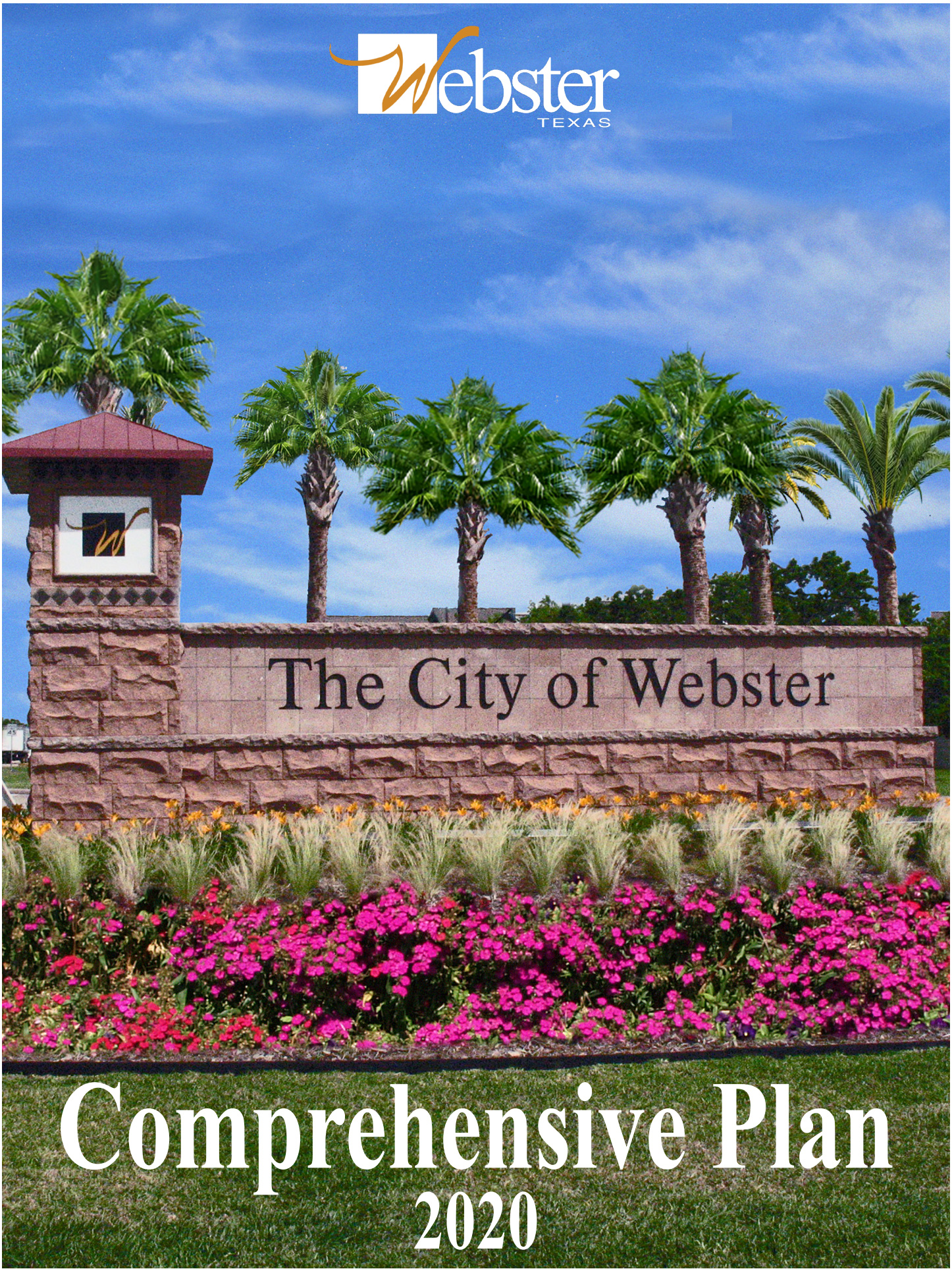


Comprehensive Plan
2020

Acknowledgments

City Council

Mayor Donna Rogers

Mayor Pro Tem Martin Graves

Council Member Andrea Wilson

Council Member Beverly Gaines

Council Member Jennifer Heidt

Council Member Larry Tosto

Council Member Edward Lapeyre

Planning and Zoning Commission

Keith Tucker, Chairman

Marlene Eakman-Herbst

Frank Moreno

Leo Waltz

Dr. Tim Hughes

Jeff Fox, Alternate

Citizens Advisory Committee

Mayor Donna Rogers

David Branham

Jeff Fox

Frank Moreno

Celeste Schooley

Steve Waltz

Ross Wycoff

Council Member Jennifer Heidt

Marlene Eakman-Herbst

Dr. Tim Hughes

Alfonso Sanchez Jr.

Keith Tucker

Leo Waltz

City Staff

Danny Presley, City Manager

Mike Ahrens, Assistant City Manager

Betsy Giusto, Economic Development Director

Ken Clark, City Planner

Pete Bacon, Police Chief

Richard Parkin, GIS Manager

Chris Thrailkill, Graphic Designer

Derhyl Hebert, Community Development Director

John Warnement, Public Works Director

David Glasco, Engineering Manager

Dean Spencer, Fire Chief

Jason Fife, GIS Technician

Heather Cherry, Administrative Coordinator

Table of Contents

INTRODUCTION 4

- What is Planning
- Citizens Advisory Committee
- Zoning
- Continuous Planning Process
- Relationship to Other Plans and Studies

VISION 6

- Vision Statement

COMMUNITY PROFILE 7

- Introduction
- History of Webster
- Regional Setting
- Historical and Future Population
- Residential, Commuter and Visitor Population
- Economy
- Demographic Information
- General Fund Revenue
- Housing

LAND USE 13

- Introduction
- Future Land Use Designations
- Analysis of Existing Land Uses
- Commercial Analysis
- Destination Development
- Environmental Considerations
- General Land Use Policies
- Vision, Goals, and Actions

TRANSPORTATION 28

- Introduction
- Current Transportation Patterns
- Thoroughfare Plan
- NASA Road 1 Bypass and Beamer Road
- Bikeways and Pedestrian Routes
- Pedestrian Walkways
- Bikeway Plan
- Public Transportation
- Vision, Goals, and Actions

COMMUNITY ENHANCEMENT 38

- Introduction
- Elements of a Streetscape
- Complete Street Policy
- NASA Parkway
- Regional Streetscape Improvements
- Gateway Signage
- Single Family Residential Enhancement
- Commercial Enhancement
- Utility Enhancement
- Building Materials
- Community Building
- Vision, Goals, and Objectives

PUBLIC SAFETY 47

- Introduction
- Police
- Fire Protection
- Emergency Medical Services
- Emergency Management
- Vision, Goals, and Actions

IMPLEMENTATION 52

- Introduction
- Continuous Planning Process
- Implementation Process
- Funding Sources
- Implementation Actions

INTRODUCTION

The City of Webster is located in Harris County, midway between Galveston and downtown Houston. The City features a relatively small 6.7 square mile footprint but has a dynamic and robust economic base. As there are opportunities to plan and guide future growth and development, this plan serves as a framework for the community. The City's Comprehensive Plan reflects the municipality's analysis of current trends, strengths, and weaknesses, with short and long term goals for improvement. The necessity for planning is timely, as Webster seeks to facilitate positive growth, development, and redevelopment.

1.1 What is Planning within the Comprehensive Plan?

Within the context of the Comprehensive Plan, planning can be defined as a process to assess past and current conditions, plan and direct future growth, articulate vision, establish priorities, and set goals and objectives that foster implementation. Planning is a dynamic process that is continuously monitored, updated, and revised as change occurs. As the Comprehensive Plan is a living, dynamic document, Webster's City Charter mandates that the Plan be updated every five years.

1.2 Citizens Advisory Committee and the Comprehensive Plan Update

The City of Webster's Comprehensive Plan Update is the work of the Citizens Advisory Committee, which was appointed by City Council in 2019 to perform the vital task of charting the City's course. Four meetings of the Committee were conducted in order to update the necessary components of the Comprehensive Plan. Committee members are to be commended for their leadership, dedication, and insight throughout the planning process.

The Citizens Advisory Committee included members of the Planning and Zoning Commission, Webster Economic Development Corporation, Parks Recreation and Beautification Board, and City Council, along with business and community representatives. The Comprehensive Plan represents the dedicated efforts of the Citizens Advisory Committee members who were tasked with defining, developing, and articulating the City's future growth and development.

1.3 Zoning and the Comprehensive Plan

The Comprehensive Plan, defined as the City's broad vision or guide for future growth and development, is not synonymous with zoning. Whereas the Comprehensive Plan articulates the vision, goals, and objectives of the desired urban form, zoning represents the legal mechanism used by the City to influence and realize that plan. While both the Comprehensive Plan and Official Zoning Map are distinct, they are tied together by statutory law that requires zoning regulations to be adopted in accordance with a Comprehensive Plan with the intent to:

- Lessen congestion in the streets
- Secure safety from fire, panic, and other dangers
- Promote health and the general welfare
- Provide adequate light and air
- Prevent the overcrowding of land
- Avoid undue concentration of population
- Facilitate the adequate provision of transportation, water, sewers, schools, parks, and other public improvements. [1]

1 Sec. 211.004, Texas Local Government Code

1.4 Continuous Planning Process

The Comprehensive Plan is a fluid plan, as it reflects and guides a dynamic, evolving municipality. It is the intention that the Plan be reviewed internally at periodic intervals to ensure continuous viability, accuracy, and relevance. Webster's City Charter mandates that the Comprehensive Plan be updated, at a minimum, every five years to ensure that the plan reflects the vision and direction of the municipality and aligns with changing conditions.

1.5 Relationship to Other Plans and Studies

As its name implies, the Comprehensive Plan is the master-planning document for the City and references or incorporates other individual and more focused plans. Other City planning documents referenced by the Comprehensive Plan include the Master Parks Plan, Sidewalk Plan, Future Land Use Plan, Thoroughfare Plan, and the NASA Parkway Revitalization Plan.

Webster's newest business parks defy old-fashioned, stereotypical models of long rows of uniform, uninspiring, uninviting steel buildings amid vast parking fields of concrete. Shoot Point Blank and Absolute Volleyball Academy, ensconced in NASA Bypass Business Park, located at NASA Parkway and NASA Road 1 Bypass, are but two examples of how free-standing ventures can transform the long-held notion of bland, single-purpose, narrow-focus business parks into stunning, highly appealing, vibrant, unique commercial destinations.

2.1 Vision Statement

1. Webster will strive to be a vibrant, business-friendly hub that capitalizes on its central location, key industry sectors, and proximity to regional assets.
2. Webster will provide a welcoming environment for its constituents and visitors through beautification initiatives, economic development, and public safety.
3. Webster will ensure the municipality is safe, vibrant, and attractive.
4. Webster will support education as vital for its constituents.
5. Webster will promote pedestrian-friendly, secure, and efficient corridors.
6. Webster will support efforts to develop and maintain a vibrant, attractive, and marketable community.
7. Webster will promote more parks and recreational initiatives in support of health and wellness in the community, as well as for the creation of employment opportunities in these areas for overall economic development.

Odyssey Park, located just west of Interstate 45 on NASA Parkway/FM 528, represents one of Webster's newest business parks. This modern, attractive master-planned park, with over 38 businesses, constitutes a powerful engine for economic growth.

3.0 Introduction

Webster is "Linked to the Future" as the City commits to planning proactively for what lies ahead. In planning for its future, the City faces the challenge of preserving and enhancing its existing character and environment, while balancing the increasing demands of future growth and development. Prior to envisioning Webster's future, consideration must be given to its past and present.

The Community Profile is an introduction to the City documenting existing conditions and traits of the community, including data related to its regional setting, local features, population, employment, economics, and demographics. An important component of the Community Profile is the population projection for the year 2040 which will be used throughout the Comprehensive Plan to project future land use and infrastructure needs. An understanding of existing population characteristics and future population projections is essential in determining anticipated growth and resulting demands on the community and its facilities, services, and infrastructure.

3.1 History of Webster

3.1.1: Early Development

The area known as "Webster" had its origin in a small farming settlement that was formed in the 1870s called "Gardentown." This name was originally chosen to inspire land speculators to invest and relocate to the area. James Webster, a Galveston steamboat operator, transported English settlers from the Port of Galveston to Gardentown. In 1879, Webster was honored by his passengers who renamed the village for the man who conveyed them to their new home, calling it "Websterville." A post office was established in Websterville in 1882 and ten years later, the modest town was subdivided and officially named Webster.

3.1.2: Japanese Influence and the Rice Industry

Through an invitation from the Houston Chamber of Commerce in 1903, Sedito Saibara (1861-1939), native to Japan and former president of Doshisha University, immigrated to Webster. Saibara found the area to be ideal for growing rice, so he settled in the area and sent for his family and friends. His eldest son, Kioaki Saibara (1884-1972), brought with him the superior shrike rice from Japan, which was responsible for significantly augmenting rice production. Another Japanese immigrant, Mitsutaro Kobayashi, joined the growing Japanese community in Webster and became a successful vegetable and fruit farmer. Although traditional farming no longer occurs in Webster, Kobayashi Road is named after the early settler.

3.1.3: NASA's Johnson Space Center

Webster remained a village until the City of Webster was incorporated in 1956. In 1960, the population was 329; however, with the arrival of NASA's Johnson Space Center in 1961, dramatic growth occurred. By 1970, the population had jumped to 2,231. Soon restaurants, hotels, shopping centers, aerospace companies, medical facilities, and the University of Houston at Clear Lake developed in the area. Johnson Space Center, with its workforce of 15,000 government employees and civilian contractors, continues to influence the region. Webster is known as the "Gateway to NASA" and is Space Center Houston's major municipal partner.

3.1.4: Medical Center of the South

Webster's premier medical sector launched with the opening of Clear Lake Regional Medical Center in 1972 as the region's first major medical facility. Now known as HCA Houston Healthcare Clear Lake, the hospital features 595 beds and a workforce of 2,200. Webster's medical community totals 700 beds, a workforce of 5,300 employees, and accommodates 1.8 million patients annually.

3.1.5: Central Business District of Bay Area Houston

Located midway between downtown Houston and Galveston, Webster is recognized as the central business district of Bay Area Houston. While the City's population is over 11,000, the daytime population swells to more than 200,000 as the municipality's composition is 80% commercial. Thirty-two retail centers, more than 150 restaurants, numerous entertainment venues, and 20 hotels are located within the City. The City's primary commercial sectors are retail, dining, entertainment, medical, aerospace, technical, professional services, and hospitality.

3.2 Regional Setting

Webster is located in Harris County on the Texas Gulf Coast, southeast of Houston, and 24 miles northwest of Galveston. Located along U.S. Interstate 45, the City is bordered by Houston to the north, League City to the south, Friendswood to the west, and Nassau Bay to the east. The City serves as the "Gateway to NASA," and the entire region is known as "Bay Area Houston."

3.3 Historical and Future Population

Past and current population characteristics are important in understanding a community and planning for its future. The advent of NASA's Johnson Space Center served as the catalyst for Webster's initial population growth in the 1960s. A second wave of growth occurred from 1990 to 2000 (Figure 3.1).

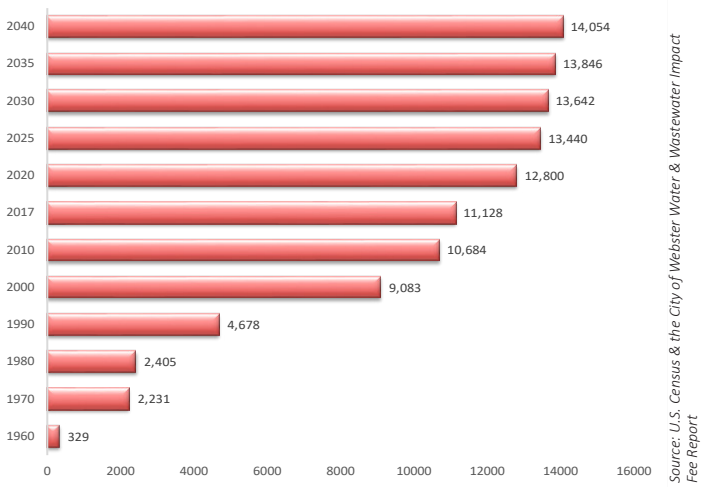


Figure 3.1 City of Webster Historic and Future Populations

3.4 Residential, Commuter, and Visitor Population

The Webster community is substantially larger than its residential population indicates due to those who work, dine, conduct business, frequent the medical center, enjoy entertainment, and visit the City. Webster is largely commercial as its market is regionally drawn from a 30-mile radius that includes more than 3.6 million people. Major corridors within Webster show substantial daily traffic counts. U.S. Interstate 45, known as the Gulf Freeway, averages 250,000 vehicles per day. Bay Area Boulevard, with its dense array of businesses, accommodates 100,000 vehicles daily. More than 75,000 vehicles use NASA Parkway daily. Average daily traffic counts on these central arterials illustrate that Webster is a super-regional city despite its relatively small residential population (Figure 3.2).

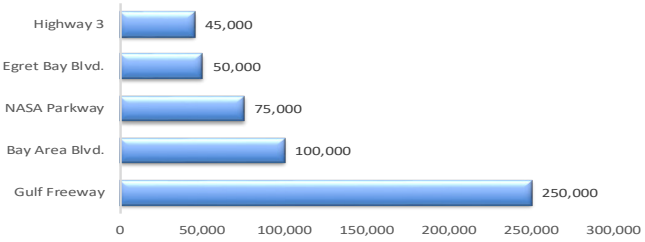


Figure 3.2 - Major Corridors Daily Traffic Volumes

3.5 Economy

The City of Webster is the central business district of Bay Area Houston, with 80% of the land area of the City occupied by commercial uses. The predominance of commercial establishments has created a local economy that generates $3.17 billion in sales annually, with the leading sectors being healthcare, retail, and professional/technical services (Figure 3.3, p. 8). The City of Webster continues to accommodate growth in these sectors to create a healthy, yet sustainable, economy (Figures 3.4 and 3.5, p. 8).

Webster's diverse and vibrant economy provides an opportunity to attract quality jobs in multiple fields and professions. While the retail, dining, and entertainment sectors command the highest concentration of jobs, the top paying positions are found in the manufacturing, professional, scientific, technical, and wholesale trade sectors. Due to the size of its workforce and relatively well-paying salaries, the health care sector provides the largest payroll

in the City. A stable, relatively well-paid workforce plays a role in attracting a variety of complementary retail, dining, and entertainment venues to the community.

During the past decade, Webster has become prominent as the retail, dining, and entertainment capital of Bay Area Houston, the medical center of the south, and the aerospace capital of the United States. Webster's strategic location, key industry sectors, super-regional market, and business-friendly environment contribute to the City's commercial viability.

3.5.1: Retail and Entertainment

Webster's strong retail core benefits from its central location with exposure and access along key corridors. Webster's trade area is considered to be "super-regional," consisting of 3.6 million people residing within a 30-mile radius. Webster's retail strength is highlighted by some of the top-performing stores within the entire Houston Metropolitan Statistical Area. Several restaurants located in Webster are the top-performing locations nationally, while several retail stories are the top performers of their chain in Texas. Webster's desirable location and thriving retail climate continue to attract new retail, dining, and entertainment venues.

3.5.2: Medical

Webster's medical center encompasses a two-mile radius spanning NASA Parkway, Texas Avenue, Blossom, Orchard, Medical Center Boulevard, and Highway 3. The district is easily navigable with free parking and patient-friendly access. Webster's medical community employs over 5,300 people and accommodates 1.8 million patients annually. Webster's largest hospital, HCA Houston Healthcare Clear Lake features 595 beds and a staff of more than 2,000. The Heart and Vascular Hospital is the only hospital south of Houston's Medical Center devoted to cardiology.

3.5.3: Aerospace

Located just one mile east of Webster, NASA's Johnson Space Center is a major economic and employment multiplier in the area. Johnson Space Center employs over 15,000 federal and contract employees and generates over one billion dollars of economic activity. In addition, numerous ancillary companies are located in the area in support of NASA's mission. Leidos' 55,000 square foot facility in Webster supplies just about everything astronauts aboard the International Space Station (ISS) touch, wear, consume, and do – as this company ships more than 400,000 pounds of supplies annually to the ISS. Nanoracks, headquartered in Webster, continues to make aerospace history with its Bishop Airlock, the first commercially developed and privately owned component installed on the ISS that literally opens a bigger door for supplies, experiments,

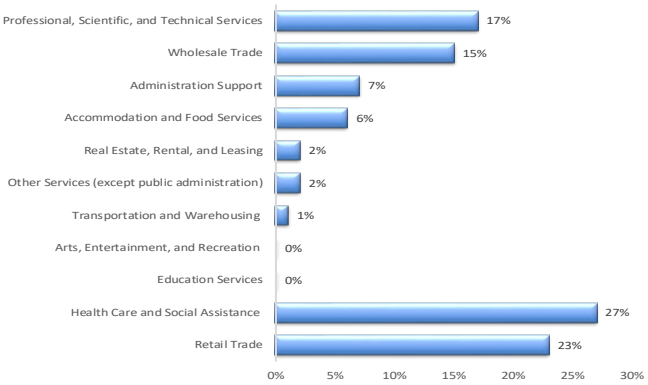


Figure 3.3 - City of Webster's Sales Economy

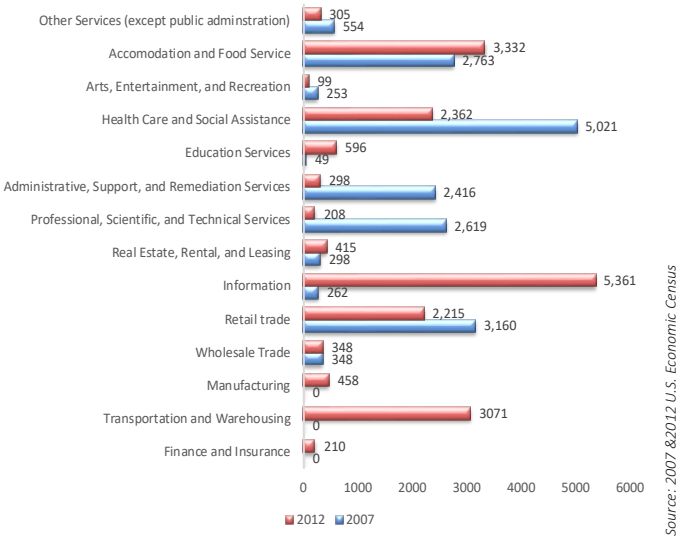


Figure 3.4 - Number of Employees by Industry

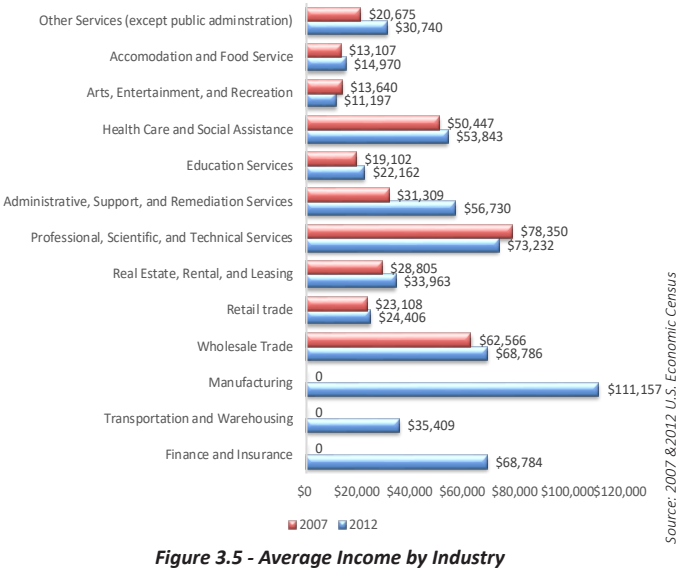


Figure 3.5 - Average Income by Industry

and payloads. Ad Astra Rocket Company, headquartered in Webster, has been revolutionizing space exploration and transportation through its development of plasma technology and advanced electric propulsion systems. Stinger Ghaffarian Technologies (SGT), with two Webster locations, develops, tests, fits, and maintains an inventory of spacesuits. TRACLabs, headquartered in Webster, is renowned for its advanced robotics and automation research and development.

Webster benefits from its relationship and proximity to NASA's Johnson Space Center and the growing number of aerospace, engineering, and technology companies that are attracted to the region due to the work that NASA performs in space exploration, research, and science.

3.5.4: Tourism

Tourism is a top economic driver for the Webster economy, as its central location adjacent to NASA's Johnson Space Center and close proximity to both downtown Houston and Galveston Island results in a large number of visitors. The City's 20 hotels host in excess of 240,000 room nights annually, generating over $24 million in annual hotel revenue. Webster is home to numerous restaurants, name-brand retail, and entertainment venues that add to the attraction of overnight visitors.

Webster enjoys an exclusive multi-year agreement with Space Center Houston, NASA's education center and space museum. With over one million visitors in 2019, Space Center Houston continues to be a major tourism draw to the area. Webster's hotels, retail, dining, and entertainment venues are the direct beneficiaries as all marketing and website material of Space Center Houston directs visitors to Webster's venues exclusively.

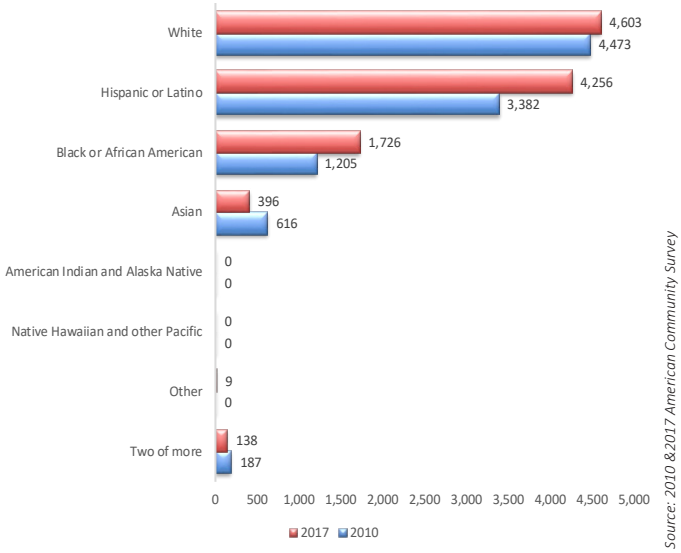
Webster's unique positioning midway between downtown Houston and Galveston, with exposure and access along Interstate 45, contributes to the City's tourism vitality. The top tourism market for Webster is the Dallas-Fort Worth region and visitors drive to the Webster/Clear Lake area to visit Space Center Houston and Galveston beaches. The City capitalizes on research and data provided by the State of Texas and Space Center Houston and infuses advertising dollars to generate a significant return on the City's investment.

Webster's tourism sector benefits from its position as the medical center of the south, the aerospace capital of the United States, and the central business district of Clear Lake, as patients in the medical center stay in Webster hotels, while business travelers in the medical, aerospace, and engineering fields conduct business activities and attend conferences, training, and special events.

3.6 Demographic Information

3.6.1: Racial and position

The City of Webster is a diverse place to live and work. Webster is a majority-minority community with 41.4% of the population being Caucasian, 38.2% Hispanic or Latino, and 15.5% African American. From 2010 to 2017, the percentage of the population classified as White decreased by 4.0% while the Hispanic or Latino population increased by 4.0%, and the Black or African American population increased by 3.3% (Figure 3.6). The City of Webster, like the Houston-Galveston region, is expected to become increasingly more diverse.



Source: 2010 &2017 American Community Survey

Figure 3.6 - Racial Composition

3.6.2: Age and Gender Distribution

The population of the City of Webster is relatively young with more than half of the City's residents under the age

	2010	2017	Change
0-19 years	2,357	2,850	493
20-34 years	3,980	4,115	135
35-54 years	1,872	2,455	583
55-74 years	1,075	1,168	93
75 years and older	571	540	-31
Total Population	9,854	11,128	1,274

Source: 2010 U.S. Census and 2017 American Community Survey

Table 3.1 - Age of Population

of 35. While the male/female ratio is relatively equal, the number of residents in the different age groups varies (Table 3.1, p. 9).

3.6.3: Household Income

As the Webster economy has continued to grow and diversify, the household income has steadily increased. The median household income in Webster has increased from $49,375 in 2010 to $50,592 in 2017, an increase of 2.5%. In addition, the number of households below the federal poverty level decreased from 22.5% in 2010 to 19.7% in 2017. Those households making less than $25,000 per year decreased by 35.4% while those making more than $25,000 increased by 14.6%. Households making between $50,000 and $74,999 accounted for the largest category of household income, representing one-quarter of Webster households. (Table 3.2)

	2010	2017	Change
Less than $10,000	276	186	-90
$10,000-14,999	408	187	-221
$15,000-24,999	614	465	-149
$25,000-34,999	463	707	244
$35,000-49,999	513	688	175
$50,000-74,999	1,130	1,097	-33
$75,000-99,999	525	488	-37
$100,000-149,999	497	500	3
$150,000-199,999	81	128	47
$200,000 or more	12	73	61

Source: U.S. Census

Table 3.2 - Household Income

3.6.4: Educational Attainment

Webster's level of educational attainment, among those age 25 years and over, closely mirrors that of Harris County. In Webster, 80% of the population has a high school diploma or higher. This is statistically the same percentage as in all of Harris County. Those with Bachelor's degrees or higher are 28% of the population, which is slightly below the Harris County percentage of 31%. Those with Associate degrees or higher constitute 37% of the population, the same percentage as Harris County. However, the level of educational attainment in Webster has declined slightly since 2010, with the percentage of those with Associates degrees or higher having declined from 39% to 37% and the percentage of those with Bachelor's degrees or higher having declined from 32% to 28%. (Table 3.3)

	Webster 2010	Webster 2017	Harris County 2017
Population 25 and older	5,879	6995	2,864,864
Less than 9th grade	329	930	311,982
9th - 12th grade no diploma	400	437	245,616
High School Graduate	1,434	1,345	668,154
Some College, no degree	1,393	1,695	586,375
Associate's degree	447	635	178,496
Bacholor's degree	1,422	1,319	559,393
Graduate or Professional degree	454	634	314,848

Source: 2017 American Community Survey

Table 3.3 - Educational Attainment

3.6.5: Labor Force

Unemployment rates for the City of Webster and Harris County are displayed in Table 3.4 – Labor Force. Webster has an estimated 6,841 residents in the civilian labor force, with 71.9% employed. The City of Webster's 2017 unemployment rate of 5.4% is just over the rate of 4.3% of Harris County. According to the American Community Survey, roughly 476 residents were unemployed but still looking to join the workforce. (Table 3.4)

	Webster	Harris County	Webster %	Harris County %	% Difference
Population 16 years and over	8,847	3,430,347			
In labor force	6,841	2,331,045	77.30%	68.00%	9.30%
Civilian labor force	6,833	2,329,584	77.20%	67.90%	9.30%
Employed	6,357	2,180,392	71.90%	63.60%	8.30%
Unemployed	476	149,192	5.40%	4.30%	1.10%
Armed Forces	8	1,461	0.10%	0.00%	0.10%
Not in labor force	2,006	1,099,302	22.70%	32.00%	-9.30%
Unemployment Rate			7.00%	6.40%	0.60%

Source: 2017-2018 City of Webster Adopted Budget

Table 3.4 – Labor Force

3.7 General Fund Revenue

The City of Webster is unique in that substantially more revenue is generated from sales tax than from property tax which enables the City to maintain a comparatively low property tax rate. This is a reflection of its high proportion of commercial, retail, dining,

and entertainment venues. As displayed in Figure 3.8, sales taxes account for 56% of general fund revenue, followed by property tax at 23% of general fund revenue. It is important to the City to maintain a strong retail economy and commercial tax base to maintain the low property tax rate. (Figure 3.8)

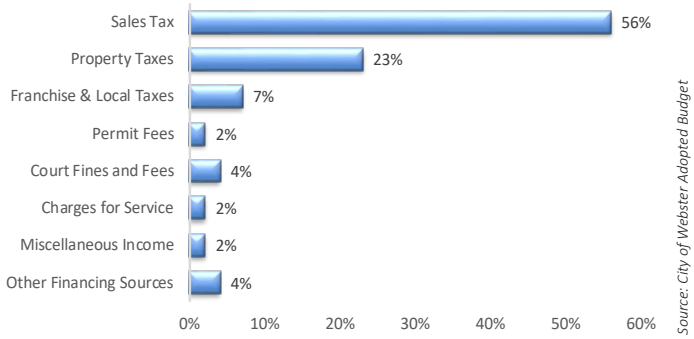


Figure 3.8 - General Revenue Funds

3.8 Housing

The City of Webster has had several residential building booms during its development history. Approximately 23.59% of housing was constructed from 1980 to 1989, followed by 28% during the period of 2000 to 2009 (Figure 3.9). According to 2017 U.S. Census data, 86.3% of housing within the City is occupied. The homeowner vacancy rate is 7.2% as compared to a rental vacancy rate of 7.6%. Approximately 87.1% of housing in Webster is rental, whereas 12.9% is owner-occupied. Webster features a variety of apartment complexes, town-homes condominiums, and single-family residences. The City has 22 apartment complexes (4,879 units), three assisted living complexes (279 units), seven condominium complexes (490 units), and 890 single-family homes. (Figure 3.9)

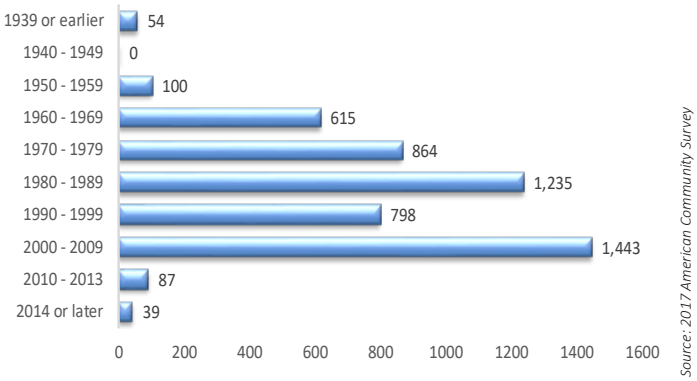


Figure 3.9 - Year Homes were Constructed

Webster benefits from its relationship and proximity to NASA's Johnson Space Center and the growing number of aerospace, engineering, and technology companies that are attracted to the region due to the work that NASA performs in space exploration, research and science. Here, Dr. Franklin Chang Díaz and Mayor Donna Rogers discuss the next milestones for the famous VASIMR® rocket engine that has already set new records.

When area residents think of Webster, they envision the many diverse and unique restaurants, businesses, hospitals, hotels, nightlife, and signature corridors of the City. While the City is known for its top-notch retail, dining venues, high tech companies, and extensive medical sector, Webster is also home to a variety of multi-family and single-family residences. This section of the Comprehensive Plan discusses land use planning for future development. The utilization of land within the City's boundaries significantly impacts a city's character. Adherence to land use principles ensures that development occurs in a desirable way. The City of Webster manages its land use through regulations, investments in public infrastructure, and fostering public partnerships. This chapter examines land use by analyzing past and current trends and providing direction for future land uses and development.

4.1 Introduction

Land use planning is defined as an activity that seeks to order, designate, and regulate current and future development of land within the municipality. Land use planning entails a systematic assessment of land uses by analyzing existing development to provide a vision for future possibilities. The goal of this chapter is to propel the City forward by fostering attractive, healthful, and vibrant environments for present and future generations. Within this chapter, maps display land use designations in a stylized format. The Land Use Plan addresses current designations and intensities of land uses, including residential, commercial, industrial, parks, and open space, as well as public spaces. Additionally, the Future Land Use Plan and maps serve as a guide for public, private, and legal policy, which affects ordinances, impacts programs, and directs development.

Future Land Use Designation	Description	Zoning Correlation
Low Density Residential	Single-family detached dwellings up to six dwelling units per acre	R-1, R-1A, PD
Medium Density Residential	Single-family detached dwellings, duplexes or townhomes up to 12 units per acre	RM, PD
High Density Residential	Apartments and condo projects at more than 12 units an acre	R-2, PD
NASA Parkway	Combination of commercial uses and residential uses that promote a "town center" style of development along the iconic street of NASA Parkway	NP, PD
Neighborhood Commercial	Commercial uses that are compatible with surrounding development, including single-family residential	C-1, PD
General Commercial	Commercial uses for areas located on major roadways	C-2, PD
General Office	Land use dictated to office and supporting office uses and medical office uses, which include research and development laboratories and the manufacturing of medical related products	O, PD
Light Industrial	Industrial land use for manufacturers of products that do not have significant environmental impact	C-3, M1, PD
Heavy Industrial	Industrial land use for manufacturers of chemicals, oil refiners, concrete plants, and other uses that have significant environmental impacts on adjacent properties	M-2, PD

Table 4.1 - Future Land Use

4.2 Future Land Use Designations

Future land use designations serve as the primary tool in guiding zoning districts within the City, comprising of residential, commercial, and industrial districts (Table 4.1 and Figure 4.1, p. 13).

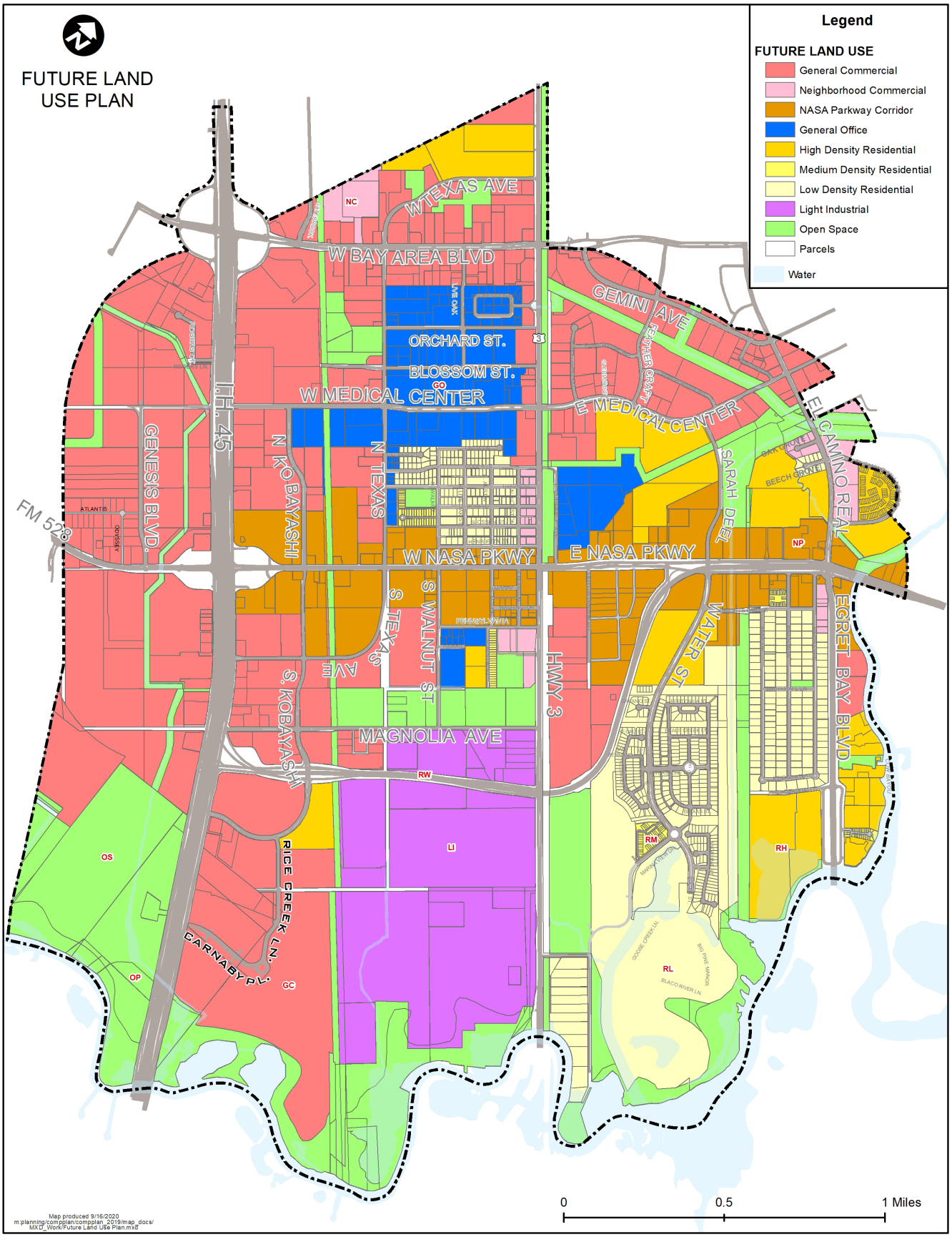
4.2.1: Residential

The three types of residential land use designations are based on density and are designated as low density, medium density, and high density. Density is characterized by the amount of development within a given area and the number of dwelling units per acre.

Low Density Residential: Low density residential describes single-family detached residences with a maximum density of six dwelling units per acre. Low density residential affords property owners the ability to establish a large front yard and rear yard as compared to the higher density residential uses. Current examples of low density residential include Green Acres, Edgewater, and Webdale.

Medium Density Residential: Medium density residential encompasses single-family homes, townhomes, and patio homes with a maximum density of 12 units per acre. This type residential district incorporates community features such as pools, pocket and neighborhood parks, fitness centers, and landscaped common

Figure 4.1 - Future Land Use



areas. There are many examples of medium density residential in Webster including Brad Court, Edgewater Townhomes, Camino Park Condominiums, and Egret Oaks Townhomes.

High Density Residential: High density residential designates apartment and condominiums with a density exceeding 12 units per acre. Commonly, these apartments or condominium projects are located near major roadways that provide adequate access for this type of residence. The majority of housing in Webster is considered high density such as Baystone Apartments, The Vibe at Clear Lake, Solano Apartments, and the Century Edgewater.

4.2.2: Commercial

The two types of commercial land use designations, based on intensity, traffic counts, and adjoining uses, are neighborhood commercial and general commercial.

Neighborhood Commercial: Neighborhood commercial contains low-intensity commercial uses that complement adjoining or neighboring residential development. Neighborhood commercial consists of retail, office, and professional services; low intensity uses that are not overly noisy, pungent, or industrial oriented. Neighborhood commercial uses include financial offices, medical offices, restaurants, boutiques, and nail salons.

General Commercial: The general commercial designation describes areas accommodating retail, dining, entertainment, hospitality, and service venues. Areas in Webster zoned as General Commercial include the majority of the frontage of Interstate 45 and most of Bay Area Boulevard.

4.2.3: Office Land Use Designation

The office land use district includes offices, hospitals, medical, and professional services. This district is positioned primarily on secondary streets, suitable for proximity to residential neighborhoods. Examples of office and professional land uses include the hospitals and medical offices on Blossom, Medical Center Boulevard, and North Texas Avenue.

4.2.4: Industrial Land-Use Designations

There are two categories of industrial land-use designations – light industrial and heavy industrial.

Light Industrial: The light industrial land-use designates low-intensity industrial uses and activities as opposed to heavy manufacturing enterprises. Light industrial uses include automotive services, manufacturing, warehousing, research and development facilities, and other commercial activities not considered heavy polluters or noise emitters. Specific light industrial uses are typically located near residential, however since many industrial facilities lack aesthetic appeal, this location is not an ideal scenario. An example of an existing, non-conforming light industrial sector in Webster includes more than 25 acres on the west side of Interstate 45 along NASA Parkway.

Heavy Industrial: The heavy industrial land-use designation is for intensive industrial uses, which are incompatible with most other land uses. While the City does not solicit heavy industrial businesses (such as concrete plants, chemical plants, large-scale manufacturing facilities, chemical storage facilities, power generating plants, or food processing plants), Webster does have a concrete plant and acres of chemical storage tanks. Additionally, Webster has heavy industrial high-wire structures that hinder beneficial development in the targeted sectors due to their unsightly appearance.

4.2.5: Mixed-Use Designation

The mixed-use designation combines certain uses to create aspects of a “work, live, shop, and play” development. Most often, mixed-use features residential, retail, and office components. The NASA Parkway District designation is one of the mixed-use districts in the City. This east-west corridor is intended to be reinvigorated as thematically unified and pedestrian-friendly with restaurants, offices, condominiums, luxury apartments, hotels, green space, and public parking. Low to mid-rise developments are envisioned as elements of the NASA Parkway District’s mixed-use designation. These low to mid-rise developments would feature commercial uses on the ground floor, offices or residential on the upper floors, detailed facades, walkway promenades, and shared parking.

4.2.6: Parks and Open Space Designation

The parks and open space designation consists of parks, open space, and drainage areas within the City. These areas have a public purpose or a community benefit including recreation, nature or bird habitats, and facilities that are engineered to prevent or reduce flooding. Additionally, cemeteries are in this category, as it is one of the most protected land uses and is unsuitable for redevelopment.

4.2.7: Planned Development and Future Land Use Plan

While there is no planned development land use designation, there are multiple planned development areas within the City that constitute 35% of the City's footprint. The Planned Development District was conceived to foster superior projects that exceed traditional development regulations since the process to obtain approval is stringent. Planned Development Districts allow for increased flexibility, creativity, quality, and high design standards. The Planned Development District is especially important for accommodating innovative projects that include mixed-use destination developments, office and residential, and entertainment. Some current examples of premier planned developments in Webster include Topgolf, Brad Court, Edgewater, Magnolia Court Business Park, and Odyssey Business Park. Due to the nature of planned developments, these areas do not appear on the Future Land Use Plan as these future projects are not yet determined. These projects, however, will be evaluated as they materialize under the guidance of the Future Land Use Plan and the goals of the Comprehensive Plan.

4.3 An Analysis of Existing Land Uses

The City of Webster occupies a relatively small land area of just 6.7 square miles. As the City has no extraterritorial jurisdiction, it is unlikely that Webster's footprint or boundaries will increase. Therefore, Webster has room to grow only through the development of vacant land and redevelopment of underutilized and antiquated projects. Large scale commercial development is located primarily along Interstate 45, NASA Parkway, Highway 3, and Bay Area Boulevard. Office uses are predominantly located on Medical Center Boulevard, Texas Avenue, El Camino Real, Blossom, Orchard, and Gemini. Industrial uses are primarily located south of NASA Parkway, while light industrial uses are scattered among locations to the north. There are large vacant tracts located to the west of Interstate 45, along NASA Parkway and south of NASA Parkway, while to the north, there are small, vacant parcels interspersed with commercial uses (Figure 4.2, p. 16). As a regional hub for retail, dining, entertainment, medical, aerospace, professional office, and tourism, Webster's land-use composition is largely comprised of commercial uses. The City's residential component is located in several areas, such as single-family residences found in Webdale, Brad Court, and Green Acres, and apartment communities located along Egret Bay Boulevard, NASA Parkway, Highway 3, East Medical Center Boulevard, and El Camino Real. The Edgewater development, a 475-acre master-planned community, significantly increases the total acreage of residential development within the City.

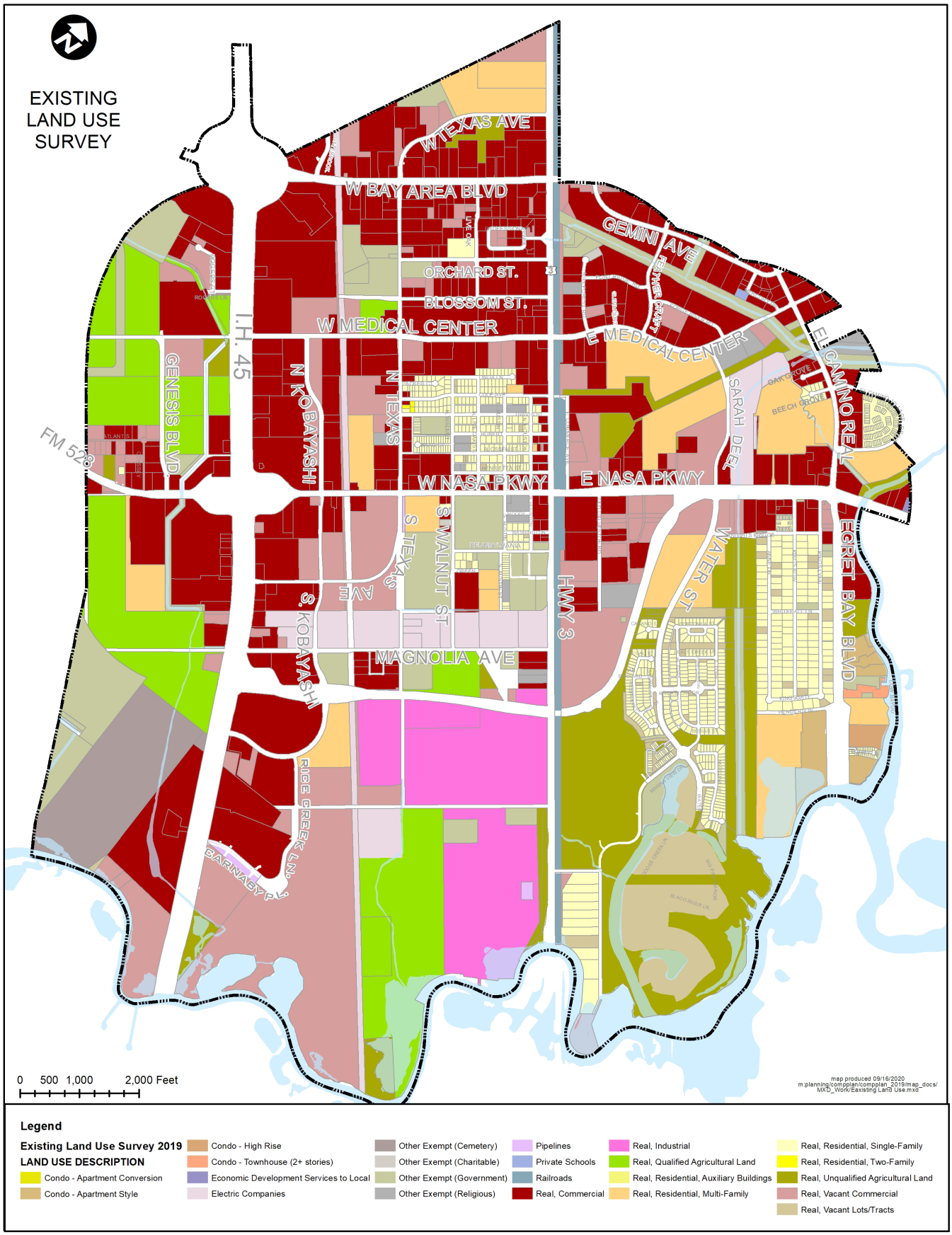
4.3.1: Residential Development

The City of Webster features a variety of housing, including single-family residences, condominiums, duplexes, and apartments totaling 6,500 total residences. There are approximately 890 single-family residences including 188 townhomes, accounting for 13.7% of the housing within Webster. There are 461 condominium units, making up 7.1% of the total housing, generally located within the east sector of the City. The majority of the residential development in the City consists of apartments, accounting for 79.2% of all residential units (Tables 4.2 and 4.3, p. 17).

Condo or Townhome Complex	Location	Units	Acres	Dwelling Units/ Acre	Year Built
Camino Park Townhomes	1401 El Camino Village Dr.	92	9.05	10.3	1993, 1995
Edgewater Townhomes	400 Via Regatta St	40	7.14	7.14	2013
Egret Bay Condos	18515 Egret Bay Blvd	228	9.01	25.3	1981
Egret Bay Villas	18617 Egret Bay Blvd	77	3.36	22.9	1983
Knights Bridge Condos	18122 Kings Row	24	1.73	13.9	1978
The Oaks at Egret Bay	18757 Egret Bay Blvd	23	7.9	7.9	2005
Tranquility Lake Condos	18800 Egret Bay Blvd	156	10.8	10.8	1983
Walnut Place Townhomes	607 Travis St	9	0.72	12.5	2003

Table 4.2 - Condos and Townhomes

Figure 4.2 - Existing land Use Map



4.3.2: Multi-family Development in Webster

The City of Webster's predominant housing type is multi-family apartment complexes, at a total of approximately 5149 apartment units, consisting mostly of garden-style apartments. Garden-style apartments are designed in a campus-like setting with multiple two to four-story residential buildings.

Apartment Complex	Location	Units	Acres	Dwelling units/acre	Year Built
Baybrook Park	500 West Texas Avenue	100	5.56	17.99	2006
Baypointe	901 Kobayashi Rd.	236	13.7	17.23	2006
Baystone	800 West NASA Parkway	289	11.73	24.64	1968
Brookdale Senior Living		270			
Century Edgewater	200 Water Street	414	27.06	15.3	2008
Chatham Village	16460 Highway 3	210	11.5 1	8.26	1984
Dutch Colony	340 North Houston	8	0.22	36.36	1968
Everwood W.	444 E. Medical Center	256	14.4	17.78	1989
Everwood E.	600 E. Medical Center	274	15.02	18.24	1992
The Falls	801 East NASA Parkway	400	25	32.03	1966
Harbor Tree	17700 El Camino Real	151	6.23	24.24	1972
Hidden Lakes	900 Henderson	440	33.76	13.03	1985
Mariposa Apartment Homes	1427 FM 528 Rd	180	14.05	12.81	2019
Redemption Square	202 Cole	32	0.84	38.1	1964
Skylar Pointe	1110 El Camino Real	449	10.64	42.2	1979
Solano	535 West NASA Parkway	262	8.18	32.03	1966
Towers of Clear Lake North	18707 Egret Bay Blvd	108	5.27	20.49	1984
Towers of Clear Lake South	18711 Egret Bay Blvd	108	5.34	20.22	1984
The Marquis of Clearlake	501 Sara Deel Drive	364	21.77	16.72	2005
Palomar	100 West Texas	360	20.29	17.74	1999
The Point	18707 Egret Bay Blvd	57	2.89	19.72	1983
The Vibe at Clearlake	502 and 506 S. Austin	181	5.43	33.33	1965
		Total 5149			

Table 4.3 - Apartments in Webster

4.3.3: Future Apartment Developments in Webster

Given the age and condition of many of the existing apartment complexes, the proportion of apartments in the City has been an on-going concern. In 2010, City Council passed an ordinance prohibiting the construction of apartment complexes within 2,000 feet of existing apartment projects as well as limiting the density of new apartment developments to 180 units. While the City must address ways to redevelop aging and non-conforming apartment complexes due to code deficiencies, public safety concerns, and maintenance issues, it is essential to acknowledge that new multi-family development with substantial design requirements can be highly beneficial to Webster. Additionally, new multi-family development can play a significant role in the NASA Parkway corridor as well as throughout the City where antiquated, non-conforming apartment complexes exist. Cities are reaping significant benefits with mixed-use developments featuring retail on the ground level with loft-style apartments on the upper stories, or high-end mid-rise apartments surrounded by vibrant retail, entertainment, office, and hotel venues; examples include Nassau Bay's Town Center, Pearland's Town Center, and Sugar Land's Town Center. As the booming housing market presents a demand for apartments, multi-family development can be a way to redevelop some of the City's oldest apartment complexes, given superior design requirements, landscaping, walkways, and other criteria (Figure 4.3).

Figure 4.3 - Examples of Mixed Use Developments

4.4 Commercial Analysis

4.4.1: Retail

Webster features 32 shopping centers (multi-tenanted centers consisting of a minimum of 10,000 square feet), which are occupied primarily by retailers. One of the City's most vibrant, successful retail centers is the Center at Baybrook, which features high performing retailers – Bed, Bath & Beyond, Hobby Lobby, buy-buy BABY, Pappas Seafood, and Delta Blues. Another top-tier shopping center is Point NASA, anchored by Conn's Home Plus, Guitar Center, and Harbor Freight Tools and Equipment. Clear Lake Center is home to two big-box anchors, Floor & Decor and At Home. Additionally, Webster has a significant array of big-box retail, including Academy Sports + Outdoors, Star Furniture, American Furniture Warehouse, and Costco.

4.4.2: Dining and Entertainment

Webster features 115 restaurants and 36 entertainment venues, many of which rank as top-performers in their companies' chains. Carrabba's Italian Grill and Twin Peaks tout their Webster location as number one in Texas, while La Madeleine is the top location in the nation. Some of the newest restaurants to land in Webster include BB's Tex-Orleans and Escalante's. Webster is home to one of the nation's highest-performing Cinemark theaters (based on ticket sales and number of screens). Main Event Entertainment, Top Golf, Urban Air, and Scout Bar consistently have high volume attendance and complement the extensive array of restaurants.

4.4.3: Retail Reinvention

Several of Webster's retail centers and stand-alone retail buildings were built in the 1970s and the 1980s. The necessity of updating and maintaining facades, signage, landscaping, and interior layout is a component of a sound business model. While some commercial property owners reinvest in their buildings, many property owners do not reinvest for a variety of reasons (economic factors, return on investment, vacancies, tenant mix, rental rates, traffic counts, exposure, and access). Examples of older centers that have undergone a considerable renovation include The Promenade (anchored by Angelo's on the east end and Jimmy John's on the west end), Bay Way Village (home to Cavender's, Fitness Connection, and Pluckers), Marina Gate (anchored by Scout Bar and Jinya Ramen Bar), and NASA Parkway Shopping Center (home to Nobi House and Hyde Park). Often, the catalyst for retail reinvention is tenant recruitment, retention, or expansion.

Webster has several older retail centers, stand-alone retail venues, and retail/business parks in need of redevelopment or renovation. The majority of these properties are located along key corridors like NASA Parkway and Highway 3. The City should promote opportunities for redevelopment of obsolete or antiquated centers and buildings. (Figure 4.4, p. 19)

4.4.4: Office and Business Parks

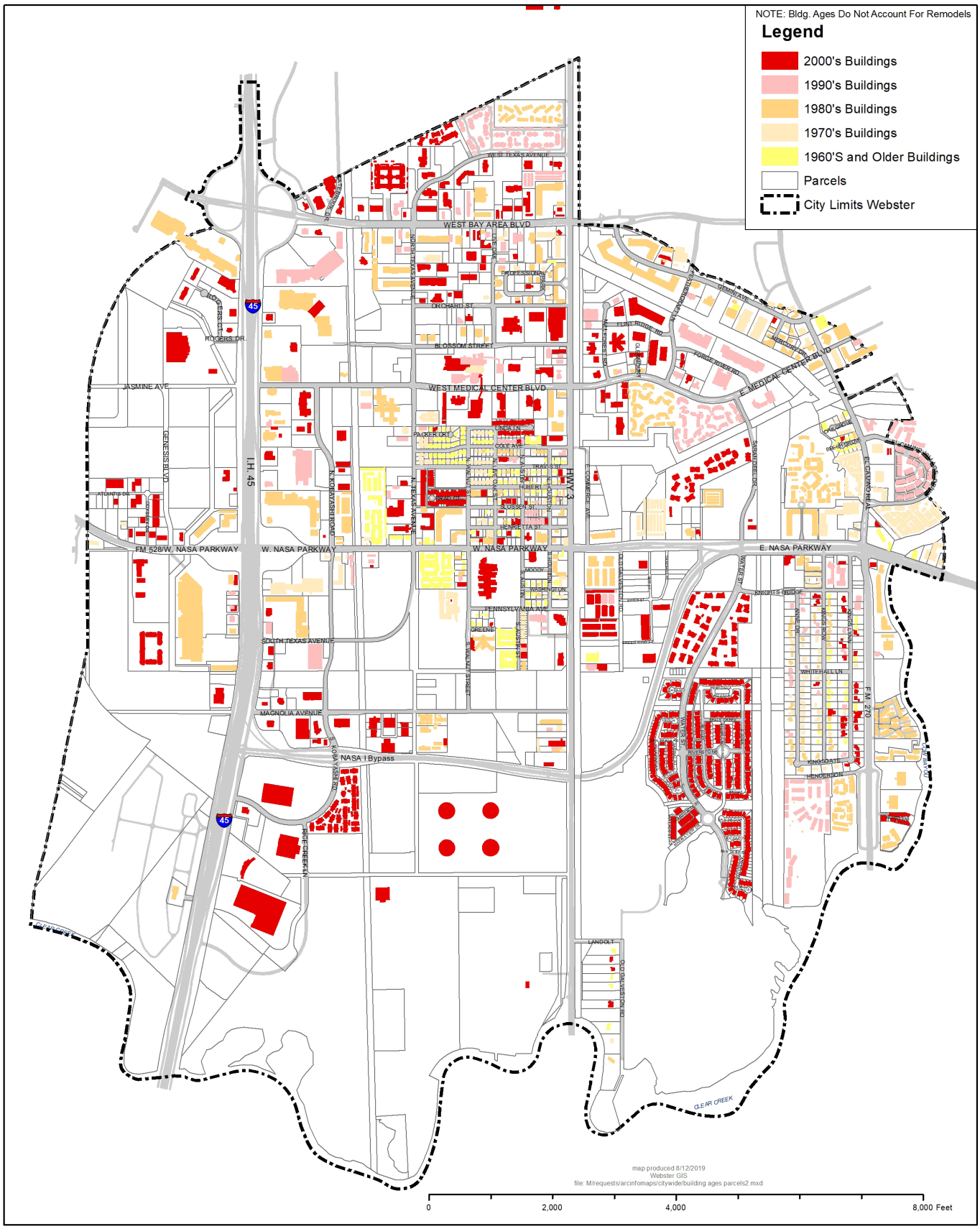
Webster features a mix of Class-A and Class-B office complexes and business parks. Three of the newest Class-A office complexes include Galaxy II, a five-story, green office facility, located at the intersection of East Medical Center Boulevard and Feathercraft Lane; a pair of award-winning platinum LEED-certified biomedical and medical office buildings, located at 251 and 253 Medical Center Boulevard; and a premier medical office facility located at 400 West Medical Center Boulevard.

Three of the most modern business parks are Magnolia Court Business Park, Odyssey Park, and NASA Bypass Business Park. Magnolia Court Business Park, located on Magnolia Avenue, touts an array of international, national, regional, and local companies. Odyssey Park, located on NASA Parkway, west of Interstate 45, amid 24 acres, features over 35 businesses within the retail, medical, office, and service sectors. NASA Bypass Business Park, located at NASA Parkway and NASA Road 1 Bypass, accommodates the region's largest volleyball venue.

There are several business parks and office warehouses, that accommodate numerous businesses in need of renovation, revitalization, or redevelopment. Though NASA One Business Center, PS Business Park, and others are located on key corridors (such as NASA Parkway and El Camino Real) and offer low rental rates, these parks and offices provide little in the way of amenities or aesthetics.

Figure 4.4 - Building Ages

BUILDING AGES



4.4.5: Hotels

The City features 20 hotels with over 1,700 hotel rooms. Webster's hotel occupancy tax revenues have climbed 20% from fiscal year 2018 to 2019 indicating a growing tourism interest in the City. While many of Webster's hotels are newer such as Holiday Inn Express and Suites, Fairfield, Staybridge Suites, Tru by Hilton, and Springhill Suites, some others have aged, such as Oxford, Super 8, Quality Inn, and InTown Suites.

4.4.6: Medical

As referenced in Section 3.1.4, Webster has a premier medical center, a two-mile area that is easily navigable with free parking and patient-friendly access. Webster is home to more than 2,200 physicians. HCA Houston Healthcare Clear Lake is Webster's largest employer with a workforce of over 2,000. University of Texas Medical Branch (UTMB) is also a leading medical employer in Webster boasting a state of the art emergency room and hospital.

4.4.7: Aerospace

Webster is home to innovative aerospace companies that are revolutionizing space exploration and transportation, as well as improving life on Earth. Leidos, Ad Astra, TRACLabs, SGT, and many others are engaged in cutting-edge work. With NASA's Johnson Space Center in Webster's backyard with its workforce of 15,000 federal and contract employees, aerospace is one of the region's most important industries.

4.4.8: Schools

The Clear Creek Independent School District invests in the education of the Webster community through its three Webster campuses, including McWhirter Elementary School, Clear View High School, and Clear Path Alternative School. As part of Clear Creek Independent School District's successful 2013 bond election, McWhirter Elementary was the recipient of a $30 million allocation that completely rebuilt the campus and modernized the facility with the latest technology.

Clear View High School is designed to accommodate high school-aged students who require a non-traditional program. This facility focuses on providing students with vocational opportunities in fields such as cosmetology and nursing. In addition to public schools, Webster features several post-secondary and private schools that focus on various disciplines.

4.5 Destination Development Opportunity

In 2010, the Destination Development Project was created and approved by the Webster Economic Development Corporation and authorized by City Council as a premier entertainment and retail location. Bordered by Interstate 45 and Clear Creek, Destination Development has already attracted Topgolf and American Furniture Warehouse, a 350,000 square-foot furniture store and distribution center that opened in August 2019. A public-private partnership is in place to develop the remaining acreage as a super-regional destination with a resort hotel, conference center, restaurants, entertainment, retail, and tourist attractions. (Figure 4.5, p. 21)

4.6 Environmental Considerations

As natural features and topography can impose constraints and limitations on future growth and development in the City, environmental characteristics should be taken into consideration in determining appropriate future land uses.

4.6.1: Flood Prone Areas

There are several areas in the City that are prone to 100-year and 500-year flood events. Webster follows strict standards as established by the Federal Emergency Management Agency (FEMA) and City ordinances. The most flood-prone areas in the City are those properties directly adjacent to Clear Creek, but several other areas of the community may also experience periodic flooding. Areas that are considered within the floodplain are located where rising waters will most directly impact urban development. The City, whenever possible, promotes the use of floodplains, floodways, and environmentally sensitive land for recreation, open space, parks, and natural greenbelts. (Figure 4.6, p. 22)

Figure 4.5 - Destination Development

Destination Development

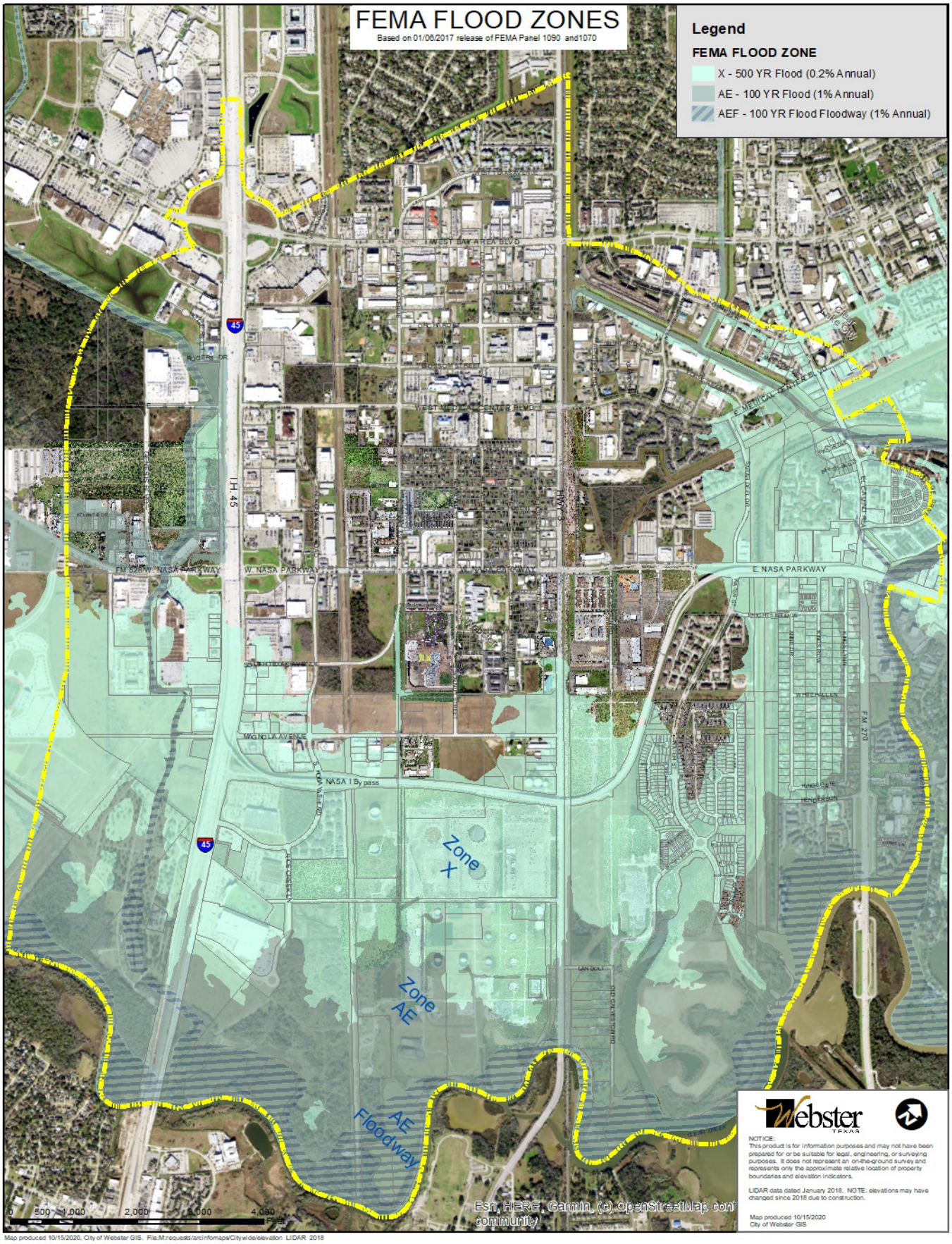
WEDC Plan proposal City Council Meeting 05/15/2020

1 inch = 400 feet

0 100 200 400 Feet

Map produced 10/7/2020, City of Webster GIS, Aerial dated 2020, File M:requests/arcinfomaps/I45/Destination Development 2020.mxd

Figure 4.6 - FEMA Flood Zones



4.6.2: Wetlands

Wetlands are areas that are flooded by surface or groundwater frequently enough to support a variety of wetland vegetation or aquatic life. Ecologically, wetlands are protected as they provide critical habitat for many species of plants and wildlife. The U.S. Army Corps of Engineers performs field investigations to identify jurisdictional wetlands, which are areas considered to be "waters of the United States." Only a few wetland areas exist in Webster, primarily found along Clear Creek. Developing properties with wetland areas requires coordination between the U.S. Army Corps of Engineers and other governmental agencies to ensure viable wetland locations are maintained and ample mitigation is provided. Wetlands are considered on a case by case basis and, whenever feasible, they should be incorporated into a project for passive recreation uses, such as native trails.

4.6.3: Parks and Recreation

Comprehensive and interrelated systems of parks and recreation opportunities contribute to a community's quality of life as they enhance the health of constituents, provide a variety of recreational and educational activities for all ages, and preserve and promote the quality and integrity of the natural environment. As displayed in Table 4.4, there are currently six parks in the City and one planned park. Clear Creek, which serves as Webster's southern border, holds great potential for a variety of enhancements and amenities.

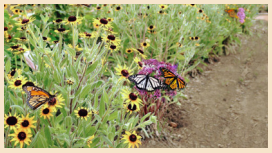
Existing Parks	National Recreation and Park Classification	Amenities Provided	Approximate Size	
Texas Avenue Park	Regional Park	Covered full baseball court, two tennis courts, pavilion, restrooms, children's play equipment, and running track.	16.5 acres	
Walnut Park	Neighborhood Park	Jogging track, gazebo, picnic areas, open play fields, and children's play equipment.	3.5 acres	
Green Acres Park	Neighborhood Park	Playground, gazebo, small open play areas, children's play equipment	1.5 acres	
Spark Park at McWhirter Elementary (CCISD Park)	School/Public Park	Playground, open play area and jogging semi circle.	8 acres	
McWhirter Pocket Park	Mini-Park	Veteran's Memorial	.20 acre	
Saibara Pollinator Garden	Mini-Park	Butterfly Garden	.10 acre	
Egret Bay Blvd. (planned park)	Neighborhood Park	Walking trail, gazebo, and lighting.	3.17 acres	

Table 4.4 - Parks in Webster

4.7 General Land Use Policy

Communities grow effectively and beneficially through a balance of economic development and community development. Careful land use planning and inspired urban design guides cities in promoting and upholding public health, safety, and welfare, while also ensuring long term sustainability and economic viability. Land-use policies serve as a template and reference guide for public officials and staff to make decisions regarding development as they incorporate the direction, goals, and objectives of the governmental entity.

Generally:

- Potential land use impacts should be considered (such as noise, odor, pollution, excessive light, and traffic).
- Transportation access and circulation should be provided for uses that generate large numbers of trips.
- Compatibility between existing uses should be maintained through physical separation and buffering.
- Floodplain areas should not be encroached upon by future development unless there is compliance with stringent floodplain management practices.

Residential:

- Schools, parks, and community facilities should be located close to or within residential neighborhoods.
- Residential areas should be appropriately placed with adequate separation from heavy industrial areas.
- Residences should have direct access to residential streets but not to arterial streets.
- Residences should not be adjacent to major highways unless adequate precaution is taken to mitigate environmental impacts.
- Residential neighborhoods should be buffered from arterial streets.
- Residential development should include a sufficient area for parks, recreation facilities, schools, and churches.
- Multi-family units should be located at sites throughout the City and not be concentrated in one location.

Retail and Offices:

- Neighborhood retail and service uses should be located at intersections of arterial or collector streets and at the edge of neighborhoods.
- Retail development should be clustered throughout the City, convenient to residential areas, and accessible by both vehicles and pedestrians.
- Buffers should separate retail/office uses and single-family residential areas.
- Office and professional uses should be compatible with nearby residential areas and other uses through appropriate building height, size and mass limitations, and adequate buffering and landscaping.

Commercial:

- The City's commercial centers should include a range of development types to serve regional and local needs ranging from large, multi-tenant commercial to smaller, freestanding commercial sites.
- Commercial development should be concentrated in nodes at intersections and along major thoroughfares, which are designed and constructed to accommodate heavy traffic, and support the ease of ingress and egress.

- Parcels should be large enough to accommodate commercial use and support adequate off-street parking and on-site circulation.
- Commercial uses with more intensive operational or traffic service characteristics should be located further away from residential areas.
- Buffers should separate commercial uses from residential areas, especially where the commercial use contains open storage and/or display areas.

Industrial:

- Industrial development should have access to major thoroughfares and the highway network, including truck routes, hazardous material routes, and railroads.
- Industrial uses should be targeted in selected industrial zones.
- Industrial development should be separated from other uses by buffers.
- Industrial development should not be directly adjacent to residential areas.

Parks:

- Parks should be evenly distributed near residential sectors throughout the city, including larger community parks and smaller neighborhood parks.
- Flood prone areas should be appropriately used for parks and open space.
- Parks and open space should be used to buffer dissimilar land uses.
- Natural features should be used as buffers or open-space between or around developed areas.
- There should be a diverse blend of parks, recreation, and open-space areas to accommodate the current and future needs of Webster's residents.

4.8 Vision, Goals, and Actions

The Comprehensive Plan stakeholders formulated a vision, series of goals, and actions to serve as a framework for implementation for the land use chapter. The vision statements below prepare the foundation for the goals and actions that follow. These goals and actions are numbered for reference purposes only and do not suggest a priority.

Vision: Foster a diverse and efficient pattern of land development that contributes to economic growth in the community while protecting the livability of neighborhoods.

GOAL 4.1: Redevelop NASA Parkway and ensure the City of Webster establishes a mixed-use pedestrian-friendly corridor.

Action 1. Evaluate other similar mixed-use projects throughout the region to facilitate the successful completion of the NASA Parkway Revitalization Plan.

Action 2. Provide a capital improvement project to enhance the NASA Parkway streetscape and beautify the corridor.

Action3. Create a strategy for redeveloping properties within the NASA Parkway Revitalization Plan.

Action 4. Consider the creation of an indoor/outdoor theatre within the NASA Parkway District for live performances that complement other projects.

GOAL 4.2: Encourage the redevelopment and rehabilitation of older properties within the City.

Action 1. Further research jurisdictional programs to encourage rehabilitation and redevelopment of older properties.

Action 2. The City will work with property owners, potential buyers, and developers for redevelopment opportunities in the City.

GOAL 4.3: Resolve non-conforming properties and uses within the City when appropriate.

Action 1. Continue to monitor non-conforming properties and uses within the City, and enforce non-conforming regulations.

Action 2. When a property is developed or expanded, ensure non-conformities are eliminated.

GOAL 4.4: Ensure large parcels within the City are developed in a way to maximize development opportunities.

Action 1. Ensure that more extensive tracts utilize shared detention ponds and other shared infrastructure.

Action 2. Promote the utilization of planned developments to ensure large undeveloped tracts maximize their development potential and provide for shared amenities and other enhancements.

GOAL 4.5: Foster an increasing amount of single-family residences within the City.

Action 1. Encourage the development of single-family homes, townhomes, and patio homes on vacant residential areas within the City.

Action 2. Facilitate the completion of the Edgewater Planned Development, which provides for a substantial increase of single-family residences.

GOAL 4.6: Preserve the integrity of existing neighborhoods to ensure quality residential areas.

Action 1. Protect existing and future residential development from encroaching on adjacent incompatible land uses.

Action 2. Ensure that residential properties within the Webdale, Brad Court, and Green Acres subdivisions remain single-family residential.

GOAL 4.7: Provide a variety of recreation opportunities to meet the current and future needs of Webster's residents.

Action 1. Continue to develop both active and passive recreation areas and facilities for the municipality's neighborhoods.

Action 2. Use utility easements for trails and pedestrian connections between parks and major nodes in the community, such as schools, government offices, and neighborhoods.

Action 3. Continually update the Parks Plan on a timely basis to coordinate recreation opportunities.

GOAL 4.8: Conserve and protect valued natural resources and ensure development is compatible with the natural environment.

Action 1. Promote the use of floodplains, drainage swales, and wetlands as open space or amenities.

Action 2. Promote the utilization of native Texas plant species to reduce the amount of water utilized for landscaping.

5.1 Introduction

The transportation system is an integral part of Webster's sustainability and vitality. Roadways, trails, sidewalks, and bike paths facilitate all those that travel in and out of the City. A well-functioning transportation system is a current and future indicator of the City's economic health and presents an opportunity for Webster to further brand itself and stand out from other communities.

The City of Webster's relatively small size ensures partnerships with Harris County, Texas Department of Transportation (TxDOT), and other mutually benefiting agencies. It is important to consider Webster as part of a larger regional transportation network. This larger network means that Webster must continually work with neighboring communities, focus on maintaining and improving partnerships, and lobby for roadway projects that increasingly improve the Clear Lake Area. The City of Webster owns all residential streets within the City, and several commercial roadways such as NASA Parkway, Blossom, Orchard, a portion of Texas Avenue, Genesis Boulevard, and many others. Harris County maintains major corridors, such as Bay Area Boulevard, Medical Center Boulevard, and El Camino Real. TxDOT owns and maintains Interstate 45, Highway 3, FM 270/Egret Bay Boulevard, and NASA Road 1 Bypass (Figure 5.1, p. 28).

Opportunities exist to improve the City of Webster's transportation system, potentially resulting in enhanced "curb appeal," economic vitality, branding, and multi-modal activities. Webster will continue to benefit from partnering on roadway projects within the City's limits, regardless of ownership.

5.2 Current Transportation Patterns and Projects

Much of Webster's land use consists of restaurants, offices, medical, retail, and entertainment, all of which attract a substantial draw to those outside of the City. The City's prime location, and the fact that Webster operates as the "central business district of Clear Lake," means the City's roadways are traveled extensively. Interstate 45, Bay Area Boulevard, NASA Parkway, Highway 3, Medical Center Boulevard, Texas Avenue, FM 270/Egret Bay Boulevard, and the NASA 1 Bypass constitute the more heavily traveled arteries.

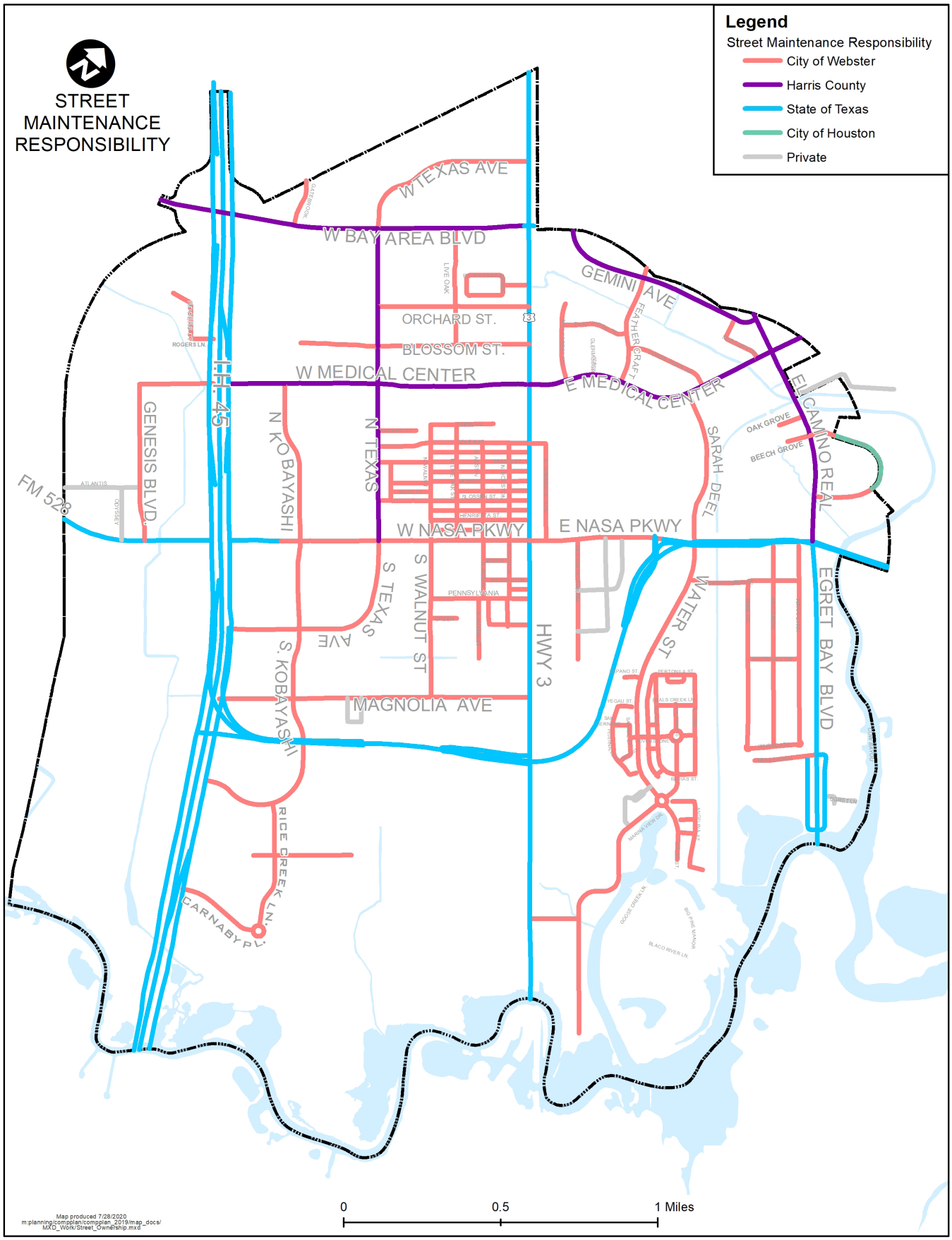
In Webster, the Public Works Department improves and maintains City-owned streets, sidewalks, easements, signage, streetlights, and landscaping. Since the City contains roadways not owned by Webster, partnerships with the Texas Department of Transportation and Harris County are essential in enhancing and maintaining the more traveled arteries within the municipality. The benefit of these partnerships is seen through past and current joint projects, such as the recently funded road and landscaping improvements on Highway 3, the NASA Road 1 Bypass, and the future NASA Bypass extension.

One current trend in Webster's transportation initiatives is the implementation of shared-use paths, as studies show the benefits biking, walking, and running have on physical and mental health (as well as the environment). In 2018, two shared-use path projects, one on NASA Parkway that extends from the western boundaries of the City to Kobayashi Road, and another on FM 270/Egret Bay Boulevard that spans from NASA Parkway to the FM 270/Egret Bay Boulevard bridge, were constructed through a partnership with TxDOT. This plan has ambitious goals for increasing the shared-use paths within the City, a portion of which will facilitate a more tangible connection with Clear Creek.

5.3 Thoroughfare Plan

A thoroughfare plan dictates the design of roadways within the City. This plan establishes a hierarchical system of roadways from the largest capacity (such as freeways and arterials) and then funnels traffic to the smaller roadways such as collectors and local roads. Thoroughfare system planning is the process of ensuring coordination and development of the most efficient and appropriate street and sidewalk systems for existing and future

Figure 5.1 - Street Maintenance Responsibility



transportation demand. The primary objective is to secure and plan for adequate rights-of-way and easements needed for development, expansion, enhancement, and redevelopment.

Webster's Thoroughfare Plan provides for various roadway types and routes throughout the City. Additionally, there are planned roadways that will occur when necessary for development or the City dictates their construction. The plan serves as a template for right-of-way dedication or roadway construction if the project is impactful enough to warrant. The Thoroughfare Plan does not include private streets or local roads as these streets are the lowest denominator of a roadway system (Figure 5.2, p. 30).

5.3.1: Thoroughfare Plan

Webster's existing and future thoroughfare system is displayed in Figure 5.2 (p. 30) – Thoroughfare Plan. In this planned thoroughfare system, the network of freeways, arterials, and collectors, are designed to facilitate current and future mobility in the municipality and region. For future growth, this Plan depicts existing and prospective thoroughfare alignments and must be considered during the platting of subdivisions, the dedication of rights-of-way, and the construction of roadways. Since City ordinances specify design criteria, and development dictates how local roads will connect to collectors and arterials, this plan will not focus on residential streets, private streets, or minor commercial roadways.

5.3.2: Types of Roadways

Within its 6.7 square miles, Webster accommodates five types of roadways; freeway, major arterial, minor arterial, major collector, and minor collector. In hierarchical form, roadways are categorized by traffic volume, dimensions, access, and purpose. A definition of each type of roadway, with accompanying examples, reveals attributes of Webster's thoroughfare system.

5.3.3: Freeway

Webster encompasses 3.08 miles of Interstate 45 with three exits; Bay Area Boulevard, NASA Parkway, and NASA Road 1 Bypass. The freeway accommodates the most substantial volume of traffic in the City, as the average daily traffic count amounts to 250,000 vehicles per day with a speed limit of 65 miles per hour. TxDOT is in the process of enhancing and widening the entire I-45 corridor and has recently completed the highway sections within the Webster city limits.

5.3.4: Major Arterial

A major arterial, with a right-of-way of 120 feet, is the second-largest roadway section within the City and accommodates the second-largest volume of traffic – examples include Bay Area Boulevard, NASA Parkway, and Highway 3 (Figure 5.3). Major arterial roadways contribute to the City's image and economic vitality. Streetscapes, lighting, sidewalks, landscaping, medians, signage, mobility, and access to major arterials play a significant role in accident prevention, enhancing the overall perception (visual cognition and scenic appeal) of a roadway, and business retention, expansion, and recruitment. For example, Bay Area Boulevard features a landscaped median to enhance aesthetics and reduce risks of head-on collisions. Moreover, businesses depend on the mobility and access afforded by left-turn lanes on major arterials. Both Bay Area Boulevard and NASA Parkway offer left turn lanes which increase mobility and access to businesses. Bay Area Boulevard allows offset left turn options, while NASA Parkway provides a continuous center turn lane from Interstate 45 to Highway 3.

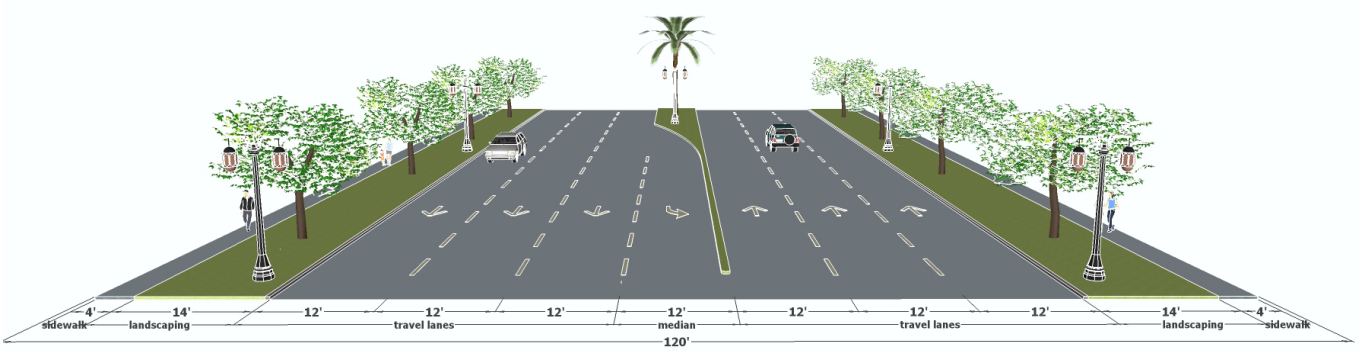
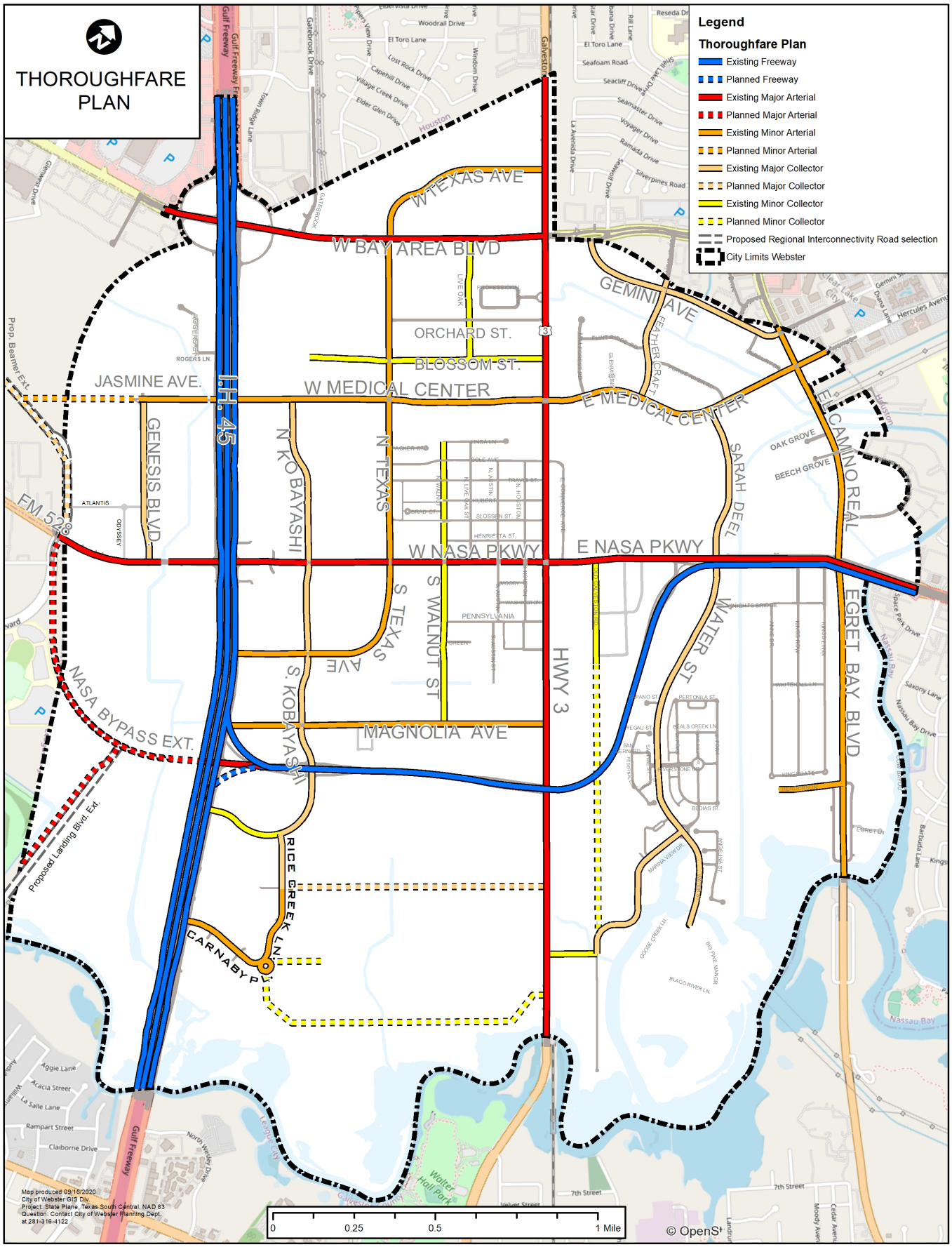


Figure 5.3 - Major Arterial Right-of-way with Median

Figure 5.2 - Thoroughfare Plan



5.3.5: Minor Arterial

A minor arterial, with a right-of-way of 100 feet, is the third-largest roadway section in Webster, therefore not as heavily trafficked as a major arterial (Figure 5.4). In Webster, minor arterials include Medical Center Boulevard, Texas Avenue, and FM 270/Egret Bay Boulevard. As with major arterials, many factors contribute to the "curb appeal" of the corridor, which influences planning and business decisions.

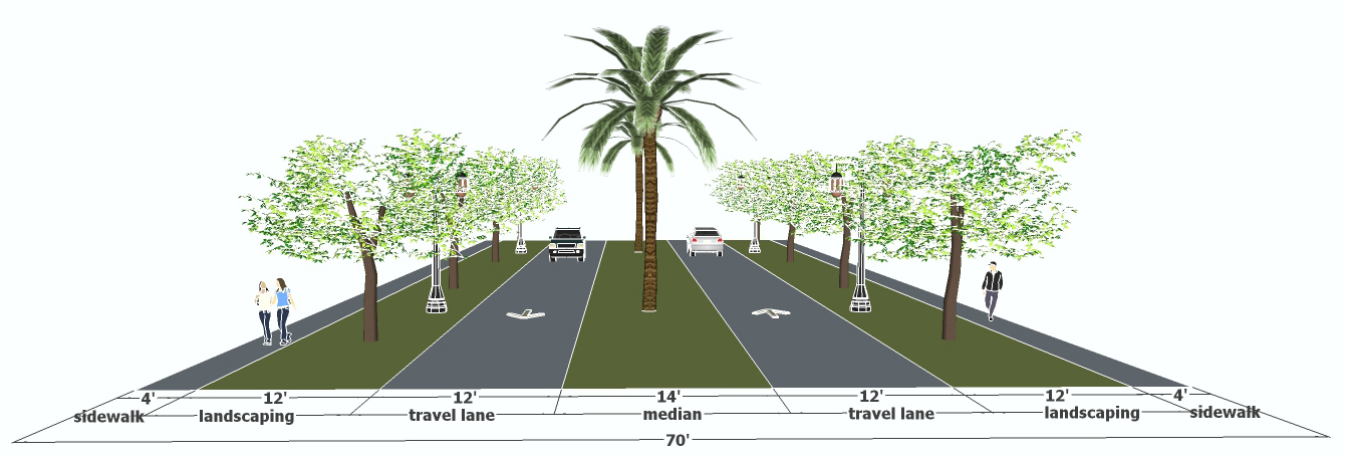


Figure 5.4 - Minor Arterial Right-of-way with Median

5.3.6: Major Collector

A major collector, with an 80 foot right-of-way, is designed to distribute traffic from roadways that accommodate higher vehicular volume (Figure 5.5, p. 32). Examples of major collectors include Kobayashi Road, Feathercraft Lane, Sarah Deel Lane, and Gemini Avenue. Based on its right-of-way width, major collectors can accommodate a landscaped median.

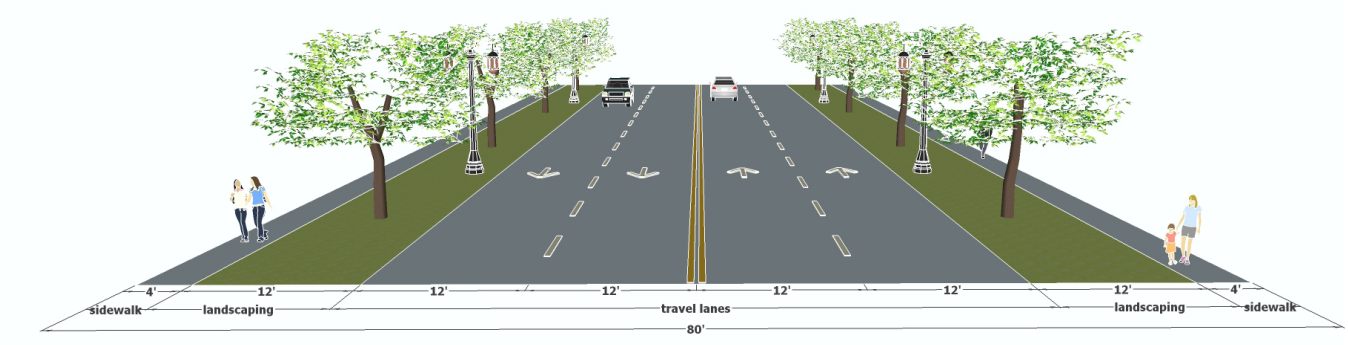


Figure 5.5 - Major Collector

5.3.7: Minor Collector

A minor collector, with a right-of-way of 60 feet, transports traffic to and from major collectors, minor arterials, and major arterials (Figure 5.6). Minor collectors within Webster include Blossom Street and Live Oak Street. These roadways afford only one travel lane in each direction. As is the case with most urban roadways, economic development and population growth outpace antiquated corridors. This is apparent with several minor collectors such as Blossom and Live Oak Streets.

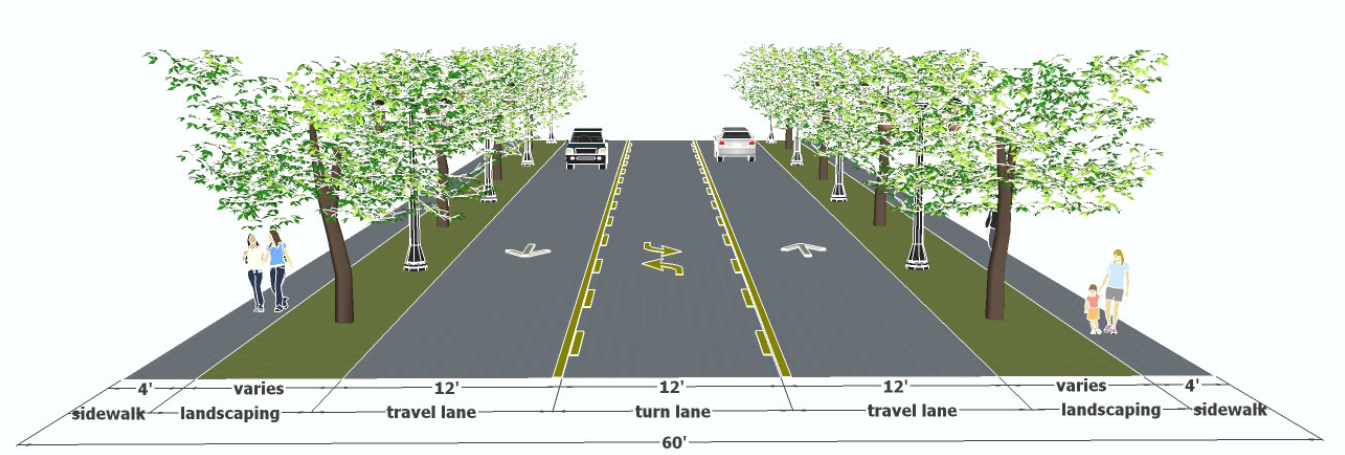


Figure 5.6 - Minor Collector

5.4 NASA Road 1 Bypass Extension and Beamer Road

The City of Webster's connection to Beamer Road via the NASA Road 1 Bypass Extension is a local and regional mobility project planned since the year 2000. This corridor will join NASA Road 1 Bypass to the west side of Interstate 45, connect to the north to Beamer Road, and intersect with NASA Parkway, Bay Area Boulevard, El Dorado, and Tall Ships. Beamer Road is becoming another major north/south roadway connection within the Clear Lake Area. The Beamer Road Extension Phase I has been completed connecting Beltway 8 in Houston with Bay Area Boulevard. League City has planned for a connection to the NASA Road 1 Bypass Extension (via Landing Boulevard), and Houston has planned for Beamer Road to extend south to connect to the future NASA 1 Bypass Extension (Figure 5.7).

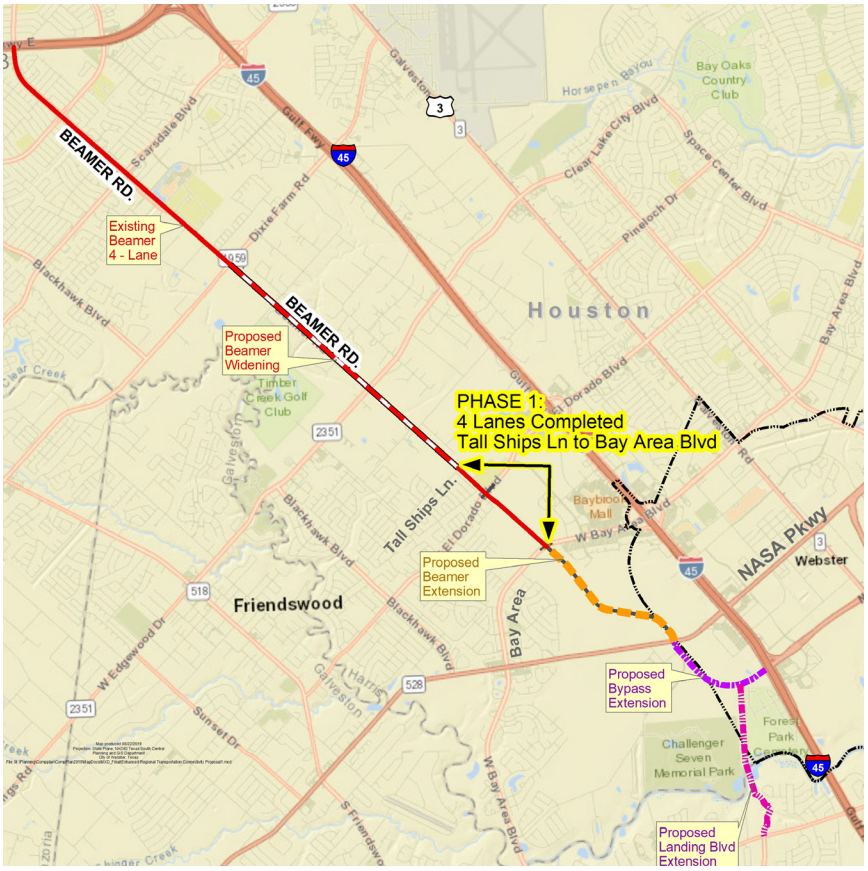


Figure 5.7 - Future Beamer Road Extension

The initial phase of the NASA Road 1 Bypass, a TxDOT project in which the City of Webster provided extensive assistance in utility relocations, was completed in 2008. The second phase, planned for the near future, is the NASA Road 1 Bypass Extension. This planned roadway will provide a new north/south route for a growing, super-regional population. Both the NASA Road 1 Bypass Extension and Harris County's Beamer Road Extension are considered integral for mobility, economic development, and emergency evacuation.

5.5 Bikeways and Pedestrian Routes

Bicycle and pedestrian routes not only provide an alternative mode of transportation but also serve the recreational needs of constituents. Eliminating barriers to bicycle and pedestrian mobility is a significant feature in cycling and

pedestrian planning. Freeways, major arterials, railroads, water features, and topography can impose significant barriers in access and mobility. As cities grow and multi-modal improvements become more feasible, designated bicycle routes, on-street bikeways, and off-street hike and bike trails should be developed to link major attractions and destinations throughout the community.

5.6 Pedestrian Walkways and Sidewalks

Pedestrian walkways, sidewalks, and crosswalks are part of the City's existing transportation system to accommodate pedestrian activity in residential neighborhoods, commercial business areas, and around schools, parks, and other community facilities. Opportunities exist to increase the number of sidewalks while enhancing pedestrian and bicycle safety throughout the community (Figure 5.8, p. 34)

5.7 Bikeway Plan

In anticipation of the increasing number of cyclists, a bikeway plan is a vital component of the City's transportation plan to promote bicycle commuting and recreation, provide linkages among community facilities and employment centers, and to ensure safe routes with adequate striping and right-of-way. The State recognizes bicycles as a vehicle with all the responsibilities and rights of roadway use provided to motor vehicles. As such, cyclists can legally ride on any street in Webster, with the exception of Interstate 45 where it is prohibited by State law.

Just as there are five types of roadways in Webster for motor vehicles, these same types exist for cyclists. Certain types of roadways are more attractive to cyclists than others due to factors such as traffic volume, speed, street design, and location.

Local and collector streets are suitable for use by most adult bicycle riders, while minor arterial streets are suitable for limited use by bicyclists due to higher traffic volumes and speeds. Arterials, especially those with shoulders wider than four feet, attract sport cyclists interested in longer-distance travel with fewer interruptions. Typical sections for different bikeway classifications are displayed in Figures 5.9–5.11 (pp. 33 & 35). Like natural amenities found in its creeks, parks, and recreation areas, Webster has various rights-of-way and easements that present opportunities for the future development of bicycle and pedestrian facilities, such as projects that incorporate multi-use trails and scenic beautification areas.

The integration of bike facilities with adjacent communities and entities is another factor for consideration in further developing a bikeway plan. Through connecting Webster's bike facilities with other communities, a regional bike system can be built.

5.7.1: Bike Lane

Bicycle lanes are the most commonly used bike facility in Webster. A bicycle lane typically consists of a 4 foot to 5 foot wide lane adjacent to the slow traffic lane. An example of a bicycle lane found in Webster can be observed on NASA Parkway (Figure 5.9).

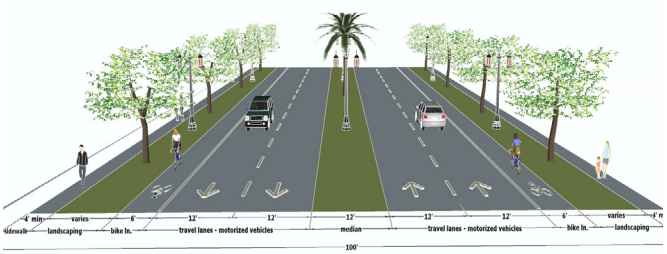


Figure 5.9 - Bicycle Lane

5.7.2: Hike and Bike Trail & Shared-Use Path

A hike and bike trail (Figure 5.10) facilitates the recreational needs of constituents within the City. These trails are commonly found adjacent to bayous or creeks; used by walkers, joggers, runners, and bicyclists. For pedestrians and bicyclists to use these trails simultaneously, the ideal width needs to be approximately 12 feet. The City of Webster has completed trails on FM 270/Egret Bay Boulevard and a portion of NASA Parkway, resulting in the beginning stage of a hike and bike system similar to those existing throughout the Houston area.

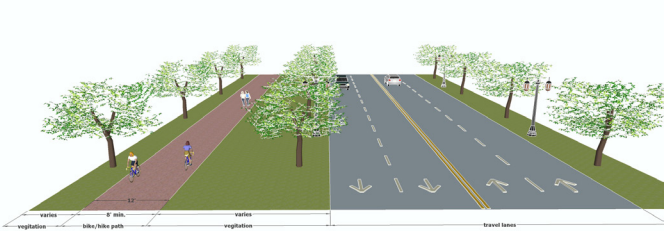
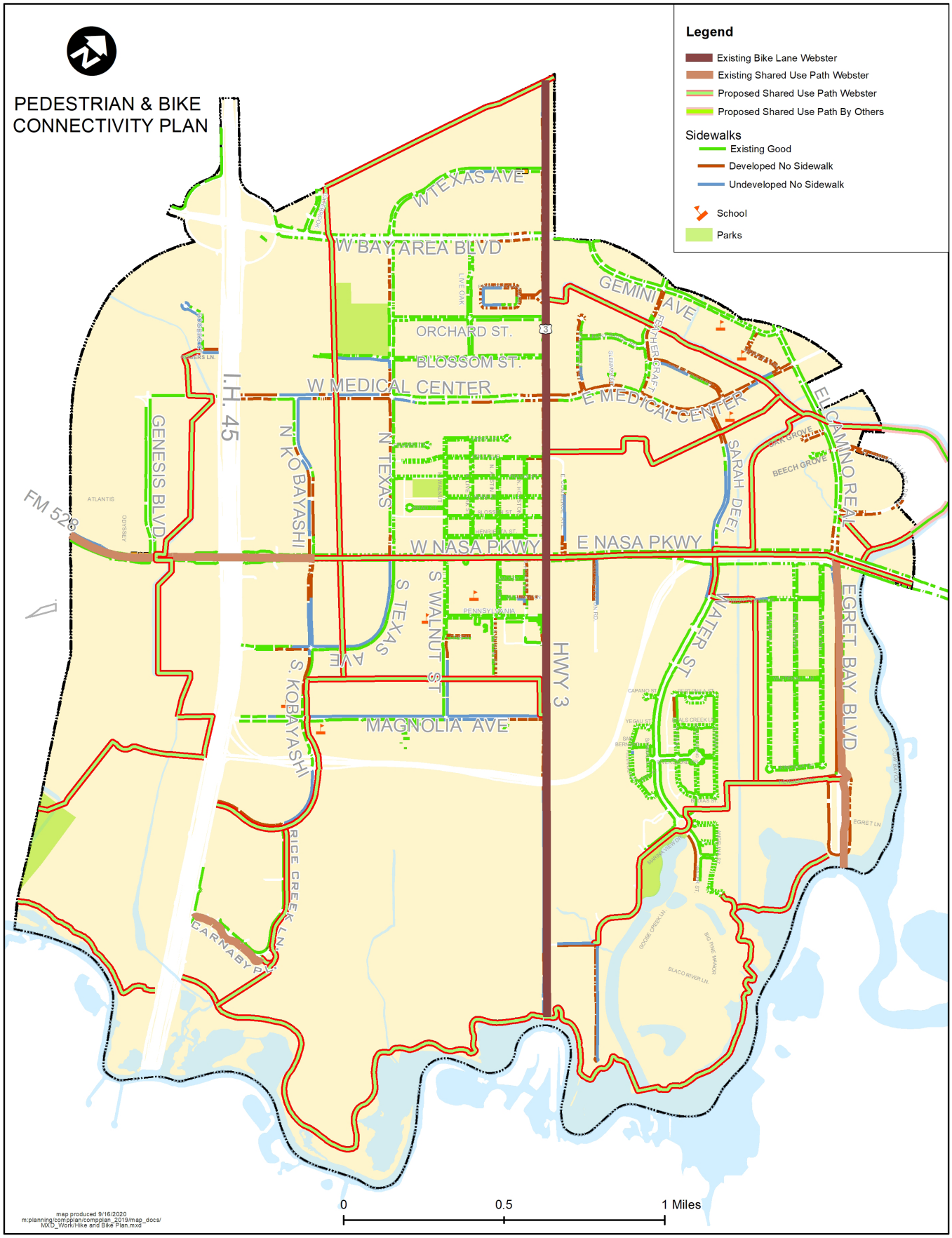


Figure 5.10 - Hike and Bike Trail

Figure 5.8 - Pedestrian Walkways and Sidewalks



5.7.3: Sharrow

Another option for bicycle facilities in Webster is a wide curb lane, also known as a "sharrow" (shared-lane pavement marking). With this extra-wide 15 foot traffic lane, cyclists use this space in locations where there is not enough right-of-way for a bicycle lane. Sharrows afford the rider the ability to safely ride within the lane, while still allowing a motorist an opportunity to pass. This type of bike facility has not been developed in Webster, but is used in the Houston region (Figure 5.11).

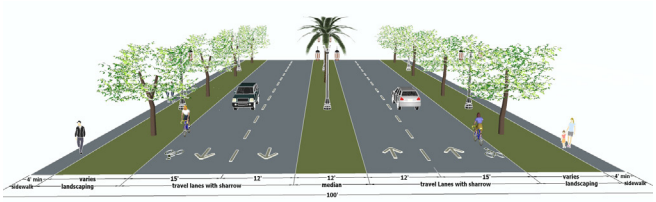


Figure 5.11 - Sharrow Lane

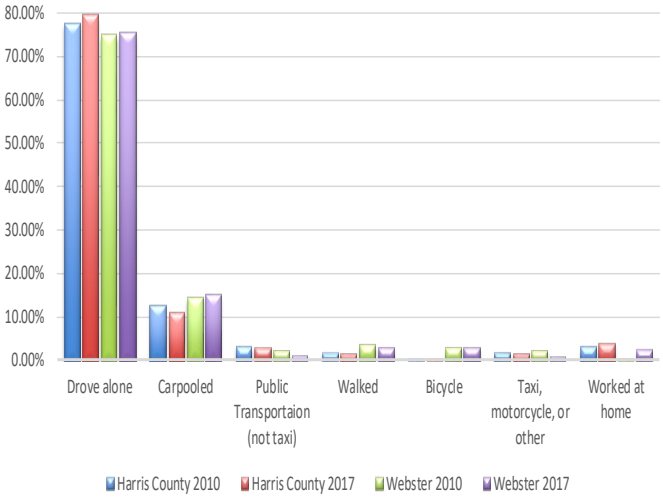
5.8 Public Transportation

The Metropolitan Transit Authority (METRO) provides fixed-route bus service throughout the region. Park and Ride facilities located outside of the City of Webster, on Bay Area Boulevard and El Dorado Boulevard, are available for Webster residents. These facilities provide transportation to downtown Houston, NASA Space Center, Fuqua Park and Ride, and the Eastwood Transit Center. Webster does not have any other public transit within its boundaries but is a part of the Houston-Galveston Area Council (H-GAC), which is the metropolitan transportation planning organization in the 13 county Houston-Galveston area.

H-GAC's Transportation Policy Council approves the Regional Transportation Plan (RTP) and Transportation Improvement Program (TIP). H-GAC is involved in thoroughfare planning, hurricane evacuation planning, mobility, and air quality programs for the region. Webster is also a member of the Bay Area Transportation Partnership (BAYTRAN). This organization, which serves parts of three counties constituting Bay Area Houston, over 30 communities, and one million residents, provides information to communities and businesses regarding transportation initiatives.

5.8.1: Commuting Patterns

Currently, the dominant form of transportation within the City of Webster is individual commuters in cars, trucks, or vans. However, according to the U.S. Census American Community Survey, the Webster community utilizes carpooling more than the average for Harris County (Figure 5.12). There are also a fair amount of residents who are able to work from home, greater than the Harris County average.



Source: 2017 American Community Survey

Figure 5.12 - Commuting Patterns

In Webster, minor arterials include Medical Center Boulevard (shown here), Texas Avenue, and FM 270/Egret Bay Boulevard.

5.9 Vision, Goals, and Actions

The Comprehensive Plan stakeholders formulated a vision, series of goals, and actions to serve as a framework for the implementation of the transportation chapter. The vision statement below was prepared as a foundation for the goals and actions that follow. These goals and actions are numbered for reference purposes only and do not suggest a priority.

Vision: Foster a thoroughfare system that provides safe and efficient movement of goods and people and alternative modes of transportation, while also protecting the integrity and security of neighborhoods.

Goal 5.1 – Mobility: Establish a hierarchy of thoroughfare classifications that facilitate the safe and convenient flow of traffic throughout the community.

Action 1. Acquire additional rights-of-way to facilitate turn lanes and acceleration/deceleration lanes to provide increased traffic capacity and mobility at intersections.

Action 2. Adopt access management regulations on arterial roadways for driveways, street connections, medians, median openings, auxiliary lanes, on-street parking, traffic signals, turn lanes, and pedestrian and bicycle facilities.

Action 3. Require traffic impact studies and mitigation actions for large scale development proposals.

Action 4. Collaborate with TxDOT, H-GAC, and Harris County, in achieving desired infrastructure improvements in conformance with the Thoroughfare Plan.

Goal 5.2 - Multi-Modal Transportation: Promote alternative modes of transportation and related facilities, including pedestrian and bicycle routes.

Action 1. Fund and construct a comprehensive pedestrian and bicycle system to serve both recreational and alternative transportation needs.

Action 2. Pursue Federal and State financial assistance grants for pedestrian and bicycle transportation projects.

Action 3. Continue aggressive enforcement of speed limits and other traffic laws near schools, parks, and residential areas.

Action 4. Prioritize sidewalk projects to promote connectivity.

Goal 5.3 - Branding and Beautification: Plan for the increasing demand for transportation facilities while preserving and enhancing the attractiveness of the environment.

Action 1. Plan and acquire right-of-way for thoroughfares to include open space areas, buffer zones, and aesthetic enhancements.

Goal 5.4 - Recreation and Health: Provide shared-use paths that incorporate the natural environment with overlooks, nature information, and natural plantings.

Action 1. Design shared-use paths with a special focus on incorporating overlooks and opportunities for learning for the community.

Action 2. Partner with non-profit groups to include a direct connection to nature along shared-use paths, in particular those adjacent to Clear Creek.

Goal 5.5 - Private Roadways and Driveways: Provide opportunities for commercial developments to utilize private roadways or shared drives, instead of local roads maintained by the City.

Action1. Work with developers to allow private roadways or roadway easements to provide for access to parcels.

Action 2. Ensure that the property owners maintain driveways or private roadways by the use of an association that collects dues for maintenance.

6.1 Introduction

The City has a direct interest in the appearance of its roadways, buildings, and parks. This chapter of the Comprehensive Plan focuses on visually improving the City of Webster by identifying areas for improvement, articulating a vision to improve those areas, and determining a process or methodology that will guide implementation.

As the built environment is critical for the branding of a community, a city has the opportunity to shape certain aspects in its favor, a process known as community enhancement. Those traveling within Webster make conclusions about the municipality based on elements like the quality of streets, landscaping, types of businesses, buildings, and residences. The significance of community enhancement cannot be overstated since the built environment influences the daily lives of constituents, plays a significant role in business attraction, expansion, and retention, and impacts the City's property tax base, sales tax base, and ability to attract visitors.

6.2 Elements of a Streetscape

The streetscape encompasses the visual elements of a corridor, such as pavement treatments, sidewalks, landscaping, streetlights, signage, street furniture, benches, public art, sculptures, bike racks, special lighting, building setbacks, buildings, fountains, waterways, rest areas, and more. In establishing and promoting Webster's brand, the streetscape is one of the essential elements as it "frames" the environment by indicating the character and condition of the area. Smart Growth America defines "complete streets" as impeccable, attractive, unique roadways designed for all possible users. Additionally, "complete streets" enable safe access for pedestrians, bicyclists, motorists, and public transportation, and encourage healthy lifestyles as well as a reduction in transportation costs. The American Planning Association lists 12 characteristics of a "Great Street" (Table 6.1).

"GREAT STREETS" as defined by the AMERICAN PLANNING ASSOCIATION
1. Provides orientation and connectivity or location, accessibility, and mobility-- the street design accords with the street users and flows or connects to other streets or areas.
2. Balances competing needs of the street--driving, transit, walking, cycling, servicing, parking, and drop-offs.
3. Uses topography and natural features for aesthetic purposes or artificially creates those features.
4. Contains unique or interesting activities or elements that are appealing and memorable.
5. Incorporates urban design or architectural features that are exemplary in design.
6. Correlates with bordering uses and allows for continuous flow and activity.
7. Encourages frequent and longer visits; fosters vibrant, sustainable business and social activity.
8. Utilizes hardscape and landscape to great effect.
9. Promotes safety of pedestrians and vehicles around the clock.
10. Promotes sustainability through "green" practices--regarding irrigation, energy, impervious surfaces, and heat islands.
11. Ensures excellent maintenance without high operation costs.
12. Brands or promotes area as memorable, unique, innovative, and novel.

Table 6.1 - 12 Characteristics of a "Great Street"

6.2.1: Webster's Best Streetscapes

The City of Webster has several great streetscapes, some of which have been recently constructed. Genesis Boulevard, Jasmine Avenue, Rice Creek Lane, and Carnaby Place all have incorporated sidewalks, landscaping, and aesthetic elements to complement the new development they anticipate. These roadways are exemplary examples of roadways that incorporate the visual elements to further reinforce the brand of the City (see Figure 6.1, p. 38).

The City cannot solely focus on new roadways as improvements to older roadways often present themselves. The City operated as a partner with TxDOT with the redesign of Highway 3 to improve the roadway. This collaboration enabled the creation of medians, sidewalks, a shared-use path, and landscaped islands. Collaboration has worked

Figure 6.1 - Great streetscapes - Jasmine Avenue and Genesis Boulevard

well on other roadway projects such as Bay Area Boulevard and Medical Center Boulevard through our partnership with Harris County. These corridors feature landscaped medians, stately palms and oaks, sidewalks, streetlights, and vibrant businesses. Bay Area Boulevard is a vibrant retail district with its array of top-notch full-service, fast-casual, and quick-serve restaurants, successful retailers, hotels, and office buildings. Bay Area Boulevard is both pedestrian and automobile friendly, accommodating over 100,000 vehicles daily. Medical Center Boulevard is the premier corridor for Webster's substantial medical center. This corridor, both pedestrian and automobile friendly, features an elevated walkway over Medical Center Boulevard connecting HCA Houston Healthcare Clear Lake with The Heart Hospital at HCA.

6.3 Complete Street Policy

The goal of the "Complete Streets" movement is to ensure that all users of a transportation network are accounted for during the construction of roadway improvements. Although safety is a major component of this plan, roadways must also be designed for social, economic, and environmental practices to create an amenity for the community. NASA Parkway would benefit from a complete redesign incorporating "Complete Streets" principles. (Table 6.2).

Complete Streets Principles
• Provide for sidewalks and design for bikes.
• When possible have convenient street parking.
• Incorporate street trees and landscaping.
• Ensure safety of all users.
• Create a connection to businesses and pedestrians.
• Provide context for street design.
• Consider street lighting, artistic elements and pedestrian amenities.

Table 6.2 - Complete Streets Principles

6.4 NASA Parkway

Elected and appointed officials, constituents, and staff have attempted through the years to enhance NASA Parkway from an older, less attractive, disjointed corridor into a vibrant, upscale, attractive, thematically unified roadway. This effort to improve NASA Parkway is reinforced by the completion of the NASA Parkway Revitalization Plan, a mixed-use development plan. The goal of achieving redevelopment on NASA Parkway, one of the oldest corridors of the City, remains a substantial challenge. Though the goal is attainable, it will be both costly and time intensive. (Figure 6.2).

Figure 6.2 - NASA Parkway, circa 2000 and today

6.4.1: NASA Parkway Enhancement Priorities

1. Perform a capital improvement project that designs a visually appealing corridor with pedestrian amenities, pavement enhancements, and a median.
2. Consider innovative ideas, such as a road diet, which utilizes existing rights-of-way to maximize multi-modal activities, or widening the street, thereby adding more options to accommodate an esplanade, turn lanes, wider sidewalks, and enhancements.
3. Increase pedestrian walkways, accommodate public gathering areas, and incorporate public parking lots on side streets.
4. Continue to work with TxDOT, HGAC, and other organizations.
5. Consider a management district that can assess properties within a defined area for the sole purpose of improving the district for economic and community development.
6. Provide an event on NASA Parkway that brings people to the street and shows the potential for gathering.

6.5 Regional Projects Incorporating Streetscape Improvements

The future of Webster's major roadways is tied to economic and community development, as corridor enhancements require capital investment. Regional examples for transforming focused areas or districts, including their corridors, are prevalent within the Greater Houston Metropolitan Statistical Area. In the case of Nassau Bay Town Center and Greater East End, the roadways were revitalized, modernized, and transformed in concert with new development.

6.5.1: Nassau Bay Town Square

The City of Nassau Bay initiated an economic development project called Nassau Bay Town Square, a 31-acre mixed-use development. Started in 2008 with the creation of a management district, the area features a 313-unit luxury apartment complex, a 176-room Marriott Hotel, the Saturn One Office Building, extensive retail-commercial venues, and new city hall facilities. Future projects planned within the district include 600,000 square feet of office space, 73,000 square feet of retail, and a 27,000 square foot conference center.

Figure 6.3 - Nassau Bay Town Square

A project of this caliber, totaling $150 million in new investment, requires a substantial amount of infrastructure improvements, including the design of streets, utilities, landscaping, and other relevant site work. In particular, Saturn Lane features a 210-foot long linear park that is within the 60-foot right-of-way. The linear park includes water features, aerospace themed public art, sidewalks with quality pavers, and superior landscaping. This public/private partnership project, with its elevated design standards, constitutes a high-quality master plan development. This project represents a significant improvement for the Nassau Bay community, revitalizing a stagnant commercial and office area in the city. The primary piece to the success of this project was the establishment of the NASA Area Management District. This management district assesses properties within a defined area for the purpose of improving and fostering economic development. The Nassau Bay Town Square is vigorously filling up its retail space with new restaurants, leasing office space, and generating additional traffic and sales tax in the City of Nassau Bay (Figure 6.3).

6.5.2: Greater East End Navigation Street Improvements

The Greater East End, located east of downtown Houston with major corridors such as Navigation Boulevard and Harrisburg, initiated a revitalization project through a management district created in 1999. Although this warehouse and commercial district flourished before the 1980s, it was in dire need of investment and transformation. The Greater East End Management District has been instrumental in leveraging a $5 million grant to transform Navigation Boulevard, which is the primary corridor for business.

Components of the Navigation Boulevard transformation include artistic enhancements, including decorative benches, public art, bike racks, special pavers, thematic trash receptacles, solar lighting, a linear park, and attractive landscaping. Effects of the management district improvements include increased private investment, business recruitment, and creation of a community gathering place. New businesses such as El Tiempo Cantina, Walmart, CVS, and Tout Suite Coffee House bring a significant return on investment to an area that was formerly distressed, resulting in nearly 100,000 people residing in this area now. The Greater East End, with its historical ties to the port, railroad, and oil industry, retained vestiges of its remarkable past through the various design elements of their streetscape and revitalized the defunct warehouse and commercial district into a unified, vibrant, attractive, and safe district. Without the proactive creation of the management district, it is unlikely that the transformation of the Greater East End would have happened (Figure 6.4).

Figure 6.4 - Houston East End, Navigation Boulevard

6.6 Gateway Signage

While there are many methods of branding a municipality, one of the more compelling methods is through the use of gateway signage. When gateway signage is installed on major corridors (entrances and exits of the City), identifying community themes are reinforced for residents, commuters, and visitors. Webster features gateway monuments on Bay Area Boulevard, Egret Bay Boulevard, Highway 3, and NASA Parkway (Figure 6.5, p. 41).

Figure 6.5 - Gateway Signage at entrances to Webster

Opportunities exist, however, to augment gateway signage to achieve thematic unity and create a more impactful statement capitalizing on Webster's identity and image. Cities frequently utilize gateway signage on major arterials to promote their "brand." One example on the Katy Freeway (Interstate 10) is located at the Bunker Hill exit, where a Texas star and memorable highway monuments are located. This highway monument serves as a landmark, way-finder, and branding tool (Figure 6.6).

Figure 6.6 - Highway Monuments

6.7 Single Family Residential Enhancement

Each of Webster's single-family neighborhoods is unique based on the era of construction, density, location, and lot size. The oldest subdivision in Webster is Webdale/Old Townsite. Dating to its origins in the 1930s, it has continued to develop with small infill lots today. The City's newest subdivision, Edgewater, a master-planned community built on a former brownfield site, began construction in 2005 and continues to develop today. Other neighborhoods, like Green Acres, feature homes that were constructed from the 1960s to present time. Due to the varying times of construction and development, the style and age of homes vary markedly. Walnut Place, built in 2003, is both a commercial and residential planned development that includes an office park on Texas Avenue as well as townhomes and single-family detached residences on Travis and Brad Court.

An analysis of single-family developments within the City illustrates that most residential homes are constructed with durable materials, such as brick, cement board, or stucco. Additionally, all of these subdivisions have a neighborhood park within their subdivision boundaries allowing quality outdoor space for children, family, and friends to enjoy. While most of the City's neighborhoods do not look homogeneous, most of the homes constructed with masonry requirements fit current standards. There are challenges and opportunities for enhancing the municipality's single-family residential neighborhoods. Infill development, property maintenance, and continued construction are crucial to improving the City's residential sector. Webdale/Old Townsite and Green Acres feature some vacant lots that are opportune for quality infill development.

6.7.1: Residential Enhancement Priorities

1. Ensure that park equipment is adequately maintained and updated as needed within residential communities.
2. Provide incentives for durable, time-tested, lasting building materials in the construction of single-family residences.
3. Continue to foster the completion of the Edgewater Development.
4. Utilize relevant City ordinances to mitigate and resolve maintenance issues.

6.8 Commercial Enhancements

The appearance and occupancy of commercial properties influence the City's commercial appearance. Upscale nationally or regionally recognized business enterprises are usually located in appealing buildings, complemented by attractive landscaping, lighting, and signage, whereas underperforming businesses tend to be located in less attractive shopping centers and buildings. The City features some commercial areas along major arteries, like NASA Parkway, that appear less appealing due to their age and use. In many instances, the buildings do not conform to the City's masonry standards, landscaping, signage, or setback requirements. This issue of enhancing nonconforming businesses along key corridors is a concern in the Comprehensive Plan (Figure 6.8, pg. 43). Ideas for redevelopment or transformation include the following:

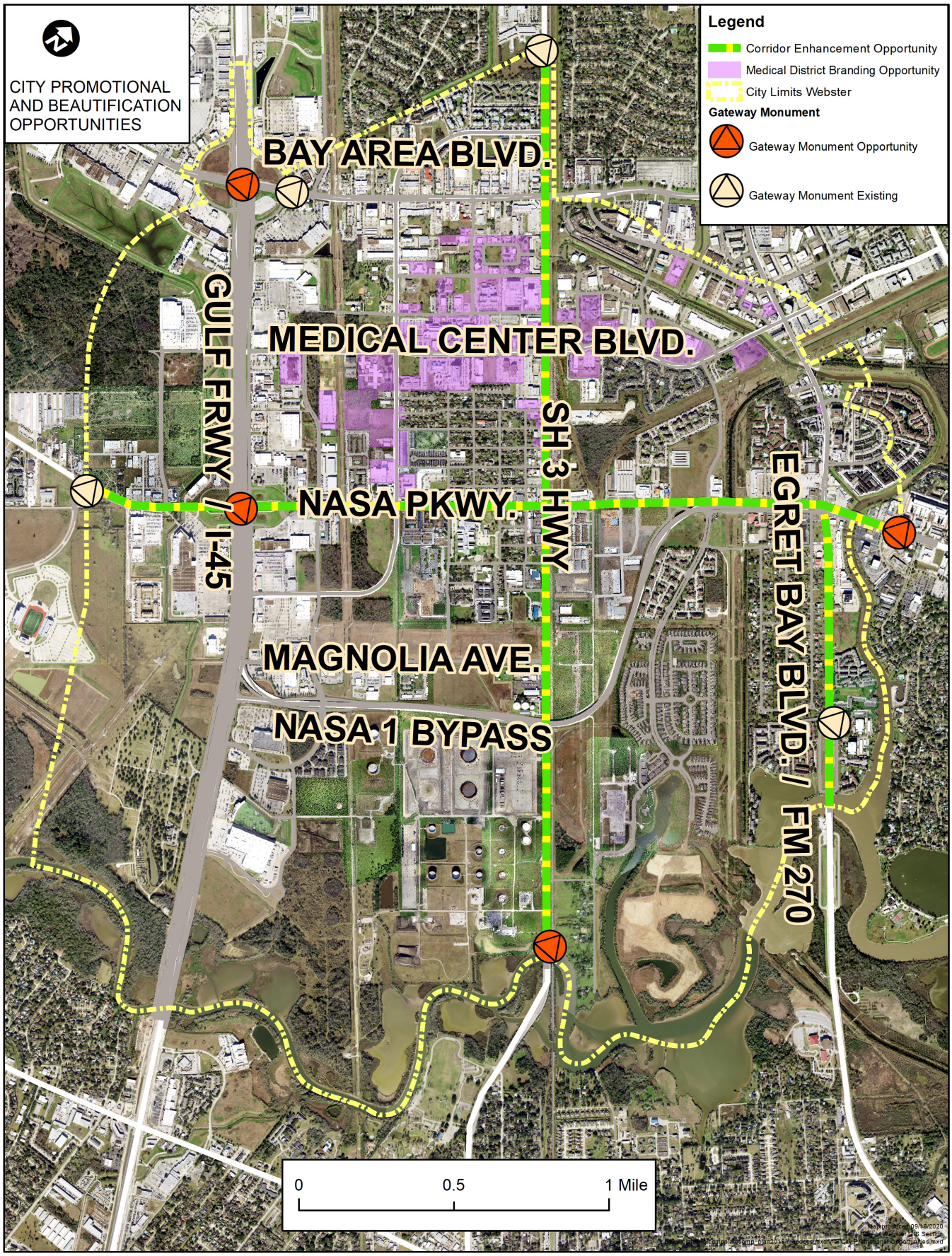
1. Secure an investor who seeks to partner with the City in redevelopment initiatives.
2. Consider a management district as a tool for redevelopment.
3. Incorporate design elements, such as water features and architectural accoutrements.
4. Promote the use of durable materials for all commercial buildings.
5. Provide minimum standards for parking lot lighting.
6. Continue to work with existing shopping centers to improve parking lot landscaping.

6.8.1: District Themes

Districts, or areas regarded as distinct units based on particular characteristics, can be viewed as opportunities to capitalize on positioning, branding, and marketing essential assets of the community. Frequently, districts can be further defined and promoted with unique enhancements to the district, such as design, signage, artwork, and landscape amenities. Some regional examples of well defined, compelling, vibrant districts in the region include Houston's Museum District, which consists of 20 museums within a 1.5 mile radius with 8 million visitors annually. This district is outlined in marketing materials as well as by its thematic street and directional signage, architectural standards, landscaping, and parking. Another Houston-area district,

Figure 6.7 - District Themes

Figure 6.8 - Promotional and Beautification Opportunities



Upper Kirby, is readily identifiable by its vibrant red color scheme, British-style artifacts, thriving businesses, and attractive residences (Figure 6.7, pg. 42). Like Houston, Webster has defined districts that could benefit from focused, thematic enhancements. The NASA Parkway District is established geographically but not thematically. Opportunities exist to revitalize and brand this iconic corridor with signage, art, and landscaping.

Webster's medical sector constitutes one of the City's most vibrant economic engines, therefore, needs enhancements within the two-mile area that further define and promote the City's invaluable, thriving healthcare industry. As Webster's medical sector accommodates 1.8 million visitors, this district offers an extraordinary opportunity to capitalize on its world-class healthcare offerings.

6.9 Utility Enhancement

While Webster has required underground utilities for commercial development since 1998, the City features an extensive, unsightly array of overhead utility lines that contribute to visual blight. These utility corridors can be overgrown with weeds and debris, which add to the overall unsightly view. As the Houston-Galveston region experiences weather events such as hurricanes, buried lines would provide better protection from power failure and greatly enhance the visual appeal of the City.

Options to ameliorate utility corridors and overhead utility structures:

1. Work with CenterPoint Energy to establish a cost for these improvements. While CenterPoint Energy will not pay to bury lines, the company will provide cost estimates to facilitate planning. The City can then determine which areas will result in the best return on investment. In the case of an area suitable for a management district, the management district could provide funding for removing unsightly overhead power lines.
2. Relocate overhead utility lines to alleys and rear of properties whenever possible.

6.10 Promotion of Building Materials

The State of Texas has limited the ability of cities to regulate building materials under House Bill 2439. This law has changed the way that cities are able to restrict building materials utilized for construction within the city. The City of Webster is properly positioned due to its utilization of Planned Development Districts for large portions of the City. All Planned Development Districts that have masonry requirements approved still must abide by those requirements. To overcome the limitations of House Bill 2439, the City of Webster should transition from a regulatory based code to requirements based on incentives to ensure desired building aesthetics (Table 6.2).

Possible Incentives for Masonry Compliance	
Increased height allowance	50% or more masonry
Less setback requirements, setbacks increased if less than 50% masonry	
Reduction in landscaping requirements (smaller tree sizes, less % of landscaping required)	
Economic Development incentives for voluntary masonry compliance	

Table 6.2 - Promotion of Building Materials

6.11 Community Building

The process of enhancing a community is not solely about buildings, streets, parks, and visual appeal but also about relationships, partnerships, events, and activities that propel a city in positive directions. Webster provides a range of community events including a City-wide cleanup, an annual fireworks show, summer youth camps, holiday promotions, After School Programs, fitness classes, and senior activities. These activities help create a sense of community and encourage a stronger and more vibrant Webster.

6.12 Vision, Goals, and Actions

The Comprehensive Plan stakeholders formulated a vision, series of goals, and actions to serve as a framework for implementation of the community enhancement chapter. The vision statement below was prepared as the foundation for the goals and actions that follow. These goals and actions are numbered for reference purposes only and do not suggest a priority.

Vision: Facilitate an active community that is attractive and desirable for residents, businesses, and visitors to the City.

Goal 6.1: - Enhance the visual and aesthetic character of the community through the establishment of programs, standards, and guidelines.

Action 1. Develop and implement incentives and right-of-way projects to enhance the aesthetic appeal of the community.

Action 2. Create a program to organize and promote the maintenance and upkeep of neighborhoods and business districts.

Action 3. Continue to cite and enforce code violations.

Action 4. Enhance or maintain public infrastructure, such as streets, traffic signals, signage, sidewalks, crosswalks, and parks, especially in highly visible areas of the community.

Goal 6.2: - Improve corridors and gateways into and throughout the community to promote strong branding and first impressions.

Action 1. Generate specific gateway and corridor plans for public improvements, such as traffic signals, landscaping, and entrance signage.

Action2. Design, fund, and construct appealing monument signage and install them at unmarked gateways.

Action 3. Utilize plant materials that are proven performers in the region. Install low maintenance, hardy, drought-resistant plant materials in public rights-of-way.

Action 4. Determine and pursue additional funding sources for enhancement projects and develop a timeline for submitting applications to necessary agencies.

Goal 6.3: - Improve the visual environment in high priority areas of the City by relocating or burying overhead power and utility lines where practical and feasible.

Action 1. Identify and consider alternative solutions for overhead power lines. Partner with local providers to determine the cost, timing, and feasibility of relocating overhead lines underground throughout the City or in targeted locations such as defined enhancement corridors and nodes. Incorporate costs to bury overhead power lines along enhancement corridors into the Capital Improvement Program and Annual Budget.

Action 2. Amend applicable ordinances, whenever possible, to require utility lines to be buried or utility easements to be located at the rear of lots or along the perimeter of new subdivisions.

Goal 6.4. - Revitalize antiquated commercial areas of the City.

Action 1. Research funding opportunities for enhancing business corridors.

Action 2. Consider the creation of a management district within Webster which has the authority to levy an assessment apportionment.

7.1 *Introduction*

Police, fire, emergency medical services, and emergency management are integral to the economic development and betterment of the community. Development and sustainability are dependent upon the City's public safety expertise since police, fire, emergency medical services, and emergency management define a community's quality of life and illustrate a community's character, brand, and vibrancy. Effective public safety is vital for outstanding community and economic development as potential residents, businesses, and visitors seek to reside, invest, conduct business, and travel within safe, stable communities.

Webster has had a longstanding reputation for providing, funding, and promoting exemplary public safety services. The Webster Police Department, with its staff of 70 employees, is a "Recognized" law enforcement agency by the Texas Law Enforcement Recognition Program. The Webster Fire Department, a full-time staffed department located in a new 22,000 square foot fire station, carries the best Insurance Services Office (ISO) rating of 1. While the community features a residential population of 11,000+, its daytime population exceeds 200,000 due to over 2,000 businesses within the municipality. Webster's ability to respond immediately to emergency calls (Police, Fire, or EMS), proactively prevent crime, and respond to major weather events, is tremendously important to the municipality's constituents who rely on efficient and effective public safety services. Superior public safety services have many benefits including lower insurance rates, reduction in crime, quick responses during emergencies, and increased public awareness. This section is devoted to planning for public safety services amidst Webster's growth.

7.2 Police

For nearly a decade, the Webster Police Department has been designated as a "Recognized" law enforcement agency by the Texas Police Chiefs Association Law Enforcement Recognition Program. This recognition is awarded every four years and is the gold standard for police agencies in Texas, representing stringent compliance with 164 best practices in nearly every aspect of law enforcement operations. This voluntary program, which requires in-depth internal and external analysis and review to prove compliance with a multitude of rigorous standards, was achieved by the Webster Police Department in 2010, 2014, and 2018. The Webster Police Department is one of 158 recognized Texas police departments in this program.

As the municipality is special in its composition of businesses and residences, Webster's Police Department is unique as well. Webster's Police keep pace with the continuous influx of visitors while striving to proactively reduce crime and traffic incidents. The Webster Police Department is composed of Patrol, Criminal Investigation, Communications, and Administration Divisions. The Patrol Division provides routine police patrol, provides response to calls for service, enforces traffic laws, and conducts accident investigations. The Criminal Investigation Division is responsible for conducting criminal investigations, investigating crime scenes, and investigating drug offenses. The Communications Division serves as the 911 call center, dispatches police, fire and EMS to calls for service, and provides for records management. The Administration Division leads the department by handling the daily operations, maintaining the Recognition Program requirements, overseeing the budget, providing training opportunities, and managing media and public relations. The Webster Police Department has successfully applied for and obtained grants for equipment and training and will continue to seek additional grant opportunities.

Webster Police Department's model of intelligence led policing, by which the Department assesses and manages risk to deter crime, has been very successful. In this model, the Police Department gathers and analyzes crime and social data to identify criminals and crime trends within the community and surrounding region. This analysis directly effects the allocation of police resources to prevent, deter, and respond to crime trends. The creation of a Street Crimes Unit has been instrumental in gathering intelligence and analyzing patterns within the community.

The Webster Police Department considers itself a Community Policing Agency in that it strives to be integrated into the community and responsive to community needs and beliefs. In furtherance of that goal, the Department actively pursues opportunities for involvement in community activities and routinely interacts with local schools and various social and community groups.

In 2006, the Webster Police Department created the Citizen's Police Academy, a 10-week program designed to educate citizens about the duties, responsibilities, policies, and procedures of the Department. This highly successful program covers a multitude of topics related to law enforcement, including patrol, criminal laws and procedures, criminal investigations, crime scene investigations, police equipment, defensive tactics, narcotics investigations, dispatching, K-9, and firearms training. This program permits participants to ride along with an officer on patrol and engage in realistic activities and real-time, relevant interaction. A Citizen's Police Academy Alumni group has been formed and is focused on assisting the Police Department and ensuring a safe community.

7.3 Fire Protection

The Webster Fire Department commits itself to the protection of the lives and property of its residents and visitors. This premier department consisting of a staff including a Fire Chief, Assistant Fire Chief, Fire Marshal, Assistant Fire Marshal, Fire Prevention Specialist, and 15 full-time firefighters, provides around the clock coverage of the City. The Department transitioned from a volunteer fire department to a full-time department to expedite calls for service, reduce response times, and provide 24 hour coverage. The Webster Fire Department follows best practices and is known throughout the region for its prevention and emergency response capabilities while keeping pace with the City's commercial and residential growth.

The 22,000 square foot station, built to withstand wind speeds of up to 146 miles per hour, also serves as the Emergency Operations Center (EOC). The facility consolidates Fire Operations, Fire Marshal Division, Fire Administration, Emergency Medical Services, and Emergency Management. This facility also serves as home base for the Department's well regarded Regional Search and Recovery Dive Team.

Webster's Fire Department provides services for the City by responding to structural fires, motor vehicle accidents, medical incidents, fire alarms, severe weather, natural disasters, and other emergencies, in addition to rendering mutual aid to surrounding areas. Fire Station 1 has been built to serve the growing community for decades to come.

The Webster Fire Department is rated in the top 1% of United States cities earning the prestigious Insurance Services Office (ISO) number 1 rating, the result of the City's exceptional level of fire service and investment in personnel, equipment, facilities, services, training, and inspections. The Fire Department will continue to provide exemplary services as the Department keeps step with the growing commercial and residential population.

Many elements characterize Webster's top-notch emergency response proficiency including computer-aided dispatch, direct communication among providers and staff, discussion of techniques, strategies, and best practices, as well as the requirement of the Webster Fire Department that firefighters possess a minimum certification as Emergency Medical Technicians.

7.4 Emergency Medical Services (EMS)

The Fire Department oversees the Emergency Medical Services Operation. Webster contracts with a private provider for emergency medical services providing an advanced life support level of service. Although a minimum of two ambulances are dedicated to the City, the contractor has multiple units available as needed. Emergency Medical Services (EMS) meets stringent response criteria maintained and monitored by the Webster Fire Department.

7.5 Emergency Management

The City provides emergency management through its Fire Department that oversees the planning and implementation of the City's Emergency Management Program. The City is susceptible to severe weather, flooding, and hurricanes. The Emergency Management Division guides the municipality through each of the four phases of emergency management:

Mitigation – removal of conditions that may become hazardous

Preparedness – the development of a plan of action, including information on personnel, equipment, supplies, and services available to the City during floods, severe weather, hurricanes, hazardous material events or terrorism

Response – mobilization of necessary services and responders, including secondary services such as specialized rescue teams

Recovery – the restoration of life to a pre-event state

Webster's Emergency Management serves as a cooperative model, using detailed planning, regional focus, and adherence to stringent FEMA guidelines. Emergency Management works as a liaison with most of the City's departments, including Fire, Police, and Public Works, and outside organizations such as NASA's Johnson Space Center, Harris County, City of Houston, and area hospitals. As a liaison, Emergency Management governs the distribution of resources and allocates assets for emergencies.

In preparation for disaster, mutual aid agreements, memorandums of understanding, and coordination with various public and private entities act as a "force multiplier" in leveraging resources for emergencies. The City also maintains a proactive approach to the maintenance of drainage facilities, including City controlled ditches, storm sewers, and enforcing certification on existing private detention ponds. The Public Works Department is critical in the mitigation strategy for the City of Webster. This approach leads to less property damage and loss of life due to a drainage system performing as intended.

7.5.1: Definition, Vision, Mission, and Principles

Definition: Emergency Management is the managerial function charged with creating a framework within communities to reduce vulnerability to hazards and cope with disasters.

Vision: Emergency Management seeks to promote safety and build a resilient community that is capable of coping with hazards and disastrous situations.

Mission: Emergency Management protects communities by coordinating and integrating all activities necessary to build, sustain, and improve the capability for mitigating against, preparing for, responding to, and recovering from threatened or actual disasters, acts of terrorism, and other man-made disasters.

Principles: The Emergency Management Department's work effort and purpose derive from these eight tenets:

Comprehensive – emergency managers must consider all hazards, all phases, all stakeholders, and all impacts relevant to disasters

Progressive – emergency managers must anticipate future disasters, prepare procedures, and take preventive measures to build resiliency and resistance to disaster in communities

Risk-driven – emergency managers must use sound risk management principles (hazard identification, risk analysis, and impact analysis) in delegating priorities and resources

Integration – emergency managers must ensure a unity of effort among all levels of government and elements in the community

Collaboration – emergency managers must create and sustain broad and sincere relationships among individuals and organizations to encourage trust, advocate a team atmosphere, build consensus, and facilitate communication

Coordination – emergency managers must synchronize the activities of all relevant stakeholders to achieve a common purpose

Flexibility – emergency managers must use creative and innovative approaches to solving disaster-related challenges

Professionalism – emergency managers must adopt science and knowledge-based approaches, founded on education, training, experience, ethical practice, public stewardship, and continuous improvement

7.6 Vision, Goals, and Actions

The Comprehensive Plan stakeholders formulated a vision, series of goals, and actions to serve as a framework for implementation for the Public Safety Chapter. These goals and actions are numbered for reference purposes only and do not suggest a priority.

Vision: Maintain a safe municipality with the ability to manage emergencies, hazards, and disasters effectively.

Law Enforcement

Goal 7.1 - Prevent, control, and reduce crime.

Action 1. Provide an appropriate level of law enforcement services.

Action 2. Foster mutual aid agreements with other local, state, and federal law enforcement agencies.

Action 3. Maintain an average response time of four minutes or less for priority-one (life threatening) calls.

Action 4. Utilize innovative policing techniques to reduce crime within the community.

Goal 7.2 - Collaborate with citizens, businesses, and other stakeholders to prevent crime.

Action 1. Partner with community stakeholders to educate the public about crime prevention.

Action 2. Support neighborhood crime watch groups, citizens police academy programs and other volunteer based initiatives to reduce crime.**Goal 7.3 - Ensure adequate police facilities exist for supporting a highly effective police department.**

Action 1. Examine relocating the Police Department to the property north of the Fire Station or rebuilding the current Police Department in phases.

Action 2. Increase the amount of secure space for evidence and ensure that necessary testing facilities are available to the Police Department to aid in the investigation of criminal offenses.

Fire Department

Goal 7.4 - Maintain a high level of service.

Action 1. Ensure that "first out" (engine/aerial/rescue) apparatus have four personnel assigned per unit, and that the ancillary and support units are adequately staffed.

Action 2. In anticipation of the residential population exceeding 15,000 residents or commercial businesses exceeding 3,000, plan for additional personnel and equipment as call volume will increase in tandem.

Action 3. Review and modify the Fire Protection Plan to ensure best practices are achieved.

Action 4. Monitor and analyze Fire Operations to provide appropriate service.

Action 5. Provide an average response time of four minutes and 59 seconds or less for priority one (life threatening) calls.

Action 6. Foster mutual aid agreements with other local, state, and federal entities.

Goal 7.5 - Maintain and replace apparatus as needed to ensure Webster is able to meet service demand.

Action 1. Replace vehicles according to time in service: Aerial apparatus every 15 years; Fire Department engines every 10-20 years; and Lightweight support vehicles every 5 to 7 years.

Action 2. Purchase vehicles and equipment as needed to meet demand or special conditions.

Action 3. Ensure that the City's plan is compliant with state and federal guidelines.

Emergency Medical Services (EMS)

Goal 7.6 - Deliver an effective level of service.

Action 1. Ensure adequate availability of Emergency Medical Services to satisfy calls for service.

Action 2. Achieve response time of under four minutes and 59 seconds for 90% of priority one (life threatening) calls and a response time of under nine minutes and 59 seconds for priority two (non-life threatening) calls.

Emergency Management

Goal 7.7 - Achieve and implement an effective plan for emergency management.

Action 1. Coordinate with various departments, volunteers, and non-profits; local, state, and federal agencies; and surrounding jurisdictions to plan for emergencies.

Action 2. Apply for funding opportunities to enhance the City of Webster's ability to mitigate risks within the community.

Action 3. Investigate innovative approaches for mitigating risk and providing for an effective emergency management plan.

8.1 Introduction

The final chapter details the implementation of the Comprehensive Plan's short and long term vision for the City of Webster. The preceding chapters - Introduction, Vision, Community Profile, Land Use, Transportation, Community Enhancement, and Public Safety - contain a composite of statistics, descriptions, analysis, recommendations, and action items, to achieve the overall vision for the City. The Comprehensive Plan features several strategies to achieve its goals, some requiring extensive capital, time, and diligence while others are readily attainable. The first step toward implementation of the Comprehensive Plan is a recommendation for adoption by the Planning and Zoning Commission followed by formal adoption by City Council.

8.2 The Continuous Planning Process

As the City Charter mandates the Comprehensive Plan be updated every five years, this schedule corresponds with the dynamic nature of the municipality - growth patterns, economic development, transportation, infrastructure, and more. As Webster is constantly changing and growing, the City allows modifications and refinements to the Comprehensive Plan when warranted to stay relevant in this ever changing environment.

8.3 Implementation Process

The Comprehensive Plan serves as a guide for elected and appointed officials, City staff, constituents, property owners, and prospective investors in delineating methods, strategies, tools, and programs for implementing elements that lead to development and redevelopment. Land use regulations, development criteria, zoning, building codes, capital improvement programs, public-private partnerships, and the City's annual budget serve as conduits for implementation.

8.4 Funding Sources

As most projects require capital for implementation, funding can be derived from a variety of sources, including federal, state, and county government, private investors, and foundations. Creation of public-private partnerships, the management of special districts, or economic development projects constitute potential sources of funding.

8.5 Implementation Actions

The Comprehensive Plan is a dynamic, thorough document requiring the implementation to transform these guiding words into actions. After its adoption, it serves as a guide for the development and redevelopment of the City. The Plan's implementation rests upon the actions depicted in the following pages.

Goals And Actions

	0-2 YEARS	2-4 YEARS	5+ YEARS
GOAL 4.1: Redevelop NASA Parkway and ensure the City of Webster establishes a mixed-use pedestrian-friendly corridor.			
1. Evaluate other similar mixed-use projects throughout the region to facilitate the successful completion of the NASA Parkway Revitalization Plan.	X		
2. Provide a capital improvement project to enhance the NASA Parkway streetscape and beautify the corridor.	X	X	X
3. Create a strategy for redeveloping properties within the NASA Parkway Revitalization Plan.	X		
4. Consider the creation of an indoor/outdoor theatre within the NASA Parkway District for live performances that complement other projects.		X	X
GOAL 4.2: Encourage the redevelopment and rehabilitation of older properties within the City.			
1. Further research jurisdictional programs to encourage rehabilitation and redevelopment of older properties.	X	X	X
2. The City will work with property owners, potential buyers, and developers for redevelopment opportunities in the City.	X	X	X
GOAL 4.3: Resolve non-conforming properties and uses within the City when appropriate.			
1. Continue to monitor non-conforming properties and uses within the City, and enforce non-conforming regulations.	X	X	X
2. When a property is developed or expanded, ensure non-conformities are eliminated.	X	X	X
GOAL 4.4: Ensure large parcels within the City are developed in a way to maximize development opportunities.			
1. Ensure that more extensive tracts utilize shared detention ponds and other shared infrastructure.	X	X	X
2. Promote the utilization of planned developments to ensure large undeveloped tracts maximize their development potential and provide for shared amenities and other enhancements.	X	X	X
GOAL 4.5: Foster an increasing amount of single-family residences within the City.			
1. Encourage the development of single-family homes, townhomes, and patio homes on vacant residential areas within the City.	X	X	X
2. Facilitate the completion of the Edgewater Planned Development, which provides for a substantial increase of single-family residences.	X	X	X
GOAL 4.6: Preserve the integrity of existing neighborhoods to ensure quality residential areas.			
1. Protect existing and future residential development from encroaching on adjacent incompatible land uses.	X	X	X
2. Ensure that residential properties within the Webdale, Brad Court, and Green Acres subdivisions remain single-family residential.	X	X	X
GOAL 4.7: Provide a variety of recreation opportunities to meet the current and future needs of Webster's residents.			
1. Continue to develop both active and passive recreation areas and facilities for the municipality's neighborhoods.	X	X	X
2. Use utility easements for trails and pedestrian connections between parks and major nodes in the community, such as schools, government offices, and neighborhoods.	X	X	X
3. Continually update the parks plan on a timely basis to coordinate recreation opportunities.	X	X	X
GOAL 4.8: Conserve and protect valued natural resources and ensure development is compatible with the natural environment.			
1. Promote the use of floodplains, drainage swales, and wetlands as open space or amenities.	X	X	X
2. Promote the utilization of native Texas plant species to reduce the amount of water utilized for landscaping.	X		
Goal 5.1 – Mobility: Establish a hierarchy of thoroughfare classifications that facilitate the safe and convenient flow of traffic throughout the community.			
1. Acquire additional rights-of-way to facilitate turn lanes and acceleration/deceleration lanes to provide increased traffic capacity and mobility at intersections.	X	X	X
2. Adopt access management regulations on arterial roadways for driveways, street connections, medians, median openings, auxiliary lanes, on-street parking, traffic signals, turn lanes, and pedestrian and bicycle facilities.	X		
3. Require traffic impact studies and mitigation actions for large scale development proposals.	X	X	X

	0-2 YEARS	2-4 YEARS	5+ YEARS
4. Collaborate with TxDOT, H-GAC, and Harris County, in achieving desired infrastructure improvements in conformance with the Thoroughfare Plan.	X	X	X
Goal 5.2 - Multi-Modal Transportation: Promote alternative modes of transportation and related facilities, including pedestrian and bicycle routes.			
1. Fund and construct a comprehensive pedestrian and bicycle system to serve both recreational and alternative transportation needs.	X	X	X
2. Pursue Federal and State financial assistance grants for pedestrian and bicycle transportation projects.	X	X	X
3. Continue aggressive enforcement of speed limits and other traffic laws near schools, parks, and residential areas.	X	X	X
4. Prioritize sidewalk projects to promote connectivity.	X	X	X
Goal 5.3 - Branding and Beautification: Plan for the increasing demand for transportation facilities while preserving and enhancing the attractiveness of the environment.			
1. Plan and acquire right-of-way for thoroughfares to include open space areas, buffer zones, and aesthetic enhancements.	X	X	
Goal 5.4 - Recreation and Health: Provide shared-use paths that incorporate the natural environment with overlooks, nature information, and natural plantings.			
1. Design shared-use paths with a special focus on incorporating overlooks and opportunities for learning for the community.	X	X	X
2. Partner with non-profit groups to include a direct connection to nature along shared-use paths, in particular those adjacent to Clear Creek.	X	X	
Goal 5.5 - Private Roadways and Driveways: Provide opportunities for commercial developments to utilize private roadways or shared drives, instead of local roads maintained by the City.			
1. Work with developers to allow private roadways or roadway easements to provide for access to parcels.	X	X	X
2. Ensure that the property owners maintain driveways or private roadways by the use of an association that collects dues for maintenance.	X	X	X
Goal 6.1: - Enhance the visual and aesthetic character of the community through the establishment of programs, standards, and guidelines.			
1. Develop and implement incentives and right-of-way projects to enhance the aesthetic appeal of the community.	X	X	X
2. Create a program to organize and promote the maintenance and upkeep of neighborhoods and business districts.	X	X	X
3. Continue to cite and enforce code violations.	X	X	X
4. Enhance or maintain public infrastructure, such as streets, traffic signals, signage, sidewalks, crosswalks, and parks, especially in highly visible areas of the community.	X	X	X
Goal 6.2: - Improve corridors and gateways into and throughout the community to promote strong branding and first impressions.			
1. Generate specific gateway and corridor plans for public improvements, such as traffic signals, landscaping, and entrance signage.	X	X	X
2. Design, fund, and construct appealing monument signage and install them at unmarked gateways.	X	X	X
3. Utilize plant materials that are proven performers in the region. Install low maintenance, hardy, drought-resistant plant materials in public rights-of-way.	X	X	X
4. Determine and pursue additional funding sources for enhancement projects and develop a timeline for submitting applications to necessary agencies.	X	X	X
Goal 6.3: - Improve the visual environment in high priority areas of the City by relocating or burying overhead power and utility lines where practical and feasible.			
1. Identify and consider alternative solutions for overhead power lines. Partner with local providers to determine the cost, timing, and feasibility of relocating overhead lines underground throughout the City or in targeted locations such as defined enhancement corridors and nodes. Incorporate costs to bury overhead power lines along enhancement corridors into the Capital Improvement Program and Annual Budget.	X	X	
2. Amend applicable ordinances, whenever possible, to require utility lines to be buried or utility easements to be located at the rear of lots or along the perimeter of new subdivisions.	X	X	X
Goal 6.4. - Revitalize antiquated commercial areas of the City.			
1. Research funding opportunities for enhancing business corridors.	X	X	X

	0-2 YEARS	2-4 YEARS	5+ YEARS
2. Consider the creation of a management district within Webster which has the authority to levy an assessment apportionment.	X	X	X
Goal 7.1 - Prevent, control, and reduce crime.			
1. Provide an appropriate level of law enforcement services.	X	X	X
2. Foster mutual aid agreements with other local, state, and federal law enforcement agencies.	X	X	X
3. Maintain an average response time of four minutes or less for priority-one (life threatening) calls.	X	X	X
4. Utilize innovative policing techniques to reduce crime within the community.	X	X	X
Goal 7.2 - Collaborate with citizens, businesses, and other stakeholders to prevent crime.			
1. Partner with community stakeholders to educate the public about crime prevention.	X	X	X
2. Support neighborhood crime watch groups, citizens police academy programs and other volunteer based initiatives to reduce crime.	X	X	X
Goal 7.3 - Ensure adequate police facilities exist for supporting a highly effective police department.			
1. Examine relocating the Police Department to the property north of the Fire Station or rebuilding the current Police Department in phases.	X	X	X
2. Increase the amount of secure space for evidence and ensure that necessary testing facilities are available to the Police Department to aid in the investigation of criminal offenses.	X	X	X
Goal 7.4 - Maintain a high level of service.			
1. Ensure that "first out" (engine/aerial/rescue) apparatus have four personnel assigned per unit, and that the ancillary and support units are adequately staffed.	X	X	X
2. In anticipation of the residential population exceeding 15,000 residents or commercial businesses exceeding 3,000, plan for additional personnel and equipment as call volume will increase in tandem.	X	X	X
3. Review and modify the Fire Protection Plan to ensure best practices are achieved.	X	X	X
4. Monitor and analyze Fire Operations to provide appropriate service.	X	X	X
5. Provide an average response time of four minutes and 59 seconds or less for priority one (life threatening) calls.	X	X	X
6. Foster mutual aid agreements with other local, state, and federal entities.	X	X	X
Goal 7.5 - Maintain and replace apparatus as needed to ensure Webster is able to meet service demand.			
1. Replace vehicles according to time in service: Aerial apparatus every 15 years; Fire Department engines every 10-20 years; and Lightweight support vehicles every 5 to 7 years.	X	X	X
2. Purchase vehicles and equipment as needed to meet demand or special conditions.	X	X	X
3. Ensure that the City's plan is compliant with state and federal guidelines.	X	X	X
Goal 7.6 - Deliver an effective level of service.			
1. Ensure adequate availability of Emergency Medical Services to satisfy calls for service.	X	X	X
2. Achieve response time of under four minutes and 59 seconds for 90% of priority one (life threatening) calls and a response time of under nine minutes and 59 seconds for priority two (non-life threatening) calls.	X	X	X
Goal 7.7 - Achieve and implement an effective plan for emergency management.			
1. Coordinate with various departments, volunteers, and non-profits; local, state, and federal agencies; and surrounding jurisdictions to plan for emergencies.	X	X	X
2. Apply for funding opportunities to enhance the City of Webster's ability to mitigate risks within the community.	X	X	X
3. Investigate innovative approaches for mitigating risk and providing for an effective emergency management plan.	X	X	X