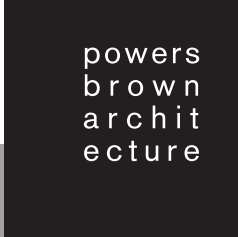


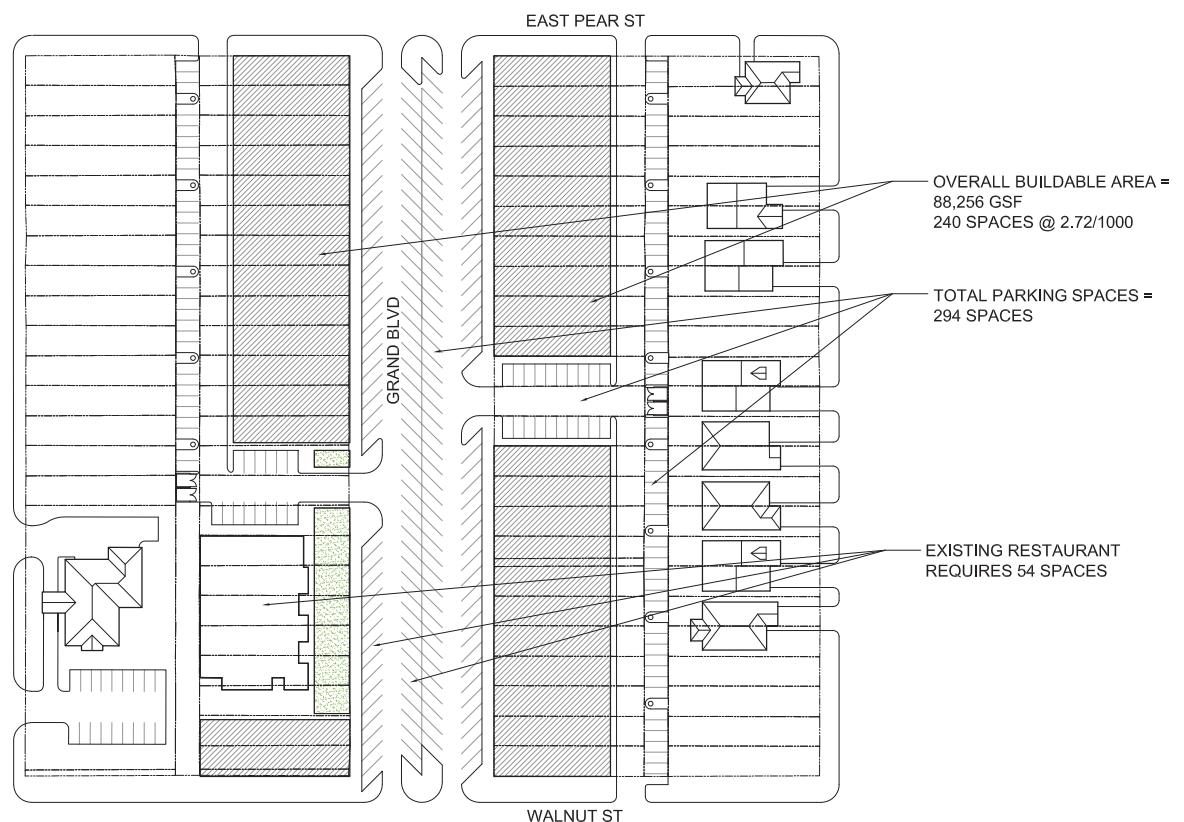
# GRAND BOULEVARD Pearland Old Townsite MASTERPLAN

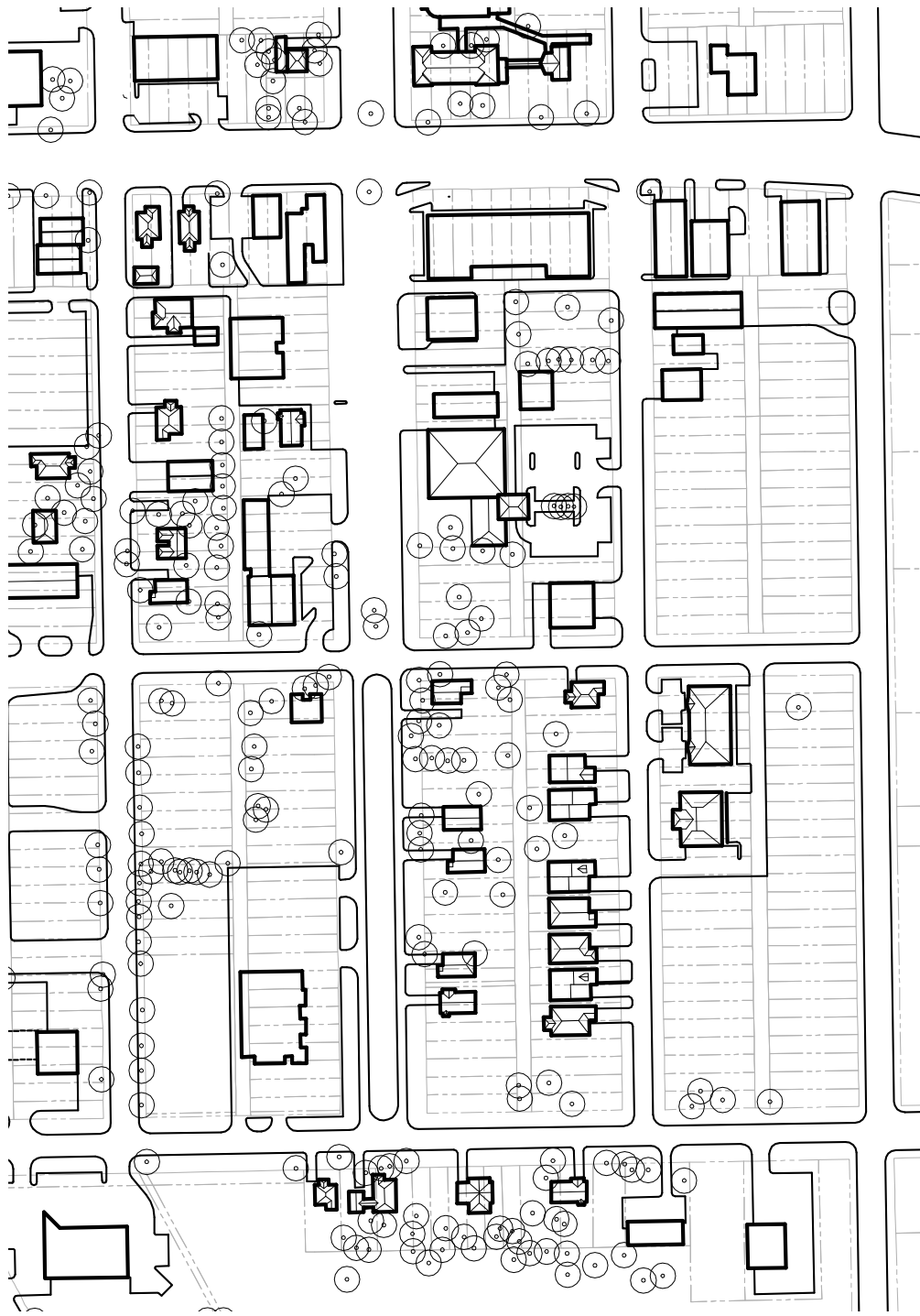


## SUMMARY:

Pearland is an attractive market from a demographic standpoint, the median and average household incomes are at the levels required to support retail. However, since the Pearland Town Center development is a large and successful venue, it will be very difficult to compete or replicate any resemblance of that project within the Pearland town square. Both nation and regional retailers want to be in either established developments or in new developments that have high visibility. Therefore, I (Midway) feel the town square area will mainly attract local retailers and office users who are already in the area. Per our limited research and analysis, I feel a “boutique” retail and office development would be most appropriate. I would plan a development with an “old town square” feel and look at 10,000 – 15,000 of retail on the bottom floors, 15,000 – 20,000 of office on the upper floors, and a nice central plaza for outdoor events/concerts/movies. Prospective retail tenants would include local restaurants, bakeries, coffee bars, wine bars, and local apparel. Prospective office tenants would include law offices, doctor offices, and maybe quasi-governmental agencies.

In summary, the site is attractive, but only for a “boutique play.” The Pearland Town Center development is going to receive the most attention from any branded retailer or restaurant, so the town square development will need to be a true community gathering place, leased by local firms.

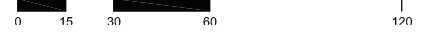
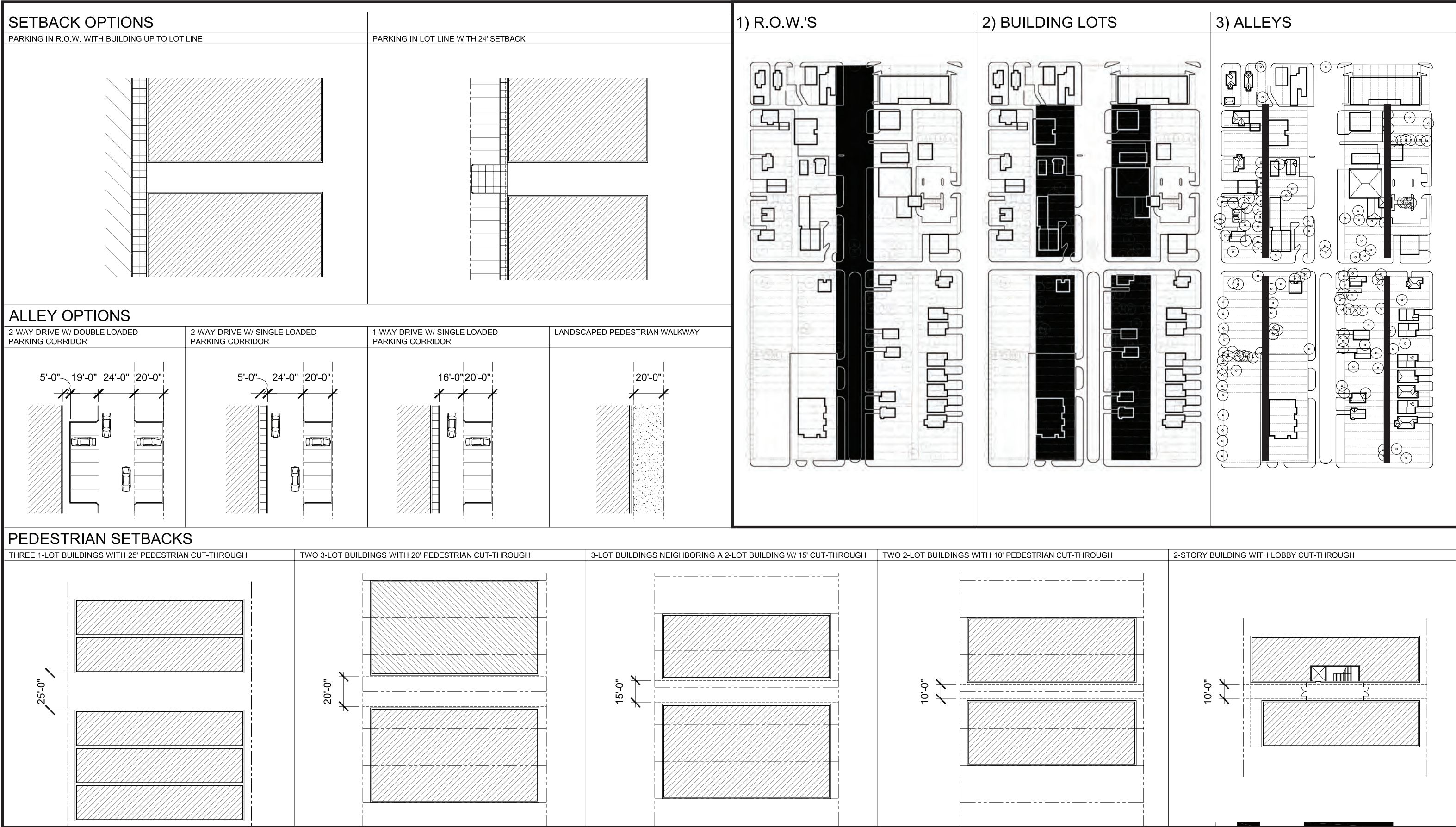


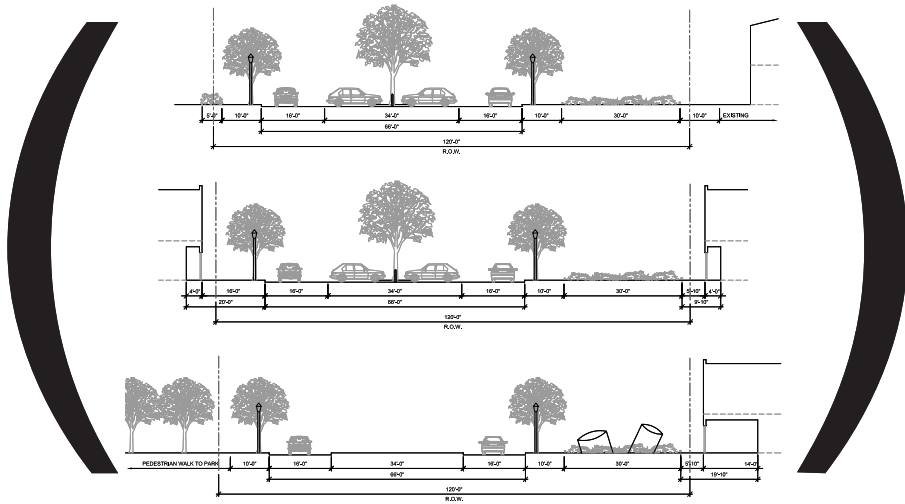


EXISTING SITE CONDITIONS

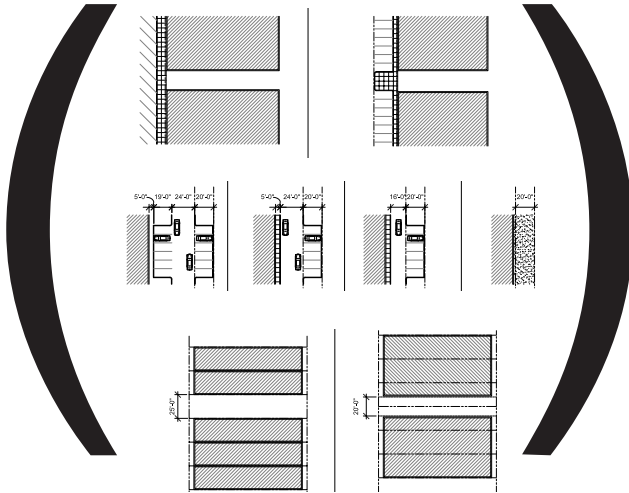




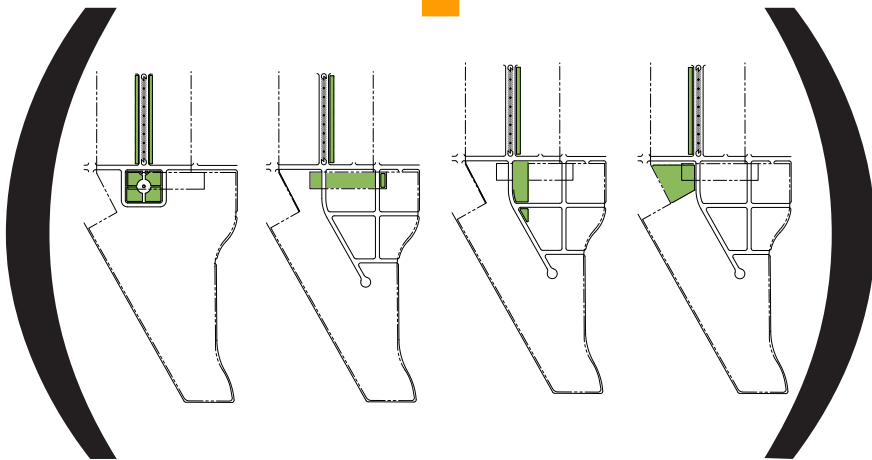




R.O.W.'S



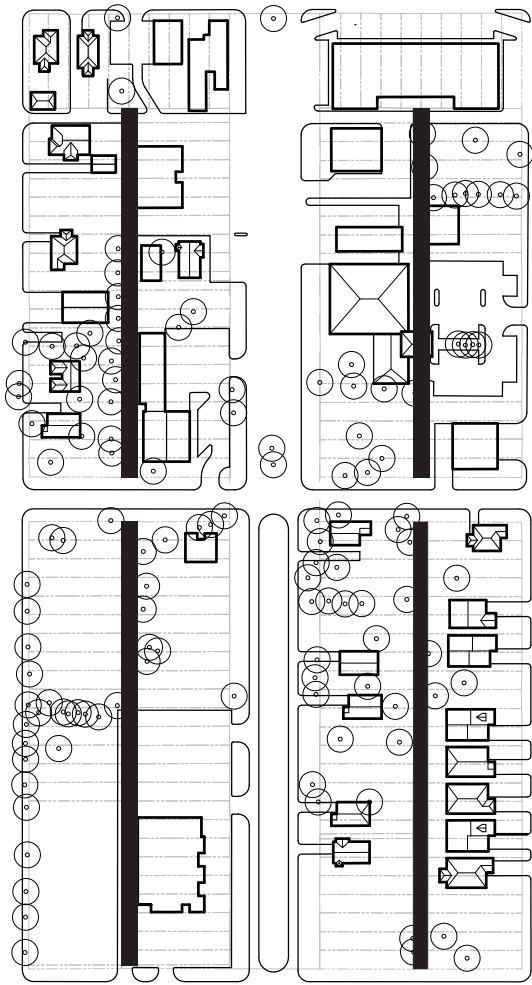
RULES



PARK  
STRUCTURE



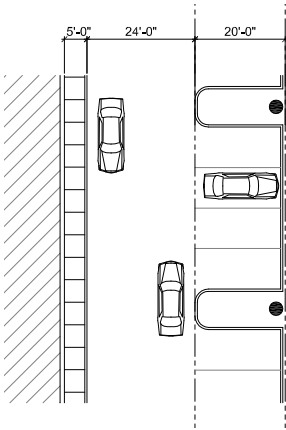
URBAN  
STRATEGY



▲ *Juanito's Restaurant*

*\*current precedent  
and code allows*

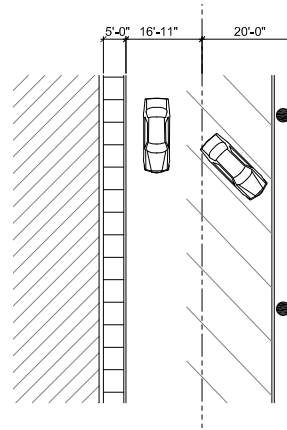




**OPTION 01**  
90-degree parking with  
landscape islands at  
telephone poles

2-way drive for traffic and 5' pedestrian walk-way

building owners would be required to dedicate **29'-0"** of their property to the alley R.O.W.

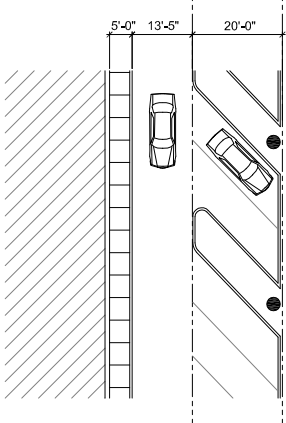


**OPTION 02**  
4' landscape buffer to  
accomodate telephone  
poles

45-degree parking

one-way drive for traffic and 5' pedestrian walk-way

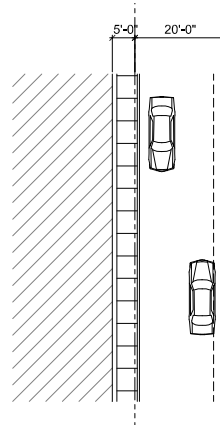
building owners would be required to dedicate **21'-11"** of their property to the alley R.O.W.



**OPTION 03**  
45-degree parking with  
landscape islands at  
telephone poles

one-way drive for traffic and 5' pedestrian walk-way

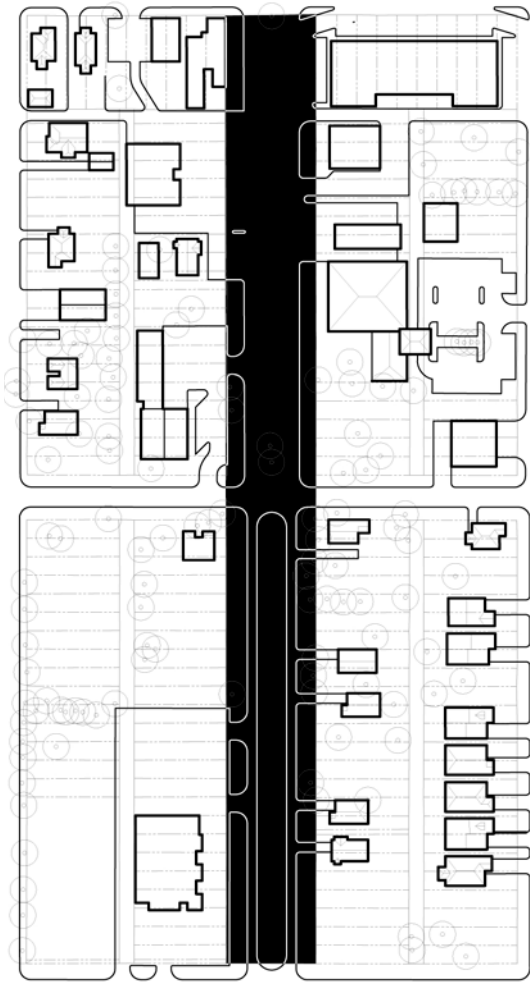
building owners would be required to dedicate **18'-5"** of their property to the alley R.O.W.



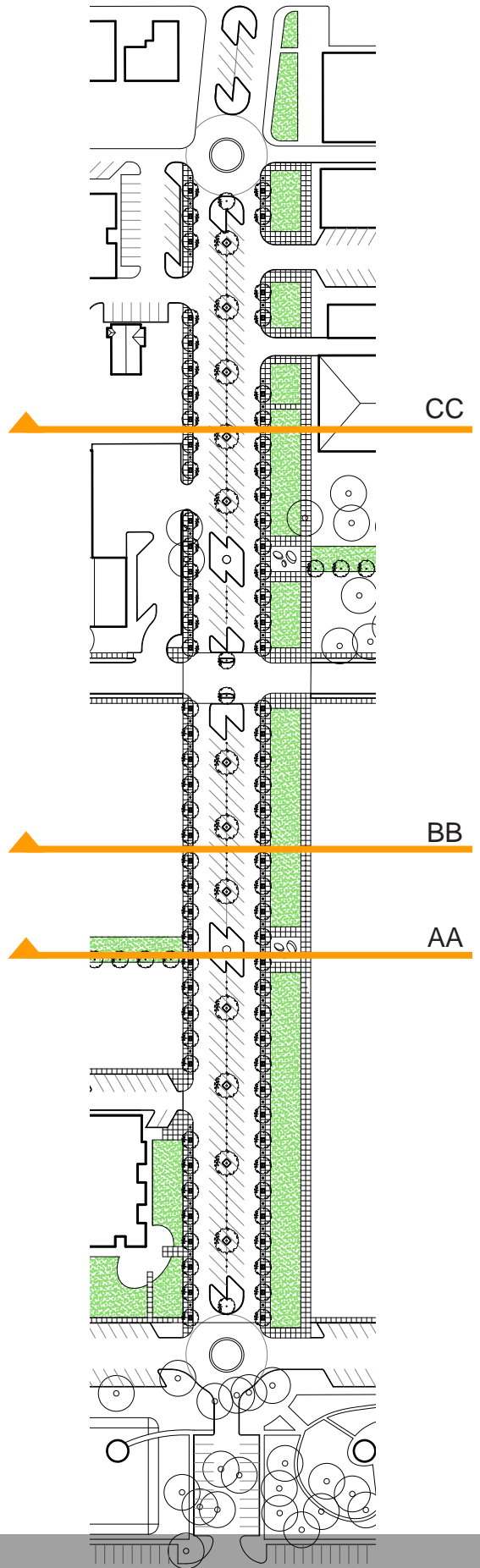
**OPTION 04**  
20' 2-way drive for traffic  
and 5' pedestrian walk-way

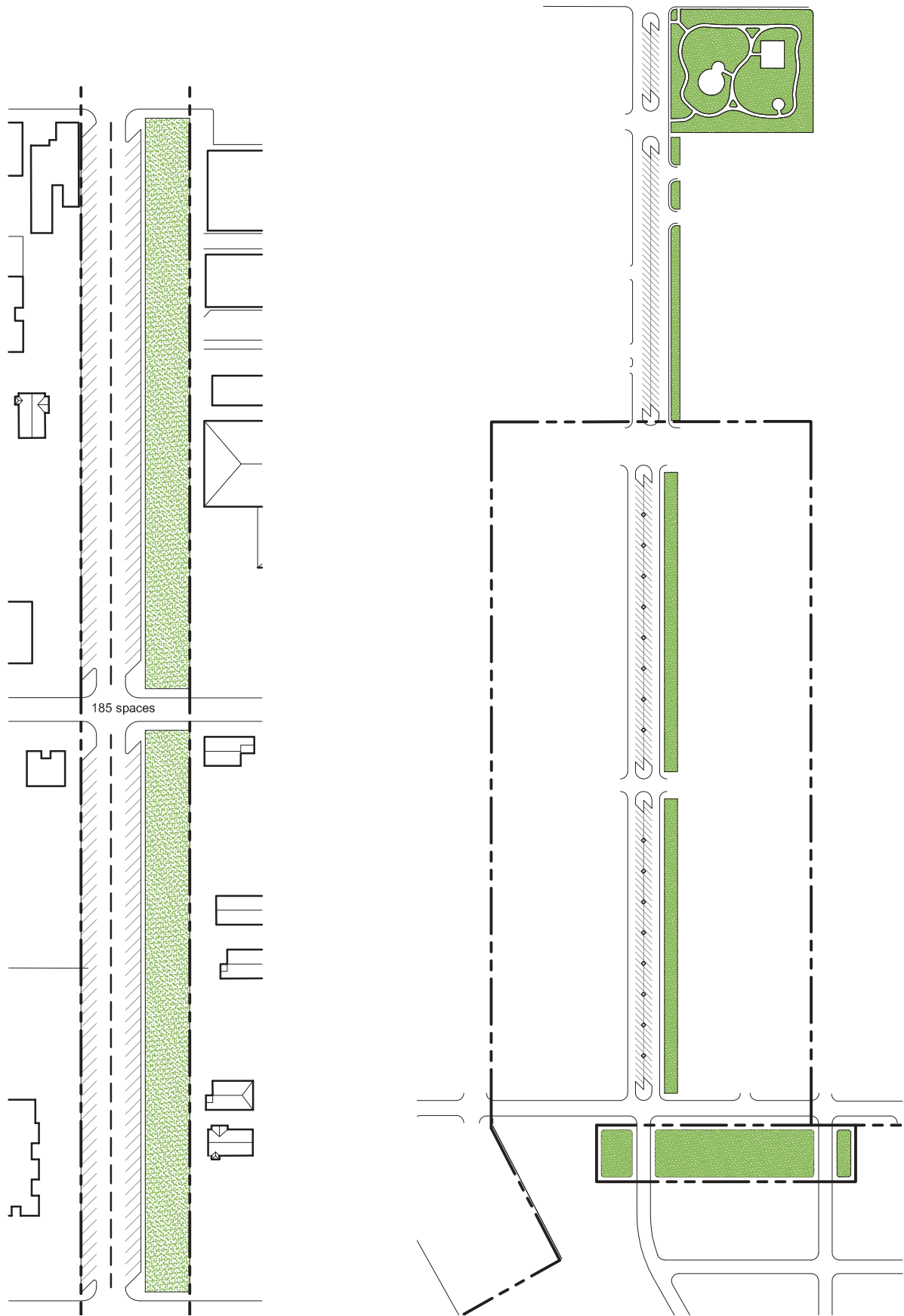
building owners would be required to dedicate **5'-0"** of their property to the alley R.O.W.\*



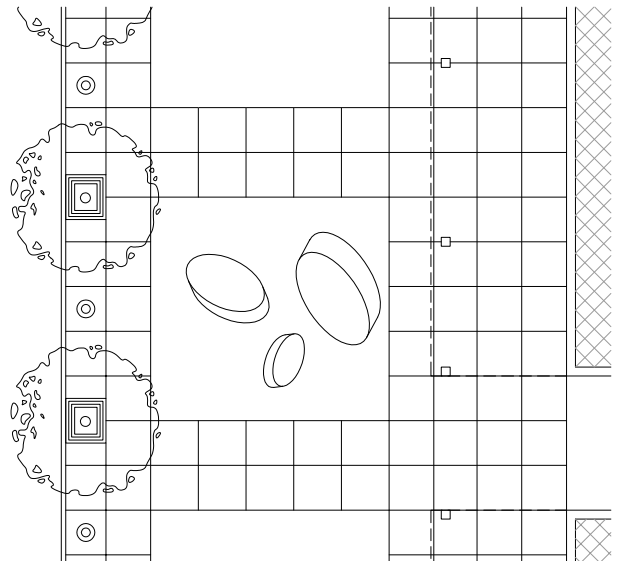
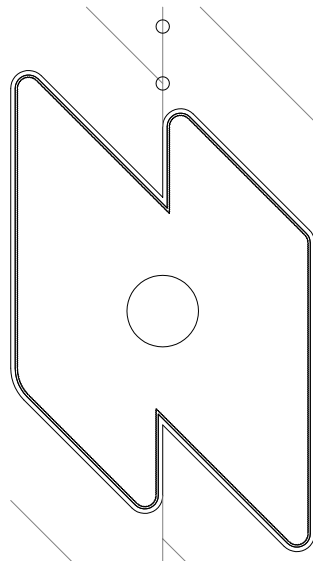
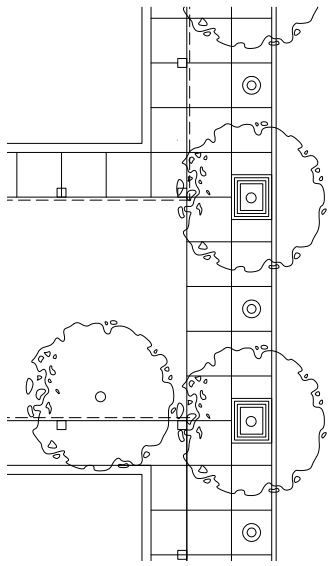
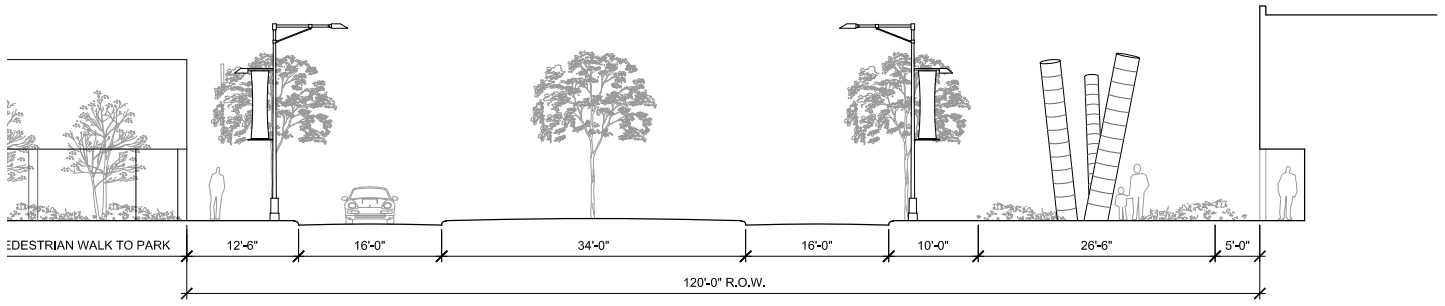


ZONES: RIGHT OF WAYS

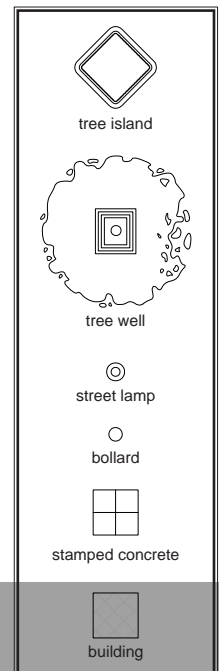




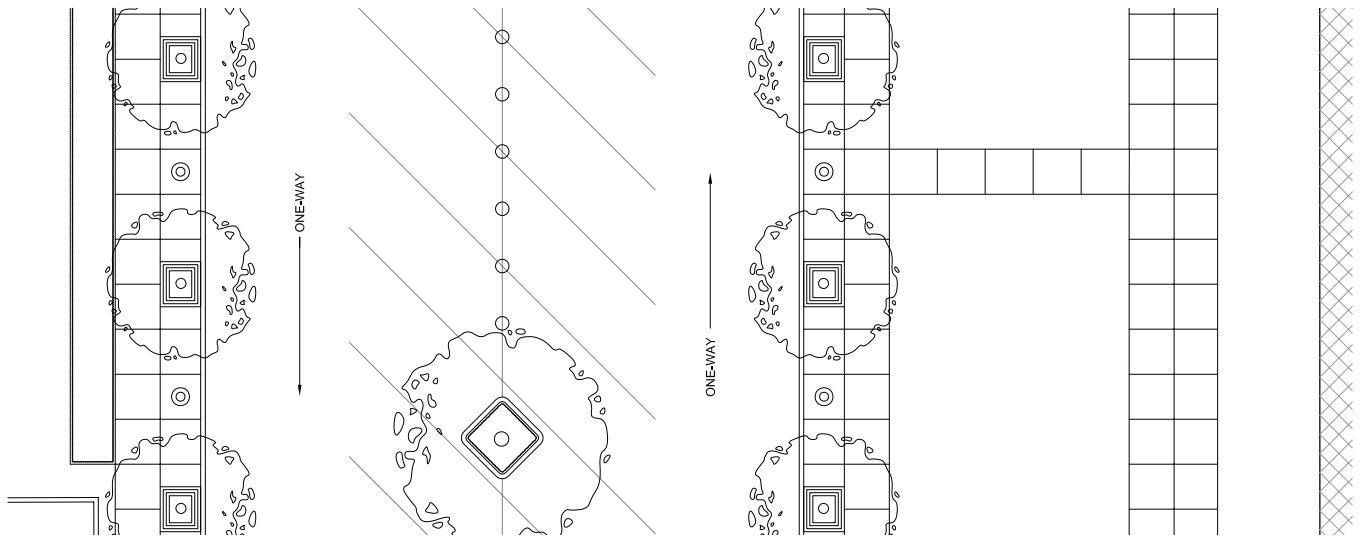
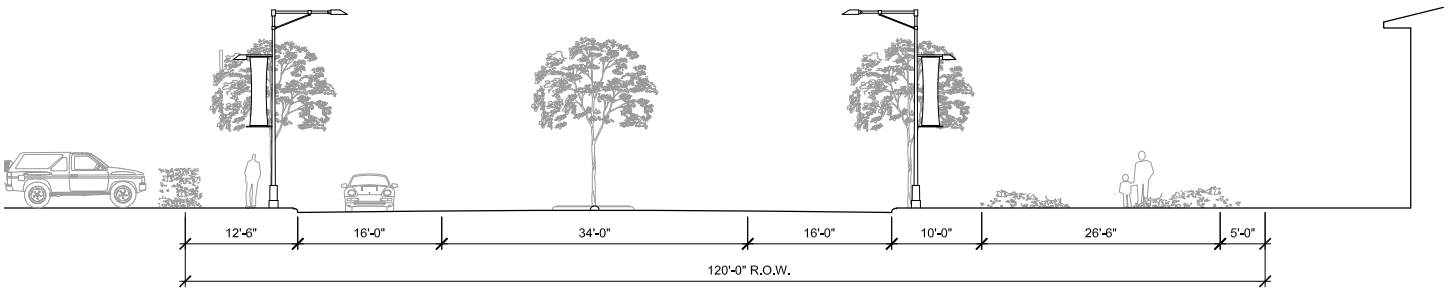
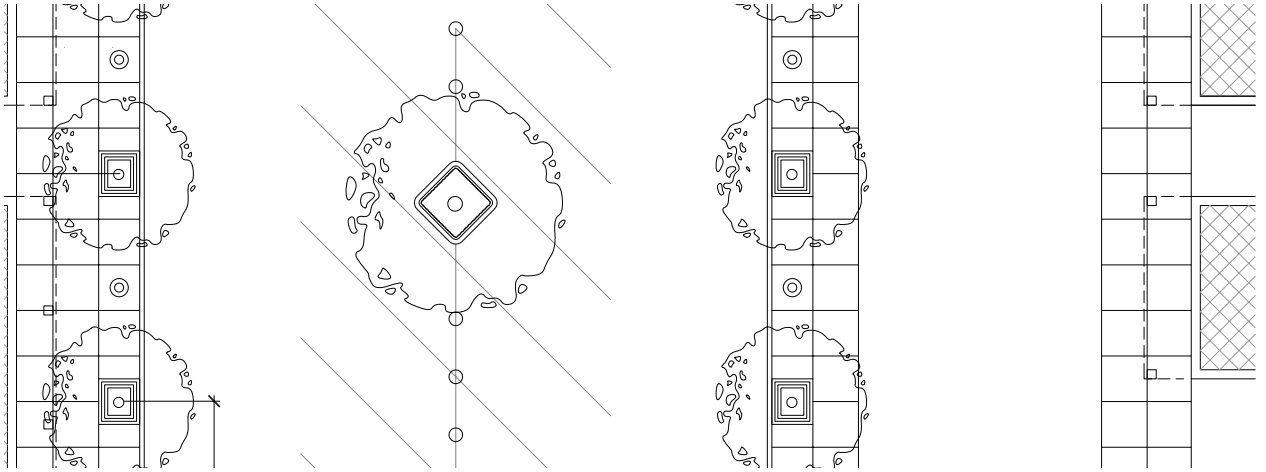
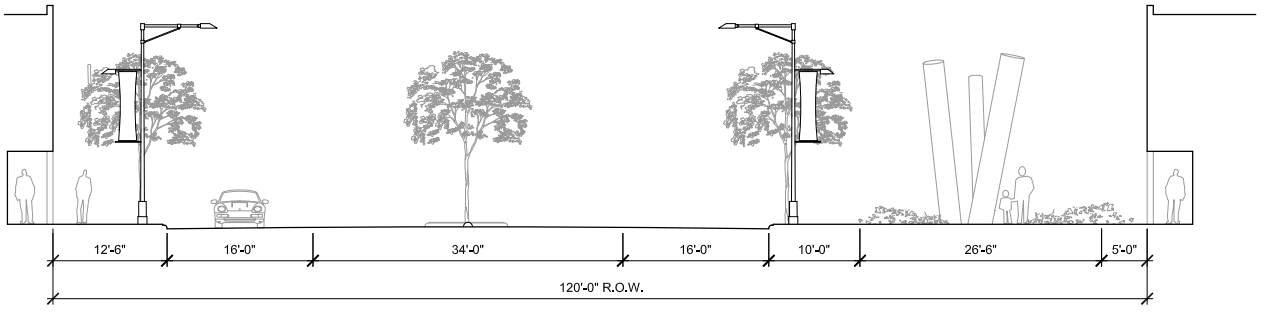


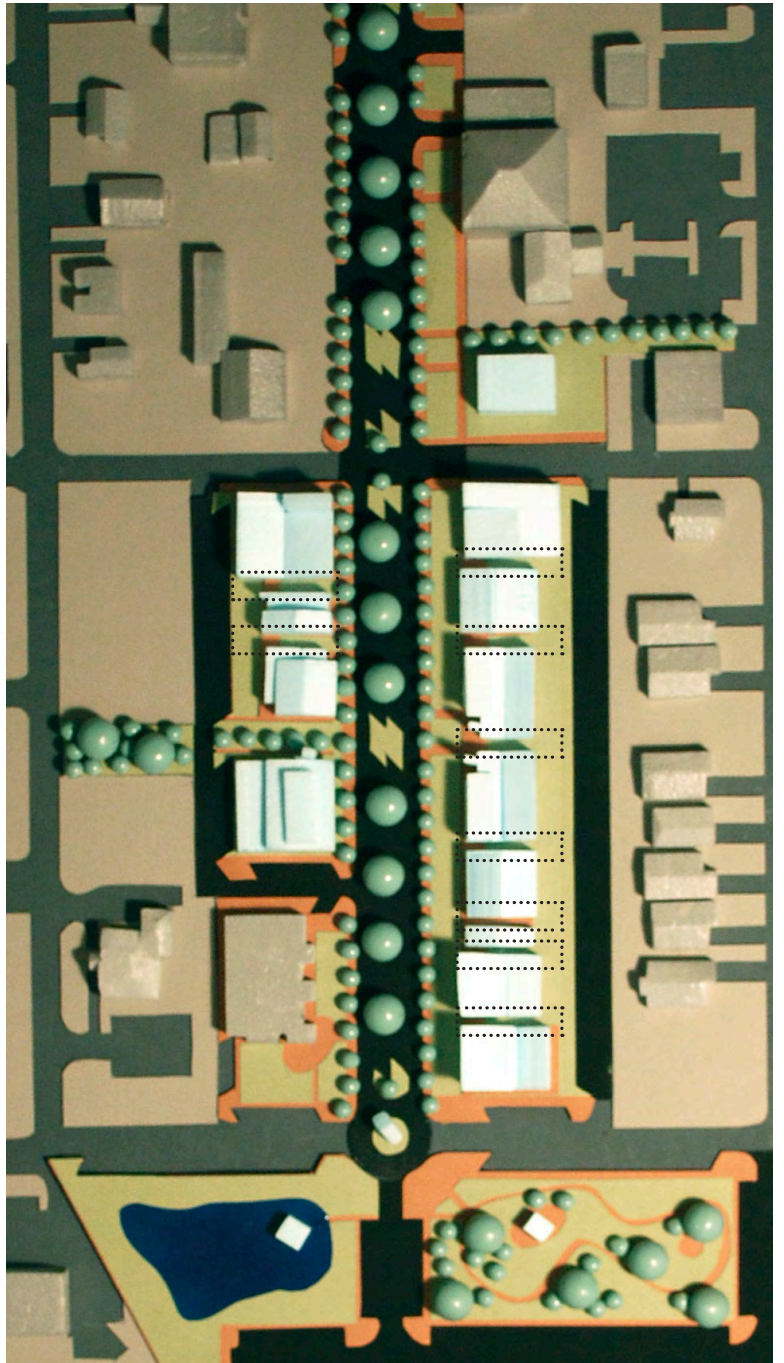


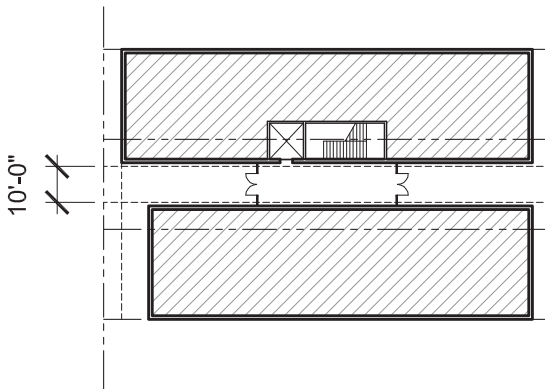
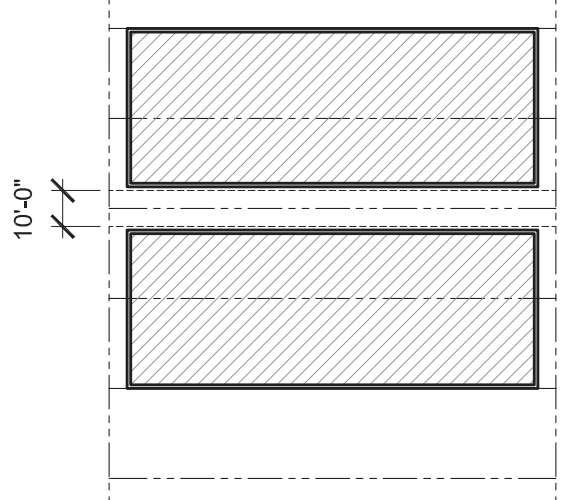
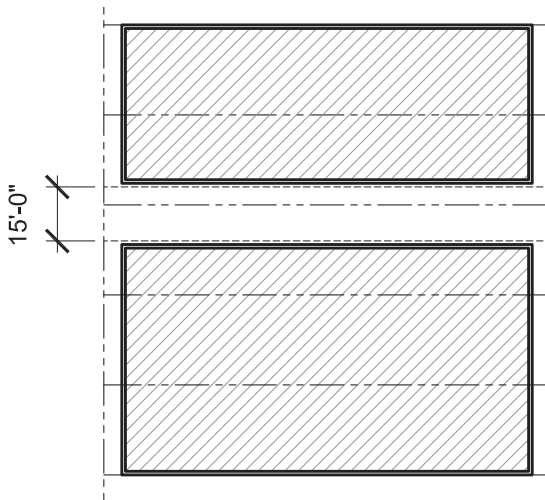
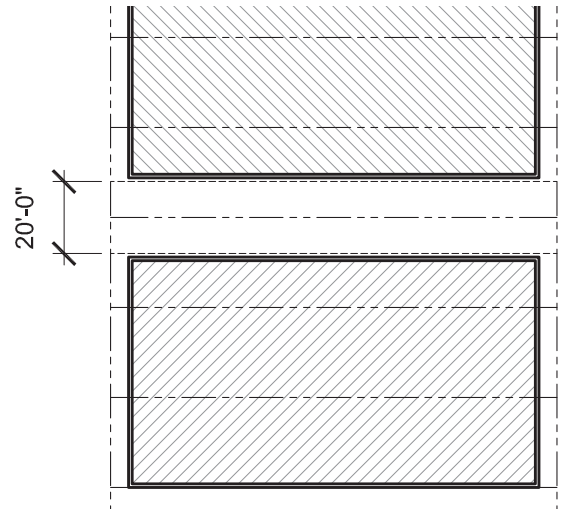
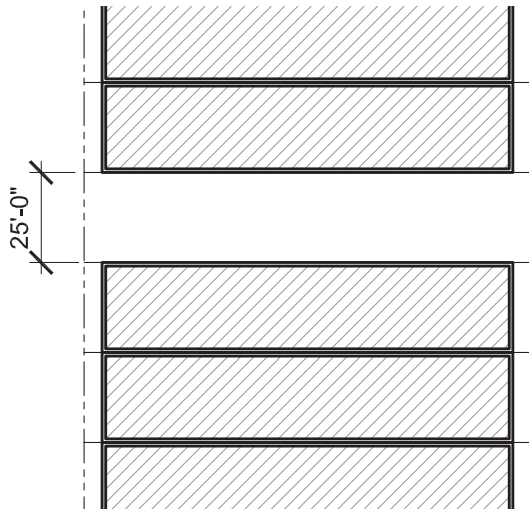
**KEY**

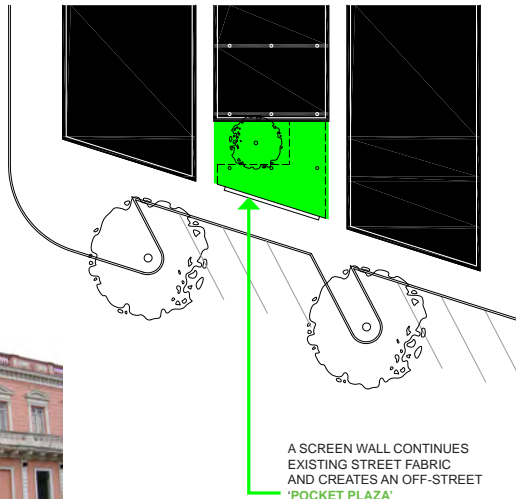


ZONES: RIGHT OF WAYS - SECTION AA

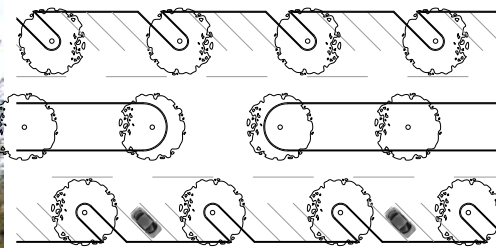




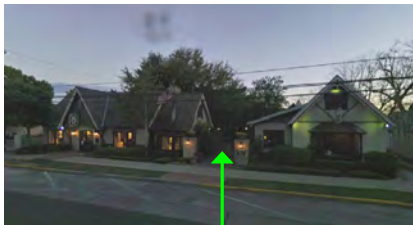
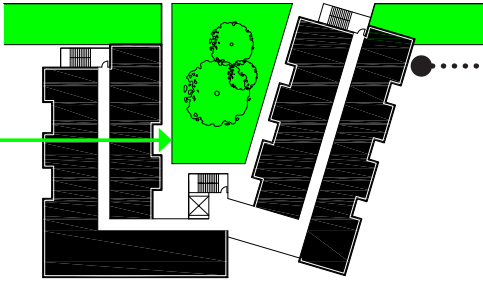




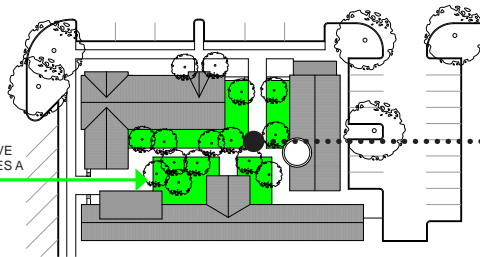
A SCREEN WALL CONTINUES EXISTING STREET FABRIC AND CREATES AN OFF-STREET 'POCKET PLAZA'



BUILDING FOOT PRINT CREATES OPPORTUNITY FOR 'FINGER PARK'



BUILDING PLACEMENT RELATIVE TO EXISTING BUILDINGS CREATES A 'POCKET PLAZA'

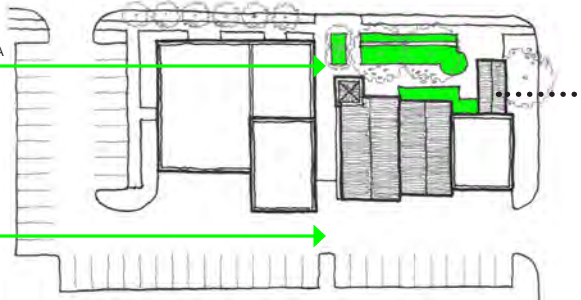




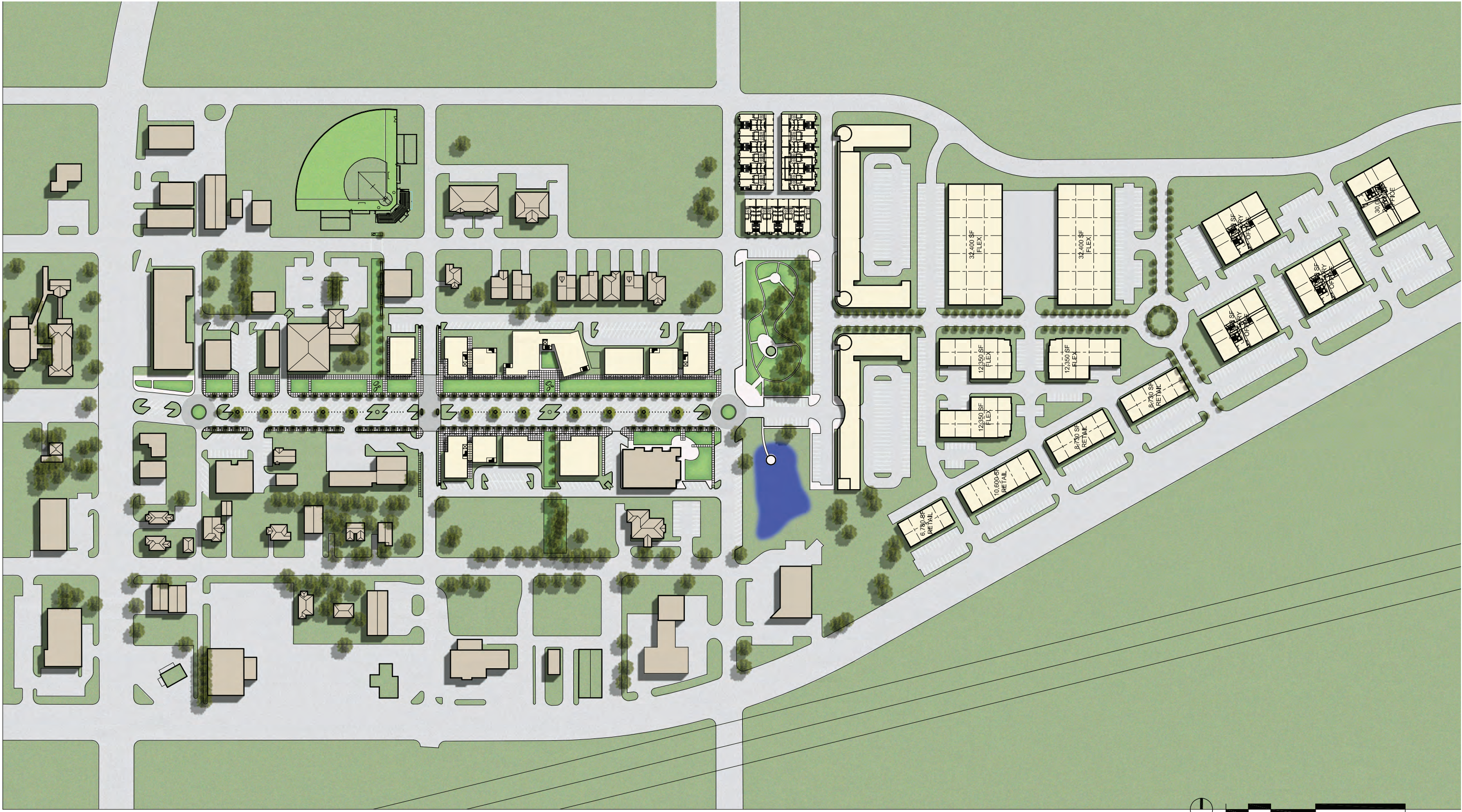


BUILDING PLACEMENT RELATIVE TO EXISTING BUILDINGS CREATES A 'POCKET PLAZA'

PARKING LOCATED IN BACK OF PROPERTY











VEHICLE SCREEN

PUBLIC ARTWORK IDENTIFIES  
CONNECTION TO BASEBALL FIELD

WALKABLE CONNECTION  
BASEBALL FIELD

DETAIL: BASEBALL CONNECTOR





'THE GROVE'

LOGGIA

PUBLIC ARTWORK IDENTIFIES CONNECTION TO GROVE

DETAIL: THE GROVE CONNECTOR





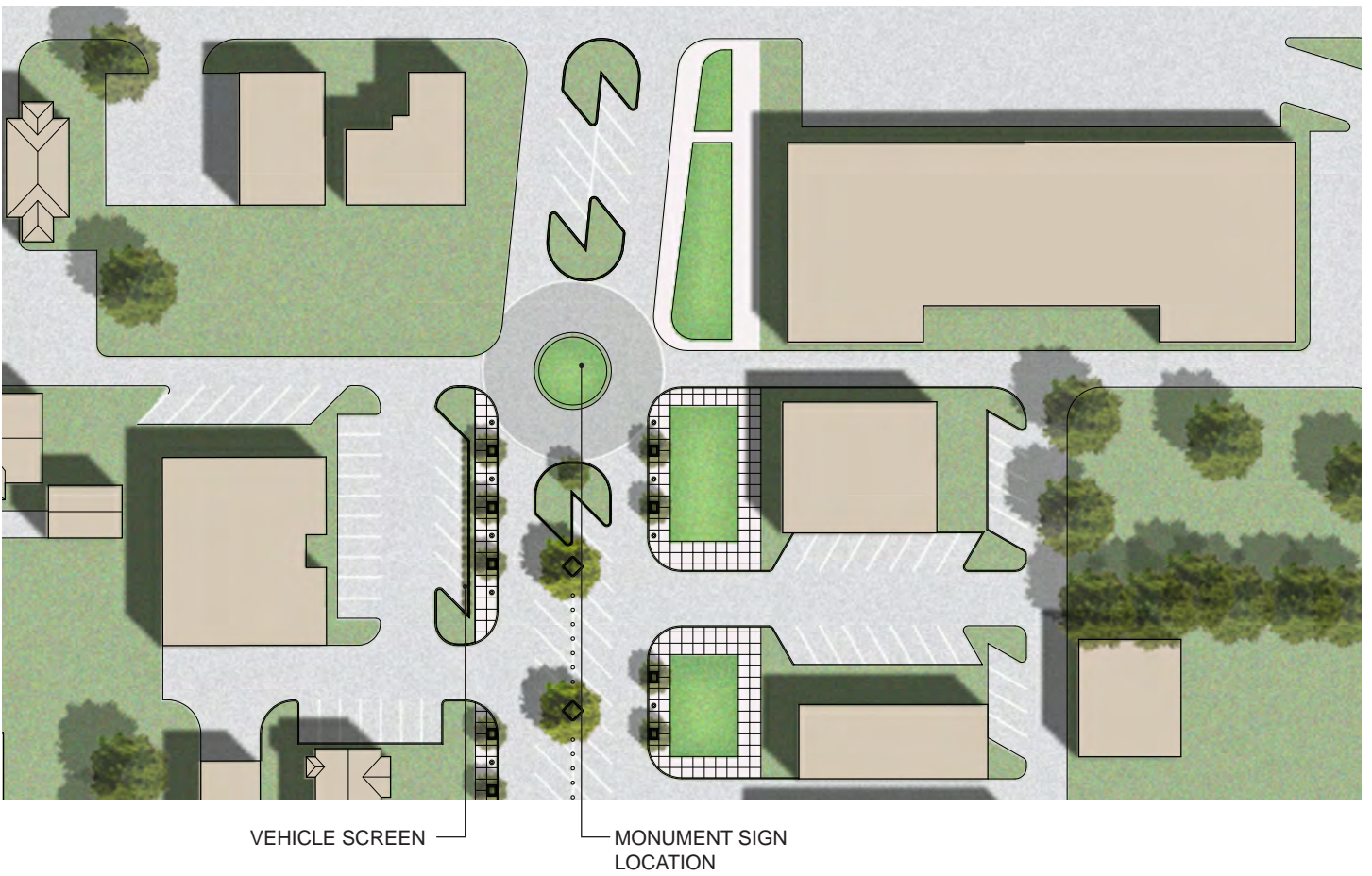
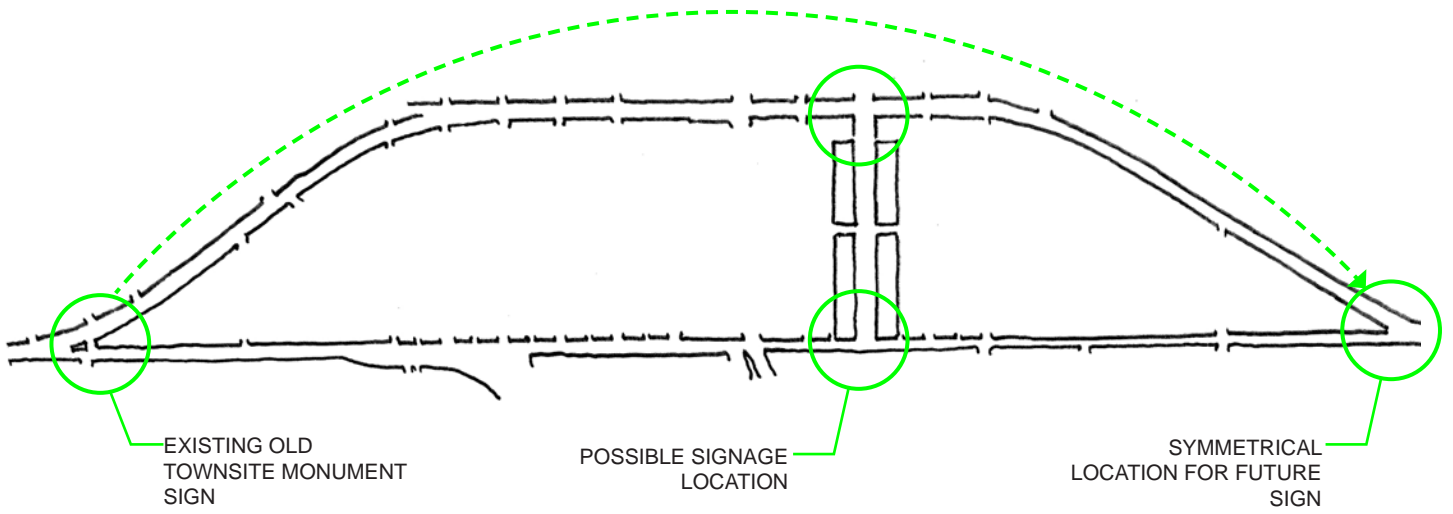
VEHICLE PARKING ON WALNUT ST

MONUMENT SIGN LOCATION

PEDESTRIAN WALKWAY

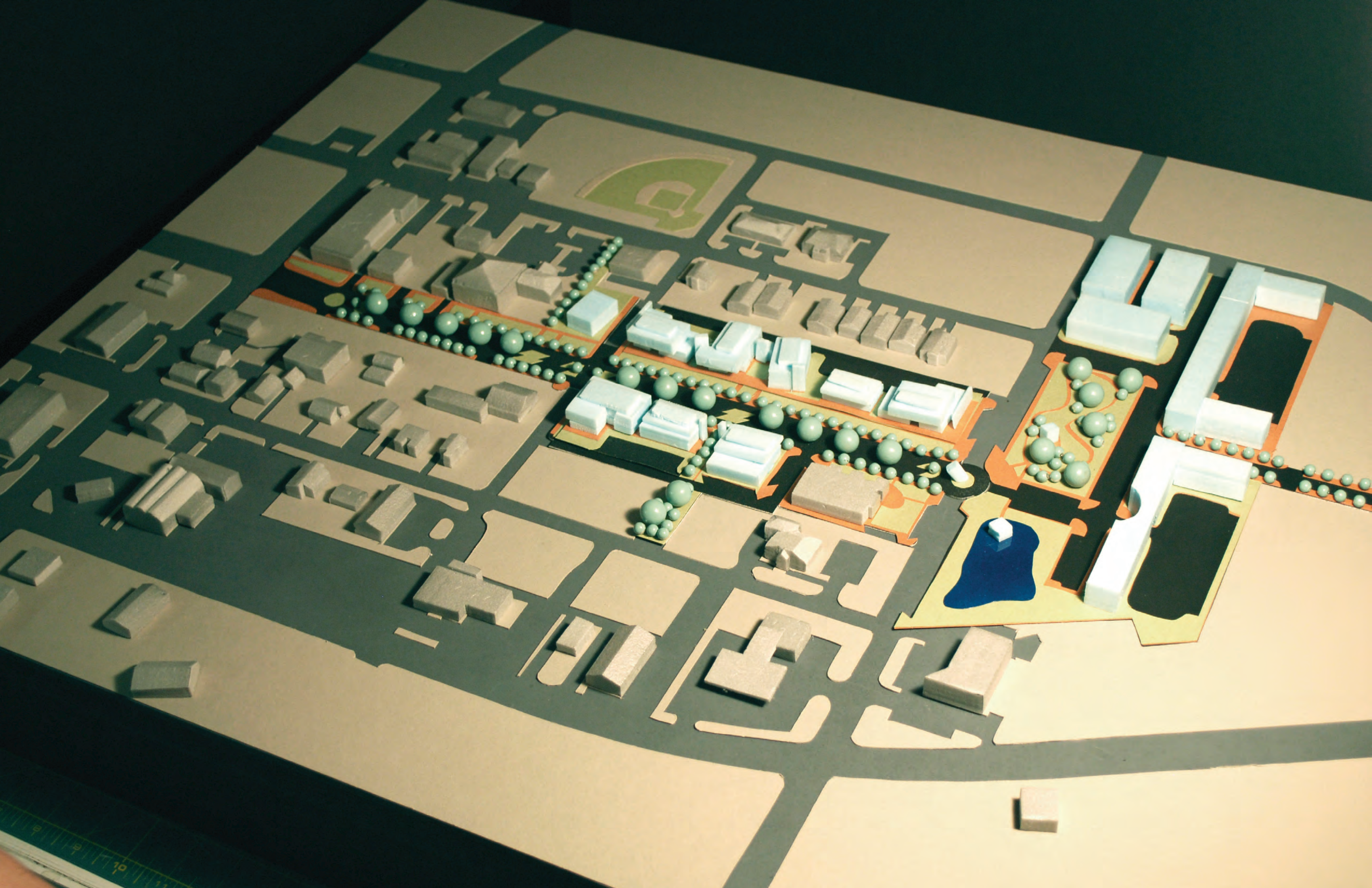
PARK

DETAIL: PARKS & SIGNAGE



DETAIL: MONUMENT SIGNS









VIEW FROM PROPOSED LINEAR PARK AREA





AERIAL VIEW OF MASTERPLAN