

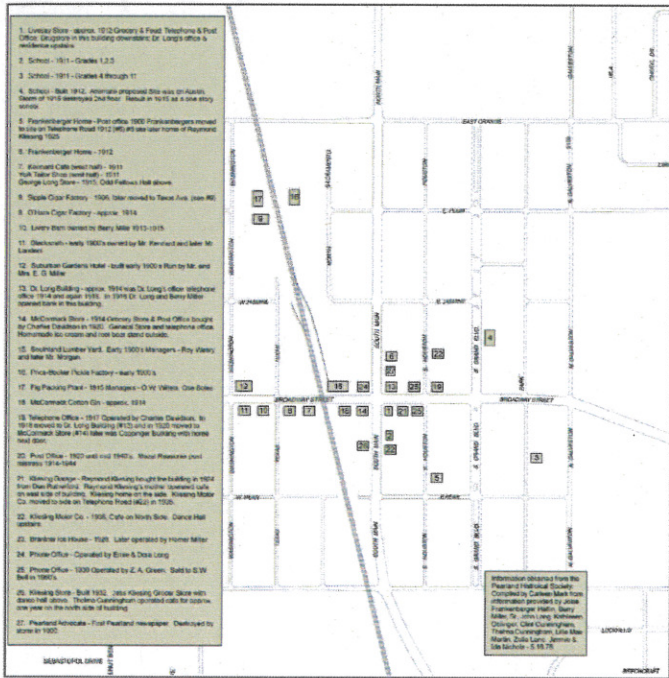


CITY OF PEARLAND, TEXAS
OLD TOWNSITE DOWNTOWN
DEVELOPMENT DISTRICT PLAN

H3 STUDIO
OCTOBER 2005

OLD TOWNSITE

CITY OF PEARLAND, TEXAS



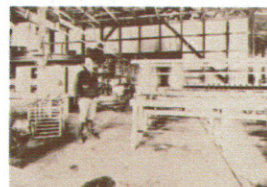
1900'S - 1930'S



The Santa Fe train arrives at the Pearland train depot.



1913 Broadway Business district.



Superintendent H.C. "Tud" Johnston in the fig plant.



August 1915 hurricane devastation at Broadway



Floyd Hale Livesay's general store in 1921.



E. G. Miller's Suburban Gardens Hotel



1935 Pearland Garage



1948 new building of R. Kiesing's Chevrolet dealership



1950's Pearland community of white frame homes



Mayor Keller discusses donation of train depot



A mounted contingent in the Founder's Day Parade



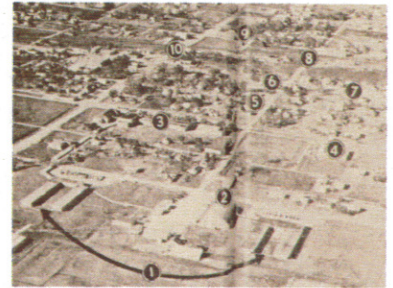
The donated depot leaves its site west of the tracks in March 1960



1897 Pearland on The Century Atlas map



The September 1894 'Town of Pear-land' Plat



1962 Pearland

Images from *Pearland, Texas: A Centennial Celebration*, By Bettee Hale
Additional information from the Pearland Historical Society

HISTORIC IMAGES

PLANNING & CONCEPT DESIGN OF THE OLD TOWNSITE DOWNTOWN DEVELOPMENT DISTRICT PLAN
IN THE CITY OF PEARLAND, TEXAS

PREPARED BY H3 STUDIO 12.07.04



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ACKNOWLEDGMENTS

CITY OF PEARLAND, TEXAS

Tom Reid, *Mayor*

Bill Eisen, *City Manager*

Richard F. Tetens *Councilmember*
Woodrow "Woody" Owens *Councilmember*
Charles Viktorin *Councilmember*
Larry R. Marcott *Councilmember*
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INTRODUCTION



AERIAL OF EXISTING OLD TOWNSITE



PUBLIC MEETING DISCUSSION



PUBLIC MEETING

BACKGROUND & PURPOSE

The purpose of this document is to describe and illustrate the overall vision for the Old Townsite in Pearland, Texas and enable the City, property owners, and citizens to make informed decisions about future developments and enhancements. The plan was developed to address the issue of a lack of an identity for Pearland and its downtown. The plan capitalizes on the existing assets of the area while providing a framework for the future development of the downtown as well as a lack of economic and social vitality. The plan suggests the use of a public/private partnership to implement the plan and therefore increase the economic viability of the area and to develop the identity for Old Town Pearland. The changes and improvements outlined in this document will require careful coordination so that the City may continue the development of the Old Townsite.

THE PROJECT OBJECTIVE

The objective was to develop a consensus Old Townsite Downtown Development District Plan that outlines design and development strategies to increase the economic vitality of the downtown area and results in a new image and sense of identity for downtown Pearland.

PLAN ORGANIZATION

The plan first provides a profile of the Old Townsite that summarizes the history and existing conditions of the area. Thereafter the plan addresses the future development of the area at two scales. First, the Development Strategy Framework Plan provides the organizational concepts that should guide the project area while taking into account the adjacencies. The second scale is the Old Townsite Downtown Development District Plan. All the components of this urban design plan build upon the established framework. Finally, an implementation strategy is detailed, that is supported by an opinion of probable cost, finance action plan, regulatory plan and regulating code (under separate cover).

THE PLANNING PROCESS

Community participation was the key to this planning process. Participation by the Old Townsite residents, community leaders, business owners, elected officials, and city staff brought many issues and ideas to the table and helped facilitate the development of the enclosed plan.

The appointed Stakeholder Advisory Committee held five meetings throughout the process. Three well-attended public meetings were held within the Old Town project area at the community college. In addition, there were three city council workshops, over thirty stakeholder and developer interviews, and constant review and input from the city staff. In the course of the interviews and public meetings, the community shared their perceptions of the opportunities and challenges of the area and their vision for the future of the Old Townsite which has been incorporated. The planning process to complete this plan consisted of four phases. The four phases produced the following products:

URBAN DESIGN ANALYSIS

Including an analysis of the existing conditions of the Old Town to provide a baseline of information of the city's infrastructure and needs (including: History, Topography & Hydrology, Landscape, Building Analysis, Access & Circulation, Parking, Infrastructure, Political and Financial Jurisdictions, Land Use & Zoning in coordination with the Comprehensive Plan, Current Plans & Proposals) and An Analysis of the historical evolution and Summary Urban Design District Analysis of the Old Town site

GOAL STATEMENT & PRINCIPLES

The Goal Statement describes the role, character, and importance of the Old Town and downtown. A series of development principles which provide greater guidance on the site specific manner in which to realize the goal

DEVELOPMENT STRATEGY FRAMEWORK PLAN

Specific principle recommendations for improvements to the Old Town that are integrated into specific proposals

OLD TOWNSITE DOWNTOWN DEVELOPMENT DISTRICT PLAN
Including an Implementation Strategy and a Finance Action Plan.



REVIEW OF PUBLIC MEETING FEEDBACK

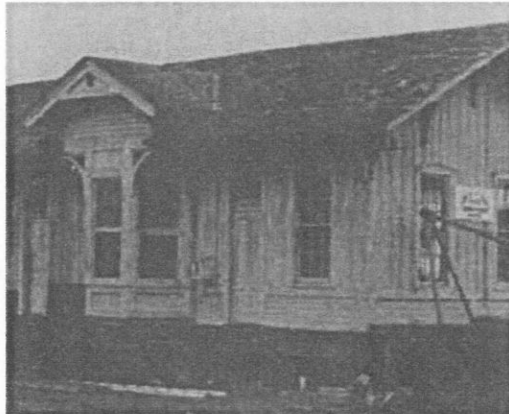


PUBLIC MEETING DISCUSSION



PUBLIC MEETING

HISTORY



1980 TRAIN DEPOT LEAVES ITS SITE WEST OF THE TRACKS



1913 BROADWAY BUSINESS DISTRICT



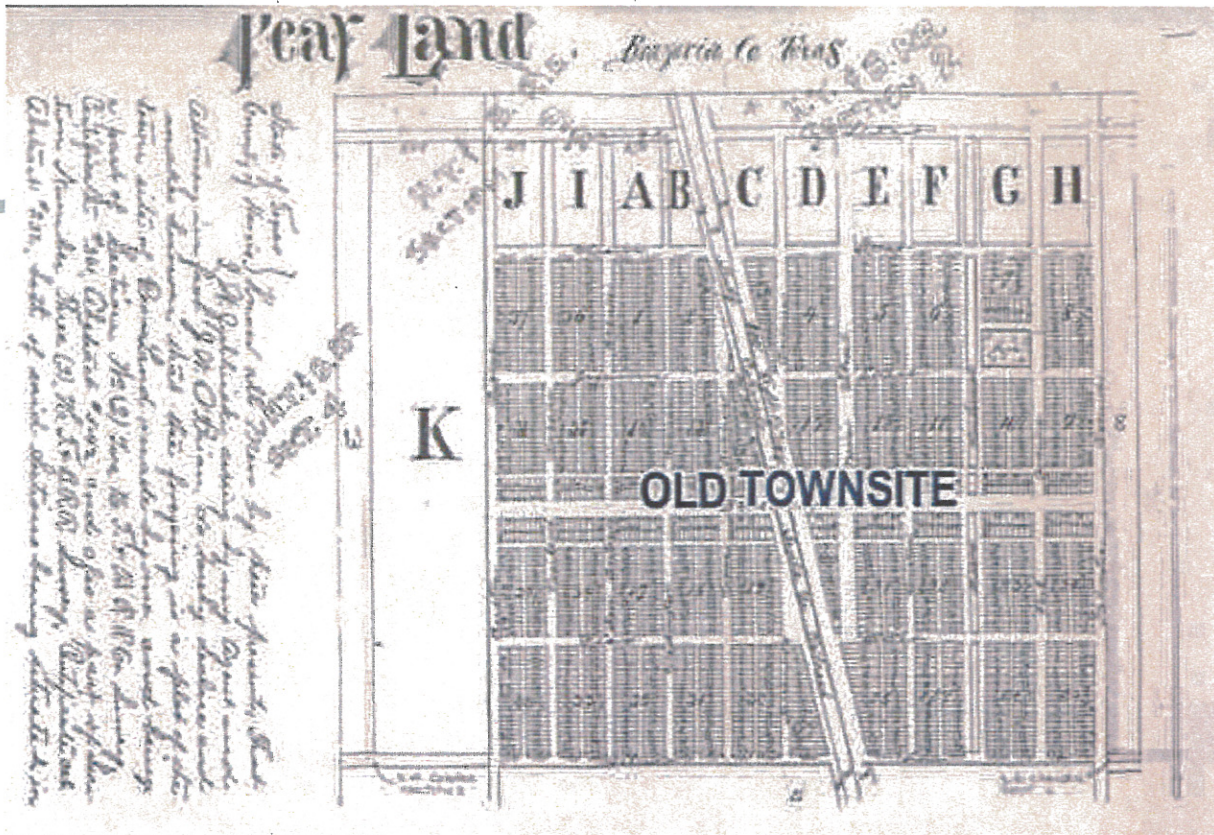
1915 HURRICANE DEVASTATION ON BROADWAY

HISTORY

In 1892, William Zychlinski bought 2,560 prime acres of land surrounding the Mark Belt outpost along the Gulf, Colorado and Santa Fe rail line. Zychlinski platted out the original town site in 1894 and named the east west streets of Walnut, Pear, Broadway, Jasmine, Plum, and Orange. The north-south streets were named Austin, Pearland, San Antonio, Washington, Texas, Sacramento, Main, Houston, Grand, Park, and Galveston. A year later, the Southern Homestead Company took over the promotion of Pearland to people in the farm-belt states. The area was promoted as having fertile land bringing people from many Midwestern states to settle in Pearland. Early on, a business district formed at the intersection of what is now Main and Broadway. Basic businesses such as a hardware store, general store, lumber yard, printing office, and a hotel served the needs of the community. A four-room wooden schoolhouse and the railroad depot also graced this burgeoning village.

The catastrophic hurricane of 1900, one of the worst natural disasters in the Gulf Coastal Plain, if not North America, destroyed nearly all of the early town of Pearland. The population was cut by almost three quarters and only a third of the children returned to school after the mass exodus. To bring people back to the area, the Allison-Richey Land Company began promoting a new development, Suburban Gardens, a model community west of the railroad tracks. fifteen later, many new residents had moved in to repopulate the area. Many changes had occurred due to blight and weather. Farmers, unable to grow oranges, pears, or strawberries, had to choose new, staple crops. Figs became the area's new staple while cattle, hay, and family-owned dairies were growing economies. A two-story high school was completed in 1912 and roads were constructed connecting Pearland to other nearby communities.

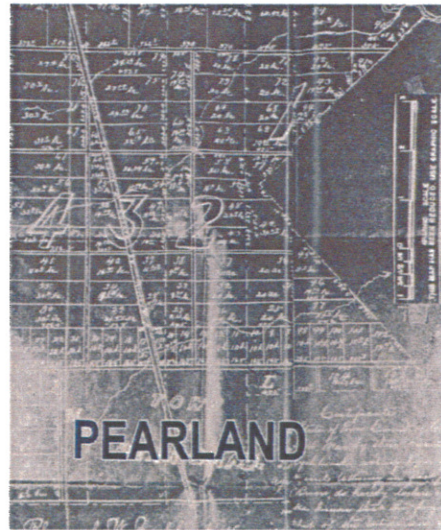
A second hurricane from the Gulf of Mexico blew through Pearland in 1915. The damage to the town was as disastrous as the 1900 hurricane. The top of the new high school was destroyed, and homes and businesses were scattered in little pieces across the fields and town site.



OLD TOWNSITE ORIGINAL PLAT SEPTEMBER 1894

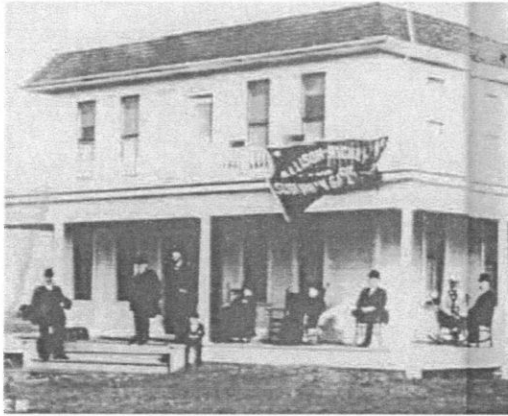


PEARLAND ON THE CENTURY ATLAS MAP 1897



SEPTEMBER 1894 TOWN OF "PEAR-LAND" MAP

HISTO



SUBURBAN GARDENS HOTEL



1921 GENERAL STORE

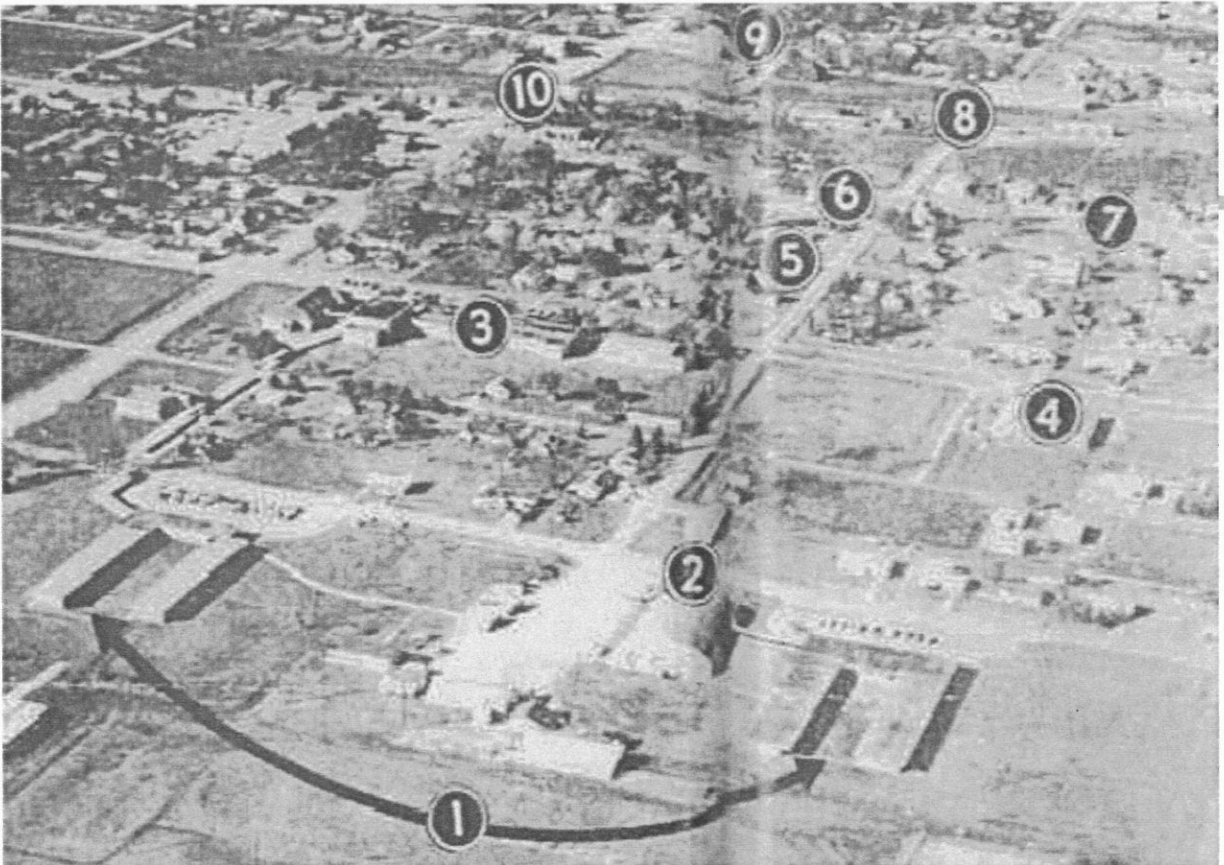


1950S PEARLAND COMMUNITY OF WHITE FRAME HOMES

The migration of people out of Pearland was also just as bad as in 1900. Both the hay and cattle industries dwindled due to these unforeseen circumstances, and the fig industry was the only one to grow due to a new processing plant in Pearland.

Modernization and infrastructure began during this rebuilding of Pearland. In 1917, telephone lines were strung, and a public phone booth erected. By the late 1930s, with the discovery of oil outside Pearland and the rise in rice production, Pearland was doing well economically. Pearland became the location for dance halls and beer joints. Throughout the 1940s, Pearland grew slowly back to approximately the same population as in 1900, before the hurricane. By 1949, the city took its first steps towards becoming a town with the development of the Brazoria County Water Control and Improvement District Number Three. This helped to generate the funding for a water and sewer system. In the 1950s, the Lions Club became responsible for a number of improvements including garbage collection, sidewalk improvements, and streetlights. In 1960, with triple the 1940 population, the city now had a mayor, city council, and city marshal.

After the incorporation of the city in 1959, the City of Pearland began a slow continual growth outward of both land and population. The train station in the Old Town closed and was later moved off site in 1980. In 1987, moving from the Old Town area, City Hall relocated to Liberty Avenue along with the train depot, currently the location of the Chamber of Commerce offices. In general, the pattern of high growth continues and as the Houston area grows, the City of Pearland is becoming an increasingly desirable location.



1962 PEARLAND



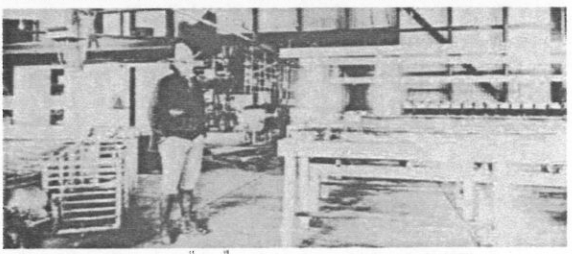
1935 PEARLAND GARAGE



A MOUNTED CONTINGENT IN THE FOUNDER'S DAY PARADE



1948 NEW BUILDING OF R. KLIESING'S CHEVROLET DEALERSHIP

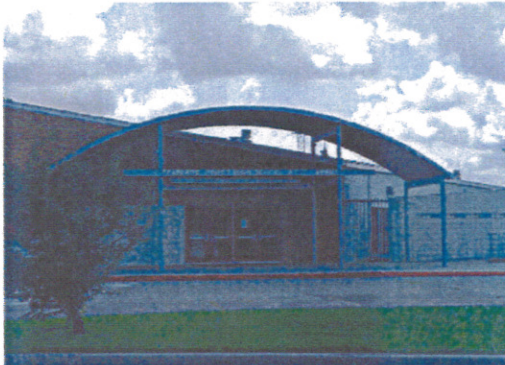


SUPERINTENDENT H.C. "JUD" JOHNSTON IN THE FIG PLANT

ANALYSIS OF EXISTING CONDITIONS



PEARLAND WATER TOWER



PEARLAND JUNIOR HIGH WEST



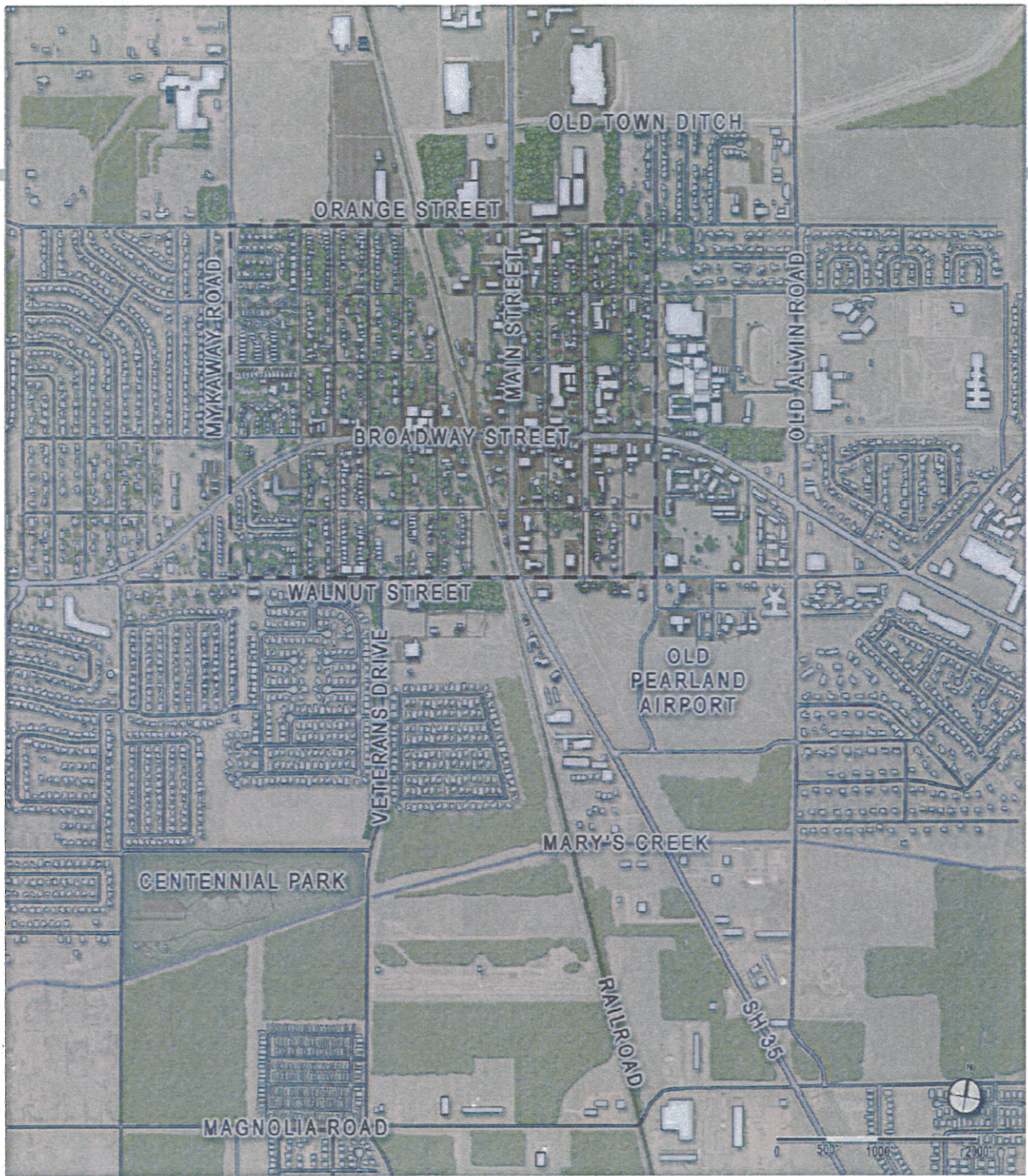
PEARLAND PUBLIC LIBRARY

PROJECT CONTEXT

Fifteen minutes from Houston, Texas, Old Town Pearland is located just east of the physical center of the City of Pearland and at the crossroads of SH 35/ Main Street, running north-south and FM 518/ Broadway Street, running east-west. The center of the Old Townsite, from the original platting of the City in 1894, is this Broadway and Main Street intersection. Along the northern edge of the study area, the Old Town drainage ditch system runs east-west, with a southern turn on Mykawa Road. On the southern boundary, Mary's Creek, the area's largest drainage collector runs, west-east to Old Dixie Farm Road.

Today, Main and Broadway, the two primary commercial corridors, and the railroad tracks dissect the area into four quadrants. The quadrants are comprised of a variety of uses: commercial, retail, residential, and institutional (in the form of schools and faith-based institutions). Old Town also contains the original Grand Boulevard, which runs north and south through both eastern quadrants. The entire western edge of Old Town is residential neighborhoods. The eastern edge of Old Town is bounded by an institutional area with the educational campuses of multiple public schools continuing with strip commercial and residential beyond. Light industrial uses and vacant land (the old Pearland airport) are located to the north and the southeast, respectively.

These quadrants of Old Town, due to their separation by non-pedestrian friendly streets and the barrier of the train tracks, have developed individual combinations of land uses and character. The northwest quadrant and southwest quadrants are primarily residential and are bordered to the east by the railroad tracks. The Broadway Street corridor running east-west between the two quadrants, contains most of the non-residential uses. The northeast and southeast quadrants are more mixed-use in nature and are also separated by the Broadway Street corridor and bounded to the west by the railroad tracks. Main Street also runs north-south through the two quadrants. The northeast quadrant is the location of most of the institutional uses with some residential.



OLD TOWNSITE BASE MAP

ANALYSIS OF EXISTING CONDITIONS

URBAN DESIGN ANALYSIS

OVERVIEW

Pearland's original town site is one of many nineteenth century train depot townships engulfed by large-lot development, infiltrated by commercial strips, and subjected to commuter traffic derived from the 120,000+ people living within a five-mile radius of the area. Old Town site itself has approximately 1,100 residents, with 400+ households and 400+ additional housing units within the less than one square mile original plat. It measures approximately 0.65 by 0.64 of a mile and almost all of the area is within a ten minute or a one-half mile walking distance of Broadway and Main. The Old Town is now divided into four isolated areas – two neighborhoods west of the railroad and two mixed-use districts east of the railroad. Currently, there are zoning & design codes that do not address the unique qualities of Old Town. Thus, much of its original character has been lost and the visual boundaries have blurred with adjacent areas. As a result, the downtown has lost its identity, becoming a resultant of railroad and arterial dissections.



OLD TOWNSITE BASE MAP



CURRENT DRAINAGE AT MARY'S CREEK IN PEARLAND



SWALES IN THE OLD TOWNSITE

TOPOGRAPHY & HYDROLOGY

The Old Town area is relatively flat and is located within the 3000 square mile gulf coastal plain. The overall elevation of the city ranges from 45 to 65 feet above sea level. Brazoria Drainage District #4 has jurisdiction within the project area. According to FEMA, there is currently no flood plain within the boundaries of the Old Town site, however there is a floodplain located just south of the site. In the Old Town site, the high points of the area follow the rail line through the center of the site. Low points are located in a few key areas including the southeast quadrant of the site. There is an existing swale system in place throughout much of the Old Town site. The area is severely lacking in drainage facilities for detention and retention, especially north of Orange Street, along the west of the railroad and along Mary's Creek to the south. Many of these areas flood in times of severe rain and there remains standing water for some time after. Mary's Creek, a tributary of Clear Creek and one of the City's major drainageways, cuts through Pearland to the east. Currently, the flood plain is over a mile wide in areas west of S.H. 35. Further