



OLD TOWN DOWNTOWN DEVELOPMENT DISTRICT PLAN

DISTRICT PLAN



NEIGHBORHOOD STREET CHARACTER IMAGE



OPEN SPACE AND PARKS CHARACTER IMAGE



DOWNTOWN STREETScape CHARACTER IMAGE

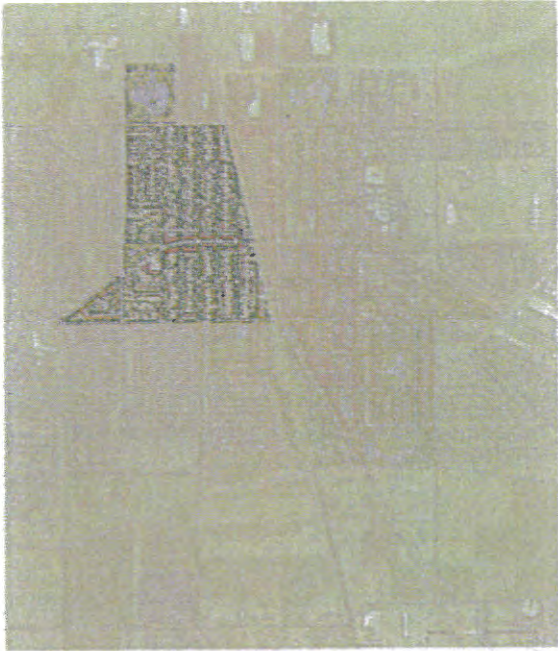
DISTRICTS & NEIGHBORHOODS

Overlaid on the framework are the four districts each with their own identity and mix of amenities: two distinct traditional neighborhoods; one civic, arts and educational district centered upon the Community College; and one mixed-use walkable traditional town-center with new governmental and civic buildings. Until a name is selected to demonstrate the unique qualities of each district, they following names will be referenced as: Historic Neighborhood District, Existing Neighborhood District, Arts, Culture, & Education District, and New Town Center. The districts need to further be defined with traditional streetscapes, improvements to existing utilities, and an architectural code for the area.

Within the four districts, all the neighborhoods should maintain the good housing stock and redevelop the buildings in poor condition or empty lots. Downtown must regain its walkable qualities for livability and future sustainability of the quality of life. Select adjacent properties within the north-east quadrant of the town center should become multi-use as live/work, residential on second and third floors to provide density and diversity of use. The schools throughout the project area should be viewed as strong community assets and the necessary aforementioned anchors. They provide the social and high-level of education necessary to attract families to Old Town. As nodes within the system their proximity to the parks and rail corridors, Main and Broadway, and the proposed town center, provide a walkable and complimentary relationship integral to the plan. Through connectivity and linking the residents from these areas to the central businesses and schools, the new town center will become the primary core in which residents can maintain a high-level of use and livability within their own community. Visitors and economic sustainability will be drawn and thrive in such an area.

AMENITIES, SIGNAGE & PUBLIC ART

Amenities on the street play a critical role in creating an inviting pedestrian experience in a retail district. These amenities can include seating, bicycle racks, trash receptacles, signage and newspaper racks. Seating



HISTORIC NEIGHBORHOOD DISTRICT



ARTS, CULTURE AND EDUCATION DISTRICT



EXISTING NEIGHBORHOOD DISTRICT



NEW TOWN CENTER DISTRICT

DISTRICT PLAN



INTERPRETIVE SIGNAGE ON STREETScape



PUBLIC ART IN THE STREETScape



ON STREET BIKE LANES

expands opportunities for people to use the street, especially in commercial streetscapes. Seating can be in many forms from benches to pieces of public art. Tree grates are an attractive way to protect trees planted in a paved area. Bicycle racks should be provided within the streetscape to encourage bicycle use. Trash receptacles should be easily accessible for pedestrians and trash collection. They must be carefully placed to be unobtrusive yet effective. Newspaper racks and enclosures should serve the public without compromising pedestrian circulation and the appearance of the street. Amenities such as benches, trash receptacles and newspaper racks should be clustered together whenever possible with one grouping per block at the expanded corner of the sidewalk.

A clear, coordinated and exciting wayfinding and signage system for pedestrians in Old Town is essential for creating a pedestrian-friendly, distinctive environment. Signs can include maps that identify destinations, public parking locations, or transit. The overall look of the signage should help direct people while also providing a district identity.

Public art can provide a community identity to the area. Expressing this identity celebrates what is unique about the community, transforming the ordinary, honoring and valuing the past as well as expressing the direction of the community's future. Public art should become a critical part of buildings and the districts. Art can be incorporated into all aspects of the streetscape in the form of awnings, signage, illumination, sculpture, landscape and storefronts.

TRANSPORTATION

The transportation framework connects Old Town districts to one another and the rest of the City through a system of streets and gateways incorporated into the existing grid system, with Broadway and Walnut become a couplet system. The street types provide various modes of mobility between districts, around the City and beyond into the region. Collector streets provide a mobility function by connecting to arterial streets while also providing access points to development. Local streets provide access to development fronting onto the streets. This framework recognizes that many of the street types will diversify over time with the redevelopment/development of Old Town.

DISTRICT PLAN



TYPICAL MAIN STREET CHARACTER IMAGE



TYPICAL MAIN STREET CHARACTER IMAGE



TYPICAL DOWNTOWN STREET CHARACTER IMAGE

STREETS

Streets in an urban environment allow for movement, communication and creation of local identity. Streets provide for a variety of types of movement – pedestrian, bicycle, vehicular and transit. Streets are often characterized by uses that abut them, the size of the street, the size of the surrounding buildings, and the design of the individual street environment itself. A good block size for maximizing pedestrian comfort and utility is approximately 250 feet by 350 feet. At 270 feet by 600 feet, Old Town's blocks are larger than optimal, but are still a good size for walking. The strength of the existing street grid is a significant feature in the area and an important asset to build upon. A traditional street grid offers an efficient way to address key issues of traffic management and access, while supporting neighborhoods that are pedestrian-friendly and walkable.

Streets should be designed for multiple functions and uses with visual interest and diversity. Design recommendations for streetscape improvements and private development should be flexible to allow expressions of individual designs, within the context of the broader plans for the district and respond to special opportunities in building projects or public spaces. The elements in the streetscape that define and separate uses should contribute to the sense of structure and identity in the town center. The streets within the area should be viewed as urban public rooms defined by building edges, and not solely as utilitarian corridors. Streetscape improvements in the public right-of-way should be planned and executed with care taken to maintain a simple and consistent vocabulary of material and design in landscaping, paving, furnishings, and all other fixtures and graphics. These should be unique to the town center.



EXISTING PEARLAND STREET PERSPECTIVE



PROPOSED PEARLAND STREET PERSPECTIVE

DISTRICT PLAN



PARALLEL ON-STREET PARKING



OFF STREET PARKING LOT



PARALLEL PARKING IN FRONT OF STOREFRONTS

PARKING

The parking strategy for downtown is to support the existing and future businesses while addressing needs of expanding office and future residential uses. There are three components to meeting the parking needs for the downtown: maximize on-street parking, organize side street parking, and maintain off-street parking. A fourth occurs in the new town center, parking structures attached behind three-to four story mixed use buildings.

Additional retail and restaurant development benefits from convenient on-street parking. There are opportunities to increase the number of on-street parking spaces by adding parallel parking and striping on the street for more formal spacing. Side streets can also gain spaces with the relocation of curb cuts to the side streets allowing access from the rear of the lot. These would be done in coordination with the businesses to allow for proper loading and access. Existing lots, both public and private, provide a reservoir of parking within the two blocks immediately adjacent to Grand. With the proper management and understanding of the users, this area will have the proper amount of parking to serve the needs of the employees as well as visitors to the area. The actual demand for parking may be less than expected with proper management. With the reconfiguration of existing parking, the need for new parking lots will only occur after full build out of all buildings along the street. Beyond the core of the downtown, there is little need for additional parking since most residences have off street parking or garage locations.

DISTRICT PLAN



EXISTING BROADWAY STREET PERSPECTIVE



PROPOSED BROADWAY STREET PERSPECTIVE

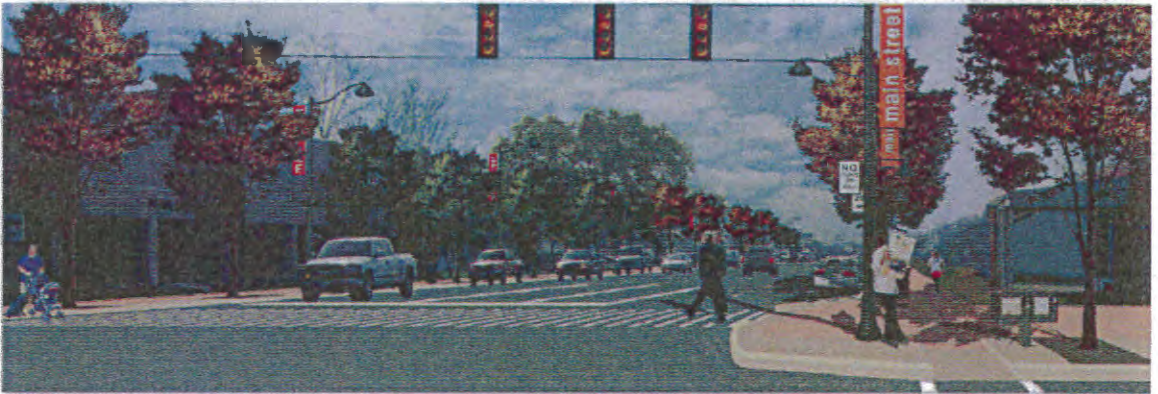


PROPOSED BROADWAY STREET PERSPECTIVE

DISTRICT PLAN



EXISTING MAIN STREET PERSPECTIVE



PROPOSED MAIN STREET PERSPECTIVE



PROPOSED MAIN STREET PERSPECTIVE

DISTRICT PLAN



WATERWAY CHARACTER IMAGE



CREEK CHARACTER IMAGE



PARK CHARACTER IMAGE

OPEN SPACE

Mary's Creek can become an ever-changing greenway, which shifts from informal open space to formalized boardwalks and recreation stations; thus connecting the project area to all the communities along the creek's 8.5 mile length. It is supported by the findings in the last four Comprehensive Plans that the Pearland open space and park system, as well as the City of Pearland's system, is severely lacking in passive and active greenspace. There is the additional crucial need to retain and detain stormwater, the aforementioned areas should be developed as a city/regional park. The critical mass for the park land is in place. Future development should support this principle. For example, urban parks, be them pocket parks or community parks in size, can not only serve the community, anchors and local residents, but become a hub for passive, active and organized recreation for the entire city. It would interact with the community's YMCA and schools programmatically and educationally. This too is an additional venue for festivals and open-air events for the city. The proposed placements are supported by the need for drainage, the needs of existing neighborhoods, and density of the future Town Center.

PARKS, PLAZAS & INFORMAL SPACES

The parks, plazas, and informal spaces will serve a wide range of downtown residents and users and should provide a diverse selection of venues for activities, events and recreation. The downtown needs to enhance what it currently has while developing new informal spaces within the district. New informal spaces are located at different points across the project area. These spaces may or may not currently be developed as a plaza or park. The potential for them to become a key location for outdoor events or for outdoor dining is important to the overall theme of the district. These public and open spaces will also provide pedestrian friendly connections back to parking locations.



OPEN SPACE, PLAZA AND PARKS CHARACTER IMAGES

DISTRICT PLAN



PEOPLE WALKING ON BIKE TRAIL CHARACTER IMAGE



AMENITIES IN PARK CHARACTER IMAGE

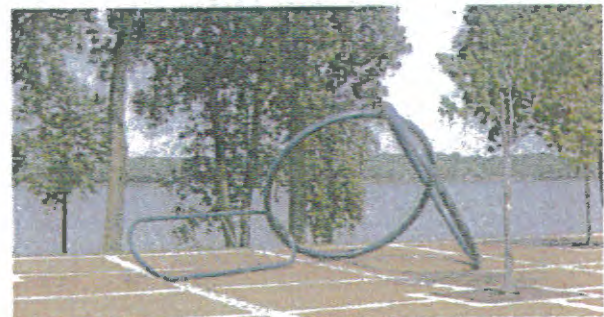


LANDSCAPE CHARACTER IMAGE

GATEWAYS & EDGES

It is necessary to redefine the boundaries of Old Town as a framework for revitalization in order to create appropriate edges and gateways to the districts that builds upon Old Town's character and identity. Currently the edges of the Old Town are Orange to the north, Walnut to the south, Galveston to the east and Austin to the west. These edges are very informal and there are no gateways to greet someone entering the area. The boundaries need to be defined as a framework to encourage revitalization of the area that supports the character and identity of the Old Town site. Gateways need to be developed particularly on Main and Broadway Streets that define the entry into the district. The edges of the area need to be formalized and defined to help promote development within the district and make connections to adjacent developments.

Pedestrian ways, bike trails and streets should be considered in a broad context. They should be a means of circulation that strengthen business centers and link neighborhoods. Therefore, roadways, sidewalks and trails should be coordinated in a comprehensive system that assures continuity of circulation especially for pedestrians and bicyclists. - A system for bicycles that connects trails with both the greenway and key modes of transit is important in the downtown. The ability for alternative transit to share the road should be integrated into new infrastructure improvements. This will help to provide a means of safe access for all forms on transportation throughout Old Town.



OPEN SPACE, PLAZA AND PARKS CHARACTER IMAGES