

# Rowlett

On the Water. On the Move.

A Monthly Message From Mayor Todd Gottel

## August, 2016 - New Residential Options are **HERE!**

Folks, as I've shared with you many times over the years, there is not much developable land left in Rowlett, so the highest and best use for new development must be ensured. Through analysis during the Realize Rowlett 2020 process, it was discovered that Rowlett's existing housing market was only serving one segment of the market – large lot single-family detached residences. As a result, there were no alternative housing choices when existing residents change their station in life or new residents, not interested in a large lot single-family home, want to relocate to Rowlett. In addition, not having a diversified housing portfolio did not position the City well to weather market fluctuations associated with one housing product type. Well, that is all changing! New options are here, and with diversified housing comes diversified commercial opportunities interested in locating next to these new neighborhoods, such as The Homestead at Liberty Grove, Harmony, Terra Lago, Bayside and The Village of Rowlett.

The Realize Rowlett 2020 community vision plan, the result of one of the largest scale public outreach campaigns the City has ever completed, lasting two and a half years, put regulations in place that specifically promote the types of development that help diversify the City's tax base. Creating great places of lasting value and character therefore provides the ultimate value to Rowlett taxpayers! Known as **Form Based Code**, this set of regulations is very developer-friendly, bringing heightened interest and many, many new developments to Rowlett! They are not based solely on uses occupying buildings, but instead are based on creating places that will sustain market fluctuations, thus creating a greater long-term value for the citizens of Rowlett.

OK, now that I've got the background and history out of the way...while we do have several residential developments utilizing form based code underway, including the Village of Rowlett, Bayside and Terra Lago, I am really excited to share that The Homestead at Liberty Grove, a 200-acre, master-planned multigenerational neighborhood, is available for you to build in NOW! And that's not all...Harmony, luxury apartment living on Merritt Road at PGBT, is now leasing and will welcome their first residents on September 1! Please read more about these beautiful neighborhoods and all they have to offer in the following pages!

Since many residents may still wish to reside in large lot single-family residences, of course those housing choices will remain available. However, I'm really excited that different options are now available to serve the diversified demand of existing and future Rowlett residents!



Mayor Todd Gottel



Joining our community's kids as we cut the ribbon and open the brand new Kids Kingdom!



## Homestead at Liberty Grove

You know, where we LIVE, where we raise our families, lay our heads at night, gather for meals, the place we call home...where we LIVE is such an intrinsic component of our human experience. This extends not just to our homes, but the experience our neighborhoods offer are also incredibly important. Ask people what is important to them when choosing where to live, and ALL age groups, young adults, families, empty nesters and senior citizens alike will answer: a sense of community.

Construction standards in the past few decades wandered away from establishing a sense of community, catering to our country's growing automobile dependence. For example, walkability has been limited by eliminating open spaces in our neighborhoods, sidewalks were narrowed to the point of only allowing single file travel. Street lights have been spread out to only clue motorists in on the location of intersections. Planting street trees has even fallen by the wayside.

That's why I'm so excited about Homestead at Liberty Grove. Rowlett's first neighborhood utilizing form based code offers wonderful **human** environments, with both character and function. This multigenerational community features homes for every stage of life, no two of which are alike. 11 architectural styles, with multiple elevations for each style

and home type set the neighborhood apart from anything else we've seen in Rowlett. These homes will offer amenities like front and wrap around porches, bay windows, balconies, stoops, and garden rooms all designed to encourage social interactions and enhance the feeling of community within the neighborhood. All homes will be located near a park, whether it's right across the street or just a three-minute stroll from one! A variety of open spaces and parks flow throughout... some for sitting, some for walking, some for playing and some just for gazing. Short blocks of tree-lined streets with trails and wide sidewalks connect all the different housing types and amenities together, creating opportunities for friends and family to leave the car behind and WALK to each other's homes. Did you know that not only are tree-lined neighborhoods more valuable, but those street trees lower temperatures 8-11 degrees on the sidewalks below? Makes summer strolling an actual possibility! Another addition is three times more streetlights, placed closely together ensuring well-lit paths.

***Homestead at Liberty Grove is a breath of fresh air to the City and the current residents of Rowlett. This neighborhood is way ahead of the residential game in a people-forward way and there is nothing like it in any of our neighboring cities. It is uniquely Rowlett!***

### 11 unique home styles include:

**Garden** Homes: Adult lifestyle courtyard homes with front yard maintenance provided by the HOA. The perfect lock-and-leave home for empty nesters, active seniors, and young professionals.

**Township** Homes: Homes for young families with first and second floor master bedrooms. Flexible backyards offer choices of attached and detached garages featuring "Granny Flats", workshops and three car garages.

**Manor** Homes: Homes for older families, featuring mostly first floor master bedrooms. Flexible backyards offering choices of attached and detached garages featuring "Granny Flats", workshops and four car garages.

**For more information, visit [www.homesteadatlibertygrove.com](http://www.homesteadatlibertygrove.com)**





**HARMONY**  
LUXURY APARTMENTS



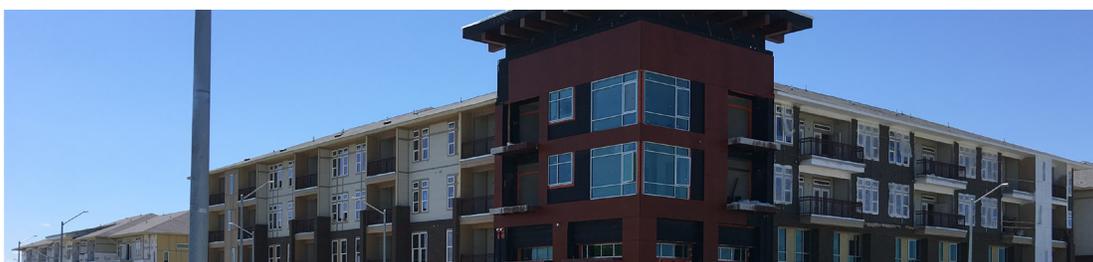
## Harmony Luxury Apartments

With the first residents set to move in on September 1, Harmony luxury apartment homes deliver the ultimate in upscale urban living with open and spacious one and two bedroom floor plans. Conveniently located on Merritt Road right next to PG&T, residents have easy access to all of the recreational opportunities that Lake Ray Hubbard offers as well as to the entire Metroplex. This is the exact sort of housing option our community's young professionals have asked for! These homes offer designer interior touches such as hardwood floors, granite countertops, 10' ceilings, walk-in closets, garden tubs, garages, stainless appliances...all the special extras that make our full-size house a home!

And did I mention, Harmony also offers:

- 9-hole Disc Golf Course
- Bike/Jogging Trail
- Business Center
- Detached Covered Garages
- Carport Parking
- Clubhouse
- Resort Style Pool
- Lounge & Game Room
- State of the Art Fitness Center
- Outdoor Grills
- Community Events
- Elevators
- Secured Building Access
- Wi-Fi in Common Areas

For More Information, visit [www.harmonyrowlett.com](http://www.harmonyrowlett.com)!



Mark Your Calendar!

### Summer Concert Series/Food Truck Fridays

- Friday nights in August
- 7-9pm @ Pecan Grove Park
- August 5 - Walkin' the Line (Johnny Cash Tribute)
- August 12 - Escape (Journey Tribute)
- August 19 - Time Train (variety)
- August 26 - Me and My Monkey (The Beatles Tribute)

### Movies @ Pecan Grove Park

- At Dusk on Friday nights in September
- September 2 - Minions
- September 9 - The Good Dinosaur
- September 16 - Hotel Transylvania 2

### Keep Rowlett Beautiful Fall Cleanup Day

- Saturday, September 10
- 9am-1pm
- Sign up at [www.keepprowlettbeautiful.org](http://www.keepprowlettbeautiful.org)

### Diversity Day

- Saturday, October 1
- 11am-2pm @ Rowlett Community Centre

### Keep Rowlett Beautiful Electronic Recycling & Document Shredding Event

- Saturday, November 5
- 9am-1pm @ Rowlett High School