

## 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 and recreation, public facilities and 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 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 recognized 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:

### 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.

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 and 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.