

# ***DEALING WITH DENSITY***

## ***PEARLAND'S PROSPECTS***

### ***DILEMMAS OF A SUBURBAN CITY***

H-GAC Sustainable Growth Workshop  
November 12, 2010

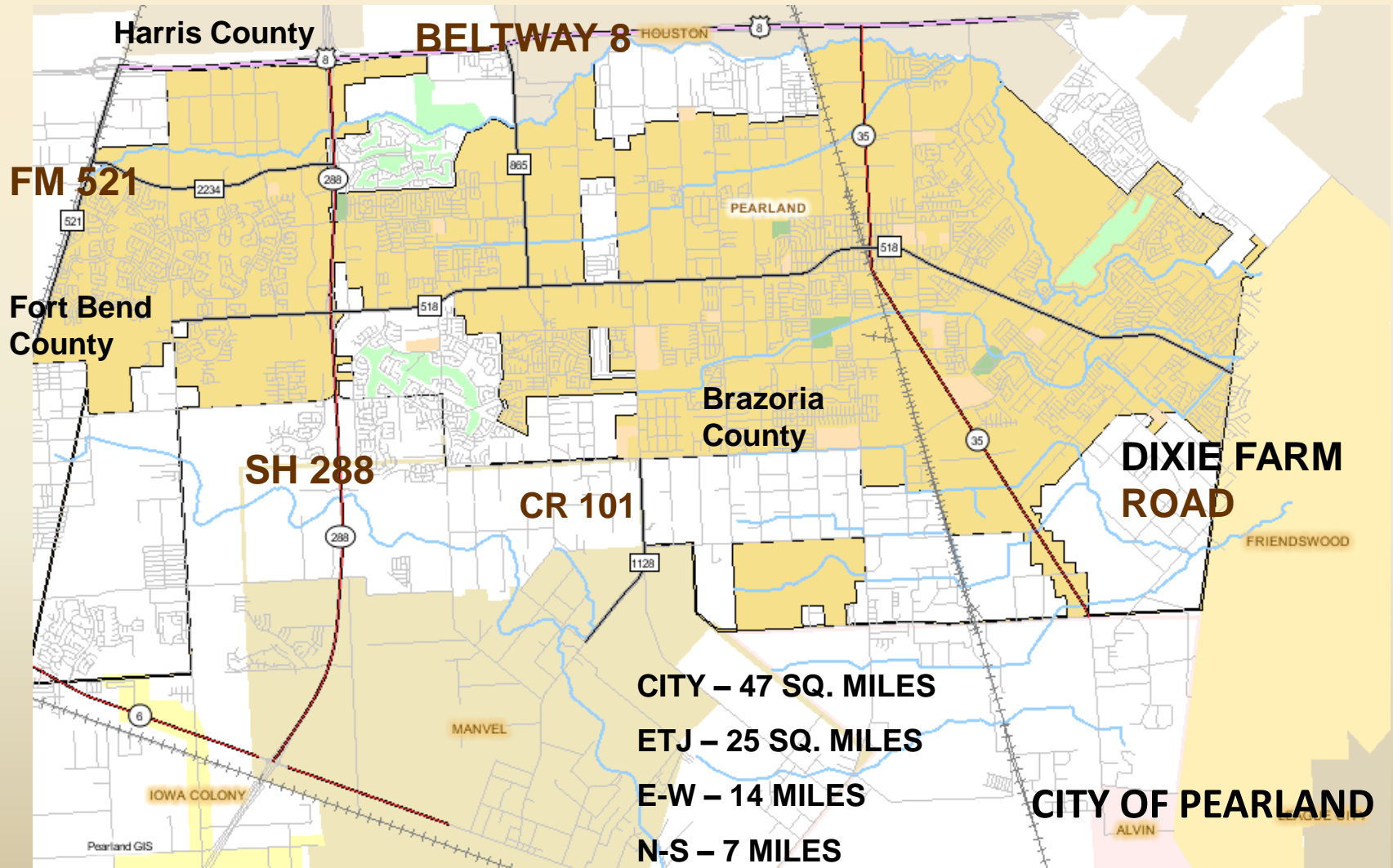
Lata Krishnarao, AICP  
City of Pearland

# PEARLAND'S PROSPECTS



- One of the fastest growing suburb of Houston. Almost tripled in size in the last 10 years.
- 98,000 population by December 2010.
- 34th fastest growing city in the nation  
Forbes Magazine - July 2007
- 14 miles southeast of downtown Houston
- 5 miles south of Hobby airport

# PEARLAND'S PROSPECTS



# PEARLAND'S PROSPECTS

## FACTORS FOR GROWTH

- **PROXIMITY TO HOUSTON, NASA, SHIP CHANNEL**
- **SH 288 AND BELTWAY 8**
- **MASTER PLANNED COMMUNITY**
- **QUALITY OF LIFE – WHERE TOWN AND COUNTRY MEET**

# PEARLAND'S PROSPECTS

- Approximately 30% of the 47 sq. miles is vacant
- Have traditional zoning in place with overlay districts.
- Very few mixed use districts
- 80% (approx.) of housing is single family residential
- City willing to work with the developer, through the PD process, for high quality development. Pearland Town Center is a recent example
- How does Pearland plan for sustainable development

# PEARLAND'S PROSPECTS

## PEARLAND ENCOURAGES HIGH QUALITY MIXED USE DEVELOPMENT





# PEARLAND'S PROSPECTS



## Mixed uses:

175 acres, 600,000 sf, 300 units

Retail/Offices/Restaurants/Hotel

Residential – 300 units

Community Gathering Area, Trails  
for the community

## PEARLAND TOWN CENTER



# PEARLAND'S PROSPECTS



## PEARLAND TOWN CENTER





# PEARLAND CONTINUES TO PLAN FOR SUSTAINABLE GROWTH



## Intersection of SH 288 & BW 8

- \*Multiple Ownership**
- \*Multiple zones and PDs**
- \*Detention issues**

# PEARLAND'S PROSPECTS



## The Spectrum District

Design Workshop Closing Session

December 3, 2009



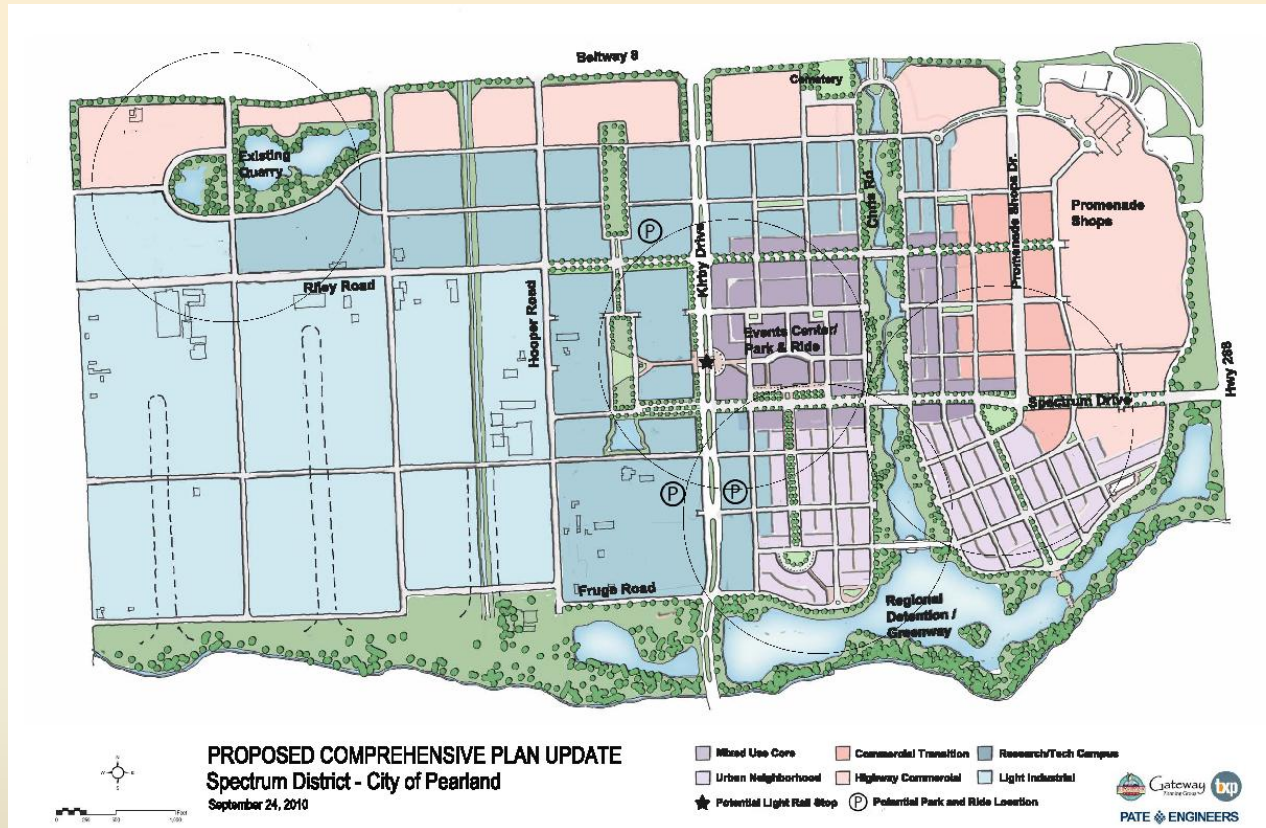
Gateway  
Planning Group



PATE ENGINEERS

# PEARLAND'S PROSPECTS

## SPECTRUM PLAN



Mixed Use Core (43 ac.)  
Urban Neighborhood (83 ac.)  
Potential Light Rail Stop  
Research Tech Campus (223 ac.)

Highway Commercial (64 ac.)  
Commercial Transition (15 ac.)  
Park and Ride Locations  
Light Industrial (240 ac.)



# PEARLAND'S PROSPECTS

## SPECTRUM PLAN



Kirby Drive reinvented with light rail



Gateway  
Planning Group



PATE ENGINEERS

## CHALLENGES:

Form Based Codes

Regional Detention

Light rail extension

Long term vision vs. short term  
growth – is this a 2035 plan?

Market demand

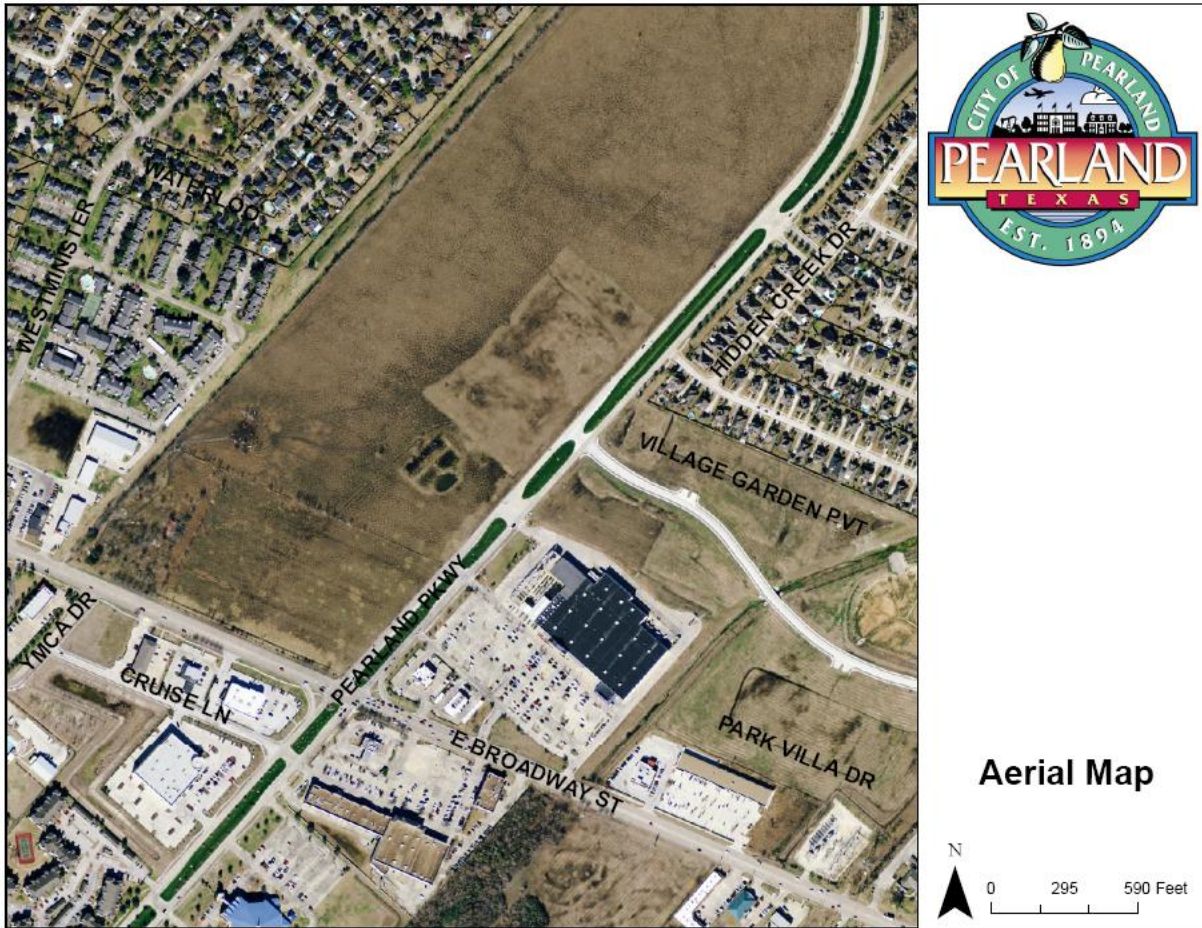
Incremental growth

Adjacency predictability



# PEARLAND'S PROSPECTS

## CURRENT DILEMMA



Aerial Map

## PEARLAND COMMONS

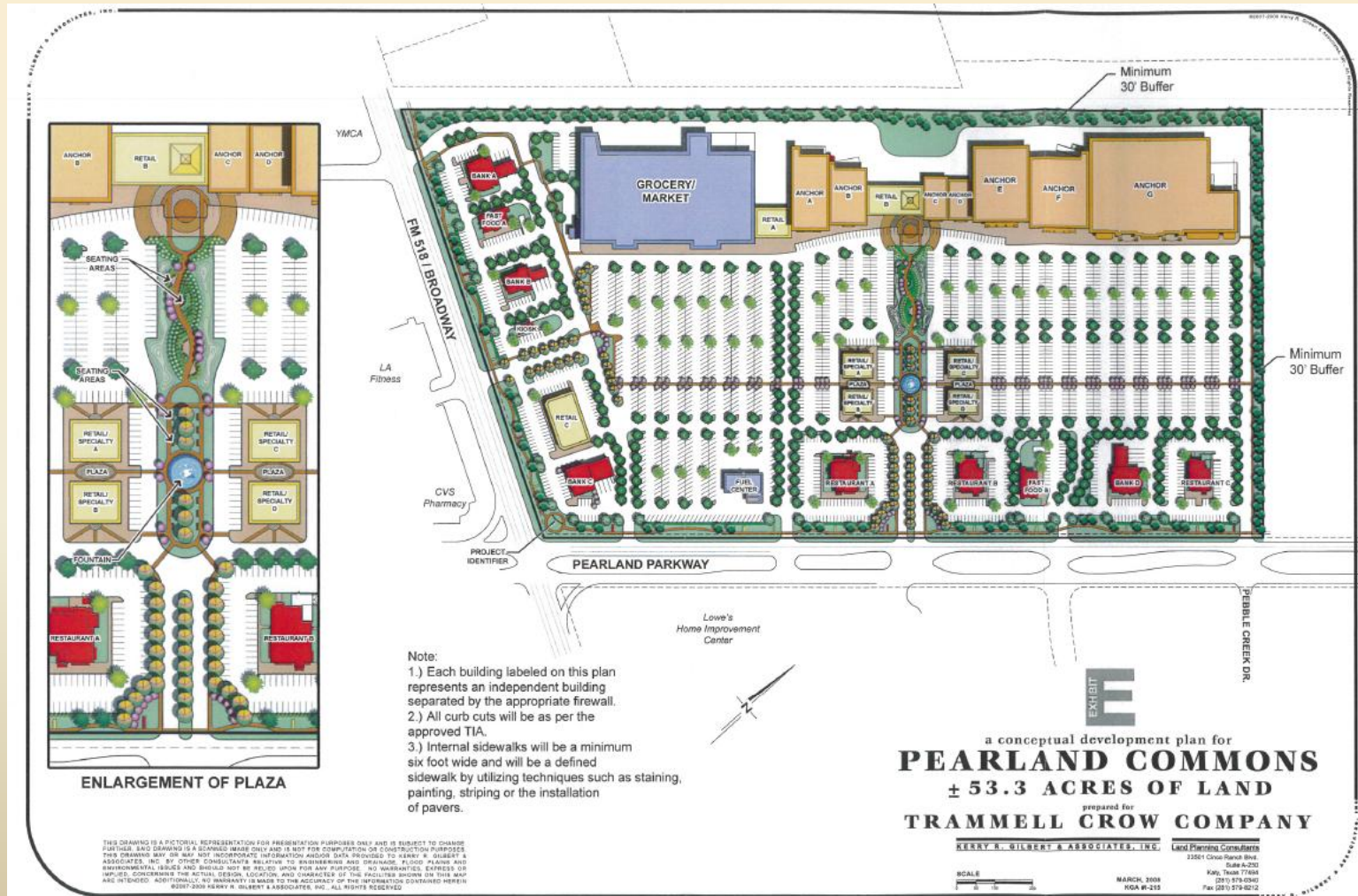
53 acres approx.  
with additional 100  
acres under same  
group ownership

Intersection of  
Pearland Parkway  
and FM 518

Zoned PD

# PEARLAND'S PROSPECTS

## PEARLAND COMMONS





# PEARLAND'S PROSPECTS

## PEARLAND COMMONS



# PEARLAND'S PROSPECTS

## Highlights:

CENTER SIZE: 107,499 SF

- Attractive, newly-constructed center nestled in desirable Cranberry Township just north of Pittsburgh
- Terrific upscale tenant mix includes Coldwater Creek and Chico's
- Strong traffic counts on major highways  
10,000 AADT (Rochester Road)  
33,000 AADT (Highway 19)
- Convenient access from I-76 and I-79



**STREETS OF CRANBERRY, PA**



# PEARLAND'S PROSPECTS



Center Size – 107,499 sq. ft.

Cranberry Township covers 23.69 square miles, and has a population of approximately 28,000.

Demographics	1 Mile Radius	3 Mile Radius	5 Mile Radius
Population	4,871	34,426	58,668
Average HH Income	\$87,881	\$112,061	\$115,664

**STREETS OF CRANBERRY, PA**

# PEARLAND'S PROSPECTS



**SOUTH PARK –MEADOWS, AUSTIN**

<http://www.southpark-meadows.com/thegrove.htm>



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# PEARLAND'S PROSPECTS

## HOW CAN PEARLAND PLAN FOR SUSTAINABLE GROWTH?

- \* Outdated Codes? Are the codes not conducive for sustainable development?
- \* Supply? Lack of response from the market.
- \* Demand? What to citizens want? Do they have a choice?
- \* Availability of green fields and lack of controls in the county?
- \* Long term planning (2035) vs. short term opportunities (2010)?
- \* Incentives from the city?