency planning; coordinate with county, regional, and state agencies.
- Evaluate drought risks regularly using TWDB data, regional planning information, and historical drought-of-record analysis.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal PT-1

Provide Equitable Access to Parks, Trails & Open Space

Intent:

Ensure all residents—across neighborhoods, ages, and abilities—have convenient access to parks, trails, and open space.

Objectives

- PT-1.1 Expand access to parks and trails citywide
- PT-1.2 Reduce gaps in park service areas
- PT-1.3 Design inclusive, accessible facilities

Strategies

- Prioritize new neighborhood parks, mini-parks, and trail connections in underserved areas.
- Improve safe walking and biking connections to parks, schools, and community facilities. Conduct a walk/bike audit to identify gaps and barriers.
- Incorporate ADA-accessible design, inclusive play features, and senior-friendly amenities.
- Coordinate park investments with housing growth and neighborhood planning. Review Parkland Dedication fees and park zones to ensure all areas are served adequately and that public-private partnerships are leveraged.

INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal PT-2

Create a Connected Parks & Trails Network

Intent:

Develop a cohesive system that links neighborhoods, destinations, and natural assets.

Objectives

- PT-2.1 Strengthen trail connectivity
- PT-2.2 Connect parks, schools, downtown, and activity centers
- PT-2.3 Support recreation and active transportation

Strategies

- Implement a connected trail and shared-use path network citywide.
- Use drainage corridors, utility easements, and open space as trail opportunities.
- Improve wayfinding, signage, and visibility for parks and trails.
- Coordinate local trail planning with regional greenway and trail initiatives.

INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal PT-3

Enhance Park Quality, Amenities & Programming

Intent:  
Improve the condition, usability, and appeal of parks and recreation facilities.

Objectives

- PT-3.1 Upgrade and modernize existing parks
- PT-3.2 Expand recreational and cultural amenities
- PT-3.3 Increase year-round use

Strategies

- Invest in shade, seating, restrooms, lighting, and water features.
- Expand indoor and outdoor recreation facilities for youth, families, and seniors.
- Support diverse programming including sports, fitness, arts, cultural events, and festivals.
- Maintain consistent maintenance and safety standards across all parks.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Goal PT-4

Leverage Open Space for Resilience & Environmental Benefits

Intent:  
Use parks and open space to support flood management, environmental health, and community resilience.

Objectives

- PT-4.1 Integrate parks with drainage and green infrastructure
- PT-4.2 Preserve natural and flood-prone land
- PT-4.3 Deliver multi-benefit open spaces

Strategies

- Design detention and drainage areas as multi-use open spaces with trails and landscaping.
- Preserve floodplains, riparian corridors, and sensitive areas as open space or low-intensity uses.
- Incorporate native landscaping, tree canopy, and green infrastructure into park design.
- Coordinate parks planning with resiliency and sustainability initiatives.
- Use native and drought-tolerant landscaping, expanded tree canopy, and efficient irrigation to reduce water use and heat impacts.
- Design parks to withstand flooding and extreme weather, particularly along the Brazos River and Dry Creek, using flood-resilient materials and flexible open spaces.
- Incorporate green infrastructure—bioswales, rain gardens, permeable trails, and detention features—to manage stormwater and improve water quality.
- Use parks as venues for environmental education and community stewardship focused on Texas ecosystems, drought, and flood awareness.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Goal PT-5

Plan for a Sustainable Parks & Recreation System

Intent:

Ensure the parks system remains financially, operationally, and environmentally sustainable.

Objectives

- PT-6.1 Align park expansion with growth and funding capacity
- PT-6.2 Reduce long-term maintenance costs
- PT-6.3 Maximize return on public investment

Strategies

- Coordinate park planning with land use, housing, and population growth trends.
- Prioritize projects that provide multiple benefits (recreation, trails, drainage, resilience).
- Pursue grants, partnerships, sponsorships, and volunteer programs.
- Use the adopted Parks & Recreation Master Plan to guide capital improvements and phasing.
- Implement sustainable park operations using low-impact maintenance practices, reduced chemical use, and energy-efficient equipment.

INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal ACH-1

Support Arts, Cultural, and Heritage Assets as Economic and Quality-of-Life Drivers

Intent:

Recognize and strengthen Rosenberg’s arts, cultural, and heritage institutions as essential contributors to tourism, Downtown vitality, economic development, and community identity.

Objectives

- ACH-1.1: Leverage cultural institutions, events, and heritage resources to support tourism, Downtown vitality, and regional identity.

Strategies

- Recognize key institutions—including the Railroad Museum, Fort Bend County Fairgrounds, Fort Bend Art Alliance, and Cole Theater—as cornerstone assets.
- Support museums, cultural organizations, festivals, and heritage events through coordinated planning and promotion.
- Integrate public art, murals, and cultural elements into parks, trails, and open spaces.
- Activate parks and downtown spaces with markets, performances, and seasonal events.
- Support major visitor-generating events, such as the County Fair and museum-hosted activities, as regional economic drivers.
- Integrate arts, culture, and heritage assets into economic development and Downtown revitalization efforts.

INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal ACH-2

Strengthen Coordination, Partnerships, and Leadership

Intent:

Improve collaboration and leadership across City departments, arts organizations, Downtown merchants, and event venues to maximize the impact of cultural programming and avoid conflicts.

Objectives

- ACH-2.1: Improve collaboration among the City, arts organizations, Downtown merchants, and event venues.

Strategies

- Establish regular coordination among City departments, cultural organizations, and Downtown stakeholders to align event planning and promotion.
- Designate a lead entity or point of contact to coordinate arts, culture, and tourism initiatives.
- Encourage partnerships that enhance events, programming, and visitor experiences.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal ACH-3

Implement Strategic, Performance-Based Tourism Funding

Intent:

Ensure Hotel Occupancy Tax (HOT) resources are used strategically, transparently, and in alignment with tourism outcomes and community benefit.

Objectives

- ACH-3.1: Align Hotel Occupancy Tax (HOT) funding with tourism promotion and measurable outcomes.

Strategies

- Clarify and prioritize eligible HOT uses that directly support tourism, cultural programming, and visitor-serving infrastructure.
- Transition to performance-based funding that reflects attendance, hotel room generation, and economic impact.
- Improve tracking and reporting to demonstrate return on investment and inform funding decisions.

**INSTRUCTIONS**

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal ACH-4

#### Enhance Marketing, Visitor Data, and Supporting Infrastructure

##### Intent:

Increase awareness of Rosenberg's cultural destinations and events while improving the data, amenities, and infrastructure needed to support a growing visitor economy.

##### Objectives

- ACH-4.1: Improve visitor awareness, data accuracy, and physical conditions that support cultural destinations and events.

##### Strategies

- Improve visitor data collection methods beyond zip-code-based tools to better capture attendance and origin.
- Coordinate targeted marketing for Downtown Rosenberg, cultural venues, and major events.
- Enhance Downtown and Fairgrounds infrastructure, including parking, amenities, and complementary uses that encourage longer visits.

#### INSTRUCTIONS

*Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.*

*Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.*



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal ED-1

#### Build a Resilient and Diversified Local Economy

##### Intent:

Strengthen Rosenberg's economic base by supporting a balanced mix of industrial, commercial, retail, service, and redevelopment activity that can adapt to market and regulatory change.

##### Objectives

- ED-1.1 Diversify the City's employment base
- ED-1.2 Reduce over-reliance on a limited number of industries or land uses
- ED-1.3 Improve long-term economic resilience

##### Strategies

- Support growth in industrial, retail, and redevelopment sectors, consistent with the Economic Development Strategic Plan (EDSP).
- Encourage development that generates quality jobs, stable tax base growth, and long-term investment.
- Align land use and infrastructure decisions with economic diversification goals.
- Coordinate economic development priorities with housing, workforce, and infrastructure planning.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Goal ED-2

#### Strengthen Downtown and Key Economic Corridors

##### Intent:

Reinforce downtown, US 90-A, and other key corridors as centers of commerce, activity, and reinvestment.

##### Objectives

- ED-2.1 Revitalize downtown Rosenberg
- ED-2.2 Encourage redevelopment of underutilized and aging commercial areas
- ED-2.3 Improve the image and function of major corridors

##### Strategies

- Promote mixed-use redevelopment that combines retail, dining, office, housing, and entertainment.
- Support adaptive reuse of vacant or underutilized buildings, particularly in downtown and along US 90-A.
- Invest in streetscape, wayfinding, and gateway improvements to enhance visibility and access.
- Coordinate corridor revitalization with TxDOT projects and City capital investments.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

Goal ED-3

Leverage Transportation Investments and Regional Access

Intent:  
Capitalize on major transportation investments to strengthen Rosenberg’s competitive position within Fort Bend County and the Greater Houston region.

Objectives

- ED-3.1 Align economic development with major transportation corridors
- ED-3.2 Capture benefits from regional mobility investments
- ED-3.3 Improve access to employment and commercial centers

Strategies

- Plan proactively for growth associated with I-69 improvements, SH 36 expansion, and the proposed Highway 36A corridor.
- Coordinate land use and development intensity near major corridors to support employment, logistics, and commercial uses.
- Work with TxDOT, Fort Bend County, and regional partners to align transportation, infrastructure, and economic development efforts.
- Use transportation investments to support redevelopment, not just greenfield expansion.

INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Goal ED-4

Support Existing Businesses and Entrepreneurship

Intent:  
Retain and grow Rosenberg’s existing businesses while fostering entrepreneurship and small business development.

Objectives

- ED-4.1 Retain and expand existing businesses
- ED-4.2 Support small businesses and entrepreneurs
- ED-4.3 Improve the local business climate

Strategies

- Strengthen the Business Retention and Expansion (BRE) program as outlined in the EDSP.
- Position the City and RDC as primary points of contact for business assistance and navigation.
- Encourage flexible commercial spaces that support small businesses, startups, and local entrepreneurs.
- Simplify processes and provide clear expectations through coordinated planning and development guidance.

INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



## Goal ED-5

### Use Development Agreements Strategically

Intent:  
Leverage development agreements as a key economic development and land-use tool, particularly in the absence of zoning.

### Objectives

- ED-5.1 Ensure development agreements deliver clear public benefits
- ED-5.2 Improve predictability and quality of development outcomes
- ED-5.3 Protect the City's long-term interests

### Strategies

- Use development agreements to secure infrastructure, design quality, timing, and community benefits.
- Apply agreements strategically in ETJ areas, major corridors, and large redevelopment sites.
- Balance incentives with long-term fiscal and service impacts.
- Maintain a centralized repository and clear standards for development agreement negotiation and monitoring.

### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



## Goal ED-6

### Align Economic Development with Workforce and Education

Intent:  
Ensure Rosenberg's workforce is prepared to meet current and future employer needs.

### Objectives

- ED-6.1 Strengthen workforce readiness
- ED-6.2 Align education and training with employer needs
- ED-6.3 Support inclusive access to employment

### Strategies

- Coordinate with Lamar CISD, higher education institutions, and employers to align skills training with job opportunities.
- Support workforce initiatives addressing childcare, transportation, and language barriers.
- Promote Rosenberg as a location where residents can live, work, and advance locally.
- Integrate workforce considerations into economic development, housing, and mobility planning.

### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



### Goal ED-7

#### Plan for Long-Term Fiscal Sustainability

Intent:

Ensure economic development decisions strengthen the City's fiscal health and ability to provide services.

#### Objectives

- ED-7.1 Improve long-term fiscal performance
- ED-7.2 Balance growth with infrastructure and service costs
- ED-7.3 Maximize return on public investment

#### Strategies

- Evaluate development proposals for infrastructure, maintenance, and service impacts, not just short-term revenue.
- Prioritize projects that support redevelopment, job creation, and efficient land use.
- Align incentives with clear performance expectations and measurable outcomes.
- Use the Comprehensive Plan to guide capital planning, incentives, and grant pursuits.
- Evaluate the impact of the land uses on revenues.

#### INSTRUCTIONS

Please note your thoughts and feedback on the above Goals, Objectives, and Strategies, including any modifications, here or anywhere on the slide.

Circle one or more Guiding Principles as applicable. No action is required if a Guiding Principle is not applicable.



Foster Economic Vitality and Diversification



Enrich Community Character and Sense of Place



Provide Quality Infrastructure and Multi-Modal Mobility



Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth

### Target Industries and Incentives

Priority targets

- Professional, Scientific, and Technical Services —incentives to reduce cost and friction for small office formation
- Health Care and Social Assistance — a large, stable employer base that supports clinical and administrative space demand.
- Advanced Manufacturing and Industrial Technology — build on local manufacturing strength by supporting higher value industrial uses and site readiness.
- Education and Training Institutions / Workforce Hubs — connect education providers to local employers to raise resident skill levels.
- Remote work / Tech hub incubation and small office clusters — create high-quality small office stock to retain higher educated residents and capture remote /entrepreneurial professionals.

Incentive types

- Small office development grants/gap financing for projects delivering office suites (10k–25k SF), with covenants for incubator/coworking space and initial lease rate caps.
- Tenant attraction vouchers for targeted business types (professional services, clinical, training centers).
- Tax abatements tied to measurable public benefit

#### INSTRUCTIONS

Please note your thoughts and feedback on the above recommendations from the Market Study Data Analysis

# ROSENBERG COMPREHENSIVE PLAN – MARKET STUDY DATA ANALYSIS

**Prepared For:**

*Ardurra*

3115 Allen Pkwy  
Suite 300  
Houston, TX 77019

**Prepared By:**



**DRAFT**

## TABLE OF CONTENTS

<b>Table of Contents</b> .....	<b>i</b>
<b>Table of Exhibits</b> .....	<b>ii</b>
<b>Executive Summary</b> .....	<b>1</b>
<i>Demographic Analysis</i> .....	1
<i>Housing Market Trends – Single Family For-Sale Homes</i> .....	1
<i>Housing Market Trends – Rental Market Multifamily Rentals</i> .....	1
<i>Housing Market Trends – Single Family Rentals</i> .....	1
<i>Housing Occupancy and Cost Burden</i> .....	1
<i>Commercial Property Trends – Office</i> .....	2
<i>Commercial Property Trends – Industrial</i> .....	2
<i>Commercial Property Trends – Retail</i> .....	2
<i>Conclusions</i> .....	2
<b>Demographic and Economic Profile</b> .....	<b>3</b>
Demographic Profile and Trends.....	3
<i>Total Population and Households</i> .....	3
<i>Population by Age</i> .....	3
<i>Race and Ethnicity</i> .....	5
<i>Educational Attainment</i> .....	6
<i>Households by Type</i> .....	6
<i>Households by Size</i> .....	7
<i>Household Income</i> .....	7
<i>Employment by Industry</i> .....	8
<i>Wages</i> .....	10
<b>Current Housing Profile</b> .....	<b>11</b>
Housing Stock Profile.....	11
Housing Occupancy Characteristics .....	12
<i>Tenure</i> .....	12
<i>Mortgage Prevalence</i> .....	13
<i>Housing Cost Burden</i> .....	13
For-Sale Housing Market.....	14
<i>Historical Sales Trends</i> .....	14
Rental Housing Market.....	18
<i>Multifamily Rental</i> .....	19
<i>Single Family Rental</i> .....	23
<b>Employment- and Tourism-Generating Uses</b> .....	<b>26</b>
Office .....	26
Industrial.....	28
Retail.....	30

Hotels / Lodging .....	33
<i>Hotel Inventory</i> .....	33
<i>Market Trends</i> .....	34
<b>Recommendations overview .....</b>	<b>40</b>
Target industries and incentives .....	40
<i>Priority targets</i> .....	40
<i>Incentive types (targeted, conditional)</i> .....	40
Downtown activation, façade and patio program, and tourism.....	41
Development-code reforms and permitting acceleration .....	41
Commercial supply, permitting, and incentive alignments .....	42
Submittal modernization and product approval reform (new items).....	42
Workforce partnerships, metrics and phased implementation.....	43

## TABLE OF EXHIBITS

<b>Table 1: Rosenberg Population and Households, 2010 - 2025 .....</b>	<b>3</b>
<b>Table 2: Population by Age, 2023 ACS 5-Year .....</b>	<b>4</b>
<b>Table 3: Population by Race and Ethnicity, 2023 ACS 5-Year .....</b>	<b>5</b>
<b>Table 4: Educational Attainment, Population Age 25+, 2023 ACS 5-Year .....</b>	<b>6</b>
<b>Table 5: Rosenberg Households by Type, 2023 ACS 5-Year .....</b>	<b>6</b>
<b>Table 6: Rosenberg Households by Size, 2023 ACS 5-Year .....</b>	<b>7</b>
<b>Table 7: Rosenberg Households by Annual Income, 2023 ACS 5-Year .....</b>	<b>7</b>
<b>Table 8: Fort Bend County Employment by Industry, 2015-2025 .....</b>	<b>8</b>
<b>Table 9 and Figure 2: Industry Shares of Jobs, Fort Bend County and Rosenberg .....</b>	<b>9</b>
<b>Table 10: Rosenberg Jobs – Trends in Wage Levels.....</b>	<b>10</b>
<b>Table 12: Rosenberg Housing Stock Profile, 2023 ACS 5-Year .....</b>	<b>11</b>
<b>Table 13: Tenure of Occupied Rosenberg Housing Units, 2023 ACS 5-Year .....</b>	<b>12</b>
<b>Table 14: Share of Owner Households with a Mortgage, 2023 ACS 5-Year.....</b>	<b>13</b>
<b>Table 15: Housing Cost Burden by Tenure and Income, 2023 ACS 5-Year.....</b>	<b>13</b>
<b>Table 16: Housing Cost Burden by Tenure and Age, 2023 ACS 5-Year .....</b>	<b>14</b>
<b>Table 17: Rosenberg Current For-Sale MLS Listings Summary .....</b>	<b>14</b>
<b>Figure 18: Rosenberg For-Sale – Sales .....</b>	<b>16</b>
<b>Figure 19: Rosenberg For-Sale – Sale Price .....</b>	<b>16</b>
<b>Figure 20: Rosenberg For-Sale – Days on Market.....</b>	<b>17</b>
<b>Figure 21: Rosenberg For-Sale – Price per Square Foot .....</b>	<b>17</b>
<b>Table 22: Reported Rent Paid, 2023 ACS 5-Year.....</b>	<b>18</b>
<b>Table 23: Overview of 77471 and Rosenberg Multifamily Rental Supply .....</b>	<b>19</b>
<b>Figure 4: Trends in Multifamily Rental Occupancy.....</b>	<b>19</b>
<b>Figure 5: Trends in Multifamily Rental Lease Rates by Unit Plan .....</b>	<b>20</b>
<b>Figure 6: Trends in Multifamily Absorption .....</b>	<b>20</b>
<b>Table 24: Multifamily Rental Properties.....</b>	<b>22</b>
<b>Table 25: Rosenberg Current Rental Home MLS Listings Summary.....</b>	<b>23</b>
<b>Figure 26: Rosenberg Single Family Rentals.....</b>	<b>24</b>
<b>Figure 27: Rosenberg Single Family Rentals – Rates.....</b>	<b>24</b>

Figure 28: Rosenberg Single Family Rentals – Days on Market ..... 25  
Figure 29: Rosenberg Single Family Rentals – Rent per Square Foot..... 25  
Table 30: Overview of 77471 and Rosenberg Office Supply..... 26  
Figure 7: Trends in Office Occupancy ..... 27  
Figure 8: Trends in Office Lease Rates ..... 27  
Figure 9: Trends in Office Absorption..... 28  
Table 31: Overview of 77471 and Rosenberg Industrial Supply ..... 28  
Figure 10: Trends in Industrial Occupancy ..... 29  
Figure 11: Trends in Industrial Lease Rates..... 29  
Figure 12: Trends in Industrial Absorption ..... 30  
Table 32: Overview of 77471 and Rosenberg Retail Supply ..... 30  
Figure 13: Trends in Retail Occupancy..... 31  
Figure 14: Trends in Retail Lease Rates ..... 31  
Figure 15: Trends in Retail Absorption ..... 32  
Table 32: Rosenberg Area Hotel Inventory ..... 33  
Table 33: Average Daily Rate Trends – Rosenberg Area Hotels, 2019-2024..... 34  
Figure 13: Average Daily Rate Trends in Rosenberg, 2019-2024 ..... 35  
Table 34: Occupancy Trends – Rosenberg Area Hotels, 2019 - 2024 ..... 36  
Figure 14: Hotel Occupancy Trends in Rosenberg, 2019-2024 ..... 37  
Table 35: Revenue per Available Room Trends – Rosenberg Area Hotels, 2019 - 2024 ..... 38  
Figure 15: Revenue per Available Room Trends – Rosenberg Area Hotels, 2019 - 2024 ..... 39

## EXECUTIVE SUMMARY

### *Demographic Analysis*

Rosenberg’s population has experienced modest growth, increasing by 3.4% from 2010 to 2020, but slowing slightly to 2.9% from 2020 to 2025. The age distribution shows significant representation in the 20–29 age group (20.0%), followed by 0–5 (16.2%) and 30–39 (13.6%). Notably, Rosenberg has a lower share of residents over 65 (12.0%) compared to Fort Bend County. Racially, 37.2% of Rosenberg’s population identifies as White, including both Hispanic and non-Hispanic individuals. Educational attainment in Rosenberg lags behind Fort Bend County, with 51.5% of residents over 25 having some higher education compared to 74.3% countywide. The median household size is 2.6 occupants, with 22.1% of households earning over \$100,000 annually and a median household income of \$64,897.

### *Housing Market Trends – Single Family For-Sale Homes*

As with other areas around the country, the for-sale housing market in Rosenberg experienced volatility during the COVID pandemic. Home sales peaked in 2020, dipped through 2023, and reached a second peak in 2024. The average home sales price has risen by over \$100,000 to \$380,016 since 2019, with the price per square foot spiking notably from 2020 to 2022. Days on market (DOM) for listings were highest in 2020, dipped in 2021–2022, and have since increased, indicating slower sales. Finally, 59.9% of single-family homeowners have a mortgage on their home, and 30.5% of units built before 1980.

### *Housing Market Trends – Rental Market Multifamily Rentals*

The multifamily rental market in Rosenberg remains in high demand, with positive absorption the past 7 quarters and a median rent of \$1,337 per unit. Occupancy rates for multifamily properties experience seasonal fluctuations but are currently at 94% and have not dipped below 87% or exceeded 96.5% in the past ten years. Average rent has increased by approximately 25% since 2020. Of the 4,960 multifamily units in the City of Rosenberg, the majority (65.2%) were built after 2000, and only 14.8% before 1980.

### *Housing Market Trends – Single Family Rentals*

Single-family rental sales have remained strong, nearly doubling from 2020 to 2024, with median and average rents rising by over \$500 to an average of \$2,283 since 2020. The rent per square foot has increased by about 30% over the same period.

### *Housing Occupancy and Cost Burden*

Of Rosenberg’s 14,870 households, 48.7% are renters, and 51.3% are owner-occupied. The average owner household size (2.92) is 25.6% larger than renter households (2.34). Housing cost burden affects 42.0% of renter households and 24.6% of owner households, with 61.5% of renters earning less than \$49,999 annually being cost-burdened. Young renters under 24 are the most cost-burdened age cohort.

### ***Commercial Property Trends – Office***

Rosenberg’s office properties are 94.7% occupied, with 77.1% built after 1980. Occupancy dropped approximately 4% during the pandemic and has not recovered much since, but lease rates have steadily increased since 2020.

### ***Commercial Property Trends – Industrial***

Industrial properties are currently 93.7% occupied, with the lowest (negative) net absorption in the most recent quarter. Lease rates have risen over the past decade, but occupancy dipped to its lowest in the last 10 years in the most recent quarter. In addition, there are over 30 industrial properties under construction or being proposed at this time, which could lead to up to a 40% increase in total industrial space inventory by 2027.

### ***Commercial Property Trends – Retail***

Retail properties are 95.1% occupied, with 58.6% built after 2000. Lease rates have steadily increased over the past 10 years, but occupancy dipped to its lowest since 2019 in Q1 of 2025.

### ***Conclusions***

Rosenberg’s demographic profile shows steady but slowing population growth, with a younger demographic and lower educational attainment compared to Fort Bend County. The housing market has remained in strong demand since 2020, with rising home prices, rents, and cost burdens, particularly for renters. Commercial sectors like office, industrial, and retail show high occupancy over the past 10 years, with some recent dips in occupancy and absorption in 2025.

---

## DEMOGRAPHIC AND ECONOMIC PROFILE

### Demographic Profile and Trends

The following tables present estimated household and population figures for the City of Rosenberg and Fort Bend County. While data from different sources may vary slightly, general trends within the study area should be discernible.

#### *Total Population and Households*

## EXECUTIVE SUMMARY

### *Demographic Analysis*

Rosenberg’s population has experienced modest growth, increasing by 3.4% from 2010 to 2020, but slowing slightly to 2.9% from 2020 to 2025. The age distribution shows significant representation in the 20–29 age group (20.0%), followed by 0–5 (16.2%) and 30–39 (13.6%). Notably, Rosenberg has a lower share of residents over 65 (12.0%) compared to Fort Bend County. Racially, 37.2% of Rosenberg’s population identifies as White, including both Hispanic and non-Hispanic individuals. Educational attainment in Rosenberg lags behind Fort Bend County, with 51.5% of residents over 25 having some higher education compared to 74.3% countywide. The median household size is 2.6 occupants, with 22.1% of households earning over \$100,000 annually and a median household income of \$64,897.

### *Housing Market Trends – Single Family For-Sale Homes*

As with other areas around the country, the for-sale housing market in Rosenberg experienced volatility during the COVID pandemic. Home sales peaked in 2020, dipped through 2023, and reached a second peak in 2024. The average home sales price has risen by over \$100,000 to \$380,016 since 2019, with the price per square foot spiking notably from 2020 to 2022. Days on market (DOM) for listings were highest in 2020, dipped in 2021–2022, and have since increased, indicating slower sales. Finally, 59.9% of single-family homeowners have a mortgage on their home, and 30.5% of units built before 1980.

### *Housing Market Trends – Rental Market Multifamily Rentals*

The multifamily rental market in Rosenberg remains in high demand, with positive absorption the past 7 quarters and a median rent of \$1,337 per unit. Occupancy rates for multifamily properties experience seasonal fluctuations but are currently at 94% and have not dipped below 87% or exceeded 96.5% in the past ten years. Average rent has increased by approximately 25% since 2020. Of the 4,960 multifamily units in the City of Rosenberg, the majority (65.2%) were built after 2000, and only 14.8% before 1980.

### *Housing Market Trends – Single Family Rentals*

Single-family rental sales have remained strong, nearly doubling from 2020 to 2024, with median and average rents rising by over \$500 to an average of \$2,283 since 2020. The rent per square foot has increased by about 30% over the same period.

---

## ***Housing Occupancy and Cost Burden***

Of Rosenberg’s 14,870 households, 48.7% are renters, and 51.3% are owner-occupied. The average owner household size (2.92) is 25.6% larger than renter households (2.34). Housing cost burden affects 42.0% of renter households and 24.6% of owner households, with 61.5% of renters earning less than \$49,999 annually being cost-burdened. Young renters under 24 are the most cost-burdened age cohort.

## ***Commercial Property Trends – Office***

Rosenberg’s office properties are 94.7% occupied, with 77.1% built after 1980. Occupancy dropped approximately 4% during the pandemic and has not recovered much since, but lease rates have steadily increased since 2020.

## ***Commercial Property Trends – Industrial***

Industrial properties are currently 93.7% occupied, with the lowest (negative) net absorption in the most recent quarter. Lease rates have risen over the past decade, but occupancy dipped to its lowest in the last 10 years in the most recent quarter. In addition, there are over 30 industrial properties under construction or being proposed at this time, which could lead to up to a 40% increase in total industrial space inventory by 2027.

## ***Commercial Property Trends – Retail***

Retail properties are 95.1% occupied, with 58.6% built after 2000. Lease rates have steadily increased over the past 10 years, but occupancy dipped to its lowest since 2019 in Q1 of 2025.

## ***Conclusions***

Rosenberg’s demographic profile shows steady but slowing population growth, with a younger demographic and lower educational attainment compared to Fort Bend County. The housing market has remained in strong demand since 2020, with rising home prices, rents, and cost burdens, particularly for renters. Commercial sectors like office, industrial, and retail show high occupancy over the past 10 years, with some recent dips in occupancy and absorption in 2025.

displays population and household counts by year.

According to estimates, The City of Rosenberg’s population has grown less from 2020 to 2025 (5,500 – 2.9%) than it has from 2010 to 2020 (9,665 – 3.4%).

**Table 1: Rosenberg Population and Households, 2010 - 2025**

Metric	Decennial Census		ACS 5-Year	Estimate
	2010	2020	2023	2025
<b>Counts</b>				
Total Population	28,617	38,282	39,467	43,782
Total Households	9,504	12,973	14,870	14,920
<b>Annual Growth Rate</b>		<b>2010-2020</b>	<b>2020-2023</b>	<b>2020-2025</b>
Population		3.4%	3.1%	2.9%
Households		3.7%	4.9%	3.0%

Sources: U.S. Bureau of the Census, Environics, and CDS

### Population by Age

**Error! Reference source not found.** shows the age distribution of the Rosenberg population, as well as the surrounding Fort Bend County.

The decades with the largest share of the population are:

- 20 to 29 – 7,895 (20.0%)
- 0 to 5 – 6,410 (16.2%)
- 30 to 39 – 5,375 (13.6%)

Rosenberg has a lower share of Over 65 population (4,707 – 12.0%) than the surrounding Fort Bend County (119,060 – 13.0%).

**Table 2: Population by Age, 2023 ACS 5-Year**

Rosenberg and Fort Bend County

Age Category	Rosenberg		Fort Bend County	
	Count	Share	Count	Share
<b>Total</b>	<b>39,467</b>	<b>100.0%</b>	<b>916778</b>	<b>100.0%</b>
Under 5 years	3,132	7.9%	53875	5.9%

Age Category	Rosenberg		Fort Bend County	
	Count	Share	Count	Share
5 to 9 years	3,278	8.3%	67455	7.3%
10 to 14 years	2,179	5.5%	74991	8.2%
15 to 19 years	2,757	7.0%	68513	7.5%
20 to 24 years	3,723	9.4%	54049	5.9%
25 to 29 years	4,172	10.6%	48252	5.3%
30 to 34 years	2,569	6.5%	56404	6.1%
35 to 39 years	2,806	7.1%	66676	7.3%
40 to 44 years	3,056	7.7%	76270	8.3%
45 to 49 years	1,573	4.0%	67767	7.4%
50 to 54 years	1,620	4.1%	62982	6.9%
55 to 59 years	2,176	5.5%	48787	5.3%
60 to 64 years	1,719	4.4%	51697	5.6%
65 to 69 years	1,179	3.0%	44860	4.9%
70 to 74 years	1,417	3.6%	32582	3.6%
75 to 79 years	815	2.1%	21198	2.3%
80 to 84 years	822	2.1%	11902	1.3%
85 years and over	474	1.2%	8518	0.9%
65 years and over	4,707	12.0%	119,060	13.0%

Sources: U.S. Bureau of the Census and CDS

### Race and Ethnicity

Table 3 displays the population of the study areas by race and ethnicity. Less than half (14,678 – 37.2%) of the Rosenberg population, both Hispanic and not Hispanic, identify as White.

**Table 3: Population by Race and Ethnicity, 2023 ACS 5-Year**

Rosenberg and Fort Bend County

Race / Ethnicity Category	Rosenberg		Fort Bend County	
	Count	Share	Count	Share
<b>Total Population</b>	<b>39,467</b>	<b>100.0%</b>	<b>859,721</b>	<b>100.0%</b>
White	14,678	37.2%	318,338	37.0%
Black or African American	5,156	13.1%	176,568	20.5%
American Indian and Alaska Native	210	0.5%	3,248	0.4%
Asian	3,834	9.7%	187,639	21.8%
Native Hawaiian and Other Pacific Islander	-	-	403	0.1%
Some Other Race	5,985	15.2%	55,288	6.4%
Two or More Races	9,604	24.3%	118,237	13.8%
Hispanic or Latino (of any race)	22,111	56.0%	210,272	24.4%
Not Hispanic or Latino	17,356	44.0%	649,449	75.6%

Sources: U.S. Bureau of the Census and CDS

### Educational Attainment

Table 4 displays the over 25 years old population of Rosenberg and Fort Bend County by highest degree earned.

51.5% (12,567) of Rosenberg’s population have some higher education, compared to 74.3% (413,800) of the County.

**Table 4: Educational Attainment, Population Age 25+, 2023 ACS 5-Year**

Attainment Category	Rosenberg		Fort Bend County	
	Count	Share	Count	Share
Total population age 25+	24,398	100.0%	556,652	100.0%
Less than high school graduate	3,367	13.8%	44,909	8.1%
High school graduate (includes equivalency)	8,464	34.6%	97,943	17.6%
Some college or Associate's degree	7,119	29.2%	139,416	25.1%
Bachelor's degree	3,949	16.2%	164,356	29.5%
Graduate or professional degree	1,499	6.2%	110,028	19.7%

Sources: U.S. Bureau of the Census and CDS

### Households by Type

Table 5 organizes households in Rosenberg by family type and presence of children.

**Table 5: Rosenberg Households by Type, 2023 ACS 5-Year**

Classification	Count	Share
Total households	14,870	100.0%
Family households	10,620	71.4%
with own children under 18 years	5,155	34.7%
without children	5,465	36.7%
Non-family households	4,250	28.6%

Sources: U.S. Bureau of the Census and CDS

## Households by Size

Table 6 shows Rosenberg households by number of occupants.

More than one quarter of households in Rosenberg are comprised of one person. The median household size is 2.6 occupants.

**Table 6: Rosenberg Households by Size, 2023 ACS 5-Year**

Household Size	Count	Share
Total households	14,870	100.0%
1-person household	4,250	28.6%
2-person household	3,647	24.5%
3-person household	2,902	19.5%
4-person household	1,989	13.4%
5-person household	1,525	10.3%
6-person household	329	2.2%
7-or-more person household	228	1.5%

Sources: U.S. Bureau of the Census and CDS

## Household Income

Table 7 groups Rosenberg households by household income.

Approximately 22.1% (3,285) of households earn more than \$100,000 annually. The median household income in Rosenberg is \$64,897.

**Table 7: Rosenberg Households by Annual Income, 2023 ACS 5-Year**

Income Category	Count	Share
Total	14,870	100.00%
Less than \$10,000	1,354	9.1%
\$10,000 to \$14,999	640	4.3%
\$15,000 to \$24,999	976	6.6%
\$25,000 to \$34,999	1,069	7.1%
\$35,000 to \$49,999	1,661	11.2%
\$50,000 to \$74,999	2,450	16.5%
\$75,000 to \$99,999	3,435	23.1%
\$100,000 to \$149,999	2,074	13.9%
\$150,000 to \$199,999	665	4.5%
\$200,000 or more	546	3.7%
Median income (dollars)	\$64,897	
Mean income (dollars)	\$72,708	

Sources: U.S. Bureau of the Census and CDS

### Employment by Industry

Table 8 shows number of employees employed in Fort Bend County from 2015 to 2025 by NAICS Industry.

According to the Bureau of Labor Statistics, Fort Bend County employment grew by 58,963 (29.7%) since 2020 and 90,432 (54.2%) since 2015. The industry with the most jobs in Angleton in 2025 is Educational Services, employing 39,664 (15.4%) followed by Health Care and Social Assistance, employing 39,498 (15.3%).

**Table 8: Fort Bend County Employment by Industry, 2015-2025**

Industry	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2025 Share
Agriculture, Forestry, Fishing and Hunting	466	470	485	337	332	318	262	279	293	277	280	0.1%
Mining, Quarrying, and Oil and Gas Extraction	3,849	3,441	2,785	3,089	3,287	3,175	2,196	2,323	2,659	2,688	2,812	1.1%
Construction	12,663	11,926	11,519	11,678	12,949	12,969	10,677	11,249	12,833	14,084	15,510	6.0%
Manufacturing	14,505	13,442	12,872	13,654	14,347	14,362	13,164	13,893	15,035	15,898	16,878	6.6%
Utilities	1,075	1,042	975	1,025	948	944	900	1,162	1,191	1,257	1,395	0.5%
Wholesale Trade	7,393	7,449	7,164	7,960	8,147	8,329	7,919	8,217	8,930	10,229	10,634	4.1%
Retail Trade	23,423	24,616	26,108	27,913	29,593	30,030	31,370	34,246	34,630	34,773	35,161	13.7%
Transportation and Warehousing	3,266	3,303	4,139	4,701	4,553	5,093	6,868	10,941	10,921	11,213	12,160	4.7%
Information	1,785	1,923	2,153	2,280	2,233	2,585	2,363	2,820	2,896	2,241	2,172	0.8%
Finance and Insurance	3,940	4,469	4,735	4,736	4,729	4,863	5,007	5,176	5,614	5,923	5,993	2.3%
Real Estate and Rental and Leasing	1,777	1,853	1,894	2,650	2,535	2,720	2,761	3,011	3,233	3,076	3,418	1.3%
Professional, Scientific, and Technical Services	8,941	8,994	9,554	9,706	10,751	10,568	11,111	12,263	12,695	13,248	13,350	5.2%
Mgmt. of Companies and Enterprises	734	1,096	1,237	983	1,045	881	995	1,007	1,085	1,124	1,107	0.4%
Admin./ Support / Waste Mgmt. & Remed. Svcs.	8,555	8,886	9,054	9,306	10,214	10,340	10,261	10,481	12,011	12,405	13,123	5.1%
Educational Services	16,999	17,708	17,134	18,201	18,699	19,150	20,941	35,943	37,041	37,934	39,664	15.4%
Health Care and Social Assistance	24,507	26,123	27,925	29,365	30,510	31,636	31,356	33,109	36,731	38,497	39,498	15.3%
Arts, Entertainment, and Recreation	2,754	2,950	3,322	3,329	3,707	3,608	2,708	3,105	3,584	3,793	4,184	1.6%
Accommodation and Food Services	20,427	21,381	21,409	22,379	23,351	24,655	22,229	24,087	24,428	25,368	26,355	10.2%
Other Services (except Public Administration)	4,939	5,224	5,535	5,738	6,068	6,364	6,293	6,543	6,952	6,965	6,771	2.6%
Public Administration	4,867	5,066	5,172	5,303	5,502	5,686	5,657	5,697	5,893	6,207	6,529	2.5%
Unclassified	50	110	238	328	124	108	229	403	253	360	353	0.1%
<b>TOTAL</b>	<b>166,915</b>	<b>171,472</b>	<b>175,409</b>	<b>184,661</b>	<b>193,624</b>	<b>198,384</b>	<b>195,267</b>	<b>225,955</b>	<b>238,908</b>	<b>247,560</b>	<b>257,347</b>	<b>100.0%</b>

Source: Bureau of Labor Statistics (Texas Labor Market Information)

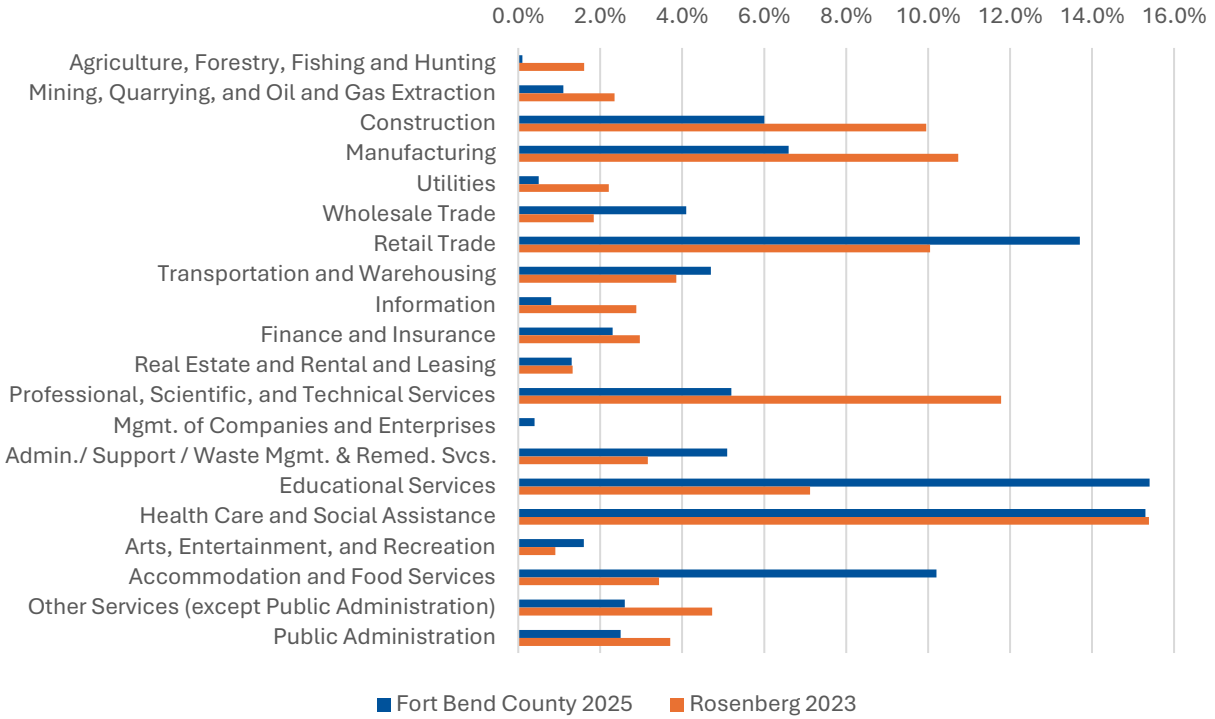
Table 9 visualizes the share of those employed in the study areas by industry.

Some of the largest industries in Fort Bend County as of 2025, like Educational Services (15.4%) and Accommodation and Food Services (10.2%) have relatively small industries in Rosenberg, indicating that most employers in these industries exist in other municipalities or elsewhere in Fort Bend County.

Health Care and Social Assistance (15.4%), Professional, Scientific, and Technical Services (11.8%), and Manufacturing (10.7%) are the largest industries in Rosenberg as of 2023. Since 2015, the Professional, Scientific, and Technical Services industry has increased from the eleventh largest industry (3.1%) to the second largest (11.8%) in Rosenberg by employment.

**Table 9 and Figure 1: Industry Shares of Jobs, Fort Bend County and Rosenberg**

Industry	Fort Bend County 2025	Rosenberg 2023	Rosenberg 2015
Agriculture, Forestry, Fishing and Hunting	0.1%	1.6%	1.9%
Mining, Quarrying, and Oil and Gas Extraction	1.1%	2.4%	4.6%
Construction	6.0%	10.0%	14.7%
Manufacturing	6.6%	10.7%	10.6%
Utilities	0.5%	2.2%	1.1%
Wholesale Trade	4.1%	1.8%	2.7%
Retail Trade	13.7%	10.0%	12.5%
Transportation and Warehousing	4.7%	3.9%	2.0%
Information	0.8%	2.9%	0.8%
Finance and Insurance	2.3%	3.0%	2.7%
Real Estate and Rental and Leasing	1.3%	1.3%	2.4%
Professional, Scientific, and Technical Services	5.2%	11.8%	3.1%
Mgmt. of Companies and Enterprises	0.4%	0.0%	0.0%
Admin./ Support / Waste Mgmt. & Remed. Svcs.	5.1%	3.2%	3.8%
Educational Services	15.4%	7.1%	8.8%
Health Care and Social Assistance	15.3%	15.4%	12.0%
Arts, Entertainment, and Recreation	1.6%	0.9%	0.0%
Accommodation and Food Services	10.2%	3.4%	7.4%
Other Services (except Public Administration)	2.6%	4.7%	3.4%
Public Administration	2.5%	3.7%	5.5%



Sources: Bureau of Labor Statistics (Texas Labor Market Information), Bureau of the Census (Longitudinal Employer / Household Dynamics), and CDS

## Wages

Table 10 shows the wage categories of those employed in Rosenberg from 2015 to 2022. Households making more than \$3,333 per month rose by 8.7% during the time period.

**Table 10: Rosenberg Jobs – Trends in Wage Levels**  
2015 and 2022

Wage Range	2015		2022	
	Count	Share	Count	Share
\$1,250 per month or less	4,023	24.8%	3,567	16.9%
\$1,251 to \$3,333 per month	5,689	35.1%	7,520	34.4%
More than \$3,333 per month	6,485	40.0%	10,287	48.7%

Source: Bureau of the Census, Longitudinal Employer – Household Dynamics

## CURRENT HOUSING PROFILE

Data in this section means to form a comprehensive profile of the housing stock in Rosenberg, Texas.

### Housing Stock Profile

Table 11 displays housing units in Rosenberg by characteristics, such as structure, age, and size. Rosenberg’s housing stock has a moderate share of units (4,800 – 30.5%) built before 1980. 57.5% (9,046) units are single-family, detached homes.

**Table 11: Rosenberg Housing Stock Profile, 2023 ACS 5-Year**

Classification	Count	Share
<b>Total Housing Units</b>	15,741	100.0%
<b>Occupancy</b>		
Occupied housing units	14,870	94.5%
Vacant housing units	871	5.5%
<b>Units in Structure</b>		
1-unit, detached	9,046	57.5%
1-unit, attached	623	4.0%
2 units	228	1.4%
3 or 4 units	1,140	7.2%
5 to 9 units	692	4.4%
10 to 19 units	1,120	7.1%
20 or more units	1,372	8.7%
Mobile home	1,520	9.7%
Boat, RV, van, etc.	0	0.0%
<b>Age of Structure</b>		
Built 2020 or later	482	3.1%
Built 2010 to 2019	4,207	26.7%
Built 2000 to 2009	2,400	15.2%
Built 1990 to 1999	1,403	8.9%
Built 1980 to 1989	2,449	15.6%
Built 1970 to 1979	2,022	12.8%
Built 1960 to 1969	1,240	7.9%
Built 1950 to 1959	978	6.2%
Built 1940 to 1949	389	2.5%
Built 1939 or earlier	171	1.1%

Classification	Count	Share
<b>Number of Bedrooms</b>		
No bedroom	601	3.8%
1 bedroom	2,190	13.9%
2 bedrooms	3,209	20.4%
3 bedrooms	6,538	41.5%
4 bedrooms	2,797	17.8%
5 or more bedrooms	406	2.6%

Sources: U.S. Bureau of the Census and CDS

## Housing Occupancy Characteristics

### Tenure

Table 12 shows households in Rosenberg by tenure.

Of the 14,870 households in Rosenberg, 48.7% (7,247) are renters. While there are an estimated 7,623 owner-occupied housing units in Rosenberg, there are approximately 9,669 single-family units. While this gap, 2,046 units, could be partially attributed to Rosenberg’s vacant units (871 units), it is likely that many of these are single-family rentals.

According to the American Community Survey, the average owner household size in Rosenberg is 2.92, 25.6% larger than renter households, with an average size of 2.34.

**Table 12: Tenure of Occupied Rosenberg Housing Units, 2023 ACS 5-Year**

Tenure / Metric	Count	Share
Occupied housing units	14,870	100.0%
Owner-occupied	7,623	51.3%
Renter-occupied	7,247	48.7%
Average household size of owner-occupied unit	2.92	
Average household size of renter-occupied unit	2.34	

Sources: U.S. Bureau of the Census and CDS

## Mortgage Prevalence

Table 13 shows the share of owner households by mortgage status.

**Table 13: Share of Owner Households with a Mortgage, 2023 ACS 5-Year**

Mortgage Status	Count	Share
Total Owner Households	7,623	100.0%
with a mortgage	4,564	59.9%
without a mortgage	3,059	40.1%

## Housing Cost Burden

Households that spend more than 30% of their annual household income on housing costs are considered cost burdened.

Table 14 shows cost-burdened households by tenure and household income. 42.0% of renter households and 24.6% of owners are cost burdened. This is likely due to the larger share of renter households that earn less than \$49,999 annually (22.8% - 1,742). 61.5% of these renters are cost burdened.

**Table 14: Housing Cost Burden by Tenure and Income, 2023 ACS 5-Year**

Income Range	Owner Households			Renter Households		
	Total	Cost-Burdened		Total	Cost-Burdened	
		Count	Share		Count	Share
Total households	7,623	1,874	24.6%	7,247	3,042	42.0%
Less than \$20,000	556	531	95.5%	982	925	94.2%
\$20,000 to \$34,999	661	363	54.9%	1,036	863	83.3%
\$35,000 to \$49,999	525	178	33.9%	1,089	799	73.4%
\$50,000 to \$74,999	1,179	300	25.4%	1,188	421	35.4%
\$75,000 or more	4,602	502	10.9%	1,964	34	1.7%
Zero or negative income	100	NA	NA	245	NA	NA

Sources: U.S. Bureau of the Census and CDS

Cost burdened households under the age of 24 vary by tenure. Young householders who rent are more likely to pay more than 30% of their income for housing than those who own homes. They are the most cost burdened age cohort among renters in Rosenberg.

Table 15 organizes households in Rosenberg by tenure and age of householder.

Cost burdened households under the age of 24 vary by tenure. Young householders who rent are more likely to pay more than 30% of their income for housing than those who own homes. They are the most cost burdened age cohort among renters in Rosenberg.

**Table 15: Housing Cost Burden by Tenure and Age, 2023 ACS 5-Year**

Income Range	Owner Households			Renter Households		
	Total	Cost-Burdened		Total	Cost-Burdened	
		Count	Share		Count	Share
Total households	7,623	1,874	24.6%	7,247	3,042	42.0%
Householder 15 to 24 years	267	73	27.3%	978	565	57.8%
Householder 25 to 34 years	995	218	21.9%	2,266	1,007	44.4%
Householder 35 to 64 years	4,717	1,222	25.9%	3,151	1,115	35.4%
Householder 65 years and over	1,644	361	22.0%	852	355	41.7%
Not computed	100	NA	NA	988	NA	NA

Sources: U.S. Bureau of the Census and CDS

## For-Sale Housing Market

MLS data derived from the Houston Association of Realtors is subject to change, as listings are added/removed and sales occur daily. 2025 totals are year-to-date and do not provide a complete snapshot or accurate trends of the year 2025.

### Historical Sales Trends

Table 16 provides a brief summary of current MLS listings in Rosenberg.

**Table 16: Rosenberg Current For-Sale MLS Listings Summary**

As of August 25, 2025

Homes for Sale:	366
Average Home Price:	\$380,016
Price per Square Foot:	\$162
Average Square Footage:	2,417
Average Number of Bedrooms:	4

Source: Houston Association of Realtors

Figure 17 depicts total number of home-sales by year from 2019 to 2025 YTD. Sales seem to have peaked in 2020, followed by a slight decrease through 2023 and a second peak in 2024.

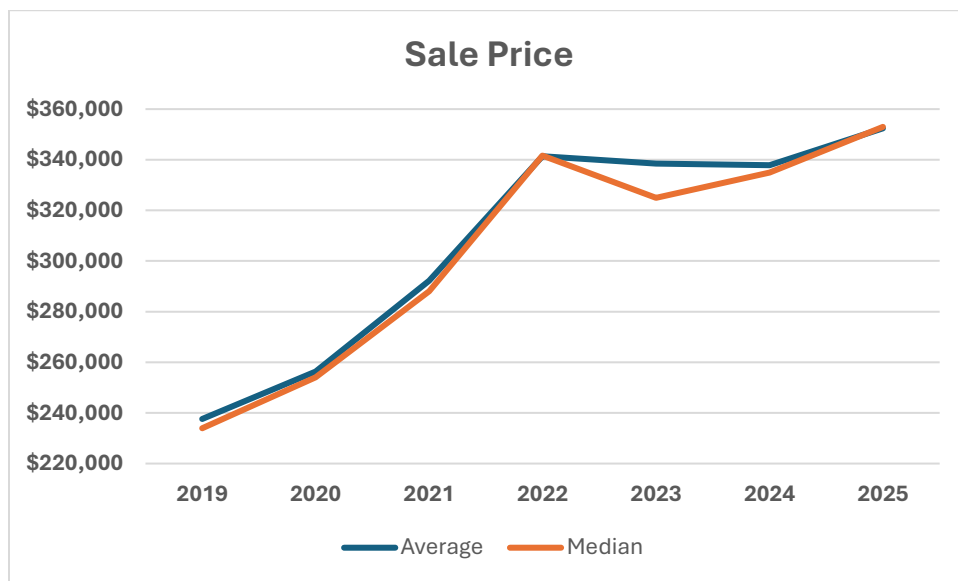
Figure 17: Rosenberg For-Sale – Sales



Source: Houston Association of Realtors

Figure 18 displays the trend in median and average sales price from 2019 to 2025 YTD. The average home sales price since 2019 has increased more than \$100,000.

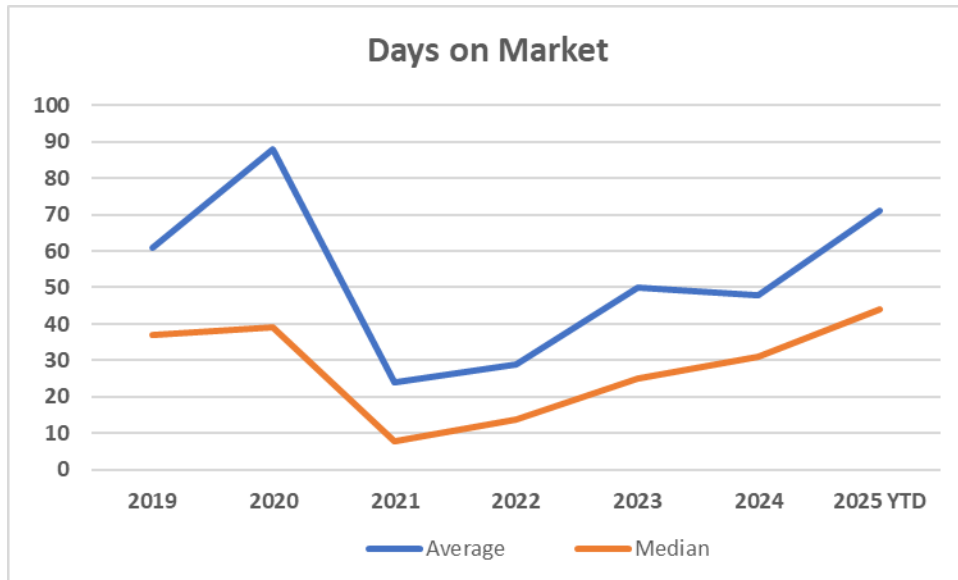
Figure 18: Rosenberg For-Sale – Sale Price



Source: Houston Association of Realtors

Figure 19 displays the average and median days on market (DOM) of for-sale listings in Rosenberg. Days on market were highest in 2020 followed by a dip in 2021 and 2022. Since 2022, DOM have steadily increased to over double in 2025.

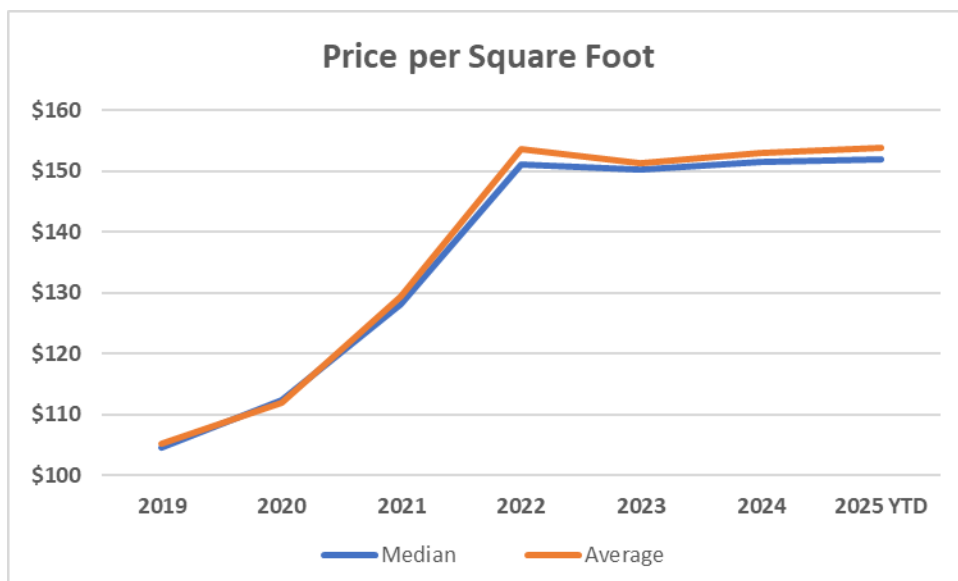
**Figure 19: Rosenberg For-Sale – Days on Market**



Source: Houston Association of Realtors

Figure 20 shows the median and average price per square foot of for-sale listings from 2019 to 2025 YTD. The cost of a home per square foot has spiked visibly from 2020 to 2022.

**Figure 20: Rosenberg For-Sale – Price per Square Foot**



Source: Houston Association of Realtors

## Rental Housing Market

Table 21 provides estimates from the U.S. Census for monthly rent payments per household. Amounts shown below are self-reported.

A large share (37.1% - 2,686 households) pay \$1,000 to \$1,499 per month on rent. The threshold for cost-burden based on the median monthly rent payment is \$53,480 in annual income.

**Table 21: Reported Rent Paid, 2023 ACS 5-Year**

Rent Range	Count	Share
Total non-owner households	7,247	100.0%
Less than \$500	365	5.0%
\$500 to \$999	1,338	18.5%
\$1,000 to \$1,499	2,686	37.1%
\$1,500 to \$1,999	1,577	21.8%
\$2,000 to \$2,499	449	6.2%
\$2,500 to \$2,999	89	1.2%
\$3,000 or more	0	0.0%
Median (dollars)	\$1,337	
No rent paid	743	10.3%

Sources: U.S. Bureau of the Census and CDS

### Multifamily Rental

CoStar data consists of information reported by commercial properties. This data is subject to change daily and may vary in accuracy. Calculations include multifamily properties of all types, not solely market rate apartments.

Table 22 shows the age of multifamily housing by sorting existing units by decade built.

According to CoStar, of the 4,193 units in the 77471 zip code area, 738 (14.8%) were built before 1980.

**Table 22: Overview of 77471 and Rosenberg Multifamily Rental Supply**

Year Built	77471 Total		City of Rosenberg	
	Units	Share	Units	Share
Before 1970	121	2.9%	121	2.4%
1970-1979	617	14.7%	617	12.4%
1980-1989	773	18.4%	773	15.6%
1990-1999	213	5.1%	213	4.3%
2000-2009	1,022	24.4%	1,022	20.6%
2010 and later	1,447	34.5%	2,214	44.6%
<b>Total inventory</b>	<b>4,193</b>		<b>4,960</b>	

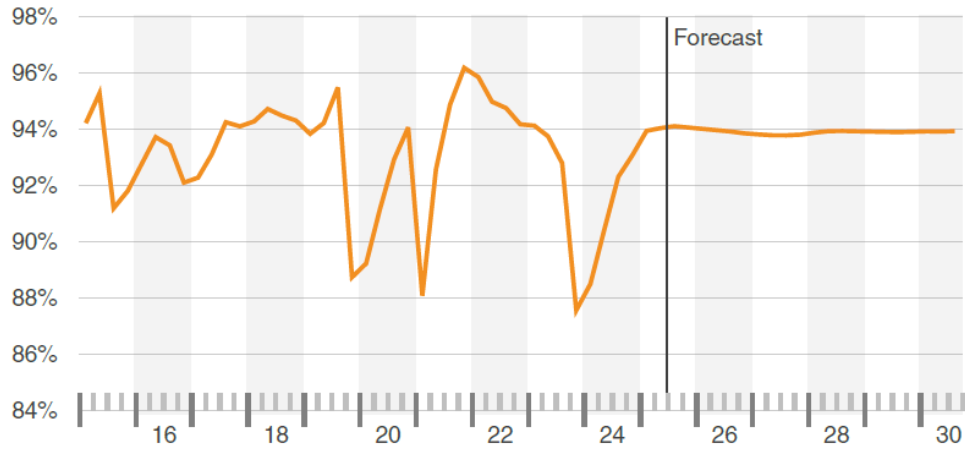
Sources: CoStar, CDS

Figure 2 shows quarterly reported occupancy rates by multifamily properties in the City of Rosenberg.

Apartment occupancy in the study area varies seasonally as well as over 10 years. Since 2015, total occupancy has not exceeded 97%.

**Figure 2: Trends in Multifamily Rental Occupancy**

City of Rosenberg

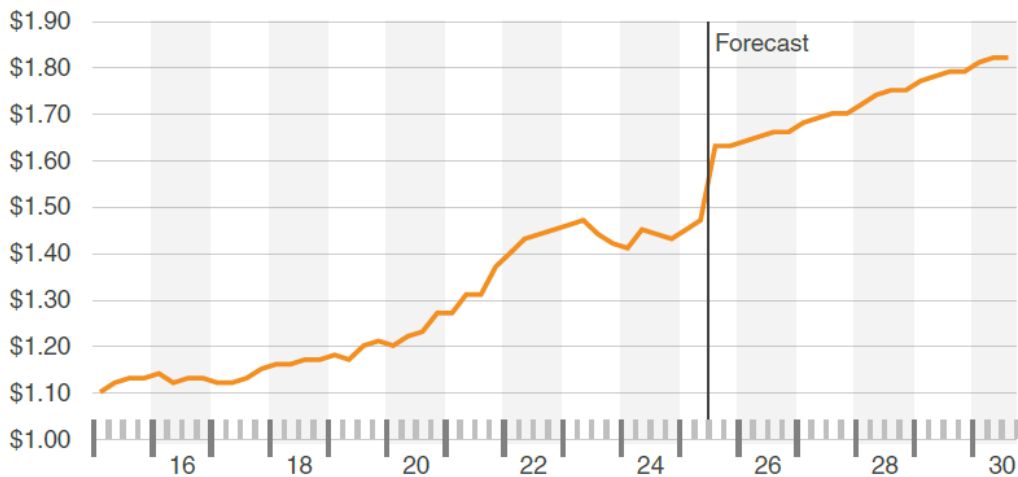


Sources: CoStar and CDS

Figure 3 shows trends in multifamily rental units in the City of Rosenberg. Average rent has continued to rise since the beginning of 2020, by approximately 25%.

**Figure 3: Trends in Multifamily Rental Lease Rates by Unit Plan**

City of Rosenberg

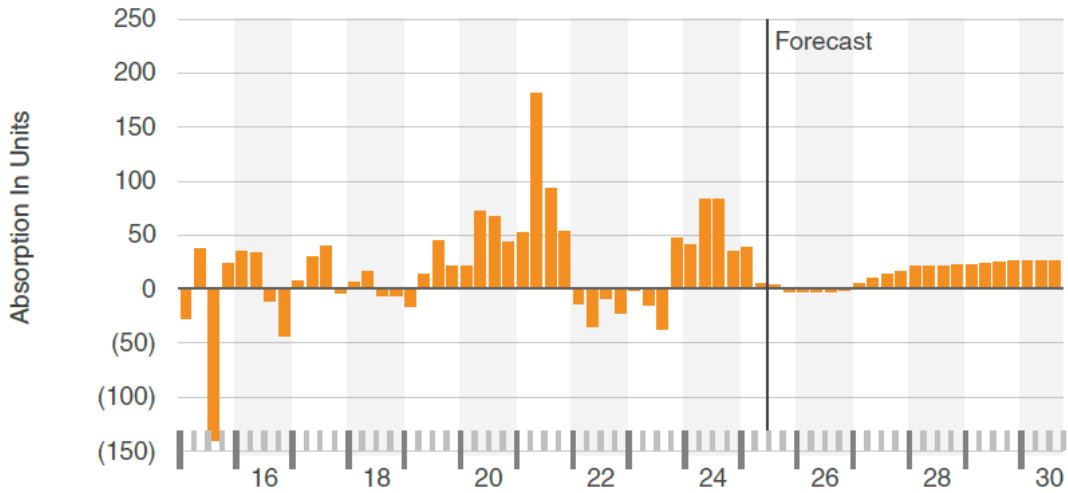


Sources: CoStar and CDS

Figure 4 shows net absorption by quarter in the City of Rosenberg.

**Figure 4: Trends in Multifamily Absorption**

City of Rosenberg



Sources: CoStar and CDS

Table 23 shows characteristics, such as rent/sq. ft, vacancy, and number of units of multifamily properties in Rosenberg. Properties shown below vary in type, class and affordability type, all of which may affect price and vacancy.

**Table 23: Multifamily Rental Properties**

Within City of Rosenberg

Property Address	Property Name	# Units	Avg. Asking Rent / Sq.Ft.	Vacancy %
2426 Humble Way			\$-	-
3426 Texas 36 Hwy	Fairgrounds Apartments	312	\$-	-
28345 Southwest Fwy	Fairgrounds Apartments	312	\$-	-
1010 1st St		3	\$-	-
1506 Carlisle St		6	\$0.57	-
1401 5th St		4	\$-	-
1511 5th St		4	\$-	-
1719 6th St		12	\$1.35	8.3
1415 8th St	Lamp Lighter	17	\$-	5.9
2901 Airport Ave	Bayou Bend Apartments	144	\$1.40	4.9
1315 Austin St	Parkview Apartments Townhomes	28	\$0.96	14.3
2901 Avenue F		5	\$-	-
2715 Avenue G		2	\$-	-
2316 Avenue H	Cornerstone Apartments	8	\$-	12.5
3501 Avenue I		9	\$-	11.1
2850 Avenue N	Parkside Place	28	\$1.11	3.6
3412 Avenue P		7	\$-	-

332 Blume Rd	Casa Blume Apartments	16	\$1.61	-
810 Brooks Ave	Brookmore Hollow Apartments	104	\$1.72	2.9
1007 Carlisle		6	\$-	-
6131 Carnaby Ln		50	\$-	-
1811 City Hall Dr	Carriage Glen Apartments	112	\$1.55	2.7
915 Cole Ave	Falcon Pointe	112	\$1.34	-
3419 Fountains Dr	The Henry at Rosenberg	184	\$1.51	6.5
507 Houston St		8	\$-	12.5
514 Houston St	Raptor's Landing Apartments	6	\$0.92	-
1221 Houston St		4	\$-	-
916 Jennetta St		8	\$-	12.5
313 Lane Dr	Fort Bend Gardens	67	\$1.86	1.5
911 Lane Dr	Victoria Garden	232	\$1.16	13.8
1910 Louise St	Rosenberg Duplex Houses	60	\$-	6.7
1317 Mahlmann St	Kings Arms	120	\$1.44	3.3
1026 Miles St		11	\$-	9.1
3102 Old Richmond Rd		3	\$-	-
905 Park Pl Blvd	The Verge at Summer Park	291	\$1.57	7.2
601 Park Place Blvd	The Waterford at Summer Park	196	\$1.57	4.1
1136 Radio Ln	Ashton Oaks of Rosenberg	104	\$1.51	2.9
4719 Reading Rd	Briarstone Apartments	96	\$1.64	5.2
4720 Reading Rd	Brittany Square	191	\$1.36	7.9
5525 Reading Rd	Reading Park Apartments	252	\$1.23	3.6
5801 Reading Rd	Brazos Senior Villas	80	\$0.81	-
7145 Reading Rd	Dolce Living Rosenberg	324	\$1.56	7.1
7210 Reading Rd	Springs at Summer Park	280	\$1.79	10.0
2400 Ruby St	Brazos Mobile Home Park	50	\$-	6.0
7204 Town Center Blvd	Town Center Lofts	309	\$1.75	5.8
7404 Town Center Blvd	Brazos Ranch	308	\$1.57	2.3
3101 Vista Dr	3101 Place	200	\$1.57	12.5
1603 Walnut Ave		4	\$-	-
1217 Westwood Dr	Westwood Village	271	\$1.34	5.2

Sources: CoStar and CDS

### Single Family Rental

Table 24 shows a summary of characteristics specifically for single-family rental properties currently on the market.

**Table 24: Rosenberg Current Rental Home MLS Listings Summary**

As of August 25, 2025

Homes for Rent:	110
Average Rent:	\$2,283
Rent per Square Foot:	\$1

Average Square Footage:	2,092
Average Number of Bedrooms:	3

Source: Houston Association of Realtors

Figure 25 shows trends on single-family properties rented by year. Rentals seem to have nearly doubled from 2020 to 2024.

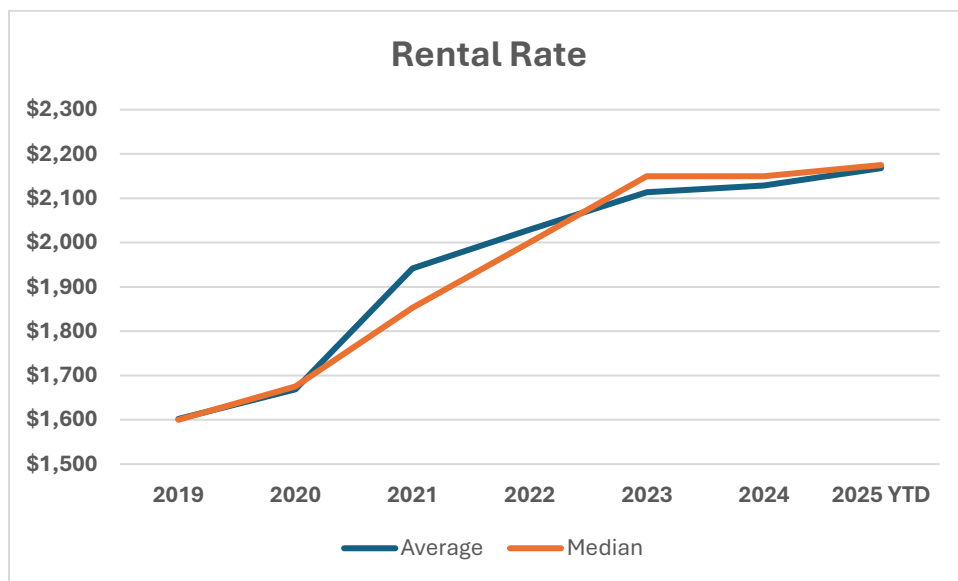
Figure 25: Rosenberg Single Family Rentals



Source: Houston Association of Realtors

Figure 26 depicts the average and median rent for single-family rental properties from 2019 to 2025 YTD. Since 2020, median and average rent in the study area has increased by \$500.

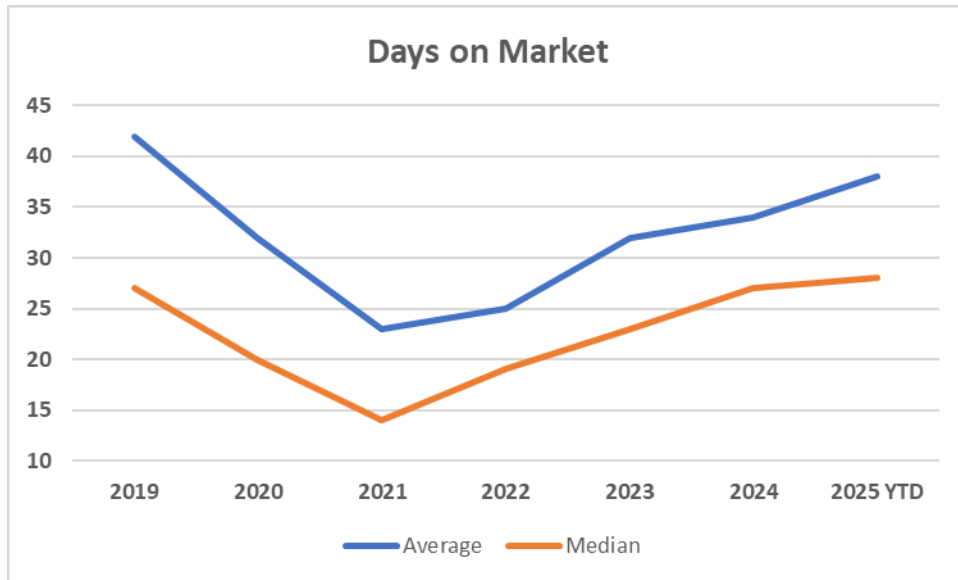
Figure 26: Rosenberg Single Family Rentals – Rates



Source: Houston Association of Realtors

Figure 27 shows the average and median number of days on market for single-family rental listing from 2019 to 2025 YTD.

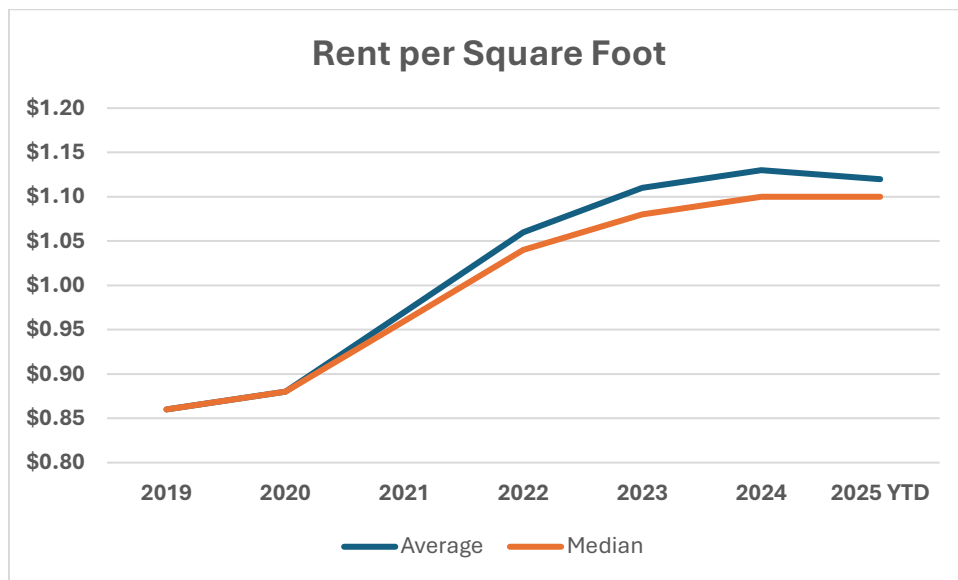
**Figure 27: Rosenberg Single Family Rentals – Days on Market**



Source: Houston Association of Realtors

Figure 28 displays the trends of average and median rents per square foot from 2019 to 2025 YTD. Similar to average rental rate, the rate per square foot has increased by around 30% since 2020.

**Figure 28: Rosenberg Single Family Rentals – Rent per Square Foot**



Source: Houston Association of Realtors

## EMPLOYMENT- AND TOURISM-GENERATING USES

The following section examines the inventory of land uses in the Rosenberg area that are likely to enhance industries’ employment opportunities and tourism attractions.

### Office

Table 29 shows the age of Rosenberg and the 77471 ZIP code’s office inventory as well as vacancy rates.

Properties in Rosenberg are 94.7% occupied, and the majority (77.1%) were built after 1980.

**Table 29: Overview of 77471 and Rosenberg Office Supply**

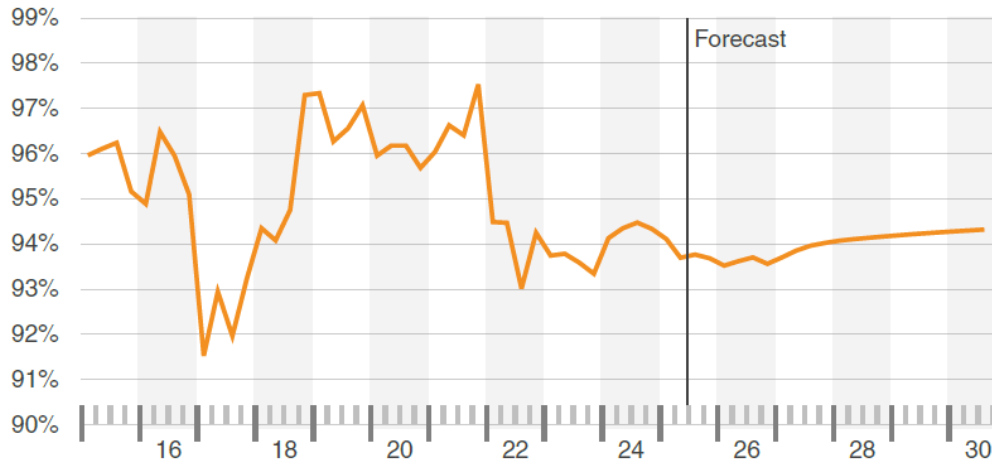
Year Built	77471		City of Rosenberg	
	Sq.Ft.	Share	Sq.Ft.	Share
Before 1970	80,142	13.1%	80,142	13.0%
1970-1979	60,057	9.8%	60,057	10.0%
1980-1989	200,529	32.7%	200,529	32.6%
1990-1999	60,055	9.8%	60,055	9.8%
2000-2009	73,885	12.0%	73,885	12.0%
2010 and later	139,413	22.7%	139,413	22.7%
<b>Total inventory</b>	<b>630,930</b>		<b>632,374</b>	
<b>Total vacancy</b>	<b>5.35%</b>		<b>5.30%</b>	

Sources: CoStar, CDS

Figure 5 shows trends in the quarterly occupancy rates of the office inventory of the City of Rosenberg. Occupancy seemed to have dropped during the pandemic drops and has not recovered much since.

**Figure 5: Trends in Office Occupancy**

City of Rosenberg

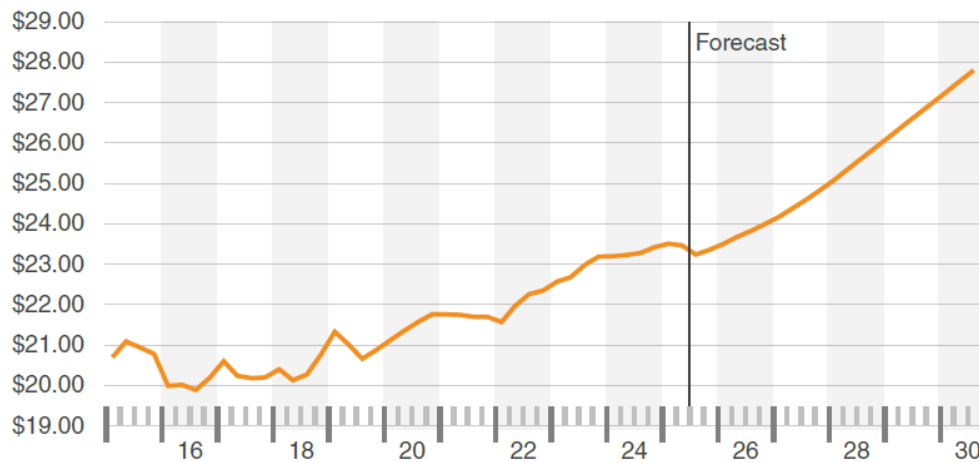


Sources: CoStar, CDS

As seen in Figure 6, the office inventory’s price per square foot dropped slightly in 2021 only to steadily increase from 2022 to 2025.

**Figure 6: Trends in Office Lease Rates**

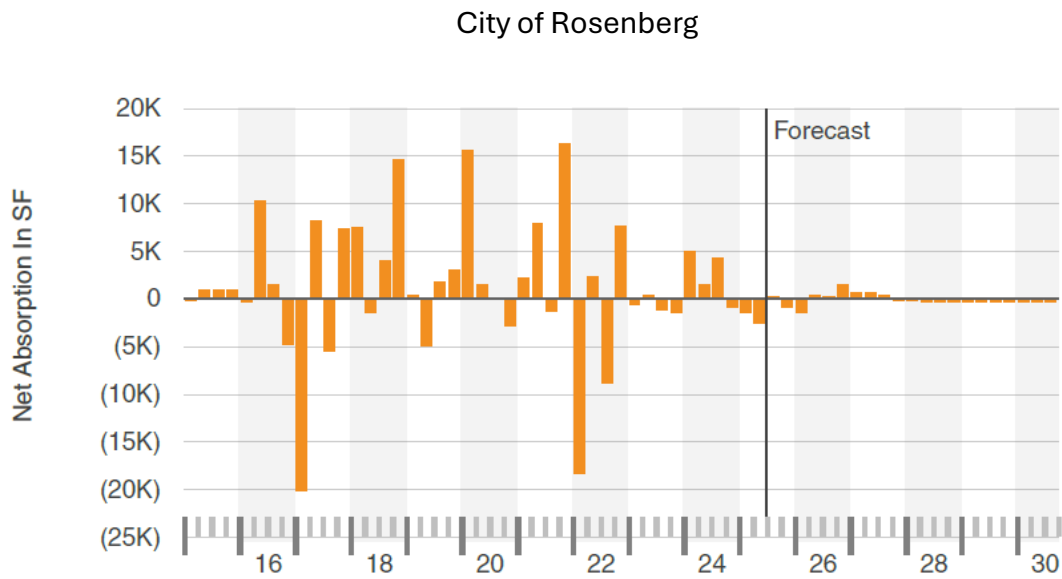
City of Rosenberg



Sources: CoStar, CDS

Figure 9 shows net absorption in square feet from 2015 to 2025 in the City of Rosenberg.

**Figure 7: Trends in Office Absorption**



Sources: CoStar, CDS

## Industrial

Industrial properties in Rosenberg are 93.7% occupied, and the majority (88.4%) were built after 1980.

Table 30 shows the age of the industrial inventory in the study areas as well as vacancy rates.

Industrial properties in Rosenberg are 93.7% occupied, and the majority (88.4%) were built after 1980.

**Table 30: Overview of 77471 and Rosenberg Industrial Supply**

Year Built	77471		City of Rosenberg	
	Sq.Ft.	Share	Sq.Ft.	Share
Before 1970	250,100	4.5%	250,100	4.2%
1970-1979	393,190	7.1%	393,190	6.5%
1980-1989	982,448	17.7%	982,448	16.3%
1990-1999	284,868	5.4%	299,268	5.0%
2000-2009	363,186	6.5%	500,616	8.3%
2010 and later	3,363,813	59.7%	3,593,537	59.7%
<b>Total inventory</b>	<b>5,815,679</b>		<b>6,303,108</b>	

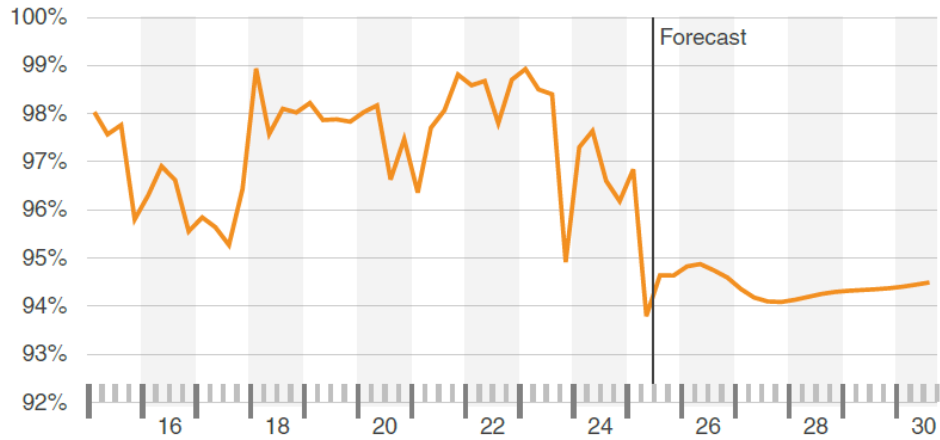
<b>Total vacancy</b>	<b>5.0%</b>	<b>6.3%</b>
----------------------	-------------	-------------

Sources: CoStar, CDS

Figure 8 illustrates occupancy trends in Industrial buildings in Rosenberg. Occupancy has dipped to its lowest rates since 2015 in the most recent quarter.

**Figure 8: Trends in Industrial Occupancy**

City of Rosenberg

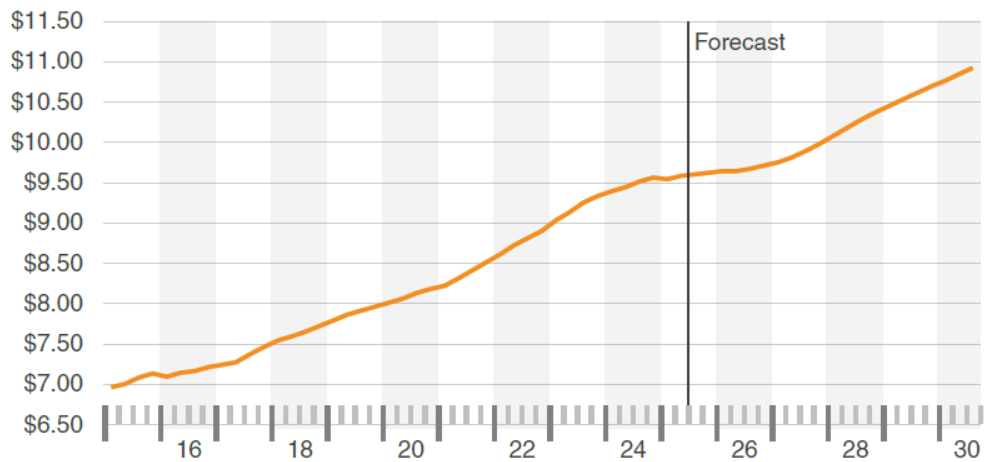


Sources: CoStar, CDS

Figure 9 shows that industrial lease rates have steadily risen over the past 10 years.

**Figure 9: Trends in Industrial Lease Rates**

City of Rosenberg

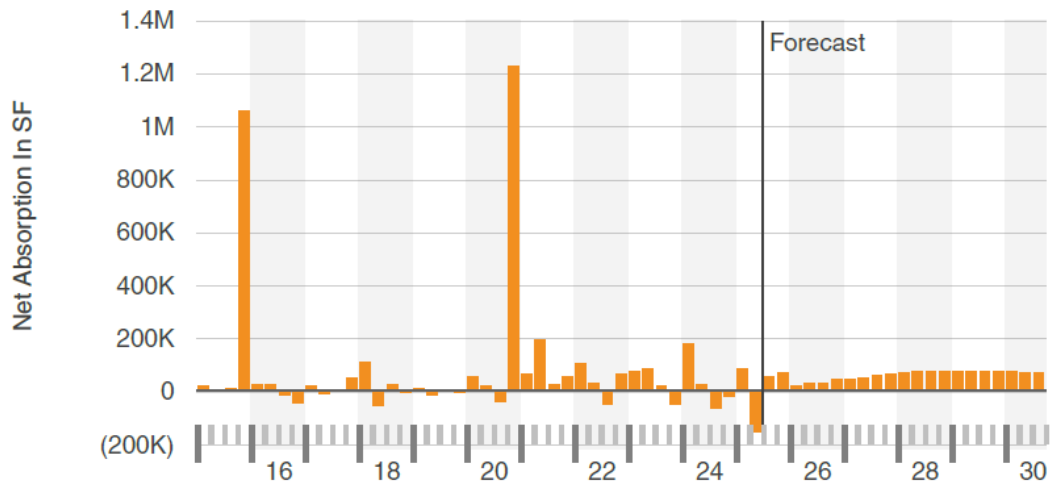


Sources: CoStar, CDS

Figure 12 shows net industrial absorption in square feet from 2015 to 2025 in the City of Rosenberg.

**Figure 10: Trends in Industrial Absorption**

City of Rosenberg



Sources: CoStar, CDS

## Retail

Table 32 shows the age of the retail inventory in the study areas as well as vacancy rates.

Industrial properties in Rosenberg are 95.1% occupied, and over half (58.6%) were built after 2000.

**Table 32: Overview of 77471 and Rosenberg Retail Supply**

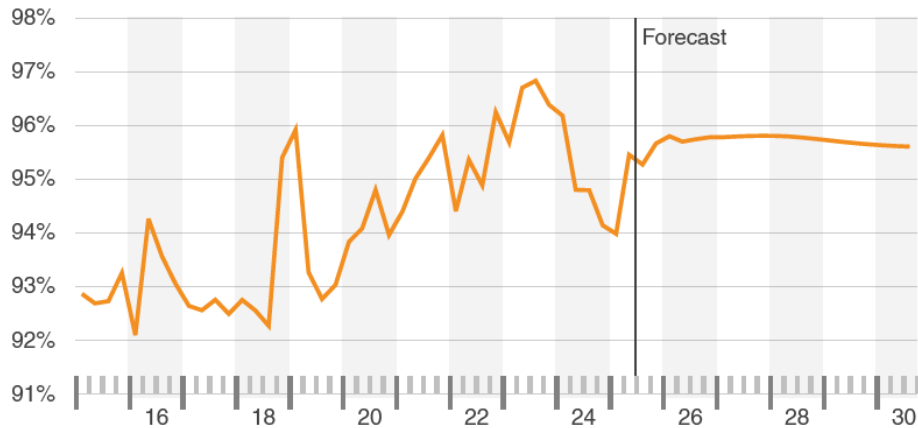
Year Built	77471		City of Rosenberg	
	Sq.Ft.	Share	Sq.Ft.	Share
Before 1970	638,230	15.1%	638,230	14.1%
1970-1979	292,201	6.9%	292,201	6.5%
1980-1989	539,026	12.8%	539,026	11.9%
1990-1999	395,767	9.4%	395,767	8.8%
2000-2009	1,865,039	44.2%	1,906,451	42.2%
2010 and later	491,823	11.6%	741,728	16.4%
<b>Total inventory</b>	<b>4,288,787</b>		<b>4,580,104</b>	
<b>Total vacancy</b>	<b>5.0%</b>		<b>4.9%</b>	

Sources: CoStar, CDS

Figure 13 illustrates occupancy trends in retail buildings in Rosenberg. Occupancy dipped to its lowest rates since 2019 in quarter 1 of 2025.

**Figure 13: Trends in Retail Occupancy**

City of Rosenberg

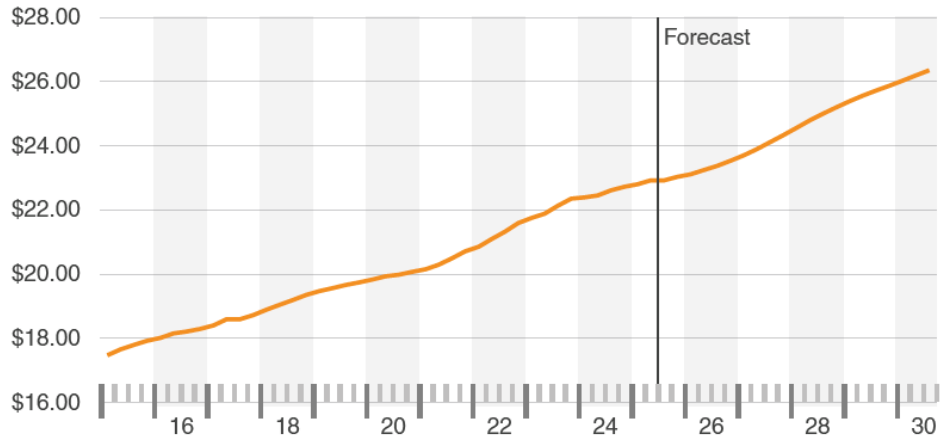


Sources: CoStar, CDS

Figure 14 shows that retail lease rates have steadily risen over the past 10 years.

**Figure 14: Trends in Retail Lease Rates**

City of Rosenberg

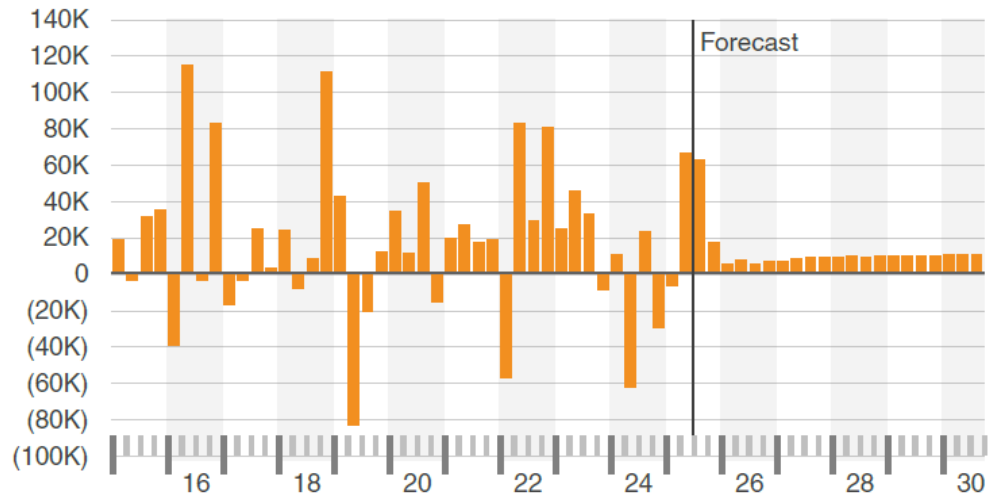


Sources: CoStar, CDS

Figure 15 shows net retail absorption in square feet from 2015 to 2025 in the City of Rosenberg.

**Figure 15: Trends in Retail Absorption**

City of Rosenberg



Sources: CoStar, CDS

## Hotels / Lodging

The hospitality sector plays a key role in supporting tourism by providing lodging for existing demand and helping attract new visitors through events and experiences. This section outlines the current hotel and lodging inventory, analyzing trends in occupancy and revenue. These insights help inform future planning and identify opportunities to strengthen the local tourism economy.

### Hotel Inventory

Table 31 provides a snapshot of the hotel inventory by city, including year constructed, size and class. Currently, Rosenberg offers a wide mix of hotel options including several Economy, Midscale, Upper Midscale and Independent hotels.

**Table 31: Rosenberg Area Hotel Inventory**

City / Hotel	Year Built	Rooms	Class
<b>Rosenberg</b>			
Holiday Inn Express & Suites	2022	85	Upper Midscale
La Quinta Inn & Suites	2006	56	Upper Midscale
Springhill Suites by Marriott			
Hampton Inn & Suites	2007	77	Upper Midscale
Knights Inn			
Express Inn			
Lone Star Inn	1960	43	Independent
Days Inn by Wyndham	1997	50	Economy
Traveler's Inn	1983	32	Independent
Motel 6	2000	67	Economy
Super 8	2009	37	Economy
Scottish Inn & Suites	2003	22	Economy
Regency Inn & Suites			
Woodland Inn & Suites	1982	36	Independent
Palace Inn			
Candlewood Suites	2028	51	Midscale
Avid	2028	56	Midscale
Studio 6	1976	140	Economy
Homer Norton	1977	9	Independent
Executive Inn	1983	49	Independent
OYO Hotel	1983	100	Economy
Comfort Inn & Suites		65	Upper Midscale

Sources: Source Strategies, CoStar and CDS

## Market Trends

Table 32 displays the average daily rates (ADR) by property from 2019 to 2024. Rosenberg’s ADR has increased 31.2% since 2019.

**Table 32: Average Daily Rate Trends – Rosenberg Area Hotels, 2019-2024**

City / Property	2019	2020	2021	2022	2023	2024
<b>Rosenberg</b>	<b>\$61.96</b>	<b>\$53.04</b>	<b>\$63.01</b>	<b>\$65.63</b>	<b>\$73.63</b>	<b>\$81.32</b>
Holiday Inn Express & Suites				\$77.48	\$84.44	\$100.23
La Quinta Inn & Suites	\$82.94	\$73.49	\$84.16	\$90.07	\$91.34	\$100.03
Springhill Suites by Marriott	\$78.86	\$57.37	\$73.01	\$75.67	\$99.28	\$102.11
Hampton Inn & Suites	\$100.54	\$73.41	\$94.67	\$102.97	\$113.27	\$104.37
Knights Inn	\$46.51	\$43.95	\$44.75	\$41.65	\$54.96	\$77.92
Express Inn		\$56.07	\$70.60	\$65.44	\$61.53	\$78.19
Lone Star Inn						\$76.18
Days Inn by Wyndham			\$65.95	\$66.01	\$63.65	\$71.83
Traveler's Inn	\$49.23	\$44.01	\$47.37	\$60.85	\$61.75	\$73.70
Motel 6	\$56.17	\$57.51	\$69.48	\$68.14	\$67.53	\$65.12
Super 8	\$44.23	\$39.36	\$39.08	\$42.30	\$49.91	\$63.41
Scottish Inn & Suites	\$47.72	\$50.40	\$57.21	\$61.89	\$56.76	\$58.89
Regency Inn & Suites	\$33.12	\$41.02	\$42.56	\$48.54	\$48.26	\$54.74
Woodland Inn & Suites				\$43.09	\$40.85	\$40.62
Palace Inn	\$33.22	\$34.14	\$39.92	\$39.98	\$38.89	\$41.78
Candlewood Suites						
Avid						
Studio 6						
Homer Norton						
Executive Inn						
OYO Hotel						
Comfort Inn & Suites	\$65.44	\$51.34				

Sources: Source Strategies, CoStar and CDS

Figure 11 visualizes the data shown in Table 32. Room rates have rebounded and then steadily risen since a COVID-oriented dip in 2020.

**Figure 11: Average Daily Rate Trends in Rosenberg, 2019-2024**

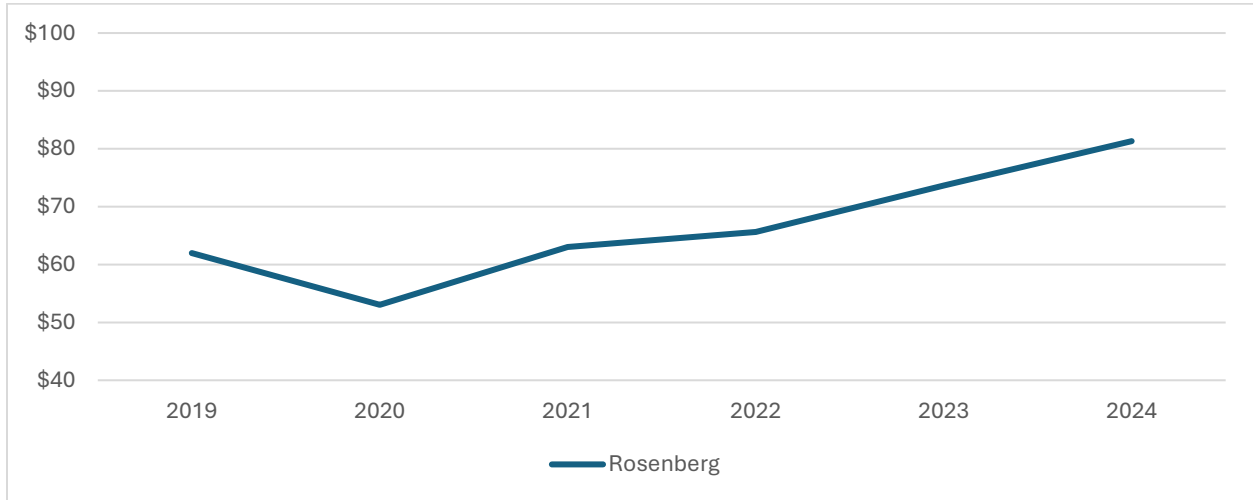


Table 33 shows the occupancy trends for each hotel located in the Rosenberg area. On average, occupancy has increased by 6.5% between 2019 and 2024.

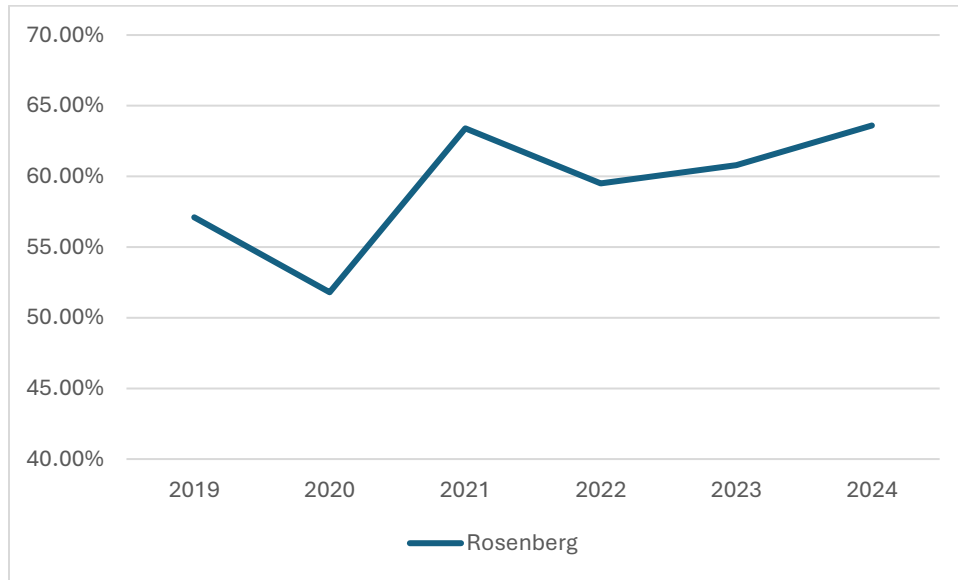
**Table 33: Occupancy Trends – Rosenberg Area Hotels, 2019 - 2024**

City / Property	2019	2020	2021	2022	2023	2024
<b>Rosenberg</b>	<b>57.1%</b>	<b>51.8%</b>	<b>63.4%</b>	<b>59.5%</b>	<b>60.8%</b>	<b>63.6%</b>
Holiday Inn Express & Suites				57.3%	60.7%	65.3%
La Quinta Inn & Suites	61.0%	53.8%	63.2%	63.1%	58.6%	70.4%
Springhill Suites by Marriott	62.0%	51.1%	67.3%	61.9%	69.9%	67.8%
Hampton Inn & Suites	62.3%		68.4%	60.8%	63.2%	60.5%
Knights Inn	56.5%	51.8%	59.7%	54.5%	61.0%	72.6%
Express Inn		52.5%	66.4%	61.2%	61.4%	66.7%
Lone Star Inn	56.4%					65.5%
Days Inn by Wyndham		47.6%	67.2%	64.8%	63.9%	67.7%
Traveler's Inn	66.5%	52.3%	60.2%	64.6%	60.3%	64.3%
Motel 6	61.3%	58.7%	66.0%	67.9%	65.2%	66.7%
Super 8	48.2%	42.9%	53.4%	51.5%	58.5%	61.9%
Scottish Inn & Suites	60.4%	48.6%	64.4%	61.9%	58.1%	55.8%
Regency Inn & Suites	51.2%	60.0%	59.6%	58.9%	56.7%	57.5%
Woodland Inn & Suites	67.9%			51.5%	54.3%	54.9%
Palace Inn	38.7%	39.5%	60.6%	50.9%	43.0%	41.5%
Candlewood Suites						
Avid						
Studio 6						
Homer Norton						
Executive Inn						
OYO Hotel						
Comfort Inn & Suites	57.9%					

Sources: Source Strategies, CoStar and CDS

Figure 12 depicts the trends outlined in Table 33. Hotels in Rosenberg have remained between 59-64% occupancy since recovering from the 2020 COVID dip.

**Figure 12: Hotel Occupancy Trends in Rosenberg, 2019-2024**



Sources: Source Strategies and CDS

Table 34 illustrates the room revenue trends in Rosenberg area hotels. Revenue per available room has increased by 46% since 2019.

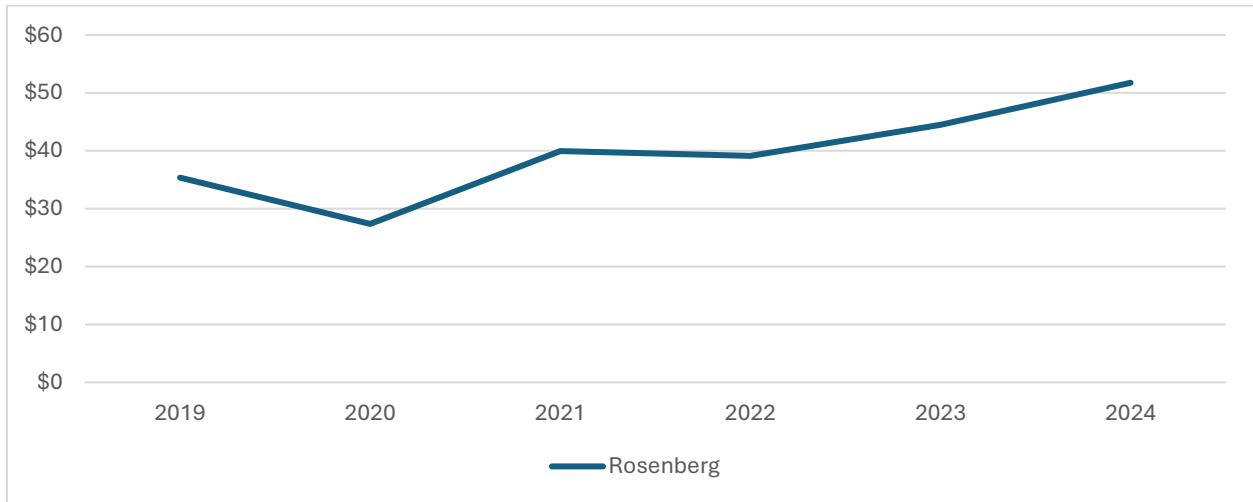
**Table 34: Revenue per Available Room Trends – Rosenberg Area Hotels, 2019 - 2024**

City / Property	2019	2020	2021	2022	2023	2024
<b>Rosenberg</b>	<b>\$35.37</b>	<b>\$27.36</b>	<b>\$39.94</b>	<b>\$39.11</b>	<b>\$44.47</b>	<b>\$51.75</b>
Holiday Inn Express & Suites				\$44.38	\$51.25	\$65.50
La Quinta Inn & Suites	\$50.63	\$40.34	\$53.19	\$55.72	\$53.59	\$70.43
Springhill Suites by Marriott	\$48.86	\$30.62	\$49.11	\$46.87	\$69.42	\$69.22
Hampton Inn & Suites	\$62.64	\$36.77	\$64.78	\$62.62	\$71.55	\$63.17
Knights Inn	\$26.30	\$22.26	\$26.70	\$22.70	\$33.51	\$56.60
Express Inn		\$29.42	\$46.89	\$40.05	\$37.81	\$52.12
Lone Star Inn						\$49.92
Days Inn by Wyndham		\$23.92	\$44.35	\$42.77	\$40.67	\$48.62
Traveler's Inn	\$32.75	\$23.02	\$28.52	\$39.28	\$37.25	\$47.36
Motel 6	\$34.44	\$33.01	\$45.85	\$46.24	\$44.03	\$43.46
Super 8	\$21.30	\$16.51	\$20.88	\$22.66	\$29.17	\$39.24
Scottish Inn & Suites	\$28.81	\$23.96	\$36.85	\$38.29	\$32.99	\$32.84
Regency Inn & Suites	\$16.96	\$24.07	\$25.37	\$28.61	\$27.36	\$31.47
Woodland Inn & Suites				\$24.33	\$22.20	\$22.29
Palace Inn	\$12.86	\$13.16	\$24.20	\$20.34	\$16.72	\$17.36
Candlewood Suites						
Avid						
Studio 6						
Homer Norton						
Executive Inn						
OYO Hotel						
Comfort Inn & Suites	\$37.91					

Sources: Source Strategies, CoStar and CDS

Trends from Table 34 can also be seen in Figure 13. Rosenberg hotel per room revenue, on average, has increased since recovering from the 2020 COVID dip.

**Figure 13: Revenue per Available Room Trends – Rosenberg Area Hotels, 2019 - 2024**



Sources: Source Strategies and CDS

## RECOMMENDATIONS OVERVIEW

We recommend a coordinated package of targeted incentives, development-code reforms and permitting acceleration, downtown placemaking investments, and workforce partnerships to attract and retain higher-wage, knowledge-based employers while expanding housing and commercial supply to relieve upward price pressure and support tourism-driven growth.

### Target industries and incentives

#### *Priority targets*

- **Professional, Scientific, and Technical Services** — already a strong local sector; incentives to reduce cost and friction for small office formation will leverage existing momentum.
- **Health Care and Social Assistance** — large, stable employer base that supports clinical and administrative space demand.
- **Advanced Manufacturing and Industrial Technology** — build on local manufacturing strength by supporting higher-value industrial uses and site readiness.
- **Education and Training Institutions / Workforce Hubs** — connect education providers to local employers to raise resident skill levels.
- **Remote work / Tech hub incubation and small-office clusters** — create high-quality small office stock to retain higher-educated residents and capture remote/entrepreneurial professionals.
- 

#### *Incentive types (targeted, conditional)*

- **Small-office development grants / gap financing** for projects delivering office suites (10k–25k SF), with covenants for incubator/coworking space and initial lease-rate caps.
- **Tenant attraction vouchers** to offset fit-out costs for targeted business types (professional services, clinical, training centers).
- **Tax abatements tied to measurable public benefit** (property tax reductions for a fixed term in exchange for local hiring, below-market lease floors for small suites, or streetscape improvements).

## Downtown activation, façade and patio program, and tourism

- **Focus:** Upgrade historic downtown façades, add outdoor dining/patio space, improve streetscape and wayfinding, and create an annual themed event calendar to increase visitation and restaurant/retail viability.
- **Program elements**
  - **Façade + Patio Matching Grants** — 50% match up to a cap per storefront for façade upgrades, patio conversions, and ADA improvements; require a multi-year maintenance covenant and design review.
  - **Micro-grants for activation** — small awards for pop-ups, weekend markets, and placemaking installations to activate vacant or underused storefronts.
  - **Event seed funding and marketing** — city seed funding for a flagship annual event plus quarterly activations that coordinate merchants, hotels, and attractions.
  - **Create a unique event that sets your city apart** — Try to come up with an event that naturally fits for Rosenberg but is unique compared to events put on by cities in the Houston region. Events that are attractive and unique can help spur your tourism industry.
- **Data rationale:** Retail occupancy has historically been high but showed a dip in early 2025, creating vulnerability that downtown activation can reduce. Hotel ADR and RevPAR rebounded strongly since COVID (notable ADR and RevPAR growth), indicating capacity to capture more overnight stays if downtown becomes a stronger draw.
- **Outcome goals**
  - Increase downtown foot traffic and reduce vacancy duration.
  - Drive incremental hotel demand reflected in occupancy and ADR lifts tied to downtown events.

## Development-code reforms and permitting acceleration

- **Problem statement:** Rising for-sale prices (average listing ~\$380k) and rental pressure (multifamily median \$1,337; single-family rental avg \$2,283) indicate constrained supply and affordability stress—particularly for renters where 42% are cost-burdened.
- **Recommended code changes**
  - **Relax minimum lot standards and form controls** to allow smaller lot configurations and "missing-middle" housing (duplexes, triplexes, cottage courts) in appropriate locations to increase supply.
  - **Permit accessory dwelling units (ADUs) and gentle-density infill** by right in targeted corridors near downtown and major arterials to add housing quickly.
  - **Create flexible commercial overlays** that reduce parking and design burdens for small offices and neighborhood retail, enabling easier conversions of underused ground-floor space.
- **Permitting and process**
  - **Establish an expedited permitting track** with clear online checklists and guaranteed review timelines (e.g., 30/60/90 days by project scale).

- **Offer fee reductions or fast-track review** for projects that meet quality standards and deliver public benefits (affordable units, local hiring, façade improvements).
- **Why this matters:** Nearly one-third of housing stock predates 1980; single-family rentals and rents have grown substantially since 2020. Relaxing development code and speeding approvals reduces developer holding costs and encourages production of a broader range of housing types to moderate price increases.

## Commercial supply, permitting, and incentive alignments

- **Supply actions**
  - **Create shovel-ready small-office sites** (city parcels or P3s) with preapproved site plans and utilities for multi-tenant small office buildings (10–40k SF).
  - **Commercial flex conversion program** — incentives for landlords to convert underused retail into modular office suites with capped rents for initial terms.
- **Process and fiscal tools**
  - **Single-point contact + online permitting portal** to simplify approvals and reduce soft costs for small commercial projects.
  - **Targeted tax carve-outs with conditions** — property tax relief for retail centers or housing owners that commit to façade upgrades, below-market rents for a portion of space, or capital reinvestment in older housing.
- **Rationale:** Office, industrial and retail historically show high occupancy but recent dips in 2025 signal sensitivity to cost and supply. These measures reduce risk for developers and attract the products Rosenberg currently lacks.

## Submittal modernization and product approval reform (new items)

- Allow **electronic plan submittal as the primary deliverable**: require a searchable, stamped PDF plus the native CAD file (.dwg or compatible format). Reduce hard-copy requirement to **one stamped paper set for record only**. Benefits: faster review cycles, lower printing costs for applicants, easier plan version control, and improved inter-departmental coordination.
- Accept **industry-standard equivalent products** rather than restricting applicants to a narrow Appendix G approved list: developers and contractors may submit manufacturer data and performance documentation for equivalent products. The city should implement a streamlined technical review path (simple submittal checklist and 10–15 business day review goal) to confirm compliance with performance criteria.
- Design specifics:
  - Create an **electronic submittal checklist** describing accepted file formats, naming conventions, and required metadata (project ID, sheet index, certification).
  - Establish a **simple product technical review protocol**: submittal packet (manufacturer cut sheets, performance tests, installation instructions), assignment

- to technical reviewer, and an electronic approval/conditional-approval response within the target review window.
- Maintain an updated **recommended products list** (informational) but remove exclusive language that prevents equivalent product acceptance; allow manufacturers to be added to a public registry after approval.
- Rationale and outcomes: reduces developer costs and procurement friction, encourages innovation and competition (lower material costs), shortens review timelines, and aligns Rosenberg with contemporary industry practice—supporting faster delivery of housing and commercial projects.

## Workforce partnerships, metrics and phased implementation

- **Education + employer pipeline**
  - **Partner with local colleges and training providers** to design stackable credentials and apprenticeships for healthcare, advanced manufacturing, and technical/professional services.
  - **Tie incentives to local hiring** — require a share of hires from local training programs or resident pools for projects receiving public support.
- **Key metrics (to track progress)**
  - Reduce renter cost-burden share from 42.0% toward a targeted reduction (city to set numeric target) within 5 years.
  - Deliver 3–4 small-office developments (aggregate 30–80k SF) and 500–1,000 new housing units (mix of single- and multi-family, including missing-middle) within 3–5 years under relaxed development code and expedited permitting.
  - Increase share of Rosenberg residents employed in higher-wage professional categories by measurable percentage points within 5 years.
- **Phasing**
  - Year 0–1: adopt development-code reforms (lot standards, ADUs, overlays), create incentive policy framework (façade, small-office, tax abatements), and stand up expedited permitting and a single-point contact.
  - Year 1–3: launch façade/patio grants, seed flagship events, prepare shovel-ready small-office sites, and execute workforce MOUs.
  - Year 3–5: evaluate outcomes, refine incentive triggers, scale successful pilots, and report on occupancy, ADR/RevPAR, local hiring, and housing cost burden.

**Comprehensive Plan Advisory Committee Meeting**

**6.**

**Meeting Date:** 02/10/2026

**Item Title:** Adjournment

---

**ITEM/MOTION**

Adjournment.

---