



# City of Friendswood

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## Welcome

**HGAC Revitalization Roundtable  
January 14, 2016**





# City of Friendswood

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**Roger Roecker**  
City Manager

**Karen Capps**  
Economic Development  
Coordinator





# City of Friendswood TEXAS



14,093 Households  
**\$393,867**  
2013 Average New  
Home Permit

8 City Parks  
2 County Parks  
**232** Acres of  
Green Space  
& Nature Trails

**11.03**  
Low Crime Rate  
Per 1000 Population

## TRAFFIC COUNTS

FM 528 @ I-45 - 32,000  
FM 528 @ FM 581 - 27,000  
FM 581 @ FM 2361 - 23,000  
FM 2361 @ I-45 - 27,000  
FM 528 @ Bay Area Blvd - 29,000

**78%** OF Households Have  
Incomes Over \$75,000

**\$126,851** Average  
Household Income

**\$1,213,851**  
Average Net Worth

**\$89,976,391**  
General Merchandise Sales  
in the Primary Trade Area

**39,358**  
Friendswood Population

**77546**  
2nd Weathered Zip Code in  
the Houston Area

3 Mile Radius - 65,173  
5 Mile Radius - 133,371  
7 Mile Radius - 271,624

City of Friendswood  
Economic Development Office

Karen L. Capps, CEO  
Economic Development Coordinator

910 South Friendswood Dr. • Friendswood, TX 77646  
281-496-3250 • [k.capps@cityoffriendswood.com](mailto:k.capps@cityoffriendswood.com)



Like us on Facebook!

City of Friendswood Economic Development Committee

32.5 miles to the Port of Galveston  
19 miles to the Port of Houston

**32**  
miles to  
Galveston

**52%** residents with  
a Bachelor's  
or Graduate Degree

**Live Here  
Work Here**  
FRIENDSWOOD, TX  
[livehereworkhere.com](http://livehereworkhere.com)



# Awards

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nerdwallet



Best Houston Suburb to raise a family **Niche**

7<sup>th</sup> Best City in America to raise a Family **ZoomTens**







# Awards

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nerdwallet



2<sup>nd</sup> Best U.S. Small City  
**NerdWallet**

32<sup>nd</sup> of U.S. Safest Cities  
**Neighborhood Scout**





# Awards

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nerdwallet



One of Texas' Safest Cities  
**Niche**

One of Texas' Safest Cities  
**SafeWise**







# Early Friendswood

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# History of Friendswood

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# Early Friendswood

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# History of Friendswood

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# The 50's and 60's

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# The 50's and 60's

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# The 50's and 60's

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# The 50's and 60's

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# The 50's and 60's

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# History of Friendswood

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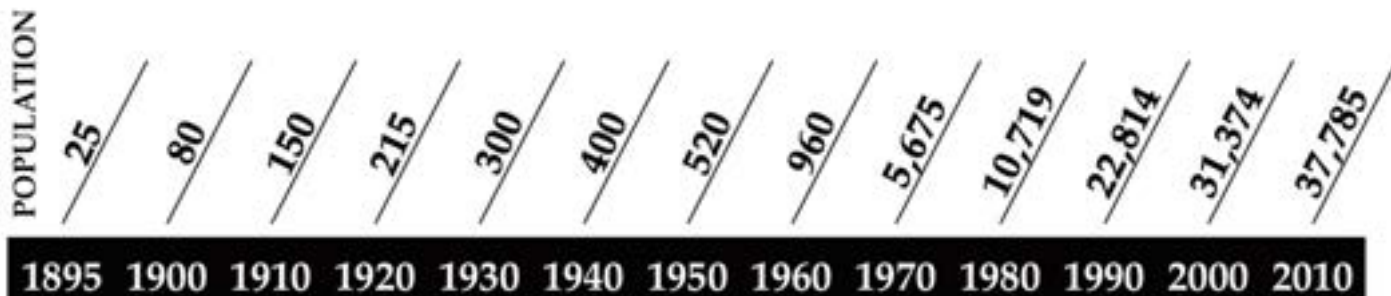




# History of Friendswood

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## Friendly Folks in Friendswood





# Friendswood Development Co.

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# The 70's and 80's

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# The 70's and 80's

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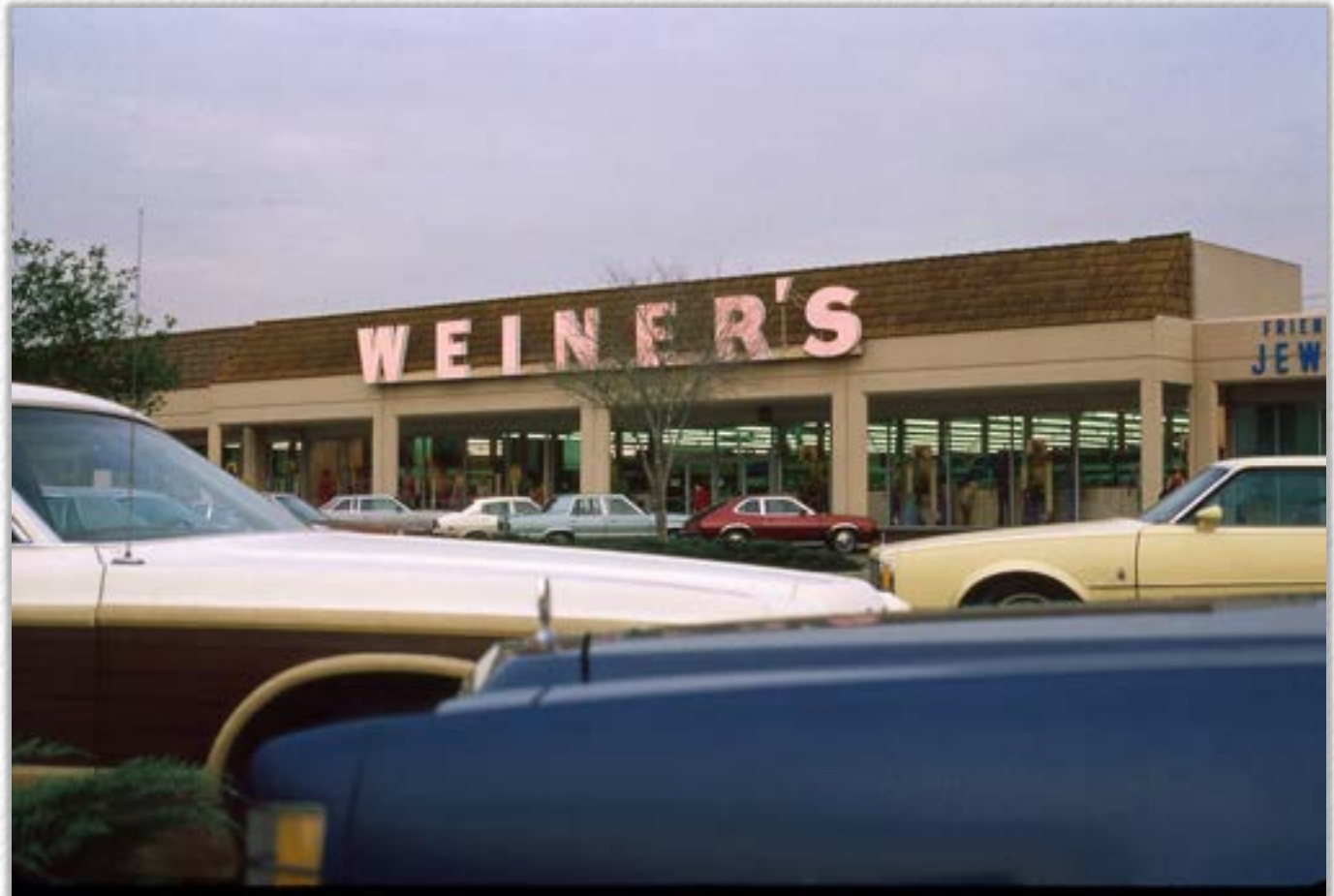






# The 70's and 80's

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# Development Challenges

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# Development Challenges

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# Development Challenges

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# Development Challenges

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# Development Challenges

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# Downtown City Destinations

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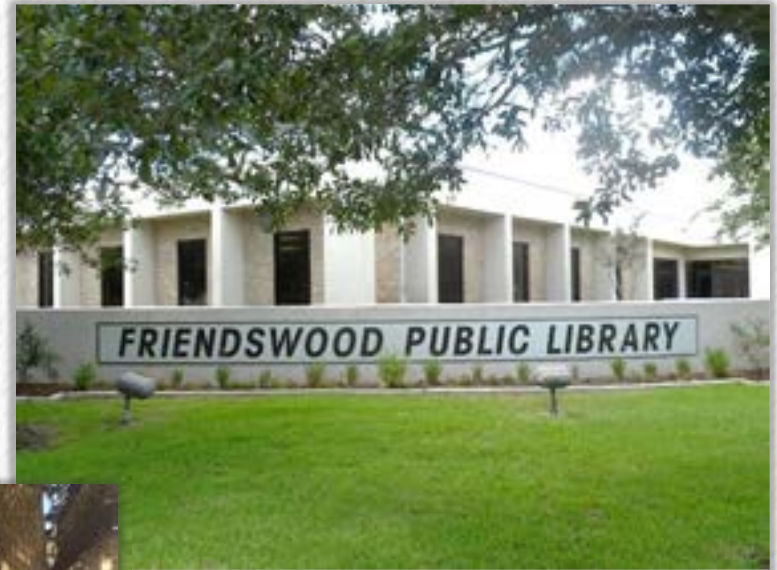






# Downtown City Destinations

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# Downtown City Destinations

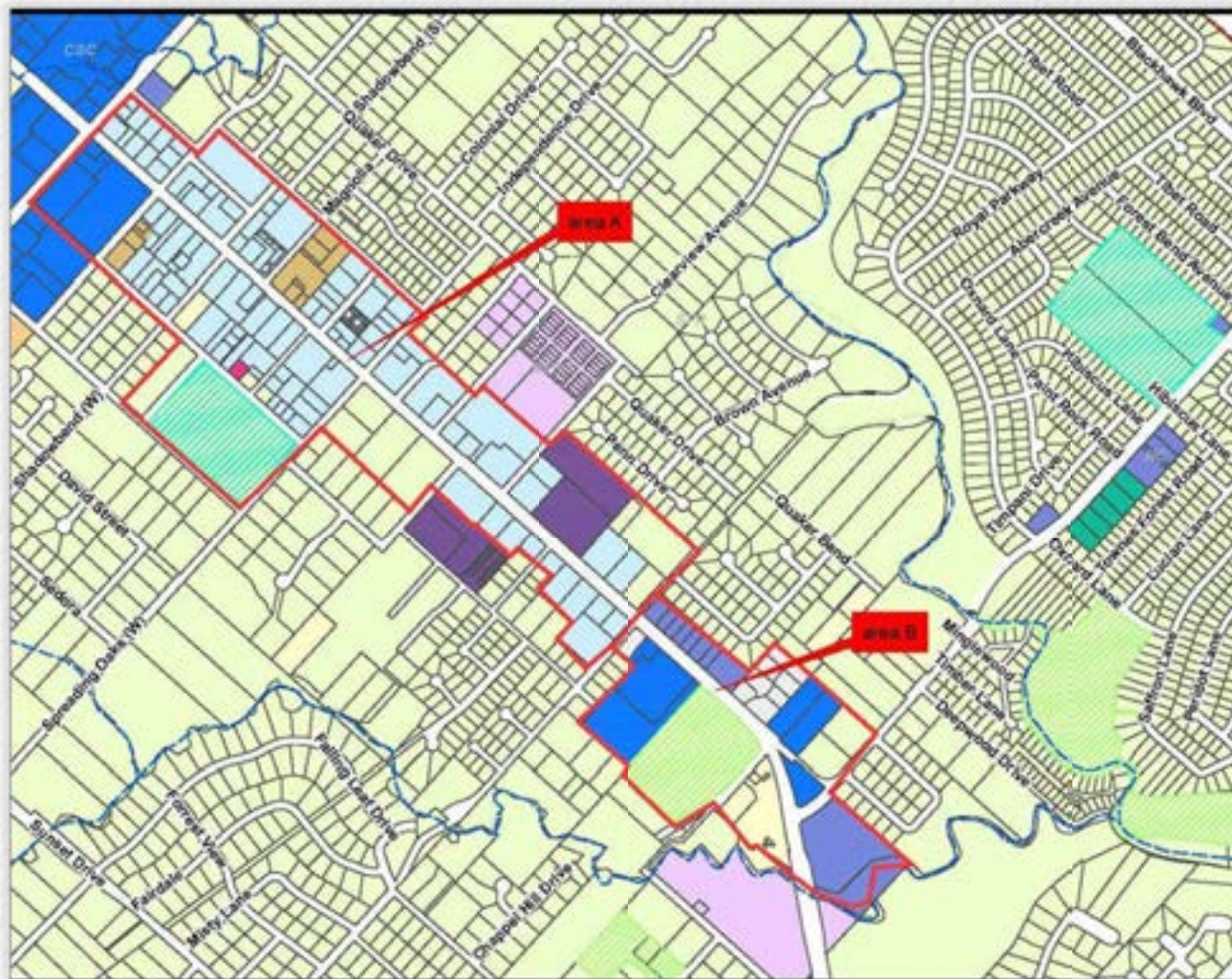
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# Downtown Location







# Downtown – From Dry to Wet

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# Downtown Today

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# Downtown Today

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# Downtown Today

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# Downtown Today

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# Downtown Today

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# Downtown Today

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# Downtown Today

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# Downtown Today

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# Downtown Today

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# Downtown Happenings

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# Downtown Happenings







# Downtown Happenings

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# Downtown Happenings







# Downtown Happenings

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# Downtown Happenings

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# Downtown Happenings

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# Downtown – Planned

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**Robert's Office Park**  
306 S. Friendswood Dr.

**Friendswood Public Library**  
416 S. Friendswood Dr.

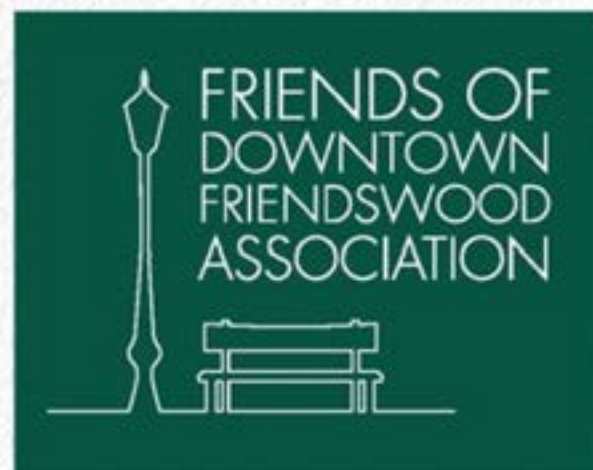






# Downtown – Planned

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# Downtown – Planned

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# Planned





# City of Friendswood

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**Thank you!**



# The Role of Urban Design In Promoting Redevelopment

H-GAC Workshop  
Bringing Back Main Street

marshdarcy  
PARTNERS

# What is Urban Design & Why is it important to Downtown re-development ?

J. Kent Marsh, AICP CUD

Vice President

Marsh Darcy Partners, Inc.

[kmarsh@marshdarcypartners.com](mailto:kmarsh@marshdarcypartners.com)

“Great Downtowns Do Not Happen By Accident!”



# Urban Design

- The process of designing and shaping cities, towns, and villages
- Focuses on design of the public realm and the buildings that adjoin those public spaces
- Expresses a three-dimensional physical form resulting from public policies and private goals
- Multi-disciplinary process that can create or renew a sense of local pride and identity
- Good Urban Design should result in areas that are:
  - Functional
  - Attractive
  - Sustainable

# Key Elements of an Urban Design Plan

- The PLAN itself
  - A unified vision of individual components of the built environment
- Design Guidelines for Buildings
- Design of the Public Realm
  - Open Space
  - Streets
  - Sidewalks
  - Plazas between and around buildings



# Urban Design is a Combination of Four Components

Context	Opportunity	Balance	Diversity
<ul style="list-style-type: none"><li>• Building relationship to street and immediate vicinity</li><li>• Buildings complement the immediate vicinity without negative impact on neighbors</li><li>• Overlapping natural, cultural, and built forms</li></ul>	<ul style="list-style-type: none"><li>• Experiences people have in their surroundings</li><li>• Access to:<ul style="list-style-type: none"><li>○ Education</li><li>○ Employment</li><li>○ Healthy food</li><li>○ Nature</li><li>○ Other people</li><li>○ Physical activity</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Physical facilities designed in "context" with their surroundings</li><li>• The appropriate mixture of land uses in close proximity to each other that are responsive to the needs and wants of the community</li><li>• Incorporating safety, mobility and environmental goals</li></ul>	<p>A built environment that:</p> <ul style="list-style-type: none"><li>• Supports a variety of functions both residential and commercial</li><li>• Affords mix of occupational and household types</li><li>• Creates opportunities for multi-generational living</li><li>• Offers multi-modal options for getting around</li></ul>

# Visual Design Principles

- Balance
- Perspective
- Harmony
- Unity
- Movement
- Variety

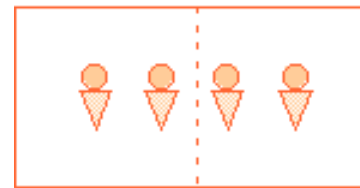


# Balance - A Psychological Sense of Equilibrium

Visual parts placed in an aesthetically pleasing arrangement



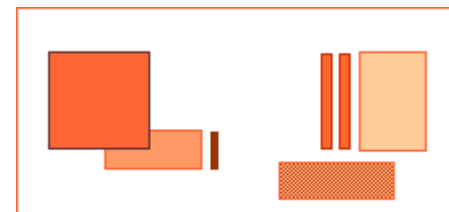
Formal when both sides are symmetrical in terms of arrangement



Informal when sides are not exactly symmetrical but the resulting image is still balanced



Informal balance is more dynamic than formal balance and normally keeps attention focused on the visual message

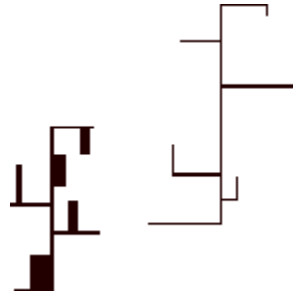


# Three Main Types of Balance

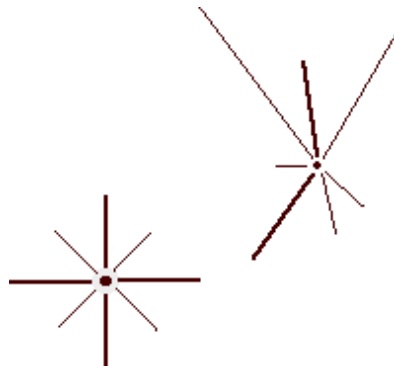
Horizontal



Vertical



Radial





# Visual Perspective

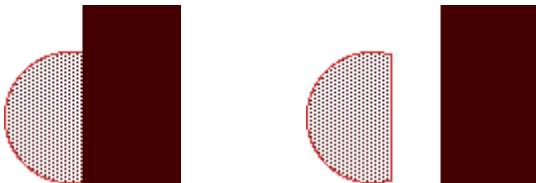
Drawings in two-dimensional space made to look like they appear in real life, 3-dimensional view

*Achieved through the use of:*

Relative sizes of objects



Overlapping objects



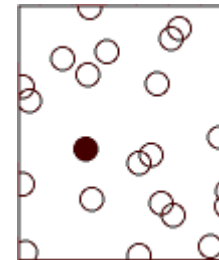
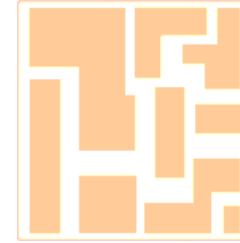
Blurring or sharpening of objects



# Harmony

All parts of the visual image relate to and complement each other

- Pulls the visual pieces of a visual image together
- Can be achieved through repetition and rhythm
  - Repetition emphasizes visual units, connecting parts, and creating an area of attention
  - Rhythm is the flow depicted in a visual
  - Rhythm helps direct eye movement
- Patterns or shapes can help achieve harmony
  - By repeating patterns in an interesting arrangement, the overall visual image comes together

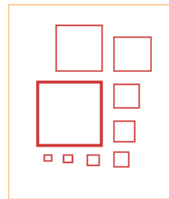




# Unity

- Helps organize a visual image, facilitating interpretation and understanding
- The relationship among the elements of a visual that helps all the elements function together
- Gives a sense of oneness to a visual image - words and images work together to create meaning
- Can be achieved through the use of:

Similar shapes



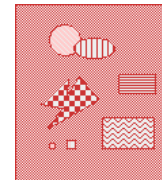
Common pattern



Space



Common background



# Movement

Motion or movement in a visual image occurs when objects seem to be moving:

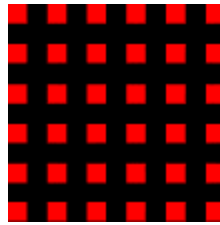
- Movement in a visual image comes from the kind of shapes, forms, lines, and curves that are used
- Diagonal lines tend to create the illusion of movement or motion
- Changes in direction or change in the darkness or lightness of an image can also create a sense of motion
- Similar shapes connected with each other or overlapping each other can imply movement or restlessness
- A series of images shown as individual frames (like a comic strip) can provide a sense of movement through time



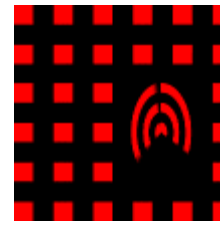


# Variety - The Contrast to Harmony and Unity

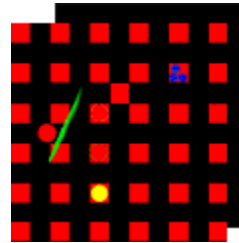
Harmony and Unity:



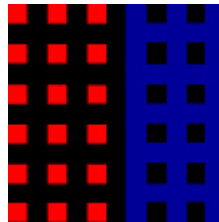
Variety:



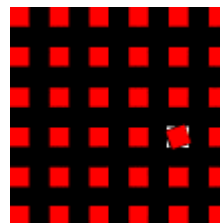
Consists of the differences in objects that add interest to a visual image



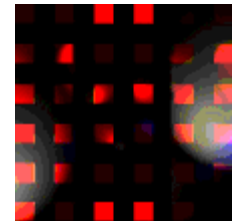
Can be achieved by using opposites or strong contrasts



Breaking a repeating pattern can enliven a visual image



Changing the size, point of view, and angle of a single object can add variety and interest to a visual image



# What Makes Urban Design Attractive?

CONTEXT - NEED - BALANCE Using:

- Order
- Proportion
- Scale
- Hierarchy
- Symmetry
- Contrast
- Context
- Detail
- Texture
- Beauty



# What's in the Urban Design Toolbox?

- Historic Preservation
- Safe Streets
- Green Building
- Brownfield Redevelopment
- Pedestrian Priority
- Car Use/Car Oriented Design
- Residential/Non-Residential Mix
- Vehicular Parking/Access
- Service Access
- Program Activities
- Wayfinding/Signage
- Placemaker/Social Interaction Opportunities

# Implementation Tools

- Local Ordinances that Regulate the Visual Environment (Land Use [Euclidian] Zoning, Signs, Landscape, Lighting, etc.)
- Design Guidelines to Enhance the Visual Environment
- Deed Restrictions
- Strategic Planning
- Overlay Districts
- Form-Based Zoning
- Public/Private Partnerships (P3)
- Political Will



# Achieving Preferred Land Use

Cities Control	Cities Don't Control	Cities Can Influence
<p>Regulatory Environment</p> <ul style="list-style-type: none"> <li>• Zoning – Land Uses, Form Based, Overlay Districts</li> <li>• Platting, Lot Size, Setbacks</li> <li>• Right of Way Widths</li> <li>• Access Management</li> <li>• Roadway Alignments</li> <li>• Parking</li> <li>• Sidewalk Widths</li> <li>• Public Realm <ul style="list-style-type: none"> <li>• Lighting</li> <li>• Landscaping</li> <li>• Signage</li> <li>• Public Art</li> </ul> </li> <li>• Health &amp; Safety Code Compliance</li> <li>• Tax Rates, Budgets</li> </ul>	<p>Private Sector Activity</p> <ul style="list-style-type: none"> <li>• Ownership</li> <li>• Parcel Size</li> <li>• Third Party Transactions</li> <li>• Building Architectural Appeal</li> <li>• Edge Conditions in Abutting Cities</li> <li>• Deed Restrictions</li> <li>• “The Market” <ul style="list-style-type: none"> <li>• Competition</li> <li>• Demographics</li> <li>• Demand</li> <li>• Risk Assessment</li> </ul> </li> </ul> <p>Other Governmental Activity</p> <ul style="list-style-type: none"> <li>• TXDOT</li> <li>• FEMA</li> </ul>	<p>Via Economic Development</p> <ul style="list-style-type: none"> <li>• Visual Aesthetics</li> <li>• Urban Design</li> <li>• Enhancements to Public Realm Improvements</li> <li>• Branding and Marketing</li> <li>• Infrastructure Upgrades</li> <li>• Commercial Renovations</li> <li>• Range of Housing</li> <li>• Risk Mitigation</li> <li>• Land Acquisition / Land Swaps</li> <li>• Deed Restrictions</li> <li>• Interest and Support of Commercial Property Owners</li> <li>• Resident Support</li> </ul>

# Case Studies



# Sample Case Studies – Strengths and Weaknesses

- McKinney, Texas
- Houston Heights
- Dickinson, Texas
- Lake Jackson, Texas
- Sugar Land, Texas

# City of McKinney

## Strengths

- High level of programming
- Strong positive political will to succeed
- Multiple group support
- Existing historic charm
- County Courthouse “marker”

## Weaknesses

- Lack of significant residential component
- Lack of nearby off-site parking



# McKinney Strengths Visualized



# McKinney Weaknesses Visualized





# City of Dickinson SH 3 District

## Strengths

- Political will to create a positive image
- Existing major transportation artery
- Area in transition
- Future plan in place
- Existing residential in the area

## Weaknesses

- Lack of emphasis on the pedestrian
- Lack of some on-street parking
- Lack of a “starter” catalyst example project
- Lack of program uses/activities for the area
- Lack of area identity signage/wayfinding

# Dickinson Strengths Visualized



**ARTICLE XI.  
HIGHWAY 3 OVERLAY  
DISTRICT  
Sec. 18-131. Purpose**





# Dickinson Weaknesses Visualized



# City of Sugar Land Town Square

## Strengths

- High level of pedestrian activity after hours and weekends
- Multiple uses (retail, residential, office, hotel, govt)
- Variety of size of gathering spaces
- High pedestrian transparency with adjacent sidewalk uses

## Weaknesses

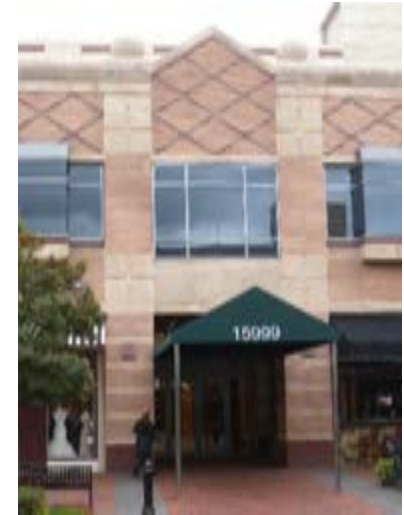
- Low relative percentage of on-site residential use
- Limited front door parking
- Area wide vehicular congestion at peak hours/days
- Limited parking garage access
- Manufactured architectural look – everything looks modern

# Sugar Land Town Square Strengths Visualized





# Sugar Land Town Square Weaknesses Visualized



# Houston Heights

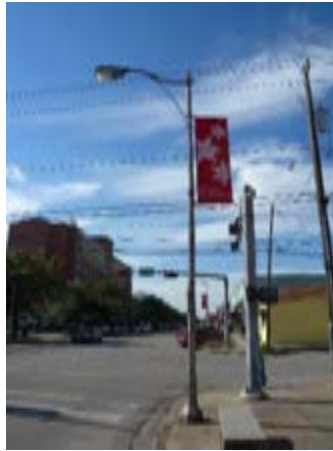
## Strengths

- Eclectic charm
- Some front door parking
- Significant programming effort (White Linen Night, First Saturday)
- Significant percentage of nearby residential
- Complete sidewalk system in place
- Area catalyst for retail growth/expansion

## Weaknesses

- Some non-contributing uses that need to be redeveloped
- Off-site parking
- Limited vertical mixed use
- Limited variety of people spaces
- Limited pedestrian amenities

# Houston Heights Strengths Visualized





# Houston Heights Weaknesses Visualized



# City of Lake Jackson

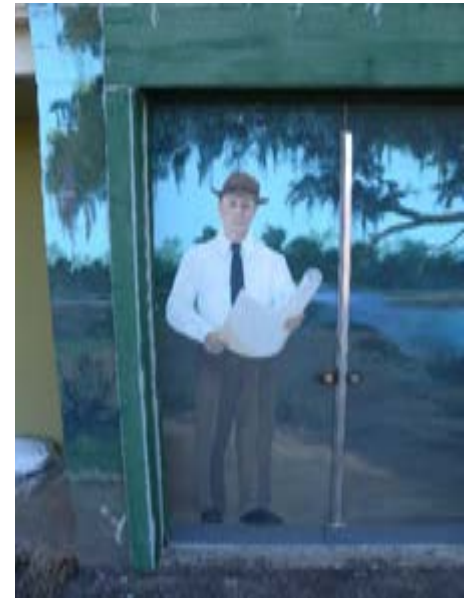
## Strengths

- Strong political will for improvement
- Person scale walking blocks
- Abundance of front door parking
- Unique charm/history of area layout

## Weaknesses

- No on-site residential
- Large walking distances
- No street scene – buildings too far apart
- Split walking/shopping sidewalk in front of buildings
- Little use of historical elements
- Shopping hours limited – little after hours/weekend activity

# Lake Jackson Strengths Visualized

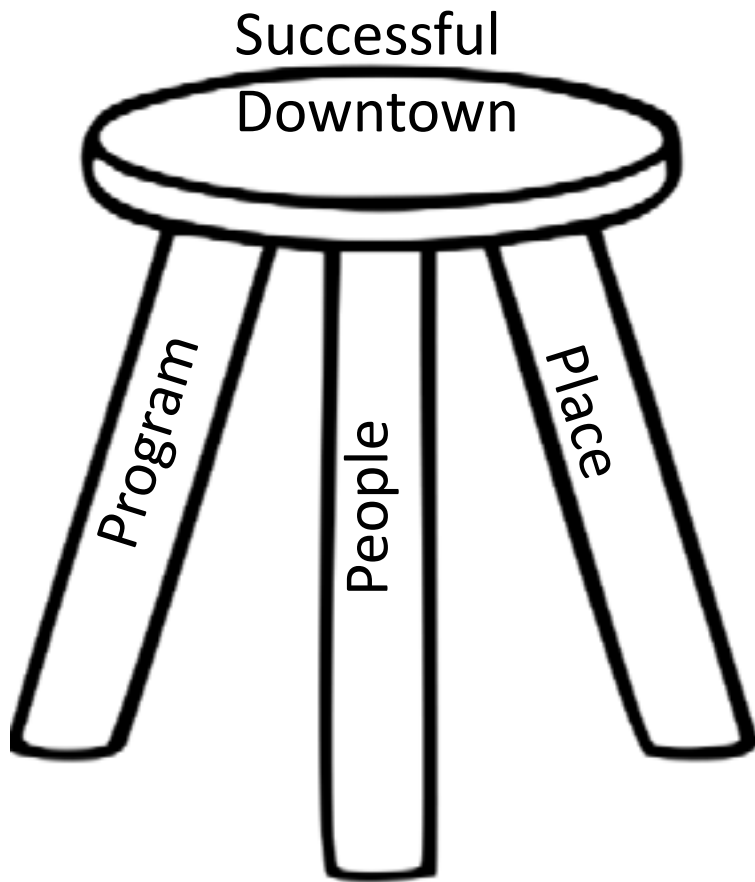




# Lake Jackson Weaknesses Visualized



# Summary - So What?



What are the elements of a successful downtown development?

- The 3-legged stool – the 3 P's
  - Program
  - People
  - Place
- Programming = People
- People = Social Activity Areas (Place)
- Place = Creates long-term success

*People are at the center of all successful downtown developments.*

# Parting Similies

- Urban Design is like a gear in a machine
- Downtown is a two-edged sword
- Good urban design is a lot like a symphony



# Questions?

Thank you for having me!

Kent Marsh

[kmarsh@marshdarcypartners.com](mailto:kmarsh@marshdarcypartners.com)





# Community Enhancement Grants

# Funding Opportunity

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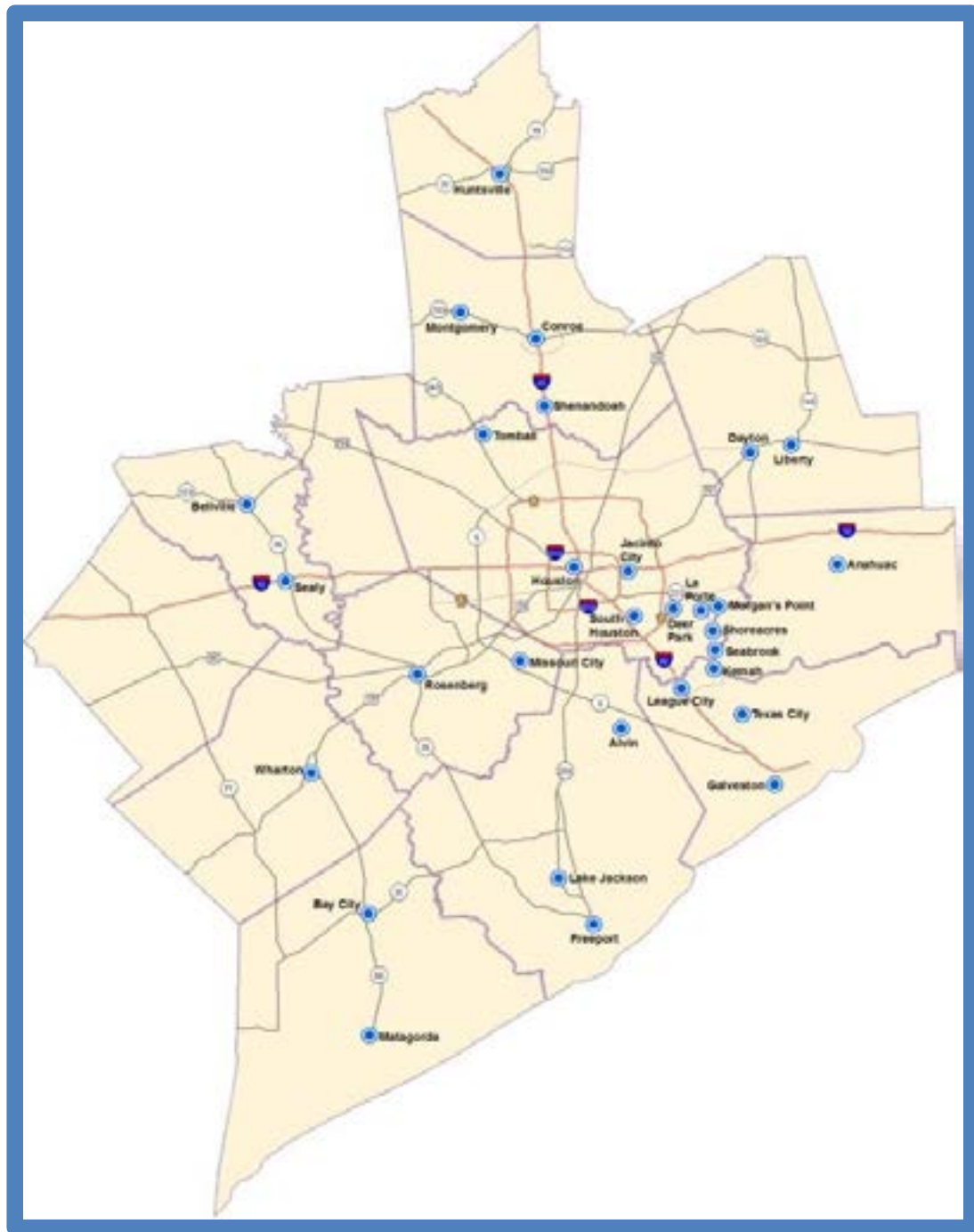
## Community Enhancement Grants

- Downtown Public Spaces Improvement Grants
  - Up to \$25,000
  - 1:1 match (cash) required
  - Part of an overall plan
- Community Trees Grants
  - Up to \$2,000
  - 1:1 match (cash or in-kind)



# Grant Locations

- Downtown Public Spaces Improvement Grants
  - 60 grants in 31 communities
  - Over \$1.2 million funded
- Community Trees Grants
  - 20 grants in 16 communities
  - Over \$50,000 funded



# Rosenberg Downtown Sidewalk Project



Downtown Public Spaces Improvement

# Conroe Lone Star Monument Project



Downtown Public Spaces Improvement



# Seabrook Gateway Project

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Downtown Public Spaces Improvement

# Hardeman Park – Bay City

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Community Trees

# Briscoe Park – Alvin

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Community Trees



# For More Information Contact

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Amanda Thorin

Community & Environmental Planning

[Amanda.Thorin@h-gac.com](mailto:Amanda.Thorin@h-gac.com)

713-993-4587