



REVITALIZATION PLAN

PLANNING & DESIGN WORKSHOP

October 1, 2024 | 9:00 AM– 12:00 PM

First United Methodist Church Pearland | 2314 N Grand Blvd



REVITALIZATION PLAN

THE PROJECT TEAM



olsson studio



YOU + YOUR ROLE

What is the Stakeholder Committee?

You are the sounding board for the *Old Town Revitalization Plan*.

This group comprises community members with a vested interest in this planning process, such as property/business owners, residents, special interest advocates, developers, etc.

What is your role?

- To provide *key insights* on Old Town
- To *share your vision* for the future of Old Town
- To *be a champion* of this plan

WHY IS THE **PLAN** IMPORTANT?

A vision for the future of Old Town created by the community and for the community to record shared goals and desires for Old Town.

An assessment of what Old Town looks like today and the challenges and opportunities that exist, evaluating topics such as land use, economics, market health, connectivity, quality of life, aesthetics, character, and more.

OUR PURPOSE

Guide the revitalization of Old Town Pearland

- Take a step back... envision... then act
- Better understand Old Town's current state
- Identify the area's assets and constraints
- Engage Old Town residents and business/property owners
- Create an illustrative vision for the future and an implementation plan
- Prioritize policies, actions, and resources to achieve the Plan's vision



DISCOVER PHASE ENGAGEMENT

- Project Website
- Social Media + Local News Outlets/Publications
- City Council Interviews
- Pop-Up Events (*monthly*)
- Online Public Survey (*August – October*)
- Visioning Workshop (*August 20, 2024*)
- Planning & Design Workshop (*October 1 – 3, 2024*)
- Public Open House (*October 2, 2024*)
- Virtual Open House – **Open October 23, 2024**

WHAT ARE WE EVALUATING?



Vision, Values,
& Goals



Mobility &
Connectivity



Land Use



Utilities &
Infrastructure



Development &
Redevelopment



Placemaking &
Public Space

OUR PURPOSE & PROCESS DURING THE WORKSHOP



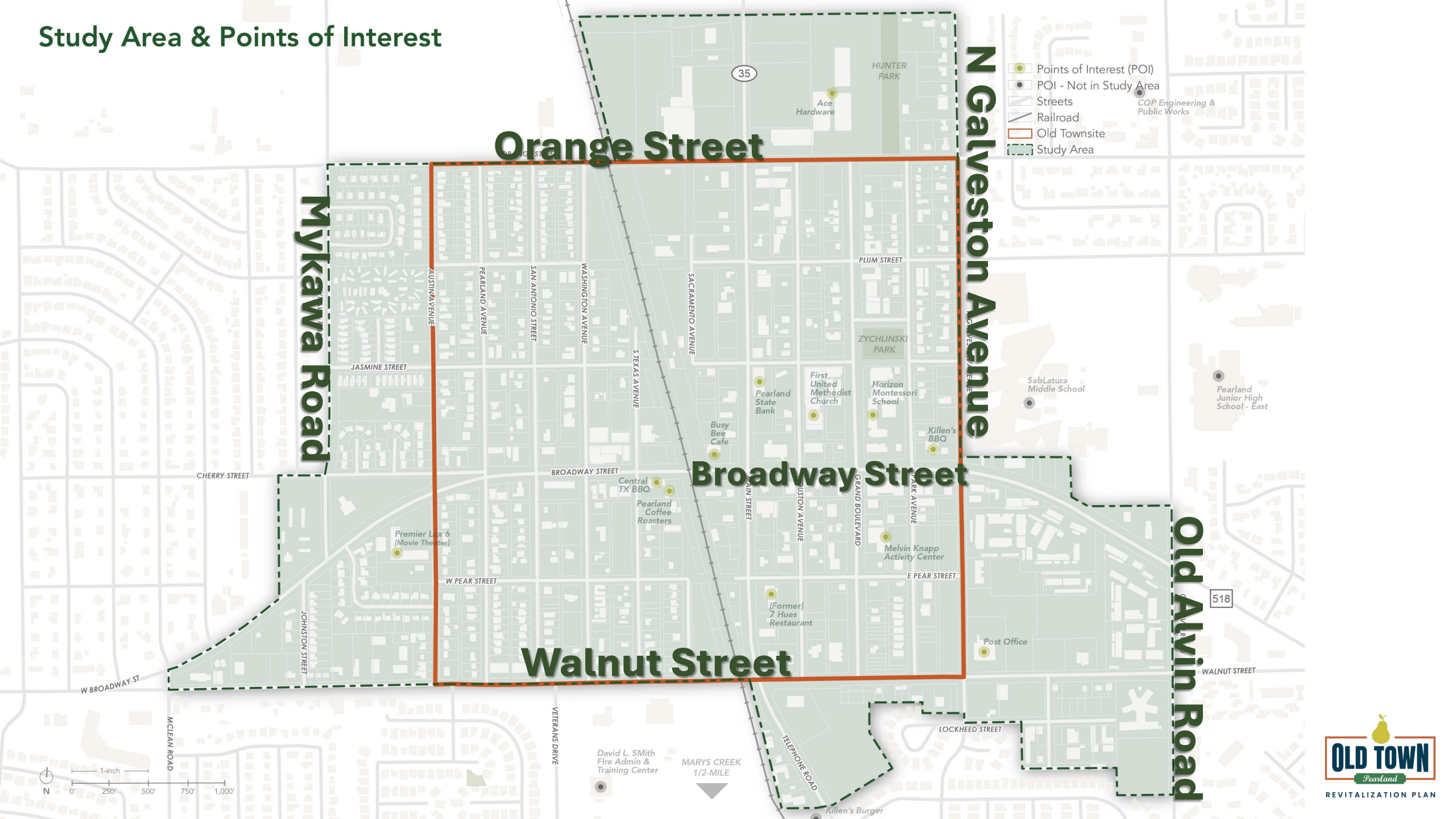
THIS IS NOT OUR PLAN.
THIS IS *YOUR* PLAN.

EXISTING CONDITIONS

Analysis & Findings



Study Area & Points of Interest

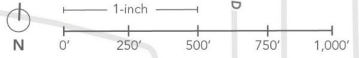
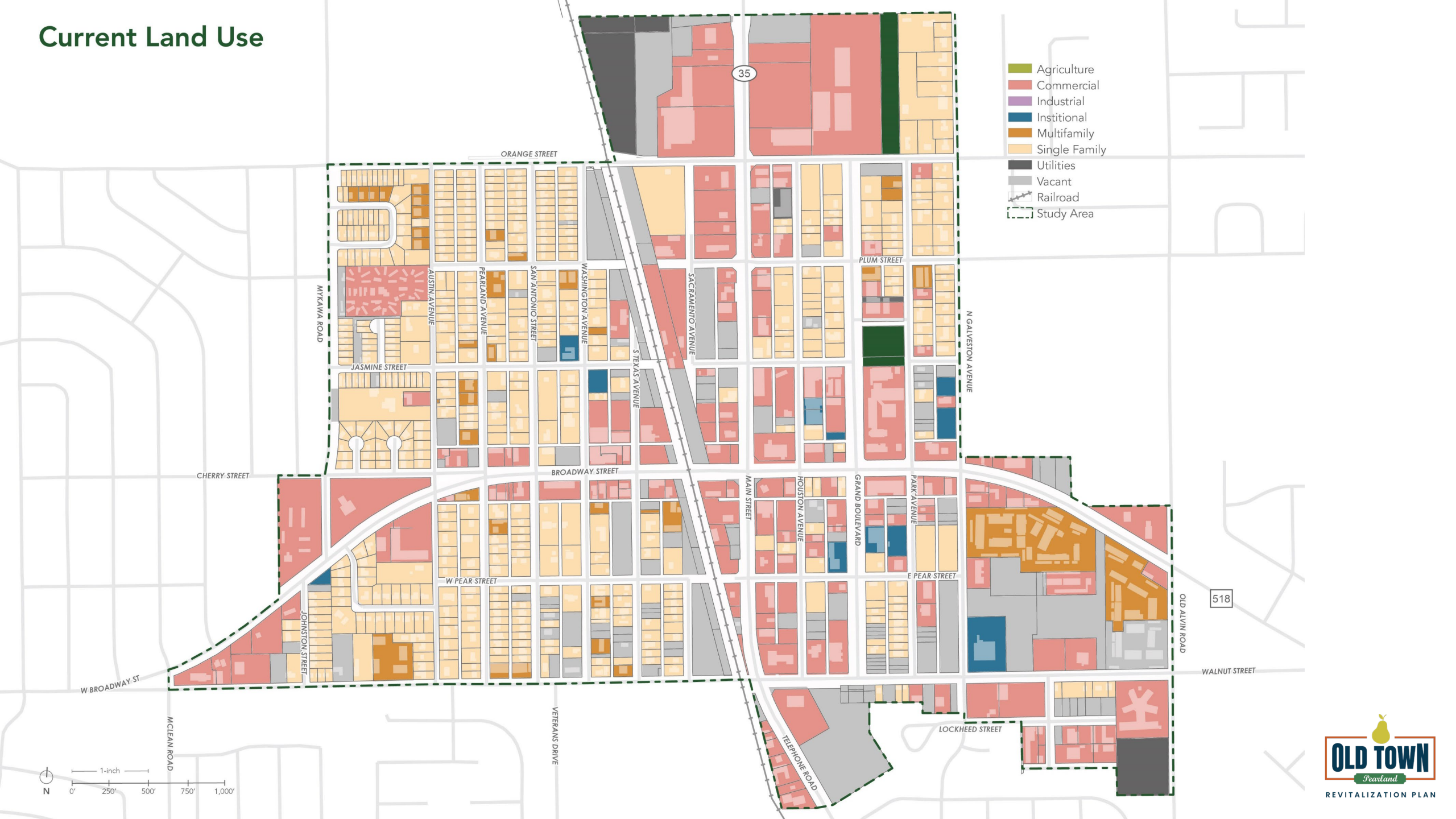


- Points of Interest (POI)
- POI - Not in Study Area
- Streets
- Railroad
- Old Townsite
- Study Area



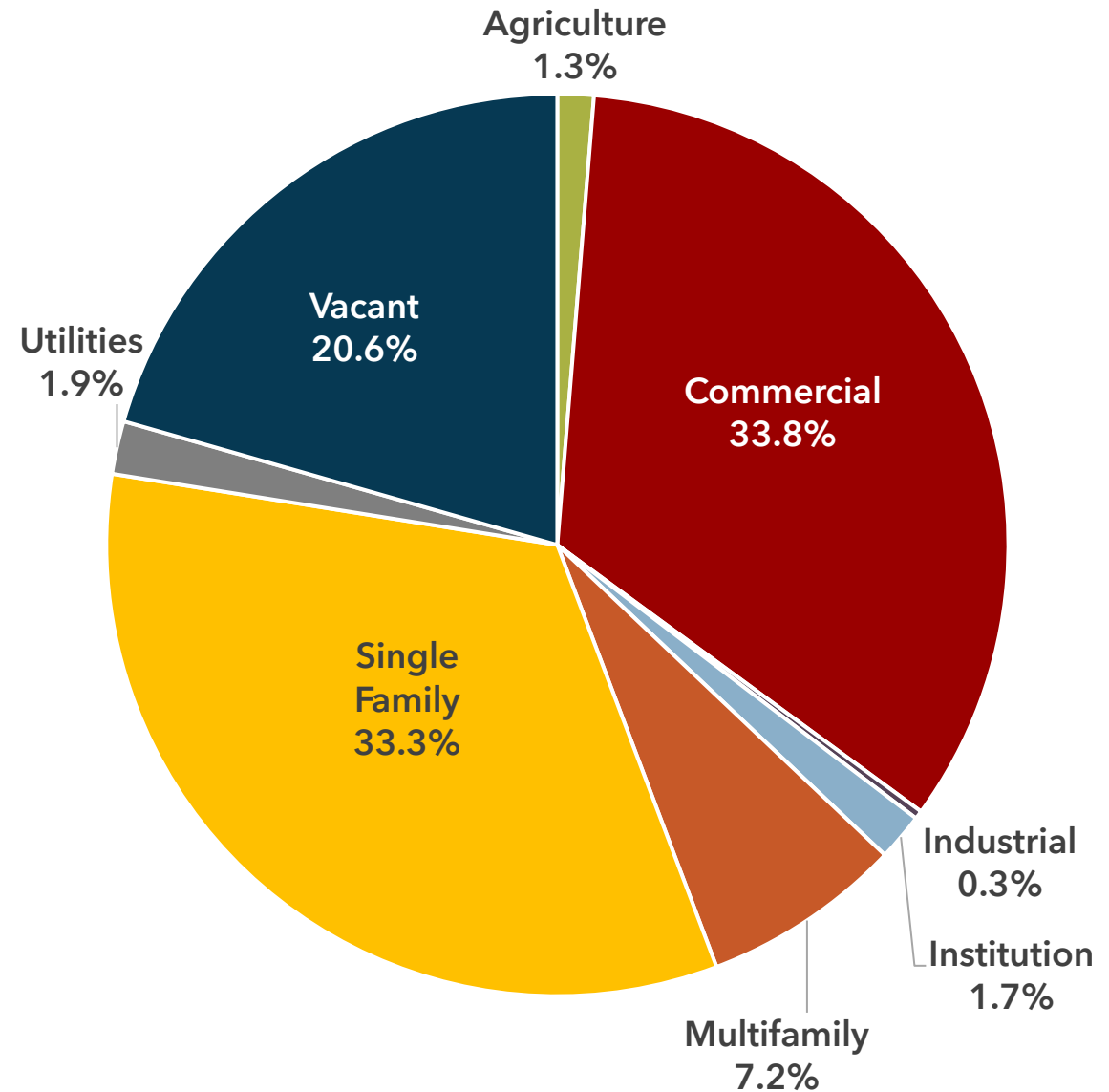
Current Land Use

- Agriculture
- Commercial
- Industrial
- Institutional
- Multifamily
- Single Family
- Utilities
- Vacant
- Railroad
- Study Area

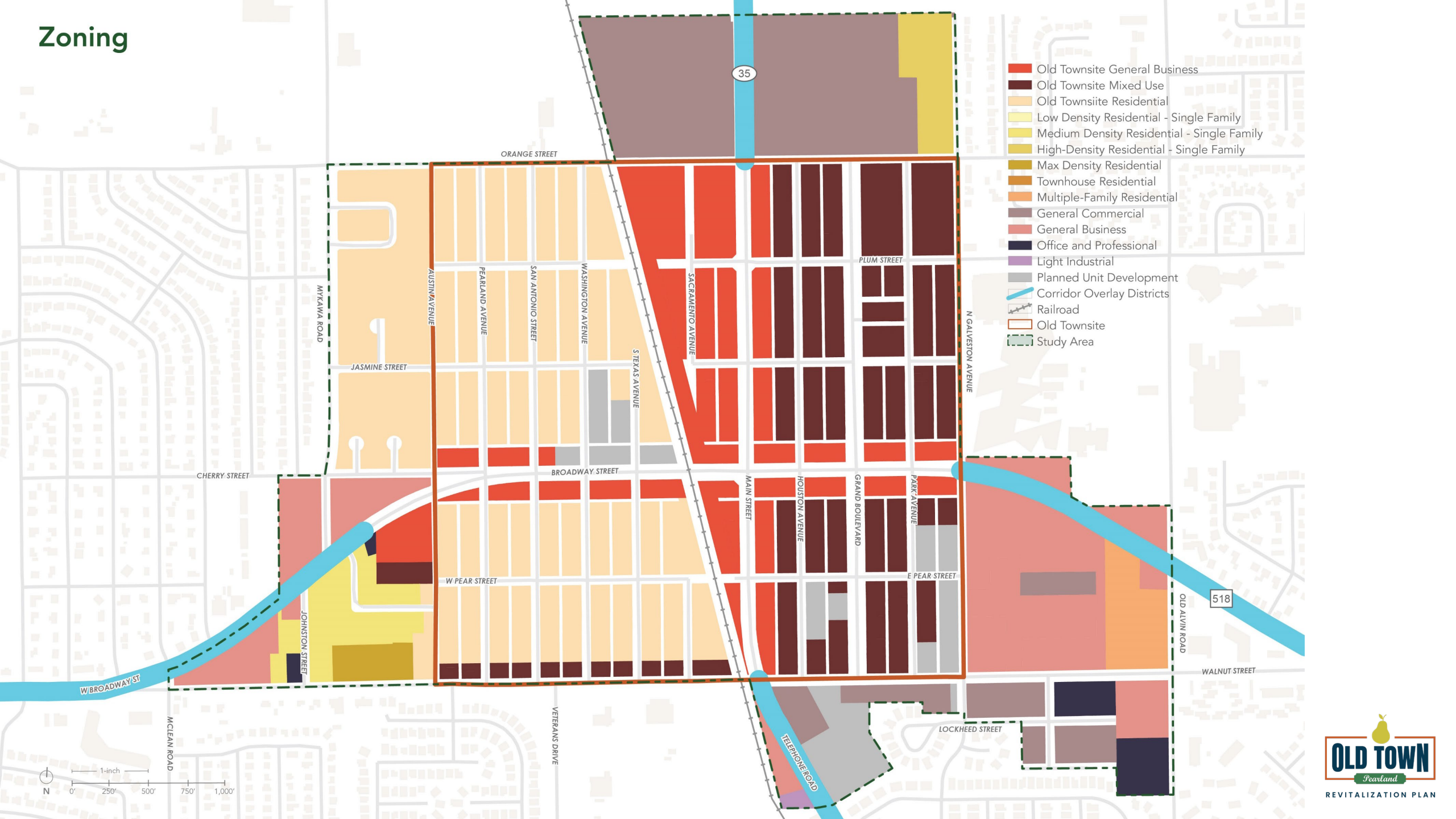


STUDY AREA LAND USE CHARACTERISTICS

- Two-thirds of both the parcels and total acres of property are in the **commercial** or **single-family residential** categories.
- Most single-family homes in the Study Area do not have a homestead exemption, a strong indicator that they are **renter-occupied** or unoccupied.



Zoning



- Old Townsite General Business
- Old Townsite Mixed Use
- Old Townsite Residential
- Low Density Residential - Single Family
- Medium Density Residential - Single Family
- High-Density Residential - Single Family
- Max Density Residential
- Townhouse Residential
- Multiple-Family Residential
- General Commercial
- General Business
- Office and Professional
- Light Industrial
- Planned Unit Development
- Corridor Overlay Districts
- Railroad
- Old Townsite
- Study Area



ZONING ANALYSIS HIGHLIGHTS

Purpose & Intent

- Promote good building and streetscape design.
- Reinforce existing land use patterns and character.
- Categorize areas into zoning districts per the UDC with modifications.
- Promote Old Town as a walkable, pedestrian-friendly district.
- Promote multiple types of development and uses.
- Set general provisions and architectural regulations to ensure streetscape quality and building construction.
- Allow reduced parking ratios, shared parking, and flexibility to encourage re-use of existing buildings.
- Allow flexibility in building codes and façade requirements to encourage relocation and re-use of existing buildings.
- Emphasize mixed uses and focus on the streetscape and public spaces to create pedestrian-friendly mixed-use developments.

ZONING: Commercial, Retail, Mixed-Use

- Reduce or eliminate minimum lot area
- Reduce or eliminate minimum front yard setbacks
- Reduce minimum lot width
- Adjust / reduce parking requirements
- Locate parking in rear of buildings
- Remove building material requirements
- Update / Consolidate / Revise Land Use Matrix – remove barriers for development
- Design towards creating great places and active street frontages

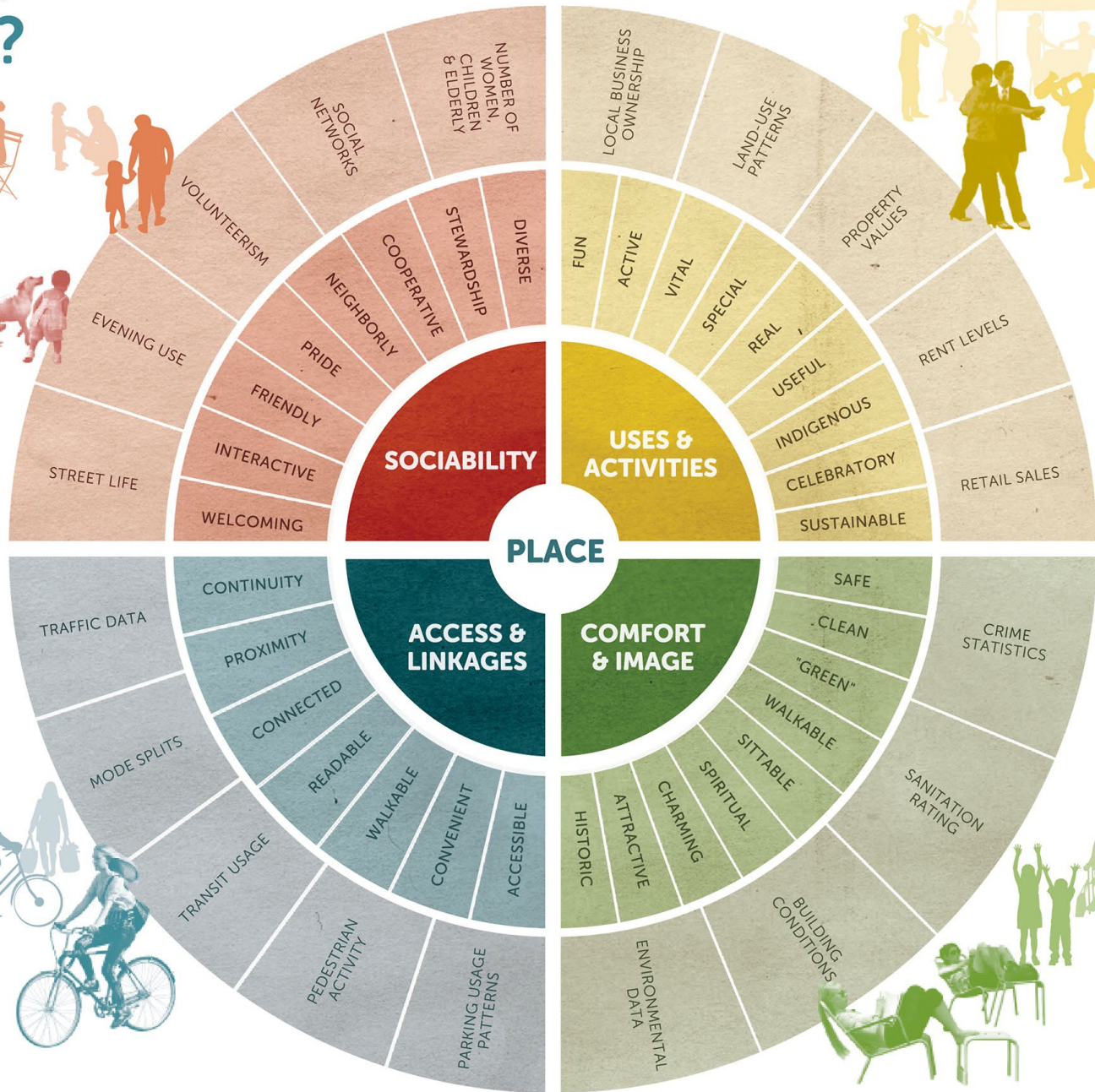
ZONING: Residential Development

Remove barriers for all types of quality residential development

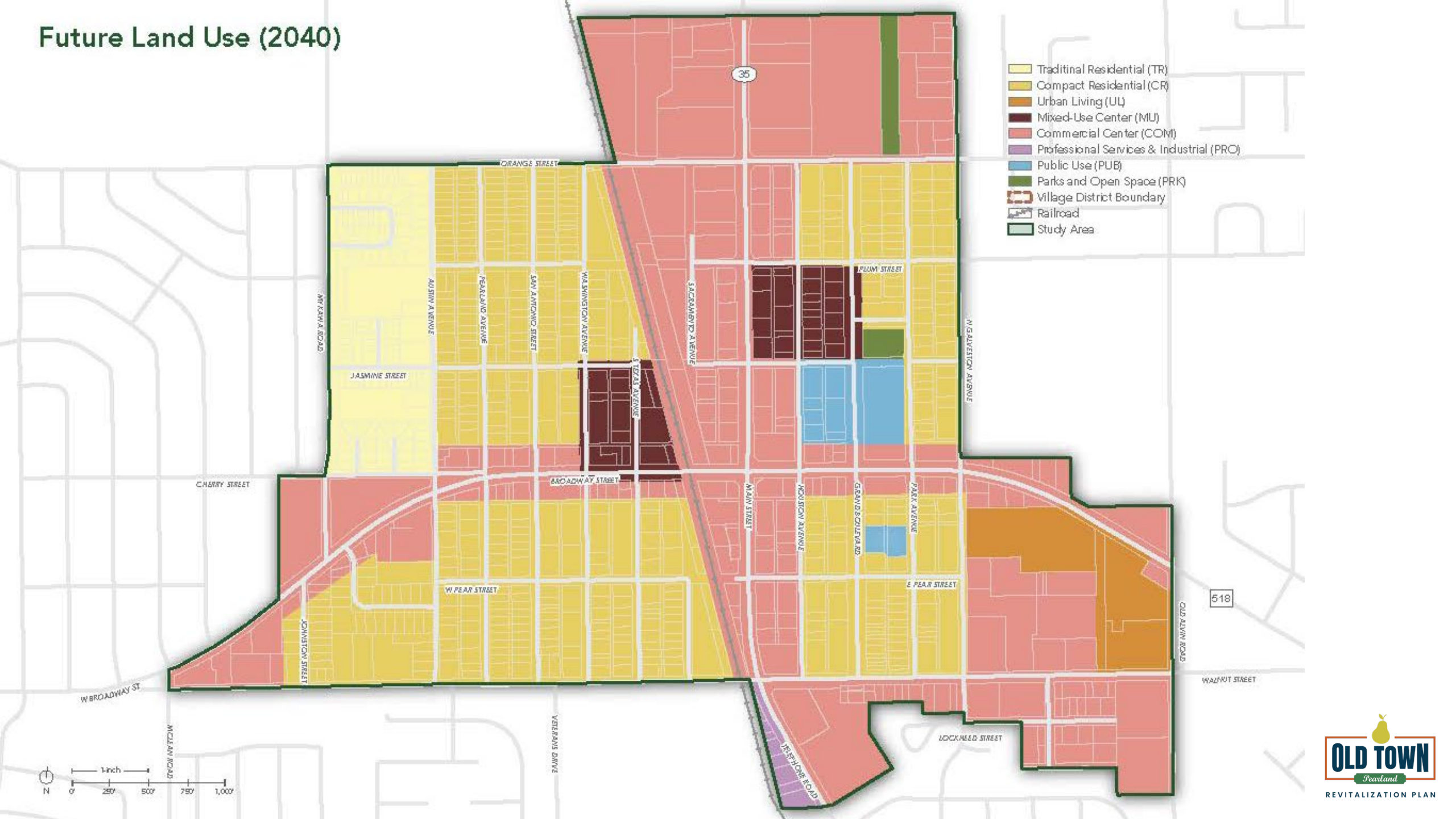
- Minimum lot width reduction
- Minimum lot area
- Reduce setbacks (principal and accessory buildings)
- Update common / open space requirements
- Encourage cottage court / infill housing opportunities
- Development clear path for Accessory Dwelling Units (ADU's)
- Reduce or eliminate parking requirements
- Amend subdivision regulations to foster pedestrian connectivity over car dependence

WHAT MAKES A GREAT PLACE?

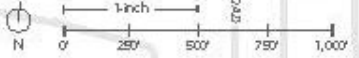
- KEY ATTRIBUTES ●
- INTANGIBLES ●
- MEASUREMENTS ●



Future Land Use (2040)



- Traditional Residential (TR)
- Compact Residential (CR)
- Urban Living (UL)
- Mixed-Use Center (MU)
- Commercial Center (COM)
- Professional Services & Industrial (PRO)
- Public Use (PUB)
- Parks and Open Space (PRK)
- Village District Boundary
- Railroad
- Study Area



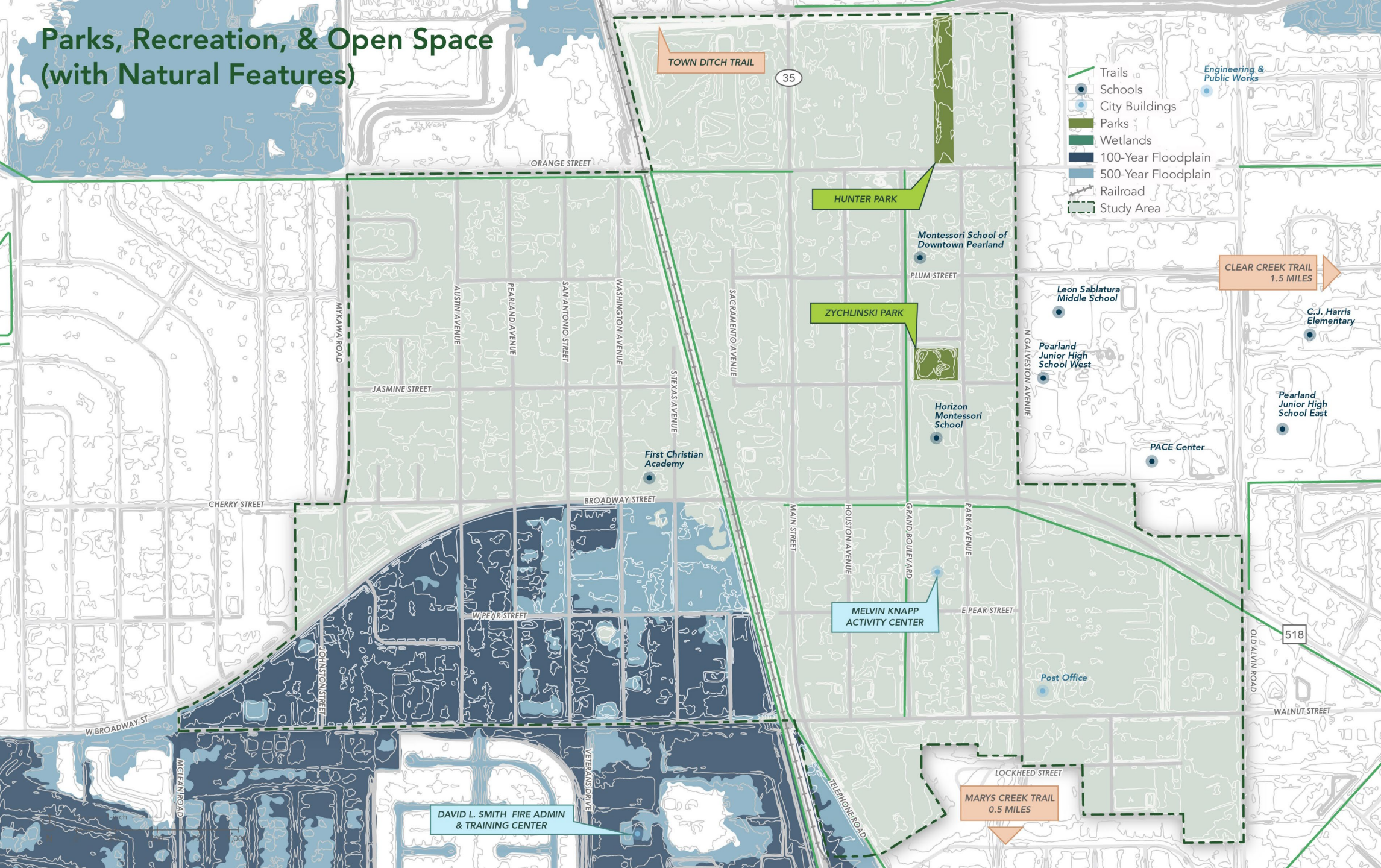
LAND USE DEFINITIONS (COMPREHENSIVE PLAN 2024)

- **Traditional Residential (TR):** Found near neighborhood commercial centers and provide rooftops necessary to support the commercial and professional office uses within the corridors. These neighborhoods are generally formed as subdivisions. Residential uses oriented interior to the site are typically buffered from surrounding development by transitional uses or landscaped areas. Lots range in size but are typically less than 1/4 acre.
- **Compact Residential (CR):** Can support a variety of housing types, including small-lot, single-family detached homes, patio homes, townhomes, and duplexes in a compact network of complete, walkable streets that are navigable by car, bicycle, or foot. It may contain a small number of commercial businesses to support the neighborhood. Compact Residential lots range in size, but are typically less than 1/10 acre.
- **Urban Living (UL):** Urban Living provides a range of housing choices, including higher density options for young professionals attracted to the jobs created in the city's business parks and urban centers, as well as empty nesters who want to downsize while maintaining an attachment to the community where they have lived for many years. The design and scale of the development in these neighborhoods will encourage active living with a network of walkable streets and connections to open space.

Land Use Definitions (Continued)

- **Mixed-Use Center (MU):** The mixed-use place type offers the ability to live and work in a unified, interconnected area with a higher intensity of uses and a mixture of housing options, employment, and/or retail services in the same structure. This place type lends toward more of a form-based code rather than focusing on the use of a building. This will allow for more flexibility of use within an area, while ensuring a predictable public realm and design standards. Vertical mixed-use buildings typically stand at least two-stories tall, with multiple uses within the building. The design encourages active living through a network of complete, walkable streets.
- **Commercial Center (COM):** Characterized by single- or multi-tenant commercial centers located at major intersections. They are typically adjacent to traditional residential neighborhoods and provide for the everyday goods and service needed by the residents in these neighborhoods. While these centers are typically automobile-oriented, there will be a continued focus on providing street connections to/from the surrounding neighborhoods.
- **Professional Services & Industrial (PRO):** Professional Services and Industrial place types will round out the employment-oriented place types in Pearland. These developments will focus on light industrial uses, including clean manufacturing centers, technology/data centers, and other uses that would typically occupy flex space in commercial buildings. These uses may have a trucking component at the back, but the street frontage of the businesses is appealing and has an increased level of aesthetics and landscaping, unlike typical industrial uses.
- **Parks and Open Space:** The public open spaces and park sites. As Pearland continues to develop, regional, community, and neighborhood parks should be provided so that there is a park or open space located within a half-mile of every residential unit.
- **Public Use:** Include civic and institutional uses such as schools, police and fire stations, libraries, college campuses, and cemeteries.

Parks, Recreation, & Open Space (with Natural Features)



Vacant & City-Owned Properties

- Vacant
- City-Owned
- Parks
- Railroad
- Study Area



Housing Conditions Assessment



HOUSING ASSESSMENT METHODOLOGY

Neither the building's architectural style nor aesthetic value were evaluated. Building conditions were collectively weighed using the following scale:









- **Good (#1):** The building is in good condition with no significant exterior deficiencies.
- **Fair (#2):** The building is in fair or sound condition but has minor deficiencies that could be resolved with limited investment by the owner. Deficiencies may include chipped paint, damaged exterior walls, cracked or broken windows, minor roof damage, cracked chimneys, and sagging gutters.
- **Poor (#3):** The building is in poor condition and requires significant rehabilitation. Deficiencies may include major damage to the roof, foundation, or exterior walls, widespread window damage, visible flooding issues, or general disrepair from inadequate building maintenance.
- **Dilapidated (#4):** The building is dilapidated to the extent that demolition may be necessary.

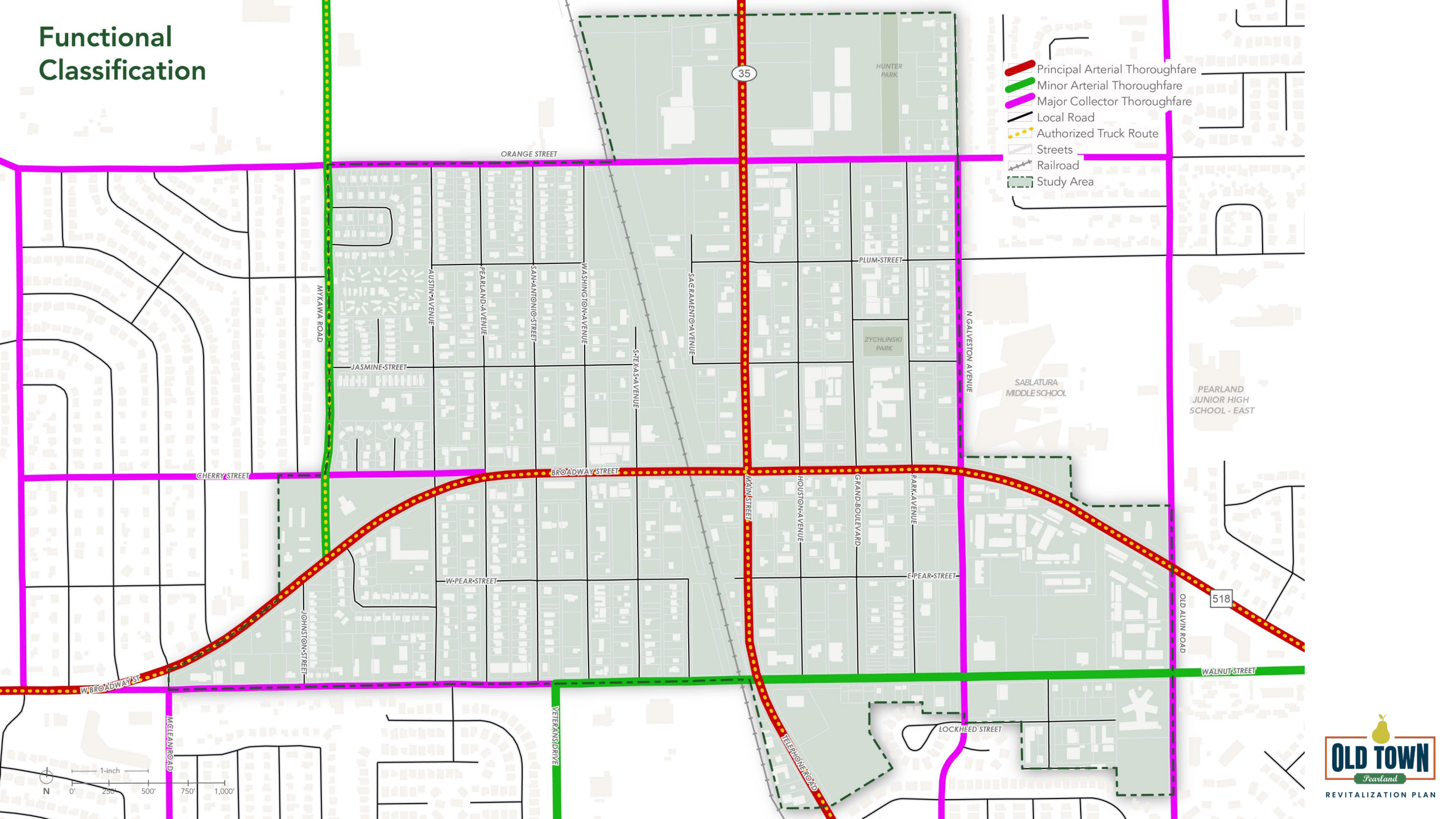


UTILITIES & INFRASTRUCTURE












Analysis & Findings

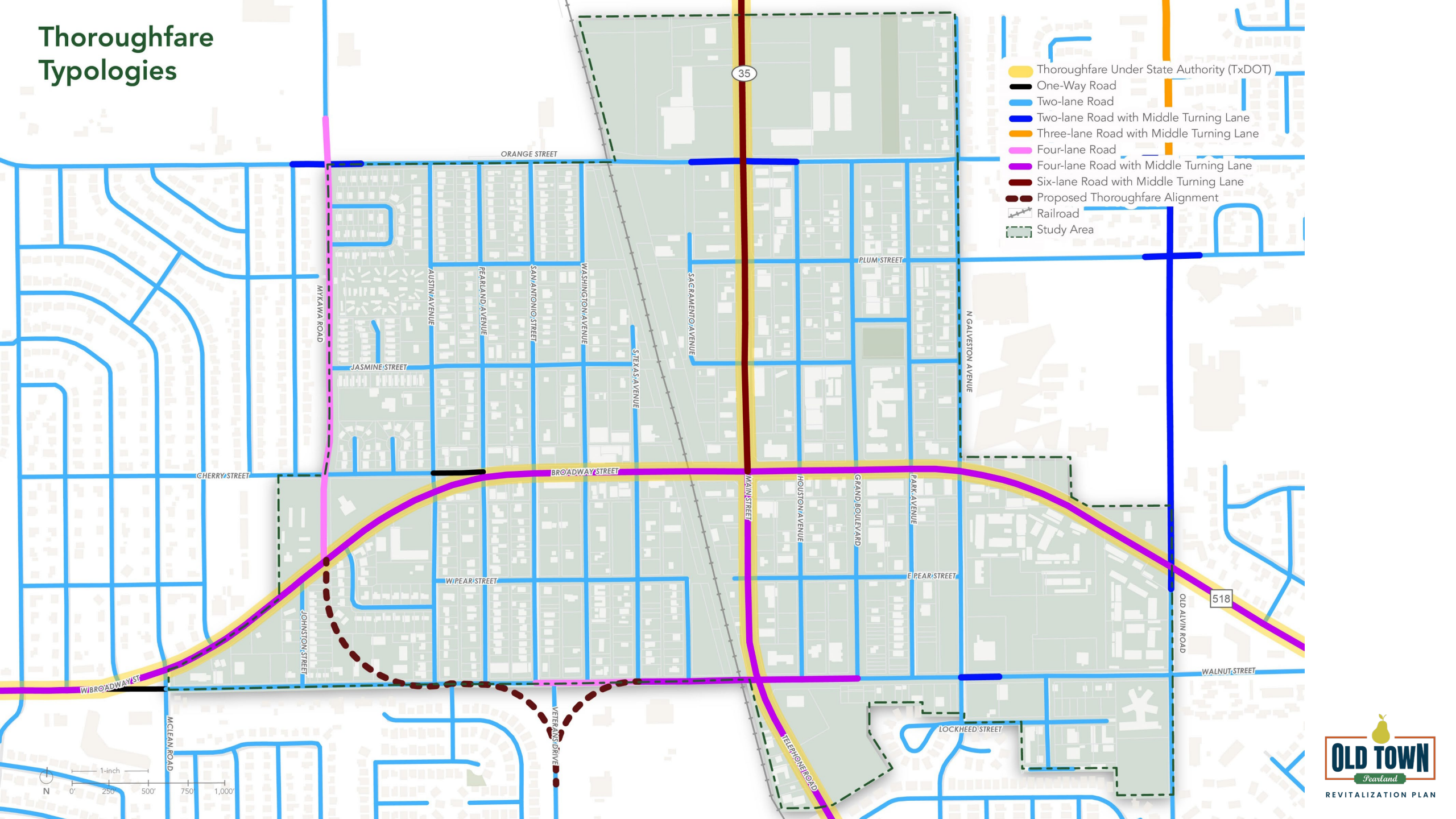
Functional Classification

-  Principal Arterial Thoroughfare
-  Minor Arterial Thoroughfare
-  Major Collector Thoroughfare
-  Local Road
-  Authorized Truck Route
-  Streets
-  Railroad
-  Study Area

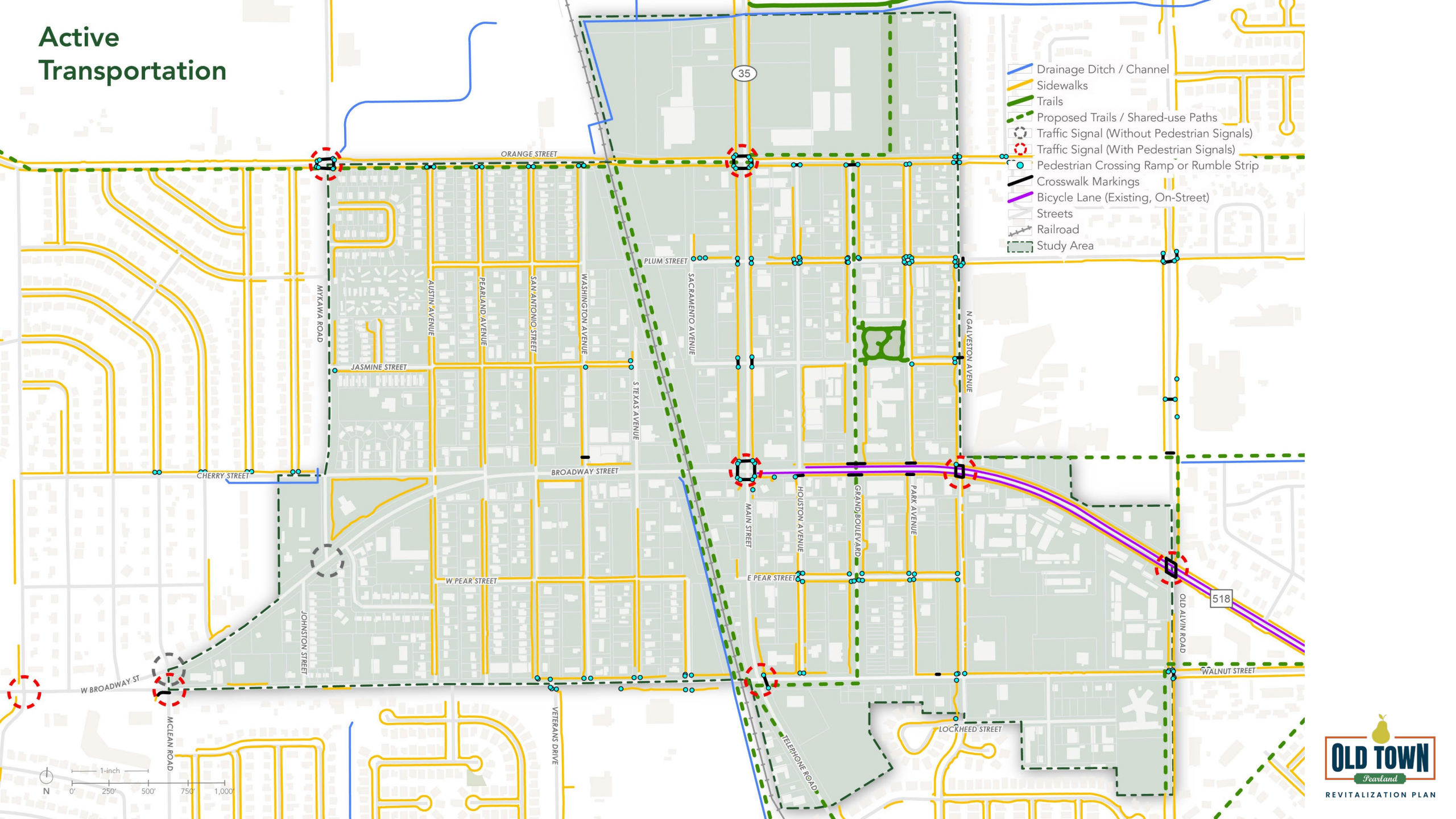


Thoroughfare Typologies

-  Thoroughfare Under State Authority (TxDOT)
-  One-Way Road
-  Two-lane Road
-  Two-lane Road with Middle Turning Lane
-  Three-lane Road with Middle Turning Lane
-  Four-lane Road
-  Four-lane Road with Middle Turning Lane
-  Six-lane Road with Middle Turning Lane
-  Proposed Thoroughfare Alignment
-  Railroad
-  Study Area



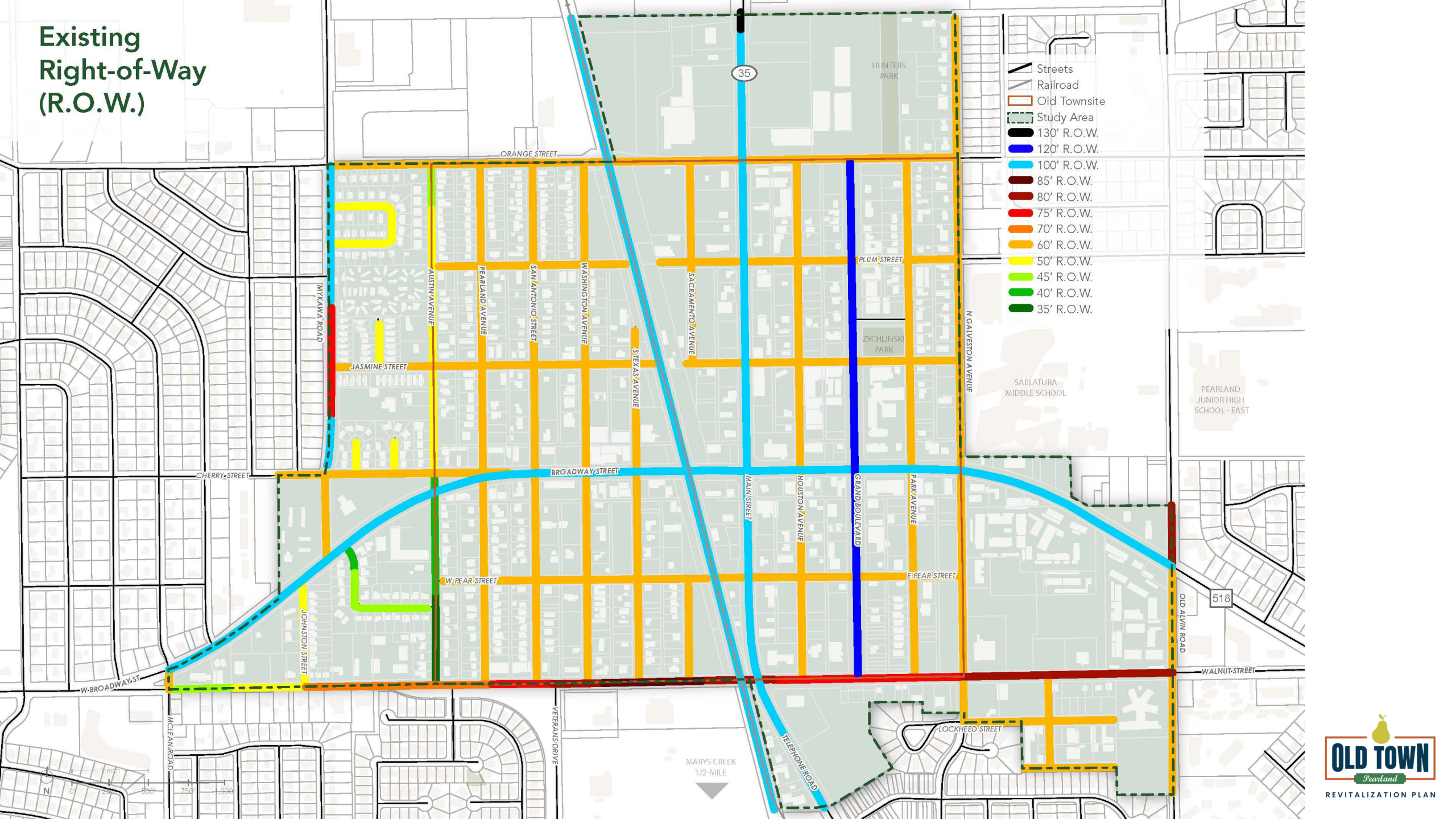
Active Transportation



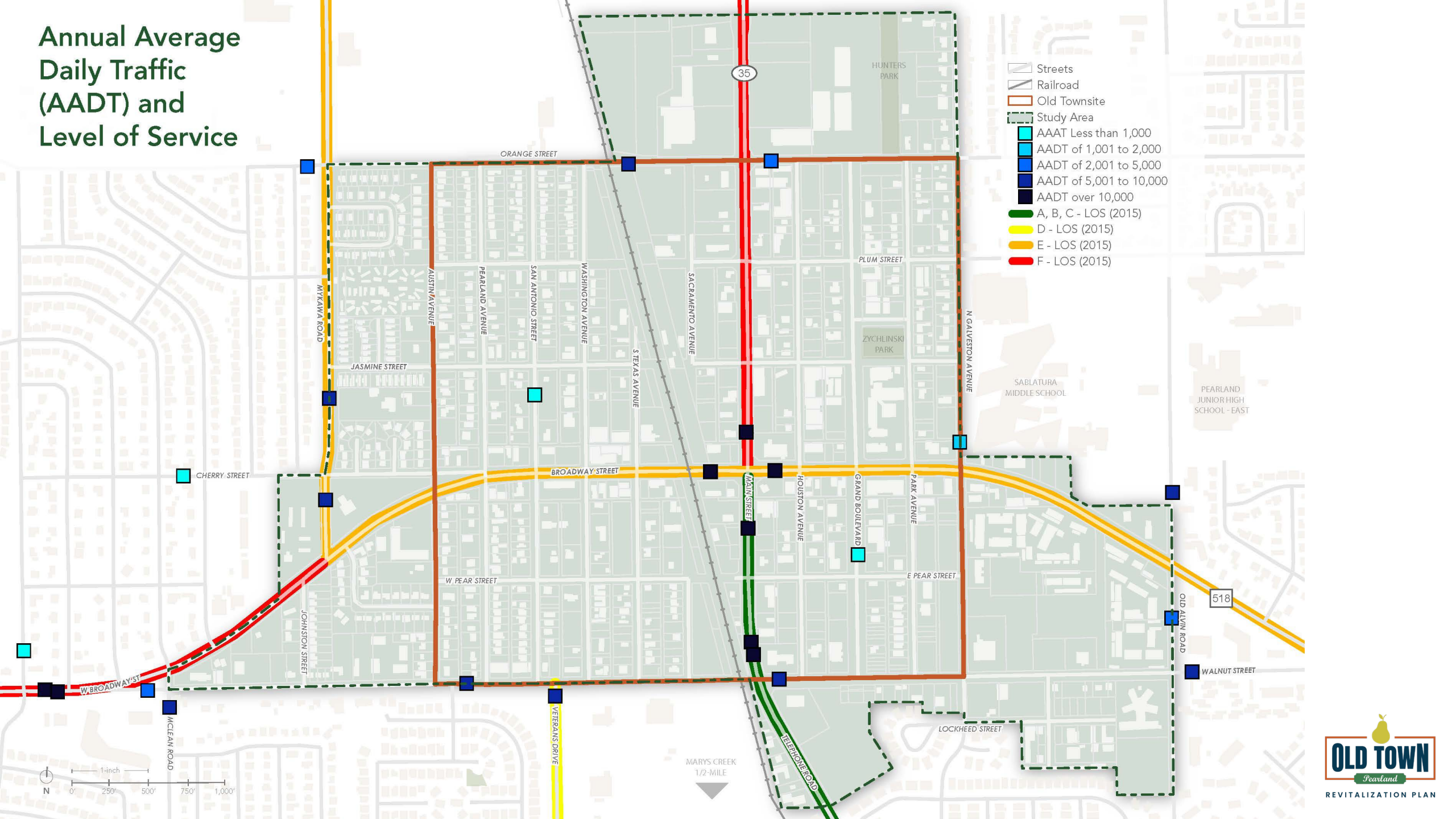
- Drainage Ditch / Channel
- Sidewalks
- Trails
- Proposed Trails / Shared-use Paths
- Traffic Signal (Without Pedestrian Signals)
- Traffic Signal (With Pedestrian Signals)
- Pedestrian Crossing Ramp or Rumble Strip
- Crosswalk Markings
- Bicycle Lane (Existing, On-Street)
- Streets
- Railroad
- Study Area



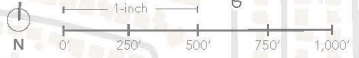
Existing Right-of-Way (R.O.W.)



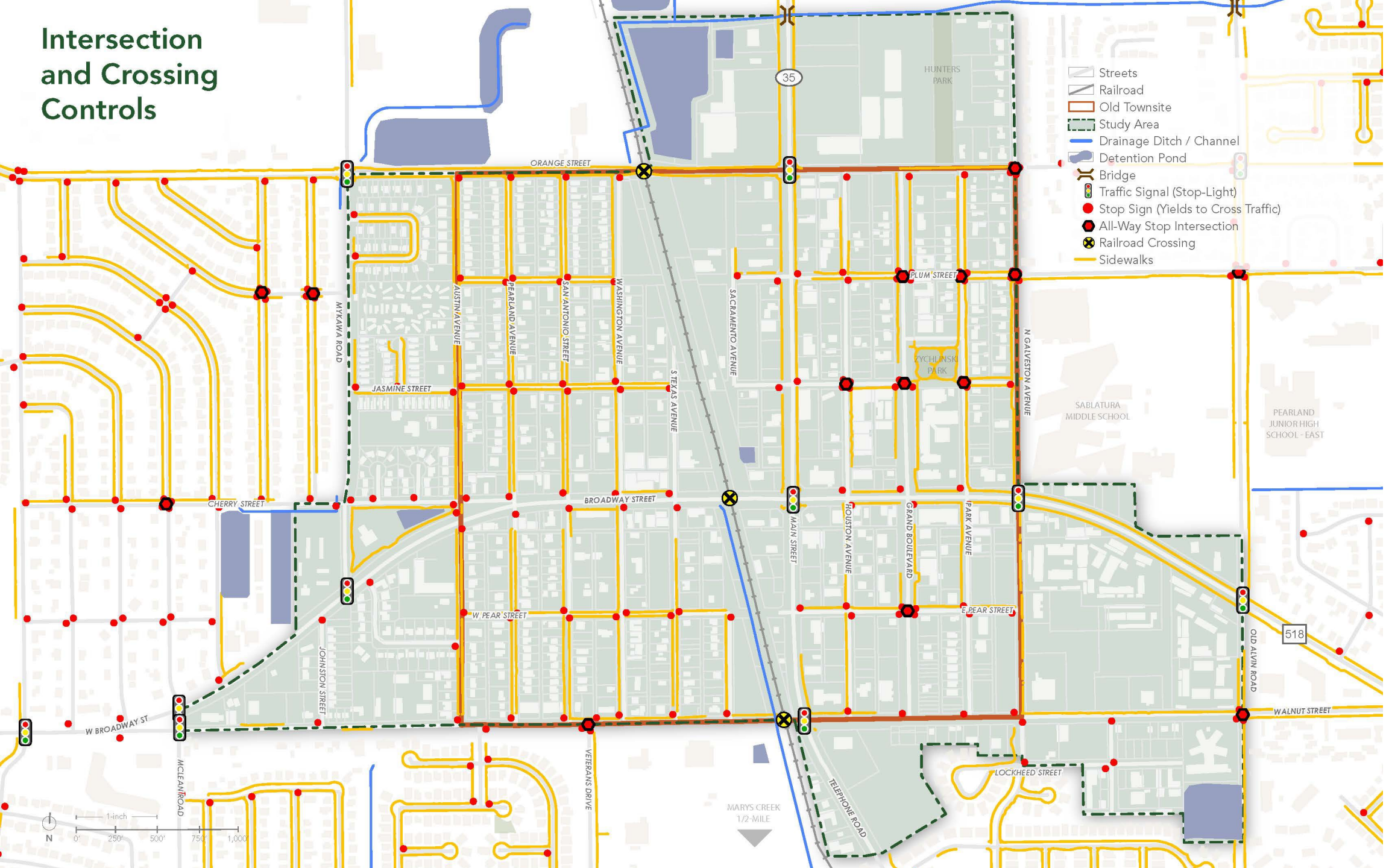
Annual Average Daily Traffic (AADT) and Level of Service



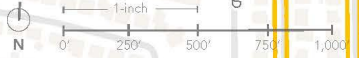
- Streets
- Railroad
- Old Townsite
- Study Area
- AAAT Less than 1,000
- AADT of 1,001 to 2,000
- AADT of 2,001 to 5,000
- AADT of 5,001 to 10,000
- AADT over 10,000
- A, B, C - LOS (2015)
- D - LOS (2015)
- E - LOS (2015)
- F - LOS (2015)



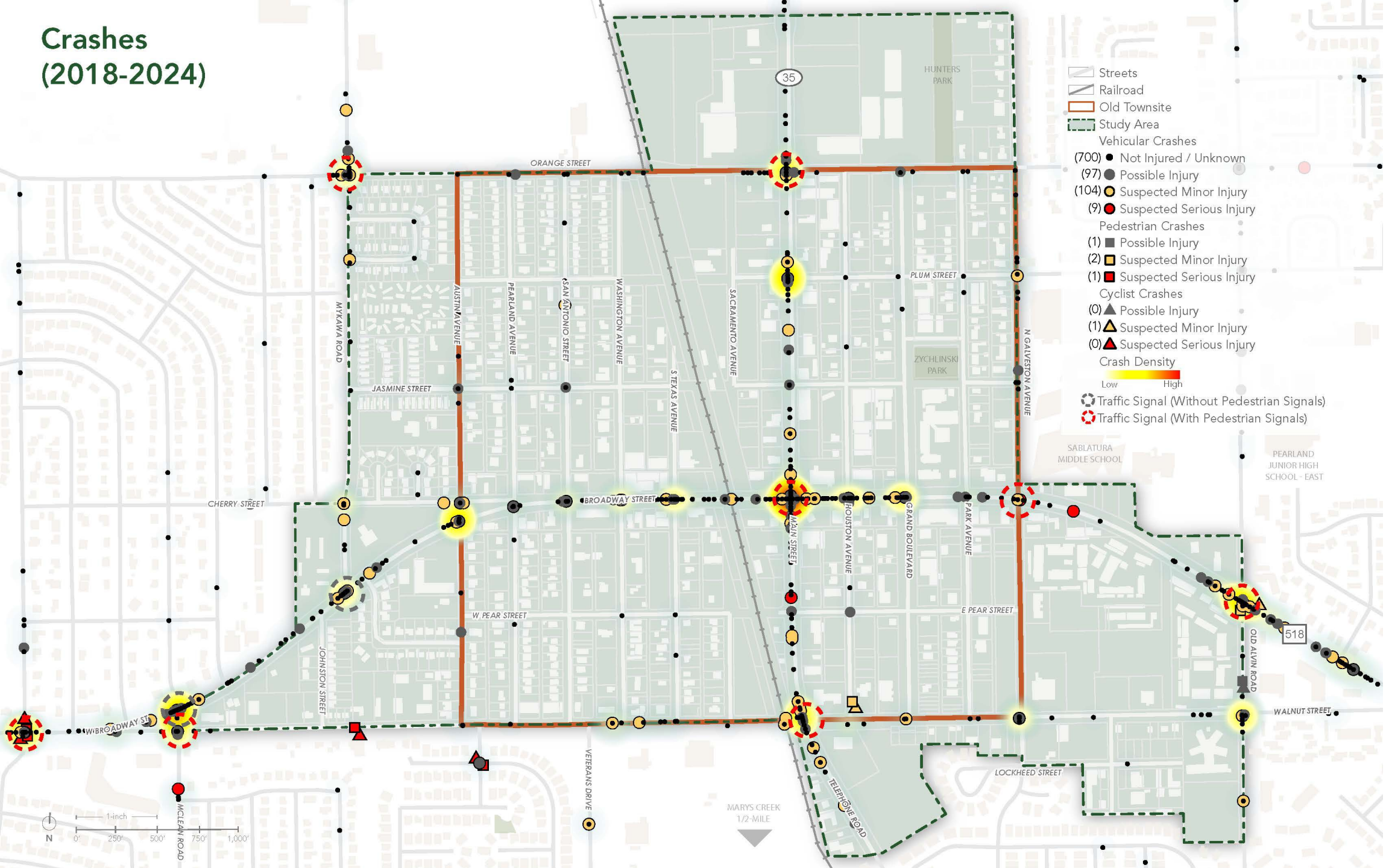
Intersection and Crossing Controls



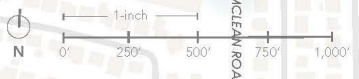
- Streets
- Railroad
- Old Townsite
- Study Area
- Drainage Ditch / Channel
- Detention Pond
- Bridge
- Traffic Signal (Stop-Light)
- Stop Sign (Yields to Cross Traffic)
- All-Way Stop Intersection
- Railroad Crossing
- Sidewalks



Crashes (2018-2024)

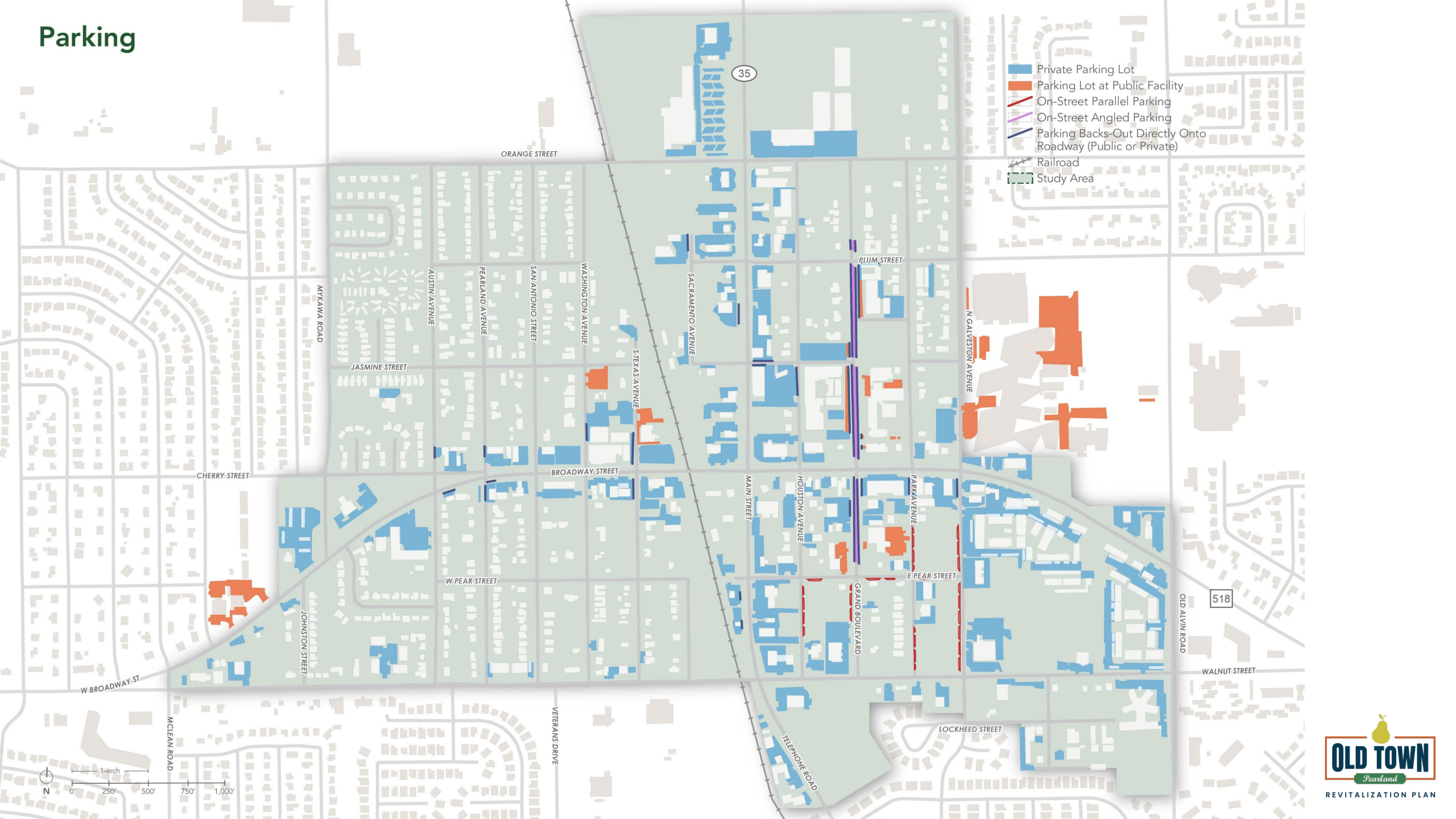


- Streets
- Railroad
- Old Townsite
- Study Area
- Vehicular Crashes
 - (700) ● Not Injured / Unknown
 - (97) ● Possible Injury
 - (104) ● Suspected Minor Injury
 - (9) ● Suspected Serious Injury
- Pedestrian Crashes
 - (1) ■ Possible Injury
 - (2) ■ Suspected Minor Injury
 - (1) ■ Suspected Serious Injury
- Cyclist Crashes
 - (0) ▲ Possible Injury
 - (1) ▲ Suspected Minor Injury
 - (0) ▲ Suspected Serious Injury
- Crash Density
 - Low
 - High
- ⊙ Traffic Signal (Without Pedestrian Signals)
- ⊙ Traffic Signal (With Pedestrian Signals)

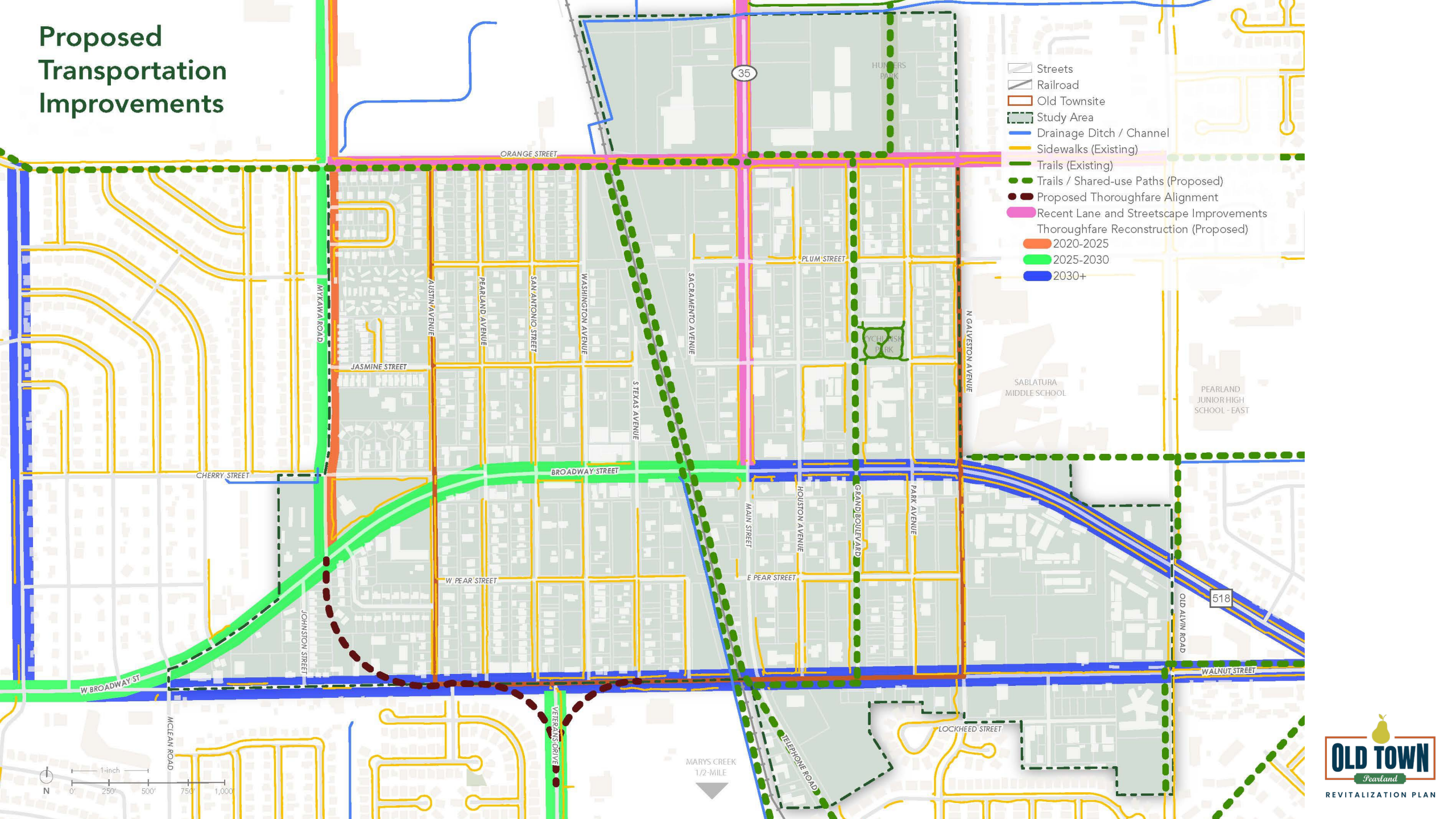


MARYS CREEK
1/2-MILE

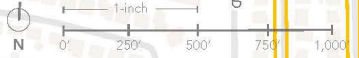
Parking



Proposed Transportation Improvements

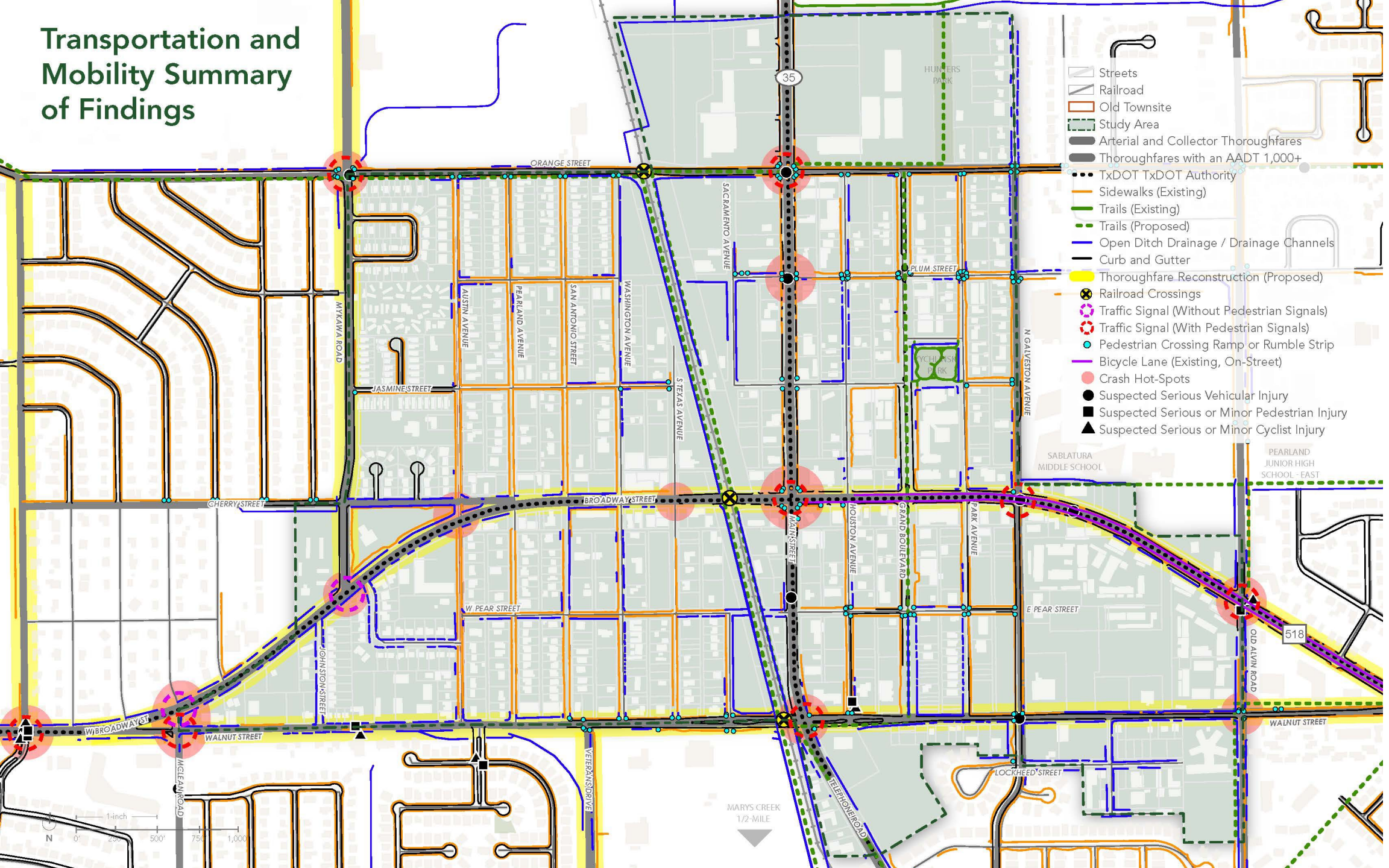


- Streets
- Railroad
- Old Townsite
- Study Area
- Drainage Ditch / Channel
- Sidewalks (Existing)
- Trails (Existing)
- Trails / Shared-use Paths (Proposed)
- Proposed Thoroughfare Alignment
- Recent Lane and Streetscape Improvements
- Thoroughfare Reconstruction (Proposed) 2020-2025
- Thoroughfare Reconstruction (Proposed) 2025-2030
- Thoroughfare Reconstruction (Proposed) 2030+

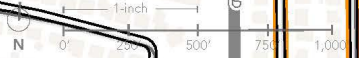


MARYS CREEK
1/2-MILE

Transportation and Mobility Summary of Findings

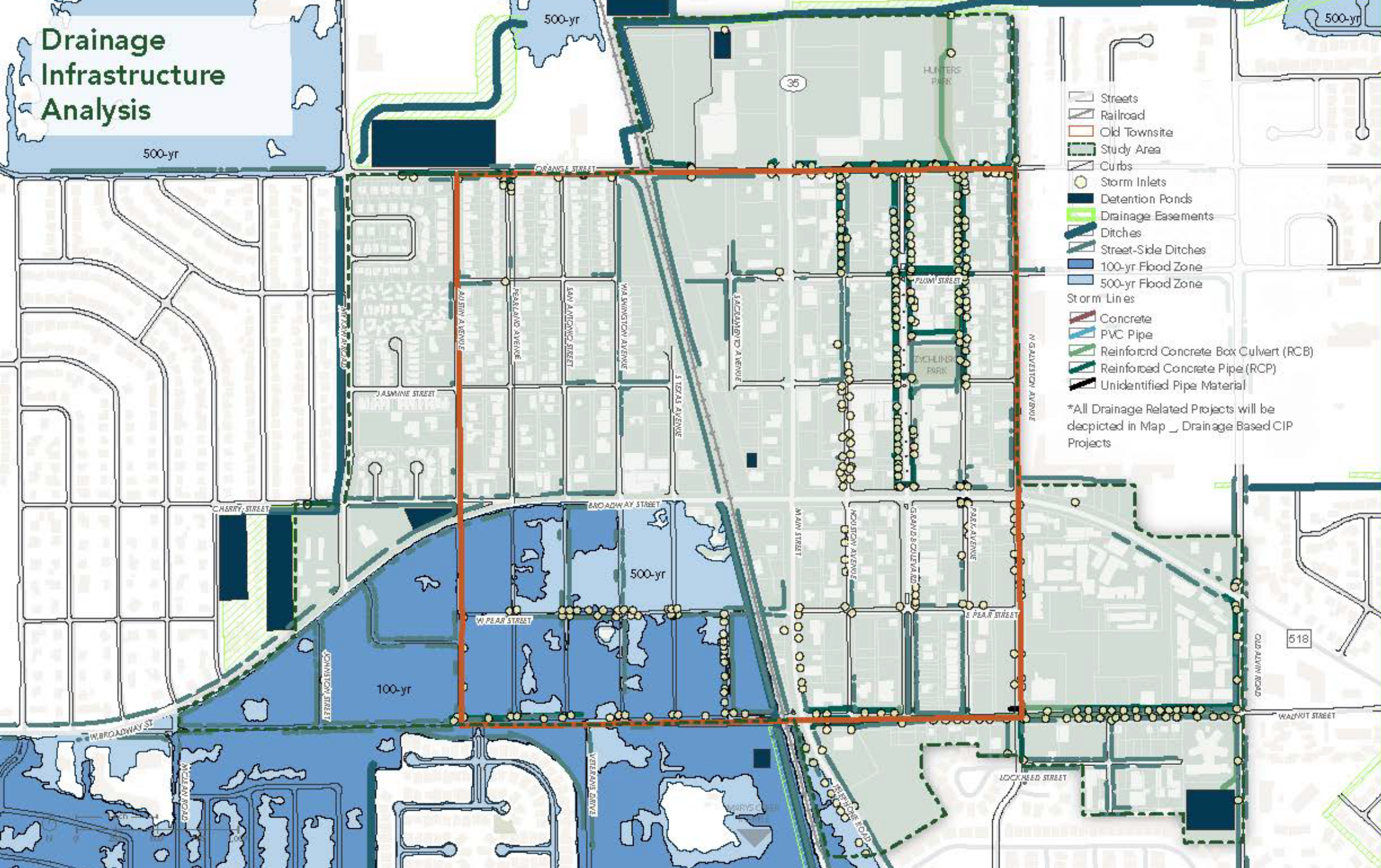


- Streets
- Railroad
- Old Townsite
- Study Area
- Arterial and Collector Thoroughfares
- Thoroughfares with an AADT 1,000+
- TxDOT TxDOT Authority
- Sidewalks (Existing)
- Trails (Existing)
- Trails (Proposed)
- Open Ditch Drainage / Drainage Channels
- Curb and Gutter
- Thoroughfare Reconstruction (Proposed)
- Railroad Crossings
- Traffic Signal (Without Pedestrian Signals)
- Traffic Signal (With Pedestrian Signals)
- Pedestrian Crossing Ramp or Rumble Strip
- Bicycle Lane (Existing, On-Street)
- Crash Hot-Spots
- Suspected Serious Vehicular Injury
- Suspected Serious or Minor Pedestrian Injury
- Suspected Serious or Minor Cyclist Injury

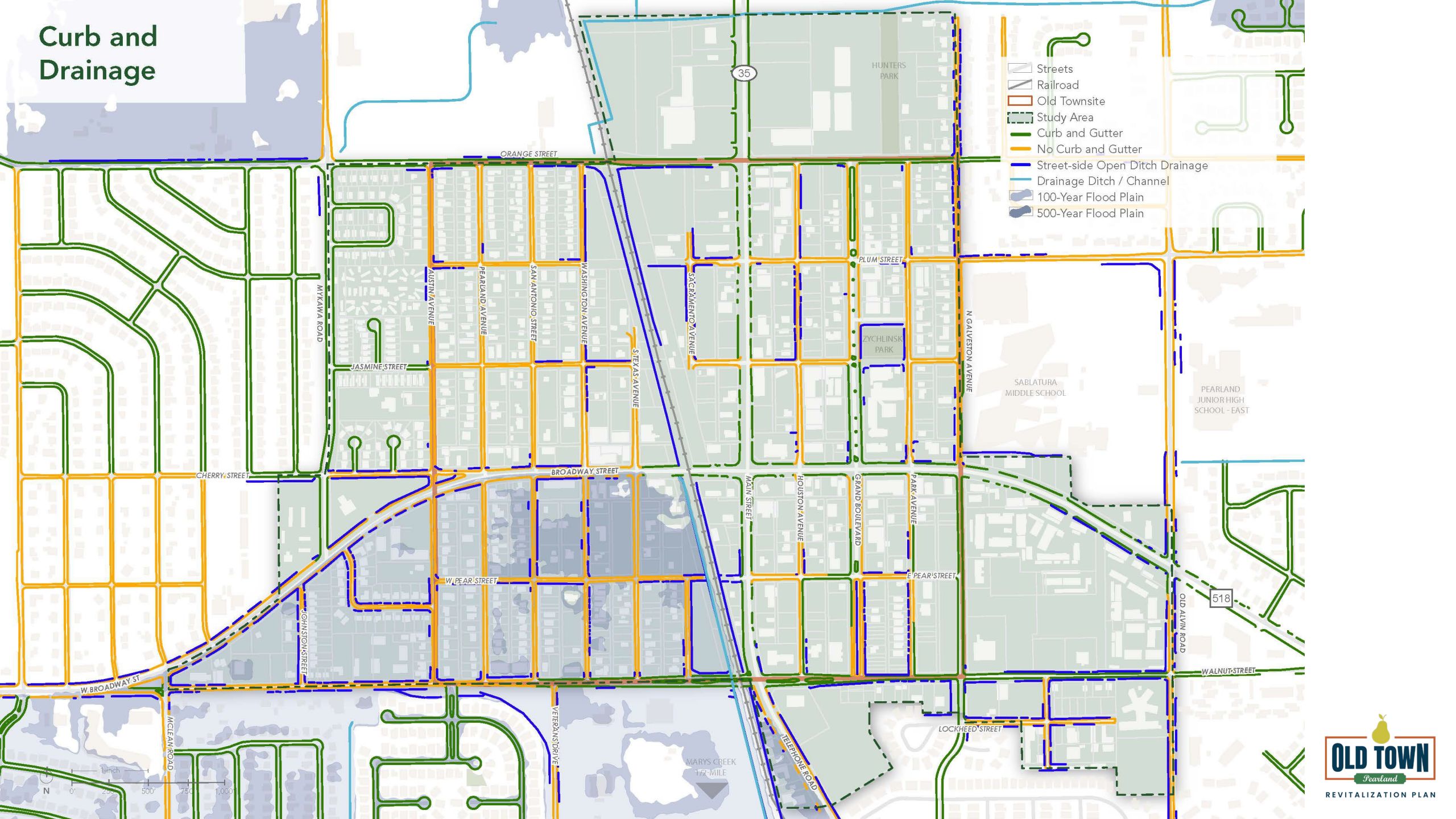


MARYS CREEK
1/2-MILE

Drainage Infrastructure Analysis



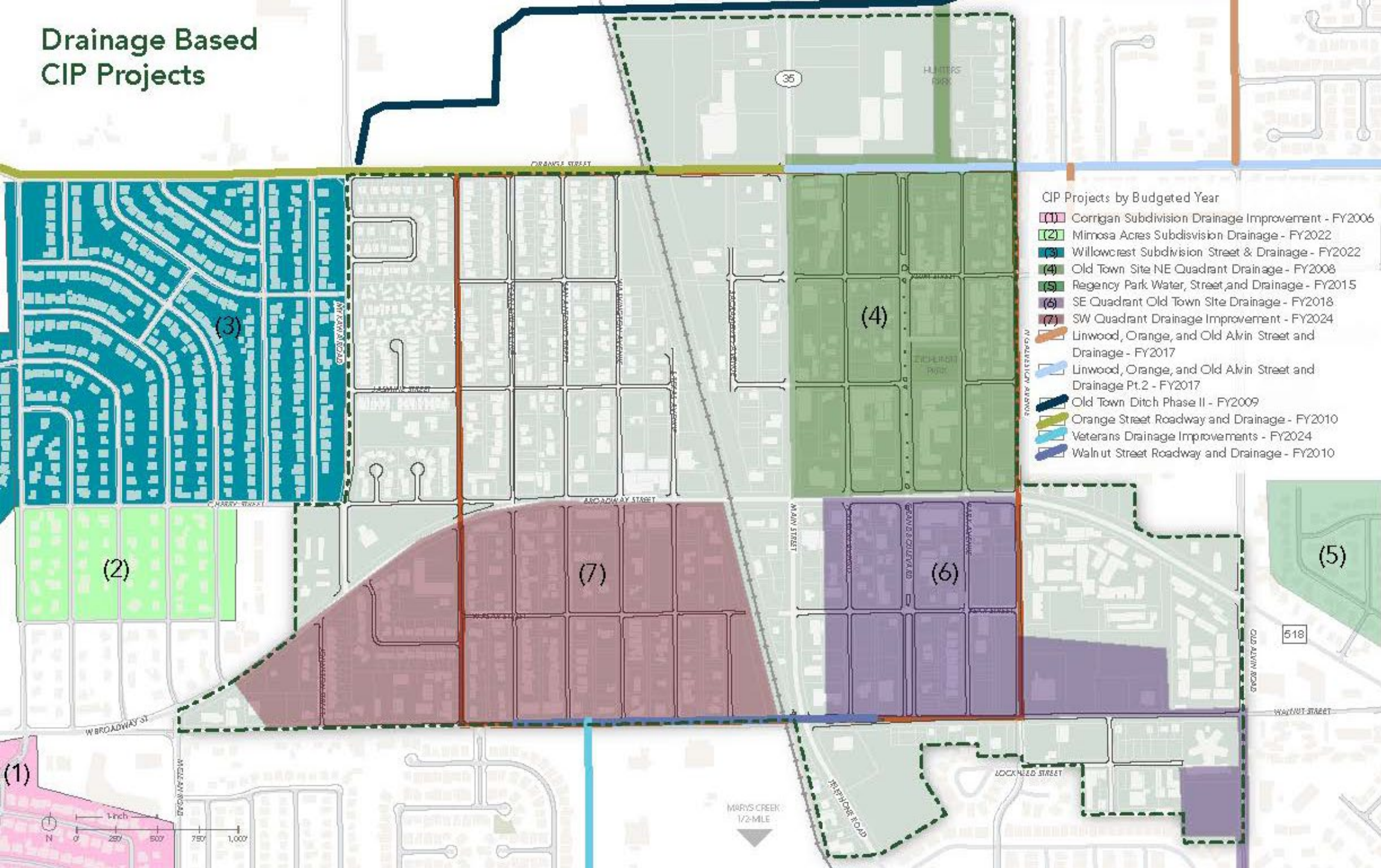
Curb and Drainage



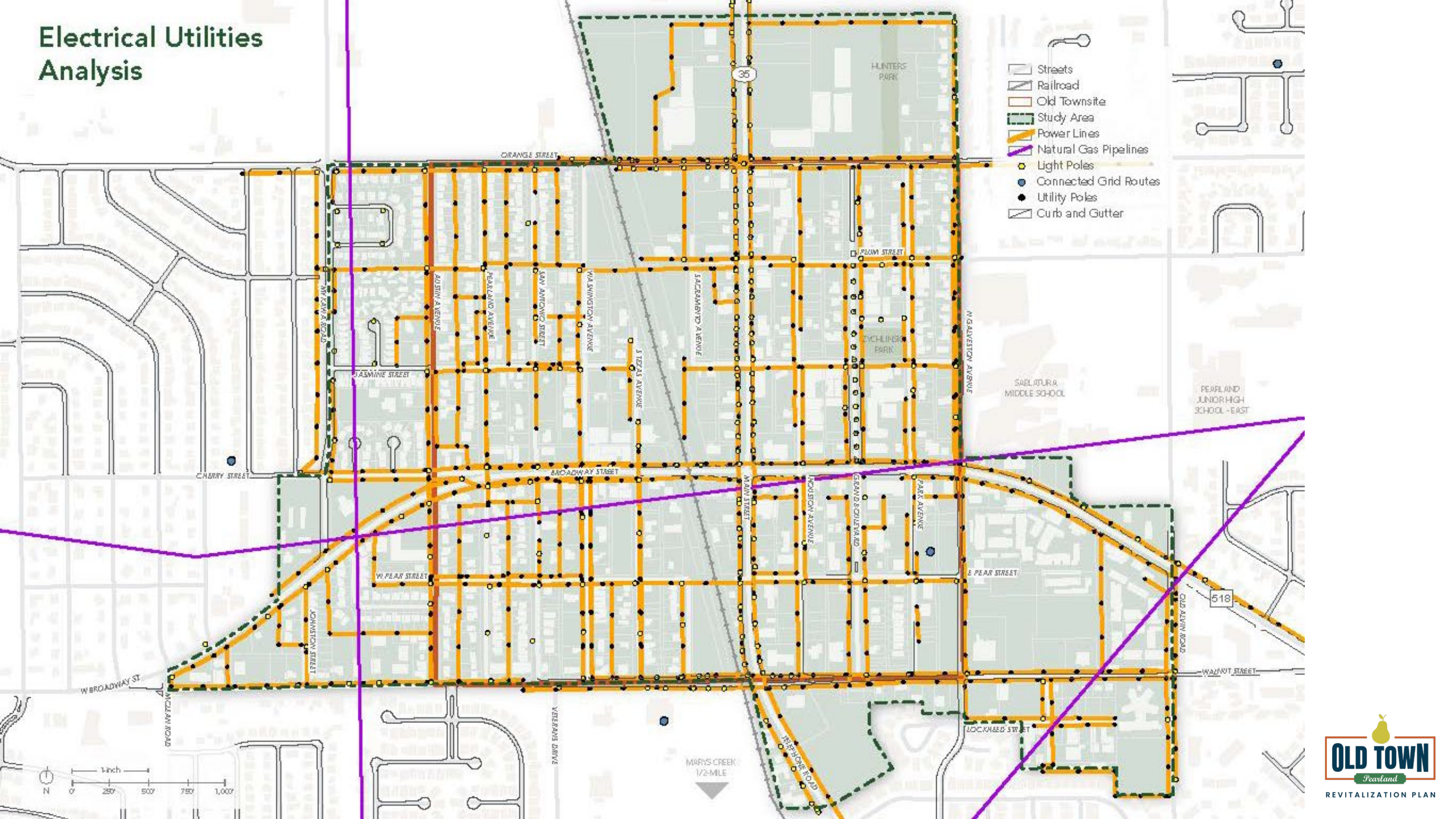
- Streets
- Railroad
- Old Townsite
- Study Area
- Curb and Gutter
- No Curb and Gutter
- Street-side Open Ditch Drainage
- Drainage Ditch / Channel
- 100-Year Flood Plain
- 500-Year Flood Plain



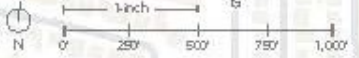
Drainage Based CIP Projects



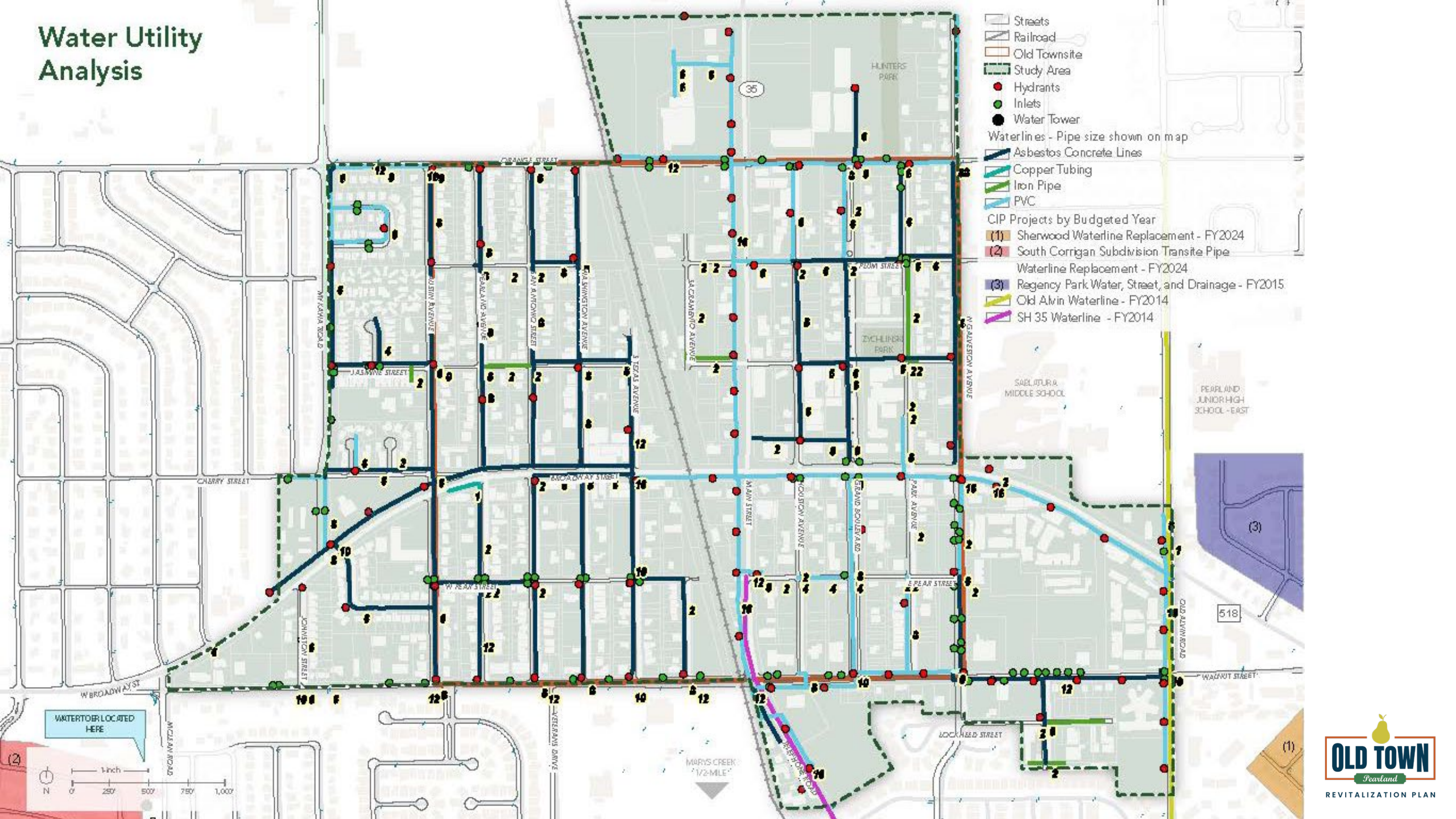
Electrical Utilities Analysis



Sanitary Sewer Utility Analysis



Water Utility Analysis



ECONOMIC & MARKET CONDITIONS

Analysis & Findings

REAL ESTATE MARKET CONDITIONS

- Old Town contains a total of **579,000 square feet of retail space** with FM 518/Broadway and SH 35/Main serving as the principal retail corridor.
- Since 2000, **11,500 square feet of retail space has been built** in Old Town
- Annual **net absorption of retail in Old Town has averaged 621 SF** over the last 10 years.
- The overall **vacancy rate has been below 5%** since 2015.

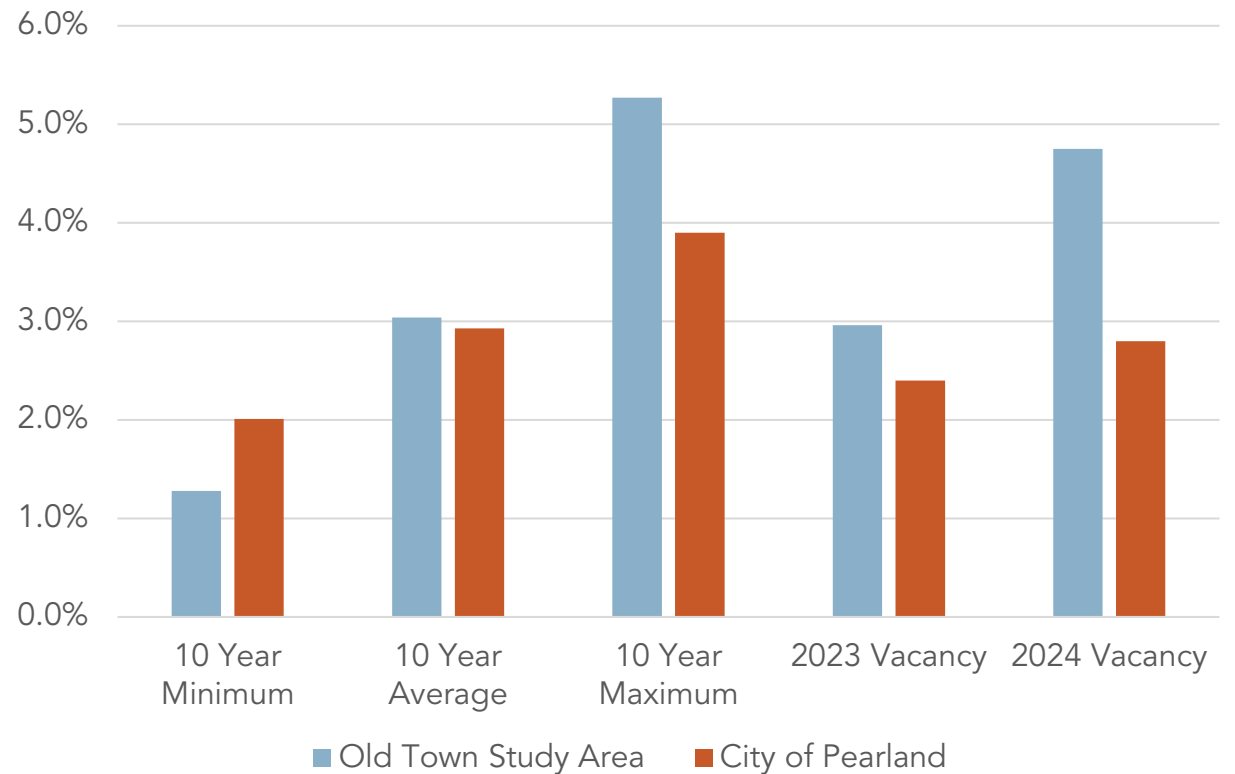
<i>Retail</i>	<i>Inventory (Sq Ft)</i>	<i>Occupancy Rate</i>	<i>Market Rent/Sq Ft</i>
<i>Old Town Pearland</i>	579K	95.2%	\$21.13
<i>City of Pearland</i>	10M	97.2%	\$26.82
<i>Downtown Friendswood</i>	377K	97.3%	\$23.16

Source: CoStar



- Retail in the Study Area presently has a healthy vacancy rate and has generally seen healthy absorption over the past decade.
- There is presently **10,400 SF of retail under construction** in the Study Area and nearly **40,000 SF of space available to lease**.
- Future retail construction and absorption will be **incremental**, adding 5,000-15,000 SF at a time.
- **Retail is the strongest commercial land use** and will account for the bulk of future commercial absorption, especially in the near term.

Retail Vacancy Rate Trends



Source: CoStar

OFFICE MARKET CONDITIONS

- The Study Area supports just **129,000 square feet of office space**, or 4.8% of the citywide inventory.
- Since 2010, **12,600 SF of new office space** has been constructed in the Old Town Study Area, with a net absorption of 262 SF per year over the last 10 years.
- The **vacancy rate** for office space in the Old Town Study Area is **9.4%**, which is close to the 10.8% seen in the City of Pearland as a whole.

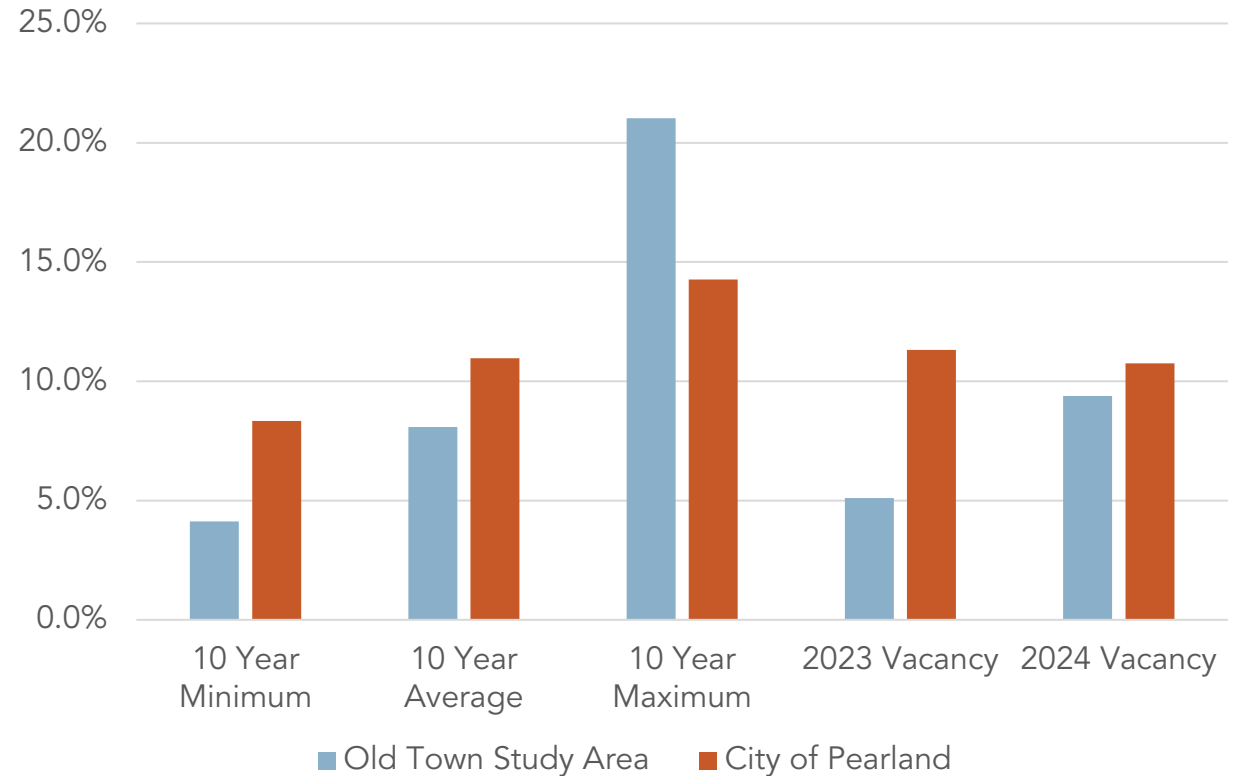
<i>Office</i>	<i>Inventory (Sq Ft)</i>	<i>Occupancy Rate</i>	<i>Market Rent/Sq Ft</i>
<i>Old Town Pearland</i>	129K	90.6%	\$24.63
<i>City of Pearland</i>	2.7M	89.2%	\$30.08
<i>Downtown Friendswood</i>	375K	97.6%	\$27.63

Source: CoStar



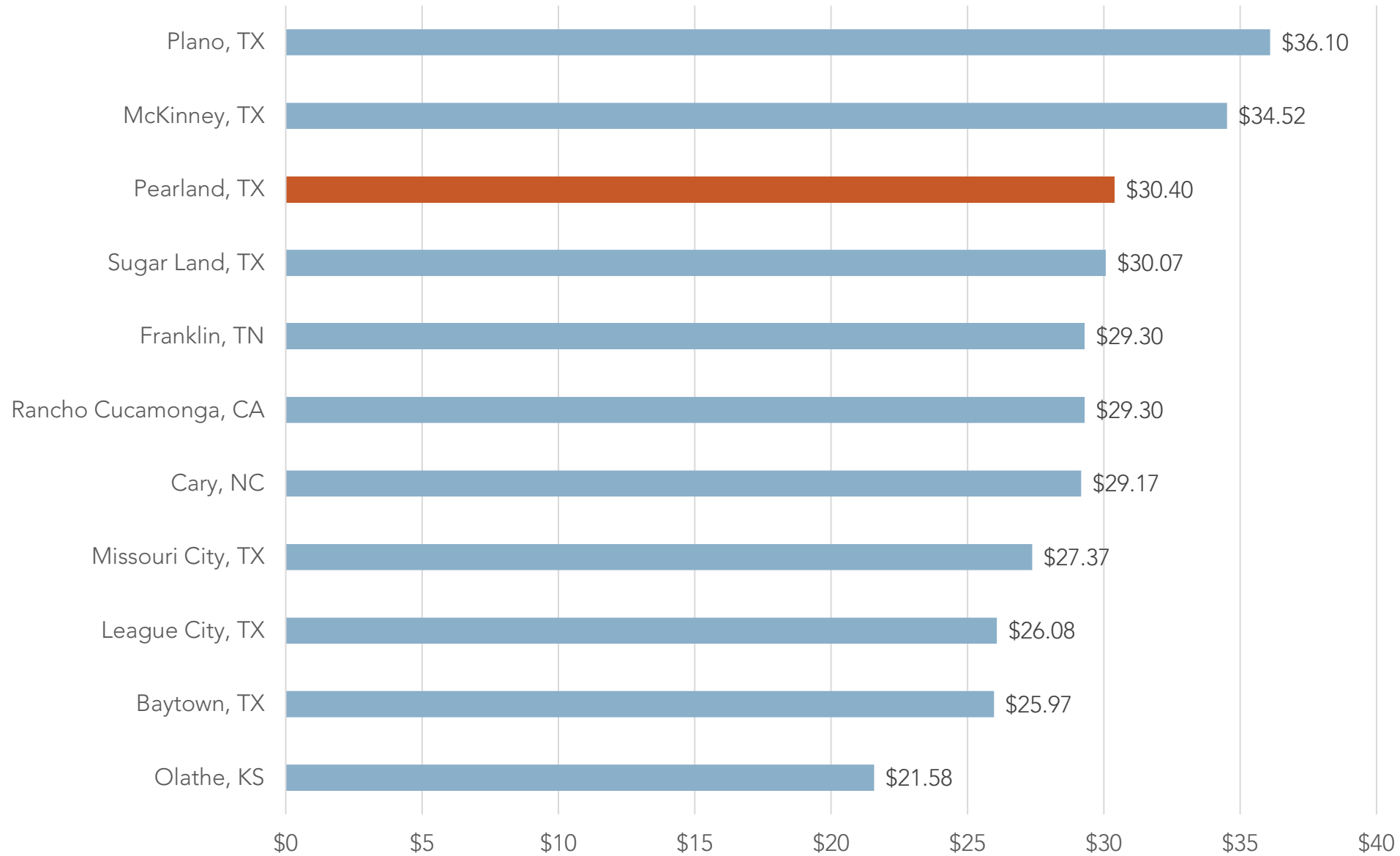
- Over **12,000 SF** of office space is available in the Study Area.
- Future office absorption will likely be an **infill** of available space before new construction is viable.
- New office construction will likely need to be incremental via **small buildings, 5,000-10,000 SF.**

Office Vacancy Rate Trends



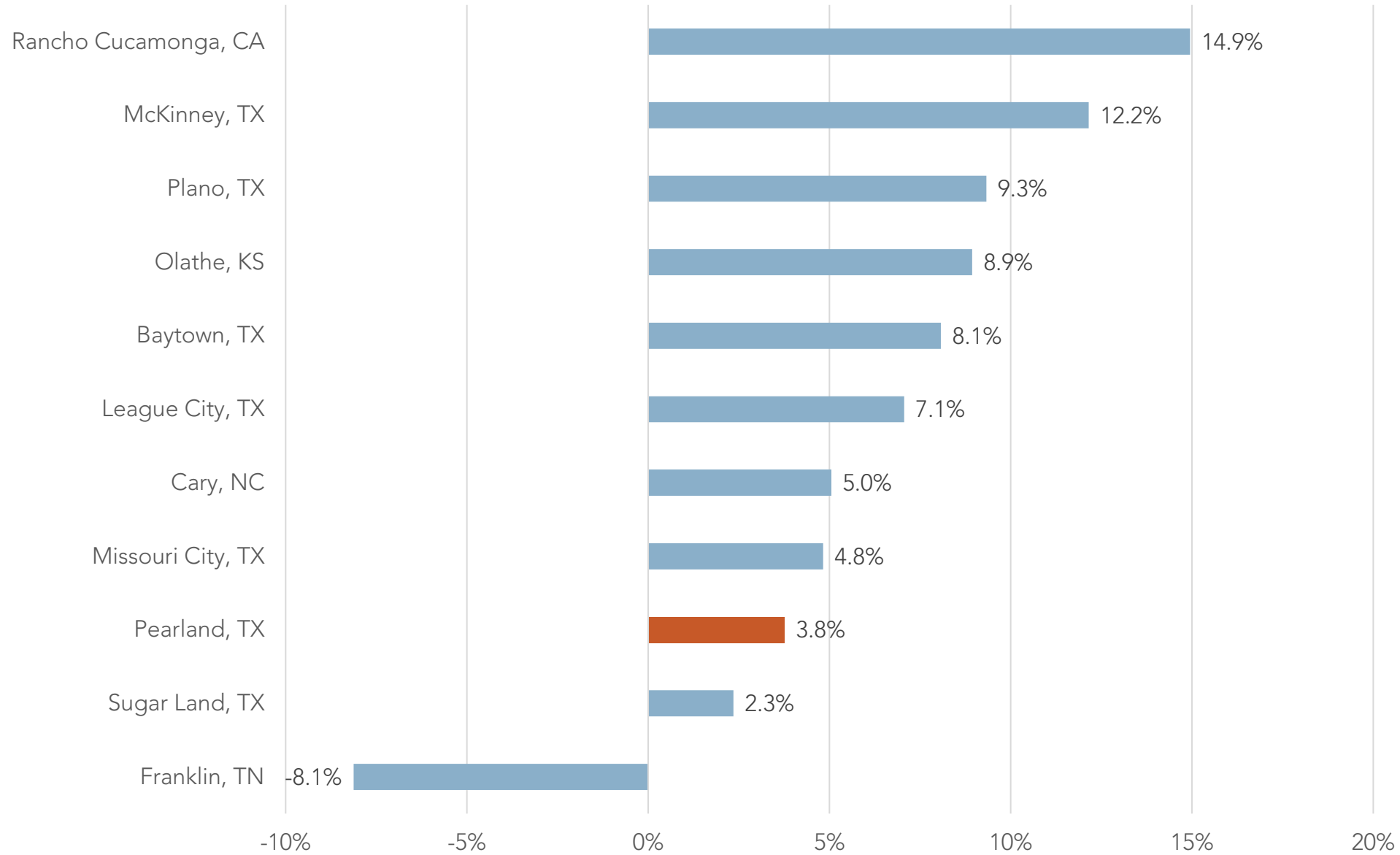
Source: CoStar

June 2024 Average Rent per SF – Office

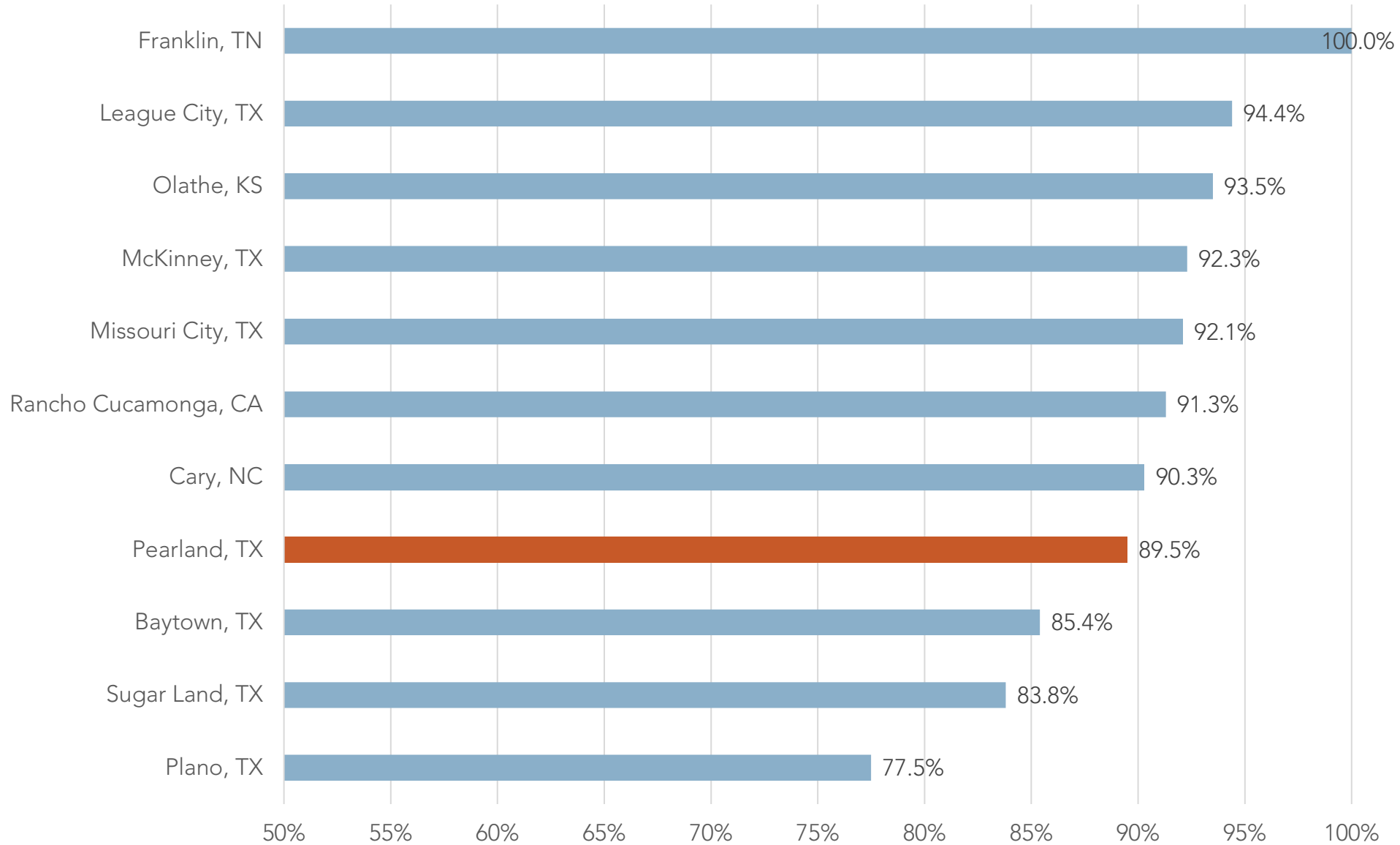


REVITALIZATION PLAN

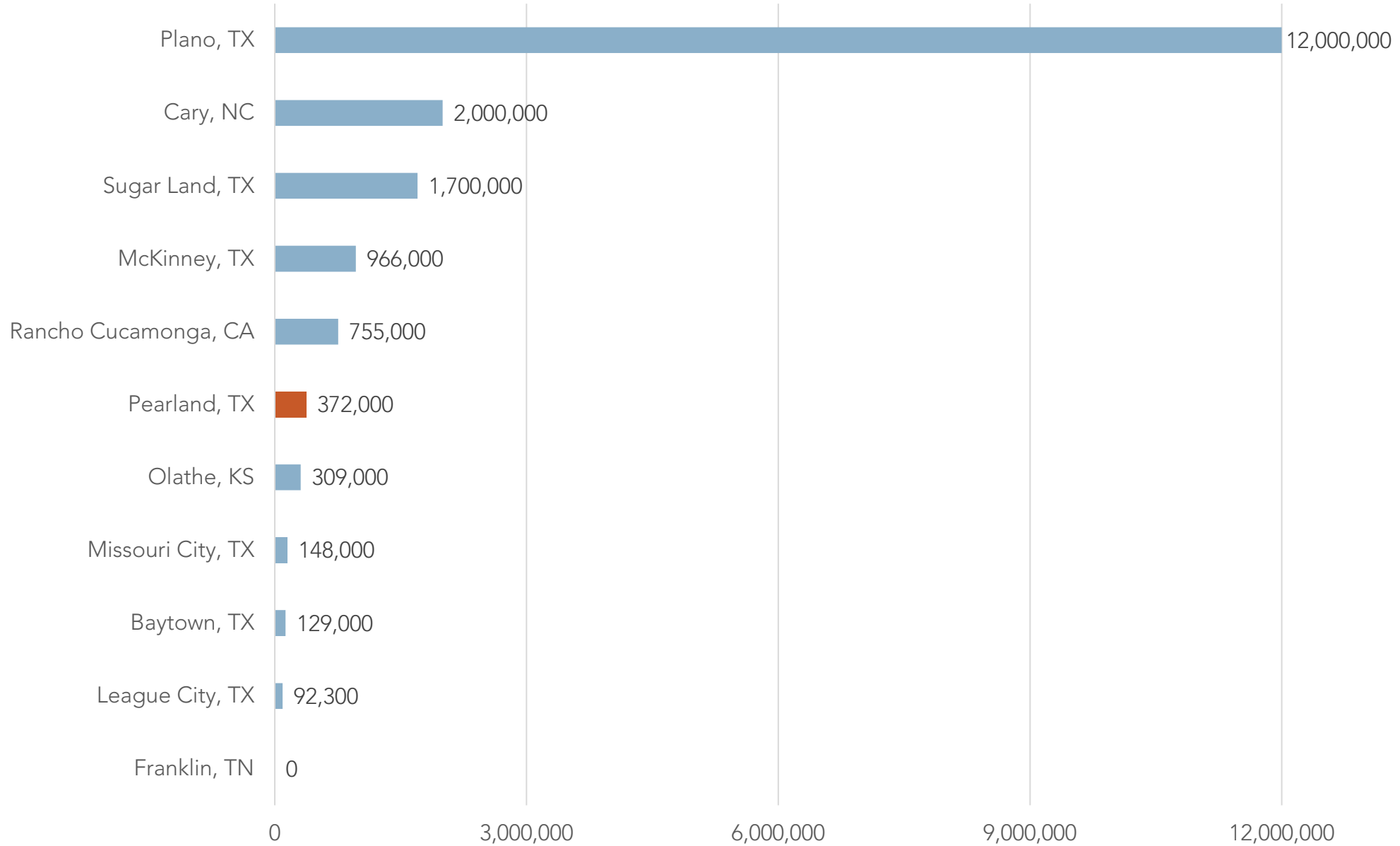
Average Rent per SF % Change 2022 to 2024 - Office



June 2024 Occupancy – Office



June 2024 Available Inventory (in SF) – Office

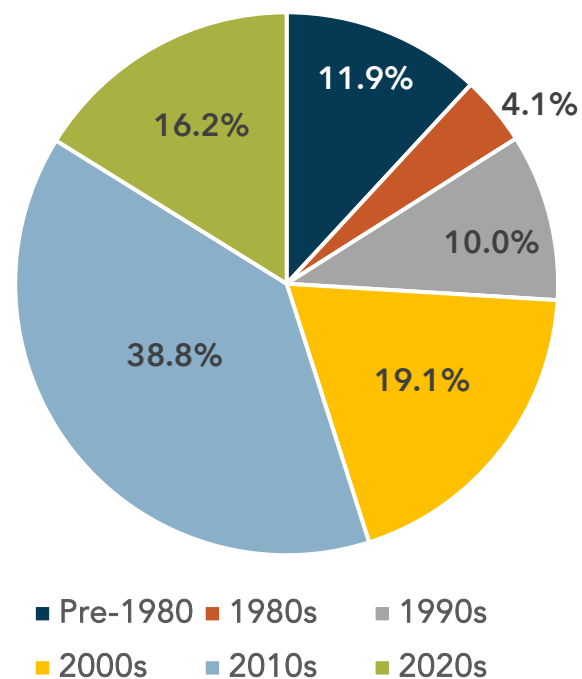


Source: CoStar, CDS Pearland Benchmarking Report 2024 Update

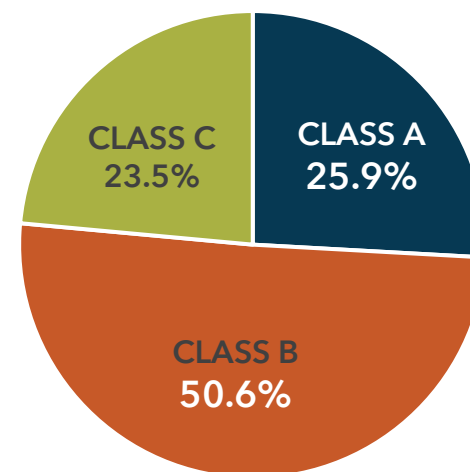
APARTMENT MARKET CONDITIONS

- Multi-family housing accounts for 17.3% of Pearland's housing stock. Properties with **50 or more units** account for **3.3% of the city's housing stock**.
- There are a total 10,672 units in multifamily properties in the City of Pearland, nearly 60% of which have been built since 2010.
- **Six multifamily properties totaling 350 units are in the Study Area. No new properties have been built since 1999.**

Pearland Apartment Units by Decade Built



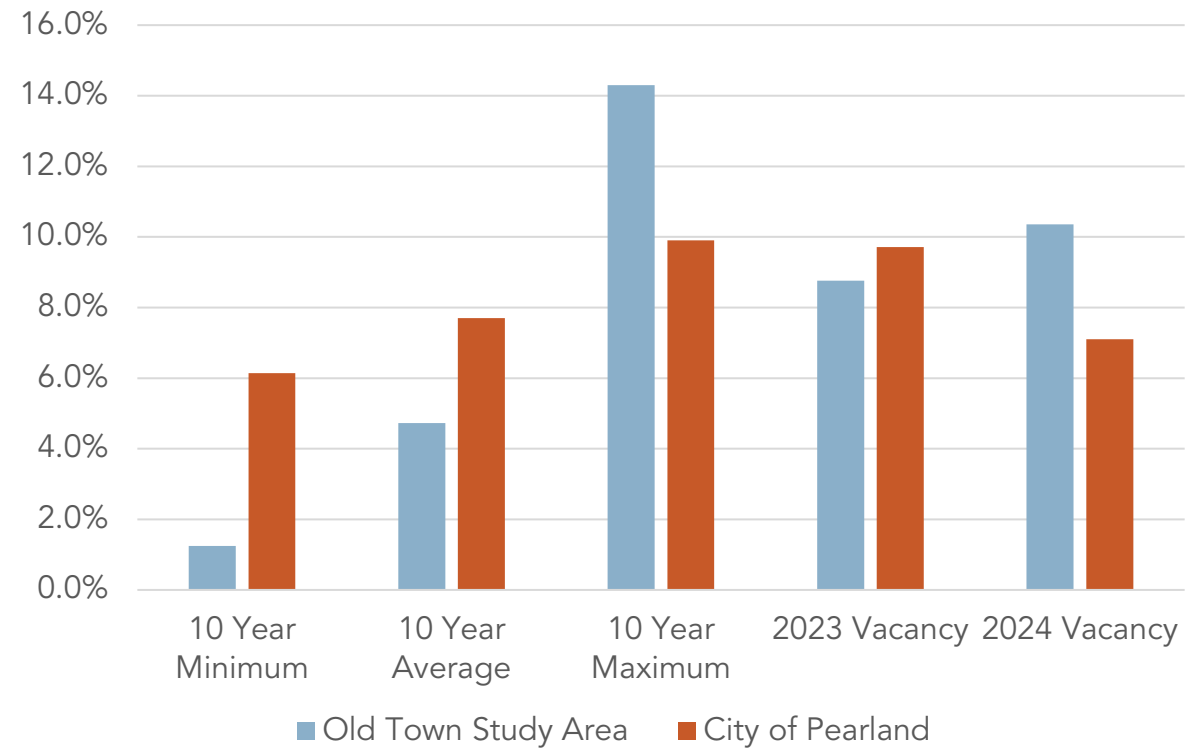
Pearland Apartment Units by Class



Source: CoStar, PCensus for ArcView 2023 Estimates

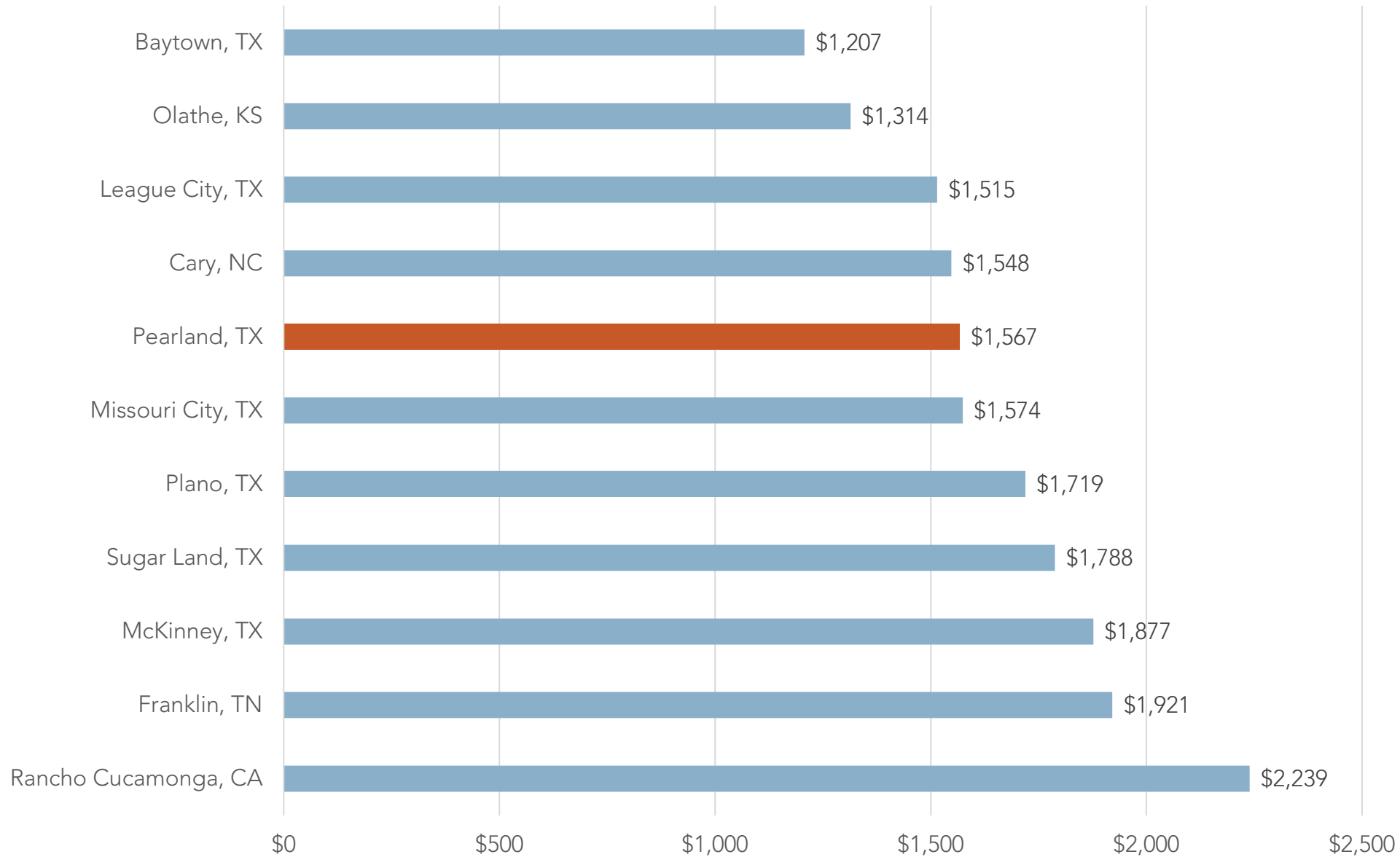
- Average absorption over the past 10 years has been a **loss of 2 units per year**.
- The **overall vacancy rate is 10.4%**, slightly higher than the 7.1% seen citywide.
- Near-term future absorption must come from incremental multifamily development, no more than **one project at a time**.
- The age and condition of the present set of multifamily properties in the Study Area should provide an **opportunity for some new construction** despite absorption's challenges in recent years.

Multifamily Vacancy Rate Trends



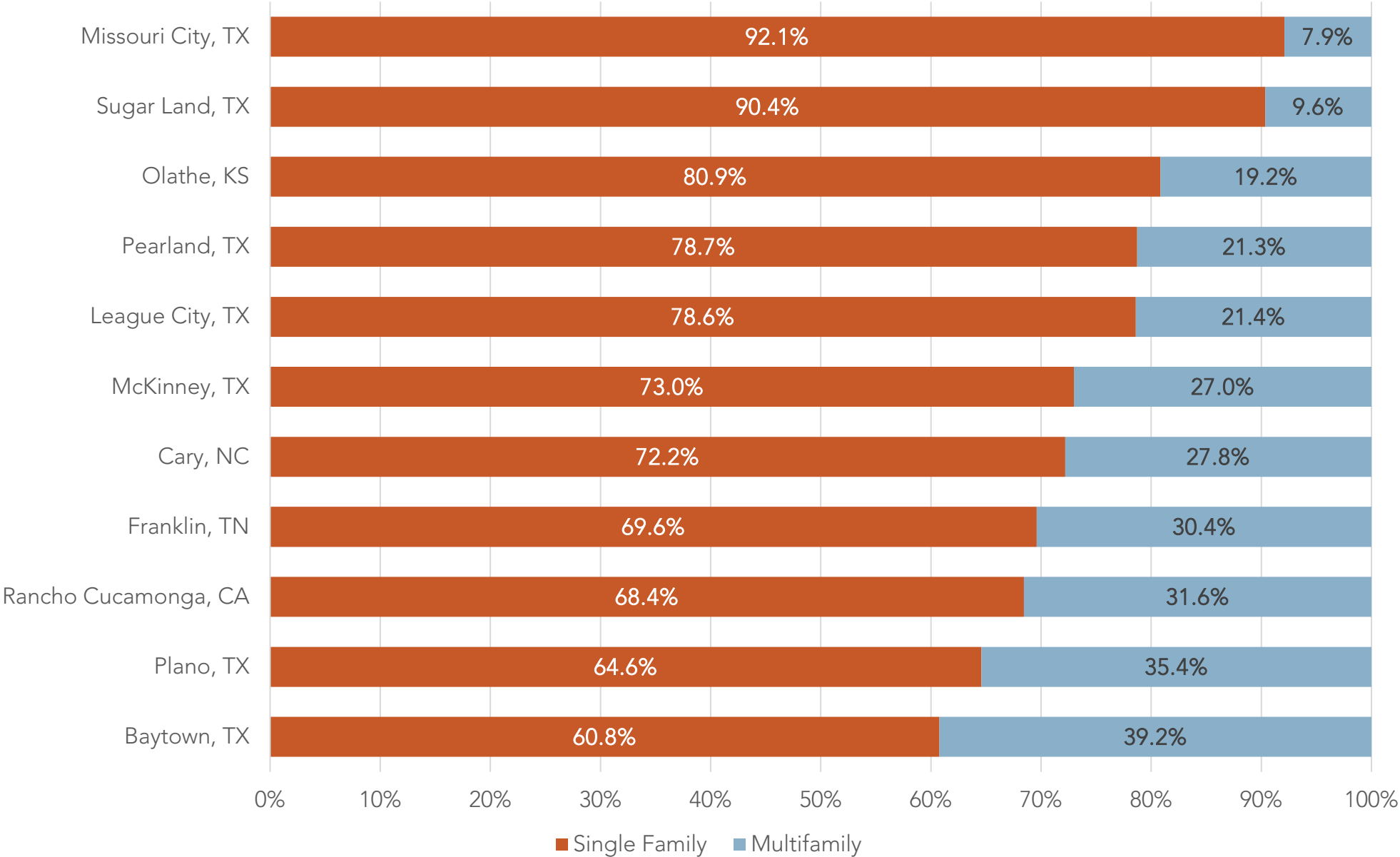
Source: CoStar

Renter-Occupied Housing Unit Median Monthly Rent – 2022 ACS



Source: U.S. Bureau of the Census, 2022 American Community Survey Estimate, CDS Pearland Benchmarking Report 2024 Update

Housing Types – 2023 Claritas



Source: PCensus for ArcView 2023 Estimates, CDS Pearland Benchmarking Report 2024 Update

REAL ESTATE DEMAND PROJECTIONS

<i>Land Use</i>	<i>Total</i>	<i>Vacant</i>	<i>Last 12 Months</i>	<i>10 Year Average</i>	<i>Potential Net Absorption</i>			<i>Potential New Construction Demand</i>		
	<i>SF/Units</i>	<i>SF/Units</i>	<i>Absorption</i>	<i>Absorption</i>	<i>2024</i>	<i>2025</i>	<i>2026</i>	<i>2025</i>	<i>2026</i>	<i>2027</i>
<i>Retail</i>	579,090	37,900	-11,961	621	2,500	3,500	5,000	10,400	0	5,000
<i>Office</i>	129,116	12,100	-6,183	262	1,000	2,500	5,000	0	5,000	0
<i>Industrial</i>	79,410	0	0	1,370	0	0	0	0	0	0
<i>Multifamily</i>	350	36	-8	-2	4	5	6	0	0	25

FINDINGS

Food for Thought.



ASSETS & OPPORTUNITIES

- Streetscape and infrastructure improvements have been made to the study area
- Parking availability and proximity to uses
- Old Townsite historical significance and grid network
- Old Town greenspaces: Zychlinski Park & Hunter Park
- Major corridor access via SH 35/Main and FM 518/Broadway
- Neighborhoods and incoming development provide potential customers for businesses
- Nearby recreational/tourism amenities – Mary’s Creek and Clear Creek trails

Assets & Opportunities (Continued)

- Special events and programming are happening at Independence Park, potential shared programming with Old Town spaces and events
- Central BBQ, Pearland Coffee Roasters, Killen's, etc.+ are Old Town anchors
- Infill opportunities exist for redevelopment and [incremental] new construction
- Former 7 Hues Restaurant property is suitable for redevelopment
- Public desire and planning documents support Old Town revitalization efforts

CONSTRAINTS & LIMITATIONS

- Railroad dissects study area
- Railroad Authority can yield development limitations on land adjacent to tracks
- FM 518/Broadway – one-way pair study impacts are unknown currently
- Walkability and safe connectivity throughout the study area
- Existing open ditch drainage with no curb and gutter in some areas
- Lack of East and West pedestrian connections at Plum and Jasmine
- Inconsistent zoning

Constraints & Limitations (Continued)

- Existing tree canopy (opportunity/constraint)
- Need for more destination attractions to generate foot traffic and support businesses
- Parking and tree preservation requirements
- Lack of vibrant pedestrian activity, given the number of existing businesses (operational)
- Old Town does not draw customers from outside Pearland or residents
- No special events in Old Town (Old Pearland Farmer's Market moved)

MARKET POSITIONING & NICHE

Significant efforts are needed to overcome market inertia

- Despite regional growth, Old Town is not missing out on significant untapped demand (particularly for non-residential uses) that should generate a lot of net absorption.
- Commercial growth can be expected to be very **minimal and incremental** in Old Town
- Basic infrastructure, streetscape, and public space improvements
- Public space activation and cultural programming
- Various forms of assistance to property owners and businesses (which could include publicly-funded vertical development)

Market Positioning & Niche (Continued)

- TxDOT's plans for FM 518 roadway realignment (and potential SH 35 freeway, if still applicable) will factor in
- Making Old Town destinations more **pedestrian-friendly**
- Encouraging **unique businesses and startups** to serve unique market niches.
- Creating a special **identity** and **sense of place**
- Making Old Town a destination to **work, dine, shop, play, live, and have fun**
- Inviting **destination attractions** to generate increased economic activity.

TOPIC STATIONS

Understanding Issues & Opportunities

THANK YOU!

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REVITALIZATION PLAN