



ROCKPORT
STRONG

The logo features the words "ROCKPORT" and "STRONG" in a bold, sans-serif font. The letters are filled with various colorful illustrations: a fish, a star, a sun, a guitar, a bird, and a hummingbird. The background of the logo is white, and it is set against a vertical striped border on the left side of the slide, with colors including maroon, orange, yellow, light blue, lime green, red, and purple.

CITY OF ROCKPORT
COMPREHENSIVE PLAN
2020 -2040

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City of Rockport

City Council
February 25, 2020

Presentation Outline

What is a comprehensive plan?

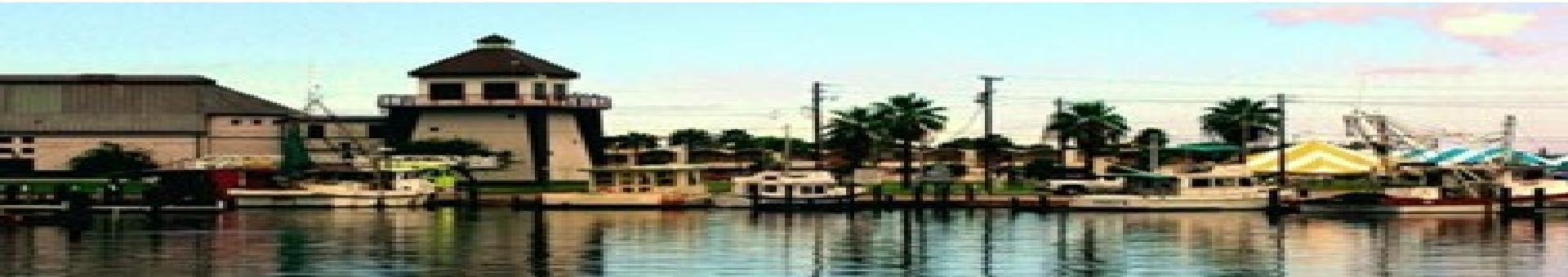
What did previous plans look like?

What does this plan entail?

What will result from the plan?

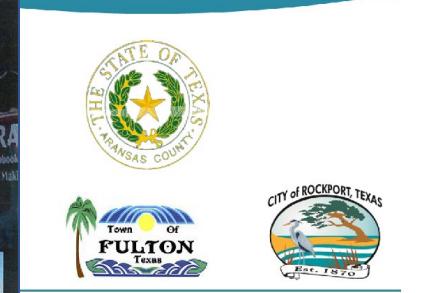
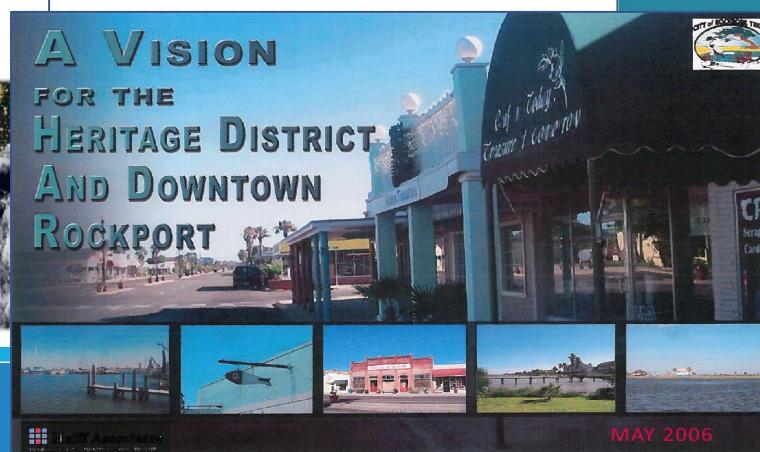
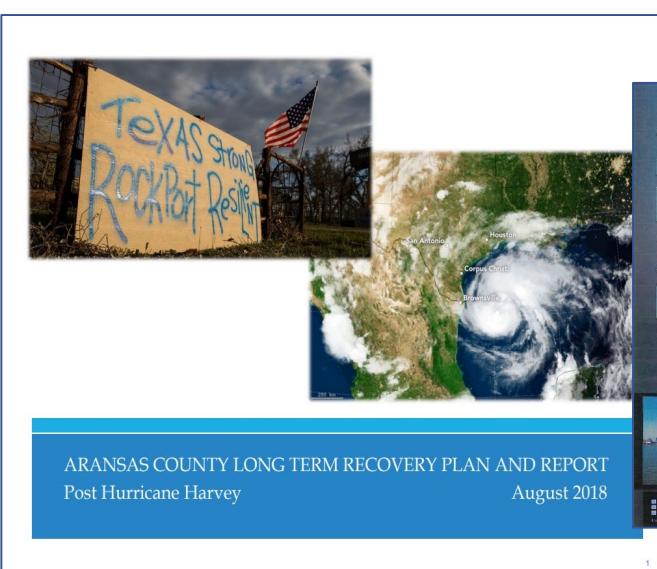
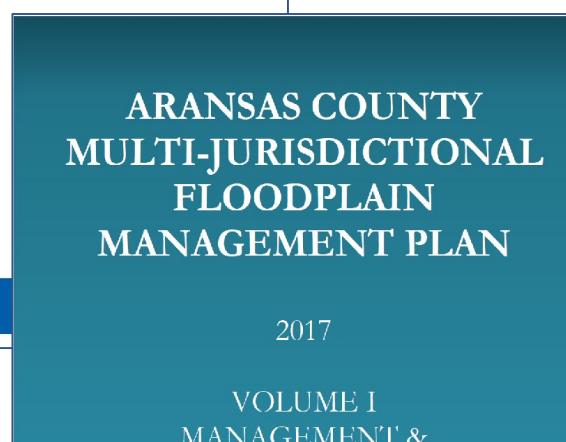
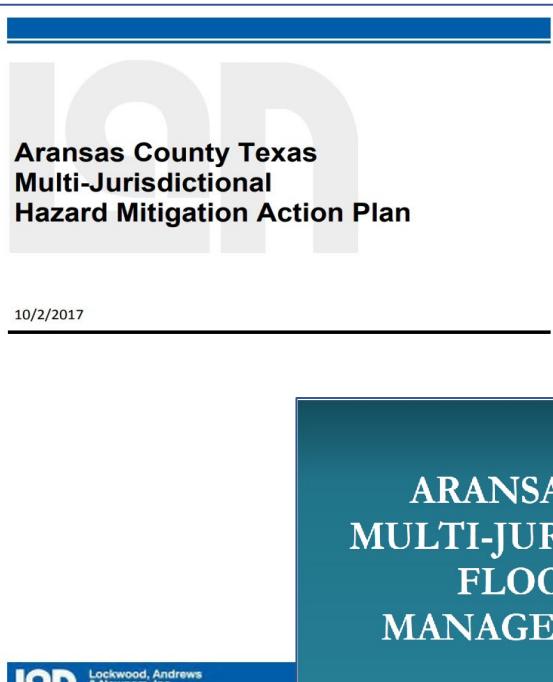
What's a comprehensive plan?

- A comprehensive plan is a guiding document with a vision for the future of the community with long-range goals and objective on how to achieve the vision
- Zoning regulations shall be in accordance to the comprehensive plan (TLGC 211.004)
- Typically consists of following elements:
 - Community Profile/Demographics
 - Current Land Use Map
 - Future Land Use Map
 - Can also include: economic development, housing, central business district, street, water, wastewater, drainage, parks, capital improvements, etc.

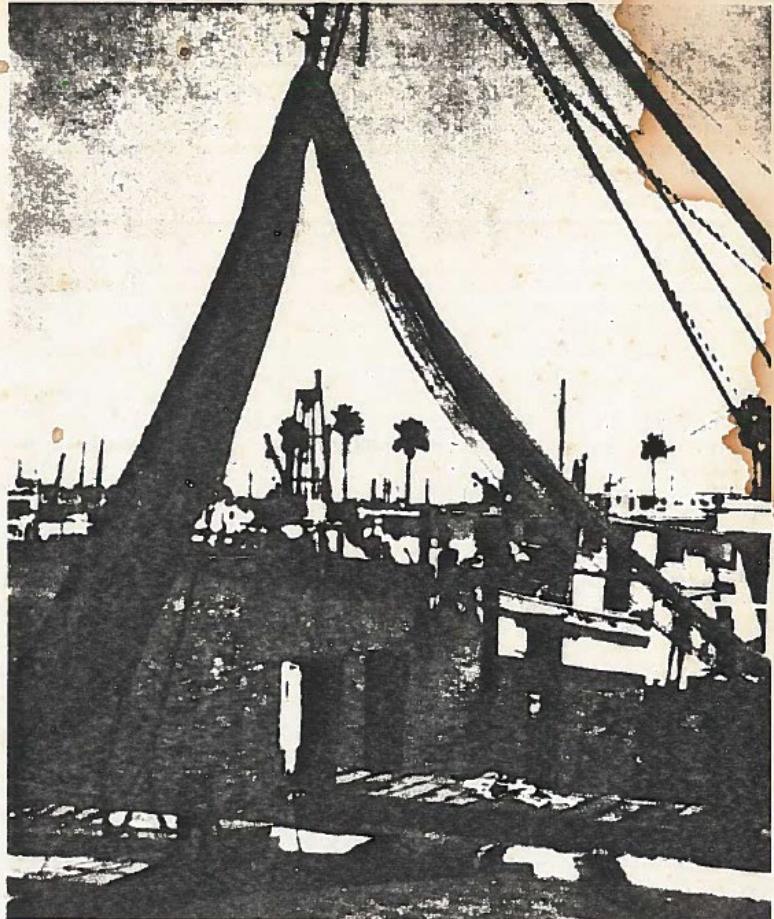


Current Plans

- 1999 Comprehensive Plan
- Downtown Master Plan
- Floodplain Management Plan
- Hazard Mitigation Plan
- Long-Term Recovery Plan
- Utilities Master Plan
- Drainage Master Plan



Plans of the Past



COMPREHENSIVE PLAN
ROCKPORT, TEXAS

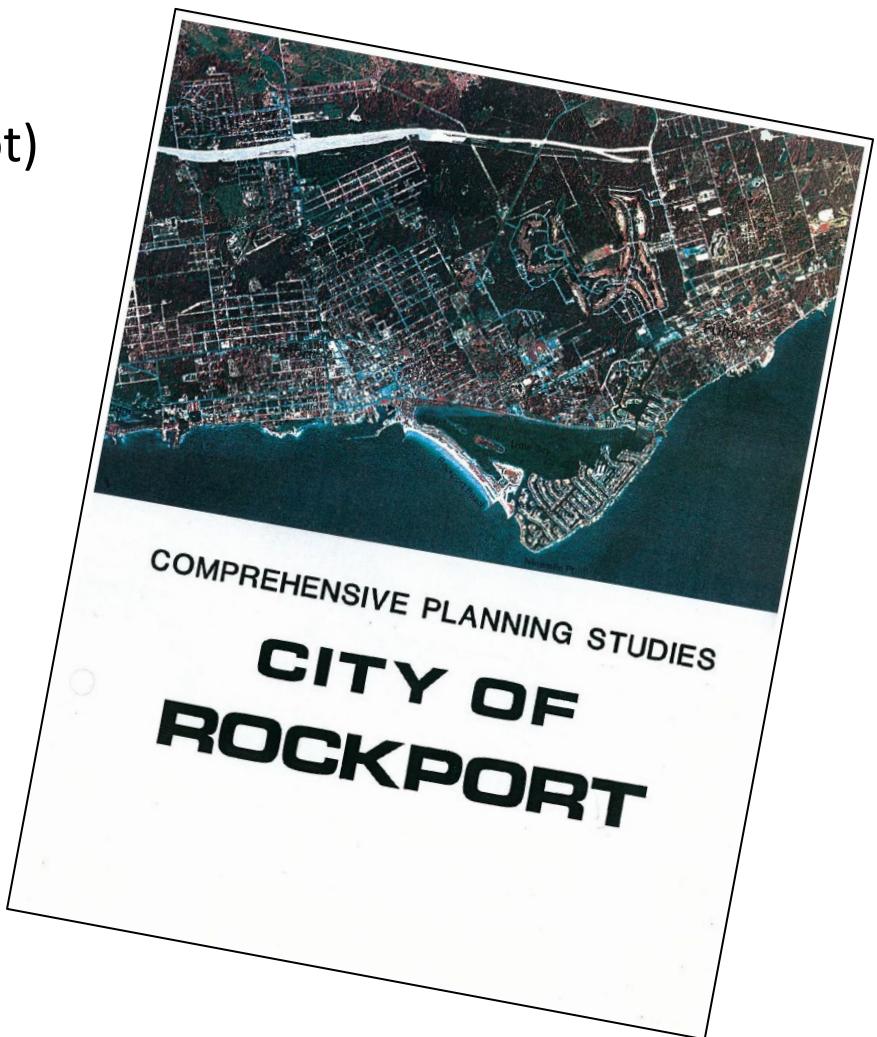


COMPREHENSIVE PLANNING STUDIES

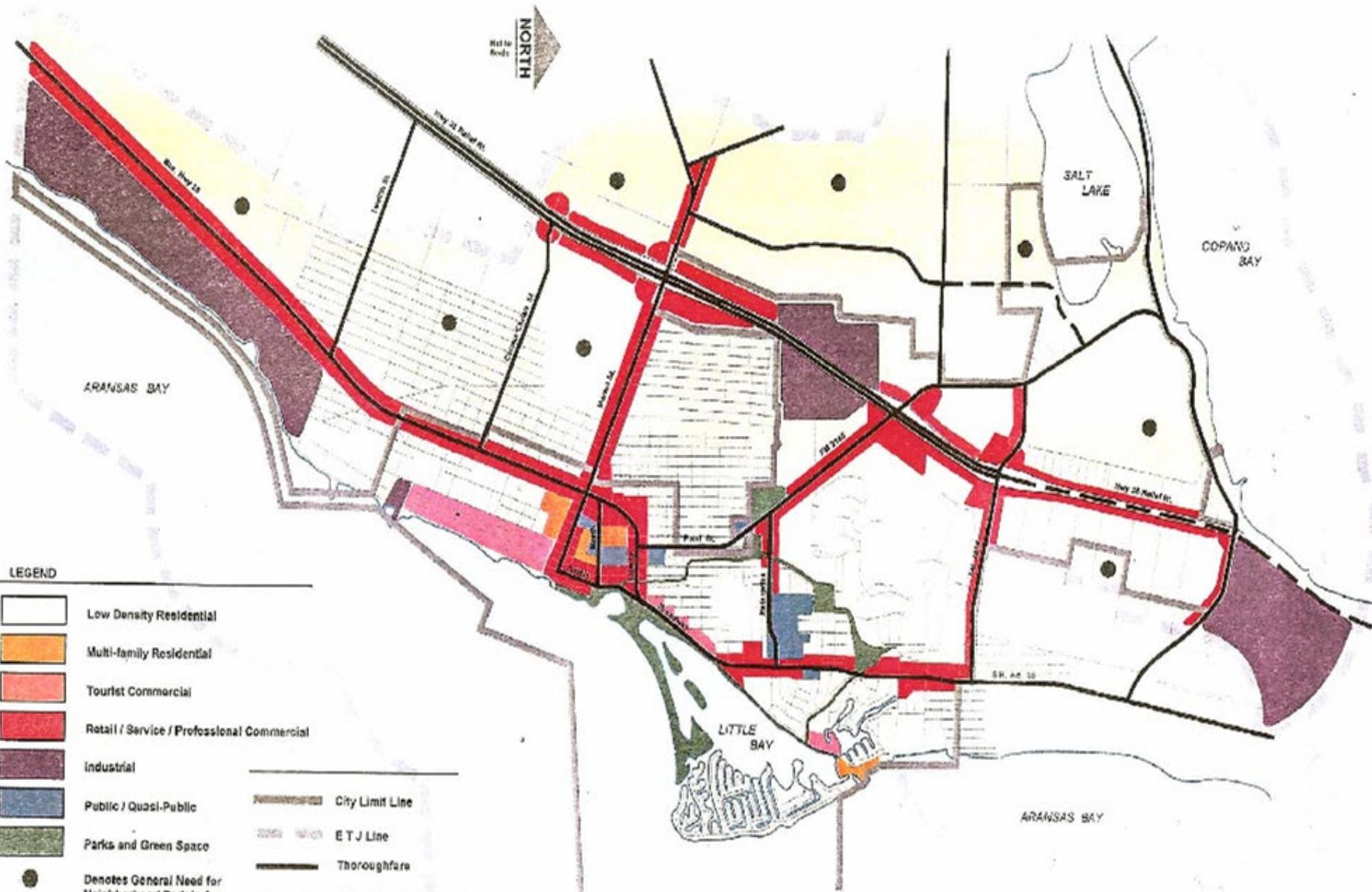
**CITY OF
ROCKPORT**

1999 Comprehensive Plan

- Base Planning (Community Snapshot)
- Economic Development
- Central Business
- Public Infrastructure Studies
- Open Space/Recreation Plan
- Capital Improvements Plan
- Subdivision and Zoning Ordinances
- Urban Design Criteria



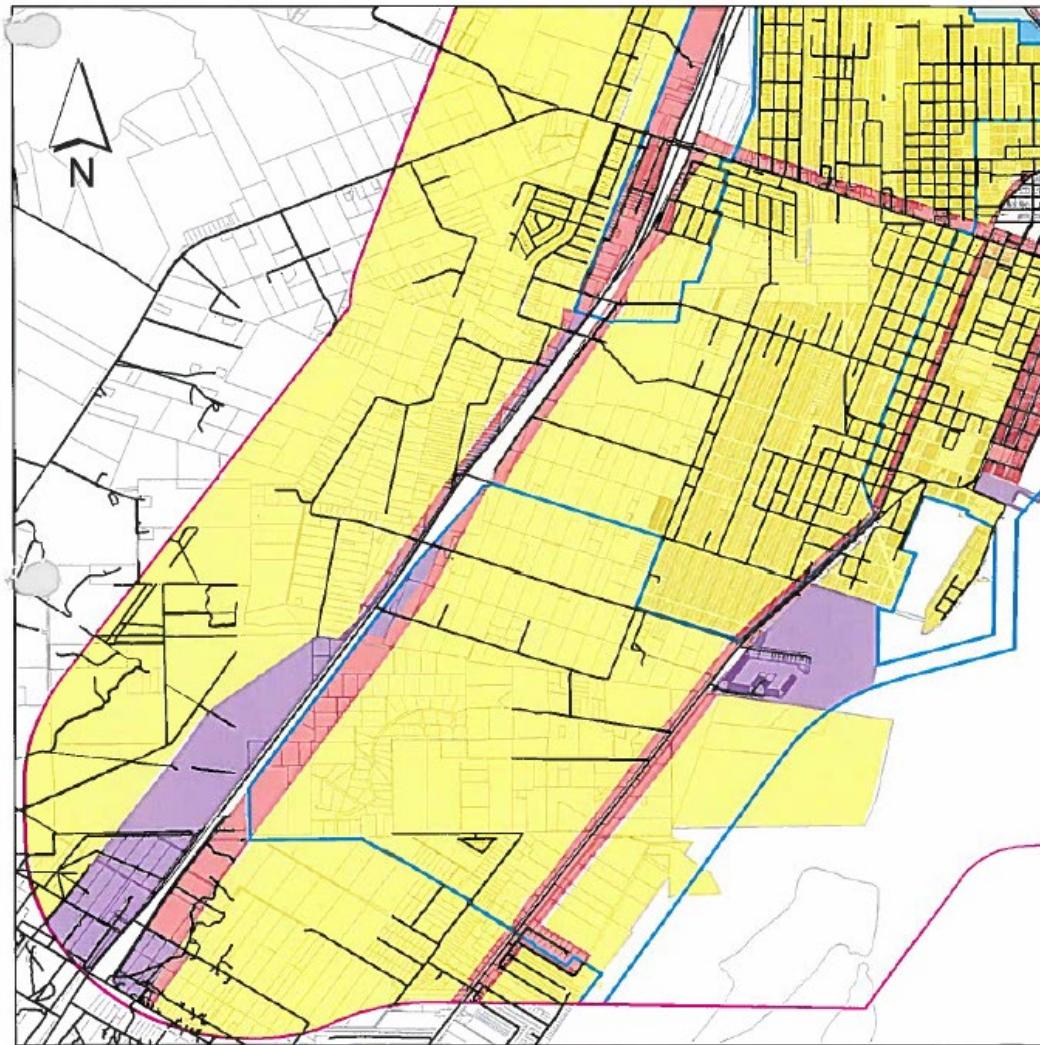
Note: A Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries.



City of Rockport, Texas

Future Land Use Plan w / ETJ

City of Rockport, Texas Study Area
Future Land Use Map: Exhibit A



Legend

	Rockport ETJ		Commercial/Business		Parks and Green Space
	Rockport City Limits		Industrial		Public
	Roads		Low Density Residential		Aransas Parcels
			Multi-family Residential		

Comprehensive Plan Update

- Texas A&M's Texas Target Communities working on project since summer 2018
- Task force developed from community members with diverse interests





Texas Target Communities

- High-impact service learning and community outreach program at TAMU
- Partners with small communities to assist with needs that would otherwise go unmet

Connecting to Faculty and Students



Community Resilience Collaborative



2 Planning
Specialists

Joint venture
with Texas Sea
Grant Program

Working with the Task Force



10

Task force
Members

6

Meetings

Preparing the Task Force



Provided the task force members with two leadership workshops on asset based community development.

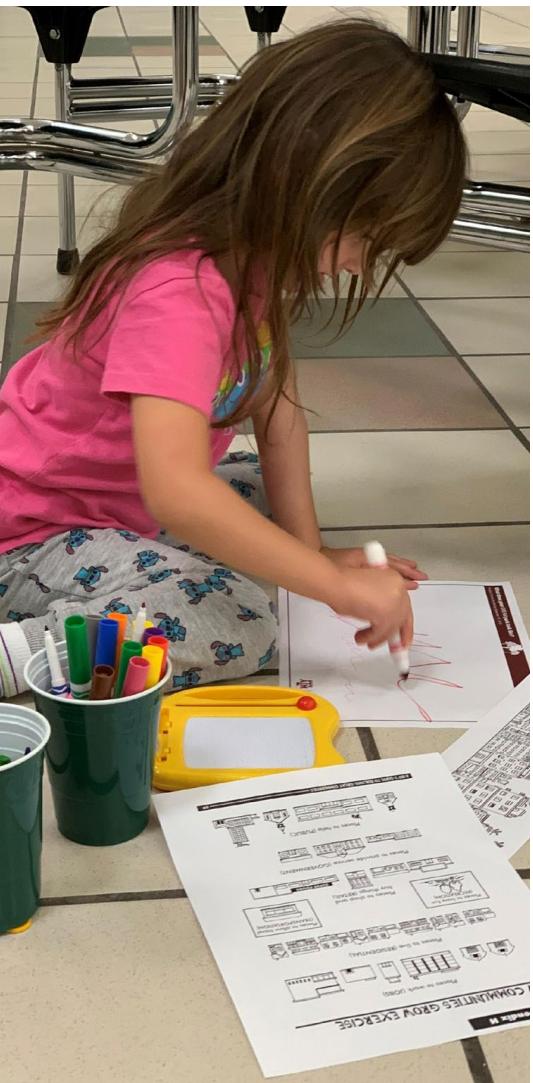


Connecting with the Community





TAMU CC Public Administration Capstone performed Qualitative Analysis of Youth Perspectives on Rockport Municipal Planning



Envisioning a Resilient Future

Grow responsibly to create resilient future

Protect the natural resources

Strengthen the existing art and culture and maintain the coastal charm

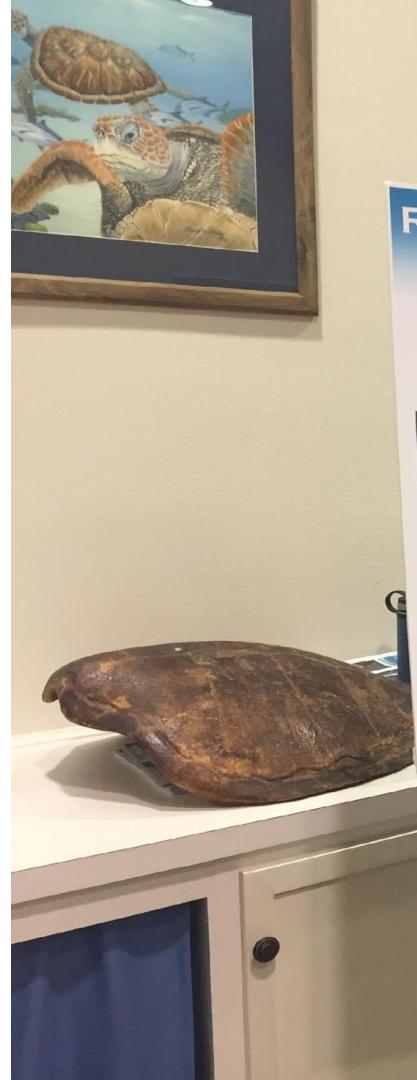


Setting Goals

Support existing economic assets

Develop a diverse and resilient economy

Support workforce housing



ROCKPORT SCENARIO 3

PUBLIC INPUT FROM PREVIOUS MEETINGS

“Less tourism dependency” | “Improve building resiliency” |
“Preserve vistas and bays” | “Housing affordability” |
“Community services” | “Public transportation” |
“Renewable energy” | “Community outreach”

HOUSING GOAL

Expand the availability of quality housing to meet the needs of a diverse population and build strong neighborhoods to enhance community character.

EXAMPLES

1. Increase affordable housing options so that basic needs are met for all residents.
2. Regulate the amount of seasonal and vacation homes and their location.
3. Provide incentives for Planned Unit Development (PUDs) projects, to maximize neighborhood quality.
4. Allow a variety of multi-family housing options to meet the needs of current and future residents.

ECONOMIC DEVELOPMENT GOAL

Create a thriving, self-sustaining economy that is diverse and expands to maintain and invest in quality jobs, and promote the fiscal health of the city to enhance the quality of life in Rockport.

EXAMPLES

1. Expand capacity of multi-unit development.
2. Increase investment of commercial/business opportunities along bypass.
3. Encourage opportunities for New Business Park Development.
4. Provide affordable entertainment activities.

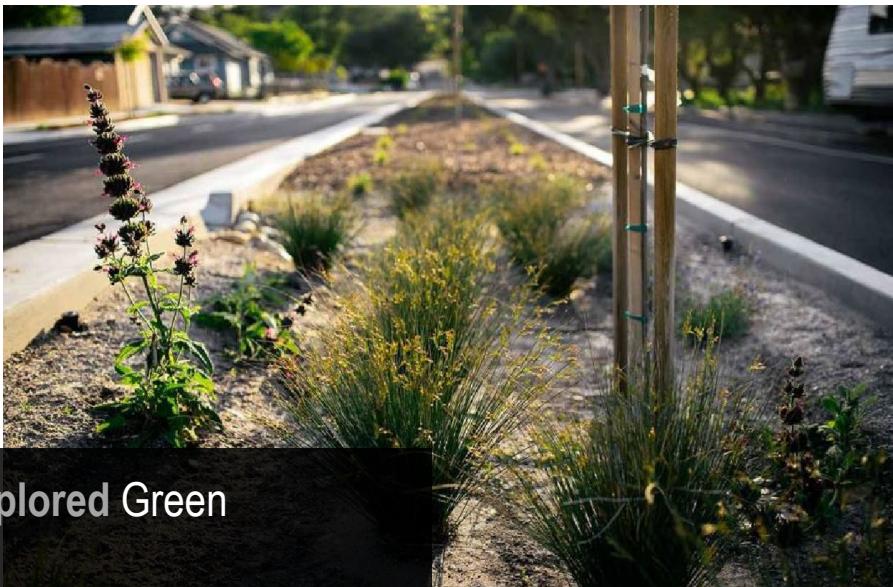
“GROWING OUTWARD”

KEY TAKEAWAYS
- Incorporate more land
- Establish a greenbelt concept
- Housing opportunities outside of the floodplain
- Create business and industrial parks
- Spatially balanced development
Provide housing options for all income levels

PARKS AND OPEN SPACE GOAL
Preserve and protect the pristine natural resources of the Lake Ola Fenwick, the Little Bay Estuary, Aransas Bay and the Gulf of Mexico.

EXAMPLES
1. Create a connected network of Parks and Trails, while ensuring that sensitive areas are protected.
2. Increase the amount of public indoor and outdoor facilities, to increase youth physical activity.
3. Preserve wetlands for natural habitats and provide flood mitigation opportunities.

Managing Water



Texas Tech Landscape Architecture Design Studio explored Green Infrastructure and Low Impact Development strategies.



Legal Tools

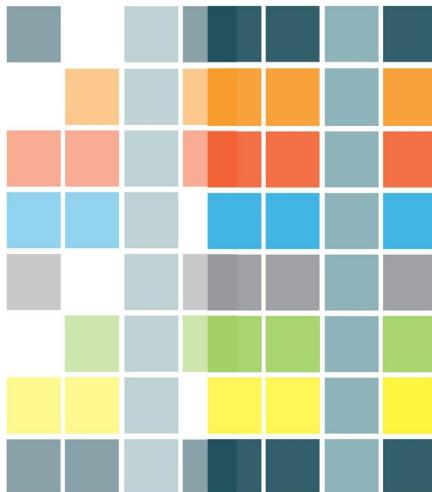
Texas A&M Law Capstone
researched on Legal Mechanisms for
Mitigating Flood Impacts
in Texas Coastal Communities

Connecting with Experts



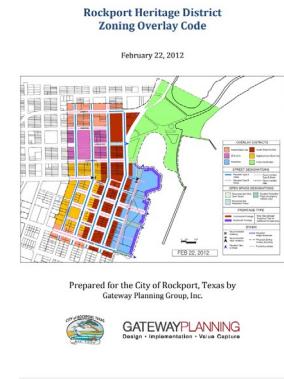
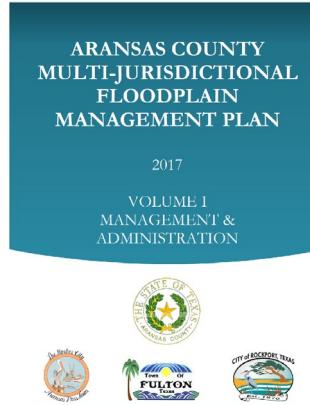
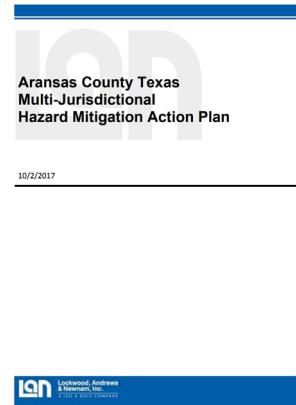
Five expert planning professionals with the American Planning Association's Community Planning Assistance Team provided recommendation on the downtown recovery.

Connecting with Research - Scorecard

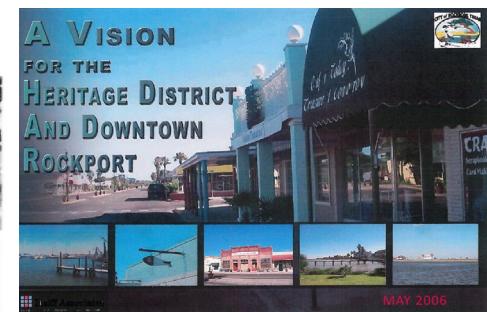


Plan Integration for Resilience Scorecard GUIDEBOOK

How to spatially evaluate networks of plans
to reduce hazard vulnerability



ARANSAS COUNTY LONG TERM RECOVERY PLAN AND REPORT
Post Hurricane Harvey August 2018



Integrated Impact



Vision Statement & Themes

“Rockport is a friendly, culturally diverse and economically vibrant community that embraces the arts and humanities and preserves the best of small town life on the water, including health, beauty, comfort, and safety.”



Inclusive Community

- Create a sense of belonging/community outreach
- Increase representation of marginalized populations
- Partnerships between elderly and youth
- Youth and multi-family programs/activities and participatory planning



Responsible Growth

- Building resilience
- Fortified Standards
- Infrastructure
- Renewable energy



Connected Rockport

- Recreational mobility options
- Medical facilities and senior care facilities
- Housing affordability
- Maintain small town feel with Mom & Pop shops

Vision Statement & Themes

“Rockport is a friendly, culturally diverse and economically vibrant community that embraces the arts and humanities and preserves the best of small town life on the water, including health, beauty, comfort, and safety.”



Strong Economy

- Increase diversity of economy
- Strong workforce
- Promote tourism



Diverse Culture and Art

- Arts and entertainment for all
- Night life for youth, young adults, and families
- Activities for residents and visitors of all ages



Coastal Charm

- Promote conservation and protection of natural resources and environment, including the flora and fauna
- Affordable activities and spaces for public engagement with the water

1 INTRODUCTION

The Introduction chapter gives a snapshot of our community demographics and other background information.

2 PLAN PROCESS

The Plan Process chapter explains how the public meeting process and how data was gathered to inform the comprehensive plan.

3 DEVELOPMENT

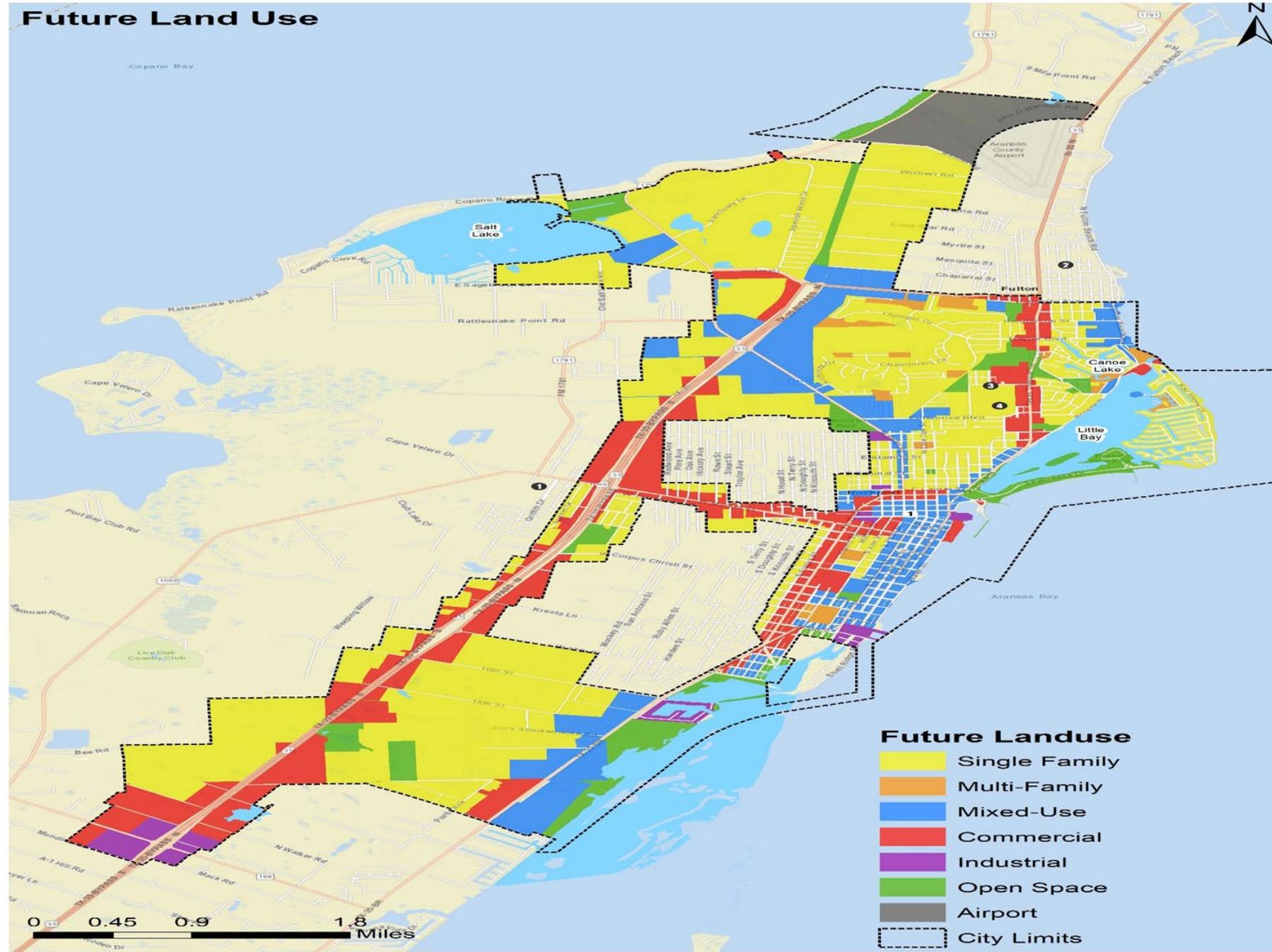
Recommendation Topics

- Future Land Use
- RV Parks
- Conservation Subdivision
- Heritage District
- Floodplain Management
- Green Infrastructure/Low Impact Development

Table 3.2: City of Rockport Existing Land Use

Category	Area (Acres)
Single Family	2345.49
Manufactured Homes	54.17
Multi-Family	39.96
Commercial	394.19
Public/Institutional	122.80
Hotel/Motel	29.39
Industrial	10.53
RV Parks	46.53
Open Space	159.60
Undeveloped Land	2333.82

Future Land Use





Recommendation Topics

- Expand Housing Variety
- Resilient Homes, Safe Neighborhoods, and Enhanced Community Character
- Mitigation, Fortified Standards

PLAN INTEGRATION

HOUSING VARIETY

Pursue mixed-use development with housing in Downtown.

To the extent possible, small scale developments such as duplexes, triplexes, and quad-plexes should be used to replace mobile homes and RV parks that have been used as permanent housing.

LTRP

A white icon of an open book with horizontal lines representing text.

5 TRANSPORTATION

Recommendation Topics

- Safe and Efficient Roadway Network
- Future Thoroughfare Plan
- Maintenance and Network Inventory
- Complete Street Policies
- Hike and Bike Paths
- Public Transportation
- Transportation Demand Management

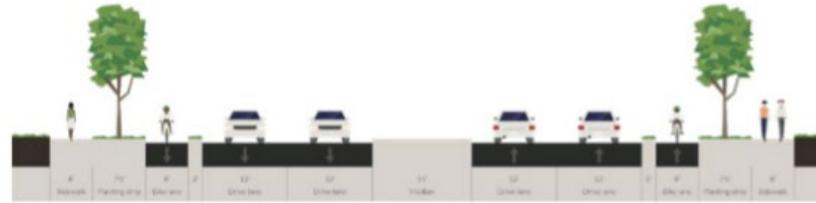


Figure 5.15: Minor Arterial Cross Section

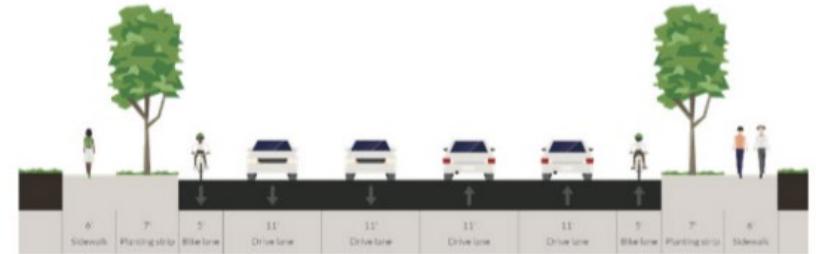


Figure 5.16: Major Collector Cross Section

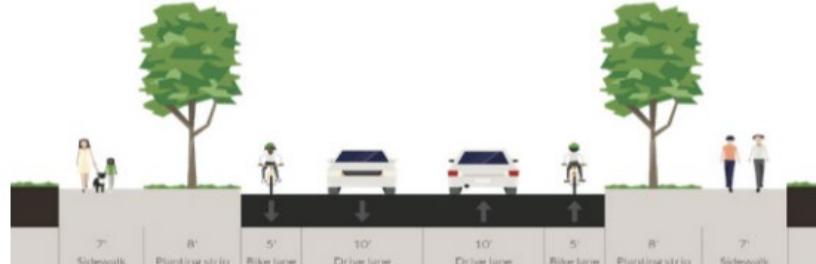


Figure 5.17: Minor Collector Cross Section

6 ECONOMY

Recommendation Topics

- Diverse and Resilient Economy
- Strategies and Programs to Foster a Skilled Workforce
- Support for Existing Economic Assets

CASE STUDY: ECONOMIC REVITALIZATION - DOUGLAS, GA

Douglas is a small town in Coffee County, Georgia with a population of about 12,000. Up until the 1950s, the economy was driven by agriculture, but over time the Douglas-Coffee County Economic Development Authority sought to diversify. After some initial successes with the manufacturing industry, jobs declined in the early 2000s.

Cooperation among the city, county, business community, education institutions and civic leaders has been the basis for Douglas' economic development strategy. In addition to bringing in manufacturing jobs, the city has focused on small and local businesses. Leaders in the community recognized that development of small business would support a more diverse economy and provide services that could attract industrial employers as well.

In the late 1980s, a Main Street Program was initiated and aimed to preserve the heritage and improve the aesthetics of Douglas' downtown area. Through a series of grants and matching funds, storefronts were restored and improved, and a streetscape project added trees, landscaping, lighting, and sidewalks with decorative brickwork. These improvements made the downtown area a community gathering place and spurred a "Second Saturday" market for artists, farmers, and other vendors. In 2007, when the city's comprehensive plan was updated, the plan included strategies to continue improvements, a mix of businesses, and redevelop vacant lots. Between 1995 and 2012, the vacancy rate in downtown dropped from 25% to 6%.

In 2002, a new director of entrepreneur and small business development, within the Chamber of Commerce, initiated a document outlining permitting and zoning processes, tax policies, business loans, and other resources. Additionally, the Chamber began offering programs for new business owners by connecting them with experienced business owners, providing training for workplace and community leadership skills, and encouraging community members to shop locally by giving discounts.

In 2004, Douglas and Coffee County were the first community in Georgia to be recognized by the state for its strategies and commitment to support local entrepreneurs. The decisions of the city and county to improve the economic environment for businesses and consumers helped Douglas become a more welcoming place for entrepreneurs and created nearly 800 new jobs.

7 ENVIRONMENT

Recommendation Topics

- Natural Resource Preservation and Protection
- Disaster Preparation and Community Protection
- Maximize Benefits of Ecotourism Industry

LIVING SHORELINE: REEFS IN LITTLE BAY

The Aransas County Navigation District acquired a permit from the Army Corps of Engineers in July of 2012 to construct a living shoreline in Little Bay. The project consisted of 28 constructed reefs using a crushed concrete base and reclaimed oyster shells on top for new oysters to attach to. The reefs occupied 4.3 acres and extends 1.2 miles along the western shoreline of the bay. The construction of the reefs wrapped up in September 2015 and a quantitative survey was conducted on the reefs productivity in November 2017, right after Harvey. The goal of the project was to establish a population of five oysters per square foot of reef surface. When the team went back in November 2017 it was found that the average oyster population was 12 live oysters per square foot and ranged in size from one to six inches. The survey showed that there was not a significant impact on the reef from Hurricane Harvey, most likely due to the direction of the prevailing winds and lack of storm surge on the gulf side.



Figure 7.19: Little Bay Oyster reef, marsh restoration project
Picture Courtesy: Mike Probst

8 FACILITIES

Recommendation Topics

- Efficient Infrastructure
- Promote and Protect the Heritage and Culture of Rockport

THE FUTURE OF COMMUNITY FACILITIES

Aquarium at Rockport Harbor

The Aquarium is being rebuilt with the funding by insurance proceeds and federal public assistance dollars. This is an important project as the Aquarium is a big part of Rockport's tourism industry and provides activities for low income families.



Figure 8.20: Aquarium at Rockport Harbor
Source: mnkcusa.blogspot.com

Downtown Anchor Project

The Downtown Anchor Project will be the governmental hub of Rockport and will house City Hall, the Courthouse, and public meeting spaces. The new site will be next to the location of the former Aransas County Courthouse and county jail and offices.

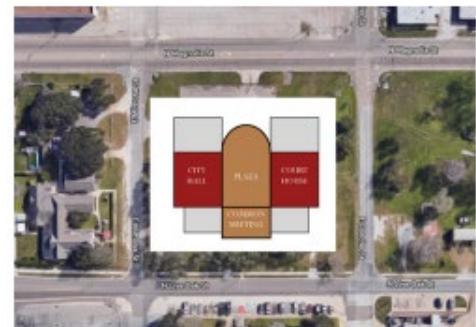


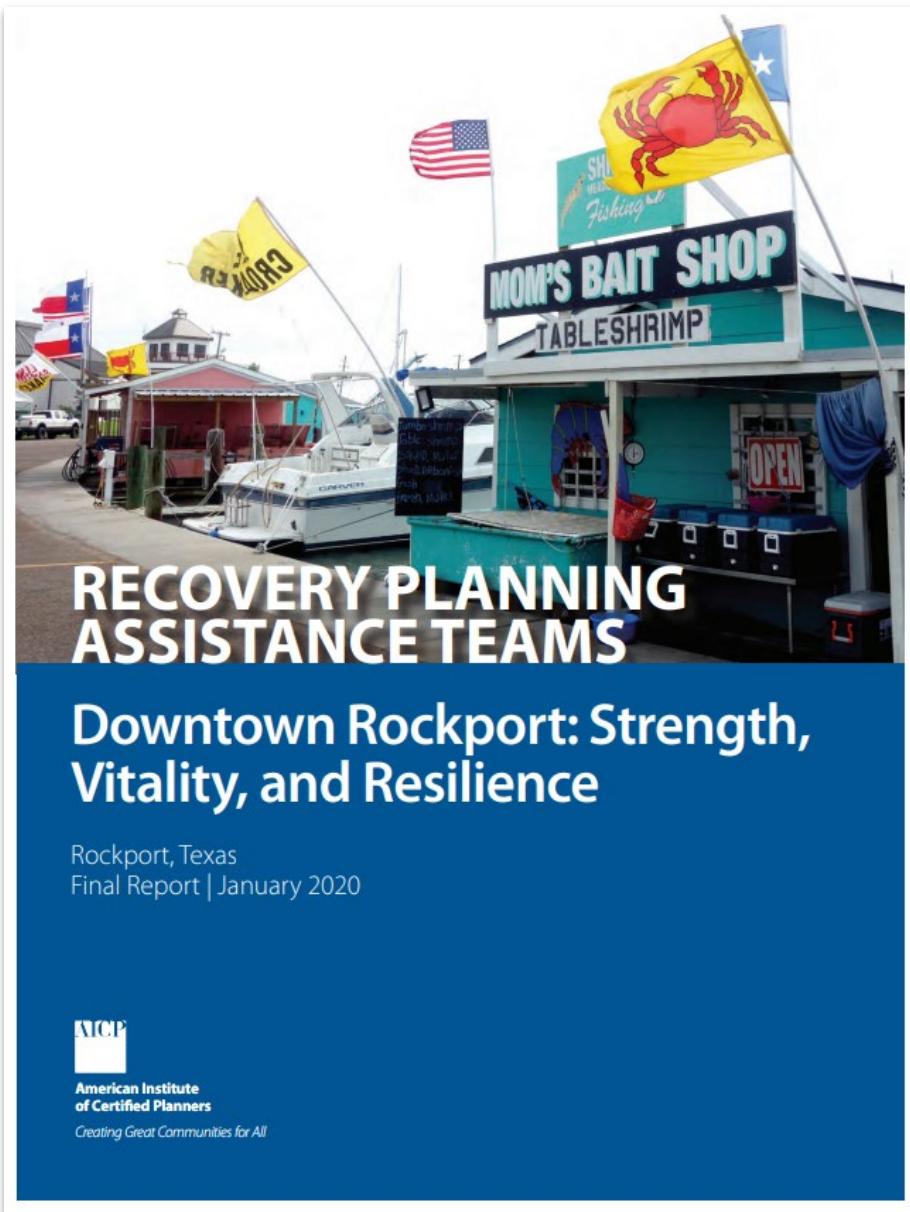
Figure 8.21: Downtown Anchor Project Layout
Source: www.virtualbx.com

9 IMPLEMENTATION

Development Consideration

RPAT Report

- Purpose of the CPAT Program
- Executive Summary
- Introduction and Background
- **Recommendations:**
 - **Flood Mitigation and Resiliency**
 - **Resilient and Successful Economic Development**
 - **Downtown Design, Vitality, and Resiliency**
- Implementation Matrix
- Appendices



American Institute
of Certified Planners

Creating Great Communities for All

After the plan comes policy updates

**City of Rockport
Code of Ordinances**



**Rockport
Heritage
District
Overlay
& Master
Plan**

**City of Rockport
Zoning Map**

**Subdivision &
Platting
Regulations**

**Thanks!
Any Questions?**