



City Council Meeting Agenda

Our Vision: A well-planned lakeside community of quality neighborhoods, distinctive amenities, diverse employment, and cultural charm. Rowlett: THE place to live, work and play.

Monday, September 15, 2025

6:00 PM

Municipal Building – 4000 Main

Pursuant to Texas Government Code Section 551.127, on a regular, non-emergency basis, members may attend and participate in the meeting remotely by video conference. Should that occur, a quorum of the members, including the presiding officer, will be physically present at the location noted above on this Agenda.

As authorized by Section 551.071 of the Texas Government Code, this meeting may be convened into closed Executive Session for the purpose of seeking confidential legal advice from the City Attorney on any agenda item herein.

The City of Rowlett reserves the right to reconvene, recess or realign the Regular Session or called Executive Session or order of business at any time prior to adjournment.

Process for Public Input: If you are not able to attend in person, you may complete the [Public Input Form](#) on the City's website by 3:30 p.m. the day of the meeting. All forms will be forwarded to the City Council prior to the start of the meeting.

For in-person comments, request to speak forms/instructions are available inside the door of the City Council Chambers.

- 1. Call to Order**
- 2. Executive Session**
- 3. Reconvene Into Open Session and Take Any Necessary or Appropriate Action on Closed/Executive Session Matters**
- 4. Citizens' Input**

At this time, comments will be taken from the audience on any topic. No action can be taken by the Council during Citizens' Input.
- 5. Work Session**
 - 5.A.** Presentation from the Economic Development Advisory Board.
 - 5.B.** Presentation and discussion of the "Landscaping, Infrastructure, & Fences on Thoroughfares", or LIFT Plan.
 - 5.C.** Discuss and consider updates to the code of ordinances related to short-term rentals (STRs) and long-term rentals (LTRs).
 - 5.D.** Discussion of Code Enforcement Division Update.
- 6. Discuss Consent Agenda Items for September 16, 2025, City Council Meeting**
- 7. Adjournment**

Deborah Sorensen

Deborah Sorensen, TRMC, MMC, City Secretary

I certify that the above notice of meeting was posted on the bulletin boards located inside and outside the doors of the Municipal Center, 4000 Main Street, Rowlett, Texas, as well as on the [City's website](#) on the September 9, 2025 by 5:30 p.m.

City of Rowlett City Council meetings are available to all persons regardless of disability. If you require special assistance, contact the City Secretary at 972-412-6109 or write 4000 Main St., Rowlett, Texas, 75088, at least 48 hours in advance of meeting.

City of Rowlett ~ 4000 Main Street, Rowlett TX 75088 ~ www.rowlett.com

Meeting Date: 9/15/2025

Agenda Item: 5.A.

Title

Presentation from the Economic Development Advisory Board.

Staff Representative

Charles Mazarakes, Economic Development Asst Director

Executive Summary

City Council has set the expectation of meeting one-on-one each year with City Boards and Commissions to discuss their respective roles and future direction. Michael Weaver, Chair, and Rhonda Wolfe, Vice Chair and members of the Economic Development Advisory Board (EDAB) will share the Board's perspective on their service in this capacity, reporting accomplishments and this year's working topics and goals.

Strategic Priority and Goal(s)

Strategic Priority	Strategic Goal
 Foster Economic Vitality	5.1 Create and promote a positive brand identity. 5.2 Achieve regional, state, and national recognition. 5.3 Cultivate Bayside as a premier destination development. 5.4 Attract specialty retail development. 5.5 Develop the North Shore as a mixed-use urban environment. 5.6 Strengthen the City's employment base. 5.7 Forge public/private development partnerships. 5.8 Responsibly develop identified economic opportunity areas.

Background Information

N/A

Discussion

The Economic Development Advisory Board will present its FY2025 accomplishments along with both short- and long-term goals. Current priorities include:

- Supporting the implementation of the Downtown Strategic Plan goals
- Engaging master developers, site selectors and commercial relators for North Shore
- Reviewing incentive applications and providing recommendations to City Council

- Launching the newly formed Downtown Subcommittee, which is gathering community input and shaping future goals for Downtown

Looking ahead, the board's long-term goals include participating in marketing and business attraction events, updating target industry study and gap analysis, and continuing working with staff to fulfill the goals outlined in the Downtown Strategic Plan.

Financial/Budget Implications

N/A

Recommended Action

N/A

Attachments

None

Meeting Date: 9/15/2025

Agenda Item: 5.B.

Title

Presentation and discussion of the "Landscaping, Infrastructure, & Fences on Thoroughfares", or LIFT Plan.

Staff Representative

Jeff Winget, Mayor

Executive Summary

The Landscaping, Infrastructure, and Fences on Thoroughfares (LIFT) Plan provides a comprehensive framework for enhancing the appearance, functionality, and long-term maintenance of Rowlett's major corridors. The plan addresses longstanding challenges with landscaping, screening walls, neighborhood entry features, and code enforcement by clarifying responsibilities, standardizing maintenance practices, and aligning funding mechanisms.

Strategic Priority and Goal(s)

Strategic Priority	Strategic Goal
 Strengthen Neighborhood Livability	3.1 Value existing neighborhoods. 3.3 Invest in enjoyable places of lasting value and distinctive character.

Background Information

Rowlett has experienced ongoing challenges in maintaining and enhancing the appearance of its major corridors. Over time, these issues have included median landscape features, screening wall upkeep, neighborhood entry features, and fence maintenance.

Several factors have contributed to these challenges:

- **Historical Inconsistency:** Past city budgets and programs, such as Community Enhancement initiatives beginning in FY2015 and continuing with the "live screening wall" program in 2017, introduced solutions without establishing a long-term framework rooted in clear policy. At various times, city statements and capital allocations suggested that screening walls were a city responsibility, while ordinances indicated otherwise.

- **Code Complexity:** Current ordinance provisions assign responsibility for right-of-way maintenance and landscaping to adjacent property owners, while requiring HOAs to maintain common areas. However, these requirements have been interpreted differently over the years, leading to inconsistent messaging and upkeep.
- **Problem Areas:** Community feedback has highlighted specific corridor issues such as deteriorating landscape features, debris along thoroughfares, aging screening walls, and inconsistent neighborhood entry features.

Council discussion at the June 30, 2025, meeting reaffirmed the importance of addressing these concerns. At that time, Council directed staff to proceed with a PID (public improvement district) plan which left residents responsible for upkeep of certain areas.

Discussion

Following the June 30, 2025, meeting, the Action Center has received numerous inquiries about specific properties and their respective responsibility for maintenance and upkeep. Additionally, City Council has received significant public input which has helped to bring forth historical context and feedback from other cities.

Following several meetings with city management, city attorney, and members of the public, Mayor Winget undertook an effort to develop a comprehensive plan to address many of the challenges, ranging from policy complications to financial implications. The resulting plan, titled the “Landscaping, Infrastructure & Fences on Thoroughfares” Plan, or LIFT Plan, is an initial draft aimed at solving the challenges of the past while establishing a framework for the future.

The LIFT Plan establishes a structured strategy built on four pillars:

- 1. Landscaping (L):**
 - Maintain grass, medians, and roadside plantings along key corridors.
 - Ensure irrigation systems are functional and efficient.
 - Expand the tree canopy using drought-tolerant species.
- 2. Infrastructure (I):**
 - Upgrade & maintain sidewalks for ADA compliance and walkability.
 - Remove cluttered signage and enhance wayfinding.
 - Enhance medians with design features and lighting.
- 3. Fences/Screening Walls (F):**
 - Repair or replace deteriorating walls with consistent standards.
 - Clarify responsibility: HOA-owned walls remain under HOA maintenance; non-HOA walls along major thoroughfares become City responsibility.
- 4. Thoroughfares (T):**
 - Focus improvements on Rowlett Rd., Merritt Rd., SH-66/Lakeview Pkwy., Dalrock Rd., Princeton Rd., and Miller Rd.

Policy Components:

- Define “common areas” to ensure non-HOA screening walls and entry features along key thoroughfares are maintained by the City.
- Consider establishing “Thoroughfare Vitality Grants” to encourage resident-initiated enhancements.
- Clarify the list of items which will be maintained by the resident found in Sec. 54-189.

Operational Components:

- Contract or in-house crews for mowing, tree trimming, and wall repairs.
- Conduct a citywide inventory of screening walls and landscaping conditions.

Funding Components:

- Leverage existing fund balance and unused capital funding for immediate, emergent needs.
- Use General Obligation Bonds as the primary source for long-term major infrastructure and wall replacement.
- Supplement with Tree Replacement Fund, and external grants (e.g., GCAA).

Scope:

- Applies to major thoroughfares and non-HOA screening walls and entry features.
- Does not apply to secondary connector roads or privately owned landscaping.

The LIFT Plan aims to provide equitable solutions for residents, resolve historical inconsistencies, and create a unified vision for Rowlett’s corridors. Council feedback at this work session will guide refinements prior to adoption, including code updates, operational needs, and financial avenues.

Financial/Budget Implications

The LIFT Plan proposes a combination of capital and operational funding sources:

- **General Fund Balance:** Potential source for initial repairs, ongoing maintenance, and program administration.
- **Capital Improvement Allocations:** Redirection of existing capital funds to address emergent corridor issues.
- **General Obligation Bonds:** Primary funding for large-scale screening wall replacements and corridor infrastructure upgrades.
- **Tree Replacement Fund:** Dedicated resource to support canopy expansion and tree planting opportunities.
- **External Grants:** Opportunities such as the Government Community Achievement Award (GCAA) grant to supplement City resources.

While precise cost estimates will require support from the City Council and further project scoping, the plan represents a shift toward City assumption of responsibility for certain non-HOA assets, creating a long-term fiscal obligation. Operational costs will include annual mowing, irrigation, tree trimming, and wall maintenance contracts. Council direction is needed on balancing capital investment with ongoing operating budget commitments to ensure financial sustainability.

Recommended Action

This is a discussion item, with an opportunity to provide feedback to Staff. No consensus or formal direction is requested or expected as part of this discussion until Staff has the opportunity to comprehensively review this proposal and any feedback provided by Council.

Attachments

None

Meeting Date: 9/15/2025

Agenda Item: 5.C.

Title

Discuss and consider updates to the code of ordinances related to short-term rentals (STRs) and long-term rentals (LTRs).

Staff Representative

Jeff Winget, Mayor

Executive Summary

The City Council is asked to consider options to add stricter compliance to the short-term rental ordinance, and consider establishing additional requirements with respect to long-term rentals.

Strategic Priority and Goal(s)

Strategic Priority	Strategic Goal
 Strengthen Neighborhood Livability	3.1 Value existing neighborhoods.

Background Information

Following previous updates to the Short Term Rentals ordinance found in ORD-12-25, some properties have modified their STR listing to exceed a 30-day minimum rental period, thus avoiding the regulations established by Council during the STR review.

Discussion

At the April 1, 2025, City Council Meeting, the Council adopted ORD-12-25 which completely revised the short-term rental requirements within the city to adopt stricter regulations aimed at minimizing the negative impacts associated with frequently changing tenants.

Since that time, Mayor Winget has discussed additional options with City Attorney, Victoria Thomas, that would help address concerns that have been expressed by residents. Specifically, Council is asked to consider the following amendments and concepts:

Short-Term Rentals

1. Sec. 10.458 – inclusion of a provision that automatically declines a new application for an STR if there is another STR actively operating with a valid permit within a

1,000 foot radius of the applicant's property. Renewals of existing STRs would still be accepted, and any existing STRs would not be affected unless their permit lapsed.

2. Sec. 10.471 – Inclusion of a provision that solid waste generated by an STR must be placed for collection weekly to avoid the over-accumulation of trash on the property. This aligns STRs with the commercial code by requiring weekly collection. Operationally, this would be complaint-driven, and a violation that would be counted toward revocation if the property is non-compliant.
3. Amend the STR application to require that rentals be made to a single party. There are anecdotal reports that rentals are being subdivided and rented to multiple tenants simultaneously. This is an unsafe practice.

Long-Term Rentals

Long-term rentals are rentals in excess of 30 days. LTRs further differ from STRs because of the methodology used in the advertisement of a property on a STR platform. Sec. 10.413 defines the minimum requirements for all rental properties, LTRs included, and is shared below:

- Sec. 10-413. - Minimum standards.
 - (a) *All rental properties, inclusive of the primary dwelling structure, all accessory structures, and the premises comprising the property, shall be kept and maintained by the owner and the landlord in accordance with the following minimum standards:*
 - (1) *The property must be maintained in a safe and habitable condition;*
 - (2) *The property must be adequately served by all utilities, including but not limited to electricity, water, and sanitary sewer services;*
 - (3) *The property shall not be in violation of any city nuisance regulation prohibiting junk motor vehicles, high grass and weeds, dangerous vegetation, dilapidated fencing, and accumulations of stagnant water, rubbish, and unwholesome matter; and*
 - (4) *The property shall be kept and maintained in accordance with the standards and requirements set forth in the International Property Maintenance Code (IPMC), as adopted by the City.*
 - (5) *The property shall not be used for commercial purposes, other than as rental property or a lawful home occupation.*

This section is substantially shorter than the STR ordinance. However, far more Rowlett residents may be impacted by any changes to the LTR ordinance, if amended. Council is asked to consider whether any changes to the LTR ordinance would be in the best interest of our residents, particularly knowing that STRs may advertise as a LTR if a permit is non-renewed.

Financial/Budget Implications

There is no financial impact at this time.

Recommended Action

This is a discussion item, with an opportunity to provide feedback to Staff for future

direction with respect to any changes to the code of ordinances. Should Council wish to consider updates to Sec. 10-413 (Minimum standards for all rental properties), the establishment of an ad hoc subcommittee is one option to allow collaborative work effort in conjunction with staff before berining a formal change to the full council.

Attachments

None

Meeting Date: 9/15/2025

Agenda Item: 5.D.

Title

Discussion of Code Enforcement Division Update.

Staff Representative

Derek Hull, Director of Community Development

Executive Summary

The Code Enforcement Division will provide an update to Code activities across the City.

Strategic Priority and Goal(s)

Strategic Priority	Strategic Goal
 STRENGTHEN NEIGHBORHOOD LIVABILITY	3.2 Sustain a community that is appealing to people at all stages of life.

Background Information

The City's Code Enforcement Division is responsible for enforcing municipal ordinances that preserve community standards, promote public safety, and maintain neighborhood quality of life. Typical areas of enforcement include high grass and weeds, trash and debris, property maintenance, signage, junk vehicles, and other nuisances that may impact residents and businesses. They are also responsible for the rental program, which consists of single-family rentals, short-term rentals, multi-family rental and hotel/motel rental.

Code Enforcement staff conduct proactive inspections as well as respond to complaints received from residents, businesses and internal departments/divisions. Cases are tracked through the City's code case management system, which allows staff to monitor timelines, outcomes, and repeat violations.

The Code Enforcement team is composed of six Code Officers and one Manager. Responsibilities are divided geographically, with four code officers assigned to residential areas, one code officer dedicated to commercial properties, and one code officer focused on rental inspections. Staff also collaborate closely with departments such as Police, Fire Marshal, Public Works, and Planning to address cross-functional issues and ensure comprehensive enforcement.

Over the past several years, the demand for Code Enforcement services has continued to grow, driven by population growth, aging housing stock, and increased community expectations for property maintenance.

Performance is tracked using metrics such as the number of violations observed, compliance rates, number of proactive inspections, number of citations, number of abatements, number of complaints and number of rental inspections. While compliance is generally achieved voluntarily, some cases require escalated enforcement, including abatement, citations, or legal action.

Discussion

The presentation provides a comprehensive look at current staffing, processes, and performance to inform discussion on resource needs, program priorities, and potential process improvements.

Financial/Budget Implications

No financial impact - Information only

Recommended Action

This presentation is for informational purposes only.

Attachments

None