

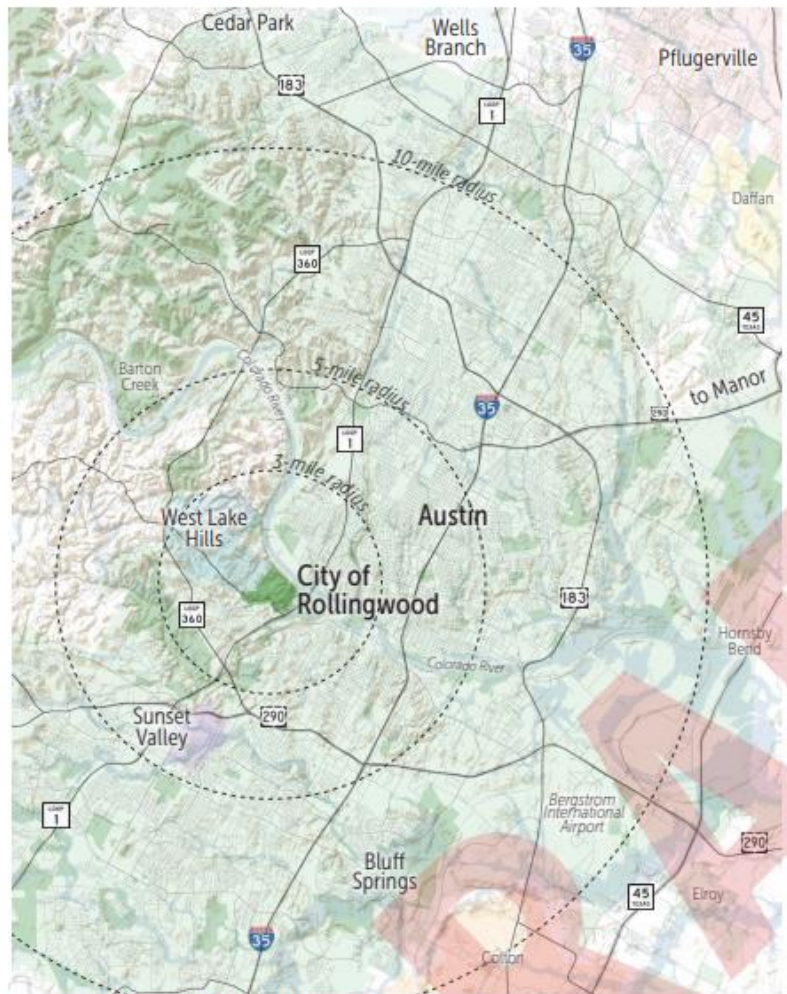
COMMUNITY PROFILE KEY TAKEAWAYS

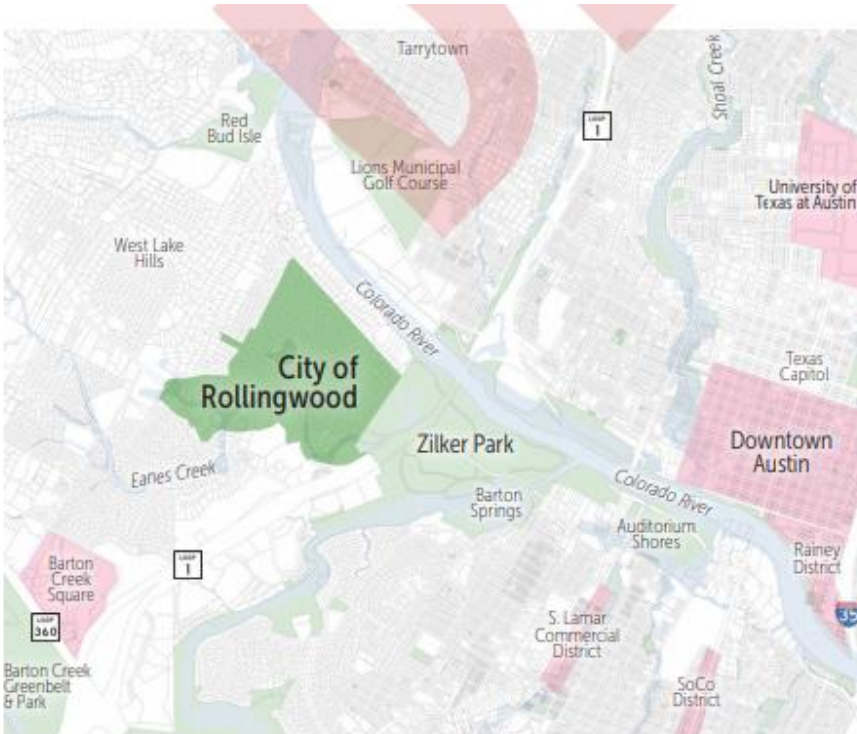
- As of 2019, Rollingwood had a population of approximately 1,532 residents, comprising of 525 households (US Census Bureau, 2019).
- Rollingwood has a significantly higher median home value, as compared to Austin and United States averages. The median home value was \$2,194,272 in August, 2021 which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

LOCATION AND GEOGRAPHICAL CONTEXT

The City of Rollingwood is located in Central Texas between Hill Country and the Texas Coastal Plain. It is nestled within the City of Austin and is only approximately four miles southeast 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, Eanes Creek to the east 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 proximate to various regional thoroughfares such as the Mopac Expressway (TX-1 Loop) and the Bee Cave Road corridor.

The Rollingwood community boasts closeness to both natural and cultural amenities. A number of recreational centers are 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.





Municipal Context

ROLLINGWOOD'S HISTORY

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

In December 1945, 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.

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.

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 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. Although the vision for Rollingwood has changed significantly in the decades since it was established by Hatley, it is important to accurately account for the city's history and the early restrictions that played a role in how the community has grown and evolved over time.

The first sale of property within The Rollingwood Addition was on August 10, 1950, to George S. Nalle, Jr. With the conveyance of land, Hatley outlined a number of conditions, including a restriction to never sell or transfer the property to anyone who identified as Black or African American (a common practice throughout the United States at the 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.

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 Cave 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, 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 organizations like the Rollingwood Women's Club, the Volunteer Fire Department and private residents.

Even before City Hall was built, the Rollingwood Women's Club was a partner in the city's growth. The club was established in 1959 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 1977,

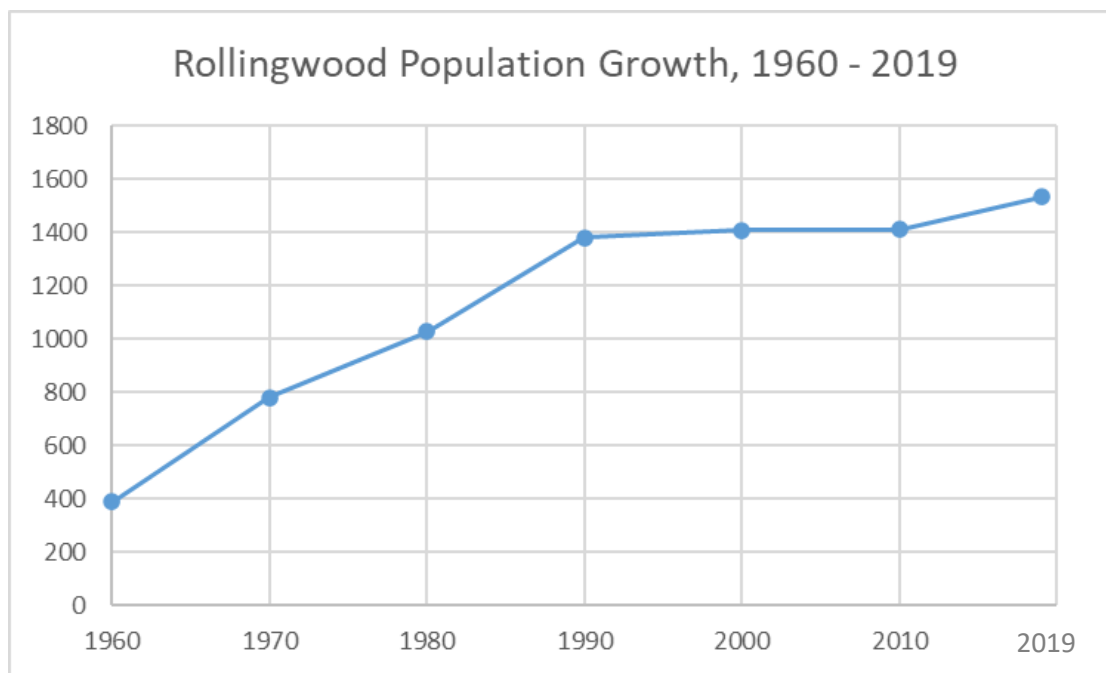
and an old concession stand building was replaced to create the Doyle Moore Field House with updated amenities. Rollingwood Park opened in 1984, after six years of volunteer efforts and donations from the community. That same year, the first 4th of July Parade was held in the park, and it continues to 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 have now reached the end of their lifespan. 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.

DEMOGRAPHICS

Current Population and Population Projections

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 2019.⁹ While the population has grown, the total number of households has decreased from 565 in 2010 to approximately 525 households in 2019.¹⁰

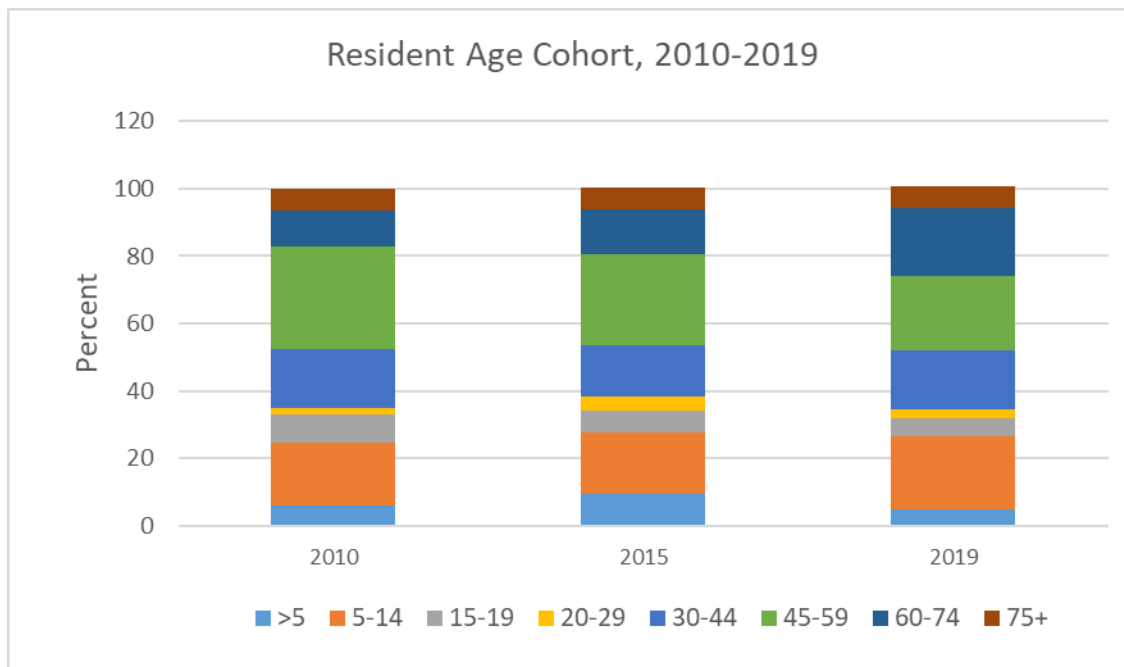


Sources:

- (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/>

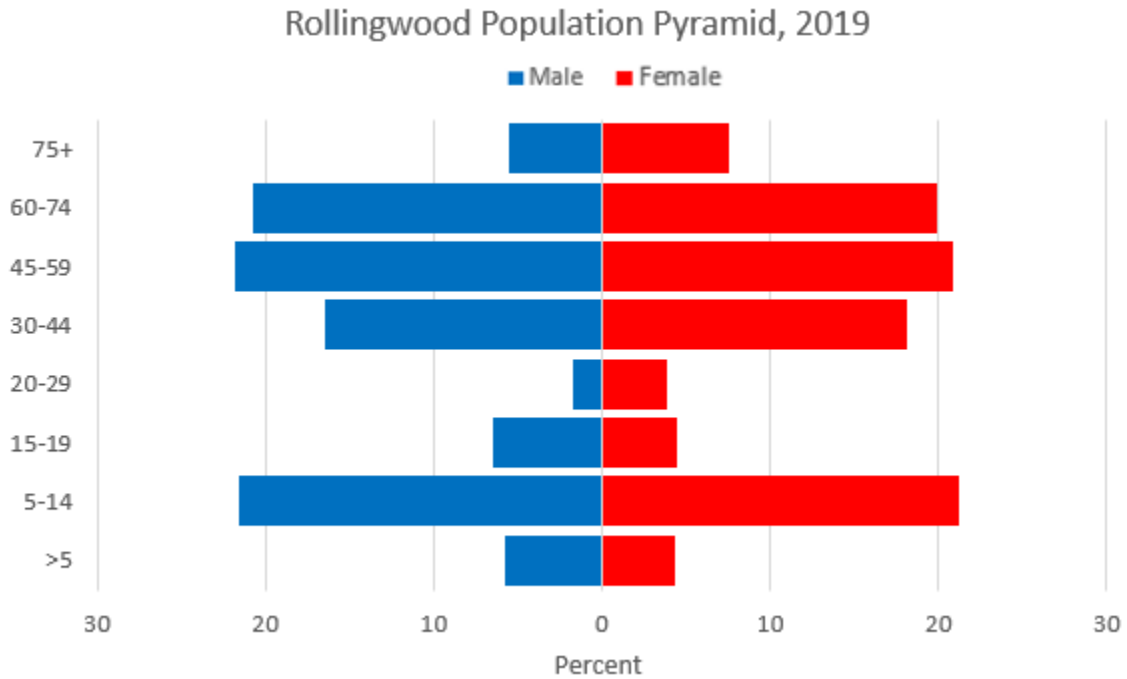
Age Cohorts and Median Age

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.¹¹ 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 2019.¹² 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/>



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 various socio-economic criteria that allows city leaders to compare Rollingwood with those of similar municipalities.

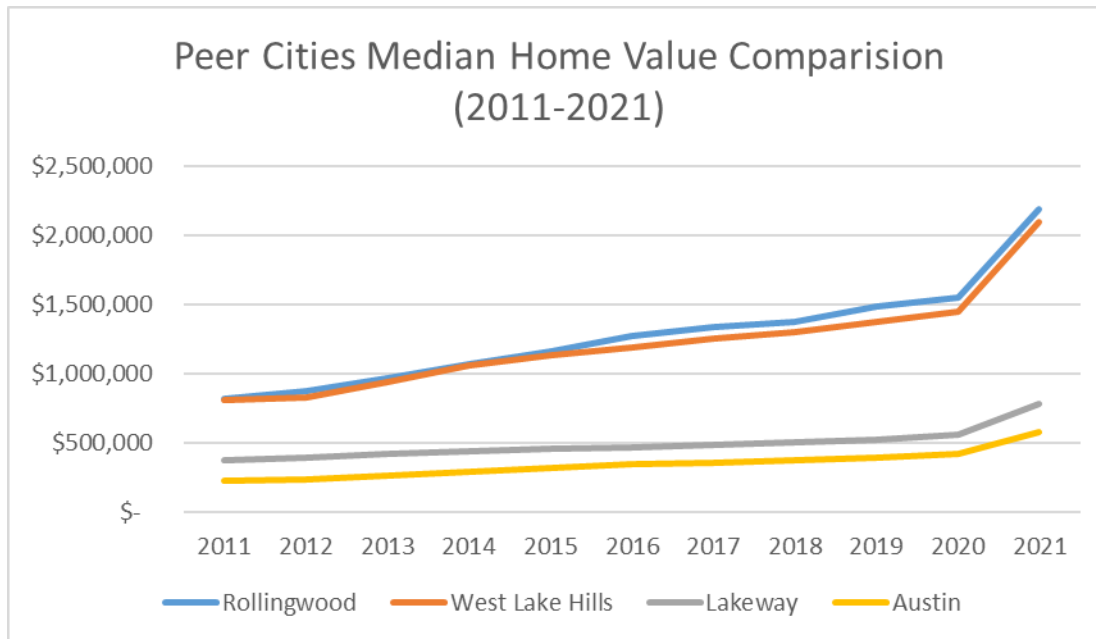
This table shows the population growth of Rollingwood, as compared to other peer cities.

	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/>

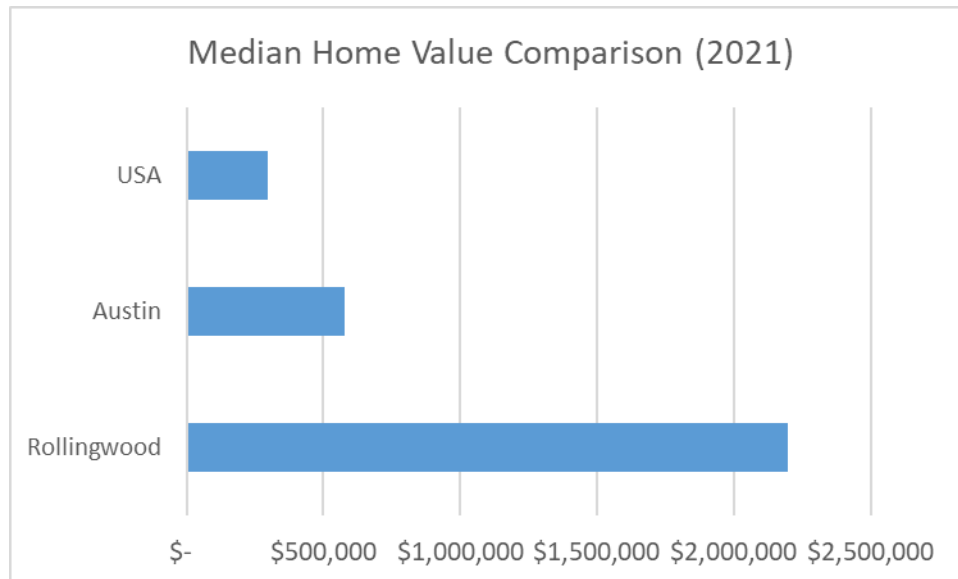
MORE THAN A CITY

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”.¹



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

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 2011.² 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.³



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/>

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>.



REFERENCES

¹Niche. (2020, August). Living in Rollingwood. Retrieved August, 2021, from <https://www.niche.com/places-to-live/rollingwood-travis-tx/>

²Zillow. (2021, August). Rollingwood TX Home Prices & Home Values. Retrieved August 16, 2021, from <https://www.zillow.com/rollingwood-tx/home-values/>

³Zillow. (2021, August). Austin TX Home Prices & Home Values. Retrieved August 16, 2021, from <https://www.zillow.com/austin-tx/home-values/>

⁴Collins, M. (2010, June 15). Levi Site. Retrieved July 14, 2020, from <https://tshaonline.org/handbook/online/articles/bbl03>

⁵Newlin, 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>

⁶Garver, L. (2010, June 15). Milam, Benjamin Rush. Retrieved July 14, 2020, from <https://tshaonline.org/handbook/online/articles/fmi03>

⁷History of Rollingwood. (City of Rollingwood). Retrieved July 14, 2020, from <https://www.rollingwoodtx.gov/administration/page/history-rollingwood>

⁸History of Rollingwood. (City of Rollingwood). Retrieved July 14, 2020, from <https://www.rollingwoodtx.gov/administration/page/history-rollingwood>

⁹United States Census Bureau. (2010-2019). ACS Demographic and Housing Estimates. Retrieved August 16, 2021, from <https://data.census.gov/>

¹⁰United States Census Bureau. (2010-2019). ACS Demographic and Housing Estimates. Retrieved August 16, 2021, from <https://data.census.gov/>

¹¹United States Census Bureau. (2000). Decennial Age and Sex. Retrieved August 16, 2021, from <https://data.census.gov/>

¹²United States Census Bureau. (2010-2019). ACS Age and Sex. Retrieved August 16, 2021, from <https://data.census.gov/>

CHANGE -10 TO POSITIVE 10.

SITE SOURCES UNDER CHARTS

SOURCE ALL CHARTS

PUT ALL AVAILABLE LOTS IN THIS SECTION (THE 24 HOUSES ON THE SOUTH SIDE OF BEE CAVE ROAD ARE INCLUDED IN THIS NUMBER); POSSIBLY UTILITY CONNECTIONS; TRY TO EXPLAIN WHERE THOSE HOUSES WENT. FOOTNOTE REASONS WHY THIS MAY BE POSSIBLE.

WANT TO REDO ALL CENSUS CHARTS

DO CHART FOR PERCENT POPULATION INCREASE

TAKE OUT POPULATION PEER COMPARISONS. VALUATION IS MORE IMPORTANTLY

ADD HISTORY SECTION POSSIBLY IN THE COMMUNITY PROFILE

WHERE IS THE HISTORY SECTION ? should be accurate.

Brook to write up something about civic groups in Rollingwood

Wording of the city charter, 1955 founding date (specifically "we will be respectful of one another in meetings...")

?