



**2025-2026**

# **COMPREHENSIVE PLAN UPDATE**

# CPAC Meeting 4

February 10, 2026

Rev. 2/9/26

- ❑ **Guest Speaker** – Cliff Cross, Development Services Director, City of Fredericksburg

- ❑ **Project Status Update**

  - ❑ CPAC Meetings

    - ❑ CPAC 1 – July 30, 2025. Project Introduction, Preliminary Input

    - ❑ CPAC 2 – September 4, 2025. Bus Tour: Input on Existing Conditions and Recommendations

    - ❑ CPAC 3 – October 27, 2025. Preliminary Findings and Visioning

  - ❑ Community Engagement Overview

  - ❑ Draft Report Outline and Progress

  - ❑ Next Steps

- ❑ **Sustainability Standards**

- ❑ **Fiscal Impact** – Land Use & Development Types

- ❑ **Exercises**

  - ❑ Draft Vision and Guiding Principles

  - ❑ Draft Existing Character Area Map

  - ❑ Draft Goals, Objectives, and Strategies for Specific Topics



Cliff Cross, Development Services Director  
City of Fredericksburg



# Status Update

Mobilization (Months 1-2)

*Kick-Off, Work Session with CC – July 1, 2025*

May-June



Visioning, Current Conditions (Months 3-6)

*Community Vision & Guiding Principles  
Population, Employment, Housing*

July-Oct



Future City (Months 7-8)

*Draft Recommendations for Discussion*

Nov-Dec



Draft Plan & Implementation (Months 8-9)

*Preliminary Draft Plan*

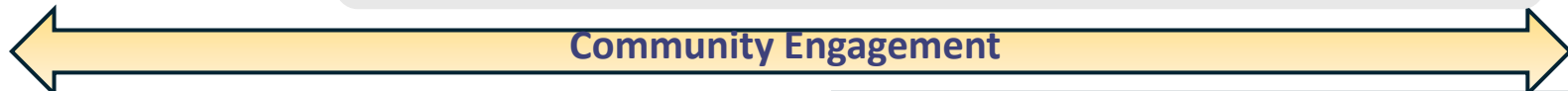
Dec-Jan



Finalization & Adoption (Months 10-11)

*Work Session, Public Hearing, Final Report*

Feb-March



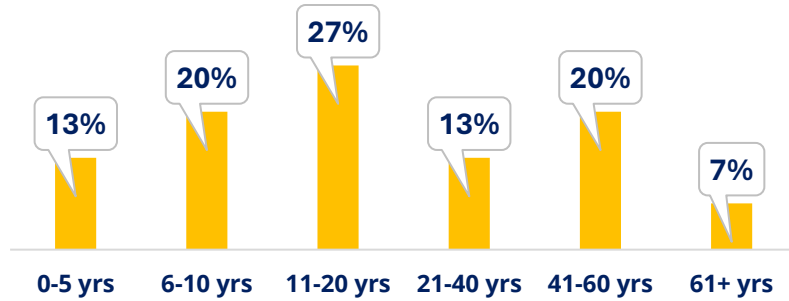
- Interviews/Focus Group Meetings - 9
- Questionnaire – 111 Responses (**11,000+ Data Points**)
- Interactive Map – 6 Responses

- Community Event - National Night Out
- CPAC Meetings 1, 2, 3
- City E-mail/Social Media Notifications

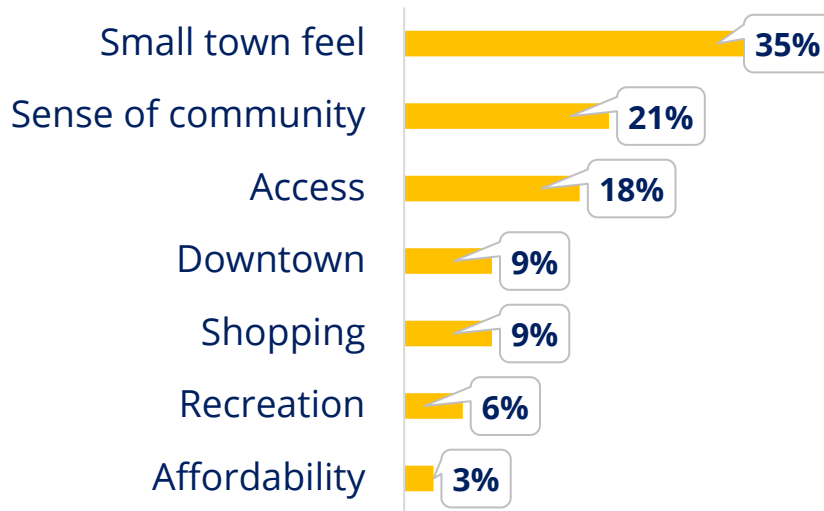


# CPAC 1 Summary

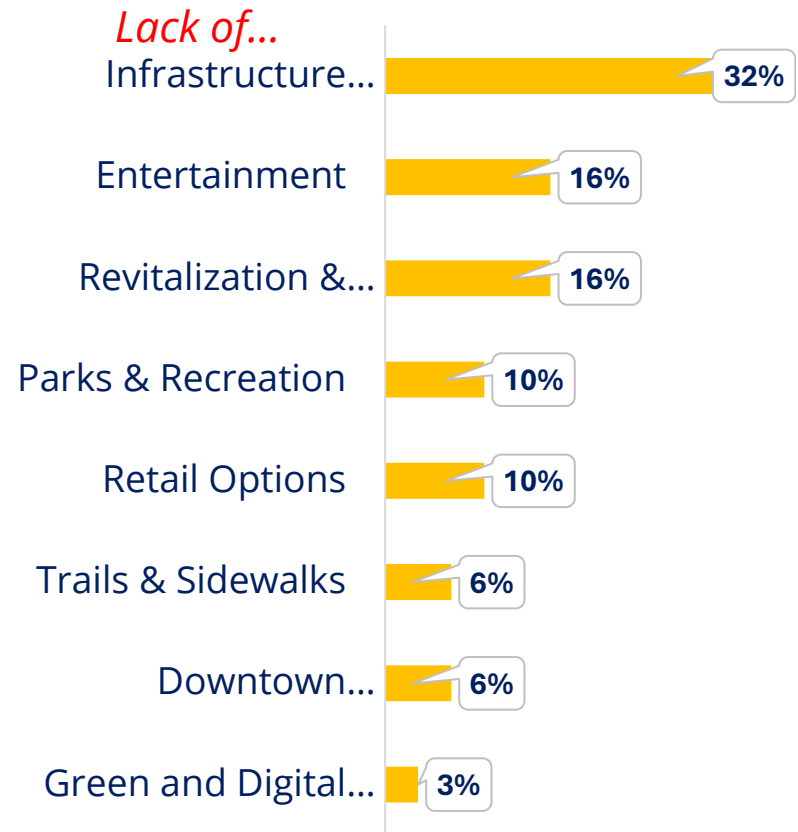
## Residency



## Strengths



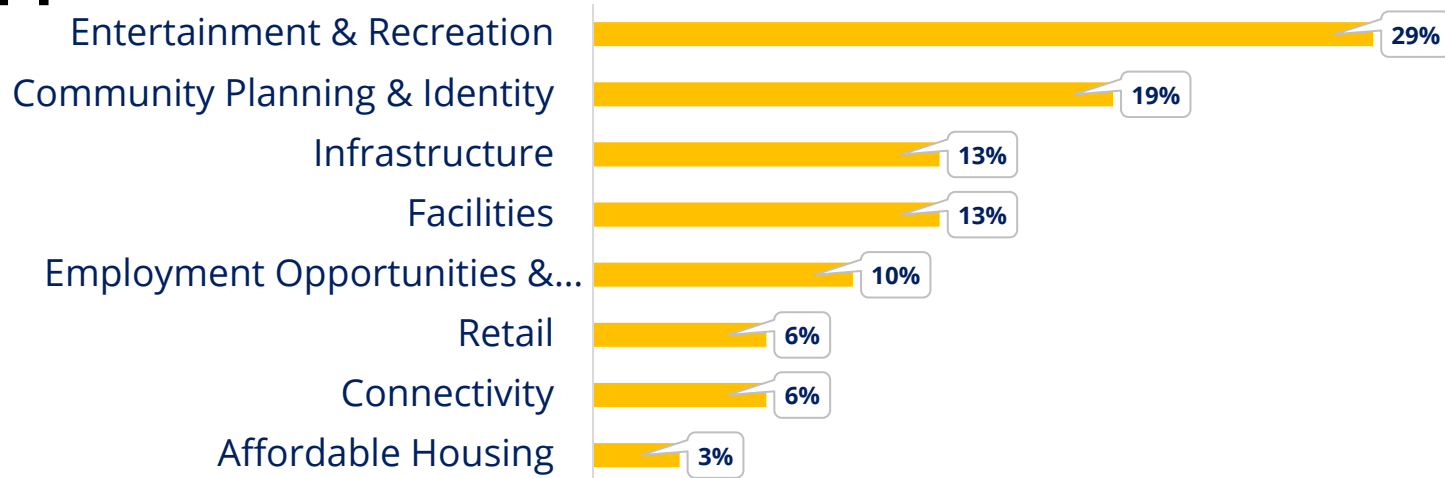
## Weaknesses



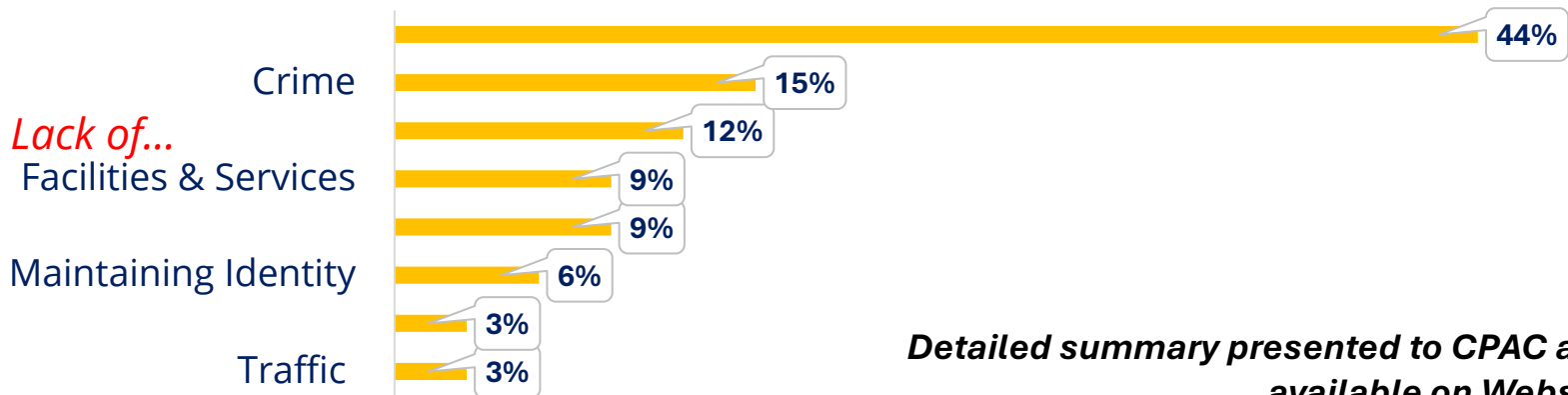
***Detailed summary presented to CPAC and available on Website***



## Opportunities



## Threats



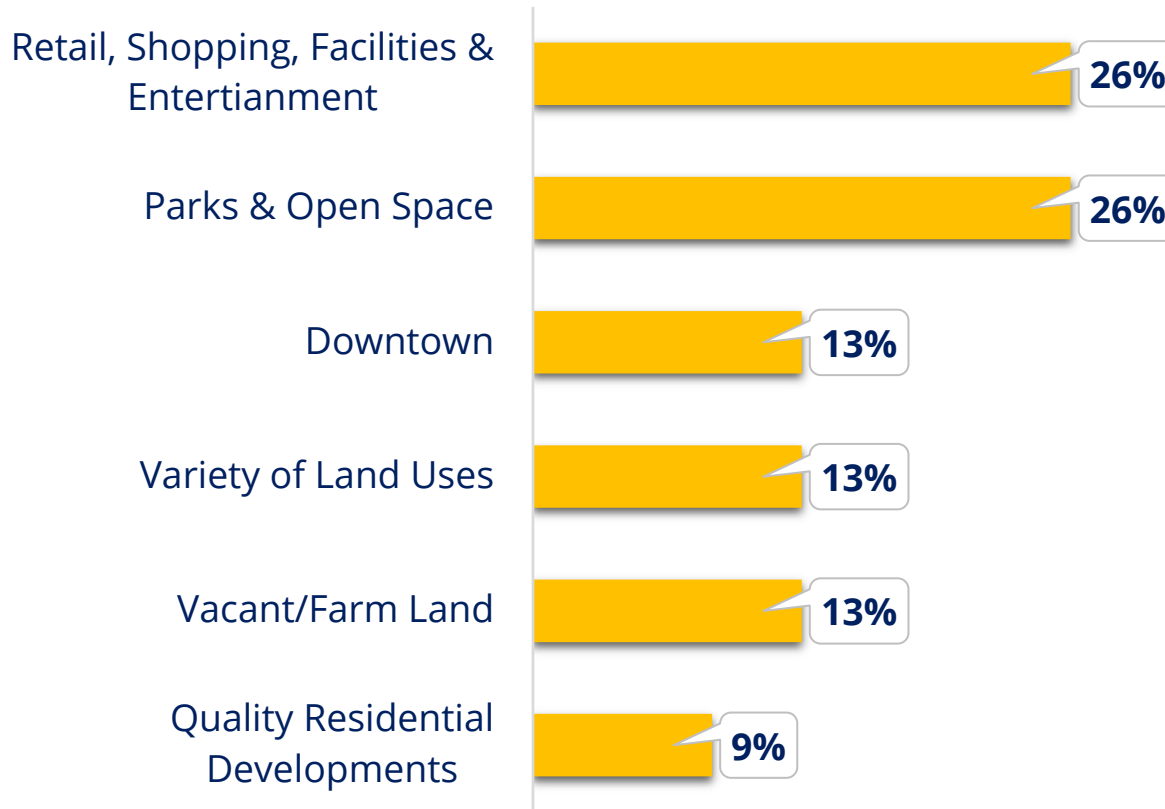
*Detailed summary presented to CPAC and available on Website*

## Character & Image



*Detailed summary presented to CPAC and  
available on Website*

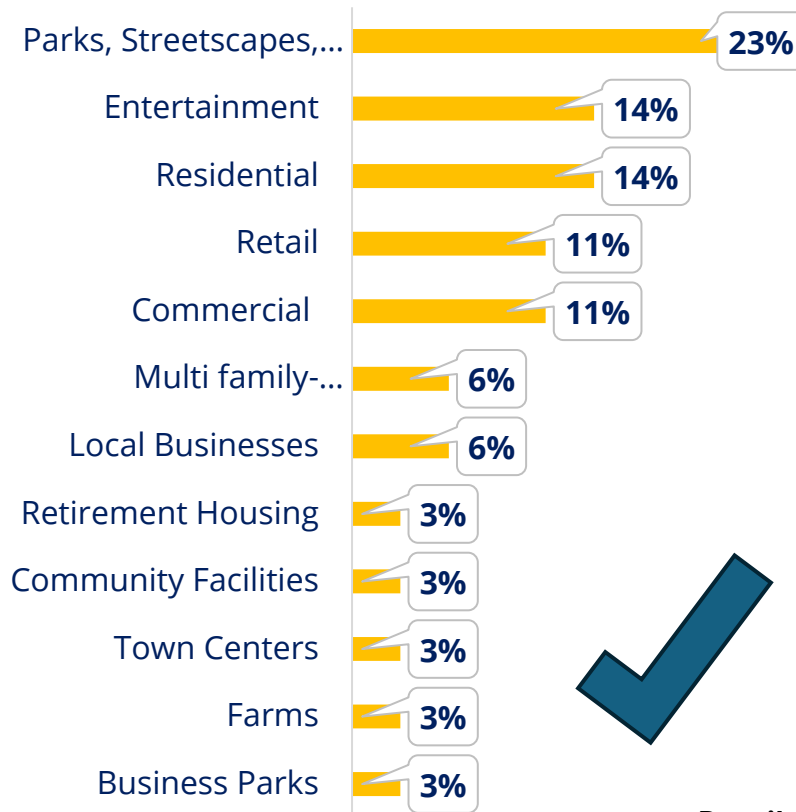
## Existing Land Uses - Like



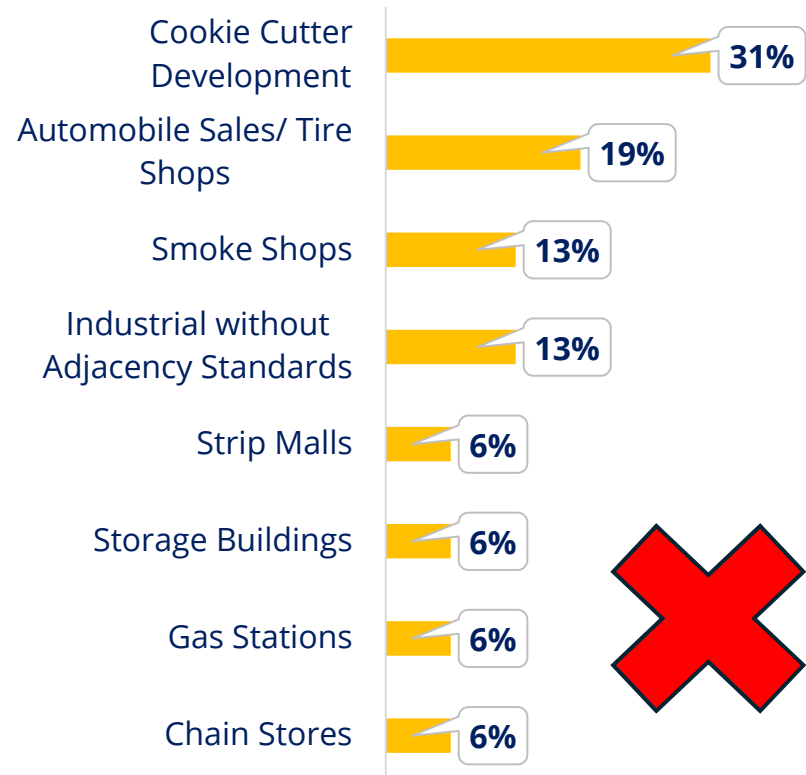
*Detailed summary presented to CPAC and available on Website*

## Future Land Uses

### Want



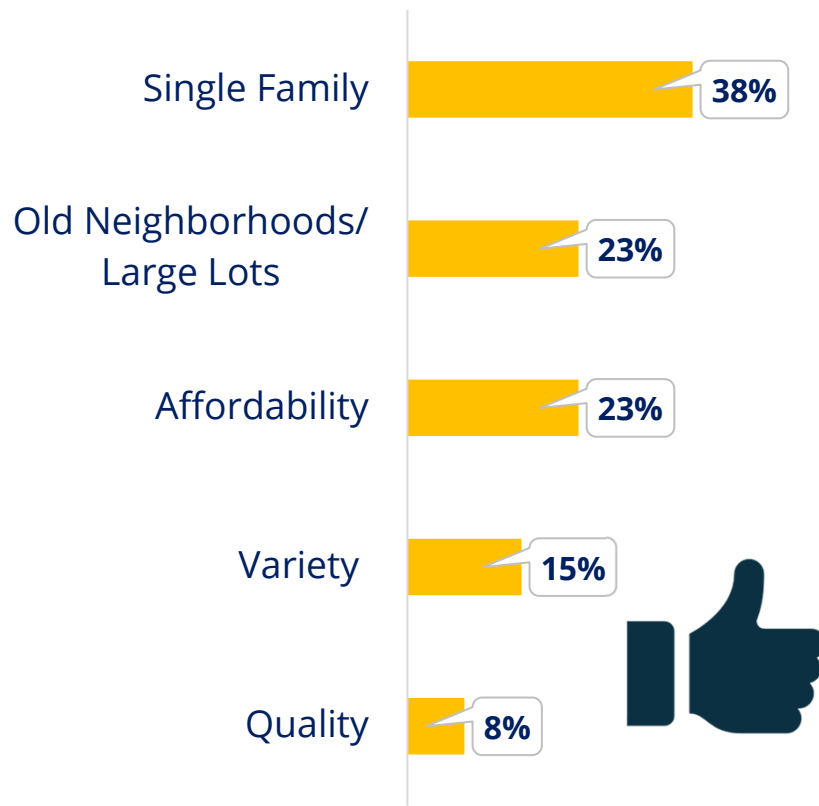
### Do not want



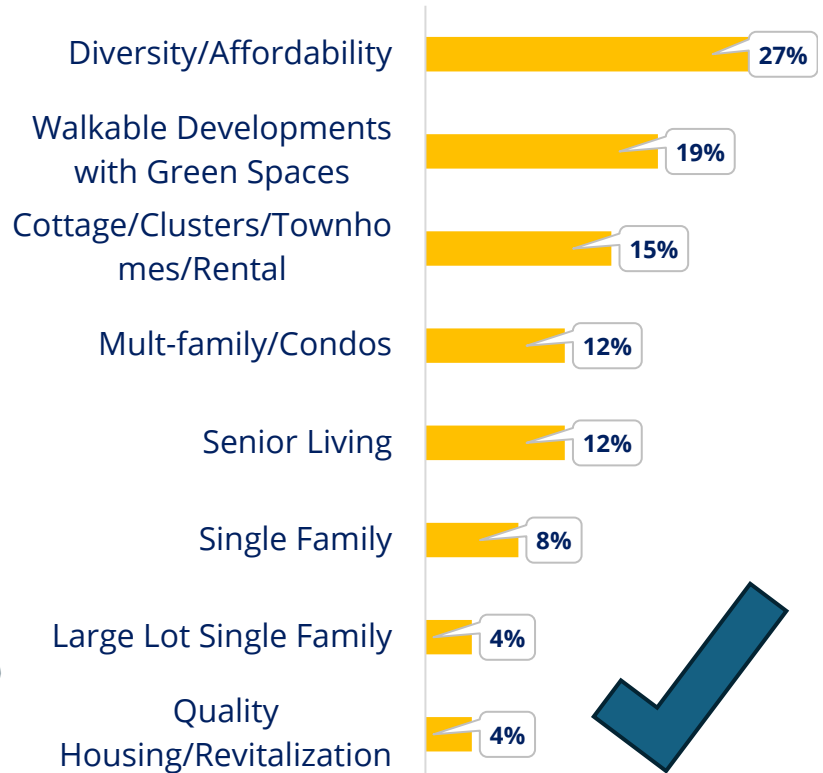
*Detailed summary presented to CPAC and available on Website*

## Existing Residential Uses    Future Residential Uses

### Like



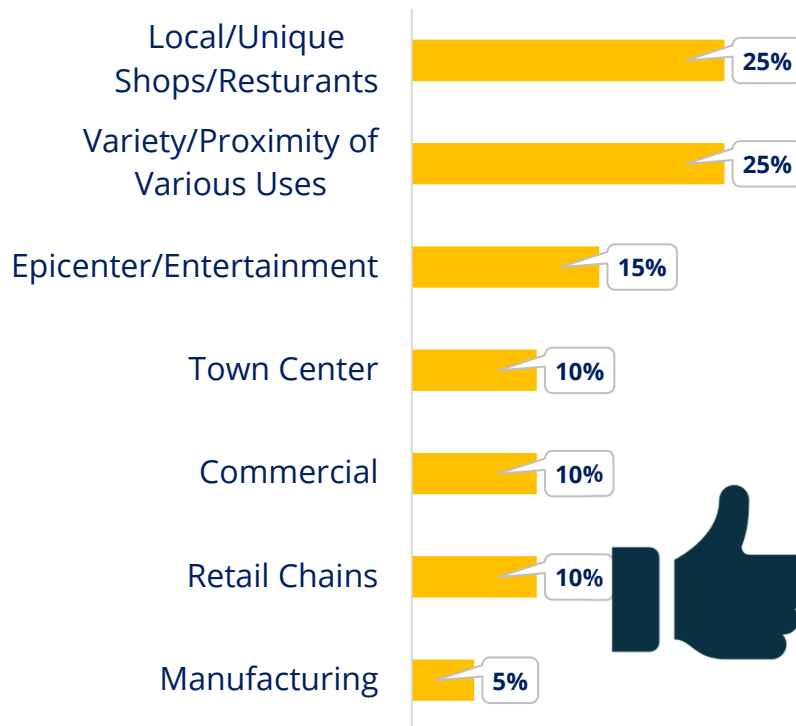
### Want



***Detailed summary presented to CPAC and available on Website***

## Existing Nonresidential Uses

### Like



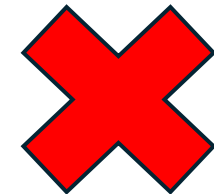
## Future Nonresidential Uses

### Want

- ✓ Unique and local businesses
- ✓ Entertainment & nightlife; mixed use
- ✓ Redevelopment & beautification

### Do NOT want

- Vape shops, CBD stores, adult entertainment, tattoo shops, tire shops, used car lots, auto parts stores, and low-income automotive-related businesses
- Neglect
- Over saturation
- Homeless camps



*Detailed summary presented to CPAC and available on Website*

## Mobility

### Want

- Sidewalk Improvements
- Bike & Pedestrian Infrastructure
- Alternative Transportation
- Driverless/Modern Transport
- Safety Features
- Parking Efficiency



## Future Residential Uses

### Do NOT like

- Flooded Sidewalks
- Undesirable Traffic/Circulation Issues
- Unsafe Pedestrian Circulation
- Roundabouts
- Publicly-funded Transportation



*Detailed summary presented to CPAC and available on Website*

## Resiliency - Concerns

- Flooding and drainage especially in older neighborhoods
- Hurricanes, freezes, heat advisories, and drought-related fire risks
- Power outages (overhead electricity lines and above-ground infrastructure vulnerabilities)
- Development in flood-prone areas
- Dry forests near structures

*Detailed summary presented to CPAC and  
available on Website*

## Natural & Cultural Resources; Facilities

### Like

- Brazos River
- Seabourne Creek Park
- Railroad Museum
- Historic Downtown Area
- Small-town Feel
- Local Destinations



### Want

- Riverfront Development
- Historic and Cultural Preservation – Downtown
- Parks
- Trails
- Enhancement of Curb Appeal
- Recreation
- Nightlife
- Farmers Market



*Detailed summary presented to CPAC and available on Website*

## Aspirational Cities/Places

- Walkable, Master-Planned Communities
  - The Woodlands; San Marcos; Round Rock; Fredericksburg; Katy
- Greenbelts and Parks
  - Wharton; Salt Lake City
- Vibrant Downtowns
  - Fredericksburg; Silver Spring (Maryland); Galveston
- Growth with Planning
  - Katy
- Scenic and Unique Communities
  - Boulder and Denver, CO; Frisco, TX; Asheville, NC; Greenville, SC



***Detailed summary presented to CPAC and available on Website***



# CPAC 2 Summary – Bus Tour

## INPUT

### Land Use & Growth

- Reuse/redevelopment
- Compatibility and site design standards
- Retain small-town feel

### Character & Development

- Gateway and corridor design standards
- Improved screening requirements (limited barbed wire fencing)
- Placemaking elements reflecting local history and rail heritage

### Housing & Neighborhoods

- Neighborhood preservation - proactive code enforcement & maintenance
- Lot size options with design controls for housing choices and affordability
- Continuous pedestrian connectivity

### Trails, Parks, Cultural Activities

- Park gateways, signage, and landscaping
- Trails linking parks, schools, downtown
- Brazos River greenway opportunities
- Year-round programming

### Mobility & Transportation

- Railroad overpass and safety improvements
- Wayfinding signage citywide
- Multimodal connections in new developments areas

### Infrastructure & Drainage

- Well maintained detention ponds with amenities
- Infrastructure upgrades in infill and redevelopment areas

### Resiliency & Sustainability

- Low-impact development and green infrastructure
- Heat mitigation strategies (tree canopy)
- Sustainable site design in all projects

### Economic Development

- Hwy 36 and rail corridors development
- Streamline development review
- Targeted incentives
- Business parks with public-private partnerships

***Detailed summary sent to CPAC and available on Website***

## Overview of Current Conditions

- Land Use and Community Character
- Urban Design
- Mobility
- Infrastructure
- Hazard Mitigation
- Preliminary Code Analysis
- Community Profile
- Housing
- School District Summary

*Detailed summary presented to CPAC and  
available on Website*

## Community Vision — Top Priorities

 <p><b>Vision Theme 1</b> (Top-Ranked)</p> <p><b>From the rails and river that built us, rooted in history, we are rising together to meet the future</b></p> <p><b>★ 21 Votes</b></p>	 <p><b>Vision Theme 2</b></p> <p><b>A place to call home; a thriving, vibrant, walkable, authentic, green, resilient, and economically strong community</b></p> <p><b>★ 17 Votes</b></p>	 <p><b>Vision Theme 3</b></p> <p><b>Building a strong community rooted in small town values</b></p> <p><b>★ 16 Votes</b></p>
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*Available on Website*

## What CPAC Prioritized Most

- ★ Quality over quantity in land use and development
- ★ Reinvestment and adaptive reuse of underutilized sites
- ★ Corridor-specific standards to guide growth and identity
- ★ Infrastructure availability that remove barriers to development
- ★ Enhanced and easily comprehensible buffering and design standards to protect neighborhoods
- ★ Entertainment venues and family-oriented attractions – upscale hotel and conference center
- ★ Aquatic amenities, trails, and outdoor recreation

## Where CPAC Was More Cautious

- ⚠ Large, capital-intensive, or single-purpose projects (E.g.golf course)
- ⚠ Reduced regulatory burdens and incentives for developers to prevent de-annexation
- ⚠ Reevaluate agreements that restrict market-responsive development

*Available on Website*

## Character Areas (Map Exercise)

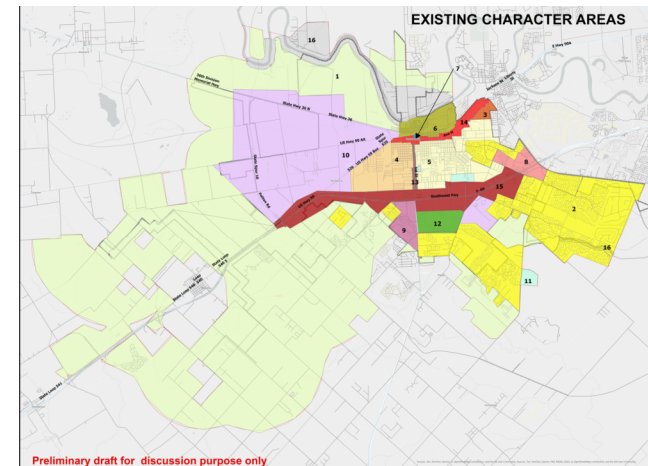
### Process



### CPAC Input



### Character Area (Draft)



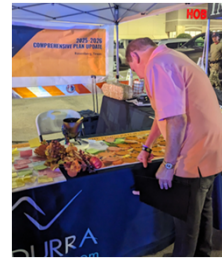
*Available on Website*



# Community Engagement Overview

## Avenues

- National Night Out
  - Website
  - Questionnaire (8/26/25-12/1/25)
  - Interactive Map (active)
  - E-mail Blasts
  - CPAC 1 – Work Session (7/16/25)
  - CPAC 2 – Bus Tour (9/4/25)
  - CPAC 3 – Work Session (7/16/25)
  - CC Work Session – 7/1/25
  - CC Update – 11/18/25
- 
- **Nine Stakeholder Interviews/Focus Groups (8/25-9/25)**
    - ✓ City Leadership
    - ✓ Homeowners' Associations
    - ✓ Residential and Commercial Developers
    - ✓ FB County Railroad Museum & Fort Bend County Fair Association
    - ✓ FB County Drainage District, TxDOT
    - ✓ FB Transit Representative
    - ✓ City Council Members - 3
    - ✓ Faith-Based Organizations (later)
    - ✓ Student Group Meeting
    - ✓ FB County Engineer (later)



**110 +** Survey Responses

**14,000 +** All Input

**Data Points**

(As of 2/4/26)

*Available on Website*



# Draft Report Outline and Progress

## Draft report - will be shared with CPAC after incorporating staff comments and exercise input

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Chapters will be fixed later as needed

- Acknowledgements**..... i
- Executive Summary**..... ii
- 1. Introduction** .....1
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  - 1.2 Objectives
  - 1.3 Process
  - 1.4 Why Do This Now?
  - 1.5 Plan Outline
  - 1.6 Authority for Plan
  - 1.7 City Limits and Extraterritorial Jurisdiction
  - 1.8 Existing Planning Documents
  - 1.9 City's Strategic Plan
- 2. Community Engagement**.....XX
  - 2.1 xxx
  - 2.2 xxx
- 3. Vision and Guiding Principles**..... XX
  - 3.1 Vision and Statement
  - 3.2 Guiding Principles
- 4. Community Profile**.....XX
  - 4.1 Historical Background
  - 4.2 Milestones of City Growth
  - 4.3 Demographics
  - 4.4 Regional Context
- 5. Land Use & Growth**.....XX
  - 5.1 Existing Conditions
  - 5.2 Guiding Principles
  - 5.3 Recommendations
- 6. Housing & Neighborhoods**.....XX
  - 6.1 Existing Conditions
  - 6.2 Guiding Principles
  - 6.3 Recommendations

1/23/26  
Draft

Rev. xxxxx      2025-2026 Comprehensive Plan Update      1/xx

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- 7. Community Character & Development Standards** ... XX
  - 7.1 Existing Conditions
  - 7.2 Guiding Principles
  - 7.3 Recommendations
- 8. Mobility & Transportation** .....XX
  - 8.1 Existing Conditions
  - 8.2 Guiding Principles
  - 8.3 Recommendations
- 9. Infrastructure & Drainage**..... XX
  - 9.1 Existing Conditions
  - 9.2 Guiding Principles
  - 9.3 Recommendations
- 10. Resiliency & Sustainability**.....XX
  - 10.1 Existing Conditions
  - 10.2 Guiding Principles
  - 10.3 Recommendations
- 11. Parks, Trails, Open Space & Cultural Activities**..... XX
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- 12. Economic Development**..... XX
  - 12.1 Existing Conditions
  - 12.2 Guiding Principles
  - 12.3 Recommendations
- 13. Implementation Plan**..... XX
- 14. Appendix**..... XX
  - A. Community Online Input
  - B. CPAC Meeting Materials
  - C. Summary of CPAC, Stakeholder and Community Input
  - D. Stakeholder Interviews
  - E. City Rosenberg Report and Strategic Plan (2020)

Rev. xxxxx      2025-2026 Comprehensive Plan Update      1/xx



# Next Steps

- Summarize the results from today's exercise and feedback
- Refine the draft report and share with CPAC
- CPAC Meeting 5 – Future Land Use Map and Implementation Plan
- Finalization & Adoption

*Work Session, Public Hearing, Final Report*



- Developed by the American Planning Association
- CPAC to score the plan - how the plan addresses the best practices



# Fiscal Impact Land Use & Development Types

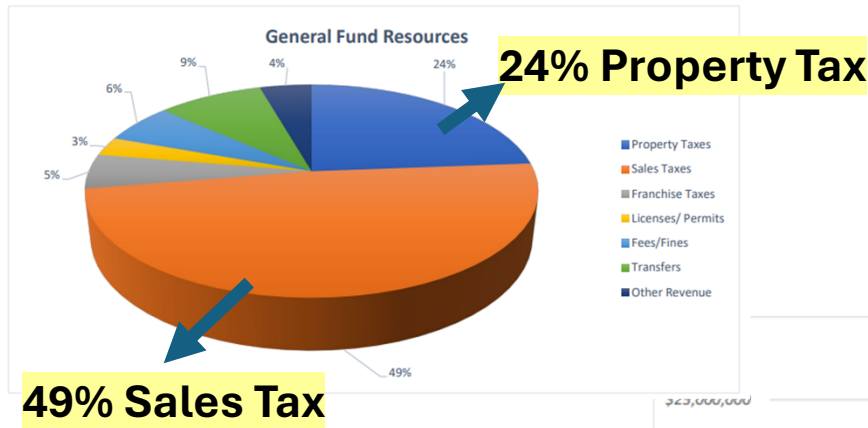
## Vacant Land Analysis – Current Land Uses

<b>Current Land Use (Approx. Acres)</b>	<b>City</b>	<b>ETJ</b>
<b>Total Land</b>	28,780	56,060
Vacant Land	17,820	46,790
Developed Land	10,960	9,270
<b>Vacant Land</b>	17,820	46,780
Estimated Developable	<b>12,030</b>	<b>31,580</b>
Other Uses (infrastructure, facilities etc.)	5,790	15,200
<b>Developed Land</b>	<b>10,960</b>	<b>9,270</b>
Multifamily	280	10
Single Family	3,970	6,900
Commercial: Retail and Office	1,370	130
Industrial	1,960	1,000
Other Uses	3,380	1,230



# Fiscal Impact Land Use & Development Types

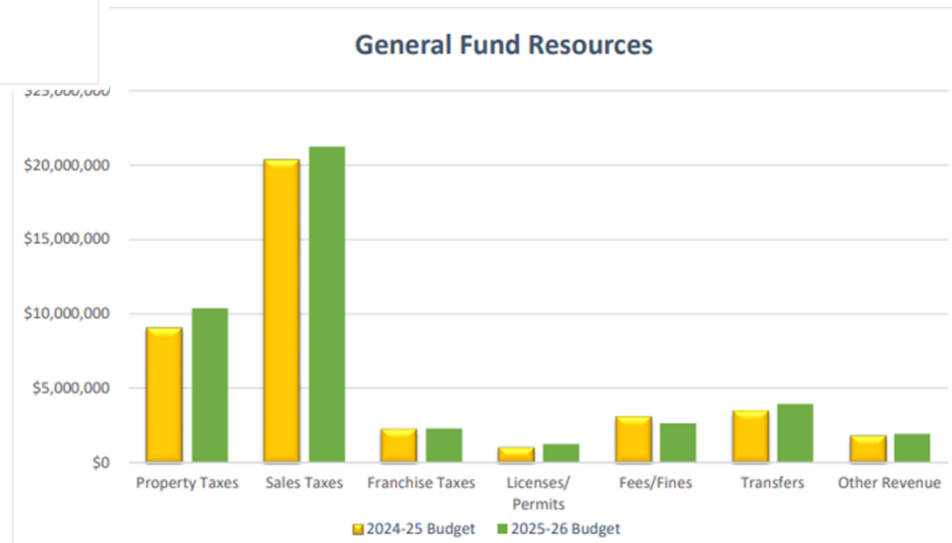
## City of Rosenberg 2025-26 Budget General Fund Summary



### Revenue Sources

- #1 Sales Taxes (Nonresidential uses)
- #2 Property Taxes (All types of uses)

“With a property tax rate set at \$0.30 per \$100 valuation, this budget reflects the City’s commitment to providing exceptional services that create and sustain a safe, livable and vibrant community.”





# Fiscal Impact Land Use & Development Types

## Land Use Decision Variables

Type of Development	Property Value/Acre	Est. Property Tax <sup>1</sup>	Cost of Service
Vacant, Developable/Acre	\$25,000	\$75/Acre	\$2,500/Acre
Multifamily/Unit (10 units/acre)	\$150,000	\$450/Unit	\$1,250/Unit
Single Family/ Unit (3 units/acre) <sup>2</sup>	\$350,000	\$1050/Unit	\$3,250/Unit
Commercial: Retail and Office/SF <sup>3</sup>	\$175	\$0.53/SF	\$2/SF
Industrial/SF <sup>3</sup>	\$100	\$0.3/SF	\$2/SF

- *1 - 30 cents per \$100 valuation*
- *2 - Assumption - \$350,00 Average single home price*
- *3 - **Quality of development impacts valuation***
- *These calculations are approximate and average estimates, for informational purposes only.*

## Future Outlook

- Can Rosenberg achieve fiscal sustainability through property tax alone with the assumption of roughly 80–85% of new value will be residential?
- What is the optimum balanced percentage of the tax base in residential, commercial and industrial uses?
- How to pair new neighborhoods with significant job-producing development, more compact forms of housing, OR rely on alternative funding mechanisms to cover the structural service gap?



# Exercises #1, #2, and #3

## Instructions

### Part 1 (10 minutes)

**4 Boards**

Station 1 (Exercise #1 Vision and Guiding Principles)	Group 1	1 Board
Station 2 (Exercise #1 Vision and Guiding Principles)	Group 2	1 Board
Station 3 (Exercise #2 Character Areas)	Group 3	1 Board
Station 4 (Exercise #2 Character Areas)	Group 4	1 Board

### Part 2 (10 minutes)

**0 Board**

Station 1 (Exercise #1 Vision and Guiding Principles)	Group 3	1 Board
Station 2 (Exercise #1 Vision and Guiding Principles)	Group 4	1 Board
Station 3 (Exercise #2 Character Areas)	Group 1	1 Board
Station 4 (Exercise #2 Character Areas)	Group 2	1 Board

### Part 3 (50 minutes)

**28 Boards**

Exercise #3 Individual Mark-up		
Station 5 (Recommendations Set 1) Land Use and Character – 3; Housing & Neighborhoods - 3		6 Boards
Station 6 (Recommendations Set 2) Urban Character - 4; Mobility – 3;		7 Boards
Station 7 (Recommendations Set 3) Infrastructure – 3; Resiliency -3;		6 Boards
Station 8 (Recommendations Set 4) Parks – 5; Economic Dev – 4		9 Boards