



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:

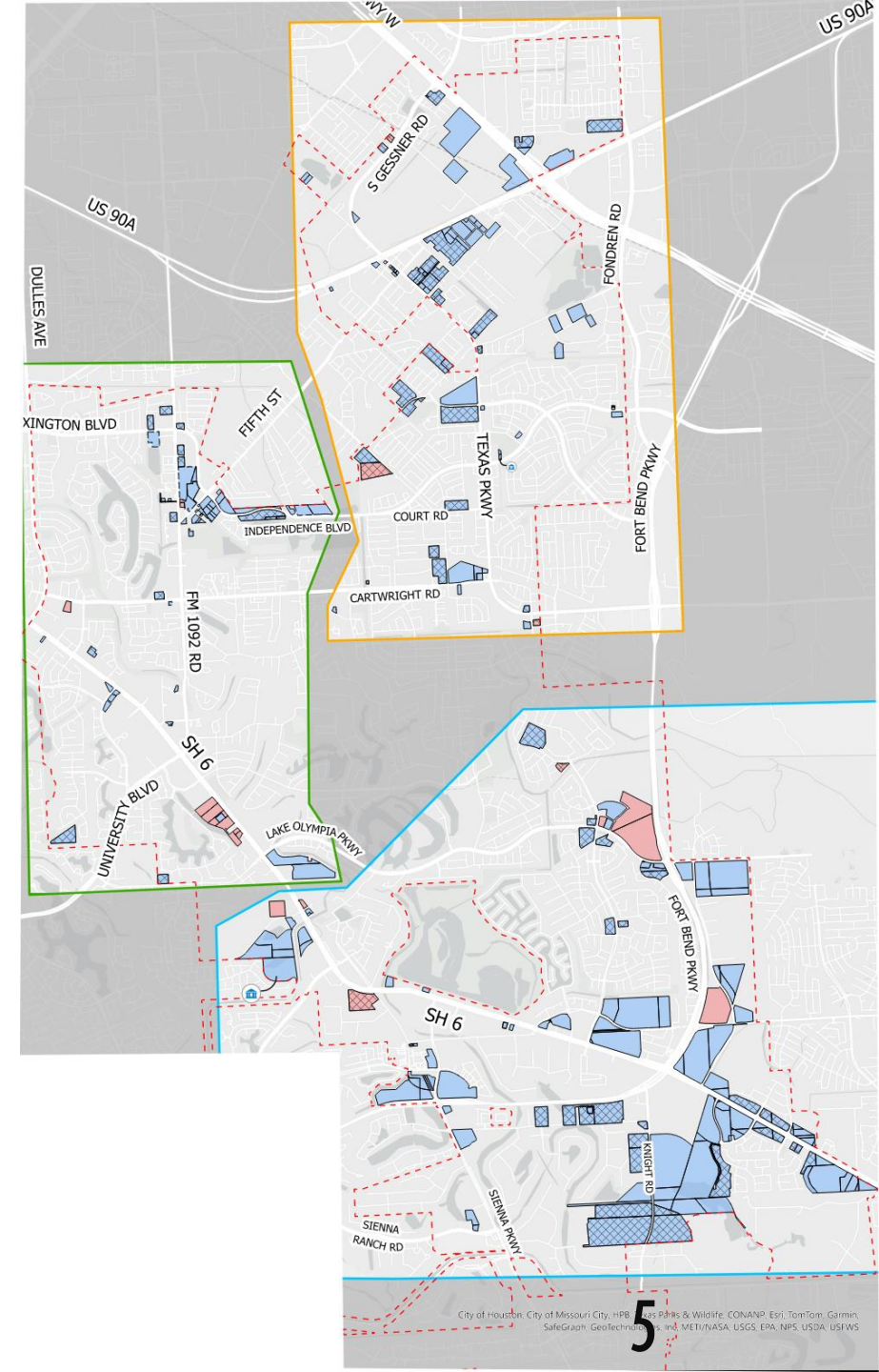
- **Key Priorities:** 10 focus areas, undeveloped land, redevelopment strategy
- **Challenges:** Infrastructure capacity and availability, zoning conflicts, conflicts with residential areas
- **Opportunities:** Mixed-use development, regional partnerships, innovation zones

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 containing various nonresidential land use 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, 'medical-office' to the left of 'cafes', 'nightlife-bars' above 'medical-office', and 'gas-station' below 'sports-venues'. The words are in various shades of red and brown.

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 containing various residential land use amenities. The words are arranged in a cluster, with 'senior-living' at the top, 'single-family' in the center, 'mixed-use' at the bottom, 'townhomes' to the left of 'single-family', and 'multifamily-apartments' to the left of 'single-family'. The words are in various shades of purple, blue, and green.

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**

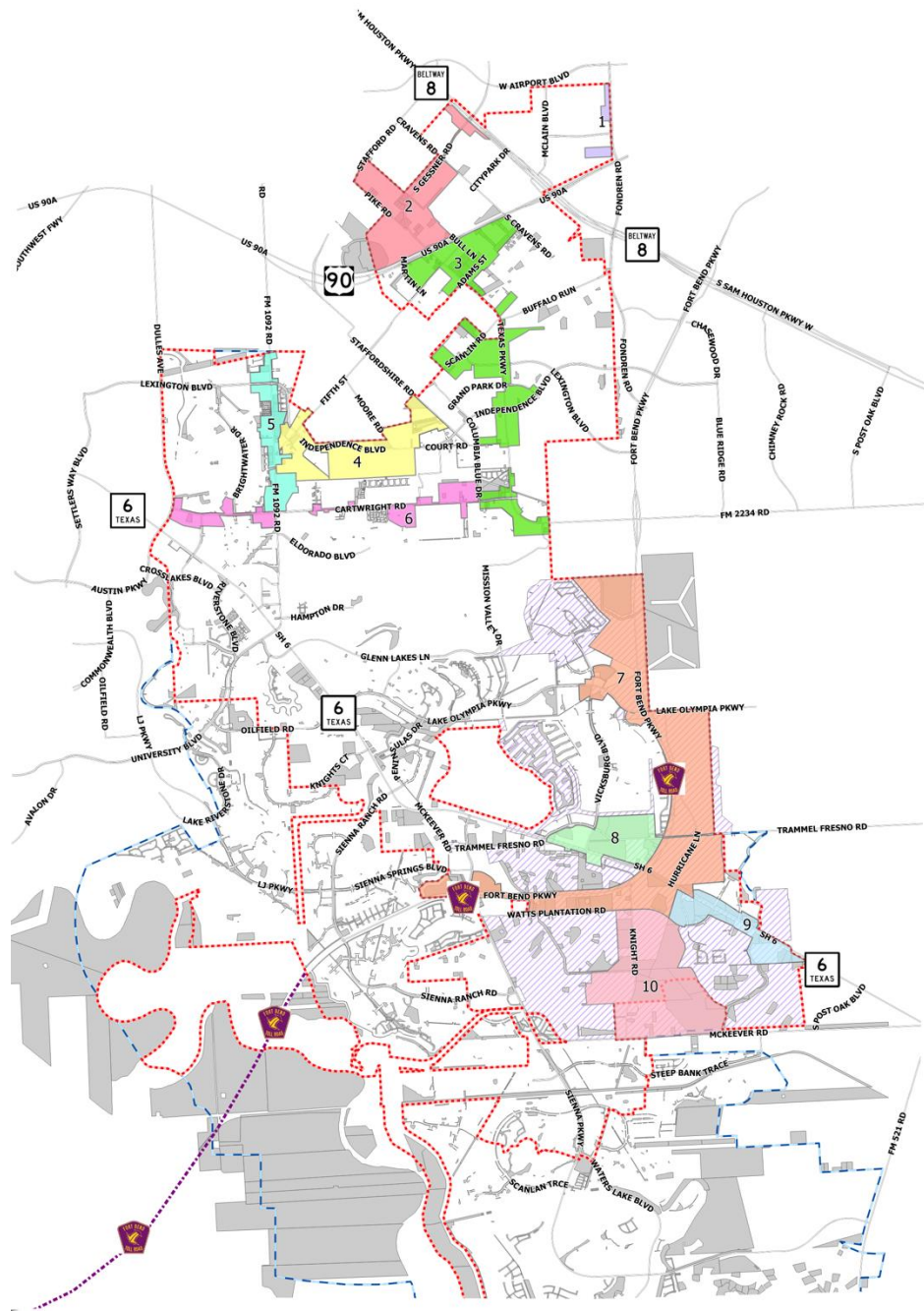
- Recommended updates to map and districts
- Provide vision and define core characteristics
- Provide guidance on compatible zoning districts

- **Zoning Ordinance**

- Suggested zoning districts aligned with updated FLU policies; opportunities for City-Led implementation

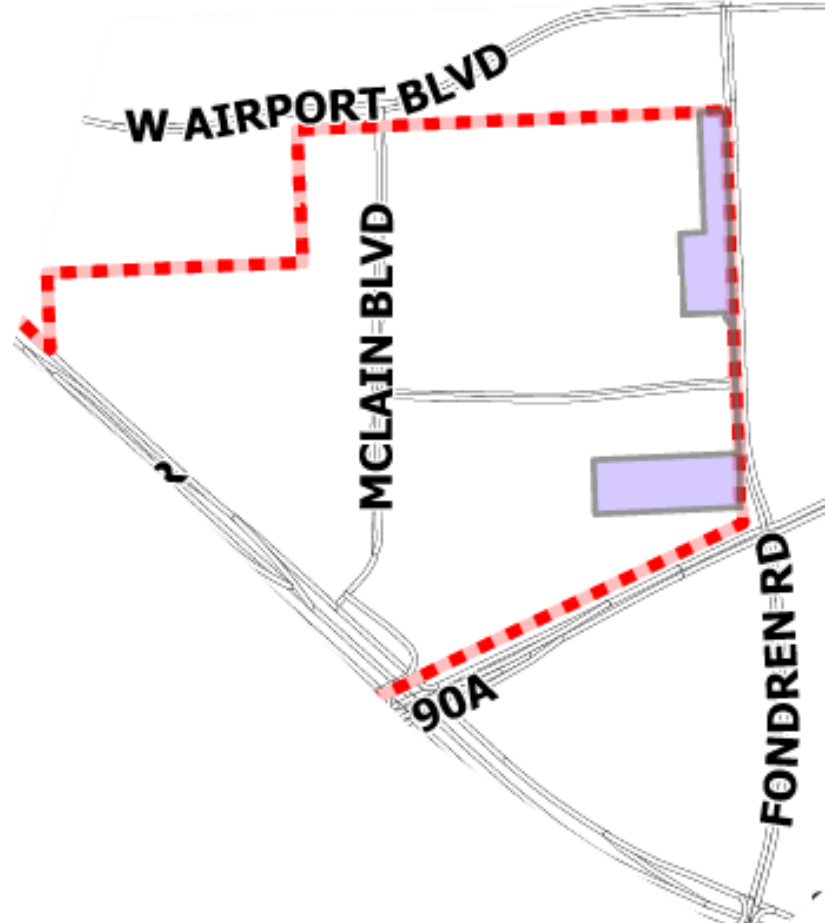
- **Subdivision Ordinance & Infrastructure Design Manual**

- 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






Proposed Land Use designations:

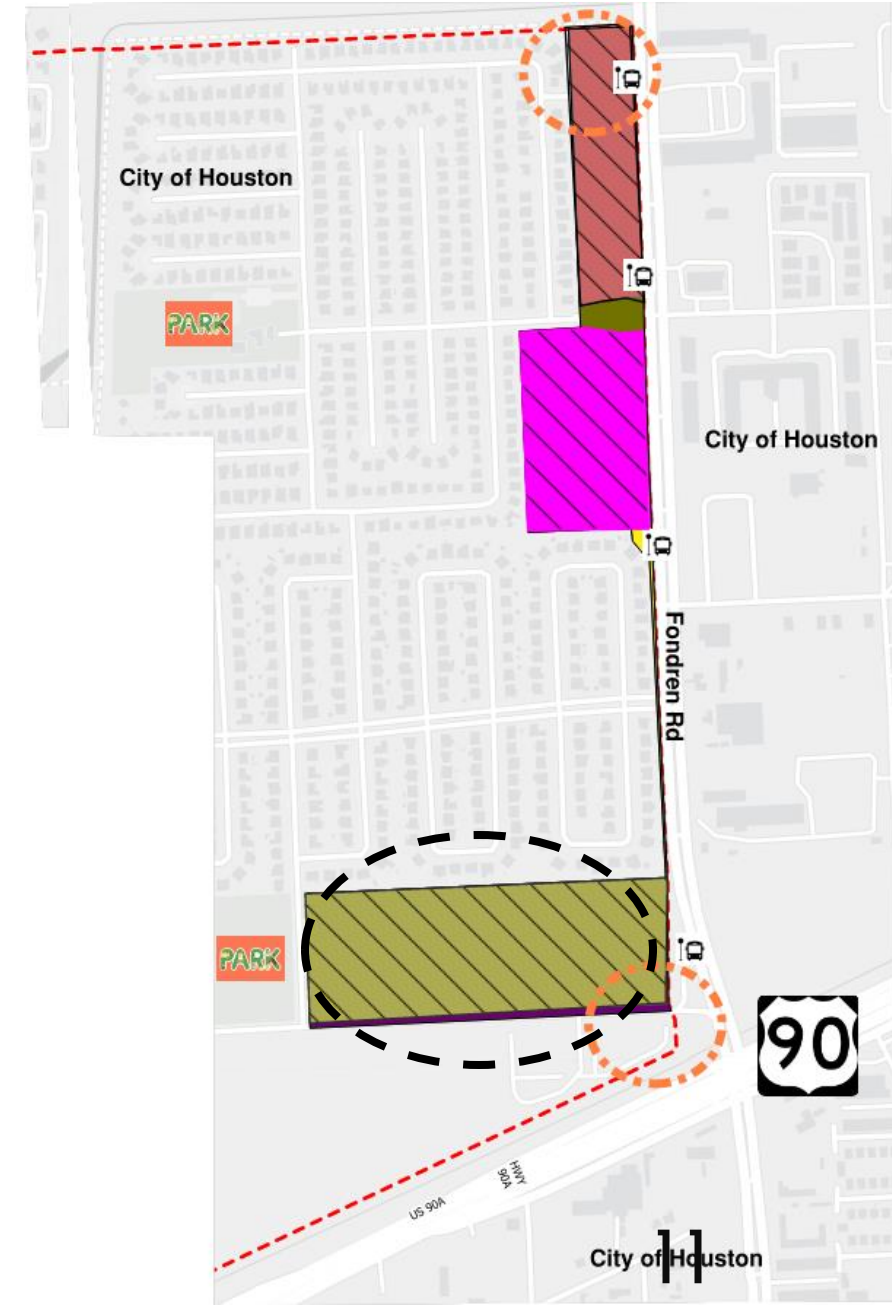
-  Single Family Residential
-  Commercial
-  Neighborhood Mixed Use (NEW)
-  Designated Entryway (NEW)



FOCUS AREA 1: FONDREN ROAD AREA

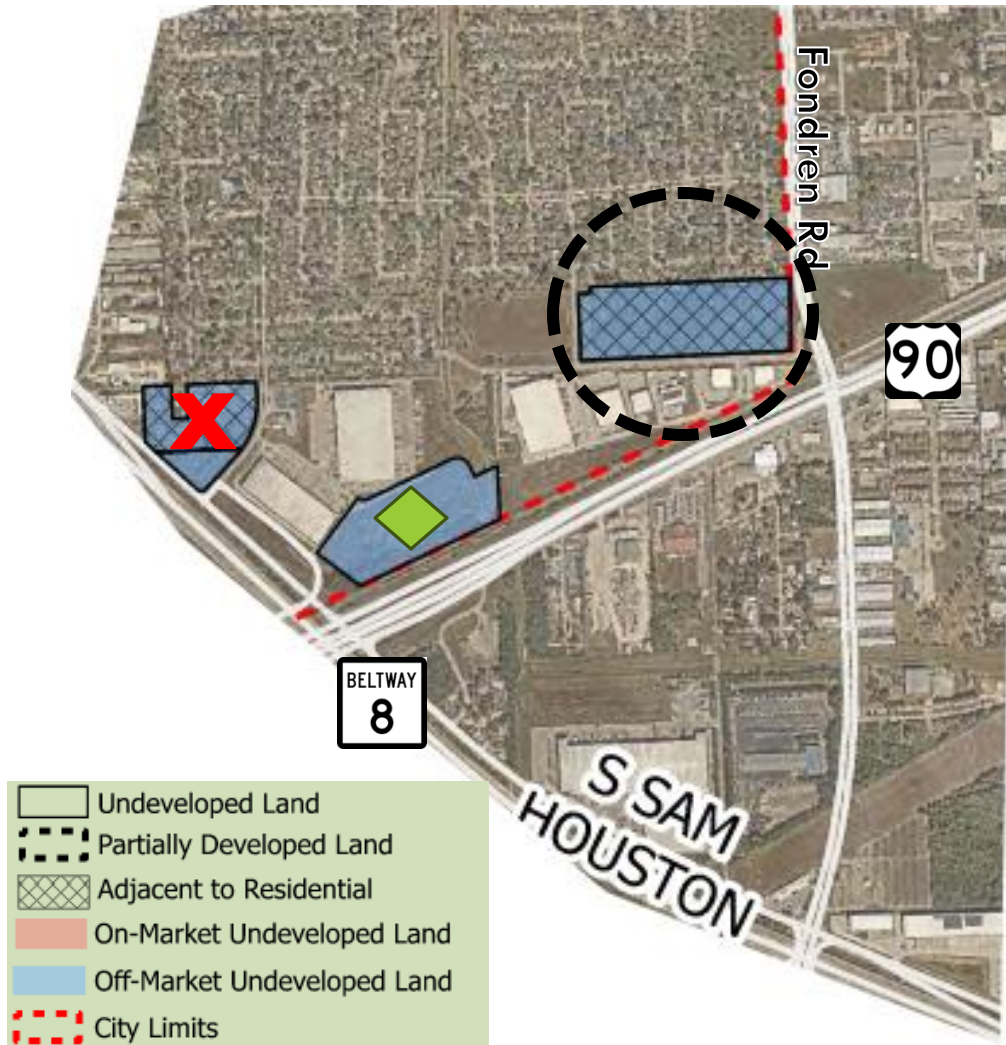
Suggested Zoning Considerations:

-  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



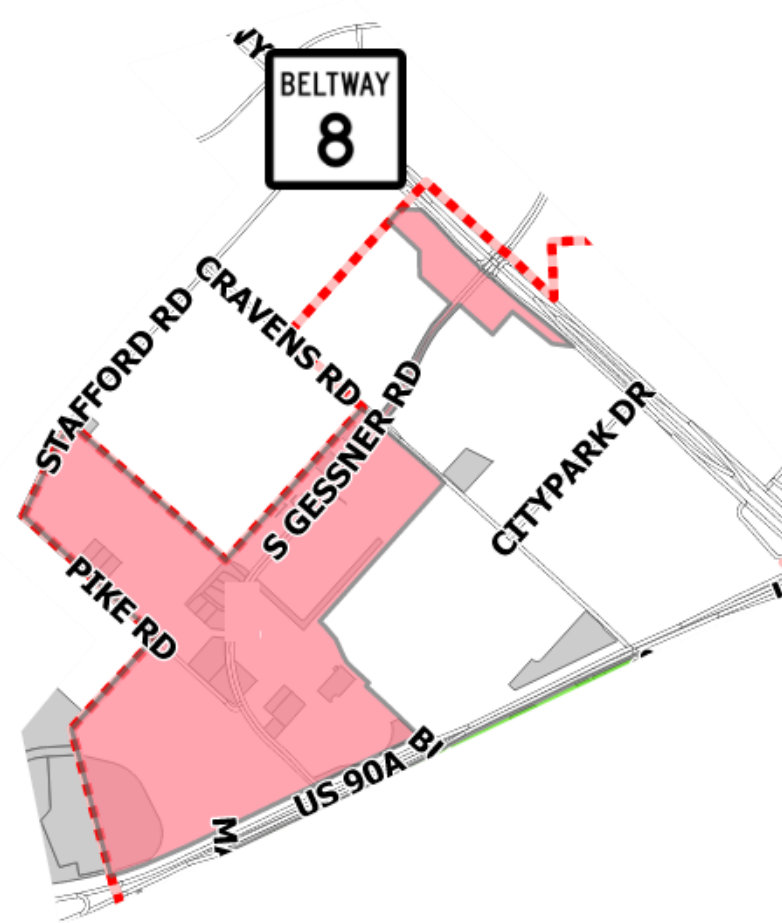
- Enhance transit corridor appearance and function
- Collaborate with developers and property owners
- A full-service grocery store
- Sit-down restaurants
- Emphasize aesthetics, landscaping and site design



Active Zoning or Permit Application



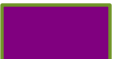
Property under contract or due diligence

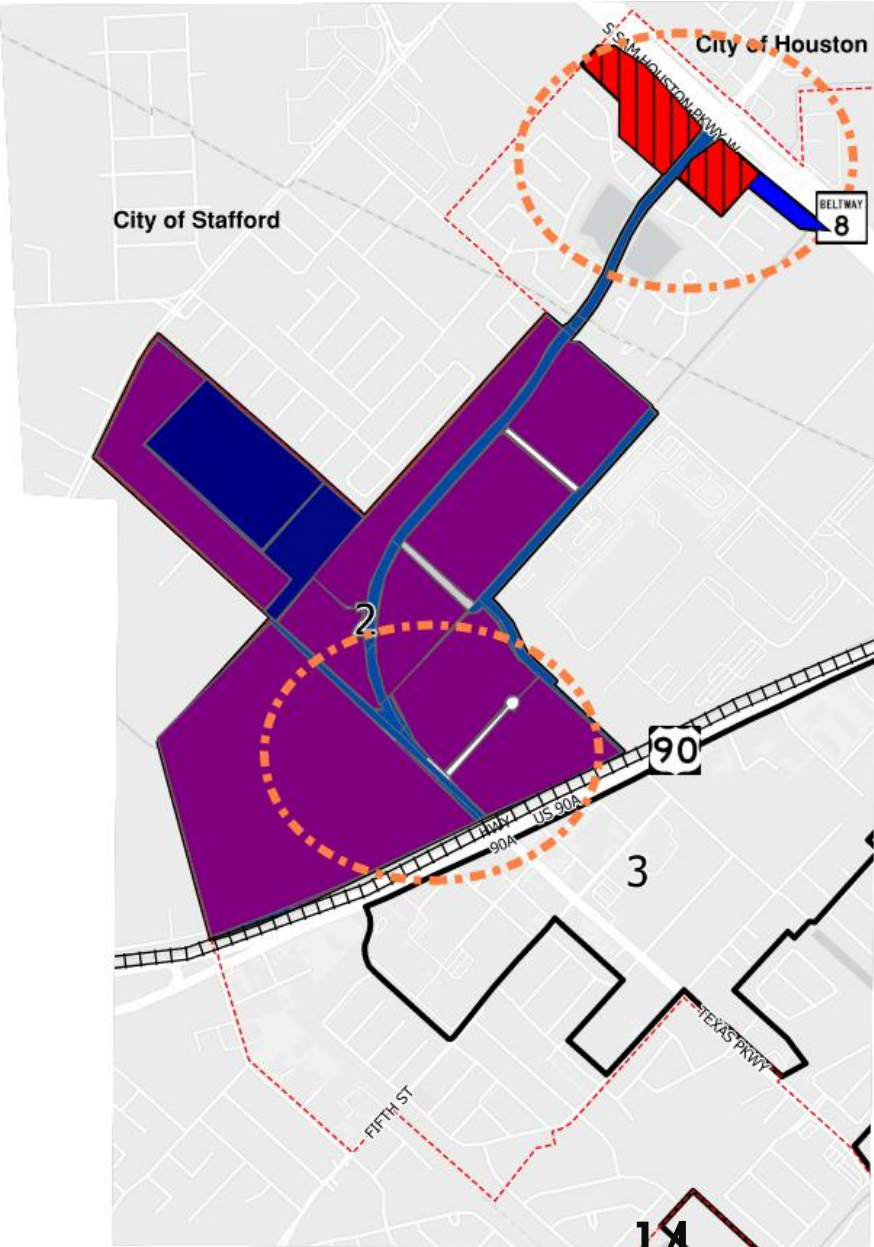


FOCUS AREA 2: S GESSNER ROAD AREA

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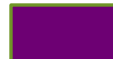




Proposed Land Use designations:

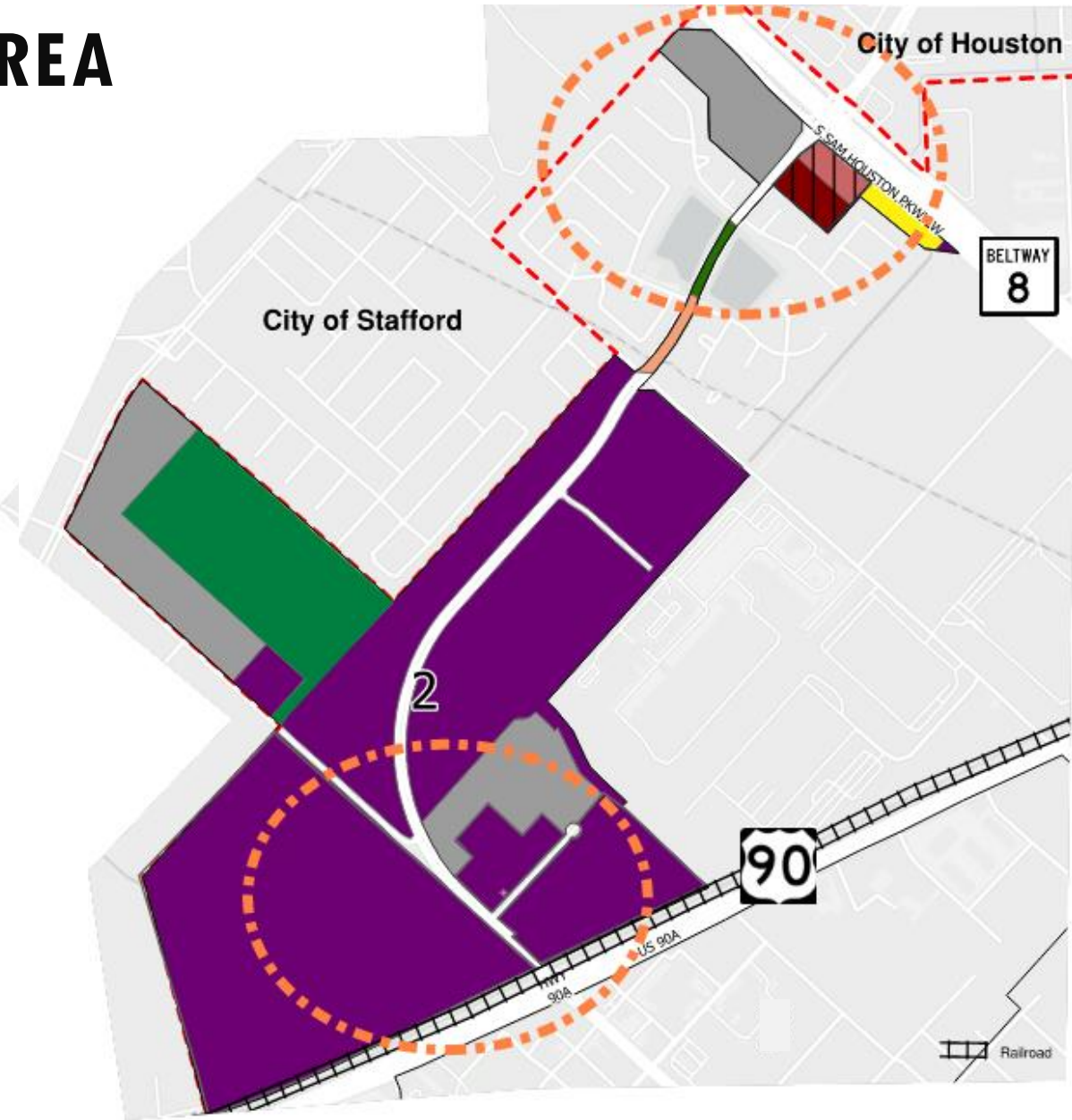
-  Commercial
-  Community Facilities
-  Employment District
-  Neighborhood Mixed Use (NEW)
-  Designated Entryway (NEW)



FOCUS AREA 2: S GESSNER ROAD AREA

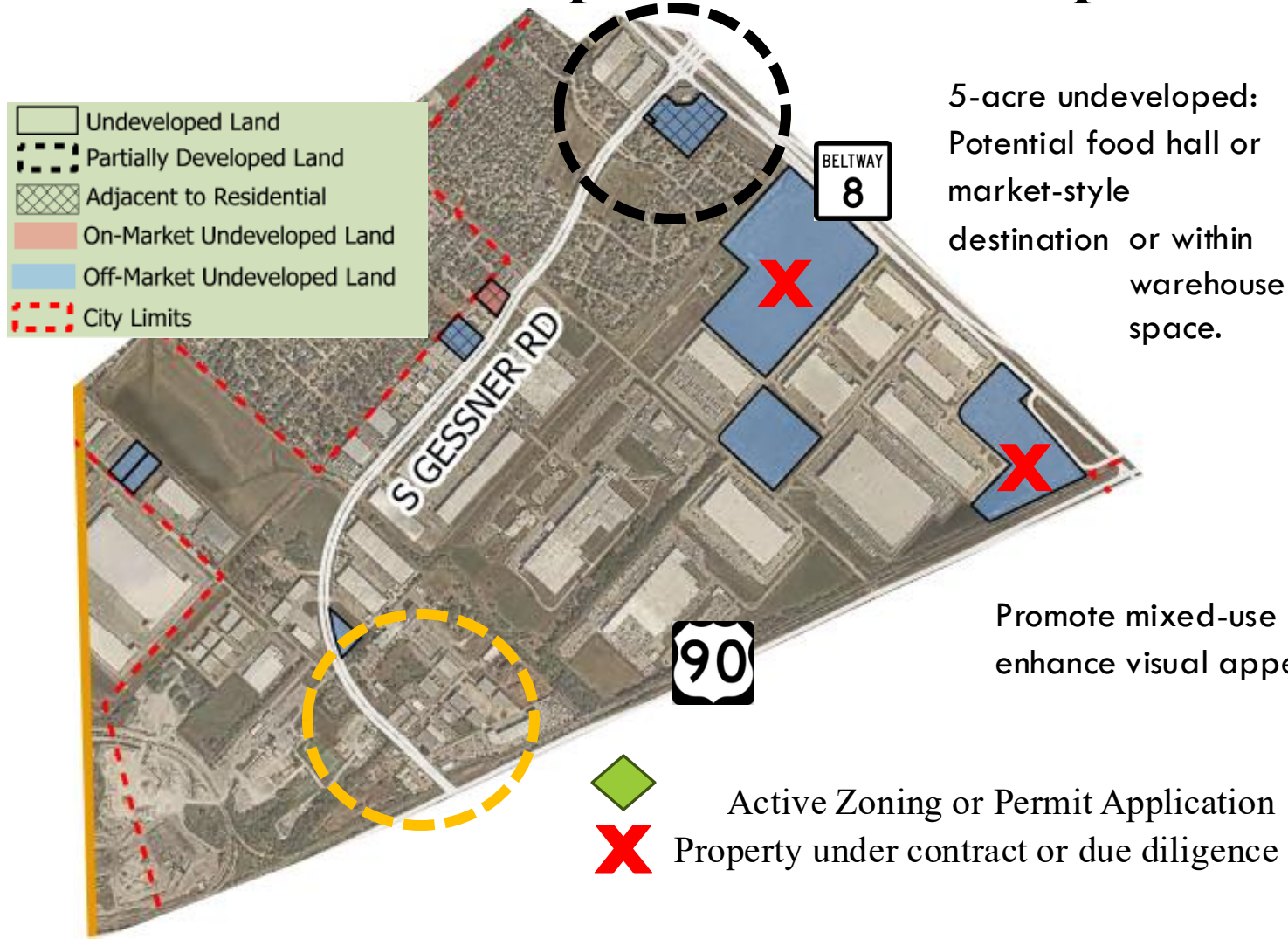
Suggested Zoning Considerations:

- | | | | |
|---|-------------------------------|---|--------------------------------------|
|  | 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) |

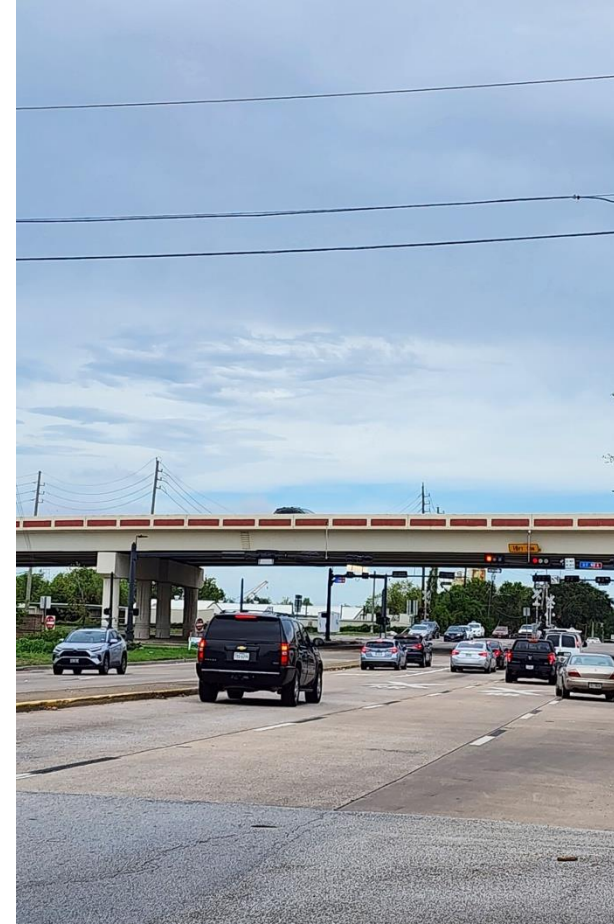
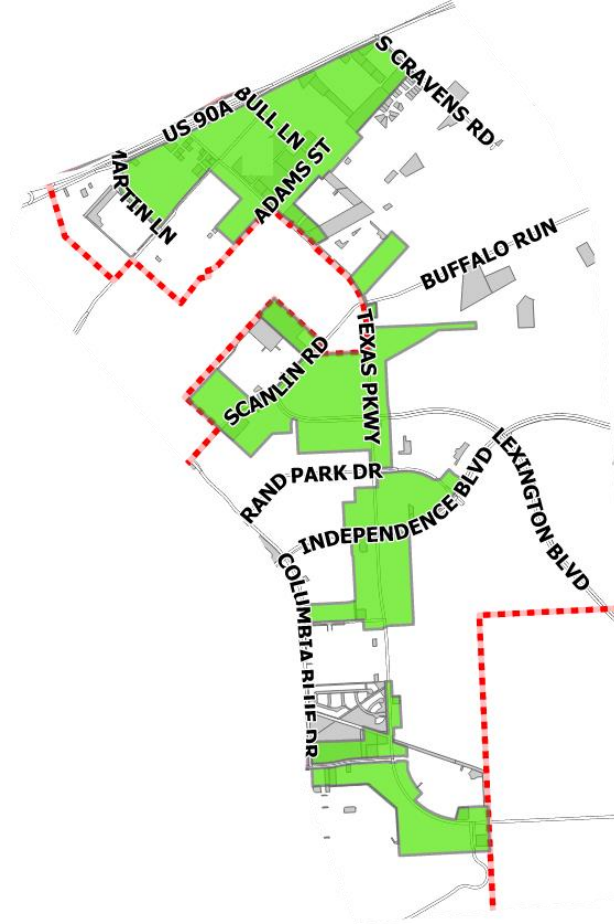


FOCUS AREA 2: S GESSNER ROAD AREA

Potential for development – Undeveloped Land



Promote mixed-use redevelopment along the railroad corridor to enhance visual appeal and capitalize on regional connectivity.

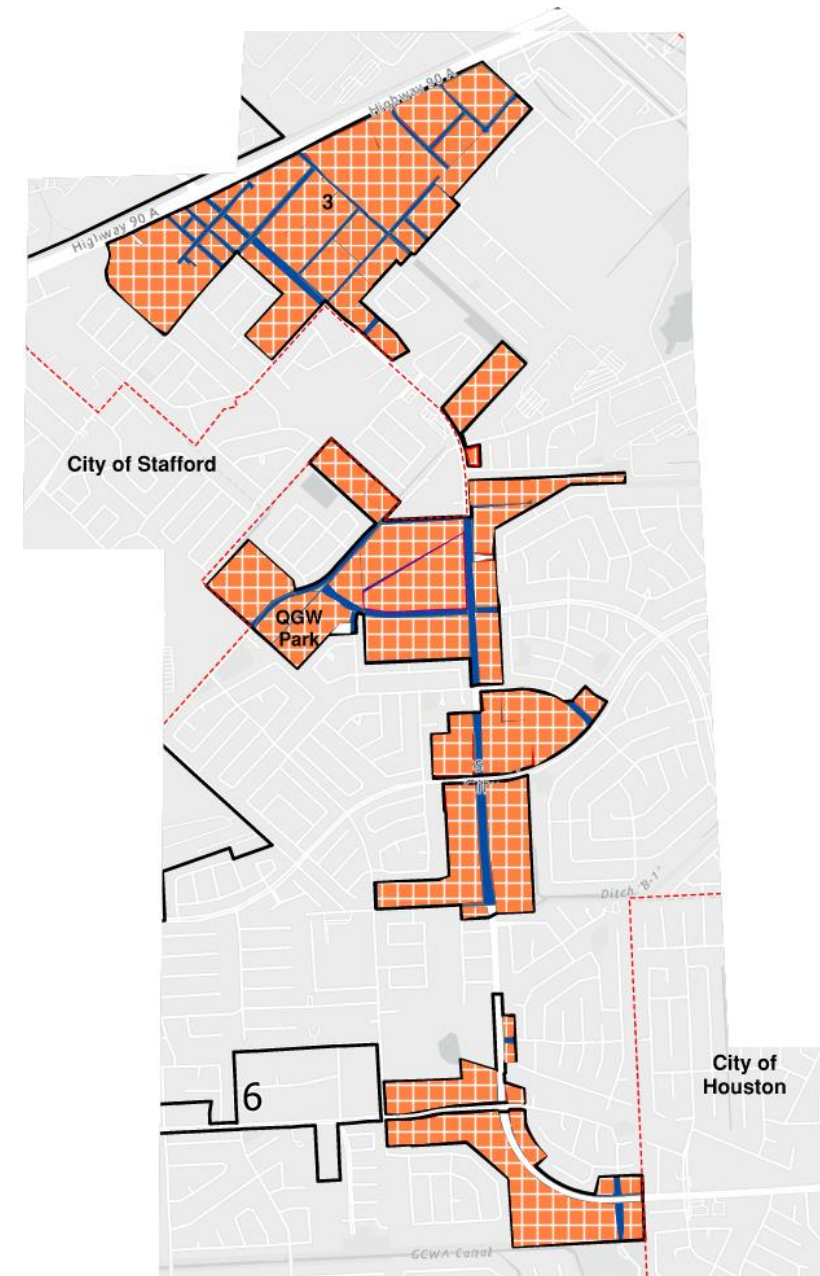


FOCUS AREA 3: TEXAS PARKWAY AREA

FOCUS AREA 3: TEXAS PARKWAY AREA












Proposed Land Use designations:

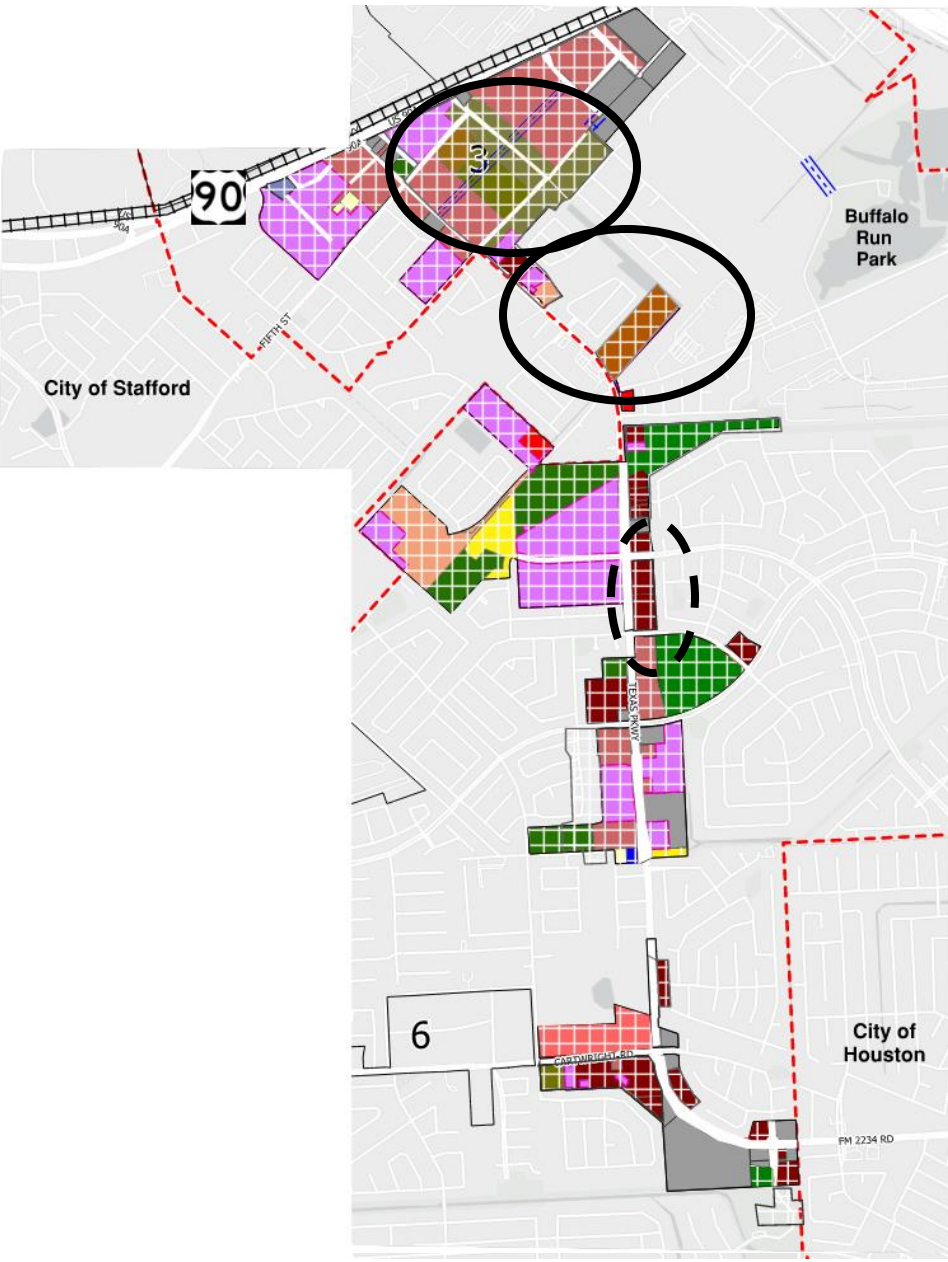
 Gateway Mixed Use (NEW)



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)		



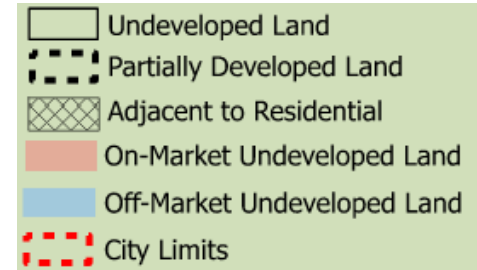
FOCUS AREA 3: TEXAS PARKWAY AREA

Potential for development – Undeveloped Land

One of the largest concentrations of remaining undeveloped land along the US 90A frontage presents prime opportunities to advance key development goals – **Entertainment Zone.**

Opportunities for public-private partnerships – **Civic Zone.**

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



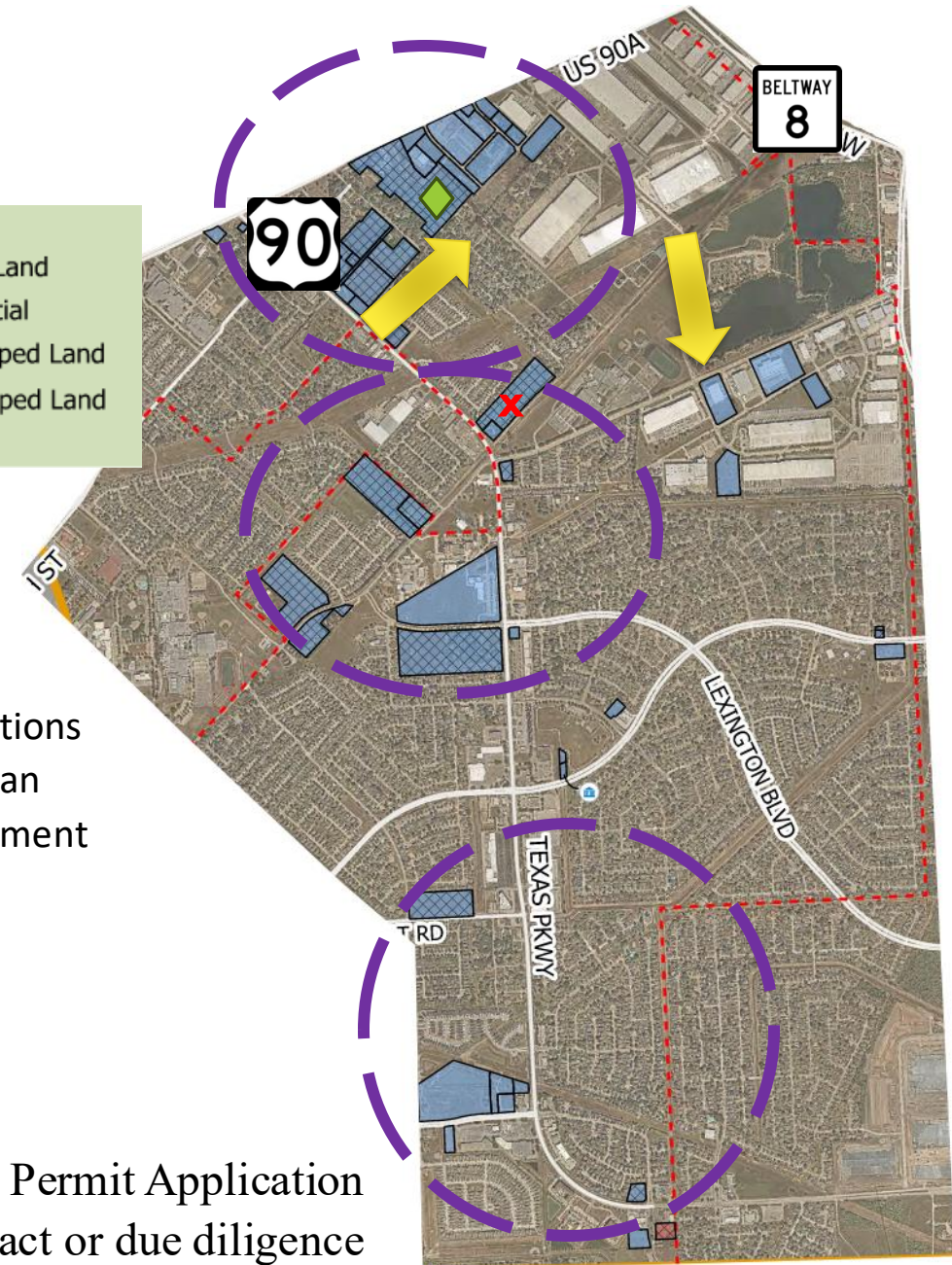
New street and pedestrian connections to Texas Parkway can support redevelopment potential.



Active Zoning or Permit Application



Property under contract or due diligence

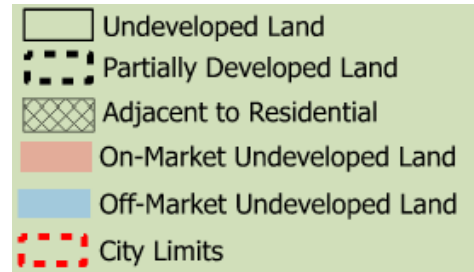


FOCUS AREA 3: TEXAS PARKWAY AREA

Potential for development – Undeveloped Land



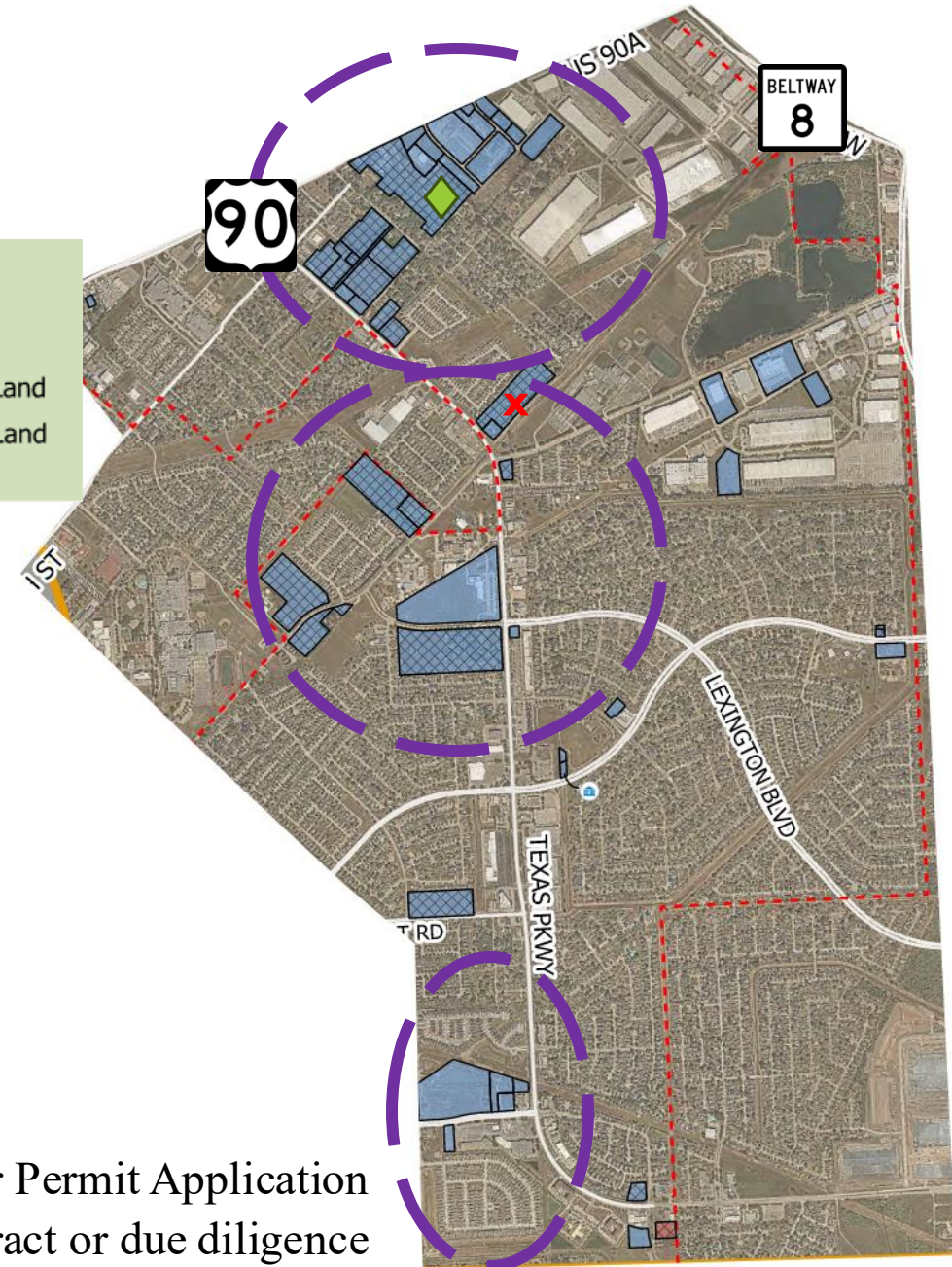
Mixed Use Zone

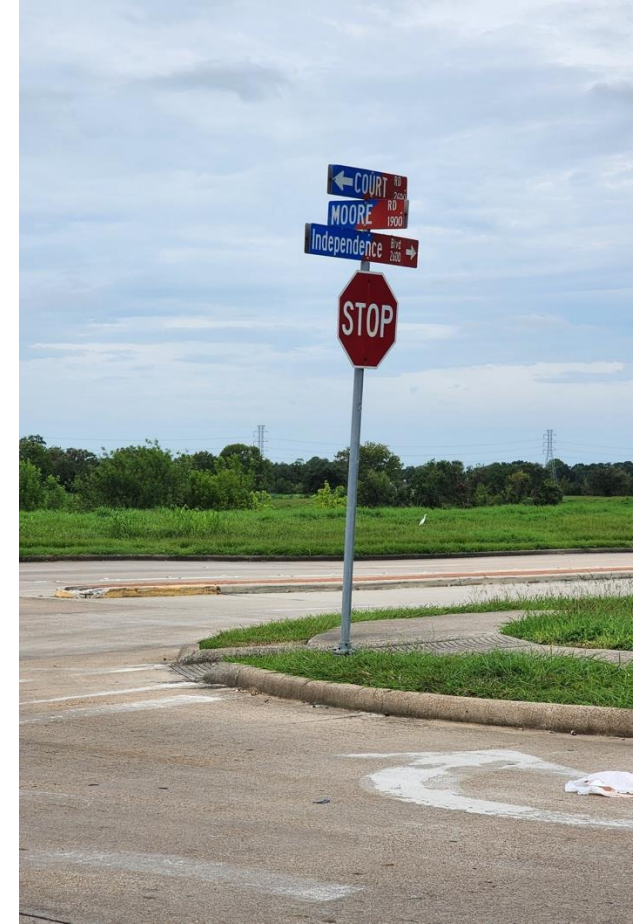
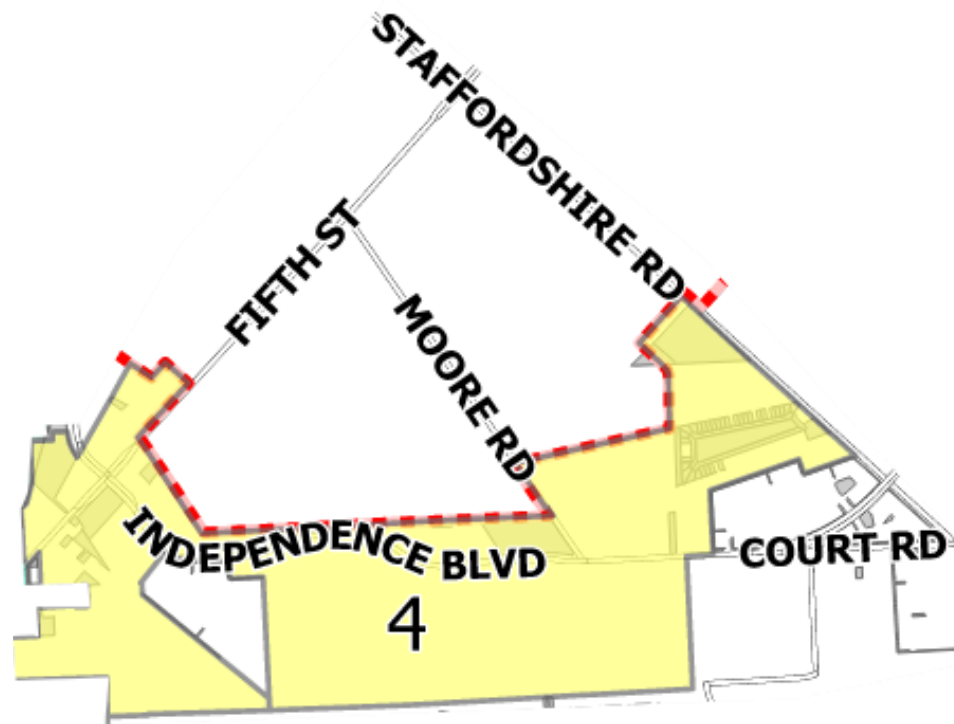


Active Zoning or Permit Application



Property under contract or due diligence





FOCUS AREA 4: FIFTH STREET / INDEPENDENCE BLVD. AREA

FOCUS AREA 4: FIFTH STREET / INDEPENDENCE BLVD. AREA

Proposed Land Use designations:



Single Family Residential



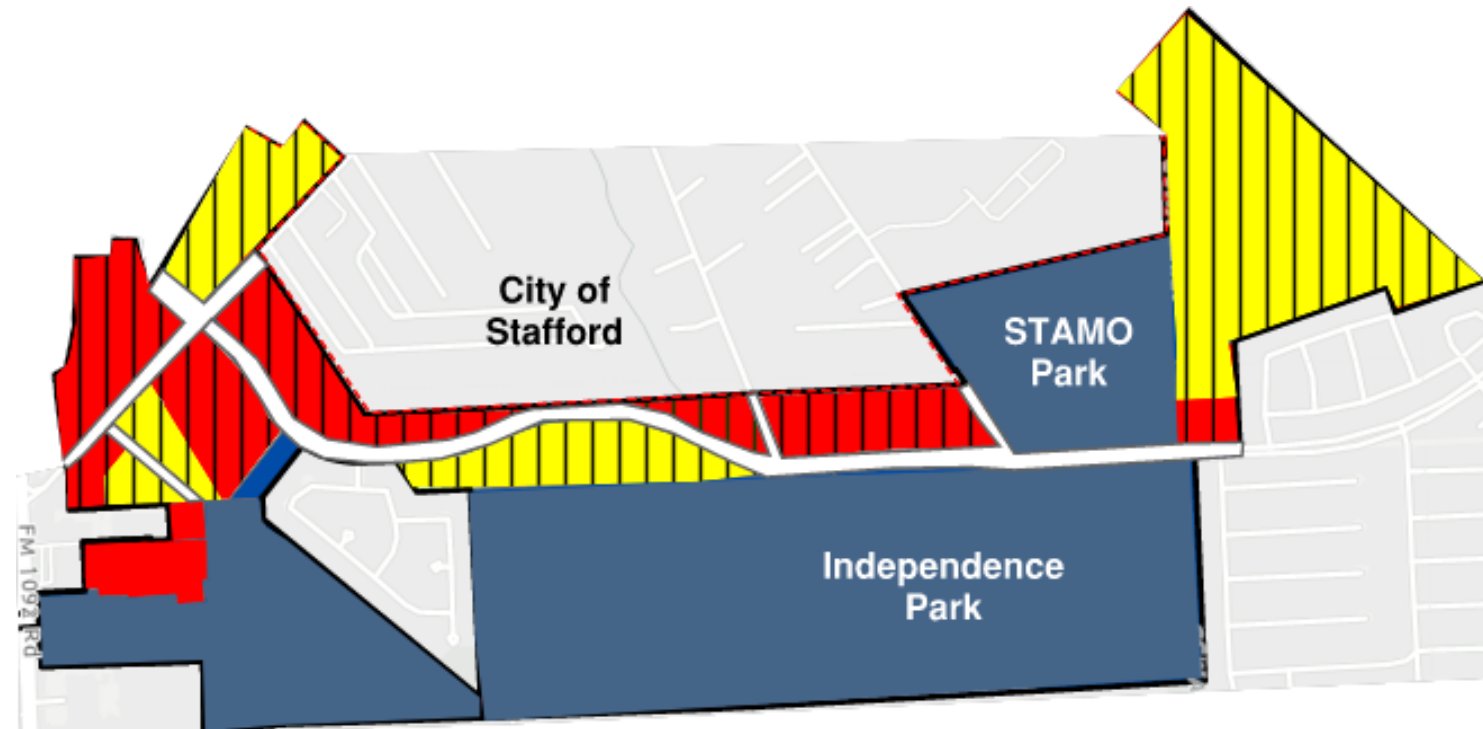
Commercial



Community
Facilities






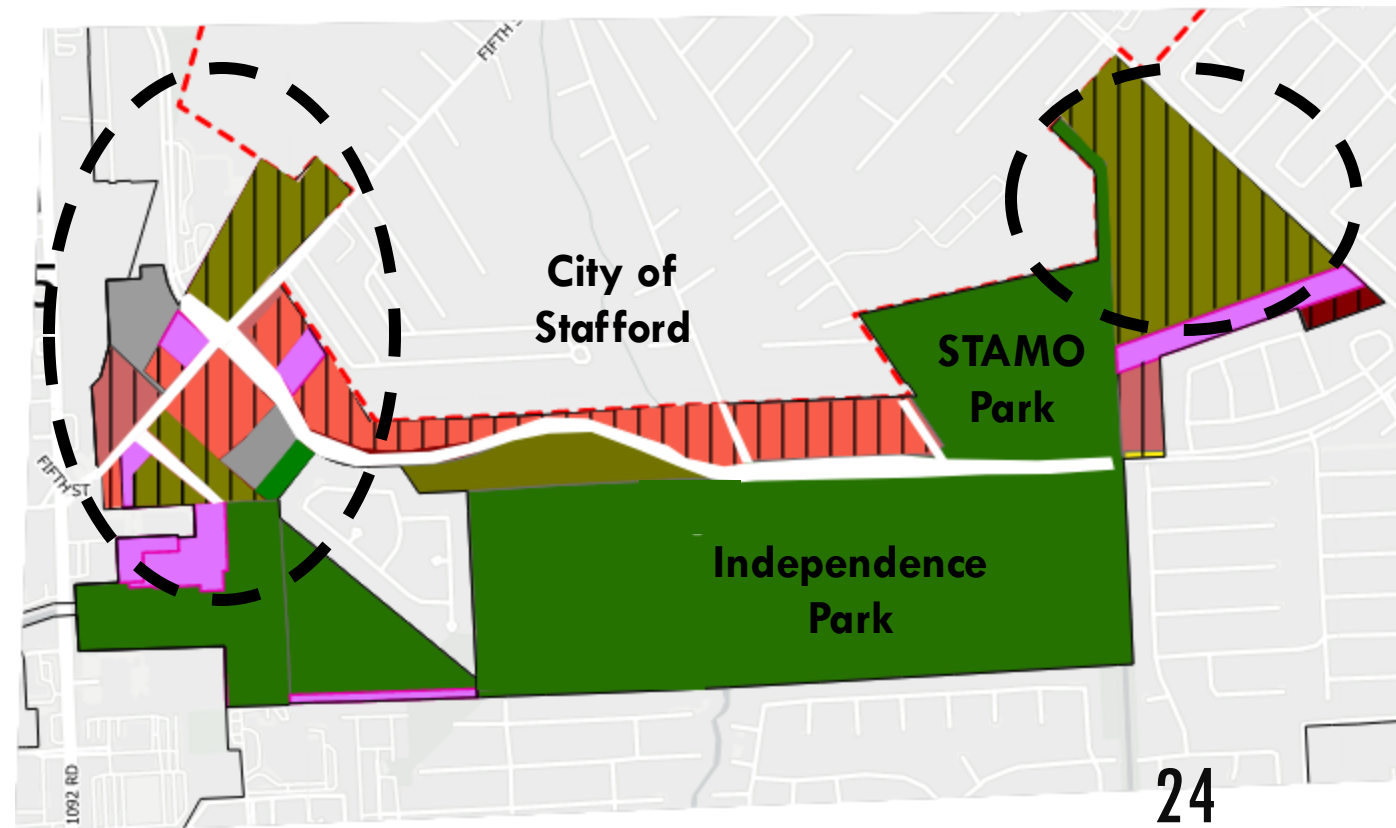
Neighborhood
Mixed Use (NEW)



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

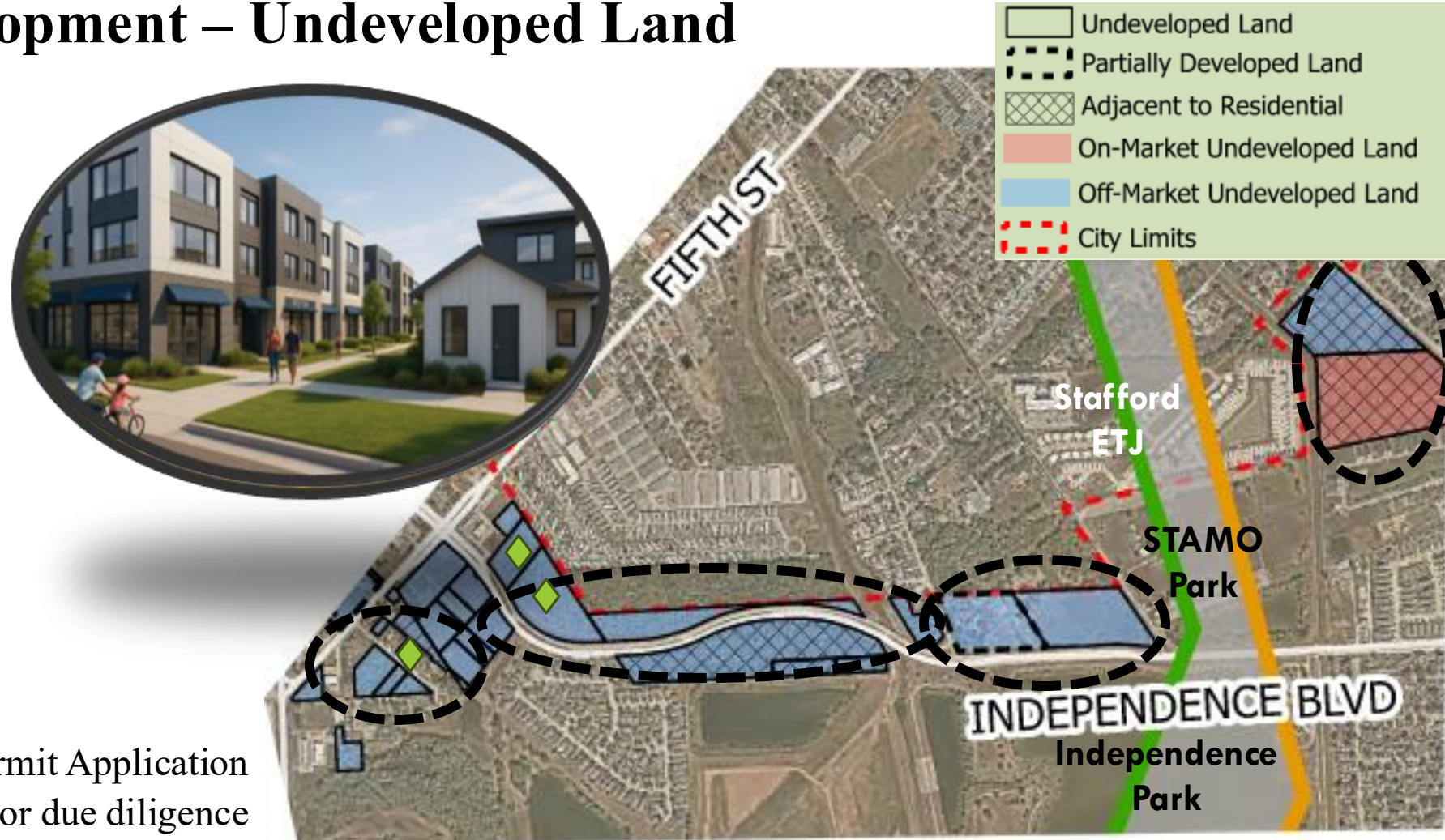
Potential for development – Undeveloped Land

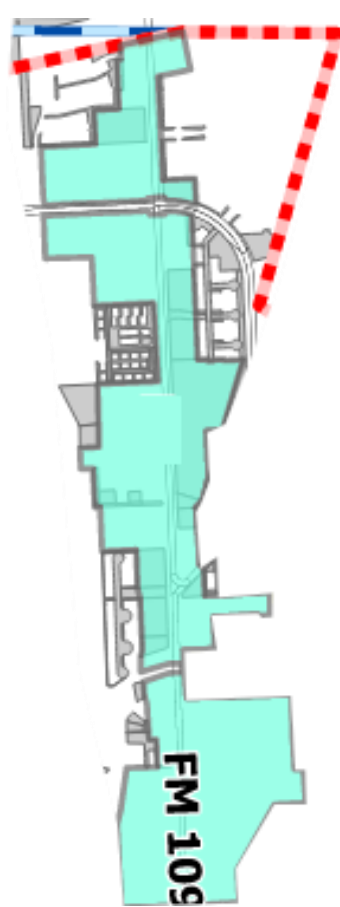
Allow for **alternative housing** options in areas along Fifth Street

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



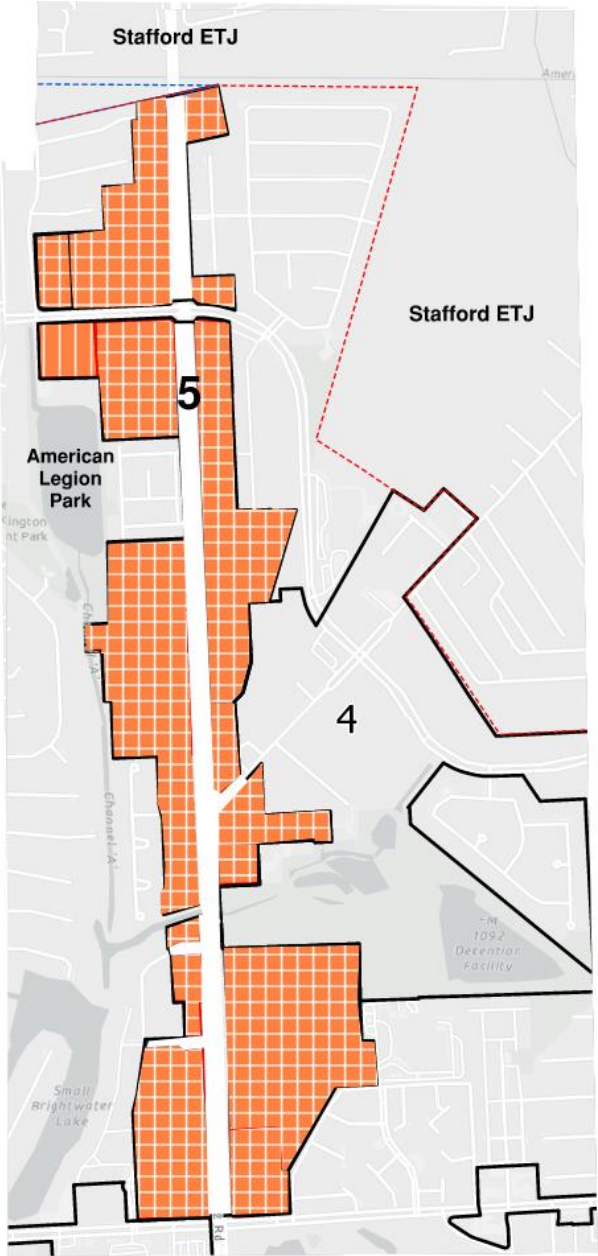


FOCUS AREA 5: FM 1092 AREA

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Proposed Land Use designations:

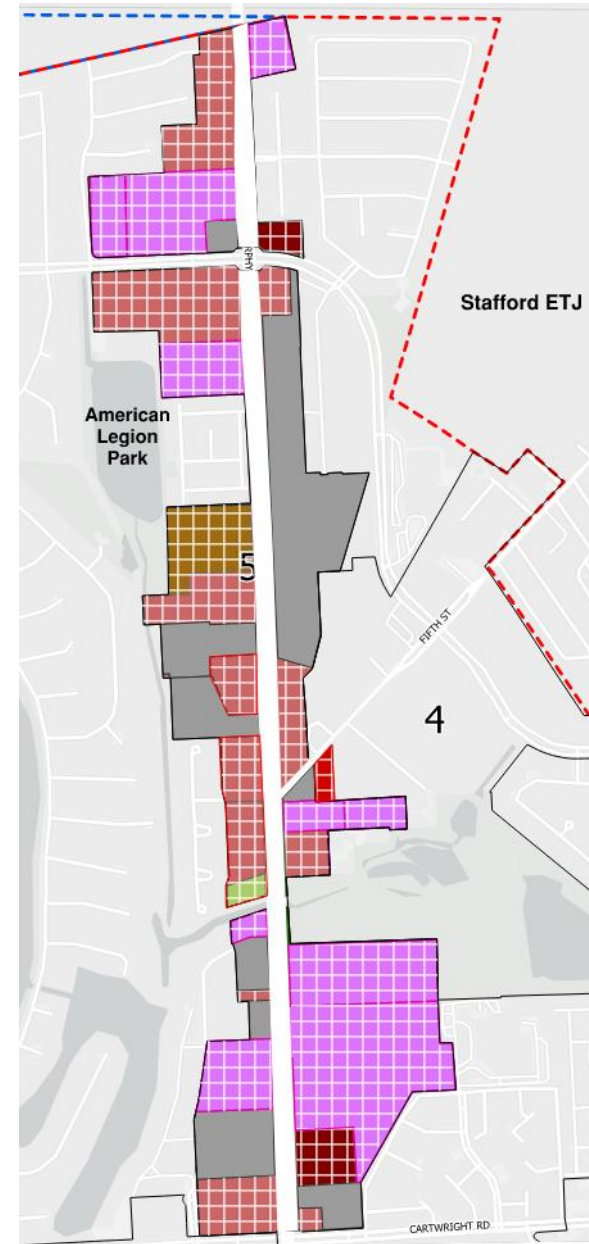
 Gateway Mixed Use (NEW)



FOCUS AREA 5: FM 1092 AREA

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)



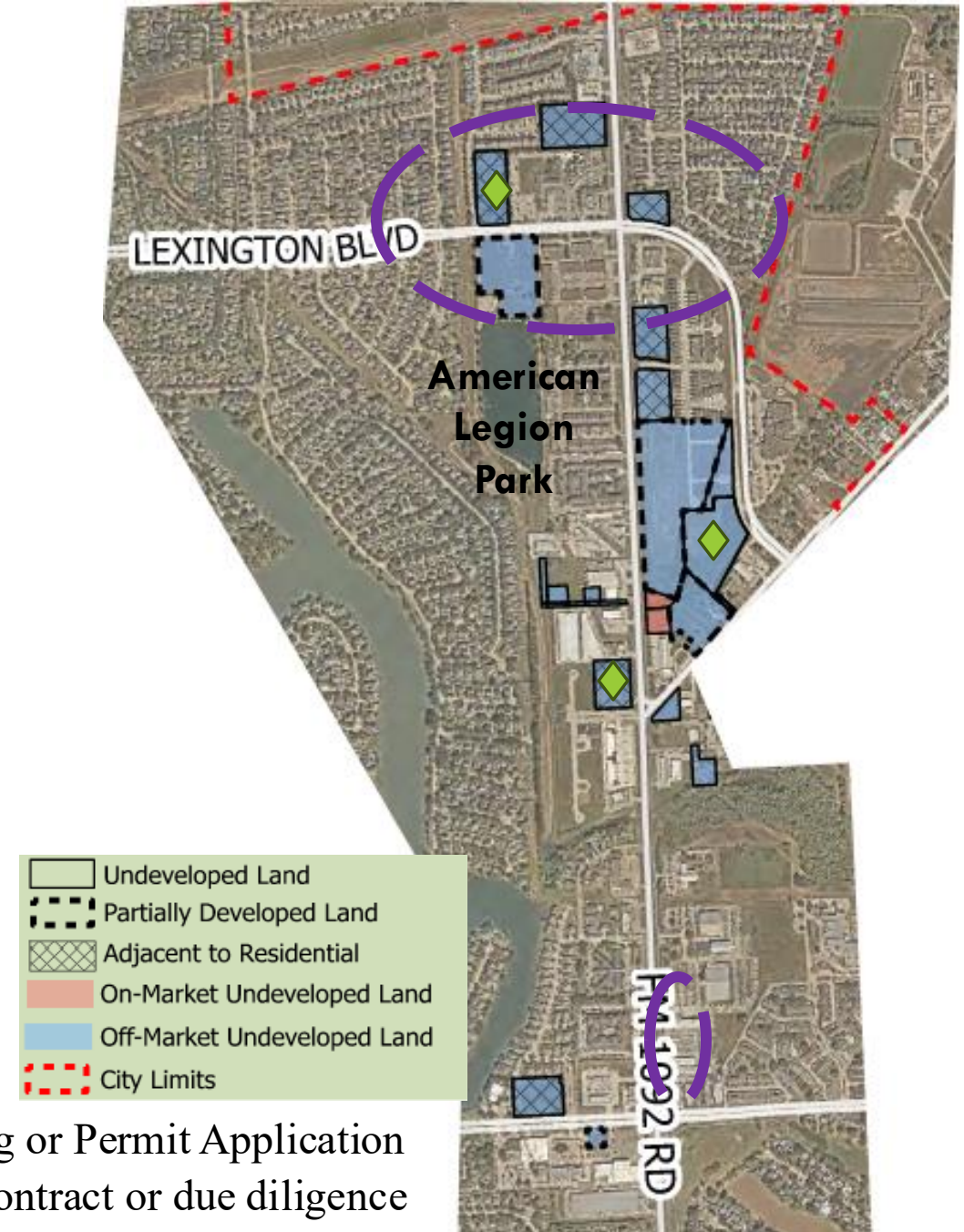
FOCUS AREA 5: FM 1092 AREA

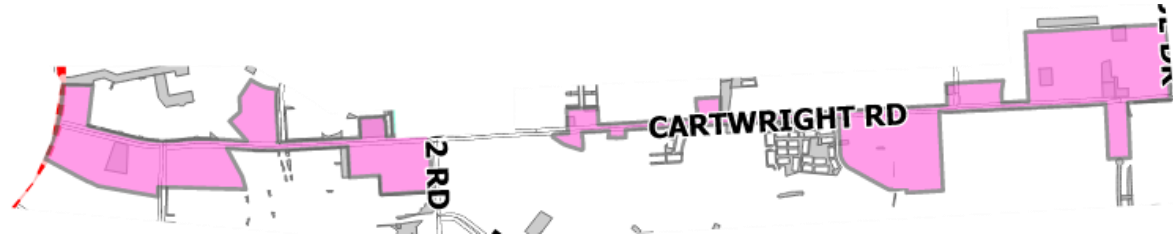
Potential for development – Undeveloped Land

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.







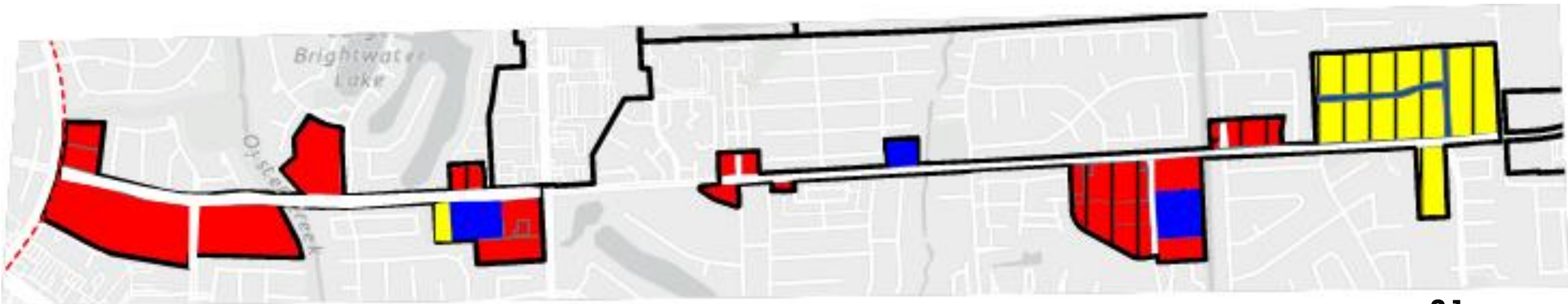


FOCUS AREA 6: CARTWRIGHT ROAD AREA

FOCUS AREA 6: CARTWRIGHT ROAD AREA



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:

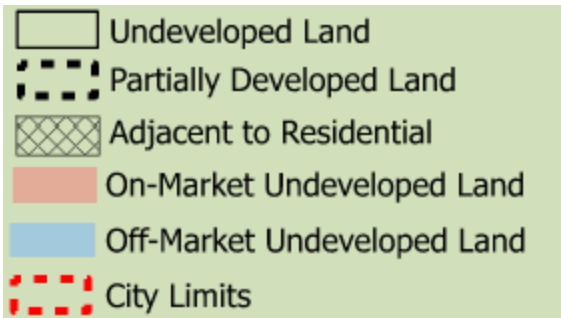
	R-4, patio-cluster residential (NEW)		LC-1, local retail restricted (EXISTING)		SUP, specific use permit (EXISTING)
	CF, community facilities (EXISTING)		LC-2, local retail (EXISTING)		PD, planned development (EXISTING)
			LC-3, retail (EXISTING)		Neighborhood Mixed Use Overlay (NEW)



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.

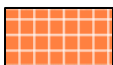





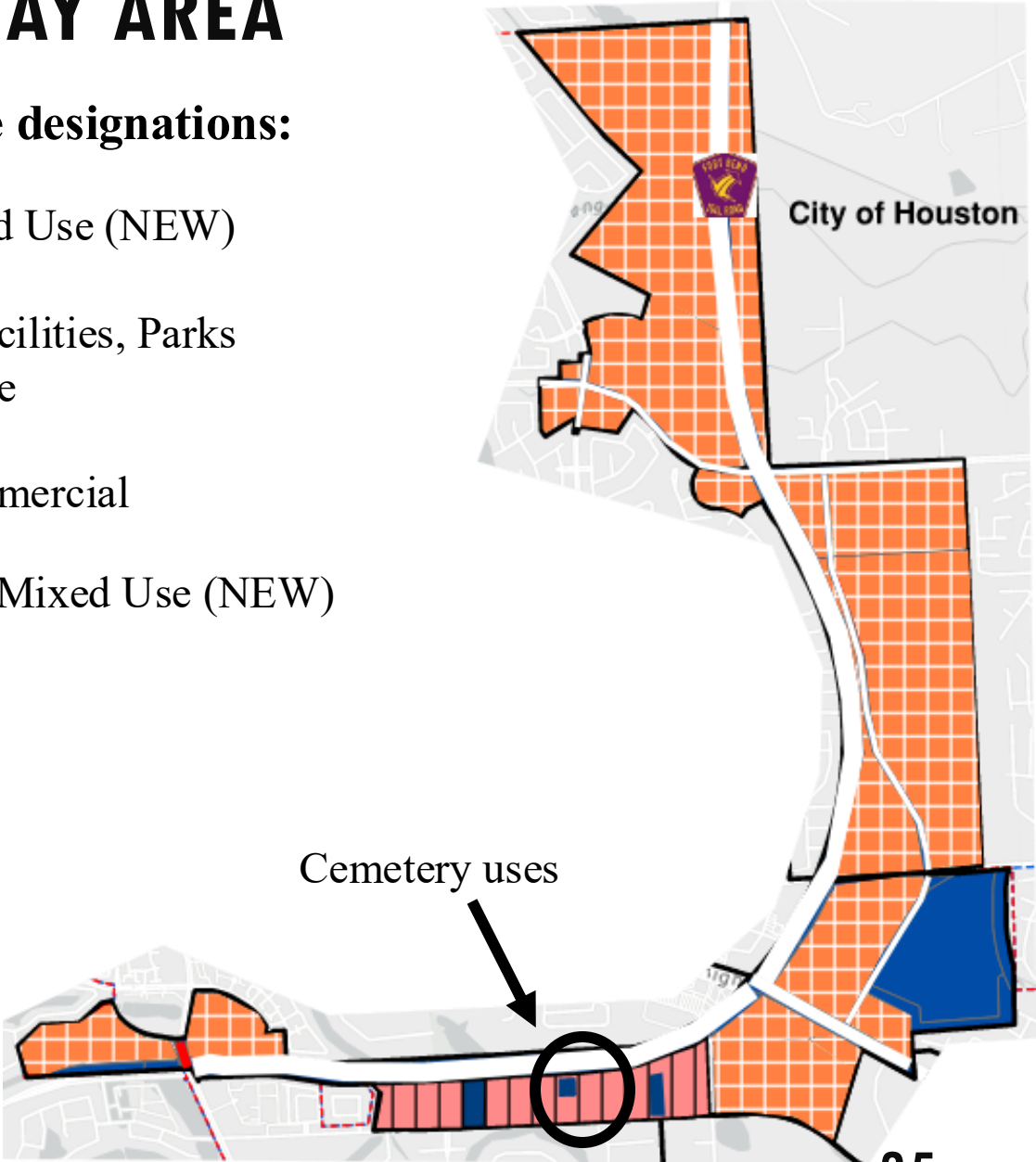


FOCUS AREA 7: FORT BEND PARKWAY AREA

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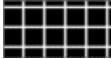






Proposed Land Use designations:

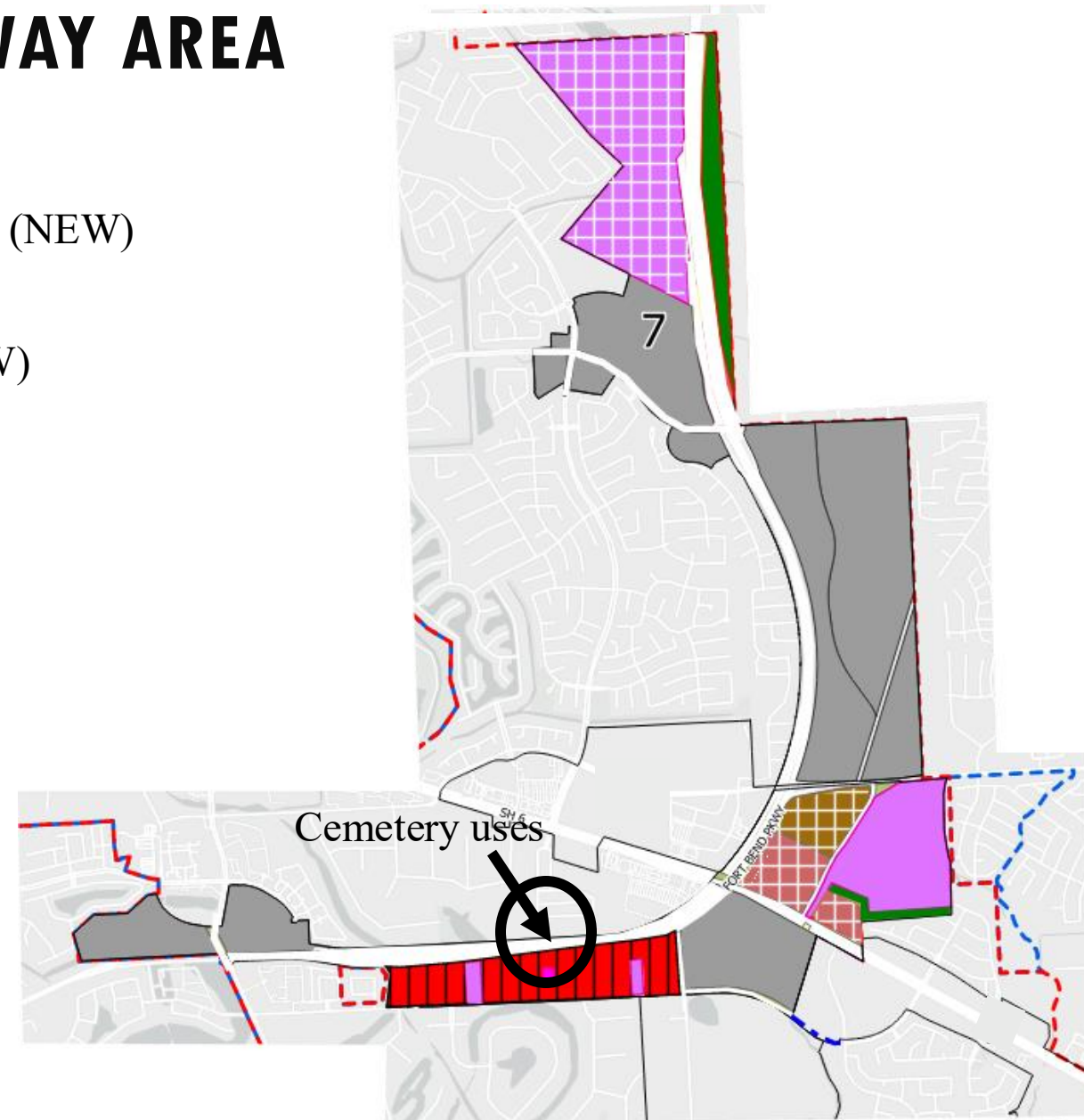
-  Gateway Mixed Use (NEW)
-  Community Facilities, Parks and Open Space
-  Suburban Commercial
-  Neighborhood Mixed Use (NEW)



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



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

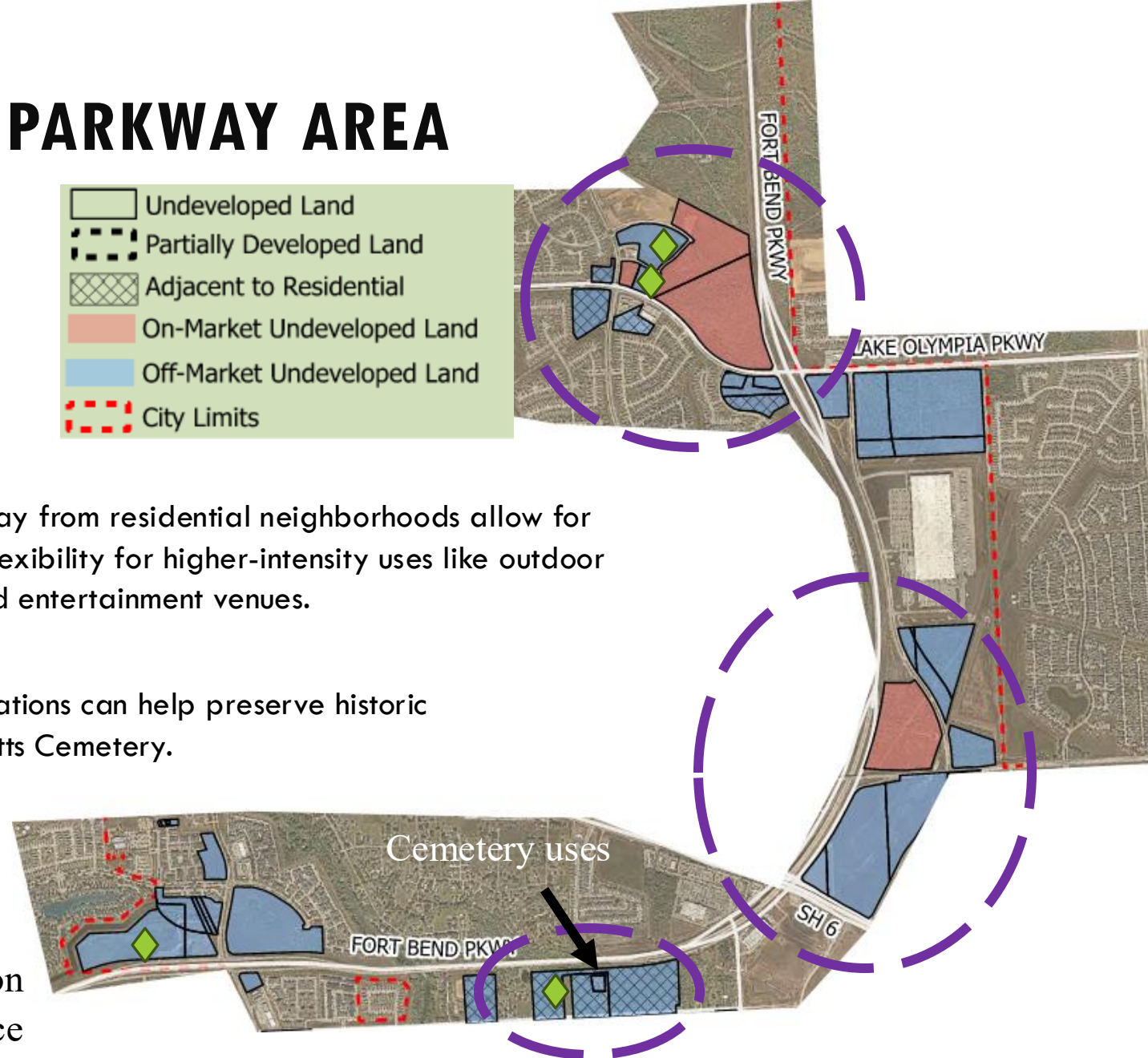
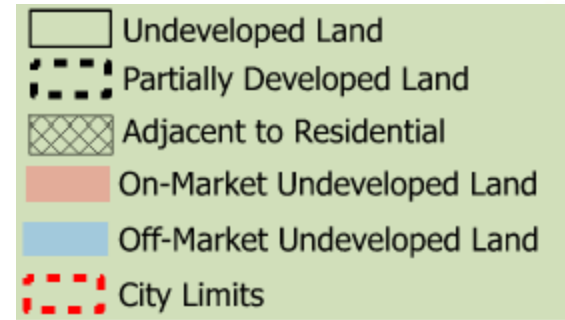
Zoning regulations can help preserve historic sites like Watts Cemetery.



Active Zoning or Permit Application



Property under contract or due diligence

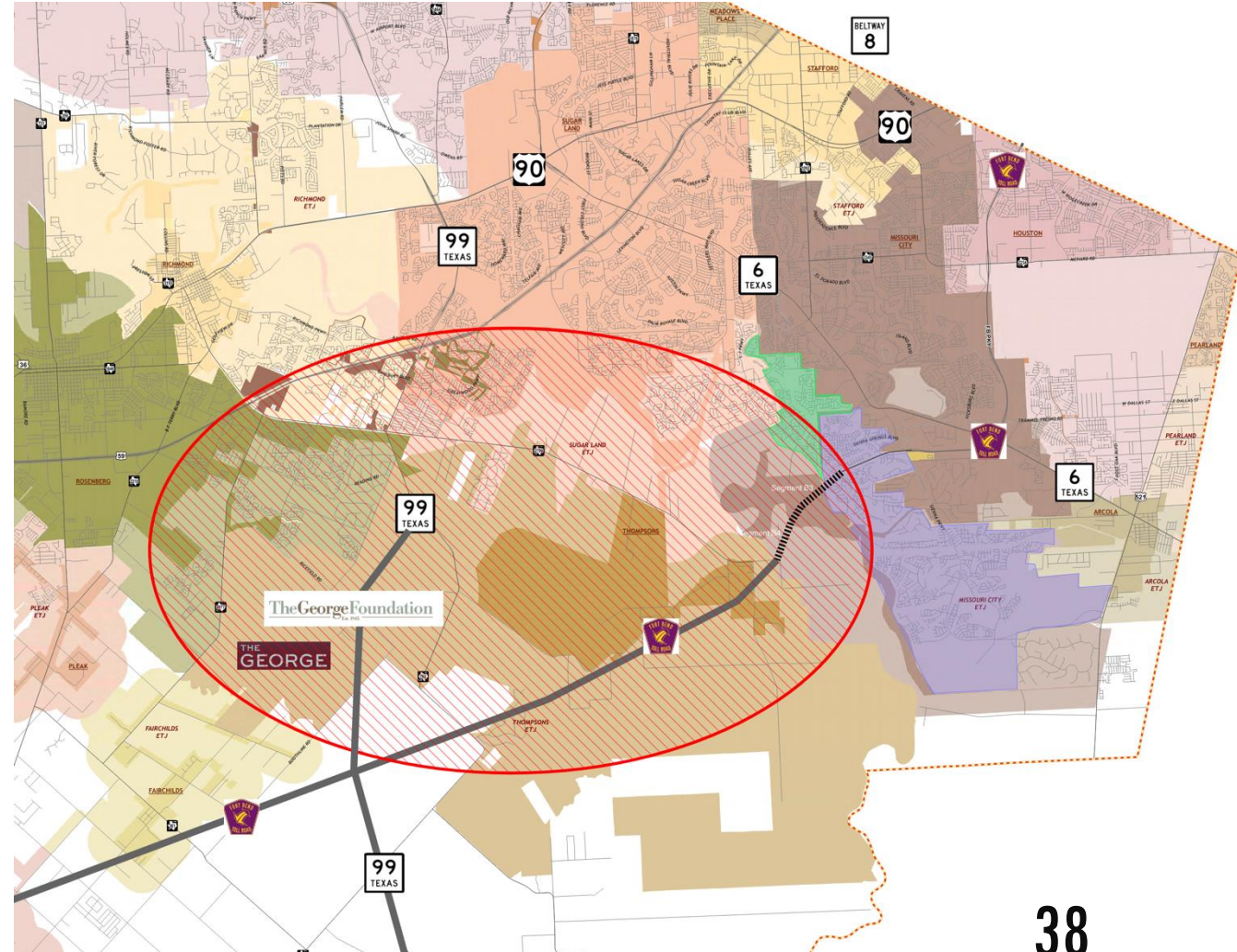


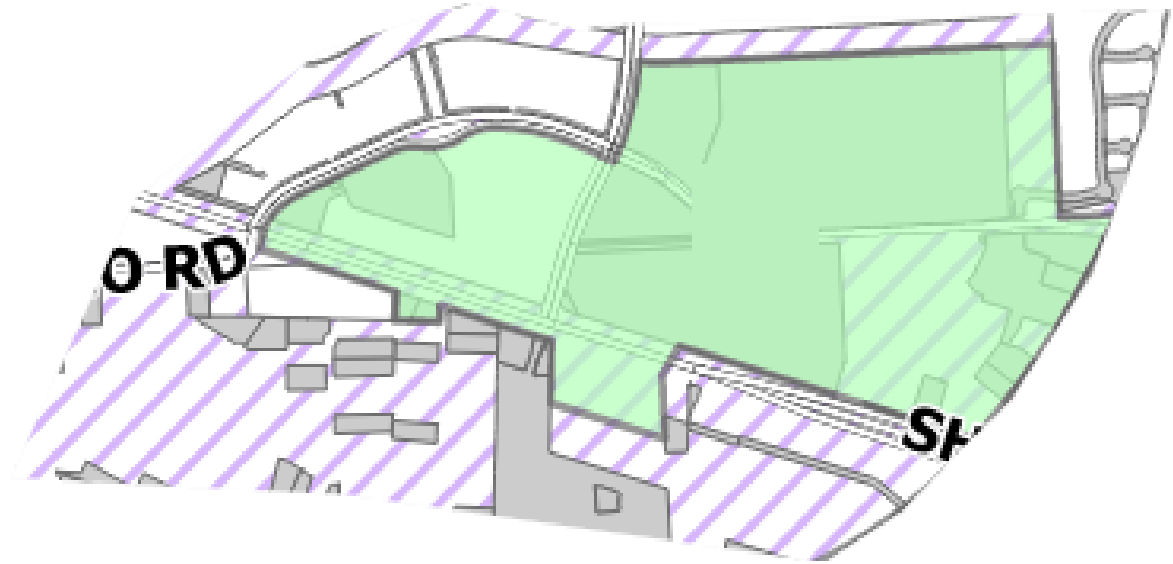
FOCUS AREA 7: FORT BEND PARKWAY AREA

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



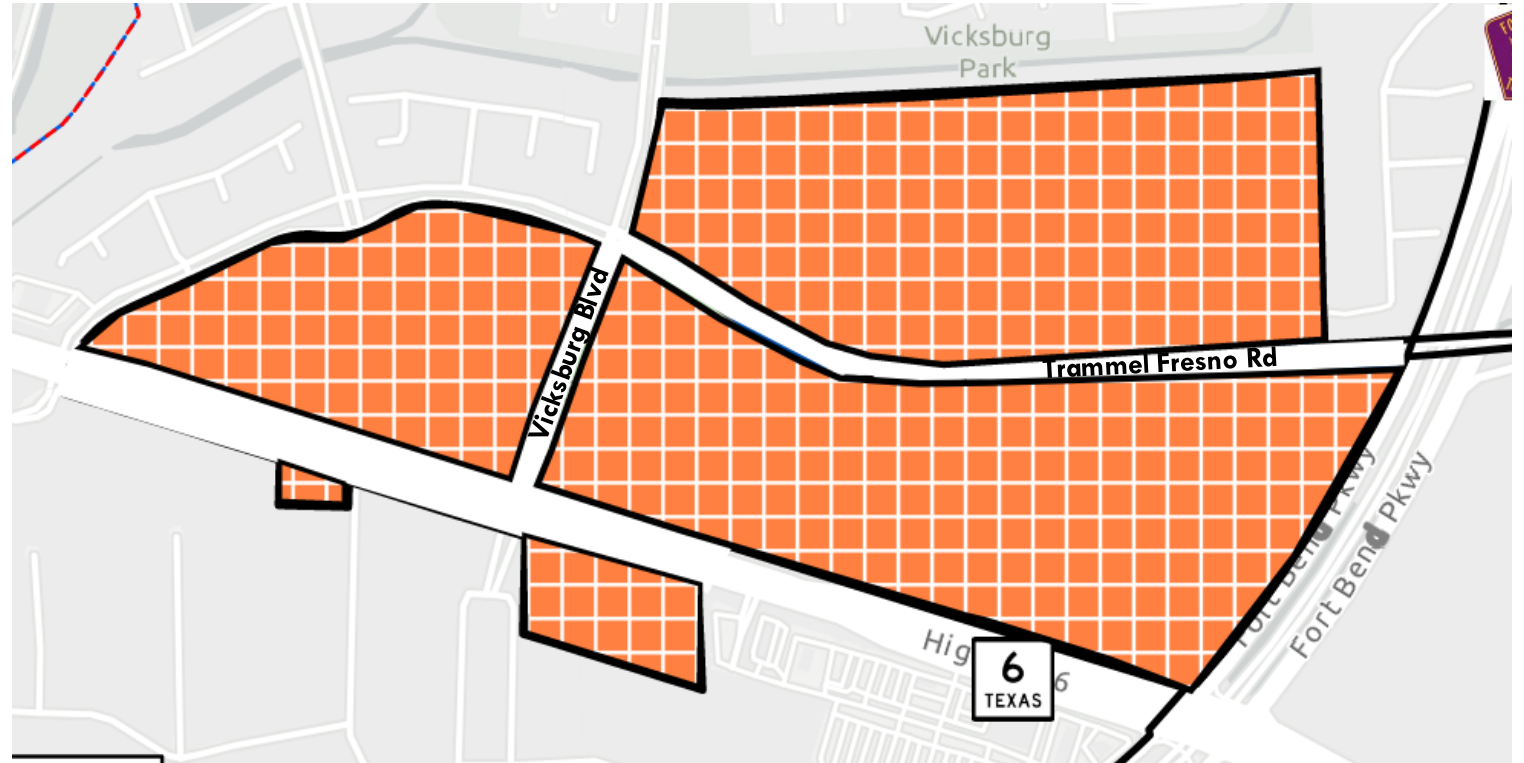


FOCUS AREA 8: TRAMMEL FRESNO AREA

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Proposed Land Use Designation:

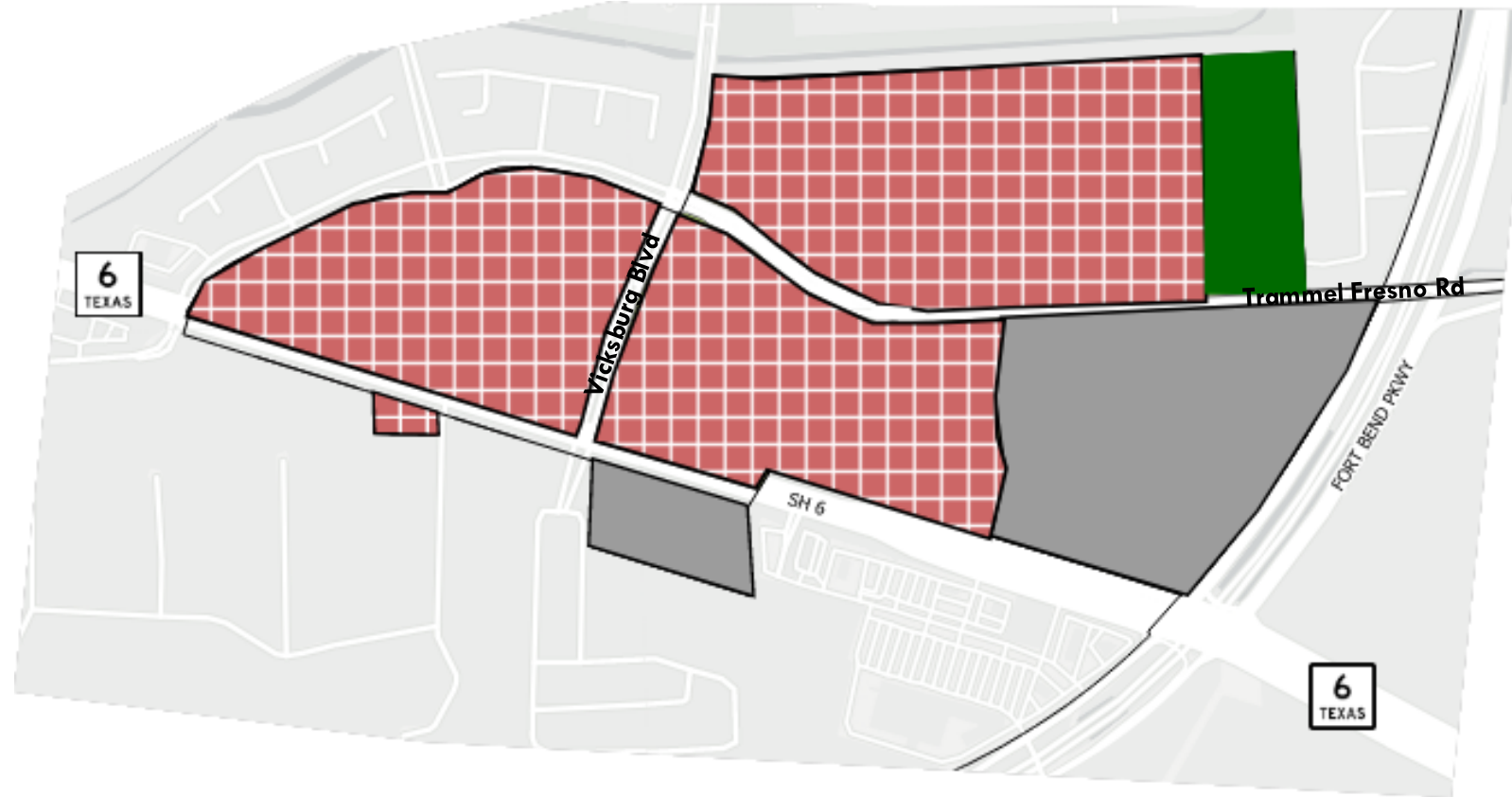
 Gateway Mixed Use (NEW)



FOCUS AREA 8: TRAMMEL FRESNO AREA

Proposed Zoning Classifications:

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





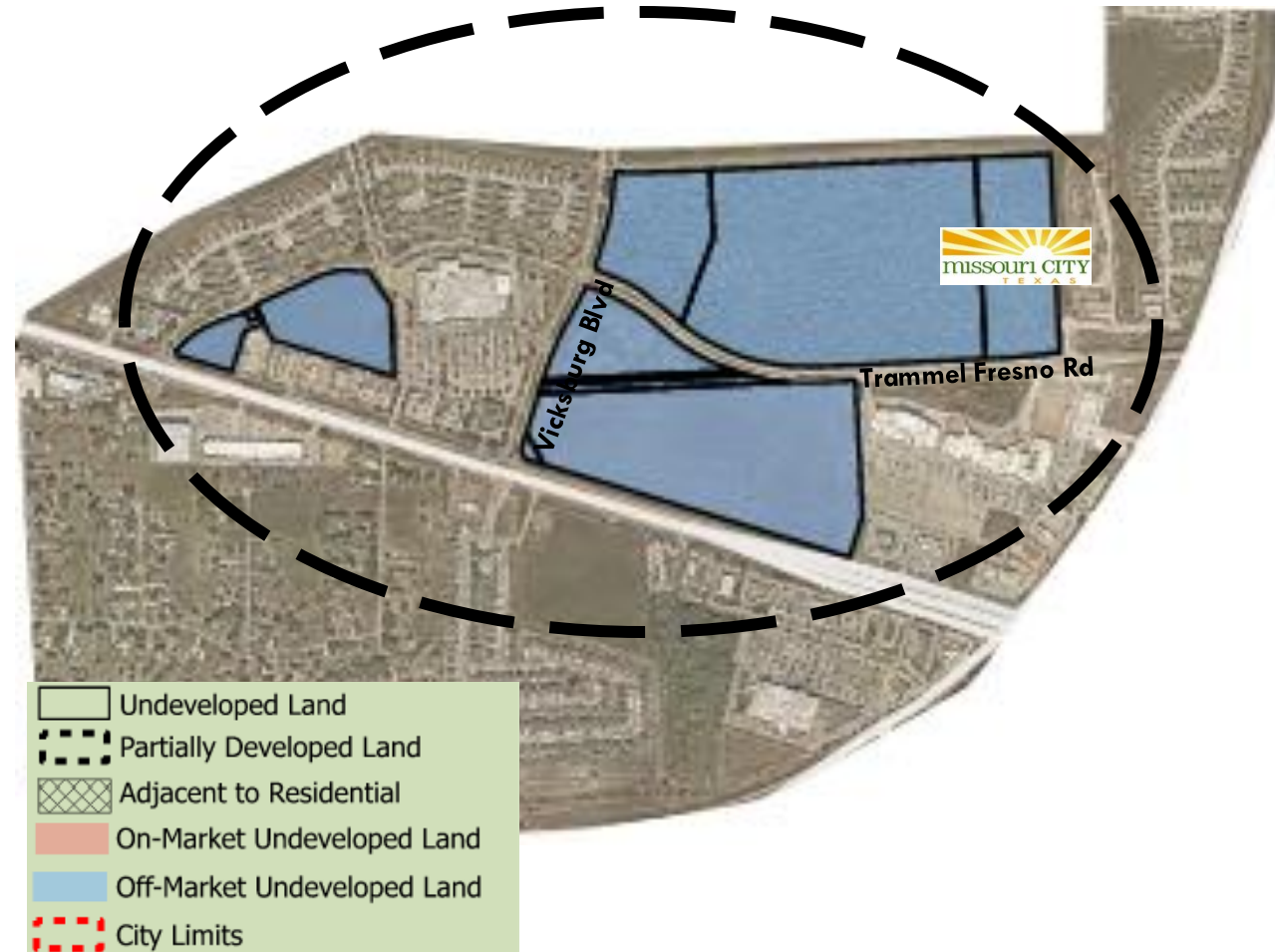
FOCUS AREA 8: TRAMMEL FRESNO AREA

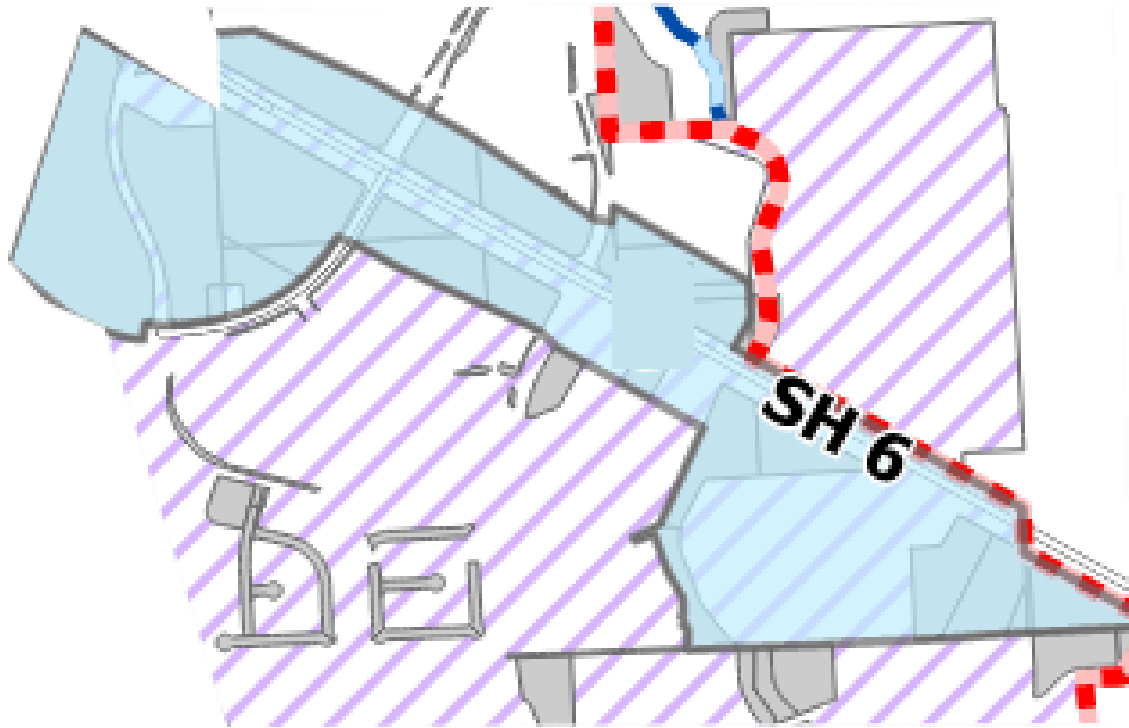
Potential for development – Undeveloped Land

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





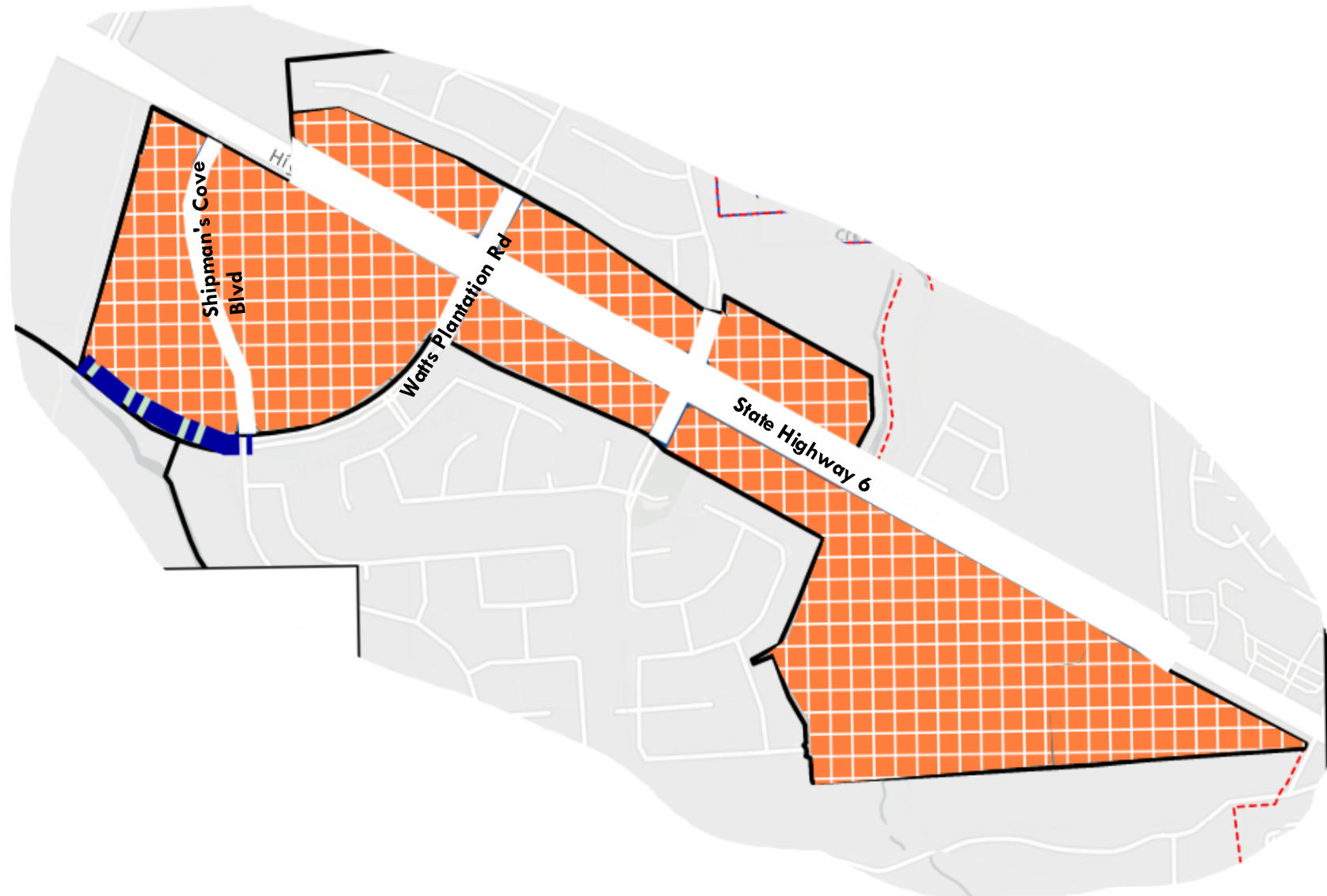


FOCUS AREA 9: HIGHWAY 6 AREA

FOCUS AREA 9: HIGHWAY 6 AREA

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)



FOCUS AREA 9: HIGHWAY 6 AREA

Potential for development – Undeveloped Land

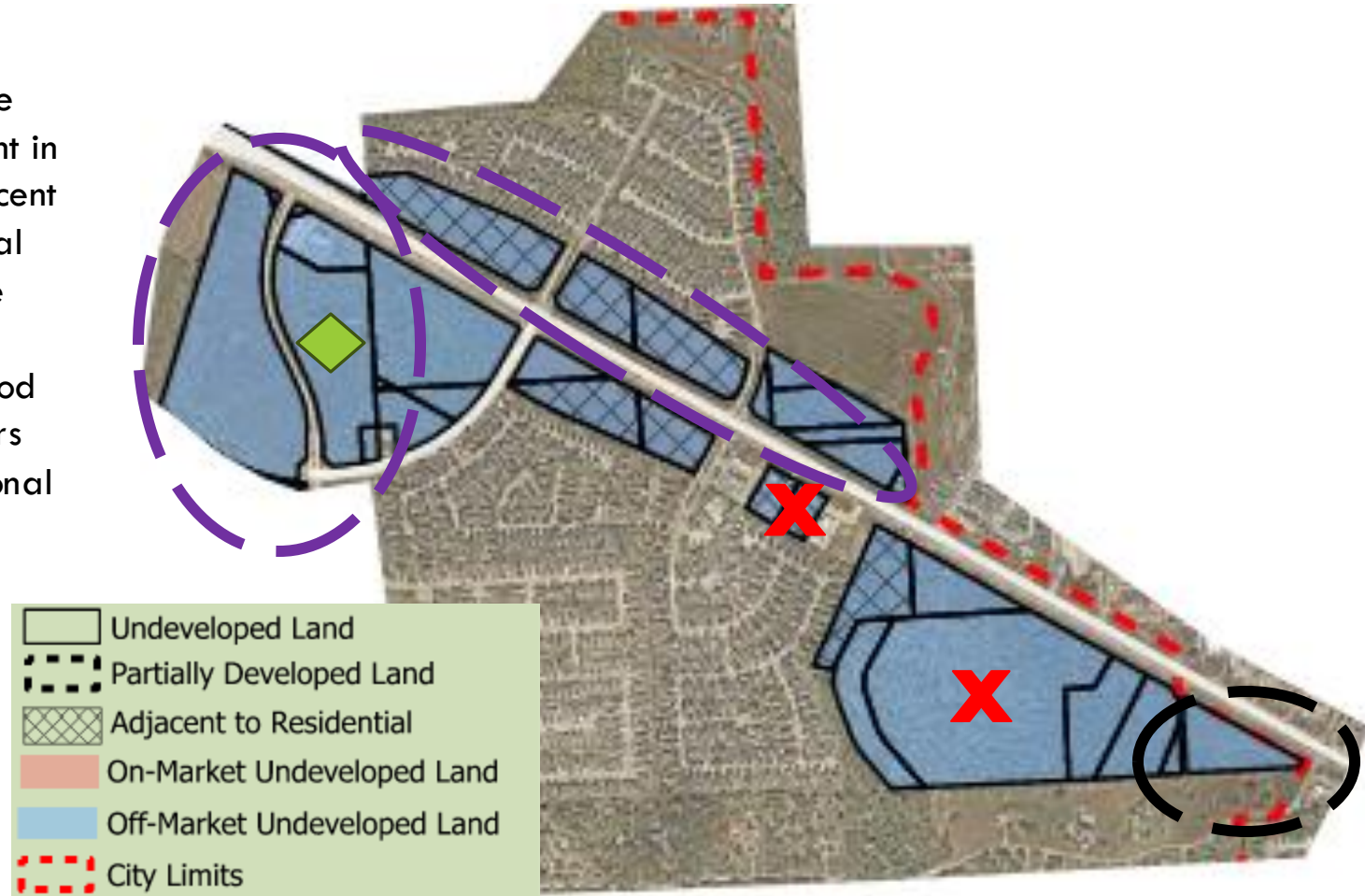


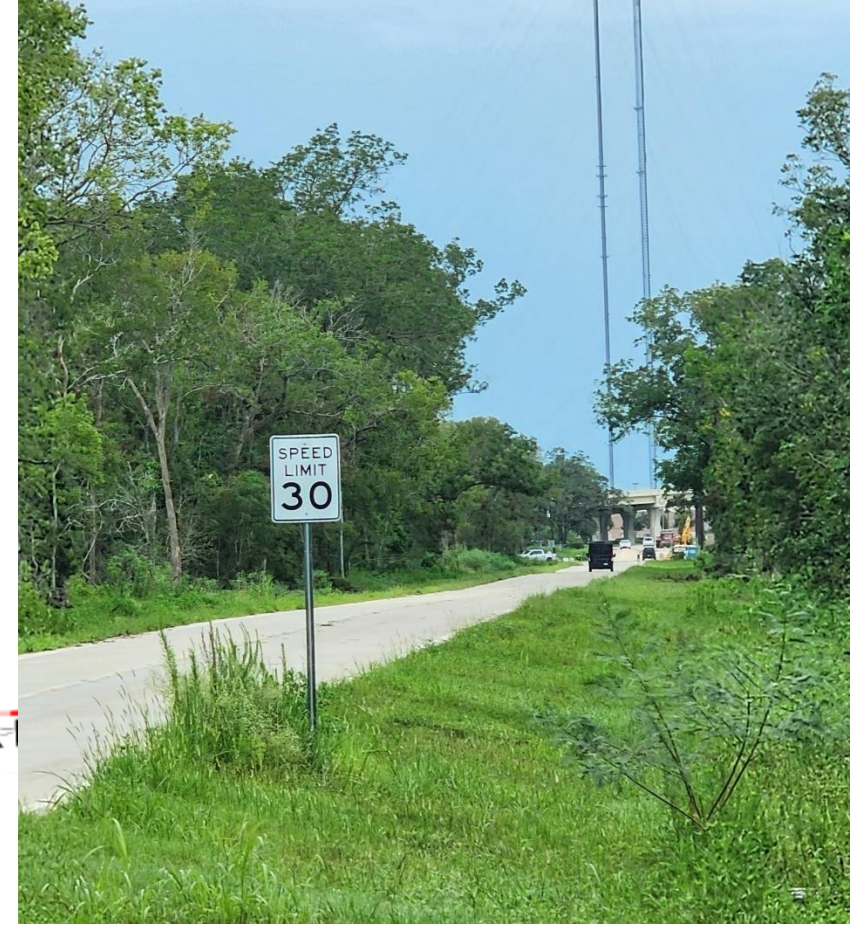
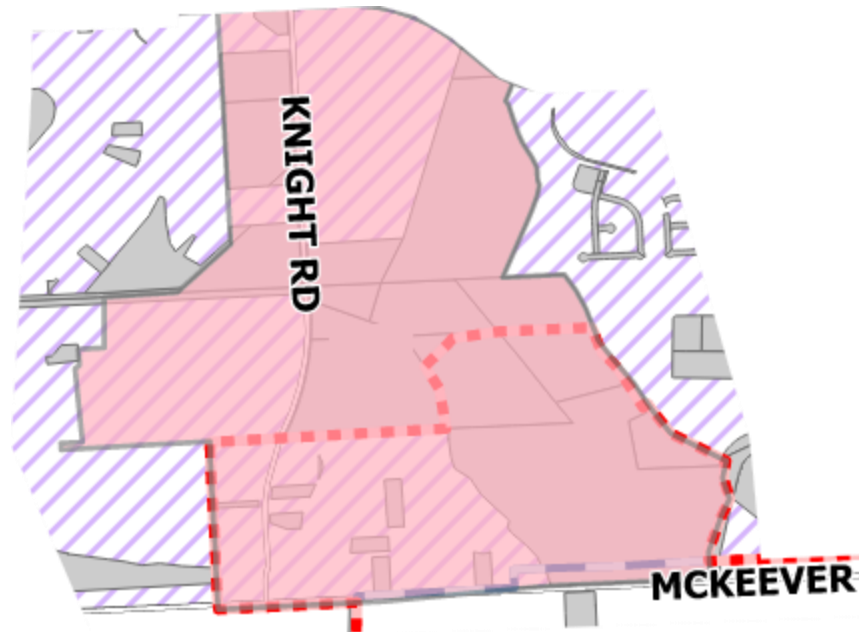
Mixed development to transition from residential to more intense development near Fort Bend Parkway.

Consider relocating City limits sign marker

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

◆ Active Zoning Application
✗ Active permit application / due diligence





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


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

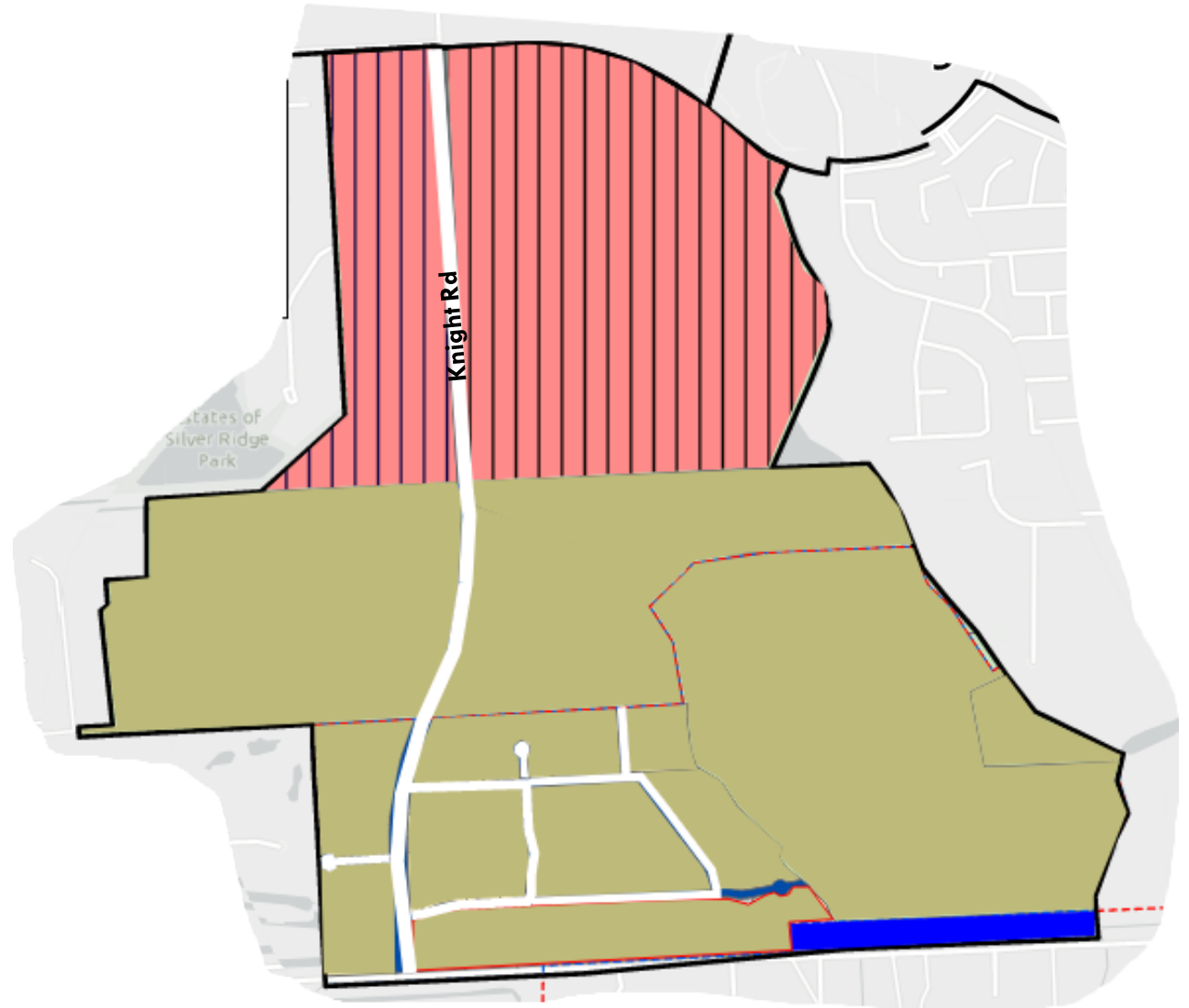
Proposed Land Use Designations

 Suburban Commercial

 Estate Character

 Community Facilities

 Neighborhood Mixed Use
(NEW)



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

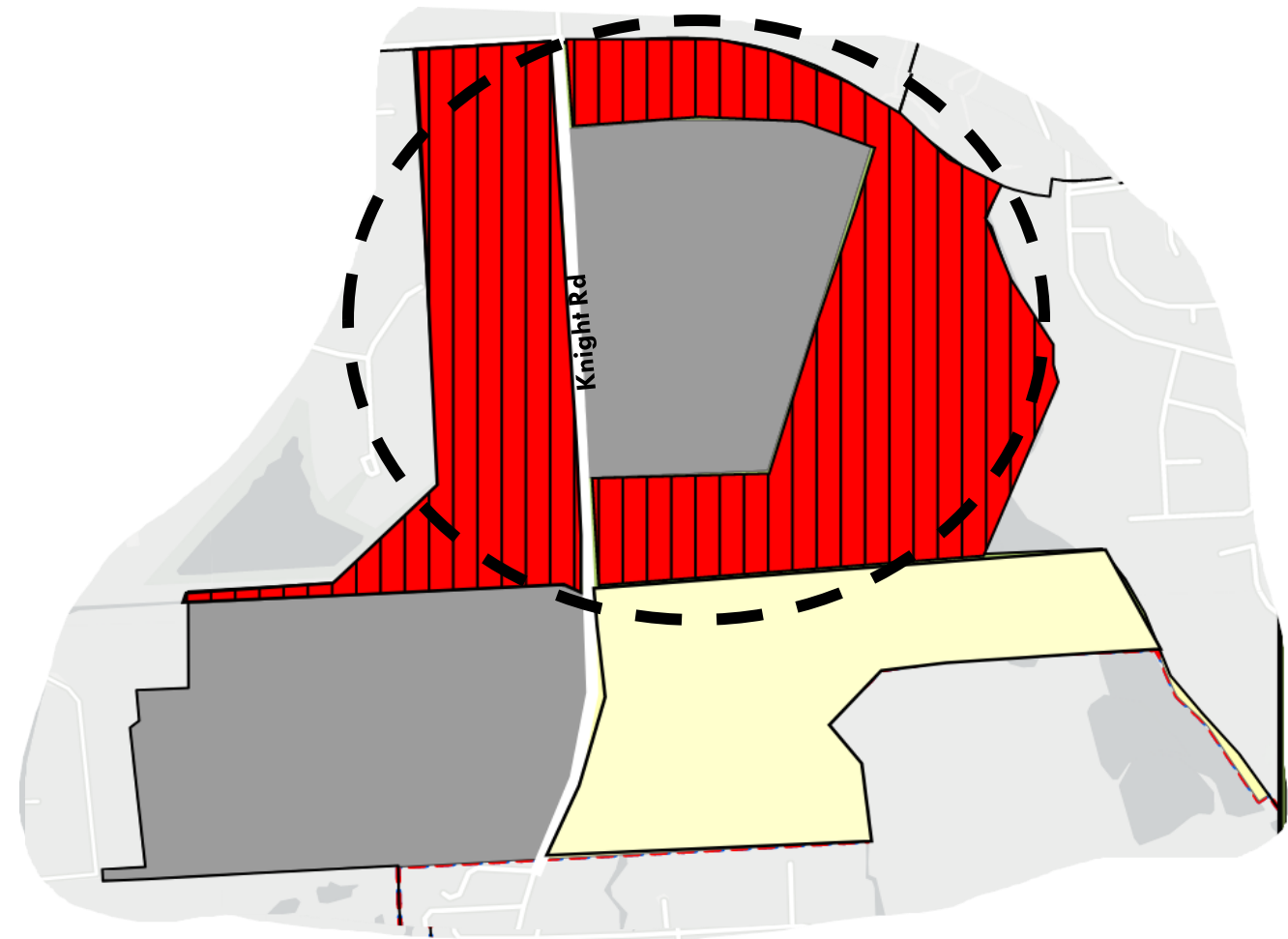
Suggested Zoning Considerations:

 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.

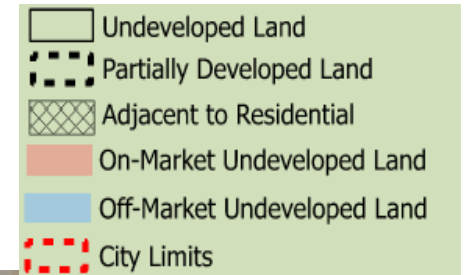
Encourage low-impact development through incentives in areas located within floodplain and outside the protection of a regional levee system.



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.