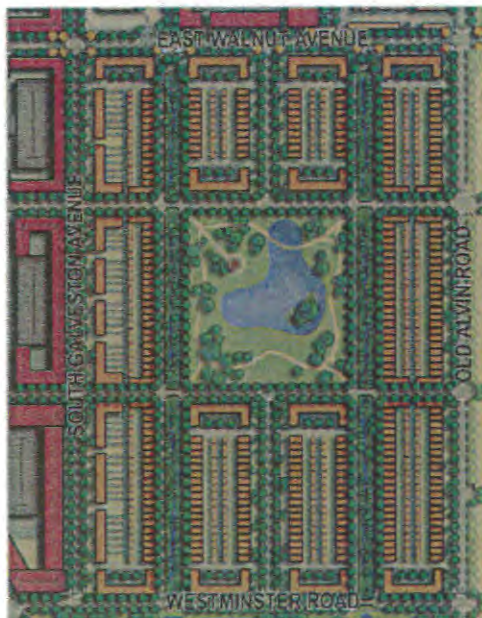


# NEW TOWN CENTER



PLAZA ADJACENT TO LINEAR PARK



PROPOSED PARK IN NEW TOWN CENTER

Within the New Town Center there is a traditional building pattern that strongly delineates the street corridors, boulevards, parks and public space in the civic district and Town Center; and ensures a comfortable pedestrian environment throughout Old Town with a variety of major public spaces for celebrations and community events.

Throughout the United States, shoppers are looking to return to the traditional downtown and neighborhood shopping centers, seeking an authenticity and character that simply can not be duplicated in a mall or suburban shopping center. Nonetheless, these shoppers bring with them a clearly defined retail mentality, much of it nurtured in the carefully orchestrated environments of these suburban malls and centers. Shoppers tend to shop for two reasons: function and entertainment. To meet the first requirement, stores need to be well located, relatively easily accessible, and provide a reasonable variety of choices. Addressing the second requirement may, however, be more than any one shop or store can do, particularly for the smaller venues generally found within a town center. This requirement can only be addressed by a coordinated effort of all the current and future stores and commercial venues.

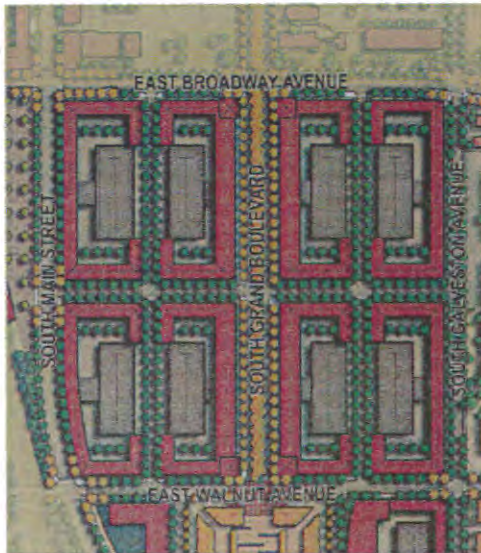
Shops need to be well lit and pleasant to approach and move about inside. Sidewalks need to be comfortably wide in order to allow for window-shopping. Streets should provide a continuity of buildings, interrupted only by intersections, which should be as pedestrian friendly as possible.

Two types of shopping nodes should be established. In one, like stores congregate creating small "districts" with a specific character. The congregation of similar uses means that shoppers can spend a great deal of time in a relatively small, defined area, comparison shopping in a variety of venues, often purchasing goods or services at several locations. In an alternative situation, complimentary stores should be located close to one another, particularly those that cater to linked uses. This allows a shopper to complete a number of errands all in one linked trip. This type of shopping can benefit all the merchants involved.



TYPICAL NEW TOWN CENTER CHARACTER IMAGES

## NEW TOWN CENTER



DETAIL OF MIXED USE AREA IN NEW TOWN CENTER



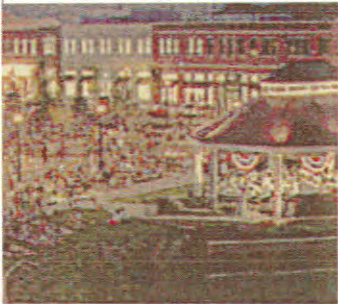
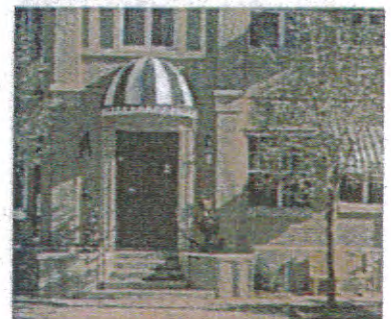
PROPOSED PARK SOUTH OF NEW TOWN CENTER

Storefronts/ground floors are highly visible components of a city's streetscape, with a variety of architectural styles and treatments. The key element to retail streets are active engaging storefronts. The storefront image is critical to advertising the quality and diversity of both the business and the neighborhood districts. Local retailers should be actively engaged in promoting downtown retail. The buildings and storefront displays should be the focal points of the street. For the street to come alive, it is important that building facades are illuminated. Storefronts can also provide an ideal street shopping environment through the use of elements on the facade of the building. Awnings, signage and colorful window displays are highly encouraged on storefronts. Awnings offer shelter from the elements, and bring color and pedestrian scale to the street. They can also provide both a uniform and well-designed appearance. Storefronts can also be animated through the use of operable windows, planted window boxes, and maximum transparency from the storefront window.

The most important element of an urban environment is the regularity of the street wall, both in terms of horizontal continuity and vertical uniformity. The block face should be continuously built, generally to the edge of the right-of-way, with building facades of uniform heights. Special treatment should be provided at the street edge to enhance the pedestrian experience. 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.

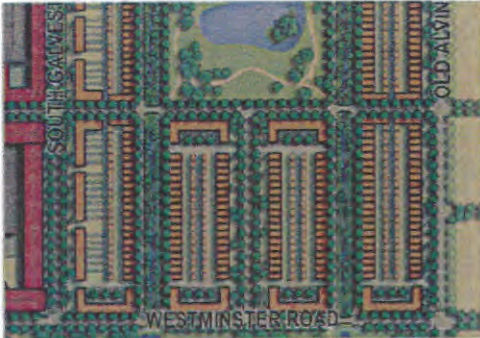
### BOUNDARIES

Broadway south to Mary's Creek;  
Railroad tracks west to Old Alvin Road



TYPICAL NEW TOWN CENTER CHARACTER IMAGES

## NEW TOWN CENTER



DETAIL OF RESIDENTIAL



STREETSCAPE CHARACTER IMAGE



TRAIN DEPOT CHARACTER IMAGE



PEARLAND TRAIN DEPOT

### RECOMMENDATIONS

*Develop a traditional mixed-use walkable town center*

*Town Center to be anchored with a new government or civic building (justice center, library, etc.) at the southern end of Grand Boulevard with the urban design of the square based upon the traditional court house square*

*In the mixed-use section of the Town Center, require zero lot line building with ground floor commercial on the key streets, and the potential for medium height development in designated areas*

*Renovate Grand Boulevard as the main street commercial area of the Town Center. Grand Boulevard in the Town Center to be a bricked paved linear plaza with diagonal parking, wide tree-lined sidewalks with a vista towards a civic building at its southern end*

*Improve Main Street (2 lanes in each direction) with parallel parking, sidewalks, street trees, light and furniture. Allow for optional no parking at peak times of day and signalized intersections. Provide zero lot line mixed-use zoning along Main Street. Parking to be located behind buildings*

*Walnut Street to be two lane (max. three lane) one way avenue with parallel parking, sidewalks, street trees, lights, bump-outs and pedestrian crossings*

*Improve all key local streets to be one lane in each direction with parallel parking, sidewalks with street trees, lights and furniture. Two of the east/west local streets to have landscaped medians*

*On the corner of Main and Broadway create a shopping plaza with relocated historic structures including the re-located Train Depot. Locate key visitor amenities and information in this area.*

*The residential section of the Town Center to provide a variety of housing types including townhomes, condominiums, loft residential with parking in the rear. Allow for corner store commercial*



TYPICAL NEW TOWN CENTER CHARACTER IMAGES

## NEW TOWN CENTER



GREENWAY CHARACTER IMAGE



PARK CHARACTER IMAGE



PARK CHARACTER IMAGE

*Connect and extend Churchill, Windsor and Westminster streets into Town Center*

*Consider re-zoning area south of Mary's Creek and north of Magnolia Road as a traditional neighborhood development zone.*

*Provide major open space connectors from Mary's Creek along two new north/south boulevards within the residential section of the Town Center*

*Create a new park as part of the Mary's Creek greenway with public amenities such as band shell, bike paths, walking trails, informal recreational fields, etc.*

*Complete the upgrade and placement of all utilities and infrastructure in underground service corridors. Incorporate the necessary infrastructure for the entire area to be a WiFi District*

*Complete a detailed study of the drainage issues and complete improvements to rectify drainage problems as a result of existing public sector improvements or natural causes*

*Create a TIRZ for the Town Center site and along Broadway to provide the necessary funds for infrastructure development and support this project with a portion of the sales tax from EDC*

*Develop a public sector funded program to implement all infrastructure improvements necessary for development in the residential areas*

*Create a public/private Old Town Development Corporation that develops, manages, and maintains the area*



TYPICAL NEW TOWN CENTER RESIDENTIAL CHARACTER IMAGES



# IMPLEMENTATION



VOLUNTEERS MAINTAINING ANNUAL PLANTERS



VOLUNTEERS PARTICIPATING IN A CLEANING DAY EVENT



VOLUNTEERS MAINTAINING LANDSCAPE ALONG THE STREET

The key to the implementation is for the community and the City to be proactive utilizing the tools provided by the Old Townsite Downtown Development District Plan. Most important is to commit and dedicate the necessary financial resources to create a public/private development entity led by a District Coordinator. The tools are the Development Strategy Framework Plan, the Old Townsite Downtown Development District Plan, the Regulating Code, the Finance Action Plan, and the Implementation Action Plan.

The implementation of the Old Townsite Downtown Development District Plan for Pearland will be ongoing for 15-20 years. Improvements need to be made in a proactive manner that is responsive to the niche market the plan is addressing. Anticipating trends, looking for opportunities, monitoring implementation and development, and evaluating and adjusting the vision and plan are all part of taking ownership of a downtown. Continuous improvement requires a feeling of ownership and pride, not just the celebration of success. Therefore, the community should set a high priority on improvements supporting public investment that is consistent with the development/redevelopment goals of Old Town. This provides the first step to encourage private improvements and reinvestment. Redevelopment begins with the development of the enclosed plan but depends on commitment to achieve the vision.

Implementation of the Old Townsite Development Plan should occur through public/City should work with stakeholders to move this plan forward. In this support creating neighborhood of volunteers, residents, and two primary residential districts. Downtown Center, the plan suggests the Old Townsite Development Corporation or the implementation of the plan will require means including: marketing, community outreach; raising funds from (state and local) and private sources (investors, developers); proactive focused on the plan or doing so through other means of the districts.

Downtown Development private partnerships. The City and private developers in a similar manner, the City should work with organizations comprised of business owners for the implementation. To implement the New Townsite, the creation of an Old Townsite similar entity. The ultimate goal should occur through a number of public relations and community public (federal, state, and local), (residents, business owners) in the direction in implementing the plan; and the management

## ACTION PLAN & PHASING

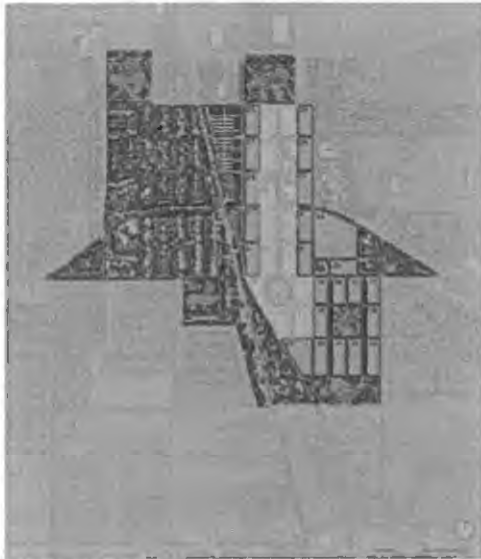
The community and the City should follow the phasing strategy set forth in the Action Plan & Phasing (detailed in the following pages), but should be poised to modify strategies based on projects that might be proposed by the private sector in the near or distant future providing they meet the intent and objectives of the plan. The City should also coordinate its planned actions with the work of other State, District, and City departments and be ready to refine its schedule to be responsive to the activities of others. In essence, implementation should proceed in the order recommended yet the schedule should remain flexible to accommodate changing conditions, especially where there are opportunities to share construction and administration costs.

## REGULATING THE PLAN

The intent of the Old Town Pearland's form-based regulating code (under separate cover) is to promote an excellence in building and streetscape design, with the building forms of various street types being the primary organizational factor of the code. In addition to regulating the form of buildings, the code sets forth general provisions and architectural regulations to ensure a high quality of streetscape and building construction.

The regulating plan categorizes various streets each with their own particular code requirements. These codes, in association with the Old Town Downtown Development Plan, aims to promote Old Town Pearland as a walkable, pedestrian friendly district. The mixed-use district promotes multiple types of development, resulting in a downtown that will attract a variety and diversity of people. The full Old Townsite Downtown Development District Regulating Code can be provided by the City of Pearland Planning Department.





FINANCE ACTION PLAN - TRANSIT PEDESTRIAN CORRIDOR

### FINANCE ACTION PLAN

The opinion of probable cost for the key public infrastructure investment in the Old Townsite Downtown Development District Plan is in the range of \$119 - \$144 million dollars. The opinion of probable cost, being conceptual in nature, is inherently assumption driven. All prices are in March 2005 dollars and as a result, no estimation for escalation has been included nor for site acquisition. (For more detail, please see the document entitled Opinion of Probable Cost - Old Townsite Downtown Development District Plan). These are significant public improvement costs for a city the size of Pearland. Accordingly, successful implementation of the plan will require a strategy targeting a phased implementation of the core public improvements. Most importantly, the citizens and taxpayers in Pearland will be best served by maximum leverage of local investments to generate federal and state funds.

Therefore, a customized strategy was created for the City of Pearland - the Finance Action Plan (under separate cover) that addresses the following items over a five-year timeframe. This finance strategy will serve as a template for elected officials, City staff, and the community over the near term as these entities move forward with the revitalization of the Old Town Site and create a New Town Center. Maximizing the impact of local share investments and protecting local value (federal advanced spending authority) will be critical elements in implementation. However, the successful creation of New Town Center from the Old Town Site ultimately will be dependent upon consensus within the community and elected leaders to see this vision through to completion. The full Old Townsite Downtown Development District Finance Action Plan can be provided by the City of Pearland Planning Department.

OPINION OF PROBABLE COST	
OLD TOWNSITE DEVELOPMENT DISTRICT PLAN	
<b>\$144 MILLION</b>	
Major Thoroughfares	\$31.8 Million
Neighborhoods	\$40.1 Million
Town Center	\$39.4 Million
Parks & Drainage	\$32.7 Million
OLD TOWNSITE DEVELOPMENT DISTRICT PLAN WITH MINIMUM ON-SITE WATER RETENTION AND PARK SYSTEM	
<b>\$119 MILLION</b>	
Major Thoroughfares	\$31.8 Million
Neighborhoods	\$37.9 Million
Town Center	\$39.4 Million
Parks	\$9.9 Million