AGENDA – WORKSHOP OF THE PLANNING & ZONING COMMISSION OF THE CITY OF PEARLAND, TEXAS, TO BE HELD ON MONDAY, JUNE 4, 2012, AT 6:30 P.M., IN THE 2ND FLOOR CONFERENCE ROOM, CITY HALL, 3519 LIBERTY DRIVE, PEARLAND, TEXAS.

I. CALL TO ORDER

II. PURPOSE OF THE WORKSHOP:

1. **COMMISSION INPUT AND DISCUSSION: GRAND AVENUE MASTER PLAN**. *Presentation by Ms. Lata Krishnarao, Director of Community Development and Mr. Matt Buchanan, President of Pearland Economic and Development.*

2. **COMMISSION INPUT AND DISCUSSION: LOWER KIRBY DEVELOPMENT PLAN.** *Presentation by Ms. Lata Krishnarao, Director of Community Development and Mr. Matt Buchanan, President of Pearland Economic and Development.*

III. ADJOURNMENT

This site is accessible to disabled individuals. For special assistance, please call Young Lorfing at 281-652-1840 prior to the meeting so that appropriate arrangements can be made.

I, Judy Brown, Office Coordinator for Community Development of the City of Pearland, Texas, do hereby certify that the foregoing agenda was posted in a place convenient to the general public at City Hall on the 31st day of May 2012, A.D., at 5:30 p.m.

_____
Judy Brown, Office Coordinator for Community Development

Agenda removed _____ day of June 2012.

JUNE 4, 2012
P&Z WORKSHOP

Workshop Item No. 1

1. **COUNCIL INPUT AND DISCUSSION:** REGARDING THE GRAND AVENUE DEVELOPMENT MASTER PLAN. *Ms. Lata Krishnarao, Director of Community Development and Mr. Matt Buchanan, President of Pearland Economic Development.*

AGENDA REQUEST
BUSINESS OF THE CITY COUNCIL
CITY OF PEARLAND, TEXAS

AGENDA OF: June 11, 2012	**ITEM NO.:** Workshop Item No. 1
DATE SUBMITTED: May 9, 2012	**DEPARTMENT OF ORIGIN: Planning**
PREPARED BY: Lata Krishnarao	**PRESENTOR: Lata Krishnarao**
REVIEWED BY: Mike Hodge	**REVIEW DATE: May 14, 2012**

SUBJECT: Grand Avenue Master Plan

EXHIBITS: Draft Grand Avenue Master Plan, Letter from Old Townsite Business Coalition.

EXPENDITURE REQUIRED: **AMOUNT BUDGETED:**
AMOUNT AVAILABLE: **PROJECT NO.:**
ACCOUNT NO.:

ADDITIONAL APPROPRIATION REQUIRED:
ACCOUNT NO.:
PROJECT NO.:

To be completed by Department:
☐ **Finance** ☐ **Legal** ☐ **Ordinance** ☐ **Resolution**

EXECUTIVE SUMMARY

City of Pearland has been working with Powers Brown Architects for the past few months on formulating development guidelines for Grand Avenue area.

In 2006, the design firm of H3 Studio was hired by the city to prepare a plan for the Old Town Site. The development plan and zoning guidelines were adopted by the city in 2006. Subsequently, it was realized that the anticipated growth, market forces, prevailing development patterns, and phasing of improvements would not support high density, compact development as proposed and that the development guidelines needed to be modified to respond to current conditions. With the assistance of a task force, city amended the development guidelines to provide flexibility to allow “traditional” suburban kind of developments.

Since then the Old Townsite Business Coalition has been established and they have evidenced interest in exploring measures that would provide a better identity and a sense of place to downtown.

A need for a better defined vision was also necessary to ensure that utilities, sidewalks and other public improvements that were identified in the city's Capital Improvement Plan were undertaken in a manner that supported the long term vision.

Pearland Economic Development Corporation and Planning Department serve as staff liaison to the Oldtown Site Coalition. These departments, in conjunction with City Administration, have been working with the consultants over the past few months to identify this "downtown core" and explore options to facilitate future development of this area as a focal point of Oldtown Site.

Grand Avenue was identified as an appropriate site based on the following:

1. Grand Avenue (north of Broadway) has existing elements that already serve to provide a strong sense of identity that is unique from other areas of downtown.
2. Adjoining uses along Grand Avenue, north and south of Broadway consist of public and semipublic uses that bring in people from surrounding areas. These uses include churches, community college, day care, senior center, and private and state offices.
3. Grand Avenue has an existing right of way that is conducive for most of the improvements to take place within the right of way.
4. It is a central location in the "east side" of Pearland that would provide a place for citizens to gather and activities to happen, as desired by the east side resident.
5. Vacant and under-developed land exists along Grand Avenue that has potential for future development.

In addition to identifying improvements for Grand Avenue, the Plan also emphasizes the need for development guidelines for adjoining properties to ensure that a pedestrian friendly environment is created. The Plan recommends adoption of form based codes to ensure that buildings define the street, and the interface between the buildings (private realm) and the street (public realm) happens in a manner that is attractive to pedestrian and encourages outdoor activities. Form based codes will also allow flexibility and mix of uses, that would be difficult to achieve in traditional zoning.

The Plan acknowledges that the old airport site at the culmination of Grand Avenue (south of Walnut Street) provides opportunities to be an integral part of this plan, and serve as a focal point.

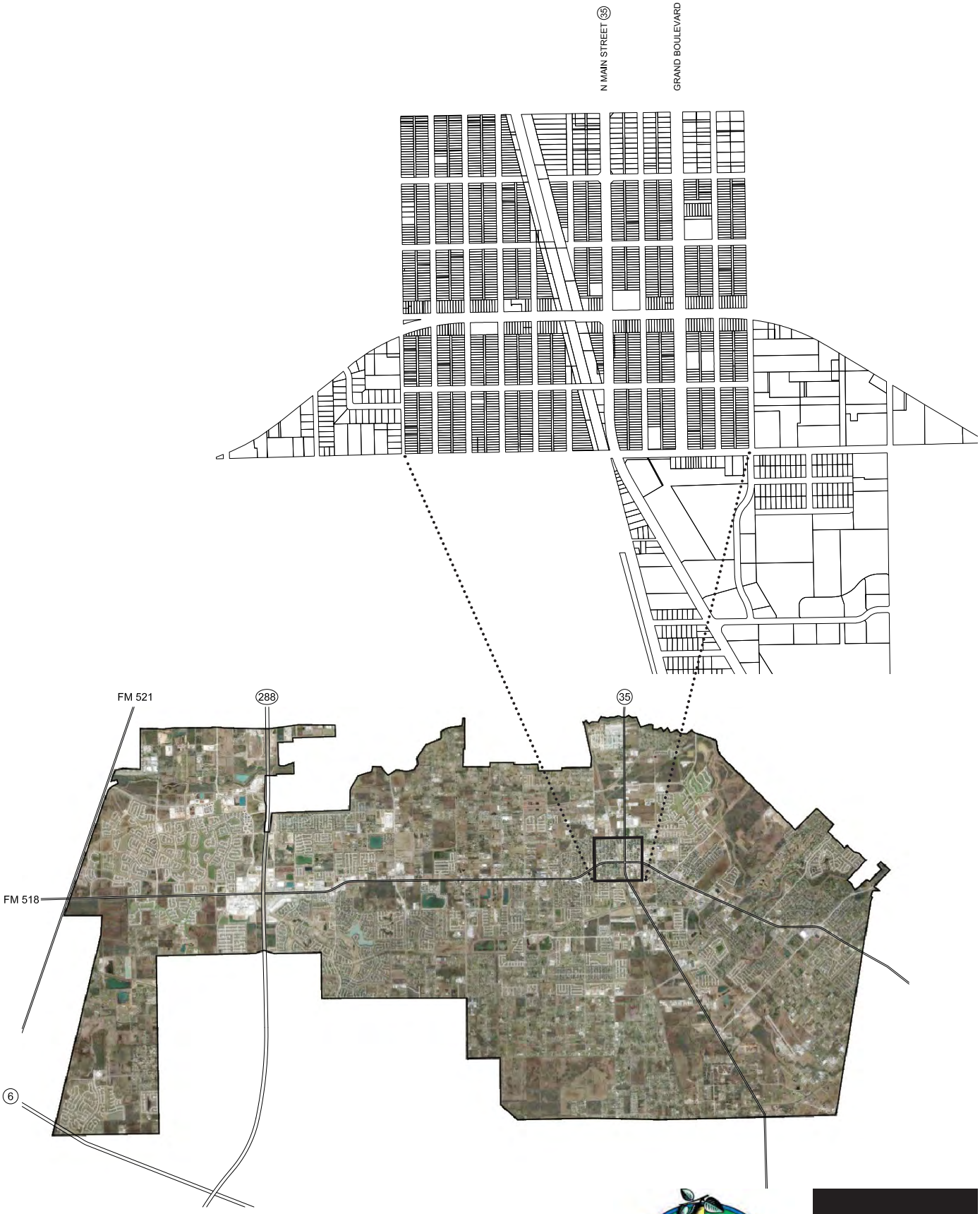
While this Plan encourages similar urban design principles as the H3 Studio Plan, one major difference between this Plan and the Plan proposed by H3 Studio is the scale. While the H3 Studio's plan envisioned a denser development with 3-4 story high buildings and high density residential, this Plan responds to the existing growth patterns and allows a smaller scale development that would be comparable to existing densities in Pearland, similar to other smaller downtowns such as Fredricksburg, Bryan, etc.

Staff presented this Plan to the Old Townsite Business Coalition at two meetings in Spring of 2012, and their letter in support of the Plan has been included in the packet.

If the Council and Planning and Zoning Commission direct staff to proceed, next steps would to amend the City's Comprehensive Plan and Unified Development Code to incorporate the recommendations of the Plan.

RECOMMENDED ACTION

Conduct the workshop



GRAND BOULEVARD

Pearland Old Townsite

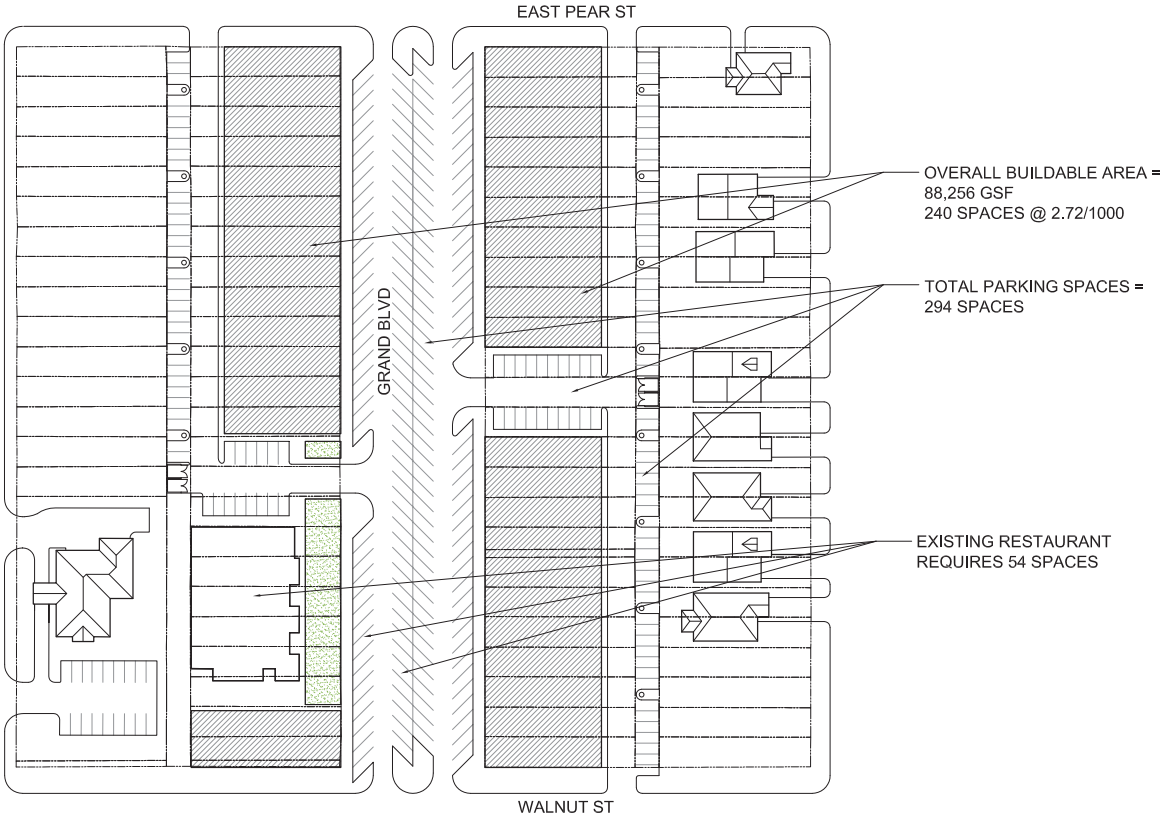
MASTERPLAN

powers
brown
archit
ecture

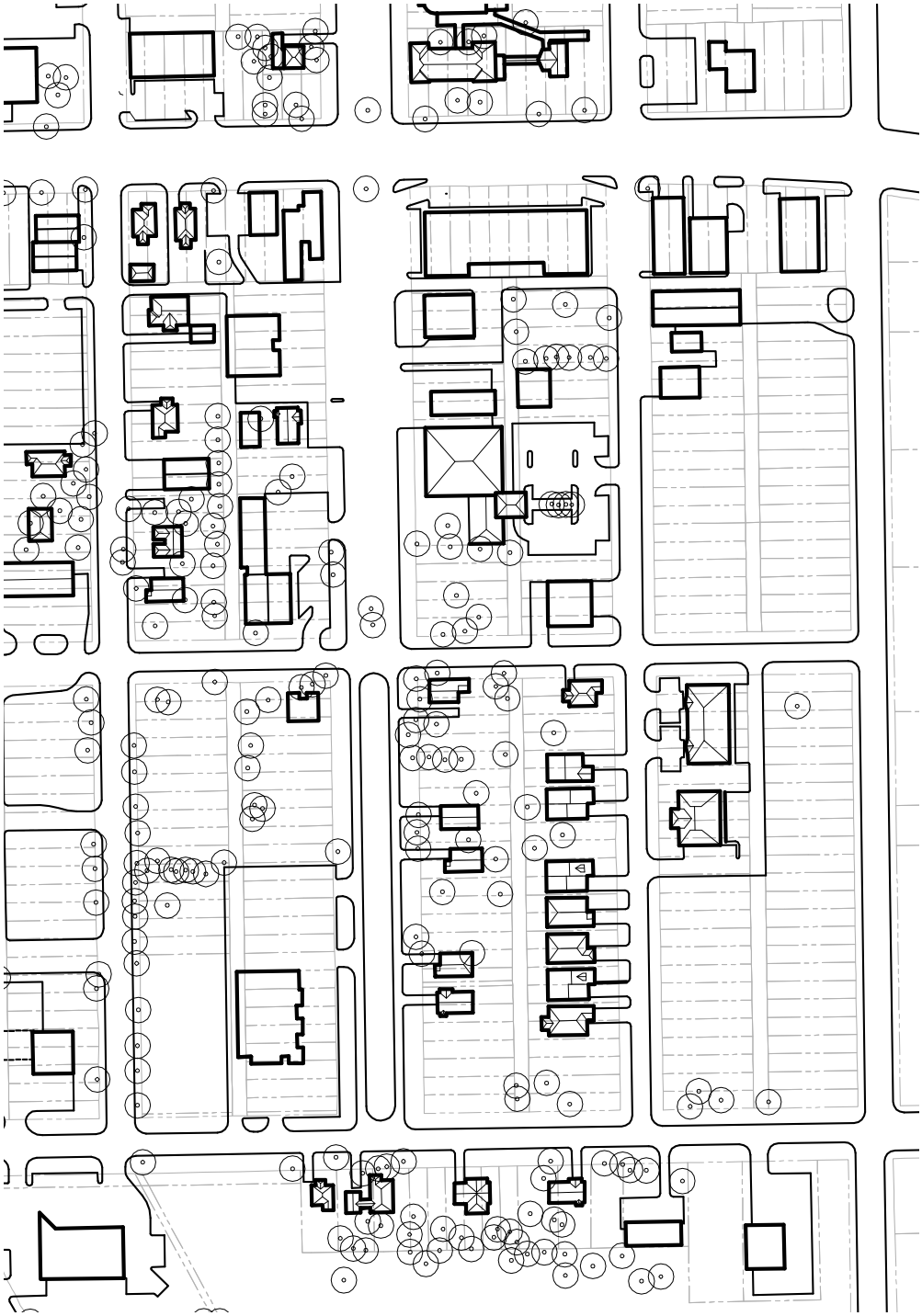
SUMMARY:

Pearland is an attractive market from a demographic standpoint, the median and average household incomes are at the levels required to support retail. However, since the Pearland Town Center development is a large and successful venue, it will be very difficult to compete or replicate any resemblance of that project within the Pearland town square. Both nation and regional retailers want to be in either established developments or in new developments that have high visibility. Therefore, I (Midway) feel the town square area will mainly attract local retailers and office users who are already in the area. Per our limited research and analysis, I feel a “boutique” retail and office development would be most appropriate. I would plan a development with an “old town square” feel and look at 10,000 – 15,000 of retail on the bottom floors,15,000 – 20,000 of office on the upper floors, and a nice central plaza for outdoor events/concerts/movies. Prospective retail tenants would include local restaurants, bakeries, coffee bars, wine bars, and local apparel. Prospective office tenants would include law offices, doctor offices, and maybe quasi-governmental agencies.

In summary, the site is attractive, but only for a “boutique play.” The Pearland Town Center development is going to receive the most attention from any branded retailer or restaurant, so the town square development will need to be a true community gathering place, leased by local firms.



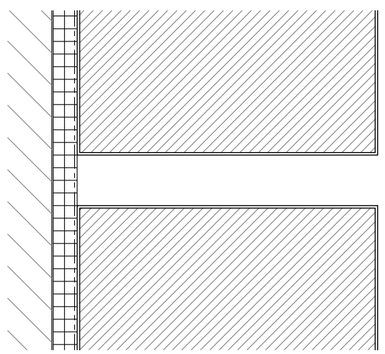
DEVELOPMENT POTENTIAL WITH OPTIMIZED PARKING ON **GRAND BOULEVARD**



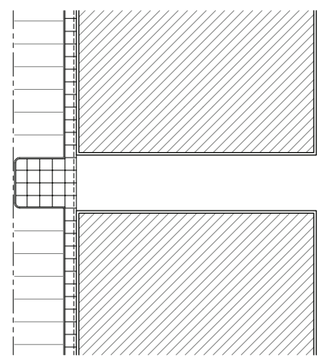
EXISTING SITE CONDITIONS

SETBACK OPTIONS

PARKING IN R.O.W. WITH BUILDING UP TO LOT LINE

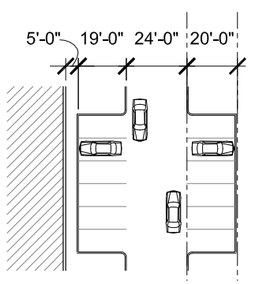


PARKING IN LOT LINE WITH 24' SETBACK

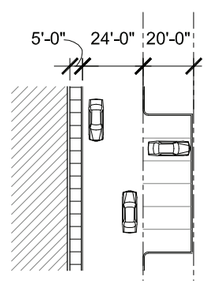


ALLEY OPTIONS

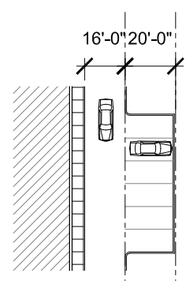
2-WAY DRIVE W/ DOUBLE LOADED PARKING CORRIDOR



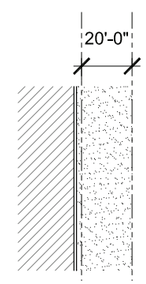
2-WAY DRIVE W/ SINGLE LOADED PARKING CORRIDOR



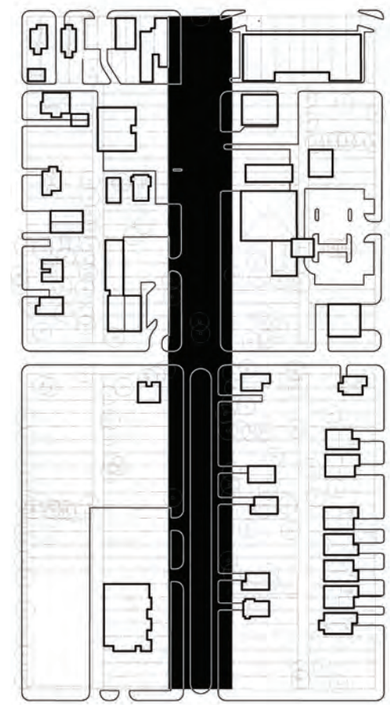
1-WAY DRIVE W/ SINGLE LOADED PARKING CORRIDOR



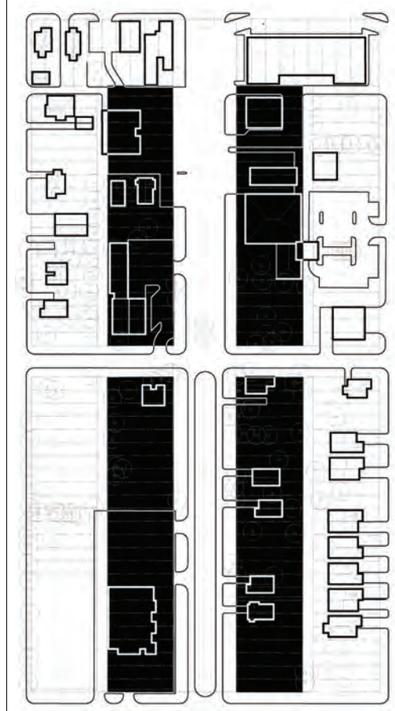
LANDSCAPED PEDESTRIAN WALKWAY



1) R.O.W.'S



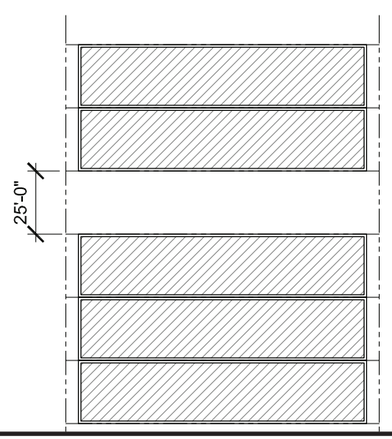
2) BUILDING LOTS



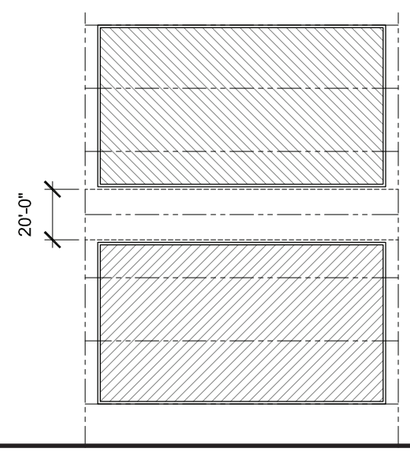
3) ALLEYS

PEDESTRIAN SETBACKS

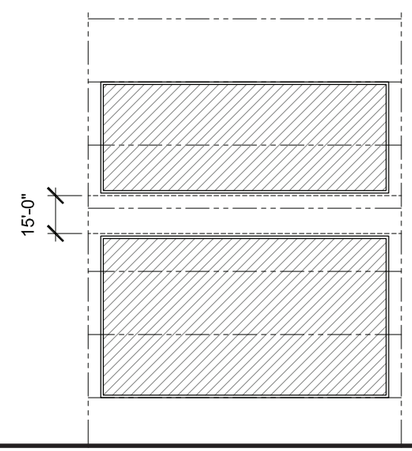
THREE 1-LOT BUILDINGS WITH 25' PEDESTRIAN CUT-THROUGH



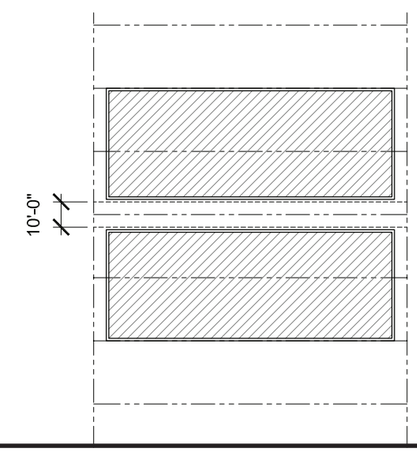
TWO 3-LOT BUILDINGS WITH 20' PEDESTRIAN CUT-THROUGH



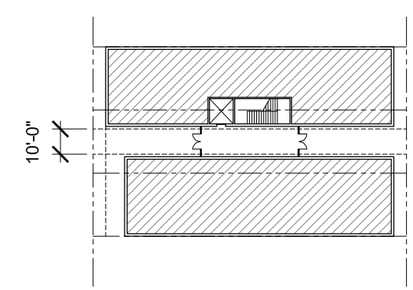
3-LOT BUILDINGS NEIGHBORING A 2-LOT BUILDING W/ 15' CUT-THROUGH



TWO 2-LOT BUILDINGS WITH 10' PEDESTRIAN CUT-THROUGH



2-STORY BUILDING WITH LOBBY CUT-THROUGH



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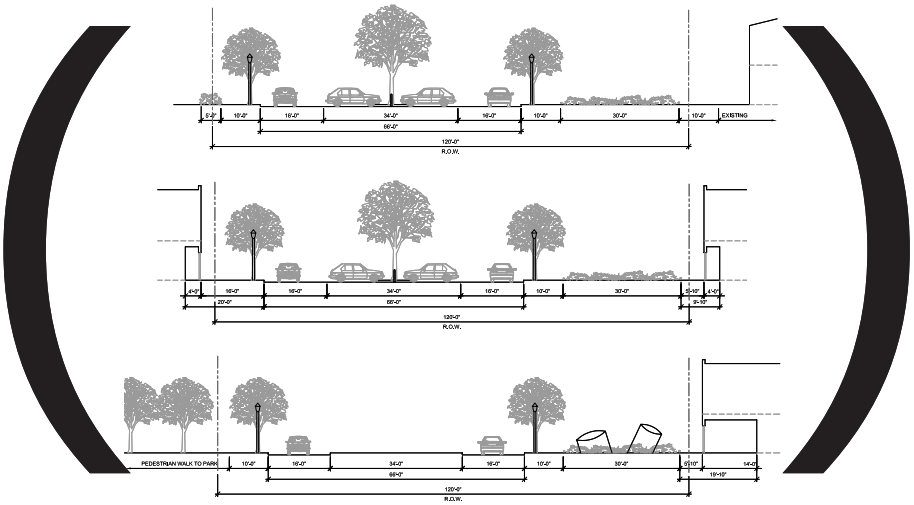
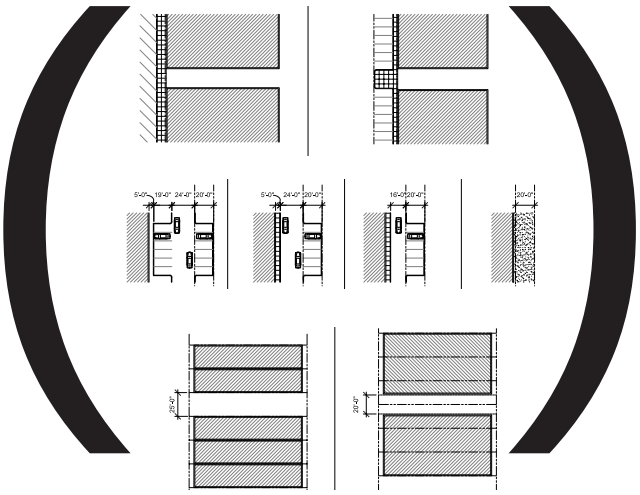
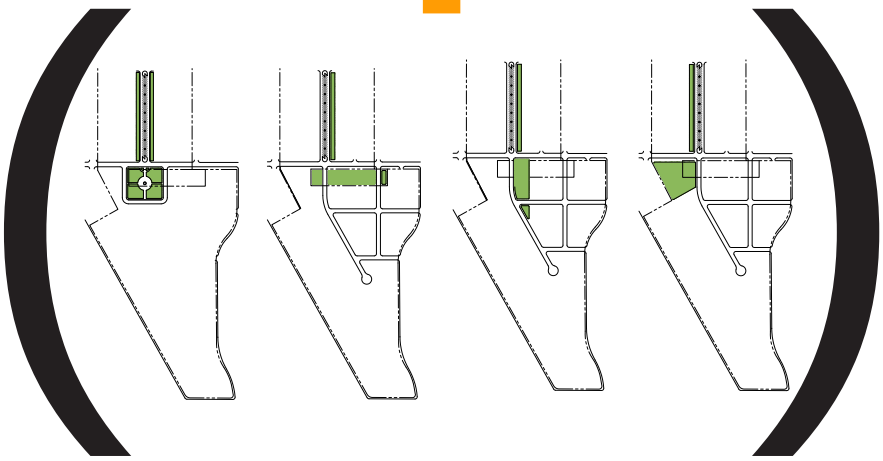


R.O.W.'S

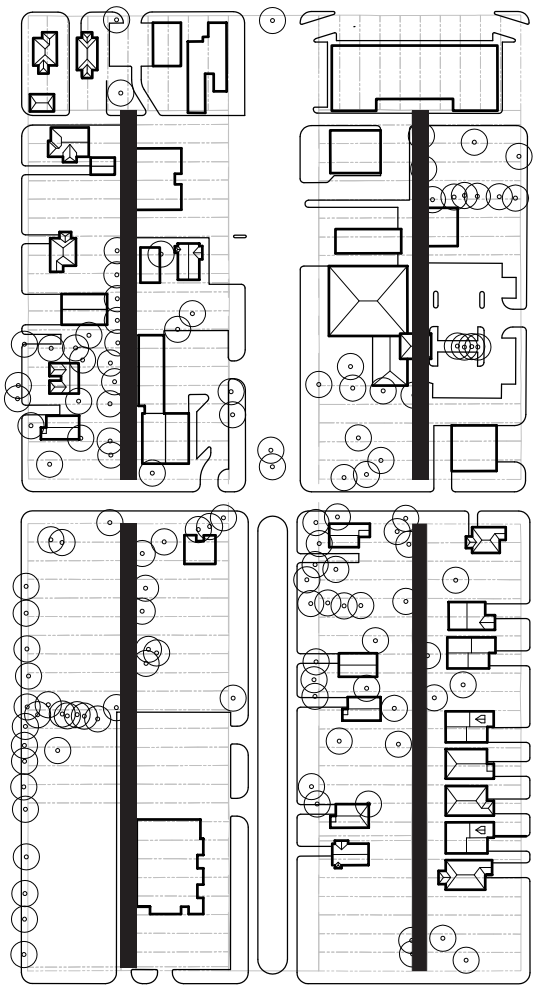


RULES



PARK STRUCTURE

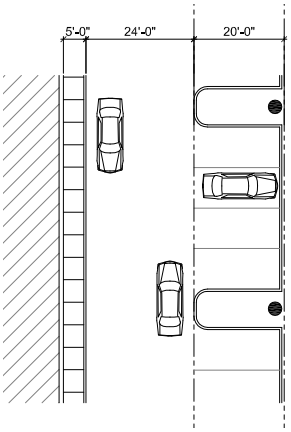
URBAN STRATEGY



▲ *Juanito's Restaurant*

**current precedent and code allows*

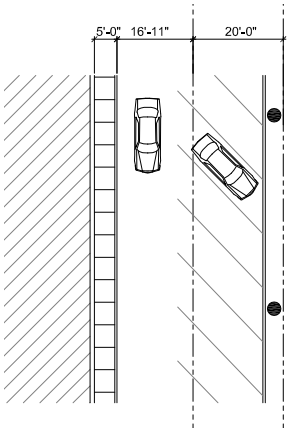
ZONES: PUBLIC ALLEYS



OPTION 01
90-degree parking with landscape islands at telephone poles

2-way drive for traffic and 5' pedestrian walk-way

building owners would be required to dedicate **29'-0"** of their property to the alley R.O.W.

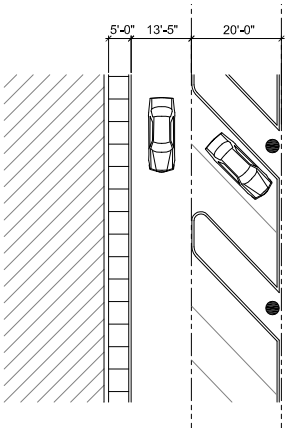


OPTION 02
4' landscape buffer to accomodate telephone poles

45-degree parking

one-way drive for traffic and 5' pedestrian walk-way

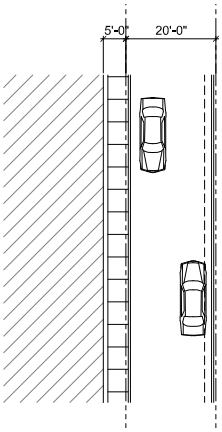
building owners would be required to dedicate **21'-11"** of their property to the alley R.O.W.



OPTION 03
45-degree parking with landscape islands at telephone poles

one-way drive for traffic and 5' pedestrian walk-way

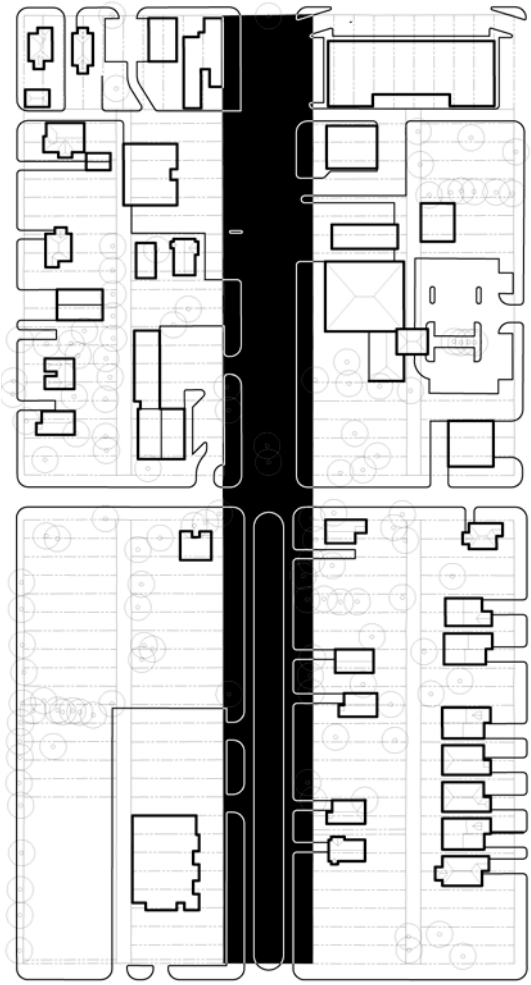
building owners would be required to dedicate **18'-5"** of their property to the alley R.O.W.

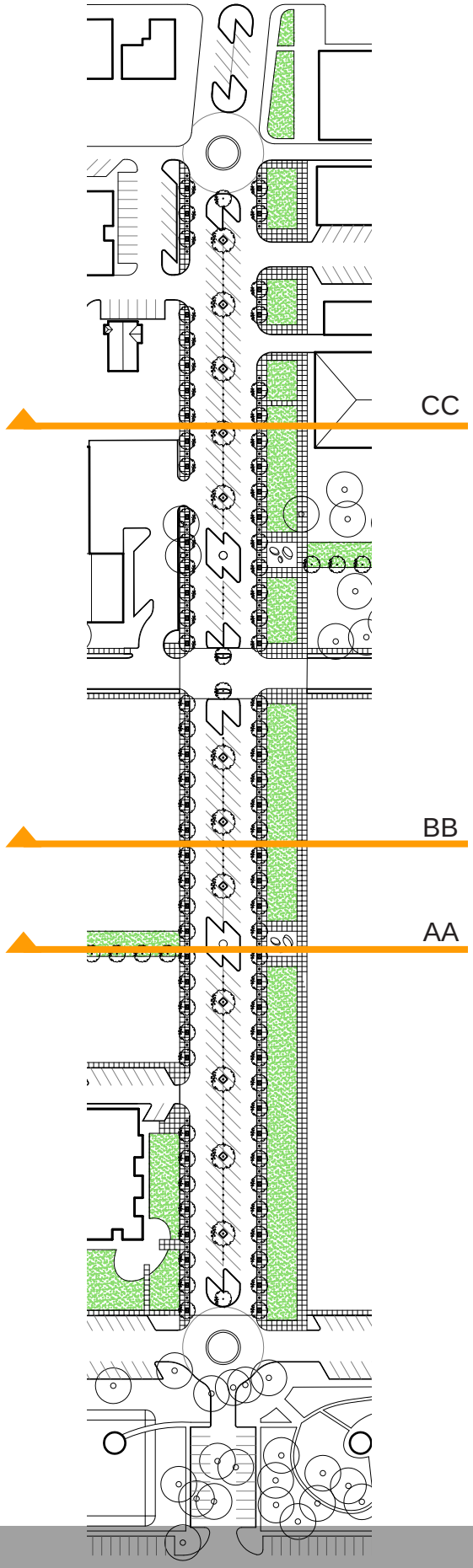


OPTION 04
20' 2-way drive for traffic and 5' pedestrian walk-way

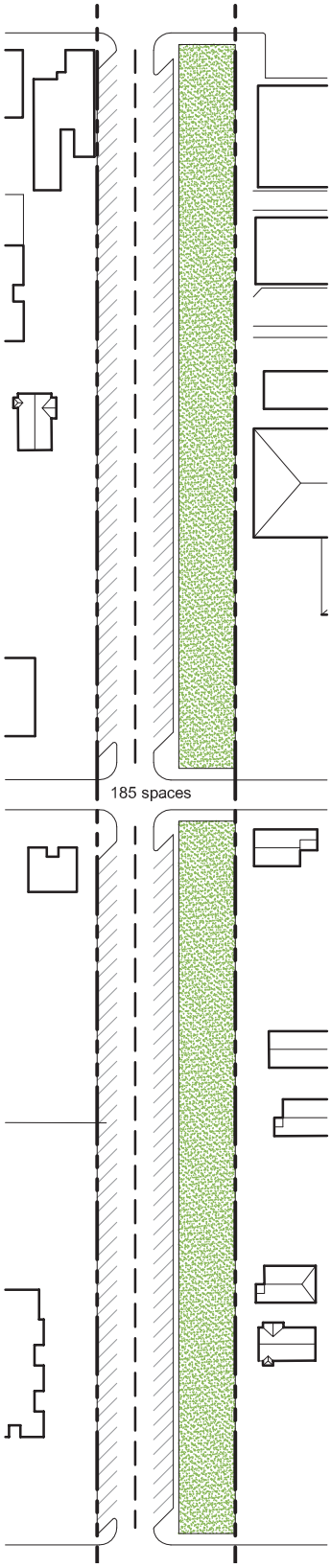
building owners would be required to dedicate **5'-0"** of their property to the alley R.O.W.*

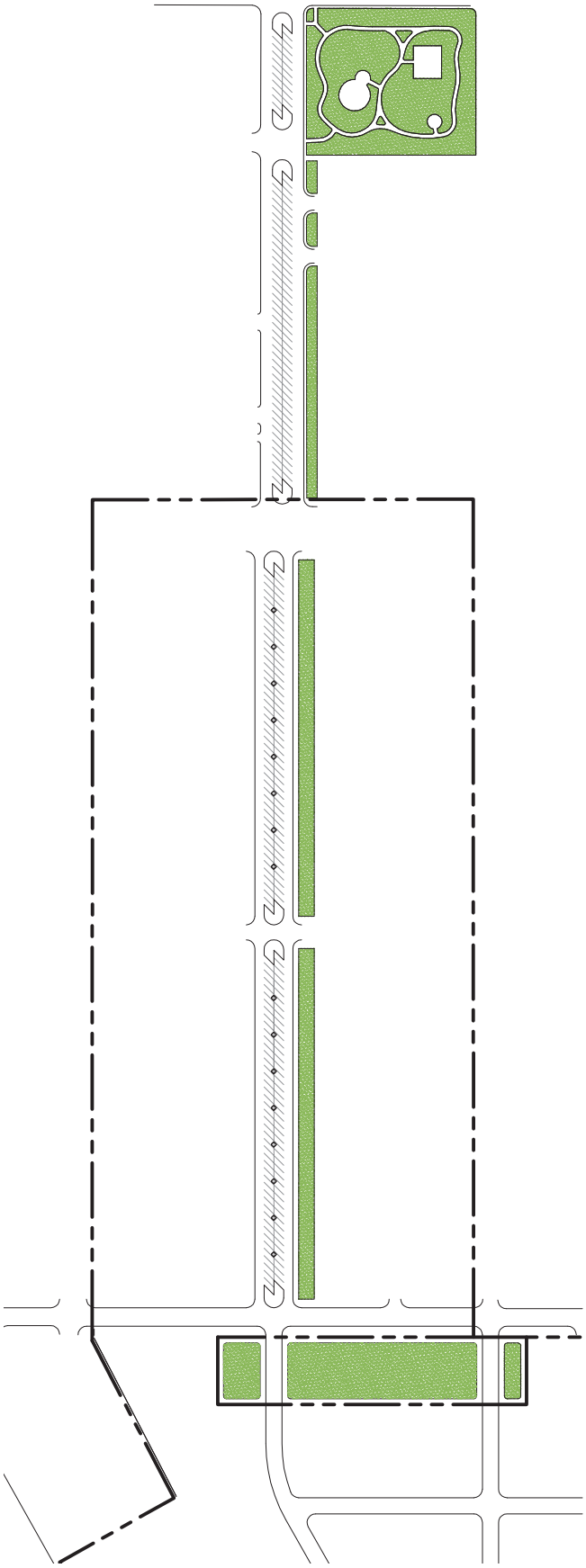
ZONES: OPTIONS FOR PARKING / DRIVEWAY LAYOUTS IN PUBLIC ALLEYS



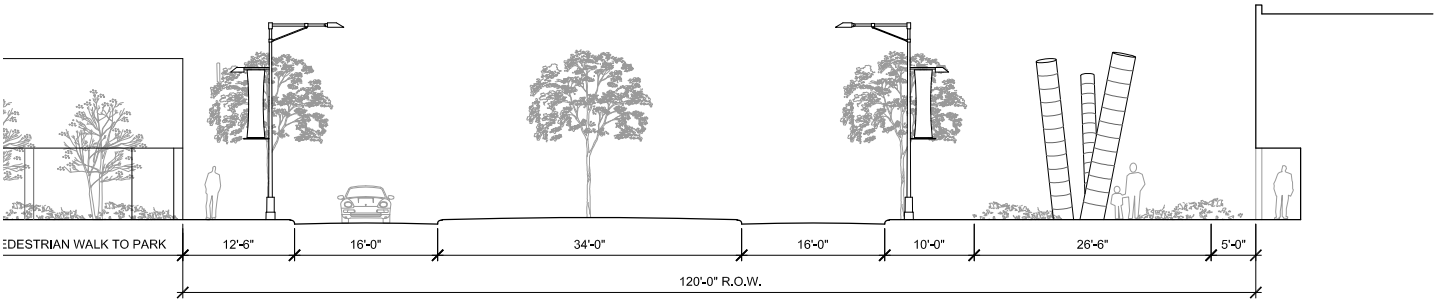


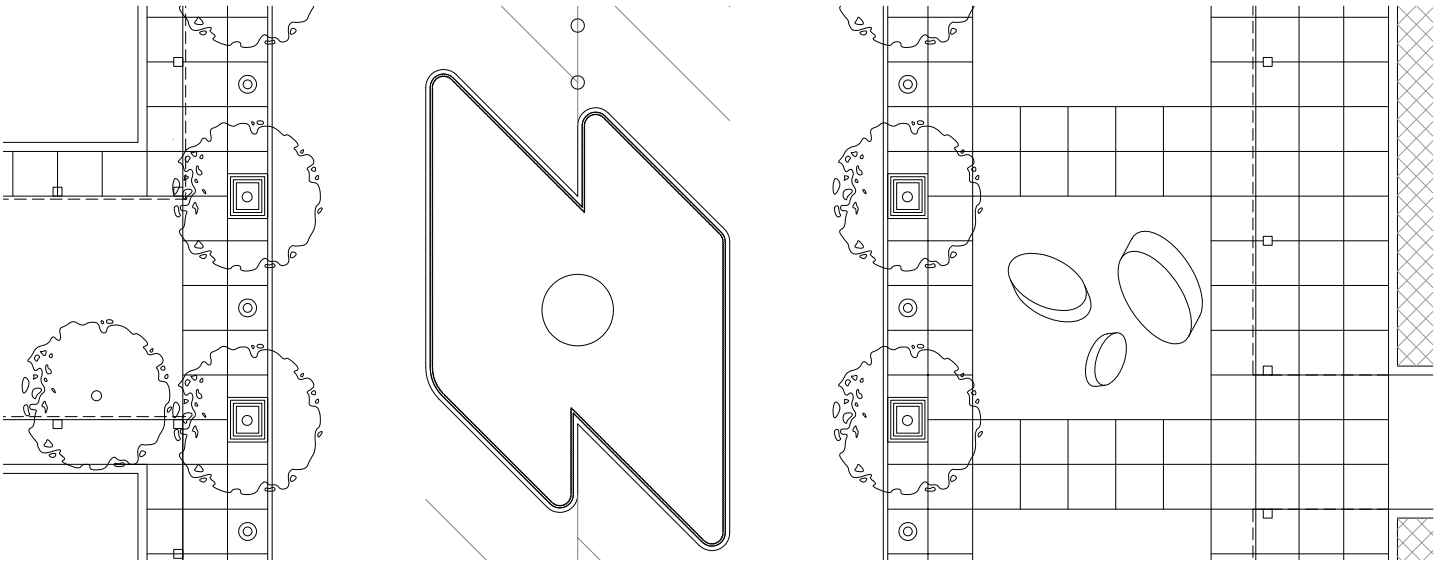
ZONES: RIGHT OF WAYS





ZONES: RIGHT OF WAYS - CONCEPT





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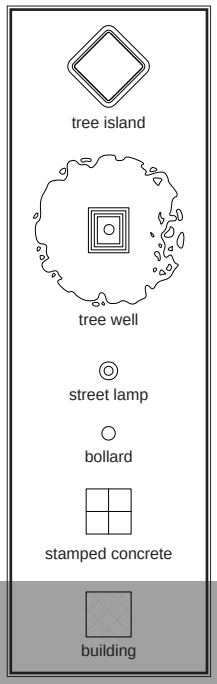
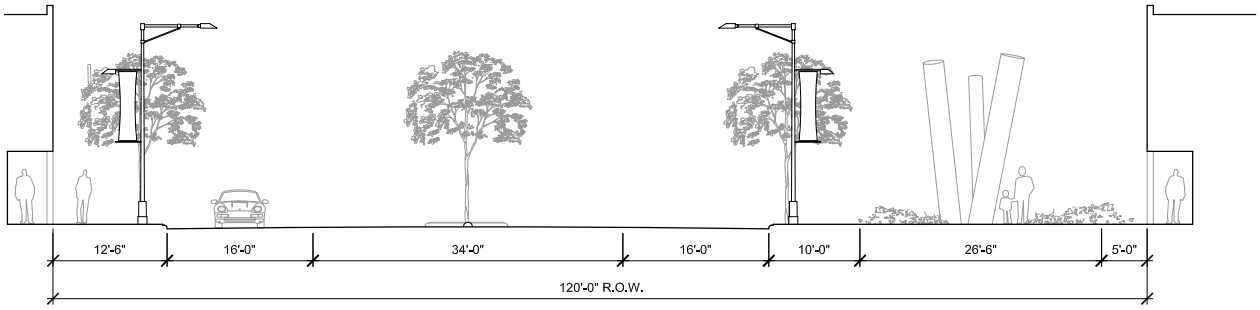
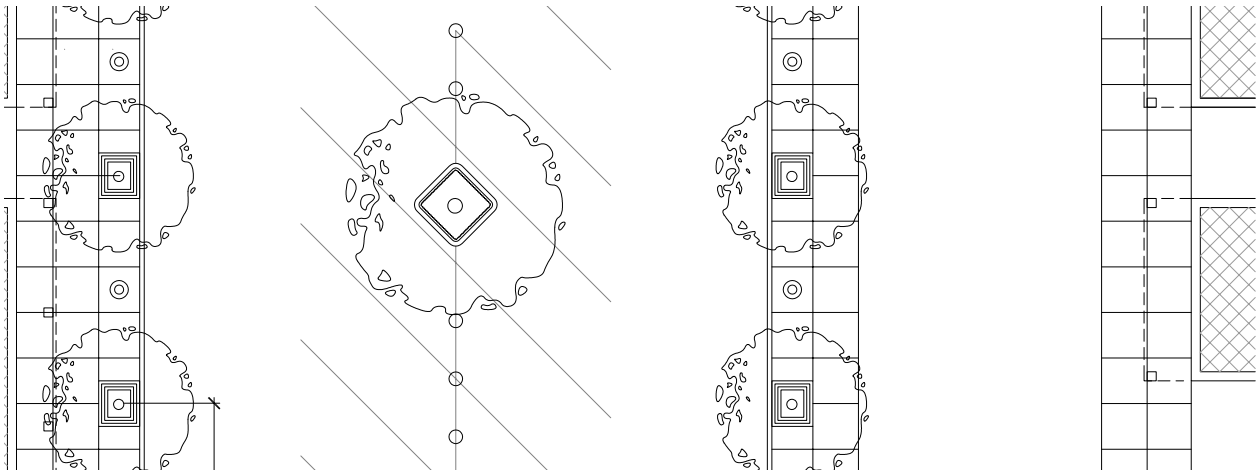
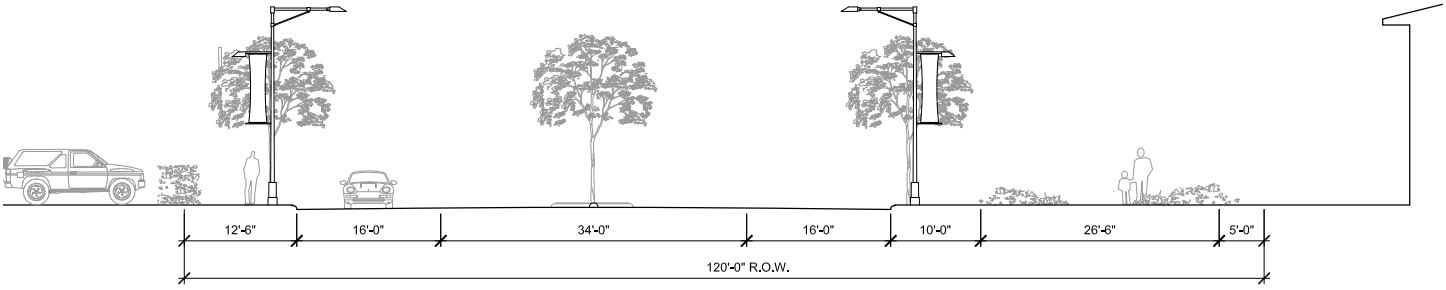
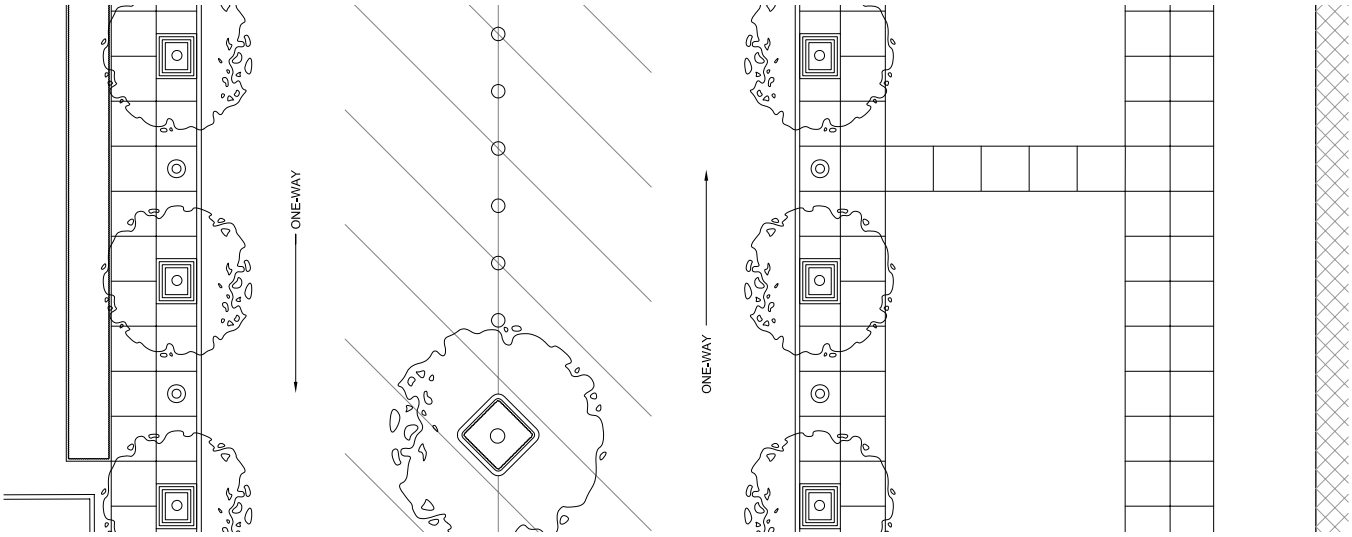


ZONES: RIGHT OF WAYS - SECTION AA

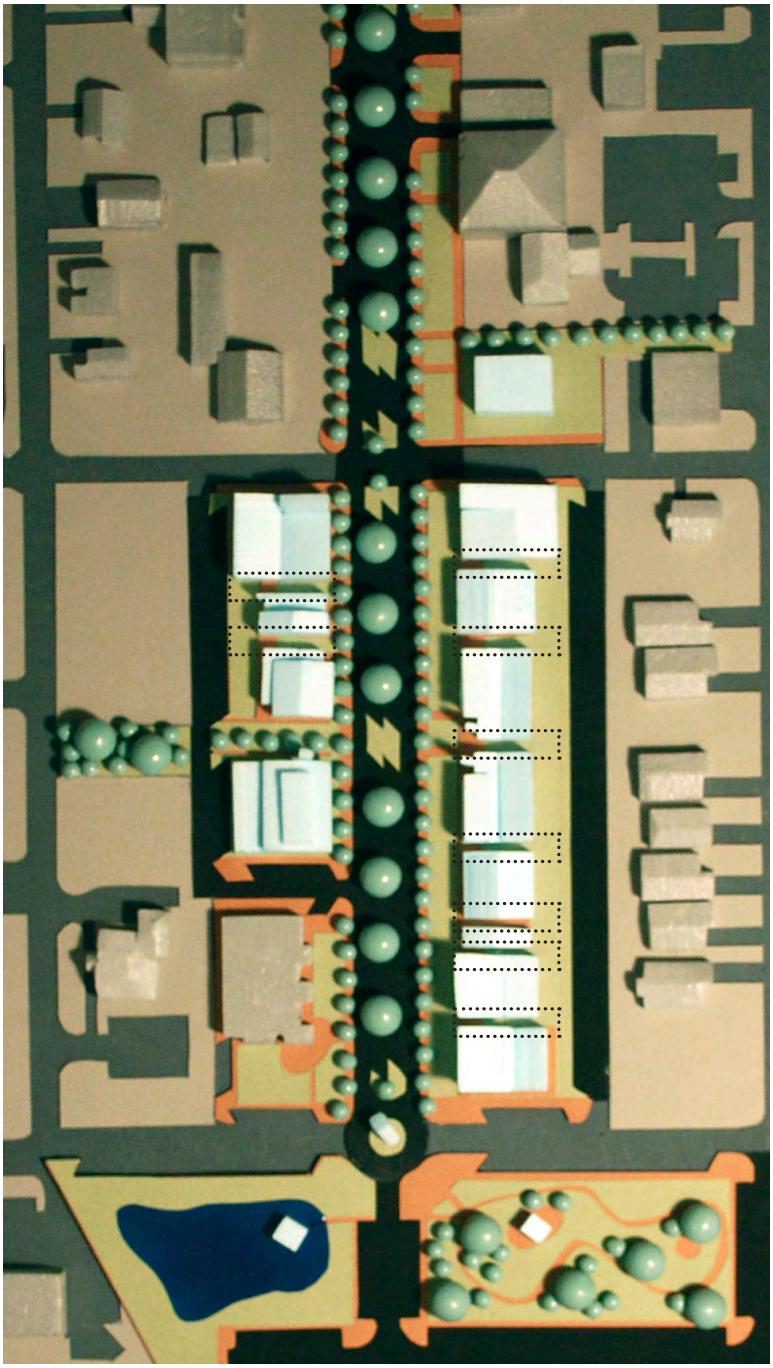




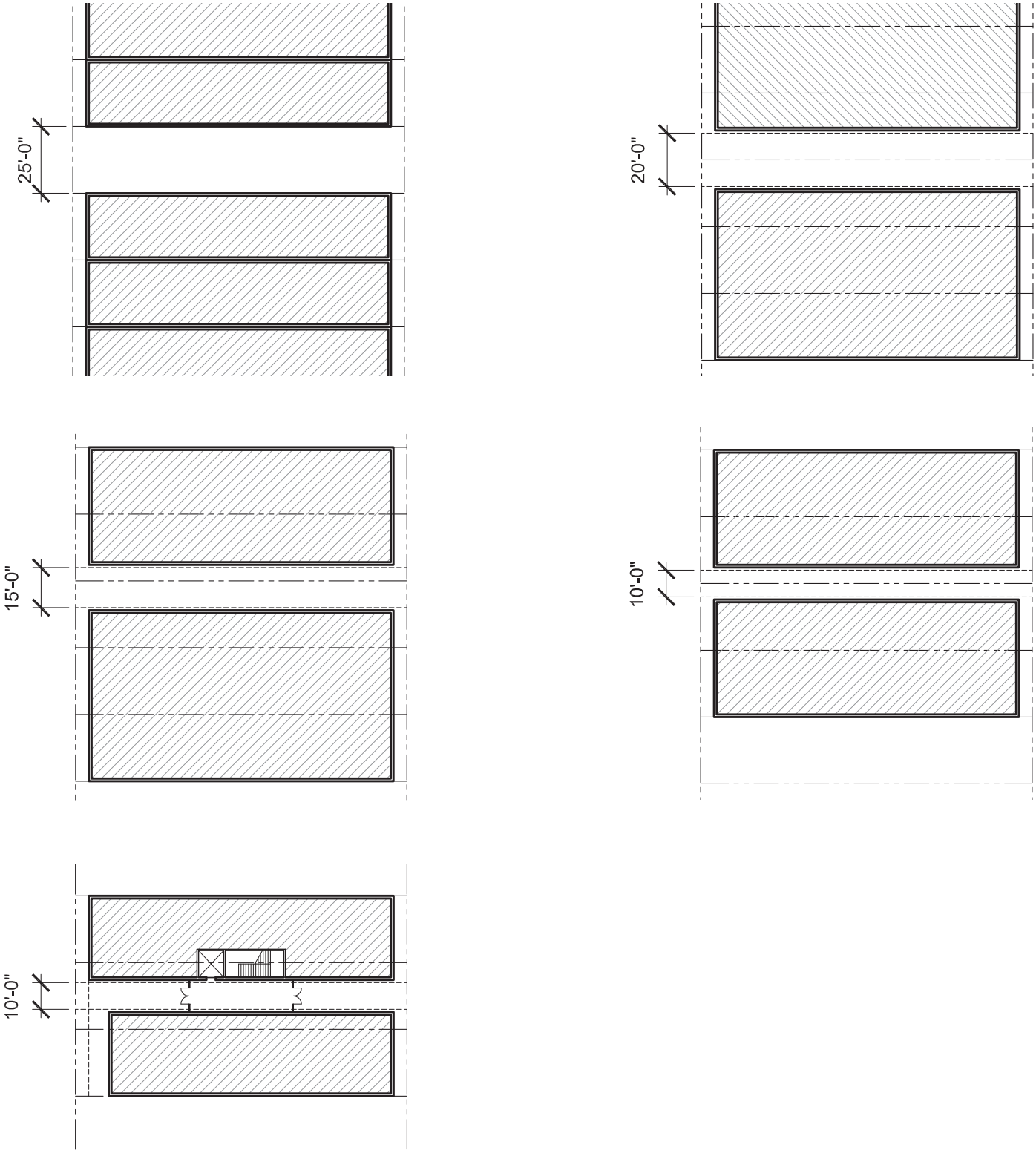




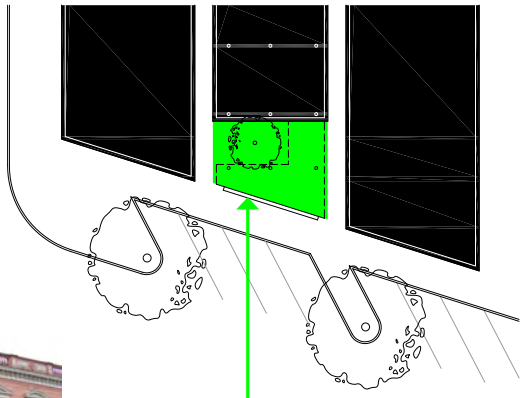
ZONES: RIGHT OF WAYS - SECTION BB | CC

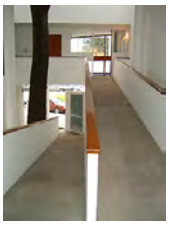


ZONES: BUILDABLE AREAS

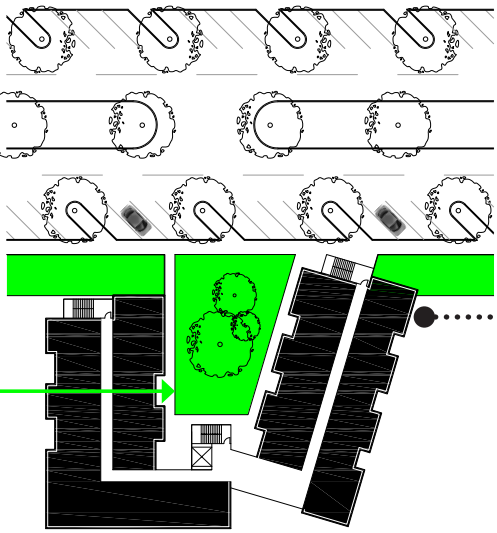


ZONES: BUILDABLE AREAS WITH PEDESTRIAN WALKWAYS

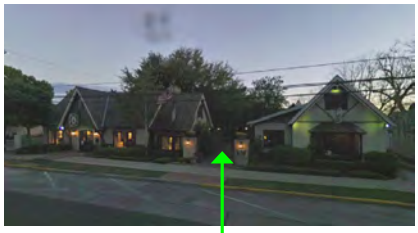


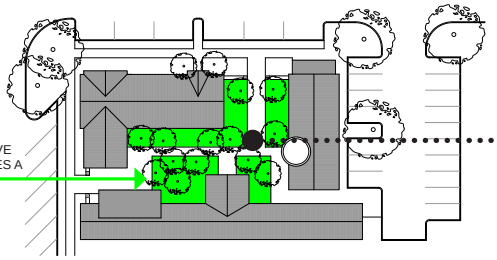


A SCREEN WALL CONTINUES
EXISTING STREET FABRIC
AND CREATES AN OFF-STREET
'POCKET PLAZA'



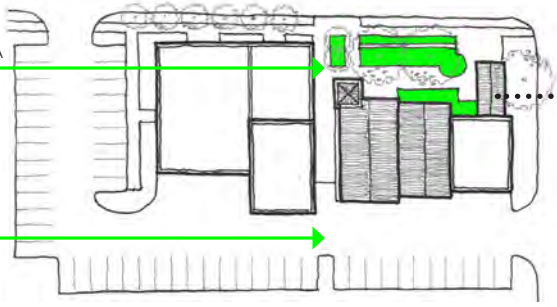
BUILDING FOOT PRINT
CREATES OPPORTUNITY
FOR **'FINGER PARK'**

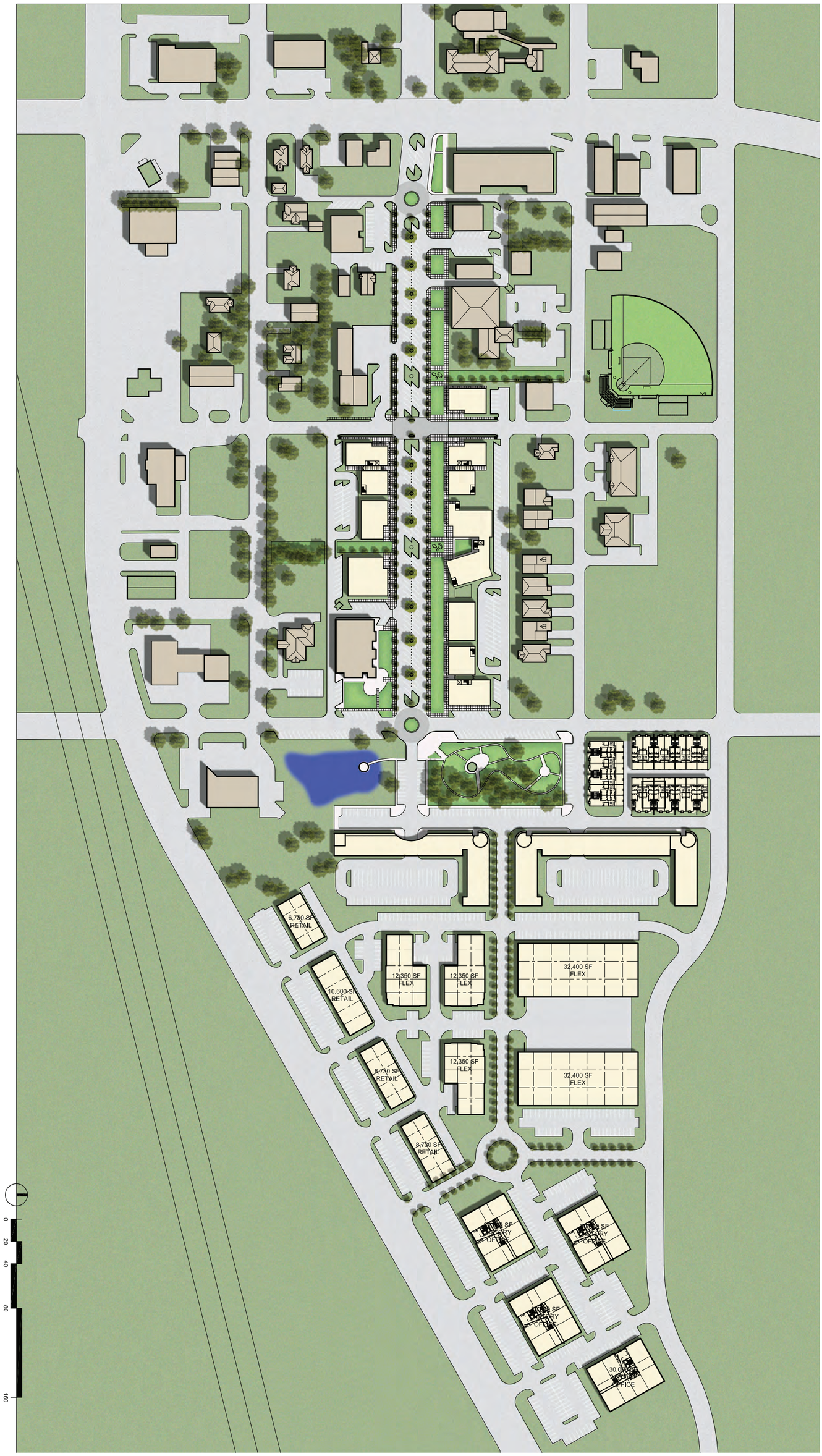




BUILDING PLACEMENT RELATIVE
TO EXISTING BUILDINGS CREATES A
'POCKET PLAZA'

ZONES: BUILDABLE AREAS - PROTOTYPES


BUILDING PLACEMENT RELATIVE TO EXISTING BUILDINGS CREATES A 'POCKET PLAZA'
PARKING LOCATED IN BACK OF PROPERTY



OVERALL MASTERPLAN

VEHICLE SCREEN

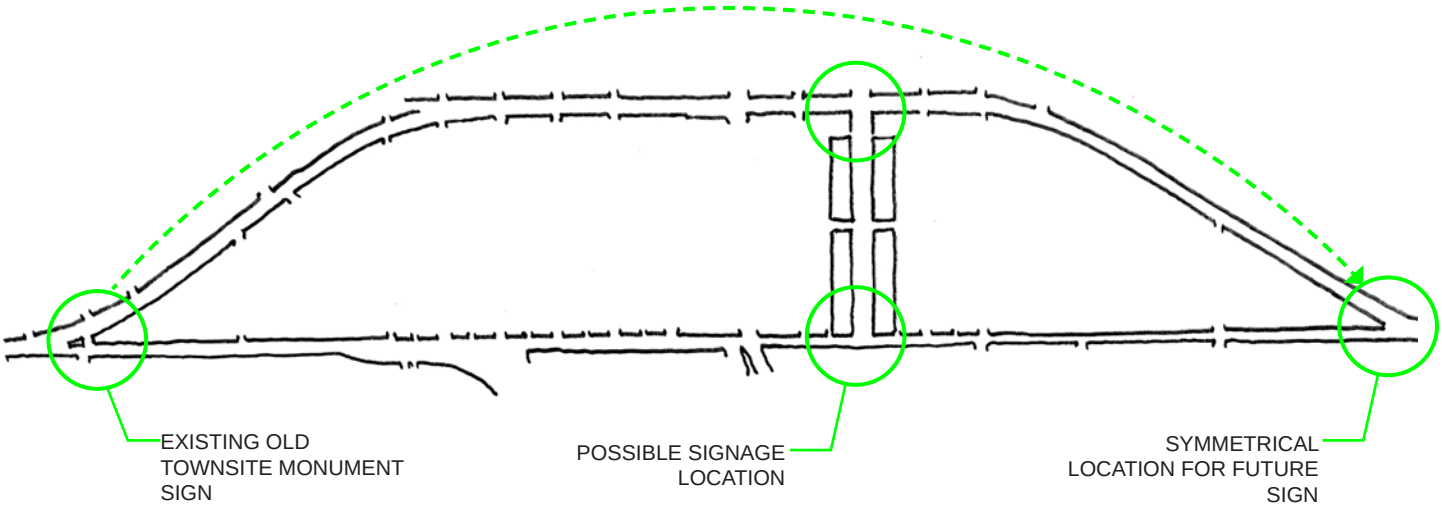
PUBLIC ARTWORK IDENTIFIES CONNECTION TO BASEBALL FIELD

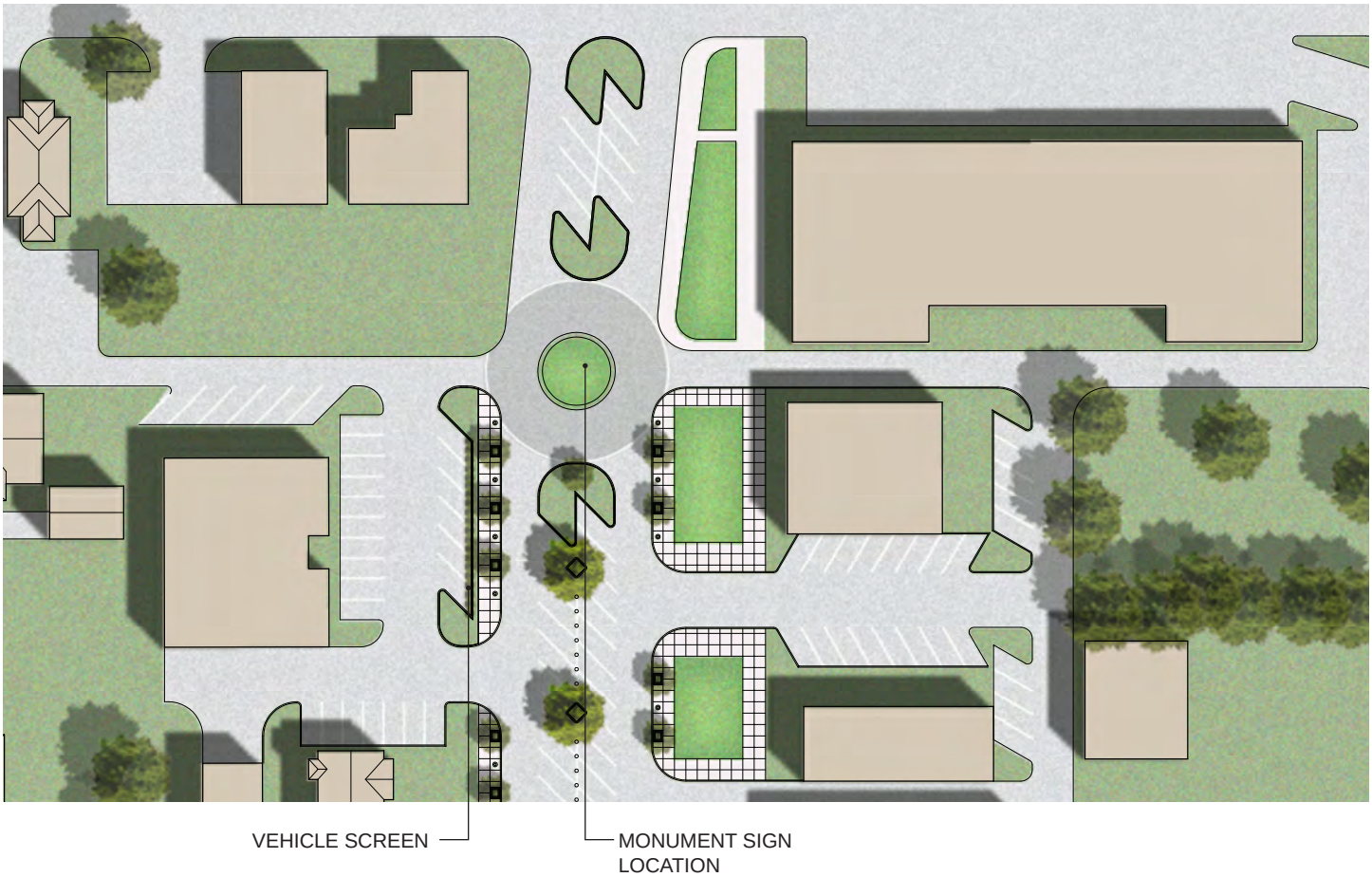
WALKABLE CONNECTION BASEBALL FIELD

DETAIL: BASEBALL CONNECTOR

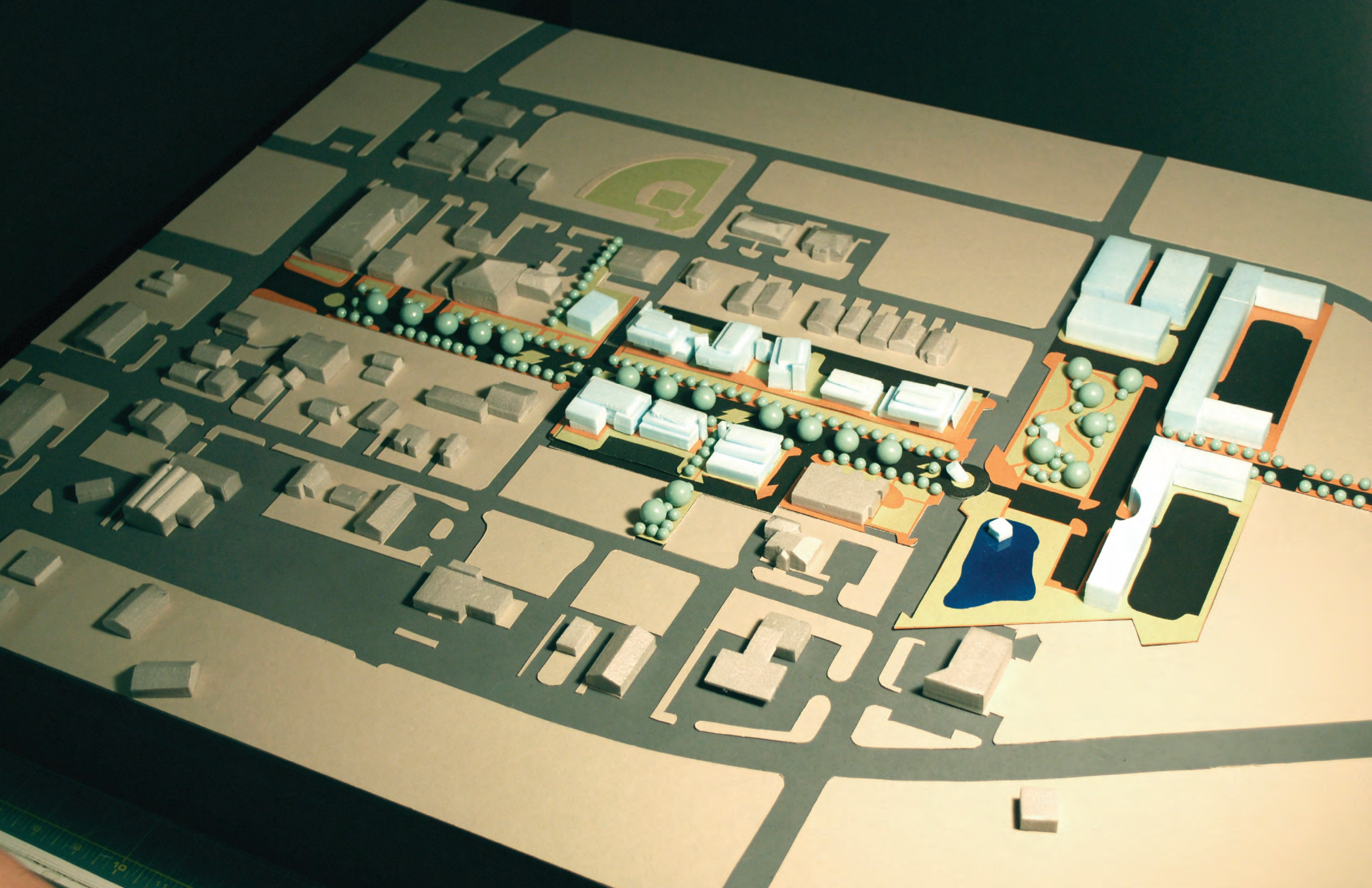
DETAIL: THE GROVE CONNECTOR

DETAIL: PARKS & SIGNAGE





DETAIL: MONUMENT SIGNS



VIEW FROM PROPOSED LINEAR PARK AREA

AERIAL VIEW OF MASTERPLAN

PEARLAND
• OLD TOWNSITE •

April 17, 2012

Lata Krishnarao, Director of Planning
City of Pearland
3519 Liberty Drive
Pearland, Texas 77581

Re: Grand Boulevard Master Plan

Dear Lata:

Thank you very much for attending the March 20, 2012 meeting of the Old Townsite Business Coalition. At this meeting Powers Brown Architects presented the Grand Boulevard Master Plan to the Coalition. We are excited to begin developing a vision and plan to redevelop this corridor and would like to voice our support for the plan as well as activities facilitating the realization of this vision. This plan will solidify a redevelopment vision for the south section of Grand Boulevard in the historic district of Pearland for a capital improvement project at a future date. By working with the private property owners, city staff will be able to identify opportunities to work together on common infrastructure and potential catalytic projects that will stimulate development and redevelopment activity.

As this endeavor moves forward, the Coalition would be glad to assist you with community outreach as well as support during Planning Department and City Council sessions where both zoning and funding are being considered.

Again, thank you very much for your assistance on this endeavor and we look forward to our continued partnership.

Sincerely,

John Loessin, President
Pearland Old Townsite Business Coalition

Workshop Item No. 2

2. **COUNCIL INPUT AND DISCUSSION:** REGARDING THE LOWER KIRBY DEVELOPMENT PLAN. *Ms. Lata Krishnarao, Director of Community Development and Mr. Matt Buchanan, President of Pearland Economic Development.*

AGENDA REQUEST
BUSINESS OF THE CITY COUNCIL
CITY OF PEARLAND, TEXAS

AGENDA OF: June 4, 2012	**ITEM NO.:** Workshop Item No. 2
DATE SUBMITTED: May 9, 2012	**DEPARTMENT OF ORIGIN: Planning**
PREPARED BY: Lata Krishnarao	**PRESENTOR: Lata Krishnarao**
REVIEWED BY: Mike Hodge	**REVIEW DATE: May 14, 2012**

SUBJECT: Lower Kirby Development Plan

EXHIBITS: Power Point presentation dated November 22, 2010, Lower Kirby District Plan, Recommendation letter from Planning and Zoning Commission dated December 7, 2010, Memo from PEDC Director

EXPENDITURE REQUIRED: **AMOUNT BUDGETED:**
AMOUNT AVAILABLE: **PROJECT NO.:**
ACCOUNT NO.:

ADDITIONAL APPROPRIATION REQUIRED:
ACCOUNT NO.:
PROJECT NO.:

To be completed by Department:
☐ **Finance** ☐ **Legal** ☐ **Ordinance** ☐ **Resolution**

EXECUTIVE SUMMARY

City of Pearland has been working with Gateway Planning Group on a development plan for the Lower Kirby district, formerly known as Spectrum. This district is located at the south west of the intersection on SH 288 and Beltway 8. After a series of workshops, charettes, consultations with property owners, and input from city, county, and state departments, a Plan has been prepared for the district. The Lower Kirby Development District Plan (Plan) encompasses different aspects such as traffic network, regional detention, economic and market analysis, cost estimates for infrastructure and phasing plan, fiscal impact study, public-private partnership strategy, and a form based code framework to achieve the vision for this district – a unified, mixed use, high density, pedestrian friendly development.

The Planning and Zoning Commission considered the proposed Regulatory Framework for the Form Based Codes at a workshop on December 6, 2010, and expressed their support of the conceptual plan presented to them. The Planning and Zoning

Commission made a recommendation to the City Council to proceed with finalizing the Regulatory Framework for the Form Based Codes and draft the codes for Spectrum. The City Council received the presentation on the final plan last year and no changes have been made to the plan since then. The City Council has been given a summary of the plan and all of its recommendations. Staff in now focused on the ongoing implementation.

The Plan has also been presented to the Pearland Economic Development Corporation (PEDC) in December 2011. PEDC has endorsed the recommendations. The recommendations of the Plan have been shared with several property owners, who were also part of the original charettes.

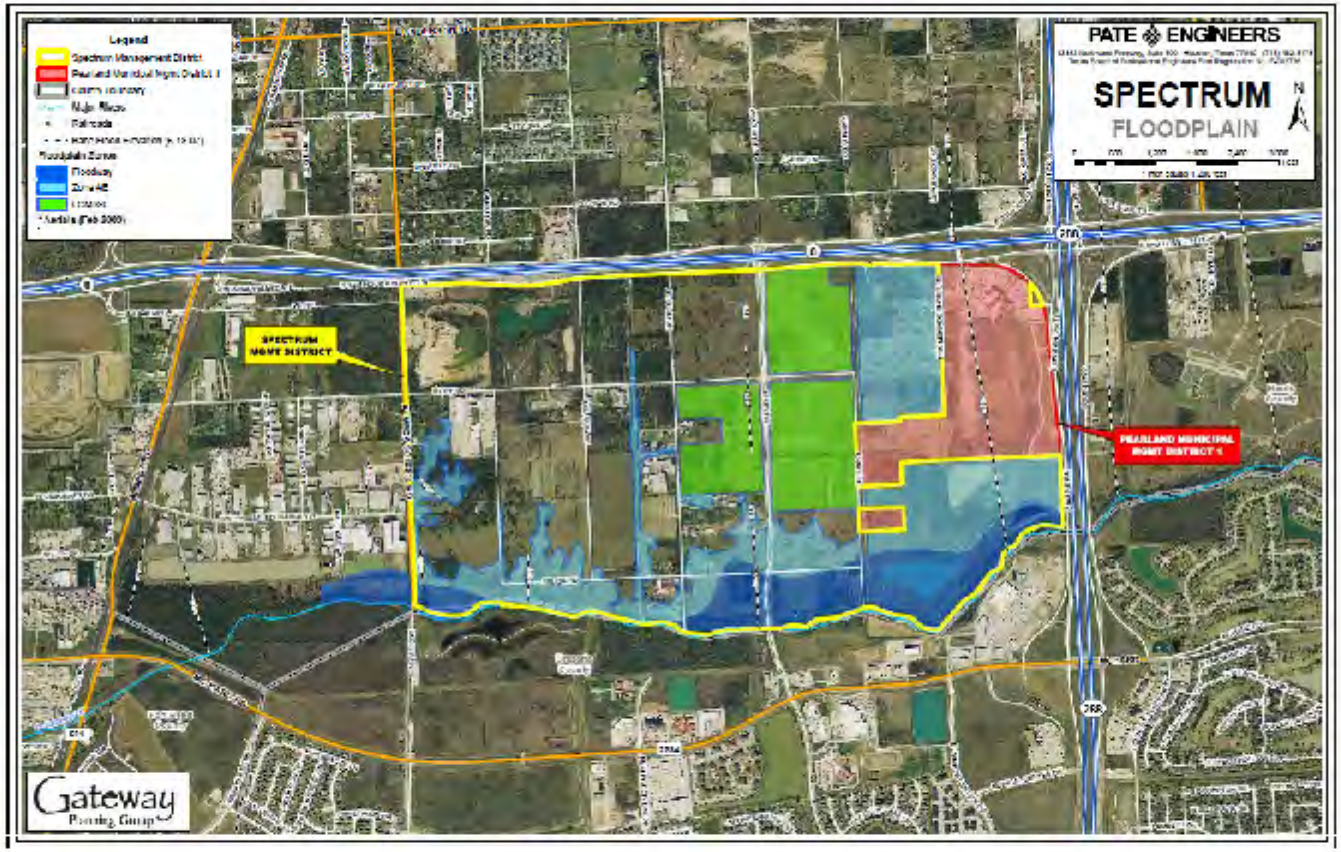
The Plan has been included in this packet. Staff will present a brief summary of the plan at the workshop.

If the Council and Planning and Zoning Commission direct staff to proceed, staff will continue to implement the plan. City has already initiated implementation of the recommendations related to detention, including property acquisition and a detention study with the consulting engineering firm of LJA. Other steps would include amendment to the City's Comprehensive Plan and Unified Development Code to incorporate the recommendations of this Plan.

RECOMMENDED ACTION

Conduct the workshop

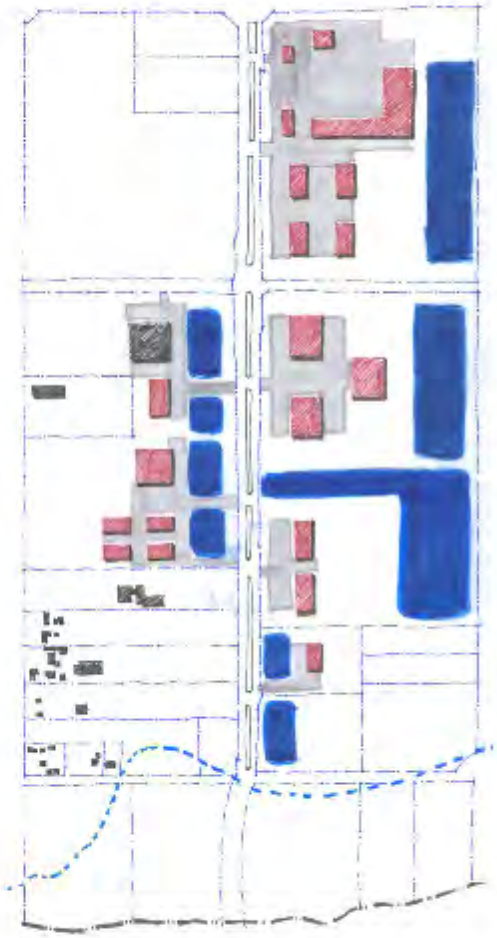
SPECTRUM – PROPOSED FORM BASED CODES



Gateway Planning Group PATE ENGINEERS

CURRENT ZONING

SPECTRUM – PROPOSED FORM BASED CODES



Likely development scenario under current conditions (individual site drainage detention)

Gateway Planning Group

PATE ENGINEERS

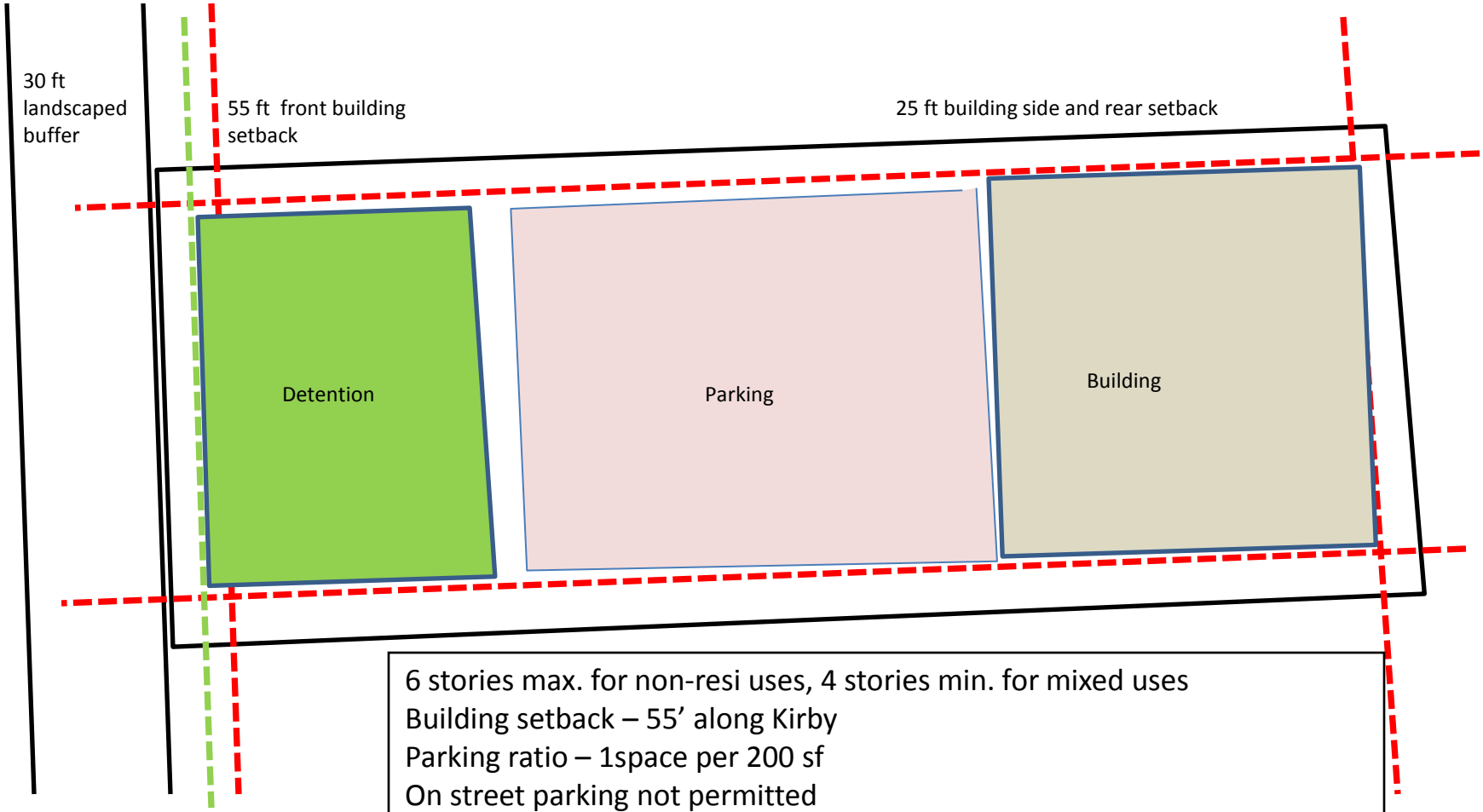
SPECTRUM – PROPOSED FORM BASED CODES

TxDOT Channel
Development Potential

Gateway Planning Group
PATE ENGINEERS

SPECTRUM – PROPOSED FORM BASED CODES

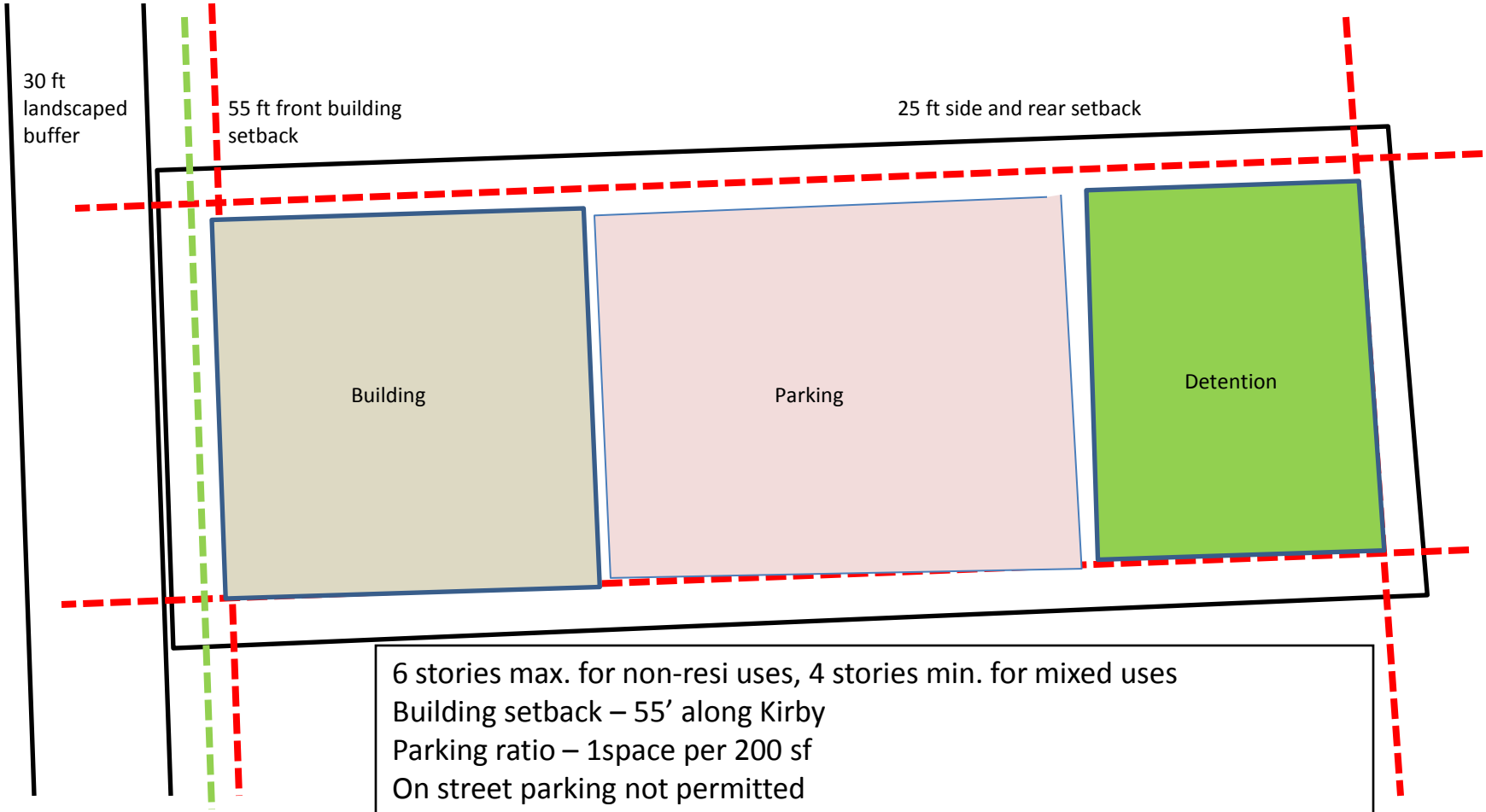
Current UDC Requirements
Scenario 1:Detention along street



6 stories max. for non-resi uses, 4 stories min. for mixed uses
Building setback – 55’ along Kirby
Parking ratio – 1space per 200 sf
On street parking not permitted
Ground floor commercial, upper floors office, lodging, residential

SPECTRUM – PROPOSED FORM BASED CODES

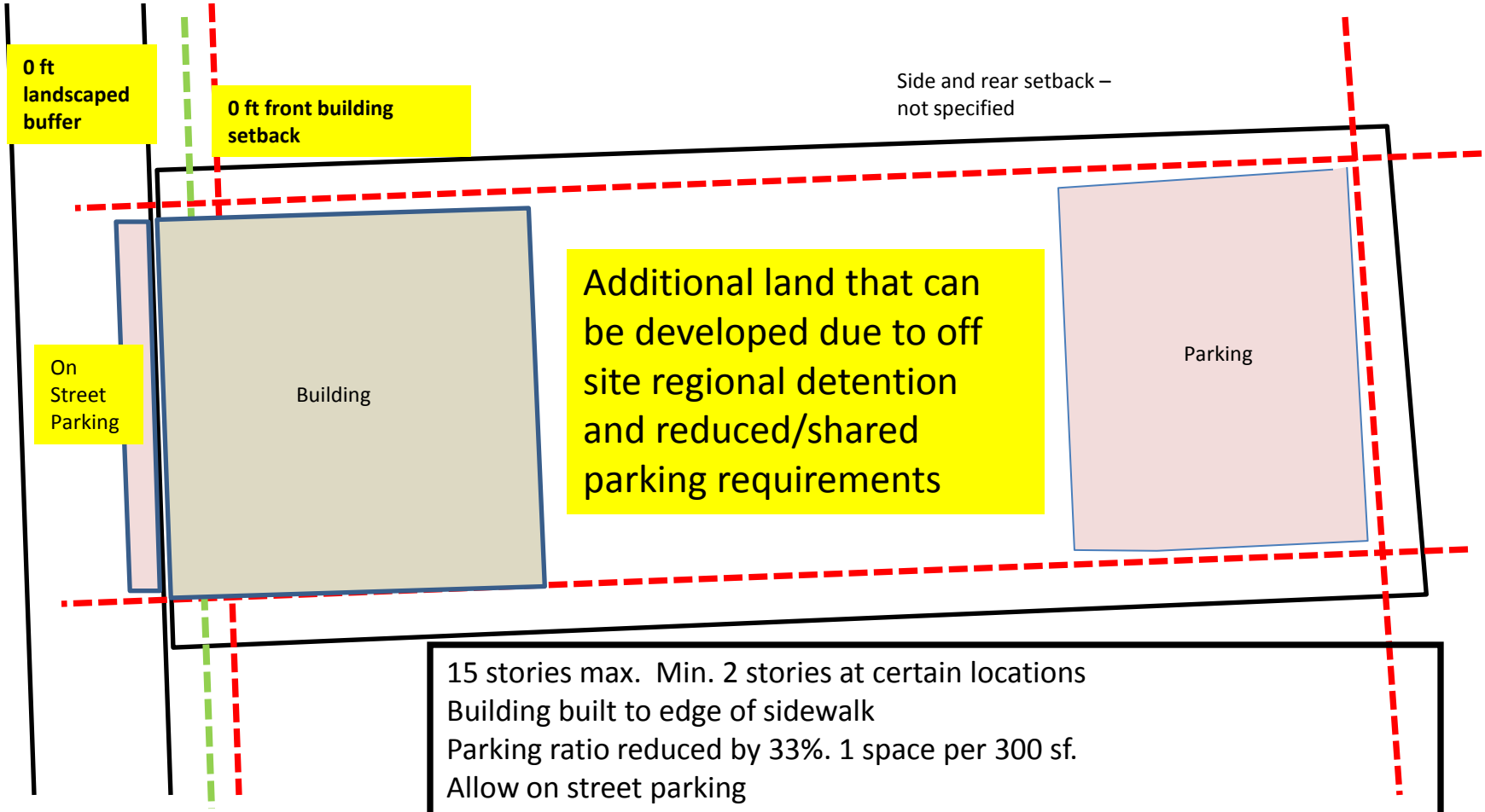
Current UDC Requirements
Scenario 2 – Building along street



6 stories max. for non-resi uses, 4 stories min. for mixed uses
Building setback – 55' along Kirby
Parking ratio – 1space per 200 sf
On street parking not permitted
Ground floor commercial, upper floors office, lodging, residential

SPECTRUM – PROPOSED FORM BASED CODES

Proposed Requirements – Mixed Use Core



15 stories max. Min. 2 stories at certain locations
Building built to edge of sidewalk
Parking ratio reduced by 33%. 1 space per 300 sf.
Allow on street parking
Ground floor commercial, upper floors office, lodging, residential

December 7, 2010

Honorable Mayor and City Council Members
3519 Liberty Drive
Pearland, TX 77581

Re: Recommendation on Spectrum Regulatory Framework and Form Based Code

Honorable Mayor and City Council Members:

At their workshop of December 6, the Planning and Zoning Commission considered the proposed Regulatory Framework for the Form Based Codes for the Spectrum area. The Planning and Zoning Commission (P& Z) expressed their support of the conceptual plan as presented to them. The Planning and Zoning Commission made a recommendation to the City Council to proceed with finalizing the Regulatory Framework for the Form Based Codes and draft the codes for Spectrum.

The P & Z indicated a desire to discuss the following at future presentations:

a. Justification for increasing the maximum permitted height from currently allowed 10 stories to proposed 15 stories.
b. Possibility of creating developable parcels in lieu of required open space, on the south side of Fruge Road at its intersections with Hooper Road and Kirby Road. The P & Z felt that these locations were highly desirable for development and open space would not be the best use there.

Sincerely,

Lata Krishnarao, Planning Director
On behalf of the Planning and Zoning Commission

PEARLAND
ECONOMIC DEVELOPMENT CORPORATION

Memo

TO: Mayor, City Council and Planning and Zoning Commission
FROM: Matt Buchanan
DATE: May 7, 2012
SUBJECT: **Lower Kirby Urban Center Master Plan and Implementation Strategy**

Last year the Lower Kirby Urban Center Master Plan and Implementation Strategy was completed, which included a final presentation to the City Council and Planning and Zoning Commission. Staff has begun taking steps to implement the plan.

The plan outlines four next steps: 1- The prioritization of infrastructure and the need for the City to coordinate a regional approach to detention and drainage; 2- Is the need for regulatory changes that include a form-based code; 3- Is the need for PEDC to coordinate the efforts of the two Municipal Management District's; 4- Is for PEDC to coordinate with the MMD's to ensure that their reimbursement policies most effectively ensure the most critical infrastructure is given a priority for reimbursement.

To date the following has been completed toward implementation of the above steps:

PEDC: The Board of Directors approved the plan and the implementation strategies.
Infrastructure: Last fall the City Council approved an engineering services agreement to analyze the feasibility of utilizing the TXDOT drainage channel to provide additional drainage capacity in the area and the large 40 acre borrow pit site the City purchased.
Management Districts: Presentations on the plan were made to both the Spectrum Municipal Management District and the Pearland Municipal Management District. The plan has been well received by both groups and the Spectrum MMD renamed itself from the Spectrum to the Lower Kirby Pearland MMD.
Regulatory Changes: Last year we invited four of the larger landowners for a discussion on the form based code. We have continued to have conversations with landowners regarding the possible adoption of the proposed form-based code.

Overall the plan creates a strategy, for the former Spectrum area, to have a unified identity over a highly fragmented ownership of a 1,000 acre area that currently lacks a unifying private or lead developer. It is imperative for the City to ensure over time that the area develops in a high quality manner regardless of who develops the property and which area develops first. Enclosed you will find a copy of the plan for your reference.