

IMPERIAL
EST. 1843

A Planned
Development
in Sugar Land,
Texas



T B G

The
Johnson
Development Corp.

PROJECT BACKGROUND





For the last 150 years the Imperial Sugar Company site has influenced the life and identity of residents in the region.



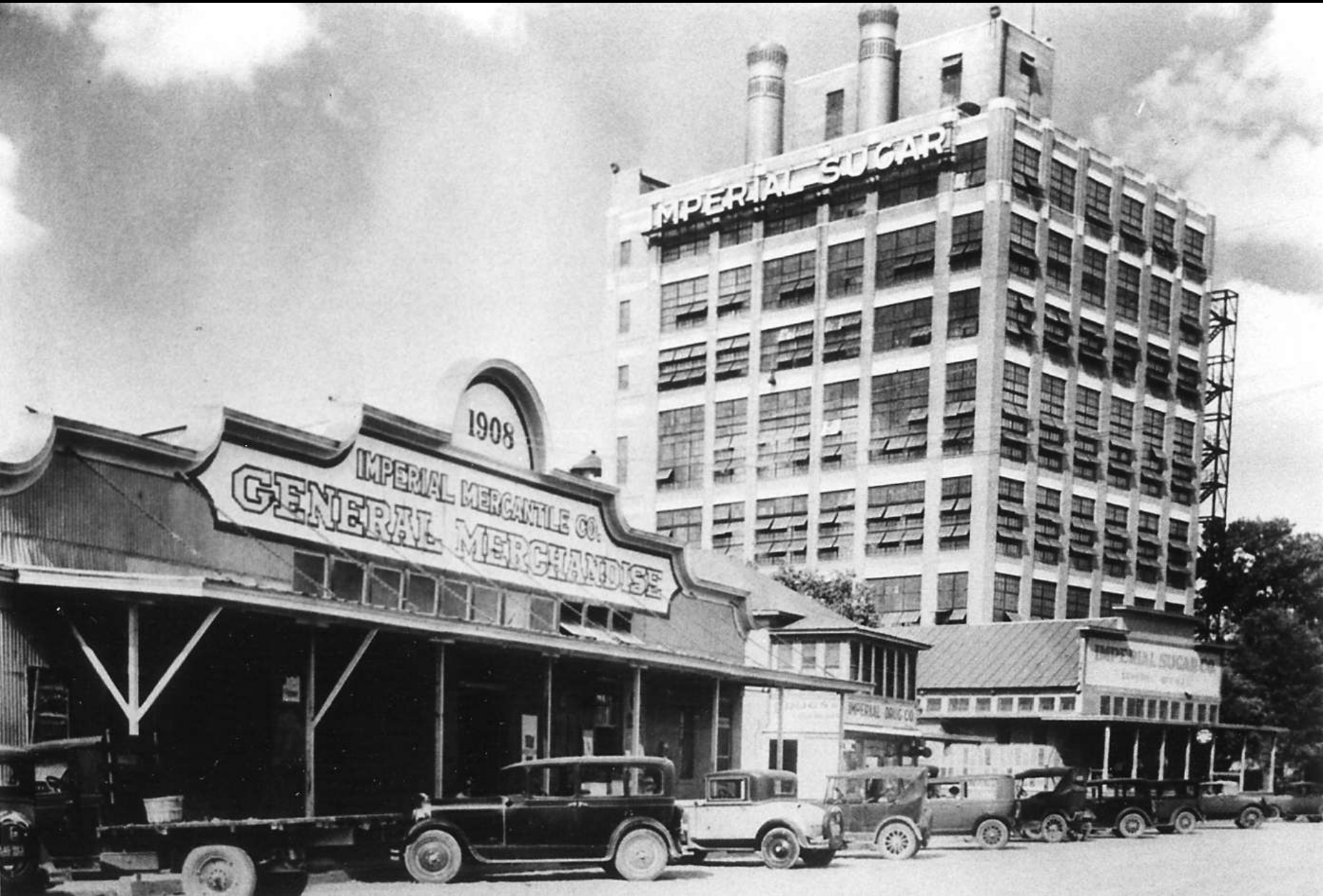
HISTORY

When operations at the refinery closed in May of 2003, the City and its residents began efforts to preserve the iconic structures on the site.



PRESERVATION

HISTORIC CONDITIONS



EXISTING CONDITIONS



EXISTING CONDITIONS-REFINERY SITE



SITE DESCRIPTION

- 715 acres
- South of Voss, West of Main, North of 90A and East of Highway 6
- Oyster Creek meanders through the site
- Over 1.4 miles of frontage on State Highway 6
- 575 feet of frontage on Main Street/Burney Road
- The refinery site fronts on Kempner Drive, with .5 miles Frontage on 90A, and is bisected by Main and Ulrich



PROJECT HISTORY

- **June 2007** – Original General Plan approved
- **Summer 2008** – First Planned Development (PD) Zoning application is submitted to the City by Southern Land (SLC)
- **Fall 2008** – PD Application is removed by SLC due to economic downturn
- **July 2009** – Johnson Development (Johnson) was selected as the new Development Partner for Imperial
- **June 2010** – Imperial was picked by the City as the preferred location for the new minor league baseball park
- **Fall 2010** – A revised PD application is submitted to the City with the major change being the conversion of a majority of the single family to the professional business park and the relocation of the multifamily from the Hwy 6 District to the mixed-use Ball Park District

PLANNED DEVELOPMENT



IMPERIAL PLANNED DEVELOPMENT

The planned development process provides increased open space and amenities that result in a superior development and offers special benefits to the community.



This is the first step in a two-step re-zoning process:

A General Development Plan is provided, supplying sufficient information to determine the merits of the development.



Initial Concept Sketch

PROCESS

The **second** step of the Planned Development results in a Final Planned Development Ordinance, provided with all the detailed information of the community.



More Detailed Project Sketch

PROCESS

- Because Imperial is a Planned Development, there will be an opportunity for greater public input throughout the development process
- Design guidelines will ensure long term viability and value to the city and residents
- The intent of the PD process is to state what is desirable as opposed to what is not permitted
- This PD will provide attractive amenities and beneficial connectivity



PROJECT GOALS

- Preserve “iconic” structures and promote a sense of place
- Develop a pedestrian friendly, walkable community
- Create a mixed-use, integrated development with superior aesthetic and architectural quality
- Generate an economically successful development with a robust day and nighttime population
- Establish a regional destination and places of interest



PLANNED DEVELOPMENT

Land Use

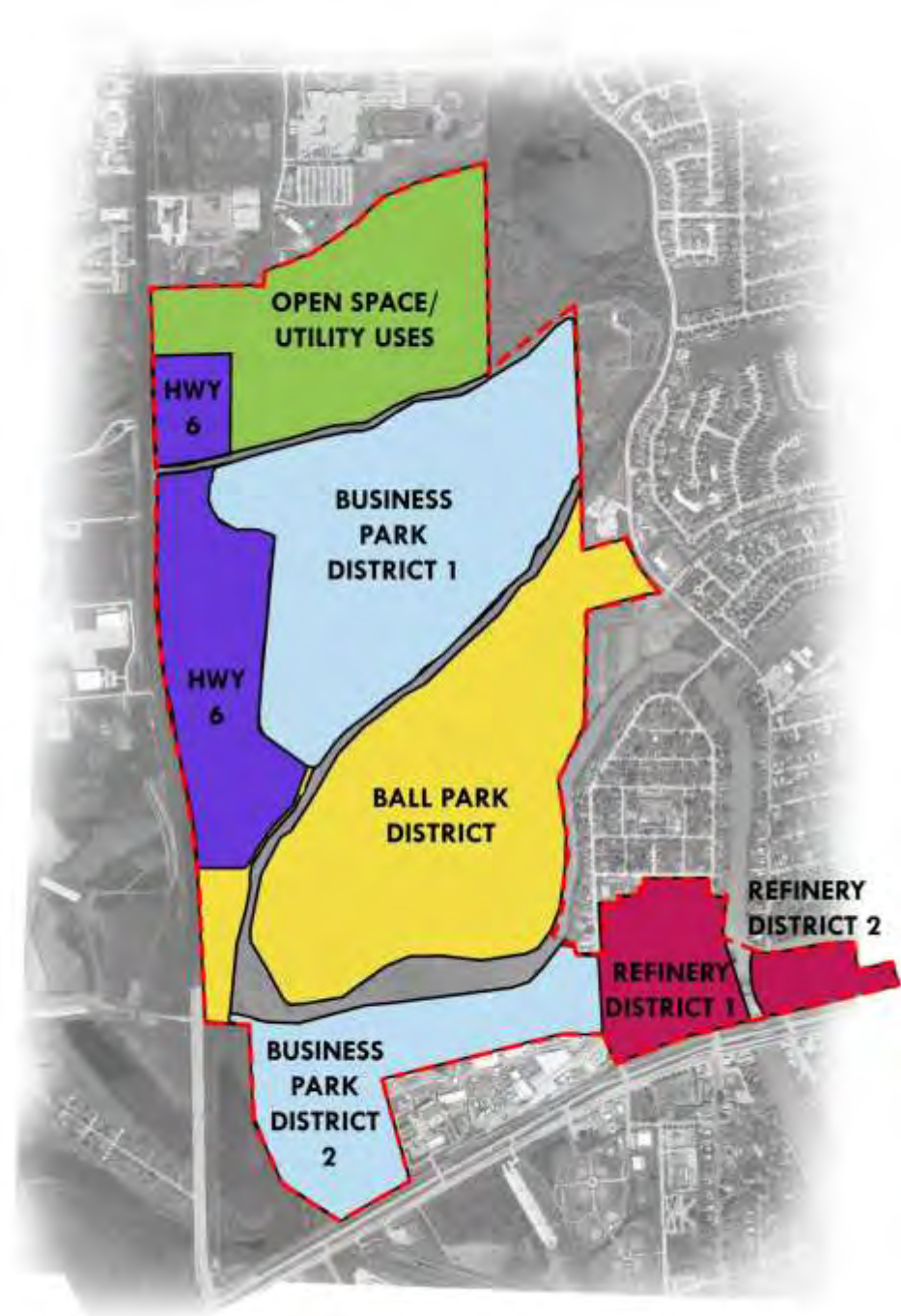
Imperial will be a mixed-use environment that will promote a balanced, sustainable development including a combination of retail spaces, offices, entertainment, civic buildings, residential, and open spaces.



PLANNED DEVELOPMENT

Imperial has been divided into seven separate districts:

- Refinery Mixed-Use District 1
- Refinery Mixed-Use District 2
- Ball Park District
- Business Park District 1
- Business Park District 2
- Highway 6 Commercial
- Open Space/Utility Uses



PLANNED DEVELOPMENT

Refinery Mixed-Use Districts



Land Uses

- A proposed mixed-use destination development including: retail, office, restaurant, hospitality, entertainment and residential uses
- Max residential units is 650



REFINERY DISTRICT MIXED-USE CONCEPT



REFINERY DISTRICT MIXED-USE CONCEPT



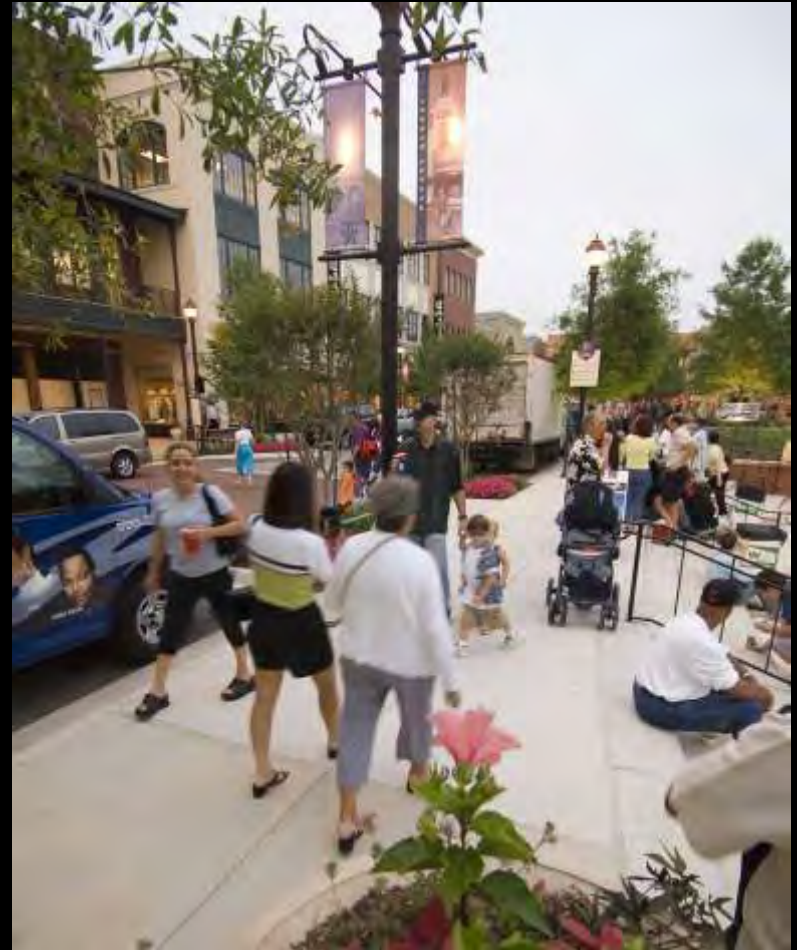
REFINERY DISTRICT MIXED-USE CONCEPT



PLANNED DEVELOPMENT

Refinery Districts Visual Studies

Retail



PLANNED DEVELOPMENT

Refinery Districts Visual Studies

Office



PLANNED DEVELOPMENT

Refinery Districts Visual Studies

Restaurant



PLANNED DEVELOPMENT

Refinery Districts Visual Studies

Hotel



PLANNED DEVELOPMENT

Refinery Districts Visual Studies

Entertainment



PLANNED DEVELOPMENT

Refinery Districts Visual Studies

Museum/Civic



PLANNED DEVELOPMENT

Refinery Districts Visual Studies

Gathering Spaces



PLANNED DEVELOPMENT

Refinery Districts Visual Studies

Residential



PLANNED DEVELOPMENT

Ball Park District



Land Uses

- Restricted to Residential, Mixed-Use, and Commercial
- Max multi-family residential units is 950



BALL PARK MIXED-USE DISTRICT CONCEPT



BALL PARK MIXED-USE DISTRICT CONCEPT



BALL PARK MIXED-USE DISTRICT CONCEPT



PLANNED DEVELOPMENT

Ball Park District Visual Studies
Single Family Residential



PLANNED DEVELOPMENT

Ball Park District Visual Studies *Townhomes*



PLANNED DEVELOPMENT

Ball Park District Visual Studies *Residential*



PLANNED DEVELOPMENT

Ball Park District Visual Studies

Retail



PLANNED DEVELOPMENT

Ball Park District Visual Studies

Plaza and Green Spaces



PLANNED DEVELOPMENT

Business Park Districts



Land Use

Uses include office and civic uses, with generous buffer requirements along Oyster Creek



BUSINESS PARK DISTRICT CONCEPT



PLANNED DEVELOPMENT

Business District Visual Studies *Office*



PLANNED DEVELOPMENT

Highway 6 District



Land Uses

Include: retail, office, hotel and commercial



PLANNED DEVELOPMENT

Highway 6 District Visual Studies

Retail



PLANNED DEVELOPMENT

Highway 6 District Visual Studies
Office



PLANNED DEVELOPMENT

Highway 6 District Visual Studies
Hotel



PLANNED DEVELOPMENT

Open Space/Utility Use District



Land Use

Protected wetlands, drill site, surface water treatment facility, and open space land uses



THOROUGHFARE PLAN



PROPOSED THOROUGHFARES

Circulation within the site will be provided by 4 different types of streets, as shown in the following slides.

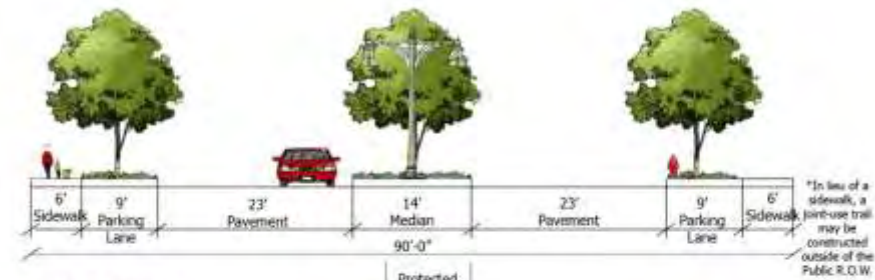
The character of these streets will reflect pedestrian connections, therapeutic planting and open space, and supportive routes for getting around within the development.



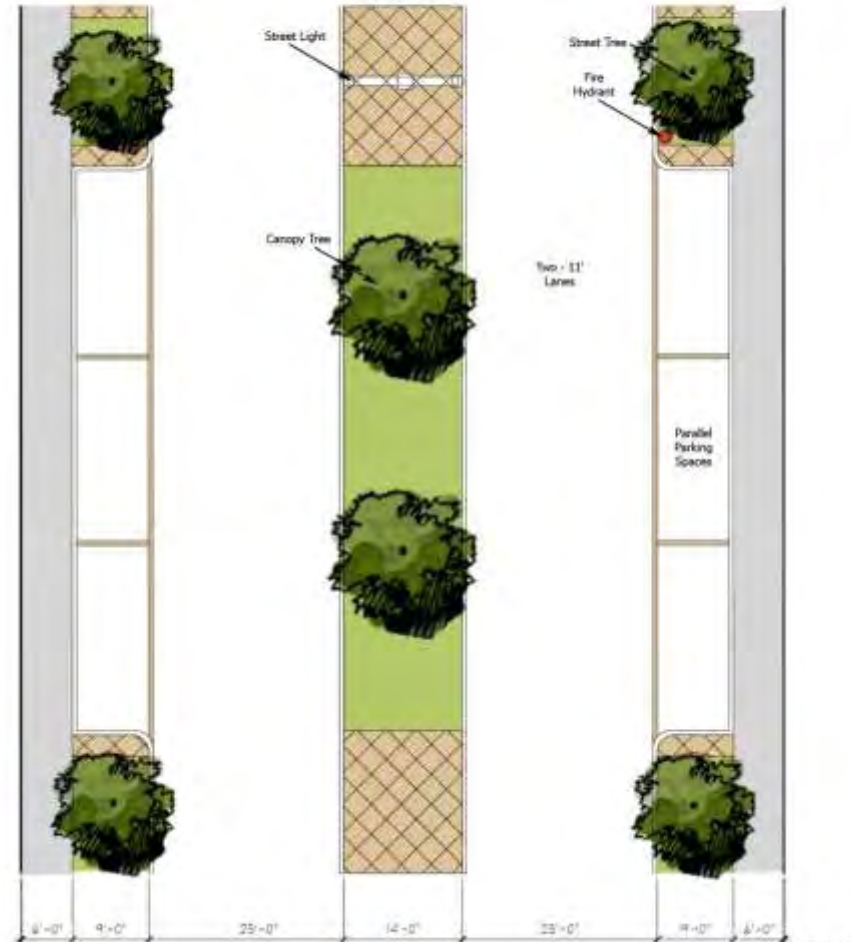
PROPOSED THOROUGHFARES

Phase 1 Circulation

Highway 6 to Burney Road Connection



Street Section



Street Plan

90' ROW, Divided
Hwy 6 to Burney Road



Streetscape Example

PROPOSED THOROUGHFARES

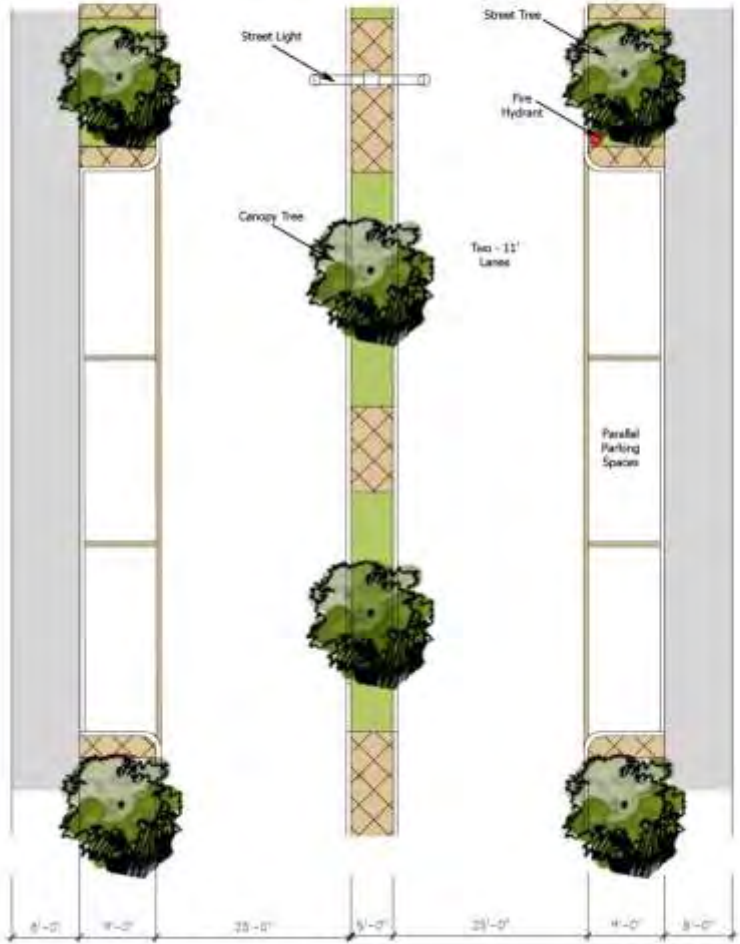
Phase 2 Circulation

Refinery District Connection



Scale 1" = 12'

Street Section



Street Plan

85' ROW
Street from Central Roundabout
to Refinery Site

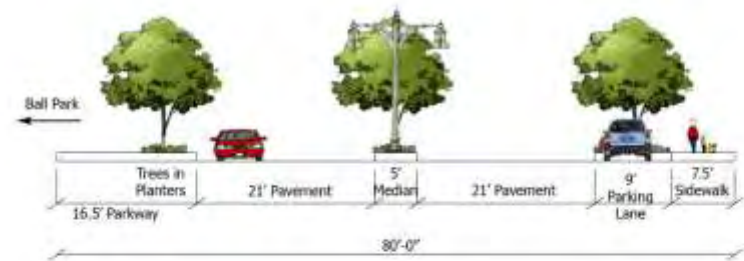


Streetscape Example-Refinery District

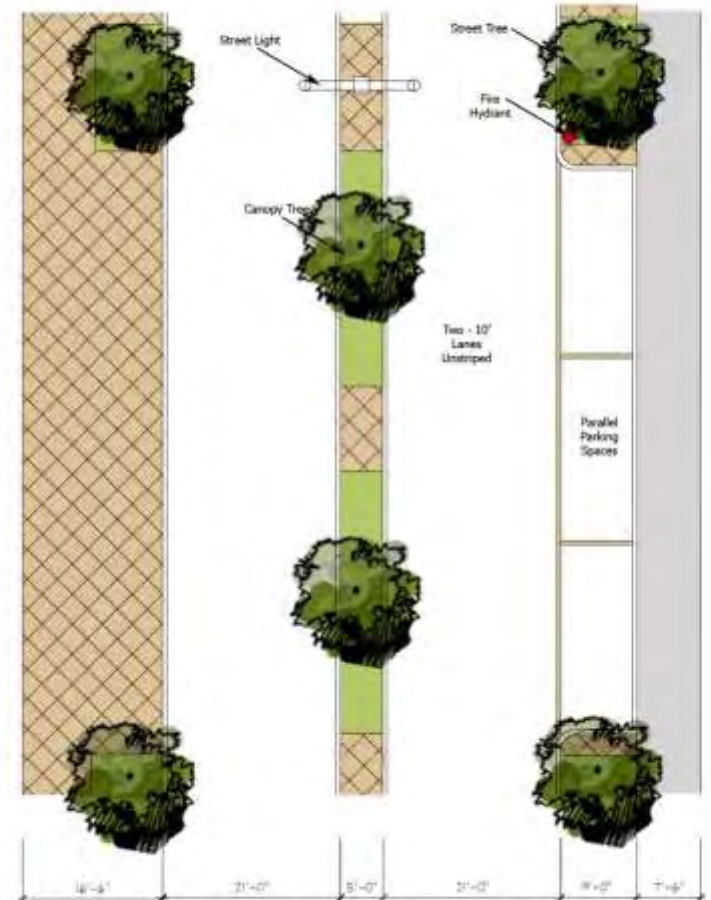
PROPOSED THOROUGHFARES

Phase 1 Circulation

Ball Park Connection



Street Section



Street Plan

80' ROW, Divided
Street Adjacent to Ball Park



Streetscape Example-Ball Park



Paving Example

Large plaza areas are essential for fans gathering before and after games.



PROPOSED THOROUGHFARES

Phase 2 Circulation

Connections for the Business Park District



This street section is the current City of Sugar Land standard with 41' pavement in a 60' Right-of-Way.

PROPOSED THOROUGHFARES

Roundabouts

The central roundabout in this development will create an organized traffic flow with a sense of arrival.



OPEN SPACE



OPEN SPACE

By providing a park system that meets the total recreation and leisure needs of the development, the open space gathers people together.



OPEN SPACE

Detention Amenity Lakes

Water is a natural gathering space for people, drawn to the peaceful noise, unique plant species, and variety of inundations of lake edge



OPEN SPACE

Central Plaza Spaces

Mostly within the Refinery District, these spaces create enjoyable outdoor spaces for gathering, concerts, and child play



OPEN SPACE

Trails

Connecting the community with a series of different widths and options, trails identify, protect and preserve open space, especially along the Oyster Creek greenbelt



OPEN SPACE

Trails

Trails will wind throughout the development, with some pedestrian bridges and varying widths of pavement as seen in these images.



OPEN SPACE

Wetland Preserve

Existing natural areas including freshwater emergent and freshwater trees/shrubs wetlands will be preserved.



OPEN SPACE

Pedestrian Sheds

Most people are willing to walk $\frac{1}{2}$ mile to a destination.

The graphic identifies a $\frac{1}{2}$ mile radius from the major pedestrian hubs.



OPEN SPACE

Open Space Calculations

The entire project's open space accounts for 45% of the gross acreage of all of Imperial.



FINAL NOTES



12 PRINCIPLES

The Imperial high density residential (multi-family) development incorporates the 12 principles approved by City Council in April 2010:



1. Vertical or horizontal mix of uses
2. Pedestrian-friendly elements beyond code requirements
3. Streetscape/hardscape enhancements
4. Connectivity for bicycle and pedestrian traffic
5. Reserved spaces for future transit nodes and interfaces
6. Enhanced exterior building finishes
7. Enhanced landscaping and buffering from existing single-family uses
8. Incentives for owner occupancy increased density, etc.
9. “Green building” incentives beyond code requirements for structures and site development
10. Integrated parking – structured parking, etc.
11. Allowance for shared common space between different uses
12. Provision for goods and services supporting residential uses within walking distance with pedestrian connectivity.

12 PRINCIPLES

These are implemented in the Imperial Development by:



- An abundant mix of land uses including retail, commercial, office, residential, and recreational uses
- Pedestrian friendly elements such as trails along open space, gathering places, reduced right of way widths, enhanced medians, intersection crossing enhancements, and wider sidewalks
- Enhanced lighting and landscape treatments along Streetscape
- Trails connecting to the City's Hike and Bike Trail Plan with wayfinding elements and signage
- Generous setbacks to accommodate strategic future uses, such as transit nodes
- Final design guidelines and PD building material standards that will exceed current City requirements
- 25' landscape buffer and 100' 2-story building height restriction along the eastern residential areas
- Groundwork for facilitation of "Green" and/or LEED Certified buildings in the development
- Creation of a community that creates a desirable place to live and work, with increased open space, trails, and pedestrian connections that allows users access via these shared common spaces
- Connectivity between residential and retail areas, especially among the mixed-use components

DENSITY



- Overall density for the entire project is 2.8 units/acre
- **Mixed-Use Multi-Family Density Comparison:**
 - **Imperial Refinery District**
 - 650 units (proposed) on 46 acres= 14.1 units/acre
 - **Imperial Ball Park District**
 - 950 units (proposed) on 124 acres= 7.7 units/acre
 - **City Centre**
 - 655 existing units (800+ are proposed) on 38 acres or 17.2 units/acre (21.1 at build-out)
 - **The Woodlands Town Center**
 - 900 existing units (over 1,500 are proposed) on 83 acres or 10.7 units/acre (18.1 at build-out)
 - **Sugar Land Town Center**
 - 167 units on 27 acres or 6.2 units/acre
- Residential density is a critical component to the viability of the mixed-use development, both in the refinery site and ball park districts.

QUALITY



- **There will be provisions for design guidelines to ensure quality construction**
- **Rental units will be constructed with the flexibility to convert to “for sale” condo-style units to adapt to a change in the future market.**
- **Rental rate**
 - 1 bedroom – Avg. 786 sf. with a starting rate of \$1.45/sf.(\$1,140/mo.) stabilizing at \$1.65/sf. (\$1,296/mo.)
 - 2 bedroom – Avg. 1,128 sf. with a starting rate of \$1.39/sf.(\$1,568/mo.) stabilizing at \$1.57/sf. (\$1,771/mo.)
- **Majority of residents will be young professionals, mid twenties/early thirties**
- **75% single and 25% married**
- **Average 1.5 persons per unit**
- **Percent of residents with children will be relatively low and projected around 5%. Typically families with younger children not yet of school age.**

ECONOMIC



- **Multi-family as a percentage of net developable property is only 10% of the entire project.**
- **A majority of the remaining property will be uses that are even more economically beneficial to the City. (Office, retail, restaurants, hospitality, entertainment)**
- **\$800,000,000 in ad valorem value created due to additional office and retail.**



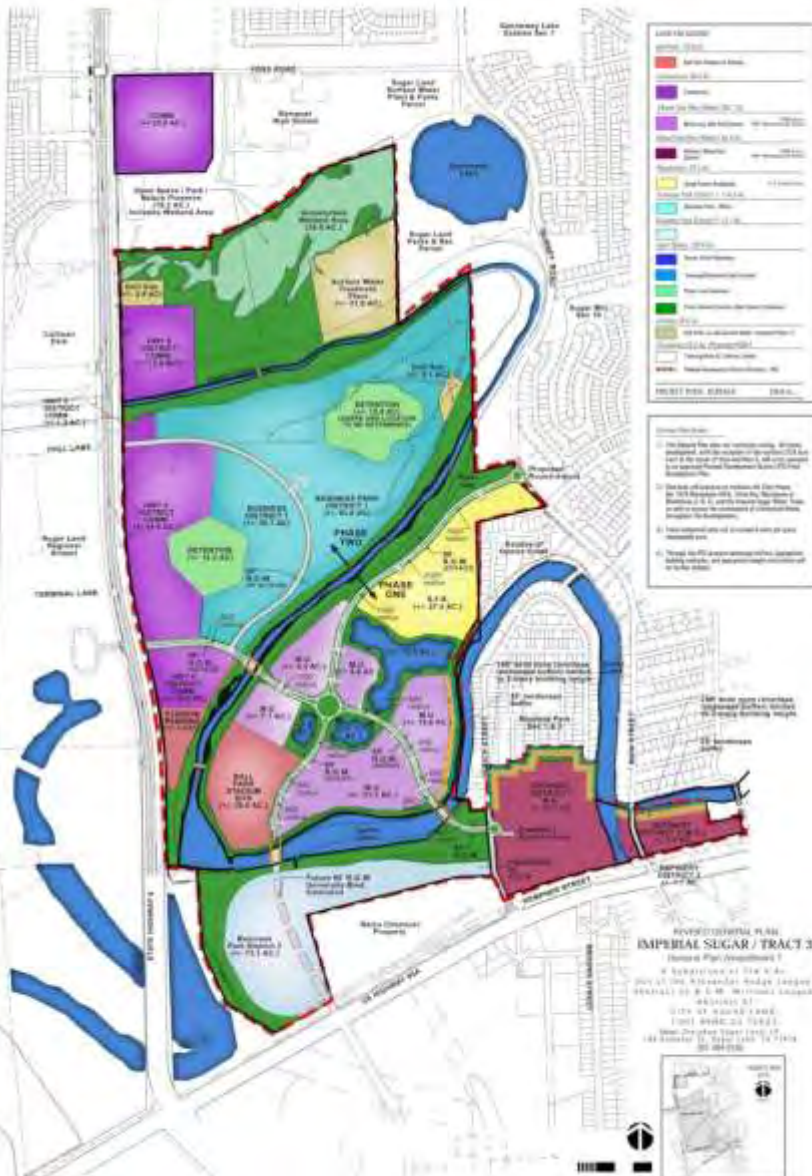
MULTI-FAMILY COMPARISON

TRAFFIC

- The roadway network on the proposed general plan and general development plan is consistent with the City's current approved roadway plan.
- The City's current thoroughfare plan requires the extension of University Boulevard and its connection to Burney Road.
- Due to railroad complications, the extension of University Boulevard will likely be difficult to implement. The development plan therefore includes an extension of Ulrich Street through the property, to provide additional north-south roadway capacity to accommodate projected traffic.
- A traffic impact analysis (TIA) has been prepared by a third party consultant to determine the affect of the development to the adjacent roadway network.
- Mitigation measures are required by the City for such developments. Transportation improvements (new roadways, widening of existing roadways, left- and right-turn bays, traffic signals, etc.) have been identified as part of the traffic study and will be implemented in order to mitigate impacts to the adjacent roadway network.
- The Roundabout was chosen as the traffic control mechanism due to its ability to efficiently handle vehicular traffic while helping to slow vehicles, in order to provide a more walkable environment.
- Each Final PD application to the City will require an additional TIA to determine the affect of the final proposed use for that section.

TRAFFIC

GENERAL PLAN






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REFINERY DISTRICT MIXED-USE CONCEPT



BALL PARK MIXED-USE DISTRICT CONCEPT



BUSINESS PARK DISTRICT CONCEPT



