

CLIENTS:



PEARLAND

BEAUTIFICATION STRATEGY: CITY GATEWAYS

APRIL 2014

PREPARED BY:



IDENTIFY BEAUTIFICATION LIVE WORK
FAMILY TRADITION PEARS TIMELESS
COMMUNITY COMMERCE PROGRESS
TECHNOLOGY ICONIC CONTEMPORARY
SOPHISTICATED SLEEK GROWTH
YOUNG UNIQUE FLEXIBLE LANDSCAPE
SUSTAINABLE CRESCENDO POTENTIAL
288 CORRIDOR PROMOTE HIGH END

TABLE OF CONTENTS

1	INTRODUCTION	
	Project Introduction	P. 1 - 2
	Site Analysis & Existing Conditions	P. 3 - 4
	Workshop Summaries	P. 5 - 8
	Design Inspiration	P. 9 - 10
2	CITY GATEWAYS DESIGN CONCEPT	
	Entry Monument Concept	P. 13
	Signage Location Map	P. 14
3	ESTIMATED COSTS	P. 17
4	ACKNOWLEDGEMENTS	P. 18

PROJECT INTRODUCTION

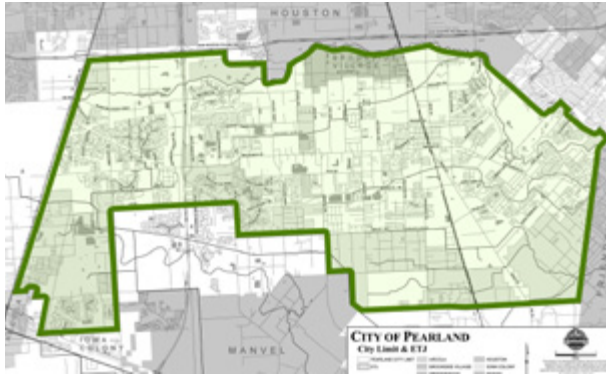


Fig 1.1a City Limits and ETJ of Pearland, Texas

In 1892 William Zychlinski bought 2560 prime acres of land along the Gulf, Colorado and Santa Fe Railways, and by 1894 he had platted out the original “pear land” town site. He named the east-west streets after fruit trees such as Walnut and Pear and named the north-south streets after cities including Austin, San Antonio and Pearland. The following year the Southern Homestead Company promoted the area as having agriculturally prosperous land, which spurred development and established the community.

Today Pearland is one of the fastest growing cities in the Houston-Metropolitan area and the state of Texas. Recent development provides a vibrant community with close proximity to Houston, as well as quick access to NASA’s Johnson Space Center/Clear Lake City area, Galveston Island and the Gulf Coast.

The rapid growth will require investments in community infrastructure and beautification strategies that establish Pearland as a unique location characterized by its own sense of place. In developing a beautification strategy and creating a sense of place, gateways that are visually appealing and create good “first impressions” are vital to Pearland.

A City goal and a priority of the Pearland 20/20 Strategic Plan is to develop a comprehensive community beautification strategy. Part of this strategy involves the creation of a coordinated gateway implementation program to support this objective. Specifically, the strategic objective is defined as the following:

Develop iconic and visually appealing gateways to Pearland.

A diverse committee was established in 2013 to help lead this effort. Representing a broad group of PEDC and City Staff, the District Board of Directors, Keep Pearland Beautiful and the Chamber of Commerce, the Committee was involved in guiding the scope of work, reviewing project deliverables and providing feedback through a series of workshops.

The following report outlines the process that led to the solution for the City Gateways.



The City of Pearland has undergone rapid growth in a relatively short period of time. A consistently high rate of development has spurred population growth and expanded the business sector and housing market. While this has accelerated the City's prominence in the region, steps should be taken to direct growth in a positive way. More than ever before, companies and families are considering elements like education and workforce quality, entertainment and nightlife amenities, and community engagement and pride in their decisions to relocate to or remain in the City. Thus, the prosperity of Pearland could be enhanced by the 'Pearland product' being effectively developed.

One step to positively promoting the Pearland image would be to create a unified entry statement for City Gateways in keeping with both historic and new development in the City. Gateways could include monument signage, lighting, irrigation and planting. These improvements at defined entry points could play an important role in the initial impression the City sends out to residents, visitors and potential home and business owners. Enhanced gateways for the City can generate a lasting positive impression on those who enter.

Fig 1.1b Picture matrix depicting recent development in Pearland.

SITE ANALYSIS & EXISTING CONDITIONS

A study of the existing conditions of Pearland's current city gateway monuments were evaluated in relation to the City's burgeoning image. Currently a few entry points to the City are marked with signage built in the 1980's/1990's, which were developed in tandem with a local subdivision. Multiple entry points into the City of Pearland are currently defined with this signage, walls with a dark red 'S' graphic, referred to by some citizens as a 'swoosh.' Additionally, existing 'theme walls' in the Pearland Parkway round-a-bout and FM 518 Pearland Parkway intersection reflect this 'swoosh' design. The current placement and aesthetic of entry signage is not adequate to establish a recognizable brand for Pearland.

New development has introduced logos and signage on businesses throughout the City. These graphics generally reflect a more modern feel in keeping with contemporary development, resulting in new signage that is in marked contrast to older signage in the City.



Fig 1.2a Picture matrix depicting current state of Pearland street character, entries and City identifiers.



As the City grows, well-designed entry monuments in appropriate locations can provide a clear definition of the City's entry points. Replacement of old markers over time would help to define and unify the expanding City limit.

New City Gateways with entry monuments would welcome visitors and residents to Pearland, help to generate a strong sense of place and elevate the strength of Pearland's image. Creating a consistent and identifiable aesthetic for all monumentation throughout Pearland is important. By adhering to a clean palette of materials within a strong form, the City can set a precedent of continuity, originality and simplicity - simultaneously elevating the desirability of Pearland as a place for businesses and homeowners alike.

Fig 1.2b Picture matrix depicting existing Pearland street character, entries, signage and other graphics.

WORKSHOP SUMMARIES

PROCESS

This study began with a series of workshops moderated by Clark Condon Associates, Landscape Architects; Matt Buchanan, PEDC; and the Pearland Municipal Management District #2 with the various stakeholders to the project and interest groups in the City to explore ideas and goals for improvements to the City Gateways and 288 Corridor. These workshops included a City Gateways Workshop, 288 Corridor Workshop, Pearland Municipal Management District Board of Directors meeting and additional meetings with City staff and TxDOT representatives. The information received throughout the workshop process was relevant to the development of both the City Gateways and 288 Corridor, thus the documentation of all workshops can be found in both reports. The following pages outline the significant points from each workshop.

WORKSHOPS

September 26, 2013: City Gateways Workshop

Participants: Staff from the PEDC, City of Pearland, Keep Pearland Beautiful, the Pearland Convention and Visitors Bureau and the Pearland Chamber of Commerce.

The City Gateways Workshop participants explored the character of the City and the goals for the development of Pearland's City Gateways. The following comments and ideas emerged from this workshop:

Observations:

- The citizens of Pearland are excited about their community and have strong ideas about new opportunities and improvements.
- Pearland has good proximity to Houston and the Gulf Coast, the airport and medical center.
- The image of Pearland is generally of a population that is young, educated, and culturally diverse; the City is considered welcoming and affordable.
- Employment sectors include medical, NASA, tourism and the energy sector.
- The group considers Pearland to be in the upper tier of communities in the region; it's a 'big city with a small town feel.'
- Pearland is the only town in the world with the name Pearland and citizens identify with the use of the Pear as a logo. The name denotes the agricultural history of the town.
- Gateways should identify Pearland in an appropriate scale.
- Designs should blend the old with the new; the traditional with the modern - and should be timeless and classic.
- The 'swoosh' design on existing gateways is not popular and the consensus of opinion is that existing signs should be phased out.
- Multiple logos for signage and print graphics are being used by different groups such as the City Parks Department, PEDC, KPB and CVB.

The consensus from the group was not to create a new logo, but to be aware of the style and colors that currently exist and incorporate them into the City Gateway development.

October 2, 2013: 288 Corridor Master Improvements Plan Workshop

Participants: Staff from the PEDC and the City of Pearland.

The 288 Corridor Master Improvements Plan Workshop participants explored the vision for this highway and the goals for its future development. The following comments and ideas emerged from this workshop:

Observations

- 288 Corridor improvements should create a city 'brand' – a global image that can be used consistently throughout the City
- Travelers on 288 should know they are passing through Pearland.
- The uniqueness of the City name could be used in branding opportunities.
- Design should bring together new development and older/rural areas.
- Creativity should not be limited but should still be acceptable to City businesses.
- The scale should be 'large,' in keeping with the scale of the 288 Corridor.

Improvements along the 288 Corridor were discussed to include both hardscape and planting solutions. The numerous bridges along the 288 Corridor through Pearland create opportunities for a powerful design statement. Underpasses can help set a character for the City and streetscapes as these intersections can be considered points of entry to the City. Improvements could include upgrades to paving, bridge retaining walls, unique lighting, new signals, pavers, paint, and

special plantings. Elements at intersections, bridges and along the corridor could include tiered plantings, TxDOT standard reforestation, ornamental lighting and special signage. Old 288 exit ramps should be removed as a part of corridor improvements. There are opportunities for design between the main lanes and the access roads, access roads to the rights-of-way, areas of existing sloped pavements and other existing elements along the corridor. Design should allow for future expansion and be able to connect existing elements to improvements. The triangular open spaces at the intersections of McHard and Broadway/FM 518 with 288 could provide opportunities for dramatic improvements. A strong landscape planting scheme would project a positive, memorable image.

Overhead power lines along 288 are unsightly and major transmission lines are a dominant visual. The preference would be to bury lines, although the cost may be prohibitive. Consideration of other ideas to help draw eyes away from visual clutter include street light fixtures more in scale with the community. These street lights could function as a design element, and LED fixtures have the added benefit of power savings.

Long-term sustainability of the project is important. Long-term maintenance strategies for any landscape plantings installed should be considered and defined. Irrigation should be included where needed to maintain plantings.

Other points of discussion included coordination elements of the 288 Corridor. HDR Engineering is working on the Brazoria County Section of the toll lanes.

October 2, 2013: Municipal Management District Master Improvements Plan: Directors Meeting

Participants: The attendees of the 288 Municipal Management District Meeting on the Master Improvements Plan: This Directors meeting explored the vision and goals for the development, funding and maintenance of Pearland's 288 Corridor. The following comments and ideas emerged from this workshop:

Observations:

- Young professionals working in Houston are the primary growth sector for the City of Pearland, as the City is sometimes called a "bedroom community."
- New development is modern and people are drawn to the shopping, healthcare and neighborhoods available in Pearland. There is a question as to whether the goal for marketing the area is more adapted to citizens or visitors.
- The marketing emphasis is that Pearland is attractive to corporations because of available land and business-friendly economic policies.
- Wayfinding is an issue in Pearland as some streets have two different names and street names often change at 288.
- Identification is a community-wide issue. The east and west areas of the City are distinctively different with contemporary vs. traditional characters.

Comments Informing Design:

- Overall design character should be crisp, clean and timeless.
- The design should create an image for Pearland

that is easily identifiable. The identifier of the Pear is distinctive; it sells the idea of warmth and small town community.

- The 288 Corridor can become a catalyst for future development by creating important identifiers on north and south ends of 288.
- Consider the sustainability of any design options.

The group discussed strategies for identifiable features, including the plantings at Greenway Plaza and holiday decorations at The Galleria as examples. Ideas included the use of color in hardscapes, as well as seasonal changes such as banners and holiday decorations. In the short term more frequent mowing, curb repair, power washing and trash pickup along 288 can help to improve the City's image. The group is also tasked to explore funding methods. Contributors identified to aid the 288 Corridor development could be PEDC, City of Pearland, TxDOT and KPB.

November 13, 2013: Initial Master Improvements Plan Presentation

Participants: Staff from the PEDC, City of Pearland, Keep Pearland Beautiful, the Pearland Convention and Visitors Bureau and the Pearland Chamber of Commerce.

Clark Condon Associates presented the Beautification Strategy Study at the PEDC office where the stakeholders and committee members were exposed to the 288 Corridor landscape plans and City Gateway concepts for the first time. While the meeting was largely informative for the audience, it was equally beneficial to the progression of the study as a whole. Comments from the meeting included the following:

WORKSHOP SUMMARIES

Comments:

- Do not split the words 'pear' and 'land' in the City Gateways. Use color to help with graphic distinction.
- Be careful using "trendy" colors in both the gateways and the art sculptures.
- TxDOT may reconstruct the entire intersection at Broadway/FM 518; we can influence design decisions if we coordinate early on in the process.
- The art sculpture should look more like a pear slice and less abstract.
- The project should have the ability to be broken into phases to be completed over time.

February 26, 2014: Final Master Improvements Plan Presentation

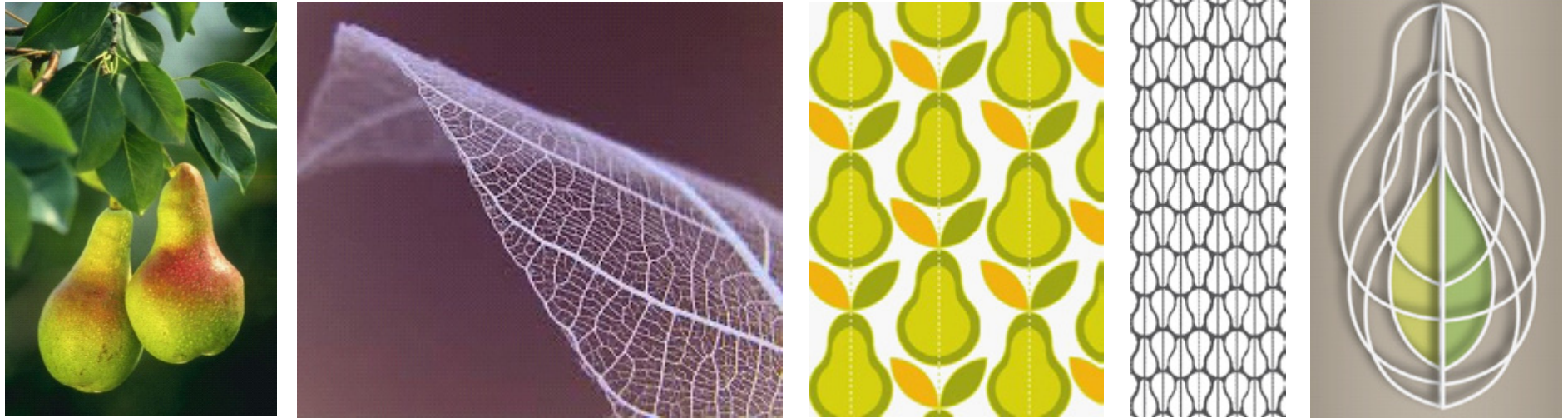
Participants: Staff from the PEDC, City of Pearland, the Pearland Convention and Visitors Bureau, the Pearland Chamber of Commerce and the Pearland Municipal Management District #2.

Clark Condon Associates presented the final design options based on input from previous presentations and participant comments.

Opportunities for layering and partnership were discussed as tactics for leveraging this plan into reality. The final solution was designed specifically so that improvements could be prioritized and allow for enough 'low hanging fruit' to initiate small but impactful changes. The Master Plan was well-received and the next step is to determine partnerships, funding and the timeline of the tollroad construction before proceeding to a further level on the design.



DESIGN INSPIRATION



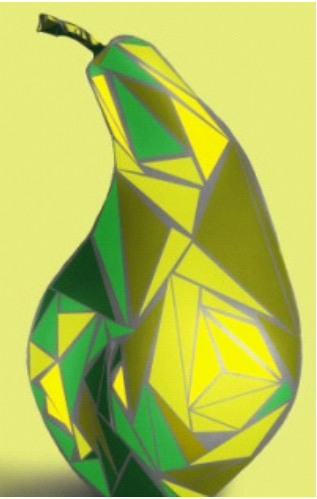
Pearland is a truly unique place as it is the only city in the world bearing this name, thus the use of the pear form is an important identifier for the City. The pear, and all its inherent properties, can be integrated and represented through interesting patterns of design.

The curvature of the pear and the sprawling form of the tree suggest an organic texture that could be incorporated into design. Undulating, purposeful and strong textures can evoke feelings of growth and represent the changing City.

The rich colors of the pear tree's fruit and foliage from spring to fall suggest a palette of warm colors. The use of the pear, its colors and patterns were considered in the design of improvements reflected in the Beautification Strategy for the City Gateways.



Fig 1.5 Picture matrix illustrates how a variety of inspiration points can be derived from a single object - the pear.



IDENTIFY BEAUTIFICATION LIVE WORK
FAMILY TRADITION PEARS TIMELESS
COMMUNITY COMMERCE PROGRESS
TECHNOLOGY ICONIC CONTEMPORARY
SOPHISTICATED SLEEK GROWTH M
YOUNG UNIQUE FLEXIBLE LANDSCAPE
SUSTAINABLE CRESCENDO POTENTIAL
288 CORRIDOR PROMOTE HIGH END

MARK RETA

S IMPAC

FUTUR

Y INSPIR

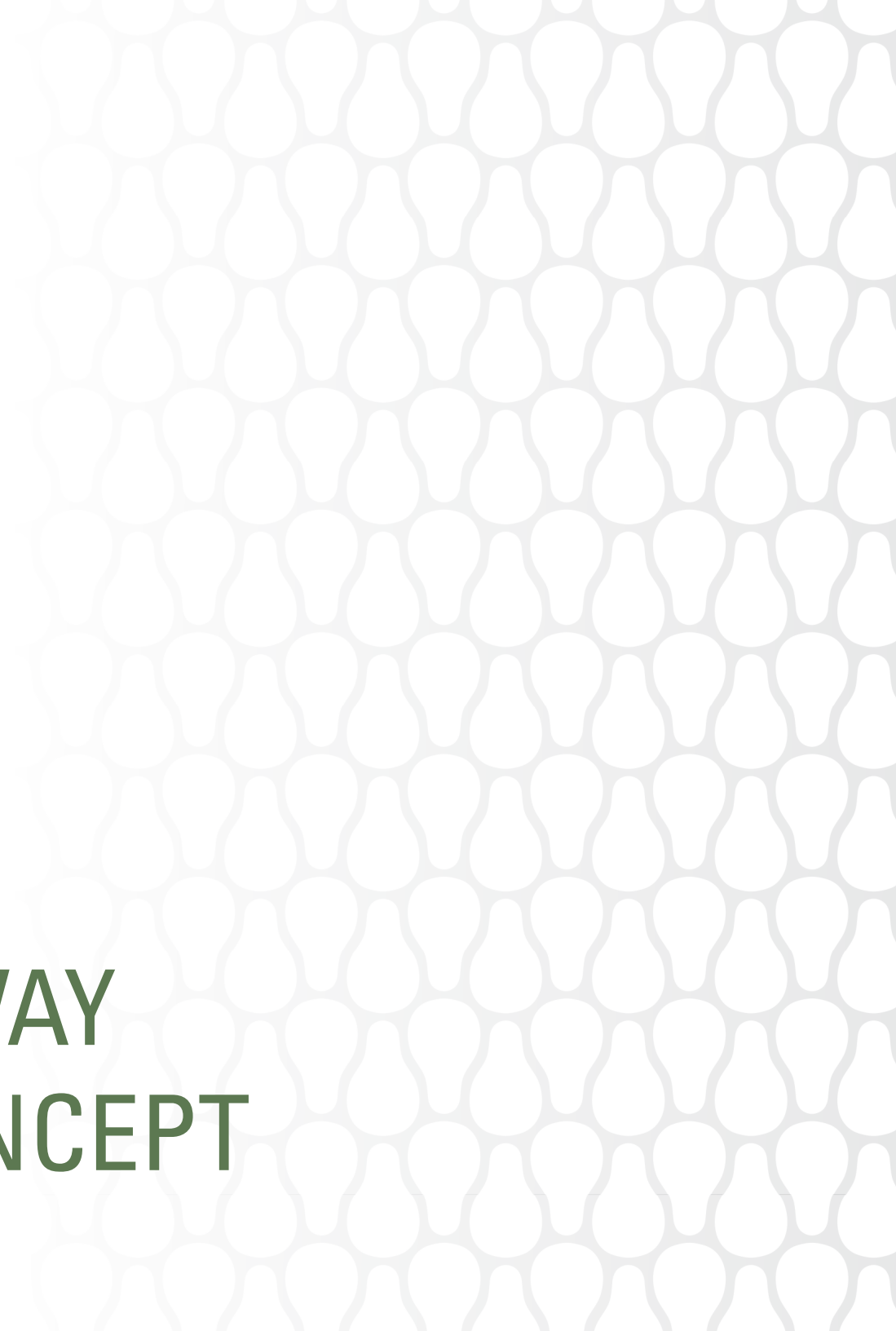
OVEMEN

MODER

L ENER

CULTU

CITY GATEWAY DESIGN CONCEPT



ENTRY MONUMENT CONCEPT

The space available for the proposed City Gateways varies and is limited in many cases, therefore a vertical structure was chosen to maximize the impact on a small footprint. Various design concepts were reviewed by the Committee and the design was refined to result in the gateway monument pictured in figure 2.1.

The structure proposed represents components of significance to Pearland on multiple levels, all materializing into the creation of a City entry monument that is classic and timeless. Reinforcing the tradition of the City, a vertical structure of cut stone is suggested for the backbone of the sign. An etching in the stone of a Texas coastal prairie grass is shown, yet the etching on each monument could change such that the sign could be adapted to various districts across the City. The front vertical component is proposed to have a surface of brushed aluminum. This material is sophisticated and clean, addressing the future of Pearland and the emergence of a technical workforce. Finally, custom-designed pear metalwork adds detail and refinement at the top of the structure.

The Pearland name is presented in a clean and legible manner. The two tones of green serve dual purposes—emphasizing the originality of the Pearland name and visually reinforcing the uniqueness of the City. These colors retain a continuity with existing color palettes visible on many of Pearland’s city logos and print materials.

The components of the structure are designed to be flexible such that the scale could be changed for use at major gateways, secondary gateways and neighborhoods.



Fig 2.1 Graphic representation of Pearland Gateway signage. Overall height of sign is roughly 14'-0"

GATEWAY SIGNAGE LOCATION MAP

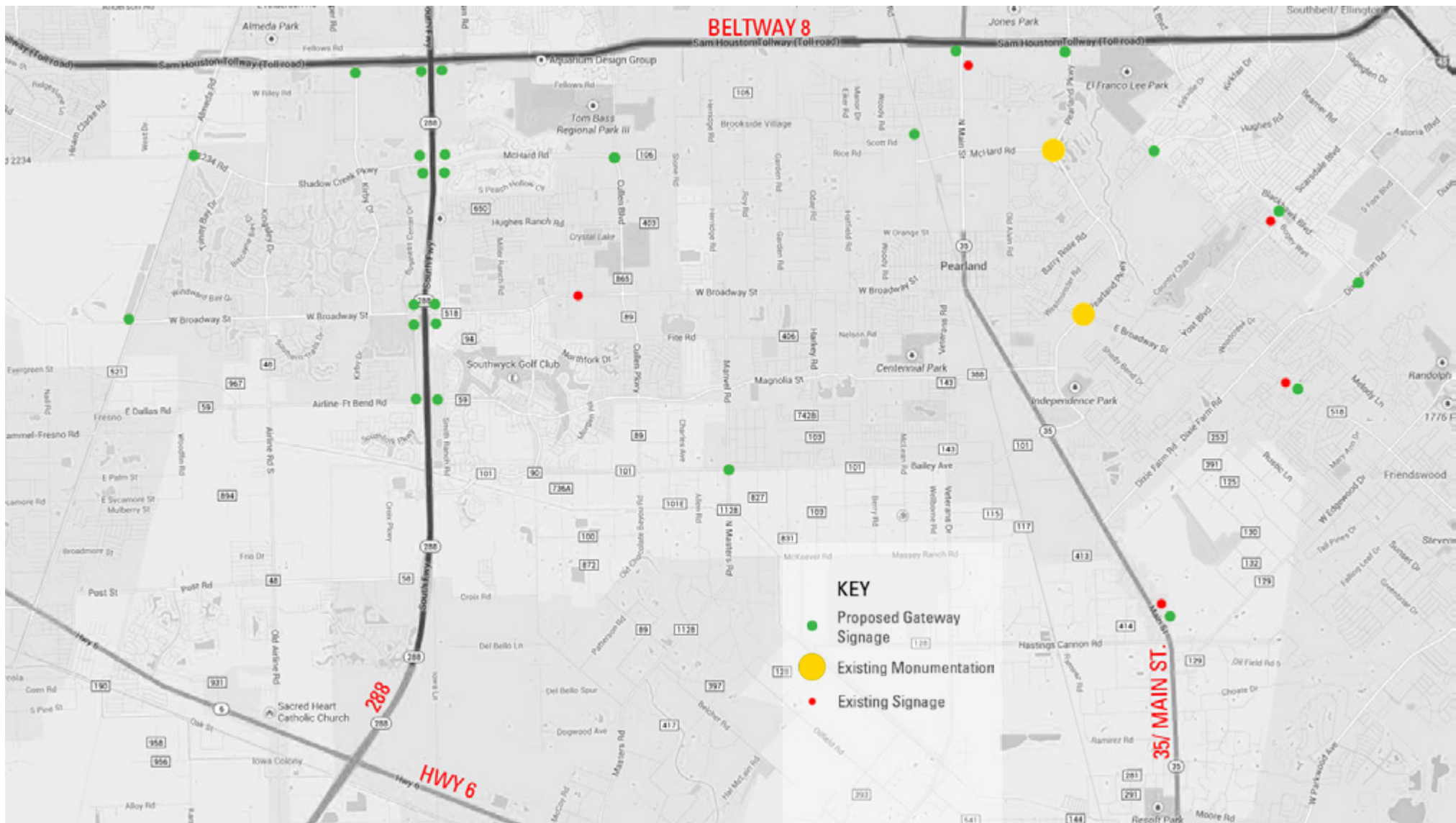


Fig 2.2 This map highlights the locations of proposed Gateway Signage compared to existing signage locations. Gateways would be scheduled to occur in phases over time.

IDENTIFY BEAUTIFICATION LIVE WORK
FAMILY TRADITION PEARS TIMELESS
COMMUNITY COMMERCE PROGRESS
TECHNOLOGY ICONIC CONTEMPORARY
SOPHISTICATED SLEEK GROWTH M
YOUNG UNIQUE FLEXIBLE LANDSCAPE
SUSTAINABLE CRESCENDO POTENTIAL
288 CORRIDOR PROMOTE HIGH END

MARK RETA

S IMPAC

FUTUR

Y INSPIR

OVEMEN

MODER

L ENER

CULTUE

ESTIMATED COSTS



COST BREAK DOWN

<u>Item</u>	<u>Qty.</u>	<u>Unit</u>	<u>Unit Cost</u>	<u>Extension</u>
Entry Monument and Landscaping				
Gateway Markers	1	EA	\$ 20,000.00	\$ 20,000.00
Landscape, Irrigation, Lighting	1	EA	\$ 20,000.00	\$ 20,000.00
General Conditions	1	LS	\$ 2,000.00	\$ 2,000.00
Professional Fees	1	LS	\$ 10,500.00	\$ 10,500.00
			Subtotal	\$ 52,500.00
			15% Contingency	\$ 7,875.00
			Total Per Entry Monument and Landscaping	\$ 60,375.00
City Gateway Markers	13	EA	\$ 60,375.00	\$ 784,875.00
Gateway Markers along 288	12	EA	\$ 60,375.00	\$ 724,500.00
			Total Entry Monument and Landscaping	\$ 1,509,375.00

**All prices are estimated based on current construction costs. Allowances must be made for increased costs during future years of development.*

ACKNOWLEDGEMENTS

Special thanks to the following participants for their influence, leadership and involvement in the making of the Beautification Strategy Study. For the City Gateways, the following entities were involved in guiding the scope of work, reviewing project deliverables and providing feedback through the series of planned workshops.

Pearland Economic Development Corporation

Pearland Municipal Management District #2

The City of Pearland

Pearland Chamber of Commerce

Keep Pearland Beautiful

Pearland Convention and Visitors Bureau

Minor Design

