

EXECUTIVE SUMMARY

PEARLAND PROSPERITY UPDATE

The City of Pearland has become a "community of choice" in Greater Houston by offering residents excellent schools, good access to job centers, and a high quality of life in one of the nation's most racially and ethnically diverse communities. Leaders in Pearland understood, however, that they could not afford to rest on these laurels as the community matures and regional, national, and global competitive realities are rapidly evolving.

Accordingly, partners came together around a strategic planning process to update Pearland Prosperity, the community's holistic economic development strategy adopted in early 2020. This signature program – spearheaded by the Pearland Economic Development Corporation (PEDC) in partnership with the City of Pearland, the Pearland Chamber of Commerce, and others – has been an important catalyst for the forward-thinking change.

A COMPREHENSIVE PROCESS

The Pearland Prosperity Update process began with Phase 1: Research and Input. Activities included a review of existing plans and studies, new quantitative research, more than 20 one-on-one interviews with community leaders, a focus group with Pearland Young Professionals, and an online survey. Key findings from Phase 1 directly informed the second phase of the process: the development of the Pearland Prosperity Update strategic plan.

PHASE 1 KEY FINDINGS

- Economic development wins have diversified Pearland's economy.
- Pearland's workforce and diverse talent base are key assets to support future growth.
- Workforce development progress has created a platform for future success.
- Supporting existing businesses and investing in development sites and infrastructure remain priorities.
- New capacity to support entrepreneurs represents a significant opportunity.
- Pearland offers a strong value proposition, but competition from nearby communities is increasing.
- As Pearland matures as a community, development opportunities and needs are shifting.
- Given the preceding two bullets, Pearland must take action to remain a "community of choice."
- Stakeholders agree that quality of place enhancements are a key factor in maintaining this status.



COMMUNITY GOAL

CORE GOAL

"Pearland will be the community of choice for PEOPLE and BUSINESS in our region."

This Core Goal statement is consistent with stakeholders' affinity for the "community of choice" concept and requests to "place people at the center" of the updated strategic framework.





KEY INITIATIVES

Partners in Pearland can pursue the Core Goal by advancing 11 Key Initiatives that correspond to specific programs and/or investments. Five Key Initiatives are oriented primarily toward making Pearland a community of choice for businesses while six Key Initiatives are geared toward attracting and retaining residents. It should be emphasized that the ordering of the Key Initiatives does not imply hierarchy or priority.

PLACES TO GATHER

There is a strong consensus among Pearland's stakeholders that Pearland must act strategically to enhance its quality of place if it is to be a community of choice for jobs and talent.

Strategic Recommendations:

- A-1 Cultivate relationships with key private-sector partners for creating gathering spaces
- A-2 Actively pursue a vibrant mixed-use entertainment district in the Lower Kirby District
- A-3 Work with Pearland Town Center stakeholders to ensure the area's long-term success and vibrancy
- A-4 Position additional sites around Pearland as potential locations for new quality of place amenities

OLD TOWN REVITALIZATION

Among the many possible "place" upgrades discussed during the stakeholder engagement process and subsequent meetings with Pearland's leaders, no issue received stronger support than the desire to revitalize Old Town.

- B-1 Continue to implement infrastructure improvements in the Old Town and SH 35 Corridor areas
- B-2 Pursue near-term opportunities to leverage new residential development in Old Town
- B-3 Identify a design solution for the Broadway Corridor that is conducive to walkable development
- B-4 Create and advance a master plan for the Old Town area
- B-5 Ensure that tools, resources, and staff capacity are available to support Old Town revitalization



INFILL AND REDEVELOPMENT

As Pearland begins a new era of relatively slower growth and maturation, "infill" development and redevelopment will be issues that come to the forefront.

Strategic Recommendations:

- C-1 Leverage and promote software tool to improve the transparency of the development process
- C-2 Create additional technical assistance to ease the development process
- C-3 Ensure that Pearland's commercial properties are well-maintained and in compliance with codes
- C-4 Encourage multifamily and compact residential uses on infill and redevelopment sites
- C-5 Actively recruit residential developments and supportive amenities that will allow Pearland's residents to "age in place"

MOBILITY AND INFRASTRUCTURE

Continuing to invest in infrastructure that enhances mobility and quality of place in Pearland. This Initiative will help ensure the community's long-term health and fiscal sustainability.

- D-1 Continue to support the long-term maintenance of Pearland's infrastructure
- D-2 Ensure the successful activation of the Broadway / FM 518 widening and reconstruction project
- D-3 Advance the planning, design, and construction of priority road projects
- D-4 Continue to seek state and federal funding and other resources for transportation projects
- D-5 Seek to accelerate activation of the Multi-Modal Master Plan and Clear Creek Trail Master Plan
- D-6 Advance the development and activation of the Pearland Transit Needs Assessment and Plan
- D-7 Continue to advance infrastructure projects that improve drainage and stormwater management



PARKS AND RECREATION

Parks and recreation opportunities play an important role in a community's ability to attract and retain talented workers – and the companies that want to hire them.

Strategic Recommendations:

- E-1 Continue to implement the Parks, Recreation, Open Space, and Trails Master Plan
- E-2 Ensure that Pearland's parks have sufficient resources and staff
- E-3 Seek to expand Pearland's sports fields and ensure equitable distribution across the community
- E-4 Evaluate tools to ensure the long-term sustainability of privately owned park facilities

CULTURAL ARTS

Quality of place and quality of life amenities like arts and cultural spaces, facilities, events, and unique, walkable destination districts have e emerged as critical competitive criteria to attract and retain talent.

Strategic Recommendations:

- F-1 Support the implementation of the City of Pearland's approved Cultural Arts Master Plan
- F-2 Assess local support for establishing a branded cultural arts district in Pearland
- F-3 Continue efforts to create a "sense of place" in Pearland activity districts and public spaces

BUSINESS DEVELOPMENT

Activities such as business attraction and marketing and business retention and expansion (BRE) are vital to overall success in job and wealth creation.

- G-1 Continue "core" business attraction and marketing initiatives to grow primary jobs
- G-2 Enhance targeted marketing efforts for the biotechnology and medical manufacturing sectors
- G-3 Continue to engage Pearland's primary employers through the BizConnect program
- G-4 Expand "internal communications" capabilities to reach a broader range of Pearland stakeholders
- G-5 Implement recommendations from the 2022 Pearland Retail Analysis



PEARLAND INNOVATION HUB

Stakeholders said they would like to see PIH continue to evolve its programming to serve existing and prospective entrepreneurs in Pearland and complement the many well-established entrepreneurial ecosystem resources in the Greater Houston region.

Strategic Recommendations:

- H-1 Position the Pearland Innovation Hub's location at Spacio.us as the service delivery "focal point"
- H-2 Right-size the Pro-Active Coaching Program and enhance efforts to identify coaches and members
- H-3 Increase networking opportunities and special events for Pearland's entrepreneurs
- H-4 Connect entrepreneurs to professional services and other regional ecosystem resources
- H-5 Support diverse retail and hospitality startups that enhance Pearland's quality of place

WORKFORCE DEVELOPMENT

Pearland's key talent pipeline partners must be connected to and aligned with the business community to support economic growth and increased opportunities for residents to thrive.

- I-1 Continue to provide Pearland's employers with customized workforce assistance
- 1-2 Develop and promote a community resource network (CRN)
- 1-3 Establish a formal partnership framework connecting business and education
- I-4 Create formal Career Pathways to create opportunities for residents and support key sectors
- I-5 Continue to support the Work in Pearland initiative and online portal
- 1-6 Pursue the development of physical training spaces in and around Pearland



DIVERSE TALENT

Pearland leaders feel that ongoing diversity programming should be continued, but with a more focused and systematic approach that acknowledges issues of race and ethnicity but also recognizes diversities of education, age, income, and other determinants.

Strategic Recommendations:

- J-1 Sustain and enhance the Pearland Chamber of Commerce's diversity initiatives
- J-2 Enhance the Work in Pearland platform to attract diverse talent to Pearland
- J-3 Expand networking opportunities for diverse Pearland residents

SITE DEVELOPMENT

Maintaining an inventory of suitable industrial and commercial sites is a prerequisite for most economic development projects that create new jobs and private capital investment.

Strategic Recommendations:

- K-1 Continue to position the Lower Kirby District and SH 35 as priority areas for development
- K-2 Continue to proactively assemble and prepare development sites
- K-3 Continue to ensure that sites are supported by best-in-class infrastructure and amenities

To view the entire plan and updates, visit **PearlandProsperity.com**.

