



# BROADWAY<sub>ST</sub>

## Corridor Development Plan SH 288 to SH 35

Prepared for



Prepared by

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# EXECUTIVE SUMMARY

In October 2012, the Pearland Economic Development Corporation (PEDC), along with local partners in government, education, healthcare, and business embarked upon a long-term strategic community and economic development planning process to create a shared vision of the community’s future growth and an action plan to achieve it. One of the main strategies outlined in the Pearland 20/20 Strategic Plan is to optimize the development potential of Pearland’s principal commercial corridors. As one of the three major corridors addressed in the recently completed Pearland Prosperity Community Strategic Plan, and its predecessor, the Pearland 20/20 Strategic Plan, the Broadway corridor, the Broadway corridor has the capacity to support additional businesses and the potential to be a vibrant and visually appealing space that stimulates investment from private business. Building upon objectives of the Strategic Plan, this corridor development plan (CDP) aims to:

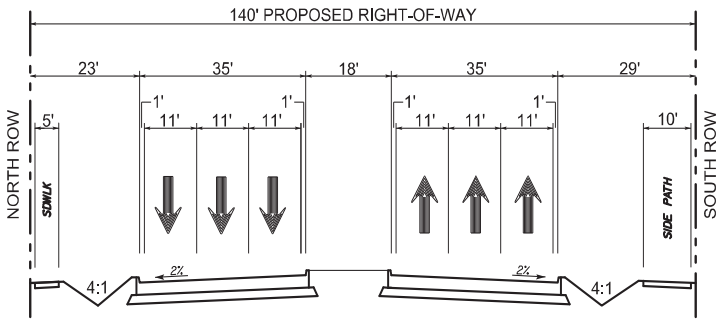
- ▶ Facilitate and plan for the impact of the road’s reconstruction and widening
- ▶ Improve corridor aesthetics to create image and sense of place
- ▶ Assess current and future market potential
- ▶ Identify development opportunities within targeted areas
- ▶ Evaluate the Veterans to Mykawa connection and Walnut one-way pair

Pearland is growing rapidly and transportation infrastructure improvements are needed throughout Pearland to provide access and mobility for residents. Broadway is the highest traveled non-freeway corridor in the City of Pearland and serves the City’s highest density retail areas. East of SH 288, Broadway carries nearly 50,000 vehicle per day and is severely congested during peak hours and weekends. To address mobility and safety concerns, plans to widen Broadway between SH 288 and SH 35 have been ongoing for many years. The H-GAC Northern Brazoria County/Pearland Subregional Planning Initiative (2013) identified Broadway (from SH 288 to Cullen Parkway) as the highest scoring project based on scoring criteria such as level-of-service, crash occurrences, connectivity, and environmental impact. Widening Broadway from four to six lanes, including additional turn lanes at major intersections, was recommended



in Pearland’s Traffic Management Plan dated July 2015. Texas Department of Transportation (TxDOT) started schematic design with an initial public meeting on May 14, 2015 and began the environmental assessment in 2016. City of Pearland worked with TxDOT and H-GAC to include the Broadway widening project in the Regional Transportation Plan in 2017.

The objectives of the Broadway CDP were expanded to address TxDOT’s plan to widen Broadway from four to six lanes. Widening will require acquisition of private property that will be disruptive to existing development along the corridor. The Broadway CDP identifies impacts of widening on properties along the Broadway corridor and recommends policies and infrastructure improvements to mitigate these impacts. The Broadway CDP recommendations were developed through a collaborative process between Pearland residents, project stakeholders, PEDC, the City of Pearland, and TxDOT. Community input was primarily provided at the Community Open House or via MetroQuest survey. Planning efforts and detailed plan recommendations are documented in the body of this report. Key recommendations from this study are presented below and can generally be grouped into **Infrastructure Recommendations** and **Development Recommendations**:



Recommended 140 ft Right-of-Way

## Infrastructure Recommendations

TxDOT FM 518 widening project provides the City of Pearland an opportunity to work with TxDOT to improve mobility along Broadway. As TxDOT moves into their Plans, Specifications and Estimate (PS&E) phase (Design Phase) an opportunity exists to meet with TxDOT regarding final ROW determination as well as the location of median openings and access management changes (driveways). The FM 518 widening project also is an appropriate time to consider utility and aesthetic improvements along the corridor. The TxDOT PS&E Phase has submittals at the 30%, 60%, 90% and 100% design stages and TxDOT will generally consider making adjustments to their design up to the 60% point in the project.

## Summary of Infrastructure Recommendations

### Mobility

Schedule recurring meetings with TxDOT during design-phase to collaborate regarding pedestrian, streetscape, drainage, and roadway elements

- ▶ TxDOT Schematic Changes
  - Reconstruct roadway as an urban cross section with no open ditches
  - Reduce ROW from the currently proposed 150 to 140 feet to reduce total right-of-way needed by 27%, or 6.6 acres
  - Extend Phase I (SH 288 to Cullen) widening east of Freedom Lane before transitioning back to four lanes.
  - At minimum, reconstruct Broadway east of McLean in Old Town to SH 35 in current ROW width with curb, storm sewers and access management improvements as part of the Phase II Broadway Widening
  - Incorporate intersection capacity improvements per the City of Pearland’s Mobility Study
  - Consider providing 11’ travel lanes (in lieu of 12’) to reduce right-of-way width
  - Remove the 15’ shared-lane (on-street) shown on the schematic and replace with a 10’ shared use path (off-street) on the south side of Broadway and a 5’ sidewalk on the north side
- ▶ TxDOT to provide incentives for contractors delivering the project on time or to insert a “Time is of the Essence Clause” to minimize delays for completion

### Drainage

- ▶ Maintain roadside ditches only to the extent needed to capture and convey offsite areas lower than the road that currently drain towards the corridor. Where ditches are needed, the depth should be minimized
- ▶ Construct underground storm sewer to replace existing roadside ditches or construct off-site detention ponds
- ▶ Utilize underground storm sewer for inline detention to mitigate the impact of removing ditch volume and adding impervious area or include offsite detention in the project
- ▶ City should continue to require future development along the corridor to capture onsite runoff in an underground storm sewer system to eliminate the need for roadside ditches
- ▶ Consider lowering the road profile where feasible

### Utilities

- ▶ Consider contracting a third-party project manager and/or utility coordinator on behalf of the City to ensure the granularity of attention desired for the project
- ▶ Consider advantages and disadvantages of moving the overhead utilities underground throughout the corridor
- ▶ Consider undergrounding utilities near commercial centers to improve aesthetics if capital costs for corridor-wide underground are too high

### Bicycle and Pedestrian

- ▶ Coordinate with TxDOT regarding sidewalks and a multi-use path.
- ▶ Coordinate with the currently underway City of Pearland Multi-Modal project regarding off-Broadway facilities described in Chapter 3 of this report.

### Streetscape

- ▶ Create a design standard that is flexible and able to incorporate varying sizes of ROW
- ▶ Include elements such as trees, enhanced landscape beds, benches, and pavers in medians to compensate for lost landscape buffer on private property

### Connectivity

- ▶ Begin public engagement efforts regarding roadway improvements east of McLean Road
- ▶ Conduct detailed capacity analysis to determine future roadway improvements east of McLean Road
- ▶ At minimum, reconstruct in existing configuration with medians from McLean to SH 35





# Development Recommendations

## Methods for Addressing Property Impacts

Update development regulations to identify all properties impacted by right-of-way expansion to be legally nonconforming, or more commonly known as “grandfathered”. In doing so, consideration will need to be given to businesses that must relocate, recreate business signage, or make other minor adjustments to remain viable.

- ▶ Where possible, relocate water and wastewater easements previously placed along the front edge of private property so that those easements are located within the expanded public right-of-way. Doing so potentially expands the developable area of a property.
- ▶ Similarly, a number of properties along the Broadway corridor include sidewalks that may or may not be consumed by the expanded right-of-way. For those where sidewalks remain on private property, the City of Pearland should assist property owners in removal of the sidewalk since it will duplicate the walkway offered within the public right-of-way.
- ▶ Coordinate with TxDOT to add landscaping improvements into the public right-of-way, where possible, in a manner similar to improvements along other major corridors of the community, including SH-35.
- ▶ Consider changes to front yard setback and landscaping requirements within the study area to potentially reduce the setback in return for alternatives elsewhere on the site, including landscaping, art or architectural improvements.
- ▶ Allow reconfiguration of parking areas in which aisles or a limited number of parking spaces will be lost. Additionally, adjust parking requirements, including methods for reducing overall requirements when appropriate or allowing adjacent businesses and/or properties to share parking.
- ▶ Finally, encourage redevelopment of properties where impacts are substantial enough that they may be difficult to overcome under existing circumstances; however, insufficient to warrant property acquisition by TxDOT. For example, if enough parking is eliminated by right-of-way expansion to impact business viability, redevelopment to allow for more parking may be in order.

## Regulatory Framework Recommendations

Following right-of-way acquisition for the expansion of Broadway, amend Chapter 2, Article 7 - Nonconforming Uses & Structures to allow those properties impacted by the expansion of the right-of-way to be classified as legally nonconforming if they can no longer meet the requirements of the Unified Development Code:

- ▶ Amend site planning requirements to allow previously required elements to be placed in the public right-of-way and coordinate with TxDOT to make aesthetic improvements.
- ▶ Conduct a study to determine if parking requirements of the Unified Development Code should be reduced and amended, particularly given the rise of alternatives that impact parking such as online services that allow for pick-up or delivery (such as Instacart and Uber Eats), personal transportation (Lyft and Uber) and other changes in travel behavior.
- ▶ Amend the current version of the Corridor Overlay District to allow for Broadway Street (and perhaps other applicable roadways) to have its own unique character and set of solutions. Along Broadway, the Corridor Overlay District can be adapted to accommodate right-of-way expansion and better promote redevelopment in a manner appropriate to this specific corridor.

## Target Area Recommendations

The following are a series of steps to be considered to place Pearland in a position to promote redevelopment based on analysis of three targeted areas adjacent to Broadway.

- ▶ Build Strategic Partnerships and a Common Vision
- ▶ Acquire and/or Rezone Property
- ▶ Establish a Tax Increment Reinvestment Zone
- ▶ Phase Development as Appropriate
- ▶ Prepare Sites
- ▶ Consider Soliciting Developer Request for Interest

## Implementation

The Broadway Corridor Development Plan (CDP), extending from SH 288 to SH 35, includes a number of recommendations involving a variety of partners, most important of which is TxDOT. Even before completion of the document, the process has shown results as the City of Pearland and TxDOT coordinate to determine the most appropriate expansion of right-of-way (ROW) and alignment of the improved corridor. The implementation program for the Broadway CDP is intended to gather and galvanize the various recommendations of the plan and place them in an order of implementation. Each task has also been crafted to accommodate changes in the ROW and corridor alignment as the concept and design details are refined.

Tasks for implementation have been divided into those specific to the corridor and others specific to the three proposed targeted areas of development. Each of the tasks has generally been arranged by anticipated order of completion. Additionally, each recommendation includes implementation guidance in terms of potential organizations that may have a role in each task.

The Implementation Program is intended to be highly flexible. Changes occur. Opportunities arise. A task may be amended to be appropriate or the order may change. The Implementation Plan should be viewed as the proposed roadmap to success, but not the exclusive route to get there.





Implementation Matrix

Recommendation	Roles
Broadway Corridor Tasks	
Establish an amended vision for the appearance of the Broadway Corridor that considers the impact of expanded and fully determined right-of-way	City of Pearland, PEDC, Brazoria County, Pearland ISD, Chamber of Commerce, TxDOT, Consultant Team
Continue to provide information and feedback to TxDOT to establish necessary drainage improvements as well as a roadway and sidewalk design, and right-of-way alignment appropriate to the corridor	City of Pearland, PEDC, TxDOT, Consultant Team
Continue to provide information and feedback to TxDOT to establish an amended access management program along Broadway as well as any program of driveway closures, relocations, or modifications	City of Pearland, PEDC, TxDOT, Consultant Team
Coordinate with TxDOT to negotiate landscape enhancements, location of utility easements within the right-of-way based upon a finalized alignment, and also coordinate to eliminate remaining sidewalk remnants on private property	City of Pearland, PEDC, TxDOT, Consultant Team
Conduct a full review of parking standards with particular focus on the Broadway Corridor and considering integration of shared parking and connectivity requirements with adjacent current/future development	City of Pearland, PEDC, Consultant Team
Introduce a series of mixed-use districts by amending current districts where appropriate and creating new districts where necessary for application along sections of Broadway that allows a variety of desired uses and activities while limiting those not conducive to the vision for the corridor	City of Pearland, PEDC, Consultant Team
Amend the Corridor Overlay District to allow the Broadway Corridor to have its own unique identity that incorporates amended landscaping, parking and signage standards that fit the amended vision for the corridor	City of Pearland, PEDC, Consultant Team
Create an opportunity to reduce the current front yard and landscaping requirements along the Broadway corridor in return for alternative enhancements to site landscaping, art and architecture	City of Pearland, PEDC, Consultant Team
Reduce parking requirements where possible and introduce shared parking and site connectivity requirements with adjacent/future development	City of Pearland, PEDC, Consultant Team
Amend regulations regarding nonconformity to protect current businesses and activities along the corridor	City of Pearland, PEDC, Consultant Team
Consider a reimbursement- and performance-based, corridor-wide Chapter 380 development agreement or other incentive tool for property owners that choose to improve their properties to comply with current UDC requirements and the amended vision for the area	City of Pearland, PEDC, Consultant Team
Implement any corridor-wide streetscape enhancement, corridor branding and/or beautification programs that results from the amended vision for the corridor	City of Pearland, PEDC, Consultant Team



Recommendation	Roles
<b>Target Area Tasks</b>	
Define potential partners within each of the three target areas, or other potential redevelopment areas, and coordinate with those partners to determine interest in redevelopment and willingness to enter partnerships via Memorandum of Understanding (MOU) or other method	City of Pearland, PEDC, Brazoria County, Pearland ISD, Property Owners
Employ a firm to establish a common/shared vision for the specific target area(s) in which the City has a formal MOU with the necessary partners, including a proposed phasing plan, if appropriate or necessary	City of Pearland, PEDC, Brazoria County, Pearland ISD, Property Owners, Consultant Team
Acquire property where strategically appropriate to gain a level of site control or otherwise implement the vision for the redevelopment areas and spur private investment	City of Pearland, PEDC
Determine the proper approach and pre-zone properties within the specific target area(s) to fully implement the vision for the area, including the possibility of amended current base districts or creation of one or more new planned development districts	City of Pearland, PEDC, Property Owners, Consultant Team
Establish a Tax Increment Reinvestment Zone that, at minimum, matches the boundaries of selected target area(s), including economic development abilities, and seek participation agreements with partners such as Brazoria County	City of Pearland, PEDC, Brazoria County, Property Owners, Consultant Team
Seek out developers interested in refining and implementing all or a portion of the vision for the selected target area(s), including the possibility of releasing a Request for Interest or Request for Proposal	City of Pearland, PEDC, Development Team(s)
Prepare the site, if appropriate and/or necessary, including improvements that may include demolition/clearance, earthwork, and stormwater management enhancements, with the additional possibility of infrastructure and roadway improvements, all in coordination with partners and site developers	City of Pearland, PEDC, Brazoria County, Pearland ISD





An aerial photograph of a city street intersection. A wide, multi-lane road runs diagonally from the top left to the bottom right. A prominent red-paved bike lane runs along the right side of the road, separated from the traffic lanes by a green grassy median. Another green median separates the bike lane from the left side of the road. The intersection is marked with white lines and crosswalks. There are several trees and small ponds along the sides of the road. In the bottom left corner, there is a large white number '01' and the text 'WELCOME TO BROADWAY' in white capital letters, with a small green horizontal bar underneath the text.

# 01

WELCOME TO BROADWAY



# PLAN CONTENT

The Broadway CDP was developed through a collaborative process between Pearland residents, project stakeholders, PEDC, the City of Pearland and TxDOT. The CDP project schedule is provided as **Figure 1.4**. Planning efforts and plan recommendations are documented in this report. Key questions that each section of this report seeks to answer are as follows:

- 1. **Welcome to Broadway:** What is the Broadway CDP?
- 2. **Getting Broadway Moving:** What mobility improvements have been identified along the Broadway corridor?
- 3. **Broadway’s Nuts and Bolts:** What infrastructure improvements have been identified along the Broadway corridor?
- 4. **The Business of Broadway:** What economic and environmental conditions exist along the corridor?
- 5. **Broadway’s Built Environment:** What development policies, private developments, and key development opportunities exist along the Broadway corridor?
- 6. **The Appearance of Broadway:** What streetscape improvements and branding opportunities have been identified along the Broadway corridor?

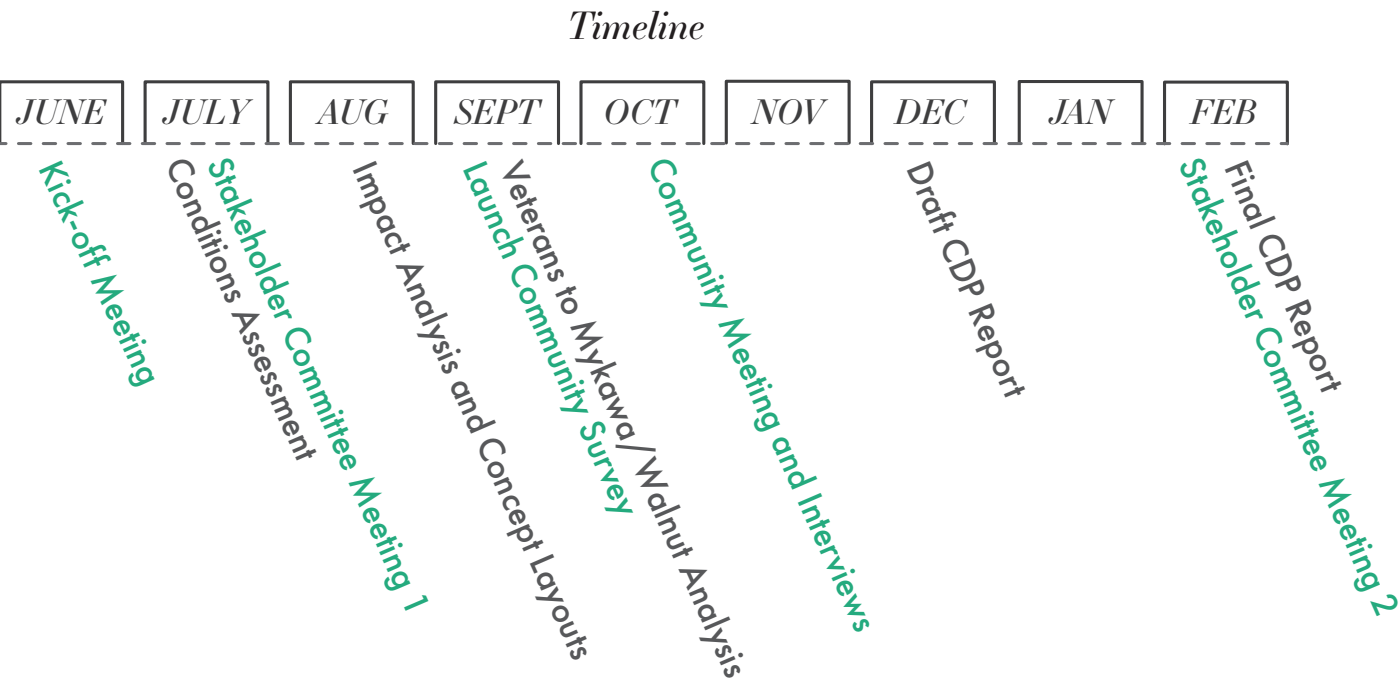


Figure 1.1 — Schedule

One of the main strategies outlined in the Pearland 20/20 Strategic Plan is to optimize the developmental potential of Pearland’s principal commercial corridors.

# BACKGROUND AND PURPOSE

Pearland Economic Development Corporation (PEDC), in partnership with the City of Pearland, issued a Request for Proposals in October 2018 to identify a qualified consulting team to develop a plan to guide near- and long-term improvements along Broadway (FM 518) from SH 288 to SH 35. PEDC is a non-profit Type B Corporation under the Texas Development Corporation Act and is primarily funded by a half-cent sales tax in the City of Pearland. Established in 1995 by the voters of the City, PEDC is the lead economic development group for the City of Pearland, focusing on business attraction, retention, and marketing, along with transportation, mobility and infrastructure, corridor development, and beautification.

Transportation engineers and planners from Kimley-Horn and Associates, Inc. (Kimley-Horn), along with representatives from Hawes-Hill & Associates, LLP (Hawes-Hill) leading economic analysis, were selected as the project team after submitting qualifications. The project team has since worked with PEDC and the City to create the Broadway Corridor Development Plan (CDP), which recommends various improvements regarding infrastructure, policy, and private development along the study corridor. A diagram of the Broadway Corridor Study Area is provided as **Figure 1.2**.

In October 2012, PEDC, along with local partners in government, education, healthcare, and business embarked upon a long-term strategic community and economic development planning process to create a shared vision of the community’s future growth and an action plan to achieve it. One of the main strategies outlined in the Pearland 20/20 Strategic

Plan is to optimize the development potential of Pearland’s principal commercial corridors. As one of the three major corridors addressed in the Pearland 20/20 Strategic Plan, the Broadway corridor has the capacity to support additional businesses and the potential to be a vibrant and visually appealing space that stimulates investment from private business.

- Building upon objectives of the Strategic Plan, this corridor development plan aims to:
- ▶ Facilitate and plan for the impact of the road reconstruction and widening
  - ▶ Improve corridor aesthetics to create image and sense of place
  - ▶ Assess current and future market potential
  - ▶ Identify development opportunities within targeted areas
  - ▶ Evaluate the Veterans to Mykawa Connection and Walnut one-way pair alternative

The objective of the Broadway CDP was expanded to address the Texas Department of Transportation (TxDOT) plan to widen the corridor from four to six lanes. Widening will require acquisition of private property that will be disruptive to existing development along the corridor. The Broadway CDP aims to understand TxDOT’s plan to widen Broadway and address the plan’s impacts. Widening also provides an opportunity to build upon the corridor’s recent quality of growth, and encourages quality development in vacant areas. The Broadway CDP identifies and evaluates strategic investments in target areas along the study corridor.



Figure 1.2 — Broadway Corridor Diagram

# COMMUNITY INPUT PROCESS

## Broadway Corridor Plan Stakeholder and Committee Interviews

Input was provided by community members, project stakeholders, and participating agencies throughout the creation of the Broadway CDP. Community input was primarily provided at the Community Open House or via MetroQuest survey, in addition to interviews of identified citizens and groups with close ties to and history with the corridor. A stakeholder committee also met twice to provide input.

Kimley-Horn conducted several interviews with project stakeholders at PEDC’s office, Kimley-Horn’s office, and via Skype. At each interview, the purpose and scope of the study was reviewed with the stakeholders and they were shown the materials presented at the Community Open House. All stakeholders were generally supportive of the Corridor Development Plan and offered their thoughts on ways to improve Broadway in the future.



It was also mentioned that the City should investigate “Super Street” improvements for major thoroughfares, which means coordinating and upgrading an arterial street system to enhance Broadway mobility. Potential improvements are under consideration to reduce drive times, relieve traffic congestion, and eliminate the bottleneck that would occur at the east side terminus once the TxDOT widening project is constructed. More details on alternative road concepts are provided in the [Appendix](#).

Stakeholder Committee Members		
Brazoria County	Matt Hanks	Brazoria County Engineer
Chamber	Carol Artz-Bucek	President
Business/Prop. Owner	JoBeth Prochaska	Weitzman
Business/Prop. Owner	Craig Slater	Slater Insurance
Business/Prop. Owner	Sandy Cavazos	A-Better Plumbing
Business/Prop. Owner	Jeff Barry	Barry Insurance Group
City	Trent Epperson	Assistant City Manager
City	Robert Upton	Director of Projects and Engineering, City Engineer
City	John McDonald	Director of Community Development
PEDC	Matt Buchanan	President
PISD	Keith Ordeneaux	Energy and Risk Manager
TxDOT	Michelle Milliard	Brazoria Area Engineer

Table 1.1 — Stakeholder Committee Members

Those interviewed felt that the corridor needed a variety of new development, including more restaurants, park space throughout the corridor, and multi-family housing or townhomes. There was also a sense among interviewed stakeholders that the City could add some flexibility to its land use codes and specifications, including setbacks. Specific suggestions included:

- ▶ Adding a range of setbacks along Broadway, developing a type of “Setback Bell Curve” to arrive at an “optimum setback”
- ▶ Form-based codes that push parking to the back and or sides of properties, which could promote a more “active” and aesthetically pleasing corridor
- ▶ Creating more flexible specifications based on market demand for certain types of properties

In relation to aesthetics and diversity of business, it was noted that aesthetics and adequate, well designed parking can help businesses and the “feel” of the corridor. Some barriers discussed include:

- ▶ Broadway between Cullen and SH 35 generally moves well; Broadway between Cullen and SH 288 does not work well, and many people try to avoid this section
- ▶ There is no natural “hub” or “center” along the corridor, and it is not generally walkable or bike-friendly
- ▶ Older commercial centers are not maintained well, detracting from the corridor
- ▶ Recent new businesses are similar (i.e. nail salons, pizza places) and there are still “restaurant deserts” in spots along Broadway, namely along Cullen

Some solutions to identified barriers that were expressed included:

- ▶ Signage that is more “visible” and “attractive” would improve the corridor and the business climate in general
- ▶ Nonperforming commercial centers could be incentivized to be repurposed as varying types of housing or additional parking deemed critical to business success
- ▶ Taller CenterPoint power poles may improve aesthetics if undergrounding utilities proves too expensive, and span-wire type traffic signals could be replaced with aesthetically pleasing poles and mast-arm designs
- ▶ Portions of acquired TxDOT properties outside of the road and new right-of-way could be used as open green park space or for additional drainage infrastructure



Community Open House

The City of Pearland and PEDC hosted a Community Open House on Tuesday, October 8, 2019 at Berry Miller Junior High Auditorium. Promotion for the Community Open House was widespread and communicated through various media types. Direct mail outs and water bill inserts were sent to residents and businesses along the corridor weeks prior to the event. The Community Open House was also featured in a front-page article by the Pearland Reporter days before the event. Information about the Community Open House and MetroQuest Survey was also provided by the Chamber of Commerce to its members via email, and marketing images were developed to showcase in City buildings via electronic messaging boards.

The purpose of the Community Open House was to inform residents of the CDP and gather community input. Project stations, with printed materials and project team members present, were available from 5:00 p.m. to 7:00 p.m. The stations were intended to capture main elements of the plan, such as widening impacts, development opportunities, and corridor connections. Project team members provided information and solicited feedback from residents.

A brief presentation (provided as an [Appendix](#)) was conducted at 5:30 p.m. and included main elements of the CDP. The community presentation concluded with a Poll Everywhere audience survey and Q&A session. The Poll Everywhere Survey (Audience Survey) results are provided as an [Appendix](#).

MetroQuest Survey

Community input is essential to the success of the CDP, accordingly a survey was created and advertised with the open house that allowed residents to provide tangible feedback on various aspects of the plan. The survey was available from September 16th to October 18th on PEDC’s project website and MetroQuest’s digital platform, which allowed for interactive input on both desktop and mobile devices. The purpose of the survey was to collect tangible feedback from participants on various aspects of the plan.

The Broadway CDP MetroQuest survey and its results are provided as an [Appendix](#). The survey was designed to reflect main elements of the plan presented at the Community Open House. Community feedback was collected in the form of text comments, map markers, and data points. The survey was active for approximately one month, and 250 participants provided input for the Broadway CDP. Over 2,500 data points were collected in the form of question-answer responses, map markers, and narrative comments.

As trip purpose and participants’ level of familiarity with the corridor are relevant to the input they provide, participants were asked to select identifying statements. Driving and frequently visiting places, followed by living in nearby neighborhoods, are activities that characterize most of the participants. Responses also indicate that participants commute to work (67), are employed (26), or own businesses (15) along Broadway corridor. Regarding active transportation, responses indicate participants bike (17) or walk (9) along the corridor.

Generally, participant responses indicate that the Broadway corridor is driven by Pearland residents intending to access destinations along the corridor.



Corridor Priorities

In response to community input, the Broadway CDP addresses congestion and mobility. In addition, the stated purpose of the Broadway CDP includes improving corridor aesthetics, assessing impact of widening and market potential, and identifying development opportunities. Broadway is a dynamic corridor with many competing interests. While emphasizing that each priority is important, participants were asked to rank their top five corridor priorities. Corridor priority results are provided as **Figure 1.3**, and priorities are ordered below based on intensity (average score when ranked within the top five priorities) and described as follows:

- ▶ **Traffic Safety and Mobility** — This priority focuses on moving vehicles safely and efficiently along the corridor, thereby addressing congestion and improving drive times.
- ▶ **Drainage** — This priority improves how stormwater drains from streets and parking lots to protect places along the corridor and ensure safe travel during adverse weather events.
- ▶ **Corridor Connections** — This priority includes ways to improve road connections and intersections along the Broadway corridor that could alleviate traffic congestion, promote safety, and improve overall quality of place.
- ▶ **Multimodal Facilities** — This priority focuses on ways to enhance safety and mobility for bicyclists and pedestrians when traveling along or across the corridor.
- ▶ **Economic Development** — This priority focuses on ways to help retain existing businesses, attract new businesses, create jobs, and spur private investment.
- ▶ **Business Aesthetics** — This priority evaluates design guidelines for private development to protect property values and contribute to a coordinated and positive sense of place.
- ▶ **Streetscape Aesthetics** — This priority integrates design elements (e.g. lighting, signage, landscaping, wayfinding) and relocates or buries above-ground utilities for less cluttered, more attractive corridor appearance. (Although streetscape aesthetics reported lowest in intensity, it was ranked within the top five priorities in roughly 70% of responses.)

It should be noted that all lanes of Broadway remained passable during Hurricane Harvey (August 2017). While drainage along Broadway is a top priority for many participants and an issue for many, the drainage system for the roadway has performed well during major weather events.

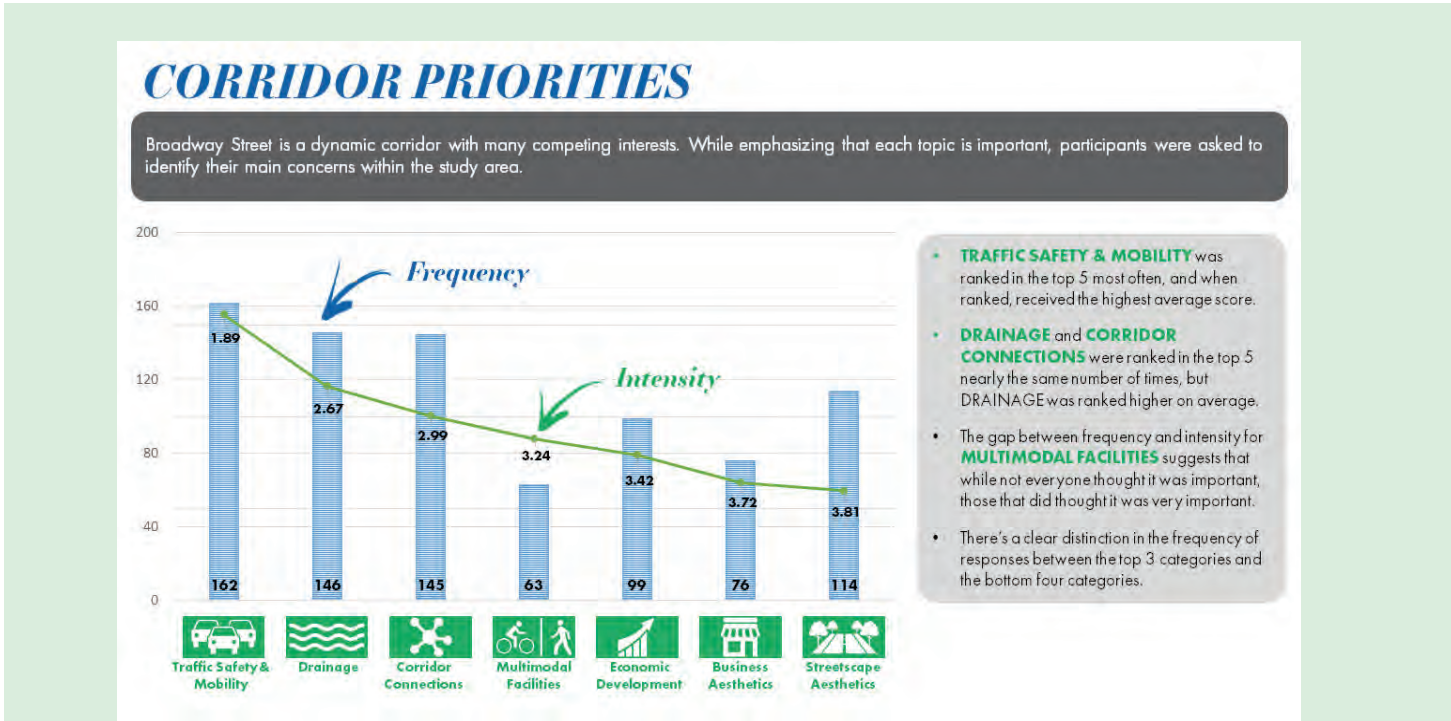


Figure 1.3 — Corridor Priority Results Presentation Example



# Guidance from Existing Studies

As a primary gateway into the community and one of Pearland’s most traveled and recognized roadways, the Broadway corridor plays a prominent role in the community. Studies that establish the vision and development strategies for the community acknowledge a need to enhance the movement of traffic along the corridor, namely the Pearland 20/20 Strategic Plan and the City of Pearland’s Comprehensive Plan which were both published in 2015. Both studies recognize that the Broadway corridor is more than a roadway and a means to move traffic. It is a corridor of shops, restaurants, services, and entertainment. It is also one of the most obvious ways in which potential and current investors experience the community. Hence, while it is important to seek out mobility solutions along Broadway, it is equally important to ensure that the corridor remains economically prosperous and that the visual impression by people utilizing the corridor is positive and worth repeating. The recently completed Pearland Prosperity Community Strategic Plan also supports the development and implementation of this CDP.

## Pearland 20/20 Community Strategic Plan November 2015

The Broadway corridor was a prominent part of the vision established in the 2015 strategic plan completed for the community. The Pearland 20/20 Community Strategic Plan summarized the focus for the future of Pearland in nine key strategies. Third among them was the need to “optimize the development potential of Pearland’s principal commercial corridors and character districts”. Broadway/FM 518, as the spine along which much of the community visits is one of the principle corridors.

The strategy was summarized as follows:

“Pearland must position its major corridors (SH 288, FM 518/Broadway, and SH 35), to support catalytic development. While pockets of quality development have occurred, the overall look and feel of these corridors is being held back by areas that do not reflect community standards. Pearland must also focus attention on redevelopment issues and opportunities as infrastructure ages in original subdivisions and commercial nodes.”

By the same notion, the strategic plan also recognizes the need to enhance mobility along the corridor. The second major strategy of the plan notes that:

“Development and enhancement of high-impact road projects must continue, with priority placed on improvements to SH 288, FM 518/Broadway, other state roads, such as SH 35, south of Broadway.”

In addition, the strategic plan discussed the need for enhanced recreational amenities and a multi-use center. The plan also expressed the importance for continued focus on community appearance and beautification.

## Pearland Comprehensive Plan September 2015

The Comprehensive Plan is intended to provide the long-term vision for the City of Pearland by addressing key issues such as housing, mobility, infrastructure, and economic development. Discussion of economic development included the following:

- ▶ “Citizens Want More Amenities. Pearland residents would like to see more recreational, entertainment, and cultural amenities in their community.” “Additionally, for Pearland to recruit top talent and companies, amenities such as walkable activity centers, mixed-use “urban” developments, transit options, and a well-connected sidewalk system will be essential. This is especially true for more highly educated workers arriving from larger metropolitan areas in Texas and the U.S., including professionals in the health care, energy and education sectors.”
- ▶ “Looks Matter. Though the City has taken various steps to improve Pearland’s aesthetics, such as adding prescriptive regulations on development appearance, installing gateway signage, and developing new roads with landscaped medians, residents are still concerned about the image set along high-profile corridors like FM 518/Broadway, SH 35, and SH 288. Pearland’s visual impression needs to be improved as another key element of attracting more investors and visitors, as well as for the daily enjoyment of residents.”

The Land Use Element of the Comprehensive Plan recognized the importance of enhancing Broadway and other corridors, particularly as a means of redevelopment and an attempt to reduce the dominance of strip commercial development, including:

“An expanded focus on redevelopment planning and effective management of infill development and adaptive reuse 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.”

“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.”







02

GETTING BROADWAY MOVING



# MOBILITY IS PRIORITY

Traffic Safety and Mobility was ranked the top priority by participants of the MetroQuest survey. Additionally, participants were asked to describe the Broadway corridor as it exists today as well as their vision for Broadway. This exercise compared existing attitudes and future expectations for the corridor and was intended to reveal response patterns and cohesion among participants. Single-word descriptions of the corridor (current and future vision) are provided as **Table 2.1**. “Congested” was the most frequent word participants used to describe Broadway today. Accordingly, “Uncongested” was the most frequent word participants used to describe their vision for Broadway.

Participants were prompted to identify a traffic-related improvement and evaluate congestion when dropping a traffic map marker. Of the 510 markers dropped, 202 improvements were identified, and congestion was evaluated at 250 locations. Remaining markers contained narrative comments (or were left blank). Of the traffic improvements identified, addition travel lanes (38%), additional turn lanes (24%), and median modifications (16%) were reported most frequently. Of the congested locations evaluated, 69% reported “very bad” traffic and 31% reported “somewhat bad” traffic.

COMMUNITY INPUT

Rank	Today	Vision
1	Congested (49)	Uncongested (11)
2	Busy (11)	Smooth (7)
3	Nightmare	Beautiful
4	Mess	Widened
5	Traffic	Flow
6	Ugly	Improved
7	Avoided	Safe

Table 2.1 — Most Common Single-Word Descriptions

# MOBILITY AND ACCESS

Pearland is growing rapidly and transportation infrastructure improvements are needed throughout Pearland to provide access and mobility for residents. Broadway is the highest traveled non-freeway corridor in the City of Pearland and serves the City’s highest density retail areas. East of SH 288, Broadway carries nearly 50,000 vehicles per day and is severely congested during peak hours and weekends.

To address mobility and safety concerns, plans to widen Broadway between SH 288 and SH 35 have been ongoing for several years. The H-GAC Northern Brazoria County/Pearland Subregional Planning Initiative (2013) identified Broadway (from SH 288 to Cullen Parkway) as the highest scoring project based on scoring criteria such as level-of-service, crash occurrences, connectivity, and environmental impact. Widening Broadway from four to six lanes, including additional turn lanes at major intersections, was recommended in Pearland’s Traffic Management Plan dated July 2015. TxDOT started schematic design with an initial public meeting on May 14, 2015 and began the environmental assessment in 2016. The City of Pearland worked with TxDOT and H-GAC to include the Broadway widening project in the Regional Transportation Plan in 2017. Widening Broadway from four to six lanes from SH 288 to Cullen is funded, and design for the entire segment from SH 288 to SH 35 is expected to begin in early 2020. Funding to widen Broadway east of Cullen has not been secured, but efforts are being made to move the project forward. Widening Broadway will provide additional capacity to improve mobility and reduce congestion, which is the top priority for residents based on the MetroQuest survey results.

Raised median improvements will also be constructed concurrently with widening Broadway. Raised median improvements along Broadway were recommended to improve safety in the FM 518 Corridor Access Management Plan published by H-GAC in 2004. Transportation research indicates roadways with raised medians have a lower crash rate than those with two-way left-turn lanes (the dominant median type along the corridor). Therefore, the installation of raised medians is expected to reduce crashes along Broadway. A crash density heat map depicting current injury crash hot spots along Broadway is provided as **Exhibit 2.1**.

TxDOT’s schematic includes raised medians, which will result in changes to Approximately 68 driveways along the corridor. The raised median locations and specific changes are provided as an [Appendix](#).

The City of Pearland provided comments (24 total) to TxDOT’s schematic in coordination with the 2015 TMP prior to publishing the EA. City of Pearland comments and TxDOT responses are provided an [Appendix](#).

In addition to raised medians, another common access management technique includes driveway consolidation. Driveway consolidation is a technique that involves the removal or relocation of existing access points (driveways). Closely spaced driveways negatively impact safety, as transportation research indicates crash rates are correlated with driveway density. However, the typical relationship between crash density and driveway density is not apparent along Broadway. Instead, crash density is highest near SH 288 and at the intersection of Broadway at Cullen due to the high traffic volumes in these areas.



Exhibit 2.1 — Crash Density Heat Map  
Source: TxDOT CRIS Crash Data from 1/1/2016 – 12/31/2018



# EXISTING AND PROPOSED ROADWAY

TxDOT published a preliminary draft Environmental Assessment (EA) in October 2018, describing the anticipated impacts of widening the Broadway corridor (FM 518) from SH 288 to SH 35. The construction cost for widening Broadway is approximately \$55 million, per TxDOT’s EA.

In addition to preparing a roadway schematic (provided as an [Appendix](#)), social and environmental impacts are also evaluated as part of the EA. Key excerpts from TxDOT’s EA are provided in this section of the report. The draft EA and supplemental technical reports are available on TxDOT’s webpage, while additional information on TxDOT’s project development procedure is available on the National Environmental Policy Act (NEPA) webpage. Existing and proposed typical roadway cross sections are provided as **Figure 2.1**, **2.2** with the recommended 140’ cross section at **Figure 2.3**. Additional roadway characteristics per TxDOT’s EA are as follows:

*“The proposed improvements to FM 518 include the reconstruction and widening of the existing roadway from four lanes to six lanes. The improvements include the addition of one 15-foot-wide shared-use lane in each direction, 12-foot-wide left turn lanes in various locations, and construction of a typical 18-foot-wide raised median (the proposed median width varies). The lane configurations (e.g. number of lanes) vary along the project limits to accommodate turning movements at various intersections and driveways. The proposed improvements also include 5-foot-wide sidewalks on both sides of the roadway. The roadway would be converted to a curb and gutter system. Improvements to cross streets (Walnut Street, Halbert Drive, and McLean Road) at the eastern project terminus are also proposed*

*and were assessed in the technical reports that support this EA. The proposed project would require approximately 24.5 acres of new right-of-way; no easements are proposed. The proposed right-of-way would vary in width from 150 feet to 250 feet.”*

TxDOT’s schematic cross-section includes 150’ ROW and open ditch drainage which is typically used in rural environments. However, Broadway’s ultimate cross-section is not yet finalized, and changes will occur throughout the project’s design-phase which, as of February 2020, has not started. **Since the draft EA was published in October 2018, Federal Highway Administration guidance has been issued regarding pedestrian facilities which prohibits shared lanes on roadways such as Broadway.** As an alternative to 15-foot shared-use lane shown in the EA schematic, FHWA guidance encourages 10’ off-street sidewalks (termed shared-use paths).

A key recommendation to TxDOT is to minimize the size of the swales by increasing the capacity of the storm sewer drainage. The resulting reduced ditch width creates opportunity for reduced ROW width. Other opportunities to reduce ROW include reducing travel lane widths to 11’ and 18’ medians (east of Cullen). Furthermore, a 10’ shared-use path is recommended on the south side (eastbound) and a 5’ sidewalk on the north (westbound). Narrowing TxDOT’s proposed project ROW from 150’ to 140’ could reduce acreage needs from approximately 24.5 acres to 17.9 acres, reducing the road’s proposed footprint by 6.6 acres, a ROW savings of 27%. Additional commentary on the pedestrian facilities is provided in **Chapter 03: Broadway’s Nuts and Bolts**.

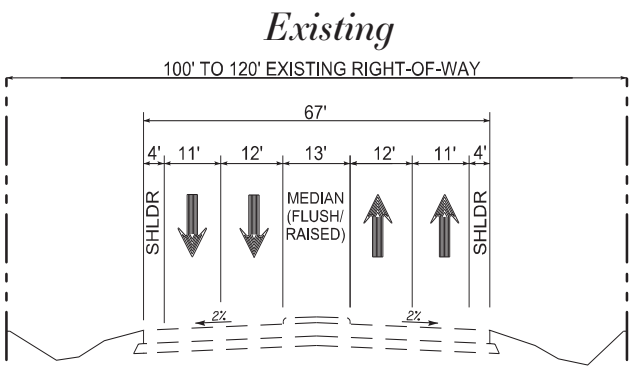


Figure 2.1 — Existing Typical Roadway Cross Section

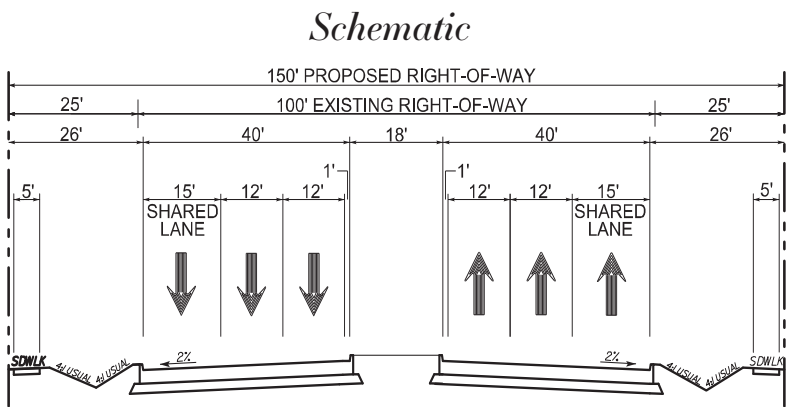


Figure 2.2 — TxDOT Schematic Typical Roadway Cross Section

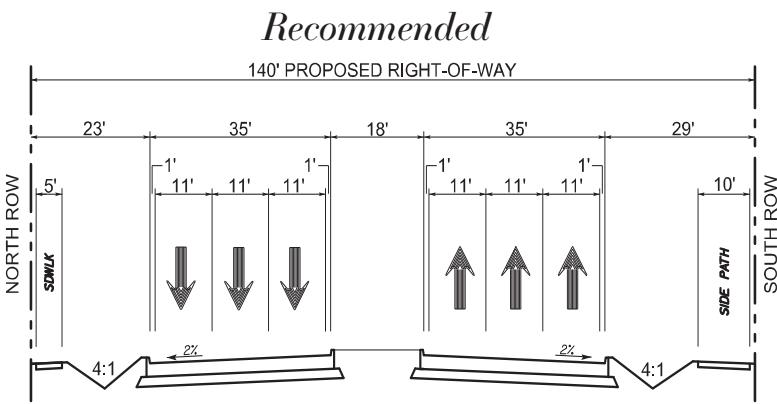


Figure 2.3 — Right-of-Way Typical Cross Section

### Mobility Recommendations

- ▶ TxDOT Schematic Changes
  - Reconstruct roadway as an urban cross section with no open ditches
  - Reduce right-of-way from the currently proposed 150 to 140 feet to reduce total right-of-way needed by 27%, or 6.6
  - Extend Phase I (SH 288 to Cullen) widening east of Freedom Lane before transitioning back to four lanes.
  - At minimum, reconstruct Broadway east of McLean in Old Town to SH 35 in current ROW width with curb, storm sewers and access management improvements as part of the Phase II Broadway Widening
  - Incorporate intersection capacity improvements per the City of Pearland’s Mobility Study
  - Consider providing 11’ travel lanes (in lieu of 12’) to reduce roadway width
  - Remove the 15’ shared-lane (on-street) shown on the schematic and replace with a 10’ shared use path (off-street) on the south side of Broadway and a 5’ sidewalk on the north side
- ▶ TxDOT to provide incentives for contractors delivering the project on time or to insert a “Time is of the Essence Clause” to minimize delays for completion

As Pearland’s principal commercial corridor, any modifications to Broadway should be guided by the City’s priorities. Benefits and shortcoming of winding Broadway (per TxDOT’s schematic) are enumerated as follows:

### Benefits:

- ▶ Improves mobility by increasing capacity in the most congested corridor in the City
- ▶ Improves safety by adding raised medians
- ▶ Improves mobility and access for pedestrians/bicyclists
- ▶ Improves access and commerce to the City’s major commercial area

### Shortcomings:

- ▶ 24.5 acres of ROW acquired
- ▶ 4 residential displacements
- ▶ 10 business displacements
- ▶ 1 other property displacement
- ▶ 1 recreational facility impacted



# PROPERTY IMPACT ANALYSIS

The extent of the impact of widening Broadway Street upon adjacent properties and businesses depends in part on when the property was developed and the way it was developed. The City has historically used the platting process to facilitate orderly development of infrastructure along the corridor. In anticipation of future expansion, the City of Pearland has required developing properties to include an additional 10' on each side, thereby growing the right-of-way along the Broadway corridor from 100 feet to 120 feet as the opportunity allowed. The proposed expansion by TxDOT could include up to 150 feet of right-of-way - an average of 15 additional feet per side where the City was able to expand right-of-way and 25 feet per side where properties were not platted or the additional right-of-way was not requested. The varying right-of-way means a thorough property impact analysis requires examination of each site separately to fully understand the additional right-of-way needed for expansion of the Broadway Corridor.

To generally understand the impacts of widening the Broadway corridor, the plan places properties along the corridor into classifications by development pattern. Some development patterns are at greater risk of impact than others. For example, Traditional Commercial Strip developments were constructed prior to existing design standards and therefore have very limited landscaping and parking close to the property line. As a result, there is a greater risk that widening could result in eliminating any landscaping as well as a portion of parking spaces, although, by including multiple businesses on a single parking lot, that impact to parking may not be as critical. In comparison, Compliant Commercial Strip development, which is largely built following today's standards, may be at risk of losing a substantial amount of landscaping fronting Broadway, but is less likely to lose parking spaces. While the impact may not be a critical blow to business, it could negatively impact the appearance of the property and place it out of compliance with the Unified Development Code.

To gain a better understanding of the potential impacts upon various types of development more generally along the Broadway Corridor, the study examines impacts upon ten parcels - one representing each development pattern predominant along the corridor. Information about each parcel, such as parcel size, building value, the performance of the building in comparison to the submarket, as well as physical attributes such as the number of parking spaces and presence of a sidewalk allows a more in-depth understanding of the level of impact resulting from the expansion of the right-of-way.

LEGEND

Proposed Right-of-Way

Existing Right-of-Way

*NOTE: Lines are estimates and may not depict with absolute accuracy the current or proposed rights-of-way. Additionally, proposed right-of-way lines reflect the 150' scenario available at the time of this report. The final proposed right-of-way may differ.*



6051-6069 Broadway St



6010 Broadway St



6502 Broadway St



5402 Broadway St



6905 Broadway St



4110 Broadway St



8321-8401 Broadway St



7918-7930 Broadway St



6915 Broadway St



5828 Broadway St



Property Impact Findings

- ▶ Nearly all development patterns are equally likely to see a strong impact to front yard landscaping, depending upon the alignment of the proposed right-of-way, although those fully compliant with the current Unified Development Code and have dedicated right-of-way are less likely to see all front landscaping on a property removed.
- ▶ From the perspective of access, approximately half of the representative parcels see no change from the current configuration. The remainder will see some level of access management that exceeds the current design.
- ▶ In four of ten cases, existing sidewalks would be impacted (no sidewalk exists on five of the ten cases and the remaining case is already located within the right-of-way). Sidewalks will be constructed in the right-of-way as part of the proposed TxDOT project.
- ▶ Monument signs for the majority of the representative parcels will require relocation as a result of the right-of-way expansion.
- ▶ Parking and driveway aisles will be impacted for several of the representative properties, but most substantially the older development commercial development patterns. In three of the ten parcels, the loss of parking will reduce the availability of parking below the amount required by code. Loss of parking at Corrigan Plaza (Enhanced Commercial Strip) and Eagle Transmission (Enhanced Stand-Alone Commercial) would be particularly substantial.
- ▶ The expanded right-of-way will result in a number of properties that are out of compliance with the current Unified Development Code, particularly for landscaping and parking requirements.
- ▶ If improvements to the Broadway corridor were to be expanded east into the Old Townsite either substantial changes to the right-of-way expansion and roadway configuration would be necessary or buildings within the area would be at risk.
- ▶ Some properties may be financially impacted as a result of substantial impacts to parking and appearance. As recognized by TxDOT, a limited number of properties would be difficult to maintain under current configuration. A-Better Plumbing, one of the ten properties considered, is an example of such properties.

For the City of Pearland, the expansion of the right-of-way presents a series of visual and functional challenges:

- ▶ The Corridor Overlay District was created to improve the appearance of the Broadway corridor (and other major corridors) through larger front yard setbacks with increased landscape requirements. The expanded right-of-way eliminates a substantial amount of that green space along with the desired appearance along the roadway.
- ▶ The expanded right-of-way makes it more difficult to promote redevelopment and compliance with the current code by removing property that would otherwise be available for landscaping, parking or other requirements, thereby inhibiting corridor redevelopment efforts.

Methods for Addressing Property Impacts

While the expansion of the right-of-way will result in impacts to properties, the impacts can be mitigated, except for those properties for which the impacts are so substantial that they become candidates for the TxDOT property acquisition program. Solutions are described in greater detail in Chapter 5 following an analysis of City’s regulatory framework. However, a summary of options to consider based upon the property impact analysis, based on TxDOT’s 150’ ROW, are as follows:

- ▶ Narrowing TxDOT’s proposed project ROW from 150’ to 140’ could reduce acreage needs from approximately 24.5 acres to 17.9 acres, reducing the road’s proposed footprint by 6.6 acres, a ROW savings of 27%.
- ▶ Update development regulations to identify all properties impacted by right-of-way expansion to be legally nonconforming, or more commonly known as “grandfathered”. In doing so, consideration will need to be given to businesses that must relocate or recreate business signage or make other minor adjustments to remain viable.
- ▶ Where possible, relocate water and wastewater easements previously placed along the front edge of private property so that those easements are located within the expanded public right-of-way. Doing so potentially expands the developable area of a property.
- ▶ Similarly, a number of properties along the Broadway corridor include sidewalks that may or may not be consumed by the expanded right-of-way. For those where sidewalks remain on private property, the City of Pearland should request that TxDOT assist property owners in removal of the sidewalk as part of the State’s project since it will duplicate the walkway offered within the public right-of-way.



- ▶ Coordinate with TxDOT to add landscaping improvements into the public right-of-way, where possible, in a manner similar to improvements along other major corridors of the community, including SH-35. The addition of public landscaping potentially opens the way to a reduced front yard setback.
- ▶ Consider changes to front yard setback and landscaping requirements within the study area to potentially reduce the setback in return for alternatives elsewhere on the site, including landscaping, art or architectural improvements.
- ▶ Allow reconfiguration of parking areas in which aisles or a limited number of parking spaces were lost. Additionally, adjust parking requirements, including methods for reducing overall requirements when appropriate or allowing adjacent businesses and/or properties to share parking.
- ▶ Finally, encourage redevelopment on properties where impacts are substantial enough that they may be difficult to overcome under existing circumstances however insufficient to warrant property acquisition by TxDOT. For example, if enough parking is eliminated by right-of-way expansion to impact business viability, redevelopment to allow for more parking may be in order.

Monument signs for strip commercial retail centers and stand-alone businesses are among the major business elements impacted by public right-of-way expansion. At the same time, new and creative signage can be among the best and most cost-effective ways to add new character into the corridor, as shown in the example photo below: Shops of Kanan Village in Agoura Hills, California.





Commercial Center  
8321-8401 Broadway St



Traditional Commercial Strip  
6051-6069 Broadway St



Enhanced Commercial Strip  
5402 Broadway St



Compliant Commercial Strip  
7918-7930 Broadway St



Traditional Stand-Alone Commercial  
6010 Broadway St



REPRESENTATIVE PARCEL INFORMATION

Development Pattern	Commercial Center	Traditional Commercial Strip	Enhanced Commercial Strip	Compliant Commercial Strip	Traditional Stand-Alone Commercial
Business Name	Kroger	O'Day Plaza (multiple tenants)	Corrigan Plaza (multiple tenants)	Tranquility Center (multiple tenants)	Children's Choice Learning Center
Address	8321-8401 Broadway St	6051-6069 Broadway St	5402 Broadway St	7918-7930 Broadway St	6010 Broadway St
Current Zoning Classification	General Business/Corridor Overlay District	General Commercial/Corridor Overlay District	General Business/Corridor Overlay District	Neighborhood Services/Corridor Overlay District	General Commercial/Corridor Overlay District
Current Status	Nonconforming	Nonconforming	Nonconforming	Conforming	Nonconforming
Building Year Constructed	2000	1986	2006	2003 to 2008	1993
Sidewalk Location	In ROW	None	On Property	On Property	None
Number of Parking Spaces	581	106	122	237	22
Required spaces	Not Available	97	118	163	20
Site Area (acres)	11.50	1.98	4.78	5.54	1.05
Gross Leasable Area (sq ft)	112,679	19,358	23,500	42,574	5,926
Existing Access	Raised medians along Broadway and Cullen Parkway	Raised median at intersection with O'Day	Raised medians along Broadway; Median opening at Anthony Lane	Two-way left turn lane along Broadway	Raised median at intersection with O'Day

IMPACTS FROM 150' ROW

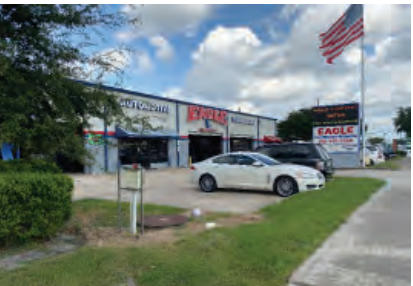
Access	None	None	None	Restricted Access (Now right in/right out)	None
Parking Spaces	10 parking spaces	None	34 spaces	20 spaces	5 spaces
Drive Aisles	None	Primary impact to adjacent gas station pullout	None	None	None
Landscaping	None	All frontage landscaping taken	All frontage landscaping taken	All frontage landscaping taken	All frontage landscaping taken
Signage	None	Center Monument Sign	Center Monument Sign	Center Monument Sign	Building Monument Sign
Detention Areas	No	No	No	No	No
Structure	No	No	No	No	No
Sidewalk	Sidewalk in ROW	No sidewalk present	All removed	All removed	No sidewalk present

Table 2.2 — Representative Parcel Information



REPRESENTATIVE PARCEL INFORMATION

Development Pattern	Enhanced Stand-Alone Commercial	Compliant Stand-Alone Commercial	Multistory Office Building	Village Commercial	Other
Business Name	Eagle Transmission	Accent Dental	Med Pharmacy	Central Texas	A-Better Plumbing
Address	6905 Broadway St	6915 Broadway St	6302 Broadway St	4110 Broadway St	5828 Broadway St
Current Zoning Classification	General Commercial/Corridor Overlay District	General Commercial/Corridor Overlay District	General Commercial/Corridor Overlay District	Old Townsite/General Business	General Commercial/Corridor Overlay District
Current Status	Nonconforming	Conforming	Nonconforming	Nonconforming	Nonconforming
Building Year Constructed	2004/2005	2017	1998	1971	1970
Sidewalk Location	On Property	On Property	None	None	None
Number of Parking Spaces	34	44	126	26	9
Required spaces	46 (38/8)	35	84	35 (est)	30
Site Area (acres)	1.00	1.00	2.33	0.31	0.68
Gross Leasable Area (sq ft)	11,404	10,394	25,098	5,600	8,921
Existing Access	Two-way left turn lane along Broadway	Two-way left turn lane along Broadway	Flush median along Broadway	Two-way left turn lane along Broadway	Two-way left turn lane along Broadway



**Enhanced Stand-Alone Commercial**  
6905 Broadway St



**Compliant Stand-Alone Commercial**  
6915 Broadway St



**Multistory Office Building**  
6302 Broadway St



**Village Commercial**  
4110 Broadway St



**Other**  
5828 Broadway St

IMPACTS FROM 150' ROW

Access	Restricted Access (Now right in/right out)	Restricted Access at Broadway Driveway; Full access provided via Roy	Restricted Access (Now right in/right out); Cross access provided	None	Restricted Access (Now right in/right out)
Parking Spaces	13 spaces	None	None	None	All 9 spaces inaccessible
Drive Aisles	None	None	None	None	Access to all parking eliminated
Landscaping	All frontage landscaping taken	Substantial landscaping taken	Substantial landscaping taken	None	All frontage landscaping taken
Signage	Center Monument Sign	Building Monument Sign	Building Monument Sign	None	Building Monument Sign
Detention Areas	No	No	No	No	No
Structure	No	No	No	Yes, (if extended)	No
Sidewalk	All removed	All removed	No sidewalk present	No sidewalk present	No sidewalk present

Table 2.2 — Representative Parcel Information (continued)



# ENVIRONMENTAL REVIEW

## Environmental Database

This environmental review summarizes an examination of known and suspected contaminated sites and environmentally sensitive areas adjacent to the Broadway corridor project location. Our assessment is based in large part on information provided to us by others (environmental databases) and therefore is only as accurate and complete as the information provided to us. New issues may arise during development because of changes in governmental rules and policy, changed circumstances, or unforeseen conditions.

An environmental database search (by GeoSearch dated July 15, 2019) that includes a 0.25-mile radial distance along the approximately 6.9-mile-long Broadway corridor project alignment is provided as an [Appendix](#). This report was reviewed for known and suspected contaminated sites. Where readily available, local environmental agency and other local governmental authority files were reviewed. The report identifies and evaluates known or potential contamination concerns. Based on the proposed extents of construction and the data provided in this search, no significant potential impacts are anticipated for developments adjacent to the Broadway project corridor.

## Environmental Screening

A preliminary evaluation was conducted along the project corridor to determine potential contamination from properties located within the locality of the project. GeoSearch is a company which specializes in searching and cross-referencing multiple databases to provide detailed information on sites that could pose an environmental risk. The information generated by GeoSearch was reviewed, and a list of sites, based on their database identification, is provided as an [Appendix](#). Full details for each identified site can be found in the GeoSearch Radius Report, which is not provided as an [Appendix](#) but available as an electronic deliverable. The GeoSearch Radius Report is a compilation of data gathered for sites within a 1-mile radius around the target area. The report presents the data in manageable forms by categorizing it into tables and keyed maps. A sample excerpt from the GeoSearch Radius Report is provided as [Exhibit 2.2](#).

The current weight of the evidence indicates that the immediate vicinity of the designated project has low risk of contamination based on the juxtaposition and type of facilities listed in the GeoSearch Radius Report. A summary of the Radius Report findings can be found on the following page as [Table 2.3](#).

*\*The Client may use this report as part of its due diligence, but this report should not be used as the sole basis for the Client's decision making. We endeavored to research issues to the extent practical given the scope, budget, and schedule agreed to with the Client.*

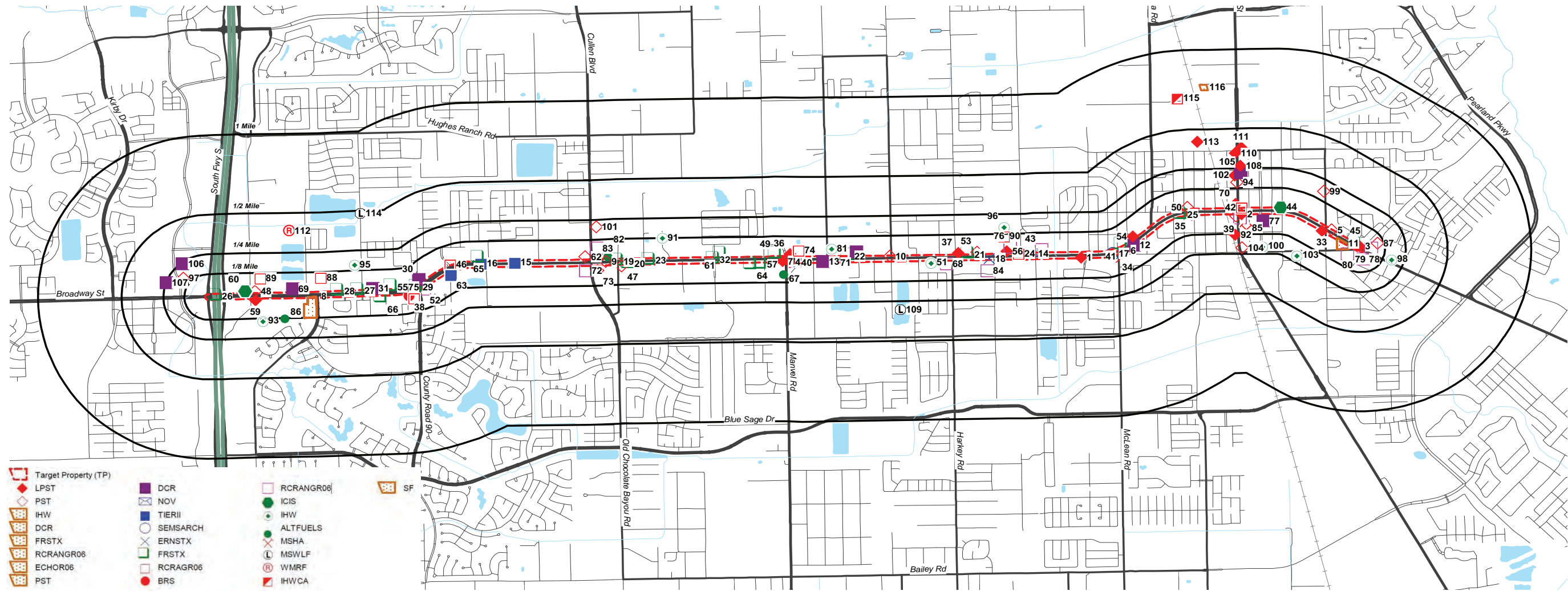


Exhibit 2.2 — Federal Database Results Map



*TXDOT Environmental Assessment*

The engineering, social, economic, and environmental investigations performed in the TxDOT EA indicate that the implementation of the proposed project would result in no significant impact on the human or natural environment. The study recommended a Finding of No Significant Impact (FONSI) for the EA.

*Desktop Wetland and Waters of the US Review*

The GeoSearch review provided a National Wetlands Inventory (NWI) digital data bundle, which includes records of wetlands location and classification as defined by the U.S. Fish and Wildlife Service (USFWS). This dataset is one in a series available in 7.5-minute-by-7.5-minute blocks containing ground planimetric coordinates of wetlands point, line, and area features and wetlands attributes. The digital data as well as the hardcopy maps that were used as the source for the digital data are produced and distributed by the USFWS’s National Wetlands Inventory project.

The Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers (USACE) occasionally issue guidance concerning where they intend to assert jurisdiction. Changes that impact definitions of jurisdictional waters would change this assessment. Observations are made under the applicable regulatory guidance at the time of the observations.

Official authority to make a determination defining applicable jurisdictional limits rests with the EPA; however, authority has been delegated to the USACE. Jurisdictional Determinations (JD) are made by the USACE, upon specific written request, on a case-by-case basis and may make use of certain information at its disposal (such as other permits in the local area) that may not be readily available to the public.

The NWI maps (included in the [Appendix](#)) show that wetland impacts are not a significant environmental factor in the urbanized corridor.

*Federal Database Results*

This study searched 49 Federal environmental databases. Sites identified within a one-mile radius of the project are provided as Table 2.3. Some properties show up in multiple databases. For example, Silver Lake Super Dry Cleaners, located at 9430 Broadway Street, is identified in the APAR, DCR, ECHOR06, FRSTX, RCRANGR06, SIEC01, and VCP databases. See [Appendix](#) for full list of identified sites.

A review of each specific identified site shows that development immediately adjacent to the Broadway corridor should not be significantly impacted by environmental concerns. Should the project limits change, this study recommends additional review for impacts.

Index	Database	Database Description	Sites Identified
1	ERNSTX	Emergency Response Notification System	1
2	RCRAGR06	Resource Conservation & Recovery Act (Generator)	8
3	RCRANGR06	Resource Conservation Recovery Act (Non-Generator)	13
4	SEMSARCH	Superfund Enterprise Management System Archived Site Inventory	1
5	BRS	Biennial Reporting System	1
6	DOCKETS	EPA Docket	1
7	ECHOR06	Enforcement and Compliance History Information	12
8	FRSTX	Facility Registry System	57
9	HMIRSR06	Hazardous Materials Incident Reporting System	1
10	ICIS	Integrated Compliance Information System	2
11	ICISNPDES	Integrated Compliance Information System National Pollutant Discharge Elimination System	4
12	NPDESR06	National Pollutant Discharge Elimination System	1
13	PCSR06	Permit Compliance System	1
14	ALTFUELS	Alternative Fueling Stations	4
15	MSHA	Mine Safety and Health Administration Master Index File	1

Table 2.3 - Federal Database Results

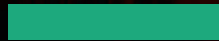




The background of the slide is a photograph of several high-voltage electrical transmission towers (pylons) silhouetted against a sky transitioning from a deep blue at the top to a warm orange and yellow at the horizon, suggesting a sunset or sunrise. The towers are interconnected by a network of power lines that stretch across the frame.

05

BROADWAYS NUTS AND BOLTS





# DRAINAGE

Existing storm sewer infrastructure along the Broadway corridor consists of a roadside ditch with limited storm sewer improvements. Developed areas west of Cullen Parkway generally drain away from the corridor. In these areas, the existing roadside ditch captures roadway runoff and conveys it to several Brazoria Drainage District No. 4 ditches.

Developed and undeveloped areas east of Cullen Parkway generally drain towards the corridor. The existing roadside ditch not only captures roadway runoff in these areas, but also captures and conveys offsite runoff, ultimately conveying it to Brazoria Drainage District No. 4 ditches. The current top of road elevation is typically higher than the adjacent ground throughout the corridor, which requires a roadside ditch to capture offsite areas.

Widening Broadway can be accomplished without negatively impacting drainage patterns along the corridor by providing adequate ditch capacity. However, additional right-of-way (ROW) will be required to widen the road and maintain existing ditches.

To minimize ROW impacts associated with roadway widening, the following measures are recommended throughout the corridor:

- ▶ Reduce travel lane width.
- ▶ Maintain roadside ditches only to the extent needed to capture and convey offsite areas lower than the road that currently drain towards the corridor. Where ditches are needed, the ditch depth should be minimized.
- ▶ Construct underground storm sewer to replace existing roadside ditches.
- ▶ Utilize underground storm sewer for inline detention to mitigate the impact of removing ditch volume and adding impervious area or construct offsite detention ponds.
- ▶ City should continue to require future development along the corridor to capture onsite runoff in an underground storm sewer to eliminate the need for roadside ditches.
- ▶ Lower the road profile west of Cullen Parkway where there is adequate freeboard above the Brazoria Drainage District No. 4 receiving channels and the 500-year FEMA floodplain elevation.

The City held meetings with TxDOT to discuss the above recommendations in an effort to minimize the impact of roadway

widening by reducing the width of the right-of-way. Cost/benefit analysis summarized in **Exhibit 3.1** showed that increasing stormwater pipe size is less expensive than acquiring parcels for ROW.

The **Drainage Study for FM 518 from East of SH 288 to Halbert Drive** (AECOM, January 2017) is a schematic-level drainage report which analyzed the hydrologic and hydraulic implications of the proposed roadway widening project. This study provided preliminary design of the proposed roadway drainage system. Generally, the proposed system includes required detention storage within roadside ditches. Considering the total storage volume available and the total storage volume required as

reported in AECOM drainage study, 12.7 acre-feet of surplus volume storage is available. The surplus volume reported includes a 20% factor of safety in addition to the “surplus volume” provided by the current design.

The “surplus volume” was included in the design with the expectation that final design will utilize Atlas 14 rainfall data. The actual required volume will change slightly upon final design, but it is unlikely the entire “surplus volume” can be removed due to changing drainage criteria. Drainage area maps (extracted from the AECOM drainage report) are annotated with proposed pipe sizes and potential total top width/ROW reduction which is provided as an [Appendix](#).

MetroQuest survey participants were asked to identify drainage-related improvements. Drainage map marker results are provided as an [Appendix](#). Of the drainage locations evaluated, 37% reported “not too bad” drainage, 31.5% reported “very bad” drainage, and 31.5% reported “bad” drainage. Despite the perception of poor drainage conditions, the existing drainage facilities along the corridor performed well with little to no significant flooding issues during past storm events.

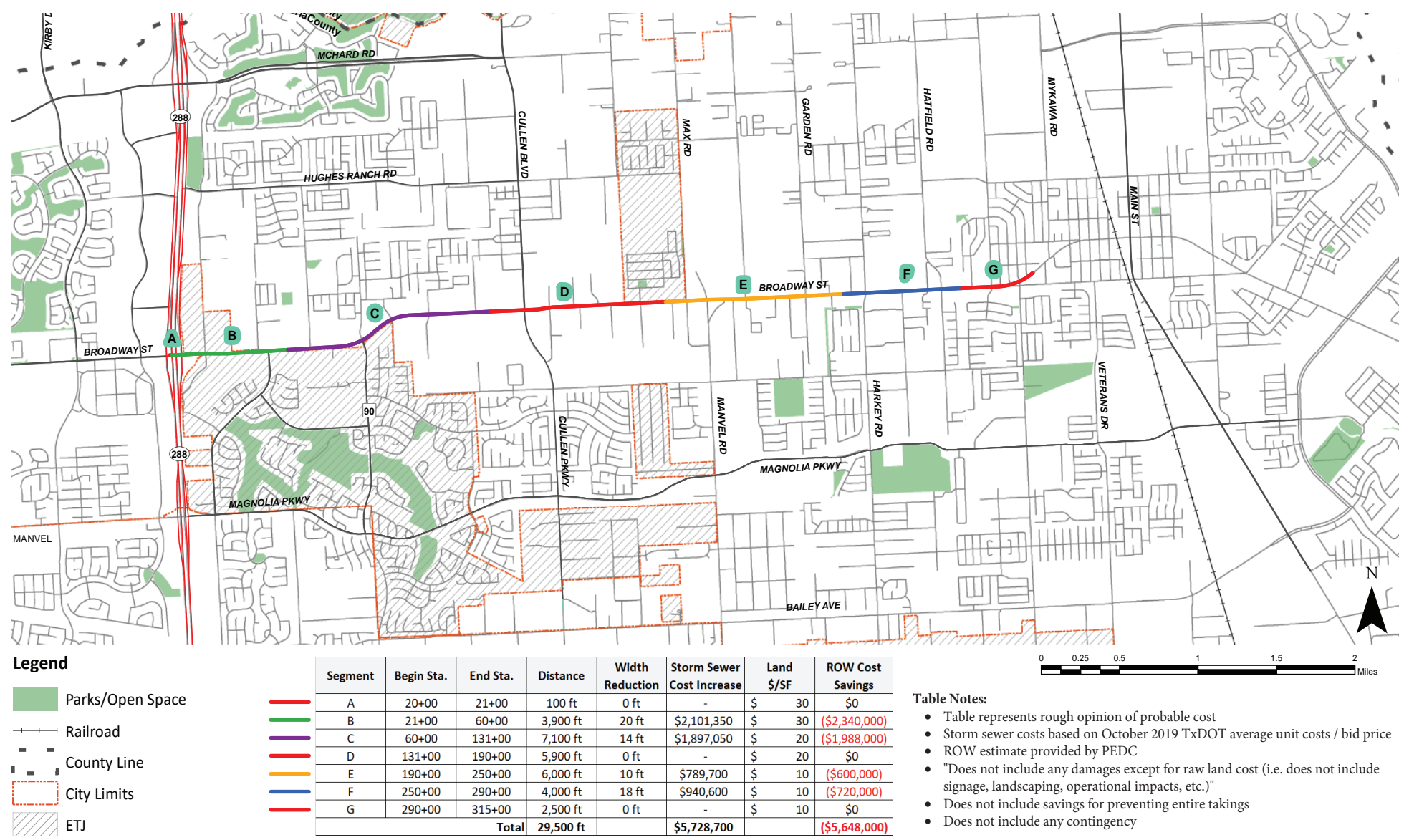


Exhibit 3.1 — Drainage Information Overview



# UTILITIES

## Overview

This utilities analysis section reviews existing and proposed utilities in the Broadway corridor and examines the potential roadway conflicts related to the proposed FM 518 widening. The following section summarizes the information gathered and planning-level opinions of probable construction costs (OPCC) of the impact the roadway project will have on the facilities. As a densely developed corridor, the Broadway widening project will require significant utility relocations through the TxDOT utility accommodation process. Relocations will require detailed coordination with City and franchise operators. The project provides a meaningful opportunity to improve the corridor aesthetics by moving overhead electric and communication lines into underground duct banks.

The following utilities, and possibly other utilities, currently operate within the corridor:

- ▶ City of Pearland water, wastewater, storm sewer, and fiber-optic cable
- ▶ AT&T / Southwestern Bell Telephone
- ▶ Comcast telecommunications
- ▶ CenterPoint Electric
- ▶ CenterPoint Gas
- ▶ Lightwave telecommunications, and
- ▶ Phonoscope telecommunications

**City Utilities:** The City of Pearland owns and maintains water, wastewater, and storm sewer pipelines within the Broadway corridor. The City also owns and maintains fiber-optic cables within the corridor. The study compared GIS data of utility locations provided by the City GIS department to the proposed TxDOT widening plan to characterize the types of utility conflicts. GIS maps and detailed commentary regarding the review of water, wastewater, and storm water pipelines within the Broadway corridor are provided as an [Appendix](#).

## Electrical Utility Relocation

Underground Broadway Segment from Cullen to SH 35/ Main Street (East Side)	Approximate Length	OPCC (Planning level estimate)
Cullen to Reid/Manvel	1.2 miles	\$16,710,000
Reid/Manvel to O’Day/Harkey	1.0 miles	\$20,900,000
O’Day/Harkey to McLean	1.0 miles	\$10,410,000
McLean to SH 35/ Main Street	0.8 miles	\$17,000,000
East Side Total		\$65,020,000

Underground Broadway Segment from SH 288 to Cullen (West Side)	Approximate Length	OPCC (Planning level estimate)
SH 288 to Silverlake Parkway	1.2 miles	\$8,050,000
Silverlake Parkway to Cullen	1.1 miles	\$9,000,000
West Side Total		\$17,050,000
Grand Total		\$82,070,000

The study identifies opportunities for consolidation, relocation, redesign, or the introduction of new technology. The following options are considered:

1. Leaving overhead utilities in place
2. Moving utilities past the widening extent
3. Relocating overhead utilities to easements behind the existing structures, and
4. Moving overhead utilities to underground duct banks

Option 1 is not feasible due to direct conflicts with existing poles and the proposed widening. Option 2 is the default TxDOT approach, which does not meet the City’s desire for resiliency, aesthetics, and use of easement described below. Option 3 would require acquisition of easements behind the existing structures and relocation of electric meters and services. There are several advantages to moving the existing overhead electric and communications systems into underground duct banks, including the following:

- ▶ **Resiliency:** Lessons learned from major storm events such as Hurricane Harvey and Hurricane Ike have shown engineers that overhead power and communication systems can be fragile during extreme wind, rain, lightning, and flooding events. Moving the utilities underground will improve the resiliency of the power and communication systems in future extreme weather events. Underground features are also less likely to be damaged by traffic accidents. Moving these conductors underground will reduce the risk of power interruptions.
- ▶ **Aesthetics:** Broadway is a signature commercial corridor for Pearland. The retail shops and businesses contribute significantly to the City economy. Businesses depend on signs and curb appeal to attract customers and maintain their desired brand. Overhead power and communication wires and poles block the line of sight from the travelling public to the commercial interests. Moving these utilities underground would provide improved aesthetics for the properties.
- ▶ **Easement:** Land values in the Broadway corridor are high, and each square foot of easement area is valuable. Typically, the easement footprint of an overhead power line and pole is larger than the same service in an underground duct bank.

Some disadvantages to moving the overhead utilities underground include:

- ▶ **Increased Capital Cost:** Typical costs for constructing duct banks can be 2 to 4 times more than simple relocation of the same utilities.
- ▶ **Operation and Maintenance:** operation and maintenance of underground duct banks can be more expensive for the franchise utility operator due to the need to excavate or pull cables through duct banks instead of working in the clear on pole mounted equipment and conductors
- ▶ **Landscaping conflicts:** the utility easement may not allow landscape improvements directly above the duct banks.

Cost ranges in this report are based on experience with recent projects in Pearland including undergrounding similar overhead electric utilities for the Upper Kirby Redevelopment Authority in 2014. The Upper Kirby project documented the following costs for an approximately 3,700 linear feet (0.7 mile) project along Bissonnet (from Buffalo Speedway to Kirby):

- ▶ CenterPoint remove overhead: \$226,102
- ▶ CenterPoint construct underground primary: \$663,140
- ▶ AT&T relocation to underground: \$3,475
- ▶ Comcast relocation to underground: \$40,970
- ▶ Owner construction of underground conduit: estimated at \$555,000
- ▶ Total 2014 project: \$1,488,686
- ▶ Total project, escalated to 2019 CPI inflation: \$1,634,063

Based on Upper Kirby and two other similar projects, this study assumes that undergrounding of overhead electric and communication utilities should be approximately \$2.3 million per mile per circuit. The Consultant has no control over the cost of labor, materials, equipment, or over the Contractor’s methods of determining prices or over competitive bidding or market conditions. Opinions of probable costs provided herein are based on the information known to Consultant at this time and represent only the Consultant’s judgment as a design professional familiar with the construction industry. The Consultant cannot and does not guarantee that proposals, bids, or actual construction costs will not vary from its opinions of probable costs.

Utilities Recommendations

- ▶ Consider contracting a third-party project manager and/or utility coordinator on behalf of the City to ensure the granularity of attention desired for the project
- ▶ Consider advantages and disadvantages of moving the overhead utilities underground throughout the corridor
- ▶ Consider undergrounding utilities near commercial centers to improve aesthetics if capital costs for corridor-wide underground are too high



# BICYCLE AND PEDESTRIAN FACILITIES

## *Facilities Along Broadway*

With the widening of the Broadway corridor, there is an opportunity to provide comfortable and connected pedestrian and bicycle facilities that will enhance the viability of businesses along the corridor. Proposed recommendations in this report will complement existing City of Pearland development regulations and provide safer complimenting routes to currently proposed facilities. The Unified Development Code (UDC) specifies a Corridor Overlay District (COD) that is:

**“intended to help the City exercise greater control over the aesthetic, functional and safety characteristics of development along newly constructed major thoroughfares within the City where higher development standards can effectively enhance the City’s image as a desirable place to live, work, and shop.”**

While the UDC does not require bicycle parking in other areas, bicycle parking within the COD is required at a minimum of 5% of the required vehicular parking spaces. Although bicycle parking is required, there are no facilities in the area to safely connect people to or from the corridors.

As part of the Broadway widening, TxDOT’s EA schematic includes wide (15-foot) outside travel lanes along Broadway for bicycles to share with vehicular traffic. Broadway is a high-volume roadway with a posted speed of 45 miles-per-hour (mph). Since the EA was released,

the Federal Highway Administration (FHWA) has issued new directives for bicycle facilities on roadways such as Broadway. Considering recent directives, it has been indicated that TxDOT will revise the Broadway design to include a ten-foot shared-use path on one side of the roadway, separated from traffic. However, the frequency of existing driveways along Broadway will introduce multiple points of conflict between bicyclists and motorists. Conflict points along the corridor will be reduced if driveway consolidation is implemented along the corridor.

Shared-use paths are generally provided on only one side of the roadway. More ROW is to be acquired to the south (per TxDOT’s EA) and slightly fewer driveways will exist along Broadway eastbound. Therefore, if a shared-use path is to be incorporated into the Broadway widening design, it is recommended that the path be provided to the south (in the eastbound direction).

Due to the frequency of intersections along Broadway, additional treatments should be considered to ensure safe and efficient utility of the shared-use path. Minor street crossing treatments such as raised crossings, clear sight distance, and compact corners should be considered at private driveways and unsignalized public roadways. National Association of City Transportation Officials (NACTO) minor street crossing treatments are provided as **Figure 3.1**. At signalized intersections, appropriate ROW should be allocated for pedestrian facilities.

## Minor Street Crossings

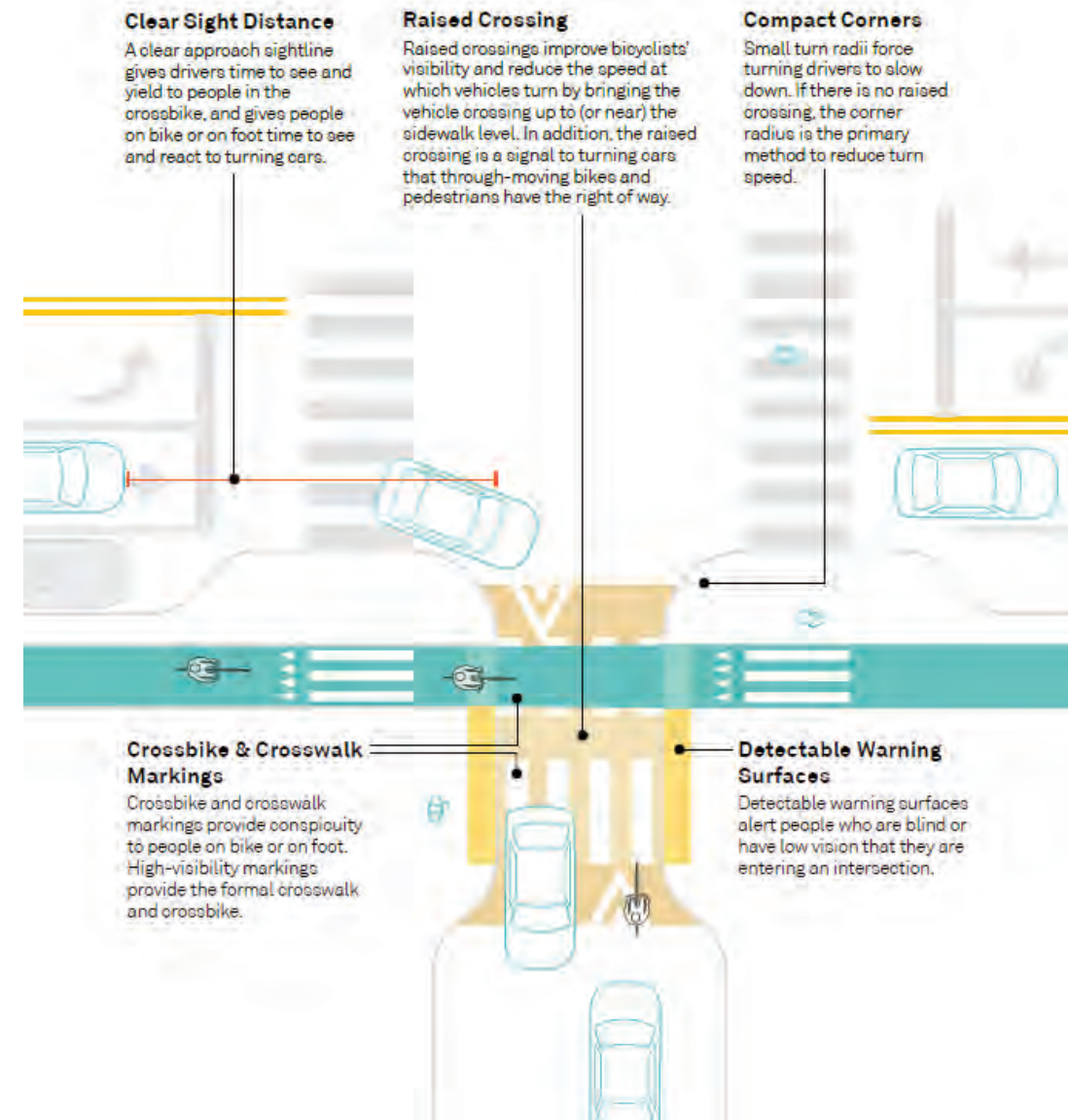


Figure 3.1 - NACTO Minor Street Crossing Treatments



Off-Broadway Facilities

Alternative routes to Broadway are available for bicycle traffic that will be safer and more connected than the currently proposed route. A proposed network of bicycle facilities, including major Corridor Overlay District (COD) corridors, is provided as **Exhibit 3.2**. These are planning-level recommendations for bicycle facilities. All recommendations require further engineering analysis and should be coordinated with the ongoing Pearland multi-modal plan. Proposed routes complement existing City of Pearland development regulations by connecting bicycle facilities to areas of Pearland that are required to provide bicycle parking. This proposed bicycle network provides east-west facilities that parallel Broadway. These are lower traffic, lower speed roadways that are adjacent to single-family and multi-family neighborhoods, as well as multiple schools. The network also proposes north-south routes that connect the east-west facilities to and across the Broadway corridor in key locations. Along Broadway, a sidewalk is recommended to allow pedestrians to traverse the corridor between the major intersections. This will allow for safe pedestrian and bicycle connections to the businesses along Broadway.

Intersection improvements that will accommodate proposed bicycle facilities are shown in **Exhibit 3.2**. Depending on the intersection type, different improvements should be considered. Some intersections will require more improvements than others. In all cases, updates to intersections should conform to the Americans with Disabilities Act (ADA) Standards for Accessible Design. Possible intersection types and their corresponding improvements are listed below. A more detailed study should be performed at the time of implementation to determine the most appropriate intersection design:

- ▶ Intersection of north-south and east-west travel lanes with attached/detached bicycle facilities: widen intersection where needed; add/improve curb ramps; sign/stripe accordingly
- ▶ Intersection of one pair (north-south OR east-west) of travel lanes with one (north-south OR east-west) bicycle facility: provide crossing, either raised or at-grade, with possible visible indicators, either automatic or push button-activated

Many different types of facilities currently exist or are proposed. Trails are the most protected bicycle facility, as they are completely removed from vehicular travel lanes; however, they are also the most removed from major destinations and are not always the most efficient travel facilities. The multiuse path provides for a minimum 10-foot paved width, which allows for both pedestrian and bicycle travel. The multiuse path can be either roadway-adjacent or removed from the roadway, depending on location. All facilities depicted on the exhibit are proposed for a minimum 10-foot width. This should be the target width, where possible. The recommendations are made without a complete examination of available ROW, however, and revisions should be made based on parcel-level detail.

More detailed descriptions of each facility type (existing and proposed) are listed below.

Existing Facilities

- ▶ Existing bike lanes: striped bike lanes adjacent to vehicular travel lanes. Only one exists in the study area, along Broadway east of State Highway 35
- ▶ Existing multiuse path: pathways with a minimum of 10 feet of pavement
- ▶ Existing trail: pathways that are paved four feet or greater, not adjacent to a roadway

Proposed Facilities

- ▶ Add bike lane: proposed on-street bike lanes where existing ROW is constrained and there is not much room for a more protected facility
- ▶ Add buffered bike lane: proposed on-street bike lanes with additional ROW to provide a vertical buffer of some kind to separate bicycles from the vehicular travel lanes
- ▶ Add multiuse path: proposed pathway with a minimum of 10 feet of pavement
- ▶ Widen existing sidewalk: proposed widening of a currently existing sidewalk. In all cases, proposed widening is to a minimum of 10 feet, to allow for a multiuse path

Bicycle and Pedestrian Recommendations

- ▶ Coordinate with TxDOT regarding sidewalks and a multi-use path
- ▶ Coordinate with the currently underway City of Pearland Multi-Modal project regarding off-Broadway facilities described earlier in this chapter

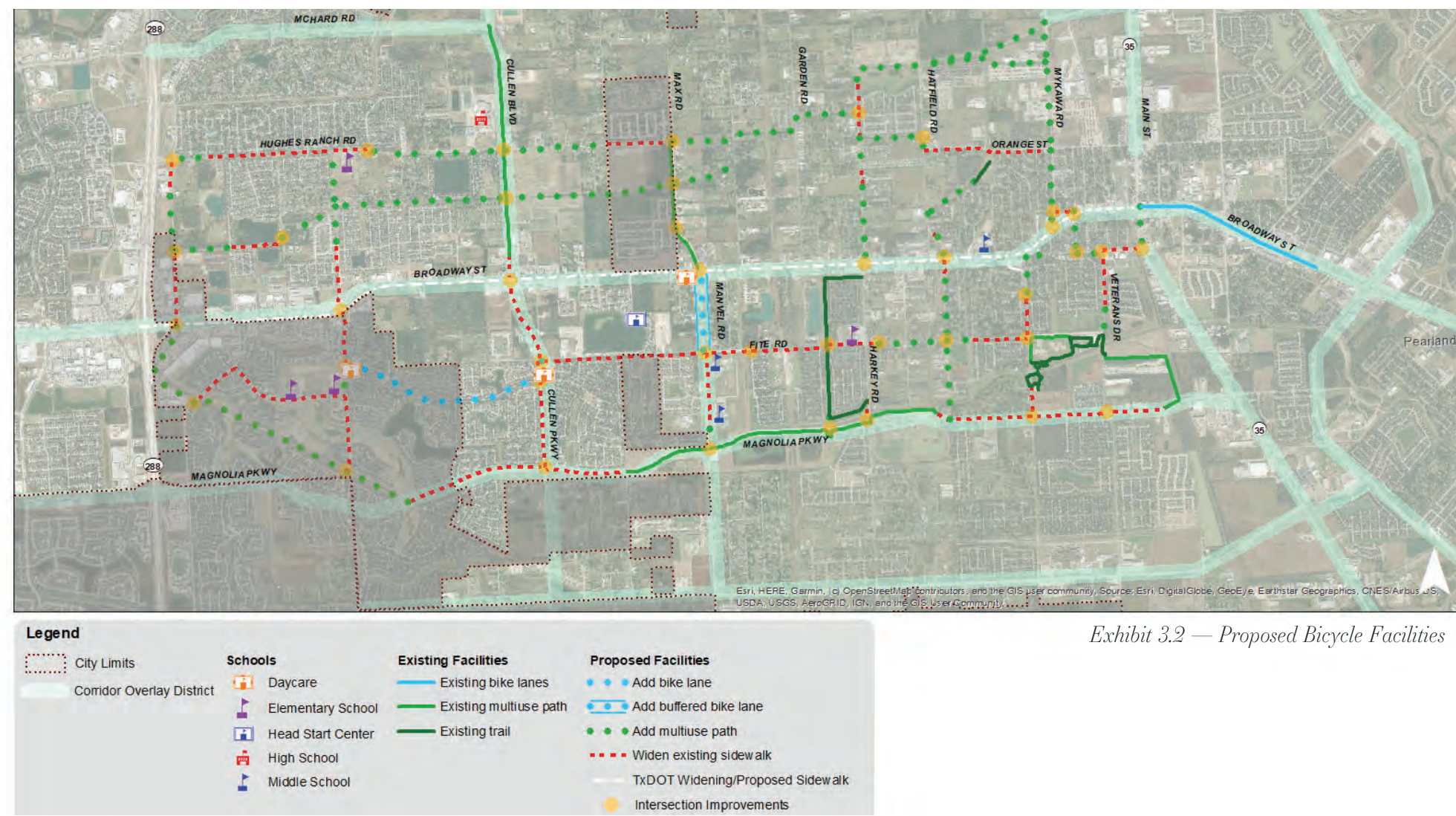


Exhibit 3.2 — Proposed Bicycle Facilities





# 04

THE BUSINESS OF BROADWAY

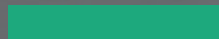






Image Source: <https://www.pearlandtx.gov/>

# DEMOGRAPHIC OVERVIEW

Located south of Houston, the City of Pearland has a population of almost 130,000 people. Residents are highly educated and are primarily employed in the service industries. While many residents have chosen to live in Pearland due to the availability of new, affordable housing and excellent schools, this has come at the expense of long commutes, as many residents are employed in larger employment centers in the Houston region, including downtown and the Medical Center.

Buying power is strong in the City with a median household income of over \$106,000 and a median disposable income of \$84,000. Total disposable income available in the City totals over \$4 billion. When compared to the Houston MSA, income and buying power is stronger in Pearland and is comparable to other suburban cities including League City and Sugar Land.

Overall, the single-family housing market is performing well in the City, when compared to the Houston MSA, with an average home value of \$246,000 and a low vacancy rate of 2.4%.

## DEMOGRAPHIC OVERVIEW

	Pearland	Houston MSA	League City	Sugar Land
Population	128,550	7,154,526	111,214	121,520
Daytime Population	103,641	7,138,469	77,465	133,700
Workers	37,744	3,423,285	24,088	69,628
Residents	65,897	3,715,184	53,377	64,072
Households	43,478	2,475,335	39,649	40,792
Housing Units	44,565	2,691,488	40,530	41,975
Median Household Income	\$106,332	\$65,606	\$101,382	\$109,145
Per Capita Income	\$42,216	\$33,020	\$43,025	\$49,029
Disposable Income				
Median Disposable Income	\$84,216	\$54,287	\$80,108	\$87,164
Average Disposable Income	\$95,175	\$72,757	\$92,166	\$105,612
Total Disposable Income (City)	\$4,138,018,650	\$180,097,948,595	\$3,654,289,734	\$4,308,124,704
Total Housing Units	44,565	2,691,488	40,530	41,975
Owner Occupied	76.3%	56%	74.2%	78.1%
Renter Occupied	21.3%	36%	23.7%	19.1%
Vacant	2.4%	8%	2.1%	2.8%

Table 4.1 — Demographic Overview 2019

Source: ESRI

\*ESRI is a spatial and analytics software firm that provides demographic data and forecasts for places in the U.S.



The Local Population

ESRI’s Retail MarketPlace community profiles and tapestry information provide a snapshot of the different households that dominate a neighborhood or community. This allows for a better understanding of a household’s demographic and socioeconomic characteristics including information on their lifestyle, habits, interests, spending patterns, and skill sets. The top five segments in the City of Pearland are identified in **Table 4.2** below.

Overview		Socioeconomic Traits	Housing & Income	Market Profile
<div>Boomburbs 31.1%</div>	This market primarily consists of young professionals with families that have opted to trade up to the newest housing in the suburbs. This is an affluent market, but with a higher proportion of mortgages.	This group consists of well-educated young professionals. Unemployment is low, and labor force participation is high with most households having two workers. This group has longer commute times from the suburban growth corridors, resulting in more home workers.	<i>Typical Housing:</i> Single Family <i>Median Value:</i> \$350,000  <i>Median HH Income:</i> \$113,400 <i>Median Net Worth:</i> \$357,600	This is one of the top markets for the latest in technology. Style is important, from personal appearance to homes. Physical fitness is a priority, and leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme/water parks.
<div>Soccer Moms 30.0%</div>	Soccer Moms is an affluent, family-oriented market. Residents are partial to new housing away from the bustle of the city, but close enough to commute to professional job centers. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.	The unemployment rate is low and labor force participation rate is high — two out of three households include 2+ workers. This group is well insured and invested, and they carry a higher level of debt.	<i>Typical Housing:</i> Single Family <i>Median Value:</i> \$257,400  <i>Median HH Income:</i> \$90,500 <i>Median Net Worth:</i> \$284,500	This market prefers family-oriented purchases and activities, including electronics, movies, children’s apparel, and toys, and visits to theme parks or zoos. They favor outdoor activities and sports, including sporting events, bicycling, jogging, golfing, and boating.
<div>Up-and-Coming Families 7.9%</div>	Up-and-Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. Generally, their homes are new and their families are young.	This group typically has low unemployment and high labor force participation rates, and most households have two or more workers. They are careful shoppers that are aware of prices.	<i>Typical Housing:</i> Single Family <i>Median Value:</i> \$194,400  <i>Median HH Income:</i> \$72,000 <i>Median Net Worth:</i> \$122,700	This market relies on the Internet for entertainment, information, shopping, and banking. They find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing or weightlifting, to taking a jog or run.
<div>Middleburg 7.8%</div>	Middleburg residents are generally conservative, family-oriented consumers. They are thrifty, but willing to carry some debt and are already investing in their futures. They prefer to buy American and travel in the U.S. This market is younger, but growing in size and assets.	Approximately 65% of residents in this group have a high school diploma or some college education. Traditional values are the norm for this group and include faith, country, and family. This group refers to buy American and for a good price.	<i>Typical Housing:</i> Single Family <i>Median Value:</i> \$175,000  <i>Median HH Income:</i> \$59,800 <i>Median Net Worth:</i> \$115,300	Entertainment is primarily family-oriented,as are spending priorities, which focus on family (children’s toys and apparel) or home DIY projects. Sporting activities include hunting, fishing, bowling, and baseball.
<div>Bright Young Professionals 5.4%</div>	This market primarily consists of young, educated, working professionals. More than one out of three householders are under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners.	Labor force participation is high and generally consists of white-collar jobs, with a mix of food service and part-time jobs. Median household income, median home value, and average rent are close to the US values.	<i>Typical Housing:</i> Single-Family/Multi-Family /Row Houses <i>Average Rent:</i> \$1,042  <i>Median HH Income:</i> \$54,000 <i>Median Net Worth:</i> \$34,200	Residents of this segment are physically active and up-to-date on the latest technology. They enjoy sports, including backpacking, rock climbing, football, pilates, running, and yoga. They eat out often and prefer fast-food and family restaurants.

Table 4.2 — ESRI’s Retail MarketPlace Section Snapshot of Local Population

ESRI Source: Info USA 2019



# ECONOMIC CONDITIONS

The following section provides an economic overview of the City of Pearland and examines current economic conditions along the corridor as a means of assessing current, desired, and potential economic performance in terms of the corridor’s use, function, and activity. This analysis looks at the economic strength of business activity along the corridor, as well as the various issues, challenges, and opportunities facing businesses and development activity.

**Vacancy Rate** The amount of vacant space divided by the total amount of total rentable area.

**Absorption** The change in occupancy over a given time period. When supply is less than demand, vacancy decreases and absorption is positive. When supply is greater than demand, vacancy increases and absorption is negative

## Overview of Local Conditions and Trends

- ▶ The greater Houston area continues to see strong household and employment growth, and projections show this trend continuing in the future.
- ▶ Residents in the City have high household incomes and strong buying power to support appropriate retail and entertainment activities/uses in the community.
- ▶ The current retail market along the western portion of the corridor primarily consists of national brand retail, shopping, and eating and drinking establishments.
- ▶ East of Cullen the character changes, buildings are older and average rents are lower.
- ▶ Overall the retail market is performing well along the corridor with low vacancy rates and positive absorption.
- ▶ The multi-family market in the City is performing consistently with regional trends, with a vacancy rate of under 10%. In the last few years, the number of new units built have exceeded the number of units being occupied.
- ▶ The office market along the corridor is performing fair, given the corridor is not an office hub/cluster and primarily serves smaller uses including medical, daily services, financial, and other uses.







# MARKET CONDITIONS

Overall, the Broadway corridor is a place for business. While residential activity does occur in some locations, it most often consists of large, garden-style apartment complexes. Otherwise, the strength of the corridor is in its large variety of restaurants, retail stores, health-related offices, daily service retail, and much more. An analysis of economic conditions along the corridor reveals a strength in the local marketplace with room to grow. On the other hand, development patterns along the corridor may make it problematic to adjust to new trends rising in all sectors.

## Retail Market Conditions

The Broadway corridor serves as one of the major retail destinations for Pearland residents when it comes to shopping, eating, and daily services. Existing retail along the corridor is performing relatively well. Demand for retail space is strong with the majority of rentable spaces currently occupied (97.2% occupied).

The western portion of the corridor (west of Cullen) is relatively “new,” with the majority of buildings built within the last 10 to 20 years and in good condition. Along this portion of the corridor the vacancy rate is 2.9% and rents average at \$21.23 per square foot. The character of the corridor changes east of Cullen, with higher vacancy rates (4.9%) and lower rents (\$16.20 per SF). Buildings in the eastern portion of the

corridor are older with the majority of the buildings built prior to 2000. Primary uses along the corridor consist of national brand retail, shopping, and eating and drinking establishments. In 2019, total reported annual sales along the studied area of the Broadway corridor totaled over \$900 million.

The CoStar Building Rating System provides a national rating for commercial buildings. Properties are evaluated and rated using a universally recognized 5-Star scale based on the characteristics of each property type. The majority of buildings along the Broadway Corridor have a three-star rating, meaning they are average, when compared to buildings across the nation.

YEAR BUILT

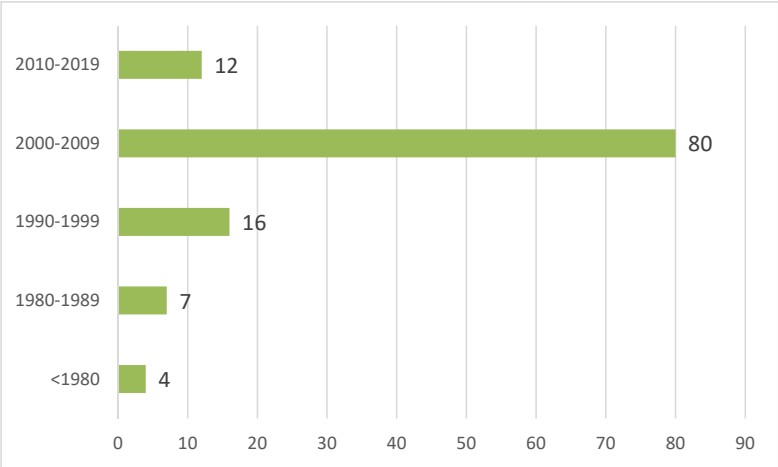


Figure 4.1 — Retail Year Built

\*Note: Chart includes buildings where data was available

COSTAR RATING

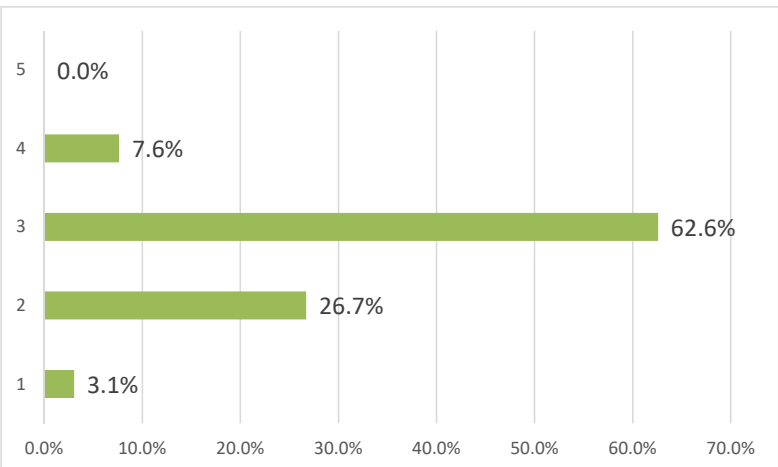


Figure 4.2 — Retail CoStar Rating

Source: CoStar 2019

## RETAIL CONDITIONS

	Broadway Corridor (SH 288 to SH 35)		City of Pearland		Regional Houston Sub Market	
	Current	5 Year Average	Current	5 Year Average	Current	5 Year Average
Availability						
NNN Rent Per SF	\$19.71	\$17.61	\$24.23	\$19.83	\$17.07	\$14.14
Vacancy Rate	2.80%	3.50%	2.10%	3.10%	4.00%	4.50%
Vacant SF	90,875	111,848	196,591	265,619	577,335	630,292
Demand						
12 Mo. Absorption SF	16,388	17,462	179,698	196,623	164,577	195,481
Inventory						
Existing Buildings	193	191	557	537	1,038	1,012
Existing SF	3,200,395	3,182,628	9,157,153	8,715,716	14,343,966	13,953,348
12 Mo. Const. Starts	0	9,641	104,930	170,242	99,010	193,146
Under Construction	0	5,084	108,112	140,796	77,950	149,967

Table 4.3 — Retail Conditions

Source: CoStar 2019



General Business Types Along the Corridor

Retail activities and “Other Services,” such as automotive and appliance repair; nail and beauty salons; dry cleaning stores; and religious organizations, comprise more than one-third of all of the businesses along the corridor, followed closely by the large number of establishments associated with health care. Accommodations and food services are equally critical to the corridor, comprising 13.5% of all businesses.

Businesses by NAICS Classification

NAICS Classifications	Percentage
Retail Trade	17.9%
Other Services such as Repair & Maintenance, Personal & Laundry Service, and Religious Organizations (see below)	17.5%
Health Care & Social Assistance	16.9%
Accommodation & Food Services	13.5%
Finance, Insurance & Real Estate	10.6%
Professional, Scientific & Technical Services	9.5%
Unclassified	3.3%
Educational Services	2.7%
Construction	2.3%
Administrative & Support & Waste Management/Remediation Services	1.8%
Wholesale Trade	1.4%
Information	1.4%
Arts, Entertainment & Recreation	1.2%
Total	100.0%

Table 4.4 — Businesses by NAICS Classification      Source: Info USA 2019

Composition of “Other Services” by NAICS Classification

NAICS Classifications	Percentage
Automotive	21.8%
Electronics/Appliance Repair	7.9%
Salons	41.6%
Other Personal Care	3.0%
Funeral Homes	1.0%
Laundry	6.9%
Pet Care	2.0%
All Other Personal Services	2.0%
Religious	9.8%
Other Organizations	4.0%
Total “Other Services”	100.0%

Retail, Accommodations, and Food Businesses Along the Corridor

A closer look specifically at retail, accommodations, and food activities shows that both full-service and limited-service restaurants have a particularly strong presence along the corridor.

Retail, Accommodations, and Food Businesses by NAICS Classification

NAICS Classifications	Percentage
Full Service Restaurants	20.1%
Limited Service Restaurants	14.4%
Home Furnishings & Home/Lawn Building Materials	9.1%
Health and Personal Care Stores	9.1%
Motor Vehicle Dealers, Parts & Accessories	7.7%
Groceries, Specialty Foods & Liquor Sales	6.2%
Clothing, Shoes & Jewelry Stores	5.7%
Other Miscellaneous Retail Stores	5.7%
Clothing, Shoes & Jewelry Stores	4.3%
Sporting Goods, Hobby, Music and Book Stores	3.3%
Department Stores & General Merchandising Stores	3.3%
Florists, Office Supplies & Gift Stores	2.9%
Used Merchandise Stores	2.4%
Caterers and Other Special Food Services	2.4%
Accommodations	1.4%
Gas Stations	1.0%
Snacks and Similar Food Services	1.0%
Total	100.0%

Table 4.5 — Retail, Accommodations, and Food Businesses by NAICS Classification      Source: Info USA 2019





Retail Demand

ESRI’s Retail MarketPlace data compares retail sales and consumer spending by industry and measures the gap between supply and demand. This data provides a glimpse into the amount of retail potential that “leaks” into other communities, as well as market segments where the study area takes in more than its share.

The Leakage/Surplus Factor, shown in the chart to the right, presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents ‘leakage’ of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales.

**Leakage** in an area represents a condition where demand exceeds supply. In other words, retailers outside the market area are fulfilling the demand for retail products; therefore, demand is “leaking” out of the trade area. Such a condition highlights an opportunity for new retailers to enter the trade area or for existing retailers to extend their marketing outreach to accommodate the excess demand.

**Surplus** in an area represents a condition where supply exceeds the area’s demand. Retailers are attracting shoppers that reside outside the trade area.

As shown in the following chart, in almost every retail category there is a leakage of dollars going outside the City of Pearland. This presents an opportunity for additional capture of the retail demand in the City.



RETAIL LEAKAGE/SURPLUS, CITY OF PEARLAND ← Surplus — Leakage →

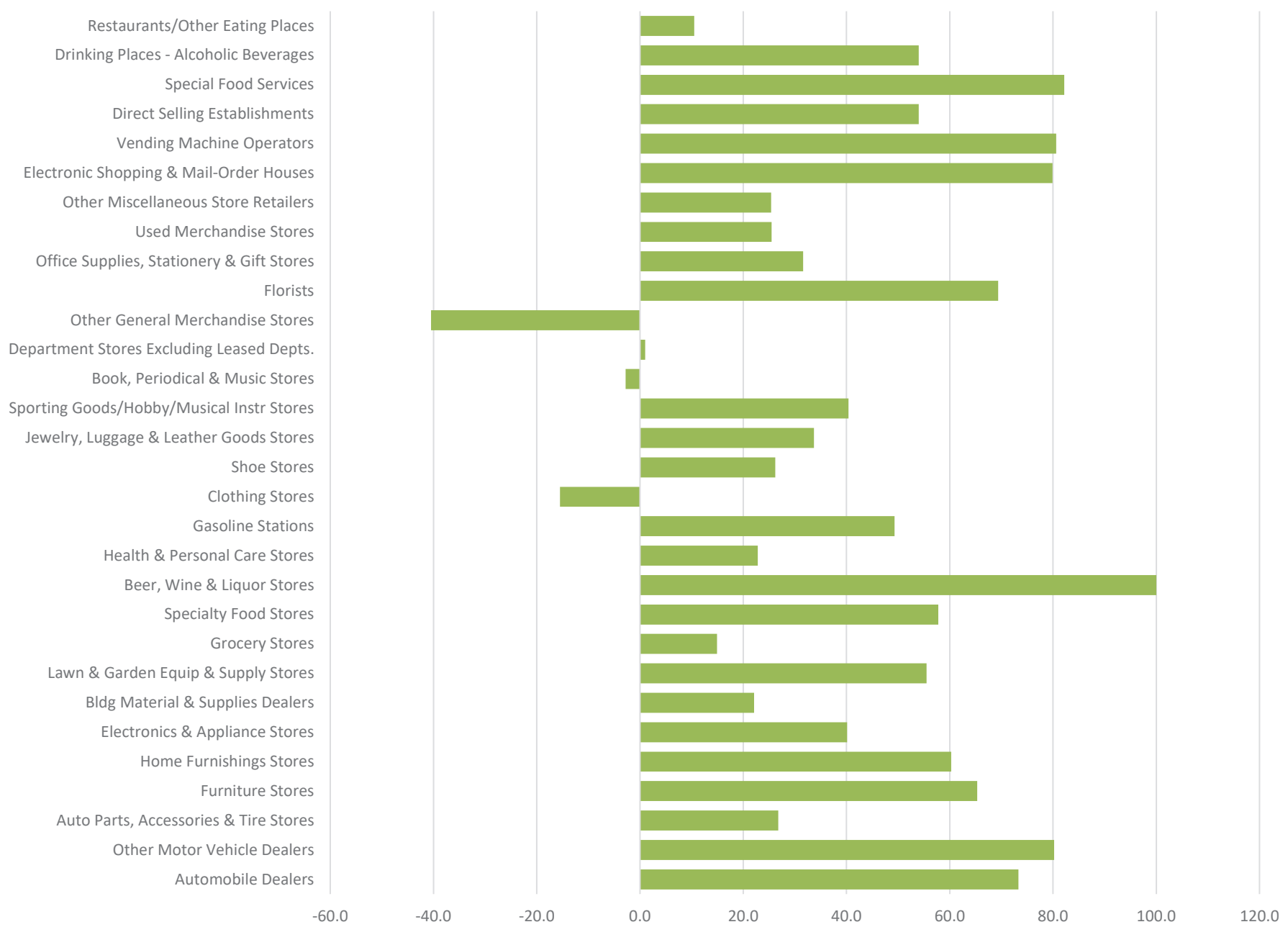


Figure 4.3 — Retail Leakage/Surplus, City of Pearland Source: ESRI

RETAIL DEMAND, CITY OF PEARLAND

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	Number of Establishments
Total Retail Trade and Food and Drink	44-45,722	\$2,174,779,808	\$1,409,229,546	\$765,550,262	21.4	644
Total Retail Trade	44-45	\$1,951,338,325	\$1,234,549,494	\$716,788,831	22.5	418
Total Food and Drink	722	\$223,441,483	\$174,680,052	\$48,761,431	12.2	226

Table 4.6 — Retail Demand, City of Pearland Source: ESRI



Office Market Conditions

Office uses are located throughout the corridor and range from a few multi-story buildings to mostly single-story smaller spaces, including a number of offices merged into strip commercial centers with retail and other non-office uses. Since the corridor does not function as an office hub/cluster, vacancy rates are high in comparison to the City and the sub-market area. Primary office uses include medical, financial, and other services.

The office building class designation is a way of differentiating buildings of the same building type into different categories of quality, allowing comparison of individual buildings within a market as well as across markets. The CoStar Building Rating System, on the other hand, provides a national rating system for comparison to properties across the nation. The majority of office buildings along the Broadway Corridor have a three-star rating nationally and “B” class rating locally.



OFFICE MARKET CONDITIONS

	Broadway Corridor (SH 288 to SH 35)		City of Pearland		Houston Region Submarket Area	
	Current	5 Year Average	Current	5 Year Average	Current	5 Year Average
Availability						
Gross Rent Per SF	\$25.62	\$25.45	\$27.62	\$26.63	\$26.86	\$24.78
Vacancy Rate	12.20%	14.30%	9.50%	10.90%	6.80%	9.00%
Vacant SF	54,144	58,819	172,802	186,498	218,426	262,365
Demand						
12 Mo. Absorption SF	17,811	17,895	1,822	60,383	46,089	135,335
Inventory						
Existing Buildings	39	37	145	141	267	261
Existing SF	442,674	412,808	1,814,969	1,714,069	3,232,356	2,916,329
12 Mo. Const. Starts	0	21,481	0	52,015	51,000	116,567
Under Construction	2,400	19,475	2,400	57,725	2,400	146,655
12 Mo. Deliveries	0	26,084	5,008	57,238	51,000	121,790

Table 4.7 — Office Market Conditions    Source: CoStar 2019

COSTAR RATING

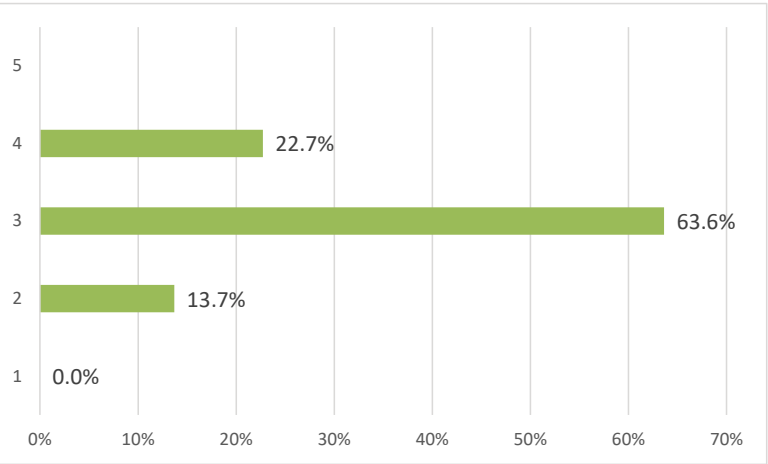


Figure 4.4 — Office CoStar Rating

BUILDING CLASS

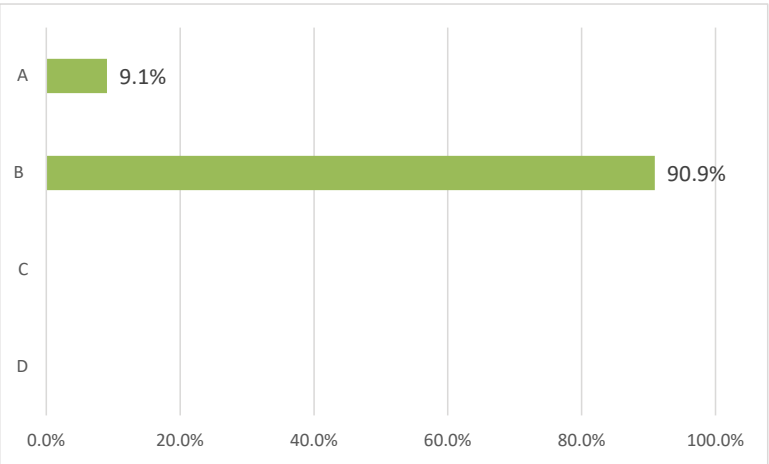


Figure 4.5 — Office Building Class    Source: CoStar 2019



Multi-Family Market Conditions

While the majority of the corridor consists of retail and office uses, there are two garden-style apartments located along the western portion of the corridor. These class B apartments are performing relatively well, with low vacancy rates when compared to the City as a whole.

Multi-family in Pearland consists primarily of class A and B garden-style apartments. Historically, the number of new units built have exceeded the number of units being occupied, and vacancy over the past five years has averaged approximately 7.7%, which is comparable to regional trends.



MULTI-FAMILY MARKET CONDITIONS

	Broadway Corridor (SH 288 to SH 35)		City of Pearland	
	Current	5 Year Average	Current	5 Year Average
Leasing				
Vacant Units	42	53	887	627
Vacancy Rate	5.40%	6.80%	9.70%	7.70%
12 Mo. Absorption Units	-5	-3	391	282
Rent				
1 Bed Asking Rent	\$1,033	\$997	\$1,103	\$1,057
Inventory				
Existing Units	784	784	9400	8109
12 Mo. Const. Starts			257	329
Under Construction			257	483
12 Mo. Deliveries			571	438

Table 4.8 — Multi-Family Market Conditions

Source: CoStar 2019





# DEVELOPMENT TRENDS

Current and upcoming regional and national development trends were examined to get an understanding of how retail and other uses are performing along the corridor in comparison to consumer needs and wants and changing real estate patterns. Development trends also provide a framework and opportunity to allow the corridor to evolve to meet market conditions.

## *Overview of Current Real Estate Trends*

- ▶ The format of retail, restaurant, and entertainment activities is continuing to change in response to adjustments in consumer demands and the increasing role of technology. Building footprints are getting smaller, and providing destinations and a sense of experience are becoming increasingly instrumental to retail success. Stores and structures focused on convenience and accessibility are finding increasing competition from online retail.
- ▶ Office spaces are changing to accommodate an increasing demand for amenities, adaptable space and employees that are more likely to work outside of the office.
- ▶ Mixed-use developments that are walkable and include residential, office, and retail/entertainment components are on the rise as more and more people are looking for experiences where they can “live, work, and play.”

## *Retail and Office Trends*

Technology, the rise of e-commerce, consumer behavior and preferences, changing demographics, and needs have all changed the way we live, work, and play. As a result, land use and development patterns continue to evolve to meet current/future needs.

While much of today's business news focuses on retail closings, particularly of larger national retail brands, the concept of “retail” is not going away. However, its format is changing in response to substantial adjustments in consumer demands. Building footprints are getting smaller, and providing destinations and a sense of experience are instrumental to success. Moreover, a large social media following is becoming just as important as sales per square foot and many of the other traditional performance metrics.

Amenities and increasingly adaptable space have also become important for the office market as people look for the sense of experiences at work as well as during the off-hours. Emphasis is being placed on building design, with common areas, walkability, and amenities integrated into the space itself or nearby. Employees demand less traditional office space and are often seeking alternatives, including co-working space and remote opportunities.



Retail Trends

- ▶ Technology, social media, and changing demographic needs and wants are shaping the way consumers live, work, and play and are thus changing the way they shop and eat.
- ▶ “Brick and mortar” stores are changing, and retail space per capita is getting smaller.
- ▶ Retail is not going away, but the footprint and format is changing to smaller and more intimate stores, often in urban concepts, and even in the suburbs. Direct-to-consumer retailers are also opening up brick and mortar stores.
- ▶ Focus is increasingly on omnichannel strategies (using all of your channels to create one unified experience for your customers).
- ▶ Incorporating mobile technology is gaining importance (fulfillment stores).
- ▶ Experimental and destination retail is prominent, as people want an “experience.”
- ▶ Stores are increasingly seeking “Instagrammable” opportunities as social media following becomes a big indicator of retail success.
- ▶ Pop-up retail allows for temporary retail to “try out” a concept or rotate locations. Direct-to-consumer pop ups are gaining popularity.
- ▶ Retail “markets” — shops within shops — allow for cobranding and a shared draw.
- ▶ Vacant large national brand retail spaces are becoming filled with complementary use (entertainment, medical).



Office Trends

- ▶ Technology is increasingly allowing employees to be wireless and work from anywhere
- ▶ Less office space is needed per employee.
- ▶ Alternative office spaces, including co-working, flex space, incubator, and accelerator spaces are playing an increasingly strong role in the marketplace.
- ▶ Emphasis is growing on spaces that create a sense of community and include community areas, rentable conference rooms, kitchens, classes, activities, and other amenities.
- ▶ Flexible space that meets varying needs of clients and offers different workspaces for different client needs is increasingly appealing to small businesses and startups. These may include shared common areas, a receptionist, technology, meeting rooms, or activity areas (comfortable places, where they can share ideas, network, collaborate, etc.
- ▶ Office space is becoming more integrated with other uses such as retail, food service, and even residential so people can live, work, and play.
- ▶ Demand is rising for amenities and “healthy” spaces, in terms of food, space, and design.
- ▶ Buildings with access to transit, walkable areas, “places,” and access to amenities are seeing increasing demand



Food and Beverage Industry Trends

- ▶ Alternative eating and dining concepts are on the rise:
  - food halls
  - farmer’s markets
  - pop-up concepts
  - rotating restaurants
  - food trucks
- ▶ Dining has become an “experience.”
- ▶ Meal delivery service has also increased demand for food prepared outside of the home.
- ▶ Businesses have responded to online ordering with shared kitchen and ghost kitchen concepts.
- ▶ Spaces that were once separate are beginning to co-mingle — ex: food services added to offices, co-working spaces, and retail.
- ▶ While retail has been in flux, demand for unique dining opportunities and experiences continues to remain strong.





# DEVELOPMENT POTENTIAL

Development potential of the Build Alternative, per TxDOT’s Environmental Assessment, is as follows:

“The Build Alternative would provide an improved connection for the traveling public and to those who live in Pearland and Brazoria County. The Build Alternative would accommodate future anticipated traffic demand and growth in the region, and improve safety by providing raised medians with dedicated turn lanes at select locations and intersections. Because the project is not a new-location roadway, it is not anticipated to substantially change access or establish new development potential for undeveloped areas.

Based on demographic and land use trends, there is a strong potential for growth in the Area of Influence (AOI) (Figure 6 — Appendix F). The AOI was identified as approximately 1,115 acres in size. Based on an interview with city staff and a

cartographic assessment, approximately 440 acres of land have indirect induced growth potential within the AOI (39.5 percent of AOI). The 440-acre area of potential induced growth consists of many types of future land uses including commercial businesses and business parks; high, medium, and low density residential development; offices; the Garden/O’Day Mixed Use District; and others. The exact type, location, timing, and density of future developments are unknown at this time. It is assumed that the majority of induced development is likely to be retail, offices, and services, followed by low-density residential.”

Further commentary regarding development potential, per TxDOT’s Indirect Impacts technical report, supplemental to TxDOT’s EA, are as follows:

“The interview with Ms. Krishnarao [Director of Community Development for City of Pearland, 2016] indicates that mobility improvements along FM 518 would

enhance the desirability to develop vacant parcels or redevelop underutilized commercial and retail centers in central parts of the AOI that are not located in close proximity to SH 288 or SH 35. Ms. Krishnarao stated that she believes the proposed project is a great opportunity to build FM 518 in accordance with the city’s Complete Street standards; she indicated that undeveloped tracts of land within the AOI are likely to develop within the confines of the city’s existing zoning regulations and Future Land Use Plan. Digitized boundaries of these areas of potential development are illustrated in Appendix A: Figure 4. According to the interview results, Ms. Krishnarao stated the AOI would likely experience development pressure as a result of the proposed FM 518 improvements, and noted that the proposed widening of FM 518 would likely increase the rate of land development. The general areas of potential induced growth, as a result of “increased rate of development,” are evenly scattered north and south along the FM 518 project limits.”

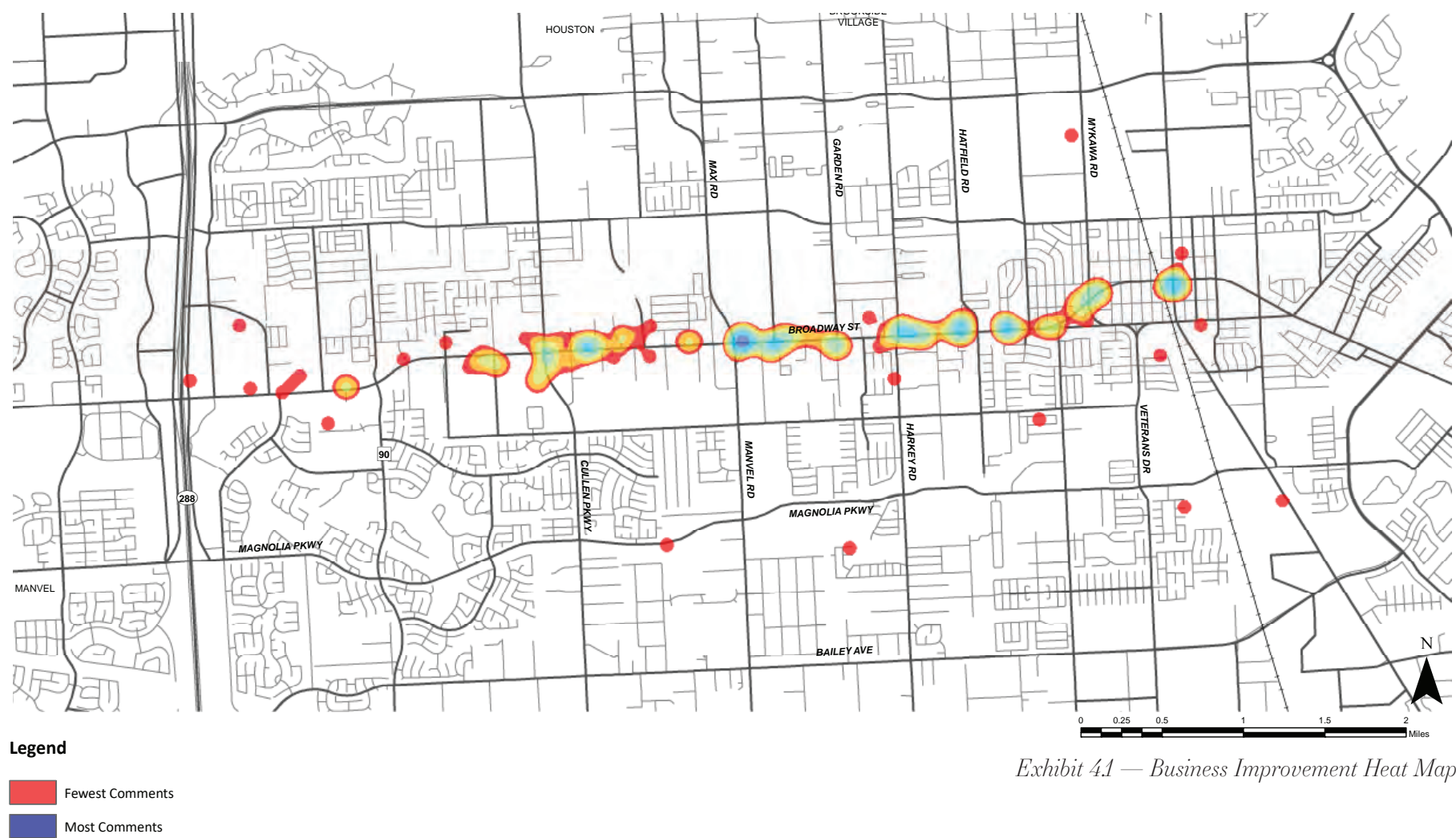


Exhibit 4.1 — Business Improvement Heat Map

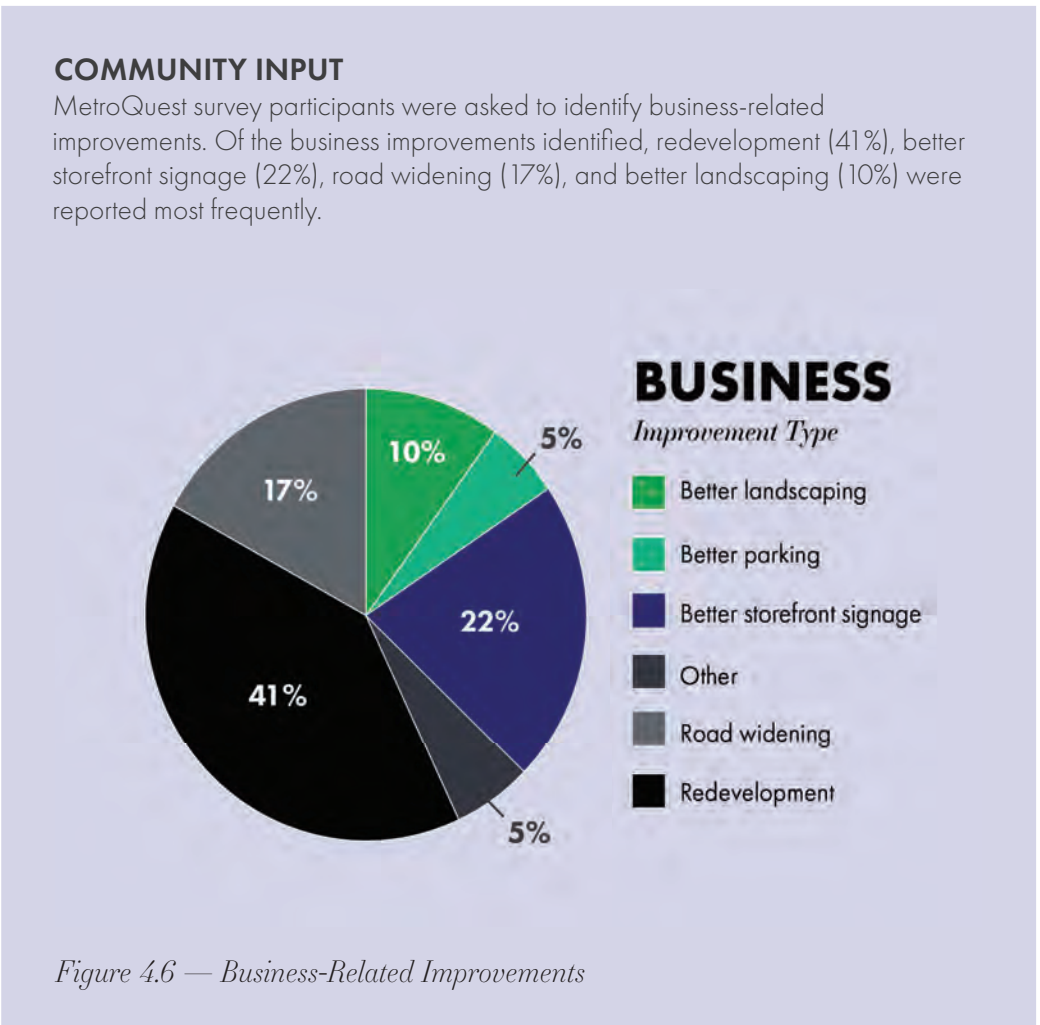


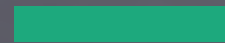
Figure 4.6 — Business-Related Improvements





O3

BROADWAY'S BUILT ENVIRONMENT





# REGULATORY AND PLANNING FRAMEWORK

The City of Pearland manages the types of activities and uses that can take place along the Broadway corridor as well as the layout and design of structures and spaces through the Unified Development Code (UDC).

Pearland has only regulated activity along much of the corridor in recent decades as a result of a series of annexations. In 1959, the City only included much of what is now called The Old Townsite. In the period between 1960 and 1989, much of the focus of growth was east along Broadway Street toward Friendswood. City leadership turned their eyes westward and annexed much of the study area extending to SH 288 during the 1990s. However, while incorporation into the city was relatively new, development activity was already well established.

Thus, in a short period of time, much of the study area has gone from development with very limited regulation to the guidance of zoning and other development regulations. In that same time, development regulations have changed substantially as the community has placed increasing effort on not only managing the types of permitted activities, but also the quality and cohesiveness of development.

Today, the City of Pearland has local authority over the majority of development activity that takes place along the Broadway f- those areas within the municipal limits of the community. Guidance is more limited in areas that remain outside of the municipal limits of the City but within the extraterritorial jurisdiction - as is the case for some property that is located in closer proximity to SH 288. **Exhibit 5.2** on page 35 shows current land use.

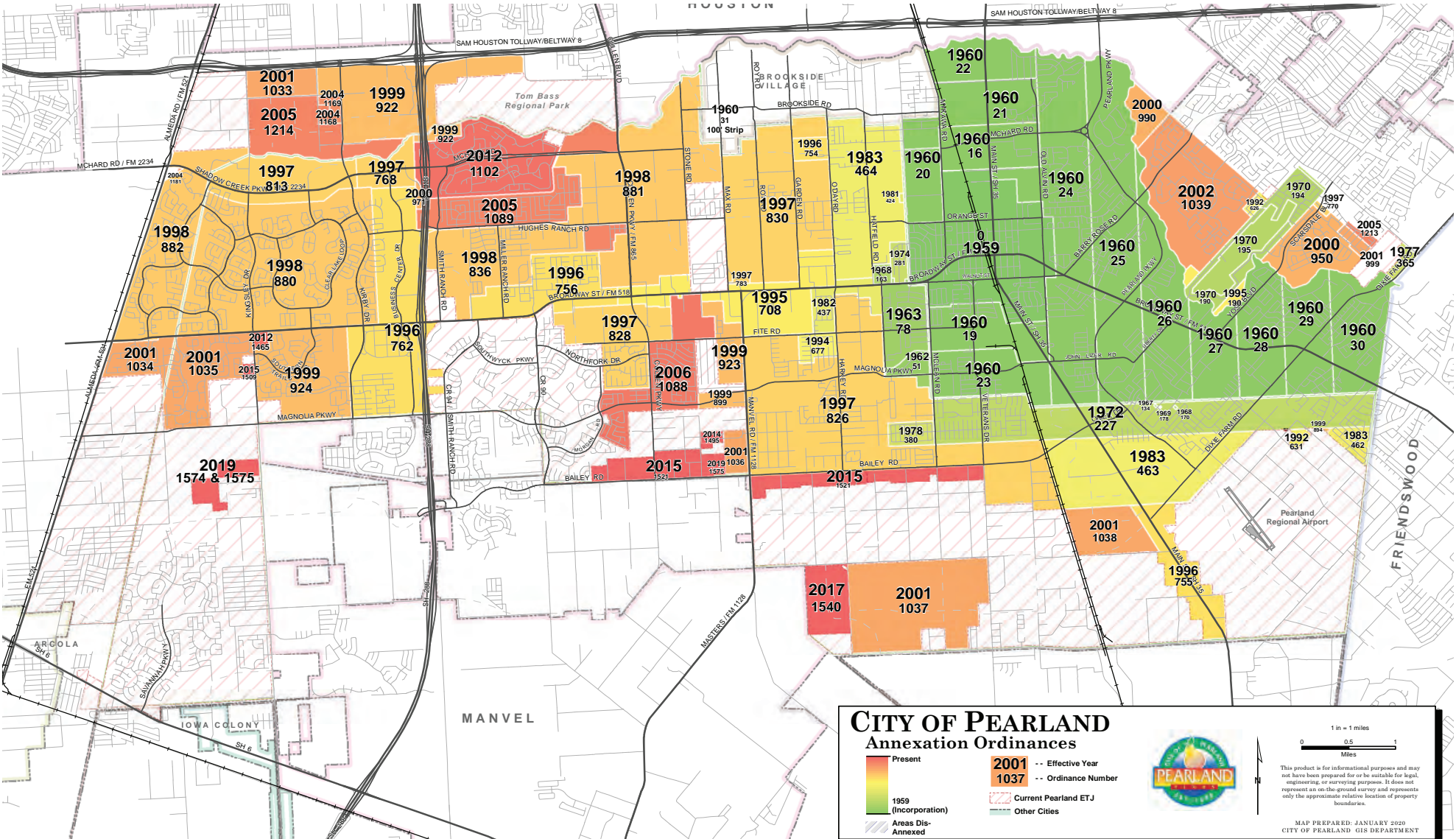


Exhibit 5.1 — Annexation History of Pearland



A building located within the original City Limits



A portion of the Study Area that remains outside of Municipal Limits



Lot Requirements and Characteristics

In addition to establishing permitted uses, each zoning district defines lot, site, and building requirements, including traits such as minimum lot width and depth, minimum lot size, minimum number of parking spaces, landscaping, front/side/rear yard setbacks, on-site detention, building height, and structural details.

The City has further added an “overlay district” — the Corridor Overlay District (COD) — along the Broadway corridor, as well as other major corridors throughout the City, to enhance the overall appearance of the corridor.

Requirements along the majority of the corridor within municipal limits are relatively similar. Since Neighborhood Services uses are intended to be less intense and smaller in scale, the lot sizes are smaller. However, setbacks are roughly the same (with the exception of a smaller rear yard setback in Neighborhood Services) in part as a result of a 30-foot front yard setback requirement along the length of the corridor (as a requirement of the Corridor Overlay District), in addition to relatively substantial landscape screening requirements.

The exception to the majority of requirements along the corridor is found in the Old Townsite. The Old Townsite General Business classification recognizes the uniquely “skinny” lots found in the oldest part of the community. It also recognizes that most lots could not meet standard setbacks, as well as landscaping and parking requirements. To meet the unique needs of the Old Townsite and ensure that redevelopment is possible in the area, lot requirements are substantially reduced or eliminated. Parking requirements gain flexibility not permitted in other districts, including the ability to reduce parking requirements through a traffic study and the opportunity to implement shared parking between property owners.

EXAMPLE OF PARKING SPACE REQUIREMENTS IN THE STUDY AREA

Use	Requirement
Dwelling, Multifamily	Efficiency = 1.5 spaces, One bedroom = 2.0 spaces, Two bedroom = 2.5 spaces, Three or more bedrooms = 1 space per bedroom
Auto Accessories	1 space per 200 sf of Gross Floor Area (GFA)
Gas Station	1 space per 300 sf including service bays, wash tunnels and retail areas
Office (generally)	1 space per 300 sf of GFA
Financial Institution	1 space per 200 sf of GFA
Funeral Home	Greater of 1 space per 4 fixed seats or 1 space for each 100 sf of non-fixed seating area in gathering room
Gym/Health Club	1 space per 200 sf of GFA
Department Store, General Retail or Supermarket	1 space per 200 sf of GFA if store is under 25,000 sf, otherwise 1 space per 300 sf of GFA
Restaurant w/Drive In	1 space per 100 sf of GFA, including outdoor seating and waiting
Restaurant w/o Drive In	1 space per 50 sf of public seating and waiting, plus 1 per 200 sf of remaining GFA. Minimum 10 spaces
Shopping Center	1 space per 200 sf of GFA if store is under 25,000 sf, otherwise 1 space per 250 sf of GFA
Day Care	1 space per 300 sf of GFA

Table 5.1 — Example of Parking Space Requirements in the Study Area

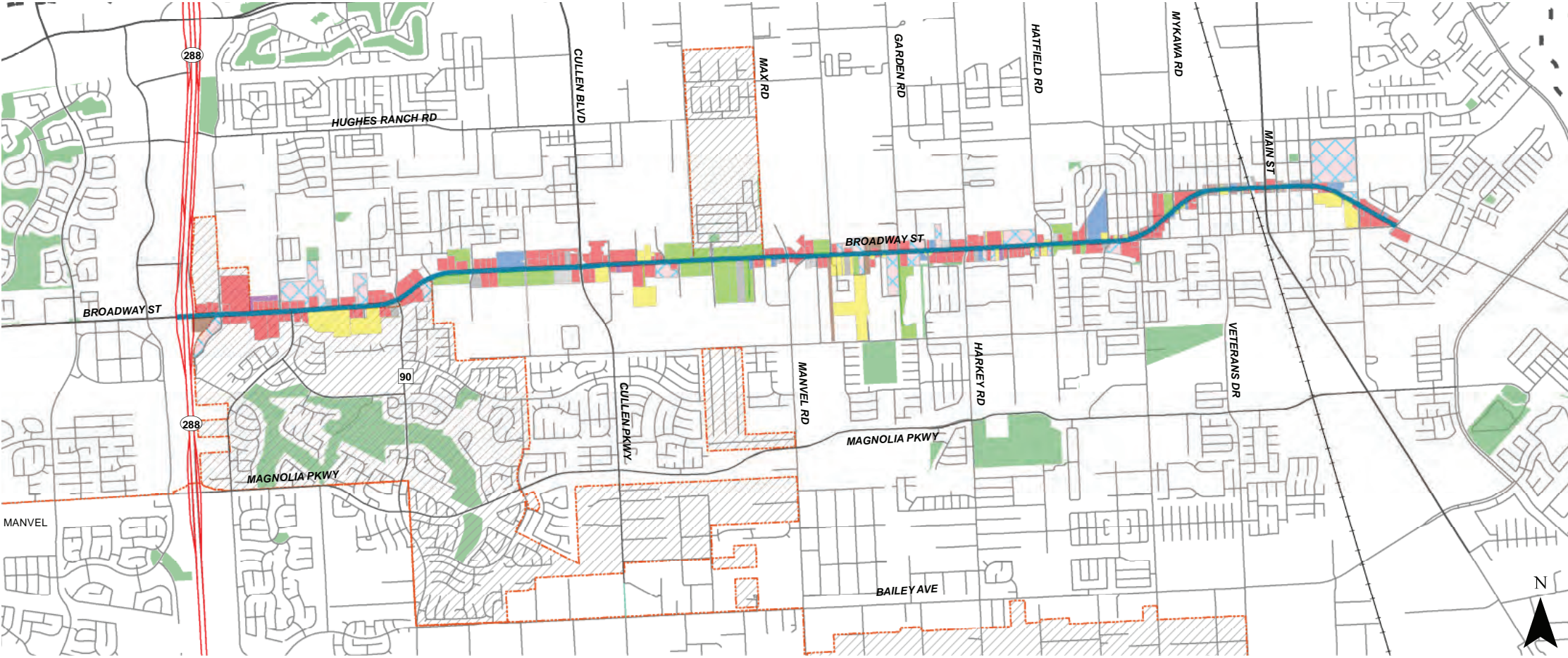
COMMON LOT, SITE, AND STRUCTURAL REQUIREMENTS

	Lot Traits				Setbacks			Special Parking Requirements	Landscaping Requirements	
Districts	Size (min)	Depth (min)	Width (min)	Height (max)	Front Yard	Side Yard	Rear Yard		Landscaped Area	Special Standards
COD - Corridor Overlay District					25 ft./30 ft.**			1. Bicycle parking equal to 5% of vehicle requirement	15% of gross site	1. 15% of setback area to be landscaped with permeable surface. 2. Landscaping outside of required screening. 3. Large shade trees with caliper inches equal to 1" for 10' of frontage. 4. Ornamental trees with caliper inches equal to 1" for 15' of frontage. 5. No parking space more than 50' from a tree. 6. A 25' buffer adjacent to single family. Detention must be integrated if up front.
NB - Neighborhood Services	12,500 sq. ft.	100 ft.	100 ft.	35 ft.	25 ft.	10 ft./15 ft.*	10 ft./15ft. *		15% of gross site	
GB - General Business	22,500 sq. ft.	125 ft.	150 ft.	45 ft.	25 ft.	10 ft./25 ft.*	25 ft.		15% of gross site	
GC - General Commercial	22,500 sq. ft.	125 ft.	150 ft.	46 ft.	25 ft.	11 ft./25 ft.*	26 ft.		N/A	
OT-GB - Old Townsite General Business	3,000 sq. ft.	N/A	50 ft. but could be less	N/A	60 ft. from centerline		20 ft./25 ft.*	1. May reduce parking by 50% or further by traffic study. 2. Shared parking allowed within 500 ft. of building		

\*Greater distance required if next to residential zoning \*\* 25 ft. building setback/30 ft. off-street parking, fencing/screening etc.

Table 5.2 — Common Lot, Site, and Structural Requirements





**Legend**  
FM 518 Corridor  
Parks/Open Space  
Railroad  
City Limits  
ETJ

**Current Land Use**  
Commercial  
Gov/Med/Edu  
Industrial  
Multiple  
Other  
Parks/Open Spaces  
Residential  
Undevelopable  
Unknown  
Vacant Developable (includes Farming)

Exhibit 5.2 — Current Land Use

Use Along the Corridor

Broadway between SH288 and SH 35 is a business corridor as recognized by Pearland’s Comprehensive Plan. Business activities range from retail and restaurants to offices and services. In fact, commercial acreage represents more than 69% of all parcels along the Broadway corridor. The City’s Future Land Use Plan only strengthens the corridor’s commercial activity. The very large majority of the corridor has been designated for “Retail, Offices, and Services” or “Business Commercial.” The western and eastern portions of the corridor are classified as “SH 288 Gateway” and “Village District,” respectively.

The corridor is not exclusively comprised of businesses. A limited number of apartments are located along the western portion of the study area. Any single-family homes are either vacant or remnants from decades ago. A mobile home park is located along the south side of the corridor. Additionally, Broadway in this area is home to a number of churches as well as schools. Roughly eight percent of parcels remain undeveloped or feature vacant structures.

The UDC reinforces the current activity and the Future Land Use Plan. The base zoning districts that define permitted uses along the corridor range from Neighborhood Business, with a focus on serving an immediate area, to the very broad General Commercial category that is intended to serve an equally broad audience.

STUDY AREA PARCELS BY LAND USE

Land Use Type	Total Parcels	Square Footage	Acreage		
			Acres	Percent of Total	Average Parcel Size
Single Family Residential	27	460,662	10.6	1.9%	0.4
Multifamily Residential	3	986,610	22.6	4.1%	7.5
Commercial	272	16,773,389	385.1	69.3%	1.4
Government Related	6	478,569	11.0	2.0%	1.8
Religion	4	336,022	7.7	1.4%	1.9
Agriculture	19	4,128,567	94.8	17.1%	5.0
Vacant	28	1,048,997	24.1	4.3%	0.9
Total	359	24,212,815	555.8	100.0%	1.5

Table 5.3 — Land Use by Acreage



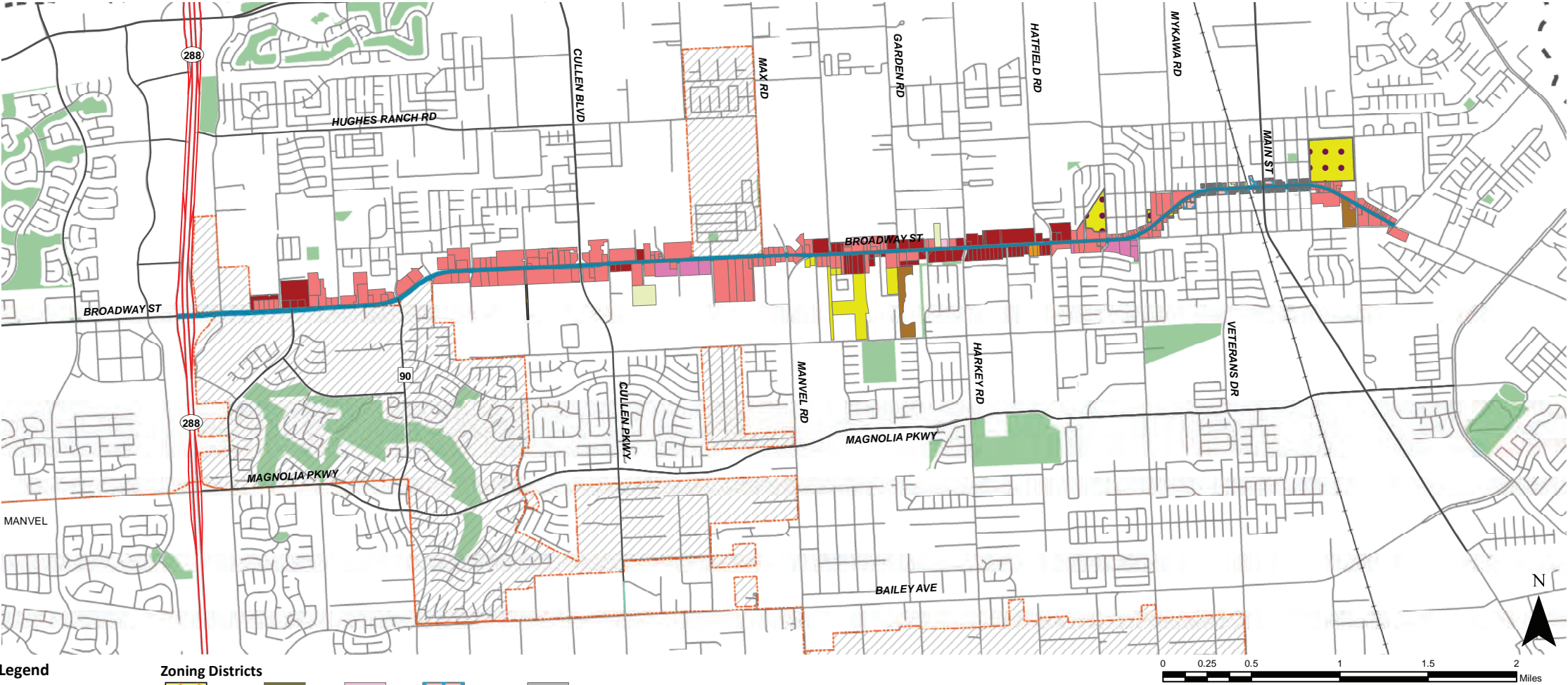


Exhibit 5.3 — Current Zoning Districts

Zoning in the Study Area

As shown in the Zoning map (Exhibit 5.3), the study area within municipal limits is zoned to reflect the current land use in the area in addition to vacant land along the corridor that will be developed as commercial space. Nearly 58% of acreage along the corridor falls within municipal limits - 56.5% zoned for commercial activity and 1.4% that is divided between other non-commercial uses.

Approximately 38% of the total acreage of property along the corridor is zoned as GB-General Business - the broadest commercial category offered by the City of Pearland. Another 13.7% is zoned as GC-General Commercial. The remaining 4.5% of acreage zoned for commercial activity is divided between NS-Neighborhood Services and OT-GB-Old Townsite General Business.

STUDY AREA PARCELS BY ZONING CLASSIFICATION

Zoning Classification		Total Parcels	Square Footage	Acreage		Average Parcel
				Total	Percent of Total	
	R-2 Residential 2	3	23,302	0.5	0.1%	0.2
	MH Manufactured Housing	3	98,660	2.3	0.4%	0.8
	NS Neighborhood Services	4	750,448	17.2	3.1%	4.3
	GC General Commercial	49	3,318,762	76.2	13.7%	1.6
	GB General Business	117	9,275,812	212.9	38.3%	1.8
	OT-GB Old Townsite GB	78	337,971	7.8	1.4%	0.1
	PUD Planned Unit Development	17	206,376	4.7	0.9%	0.3
	ETJ Outside of City Limits	88	10,201,484	234.2	42.1%	2.7
Total		359	24,212,815	555.8	100.0%	1.5

Table 5.4 — Zoning by Acreage



1. Commercial Center

A commercial center is indicative of a series of linear commercial storefronts with one or more major anchors. The commercial center classification can include outparcels as either a part of the parcel or as part of the overall development. Common traits of commercial centers include:

- ▶ One or more major anchor tenants that are most often large department stores or a supermarket. The major anchor tenants have historically created a much larger customer draw.
- ▶ Anchor tenants that are surrounded by complementary retail uses and services.
- ▶ Outparcels, if present, that include restaurants, coffee shops, gas stations, and other complementary businesses.
- ▶ Preference for location along high traffic intersections, although some may choose mid-block locations if located adjacent to another commercial center.
- ▶ Parking that is prominently located along the roadway or behind outparcels, but is clearly visible from the roadway.
- ▶ Reliance on convenience by car rather than creating an experience for the customer, even though commercial centers are more clustered than other auto-dominant development patterns.
- ▶ A propensity for customers to drive between locations in the commercial center.

The majority of commercial centers along the Broadway corridor are located in proximity to SH 288 with most (but not all) within the extraterritorial jurisdiction of Pearland.



Randalls and surrounding commercial uses are located in a commercial center

2—4. Strip Centers

A strip center consists of inline retail, services, offices, or even institutions such as churches, nonprofit organizations, or government facilities. Structures typically allow for multiple largely unrelated businesses in a linear pattern, typically along the roadway and without a major anchor tenant. Common traits of strip centers include:

- ▶ A strong relationship to the roadway that is separated only by the shared parking area that is located in front of the structure.
- ▶ Customers driven by convenience, including spontaneous stops traveling from home to work or another destination.
- ▶ Single trip consumers that rarely visit multiple stores within an inline retail center.
- ▶ Parcels that are traditionally wider in order to maximize visibility from the roadway with limited depth.
- ▶ Relatively limited investment in landscaping, architecture, or other site amenities unless required.
- ▶ Strong dependence on signage to garner attention to businesses in the center.
- ▶ The possibility of multiple inline structures, some of which may not run parallel to the roadway.

Strip center development patterns along the Broadway corridor are divided into three further classifications of “traditional,” “enhanced,” and “compliant.”

2. “Traditional” Strip Center

The term “traditional” indicates a strip center development pattern constructed under prior development criteria with very minimal landscape buffer requirements. In fact, many include no separation between parking and the roadway.

3. Enhanced Strip Center

The term “enhanced” indicates a strip center development pattern constructed just prior to current development criteria and includes a 10-foot landscape buffer requirement fronting Broadway.

4. Compliant Strip Center

The term “compliant” indicates a strip center development pattern occurring within current development criteria, including a 30-foot landscape buffer requirement fronting Broadway.



Example of a Compliant Strip Center at 7918 Broadway



Example of a Traditional Strip Center at 6051 Broadway



Example of an Enhanced Strip Center at 5402 Broadway



### 5—7. Stand-Alone Commercial

A stand-alone commercial structure is designed for a single establishment such as the TDECU Credit Union, Clayton Funeral Services, Moreno’s Mexican Grill, or Progressive Auto Insurance. Commercial activity ranges from retail and restaurants to services and office space. Common traits of stand-alone commercial structures include:

- ▶ A strong dependence upon automobile traffic, often dependent on convenience and spontaneous stopping, although in other cases, customers are intent on their destination.
- ▶ Parking designed to service only the single establishment and typically disconnected from adjacent or surrounding uses without requiring entering the roadway.
- ▶ Parking that is primarily between the structure and the roadway, that may “wrap” to the sides of the business.
- ▶ Parcels that are dependent upon the size and shape needed for the structure.
- ▶ Relatively limited investment in landscaping, architecture, or other site amenities, unless required.
- ▶ Strong dependence on signage to garner attention to businesses in the center.

Similar to strip centers, stand-alone commercial development patterns along the Broadway corridor are divided into three further classifications of “traditional,” “enhanced,” and “compliant.”

#### 5. “Traditional” Stand-Alone Commercial

The term “traditional” indicates a stand-alone commercial development pattern constructed under prior development criteria with very minimal landscape buffer requirements. Similar to the traditional strip center classification, many include no separation between parking and the roadway.

#### 6. Enhanced Stand-Alone Commercial

The term “enhanced” indicates a stand-alone commercial development pattern constructed just prior to current development criteria and includes a 10-foot landscape buffer requirement fronting Broadway.

#### 7. Compliant Stand-Alone Commercial

The term “compliant” indicates a stand-alone commercial development pattern occurring within current development criteria, including a 30-foot landscape buffer requirement fronting Broadway.



Example of a Compliant Stand-Alone Commercial Structure at 6915 Broadway

### 8. Multistory Office

Multistory office development patterns consist of one or more structures that are a minimum of two stories in height and constructed for the purpose of housing multiple businesses or branches of a single business. Examples include the Houston Methodist Comprehensive Care Center and the office facilities at 6302 Broadway. In some cases, businesses in a multistory office structure will be complementary, such as medical facilities. Common traits of multistory office structures include:

- ▶ A customer base that is intent on its destination but still very largely dependent upon an automobile to arrive at the destination.
- ▶ Onsite density that is typically more intense than single story structures, as is the demand for parking, including space for tenants and customers.
- ▶ Parking between the structure and the roadway, particularly for customers, but parking will typically “wrap” at least one side of the business and may even reach to the rear of the building.
- ▶ Parcels that are dependent upon the size and shape needed for the structure.
- ▶ Greater investment in landscaping, architecture, or other site amenities than strip center commercial structures.
- ▶ Strong dependence on signage, but the quality of architecture can also be considered important.



Example of a Multistory Office Building at 6302 Broadway



9. Village Commercial

The sites and structures in the Old Townsite are reminiscent of a different day, when Pearland was a much smaller and more walkable community. The Broadway corridor was less well-traveled at the time, and that was reflected in the number of parking spaces available to local businesses. The village commercial development pattern is intended to recognize and appreciate the traits that make the Old Townsite distinctive from the scale of structures to parking and other site amenities - assuming the tight space allows. Examples of village commercial include Central Texas Bar-B-Q, Journey to the Past Antiques, and Legacy Place. Common village commercial traits include:

- ▶ Parcels that are smaller than in other areas along the Broadway Corridor.
- ▶ Highly limited parking with even greater limitation on space for vegetation or signage.
- ▶ Parking that is generally located between the business and the roadway.
- ▶ A more intimate relationship with the surrounding residential areas, including the ability to walk to some businesses.
- ▶ More focus on buildings and amenities that are visible at a slower speed.

10. Other

Not all structures in the area of study fit into the nine major development patterns. While several of these structures are visually important to the corridor, they stand alone in their distinct character and are therefore not provided a separate category. Examples of structures that would fit into the Other category include Epiphany Lutheran Church, St. Andrews Apartments, Sam Jamison Middle School, and Pearland West Church of Christ. At the same time, it also includes the few single-family homes remaining along the corridor, manufactured homes associated with a single manufactured home park, and more. Given the substantial differences in the structures, it is difficult to establish set traits common in this category.



Example of a Village Commercial Structure at 4110 Broadway

11. Rural/Vacant

Several parcels along the Broadway corridor remain undeveloped and, in some cases, remain set aside for agricultural purposes. In some other cases, the parcels are clearly intended for additional development, but remain (or have become) vacant.



Example of the “Other” Classification at Epiphany Lutheran Church



Example of the “Other” Classification at Sam Jamison Middle School

Analysis of Development Patterns

- ▶ Development patterns along the corridor are very auto-dependent with a focus on convenience, single-stop trips, and a separation of uses — all of the ingredients typical of the linear development that has taken place along many of America’s suburban corridors and in line with the demands of several generations of consumers. Amenities and experience are highly limited.
- ▶ With the exception of development in the Old Townsite, parking is typically the center of attention and placed foremost to the roadway.
- ▶ Roadway signage is considered a more prominent means of announcing businesses than the architecture of buildings.
- ▶ More than 170 acres (37 percent of total acreage along the corridor) is occupied by stand-alone commercial development. Traditional stand-alone commercial occupies 16 percent of all acreage and represents the single largest category.
- ▶ Strip center commercial development patterns appear to occupy a substantial amount of the corridor, but when the three subcategories are combined, they represent only 17 percent of the total acreage.
- ▶ Traditional development patterns (those constructed with little to no landscaping and during a time of limited regulation) account for more than one-quarter of all acreage along the corridor.
- ▶ Village commercial activity represents only ten percent of all acreage within the corridor. However, the denser development pattern pays dividends for both the property owner and the City of Pearland. The market value of village commercial development per acre is the highest among all development patterns.
- ▶ Multistory office space occupies a small amount of total acreage (only 1 percent); however, the density of multistory development results in a market value that is only eclipsed per acre by village commercial development.
- ▶ Commercial centers were most predominant along the portion of the corridor closest to SH 288.



Base Zoning Districts Along the Corridor

Neighborhood Service (NS)

The NS District, by definition, is “intended to permit a limited area of service establishments and retail stores for the benefit of adjacent and nearby residential development. In this district, all trade is conducted indoors and in such a manner as to be capable of placement adjacent to residential districts without changing the character of the latter.”

**Permitted uses include:** medical offices, banks, and barber/beauty shops.

**Conditional uses include:** gas stations, extended stay hotels, gym/health clubs, supermarkets, and adult/child daycare centers.



General Business (GB)

The GB District is intended to permit an extensive variety of commercial uses, including retail trade, personal and business service establishments, offices, and commercial recreational uses of limited scope. These types of commercial uses are conducted wholly within an enclosed building, but may incidentally display merchandise wholly under a permanent part of the main business structure, such as a marquee.

**Permitted uses include:** medical offices, banks, barber/beauty shops, gym/health clubs, department stores, supermarkets, daycares, cinemas, and auto parts sales.

**Conditional uses include:** extended stay hotels, microbreweries, appliance repair, auto glass repair/tinting, and auto sales.



General Commercial (GC)

The GC District is the broadest commercial zoning district offered by the City of Pearland. It is intended to permit a wide variety of businesses characterized by those uses that may require an extensive amount of land for the conduct of business and/or that may require outside storage areas.

**Permitted uses include:** medical offices, banks, gym/health clubs, department stores, supermarkets, adult/child day cares, appliance repair, cinemas, furniture/appliance stores, and auto parts sales.

**Conditional uses include:** microbreweries, lumber yards, pet care/kennels, warehouse/distribution facilities, auto glass repair, auto sales, and auto repair.



Old Townsite (OT)

The portion of the Old Townsite within the study area is defined as Old Townsite General Business. The purpose of the Old Townsite District is largely to:

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

**Permitted uses include:** medical offices, banks, barber/beauty shops, gym/health clubs, department stores, supermarkets, and auto glass repair.

**Conditional uses include:** microbreweries, appliance repair, cinemas, single family detached homes, duplexes, and auto sales.





# DEVELOPMENT PATTERNS

Land use is absolutely relevant to corridor analysis, but the corridor is equally defined by the character, quality and functionality of its structures and sites. The term “commercial” describes the broad list of activities that could be occurring within a building, but the term “suburban commercial center” describes type of building, site layout, aesthetic treatments, and more.

Development patterns play a substantial role in the economic capacity of the corridor in terms of the type of businesses and customers they attract, the spending habits they promote (and inhibit), and their longevity. They also play a significant role in creating value, both for the property owner and for the City.

Development patterns are dictated by a number of factors. Environmentally, development patterns are impacted by the type of audience most likely to be attracted and their likely means of travel. Travel speed can determine building design, architectural detail, and signage. The community’s regulatory framework plays an equally critical role in defining the type of patterns likely to occur through the lot and building size requirements, yard requirements, parking standards, landscaping, and more.

Development patterns fall into five large and easily definable categories and a limitless number of subcategories:

## Natural

Areas best suited to remain undeveloped for purposes of preservation, conservation, or aesthetics intentionally remain in a natural or managed state. Natural areas often include streams, floodplains, and densely vegetated areas. Natural areas can also include vacant property that is poised for future development.

## Rural/Estate

This environment includes agricultural and farming activity, but also includes very low-density single-family residential development. In the Rural environment, the agricultural landscape, open spaces, and estate lawns are predominant features, while buildings play a less prominent role. Typically, there is extensive separation between buildings and a sense of “open sky”. Rural developments have a high open space ratio, low building coverage, and often use natural drainage systems.

## Suburban

Conventional suburban development has a garden-like feeling with substantial natural and green space with a much more tamed appearance. Focus in Suburban areas is on the “garden” feel of the landscape and builds upon its historic roots as a healthy, peaceful alternative to urban living. Development typically offers low/medium lot coverage, ample building separation, extensive landscaping, and as much emphasis on walking and biking as driving. Automobiles are accommodated, but not the predominant feature.

## Auto-Dominant

Today’s “suburbs,” including much of Pearland, feature a modern blend of urban and suburban characteristics that is focused on convenient movement by cars, including subdivisions, garden apartments, strip commercial development and shopping malls. The primary focus is the car, garage, parking, and pavement. Landscaping and open spaces are minimal, with small spaces serving to mimic the more prominent green spaces found in Suburban and Rural settings. Walking and biking are considered recreational activities rather than a necessity or a viable travel option.

## Urban

Urban areas consist of relatively dense residential, commercial, and mixed-use development. Buildings and people are the predominant focus. Setbacks and landscaping are minimal, and green spaces are designed to serve as gathering and social spaces. Corridors are “framed” by buildings and street trees that create a sense of roadway enclosure and separation for pedestrians. Sidewalks serve multiple purposes, and buildings are designed for the walking public.

Nearly all of the development along the Broadway corridor has been designed specifically for the convenience of the automobile, and therefore falls into the auto-dominant environment. Development is completely dependent upon automobile traffic, particularly given densities in the surrounding areas that also follow a blend of Suburban and auto-dominant patterns and lack the immediate densities to support commercial activity (with the possible exception of limited commercial activity in the Old Townsite).

For purposes of analysis, the auto-dominant character of structures and sites along the corridor has been subdivided into ten general development patterns:

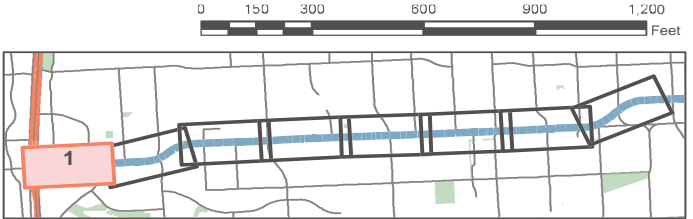
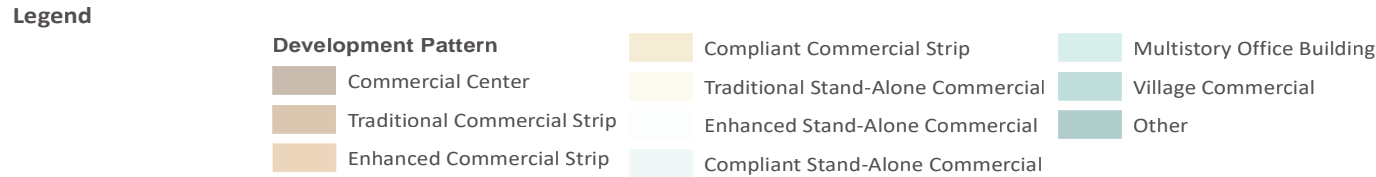
- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| 1. Commercial Center                  | 7. Compliant Stand Alone Commercial |
| 2. Traditional Strip Commercial       | 8. Multistory Office                |
| 3. Enhanced Strip Commercial          | 9. Village Commercial               |
| 4. Compliant Strip Commercial         | 10. Other                           |
| 5. Traditional Stand Alone Commercial | 11. Rural/Vacant                    |
| 6. Enhanced Stand Alone Commercial    |                                     |







Exhibit 5.4 — Development Patterns Overview



**Development Patterns**

Development Patterns are dictated by a number of factors and play a substantial role in the economic capacity of the corridor. The development pattern of each adjacent parcel along a portion of the Broadway corridor is shown in the exhibit above, the entirety is included in the [Appendix](#).

STUDY AREA PARCELS BY DEVELOPMENT PATTERN

Development Pattern	Total Parcels	Square Footage	Acres	Acreage	
				Percent of Total	Average Parcel Size
1 Commercial Center	24	3,799,773	87.2	15.7%	3.6
2 Traditional Strip Center	31	1,053,335	24.2	4.4%	0.8
3 Enhanced Strip Center	11	1,273,065	29.2	5.3%	2.7
4 Compliant Strip Center	17	1,735,501	39.8	7.2%	2.3
5 Traditional Stand Alone	59	2,336,390	53.6	9.6%	0.9
6 Enhanced Stand Alone	37	2,355,662	54.1	9.7%	1.5
7 Compliant Stand Alone	41	2,764,700	63.5	11.4%	1.5
8 Multistory Office	5	415,426	9.5	1.7%	1.9
9 Village Commercial	36	147,364	3.4	0.6%	0.1
10 Other	50	3,069,937	70.5	12.7%	1.4
11 Rural/Vacant	48	5,261,662	120.8	21.7%	2.5
Total	359	24,212,815	555.8	100.0%	1.5

Table 5.5 — Parcels by Development Patterns





# REGULATORY FRAMEWORK RECOMMENDATIONS

By working closely with TxDOT and considering a creative suite of changes to development codes, the City of Pearland can address many of the impacts resulting from expansion of the Broadway Street right-of-way. In doing so, it may also lay the foundation of potential redevelopment of property along the corridor if the new investment can, first and foremost, make fiscal sense.

## *The Goal of Regulatory Framework Recommendations*

Recommendations for regulatory and policy framework changes are designed to:

- ▶ Identify the properties that will be affected by the ROW expansion.
- ▶ Maximize the ability for property owners to address impacts that threaten the viability of businesses, such as loss of signage or substantial parking.
- ▶ Adjust to the opportunities provided by the wider corridor, including movement of the sidewalk along Broadway into the public right-of-way.
- ▶ Make redevelopment of sites and structures as economically and physically feasible as possible by creating a separate corridor overlay district for Broadway specifically.
- ▶ Trigger private reinvestment along the Broadway corridor to enhance the quality of the built environment and allow property owners to respond to evolving market demands.
- ▶ Adapt appearance requirements to create a unique identity for the Broadway corridor.
- ▶ Optimize the functionality of the Broadway corridor and the economic capacity of businesses along the roadway.

## *Maximize Use of the Expanded Right-Of-Way*

**Recommendation:** Amend site planning requirements to allow previously required elements to be placed in the public right-of-way and coordinate with TxDOT to make aesthetic improvements:

- ▶ Place water and wastewater easements that are currently required on private property to be located in the adjacent public right-of-way, likely in the landscaped median or below the sidewalk.
- ▶ Coordinate with TxDOT regarding the possibility of placing landscape enhancements in the public rights-of-way where strategically appropriate, including street trees and vegetation.
- ▶ Develop a policy and program to address sidewalk “remnants” once the walkway within the Broadway right-of-way is complete.

## *Amend Regulations Regarding Legal Nonconformity*

**Recommendation:** Once TxDOT completes right-of-way acquisition for the expansion of Broadway, amend Chapter 2, Article 7 - Nonconforming Uses & Structures to allow those properties impacted by the expansion of the right-of-way to be classified as legally nonconforming if they can no longer meet the requirements of the Unified Development Code:

- ▶ Expand the “Continuance” section of Division 1 as recommended above, as well as other sections as needed to allow for continued operation of businesses and properties impacted by right-of-way expansion.
- ▶ Create an allowance, with guidance, for relocation and replacement of elements critical to the operation of the business/structure. For example, a business that loses its sign as a result of right-of-way acquisition could be granted the ability to replace the sign or replace it with a newer sign, even if the remainder of the property must continue to operate as legally nonconforming.
- ▶ Examine current flexible standards that allow for limited modification without requiring a property owner or applicant to come into full compliance to determine if any modifications may be needed to also allow businesses to remain viable.
- ▶ Review Corridor Overlay Plan to see how it impacts areas widened.

## *Evaluate Overall Minimum Parking Requirements*

**Recommendation:** Conduct a study to determine if parking requirements of the Unified Development Code should be reduced and amended, particularly given the rise of alternatives that impact parking such as online services that allow for pick-up or delivery (such as Instacart and Uber Eats), personal transportation (Lyft and Uber) and other changes in travel behavior.

## *Amend the Corridor Overlay District*

**Recommendations:** Amend the current version of the Corridor Overlay District to allow for Broadway Street (and perhaps other applicable roadways) to have its own unique character and set of solutions. Along Broadway, the Corridor Overlay District can be adapted to accommodate right-of-way expansion and better promote redevelopment in a manner appropriate to this specific corridor. Amendments could include:

- ▶ Allowance for flexible front yard landscape requirements that maintain the 30-foot landscape buffer requirement, but allow for reductions by up to 50 percent through incorporation of landscape architectural, art and/or architectural elements that enhance the site (examples shown on the following page).
- ▶ Greater flexibility in side yard setbacks by implementing a sliding scale for total side setback (combination of both sides) based upon lot size and a minimum allowed per side. A minimum required distance between buildings on adjacent properties could allow for further reduction while still maintaining passage for fire safety.
- ▶ Amended parking requirements within the Broadway corridor that include shared parking allowances for multiple use sites that permit overall parking requirements to be reduced based upon a scale/formula that considers uses, peak demand for each use and the time and day of the week on which peak demand for each use occurs. In this manner, spaces reserved during the day for a dentist office can be used by the adjacent restaurant that sees peak demand in the evening and on weekends.
- ▶ Shared off-site parking in a manner comparable to what is currently permitted in the Old Townsite subdistricts.
- ▶ A policy that allows purchase of strategically appropriate sites for purposes of public parking along the corridor
- ▶ Create a separate standard for businesses impacted by Broadway’s widening.



Enhance Mixed-Use Zoning Options

**Recommendation:** Utilize a series of four mixed-use zoning districts by creating new districts or amending existing districts, including:

**Mixed Use - Corridor (or similar adaptation of an existing district):** The purpose of the district is to allow for a number of properties along the Broadway Corridor to have increased flexibility to mix compatible uses on site while also eliminating uses that would likely be incompatible to mixed development, such as heavy commercial or automotive-related activities. The Mixed-Use Corridor District could permit vertical or horizontal mix of compatible residential and commercial uses within a single parcel with the true focus on retail/service commercial, office, and residential activities. The Mixed Use - Corridor District could replace existing zoning for some properties along the corridor that are currently zoned General Business, General Commercial or Neighborhood Services. As noted above, rather than creating a new zoning district, the purposes of the Mixed Use - Corridor category could be achieved through amendments to existing base districts, conditional use, or adaptation of the Corridor Overlay District.

**Mixed Use - Low:** The purpose of the district is to allow for a range of walkable housing types with a focus on scale. Housing types in this District could range from single family homes to fourplex structures with scale and design requirements to ensure compatibility. Townhouses and Accessory Dwelling Units would also be allowed as would vertical mixed use with residential atop commercial retail, service or office space (or institutional activity). New commercial activity could be allowed by conditional use with a focus on neighborhood clustering or respect for existing nonresidential activity. Other traits of the Mixed Use - Low category would include reduced setback requirements to promote an urban footprint where desired and pedestrian and vehicular connectivity requirements to encourage walking and biking. Rather than create a new District, the current Garden/O’Day Mixed Use District and/or the Cullen Mixed Use District could be amended (and perhaps consolidated) to become the Mixed Use - Low District.

**Mixed Use - Mid:** The Mixed Use - Mid District is intended to function very similarly to the Mixed Use - Low District, but allows for the introduction of limited density multifamily activity and additional commercial retail and office uses. The District is recommended to require an “urban footprint” or “campus” design to ensure either an Urban or true Suburban sense of character. Connectivity requirements are increased above the Mixed Use - Low District and the role of open spaces evolves to allow for larger scale socialization and activities. Similar to the Mixed Use - Low category, an existing district such as the current Garden/O’Day Mixed Use District and/or the Cullen Mixed Use District could be amended (and perhaps consolidated) to become the Mixed Use - Mid District.

**Mixed Use - High:** The Mixed Use - High District is intended to permit higher density development that effectively mixes uses including residential, commercial retail/service, office, and institutional activities. The concept places substantial emphasis on walkability and urban character. Density bonuses may be considered as a means of promoting desired traits such as structured parking and plaza spaces. The Mixed Use - High District could be synonymous with the Commercial Mixed Use - 1 (Lower Kirby) District that is currently under review.

Prime the Redevelopment Pump with Financial Incentives

**Recommendation:** Establish minor grants or low-interest loans designed to positively influence property owners to bring property along Broadway into compliance with the Unified Development Code and strengthen the economic capacity of the corridor. A minor incentive program could include one or more of the following:

- ▶ A corridor-wide Chapter 380 program that allows for funds to be available to property owners or developers that meet criteria established by the Pearland Economic Development Corporation that could include site enhancements, full code compliance, introduction of specific development patterns, or more.
- ▶ A revolving loan fund established in coordination with financial institutions that offers low interest loans for purposes of site and structural improvements and code compliance.
- ▶ A “facade” matching grant program that offers a match of private investment up to a specific amount for purposes such as site and structural improvements and code compliance.
- ▶ Develop a fee waiver program for applicants making site and structural improvements, bringing an existing property into compliance, or developing a vacant parcel in a preferred format.





Parking Alternatives

Parking represents one of the largest and most obvious space requirements of any development, but particularly for an auto-dominant development pattern. Below are alternatives discussed as an amendment to the area’s Corridor Overlay District.



Maximize On-Site Parking

**Recommendation:** Conduct a complete parking assessment that scrutinizes parking requirements along the Broadway corridor with consideration for revisions to the Unified Development Code (UDC), including:

- ▶ Reducing minimum parking requirements wherever possible.
- ▶ Adapting to changes in parking requirements resulting from online purchase, onsite pickup, and implications from the rise of Uber, Instacart, and other services.
- ▶ Promoting use of space to side and rear of structures for parking.
- ▶ Allowing for parking requirements to be reduced through use of a parking study.
- ▶ Expanding the “green reserve” concept currently in place to allow for a portion of parking spaces to be “green”/overflow parking through use of landscape



Connectivity and Shared Parking

**Recommendation:** Install requirements into the UDC that enhance and encourage the use of shared parking when possible, including:

- ▶ An off-street connectivity between parking areas of adjacent properties for new construction and retrofit.
- ▶ Creation of a program that allows the City of Pearland to construct parking connections between lots.
- ▶ Enhanced opportunities for shared parking both on- and off-site, including enhancements to the current shared parking option utilized in the Old Townsite area.



Public Parking Parks

**Recommendation:** Acquire and improve locations where public parking could support properties impacted by roadway expansion or where the presence of public parking could spur redevelopment, including:

- ▶ Small, unused spaces that can service properties located on the same side of the Broadway corridor, preferably within 500 feet of each structure that is serviced.
- ▶ Locations for parking may be along Broadway, but could also be located behind a series of developed properties.
- ▶ Public parking could be connected to other public activities such as recreation or open space.



### Obstacles to Development and Success Along the Corridor

While the corridor is currently performing and functioning relatively well, there are development obstacles that may prevent the corridor from reaching its full economic potential. If not addressed and planned for, this may lead to less desirable conditions in the future.

These obstacles include:

- ▶ Current development patterns along the corridor continue to perform well. However, they may struggle to accommodate evolving demands and needs for lifestyle and destination retail that may cause residents to seek out other opportunities.
- ▶ The changing footprint and format of retail may leave current structures vacant or underutilized in the future.
- ▶ The corridor is competing with “destinations” such as Pearland Town Center and the Lower Kirby District for customers while competing against online retail for consumers looking for convenience and affordability.
- ▶ Traditional office uses may find areas such as the Lower Kirby District and similar locations with amenities and space establishing a strong hub/cluster to be more attractive compared to the current Broadway corridor.
- ▶ Development standards along the corridor are designed to accommodate and enhance auto-dominant development patterns and “greenfield” development with only limited consideration given to destination focused, walkable, well-connected places, and promotion of redevelopment.
- ▶ Redevelopment in the Old Townsite presents a different set of issues associated with the feasibility of acquisition and construction in a space featuring smaller lots and structures that predate stringent documentation requirements.
- ▶ Development within the unincorporated areas is not required to meet the requirements of the UDC, making it difficult to develop a common character from the “front door” at SH 288 and continue that character to SH 35.
- ▶ Redevelopment in accordance with the vision established in the Comprehensive Plan and the Pearland 20/20 Community Strategic Plan often requires the patience to allow for redevelopment over an extended time or a “nudge” using tools such as development code incentives or economic development incentives.
- ▶ Lot sizes and configuration may play an equally prominent role in determining the development patterns and activities that take place along the corridor. Similarly, the linear nature of the corridor may pose a challenge in the ability to establish critical mass and construct a sense of place.
- ▶ The road widening project increases difficulty in establishing character and critical mass along the corridor, as well as eliminates critical parking for some businesses.

### Opportunities for Enhancement

The proposed design for Broadway and the corresponding expanded ROW has provided the City of Pearland with the chance to assess the strengths and character of the corridor. It also allows for an understanding of the weaknesses and obstacles that get in the way of realizing the full economic potential of the area. Most importantly, however, this study recognizes that new development and redevelopment is possible along the corridor, and it presents numerous opportunities to promote alternative development patterns and uses, take an alternative approach to establishing character, and proactively meet the current trends and needs of residents and visitors to the community.

These opportunities include:

- ▶ Pockets of lifestyle/destination retail, dining, and entertainment experiences along the corridor.
- ▶ Recreational lifestyle elements integrated into development and redevelopment, including trails, preservation of greenspace, and creative use of detention. Households in the City desire outdoor experiences, and the corridor can provide them.
- ▶ Alternative residential options and types to add variety and meet evolving demands, including “urban footprint” multi-family, townhomes, and single-family homes in a highly walkable context with wrapped-around amenities and a mixture of uses that promote socialization and experiences.
- ▶ Residential options for seniors that meet the community’s needs as the Pearland population ages, as well as options for young families seeking alternatives to current neighborhoods and garden-style apartments.
- ▶ A local experience that takes full advantage of the ambiance of the Old Townsite, including village style development that is walkable and reflects local culture, art, history, and dining.
- ▶ Satellite offices, co-working spaces, or other places where people can more easily work remotely. For residents, these alternatives provide the opportunity to avoid long commutes. For the community, it is an active effort to increase local daytime population and, as a result, boost local spending.
- ▶ A common character along the Broadway corridor that incorporates and respects the vision for the COD but also adds distinctive elements that take into consideration a lack of space for extensive buffer yards.
- ▶ Connectivity between structures, parcels, and developments that allows for increased walkability and alternative parking solutions.
- ▶ Increased value of development along the corridor, increased sales, and greater recognition of the corridor as a place in which to invest.





# TARGET AREA CONCEPTS

With over 20 percent of the parcels adjacent to Broadway still undeveloped or in use as agricultural lands, there remains a substantial opportunity for new development to occur along the corridor. In strategic locations, sufficient land is available for a major, master development that, if developed appropriately, could:

- ▶ Infuse the Broadway Corridor (and the overall Pearland community) with development patterns, activities and amenities that might otherwise not be possible along the roadway
- ▶ Meet many of the market demands previously described in this study and defined by Pearland residents through the visual preference exercise conducted during the open house,
- ▶ Establish one or more destinations along the Broadway Corridor aimed at drawing from local and regional audiences
- ▶ Enhance the attractiveness of Pearland and the Broadway Corridor to a variety of new audiences, including those more likely to travel regularly by walking or biking, and
- ▶ Spur reinvestment in surrounding properties, particularly those along the Broadway corridor

Three locations have been selected as “target areas” for new development and, in some cases, redevelopment. These target areas are representative of multiple other sites for which the same recommendation and process could be undertaken to encourage investment. The three selected target areas are as follows:

1. Navarre Target Area
2. Avalon Terrace Target Area
3. Old Townsite Target Area

Each target area is examined by its location, composition, traits and constraints to establish an understanding of existing conditions. Similarly, each target area offers unique opportunities for improvement, including the ability to add specific development patterns, activities and amenities. For example, the Pearland Independent School District owns a substantial portion of the property within the Navarre Target Area, allowing for an opportunity for partnership that benefits the school district as well as the community at large. The Old Townsite Target Area offers a walkability, density and character unique to this location and making it a great candidate for a vibrant “locals only” atmosphere.

Potential concepts for each area may be found after the overall recommendations on the following page.

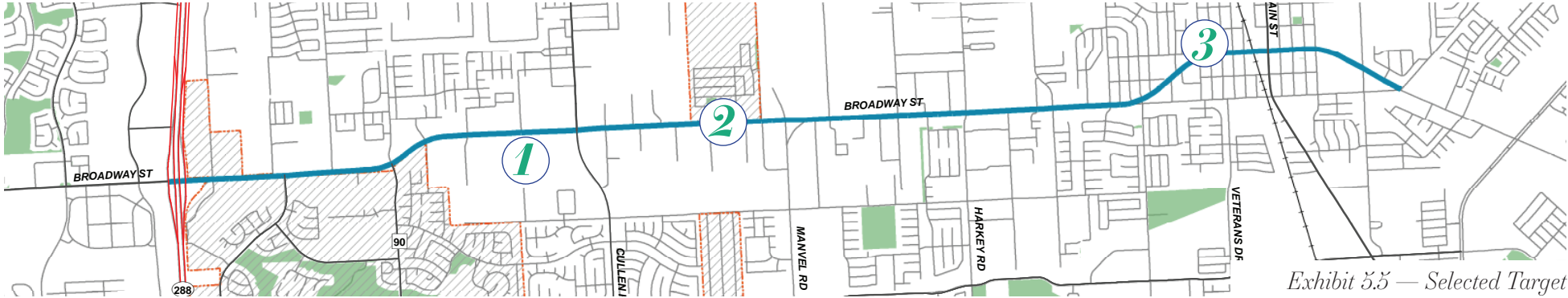
















Exhibit 5.5 — Selected Target

## OPEN HOUSE VISUAL PREFERENCE RESULTS

IMAGE	SCORE	DESCRIPTION	IMAGE	SCORE	DESCRIPTION	IMAGE	SCORE	DESCRIPTION
	16	Trails		7	plaza, public space surrounded by mixed use development		5	Multi-family (Urban format)
	13	Mixed Use development with plaza/green space for events		6	Mixed Use development, with outdoor seating and public areas		4	Mixed use, office, retail, multi-family
	9	Retail with outdoor seating		5	Mixed use retail		4	Food truck plaza
	9	Single family homes, smaller lots in an urban development pattern with amenities/water		5	Pop up retail		4	Mixed use retail, office (smaller scale)
	7	trails, open space, green space		5	Outdoor, public spaces			



# TARGET AREA RECOMMENDATIONS

The three target areas offer very different scenarios for catalytic investment. Each has a unique set of site conditions, constraints, and opportunities. Ironically, despite their differences, the approach to redevelopment of each is generally similar. Following is a set of recommendations for development or redevelopment of the target areas. A unique approach is applied within each recommendation target area when needed.

## *Build Strategic Partnerships and a Common Vision*

Pearland ISD is a critical owner in the Navarre Target Area. A small portion of the Avalon Terrace Target Area is currently located outside of the municipal limits of Pearland under the jurisdiction of Brazoria County. A variety of private and public entities have an interest in ensuring that stormwater management is fully integrated into any development activity. Private property owners may be willing partners in development. Discovering common ground with public and private entities is a first and critical step toward unique solutions, financial partnership, common design standards, and other methods of working together to spur development in a desired manner.

All potential partners and the Pearland community at large will gain from a vision for each of the three target areas that incorporates shared ideals. The amateur sports venue concept in the Navarre Target Area could be beneficial to the City of Pearland as a regional draw and to Pearland ISD as a facility for sports activities, including tournaments and major events. However, equally important, a development following a more dynamic urban footprint offers a substantial additional property tax flow that can help to support continued growth in the city and the school district. Similarly, the existing neighborhoods are critical partners in the Old Townsite Target Area, particularly given the potentially transformative nature of a development that focuses on creating a destination with a “locals only” character. A vision for any of the three targeted areas should maintain flexibility, but should offer enough detail to allow partners to commit to participation.

## *Acquire and/or Rezone Property*

Land acquisition is never a favorite pastime of governments; however, it is a tool that may be necessary in development/redevelopment of the targeted areas. For the City, which measures return on investment over a longer term and on the ability of a project to be transformative to surrounding properties, strategic acquisition may make fiscal sense. The City and the PEDC also benefit from land acquisition from a different perspective - site control. As an invested owner, the PEDC can be assured that development occurs in a desired manner and with the equally desired result.

Where appropriate, the City of Pearland should consider rezoning property in each of the targeted areas to better reflect the overall vision for each distinct area. Rezoning in advance of development/redevelopment saves developers the expense of rezoning or variance requests and further sets the stage for implementing the community’s specific and catalytic vision for each targeted area.

## *Establish a Tax Increment Reinvestment Zone*

A tax increment reinvestment zone (TIRZ) is particularly useful as a means of incentivizing development of large areas of vacant or underperforming parcels. The TIRZ captures the increment of tax revenue (typically ad valorem, although other taxes, such as sales tax, can also be included) generated by the new development and circulates it back into the area for purposes of capital improvements and economic development. TIRZ revenues can be used to reimburse for the cost of publicly available capital improvements such as roadways, sidewalks, trails, infrastructure, stormwater management and aesthetic improvements. Reimbursement can be paid over time as increment is generated or through bonds supported by increment available to support debt service. TIRZ funds can also be used to support economic development activities within the boundaries of the zone in a manner similar to Chapter 380 agreements issued directly through the City.

As an alternative, the City of Pearland may consider use of a target area-wide Chapter 380 agreement. In this case the Chapter 380 agreement can be established in advance with established criteria or it can be managed on a case-by-case basis.

## *Phase Development as Appropriate*

Each of the targeted areas offers sufficient constraints and a diversity of ownership that may not be practical to attempt implementation of any of the areas in their entirety. Each target area offers a myriad of options for phasing based upon availability of property, participation by property owners, absorption, cost, or project feasibility. For example, given that the Avalon Terrace Target Area is located along both the north and south sides of Broadway, it may be far more practical to develop a project in that area in a minimum of two phases. Similarly, the Navarre Target Area includes numerous rural residential parcels to the south, whereas the area to the north may be easier to assemble in a series of phases as appropriate.

## *Prepare Site*

The City has already prepared for some improvements in the targeted areas, including stormwater management planning in the Navarre Target Area. Additional improvements, or even the intent of improvements, can signal to the development community the level of interest of the City and its partners. At the same time, it is equally critical that infrastructure be implemented in congress with site developers to ensure that it is appropriate to the type of development the community is interested in attracting. As an example, while the stormwater detention pond proposed in the Navarre Target Area may meet drainage needs, it is strictly an engineering solution. A more creative approach might result in the same effectiveness, but in a manner that is integrated into development as an amenity.

## *Consider a Developer Request for Interest*

For a variety of reasons that differ in each target area, much of each area remains vacant or currently functions below its economic potential. While the recommendations presented with this study are intended to make development of the targeted areas more attractive, there is always the possibility that developer interest remains slow. One more method of promoting development is to formally publish a Request of Interest or Request for Proposal to directly call on developers to implement their version of the vision established for one of the targeted areas (or a phase of development, if appropriate). To release a Request of Interest, the PEDC, City and their partners must have reached terms under which an awarded developer can submit for and initiate development.





Navarre Target Area

The Navarre target area is the largest of three target areas. Located west of Cullen Parkway, the target area extends along the southern edge of Broadway to Smith Road. The northern portion of the target area is largely vacant, with the exception of LaQuinta and the medical campus under development that includes the Houston Methodist Comprehensive Care Center. The southern portion of the site includes scattered rural residential development along Fite Road and Navarre Road. A significant portion of land in the area is owned by the Pearland ISD with the remainder under numerous owners.

PROXIMITY

The target area is within a reasonable proximity to Pearland’s newest residential growth as well as major commercial activity, SH 288 and Cullen Parkway.

SCALE

Over 200 acres of property provide the scale necessary to create a mixed-use destination that is unique to the surrounding area and capable of incorporating today’s market trends.

AREA DRAINAGE

Pearland has already investigated the need for a common, large-scale stormwater detention solution to address area drainage issues. The high cost of a common detention solution is problematic and is made more so by multiple ownership of property.

LACK OF UTILITIES

With the exception of developed areas along Broadway, the target area lacks infrastructure beyond rural services. Navarre is the only true internal roadway, and it dead ends, allowing no through traffic.

CONNECTIVITY OPTIONS

Surrounding residential developments have been designed to offer very limited connectivity with new development, making even bike/ped connections difficult.

PIPELINE DISRUPTION

A pipeline located in the northern portion of the site extends the length of the site, inhibiting development.

MEDICAL CAMPUS

The presence of the medical campus anchored by the Houston Methodist Comprehensive Care Center provides the chance to build upon a major market niche.

ISD PROPERTY

As a major property owner, Pearland ISD provides an excellent opportunity for partnership, including facilities that could support the district and also provide a feature destination.

LAND ASSEMBLY

Fragmented property ownership, including a substantial number of rural residential parcels to the south, make land assembly for a large-scale development difficult.

CONSTRAINTS & OPPORTUNITIES

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



CONCEPTS FOR NAVARRE TARGET AREA

**1 SPORTS VENUE**  
The major catalyst and attraction for the site could be an amateur sports venue that can be used to draw people from the surrounding region into Pearland as recommended by the *Feasibility Study of a Potential New Multi-Use Events Center* commissioned in 2017 by the Pearland EDC. Through partnership between the City of Pearland and Pearland ISD, the facility could be utilized for school sports and activities, as well as amateur sports or alternative programming. The feasibility study recommended an indoor facility, but an expanded design could serve both indoor and outdoor activities.

**2 URBAN LIFESTYLE AND MIX**  
An urban footprint development in proximity to the Broadway corridor and the sports venue provides an opportunity to create a space that meets many of today’s market trends and captures the interests of individuals seeking a location where living, working, shopping, and entertaining are all within easy reach. Residential units could range considerably from above commercial residential lofts to townhomes and mixed density neighborhoods to present a mix of units not readily available in Pearland today. An urban footprint, full-service hotel and conference center could be highly complementary to the Navarre Target Area and would meet another community need noted in the Feasibility Study discussed previously.

**3 ENTREPRENEURSHIP HUB**  
Supporting entrepreneurship is one powerful way of growing and sustaining the local economy - and remaining attractive to a clientele that is attracted the entrepreneurial environment and “vibe”. The Navarre Target Area is large enough to incorporate the physical elements necessary to support and grown an entrepreneurial community. An incubator space would be a natural addition to the target area, as well as a suite of office spaces for companies that “graduate” from an incubator and need space to grow. The presence of medical and sports venues could indicate an opportunity to incubate complementary businesses, such as those focusing on sports medicine. However, the incubator could also be general in nature and allow the market to dictate focus.

**4 WATER AND NATURE**  
It is possible to tackle the need for stormwater management through the deep integration of water amenities and detention facilities into development. By maintaining a natural setting in strategic areas, the development provides both an urban setting and a natural escape in a single development.

**5 OUTDOOR RECREATION**  
Trails, including a walking and biking path along the pipeline, can connect residents and guests to the various amenities, neighborhoods, and natural areas offered in the development. Where possible, additional activities could be added to further encourage outdoor play and recreation.

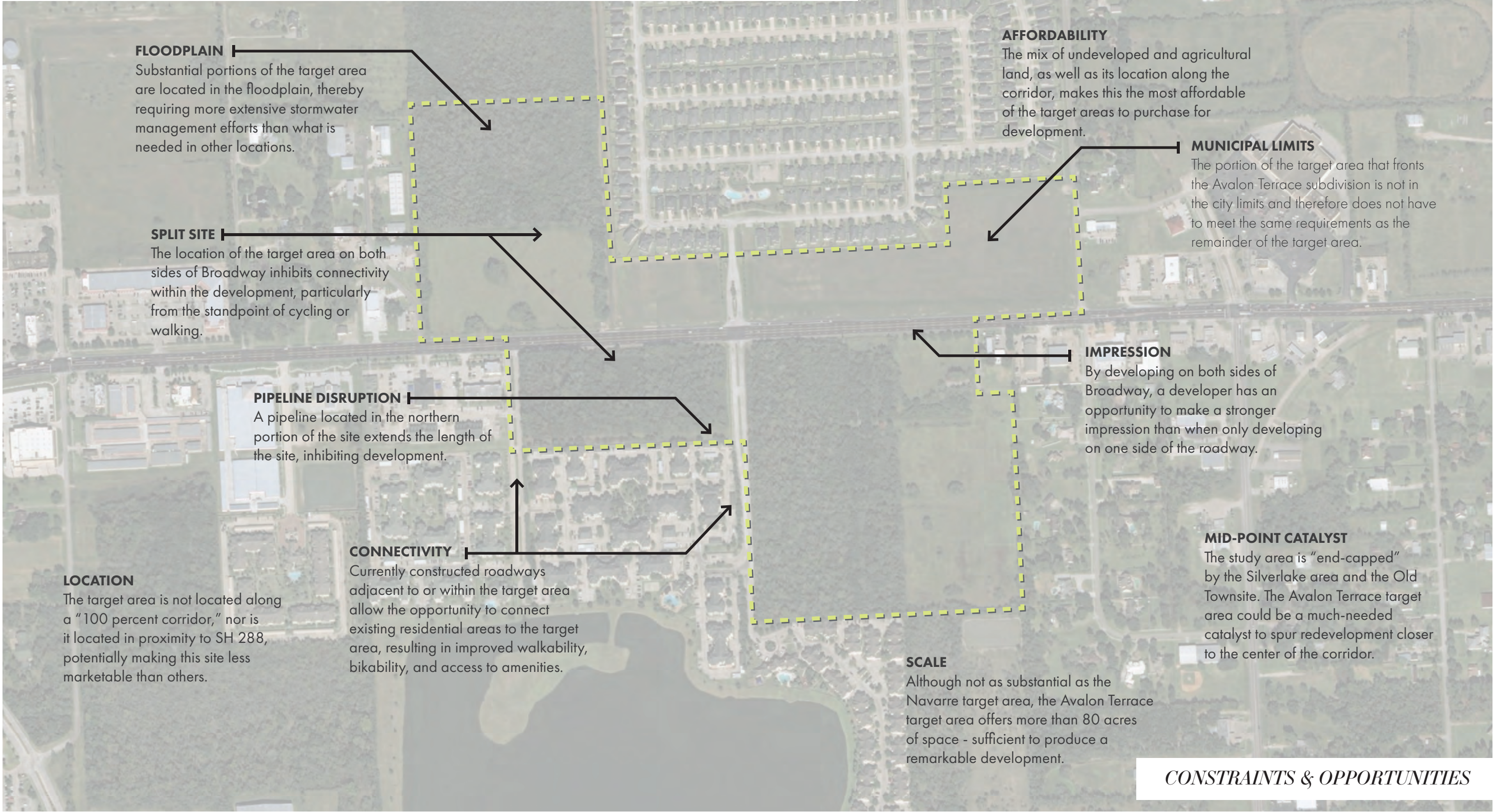
**6 FLEXIBLE PHASING**  
The development is naturally designed to be phased simply by its scale. Development of the northern portion of the site may occur first, given that a substantial part of the property is owned by the ISD.





Avalon Terrace Target Area

The Avalon Terrace target area is the most central of the three target areas. Interestingly, it is also the only target area to include a number of parcels that are located outside of municipal limits. The target area is located along both sides of the Broadway corridor and sits adjacent to both suburban and rural residential development.





CONCEPTS FOR AVALON TERRACE TARGET AREA

**1 NEW HOUSING OPTIONS**  
A variety of housing opportunities introduce new concepts to the Pearland community but are intriguing to an increasing number of households. These include a mix of urban lofts near and above a neighborhood commercial center, urban footprint apartments, senior living, townhomes, a variety of densities of single and multiple family homes, and even the possibility of accessory dwelling units.

**2 NEIGHBORHOOD COMMERCIAL CENTER**  
A neighborhood commercial center at the intersection between Oak Road and Broadway Street allows for a dynamic, but small, mixed-use core that can add value to the corridor and possibly incorporate several of today’s market concepts, including an open space for markets, food trucks, pop-up retail, and gatherings of all sizes. The neighborhood scale center creates an intriguing new location for a limited number of restaurants, shopping, commercial office options.

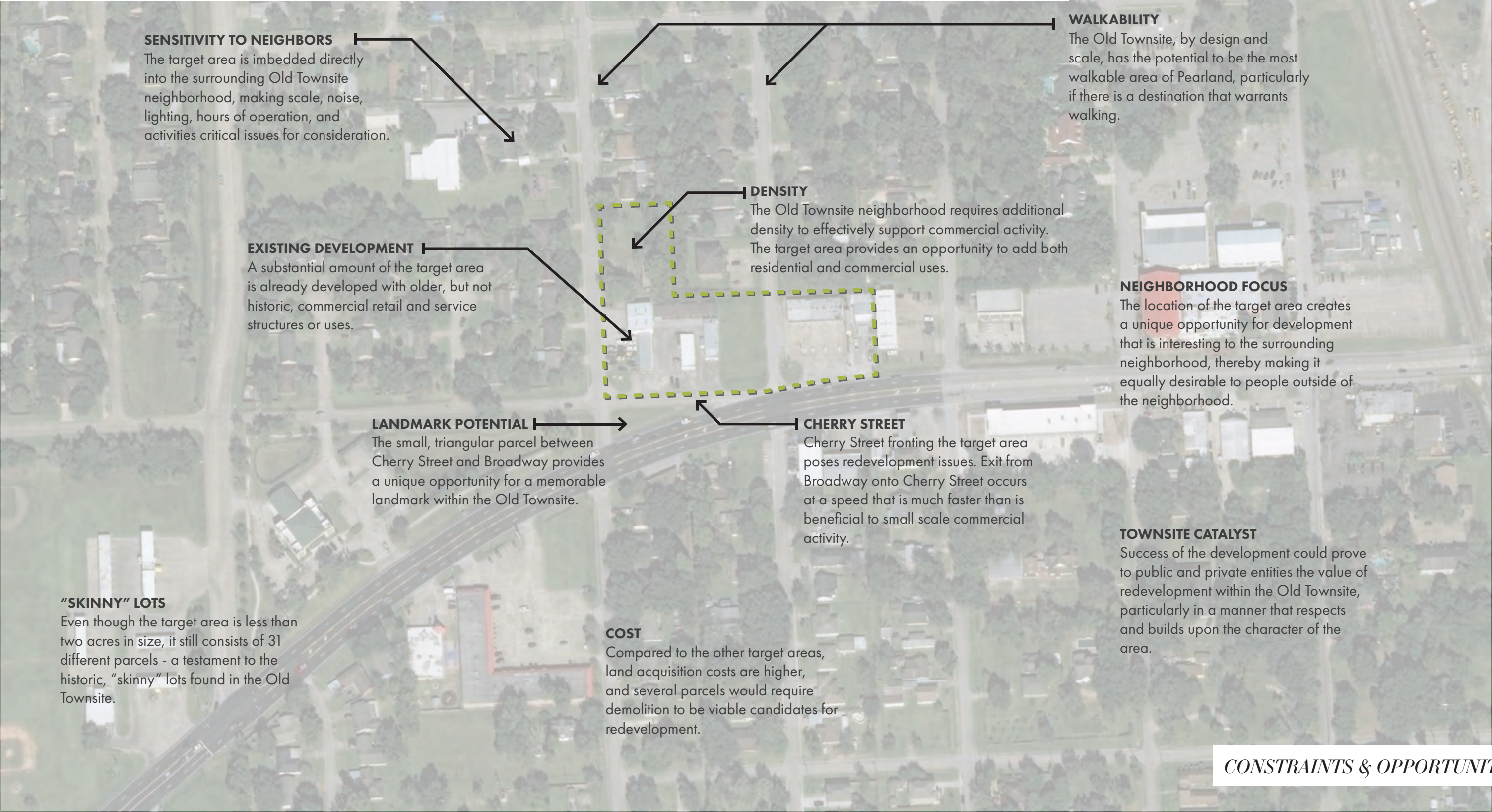
**3 CONNECTIVITY**  
Active connection to surrounding residential areas at every opportunity allows for increased movement between Pearland’s neighborhoods, including use of the common pipeline as a trail for walking and biking between destinations.





Old Townsite Target Area

The Old Townsite target area offers an opportunity to take full advantage of the unique character present in the oldest area of Pearland and create a neighborhood-centric attraction. At less than two acres, the target area is easily the smallest of the target areas, but no less complicated given the presence of existing commercial activity, the size of the majority of parcels, and the sensitivity of development directly adjacent to the neighborhood. Old Town sites could be strategically assembled for long term redevelopment when they become available for sale. This target area is similar to one of the catalyst sites in the SH35 Corridor Redevelopment Strategy.



**SENSITIVITY TO NEIGHBORS**

The target area is imbedded directly into the surrounding Old Townsite neighborhood, making scale, noise, lighting, hours of operation, and activities critical issues for consideration.

**EXISTING DEVELOPMENT**

A substantial amount of the target area is already developed with older, but not historic, commercial retail and service structures or uses.

**LANDMARK POTENTIAL**

The small, triangular parcel between Cherry Street and Broadway provides a unique opportunity for a memorable landmark within the Old Townsite.

**“SKINNY” LOTS**

Even though the target area is less than two acres in size, it still consists of 31 different parcels - a testament to the historic, “skinny” lots found in the Old Townsite.

**COST**

Compared to the other target areas, land acquisition costs are higher, and several parcels would require demolition to be viable candidates for redevelopment.

**DENSITY**

The Old Townsite neighborhood requires additional density to effectively support commercial activity. The target area provides an opportunity to add both residential and commercial uses.

**CHERRY STREET**

Cherry Street fronting the target area poses redevelopment issues. Exit from Broadway onto Cherry Street occurs at a speed that is much faster than is beneficial to small scale commercial activity.

**WALKABILITY**

The Old Townsite, by design and scale, has the potential to be the most walkable area of Pearland, particularly if there is a destination that warrants walking.

**NEIGHBORHOOD FOCUS**

The location of the target area creates a unique opportunity for development that is interesting to the surrounding neighborhood, thereby making it equally desirable to people outside of the neighborhood.

**TOWNSITE CATALYST**

Success of the development could prove to public and private entities the value of redevelopment within the Old Townsite, particularly in a manner that respects and builds upon the character of the area.

*CONSTRAINTS & OPPORTUNITIES*



CONCEPTS FOR OLD TOWNSITE TARGET AREA

1 TOWNSITE “HANGOUT” & LIFESTYLE

A “gathering place for locals” is one of the most effective methods of creating a destination that is unique to the area, enjoyable for residents of the surrounding area, and attractive to anyone that is not a “local” seeking to enjoy the low-key offerings of a neighborhood spot for dining and entertainment. Limitations on alcohol limit the types of “hangouts” available in the Target Area. Housing options for those interested in living in the Old Townsite area include above-floor residential or townhomes/live-work units. Office space is an above-floor alternative.

2 CHERRY PLAZA

Closure of Cherry Street for the block within the target area allows for a safer commercial environment and stronger pedestrian focus, with the possibility of use of the space for activities and events. Redesign of the drainage swale fronting Broadway Street allows for extension of the plaza space, beautification with landscaping that defines the space or installation of artwork unique to the Old Townsite, and approachability by visitors for a unique “Instagram moment”.

3 TRUCKS AND VENDORS

Introduction of food trucks and pop-up retail to the space provides a cost-effective means of generating more retail and dining options and creating interest. Regular rotation of vendors increases interest in the space, while also allowing vendors to test the Old Townsite for the possibility of a more permanent presence.

4 FLEXIBLE PARKING

Shared parking can be strategically located for use by all of the target area activities at their respective time of peak demand. Design of roadways and plaza areas allows for space to be used for parking and also for events and activities when appropriate.







06

THE APPEARANCE OF BROADWAY

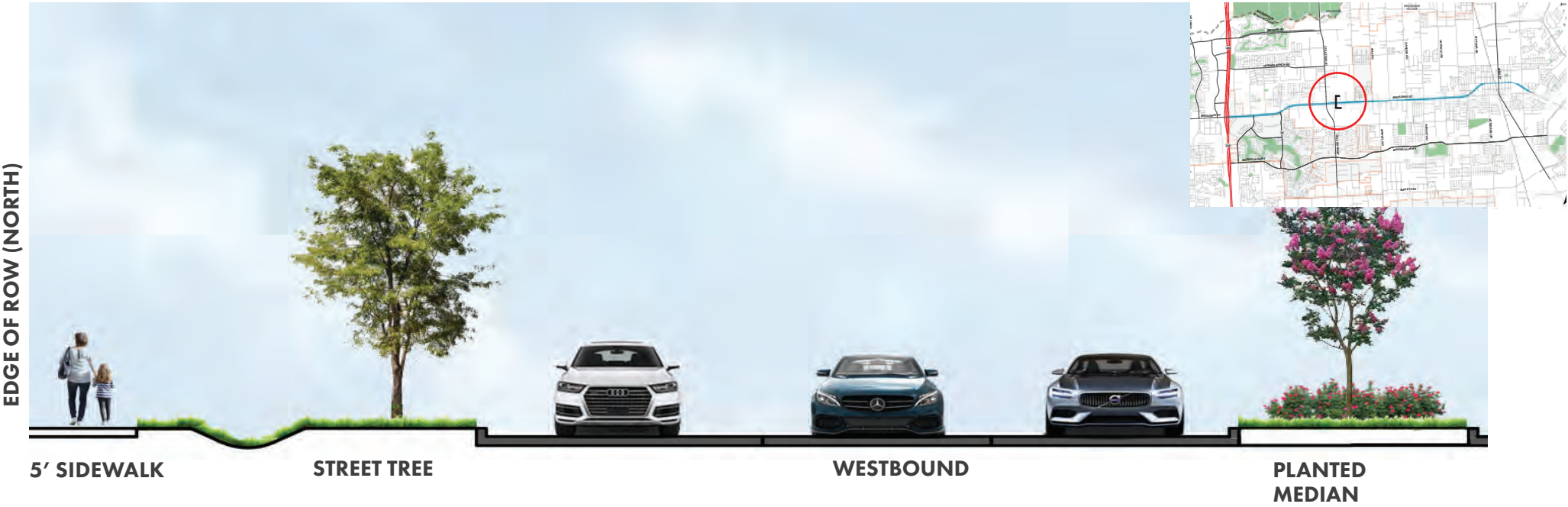
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# BROADWAY SECTIONS

The sections below show recommended ROW improvements in contrast to the existing conditions. These improvements will help provide a uniform design along Broadway / FM 518, and create continuous pedestrian routes along the corridor. Street trees will provide shade as well as acting as a buffer from vehicles and creating a safer environment. In areas with a large loss of buffer and little remaining ROW, a decorative fence with screening shrubs or a wall can be placed like the images below, as suggested in the landscape alternatives section on the next page.

## BROADWAY TYPICAL SECTION- EAST OF CULLEN PARKWAY

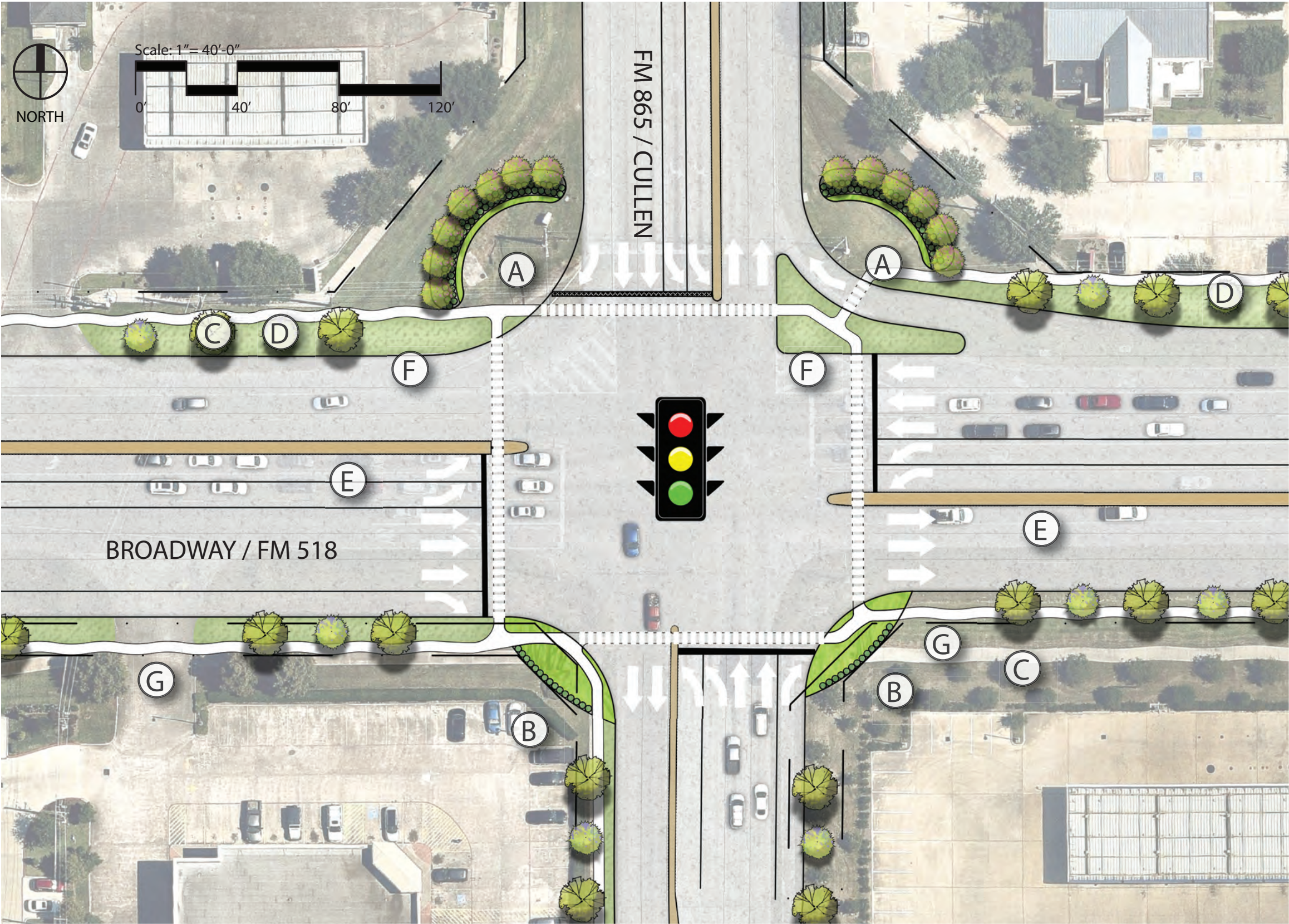


## BROADWAY SECTION- AT INTERSECTION OF MILLER RANCH ROAD





# BROADWAY AT CULLEN



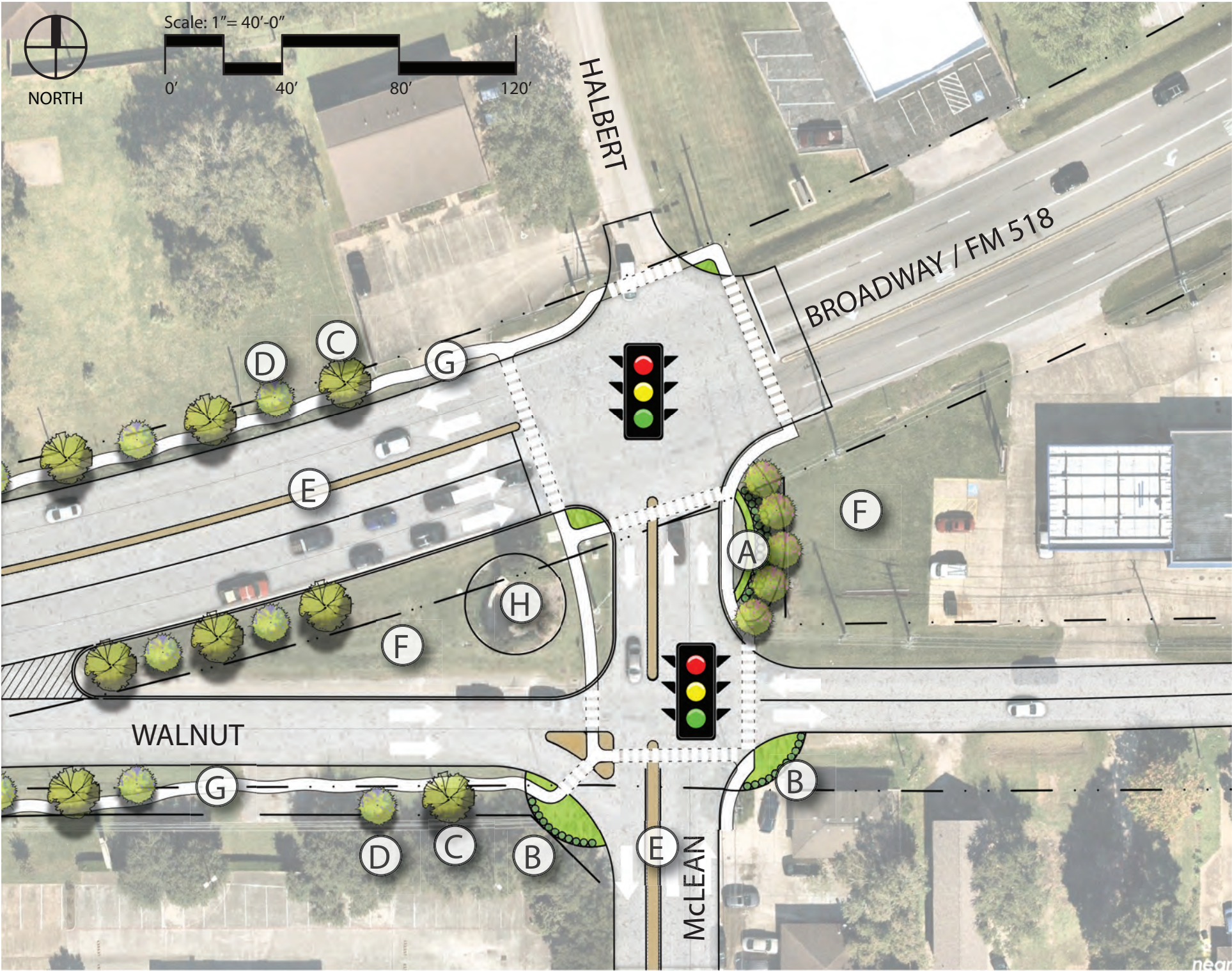
Enhanced hardscape and landscape can turn a typical intersection into a gateway for the corridor. It allows drivers and pedestrians to orient themselves to important locations, while navigating the intersection safely. An improved streetscape can have economic benefits ranging from increased sales tax revenue, decreased vacancy rates, reduction of traffic accidents, and the potential to secure additional funding. These economic benefits along with improved safety and aesthetics help compensate for the possible loss of elements on private property. With the loss of trees and landscape buffer comes a comprehensive streetscape with uniform street trees, improved crosswalks, and enhanced intersections.

This enlargement shows two ROW treatments that are dependent on available ROW area at Broadway and Cullen. Because the intersection has varying space available, it is important to have standard design concepts that can be altered for each area, while retaining the intended aesthetic. The goal is to create unity and road beautification along Broadway / FM 518, while enhancing safety for all users. Because there is such variety, improvements at each intersection can vary from \$100,000 to \$300,000. This accounts for the fluctuating ROW space, ability to use existing features like sidewalks, and amount of plantings added at each intersection. The intersection shown has a large ROW area. If assumed that all new concrete sidewalks are needed, the improvements will be about \$250,000. This includes 45 trees, over 2,000 square feet of landscape beds, 2 benches, pavers, irrigation, fine grading, crosswalk striping, and new sidewalks. This cost can fluctuate once each intersection is designed and all materials and planting selections have been chosen.

- LEGEND:**
- A. Ornamental trees and enhanced landscape for large ROW areas
  - B. Groundcover and shrubs for limited ROW areas
  - C. Street trees
  - D. Ornamental trees
  - E. Enhanced paving in Medians
  - F. Sod
  - G. Winding Sidewalk



# BROADWAY AT MCLEAN ROAD



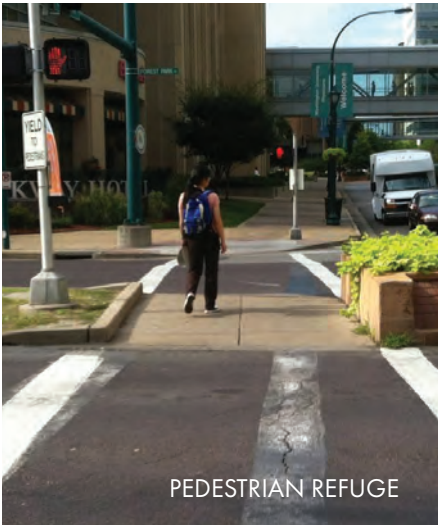
This intersection enlargement is of Broadway / FM 518 and McLean Road. While it is a different intersection layout than the previous rendering, it has the same aesthetic components that allow place-making opportunities. Repeating elements such as street trees, pavers in medians, pedestrian refuges, and similar landscape beds creates unity along Broadway, while conforming to strict site layouts. All intersection improvements will be contained in the ROW and be ADA-compliant. Adding allowances for trees within the ROW is critical for the overall design along Broadway. The implementation strategy for the streetscape elements will be detailed in the design phase, but it is important to follow best management practices (BMPs). Examples of BMPs are placing all trees at least 6' away from underground utilities, specifying understory trees when next to an overhead-power line, and using root barriers for trees along the sidewalk to help protect the sidewalk from potential upheaval and cracking.



STREET TREES

## LEGEND:

- A. Ornamental trees and enhanced landscape for large ROW areas
- B. Groundcover and shrubs for limited ROW areas
- C. Street trees
- D. Ornamental trees
- E. Enhanced paving in Medians
- F. Sod
- G. Winding Sidewalk
- H. Existing sign and enhanced landscape



PEDESTRIAN REFUGE



*Landscape Buffer Alternatives*

As discussed, the following offer examples of methods of enhancing on site architecture, art and landscape architecture as a means of reducing the required 30’ landscape buffer.



**Architectural Enhancements**

**Recommendation:** Replace a portion of the visual interest created by the current landscaping requirement by adding visual appeal to the architecture of structures along Broadway.

A program in Columbus, Indiana promoted use of leading architects to design unique buildings that now serve as a tourist attraction in their own right.

Examples of methods for doing so include architectural design, roofline, materials (made somewhat more difficult by recent state legislation), articulation/differentiation, transparency/glazing, and entry. The program also allows for reincorporation of building materials as a consideration since it serves as an alternative to an extensive landscape buffer.

**Landscape Enhancements**

**Recommendation One:** Offer a “landscape alternative” to options that replace a portion of the current landscape buffer requirement.

**Recommendation Two:** Allow landscaping alternatives to become one of a suite of alternatives alongside architectural enhancements and art as a landscape alternative.

Examples of alternatives include a living wall or garden wall; “Green Screen” hedges, columns, or sculptures; a concrete, gabion, or other partial wall; or intensified screening/landscaping in a narrower yard.

**Art Installations**

**Recommendation:** Allow artwork as a replacement of a portion of the current landscaping requirement to add a level of vibrancy and culture to Broadway, including the possibility of interactive and/or “Instagrammable” art.

The City of Edmond, Oklahoma established a percentage of fees that was set aside for design and implementation of onsite art.

Examples of art include freestanding monuments, murals, interactive art, fountains, and kinetic art.



In areas with a large loss of buffer and little remaining ROW, there are a few design options that can occur. At important intersections, a low blue glass gabion wall can be used to not only provide screening, but act as a striking sculptural piece of art (see images directly to right). Glass color and lighting styles can be incorporated within other streetscape elements like benches and pedestrian light fixtures to create a consistent streetscape aesthetic. In areas that abut a sidewalk and building, a vine screen can be used to provide greenery and screening to break up large swaths of hardscape (see bottom left).

Lastly, berms can be used in areas that are broken up by numerous driveways. Organically shaped berms allow for screening of businesses along Broadway while working with the limited landscape area (see top right). Street trees and shrubs can be incorporated into the berm to allow for continuity. This option works best with the driveways because it can naturally taper off to provide adequate sight distances for the approaching cars.

**Landscaping Recommendations**

► Create a design standard that is flexible and able to incorporate varying sizes of ROW

► Include the following streetscape elements:

- Street trees
- Ornamental Trees at intersections
- Enhanced landscape beds
- Benches
- Pavers in medians
- 10' hike and bike path (south side)
- 5' sidewalk (north side)



*In urban areas with high pedestrian traffic and little ROW, low planters can create barriers to pedestrians to safely navigate the street. These planters not only provide separation from vehicular traffic, but also consistent landscape along the road.*



*Retaining wall using rock wire and gabions*



*Fencing using vines*



*Neighborhood berms*





Prepared for



Prepared by

