

## ROUND ROCK 2030 POLICIES

Policies provided below were edited based on Polco data and all feedback received to date

- **(Quality of Life):** Focus economic development initiatives on those that improve quality of life while remaining fiscally responsible. Invest in community gathering spaces for all ages that support the arts, culture, recreation and entertainment.
- **(Economic Development):** Continue to be the “City of Choice” for new and existing businesses by focusing on quality development standards that promote and sustain economic growth while providing sufficient infrastructure and services.
- **(Downtown):** Manage and guide the revitalization of downtown as a safe and pedestrian-friendly community destination with a variety of activities for all.
- **(Commercial Centers):** Foster maintenance, reuse, or redevelopment of aging commercial centers while adapting to shifts in consumer preferences.
- **(Neighborhoods):** Maintain older neighborhoods to ensure longevity and desirability.
- **(Historic Preservation):** Preserve buildings and sites that contribute to Round Rock’s history.
- **(Roadway Function):** Enhance the function and appearance of transportation corridors while accommodating safe pedestrian and bicycle travel where feasible.
- **(Mobility):** Develop transportation options within and between neighborhoods and local destinations.
- **(Housing):** Enable a mixture of housing types within the city to meet all residents’ needs and preferences through all stages of life.
- **(Mixed-use):** Encourage mixed-use development in locations that are compatible with the surrounding area and supported by employment and transportation infrastructure.
- **(Adapting to Change):** Adapt development codes to reflect transportation innovations, evolving technology, and changing consumer preferences.
- **(Sustainability):** Promote environmental sustainability by facilitating energy efficient development that conserves natural resources and open space.