



APPENDIX A

COMMUNITY ENGAGEMENT

SUMMARIES

Themes

The vision for Rockdale encompasses multiple aspects aimed at creating a thriving, interconnected community that offers a range of opportunities and amenities. Central to this vision is the desire to establish strong connections, both physically and on a deeper level, between the east and west sides of the community. The community places great importance on fostering a sense of togetherness and support, with a strong focus on future generations and nurturing future leaders. The aim is to ensure that Rockdale continues to be a caring and close-knit community that takes care of its own.

Economic Development

There is both excitement and apprehension about the changes taking place in Rockdale. Continued expansion of the Austin Region, in addition to new nearby employers (such as Samsung) create new opportunities for the City - even as they may upset the small-town environment that many citizens cherish.

Economic growth is certainly coming to the area near Rockdale. However, Rockdale must ensure that the City and its residents benefit from this growth. This will necessitate understanding and celebrating the history, character, and sense of community that can help distinguish it from newer developments - and to maintain and sustain the attributes that make Rockdale unique.

The discussion in Rockdale focuses on the community's openness to change, including accepting new ideas, business models, and industries. To support the establishment of newer companies and strengthen what exists, the City actively collaborates with local authorities, offering economic incentives and investing in essential infrastructure. Reinvention centers on fostering diverse and unique businesses rather than large retail stores. Marketing the town as a destination for events, weddings, and breweries/winery experiences could attract more visitors and drive economic activity. Similarly, the historic downtown can be leveraged to bring in more

people.

Despite experiencing growth, the City faces challenges in filling job vacancies, particularly in small businesses. Strategies are needed to align the education system with the skills needed to meet workforce demands.

Preparing for the future, Rockdale aims to be sustainable and forward-looking. Leveraging its position in the Golden Triangle created by the DFW, Houston, and Austin/San Antonio regions, the City can take steps towards connecting the community to nearby assets and ensuring that it stays ahead in terms of innovation and progress.

Participants raised concerns about job opportunities for workers, and efforts are being made to explore ongoing employment prospects in the area. While Rockdale's low unemployment rate is acknowledged, rising crime rates raise questions about the adequacy of the police force to handle future challenges.

One critical topic is the ongoing debate between redevelopment and preserving historic elements in Downtown. The community seeks to find a harmonious approach that maintains the City's historical character while allowing for necessary modernization and revitalization.

Additionally, opportunities beyond Downtown are being explored, particularly at Sandow Lakes. The Sandow Lakes Ranch industrial development,

currently under construction, will represent up to 3,300 acres of industrial development (and related projects).

An interesting aspect that emerged in the discussion is the mindset influenced by ALCOA's previous "caretaking" role for the City, which ensured that its basic needs were met. Due to ALCOA, Rockdale citizens had a variety of resources, ranging from health care facilities to youth recreation opportunities. This may have inadvertently contributed to a risk-averse orientation, since city stakeholders were not required to take a high level of initiative to fulfill local needs. There is a collective acknowledgment that individuals must adopt a forward-thinking mindset, understanding their crucial roles in shaping the future of the community.

A core focus is on preserving Rockdale's social, cultural, and community assets. Despite challenges in securing funding, the community values these assets and aims to maintain and expand community services. Partnerships with Milam County and regional collaborations are explored to find solutions.

Housing

Rockdale is grappling with a myriad of housing issues, ranging from increasing rent prices and taxes to higher rates of homelessness to the lack of affordable rental properties. Low-

to-moderate-income housing has dwindled, leading to concerns about young people leaving the town due to limited housing options. Efforts are underway by the Housing Authority to open another housing complex with 1-2 bedroom units, but there is a need for a better process to establish and address housing needs effectively.

A number of housing issues are prominent to Rockdale. One example is the unattractive, run-down properties all over the city, particularly along the main roads. The reasons behind this trend warrant further exploration. Some residents returned to Rockdale to escape the fast-paced environment of Austin and high home prices, but rising taxes and housing costs are a growing concern.

The surge in prices has led to an increase in people living in RVs throughout town. Originally established for temporary workers in the local industry, RV parks have now become home to more permanent residents after the industry moved out. While these RVs do represent a source of unsubsidized affordable housing, many citizens consider them to be eyesores. Some community members wish to explore alternative solutions, such as tiny homes (which are relatively affordable, but built to higher design standards) and accessory dwelling units (ADUs), otherwise known as granny flats — smaller housing units which built behind/on the same lot as a more traditional house. These housing alternatives have sparked a topic of conversation among community members.

Beautification and parking issues are among the concerns raised in the community, as some of the existing housing stock is outdated and aesthetically unappealing. Moreover, affordable housing is not distributed equally, mainly concentrated on the east side of town, calling for

fair distribution across the community.

Homelessness has grown in the community, prompting discussions on potential solutions and actions. There have been and are community organizations attempting to address homelessness issues in the community, but the community is divided on solutions.

Healthcare

Like many rural communities in Texas, Rockdale now lacks a hospital or emergency care center. This creates great risks and hardships for local residents, while deterring others from moving to the community. This challenge is worsened by the fact that many local residents lack good health insurance - making it even less likely that a hospital can support itself locally.

Some participants held little hope that Milam County had the number of insured residents needed to support a hospital. However, others believed that it could be possible, particularly given the scale of new development projected for the area. To address the hospital closure issue, the community seeks to improve its professional background to attract healthcare employers with private insurance. On a related note, increasing numbers of retired military personnel are moving to Rockdale. While they have access to the VA hospital in Temple (about 50 minutes away), they may help to support a medical facility in or near Rockdale.

The potential redevelopment of an old nursing home is seen as an opportunity Rockdale.

Community Building

Many people within Rockdale are eager to help the city make needed progress. Community members express a sense of frustration with the lack of action and implementation of previous plans. There is a desire for accountability, fiscal backing, and effective city services. To drive change and growth, there is a desire to revitalize the city's image and mindset and to communicate successes more effectively.



Participants raise concerns about the challenges faced by those who step up to address community issues and initiate positive changes.

A noteworthy observation is the perceived divide between the east and west sides of the community, where the east side feels disconnected and disengaged from the west. To bridge this gap and foster a sense of unity, there is a need to demonstrate tangible impact and positive changes that inspire greater involvement and belief in community initiatives, particularly from the east side.

In multiple meetings, participants emphasized a need for better communication and coordination among different community organizations and volunteers. There were multiple suggestions to establish a centralized database or clearing house that can disseminate information about ongoing projects and opportunities for community members to get involved, ensuring transparency and inclusivity. The initiation of campaigns like “I Heart Rockdale” aims to foster civic pride and unity, encouraging residents to embrace their

shared identity and common values.

Some of the conversations reflected on past experiences may have left the community somewhat divided and fractured. Acknowledging this, the need for new leadership and a cultural shift emerges, with an emphasis on focusing on a positive future for Rockdale.

Education

Rockdale is proactively aligning education with the needs of the local job market by collaborating with Temple College to develop Career and Technical (CT) programs. The primary goal is to equip graduates with practical skills that are immediately applicable in the workforce, placing greater emphasis on these skills over conventional degrees in the current job market. In support of students interested in pursuing careers in the armed forces, the Rockdale ISD actively encourages military opportunities by providing programs and support tailored to their aspirations.

Additionally, the partnership between Temple College and Rockdale ISD exemplifies a joint initiative to enhance educational opportunities in the community. More broadly, Rockdale is in the heart of an “educational triangle,” at approximately the same distance (1 hour-1:20) to three of the top five universities in Texas (University of Texas, Texas A&M, and Baylor University). This has potential to support various types of alliances with multiple strong educational institutions.

Youth and Recreation

The community in Rockdale is engaged in discussions concerning adequacy of recreational opportunities for its youth. While some believe there are sufficient offerings (particularly considering Rockdale’s size), others believe that the existing options, such as parks, recreation programs, and church activities, are not fully meeting the needs and interests of the young population. As a result, there is a growing interest in understanding the preferences and aspirations of the youth through feedback and engagement.



While celebrating sports is a source of community pride, respondents also expressed the need to expand that sense of pride into other areas that enrich community life.

The community acknowledges the importance of recognizing accomplishments and awards outside of academics to encourage greater participation and engagement among the youth. This recognition fosters a supportive and inclusive environment where young individuals feel valued and motivated to actively participate in various activities.

There is a discussion about implementing more youth-oriented activities. The community considers options such as a skating rink, bowling alley, and arcade to provide physical and interactive spaces where young people can socialize, have fun, and explore their interests. The community aims to integrate its rural history into programmed activities, honoring its heritage while embracing modern development. These suggestions aim to offer a compelling alternative to the quiet atmosphere of the library and cater to the diverse interests of the youth.

Rockdale's citizens aim to cultivate a strong sense of community, fostering the growth and well-being of its youth, who are the foundation for a vibrant and prosperous future.

Downtown

Downtown came up as an important recurring theme throughout the discussions. As the historic heart of the community, downtown is identified as the best place to celebrate the history, culture, and character of the city. Furthermore, there is a wide perception that the city has challenges with "curb appeal" and overall appearance; the condition of

Downtown serves as an advertisement of the City itself. Vacant buildings, or general maintenance issues, create a negative impression of the city as a whole.

Addressing parking needs will be key to supporting downtown's growth; there is a need to ensure businesses and visitors have enough spaces, while still supporting the "critical mass" of buildings needed for a successful and vibrant downtown.

Well-maintained public gathering spaces with consistent events is seen as another key to a successful downtown. More broadly, there needs to be a variety of places for people (and families) to visit. The East Bell Taphouse is widely noted as a successful gathering space - but a wider variety of places (and particularly child-friendly venues) would help to support a more successful downtown.

The high rate of vacancies downtown is an ongoing challenge. Addressing this will require both a commitment to maintenance and code enforcement and a focus on supporting small local businesses.

Miscellaneous

The community of Rockdale engages in a multifaceted discussion, recognizing the essential role churches play in unifying their efforts to achieve shared community goals. There is a local ministerial alliance that is active in spearheading various community initiatives, fostering collaboration, and promoting positive change.

Addressing internet connection is identified as a solvable issue, and the community is eager to explore solutions to enhance connectivity for its residents and businesses.

Grants emerge as a valuable resource for funding various projects and initiatives. The community recognizes the importance of aligning funding opportunities with specific community needs, ensuring resources are directed effectively to drive positive changes. The community acknowledges the availability of grants but also the need for effective grant-winning strategies to access resources for community development and growth.

Finally, participants emphasize the significance of code enforcement, which has been brought to the attention of the council. There is a consensus that better code enforcement is needed to address substandard or unattractive conditions in the City. At the same time, it is understood that strict code enforcement can place burdens on people with few resources to improve their properties. For these reasons, citizens call for a "carrot and stick" approach, which focuses both on enforcement and on providing resources to help homeowners make improvements.

It was also discussed that the City does not have a full-time code enforcement official; this would likely be needed for code enforcement to be consistent and successful.

Workshop #1 - June 2023

Schedule and Setup

The day long community engagement workshop fostered collaboration and gathered input from diverse stakeholder groups. It provided a platform for stakeholders to share perspectives related to community development and provide feedback to the consultants, MDD and City. This session helped in aligning the views of key officials and community leaders and ensured their feedback was being considered from the outset of the project and was instrumental in shaping the plan recommendations.

1. Stakeholder Meetings (2) - Community Leaders
2. Comprehensive Plan Advisory Committee (CPAC) Meeting
3. Stakeholder Meeting - Open Invite to Appointed City Board and Commission Members
4. Community Event: Tabling at 4th Thursdays Chamber on Tap

Participants were able to interact with various tables or booths set up by organizers, offering information and opportunities for engagement on different community-related topics. The focus is on fostering conversations, building connections, and collecting valuable input from the community members present.

Additionally, a virtual version of the engagement materials was made available online in the weeks following the in-person event, to ensure broader accessibility and participation.

Summary

Rockdale is facing a divide between what it aspires to be and the reality it currently faces, with many big city issues affecting the small town. Challenges include access to grocery shopping and dining, economic disparities, homelessness, and a shortage of healthcare facilities and services.

The community engagement in Rockdale revolves around the central theme of "Reinvention," representing a collective willingness to embrace change and transformation. It encompasses diverse aspects crucial to the community's growth and development.

Key takeaways included:

- Supporting small businesses to foster robust growth and ensure sustainable development.
- Striking a balance between attracting new residents and ensuring affordability for existing ones are being prioritized.
- Overcoming obstacles such as a risk-averse mindset and perceived physical divides.
- Actively seeking ways to enhance the community and its offerings while strengthening connections among its members.



Workshop #2 - August 2023

Schedule and Setup

The second day long workshop included more outreach that moved beyond high-level visioning and dug deeper into details and topical recommendations.

1. Stakeholder Follow-up Meeting with all stakeholders engaged during Workshop #1.
2. Comprehensive Plan Advisory Committee (CPAC) Meeting
3. Community Open House Event

The team hosted a follow up meeting with the community stakeholders engaged during workshop #1, to present outcomes of the initial engagement efforts and solicit feedback on detailed recommendations.

The CPAC meeting included a session related to community resilience, identifying economic, social, and environmental shocks and stressors that Rockdale may be facing today or in the future. The potential impacts of these shocks and stressors was also discussed.

That evening, the team and MDD hosted a community open house that was open to anyone, began with a formal presentation and then broke out into interactive stations to collect feedback and foster discussion. Team members to present to facilitate participant's interaction with the stations as well as answer questions and engage in discussions.

Meeting stations included:

- Feedback on the draft vision and mission statements
- Transportation mode preferences and complete street discussion
- Land use tradeoffs and priorities
- Land use types and locations
- Parks needs and design elements
- An investing exercise where participants could identify their priorities for City spending

Summary

Overall, the stakeholders and CPAC confirmed that the outcomes of the initial engagement were accurate and the key takeaways identified by the planning team set the Plan on the right path.

Key takeaways included:

- Water scarcity, community health and wildfires were noted as the resilience concerns most likely to happen and to have the greatest impact in Rockdale.
- Participants prefer to travel 10-15 minutes for daily goods, 15-20 minutes for work, and are willing to travel up to 30 minutes for entertainment. They would be interested in walking for 10 minutes or bicycling for 15 minutes to reach these destinations.
- Participants preferred additional space for small businesses over more parking, increased housing stock over limited growth, more amenities over low density development, and multi-modal accessibility over high volume roadways.
- The U.S. 79 corridor emerged as the most preferred location for additional

development in the City.

- The top five priorities for investment identified by participants were utility infrastructure, roadway infrastructure, beautification, small businesses, and parks.



Workshop #3 - October 2023

Schedule and Setup

The final day long workshop sought more targeted feedback and support from additional stakeholder groups.

1. Stakeholder Meetings (2) - Rockdale Rotary and Youth Engagement
2. Park Tours
3. Comprehensive Plan Advisory Committee (CPAC) Meeting

The youth engagement included the project team visiting three high-school classes; a government class, agriculture class and art class. The government and agriculture classes participated in an interactive activity using LEGOs to build a future for the City and the art class spent time drawing things they wanted to see in Rockdale.

Summary

The Rotary Club was generally supportive of the plan progress and overall work being done related to the Comprehensive Plan.

Generally, the high school students like the small town feel of Rockdale, but want to make it a better place to live with more amenities, such as:

- More jobs for when they graduate high school
- Places to hang out, whether that's a community center or a business where they

can spend time with their friends, like a coffee shop or wing restaurant.

- More variety of food, especially more options for international foods.
- Ways to get around town if they don't have a car, such as walking and bicycling.



Additional Meetings

Additional meetings were held throughout the process to update and engage stakeholders as needed. These meetings provided feedback for the team that were incorporated into the themes and takeaways noted previously, and specific comments and ideas from these groups were considered and incorporated into the document recommendations as appropriate. Additional meetings included:

1. City Council Briefing - April 2023
2. P&Z Briefings (2) - October 2023 and March 2024
3. Stakeholder Meetings (2) - MDD Board and City Staff - March 2024
4. Stakeholder Meeting - Parks Board Briefing - April 2024
5. Comprehensive Plan Advisory Committee (CPAC) Meetings (2) - additional meetings not noted as part of the workshops above
6. Stakeholder Meeting - The 1895 Project and Vision Historic Preservation Foundation - June 2024
7. Adoption Meetings - P&Z Meeting and City Council Meetings (2) - June/July of 2024

Project Website & Virtual Engagement

The project website is a tool used to provide the community with up to date information on the project, upcoming engagements, and draft deliverables, as well as hosting the online surveys and virtual engagement platforms. The website offered language translation and included the following:

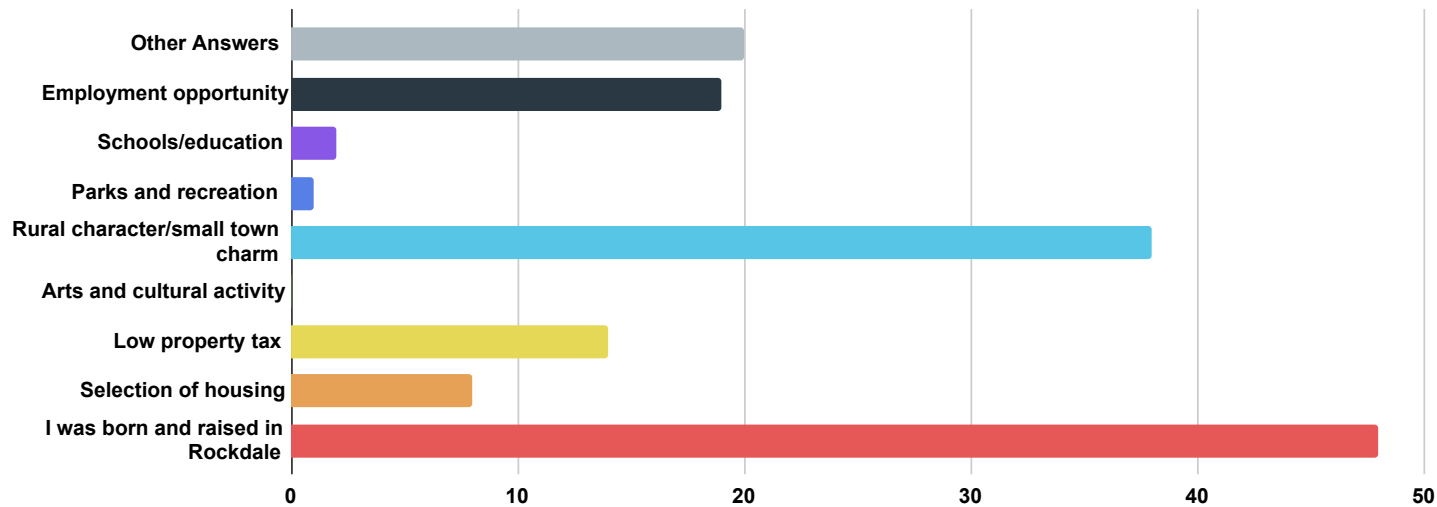
- A landing page with the project branding, an introduction to the project and its purpose, a project timeline denoting completed, past and future phases of work, and buttons to take visitors to the virtual engagements.
- A project team page so the community could know who was working on the project, including consultants, city staff, and CPAC members.
- A get involved page that listed upcoming and past in person engagements as well as hosting the virtual engagements.
- A documents page that provided links to the City's planning documents and download of all draft documents and public engagement materials.
- A page where visitors could leave general comments for the team or sign up for email updates on future engagements.

Virtual engagements are just one more way for residents to provide input in a way that may be more convenient or comfortable.

Online Public Survey Results

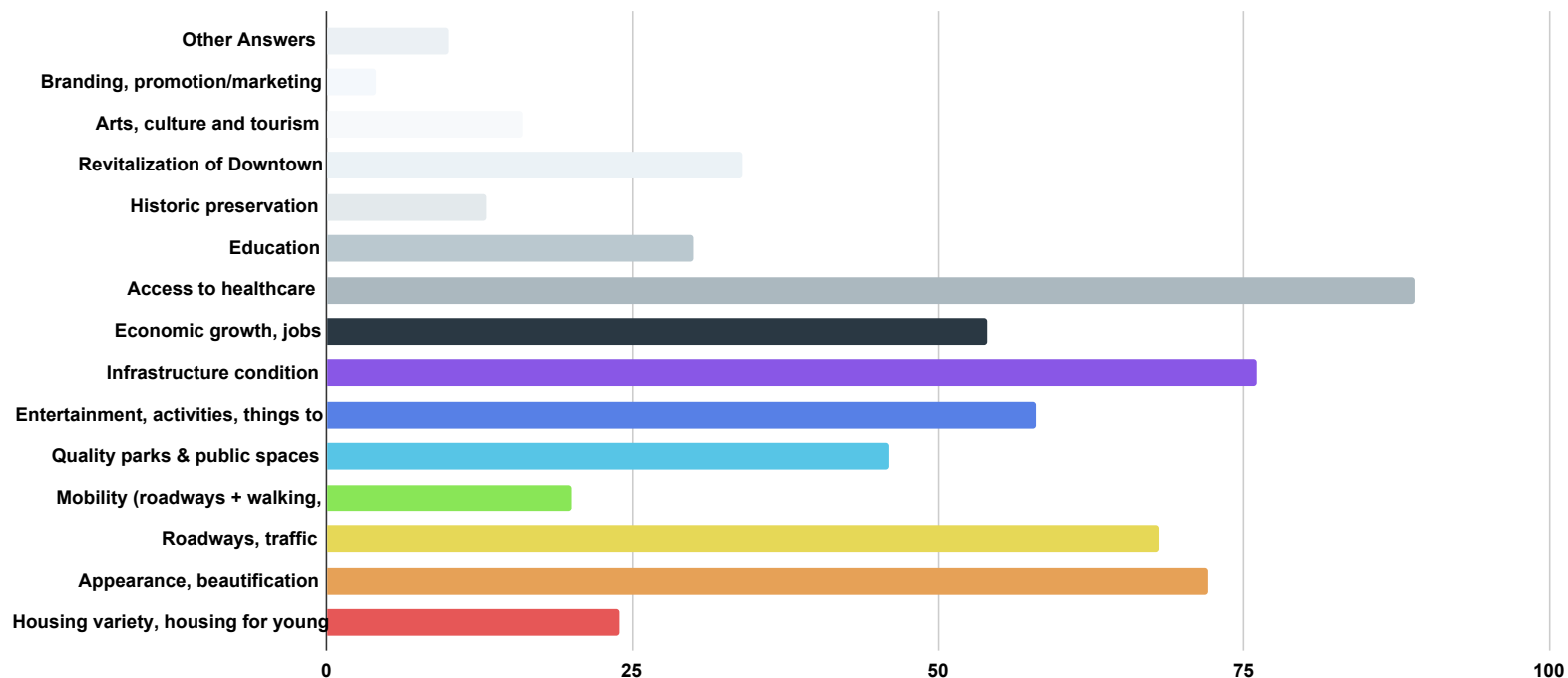
A community survey was available online via the project website from June 16, 2023 to August 1, 2023. The survey was open to anyone to participate and utilize online translation capabilities to allow it to be taken in a variety of languages. It was also usable both in desktop and mobile formats. Outreach regarding the availability of the survey was done via multiple channels, including flyers handed out at community events and on City social media channels. The survey received 151 responses. A summary of the responses received follows. The input from this survey, along with feedback gathered and conversations had at Workshops described previously, provided the design team with important baseline information and community priorities to utilize as the basis for progressing the project.

1. What was the most important factor for you or your family when you decided to move to Rockdale?



While a significant proportion (32%) were born and raised in the town, others were drawn by the appeal of its rural character and small-town charm (25%), low property tax rates (9%), and employment opportunities (13%). Family ties and practical considerations such as housing affordability, proximity to family, and historical connections also played a pivotal role in influencing respondents' decisions. The results underscore the multifaceted nature of motivations behind Rockdale's residents, combining factors of community, lifestyle, economics, and personal history.

2. What area(s) should the City of Rockdale work to prioritize and improve the most?



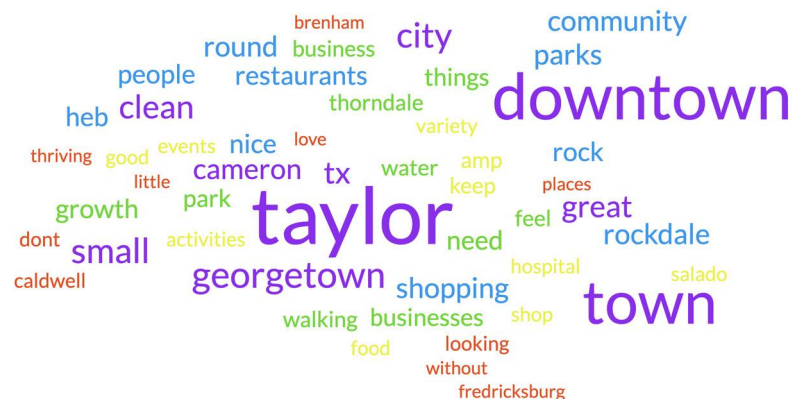
A significant emphasis is placed on beautification and appearance (48%), infrastructure condition (51%), and access to healthcare (60%), underscoring residents' desires for an aesthetically pleasing environment and vital services. Roadways and traffic management (46%) and economic growth with job opportunities (36%) also feature prominently. Additionally, there are calls for improvements in public spaces (31%), entertainment options (39%), and downtown revitalization (23%), indicating a desire for a vibrant community. Several respondents express concerns about water quality, public safety, and drug-related issues, reflecting local challenges.

3. What are the top three assets or amenities Rockdale has or provides for you?



The survey results provide a comprehensive view of the assets and amenities that Rockdale offers and are held dear by its residents. The most frequently mentioned assets include the Library, Walmart, and the Farmers Market, indicating the importance of accessible shopping and community resources. Additionally, residents value the small-town feel and atmosphere. Parks, pools, and recreational facilities, as well as schools, also received multiple mentions. Proximity to larger cities and the potential for growth are noted as strengths, and there is an appreciation for the friendly, supportive, and active community. Respondents also pointed out areas for improvement, such as the need for an HEB grocery store, urgent care facilities, and more youth activities.

4. Are there other cities or towns that could serve as a model or inspiration for Rockdale? What specifically do you like about those places that you would like to see in Rockdale?



Rockdale residents draw inspiration from several nearby towns and cities when considering models for their community's development. Cameron, Taylor, and Georgetown are frequently mentioned as examples. Respondents admire these places for their revitalized downtown areas, variety of businesses, parks, and clean environments. Many express a desire for more amenities, like grocery stores other than Walmart and a broader range of dining options. The emphasis on cleanliness, active downtowns, historical preservation, and community involvement stands out as recurring themes in these responses. However, it's also clear that Rockdale residents want to maintain their town's unique identity and small-town charm while seeking improvements and additional services.

A word cloud visualization of terms related to historic preservation. The words are arranged in a circular pattern, with 'town' and 'small' being the largest and most central. Other prominent words include 'historic', 'community', 'downtown', 'buildings', 'preservation', 'history', 'feel', 'culture', 'businesses', 'open', 'everyone', 'older', 'people', 'fair', 'charm', 'keep', 'remaining', 'spaces', 'keeping', 'friendly', 'small-town', 'school', 'needs', 'need', 'sense', 'city', 'homes', 'kay', 'rural', 'nothing', 'new', 'atmosphere', 'conservative', 'landmarks', 'bell', 'train', 'building', 'area', 'family', 'etc', 'sacred', 'sites'.

6. What about Rockdale would you like to see changed?



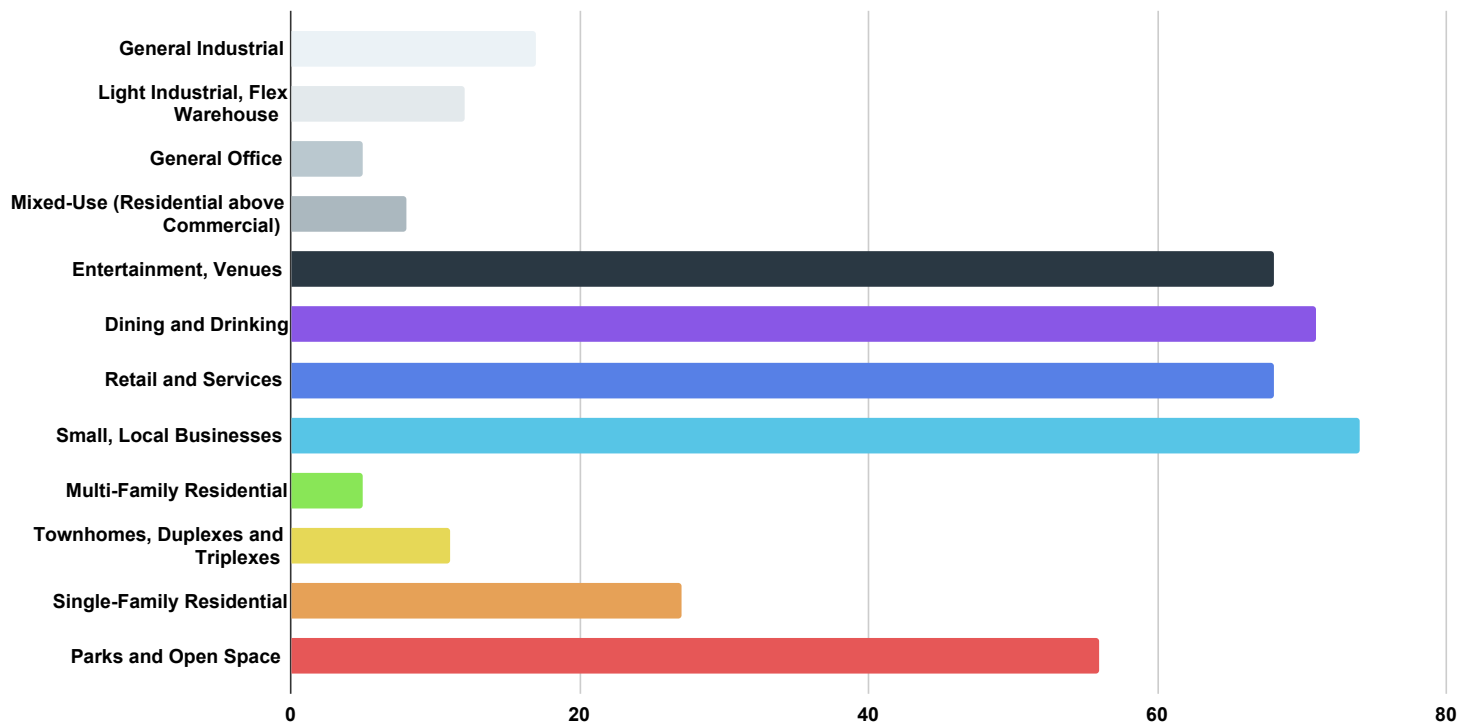
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7. Describe your vision for the future of Rockdale. In 20 years what does Rockdale look like? What kinds of things are happening here? What are people doing or experiencing in Rockdale?



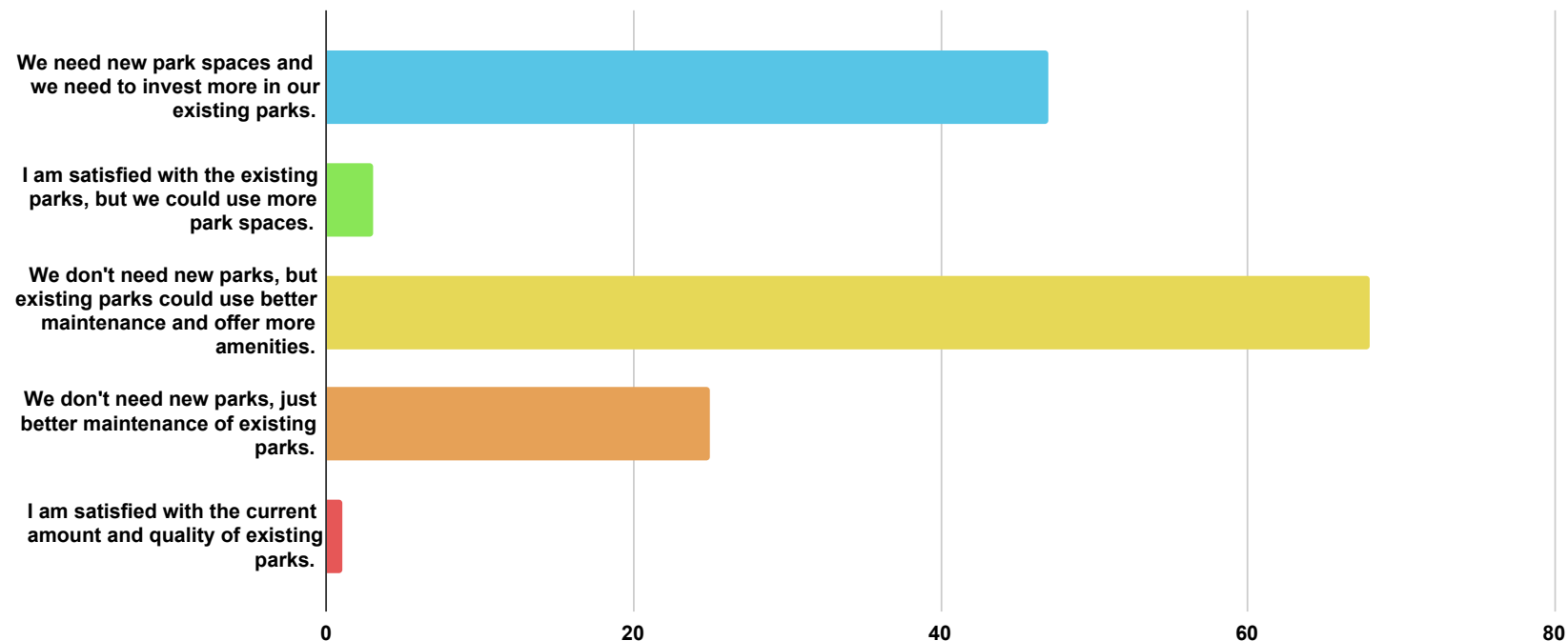
The vision for the future of Rockdale, as described by respondents, varies but generally emphasizes the desire for a revitalized downtown area with thriving businesses, improved infrastructure, and a focus on community safety. Many hope to see a town that preserves its small-town charm while offering modern amenities, including shopping options, entertainment, and healthcare facilities. The desire for more parks, recreational opportunities, and family-friendly activities is also prominent. There's an aspiration for cleaner streets, accessible clean water, and reduced crime. Some envision Rockdale becoming a destination with cultural events, festivals, and attractions. However, concerns about drug-related issues, city management, and the need for more job opportunities and diverse businesses are also expressed.

8. What are the top three development or business types you would like to see more of in Rockdale?



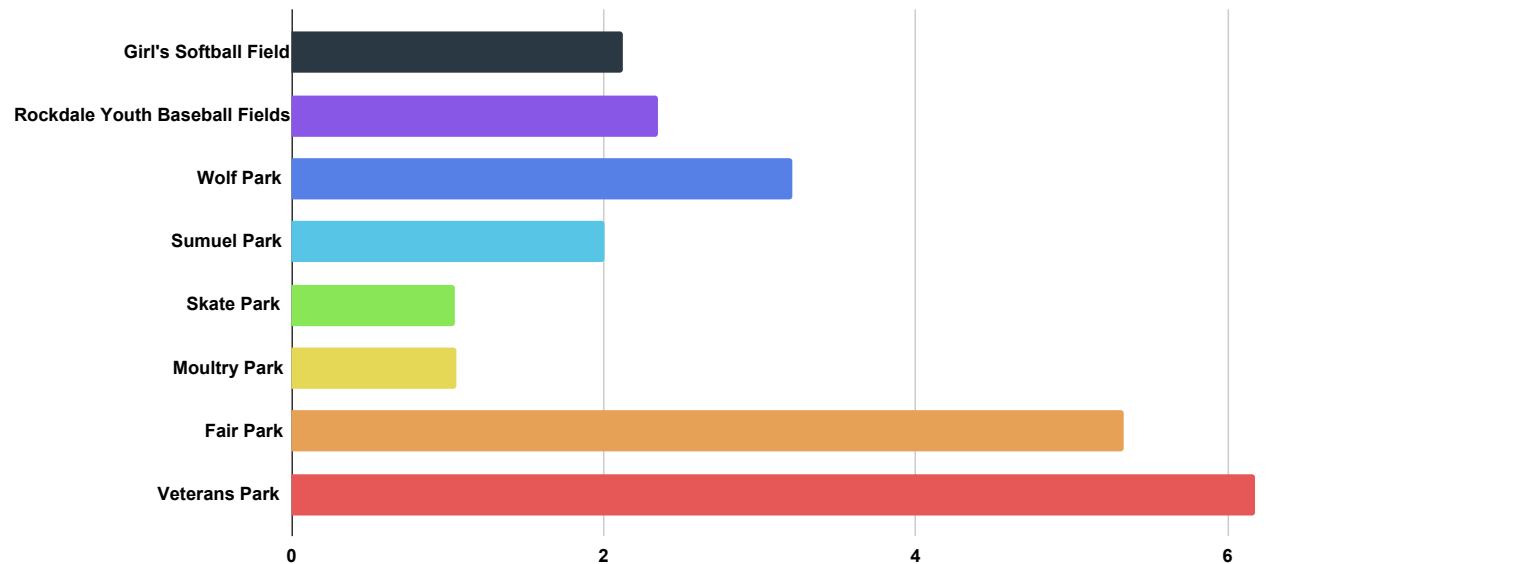
The survey results indicate a strong desire among respondents for specific types of development and businesses in Rockdale. Notably, there's a significant interest in the expansion of small, local businesses (50%), reflecting a community focus on supporting local entrepreneurship. Additionally, respondents expressed a keen interest in dining and drinking establishments (48%), followed closely by retail and services (46%) and entertainment venues (46%), suggesting a desire for a vibrant and diverse local economy. Parks and open spaces (38%) were also favored, emphasizing the importance of green areas in the community. Light industrial and flex warehouse spaces (8%) and general industrial areas (11%) were mentioned as well, indicating some interest in expanding the industrial sector. Overall, these results provide insights into the community's aspirations for both economic and recreational development in Rockdale.

9. Which of the following do feel most accurately describes your opinion of Rockdale’s parks?



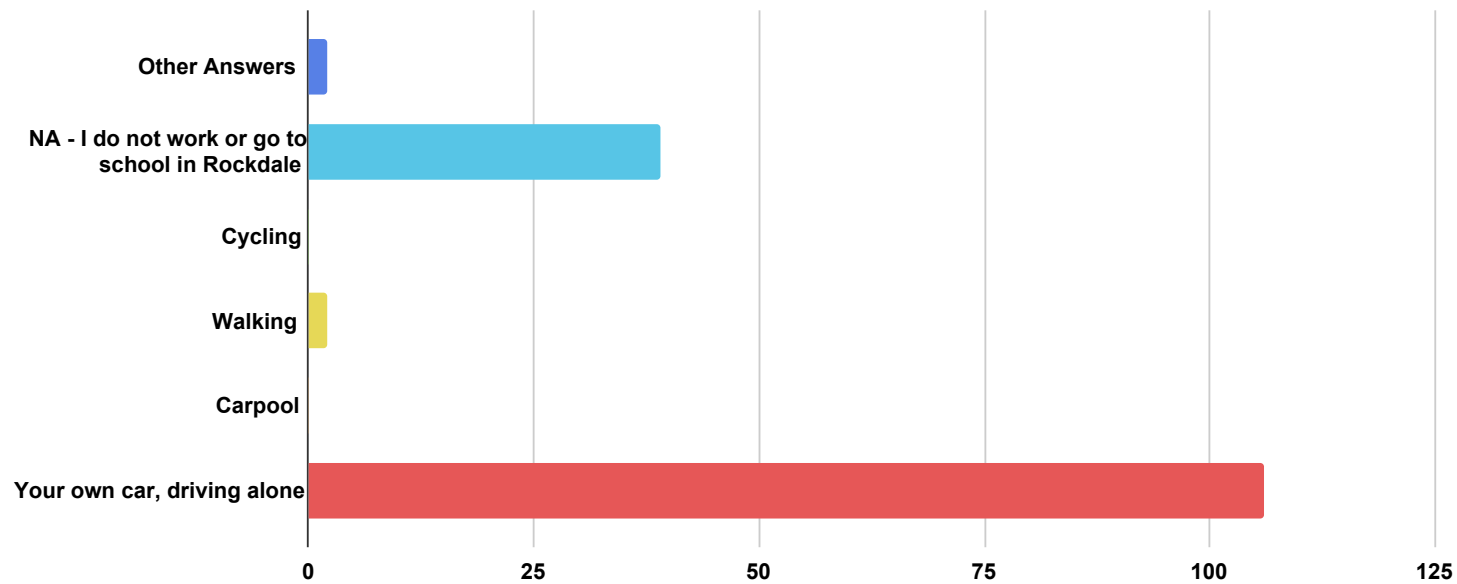
The survey results indicate that a significant portion of respondents, 47%, feel that while new parks may not be necessary, the existing parks in Rockdale could benefit from better maintenance and the addition of more amenities. Additionally, 33% of respondents believe that both new park spaces and increased investment in existing parks are needed, suggesting a desire for overall improvement and expansion of recreational areas. Meanwhile, a small percentage, less than 1%, expressed satisfaction with the current amount and quality of existing parks, while 17% emphasized the importance of better maintenance for the existing parks rather than the creation of new ones. Only 2% of respondents were content with the current parks but wished for more park spaces.

10. Please rank the parks and recreation facilities in order of which ones you use the most. (Top is the place you use the most and bottom is the place you use the least)



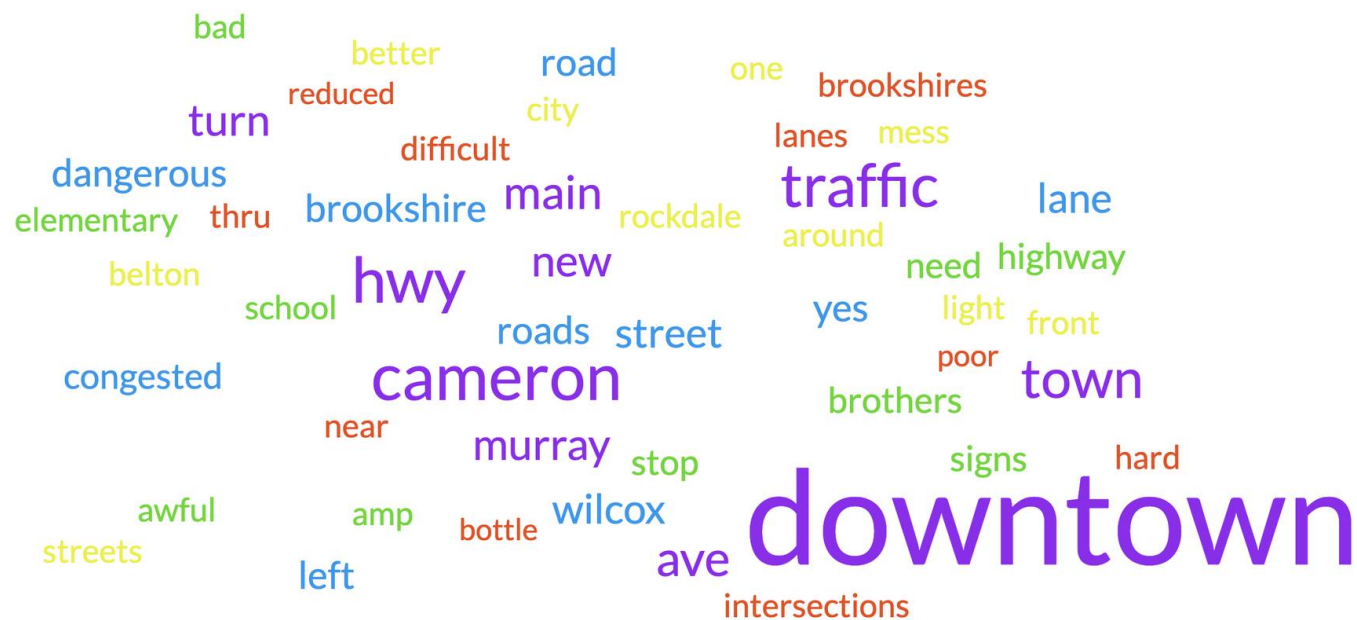
The survey results provide insight into the usage and popularity of Rockdale's parks and recreation facilities. Veterans Park emerged as the most frequently used facility, with 48% ranking it as their top choice. Fair Park also garnered significant usage, with 27% ranking it as their primary choice. Moultry Park, Skate Park, and Sumuel Park received comparatively less usage, with a mixed distribution of rankings. Wolf Park, Rockdale Youth Baseball Fields, and the Girl's Softball Field showed moderate usage across respondents. These rankings suggest that Veterans Park and Fair Park are the preferred destinations for most, highlighting their importance within the community, while other facilities have varying levels of use and popularity.

11. How do you primarily get to work or school within the City of Rockdale?



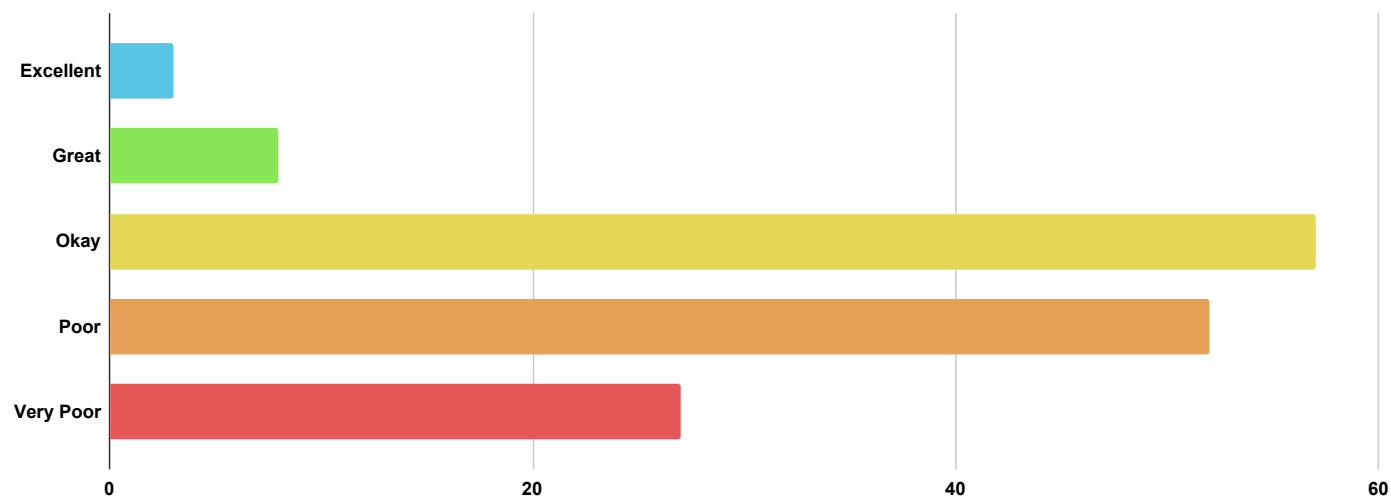
The survey results indicate that the majority of respondents (71%) primarily commute within the City of Rockdale by using their own cars, driving alone. A small percentage reported walking (1%) as their primary mode of transportation, while a similar percentage (1%) mentioned working from home. Notably, a significant portion (26%) noted that they do not work or go to school in Rockdale, indicating a proportion of the population who may commute outside the city for work or education. The results suggest that personal vehicles are the predominant mode of transportation for those commuting within Rockdale, with limited usage of other transportation options.

12. Are there specific areas or routes within the City that you find are particularly congested, dangerous, or difficult to navigate?



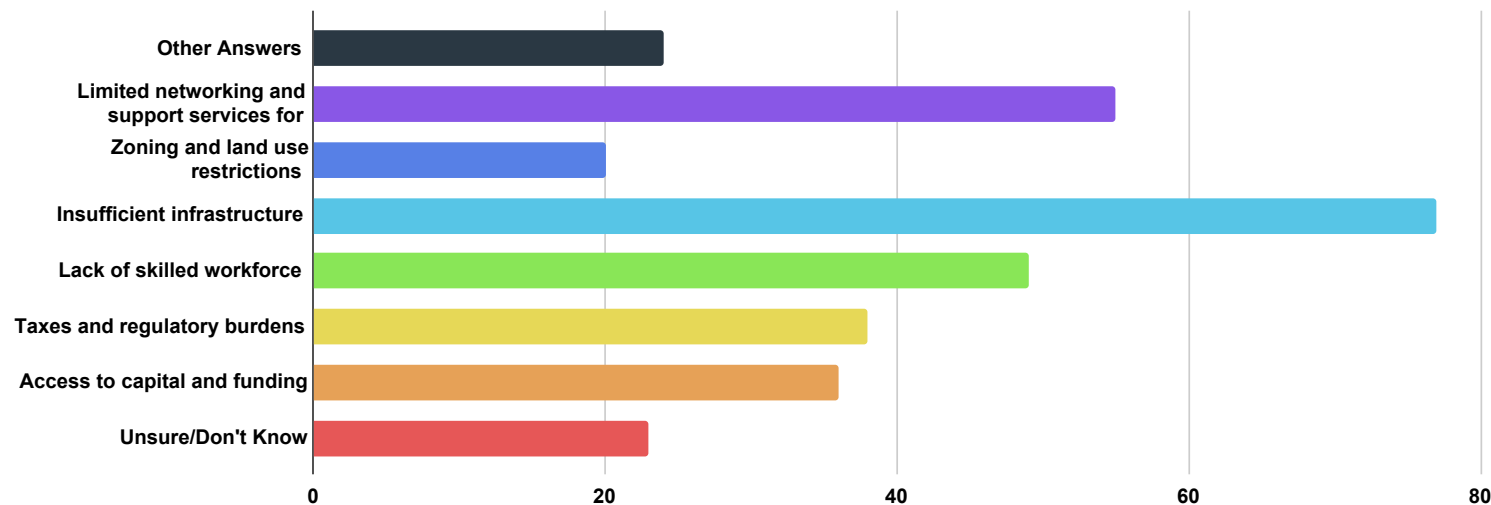
Respondents identified several areas within Rockdale that they find congested, dangerous, or difficult to navigate. The most commonly mentioned location is Highway 79, especially in the downtown area, where traffic congestion and reduced lanes are causing concerns. Many also express dissatisfaction with the new downtown configuration, citing issues with the road layout and pedestrian walkways. Some mentioned side roads with potholes and maintenance issues, as well as concerns about traffic safety around schools and intersections. There are calls for better visibility, tree trimming, and improved traffic light management.

13. Please rate the overall business climate and opportunities for economic growth in Rockdale?



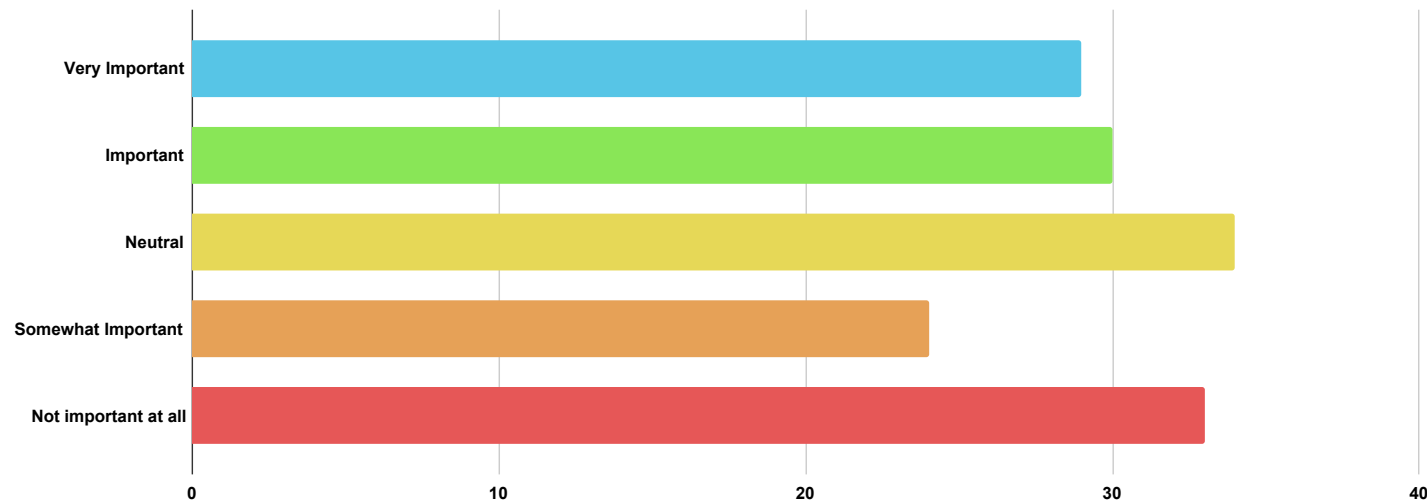
The survey responses reflect a somewhat mixed assessment of the overall business climate and opportunities for economic growth in Rockdale. A substantial portion of respondents (35%) rated it as "Poor," while another significant portion (39%) deemed it "Okay." A smaller but noteworthy segment viewed the business climate positively, with 5% considering it "Great" and 2% rating it as "Excellent." However, a significant portion (18%) expressed a rather negative perception, marking it as "Very Poor." These results suggest that while there is room for improvement, there are also pockets of optimism regarding the business climate and economic growth prospects in Rockdale.

14. In your opinion, what are the main barriers or challenges that hinder business growth and development in Rockdale?



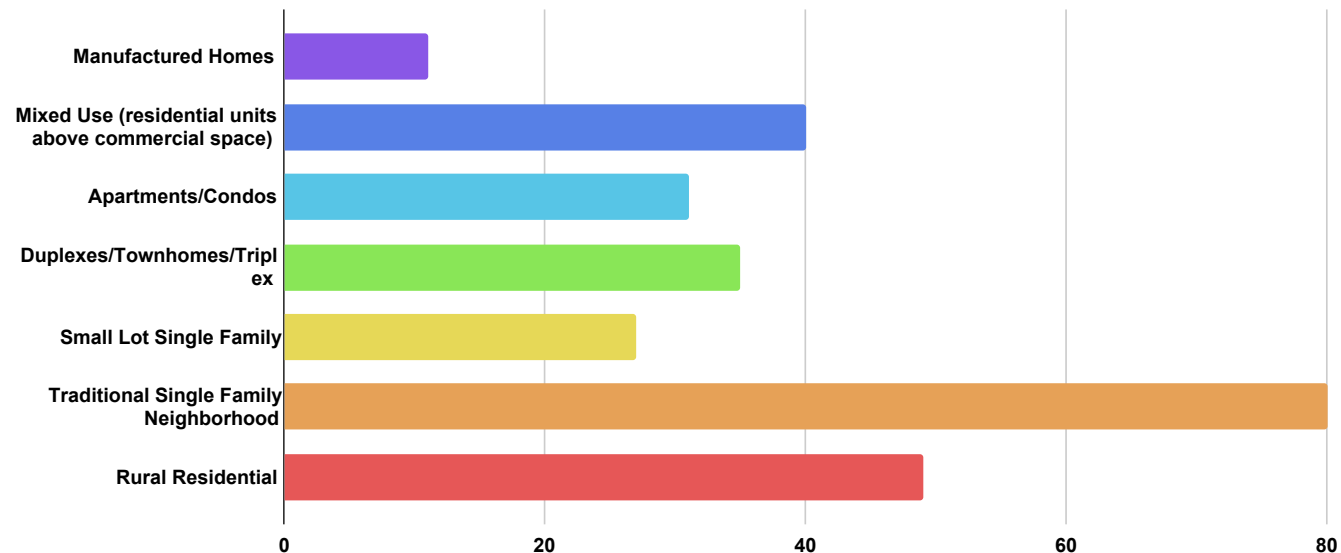
The survey responses highlight a range of barriers and challenges that hinder business growth and development in Rockdale. The most frequently cited challenge is insufficient infrastructure, with 52% of respondents identifying this as a hindrance. A significant portion also noted the lack of a skilled workforce (33%) and limited networking and support services for businesses (37%) as barriers. Taxes and regulatory burdens (26%) and access to capital and funding (24%) were also identified as impediments to business growth. Zoning and land use restrictions (14%) and the overall economic grade (16%) were mentioned as well. These responses suggest that there are multifaceted challenges facing businesses in Rockdale, including infrastructure, workforce, financial resources, and regulatory issues, which could benefit from targeted interventions and support to promote economic development.

15. How important is it to you that Rockdale provides a range of housing types to accommodate different household sizes and preferences?



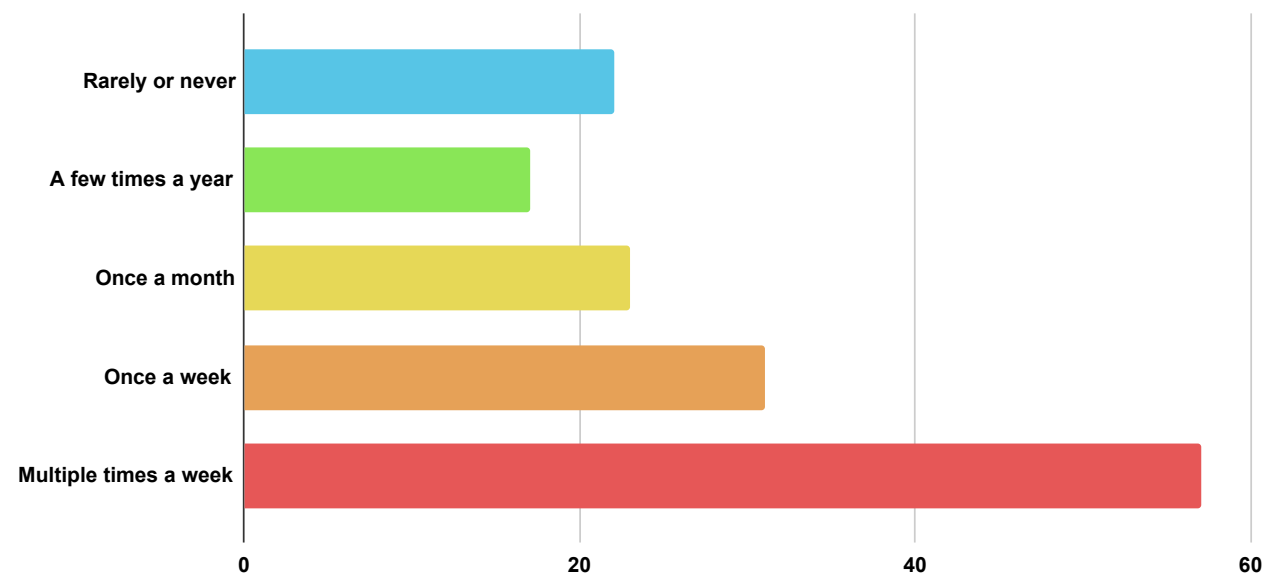
The survey results indicate a mixed but overall positive sentiment regarding the importance of Rockdale providing a range of housing types to accommodate different household sizes and preferences. A combined 39% of respondents considered it "Important" or "Very Important," highlighting the significance of housing diversity. Conversely, 23% held a neutral stance, while 22% expressed that it was "Not important at all." This suggests that while there's a notable portion who place high importance on housing variety, there are also those who may not prioritize it as a critical factor in the community's development.

16. Which of the following housing options do you find are most needed in Rockdale?



The survey results reveal a diverse set of housing preferences within the Rockdale community. A significant majority of respondents identified a need for traditional single-family neighborhoods (58%), indicating a desire for more conventional housing options. Rural residential areas (36%) were also considered important, reflecting the community's affinity for a mix of rural and suburban living. Other housing options such as mixed-use developments (29%) and duplexes/townhomes/triplexes (25%) were noted, highlighting a demand for more diverse housing styles. Smaller percentages expressed interest in small lot single-family homes, apartments/condos, and manufactured homes, suggesting a varied housing market would be well-received in Rockdale to cater to different preferences and needs.

17. Which best describes how often do you visit Downtown Rockdale?



The survey results demonstrate a relatively high level of engagement with Downtown Rockdale among respondents. A combined 59% visit downtown either multiple times a week (38%) or once a week (21%), indicating a consistent presence. Additionally, a significant portion, comprising 15%, visits downtown once a month. A smaller but notable percentage, 11%, frequents the area a few times a year. However, it's worth noting that 15% of respondents visit downtown rarely or never. These results suggest a substantial segment of the community has an active relationship with Downtown Rockdale, while others engage less frequently or not at all.

18. When you go to Downtown Rockdale, what kinds of things do you do or what places/establishments do you visit?



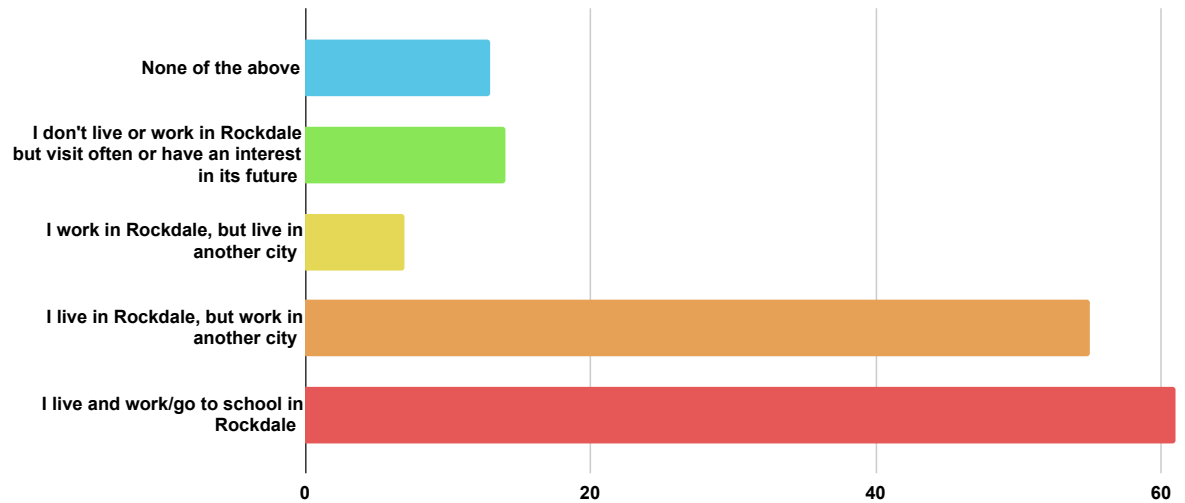
When respondents visit Downtown Rockdale, their activities vary but typically involve essential services like the post office, library, and various restaurants. They also frequent local businesses and shops, with some mentioning specific places like the East Bell Taphouse, hardware stores, and thrift shops. However, there's a common sentiment that the downtown area could benefit from more establishments and activities to attract residents and tourists. Suggestions include more shopping options, coffee shops, small businesses, and entertainment venues. Parking and traffic concerns are also raised as potential obstacles to downtown visits.

19. What kinds of activities or amenities would make you want to visit Downtown more often?

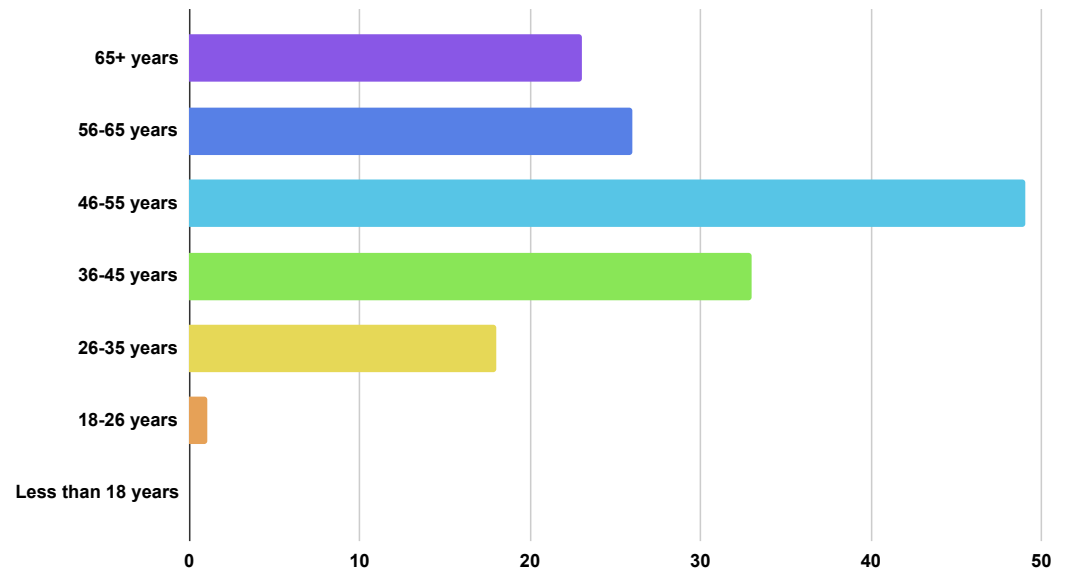


To encourage more frequent visits to Downtown Rockdale, respondents express a desire for several enhancements and additions. These include a larger, improved library with a focus on children's resources, better parking options, and a wider variety of shops. There's a call for a diverse range of dining options, with requests for healthier food choices, restaurants with different cuisines, and family-friendly venues. Respondents also highlight the need for cultural and entertainment amenities, such as theaters, museums, and live music venues. Additionally, efforts to beautify and revitalize the downtown area are mentioned, including fewer vacant buildings and improved safety and cleanliness. More community-oriented events, family-friendly activities, and attractions for children and teenagers are also seen as ways to make downtown a more appealing destination.

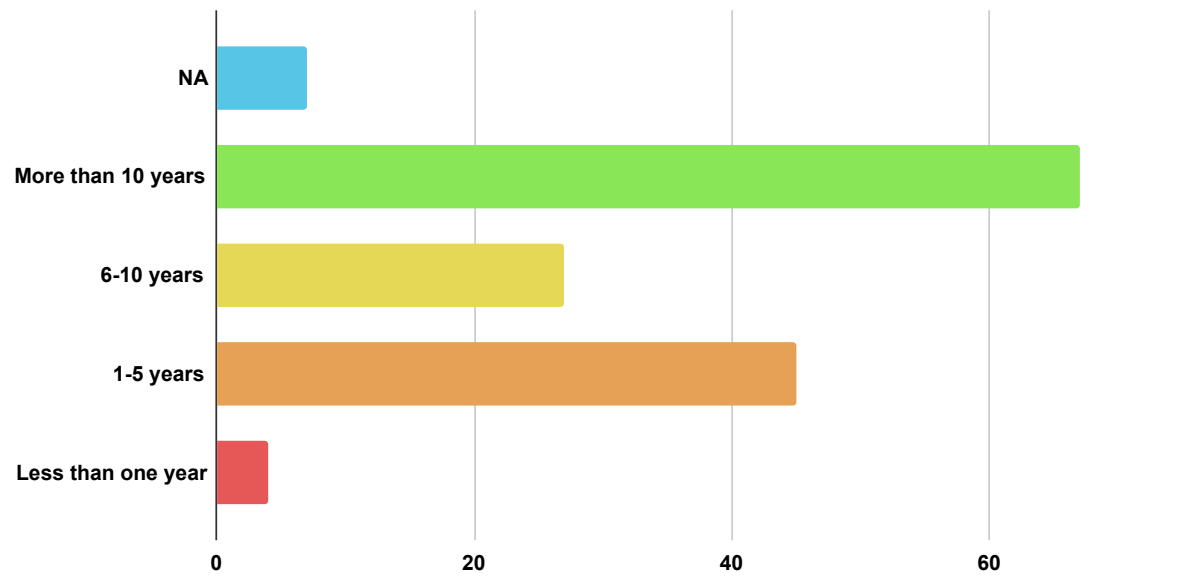
20. Which best describes you?



21. Which of the following age groups do you belong to?



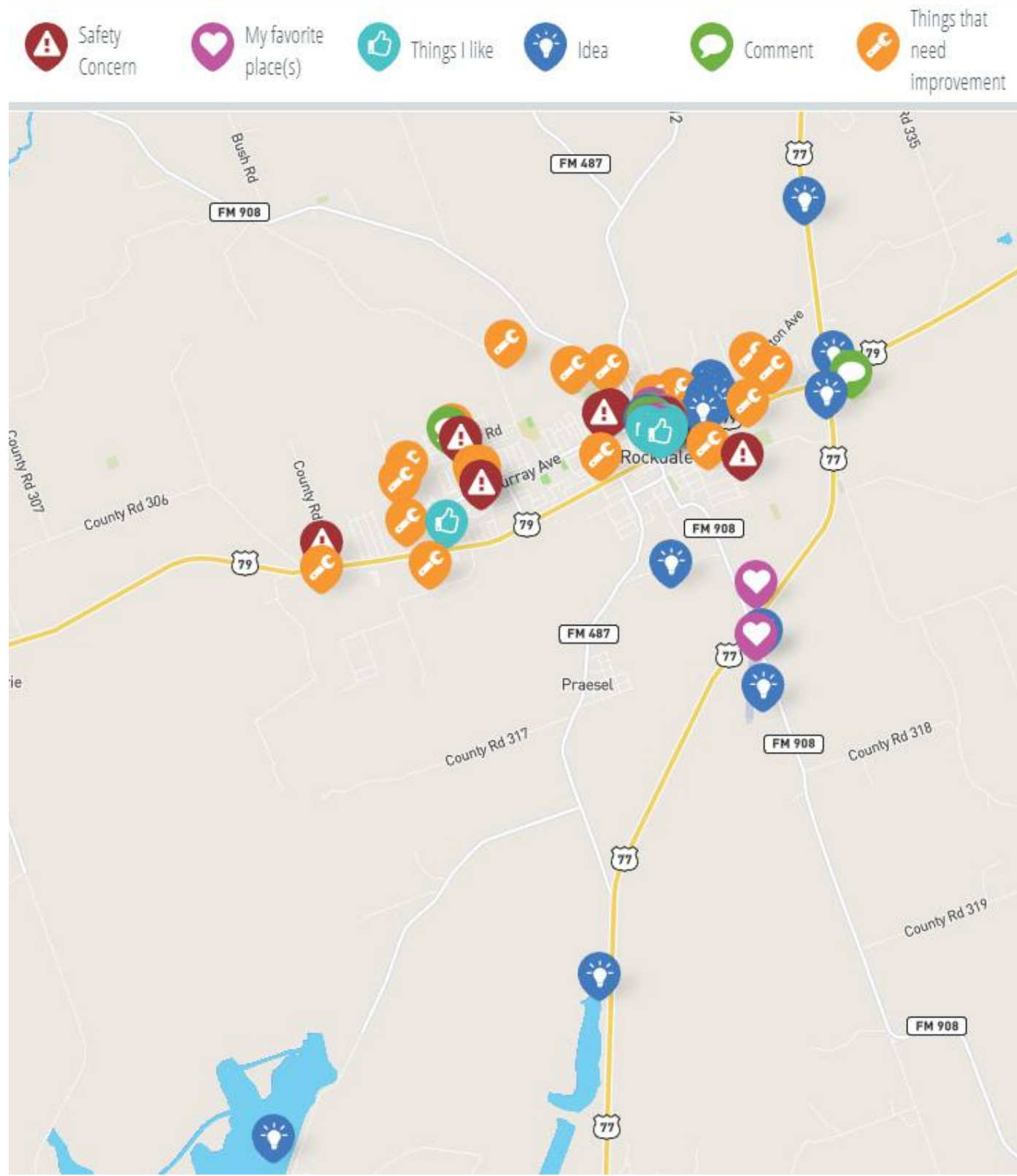
22. How long have you lived or worked/gone to school in Rockdale?



Online Mapping Comments

The primary virtual engagement offered for this plan was an online mapping exercise where visitors could leave geo-referenced comments on a map of Rockdale. Participants could read the comments left by others and up or down vote them to show agreement or disagreement. This is useful in helping the planning team understand which comments rise to the top in priority during the creation of recommendations.

All comments from the mapping exercise can be found on the following pages, although they are not geo-referenced, as they were when the planning team reviewed them via the online platform. The online mapping exercise opened with the launch of the project website in June 2023 and was available for continuous participation throughout the entire project process.



Type	Comment	Up Votes	Down Votes
Things that need improvement	Most all of the downtown surrounding area has fallen to urban blight and needs to be torn down and rebuilt!	10	1
Things I like	Farmer's market is great-could be expanded tho.	9	0
Comment	We don't like the idea of an industrial area here. More urban blight in a different way!	6	1
Things that need improvement	This is the approx. area only-the first thing you see when entering the city is industrial blight.	7	0
Idea	An expanded recycling center for everyone to be able to utilize.	18	0
Things that need improvement	Businesses and building need to be cleaned up when coming into town from this direction	22	0
Things that need improvement	Trailer Park needs to GO away! Trashy and not kept up/maintained	8	0
Safety Concern	House with several people living in it with possible criminal activity going on.	9	0
Things that need improvement	Girls Softball field	3	0
Things that need improvement	Boy Little League Baseball Facility needs to be revitalized and regularly maintained year round.	8	0
Things I like	East Bell Tap House has brought life back to the downtown area!	8	0
Things that need improvement	All current Rockdale City Parks need an extreme makeover. For example the city pool has been repaired but shade structures are an eyesore and falling down. I huge visual improvement needs to be made to fencing and change room facilities. Walk thru the men's room sometime and see what I mean. I have never been an advocate of spending money on Bridge Park at the expense of other park improvements.	9	1
Comment	O'Kelley Road is just one big example of the average condition of roads in Rockdale. It has a 1000 patches and hasn't been repaved or even seal-coated in 53 years! The condition of roads is a major drawback of Rockdale. It is so bad I have many visitors and relatives ask "what is wrong with our town?" Please develop a comprehensive roadway improvement plan ASAP.	4	0
Things that need improvement	I suggest that the City leaders focus on a major downtown renovation. I suggest starting in a small downtown district (like 2 blocks on either side of Main and one block on either side of Cameron-79. Some owners are beginning to improve their front facade but many are not at all. That leave a horrible 1st impression for new people. I recommend the city manager ask all owners to attend a meeting about "New expectations of downtown businesses regarding appearance ordinances being considered by Cit	11	2

My favorite place(s)	Beckys sandwich shop and the barn	9	1
My favorite place(s)	Bell tap house is becoming my new fav place	4	0
Idea	landscaping/nursery	5	2
Safety Concern	Elderly people coming and going visiting their spouses at Rockdale Estates while drivers are coming around that curve on US 79 like it is the Indy 500. There needs to be more regular law enforcement available like there used to be to maintain peoples speeding habits. People are now doing doughnuts there because they know there is no enforcement available. Not to mention the buses that almost get hammered trying to enter the highway.	1	0
Things that need improvement	Buildings that have received Facade grants in the recent past already look decrepit. Facade grants should require the grantees maintain the property for at least years or give the money back. This is tax money and needs to be administered to the benefit of the entire community.	4	0
Things I like	Wolf Park pavilion is a wonderful resource for the community in all seasons.	6	0
Things I like	Rockdale I&GN Depot Museum is a treasure to have and a great example of the difference community commitment can make to the area. Would love to see more buildings with such character be restored.	8	0
Things that need improvement	Sumuel Park is an asset to the community, but the City must maintain these assets properly to truly have the benefit last. It is unfortunate that vandalism takes some of the benefit away and keeps City funds from being used to the benefit of all taxpayers.	9	0
Idea	LHP Library is a wonderful community resource, but please optimize staffing and open hours to ensure more taxpayers can utilize the physical building as well as online resources. Most residents work or attend school during the only open hours available, and there has been no recovery of Saturday hours or evening hours since Covid.	7	0
Things that need improvement	Street has not been maintained to an acceptable level. Located within the city limits for over two decades. The city has yet to provide public wastewater.	2	0
Idea	need a real nice park with shade and walking paths. maybe a small water area to make it nice! some benches!	4	3
Idea	A nice apartment complex just for seniors! would be nice to have walking paths and some shade. Maybe a swimming pool!	5	1
Idea	Nice place for senior apartments too! Water near by!	1	2
Idea	small bowling alley and/or miniature golf course	3	2
Things I like	The Kay Theater is a wonderful little venue for our town.	3	0

Things that need improvement	Veterans Park needs attention. There is a slide with a hole, others that are cracking. A sun shade over at least one play scape would make the park easier to utilize. Benches closer to the play scapes are needed, and the current walking path needs major attention	9	0
Idea	Hwy 79 traffic will overwhelm the "new" intersection soon. West traffic on 79 should be routed north along E. Bell Ave (make one-way) from San Gabriel St. to N. Wilcox then back down to 79. East traffic should go south along W. Milam Ave (make one-way) and back up to 79 at San Gabriel St. The entire area of Main/Ackerman St./79 should be setup for walking and parking to make a "Town Square". Then promote places that will attract people to visit (restaurants, shops, music venues and more).	52	2
Things that need improvement	I would like to see the city make a real investment in the city swimming pool. We have an opportunity for a legitimate swim team to operate in Rockdale that would be attractive to many families and would bring lots of folks to town in the summers for meets.	4	0
Safety Concern	This road is treacherous, impassable for some vehicles because of the giant cracks in the concrete.	6	0
Safety Concern	Aycock needs to be secured	5	1
Things that need improvement	Niels needs to be held accountable to clean up property	12	0
Idea	The library is a great asset not being utilized for a strong children's program. You already own the building and maintain it. Use the staff and or friends of the library to build a children's program. Story time feels like an after thought. Pack Pals feeds tons of kids every week. Where are they all the time? Could they be at the library? Think outside the same old same old box	3	0
Things that need improvement	Fix the road... not just this one... but this is the one I have to travel. Pieces of my vehicles have FALLEN off on these roads. They are ridiculous	2	0
Safety Concern	How about a stand alone ER... obviously not where the marker is because the property is sold... something to treat/stabilize people. Maybe keep AMR in the county more??	2	0
Safety Concern	Not only is the road on Red Bud in horrible condition but there are dead trees in the island that pose a safety hazard to the residents that live along this street (including my daughter and her family). The island is an eyesore and either needs to be maintained by the city or taken out and a decent road maintained.	6	0
Safety Concern	The intersection of Wilcox and Murray does not provide good visibility. It is difficult to see the stop sign when driving north on Wilcox because of the huge cedar tree in the yard on the southeast corner. If I did not already know there was a stop sign there, I would be in the intersection before realizing it and could result in an accident.	0	0
Things that need improvement	safety concerns of getting into and out of the intermediate school. Traffic is often backed up on 79, of people waiting to turn into the school. Traffic trying to exit have poor visibility. Perhaps an additional turn lane going into the school to take care of traffic issues. A traffic light with cameras that is activated during school hours.	2	0

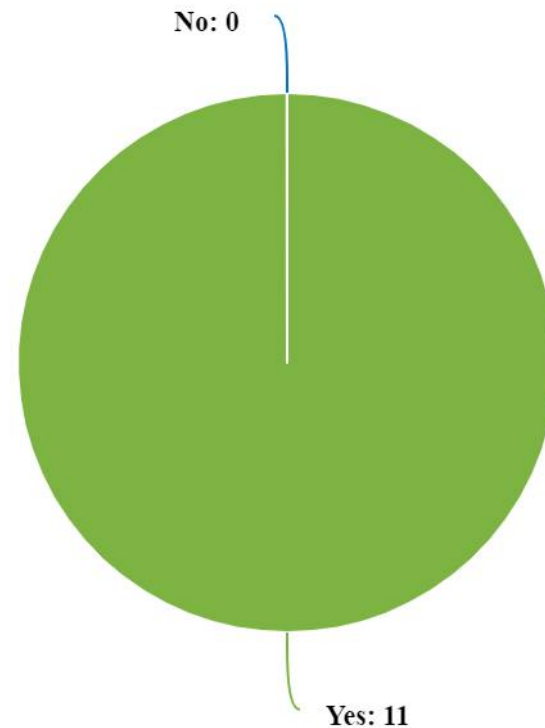
Things I like	Family restaurant and Live Music, for 18 plus years. Plenty of space for large parties and get together's	2	0
Things that need improvement	This area will be a disaster after the housing addition is open, these roads can't handle the traffic we have now , much less the added traffic in the near future	5	0
Idea	Greenbelt trail either along the old railroad right of way or the Rockdale Branch Creek.	2	0
Idea	Sidewalks along East Cameron Ave	2	0
Idea	Bridge Park becomes a 'node' or stopping point along a sidewalk/trail system. A couple of benches and tables. Plant some trees. Fix up the bridges so they can be walked on.	1	0
Idea	Clean up Milam Ave so that it connects back to downtown.	1	0
My favorite place(s)	The Tap House is a great addition to downtown	3	0
My favorite place(s)	One word - Green Sauce	1	0
Things that need improvement	Road is not maintained. People drive on the wrong side to avoid potholes big enough to damage vehicles.	3	0
Idea	develop Alcoa lake into a city park much like Pflugerville has developed their little lake with trails and public fishing and beach areas	3	1
Things that need improvement	Speed bumps, people drive over 55 in this neighborhood.	0	0
Things that need improvement	Six Street needs to be cleaned up!!! All the abandoned cars need to be moved, leaks in roads, lots cleared.	0	0
Safety Concern	The sidewalk that juts out into the street by the Library is dangerous. I've seen several big trucks that have trouble turning onto Ackerman from HWY 79 and also people turning on to 79 from Ackerman.	4	0
My favorite place(s)	I love the Kay Theater. The community uses the facility often, it is a great piece of Rockdale history.	3	0
My favorite place(s)	The 1895 is a wonderful historic building that is being restored by the Vision Historic Preservation Foundation to benefit all of Rockdale. I can't wait to see it completed!	1	0
My favorite place(s)	The 1895 is a wonderful historic building that is being restored by the VHPF (I put it across the street on this map by mistake) with an explanation).	2	0
My favorite place(s)	The Kay Theater is a wonderful historic place in Rockdale.	3	0
Things that need improvement	The road on O'Kelly Road is HORRIBLE. Pot holes are fixed sometimes, but with something that does not fix the problems. Many other streets in Rockdale are the same way. Most people I speak to say they go out of their way so they don't have to travel on O'Kelly Road, but I live here and have to use these streets.	1	0

Idea	Further development of Bridge Park with trails and picnic tables would enable it to be used more.	1	0
My favorite place(s)	Rockdale is blessed to have a wonderful Library!	1	0
Things I like	I really like the new Book Store!	2	0
Idea	New Large Hangar Spaces. Fuel sales and designated A&P Mechanic. Grass Runway parallel to existing. T-Hangars in a secure area. Aircraft tie-downs on the ramp.	3	0
My favorite place(s)	Great place for people to store airplanes or have maintenance work performed by the A&P mechanic on site. New Fuel system a plus. Could have a flight school and larger maintenance facilities here.	3	0
Things that need improvement	A well maintained cemetery would be a great way to respect those, and their family, who have passed	0	0
Idea	The City could create 8-10 parking spaces along Bell if they would dig into their easement. The elevation would require a retaining wall, but it would support further growth and support the businesses in the Main St district which lack parking. Front-in parking would be far safer as paralleling along Bell causes the road to be extremely narrow.	0	0
Idea	An additional 8-10 parking spaces could be developed by the City of Rockdale if they dug into there easement along Burleson which extends to the top of this old Phillips Luckey staircase. The topography would require a retaining wall, but additional parking would foster additional development and pedestrian access to the downtown business district.	0	0
Comment	It is my understanding that the MDD has secured a grant to address sidewalks along Bell St from Burleson to Ackerman. I hope they take advantage of this opportunity to ALSO develop front-in streetside parking along the city easement and address ADA due to the elevation changes.	0	0
Things I like	I like the DT-24 recommendation of creating Alleyways that are decorated with murals. Addressing the surfacing of the Alleyways would also help remediate erosion. With the development of The 1895 and the very successful Main Street Bookshop on Burleson .. activating the Alleyway from Burleson to Main would foster more pedestrian activity. This is even more true since The 1895 is developing Parking and a Park Space which will be accessible and inviting. Activating the alley will tie it together.	0	0
Comment	Vision Historic Preservation Foundation is developing formal plans to construct 8-10 parking spaces along the eastern boundary of their back lot (former Phillips & Luckey lot). Having worked with ONCOR to define a 30ft easement along the eastern side of this lot (along the alley) the Foundation is able to construct surface parking, but not vertical construction within this easement.	0	0

Draft Plan Survey Feedback Results

A community survey was available online via the project website from May 6, 2024 to June 3, 2024 to review the Draft Comprehensive Plan. The survey was open to anyone and utilized online translation capabilities to allow it to be taken in a variety of languages. It was also usable both in desktop and mobile formats. The survey received 11 responses and a summary of the responses received follows.

Question 1: Overall, do you support this plan for Rockdale?



Question 2: Please use this space to provide any comments or feedback you have related to the Draft Plan.

1	Would like to see infrastructure move up on the "goals" list! I didn't see healthcare addressed in the plan. Healthcare services need to be available in Rockdale.
2	This is absolutely amazing that you all are 'planning' for the growth and looking into the future. The Rockdale community and myself are very grateful and lucky! Thank you! And, most of all thank you for preservation efforts. This is so important to include the past with the present and future! Love the new plans!
3	I believe Rockdale should focus more on modern Multi-Family housing focused in a natural setting that allows ease of access for young families as well as individuals whom are looking to downsize square footage and overall responsibilities as they enjoy their golden years of life. With the economic horizon looking grim for first time buyers, the only option to continue to attract families will be modern Multi Family housing.
4	The idea that growth is a decade away is unrealistic. We need to enhance our community's appeal by improving housing, parks, and businesses to attract teachers and employees. To see improvements in our schools, we must make changes within the community.
5	Need to implement TR-11 sidewalk construction on new housing developments. Also did not see any fire code requirements for future developments of downtown buildings such as sprinkler systems. Need a full time code enforcement with all the homes being flipped with the uptick of home prices.
6	I do not support any additional taxing on existing residents including bond issuance as debt service cost is very high. City commitment to consistent, fair code enforcement and dis-incentivizing negligent downtown building owners is critical to livability, useful development and access to capital for projects. Get Fair Park back at minimal cost - it was a big loss to the city for almost no benefit and upgrades/ utilization would be a huge win for the scope and diversity of activities which could be brought to Rockdale for increased sales and hotel tax.
7	I like what is planned for the future for Rockdale. I hope we can get all or most these plans implemented to help Rockdale to be one of the best places to live in.
8	Generally, I support the plan. There's definitely some missing points. I am compiling a more complete response, but I wanted to point out that Appendices A-E are not included in the viewable Comprehensive Plan. I was definitely interested in Appendix B: Downtown, D: Parks & Rec, and E: Goals & Objectives.

9	I am submitting these comments from my perspective as the former Executive Director of Vision Historic Preservation Foundation, for which I now serve as a Volunteer Board Member and Officer. These comments are not the opinion of the full board, though I believe they also would agree. I also serve as a key volunteer for the Kay Theater Foundation for which my husband Brian Beard serves as Board President. While I do not speak for their organization, I know of the organization's future plans and general opinions and desires for an enhanced downtown. In general, I support the Comprehensive Plan, though there are several areas which are seemingly not inclusive of actual plans of affected organization which are cited in the Comprehensive Plan's design renderings and recommendations. I would have thought that the consultants could have done a better job of actively engaging the various stakeholder organizations and gain further insight into the organizations' missions, goals, and plans which they have been formalizing in an effort to achieve various previously established (2012) Downtown Master Plan goals and recommendations. Furthermore, the lack of any significant inclusion of Vision Historic Preservation Foundation's plans to restore The 1895 and transform it into an Arts & Entertainment District in the heart of downtown is rather disheartening. Especially since the lack of highlighting our well-publicized plans in the Comprehensive Plan is actually a hinderance to the Foundation in our pursuit of grant funding. We have been engaging with the City and MDD for nearly 4 years on this project, which has made significant progress, and it is rather off-putting to have only cursory annotations about The 1895 in the Comprehensive Plan. The following are notes on areas where I feel there could be better inclusion of The 1895 and Vision Historic Preservation Foundation, as well as recommendations of other things which could be important to include. First .. the referenced Glossary and Appendices are not included in the Comprehensive Plan Document. There is likely some pertinent information and data we would like to review. Pg 199 there is reference to Map 5 .. I think it should be Map 25 On all MAPS, please change the label to read "The 1895" instead of "Historic City Hall": This is a re-branding and education issue for us – we have faced significant backlash from uninformed citizens who assume we are a MUNICIPAL project and with every progress point we work hard to achieve, we receive negative feedback that "the CITY should be spending money to fix waterlines / streets not an old building". Getting away from calling it the "Old City Hall" and instead calling it "The 1895" helps in re-positioning this project. UPDATED CODES & ORDINANCES RECOMMENDATIONS: ▪ I would agree with the need to update the CA maximum permissible height of buildings from 25ft to less than 60ft. This would allow for more flexibility for vertical construction to maximize property owners' highest and best use as well as provide for more opportunities for recommended Residential-over-Retail/Commercial development. Note that construction over 60ft in height starts getting into other, more stringent Federal codification regarding fire safety. ▪ I agree the CA Code needs to be revised removing the part about business "must be conducted wholly within enclosed building" as this does impact businesses which are trying to offer outdoor dining options, food truck courts, outdoor music, courtyard settings, etc. These are all recommended "urban design" elements which are engaging to the community.
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9	▪ The NOISE ORDINANCE https://ecode360.com/39257611 specifically says “no unreasonable noise” (which is unenforceable due to no defined decibel level) and would prevent outdoor musical performances AFTER 7PM. In addition to revising this ordinance to something that was measurably enforceable and not left to ambiguous “reasonableness” .. there needs to be thought given to defining more reasonable times for BUSINESSES which may seek to host music and performances – especially if the City is promoting the development of an Entertainment District Downtown. Later than 7pm times must be established for businesses both for weeknights, and even later hours for weekends. This Noise Ordinance also needs to be updated before we have too much residential development occur in the downtown district. ▪ I would support the creation of an Arts/Entertainment District Overlay to extend to Burleson to at least Green (maybe to Bridge Park) and Milam to Davilla (Kay Theater) – we could also pursue a TCA Cultural District Designation which would make both the City and Nonprofits within the District eligible for TCA arts grants. ▪ I would support the creation of a Historic District overlay as it could help the City, nonprofits/churches and individual property owners secure funding to restore historic buildings. ▪ Due to the number of Churches in the Downtown district, the City may also want to adopt an Ordinance (like Columbus did) which dictates that businesses in the Downtown District CANNOT be prevented from getting a TABC permit even if a church (or school) is located within the State designated number of feet. The State law dictates that a City MAY enact a law which prohibits TABC permits within XXX ft of a church or school .. and while that is not currently in the city’s ordinances, we need to protect business & property owners and their investment by preventing that from happening in the future. Luling passed the ordinance disallowing as such, and a church opened a school in a building in the downtown district of Luling and literally KILLED their downtown. PS: There’s no such thing as “grandfathering” a business in regard to TABC permits .. because if a business sells, or if a business is transferred from one generation to the next (as was the case with Cliffs and Piano Bar) the new owner must obtain their own TABC permit and would be impacted. ADDRESSING SPECIFIC SECTIONS OF THE COMP PLAN: Pg 194: Public Space Activation and Events: It would be nice to see The 1895 included in this section taking into account our public plans to develop a “pocket park” with The 1895’s greenspace. Additionally, it would be appreciated if Vision Historic Preservation Foundation was included in the list of organizations which are producing events (Staffing). And if you want to talk about “Anchor” spaces .. The 1895 is the biggest, most visible anchor of the downtown district. Pg 188: Festival Street/Milam Ave: I understand the desire to design a plan to better utilize Wolf and Bridge Parks and connect the two ... but ... the organizations (Chamber & Depot .. as well as private building owners) which own the properties highlighted in this section were not consulted with about their specific goals or long-term initiatives. Milam St would require considerable improvement, ie: sidewalks, and of course since this was written the McVoy’s building has collapsed. On the other hand .. BELL STREET, which is listed as a Supporting Corridor, has enormous potential and has organizations and businesses which are actively collaborating on events and making improvements to their properties. Specifically, Vision Historic Preservation Foundation has actionable, formal plans to fulfill most of the recommendations made with the development of The 1895’s Greenspace “Pocket Park” (which will have a performance stage, food truck spaces, outdoor seating, restrooms, etc.), Parking Areas, and future Arts & Entertainment Center. It is my understanding that the MDD has already secured a grant to have the sidewalks along Bell Street updated from Burleson to Ackerman. With active Arts & Entertainment-Focused organizations like Vision Historic Preservation Foundation and the Kay Theater Foundation currently working with businesses such as East Bell Taphouse, Main Street Bookshop, the Library, and other businesses in the downtown district -- wouldn’t BELL STREET be a better Festival Street? (see also Alley Activation section)
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9	Let's be honest .. neither the Chamber nor the Depot specialize in Arts, Entertainment or Events – but the Arts-Focused organizations could lead this effort and include those organizations. To make a plan that depends on those organizations (Chamber/Depot) to lead the "Festival Street" concept would be a failure waiting to happen. Also, by the City's Comprehensive Plan highlighting / planning for Milam Ave to be the city's focus over the next few decades quite frankly diminishes the value of The 1895 and The Kay in the eyes of potential grant makers and pulls potential funding away from the very Arts-oriented organizations who are actually doing this now. Pg 197 Parking: Please add Vision Historic Preservation Foundation's plans to construct Parking areas at The 1895. We will have formal site plans & renderings for both the Parking areas and Greenspace "pocket park" by July 1. The East Lot will have 20 parking spaces and the eastern boundary of the North Lot will have 8-10 parking space. Please change your map to reflect that ONLY the eastern 75 feet of the East Lot and the eastern 30 ft along the alley of the North lot will be parking .. NOT the entirety of those lots. Consider that streetside parking along the Burleson and Bell frontage of The 1895's north lot could easily be doubled if the city would dig into their easement and develop front-in parking. Also, FYI, The Kay has expressed a willingness to develop their North Lot into shared parking (accessible during non-event times) contingent upon securing funding to develop parking (which they desire to utilize the pervious parking grid system as well to help address drainage and run-off) Pg 201: Alley Activation Strategy: I very much support this concept .. in fact, this is exactly something that I sketched out in 2019/2020 .. including the Alley Murals concept. The Alleys from Burleson to Ackerman suffer from severe erosion issues which are dangerous (and in the case of the Alley at Main next to Cliff's the eroded dirt and rock actually impedes on access to the ADA ramp). The 1895's parking area project will help provide better lighting in the alleys behind The 1895 as well. Pg 205 RDA Section: Include Vision Historic Preservation Foundation among the active groups. Pg 205: Crosswalk Safety: Please address Bell Street stop signs at Main and at Ackerman. These really need flashing lights on the stop signs as in an hour sitting out front the East Bell Taphouse you will see at least 5-10 vehicles run the stop sign. There should probably be enhanced crosswalks at these locations as well. Also the Yield sign on Burleson at Bell should probably be made a Stop sign for consistency and safety. The "Walk" buttons on Hwy 79 at Main and at Ackerman are still not fully functional and need to be addressed. DOWNTOWN ACTION PLAN: ▪ DT-3: The East Corridor vision which promoted having trees in the center median of Hwy 79 overall was good – except for the trees in the median. That is a horrible idea. First, it's TXDOT's road and I doubt they would agree. Plus, the trees will likely die due to the heat and there will be issues with watering/care and maintenance/trimming. Big trucks will likely hit limbs. Trees could create blindspots for drivers .. and it would be safer to plan a dedicated left turn lane. It seems this part of the plan was predicated on the fact that there is "no development along that section of the thoroughfare" – to that I would say YET. We need to plan for future development and plan for turn lanes. Clearly marked Pedestrian crossings would be helpful. ▪ DT-12: Vision Historic Preservation Foundation is open to discussion with developers regarding options for the North Lot. The eastern 30ft where we are planning surface parking will have an electrical easement but otherwise the developable land is 95x125 (11,875sqft) and could be two-story. ▪ DT-13: Public Spaces/Events – First this says related to PR-30 .. which doesn't exist in this report. Consider including The 1895 and the Alley Activation/Art concept in this section as well. Vision Rockdale already has plans to do exactly this with the Greenspace Pocket Park.
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9	▪ DT-16: Public Spaces/Events (Festival street/Milam) – Bell Street should be considered as a more feasible and actionable alternative as a Festival Street due to the existing plans and organizations already coordinating and collaborating on activities and events which can be expanded upon. ▪ DT-17: Staffing & Coordination – Collaborate with Vision Rockdale/The 1895, Kay Theater and Rockdale Historical Society/Depot for PT staffing to help with downtown events coordination perhaps partially funded via City HOT funds. ▪ DT-18: Staffing & Coordination – I am very familiar with the Main Street Program (TMSP) and support pursuit of an application when the program re-opens for 2025 designations. Rockdale is just now getting in a position where we would have a strong application. It is VERY competitive to be awarded a designation and usually only 2 or 3 are selected each year. The TMSP was paused for 2024 appointments as they were re-vamping the program. Recommend we join the Texas Associate Network (begins July 2024) .. this is a new program they are creating to help communities prepare for becoming a TMSP candidate. Previously for TMSP, cities under 50K population a City Entity had to make the application (within which the applicant has to commit to funding the Main Street Director for at least 2 to 3 years). I have heard that the re-vamped program may allow a nonprofit to make the application in smaller communities. ▪ DT-19: Micro Investments – Consider creating funding programs for Asbestos Abatement and Demolition. A demolition program could help clean up blight without having to go thru the expensive, arduous, and controversial process of the City taking action against property owners. An abatement program will help projects move forward which often hinder restoration of historic buildings. This would be good support for downtown revitalization. Likewise a Fuel Tank removal funding program would also be helpful in getting undeveloped/underdeveloped properties cleaned up. Many properties (especially along 79) cannot move forward with construction plans as an old underground fuel tank must first be removed. ▪ DT-20/21: Parking – Include The 1895 in these considerations. ▪ DT-24: Activation & Connection – Focus on Alleys Burleson to Ackerman with murals and install pervious grid surface grid system which will eliminate the erosion and more easily allow public works to access underground utilities in the event of a necessary repair. ▪ DT-26: How about Leverage The 1895 and The Kay Theater which specialize in Arts & Events. The Depot is limited in what they are allowed to do as much of their property is actually still owned by the Railroad and they Lease it. Kay Theater and Vision Rockdale own their properties. Vision Rockdale has formal plans for Food Trucks in their Greenspace pocket park which will also have a performance stage, and eventually envisions having a restaurant space at The 1895. This bullet also references PR-31 which does not exist in this report. PARKS/REC section: Thank you for more including The Kay and The 1895 in your programming partners .. this is something both organizations already been actively looking to incorporate. Please include The 1895's Greenspace Pocket Park in the list of parks. The East Lot Greenspace (not including the North Lot) will be approximately 5000sqft. Pg 320 CH-2: I strongly support Linking Code Enforcement with Compliance Resources. Resources also need to be linked to the Permitting Process. I had recommended over a year ago when I experienced the permit process that a resource checklist be developed that is given to property owners/contractors at the time of permitting. One simple example is giving them a list of emergency contacts, utility providers, and other required providers such as BVR for dumpsters. As we experience more growth, in order to meet demand, there will be more out-of-area contractors doing work in Rockdale. Property owners who are from out of town will also bring to their Rockdale project contractor with whom they have established relationships. These property owners and contractors will not be familiar with the requirement of BVR roll-off dumpsters. If that was communicated at the time of permitting, then we there would be less "non-compliant" roll off dumpster to pursue enforcement on. Things like this are very simple and avoid negative interactions between city staff and contractors/property owners.
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**APPENDIX B
DOWNTOWN
SUPPLEMENTAL
INFORMATION**

Glossary

- **Parklets** - a small seating area or green space created alongside a public sidewalk, often erected permanently or temporarily in a former on-street parking space.
- **Public Space** - an outdoor space that is open and accessible for use by the general public, generally owed by a public entity.
- **Semi-Public Space** - an outdoor space that is open and accessible to the public but is owned by a private business, may be limited access, such as a restaurant patio that is accessible to restaurant patrons.
- **Setbacks** - the distance between the property line and a building or other element of the built environment.

Downtown Building Database (at the time of plan production)

Property ID	Property Use Description	Building Square Feet	Address	Ownership	Owner Location	Status
10231	Orsag Building	8,000	226 N Main	Private	Local	Vacant
10592	Office, Services	15,920	223 Ackerman	Private	Out of Town	Occupied
10771	Office	2,824	225 Ackerman	Private	Local	Occupied
10872	Office	1,820	221 & 223 Ackerman	Private	Local	Occupied
10877	Retail	6,975	106 W Cameron Ave	Private	Local	Vacant
11068	Vacant	-	-	Organization	Local	Undeveloped
11341	Future Parking	-	128 W Cameron Ave	Organization	Local	Undeveloped
11523	Old City Hall/1895 Project	6,580	140 W Cameron Ave	Organization	Local	Vacant
11607	Vacant Lot	-	240 Burleson	Organization	Local	Undeveloped
12195	Religious, Services	3,696	225 N Main St	Private	Out of Town	Occupied
13087	Vacant	2,400	215-219 N Main St	Private	Local	Vacant
14376	Medical	1,680	125 N Main	Private	Local	Occupied
14475	Food & Beverage	3,120	137 N Main	Private	Local	Occupied
14580	Services	1,680	121 N. Main	Private	Local	Occupied
14679	Food & Beverage	1,300	129 N Main	Private	Local	Occupied
15392	Vacant Lot, storage bldg	-	122 W. Milam St.	Private	Out of Town	Undeveloped
15488	Vacant Lot, storage bldg	884	126 W Milam	Private	Local	Undeveloped
15954	Services	2,100	129 W Cameron Ave	Private	Out of Town	Vacant
16058	Office	1,666	123 W Cameron Ave	Private	Local	Occupied
16168	Services	3,600	117 W Cameron Ave	Private	Local	Occupied
16266	Bank	2,158	-	-	Out of Town	Parking
16267	Services	3,000	115 W Cameron Ave	Private	Out of Town	Vacant
16549	Bank	1,200	-	-	Out of Town	Parking

16788	Wolf Park	-	102 N Main	Organization	Local	Park
17444	Bank	-	122 E Cameron Ave	Business	Out of Town	Occupied
17529	Vacant	1,000	114 E Cameron Ave	Private	Out of Town	Vacant
17557	Bank	-	124 E Cameron Ave	Business	Out of Town	Occupied
17564	McVoy Bldg	3,780	101 N Main	Private	Out of Town	Vacant
17657	Residential	3,287	235 Milam	-	Local	Vacant
17845	Bank	15,001	140 E Cameron Ave	Business	Out of Town	Occupied
18286	Food & Beverage	1,800	218 N Main	Private	Local	Vacant
18377	Kara's Building	2,760	200 N Main	Private	Out of Town	Vacant
18476	Medical	1,488	208 N Main	Private	Local	Occupied
18564	Retail	1,440	204 N Main	Business	Local	Vacant
18656	Old Ford House; Retail	20,100	212-214 E Cameron Ave.	Private	Out of Town	Occupied
20400	Residential	833	126 E Davilla	Private	-	Vacant
22401	Vacant	5,070	240 N Main	Private	Local	Vacant
22489	Office	1,325	120 E Bell Ave	Private	Local	Occupied
23147	Vacant	-	NW Corner of Bell and Ackerman	Private	Out of Town	Undeveloped
23382	Vacant	-	W side of Ackerman, between Bell and Divilla	Private	Out of Town	Undeveloped
23612	Food & Beverage	5,112	101 E. Bell Ave.	Private	Out of Town	Occupied
24014	Vacant Lot	-	104 Burleson	Private	Local	Undeveloped
24106	Bank	-	-	-	Out of Town	Parking
24204	Vacant	1,260	120 Burleson	Private	Local	Vacant
24498	Food & Beverage	780	239 N Main St	Private	Local	Vacant
25415	Retail	5,183	233 N Main St	Organization	Local	Occupied
25822	Vacant Lot	-	241 Cameron	Private	Local	Undeveloped
25888	Retail	669	128 Burleson	Private	Local	Occupied

25918	Planned Food & Beverage	3,472	235 Cameron	Private	Local	Vacant
25975	Retail	1,590	139 W Cameron Ave	Private	Local	Occupied
26005	Medical	4,620	231 Cameron	Organization	Local	Occupied
26096	Rockdale Reporter	7,440	221 E Cameron Ave	Business	Local	Occupied
26275	Mehaffey Building; Office	5,280	213 E Cameron	Private	Out of Town	Occupied
26331	Retail	1,200	229 N Main St	Private	Local	Occupied
26459	Religious	4,040	214 Ackerman	Organization	Out of Town	Vacant
27205	Public Library	5,653	201 Ackerman	City of Rockdale	Local	Occupied
27272	Parking Lot	-	118 N Main	RMDD	Local	Parking
27377	Parking Lot	-	130 N Main	RMDD	Local	Parking
27413	Library	2,910	131 E Cameron	City of Rockdale	Local	Occupied
27463	Reck Building; Retail, Services	1,750	100-104 E Cameron Ave	Private	Local	Occupied
27498	Retail	2,340	127 E Cameron	Private	Local	Occupied
27558	RMDD Offices	1,750	134 N Main	RMDD	Local	Occupied
27586	Food & Beverage	5,396	119 & 121 E Cameron	Private	Local	Occupied
27775	Vacant Lot	-	113 E Cameron (Alley)	Private	Local	Undeveloped
27887	Office	3,654	107-113 N Main	Private	Local	Occupied
28052	Bank	-	-	-	Out of Town	Parking
28308	Retail, Services	3,270	117 E Cameron	Private	Local	Occupied
76354	Kay Theater	4,000	350 N. Main St.	Organization	Local	Occupied
76750	Food & Beverage	1,500	N Main (alley)	Private	Local	Undeveloped
	Total Building Square Footage in Downtown	165,817				

Downtown Building Database Additional Information Collection

5/6/24, 2:16 PM Downtown Rockdale Building Assessment	5/6/24, 2:16 PM Downtown Rockdale Building Assessment
Downtown Rockdale Building Assessment additional questions to original assessment Note: Existing database includes Address, Building Square Feet, Owner Name, Owner Location, Occupied Status, etc. 1. Property address: _____ 2. Current Use: _____ 3. Is there a second story? <i>Mark only one oval.</i> ☐ Yes, Occupied ☐ Yes, vacant ☐ No 4. Is the property currently vacant? <i>Mark only one oval.</i> ☐ Yes ☐ No 5. If vacant, when was the property last occupied? _____	6. Does the ground floor have a public-oriented use (example: restaurant, store, salon) <i>Mark only one oval.</i> ☐ Yes ☐ No ☐ Semi-public 7. What improvements need to be made on the property? Are there approximate cost estimates? _____ _____ _____ _____ 8. Are there fines owed on the property? _____ 9. Would it currently be possible to get a certificate of occupancy (CO) based on the current condition? <i>Mark only one oval.</i> ☐ Yes ☐ No ☐ (There currently is a CO) ☐ Other: _____
https://docs.google.com/forms/d/12ymbhaNV3vg0yJ8WcdMbASJisAHhHt4RiAaDg97hcs/edit 1/4	https://docs.google.com/forms/d/12ymbhaNV3vg0yJ8WcdMbASJisAHhHt4RiAaDg97hcs/edit 2/4

5/6/24, 2:16 PM Downtown Rockdale Building Assessment

10. What specific investments are needed to address deterioration?

11. Are there any issues with compliance with the Americans with Disabilities Act (ADA)?

Mark only one oval.

☐ Option 1

12. Is the facade/storefront appearance in good condition? Is there potential for improvement?

13. Are there storefront windows facing the street?

Mark only one oval.

☐ Storefront windows

☐ No windows/blank wall

☐ Other

14. Are the owners in communication with the City?

Mark only one oval.

☐ Yes

☐ No

<https://docs.google.com/forms/d/12ymbhaNV3vq0yJ8WcdMbASJIsAHhHt4RI/AaDg97hcs/edit> 3/4

5/6/24, 2:16 PM Downtown Rockdale Building Assessment

15. Are the owners actively working on the property?

16. How many people (if any) are currently employed at the property? Note full time and part time.

17. Are the windows tinted or shaded?

Mark only one oval.

☐ Yes

☐ No

This content is neither created nor endorsed by Google.

Google Forms

<https://docs.google.com/forms/d/12ymbhaNV3vq0yJ8WcdMbASJIsAHhHt4RI/AaDg97hcs/edit> 4/4



APPENDIX C
UTILITIES
SUPPLEMENTAL
INFORMATION

TCEQ Minimum Production Requirements

Planning Period	Growth Scenario	Connections	Required Production (gpm)	Total Available Production (gpm)	Meets TCEQ Requirements (Y/N)
2023	-	2,186	1,311.6	2,490	Y
2025	1.5%	2,252	1,351.2	2,490	Y
	2.5%	2,297	1,378.0	2,490	Y
	4.0%	2,364	1,418.6	2,490	Y
	6.2%	2,465	1,479.3	2,490	Y
2030	1.5%	2,426	1,455.7	2,490	Y
	2.5%	2,598	1,559.1	2,490	Y
	4.0%	2,877	1,726.0	2,490	Y
	6.2%	3,331	1,998.4	2,490	Y
2035	1.5%	2,614	1,568.2	2,490	Y
	2.5%	2,940	1,764.0	2,490	Y
	4.0%	3,500	2,099.9	2,490	Y
	6.2%	4,499	2,699.6	2,490	N
2040	1.5%	2,816	1,689.4	2,490	Y
	2.5%	3,326	1,995.8	2,490	Y
	4.0%	4,258	2,554.9	2,490	N
	6.2%	6,078	3,646.9	2,490	N
2045	1.5%	3,033	1,819.9	2,490	Y
	2.5%	3,763	2,258.0	2,490	Y
	4.0%	5,181	3,108.4	2,490	N
	6.2%	8,211	4,926.5	2,490	N
2050	1.5%	3,268	1,960.6	2,490	Y
	2.5%	4,258	2,554.7	2,490	N
	4.0%	6,303	3,781.8	2,490	N
	6.2%	11,092	6,655.2	2,490	N

TCEQ Minimum Storage Requirements

Planning Period	Growth Scenario	Pressure Plane	Connections	Required Elevated Storage (MG)	Required Total Storage (MG)	Available Elevated Storage (MG)	Available Total Storage (MG)	Meets TCEQ Requirement (Y/N)
2023	-	Low	1,291	0.13	0.26	0.25	0.54	Y
		High	895	0.09	0.18	0.50	1.00	Y
2025	1.5%	Low	1,329	0.13	0.27	0.25	0.54	Y
		High	923	0.09	0.18	0.50	1.00	Y
	2.5%	Low	1,355	0.14	0.27	0.25	0.54	Y
		High	942	0.09	0.19	0.50	1.00	Y
	4.0%	Low	1,395	0.14	0.28	0.25	0.54	Y
		High	969	0.10	0.19	0.50	1.00	Y
	6.2%	Low	1,455	0.15	0.29	0.25	0.54	Y
		High	1,011	0.10	0.20	0.50	1.00	Y
2030	1.5%	Low	1,431	0.14	0.29	0.25	0.54	Y
		High	995	0.10	0.20	0.50	1.00	Y
	2.5%	Low	1,533	0.15	0.31	0.25	0.54	Y
		High	1,065	0.11	0.21	0.50	1.00	Y
	4.0%	Low	1,697	0.17	0.34	0.25	0.54	Y
		High	1,179	0.12	0.24	0.50	1.00	Y
	6.2%	Low	1,965	0.20	0.39	0.25	0.54	Y
		High	1,366	0.14	0.27	0.50	1.00	Y
2035	1.5%	Low	1,542	0.15	0.31	0.25	0.54	Y
		High	1,072	0.11	0.21	0.50	1.00	Y
	2.5%	Low	1,735	0.17	0.35	0.25	0.54	Y
		High	1,205	0.12	0.24	0.50	1.00	Y
	4.0%	Low	2,065	0.21	0.41	0.25	0.54	Y
		High	1,435	0.14	0.29	0.50	1.00	Y
	6.2%	Low	2,655	0.27	0.53	0.25	0.54	N
		High	1,845	0.18	0.37	0.50	1.00	Y

TCEQ Minimum Storage Requirements

Planning Period	Growth Scenario	Pressure Plane	Connections	Required Elevated Storage (MG)	Required Total Storage (MG)	Available Elevated Storage (MG)	Available Total Storage (MG)	Meets TCEQ Requirement (Y/N)
2040	1.5%	Low	1,661	0.17	0.33	0.25	0.54	Y
		High	1,154	0.12	0.23	0.50	1.00	Y
	2.5%	Low	1,962	0.20	0.39	0.25	0.54	Y
		High	1,364	0.14	0.27	0.50	1.00	Y
	4.0%	Low	2,512	0.25	0.50	0.25	0.54	N
		High	1,746	0.17	0.35	0.50	1.00	Y
	6.2%	Low	3,586	0.36	0.72	0.25	0.54	N
		High	2,492	0.25	0.50	0.50	1.00	Y
2045	1.5%	Low	1,790	0.18	0.36	0.25	0.54	Y
		High	1,244	0.12	0.25	0.50	1.00	Y
	2.5%	Low	2,220	0.22	0.44	0.25	0.54	Y
		High	1,543	0.15	0.31	0.50	1.00	Y
	4.0%	Low	3,057	0.31	0.61	0.25	0.54	N
		High	2,124	0.21	0.42	0.50	1.00	Y
	6.2%	Low	4,844	0.48	0.97	0.25	0.54	N
		High	3,366	0.34	0.67	0.50	1.00	Y
2050	1.5%	Low	1,928	0.19	0.39	0.25	0.54	Y
		High	1,340	0.13	0.27	0.50	1.00	Y
	2.5%	Low	2,512	0.25	0.50	0.25	0.54	N
		High	1,746	0.17	0.35	0.50	1.00	Y
	4.0%	Low	3,719	0.37	0.74	0.25	0.54	N
		High	2,584	0.26	0.52	0.50	1.00	Y
	6.2%	Low	6,544	0.65	1.31	0.25	0.54	N
		High	4,548	0.45	0.91	0.50	1.00	Y

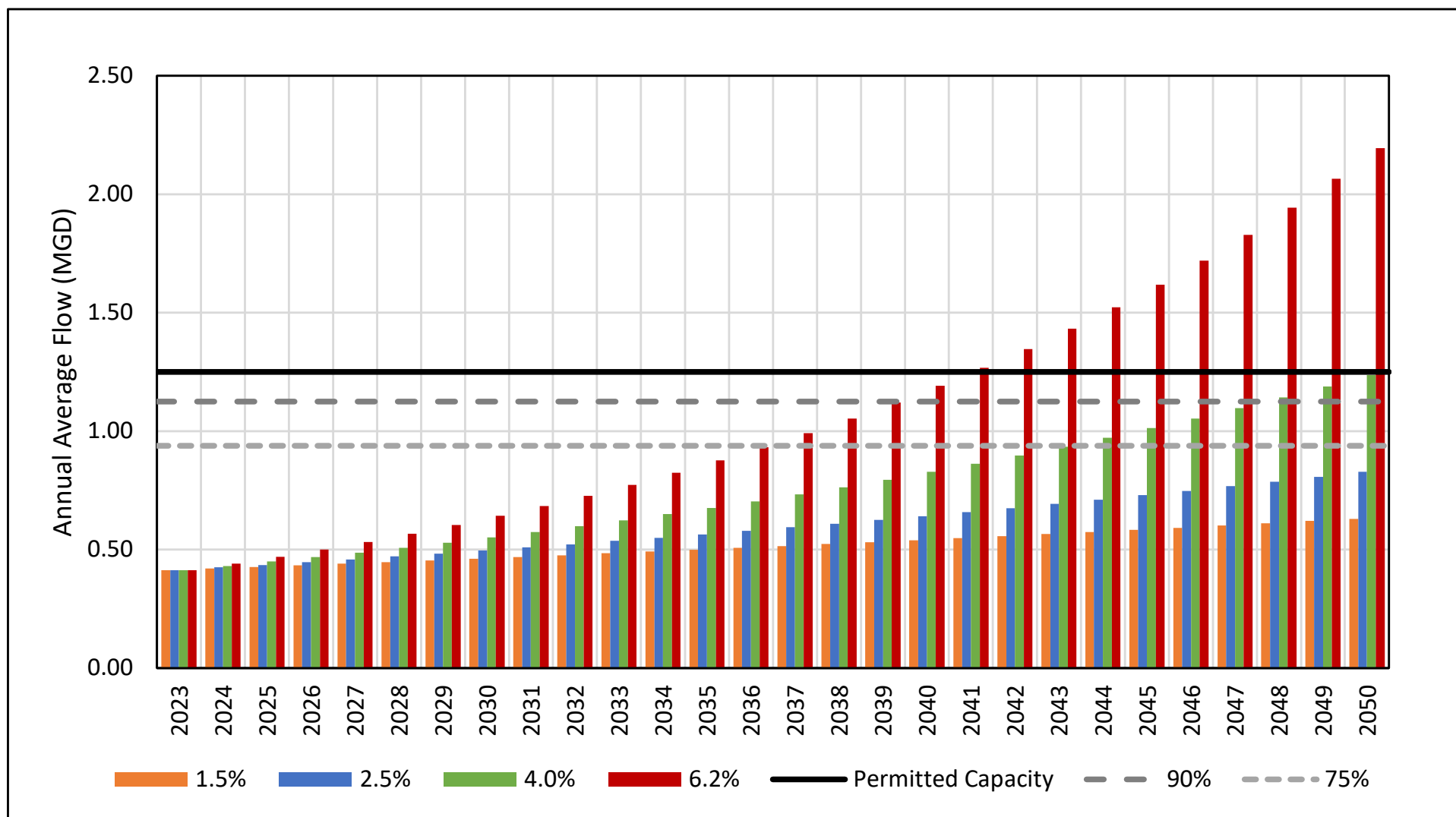
TCEQ Minimum Pumping Requirements

Planning Period	Growth Scenario	Pressure Plane	Connections	Minimum Requirement (gpm/connection)	Required Pumping Capacity (gpm)	Available Pumping Capacity (gpm)	Meets TCEQ Requirement (Y/N)
2023	-	Low	1,291	2.0	2,582	3,500	Y
		High	895	0.6	537	3,000	Y
2025	1.5%	Low	1,329	2.0	2,658	3,500	Y
		High	923	0.6	554	3,000	Y
	2.5%	Low	1,355	2.0	2,710	3,500	Y
		High	942	0.6	565	3,000	Y
	4.0%	Low	1,395	2.0	2,790	3,500	Y
		High	969	0.6	581	3,000	Y
	6.2%	Low	1,455	2.0	2,910	3,500	Y
		High	1,011	0.6	607	3,000	Y
2030	1.5%	Low	1,431	2.0	2,862	3,500	Y
		High	995	0.6	597	3,000	Y
	2.5%	Low	1,533	2.0	3,066	3,500	Y
		High	1,065	0.6	639	3,000	Y
	4.0%	Low	1,697	2.0	3,394	3,500	Y
		High	1,179	0.6	707	3,000	Y
	6.2%	Low	1,965	2.0	3,930	3,500	N
		High	1,366	0.6	820	3,000	Y
2035	1.5%	Low	1,542	2.0	3,084	3,500	Y
		High	1,072	0.6	643	3,000	Y
	2.5%	Low	1,735	2.0	3,470	3,500	Y
		High	1,205	0.6	723	3,000	Y
	4.0%	Low	2,065	2.0	4,130	3,500	N
		High	1,435	0.6	861	3,000	Y
	6.2%	Low	2,655	2.0	5,310	3,500	N
		High	1,845	0.6	1,107	3,000	Y

TCEQ Minimum Pumping Requirements

Planning Period	Growth Scenario	Pressure Plane	Connections	Minimum Requirement (gpm/connection)	Required Pumping Capacity (gpm)	Available Pumping Capacity (gpm)	Meets TCEQ Requirement (Y/N)
2040	1.5%	Low	1,661	2.0	3,322	3,500	Y
		High	1,154	0.6	692	3,000	Y
	2.5%	Low	1,962	2.0	3,924	3,500	N
		High	1,364	0.6	818	3,000	Y
	4.0%	Low	2,512	2.0	5,024	3,500	N
		High	1,746	0.6	1,048	3,000	Y
	6.2%	Low	3,586	2.0	7,172	3,500	N
		High	2,492	0.6	1,495	3,000	Y
2045	1.5%	Low	1,790	2.0	3,580	3,500	N
		High	1,244	0.6	746	3,000	Y
	2.5%	Low	2,220	2.0	4,440	3,500	N
		High	1,543	0.6	926	3,000	Y
	4.0%	Low	3,057	2.0	6,114	3,500	N
		High	2,124	0.6	1,274	3,000	Y
	6.2%	Low	4,844	2.0	9,688	3,500	N
		High	3,366	0.6	2,020	3,000	Y
2050	1.5%	Low	1,928	2.0	3,856	3,500	N
		High	1,340	0.6	804	3,000	Y
	2.5%	Low	2,512	2.0	5,024	3,500	N
		High	1,746	0.6	1,048	3,000	Y
	4.0%	Low	3,719	2.0	7,438	3,500	N
		High	2,584	0.6	1,550	3,000	Y
	6.2%	Low	6,544	2.0	13,088	3,500	N
		High	4,548	0.6	2,729	3,000	Y

TCEQ Wastewater Treatment Plant Permitted Capacity Requirements



APPENDIX D
PARKS &
RECREATION
SUPPLEMENTAL
INFORMATION

Existing Parks Concepts

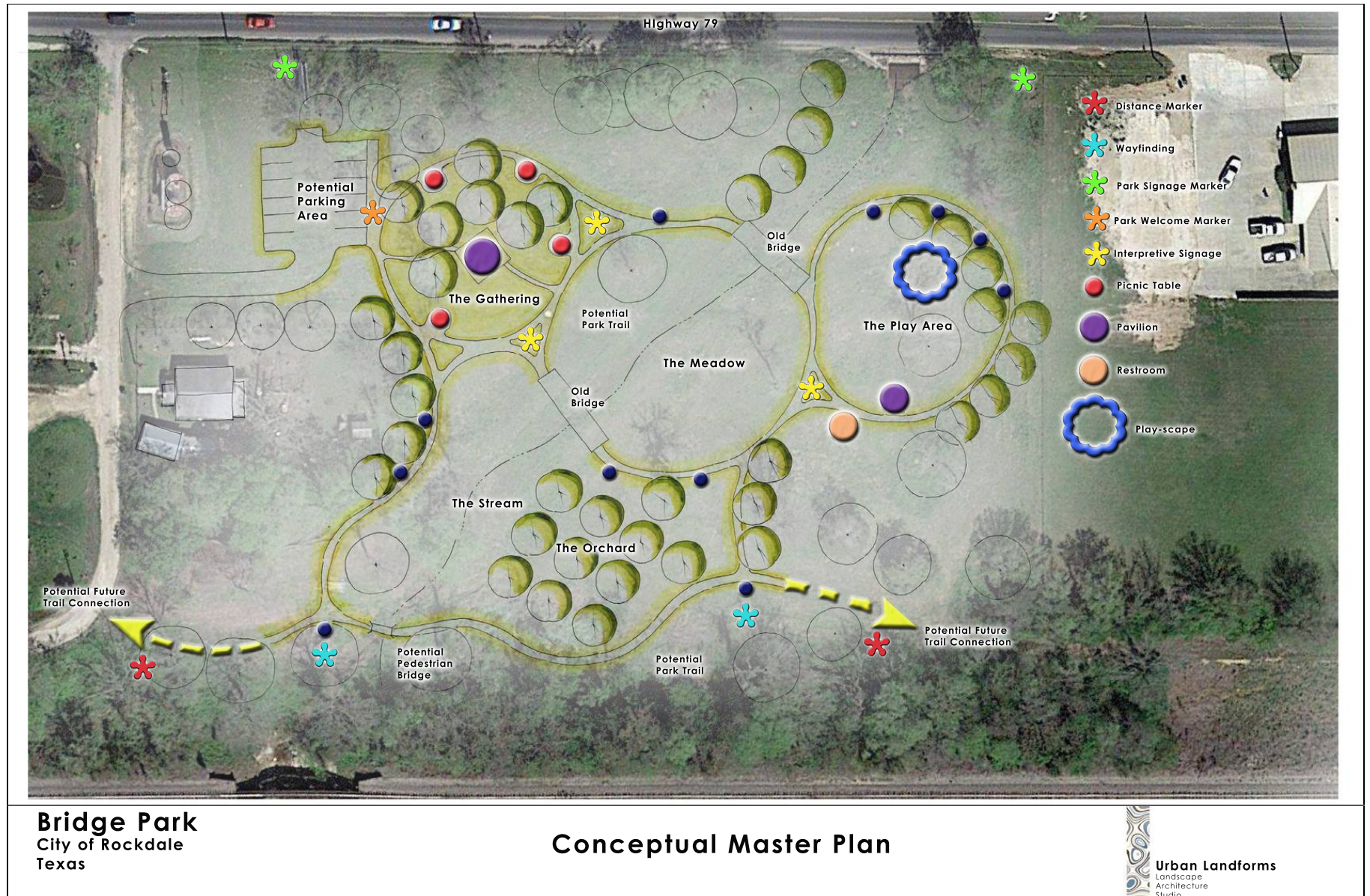


Figure 77. Bridge Park Conceptual Master Plan (acquired from the City of Rockdale)

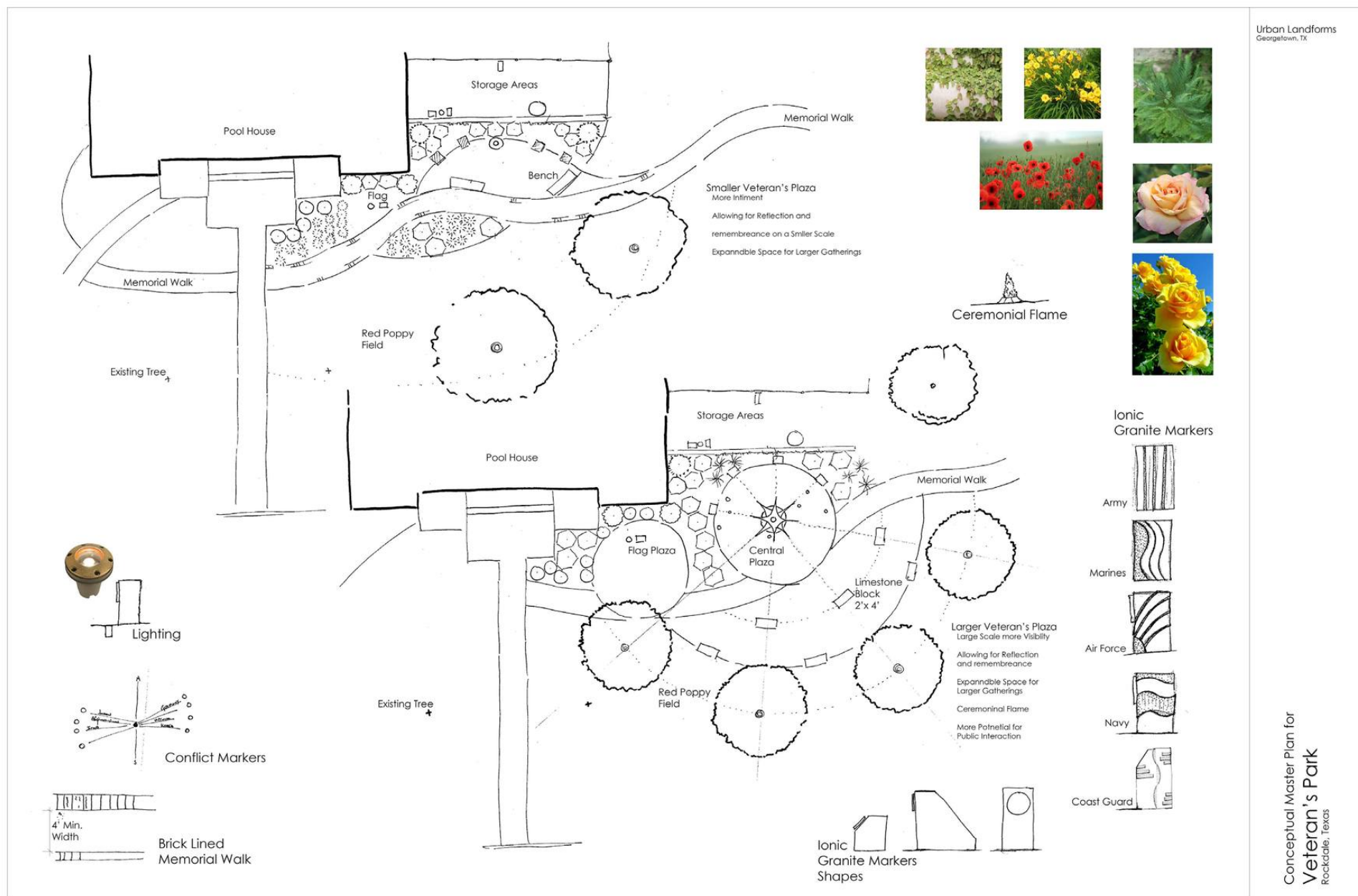


Figure 78. Veterans Park Conceptual Master Plan (acquired from the City of Rockdale)

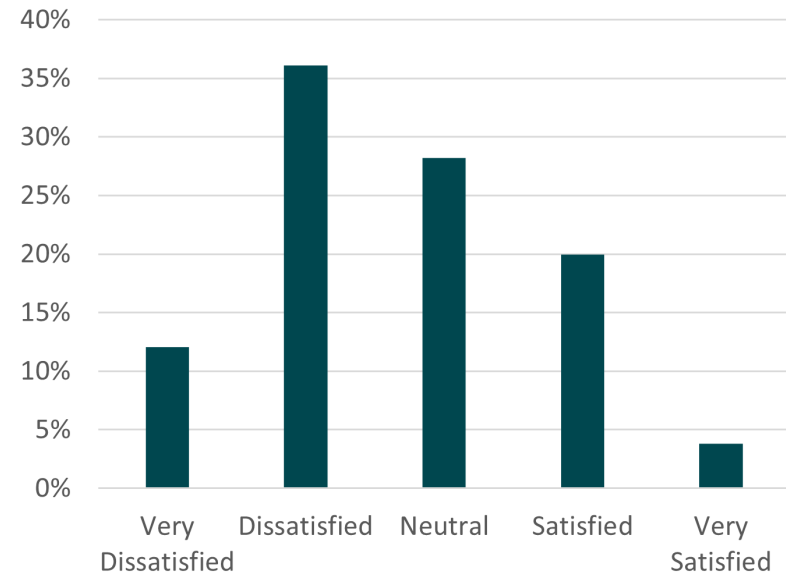


Figure 79. Patterson Center Conceptual Rendering (acquired from the Rockdale MDD)

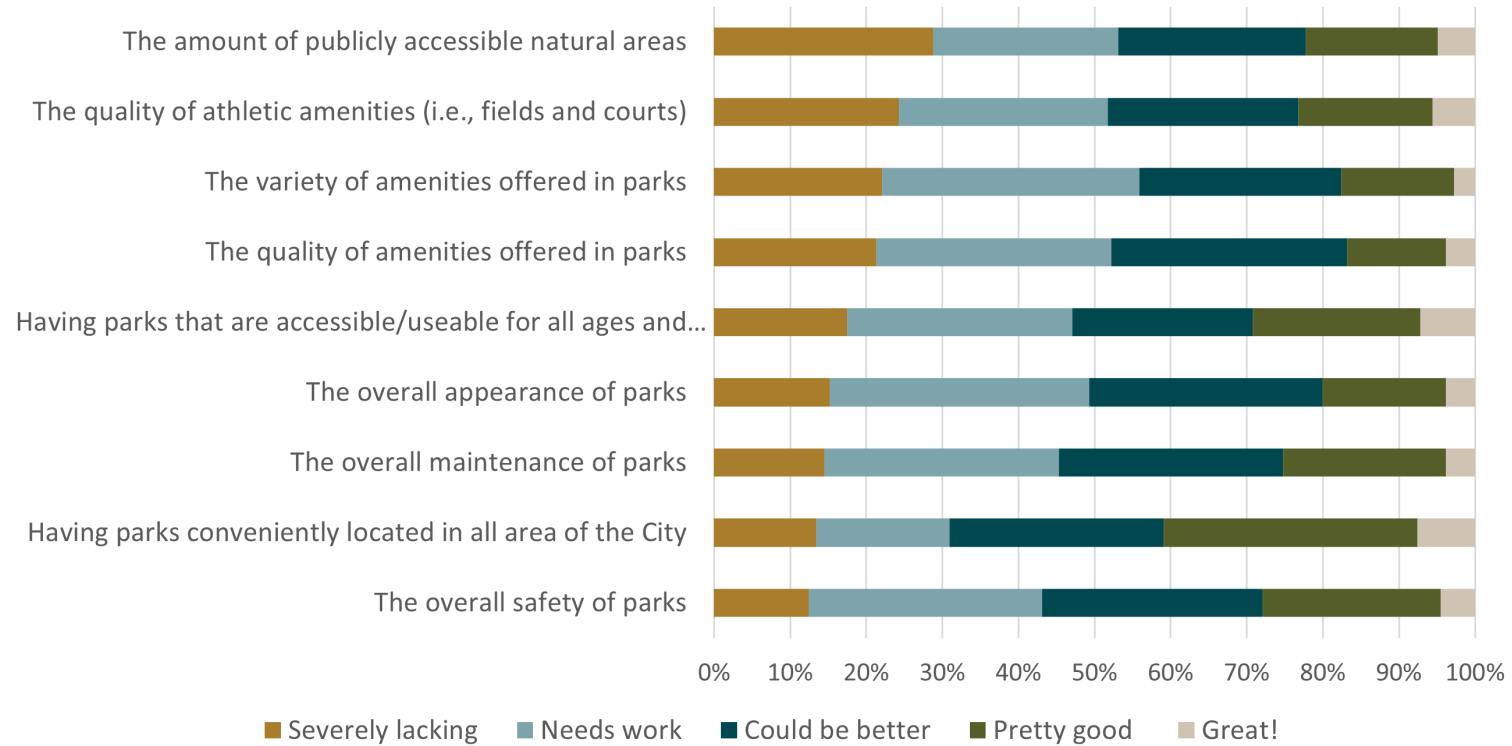
Online Public Parks Survey Results

Building upon insights from the initial online public survey, a focused parks-specific survey was done to gather detailed information on the community's wants and needs for parks and facilities. The survey was done in October of 2023. This targeted approach aims to enhance the preparation of the PROST chapter by providing specific, actionable data that directly addresses the needs of the community. By honing in on these details, a more effective and tailored strategy for park development and management was developed.

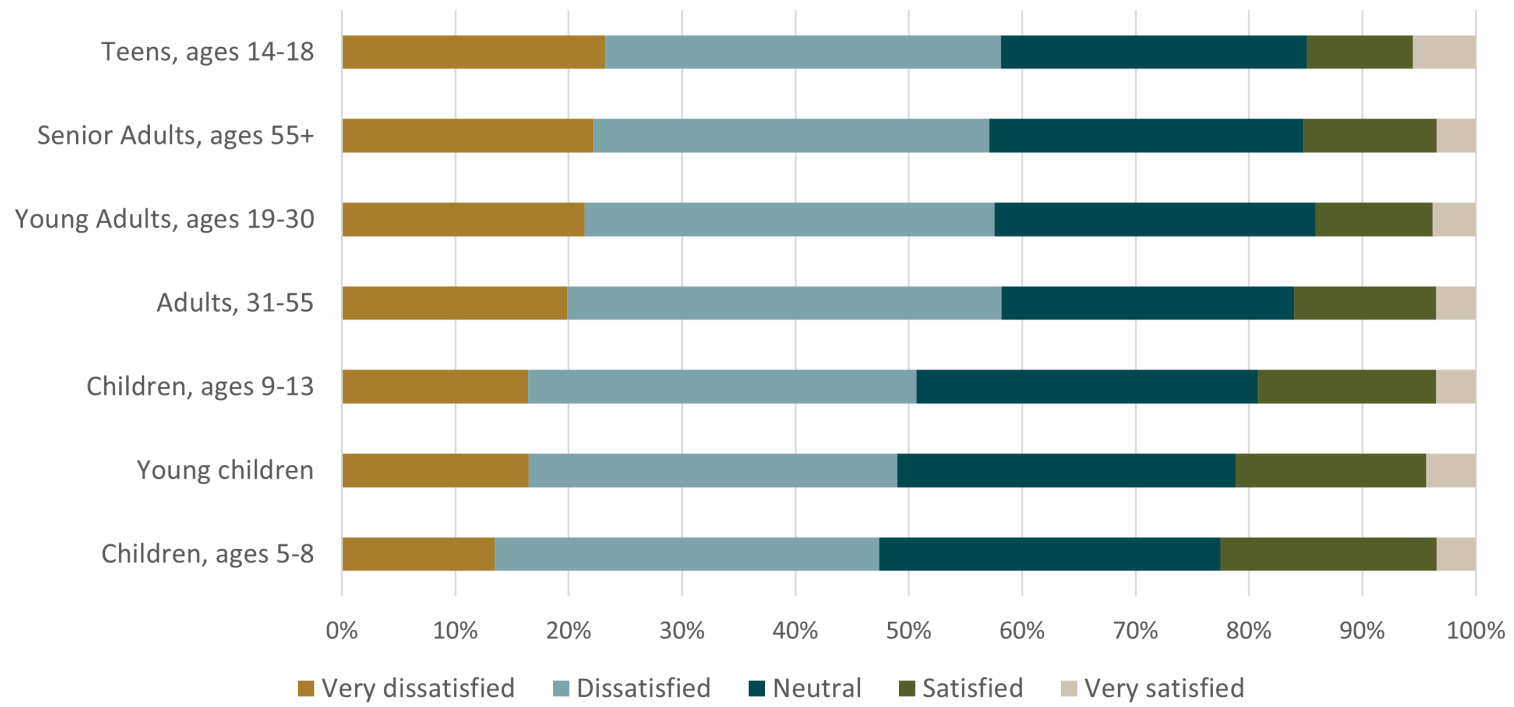
1. How satisfied overall are you with the parks and recreational opportunities in Rockdale?



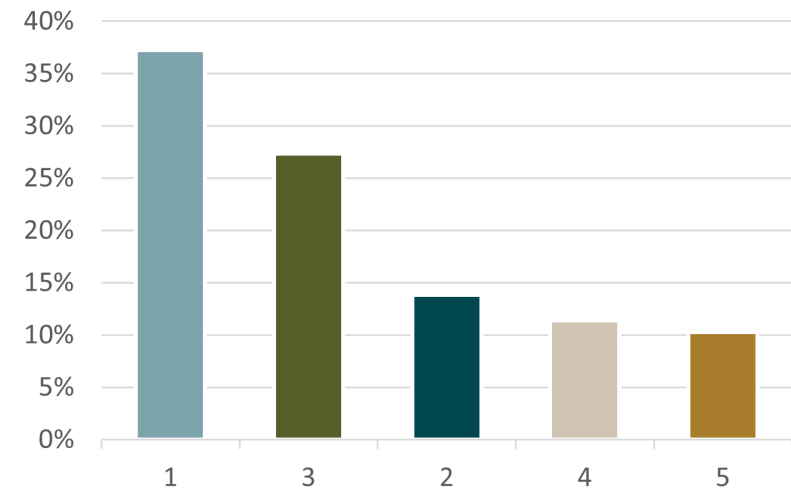
2. How would you rate the City of Rockdale in the following categories?



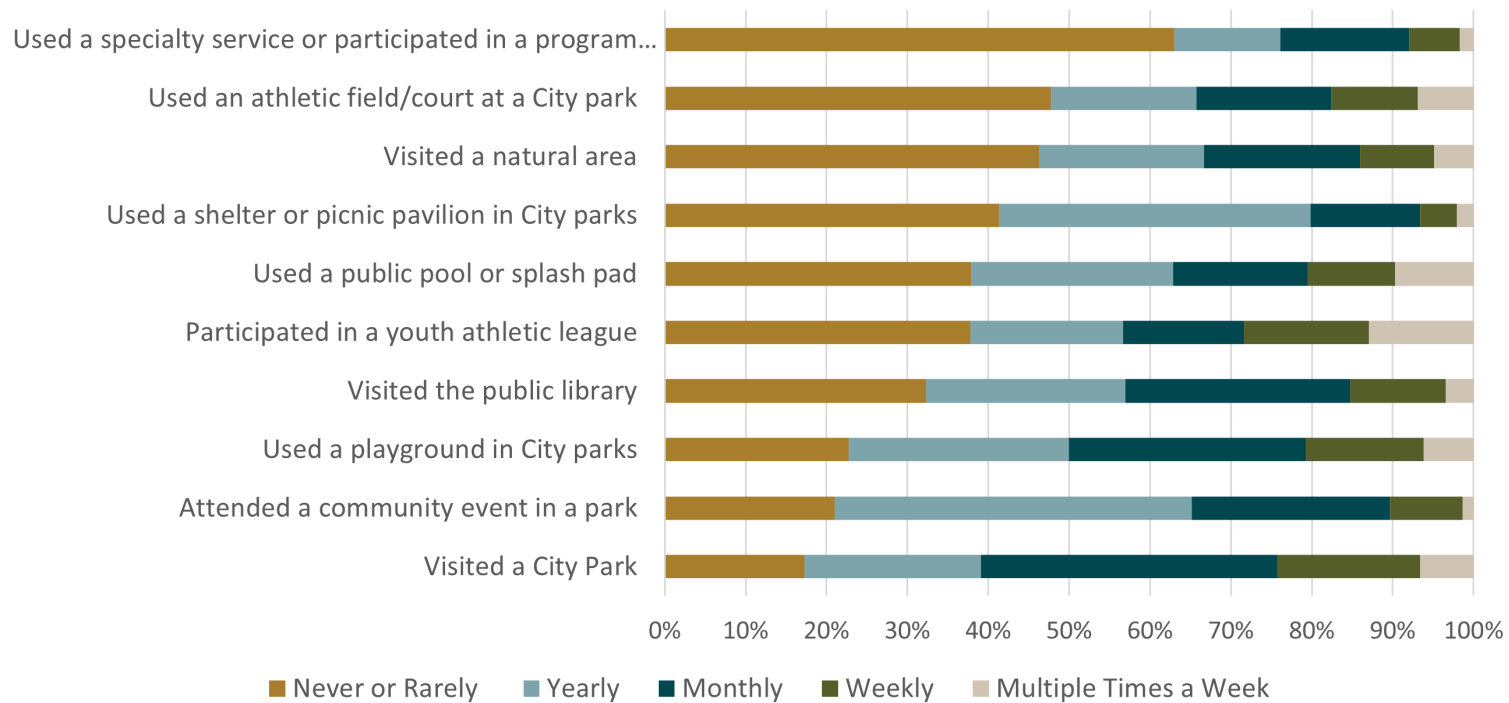
3. How satisfied are you with recreational programming opportunities in Rockdale for people in the following age groups?



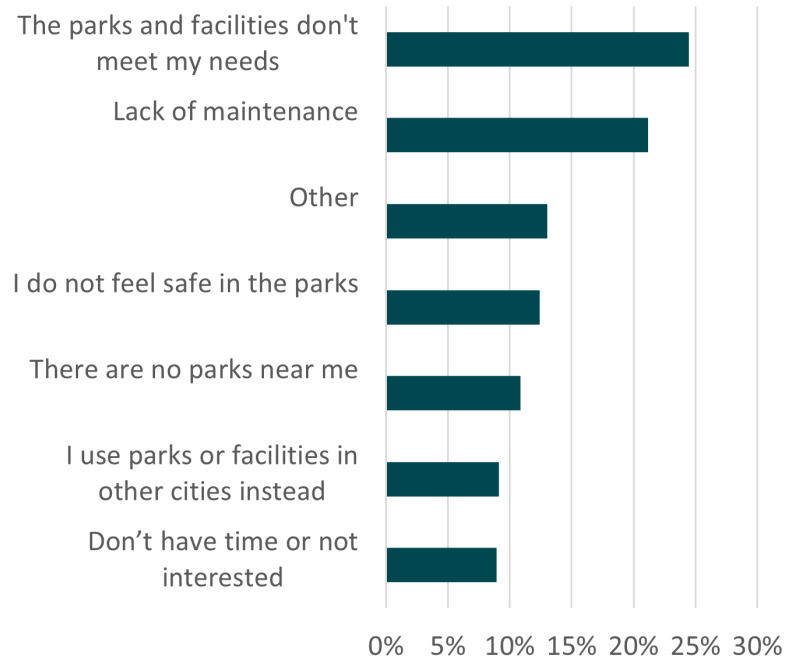
4. On a scale of 1 to 5, do you feel that you have access to enough high-quality park space within a 10 minute walk of your home?



5. In the past year, how often have you or your family participated in or utilized the following?



6. What keeps you from using the parks and recreation facilities in Rockdale more often? (Check all that apply)



Other Responses:

Age inappropriate

Although our park system is a shame, I feel it's a huge waste of tax payer dollars for parks that will either be rarely used or used by our local hoodlums. We have that beautiful park on the east side on the highway that I've personally never seen anybody use. The pool is popular but poorly run. It looks like a dump. The tennis courts and playground next to it have lots of birthday parties and such however. I live ten minutes from the pool but can't use the park because it's barely at best wheelchair accessible.

Cover and parking lighting

Crackheads!

Do not offer enough space or facilities to accommodate youth sports such as soccer, baseball, football.

Don't know when things are happening

Don't know of anyone other than veterans park area

Drug activity in city parks

Drug paraphernalia and needles found in park areas, or bathrooms. Insanitary restrooms, or grafidie

Drug paraphilia and needlesand condoms laying all in parks, restrooms to nasty to let kids and wife use

drug users, needles and other paraphanalialia

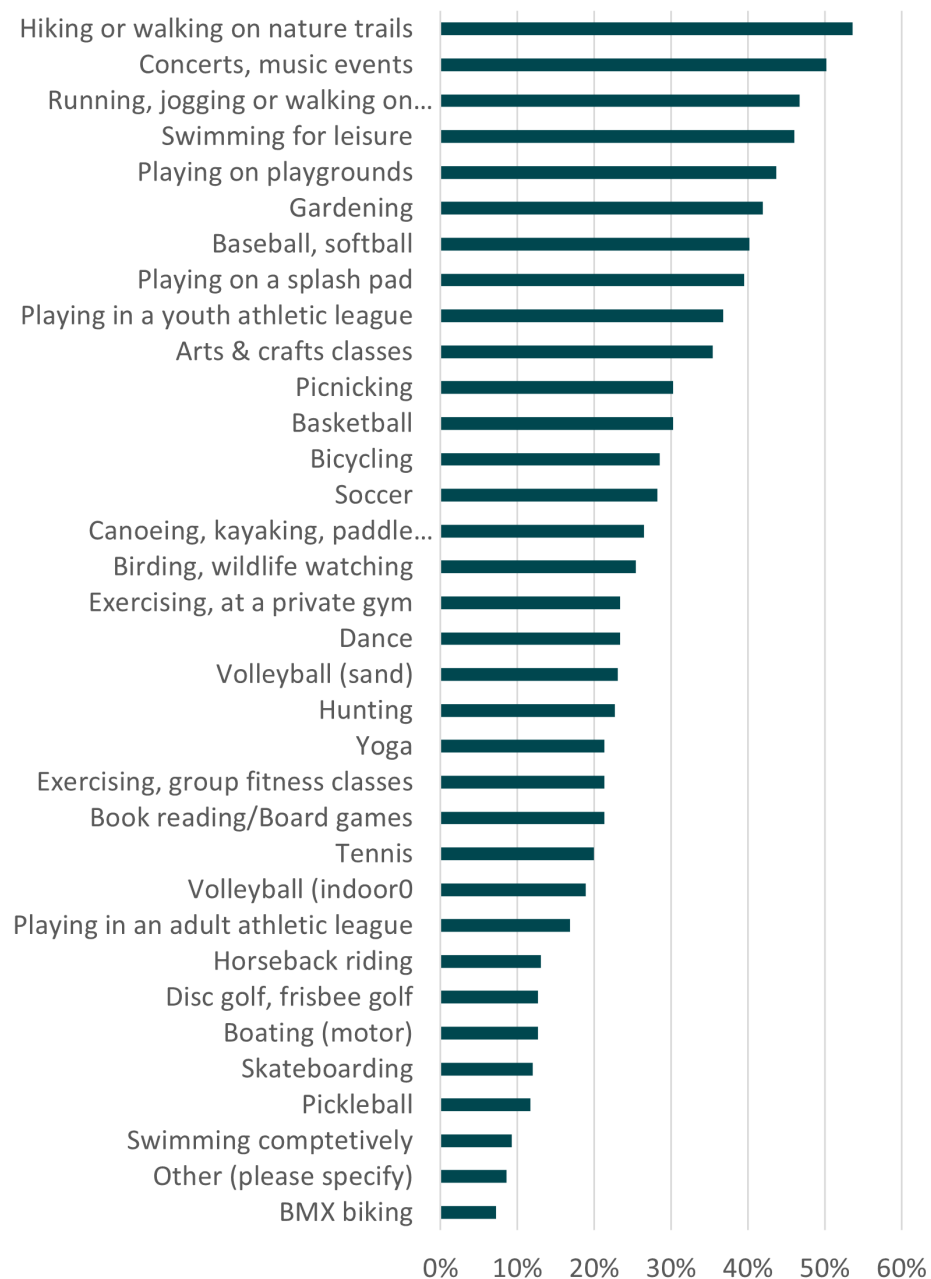
Drugs are an issue at the parks. People have found multiple needles etc. People park their cars and you can tell what they are doing, dealing drugs or using. We need more police trolling these areas so it's safer for our children.
Finishing what needs to be fixed
Get rid of drug dealers i. Park on murray st
Heat has been an issue. Covered playscapes would be helpful. The splashpad is great just wish it were bigger or also at other park in town
Homeless individuals make me uncomfortable. When walking the trail I leave if I feel like I'm being followed.
I am a new resident
I go more when grandkids visit.
I mainly use the park when my grandkids visit
I use them parties
I use them.
I would use a pickleball court often. You can just paint lines on a tennis court.
Just haven't needed as much since kids are older and we go out of town more often but when we get grandkids we use what we have and enjoy it like we always have!
Kids are not interested anymore that they are tweens
Lack of signs for others to keep dogs on their leashes
Lack of time due to work
My kids are older

My kids are teens. They parks are geared towards younger kids.
My kids love to ride bikes and scooters and I love to walk. Would love to see a good biking/ walking trail in Rockdale. We do go to Veteran's park for the playground and to play tennis, though
Nasty
Need better access, better amenities. Bridge park has no access, never seen anyone at it. Need fenced area safe for kids, families and a section for dog park attached. So everyone can be together. Needs walking trail around/ throughout. Needs good walking trail thru city.
Need more lighting and more swings for older children and more games
Needs more to attract children
No available parking
No fence
No Hiking Trails, No Disc Golf, Skate Park is trash.
No pickle ball
No shade over the play equipment.
None
Not enough for all ages to participate in. When we do go things are not maintained or are broken. Multiple Public basketball courts would be HUGE for our city
Not enough for kids to do
Not enough shade at parks, play equipment too hot for kids to use.
Nothing to do at the parks if you don't walk or run for exercise

Only one park others just have name saying it's a park
Our parks need work our pavilion don't have chairs or tables. The bathrooms are always nasty I have Seen condoms and needles at our park before. Several things on playscapes are broken. Not gripping just telling you guys things I have Noticed.. so glad y'all are starting a change!! Thank you also it would be cool to have a nature walk for adults.. with maybe a pond/ fountain and table and chairs..
People use drugs at veterans park. Need night time lighting to keep the druggies and young kids away
Restroom are not cleaned special on the weekend. If you have a small child you have to take them home. It's never clean
Restrooms are nasty
Restrooms at park need to be better maintained
Seen drug needles on ground, no fence to protect children from stray dogs. Not safe. Stickers a a huge problem here.
Senior availability
Sometimes there are homeless people occupying the parks and restrooms.
Swim team needs to be able to update the pool
The bathrooms are dirty
the bathrooms are disgusting and need work
The bathrooms are really gross
The damn stickers, can't even walk the dogs out there. Have to walk them in the streets

The handle bars at the park are so wobbly and y'all took a whole slide away
The splash pad in particular has hypodermic needles and people on drugs loitering
There are no public fishing areas like there are in the surrounding cities.
There is nothing at the park interesting for kids just a slide and some swings
Too hot-not enough seating in shade
Trash at the parks is an issue
Used condoms and wrappers at the playground, glass pipes at park by pool.
We need a sports complex with baseball, softball, football and soccer fields. Many families take their children to other towns because Rockdale sports parks need much improvement & lighting or there are none.
We would love to use the playground more during the hotter months but being that they aren't covered, makes them too hot to use for our toddlers
Would like more organized activities

7. What are you or your family's favorite recreational activities? (Check all that apply)



Other Responses:

Basketball
Camping
Could really use more areas with water
daily walks but no place to walk besides fb field
Dog park, walking
Farmers market
Fishing
Fishing
Fishing!
Football
Golf
Golf
Hike and bike trails
Hockey
Hop scotch, checkers
Indoor pool for 55+
It changes yearly
Martial Art, Tai Chi, Camping,
Martial arts
Pitching Horseshoe
Racquetball
Start gazing
Water aerobics
Water arobics would be nice for older people
We currently go to austin. Rock climbing, music lessons(guitar and violin)

8. If you or your family members participate in an athletic league, in which one(s) do you participate?

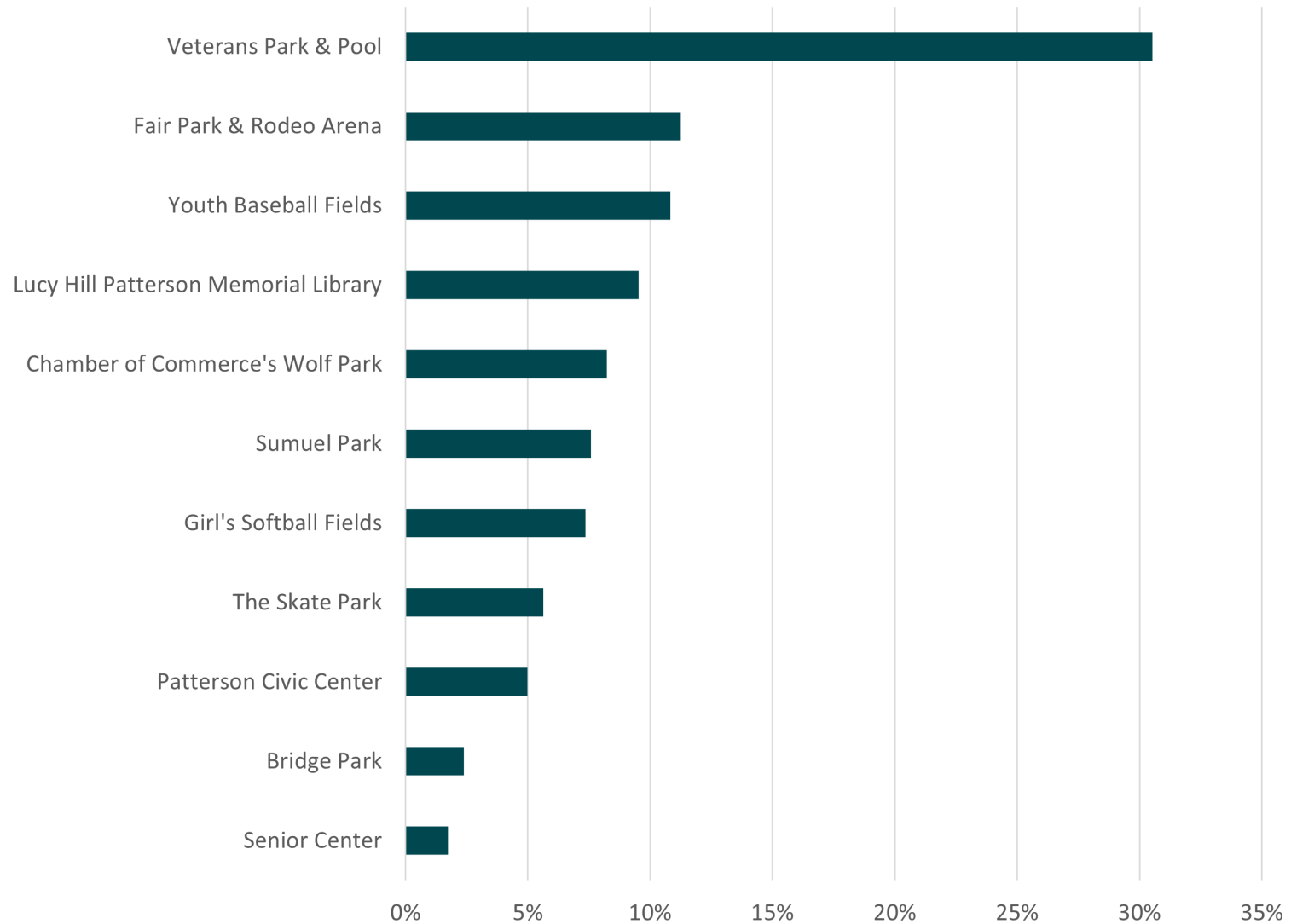
American National Football League
Baseball
Baseball
baseball
Baseball
Baseball
Baseball
Baseball
Baseball Football Basketball
Baseball and Volleyball
Baseball basketball football cheer
Baseball football
Baseball, Basketball, Football
Baseball, basketball, football, tennis
Baseball, soccer
Baseball, soccer, volleyball, basketball
Baseball, softball
Baseball, softball, swimming team
Baseball.soccer, basketball, football
Basketball
Basketball /Baseball
Basketball for 12 year old girls and my teenager plays bball on courts too
Bowling
Cheer football volleyball basketball softball baseball
City of College Station

Coed kickball in other cities
Everything is ok
Football
Football , basketball , baseball
Football and soccer
Football basketball baseball
Football youth men's woman leagues basketball youth men women leagues
Football, baseball
Football, baseball, school soccer
Football, baseball, softball, basketball, soccer
Football, softball, basketball, soccer
Football/Baseball
Girls Softball, Youth Football/Cheer, Little Dribblers, Youth Soccer
Golf
Horseshoe tournaments
Karate
Kids play in youth sports leagues
Lonestar soccer, Pilates, yoga, volleyball
Martial Art Competitions, Spartan, Mud Runs
My children are too old.
My children used to be in Youth baseball
N/A
N/A
N/A
Na

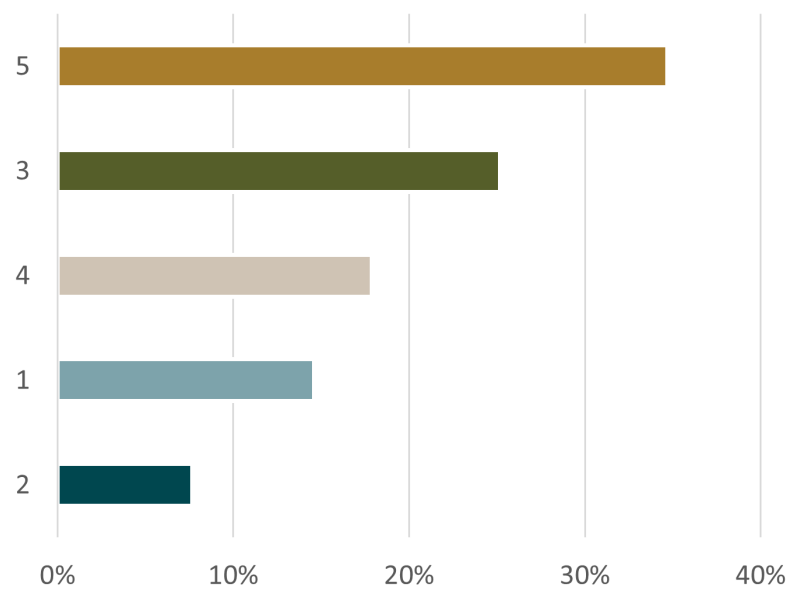
National wide
Niece and nephew are in Band so sporting events that the band plays in
Non yet but hopefully soccer, softball and volleyball soon.
None
None. We are senior citizens
Pickleball & Tennis
Rockdale
Rockdale Girls Softball League
Rockdale has amazing youth leagues!!!
Rockdale junior high volleyball
Rockdale little league. Bathrooms are horrible park is bad. They do try to have nice fields. Needs major over haul
Rockdale soccer, Cameron basketball, milano baseball, rockdale football
Rockdale Tigers Youth Football Rockdale Little Dribblers
Rockdale Youth Baseball and Rockdale Youth Soccer
Rockdale youth football Rockdale youth baseball
Rockdale Youth Football & Cheer Wake Aquatics
rockdale youth football/baseball/softball
Rockdale youth soccer
Rockdale youth soccer association Little diggers (volleyball) Little dribbles (basketball) Wake swim team
Rockdale Youth Soccer Association and Rockdale Youth Baseball Association. Lexington Little Dribblers.

Rockdale youth soccer league	Soccer, softball, baseball, basketball	Wake Aquatics
Rockdale youth soccer, basketball, and baseball leagues	soccer, volleyball, baseball, flag football, swimming	Wake aquatics
Rockdale Youth Soccer, Softball and Baseball	Softball	Wake Aquatics, Rockdale baseball, youth football
RYBA	Softball	Wake swimming
Ryba, rya, giddings summer soccer	softball	Would love pickle ball
RYBaseball, RY Basketball, RY Soccer	Softball and baseball	Youth baseball
RYSA	Softball basketball volleyball	Youth baseball and this year little dribblers
s	Softball or dodgeball	Youth baseball, softball, soccer, football
School athletics	Softball, baseball, tennis and volleyball	Youth cheer
School District & Youth Soccer	Softball, kick ball	Youth football league Little dribblers Older kids- school sports (football, basketball, tennis, track)
Soccer	Softball, soccer	Youth soccer
Soccer	Sports and the like	Youth soccer
Soccer	swim	Youth softball Youth basketball Youth volleyball
Soccer	Swim team	Youth softball, soccer
soccer	Swimming	zoftball
Soccer	Swimming Football	
Soccer	technical	
Soccer and Baseball	Tennis	
Soccer and baseball	The city does not offer any athletic leagues. All sports opportunities for local children are either provided by the school or local volunteer groups. It's a shame that the city does not even help these groups with fees or field maintenance.	
Soccer and basketball	volleyball	
Soccer and basketball little league	Volleyball	
Soccer and softball	Volleyball	
Soccer, baseball and football	Volleyball basketball football soccer tennis	
Soccer, baseball, baseball, football (7on7), cheer	Wake Aquatics	
Soccer, baseball, football, tumbling, basketball		
Soccer, baseball, softball, basketball, volleyball, cross country, swimming		

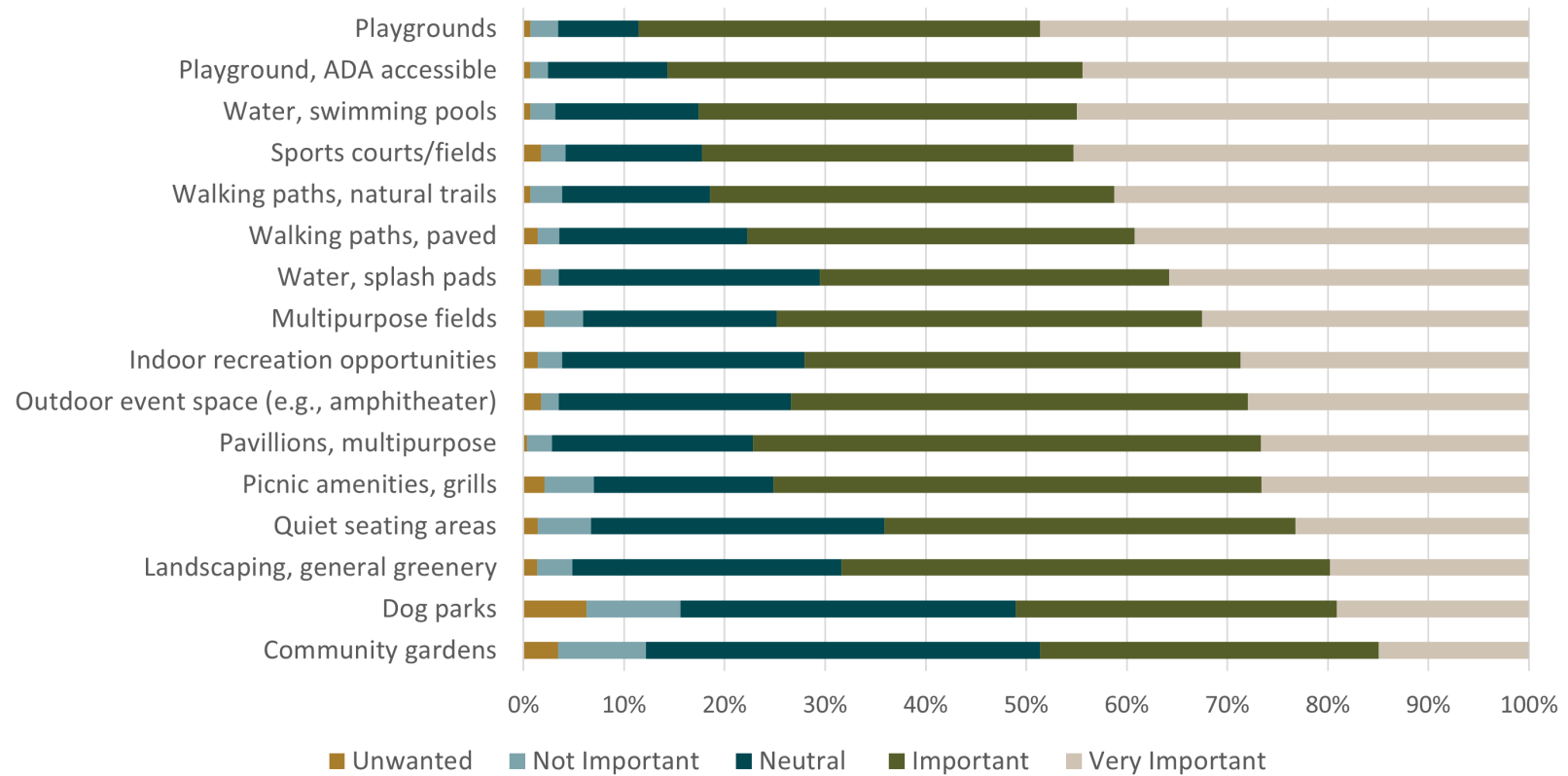
9. Which parks or facilities do you walk or bike to regularly (Check all that apply)



10. On a scale of 1 to 5, how likely would you be to get to a park or recreation facility by walking or bicycling, assuming it was close enough and had comfortable bike/pedestrian routes?



11. How important is it for the following amenities to be provided in Rockdale parks and recreational facilities?



12. What is the City's greatest parks and recreation asset?

Accessibility	Getting the kids out of the house and letting them do something	N/a back in the day they had swing call the smiley face
Baseball and softball fields	Good locations	NA
bastrop tx	Good maintenance	Na
Being able to freely move around	Great for 9 and under	None
City has a great pool but..	Honestly nothing it's just bad this town is decades behind the rest of the United States its just sad to be honest	None
City Park	Honestly, the splash pad. We spend most of our summer there because the splash pad is more convenient. Also, the splash pad has had less issues for us than Veterans park.	None
City Park & Pool	How much space they have	NONE
City pool	I don't see any.	None
City pool	I think that even though much of the areas are dated it is nice they are kept clean.	None
City pool	Inviting	None
City pool	Library	None
City Pool	Location	None
City Pool and Park	Location of parks on both sides of town	None
City pool, fair park, veterans park / playground	Locations	Not sure
City pool.	Lot's of employees to hold shovels	Not sure
City veterans, fair park and skate park	Many	Nothing
Complete supporting facilities to meet everyone's needs.	Multiple playgrounds	Nothing
Concerts	N/A	Nothing..
convience	N/A	Numerous parks throughout the community
cycle	N/A	Parks
d	N/A	Pavilion for events
Don't really think there is one at this time.		Pavillion at Veterans park
Fair Park is the biggest asset. Its the only one with a stage.		Play scapes for the children.
Fair Park, Veterans park/pool		Pool
		Pool
		Pool
		Pool

Pool
Pool
Pool
pool and splash pad
Pool, veterans park
Pools
Pools and splash pads
proximity to various park locations--relatively short distance
public access to the ISD track around the football field
public pool for hot summer days
Restrooms, but only if in proper working order.
Rockdale veterans
Rockdale youth baseball complex
Safe Playground for kids
Safety, cleanliness
Samuel park is great!!! Always clean and well maintained. The city does a great job of keeping the parks clean, it's the drug use at veterans park during night time that's always a problem.
Slash pad
So much potential at veteran's park
Space
Space and equipment.
Splash pad
Splash pad
Splash pad

Splash pad at Sumel, but they need to get rid of the homeless people there so it can be used by families with small children.
Splash pad just wish there was one at veterans park
Splash pad, covered pavilions, courts, pool
Splash pad, library, veteran's park
Splash pad, pool, veterans park with the different play ground areas
Stadium
Sumuel Park
Swimming pool
Swimming pool
Swimming pool
Swimming Pool and Skate Park
Tennis Courts
Tennis courts
Tennis Courts, Pavillion, Splash Pad, City Pool, Playground Equipment
Tennis courts, play ground, pool
That's y'all are starting this!
The best part for the same is by the swimming pool. But the upkeep is negligent. The best unused space is the bridge park. It's absurd. A bridge in a ton of grass space and a creepy shack. No parking. Nothing to play on. What even is it?
The city pool
The city pool
The city pool/ library
The community pool.
The different play scape

The location, size and overall accessibility of Veteran's Park is a huge perk to our city.
The London Stock Exchange
The one by the pool and the splash pad.
The pavilion
The pavilion
The playgrounds pool and splash pad
The pool
the pool
The pool although i feel it should be bigger since many use it.
the pool and park with tennis courts ... need to add basketball courts
The pool at Veterans Park
The pool! Texas is just too hot during the summer. Kids and families must have a way to cool off outdoors.
The pool. It gives the kids something to do during the summer when it's too hot to do anything else.
The splash pad, Veterans park, and the library.
The swimming pool
The young children and the active adults
There are several areas available.
There are some parks but underutilized
There really isn't anything love about our city park. Which is why I go to the play for all in round rock.
There seems to be so much space that is not being utilized
They are all ehhe
They are great for 9 and under

They exist
They exist.
Trash cans and keeping it clean
trees
Trees
Variety of locations
Veteran park and pool.
Veteran Park Pool
Veteran's park
Veterans
Veterans memorial park
Veterans Park
Veterans Park
Veterans park
Veterans Park
Veterans park
Veterans park
Veterans' Park
Veteran's Park
Veterans park
Veterans park
Veterans Park City Pool
Veterans park and city pool, fair park, Wolf park, Sumuel Park and splash pad.
Veterans park and pool
Veterans park and swimming pool
Veterans Park and swimming pool. It's the only thing for our youth to do
Veterans Park and the City Pool

Veterans Park and the softball and baseball fields. Also Lucy Hill library.
Veterans Park because it has pool, playground, pavilion and tennis courts. Also great shade trees
Veterans park has a centralized location to down town and it works as a multipurpose spot. However parking is a challenge and events are limited to weather.
Veteran's Park has lots of potential.
Veterans park pool
Veterans park- used by multiple families year round
Veterans park, splashpad, skate park
Veterans Park and the swimming pool. Both need a lot of work in my opinion. The upgrades to the City Pool are nice but we really need a new pool especially with the growth we are expecting. I know it takes money. Maybe a fund raiser just for that?
Wake aquatics
We currently have more parks than we have the money to maintain. The ones we have are a bit excessive. We do not need more.
We use Veteran's Park the most.
Youth fields
Youth sports facilities; keeping youth involved is essential and the financial benefits for the community is exponential.

13. What is the City's greatest parks and recreation challenge?

Lack of care and maintenance
accessibility can't vet a wheelchair into the pool and most pool staff don't have access to or know how to place battery for and/or operate pool lift chair. parks are no wheelchair accessible at all
Activities for kids
All parks need better upkeep. Between playground equipment or overgrown weeds/grass make some unuseable. We have a pickle ball court but it's currently in useable. Why is the city thinking about make NEW courts, when the current one just needs updating!
Alot
Amenities
Apparently having city employees that care enough to keep them clean and maintained.
Appealing to more people with a variety of activities
Athletic complex for all sports
Bathroom availability and cleanliness and drugs laying on the grounds
Better restrooms and a splash pad up grade and maintenance of the pool and kiddie pool
Bridge park
Bridge park
Building creating new ones

Cars speed by the park and keeping kids from tearing up the playground equipment. A 3 and 4 way stop on Murray by the park would be beneficial for the safety of the kids.
Clean and working restrooms
Clean up
Cleanliness and cover
Cleanliness of the parks, safety, and accessible to those with special needs.
Cleanliness water fountains, clean bathrooms and safety
Cleanliness..Veterans Park restrooms are always filthy & the trash cans are always overflowing.
Courts and fields
Courts and good field facilities
Creating spaces for teens and young adults; upgrading and updating the City Pool to allow for growth of competitive swimming; building and maintaining youth sports facilities/complex
d
Do you have no fencing around the parks that would be a safety feature for children playing or for someone who wanted to bring their dog and let them go off leash. Huge safety concern for me! Main reason I don't go to any of the parks.

Don't feel like city manager is interested in improving Rockdale. Her "woke" values makes me consider moving. After her asking woke, non job related (illegal) questions in in my interview, I'm surprised she has a job. If you want to see rockdale prosper, get rid of her.
Drug dealers at a park on a regular basis.
Drug dealing ongoing at park on Murray Street
Drug usage, no fence or safety measures
Everything
Everything else
Finance
Fresh, up to date, clean & safe and more options
Funding
Funding
Funding to get what everyone wants. Finding the space to add basketball courts with lights. Again, funding.
Funding, space
Funding/maint personnel
Get some pickle ball courts. Fun for all family members
Getting something the teenagers will enjoy
Green space
Hard to maneuver a wheelchair at Veterans park
Having enough sports fields And kept maintained and parking.

having something for all ages including indoor pool would love to have indoor walking trail as well for all ages
Having something for teenagers/ young adults to do.
Hiking trails
I don't know
I don't know
I sure it is providing the funds needed to build new parks and swimming pools.
I'm not sure
jogging
Keep clear of creepy people
keep providing excellent maintenance
Keeping drugs off the premises
Keeping it clean and clear of drugs, and used paraphernalia
Keeping parks clean. Keeping illegal activity out of the parks
Keeping people from ruining it for others.
Keeping the park safe and including things for older kids/adults
keeping them clean and good in appearance
Keeping them clean.
Keeping things clean/useable/safe
Lack of
Lack of maintenance & limited equipment
Lack of maintenance and lack of parking. No soccer fields and lack of restrooms
lack of maintenance and upkeep

Lack of maintenance, safety, cleanliness
Lack of park and paved walking trails
Lack of quality youth athletic facilities and poor walking paths
Lack of shade. It's too hot most of the year to use the parks. Shade over the play area and seating would be amazing.
Lack of sidewalks to safely walk to a park.
Lack of upkeep. Bathrooms are disgusting.
Maintaining facilities at the parks. They are always in a bad state
maintaining restrooms
Maintaining the existing park infrastructure.
Maintaining the pools and facilities, like the playground and bathrooms.
Maintaining what already exists. Made them usable!
maintance, cleanness
Maintenance
Maintenance
Maintenance
Maintenance
Maintenance & safety concerns, lack of amenities such as skating, bowling, and dances.
Maintenance (fair park)

Maintenance and security. The playground at Veterans park has been falling apart since we moved here 9 years ago and we plus our neighbors have requested security lights to keep the park safe from law breakers at night.
Maintenance and trash
Maintenance and upkeep
Maintenance of the pool and parks. Rockdale and the surrounding areas are beautiful but the parks are severely lacking. The pool is so old and non-functioning that it is an embarrassment to take out of town guests to when visiting. The same goes for the parks.
Maintenance, keeping bathrooms clean, lighting
Maintenance, things to do at the parks
Making the skate park more like Taylor's... also incorporating more natural walking areas like davidson park in caldwell
Making them safe and inviting.
Money
Money to contiuously update and maintain the parks
Money.
More to offer and better upkeep
N/A
Na
Need a basketball court at the Veteran's park

Need a sports complex for the kids. They are the future of Rockdale. Families are paying money to other teams in other towns to play. Youth football has to use school fields, there are no soccer fields and the boys baseball fields need lots of improvements; lighting, paved parking, better bleachers/seating, batting cages
Need better lighting at night
Need more soccer fields and volleyball.
Need more toys to play on on all the parks need a splash pad
Need pickleball courts and clean bathrooms.
Need to open the fair Park up for the citizens to use for free. It should not cost to use.
Needs more parks
No basketball courts
No indoor facilities for Fine Arts. A performing arts center is needed.
No indoor sporting area
No lakes or ponds
No multipurpose fields
No paved walking areas at the splash pad, the trail at Veterans not kept up.
No pavement on walking pad for pushing a stroller. Lexington park has the perfect setup as far as equipment and a concrete walking pad.
No safety gates to prevent kids from running to street or keep stay dogs out. Not clean, seen drug needles on ground. Parks are so run down it's embarrassing.

No walking/ biking trails
Not a lot for teens to do.
Not being able to keep up with the grounds
Not being safe from loose dogs or drug users
Not being up-to-date and not being centered around the Community.
Not enough equipment, bathrooms are usually dirty and lights do not work.
Not enough for preteen and teens. Only have football field to walk
not enough green space
Not enough natural water areas
Not enough to to date equipment
Not many options
Not sure
Not sure
Ongoing maintenance for what exists.
Outdated equipment
Parking
parking
Parks at many locations in city
Path to walk and bike on and a way to get to it.
People are assholes and ruin stuff they don't own.
Playground and little league baseball/ softball fields
Playgrounds are not safety rated for young children
Pool activities for older adults

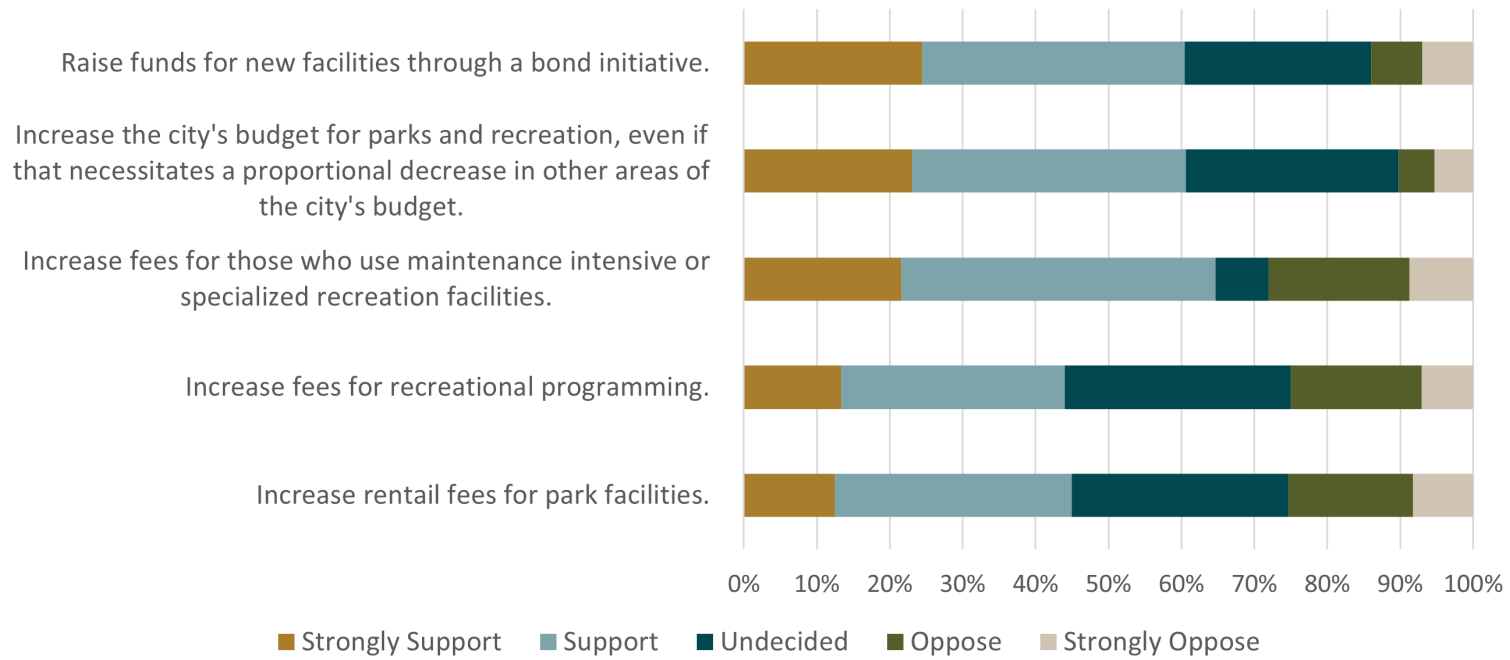
Pool is too small, park maintenance, covered playscapes
Providing enough dedicated space for families to participate in outdoor activities.
Providing vending machines at parks. A building with them locked up in a gate that you can access buttons still would be perfect.
public pool not open enough
Put more things to do for the kids
Residents who don't want change or complain about every thing the city tries to do that would benefit everyone
Restroom facilities
Rm for improvement
round rock tx
Safety
Safety and maintenance
Safety and maintenance, fields
Safety, cleanliness, outdated/broken equipment.
Setting and forming walking paths
Signs for dogs to be on leashes
Soccer could really use a place for the children to actually have fields and practice areas.
Soccer fields and better baseball/softball fields
Some of the equipment needs to be fixed at the park. Honestly overall it's just needs MORE. More attention, more equipment overall.
Southside parks

Space for all the activities
Space for these much needed things within the city limits. Especially a paved walk path with a water element and green space.
Space, location, leaders to operate the facility, maintaince standards
Space, property and funding to put in place new recreational buildings/courts/fields.
Splash pad
Stadium
Staffing
Stickers in the parks, but since the citizens bordering the parks do nothing to get rid of theirs, this is hopeless.
Swimming pool. Not affordable for children/families to go to.
The area is a little small.
The city needs to clean the crackhead out an fix the dam streets!!
The dog park
The entrance to the pool at Veterans Park.
The fact the city/county tried to screw Alcoa and had a hand in them leaving. Our town is broke our infrastructure broke, water is disgusting. We are a small town with big town taxes and dreams. We need to get our drug problem under control and provide the teens eith meaninful opportunities to help cut back on teen pregnancy. The corruption in the city government and police dept will do nothing but blow money and pay lip service to problems. Look at skate park. It look ok but too far for half the towns kids to skate there and play. Both sides of the highway need equal resources.

The homeless people and loiterers in the parks
The parks are bare minimum effort and vision. There is one broken ADA swing at one park we have been to and absolutely no access to get to the play equipment unless the person is carried. Gravel is not accessible. Similarly, with no vision, there is no reason to upkeep or create a safe community gathering space within any park area.
The pool could be utilized more often not just the children. There needs to be a time for senior citizens. Water exercises and/or individual swimming.
The skate park looks beat down but I do not know it's functionality.
The summer heat
The unsafe areas. The splash pad has people on drugs bathing in the water.
They are dated.
To get something that Would bring more people out would be alot of work.. there isn't much our town has to offer with what we have now .. in my opinion..
To have hiking trails
To many drug addicts there
Too much rubbish
Trying to walk on the gravel path
Upkeep
Upkeep of all of the parks.
Upkeep, more modern ADA appropriate equipment

Usable Space that is multipurpose and well maintained
Vandalism
Vandalism, a few that don't care take away so much from us that do care.
We need a multi-purpose community sports complex. Right now, little league football has to pay the school district to use fields and concessions which id expensive and increases registration fees. Rockdale youth soccer association worked out an agreement with Youth Baseball to use the baseball fields in the off season but space will be limited for future years as registration rises. Sports should be at the foundation of this community to give kids a healthy recreational outlet. There is currently no city support for youth sports.
We need soccer fields to accommodate kids needs
Wheelchair access.
Youth fields

14. To meet the needs of Rockdale residents, the City may require additional funding for parks and recreation. How strongly would you support or oppose the following finance strategies?



15. Please use this space to explain any additional thoughts or comments you have regarding the future of parks in Rockdale.

None
A complex where there is a soccer field for kids and adults to enjoy.
A place where people can enjoy activities, meet with other people and have some sort bond like games or activities to make life a little better in our community.
A public fishing area in Rockdale would be amazing. My family & I would not have to travel to Cameron or Settlers Park in Round Rock to fish.
a recreational indoor park would be great to have in Rockdale.
A space for large community events within a park would be excellent. Fair park is big enough but is in dire need of upgrades. All of the bathrooms at the parks are awful, making them hard to visit for very long.
Add a park & rec donation to the water bill
Although our parks are outdated compared to parks in larger neighboring cities we can easily improve these facilities with prioritized maintenance (of bathrooms, trashcans, etc.) as well as additional patrol from law enforcement. I have felt unsafe at our city parks on more than one occasion. The splash pad is frequently used for showering/bathing
As a senior would love pickle ball and hike and bike trails
As growth comes to Rockdale, recreation space for will be needed. We as a community have to do better to provide sufficeint space and recreational activities for our community.
Awesome
Build it they will come!
Change and growth is inevitable. The problem will be those that think their taxes should never go up but still want the city to do better.
Consider doing something for the fixed income senior citizens that does not include increasing taxes or fees
Excited for the possibilities of new things coming for our citizens and especially our youth!

Great need
Have a place to go roller blading.
Having a strong, up-to-date parks & rec program will not only add to Rockdale's master plan, but will attract potential new residents and increase usage by existing residents.
Having been a board member of many of the youth programs in town, you shouldn't charge them at all for use of the facilities. If anything you should help them way more than you do. That is if the mayor and city council really mean it when they say they support the youth of our city.
Hope that Jim Gibson is not given too much power to impact this area...he does not collaborate with or respect other's opinions or views to be over anything like this.
I am a transplant and not originally from Rockdale. The country side and most of the people are beautiful and amazing. We are completely for bringing industry and beauty through nature to the city. It would be wonderful to see it revived.
I believe Rockdale has the bones of good parks.... We don't need more things, we need to take way better care of the parks that we have! We can add more play structures at Veterans park that are designed for younger children, add sunshades, maintain the play structures currently there, maintain the walking trail there. Remove homeless people from parks so people aren't scared to use them, etc.
I feel like "rental" of a public space is just another fee. We pay taxes for these things. When the tax is payed, the space should be accessible by all, not exclusive of those who cannot afford to rent in a public space. Park and rec need a lot of public input from diverse representatives knowing that not everyone will be 100 percent satisfied. But all should have this opportunity to be heard. Fund raising is a perfect way to supplement a bond or gain community buy in in order to be successful with support.
I have no idea
I have yet to see a park that I would willing go to. Until these parks are upgraded and maintained it is a waste of money to anything new.

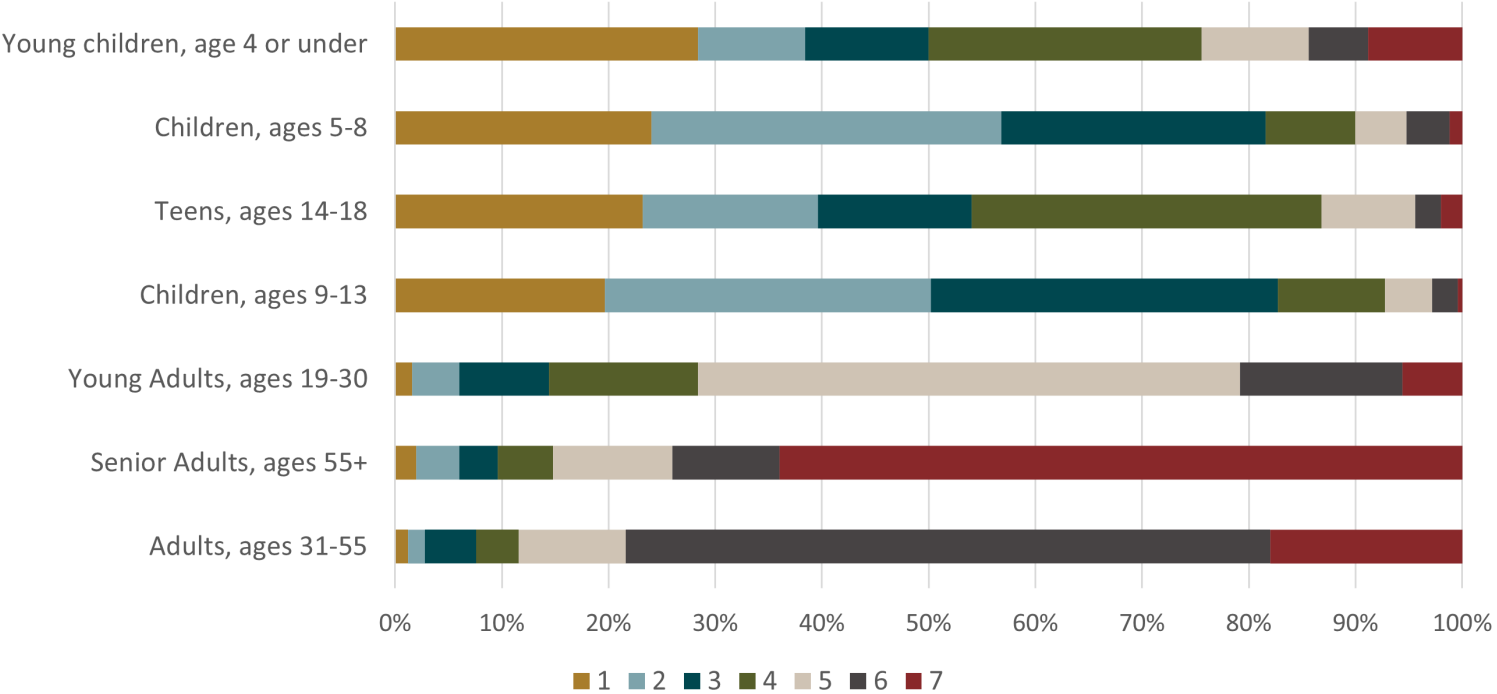
I hope the park will be built more humane and beautiful
I strongly believe that Rockdale would benefit from a year-round, indoor/outdoor swimming facility that could host competitive swimming events. This might be in partnership with the school district to allow for competitive swimming in the high school.
I think events need to be held at other parks than Wolf Park. It's small and has no shade.
I would like to suggest the creation of a 'Rockdale Skyway' to connect Fair Park, Skate Park, Sumuel Park, and Moultry Park (possibly the inclusion of Bridge Park since it is located nearby but may be better to wait later date since it's on the other side of the railroad--or creating a 'Second Rockdale Skyway' that will link it to Veterans Park and an 'unknown park' to be constructed in the future near the new housing development currently underway). Eventually to connect two Skyways. The Skyway will be to walk/run/jog and possibly to add skate-board portions of it as appropriate, so that skateboarding won't be limited to one park, which may be an attractive feature for fans of young and 'matured' skaters. Utilizing 'out-of-service' country bridges will be an important part of this project by restoring them to be part of park connections -- all ages would enjoy being the part of Rockdale Skyway and honoring/preserving history. Creating a couple of 'observation' decks along the way will be another feature -- ie, one near the Main and Cameron, for those who want to hangout the downtown area can make a stop through the stairs/winding slope/etc and . . . enjoy Farmer's Market at the Wolf Park or whatever is going on in the area. Adding stairs will be a nice exercise that may help reduce the risk of cardiovascular diseases per a recent research from the Medical News Today.
I would love to take my family to the splash pad but am not comfortable with the safety of the location
If the people of rockdale would come together there would be a lot more for kids adults young people to do
If the youth baseball fields are not owned by the city, why are we including them? I think an entire new sports facility to utilize for all youth sports should be built.
it is good park to play

It would be awesome if the parks and splash pads were in safer areas of town.
It would be great to have safer spaces where drugs and safety weren't a concern and to have more activities/ amenities available.
Just hopeful that it can become a more enjoyable and accommodating town for families
Just think of everyone all ages and indoor facilities for safety
Love the walking path at Veterans park, would love to see a better skatepark with covered areas and picnic or other shaded seating areas.
Make bridge park a dog park....NEEDS parking.
Maybe a sand area for kids, maybe new everything, a fence would be great for the safety of our little ones. I hate going out of town to go to the park because ours truly sucks.
Moultry park is hard to find and not used much. Better signs for all parks would be helpful.
N/A
Na
Need more activities but we already pay plenty of taxes
Need more exposure to the public About general plan and desire future planning of recreational park and etc
New pool
No
No comment
No comment.
No new facilities UNTIL existing ones are repaired and maintained CONSISTENTLY...
No one can get in at the Fair Park. It stays locked up. So you can't enjoy a nice walk.
Nothing will happen with current administration. The citizens and their wants and needs is not a priority of this administration.
Our parks are in good shape and we have a wonderful youth league that works hard and does a magnificent job of running those areas. Our fair grounds could use some attention through out the entire year not just during events.

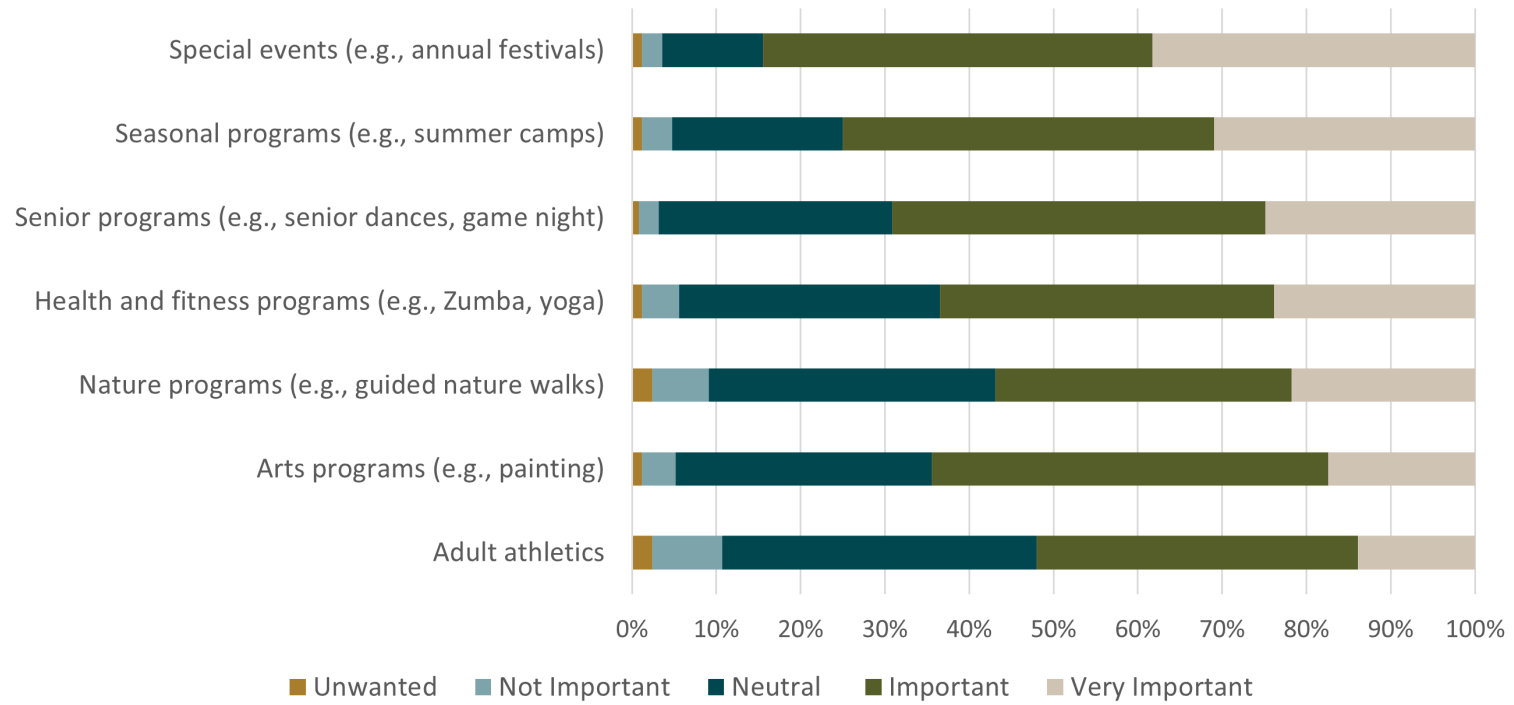
Our property tax has gone up every year, we're paying Austin rates now! You guys wanted the school bond to pass, now the EMS bond, and soon another bond will be on the ballot. How do you expect to keep local community members if they keep getting priced out??	Support youth sports of Rockdale and include a multi-sports complex.
Out of date could use more cover over play scapes and an area that is safe for parents and children with limited access points and gates for users	The area is expanding, and the supporting facilities are improving.
Parks and recreation will bring people to Rockdale and will increase revenue to local businesses providing tax money to support the parks. Example. Hosting youth baseball, soccer tournaments.	The city must show a stronger commitment to existing facilities management and initiate a walkability/safe routes to school focus. There are no pleasant natural areas.
Parks should be wheelchair friendly. We don't use them very much because it's hard to push a wheelchair through grass and rocks.	The kids need more places for youth sports like soccer and football. The baseball parks needs a lot of work and redone. Need to be more handicap assessable
Pickle ball is rising in interest all over the country. It is fun for all members of the family	The more kids have to do the less likely they are to get in trouble
Please talk with the people that overlook the various youth sports in Rockdale	The park need more equipment. A splash pad at veterans park would be nice. The bathrooms are always dirty and lights usually don't work. More rocks need to be put at the play scapes. The tarp is showing causing children to trip.
Really need a dog park for big dogs and little dogs.	The parks are in terrible shape and need a lot of work
Rockdale is lacking hike and bike trails and green spaces. Also it would be amazing to see pickle ball courts...	The school does not take fine arts into account for its students, so I'm hoping the city will. The high school's auditorium needs a serious upgrade. The stage, the closets, no dressing room, the lighting and sound. The seats. The almost 60 year old curtains. The school leaves out half it's students focusing on sports. Fine Arts should be supported more! A performing arts center would benefit the city and the resident students. From the pageant to hosting the school's dance team shows, not to mention maybe dance recitals, to bringing in local theater, school plays, concerts. Maybe even enough room for the school band. The stage is not even big enough for the whole band. The city would benefit greatly.
Rockdale needs a sports complex, all the fields in one place with indoor batting cages and areas for private lessons. But who would operate it?	There shouldn't be an added cost. We already pay so much for youth sports, the pool is limited during the summer due to hours and expense. The city gets upset if they are called to turn the splash pad on during the weekend or if there is an issue with it. The park at the splash pad is less shady than Veterans and the play area is less desirable. The parks should be equal no matter what side of town you are on. We live outside of the city limits by two miles and always visit the splash pad and their park. We have been to veterans but we saw used condoms and glass pipes throughout the park.
s	They need more basketball areas.
Sand area for kids to dig or play in, music area, play area with new everything. Better swings, better everything	They need to be maintained monitor the useage to which parks are used and which are not.
Seeing how the water/street projects have been handled, not confident money collected would be utilized well. But if there was a concrete timeline and accountability, would love to support growth of trails and upgrades on park	
Skate park must be updated and added to. It would be a great place to start. Look to Taylors version of what a skate park is, then add picnic tables like Sumuel Park, a couple of BBQ pits, shading, a paved walk path for the parents while the kids skate and Restrooms.	
Soccer fields and outdoor volleyball courts with a park or splash pad all together would be a great idea... definitely would be used	
Somewhere to chat drink a coffee and watch children play	

This town is so crooked!	We need to build a multi-use sports complex. The complex should have baseball, softball, soccer fields. There should be basketball courts and tennis courts as well. This could be done for ou luc and league use, but could also be used to host tournaments, thus bringing people into rockdale and getting heads in beds.
Too bad the rail car and caboose restaurant idea hasn't come to fruition. Could make a nice tourist attraction along with the blacksmithing and field trip for students.	We need to get this done asap
Untill the drug dealers are removed by our PD...you will never have a safe area for anyone!	We need to improve the maintenance and repair our broken parks plus extend the library hours for the working person. Thursday evenings are not enough.
Upgraded	We use the parks regardless but could use a makeover
Upkeep and safety is a necessity!	What about having our own YMCA created to have covered building and access all year long.
Walking and biking are such important forms of exercise, recreation, and relaxation, especially for those of us not interested in getting involved in competitive sports. The lack if public space to just get out and walk or bike is a huge drawback to living in Rockdale, especially for those of us with kids older than about 6, who are no longer content to just play on a playground. But also for adults; walking is an ideal exercise, and especially for our aging population, and most of the neighborhoods do not even have sidewalks.	While I am not opposed to raising fees, a bond would be a better option. Would it raise taxes for the community? When was the last time taxes were raised for such a purpose?
We have a projected amount of people coming we should at least shot for Taylor amenities or beyond.	Wish there were more quiet sitting areas
We have many needs that are much more critical than parks. Streets, water, police funding, maintaining what we have.	Would like to see the city get more involved with the swimming program in Rockdale. This is a great sport that all of the children involved seem to really enjoy
We have to have facilities for the youth, especially the 9-18 yr old range. We can't complain about trouble they cause if we don't do our part in allowing them to occupy their time constructively. Parents have to do their part but parents are spread thin in our modern society trying to make ends meet. Kids are like pets in the sense that if they are bored they are gonna get into trouble.	Would love to have a safe space to walk on the east side and have a play scape for children
We need a Fishing area	
We need more activities for kids ages 10 and up.	
We need places that are safe and well lit as well as properly maintained where children and adults can enjoy.	
We need something in rockdale for the youth! Something to get them active and outside.	
We need to be able to properly maintain the existing parks before adding more parks!	

16. Rank in order the age groups you feel have the greatest needs for recreational programming.



17. How important is it for the City to provide or support the following types of recreational opportunities?



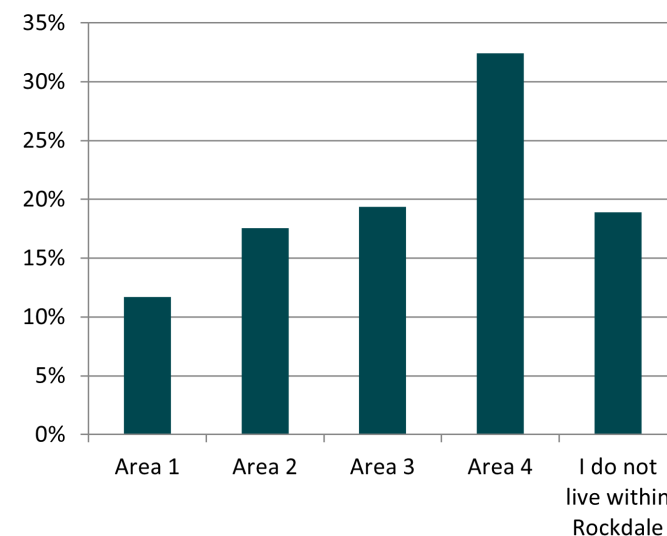
18. Please use this space to explain any additional thoughts or comments you have regarding the future of recreational programming in Rockdale.

All of these things will build community & attract a population of people happy to pay extra fees to have these things here so they don't have to travel for them.	First task is to have parks that are clean and safe. May be making 1 Park fit for human use each year is a goal that may be beyond reach.	Just hoping it gets better
Anything that raises taxes is unacceptable nor is selling bonds we have to repay with interest. Our neighbors are being bled dry by the city county and hospital that we don't even have taxes. I suggest leadership looks at our budget like most families do. Make a list of what you want and how much it costs then look at the price tags of projects and start cutting what we can't afford instead of raising our taxes barely below the Texas State max permissible every year. I would sell our house in a minute if the taxable value was the actual sellable price.	Great need	Make sure the programs fit the schedule of the working person who has kids. Saturday programs are needed for us.
Art classes , cooking classes, intro to job skills, life skills classes	Growth is coming and Rockdale is so behind. The Parks Board may need new members for some new ideas.	More programs that are not just baseball and football. Should be supporting soccer and swimming as well as tennis.
City can & should support programs, however they should not be city run. So support can be funding or training, however city run programs should not be the plan. This just leads to bigger bureaucracy and wasted spending.	I cannot respond to #16 question above since all are important, so I left them without making changes.	More young child programs would be my families top priority
Cool	I have no idea	N/A
Create a position for someone to oversee this area.	I think it's important that our kids, teenagers and senior adults have something to do	N/A
Fall Music Festival was great. We should try to do something like that again. Maybe not that big of a production but something like it for all ages.	I think young children & seniors need these programs because they have time on their hands that older children get a lot of this activities through school.	No
	I'd love to attend wine tasting and art classes at Patterson Center.	No comment
	Instead of focusing on recreational activities it seems to me the infrastructure must be addressed as the highest priority. Drive Murray Ave. from end to end. Road condition deplorable and passes a park, high school and athletic fields. Roads even worse in other areas. City can't adequately patch roads following utility repairs. Fix the water system, fix the roads, ensure HOP remains funded, then work on parks and recreation	Painting or choir competition
	it is a great place for pinnic	Programming and city athletics should be done in conjunction with existing youth leagues.
		Rockdale's financial demographic has not changed yet. We still have a lot of lower income families. Our community cannot support wine and cheese festivals as much as we can support hosting youth athletic tournaments. Festivals need to be more family friendly and not be high priced events. Utilize more corporate sponsors and less from the small businesses that are already struggling. Not to mention people do not want to come to an art festival with a jazz band and wine when the town itself is not very presentable.
		s
		Seasonal events should be pushed more to help generate more money for parks and programs.

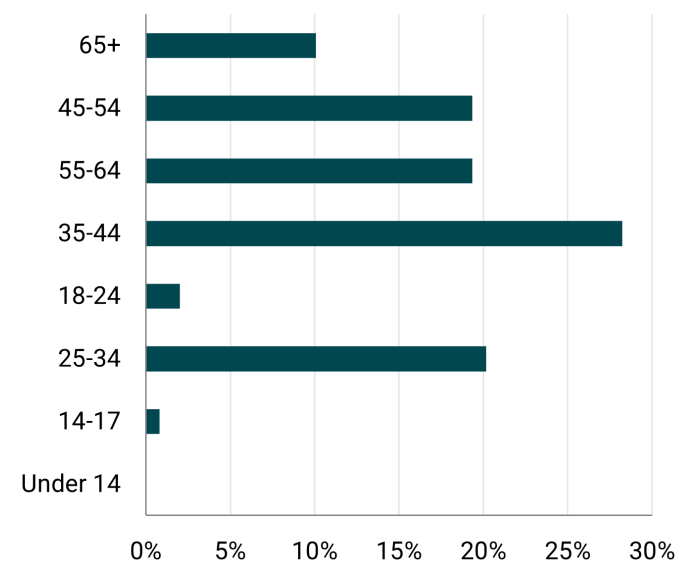
Someone going to get a nice kickback from their buddy the contractor.
Summer outdoor movie night
The city does not need to be involved in putting on an annual festival. If an organization i.e. Rockdale fair wants to put one on that is fine, but the city does not need to do that
The city needs to focus on making what we currently have better. Better parks, better streets etc
The high school aged kids need something to keep them off drugs. I wish we had a drive in theatre for them.
The more involved our youth stay the less trouble they get into. The closer knit a community is the better off our youth are. There's an old saying that says "it takes a village to raise a child", it's truer everyday!
The schools get plenty of taxes to provide for children. If adults want exercise, they could clean up their yards and get rid of their own weeds. If they have any extra time, they could pull weeds in public places instead of just complaining because someone else doesn't do it. We do not need to use taxpayer money because people are too lazy to find something constructive to do.
The teens need something to do! Seniors needs facilities for mobility issues, the preteens and younger need introduction to facilities to learn to be active.

There is nothing for adults! Soccer, indoor basketball, bike riding groups.... people who move here have nothing available to develop that sense of community with new neighbors who share their interests and very limited activity based opportunities. Kids need to see adults getting outdoors, and seniors need help to stay active sine we have very limited local healthcare.
There really does need more for teens to do around here. It will help keep them out of trouble. If I had the funds, I would open up a skating rink and bowling alley with video games. And a real movie theater.
Ty
Upgrade
Wake aquatics needs more support from the city. It is, hands down, the most attended recreation program but the city treats them like dirt.
We need to a healthy community where we can feel safe using our local community resources such as parks, community gyms, dance classes. Options are limitless
Would be nice to connect the parks with trails for walking/bicycle. This way the smaller parks can be in essence expanded. Must have fencers/gates to keep kids safe. Must have areas allowed for dogs
Would like to see some pickle ball activity. To help get us moving
Would love to see dances at the KC Hall again and a skating rink or bowling alley back in Rockdale.

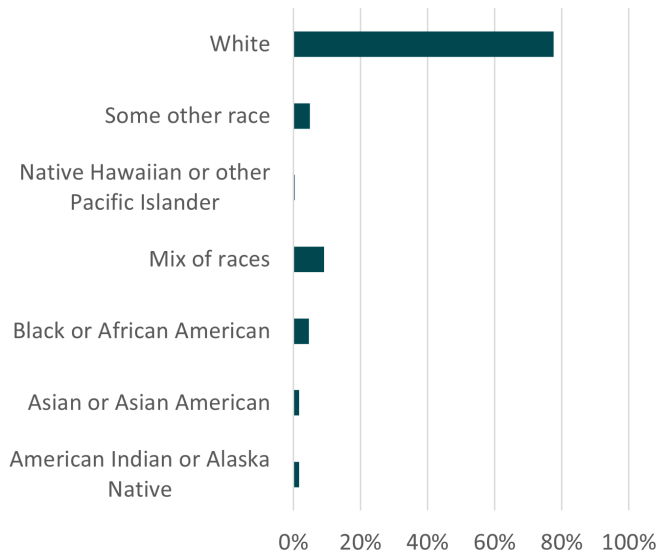
19. Based on the map above, what part of Rockdale do you live in?



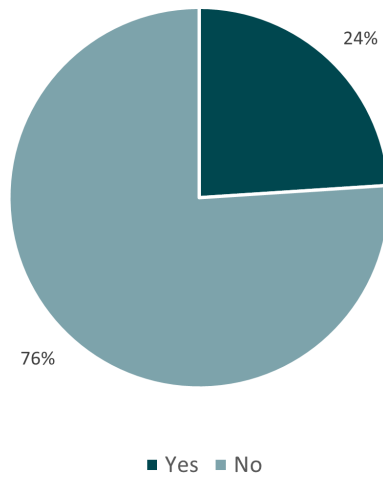
20. What is your age?



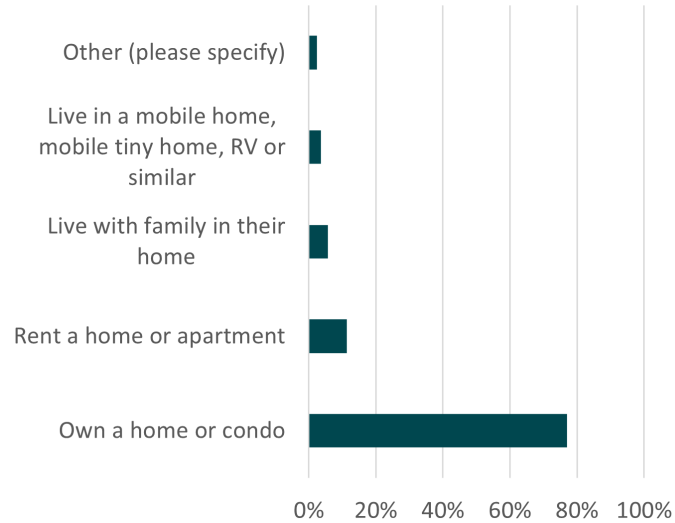
21. What is your race?



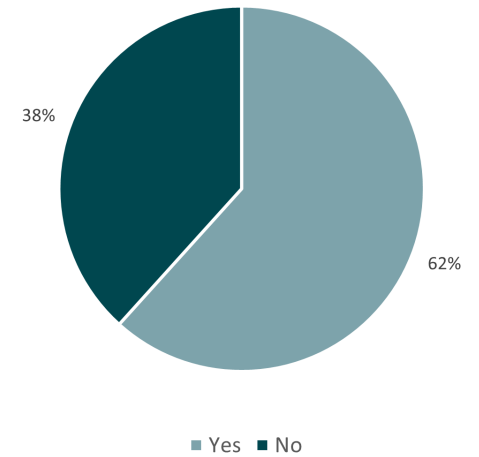
22. Are you of Hispanic, Latino, or Spanish origin?



23. What best describes your current living situation?



24. Are there children under the age of 18 in your home?



Other Responses:

I owned my home on San Gabriel St over 20 years. I recently sold it because I had a home built in the country. My grandchildren still live in the Rockdale city limits. It's because of them that I'm taking this survey

In

Live on 22 acres off Hwy 77 and currently building

Live on a 5 acre lot with a home and barn I purchased

Living in an RV On property until we build

Temporarily renting till our home is rebuilt

Opinions of Probable Costs (OPCCs)

OPCCs provide planning-level costing guidance and are helpful to the City as they plan implementation and prioritization of proposed parks projects. OPCCs are not applicable to all recommendations, as such, only the applicable recommendations are listed here. OPCCs make high-level assumptions related to market costs at the time of publication, and are subject to change based on market and economic conditions that are unpredictable and out of the control of the estimator.

Action ID	Action Item	OPCC Narrative/Assumptions
PR-3	Develop park design guidelines	Engaging a consultant to assist with this effort may range between \$50,000 and \$100,000 depending on scope of the study.
PR-4	Enhance beautification efforts	A typical neighborhood park pavilion is generally in the 24'x 24' size range and typically should cost between \$120,000 - \$150,000 including the slab. Bench and trash receptacle upgrades should be budgeted at approximately \$1500 - \$2000 each. Landscape material varies in cost, but a budgeting \$600-\$800 per tree (30gal-45gal size). Costs could be reduced by having city staff procure and plant these materials. Planting bed installation costs typically range between \$4.50 - \$7.00 per SF.
PR-5	Create community garden program	Community garden development can be a low cost improvement. Raised box gardens can be constructed using volunteer labor, a JOC, or city staff resources. A 4'x 8' raised box garden could be constructed and filled for less than \$500 dollars each. For larger gardens, specialized tillage equipment may be needed for creating in ground beds. Additional optional amenities could include seating and tool sheds.
PR-6	Evaluate opportunities to provide a Community and/or Recreation Center in Rockdale	Engaging a consultant to assist with this effort may range between \$75,000 and \$120,000 depending on scope of the study.
PR-8	Improving Bridge Park	Per plan by others: Concrete parking lot and driveway - \$72,000 (5550 sf) 6' concrete sidewalks - \$117,000 (1500 lf) Nature based playscape - \$475,000 (2700 sf @ \$175 sf) Restroom - \$175,000 - \$275,000 (depending on number of fixtures) Signage package - \$35,000-\$50,000 (depending on complexity) Pavilion - \$120,000 - \$150,000 (ea)(including slab) Landscaping and irrigation allowance - \$165,000 (2.5 acres @ \$65,000/acre) Site Furnishing Allowance (4 picnic tables/11 benches) - \$45,000 - \$50,000 Professional services/survey/geotech - 18% of construction cost Contingency - 30%

Action ID	Action Item	OPCC Narrative/Assumptions
PR-9	Relocate the dog park	Assumed costs for a 1 acre dog park on level ground: 6' chain link fencing/gates - \$18,000 - \$20,000 (1100 lf) Landscape and irrigation allowance - \$65,000/ac Site Amenity Allowance - \$25,000 - \$35,000 Parking lot allowance - \$4,500/space
PR-11	Develop a community-wide trail network connecting key points of interest	12' wide concrete trail is generally \$1-million dollars per mile, assumes no land acquisition costs
PR-12	Develop shade within all parks	Shade structures (sails or structures) \$75,000 - \$150,000 per each Shade trees - \$600 - \$800 per each
PR-17	Provide system-wide consistent parks signage	Standardized Park System Sign - \$5,000 - \$15,000 per each (depending on complexity) Standardized Rule Sign - \$500 - \$1,000 per each
PR-18	Evaluate opportunities to provide a Regional Sports Complex	Sports Complex Master Plan via a consultant \$75,000 - \$100,000. Land acquisition costs - TBD Lighted youth field (225'-250' outfield) - \$250,000 to \$300,000 per field Lighted adult field (300' outfield) - \$300,000 to \$350,000 per field Stadium bleacher seating - \$100,000 per field Parking requirements for tournament play - 40 spaces per field (\$4,500/space) Restroom/Concession Bldg - \$350,000 - \$500,000 Professional services/survey/geotech - 18% of construction cost Contingency - 30%
PR-20	Improve Moultry Park	Pave park access road and parking lot - \$115,000 (roadbase with chip seal) (\$42/sy) New pre-fabricated restroom \$125,000 - \$150,000 (assume existing restroom is at the end of its service life) Shade Covering over basketball court - \$210,000 - \$230,000 Pavilion - \$120,000 - \$150,000 (ea) (including slab) Wifi Capability (TBD) Add solar pedestrian lights - \$3,500 - \$6,000 each New playscape, shade and fall surfacing - \$200,000 - \$300,000 (depending on complexity) (not recommended to reuse existing equipment) Develop unused property for sports fields - \$110,000 per acre. Remove and replace backstop - \$5000 Site furnishing allowance - \$10,000 - \$15,000

Action ID	Action Item	OPCC Narrative/Assumptions
PR-21	Improve skate park	Create paved parking area along Pine St - \$9,500 - \$12,000 (10 spaces, roadbase with chip seal) Upgrade existing skate ramps (requires further investigation) Shade pavilion - \$120,000 - \$150,000 Develop unused property for sports fields - \$110,000 per acre. Prefabricated restroom - \$125,000 - \$150,000 Loop trail - \$60,000 (6' conc. trail/1000 lf) Vegetative restoration - \$4.50 - \$7.00 per sf
PR-22	Improve Veterans Park	Memorial concept plan execution - \$75,000 - \$100,000 Add solar pedestrian lights - \$3,500 - \$6,000 each Exercise stations - \$30,000 - \$40,000 Renourish decomposed granite trail - \$40,000 - \$45,000 Add concrete containment band to either side of decomposed granite trail - \$25,000 - \$30,000 Upgrade pool area (requires further investigation) General beautification/landscaping - \$20,000 - \$25,000 (allowance) Community gardens - \$500/each (4' x 8' raised bed) Add public wifi (requires further investigation)
PR-23	Develop or support the development of a Community & Recreation Center in Rockdale	Facility Master Plan via a consultant \$75,000 - \$100,000.
PR-24	Evaluate opportunities to increase the use of technology at all City Parks	Data/IT consultanting \$25,000 - \$30,000. Staff hours to establish and maintain QR code system/programming content
PR-25	Improve Sumuel Park	Shade Covering over basketball court - \$120,000 - \$150,000 Add 3-4 additional parking spaces - \$13,500 - \$18,000 Add solar pedestrian lights - \$4,500 - \$6,000 each Vegetative restoration - \$4.50 - \$7.00 per sf

Action ID	Action Item	OPCC Narrative/Assumptions
PR -26	Improve George Hill Patterson Community Center Outdoor Space (please note that a plan was not available for the concept prepared, so these estimates are a based on the renderings provided, which adds some uncertainty)	Per concept by others: 6' concrete sidewalks - \$132,000 (~1650 lf) Signage package - \$35,000-\$50,000 (depending on complexity) Landscaping and irrigation allowance - \$165,000 (2.5 acres @ \$65,000/acre), does not cover the entire site Site Furnishing Allowance (4 picnic tables/11 benches) - \$45,000 - \$50,000 Bocce court - \$10,000 - \$15,000 each (depending on size) Horseshoe pits - \$500 - \$800 each Sand volleyball \$25,000 - \$35,000 each New playscape, shade and fall surfacing - \$150,000 - \$200,000 (depending on complexity) Pergola covered patio \$50 - \$75 S.F under cover Performance stage with pergola cover \$85 - \$100 S.F under cover (including slab) - Extended slab - \$12 - \$15 per S.F. Grass concert lawn - \$45,000 - \$55,000 (~16,000sf) Pavilion - \$120,000 - \$150,000 (including slab) Memorial/statue area (artwork not included) - \$50,000 - \$80,000 (allowance) Professional services/survey/geotech - 18% of construction cost Contingency - 50%
PR-27	Improve Post Oak Place Park	Site Amenity Allowance - \$10,000 - \$15,000 Loop trail - \$35,000 - \$40,000 (6' decomposed granite with containment bands)(800 lf)

APPENDIX E

GOALS AND

OBJECTIVES

GOAL 1: Enhance Community Resources & Quality Of Life

OBJECTIVES:

I. Preservation and Cultural Promotion

- A. Compile best practices for neighborhood preservation and attend relevant training sessions.
- B. Encourage cultural activities through funding support and public art programs.

II. Aesthetics and Sustainability

- A. Establish a street tree planting program and explore dark sky initiatives.
- B. Investigate incentives for enhancing building facades.

III. Infrastructure and Recreation

- A. Develop a comprehensive plan for facilities and services, focusing on libraries and parks.
- B. Seek grant funding for technology upgrades in libraries and promote community engagement through initiatives like book swaps.

IV. Park and Recreation Development

- A. Enhance parks with innovative features and expand amenities such as dog parks and trails.
- B. Foster recreational programs through partnerships and assess the feasibility of a competitive aquatic center.
- C. Preserve drainage corridors for green spaces and consider water features in parks.
- D. Research sports tourism and potential sponsors for a major sports complex.

V. Library Services Expansion

- A. Extend library hours and ensure staffing for increased services and programs.

Sub-Goal: Historical Preservation

VI. Historic Resource Preservation

- A. Maintain an inventory of significant properties and explore preservation grants.
- B. Prioritize the preservation of historical landmarks and develop design guidelines.
- C. Identify additional properties for protection and seek Certified Local Government status.

VII. ALCOA History Museum Investigation

- A. Explore the feasibility of establishing a museum to celebrate ALCOA's historical contributions.

GOAL 2: Stimulate Economic Growth & Business Development

OBJECTIVES

I. Strategic Initiatives

- A. Launch a "buy local" campaign and collaborate with the MDD on business incentives.

II. Expansion of Tax Base and Job Opportunities

- A. Expand economic growth opportunities through tourism to increase the tax base and job opportunities.

III. Strategic Business Attraction and Development

- A. Market to boutique businesses and foster collaboration with the local school district for business incubation.
- B. Conduct studies to identify strategic business opportunities and invest in arts and entertainment assets.
- C. Collaborate with the MDD to support initiatives for expanding and diversifying the local business community.

GOAL 3: Promote Quality Development (Residential & Non-Residential)

OBJECTIVES

I. Effective Land Development Ordinances

- A. Identify and implement best practices from communities such as Georgetown and Hutto to craft suitable ordinances for Rockdale.

II. Property Maintenance Standards Review

- A. Enforce noise, high grass, weeds, and trash regulations rigorously.
- B. Evaluate and streamline procedures for handling substandard structures.
- C. Utilize state laws and coordinate with the county for enhanced enforcement.

III. Future Land Use Map Development

- A. Preserve single-family neighborhoods and designate land for industrial and distribution uses near transportation facilities.
- B. Reserve land for future transportation rights-of-way and ensure appropriate transitions between land uses.

IV. Promotion of Infill Development

- A. Offer incentives such as reduced planning and permit fees for residential and commercial projects in designated areas.
- B. Consider implementing impact assessment fees to ensure developers bear the costs of infrastructure required for their developments.

V. Neighborhood Development

- A. Promote the creation of safe and defined neighborhoods with updated building codes and zoning standards.
- B. Enforce standards and master planning criteria for new subdivisions to improve the quality of life.

VI. Enhanced Code Enforcement

- A. Utilize commissions and enforce current codes with emphasis on property maintenance.
- B. Maintain an active code log and employ proactive enforcement measures.
- C. Hire dedicated code enforcement professionals and incentivize the productive use of vacant commercial properties.

VII. Floodplain Management

- A. Adopt a "no adverse impact" approach and preserve drainage corridors for parks and trails.
- B. Investigate opportunities for parks and trails in floodplain areas and budget for updated floodplain maps.

GOAL 4: Cultivate a Vibrant, Economically-Productive, and Diversified Downtown

OBJECTIVES

I. Arts District Implementation

- A. Collaborate with the Vision Historic Preservation Foundation to establish an artists' haven downtown.
- B. Incorporate the library as a central asset in downtown arts and entertainment initiatives.
- C. Explore collaboration for murals and artwork in local parks.
- D. Implement storyboards and historic markers to showcase local history within parks.

II. Market Study and Business Development

- A. Investigate participation in the Texas Main Street Program and conduct a downtown market study.
- B. Engage craft brewers to gauge interest in establishing local brew pubs.
- C. Explore the concept of an open container district to enhance the downtown experience.
- D. Collaborate with the MDD to attract boutique and destination businesses.

III. Enhance Community Connectivity and Accessibility

- A. Support downtown redevelopment into a mixed-use business center.
- B. Explore options for integrating housing with retail spaces in downtown areas.
- C. Implement proactive code enforcement in downtown areas, focusing on issues like high grass and overgrown curbs.
- D. Research communities with districts allowing golf carts on roads and assess feasibility.
- E. Encourage restaurants to offer outdoor seating with live entertainment to enhance community engagement.

GOAL 5: Infrastructure For Future Development

OBJECTIVES

- I. Ensure Nonresidential Development Consistency**
 - A. Create a comprehensive guide for nonresidential development processes.
 - B. Adopt the most recent ICC building codes and NEC electrical code to ensure consistency and safety.
 - C. Maintain consistent plan review times of seven days or less to streamline development processes.
 - D. Map the size and location of city infrastructure to aid developers in project planning.
- II. Expand Utility Services**
 - A. Support broadband initiatives to ensure high-speed internet accessibility throughout Rockdale.
 - B. Extend the City's Certificate of Convenience and Necessity to expand the water customer base where feasible.
 - C. Establish utility rates both inside and outside city limits to ensure equitable service provision.
 - D. Adopt cost-sharing criteria for oversizing utilities to manage development costs effectively.
- III. Establish Transparent Fee Structures**
 - A. Prepare annual adjustments to water and sewer rates to reflect necessary costs accurately.
 - B. Conduct cost analyses for per-linear-foot extensions to establish fair fee structures.
- IV. Expand Water and Wastewater Access**
 - A. Amend ordinances to allow for in and out of City utility service, expanding access to underserved areas.
 - B. Identify areas with potential growth for water and sewer service expansion.
- V. Facilitate Strategic Infrastructure Expansion**
 - A. Utilize existing engineering studies for service extensions, particularly in the northwest portion of town.
- VI. Ensure Equitable Development Policies**
 - A. Ensure ordinances specify cost-sharing according to legal requirements and adopt appropriate templates.
 - B. Identify gaps in park coverage for new locations to ensure equitable access to recreational spaces.
- VII. Implement Sustainable Infrastructure Policies**
 - A. Establish a comprehensive Capital Improvement Program to guide sustainable infrastructure development.
 - B. Conduct annual evaluations of the Capital Improvement Program to adapt to changing needs and funding.
 - C. Adopt ICC energy codes to promote energy-efficient residential construction.
 - D. Increase awareness of available incentives for energy-efficient construction, including financial incentives and adherence to efficiency standards.

VIII. Ensure Balanced Zoning

- A. Collect data on current land use and zoning to inform balanced zoning decisions.
- B. Create and update the future land use map to guide zoning decisions.
- C. Encourage the sale of vacant commercial structures by implementing an annual registration requirement.

IX. Preserve Residential Quality Amidst Commercial Growth

- A. Maintain a digitized GIS system to provide accurate data for development planning.
- B. Utilize planned unit development to foster commercial growth while preserving residential quality.
- C. Establish an allowed use table to regulate businesses in lighter-zoned areas effectively.
- D. Implement physical buffers between residential and nonresidential areas to mitigate potential conflicts.

A NOTE ON CAPITAL IMPROVEMENT PROGRAMMING

The City aims to implement a structured 5-Year Capital Improvements Program and Annual Capital Budget to effectively coordinate the timing and prioritize the construction and redevelopment of public facilities in alignment with the Comprehensive Plan. This initiative seeks to safeguard existing investments in facilities while facilitating orderly growth.

Under this plan, the City requires the construction and redevelopment of public facilities to address deficiencies, support future growth, and replace outdated infrastructure, as outlined in the Comprehensive Plan. The inclusion of projects in the 5-Year Schedule necessitates evaluation by the Capital Improvements Program Review Committee to assess capital requests, ensure alignment with the strategic plan, and present a final list of recommended projects for approval from the Planning Commission and City. Efforts are also made to ensure that future development contributes fairly to the costs of public facility improvements, through impact assessments and fees. Furthermore, development permit decisions rely on the coordination of development requirements, land regulations, and the availability of necessary public facilities. This is supported by establishing Level of Service (LOS) standards for key public facilities.

GOAL 6: Develop And Maintain Safe & Efficient Transportation

OBJECTIVES

I. Promote Walkable Environments and Alternative Transportation

- A. Implement recommendations from the East Cameron Corridor Study to enhance linkages within and through eastern Rockdale.
- B. Enforce sidewalk and trail construction during platting to promote walkability.
- C. Review the suitability of Ham Branch creek corridors for trails to expand alternative transportation options.
- D. Implement bike paths where feasible to encourage alternative modes of transportation.
- E. Investigate more integrated transportation options such as ride-sharing and bike rentals to reduce reliance on passenger cars.

II. Develop and Maintain Arterial and Collector Streets

- A. Create a Master Street Plan properly noted for street category and traffic movement to guide development.
- B. Review subdivision design criteria to ensure appropriate construction standards for all streets.
- C. Investigate traditional neighborhood design for more pedestrian-friendly transportation systems.

III. Upgrade Street Infrastructure

- A. Evaluate existing street construction to determine necessary widening or narrowing to meet current design criteria.

IV. Ensure Effective Street Maintenance

- A. Establish a Capital Improvement Program (CIP) that includes street maintenance for long-term durability.
- B. Annually evaluate the CIP for changing needs and funding to ensure effective street maintenance.

V. Develop H. H. Coffield Airport

- A. Seek annual TxDOT Aviation RAMP grants for airport development and maintenance.
- B. Work with area pilots to assess changing aviation needs for the airport.
- C. Investigate the possibility of runway expansion beyond 3,000 LF to accommodate growing demands.
- D. Maintain the airport to FAA standards wherever feasible to ensure safety and compliance.
- E. Consider acquiring property and developing City-owned hangars, parking spaces, and transient facilities.
- F. Collaborate with Sandow Lakes Ranch on aviation needs in the area to enhance overall aviation infrastructure.

GOAL 7: Support Public Service Excellence and Fiscal Responsibility

OBJECTIVES

I. Make Local Taxes and Services Competitive

- A. Pay down current debt to improve financial stability and reduce reliance on borrowing.
- B. Move towards a "pay as you go" model for projects to minimize long-term debt obligations.
- C. Evaluate partnering with the private sector for services like a sports complex to enhance efficiency and effectiveness.
- D. Work with local civic organizations to enhance services at low or no cost through community partnerships.

II. Expand City Utility Services

- A. Create a utility extension map to identify areas for expansion and development.
- B. Identify utility extension funding through budget allocation and the Capital Improvements Program to support expansion efforts.

III. Enhance Information Accessibility

- A. Update the City website to provide citizens with easy access to essential information and resources.
- B. Map all park locations by local, community, or regional designation to improve accessibility and awareness.
- C. Maintain a list of parks and their maintenance needs to prioritize resources and ensure upkeep.

IV. Ensure Sufficient Public Safety Staffing

- A. Staff sworn patrol officers at a ratio of 2 officers per 1,000 population to ensure adequate coverage.
- B. Staff civilian support staff at a ratio of 1.4 persons per 1,000 population to support operational needs.
- C. Provide a community services officer responsible for outreach efforts to enhance community involvement in public safety.
- D. Investigate the feasibility of bike patrol officers for community policing and enhanced mobility.
- E. Grow the canine program to have a canine on each shift to enhance detection and deterrence capabilities.
- F. Grow criminal investigation capabilities to enhance crime-solving and prevention efforts. Investigate centralized dispatch for more efficient and streamlined public safety service delivery.

V. Explore Centralized Public Safety Facility Options

- A. Review potential sites for a new centralized public safety facility to ensure strategic location and accessibility.
- B. Determine adequate sizing for a facility through professional study to accommodate current and future needs effectively.

Goal 8: Attract & Maintain a Competitive Workforce

OBJECTIVES

I. Foster a Competitive and Educated Workforce for Economic Growth

- A. Support efforts by the MDD to increase the local workforce, fostering economic growth.
- B. Collaborate with the Texas Workforce Commission to develop locally needed job skills, aligning workforce development with industry demands.
- C. Collaborate with Rockdale Independent School District (RISD), Temple College, and local businesses to develop workforce training programs tailored to local industry needs.
- D. Aggressively pursue industry recruitment and expansion efforts to create job opportunities and enhance economic vitality.
- E. Participate with the MDD in growth incentives where appropriate to stimulate economic development and attract skilled workers.
- F. Collaborate with Rockdale Independent School District to develop adult education programs and certifications, providing opportunities for lifelong learning and skill development.

II. Develop Accurate Planning Basis through Population Modeling

- A. Provide annual demographics updates to the City Council to inform planning decisions and strategies.
- B. Provide updates on regional growth rates to the City Council to ensure accurate forecasting and planning for future workforce needs.

GOAL 9: Support a Variety of Housing

OBJECTIVES

- I. Accommodate Diverse Housing Options for Residents of All Income Levels**
 - A. Measure the percentage of varying residential zoning designations to accommodate diverse housing options.
 - B. Amend current zoning designations to allow for smaller lot developments, increasing housing diversity.
 - C. Use Planned Unit Developments where needed for larger scale developments to promote diverse housing options.
- II. Encourage Residential Development within Areas with Adequate Public Facilities**
 - A. Measure the number of permits within SE Rockdale to encourage residential development in areas with adequate public facilities.
 - B. Map all vacant residential property and City infrastructure to identify areas suitable for residential development.
- III. Promote Mixed-Use Development**
 - A. Measure the presence of mixed-use development neighborhoods to promote housing diversity.
 - B. Support neighborhood retail to reduce car reliance for minor trips, enhancing mixed-use development.
 - C. Use Planned Unit Developments for mixed-use neighborhoods to encourage diverse housing and commercial integration.
 - D. Investigate additional zoning flexibility for neighborhood development to promote mixed-use development.

