

# WHY ARE WE HERE?

Round Rock adopted the 2010 *Downtown Master Plan* as a design and policy strategy:

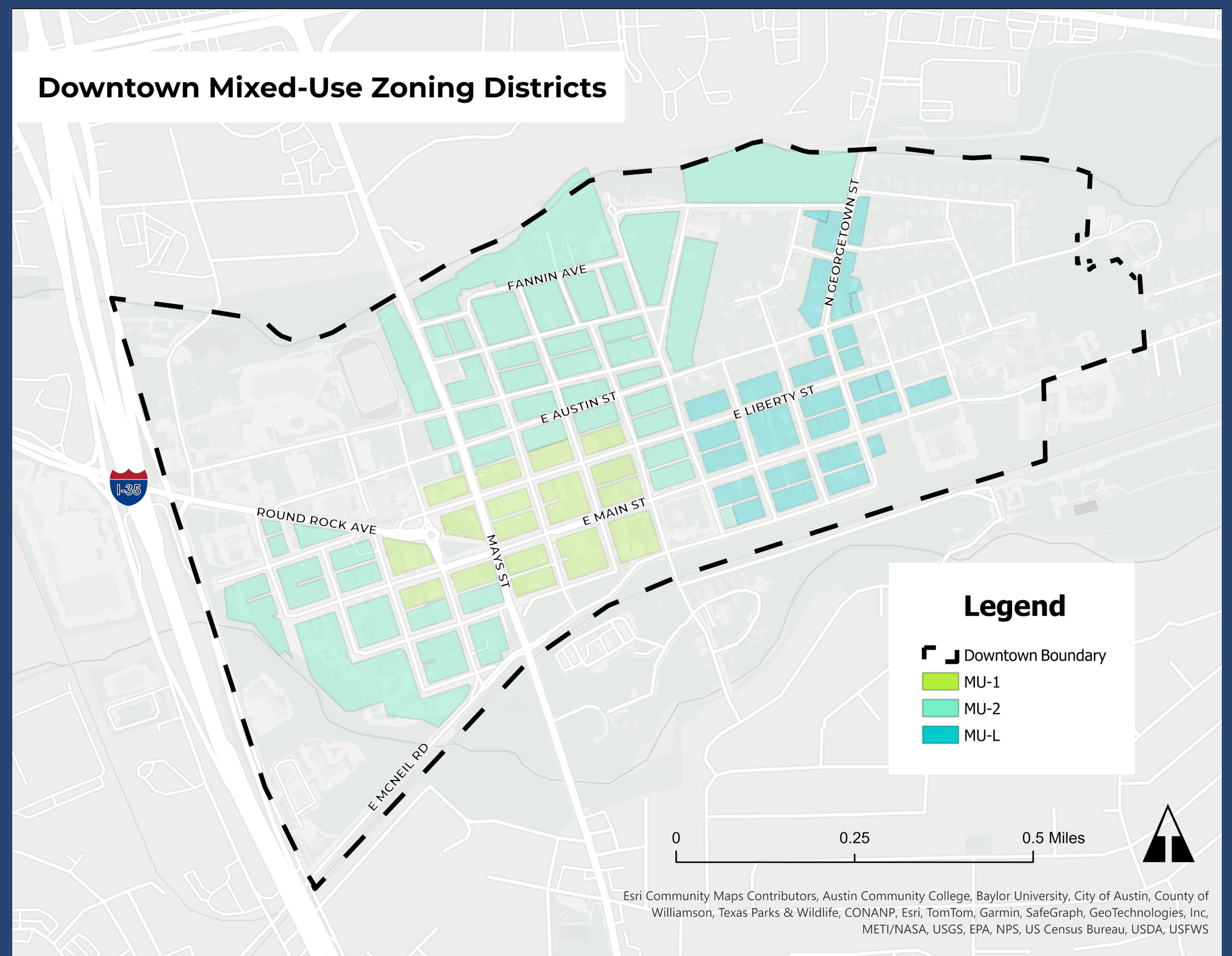
***Thriving town center featuring a viable mix of retail, dining, entertainment, residential and public spaces, in a walkable and historically sensitive environment.***

In 2013, Round Rock adopted three (3) downtown mixed-use zoning districts:

**MU-1: Mixed-Use Historic Commercial Core**

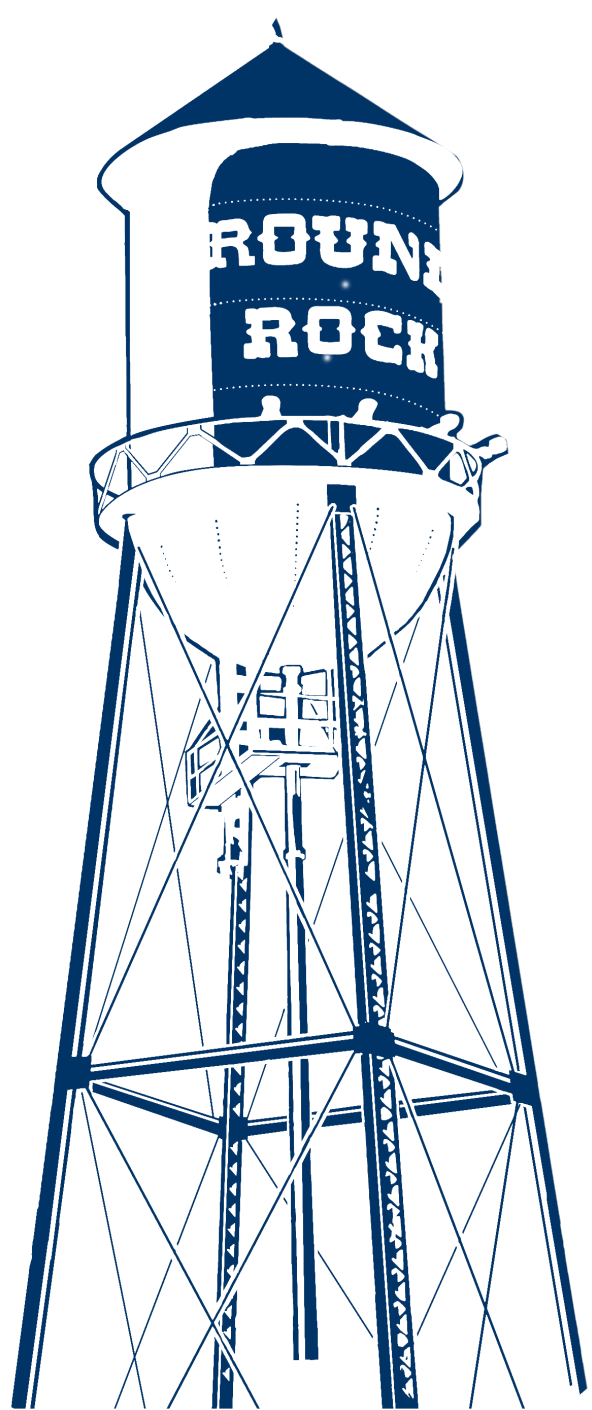
**MU-2: Mixed-Use Downtown Medium Density**

**MU-L: Mixed-Use Limited**



The downtown mixed-use zoning districts have not been reevaluated since their adoption in 2013, but Round Rock has continued to grow and change!

## Downtown Mixed-Use Zoning Project



In 2010, the City of Round Rock's population was 99,887.

Today, the City of Round Rock's population has grown to over 136,000 (October 2024).

**The City is reevaluating its downtown mixed-use zoning districts to ensure they meet the needs and preferences of the Round Rock community and the market TODAY.**



# HOW DID WE GET HERE?

2010

*Downtown Master Plan* adopted; Historic resource survey completed.

2013

Downtown mixed-use districts adopted.

2016

MU-2 amended to increase building height west of Mays Street with a maximum of 8 stories.

2017

Mays Street Gateway features; MU-1 amended to establish downtown bar cap, twelve (12).

2018

Round Rock Development Code adopted; Single-Family - Downtown (SF-D) District adopted to allow property owners to renovate or rebuild non-conforming homes in east downtown and establish architectural standards to protect historic character.

2019

Noise Ordinance Amendment to balance an active downtown with live music with quality of life for downtown residents.

2020

*Round Rock 2030* adopted; Includes a **Downtown Policy** to manage and guide the revitalization of downtown as a safe and pedestrian-friendly community destination for all. Select **Implementation Strategies**:

- 1,000 dwelling units within one-quarter mile of Main Street
- Evaluate downtown mixed-use districts to ensure they continue to be suitable as downtown redevelops
- Redevelop site around Water Tower
- Balance residential and business uses downtown; encourage compatibility and prevent clustering of one commercial use
- Attract diverse retail downtown
- Improve downtown pedestrian experience

2022

MU-1 downtown bar cap lowered to eleven (11), the number of bars downtown at the time of the ordinance, to encourage a greater variety of commercial uses in future development.

2023

Single-family plat exemption adopted to reduce barriers to housing development downtown.

NOW

Reevaluate downtown mixed-use zoning districts to ensure they meet the needs and preferences of Round Rock today.



# DOWNTOWN PUBLIC INVESTMENT

## Total Public Investment = \$228 Million\* (October 2024)

- 2003 McConico Building on Bagdad Avenue
- 2006 Allen R. Baca Center on Bagdad Avenue
- 2007 Fire Station No. 2 at Blair Street and Bagdad Street
- 2009 Sidewalk construction and repaving on Austin Avenue and Liberty Avenue from Mays Street to Nelson Street
- 2011 Round Rock Transit Center  
Prete Plaza
- 2012 Streetscape improvements on West Main Street
- 2013 Centennial Plaza  
Streetscape improvements on Brown Street
- 2014 Streetscape improvements on San Saba Street and West Liberty Avenue
- 2016 Streetscape improvements along Mays Street and Main Street  
Installation of roundabout on Round Rock Avenue  
Mays Street gateway signage and improvements to the Immortal Ten Bridge
- 2017 Streetscape improvements on Blair Street and Bagdad Avenue
- 2019 Downtown Water Tower improvements
- 2020 Downtown Parklets on East Main Street from Mays Street to Sheppard Street
- 2022 Road reconstruction and streetscape improvements along Lampasas Street, Sheppard Street, Liberty Avenue and Austin Avenue
- 2023 New Round Rock Public Library

\*Smaller utility, road and facility improvements may not be listed separately; however, costs are incorporated into the total investment amount.

## Upcoming Public Projects

### Heritage Trail West



### Griffith Building



### Paseo



### Town Green Project



### Downtown Park



Scan to view StoryMap  
Creating a  
Thriving  
Town  
Center



# REZONINGS SINCE MIXED-USE ADOPTION (2013)

## Planned Unit Developments (PUDs)

A PUD is a site-specific zoning district tailored to a specific location and use(s). PUDs allow greater flexibility, but the development quality must be equal to or better than what would be required by standard zoning. PUD agreements are adopted as amendments to the Zoning Ordinance and transfer to subsequent property owners just like any other zoning district.

### The following PUDs feature special standards that could not be accommodated by the original zoning district.

#151 Swallow Wines (2024):	Wine tasting room; formerly MU-2
#141 Main Street Townhomes (2022):	Townhomes; formerly C-1 and SF-2
#136 City Centre III (2022):	High-density multifamily; formerly C-1
#123 615 Pecan Ave (2020):	Subdivided property with increased density
#115 Woodbine Mansion (2018):	Event center; formerly MU-L
#110 Depot Townhomes (2017):	High-density townhomes with increased height; formerly MU-1
#99 Mays St. Wine Bar (2015):	Wine bar; formerly MU-2
#94 Spring Street Townhomes (2012):	Townhomes; formerly SF-2
#92 Felder Tract (2012):	Mixed-use development; formerly SF-2
#88 Round Rock Community Foundation (2011):	Public Facilities; formerly SF-2 and C-1

## Rezoning

A rezoning amends the official zoning map to confirm or acknowledge changed or changing conditions in a particular area, or to extend the boundary of an existing zoning district. Zoning amendments must be consistent with the general plan and compatible with the present zoning, conforming uses of nearby properties, and the character of the neighborhood. The site must be suitable for the proposed use, with adequate water, wastewater, and stormwater facilities.

### The following properties were rezoned to accommodate elements not supported by the original zoning.

406 N Lee Street (2013):	Office; from SF-2 to C-2
202 and 204 W Austin Avenue (2013):	Moderate density; from SF-2 to OF-1
107 S Lewis Street (2020):	Multi-unit structure with multiple primary entrances; from MU-L to MU-2

#### Zoning District Key

SF- 2 - Single-Family, Standard Lot | C-1 - General Commercial | C-2 Local Commercial | OF-1 - General Office

MU-1 - Mixed-Use Historic Commercial Core | MU-2 - Mixed-Use Downtown Medium Density | MU-L - Mixed-Use Limited



# CURRENT MIXED-USE DISTRICT SUMMARIES

## MU-1 - MIXED-USE HISTORIC COMMERCIAL CORE

### Purpose:

- Mixed land uses with low to moderate density commercial development and limited residential uses in a historic area.
- Complementary commercial uses in the same building, on the same site, or in the same block with limited residential on upper stories or as live/work units, creating an active and pedestrian-friendly streetscape.
- High-quality construction and development that fits the proportions and functional characteristics of a mixed-use district with a traditional block structure.

### Key Standards:

- Primary uses are retail, restaurant, and entertainment; limited residential and office on upper floors.
- Maximum building height 3 stories (2 stories for historic buildings).

## MU-2 - MIXED-USE DOWNTOWN MEDIUM DENSITY

### Purpose:

- Moderate density residential development combined with moderate density commercial development.
- High-quality construction and development that fits the proportions and functional characteristics of a mixed-use district with a traditional block structure.

### Key Standards:

- A wider variety of building types
- Combinations of commercial, office, and residential uses with many housing types, including apartments, houses, live-work spaces, and accessory units. Bars are not permitted.
- 0ft to 10ft setbacks for new development to encourage active street interface.
- 4, 6, or 8 stories allowed west of Mays Street approaching IH-35; maximum of 3 stories east of Mays Street.
- Stricter standards for commercial uses to ensure compatibility with residential uses.

## MU-L - MIXED-USE LIMITED

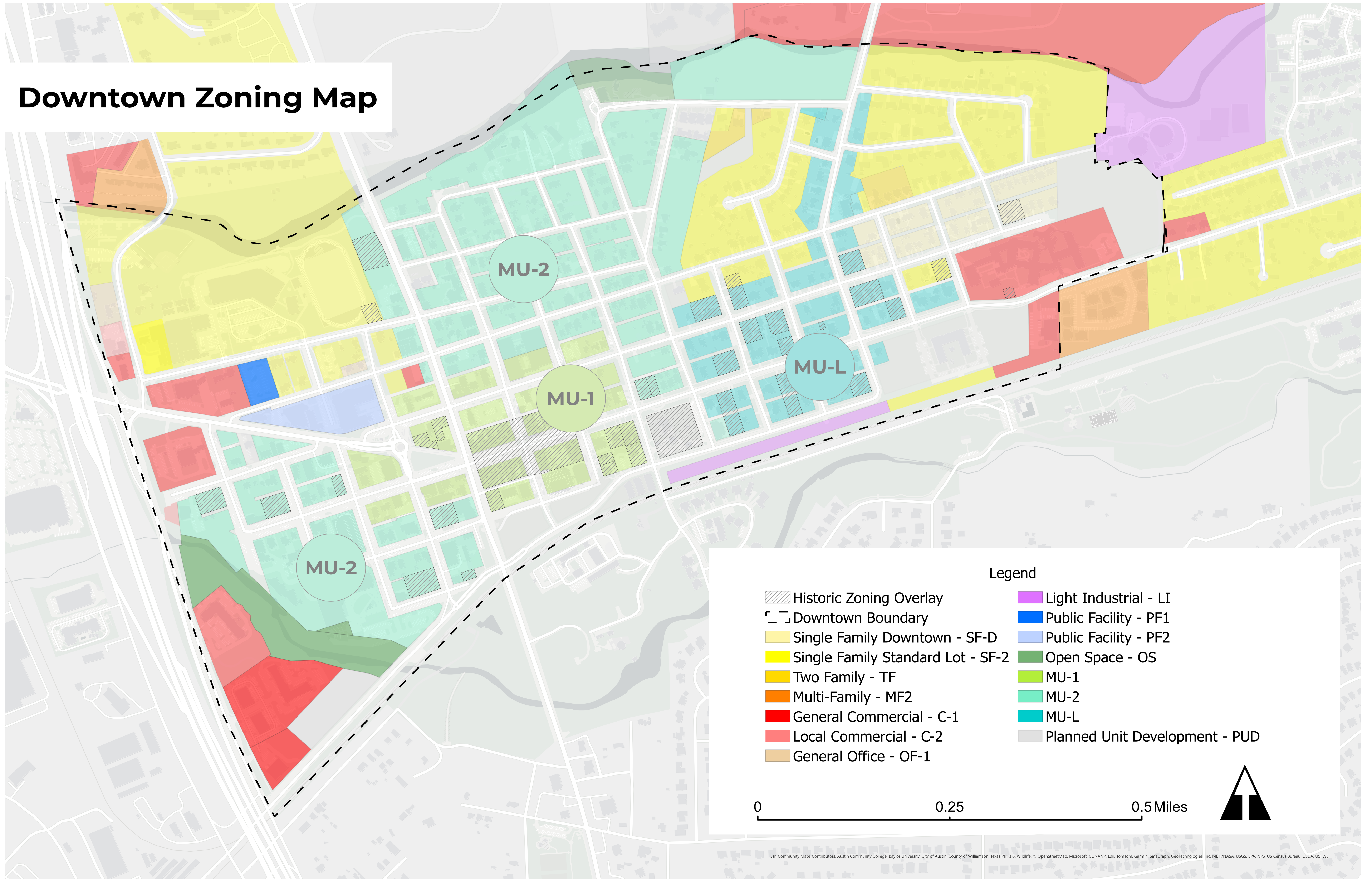
### Purpose:

- Residential and limited commercial uses in structures that are single-family residential in style.

### Key Standards:

- A variety of residential uses and limited commercial and office uses.
- Contextual design and setbacks with limited non-residential uses.
- New construction must meet Historic Design Guidelines.

# Downtown Zoning Map



# HISTORIC PRESERVATION CONSIDERATIONS

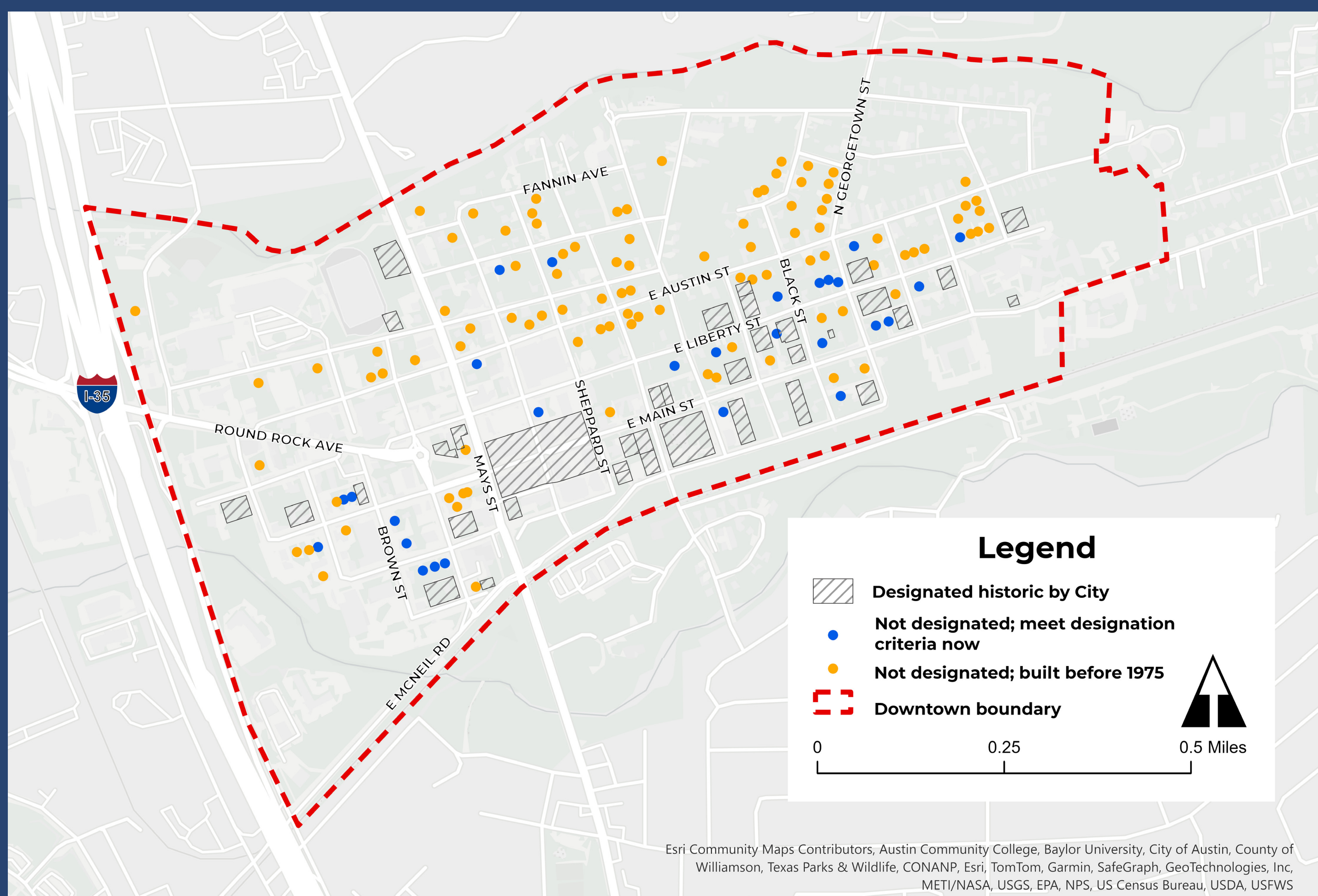
## Historic Properties Downtown:

- 24 historic structures in the National Register District (NRD) that covers the 100 and 200 block of East Main Street
- 31 individually-designated historic landmarks in downtown outside of the NRD
- 125 undesignated properties older than 50 years that could be eligible for designation
  - 28 of these properties meet the criteria for historic designation without needing additional research



## Map of Downtown Historic & Properties Built Before 1975

Designated and undesignated properties older than 50 years, the threshold for designation eligibility



# DOWNTOWN BUSINESS SURVEY RESULTS

## Survey Summary:

- Responses collected in September 2024
- Sent to downtown businesses
- Response rate = 28.5%

## 1. Why did you locate your business downtown? Top 3:

- 49%: Access to amenities and city services
- 26%: Historic character and charm of downtown buildings
- 14%: Walkability and pedestrian activity
- Other: Growing community, recent improvements, and heart of city

## 2. What do you enjoy about being downtown? Top 4:

- 37%: Access to amenities and city services
- 16% (tied): Walkability and pedestrian activity, proximity to events and downtown programming, and atmosphere and sense of place
- Other: Historic charm, sense of community, and recent improvements

## 3. Is anything missing from downtown that would help your business thrive? Top 2:

- 34%: Parking
- 26%: Diverse retail and dining options; 16% mention wanting fewer bars
- Other: Residential development, events, diverse events and cultural programming, and public safety

## 4. Would you be in favor of the City allowing taller buildings in certain parts of downtown? Why or why not?

### 69% Positive:

- Drives economic development
- Increases density and pedestrian activities
- Okay depending on location; outside of historic core
- Okay if protect view corridors for landmarks (Water Tower, Historic District, etc.)
- Okay if buildings have mixture of uses

### 31% Negative, because:

- Negative impacts on historic character
- Diminish “small town” feel
- Unattractive architecture
- Increased traffic

## 5. What would further improve downtown public spaces? Top 3:

- 32%: Parking
- 24%: Infrastructure improvements (sidewalks, lighting, and public restrooms)
- 11%: Litter cleanup
- Other: Diverse businesses, greenspace, pedestrian improvements (walkability and shade), residential and mixed-use development, fewer bars, and increased public safety

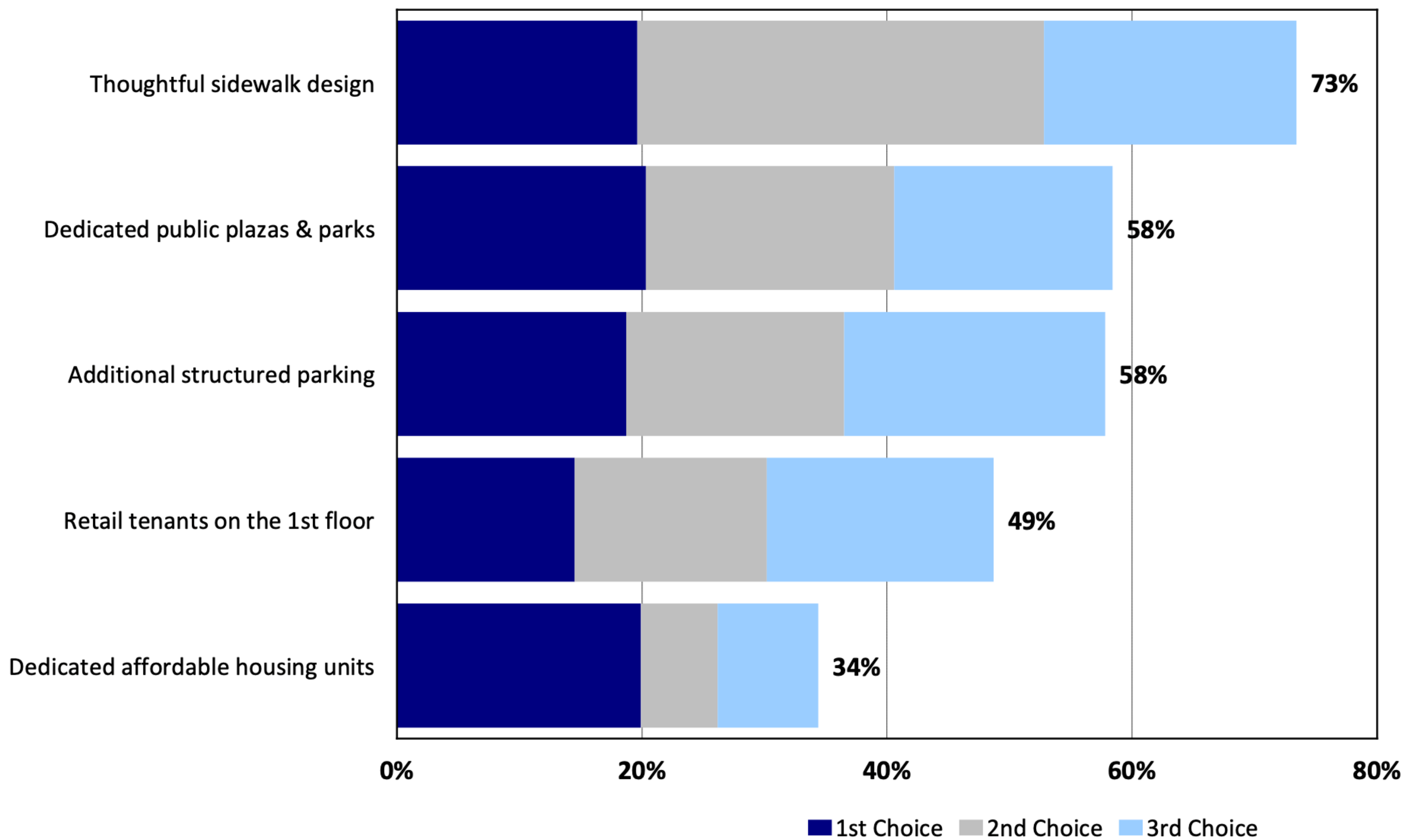




# 2024 ROUND ROCK COMMUNITY SURVEY

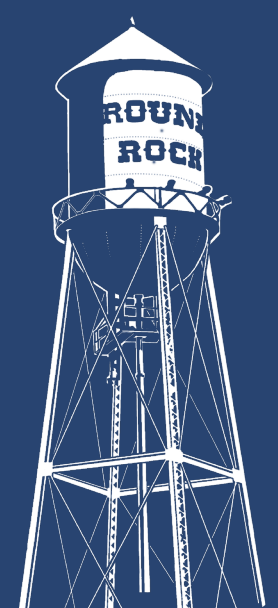
The biennial city-wide sample survey examines whether the City's priorities are aligned with the needs of residents. Responses inform decisions that affect a wide range of City services. Below are results for downtown questions only.

***The City is exploring allowing buildings taller than 3 stories in various areas within Downtown, with an emphasis near major corridors. Which THREE elements listed below would you MOST like to see included in these higher-density projects?***



***In past surveys, Round Rock residents identified downtown as a favorite place. What would further improve downtown? Below are themes from survey responses.***

- Enhance public spaces and green areas
  - Make spaces more vibrant and family-friendly
- Improve walkability, bikeability, and accessibility
  - Install more benches, shade structures, and lighting to encourage foot traffic
- Foster a diverse mix of businesses and amenities
  - Attract day-time businesses that reflect the local character and draw patrons
- Activate the area with events and programming
  - Increase frequency of events to maintain lively feel
- Strengthen the area's historic and cultural identity
  - Highlight local history and promote activities that foster community pride
- Improve parking and traffic flow
  - Develop smart parking solutions and improve connections into downtown
- Promote safety and cleanliness
  - Ensure clean public spaces and sense of safety



# WHAT'S NEXT?



## Stay Involved!

Project updates posted:  
[www.roundrocktexas.com/downtownzoning](http://www.roundrocktexas.com/downtownzoning)

Questions? Email:  
[downtownzoning@roundrocktexas.gov](mailto:downtownzoning@roundrocktexas.gov)



# WHAT COMMENTS DO YOU HAVE?

