

Recommendations

Community Development Recommendations

- Due to shallow properties along Bee Caves Rd., multi-level development should be the focus for Rollingwood moving forward. Consider providing incentives to those property owners and/or developers who develop properties this way. Due to the properties on the North side of Bee Caves Rd. backing up to residential property in most cases, consider focusing and driving multi-level re-development to the South side of Bee Caves Rd. if possible.
- The City of Rollingwood and Rollingwood Community Development Corporation need to pay close attention to any properties along MOPAC and Bee Caves Rd. that go up for sale or have had a recent change of ownership. A change of ownership can have a huge impact, good or bad, on Rollingwood for years to come. Consider having a staff member focused on building relationships with property owners in the community.
- Consider hosting a quarterly Rollingwood Commercial Exchange or other event that would include regular meetings with the Chamber, City officials, commercial realtors, brokers, and developers. The goal of these events would allow for the opportunity to share the vision of redevelopment for Rollingwood. This event would also allow for sharing of available properties throughout the community or any other important real estate news in Rollingwood and the surrounding area.
- Focus on retailer and developer recruitment. Consider attending and exhibiting at retail industry trade shows, such as the International Council of Shopping Centers and Retail Live conferences.
- Consider taking a new look at the parking requirements for new development and/or re-development moving forward and making any changes that might be necessary.
- Maintain gateway entrances into Rollingwood and high-profile areas with attractive landscaping and curb appeal. Retail prospects, much like business and industrial prospects, like to see communities that take pride in their appearance and invest in making it as appealing as possible. Often, a person's first impression of a community is shaped by how clean and neat it is.
- Continue to focus on branding for Rollingwood and creating a "Place" that offers everything to Rollingwood residents to live, work, and play.

Zoning Recommendations

- There is very little consistency currently as it relates to zoning along Bee Caves Rd. It is our recommendation that the recommendations below and on the accompanying Microsoft Excel document are implemented by Rollingwood.
- Consider removing Hospital District (H) from Rollingwood's list of zoning options. With a lack of developable property within Rollingwood, this zoning option is not applicable. In case the properties currently zoned Hospital District ever sell, it is our recommendation that these sites be rezoned to another option as soon as possible.
- Consider adding a Mixed Use (MU) zoning option to the Rollingwood list of zoning options. This zoning option will allow for more flexible uses, combining different types of development (residential, retail, hotel, etc.)
- Consider combining C1 and C2 zoning options into one category. After a thorough review of Rollingwood's Zoning Document, there is very little difference between C1 and C2.