



City of Rowlett Economic Development

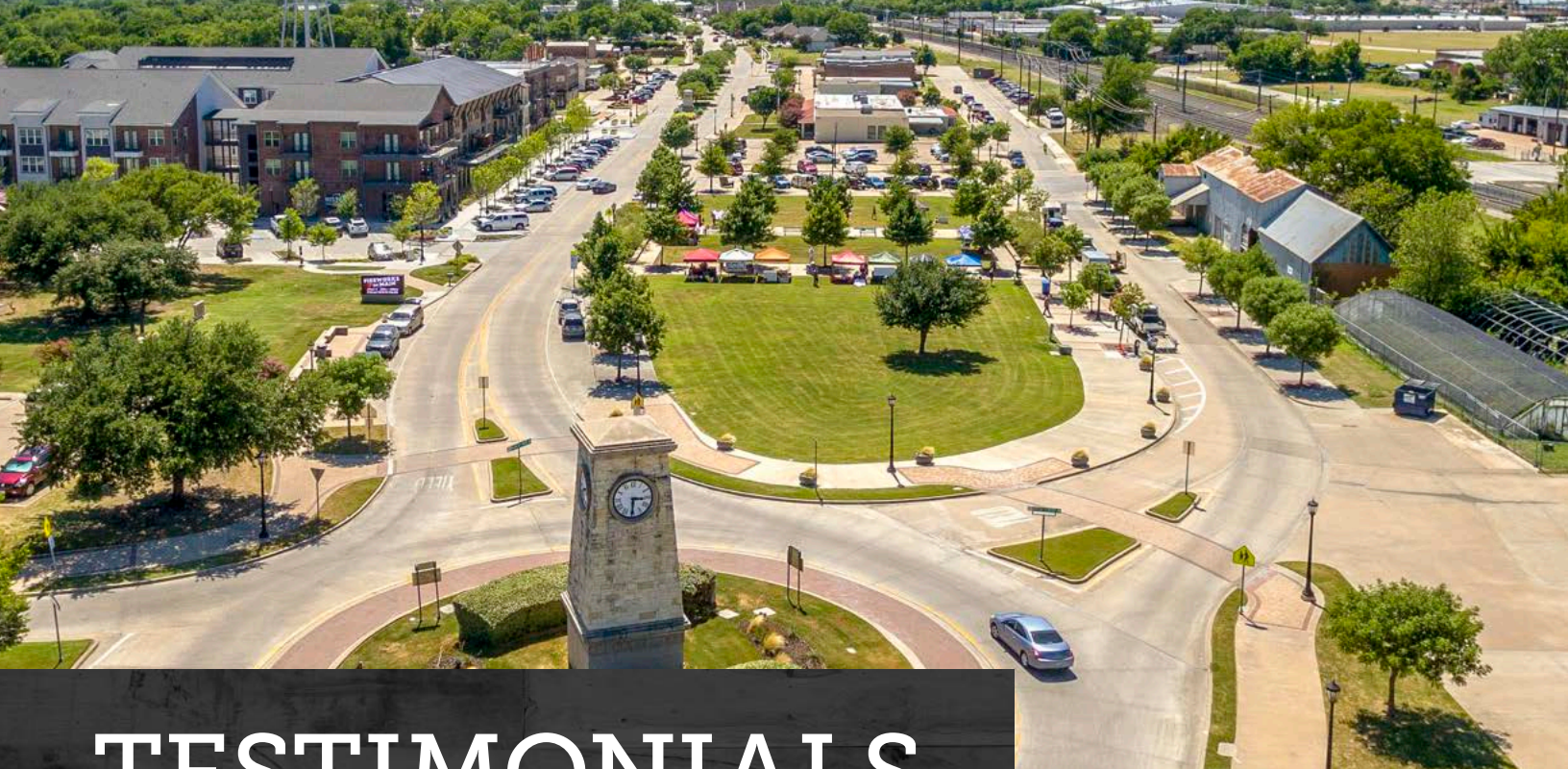
# Community Profile



*It is a great time to live in*

**Rowlett**   
On the Water. On the Move.

**RowlettOnTheMove.com**



# TESTIMONIALS

“Rowlett offers a great location with the President George Bush Turnpike, Interstate 30, and the DART Light Rail Station. We’ve also had great success with the Garland ISD providing quality candidates for open positions. We really enjoy the community and encourage any business that is looking to expand or relocate to consider Rowlett.”

— **Drew Howard, Former Vice-President, H&S Manufacturing**

“We were drawn to Downtown Rowlett due to its unique sense of authenticity and history. The opportunity to expand this sense of place guided our development approach and has resulted in the Village of Rowlett -- a mixed-use destination district that combines working, entertaining, living, shopping, and communing within a transit-oriented and pedestrian friendly place. With a diverse collection of buildings and streetscapes animated by various restaurants, small offices and housing, we believe it will become a key driver of Rowlett’s unique identity. Without the support and encouragement of the City of Rowlett, this downtown Renaissance would not have happened.”

— **Paris Rutherford, Principal, Catalyst Urban Development (Village of Rowlett)**

“Rowlett is a small, quaint lake front town full of charm and natural beauty located only 20 minutes east of Downtown Dallas. Baylor Scott & White Medical Center – Lake Pointe is proud to provide quality healthcare to the residents of this growing community.”

— **Donas Cole, President, Baylor Scott & White Medical Center - Lake Pointe**

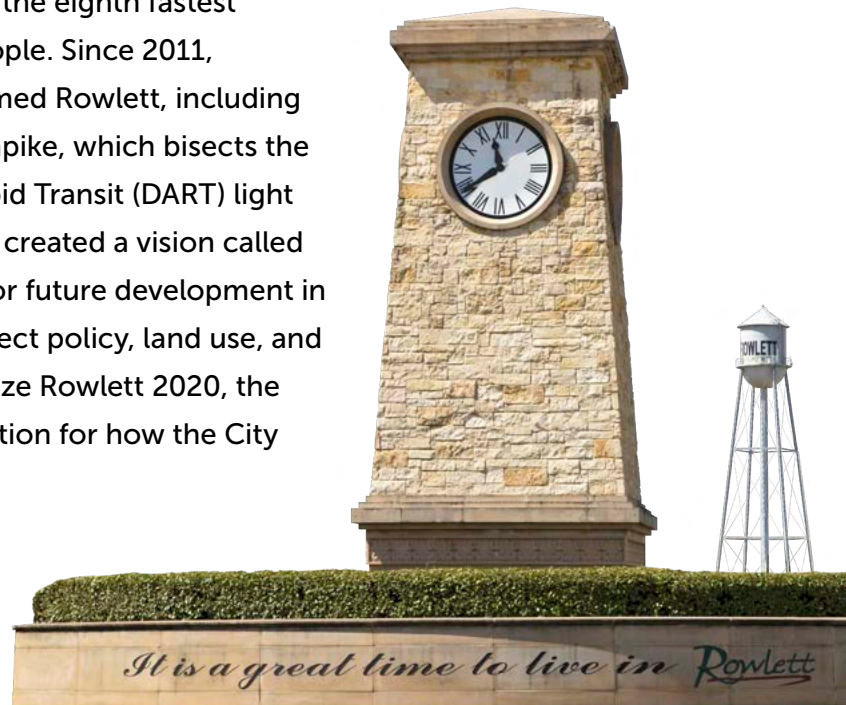
“Phoenix” Memorial Sculpture



# Situated on beautiful Lake Ray Hubbard is the vibrant community of Rowlett, Texas!

With a population of 67,339, Rowlett retains its small town vibe despite being the eighth fastest growing city in the U.S. with 50,000 or more people. Since 2011, numerous transportation projects have transformed Rowlett, including the extension of the President George Bush Turnpike, which bisects the City, and the Downtown Rowlett Dallas Area Rapid Transit (DART) light rail station. In 2012, City and community leaders created a vision called Realize Rowlett 2020, which built a framework for future development in the City and established guiding principles to direct policy, land use, and implementation. Building on the success of Realize Rowlett 2020, the 2019 Comprehensive Plan provides further direction for how the City should develop into the future.

**Rowlett is On the Water and On the Move - Join Us!**



## STRATEGIC OPPORTUNITY AREAS



The 2019 Comprehensive Plan, completed in 2019, builds on and is an update to the 2012 Realize Rowlett 2020 Comprehensive Plan.

## COMPREHENSIVE PLAN

2019 UPDATE

### STRATEGIC OPPORTUNITY AREAS INCLUDE:

- **NORTH SHORE** – Located on the Northern section of Rowlett, the aim for North Shore is to attract corporate offices as an anchor to a mixed use center with a variety of residential types integrated into the development. The area will become a key destination for employment and an ideal location for those who desire lifestyle center living.
- **ACTIVE LIVING** – The aim for Active Living is a waterfront neighborhood with a mix of single family residential development, limited commercial, and open space on the lake.
- **SIGNATURE GATEWAY** – The aim for Signature Gateway is a mixed neighborhood that provides for open neighborhood gathering space and limited supportive commercial along PGBT frontage.
- **LAKESIDE CENTER** – The aim for Lakeside Center is a place where civic services integrates with a mixed use development setting with commercial and entertainment that capitalizes on the lake front.
- **BUSINESS BELTWAY** – The aim for Business Beltway is a business and employment hub that offers office, commercial, entertainment, and retail development for daytime and nighttime populations.

## NORTH SHORE

[NorthShore-Rowlett.com](http://NorthShore-Rowlett.com)



Through the Realize Rowlett 2020 process, the City identified the North Shore area as a prime commercial corridor to help diversify the tax base, currently 80% residential and 20% commercial. With over 1,100 available acres, North Shore offers easy access on the President George Bush Turnpike and Merritt Road.

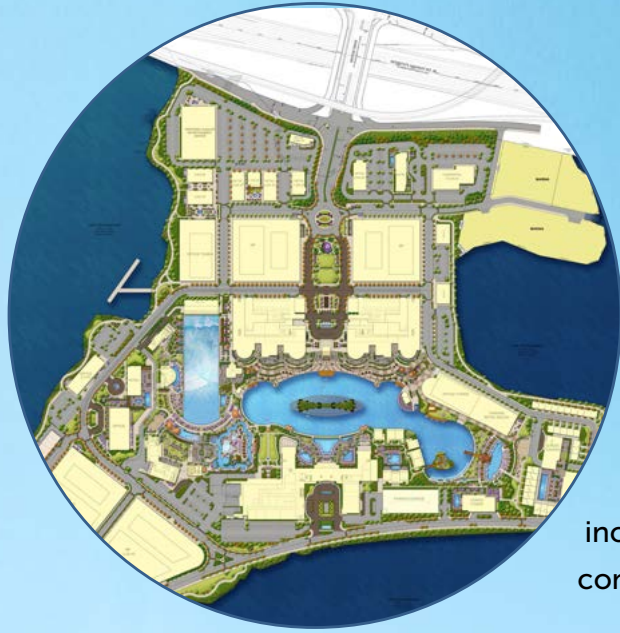
The Economic Development Department commissioned a Target Industry Analysis and created a new website to market the site to master developers and end users. This land offers companies a prime location away from the congestion of North Dallas and the Plano/Frisco Corridor.





# SAPPHIRE BAY

ROWLETT, TX



**Sapphire Bay** is a \$1 billion mixed use development located on the shores of Lake Ray Hubbard. With features such as a lagoon amenity and an island entertainment component with an incredible synchronized water and video show; a resort and conference center; a world class marina; and the Surf Beach Club, Sapphire Bay will become a national destination for conferences, vacationing families, residents looking for a unique place to call home, and business who want to locate where their employees can live, work, and play.



# VILLAGE OF ROWLETT DOWNTOWN

VillageofRowlettDowntown.com

Downtown Rowlett is growing with the addition of the Dallas Area Rapid Transit (DART) Blue Line Station and the Village of Rowlett Apartments/Commercial Center (a \$35 M project that includes 249 residential units, the Rowlett Public Library, Book Club Cafe, and more.) Other unique commercial projects are planned for the Village of Rowlett Downtown in the very near future including retail, restaurants, residential units, and major upgrades to Herfurth Park. Also, Main Street has been reconstructed east of the Roundabout and extends the downtown aesthetics and features to the President George Bush Turnpike.



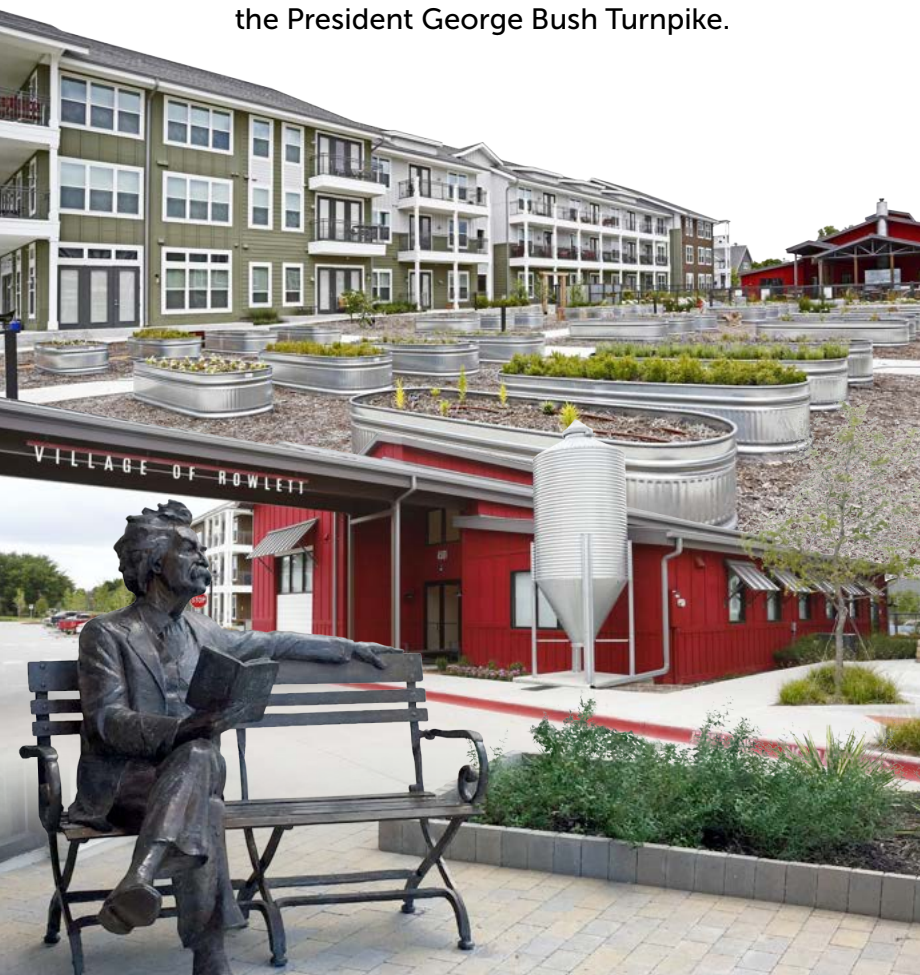
One of the strategic priorities from the 2018 Rowlett Strategic Plan is to foster economic vitality.

## **The Rowlett vision for Economic Vitality:**

*Rowlett has a vibrant economy that effectively integrates commercial, retail, and lake-oriented development with rich employment opportunities and a sustainable and diversified tax base.*

## **Economic Vitality Strategic Goals:**

- Create and promote a positive brand identity
- Achieve regional, state, and national recognition
- Cultivate Bayside as a premier destination
- Attract specialty retail development
- Develop North Shore as a mixed-use urban environment
- Strengthen the employment base
- Forge public/private partnerships
- Responsibly develop identified economic opportunity areas



# DEMOGRAPHICS & WORKFORCE

## POPULATION GROWTH

	Rowlett	Dallas County
Year	Population	Population
1970	2,243	1,327,321
1980	7,522 (+235.4%)	1,556,390 (+17.3%)
1990	23,260 (+209.2%)	1,852,810 (+19%)
2000	44,503 (+91.3%)	2,218,899 (+19.8%)
2010	56,199 (+26.3%)	2,368,139 (+6.7%)
2019	67,339 (+19.8%)	2,635,516 (+11.3%)

## WORKFORCE PROFILE

Rowlett Labor Force

48,618

Dallas County Labor Force

1.8 million

Rockwall County Labor Force

71,237

DFW Regional Labor Force

4.0 million

Rowlett High School Graduate or Higher

93.0%

Rowlett Bachelor's Degree or Higher

35.5%

Source: U.S. Census

## TOP EMPLOYERS



	EMPLOYEES
Garland Independent School District in Rowlett . . . . .	961
Baylor Scott & White Medical Center-Lake Pointe . . . . .	721
City of Rowlett . . . . .	521
Walmart Supercenter . . . . .	358
D.R. Horton . . . . .	265
Super Target . . . . .	200
The Home Depot . . . . .	189
Tom Thumb . . . . .	147
Berry Family Services, Inc. . . . .	137
IES Residential, Inc. (Integrated Electrical Services) . . . . .	130
Senior Care Centers-Senior Care at Lake Pointe . . . . .	130
Walmart Neighborhood Market . . . . .	127
Tri-Con Services, Inc. . . . .	120
Rowlett Health and Rehabilitation Center . . . . .	115
DHI Mortgage & Title . . . . .	87
Covington's Nursery and Landscape Company . . . . .	78
Chick-fil-A . . . . .	75
H&S Manufacturing . . . . .	74
Sprouts Farmers Market . . . . .	62
Gleco Plating . . . . .	60

**\$101,085**

Rowlett's Median Household Income

# ECONOMIC DEVELOPMENT INCENTIVES

The City of Rowlett will consider economic development incentives on a case-by-case basis according to the merits of each project including new jobs, average salary, capital investment, and type of project. Some of the incentives that may be offered include:

- **Property Tax Rebates and Abatements**
- **Impact Fee Waivers/Reductions**
- **Chapter 380 Grants**
- **Job Grants**
- **Two Tax Increment Reinvestment Zones**
- **3 Municipal Management Districts**
- **2 Public Improvement Districts**

## 2020 Sales Tax Rates

City Sales Tax	0.0100
Dallas Area Rapid Transit (DART)	0.0100
State	0.0625
<b>Total</b>	<b>0.0825</b>

## Property Tax (Dallas County)

Rowlett	0.745
Dallas County	0.24974
Garland ISD	1.2563
Parkland Hospital	0.2661
Dallas County Community College District	0.124
<b>Total (per \$100)</b>	<b>2.64114</b>

## Property Tax (Rockwall County)

Rowlett	0.745
Rockwall County	0.313100
Rockwall ISD	1.310000
<b>Total (per \$100)</b>	<b>2.3681</b>





# 2020 ROWLETT ECONOMIC TRENDS



**30**

New  
Businesses



**256**

New Jobs



**156**

Certificates of  
Occupancy



**\$33M**

New Commercial  
Permits Value



**+5%**

Top 40  
Taxpayer Sales  
\* Fiscal YOY



**5,456**

Website  
Downloads



**117**

Business Retention  
& Expansion Visits

## DFW AREA SNAPSHOT



**HOUSING  
PRICES**

**5% LESS**

than the national average

**361**

residents added

**DAILY!**

(in the Dallas Region)



**24** FORTUNE  
**500** &

**43** FORTUNE  
**1000**

HEADQUARTERS

ranked  
in **JOB  
CREATION**  
in 2019



**7<sup>th</sup>** **LARGEST**  
concentration of  
**HIGH-TECH JOBS**  
in the **USA**



**4.0 million**  
REGIONAL LABOR FORCE



**333,800 STUDENTS**

currently enrolled in higher education  
at major colleges & universities in DFW

**DIRECT FLIGHTS** to  
international  
destinations

**67**

**193** domestic  
destinations



Rowlett is located in  
2 different counties —  
Rockwall and Dallas.  
Both counties rank  
in the top 25 fastest-  
growing counties in  
the U.S.

# EDUCATION

From Pre-School through College, Rowlett offers access to excellent educational opportunities. For primary and secondary students, Rowlett is served by two public school districts that are recognized by the Texas Education Agency: Garland Independent School District and Rockwall Independent School District. Most of the community is served by the Garland ISD while the eastern-most areas of Rowlett are served by the Rockwall ISD. Both districts are Choice of School Districts where parents can select the campus they want their children to attend. There are also numerous Community College and Four Year College options within a short commute of Rowlett.

## ABOUT GISD

With an enrollment of over 56,000 students, the Garland Independent School District (GISD) is the fourth largest district in Dallas County and one of the largest districts in Texas. The district offers specialized magnet programs, a College for All initiative with a minimum of 12 college credits, associate's degrees and industry business partners at its high school campuses, and is a Choice of School district, allowing students to find the best fit to fulfill their future dreams and aspirations. Garland ISD is also home to the Gilbreath-Reed Career and Technical Center, with over 100 courses and certifications to ensure GISD students are college, career and military ready. For the ninth consecutive year, Garland ISD has been named a Best Community for Music Education, has competitive athletics, a plethora of extracurricular activities and is in the process of completing a new natatorium, expanding the opportunities available for students and families in the district.

[GarlandISD.net](http://GarlandISD.net)

## ABOUT RISD

The Rockwall ISD serves more than 17,100 students in parts of Rowlett and several other cities. Because Rockwall County is one of the fastest-growing counties in the U.S., several new schools have been built to accommodate the growth. Rockwall County is also listed as the sixth wealthiest county in Texas. With the successful passage of the 2015 bond, a new Dr. Gene Burton College & Career Academy was built. The Academy is home to career and technical programs for high school students and college credit offerings with Collin College and a Texas Tech regional learning site. Students enrolled at the Academy have the opportunity to explore career options and professional certifications while still in high school.

[RockwallISD.com](http://RockwallISD.com)



**Rowlett is served by 2 different school districts — Garland ISD and Rockwall ISD**



## HIGHER EDUCATION

Rowlett is fortunate to be located near several distinguished community and 4-year colleges. Rowlett is served by the Richland Campus-Dallas College, located in Downtown Garland, which is about a 10-minute drive from Rowlett and just one Dallas Area Rapid Transit (DART) stop away. They offer multiple workforce development and degree programs. Additionally, the Texas Advancement Center with a location in Downtown Rowlett, offers courses in the medical and information technology fields, CDL driver training and forklift training.

---

*4-year colleges and universities nearby include the University of Dallas, UT-Dallas, SMU, TCU, Texas Wesleyan University, UT-Arlington, Texas Woman's University, UNT, and UNT-Dallas*

---



## ACCOLADES:

- **2019: #8 Fastest-growing City in the Country – *US Census Bureau***
- **2019: Top 10 City to Retire – *US News and World Report***
- **2000-Present: Tree City USA – *Natl. Arbor Day Foundation***
- **2018: #41 Safest Cities in TX – *Natl. Council for Home & Security***
- **2017-18: #9 Safest City in TX – *SafeHome.org***

# QUALITY OF LIFE

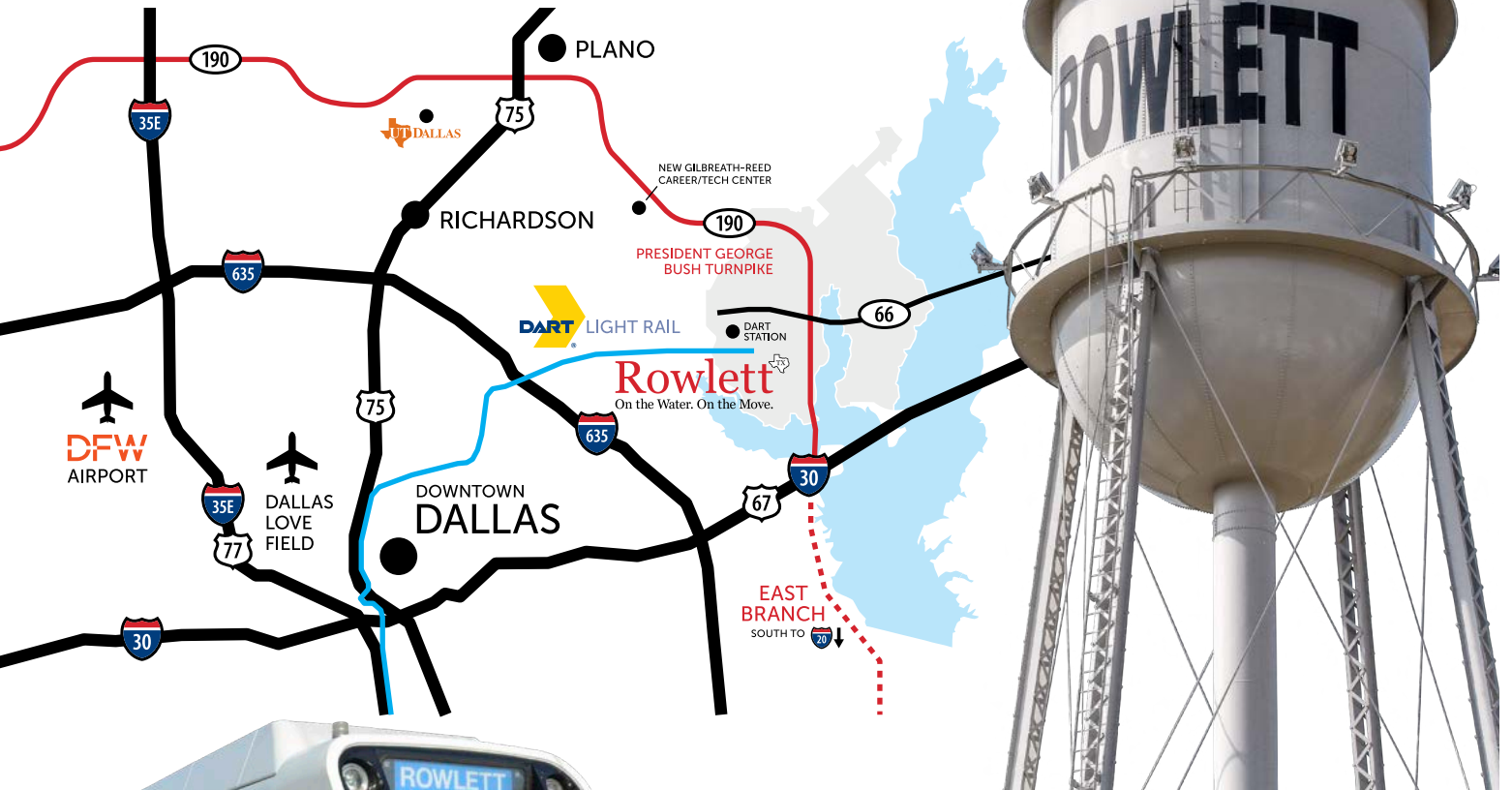
Rowlett offers a wonderful quality of life with access to all types of amenities including:

- Lake Ray Hubbard - 22,000 acre lake that is great for fishing, kayaking, skiing, relaxing and recreational boating
- Rowlett Community Centre - State-of-the-art facility offering fitness, walking track, gyms, racquetball, game room, and athletic programs
- Wet Zone Waterpark - City-owned waterpark located adjacent to Rowlett Community Centre
- Waterview Golf Club offers a premier 18-hole course near Lake Ray Hubbard
- Numerous parks and trails
- Established neighborhoods and housing developments, with Neighborhood Life program
- Emerging downtown district
- 25+ clubs/organizations, 29+ churches, and around 20 annual events!



# LOCATION/INFRASTRUCTURE

- Located within 40 minutes of both DFW International Airport and Love Field
- Located within 25 minutes of Downtown Dallas
- Located within 20 minutes of the Telecom Corridor and Plano/Frisco
- 4 hours to the Port of Houston
- Interstate 30 and the President George Bush Turnpike provide easy access to all parts of the DFW Metroplex
- Rowlett is the last stop on the DART Blue Line and has a station in downtown Rowlett



**Rowlett is one of the 13 original member cities of DART and has contributed over \$100 million since 1983 through its dedicated 1% sales tax!**

# ROWLETT CHAMBER OF COMMERCE

RowlettChamber.com

*Mission: To represent and promote the economic well-being of the business community!*



**ROWLETT CHAMBER  
OF COMMERCE**

**The Rowlett Chamber of Commerce has served the business community in Rowlett since 1924** when it was formed

by a group of local farmers and businessmen. The Chamber accomplishes their mission by focusing on three primary areas: Business Development, Economic Development and Advocacy! In addition to community events such as 5Ks, the annual golf tournament and the annual business expo, the Chamber provides workforce training (in partnership with a local college) and educational opportunities at monthly luncheons and lunch-n-learns. The Chamber also advocates at the local, state and federal level on behalf of the membership in support of pro-business policies and legislation.

## **Michael Gallops, President/CEO**

**Rowlett Chamber of Commerce**

4418 Main Street | Rowlett, TX 75088

O: (972) 475-3200 | D: (972) 347-0966 | C: (469) 628-7926

Michael@rowlettchamber.com



**Woodside Living**



**Healthy Living**



**North Shore**

## **Economic Development Strategic Objectives:**

- **Create and promote a positive brand identity**
- **Achieve regional, state, and national recognition**
- **Cultivate Bayside/South property as a premier destination development**
- **Attract specialty retail development**
- **Develop the North Shore as a mixed-use employment center**
- **Strengthen the City's employment base**
- **Forge public/private development partnerships**
- **Responsibly develop identified economic opportunity areas**



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

**Team  
Texas**



TEXAS ECONOMIC DEVELOPMENT COUNCIL

**OBSIDE LIVING HEIGHTS**

Urban Village District - 3 Story Max (Unless Noted Otherwise)  
 New Neighborhood District - 1/2 Story Max

**LEGEND**

- Urban Village District
- New Neighborhood District
- Required Open Space
- Transition Zone - 2 1/2 Story Max
- Type A Roadway-110
- Thoroughfare Connections
- Required Trail
- Bike Lane

Refer to Cross Sections for Roadway Details

**KESLEY ELEMENTARY SCHOOL**

Note: The exact location and design elements of all streets will be established during preliminary engineering.

**SIGNATURE GATEWAY HEIGHTS**

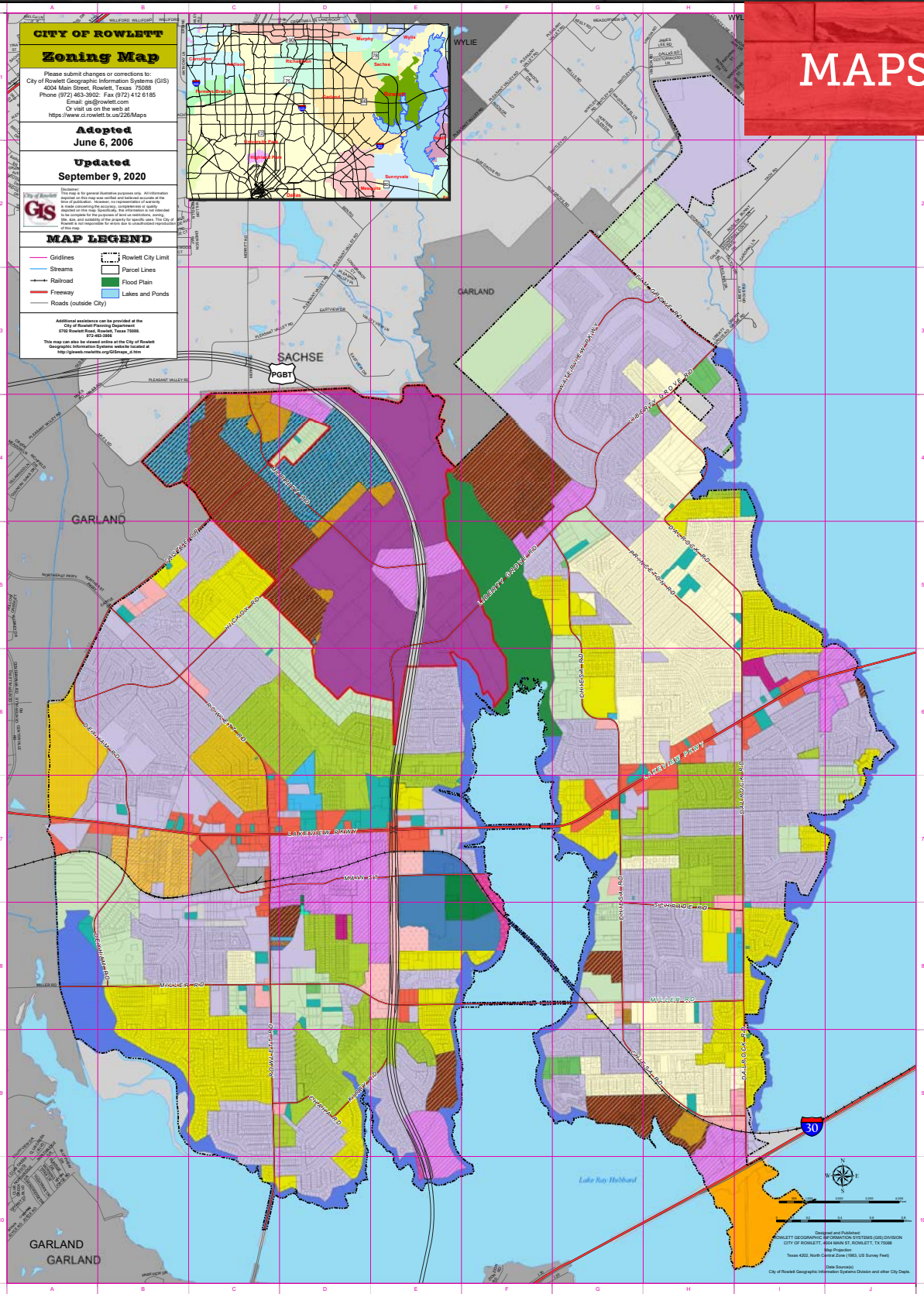
Urban Village District - 5 Story Max (Unless Noted Otherwise)  
 New Neighborhood District - 1/2 Story Max

**Signature Gateway**

**Study Area Center**

without floodplains  
 without floodplains  
 Space

**Lake Ray Hubbard**

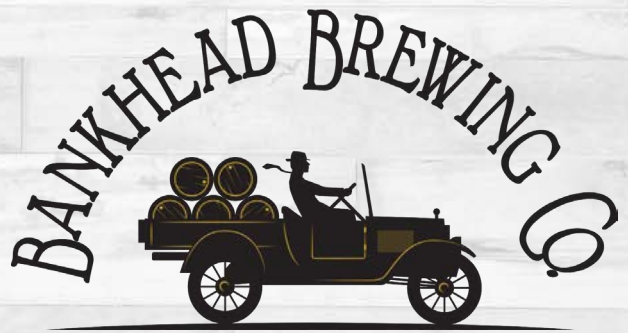


### Zoning Legend

C-1	Limited Commercial/Retail	MU-WF	Mixed-Used Waterfront	SF-5	Single-Family Residential - 5/15
C-2	General Commercial/Retail	FB-NN	Form Based New Neighborhood District	SF-8	Single-Family Residential - 8/18
C-3	Commercial/Retail Highway	O-1	Limited Office	SF-9	Single-Family Residential - 9/18
IU	Institutional-Urban	O-2	General Office	SUP	Special Use Permit
M-1	Light Manufacturing	PARK	Park	TL	Take Line
M-2	General Manufacturing	PD	Planned Development	IO	Industrial Overlay Zoning District
MF-2F	Multi Family Attached Res. Duplex	SF-10	Single-Family Residential - 10/21	FB-UV	Form Based Urban Village District
MF-S	Multi Family Attached Res. Suburban	SF-15	Single-Family Residential - 15/21	FB-RN	Form Based Rural Neighborhood District
MF-U	Multi Family Attached Res. Urban	SF-20	Single-Family Residential - 20/24	FB-UN	Form Based Urban Neighborhood District
FB-CC	Form Based Commercial Center District	SF-40	Single-Family Residential - 40/24	FB-BS	Form Based Bayside Special District

# Over \$1.5 Billion of Investment!

*Select Rowlett economic development wins:*



**Rowlett**   
On the Water. On the Move.

**Rowlett Economic Development**  
3901 Main St, Rowlett, TX 75088  
Office: (972) 412-6193

**[RowlettOnTheMove.com](http://RowlettOnTheMove.com)**