

WELCOME



REVITALIZATION PLAN

VIRTUAL OPEN HOUSE

March 18 - April 2, 2025

www.pearlandoldtownsite.com

HOW DID WE GET HERE?

Key Issues

- No central gathering space, distinct identity, or cultural amenities
- Need for flexible public/private spaces and green connections along corridors
- Inconsistent architecture and outdated facades hurt visual identity
- Major transportation barriers (SH 35, FM 518, railroad)
- Lack of pedestrian-friendly infrastructure (sidewalks, crossings, lighting)
- Poorly maintained properties and underutilized spaces limit investment
- No strategic planning for infill or redevelopment
- City regulations, restrictions, and permitting can be streamlined for small businesses and adaptive reuse
- Inadequate curbs, gutters, and treatments on many streets, especially residential ones
- Lack of access management on major roads, causing traffic issues
- Outdated or damaged infrastructure on main roads and intersections
- No formal “Main Street” corridor with parallel parking and slow vehicle speeds
- No off-street trails or paths connecting key destinations (trails, schools, parks)
- Excessive visible parking detracts from Old Town’s aesthetics
- Outdated parking designs that create safety and traffic hazards
- Need for reduced drainage requirements using permeable pavers and green infrastructure

2,800

Survey Responses

1,861

Virtual Workshop

2,500

Website Visits

THE PLAN
WAS SHARED WITH

33,730
RESIDENTS
IN TOTAL

Public Engagement Timeline

2024

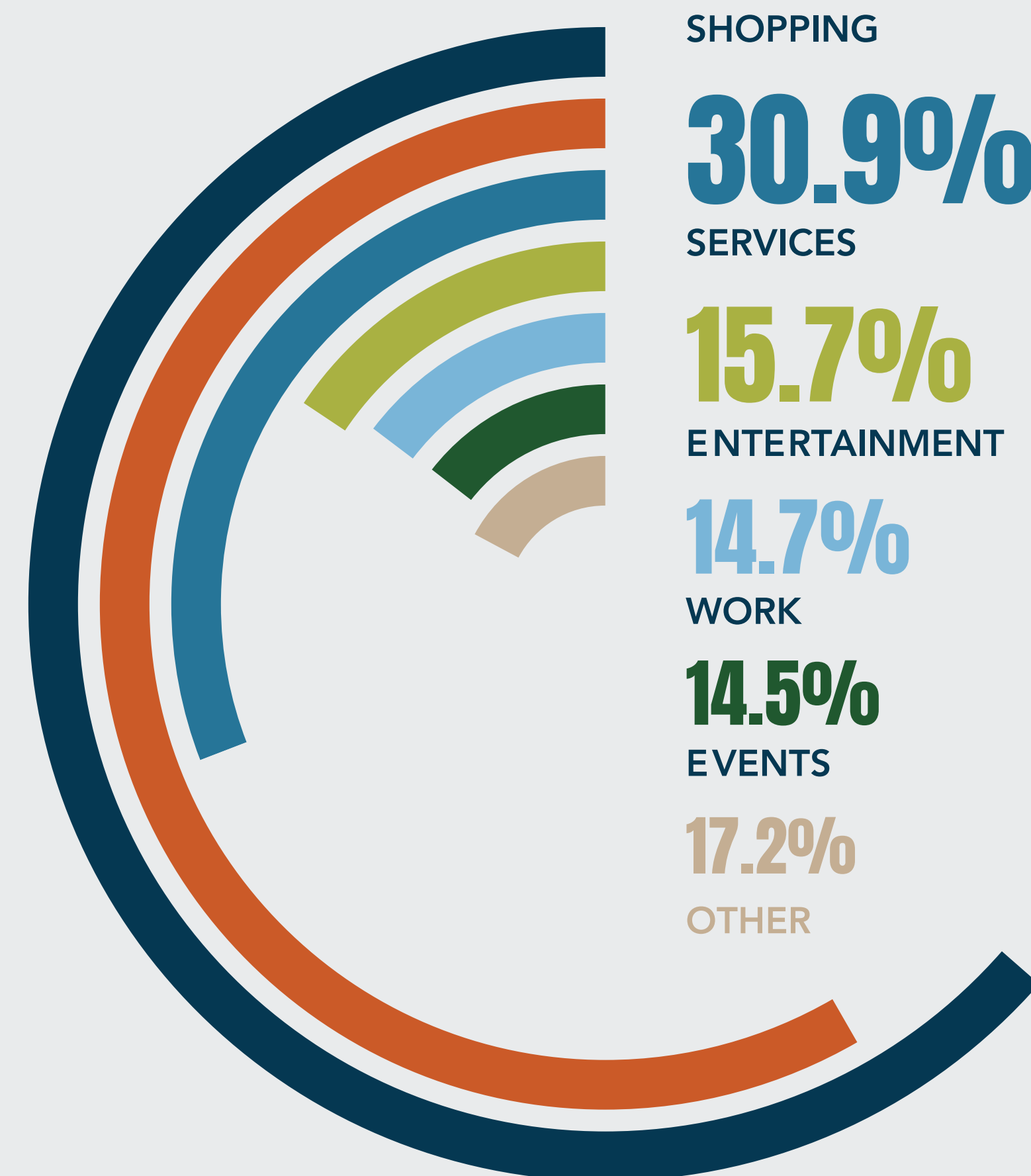
- Project Kickoff – June 17
- Old Town Site Visit – July 16 to 17
- Old Pearland Farmers Market - August 17
- Visioning Workshop & Bus Tour – August 20
- Pearland Public Library - August 30
- Old Pearland Farmer’s Market - September 21
- Planning & Design Workshop – October 1 to 3
- Public Open House #1 – October 2
- Online Public Survey – August 7 to October 4
- Fall Festival – October 19
- Trunk or Treat – October 24
- Outdoors for All – November 2
- Virtual Open House – October 18 – December 30
- Pearland Prosperity Presentation – November 13
- Old Pearland Farmer’s Market – November 16
- Hometown Christmas Festival – December 6
- Hometown Christmas Parade – December 7

2025

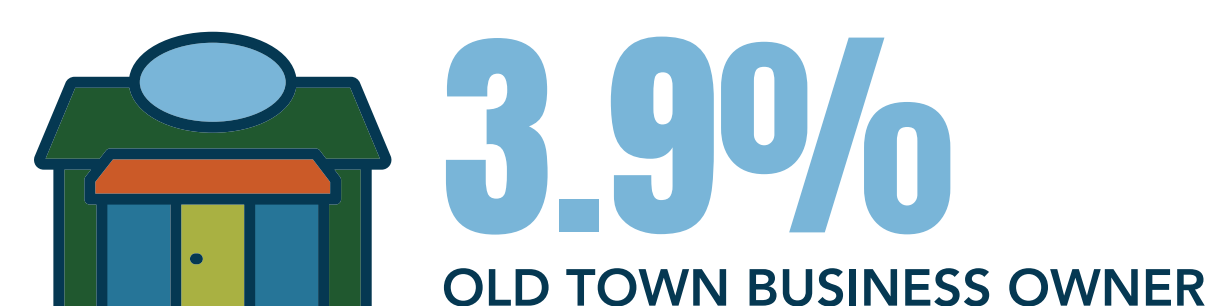
- Joint Leadership Work Session – March 10
- Pearland Prosperity Presentation – March 11
- Open House #2 – March 11

SURVEY RESULTS

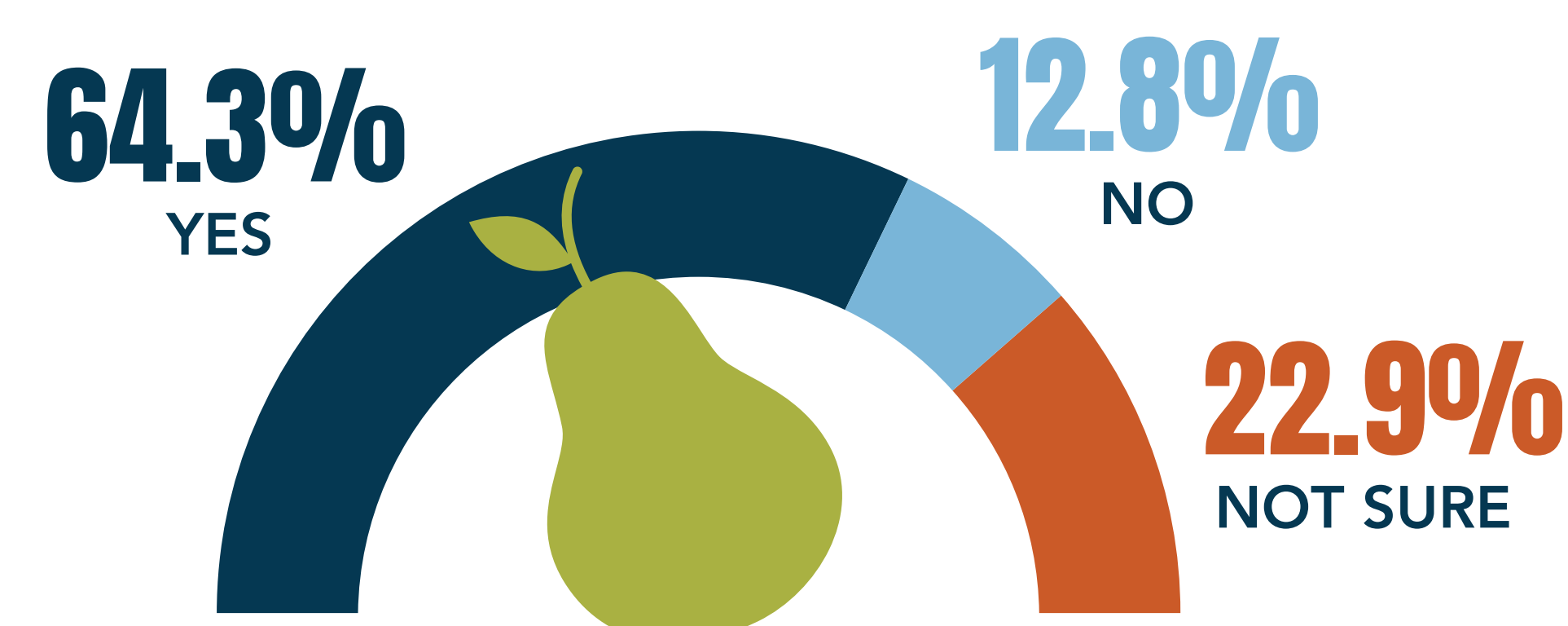
What are
your main reasons for
visiting
Old Town?



What are **your connections** to Old Town?

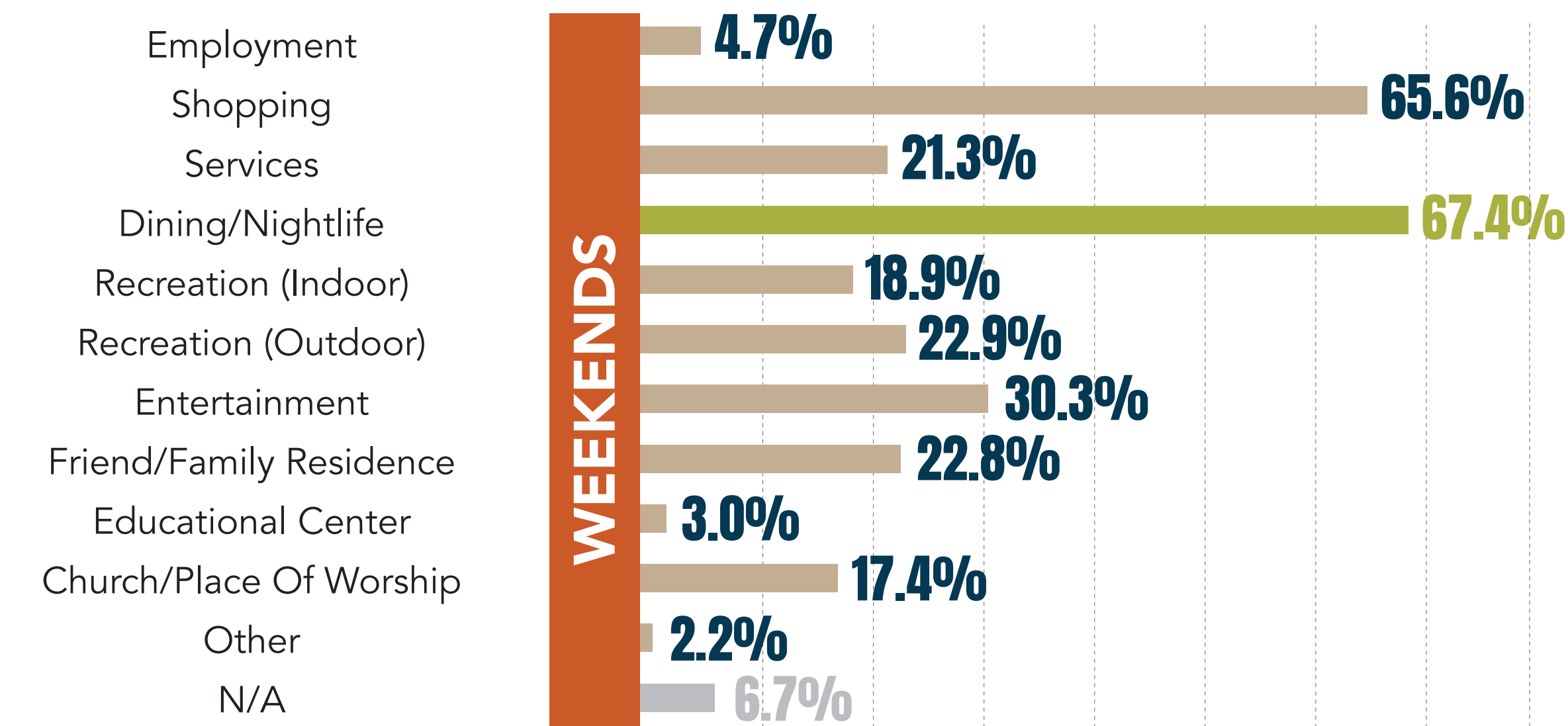
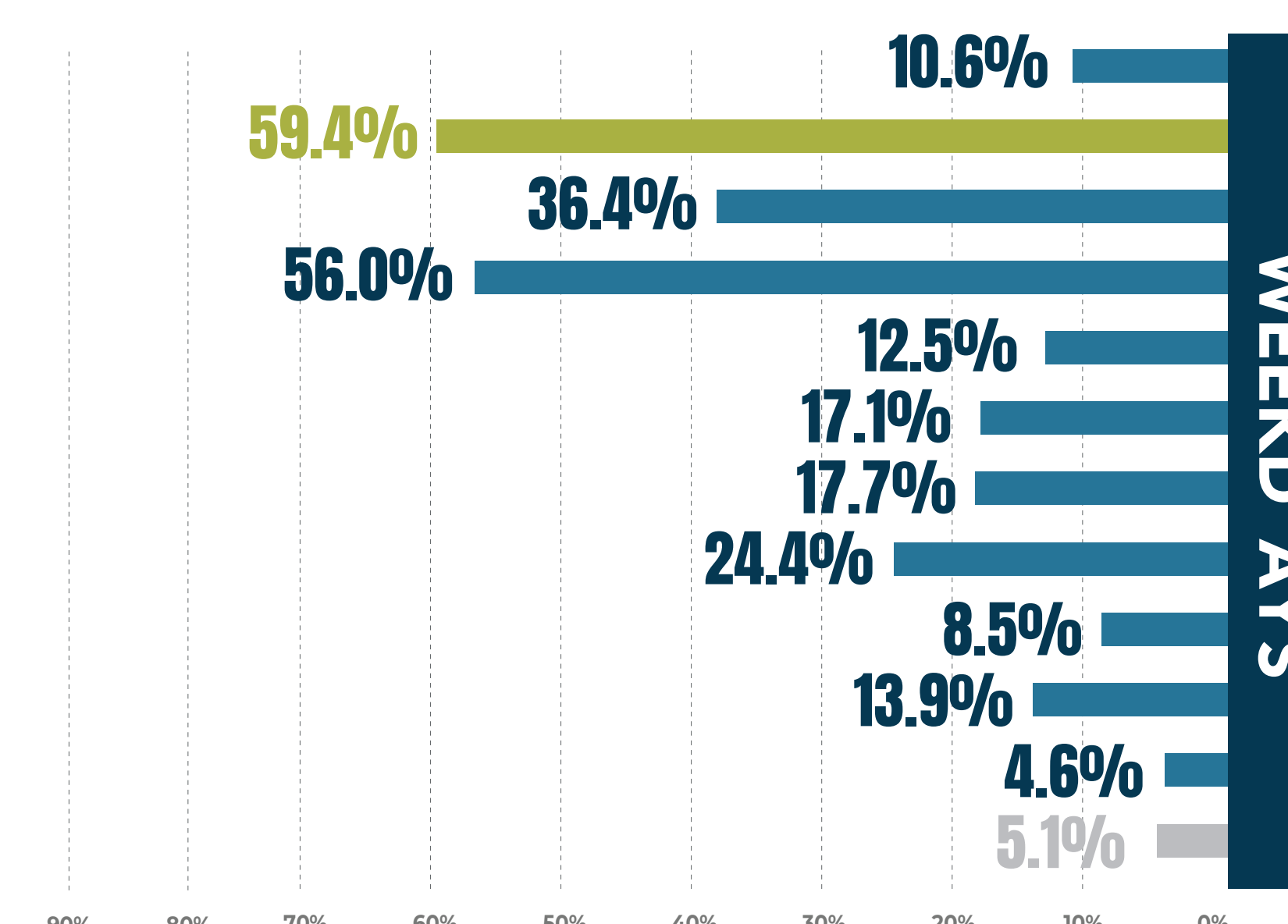


21.1%
OTHER

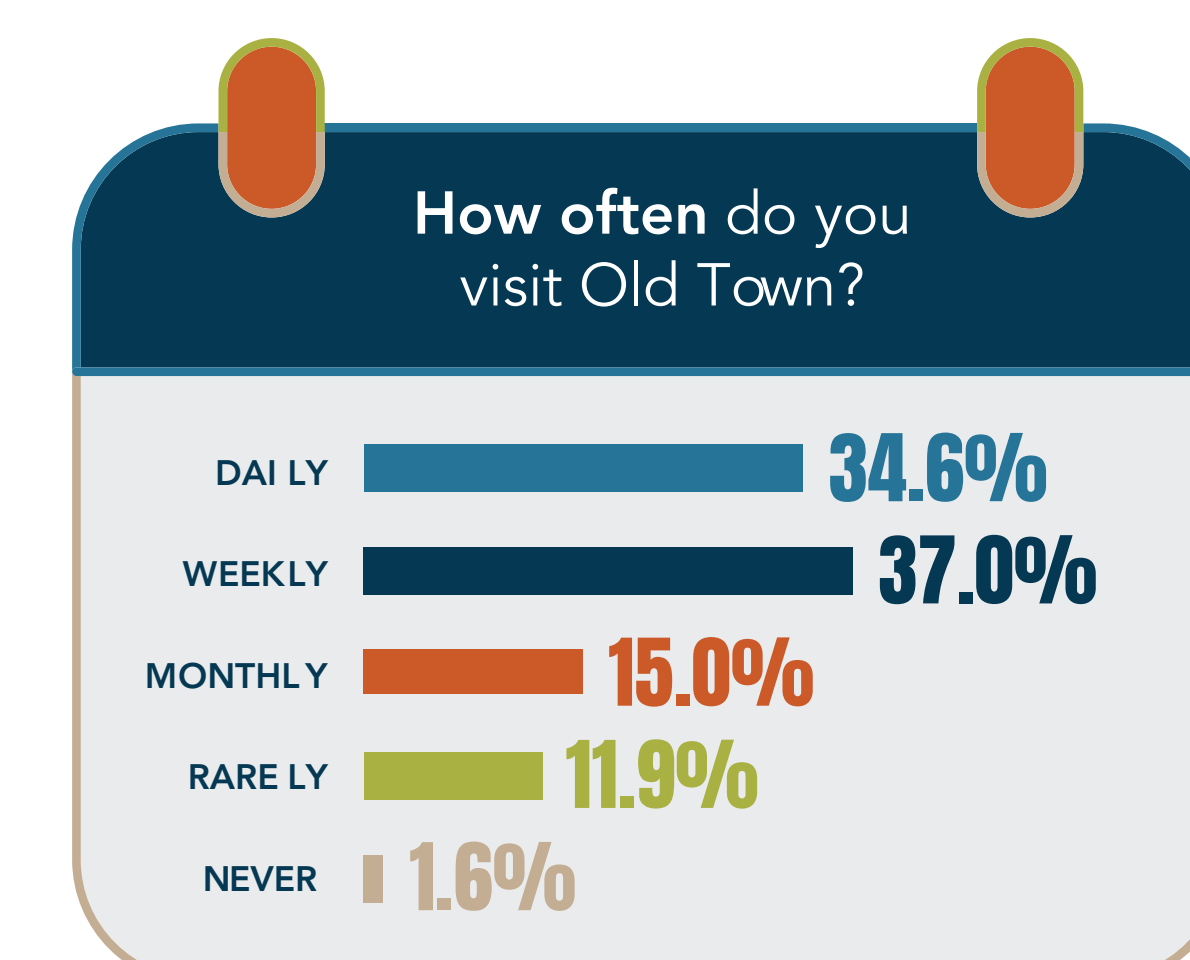
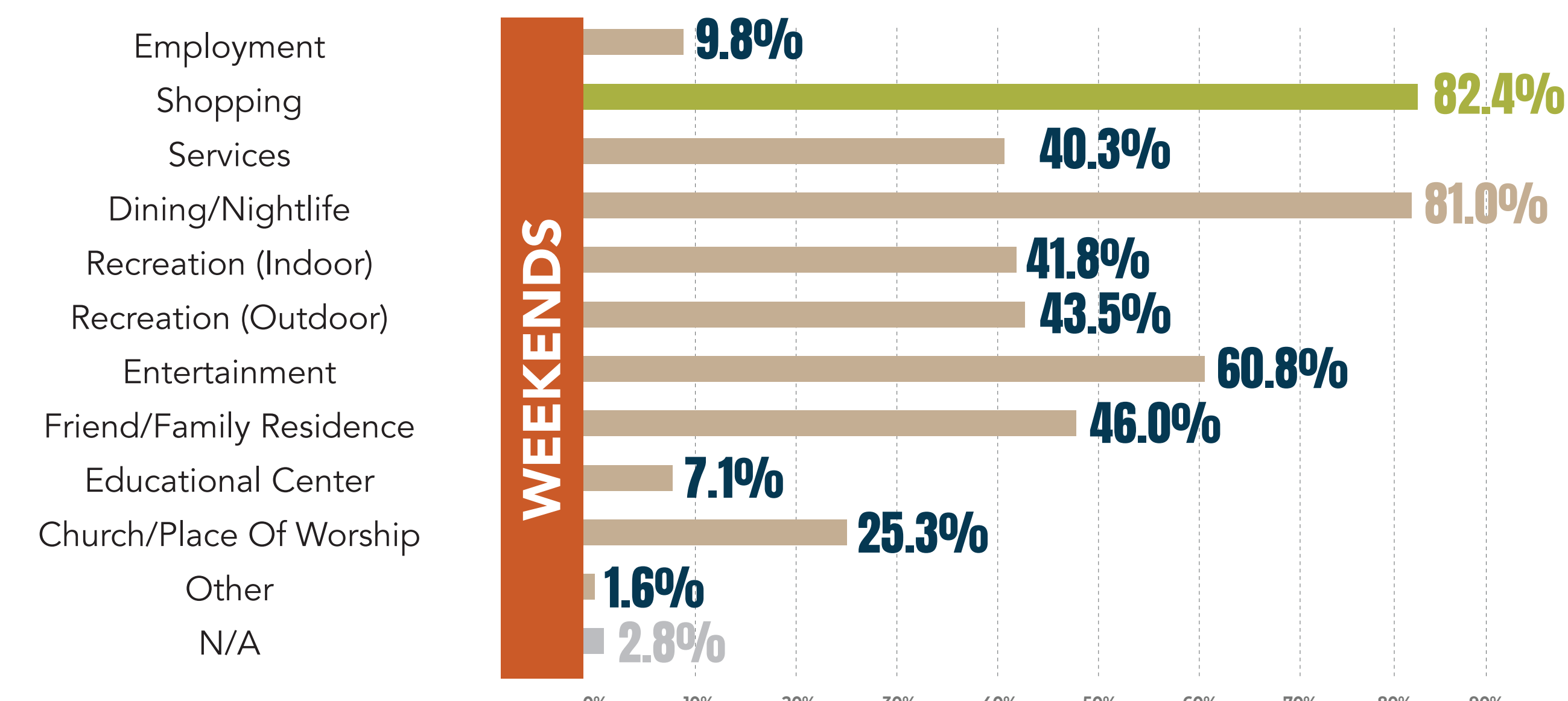
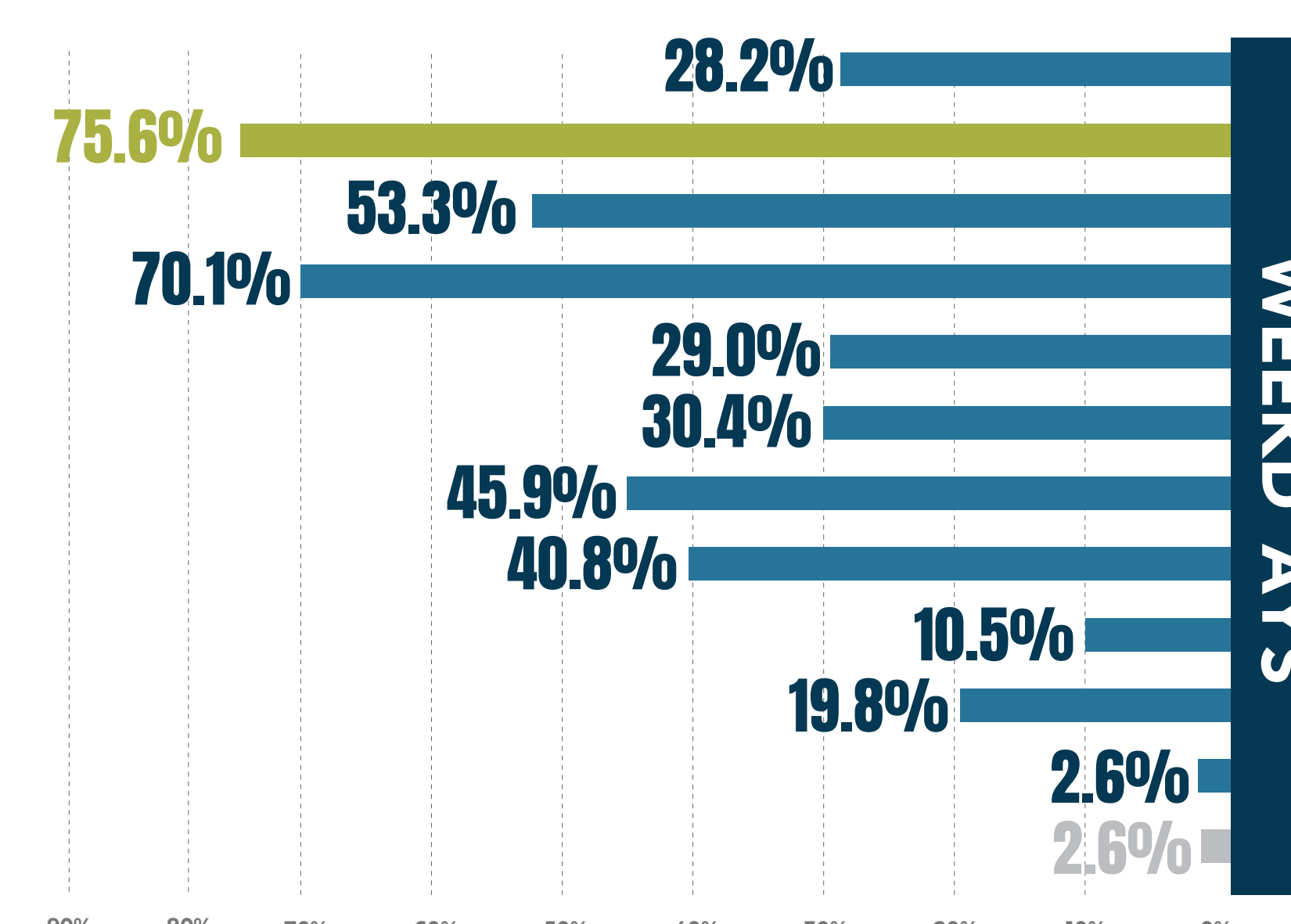


If you were expanding your business
or looking for employment opportunities,
would you consider Old Town?

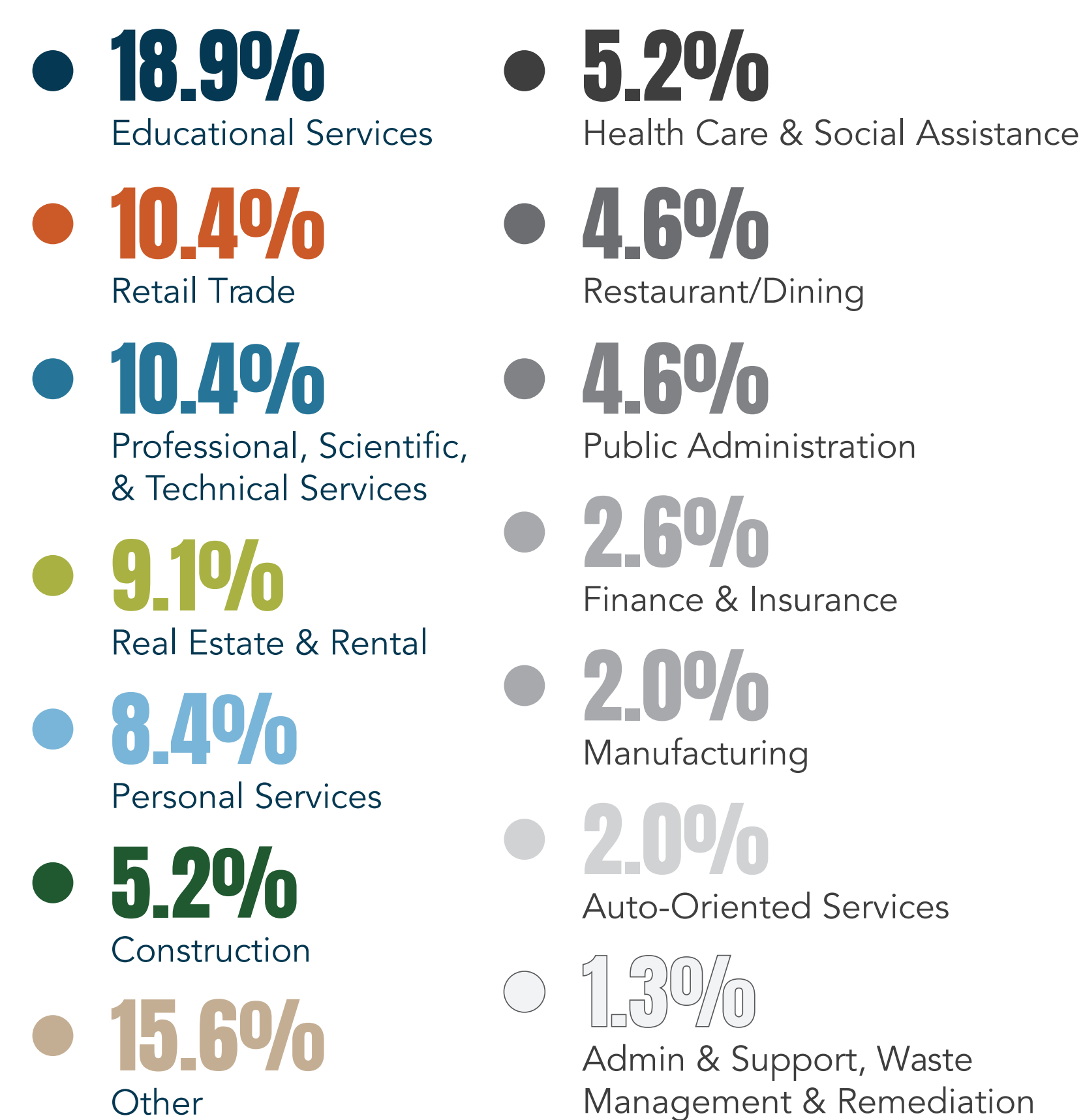
Which types of destinations are you most likely to visit in Old Town?



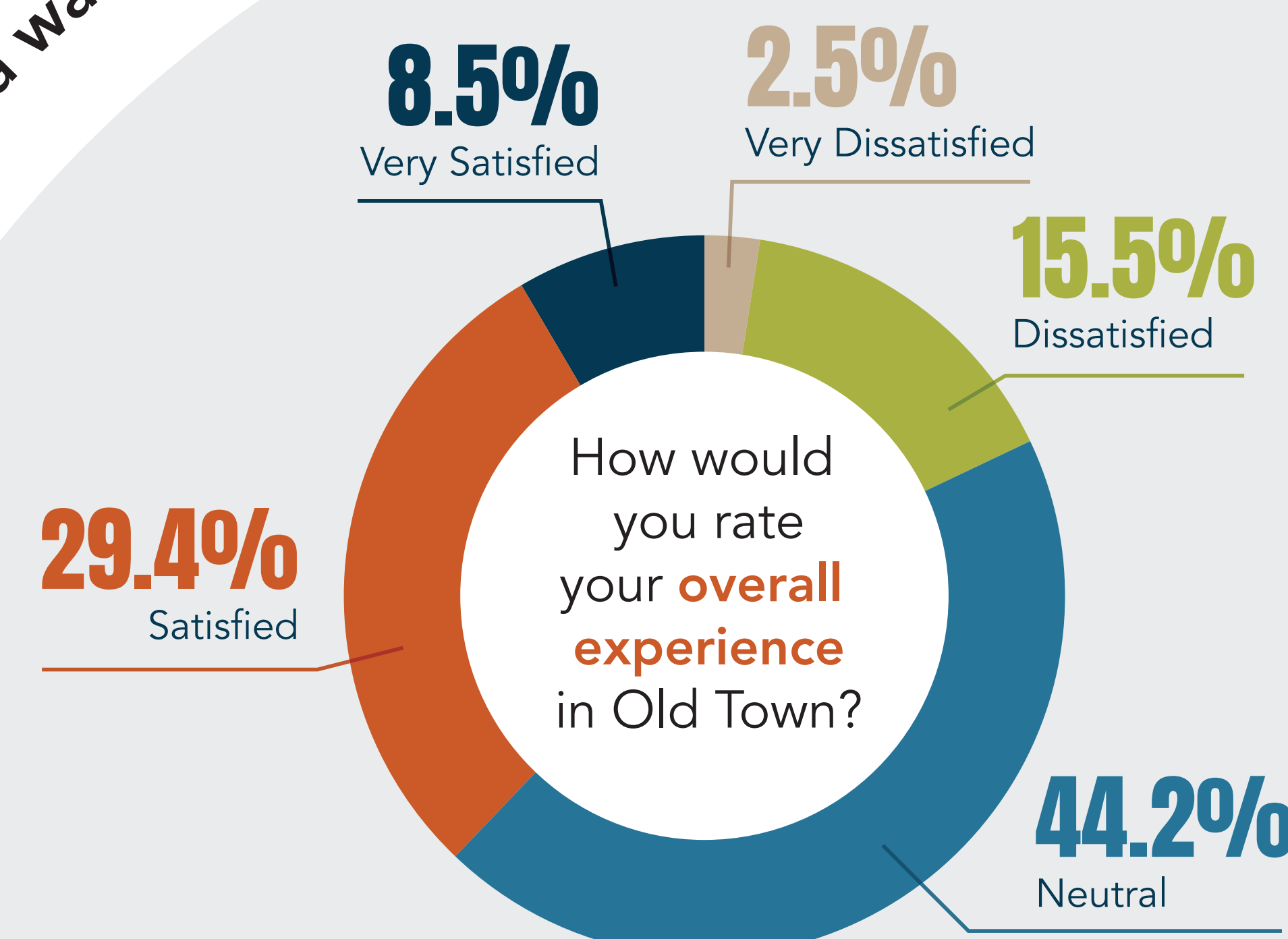
Which types of destinations are you most likely to visit in other communities?



What type of
business do you
currently own
and/or work in?



"I'd love to see Old Town as a walkable retail/entertainment district that leans into it's historical importance."

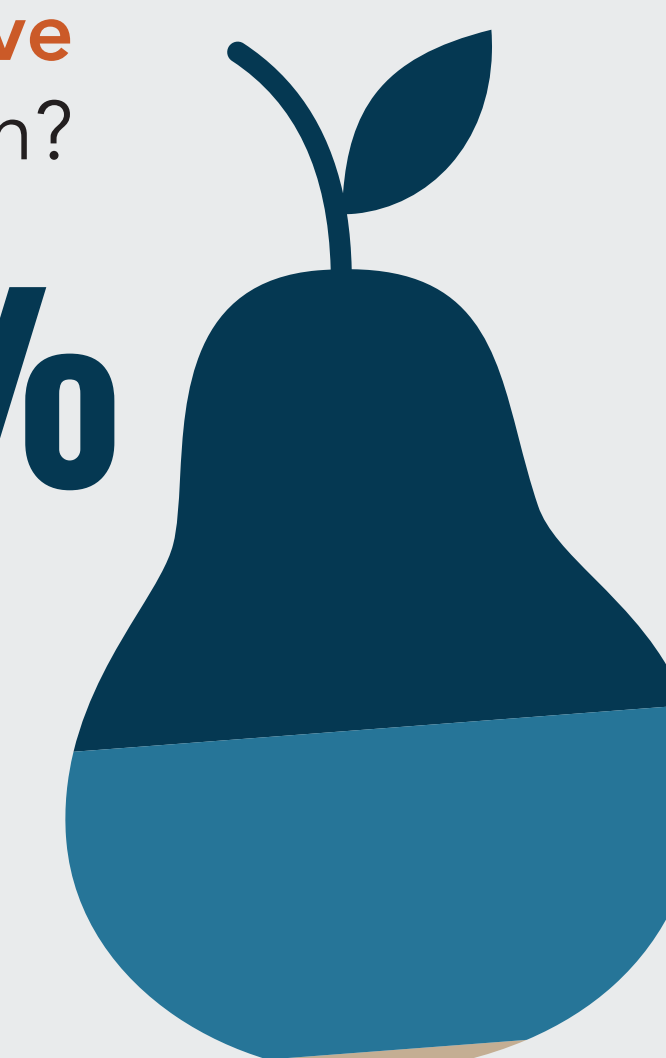


Are you
proud to live
in Old Town?

63.6%
ALWAYS

34.1%
SOMETIMES

2.3%
NEVER



VISION STATEMENT

Old Town Pearland blends history, culture, and modern growth with sustainable infrastructure, distinctive design, walkability, and vibrant public spaces. Prioritizing safety, accessibility, and local businesses, it thrives as a connected, welcoming destination of choice for all.



How accurately does the vision statement capture the community's collective needs, wants, and desires? Is anything missing from the vision statement? ***Leave a comment!***

VALUES

Establish and Cultivate Old Town's Identity and Hometown Feel.

Establish Old Town's unique identity by preserving key destinations and traditions, incorporating modern amenities, fostering a close-knit community that retains its small-town charm, and improving aesthetics through enhanced landscaping, lighting, and infrastructure to create an inviting, visually appealing environment that respects its character and history.

Promote Economic Health and Support Local Business Growth.

Promote sustainable economic growth by fostering diverse employment opportunities, supporting local businesses, and creating an environment that encourages entrepreneurship, provides necessary resources, and attracts both residents and visitors to ensure a resilient economy.

Create a Distinct Old Town Experience.

Foster a vibrant community with active public spaces that encourage social interaction and recreation, diverse activities for day and night, and accessible housing, services, and amenities. Unique retail and dining options support local businesses and enhance social engagement and nightlife with programs and events, creating a dynamic space where residents and visitors can live, work, shop, and play.

Enhance Connectivity & Access to Key Destinations.

Improve the transportation networks and overall accessibility, ensuring that all community members can easily access important destinations, whether on foot, by bike, or with personal vehicles.

Foster Neighborhood Health and Quality of Life.

Ensure a high quality of life by implementing policies providing access to quality healthcare and safety resources, fostering community involvement to strengthen vibrant, well-maintained neighborhoods, and maintaining sustainable infrastructure prioritizing public health, safety, welfare, and aesthetics.



Is anything missing from the values and/or value statements?
Leave a comment!

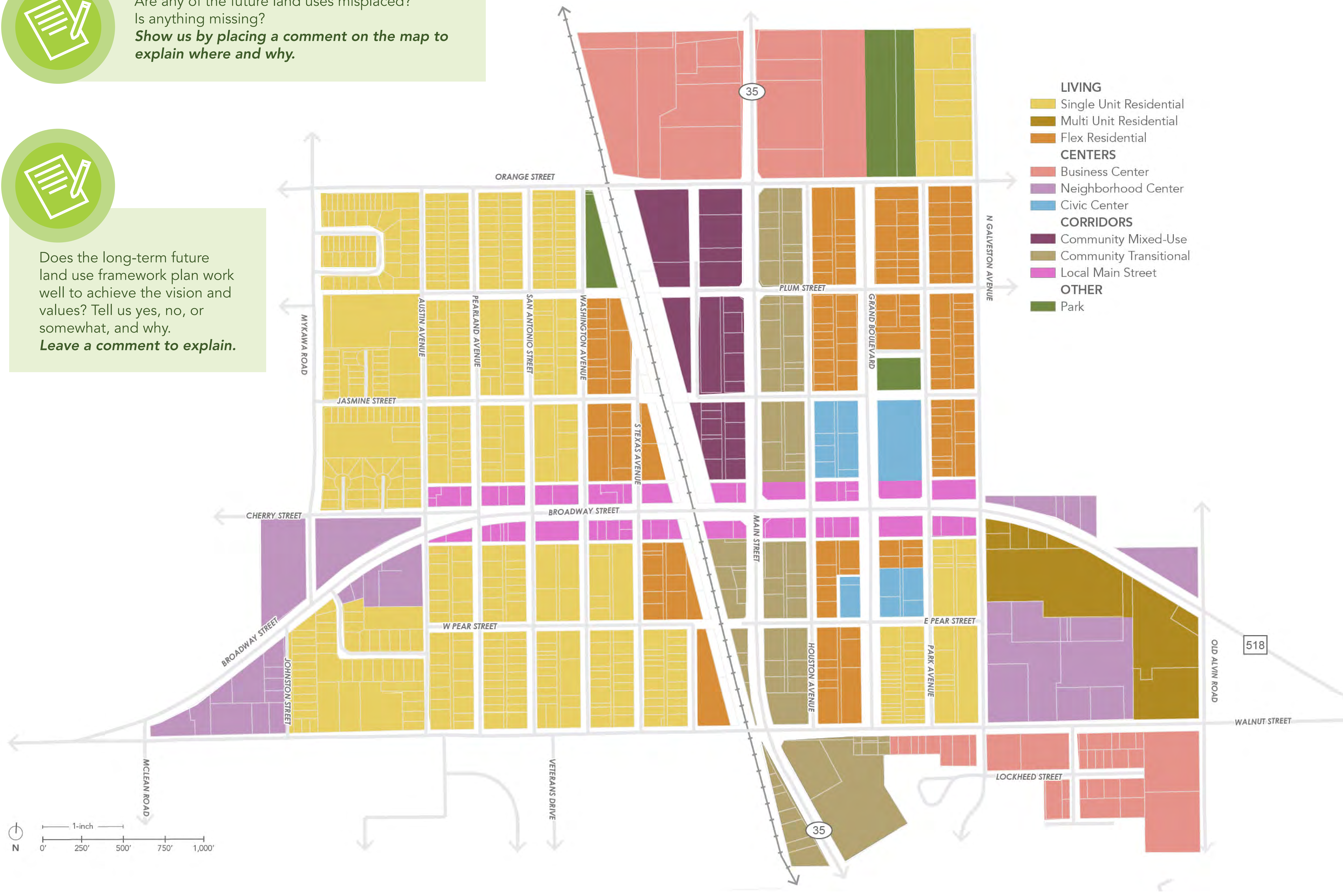
Land Use & Character Framework



Are any of the future land uses misplaced?
Is anything missing?
Show us by placing a comment on the map to explain where and why.



Does the long-term future land use framework plan work well to achieve the vision and values? Tell us yes, no, or somewhat, and why.
Leave a comment to explain.



Land Use & Character: *Placetype* Definitions



Is anything missing from the placetype definitions and categories?
Show us by placing a comment on the map to explain where and why.

Single Unit Residential

Single Unit Residential neighborhoods in Old Town embody the charm and livability of classic gridded, walkable communities. These neighborhoods feature modest, one-story "starter homes" with square footage that reflects an approachable scale for families and individuals alike. Homes are nestled along tree-lined streets, designed to encourage connection and interaction among neighbors. Connected sidewalks weave through the neighborhood, offering safe and inviting walking, jogging, and cycling pathways. These sidewalks link homes to nearby parks, schools, and local shops, reinforcing a strong sense of community and access to everyday essentials. The neighborhood's compact lot sizes and efficient layouts reflect an era of thoughtful simplicity, where homes were designed to prioritize function and livability. The preservation of this character ensures these areas remain vibrant, attainable, and welcoming to residents of all ages and stages of life.

RECOMMENDED HOUSING TYPES

- Detached House – Neighborhood Lot (6K – 10K s.f.)
- Detached House – Compact (3K – 6K s.f.)
- Accessory Dwelling

PROPOSED FRONTAGE STANDARDS:

Lot Standards

- Front Setback: 15 – 30 feet
- Side Setback: 5 feet minimum
- Rear Setback: 10 feet minimum

Open Space

- Open Space: 20 – 30%

Height

- Building Height: 2.5 stories maximum



Multi-Unit Residential

Multi-Unit Residential neighborhoods offer diverse, inclusive, and attainable housing with medium density living. They integrate varying scales of multi-unit housing types into the community's urban fabric. Designed for comfort and connectivity, these areas include shared green spaces, pedestrian pathways, and community amenities to foster interaction. The architecture balances density with a human-centered approach, ensuring livable, welcoming homes. These neighborhoods support a vibrant, diverse community, aligning with Old Town Pearl's vision of inclusivity and opportunity.

RECOMMENDED HOUSING TYPES

- Townhome (up to 8 units per building)
- Small Walkup (2 – 4 units)
- Medium Walkup (4 – 12 units)
- Apartment Complex (12 – 40 units)

PROPOSED FRONTAGE STANDARDS:

Lot Standards

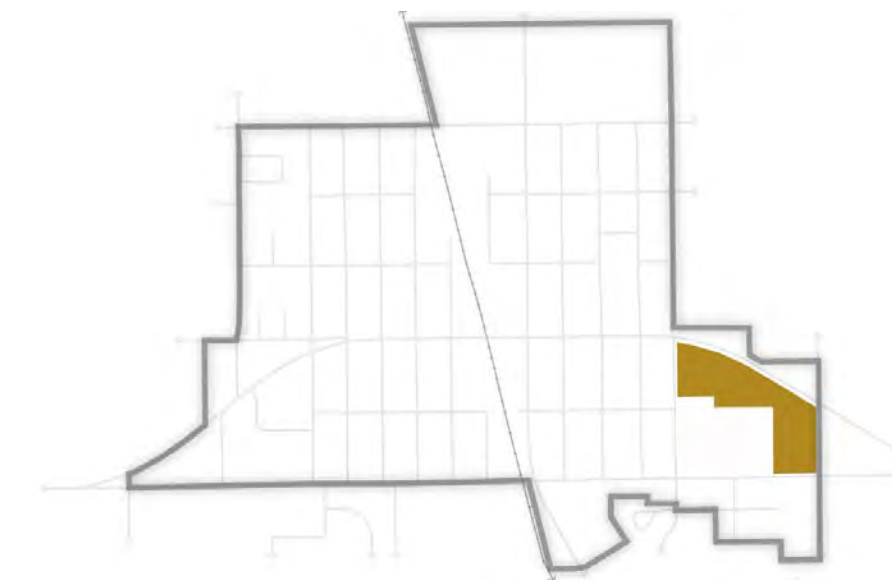
- Front Setback: 10 – 25 feet maximum
- Side Setback: 0 – 10 feet
- Rear Setback: 10 feet minimum

Open Space

- Open Space: 20 – 30%

Height

- Building Height: 30 feet maximum



Flexed Unit Residential

Flex Residential neighborhoods combine the charm of single-family homes with adaptable live/work spaces. Designed for walkability and versatility, they support small businesses, studios, and home offices while maintaining a residential feel. Strategically placed neighborhood commercial spaces, such as cafés and boutiques, serve as community hubs. Minimal parking requirements emphasize a pedestrian-friendly design, with wide sidewalks, street trees, and bike paths promoting connectivity and active transportation.

RECOMMENDED HOUSING TYPES

- Detached House – Neighborhood Lot (6K – 10K s.f.)
- Detached House – Compact (3K – 6K s.f.)
- Accessory Dwelling
- Two-unit House
- Townhome (up to 8 units per building)
- Small Walkup (2 – 4 units)
- Live/Work

PROPOSED FRONTAGE STANDARDS:

Lot Standards

- Front Setback: 25 – 35 feet maximum
- Side Setback: 5 feet minimum (0 feet for shared walls)
- Rear Setback: 20 feet minimum

Open Space

- Open Space: 20 – 30% minimum

Height

- Building Height: 30 feet maximum



Business Center

Business Center areas are vital regional shopping, services, and economic activity hubs. Characterized by their auto-centric design, these areas feature mid- to large-box developments complemented by outlot commercial spaces along major roadways. These centers provide residents and visitors convenient access to a wide range of goods and services, from essential retail to dining and entertainment. Expansive parking lots dominate the layout, accommodating high volumes of vehicles while ensuring ease of access for patrons. Despite their scale, thoughtful design elements such as pedestrian pathways, landscaping, and signage enhance functionality and create inviting spaces for shoppers and visitors. Strategically located along major transportation corridors, these areas are designed to maximize visibility and accessibility, positioning them as key destinations within the community and the broader region.

PROPOSED FRONTAGE STANDARDS:

Lot Standards

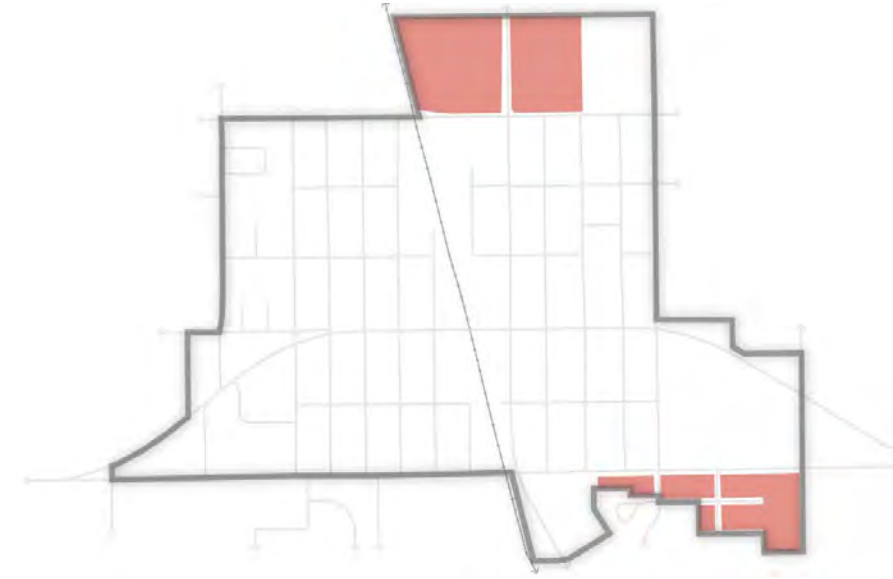
- Front Setback: 0 – 25 feet maximum
- Side Setback: 10 feet minimum
- Rear Setback: 20 feet minimum

Open Space

- Open Space: 20 – 30%

Height

- Building Height: 2 stories maximum



Neighborhood Center

Neighborhood Centers are vibrant, community-focused spaces designed to serve as the heart of their surrounding neighborhoods. Emphasizing walkability and human-scale development, these centers foster a sense of connection and belonging, offering residents convenient access to everyday amenities and gathering spaces. Characterized by smaller-scale buildings limited to two stories, neighborhood centers host a mix of local coffee shops, restaurants, and small service-oriented businesses that reflect the community's unique identity. These centers are thoughtfully designed to encourage pedestrian activity, with wide sidewalks, outdoor seating, and inviting storefronts creating a lively and welcoming atmosphere. Parking is minimized on-site to prioritize the pedestrian experience, with additional parking provided along adjacent streets. This approach maintains the intimate scale of the area while accommodating visitors and supporting local businesses. These centers are designed to be more than just functional—they are destinations where residents meet, relax, and engage with their community.

RECOMMENDED HOUSING TYPES

- Upper-floor residential in mixed-use building

PROPOSED FRONTAGE STANDARDS:

Lot Standards

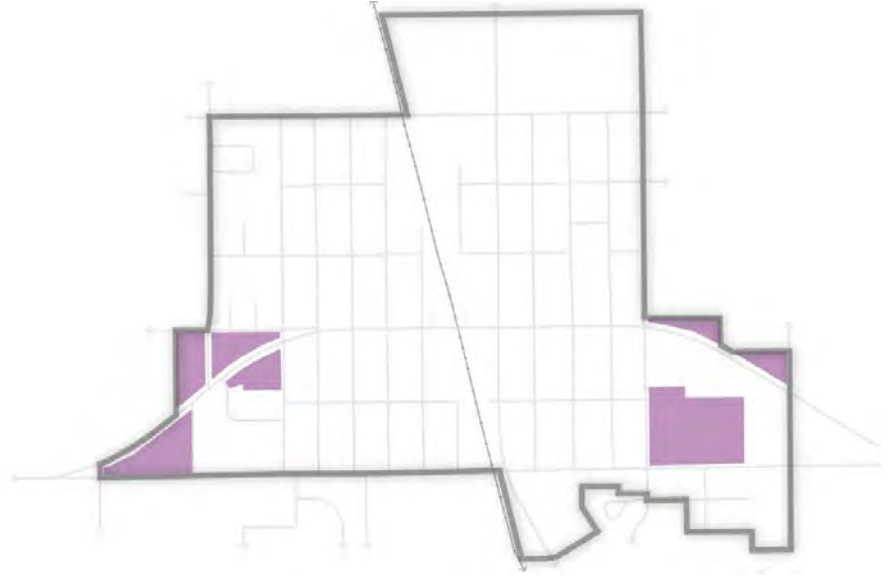
- Front Setback: 0 – 10 feet maximum
- Side Setback: 5 feet minimum
- Rear Setback: 5 feet minimum

Open Space

- Open Space: 5 – 15%

Height

- Building Height: 2 stories maximum



Civic Center

Civic Center hubs in Old Town serve as the heart of public life and civic engagement, providing a hub for community activities, cultural events, and institutional functions. Anchored by public and institutional facilities or campuses, these areas are central gathering spaces that reflect the shared identity and values of the community. Strategically located within Old Town, civic centers are designed to foster accessibility and inclusivity, welcoming residents and visitors alike. Key features may include municipal buildings, libraries, cultural venues, and open spaces for public events and celebrations. These facilities are complemented by pedestrian-friendly design elements, such as plazas, shaded seating areas, and walkable pathways, encouraging interaction and a sense of connection. These places serve as a functional space for civic operations and as a cultural and social anchor for Old Town. They embody the community's commitment to collaboration, celebration, and engagement, creating a dynamic environment where people come together to learn, connect, and celebrate shared experiences.

PROPOSED FRONTAGE STANDARDS:

Lot Standards

- Front Setback: 20 feet minimum
- Side Setback: 20 feet minimum
- Rear Setback: 20 feet minimum

Open Space

- Open Space: 30% minimum

Height

- Building Height: 4 stories maximum



Community Mixed-Use

The **Community Mixed-Use** corridor is a dynamic and vibrant area that seamlessly integrates residential, commercial, and public spaces. Designed to serve the broader community, this corridor offers a lively and diverse environment where people can live, work, shop, and gather in one cohesive setting. Walkability and connectivity are central to the character of this corridor. Wide sidewalks, street trees, and thoughtfully designed streetscapes create safe and inviting spaces for pedestrians and cyclists, encouraging active movement and reducing reliance on cars. Buildings are oriented toward the street and feature a mix of uses, such as ground-floor retail with apartments or offices above, fostering a human-scaled, interactive experience. This corridor is designed to support a variety of activities, from enjoying a meal at a local restaurant to attending public events or simply strolling through engaging streetscapes. Pocket parks, plazas, and public gathering spaces enhance the sense of community and provide opportunities for relaxation and connection.

RECOMMENDED HOUSING TYPES

- Upper-floor residential in mixed-use building
- Medium Walkup (4 – 12 units)
- Apartment Complex (12 – 40 units)

PROPOSED FRONTAGE STANDARDS:

Lot Standards

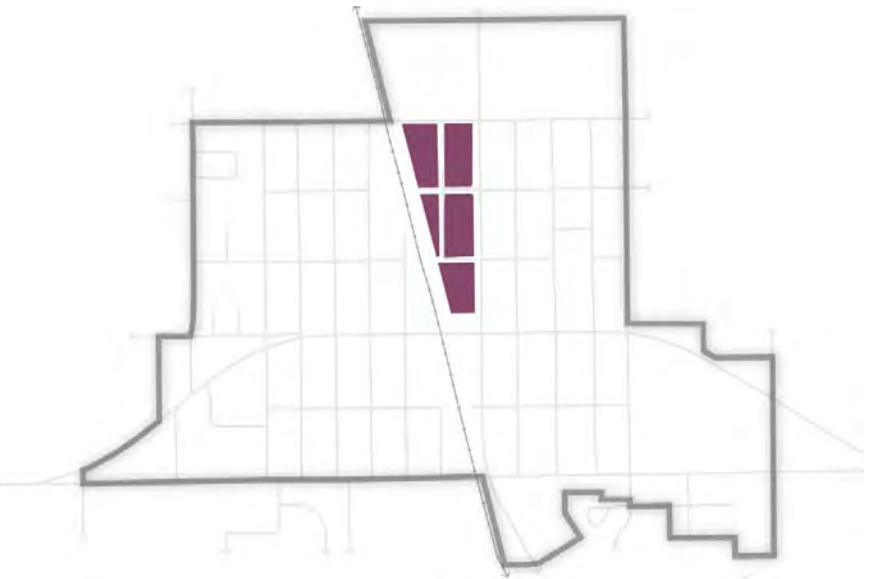
- Front Setback: 10 feet maximum
- Side Setback: 10 feet maximum
- Rear Setback: 5 feet minimum

Open Space

- Open Space: N/A; common areas or balconies encouraged

Height

- Building Height: 4 stories maximum



Community Transitional

Community Transitional corridors are dynamic, flexible zones designed to evolve alongside the community's needs. These areas provide a bridge between lower-intensity residential neighborhoods and more integrated mixed-use developments, offering a gradual transition that respects the character and scale of surrounding neighborhoods. With a focus on adaptability, these corridors accommodate a range of uses, from small-scale retail and offices to residential and public spaces. Their design emphasizes compatibility, ensuring that new developments enhance rather than disrupt the existing fabric of the area. Thoughtful site planning, buffering, and design elements help maintain harmony with adjacent neighborhoods, preserving their identity while introducing new opportunities. Accessibility is a cornerstone of these corridors, with well-connected streetscapes and pedestrian-friendly pathways fostering walkability and encouraging community interaction. Over time, these areas will grow into vibrant mixed-use hubs that support diverse activities, create economic opportunities, and strengthen connections within Old Town.

RECOMMENDED HOUSING TYPES

- Upper-floor residential lofts/apartments in mixed-use building
- Medium Walkup (4 – 12 units)

PROPOSED FRONTAGE STANDARDS:

Lot Standards

- Front Setback: 10 feet maximum
- Side Setback: 0 feet minimum
- Rear Setback: 5 feet minimum

Open Space

- Open Space: N/A; common areas or balconies encouraged

Height

- Building Height: 3 stories maximum



Local Main Street

The **Local Main Street** corridor serves as the heart of the community, offering a pedestrian-focused environment that captures the unique character and charm of the area. Defined by small-scale storefronts, this corridor is home to local businesses, boutique shops, and inviting cafés, creating a vibrant streetscape that prioritizes walkability and fosters social interaction. The design of this corridor emphasizes human-scale architecture and thoughtful details, such as wide sidewalks, outdoor seating, and street trees, which enhance comfort and accessibility. Public spaces, including pocket parks and plazas, act as gathering spots for events, activities, and everyday moments of connection. This corridor is more than just places to shop and dine—it is a welcoming destination that celebrates the community's identity and spirit.

RECOMMENDED HOUSING TYPES

- Upper-floor residential lofts/apartments in mixed-use building

PROPOSED FRONTAGE STANDARDS:

Lot Standards

- Front Setback: 0 feet maximum
- Side Setback: 10 feet maximum
- Rear Setback: 5 feet minimum

Open Space

- Open Space: N/A; common areas or balconies encouraged

Height

- Building Height: 2 stories maximum



RECOMMENDATIONS

Land Use & Character Framework



Do you agree with the strategies? Why or why not?
Are there any ideas or strategies missing? ***Leave a comment!***

Strategy LU.1 – Promote a Compact, Human-Scaled Form. Encourage development that prioritizes pedestrian comfort and proximity by preserving short blocks, active street frontages, and a strong public realm, creating a vibrant and inviting atmosphere for residents and visitors.

Strategy LU.2 – Develop a Character-Based Zoning Framework. Establish a zoning and development regulation framework that embodies Old Town’s desired character, encourages mixed-use development, and promotes walkability while allowing for flexible, small-scale commercial and residential uses to support diverse local businesses and housing types.

Strategy LU.3 – Encourage Mixed-Use Infill Development. Incentivize and streamline the redevelopment of vacant and underutilized properties within Old Town to incorporate a mix of residential, retail, office, and cultural spaces, enhancing the district’s vibrancy and walkability as a key destination.

Strategy LU.4 – Maximize investment in housing construction throughout Old Town. Providing new housing in Old Town is important to increase residents, provide for a larger customer base within Old Town, and provide more options for quality living. They should complement the existing character and scale of Old Town.

Strategy LU.5 – Prioritize a Façade and Building Restoration Program for Old Town. Establish a façade improvement and building restoration program to support property owners in preserving and enhancing the visual appeal of Old Town’s historic and commercial buildings, contributing to the area’s character.

Strategy LU.6 – Prioritize opportunity sites capable of delivering dramatic short-term beneficial change.

Strategy LU.7 – Enhance Public Spaces and Streetscapes along primary routes. Invest in streetscape improvements such as decorative lighting, street trees, pedestrian-scale signage, and public gathering areas to create inviting spaces that enhance the pedestrian experience and strengthen the sense of place in Old Town.

RECOMMENDATIONS

Land Use & Character Framework



Do you agree with the strategies? Why or why not?
Are there any ideas or strategies missing? ***Leave a comment!***

Strategy LU.8 – Enhance the Access and Convenience of Old Town Parking. Make it easy for people to come to Old Town and stay there by providing visible, easily accessible public parking throughout the district.

Strategy LU.9 – Activate Alleys and Underutilized Spaces. Transform strategic alleyways and vacant lots into public spaces, such as pedestrian corridors, outdoor patios, or small plazas, to create opportunities for enhanced access, social interaction, and community engagement surrounding Old Town destinations.

Strategy LU.10 – Promote the development of an arts and culture initiative to make Pearland’s Old Town a designated Cultural District and Destination for the Arts.

Strategy LU.11 – Leverage the high value of amenities concentrated in the Civic Hub, Cultural Heart, and Eatertainment sub-areas to promote investment in Old Town’s residential neighborhoods.

Strategy LU.12 – Establish the intersection at Grand Boulevard and Broadway Street as the Heart of Old Town.

Strategy LU.13 – Revive Old Town’s role as a community center by concentrating civic (and quasi-public) destinations in Old Town. Do this to re-establish Old Town as the primary place where its residents come together.

Strategy LU.14 – Revise application procedures to streamline the review and approval process.

Strategy LU.15 – Confirm UDC language provides adequate Code Enforcement & Administration.

Mobility & Connectivity Framework: Vehicular Transportation



Are there any missing connections?
Show us by placing a comment on the map to explain where and why.



RECOMMENDATIONS

Mobility & Connectivity Framework: Vehicular Transportation



Do you agree with the strategies? Why or why not?
Are there any ideas or strategies missing? ***Leave a comment!***

Strategy MC.1 – Maintain existing Functional Classifications and thoroughfare hierarchy. Broadway Street and SH-35 are the primary routes; Orange Street, Mykawa Road, Walnut Street, and Old Alvin Road are secondary streets; and Jasmine Street, East Pear Street, and Galveston Avenue are tertiary streets.

Strategy MC.2 – Develop Grand Boulevard (between Broadway Street and Jasmine Street) and East Pear Street (between SH-35 and Grand Boulevard) into Festival Streets. This includes developing Grand Boulevard into a pedestrian-oriented street with a shared-use path, high-quality sidewalks, high-visibility crosswalks, and slow vehicle speeds.

Strategy MC.3 – Add streetlights to all four corners of signalized intersections where they do not already exist.

Strategy MC.4 – Reduce speed limits on all non-TxDOT thoroughfares to 25 or 30 miles per hour.

Strategy MC.5 – Expand Mykawa Road from four lanes of traffic to four lanes of traffic with a center landscaped median. Include a tree-lined shared-use path on the west side of the thoroughfare.

Strategy MC.6 – Expand Walnut Street from two lanes of traffic to four lanes of traffic. Include a tree-lined eight-foot-wide sidewalk on the north and south sides of the thoroughfare.

Strategy MC.7 – Reduce the number of lanes each way on Broadway Street (between McLean Road and Barry Rose Road) from two lanes of traffic in both directions to only one lane of traffic in each direction. Include a centered landscaped median and include a shared-use path, or two-way cycle-track, off-grade and adjacent to a landscaped barrier.

Strategy MC.8 – Coordinate with the Texas Department of Transportation (TxDOT) to implement vehicular, pedestrian, and infrastructural improvements, particularly at intersections and locations with utility conflicts within TxDOT's right-of-way.

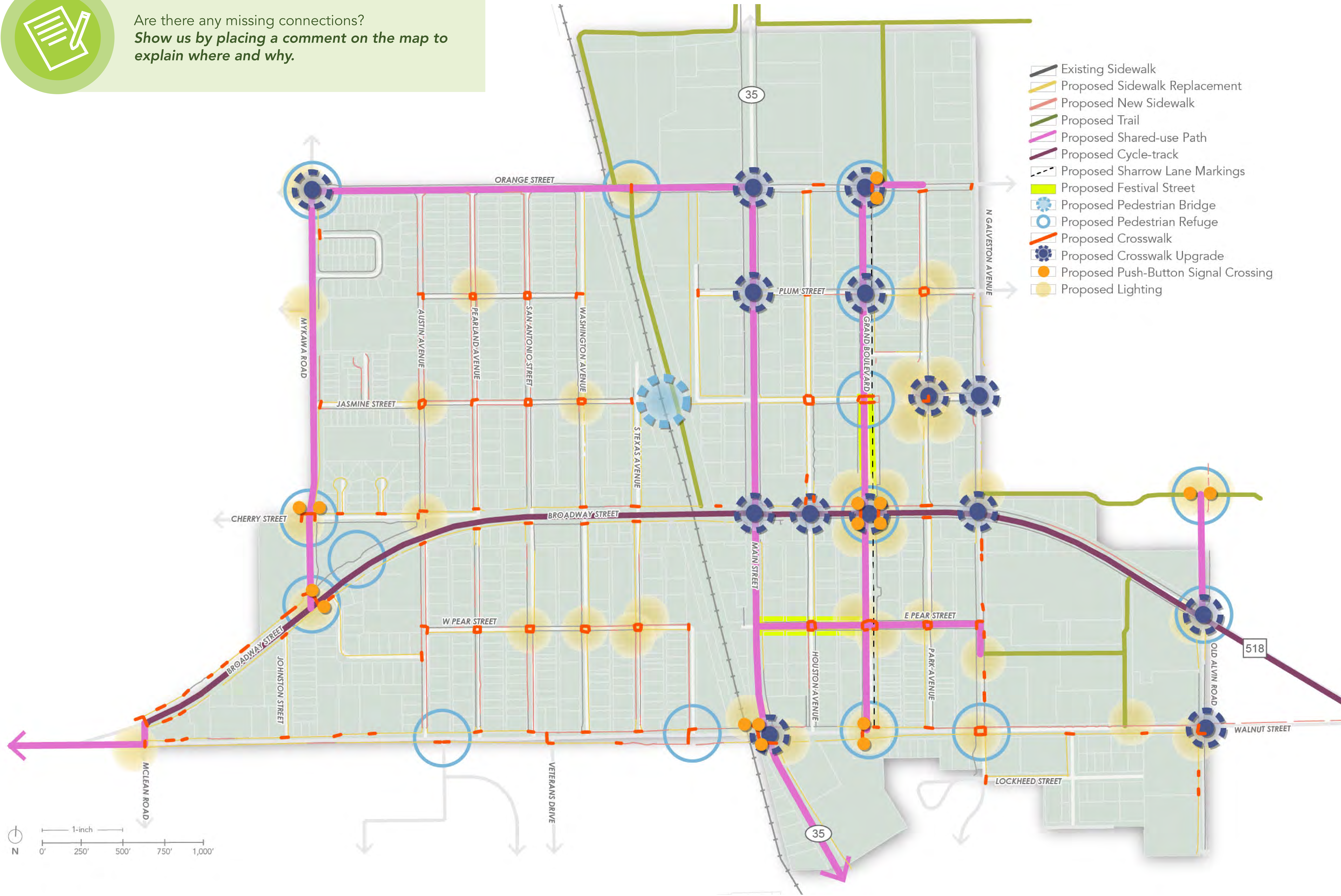
Strategy MC.9 – Coordinate with TxDOT to implement thoroughfare expansion, including adding curb and gutters on Broadway Street west of SH 35.

Strategy MC.10 – Signal and Intersection Updates. As development occurs, consider alternative traffic control devices at intersections, such as upgrading four-way stops to signal-controlled intersections and other intersection upgrades to four-way (all-way) stops.

Mobility & Connectivity Framework: Active Transportation



Are there any missing connections?
Show us by placing a comment on the map to explain where and why.



RECOMMENDATIONS

Mobility & Connectivity Framework: Active Transportation



Do you agree with the strategies? Why or why not?
Are there any ideas or strategies missing? ***Leave a comment!***

Strategy MC.11 – Redesign Broadway Street and Walnut Street. Reduce the number of driving lanes on Broadway to accommodate one travel lane in each direction, a tree line vegetative median, a ten-foot-wide cycle track, and ten-foot-wide sidewalks on both sides of the corridor. Walnut Street should be expanded to two lanes in both directions, with eight-foot-wide sidewalks on both sides.

Strategy MC.12 – Enhance and expand the network of sidewalks in Old Town. This includes completing sidewalk gaps, replacing defunct or unsafe sidewalks, and expanding sidewalk connections along high-demand corridors.

Strategy MC.13 – Develop a network of trails within Old Town that connect Mary’s Creek Trail(s), Clear Creek Trail(s), schools, parks, and retail centers.

Strategy MC.14 – Strategically develop a network of shared-use paths along high-demand and heavily trafficked corridors, connecting trails to bicycle facilities.

Strategy MC.15 – Enhance and expand the network of bicycle lanes and bicycle infrastructure/ cycle tracks within Old Town.

Strategy MC.16 – Improve and update curb ramps throughout Old Town using best practices for accessibility, including universal design principles and other mobility best practices, to ensure they are accessible, comfortable, and functional for people of all abilities.

Strategy MC.17 – Crosswalk striping, signage, and designs should be consistent and standardized throughout Old Town.

Strategy MC.18 – Make existing pedestrian and cyclist crossings safer by implementing targeted safety enhancements that reduce conflicts with vehicles and increase visibility for all users.


Strategy MC.19 – Install additional signage and signalization to pedestrian and bicycle facilities that increase safety, user comfort, placemaking, and awareness.

Strategy MC.20 – Lighting improvements should be made along corridors where shared-use paths and trails are constructed and at areas where nightlife occurs. These improvements should also be installed along thoroughfares designated as Streetscape Priorities.

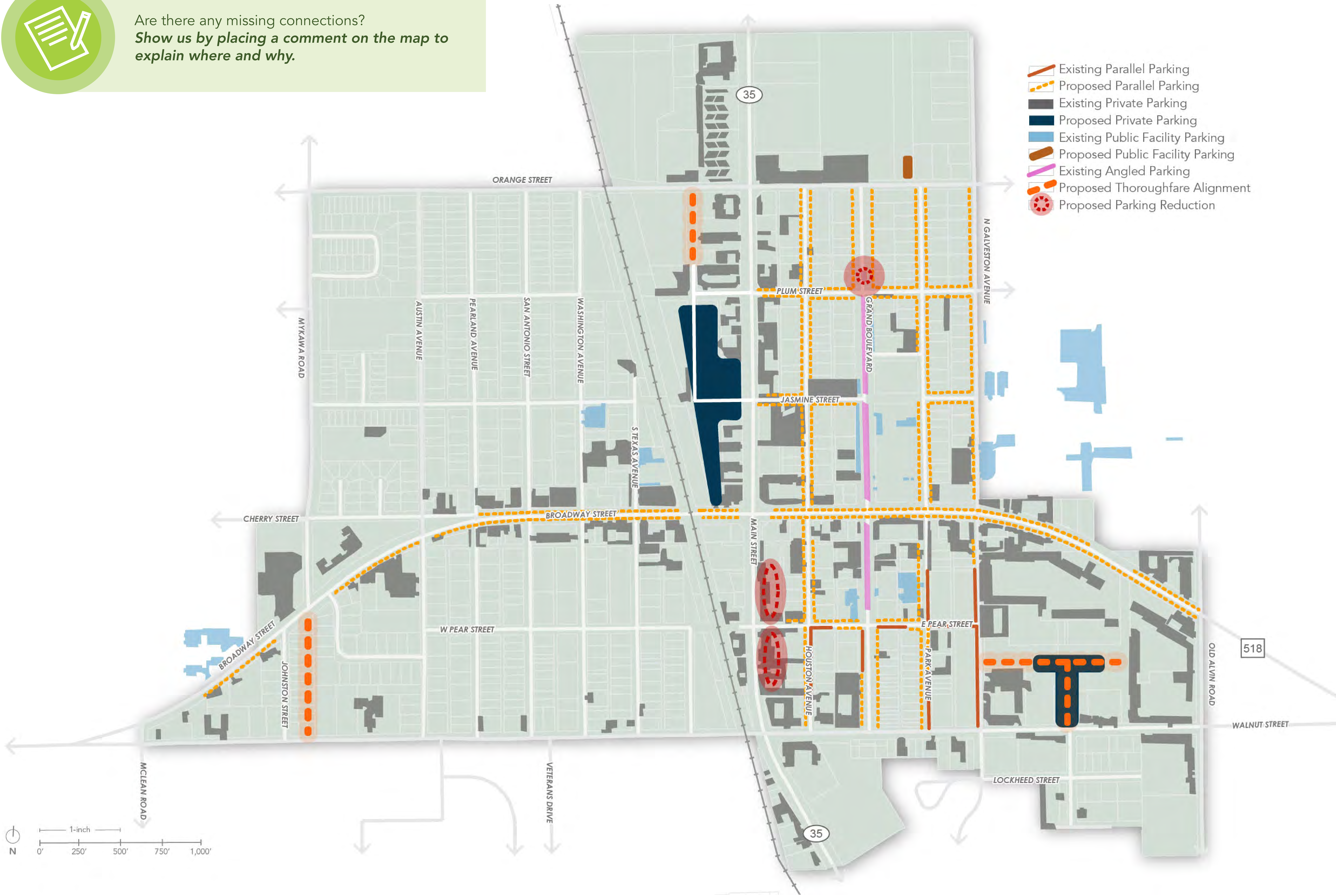
Strategy MC.21 – As development occurs along Jasmine Street, add a pedestrian crossing structure (bridge, ramp, tunnel, or other option) across the railway to connect both ends of Jasmine Street.

Strategy MC.22 – When conditions allow, encourage the reconstruction of open street curbs and gutters to include drainage facilities.

Mobility & Connectivity Framework: Parking



Are there any missing connections?
Show us by placing a comment on the map to explain where and why.



RECOMMENDATIONS

Mobility & Connectivity Framework: Parking



Do you agree with the strategies? Why or why not?
Are there any ideas or strategies missing? ***Leave a comment!***

Strategy MC.23 – Utilize and standardize parking configurations, providing best design practices to ensure parking typologies are in the appropriate location and align with the desired or existing building typologies and street function.

Strategy MC.24 – Consider requiring all new off-street parking at the rear of the developed parcel, with the constructed structure abutting the property frontage.

Strategy MC.25 – As redevelopment occurs, eliminate parking spaces that back out directly onto a public thoroughfare.

Strategy MC.26 – Add electric vehicle (EV) charging stations, as demand is identified, to strategic locations where commercial/retail centers and new housing are being developed.

Strategy MC.27 – Ensure adequate carpool lane space exists at Leon Sablatura Middle School, Pace Center, and Pearland Junior Highway West so idle vehicles do not back onto public roadways.

Strategy MC.28 – Consider adjusting Parking Minimums within Old Town based on the associated parcel's form, not use.

Strategy MC.29 – Consider adding 10-minute parking spaces for food and package delivery and pick-up/drop-off needs.

Strategy MC.30 – Add wayfinding signage to guide visitors of the Old Town to where on-street parking and public parking is available.

Strategy MC.31 – As new single-family residential properties are developed within Old Town, require all off-street private residential parking access to be located in rear alleyways if available.

Strategy MC.32 – Consider providing incentives for new developments that include pervious pavements and bioswales within the parking lot design. Encourage design configurations to mitigate drainage infrastructure costs and impacts.

Strategy MC.33 – Ensure adequate parking is added to new developments and destinations, such as Big Idea 1 (along Sacramento Street) and Hunters Park.

Placemaking & Public Spaces Framework

MONUMENTATION: TIER 1 / GATEWAYS

These are the most prominent and highly visible entrances or markers to a city, district, or neighborhood. They are located in key areas with high traffic flow or at major entry points and serve as the first impression of the area. Features include:

- Large, eye-catching monuments, sculptures, or signage
- Strategically placed at major highways, interchanges, or city limits
- Often reflect the unique identity or history of the area
- Examples: Grand arches, large welcome signs, or statues at the entrances to a city

Recommended Locations

- Broadway west of McLean
- Broadway at Barry Rose Rd
- SH 35 at Orange
- SH 35 at Walnut



MONUMENTATION: TIER 2

These are still significant, but less prominent than Tier 1. They serve to welcome people into a district or neighborhood, typically in areas with moderate traffic or importance. Features include:

- Medium-sized monuments or signage
- Placed at major intersections, along secondary roads, or at neighborhood entrances
- May feature some local symbolism or design that reflects the community's character
- Examples: Smaller sculptures or signage placed at neighborhood entrances, along key corridors

Recommended Locations

- Orange at Mykawa
- Orange at Galveston
- Orange at Grand
- Walnut at Grand
- Broadway at SH 35



MONUMENTATION: TIER 3

These are the least prominent but still contribute to the overall identity of a neighborhood or district. They mark more localized entrances or transitions and are typically used in quieter or residential areas. Features include:

- Small-scale signage, banners, or markers
- Located at the entrance to a block, cul-de-sac, or neighborhood
- Less elaborate in design but can still reflect local culture or history
- Examples: Simple, decorative signs or gates that mark the entrance to neighborhoods or local parks

Recommended Locations

- Jasmine at Mykawa
- Orange at Railroad
- Hunter Park at Orange and Town Ditch Trail
- Jasmine at Grand
- Broadway at Galveston
- Broadway at Austin



WAYFINDING AND LANDMARKS

Despite the assistance of wayfinding technologies on mobile devices, physical signage is a crucial element of urban design that assists drivers as they navigate to their destination. Good signage and wayfinding elements are helpful to prospective visitors as they navigate an area. Easy-to-see and conspicuous signage placed at key decision points and junctions can be a powerful messaging tool for communicating the full range of parking options, historical landmarks, points of interest, etc.



Should any other public space development and/or redevelopment opportunities be considered? Is anything missing? **Show us by placing a comment on the map to explain where and why.**



RECOMMENDATIONS

Placemaking & Public Spaces Framework



Do you agree with the strategies? Why or why not?
Are there any ideas or strategies missing? ***Leave a comment!***

Strategy PS.1 – Cultivate Destinations and Special Subareas. Establish flexible public and private spaces as community gathering hubs to support planned and organic community organizing. To do that, specific indoor and outdoor spaces need to be identified as part of a network of flexible and programmable spaces that can host and accommodate various businesses, events, and creative land uses.

Strategy PS.2 – Establish green connections along major corridors and to key destinations. By integrating green infrastructure, multi-modal pathways, and pedestrian-friendly design, green connections enhance mobility, promote environmental sustainability, and create inviting public spaces that strengthen community identity and improve quality of life.

Strategy PS.3 – Designate and enhance key street segments as flexible, pedestrian-friendly Festival Streets that can be temporarily closed to event traffic, featuring adaptable infrastructure, safety measures, and aesthetic improvements to support community gatherings.

Strategy PS.4 – Make Grand Boulevard an Activated Connector to Orange Street and Walnut Street. An activated connector is a section of infrastructure (e.g., roads, pathways, or transit corridors) designed, upgraded, or improved to encourage and support active use.

Strategy PS.5 – Expand Streetscape Enhancements to create continuity and aesthetic appeal throughout the Old Town public right-of-way.

Strategy PS.6 – Design and incorporate Old Town-specific gateways, monumentation, and wayfinding signage.

Strategy PS.7 – Utilize public art to connect Old Town’s destinations and neighborhoods.

Strategy PS.8 – Cultivate the design and inclusion of third spaces/public spaces in private sector development and redevelopment. Third spaces are social environments outside the home (first space) and workplace (second space) where people gather, interact, and build community. Incorporate public space and amenities into new development—green connections on and through the site, where applicable. Public gathering spaces can include recreation centers, parks, plazas, and transition areas between destinations.

RECOMMENDATIONS

Placemaking & Public Spaces Framework



Do you agree with the strategies? Why or why not?
Are there any ideas or strategies missing? ***Leave a comment!***

Strategy PS.9 – Create a small, flexible entertainment space that supports local arts, culture, and community engagement by offering an intimate, adaptable venue for performances, events, and gatherings.

Strategy PS.10 – Expand the Melvin Knapp Activity Center and partner with the Brazos County Public Health Building to establish a consolidated Public Services Hub in Old Town.

Strategy PS.11 – Activate Old Town with Diverse Public Programming. Develop and implement a dynamic public programming plan for Old Town that fosters community engagement, supports local businesses, and enhances the historic character of the area through events, cultural activities, and interactive experiences.

Strategy PS.12 – Reimagine the design, functionality, and programming of Hunter Park and Zychlinski Park.

Strategy PS.13 – Celebrate Old Town’s history and cultural authenticity by relocating the train depot to Old Town.

Strategy PS.14 – Work with the Pearland Historical Society to identify those buildings and neighborhoods within Old Town that should receive local protection and state and national recognition (Historic Preservation Plan).

Strategy PS.15 – Partner with local businesses and residents to revive the Old Townsite Farmer’s Market along Grand Boulevard with vendors, including local artists and small businesses.

Strategy PS.16 – Explore the viability of building a new visitor center for the Convention and Visitors Bureau in Old Town to improve visitorship throughout the city and boost marketing efforts.

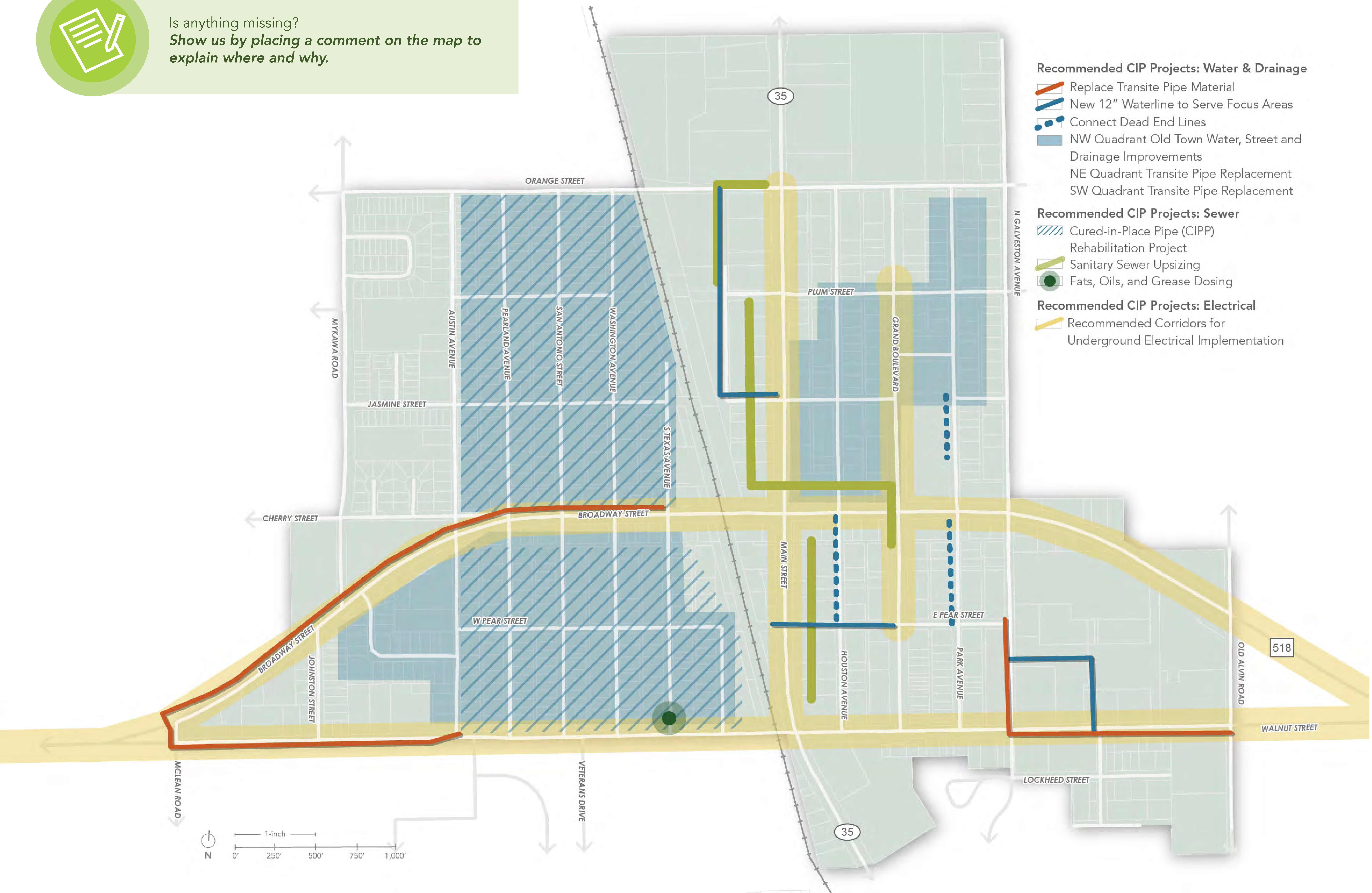
Strategy PS.17 – Explore long-term development of cultural facilities with a community partner, such as a cultural center or performing arts center.

Strategy PS.18 – Promote and incentivize new or expanded arts and/or culinary spaces in Old Town, such as performance venues, art galleries, event spaces, arts-related businesses, and restaurants.

Infrastructure & Utilities Framework



Is anything missing?
Show us by placing a comment on the map to explain where and why.



RECOMMENDATIONS

Utilities & Infrastructure Framework: Water & Sewer



Do you agree with the strategies? Why or why not?
Are there any ideas or strategies missing? ***Leave a comment!***

Strategy UI.1 – Replace transite water lines within Old Town. Priority 1 is Broadway Street (Hebert to Texas), Priority 2 is Walnut Street (McLean to Austin and North Galveston to Old Alvin) and North Galveston Avenue (Walnut to E Pear).

Strategy UI.2 – Consider partnering with developers to finance public water mains within public corridors adjacent to Big Idea developments. Project recommendations include a new main on N Sacramento through Focus Area 1 from Orange St. down to Jasmine St. and upsize the line along Jasmine St. (Focus Area 1), consider procurement of City right-of-way for a water line extending north from Walnut St. into Focus Area 3, potentially an extension of Douglas St., and upsize and extend the public water main along E Pear St. between Main St. and Houston Ave. (Focus Area 5)

Strategy UI.3 – Eliminate dead-end 2-inch water lines by upsizing and extending water mains throughout Old Town. Upsize to a minimum of 6-inch water lines.

Strategy UI.4 – Replace transite water lines within the northwest quadrant of Old Town, generally north of Broadway, east of Mykawa, south of Orange, and west of the railroad tracks.

Strategy UI.5 – Continue city-wide CIPP rehabilitation efforts in the Old Town study area, specifically the Northwest and Southwest Quadrants.

Strategy UI.6 – Consider developer financing agreements to fund sewer line upsizing as development progresses.

Strategy UI.7 – Fats, Oils, and Grease dosing at the Walnut Street Lift Station.

Strategy UI.8 – Enact City resolutions with strict penalties for failure to maintain grease traps.

RECOMMENDATIONS

Utilities & Infrastructure Framework: Drainage



Do you agree with the strategies? Why or why not?
Are there any ideas or strategies missing? ***Leave a comment!***

Strategy UI.9 – Consider allowing reduced drainage and detention requirements based on implementation of permeable pavers and other green infrastructure.

Strategy UI.10 – Consider revising local code, or review land use coding and permitting procedures to ensure detention requirements are correctly applied to re-development properties within Old Town.

Strategy UI.11 – Ensure the Veterans Drive Drainage Improvements project includes dropping the flowline elevation of the storm pipe to match flowlines along Walnut Street.

Strategy UI.12 – Add a drainage system in the Northwest Quadrant of Old Town during a comprehensive rehabilitation project for the section.

Utilities & Infrastructure Framework: Electrical



Do you agree with the strategies? Why or why not?
Are there any ideas or strategies missing? ***Leave a comment!***

Strategy UI.13 – Request power outage data from CenterPoint and review for repeat locations.

Strategy UI.14 – Review proposed corridor plans and set up a meeting with CenterPoint to discuss strategies for underground implementation.

Strategy UI.15 – Ensure electrical infrastructure is added to all pre-development meeting agendas.

Strategy UI.16 – Do not allow tree planting near any aerial power easements or power lines.

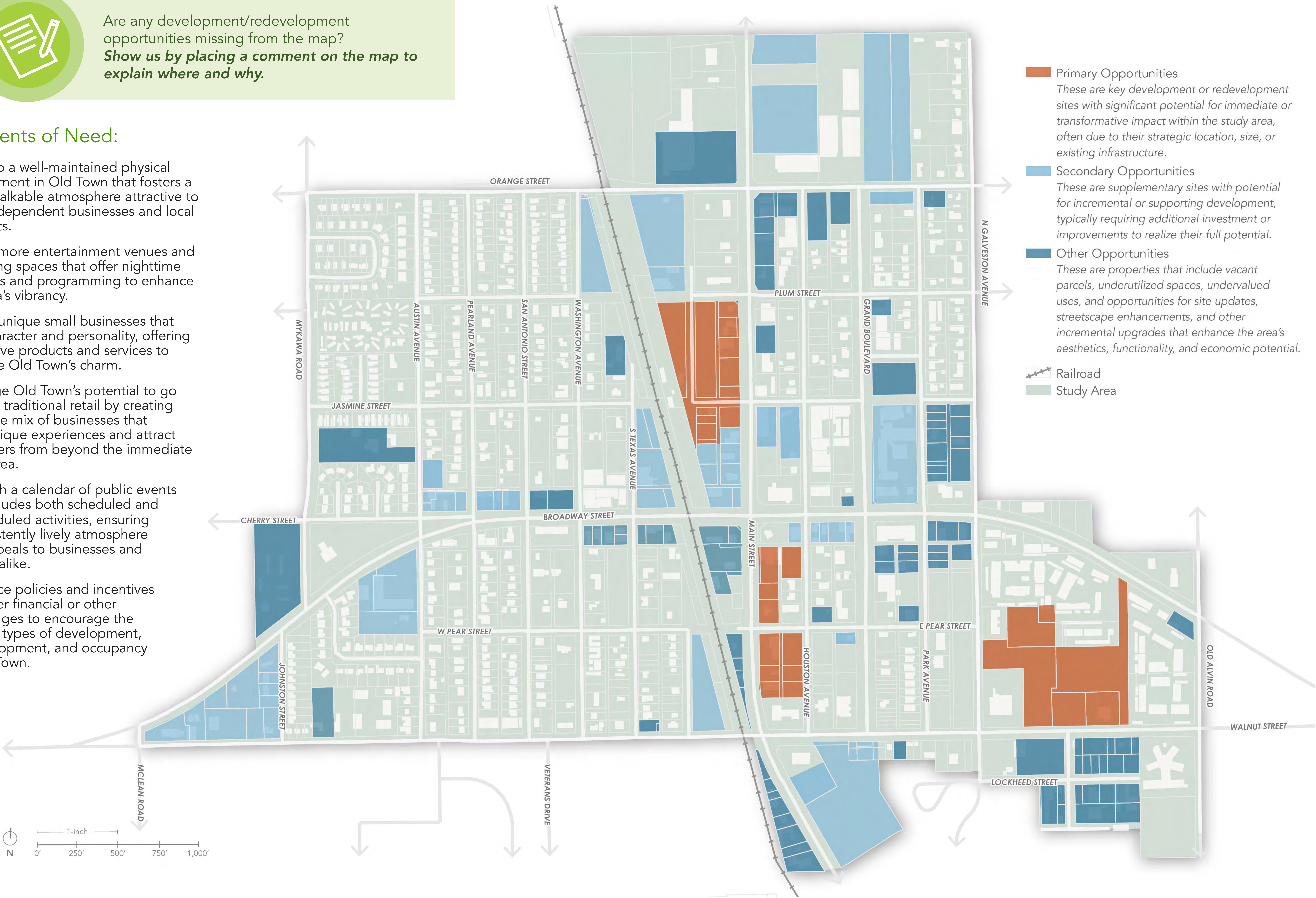
Development & Redevelopment Framework



Are any development/redevelopment opportunities missing from the map?
Show us by placing a comment on the map to explain where and why.

Statements of Need:

- Develop a well-maintained physical environment in Old Town that fosters a lively, walkable atmosphere attractive to both independent businesses and local residents.
- Create more entertainment venues and gathering spaces that offer nighttime activities and programming to enhance the area’s vibrancy.
- Attract unique small businesses that add character and personality, offering distinctive products and services to enhance Old Town’s charm.
- Leverage Old Town’s potential to go beyond traditional retail by creating a diverse mix of businesses that offer unique experiences and attract customers from beyond the immediate trade area.
- Establish a calendar of public events that includes both scheduled and unscheduled activities, ensuring a consistently lively atmosphere that appeals to businesses and visitors alike.
- Introduce policies and incentives that offer financial or other advantages to encourage the desired types of development, redevelopment, and occupancy in Old Town.



RECOMMENDATIONS

Development & Redevelopment Framework



Do you agree with the strategies? Why or why not?
Are there any ideas or strategies missing? ***Leave a comment!***

Strategy DR.1 – Focus on redeveloping and infill development in Old Town.

Strategy DR.2 – Develop a Real Estate Capital Investment Incentive / Assistance program to help lower investment costs, operating costs, and investment risk.

Strategy DR.3 – Develop an Occupancy Strategy to attract and support desired businesses and residents.

Strategy DR.4 – Designate or create a reliably funded organizational entity for programming and promoting key public spaces.

Strategy DR.5 – Designate or create a reliably funded organizational entity for ongoing enhanced operations and management of Old Town’s public spaces and streetscape.

Strategy DR.6 – Encourage and incentivize private investment in collaboration with developers, business owners, and community stakeholders to spur economic development and implement transformative land use projects that align with Old Town’s vision.

Strategy DR.7 – Prioritize the design, financing, and construction of public parks, trail connections, a festival street (Grand Boulevard), pedestrian circulation, and related third-space amenities to catalyze development and redevelopment.

Strategy DR.8 – Targeted Employment Incentives for Old Town Development and Redevelopment. Develop a tiered employment incentive program through the PEDC that supports businesses bringing a specified number of jobs to Old Town while also offering tailored incentives for small, boutique-style businesses that enhance the district’s character and economic diversity.

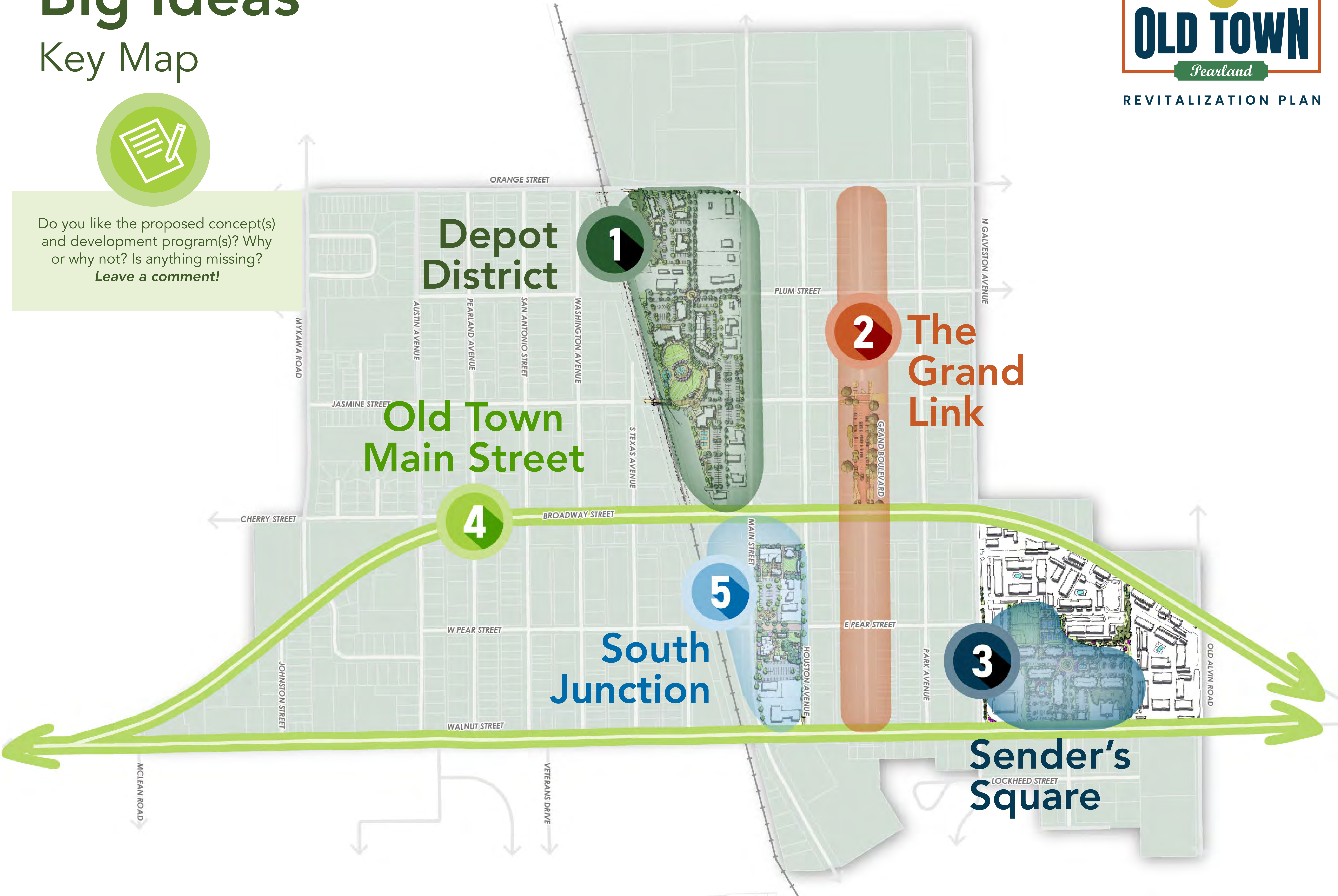
Strategy DR.9 – Support Neighborhood Revitalization. Encourage reinvestment in Old Town’s existing neighborhoods by offering financial incentives, grants, and low-interest loans for home repairs, facade improvements, and infrastructure upgrades.

Big Ideas

Key Map



Do you like the proposed concept(s) and development program(s)? Why or why not? Is anything missing?
Leave a comment!





Do you like the proposed concept(s) and development program(s)? Why or why not? Is anything missing? **Leave a comment!**

Big Idea 1: Depot District

Program Development:

Welcome Center & Event Space

This 13,600-sf versatile facility features an event space, the Pearland Welcome Center, a performance plaza, meeting rooms, an arts center, and a gallery space

Business & Community Hub

A dedicated business networking, economic development, and community engagement space

Performance Lawn

An open green space designed for concerts, festivals, and other public performances. The flexible community lawn and sunken performance space create an amphitheater-like bowl for public events and gatherings

Boardwalk Restaurants

Multi-tenant restaurants with outdoor dining, overlooking park spaces for a scenic and vibrant dining experience

Relocated Train Depot

The repurposed historic train depot serving as a cultural landmark or visitor attraction, alongside a playground, a public art display like a History Wall telling the story of Pearland

Pedestrian Overpass

A new pedestrian bridge at Jasmine Street, improving connectivity across the tracks

Controlled BNSF Rail Access

Measures to enhance safety and regulate crossings over the railway

Eatertainment/Brewery


A destination venue combining dining, brewery experiences, and entertainment, like pickleball, mini golf, and yard games



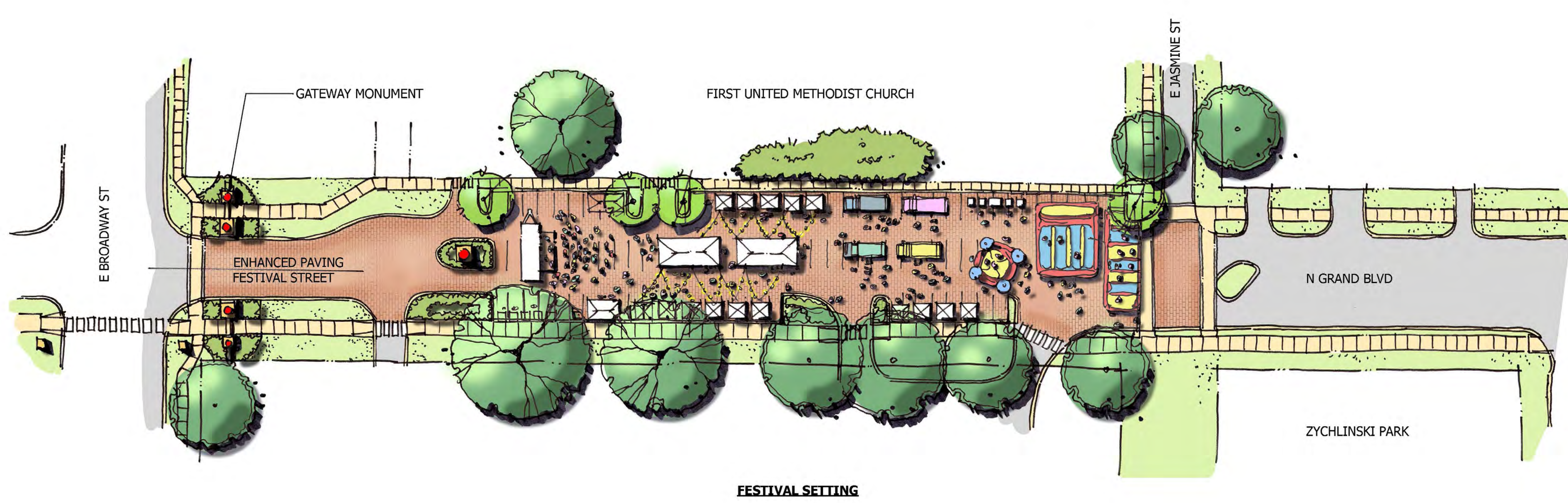
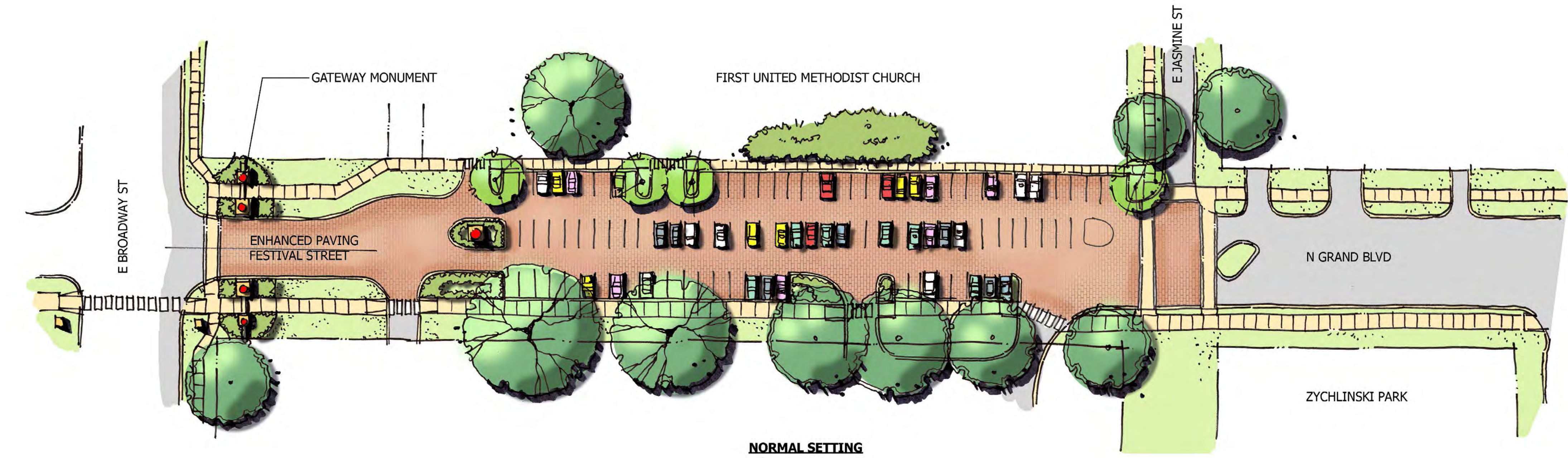
Big Idea 2: The Grand Link - Festival Street

Section A: Broadway to Jasmine Street

The heart of Grand Boulevard from Broadway to Jasmine Street transforms into a festival street, a flexible space designed for pedestrian priority and community events. Features pavers, string lights, and bollards to allow for street closures during festivals, farmers’ markets, or parades while accommodating vehicle traffic during other times.



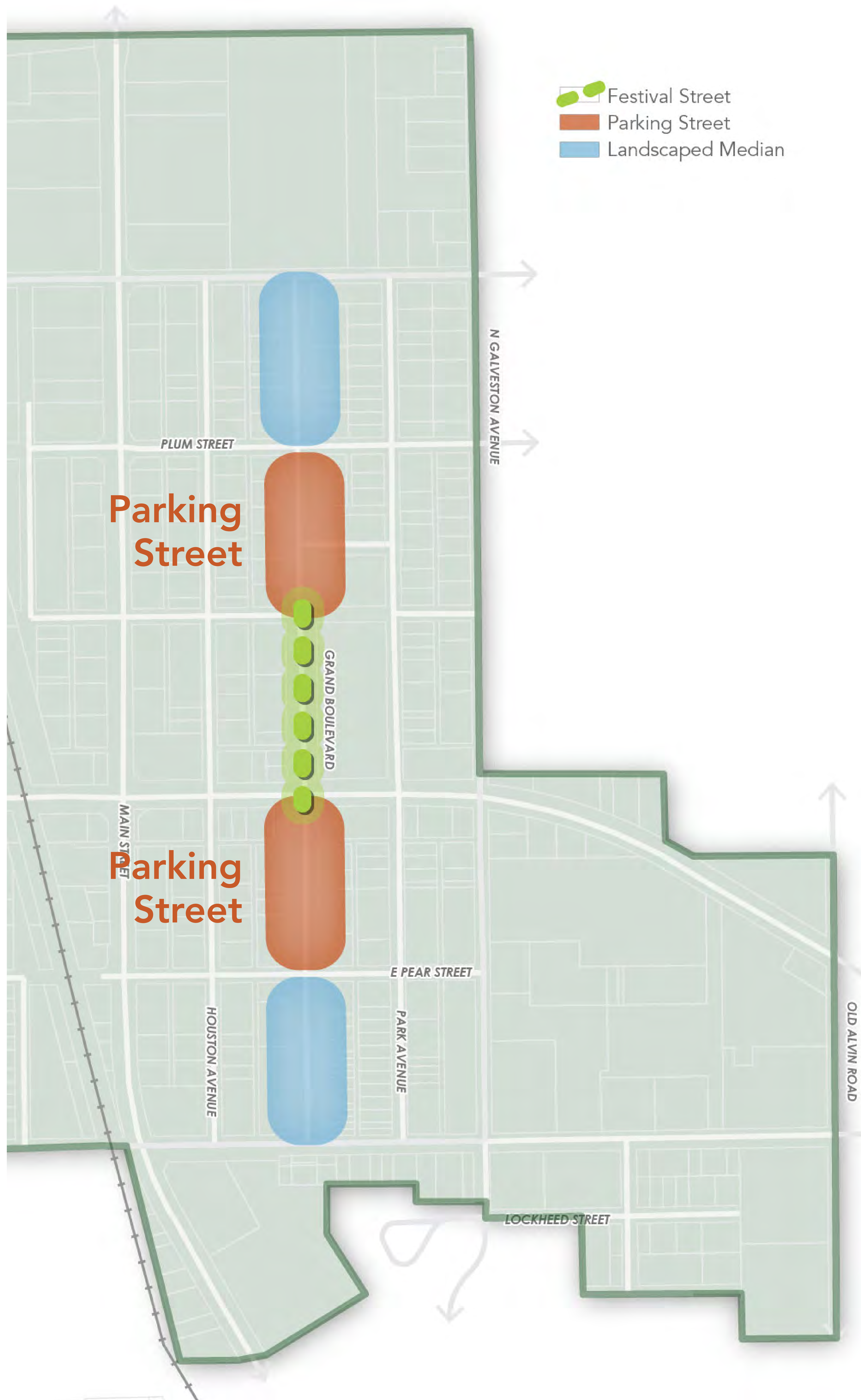
Do you like the proposed concept(s) and development program(s)? Why or why not? Is anything missing? *Leave a comment!*



- **Complete Roadway Reconstruction:** The existing roadway will be fully reconstructed with curb and gutter, incorporating high-quality materials to support a long-lasting and resilient streetscape
- **Brick Roadway:** A brick roadway will create a distinctive, pedestrian-friendly character and sense of place
- **Hydraulic Traffic Bollards:** Strategically placed hydraulic bollards will allow for temporary road closures, enabling seamless transition between regular vehicular traffic and pedestrian-dominated events
- **Pedestrian Enhancements:** High-visibility crosswalks and curb extensions at Broadway/Grand and Grand/Jasmine will improve pedestrian safety and connectivity

- **Expanded Sidewalks:** A 10-foot-wide sidewalk on both sides of the street will accommodate increased pedestrian traffic and outdoor seating opportunities
- **Utility Burial:** Undergrounding utilities will eliminate visual clutter and improve the corridor’s aesthetic appeal
- **Decorative Lighting:** Consistent lighting on the east and west sides will enhance safety and nighttime ambiance
- **Street Furniture & Green Spaces:** The integration of seating areas, benches, and landscaped bio-swales will provide comfortable, shaded gathering spaces
- **Public Art Displays:** Rotating or permanent installations will celebrate local culture, reinforcing Grand Boulevard’s identity as a community-focused destination

Big Idea 2: The Grand Link - *Parking Street*

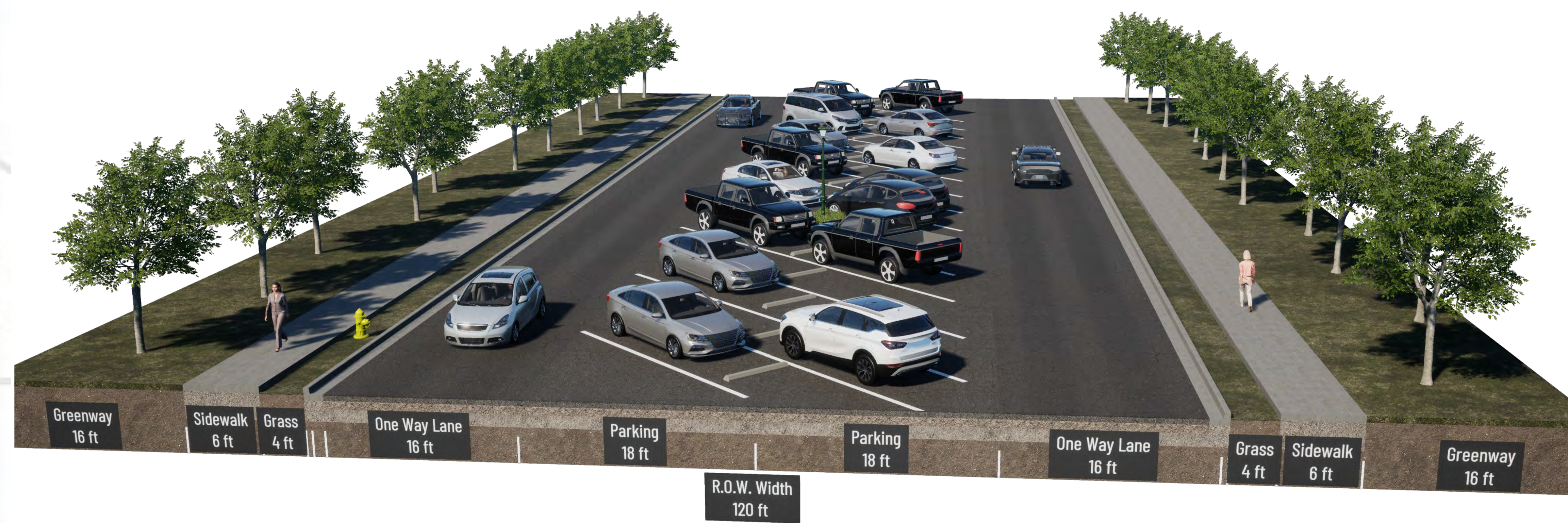


Do you like the proposed concept(s) and development program(s)? Why or why not? Is anything missing? **Leave a comment!**

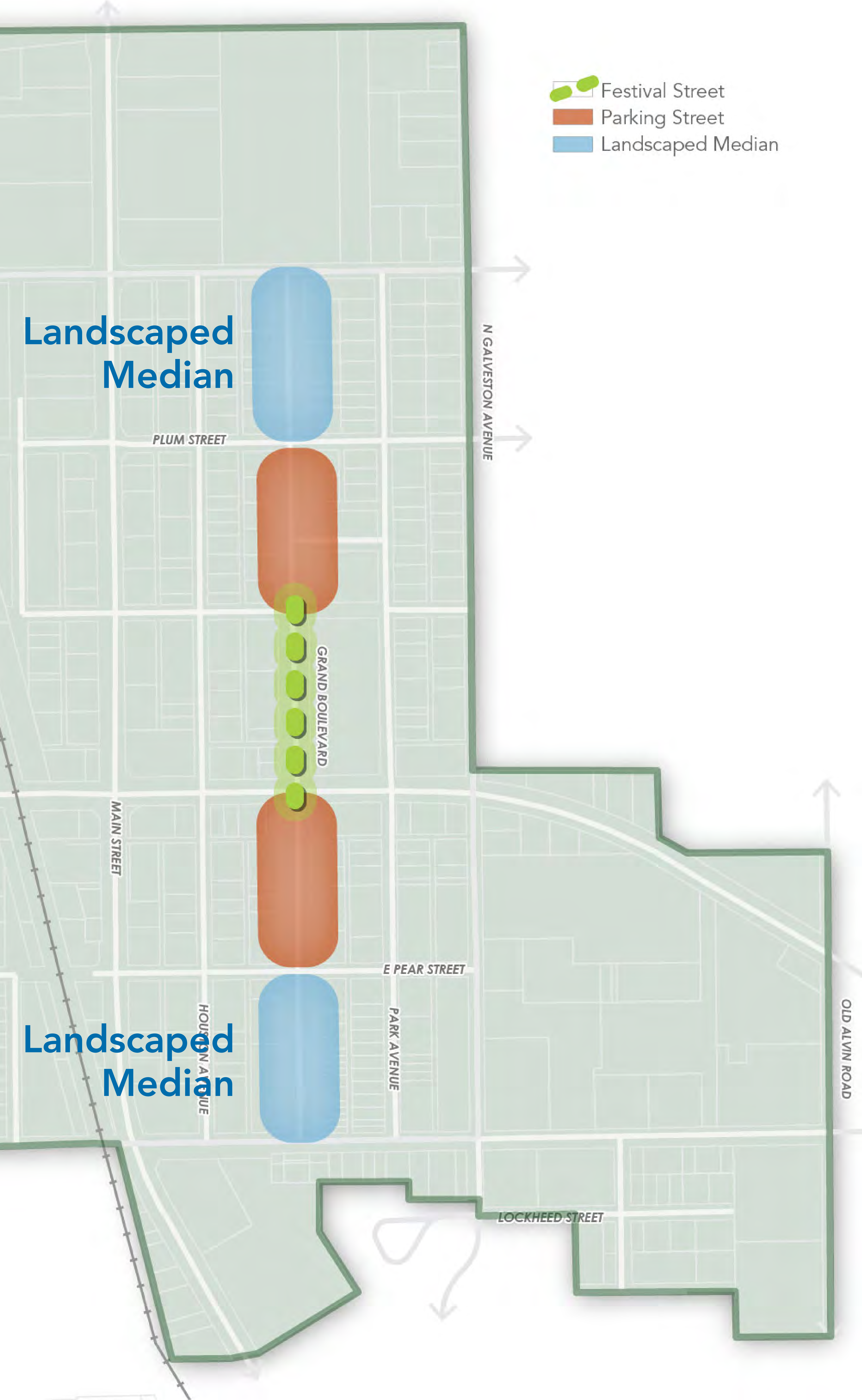
Section B: Jasmine to Plum Street & Broadway to Pear Street

A lush green pathway mirrors the existing greenery on the south side of Grand, extending through parking areas to create a continuous, green-infused pedestrian route. The pathway features shaded paths, benches, and lighting for a welcoming environment.

- **Roadway Reconstruction:** Full reconstruction with curb and gutter will create a smoother, more durable surface for vehicular and pedestrian movement
- **Widened Sidewalks:** A minimum 6-foot-wide sidewalk on both sides of the roadway will enhance walkability and accommodate pedestrian activity
- **Center Parking with Removable Stop Blocks:** Clearly marked center parking will be delineated with removable stop blocks, allowing for flexible reconfiguration when needed
- **Grassed Median & Landscaped Greenway:** The inclusion of a green median and enhanced landscaping will contribute to a welcoming and environmentally sustainable corridor
- **Decorative Lighting:** Decorative lighting along the street edges and center aisle lighting will enhance visibility and aesthetics
- **Street Furniture:** Adding benches, trash receptacles, and bicycle racks will support multimodal access and comfort



Big Idea 2: The Grand Link - *Landscaped Median*

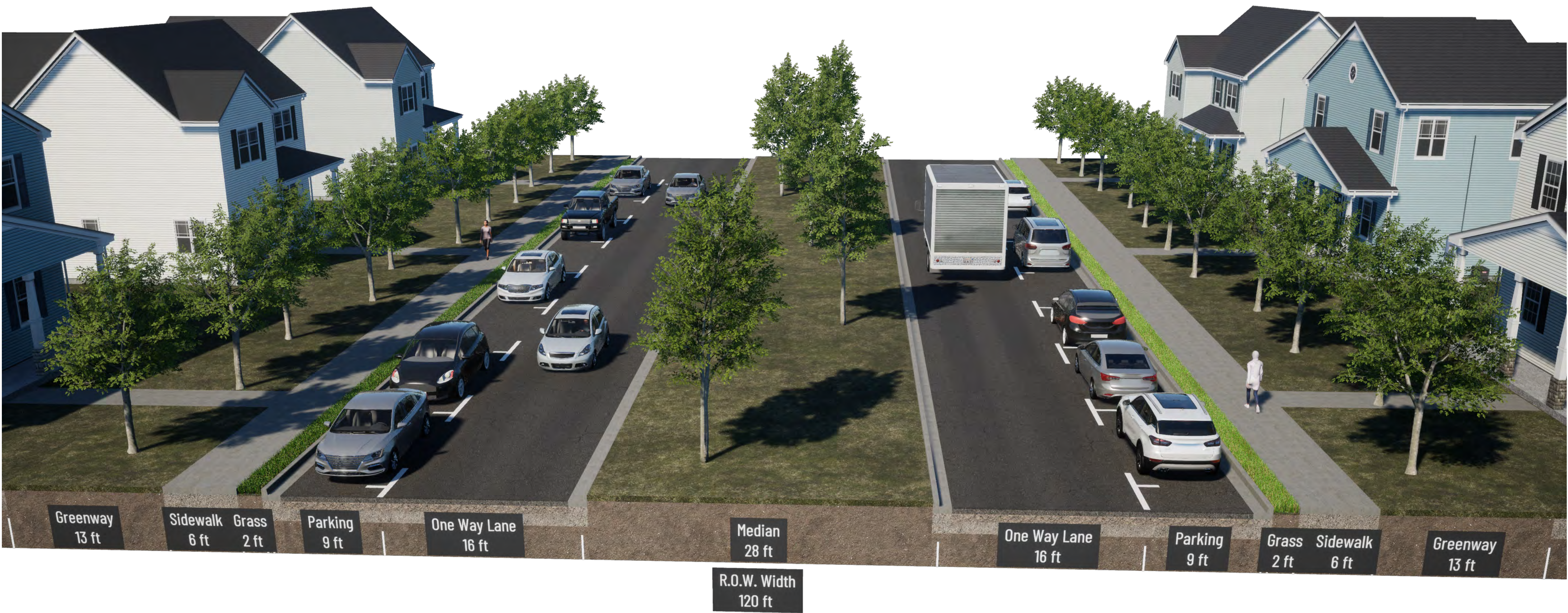


Do you like the proposed concept(s) and development program(s)? Why or why not? Is anything missing? **Leave a comment!**

Section C: Plum to Orange Street & Pear to Walnut Street

These sections prioritize the preservation of mature trees while introducing new landscape elements, improved walkability, and enhanced public spaces that encourage social interaction and leisure activities. A 6-foot sidewalk is proposed along both sides of the roadway, offering safe and convenient pedestrian access. It is designed for day-to-day use and connects key nodes within the Old Town area. By harmonizing greenery with upgraded infrastructure, these blocks will serve as a vital link within Grand Boulevard, offering a serene and inviting atmosphere that enhances the overall pedestrian experience.

- **Roadway Reconstruction:** A complete rebuild with curb and gutter will improve road conditions and maintain a consistent design language across the corridor
- **Sidewalk Enhancements:** At least 6-foot-wide sidewalks on both sides for safe and comfortable pedestrian movement
- **Preservation of Median Tree Canopy (North End):** Existing mature trees will be preserved to maintain the area's natural character and provide shade
- **Enhanced Landscape Median with Trees (South End):** New tree plantings will reinforce the boulevard's lush identity, contributing to sustainability and aesthetic value
- **On-Street Parking with Striping:** Marked on-street parking will enhance accessibility and maintain traffic flow
- **Grassed Median & Landscaped Greenway:** Green infrastructure elements will provide stormwater management benefits and visual appeal
- **Decorative Lighting:** Aesthetically cohesive lighting on both sides of the street enhances safety and placemaking efforts
- **Street Furniture:** Thoughtfully placed seating and amenities will encourage pedestrian use and social interaction



Big Idea 3: Sender's Square



Do you like the proposed concept(s) and development program(s)? Why or why not? Is anything missing? **Leave a comment!**

Program Development:

Playground/Flexible Play Field/ Pickleball Courts

Integrated passive activity fields and recreational areas for community use

Live Work Play

Mixed-use spaces with housing, commercial areas, and public amenities

Mixed-Use Development

A strategically placed infill development with townhomes, apartments, condos, and live/work units

Trail

A multi-use trail linking Walnut Street to Broadway Street, enhancing accessibility



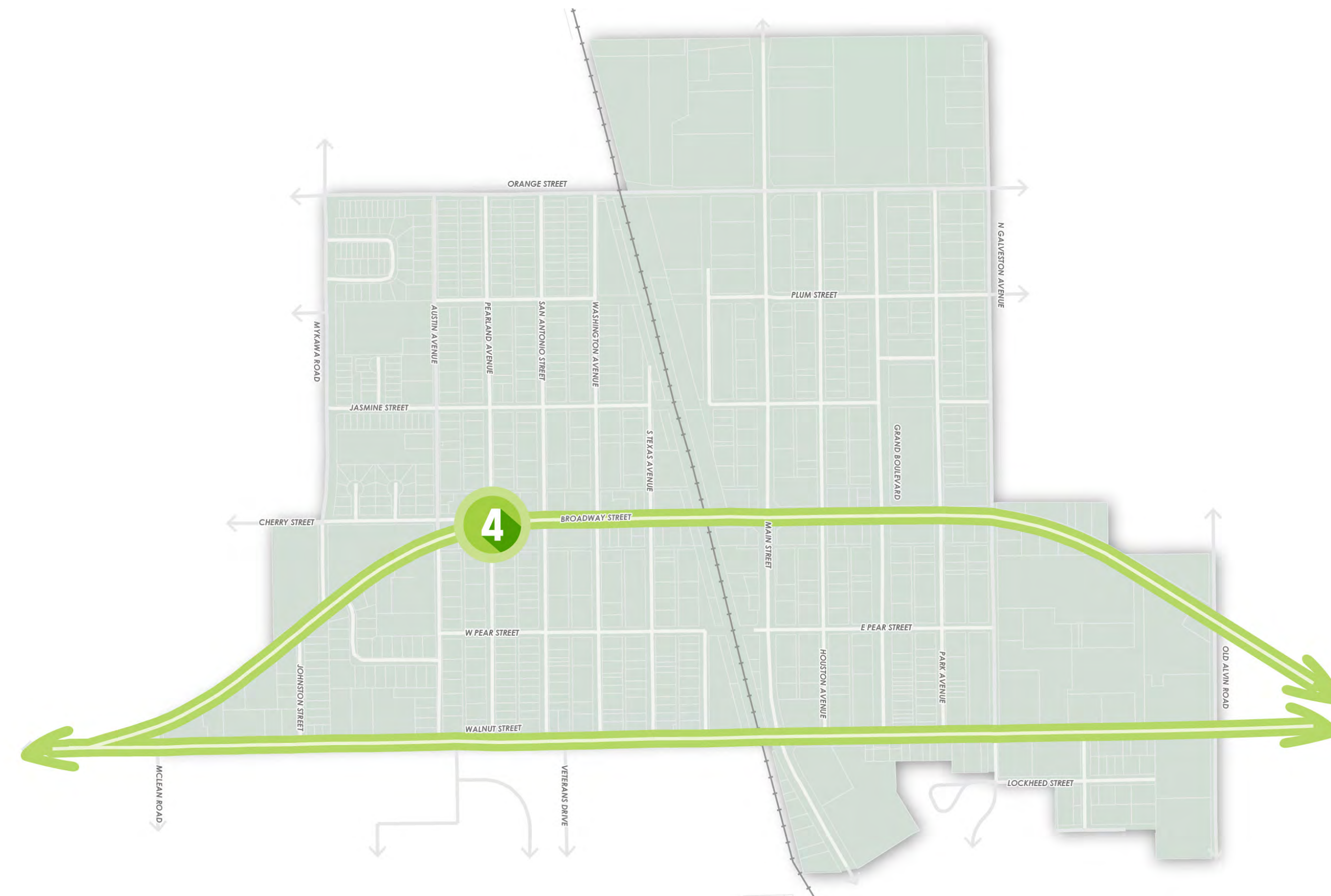
Big Idea 4:

Old Town Main Street

[Broadway Street]



Do you like the proposed concept(s) and development program(s)? Why or why not? Is anything missing? **Leave a comment!**



Reimagining Broadway Street: Old Town's New Main Street

Broadway Street is poised to become the vibrant heart of Old Town, driving economic revitalization and a deeper connection to the area's rich cultural heritage. This transformation envisions a dynamic corridor that marries historic charm with modern functionality, designed to inspire community interaction and serve as the social and economic engine of the district. The vision for Broadway Street is not simply to improve the streetscape—it is to create a destination where people naturally come together to shop, dine, connect, and enjoy all the unique experiences Old Town has to offer.

The reconstruction of Broadway will be more than just a resurfacing of asphalt—it will be a complete reimagining of the streetscape and a catalyst for change in Old Town. The reimagined Broadway Street will feature innovative roadway designs prioritizing pedestrian comfort and safety, with wider sidewalks, green streetscapes, and dedicated spaces for public gatherings. Enhancements like expanded outdoor seating, public art installations, and a redesigned traffic flow will create a sense of place that encourages foot traffic and economic activity.

Broadway Reimagined as Main Street: Creating a Walkable, People-Centered Corridor

The reconfiguration of Broadway Street will be a transformative effort to foster a pedestrian-friendly environment while supporting multimodal access and sustaining the needs of local businesses. This initiative will create a vibrant corridor where people can walk, bike, and linger comfortably by reducing excessive vehicular lanes and reallocating space for public use. The strategy will include:

- **Full Reconstruction & Infrastructure Upgrades:** Complete reconstruction, incorporating new underground utilities, curb and gutter systems, and enhanced drainage to support long-term sustainability
- **Locally Designed Roadway:** Unlike a TxDOT-managed thoroughfare, Broadway Street will be designed to reflect local city standards, ensuring a scale and character appropriate for Old Town
- **Reduction in Traffic Lanes:** The four-lane configuration will be reduced to two lanes, slowing traffic and enhancing pedestrian safety
- **Landscaped Center Median:** A landscaped median with dedicated turn lanes at key intersections will provide aesthetic and functional improvements, fostering a sense of place
- **On-Street Parking:** Striped on-street parking zones will support local businesses and encourage convenient storefront access
- **Buffered Cycle Track:** A dedicated and buffered cycle track on the north end of Broadway
- **Enhanced Greenway & Streetscape:** The greenway adjacent to the roadway will feature decorative lighting, street furniture, and integrated public art
- **Expanded Sidewalks & Public Realm:** 10-foot sidewalks on both sides of the street will provide ample space for pedestrian movement, outdoor dining, and social interaction
- **Utility Burial:** Overhead utilities will be relocated underground, improving aesthetics and reducing visual clutter



What streetscape elements along Broadway Street are most important to you (pedestrian amenities, parking spaces, etc.)? **Leave a comment!**

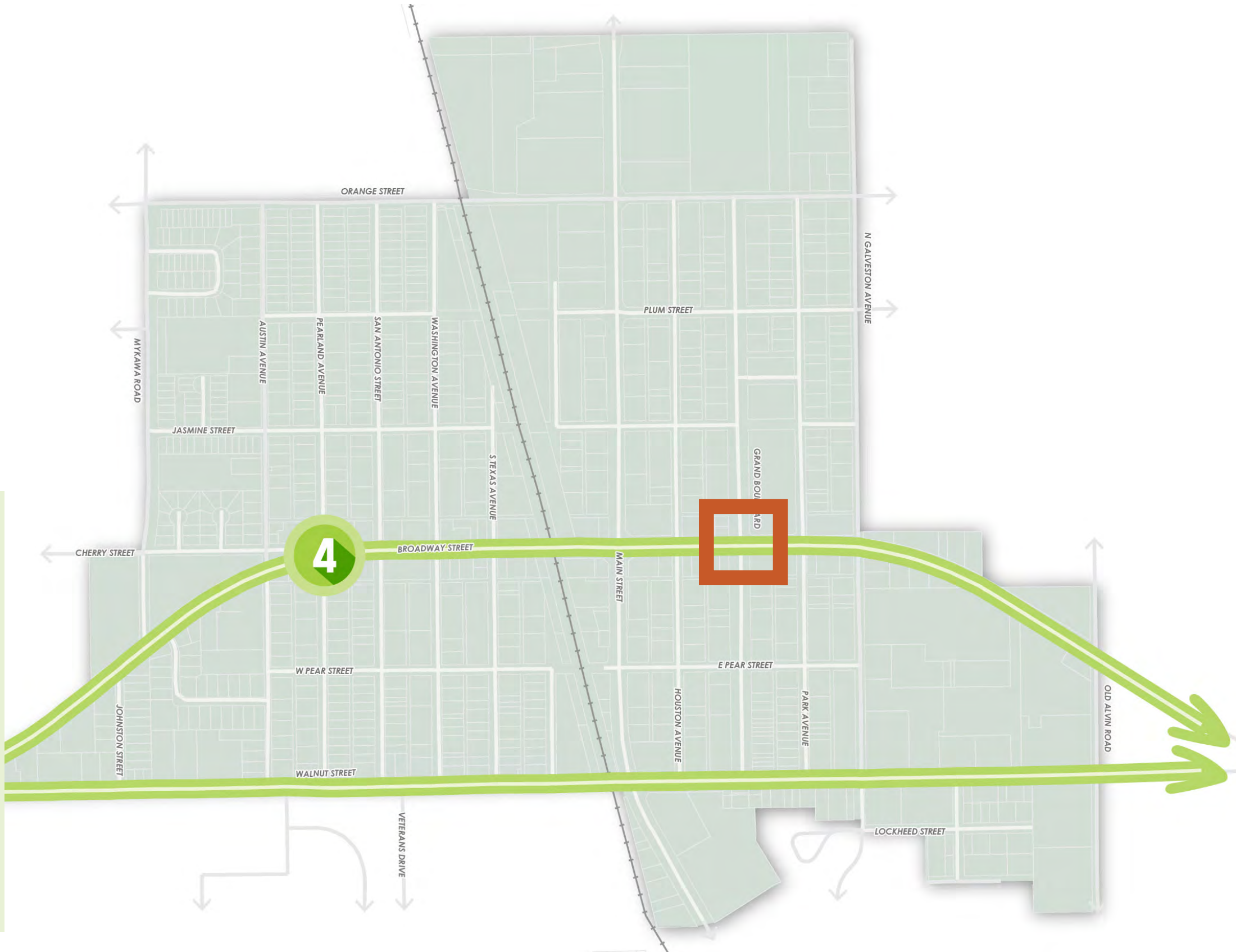


Big Idea 4: Heart of Old Town

[Signature Intersection at Grand-Broadway]



Do you like the proposed concept(s) and development program(s)? Why or why not? Is anything missing?
Leave a comment!



Heart of Old Town: Intersection Transformation at Grand Boulevard & Broadway Street

The intersection of Grand Avenue and Broadway will serve as the symbolic heart of Old Town, acting as a focal point for community gatherings, economic activity, and social interactions. This key intersection will be reimagined as a dynamic, welcoming space that encourages walkability, safety, and engagement. By integrating traffic-calming measures and placemaking elements, this area will facilitate movement and create a sense of identity and destination. By enhancing the pedestrian experience with expanded public spaces, artistic features, and high-quality streetscape improvements, the intersection will become a landmark that embodies the character and energy of Old Town, reinforcing its role as the community's central hub.

- **Raised Intersection for Pedestrian Safety:** The raised intersection, which utilizes NACTO standards, will slow vehicular speeds and create a safer pedestrian environment
- **Expanded Pedestrian Zones:** Decorative concrete and brick pavers will define pedestrian areas, reinforcing historic character
- **Public Art Displays:** Sculptures, murals, and interactive installations create a culturally rich streetscape
- **Enhanced Walkways:** Bricked crosswalks offer aesthetic appeal while reinforcing pedestrian priority
- **Street Furniture & Amenities:** Benches, planters, bollards, and shaded seating areas will create inviting spaces for visitors and residents to gather



Decorative Intersection Opportunities

Raised Intersections

A raised intersection is a traffic-calming and pedestrian-friendly design where the entire intersection is elevated to the same level as the adjacent sidewalks. This design helps slow down vehicle speeds, improve pedestrian visibility, and create a safer, more accessible crossing environment. Raised intersections are typically constructed using materials like concrete or pavers to differentiate them from standard roadways, and they often include curb extensions, textured surfaces, and clear markings to enhance safety and wayfinding.

BENEFITS OF RAISED INTERSECTIONS

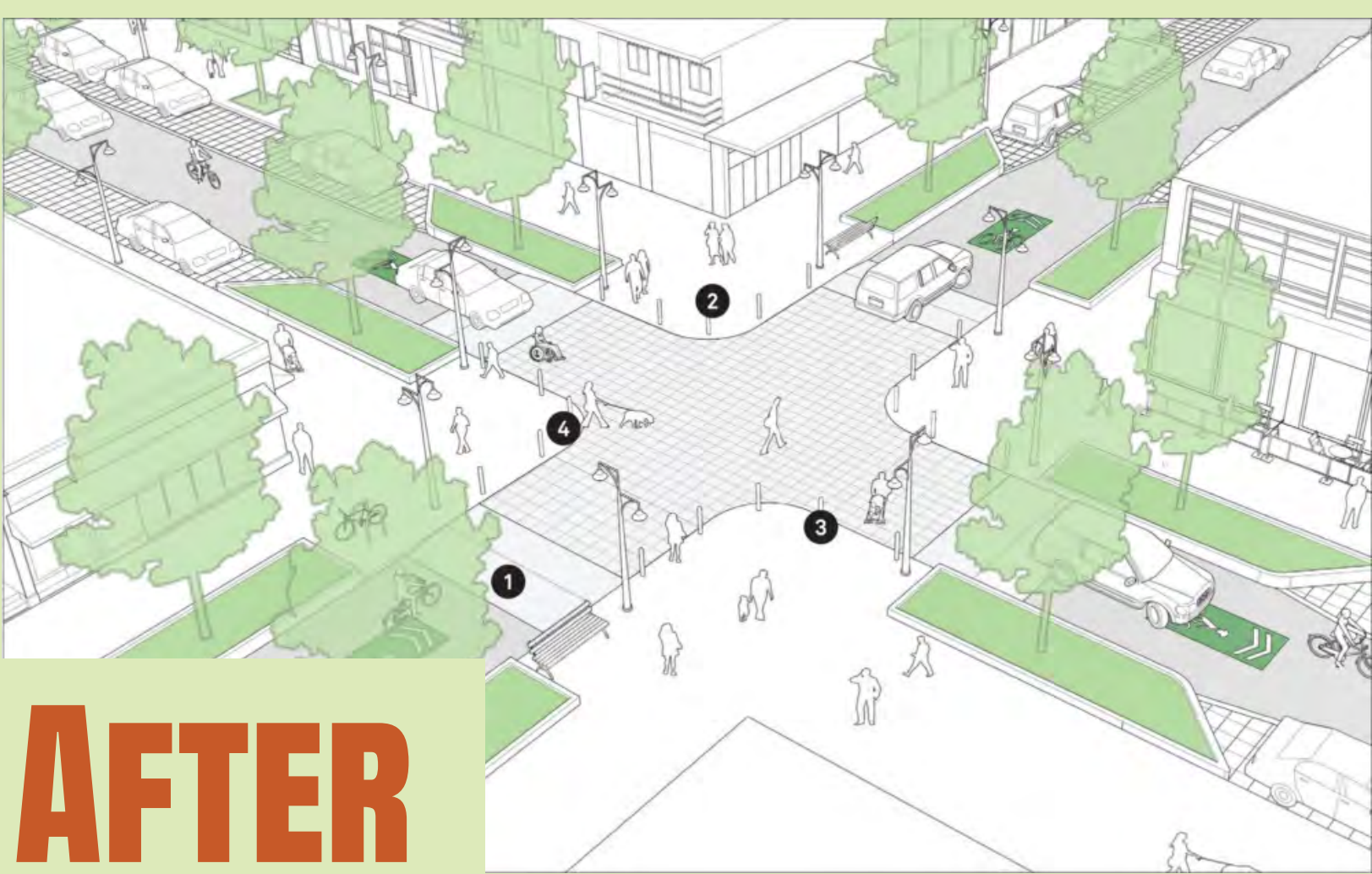
- **Improved Pedestrian Safety:** Raised intersections make pedestrians more visible to drivers and reduce the likelihood of accidents by encouraging slower vehicle speeds at crossing points.
- **Reduced Vehicle Speeds:** The elevated design naturally slows down traffic, creating safer environments for both pedestrians and cyclists, especially in high-traffic or residential areas.
- **Aesthetic and Urban Design Appeal:** Raised intersections can be designed with visually distinctive materials, adding character to streetscapes and contributing to a more attractive, pedestrian-friendly environment.
- **Encourages Walkability and Livability:** By slowing traffic and prioritizing pedestrians, raised intersections promote a more walkable, vibrant contextual space, encouraging people to walk, interact, and engage with their surroundings.



Raised Intersection Concepts (Photo Credit: NACTO)



BEFORE



AFTER

Big Idea 4: Walnut Street

[Future FM 518]

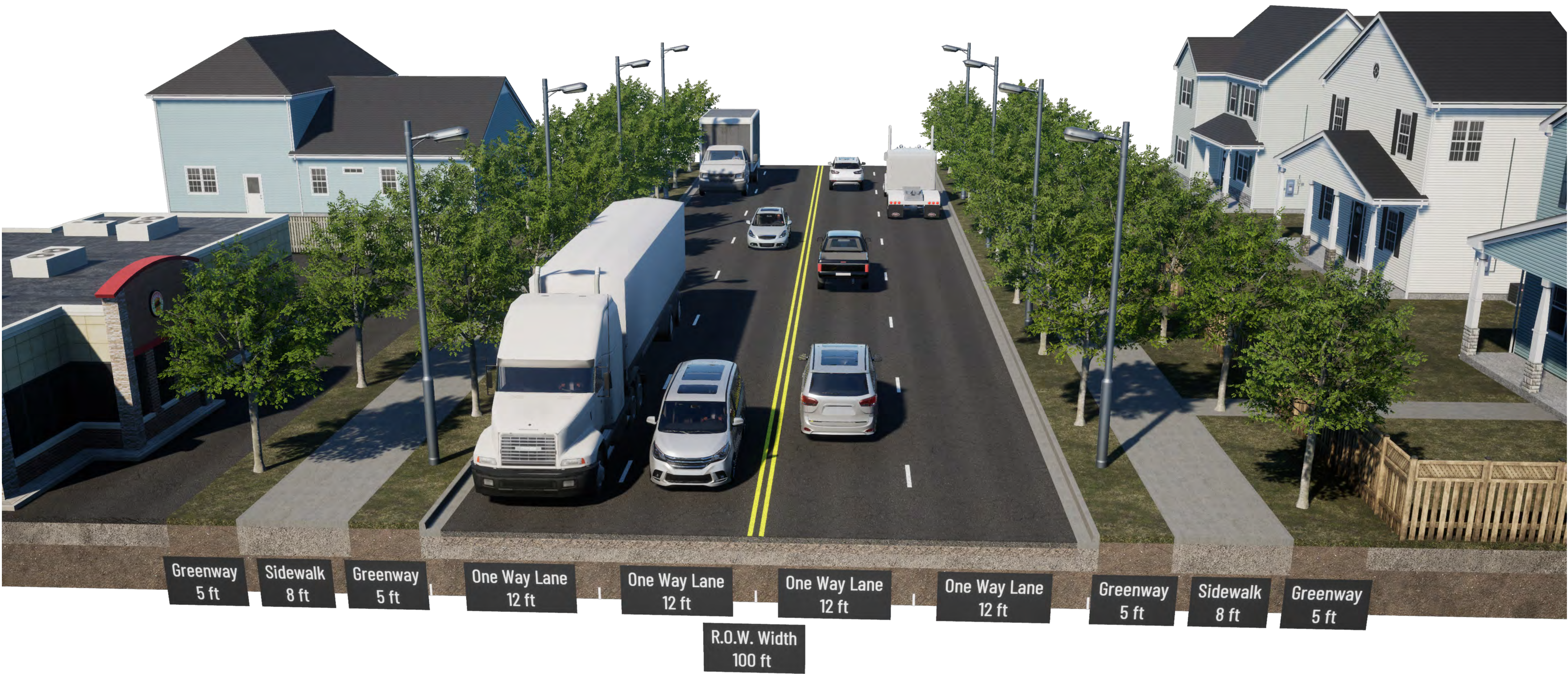


Do you like the proposed concept(s) and development program(s)? Why or why not? Is anything missing? **Leave a comment!**

Walnut Street: Strengthening Regional Connectivity

Walnut Street will transform to support increasing traffic demands while ensuring a safe and inviting pedestrian experience. This critical corridor will be redesigned to balance efficient vehicular movement with enhanced walkability, providing seamless connections between Old Town and surrounding areas. By integrating modern roadway standards with pedestrian-focused improvements, Walnut Street will be a key link in the broader mobility network, fostering accessibility, safety, and economic growth.

- **Expansion to Four (4) Lanes:** The two-lane roadway will be widened to four lanes to improve vehicular capacity and reduce congestion
- **Full Reconstruction to TxDOT Standards:** Walnut Street will be reconstructed to meet TxDOT specifications, ensuring durability and safety
- **Enhanced Pedestrian Infrastructure:** 8-foot sidewalks on both sides of the roadway will improve walkability and connectivity
- **Elevated Lighting:** Improved lighting design enhances safety and creates a welcoming corridor



Success Story: Lancaster Boulevard (Lancaster, CA)

BACKGROUND: Lancaster Blvd. was transformed from an auto-centric corridor into a vibrant, pedestrian-friendly downtown.

KEY DESIGN STRATEGIES:

- Travel Lane Reduction: fewer lanes, wider sidewalks, planted medians
- Traffic calming measures and pedestrian prioritization
- Public plazas, outdoor dining, and integrated public art

PEOPLE OVER CARS APPROACH:

- Slower vehicle speeds and increased safety
- Community gathering spaces and enhanced public life
- Social engagement through open streets and cultural events

ECONOMIC BENEFITS:

- Over \$280 million in private investment post-redevelopment
- 50+ new businesses and increased foot traffic
- Higher property values and local tax revenue growth

SOCIAL & CULTURAL BENEFITS:

- Revitalized public spaces fostering community interaction
- Expanded arts, entertainment, and cultural programming
- Enhanced sense of place and safety for all users

KEY LESSONS:

- People-first design catalyzes economic and social vibrancy
- Public-private partnerships drive successful implementation
- Community engagement ensures long-term sustainability

Lancaster Boulevard in Lancaster, CA (Photo Credit: Coby Lefkowitz)



THEN



NOW

Big Idea 5: South Junction



Do you like the proposed concept(s) and development program(s)? Why or why not? Is anything missing?
Leave a comment!

Restaurant/Entertainment Venue with Stage & Lawn

Redevelopment of existing buildings into dining and entertainment spaces with outdoor seating and live music

Game Yard

A designated area for interactive games and social activities

Food Truck Park

A lively space off Pear Street featuring food trucks in a casual dining hub

Neighborhood Pocket Park

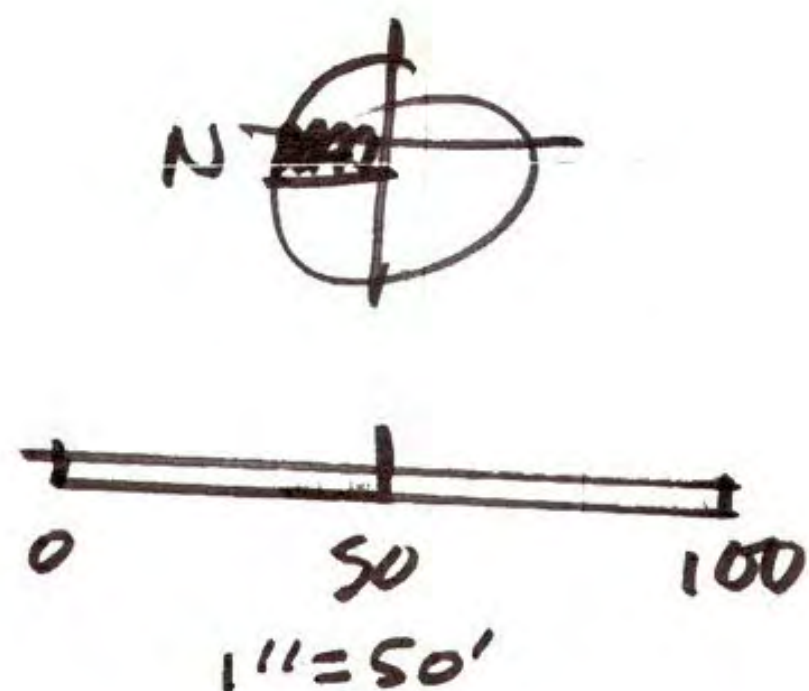
A small, welcoming green space for residents to gather and relax

Enhanced Paving Festival Street

Upgraded streetscaping and pedestrian-friendly features to support festivals and public events

New Entertainment Venue with Outdoor Experience

A small-scale venue offering an immersive outdoor entertainment setting



REDEVELOP TO RESTAURANT OR ENTERTAINMENT VENUE WITH STAGE & LAWN

GAME YARD

Main Street

FOOD TRUCK PARK

ENHANCED PAVING FESTIVAL STREET

NEW ENTERTAINMENT VENUE WITH LARGE OUTDOOR EXPERIENCE

EXISTING

EXISTING BUC-EE'S

STAGE

LAWN

EXISTING

EXISTING

EXISTING

Pear Street

NEIGHBORHOOD POCKET PARK

Houston Street

Main Street

Walnut Street

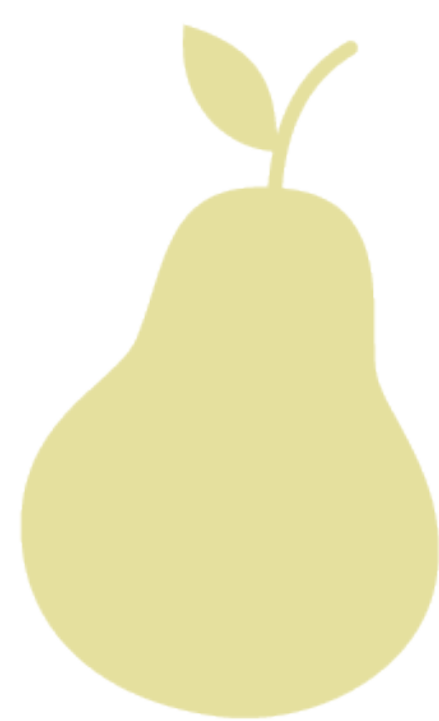
Thank you for your participation!

WHAT DID WE MISS?

Old Town Revitalization Plan



Are we going in the right direction for the Old Town you envision?
Is anything missing? ***Leave a comment!***



OLD TOWN

Pearland

REVITALIZATION PLAN