



OVERVIEW: Draft Comprehensive Plan 2015



Lata Krishnarao, AICP
Director of
Community Development



Gary Mitchell, AICP
Vice President
Project Manager

Open House OBJECTIVES

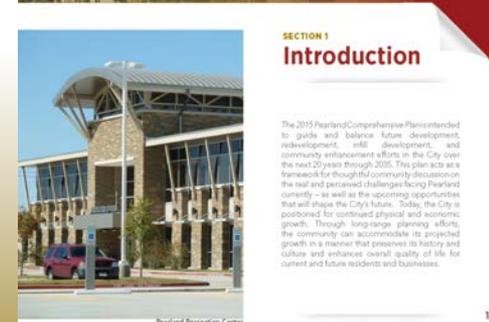


- Raise community awareness of the draft Comprehensive Plan before public hearings
- Enable discussion and questions about draft plan in an informal setting
- Obtain feedback on the potential near-term action priorities highlighted in the draft plan

Comprehensive Plan Purpose and Use



- Guidance and reference document for decision-makers, City staff, others
- Helps to guide decisions on:
 - Annual and multi-year budgeting
 - Department and program priorities
 - Development review / approval
 - Grant pursuits
 - Intergovernmental and other agreements



Comprehensive Plan Background



- History and Updates
 - 1968:** First Comprehensive Plan adopted
 - 1978, 1988, 1993, 1999:** Complete plan updates
 - 2004, 2010, 2013:** Limited amendments by staff
- Purpose and Statutory Authority
 - Texas Local Government Code §211.004 – requires municipalities that adopt zoning regulations to do so "in accordance with a comprehensive plan"

Planning Process



- Community Input

July 2013	City Council and P & Z Workshop
Sept 2013	Listening Sessions
Oct 2013	Big Picture Open House 1
Ongoing	MindMixer online forum (1,700+ residents participated)
6 Meetings	18-member Comprehensive Plan Advisory Committee (CPAC)
July 6, 2015	City Council and P & Z Workshop
July 16, 2015	Big Picture Open House 2

Next Steps After Open House



- Prepare Revised Draft
- Joint Public Hearing (City Council, P&Z)
- P & Z Consideration and Recommendation
- City Council Consideration and Action
- Evaluation of Current Development Regulations

Find More Details Online ...



Agendas | E-Alerts | Financial Transparency | Parks & Recreation | Preparedness | Police | News

Select Language | Most Popular Pages | Search...

HOME GOVERNMENT DEPARTMENTS RESIDENTS BUSINESS I WANT TO...

Departments > Community Development

2015 COMPREHENSIVE PLAN UPDATE

Like Feedback Show & Bookmark Print Size

Be Involved, Stay Involved - Your City, Your Plan

2015 Comprehensive Plan Draft

To be discussed at Workshop on July 6, 2015

What is a Comprehensive Plan?

The Comprehensive Plan is a document that guides public policy in terms of transportation, utilities, land use, recreation, housing, economic development and others. Having a plan provides the City with the opportunity to address issues related to growth and service provision in a proactive, coordinated manner that promotes the health, safety, and general welfare of residents. The topics in the Comprehensive Plan include Growth and Infrastructure, Mobility, Housing and Neighborhoods, Economic Development, Parks and Amenities, Land Use and Character Plan, and an Implementation Plan.

Overview

Pearland's first Comprehensive Plan was adopted in 1968, and has been updated in 1978, 1988, 1993, and 1999. In 2004, limited additions were made to the Comprehensive Plan to include topics that had not been addressed before. These topics included housing, community character, mixed uses, and others. In 2010, only the Future Land Use Map was reviewed in-house with respect to vacant land and some changes were made. [Click here](#) view the current Comprehensive Plan. The unprecedented growth and demographic and economic changes in the last 10 years have reinforced the need to undertake this project.

Get Involved

The city is currently engaging the community to assess the community's needs and desires for future growth. Opportunities to participate include:

- City Web site - View the current plan draft and information on upcoming community engagement options.
- Open House
 - View the [City's calendar](#) for information on our upcoming Open House and Public Hearings.
- Email comments on the 2015 Comprehensive Plan Draft to likrishnagar@pearlandtx.gov.

Helpful Links

- [Summary of Themes](#)
- [Community Engagement Process and Timeline](#)

Join us for the Big Picture Outreach Open House on the 2015 Comprehensive Plan Update.

WHEN:
Thursday, July 16
Open House - 6:30 to 8:30 p.m.

WHERE:
Public Safety Building
2555 Cullen Pkwy., Pearland, Texas 77584

City of Pearland 2015 Comprehensive Plan Update

Fall 2013 **Part I**
Community Engagement & System Overview

Spring 2014 **Part II**
Needs Assessment & Analysis

Spring 2015 **Part III**
Visioning and Plan Development

Fall 2015 **Part IV**
Action & Implementation Plan

pearlandtx.gov/compplan

Salient Features



- **Reinvestment, Preservation, Quality of Life**
 - Regulatory Relief for Redevelopment and Infill Development
 - Expanded Focus on Neighborhoods
 - Tourism and Updated Parkland Dedication and Fee-in-Lieu Structure
 - Neighborhood-Level and Special Area Planning
- **Long Term Fiscal Impacts**
 - Economic Development - 20/20 Plan
 - Annexation Planning
- **Highest Return of Investment for Vacant Land**
 - Cost of Growth / Land Use Study
- **Priority Action Tasks**

Leads to ACTION in 5 Key Areas



Plan implementation generally occurs in five ways:

-  Capital Projects
-  Policies and Programs
-  Regulation and Standards
-  Partnerships and Coordination
-  More Targeted Planning

- Capital Projects:
 - » Streets
 - » Water
 - » Wastewater
 - » Drainage
 - » Sidewalks
 - » Parks
 - » Facilities



Leads to ACTION in 5 Key Areas



Plan implementation generally occurs in five ways:

-  Capital Projects
-  Policies and Programs
-  Regulation and Standards
-  Partnerships and Coordination
-  More Targeted Planning

- Policies and Programs:
 - » Tax and utility rates
 - » PEDC incentive policies
 - » Neighborhood-Oriented Policing
 - » Railroad “Quiet Zones”
 - » Sidewalk Installation Initiative



Leads to ACTION in 5 Key Areas



Plan implementation generally occurs in five ways:

-  Capital Projects
-  Policies and Programs
-  Regulation and Standards
-  Partnerships and Coordination
-  More Targeted Planning

- Regulations and Standards:
 - » UDC
 - » Engineering Design Criteria
 - » Corridor Overlay District
 - » Parkland dedication or fee in lieu



Leads to ACTION in 5 Key Areas



Plan implementation generally occurs in five ways:

-  Capital Projects
-  Policies and Programs
-  Regulation and Standards
-  Partnerships and Coordination
-  More Targeted Planning

- Partnerships and Coordination:
 - » Greater 288 Partnership
 - » Keep Pearland Beautiful
 - » Pearland Alliance for Arts & Culture
 - » ISDs
 - » H-GAC
 - » TxDOT



Leads to ACTION in 5 Key Areas



Plan implementation generally occurs in five ways:

-  Capital Projects
-  Policies and Programs
-  Regulation and Standards
-  Partnerships and Coordination
-  More Targeted Planning

- More Targeted Planning:
 - » SH 35 Corridor Master Plan
 - » Parks & Recreation Master Plan
 - » Utility Master Plans
 - » Management District Plans
 - » Neighborhood Planning



Comprehensive Plan Organization



- Major Sections:
 - Introduction
 - Growth Capacity and Infrastructure
 - Mobility
 - Housing and Neighborhoods
 - Economic Development
 - Parks and Tourism
 - Land Use and Character
 - Implementation



Table of Contents

<i>Acknowledgments (to be added later)</i>	
SECTION 1 INTRODUCTION	SECTION 2 GROWTH CAPACITY & INFRASTRUCTURE
Page No. _____	Page No. _____
Guiding Growth _____ 1.2	Growth Context _____ 2.2
Use of this Plan _____ 1.3	Population Outlook _____ 2.5
Planning Authority _____ 1.4	Bottom Line _____ 2.6
Why Plan? _____ 1.5	Legacy of Past Long Range Planning _____ 2.7
Historical Context _____ 1.6	Status and Outlook for Utility Infrastructure _____ 2.8
Plan Outline _____ 1.7	Water _____ 2.9
Regional Context _____ 1.8	Wastewater _____ 2.10
Community Profile _____ 1.9	Storm Drainage _____ 2.11
Community Context _____ 1.10	Status and Outlook for Public Safety Services _____ 2.18
Vision and Guiding Principles _____ 1.12	Police _____ 2.19
Your City, Your Plan _____ 1.13	Fire/Emergency Medical Services _____ 2.20
	Key Planning Considerations _____ 2.22
	Goals and Action Strategies _____ 2.23

Comprehensive Plan Organization

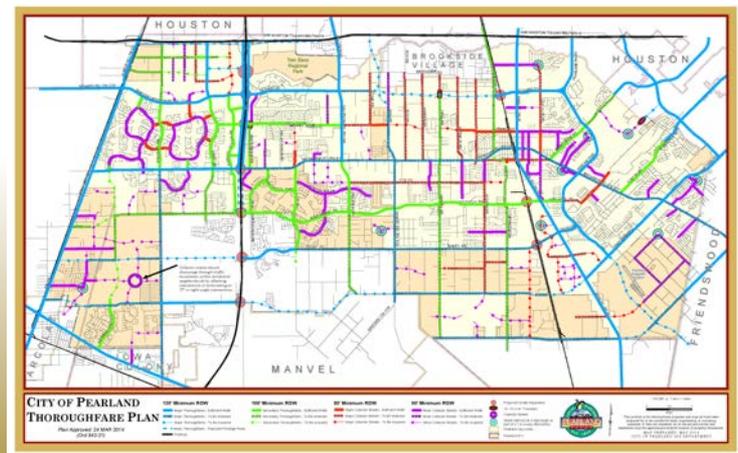
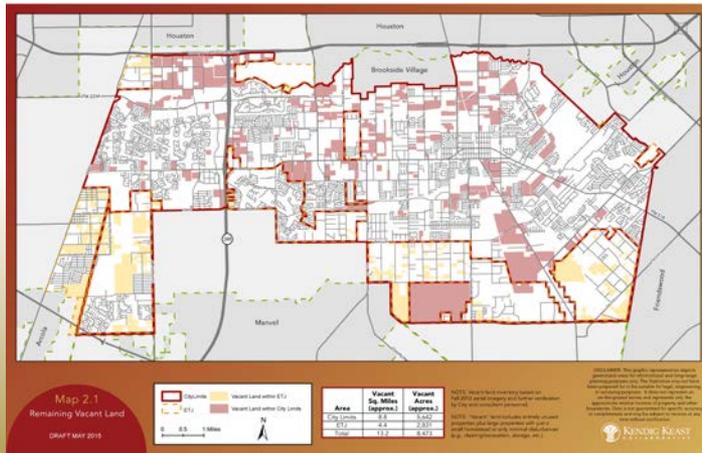


- Common Elements in Core Sections:
 - Context
 - Legacy of Past Long-Range Planning
 - Status and Outlook
 - Key Planning Considerations
 - Goals
 - Strategic Priorities
 - Other Action Items
 - Tools

Comprehensive Plan Organization



- Important Maps in Plan:
 - Remaining Vacant Land *[Growth Capacity]*
 - Potential Annexation Phasing *[Growth Capacity]*
 - Thoroughfare Plan *[Mobility]*
 - Land Use Plan *[Land Use and Character]*



Key Numbers



100,000

Population threshold passed soon after Census 2010

49.9%

Total housing units in 2012 built since 2000

Key Numbers



225,000

Projected build-out population of City limits + ETJ in 2042

90%

*Working age residents commuting to jobs elsewhere
(2010)*

Key Numbers



69.8

Square miles of jurisdiction (46.3 in limits, 23.6 in ETJ)

13.2

Square miles of remaining developable land (4.4 in ETJ)

Vision and Guiding Principles



DRAFT MAY 2015

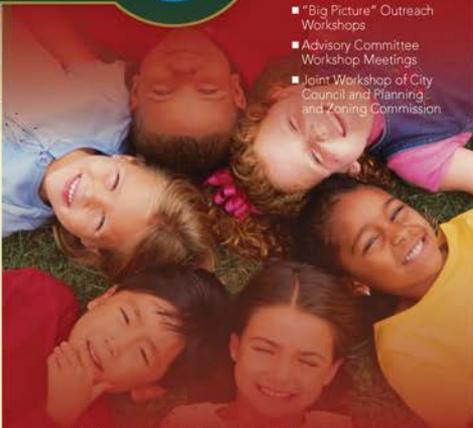
2015 Pearland Comprehensive Plan



Vision and Guiding Principles

In the Future, Pearland is...

- BALANCED**
 - Old and new
 - Housing for all ages
 - Culture and entertainment
- CONNECTED**
 - Sense of community
 - Streets, sidewalks, trails
 - Transit to/from Houston
- ATTRACTIVE**
 - Desirable place to live and work
 - Retail magnet
 - Special destinations
- SAFE**
 - Bike- and pedestrian-friendly
 - Low crime rate
 - Great place for kids
- INVESTED**
 - Homeownership emphasis
 - Public infrastructure/facilities
 - Great place to grow a business
- ACTIVE**
 - Healthy living emphasis
 - Community events
 - Volunteerism
- HIGH QUALITY**
 - Development
 - Infrastructure
 - Public services



INPUT METHODS

- "Issues and Needs" Workshop
- Informal "Listening Sessions"
- Virtual Town Hall (MindMixer Website)
- "Big Picture" Outreach Workshops
- Advisory Committee Workshop Meetings
- Joint Workshop of City Council and Planning and Zoning Commission

KEY PLANNING CONSIDERATIONS

This list is derived from public and leadership input. It is arranged in alphabetical order and does not reflect a specific ranking.

- Comprehensive community beautification
- Emphasis on key locations, corridors, and entries to City
- Expanded commercial tax base
- Growth management and annexation as build-out approaches
- Management of re-use, redevelopment and infill development
- Recapitalization of core infrastructure systems
- Recreation, entertainment, and event facilities
- Regional automobile, pedestrian, bicycle, and transit linkages
- Strategic east-west and north-south corridor planning
- Strengthened "sense of community" as one Pearland
- Targeted economic diversification with focus on high-value businesses and jobs
- Traffic congestion relief within and commuting to/from City
- Wider range of home ownership options

Your City, Your Plan...

BE INVOLVED, STAY INVOLVED

The following quotes are a sampling of comments from community outreach efforts throughout the comprehensive planning process. They especially demonstrate concern for Pearland's character, identity and appearance in the years ahead.

SMALL-TOWN CHARACTER. "Pearland has something special... We have less than zero desire to simply be 'a suburb south of Houston.' We are our own entity, and a wonderful community, with so much to be proud of. I came to Pearland by choice almost 15 years ago, and I can't imagine having raised my son anywhere else. It's not easy to maintain that small-town feel, but the end result is so worth it."

IDENTITY. "The city is very diverse - although somewhat segregated. That needs to be addressed along with improving relations between East and West Pearland. It also seems that the city is being more successful with attracting multi-job companies which pay well. Those are positives."

TOWNHOMES, CONDOS, AND BROWNSTONES. "We desperately need these in our city. I was raised here and watched all the development for the most part. This is a missing piece to the 3rd largest city in the Houston area."

SENIOR LIVING. "Need more cottage/condo 55+ active communities. There are several we have visited in Boerne and Austin that would be great here."

REGIONAL CONNECTIVITY. "The current light rail in Houston is too slow to be a real option for many commuters. Any type of service from Pearland up into Houston would need to be much faster in order to truly appeal to the masses."

TRAFFIC. "The traffic is heavier, but there were problems 10 years ago also. There are more people, but there are also more lanes, and more roads [than] there were 10 years ago."

SIDEWALKS AND BIKE LANES. "There need[s] to be connected sidewalks. It is very difficult to walk anywhere. Biking needs dedicated lanes, and bikers need to stay in them."

PARKS AND RECREATION. "Houston was rated the fattest city last year? Let's be healthy and green to not only attract visitors but also be the first to make money and be the model too at the same time. Something such as an outdoor mountain bike park, skate board park, more public basketball and tennis courts..."

JOINT-USE FACILITIES. "Large detention pond facilities can be used for walkways like those that are near Friendswood. This is a great amenity when there is no rain but still has a functional purpose."

REGULATIONS. "The UDC [Unified Development Code] needs to be continually monitored and updated to meet new technologies and construction practices. The UDC sets us apart from many other cities. It should be monitored so that it does not impede growth, but guide[s] quality development."

MORE SHOPPING. "The Pearland Town Center is beautiful. The only downside is seasonal limitations - lot of rain and hot summer. An indoor shopping mall as an extension to Town Center will definitely bring more traffic to Town Center."

ENTERTAINMENT VENUE. "We are in desperate need of a cultural arts/convention facility for a city of 100,000 plus. People need something to do, something to see, etc. Shopping and restaurants are not entertainment and do not make us a destination city."



Introduction Page 1.12

In the Future Pearland is ...

A Guiding Principle
expresses a basic
value or operating
policy that will apply
regardless of the
course of action
ultimately chosen

BALANCED

- Old and new
- Housing for all ages
- Culture and entertainment

CONNECTED

- Sense of community
- Streets, sidewalks, trails
- Transit to/from Houston

ATTRACTIVE

- Desirable place to live and work
- Retail magnet
- Special destinations

SAFE

- Bike- and pedestrian-friendly
- Low crime rate
- Great place for kids

INVESTED

- Homeownership emphasis
- Public infrastructure/facilities
- Great place to grow a business

ACTIVE

- Healthy living emphasis
- Community events
- Volunteerism

HIGH QUALITY

- Development
- Infrastructure
- Public services



Key Planning Considerations



Growth Capacity & Infrastructure

- Remaining developable land
- Fiscal and service implications
- Road and utility infrastructure
- Annexation potential
- School, facility implications
- Public safety services focus
- Revitalization as part of mix
- Utility infrastructure design
- Capital improvements planning
- Growth benefits (tax base)
- Prepare for “post boom”



SECTION 2

Growth Capacity and Infrastructure



Extensive home construction in recent years lifted the City's population past the 100,000 mark.

All indications are that Pearland's growth trajectory of recent years will continue over the next few decades. The community's prime location within the Houston metropolitan area, and the sheer momentum from its rapid population increase and land development activity of recent years, should continue to make Pearland a magnet for commercial investment along with further residential construction. At the same time, Pearland also needs reinvestment and updates to existing properties as the community matures. The City continues to plan for and invest in the public infrastructure and services needed to support further growth, local school districts have likewise added campuses to handle growing enrollment, and the private sector continues to bring quality and affordable new homes to market. New medical, office and especially retail development round out this picture of a vibrant city, along with expanded

Goals



A **Goal** is a statement of a desired outcome (“end”) toward which efforts are directed as expressed by more specific objectives and action steps (“means”)



SECTION 2

Growth Capacity and Infrastructure



Extensive home construction in recent years lifted the City's population past the 100,000 mark.

All indications are that Pearland's growth trajectory of recent years will continue over the next few decades. The community's prime location within the Houston metropolitan area, and the sheer momentum from its rapid population increase and land development activity of recent years, should continue to make Pearland a magnet for commercial investment along with further residential construction. At the same time, Pearland also needs reinvestment and updates to existing properties as the community matures. The City continues to plan for and invest in the public infrastructure and services needed to support further growth, local school districts have likewise added campuses to handle growing enrollment, and the private sector continues to bring quality and affordable new homes to market. New medical, office and especially retail development round out this picture of a vibrant city, along with expanded

GOALS for Growth Capacity & Infrastructure



- Goal 2.1:** A fiscally responsible pattern of development that supports the City's long-term financial health.
- Goal 2.2:** A balance between investment in new and extended infrastructure to support first-time development, and necessary investment in rehabilitation of aging infrastructure in previously developed areas.
- Goal 2.3:** A commitment to sustained budget support for police, fire and emergency medical services to maintain levels of service and responsiveness commensurate with projected growth and resident expectations.



SECTION 2

Growth Capacity and Infrastructure



Extensive home construction in recent years lifted the City's population past the 100,000 mark.

All indications are that Pearland's growth trajectory of recent years will continue over the next few decades. The community's prime location within the Houston metropolitan area, and the sheer momentum from its rapid population increase and land development activity of recent years, should continue to make Pearland a magnet for commercial investment along with further residential construction. At the same time, Pearland also needs reinvestment and updates to existing properties as the community matures. The City continues to plan for and invest in the public infrastructure and services needed to support further growth, local school districts have likewise added campuses to handle growing enrollment, and the private sector continues to bring quality and affordable new homes to market. New medical, office and especially retail development round out this picture of a vibrant city, along with expanded

Strategic Actions



A **Strategic Action** is aimed at seizing a special opportunity or addressing a particular challenge one faces, recognizing that a broader agenda of new or ongoing activities will also be pursued in the meantime



SECTION 2

Growth Capacity and Infrastructure



Extensive home construction in recent years lifted the City's population past the 100,000 mark

All indications are that Pearland's growth trajectory of recent years will continue over the next few decades. The community's prime location within the Houston metropolitan area, and the sheer momentum from its rapid population increase and land development activity of recent years, should continue to make Pearland a magnet for commercial investment along with further residential construction. At the same time, Pearland also needs reinvestment and updates to existing properties as the community matures. The City continues to plan for and invest in the public infrastructure and services needed to support further growth, local school districts have likewise added campuses to handle growing enrollment, and the private sector continues to bring quality and affordable new homes to market. New medical, office and especially retail development round out this picture of a vibrant city, along with expanded

Strategic Actions for Growth Capacity & Infrastructure



1. Cost of Growth / Land Use Study
2. Regular Updating of Utility Master Plans
3. Annexation Planning

- Other Actions Items:
 - “Smart Growth” Audit
 - Accommodation of “Green” Building Practices



SECTION 2

Growth Capacity and Infrastructure



Extensive home construction in recent years lifted the City's population past the 100,000 mark.

All indications are that Pearland's growth trajectory of recent years will continue over the next few decades. The community's prime location within the Houston metropolitan area, and the sheer momentum from its rapid population increase and land development activity of recent years, should continue to make Pearland a magnet for commercial investment along with further residential construction. At the same time, Pearland also needs reinvestment and updates to existing properties as the community matures. The City continues to plan for and invest in the public infrastructure and services needed to support further growth, local school districts have likewise added campuses to handle growing enrollment, and the private sector continues to bring quality and affordable new homes to market. New medical, office and especially retail development round out this picture of a vibrant city, along with expanded

Existing TOOLS for Growth Capacity & Infrastructure



TABLE 2.4, Tools for Advancing Growth Guidance Objectives

TOOL	PEARLAND EXAMPLES
Overall Framework for Growth and Development	
Long-Range Planning	<ul style="list-style-type: none"> • Comprehensive Plan <ul style="list-style-type: none"> » Growth projections and assumptions » Land Use Plan (both new uses and redevelopment) » Thoroughfare Plan
Strategic Planning	<ul style="list-style-type: none"> • Pearland 20/20 Strategic Plan
Capital Projects	
Multi-Year Programming and Budgeting	<ul style="list-style-type: none"> • Capital Improvements Plan (CIP) <ul style="list-style-type: none"> » Targeted public investments in prime growth areas » Advance land acquisition for public improvements » Improved Insurance Services Office (ISO) rating
Policies and Programs	
Municipal Policies	<ul style="list-style-type: none"> • Utility policies (required connection, extension, oversizing and cost-reimbursement) • Engineering design criteria <ul style="list-style-type: none"> » Adequate infrastructure in ETJ development » "Green infrastructure" provisions • Water rate structure (conservation incentives)
Financial Management and Tools	<ul style="list-style-type: none"> • Fiscal impact analysis • Development impact fees • Cost-sharing and external funding opportunities
Special Initiatives	<ul style="list-style-type: none"> • Regional approach to storm water management • Brownfield remediation to support redevelopment
Special Districts	<ul style="list-style-type: none"> • Municipal Utility Districts (MUDs, in-city and in ETJ) • Brazoria County Drainage District No. 4 • Emergency Services Districts • Municipal Management Districts • Tax Increment Reinvestment Zones (TIRZ)
Regulations and Standards	
Land Development Regulations	<ul style="list-style-type: none"> • Unified Development Code (UDC) <ul style="list-style-type: none"> » Appropriate zoning of annexed land



SECTION 2

Growth Capacity and Infrastructure



Extensive home construction in recent years lifted the City's population past the 100,000 mark.

All indications are that Pearland's growth trajectory of recent years will continue over the next few decades. The community's prime location within the Houston metropolitan area, and the sheer momentum from its rapid population increase and land development activity of recent years, should continue to make Pearland a magnet for commercial investment along with further residential construction. At the same time, Pearland also needs reinvestment and updates to existing properties as the community matures. The City continues to plan for and invest in the public infrastructure and services needed to support further growth, local school districts have likewise added campuses to handle growing enrollment, and the private sector continues to bring quality and affordable new homes to market. New medical, office and especially retail development round out this picture of a vibrant city, along with expanded

Annexation Special Focus in Growth Capacity Section



- Annexation Factors
- Potential Annexation Phasing
- Annexation Policies
- Annexation Parameters



SECTION 2

Growth Capacity and Infrastructure



Extensive home construction in recent years lifted the City's population past the 100,000 mark.

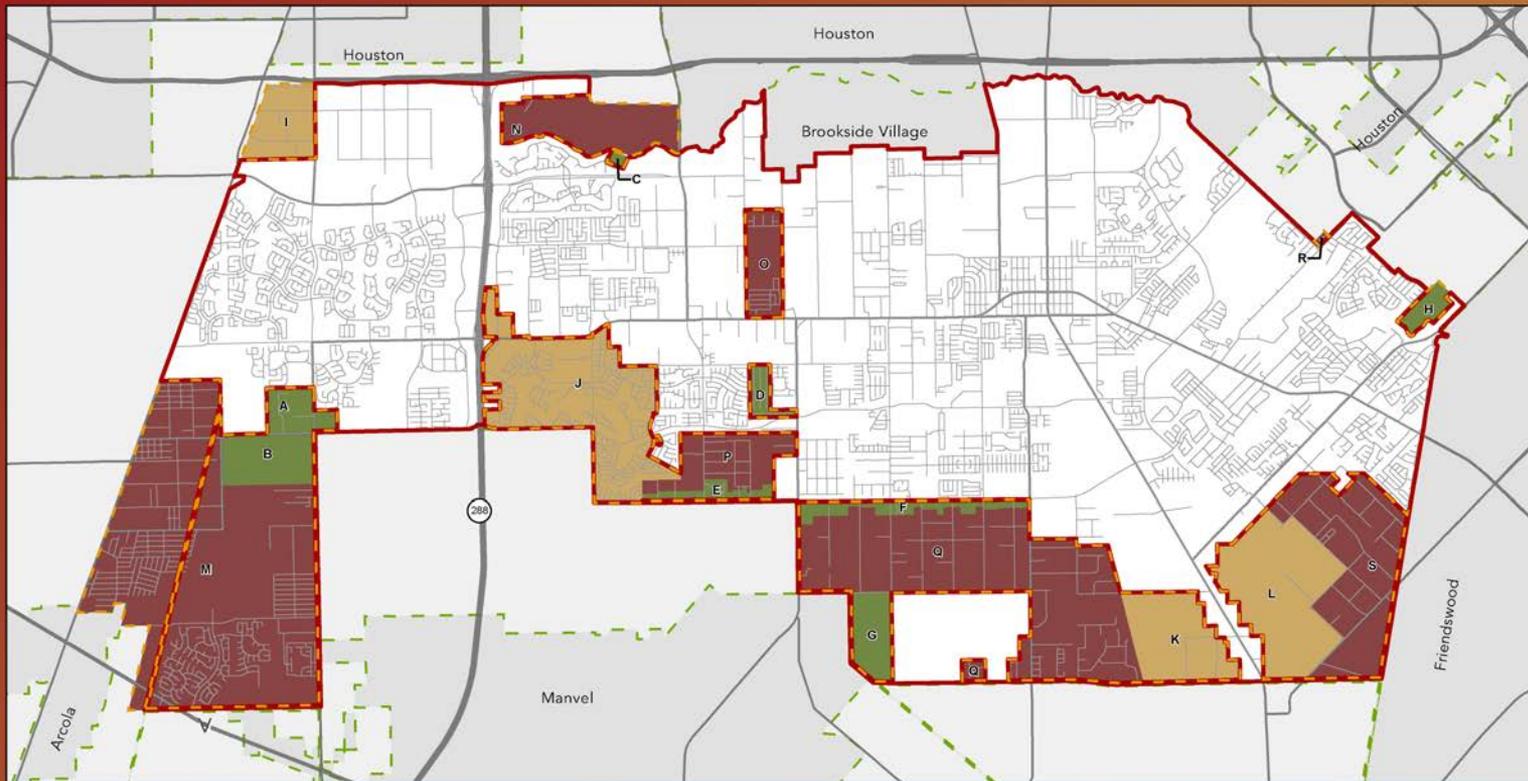
All indications are that Pearland's growth trajectory of recent years will continue over the next few decades. The community's prime location within the Houston metropolitan area, and the sheer momentum from its rapid population increase and land development activity of recent years, should continue to make Pearland a magnet for commercial investment along with further residential construction. At the same time, Pearland also needs reinvestment and updates to existing properties as the community matures. The City continues to plan for and invest in the public infrastructure and services needed to support further growth, local school districts have likewise added campuses to handle growing enrollment, and the private sector continues to bring quality and affordable new homes to market. New medical, office and especially retail development round out this picture of a vibrant city, along with expanded



Areas	Sq. Miles (approx.)	Acres (approx.)
Short Term	2.1	1,317
Medium Term	5.4	3,458
Long Term	14.0	8,939
Total	21.5	13,714

Potential Annexation Phasing

- » 19 areas
- » Short, Medium, Long Term
- » Amount of land in each timeframe



 City Limits Short Term (0-5 years)
 IETJ Medium Term (5-10 years)
 Long Term (10+ years)

0 0.5 1 Miles

Areas	Sq. Miles (approx.)	Acres (approx.)
Short Term	2.1	1,317
Medium Term	5.4	3,458
Long Term	14.0	8,939
Total	21.5	13,714

NOTE: Identified areas are discussed further in Chapter 2 and do not suggest areas to be annexed in their entirety.

NOTE: This map is for a general planning purposes only and does not constitute the Municipal Annexation Plan required by Chapter 43 of the Texas Local Government Code.

DISCLAIMER: This graphic representation depicts generalized areas for informational and long-range planning purposes only. The illustration may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property and other boundaries. Data is not guaranteed for specific accuracy or completeness and may be subject to revision at any time without notification.



Map 2.2

Potential Annexation Phasing

DRAFT MAY 2015

Key Planning Considerations



Mobility

- Celebrate mobility gains
- Commuter relief
- SH 288/Broadway focus
- Cross-town circulation
- SH 35/Main St benefits
- McHard, Bailey benefits
- Traffic effects of more growth
- Greater bike/ped friendliness
- Image/aesthetic considerations
- Readiness for future rail transit



Informal walking path along Harkey Road at Old Oaks

SECTION 3

Mobility

Pearland is in an enviable location within the Houston metropolitan area relative to downtown Houston, the Texas Medical Center and other major employment and activity centers, while also offering its residents and businesses quick access to Hobby Airport. However, one of the community's main links to many of these key destinations – the State Highway 288 corridor – has reached a point of severe congestion at peak travel times in recent years. Relief of this situation, and for further projected traffic volume growth on SH 288, is planned through the proposed introduction of managed toll lanes to this freeway corridor and other phased improvements. Furthermore, at the time this Comprehensive Plan was under development, the Harris County Toll Road Authority had just completed a major widening project for the southern segment of the Sam Houston Tollway between SH 288 on the east and US 59 on the west. Looking ahead, the potential for a future rail transit connection to Pearland remains a "wild card" given uncertainty about regional and federal

GOALS for Mobility



- Goal 3.1:** A mobility system with **adequate connectivity** to provide multiple travel options, accommodate cross-town trips, and ensure effective emergency response.
- Goal 3.2:** A mobility system that **safely accommodates all modes of travel**, including vehicular, pedestrian, and bicycle – plus public transit if and when feasible.
- Goal 3.3:** A mobility system that supports **local economic development and tax base growth** through the City's own investments in transportation infrastructure, plus those it gains through advocacy with other agencies and levels of government that administer transportation funding.
- Goal 3.4:** A mobility system that helps to establish and reinforce the **desired community image and identity** for Pearland.



Informal walking path along Harkey Road at Old Oaks

SECTION 3

Mobility

Pearland is in an enviable location within the Houston metropolitan area relative to downtown Houston, the Texas Medical Center and other major employment and activity centers, while also offering its residents and businesses quick access to Hobby Airport. However, one of the community's main links to many of these key destinations – the State Highway 288 corridor – has reached a point of severe congestion at peak travel times in recent years. Relief of this situation, and for further projected traffic volume growth on SH 288, is planned through the proposed introduction of managed toll lanes to this freeway corridor and other phased improvements. Furthermore, at the time this Comprehensive Plan was under development, the Harris County Toll Road Authority had just completed a major widening project for the southern segment of the Sam Houston Tollway between SH 288 on the east and US 59 on the west. Looking ahead, the potential for a future rail transit connection to Pearland remains a "wild card" given uncertainty about regional and federal

Strategic Actions for Mobility



1. SH 288 Corridor Improvements
2. Targeted Capital Projects
3. Sidewalk Network Upgrades

- Other Actions Items:
 - Context-Sensitive Roadway Design
 - Street Connectivity Index
 - Ped/Bike Accommodation on Commercial Sites



Informal walking path along Harkey Road at Old Oaks

SECTION 3

Mobility

Pearland is in an enviable location within the Houston metropolitan area relative to downtown Houston, the Texas Medical Center and other major employment and activity centers, while also offering its residents and businesses quick access to Hobby Airport. However, one of the community's main links to many of these key destinations – the State Highway 288 corridor – has reached a point of severe congestion at peak travel times in recent years. Relief of this situation, and for further projected traffic volume growth on SH 288, is planned through the proposed introduction of managed toll lanes to this freeway corridor and other phased improvements. Furthermore, at the time this Comprehensive Plan was under development, the Harris County Toll Road Authority had just completed a major widening project for the southern segment of the Sam Houston Tollway between SH 288 on the east and US 59 on the west. Looking ahead, the potential for a future rail transit connection to Pearland remains a "wild card" given uncertainty about regional and federal

Key Planning Considerations



Housing & Neighborhoods

- Broader ownership options
- Lot / house size considerations
- Multifamily housing concerns
- Regulating desired outcomes
- Older rental properties
- Promoting reinvestment
- City-HOAs partnering
- Accommodating seniors
- More green in neighborhoods
- Managing older housing stock



SECTION 4

Housing and Neighborhoods

As with economic development, where municipal government helps to ensure a positive and supportive "business climate" for commercial and industrial investment, the City has an essential role in promoting adequate and diverse housing development in quality neighborhood settings. Through the City's Unified Development Code (UDC), the subdivision regulations help to ensure sound design practices, and the zoning regulations determine the range of housing types that may be built in the community, and where and in what amounts. These are critical functions given the proportion of developed land in Pearland, as in most communities, that is devoted to residential use.

Effective land use planning and management also balances the convenience of shopping and services in close proximity to neighborhoods with the need to ensure compatible nonresidential development near homes. Capital investments by the City and others in infrastructure, public facilities, and parks and trails provide the framework for private development to



GOALS for Housing & Neighborhoods



- GOAL 4.1:** A wider range of residential options to meet the “life-cycle” housing needs of current and future Pearland residents.
- GOAL 4.2:** A commitment both to the integrity and continued appeal of older established neighborhoods, as well as the quality design and long-term sustainability of newer residential areas.
- GOAL 4.3:** A continued emphasis on Pearland’s housing quality and options as a fundamental economic development advantage and benefit for current and prospective residents.



SECTION 4

Housing and Neighborhoods

As with economic development, where municipal government helps to ensure a positive and supportive “business climate” for commercial and industrial investment, the City has an essential role in promoting adequate and diverse housing development in quality neighborhood settings. Through the City’s Unified Development Code (UDC), the subdivision regulations help to ensure sound design practices, and the zoning regulations determine the range of housing types that may be built in the community, and where and in what amounts. These are critical functions given the proportion of developed land in Pearland, as in most communities, that is devoted to residential use.

Effective land use planning and management also balances the convenience of shopping and services in close proximity to neighborhoods with the need to ensure compatible nonresidential development near homes. Capital investments by the City and others in infrastructure, public facilities, and parks and trails provide the framework for private development to



Strategic Actions for Housing & Neighborhoods



1. Greater Housing Variety
 2. Regulatory Relief for Redevelopment
 3. Expanded Focus on Neighborhoods
- Other Actions Items:
 - Redevelopment Incentives
 - Zoning Incentive for Addressing Targeted Housing Needs
 - Accessory Dwelling Units
 - Maximum Lot Coverage Rationale
 - Evaluate and Elevate Neighborhood Design



SECTION 4

Housing and Neighborhoods

As with economic development, where municipal government helps to ensure a positive and supportive "business climate" for commercial and industrial investment, the City has an essential role in promoting adequate and diverse housing development in quality neighborhood settings. Through the City's Unified Development Code (UDC), the subdivision regulations help to ensure sound design practices, and the zoning regulations determine the range of housing types that may be built in the community, and where and in what amounts. These are critical functions given the proportion of developed land in Pearland, as in most communities, that is devoted to residential use.

Effective land use planning and management also balances the convenience of shopping and services in close proximity to neighborhoods with the need to ensure compatible nonresidential development near homes. Capital investments by the City and others in infrastructure, public facilities, and parks and trails provide the framework for private development to



Key Planning Considerations



Economic Development

- Growth trends not sustainable
- Ongoing planning, investment
- Pearland is the “New America”
- Citizens want more amenities
- Looks matter
- Must build sense of community



SECTION 5

Economic Development

Economic sustainability is essential to Pearland's future. Simply, it will determine the extent and nature of growth in the coming years. The community's economic strength will also set the pace and tone for new development and redevelopment, and impact the City's ability to maintain quality public facilities and services.

However, economic development does not happen entirely on its own. It requires a deliberate, proactive strategy, as well as up-front public investments in new infrastructure and programs. For municipal government, it is a unique City function in that it involves the alignment and leveraging of the combined resources of multiple organizations, institutions, businesses, and education and philanthropic leaders toward a common set of goals. It requires a level of protracted engagement and strategy discussion among key players that goes well beyond the purpose and scope of the City's Comprehensive Plan.



New Development along Pearland Parkway

9 Core Strategies in Pearland 20/20 Strategic Plan



SECTION 5

Economic Development

Economic sustainability is essential to Pearland's future. Simply, it will determine the extent and nature of growth in the coming years. The community's economic strength will also set the pace and tone for new development and redevelopment, and impact the City's ability to maintain quality public facilities and services.

However, economic development does not happen entirely on its own. It requires a deliberate, proactive strategy, as well as up-front public investments in new infrastructure and programs. For municipal government, it is a unique City function in that it involves the alignment and leveraging of the combined resources of multiple organizations, institutions, businesses, and education and philanthropic leaders toward a common set of goals. It requires a level of protracted engagement and strategy discussion among key players that goes well beyond the purpose and scope of the City's Comprehensive Plan.



New Development along Pearland Parkway

DRAFT MAY 2015

Strategic Actions from Pearland 20/20 Strategic Plan



- 1.1** Ensure that relocation prospects are efficiently and effectively supported and managed.
- 1.2** Ensure that relocation prospects are efficiently and effectively supported and managed.
- 1.3** Enhance efforts to attract key segments of the health care sector to Pearland.
- 1.9** Optimize a program to retain and expand existing Pearland employers.
- 2.1** Continue planning, design, and construction of priority road and highway projects.
- 2.4** Support the construction of toll lanes on State Highway 288 between U.S. Highway 59 in Harris County and State Highway 6 in Brazoria County.
- 3.1** Create a FM 518/Broadway master development plan.
- 3.3** Realize efforts to establish a management district for SH 288.
- 5.1** Establish a city-led task force to coordinate elements of a beautification strategy.
- 6.1** Implement the recommendations of the Lower Kirby Urban Center Master Plan and Implementation Strategy.



SECTION 5

Economic Development

Economic sustainability is essential to Pearland's future. Simply, it will determine the extent and nature of growth in the coming years. The community's economic strength will also set the pace and tone for new development and redevelopment, and impact the City's ability to maintain quality public facilities and services.

However, economic development does not happen entirely on its own. It requires a deliberate, proactive strategy, as well as up-front public investments in new infrastructure and programs. For municipal government, it is a unique City function in that it involves the alignment and leveraging of the combined resources of multiple organizations, institutions, businesses, and education and philanthropic leaders toward a common set of goals. It requires a level of protracted engagement and strategy discussion among key players that goes well beyond the purpose and scope of the City's Comprehensive Plan.



New Development along Pearland Parkway

Key Planning Considerations



Parks & Tourism

- Parkland need in growth areas
- Trail Plan implementation
- Special recreation interests
- Youth sports emphasis
- More amenities vs. “leakage”
- Multi-purpose events venue
- Formalized cultural planning
- Continued recognitions



Celebrating a new playground opening



Annual Crawfish Festival in Pearland

SECTION 6

Parks and Tourism

As an indication of Pearland's growing size and sophistication, residents and leaders are increasingly focused on recreation, culture, and tourism amenities as keys to future success, along with typical community fundamentals such as traffic management, housing affordability and neighborhood protection and enhancement. The City has a solid history of planning and subsequent investment in parks and recreation facilities, through a Parks and Recreation Master Plan (last updated in 2010, with a next update under way) and a first-time Trail Master Plan adopted in August 2007. Current projects coming to fruition based on these plans include Centennial Park expansion and Independence Park upgrades, multiple significant trail segments, Shadow Creek Ranch Park, and the Max Road Sportsplex, which is also another example of reaping multi-purpose community benefits from necessary storm drainage detention sites.

GOALS for Parks and Tourism



GOAL 6.1:

Provide greater focus on **early land acquisition to address future parkland needs** in prime growth areas of the community, plus immediate developer provision of park facilities in new subdivisions versus land dedication.

GOAL 6.2:

Ongoing Trail Master Plan implementation with a particular focus on **connectivity improvements around residential neighborhoods.**



Celebrating a new playground opening



Annual Crawfish Festival in Pearland

SECTION 6

Parks and Tourism

As an indication of Pearland's growing size and sophistication, residents and leaders are increasingly focused on recreation, culture, and tourism amenities as keys to future success, along with typical community fundamentals such as traffic management, housing affordability and neighborhood protection and enhancement. The City has a solid history of planning and subsequent investment in parks and recreation facilities, through a Parks and Recreation Master Plan (last updated in 2010, with a next update under way) and a first-time Trail Master Plan adopted in August 2007. Current projects coming to fruition based on these plans include Centennial Park expansion and Independence Park upgrades, multiple significant trail segments, Shadow Creek Ranch Park, and the Max Road Sportsplex, which is also another example of reaping multi-purpose community benefits from necessary storm drainage detention sites.

GOALS for Parks and Tourism



GOAL 6.3:

Expanded **recreation/cultural/entertainment amenities** to enhance residents' quality of life, reduce the "leakage" of such economic activity to destinations outside the city, and draw more visitors and tourism dollars to Pearland.

GOAL 6.4:

Accomplishing a **multi-purpose events venue** in Pearland, with related lodging and hospitality uses.



Celebrating a new playground opening



Annual Crawfish Festival in Pearland

SECTION 6

Parks and Tourism

As an indication of Pearland's growing size and sophistication, residents and leaders are increasingly focused on recreation, culture, and tourism amenities as keys to future success, along with typical community fundamentals such as traffic management, housing affordability and neighborhood protection and enhancement. The City has a solid history of planning and subsequent investment in parks and recreation facilities, through a Parks and Recreation Master Plan (last updated in 2010, with a next update under way) and a first-time Trail Master Plan adopted in August 2007. Current projects coming to fruition based on these plans include Centennial Park expansion and Independence Park upgrades, multiple significant trail segments, Shadow Creek Ranch Park, and the Max Road Sportsplex, which is also another example of reaping multi-purpose community benefits from necessary storm drainage detention sites.

Strategic Actions for Parks & Tourism



1. Cultural Arts Plan
2. Multi-Purpose Events
Venue / Convention Center
3. Updated Parkland
Dedication and Fee-in-Lieu
Structure

- Other Actions Items:
 - Combined Parks/Recreation and Trail Master Plans
 - Internal Marketing Initiative
 - Public Art Initiative



Celebrating a new playground opening



Annual Crawfish Festival in Pearland

SECTION 6

Parks and Tourism

As an indication of Pearland's growing size and sophistication, residents and leaders are increasingly focused on recreation, culture, and tourism amenities as keys to future success, along with typical community fundamentals such as traffic management, housing affordability and neighborhood protection and enhancement. The City has a solid history of planning and subsequent investment in parks and recreation facilities, through a Parks and Recreation Master Plan (last updated in 2010, with a next update under way) and a first-time Trail Master Plan adopted in August 2007. Current projects coming to fruition based on these plans include Centennial Park expansion and Independence Park upgrades, multiple significant trail segments, Shadow Creek Ranch Park, and the Max Road Sportsplex, which is also another example of reaping multi-purpose community benefits from necessary storm drainage detention sites.

Key Planning Considerations



Land Use & Character

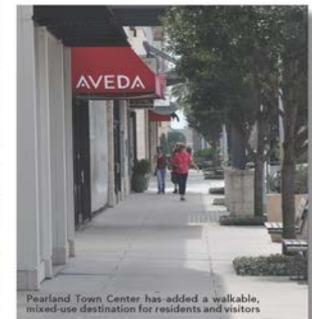
- Use of remaining land
- Redevelopment potential
- Focal points and gateways
- Transportation coordination
- Extent of multifamily use
- Extent, location of industrial
- Residential lot sizes
- Clustering in constrained areas
- Community appearance



SECTION 7 Land Use and Character

Pearland has a long and established history of land use planning that continues with this latest update of its long-range Comprehensive Plan. Since 2006 the City has also utilized a Unified Development Code (UDC) to better coordinate and manage all aspects of land development regulation. At that point the City also expanded to all principal streets a Corridor Overlay District, which is another available mechanism, through zoning, to enact the quality-focused aspects of its land use priorities. As with any effective planning process, the City regularly revisits its assumptions and strategies to stay responsive to market dynamics and ensure that ultimate outcomes on the ground are as intended. An interim update effort in 2009 dealt with a series of very specific land use policy and map issues.

The positive results of this land use planning legacy have come to fruition even more quickly with the rapid growth experienced in Pearland in recent years. Along with guiding the location,



Pearland Town Center has added a walkable, mixed-use destination for residents and visitors

GOALS for Land Use & Character



GOAL 7.1: A **balanced mix of land uses** that supports the community's long-term objectives of achieving greater choice in housing and homeownership options, a more diversified commercial and industrial tax base, an array of active and passive recreational destinations, and greater leisure and entertainment opportunities for both residents and visitors.

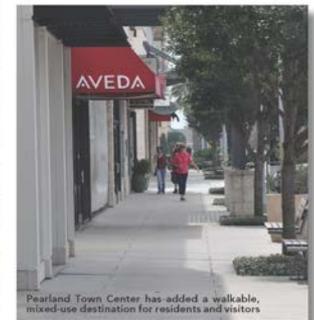
GOAL 7.2: Attention to the **traffic generation and public service implications** of land use choices for remaining developable land in the City limits and ETJ as Pearland progresses toward build-out over the next several decades.



SECTION 7 Land Use and Character

Pearland has a long and established history of land use planning that continues with this latest update of its long-range Comprehensive Plan. Since 2006 the City has also utilized a Unified Development Code (UDC) to better coordinate and manage all aspects of land development regulation. At that point the City also expanded to all principal streets a Corridor Overlay District, which is another available mechanism, through zoning, to enact the quality-focused aspects of its land use priorities. As with any effective planning process, the City regularly revisits its assumptions and strategies to stay responsive to market dynamics and ensure that ultimate outcomes on the ground are as intended. An interim update effort in 2009 dealt with a series of very specific land use policy and map issues.

The positive results of this land use planning legacy have come to fruition even more quickly with the rapid growth experienced in Pearland in recent years. Along with guiding the location,



Pearland Town Center has added a walkable, mixed-use destination for residents and visitors

GOALS for Land Use & Character



GOAL 7.3: An expanded focus on **redevelopment planning and effective management of infill development and adaptive re-use of properties in older areas and corridors** as these activities become more prevalent in Pearland along with ongoing development of new uses and vacant land.

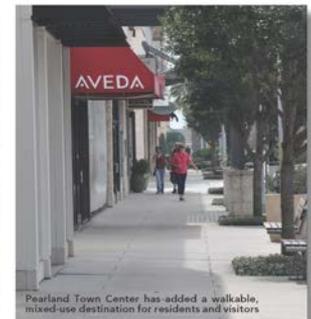
GOAL 7.4: A continued emphasis on **development quality and aesthetic considerations** in ongoing development review and approval processes, as well as with public facility construction and upgrades. vacant land.



SECTION 7 Land Use and Character

Pearland has a long and established history of land use planning that continues with this latest update of its long-range Comprehensive Plan. Since 2006 the City has also utilized a Unified Development Code (UDC) to better coordinate and manage all aspects of land development regulation. At that point the City also expanded to all principal streets a Corridor Overlay District, which is another available mechanism, through zoning, to enact the quality-focused aspects of its land use priorities. As with any effective planning process, the City regularly revisits its assumptions and strategies to stay responsive to market dynamics and ensure that ultimate outcomes on the ground are as intended. An interim update effort in 2009 dealt with a series of very specific land use policy and map issues.

The positive results of this land use planning legacy have come to fruition even more quickly with the rapid growth experienced in Pearland in recent years. Along with guiding the location,



Pearland Town Center has added a walkable, mixed-use destination for residents and visitors

Strategic Actions for Land Use & Character



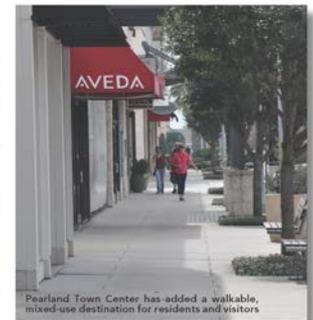
1. Unified Development Code (UDC) Updates
 - “Flex” Zoning
 - Built-in Options for Cluster Development
 - Density Bonus as an Incentive
2. Neighborhood-Level and Special Area Planning



SECTION 7 Land Use and Character

Pearland has a long and established history of land use planning that continues with this latest update of its long-range Comprehensive Plan. Since 2006 the City has also utilized a Unified Development Code (UDC) to better coordinate and manage all aspects of land development regulation. At that point the City also expanded to all principal streets a Corridor Overlay District, which is another available mechanism, through zoning, to enact the quality-focused aspects of its land use priorities. As with any effective planning process, the City regularly revisits its assumptions and strategies to stay responsive to market dynamics and ensure that ultimate outcomes on the ground are as intended. An interim update effort in 2009 dealt with a series of very specific land use policy and map issues.

The positive results of this land use planning legacy have come to fruition even more quickly with the rapid growth experienced in Pearland in recent years. Along with guiding the location,

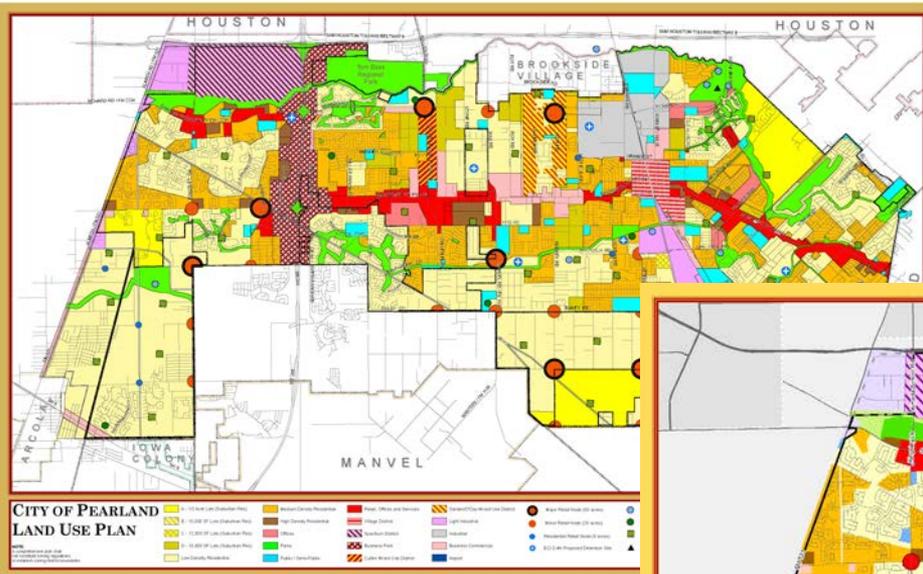


Pearland Town Center has added a walkable, mixed-use destination for residents and visitors

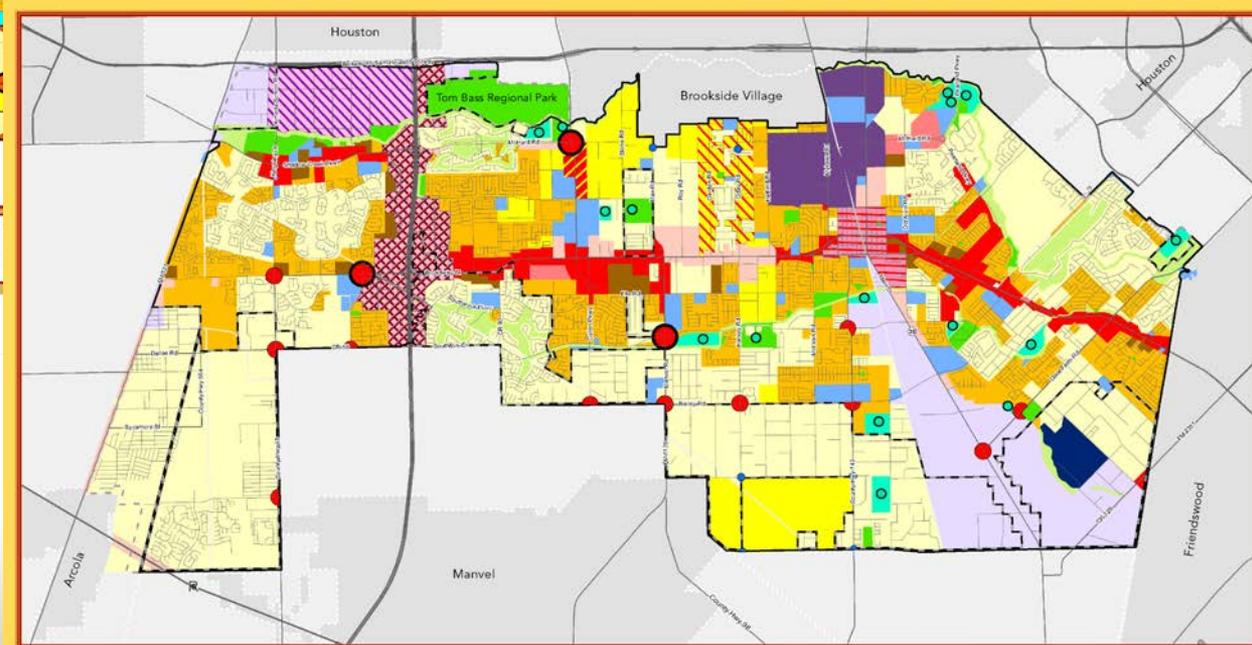
Proposed versus Current Adopted Land Use Plan



Proposed Map



Current Map



**MAP 7.1
LAND USE PLAN**
DRAFT MAY 2015
(PROPOSED)

NOTE: A comprehensive plan shall not constitute zoning regulations or establish zoning boundaries.

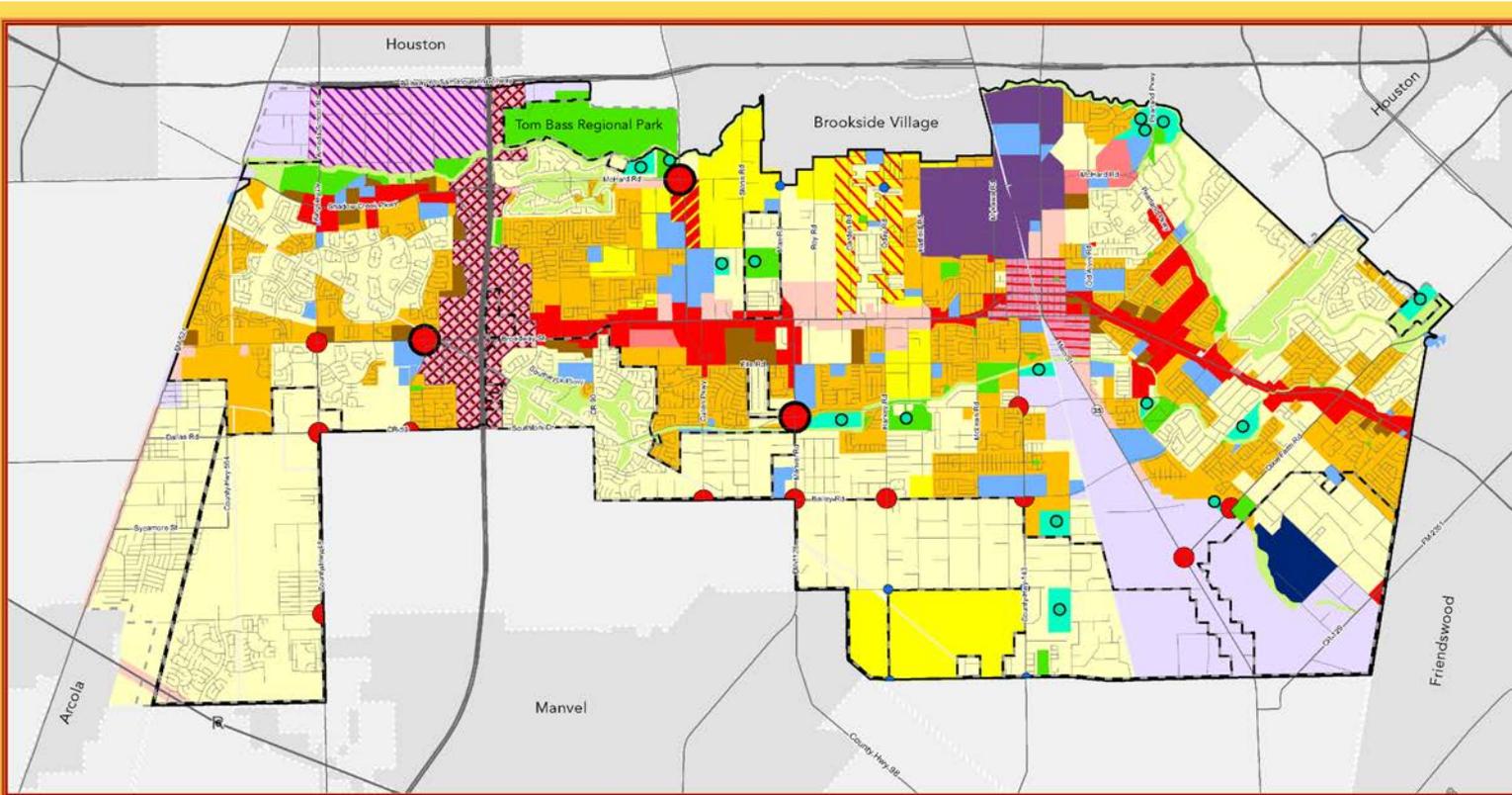


- | | | | | | |
|----------------------------|------------------------------|---------------------------------|------------------------------|-----------------------------------|--|
| Suburban Residential | Detention | Village District | Light Industrial | Minor Retail Node (25 acres) | <small>DISCLAIMER: This graphic representation depicts generalized areas for informational and long-range planning purposes only. The illustration may not have been prepared for or be suitable for legal, engineering or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property and other boundaries. Data is not guaranteed for specific accuracy or completeness and may be subject to revision at any time without notification.</small> |
| Low Density Residential | Park | Lower Kirby Urban Center | Industrial | Residential Retail Node (5 acres) | |
| Medium Density Residential | Recreation and Open Space | 288 Gateway | Business Commercial | Detention Ponds | |
| High Density Residential | Public / Semi-Public | Cullen Mixed Use District | Airport | 0 1/2 1 Miles | |
| Offices | Retail, Offices and Services | Garden/O'Day Mixed Use District | Major Retail Node (50 acres) | | |

Proposed versus Current Adopted Land Use Plan



- » Changes in certain categories
 - Suburban Residential
 - Lower Kirby Urban Center
 - 288 Gateway
- » New multi-family residential only in mixed-used projects
- » Fewer Retail Nodes
- » Map updates to reflect actual development outcomes



MAP 7.1
LAND USE PLAN
 DRAFT MAY 2015
 (PROPOSED)



Suburban Residential	Detention	Village District	Light Industrial	Minor Retail Node (25 acres)
Low Density Residential	Park	Lower Kirby Urban Center	Industrial	Residential Retail Node (5 acres)
Medium Density Residential	Recreation and Open Space	288 Gateway	Business Commercial	Detention Ponds
High Density Residential	Public / Semi-Public	Cullen Mixed Use District	Airport	
Offices	Retail, Offices and Services	Garden/O'Day Mixed Use District	Major Retail Node (50 acres)	

DISCLAIMER: This graphic representation depicts generalized areas for informational and long-range planning purposes only. The illustration may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property and other boundaries. Data is not guaranteed for specific accuracy or completeness and may be subject to revision at any time without notification.

NOTE: A comprehensive plan shall not constitute zoning regulations or establish zoning boundaries.

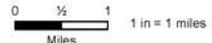


TABLE 7.2. Acreage in Land Use Plan (Map 7.1)*

Source: Kendig Keast Collaborative

Land Use Category	Acreage	Percent of Total
Suburban Residential	2,257.7	5.1%
Low Density Residential	17,219.4	38.7%
Medium Density Residential	7,501.3	16.9%
High Density Residential	535.1	1.2%
Offices	226.4	0.5%
Detention	495.6	1.1%
Park	1,249.2	2.8%
Open Space	1,635.8	3.7%
Public / Semi-Public	1,448.9	3.3%
Retail, Offices and Services	1,749.6	3.9%
Village District	398.2	0.9%
Lower Kirby Urban Center	1,153.9	2.6%
288 Gateway	1,420.5	3.2%
Cullen Mixed Use District	99.6	0.2%
Garden/O'Day Mixed Use Dist	559.1	1.3%
Light Industrial	3,799.0	8.5%
Industrial	1,178.3	2.6%
Business Commercial	910.4	2.0%
Airport	295.0	0.7%
Major Nodes	152.5	0.3%
Minor Retail Node	192.8	0.4%
Residential Retail Nodes	26.3	0.1%
Totals	44,504.6	100.0%

* NOTE: All calculations were made using Geographic Information System (GIS) data and mapping and are intended for general planning purposes only as the data is approximate and does not have the accuracy of on-the-ground land surveys.

Acreages



- 62% in residential categories
 - 38.7% in low density residential
 - 1.2% in high density residential
- 11% in industrial categories
- 6.5% in parks, open space
- 2.6% in Lower Kirby Urban Center
- 1.1% (495 acres) in storm water detention

Near-Term Action Priorities

Compilation of Strategic Actions



DRAFT MAY 2015

TABLE 9.1

Priority Action Tasks

	Section	Year 1	Years 2-3	3+ Years	Capital Projects	Policies and Programs	Regulations and Standards	Partnerships and Coordination	More Targeted Planning	Action Type	Action Leaders
		Initiate									
COST OF GROWTH / LAND USE STUDY											
Quantify fiscal implications of projected growth and land use including build-out of remaining developable land. Use as tool for evaluating "what if" scenarios.	Section 2: Growth Capacity and Infrastructure Strategic Priority 1	X								■	<ul style="list-style-type: none"> Finance Administration Planning
UTILITY MASTER PLAN UPDATES											
Regularly update Water, Wastewater and Drainage master plans given pace of growth and land development. Place more focus on renewal and maintenance of existing systems plus expansion.	Section 2: Growth Capacity and Infrastructure Strategic Priority 2	X	X		■					■	<ul style="list-style-type: none"> Engineering and Capital Projects Public Works
ANNEXATION PLANNING											
Complete detailed service planning and initiate necessary procedures for phased annexation activity, building on the Annexation Outlook portion of this plan.	Section 2: Growth Capacity and Infrastructure Strategic Priority 3	X			■					■	<ul style="list-style-type: none"> Planning
STATE HIGHWAY 288 CORRIDOR IMPROVEMENTS											
Ongoing advocacy to complete the project. Continued investment in related local aesthetic enhancements.	Section 3: Mobility Strategic Priority 1	Ongoing			■					■	<ul style="list-style-type: none"> City Council Administration Engineering and Capital Projects
TARGETED MOBILITY PROJECTS											
Ongoing investment in street construction/rehabilitation and traffic signal upgrades, with consistent and adequate local funding, as available.	Section 3: Mobility Strategic Priority 2	Ongoing			■			■		■	<ul style="list-style-type: none"> Engineering and Capital Projects Public Works
SIDEWALK NETWORK UPGRADES											
Ongoing sidewalk repair/replacement and new installations to enhance safety and provide non-driving options, especially in targeted areas (e.g., neighborhoods, Old Town).	Section 3: Mobility Strategic Priority 3	Ongoing			■	■				■	<ul style="list-style-type: none"> Engineering and Capital Projects Public Works
GREATER HOUSING VARIETY											
Explore potential Unified Development Code (UDC) amendments to allow, by right, more diverse housing types and mixing of types within developments while preserving a greater amount of permanent open space.	Section 4: Housing and Neighborhoods Strategic Priority 1	X			■	■				■	<ul style="list-style-type: none"> Planning
REGULATORY RELIEF FOR REDEVELOPMENT											
Explore new or amended UDC provisions that would allow relaxation of standards that can deter redevelopment activity, subject to certain parameters and potential mitigation measures.	Section 4: Housing and Neighborhoods Strategic Priority 2	X			■	■				■	<ul style="list-style-type: none"> Community Development

CVB Convention and Visitors Bureau
 PAAC Pearland Alliance for Arts and Culture
 PEDC Pearland Economic Development Corporation

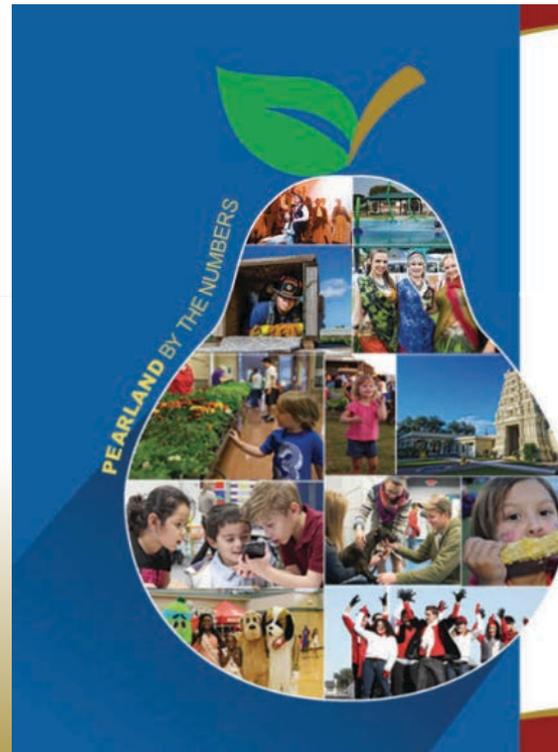
	Section	Year 1	Years 2-3	3+ Years	Capital Projects	Policies and Programs	Regulations and Standards	Partnerships and Coordination	More Targeted Planning	Action Type	Action Leaders
		Initiate									
EXPANDED FOCUS ON NEIGHBORHOODS											
Focus more resources from across City government on neighborhood-level needs, patterned after best practices in other cities for developing citizen leaders and providing a single point of contact for residents and neighborhood organizations for problem solving and outreach programs (including to better target code compliance in older areas).	Section 4: Housing and Neighborhoods Strategic Priority 3	Ongoing				■		■	■	■	<ul style="list-style-type: none"> Community Development
PEARLAND 20/20 STRATEGIC PLAN IMPLEMENTATION											
Ongoing implementation of key economic development plan initiatives involving mobility, commercial corridors, recreation/cultural assets, beautification, Lower Kirby district, multi-use events center, education/workforce, and internal/external marketing.	Section 5: Economic Development	Ongoing			■	■	■	■	■	■	<ul style="list-style-type: none"> PEDC Community Development Engineering and Capital Projects CVB Parks and Recreation Keep Pearland Beautiful
CULTURAL ARTS PLAN											
Through the Pearland Alliance for Arts and Culture, develop a plan to nurture the arts community and support local/regional networking. Also pursue a state-recognized "Cultural District" with clustered event spaces and activities.	Section 6: Parks and Tourism Strategic Priority 1	X								■	<ul style="list-style-type: none"> PAAC CVB
MULTI-PURPOSE EVENTS VENUE / CONVENTION CENTER											
Build partnerships and pursue cost-sharing arrangements for eventual construction of such a facility in a strategic, accessible location, with flex spaces for varied events, ample parking, and designed for phased expansion.	Section 6: Parks and Tourism Strategic Priority 2		X		■					■	<ul style="list-style-type: none"> PAAC PEDC CVB Engineering and Capital Projects
UNIFIED DEVELOPMENT CODE (UDC) UPDATES											
Draft for consideration a set of UDC updates involving potential changes to the Cluster Development Plan provisions, a possible new residential "flex" district, and an updated parkland dedication and fee-in-lieu structure.	Section 7: Land Use and Character Strategic Priority 1	X				■	■			■	<ul style="list-style-type: none"> Planning Parks and Recreation
NEIGHBORHOOD-LEVEL AND SPECIAL AREA PLANNING											
Complete more detailed planning for particular neighborhoods, especially to obtain more "grass roots" citizen input. Also continue planning for key areas as done for the Old Townsite and Lower Kirby Urban Center. Also revisit Lower Kirby planning to elaborate on transit-oriented development (TOD) scenarios.	Section 7: Land Use and Character Strategic Priority 2	X						■	■	■	<ul style="list-style-type: none"> Planning PEDC

■ Primary Action Type
 ■ Secondary Action Type

Plan Implementation and Keeping the Plan RELEVANT



- Monitor and report progress
- Annual plan review – amend as needed
- 5-year evaluation and interim plan update
- 10-year full plan update



CITY OF PEARLAND
CALENDAR
& ANNUAL
REPORT
2015



You're in the Right Place