



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

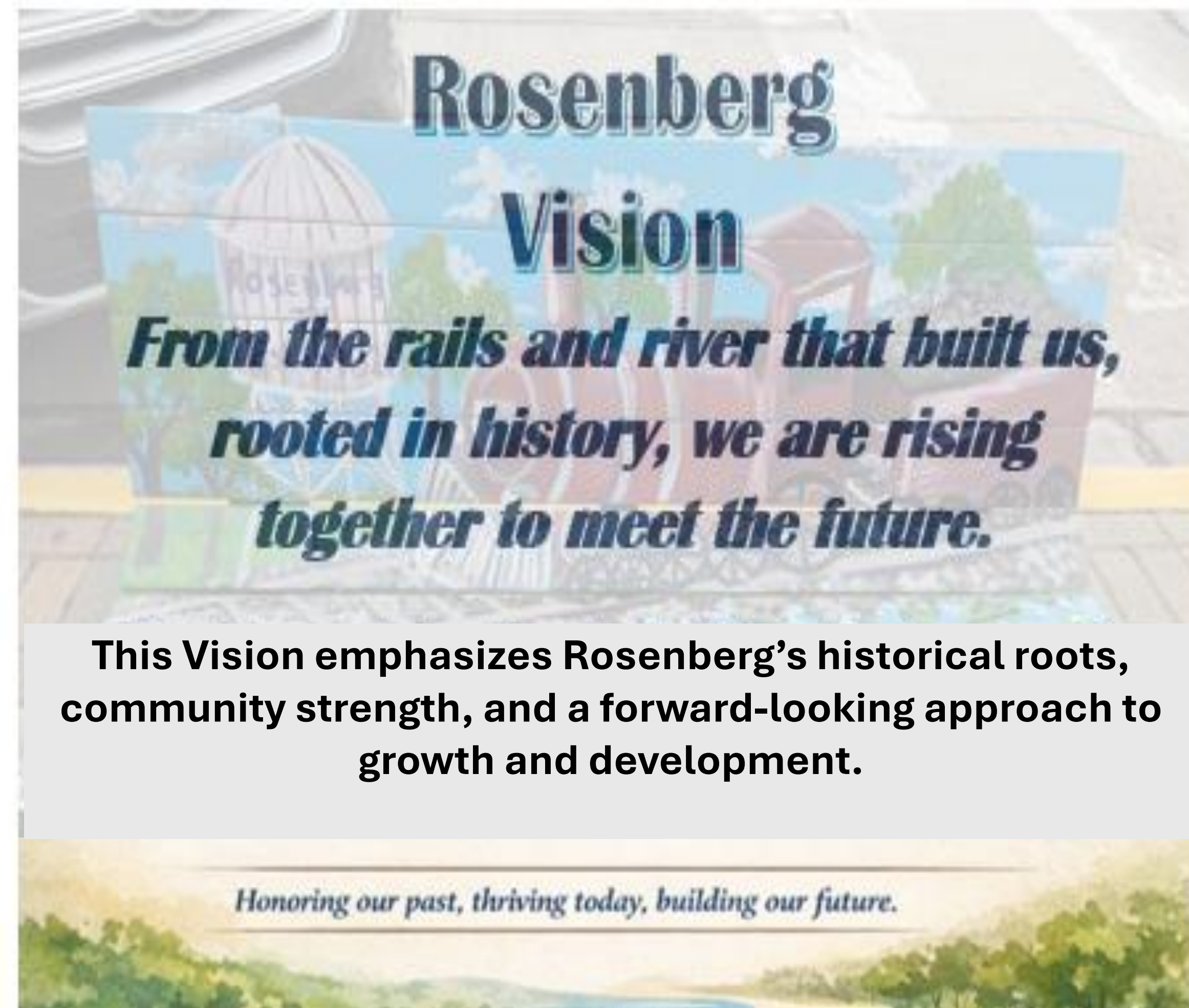
Chapter 8 Mobility & Transportation

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



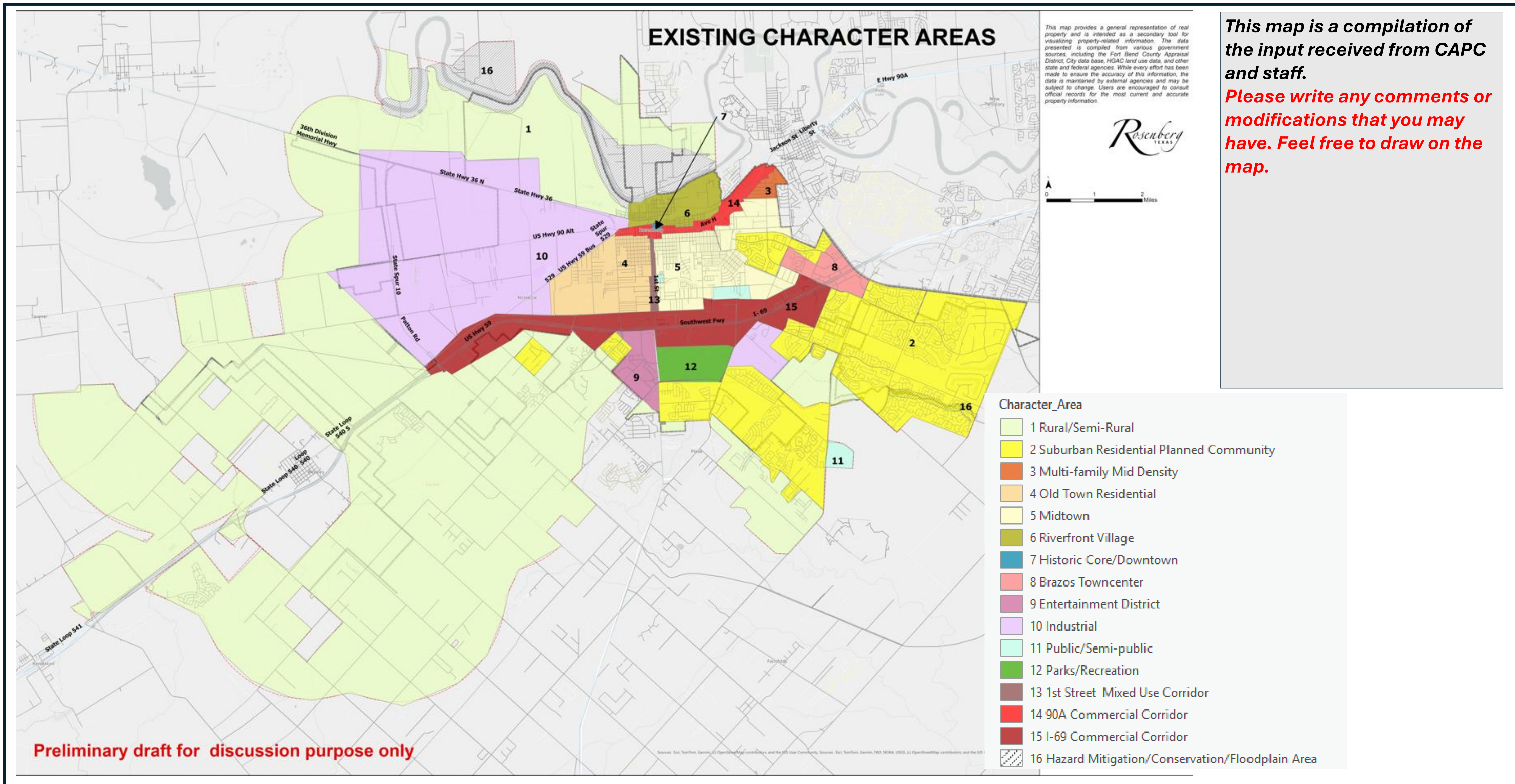
Support Housing Choice and Neighborhood Stability



Enhance Quality of Life and Community Well-Being



Ensure Fiscal Responsibility and Strategic Growth



This map is a compilation of the input received from CAPC and staff.

Please write any comments or modifications that you may have. Feel free to draw on the map.

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.

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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.

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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.

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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.

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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.

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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.

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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.

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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.

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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.

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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.

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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.

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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.

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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.

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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.

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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.

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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.

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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.

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GOAL UC-7 Preserve & 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.

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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.

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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.

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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).

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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).

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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.

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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Foster Economic Vitality and Diversification



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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

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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

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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

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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

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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

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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

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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

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



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



Character Areas – Description

1. Rural/ Semi-Rural

Rural areas are characterized by large parcels, agricultural uses, and low-density residential development. This category includes areas within the Extraterritorial Jurisdiction (ETJ) and reflects limited infrastructure and rural land-use patterns.

2. Suburban Residential / Planned Community

Suburban Planned Communities consist of master-planned residential neighborhoods with coordinated street networks, subdivision layouts, open space, and neighborhood amenities. Development is predominantly single-family with supporting community facilities.

3. Multi-family Mid Density

Multi-Family Mid-Density area provides a transition between midtown neighborhoods and higher-intensity mixed-use or commercial areas. These areas support townhomes, duplexes, and small apartment buildings.

4. Old Town Residential

Old Town Rosenberg features a traditional residential grid pattern with mature trees, established single-family homes, connected streets, and long-standing neighborhoods. Older housing stock reflects early phases of Rosenberg's residential development.

5. Midtown

Midtown is a transitional area between the Historic Core and newer development areas. It contains a mix of residential, commercial, and civic uses with varying building ages, lot sizes, and development patterns. Midtown has strong potential to evolve into a walkable, medium-density area supported by neighborhood-serving uses.



Character Areas – Description

6. Riverfront Village

The Riverfront Village includes land along the Brazos River with a mix of residential uses, open space, and undeveloped parcels. Low density and building styles are influenced by floodplain conditions and proximity to the river.

7. Historic Core/Downtown

The Historic Core, including Downtown, is characterized by small-scale, mostly one-story commercial buildings built close to the street in a traditional block pattern. Uses include local retail, offices, restaurants, and civic spaces. The area is pedestrian-oriented with historic architecture and a compact development form.

8. Brazos Town Center

Brazos Town Center is a regional commercial and activity area located on both sides of I-69 with a concentration of retail, dining, entertainment, employment, and institutional uses. Development is characterized by larger parcels, big-box retail, fast food restaurants, surface parking, and internal private road networks.

9. Entertainment District

The Entertainment District functions as a community and regional entertainment hub, anchored by the Epicenter, Fairgrounds, and Civic Center, with supporting commercial development.

10. Industrial

The Industrial District includes low-density, scattered manufacturing, processing, warehousing, and logistics facilities with outdoor operations and storage. The area is primarily located along the former railroad right-of-way and S.H. 36, near freight routes and industrial infrastructure.

11. Public/Semi Public

Public / Semi-Public areas include civic, institutional, educational, and community facilities such as schools and government buildings. These areas serve as community anchors and are designed to provide public services.



Character Areas – Description

12. Parks/Recreation

Parks and Recreation areas, including Seabourne Creek and the Civic Center, currently function as major community gathering spaces supporting recreation, festivals, and civic events. However, these areas lack continuous trail connectivity and safe, comfortable walkability to surrounding neighborhoods and activity centers.

13. First Street Mixed-Use Corridor

This corridor contains a mix of commercial, retail, residential, and industrial uses. Development is largely auto-oriented and includes outdoor storage and limited landscaping. Pedestrian and bicycle facilities are minimal, and land uses vary in intensity and compatibility. The area lacks a clear identity or cohesive character.

14. 90A Commercial Corridor

This corridor is characterized by auto-oriented commercial, retail, and industrial uses with outdoor storage and minimal landscaping. Pedestrian and bicycle facilities are generally absent.

15. I-69 Commercial Corridor

The I-69 Commercial Corridor is a limited-access highway area that includes highway-oriented commercial, service, hospitality, and employment uses. Development emphasizes regional access, visibility, and vehicular circulation, with large parcels and surface parking common throughout the corridor.

16. Hazard Mitigation/Conservation/Floodplain

The Hazard Mitigation/Conservation/Floodplain consists primarily of floodplain lands, open space, and undeveloped or low-density uses. The area includes natural features, drainage infrastructure, and recreational spaces influenced by flood risk and environmental constraints such as Brazos River and Dry Creek.