

DEVELOPMENT STRATEGY FRAMEWORK PLAN



GOAL

Continue to evolve the Old Town as a traditional, mixed-use walkable downtown that creates a distinctive identity and sense of community for Pearland, Texas.

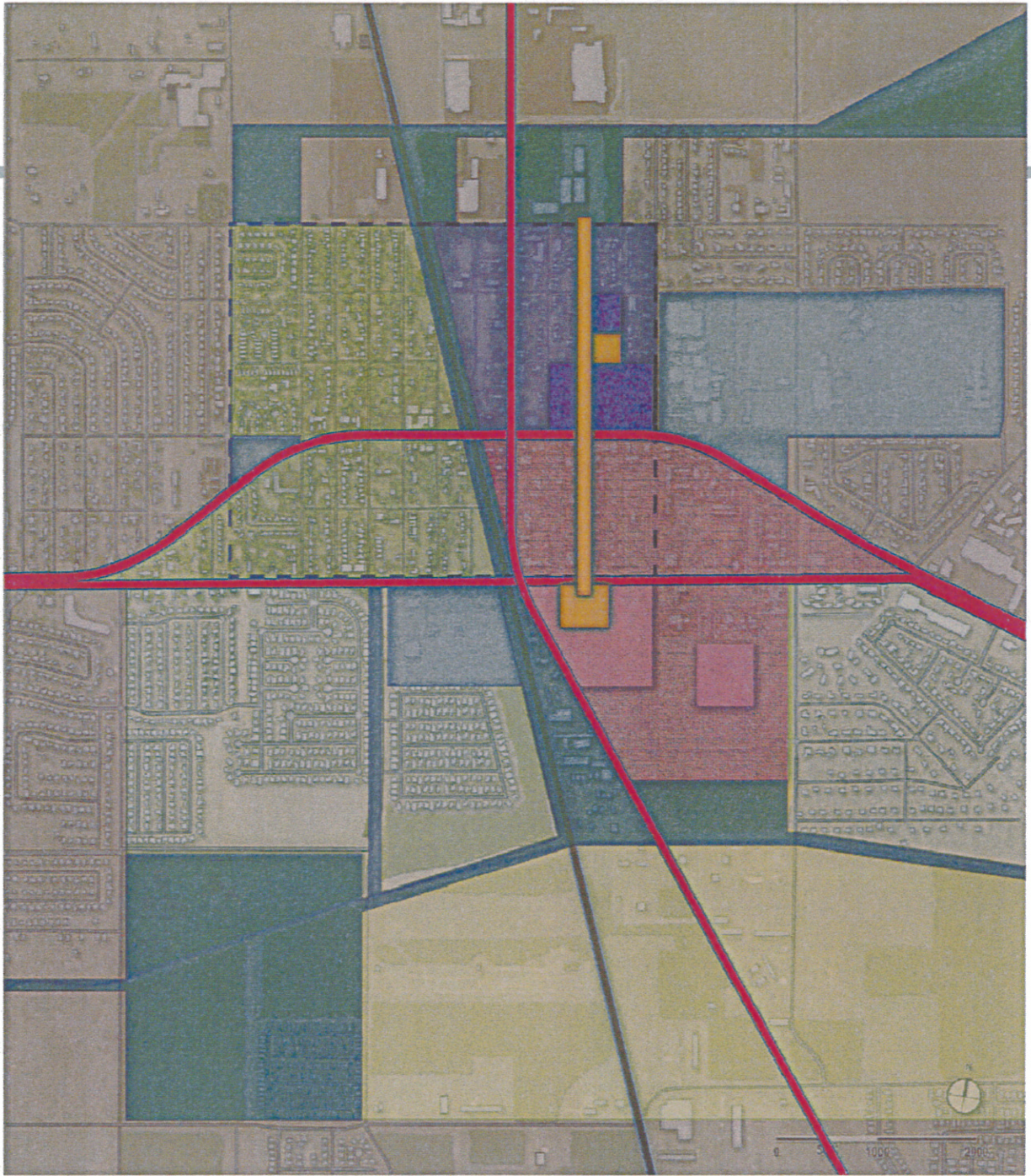
OVERVIEW

The Development Strategy Framework Plan looks to create opportunities and establish a compelling vision to foster confidence and provide broad direction for mutually supportive and integrated public, private, and community projects in order to create a distinctive, viable Downtown Pearland.

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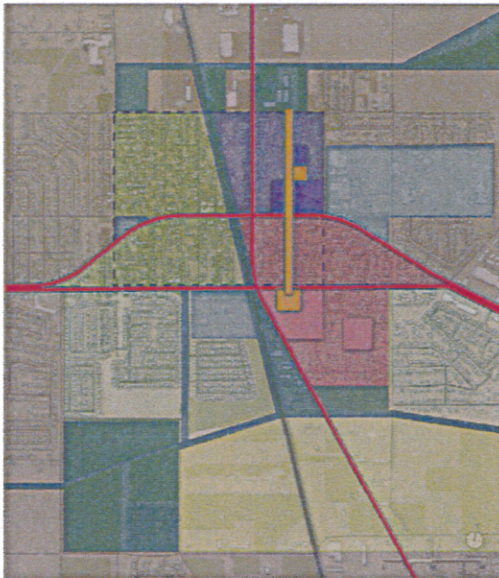
The Development Strategy Framework Plan looks to organize future growth for optimal impact on the surrounding area. The overall framework for Old Town Pearland establishes the matrices by which to enhance, develop, integrate and grow the necessary systems to ensure a vital community. Fundamental to any successful urban environment is its organization into links and nodes. A node is a place, building or combination thereof that is seen as a desirable place to go for a particular purpose. A link is a route, typically a street that makes a direct and effective connection between two or more destinations. While all elements of an urban area are important in their own right, certain streets are simply more important than others, as are certain places or destinations.

The framework seeks to create a healthy community by balancing economic, community and environmental imperatives. Old Town Pearland will now be uniquely placed at the crossroads of a greenway system. Once a vital corridor for rails, this system when revitalized and given access, it can become the recreation and life-enhancing spine for Old Town, and the City. An easily accessible circulation framework is imperative for people and vehicles. Health and safety must be integrated within a broad movement network to include walking, biking, transit and driving. The movement network must include the built system as it connects to the open space and trail systems. The network must connect not only on a community level, but also to a citywide and regional system. In this case, the regional system would be the Mary's Creek, park and trail system, but it will also connect through the Brazoria County system as well.



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THE NEW ECONOMY

Requires as a critical component physical places that promote sociability, accessibility and creativity. Values the work-life integration that occurs in mixed-use neighborhoods and town centers. Integrates well into mixed use, downtown environments because of the type and scale of the modern work place. Recognizes that protecting the natural environment is an important quality of life asset and is in its long-term self-interest.

The Development Strategy Framework Plan is comprised of six district-scale principles and one city-wide principle.

PRINCIPLE 1:

MOVE THE RAIL SWITCHING STATION FROM THE CENTER OF OLD TOWN AND PROVIDE SAFE PEDESTRIAN AND VEHICULAR RAIL CROSSING AT ORANGE, BROADWAY AND WALNUT STREETS.

PRINCIPLE 2:

DEVELOP WELL-FUNCTIONING WALKABLE TREE-LINED STREETS THROUGHOUT THE OLD TOWN. IN PARTICULAR, RENOVATE MAIN STREET AS A GREAT COMMERCIAL AVENUE; BROADWAY AND WALNUT STREETS AS A ONE-WAY COUPLET SYSTEM WITH MIXED USE; AND IMPROVE ALL OTHER STREETS TO TRADITIONAL NEIGHBORHOOD STREET AND PARKING DESIGN STANDARDS.

PRINCIPLE 3:

FOCUSED UPON GRAND BOULEVARD DEVELOP A NEW TOWN CENTER WITH AN INTEGRATED MIX OF USES INCLUDING RETAIL, COMMERCIAL AND RESIDENTIAL USES, COMMUNITY ACTIVITY CENTERS, ENTERTAINMENT OPPORTUNITIES, PUBLIC AND INSTITUTIONAL BUILDINGS.

PRINCIPLE 4:

INCLUDE A CIVIC/GOVERNMENT CENTER AND PUBLIC PLAZA IN THE NEW TOWN CENTER AS AN ANCHOR, GATHERING PLACE AND CENTER OF THE COMMUNITY AT THE SOUTHERN TERMINUS OF GRAND BOULEVARD.

PRINCIPLE 5:

PROVIDE OLD TOWN WITH A UNIQUE COMBINATION OF INTERCONNECTED NEIGHBORHOOD AND DISTRICT PARKS, TREE-LINED SIDEWALKS, TRAILS, BIKE PATHS AND OTHER OPEN SPACE AND RECREATIONAL AMENITIES WHILE PROVIDING IMPROVED DRAINAGE, DETENTION AND RETENTION FOR THE AREA.

PRINCIPLE 6:

INTEGRATE EXISTING ADJACENT RESIDENTIAL DEVELOPMENTS INTO THE NEW TOWN CENTER AND PROPOSED PARK SYSTEM.

PRINCIPLE 7:

CONNECT AND INTEGRATE OLD TOWN INTO A CITYWIDE CORRIDOR PLAN BY DEVELOPING A MASTER PLAN FOR MAIN STREET FROM OLD TOWN SITE TO THE BELTWAY AND FOR THE ADJACENT COMMERCIAL AREAS ALONG BROADWAY/518

PRINCIPLE 1:

MOVE THE RAIL SWITCHING STATION FROM THE CENTER OF OLD TOWN AND PROVIDE SAFE PEDESTRIAN AND VEHICULAR RAIL CROSSING AT ORANGE, BROADWAY AND WALNUT STREETS.

Historically, the railroad has been the reason for the establishment of the Old Townsite. The old train depot was the center of activity as the City of Pearland came into being. However, today the railroad and the switching station bisects the Old Town into distinct east and west halves which are difficult to connect. In addition, the impact of the traffic and significant sound pollution suggest that the switching station needs to be relocated. The new location of the switching station should be determined after further study.

Currently, there are three streets which cross the railroad tracks. These at-grade crossings need to become pedestrian and vehicular friendly for safe movement from one side of the district to the other.



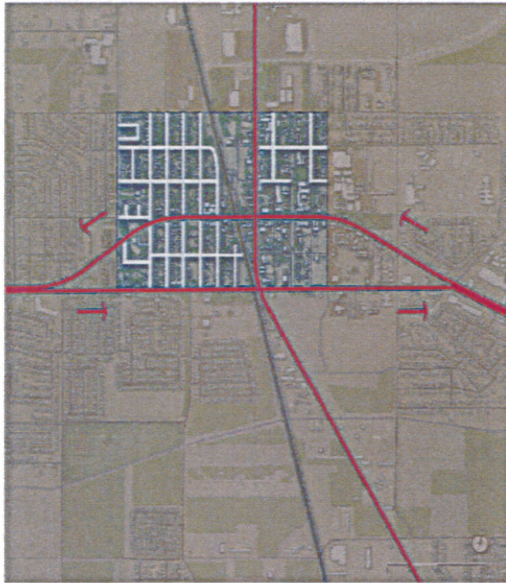
PRINCIPLE 1

"One of the unsuitable ideas behind projects is the very notion that they are projects, abstracted out of the ordinary city and set apart. To think of salvaging or improving projects, as projects, is to repeat this root mistake. The aim should be to get that project, that patch upon the city, rewoven back into the fabric-and in the process of doing so, strengthen the surrounding fabric – too "

Jane Jacobs

The Death and Life of Great American Cities

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PRINCIPLE 2

"There is magic to great streets. We are attracted to the best of them not because we have to go there but because we want to go there. The best are as joyful as they are utilitarian. They are entertaining and they are open to all. They permit anonymity at the same time as individual recognition. They are symbols of a community and of its

and more pedestrian friendly one-way east-west streets that facilitate a mix of uses. Mixed use buildings should have zero-lot line frontages and on-street parking along the couplet corridor while the residential areas are set back to match the existing.

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DEVELOP WELL-FUNCTIONING WALKABLE TREE-LINED STREETS THROUGHOUT THE OLD TOWN. IN PARTICULAR, RENOVATE MAIN STREET AS A GREAT COMMERCIAL AVENUE; BROADWAY AND WALNUT STREETS AS A ONE-WAY COUPLET SYSTEM WITH MIXED USE; AND IMPROVE ALL OTHER STREETS TO TRADITIONAL NEIGHBORHOOD STREET AND PARKING DESIGN STANDARDS.

MAIN STREET

The design of Main Street should fully support the potential urban character and activities of the area. It needs to support relatively high traffic volumes to the Town Center and through the city. The design should accommodate multimodal uses and appropriate built infrastructure to support a urban retail corridor. Buildings should have zero-lot line frontages and on-street parking with no intermediate block curb cuts. For a successful retail corridor, the target speed for the street should be less than thirty miles per hour. Main Street should have a median to the north of the Old Town Ditch and to the south of Walnut Street, but not between. Additionally, through the Old Townsite, there should preferably be only two travel lanes in both directions with on-street parking except at key times when traffic is at its maximum.

THE BROADWAY/WALNUT COUPLET

Currently, the parallel streets of Broadway/518 and Walnut run east-west through the heart of the Old Town site. The traffic system may be simplified, and expanded capacity, and improved efficiency by redefining Broadway/518 and

They are places for escape and for romance, places to sit and to dream"

Allan Jacobs, Great Streets

NEIGHBORHOOD STREETS

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. In the Old Town site, there remains the original street grid from when the town was originally platted in 1894, although most of the alleys are no longer in full use. The strength of the existing street/ alley grid is a significant feature in the area and an important asset for connectivity, access, and identity; and therefore should be retained. The proposed cross section would provide two lanes of travel and on street parking on both sides. The proposed cross section not only provides for underground utility corridors and drainage, but quality street amenities such as shade trees, sidewalks, and pedestrian crossings. The new neighborhood streets are designed to improve accessibility and circulation in the neighborhoods while providing access to adjacent residential areas.



TYPICAL MAIN STREET CHARACTER IMAGE



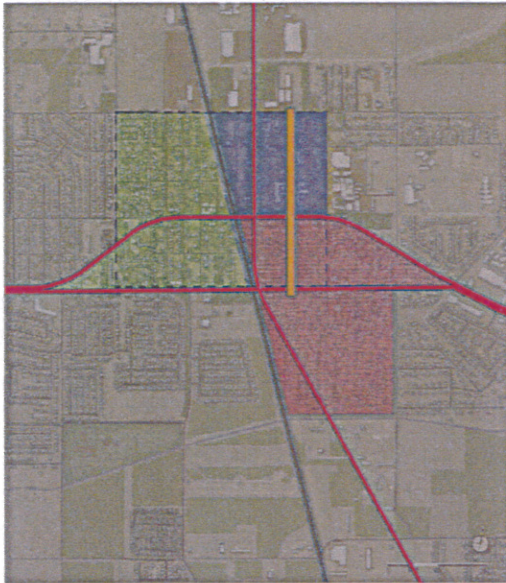
TYPICAL MIXED USE AVENUE CHARACTER IMAGE

"Streets and their sidewalks, the main public places of a city, are its most vital organs. Think of a city and what comes to mind? Its streets. If a city's streets look interesting, the city looks interesting; if they look dull, the city looks dull. More than that ...if a city's streets are safe from barbarism and fear, the city is thereby tolerably safe from barbarism and fear. When people say that a city, or part of it, is dangerous or is a jungle what they mean primarily is that they do not feel safe on the sidewalks."

Jane Jacobs

The Death and Life of Great American Cities

DEVELOPMENT STRATEGY FRAMEWORK



PRINCIPLE 3

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FOCUSED UPON GRAND BOULEVARD DEVELOP A NEW TOWN CENTER WITH AN INTEGRATED MIX OF USES INCLUDING RETAIL, COMMERCIAL AND RESIDENTIAL USES, COMMUNITY ACTIVITY CENTERS, ENTERTAINMENT OPPORTUNITIES, PUBLIC AND INSTITUTIONAL BUILDINGS.

Given the community's desire to create a vital downtown area and to address the issue of identity, there is a need to complete a project of scale that will become an anchor for the revitalization of this area, hence a new town center.

Grand Boulevard, as the community's perceived "heart and spine", is a natural focus for the Old Town community around which a new town center should be developed. The new town center should be located to maximize the potential of undeveloped land; the city/regional connectivity; and traffic volumes associated with Broadway and Main Street.



TOWN CENTER CHARACTER IMAGE

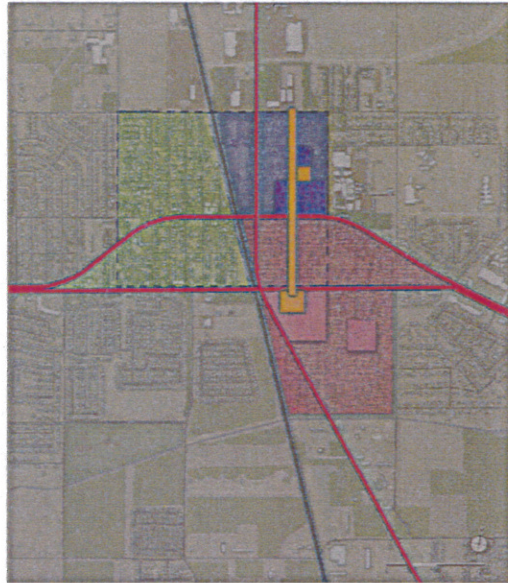
The mix of uses should support a user's daily string of events from morning through the evening while providing a high quality level of public amenities including: public parking, public gathering space, green space, walking environment, community center, educational programs, medical support facilities, shared parking and business services, etc. The active sidewalks and high-quality public spaces will attract and retain customers, as well as the current users from the institutions along Grand Boulevard.

*"The future belongs to town centers.
Approximately 2,000 to 3,000 town
centers and life style centers will be
built in the next five to seven years"*
- Robert Gibbs

PRINCIPLE 4:

INCLUDE A CIVIC/GOVERNMENT CENTER AND PUBLIC PLAZA IN THE NEW TOWN CENTER AS AN ANCHOR, GATHERING PLACE AND CENTER OF THE COMMUNITY AT THE SOUTHERN TERMINUS OF GRAND BOULEVARD.

Successful town centers have an anchor that assists the retail component: a library, government center, local museum, major recreation center, entertainment complex and/or specialty supermarket. The anchor needs to generate or attract day and night pedestrian traffic in order to activate and enliven the streetscape and economic environs. Establishing the Old Townsite's connection to the Town Center through the public space of Grand is imperative. The proposed boulevard design begins to change character as it shifts from landscape medians to paving designed for special events and festivals. To reinforce this transformation, the revitalizing new anchor should be placed as the terminus of the southern tip of Grand Boulevard, ending in a large public space/plaza.

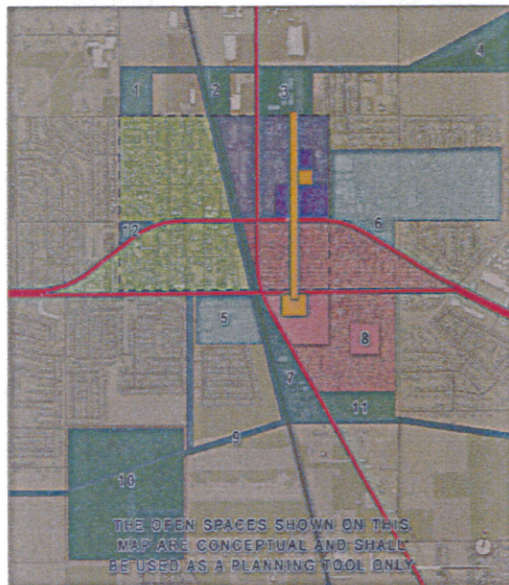


PRINCIPLE 4



TYPICAL ANCHOR AND CIVIC PLAZA CHARACTER IMAGE

"The town center needs an anchor to gain financing. The anchor can be a department store, a discount store, supermarket, cinema complex, YMCA, City Hall, government center, or library" - Robert Gibbs



PRINCIPLE 5

OPEN SPACE & DRAINAGE OPTIONS

- 1 NEW PARK WITH DETENTION & RETENTION POND
- 2 PARK & GREENWAY ALONG EXISTING RAIL CORRIDOR
- 3 NEW PARK WITH DETENTION & RETENTION POND
- 4 THE OLD TOWN DITCH
- 5 NEW PARK WITH DETENTION & RETENTION POND & GREENWAY ALONG EXISTING RAIL CORRIDOR
- 6 INFORMAL PARK/GREENSPACE ADJACENT TO BROADWAY & THE ACADEMIC CAMPUSES
- 7 NEW PARK WITH DETENTION & RETENTION POND & GREENWAY
- 8 NEW TOWN CENTER PARK
- 9 MARY'S CREEK
- 10 CENTENNIAL PARK & EXPANSION AREA
- 11 NEW TOWN CENTER PARK WITH DETENTION/RETENTION PONDS
- 12 PARK & DETENTION AREA ALONG BROADWAY

PRINCIPLE 5:

PROVIDE OLD TOWN WITH A UNIQUE COMBINATION OF INTERCONNECTED NEIGHBORHOOD AND DISTRICT PARKS, TREE-LINED SIDEWALKS, TRAILS, BIKE PATHS AND OTHER OPEN SPACE AND RECREATIONAL AMENITIES WHILE PROVIDING IMPROVED DRAINAGE, DETENTION AND RETENTION FOR THE AREA.

The Old Town contains only one existing park. This park, Zychlinski Park, has recently been renovated and upgraded to contain children's playground equipment, a walking path and a basketball court. One on-street bike path is located on Broadway Street but it does not connect to the park.

Thus Old Town is substantially short of usable and convenient park space. Recreational amenities and open space are key in the development of the district as a whole. A series of parks should be developed to serve the needs of the residents. These parks should connect to one another, to an overall city-wide parks system through bike paths, trails and tree-lined sidewalks; and should serve as necessary drainage infrastructure for the Old Town. The amenities in the proposed park and open space should cater to the needs of the residents that live nearby.

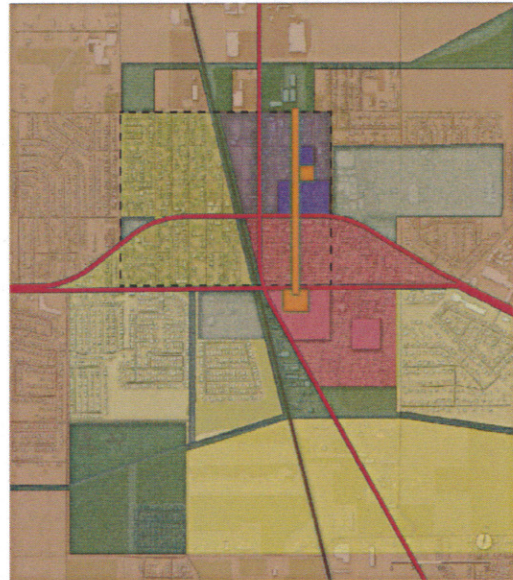
The plan for open space was developed to address issues of drainage, detention/retention as well as to connect to Mary's Creek, the Old Town Ditch, Centennial Park, and future greenways. Multiple options were developed to resolve these issues and provide a system of open space for the Old Townsite as well as the City as a whole. These options are shown on the diagram as open space opportunities conceptually and shall be used as a planning tool only. More detailed studies are needed for exact placement in the future.

PRINCIPLE 6:

INTEGRATE EXISTING ADJACENT RESIDENTIAL DEVELOPMENTS INTO THE NEW TOWN CENTER AND PROPOSED PARK SYSTEM.

There are existing residential developments surrounding Old Town and the location of the new Town Center. All of these developments need to be interconnected in order to form a more cohesive viable downtown district with a residential base supporting the entertainment, commercial, retail, and business uses. For example by extending the existing neighborhood street from the east, Church Street, Windsor Road, and Westminster Drive, the Town Center ties into the existing framework of the city as well as allowing access to services and ease of circulation through the district. The original Old Townsite becomes braided into the new town center through the redesign of Grand as a special events space and boulevard terminating into a large civic plaza. Additionally, the park system in turn, becomes connected to a broader network through users and additional on-road linkages.

In order to enhance the economic development potential of the new town center, ensure the necessary social, economic and physical connections of existing and future developments to the Old Town; the three tracts of land south of Mary's Creek should be rezoned as traditional neighborhood developments. Traditional neighborhood developments are compact and are also meant to be "pedestrian friendly." and include a mix of housing styles, types, and sizes to accommodate households of all ages, sizes, and incomes. Compact development patterns, promote a more efficient use of land and lower the costs of providing public infrastructure.



PRINCIPLE 6

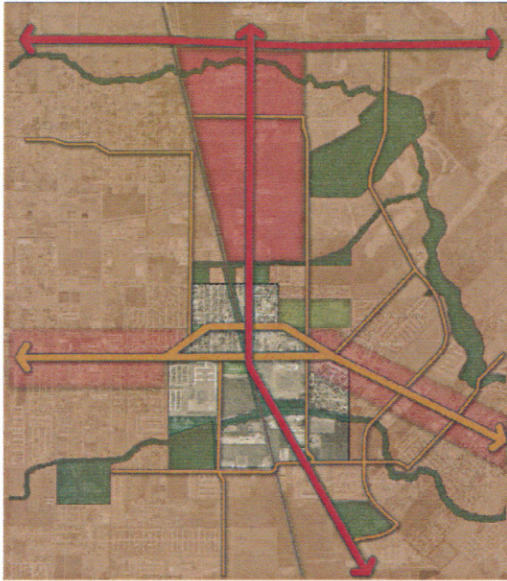


TRADITIONAL NEIGHBORHOOD STREET CHARACTER IMAGE



TRADITIONAL NEIGHBORHOOD DEVELOPMENT CHARACTER IMAGE

DEVELOPMENT STRATEGY FRAMEWORK PLAN



PRINCIPLE 7

“Current patterns of growth and development along suburban commercial strips are unsustainable. The aggregate effects of well-performing commercial developments that are geographically close but not physically integrated are becoming untenable”

Urban Land Institute

“As problems increase in older suburban corridors, and as consumer shopping patterns change, the future of strip commercial is becoming less certain”

Urban Land Institute

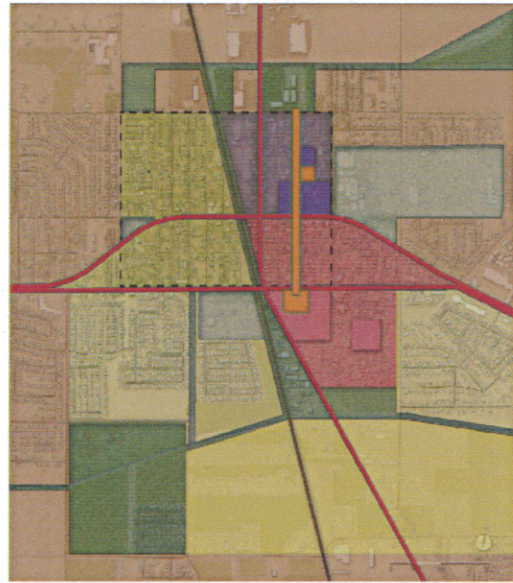
PRINCIPLE 7:

CONNECT AND INTEGRATE OLD TOWN INTO A CITYWIDE CORRIDOR PLAN BY DEVELOPING A MASTER PLAN FOR MAIN STREET FROM OLD TOWN SITE TO THE BELTWAY AND FOR THE ADJACENT COMMERCIAL AREAS ALONG BROADWAY/518

Placing the Old Town within a focused regional-scale context, including transportation corridors, will maximize the potential for success of the project. Adjacent to and within the project area, most of the current corridors have been over zoned for commercial. The Urban Land Institute recognizes that commercial zoning into strip corridors with no end points has become an outmoded and economically unsupportable practice. The Urban Land Institute also maintains that suburban strip commercial areas will remain economically competitive if, and only if, the street and adjacent land uses are considered as a unit. This means the street design supports the adjacent development type; and, thus, the design creates a sense of place and identity. Therefore, is critical for the success of the Old Townsite to plan a series of commercial “pulse nodes” along Main and Broadway such as the New Town Center with the beltway and Broadway/518 as the main entry point for visitors. These pulse nodes should be complementary in nature to the New Town Center.

CONCLUSION

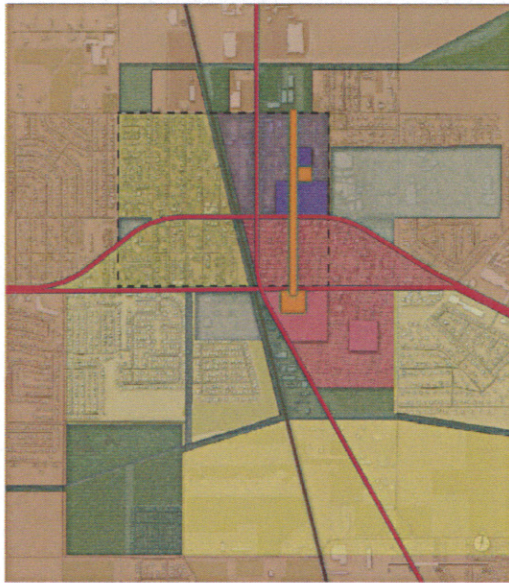
These principles put forth in the Development Strategy Framework Plan provide functional and aesthetic benefits to the Old Town Pearland to be developed further detail in the Old Town Downtown Development District Plan. The benefits emerging through the framework establishes public infrastructure; encourages private investment in retail, commercial, and residential uses; increases densities; and enhances the pedestrian environment. To that end, the framework plan includes a series of public improvement recommendations for neighborhoods, parkland and drainage detention/retention, streets, and pedestrian "streetscape improvements," which include sidewalks, landscaping, irrigation, lighting, and street furniture. This type of unique site development in Pearland, combined with an aggressive marketing plan to the private sector, would attract infill development of vacant properties for retail, office, and residential uses. Due to the lack of vacant properties within the Old Townsite, the New Town Center should reuse adjacent vacant parcels, such as the Old Pearland Airport, to build the mixed-use specialty destination center at the intersection of the main thoroughfares of the area. The city has a need and desire for development such as this, not only to provide immediate amenities to the residents of Old Town and surrounding citizens, but also to establish a high quality dense residential opportunities for the region, such as townhouses and condominiums. To this effort, create a centralized location for a civic/governmental anchor and the new civic plaza at the southern end of the corridor and create a major park/drainage area at the northern end of the Grand Boulevard corridor. Public open spaces throughout Old Town, and especially in the New Town Center, should be designed to be inhabited, not solely viewed, as well as to give life and urban character to the neighborhood. Existing civic institutions such as the community college and library, existing churches and religious institutions, and the future senior center will also help create a central community focus within the corridor. In the future, scheduling of major community events, parades, and festivals along the corridor will emphasize a sense of place that has been created for Pearland and will serve as an additional marketing/branding identity mechanism for the New Town Center. Additionally, a creation of a transit-pedestrian corridor within the Old Town Site would provide a mechanism by which users could fully experience the capital improvements such as streetscape amenities.



"Streets require and use vast amounts of land. In the United States, 25 to 35 percent of a city's developed land is likely to be in public right-of-way, mostly in streets... If we can develop and design streets so they are wonderful, fulfilling places to be... then we will have successfully designed about one-third of the city directly and will have an immense impact on the rest. "

Allan Jacobs Great Streets

DISTRICT PLAN



DEVELOPMENT STRATEGY FRAMEWORK PLAN



GATHERING SPACE CHARACTER IMAGE



OPEN SPACE CHARACTER IMAGE

OVERVIEW

The Old Town must return as the city center with an even more vigorous economy and diversity of uses. It should be the center for live, work, learn and play. Comprised of four districts on which to build it's future upon the emotive strengths of the past, the Old Town will emerge as a vital hub for Pearland. With the corridors and the proposed town center, the business sector should gain a key position in professional services and establish itself as the place to be for new innovative start-ups. Old Town should build on it's past role as the center of civic progress.

Current conditions within the Old Town include buildings of widely varying type, size, mass and relationship to the street. The overall effect is haphazard and disorganized, but it can change over time as development and redevelopment occur. The intention is to create conditions within which these anticipated changes can occur, as warranted, and, at the same time, create harmony among buildings in the Old Town site.

The Old Town Downtown Development District Plan is an illustration of the long-term vision of the Old Town that incorporates and integrates all the ideas and principles generated through the community planning process.

Four districts have been identified in the plan: the Historic Neighborhood District, the Existing Neighborhood District, the Arts, Culture, and Education District, and the New Town Center. These districts will form a strengthened foundation in and around the downtown and will help re-establish this layer in the urban fabric and support vitality in the downtown. At the same time physical initiatives are ongoing, the social aspects of community must be addressed by developing a "sense of community" for Old Town neighborhoods and districts and by utilizing key buildings, streets, public spaces, parks and recreational amenities. The edges of the commercial districts provide a mixed-use buffer to the neighborhoods. While these business and retail corridors become redeveloped, revitalized, and leveraged from private and public investment, the adjacent neighborhoods will once again begin to be visually and physically reconnected through greening and streetscape improvements. Parking



DOWNTOWN, HOUSING AND OPEN SPACE CHARACTER IMAGES

DISTRICT PLAN



TYPICAL DOWNTOWN CHARACTER IMAGE



TYPICAL DOWNTOWN CHARACTER IMAGE



TYPICAL DOWNTOWN CHARACTER IMAGE

will become integrated within a pedestrian system versus dominant. The Plan will be codified and integrated into Pearland's zoning code using a form-based code consisting of a regulatory plan correlated to urban and architectural codes, and street standards. The form-based codes regulate the type and placement of buildings, the public realm, and streets and parking, factors that influence the character of the town.

The Old Town Downtown Development District Plan is based upon the development strategy framework plan consisting of organizational concepts that should guide development in the area. All the components of the plan build upon this framework of Districts, Neighborhoods, Transportation and Open Space. Districts and Neighborhoods are terms used to describe a geographic area in a city by its primary land use types while having a strong locational or historical identity. Transportation encompasses not just vehicular transportation but also all forms of public transportation. Open Space refers to all types of parks, plazas, boulevards and informal spaces connected by pedestrian and bicycle connections through trails and greenways.

ASSUMPTIONS

The plan is to be implemented over 10-15 years.

The plan is based upon full build-out of Pearland.

The plan is based upon the Development Framework Strategy Plan.

The plan is based upon the need to provide incentives to the market to build the type of development that corresponds to the community's aspirations.

The plan impacts adjacent planning & development areas