



COMPREHENSIVE PLAN UPDATE REPORT

Missouri City 2040: Intentionally
planning tomorrow's community today.

Comprehensive Plan Update Report

City Council Strategic Focus Areas

Focus areas encompasses specific goals and corresponding projects aimed at enhancing the city's livability, financial stability, business investment, organizational performance, and development quality.

Create a Great Place to Live

Maintain a Financially Sound City Government

Grow Business Investments

Develop a High Performing City Team

Have Quality Development Through Buildout

Comprehensive Plan Update Report

Organizational Priorities

Retain existing property values

Increase commercial development

Create value-added services

Develop an organization for optimum performance

Comprehensive Plan Update Report

SUMMARY OF JUNE 25, 2024, PRELIMINARY WORKSHOP

CITY COUNCIL & PLANNING & ZONING COMMISSION

Workshop Objectives & Identified Goals:

- Update the **vision and guiding principles** of the 2017 Comprehensive Plan
- Refine guiding principles with stakeholder input
- Align short- and long-term policies with updated vision

Key Focus Areas for Analysis:

- **Current Conditions** (demographics, land use, growth trends)
- **Existing Planning Documents** (alignment, gaps, conflicts)
- **Mobility & Infrastructure** (transportation, utilities, public services)

Summary of Discussions:

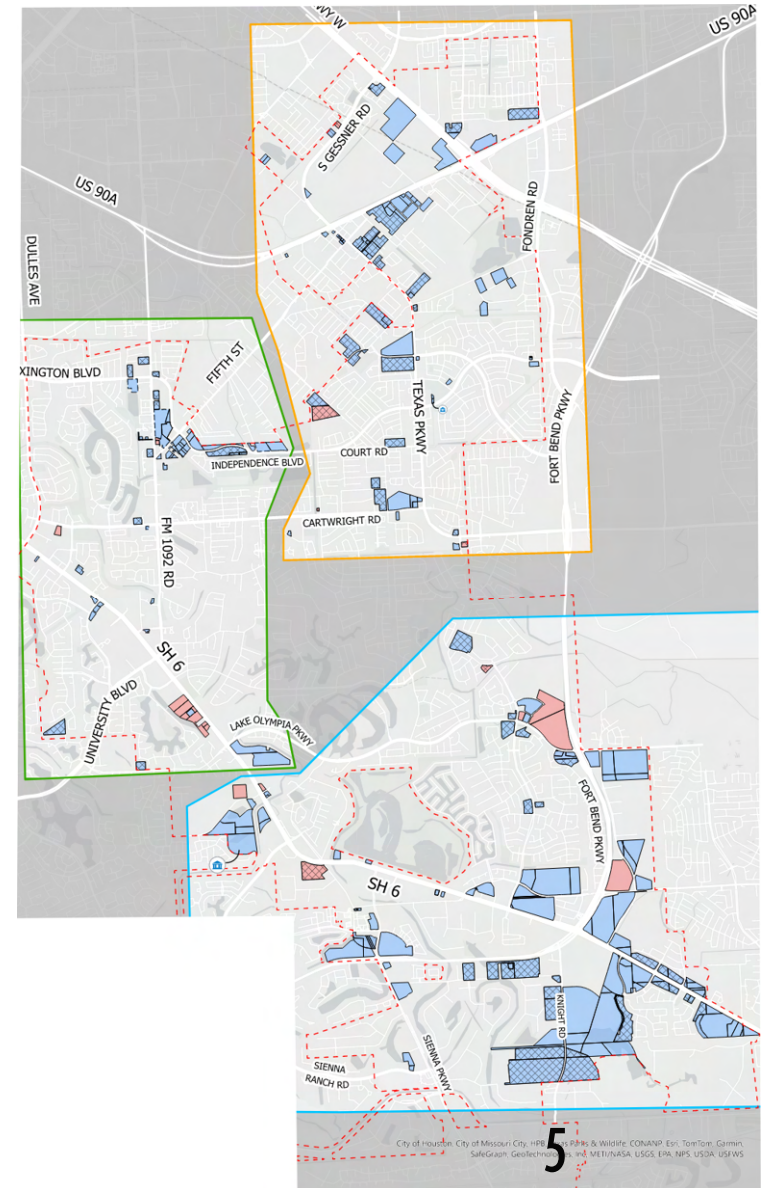
- **Key Priorities:** 10 focus areas, undeveloped land, redevelopment strategy
- **Challenges:** Infrastructure capacity and availability, zoning conflicts, conflicts with residential areas
- **Opportunities:** Mixed-use development, regional partnerships, innovation zones

Comprehensive Plan Update Report

Limited Availability of Undeveloped Land

- The City has approximately **1,658 acres* (9%) of undeveloped land** remaining within its limits.
- Of the remaining undeveloped acres, only about 10% is currently available on the market.
- Emphasizes the need for **strategic and efficient land use planning** moving forward.

* Total acreage includes encumbered land and does not indicate developability; land within the ETJ (extraterritorial jurisdiction) is excluded.



COMMUNITY-PREFERRED AMENITIES

(BASED ON PUBLIC FEEDBACK)

- Recommendations on potential locations for desired land uses and zoning based on public input, adjacent land uses, access, utilities, and environmental factors.



A word cloud of nonresidential amenities. The words are arranged in a cluster, with 'specialty-grocery' at the top left, 'corporate-office' at the top right, 'cafes' in the center, 'highend-retail' to the right of 'cafes', 'sports-venues' below 'cafes', 'fine-dining' at the bottom right, 'dessert-shop' to the left of 'fine-dining', 'day-care' below 'dessert-shop', 'entertainment-venues' at the bottom left, 'medical-office' to the left of 'cafes', 'nightlife-bars' above 'medical-office', and 'gas-station' below 'sports-venues'. The colors range from dark red to light pink.

specialty-grocery
nightlife-bars corporate-office
medical-office cafes highend-retail
sports-venues
dessert-shop gas-station
fine-dining
day-care
entertainment-venues

Nonresidential Land Use
With High Public Support



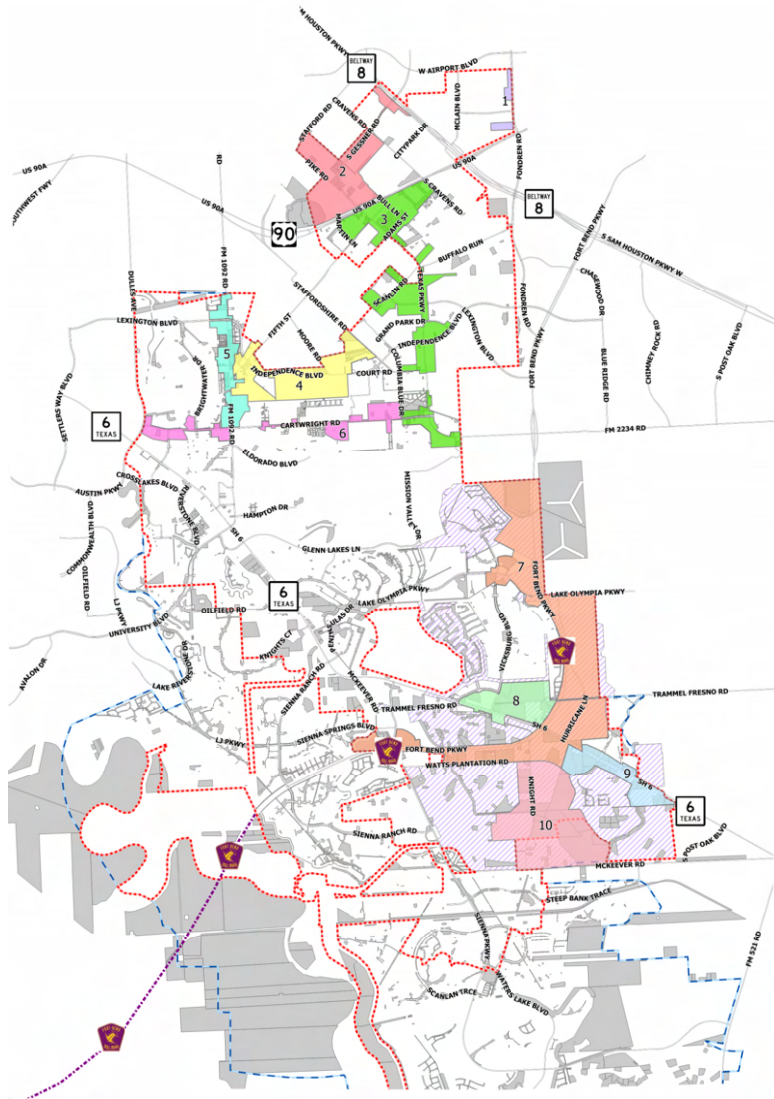
A word cloud of residential amenities. The words are arranged in a cluster, with 'senior-living' at the top left, 'single-family' in the center right, 'mixed-use' at the bottom right, 'townhomes' above 'single-family', 'multifamily-apartments' to the left of 'single-family', and 'senior-living' to the left of 'single-family'. The colors range from dark purple to light yellow.

senior-living
townhomes
multifamily-apartments single-family
mixed-use

Residential Land Use
With High Public
Support

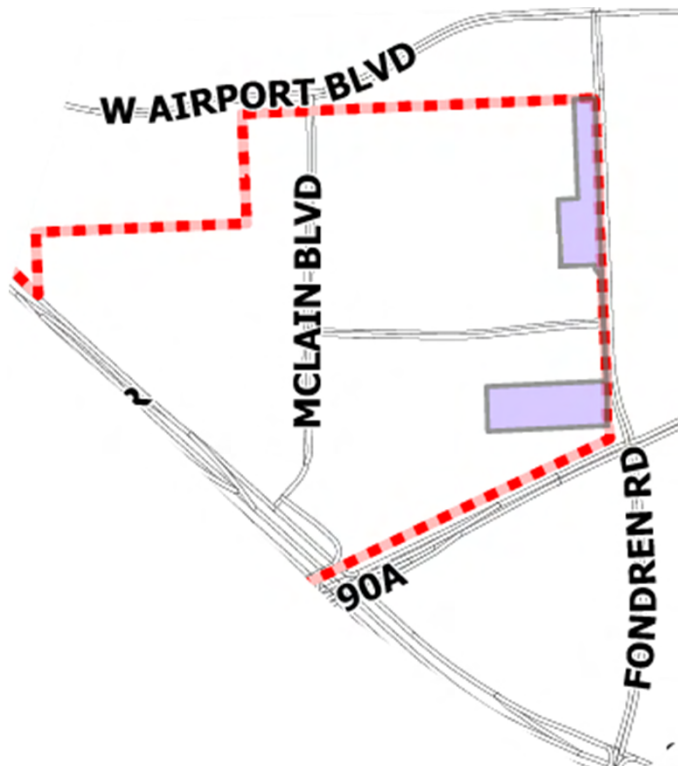
OVERVIEW OF KEY FINDINGS & RECOMMENDATIONS

- **Future Land Use (FLU) Map & Character Districts**
 - Recommended updates to map and districts
 - Provide vision and define core characteristics
 - Provide guidance on compatible zoning districts
- **Zoning Ordinance**
 - Suggested zoning districts aligned with updated FLU policies; opportunities for City-Led implementation
- **Subdivision Ordinance & Infrastructure Design Manual**
 - Suggested amendments to support modern development standards



IDENTIFIED FOCUS AREAS



1. Fondren Road
2. S Gessner Road
3. Texas Parkway
4. Fifth St./Independence Blvd
5. FM 1092
6. Cartwright Road
7. Fort Bend Parkway
8. Trammel Fresno Road
9. Highway 6
10. Knight Rd/Watts Plantation/McKeever Rd







FOCUS AREA 1: FONDREN ROAD AREA

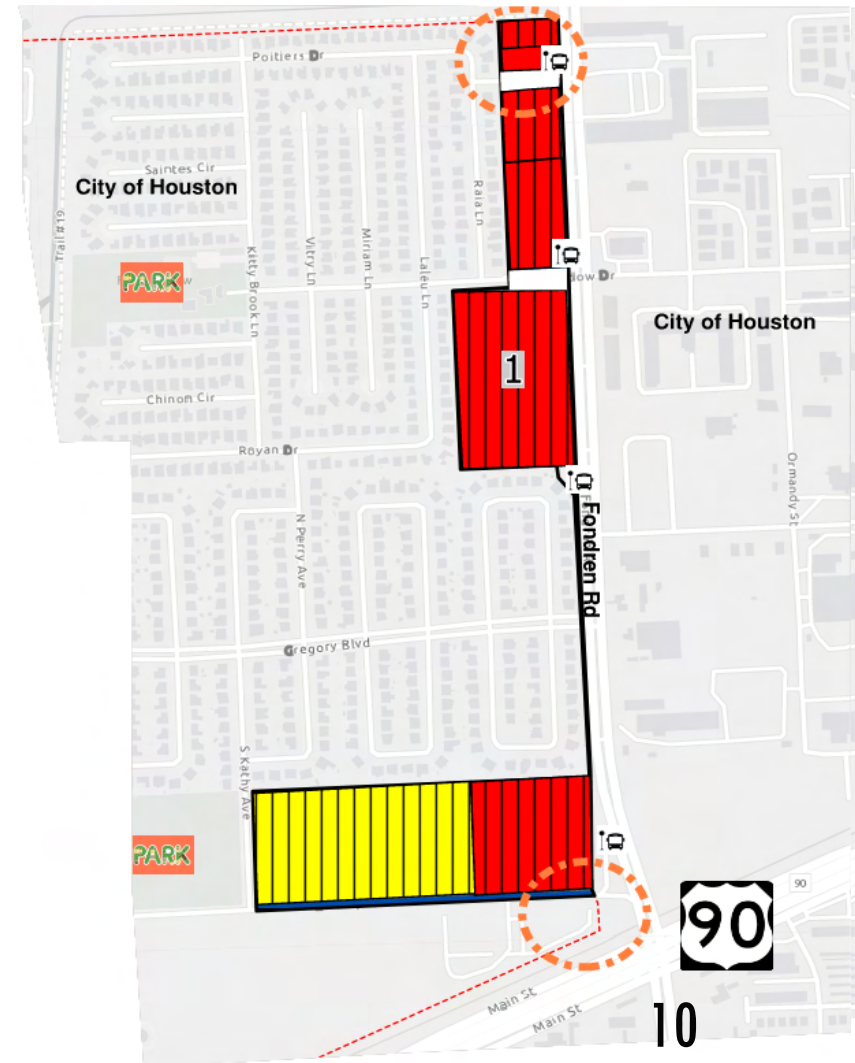
FOCUS AREA 1: FONDREN ROAD AREA

Current Land Use designations:

-  Single Family Residential
-  Commercial





Proposed Land Use designations:

-  Single Family Residential
-  Commercial
-  Neighborhood Mixed Use (NEW)
-  Designated Entryway (NEW)








FOCUS AREA 1: FONDREN ROAD AREA

Current Zoning Districts:

-  R-3, two family residential
-  LC-1, local restricted district
-  LC-3, retail district
-  Specific Use Permit

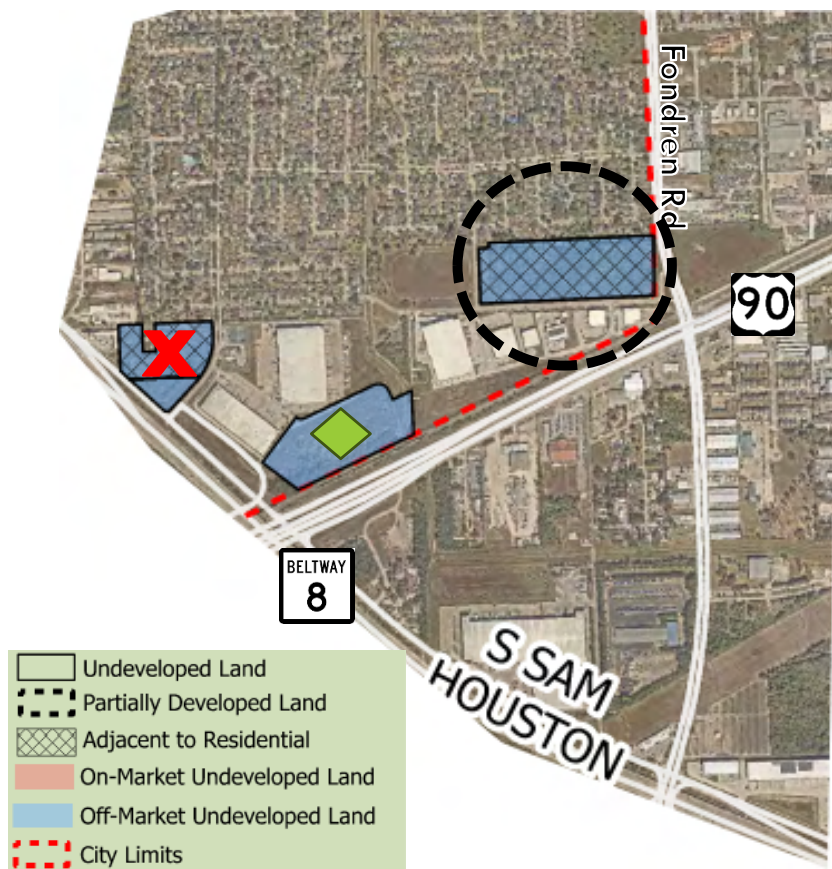
Suggested Zoning Considerations:

-  R-3, two family (EXISTING AND NEW)
-  LC-3, retail (EXISTING)
-  Specific Use Permit (EXISTING)
-  Neighborhood Mixed Use Overlay (NEW)
-  Entryway Overlay (NEW)



FOCUS AREA 1: FONDREN ROAD AREA

Potential for development – Undeveloped Land



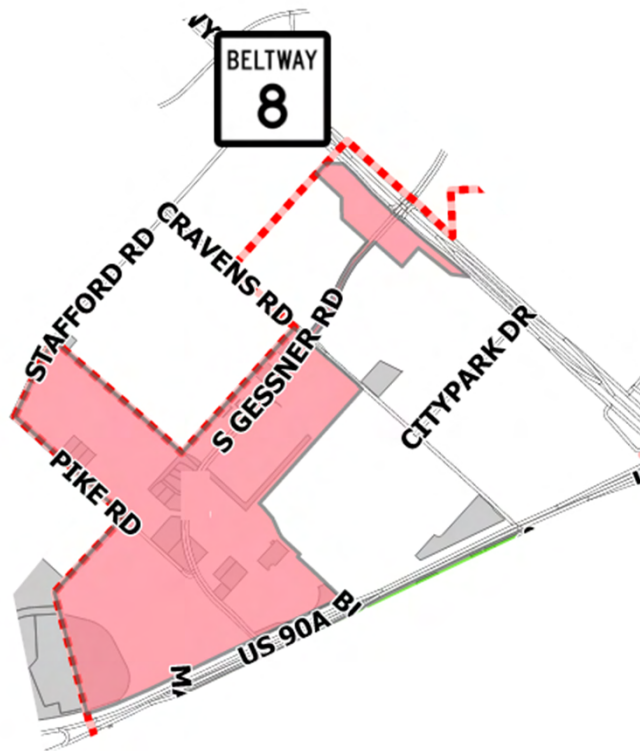
- Enhance transit corridor appearance and function
- Collaborate with developers and property owners
- A full-service grocery store
- Sit-down restaurants
- Emphasize aesthetics, landscaping and site design



Active Zoning or Permit Application







Property under contract or due diligence



FOCUS AREA 2: S GESSNER ROAD AREA

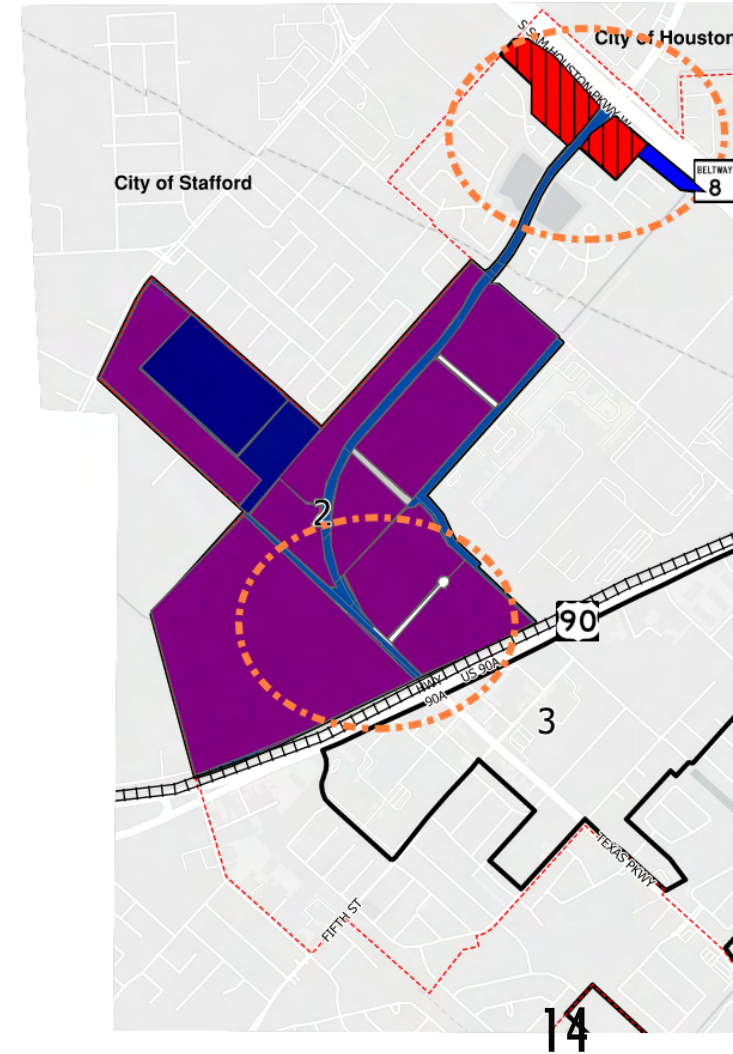
FOCUS AREA 2: S GESSNER ROAD AREA

Current Land Use designations:

	Single Family Residential
	Commercial
	Park and Recreation
	Business Park









Proposed Land Use designations:

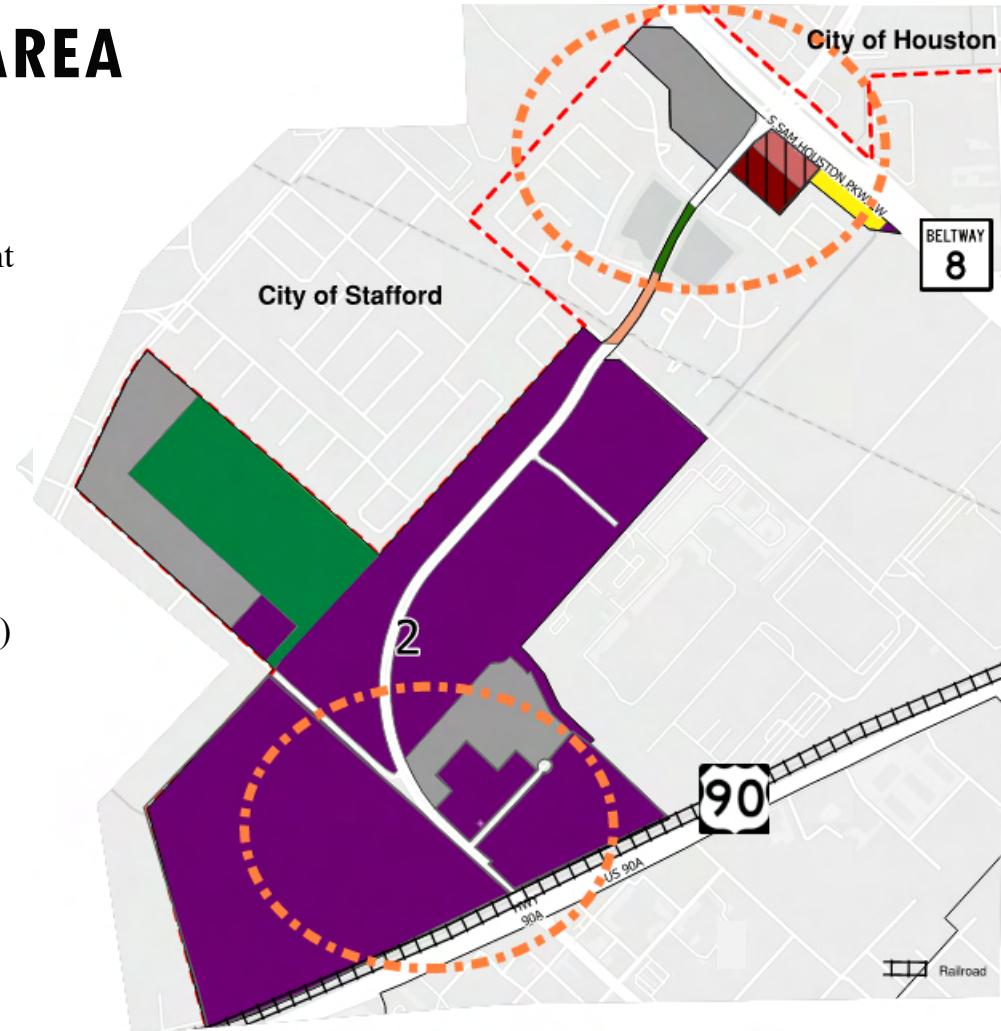
	Commercial
	Community Facilities
	Employment District
	Neighborhood Mixed Use (NEW)
	Designated Entryway (NEW)



FOCUS AREA 2: S GESSNER ROAD AREA

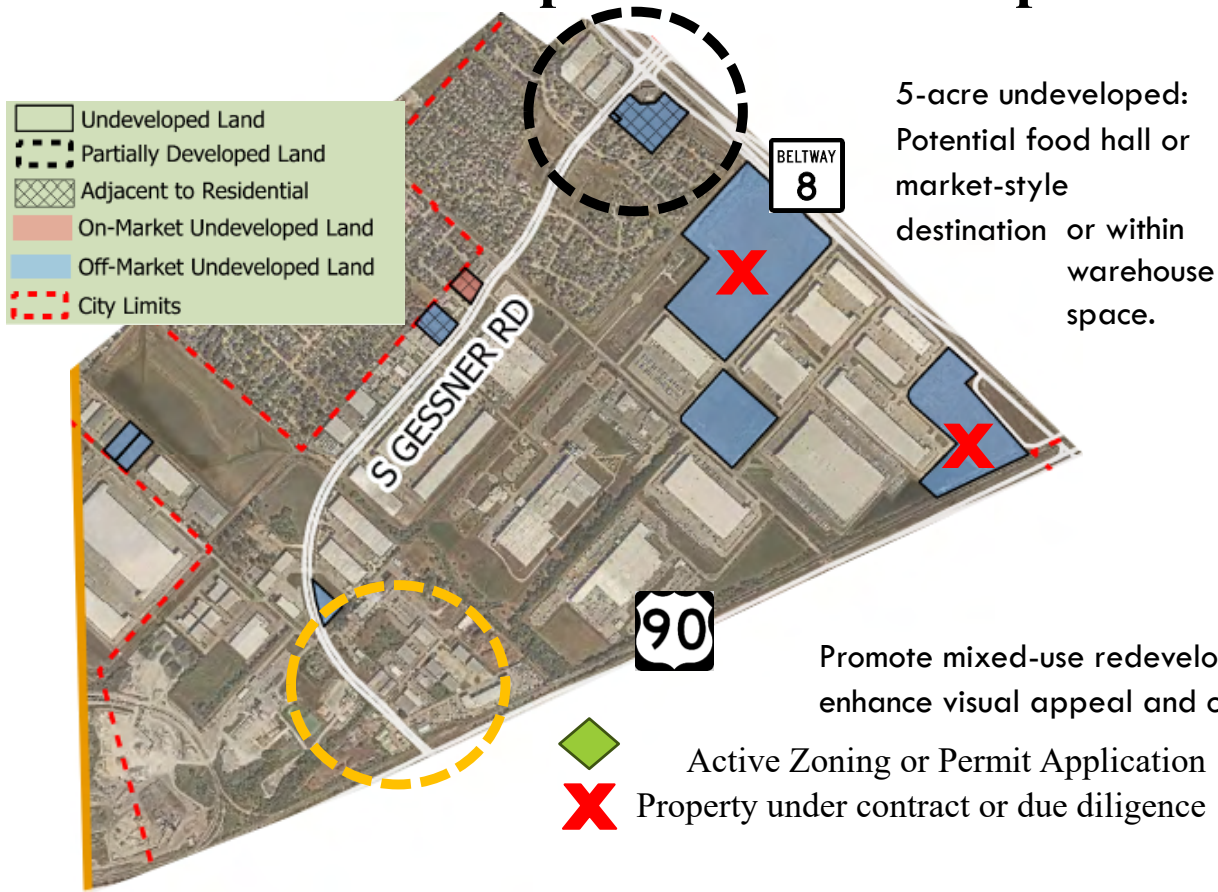
Suggested Zoning Considerations:

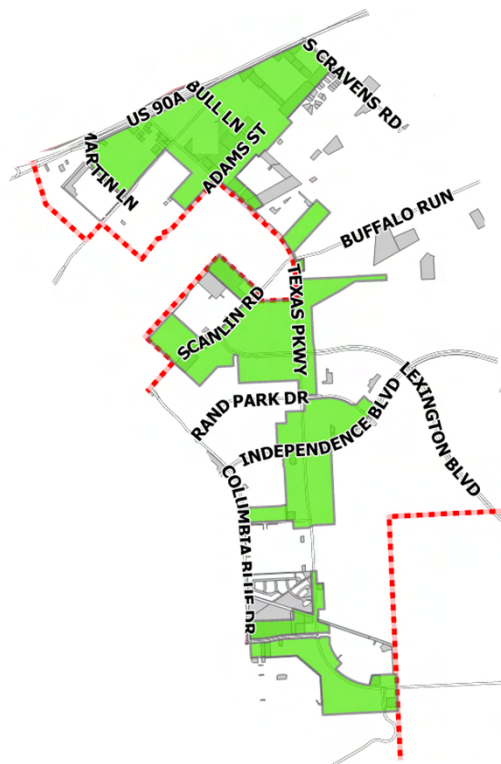
	R-2, single family (EXISTING)		PD, Planned Development (EXISTING)
	LC-2, local retail (EXISTING)		I, Industrial (EXISTING)
	LC-3, retail (EXISTING)		Neighborhood Mixed Use Overlay (NEW)
	Community Facilities		Entryway Overlay (NEW)



FOCUS AREA 2: S GESSNER ROAD AREA

Potential for development – Undeveloped Land














FOCUS AREA 3: TEXAS PARKWAY AREA

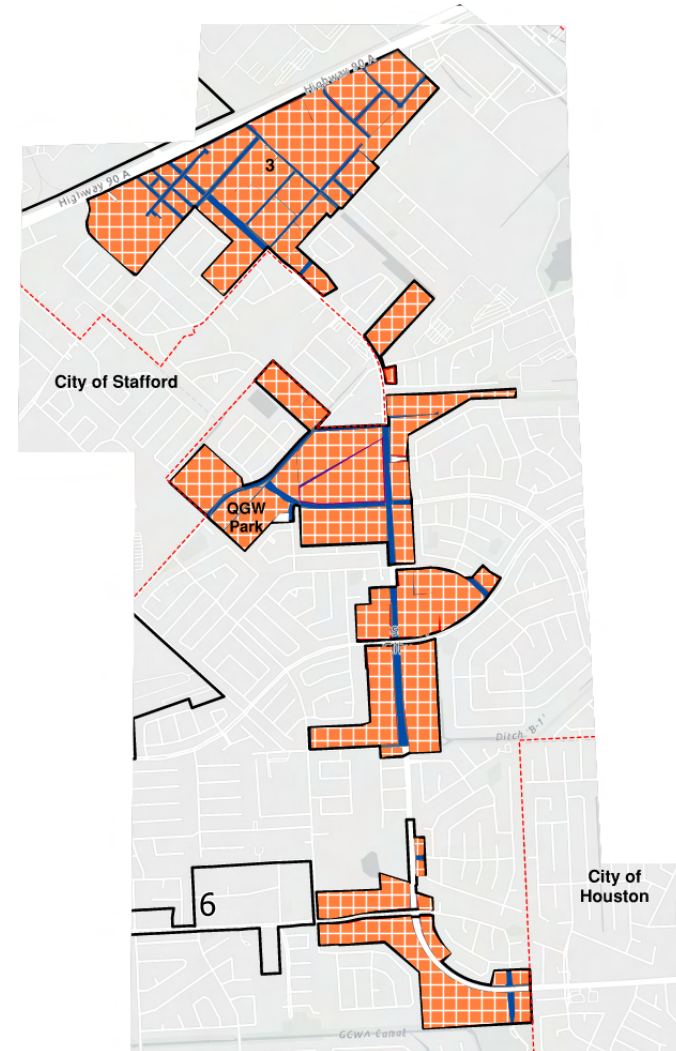
FOCUS AREA 3: TEXAS PARKWAY AREA

Current Land Use designations:

	Mixed Character District		Auto-Oriented Single Family Residential
	Suburban Residential		Auto-Oriented Commercial
	Suburban Commercial		High Density Residential
	Community Facility		Business Park
	Park and Recreation		












Proposed Land Use designations:

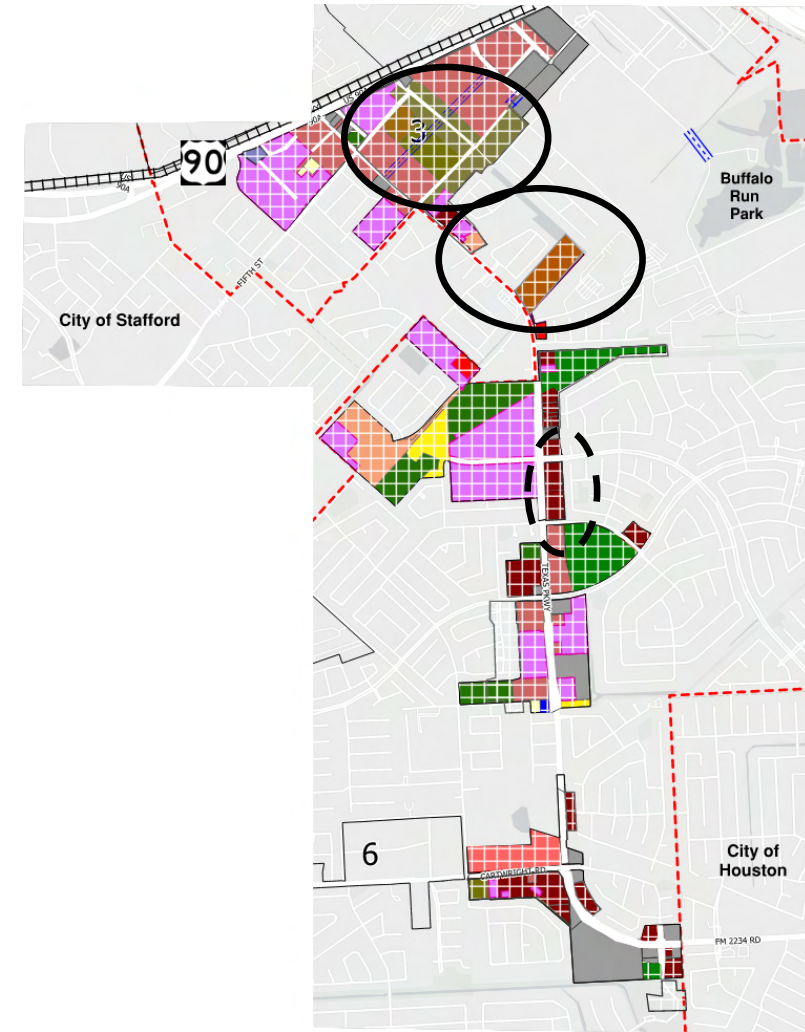
	Gateway Mixed Use (NEW)
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FOCUS AREA 3: TEXAS PARKWAY AREA

Suggested Zoning Considerations:

	R-2, single family (EXISTING)		LC-1, local restricted (EXISTING)
	R-4, patio-cluster (EXISTING and NEW)		LC-2, local retail (EXISTING)
	R-5, townhouse residential (EXISTING and NEW)		LC-3, retail (EXISTING)
	MF-2, multifamily (EXISTING)		CF, community facilities (EXISTING)
	SUP, specific use permit (EXISTING)		Gateway Overlay (NEW)
	Planned Development (EXISTING)		



Potential for development – Undeveloped Land

Recruit for mixed use – retail, commercial and housing to align with a desire for a walkable, vibrant community – **Mixed Use Zone.**

New street and pedestrian connections to Texas Parkway can support redevelopment potential.

FOCUS AREA 3: TEXAS PARKWAY AREA

Potential for development – Undeveloped Land



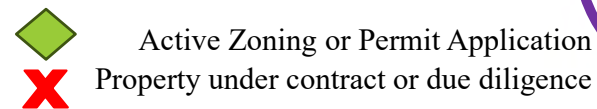
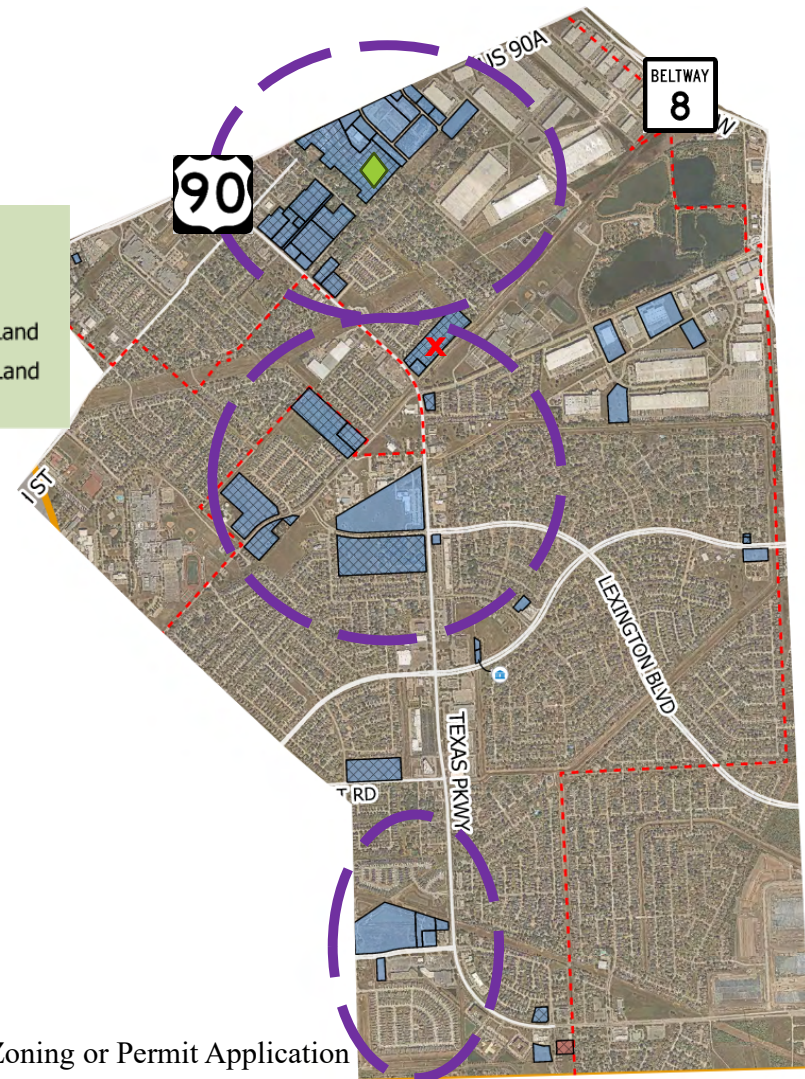
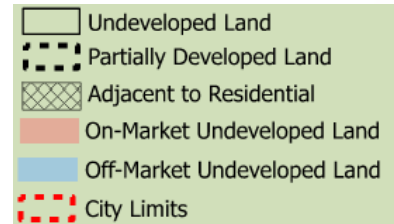
Mixed Use Zone

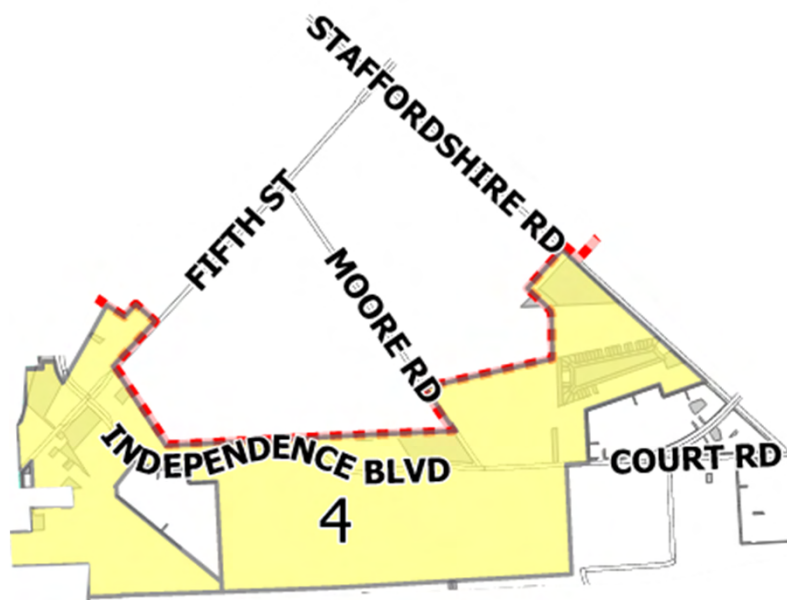


Civic Zone



Entertainment Zone














FOCUS AREA 4: FIFTH STREET / INDEPENDENCE BLVD. AREA

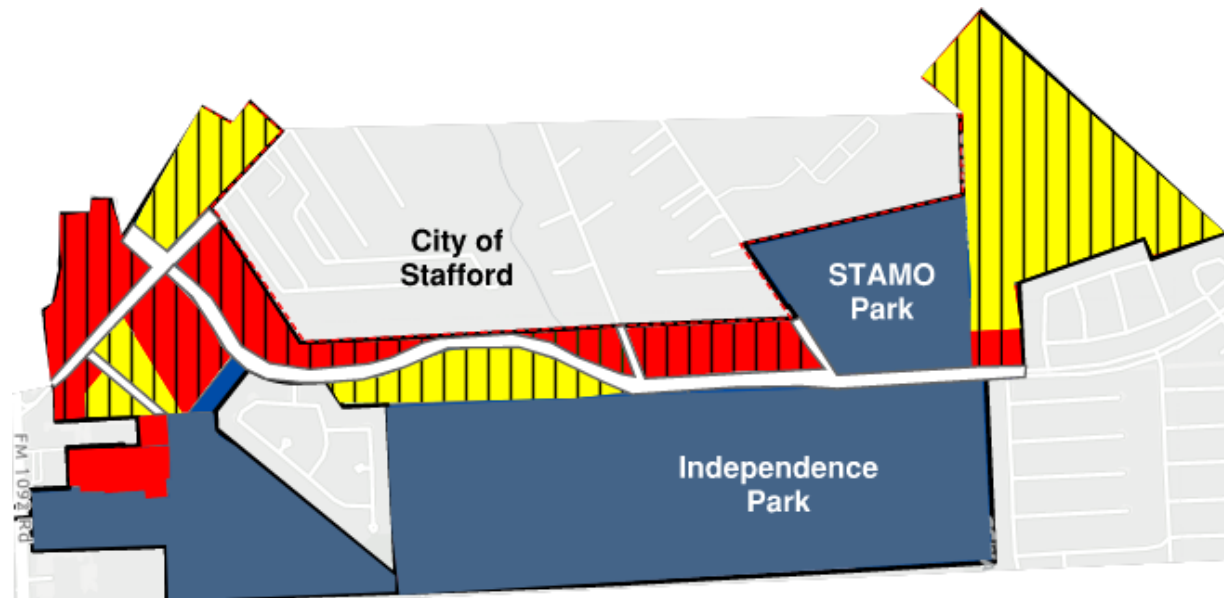
FOCUS AREA 4: FIFTH STREET / INDEPENDENCE BLVD. AREA

Current Land Use designations:

-  Auto-Oriented Single Family Residential
-  Auto-Oriented High Density Residential
-  Auto-Oriented Commercial
-  Park and Recreation
-  Suburban Residential

Proposed Land Use designations:

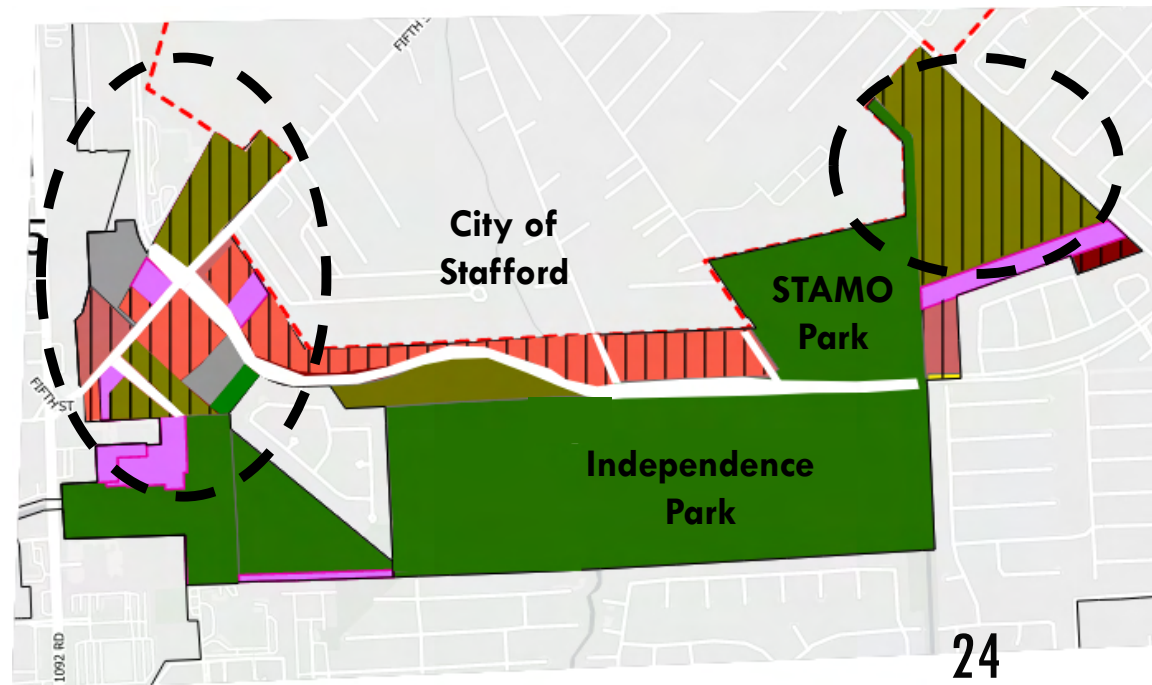
-  Single Family Residential
-  Commercial
-  Community Facilities
-  Neighborhood Mixed Use (NEW)



FOCUS AREA 4: FIFTH STREET / INDEPENDENCE BLVD. AREA

Suggested Zoning Classifications:

-  R-4, patio-cluster (EXISTING AND NEW)
-  LC-2, local retail (EXISTING)
-  LC-3, retail (EXISTING)
-  Community Facilities (EXISTING)
-  Neighborhood Mixed Use Overlay (NEW)
-  Specific Use Permit (EXISTING)
-  Planned Development District (EXISTING)



FOCUS AREA 4: FIFTH STREET / INDEPENDENCE BLVD. AREA

Potential for development – Undeveloped Land

Allow for **alternative housing** options in areas along Fifth Street





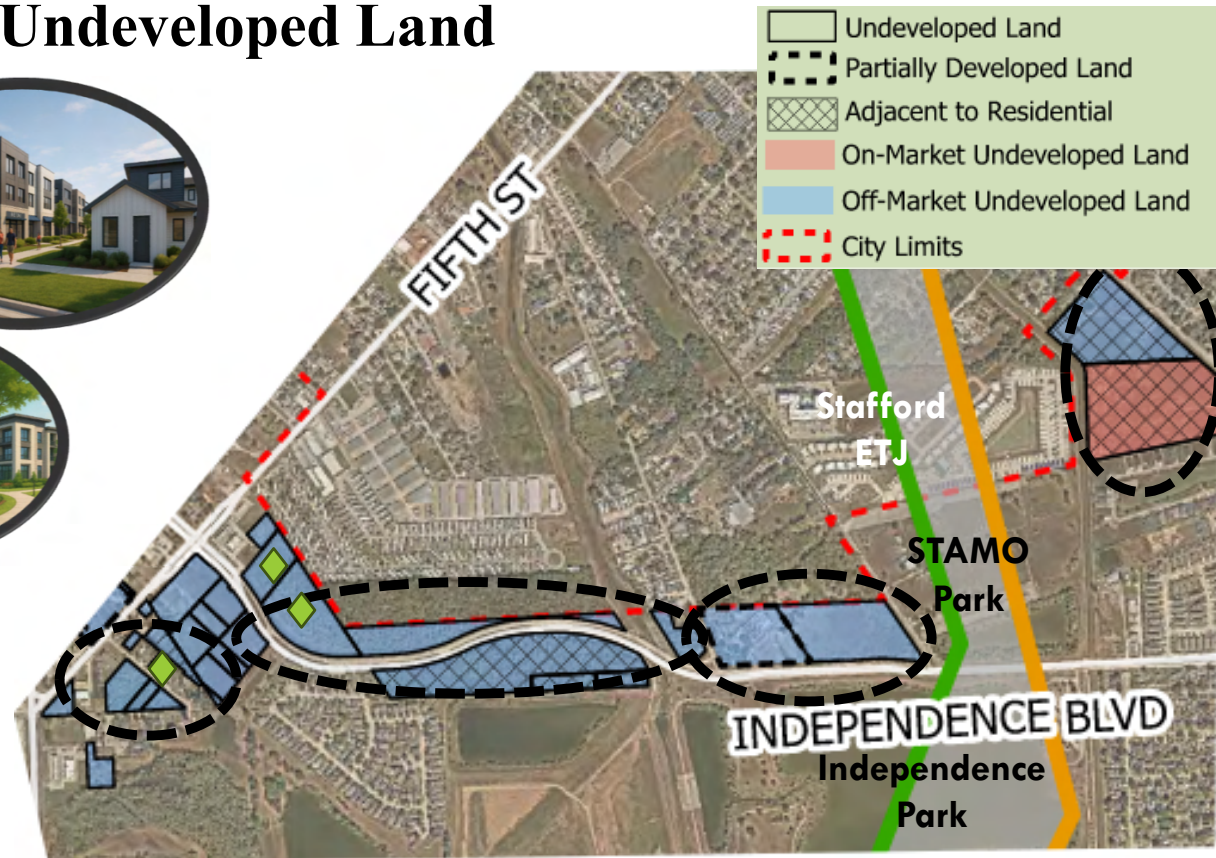
Provide opportunities for **mixed use development** requiring a % of land uses within a development.



Leverage **StaMo Park** and **Independence Park** to support adjacent development



-  Active Zoning or Permit Application
-  Property under contract or due diligence





FOCUS AREA 5: FM 1092 AREA

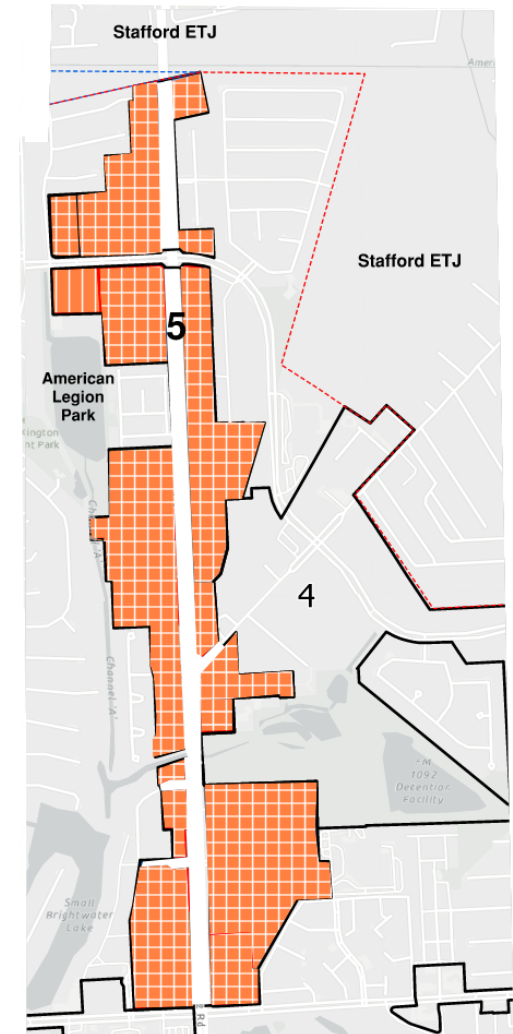
FOCUS AREA 5: FM 1092 AREA

Current Land Use designations:

-  Mixed Character District
-  Suburban Commercial
-  Community Facility
-  Auto-Oriented Single Family Residential
-  Auto-Oriented Commercial
-  High Density Residential







Proposed Land Use designations:

-  Gateway Mixed Use (NEW)



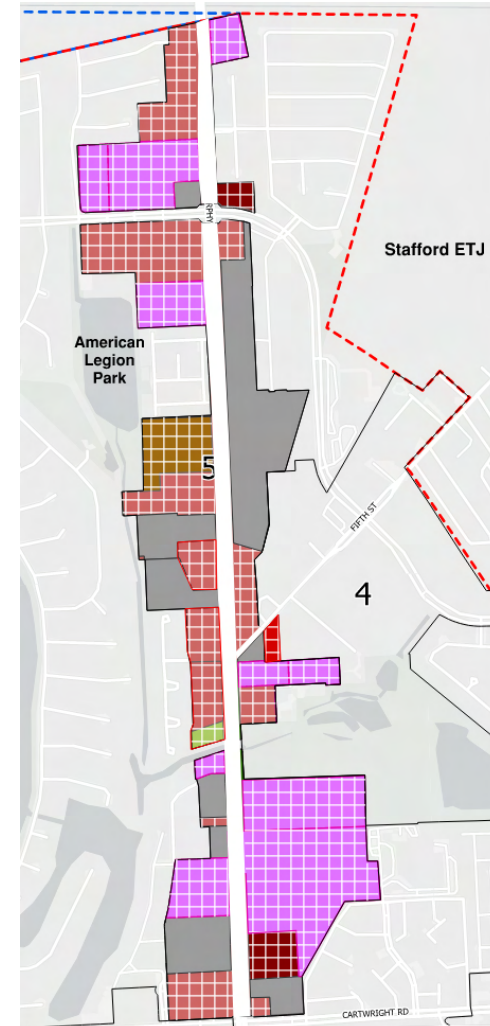
FOCUS AREA 5: FM 1092 AREA

Existing Zoning Classifications:

-  MF-2, multifamily
-  SD, suburban
-  SUP, specific use permit
-  Planned Development
-  LC-2, local retail
-  LC-3, retail

Suggested Zoning Considerations:

-  MF-2, multifamily (EXISTING)
-  SUP, specific use permit (EXISTING)
-  Planned Development (EXISTING)
-  LC-2, local retail (EXISTING)
-  LC-3, retail (EXISTING)
-  Gateway Overlay (NEW)



FOCUS AREA 5: FM 1092 AREA

Potential for development – Undeveloped Land

Convert old CVS store into useful community services like an urgent care, grocery store or City Walk style development.



Collaborate with nonresidential property owners to enhance the overall shopping and dining experience.



Strategically increase density on infill properties with mid-density housing, mixed uses, or community services.



Active Zoning or Permit Application
Property under contract or due diligence













FOCUS AREA 6: CARTWRIGHT ROAD AREA

FOCUS AREA 6: CARTWRIGHT ROAD AREA

Current Land Use designations:

-  Estate
-  Suburban Commercial
-  Commercial
-  Park and Recreation

Proposed Land Use designations:

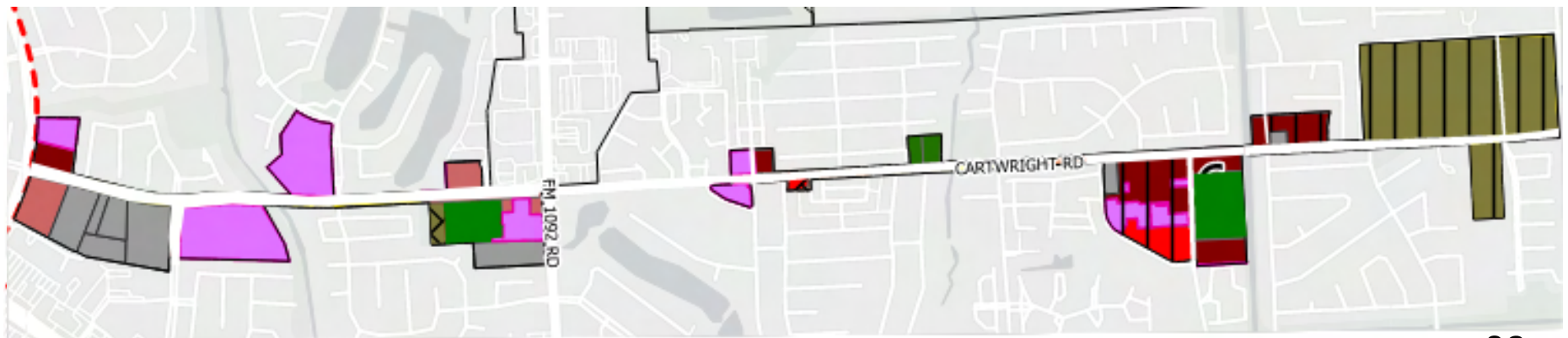
-  Single-Family Residential (NEW)
-  Commercial (EXISTING and NEW)
-  Community Facilities, Parks and Open Space (NEW)
-  Neighborhood Mixed Use (NEW)



FOCUS AREA 6: CARTWRIGHT ROAD AREA

Suggested Zoning Classifications:

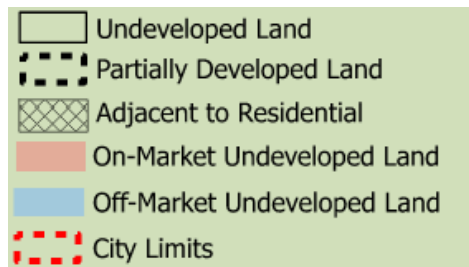
	R-4, patio-cluster residential (NEW)		LC-1, local retail restricted (EXISTING)		SUP, specific use permit (EXISTING)
	CF, community facilities (EXISTING)		LC-2, local retail (EXISTING)		PD, planned development (EXISTING)
			LC-3, retail (EXISTING)		Neighborhood Mixed Use Overlay (NEW)



FOCUS AREA 6: CARTWRIGHT ROAD AREA

Potential for development – Undeveloped Land

Old HEB at Quail Valley East and undeveloped areas near Columbia Blue and Hawks Road might be ideal for alternative housing options....or mixed use – small commercial and residential products.

















FOCUS AREA 7: FORT BEND PARKWAY AREA

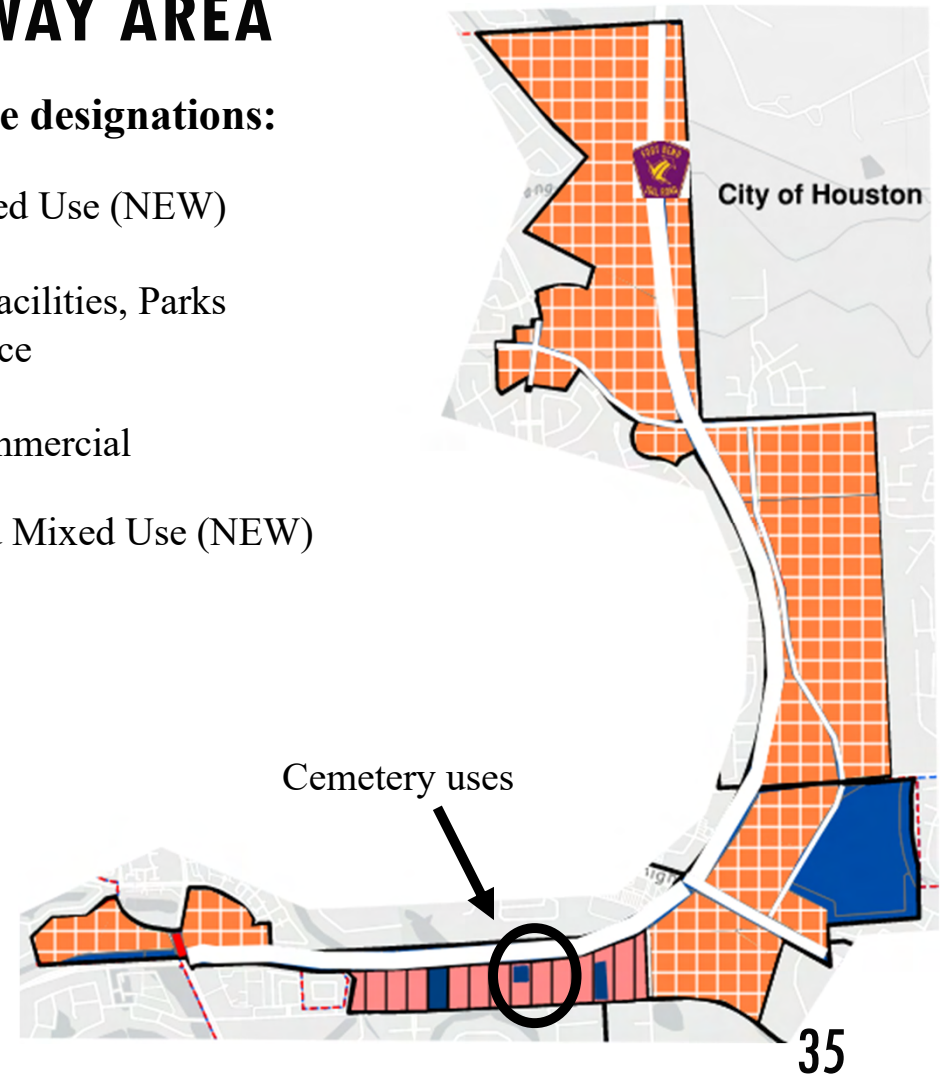
FOCUS AREA 7: FORT BEND PARKWAY AREA

Current Land Use designations:

-  Mixed Character District
-  Estate
-  Suburban Commercial
-  Single Family Residential
-  Business Park
-  High Density Residential
-  Urban
-  Community Facilities









Proposed Land Use designations:

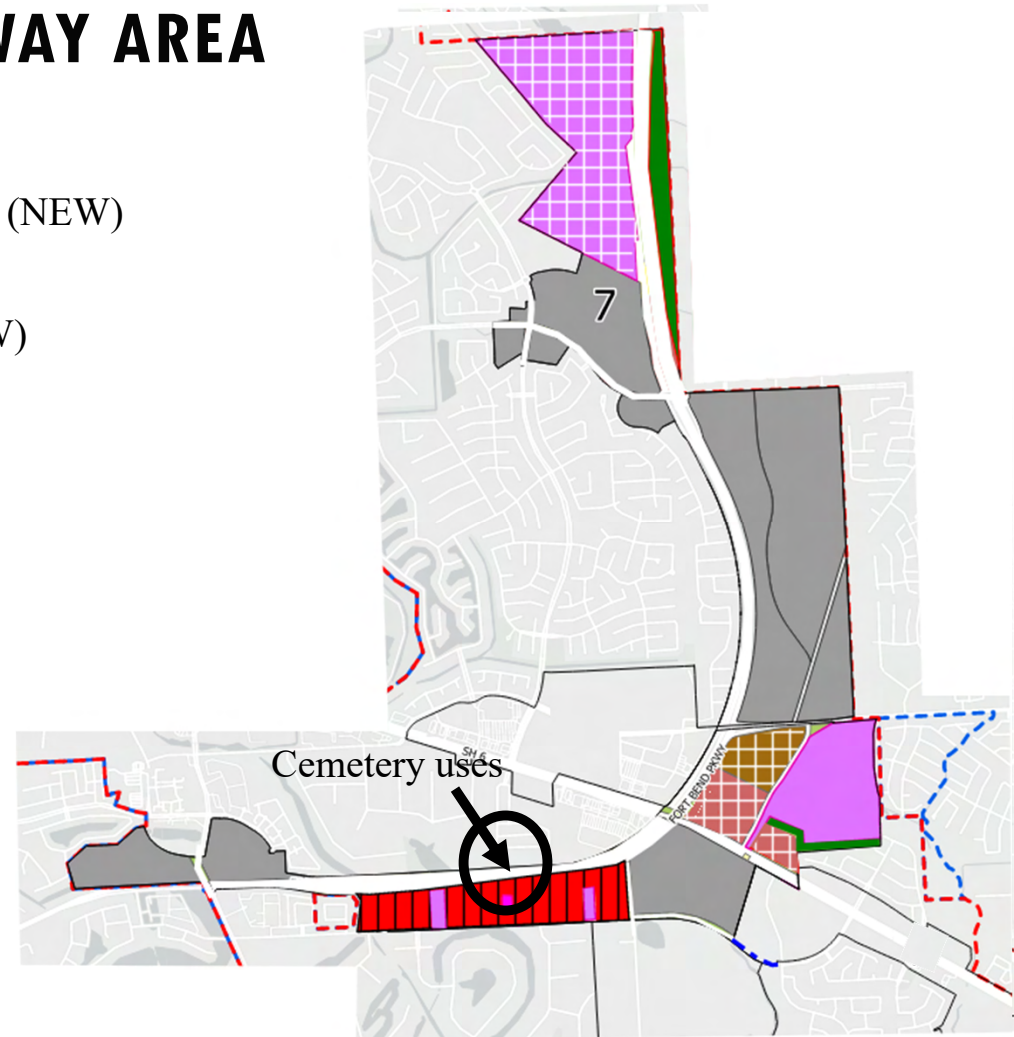
-  Gateway Mixed Use (NEW)
-  Community Facilities, Parks and Open Space
-  Suburban Commercial
-  Neighborhood Mixed Use (NEW)



FOCUS AREA 7: FORT BEND PARKWAY AREA

Suggested Zoning Considerations:

	L-1, restricted local retail (EXISTING)		Gateway Overlay (NEW)
	MF-2, multifamily (EXISTING)		Neighborhood Mixed Use (NEW)
	LC-3, retail (EXISTING)		
	CF, Community Facilities (EXISTING)		
	SUP, specific use permit (EXISTING and NEW)		
	Planned Development (EXISTING)		

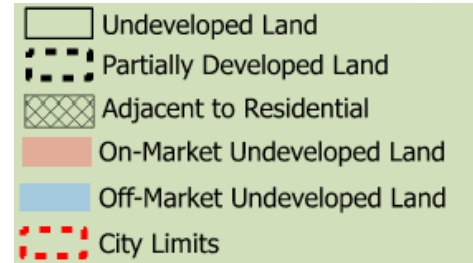


FOCUS AREA 7: FORT BEND PARKWAY AREA

Potential for development – Undeveloped Land

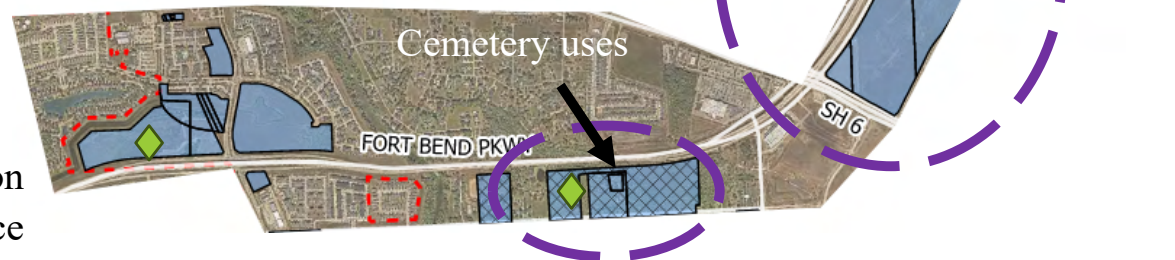


- ◆ Active Zoning or Permit Application
- ✗ Property under contract or due diligence



Areas away from residential neighborhoods allow for greater flexibility for higher-intensity uses like outdoor dining and entertainment venues.

Zoning regulations can help preserve historic sites like Watts Cemetery.

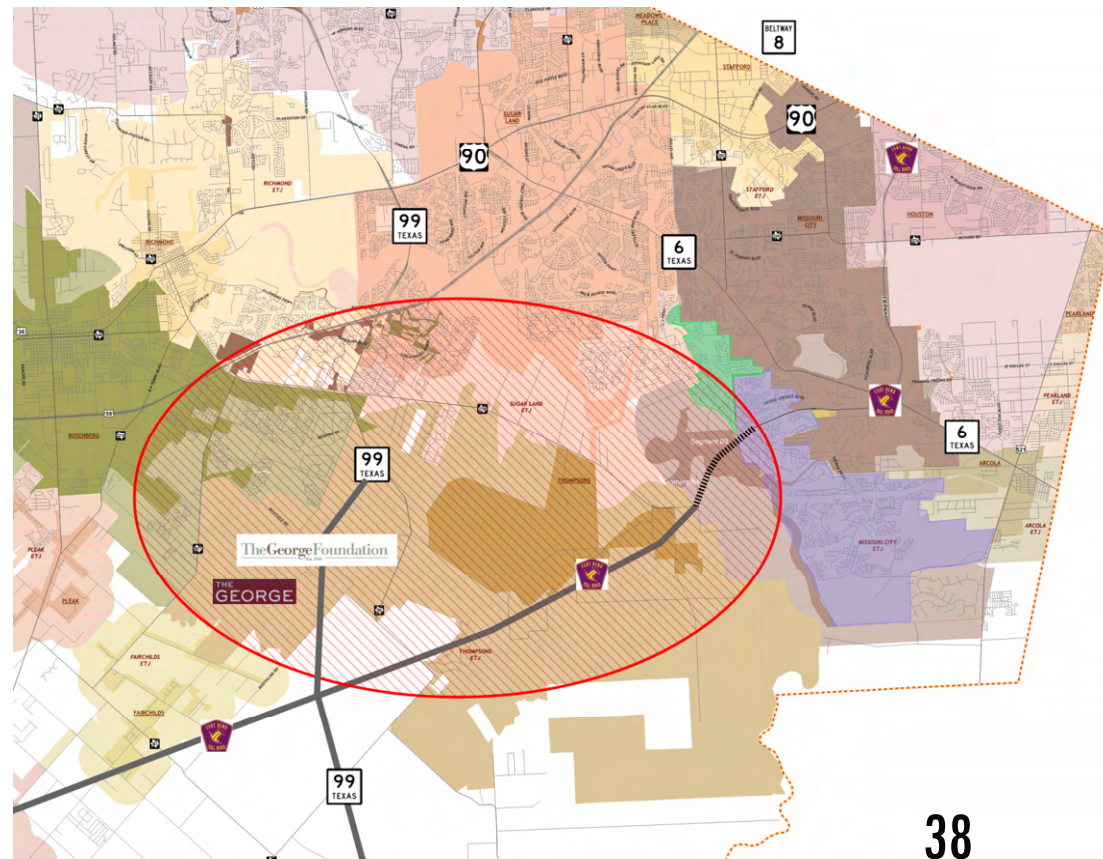


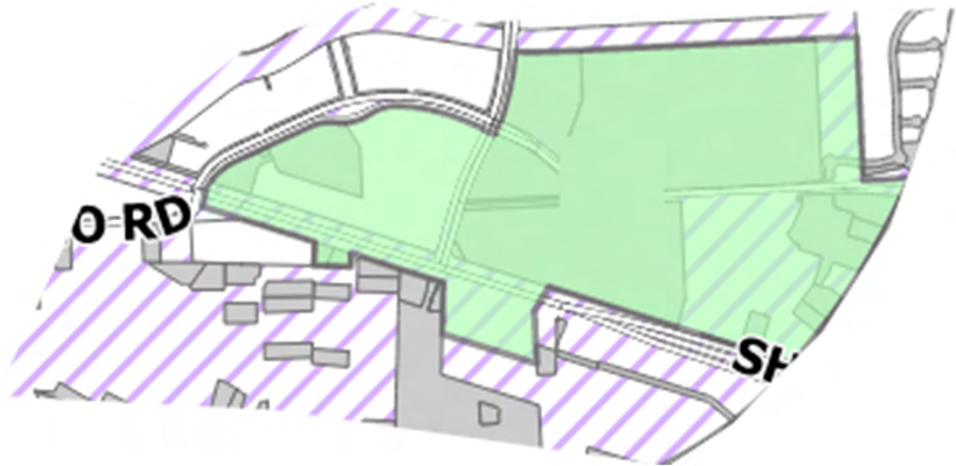
FOCUS AREA 7: FORT BEND PARKWAY AREA

LEVERAGE THE TOLL ROAD'S FUTURE EXPANSION

Grand Parkway Connection

- Expected to bring millions of travelers through Missouri City to key destinations
- Master-planned communities by developers like Johnson Development are driving growth
- Available land along the corridor offers prime visibility and urban development opportunities







FOCUS AREA 8: TRAMMEL FRESNO AREA

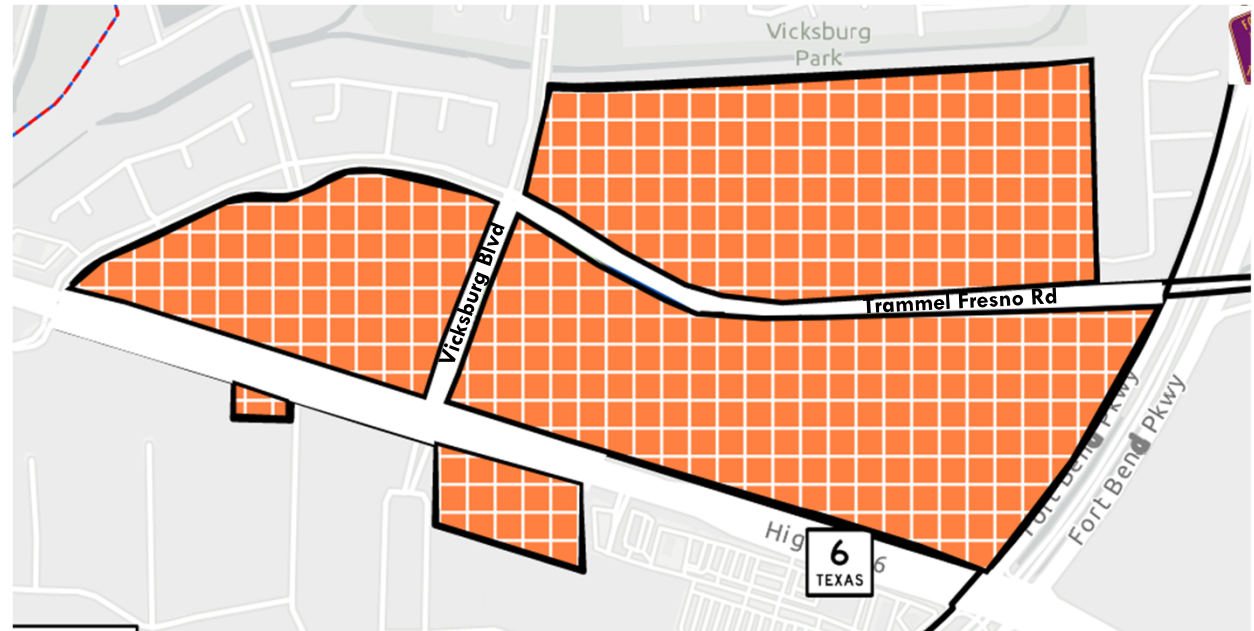
FOCUS AREA 8: TRAMMEL FRESNO AREA

Current Land Use designations:

-  Business Park
-  Suburban Commercial






Proposed Land Use Designation:

-  Gateway Mixed Use (NEW)







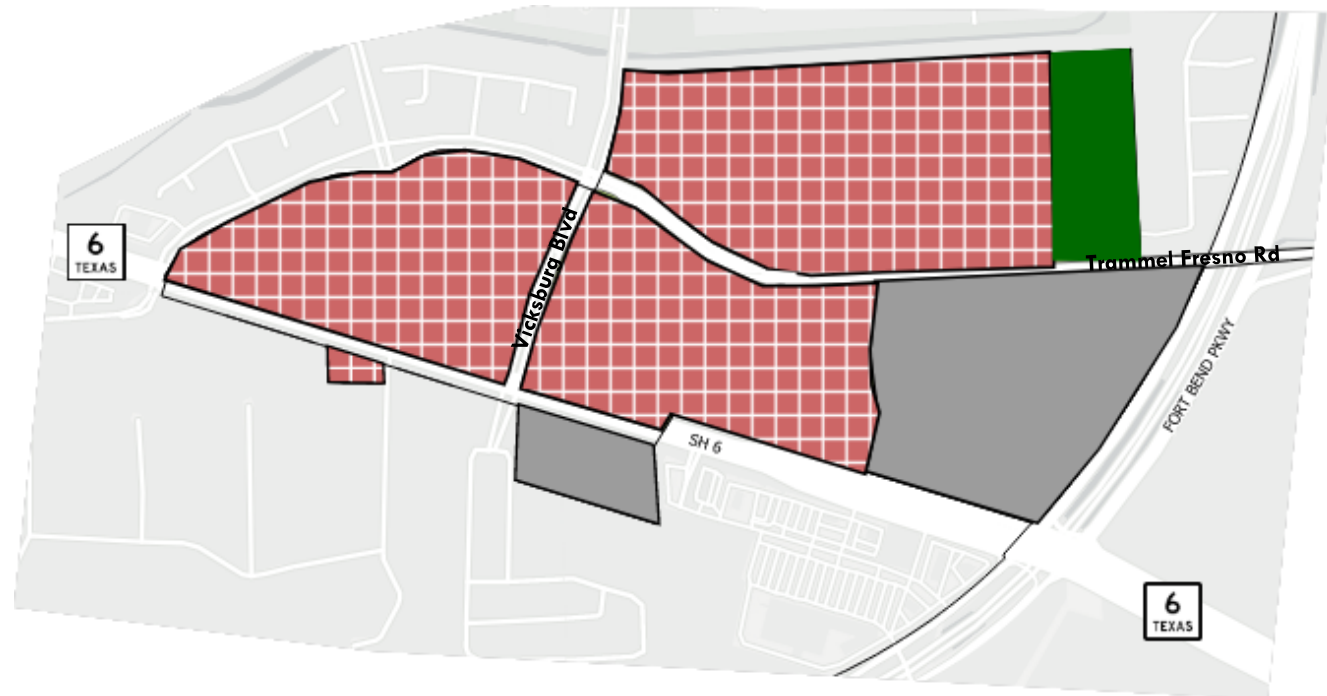
FOCUS AREA 8: TRAMMEL FRESNO AREA

Current Zoning Classifications:

-  SD, suburban
-  R-2, single family residential
-  LC-2, local retail
-  LC-3, retail
-  Planned development

Proposed Zoning Classifications:

-  LC-3, retail (NEW)
-  Planned Development (EXISTING)
-  Community Facilities (NEW)
-  Gateway Overlay (NEW)





FOCUS AREA 8: TRAMMEL FRESNO AREA

Potential for development – Undeveloped Land

High-visibility, high-traffic site and undeveloped land—ideal for mixed-use development anchored by major retailers like Costco or Sam's Club to maximize limited land and meet community interest.



-  Active Zoning or Permit Application
-  Property under contract or due diligence










FOCUS AREA 9: HIGHWAY 6 AREA

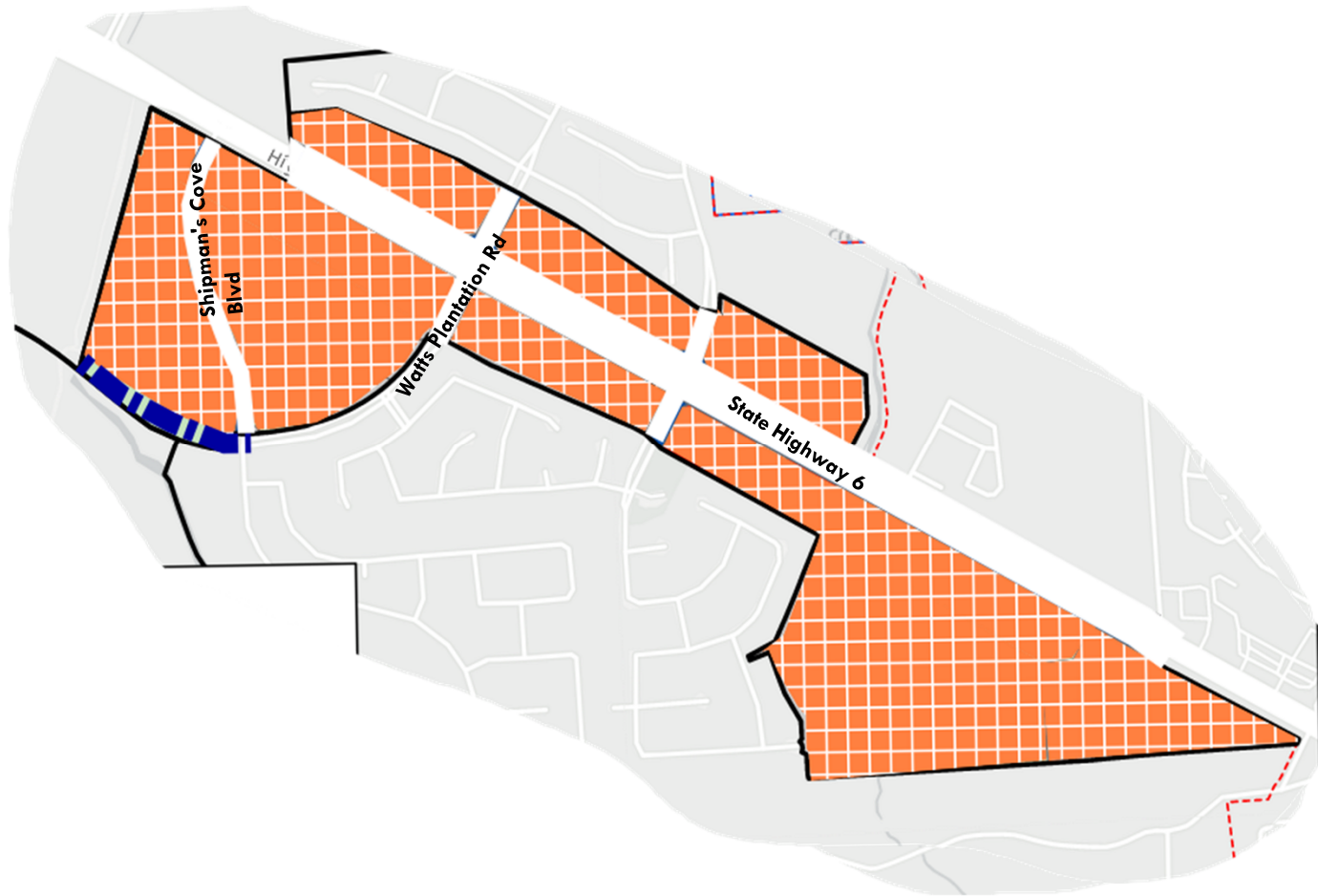
FOCUS AREA 9: HIGHWAY 6 AREA

Current Land Use designations:

-  Suburban Commercial
-  Estate Character
-  Community Facilities







Proposed Land Use designations:

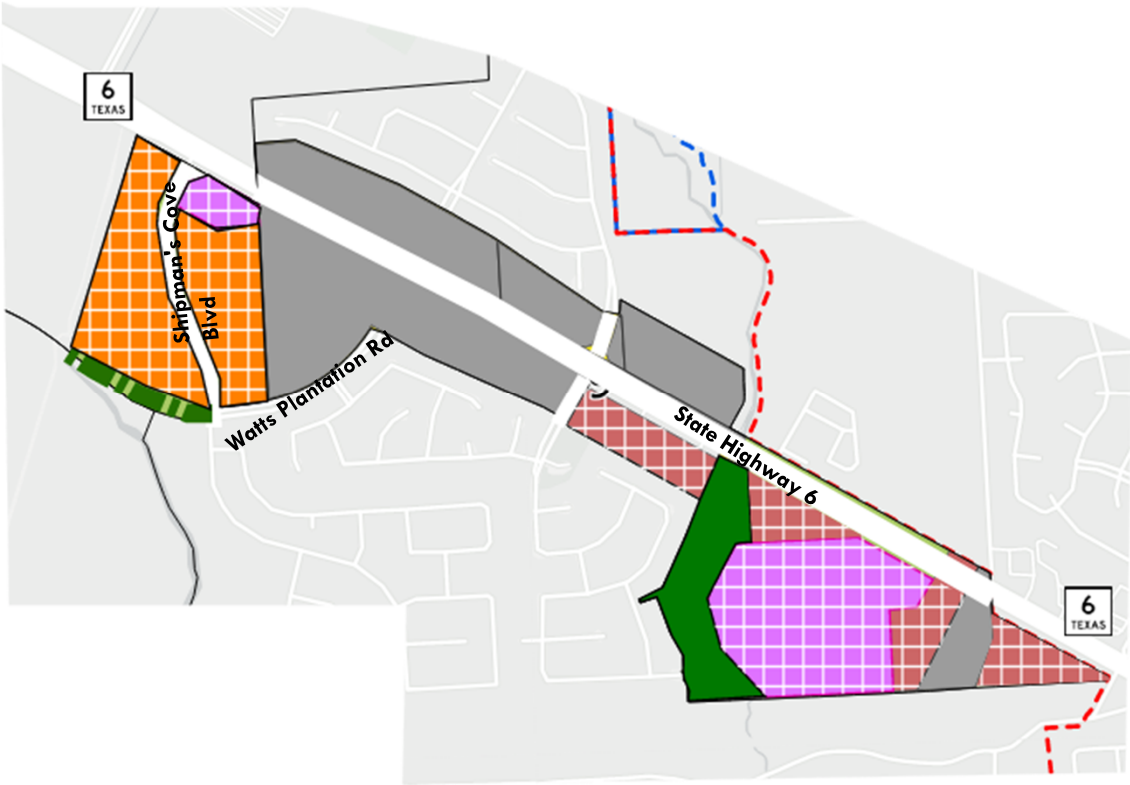
-  Gateway Mixed Use (NEW)
-  Community Facilities (EXISTING)



FOCUS AREA 9: HIGHWAY 6 AREA

Suggested Zoning Considerations:

-  SUP, specific use permit (EXISTING)
-  Planned Development (EXISTING)
-  R-6, Condominium Residential (NEW)
-  LC-3, retail (EXISTING)
-  CF, Community Facilities (EXISTING)
-  Gateway Overlay (NEW)



Slide 45

SNO Need to update this map due to incorrect CF color. Already updated map in folder
Stori Nuri, 2025-06-03T18:03:55.869

FOCUS AREA 9: HIGHWAY 6 AREA

Potential for development – Undeveloped Land



Appropriate development in areas adjacent to residential may include scaled neighborhood retail centers or professional offices

Mixed development to transition from residential to more intense development near Fort Bend Parkway.

Consider relocating City limits sign marker

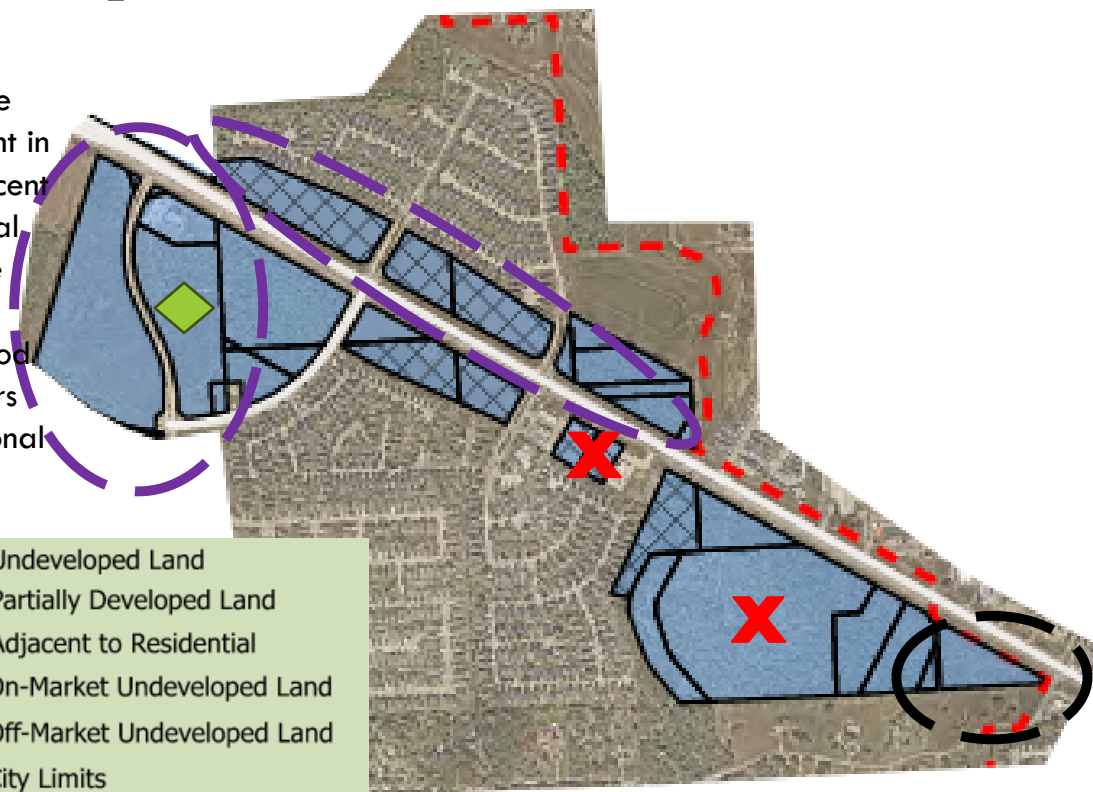


Active Zoning Application



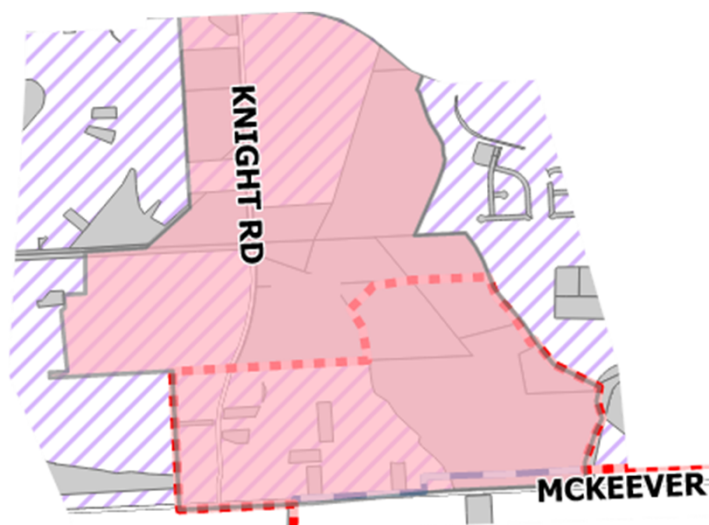
Active permit application / due diligence

	Undeveloped Land
	Partially Developed Land
	Adjacent to Residential
	On-Market Undeveloped Land
	Off-Market Undeveloped Land
	City Limits



Slide 46

SN0 need to crop map to exclude FB area
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FOCUS AREA 10: WATTS ROAD / KNIGHT ROAD/ MCKEEVER ROAD AREA

FOCUS AREA 10: WATTS ROAD / KNIGHT ROAD/ MCKEEVER ROAD AREA

Current Land Use Designations


 Estate

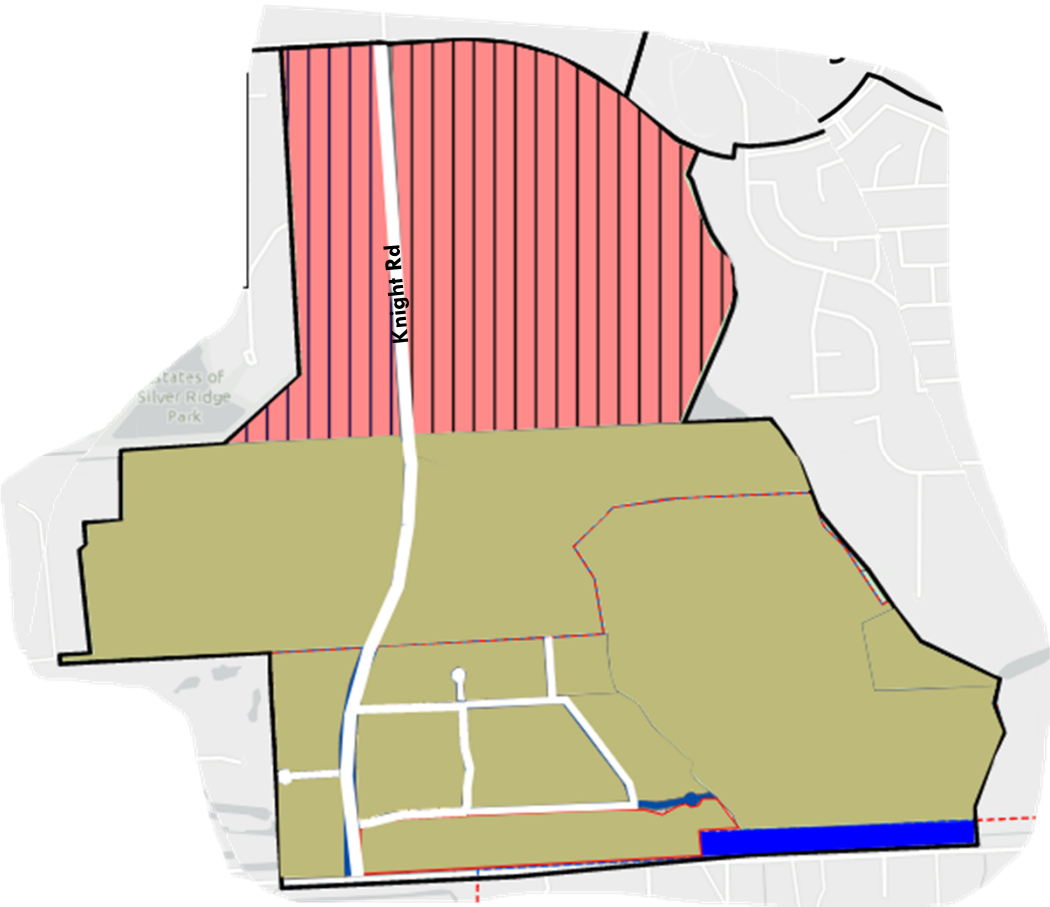
Proposed Land Use Designations

 Suburban Commercial

 Estate Character

 Community Facilities

 Neighborhood Mixed Use (NEW)





Slide 48



SNO update suburban residential to suburban commercial
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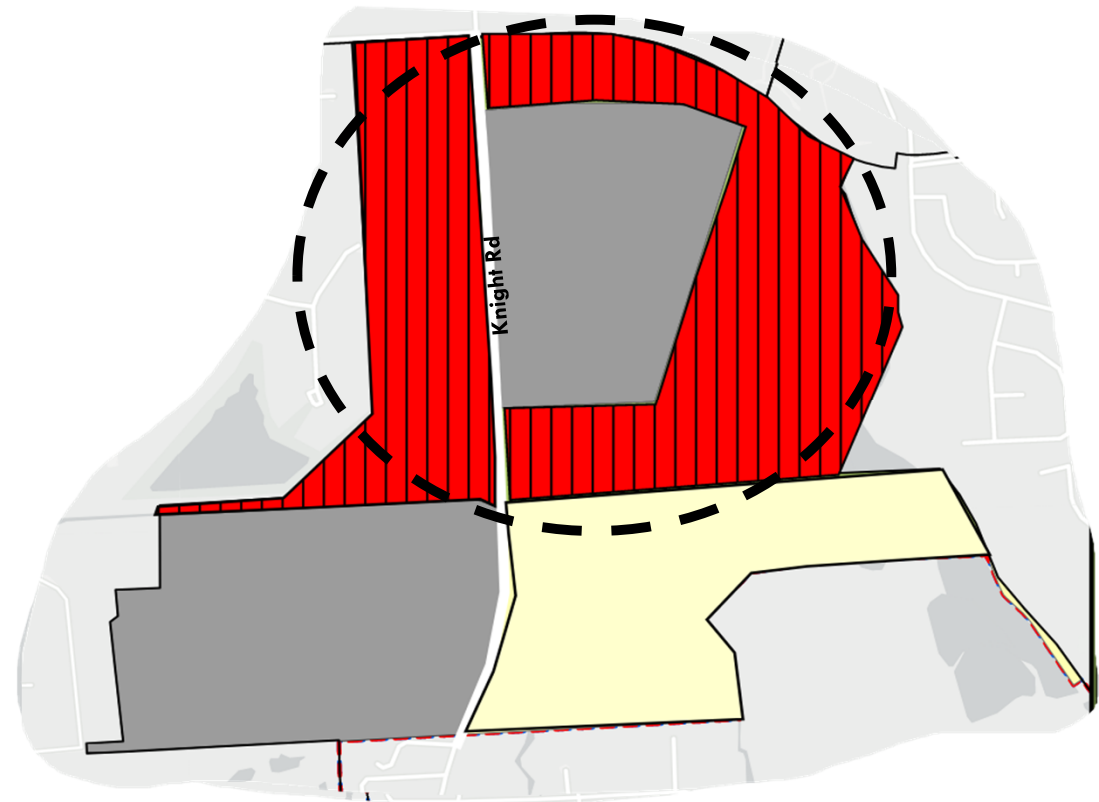
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FOCUS AREA 10: WATTS ROAD / KNIGHT ROAD / MCKEEVER ROAD AREA

Suggested Zoning Considerations:

-  Planned Development (EXISTING)
-  R, single family (EXISTING)

-  LC-1, restricted local retail (NEW)
-  Neighborhood Mixed Use (NEW)

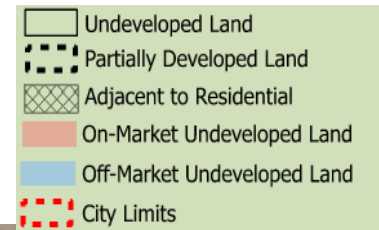


FOCUS AREA 10: WATTS ROAD / KNIGHT ROAD/ MCKEEVER ROAD AREA

Potential for development – Undeveloped Land

Continued estate-style development in certain areas until utilities and urban development expand to the area.

Encourage low-impact development through incentives in areas located within floodplain and outside the protection of a regional levee system.



◆ Active Zoning Application

✗ Active permit application / due diligence

Comprehensive Plan Update Report

SUGGESTED COMPREHENSIVE PLAN GOALS

1. A more cohesive city.
2. More varied development to move beyond a “bedroom community” perception of Missouri City.
3. An ongoing and increasing focus on neighborhood integrity and commercial redevelopment as the community continues to mature.
3.2. Promoting compatible development, protecting residential areas through Residential Adjacency standards (e.g., site design, buffering, landscaping, and impact reviews)
4. Public and private development and design practices that encourage resource conservation and protection.
5. Quality design and community appearance.

Comprehensive Plan Update Report

NEXT STEPS

1. City Council follow-up (if needed)
2. Joint session with Planning & Zoning Commission
3. Public open house
Tentative July
4. Advance zoning cases per recommendations
5. Plan amendment and implementation process
Tentative July/August



QUESTIONS

COMPREHENSIVE PLAN UPDATE REPORT

Missouri City 2040: Intentionally
planning tomorrow's community today.