

PUBLIC HEARING

CONSIDERATION AND ACTION

Proposed Rezoning for the Imperial Historic District General Development Plan and proposed Land Use Plan amendment for approximately 40 acres of land located along US 90-A, further described as 1.7540 acres being all of Reserve “D” Imperial Market, 19.154 acres being all of Reserve “A” Imperial Market, 0.470 acres being all of Reserve “C” Imperial Market, 9.334 acres out of a call 41.034 acre tract located in the S.M. Williams League, Abstract Number 97 in Fort Bend County, and 9.309 acres out of a call 12.916 acre tract located in the S.M. Williams League, Abstract Number 97 in Fort Bend County

***Lauren Fehr, Assistant Director of Planning & Development Services and
Ruth Lohmer, Assistant Director of Planning & Development Services***

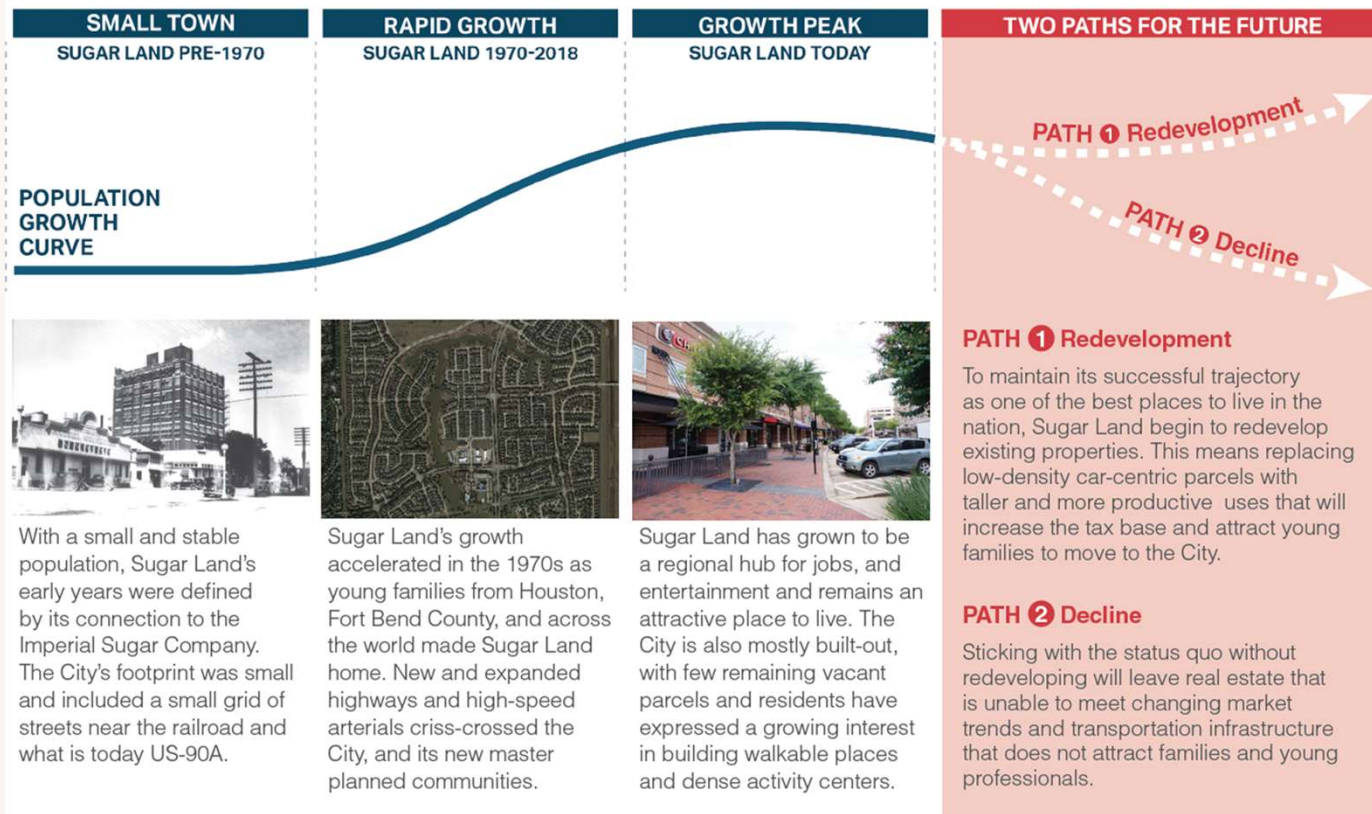


Overview

- **Staff presentation**
 - **City's Redevelopment Focus & Priority**
 - **Overview of Proposed General Development Plan**
 - **Overview of Land Use Plan Amendment**
 - **Recap Joint Workshop**
 - **Community Engagement & Public Input Received**
- **Public Hearing – Comments to be read & In Person Speakers**
- **P&Z discussion & questions with Staff, Puma**
- **P&Z Commission makes recommendation to City Council**

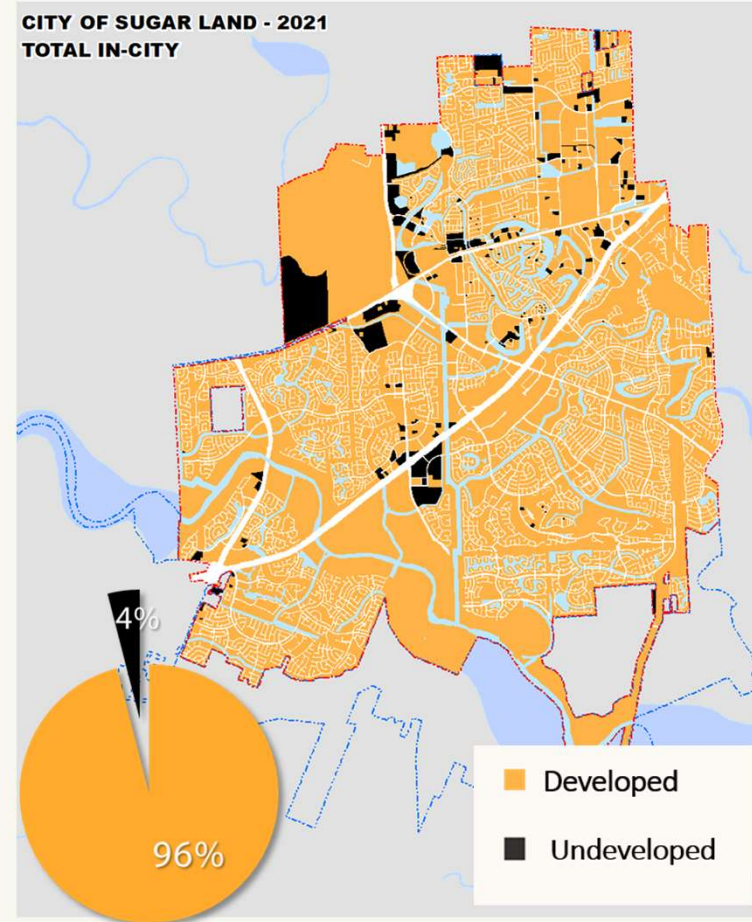


Sugar Land's Life Cycle



Why Redevelopment?

- Reimagine growth
- Stay relevant & competitive
- Preserve quality of life



- **City needs 3 elements to thrive:**
 - **Businesses & jobs in the city**
 - **People to live here**
 - **Visitors/Residents to spend money**
- **Keep our economy strong**
- **Fund high level of services our residents expect**
- **Ensure our tax base can support city services**



Redevelopment Priority

- **Redevelopment of the former Imperial Sugar site is one of City Council's top priority**
 - **Puma's proposal is centered on redeveloping the Char House first, which is at the center of preserving our heritage**
- **City taking a proactive approach by partnering with Puma**
 - **With offering financial performance-based incentives**
 - **By initiating the rezoning & Land Use Plan amendment**



Financial Commitments to Project

- Maximize the use of a variety of financial tools
- To date the City Council has approved:
 - A \$5 million reimbursement agreement for pre-construction and construction costs of the Char House
 - A lease agreement for a portion of the redeveloped Char House (when completed) to assist PUMA in securing private financing for the remainder of the project



Project Misconceptions

“This project will be Section 8 housing”

- *Proposal is not affiliated with Section 8 housing or any other affordable housing program.*
- *Multi-family will be market-rate. Target demographic is young professionals and empty-nesters.*

“The developer will build the apartments and then nothing else”

“The developer will tear down the Char House”

- *Puma is committed to preserving and reusing the Char House: this will be Phase 1 of the development.*



Project Misconceptions

“Crime will increase around the apartments”

- ***SLPD evaluated crime around multi-family and found there is no significant crime difference where multi-family homes have been introduced adjacent to single-family homes in Sugar Land***

"This plan is already finalized"

- ***This project is at Step 0. Additional steps are needed. Once additional project details are developed, future zoning requests will be brought forward.***

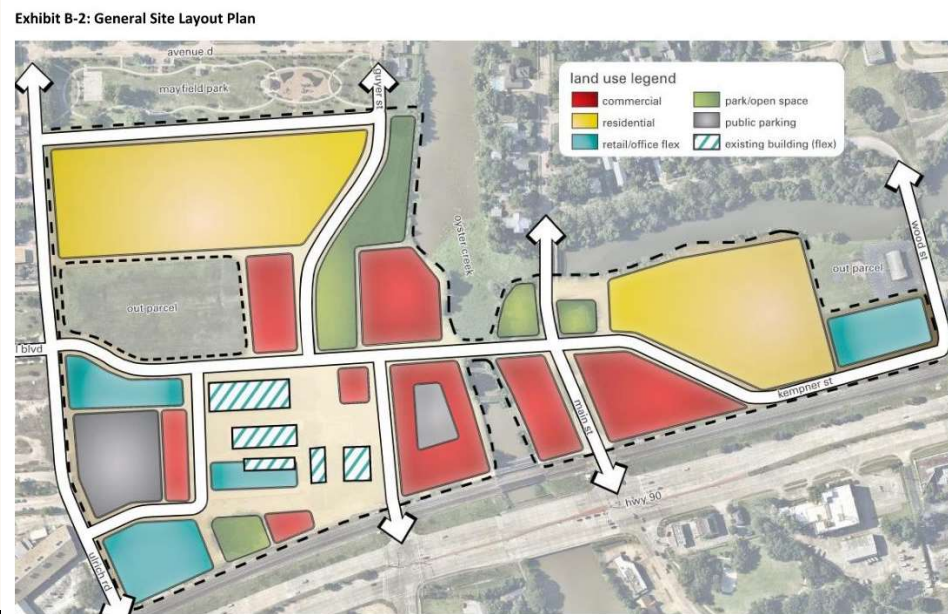
"This project extends Houston Metro Service"

- ***There is no public transit proposed as part of this project. Sugar Land is not within the Houston Metro territory.***



General Development Plan

- GDP is first step of zoning process
- City-initiated rezoning
- Char House is Phase 1
- Includes general development regulations, including:
 - Preservation of existing historical buildings
 - Framework for historical architecture



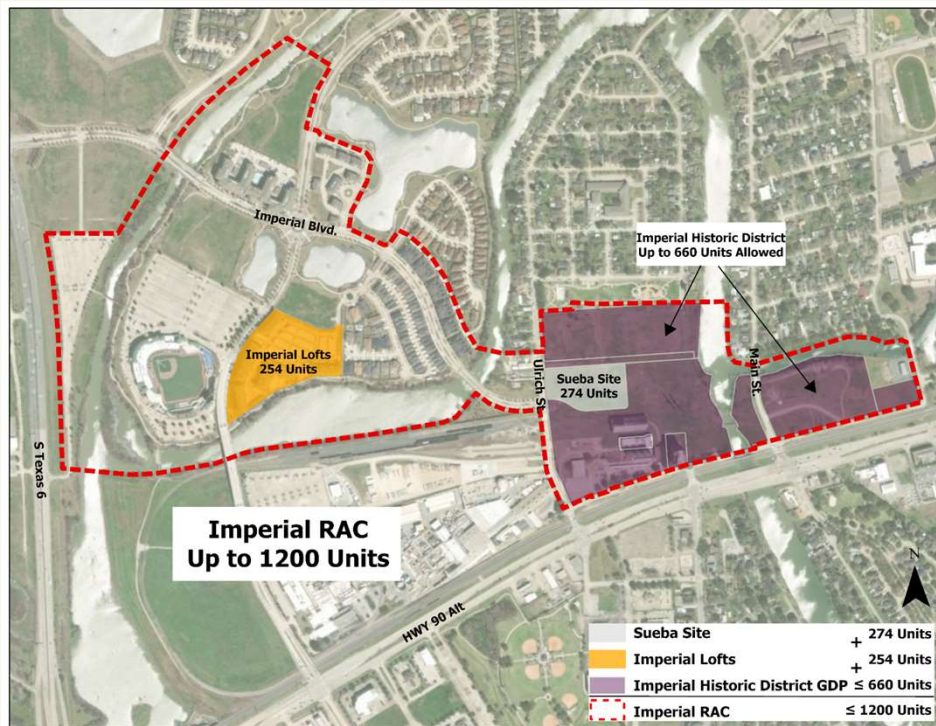
General Development Plan

- Includes list of proposed uses, such as:
 - Office, retail, restaurant, bars, entertainment, hotels, grocery markets, personal services
- 660 multi-family units plus variety of other housing, including:
 - Townhomes, patio homes, duplex, small lot - 2 to 3 story single family home

Exhibit B-2: General Site Layout Plan



GDP Multi-Family Request



- Up to 660 units in the Imperial Historic District GDP
- This is in addition to:
 - 254 existing Imperial Lofts
 - 274 Sueba site



Next Steps for Zoning Approvals

- **We are at Step Zero**
- **This GDP only provides a framework for future development requests & zoning approvals to come forward**
- **No construction can begin with the approval of this GDP**
- **More detailed plans must come forward for any redevelopment to occur**
 - **This will include traffic studies, school impact study, drainage analysis, etc**
- **City Council holding public hearing & consideration of the ordinance on Feb 21**



Comprehensive Plan

Chapter 6 Land Use Plan

- Policy guide for how city should develop and redevelop to reach long-term vision
- A guiding document to be understood wholistically
 - Not a series of regulations that stand alone
- Plan anticipated potential future changes, depending on evolving market and changes in demographics
 - *“In the event an exceptional development proposal is submitted that meets the overall spirit and intent of the Plan, but deviates from the specific detailed guidance established in the Plan, the Land Use Plan should be reviewed and any changes should include public input and review by Planning and Zoning Commission and City Council.”*



Land Use Plan Components – Vision Statement

Sugar Land will develop and redevelop to remain a desirable place to live and do business. The city will change in response to long-term shifts in market demands and demographic trends, managing that change to preserve the city's appeal. It will balance different land uses, preserve the character of its neighborhoods, and create new walkable mixed use Regional and Neighborhood Activity Centers with a variety of offices, housing, retail, entertainment, and civic institutions.



Land Use Plan Components – Goals & Policies

- **Goal 2 – Creating Mixed Use Activity Centers**
 - Mixed use, compact, walkable, bicycle-friendly areas w/ active public spaces that serve as destinations for the City and region
- **Goal 3 – Encouraging Residential Options**
 - Provide housing opportunities for people of all ages and stages of life
 - Locate new MF in mixed use settings in RACs and NACs
- **Goal 10 – Celebrate Sugar Land**
 - Preserve or creatively reuse historic buildings



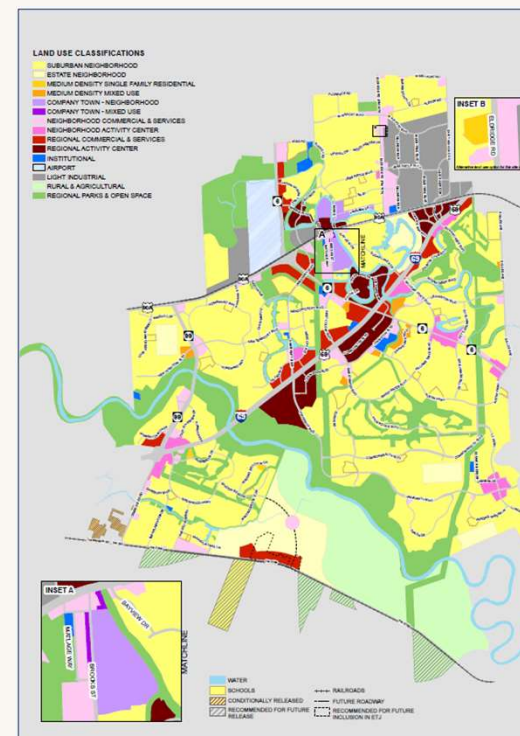
Land Use Plan Components – Areas of Change

- **Located within Imperial Regional Activity Center (RAC)**
- **Mix of uses: retail, offices, residential**
 - **Variety of housing types – single-family, multi-family, townhomes, and senior living**
- **Anticipated number of multi-family units was based on zoning at time**
 - **Imperial Market PD and Imperial Lofts PD**
 - **Total of 526 units**

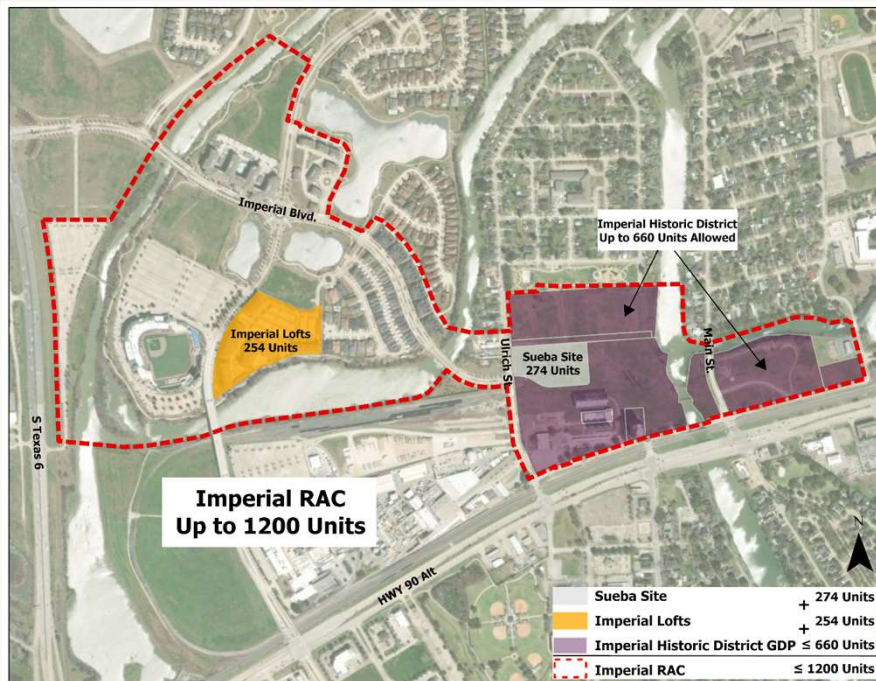


Land Use Plan Components – Future Land Use Map and Categories

- Designated as a **Regional Activity Center (RAC)**
 - Envisioned to be mixed use, compact, walkable and bicycle-friendly areas with active public spaces that draw people from around the region



Land Use Plan – Proposed Changes

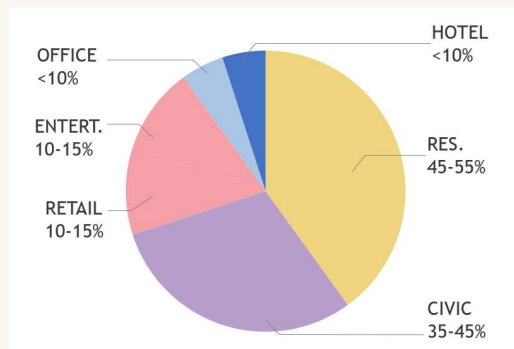


- Proposed concept and draft General Development Plan is consistent with the goal established
- Revisions necessary to RAC Areas of Change description to accommodate concept plan for historic district area
- Increased number of multi-family units in 200-acre RAC to 1200

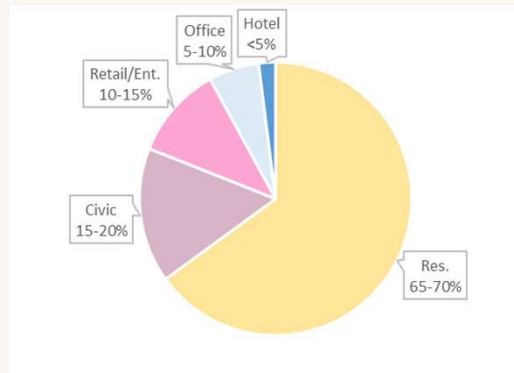


Land Use Plan – Proposed Changes

Existing



Proposed



- Increased overall percentage of residential in RAC
- Reflects all *existing* and *proposed* residential:
 - Single-family, multi-family and medium-density residential



Community Engagement

- **Joint Press Release and Project**
Webpage: www.sugarlandtx.gov/ImperialHistoricDistrict.
- **Stakeholder Meeting**
- **2 Town Halls:**
 - **Dec. 8: 140 people attended**
 - **Dec. 15: 80 people attended**
- **Media – City prepared and other outlets disseminating**



Public Input – Project Webpage Emails

- 12/1 – 2/11
- 81 emails – feedback form from Imperial project page
 - Responses came in from across the City
 - Highest concentration of support is from Imperial (14 out of 42 supporting statements)

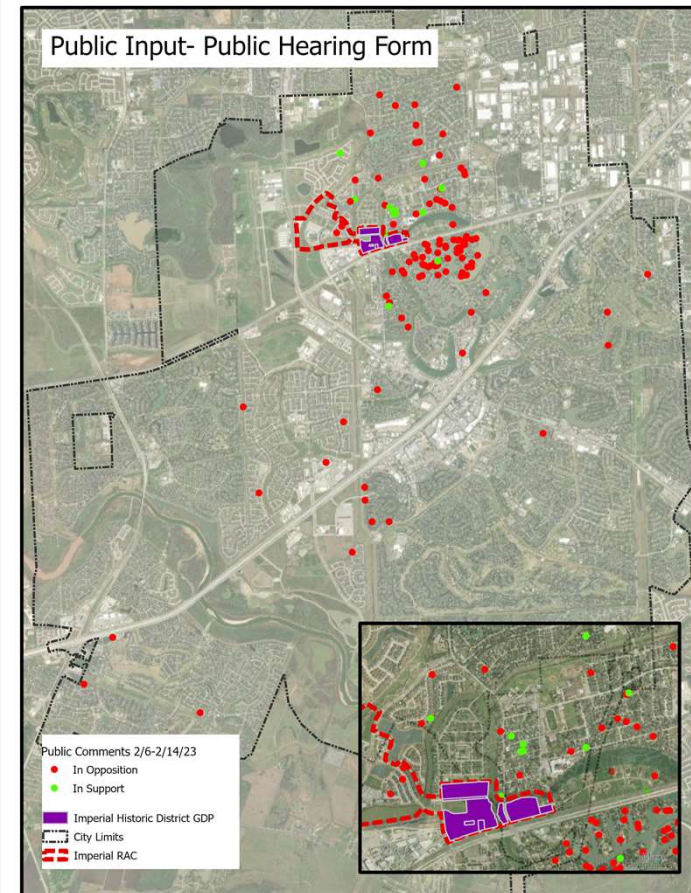
Total	100%
Positive	54%
Negative	16%
Neutral	28%



Public Input –Public Hearing Form & City Secretary Emails

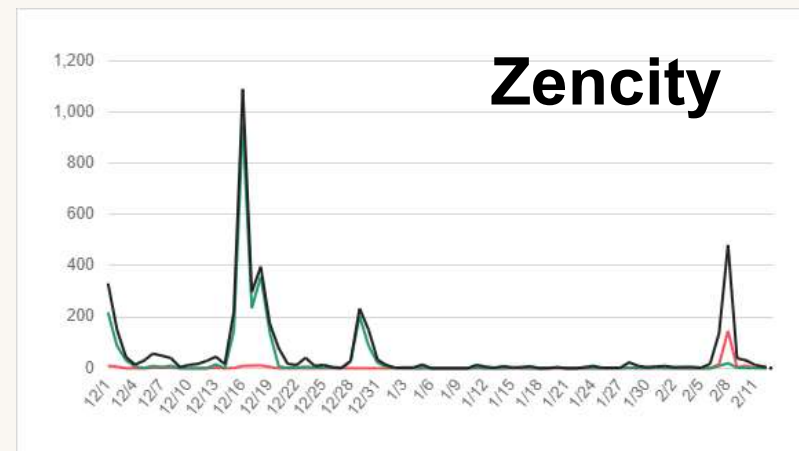
- 2/6 – 2/14
- 155 public hearing comment forms – many repeating misinformation
- 15 emails to City Secretary - opposed

Total	100%
Positive	14%
Negative	83%
Neutral	3%



Public Input – Social Media

- **Social – positive**
 - FB, Twitter, Instagram
 - News post, City post
- **NextDoor / closed groups – more negative**
 - Council and other residents share info w/staff
 - Center of misinformation
 - City unable to officially see and comment/ correct



Total	4,542	100%
Positive	2,625	57%
Negative	241	5%
Neutral	1676	37%



Joint Workshop – January 24th

- **Members of the public spoke with comments on traffic, crime, and impacts on property values associated with high density development, as well as comments on the convict leasing program**
- **P&Z discussion items and questions centered around:**
 - **Crime**
 - **Traffic**
 - **School district impact**
 - **Why is there an increase in MF units being requested?**
 - **Puma indicated this number of units is needed for financial viability of project**



Wrap up

- **Hold Public Hearing**
- **P&Z discussion & questions with Staff, Puma**
- **P&Z Commission makes recommendation to City Council**
- **Next Steps:**
 - **City Council hold public hearing and consideration of ordinance on Feb 21**



Public Hearing

- **Notification:**
 - **FAQs on project webpage**
 - **Email distribution list**
- **Mailers sent to owners within 200-ft**
- **Published notification in newspaper of general circulation**
- **Published notification on City website**



Recommendation

- **Staff recommends holding public hearing followed by consideration and action on the proposed rezoning General Development Plan & Land Use Plan Amendment**
- **Staff supports a recommendation of approval to the Mayor and City Council**



CLARIFYING QUESTIONS FOR STAFF



COMMISSION CONSIDERATION & ACTION

