

**Comprehensive Plan**  
**City of Rollingwood**

**Approved May 19, 2022**

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### Introduction

Like many municipalities across Texas, the City of Rollingwood is experiencing significant change due to a variety of factors including population and demographic shifts and aging infrastructure. In 2020, Rollingwood City Council members made the decision to undertake the City's first comprehensive planning process to provide a long-range guide for how our community will develop moving forward.

The neighborly character and beautiful landscape of Rollingwood make our City unique, and it is important that as Rollingwood evolves, we preserve what we love about our community now and in the future. This initiative is designed to address issues that are known today while anticipating and preparing for the needs of tomorrow.

Our efforts are informed by community input and the best data and resources available to understand the challenges facing our City. The plan is rooted in four guiding principles:

- Quality of Life
- Good Governance
- Financial Sustainability
- Environmental Stewardship

This Comprehensive Plan details the vision and goals for this effort, the history and current makeup of Rollingwood, along with recommendations related to current and future land use, parks and recreation, facilities, mobility, economic development, and facilities & infrastructure.

A comprehensive plan outlines a long-term vision that provides a framework for decision-makers to guide development and future growth of Rollingwood. The process of comprehensive planning determines the aspirations and goals of a community in terms of development, as well as social, economic, and environmental ambitions. This process, informed by the community, forms the basis for the policies and recommendations within the Plan. This Comprehensive Plan represents the first of its kind for the City of Rollingwood. It was heavily guided by input from stakeholders and outlines a vision of Rollingwood for the next 10 years. Importantly, this Comprehensive Plan is not a "how-to-guide", nor is it a regulatory document itself. It is a declaration of community and stakeholder values, and should serve as a roadmap for future decisions.

The recommendations in this document should be used to guide City leaders in decisions regarding community identity, land use, parks & recreation, public facilities & infrastructure, economic development, and mobility.

Cities in Texas are not required to adopt a comprehensive plan. However, Chapter 213 of the Texas Local Government Code allows cities in Texas to develop and adopt comprehensive plans to promote sound development. The purpose of this Comprehensive Plan is to develop a plan of action for the future physical and economic development of the community. The awareness of

## City of Rollingwood Comprehensive Plan 2022

the significance of this plan and a well-crafted implementation strategy will catapult Rollingwood as a pioneer in sustainability and high quality of life within the Austin Metropolitan Region.

### Appreciation of Key Individuals

As Rollingwood continues to grow, City leadership recognizes the need for assessment of current conditions and a thoughtful vision for the future. This Plan embodies the discussions with stakeholders, data analysis, and previous studies conducted. Major participants in the planning process included:

- Residents, stakeholders, and staff who participated in focus groups, interviews, open houses, and community-wide surveys;
- Staff and the support team from the City of Rollingwood;
- The volunteer Rollingwood Comprehensive Plan “Strike Force” Committee who provided input and direction on the overall Plan; and City leadership, including the Mayor, City Council, and the Planning and Zoning Commission who provided feedback throughout the process.

### Existing Plans and Studies

Prior to the development of this Comprehensive Plan, the City of Rollingwood commissioned various plans and studies whose findings and implications have been incorporated into this Plan. While the full reports may be found on the City’s website, summaries/key findings of these studies have been provided in the following chapters (these and other resources are found in the Appendix at the end up this Plan):

#### Report

Rollingwood Needs Assessment (2019)  
Commercial Corridor Study (1999)  
Retail Market Analysis (2019)  
Infrastructure Improvement Plan (2020)  
Park Master Plan (2018)  
City Branding Initiative (2018)

#### Chapter

Public Facilities and Infrastructure  
Future Land Use  
Community and Economic Development  
Public Facilities and Infrastructure  
Parks and Recreation  
Community Profile

### How to Use this Plan

This Plan is intended to lay a strong foundation for the future of the City by building on the existing strengths of Rollingwood, and should therefore be used to guide its physical development in the years to come. However, comprehensive plans are just that - plans. They are just words on paper if the recommended actions are not pursued and implemented effectively.

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Although this Comprehensive Plan has tremendous potential, it should not be considered a “cure all” or an “instant fix.” The resulting Plan may not address every challenge that the community has. However, the Plan is meant to motivate the community in the desired direction for the years to come. Change takes time, which is why this Plan is meant to unfold over the next 5, 10, 15, and 20 years, and real transformation will not be experienced right away.

Further, looking forward affords the opportunity to realistically address the challenges associated with congestion, drainage, community & economic development, and funding for the desired community amenities. With such plans built on community consensus, Rollingwood can guide and manage growth rather than just react to it.

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*Every Plan should have a Vision and Mission. The following is what statements form the foundation for this Comprehensive Plan:*

### **Vision**

Our vision is our ambition and calling; it’s why the Comprehensive Plan was developed. It is our desired future position for the City of Rollingwood.

***Preserve Rollingwood’s friendly community, neighborly character, natural resources and high quality of life for current residents and future generations.***

### **Mission**

The mission for the Comprehensive Plan is what we will offer (and how) to the City of Rollingwood. This is our objective and approach.

***Ensure the long-term sustainability of our community through careful financial planning, environmental stewardship, measured growth, excellent City services and governance reflective of public input.***

## Community Profile

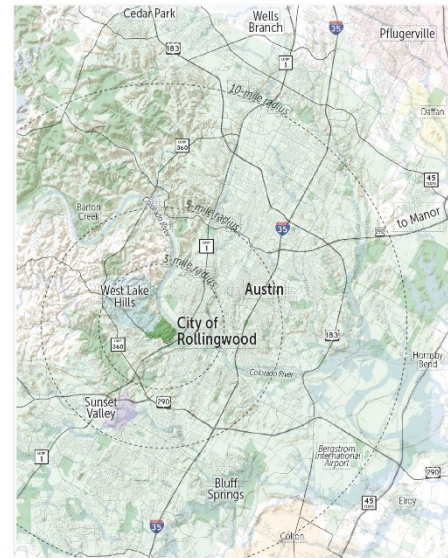
### Key Takeaways

- As of 2019, Rollingwood had a population of approximately 1,532 residents, comprised of 525 households (US Census Bureau, 2019).
- Rollingwood has a significantly higher median home value as compared to Austin and United States averages. The median home value was \$2,194,272 in August, 2021, a 168% increase from 2011 (Zillow, 2021).
- The two largest age cohorts in Rollingwood are: 45-59 years and 5-14 years, and represent 22% and 21%, respectively, of the total population (US Census Bureau, 2019).

### Location and Geographic Context

The City of Rollingwood is located in Central Texas between the Hill Country and the Texas Coastal Plain. It is nestled within the City of Austin and is only approximately four miles southwest of its downtown. Regionally, it is part of the Austin Metropolitan Area, and it is a jurisdictional component of Travis County. Geographically, Rollingwood is at the edge of the Balcones Escarpment, cliffs that are a result of the Balcones Fault. The City is surrounded by two streams, Dry Creek, sometimes referred to as Eanes Creek, to the south and the Colorado River to the north. Rollingwood sits above the Edwards Aquifer, and is only about one mile away from Barton Springs, a natural water spring. The City is near various regional thoroughfares such as the Mopac Expressway (TX- 1 Loop) and the Bee Caves Road corridor.<sup>1</sup>

Location & Geographical Context



The Rollingwood community boasts closeness to both natural and cultural amenities. There are a number of recreational centers adjacent to the City, such as Zilker Park, Barton Springs Pool, the Nature & Science Center, Auditorium Shores, Zilker Botanical Garden, Lions Municipal Golf Course, and the Barton Creek Greenbelt.

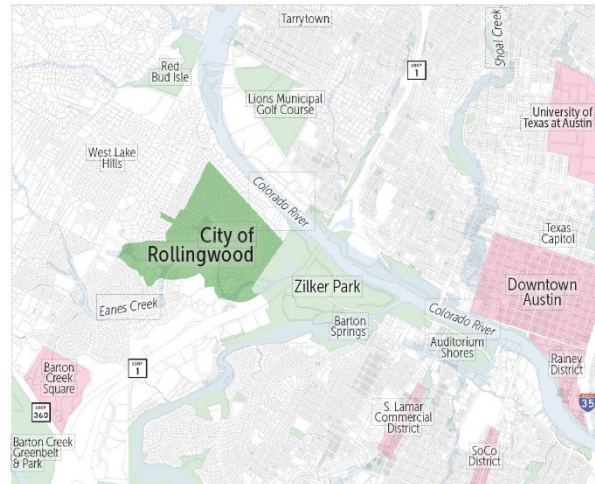
<sup>1</sup> Newlin, D. (n.d.). The Tonkawa People: A Tribal History from Earliest Times to 1893. Retrieved July 14, 2020, from <http://www.texasindians.com/tonk.htm>

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### Rollingwood's History

The City of Rollingwood is a thriving community in Central Texas, which is the product of tremendous volunteerism and community collaboration.

“Rollingwood’s history began when 1,800 acres of land were bought by Condido Dellana who had emigrated from Italy in the 1880s and worked as a stone mason on the State Capitol building until its completion in 1888. The Dellana ranch stretched from Barton Creek on the south to the Colorado River on the north and included the land on which Rollingwood, Treemont, Barton Creek Mall and MoPac freeway now sit. Dellana, an enterprising and hardworking man paid for his ranch by selling hundreds of pounds of bat guano, which he harvested out of caves located on his property. The



Municipal Context

little community of sparsely scattered cabins and houses remained sparsely populated and remote from Austin because there were no bridges across the Colorado River until the 1880s. Rollingwood's Dellana Lane and the Dellana tract reference this original Dellana family.”<sup>2</sup>

In 1946, the George B. Hatley Company purchased approximately 300 acres of the Dellana Ranch, located just west of Austin, for \$67,690. The property was known as The Rollingwood Addition, and George B. Hatley proceeded to build a residential community. Oral history indicates Hatley decided to build his own town after experiencing rising property taxes while living in Austin. While Hatley is generally recognized for developing Rollingwood, there are known lots that were purchased and developed before Hatley purchased the 300 acres in Rollingwood in 1946.

At an election on August 8, 1955, the Village of Rollingwood was officially incorporated, with 44 residents voting in favor of incorporation and only three in opposition. Residents voted again on October 1, 1955, to elect Frank L. Scofield as the first mayor of Rollingwood, along with five aldermen – all of whom served without pay, establishing a tradition of volunteerism that continues with today’s volunteer-led City Council. In 1963 the Village of Rollingwood officially incorporated as the City of Rollingwood.

When Rollingwood was first created, the City of Austin turned down Hatley’s request for water, so he proceeded to dig wells and later put in his own water distribution network using discarded pipes from Camp Swift. In 1964, Rollingwood City Council purchased the water system from Hatley for \$40,500, and private water companies supplied water to homes until 1969, when the

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<sup>2</sup> Collins, M. (2010, June 15). Levi Site. Retrieved July 14, 2020, from <https://tshaonline.org/handbook/online/articles/bbl03>

## City of Rollingwood Comprehensive Plan 2022

City contracted to receive water from Austin. The water system was upgraded at that time and continually since then.

One of the most significant changes to the City followed the installation of the sewer system in 2002. Until then, all homes had on-site septic systems which, in practice, limited the size of each home. The City has since seen an accelerated growth of larger homes, some of which have contributed to drainage and flooding issues within the City.

Since 1955, Rollingwood has grown from 28 homes to more than 500 homes in what is now a one-square-mile city. The vision for the City of Rollingwood has changed significantly in the decades since it was established by the Hatley brothers, and while established primarily as a means to escape City of Austin taxes and regulations, it is important to accurately account for the City's history and the discrimination within early deed restrictions – on the basis of race, color, ethnicity, religion – that also occurred in many City of Austin subdivisions and other Central Texas communities at that time. Although such restrictions for the sale of property have been prohibited since The Fair Housing Act was signed in 1968, the City of Rollingwood recognizes the generational impact of these discriminatory practices.<sup>3</sup>

Additional conditions in that original conveyance deed also limited the use of property exclusively for a private dwelling, specifically restricting the development of a multi-family residence, such as an apartment, or use for any trade or business. These restrictions likewise have influenced the structure of Rollingwood, which consists primarily of single-family residences today with a limited commercial corridor.

The Bee Caves Road commercial corridor dates back to approximately 1966, when Roy Kovar first bought the Texaco station after selling the nearby Circle B Riding Stables. Kovar is remembered for claiming that when he bought the station, he had to wait an hour or two for the first car to come by, and he would only serve 10 to 12 cars in a day with one employee. The store also served as an unofficial civic center for Rollingwood for many years; it housed the city's only fire truck for 10 years and is also where the City's lone trash collector, Mr. Durbin, would take his calls.

A pivotal moment in Rollingwood's history was the opening of a brand new City Hall on November 23, 1975 – under the leadership of the first female mayor, Helen Shaw. Prior to this date, all meetings of the City Council were conducted in private homes, local offices or at the Optimist Club building. From 1958 to 1975, all City bookkeeping, water billings, traffic tickets and other business was conducted out of a private home on Gentry. Construction of City Hall was completed and the costs – \$45,800 – were paid from City savings and donations from

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<sup>3</sup> History of Rollingwood. (City of Rollingwood). Retrieved July 14, 2020, from <https://www.rollingwoodtx.gov/administration/page/history-rollingwood>



## City of Rollingwood Comprehensive Plan 2022

organizations like the Rollingwood Women’s Club, the Volunteer Fire Department and private residents.<sup>4</sup>

Even before City Hall was built, the Rollingwood Women’s Club was a partner in the City’s growth. The club was established in 1958 to promote the welfare of residents, to encourage beautification of the City and to work with City government and staff on projects benefiting the community. Many club members have served on the City Council, and Roxanne McKee became the second female mayor in Rollingwood in 2016. Since its founding, the club has sponsored events including the annual 4th of July parade and celebrations like a 5K race every spring, which serve to unite the community while raising funds to beautify our shared spaces – both at City Hall and in the local parks.

Rollingwood’s green spaces remain one of the most valuable assets in the community. Hatley Park was once a large quarry that was filled, leveled and dedicated by the Optimist Club in 1961 as a large ball field for young athletes. There was a large archway inscribed with George B. Hatley’s name until 1994, when the City of Rollingwood purchased the ball fields, and, in 2009, an old concession stand building was replaced to create the Doyle Moore Field House with updated amenities. Rollingwood Park opened in 1985, after six years of volunteer efforts and donations from the community. The first 4th of July Parade was held in 1978 and continues to be a popular event in the City. The park continues to be used for many celebrations and public events today.

As a city, Rollingwood has grown and changed considerably in the past six decades. However, much of the infrastructure, utilities and amenities that were put in place over the years may require improvement, repair or updates. This Comprehensive Plan is designed to address our most immediate needs and carry the City into the next 65 years and beyond – building on the endearing and enduring spirit of volunteerism that will always be part of Rollingwood.

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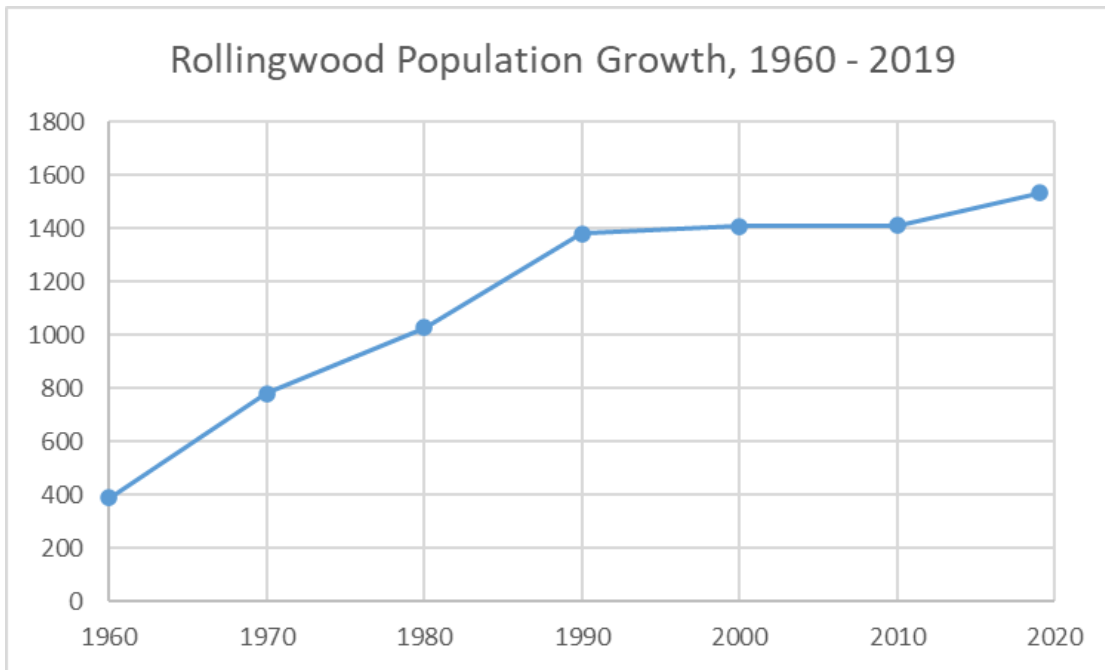
<sup>4</sup> Garver, L. (2010, June 15). Milam, Benjamin Rush. Retrieved July 14, 2020, from <https://tshaonline.org/handbook/online/articles/fmi03>

# City of Rollingwood Comprehensive Plan 2022

## Demographics

### Current Population and Population Projections

The Austin Metropolitan Area’s exponential growth has shaped the recent population trends in the City of Rollingwood. Rollingwood’s population grew by 11%, from an estimated 1,412 residents in 2010 to 1,532 residents in 2019.<sup>9</sup> While the population has grown, the total number of households has decreased from 565 in 2010 to approximately 525 households in 2019.<sup>10</sup>



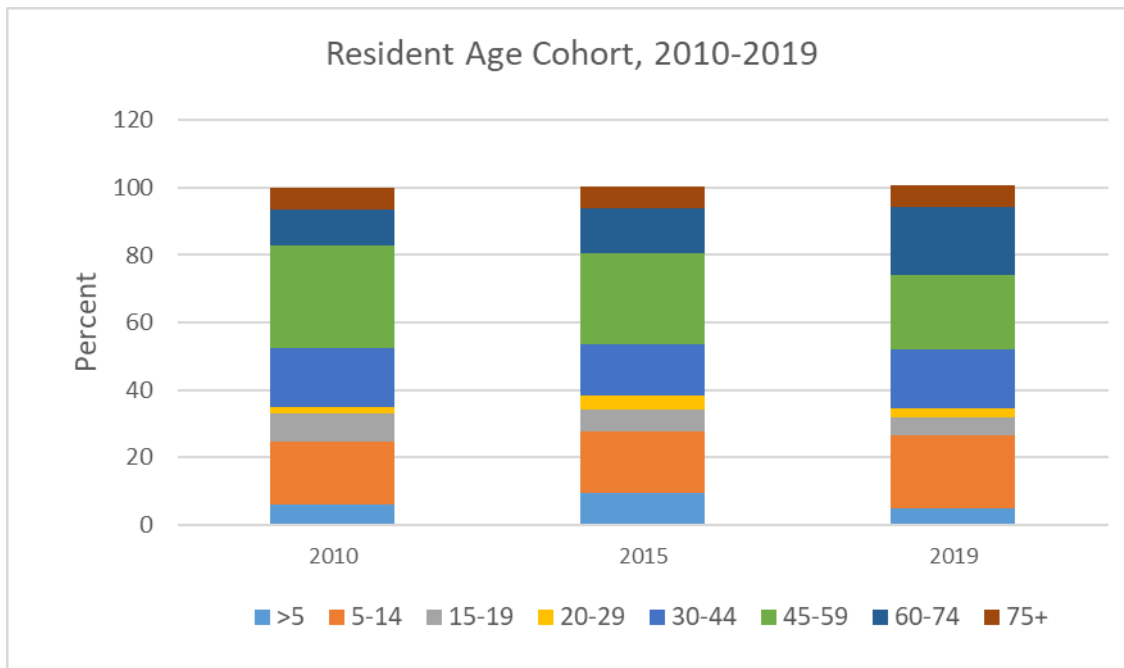
Sources:

- (1) Population of Rollingwood, TX. (2016). From <https://population.us/tx/rollingwood/>
- (2) United States Census Bureau. (2010-2019). ACS Demographic and Housing Estimates. From <https://data.census.gov/>

## City of Rollingwood Comprehensive Plan 2022

### Age Cohorts and Median Age

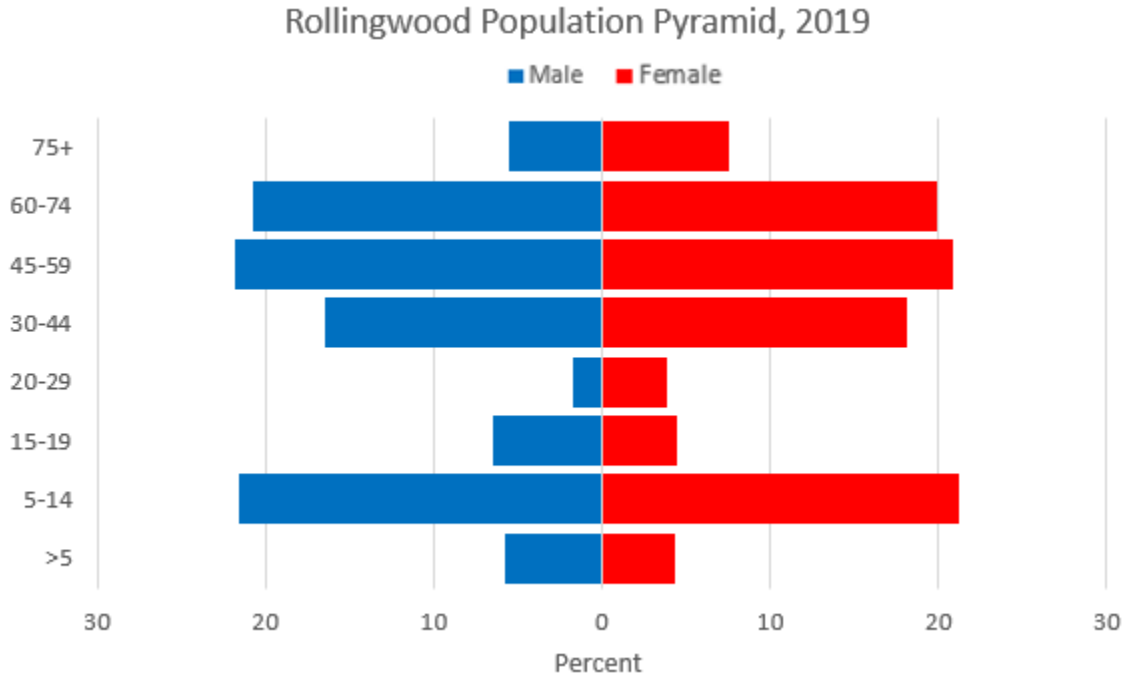
Analyzing age group cohorts over time offers insights on the needs, preferences, and lifestyles of the community. While the share of Rollingwood’s population that is 75 years and older has remained fairly constant, the share of residents between 45 to 59 has decreased within the last 20 years.<sup>11</sup> The largest population shift within the last decade has been the sharp increase of the 60 to 74 age cohort, from a 10% share of the population in 2010 to 20% in 2019. Furthermore, the children cohort of ages 5 to 14 years saw an increase of 15% from 2010 to 2019.<sup>12</sup> In comparison to Texas averages, the City of Rollingwood has a higher ratio of children under 15 years of age (26%, as compared to 21% for Texas), and an exceptionally low ratio of residents between the ages of 20 to 30 years (2%, as compared to 14% in Texas).



Sources:

(1) United States Census Bureau. (2010-2019). ACS Age and Sex. From <https://data.census.gov/>

## City of Rollingwood Comprehensive Plan 2022



Source: United States Census Bureau. (2019). ACS Age and Sex. From <https://data.census.gov/>

### Peer Cities

A need was recognized to establish Rollingwood within a larger context of strategies and practices for future development. A set of peer cities were selected to use as comparisons or benchmarks for this Comprehensive Plan. The peer cities were designated using four rationales:

- Location within the Austin Metropolitan Area
- A population or population density comparable to Rollingwood
- Specified by community leaders
- Comparable home values

Due to the unique socio-economic elements in Rollingwood and the selected peer cities, it was necessary to define these unique factors using a data matrix and data visualization methods. This section shows the various socio-economic criteria that allow City leaders to compare Rollingwood with those of similar municipalities.

## City of Rollingwood Comprehensive Plan 2022

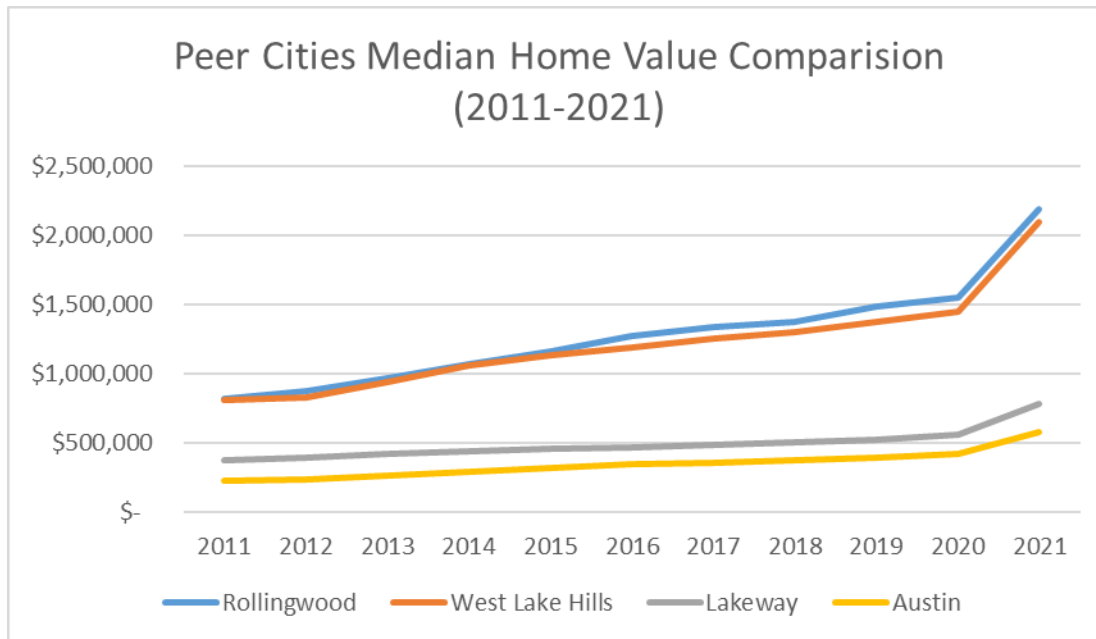
This table shows the population growth of Rollingwood, as compared to other peer cities.

	Population (2010)	Population (2019)	Population Percent Increase (2010-2019)
Rollingwood	1412	1532	8.5%
West Lake Hills	3063	3311	8.1%
Lakeway	11391	15138	32.9%
Austin	790390	979263	23.90%

Sources:

- (1) United States Census Bureau. (2019). ACS Demographic and Housing Estimates. From <https://data.census.gov/>
- (2) United States Census Bureau. (2010). Decennial Total Population. From <https://data.census.gov/>

The following chart examines the median home values over time for Rollingwood and its peer cities.



Source: Zillow. (2020, July). Home Prices; Home Values (various). From <https://www.zillow.com/>

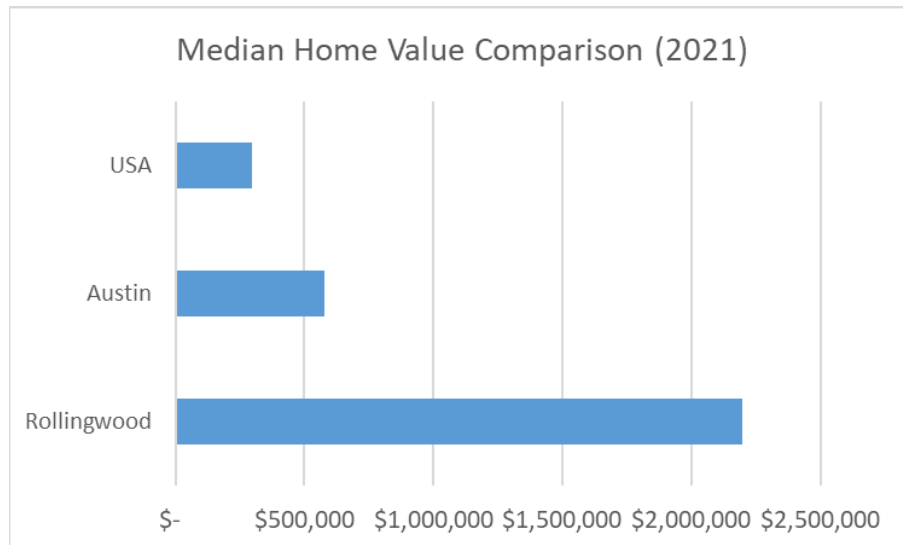
## City of Rollingwood Comprehensive Plan 2022

### More than a City

Known as a family-friendly community with excellent schools, the City of Rollingwood has been consistently ranked as the #1 place to raise a family in Texas. Additionally, Rollingwood has also been named “the best suburb to live in the Austin area” and is part of the Eanes School District, “one of the best school districts in America”.<sup>5</sup>



Rollingwood has a significantly higher median home value and median household income, as compared to Austin and United States averages. According to Zillow, the median home value was \$2,194,272 in August 2021, which represents a 168% increase from 2011.<sup>2</sup> Rollingwood’s median home value is approximately 3.7x higher than Austin’s median home value of \$579,595 and approximately 7.3x higher than the US average of \$298,933 within the same time period.<sup>3</sup>



Sources:

- (1) Zillow. (2021, August). Rollingwood TX Home Prices; Home Values. From <https://www.zillow.com/rollingwood-tx/home-values/>
- (2) Zillow. (2021, August). Austin TX Home Prices; Home Values. From <https://www.zillow.com/austin-tx/home-values/>
- (3) Zillow. (2021, August). United States Home Prices; Home Values. From <https://www.zillow.com/home-values>

<sup>5</sup> Source: Niche. (2020). Rollingwood. From <https://www.niche.com/places-to-live/rollingwood-travis-tx/>

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### Community Branding Initiative

In mid-2018, the Rollingwood City Council approved a comprehensive branding effort in partnership with the Rollingwood Community Development Corporation (RCDC). The City's primary goal with the branding initiative was to encourage all its residents and businesses to rally around being a part of the Rollingwood community. The branding initiative incorporated community input and resulted in an identity suite which includes a branding guide, imagery, and logos. Rollingwood's brand is a reflection of the community's vision for the City. For more information, please visit <https://rollingwoodbrandguide.com>.



## Current Land Use

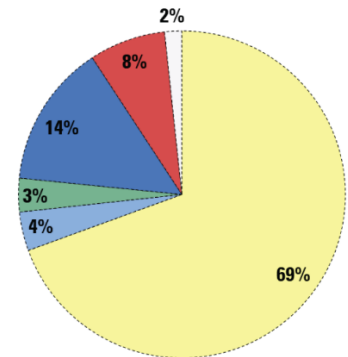
### Key Takeaways:

- Rollingwood’s current land use, based on acreage, is composed of primarily residential uses (69%), followed by office (14.2%), and retail (7.5%) uses.
- A current land-use map shows how land is currently being used within an area, while zoning legally defines the types of uses permitted on a parcel of land and sets the development guidelines for those uses.
- Chapter 211 of the Texas Local Government Code states, “Zoning regulations must be adopted in accordance with a comprehensive plan.”

### Land Use and Zoning Designations<sup>6</sup>

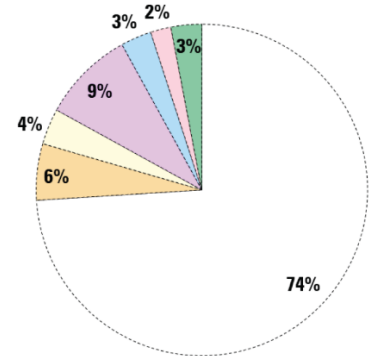
Current land use is the characterization of land based on how parcels are currently used. Land use is composed of categories of uses such as residential, commercial, office, civic, industrial, and parks. A future land use plan (FLUP) indicates the community’s desired or intended use of land for an area. The plan, through maps and other studies, help to set a broad direction on how City parcels should be used in the future. Currently, the City of Rollingwood does not have a future land-use plan.

Rollingwood Current Land-Use Percent Breakdown



Zoning, on the other hand, legally defines the types of uses permitted on a parcel of land and sets the design and development guidelines for those uses. For instance, zoning districts regulate allowable uses, development types, building height, impervious cover, setbacks, floor to area ratio, and the density of land use.

Rollingwood Parcel Zoning Percent Breakdown



<sup>6</sup> Land use and Zoning charts below are based on percent of total acres.



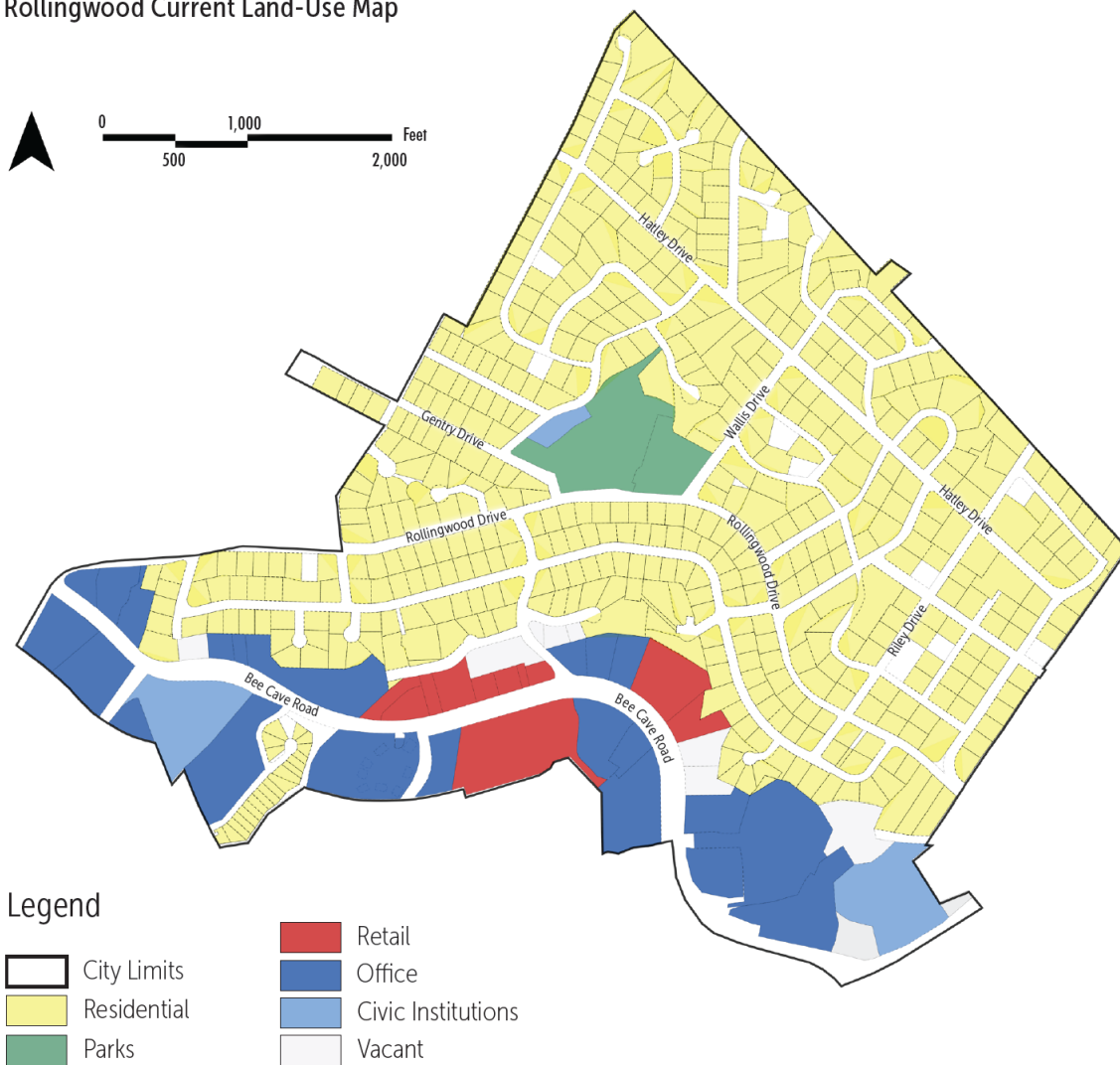
# City of Rollingwood Comprehensive Plan 2022

## Existing Conditions: Land Use

### Current Land-Use Conditions

The existing land use in the City of Rollingwood is predominantly residential and commercial. Single-family residential comprises the largest percentage of land use, based on acreage, making up 69.4% of the total land use area. The second largest land use type is office with 14.2%, followed by retail with 7.5%. The commercial uses are located along Bee Caves Road, a key regional roadway. Civic Institutions such as City Hall and Parks/Green Space such as Rollingwood Park represent a modest amount of the City's current overall land use. Due to Rollingwood being fully built-out, vacant parcels make up only 1.7% of the total land-use and are scattered throughout the City.

Rollingwood Current Land-Use Map



A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.

# City of Rollingwood Comprehensive Plan 2022

## Existing Conditions: Zoning

### Current Zoning Districts

Zoning is governed by Chapter 107 of Rollingwood’s Municipal Code. There are currently 7 different zoning districts in the city, including one residential district, two office & business districts, and four planned unit developments. The Residential zone in Rollingwood is by far the largest zoning district in the City.

The table below details the categories of zoning by percentage of land area, excluding major rights-of-way. This information was calculated based on the current zoning plan, last amended in 2018.



Zoning Districts, 2018	Area (sqft)	% Total Zoning
Residential Zoning District (R)	11,562,798	74.8%
Professional & Business Office Zoning District (C-1)	778,265	6.1%
Business Zoning District (C-2)	478,294	3.1%
Planned Unit Developments Zoning District (PUD)	1,865,119	12.1%
Governmental & Institutional Zoning District (GI)	400,272	2.6%
Hospital Zoning District (H)	254,343	1.6%
Park Zoning District (P)	411,256	2.7%

## City of Rollingwood Comprehensive Plan 2022

### Zoning Regulatory Framework

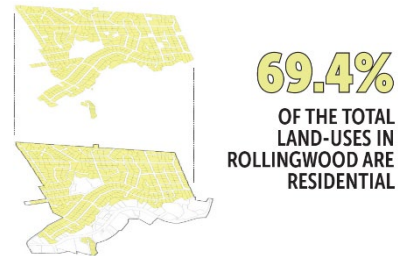
Future land-use and zoning are legally different. Although the Texas law does not explicitly mandate cities to have comprehensive plans, chapter 211 of the Texas Local Government Code authorizes a city to adopt a comprehensive plan that includes a future land use map. The Texas Government Code requires that “zoning regulations be adopted in accordance with a comprehensive plan”. The code further clarifies that a land use map is different than a zoning map by requiring all land use maps included as part of a comprehensive plan to always contain the following statement: “A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.”

### Future Land Use Plan

Prior to this Comprehensive Plan, the City of Rollingwood did not have a Future Land Use Plan to guide development and zoning decisions. The framework and process to create the Rollingwood Future Land Use Plan will be discussed in detail in next chapter, Future Land Use.

### Existing Land Use Conditions: Residential

As evident in the land-use map, the City of Rollingwood is largely a residential community. The residential neighborhoods in the City are characterized by their wide streets, mature trees, and beautiful yards. In 2002 a sewer system was installed in the City, which allowed the building of larger homes. Previously, all homes had on-site septic systems which, in practice, limited the size of each home. While some of the older homes resemble their original character, one to two story homes comprised primarily of masonry, newer residences have incorporated contemporary architectural elements, such as the use of linear forms and glass as a building material.

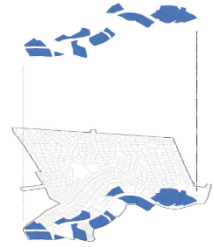


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## Existing Land Use Conditions: Office

Office land-uses in Rollingwood are located along Bee Caves Road, the major commercial corridor in Rollingwood. This land-use makes-up 14.2% of the total land-use area and approximately 2/3 of the uses located on the Bee Caves Road commercial corridor. These types of uses include large business parks, banks, and low-rise office buildings.

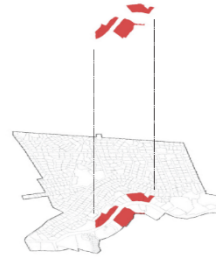
**14.2%**  
OF THE TOTAL  
LAND-USES IN  
ROLLINGWOOD ARE  
OFFICE



# City of Rollingwood Comprehensive Plan 2022

## Existing Land Use Conditions: Retail

Retail land uses are also clustered along the Bee Caves Road commercial corridor. Retail comprises of 7.5% of the total land-uses in Rollingwood and about 1/3 of all commercial land-uses. Stores, strip plazas, and local family-owned businesses occupy the bulk of the retail land portion.



**7.5%**  
OF THE TOTAL  
LAND-USES IN  
ROLLINGWOOD ARE  
RETAIL

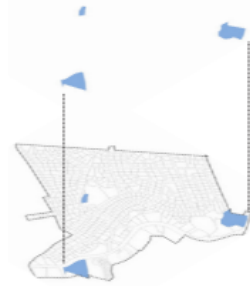


# City of Rollingwood Comprehensive Plan 2022

## Existing Land Use Conditions: Civic Institutions

Civic institutions are public or quasi-public buildings. In Rollingwood, three parcels have civic uses: a religious institution, a medical center, and City Hall. These civic zones are located throughout the City, including the Bee Caves Road Corridor. Civic land-uses make-up only 3.8% of the total land use in the City.

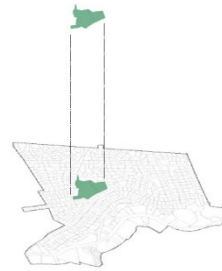
**3.8%**  
OF THE TOTAL  
LAND-USES IN  
ROLLINGWOOD ARE  
CIVIC INSTITUTIONS



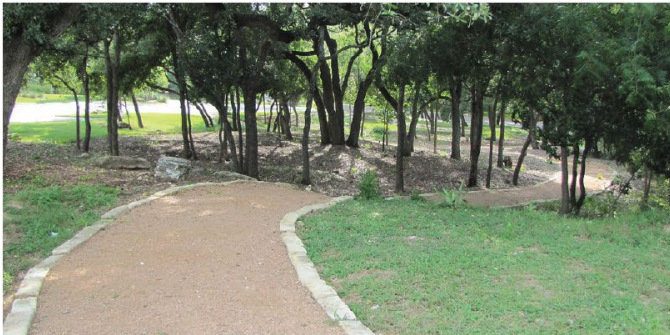
# City of Rollingwood Comprehensive Plan 2022

## Existing Land Use Conditions: Parks & Open Space

Parks in Rollingwood consist of recreation facilities, open areas, and sport fields. The only established park, Rollingwood Park, is located at the heart of the City. Rollingwood Park makes up a total of 3.3% of the total land-use area. Additionally, Rollingwood boasts acres of natural landscapes, especially near Dry Creek, also commonly known as Eanes Creek.



**3.3%**  
OF THE TOTAL  
LAND-USES IN  
ROLLINGWOOD ARE  
PARKS & OPEN SPACE



## Future Land Use

*Citizen quote:*

*“A welcoming, walkable community amidst trees and nature.”*

### Key Takeaways

- Rollingwood residents envision a walkable, tree-filled, connected neighborhood of single-family homes with easy access to local shops and restaurants.
- Residential: Rollingwood residents place great value on the low-density, single-family nature of the residential areas of our community and want to protect the “small town feel” of the community.
- Commercial: Rollingwood residents support a renewal of the Bee Caves Road commercial corridor that focuses on retail and restaurants while protecting Rollingwood residents’ quality of life and the properties of adjacent and nearby Rollingwood homeowners.

### Citizen Input on the Future of Rollingwood

The residents of Rollingwood have a great affection for the residential portions of the City and most hope that the residential areas of Rollingwood’s future look a lot like Rollingwood today. Residents appreciate the low density of single-family homes on larger lots and greatly value—and wish to protect—the neighborhood’s tree canopy. Although many residents are concerned about older and smaller homes being replaced by larger new ones, there is no widespread desire to alter current rules related to home sizes.

Residents resoundingly oppose allowing short-term rentals (*i.e.*, renting homes for less than 30 days) within Rollingwood, but there is some support for allowing residents to build accessory dwellings (sometimes called “granny flats”) on residential lots. In addition, although there was no consensus reached for or against allowing “estate” lots (*i.e.*, single homes built across multiple existing lots), most residents want the City to regulate any estate-lot development as necessary to protect adjacent and surrounding homes from unwanted or unintended consequences. Residents also expressed support for making it more difficult to “upzone” residentially zoned lots in the future.

Rollingwood residents identified storm-drainage issues and increased traffic as among their greatest concerns in Rollingwood’s residential areas. Residents support looking for creative ways to better connect Rollingwood’s residential and commercial areas via walking paths, bicycles, or golf carts. There is also widespread support of residents to install a dedicated crosswalk across Rollingwood Drive near the park.

As for Rollingwood’s commercial corridor (Bee Caves Road between MoPac and Rollingwood Drive), Rollingwood residents have a strong desire to permit, encourage, or improve restaurant



## City of Rollingwood Comprehensive Plan 2022

and retail offerings. Residents want greater connection between the residential and retail areas, showing a strong desire for additional trails or pathways to local shops and restaurants. Residents also support moving future development closer to Bee Caves Road by reducing setbacks between buildings and the roadway, while increasing or maintaining setbacks between commercial buildings and residential areas. Residents also would like to see Rollingwood join with TxDOT to fix stormwater runoff across Bee Caves Road and Edgegrove Drive.

Residents strongly oppose permitting hotels, apartment complexes, or large condominium developments in the Bee Caves Road commercial corridor. Residents also oppose increasing building heights in commercial areas. Residents' concerns about additional development on Bee Caves Road include the risk of increased traffic (within both the commercial district and residential areas) and losing the low-density, high quality of life currently maintained in Rollingwood.

### Recommendations for Residential and Commercial Areas

- Review and, if necessary, create or strengthen City ordinances to protect Rollingwood tree canopy in residential and commercial areas.
- Create and encourage water-wise policies for landscaping in residential and commercial areas.
- Review and consider methods to ameliorate additional future drainage and storm water runoff, including additional drainage fees on new development.
- Review and revise City ordinances to ensure that new developments pay the costs they impose on drainage infrastructure.
- If allowable, enact rules making it more difficult to “upzone” properties from a residential use to a more intensive non-residential use.

### Residential Recommendations

- Commission a traffic study to address residents' concerns over the amount and speed of traffic within residential areas; look for ways to reduce cut-through traffic; consider installation of crosswalks and pedestrian islands to permit the safe crossing of Rollingwood Drive near the park.
- Prohibit short-term rentals.
- Connect residential and commercial areas with a dedicated, safe pathway for pedestrians and bicyclists alongside Edgegrove Drive between Rollingwood Drive and Bee Caves Road.
- Evaluate and consider connecting residential and commercial areas with a dedicated pathway along old Dellana Lane.

## City of Rollingwood Comprehensive Plan 2022

- Maintain standard and uniform setback and building rules on residential lots throughout Rollingwood regardless of whether a residential lot borders a lot that is either non-residential or outside Rollingwood.
- Regulate “estate lots” as necessary to protect nearby and adjacent residential properties.

### Commercial Corridor Recommendations

- Allow retail and office uses on commercially zoned properties and encourage restaurant development where a restaurant or retail use would not create a nuisance for adjacent residential properties, except where residential properties are adjacent to office properties today and could be negatively impacted by conversion of that office use to retail uses - extended hours, traffic, noise, smells and related concerns with restaurants, bars, and convenience stores, being the primary concerns.
- On the north side of Bee Caves Road, limit development on commercially zoned lots to two stories and 30 feet in height. On the south side of Bee Caves Road, limit development on commercially zoned lots to 3 stories and 45 feet in height.
- Maintain current Rollingwood Drive frontage setbacks (*i.e.*, setbacks between commercial buildings and Rollingwood Drive).
- Prohibit the clearing of native vegetation within the FEMA floodplain on commercially zoned properties.
- Work with stakeholders to envision and create a safer pedestrian crossing of Bee Caves Road at Edgegrove Drive. (Long-term vision: build a pedestrian bridge across Bee Caves Road within Rollingwood.)
- Replace current setbacks between commercially zoned properties and residentially zoned properties with a 75-foot setback measured from the edge of any residentially zoned lot to the edge of any building on any commercially zoned lot. The clearing of native vegetation shall be prohibited in this 75-foot setback. In addition, the City should require replanting of previously cleared spaces within the 75-foot setback between the edge of any residentially zoned lot and the edge of any building on any commercially zoned lot.
- To reduce the number of ingress/egress points on Bee Caves Road, eliminate any existing code provisions that require a driveway on every commercially zoned lot.
- Encourage the building of walking and biking paths on commercially zoned lots along the south side of Dry Creek (sometimes called Eanes Creek) on the north side of Bee Caves Road.
- Enforcement: The City should require an as-built survey as part of its final permitting and Certificate of Occupancy for all new commercial development. In addition, the City should exercise its full discretion and employ all means to enforce all development rules regulating commercially zoned lots.
- Modify development standards as necessary based on following recommendations:
  - Front setback:

## City of Rollingwood Comprehensive Plan 2022

- the front setback for commercial properties along the north side of Bee Caves Road be reduced from the current 25-foot setback to a 5-foot setback, where the developer has agreed to: 1) contribute any required right of way to TX DOT, and 2) implement a landscape plan, including appropriate irrigation and maintenance, that provides native species shade trees along sidewalks and rear lot pedestrian paths.
- Impervious cover:
  - City should establish commercial impervious cover requirements such that impervious cover shall not exceed 55% provided that no new project development will create any increases to storm water runoff (either volume or rate of flow of runoff).
  - Incentives: the development code should incentivize permanent low impact development practices such as rainwater harvesting, bio-retention, rain gardens, green roofs, infiltration/filter strips, conservation landscaping using native plants and trees that promote the area's natural habitat including bird-, bee-, butterfly-friendly plants, and natural area preservation over and above required greenbelt setbacks, by development of a schedule of impervious cover limit increases up to an additional 10% for use of such practices: 1) there are no increases to storm water runoff (either volume or rate of flow of runoff), 2) the site plan meets all TCEQ best management practices for water quality, and meets the design elements described below.
  - Certification: all requirements associated with impervious cover incentives, storm water management and water quality be mandatory, not subject to variance, and enforced by requirements for engineering certification that the design meets all requirements as initially submitted in the permitting process and for engineering certification that the design as built meets all impervious cover, storm water management, and water quality requirements before the issuance of any occupancy permit.
- Design requirements to lessen impact of commercial development to adjacent residential properties:
  - Where roofs are visible from adjacent residential lots, the City should adopt appropriate design requirements that mask and/or eliminate the impact of (i) building mechanical elements (AC units, vents, wireless facilities, etc.) by requiring such elements be located at ground level and not on roofs, or if located on roofs, masked by the roof; (ii) require all solar panels be masked; and (iii) require the site plan to provide a vegetative buffer and safety features between a residential lot and a commercial lot where there is no greenbelt, topographical, or line of sight buffer between the commercial lot and any residential lot.

## City of Rollingwood Comprehensive Plan 2022

- The City should adopt lighting design criteria to eliminate impact to adjacent residential properties, down-shield night-time lights, and adopt standards consistent with the “Dark Skies” lighting policies of similarly-sized Central Texas Hill Country communities, the International Dark Skies communities or other state-certified "Dark Skies" organization.
- Review and revise necessary ordinances regarding interior and exterior lighting.
- Landscaping/Shade/setback incentives for commercial properties: the City should:
  - Require that landscaping within the setback along Bee Caves Road, where possible, and along any pedestrian walkways, include sufficient trees to shade sidewalks and pedestrian paths.
  - Employ a tree ordinance similar to that in residential areas that will preserve heritage trees, that requires replacement of heritage trees with a tree or trees of the same species and having the same total caliper inches, and require replacement of other protected trees so as to maintain current tree canopies.
- Safe harbor: the City should permit the renovation and, if necessary, rebuilding of existing structures on commercially zoned lots provided that such renovation or rebuilding 1) was in compliance with all City ordinances at the time it was built; and 2) is limited to the footprint of the existing structure.
- Update commercial signage regulations as needed to bring rules up to date with modern technology and building needs.
- Post-permit Enforcement and penalties: The zoning ordinance for commercial properties should include provisions sufficient to permit revocation of occupancy permits in the event the owner fails to maintain compliance with any permit requirement including impervious cover incentives, and landscaping, shade, setback requirements, and/or Dark Sky requirements, in addition to use of all fines and other enforcement provisions, including daily financial penalties for non-compliance.

## Parks and Recreation

*Citizen quote:*

*“Our park space is the heart and soul of our City.”*

### Key Takeaways

- The Comprehensive Plan Strike Force did not engage in a new comprehensive plan for Rollingwood Park because the City had recently produced a Master Plan for the park (the 2018 Park Master Plan). The Strike Force elected to incorporate that Plan into this Comprehensive Plan and takes no position on the Plan’s recommendations or conclusions. The 2018 Park Master Plan is attached and included with this chapter.
- The Strike Force did solicit resident input on parks and recreation generally and the results of its survey are summarized in this Chapter.
- The 2018 Park Master Plan recommendations include extending and improving the walking trail and making an accessible connection between the lower and upper park
- Strike Force parks & recreation recommendations include providing additional shade in Rollingwood Park and exploring the possibility of improving old Dellana Lane as a publicly accessible path.

### Citizen Input on the Future of Rollingwood Park

If there is one thing that’s certain about the residents of Rollingwood, it’s that they love the Rollingwood Park. In surveys, residents described Rollingwood Park as “the heart and soul of our City,” “a great asset to the community,” and “the crown jewel of the neighborhood.”

Residents were divided on whether to make significant changes to the park, with some reporting that it is “perfect as is,” many others advocating for modest improvements, and some wanting a complete “overhaul” of the park similar to the recent renovations of many public parks in the City of Austin.

Many residents complained about the impact of league sports on park parking and accessibility, with some residents advocating for more open space while others asked for different sports fields to be added. Perhaps the issue that divided residents most was the use of the existing multipurpose field as a dog park when no youth sports are being played. Many residents feel that the existing off-leash dog use area is very important to the community, while others argued that dogs shouldn’t play on the same fields as the youth sports league. No consensus emerged on the off-leash dog use issue in our surveys.

With respect to potential improvements, Rollingwood residents very much want additional shade to be provided in the park, including by tree planting. Residents also strongly support improving and expanding existing trails and sidewalks in the park. Residents were split on the idea of studying whether old Dellana Lane could be repurposed into a public trail, but more favored than disfavored the idea.

## City of Rollingwood Comprehensive Plan 2022

### Recommendations for Parks and Recreation

- Add sources of shade to Rollingwood Park, including through tree planting
- Explore possibility of working with City of Austin and nearby neighbors to convert old Dellana Lane into a safe and publicly assessable hike and bike trail. (Long term: explore possibility of permitting golf cart use on pathway to connect residential areas with commercial corridor.)
- Improve and expand walking paths and sidewalks within Rollingwood Park
- The Strike Force took no position on the dog-park issues or concessions.

### 2018 Park Master Plan Recommendations

- Extend and improve walking trail and make an accessible connection between the lower and upper park
- Create multipurpose fields that allow for additional sports programming and unstructured play
- Assess and utilize on-street parking on all streets adjacent to the park
- Provide a separate off-leash dog area
- Expand programming opportunities for teenagers, adults, and seniors
- Create overall brand and identity for the park that reflects history of the park and community
- Focus on planting shade trees and maintaining existing canopy

## Facilities and Infrastructure

*Citizen quote:*

*“Storm drainage..., water main breaks..., [and] weak cell coverage.”*

### Key Takeaways

- The Comprehensive Plan Strike Force did not engage in a new Comprehensive Plan for infrastructure or facilities because the City has recently produced several reports on these subjects, including: (1) the 2020 Infrastructure Improvements Plan; (2) the 2019 Facilities Master Plan; and (3) the 2013 Capital Improvement Plan. The Strike Force elected to incorporate those plans into this Comprehensive Plan and takes no position on the plans’ recommendations or conclusions. Each plan is attached and included with this chapter.
- The Strike Force did solicit resident input on issues related to facilities and infrastructure generally and the results of its survey are summarized in this chapter. Residents expressed the greatest concern for stormwater drainage, but also identified repeated water-line breaks and weak cell-phone coverage as issues of concern. Residents also prioritized drainage and park improvements above building a new City Hall, but indicated support for each.
- The 2020 Infrastructure Improvement Plan identified 23 potential drainage projects with a total estimated cost of \$17,901,000. The cost estimate did not include a cost for improving its highest-priority concern—the stormwater runoff across Bee Caves Road. The second and third highest priority items are included in the cost: the Edgegrove Drive low-water crossing (estimated \$2,631,000) and the flooding at Nixon and Pleasant (estimated \$5,283,000).
- The 2019 Facilities Master Plan envisions a future joint City Hall and Police Station with 8,436 square feet and space for 22 staff members (half of which would work for the Police Department). The plan estimates that it would cost \$4,967,289 to renovate and build an addition to the existing City Hall building, and a cost of \$4,916,217 to demolish the existing City Hall building and replace it with “all new construction.”

### Existing Infrastructure and Utility Services

- **Roads:** The City of Rollingwood owns and maintains all the roads within the City, except for Bee Caves Road, which is owned and maintained by the Texas Department of Transportation (TxDOT). The Mopac Expressway is also owned and maintained by TxDOT and is under study to expand HOV lanes south of the Colorado River.
- **Electric and Gas Services:** Electric Service for the City of Rollingwood is provided by Austin Energy. Gas Service for the City of Rollingwood is provided by Texas Gas Service.

## City of Rollingwood Comprehensive Plan 2022

- **Water and Wastewater:** Water and wastewater services are provided by the City of Rollingwood. The City provides surface water from the Colorado River, Lake Austin, and Lake Travis located in Travis County through a wholesale customer agreement with Austin Water Utilities. The City provides annual water quality reports, which can be found on the Rollingwood website. Before 2005, all homes in Rollingwood were on septic systems that required a drain field. Due to the drain field needed for septic tanks, many residential lots were not large enough to meet TCEQ standards. In 2005, the City of Rollingwood decided to transition from septic to a centralized water system.
- **Phone and Internet:** All telephone and internet services are provided by private service companies who contract directly with residents.
- **Trash & Recycling:** The City of Rollingwood contracts with third-party vendors to supply trash and recycling pickup to its residents.

### Citizen Input on Facilities & Infrastructure

As part of the comprehensive planning process, Rollingwood residents were surveyed as to their thoughts on utilities, city services, and infrastructure. In general, residents were very positive about the services provided by the City of Rollingwood. The most favorably viewed City services were electricity (not provided by the City of Rollingwood), sewer, trash/recycling, and parks/recreation. The least favorably viewed areas were storm drainage, the City water system, road maintenance, and police. In addition, residents expressed an overall unfavorable view of the private internet and phone services available in Rollingwood. Notably, a significant majority of residents reported having no knowledge of the 2020 Infrastructure Improvement Plan or the 2019 Facilities Master Plan.

Addressing Rollingwood's stormwater drainage issues was the number one priority for the City as identified in the resident surveys. When specifically asked about the drainage projects identified in the 2020 Infrastructure Improvement Plan, a large majority of residents (nearly 72%) indicated that they support pursuing the identified stormwater runoff projects that address the most significant risks to public health and safety (such as the Edgegrove Drive low-water crossing and Nixon/Pleasant flooding). A smaller percentage, but still a majority (nearly 57%) indicated that they support pursuing all stormwater runoff projects identified in the 2020 Infrastructure Improvement Plan. Many residents pointed to the building of larger homes as contributing to the City's stormwater drainage problem.

Residents were more split on City Hall improvements. More than 35% indicated support for either completely rebuilding or completely renovating the existing building. A little less than 22% supported renovating portions of the existing building, and nearly 28% indicated that the City Hall should be left as it is.

When asked to choose between improvements to City Hall, drainage infrastructure, or parks & recreation, 51.67% of residents picked drainage as their number one priority. 36.81% chose parks & recreation projects, and 12.73% selected improving City Hall as their number one priority.



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Although many residents complained about rising property taxes, nearly 63% of survey respondents indicated a willingness to pay at least a small increase in property taxes to pay for infrastructure improvements.

### Strike Force Infrastructure Research Findings

- **Wastewater Capacity**

- Wholesale service agreement with the City of Austin in 1999 with the maximum level of wholesale service (as defined in the agreement) not to exceed 300 gallons per minute
- The 300 gallons consists of a peak of 255 from lift station No. 1 (Main lift station on Dellana Lane which is the main lift station for Rollingwood.) and 45 gallons per minute for other City of Rollingwood properties (on the south side of Bee Caves Road between Old Walsh Tarleton and Dry Creek)
- Original system designed for app. 1100 LUE (Living Unit Equivalents or average flow from one single family home) of wastewater service with estimated current LUEs being 677
- Additional tank on Dellana Lane of 100,000 to handle additional peak flows
- Peak Wet Weather Flows can reduce systems capacity
- Estimate of 100 to 200 additional LUEs available
- Residential areas of Rollingwood near 100% connected with lines and lift stations designed for service load. The City is currently upgrading electrical service interruption for its lift stations
- Existing lines capacity is adequate for residential areas and the commercial area currently serviced but will require extension of lines for additional commercial area service
- Full engineering study would be need to determine fully any additional capacity
- Additional service capacity should be allocated first to existing commercial properties in Rollingwood that do not have service

- **Water Capacity**

- Agreement for water wholesale service with the City of Austin dated 1999 amended 2004
- Maximum level of service 1,000,000 gallons per day with an instantaneous maximum flow rate of 694.4 with additional negotiations required when Rollingwood reaches 75% of the maximum monthly average flow
- Rollingwood will be required to provide its own source of raw water to be treated and delivered by the City of Austin with 12 month notice. The City of Austin has indicated that they will give this notice in the future and Rollingwood should be in the process of determining its own raw water source be it LCRA, groundwater, or other sources
- Current largest monthly demand 624,636 or approximately 62.5% of contractual limitations
- Current commercial water line on Bee Caves Road is 12 inches

## City of Rollingwood Comprehensive Plan 2022

- Existing residential water line has been under replacement for many years and should be a priority for the City

### Facility and Infrastructure Recommendations

- Drainage: The Strike Force strongly supports implementing stormwater drainage improvements that address the most significant risks to the health and safety of Rollingwood residents. The Strike Force also emphasizes that drainage improvements were identified as the highest community need by residents. Because the Strike Force was asked not to reassess the 2020 Infrastructure Improvement Plan, it takes no other positions on drainage issues.
- City Hall: The Strike Force received input from City administrators and the Chief of Police on the need for more space and other improvements to City administrative and Police facilities. City and police employees indicated that there is no more space to add additional employees, that there are no showers or private bathrooms for employees, and no private room to interview crime victims or suspects. However, the Strike Force did not take a position on which option should be selected for contemplated City Hall improvements.
- Water Infrastructure: The Strike Force notes that many Rollingwood residents expressed the need to address frequent water-line breaks and boil-water notices. The Strike Force did not receive testimony or engineering reports on water lines and therefore defers to the City Council as to the best way to manage the City's water infrastructure.

## Mobility and Connectivity

The Mobility chapter of the Comprehensive Plan provides guidance to the City of Rollingwood on issues related to sidewalks, bicycle lanes, and other mobility areas.

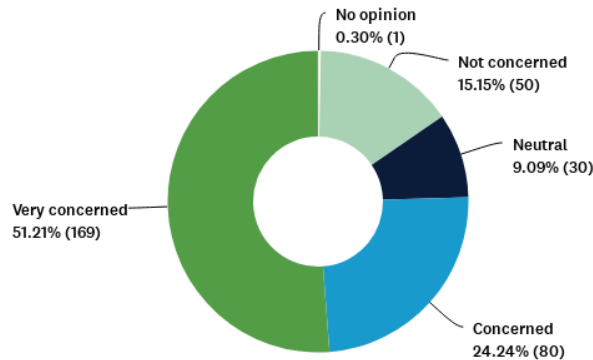
In general, Rollingwood residents want a community that is connected and accessible with safe passageways for biking, walking, jogging, and other forms of transportation.

### Public Engagement

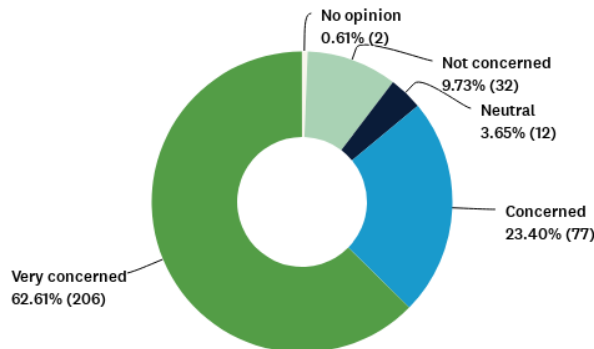
When asked about traffic, increased congestion on Bee Caves Road and within Rollingwood residential areas was a primary concern highlighted in responses for the Comprehensive Plan Strike Force Survey distributed in April 2021. However, the majority of residents were neutral on lowering the speed limit on Bee Caves Road, with the remainder of responses showing a split between support and opposition. Residents were also opposed to adding speed bumps or other traffic-calming measures.

Regarding potential mobility projects within Rollingwood, most residents supported a joint project with the Texas Department of Transportation to address Bee Caves Road low-water crossings and lane expansion with shoulders and sidewalks. The majority of residents opposed implementing reversible lanes on Bee Caves Road, proposed by CAMPO’s regional study.

Q51 Increased traffic congestion on Bee Caves Road

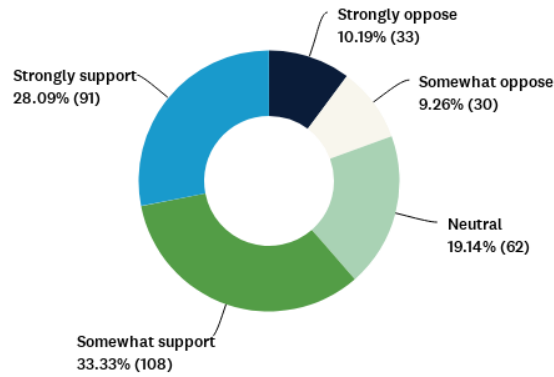


Q52 Increased traffic congestion within Rollingwood residential areas

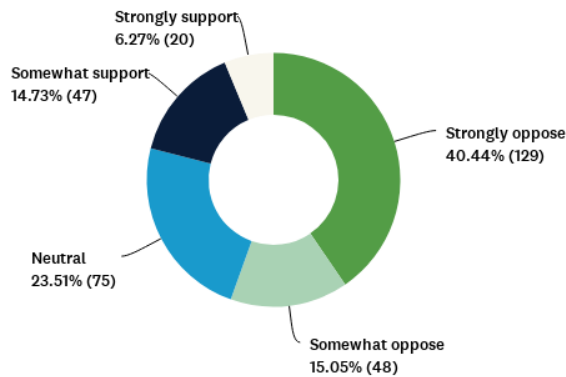


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Q56 Joint project with TxDOT and Rollingwood to address Bee Caves low-water crossing and lane expansion with shoulders and sidewalks. [Note: Rollingwood would share 10% of the total project costs, which may be met through donation of land along the right of way.]

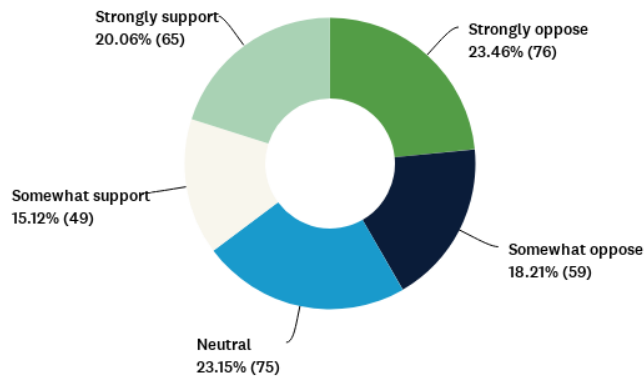


Q57 Reversible lanes on Bee Caves Road (Note: CAMPO's regional study proposes to implement reversible lanes on Bee Caves Road during peak morning and evening hours. Reversible lanes would use the center lane of Bee Caves Road for incoming traffic during morning peak traffic times and for outgoing traffic during evening peak traffic times.)

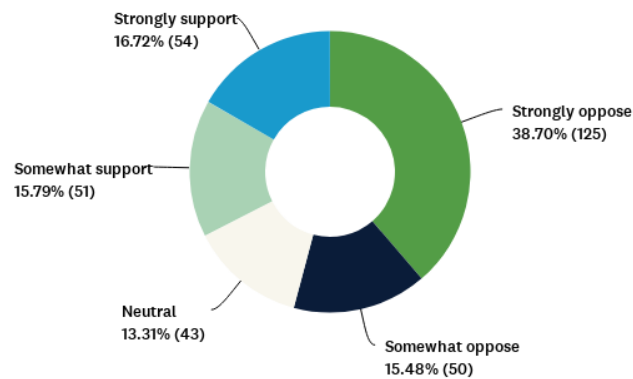


## City of Rollingwood Comprehensive Plan 2022

### Q70 Lower the current speed limit



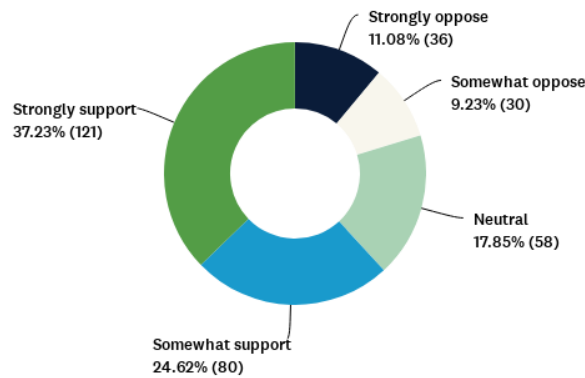
### Q71 Add speed bumps or other traffic-calming measures



Beyond vehicular traffic, Rollingwood residents emphasized a desire for the City to prioritize improved walkability with shared use paths – sidewalks, bike paths, and trails – and street lights to promote safe use of such amenities. A majority of residents also supported adding a dedicated crosswalk across Rollingwood Drive near the park.

## City of Rollingwood Comprehensive Plan 2022

Q72 Add a dedicated crosswalk across Rollingwood Drive near park



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### **Recommendations related to Mobility**

1. Conduct a traffic study with an eye towards creating safe accessibility from the residential areas of Rollingwood to commercial areas along Bee Caves Road; specifically, along Dellana Lane, Rollingwood Drive, and Edgegrove Drive and at the crossings of these two roadways over Bee Caves Road.
2. Consider creating Pedestrian Refuge Islands and crosswalks at or near Bee Caves Road at the intersections of Rollingwood Drive and Edgegrove Drive (this requires additional study).
3. Consider adopting a policy allowing usage of golf cart type vehicles on residential roads and up to commercial areas at Bee Caves Road.
4. Encourage sidewalks on rear of commercial development for additional bike and pedestrian usage.
5. Add a crosswalk over Rollingwood Drive next to the Rollingwood Park.
6. Add an improved hike and bike path along Edgegrove Drive from Rollingwood Drive to Bee Caves Road.

## Economic Development and Fiscal Policy

*"Rollingwood projects should be funded primarily by use of revenue from property, sales and commercial taxes. All long term bond borrowing for infrastructure to be citizen approved. No short-term notes issued without tax payer approval." Citizen quote*

### **Key Takeaways**

- The City of Rollingwood's main sources of income are property tax revenues and sales tax revenues, allowing the City to provide the quality City services that residents and businesses have come to expect.
- The projected 2020-2021 total property tax revenues (from both residential real property and commercial real and personal properties) is \$2.62 million, with \$1.27 million committed to payment of debt service and \$1.35 million available for maintenance and operations. Sales tax revenues from sales of retail goods within Rollingwood's commercial area is \$852,887.
- With increases in property values in the Rollingwood area, revenues from property taxes are expected to increase.
- While Bee Caves Road is and will continue to be the only physical commercial area for Rollingwood, changes in the law with respect to the allocation of sales tax on internet sales are expected to increase the sales tax revenues received by the City.
- Maintaining the residential and family character of Rollingwood is much more of value to residents than increasing sales tax revenues.
- Implementing a City financial policy that reflects these values and factors is in the long term best interest of the City and will provide sound financial planning.

As part of the Comprehensive Plan Strike Force Survey distributed in April 2021, Rollingwood residents weighed in on a variety of potential priorities and shared their preferences for the Bee Caves Road Commercial Corridor. Responses revealed a desire for more restaurants and retail (small boutiques), with strong opposition to uses such as a hotel or additional multifamily housing options. Maintaining the low-density, single-family character of Rollingwood was identified as the number one priority for residents. Increased traffic and crime were primary sources of concern for respondents. *The list below indicates residents' preferred priority of potential goals for the Bee Caves Road Commercial Corridor:*

- #1 - Maintain low-density, single-family character of Rollingwood (56.25%)
- #2 - Protect property values and/or views of existing Rollingwood residences (18.87%)
- #3 - Increase sales tax revenue (13.38%)
- #4 - Increase retail and restaurant options (8.63%)
- #5 - Maintain current traffic levels (6.27%)

## City of Rollingwood Comprehensive Plan 2022

Although residents showed a desire for increased retail and restaurants, the majority opposed the use of a limited tax incentive to encourage additional retail business to locate in Rollingwood's commercial corridor.

### **Discussion with respect to fiscal policy:**

City services necessarily include both recurring annual costs (such as salaries, supplies, and on-going maintenance) and one-time long-term costs (such as capital improvements for water system upgrades and drainage improvements). In funding both types of costs, the City is benefitted by development of a fiscal policy that identifies and manages the costs to be paid annually from current revenues and costs that are appropriately funded through municipal bonds (debt). Bonds, most of which require voter approval, allow the City to finance the cost of large, long-term projects over the useful life of the project so that current and future users benefitted by the project share in the cost over its useful life. Each year, the City pays the principal and interest on bonds (the annual debt service - much like a home mortgage) using a portion of annual property taxes. Having an appropriate allocation of the use of property tax revenues between annual costs and long-term repayment of bonds, through a stated fiscal policy, not only benefits the City in setting its annual budget but also assists the City in showing financial markets that the City has properly planned its budgeting so that it can pay its obligations, enabling the City to maintain a strong bond rating, which in turn reduces interest rates on those bonds.

The Comprehensive Plan Strike Force, together with the City's bond advisors, U.S. Capital Advisors, has analyzed Rollingwood's current and future debt service, current and future interest rates on municipal bonds, and projected growth in property tax revenues. This analysis has been conducted to project the amount of capital that the City might be able to raise, at various impacts to annual property taxes. The results of this analysis are provided in the Bond and Tax Rate Analysis (2021), and, in summary, show the impact of new bonds on the Rollingwood portion of a residential property tax bill, and on the total property tax bill (which includes taxes assessed by other Travis County taxing jurisdictions), using the assumptions stated in the attachment. For example, to raise an additional \$10 million in bonds, the annual cost to a residential property would be in the range of \$400 per year per million dollars of property tax valuation. As property values increase, the annual cost per resident for a \$10 million bond will reduce proportionally. Other changes will also impact this result, but these estimates provide a ballpark number for considering how larger long-term projects might be funded.

### **Economic Development Policy recommendations:**

The Strike Force recommends the City develop a City financial policy, based on the values and circumstances identified above. The Strike Force recommends the following policies based on the community input identified in the April 2021 survey regarding development of the commercial corridor, and analysis of the City's ability to pay for bonds to afford quality public services:



## City of Rollingwood Comprehensive Plan 2022

1. Build and maintain a positive and competitive business-friendly climate that will retain, grow, and attract high-quality restaurants and retail businesses in the City's commercial corridor along Bee Caves Road.
2. Rather than build multi-story, multi-family housing, continue to invest in the single-family character and quality of life attributes that provide the City with a competitive advantage in terms of economic development and growth in property values.
3. Look first to new revenue made available by increases in the market value of new and existing Rollingwood properties to fund projects rather than raising property taxes.
4. Explore to the greatest extent possible third party sources of funds, including state and federal funds, to assist in financing of infrastructure projects.
5. Require voter approval for any new debt.
6. Develop a fiscal policy that balances use of tax funds between annual expenses and long-term project funding.

## Implementation

The Implementation chapter of the Comprehensive Plan addresses how the policies and direction described in the previous chapters will be accomplished in Rollingwood. The Planning & Zoning Commission and City Council recognize these recommendations cannot be implemented all at once. Limitations of resources must be weighed against the desire to accomplish all recommendations at once. Therefore, this chapter of the Plan sets priorities for the objectives that should be undertaken.

This chapter also addresses future amendments of this Plan. Circumstances change as opportunities arise; therefore, to keep this plan vital and useful, it must be reviewed regularly, and the community must be involved in those reviews.

### Revisions to the Comprehensive Plan and Priorities

The City Council reserves the right to change the priority list as objectives and strategies are completed, as circumstances change, and as new opportunities arise. As the City and community pursues an objective, they may find that upon detailed study, the objective or an associated strategy recommendation is not advisable. An alternative objective or strategy to meet the goal may be substituted. In addition, an objective that was identified as significant may be reduced in importance because of a change in circumstance. Another objective may be moved up on the priority list because a new funding source becomes available, another community organization has addressed or initiated efforts to address an objective, or a strong need arises. The list of priority objectives provided above is flexible and may be changed during the timeframe of this Comprehensive Plan.

It should also be noted that the inclusion of an objective or strategy in the Comprehensive Plan or priorities list does not guarantee implementation. The City Council also reserves the right to evaluate the need and cost of implementing an objective or strategy in light of current conditions and priorities as implementation proposals arise.

### Amendments to the Comprehensive Plan

This Plan should be reviewed regularly so that it does not become out of date. Amendments to the Plan can also be made between the adoption of this Plan and the next update. The following are general guidelines to City Council, Planning & Zoning Commission, and City Staff:

- Public hearings should be held to allow citizens the opportunity to comment on proposed amendments.
- Regularly review the Comprehensive Plan's recommendations and the progress towards meeting them.

## City of Rollingwood Comprehensive Plan 2022

- Use the Comprehensive Plan as a guide for City of Rollingwood and community actions.
- Use the Comprehensive Plan as a guide for land use and zoning decisions, capital improvement planning, budgeting and other City actions.
- Seek and encourage partnerships to implement strategies and plan objectives. Partners might include the City, other local, state, and federal agencies, local businesses, the development community, and citizenry.

### Implementation

The table on the following page lists all of the policy recommendations from each chapter of this Plan that should be prioritized for implementation by the City and the community. This list was developed in consideration of public comments, discussions at public workshops, and discussions among the Planning & Zoning Commission, City Council, and City staff. Available resources and financial realities shall be recognized during the implementation. The following sixty-two (62) policies have been identified as priorities for Rollingwood:

## City of Rollingwood Comprehensive Plan 2022

### Future Policy/Objectives

<b>FUTURE LAND USE CHAPTER</b>	
<b>General Policies</b>	Review and, if necessary, create or strengthen City ordinances to protect Rollingwood tree canopy in residential and commercial areas.
	Create and encourage water-wise policies for landscaping in residential and commercial areas.
	Review and consider methods to ameliorate additional future drainage and storm water runoff, including additional drainage fees on new development.
	Review and revise City ordinances to ensure that new developments pay the costs they impose on drainage infrastructure.
	If allowable, enact rules making it more difficult to “upzone” properties from a residential use to a more intensive non-residential use.
<b>Residential Policies</b>	Commission a traffic study to address residents’ concerns over the amount and speed of traffic within residential areas; look for ways to reduce cut-through traffic; consider installation of crosswalks and pedestrian islands to permit the safe crossing of Rollingwood Drive near the park.
	Prohibit short-term rentals.
	Connect residential and commercial areas with a dedicated, safe pathway for pedestrians and bicyclists alongside Edgegrove Drive between Rollingwood Drive and Bee Caves Rd.
	Evaluate and consider connecting residential and commercial areas with a dedicated pathway along old Dellana Lane.
	Maintain standard and uniform setback and building rules on residential lots throughout Rollingwood regardless of whether a residential lot borders a lot that is either non-residential or outside Rollingwood.
Regulate “estate lots” as necessary to protect nearby and adjacent residential properties.	
<b>Commercial Policies</b>	Allow retail and office uses on all commercially zoned properties and encourage restaurant development where a restaurant use would not create a nuisance for adjacent residential properties.
	On the north side of Bee Caves Road, limit development on commercially zoned lots to two stories and 30 feet in height. On the south side of Bee Caves Road, limit development on commercially zoned lots to 3 stories and 45 feet in height.
	Maintain current Rollingwood Drive frontage setbacks ( <i>i.e.</i> , setbacks between commercial buildings and Rollingwood Drive).
	Prohibit the clearing of native vegetation within the FEMA floodplain on commercially zoned properties.
	Work with stakeholders to envision and create a safer pedestrian crossing of Bee Caves Road at Edgegrove Drive. (Long-term vision: build a pedestrian bridge across Bee Caves Road within Rollingwood.)

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<b>Commercial Policies Continued (FUTURE LAND USE CHAPTER)</b>	<p>Replace current setbacks between commercially zoned properties and residentially zoned properties with a setback of 75 feet measured from the edge of any residentially zoned lot to the edge of any building on any commercially zoned lot. The clearing of native vegetation shall be prohibited in this 75-foot setback. In addition, the City should require replanting of previously cleared spaces within the 75-foot setback between the edge of any residentially zoned lot and the edge of any building on any commercially zoned lot.</p>
	<p>To reduce the number of ingress/egress points on Bee Caves Road, eliminate any existing code provisions that require a driveway on every commercially zoned lot.</p>
	<p>Encourage the building of walking and biking paths on commercially zoned lots along the south side of Dry Creek (sometimes called Eanes Creek) on the north side of Bee Caves Road.</p>
	<p>Enforcement: The City should require an as-built survey as part of its final permitting and Certificate of Occupancy for all new commercial development. In addition, the City should exercise its full discretion and employ all means to enforce all development rules regulating commercially zoned lots.</p>
	<p>Modify development standards as necessary based on following recommendations:</p>
	<p><i>Front set back:</i></p>
	<p>the front setback for commercial properties along the north side of Bee Caves Road be reduced from the current 25' setback to a 5' setback, where the developer has agreed to: 1) contribute any required right of way to TX DOT, and 2) implement a landscape plan, including appropriate irrigation and maintenance, that provides native species shade trees along sidewalks and rear lot pedestrian paths.</p>
	<p><i>Impervious cover:</i></p>
	<p>City should establish commercial impervious cover requirements such that impervious cover shall not exceed 55% provided that no new project development will create any increases to storm water runoff (either volume or rate of flow of runoff).</p>
	<p>Incentives: the development code should incentivize permanent low impact development practices such as rainwater harvesting, bio-retention, rain gardens, green roofs, infiltration/filter strips, conservation landscaping using native plants and trees that promote the area's natural habitat including bird-, bee-, butterfly-friendly plants, and natural area preservation over and above required greenbelt setbacks, by development of a schedule of impervious cover limit increases up to an additional 10% for use of such practices: 1) there are no increases to storm water runoff (either volume or rate of flow of runoff), 2) the site plan meets all TCEQ best management practices for water quality, and meets the design elements described below.</p>
	<p>Certification: all requirements associated with impervious cover incentives, storm water management and water quality be mandatory, not subject to variance, and enforced by requirements for engineering certification that the design meets all requirements as initially submitted in the permitting process and for engineering certification that the design as built meets all impervious cover, storm water management and water quality requirements before the issuance of any occupancy permit.</p>
	<p><i>Design requirements to lessen impact of commercial development to adjacent residential properties:</i></p>

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<b>Commercial Policies Continued (FUTURE LAND USE CHAPTER)</b>	<p>Where roofs are visible from adjacent residential lots, the City should adopt appropriate design requirements that mask and/or eliminate the impact of (i) building mechanical elements (AC units, vents, wireless facilities, etc.) by requiring such elements be located at ground level and not on roofs, or if located on roofs, masked by the roof; (ii) require all solar panels be masked; and (iii) require the site plan to provide a vegetative buffer and safety features between a residential lot and a commercial lot where there is no greenbelt, topographical, or line of sight buffer between the commercial lot and any residential lot.</p>
	<p>The City should adopt lighting design criteria to eliminate impact to adjacent residential properties, down-shield night-time lights, and adopt standards consistent with the “Dark Skies” lighting policies of similarly-sized Central Texas Hill Country communities, the International Dark Skies communities or other state-certified "Dark Skies" organization.</p>
	<p>Review and revise necessary ordinances regarding interior and exterior lighting.</p>
	<p><i>Landscaping/Shade/setback incentives for commercial properties: the City should:</i></p>
	<p>Require that landscaping within the setback along Bee Caves Road, where possible, and along any pedestrian walkways, include sufficient trees to shade sidewalks and pedestrian paths.</p>
	<p>Employ a tree ordinance similar to that in residential areas that will preserve heritage trees, that requires replacement of heritage trees with a tree or trees of the same species and having the same total caliper inches, and require replacement of other protected trees so as to maintain current tree canopies.</p>
	<p>Safe harbor: the City should permit the renovation and, if necessary, rebuilding of existing structures on commercially zoned lots provided that such renovation or rebuilding (1) was in compliance with all City ordinances at the time it was built; and (2) is limited to the footprint of the existing structure.</p>
	<p>Update commercial signage regulations as needed to bring rules up to date with modern technology and building needs.</p>
	<p>Post-permit Enforcement and penalties: The zoning ordinance for commercial properties should include provisions sufficient to permit revocation of occupancy permits in the event the owner fails to maintain compliance with any permit requirement including impervious cover incentives, and landscaping, shade, setback requirements, and/or Dark Sky requirements, in addition to use of all fines and other enforcement provisions, including daily financial penalties for non-compliance.</p>

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<b>PARKS AND RECREATION CHAPTER</b>	
<b>Additional Strike Force Recommendations</b>	Add sources of shade to Rollingwood Park, including through tree planting
	Explore possibility of working with City of Austin and nearby neighbors to convert old Dellana Lane into a safe and publicly assessable hike and bike trail. (Long term: explore possibility of permitting golfcart use on pathway to connect residential areas with commercial corridor.)
	Improve and expand walking paths and sidewalks within Rollingwood Park
	The Strike Force took no position on the dog-park issues or concessions.

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<b>FACILITIES AND INFRASTRUCTURE CHAPTER</b>	
<b>Drainage</b>	The Strike Force strongly supports implementing stormwater drainage improvements that address the most significant risks to the health and safety of Rollingwood residents. The Strike Force also emphasizes that drainage improvements were identified as the highest community need by residents. Because the Strike Force was asked not to reassess the 2020 Infrastructure Improvement Plan, it takes no other positions on drainage issues
<b>City Hall</b>	The Strike Force received input from City administrators and the Chief of Police on the need for more space and other improvements to City administrative and Police facilities. City and police employees indicated that there is no more space to add additional employees, that there is no shower for employees or private bathroom, and no private room to interview crime victims or suspects. However, the Strike Force did not take a position on which option should be selected for contemplated City Hall improvements.
<b>Water</b>	The Strike Force notes that many Rollingwood residents expressed the need to address frequent water-line breaks and boil-water notices. The Strike Force did not receive testimony or engineering reports on water lines and therefore defers to the City Council as to the best way to manage the City's water infrastructure.



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<b>MOBILITY CHAPTER</b>	
	Conduct a traffic study with an eye towards creating safe accessibility from the residential areas of Rollingwood to commercial areas along Bee Cave Road; specifically, along Dellana Lane, Rollingwood Drive and Edgegrove Drive and at the crossings of these two roadways over Bee Caves Road.
	Consider creating Pedestrian Refuge Islands and crosswalks at or near Bee Cave Road at the intersections of Rollingwood Drive and Edgegrove Drive (this requires additional study).
	Consider adopting a policy allowing usage of golf cart type vehicles on residential roads and up to commercial areas at Bee Cave Road.
	Encourage sidewalks on rear of commercial development for additional bike and pedestrian usage.
	Add a crosswalk over Rollingwood Drive next to the Rollingwood Park
	Add an improved hike and bike path along Edgegrove Drive from Rollingwood Drive to Bee Cave Road.

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<b>ECONOMIC DEVELOPMENT CHAPTER</b>	
	Build and maintain a positive and competitive business-friendly climate that will retain, grow and attract high-quality restaurants and retail businesses in the City's commercial corridor along Bee Cave Road.
	Rather than build multi-story multi-tenant housing, continue to invest in the single-family character and quality of life attributes that provide the City with a competitive advantage in terms of economic development and growth in property values.
	Look first to new revenue made available by increases in the market value of new and existing Rollingwood properties to fund projects rather than raising property taxes.
	Explore to the greatest extent possible third party sources of funds, including state and federal funds, to assist in financing of infrastructure projects.
	Require voter approval for any new debt.
	Develop a fiscal policy that balances use of tax funds between annual expenses and long-term project funding.

## List of Appendices

- Pages 98-101 of *Eanes: Portrait of a Community* written by Linda Vance and Researched by Dorothy M. Depwe (1986)
- Page 257 of *Power, Money and the People: The Making of Modern Austin* by Anthony M. Orum (1987, 2002)
- Future Land Use Plan (1998)
- Bee Caves Road Corridor Study (1999)
- Capital Improvement Plan (CIP) for water and streets (2013)
- Park Master Plan (2018)
- City Branding Initiative (2018)
- Spatial Needs Assessment (2019)
- Retail Coach – Retail Market Analysis (2019)
- Retail Coach – Parcel-By-Parcel Analysis (2019)
- Retail Coach Recommendations (2019)
- Infrastructure Improvements Plan (IIP) (2020)
- Pegasus Survey Results (2020)
- Proposal for Rollingwood Reimagined (2021)
- Fiscal Forecast of Ad Valorem Tax Revenues (2021)
- Bond and Tax Rate Analysis (2021)
- Resident Generated – Residential Survey Results (2021)
- Resident Generated – Commercial Survey Results (2021)
- Engineer’s Report on Wastewater Capacity (2021)
- Engineer’s Report on Water Capacity (2021)