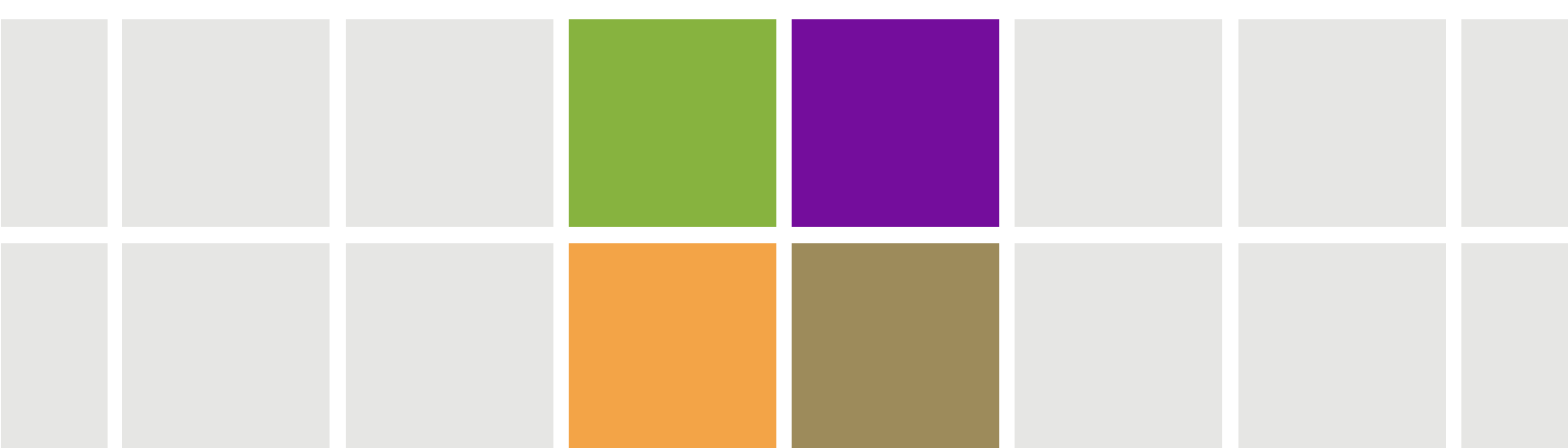




Prairie View

LIVABLE CENTERS STUDY



This page intentionally left blank.

TABLE OF CONTENTS

EXECUTIVE SUMMARY

Project Overview	vi
Livable Centers Project History	viii
Guiding Principles	x
Conceptual Plan	xi
Implementation Table	xiii

CHAPTER 1 | INTRODUCTION

Project Background	1
What is a Livable Centers Study?	1
Benefits of a Long-Range Plan	2
Need and Purpose	4
Planning Process	4
Regional Context	5
Study Area	6
Prairie View A&M University	6
City of Prairie View History	7

CHAPTER 2 | NEEDS ASSESSMENT

Demographics	9
Esri Business Analyst Tapestry Segments ..	10
Land Use and Zoning	11
Zoning	11
Vacant Undeveloped Land	11
Housing	13
Style and Price Range	13
Single-family	13
Multi-family and Student Housing	13
Mobility	14
Public Transportation	14
Thoroughfare Characteristics	15
Street Typologies	17
Active Transportation	18
Commuting Patterns	20
Environmental Considerations	21
Floodplain	21
Bodies of Water	22
Market Assessment	23
Housing	23
Retail	25
Office	27
Industrial	27
Needs Assessment Findings	28

CHAPTER 3 | PUBLIC ENGAGEMENT

Overview	29
Public & Stakeholder Meeting Summaries	30

CHAPTER 4 | CONCEPTUAL PLAN

Call to Action	35
Guiding Principles	36
Conceptual Plan Overview	37
Land Use and Character	39
Guiding Principle 1	41
Guiding Principle 2	51
Guiding Principle 3	57

CHAPTER 5 | IMPLEMENTATION

Introduction	61
Development Funding Toolbox	63
Implementation Plan	66
Benefits	70

APPENDICES

Appendix A: Previous Plans	73
Appendix B: Public Engagement	77
Appendix C: City Application	121

This page intentionally left blank.

ACKNOWLEDGMENTS



CITY OF PRAIRIE VIEW

LaKethia Connor
Selia Escamilla
Councilmember David Allen
Harold Underwood



HOUSTON-GALVESTON AREA COUNCIL

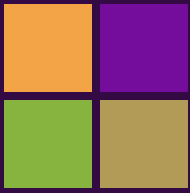
Justin Bower — Director, Community & Environmental Planning
Cheryl Mergo — Senior Manager
Wendy Almanzan — Lead Program Coordinator
Sarai Osorio — Principal Planner
Jose Cantu — Planner

STAKEHOLDER ADVISORY COMMITTEE

Mayor Ron Leverett — City of Prairie View
Wendy Williams — City of Prairie View City Council
Tanya Debose — Prairie View Historical Commission
Marilyn Douglas-Jones — Prairie View Area Chamber of Commerce
Dr. Brian Rowland — Former Mayor, City of Prairie View
Kendric D. Jones — Waller County Precinct 3 Commissioner
Dr. Ramiro Bautista — Waller County Economic Development Partnership
Vince Yokom — Waller County Economic Development Partnership
Anthony Edmonds — Waller Area Chamber of Commerce
Jeffrey English — Texas Department of Transportation
Stephan Gage — Texas Department of Transportation
Dr. Cynthia Carter-Horn — Prairie View A&M University
Yvonne Bryant — Prairie View A&M University
Dr. Rebecca Faison — Prairie View A&M University
Tiffany Thomas — Prairie View A&M University
Dr. Munir Quddus — Prairie View A&M University
Kevin Hoffman — Prairie View A&M University
Dedrick Roberts — Prairie View A&M University
Jasmine Speed — Prairie View A&M Small Business Development Center
Hunter Waldon — Student, Prairie View A&M University
Taani Follis — Property Owner, Harvest Oaks Student Housing
Claudia Wicks — Colorado Valley Transit
Angela Wallace — Colorado Valley Transit
Lisa Mutchler — Texas A&M Engineering Extension

CONSULTANT TEAM





EXECUTIVE SUMMARY

“What I like about Prairie View is the enrichment of young black people and the endless opportunities and potential for growth and development in the community and around the area.”

- *Community Survey Respondent*

PROJECT OVERVIEW

Livable Centers is a program through the Houston-Galveston Area Council (H-GAC) designed to explore opportunities to improve quality of life for communities through reimagining auto-focused infrastructure and policies. Livable Centers are accessible by multiple modes of transportation, including by foot or bike, improve environmental quality, and promote economic development. Livable Centers studies lay the groundwork for future implementation projects by identifying potential investments and generating plans for implementation.

The Prairie View Livable Centers Study provides the City of Prairie View a game plan for investment in public infrastructure that supports the community's culture and connects to the city's values to Learn - Work - Research - Live. The study defines new, context-sensitive standards for new housing and retail in the Study Area that create a sense of place within the community for all to enjoy.

Where is the Study Area?

The Study Area is located south of the Prairie View A&M University campus and is bounded by Owens Road to the north, U.S. 290 to the south, Sandra Bland Parkway to the west, and Santee Street to the east. This area has been identified by the City of Prairie View as the Central Business District but has not been developed since the city's inception in 1969. The main focus for this study is the undeveloped land south of Echols Street.



Prairie View water tower
Source: Half



Prairie View A&M University

Welcome Center

1098

Sandra Bland Pkwy

1st St

University View Apartments

Panther Plaza

University Police Department

Owens Rd.

Bledsoe St.

Clark St.

Herman T Jones Elementary School

Echols St.

Alta Vista Subdivision

Elm St.

Fountain Hill Apartments


Gas Station and Retail

University Dr.

290

MAP 1, Study Area

Legend

 Study Area Boundary

Prairie View Livable Centers Study

Prepared By: Half

Sources: H-GAC, TxDOT, NearMap Aerial Imagery

0 250 500 1,000 feet

2023

N



Prairie View LIVABLE CENTERS STUDY Project History



2020

City of Prairie View applies for Downtown Redevelopment Grant - did not receive due to lack of defined "downtown"

City of Prairie View applies for H-GAC Livable Centers Study

July 2021



November 2021

City of Prairie View is selected by H-GAC as a study sponsor to conduct a Livable Centers Study

H-GAC & City of Prairie View select consultant team to conduct Livable Centers Study

Feb. 2023



April 2023

Livable Centers Study begins

What Did the Livable Centers Study Involve?

The Prairie View Livable Centers Study was a 10-month planning process with four key phases:

- **Phase 1: Needs Assessment** - In this phase, the project team and city staff worked together to gather information related to Prairie View. Information gathered included history of the city and PVAMU campus, demographic make-up of the city's residents, and existing retail market information. This information was used to create an existing conditions report. The project team presented findings to the community at the first public meeting and gathered input on what residents would like to see developed in their city.
- **Phase 2: Conceptual Scenarios** - In this phase, the project team and city staff took the feedback from the first public meeting and began brainstorming potential concepts for the Study Area. Feedback suggested a desire for a mix of housing options, including single-family homes and townhomes, as well as retail options, grocery stores, and sit-down restaurants. To help guide the vision of the plan, the project team created three guiding principles that encompass the desires of the community. The project team created three conceptual scenarios for the Study Area consistent with the guiding principles. At the second public meeting, community members voted on which scenario they liked the most, and identified what they would add to it. Community members also had a chance to create their own conceptual plan for the Study Area.
- **Phase 3: Conceptual Plan** - In this phase, the project team refined the chosen conceptual scenario based on community feedback from the second community meeting to develop the conceptual plan presented on the cover page and following pages of this document. The conceptual plan was reviewed thoroughly by city staff and H-GAC to ensure the project team incorporated feedback received from the community.
- **Phase 4: Implementation Plan** - In this phase, the project team identified strategies for each guiding principle. These strategies provide the city steps to take to get the proposed projects implemented. The project team developed a list of potential funding sources the city could utilize to help "break ground" on projects. During the implementation plan phase, the project team met with local and regional organizations to receive their buy-in on recommendations and discuss potential partnership opportunities between them and the City of Prairie View. After the conclusion of this phase, the project team delivered their final report (this document) to the city. The future of Prairie View is dependent on community members holding city officials accountable for the contents of this plan moving forward to help shape the vision for the Study Area.

Guiding Principles

Through collaboration with Prairie View staff, residents, and stakeholders, as well as extensive analysis of existing conditions and future opportunities, three guiding principles were developed to represent the long-term vision for the Study Area. While these principles were created for the Study Area, they were tailored to the specific needs of Prairie View and can be applied throughout the city. Each guiding principle, illustrated below, will be further detailed through project recommendations, as well as conceptual plans and strategies based in this document.

1

Encourage the development of a downtown central business district that incorporates a mix of sustainable land uses and development types.

2

Develop a multimodal transportation network that enhances quality of life and supports infrastructure best practices.

3

Create district identity that promotes placemaking opportunities that highlight the culture and history of Prairie View.

Conceptual Plan

The three guiding principles are interwoven into the following plans and strategies:

Land Use and Development

The proposed Land Use and Development Plan shows the future land uses and building typologies for the Study Area. The Land Use and Development Plan is based on feedback received from community and stakeholder outreach as well as market research. By understanding what types of development the community desires and what types can be supported in the Study Area, the appropriate land uses can be incorporated into the plan. Proposed land uses are organized to increase connectivity of the transportation network. The Land Use and Development Plan provides guidance for where land uses could be developed in the future and influence the future character of the Study Area.

The development pattern of the proposed downtown area is distinctly different than the surrounding areas and presents opportunities for development. The Land Use and Development Plan goes into further detail by illustrating what the future Prairie View Town Center could look like once proposed development is completed. The Land Use and Development Plan identifies appropriate densities for the Study Area and provides opportunities for developing a sense of place within the Study Area.

Transportation Improvements

Improvements to Study Area roadways were proposed to support new land uses and improve circulation. Proposed transportation projects include intersection improvements, new roadways, and reconstruction of existing roadways. Additional improvements include pedestrian and bicycle infrastructure to safely connect non-motorized users to key destinations in and around the Study Area.

District Identity Strategies

Strategies for creating a distinct identity for the Study Area were developed using feedback received from the community as well as researching nationwide best practices. Opportunities for developing a sense of place include wayfinding signage, historical and cultural markers and monuments, art installations, and community gathering spaces to help establish the Study Area as the town center or central business district for the City of Prairie View.



Implementation Plan

As part of the Livable Centers Study process, the project team was tasked with developing an implementation plan. This element outlines the steps needed to implement the recommendations developed during the planning process, partnering agencies, potential funding sources, and timeline for which projects could be implemented.



What's Next?

Immediate next steps for the City of Prairie View include:

- City Council to adopt Livable Centers Study
- City of Prairie View to update zoning and land use policies to accommodate Study Area recommendations
- PVAMU to incorporate recommendations on University-owned land into Campus Master Plan
- City of Prairie View/PVAMU to pursue funding and partnerships for implementation of recommended projects



Implementation Table

	Timeframe	Cost Estimate	Action Leaders
GUIDING PRINCIPLE 1: ENCOURAGE THE DEVELOPMENT OF A DOWNTOWN CENTRAL BUSINESS DISTRICT THAT INCORPORATES A MIX OF SUSTAINABLE LAND USES AND DEVELOPMENT TYPES			
STRATEGY 1: REVISE ZONING STANDARDS TO SUPPORT PLAN RECOMMENDATIONS			
POLICY: Rezone areas south of Echols Street from R-2 Multiple Family Residential to Mixed-Use to accommodate a downtown center.	X		Staff Time and Coordination P&Z, Property Owners
STRATEGY 2: DEVELOP A DOWNTOWN ECONOMIC DEVELOPMENT PROGRAM			
Collaborate with Waller County EDC or Prairie View Chamber of Commerce to create an Economic Development Program (EDP).	X		\$50k - \$75k EDC, Chamber, WC
POLICY: Utilize Chapter 380 of the Local Government Code to promote economic development in the City of Prairie View.		X	Staff Time and Coordination EDC, Chamber, WC
POLICY: Develop of a Tax Increment Reinvestment Zone (TIRZ) once Downtown Prairie View is established.		X	Staff Time and Coordination EDC, Chamber, WC
STRATEGY 3: DEVELOP GUIDELINES FOR RESIDENTIAL LAND USES WITHIN THE STUDY AREA			
POLICY: Create development guidelines to influence the character and appearance of new residential development to fit desired architectural style.	X		\$50k EDC, Chamber
Seek funding for home repair programs from the State of Texas and U.S. Department of Housing and Urban Development (HUD) to improve home conditions.		X X	Staff Time and Coordination EDC, Chamber
STRATEGY 4: DEVELOP CO-WORKING SPACE AND ENTREPRENEURIAL OPPORTUNITIES FOR RESIDENTS AND STUDENTS			
Establish a partnership with PVAMU Small Business Development Center to create opportunities for business incubators or co-working spaces in the Study Area.		X	Staff Time and Coordination EDC, Chamber, PVAMU
STRATEGY 5: ENCOURAGE THE USE OF VACANT PROPERTY THROUGH ACTIVATION AND TACTICAL URBANISM EVENTS			
Use vacant land for temporary pop-up style events such as art fairs, farmers' markets, etc. to bring new life to underutilized spaces.	X	X	\$25k EDC, Chamber, PVAMU
Perform temporary quick-build projects to promote placemaking or safety improvements within the Study Area to provide a "testing ground" for new infrastructure types.	X	X	\$5k - \$10k EDC, Chamber, PVAMU

STRATEGY 6: UTILIZE NATURAL FEATURES TO SERVE DUAL PURPOSE FUNCTIONALITY IN THE STUDY AREA

Develop park and trail amenities along Ponds Creek tributary with wayfinding elements to provide recreational asset and mitigate flooding.		X	X	\$150k	Waller County
--	--	---	---	--------	---------------

GUIDING PRINCIPLE 2: DEVELOP A MULTIMODAL TRANSPORTATION NETWORK THAT ENHANCES QUALITY OF LIFE AND SUPPORTS INFRASTRUCTURE BEST PRACTICES

STRATEGY 1: REDEVELOP SANDRA BLAND PARKWAY TO INCORPORATE ENHANCED BICYCLE AND PEDESTRIAN FACILITIES

Initiate a preliminary engineering report (PER) to determine appropriate improvements including sidewalks, safety elements, and placemaking opportunities.	X			\$100k	TxDOT
--	---	--	--	--------	-------

STRATEGY 2: WORK WITH TxDOT TO IMPROVE ACCESS NORTH AND SOUTH OF US 290

Improve vehicular traffic flow with intersection improvements and enhanced pedestrian and bicycle connectivity across US 290.		X	X	\$50k	TxDOT
---	--	---	---	-------	-------

STRATEGY 3: IMPROVE PEDESTRIAN AND VEHICULAR CONNECTIVITY ALONG KEY CORRIDORS

POLICY: Revise engineering design standards to account for enhanced pedestrian and bicycle facilities along roadways while incorporating low-impact development standards (LID).	X			Staff Time and Coordination	TxDOT/Waller County
---	---	--	--	-----------------------------	---------------------

STRATEGY 4: ENHANCE INTERSECTIONS FOR MULTIMODAL CONNECTIVITY

Initiate a preliminary engineering report (PER) to identify priority locations for traffic signal operations and pedestrian improvements (Sandra Bland Pkwy, Echols St, Owens Rd)		X	X	\$100k per roadway	TxDOT/Waller County
---	--	---	---	--------------------	---------------------

STRATEGY 5: EVALUATE TRANSIT SERVICE OPTIONS THROUGHOUT PRAIRIE VIEW

Coordinate with transit providers to enhance service and develop long-term transit service for the City.		X	X	Staff Time and Coordination	PVAMU/CV Transit
--	--	---	---	-----------------------------	------------------



GUIDING PRINCIPLE 3: CREATE A DISTRICT IDENTITY THAT PROMOTES PLACEMAKING OPPORTUNITIES HIGHLIGHTING THE CULTURE AND HISTORY OF THE CITY

STRATEGY 1: DEVELOP A CULTURAL HERITAGE TRAIL THAT PROVIDES BOTH EDUCATIONAL AND RECREATIONAL OPPORTUNITIES

Work with City engineers to determine feasibility of proposed trail alignment.	X			Staff Time and Coordination	EDC, Chamber, WC
Create a partnership with the Prairie View African American Cultural Heritage Commission, Texas Institute for the Preservation of History and Culture and local historians to contribute educational and historical information for signage and plaques along the trail.		X		Staff Time and Coordination	EDC, Chamber, WC
Incorporate art created by local and regional artists that reflect the history and culture of Prairie View.		X		\$25k - \$50k	EDC, Chamber, WC

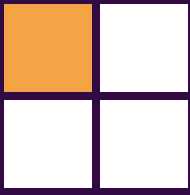
STRATEGY 2: DEVELOP A SIGNAGE, WAYFINDING, AND GATEWAY MASTER PLAN

Partner with a design firm to create a plan outlining signage styles for the City of Prairie View.	X			\$50 k - \$75k	EDC, Chamber
Place district signage in key locations in the Study Area and other areas of interest.		X	X	\$5k - \$350k	EDC, Chamber

STRATEGY 3: BUILD PARKS AND OPEN SPACE AMENITIES TO ENCOURAGE COMMUNITY GATHERING

Develop parkland area around creek in Study Area to provide greenspace for residents and visitors.		X		\$200k	Chamber, Property Owners
Partner with property owners of vacant land to create additional parks and open space opportunities throughout the City.			X	Staff Time and Coordination	Chamber, Property Owners





chapter one

INTRODUCTION

“Community development is critical to this city! It is also crucial to preserve the history and culture through multi-generational planning to unite the City and University.”

- Community Survey Respondent

PROJECT BACKGROUND

What is a Livable Centers Study?

The Houston-Galveston Area Council’s (H-GAC’s) Livable Centers Program was created in 2008 and works with local communities in H-GAC’s eight-county region to identify specific recommendations that facilitate the creation of walkable, mixed-use places. The locations are planned to provide multi-modal transportation options, improve environmental quality, and promote economic development. Livable Centers Studies lay the groundwork for future implementation projects by identifying potential investments and generating actionable implementation plans.

Livable Centers are places where people can live, work, and play with less reliance on their cars. They encourage a complementary mix of land uses that are designed to be walkable, connected, and accessible by multiple modes of transportation, including bus, bike, or foot. The Livable Centers program works to reimagine auto-focused infrastructure, policies, and programs to be more multi-modal friendly.

Alignment with Regional Goals

The H-GAC 2045 Regional Transportation Plan (RTP) is a coordinated effort to address the existing regional transportation concerns and prepare for the mobility needs of the future. The RTP addresses five key goals for the region:

- Improve safety
- Achieve/maintain state of good repair
- Move people and goods efficiently
- Strengthen regional economic competitiveness
- Conserve and protect natural and cultural resources

The goals seek to address roadway congestion and safety issues in the area. The plan also addresses improvements needed for area transit, freight movement, bikeways, sidewalks, and air quality.

H-GAC’s 2045 Active Transportation Plan supports the 2045 RTP, reviews the region’s existing pedestrian and bicycle network, and outlines strategies to guide public investment throughout the region. The Active Transportation Plan identifies the necessity for additional pedestrian and bikeway connections in the City of Prairie View, especially between residential and employment areas.

Benefits of a Long-Range Plan

Typically written with an outlook of 10 years or more, long-range plans help planners, city officials, and other policy makers create a vision of what a community wants to be in the future and provides guidance to achieve this goal.

Long-range plans allow a community to be proactive, rather than reactive, to changes and issues that may arise over time. By having a plan in place, cities are able to guide future growth and development in the community and avoid development that does not “fit in” with the existing or desired character of the area. Long-range planning enables cities to analyze the needs of their community and identify projects that improve the quality of life for all residents.

The planning process relies on input from the public to ensure recommendations and proposed improvements align with the community’s goals while also providing an avenue for residents to express their concerns or identify potential challenges within the community.

Additionally, through the process of long-range planning, cities can position themselves to access greater funding opportunities by clearly defining needs and demonstrating public support for certain projects or improvements.

Strong Long-Range Planning includes:

1. COMMUNITY AND ADVISORY GROUP INPUT

- Online community survey
- Public meetings
- Advisory group meetings

2. VISION AND GOAL SETTING

- Existing conditions analysis
- Outlining specific needs and desires of the community

3. STRATEGIES AND RECOMMENDATIONS

- Specific actions, policy changes, build-out scenarios, and ways of meeting the vision and goals of the community

4. PROJECT IMPLEMENTATION

- Order of magnitude cost estimates
- Funding opportunities

S.T.E.P.

Every community plan works to provide strategies and methods of strengthening the community. The end goal is always to harness existing locations, community programs and culture, and infrastructure to develop short-term and long-term goals. A community plan is also a way to preserve and showcase existing community culture through placemaking and quality of life enhancements.

S
STRENGTHEN

Places to strengthen include mostly built-out areas, which may need additional investment/support to meet livability and quality of life goals.

T
TRANSFORM

Places to transform include areas that are developing or will develop that produce major changes to the overall character of the area.

E
ENHANCE

Places to enhance include stable existing neighborhoods and areas likely to maintain their existing development pattern.

P
PRESERVE/CONSERVE

Places and elements to preserve/conservate include environmentally sensitive lands, culture, and community.

NEED AND PURPOSE

According to the Texas Department of Transportation (TxDOT), the population of the Houston region is projected to increase by 64 percent between 2006 and 2035, creating a drastic increase in traffic on the U.S. 290 corridor from Harris County to Waller County. The current population along the U.S. 290 corridor is approximately 543,000, and is expected to grow to 888,000 by 2035. With this anticipated growth, Waller County and its surrounding communities are preparing for explosive commercial and residential growth as the county shifts from rural farmland to suburban development to accommodate the influx of new families moving to the region.

In 2021, the City of Prairie View applied for the Livable Centers Study to re-imagine the Sandra Bland Parkway corridor. The Prairie View Livable Centers Study identifies community and transportation improvements to leverage investment and improve the quality of life for residents and formalize a vision for the City's central business district. To review the application materials submitted by the City, please see Appendix C.

The Study provides the City of Prairie View a game plan for investment in public infrastructure that supports the community's culture and connects to the city's values to Learn - Work - Research - Live. The Study defines new, context-sensitive standards that foster multi-modal access and connectivity, a mix of land uses, diverse housing options, and a sense of place within the community.

The study recommendations aim to strengthen the area's existing assets and characteristics while providing real strategies for implementing proposed projects over time. Recommendations are data driven and informed through community outreach and input to ensure all members have a say in the future of their city.



Community member riding along Sandra Bland Parkway
Source: Half



Prairie View A&M University entrance
Source: Half

Planning Process

This planning process included four plan phases over the course of a 10-month period. The needs assessment phase analyzed the existing conditions of Prairie View's transportation network, housing inventory, demographics, and economic conditions. The conceptual plan phase developed policies and strategies to spur development in the Study Area. The conceptual rendering phase illustrated how the proposed policies and strategies may physically impact the study area. The implementation plan provides a prioritized list of strategies to achieve the plan goals.

Robust and intentional community engagement was conducted throughout the planning process to ensure Prairie View residents were consulted and had a hand in shaping the vision and future of the Study Area.

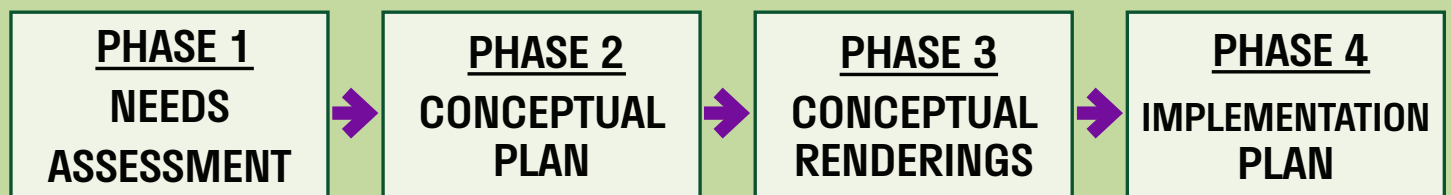
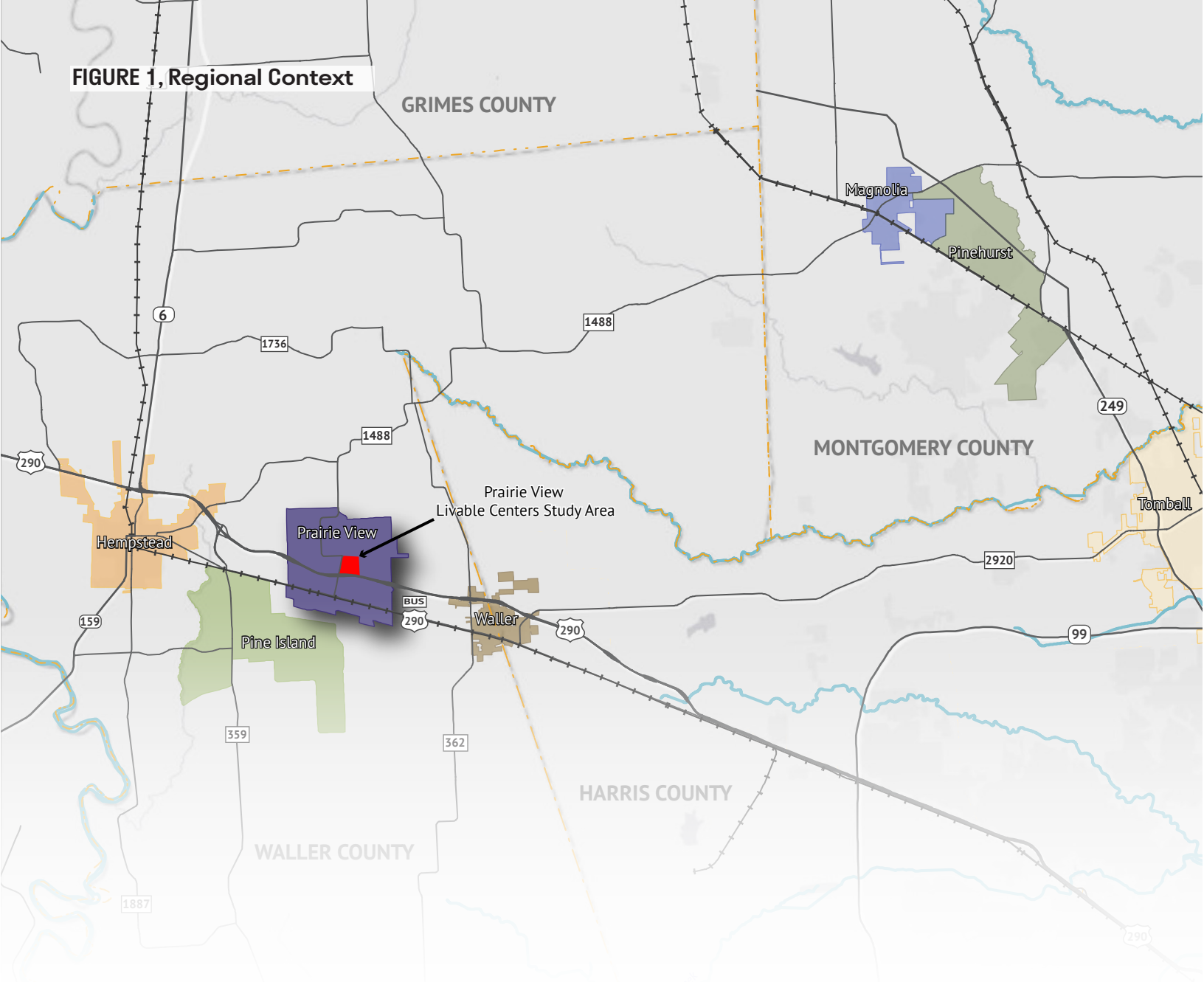


FIGURE 1, Regional Context



Regional Context

The City of Prairie View, Texas is located in Waller County approximately 50 miles northeast from Downtown Houston. Neighboring cities along U.S. Highway 290 include Waller, Hempstead, and Pine Island. Major employers in Prairie View include East Texas Precast, PVAMU, and FlowChem. Figure 1, *Regional Context*, identifies Prairie View in relation to neighboring communities in the region.

Study Area

The Prairie View Livable Centers Study Area encompasses 0.5 square miles and is bounded by Owens Road to the north, U.S. 290 to the south, Sandra Bland Parkway to the west, and Santee Street to the east. The Study Area, as depicted on the facing page in Map 1, *Study Area*, is located south of the PVAMU campus. The Study Area includes single- and multi-family homes, commercial areas, and many vacant parcels.

This area has been identified as the City's Central Business District but has not been widely developed since the city's inception in 1969. The Study Area is geographically the heart of Prairie View and serves as the gateway to the PVAMU campus off of U.S. 290. Currently, the Study Area provides student housing, single-family residential housing primarily constructed in the 1960s and 1970s, and small retail uses along Sandra Bland Parkway.



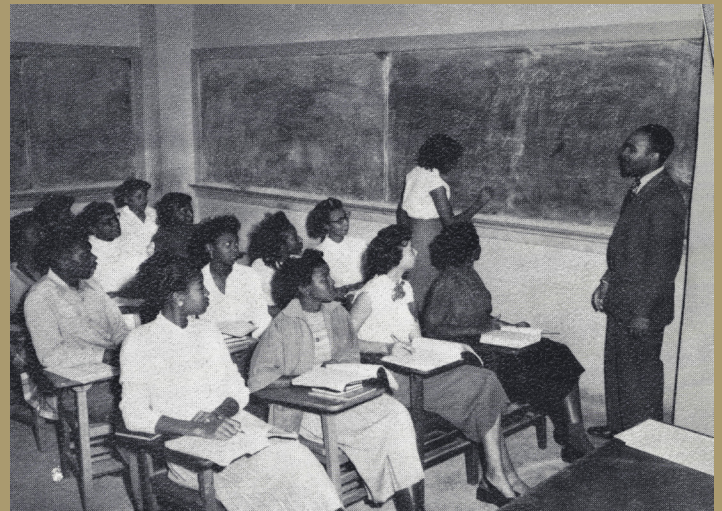
Prairie View welcome sign located on U.S. 290
Source: Half

Prairie View A&M University

Since its inception in 1876, over 80,000 people have graduated from Prairie View A&M University. There are approximately 8,500 students enrolled per semester in a variety of programs across eight academic colleges and schools including agricultural research and community services. According to *Diverse: Issues in Higher Education Magazine*, PVAMU produces the most African American architecture undergraduates and graduates in the United States.

PVAMU is home to the Texas Institute for the Preservation of History and Culture (TIPHC). The mission of the TIPHC is to collect, preserve, study, and make available for research, records, documents, artifacts, and other items relating to the history and culture of Texas with an emphasis on the contributions of African Americans throughout the state.

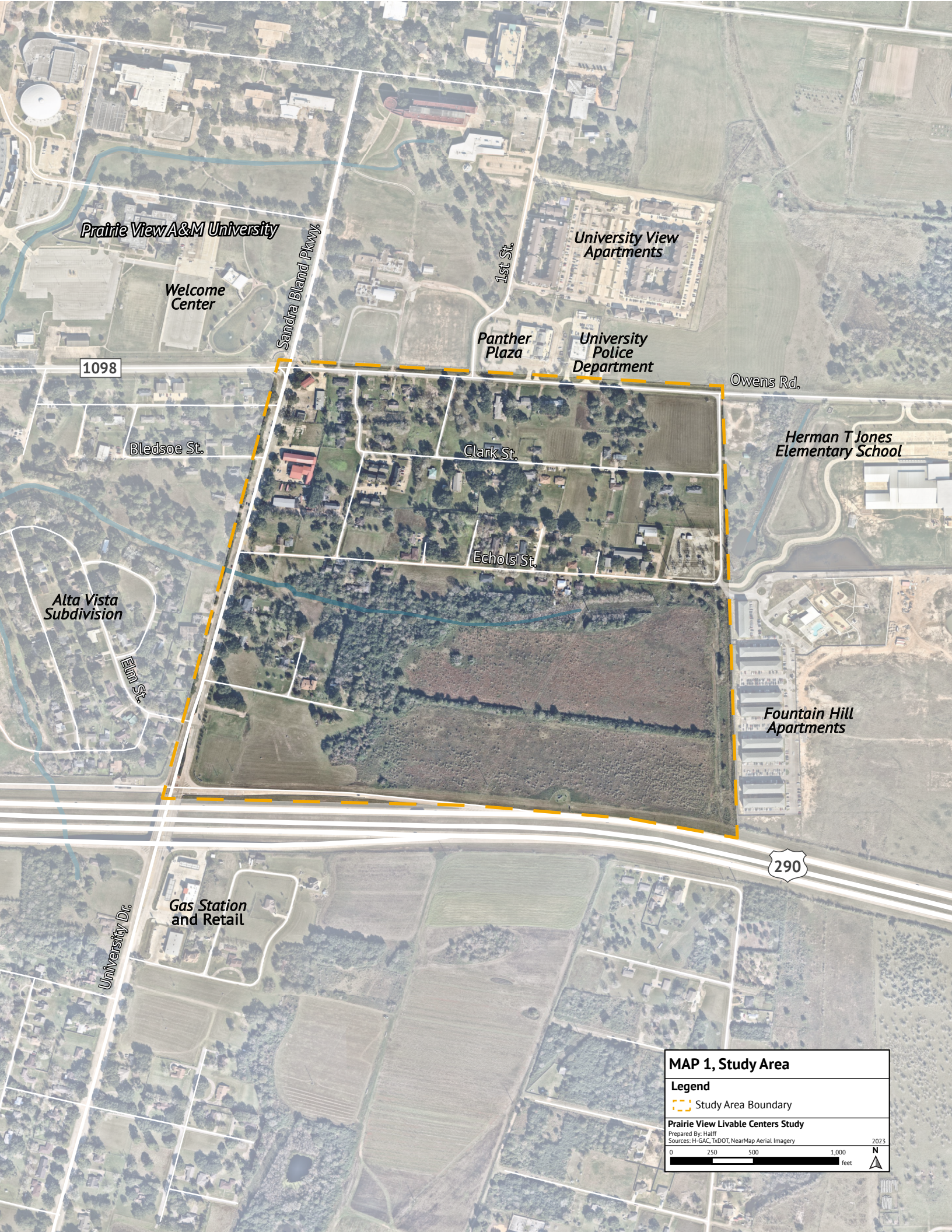
PVAMU is home to the Panthers, the University's Division I athletics organization and the Marching Storm Band. Panthers Athletics includes Men's and Women's basketball, cross country, track, tennis, and golf; Men's baseball and football, and Women's volleyball and bowling. The Marching Storm Band has been in existence for over 80 years with known history dating back as far as World War II.



Prairie View A&M University School of Education
Source: Prairie View A&M University



Marching Storm Band performing at the 2017 Macy's Thanksgiving Day Parade
Source: Prairie View A&M University



Prairie View A&M University

Welcome Center

1098

Sandra Bland Pkwy

1st St

University View Apartments

Panther Plaza

University Police Department

Owens Rd.

Bledsoe St.

Clark St.

Herman T Jones Elementary School

Echols St.

Alta Vista Subdivision

Elm St.

Fountain Hill Apartments


Gas Station and Retail

University Dr.

290

MAP 1, Study Area

Legend

-  Study Area Boundary


Prairie View Livable Centers Study

Prepared By: Half

Sources: H-GAC, TxDOT, NearMap Aerial Imagery

0 250 500 1,000 feet

2023



City of Prairie View History

The City of Prairie View, Texas is a community comprised of 7.22 square miles (4,620 acres), situated in northern Waller County and served by the major highway US 290. Prairie View is a vibrant college town, with a population of approximately 8,184 residents, and features educational, recreational, and historical tourism related businesses. The city is adjacent to the cities of Waller and Hempstead with close proximity to Houston, Austin, and College Station, Texas.

Prairie View traces its roots to Alta Vista, the plantation home of Jared E. and Helen Marr (Swearingen) Kirby. Alta Vista was one of four plantations and several small farms owned by the Kirby's in the vicinity of Best and Iron Creeks. Kirby was a colonel in the Confederate Army, and his home was General Edmund Kirby Smith's headquarters during the later phases of the Civil War. When her husband died soon after the war, Mrs. Kirby was left in debt, and in 1867, she transformed the mansion into a boarding school for young ladies called Alta Vista Institute. In 1876, she moved the school to Austin and sold Alta Vista to the State of Texas.

That year, the Fifteenth Legislature established the first public institution of higher learning for African Americans in Texas, to be located on the former Kirby plantation. The new agricultural and mechanical training school opened its doors in March 1876. Later, in April 1879, an act of the state legislature established Prairie View Normal and Industrial Training School to extend broader educational opportunities to Black youth. It opened on October 6, 1879, with 16 students. The school flourished and would later become Prairie View A&M University.

Wyatt Chapel Community Cemetery is an all-Black cemetery that was originally part of Alta Vista Plantation grounds. According to oral tradition, slaves of Alta Vista and neighboring Liendo Plantation are buried there. Liendo Plantation in recent times was open to the public for tours and events but permanently closed its doors during the COVID-19 pandemic.

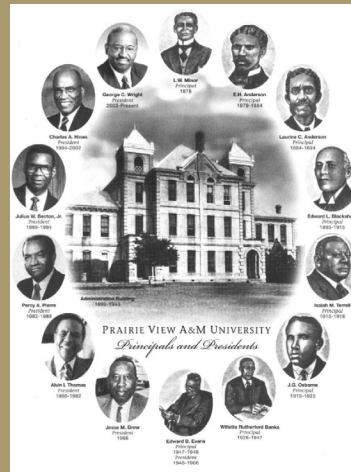
In 1892, the first post office in Prairie View was established by Duncan D. Robertson in his home, which also served as a general store for the area's Black college students and for White farmers and stock raisers. The population at this time was reported as 300.

PVAMU is the second oldest public institution of higher education in Texas, and is designated a Historically Black College and University (HBCU).

PVAMU marked its beginning during the Reconstruction Era after the Civil War as the Agricultural and Mechanical College of Texas for Colored Youths.

PVAMU currently grants both graduate and undergraduate degrees in more than 50 majors and is classified as a Doctoral/Research University by the Carnegie Foundation. As of fall 2022, PVAMU is the largest HBCU in the state and one of the largest in the country with nearly 8,500 students.

The post office was discontinued in 1938, but in 1988 mail still came to a branch office in the Prairie View A&M student center, via the Hempstead post office.



PVAMU Principals and Presidents
Source: Prairie View A&M University



PVAMU Students
Source: The Texas Tribune



PVAMU Campus Post Card
Source: The Bullock Texas State History Museum

The presence of an academic institution contributed as significantly to the area's growth as did agriculture. In the late 1980s, the town remained both a college and agricultural community. It got its water from the PVAMU water system and was dependent upon the university for fire protection, ambulance service, and medical service. Local farmers produced corn, melons, and other commercial crops and benefited from the expertise available from the school's agricultural department. Prairie View citizens voted to incorporate in the spring of 1969, electing W. D. Thompson as their first mayor. The town had six churches, retail businesses, the Waller ISD Junior High School, and a bus station.

In 2000, the Academic Development Initiative took effect which was an agreement between the State of Texas and the U.S. Department of Education Office of Civil Rights to remove all vestiges of segregation at Prairie View and funding was provided for three new buildings on campus.

PVAMU continues to be the epicenter of this small town, maintaining much of the historical, economic, and community contributions in the area.



PVAMU Band
Source: The Texas Tribune



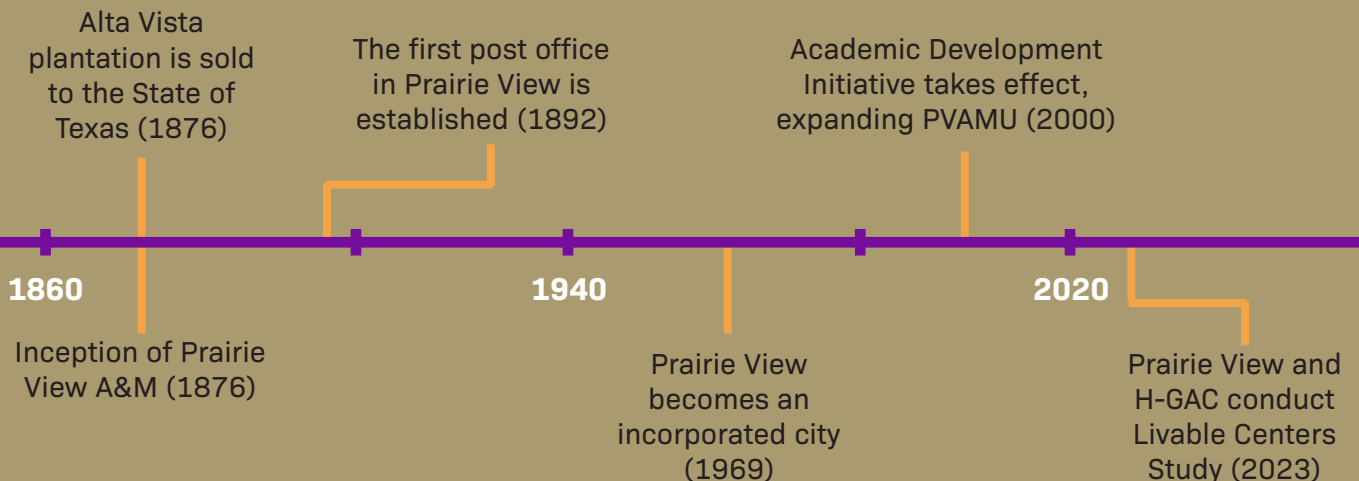
Season's Greetings From Prairie View A & M University

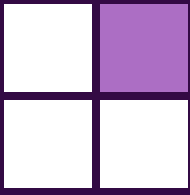
1972 PVAMU Greeting Card
Source: University of Texas Arlington Library



Class at PVAMU
Source: Prairie View A&M University

Community Timeline





chapter two

NEEDS ASSESSMENT

“The community feel and quality of life is what is most important to me. We need a close, family vibe to keep our community alive!”

- Community Survey Respondent

Overview

An inventory and evaluation of existing conditions in the Study Area served as the starting point and provided valuable insight into the community. This analysis includes a demographic overview, land use and housing characteristics, transportation and mobility, environmental considerations, and market economic analyses.

Demographic information was retrieved from the U.S. Census Bureau for the entire City of Prairie View to ensure all residents’ needs are interwoven through an actionable improvement plan. Accompanied by public feedback and outreach, this analysis helped guide the recommendations proposed in Chapter 4, *Conceptual Plan*.

DEMOGRAPHICS



Data retrieved from the U.S. Census Bureau 2017-2021 American Community Survey (ACS) 5-Year Estimates was used to analyze the demographics of the City of Prairie View. According to the ACS data, the estimated population of Prairie View is approximately 8,184 people. There are over 3,500 people living in group quarters within the City of Prairie View. This is likely attributed to student housing and dorms. According to the U.S. Census Bureau, Group Quarters populations are defined as all people living in a group arrangement that is owned or managed by an entity, such as a college or university, that provides housing and/or other services for the residents.

Over 82 percent of Prairie View’s population is Black or African American, demonstrated in Figure 2, *Race*. Approximately 11 percent of the population identifies as another race. The remaining residents are White or Two or More Races.

As shown in Figure 3, *Age*, residents of Prairie View are relatively young, between the ages of 19 and 24. This is likely attributed to PVAMU being a major attractor for students and educators to move to Prairie View. Most of the college-aged population is assumed to be seasonal residents, living in student housing during the school year and moving away during the summer. Without the student population, the remaining population is mostly comprised of families and elderly adults.



8,184

Total Population

Group Quarters Population: 3,510
(residents living in on-campus dorms, nursing facilities, treatment centers, etc.)

FIGURE 2, Race

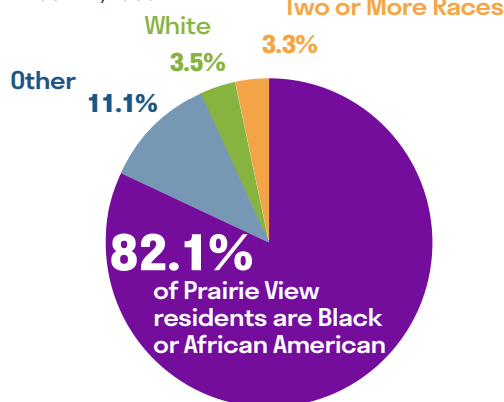
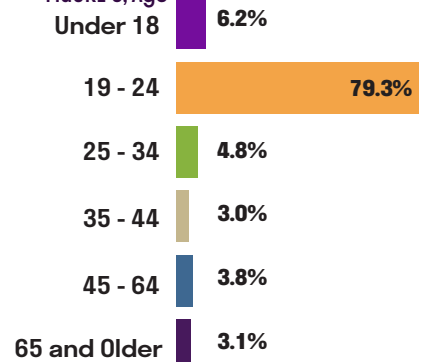


FIGURE 3, Age



Tapestry Segmentation

Esri's Business Analyst Tapestry Segmentation was utilized to better understand the City of Prairie View based on psychographic characteristics. This information provides a snapshot of different household types that are in the city and allows decision makers to better understand the typical household's demographic and socioeconomic characteristics including information on lifestyle, habits, interests, and their associated needs.

The top three tapestry segments, comprising nearly 98 percent of households in Prairie View, are characterized as College Towns, Down the Road, and Green Acres. Esri's Business Analyst suggests that these community segments are a

mix of residents enrolled in college, young couples just starting families, and older married adults. Many individuals in these segments have some college education or a degree. This area could be characterized as semi-rural with single family homes, mobile homes, and some apartments.

Most of these households in the top three tapestry segments reside in homes built before 1980 and earn a median household income of less than \$50,000 annually. Financially, many households tend to make thrifty purchases and are cautious consumers.

Table 1, *Esri Tapestry Segmentation*, represents the tapestry segments identified throughout the City of Prairie View.

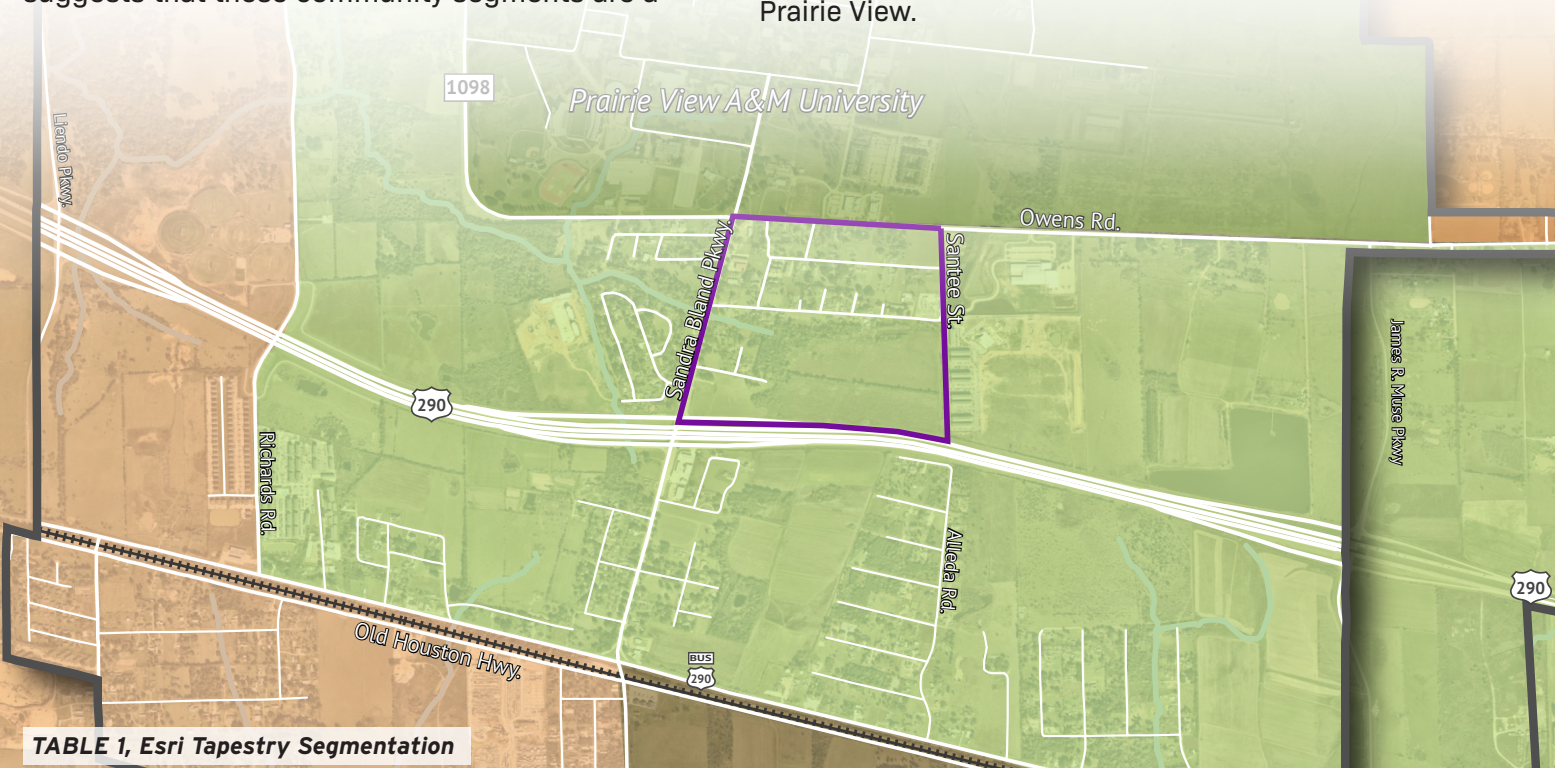


TABLE 1, Esri Tapestry Segmentation

Tapestry Segment	Overview	Socioeconomic Trends
College Towns (52.3%)	These residents are currently enrolled in college or work for a college or the services that support it. These are mostly nonfamily households comprised of student housing and local residences.	Limited incomes result in thrifty purchases. Seek out variety and adventure in their lives.
Down the Road (41.0%)	These residents reside in a mix of low-density, semi-rural neighborhoods in large metropolitan areas. Mostly married couples or single-parent households living in older homes.	Nearly 41% have some college education or a degree. Workers are primarily in service, retail trade, manufacturing, or construction industries.
Green Acres (5.3%)	These residents are avid do-it-yourselfers living in rural enclaves in metropolitan areas. Primarily older married couples, most with no children at home.	More than 60% are college educated. Residents are active in their communities and a variety of organizations.
Dorms to Diplomas (0.9%)	These residents are currently enrolled in college. Householders are commonly students living alone or with roommates; many bike, walk, or carpool to class.	Limited incomes result in more strict budgets. Values include socializing, entertainment, and education.
Southern Satellites (0.5%)	These residents are typically slightly older, married-couple families who own their own homes. Employed in manufacturing, health care, and construction industries.	Nearly 40% only have a high school diploma. Concerned about the cost of goods, rather than quality.

LAND USE AND ZONING

Understanding land use and development character is essential to plan for community resiliency, economic vitality, transportation mobility, and open space preservation that is compatible with the preferred character of the community.

An area’s land use represents the economic and cultural activities (e.g., agricultural, residential, industrial, etc.) that are practiced at a given place. As shown in Table 2, *Existing Land Use*, and the accompanying map, Map 2, *Existing Land Use*, the majority of land in the Study Area is currently undeveloped or vacant. Concentrations of single-family residential and multi-unit residential land uses can be found along Clark Street and Echols Street. There are nine commercial land uses, mostly along Sandra Bland Parkway, in the Study Area including A&M Food Mart, Subway, and A&M Grill Halal.

Approximately 94-acres (72 percent) of the Study Area are undeveloped or vacant properties. The largest vacant property is owned by PVAMU and has promising development potential. Other vacant areas are well suited for infill development.

Zoning is a regulatory tool for controlling the built environment by dividing land, permitting particular land uses, and enabling various types of development, all of which shape the character of a community. According to the City of Prairie View’s Code of Ordinances and Regulations, there are certain building setback requirements and height restrictions that must be taken into account within the Study Area. Therefore, it is important to consider what types of land uses are appropriate within the Study Area boundary, along with any necessary changes required to accommodate recommendations from this study.

As shown in Table 3, *Existing Zoning*, most of the Study Area is zoned for multiple family residential and general commercial. Multiple family residential land uses allowed within the Study Area range from two- to four-family attached dwellings (R-2 zoning) to medium density apartments, row houses, or townhomes (R-3 zoning).



Examples of undeveloped/vacant land in the Study Area
Source: Half



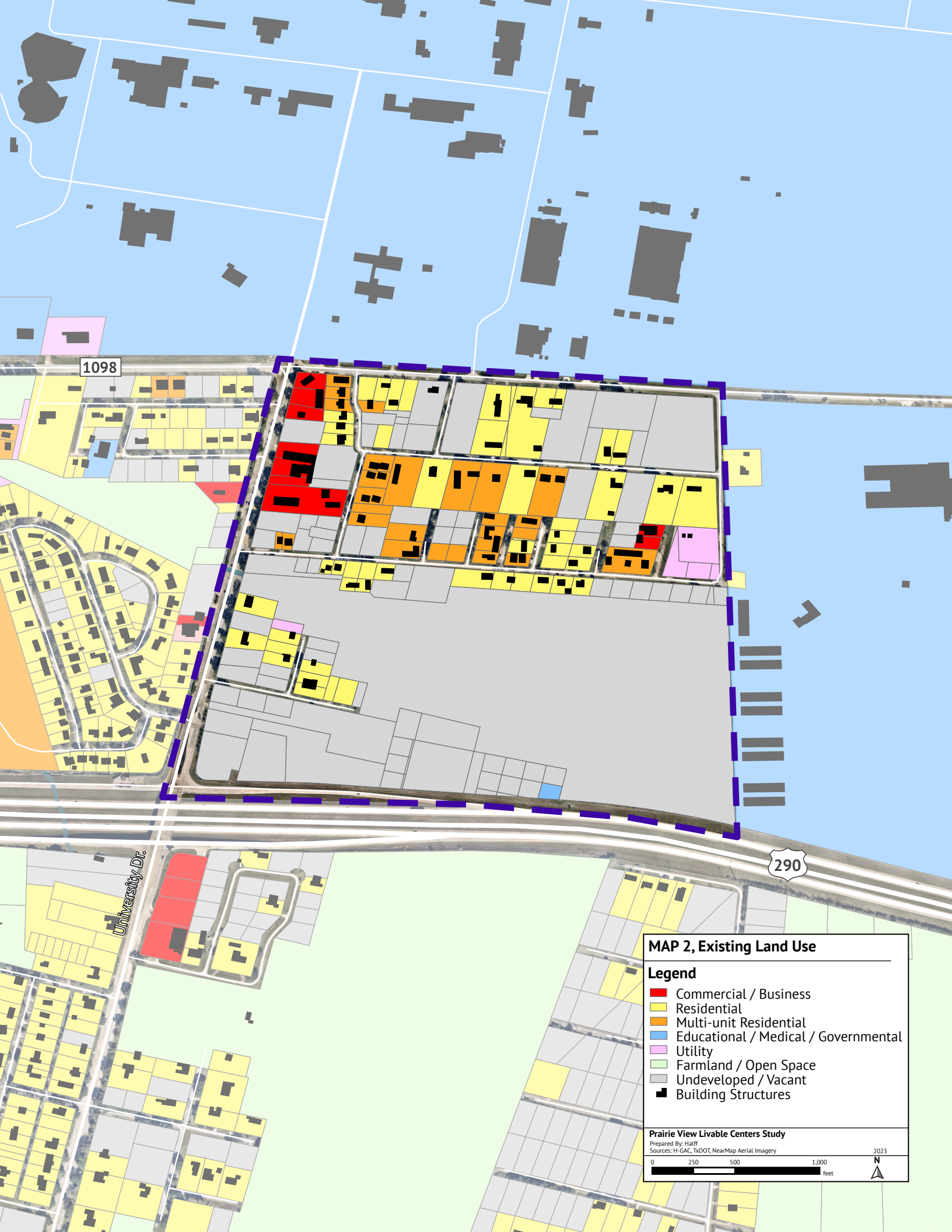
Examples of commercial land uses along Sandra Bland Parkway
Source: Half

TABLE 2, Existing Land Use

Land Use Within Study Area	Acres	Number of Parcels	Percent of Total Study Area
Commercial / Business	4.35	9	3.3%
Residential	12.37	29	9.4%
Multi-Unit Residential	18.21	49	13.9%
Education / Medical / Governmental	0.22	1	0.2%
Utility	2.11	7	1.6%
Farmland / Open Space	0.00	0	0.0%
Undeveloped / Vacant	93.95	85	71.6%

TABLE 3, Existing Zoning

Zoning Within Study Area	Zoning Code	Acres	% Acres
Single Family Residential	R-1	16.46	12.1%
Multiple Family Residential	R-2	39.6	29.1%
Multiple Family Residential	R-3	33.72	24.7%
Commercial Center	CC	0	0.0%
Neighborhood Commercial	NC	0	0.0%
General Commercial	GC	41.05	32.0%
Agricultural Residential	AG	0	0.0%



1098

University Dr.

290

MAP 2, Existing Land Use

Legend

- Commercial / Business
- Residential
- Multi-unit Residential
- Educational / Medical / Governmental
- Utility
- Farmland / Open Space
- Undeveloped / Vacant
- Building Structures

Prairie View Livable Centers Study
Prepared By: Half
Sources: H-GAC, TxDOT, NearMap Aerial Imagery

0 250 500 1,000 feet

2023

N

HOUSING

According to the U.S. Census Bureau, there are nearly 1,300 housing units within the City of Prairie View. Approximately 80 percent of homes in Prairie View are renter-occupied. This is likely attributed to the high concentration of student-oriented housing. This high concentration of rental units limits homeownership opportunities in Prairie View. With an estimated growth rate of 4.25 percent, access to safe and affordable housing will be a high priority for those looking to establish their roots in Prairie View.

Style and Price Range

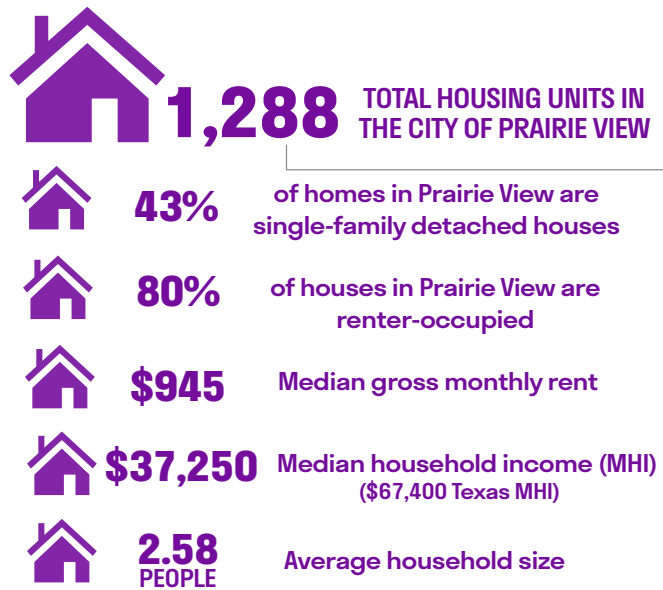
Prairie View’s current housing stock is comprised of mostly single-story ranch style homes and duplexes built between the 1960s and 1970s. Newer apartment complexes and townhomes have been built to accommodate the growing college population. According to the U.S. Census, median gross rent in Prairie View is \$945. According to the U.S. Census, the median value for a home in Prairie View is around \$220,000. For comparison, the median value for homes in Waller County is nearly \$380,000, and homes in the City of Houston have a median value of \$340,000.

Single-Family Homes

Approximately 43 percent of homes in Prairie View are single-family detached houses. New housing developments such as Beacon Hill along Owens Road is projected to build approximately 900 new homes, as well as restaurants, retail, and office spaces along the U.S. 290 corridor. Construction for this development is slated for completion in 2024.

Apartments and Student Housing

As mentioned on Page 11, 14 percent of the Study Area is occupied by multi-family residential land uses, such as duplexes, triplexes, townhomes, and apartments. These housing typologies mostly cater to students of PVAMU, but provide additional housing options for other community members looking to live in Prairie View. Newly built apartments in Prairie View include The Gates on Elm Street, Fountain Hill Apartments on Santee Street, and the Panther Hill Apartments on Richards Road. While many land uses in the Study Area are classified as multi-family residential, many complexes appear to be abandoned and vacant, creating opportunity for infill development or rehabilitation of existing structures. With demographics ranging from college students to retirees, Prairie View needs a wide array of housing options to meet the needs of all residents at all stages of life.



Multi-unit home in the Study Area
Source: Half



Vacant and abandoned apartment complex along Echols Street
Source: Half



Panther Quarters Townhomes along Thompson Drive
Source: Half

MOBILITY



Public Transit

While residents in the City of Prairie View mostly rely on personal vehicle ownership for transportation needs, there is need for diverse and sustainable transportation options, such as buses, scooters, or bicycles. This section outlines existing public transit options available to the City of Prairie View.

Prairie View A&M Shuttle

The PVAMU shuttle service is a transportation service provided by the university to assist students, faculty, and staff in navigating the campus and surrounding areas. The shuttle service is designed to provide convenient and reliable transportation options for individuals associated with the university. Shuttle services only operate during class times and do not operate during holidays. PVAMU provides On- and Off-campus Shuttles, an Airport Shuttle, and Bus Shuttles which are described below.

- On-Campus Shuttle – the Panther Route operates Monday through Friday from 7:30AM to 4:00PM and stops at designated stops around campus. The Panther Route takes an average of 15 minutes to travel around campus.
- Off-Campus Shuttle – provides students living off campus transportation to designated off campus housing locations from the Memorial Student Center (MSC). The service operates Monday through Friday from 7:30AM to 4:45PM. On Tuesdays and Thursdays, by request only, the Off-Campus Shuttle provides students service to Walmart, Brookshire Brothers, HEB, Farmers Market, and the Houston Premium Outlets (Cypress).
- Airport Shuttle – provides service to George Bush Intercontinental Airport and William P. Hobby Airport. Students must submit a Student Special Run Request Form to receive service.

- Bus Shuttles – Bus shuttle transportation services offers shuttles to intercity bus stations such as Mega Bus and Greyhound.

Colorado Valley Transit

Colorado Valley Transit Authority (CVTA) is a rural transit district organized under Chapter 458 of the Texas Transportation Code and is responsible for transit services in a 3,200 square mile four-county area surrounding Houston. The transportation district serves the city of Columbus and surrounding areas in Colorado County, Texas. CVTA was established in 1986 and serves Austin, Colorado, Waller, and Wharton Counties.

CVTA provides the following transit services:

- Demand Response Service: door-to-door and curb-to-curb service with a 24-hour advanced reservation.
- Deviated Route Service: inner city, within a county, or county-to-county; routes may deviate off the published route as applicable to pick up/drop off passengers.
- Vanpool Employment Transportation (Star): a convenient, safe, and affordable employment transportation solution for six to 15 people who live and work in the same area with similar schedules, traveling more than 15 miles from home to work to form a customized route.

Within Waller County, CVTA currently operates demand response service in Brookshire, Hempstead, Prairie View, PVAMU, Waller, Pattison, Monaville, and Pine Island. This service provides door-to-door or curb-to-curb service Monday through Friday from 8:00AM to 5:00PM. A 24-hour advance notice is required to use the service. CVTA has planned future deviated fixed routes in Waller County for Brookshire, Hempstead, Prairie View, Prairie View A&M University, and Waller.

CVTA operates a regularly scheduled bus route within Prairie View connecting the Main Campus to Business U.S. 290, Prairie View Cricket Complex, and the Study Area. The current route follows Sandra Bland Parkway with two dedicated in-bound and out-bound bus stop locations at Owens Road. As further studies are conducted, CVTA and Prairie View should consider optimizing route alignments, particularly as the Fountain Hill Apartments and The Gates at Prairie View student housing developments are constructed.



PVAMU Shuttle Bus

Source: Prairie View A&M University

Roadway Typologies and Circulation

In total, there are 3.13 miles (16,545 feet) of roadway adjacent and within the Study Area, as detailed in Table 4, *Thoroughfare Characteristics*. Three major non-local roadways run along the north, west, and south sides of the Study Area.

A. U.S. 290: A TxDOT-maintained controlled access facility, which is the southern boundary of the Study Area consisting of four lanes heading east and west. Frontage roads along U.S. 290 do not currently exist. TxDOT has a planned addition of lanes on U.S. 290 within their Four-Year Projects list, but does not explicitly list the addition of Frontage Road along the southern boundary of the Study Area.

B. FM 1098 / Sandra Bland Parkway: A TxDOT maintained roadway which is the primary access to PVAMU and the Study Area. This is the only roadway in the Study Area to have complete curb and gutter facilities, dedicated bicycle lanes, sidewalks, and a median. The median provides dedicated non-signalized left turn lanes for vehicles heading either east of west onto adjacent streets.

C. Owens Road: A local roadway which is a major east-west route connecting to State Loop 1098 and additional roadway facilities connecting to U.S. 290 to the east. Owens Road is classified as a Minor Collector by TxDOT, but lacks pedestrian facilities and curb and gutter typical to a Minor Collector.

The other 1.67 miles (8,840 feet) of roadways within and adjacent to the Study Area are locally maintained (City of Prairie View) two-lane roadways which do not feature curb and gutter or sidewalk facilities. The Right-of-Way (ROW) of these local roadways are 40-feet with typically 20-16 feet of roadway pavement and five feet of open drainage within the remaining ROW. Owens Road, Clark Street and Echols Street provide primary east west directional travel, while Sandra Bland Parkway and Santee Street provide primary north-south directional travel. There is currently no roadway internal to the Study Area which provides complete north-south connectivity. Echols Street does feature a curb for most of its length, but not does have proper shoulder buffers or drainage facilities. The curb along Echols is damaged or has significant overgrowth in many locations. Thompson Drive has a 16-foot pavement width and no curb and gutter south of Clark Street, but has a 36-foot pavement and full curb and gutter north of Clark Street.

TABLE 4, Thoroughfare Characteristics

Roadway	Classification (TxDOT & Waller Co.)	R.O.W. (ft.)	Roadway Width (curb to curb) [ft.]	Curb and Gutter Conditions	Lanes (n)	Median	Bicycle Lanes	Sidewalks	Speed Limits (TxDOT) [mph]
U.S. 290	Principal Arterial	330-415	N/A	No	4	Divided	No	No	70
Sandra Bland Parkway / University Drive	Major Collector / Thoroughfare	125	65	Yes	4	Yes (Left Turn Lanes)	Yes (4. ft.)	Yes (6 ft.)	45 / 35
Owens Road	Minor Collector / Thoroughfare	75	25	No	2	No	No	No	35
Santee Street	Local	40	20	No	2	No	No	No	30
Hawkins Street	Local	40	16	No	2	No	No	No	30
Echols Street	Local	40	20	Partial	2	No	No	No	30
Clark Street	Local	40	20	No	2	No	No	No	30
Williams Street	Local	40	14	No	2	No	No	No	30
Thompson Drive	Local	40	16 & 32	Partial	2	No	No	No	30
Lawson Street	Local	40	16	No	2	No	No	No	30
Richard Street	Local	40	16	No	2	No	No	No	30
Charleston Street	Local	40	16	No	2	No	No	No	30
Hargest Street	Local	40	16	No	2	No	No	No	30
Henderson Street	Local	40	17	No	2	No	No	No	30
Totals	16,545								



Prairie View A&M University

Sandra Bland Pkwy

1st St.

1098

Bledsoe St.

Thompson Dr.

Hawkins St.

U.M. St.

University Dr.

Clark St.

Clark St.

Echols St.

Owens Rd.

Santee St.

290

MAP 3, Thoroughfare Characteristics

Legend

Right of Way Width

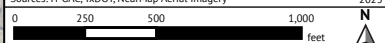
- 125-feet
- 75-feet
- 40-feet

Transportation-based Facilities

- Bicycle Lane
- Sidewalk
- Stop Sign
- Traffic Light
- Colorado Valley Transit Authority (CVTA) Bus Route
- CVTA Bus Stop

Prairie View Livable Centers Study

Prepared By: Half
 Sources: H-GAC, TxDOT, NearMap Aerial Imagery
 2023



Traffic

Traffic counts, acquired by TxDOT and H-GAC, have been conducted on three roadways: U.S. 290, Sandra Bland Parkway, and Owens Road. It is assumed that other roadways, which are more local in character and capacity, receive less than the following three roadways which provide primary access to the Study Area.

- U.S. 290 receives the most daily traffic at 43,273 (2021), which is a 14.7 percent increase from 2016.
- Sandra Bland Parkway receives 12,000 (2021) vehicles per day, which is a 11.55 percent increase from 2016.
- Owens Road receives 4,143 (2021) vehicles per day, which is a 10.13 percent increase from 2016.



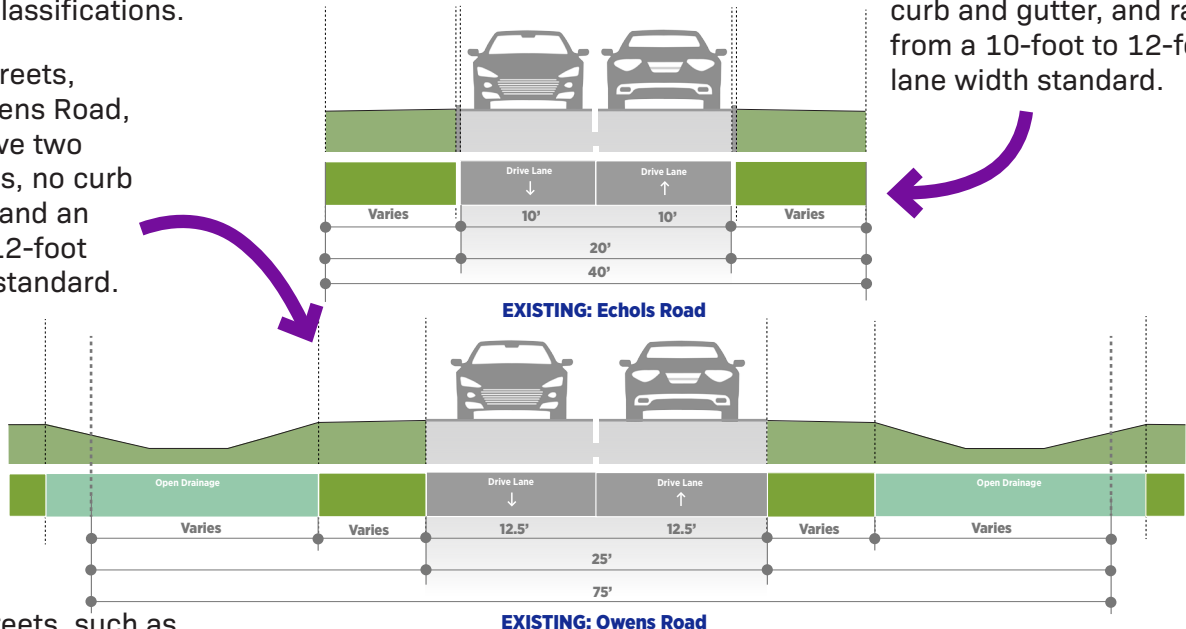
Sandra Bland Parkway
Source: City of Prairie View

Existing Street Typologies

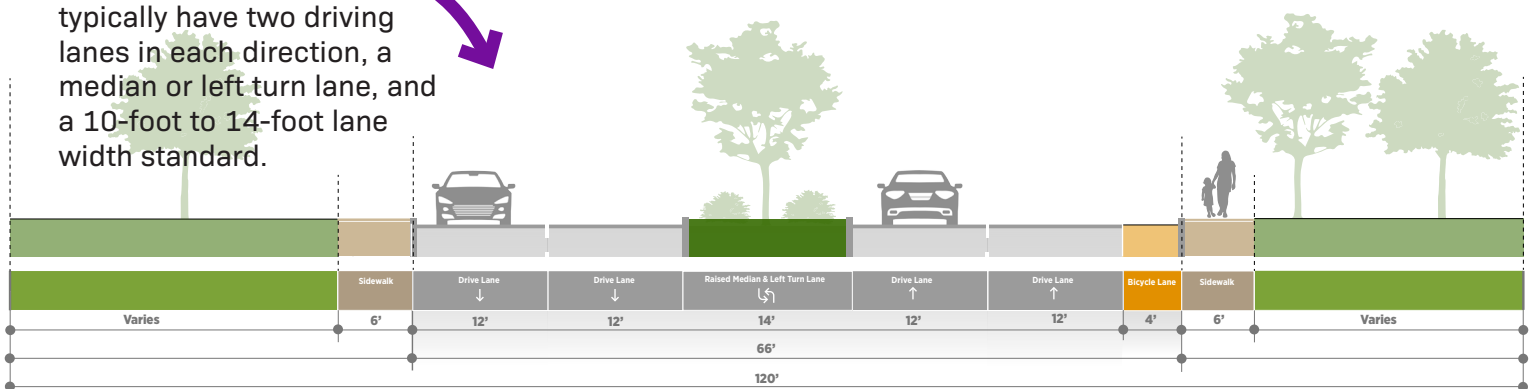
The City of Prairie View Code of Ordinances (Article 6, Section 3.1C) describes that roadways shall be classified as arterials, collectors, or local streets. The below street-sections depict the existing rights-of-way and facility widths typical of the Study Area in each of the three described classifications.

Collector Streets, such as Owens Road, typically have two driving lanes, no curb and gutter, and an 11-foot to 12-foot lane width standard.

Local Streets, such as Echols Road, typically have two driving lanes, partial or no curb and gutter, and range from a 10-foot to 12-foot lane width standard.



Arterial Streets, such as Sandra Bland Parkway, typically have two driving lanes in each direction, a median or left turn lane, and a 10-foot to 14-foot lane width standard.



Active Transportation Facilities and Intersections

Currently, only Sandra Bland Parkway has dedicated bicycle lanes. These lanes run in both directions between two lanes of travel and street curb. The lanes are four-and-a-half-feet wide and are unprotected only featuring a painted buffer. The bicycle lanes currently terminate at U.S. Business 290 on the south end and at L.W. Minor Street on the north end, in the heart of the PVAMU campus.

Sandra Bland Parkway is the only roadway with sidewalks which are six feet in width. If a pedestrian is using the sidewalks and wants to cross Sandra Bland Parkway, there is only one dedicated crosswalk at Owens Road. Residents of the Fountain Hill Apartments and the Gates do not have sidewalk connections to the PVAMU campus or commercial land uses.

Only two signalized intersections exist within the Study Area: at U.S. 290 and Sandra Bland Parkway; and at Sandra Bland Parkway and Owens Road. The intersection at Owens Road features complete crosswalks and push-button signalization, while the U.S. 290 intersection has no pedestrian facilities. All roadways internal to the Study Area yield to higher capacity roadways on the boundary of the Study Area, such as at Echols and Sandra Bland Parkway.



Student skateboarding along Sandra Bland Parkway
Source: City of Prairie View

TABLE 5, Intersections

Intersections	Intersection Type	Primary Through Street	Restrictions	Crosswalk	Pedestrian Signals
Sandra Bland Parkway / U.S. 290	Signal Light (4-Way)	U.S. 290		No	No
Sandra Bland Parkway / Elm Street	Stop Sign (for Elm)	Sandra Bland		Yes	No
Sandra Bland Parkway / Hawkins Street	Stop Sign (for Hawkins)	Sandra Bland		Yes	No
Sandra Bland Parkway / Echols Street	Stop Sign (for Echols)	Sandra Bland		Yes	No
Sandra Bland Parkway / Bledsoe Street	Stop Sign (for Bledsoe)	Sandra Bland		Yes	No
Sandra Bland Parkway / Dooley Street	Stop Sign (for Dooley)	Sandra Bland	No Left Turn	Yes	No
Sandra Bland Parkway / Owens Road	Signal Light (4-Way)	N/A		Yes	Yes
Owens Road / Thompson Drive	Stop Sign (for Thompson)	Owens		No	No
Owens Road / Lawson Street	Stop Sign (for Lawson)	Owens		No	No
Owens Road / 1st Street	Stop Sign (for 1st)	Owens		No	No
Owens Road / Santee Street	Stop Sign (for Santee)	Owens		No	No
Hawkins Street / Williams Street	No Signage	Hawkins		No	No
Echols Street / Thompson Drive	No Signage	Echols		No	No
Echols Street / Richard Street	No Signage	Echols		No	No
Echols Street / Charleston Street	No Signage	Echols		No	No
Echols Street / Hargest Street	No Signage	Echols		No	No
Echols Street / Henderson Street	No Signage	Echols		No	No
Echols Street / Santee Street	Stop Signs (4-Way)	N/A		No	No
Clark Street / Thompson Drive	No Signage	Thompson		No	No
Clark Street / Lawson Street	No Signage	Clark		No	No
Clark Street / Santee Street	No Signage	Santee		No	No

Existing Thoroughfare and Intersection Characteristics

Sandra Bland and Owens



Sandra Bland Parkway



Owens Road



Owens Road

Residential Roadways



Echols Street



Echols Street



Henderson Street

Open Ditch Drainage



Owens Road



Santee and Echols Street



Clark Street and Thompson Drive

Intersections



Sandra Bland Parkway and U.S. 290



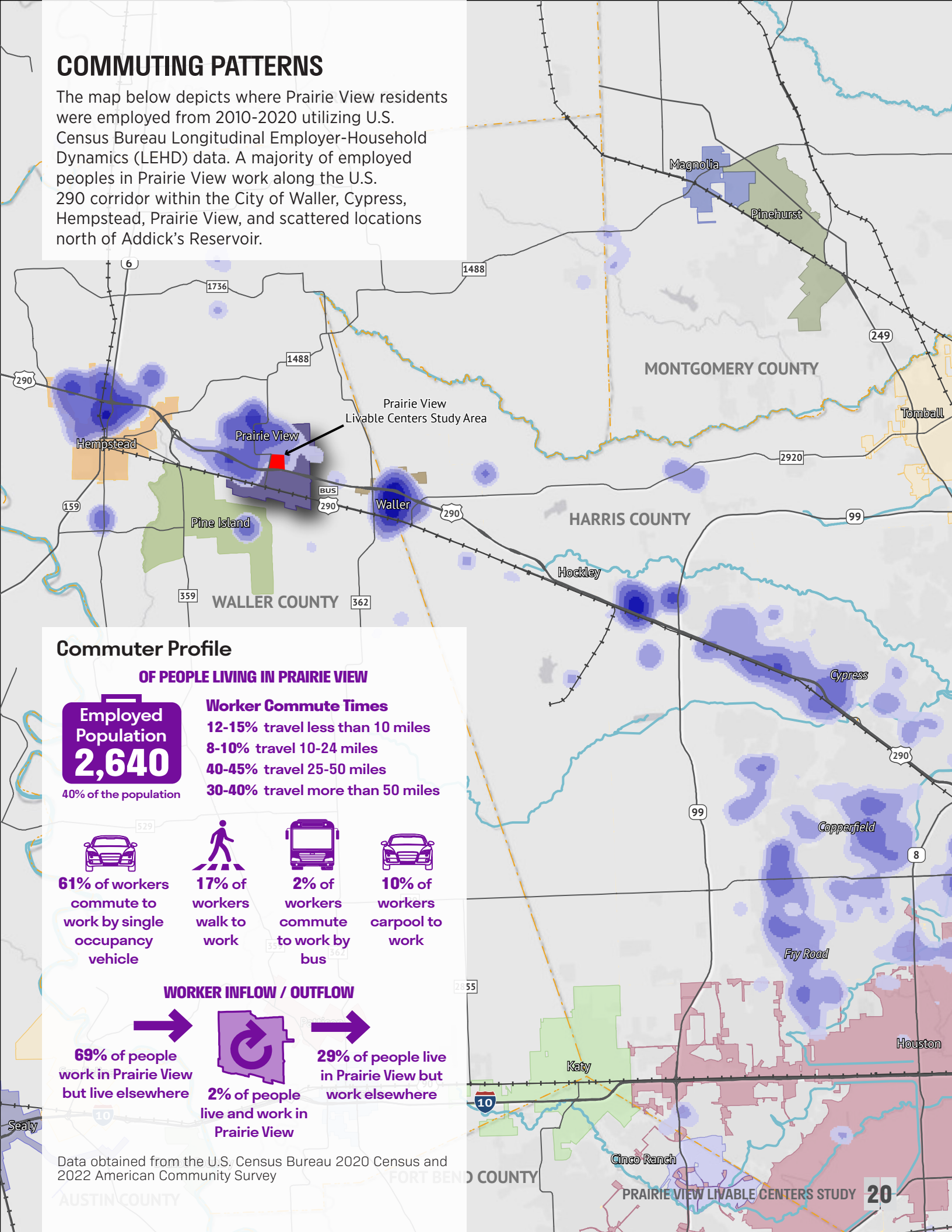
Sandra Bland Parkway and Echols Street



Sandra Bland Parkway and Owens Road

COMMUTING PATTERNS

The map below depicts where Prairie View residents were employed from 2010-2020 utilizing U.S. Census Bureau Longitudinal Employer-Household Dynamics (LEHD) data. A majority of employed peoples in Prairie View work along the U.S. 290 corridor within the City of Waller, Cypress, Hempstead, Prairie View, and scattered locations north of Addick's Reservoir.



Commuter Profile

OF PEOPLE LIVING IN PRAIRIE VIEW

Employed Population
2,640
40% of the population

Worker Commute Times
12-15% travel less than 10 miles
8-10% travel 10-24 miles
40-45% travel 25-50 miles
30-40% travel more than 50 miles



61% of workers commute to work by single occupancy vehicle



17% of workers walk to work



2% of workers commute to work by bus



10% of workers carpool to work

WORKER INFLOW / OUTFLOW

69% of people work in Prairie View but live elsewhere



2% of people live and work in Prairie View

29% of people live in Prairie View but work elsewhere

Data obtained from the U.S. Census Bureau 2020 Census and 2022 American Community Survey

ENVIRONMENTAL CONSIDERATIONS



Natural Functions

The Study Area is located at the headwaters of two minor tributaries of Pond Creek which eventually falls into Clear Creek and the Brazos River. One tributary runs parallel to Echols Street, creating a small wetlands zone near the San Bernard Electric substation, while the other tributary is a ditch along Santee Street and Herman T. Jones Elementary School. The site has one area of floodplain, south of Sandra Bland Parkway and Echols Street, with a 1% chance (500-year) of flooding each year. As shown in Figure 4, *Contour Elevation*, the Study Area has an elevation difference of 28-feet, with two high points on the north and south edges of the site at 282 feet. The site gradually slopes down to the west towards Sandra Bland Parkway in the center of the site.

Benefits of Parks Planning and the Waller County Parks, Trails, and Open Space Master Plan

Planning for parks and recreational facilities such as ball fields, trails, programs, and playground equipment is foremost a way of increasing residents' quality of life. Parks provide a space for respite, exercise, community building, environmental preservation, flood reduction, and helps increase property values.

The Waller County Parks, Trails, and Open Space Master Plan, developed in 2021, works to harness these benefits through providing a plan for parkland development, infrastructure improvement, trail and bicycle facility construction, landscape preservation, and sports / recreational tourism.

The County Parks Plan proposes a number of recommendations, which include:

- Preserving lands within floodplains and with ecological and environmental value
- Developing a system of trails connecting major population centers, especially along U.S. 90 and U.S. Business 290
- Developing community parklands along U.S. Business 290 near Downtown Hempstead, Waller, and in Prairie View
- Developing bicycle lanes along Owens Road, Richards Road, FM 1098, and Wyatt Chapel Road
- Utilizing closed landfills, land dedications, and Private Land Agreements as a means of developing parkland

Built Functions

Open ditch drainage is found along a large portion of roadways without curb and gutter within and adjacent to the Study Area. Echols Street, which does have a curb, does not have a complete gutter drainage system, potentially resulting in water run-off issues on the western low-lying portion of the site.

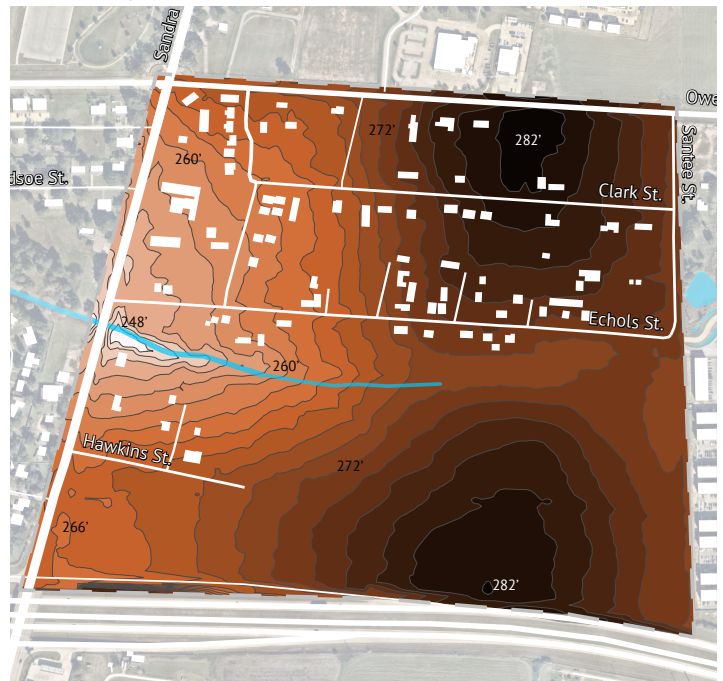
Overhead power and telephone lines, connected to the substation at Santee Street and Echols Street run along major roadways within the site. Large regional wire towers run northeast to southwest along the eastern side of the Study Area.

Existing Parkland

Prairie View's only park, Tappscott Park, is located along U.S. 290 and is not accessible by sidewalk to nearby residents. The park features a swing-set, jungle gym, restrooms, a splashpad, and picnic tables.

This means that there is 505 square feet of parkland per every 100 residents. The National Recreation and Park Association's Park Metrics has assessed for municipalities of less than 20,000 residents, that there is on average 0.5-acres to 1.8-acres per 100 residents, placing Prairie View well below the lower-quartile of similar communities.

FIGURE 4, Contour Elevation





MAP 4, Environmental Review

- Legend**
- Hydrological Features*
- Water Body / Stream
 - Drainage Channel
 - 500-Year Flood Plain
 - Wetlands
- Land-Based Features*
- Contour Elevation (2 ft.)
 - Tree Canopy Zone
- Constructed Features*
- Building Structures
 - Overhead Utility Lines

Prairie View Livable Centers Study
 Prepared By: Half
 Sources: H-GAC, TxDOT, NearMap Aerial Imagery, TNRS, TCEQ

0 250 500 1,000 feet

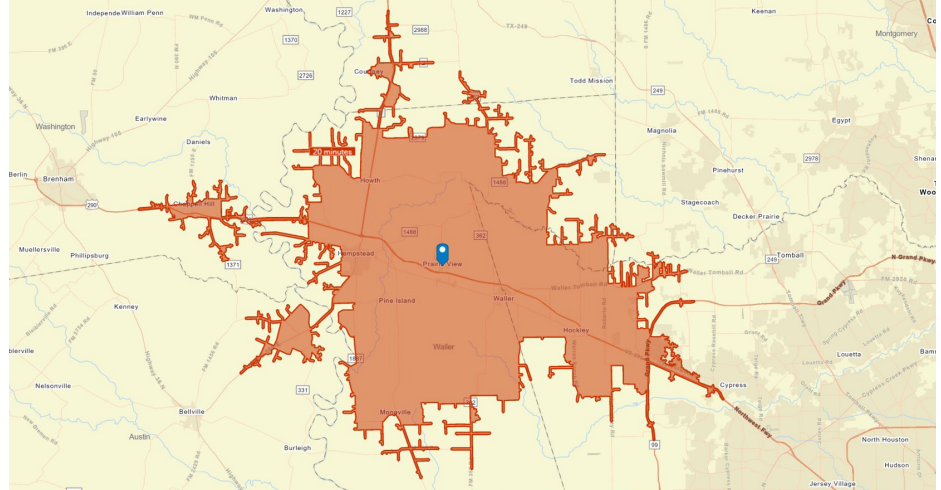
2023

MARKET ASSESSMENT



The market opportunities in the Study Area are influenced and determined by supply and demand factors of a larger competitive region, wherein consumers of goods and services have a range of alternatives to meet their needs. Due to the low-density nature of the northern Waller County communities and their adjacency to predominantly rural and suburban areas, a 20-minute drive radial was used to create the Primary Market Area (PMA) and assess the consumer market demand.

FIGURE 5, Primary Market Area



Single-family Housing Market

According to the 2020 US Decennial Census, there are 134 housing units in the Study Area. This is up from 87 units in 2000, and demonstrates an annual growth rate of 2.18 percent from 2000-2020. The PMA includes 19,479 units in 2020, close to double the 10,258 units in 2000, and demonstrates an annual growth rate of 3.26 percent from 2000-2020. Esri 2023 data estimates indicate this has increased to 22,357 units in 2023, an annual decrease of over 4.33 percent.

Housing Age

The Study Area has a comparatively older stock akin to the City of Prairie View – with the first wave of housing construction starting in the 1960s. Less than seven percent of units were built since 2010. The PMA has seen more sustained growth throughout the last several decades, including nearly 50 percent of its current housing stock built since 2000 and 23 percent built since 2010. The median year built is 1999.

Listings and Sales

The average sale price for listed homes in Prairie View is \$334,000 and the median is \$215,000. As of August 2023, no units within the Study Area have been sold. However, there were two units sold in the City of Prairie View in 2023 priced between \$330,000-\$350,000.

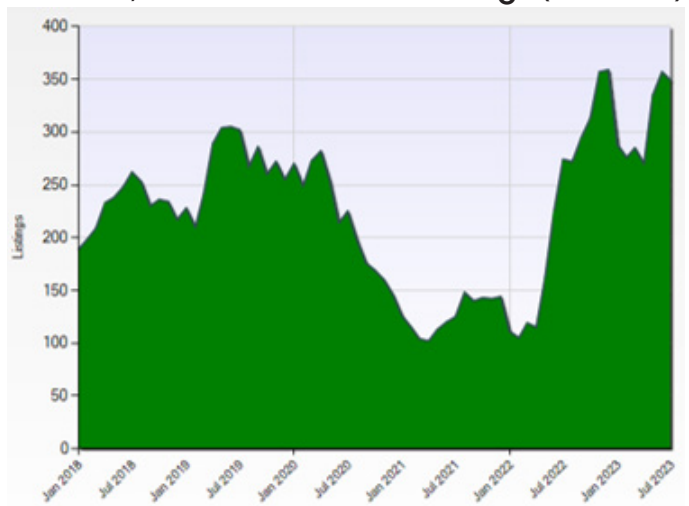
As of August 2023, the PMA has 349 active single-family listings (detached and condo). The median sales price is \$344,000. The average sale price is \$487,000.

There are several newly developed residential subdivisions, alongside the ongoing sales and build-out of two large Master Planned Communities located at U.S. 290 and Grand Parkway – Fairfield and Bridgeland. From January to August 2023, 889 single-family listings (detached and attached) sold in the PMA. The median sales price was at closing was \$320,000 (\$162 per sq ft). Of units sold in 2023, 483 were new construction.

Demand

There are an estimated 129 units in the Study Area currently. This is projected to grow to 208 units by 2028, an increase of 79 units. Multiplying the new units by the rate of ownership (28.6 percent) indicates 23 new for sale units could be supported in the study area. An additional 89 more could be supported by 2038.

FIGURE 6, PMA Historic Active Listings (2018-2023)



Multi-family Rental Housing Market

The PMA contains 65 sites (63 buildings) of multi-family properties with an inventory of 3,571 units as of August 2023, up from 2,956 one year ago (+20.8 percent). The greatest concentration of multi-family properties lie in or near incorporated areas of Prairie View, Hempstead and Waller. Two thirds (67 percent) of multi-family properties were constructed since 2010. Nearly 12 percent of properties are considered Class A, 45 percent Class B, and 43 percent Class C. Roughly one quarter (17 properties) of sites allow for or meet some form of affordability criteria. Rents are sitting at an average of \$1.56 per sq ft.



4 multi-family properties providing
32 rental units within the Livable Centers Study Area



65 multi-family properties providing
3,571 rental units within the PMA



563 new multi-family units are under construction within the PMA

Source: Esri Business Analyst

Vacancy

Vacancy in the PMA is highly seasonal – peaking in the summer quarter and tightening in winter. This dynamic is tied to both school enrollment (students leaving for summer) as well as the new home-buyer market wherein buyers and sellers move into apartments proximate to their future or recently sold home while they seek their next purchase. The market is currently at a 10 year high sitting at 23 percent in the most recently measured Q2 2023.

The nature of rental vacancies also impacts rents. The crunch for housing at certain periods leads to continual rent pressure at lease-signing. There is an incentive to wait out vacancy peaks knowing that seasonal trends will ultimately lead to another supply crunch.

Demand

Multiplying the new units by the rate of rental occupancy (71.4 percent) indicates 79 new rental units could be supported in the study area in the next five years. An additional 223 more could be supported by 2038. It is important to note that this is based on historic unit growth in the Study Area, and it is possible that the Study Area could capture a substantial portion of the PMA demand in coming years due to student housing demand. However, the 563 units that are currently under construction are considered 100 percent for student renters, and the city will have to work closely with the University to determine additional unit demand as enrollment continues to grow.

Following the same methodology above, 5,292 units could be supported in the PMA by 2028, which equates to 1,174 new multi-family units if the 563 units under construction are absorbed first. A total of 2,429 new units could be accommodated by 2038.



618 University Drive, Built 1991
Source: National Association of Realtors



190 Clark St, Built 1971
Source: Harvest Innovative Solutions



120 Clark St, Built 2009
Source: Zillow

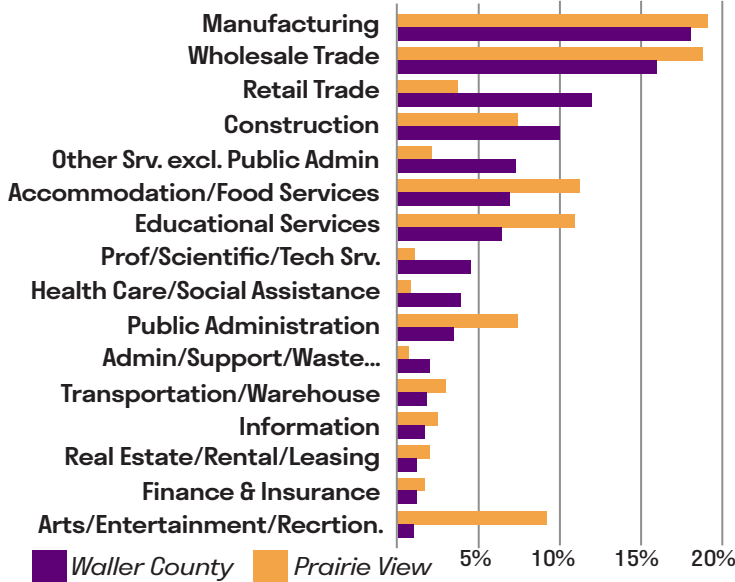
Retail Market

According to the 2020 US Decennial Census, there are currently four retail properties in the Study Area, with a combined inventory of 22,000 sq ft.

The PMA contains 233 retail properties with an inventory of 3,350,537 sq ft as of August 2023, up from 3,333,997 sq ft one year ago (+1.1 percent). There are currently 39,952 sq ft under construction. The current vacancy sits at 2.2 percent, down 0.8 percent over 12 months and down from the recent peak of 4.5 percent in Q2 2021.

One percent of properties are considered Class A, 42 percent Class B, and 42 percent Class C. The majority of retail types are General Retail – most often single tenant, freestanding buildings. Concentrations of retail exist at the Houston Premium Outlets (Hempstead) with over 540,000 sq ft, Lifestyle Centers in Fairfield (Fairfield Town Center), and two grocery-anchored centers (H-E-B and Kroger) in Cypress at the far southeast extent of the PMA.

Existing Employment (2023)



Existing retail and apartments along Sandra Bland Parkway
Source: Half



Panther Plaza, a common student gathering retail space, located just north of the Study Area along Owens Road
Source: Prairie View A&M University



Gas station and retail at the southeast corner of Sandra Bland Parkway / University Drive and U.S. 290
Source: Restaurant Guru

TABLE 6, Commercial Real Estate Summary

Supply Indicators	RETAIL		OFFICE		INDUSTRIAL	
	Current	10-Year Average	Current	10-Year Average	Current	10-Year Average
Properties	239		70		72	
Inventory Square Footage (sq ft)	3,400,000		642,500		3,300,000	
Under Construction (sq ft)	40,000		127,000		284,000	
5-Year Deliveries (sq ft)	43,000		114,000		1,075,000	
Performance Indicators	Current	10-Year Average	Current	10-Year Average	Current	10-Year Average
Vacancy Rate	2.2%	2.5%	14.4%	12.3%	18.6%	10.5%
Market Rent per sq ft	\$23.93	\$21.10	\$31.64	\$30.37	\$10.60	\$8.90
Annual Rent Growth	3.6%	2.8%	0.8%	1.4%	4.0%	3.6%
Market Sale Price per sq ft	\$255	\$224	\$200	\$211	\$95	\$72

Retail and Commercial not in Prairie View:

GROCERY STORES closest to the Study Area

- Dollar General (Prairie View - 0.1 mile drive)
- Walmart (Hempstead - 6 mile drive)
- Arlan's Market (Waller - 6 mile drive)
- H.E.B. / Kroger (Houston - 17 mile drive)
- H.E.B. / Walmart (Brenham - 26 mile drive)
- H.E.B. (Katy - 33 mile drive)

MEDICAL CARE closest to the Study Area

- HCA Houston Healthcare North Cypress (Houston - 26 mile drive)
- Baylor Scott & White Medical Center (Brenham - 26 mile drive)
- Memorial Hermann Katy Hospital (Katy - 30 mile drive)

BANKS closest to the Study Area

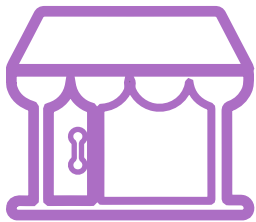
- Trustmark Bank & Prosperity Bank (Hempstead - 7 mile drive)
- Prosperity Bank & First National Bank (Waller - 6 mile drive)

Demand

The study area's 22,000 sq ft of retail space has grown internally and absorbed a net of 446 sq ft of new retail annually since 2006. It is currently 0.65 percent of the PMA retail inventory. As the PMA continues to grow, demand is projected by assuming it will be able to maintain its share of the PMA and sustain its existing internal growth rate, resulting in the addition of a cumulative 4,216 sq ft of retail every five years. A larger portion of the PMA growth may be pursued and be successful given that currently none of the Study Area retail is visible from Hwy 290.

As population increases along the 290 corridor, retail growth in the PMA should continue to be absorbed at approximately 60,000-100,000 sq ft per year and be a strong fit for local enterprise growth in small multi-tenant or single tenant typologies. As has been the trend, the occasional large (400,000 -600,000 sq ft) Outlet, Power Center, or Lifestyle Center enters the market approximately once every five years and skews the annual absorption upwards to 116,000 sq ft. This trend has short term impacts on vacancy but the area's continued growth will support continued absorption.

It is important to acknowledge that while this relatively rural-suburban transitional stage over the next ten years may replicate similarly strong and reliable demand for more retail, global shifts in consumer dynamics may alter shopping and consumption habits. In the Study Area, opportunities in smaller scale single or multi-tenant retail targeting the range of student, faculty, staff and area resident's daily needs would perform well. Areas of alignment across consumer markets include low to moderately priced food and beverage, health or fitness and sports merchandise, or general household consumer goods related to technology, home goods, and furniture.



22,000 sq ft
of existing retail space
within the Study Area



4,216 sq ft
of PMA retail space added
annually to accommodate
growing populations



Smaller scale retail
targeting the daily needs
of residents, staff, and
students would perform
well in the Study Area

Office Market

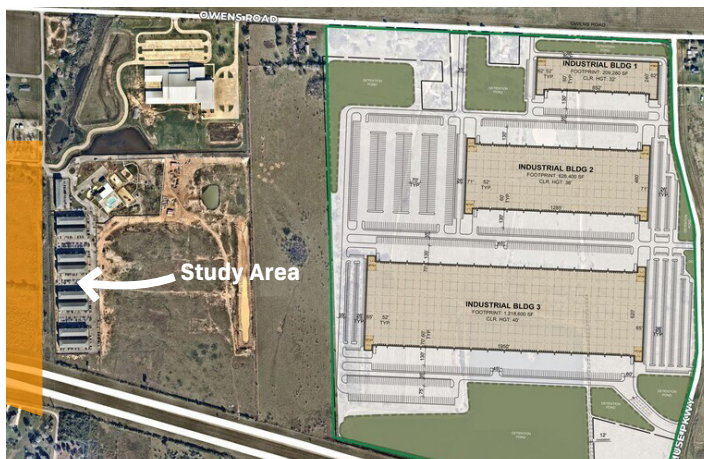
There are currently no office properties listed in the Study Area, but the PMA contains 70 office properties with an inventory of 643,500 sq ft, up from 635,000 sq ft one year ago (+1.1 percent). There are currently 127,000 sq ft under construction. The current vacancy sits at 14.4 percent, up from 12.3 percent one year ago. Four percent of properties are considered Class A, 38 percent Class B, and 54 percent Class C. One property (one percent) is listed as a Class F. The majority of office types are single-tenant occupancy buildings.

Vacancy

For years the vacancy held steady around five percent until the construction of the 165,671 sq ft Memorial Hermann Cypress Hospital in 2017, and which is currently still only 80 percent occupied.

Demand

Given the dearth of office space within Prairie View outside of the campus, without a known tenant any office development would be considered highly speculative and is not recommended at this time outside of considering the possibility that certain multi-tenant retail projects can accommodate office-like tenants such as insurance brokers and financial professionals. This would likely only require a unit of under 3,000 sq ft and likely closer to 1,000-1,500. The continued medical office space to be developed by Memorial Hermann may present a combination of increasing market pressure upwards on rents while also stymying new investment due to high vacancy if offices are not absorbed. The continued market fluctuations impacting central business districts will also challenge new office potential in outlying areas.



Rendering and site plan of future office and warehousing land uses at Beacon Hill along U.S. 290 and James R Muse Parkway
Source: City Fleet

Industrial Market

There are currently no industrial properties in the Study Area, but the PMA contains 127 industrial properties with an inventory of 10,047,788 sq ft as of August 2023, up from 9,378,048 sq ft one year prior (+7.1 percent). There are currently 308,000 sq ft under construction. The current vacancy sits at 11.3 percent, up from 2.6 percent one year ago. Four percent of properties are considered Class A, 49 percent Class B, and 46 percent Class C. One property (1%) is listed as a Class F. The primary distribution and warehousing hubs with both current and proposed or under construction sites are currently clustered around Hockley and Waller given the proximity to Grand Parkway from U.S. 290.

Vacancy

Vacancy in the PMA held close to 8-10 percent for many years until the late 2010s since the pandemic, demand for large warehouse space has increased to support the region's transition to larger amounts of e-commerce. Additional space is needed to support warehousing of building materials to support the booming construction of housing and new development in the region

Demand

Given the focus on a Main Street context for the Study Area, industrial properties are not recommended or likely to be captured unless it is a complementary use adjacent to retail such as small scale artisanal manufacturing (ex: a brewery or maker-focused enterprise sourced from local entrepreneurial residents). If this is pursued, increments of only 3,500-5,000 are recommended unless a committed partner emerges. The PMA will continue to see growth of industrial demand particularly for large warehouses in logistics centers. By 2028 1.3 million sq ft of industrial is anticipated in addition to the 308,000 sq ft under construction. By 2038, another additional 3.1 million sq ft may also come into the PMA.



Waller Industrial Park at GH Circle
Source: Archway Properties

NEEDS ASSESSMENT FINDINGS

Community Demographics

- There are 8,184 residents of Prairie View as of 2023
- 82 percent of Prairie View identifies as Black or African American
- 79 percent of Prairie View is aged between 19-24
- The median household income is \$37,250 compared to the State average of \$67,400

Land Use and Zoning

- 71 percent of the Study Area is vacant or undeveloped
- 23.4 percent of the Study area is residential. Of that, 14.1 percent is multi-unit residential and 9.3 percent detached residential
- Approximately two-thirds of the Study Area is zoned residential, and one-third is zoned commercial

Housing

- A majority of existing housing units were built in the 1960s and 1970s, with new residential growth consisting of mostly multi-unit apartments
- A number of abandoned and vacant housing units existing in the Study Area
- 80 percent of Prairie View’s housing units are renter occupied
- Approximately half of all residential properties in the Study Area are multi-unit buildings

Public Transit

- Prairie View A&M Shuttle and the Colorado Valley Transit District operate bus routes along Sandra Bland Parkway adjacent to the Study Area

Mobility

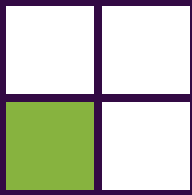
- An existing bicycle route and sidewalk is provided along Sandra Bland Parkway with crosswalks at the signalized Owens Road intersection
- A majority of roadways in the Study area have open ditch drainage and do not have sidewalks
- Roadways internal to the Study Area have a 40-foot right of way

Environmental Considerations

- The Study Area has minor floodplains and wetland south of Echols Street
- A significant tree canopy area is located between Echols Street and Hawkins Street
- Overhead power lines run through the Study Area and properties connecting to the substation at Santee Street and Echols Street

Market Assessment

- Prairie View’s largest employment industries are Manufacturing and Wholesale Trade
- Prairie View has larger employment in the Arts and Entertainment, Education Services, and Accommodation/Food Services compared to all of Waller County employment
- Prairie View lacks a full service grocery store, bank, or medical facility within 6 miles of the City
- From 2010 to 2020, housing units in the Study Area increased from 87 units to 134 units
- A majority of people employed in Prairie View work along the U.S. 290 Corridor
- The surveyed Market Area of Prairie View has experienced an average increase in 446 sq. ft. of new retail space annually since 2006



chapter three

PUBLIC ENGAGEMENT

“The City of Prairie View should be more culturally driven and more appealing and innovative...no one in the City should have to drive to Cypress, Houston, or a different city for basic services. ”

- Community Survey Respondent

Overview

Community engagement is at the forefront of any project and provides the basis for successful project implementation. Purposeful, thoughtful community engagement will allow voices of the people who live, work, study, and play in the City of Prairie View to be heard as they participate in formulating a preferred vision for the future of their community.

Over the course of the Prairie View Livable Centers Study, a variety of audiences were engaged to provide insight and feedback on the needs of the community and project recommendations. Community engagement included sharing project recommendations in a collaborative dialogue with possible implementing agencies such as TxDOT, PVAMU, Texas A&M University System, among others.

Public engagement materials including flyers and an online survey were provided in both English and Spanish to ensure all Prairie View residents had an opportunity to provide feedback and participate in the planning process.

The following community engagement methods were utilized throughout the planning process:

- **Stakeholder Advisory Committee Meetings:** Four meetings were held with a representative sample of community leaders, such as residents, university staff and students, as well as TxDOT and other entities. This committee helped identify funding and grant opportunities and help implement projects resulting from this study. Stakeholder committee members were identified and invited to serve by City of Prairie View staff.

- **Community Meetings:** Three community meetings were held throughout the process. These meetings were held both concurrently with existing meetings as well as standalone events. The project team and stakeholder committee attended several community events to raise awareness of the study as well as share project recommendations. These meetings were held to initiate the planning process, present preliminary concepts, and gather valuable resident feedback. The final meeting was used to present the final plan and gather input on priority projects.
- **Online Engagement and Community Survey:** An online community survey was administered during the needs analysis phase to gather community feedback and preferences regarding potential facility types and improvements for the Study Area. Survey feedback and engagement was utilized to ensure project recommendations were reflective of community needs.



Residents talking among themselves at Public Meeting #2
Source: Waller County

Stakeholder Meeting #1

The first stakeholder meeting was held August 16, 2023. The meeting was conducted virtually to ensure all stakeholder members were able to participate without needing to leave work or home. This meeting was conducted one week before the first meeting with the public to introduce the Livable Centers Program and project scope. The meeting consisted of a brief presentation and open ended discussion regarding past implementation plans and potential opportunities for investment and development.

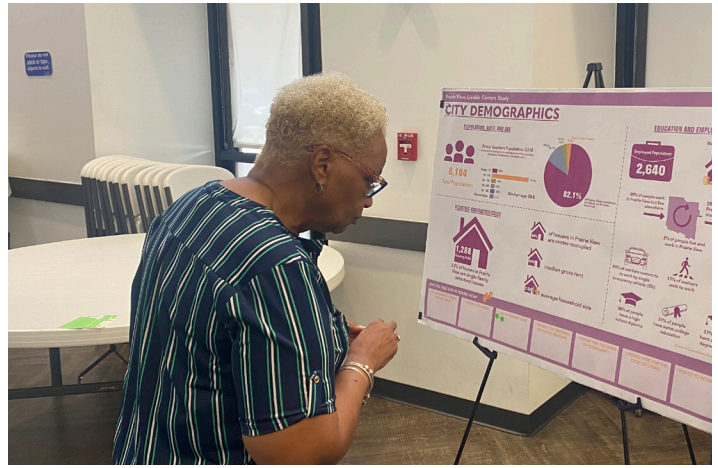
Public Meeting #1

The first public meeting for the Prairie View Livable Centers Study was held August 23, 2023, at the Waller County Community Center in Prairie View. Approximately 30 community members, including residents, city and county officials, and university students, were in attendance and had an opportunity to learn about the planning process and voice their opinions on desired amenities or improvements. The meeting consisted of a short presentation that explained what the H-GAC Livable Centers Program is, the timeline for the study, and provided an initial overview of existing conditions, including demographics and an assessment of current economic activity.

Following the presentation, meeting attendees were invited to participate in a series of interactive activities to gauge interest in potential amenities within the Study Area.

Community Survey

A 29-question online community survey was conducted using the SurveyMonkey platform to gather feedback regarding needs and community vision, as well as the City of Prairie View as a whole. The survey asked a variety of questions ranging from desired multimodal transportation and parkland options to retail and residential typologies residents and other community members would like to see developed in the vacant parcels of the Study Area. The community survey was open from early August to late September and received 93 responses. To view all survey questions and responses, please see Appendix B, *Public Engagement*.



Resident reviewing demographics at Public Meeting #1
Source: Half



Public Meeting #1 presentation
Source: Half



Commissioner Jones providing opening remarks at Public Meeting #1
Source: Half

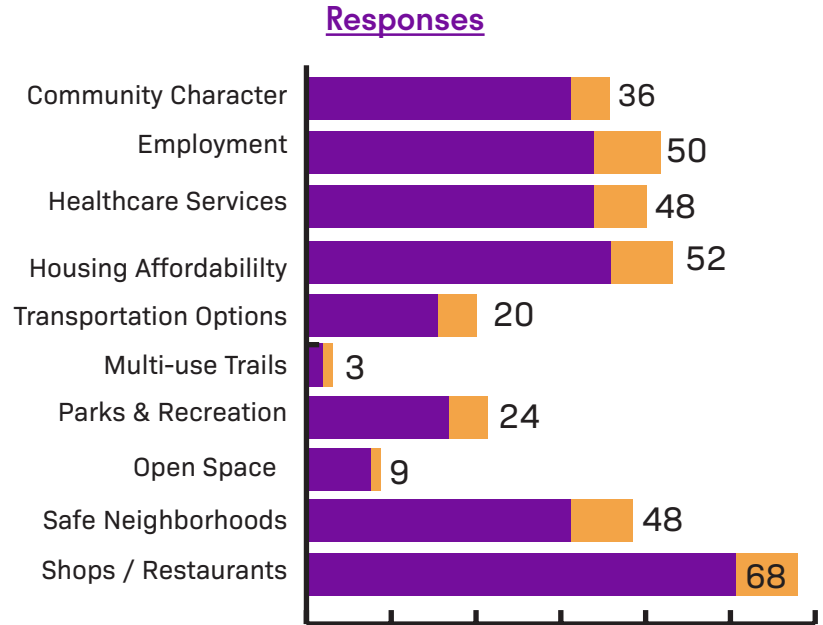
WHAT WE HEARD: COMMUNITY ENGAGEMENT OVERVIEW

Six questions from the online community survey were asked at the first public engagement event to identify any similarities or differences between responses from community groups. The responses for each question were tabulated and are displayed below.

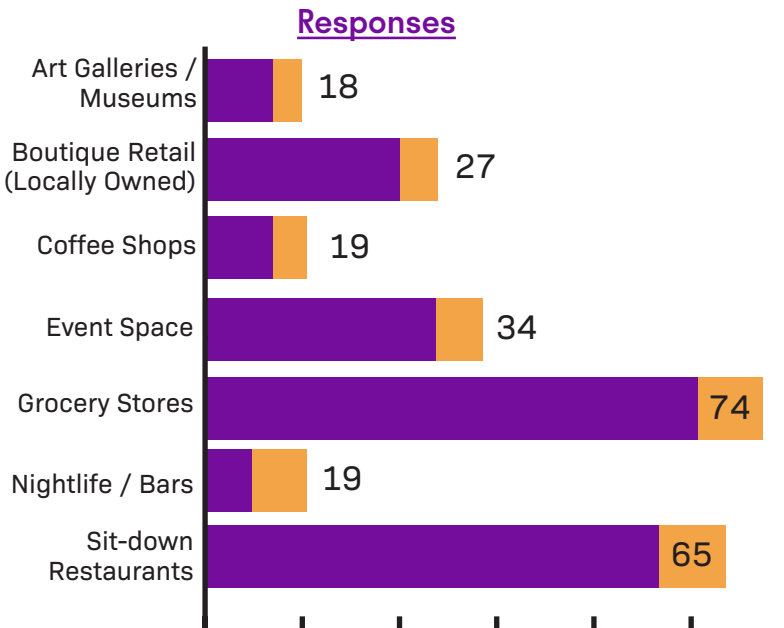
QUESTION 1: WHAT DO YOU LOVE ABOUT PRAIRIE VIEW?



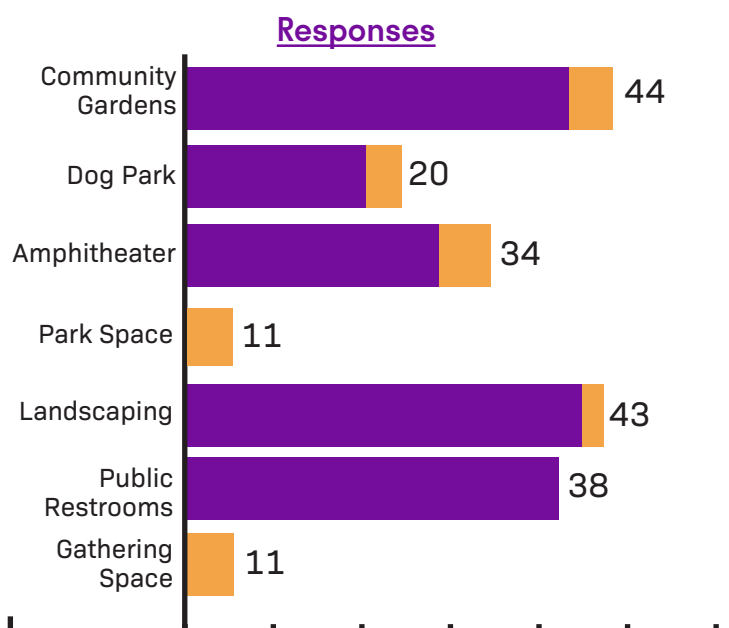
QUESTION 2: WHAT QUALITY OF LIFE FACTORS ARE MOST IMPORTANT TO YOU?



QUESTION 3: WHAT RETAIL TYPES WOULD YOU LIKE TO SEE IN THE STUDY AREA?



QUESTION 4: WHAT AMENITIES WOULD YOU LIKE TO SEE IN THE STUDY AREA?



Survey Responses
 Public Meeting #1 Responses

WHAT WE HEARD: KEY THEMES

Below are key themes gathered from community outreach and engagement. These key themes were utilized to create the guiding principles for the conceptual plan.

VITAL RESOURCES (JOB ACCESS, GROCERY STORES, HOUSING) ARE DESPERATELY NEEDED

STUDENTS & RESIDENTS WANT A REASON TO STAY IN PRAIRIE VIEW (SHOPPING, EVENTS, ETC.)

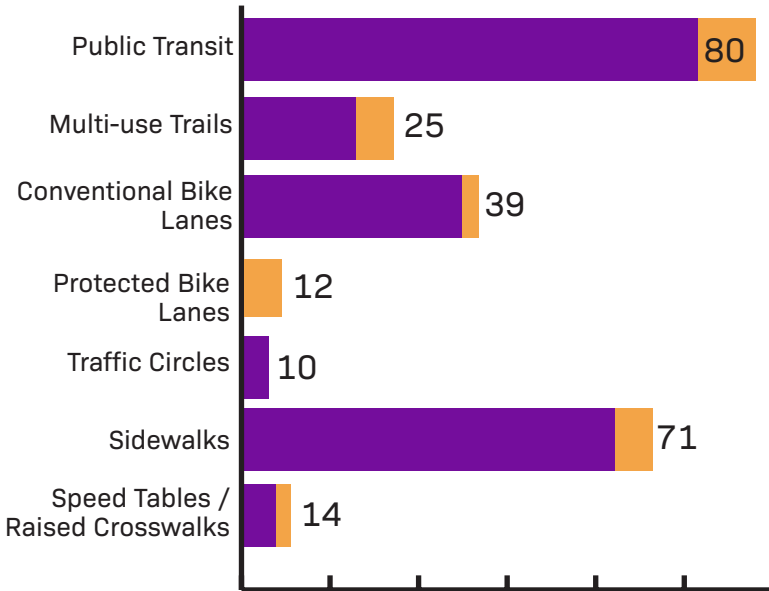
PRAIRIE VIEW HAS ABUNDANT OPPORTUNITIES FOR GROWTH AND DEVELOPMENT

COMMUNITY MEMBERS VALUE THE HISTORY AND CULTURE OF PRAIRIE VIEW

ALTERNATIVE MODES OF TRANSPORTATION (BUS, BIKE, ETC.) ARE DESIRED TO CONNECT TO DESTINATIONS

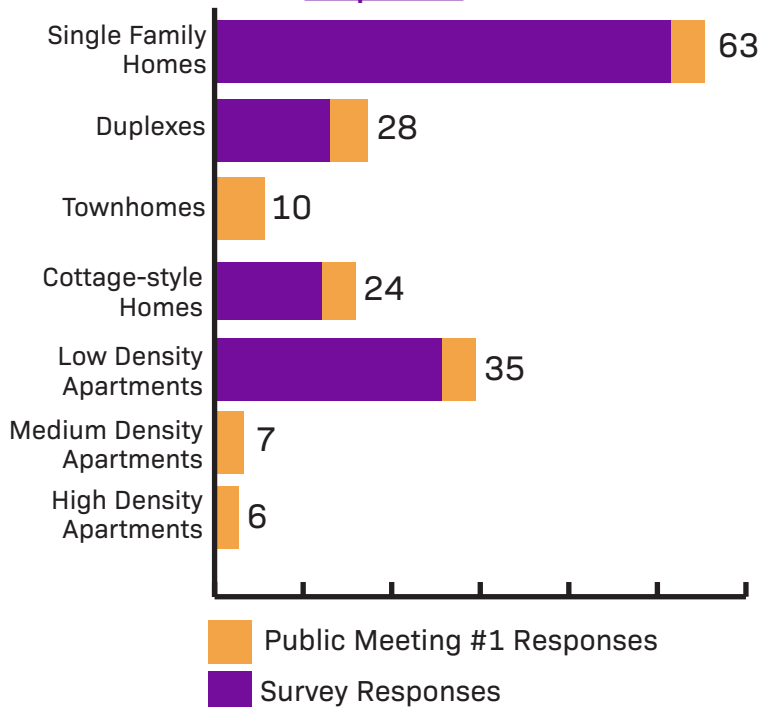
QUESTION 5: WHAT TYPES OF MOBILITY OPTIONS WOULD YOU LIKE TO SEE IN THE STUDY AREA?

Responses



QUESTION 6: WHAT TYPES OF HOUSING WOULD YOU LIKE TO SEE IN THE STUDY AREA?

Responses



Stakeholder Meeting #2

The second stakeholder meeting was held October 18, 2023. The meeting was conducted virtually to ensure all members of the committee were able to participate without needing to leave work or home. The meeting provided an update to the committee regarding progress made in the existing conditions assessment, feedback received from public engagement, and next steps for the planning process. At this meeting, the project team presented three preliminary conceptual scenarios for the Study Area and draft guiding principles. This meeting allowed the stakeholder committee to comment on the proposed conceptual scenarios and suggest any necessary changes before presenting them to the public.



Community members participating in Public Meeting #2 table activity
Source: City of Prairie View

Public Meeting #2

The second public meeting was held October 25, 2023 at the St. Francis of Assisi Episcopal Church in Prairie View. At this meeting, over 25 community members, including residents, university staff and students, and others were able to view the proposed conceptual scenarios and vote on which concept they would like to see move forward for further refinement. Meeting participants also had the opportunity to create their own conceptual design of the Study Area.



Councilmember Allen discussing conceptual scenarios
Source: City of Prairie View

Town Hall

H-GAC and the City of Prairie View hosted a town hall meeting on November 25, 2023, at the Waller County Community Center. Nearly 40 community members were in attendance for this event. H-GAC and the city provided an interim project update and an opportunity to address questions and concerns.

Partner Agency Meetings

Separate meetings with public agencies and organizations such as TxDOT and PVAMU were held to share project recommendations and identify opportunities for future partnerships with the City of Prairie View. Because most of the vacant land in the Study Area is owned by the Texas A&M University System, a meeting with PVAMU was recommended by the community to ensure project recommendations from this Livable Centers Study align with future plans set by the University.



Public Meeting #2
Source: City of Prairie View

Stakeholder Meeting #3

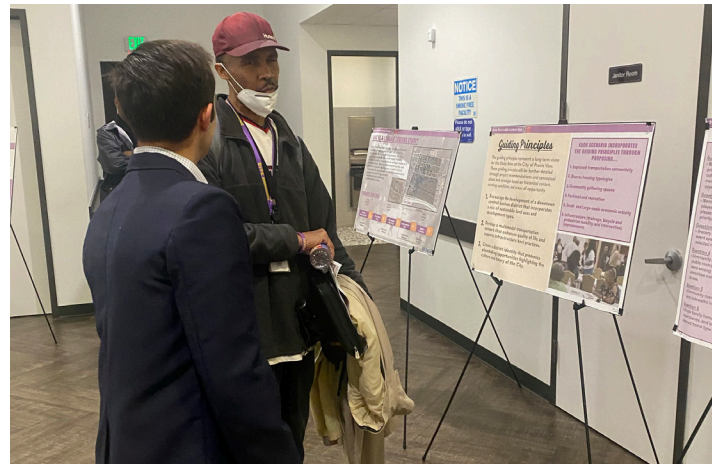
The third stakeholder meeting was held January 18, 2024, at the Waller County Community Center in Prairie View. The meeting was held in-person and included representatives from Waller County, TxDOT, PVAMU, the Prairie View Historical Commission, and other organizations. Materials presented at the third stakeholder meeting included a refined Study Area plan and the Stakeholder Workbook, which serves as a summary to the final report. The stakeholder committee participated in activities pertaining to the guiding principles and discussed partnership opportunities for implementation.



Community members reviewing the Community Workbook at Meeting #3
Source: Half

Public Meeting #3

The third public meeting was held January 23, 2024, at the Waller County Community Center. Approximately 40 community members, including residents, city staff, students, and university staff, were in attendance. The purpose of the third meeting was to present the revised conceptual plan through a series of small group discussions centered around the Study's three guiding principles. Community members were randomly assigned a table to start the event with members of the project team available to introduce the guiding principle and associated strategies for implementation. Participants were given 15 to 20 minutes at each station to learn about project recommendations with the project team. At the end of the 20 minutes, participants were given an opportunity to "vote" on which strategies they liked the most or felt should be prioritized for each guiding principle. Similar to the stakeholder meeting, a shortened version of the final report was created for the community to reference the planning process and project recommendations outside of the meeting.



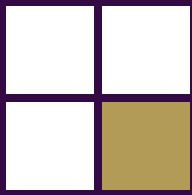
Participants were able to review informational boards before and after the discussion exercise at Meeting #3
Source: Half

Stakeholder Meeting #4

The final stakeholder meeting was held March 7, 2024, at Prairie View City Hall. The meeting was held in-person and included representatives from TxDOT, property owners, and city staff. The final stakeholder meeting included a guest speaker presentation from the City of Clute, Texas, a recent Livable Centers Study recipient of similar size, to discuss steps taken for the implementation of project recommendations in the Clute Study Area. The meeting also included an overview of final project and policy recommendations.



History and Culture discussion table at Meeting #3
Source: Half



chapter four

CONCEPTUAL PLAN

“The City of Prairie View needs a vibrant off-campus community to attract scientists, educators, and others that are interested in expanding academic and community pursuits.”

- Community Survey Respondent

Call to Action

As development continues to expand from the Houston Metropolitan Region into Waller County along the U.S. 290 Corridor, planning for growth within Hempstead, Prairie View, and Waller has become increasingly important. A strategic plan for transportation and land uses can help Prairie View and the Study Area develop into an area suitable for the existing community, college students, and the large influx of new residents and commercial investment.

The Study Area is highly visible and accessible from U.S. 290 and directly adjacent to Prairie View A&M University. Currently, the City of Prairie View does not have a designated Downtown and a walkable center typical of a ‘Downtown’ which showcases Prairie View’s strong community and history.

Public engagement and existing conditions analysis identified that Prairie View has an overall lack of vital resources such as safe and adequate housing, access to fresh food options, and access to jobs that are essential for a community to thrive.

Market forces, without strategic foresight, may push the Study Area to service mostly vehicle traffic and sprawling big-box retail. The Prairie View Livable Centers Study can help ensure future investment results in a walkable area within Prairie View where existing and future residents can gather, live, work, and invest in their own community.

Chapter 4, *Conceptual Plan*, proposes actionable steps to address the needs and community interests that were identified through the public engagement process and through analyses conducted in Chapter 2, *Needs Assessment*.

Recommendations in this chapter are illustrated in Figure 7, *Conceptual Plan*. Recommendations are centered around the three overarching principles on the facing page and reflect the collective vision for Prairie View created by residents, students, staff, and others who are invested in the growth and development of Prairie View.



Community members and staff discussing transportation improvements at Meeting #3

Source: H-GAC

Guiding Principles

Through collaboration with Prairie View staff, residents, and stakeholders, as well as extensive analysis of existing conditions and future opportunities, three guiding principles were developed to represent the long-term vision for the Study Area. While these principles were created for the Study Area, they were tailored to the specific needs of Prairie View and can be applied throughout the city. Each guiding principle, illustrated below, will be further detailed through project recommendations, as well as conceptual plans and strategies based on historical context, existing conditions, and areas of opportunity.

1 Encourage the development of a downtown central business district that incorporates a mix of sustainable land uses and development types.

2 Develop a multimodal transportation network that enhances quality of life and supports infrastructure best practices.

3 Create a district identity that promotes placemaking opportunities that highlight the culture and history of Prairie View.

CONCEPTUAL PLAN

The Conceptual Plan combines feedback received from public and stakeholder outreach efforts and existing market and community needs assessments and provides a plan for Prairie View's central business district.

As noted in Chapter 3, *Public Engagement*, participants at Public Meeting #2 were given the opportunity to view each of the proposed scenarios and choose which concept they liked the most. The chosen conceptual plan, shown in Figure 7, identifies new land uses and transportation enhancements to improve mobility and quality of life for current and future residents and visitors alike.

Conceptual Development Plan

The three guiding principles are interwoven into the following plans and strategies:

Land Use and Development Plan

The proposed Land Use and Development Plan shows the future land uses and building typologies for the Study Area. The Land Use and Development Plan is based on feedback received from community and stakeholder outreach as well as market research. By understanding what types of development the community desires and what types can be supported in the Study Area, the appropriate land uses can be incorporated into the plan. Proposed land uses are organized in a way to increase connectivity of the transportation network. The Land Use and Development Plan provides guidance for where land uses could be developed in the future.

The pattern of the proposed downtown area is distinctly different than the surrounding areas and presents new development opportunities. The Land Use and Development Plan goes into further detail by illustrating what the future Prairie View Town Center could look like once proposed development is completed. The Land Use and Development Plan identifies appropriate densities and identifies opportunities for developing a sense of place.

Transportation Improvements

Improvements to roadways were proposed to support new land uses and improve circulation. Proposed transportation projects include intersection improvements, construction of new roadways, and reconstruction of existing roadways. Additional improvements include pedestrian and bicycle infrastructure to safely connect non-motorized users to key destinations in and around the Study Area.

District Identity Strategies

Strategies for creating a distinct identity for the Study Area were developed using feedback received from the community as well as researching nationwide best practices. Opportunities for developing a sense of place include wayfinding signage, historical and cultural markers and monuments, art installations, and community gathering spaces to establish the Study Area as the town center or central business district for Prairie View.

What Makes a Great Place?

Great public spaces are those places where celebrations are held, social and economic exchanges occur, friends run into each other, and cultures mix. Great public spaces are the "front porches" of our public institutions - libraries, field houses, schools - where we interact with each other. When these spaces work well, they serve as the stage for our public lives.

According to the Project for Public Spaces, a successful public space is easy to get to and get through; it is visible both from a distance and up close. Great spaces are also comfortable and present themselves well; comfort includes perceptions about safety, cleanliness, and the availability of places to sit.

In addition to comfort and accessibility, activities are the basic building blocks for a great place - they are the reason people visit in the first place, and why they continue to return. When there is nothing to do in a place, it will sit empty and unused.

"What Makes a Successful Place?" Project for Public Spaces. 2020.

FIGURE 7,

CONCEPTUAL PLAN

*Note: graphics shown below are purely conceptual in nature and may not reflect actual build-out. Design is subject to change.



Land Use and Character

The Conceptual Plan proposes new zoning classifications that support the development of a central business district and aid in the creation of a sense of place and identity for Prairie View. The proposed land uses are described below. These descriptions are intended to give context and understanding of the type of development that is appropriate in the Study Area.

*Note: representative imagery is provided as examples of the potential types of development for each land use and may not reflect actual build-out.

Commercial

Commercial land uses are proposed along the U.S. 290 corridor, Sandra Bland Parkway, and the corner of Owens Road and Santee Street. Commercial land uses range from highway-oriented outparcels along U.S. 290 to small business and entrepreneurial incubators in the central business district.



Commercial strip centers allow for a variety of retail options
Source: Shopping Center Business

Single-family Infill Housing

Infill development is new development that takes place in an existing developed area where vacant lots may exist. Residential infill in the Study Area could take place on vacant lots north of Echols Street within the existing neighborhood. Infill housing can be constructed to be visually compatible with existing homes in the Study Area.



Infill housing built to be visually compatible with existing character in Fayetteville, AR
Source: Half

Apartments and Townhomes

Medium density apartments and townhomes are proposed north of Hawkins Street to increase affordable housing options for Prairie View residents. Medium density apartments and townhomes can be attached or detached units with less than three stories.



New townhome development in Chattanooga, TN
Source: Chattanooga - Hamilton County Regional Planning Agency

Mixed Use Town Center

Mixed-use development incorporates two or more uses into the same building or in the same general area. Mixed-use development typically refers to development that combines residential functions with commercial ones, but can also encompass cultural and institutional uses as well as public amenities. Mixed-use development is characterized as walkable and pedestrian-friendly, offering residents more options to live, work, and shop in a single neighborhood and reduce their dependence on cars.



Mixed-use developments provide opportunities to live, work, and shop in one centralized area
Source: Congress for the New Urbanism

Parkland

As noted in Chapter 2, *Needs Assessment*, there is a lack of park space within Prairie View. Increased parkland is proposed within the Study Area to provide community gathering and recreational space as well as a buffer between proposed development and existing residential land uses.



Parkland provides free spaces for community gatherings
Source: City of Walker, MI

Small Lot Single-family Housing

Small lot single-family residential and uses are homes placed on parcels smaller than the city's minimum of 6,000 square feet. These small lots allow smaller homes and keep the cost of living low by economizing on land. The density of small lot housing makes neighborhoods more walkable and affordable for people to become homeowners.



Small lot residential zoning allows for single-family homes to be built on smaller parcels and can encourage walkability
Source: Evolve Austin

Guiding Principle One:

Encourage the development of a downtown central business district that incorporates a mix of sustainable land uses and development types.

STRATEGY 1: REVISE ZONING STANDARDS AND REGULATIONS TO SUPPORT PLAN RECOMMENDATIONS

Because the chosen scenario proposes land uses that are not allowed by current zoning standards, the City of Prairie View needs to adjust the zoning code within the Study Area to allow for new land uses. Rezoning vacant parcels proposed for development will help the city guide what types of land uses are acceptable on a given property. To accommodate the development of a formal downtown, Prairie View will need to rezone areas south of Echols Street from R-2 Multiple Family Residential to Mixed Use.

STRATEGY 2: DEVELOP A DOWNTOWN ECONOMIC DEVELOPMENT PROGRAM

Existing market analyses and feedback received from the community revealed an overall lack of retail and commercial businesses to support residents' basic needs throughout the City of Prairie View. To meet the demand for retail opportunities such as grocery stores, banks, or other shopping and dining options, the City of Prairie View should look to develop an Economic Development Program (EDP) to entice retail development in the city's central business district. EDPs create projects and lead efforts that support the vitality of a downtown's unique market areas and new development. EDPs are typically created in collaboration with city or county economic development corporations to develop strategies for attracting economic development to an area.

Chapter 380/381 Agreements

Chapter 380 of the Local Government Code authorizes municipalities to offer incentives designed to promote economic development such as commercial and retail projects. Specifically, it can provide loans and grants of city funds or services at little to no cost to promote state and local economic development and to stimulate business and commercial activity. To provide a grant or loan, a city must establish a program to implement the incentives. Before proceeding, cities must review their city charters or local policies that may restrict a city's ability to provide a loan or grant for economic development.

Similarly to Chapter 380, Chapter 381 of the Local Government Code allows counties to provide incentives encouraging developers to build in their jurisdictions. A county may administer and develop a program to make loans and grants of public money to promote state or local economic development and to stimulate, encourage, and develop business and commercial activity in the county. Currently, the Waller County Economic Development Partnership offers Chapter 381 agreements for large projects to expedite the development process.

Example: City of Houston Chapter 380 Agreements

The City of Houston's Chapter 380 Program provides financial assistance in the form of loans and/or performance-based grants to qualified businesses for eligible projects located within the City of Houston limits.

While all eligible applications are considered, the City of Houston is especially interested in supporting projects that produce a meaningful impact on the City and its economy and result in one or more of the following:

- Construction of new real property improvements of at least \$2,500,000 in value, or extensive renovation of existing improvements
- Documented equity investment of at least \$500,000
- Documented creation of at least 25 new full time jobs (40-hours per week), and retention of such jobs for a period of no less than five years

Tax Increment Reinvestment Zones (TIRZ)

Tax increment financing is a method local governments can use to pay for improvements that will draw private investment to an area. Tax increment financing is not a new tax; rather, it redirects some of the tax from a property in a geographic area designated as a Tax Increment Reinvestment Zone (TIRZ) to pay for improvements in the zone. According to the Texas Comptroller, only a city or county may initiate tax increment financing. Once Prairie View's central business district is under development, the city or county should consider creating a TIRZ financing plan for the area.

STRATEGY 3: DEVELOP GUIDELINES FOR NEW AND EXISTING RESIDENTIAL LAND USES WITHIN THE STUDY AREA

Development guidelines set forth by cities can affect future development in several ways including the appearance of infill housing, establish standards for housing conditions, and incentivize the development of desired housing types.

Infill Housing

Infill housing takes place in a developed area that may have vacant parcels. The size, style, and number of units included on infill lots can vary but can be controlled through established development guidelines. Infill housing is used to increase density in an area without disturbing the character of the houses around it. With multiple vacant parcels throughout the Study Area, the city has an opportunity to create incentives for the construction of infill single-family homes to create diversity in housing stock.



Infill housing can vary in size and style
Source: Planetizen

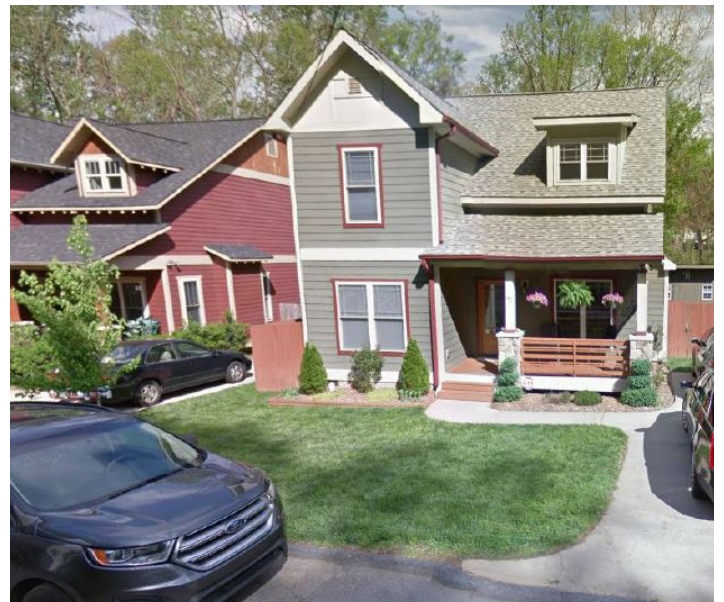
Home Repair Programs

Cities and counties throughout the United States offer financial assistance for low-income and elderly homeowners to make necessary repairs to their homes. During the public engagement phase of this plan, community members raised concerns regarding the condition of vacant and occupied structures throughout the city and Study Area. The creation of a home repair assistance program would help residents and property owners make safe, sustainable, and healthy improvements to their homes.

Funding for home repair assistance programs is typically distributed to states and local governments by the U.S. Department of Housing and Urban Development (HUD) through the HOME Program or Community Development Block Grant (CDBG) Program.



Home repair assistance programs can help homeowners with costly improvements, such as new roofing
Source: City of Broken Arrow, OK



Infill housing can be built to resemble existing character
Source: City of Asheville, NC

STRATEGY 4: DEVELOP CO-WORKING SPACE AND ENTREPRENEURIAL OPPORTUNITIES FOR RESIDENTS AND STUDENTS

Providing spaces for individuals and groups to work in a shared space, or places for entrepreneurs to start their company, were among the amenities community members desire in Prairie View. Many residents and students of PVAMU mentioned a need for business incubators for graduates looking to launch their businesses in Prairie View after graduation.

Small business incubators are workspaces created to offer startups and new ventures a space to grow and succeed. Many small business incubator organizations offer free or low-cost workspace, mentorship, expertise, and access to investors. As the home of a university that produces entrepreneurs and other professionals, the city has a unique opportunity to attract PVAMU graduates who want to stay in Prairie View and contribute to the success of the city. Prairie View should partner with the university to identify opportunities for students and graduates to grow their business in Prairie View through partnerships with the PVAMU Small Business Development Center.

What is Co-working Space?

Co-working spaces are designed to accommodate people from different companies who come to do work, collaborate, or host meetings. Co-working space is characterized by shared facilities, services, and tools, and help companies cut the cost of spending for overhead. Co-working spaces are a great way for growing businesses to expand into new areas and access fresh talent pools without taking the risk of a long-term lease. Additionally, co-working spaces allow for greater flexibility and provide creative spaces for people to collaborate.

After the COVID-19 pandemic, many companies have seen benefits to leaving the typical office space and transitioning to co-working spaces to provide employees with more flexible work locations.

Example: PVAMU Small Business Development Center

The Prairie View A&M University Small Business Development Center (SBDC) provides free business consulting and affordable training seminars for small and medium-sized business owners and managers. The SBDC training seminars are designed to help broaden business knowledge and are focused on basics that will help make successful businesses. SBDC consultants help entrepreneurs assess their business ideas and assist with the creation of a solid business plan at no cost.

In addition to assisting new business owners, the SBDC provides guidance for established business owners looking to improve productivity and profitability at no additional cost. The SBDC helps businesses of all types, sizes, and budgets find knowledge, resources, and connections for effective expansion.



Co-working spaces provide collaborative areas for professionals
Source: The Official Black Wall Street



PVAMU SBDC students provide free tax assistance
Source: Prairie View SBDC

STRATEGY 5: ENCOURAGE THE USE OF VACANT PROPERTY THROUGH ACTIVATION AND TACTICAL URBANISM EVENTS

The use of vacant land or abandoned structures presents an opportunity for economic growth and recovery for a diverse range of communities. For many cities, vacant land is a key competitive asset for implementing economic development strategies such as creating jobs, increasing tax revenue, improving infrastructure, and attracting new residents. Local government officials, community organizations, and residents in cities across the country are looking for ways to use vacant properties for productive reuse by reimagining them as community gardens, urban farms, or park facilities.

While the ultimate goal for vacant land or structures is to return to its previous use - an owner-occupied home or thriving business - temporary uses can bring new life until a permanent use is created. Temporary use projects can bring city officials, community members, and advocates together to create a common space for all to enjoy.

Prairie View is already taking steps toward temporary use projects with the creation of a food truck park at the corner of Owens Road and Thompson Drive in the northwestern portion of the Study Area. The community can continue to build on this temporary use with the creation of art fairs, farmer's markets, or other community-centered events to bring new uses into underutilized spaces throughout the Study Area and the city.



Advertisement for Prairie View's Food Truck Park on Owens
Source: Half



BLCK Market provides a safe place for small businesses and entrepreneurs through pop-up style markets around Houston
Source: BLCK Market

Example: Kansas City's Iron District

What was once a vacant lot in the middle of an otherwise dilapidated industrial area, has been transformed into a shopping, dining, and entertainment destination for the North Kansas City area. Located on the corner of 16th and Iron Street, the Iron District aims to help food and retail startups by providing short-term, flexible leases, big kitchen equipment, and a stationary space - all with less overhead than a brick-and-mortar location.

The District is made up of businesses that operate out of a colorful collection of repurposed shipping containers, including restaurants, boutiques, and bars, that surround a courtyard and communal dining space with plenty of seating options.

Community spaces such as the Iron District help establish a sense of pride and investment in an area, as well as boost economic development opportunities for local small businesses. There are opportunities for Prairie View to develop a similar entertainment space within the Study Area to further promote economic growth in the city.



In Pittsburgh's East Liberty neighborhood, a vacant lot was repurposed into park space
Source: Office of Policy Development and Research, HUD

Tactical Urbanism

To raise awareness and stimulate the use of public spaces within Prairie View, temporary quick build projects can get placemaking and roadway improvement infrastructure built in months, rather than years. Quick build demonstration projects can help promote street safety improvements and provide low-cost temporary installations that can pilot potential long-term solutions to improve walking and bicycling, vehicle travel, and public spaces. Demonstration projects such as painted bulb-outs and crosswalks allow the community to see how traffic calming devices would work in their neighborhood before a more permanent application is installed, allowing new types of infrastructure to be better understood, supported, and achieved throughout the community. Organizations such as AARP and Better Block provide materials and guidance for communities to create pop-up infrastructure demonstrations. AARP's *Pop-Up Placemaking Toolkit* provides placemaking "recipes" for demonstrating and implementing positive changes in public spaces.

Locations for quick build or pop-up projects in the Study Area should promote connectivity from residential areas to the PVAMU campus to demonstrate new pedestrian or bicycle uses and to promote safer driver behaviors near new road users. When deciding what location or facility type to demonstrate in the community, several factors should be considered, such as existing pedestrian and vehicular movement through the space, timing and duration of the event, materials, and collaboration with other entities.

Better Block

Better Block is a 501(c)3 nonprofit that engages communities by planning and orchestrating short-term local events to temporarily improve the physical and economic environment on a specific city block. Through participatory workshops, the team helps the community generate ideas about how to build on their city's assets to improve public spaces. Better Block workshops encourage community members to physically make things and place them in their shared environment such as pop-up dining areas for local restaurants, pocket parks, and traffic calming devices to slow vehicular traffic. Better Block helps communities develop creative solutions for underused spaces to improve sense of place within the built environment.

Example: South Dallas' MLK Food Park Pop-Up

In the Forest District of South Dallas, Better Block and the Real Estate Council's Dallas Catalyst Project designed a temporary community space to host a food park in 2021. The MLK Food Park attracted over 5,000 community members and was intended to address multiple concerns in the community: provide much needed community space for the Forest District neighborhood, create a pop-up "incubator" for South Dallas culinary entrepreneurs, and serve as a testing ground for policy change addressing low barrier, mobile food vending options.

The MLK Food Park was a nine day during which community leaders and Better Block gathered data and feedback to inform long-term changes, plans, or designs that could be implemented in the future regarding public space in the community. The project allowed residents to provide feedback on what they liked or disliked about the pop-up event. The success of the pop-up brought the community's needs to light and built unity among neighbors, business owners, and organizational leaders to support one another to bring positive change to the community.



The MLK Food Park attracted thousands of visitors during its nine days of operation in Dallas

Source: Better Block



Tactical urbanism can include community-led street art to reimagine public space before permanent improvements are made

Source: Strong Towns

STRATEGY 6: UTILIZE NATURAL FEATURES TO SERVE DUAL PURPOSE FUNCTIONALITY IN THE STUDY AREA

The existing creek bed bisecting the Study Area provides a unique opportunity for the creation of a trail and increased access to open space while also providing necessary drainage functions for the city. The existing conditions analysis summarized in Chapter Two revealed an overall lack of public parkland and open space throughout the Prairie View. The proposed trail alignment along the creek bed can include green infrastructure to help improve water and air quality by filtering out possible pollutants.

Elements of green infrastructure can be incorporated throughout the Study Area along major corridors, such as Sandra Bland Parkway or Owens Road, as well as in parking lots of proposed commercial development south of Echols Street.



Green infrastructure can include native plants and grasses to beautify public spaces
Source: U.S. Environmental Protection Agency

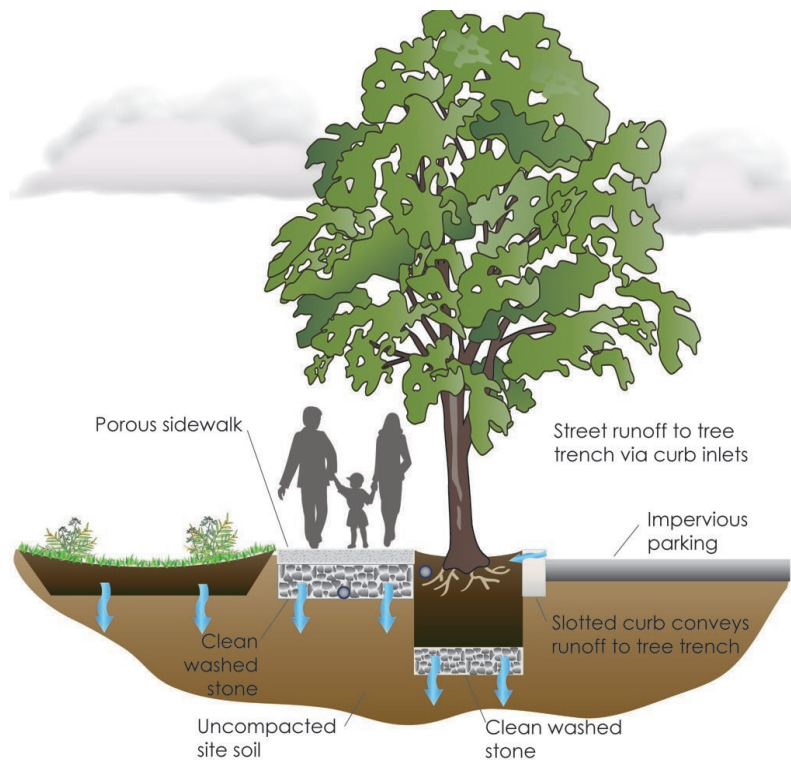


Green infrastructure can be incorporated along roadways and help filter water runoff
Source: Lotus Water

What is Green Infrastructure?

Green infrastructure is an approach to water management that protects, restores, or mimics the natural water cycle to prevent pollutants entering drainage facilities and mitigate flooding. Green infrastructure is effective, economical, and enhances community safety and quality of life.

Green infrastructure incorporates both the natural environment and engineered system to provide clean water, conserve ecosystem values and functions, and provide a wide array of benefits to people and wildlife. On the local level, green infrastructure practices can include rain gardens, permeable pavements, infiltration planters, and rainwater harvesting systems. At the largest scale, the preservation and restoration of natural landscapes, such as forests, floodplains, and wetlands, are critical components of green infrastructure.



Green infrastructure can be incorporated through material types and help filter water and reduce flooding
Source: Nebraska Water Science Center

Representative Imagery:

*Note: representative imagery is provided as examples of the potential types of development for each land use and may not reflect actual build-out.

Commercial/Retail:



Mixed-use:



Multi-unit Housing:



Single-family Housing:



FIGURE 8,

LAND USE AND DEVELOPMENT PLAN

*Note: graphics shown below are purely conceptual in nature and may not reflect actual build-out. Design is subject to change.



Conceptual Renderings:

FIGURE 9, Renderings of Proposed Mixed-Use Center



9A: Rendering shows potential pedestrian-only central lawn in proposed mixed-use development. This open lawn space provides opportunities for farmer's markets and other community gatherings.



9B: Alternate view of central lawn with Prairie View placemaking signage.

*Note: graphics shown above are purely conceptual in nature and may not reflect actual build-out. Design is subject to change.



9C: The central lawn provides spaces for students, residents, and visitors to gather outside. There are opportunities for events hosted by the University, City, or other organizations to be held in this space.



9D: The central lawn can include seating options and pedestrian lighting to create an inviting environment for residents and visitors.

*Note: graphics shown above are purely conceptual in nature and may not reflect actual build-out. Design is subject to change.

Guiding Principle Two:

Develop a multimodal transportation network that enhances quality of life and supports infrastructure best practices.

STRATEGY 1: REDEVELOP SANDRA BLAND PARKWAY TO INCORPORATE ENHANCED BICYCLE AND PEDESTRIAN FACILITIES

Sandra Bland Parkway is a major north-south corridor connecting visitors and residents to the PVAMU campus and Study Area. There is an opportunity to reconstruct Sandra Bland Parkway to enhance bicycle and pedestrian connectivity between the Study Area and key locations around Prairie View. The redesign of Sandra Bland Parkway could include a 10-foot-wide shared-use path to accommodate both pedestrian and bicycle travel that is separated from the vehicular traffic. Figure 12, *Sandra Bland Parkway Intersection Redesign*, on page 56 illustrates potential improvements to the intersection of Sandra Bland Parkway and Echols Street to include pedestrian crossing improvements and traffic signals to reduce conflicts for intersecting traffic. By providing the opportunity for safer walking and biking trips, there is a chance that less cars would be on the road and traffic could decrease during peak high-traffic times as more people choose to walk or bike rather than drive.



Shared-use paths allow bicyclists and pedestrians to safely travel along roadways without interfering with vehicle traffic
Source: Burke Engineering

STRATEGY 2: WORK WITH TxDOT TO IMPROVE ACCESS NORTH AND SOUTH OF U.S. 290

As multimodal traffic (cars, bikes, pedestrians, etc.) increases as the Study Area is built out, there will be a need to improve intersections crossing U.S. 290 to facilitate safe travel for all modes. Feedback received from the public as well as observations made during the existing conditions phase of this study identified U.S. 290 as a major barrier for non-motorized travel due to a lack of pedestrian or bicycle facilities along Sandra Bland over U.S. 290. Because Sandra Bland Parkway is maintained by TxDOT, coordination between the Prairie View and TxDOT will be required to determine feasibility of improved access north and south of U.S. 290.

Benefits of Walkable Places

As auto-oriented suburban development continues to expand in cities across the United States, there is an elevated need for destinations that can be accessed without a personal vehicle. Research has shown that human-scale, walkable cities and towns positively impact the well-being of residents and the communities they live in. Benefits of walkable communities and places include:

- 1. Promoting active living, for longer and better lives** - Living in walkable places allows for activity to be built into each day, such as walking to school, the grocery store, or park, and can reduce risk of chronic disease, such as Type II Diabetes or obesity.
- 2. Encouraging economic activity**- Streets where walking is safe and easy are streets where businesses usually thrive. Walkable places and safe streets encourage people to access daily destinations, such as coffee shops or grocery stores, by foot more often, boosting economic activity for cities.
- 3. Enhancing a "sense of place" and community identity** - Designing human-scale streets helps to boost the unique character of a place. The sense of place is promoted by the feeling of an "outdoor room" created by the dimensions of a street. That feeling is rarely, if ever, achieved in modern commercial districts with "big box" stores.

STRATEGY 3: IMPROVE PEDESTRIAN & VEHICULAR CONNECTIVITY AND SAFETY ALONG CORRIDORS IN THE STUDY AREA

As the Study Area develops, roadways will need to be redesigned to accommodate increased traffic, including accessible sidewalks for pedestrians and on-street parking for residents and visitors. Improved roadways may include utility improvements to manage stormwater drainage and lighting enhancements to improve visibility and safety for all road users. Graphics on page 53 illustrate potential roadway improvements for Echols Street and Santee Street that enhance vehicular and pedestrian travel throughout the Study Area.

It will also be important for the City to consider cross-access easements when developing across property lines. This not only benefits internal circulation but also avoids additional conflict points along major corridors. Cross-access easements should be discussed at the onset of development, as it may occur in phases and connections to abutting properties will want to be preserved for future connections. The conceptual master plan on page 54 eludes to the opportunity of cross access easements in improving mobility and access to retail destinations, community gathering spaces, and housing.

The City of Prairie View should look to revise *Chapter 3: Building Regulations*, *Chapter 10: Subdivision Regulations*, and *Chapter 14 Zoning* of the Code of Ordinances to account for this policy recommendation as well as additional design guidelines related to street lighting, drainage, and parking criteria.

STRATEGY 4: ENHANCE INTERSECTIONS FOR MULTIMODAL CONNECTIVITY

Intersections in the Study Area should be enhanced to include traffic signalization and ADA-compliant curb ramps at priority locations as well as improved pedestrian and bicycle accessibility to destinations. Intersection improvements may include pedestrian-scale lighting and high visibility crosswalk markings to facilitate safe travel for those walking to and from the PVAMU campus or the Study Area.

STRATEGY 5: EVALUATE TRANSIT SERVICE OPTIONS THROUGHOUT PRAIRIE VIEW

Through public engagement, members of the community expressed interest in increased public transit services in Prairie View that connect to local and regional destinations. Public transit offers transportation options to destinations at little to no cost for riders and can reduce the negative environmental impacts of carbon emissions from personal vehicle trips.

Additionally, public transit provides mobility options for community members who cannot, or choose not, to drive. Partnerships with local transit providers, such as the Colorado Valley Transit Authority, should be explored by the city to provide residents a way to get around their community without relying on a car.



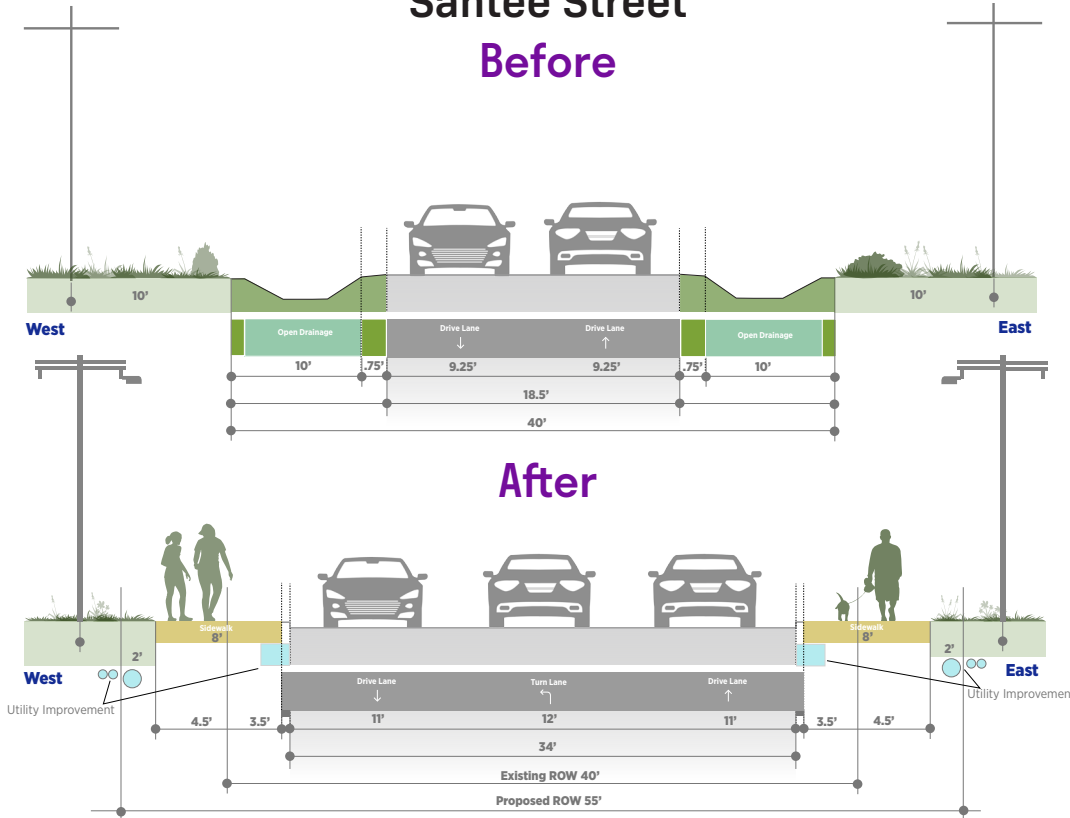
Public transit offers transportation options at little to no cost to riders
Source: MetroBus



Pedestrian-scale lighting can enhance safety and aesthetic appeal in mixed-use and residential areas
Source: City of Greer, SC

Potential Street Designs:

Santee Street Before



Echols Street Before

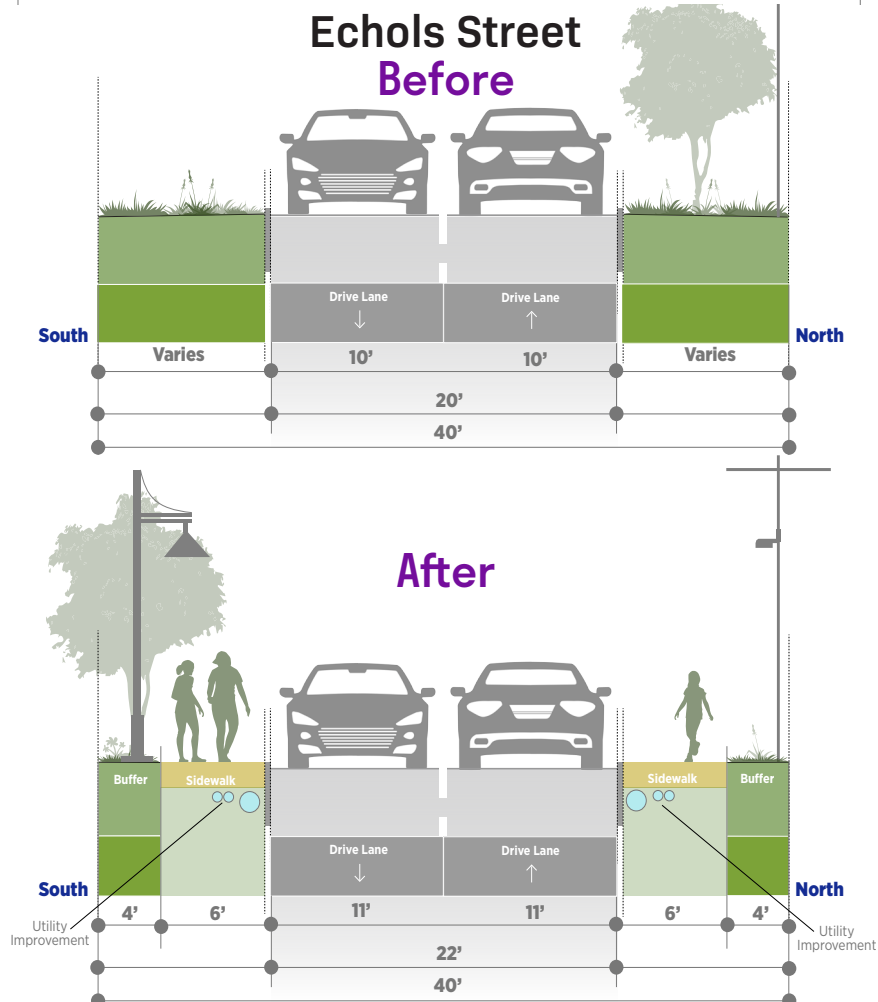
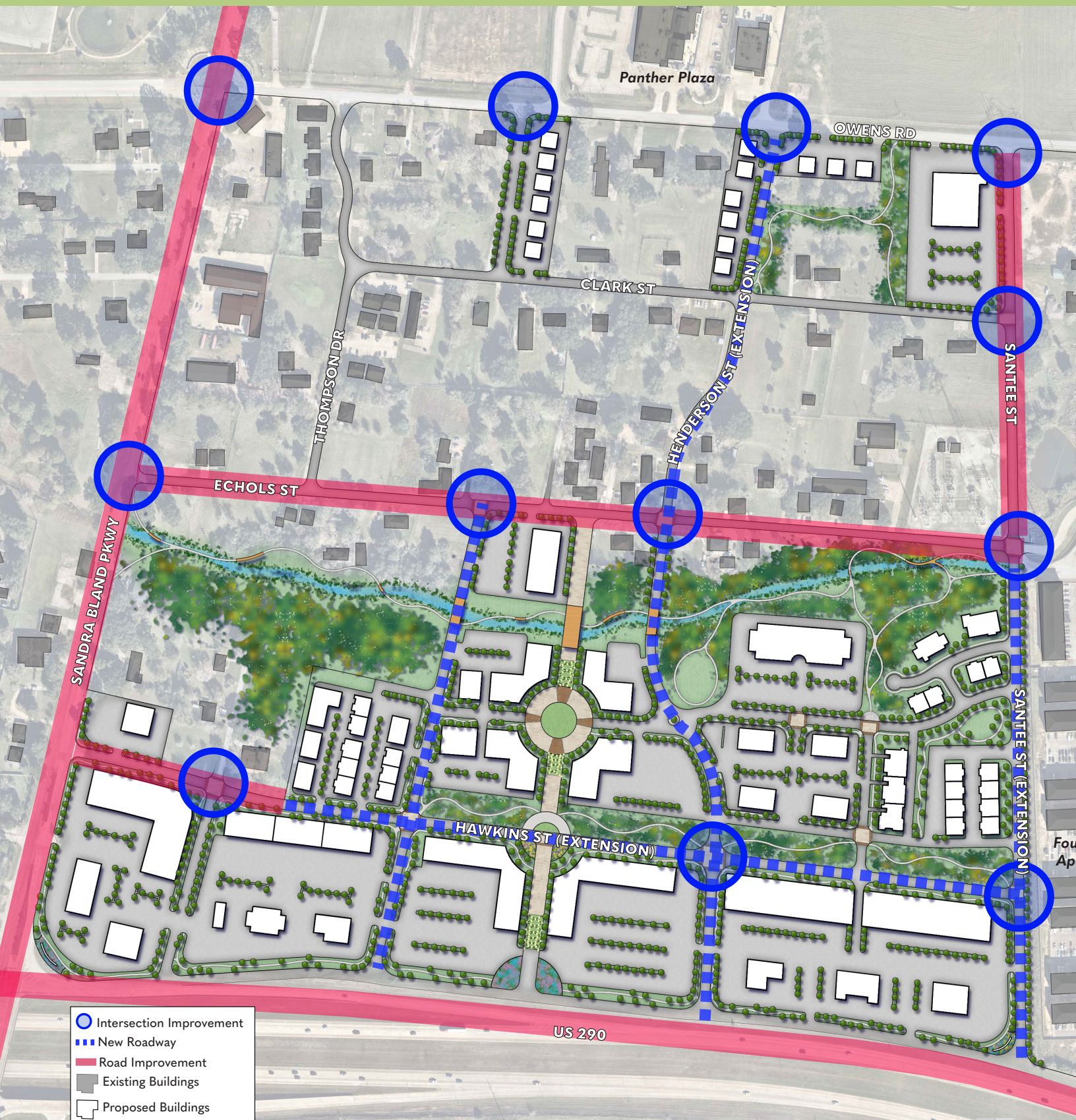


FIGURE 10,

TRANSPORTATION AND CONNECTIVITY IMPROVEMENTS

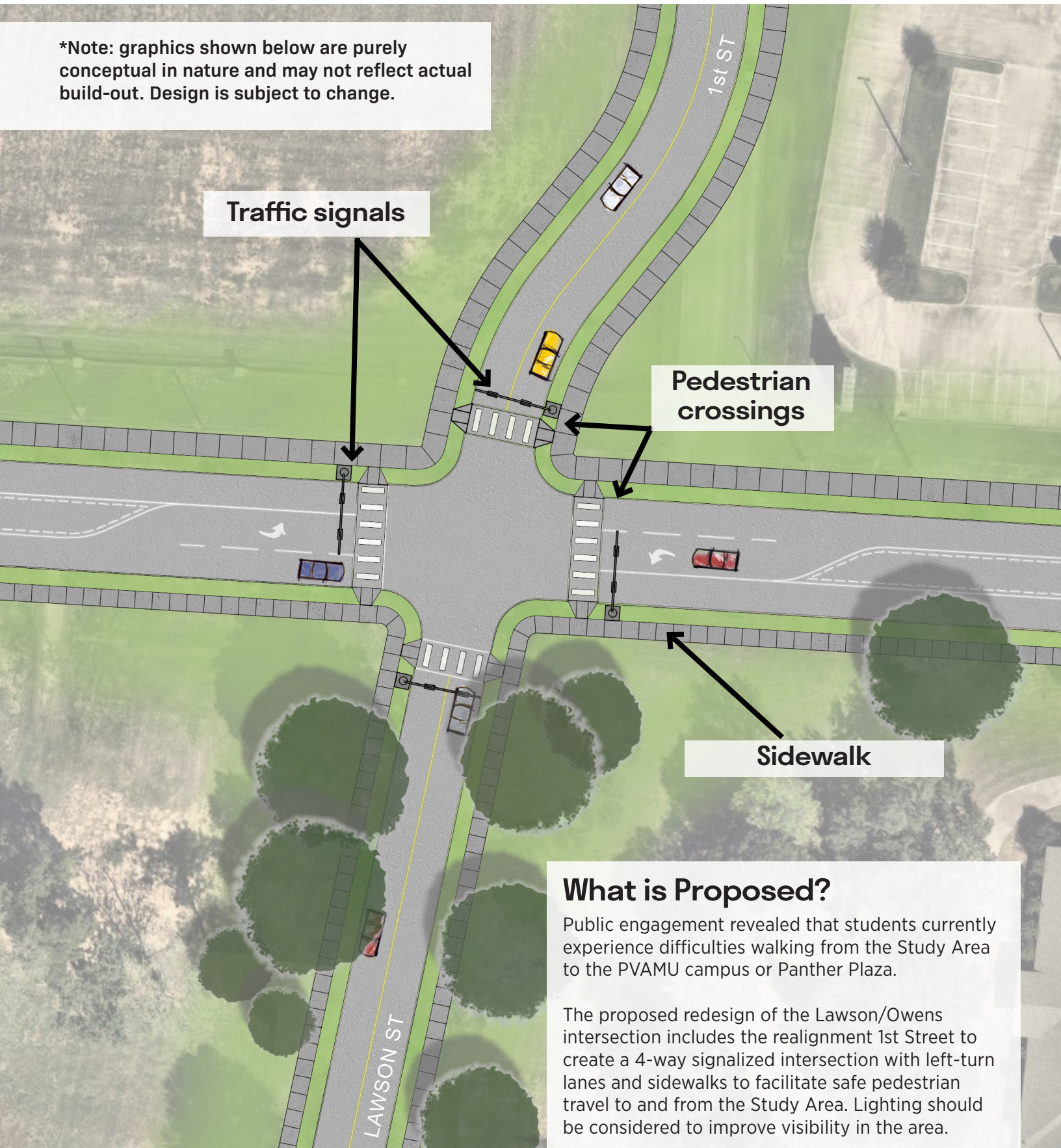
*Note: graphics shown below are purely conceptual in nature and may not reflect actual build-out. Design is subject to change.



Conceptual Renderings:

FIGURE 11, Owens Rd. and Lawson St. Intersection Redesign

*Note: graphics shown below are purely conceptual in nature and may not reflect actual build-out. Design is subject to change.



What is Proposed?

Public engagement revealed that students currently experience difficulties walking from the Study Area to the PVAMU campus or Panther Plaza.

The proposed redesign of the Lawson/Owens intersection includes the realignment 1st Street to create a 4-way signalized intersection with left-turn lanes and sidewalks to facilitate safe pedestrian travel to and from the Study Area. Lighting should be considered to improve visibility in the area.

FIGURE 12, Sandra Bland Pkwy. and Echols St. Intersection Redesign

*Note: graphics shown below are purely conceptual in nature and may not reflect actual build-out. Design is subject to change.

Traffic signals

10' wide shared-use path

Pedestrian crossings

Gateway signage opportunity

What is Proposed?

The proposed redesign of the Sandra Bland Pkwy./ Echols St. intersection includes the addition of traffic signals to facilitate safe left-turning traffic to and from Sandra Bland Pkwy. Additional enhancements include high-visibility crosswalk markings for pedestrians, a 10-foot-wide shared-use path for both bicycles and pedestrians, and opportunities for gateway signage at the entrance to the Study Area.

Guiding Principle Three:

Create a district identity that promotes placemaking opportunities and highlights the history and culture of Prairie View.

STRATEGY 1: DEVELOP A CULTURAL HERITAGE TRAIL THAT PROVIDES BOTH EDUCATIONAL AND RECREATIONAL OPPORTUNITIES

As noted in Chapter 3, *Public Engagement*, the rich history of Prairie View is something residents value and would like to see showcased throughout the Study Area. There are opportunities to "tell the story" of Prairie View and PVAMU through the creation of a cultural heritage trail. A cultural heritage trail is a journey through a series of historical sites and places that showcases an area's history and culture.

Heritage trails are often designed to link monuments or sites with historical or cultural significance in a particular period and are a fun way, for both locals and visitors alike, to learn about the past. Heritage trails provide residents and visitors recreational and educational experiences for all visitors. Heritage trails help keep the stories of the past alive through art installations, monuments, plaques, and other demonstrations. The history of Prairie View and PVAMU deserves to be told in a way that provides current and future residents an opportunity to gain new appreciation for the culture and stories of the past and present.



Heritage trails can include informational exhibits and art installations from local and regional artists
Source: 400 Years Forward, Hampton, VA

Example: The African American Trail Project

The African American Trail Project is a collaborative public history initiative housed at Tufts University. Launched in 2016 by university faculty and student research, the trail project maps African American and African-descended public history sites across greater Boston, and throughout the State of Massachusetts.

The African American Trail Project aims to develop African American historical memory and intergenerational community, placing present-day struggles for racial justice in the context of greater Boston's historic African American, Black Native, and diasporic communities. The project currently documents over 200 sites across Boston and Massachusetts ranging from W.E.B. Du Bois's childhood home to the Shearer Cottage on Martha's Vineyard.

The African American Trail Project also includes the Black Heritage Trail, a 1.6 mile walk through Boston's Beacon Hill neighborhood. The Trail showcases residences and buildings associated with a Black community that thrived on the north slope of Beacon Hill before, during, and after the American Civil War. The Trail includes 10 sites and is available as a self-guided audio tour through the National Park Service.



Heritage trails provide opportunities for visitors to learn the history of cities and towns.
Source: Alexandria Living Magazine

STRATEGY 2: DEVELOP A SIGNAGE, WAYFINDING, AND GATEWAY MASTER PLAN

Engagement efforts revealed that community members feel Prairie View does not have adequate signage to let visitors know they are in the city. A signage, wayfinding, and gateway master plan provides recommendations for the uniform appearance of vehicular and pedestrian directional signage, parking identification signage, maps, and architectural lettering, as well as building signage to direct residents and visitors. A master plan can help define the Prairie View's identity and create a sense of place. Signage that is easily understandable and visually appealing can help foster a sense of pride among community members and let visitors know they have arrived in Prairie View. Figure 13 on page 60 identifies potential locations for wayfinding signage and gateway opportunities.

STRATEGY 3: BUILD PARKS AND OPEN SPACE AMENITIES TO ENCOURAGE COMMUNITY GATHERING

As noted in Strategy 6 of Guiding Principle 1, there is an overall lack of public open space and parkland throughout the City of Prairie View. As the Study Area gets developed, there is an opportunity to preserve open space near the creek to be utilized as public parkland to host community events and provide spaces for recreation. Parks are great assets to communities because they provide free access to nature and recreational areas for all members of the community. Parks can also become the "heart" of a neighborhood or community - they are the places for birthday parties, family reunions, summer barbecues, and relaxation. The City of Prairie View should consider the inclusion of public parkland and the preservation of open space when exploring new development opportunities throughout the city.



Wayfinding signage can include interactive elements, such as digital maps and lists of nearby destinations.

Source: CityPost



Parks and open spaces can appeal to residents of all ages
Source: AARP



Wayfinding signage helps to create an identity and direct residents and visitors to key destinations.

Source: City of Provo, Utah

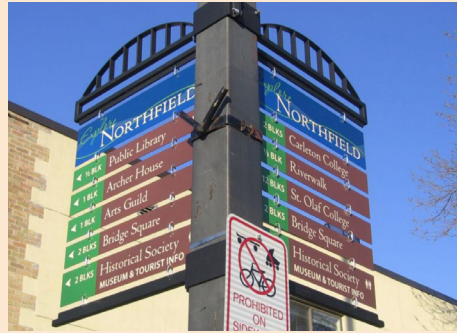
Why do we need parks?

Public parks and recreation areas improve the overall health and wellness of a community. Parks help to create healthy communities by providing opportunities to increase physical activity, create a sense of place for families or social groups to interact and meet others in the community, and reduce the urban heat island effect. Community parks enhance quality of life in a given community and access to quality parks is essential for communities who wish to improve the overall health and wellness of its residents.

Parks provide value to communities that transcend the amount of money invested or the revenues gained from fees; parks provide a sense of public pride and cohesion to every community.

Representative Imagery:

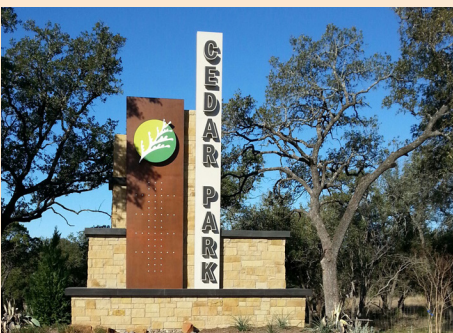
Wayfinding Singage:



Heritage Trail Signage:



Gateway Signage:



Parks and Open Spaces:



FIGURE 13,

DISTRICT IDENTITY STRATEGIES

*Note: graphics shown below are purely conceptual in nature and may not reflect actual build-out. Design is subject to change.





chapter five

IMPLEMENTATION

“What I like about Prairie View is the enrichment of young black people and the endless opportunities and potential for growth and development in the community and around the area.”

- *Community Survey Respondent*

Introduction

The Conceptual Plan for a central business district representative of a Main Street within Prairie View provides a glimpse of the development potential. The Plan presents an opportunity for residents, students, and community stakeholders to work together for a brighter future. Changes in land use, density, building typology, and roadway network connectivity are all necessary to attract developers, residents, businesses, and students to help bring this vision to reality.

Implementing the recommendations of this Livable Centers Study need to maximize the "town and gown" relationship. The City of Prairie View should support development and redevelopment partnership opportunities that are consistent with this Livable Centers Study and affirmed by residents. Implementation steps range from short-term actions that could be completed within a few years to longer-term efforts that may take many years to complete. Other implementation opportunities are also likely to arise that were not specifically anticipated in this plan.

The city must coordinate with external partner agencies like Waller County, TxDOT, and PVAMU to complete many of the infrastructure-related action items. Other efforts will require new regulatory and economic development tools to establish a climate for private investment.

The current regulatory framework in the City of Prairie View is based around its zoning and code of ordinances. While valuable, the existing framework may limit potential development opportunities within the Study Area. While the conceptual plan primarily looked at vacant, developable land within the Study Area, revisions to the regulatory framework could be applied elsewhere throughout the City and create a homogeneous character. City ordinances can encourage and discourage development, depending on level of granularity applied to property and development. It will be important for the city to consider regulations that enhance certain aspects of development like landscaping, façade design, dimensional regulations, and multimodal considerations. The regulatory framework should be inviting to potential investors and developments and create a seamless process through city approval for streamlined development.

In addition to the strategies and project recommendations identified through this Livable Centers Study, it will be important for the city to consider infrastructure investments that support this potential development. This includes stormwater, water, and wastewater utility infrastructure to support the expected growth in the City of Prairie View and Waller County. The conceptual plan presented in this report is one of nearly unlimited choices and represents community residents desires. With the largest landowner being the Texas A&M University System, there is an opportunity for the city to establish partnerships to fund investments.

Cities like Prairie View, including the cities of Waller and Hempstead, have completed similar Livable Centers studies to guide implementation efforts. Some projects listed in these similar studies have been completed while others are still underway as funding and resources become available. These similar studies have also been used as a way to attract additional investment and job creation opportunities to support an increase in tax base. Cities develop in cycles as trends, technologies, and preferences evolve. The same is true for Prairie View and the conceptual plan and recommended strategies will need to be supplemented through thoughtful leadership, elected and appointed officials, and city residents and students for years to come.

Additional plans and studies that should be conducted for Prairie View to supplement this Livable Centers Study include:

- Comprehensive Plan
- Thoroughfare Plan
- Signage and Gateway Master Plan
- Economic Development Plan/Strategy

Each of these topics were discussed briefly by this Livable Centers Study. These additional plans would allow for the continuation and refinement of project specific details related to land use, typology, building characteristics, and visual character of the Prairie View community.

Reactive vs. Proactive Planning

Reactive planning is an attempt to respond to market changes and preserve the present conditions. It usually means addressing issues that have already become a problem and adhering to citizen requests that may not be reflective of long-term goals.

Proactive planning involved designing a desired future for the state of an area to control the outcome. This could involve development of master planning documents to guide the City to improve the built environment, attract development opportunities, and coordinate infrastructure improvements.

Each method involves some level of citizen engagement and community understanding. Input received should help determine intended outcomes to come to an amenable solution. These methods can be used as the City considers recommendations of this Livable Centers Study.

Development Funding Toolbox

Strategies and recommendations identified through this planning effort require a myriad of funding solutions and partnerships for implementation. There are a variety of tools to help achieve the guiding principles set forth in this Livable Centers Study. This toolbox provides an overview of options that are readily available to cities throughout the region and state and should not be considered an exhaustive list.

As time changes, new funding sources may be available to assist in implementation of projects and strategies. It will be important to consider small, incremental projects that can highlight the potential development or improvement recommended through this Livable Centers Study. This can be achieved through initiatives described in Chapter 4, *Conceptual Plan*, that relate to placemaking, community involvement, and tactical urbanism events. The city may also look at existing grant funding opportunities currently taking place in the city to enact recommendations set forth in this Livable Centers Study.

FUNDING TYPE	PROGRAM	DESCRIPTION OF FUNDING
Local	Capital Improvement Plan (CIP)	CIPs are short-range plans (4-10 years) that lay out the financing, location, and timing for capital improvement projects over several years. Capital projects can include permanent structural changes, such as roadway reconstruction or utility work, that can help improve services in the city. CIPs are important tools for local governments, allowing them to plan strategically for community growth.
	Certificates of Obligation (CO)	COs allow some governmental entities - like cities, counties, and certain special districts - to issue debt without voter approval to fund any public project. COs can be used to fund the construction, demolition, or restoration of structures; purchase materials, supplies, equipment, machinery, land and rights of way; and pay for related professional services. COs are usually payable from property tax revenues or other taxable sources.
	Impact Fees	An impact fee is a fee that is imposed by a local government on a new or proposed development project to pay for all or a portion of the costs of providing public services to the new development. Impact fees are considered to be a charge on new development to help fund and pay for the construction or needed expansion of offsite capital improvements. These fees are usually implemented to help reduce the economic burden on local jurisdictions that are dealing with population growth.
	Economic Development Corporation (EDC)	An economic development corporation is an organization whose mission is to promote economic development within a specific geographical area.
	Tax Increment Reinvestment Zone (TIRZ)	TIRZs are special zones created to attract new investment in an area. These zones help finance costs of redevelopment and promote growth in areas that would otherwise not attract sufficient market development in a timely manner. Taxes attributable to new improvements are set-aside in a fund to finance public improvements within the boundaries of the zone.

FUNDING TYPE	PROGRAM	DESCRIPTION OF FUNDING
	Type A Economic Development Sales Tax Corporation	The Type A sales tax is primarily intended for manufacturing and industrial development. EDCs may use Type A revenue to fund land, buildings, equipment, facilities expenditures, targeted infrastructure, and improvements for projects including manufacturing facilities, research and development facilities, commuter rail or bus operations, or maintenance and operating costs associated with projects.
Local	Type B Economic Development Sales Tax Corporation	Type B sales tax may be used for any project eligible under Type A rules as well as projects that include quality of life improvements. Type B corporations may pay for land, buildings, equipment, facilities, targeted infrastructure and improvements for store, restaurant, parking, and transportation facilities, affordable housing, recycling facilities, streets, roads, and related improvements. Type B EDCs created by cities with a population less than 20,000 may use sales tax proceeds to fund projects that promote new or expanded business development.
	Bond	Bond elections allow voters to decide whether a local government may borrow money for a specific purpose. Cities, counties, and school districts use bond debt to finance new schools, highways, bridges, bikeways, parks, and other public infrastructure. Bonds are typically paid for through increases in property taxes.

FUNDING TYPE	PROGRAM	DESCRIPTION OF FUNDING
Regional/ Statewide	Bipartisan Infrastructure Law (BIL)	The Bipartisan Infrastructure Law provides funding for investments for all modes of transportation, energy, environmental remediation, public lands, and resilience.
	Choice Neighborhoods Planning Grants	The Choice Neighborhoods Planning Grants support the development of comprehensive neighborhood revitalization plans which focused on directing resources to address three core goals: Housing, People, and Neighborhoods. Communities must develop and implement a comprehensive neighborhood revitalization strategy, or Transformation Plan.
	Public-Private Partnerships	Public-private partnerships involve collaboration between a government agency and a private-sector company that can be used to finance, build, and operate projects, such as public transportation networks or parks. Financing a project through a public-private partnership can allow a project to be completed sooner or make it a possibility in the first place.
	Community Development Block Grant (CDBG)	Multiple programs to support community development activities to address infrastructure, economic development projects, housing rehabilitation, and public services.
	Texas Downtown Association	Provides programs to assist with downtown assessments, strategic planning, training sessions, activities, and engagement.
	Main Street America	Subsidiary of the National Trust for Historic Preservation, organization that provides resources and funding opportunities to revitalize or strengthen a downtown or commercial district's economy.
	Texas Historical Commission	Provides various grant and funding opportunities including the Texas Preservation Trust Fund Grant Program that promotes and restores historic structures, archeological sites, and heritage education projects.

Implementation Plan

The implementation plan was developed to achieve the guiding principles and bring the conceptual plan to reality. Each recommendation is directly associated with a guiding principle and has a timeframe for implementation and partner agency or champion. Each recommendation may not have an associated cost and where provided, cost estimates are intended to be estimates for future consideration in budget cycles. City staff should review these recommendations yearly to confirm project alignment and determine available funding resources for implementation.

Recommendations: Each recommendation is either a project or program/policy to be completed by the city. In some cases, a recommendation may spur additional projects or require additional coordination with entities not identified through this planning effort. The City will need to review the project recommendations based on coordination efforts and funding resources.

Guiding Principle: Recommendations are organized by the Guiding Principles identified in Chapter 4, *Conceptual Plan*. These guiding principles are reflective of the community through public engagement and outreach efforts.

Cost Estimate: Costs are intended to serve as a reference for budgeting and an estimated range for project implementation. Actual costs may vary based on time of implementation and available funding source. Cost for building development is not included as part of this planning effort as conceptual plan represents one of a variety of potential layouts for this location. However, roadway improvement costs are included to emphasize the need for improved east-west and north-south connectivity along with pedestrian and bicyclist improvements.

Implementation Timeframe: The implementation timeframe suggests the anticipated timeframe for which the project, program, or policy could be initiated. The timeframe does not represent completion date. Timeframes are based on consultant experience working with other municipalities and are intended to serve as a guide for the city and funding sources become available, a recommendation timeframe may change. A short timeframe refers to 1-2 years, a medium timeframe refers to 2-5 years and long term refers to 5-10 years.

Short	Medium	Long
-------	--------	------

Action Leaders The leading organization was assumed to be the City of Prairie View; however, there may be instances where another agency or organization takes the lead in implementation. Partnerships are an effective way to utilize resources and capital expenditures to achieve a recommendation. Potential partnerships have been identified based on knowledge of city departments and outside organizations.

Implementation Plan Summary

As part of the Livable Centers Study process, the project team was tasked with developing an implementation plan. The implementation plan outlines the steps needed to implement the recommendations developed during the planning process, partnering agencies, potential funding sources, and timeline for which projects could be implemented.

The following pages describe each of the guiding principles and associated strategies presented in this workbook and action items for implementation, as well as timeline for development and potential partnerships between the City of Prairie View and local agencies.

	Timeframe	Cost Estimate	Action Leaders
GUIDING PRINCIPLE 1: ENCOURAGE THE DEVELOPMENT OF A DOWNTOWN CENTRAL BUSINESS DISTRICT THAT INCORPORATES A MIX OF SUSTAINABLE LAND USES AND DEVELOPMENT TYPES			
STRATEGY 1: REVISE ZONING STANDARDS TO SUPPORT PLAN RECOMMENDATIONS			
POLICY: Rezone areas south of Echols Street from R-2 Multiple Family Residential to Mixed-Use to accommodate a downtown center.	X		Staff Time and Coordination P&Z, Property Owners
STRATEGY 2: DEVELOP A DOWNTOWN ECONOMIC DEVELOPMENT PROGRAM			
Collaborate with Prairie View EDC and/or Prairie View Chamber of Commerce to create an Economic Development Program (EDP).	X		\$50k - \$75k EDC, Chamber, WC
POLICY: Utilize Chapter 380 of the Local Government Code to promote economic development in the City of Prairie View.		X	Staff Time and Coordination EDC, Chamber, WC
POLICY: Develop a Tax Increment Reinvestment Zone (TIRZ) once Downtown Prairie View is established.		X	Staff Time and Coordination EDC, Chamber, WC
STRATEGY 3: DEVELOP GUIDELINES FOR RESIDENTIAL LAND USES WITHIN THE STUDY AREA			
POLICY: Create development guidelines to influence the character and appearance of new residential development to fit desired architectural style.	X		\$50k EDC, Chamber
Seek funding for home repair programs from the State of Texas and U.S. Department of Housing and Urban Development (HUD) to improve home conditions.		X	X Staff Time and Coordination EDC, Chamber
STRATEGY 4: DEVELOP CO-WORKING SPACE AND ENTREPRENEURIAL OPPORTUNITIES FOR RESIDENTS AND STUDENTS			
Establish a partnership with PVAMU Small Business Development Center to create opportunities for business incubators or co-working spaces in the Study Area.		X	Staff Time and Coordination EDC, Chamber, PVAMU
STRATEGY 5: ENCOURAGE THE USE OF VACANT PROPERTY THROUGH ACTIVATION AND TACTICAL URBANISM EVENTS			
Use vacant land for temporary pop-up style events such as art fairs, farmers' markets, etc. to bring new life to underutilized spaces.	X	X	\$25k EDC, Chamber, PVAMU
Perform temporary quick-build projects to promote placemaking or safety improvements within the Study Area to provide a "testing ground" for new infrastructure types.	X	X	\$5k - \$10k EDC, Chamber, PVAMU

STRATEGY 6: UTILIZE NATURAL FEATURES TO SERVE DUAL PURPOSE FUNCTIONALITY IN THE STUDY AREA					
Develop park and trail amenities along Ponds Creek tributary with wayfinding elements to provide recreational asset and mitigate flooding.		X	X	\$150k	Waller County
GUIDING PRINCIPLE 2: DEVELOP A MULTIMODAL TRANSPORTATION NETWORK THAT ENHANCES QUALITY OF LIFE AND SUPPORTS INFRASTRUCTURE BEST PRACTICES					
STRATEGY 1: REDEVELOP SANDRA BLAND PARKWAY TO INCORPORATE ENHANCED BICYCLE AND PEDESTRIAN FACILITIES					
Initiate a preliminary engineering report (PER) to determine appropriate improvements including sidewalks, safety elements, and placemaking opportunities.	X			\$100k	TxDOT
STRATEGY 2: WORK WITH TxDOT TO IMPROVE ACCESS NORTH AND SOUTH OF US 290					
Improve vehicular traffic flow with intersection improvements and enhanced pedestrian and bicycle connectivity across US 290.		X	X	\$50k	TxDOT
STRATEGY 3: IMPROVE PEDESTRIAN AND VEHICULAR CONNECTIVITY ALONG KEY CORRIDORS					
POLICY: Revise engineering design standards to account for enhanced pedestrian and bicycle facilities along roadways while incorporating low-impact development standards (LID).	X			Staff Time and Coordination	TxDOT/Waller County
STRATEGY 4: ENHANCE INTERSECTIONS FOR MULTIMODAL CONNECTIVITY					
Initiate a preliminary engineering report (PER) to identify priority locations for traffic signal operations and pedestrian improvements (Sandra Bland Pkwy, Echols St, Owens Rd)		X	X	\$100k per roadway	TxDOT/Waller County
STRATEGY 5: EVALUATE TRANSIT SERVICE OPTIONS THROUGHOUT PRAIRIE VIEW					
Coordinate with transit providers to enhance service and develop long-term transit service for the City.		X	X	Staff Time and Coordination	PVAMU/CV Transit



GUIDING PRINCIPLE 3: CREATE A DISTRICT IDENTITY THAT PROMOTES PLACEMAKING OPPORTUNITIES HIGHLIGHTING THE CULTURE AND HISTORY OF THE CITY

STRATEGY 1: DEVELOP A CULTURAL HERITAGE TRAIL THAT PROVIDES BOTH EDUCATIONAL AND RECREATIONAL OPPORTUNITIES

Work with City engineers to determine feasibility of proposed trail alignment.	X			Staff Time and Coordination	EDC, Chamber, WC
Create a partnership with the Prairie View African American Cultural Heritage Commission, Texas Institute for the Preservation of History and Culture and local historians to contribute educational and historical information for signage and plaques along the trail.		X		Staff Time and Coordination	EDC, Chamber, WC
Incorporate art created by local and regional artists that reflect the history and culture of Prairie View.		X		\$25k - \$50k	EDC, Chamber, WC

STRATEGY 2: DEVELOP A SIGNAGE, WAYFINDING, AND GATEWAY MASTER PLAN

Partner with a design firm to create a plan outlining signage styles for the City of Prairie View.	X			\$50 k - \$75k	EDC, Chamber
Place district signage in key locations in Study Area and other areas of interest throughout the city.		X	X	\$5k - \$350k	EDC, Chamber

STRATEGY 3: BUILD PARKS AND OPEN SPACE AMENITIES TO ENCOURAGE COMMUNITY GATHERING

Develop parkland area around creek in Study Area to provide greenspace for residents and visitors.		X		\$200k	Chamber, Property Owners
Partner with property owners of vacant land to create additional parks and open space opportunities throughout the City.			X	Staff Time and Coordination	Chamber, Property Owners



Benefits

The ultimate goal of the Livable Centers Program is to develop walkable, mixed-use places that improve environmental quality, promote economic development opportunities, expand housing choices and facilitate multimodal transportation connectivity. One of the factors that contributes to improved quality of life for residents in the Study Area is air quality. In addition to health and safety benefits of recommended infrastructure improvement projects, a shift in travel modes to increased levels of biking and walking in the Study Area will likely reduce the level of emissions from vehicle trips. Additionally, there will be an increase in internal trips due to projected development identified in the conceptual master plan.

Analysis Methodology

While it is difficult to estimate the total impact from these improvements due to the number of factors that affect the total trips and the share of diverted trips in the Study Area, an estimation of the potential benefits has been made. This estimate is based on the total trips generated from the region as well as trip lengths, mode shift factors and emission rates. The air quality benefits derived from implementation of the recommended improvements for the Prairie View Livable Centers Study Area were estimated based on methodology below.

Catchment Area

The Study Area was defined as the catchment area to determine the number of trips that would potentially be diverted from auto to pedestrian or bike by the recommended improvements.

Internal Auto Trips Generated Within the Prairie View Livable Center (Sidewalks)

The Livable Centers catchment area is the smallest geographic demarcation available that also includes trip data and a reasonable level of certainty, in this case census block groups. Trip data was acquired from Replica, a reputable company that models activity in the built environment based on a synthetic population.¹ The trip growth rates are based on the Houston-Area Galveston Council's Travel Demand Model. The following are the internal auto trips that can be diverted to pedestrian trips.

2,850

2025 estimated average daily auto trips for walk trips

12,500

2045 estimated average daily auto trips for walk trips

Internal Auto Trips Generated Connecting to the Prairie View Livable Center (Bike Network)

The same methodology and data source was used for the trips that could be diverted from auto to bike. However, new bike riders are calculated separately than new pedestrian trips. Auto trips that are about one-mile outside of the Study Area, both connecting to and from the Livable Center, are examined to determine how many auto trips could be diverted to bike trips.

8,400

2025 estimated average daily auto trips for bike trips

15,600

2045 estimated average daily auto trips for bike trips

1. The H-GAC TDM Traffic Analysis Zones were deemed too large of an area to be used for this analysis, so cell phone data was used instead.

2. Ewing, R., Greenwald, M. J., Zhang, M., et. al. (2009). Measuring the Impact of Urban Form and Transit Access on Mixed Use Site Trip Generation Rates -- Portland Pilot Study. Washington, D.C.: U.S. Environmental Protection Agency.

Mode Share Shifts

The mode shift to pedestrian activities is based on the proportion of new sidewalk coverage relative to the maximum possible sidewalk coverage with a Livable Center. In this case about 25 percent of the Census Block Group will experience new sidewalks due to the recommendations in the Livable Center. Using the methodology outlined in the research, a 25 percent increase in sidewalk coverage leads to an estimated 6.8 percent modal shift from auto to pedestrian trips.

New bike trips are calculated separately for trips within the Livable Center and trips originating from or destined to areas outside the Livable Center.² Based on literature, a mode shifts rates of 1.72 percent and one percent were used for internal and external O-D trips, respectively.³

Demand

The number of non-vehicle trips generated was computed by applying a mode shift factor to the total number of trips due to infrastructure improvements computed for the catchment area.

MODE	2025	2045
Ped Trips	190	825
Bike Trips	130	366
Density Bonus Trips	20	375

Density Bonus

Trip reductions as a result of the proposed built-environment mix are also calculated. Based on literature review, it is assumed the built-environment mode-shift bonus between five and 12 percent.⁴ These bonus percentages were assigned to population density breaks from H-GAC's Activity-Connectivity Explorer (ACE) tool to develop a regression equation that uses population and employment density within the Livable Center as input variable. In the case of the Prairie View Livable Center, the projected new jobs and populations should experience about a 3.1 percent increase mode-shift bonus to walking and biking or about 20 new ped/bike trips in 2025 and 375 ped/bike trips in 2045. This assumes a full build out by 2045.

VMT Reduction

Total reduction in vehicle miles traveled (VMTs) were calculated as a product of 2017 National Household Travel Survey estimates of trip length (2.38 miles for bike, 0.87 miles for walking) and estimated trips for each of the two modes. The average annual VMT reduction for the planning horizon is 371,000 and total annual VMT reduction is 9.2 million VMT.

Air Quality Calculations

Emission reductions were calculated using the 2020 Mobile Source Emissions Reduction Strategies (MOSERS) guide from Texas A&M Transportation Institute. Specific emission rates per pollutant were assumed for an Urban-Arterial corridor, year 2022, for automobiles at 30 miles per hour. The emission rates were multiplied by the VMT reduction to identify overall air quality emission benefits.

EMISSION FACTOR	2025	2045
Daily VMT Reduction	500	2,100
Annual VMT Reduction	186,600	769,110
NOx (ton/year):	0.051	0.066
VOC ton/year:	0.058	0.075

KEY DATA/ ASSUMPTIONS

1.39 miles

Average Trip Distance

27,800

2045 Average daily vehicle trips in the Catchment area

38,640 miles/day

2045 Average daily VMT in the recognized study area

3.1%

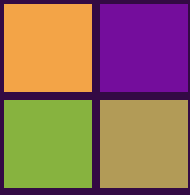
VMT Reduction Bonus

3. Lasley, P. et al. (2017). Estimating Congestion Benefits of Transportation Projects with FIXIT 2.0: Updating and Improving the Sketch Planning Tool. Texas A&M Transportation Institute. Retrieved August 2021.

4. Gómez-Ibáñez, José A., ed. Driving and the Built Environment: The Effects of Compact Development on Motorized Travel, Energy Use, and CO2 Emissions. Transportation Research Board, Special Report 298, National Academy Press, 2009.

EMISSION REDUCTION SUMMARY

	Total Annual VMT Reduction	CO (ton/year)	NOX (ton/year)	VOC (ton/year)	CO2 (ton/year)	PM10 (ton/year)
2025	186,603	0.98	0.051	0.066	63.998	0.001
2026	209,326	1.01	0.052	0.067	69.445	0.002
2027	221,886	1.00	0.051	0.066	71.327	0.002
2028	235,295	0.99	0.050	0.066	73.429	0.002
2029	249,612	0.97	0.049	0.065	75.774	0.002
2030	280,697	1.02	0.051	0.067	83.071	0.002
2031	298,233	1.00	0.049	0.063	86.171	0.002
2032	316,981	0.99	0.048	0.062	89.672	0.002
2033	337,029	0.99	0.047	0.061	93.618	0.002
2034	358,472	0.98	0.046	0.060	98.034	0.002
2035	404,179	1.05	0.048	0.063	109.092	0.002
2036	430,453	1.08	0.049	0.064	114.912	0.002
2037	458,582	1.10	0.049	0.065	121.341	0.002
2038	488,702	1.14	0.051	0.066	128.379	0.003
2039	520,960	1.19	0.053	0.068	136.135	0.003
2040	555,514	1.25	0.055	0.071	144.623	0.003
2041	592,533	1.26	0.056	0.072	145.652	0.003
2042	632,199	1.27	0.056	0.072	146.727	0.003
2043	674,708	1.28	0.057	0.073	147.850	0.003
2044	720,271	1.30	0.057	0.074	149.020	0.003
2045	769,112	1.31	0.058	0.075	150.237	0.003
Total	9,284,413	25.13	1.19	1.54	2,422	0.05
Average	371,377	1.01	0.05	0.06	97	0.00



Appendix A

PREVIOUS PLANS

“What I like about Prairie View is the enrichment of young black people and the endless opportunities and potential for growth and development in the community and around the area.”

- Community Survey Respondent

Introduction

Studies and Plans pertaining to Prairie View and the Study Area were reviewed to identify previous planning efforts, projects, and goals. This is to ensure that recommendations made within the Study Area align with or relate to prior planning actions and address challenges and efforts highlighted in the previous plans.

The Prairie View Livable Centers Study can help build on and enhance current goals and planning efforts within the community. A summary of each planning study is provided along with highlighted goals that should be taken into account while planning for the Study Area.

Waller County Parks, Trails, and Open Space Master Plan (2021)

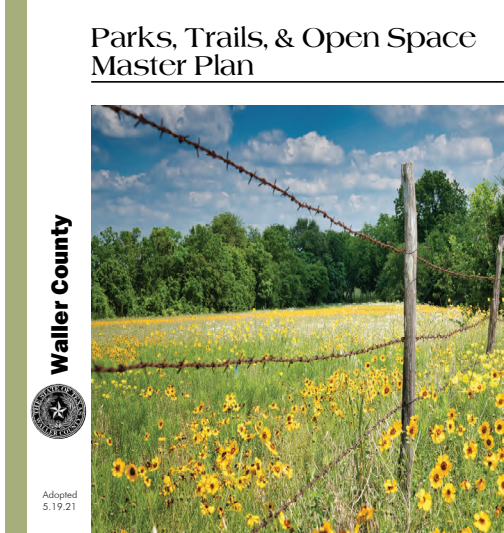
This plan provides a blueprint for the future development and growth of parkland, trails, and open spaces in Waller County. The plan breaks Waller County into six distinct areas, with Prairie View falling within the U.S. 290 corridor area. The plan identifies six needs in the county: parks, connectivity, natural/open space, heritage/culture, preservation/conservation, and accessibility. The recommendation specific to the City of Prairie View includes adding trails along the road and railroad corridors and partnering with developers to secure park and open spaces for public access. It also recommends adding a trailhead in Prairie View to take advantage of the connectivity and natural amenities in the area.

Plan recommendations pertaining to Prairie View and the Study Area include:

- Developing a 12-foot-wide trail along the Business U.S. 290 corridor, as the need for trails was the highest priority for participants of the Community Survey.
- Constructing dedicated bicycle lane along roadways such as Richards Road, Owens road, Cameron Road, Wyatt Chapel Road, and Flukinger Road, connecting Prairie View A&M University and the Study Area to recreational and residential areas.
- Developing a pocket park at the intersection of U.S. Business 290 and Sandra Bland Parkway / University Drive along the proposed U.S. 290 Trail, including restrooms, a bike pump station, parking, and a children's play area.



Parks, Trails, & Open Space Master Plan



Waller County Transportation Plan (2019)

This plan is a comprehensive study to review the County's existing transportation infrastructure and future needs. The plan is broken into a Mobility Plan and a Thoroughfare Plan, both of which identify the goals of enhancing mobility, economic development, quality of life, and project consensus. The plan identifies several recommendations for the Prairie View area, including roadway safety improvements, more transit connections, and improved and additional active transportation facilities.

Plan recommendations pertaining to Prairie View and the Study Area Include:

- Developing a 12-foot-wide trail along the Business U.S. 290 corridor, similar to the 2021 Parks, Trails, and Open Space Master Plan

Waller County Comprehensive Strategic Plan (2017)

This long-range plan examines and plans for the image, economic development, land use, facilities and services, and transportation needs of Waller County. Each focus area has its own goals and actions to improve the County. Furthermore, the plan identifies several recommendations for the county. Three key recommendations include: Collaboration and continuous communication on economic development efforts; ensure new housing development matches the demographics of the population and industry to ensure affordability; and maintain and expand the county's unique cultural, natural, and historical identity.

Plan recommendations pertaining to Prairie View and the Study Area Include:

- The Plan provides policy considerations for cities which includes planning for diverse housing types, planning for future annexed lands, encouraging wastewater, street, and utility improvements to promote growth, and maximizing the market value of lands as they are developed.
- Enhance parkland and access to park facilities to enhance the overall character and image of communities
- Increase tourism within Waller County
- Continue to provide public safety services, safe streets, and safe residential areas
- Support non-vehicular transportation options, including trails, buses, bicycle lanes, and sidewalks.

Waller County Criminal Justice Plan (2017)

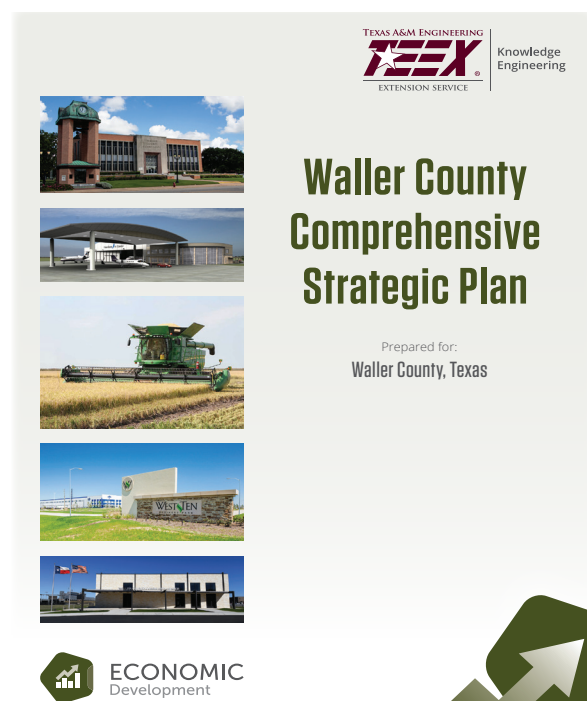
This plan is designed to improve safety of communities in Waller County. The plan lists various needs in the county that lead to elevated crime rates. Many needs were identified, but two recommendations include the need for more recreational opportunities and transportation access to activity centers.

H-GAC 2045 Regional Transportation Plan (2019)

The H-GAC 2045 Regional Transportation Plan (RTP) is a coordinated effort to address the existing regional transportation concerns and prepare for the mobility needs of the future. The RTP addresses five key goals for the region: improve safety, achieve/maintain state of good repair, move people and goods efficiently, strengthen regional economic competitiveness, and conserve and protect natural and cultural resources. The goals seek to address roadway congestion and safety issues in the area. The plan also addresses improvements needed to improve area transit, freight movement, bikeways and sidewalks, and air quality.

Plan recommendations pertaining to Prairie View and the Study Area Include:

- The Plan identifies over four billion dollars in investment to upgrade the U.S. 290 corridor over the next 25 years



H-GAC 2045 Active Transportation Plan (2019)

This plan supports the larger H-GAC 2045 RTP. The Plan reviews the region’s existing sidewalk and bikeway network and outlines strategies to guide public investment throughout the region. The plan highlights the benefits that mobility choice, healthy people, and clean air has on the communities in the region. Waller County was identified to have the highest overall percentage of active transportation and transit ridership compared to other H-GAC counties at 5.6 percent of all total trips. Prairie View is also identified as needing additional pedestrian areas and bikeway connections, especially between residential and employment areas.

Plan recommendations pertaining to Prairie View and the Study Area Include:

- The plan promotes the already existing Texas Bicycle Tourism Trails Study Plans proposed cross-state spine connector along U.S. 290 connecting Hempstead, Prairie View, and Downtown Houston.
- Waller County is identified to promote the development of local bicycle and pedestrian safety plans (including Prairie View), fill in existing sidewalk gaps, obtain Walk Friendly and Bike Friendly Community designations, and participate in H-GAC’s Regional Safety Campaign.

Prairie View Communi-Versity Economic Development Strategic Plan (2011)

This Plan was a joint planning initiative between the City of Prairie View and Prairie View A&M University. The plan strives to enhance quality of life for residents, create jobs, and stimulate the economy. The core values of the plan are to maintain and enhance the small-town experience, provide sustainable and pedestrian friendly development, preserve, and celebrate African American heritage, and enhance collaboration between the city and university. The Plan identifies objectives and actions that aim to address the core values of the plan.

Plan recommendations pertaining to Prairie View and the Study Area Include:

- Encouragement and support of diverse housing development
- Encourage the development of Sandra Bland Parkway
- Promote transit-oriented development
- Establish entertainment and recreational venues
- Develop a city parks system



Prairie View TxCDBG Planning Study (2010)

This study for Prairie View was commissioned through the Texas Office of Rural Affairs with the intent to improve the living conditions of city residents. The plan provides recommendations and guidance in the areas of housing, land use, economic development, the central business district, streets, water, wastewater, and capital improvements.

Plan recommendations pertaining to Prairie View and the Study Area Include:

- Improving the quality of housing stock
- Assist residents in procuring safe and affordable housing
- Assure quality development of new subdivisions.
- Improvements to infrastructure, including sidewalks, roadways, wastewater, and drainage
- Consideration of expanding the existing corporate limits
- Promoting an esthetically pleasing living environment
- Preserving open space
- Encouraging development of businesses along major corridors.

Speaking to economic development, the plan recommends enhancing economic development opportunities near U.S. 290 and assisting the expansion of local businesses.

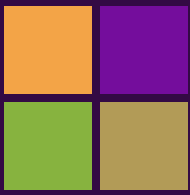
To improve the central business district, the plan proposes beautifying the main entry along University Dr., developing a Heritage Village and recreation area, removing dilapidated structures, rehabilitating the apartments along University Dr., and improving the outward appearance of downtown buildings.

The streets section proposes that the City build safe and low maintenance roadways and establish a uniform standard of 50 feet right-of-way and 20 feet of pavement on newly constructed roadways.

The study also provides an update to the City's Subdivision Ordinance but was not adopted by Council. The current Subdivision Ordinance remains from May 24th, 2004.



Rendering of potential central business district building character.



Appendix B

PUBLIC ENGAGEMENT

“I’d love to see a diverse community with everyone working together for the success and growth of the city.”

- *Community Survey Respondent*

Public Meeting #1

The first public meeting for the Prairie View Livable Centers Study was held August 23, 2023, at the Waller County Community Center in Prairie View, Texas. Approximately 30 community members, including residents, city officials, and university students, were in attendance and had an opportunity to learn about the planning process and voice their opinions on desired amenities or improvements for the Study Area. The meeting consisted of a short presentation that explained what the H-GAC Livable Centers Study is, the timeline for the study, and provided an initial overview of existing conditions of Prairie View, including demographics and an assessment of current economic activity.

Following the presentation, meeting attendees were invited to participate in a series of interactive dot board activities to gauge interest in potential amenities within the study area. The responses for each board are summarized on the following pages.



As meeting participants signed in, they were asked to write one thing they love most about the City of Prairie View. Common themes from this exercise included words such as “growth”, “opportunity”, “people”, “community”, and “history.” Through this exercise, it became apparent that members of the Prairie View community have immense pride in their city, their people, their culture, and their history. Community members view Prairie View as a place for opportunity and growth; not only for the city but for themselves as students, professionals, and residents. Creating project recommendations that honor these community values will be crucial to the success of the outcomes of this study.

At the sign-in table, meeting participants answered the question, “What quality of life factors are most important?” Of the available answer choices, meeting attendees selected employment opportunities, safe neighborhoods, restaurant/retail options, and healthcare services as their top choices.

Attendees also provided feedback on retail opportunities, amenities, mobility options, and housing options. Meeting attendees desire retail opportunities that meet their basic needs such as fresh and healthy food options, as well as areas they can gather as a community in sit-down restaurants and event spaces to host festivals, farmer’s markets, or other events.

Overall, community members would like to see gathering and park space integrated into the Study Area.

This is consistent with the Study's existing conditions analysis that identified a need for additional parkland and open space in Prairie View along with additional retail and commercial business opportunities.

Attendees would like to see protected bike lanes, increased public transit and bus routes, and sidewalks added to the study area. Improved mobility options in Prairie View will allow members of the community to reach destinations without the need for a vehicle. The proximity of the Study Area to both Prairie View A&M University and U.S. 290 will not only provide localized opportunities for a potential shuttle route, but also regional bus service to area destinations.

Single-family homes and townhomes were the most desired home typology. Community members noted they would like single-family homes to attract people to buy a home in Prairie View, rather than rent for a short amount of time while attending the university. Creating affordable and diverse housing options will provide opportunities for new graduates who may want to stay in Prairie View to start careers and families to own a home and continue to be part of the community.

Prairie View Livable Centers Study

STUDY AREA RETAIL OPPORTUNITIES

What types of businesses would you like to see in the Study Area? Place up to 3 sticky dots below.

Prairie View Livable Centers Study

STUDY AREA HOUSING OPTIONS

What types of housing options would you like to see in the Study Area? Place up to 3 sticky dots below.

Prairie View Livable Centers Study

STUDY AREA MOBILITY OPTIONS

What types of mobility options would you like to see in the Study Area? Place up to 3 sticky dots below.

Prairie View Livable Centers Study

STUDY AREA AMENITIES

What additional amenities would you like to see in the Study Area? Place up to 3 sticky dots below.

Prairie View Livable Centers Study

Prairie View Pride

What is ONE (1) thing you love most about Prairie View? Let us know on a sticky note below!

Life in Prairie View

What quality of life factors are most important to you? Choose up to THREE (3) below!

Quality of Life Factors	Responses
Community Character / Identity	●●●●●●●●●●
Employment Opportunities	●●●●●●●●●●
Healthcare Services	●●●●●●●●●●
Housing Affordability / Housing Options	●●●●●●●●●●
Multi-modal Transportation Options (walking, biking, etc.)	●●●●●●●●●●
Multi-Use Trails	●●●●●●●●●●
Parks and Recreational Opportunities	●●●●●●●●●●
Open Space Preservation	●●●●●●●●●●
Safe Neighborhoods	●●●●●●●●●●
Restaurant / Retail Options	●●●●●●●●●●

Public Meeting #2

The second public meeting was held October 25, 2023, at St. Francis of Assisi Episcopal Church in Prairie View. Approximately 40 community members were in attendance and reviewed preliminary conceptual scenarios depicting the buildout of the Study Area. Participants commented on each scenario. Boards presented at the meeting are shown below.



Prairie View Livable Centers Study

Guiding Principles

The guiding principles represent a long-term vision for the Study Area and the City of Prairie View. These guiding principles will be further detailed through project recommendations and conceptual plans and strategies based on historical context, existing conditions, and areas of opportunity.

1. Encourage the development of a downtown central business district that incorporates a mix of sustainable land uses and development types.
2. Develop a multimodal transportation network that enhances quality of life and supports infrastructure best practices.
3. Create district identity that promotes placemaking opportunities highlighting the culture and history of the City.

EACH SCENARIO INCORPORATES THE GUIDING PRINCIPLES THROUGH PROPOSING....

1. Improved Transportation Connectivity
2. Diverse Housing Typologies
3. Community Gathering Spaces
4. Parkland and Recreation
5. Small- and Large-scale Economic Activity
6. Infrastructure (drainage, bicycle and pedestrian mobility, and intersection) Improvements

Prairie View Livable Centers Study

STUDY AREA CHARACTER

PLACE A DOT What types of architectural characters would you like to see in the Study Area? Place up to 2 sticky dots below.

TRADITIONAL AMERICANA

MODERN AMERICAN

TYPICAL NEW SUBURBAN

RUSTIC / RURAL TEXAN

MIX OF TRADITIONAL, RUSTIC, AND MODERN

Have something else in mind? Leave a comment on a sticky note below.

Prairie View Livable Centers Study

SCENARIO 1: EXISTING ZONING

Highlights:

- Regional commercial uses along U.S. 290 Frontage Road and Sandra Bland Parkway in the form of strip centers and outparcels.
- Hawkins and Santece are extended to form additional north-south and east-west connections
- Multi-Family housing and apartments are located south of Clark Street
- Intersection improvements at Echols and Owens and Sandra Bland
- Improved stormwater infrastructure / removed open ditch drainage along major streets

Pros and Cons:

- Limits potential discrepancies between housing typologies north of Echols
- Provides the largest amount of housing by acreage footprint mostly south of Echols
- The least dense housing in the Study Area (single-family housing, R-1) is located close to the University and along the busy thoroughfare of Owens
- Lacks the Zoned potential for community gathering spaces

Have something else in mind? Leave a comment on a sticky note below.

Prairie View Livable Centers Study

SCENARIO 2: ALTERNATIVE ZONING

Highlights:

- Regional commercial uses along U.S. 290 Frontage Road and Sandra Bland Parkway in the form of strip centers and outparcels.
- Hawkins, Santece, Henderson, and Williams are extended to form additional north-south and east-west connections
- A Mixed-use town center along Echols and the center of the Study Area buffering a open space area along the existing canal
- Sidewalk and Trail opportunities along major roadways connecting the university and the mixed-use zone
- Infill development north of Echols will be single-family attached or detached homes
- Student housing, townhomes, and apartments are limited to smaller zones along Hawkins, the mixed-use town center, and Owens Road.
- Improved stormwater infrastructure / removed open ditch drainage along major streets

Pros and Cons:

- Includes the largest amount of potential programmed park space and gathering spaces
- Includes student housing opportunities in the north and south sides of the Study Area

Have something else in mind? Leave a comment on a sticky note below.

Prairie View Livable Centers Study

STUDY AREA AMENITIES AND PLACEMAKING OPTIONS

PLACE A DOT What types of amenities and placemaking elements would you like to see in the Study Area? Place up to 4 sticky dots below.

MAPS AND DIRECTIONAL SIGNAGE

HISTORICAL / EDUCATIONAL SIGNAGE AND MONUMENTATION

LIGHTING / BANNER DRAINAGE

STREET TREES AND LANDSCAPING

COMMUNITY PLAZA

COMMUNITY GARDEN

PUBLIC WATER FOUNTAINS / BESTIRRING

PUBLIC MURALS AND SCULPTURE

CO-WORKING SPACES / ECONOMIC DEVELOPMENT CENTER

YOUTH SENIOR CENTER / POOL/GATHERING

STAGE / MOVIE SCREEN AREA

Have something else in mind? Leave a comment on a sticky note below.

Prairie View Livable Centers Study

SCENARIO 3: ALTERNATIVE ZONING

Highlights:

- Regional commercial uses along U.S. 290 Frontage Road and Sandra Bland Parkway in the form of strip centers and outparcels, and at the corner of Santece and Owens.
- Hawkins, Santece, Henderson, and Williams are extended to form additional north-south and east-west connections
- Infill development north of Echols will be small-lot housing including parcel splits
- Sidewalk and Trail opportunities along major roadways connecting the university and the mixed-use zone
- Provides the largest amount of small-lot residential homes
- Improved stormwater infrastructure / removed open ditch drainage along major street
- Parkland and trail opportunities along the existing canal and tree canopy

Pros and Cons:

- Includes student housing opportunities in the north and south sides of the Study Area
- Includes small-lot single-family residential housing in areas surrounded by existing single-family housing

Have something else in mind? Leave a comment on a sticky note below.

Public Meeting #3

The third and final public meeting for the Prairie View Livable Centers Study was held January 23, 2024, at the Waller County Community Center in Prairie View. Approximately 40 community members, including residents, city staff, students, and university staff, were in attendance. The purpose of the third meeting was to present the revised conceptual plan for the Study Area through a series of small group discussions centered around the Study's three guiding principles: developing a downtown district, improving connectivity, and honoring the history of Prairie View. Community members were randomly assigned a table to start the engagement process with members of the project team available to introduce the guiding principle and associated strategies for implementation. Participants were given 15 to 20 minutes at each station to learn about project recommendations and discuss additional recommendations with the project team. At the end of the 20 minutes, participants were given an opportunity to "vote" on which strategies they liked the most or felt should be prioritized for each guiding principle. A shortened version of the final report was created for the community to reference the planning process and project recommendations outside of the meeting.

Table 1: Creating the Downtown District

At the downtown district table, the revised conceptual land use plan was presented to participants. The conceptual land use plan was created using feedback received from the first and second public meetings regarding what amenities and land use types were most desired within the Study Area. The table activity map included representative imagery of what the proposed spaces could look like, as well as callouts on the map of examples of businesses or land use types that would be appropriate for each zoning classification to provide further context to the map.

Participants supported developing co-working spaces and entrepreneurial opportunities and economic development programs. Participants favored of the mix of land uses and a more walkable environment connected to retail destinations, housing, and entertainment.

Table 2: Improving Transportation and Connectivity

At the transportation and connectivity table, the proposed roadway network was presented to participants. Transportation improvements included the reconstruction of Sandra Bland Parkway to incorporate enhanced bicycle and pedestrian facilities, improving pedestrian and vehicular connectivity along key corridors, evaluating transit service options throughout the City, and enhancing intersections for multimodal connectivity. The activity map included potential street designs for Santee Street and Echols Street to show improvements to utility infrastructure and vehicular / pedestrian traffic.

Comments identified a need for enhanced lighting to help improve visibility for students walking to and from campus. Participants would like to see extended transit services throughout Prairie View. Many participants approved of enhancing sidewalk connectivity throughout the Study Area to area destinations.

Table 3: Creating the Identity and Honoring the History

At the identity and history table, participants discussed how the history of Prairie View and PVAMU could be displayed throughout the Study Area and City. Three strategies were proposed to help create an identity for Prairie View and honor the history of the city through educational and recreational opportunities such as parks and open space and the creation of a heritage trail.

Participants supported creation of public spaces and parkland for the community to gather and host events, as well as creating a cultural heritage trail that tells the story of Prairie View. Many participants acknowledged the need for wayfinding and gateway signage but believed it could be completed as the Study Area is built out. Participants discussed various types of plaques, memorials, and statues that could be placed throughout the Study Area and City to commemorate the history of Prairie View.

Community Survey Responses

A 29-question online community survey was conducted using the SurveyMonkey platform to gather feedback regarding the needs and community vision for the Study Area, as well as the City of Prairie View as a whole. The survey asked a variety of questions ranging from desired multimodal transportation and parkland options to retail and residential typologies residents and other community members would like to see developed in the vacant parcels of the Study Area. The community survey was open from early August to late September and received 93 responses.

No question on the survey was mandatory, and as a result, the number of responses per question may not equal the total number of responses received.

The following pages include all questions and recorded answers from the online survey. Responses with identifying information were excluded from this appendix.

Q1 In one word, describe what you love about Prairie View.

Answered: 81 Skipped: 9

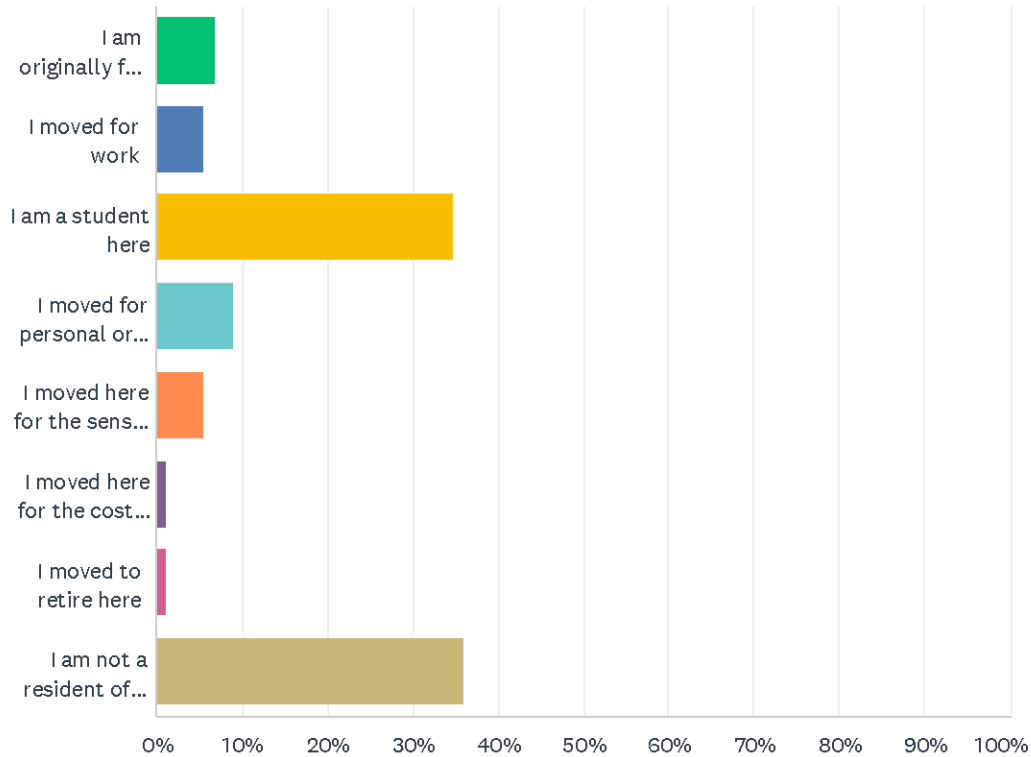
#	RESPONSES	DATE
1	Prairie View A&M University	9/29/2023 12:13 PM
2	Generational	9/28/2023 2:18 PM
3	The beauty and tranquility of the campus.	9/28/2023 11:34 AM
4	Higher learning	9/28/2023 10:17 AM
5	Quietness	9/28/2023 10:01 AM
6	The students	9/28/2023 8:13 AM
7	Open land	9/28/2023 7:39 AM
8	University	9/27/2023 3:58 PM
9	Quiet	9/27/2023 3:14 PM
10	Quiet	9/27/2023 2:37 PM
11	Family	9/27/2023 2:25 PM
12	Home	9/27/2023 2:10 PM
13	Family atmosphere	9/26/2023 4:23 PM
14	Close proximity to Cypress and Houston area.	9/25/2023 1:26 PM
15	People	9/25/2023 10:44 AM
16	Country living	9/21/2023 9:18 PM
17	The Country Feeling	9/21/2023 8:42 PM
18	The boundless opportunities the city has.	9/21/2023 6:58 PM
19	Community	9/21/2023 1:29 PM
20	Resilient	9/21/2023 7:59 AM

21	Community	9/20/2023 8:11 PM
22	Legacy	9/19/2023 2:51 PM
23	Simple	9/19/2023 1:36 PM
24	Beautiful	9/19/2023 1:28 PM
25	Openness	9/19/2023 12:06 PM
26	Quiet	9/18/2023 9:21 PM
27	Welcoming	9/18/2023 8:34 PM
28	Networking	9/18/2023 6:33 PM
29	The pride in its culture	9/18/2023 6:31 PM
30	The love of the community.	9/18/2023 6:29 PM
31	Scenery	9/18/2023 6:28 PM
32	Nature	9/18/2023 6:28 PM
33	Education	9/18/2023 6:27 PM
34	The school	9/18/2023 6:25 PM
35	home life	9/18/2023 6:25 PM
36	Culture	9/18/2023 6:24 PM
37	Family	9/18/2023 6:24 PM
38	Community	9/18/2023 6:23 PM
39	It's friendly	9/18/2023 6:23 PM
40	Culture	9/18/2023 6:22 PM
41	Nature	9/16/2023 6:21 PM
42	The university	9/15/2023 3:51 PM
43	Developing	9/15/2023 3:46 PM
44	What I like about Prairie View is the enrichment of young black people and the endless opportunities and potential for growth and development in the community and area.	9/14/2023 5:40 PM
45	Community	9/14/2023 3:46 PM
46	education	9/12/2023 1:50 AM
47	Culture	9/12/2023 1:05 AM
48	Family	9/11/2023 11:45 PM
49	The University and it's campus	9/11/2023 8:33 PM
50	Peaceful	9/11/2023 8:10 PM
51	PVAMU	9/11/2023 6:59 PM
52	Potential	9/11/2023 2:38 PM
53	I attended pvu.	9/8/2023 8:19 AM
54	Access to higher education	9/6/2023 12:59 PM
55	Family	9/6/2023 8:11 AM
56	The culture	9/5/2023 7:59 PM
57	How it feels like a big family and community.	9/5/2023 6:28 PM
58	Community	9/5/2023 6:19 PM

59	community engagement	9/1/2023 10:19 AM
60	Community	8/27/2023 1:34 PM
61	I love the university.	8/25/2023 9:12 PM
62	opportunity!	8/24/2023 8:57 AM
63	small city	8/24/2023 8:48 AM
64	I love the university. The sense of community and culture	8/23/2023 6:26 PM
65	Relaxing	8/23/2023 5:53 PM
66	Opportunity	8/23/2023 2:46 PM
67	Lack of city noise	8/23/2023 2:18 PM
68	University	8/23/2023 2:16 PM
69	The history	8/23/2023 2:11 PM
70	Is peaceful and is very nice place to live	8/22/2023 2:28 PM
71	History	8/21/2023 11:08 AM
72	Rural	8/17/2023 2:27 PM
73	Connected	8/13/2023 9:24 PM
74	Country living within a city	8/12/2023 4:17 PM
75	Peacefulness	8/11/2023 2:59 PM
76	country	8/10/2023 5:51 PM
77	Small city atmosphere.	8/10/2023 2:42 PM
78	NOTHING	8/10/2023 1:14 PM
79	Peaceful	8/10/2023 4:55 AM
80	Location	8/9/2023 9:44 PM
81	Community	8/9/2023 5:20 PM

Q2 If you are a resident of Prairie View, what is the primary reason you chose to live here?

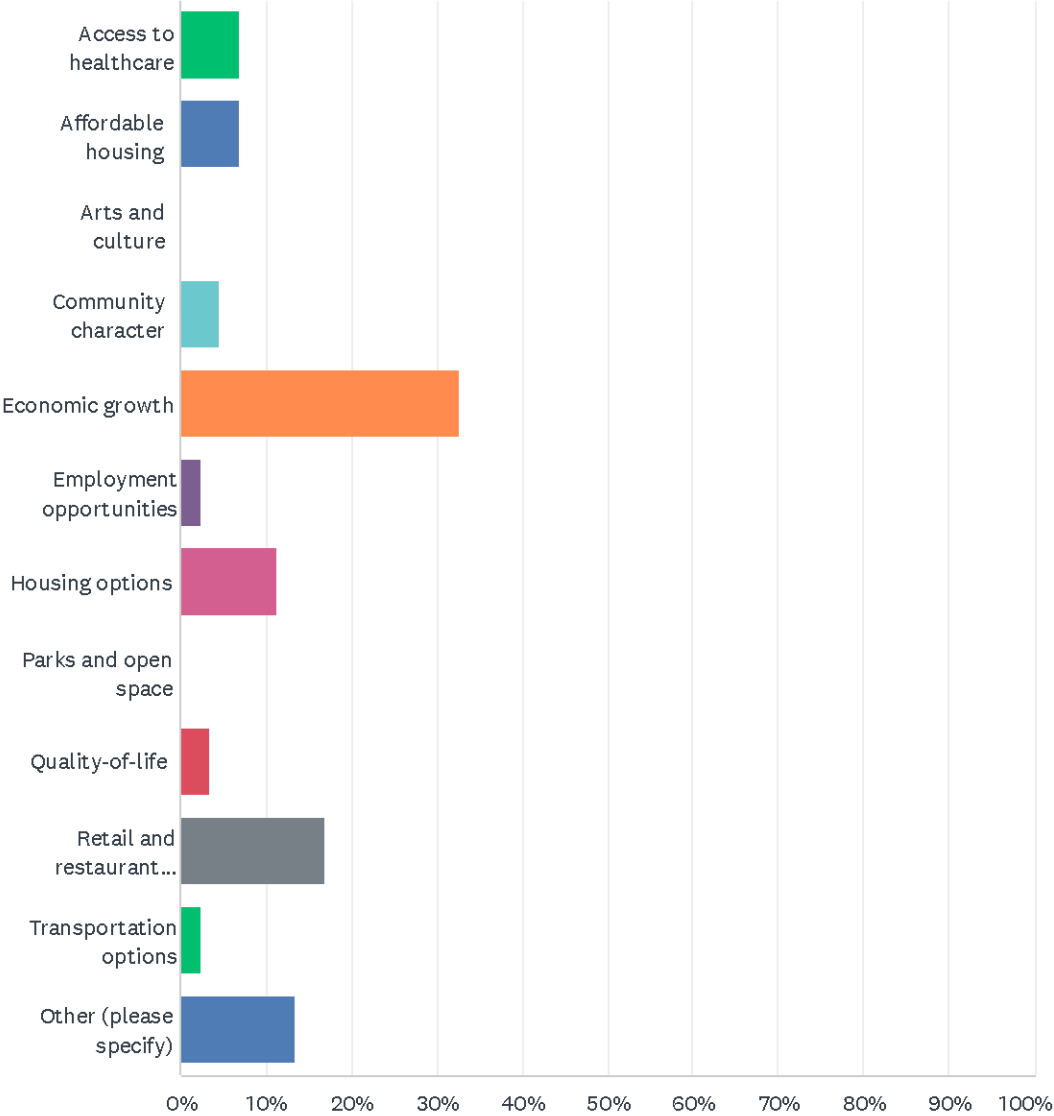
Answered: 89 Skipped: 1



ANSWER CHOICES	RESPONSES	
I am originally from Prairie View	6.74%	6
I moved for work	5.62%	5
I am a student here	34.83%	31
I moved for personal or family reasons	8.99%	8
I moved here for the sense of community	5.62%	5
I moved here for the cost of living	1.12%	1
I moved to retire here	1.12%	1
I am not a resident of Prairie View	35.96%	32
TOTAL		89

Q3 What would you say is the most critical issue facing the City of Prairie View today?

Answered: 89 Skipped: 1

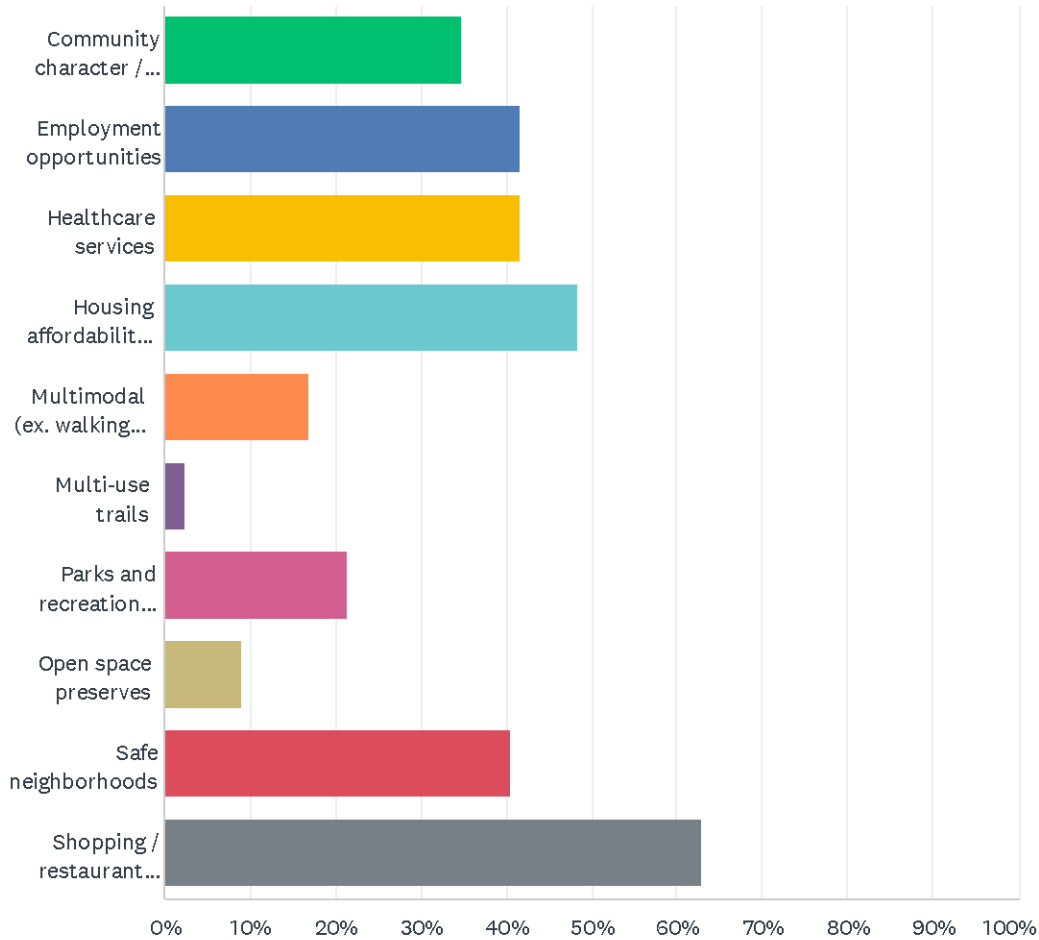


ANSWER CHOICES	RESPONSES	
Access to healthcare	6.74%	6
Affordable housing	6.74%	6
Arts and culture	0.00%	0
Community character	4.49%	4
Economic growth	32.58%	29
Employment opportunities	2.25%	2
Housing options	11.24%	10
Parks and open space	0.00%	0
Quality-of-life	3.37%	3
Retail and restaurant options	16.85%	15
Transportation options	2.25%	2
Other (please specify)	13.48%	12
TOTAL		89

#	OTHER (PLEASE SPECIFY)	DATE
1	Safety	9/28/2023 7:39 AM
2	Food	9/21/2023 7:59 AM
3	Houston, shopping, groceries, community centers	9/18/2023 6:31 PM
4	Government that works for growth and development of the city. Ability to accommodate a growing region of Texas with necessary services and businesses. Ability to support a growing and expanding University.	9/12/2023 7:07 AM
5	More housing options for students and more things to do instead of driving an hour out to have a fun day out	9/12/2023 1:05 AM
6	All of these options!	8/27/2023 1:34 PM
7	access to healthcare, affordable housing, arts and culture, economic growth, employment opportunities, quality of life, transportation options	8/24/2023 8:57 AM
8	Access to healthcare, affordable housing, economic growth, retail and restaurant options, transportation options	8/24/2023 8:48 AM
9	Affordable housing, employment opportunities, retail and restaurant options, transportation options	8/24/2023 8:26 AM
10	There are several of the above items are needed for quality of life balance.	8/12/2023 4:17 PM
11	All of the above	8/11/2023 2:59 PM
12	People are trying to change the town to accommodate people moving here from cities and out of state	8/10/2023 5:51 PM

Q4 What quality-of-life factors are most important to you. (Select your top 3)

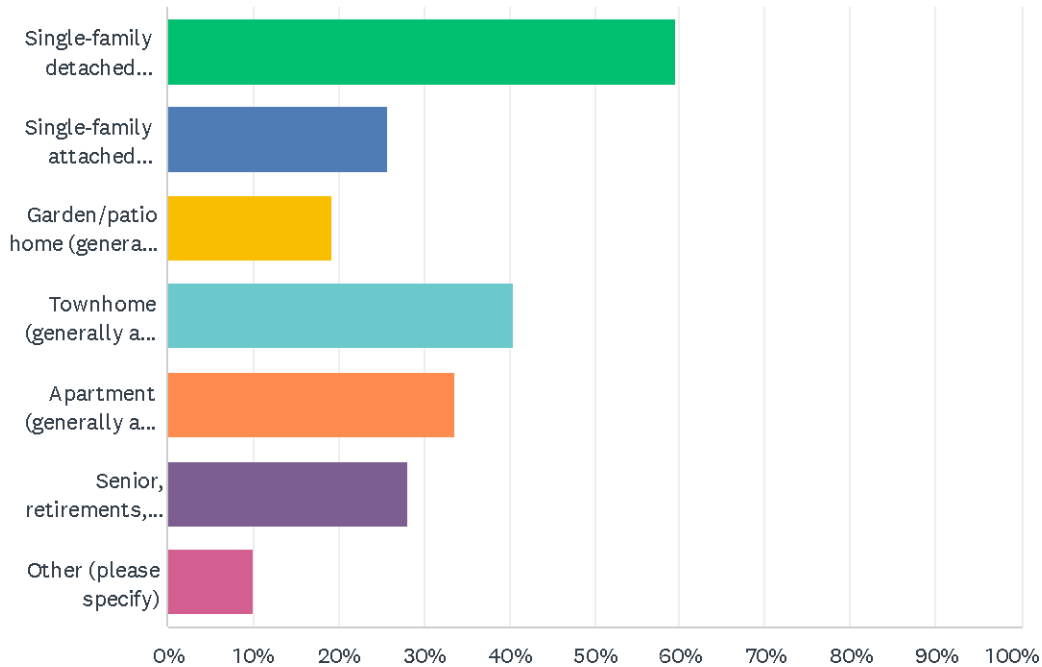
Answered: 89 Skipped: 1



ANSWER CHOICES	RESPONSES	
Community character / identity	34.83%	31
Employment opportunities	41.57%	37
Healthcare services	41.57%	37
Housing affordability and/or housing options	48.31%	43
Multimodal (ex. walking, bicycle, scooters, etc) transportation options	16.85%	15
Multi-use trails	2.25%	2
Parks and recreation opportunities	21.35%	19
Open space preserves	8.99%	8
Safe neighborhoods	40.45%	36
Shopping / restaurant options	62.92%	56
Total Respondents: 89		

Q5 What type of housing are you most interested to see built in Prairie View? (select all that apply)

Answered: 89 Skipped: 1



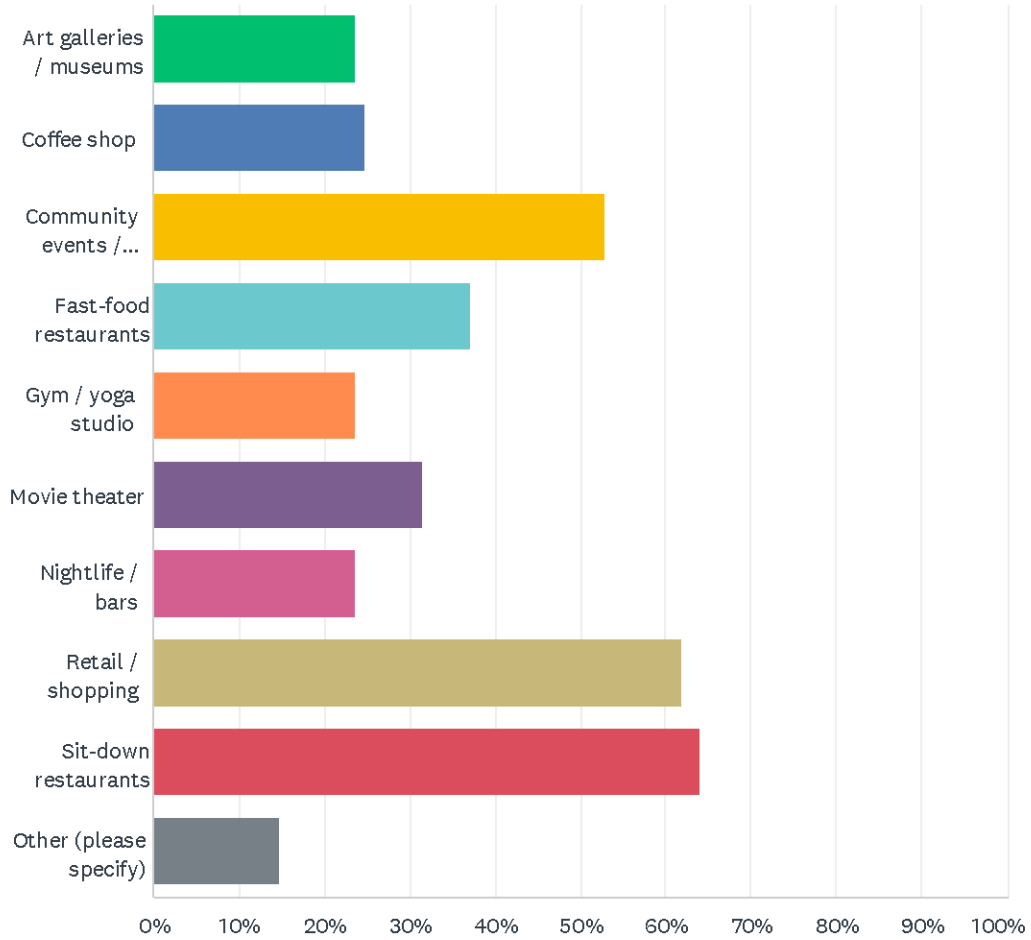
ANSWER CHOICES	RESPONSES
Single-family detached (generally a neighborhood home on an individual lot)	59.55% 53
Single-family attached (generally a home attached to another on the same lot; ie. duplex or triplex)	25.84% 23
Garden/patio home (generally a smaller residence on a small lot with a shared outdoor space)	19.10% 17
Townhome (generally a 3-unit attached row house)	40.45% 36
Apartment (generally a multi-unit, multi-building rented residence)	33.71% 30
Senior, retirements, or assisted living (generally age restricted units, in some cases providing meals or healthcare)	28.09% 25
Other (please specify)	10.11% 9
Total Respondents: 89	

#	OTHER (PLEASE SPECIFY)	DATE
1	Student Housing	9/21/2023 1:29 PM
2	Dorms for the university	9/15/2023 3:51 PM
3	Affordable rental units for non students (University Employees).	9/12/2023 7:07 AM
4	student housing multifamily style living & retail space	8/24/2023 8:57 AM
5	Tiny home village	8/23/2023 2:46 PM
6	Community house	8/23/2023 2:18 PM

7	Housing is adequate, but a nice senior facility for aging community members could be helpful.	8/10/2023 5:51 PM
8	None- definitely not apartments or du/triplexes	8/10/2023 10:16 AM
9	A tiny home community	8/9/2023 5:20 PM

Q6 What activities do you think are most needed in Prairie View? (Select your top 3)

Answered: 89 Skipped: 1

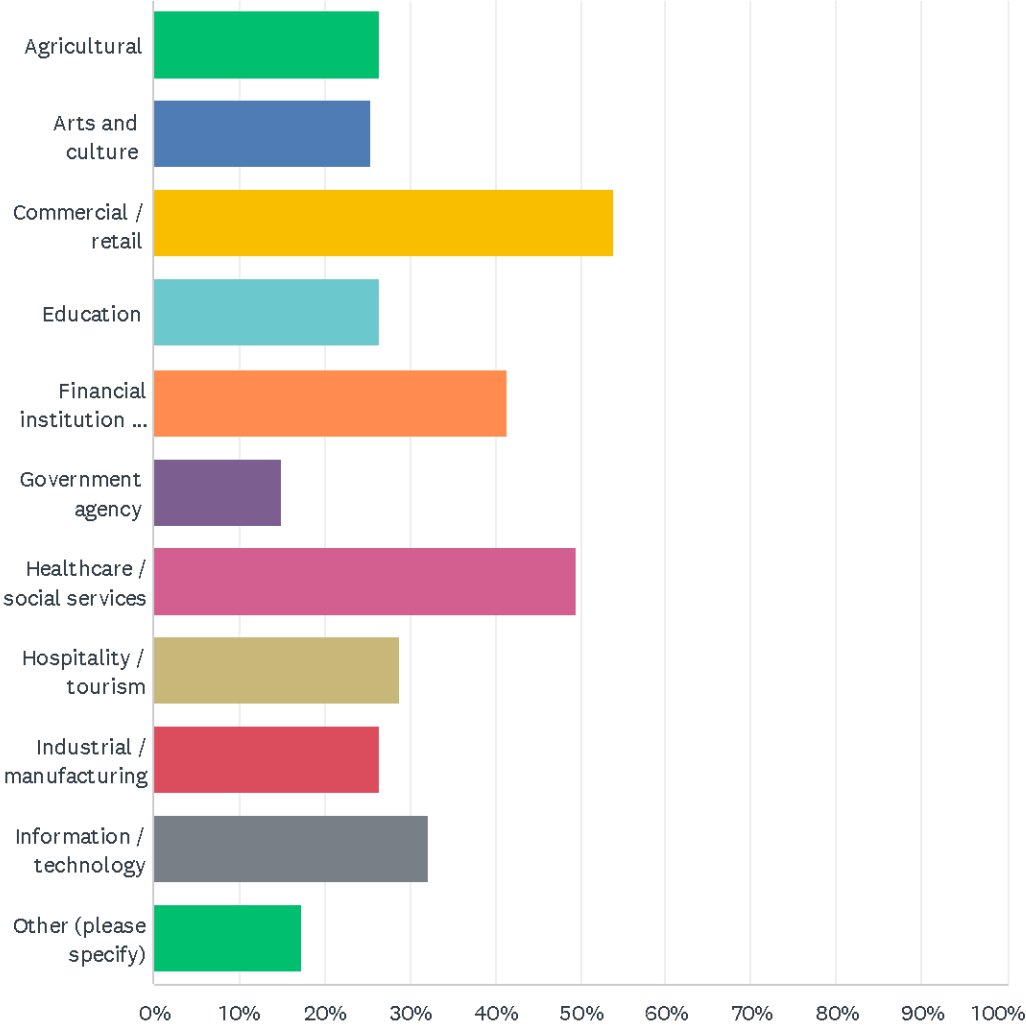


ANSWER CHOICES	RESPONSES	
Art galleries / museums	23.60%	21
Coffee shop	24.72%	22
Community events / festivals	52.81%	47
Fast-food restaurants	37.08%	33
Gym / yoga studio	23.60%	21
Movie theater	31.46%	28
Nightlife / bars	23.60%	21
Retail / shopping	61.80%	55
Sit-down restaurants	64.04%	57
Other (please specify)	14.61%	13
Total Respondents: 89		

#	OTHER (PLEASE SPECIFY)	DATE
1	I Like a river walk / Nightlife	9/28/2023 8:13 AM
2	Medical facility	9/28/2023 7:39 AM
3	Social lounges	9/20/2023 8:11 PM
4	Grocery store	9/19/2023 2:51 PM
5	Skating ring	9/15/2023 3:51 PM
6	The Foundation of what builds a community, Dental services, grocery stores banking and retail outlets.	9/12/2023 7:07 AM
7	Event center	9/11/2023 2:38 PM
8	Shopping Community with the Gym, Grocer, Cinema, Retail, Eyecare, Pad Cite for ER, dental, and optical, Pad Cite for sit-down restaurant, and Walgreens	8/23/2023 5:53 PM
9	Outdoor recreation off campus ie basket ball court, sports complex	8/23/2023 2:46 PM
10	Sidewalks	8/17/2023 2:27 PM
11	Dance studio for seniors	8/12/2023 4:17 PM
12	All of the above	8/11/2023 2:59 PM
13	1 or 2 sit-down restaurants and 1 fast food restaurant	8/10/2023 5:51 PM

Q7 What types of employers would you like to see in Prairie View? (select your top 3)

Answered: 87 Skipped: 3



ANSWER CHOICES	RESPONSES	
Agricultural	26.44%	23
Arts and culture	25.29%	22
Commercial / retail	54.02%	47
Education	26.44%	23
Financial institution / banks	41.38%	36
Government agency	14.94%	13
Healthcare / social services	49.43%	43
Hospitality / tourism	28.74%	25
Industrial / manufacturing	26.44%	23
Information / technology	32.18%	28
Other (please specify)	17.24%	15
Total Respondents: 87		

#	OTHER (PLEASE SPECIFY)	DATE
1	Most of the facilities surrounding Prairie View don't drive sufficient economic activity.	9/28/2023 11:34 AM
2	we need a bank, hospital, and jobs	9/27/2023 3:58 PM
3	Healthcare too far away, retail same and financial necessary to do banking for seniors	9/25/2023 10:44 AM
4	Salon hair and nails wax , massage	9/18/2023 6:31 PM
5	Architecture	9/18/2023 6:28 PM
6	Business	9/18/2023 6:24 PM
7	Marketing/ Entertainment	9/18/2023 6:23 PM
8	Psychology	9/15/2023 3:51 PM
9	Extracurricular for elementary, middle and high schoolers	9/14/2023 3:46 PM
10	The University needs a vibrant off campus community to attract scientists, educators that are needed for expanding academic pursuits.	9/12/2023 7:07 AM
11	Light industrial/Non-heavy industrial and anything that harms the environment	8/23/2023 5:53 PM
12	ALL! Any jobs that would boost the local economy, any business development to add tax revenue	8/23/2023 2:46 PM
13	All of the above	8/11/2023 2:59 PM
14	Organic farming	8/10/2023 5:51 PM
15	small businesses	8/10/2023 10:16 AM

Q8 Please provide more details pertaining to your selection in the previous question.

Answered: 56 Skipped: 34

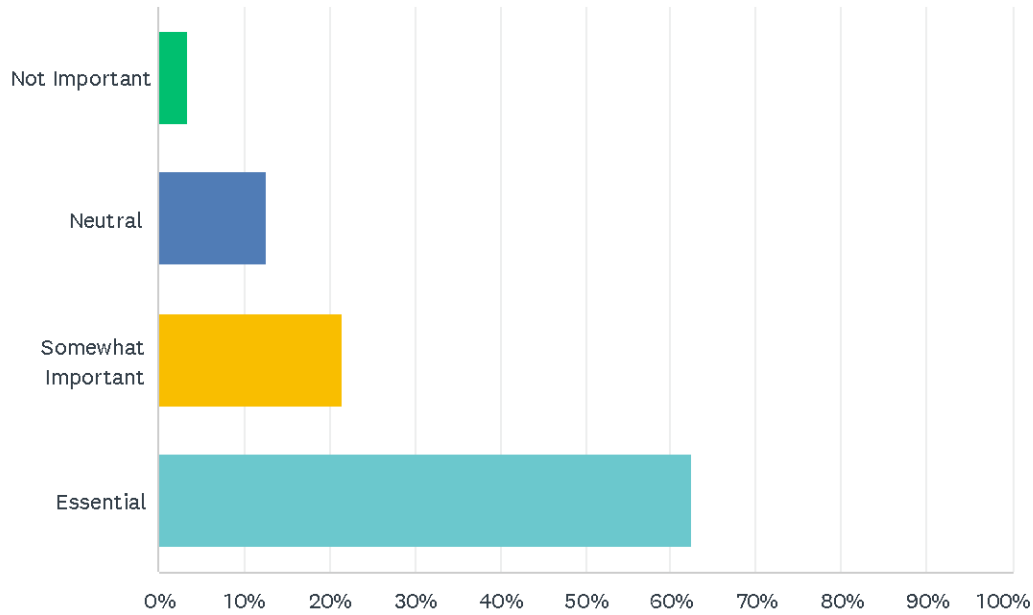
#	RESPONSES	DATE
1	I would like to see more employment opportunities that have entry-level positions that are available to college students	9/29/2023 12:13 PM
2	My selections are necessary to sustain daily living.	9/28/2023 2:18 PM
3	There needs to be some private business economic activity and housing with restaurants to maintain the viability of the city.	9/28/2023 11:34 AM
4	The city is zoned	9/28/2023 7:39 AM
5	The above states is not available in Prairie View	9/27/2023 3:14 PM
6	We need enough activities to accommodate the students and the residents	9/27/2023 2:25 PM
7	There is a lot of land that needs to be utilized and these areas will be useful.	9/27/2023 2:10 PM
8	More businesses are needed in this area such as health care and warehousing type businesses.	9/25/2023 1:26 PM
9	Healthcare, retail are way too far and financial needed locally.	9/25/2023 10:44 AM
10	Capitalizing on the rich history and culture of PV that already exists.	9/21/2023 9:18 PM
11	Proximity to a University.	9/21/2023 8:42 PM
12	Opportunities for students to get local work	9/21/2023 1:29 PM
13	Feel like the more workers in this area will help the city grow	9/21/2023 7:59 AM
14	id love to see a diverse community with everyone working together for the success and growth of the city	9/20/2023 8:11 PM
15	N/A	9/19/2023 1:36 PM
16	Technology is necessary / health services are vital to any community.. and banks are for convenience	9/19/2023 12:06 PM
17	Students attending pv should have more job opportunities without driving 20 minutes.	9/18/2023 6:33 PM
18	This city can have some growth is better work opportunities are available.	9/18/2023 6:31 PM
19	To learn more about the city.	9/18/2023 6:29 PM
20	All of these careers offer something that can better prairie view	9/18/2023 6:28 PM
21	We have a lot of land to take care of so there's needs to be employees that can keep up with the land of Prairie View.	9/18/2023 6:28 PM
22	More connections as a college student.	9/18/2023 6:27 PM
23	20+ minutes to get to the nearest hospital	9/18/2023 6:26 PM
24	Prairie view is a growing community but is a bit behind, but with the help of outside sources and development it can grow	9/18/2023 6:25 PM
25	I am a Business Management major and would like to see more career opportunities near Prairie View	9/18/2023 6:24 PM
26	N/a	9/18/2023 6:23 PM
27	N/a	9/18/2023 6:23 PM

28	I feel these word help drive economic growth.	9/18/2023 6:22 PM
29	There should be more openings for people who majored in psychology	9/15/2023 3:51 PM
30	Due to PVAMU being an enriched institution with so much history, the City of Prairie View should be more culturally driven, similar to the 3rd Ward Community in Houston, TX, and more appealing and innovative than the nearest Cypress area that is 20 minutes up the street. No one in the City of Prairie View should have to drive to Cypress, Houston, or a different city for services, recreational activities, groceries, etc., because Prairie View would meet all the community needs. It will make more people come out this way rather than go to PVAMU or drive past the city for a game at College Station or a trip to Austin.	9/14/2023 5:40 PM
31	I work in PV and considered moving here but decided not to because of the lack of extracurricular opportunities for children. Also, there is not a gym, or exercise outlets, healthcare opportunities or a place to shop.	9/14/2023 3:46 PM
32	The "others gives explanation to question #7	9/12/2023 7:07 AM
33	I feel like having more of these employment options would really gain traction in the city of prairie view because these are essential to a successful city	9/12/2023 1:05 AM
34	The provide jobs plus needed services	9/11/2023 6:59 PM
35	PV needs a hotel that is also connected to an event center folks would host there weddings there and also hotel would stay busy due to cricket fields, traveling for sports gear round, and also for visitors. It would also help create tax revenue for the city of PV. I am looking for ways to invest and be apart of some of these initiatives.	9/11/2023 2:38 PM
36	A hotel in the area would increase revenue not only via stays but for hosting university conventions and activities.	9/6/2023 12:59 PM
37	N/A	9/5/2023 7:59 PM
38	I'd like to see more internship type programs available for students after they graduate or while they are enrolled at PV, I think that could be beneficial for both parties.	9/5/2023 6:28 PM
39	I would like to see the community grow	9/5/2023 6:19 PM
40	Prairie View needs everything!	8/27/2023 1:34 PM
41	Diverse industries would be great for the Prairie View residents and students who graduate from the university.	8/25/2023 9:12 PM
42	The three selected are prominent career options in society right now. The evolution of technology and its presence in our everyday life is growing and growing fast. We will need jobs and people to keep with the the change.	8/23/2023 6:26 PM
43	Within commercial it would be inclusive of arts and culture, grocery, hospitality, tourism, healthcare and agricultural (farmer's market)	8/23/2023 5:53 PM
44	WE NEED LOCAL JOBS! We have a nonprofit in PV that helps connect student with people willing to offer internships. Our nonprofit will pay up to eight weeks for an intern to work for any business. We are creating jobs offering free interns to employers. Our goal is connect them in their degree field. But will place them with any business.	8/23/2023 2:46 PM
45	Business, hospitals , and financial assistance are all things that the residents of Prairie View would benefit from	8/23/2023 2:16 PM
46	More spaces for students and citizens to enjoy leisure, have basic necessities and health care/hospitals	8/23/2023 2:11 PM
47	Employers that spur economic growth for students and residents.	8/21/2023 11:08 AM
48	Hospital	8/17/2023 2:27 PM
49	The community life is most important. We need a close, family-vibe to keep our community alive.	8/13/2023 9:24 PM
50	Employer that hires seniors	8/12/2023 4:17 PM
51	The city needs everything listed above. We are behind in growth.	8/11/2023 2:59 PM

52	Reduction of travel time to go to these facilities.	8/10/2023 2:42 PM
53	No medium or large corporations; smaller businesses that fill community needs and wants without disrupting the countryesque nature of the city.	8/10/2023 10:16 AM
54	Community Health Care, Child Care and Mental Health services are vital to a community	8/10/2023 4:55 AM
55	Employers/employment opportunities that attracts and pays the students well that are trained at the University, so they can give back to the community.	8/9/2023 9:44 PM
56	Restaurants Entertainment venues.	8/1/2023 8:09 PM

Q9 How important is it to incorporate public spaces or plazas within retail developments in Prairie View to create gathering areas for the community?

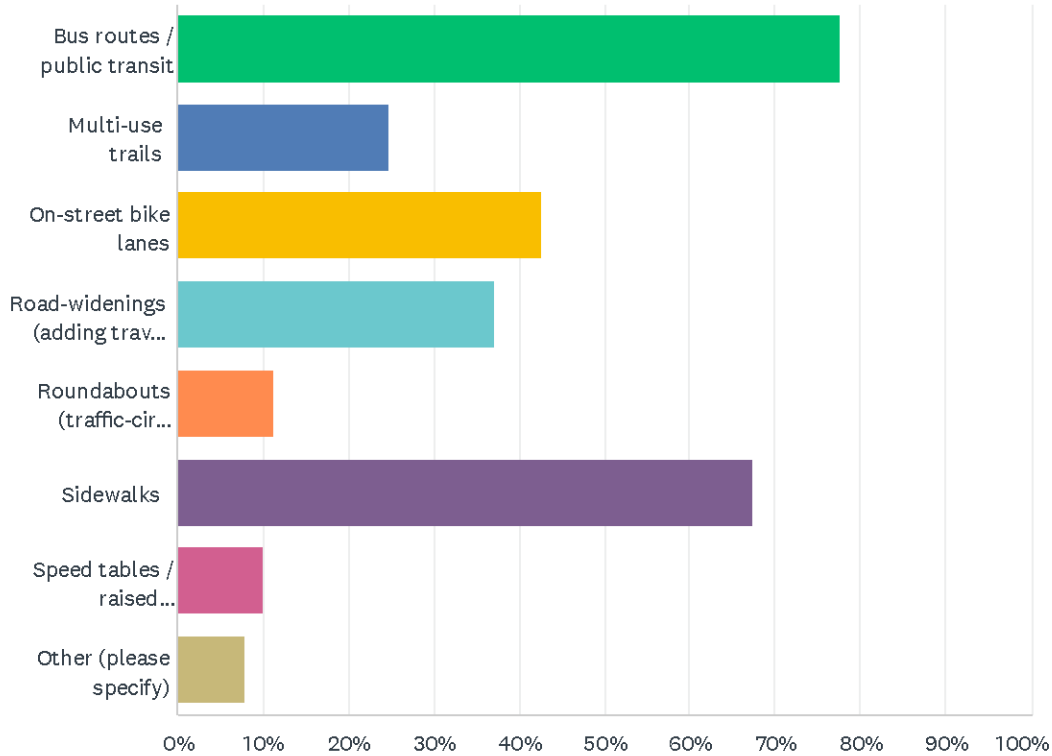
Answered: 88 Skipped: 2



ANSWER CHOICES	RESPONSES
Not Important	3.41% 3
Neutral	12.50% 11
Somewhat Important	21.59% 19
Essential	62.50% 55
TOTAL	88

Q10 What type of transportation infrastructure / mobility options would you like to see built or expanded in Prairie View? (select all that apply)

Answered: 89 Skipped: 1



ANSWER CHOICES	RESPONSES
Bus routes / public transit	77.53% 69
Multi-use trails	24.72% 22
On-street bike lanes	42.70% 38
Road-widenings (adding travel lanes)	37.08% 33
Roundabouts (traffic-circles)	11.24% 10
Sidewalks	67.42% 60
Speed tables / raised crosswalks	10.11% 9
Other (please specify)	7.87% 7
Total Respondents: 89	

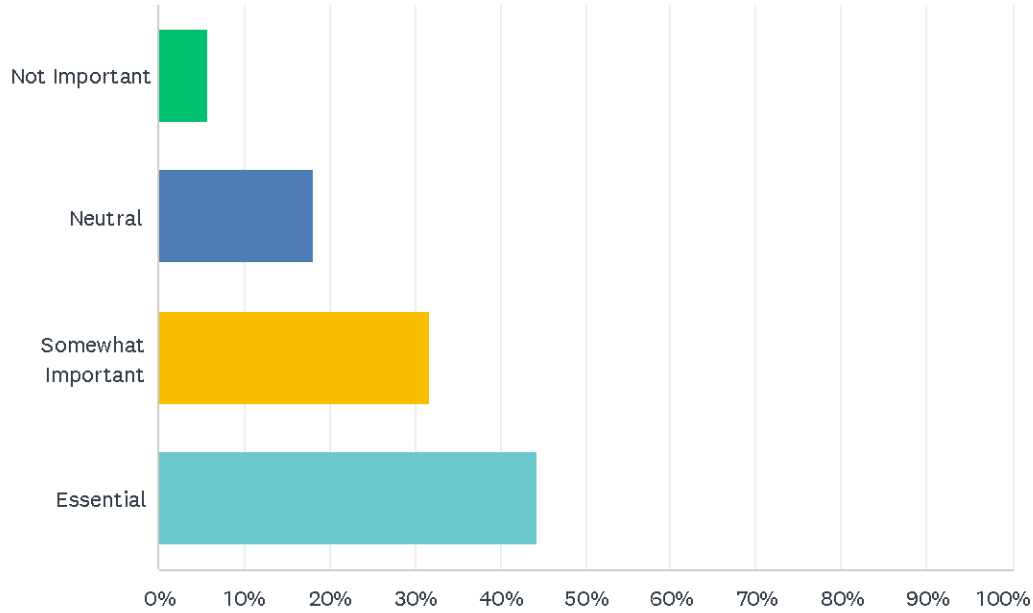
#	OTHER (PLEASE SPECIFY)	DATE
1	Better parking. During homecoming and Party Events	9/28/2023 8:13 AM
2	Better streets	9/28/2023 7:39 AM
3	develop a train from Prairie View to Houston by utilizing the railroad that is already within the	9/27/2023 3:58 PM

community.

4	Shuttles	9/21/2023 1:29 PM
5	Accessibility to Ubers	9/18/2023 6:33 PM
6	More access routes to the University	9/11/2023 8:10 PM
7	walking bridges and safe but shaded walkways	8/23/2023 5:53 PM

Q11 What are your thoughts on incorporating public art or aesthetic elements into pedestrian and bicycle infrastructure in Prairie View?

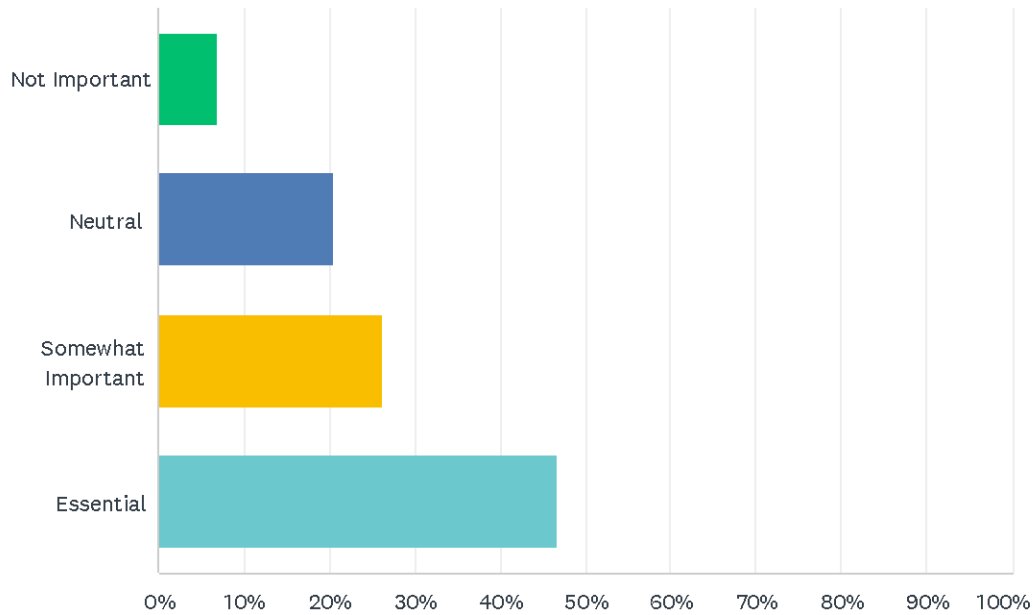
Answered: 88 Skipped: 2



ANSWER CHOICES	RESPONSES	
Not Important	5.68%	5
Neutral	18.18%	16
Somewhat Important	31.82%	28
Essential	44.32%	39
TOTAL		88

Q12 How important to you is the implementation of traffic calming measures, such as raised intersections or roundabouts, to improve pedestrian and bicyclists safety in Prairie View?

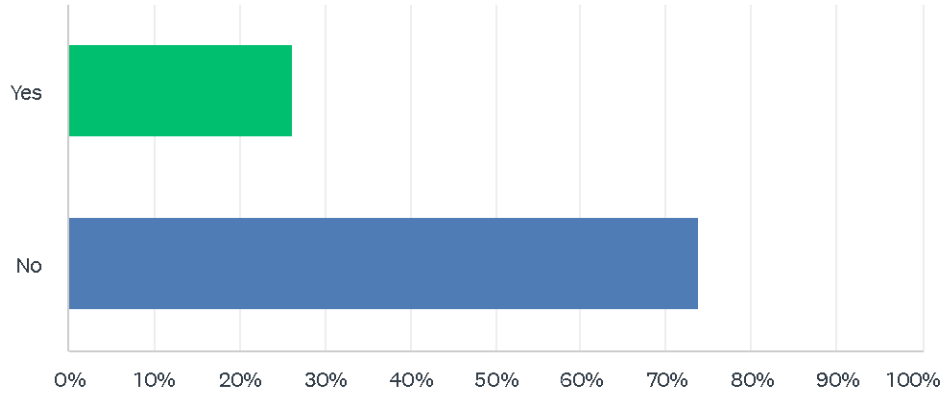
Answered: 88 Skipped: 2



ANSWER CHOICES	RESPONSES
Not Important	6.82% 6
Neutral	20.45% 18
Somewhat Important	26.14% 23
Essential	46.59% 41
TOTAL	88

Q13 Do you currently use any of the existing active transportation facilities (such as the bike lanes on Sandra Bland Pkwy)?

Answered: 84 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	26.19%	22
No	73.81%	62
TOTAL		84

Q14 If no, why not?

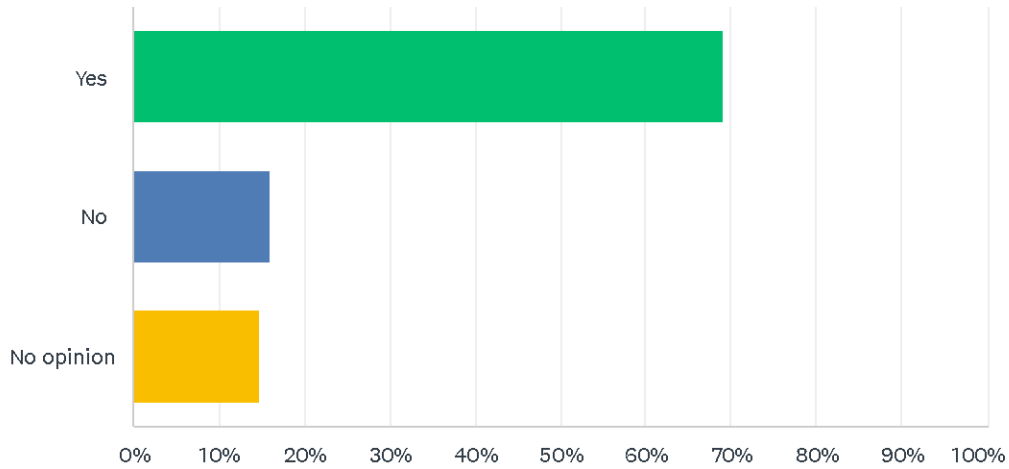
Answered: 51 Skipped: 39

#	RESPONSES	DATE
1	I do not own a bike	9/29/2023 12:13 PM
2	There aren't any	9/28/2023 2:18 PM
3	Not a resident	9/28/2023 11:34 AM
4	Not necessary	9/28/2023 7:39 AM
5	I need an adult tricycle. Plus, traffic is too fast.	9/27/2023 3:58 PM
6	Traffic is bad	9/27/2023 3:14 PM
7	Not interested in biking/walking in that particular area.	9/26/2023 4:23 PM
8	I do not own a bike, nor do I have time to ride one while I am at work which is the only time I am in Prairie View	9/25/2023 1:26 PM
9	Lanes reduced when median was added so not safe to use.	9/25/2023 10:44 AM
10	No longer a resident	9/21/2023 9:18 PM
11	Not a resident.	9/21/2023 8:42 PM
12	I'm not a resident.	9/21/2023 6:58 PM
13	Don't live in area	9/21/2023 1:29 PM
14	I drive	9/21/2023 7:59 AM
15	I don't ride bikes	9/19/2023 2:51 PM
16	I drive	9/19/2023 1:36 PM
17	No need to.	9/19/2023 1:28 PM
18	I do not live in the area.	9/18/2023 6:31 PM
19	Because I do live here I just go to school here	9/18/2023 6:29 PM
20	I don't own a bicycle.	9/18/2023 6:28 PM
21	I am to have a car	9/18/2023 6:28 PM
22	I have a mobile transportation	9/18/2023 6:26 PM
23	I have a car	9/18/2023 6:23 PM
24	It's not safe	9/15/2023 3:51 PM
25	I have a car.	9/15/2023 3:46 PM
26	I commute to and from work everyday so I don't have a need to the transportation facilities unless I'm walking to the Panther Plaza or Subway.	9/14/2023 5:40 PM
27	I do not own a bicycle. I would like to though.	9/14/2023 3:46 PM
28	Not a resident	9/12/2023 7:07 AM
29	I don't ride a bike.	9/12/2023 1:50 AM
30	I don't have a bike	9/12/2023 1:05 AM
31	I do not live in Prairie View	9/11/2023 8:33 PM

32	Not sure	9/11/2023 6:59 PM
33	I'm typically in a car when I am at PV.	9/11/2023 2:38 PM
34	Don't have a bike on site.	9/6/2023 12:59 PM
35	I do not use this form of transportation because I have a car.	9/6/2023 8:11 AM
36	I don't live there	9/5/2023 7:59 PM
37	I don't live in the community	9/5/2023 6:19 PM
38	I drive a car.	8/25/2023 9:12 PM
39	I don't live in the town.	8/23/2023 6:26 PM
40	I have used bike lane when I borrowed a bike. However, the shuttle buses may be used by many but most shuttles seem to be geared towards undergrad students, not graduate students, employees, or guests.	8/23/2023 5:53 PM
41	I have a car.	8/23/2023 2:46 PM
42	Sometimes I don't because it doesn't feel safe.	8/23/2023 2:11 PM
43	I don't own a bike	8/21/2023 11:08 AM
44	Dangerous	8/17/2023 2:27 PM
45	Not necessary	8/13/2023 9:24 PM
46	Don't feel they are safe	8/12/2023 4:17 PM
47	I do not bike.	8/10/2023 5:51 PM
48	Do not think it is important.	8/10/2023 2:42 PM
49	Texas weather is not conducive to comfortable biking. not feasible if you work on campus as you arrive to work needing a shower and a change of clothes!	8/10/2023 1:14 PM
50	Long hours at work	8/10/2023 4:55 AM
51	Drive	8/9/2023 9:44 PM

Q15 Do you believe that the study area should be a dense, pedestrian friendly, urban environment?

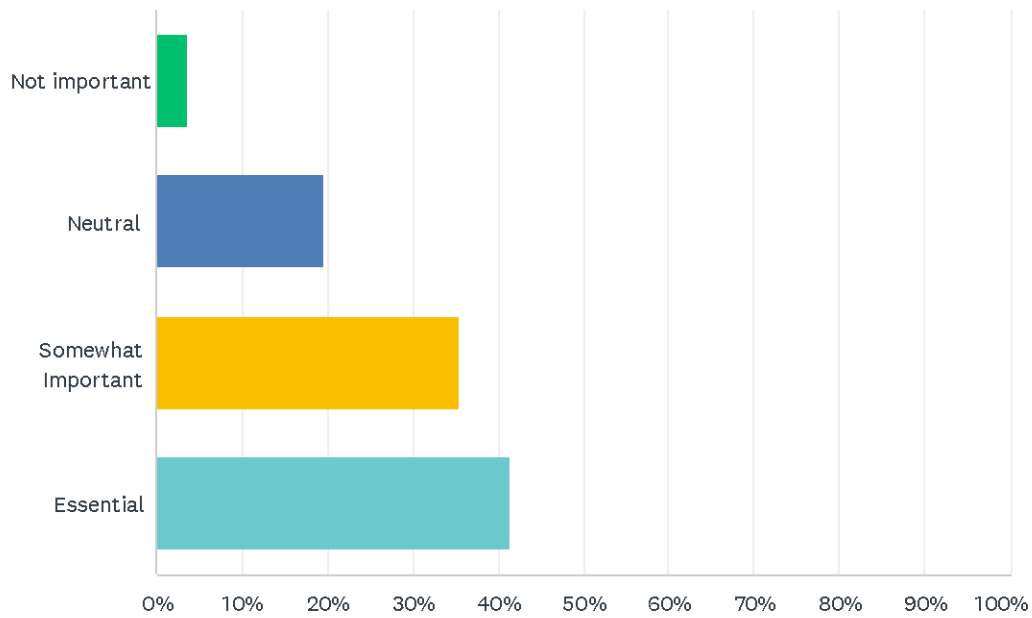
Answered: 81 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes	69.14%	56
No	16.05%	13
No opinion	14.81%	12
TOTAL		81

Q16 How important is bicycle and pedestrian accessibility in this area?

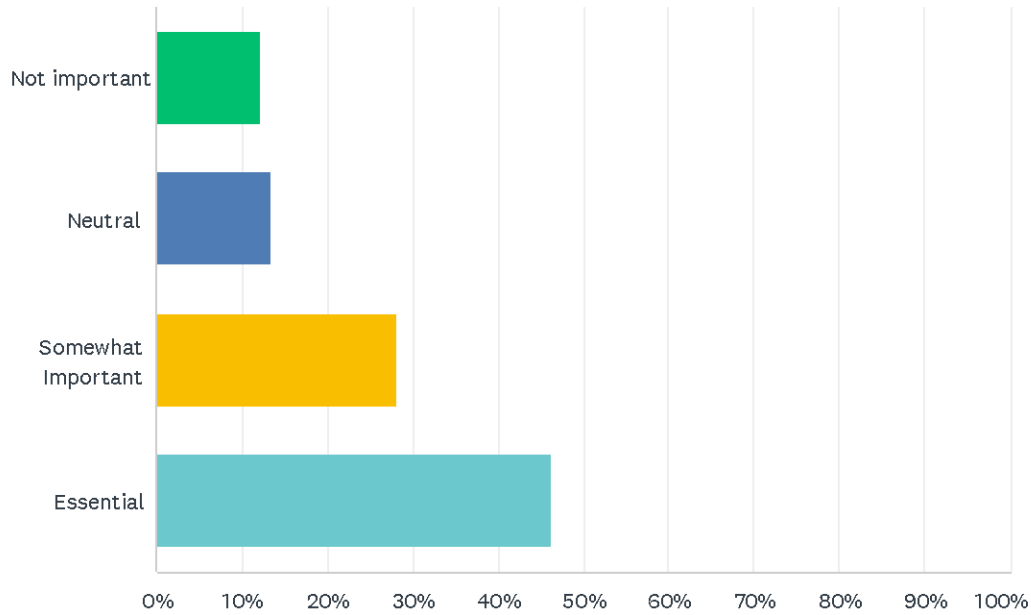
Answered: 82 Skipped: 8



ANSWER CHOICES	RESPONSES	
Not important	3.66%	3
Neutral	19.51%	16
Somewhat Important	35.37%	29
Essential	41.46%	34
TOTAL		82

Q17 How important is it that this area be the center for entertainment and recreation in Prairie View?

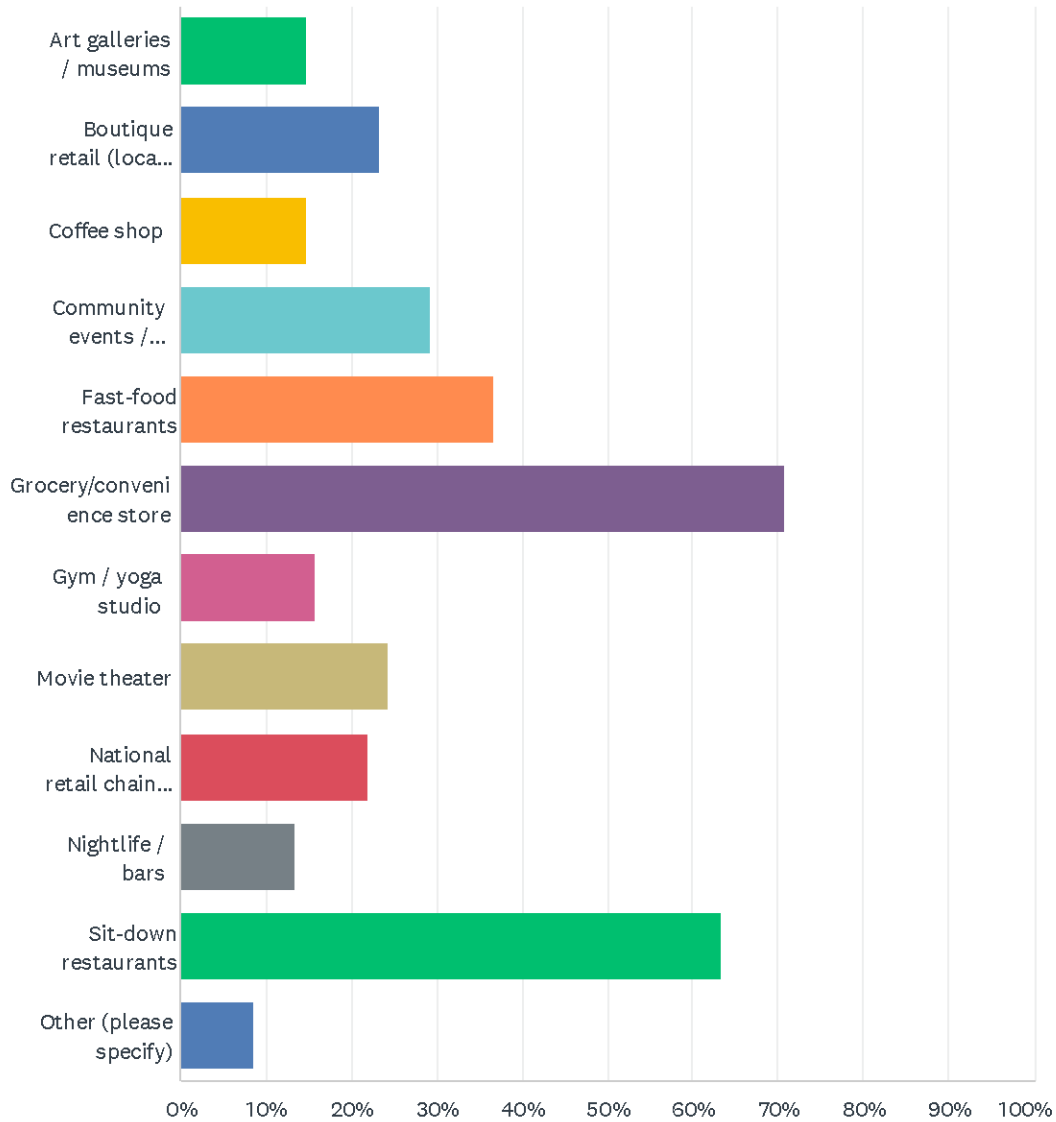
Answered: 82 Skipped: 8



ANSWER CHOICES	RESPONSES	
Not important	12.20%	10
Neutral	13.41%	11
Somewhat Important	28.05%	23
Essential	46.34%	38
TOTAL		82

Q18 Please select the top 3 business or retail types that you would like to see in the study area.

Answered: 82 Skipped: 8

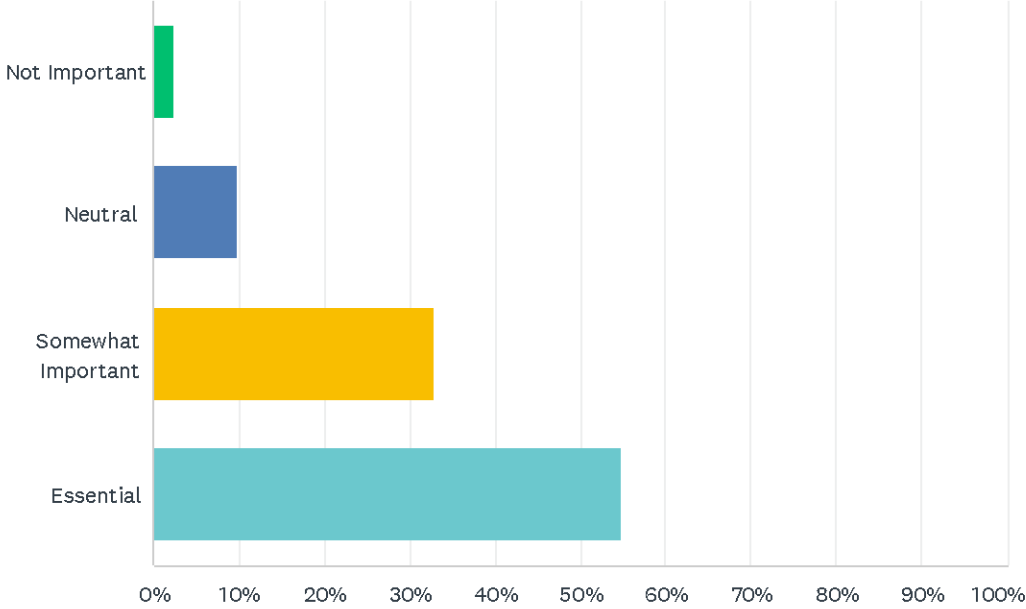


ANSWER CHOICES	RESPONSES	
Art galleries / museums	14.63%	12
Boutique retail (locally owned)	23.17%	19
Coffee shop	14.63%	12
Community events / festivals	29.27%	24
Fast-food restaurants	36.59%	30
Grocery/convenience store	70.73%	58
Gym / yoga studio	15.85%	13
Movie theater	24.39%	20
National retail chain (Macy's, Dillards, etc)	21.95%	18
Nightlife / bars	13.41%	11
Sit-down restaurants	63.41%	52
Other (please specify)	8.54%	7
Total Respondents: 82		

#	OTHER (PLEASE SPECIFY)	DATE
1	Nightlife Events	9/28/2023 8:16 AM
2	Medical	9/28/2023 7:42 AM
3	The	9/15/2023 3:52 PM
4	combination retail, shopping entertainment complex with cinema, lounges, comedy improv, sitdown restaurant, and 24-hour eatery (Whataburger)	8/23/2023 5:59 PM
5	None. Why would you put these things in an already congested area? There is not space for these proposed additions-- especially factoring in increased traffic and parking. There is space currently developed that is unused (for example: near University Drive and Owens). The un/underdeveloped land should stay that way or be used for farming. There are other areas in the city with land for sale that could be used for this project. Even then, it should be minimal to preserve land and the essence of the city.	8/10/2023 5:58 PM
6	Affordable Groceries are a MUST for this area	8/10/2023 1:38 PM
7	Co-working spaces	8/9/2023 5:22 PM

Q19 How important is it to include public art and cultural/historical elements into the design of the Study Area?

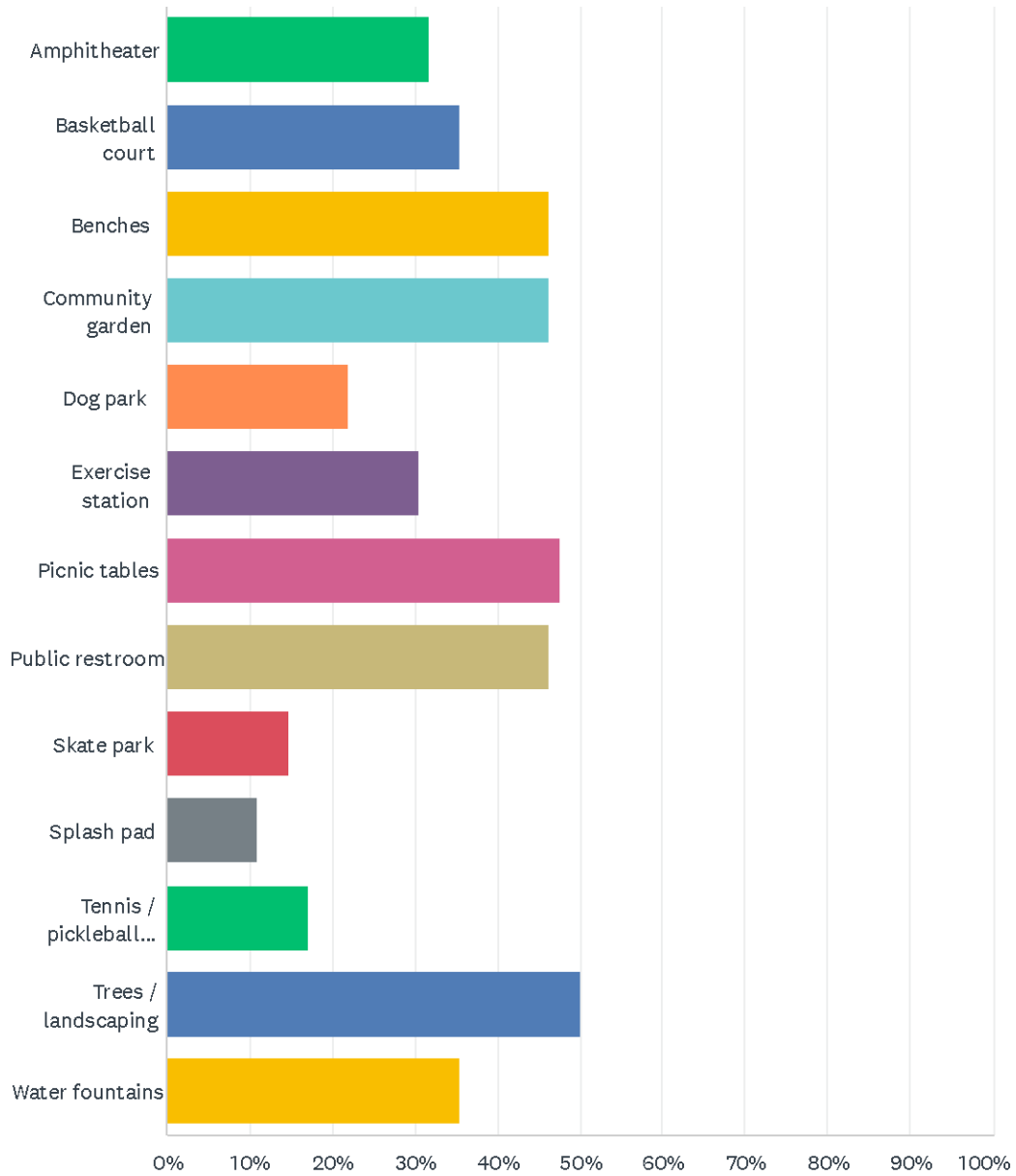
Answered: 82 Skipped: 8



ANSWER CHOICES	RESPONSES
Not Important	2.44% 2
Neutral	9.76% 8
Somewhat Important	32.93% 27
Essential	54.88% 45
TOTAL	82

Q20 If a park space was built in the study area, what top three features/amenities would you like to see?

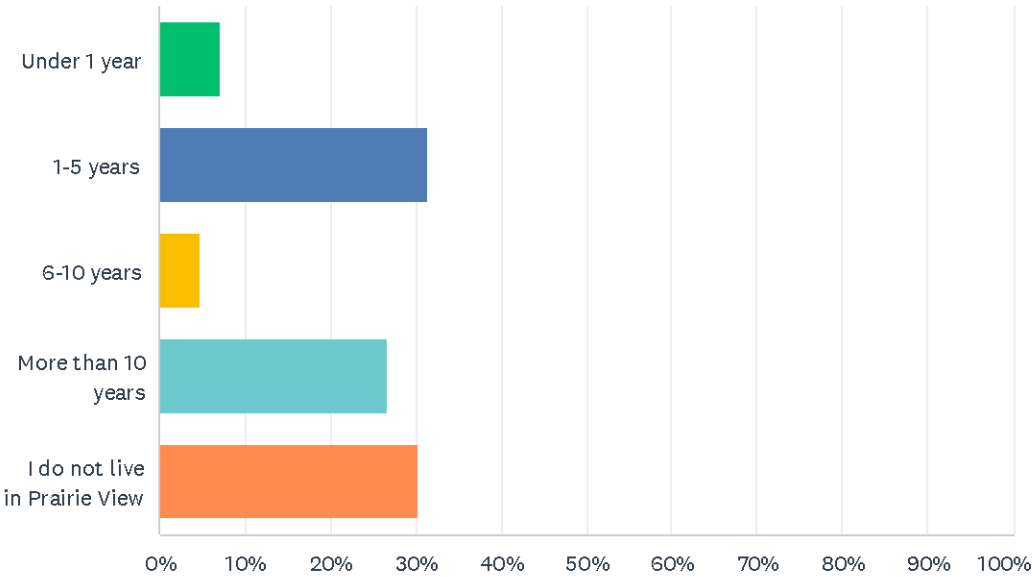
Answered: 82 Skipped: 8



ANSWER CHOICES	RESPONSES	
Amphitheater	31.71%	26
Basketball court	35.37%	29
Benches	46.34%	38
Community garden	46.34%	38
Dog park	21.95%	18
Exercise station	30.49%	25
Picnic tables	47.56%	39
Public restroom	46.34%	38
Skate park	14.63%	12
Splash pad	10.98%	9
Tennis / pickleball courts	17.07%	14
Trees / landscaping	50.00%	41
Water fountains	35.37%	29
Total Respondents: 82		

Q21 How long have you lived in Prairie View?

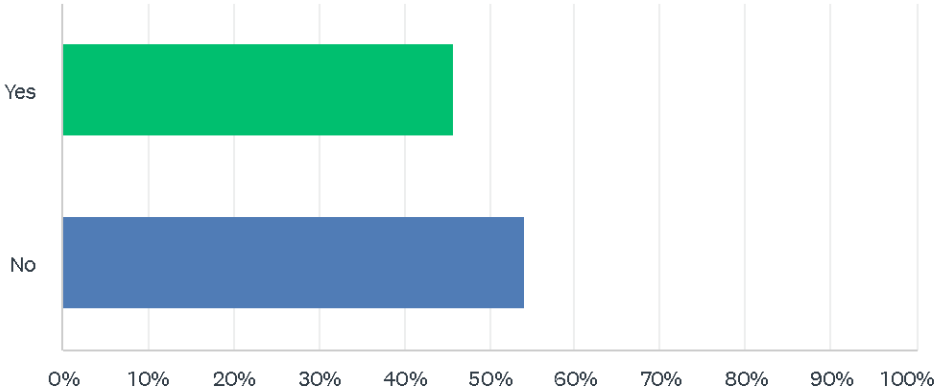
Answered: 86 Skipped: 4



ANSWER CHOICES	RESPONSES	
Under 1 year	6.98%	6
1-5 years	31.40%	27
6-10 years	4.65%	4
More than 10 years	26.74%	23
I do not live in Prairie View	30.23%	26
TOTAL		86

Q22 Are you a student of Prairie View A&M University?

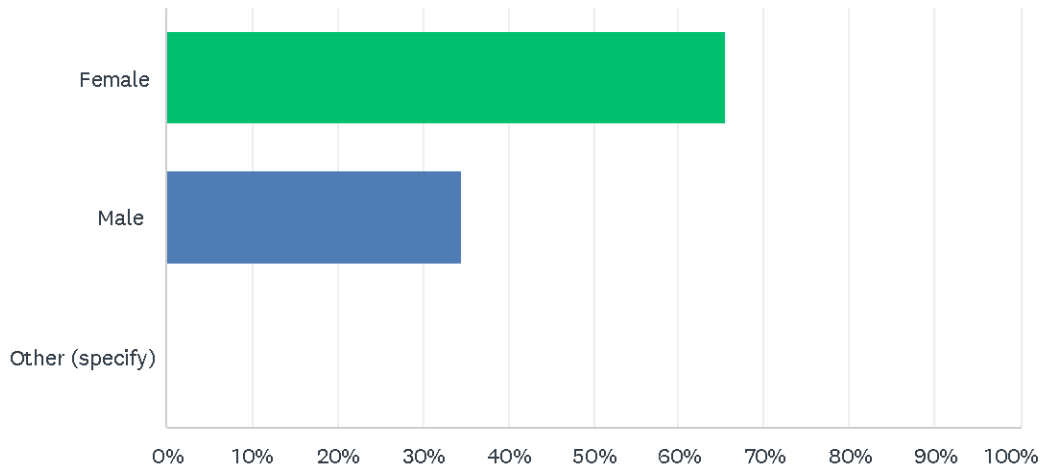
Answered: 83 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	45.78%	38
No	54.22%	45
TOTAL		83

Q23 What is your gender?

Answered: 81 Skipped: 9

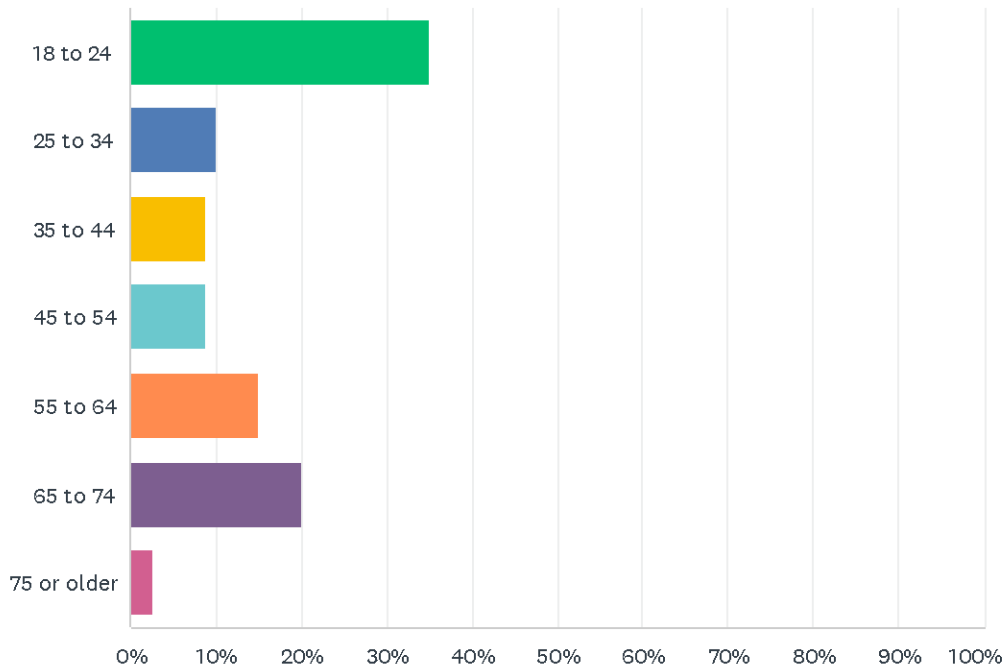


ANSWER CHOICES	RESPONSES
Female	65.43% 53
Male	34.57% 28
Other (specify)	0.00% 0
TOTAL	81

#	OTHER (SPECIFY)	DATE
	There are no responses.	

Q24 What is your age?

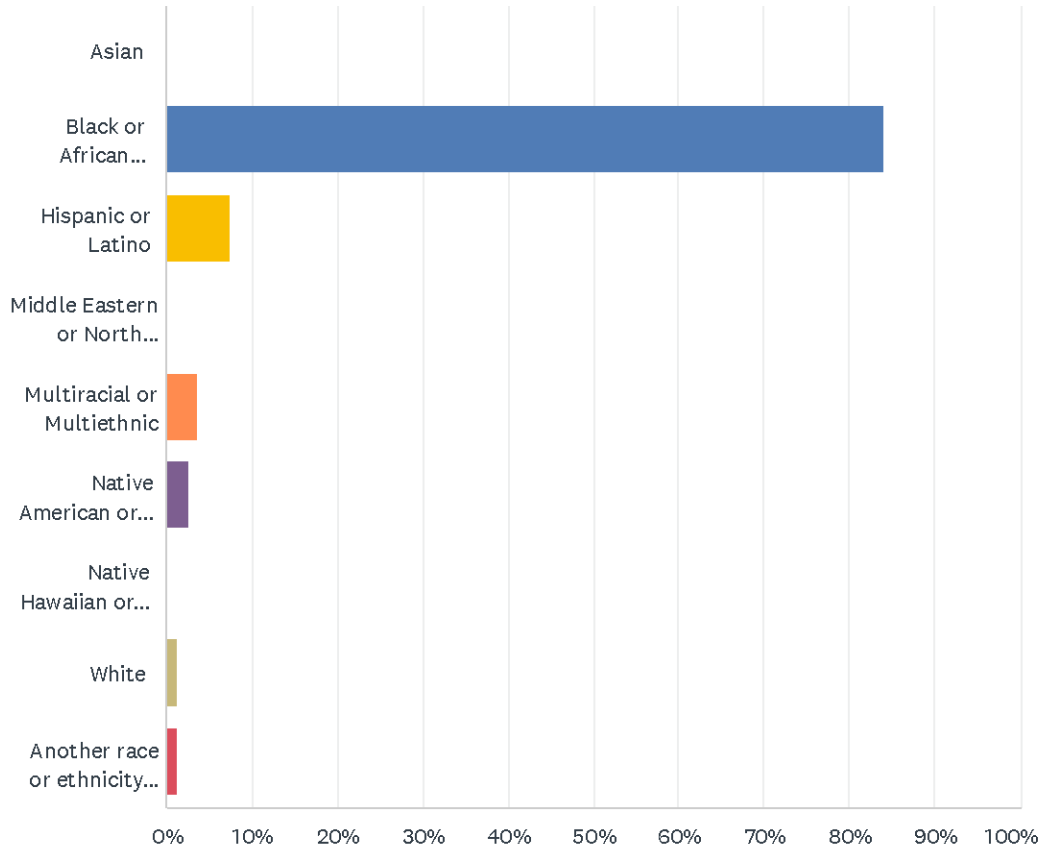
Answered: 80 Skipped: 10



ANSWER CHOICES	RESPONSES	
18 to 24	35.00%	28
25 to 34	10.00%	8
35 to 44	8.75%	7
45 to 54	8.75%	7
55 to 64	15.00%	12
65 to 74	20.00%	16
75 or older	2.50%	2
TOTAL		80

Q25 What is your race or ethnicity?

Answered: 81 Skipped: 9



ANSWER CHOICES	RESPONSES	
Asian	0.00%	0
Black or African American	83.95%	68
Hispanic or Latino	7.41%	6
Middle Eastern or North African	0.00%	0
Multiracial or Multiethnic	3.70%	3
Native American or Alaska Native	2.47%	2
Native Hawaiian or other Pacific Islander	0.00%	0
White	1.23%	1
Another race or ethnicity, please describe below	1.23%	1
TOTAL		81

#	SELF-DESCRIBE BELOW:	DATE
1	Three or more races , middle eastern, native and Hispanic	8/23/2023 2:15 PM

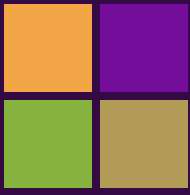
Q26 Thank you for completing the survey. All feedback is valuable to the City. Do you have any additional comments about Prairie View that you would like to share?

Answered: 31 Skipped: 59

#	RESPONSES	DATE
1	Yes. The area for development should extend to Business 290.	9/27/2023 4:03 PM
2	The richness of the culture of Prairie View should be preserved, shared and enjoyed by ALL.	9/27/2023 2:15 PM
3	None at this time.	9/25/2023 1:29 PM
4	Study area needs to be expanded to allow for much needed park space for more game space like softball fields and walking trails.	9/25/2023 10:48 AM
5	No	9/21/2023 9:20 PM
6	N/A	9/21/2023 8:00 AM
7	I love the city. I plan to do commit service to better.	9/20/2023 8:18 PM
8	Prairie View does have a lot of pride and with it being a huge college location... having businesses that can tun off of seasonal students would be extremely beneficial to the growth of the city.	9/18/2023 6:49 PM
9	N/A	9/18/2023 6:31 PM
10	N/A	9/18/2023 6:30 PM
11	No	9/18/2023 6:24 PM
12	I'm looking forward to seeing what you all decide. Hopefully, my input is an excellent contribution to what it to come for the future of Prairie View!	9/14/2023 5:44 PM
13	Please take my opinions into consideration because for prairie view to be this old and have this many students it should not be this small of a town there literally a top of the line college in the middle of it take inspiration from college station build the city around the school and for the school	9/12/2023 1:12 AM
14	Ensure you have enough infrastructure (water and sewer) and related services to handle the rapid growth that Prairie View has gone through and will continue to go through in the near future.	9/11/2023 7:04 PM
15	Would love to be apart of developments and plans as I'm interested in investing in Prairie View	9/11/2023 2:42 PM
16	As an employee in Prairie View, there is no attributes or amenities to encourage me to relocate. As it stands now, if I were a resident, I would have to travel to Cypress and beyond for amenities.	9/6/2023 1:02 PM
17	n/a	9/6/2023 8:14 AM
18	Prairie View has a lot of potential to become an extension of greater Houston as it relates to industries and entertainment.	8/25/2023 9:16 PM
19	I want to make an impact! drive economic value, create jobs, give opportunities to those living in poverty	8/24/2023 8:58 AM
20	The survey area I understand was limited to the space identified, but my program presented plans for central business district near Muse Parkway by the lake, and shared hospital and housing communities from Liendo Prkwy back east towards Alta Vista.	8/23/2023 6:02 PM
21	Community Development is critical to this city! But it is also important to preserve the history. Connect Town & Gown/multi-generational planning to unite the city and the university.	8/23/2023 2:56 PM

22	No	8/23/2023 2:18 PM
23	Change speed limits in neighborhoods and streets with houses to 25 mph.	8/23/2023 2:15 PM
24	I would like prairie view to wroth in a modern way.	8/22/2023 2:33 PM
25	No	8/13/2023 9:26 PM
26	A Prairie View City new letter is needed to keep citizens updated on city business. All people do not use social media,	8/12/2023 4:25 PM
27	The city should do a better job of informing it's citizens and stop being sneaky. It's not about what the council members can do to benefit them. ITS ABOUT THE CITIZENS AND CITY. NOT CITY COUNCIL MEMBERS!!!!	8/11/2023 3:11 PM
28	Prairie View could use a few amenities such as a casual or fine casual restaurant. A fast food restaurant located near 290 would probably be beneficial as well... but those have been there before and failed. There is already a park geared towards families and children on Old 290 and they want to put a Sandra Bland park on University Drive. That still hasn't happened. Why does the city need all these parks that are underutilized and not maintained? Shouldn't these things be spread out throughout the community anyway? There does not need to be additions in the "study area" except maybe a couple things on the Eastern end of 290. There simply is not space. Residents do not want to be all squished up on each other and next to stores. Echols Street is already run down and densely populated with traffic issues. That area can't handle the traffic that would come with multiple restaurants, retail shops, museums, etc. What? Are you going to try to force people out of their homes or something to make space for these things? Think again. The information about this study says there are "swaths of undeveloped land". Since all these corporate building and subdivisions have popped up, there really isn't much land off of 290. The land on your study map should be preserved. Every inch of land does not have to be developed. If people wanted to in densely populated, retail-filled areas they would live in proper cities such as Houston or even suburbs in areas of Katy or Cypress.	8/10/2023 6:09 PM
29	No.	8/10/2023 2:49 PM
30	Do not try to urbanize this city.	8/10/2023 10:23 AM
31	Lived in Prairie View for 10 years but relocated to the suburbs.	8/9/2023 9:48 PM

This page intentionally left blank.



Appendix C

CITY APPLICATION

This study will assist community leaders with the implementation of new concepts and strategies that increase social, physical, and cultural opportunities for its residents, business owners, visitors, and other stakeholders.

The following pages represent the initial application submitted for the Livable Centers Program. This document represents the need for this Livable Centers Study, the vision and rationale for applying for the Study, the desired outcomes from the City perspective, and the support from various agencies. This application was submitted by the mayor at the time and supported by City Council.

The project team's objectives were to build on this application and represent ways in which the objectives stated in the application along with additional feedback from community residents could be resonated within the Study Area. Through the continued collaboration of City leadership with partner agencies and supporting organizations, many of these recommendations can be implemented to develop the Central Business District in Prairie View. This application along with supporting documents represent how this planning effort can lead to change within a community and create a place for community residents, visitors, students, and faculty to enjoy, gather, and build on the rich culture and history of the City of Prairie View.

Livable Centers Call for Planning Study Partners Application

Step 1 Application Submittal: Application Form

Contact Information

Sponsoring Agency

City of Prairie View

Primary Contact's Name

Brian Rowland

Primary Contact's Address

P O Box 817
Prairie View, TX 77446

Primary Contact's Phone Number

936-857-3711

Primary Contact's Email Address

mayorowland@prairieviewtexas.gov

Secondary Contact's Name

Terralyn May

Secondary Contact's Phone Number

346-332-3452

Secondary Contact's Email Address

tmay@prairieviewtexas.gov

Proposed Study Information

Indicate whether this study is a Full or Focused Livable Centers Study

Full

Title of Proposed Study

Prairie View Livable Center Study- 1969 Project

Include a brief statement to justify need of this study, including size and defined limits of proposed study area.

The purpose of the Prairie View Livable Center's Study - 1969 Project is to further the goals of the Houston-Galveston Area Council's (H-GAC) Livable Centers Program. The study will address the application of the Livable Center's program goals in the identified study areas, including identification of community and transportation improvements that could leverage private investment and improve the quality of life in central business district in the Prairie View area. The overall goal is to create a Livable Center's Study that will lead to a sustainable, resilient, and holistic place to live, work, and play. This study will assist community leaders with the implementation of new concepts and strategies that increase social, physical, and cultural opportunities for its residents, business owners, visitors, and other stakeholders. The framework for new development will be made with the intent of creating destinations that are accessible by walking, bicycling, and the using public transportation. The boundaries of the proposed study area are inside our Central Business District which hasn't been developed on since the city's inception in 1969. The area includes Highway 290, Sandra Bland Blvd, Santee Street and Owens Road. The City of Prairie is the Home of Prairie View A&M University which was founded in 1876.

Study Area Location and Boundaries Map

[Link](#)

Total Livable Centers Proposed Study Cost

\$180000.00

Livable Centers Need Index Score

69.00

Local Match (Applicant Contribution)

\$18000.00

3.5% TxDOT Oversight Fee

\$

Total Proposed Local Match

\$

Federal Match (H-GAC Contribution)

\$162000.00

Additional Support (Optional)

\$

Step 2 Application Submittal: Application Narrative

Description/Scope/Study Impact

Proposed Study's Description, Scope, and/or Impact.

The City of Prairie View, a historical Black city, is at the Point on the Frontiers of Change. Established in 1969, it is a progressive community as its citizens and leaders cultivate pathways that circumvent systemic racism and oppression. According to recent census data, the city has a population of 6,953. The community is adjacent to Texas Highway 290—a strategic corridor 20 miles from Houston and a direct throughway to Austin and Texas A&M University located in College Station. The Texas Department of Transportation (TXDOT) projects the population of Houston to increase by 64% between 2006 and 2035, which will drastically increase traffic on the city's major highway, US 290. The population of the Highway US 290 corridor between Loop 610 and FM 2920, currently approximately 543,000 people, is projected to expand to 888,000 by 2035. The home of Prairie View A&M University (PVAMU) and the premier gateway to Waller County, a consort of leaders strategically produce relationships that employ the local, national, and global economy as tools to provide constituents equal access to socio-economic mobility.

Waller County is preparing to become the next Houston suburb. The County is home to Amazon, Daikin, Goya, Igloo, Burckhardt Compression, Medline, Rooms to Go, and an array of other companies and firms. The surrounding communities are preparing for explosive commercial and residential growth—Waller, Hempstead, and the City of Prairie View. PVAMU, the only university in the Waller County region, is a primary contributor to economic development and workforce infrastructure. As one of the largest employers in the County, PVAMU contributes over 1,950 jobs with an annual economic impact of \$233M.

Prairie View A&M University, a historically Black college/university actualized in 1876, is the second oldest public institution of higher education in Texas and a Texas A&M University System member. Home to over 9,500 students, the university's accreditation is through the Southern Association of Colleges and Schools Commission on Colleges. PVAMU's award-winning faculty, staff, and dynamic leadership support the institution's capacity to offer over 70-degree programs (baccalaureate, graduate, and doctoral), emphasizing STEM and STEAM. The university's network consists of the (a) main campus located in the City of Prairie View/Waller County, (b) College of Nursing located in Houston's Medical District, and (c) the Northwest Houston Center. PVAMU is an economic engine for the Northwest Houston corridor.

The purpose of The City of Prairie View's Livable Centers Study is to develop and invest in an infrastructure plan supporting a culture of community connectivity to Learn-Work-Research-Live. Leaders from the City of Prairie View champion their constituents in innovative programs that support the Re-imagine Prairie View initiative. The project scope aligns with our Green Initiatives by cultivating destinations accessible by walking, bicycling, and a public trolley transportation system. Bound by the history of a former slave plantation, PVAMU and the City of Prairie View continue to envision and implement the framework for transformation. For example, the city broadened and beautified University Drive—the main entrance to PVAMU and a strategic location for existing and new businesses as it connects to Highway 290. Also, the university purchased 50-acres adjacent to Highway 290 to catalyze the local economy via ongoing processes to develop a research corridor. The proposed location of the study is within the newly defined Central Business District. The area includes Highway 290, Sandra Bland Blvd, Santee Street, and Owens Road.

A fusion of diverse populations, important statistics are:

- 81% of Prairie View jobs are held by workers younger than 55. Forty-three percent of these jobs employ workers age 29 or younger and 38% by individuals aged 30-54.
- Statistics show that 89% of Prairie View workers live outside of Prairie View. 75% of these workers live in Harris County (20% of Prairie View workers live in Houston), 11% live in Waller and 3% living in Hempstead.
- Prairie View's largest population group is comprised of persons aged 20-40. This age group encompasses the greatest share of the labor force and is likely associated with Prairie View A&M University.

The City of Prairie View's Livable Centers initiatives will serve as a model for regions with similar physical and socio-economic descriptors as rural communities in Texas become challenged with populations from a global scale relocating to the Lone Star State.

Fulfilling Program Goals

Create Multi-Modal Travel Choices

Goal 1: Create multimodal travel choices by facilitating a range of transportation mode opportunities.

The citizens of Prairie View enjoy the small-town values that exist within the community and want to preserve them. They appreciate the sense of family and the friendly, safe, and personal relationships that characterize their day-to-day interactions. The City of Prairie View has a great potential for economic expansion due to land availability, interested investors, a growing regional population, and the continued growth of Prairie View A&M University. The City's central corridor, University Drive, can become the concentration for commercial and office development and small retail developments.

The Prairie View City Council desires to enhance the image along the University Boulevard (between Old Business 290 Highway and the 1098 intersection) adjacent to the H-GAC designated area because it is the primary gateway to the university, and it is symbolically at the heart of the City. The development of well-endowed gathering places along University Boulevard will serve the City and the university community residents to be consistent with sustainability and future economic growth. To alleviate the existing conditions of poor design, the concept of a well-planned business district will provide a multipurpose social environment to create growth and maintain a holistic community connection. As such, transportation models that are inclusive of pedestrian, bicycles, and trolley systems will (a) reduce congestion and sustain air quality metrics, (b) enhance multimodal methods of connectivity within The City of Prairie View and its sister communities, (c) support healthy initiatives via walking and bicycling, and (d) improve accessibility to transportation electives.

Create Resilient Quality Places

The study aims to create resilient quality spaces within the study area by becoming a community whose small-town experience and abundant economic opportunity are magnets for businesses and individuals wanting to make Prairie View their home. The achievement of the outcomes is driven by (a) the City's focus on the expansion and improvement of its existing infrastructure, (b) implementing the continued plan to preserve greenspace to support a park-like environment, and (c) work closely with Waller County Engineers to mitigate flood hazards.

The City of Prairie View's Livable Centers Study will create majestic resilient spaces that are pedestrian friendly that will highlight green space, our beautiful bayou and preserve natural resources the indigenous people of the area called, "The Arms of God".

Promotes Equitable and Resilient Infrastructure

The study aims to create connectivity, last-mile infrastructure amenities for pedestrians and bicyclists. The project design outcomes will reduce the negative impacts of defined barriers to pedestrians and bicyclists by carefully using intersections and network gaps. The existing partnerships with TXDOT will affirm the inclusion and promotion of the public right-of-way and adjacent land use for non-vehicular traffic, thus promoting essential safety measures.

Project implementation will include the outcomes of studies that explore strategies for vehicular areas that complement an ideal pedestrian and bicyclist environment. The study will address the specific facets of the Livable Center's program goals in the identified study areas by identifying community/transportation improvements that will leverage private investments and improve the quality of life in the central business district.

Capacity to Implement

Capacity to Implement

The City of Prairie View has the full support of its Mayor, Dr. Brian Rowland and

- City Council Members: Nathan Alexander, Waymond Perry, Jonathan Randle, Xante Wallace and Wendy Williams.
- Planning and Zoning Commission Members: Curtis Anderson, Frank Jackson, Ronald Leverett, and Pamela Tisdell.
- 4B Economic Development Board Members: Maduforo Eze, Thaddeus Singleton Jr., Johnie Walker and Vanessa Lampkin.

The staff at City Hall is fully engaged to participate in every capacity as needed. This includes, but is not limited to, the Municipal Judge, Shelytha Alexander-Simmons, City Secretary, Terralyn J. May, Police Chief, Kevin Leverenz and City

Treasurer, Sherry Johnson. To support this study the staff will continue to meet monthly for overall discussion of how they will maintain steady progress.

Study updates will be posted on the city's website monthly to keep the citizens informed on the progress and provide information regarding ways they can participate in or support the project. Since this is such a vast project, Town Hall meetings will be held monthly to provide more in-depth study updates and provide opportunities for questions and clarification on study goals and progress.

The City of Prairie View is proudly supported in this endeavor by:

- State Representative, District 3-Cecil Bell, Jr. with legislative assistance.
- State Senator, District 18-Lois Kolkhorst with legislative assistance.
- Waller County Judge Carbett "Trey" J. Duhon III with legal assistance.
- Rebecca L. Faison, Ph.D., Director, PVAMU Innovation-Economic Development for transportation infrastructures and reducing carbon footprints.
- Jasmine T. Epsy, Director, PVAMU Small Business Development Center to engage business owners.
- Andrew Bell Miller, President of Prairie View Chamber of Commerce will assist in obtaining extensive intellectual capital.
- Dr. Veda Brown, Retired PVAMU Professor and Secretary of the 4B Economic Development Board will continuously addressing constituent questions and concerns.
- Magesh Rajan, Ph.D., PVAMU Vice-President for Research and Development will assist with commercialization ecosystems.

Other projects and programs that are currently being executed by the City of Prairie View that align with the Livable Centers program are:

- Comcast partnering to provide fiber optic internet service city-wide both residential and commercial.
- Communi-Versity program, a joint venture between the community and the university as an advisory board focused on continuing the economic development processes in Prairie View.
- Newly created Community Engagement Board that will involve the citizens in the overall development of the city.
- Texas Community Development Block Grant Program-Community Development, a program which is also in place and currently taking bids regarding water, sewer, and drainage improvements.
- Texas Community Development Block Grant Program-Downtown Revitalization, which is also currently in place and taking bids regarding sidewalks, ADA accessibility, lighting, and street repair.
- UNUM Project to decrease the city's food insecurity and provide the city with its first food cooperative grocery store, community garden, and traditional and mobile food banks.

Step 2 Application Submittal: Attachments

[Letter of Support - Texas House of Representatives](#)

[Letters of Support - Sponsoring Agency](#)

[Letter of Support - Local Sponsor Matching Fund Commitment Optional Letters of Support](#)

DateSubmitted: 7/30/2021 3:08:22 PM

Prairie View
LIVABLE CENTERS STUDY

