



LOWER KIRBY DISTRICT

# LOWER KIRBY DISTRICT

**BEAUTIFICATION STRATEGY: GATEWAYS & COORIDOR ENHANCEMENTS**

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 **minor design**

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

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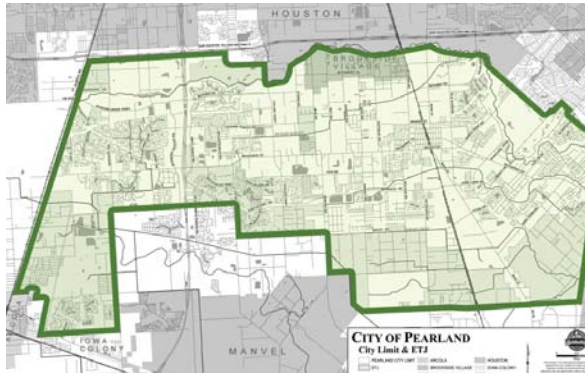
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## PROJECT INTRODUCTION



**Fig 1.1a** City Limits and ETJ of Pearland, Texas



**Fig 1.1b** Boundary Limits of the Lower Kirby District.

In 1892 William Zychlinski bought 2,560 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, encompassing more than 47 square miles (Fig 1.1a) with a population of over 100,000. 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.

In 2012, the Pearland Economic Development Corporation (PEDC), along with local partners in government, education, healthcare and businesses embarked upon a long-term strategic community and economic planning process to create a shared vision for the community’s

future growth and an action plan that resulted in the Pearland 20/20 Strategic Plan. Many Initiatives were identified in this plan, including a desire to focus on city identity for Pearland, specifically to develop iconic and visually appealing gateways and to create a mixed use employment, residential and entertainment district in the Lower Kirby Urban Center (District).

Building on the 20/20 Strategic Plan to develop a community gateway feature, a diverse committee was established in 2013 to help lead this effort. Representing a broad group of PEDC and City of Pearland Staff, the Pearland Municipal Management District #2 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. A final design was approved in April 2014 and the first gateway has recently been installed on Cullen Boulevard just south of Beltway 8.



The LKUC consists of roughly 1,000 acres of land bounded by Beltway 8 to the north, Hwy 288 to the east, Clear Creek to the south and Almeda School Road to the west. The City and PEDC recognized the potential of this area after annexing the area between 1999 and 2004.

The Lower Kirby Urban Center Master Plan and Implementation Strategy (Master Plan) was completed in 2011 to create a unified identity to maximize the District's regional location advantages by developing a market-based master plan and implementation strategy for developing the area. It addresses key issues including drainage, transportation access and development standards. It identifies major infrastructure needs and a strategy for developing a mixed-use regional destination.

To also help facilitate quality development growth in the District, two Municipal Management Districts exist, the Lower Kirby Pearland Management District (LKPMMD), formerly the Spectrum Management District, was created in 2007 and the Pearland Municipal Management District #1 (PMMMD#1),

which was created in 2005.

Also supporting the District is the PEDC's 20/20 Strategic Plan, which includes a goal focused on implementing the LKUC Master Plan to develop the area as Pearland's most intensive mixed-use employment, residential and entertainment district. An additional goal includes maintaining a consistent identity for the LKUC through branding and signage.

This study explores implementing this goal through the development of entry signage to provide a sense of arrival in the District. The study also evaluates the existing streetscape that is currently in poor condition and recommends enhancements that will create an improved identity for the District. It also recommends a specific design for a typical streetscape plan for roads in the District to create a unifying image.



**Fig 1.2** Picture matrix depicting current development in Pearland that elevates the city image.

## SITE ANALYSIS AND EXISTING CONDITIONS

Similar to the city itself, the Lower Kirby District lacks a unifying theme and strategy for the overall look and feel. As the images to the right (Fig 1.3) show, the district's existing conditions leave much to be desired. The lack of entry monumentation leaves the district without a sense of arrival and poor landscaping conditions negatively affect the character along Kirby Drive.



*Lack of entry statement leaves district with no sense of arrival.*



*Poor landscape conditions negatively affect the character along Kirby Dr.*



**Fig 1.3** Picture matrix depicting current state of Kirby Dr. character



## DESIGN INSPIRATION



**P**earland is a truly unique place as it is the only city in the world bearing this name. The pear, and all its inherent properties, can be integrated and represented through interesting patterns of design.

Lower Kirby District, following in the direction of the City of Pearland, desires to distinguish itself. The goal of the beautification strategy is to establish an identity for the district while maintaining unity within the city and community from which it was derived.

Bolstering the districts aesthetic quality by identifying locations for entry signage along with a strong landscape statement throughout will attract businesses to the area. The strong form of the district street lights, as shown to the right, provide a starting point for the aesthetic enhancement for the district. Much of the same design inspiration is used to maintain unity with the City of Pearland enhancements.



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

# LOWER KIRBY DISTRICT GATEWAY AND ENHANCEMENT DESIGN CONCEPT



## ENTRY MONUMENT CONCEPT

**L**ower Kirby District will have its own signature aesthetic, while keeping the same underlying tone as the city of Pearland. The similarities will help create a sense of unity.

Similar to the city markers (Fig 2.9a), many places in the Lower Kirby District have limited space for the proposed signage. To maximize impact with a minimal footprint, a vertical structure was chosen, similar to the city monumentation. Various design concepts were reviewed by the PEDC and Lower Kirby Management District Board, and have been refined to the monument shown in Fig 2.9b.

The structure proposed represents components of significance to Pearland and the district on many levels. The materials selected set a classic and timeless feel for the district. A stone base, the pear mesh cutout and Pearland graphic letters reinforce the district's unity with the city of Pearland. Lower Kirby is displayed at the top of the monument, clean and strong, and the light lettering contrasts against the dark background. This monument conveys a high level of sophistication to its businesses, residents and visitors.

On page 8, the locations proposed for city of Pearland signage are displayed and following on page 9 are the proposed locations for signage in the Lower Kirby District.

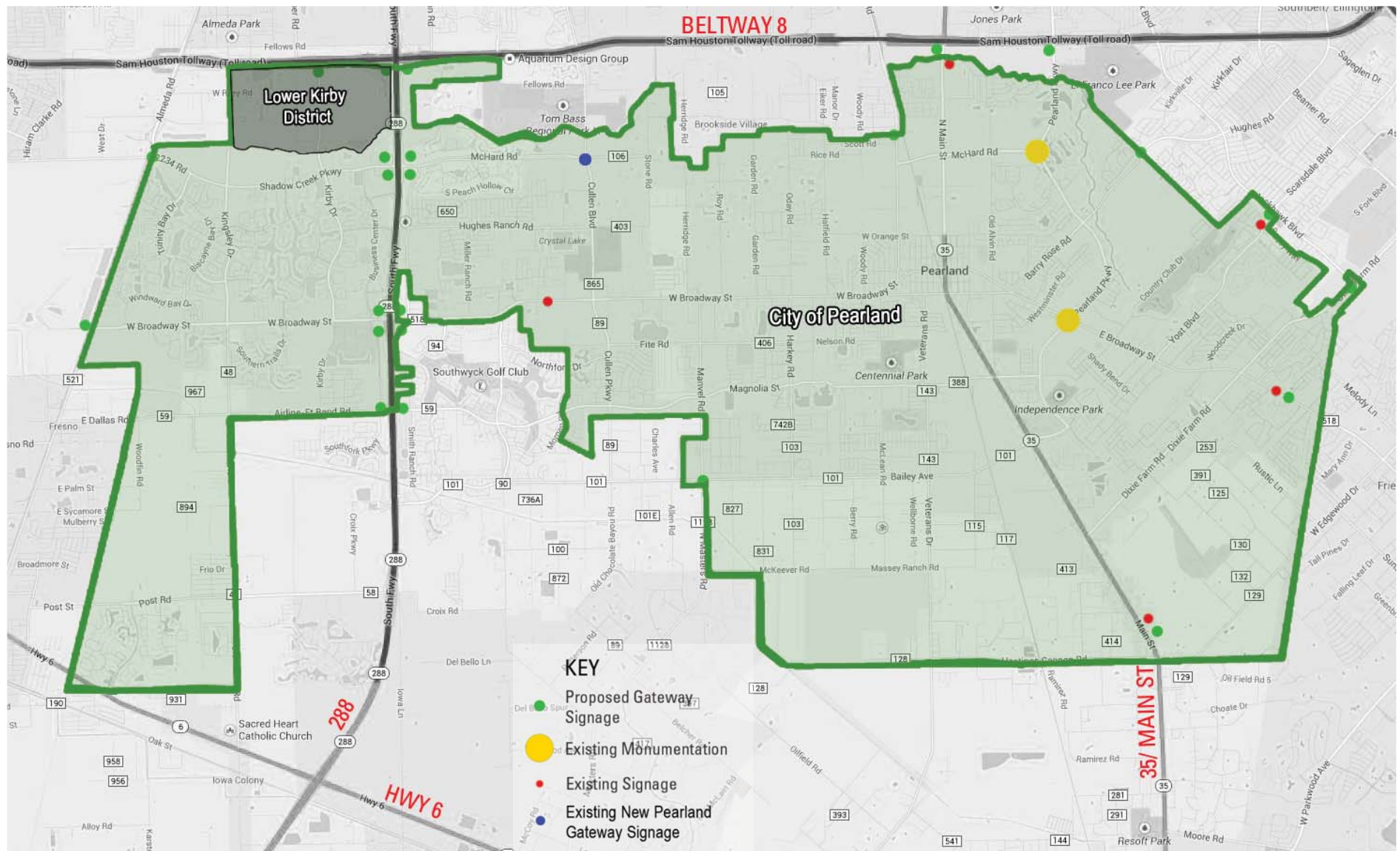


**Fig 2.9a** Graphic representation of Pearland Gateway signage.



**Fig 2.9b** Graphic representation of Lower Kirby District signage.

## CITY OF PEARLAND SIGNAGE LOCATION MAP



**Fig 2.10** This map highlights the locations of proposed Gateway Signage compared to existing signage locations. Gateways would be scheduled to occur in phases over time.



## LOWER KIRBY DISTRICT SIGNAGE LOCATION MAP

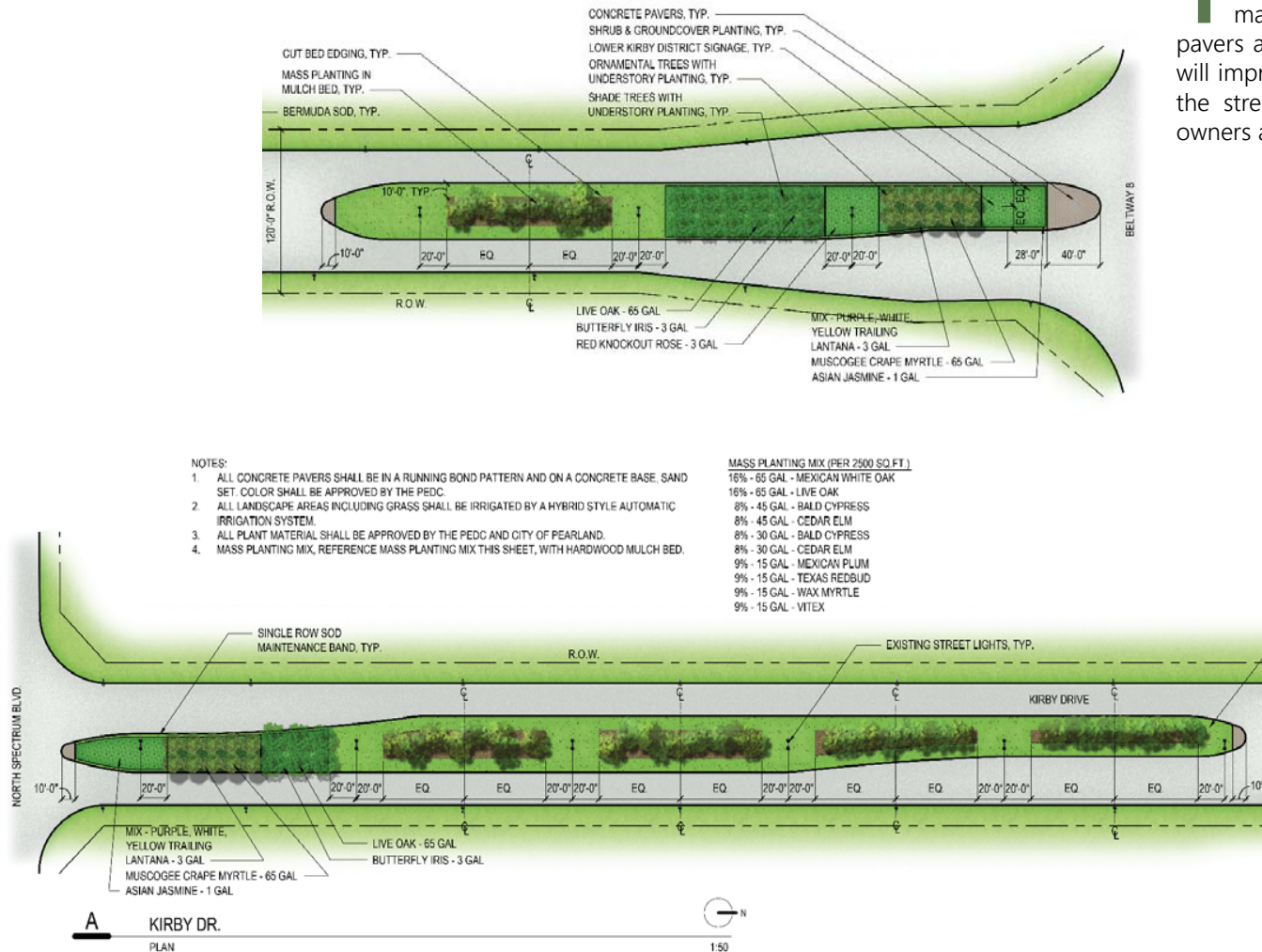


Fig 2.11 This map highlights the locations and heirarchy of Gateway Signage in the Lower Kirby District.



# KIRBY STREETScape PLAN

To improve the districts right-of-way and reinforce the Lower Kirby District identity, plans have been made to enhance the landscaping, irrigation and pavers along with monumentation. All of these items will improve the district's overall aesthetic by unifying the streetscapes for visitors, homeowners, business owners and future developments.



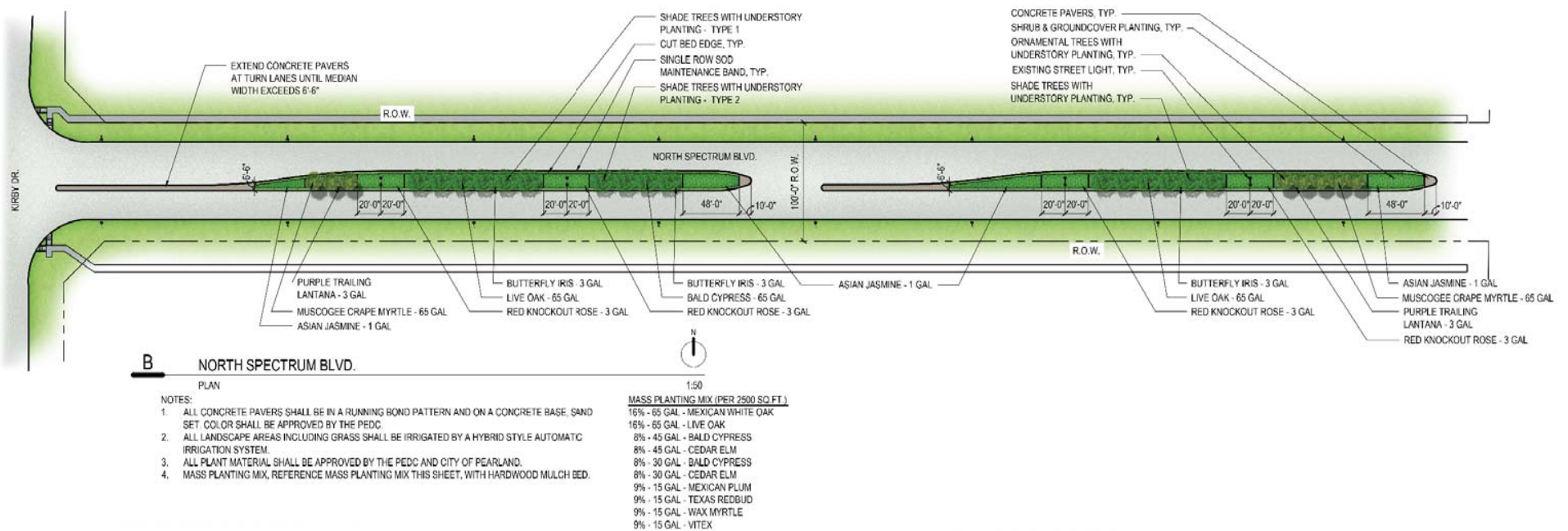
**Fig 2.12** This drawing shows the typical roadway section of streets with 100' and 120' rights-of-way.

## KIRBY DRIVE COST ESTIMATE

Item	Qty.	Unit	Unit Cost	Extension
Kirby Dr. - 120' R.O.W.				
Site Prep and Mobilization				
Site Prep & Mobilization	1	LS	\$15,000.00	\$15,000.00
Bonding	1	LS	\$45,000.00	\$45,000.00
SWPPP	1	LS	\$10,000.00	\$10,000.00
Tree Protection	1	LS	\$5,000.00	\$5,000.00
Traffic Control	1	LS	\$20,000.00	\$20,000.00
Asphalt Removal	4,560	SF	\$2.50	\$11,400.00
Tree Removal	50	EA	\$350.00	\$17,500.00
Tree Relocation	50	EA	\$500.00	\$25,000.00
<b>SITE PREP TOTAL</b>				<b>\$148,900.00</b>
Lighting & Electrical				
Lighting & Electrical	2	EA	\$20,000.00	\$40,000.00
Electrical Conduit Run	1,400	LF	\$15.00	\$21,000.00
Boring & Sleeving	500	LF	\$50.00	\$25,000.00
<b>TOTAL LIGHTING &amp; ELECTRICAL</b>				<b>\$86,000.00</b>
Hardscape				
Concrete Pavers on Concrete Base	26,000	SF	\$12.00	\$312,000.00
Lower Kirby District Signage	2	EA	\$80,000.00	\$160,000.00
<b>HARDSCAPE TOTAL</b>				<b>\$472,000.00</b>
Softscape				
Shrubs and Groundcover	42,000	SF	\$5.50	\$231,000.00
Ornamental Tree	80	EA	\$450.00	\$36,000.00
Shade Tree	36	EA	\$550.00	\$19,800.00
Mass Tree Planting	43,000	SF	\$4.00	\$172,000.00
Fine Grade Hydromulch	80,000	SF	\$0.10	\$8,000.00
Mulch Bed	43,000	SF	\$3.50	\$150,500.00
Core Aerate & Fertilize Median	175,000	SF	\$0.25	\$43,750.00
Irrigation Repair and Modification	175,000	SF	\$1.00	\$175,000.00
<b>SOFTSCAPE TOTAL</b>				<b>\$836,050.00</b>
<b>Subtotal</b>				<b>\$1,542,950.00</b>
<b>15% Contingency</b>				<b>\$231,442.50</b>
<b>Project Total</b>				<b>\$1,774,392.50</b>
Kirby Drive Annual Maintenance (Including water & electrical)				
		YR		\$128,000.00

## NORTH SPECTRUM STREETScape PLAN

To improve the districts right-of-way and reinforce the Lower Kirby District identity, plans have been made to enhance the landscaping, irrigation and pavers along with monumentation. All of these items will improve the district's overall aesthetic by unifying the streetscapes for visitors, homeowners, business owners and future developments.





## NORTH SPECTRUM TYPICAL COST ESTIMATE

Item	Qty.	Unit	Unit Cost	Extension
N. Spectrum Blvd. - 100' R.O.W.				
Site Prep and Mobilization				
Site Prep & Mobilization	1	LS	\$15,000.00	\$15,000.00
Bonding	1	LS	\$5,000.00	\$5,000.00
SWPPP	1	LS	\$10,000.00	\$10,000.00
Tree Protection	1	LS	\$5,000.00	\$5,000.00
Traffic Control	1	LS	\$20,000.00	\$20,000.00
			Site Prep Total	\$55,000.00
Hardscape				
Boring & Sleeving	250	LF	\$12.00	\$3,000.00
Concrete Pavers on Concrete Base	1,500	SF	\$12.00	\$18,000.00
			Hardscape Total	\$21,000.00
Softscape				
Shrubs and Groundcover	10,000	SF	\$5.50	\$55,000.00
Ornamental Tree	8	EA	\$450.00	\$3,600.00
Shade Tree	16	EA	\$550.00	\$8,800.00
Fine Grade and Solid Sod	3,500	SF	\$0.35	\$1,225.00
Irrigation System	1	LS	\$30,000.00	\$30,000.00
			Softscape Total	\$98,625.00
			Subtotal	\$174,625.00
			15% Contingency	\$26,193.75
			Project Total	\$200,818.75

## ACKNOWLEDGEMENTS

Special thanks to the following participants for their influence, leadership and involvement in the making of the Lower Kirby District. For the Lower Kirby District, the following entities were involved in guiding the scope of work, reviewing project deliverables and providing feedback.

Pearland Economic Development Corporation

The City of Pearland

Minor Design

Lower Kirby Management District Board

Pearland Municipal Management District #1

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