LEAGUE CITY

EST. 1893

Westside Master Plan

Prepared by

LJA PLANNING & LANDSCAPE ARCHITECTURE

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ACKNOWLEDGMENTS

Recognizing Key Contributions

The development of the Westside Master Plan was made possible through the collaborative efforts of many individuals. We extend our appreciation to the City of League City, including its staff and elected officials, for their leadership and steadfast support throughout this process. Their vision has guided this plan from inception to completion.

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To the many residents, landowners, developers, and business leaders who participated in the public workshop, surveys, and stakeholder meetings: your input has been invaluable. This plan is a reflection of the collective aspirations for League City's future.

This Master Plan represents a comprehensive approach to addressing League City's growth and development, achieved through the shared commitment of all involved. It stands as a testament to the power of collaboration and community vision.

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01 SETTING THE STAGE

SETTING THE STAGE: INTRODUCTION

The Westside Master Plan is a visionary guide for managing growth and development in the rapidly expanding western areas of League City. With 40% of the City's land still undeveloped, this region presents an unparalleled opportunity to shape the City's future while addressing the challenges of swift urbanization. The plan focuses on the Grand Parkway Corridor and surrounding areas, a vital gateway to League City, to ensure that future development is sustainable, high-quality, and aligned with the community's aspirations.

What is a Master Plan?

A master plan is a strategic document that provides a long-term vision and framework for the physical, economic, and social development of a specific area. It identifies opportunities, constraints, and goals, offering actionable strategies to achieve a shared vision for the future. This master plan will be a guiding tool for policymakers, City Staff, developers, and the community, helping them make informed decisions about land use, infrastructure investments, and development priorities. Once implemented, the plan will serve as a living document, adaptable to changing conditions and community needs while maintaining a clear direction for growth.

Integration with the 2035 Comprehensive Plan

The Westside Master Plan aligns closely with League City's 2035 Comprehensive Plan, which serves as a blueprint for the City's growth and development. The Comprehensive Plan outlines principles for sustainable land use, neighborhood development, mobility, economic vitality, and environmental stewardship. By building on this foundation, the Westside Master Plan focuses on addressing the unique needs of the western areas while contributing to the City's overarching vision for strategic growth.

While the Comprehensive Plan provides the City-wide framework, the Westside Master Plan acts as a specialized tool to address the rapid growth and unique challenges of the Westside. It aligns with the Comprehensive Plan's policies and goals, ensuring cohesive implementation while offering tailored strategies for this vital part of the City.

Project Overview

The Westside Master Plan builds upon a foundation of rigorous studies and analyses conducted during the project. These include a Phase 1 Environmental Assessment, a Threatened and Endangered Species Assessment, and a detailed evaluation of the current Parks, Trails, and Open Space Master Plan, among several other in-depth analyses. Each of these studies provides valuable insights that have shaped the plan's recommendations and will be detailed further in subsequent chapters of this report. By integrating these findings, the plan ensures a comprehensive understanding of the area's environmental, recreational, and developmental needs.

Master Plan Goals

Parks and Open Space

Enhance quality of life, provide recreational opportunities, and promote environmental sustainability.

Productive Land Usage

Maximize the potential highest and best use of vacant land along the Grand Parkway Corridor.

Placemaking

Create vibrant spaces where residents and visitors can live, work, and play.

Economic Development

Foster job-generating growth, enhance citizen access to goods, services, and entertainment, and attract high-quality investments.

Infrastructure Planning

Integrate roads, parks, utilities, and trails into future development seamlessly.

Public Engagement

Public engagement has been at the heart of this planning process. Through a public open house, surveys, and multiple stakeholder meetings, the plan incorporates the voices of landowners, residents, business owners, and City staff. This collaborative approach ensures the plan reflects the community's values and vision, making it both practical and inspirational. The plan's deliverables include a Future Land Use Plan, updated Thoroughfare Plan, an infrastructure overview, economic placemaking strategies, and a detailed implementation roadmap.

Implementation

Implementation of this plan will involve coordinated efforts among City staff, elected officials, private developers, and the community. By providing clear policy recommendations, phased timelines, and tangible strategies, the master plan will help guide League City toward a future that balances growth with quality of life. Through regular monitoring and updates, the plan will remain a dynamic tool that evolves alongside the City's needs, ensuring that League City continues to thrive as a premier community in the Houston metropolitan area.

LEAGUE CITY FUTURE LAND USE PLAN
OPTION 1

02 STUDY AREA PROFILE

UNDERSTANDING THE REGION: STUDY AREA PROFILE

History

League City, Texas, is a dynamic and rapidly evolving community with a rich history dating back to its establishment in the late 19th century as a pivotal transportation center along the Galveston-Houston railway. Originally inhabited by indigenous Atakapa tribes, the area evolved through significant transitions, starting with early Anglo-American settlements in the 19th century. Key figures such as Miguel Muldoon and the Butler family established early communities focused on agriculture and cattle ranching. The City owes its name to J.C. League, who envisioned a vibrant township centered around Clear Creek and the railway. His contributions included the development of roads, parks, schools, and churches, as well as beautifying the area by planting live oak trees that still define the City's historic district today.

Demographics

League City has experienced steady population growth, evolving into the largest municipality in Galveston County, with an estimated 123,910 residents as of January 2025. This represents an increase of over 9,494 residents since 2020, averaging approximately 1,900 new residents per year. Known for its high quality of life, the City maintains a median household income of approximately $112,452, with over 56% of households earning more than $100,000 annually. The population reflects a diverse and educated community, with 44.6% holding a bachelor's degree or higher and over 76% attending college. The City's demographic composition includes a balanced mix of age groups, with a median age of 37.4 years and a blend of racial and ethnic backgrounds.

In League City, household dynamics reflect a shift towards smaller family sizes, with the average household size decreasing from 2.79 occupants in 2011 to 2.69 in 2022. Despite this trend, family households remain the dominant living arrangement. Only 4% of families live below the poverty line, underscoring the City's economic strength and stability. The City's schools reflect varying enrollment trends, with Dickinson ISD experiencing significant growth, while Clear Creek ISD and Santa Fe ISD work to recover from declines seen since 2020. League City's workforce is driven by professional occupations, with management, education, and sales comprising the largest share of employment.

Looking ahead, League City's population and economic projections indicate continued prosperity, with median household income expected to rise to $130,000 by 2028. These factors, combined with its strong emphasis on quality of life, well-maintained neighborhoods, exceptional parks and open space, and excellent schools, make League City an increasingly attractive community for families, professionals, and businesses alike.

Existing Land Use

The City's development is guided by the League City 2035 Comprehensive Plan, which emphasizes sustainable growth, infrastructure resilience, and preservation of natural spaces. The City accommodates a wide array of land uses, from rural and estate residential areas to higher-density urban developments. The existing Future Land Use Map (See Figure 1 and Appendix A) identifies key areas for residential, commercial, industrial, and recreational uses, ensuring compatibility and minimizing land use conflicts. Notable land use categories include "Rural/Estate Residential," which prioritizes open spaces and large lots, and "Urban High," designed for compact, mixed-use developments supporting higher population densities.

Suburban residential neighborhoods dominate much of the City's landscape, characterized by landscaped settings, moderate densities, and green space buffers. Commercial areas are strategically placed along major transportation corridors like Interstate 45, League City Parkway, and FM 518, allowing for economic hubs to thrive. Public and institutional uses, parks, and preserved natural spaces are interspersed throughout the City, ensuring residents have access to both services and recreational amenities.

Currently, League City's tax structure is heavily reliant on residential property taxes, with an approximate 80% residential to 20% commercial taxation mix. This imbalance places a significant strain on city services, as the cost of maintaining services for residential areas often exceeds the revenue generated from property taxes.

As the City expands westward, the predominantly suburban nature of these areas creates a growing financial burden. League City is diversifying its tax base and shifting toward a more balanced 60/40 mix of residential to commercial taxation through strategic planning and development.

Achieving this balance is crucial to maintaining service levels without increasing the tax burden. The planning process outlined in this document aims to support this goal by encouraging strategic development that leverages both site conditions and land use considerations. This approach will enable more flexibility in decision-making and help create a sustainable financial future.

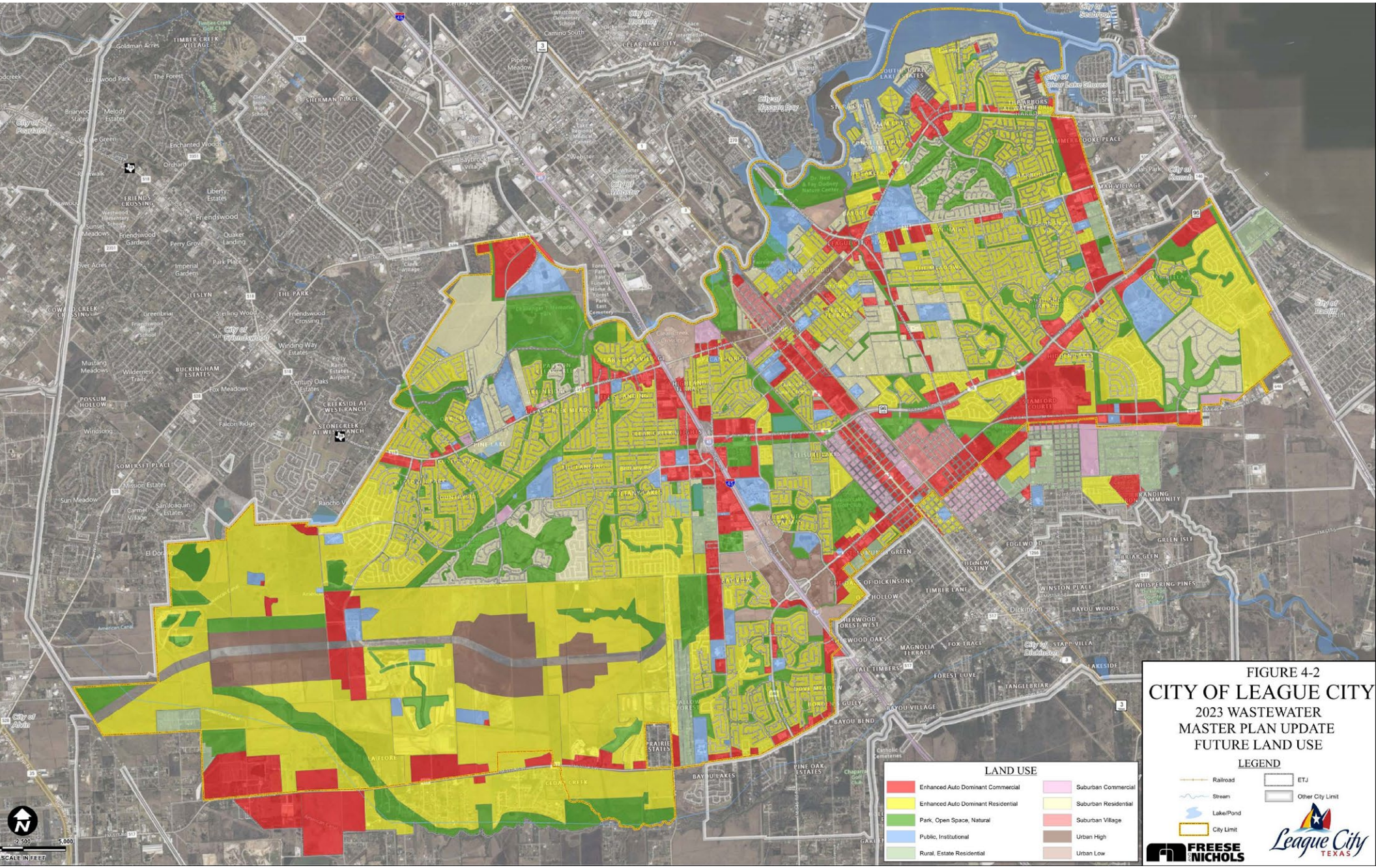
Existing Zoning

Zoning in League City is administered through the Unified Development Code (UDC), which establishes regulations to guide orderly growth and maintain community standards, while prioritizing the protection of green spaces and historic districts. The City is divided into distinct zoning districts, each with tailored regulations to meet the needs of its residents and businesses. For instance, single-family zoning categories range from large estate lots (e.g., RSF-20) to denser options such as RSF-5, catering to different housing preferences and market demands. In the Westside Master Plan area, the existing zoning is exclusively RSF-7 (Residential Single-Family with a minimum lot size of 7,000 square feet), which permits only larger single-family lots. While this zoning category supports traditional suburban development, it limits opportunities for housing diversity, higher-density residential options, and mixed-use projects that are critical for meeting the City's long-term economic and community goals.

This singular zoning approach underscores the importance of this study. To accommodate projected growth, the City seeks to continue to diversify its housing stock and tax base. This plan will work to help ensure the continued provision of high-quality services while minimizing taxpayer burden. By exploring alternative zoning strategies for the westside, the City seeks to encourage a broader range of housing options while attracting commercial and mixed-use investments. This zoning diversification is essential to accommodate changing market demands, increase land use efficiency, and enhance economic resilience.

Incorporating new zoning solutions in the west will allow League City to achieve a better balance of residential, commercial, and recreational uses. This will not only help meet the needs of a growing and evolving population, but also foster sustainable development patterns that align with the City's vision for future growth. The current study provides an opportunity to address these gaps, ensuring the west side becomes a well-planned extension of the City that enhances quality of life, generates new economic opportunities, and supports long-term fiscal stability.

FIGURE 1: EXISTING FUTURE LAND USE MAP (2023)



Infrastructure and Mobility

Infrastructure and mobility, along with meeting stakeholder and citizen desires and financially sustainable land use, are integral to League City's growth strategy, reflecting its commitment to sustainability and resilience.

Roadways + Mobility

The City benefits from a well-connected transportation network, with access to major highways and a long-term vision for future development that focuses on proactively addressing traffic impacts today to create a sustainable and efficient transportation system for the future. Major transportation corridors like League City Parkway (SH 96), FM 646, and FM 517 have been or are currently being expanded to accommodate growing traffic demands, while other ongoing projects enhance local connectivity through pedestrian pathways and bike trails. These improvements are aligned with the City's goal of promoting multi-modal transportation options, reducing congestion, and improving access for both residents and businesses.

A critical component of this strategy is the Grand Parkway (Segment B), a toll road being constructed by TxDOT, which, as of the date of this report, is expected to start in 2027 and be completed by 2031. This significant infrastructure project will effectively split the study area, creating both opportunities and challenges for future development. The Grand Parkway will drastically improve regional connectivity, allowing for faster access to key employment centers and commercial hubs.

This enhanced accessibility is anticipated to attract a broader range of development types, including residential, commercial, and industrial projects, by reducing travel times and increasing the area's appeal to businesses and residents alike. To fully capitalize on these benefits, strategic infrastructure planning will be essential. This includes thoughtful upgrades to local roadways, intersection enhancements, and the implementation of advanced traffic management systems to ensure smooth traffic flow. By integrating these improvements and promoting multi-modal transportation options, the City can enhance mobility while maintaining the quality of life for residents, turning the Grand Parkway into a catalyst for positive change in the region.

Utility Infrastructure

Aside from mobility investments, the City invests heavily in water, wastewater, and drainage systems to support its growing population. Key initiatives include flood mitigation projects, such as detention ponds and channel enhancements, aimed at protecting the community from severe weather impacts. Infrastructure upgrades also focus on energy efficiency and long-term durability, ensuring sustainable service delivery.

The City's FY2025-2029 Capital Improvement Plan (CIP) includes $785.17 million in investments across League City's streets, drainage systems, water and wastewater systems, parks, and municipal buildings. This CIP program includes new projects identified in the Parks and Trails Master Plan, Master Mobility Plan, Future Land Use Plan, and Water and Wastewater Master Plans. Through proactive long-range planning, the City is ensuring the necessary infrastructure is in place to support growth, maintain desired service levels, and coordinate with partner agencies on transportation initiatives.

The 2035 Comprehensive Plan integrates infrastructure and mobility considerations with land use planning, ensuring that development patterns align with existing and planned utilities. This alignment not only supports orderly growth but also helps attract investment by ensuring robust infrastructure networks. However, the western portion of League City currently lacks significant infrastructure, with little to no established transportation and utility systems to support future development. This poses challenges for connectivity, accessibility, and the ability to accommodate anticipated growth.

Water and wastewater capacity are critical factors in supporting this growth. The City's Southwest Wastewater Treatment Plant is set to expand from 4MGD to 12MGD at full build-out, ensuring sufficient wastewater treatment capacity. Additionally, League City's surface water rights, currently at 28MGD, will expand to 48MGD to accommodate a projected population of approximately 201,000 residents. Within the Westside study area, approximately 2,000 acres of residential and 1,800 acres of commercial development are expected. Using estimated demand factors—112 gallons per capita per day (gpcd) for residential and 2,000 gallons per acre per day (gpad) for commercial—this area will require approximately 6.5MGD of water at full build-out. Strategic planning for utility infrastructure will be essential to ensure sustainable and efficient service delivery.

As a result, this study is essential in identifying strategic solutions for infrastructure development, such as incorporating innovative stormwater management solutions, expanding utility capacity, and emphasizing pedestrian infrastructure. By prioritizing these needs, this study will help lay the groundwork for sustainable and orderly development in this underserved area of League City. Strategic solutions and implementation strategies are discussed further in Chapter 8.

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03 BUILDING THE FRAMEWORK

BUILDING THE FRAMEWORK: KEY STUDY INSIGHTS

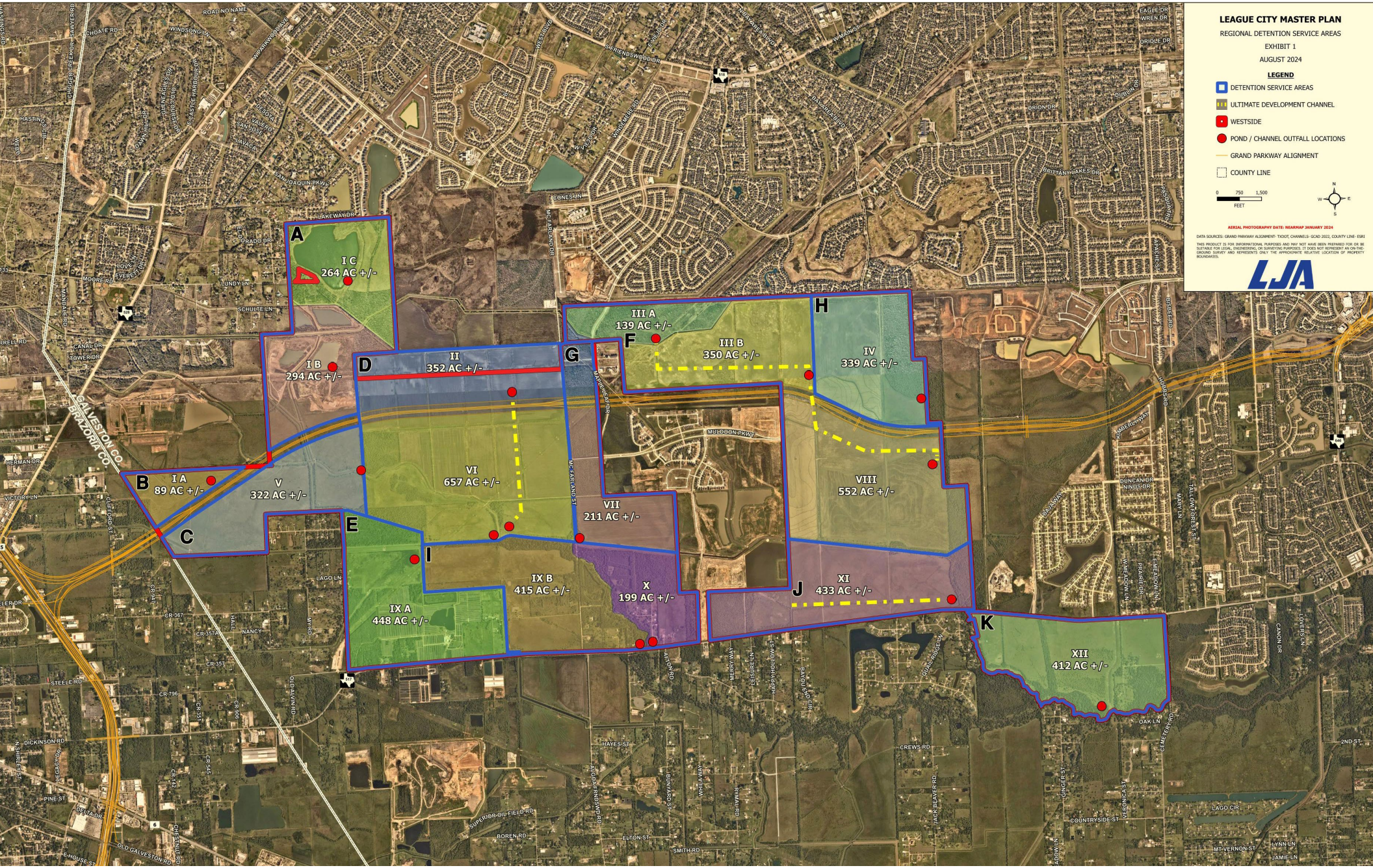
Western League City Hydrology & Hydraulics Analysis

The drainage analysis for Western League City presents a strategic framework for a hybrid traditional and regional detention system. This hybrid system is designed to manage stormwater, mitigate flood risks, and support sustainable urban development. As a key component of the Westside Master Plan, these initiatives will help in leveraging regional detention facilities and associated infrastructure to address hydrological challenges while aligning with the City's growth objectives.

The drainage analysis identified twelve service areas based on watershed divides, major roadways, and outfall locations. After evaluating constraints such as limited flowline depths, topography, and drainage patterns, Service Areas D, F, I, and J (See Figure 2 on page 16 and in Appendix B) were prioritized for regional-style detention implementation. These areas represent the most feasible opportunities for large-scale stormwater management, directly addressing both current drainage needs and future growth projections.

At the outset of the Westside Master Planning process, an analysis was conducted to evaluate the feasibility of a regional detention system to support growth and maximize developable acreage within the project boundary. A detailed review of the area's drainage patterns and water flow revealed that a traditional regional detention system is not viable. The ideal location for such a system, in the northwest corner of the project area, was deemed cost-prohibitive due to the natural water flow moving in the opposite direction. In response, a hybrid regional and traditional detention system has been proposed. Successful implementation of this system will likely require coordination and cooperation among landowners within the study boundary as development progresses. The land use plan calls for an average rate of 19% of detention across the entirety of the project. However, a complete detention analysis per each development area will be needed and detention requirements should be based on the outcome of each study.

FIGURE 2: REGIONAL DETENTION SERVICE AREAS



In order to prepare the analysis without a formal Drainage Impact Analysis, a few assumptions were made. As development occurs, in-depth studies relative to the development project boundary will need to be prepared and studied. Each detention pond was sized to provide a detention rate of 1.0 acre-foot per acre for gravity-fed systems, ensuring adequate capacity during significant rainfall events. The designs incorporate a depth of up to 12 feet, 4:1 slopes for stability, and a 30-foot maintenance berm to facilitate operational access. An additional 20% area allowance enhances flexibility in pond shapes, enabling better integration with surrounding landscapes while maintaining functionality. These criteria reflect a deliberate effort to balance engineering requirements with long-term maintenance and environmental considerations.

In conjunction with the five regional detention areas, additional channels to convey developed runoff to the pond or adjacent to the pond outfalls are required. The channels are sized based on additional assumptions that are detailed in Appendix B. The proposed channels would convey runoff from 10- and 100-year storm events to proposed outfall points, as shown with red circles in Figure 2. The outfall points are primarily located adjacent to channels that, for the most part, are maintained and operated by either the Galveston County Consolidated Drainage District (GCCDD) or the Galveston County Water Authority (GCWA). See Figure 3 on page 18 and in Appendix C for an exhibit indicating the respective service areas.

Financial analyses estimate the total cost of regional detention implementation at $10 per cubic yard of excavation, covering construction, erosion control, and utility relocations. Depending upon the scale and complexity of the service areas, costs range from $7.2 million to $19.5 million at the time of this report. These investments represent a significant but necessary commitment to infrastructure development that aligns with the City's resilience goals and supports its growing population. This is further detailed in the Hydrology & Hydraulics Analysis located in Appendix B.

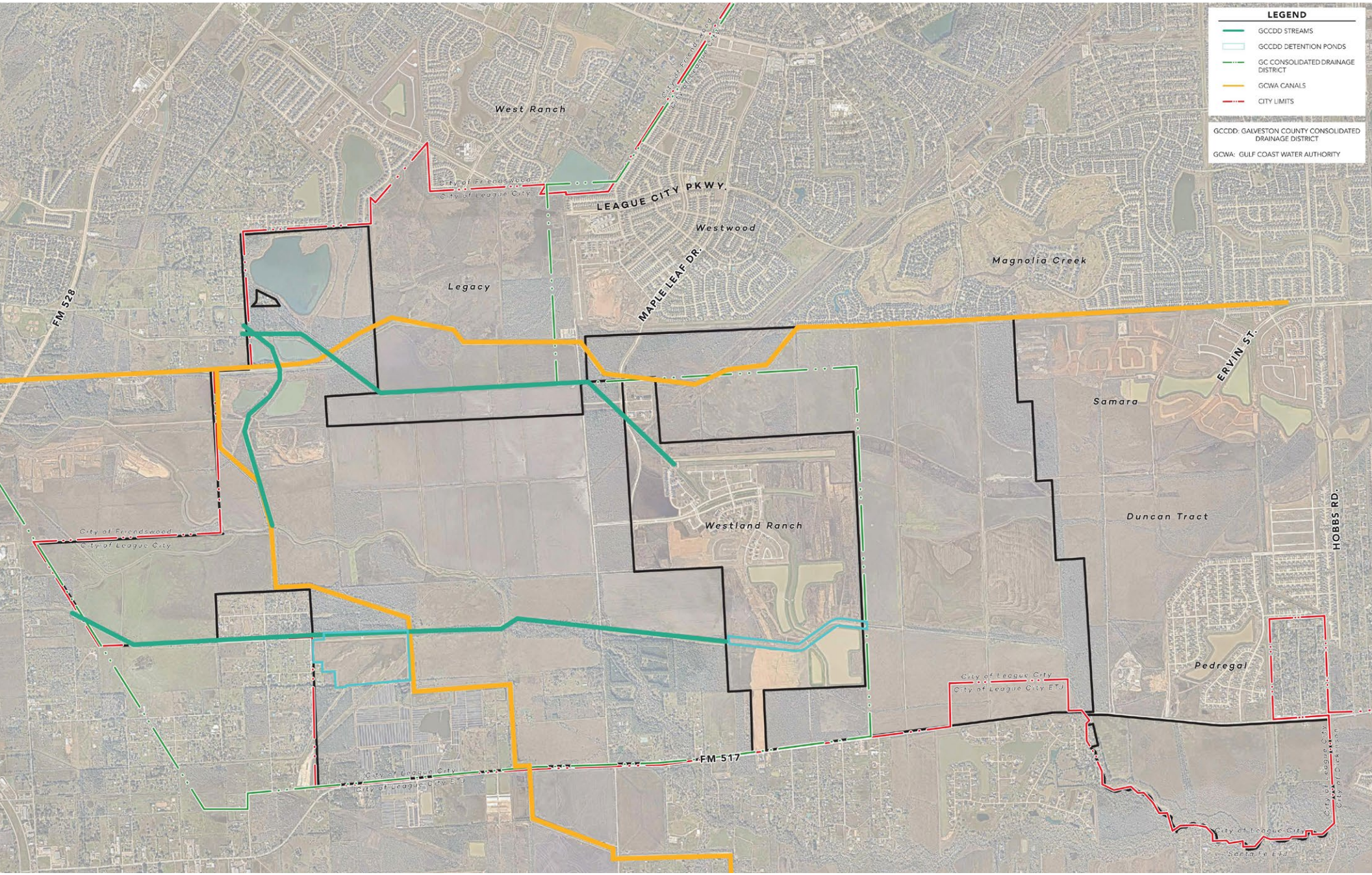
The use of a hybrid detention system, combining both regional and traditional approaches, is essential for the unique needs of Western League City. This strategy offers landowners or developers the flexibility to design adequate detention solutions that work within the site's topography while maximizing developable land.

Given the significant detention requirements in this area, a hybrid system ensures that stormwater management does not overly constrain development potential. By utilizing regional detention facilities, the City can also create dual-purpose spaces that enhance the community's appeal. These facilities can be designed to serve as parks, open spaces, or scenic views for nearby dining establishments, adding recreational and aesthetic value. The ultimate goal is to achieve a development outcome that mirrors the success of renowned projects like Boston's Emerald Necklace, the San Antonio Riverwalk, or Houston's Eleanor Tinsley Park—integrating functional infrastructure with vibrant public spaces to boost both quality of life and economic growth.

This hybrid regional detention strategy underscores League City's proactive approach to urban planning and stormwater management. By integrating robust infrastructure with multifunctional public spaces, the project supports environmental sustainability, reduces flood risks, and enhances community resilience. As development progresses to detailed engineering phases, this conceptual plan will serve as a foundation for delivering cost-effective, high-impact solutions tailored to the City's evolving needs without adversely impacting the City's overall drainage strategies.

To ensure a cohesive and effective approach to managing stormwater in the Westside Master Plan area, the City should perform a comprehensive Master Drainage Study. This study will provide an overarching framework for stormwater management, reducing the inefficiencies and inconsistencies that arise from piecemealing individual drainage studies. By developing a unified strategy, the hybrid concept of detention, combining centralized and decentralized detention solutions, becomes more feasible and effective. Any future development within the study area will be required to either align with the completed Master Drainage Study and adhere to the development patterns outlined in the Future Land Use Plan (FLUP) or conduct an independent drainage study to demonstrate the viability of the proposed plan. While adherence to the FLUP is encouraged to maintain consistency and sustainability, deviations in land use can be considered as long as the overall intent is preserved, and all drainage and detention requirements are satisfactorily met. The completed drainage analysis for the Westside Master Plan can be found in Appendix B.

FIGURE 3: **GCCDD & GCWA SERVICE AREAS**



Environmental Findings for Western League City

The environmental analysis for the Westside Master Plan encompasses a range of ecological and cultural assessments, including threatened and endangered species evaluations, wetland assessments, and cultural resource reviews. These studies highlight the region's diverse environmental characteristics, regulatory considerations, and the measures necessary to ensure responsible development.

1. Threatened and Endangered Species

A desktop assessment conducted by LJA Environmental Services identified several federally and state-protected species that may inhabit the project area. The analysis considered habitat requirements and used data from the U.S. Fish and Wildlife Service (USFWS) and other resources to evaluate the potential presence of species.

The analysis of potential habitats for protected species within the project area revealed a mix of suitable and unsuitable conditions for various species. The tricolored bat, a candidate for protection under the Endangered Species Act (ESA), may find roosting and foraging opportunities in the forested areas and near water bodies on the site. The study also identified that monarch butterflies, a species of special concern, may use the area as a migratory pathway due to the presence of milkweed, which is critical for their lifecycle.

However, the absence of large, open grasslands or specific wetland habitats makes it unlikely for species like the Attwater's Prairie Chicken, Whooping Crane, or Piping Plover to inhabit the area. While these findings suggest low habitat suitability for certain species, prior to the start of any development activities, further on-site field surveys are recommended to verify the presence of protected species and mitigate any potential impacts during development. See Appendix D for the full report.

2. Wetland Assessment

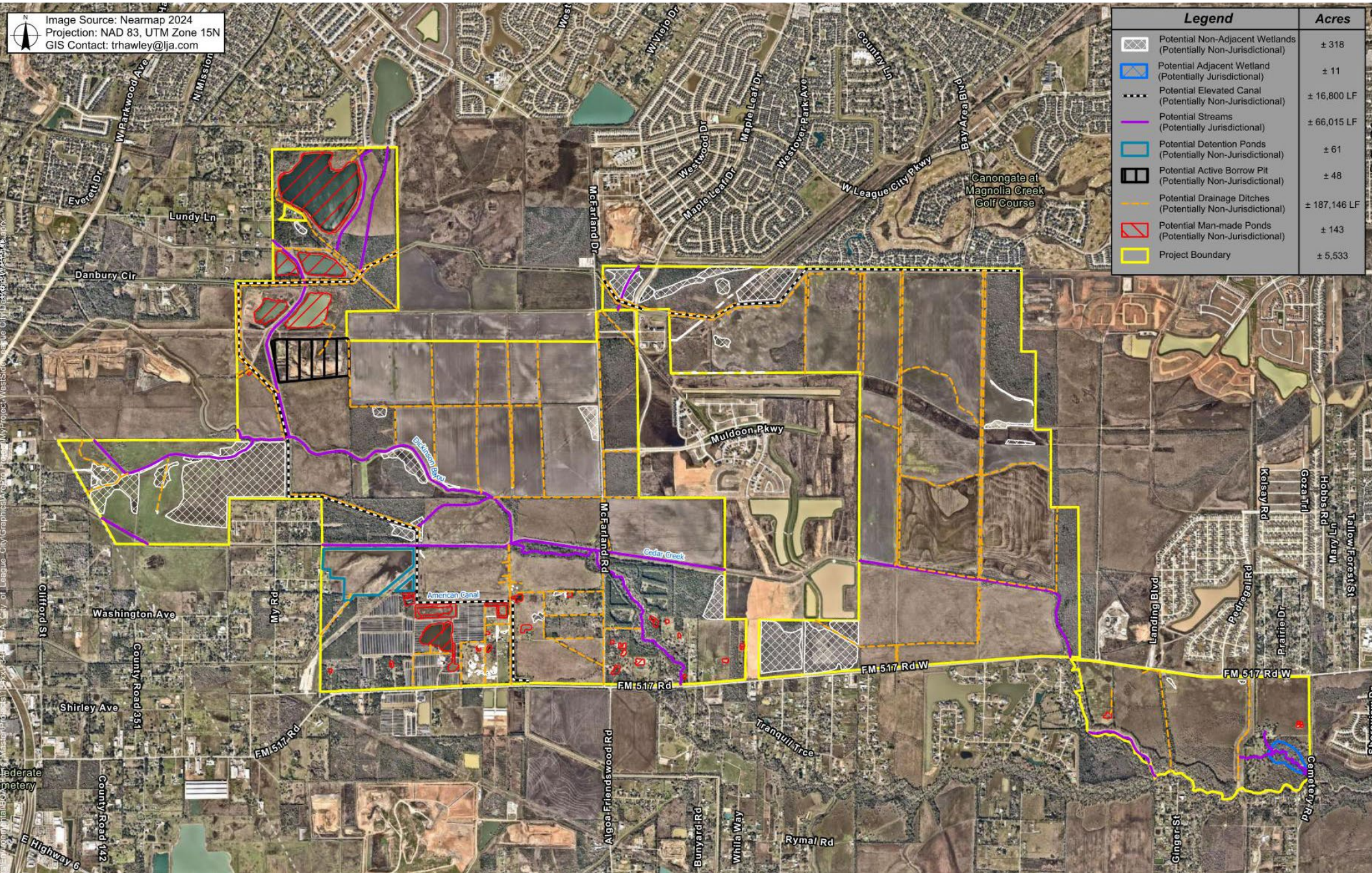
The Desktop Wetland Assessment evaluated the jurisdictional status of wetlands, streams, and other aquatic features based on Section 404 of the Clean Water Act (CWA) and categorized the various water features into jurisdictional and non-jurisdictional classifications. The study incorporated topographic maps, aerial photography, and LiDAR data to approximate the size and location of potential jurisdictional waters.

The study identified 66,015 linear feet of streams, including Dickinson Bayou and Cedar Creek, as jurisdictional waters due to their clear hydrological connections to traditionally navigable waters. Additionally, approximately 11 acres of wetlands were classified as jurisdictional because they directly abut these streams and share a surface hydrological connection. See Figure 4 on page 20 for the Wetland Assessment graphic and Appendix E for the full report.

In contrast, approximately 318 acres of isolated wetlands, while meeting the technical criteria for wetlands, were deemed non-jurisdictional due to a lack of hydrological connectivity to Waters of the United States (WOTUS). Other features, such as 143 acres of man-made ponds, 187,146 linear feet of drainage ditches, and 16,800 linear feet of the American Canal, were also considered non-jurisdictional since they were constructed in uplands and lack significant flow pathways.

This nuanced classification underscores the complexity of regulatory oversight under Section 404 of the CWA. While many features are likely exempt from jurisdiction, the final determination rests with the U.S. Army Corps of Engineers (USACE). It is recommended that the City require developers confirm these findings before proceeding with any construction to avoid potential regulatory conflicts.

FIGURE 4: DESKTOP WETLAND ASSESSMENT



3. Cultural Resource Review

The cultural resource assessment revealed several notable features within the project area, underscoring the historical significance of the site. The American-Holland Rice Canal, an early 20th-century irrigation system eligible for the National Register of Historic Places (NRHP), traverses the northwestern portion of the property. While not formally listed, its eligibility suggests that care should be taken to preserve this historical feature during development.

Another key feature is the Benson Cemetery, mapped in the southeastern portion of the study area. Classified as a vicinity cemetery, its exact location remains unverified, though historical records indicate its potential presence near an unnamed tributary of Dickinson Bayou. Historical aerial photographs also show sparse farmsteads dating back to the early 20th century, adding to the property's cultural and architectural significance.

Although the overall potential for undocumented prehistoric artifacts across the property is low, limited areas along Dickinson Bayou and Cedar Creek may hold moderate to high potential for historic-age resources. Any development that involves federal permits or funding will require further investigation under the National Historic Preservation Act (NHPA) to ensure compliance. See Appendix F for the full report.

4. Phase 1 Environmental Analysis

A desktop review conducted for the project area identified potential environmental concerns, focusing on regulatory records and historical land use. The assessment included a review of pipeline incidents, oil and gas activity, and nearby Brownfield sites.

The review identified eight regulatory facilities within the area, including three Voluntary Cleanup Program (VCP) sites, two pipeline incidents, one Federal Brownfield site, one landfill, and one Industrial Hazardous Waste Corrective Action (IHWCA) site. Additionally, several pipeline easements and 15 oil and gas well sites were noted, including plugged and abandoned wells. The reference to a Brownfield site in the regulatory database appears to be a result of incorrect information in the EPA's database. Upon closer examination, the location identified as a Brownfield (shown as #6 on the regulatory map on page 28, northwest of #3) is actually a residential address in the Magnolia Creek subdivision. The GPS coordinates listed in the regulatory report correspond to this residential location, and no Brownfield or environmental concern is present there. Additionally, the referenced Market and Dorset streets do not exist near the study area, and a review of the EPA's Cleanups in My Community (CIMC) webpage confirms no Brownfield sites at these coordinates or nearby. It seems likely that a submission error occurred, where an individual mistakenly used a personal mailing address, leading to this incorrect entry. Historically, the site has been pastureland before residential development began around 2005.

While the land has been primarily agricultural, historical oil and gas activities suggest the need for further investigation. Specific areas, particularly near the identified regulatory facilities and well sites, may require additional environmental assessment to ensure safe development.

Further on-site investigation is recommended before development to address potential environmental risks and ensure compliance with regulatory standards. See Appendix G for the full report.

5. Conclusions and Recommendations

These assessments emphasize the ecological and historical richness of the region, underscoring the importance of incorporating environmental considerations into the broader planning process. By thoughtfully addressing these findings with future developments within the study area, League City can realize its vision of sustainable growth while preserving its invaluable natural and cultural resources. The completed reports outlining the environmental findings for the Westside Master Plan can be found in Appendix D, E, F, and G.

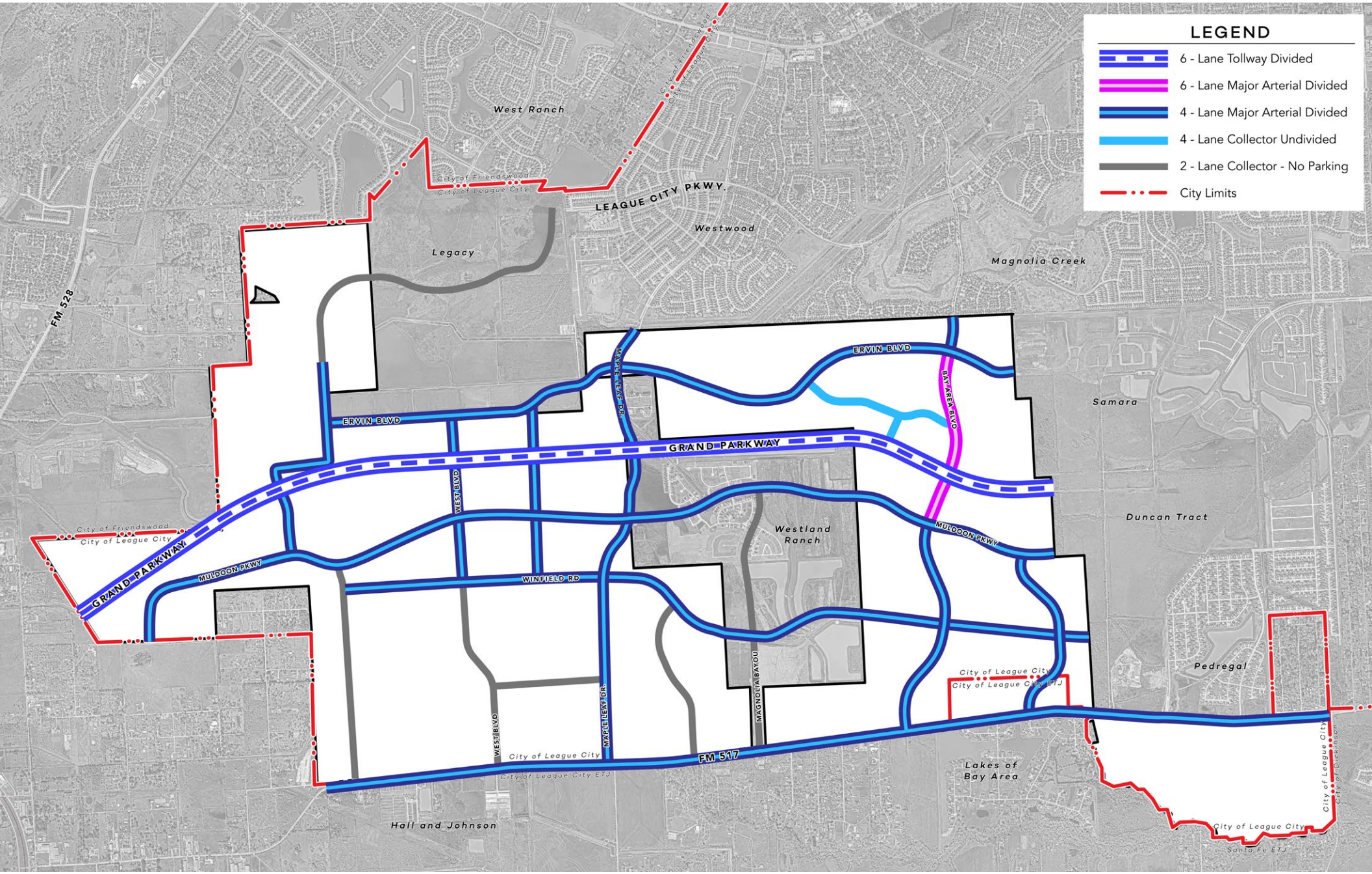
Roadway Infrastructure and Mobility

The western portion of League City currently lacks significant infrastructure beyond the existing developed areas, creating challenges for connectivity, access, and mobility. This gap in infrastructure remains a significant concern for residents, as highlighted during the public engagement process for the Master Mobility Plan (MMP) update completed in the fall of 2024. Citizen feedback emphasized the need for improved connectivity, reduced congestion, and enhanced safety for pedestrians, cyclists, and motorists. MMP survey results indicated that traffic congestion, limited roadway options, and a lack of multi-modal transportation infrastructure were key issues impacting quality of life in the area.

The MMP serves as a strategic response to these concerns, identifying a network of major thoroughfares and collector roads to improve regional connectivity across the west side of the City. By addressing these infrastructure deficiencies, the plan aims to provide residents with more direct and efficient transportation options, reduce travel times, and integrate the area with surrounding developments. Furthermore, improving mobility is critical for supporting League City's anticipated growth, ensuring the west side can accommodate new residents and businesses without compromising accessibility or safety.

The Westside Master Plan builds on the momentum created by the MMP, further analyzing the infrastructure needs of the westside project area. For example, mobility issues in League City rank among the highest of citizens' concerns, the awareness of which was enabled as a high priority item in the MMP, and once again in the Westside Master Plan. By prioritizing strategic infrastructure investments, League City can address long-standing connectivity challenges, meet the needs of its citizens, and lay the groundwork for sustainable development that enhances both mobility and quality of life. To build on the momentum of the MMP, the Westside Master Plan prioritizes the development of a multi-modal transportation network that includes expanded roadways, integrated bike lanes, and pedestrian pathways. One key recommendation is the phased construction of new connector roads that alleviate traffic congestion and improve connectivity across the westside project area. By focusing on these strategic investments, League City can address critical mobility challenges, improve safety and accessibility, and create a more connected and sustainable community. See Figure 5 on page 23 or Appendix H for an exhibit indicating the updated throughfare plan.

FIGURE 5: THOROUGHFARE PLAN



04 GROWTH POTENTIAL

GROWTH POTENTIAL: A COMPREHENSIVE MARKET ANALYSIS

Community Development Strategies (CDS) conducted a market study as part of the Westside Master Plan which provides a critical foundation for understanding the economic opportunities and challenges within the project boundary. The completed Market Study can be found in Appendix I. Amid League City's rapid growth and substantial undeveloped land on its west side, the market study assessed opportunities for strategic development that would broaden the City's tax base, enhance citizen access to goods, services, and entertainment, and support long-term economic vitality.

Expanding the commercial tax base is a priority for League City, aiming to support future growth in an economically sustainable manner while reducing financial burdens on residents. This market study addresses two key perspectives: a baseline scenario, which outlines what types of development are immediately feasible based on current market conditions, and an aspirational scenario, which explores opportunities that could be realized with targeted incentives and strategic partnerships. By understanding both what is realistic today and what could be achieved through investment and policy tools, the study provides actionable insights to guide the City's development strategy.

The findings of the market study helped to align land use planning with economic realities, ensuring that future development not only meets market demand but also contributes meaningfully to the City's goals for job creation, diverse commercial growth, and long-term fiscal health. This high-level overview highlights the study's major themes and its implications for the future of Western League City.

The Role of the Market Study in Shaping the Master Plan

The Market Analysis is an important part of the Westside Master Plan because it aligns real estate potential with key goals, such as development feasibility, alignment with market demand, and requirements for achieving greater value per acre development. It also emphasizes the connection between market findings and strategic recommendations to ensure actionable insights drive decision-making. The Market Analysis, which incorporates demographic, economic, and real estate data, offers a comprehensive overview of the region. It establishes a foundation for understanding current conditions and examines past, present, and future trends within the Competitive Market Area (CMA), League City, and the Study Area.

Forecasts for the CMA, City, and Study Area give the best forward-looking estimates for what can be reasonably expected to occur, considering future planned infrastructure and real estate developments. The Market Study's existing and future data analysis can assist City Staff, Elected Leaders, developers, builders, landowners, employers, investors, and the public with having a better understanding of the current real estate market, potential future growth, and land use scenarios and patterns.

Key Components of the Market Study

CDS gathered demographic, economic, and real estate data while conducting interviews with local and regional economic development organizations and real estate developers. The market study provides a comprehensive analysis of residential, retail, office, and industrial real estate trends. Data was also sourced from secondary sources like the U.S. Census Bureau and Claritas Census software for demographics, the U.S. Census Bureau Longitudinal Employer-Household Dynamics for employment and job flow data, CoStar for multifamily and commercial real estate data and CDS' proprietary regional forecast model for projection estimates and stakeholder interviews to ensure robust and actionable insights.

Scenarios

The quantitative and qualitative data was organized and analyzed by CDS to determine baseline and aspirational scenarios for the Study Area:

Baseline: Projects future land use and development, assuming development continues as it has traditionally in League City using a mixture of Planned Unit Developments and developments based on current single-family zoning, and no use of incentives for the construction of new infrastructure and real estate development.

Aspirational: Assumes updated zoning and the conservative use of incentives for new infrastructure and real estate development, which is more likely to generate higher-valued, dense development that will help to elevate the quality of residential life in combination with elevating real estate prices, rents, and the quality of tenants.

Existing Conditions in the Competitive Market Area (CMA)

The CMA analysis provides a snapshot of the regional economic drivers, demographic trends, and real estate activity. Key factors, such as steady population growth and rising employment opportunities, shape demand for residential, retail, and commercial development. The CMA for demographic, economic, and real estate data collection and analysis and projecting demand for land uses includes the following Zip Codes/Cities.

CMA Demographics and Housing

- Estimated 2024 population: 365,605
- Median age: 37.78
- Median household income: $85,004
- Total Households: 136,268
- Average household size: 2.62
- Households without children: 68.5 percent
- Approximate area workforce: 124,500*
- Workforce living outside of the CMA: 64 percent*
- Total Homes: 125,022
- Owner-occupied units: 65 percent
- Share of single-family units: 76 percent

Zip	City
77511	Alvin
77539	Dickinson
77546	Friendswood
77568	La Marque
77573	**League City**
77058	Nassau Bay
77510	Santa Fe
77517	Santa Fe
77591	Texas City
77598	Webster

***Table 1:* Competitive Market Area**

*2021 Longitudinal Employer-Household Dynamics data from the U.S. Census Bureau

Development Trends

Friendswood, Nassau Bay, Webster, and the eastern portion of League City are approaching the build-out of all developable land. Alvin, Dickinson, La Marque, Texas City, Santa Fe, and the western portion of League City have the greatest amount of undeveloped land and are in the initial stages of rapid development, moving south from Harris to Galveston County.

CMA Single-Family Housing Market

- Median home price: $305,500
- Highest median home sale price: $425,000 (Friendswood)
- Lowest median home sale price: $275,000 (Texas City)
- League City median home sale price: $283,500.
- CMA Zip Codes with continuously increasing annual home values since 20021: 9/10
- Average square footage: 1,800-2,700 sf
- Average price per square foot: $149-179

New Single-Family Development

Residential and commercial development in the Houston Metro Area is expanding along major transportation corridors such as Highway 45 and FM 517 as well as through the Western League City Study Area in anticipation of the Grand Parkway.

The largest new development currently is Megatel Homes - Tres Rios, a 2,844-lot development in Santa Fe, followed by Hillwood Communities- Legacy (1,630 lots), Forestar Group - Westland Ranch (970 lots), Friendswood Development – Samara (964 lots), and Ashton Woods - Vida Mar (616 lots).

Of all the new developments, Megatel Homes – Tres Rios will be located outside of the Study Area on the southern boundary of League City and Santa Fe and represents about 29% of the 9,902 lots to be constructed in the CMA at the time of this study.

The pipeline of 9,902 single-family lots to be constructed in the CMA, with nearly 84% (8,286 lots) located in or just on the edge of the Western League City Study Area, compares very closely to existing master-planned single-family developments in the CMA with front lot widths ranging from 40' to 70'. Only Legacy has mentioned smaller-lot single-family products such as duplexes, townhomes, and possibly alley-loaded small lot products.

Single-Family Residential Lots (Planned Developments)			
Development	Lot Width(s)	Total Lots	Unbuilt
Hillwood Communities- Legacy	<50' to 80'	1,630	1,630
Megatel Homes - Tres Rios (Sante Fe)	40' to 50'	2,844	2,844
Forestar Group - Westland Ranch	40' to 70'	970	970
Empire Continental - Coastal Point	50' to 70'	546	82
Friendswood Development - Samara	<50' to 65'	964	792
Ashton Woods - Vida Mar	50' to 65'	616	616
LPI - Pedregal	120	763	219
Davis Harbour	50' to 60'	90	90
Westwood	50' to 75'	1,362	62
Acorn Addition	50' to 70'	14	14
TownHarbour Estates	60' to 70'	103	103
Total		9,902	7,422

***Table 2:* Single-family Residential Lots**

CMA Multifamily Housing Market

Average vacancy rate (Q1-24)

- Houston: 11.6 percent
- CMA: 9.3 percent
- League City: 6.9 percent

Average rental rate (Q1-24)

- Houston: $1,268
- CMA: $1,318
- League City: $1,521

Note: There are three apartment properties proposed for development in League City at the time of this study. None of the properties fall outside of the City's Westside Master Plan boundary. They include: Domain at Ballpark (1420 Brookpark Dr) - 339 Units; Riverview at Clear Creek (301 N Wesley Dr) - 297 Units; and The League (2503 E Main St.) - 695 Units.

City	Total Units	In Progress	12 Mo. Absorption Units	Vacan-cy Rate	Average Rent
Houston*	753,050	20,702	1,322	11.6	$1,268
League City	6,934	0	303	6.9	$1,521
Dickinson	3,232	0	-14	14.5	$1,278
Nassau Bay/Clear Lake	6,582	0	-72	13.5	$1,393
Webster	9,112	380	240	7.7	$1,197
Friendswood	3,097	612	115	6.1	$1,424
Alvin	3,377	0	-10	7.7	$1,033
Santa Fe	312	151	0	5.7	$1,625
La Marque	872	0	27	14.0	$1,191
Texas City	2,538	0	-31	7.2	$1,197
Total/Avg.	36,056	1,143	558	9.3	$1,318

***Table 3:* Q1 2024 Houston, Q2 2024 League City and CMA Multifamily Market Data-**

Source: *Colliers Q1 2024, CoStar

CMA Infrastructure

Grand Parkway (SH 99) Segment B is a 28-mile, four-lane, controlled access toll road with intermittent frontage roads running from I-45 South (the Gulf Freeway) in League City west towards SH 35 in Alvin and on to SH 288 (the South Freeway) near Rosharon through Galveston and Brazoria counties.

On February 7, 2023, TxDOT executed Toll Project Agreements with Brazoria County and Galveston County, respectively, that provide for TxDOT to develop, finance, construct, and operate a portion of Segment B, known as B-1 from I-45 to south of FM 2403. TxDOT officials anticipate construction on the B-1 section will begin in the first half of 2027 and take approximately four years to complete.

Existing Market Conditions

The analysis of League City explores the unique characteristics of the local market, highlighting its strengths, such as connectivity to key markets, and identifying challenges, such as limited available land for new development. Understanding these factors is essential to evaluating growth potential and real estate opportunities in the area.

League City is divided east and west by I-45, which runs north and south. The east side is approaching the buildout of residential and commercial land while the west side is approximately 50% developed. The City's southwest side is mostly undeveloped, with new master-planned communities currently under development. The Grand Parkway will be constructed through the west side and will generate demand for new commercial and residential space.

The primary concerns related to Western League City's new development are the cost burden for new regional stormwater detention, retention, and drainage, expansion of water and wastewater infrastructure and treatment plants, expansion of new roadways, and the possibility of updated zoning and incentive policies that can generate Class A commercial and mixed-use development.

Population, Income, and Employment

- The estimated population, as of January 2025, in League City is 123,910, an increase of 7,306 from 2020 (an average increase of 1,900 per year).
- Since 2010 League City has grown by about 40,326 new residents.
- Family and non-family households have decreased in average number of occupants in both League City and the CMA from 2011 to 2024.
- Two-person households had the largest share of total growth from 2012-2024 and 1-person households are growing most rapidly in the Planning Area.
- Only four percent of family households in League City were below poverty.
- The 2023 ACS median household income in League City was $118,475. 56.6 percent of households brought in over $100,000 in 2023.
- Almost 90% (47,195) of employed League City residents leave the City for work each day.

Households

- Approximately 77.0% of housing units in League City are detached, single-family structures.
- In League City households 26% were renters and 74% were owners. This is compared to the CMA households 35% renters and 65% owners.
- League City had around an 80% share of single-family homes followed by 14% being multifamily structures with 10 or more units.
- The 2000 to 2009 years saw the greatest number of new housing units built (add total number of units) in League City.
- The 2023 median owner-occupied unit value in League City was $308,390 (Census).

New Development

- Phase I – Axiom Space's 400,000-square-foot headquarters.
- Intuitive Machines' production center.
- Collins Aerospace's 120,000-square-foot facility.
- The Friendswood City Center by Tannos Development Group, 106-acre development located at 3801 FM 528.
- Hotel, 150,000 square feet of retail, dining, and entertainment, 500- multifamily units.
- Chester L Davis sports facility, 60 to 84 acres total.
- Grand Oak Village, possible performing arts center, retail, office, and office/warehouse flex.
- Land to the south of Grand Oak Village is being developed as a Medical/Commercial Strip Center.
- Great Wolf Lodge indoor waterpark in Webster.
- Margaritaville Resort (various areas being considered).
- Baytown Hyatt Regency and Convention Center.
- FlyWay in Webster.

Projected Growth Summary

The study area is projected to experience growth in population, households, and employment. Within the CMA's overall growth forecast, the western League City area stands out as one of the zones with the highest anticipated expansion.

The forecasted population, household, and employment figures in the tables below have been utilized to project future supply, demand and absorption of land uses for the Western League City Study Area (see Table 1 for zip codes and map area).

CDS Forecasts	2020	2025	2030	2035	2040	2050	2060
Population*	-	-	16,052	21,433	25,414	33,103	37,080
Households*	-	-	4,492	6,469	8,586	11,410	12,778
Employment*	-	-	4,996	7,407	10,038	14,087	16,599

Table 4:* Western League City Area Forecast, 2020-2060*

*Based on existing single-family zoning and minimum lot sizes

CDS Forecasts	2020	2025	2030	2035	2040	2050	2060
Population	114,392	123,910	159,756	167,497	173,067	183,509	188,609
Households	44,887	50,427	54,067	56,907	59,885	63,775	65,603
Employment	29,748	38,489	45,197	52,091	59,391	73,177	85,758

Table 5:* League City Area Forecast, 2020-2060*

CDS Forecasts	2020	2025	2030	2035	2040	2050	2060
Population	343,639	396,503	427,887	458,129	484,380	552,493	614,227
Households	129,450	141,677	152,886	163,691	176,366	202,050	224,258
Employment	114,053	134,350	149,816	165,426	182,092	217,696	253,057

Table 6:* CMA Forecast, 2020-2060*

**Source: CDS Community Development Strategies 2020 Forecasts: HCTRA Projections

Absorption

Absorption refers to the process of newly available real estate being rented, leased, or sold over a period of time. It is a key metric used to evaluate the demand for real estate in a market and is critical for developers, investors, and stakeholders to assess the viability and timing of new developments. This measures how quickly newly constructed or vacant properties (residential, commercial, or industrial) are occupied.

The tables below shows the estimated absorption amounts and timing along with total demand for each land use in the far-right column for the Western League City Study Area. (Referenced in Appendix J)

	2030	2035	2040	2045
Rental Units	3,250	3,500	4,500	3,500
Single-Family Units	6,000	6,000	6,000	3,000
Retail (Sq Ft)	150,000	200,000	600,000	600,000
Office (Sq Ft)	100,000	175,000	300,000	300,000
Industrial (Sq Ft)	75,000	75,000	100,000	95,000
Hospitality (Rooms)	75	75	200	250

***Table 7A:* Absorption Amounts 2030-2045**

	2050	2055	2060	Total
Rental Units	2,500	1,500	671	19,421
Single-Family Units	700	600	354	22,654
Retail (Sq Ft)	300,000	125,000	25,000	2,000,000
Office (Sq Ft)	200,000	70,000	12,679	1,157,679
Industrial (Sq Ft)	30,000	20,000	11,553	406,553
Hospitality (Rooms)	100	38	0	738

***Table 7B:* Absorption Amounts 2050-2060**

High-Level Summary of Land Use Demand and Supply Trends

Residential and retail have the greatest potential demand for development in the Western League City Study Area. League City is a well-known bedroom community that will have few challenges attracting future residents and retailers, consistent with past and recent patterns of growth and development in the southern Harris County and northern Galveston County.

While there is demand for denser development, including smaller lots for sale, rental units, and mixed-use projects, the lack of updated minimum lot size standards, zoning regulations, and targeted incentives makes it likely that developers will continue to follow the existing pattern of large-lot single-family homes and strip retail development.

CDS does not recommend large speculative office development within the study area but do believe "build to suit" could be viable for employers committed to being in League City. Future office demand is most likely to originate from the growth and expansion of local employers along with possible relocations of companies that want or need a location in western League City.

Industrial space remains in high demand, driven by logistics and manufacturing growth, especially for logistics, warehousing, and flex-industrial users; however, League City regulations could be restrictive enough to deter these types of users or be used to allow for specific types of industrial uses deemed acceptable to meet League City's development goals.

SWOT Analysis of the Study Area

A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is a strategic planning tool used to identify and evaluate the internal and external factors that can affect the success of a given project or initiatives. The purpose of a SWOT analysis is to provide a clear picture of the current situation, inform strategic decision-making, help allocate resources effectively, and identify areas of improvement and growth opportunities.

SWOT Summary

Strengths

- Strategic location with multiple connections to regional roads and highways, offering quick access to key employment and industrial hubs
- Strong population growth, rising demand for residential and retail development, and overall quality of life

Weaknesses

- High rate of commuters traveling to other parts of the region for work, contributing to significant spending leakage and increasing reliance on property tax revenue
- Wasted commuter time
- Lack of diverse housing options, such as dense for-sale and rental properties
- Lack of walkable urban environments and Class A commercial spaces for retail, dining, and entertainment

Opportunities

- Strong potential to develop dense, walkable mixed-use areas that include higher-end retailers
- Attract employers to reduce the high rate of outbound commuters and fostering a stronger local economy
- Sustainable development practices which mitigate future flooding incorporate valuable outdoor amenities, complement new development, and help attract high-quality tenants and businesses aligned with desired growth patterns

Threats

- Overdevelopment of large-lot single-family homes and strip retail, which generate lower property tax revenue per acre and represent an inefficient use of the City's limited, undeveloped land.
- Limited opportunity to create a high-value, vibrant community as the City approaches build-out

Solutions

Targeted incentives can play a crucial role in unlocking the area's growth potential by attracting high-priority development types. These include mixed-use projects, Class A commercial spaces, and possibly office developments, which can help diversify the local economy and optimize land use to generate a higher value per acre.

Texas Examples

CDS identified Texas based examples of greenfield mixed-use development relevant to the Westside Master Plan area. Table 8 below shows the size, land uses, and type of local government support for each project. In each case, local public agencies (primarily cities and economic development corporations or EDCs) provided some form of financial and / or regulatory assistance. In general, these communities have stated that their assistance was necessary to make these project concepts viable.

Development Name	Size (AC)	Location	Uses / Features	City / EDC Role	Status
Sugar Land Town Square	32	Sugar Land	Office, condos, hotel, retail, civic	TIRZ, zoning	Completed
Lakeside	160*	Flower Mound	Condo tower, office, hotel, retail, SF, small-lot SF	380s, zoning, design standards	Partially Built
The Farm in Allen	135	Allen	MF, THs, office, retail, hotel	TIRZ, zoning	Under Construction
Sloan Corners	500	Allen	MF, office, retail	TIRZ, zoning	Planned
Preston Harbor	3,100	Denison / Texoma	SF, retail, hotel, marina	GO bonds, MUD, TIRZ	Planned
Prosper Arts District	35	Prosper	MF, hotels, retail, structured parking	Zoning	Planned
Furst Ranch	1,000+	Flower Mound	SF, MF, office, hospitality, retail, civic, institutional	TIRZ, 380s, zoning	Planned
Bell District	54	Cedar Park	Office, retail, MF, SF, civic	City land, street realignment, other infrastructure, design standards	Planned
Northline	116	Leander	MF, THs, retail, office, hotel, civic	380s, public space bond, zoning	Partially Built

Table 8: Texas Examples of Suburban Walkable Mixed-Use Projects

*21-acre expansion announced

Strategic Recommendations

- A dense, walkable, suburban mixed-use component in the Westside Master Plan area is likely to be market-feasible, if perhaps at a slightly lower intensity scale than some of the reviewed examples from elsewhere.
- The private land use anchor / driver is likely to be various types of residential – multifamily rental apartments in a mixed-use setting and a range of single-family products such as townhomes, duplexes, patio homes, courtyard homes, small-lot detached, and more conventional detached. Multifamily uses are not likely to exceed the height limitations of wood frame construction (4 to 5 stories).
- Public spaces will be critical to the project's identity and success, both the residential and commercial / institutional components. The need for detention and drainage facilities in the planning could provide an opportunity to incorporate water features and trails that connect to the core of the development.
- Retail uses in the core of such a project will be smaller in scale. They may occur in a minimum number, which is concurrent with significant residential development. Larger scale uses such as supermarkets or Walmart / Target would not fit into a walkable environment but would be suitable for highway frontage and could help attract other retail businesses into the rest of the development if close by.
- To attract dining and retail uses that are not generic suburban chains or chains that have a more "destination" quality and fewer locations in the metro area, the environment will need to be of a commensurate quality, centered on the well-designed public spaces and walkable streetscapes.
- The City should expect to assist such a development financially, with reimbursements to developers for infrastructure and public spaces / amenities for which the private sector is fronting the cost. Direct public funding of elements such as key open spaces and drainage infrastructure may be another method to incentivize such a project.
- The City can use financial assistance agreements to exert leverage over quality features of the development, such as urban design standards. These requirements would be incorporated into a development agreement associated with the financial assistance agreement.
- Economic Development should have better incentive packages to bring businesses to town, which can help prevent citizens from driving far away and spending money in other cities.
- The regulatory process will also be important – in essentially every example, zoning and other regulatory regimes had to be modified. Northline found expedited permitting to be an incentive.
- CDS strongly recommends the City be proactive with offering financial assistance and a ready, but flexible, regulatory process. This entails having policies already in place, potentially as components of Western League City Development Plan adoption, that would explicitly outline the nature of potential financial and regulatory incentives before a developer has approached the City with a mixed-use walkable development concept. On the regulatory side, the City should make clear what types of uses would be allowable in such a project and the design standards (including for streets and public spaces) are required.
- If a developer proposes a project that meets the City's requirements, it is essential that the zoning process, regulatory approvals, and assistance agreements do not significantly delay permitting or approval compared to conventional projects.

See additional information regarding this in Appendix K, Suburban Mixed-Use Potential.

05 DESIGNING FOR THE FUTURE

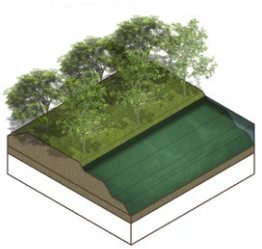
DESIGNING FOR THE FUTURE: LANDSCAPE AND SUSTAINABILITY

The Westside Design Guidelines & Park Recommendations (WDGPR) document, located in Appendix L, was developed through a systematic and strategic approach to create sustainable, functional, and innovative recreational spaces in western League City. The overall goal of the Design Guidelines is to convey a picture of what infrastructure and amenities in western League City would look like, therefore creating a unified aesthetic quality throughout all new development. The process began with a thorough assessment of the City's existing conditions, including an inventory of parks, trails, pedestrian infrastructure, and natural resources. Existing park classifications were analyzed using National Recreation and Park Association (NRPA) standards, while recent accomplishments such as trail system expansions and park renovations provided a foundation for further improvements. In addition, the League City parks acreage goals from the 2017 Parks, Trails, & Open Space Master Plan and 2024 Update were considered. An assessment of the existing conditions shows the current state of parks development in League City and highlights a gap to be filled.

Following the assessment of existing conditions, the WDGPR document focused on the identification of western League City's natural and ecological resources. The study acknowledged the Gulf Coastal Prairie ecosystem, a critical and endangered ecoregion, and emphasized the need for conservation strategies. Key approaches included native grassland restoration, right-of-way planting, the use of refined plant lists, and private irrigation systems, all designed to protect habitats, encourage biodiversity, and enhance landscape resilience.

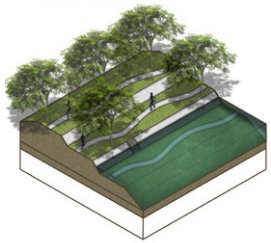
The WDGPR document then introduced a focus on resiliency through the concept of a "Sponge City," particularly in response to the devastating impacts of Hurricane Harvey. The strategy integrates Low Impact Development (LID) practices such as bioswales, riparian buffers, green roofs, and tiered trail systems to improve stormwater management. These methods are intended to reduce flood risks, enhance water quality, and support ecological health while incorporating functional infrastructure into public spaces.

A comprehensive framework for parks, trails, and recreational design was established, detailing standards for various trail types, including primary, secondary, and neighborhood trails. The WDGPR document incorporated regional and national examples to inspire innovative designs, such as floating fishing piers, vegetated water edges, and constructed wetlands. Additionally, it proposed integrated green infrastructure amenities to enhance both the environmental and recreational value of public spaces.

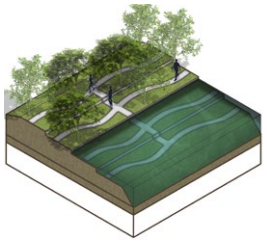


Levee

Bioswale



Terrace



Trails

Green Roof

To encourage the adoption of sustainable practices, the WDGPR document outlined a potential development incentive program. Financial and non-financial tools were suggested to reduce the costs of implementing green infrastructure. Finally, it explored opportunities for interlocal agreements, encouraging collaboration between jurisdictions and private entities to maintain and expand green infrastructure systems.

The implementation of the proposed guidelines and strategies is expected to strengthen western League City into a more sustainable, resilient, and community-oriented environment. Residents will benefit from enhanced parks, trails, and recreational spaces that encourage physical activity, social interaction, and mental well-being. Improved pedestrian access and connectivity will promote a more walkable and bike-friendly community, fostering healthier lifestyles and reducing vehicle dependency.

The WDGPR document also emphasizes significant environmental benefits through the integration of green infrastructure. Features such as bioswales, vegetated trails, and constructed wetlands will improve water quality by naturally filtering stormwater runoff. In addition, native grassland restoration and self-sustaining irrigation systems will protect the region's biodiversity, reduce erosion, and promote healthier ecosystems. By addressing environmental challenges, the Plan will help western League City adapt to environmental changes while enhancing its natural beauty and ecological stability.

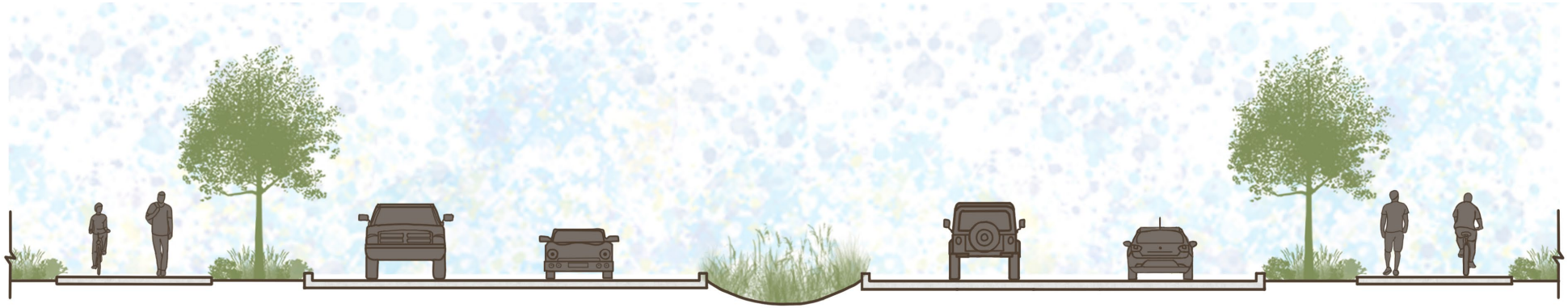
Another critical result of this plan is improved flood resilience. Low Impact Development (LID) strategies will help manage stormwater and mitigate the effects of stormwater events by reducing runoff and supporting natural groundwater recharge. Parks and trails designed to serve dual purposes, provide recreational opportunities, aid flood mitigation, and will remain functional during moderate rainfall events and help mitigate flooding during heavy rainfall and flood events.

The WDGPR is also expected to yield considerable economic benefits. Through offering financial and non-financial incentives, League City can attract developers to invest in more environmentally friendly infrastructure. High-quality parks, trails, and amenities will enhance property values, attract businesses, and stimulate tourism. Recognition programs, if implemented, would further elevate the City's reputation, highlighting its leadership in sustainable and innovative urban development.

Finally, the implementation of this plan will foster regional connectivity and strengthen League City's identity. The proposed network of trails and greenways will link neighborhoods, parks, and key destinations, creating seamless connections and promoting a stronger sense of community. Through native plant restoration and prairie conservation efforts, the plan will establish a unique identity that reflects the natural heritage of western League City, creating spaces that are both functional and ecologically significant.

Overall, the Westside Design Guidelines & Park Recommendations document presents a vision for League City that prioritizes sustainability, resilience, and quality of life. Its successful implementation will position League City as a regional leader in environmentally conscious urban design, improving the well-being of residents while protecting its natural resources for future generations.

Example Streetscape with Green Infrastructure



06 SHAPING TOMORROW

A VISION FOR GROWTH: FUTURE LAND USE STRATEGY

What is a Future Land Use Plan?

A Future Land Use Plan (FLUP) is a vital element of a city's Comprehensive Plan, serving as a high-level policy document to guide development and redevelopment within the City. It provides a vision for how land within the City should be used over the long term, offering direction for both public and private decision-makers. The FLUP for western League City incorporates community values, economic trends, and environmental considerations to create a roadmap for sustainable growth.

The FLUP does not impose regulations, change zoning classifications, or approve specific developments. Instead, it establishes a framework of goals and policies that guide zoning decisions, infrastructure investments, and planning efforts to ensure that League City's land use decisions align with its broader vision for the future. By balancing residential, commercial, and recreational uses, the FLUP supports the City's objectives of fostering a high quality of life, strengthening economic opportunities, and preserving natural and cultural resources.

The plan is intended to serve as a dynamic tool, updated periodically to respond to changing community needs, growth patterns, and market conditions. For League City, the FLUP ensures that land use decisions promote efficient development patterns, minimize conflicts between different uses, and contribute to fiscal sustainability by balancing the costs of City services with revenue generation. It is a foundational document for achieving League City's long-term goals, ensuring that every new development decision contributes to the overall vision of a thriving, connected, and sustainable community.

A FLUP is vital to League City's sustainable development, providing a roadmap to address growth challenges while protecting the community's character and resources. It ensures that land use decisions are made within a unified vision, balancing development with environmental stewardship, flood resilience, and infrastructure capacity. By incorporating public input and aligning with demographic and economic trends, the FLUP fosters inclusivity and adaptability, making it a dynamic tool for guiding the City's evolution.

How is the Future Land Use Plan used?

Once adopted, the Future Land Use Plan becomes a cornerstone of City planning and decision-making. It serves as a reference point for zoning ordinances, development reviews, and public infrastructure investments. Developers use the FLUP to align their projects with the City's objectives, ensuring consistency and minimizing conflicts between land uses. Additionally, the plan informs long-term investments in transportation, utilities, and public facilities, helping the City prioritize projects that support anticipated growth. By serving as a blueprint for orderly and cohesive development, the FLUP enables League City to grow responsibly, in a way that is not only economically vibrant, but also environmentally and socially sustainable.

Existing Future Land Use Plan

The Future Land Use Plan for League City establishes broad categories to guide growth and development, balancing residential, commercial, and recreational uses with environmental preservation. Across the City, land uses range from low-density residential areas that preserve open spaces to higher-density urban developments that encourage compact, walkable communities. Key components also include commercial zones to drive economic activity, public/institutional uses for civic services, and parks and open spaces to enhance quality of life.

FLUPs are documents whose relevance and applicability exists for a limited period of time. For this reason, it is important to revisit the plan after a period of time to see if the goals and vision of that plan are still what the City envisions for the future. In the previous version of the FLUP, there was an overemphasis on single-family residential land uses, which led to a lack of balance in growth. As a result, the continued reliance on single-family development alone is unsustainable for League City's future. A more diverse mix of land uses is needed to ensure a balanced tax base and support long-term economic stability.

Within the westside project area, the current FLUP predominantly designates the area for low-density residential development, specifically Rural and Estate Residential uses. This designation supports large single-family lots with open spaces, but limits opportunities for diverse housing types and economic development. The study seeks to reevaluate this approach by introducing a more balanced mix of land uses, including higher-density residential, commercial, and mixed-use opportunities. These changes aim to diversify the tax base, promote efficient land use, and support sustainable growth while maintaining the character of the area.

Proposed Future Land Use Plan

Land use has a direct correlation to City revenues and expenditures, so it is critical that the FLUP reflects the needs and wants of the City's residents. Ensuring well-maintained infrastructure and high-quality services at a low tax rate depends on balanced land uses and a thriving local economy. Single-family residential development typically costs the City more revenue to service than it generates. Providing other land use opportunities that create greater tax revenue diversification will allow the residential property tax burden to remain low.

Due to challenges related to mobility and residential land uses, such as traffic congestion and a desire to reduce taxes, the City recognized the need for a more diversified mix of land uses. To explore potential options, the City tasked the project team with conducting a market analysis. The insights from this analysis, combined with the City's goals, led to a new vision focused on incorporating non-residential land uses, enhancing detention areas with amenities, and elevating retail experiences beyond what was previously envisioned for League City.

Relevancy to League City's 2035 Comprehensive Plan – Key Connections

As a document that brings together the various components of a city (infrastructure, land uses, mobility, natural systems, etc.), the FLUP has the ability to act as a guide for various complementary Master Plans, such as Water/Wastewater, Mobility, Drainage, etc. The previous iteration of the League City FLUP was certainly utilized in that manner, so there is considerable impetus to do the same with this new plan. This means that each of these Master Plans should be evaluated, in a separate exercise, to determine whether they still follow the goals and vision of the FLUP and address the intent of the individual Master Plan. Given that there has been a considerable shift in thinking regarding the western area of the City since other Master Plans were adopted, it is highly likely that revisions to these documents will be needed.

Land Use and Growth Management

The Comprehensive Plan emphasizes balanced land use and the promotion of mixed-use development to enhance community connectivity and vibrancy. The Westside Master Plan builds upon these goals by designating land use patterns that maximize the development potential of vacant land along the Grand Parkway Corridor while preserving the area's character.

Mobility and Infrastructure

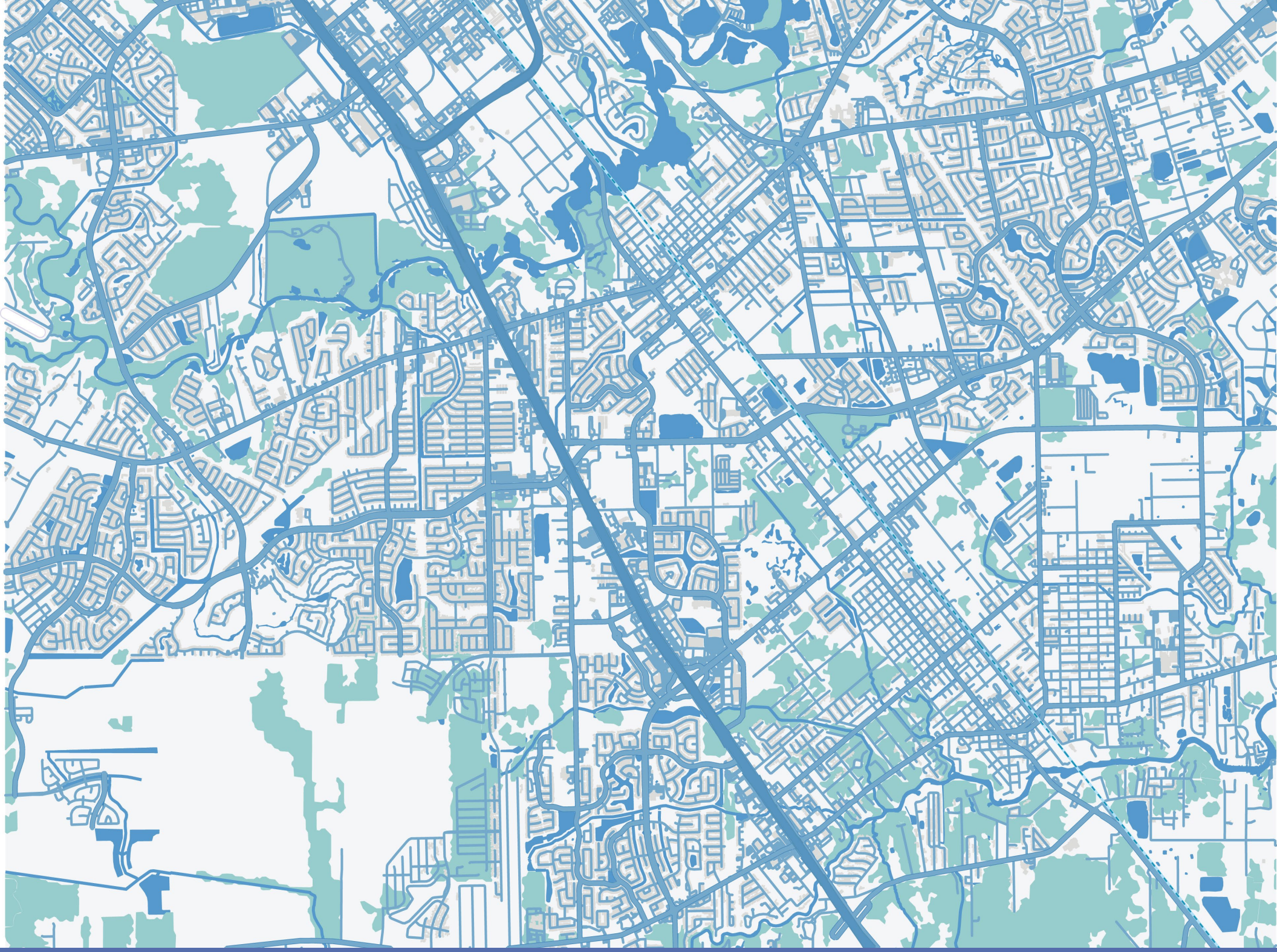
Mobility and infrastructure improvements are core components of the Comprehensive Plan, which prioritizes connected transportation networks and infrastructure resilience. The Westside Master Plan integrates these principles by proposing holistic infrastructure strategies that address current and future needs in roads, utilities, parks, and trails.

Economic Development

Both plans share a commitment to fostering economic opportunities. The Comprehensive Plan sets the stage for attracting new businesses and industries, while the Westside Master Plan refines this focus for western League City through targeted placemaking strategies and incentives to encourage high-quality development.

Community Engagement

The Comprehensive Plan's success was built on extensive public involvement, and the Westside Master Plan follows this example by incorporating feedback from residents, stakeholders, and local businesses through one public open house, two surveys, and four stakeholder meetings (the results are discussed in Chapter 7).



07 TURNING VISION INTO ACTION

TURNING VISION INTO ACTION: THE PLANNING PROCESS

Introduction

The development of the Westside Master Plan was an inclusive and collaborative effort, ensuring that all voices were heard and that the final plan embodied the community's aspirations for the future. This chapter outlines the steps taken to create the master plan, including the formation of key committees, public engagement efforts, and the establishment of a shared vision and goals. By integrating technical analysis, stakeholder input, and creative planning, the master plan was shaped into a dynamic blueprint for the sustainable growth of western League City.

Committees & Staff

Central to the development of the plan were the contributions of the Technical Advisory Committee (TAC) and the Stakeholder Steering Committee (SSC). The project team, led by LJA Engineering, worked closely with these committees to incorporate their feedback into the planning process. Additionally, consultants and experts in areas such as market analysis, economic development, and environmental assessments contributed to the plan's success by providing detailed reports and data that helped guide land use and infrastructure discussions.

Technical Advisory Committee (TAC)

The Technical Advisory Committee (TAC), composed of City staff and technical experts, played a critical role in shaping the Westside Master Plan by providing in-depth feedback and guidance throughout the process. Their expertise was essential to ensuring that the plan was both feasible and aligned with League City's long-term goals. One of their primary responsibilities was to critically evaluate the proposed Future Land Use Plan (FLUP) and identify potential challenges or inconsistencies based on their professional experience.

The TAC evaluated the practicality and feasibility of proposed land uses. For instance, they assessed whether specific acreage allocations were suitable for commercial development based on market demand and infrastructure requirements. They also reviewed proposed park locations and sizes to ensure alignment with national standards for accessibility, usability, and community benefit. Additionally, members of the Galveston County Drainage District participated to promote a cohesive and integrated stormwater management strategy. The Galveston County Water Authority (GCWA) was also involved to ensure the plan would not adversely affect the waterways they oversee, such as the American Canal. By asking targeted questions and applying their professional expertise, the TAC helped refine the plan to better align with League City's unique constraints and opportunities. Their input ensured that the final recommendations were not only visionary but also grounded in practical, implementable strategies that would meet the community's needs both now and in the future.

Stakeholder Steering Committee (SSC)

The SSC was composed of two elected City Council members and landowners potentially and more directly affected by the outcomes of the Westside Master Plan. While the SSC played a role in representing the broader public, its members had a vested interest in the plan, as it would ultimately influence the marketing, sale, and development potential of their properties. This unique composition allowed the SSC to provide valuable, grounded perspectives on how the plan would impact those most closely connected to the region's growth.

Meeting at key intervals during the planning process, the SSC reviewed proposed elements of the plan, particularly the Future Land Use Plan (FLUP), infrastructure strategies, and economic development recommendations. Their input often focused on ensuring that the plan addressed market realities and enhanced the viability of development opportunities within the study area. For example, members assessed whether proposed land use changes would attract high-quality investments while aligning with the area's long-term goals.

The SSC's vested interests brought a pragmatic lens to the planning process, balancing broader community objectives with the practicalities of land development. By leveraging their knowledge of local conditions, the SSC helped refine the plan to ensure it remained implementable and aligned with stakeholders' needs. This collaboration resulted in a document that not only guides future growth but also fosters opportunities for property owners and developers to contribute to the area's transformation.

Public Engagement

Public engagement played a key role in the development of the Westside Master Plan. In addition to the TAC and SSC feedback, the League City community was engaged throughout the project. At the outset, an online survey was conducted to identify residents' priorities for various land uses, providing valuable input during the existing conditions analysis. Later in the process, input was gathered on two future land use map options, ensuring the community maintains a voice in shaping the area's growth and development at each stage. This input was essential to creating a plan that aligns with the needs and aspirations of the landowners, residents, and business owners.

Talk About Town: New Commercial and Residential Development | Survey #1

The public engagement process kicked-off in January 2024 with the first online survey, which was open from January 18, 2024, to June 16, 2024, receiving approximately 1,300 responses. The survey's purpose was to gather general input from the community regarding the type of development it would like to see on the undeveloped west side of League City. Respondents were asked to rank their preferred types of residential and non-residential development. Additionally, participants provided input on whether they desired more retail, restaurants, shopping, entertainment, and employment opportunities in the area. The feedback gathered through this survey offered valuable insights into community priorities and preferences, helping to inform the overall planning process.

Results (Also found in Appendix M)

Respondents were asked to rank ten land uses from their highest priority to their lowest priority. The five highest-ranked land uses include:

1. Active & Passive Parks
2. Family-Oriented Entertainment
3. Community Center & Libraries
4. Retail Space/Restaurants
5. Mixed-Use Development

Additionally, respondents were asked questions on each of the topics below.

FIGURE 6: ENGAGEMENT RESULTS

SHOPPING

59% of respondents show interest in more shopping opportunities, with a significant emphasis on specific stores and types of development that align with environmental and community values.

ENTERTAINMENT

72% of respondents indicated interest in more entertainment opportunities, with a significant emphasis on outdoor, family-friendly, and community-oriented options. There is also a strong desire to balance development with environmental preservation and infrastructure improvements.

EMPLOYMENT

69% of respondents indicated interest in more employment opportunities, with significant emphasis on sustainable development that balances economic growth with environmental conservation and infrastructure improvements.

RETAIL/RESTAURANTS

65% of respondents indicated interest in more retail and restaurant options, with a strong preference for developments that support local businesses, preserve green spaces, and enhance the community's quality of life.

Overall, the results indicate a strong community desire for balanced, sustainable development that supports open spaces, outdoor recreation, family-friendly entertainment, and local businesses.

Western League City Public Open House

A public open house was held on November 6, 2024, at the Johnnie Arolfo Civic Center to present the two Future Land Use Plan options to the League City community. Christopher Sims: Executive Director of Development Services, Kris Carpenter: Director of Planning, and Katy Harris, Associate Principal and Project Manager with LJA Engineering introduced the project and intent behind this effort. They presented the existing conditions of the area, the results of related studies, the process used to develop the two land use options, and the intent behind each plan. Option A prioritized detention and commercial development, maximizing tax revenue potential while accommodating site constraints like pipelines and flood management needs, while option B integrated recreation, detention, and commercial uses, creating a more amenitized and connected environment with green spaces that enhance both functionality and aesthetics.

The sign-in sheet indicated 36 meeting attendees, excluding city staff and the consultant team. Following the presentation, attendees had the opportunity to review Option A and Option B of the future land use plans. Staff was available at four stations throughout the meeting room for questions and comments. Land use descriptions with accompanying images were also provided to help attendees better understand the proposed land uses.

Attendees completed paper surveys during the meeting and were informed that they could take the survey online if they preferred to provide feedback later. The results of the paper survey can be found in the "Survey #2" subsection.

Westside Land Use Map Options | Survey #2

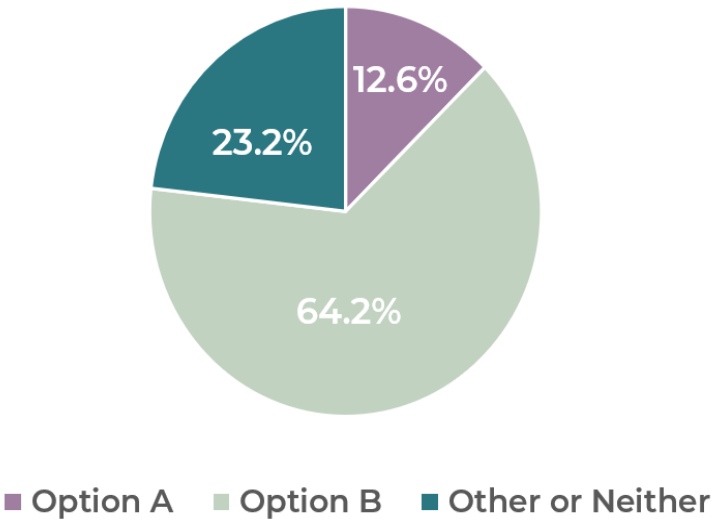
The second survey was available in two formats – a paper survey during the public open house and an online survey. The online survey was open from November 12, 2024, through December 6, 2024, and was designed to capture feedback from those who were unable to attend the public meeting. A total of 530 responses were received with 96% of respondents living in League City.

Outreach efforts guiding residents to the online survey and educational forum included multiple Facebook posts, email notifications to residents, and a feature in the City Manager's Update. To ensure participants had the necessary context, the project website, found on the City's League City Listens portal, provided educational materials, high-level results from the studies conducted during the process, and the public meeting presentation, allowing survey participants to access the same information shared at the open house. A significant majority (70.92%) watched the recorded presentation, while 8.25% attended the live public meeting. About 20.83% neither attended nor watched the presentation.

Results (Also found in Appendix N)

Respondents were asked which of the two plans aligned better with their long-term vision for League City. Plan B was the clear preference (64.2%), followed by Plan A (12.6%), and 23.2% selecting "Neither" or "Other."

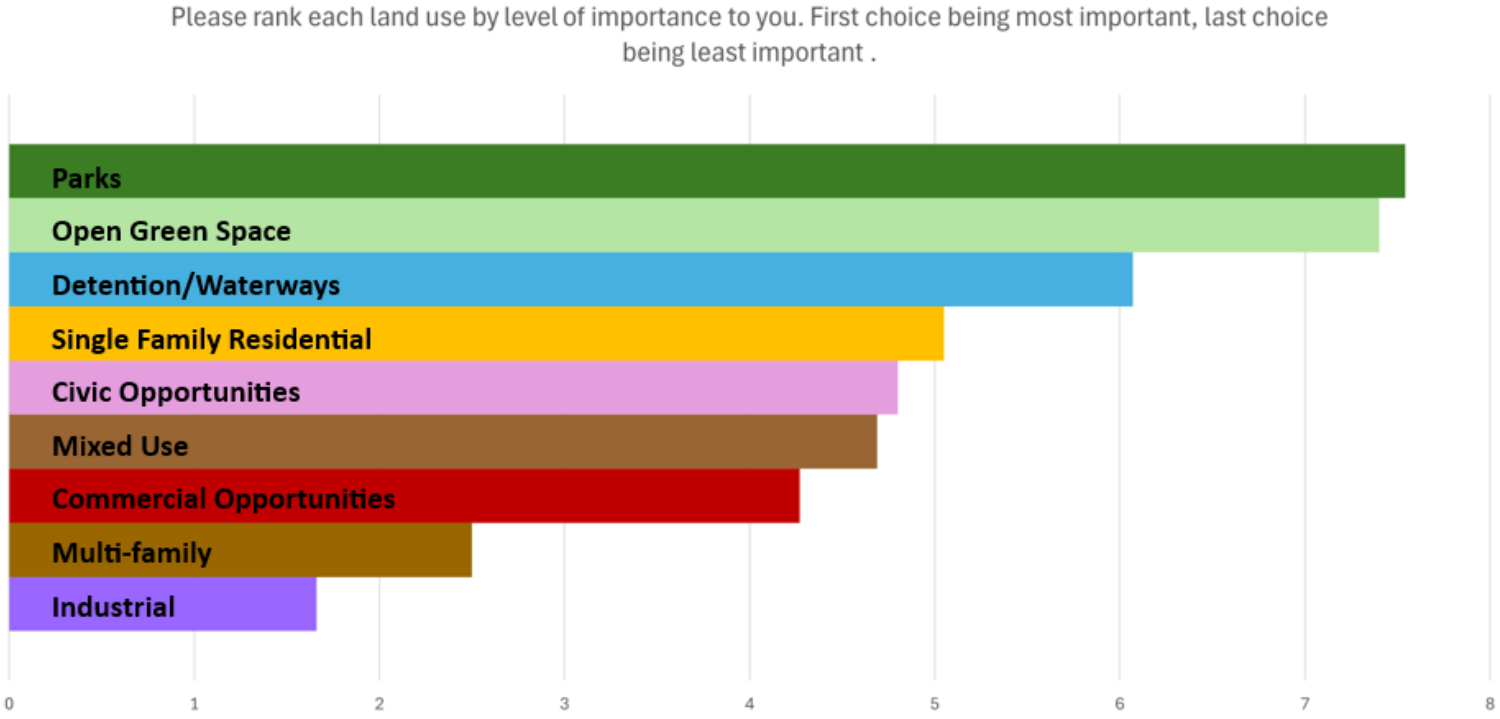
FIGURE 7: WHICH PLAN ALIGNS BETTER WITH YOUR LONG-TERM VISION FOR LEAGUE CITY?



Of the 120 comments selecting “Other,” more than half explicitly indicated opposition to development, while approximately 20% expressed a desire for additional parks and open space. Concerns expressed in the comments were focused on traffic, utility infrastructure, flood mitigation, and wildlife habitat.

Respondents were asked to rank their preferences, by level of importance, for various land uses, including commercial opportunities, Grand Parkway detention/waterways, industrial, mixed-use, multi-family, open green space, parks, civic opportunities, and single family residential. Parks and open green space ranked highest in importance, with scores of 7.54 and 7.44 respectively, followed by Grand Parkway detention and waterways (6.07). Industrial use ranked lowest, reflecting limited interest in this category. The League City community priorities emphasize recreational and environmental features, which could inform land use strategies and public investment. Low interest in industrial use indicates potential resistance to heavy industrial developments.

FIGURE 8: SURVEY RESULTS



Additional Open-Ended Comments

There were 419 additional survey comments, which expressed feedback on the future development on the west side. The community feedback reflects a strong preference for preserving parks and green spaces while addressing infrastructure and flooding challenges. Concerns about overdevelopment and traffic were widespread, with a notable opposition to multifamily housing and industrial developments. Respondents also emphasized creating walkable, connected communities and ensuring high-quality commercial and recreational opportunities.

There is clear interest in aligning development with the City's long-term sustainability and maintaining its livability. The top five major themes included:

- Support for Parks, Green Space, and Wildlife Preservation (170 comments)
- Traffic and Infrastructure Concerns (90 comments)
- Opposition to Overdevelopment (80 comments)
- Affordable and Attainable Housing (40 comments)
- Flood Mitigation and Drainage (40 comments)

Overall Summary

The survey results demonstrate strong community engagement, with residents emphasizing the importance of recreational spaces and environmental stewardship. Plan B emerged as the preferred option, receiving support from 64.2% of respondents. The feedback underscores the need for development plans to reflect community values, prioritizing parks, green spaces, and waterway management while limiting industrial expansion.

Plan Vision

The vision for Western League City began with the City's desire to take control of its future. Rather than wait for a private entity to implement its own version of what League City should be, the City's position was one of action: that the City itself can help lead the way. From traffic congestion to excessive demands on its citizens, the City saw the potential for a new way to think about its own future- one that required a collaborative process, robust engagement with the public, special committees, and consultants who understand the culture and context of League City.

Using this small kernel as a point of departure, the design team shaped the vision with the intent to create a vibrant, sustainable, and economically prosperous gateway to the City. Those were the three primary ingredients, which reinforce and play off each other. The vibrancy gives the area a reason for being and creates a destination within the City. The sustainable component acknowledges the regional context in which League City exists: the humid Gulf Coast that is prone to significant weather events, where flooding is a potential, where landscape needs to be more than decoration, where detention areas can serve recreation and hydrologic needs at the same time. Economic prosperity is essential to the success of the City, and the development of western League City hinges on its ability to generate revenue that will serve its residents.

To ensure economic prosperity for this area, it became important to consider a diversity of land uses and housing types. A healthy mix of land uses allows for a variety of income streams for local businesses by attracting a steady flow of customers. It also attracts business investment and job creation. Lastly, communities with a diverse composition of land uses are more resilient to economic fluctuations, as they are not overly dependent on a single industry or sector. An assortment of housing types fosters economic benefits by attracting the workforce essential for local businesses. This reduces financial strain on residents, which increases disposable income and local spending. Various housing options also stabilize the housing market, mitigate risks of economic downturns, and promote sustainable urban growth by reducing the need for long commutes, thus boosting productivity and preserving resources.

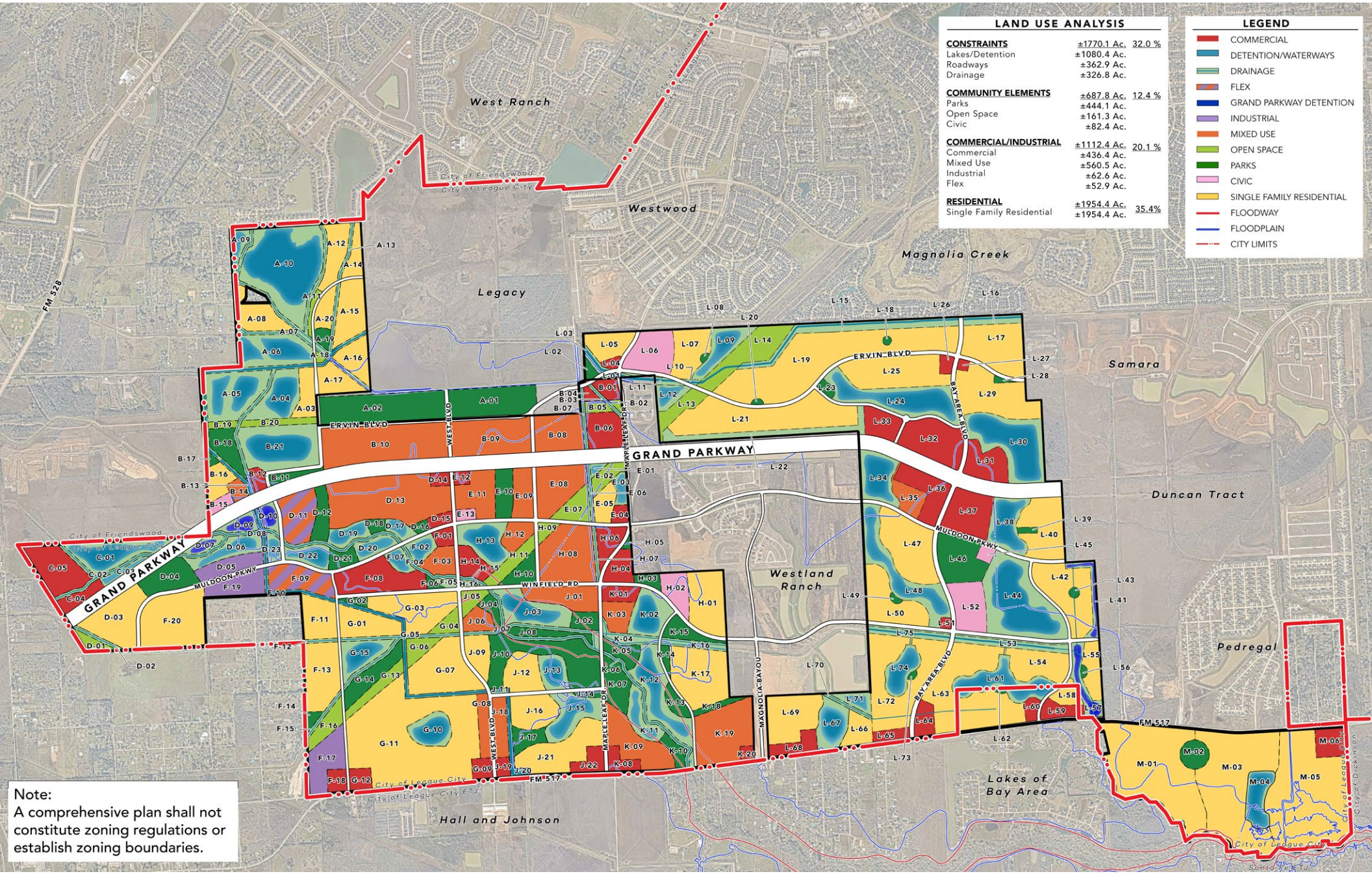
With these thoughts in mind, including the three main ingredients, a series of plans emerged that synthesized these distinct but interrelated elements.

Working through the three core goals, the planning team developed four plans that addressed, in varying degrees of intensity, the design elements. Plan A emphasizes the economic condition above all others, seeking to maximize the amount of developable land that would yield the greatest amount of revenue for the City. Plan B responds more to the issues of sustainability and open space that would leverage the existing hydrologic condition to the benefit of the pedestrian experience, while still maintaining a significant quantity of developable land. Plan C takes an approach that favored residential and agricultural land uses above others, while Plan D allows for slightly more detention, but still favors those two land uses as well. Early in the process, the project team favored options A & B. By the time the initial public engagement event concluded, it was clear to the City, design team, and the public that Option B demonstrated the greatest balance between detention areas, open or green space experience, and diversity of land uses. As a result, Option B became the version of the plan that would serve as the primary basis for the project vision.

Plan Option B: A Holistic Approach to Recreation, Detention, and Commerce

The Future Land Use Plan (FLUP), which largely follows the principles of Option B, offers a more integrated and holistic approach to development. Inspired by successful urban planning projects like Boston's Emerald Necklace and the San Antonio Riverwalk, this plan blends functional elements such as detention ponds with green spaces and commercial areas. In this approach, detention ponds serve not only as necessary flood management solutions but also as recreational spaces and visual amenities that enhance the community's quality of life.

FIGURE 9: WESTSIDE FUTURE LAND USE PLAN



By also locating these amenitized detention ponds alongside retail, office, and restaurant areas, Option B fosters a vibrant, mixed-use environment where commerce and recreation can coexist. This design reduces the total amount of commercial land uses compared to more traditional plans, but it compensates by increasing the number of green spaces and amenitized retail and office areas, ultimately creating a more dynamic and attractive environment for both residents and businesses. This approach also follows "Sponge City" design principles which include nature-based solutions such as bioswales, rain gardens, permeable pavers, green roofs, and green infrastructure that can filter rainwater, resulting in improved water quality, minimize flooding, and mitigate urban heat island effects.

A balanced mix of residential and nonresidential land uses is essential to a city's economic vitality. Nonresidential land uses balance the City's tax revenue and contribute to funding city services and amenities for residents. This balance also supports job creation, local economic activity, and long-term fiscal sustainability, ensuring the City can provide services, maintain infrastructure, and manage growth responsibly. The project team identified a very specific set of land uses for the project. Below is the complete list and description of the land uses that are shown on the plan:

- ***Commercial***

  Commercial refers to land designated for businesses and activities that provide goods, services, employment, and entertainment to the public. This category encompasses a broad range of uses, from small retail stores and restaurants to large shopping centers and hotels. Office buildings are also included in this category, which would provide an opportunity for League City residents to work closer to home, reducing commute times and enhancing the local economy. Large-scale commercial is mostly envisioned along the Grand Parkway and neighborhood commercial is anticipated along major arterials and collector intersections.

- ***Mixed-Use***

  Mixed-use refers to land designated for development that includes a variety of land uses, such as commercial, office, business services, entertainment, retail, residential, and other similar uses.

- ***Civic***

  Civic land uses refer to land designated for public facilities and services that serve the community and support governmental, social, educational, cultural, and recreational needs. This may include buildings such as libraries, schools, and public safety facilities.

- **Lakes/Detention/Drainage**

  This use refers to land designated to move and store water with the intent of mitigating flooding. It includes detention and/or retention ponds, along with waterways such as the Dickinson Bayou Bypass Channel and the American Canal. This land use will be found primarily adjacent to existing waterways, although new detention ponds will be required within single family residential areas (see below for definition and description).

- ***Limited Industrial***

  Limited industrial land refers to land designated for light manufacturing, processing, logistics, and other industrialized activities. These areas are designated along major roadways for access and are buffered from single-family residential. Similar to commercial land uses, industrial land uses are vital to supporting economic vitality by creating local jobs, diversifying the local tax base, and generating more commercial tax revenue.

- ***Open Space***

  Open space refers to land designated for passive recreation, landscaping, buffers, and pipelines. Pipeline corridors fall under this category because they limit development, preserving land for low impact uses while ensuring safety and maintenance access.

- ***Parks***

  Parks refer to land designated for both active and passive recreation. Any future development will comply with the City's parkland dedication requirements and follow the City's Parks, Trails, and Open Space Master Plan. The current plan prioritizes locations near existing waterways and detention, although some non-water adjacent areas are also shown.

- ***Single-family Residential***

  Single-family residential refers to land designated for housing that accommodates one household per dwelling unit. This may include traditional suburban residential products typically seen in League City and specialty housing products such as zero-lot line homes or alley-served products.

Core Goals Emerging from the Vision

During the plan's development, it became clear to the project team that a specific set of integrated goals emerged from Option B, which aligned closely with League City's broader objectives for future development:

- ***Open-Space and Integrated Infrastructure:*** The design of infrastructure will ensure that growth is supported with seamless connectivity, including roads, utilities, parks, and trails, while also addressing critical flood management needs in a creative, community-enhancing way. In this sense, the infrastructure is doing more work than just moving water, energy, etc., because it also allows for community engagement and gatherings.
- ***Sustainable Land Use & Resiliency:*** The remaining vacant land will be utilized in a way that meets community needs while preserving the area's environmental integrity, with an emphasis on sustainable practices in development and infrastructure. By doing so, the plan also brings resiliency practices to the forefront by implementing "Sponge City" design principles.
- ***Placemaking:*** Creating distinctive, welcoming spaces for people to live, work, and play remains a priority, with a particular focus on integrating green spaces, parks, and outdoor amenities alongside development. By placing the emphasis on people, the design will help create a sense of belonging and community, which in turn improves the perception of the spaces, shops, houses, etc., thus strengthening the connection between people and the place. Placemaking also has measurable economic benefits associated with design and connectivity. For example, by making retail or office areas more appealing, more walkable, etc., foot traffic will increase, employee satisfaction will grow, and a vibrant community will emerge. In addition, placemaking often has public safety outcomes, which contribute to the overall health and safety of a community.
- ***Economic Development:*** The plan aims to foster economic vitality through a balanced mix of commercial, retail, and office spaces, complemented by strategic infrastructure investments and the leveraging of detention areas as amenities to both residential and commercial land uses.

Ultimately, Option B provides a vision for a well-balanced, integrated development approach that prioritizes both economic growth and quality of life. It brings together the City's vision for sustainable land use, placemaking, and infrastructure into a cohesive strategy that will guide the development of western League City for decades to come.

Districts

A key component of the Westside Master Plan is the establishment of conceptual districts to help guide future development. These districts are not regulatory boundaries but rather a visioning tool designed to organize the project area into distinct places with unique identities. By using districts as a placemaking strategy, the plan aims to foster cohesive, high-quality development while maintaining flexibility for future growth.

The proposed districts provide a framework for long-term planning, offering a flexible structure that can evolve based on further city planning efforts, market conditions, and stakeholder input. They are not intended to dictate zoning changes, economic incentives, or regulatory restrictions. Instead, they serve as a starting point for future discussions, helping to create a foundation for development that reflects the area's history and character.

The districts may include mixed-use zones, residential neighborhoods, commercial hubs, office spaces, and cultural or recreational areas, each designed to complement the master plan's overall vision. They also present an opportunity to address site-specific challenges, such as flood control, environmental preservation, and infrastructure needs, through tailored development strategies.

To reinforce a sense of place, a cohesive wayfinding system can be implemented, incorporating elements such as colors, iconography, signage, and streetscape features to visually define each district. These design elements—ranging from crosswalk patterns and banners to street furnishings—will contribute to a distinct identity, creating recognizable destinations that enhance community pride and connectivity.

The district concepts were developed in collaboration with the Stakeholder Steering Committee to ensure alignment with landowners' vision and development goals. The following section introduces four potential districts, each with a description of its character, geographic significance, and intended design aesthetic. See Figure 10 and Appendix P for the District Map.

The Gateway

Located at the western and easternmost limits of the overall project boundary, this area welcomes visitors and residents entering the City from both the east and west. With a mix of commercial, light-industrial, and residential areas, this district can embrace emerging technologies and integrate public art into its surroundings. Thoughtful branding could highlight a contemporary aesthetic, using signage, artistic elements, and dynamic lighting, particularly around the Grand Parkway and within key areas of the district, to create a distinctive and inviting atmosphere.

The Preserve

This district, located in the center-south area of the project boundary, is so-named because of the waterways, parks, and open space it contains. This will be the natural core of western League City, with trails, bioswales, and a multiplicity of other green infrastructures. The branding here could be associated with parks and nature systems.

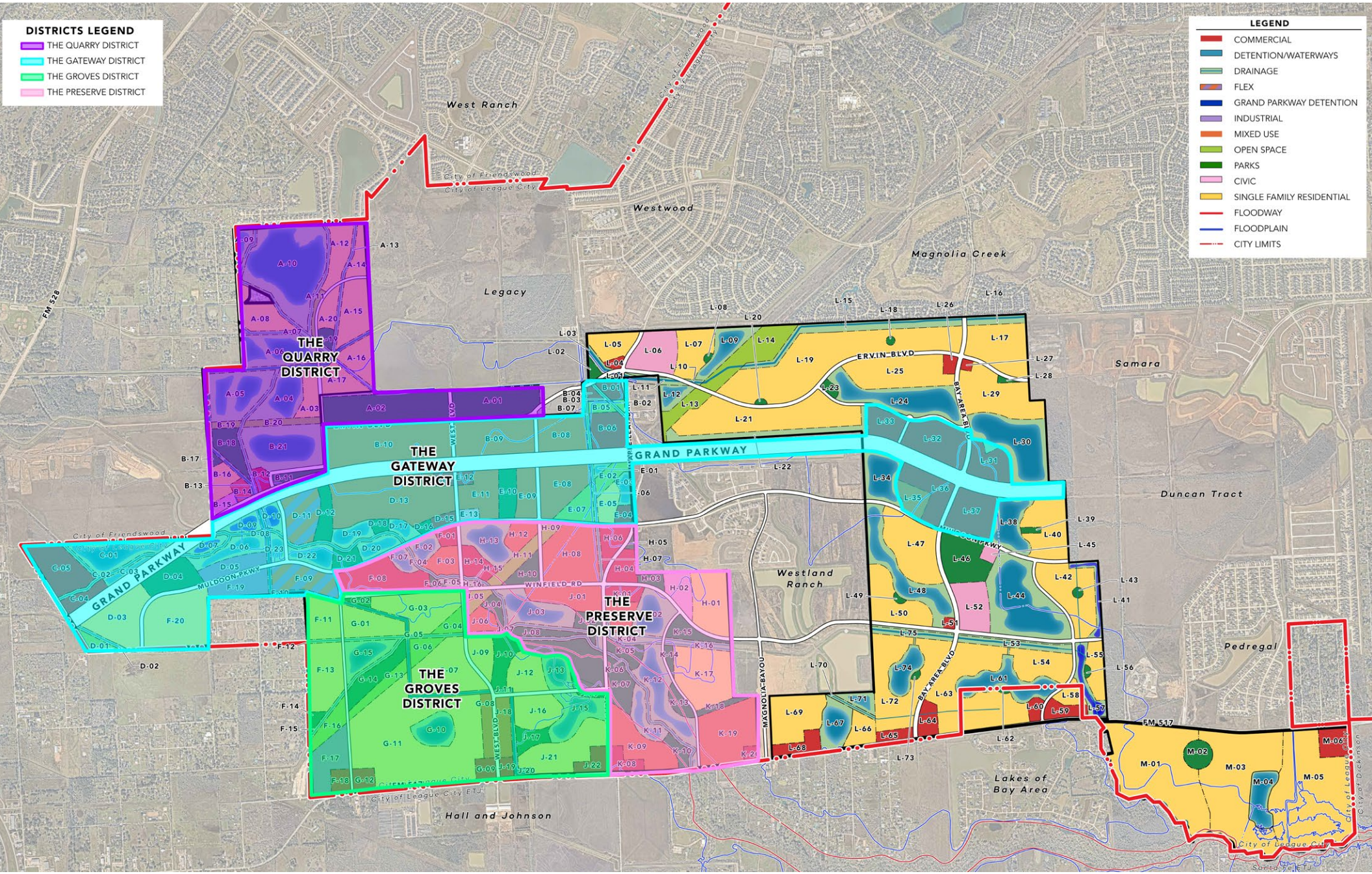
The Groves

This district celebrates the tree nursery history of the area, which is in use to the present day. The trees of the site, an arboreal mass, gives a pastoral sensitivity to the district and speaks to the parks, creeks, canals that traverse the landscape. The land uses here are mostly residential and commercial (mixed-use), along with detention and parks/open space. The branding here could explore English romantic or pastoral themes. Green hues and tree aesthetics could create visual accents that would help unify the district.

The Quarry

Located in the northwest quadrant of Western League City, and abutting the future 100-acre city park, this district's landscape is punctuated by a network of ponds, greenways, and open spaces that enhance both aesthetics and functionality. With mainly residential land uses, the Quarry is ripe for water-based activities including fishing, kayaking, and hiking. The district's connection to nature is going to be a hallmark of this project. Branding here can focus on water and outdoor activities. Blue hues could help it stand out visually from the other districts.

FIGURE 10: WESTSIDE DISTRICTS MAP



08 BRINGING THE PLAN TO LIFE

BRINGING THE PLAN TO LIFE: IMPLEMENTATION AND STRATEGY

The successful implementation of the Westside Master Plan relies on balancing immediate actions with long-term strategies to address the City's evolving needs and aspirations. This chapter outlines a comprehensive framework of implementation strategies, focusing on zoning updates, infrastructure improvements, economic tools, and branding initiatives.

Short-term goals, such as revising ordinances and constructing initial infrastructure, lay the groundwork for growth, while long-term goals focus on comprehensive projects that transform the plan into a vibrant, sustainable reality. By incorporating innovative approaches like dual-purpose parks, green infrastructure, and tailored district guidelines, the implementation strategy ensures that the City's vision for western League City is both achievable and adaptable.

Short-Term vs. Long-Term Goals

The success of the Westside Master Plan will depend on its ability to balance immediate actions with long-term goals. These two timelines will guide the City's development strategy, ensuring that both short-term needs and future aspirations are addressed.

- ***Short-Term Goals (1-5 years):*** These are immediate actions that are essential for laying the groundwork for the future. Short-term efforts will focus on zoning updates, ordinance revisions, and initial infrastructure improvements.
- ***Long-Term Goals (5-20 years):*** These will constitute more comprehensive projects that require significant planning, resources, and coordination. These goals will transform the vision into a fully realized and vibrant region.

Category	Implementation Strategy	Timeframe
Zoning and Land Use	Evaluate Existing Zoning Districts & Identify Necessary Adjustments	Short-Term
	Create New Zoning/Overlay Districts or Adjust Existing Zoning Districts	Short-Term
	City Initiated Parcel Rezoning to Align with FLUP	Short-Term/Long-Term
Policy Revisions	Implement Design Guidelines	Short-Term
	Create Unique Districts Within the Plan Boundary	Short-Term
	Establish an Interlocal Agreement with GCCDD and GCWA	Short-Term
	Phased Development and Infrastructure Rollout	Short-Term/Long-Term
Infrastructure Improvements	Incorporate a MUD, TIRZ, or 380 Agreement	Short-Term/Long-Term
	Construct Phased Multi-Modal Networks	Short-Term/Long-Term
	Incorporate Innovative Stormwater Management Solutions	Short-Term/Long-Term
	Emphasize Pedestrian Infrastructure	Short-Term/Long-Term
	Prepare a Master Drainage Plan	Short-Term
Economic Tools and Partnerships	Pursue funding through Relevant Financial/Tax Incentive Tools to finance public improvements and/or Mixed-Use Development.	Short-Term/Long-Term
	Development Fee Waivers or Discounts	Short-Term/Long-Term
	Pursue Grant Opportunities	Short-Term/Long-Term
	Establish Public-Private Partnerships (PPPs) to fund infrastructure and community amenities.	Short-Term
Parks and Open Spaces	Utilize Parks and Trails as Dual-purpose Infrastructure	Short-Term/Long-Term
	Establish Non-Financial Incentives	Short-Term
	Implement Small-Scale, High-Impact Initiatives	Short-Term
Branding	Establish Tailored Guidelines for Each District	Short-Term/Long-Term
	Implement District- Specific Branding & Wayfinding Systems	Short-Term/Long-Term

Table 9: Implementation Strategies

Implementation Strategies Detailed

Ordinance Revisions & Zoning Changes

To achieve the vision laid out in the Western Westside Master Plan, several ordinance revisions and zoning changes will be necessary. These updates will help align League City's regulatory framework with the future land use and development needs identified in the plan.

Zoning Changes: The plan may propose new zoning districts or modifications to existing districts to promote mixed-use development, higher-density residential areas, and commercial hubs. Changes could include:

- *Evaluating Existing Zoning Districts:* Review current zoning districts to determine if they align with the master plan's vision and land use goals and identify necessary adjustments to ensure effective implementation.
- *Creating New Zoning or Overlay Districts or adjusting Existing Zoning Districts:* Should the existing zoning districts not meet the intent of the master plan, the creation of new zoning or overlay districts or revisions to existing districts should be reviewed -- e.g.- designating areas for higher-density development or introducing new districts for community-focused spaces such as arts and culture hubs, medical zones, or innovation districts.
- *Initiating City Rezoning* parcels to align with future land use plans, ensuring that growth is directed where it is most appropriate.

Policy Revisions: Updating or adding new policies that may result in additional ordinances will be crucial to address challenges such as:

- *Implementing Design Guidelines:* For new developments to maintain aesthetic consistency and create a strong identity for western League City, it is crucial to implement and expand upon the Landscape Design Guidelines as discussed in Chapter 5 and Appendix L.
- *Creating Unique Districts Within the Plan Boundary:* Implement distinct districts, each with its own identity and preliminary design standards to reflect the vision of the master plan. While initial district names and concepts will be introduced as part of this process, further review and refinement by the City will be necessary to fully develop the design guidelines and functional details for each area.
- *Establishing an Interlocal Agreement with GCCDD and GCWA:* Develop a formal agreement with the Galveston County Consolidated Drainage District (GCCDD) and the Galveston County Water Authority (GCWA) to facilitate a shared and connected detention system as shown in Option B. This partnership will ensure the feasibility of integrated flood management strategies while maintaining the functionality of existing water systems, such as the American Canal. Collaborative coordination will help align infrastructure planning, address regulatory requirements, and optimize land use for both detention and amenitized public spaces.
- *Phasing Development and Infrastructure Rollout:* Implement the master plan in phases, with developers and/or the City responsible for constructing key infrastructure such as roads, utilities, and stormwater management systems as part of new development. Recognizing the financial constraints of developers and limited budget of the City, the City may need to work with developers to ensure that infrastructure is built in stages, allowing for flexibility in the timing and scale of roadways, utilities, and other public amenities. This approach helps balance the need for infrastructure with the cash flow realities of development projects and City budgets, ensuring that the City's long-term growth is supported without overburdening developers or taxpayers at the outset.

Infrastructure Improvements

- **Incorporate a TIRZ or 380 Agreement:** Utilize a Tax Increment Reinvestment Zone (TIRZ) or 380 Agreement to finance critical infrastructure improvements, such as roads, utilities, and public amenities. These financial tools enable the City to capture the increased property tax revenue or provide direct incentives for developers, which can be reinvested back into the project area. This approach helps offset the upfront costs of infrastructure development, supporting phased construction while promoting high-quality, sustainable growth. By leveraging these mechanisms, League City can encourage private investment, stimulate economic development, and ensure that necessary infrastructure enhancements align with the long-term goals of the Westside Master Plan.

- **Construct phased multi-modal networks:** Developing multi-modal transportation networks in phases ensures that mobility and connectivity are improved simultaneously while balancing budgetary constraints and accommodating future development. Integrating roads, pedestrian pathways, and bike lanes with this approach creates a seamless and accessible transportation network.

- **Incorporate innovative stormwater management solutions:** Since a large portion of this area is in the floodplain and floodway, it is crucial to implement innovative stormwater management techniques, including Low Impact Development (LID) strategies, like vegetated buffers, bioswales, and permeable pavements. These solutions transform stormwater management into dual-purpose systems that integrate environmental resilience with functional infrastructure. Green infrastructure not only supports ecological health but also enhances public spaces, creating attractive recreational areas that contribute to the City's identity. Implementing this entails adjustments to the existing Engineering Design Guidelines.

- **Prepare a Master Drainage Plan:** While a high-level drainage analysis has been completed for the study area, many assumptions were made due to the scale of the analysis. A more detailed Master Drainage Plan will refine these assumptions and establish specific detention requirements at a micro level, ensuring that future development aligns with the City's overall stormwater management strategy. All new development will be required to follow this plan, and any deviations must be supported by an alternate drainage study demonstrating equivalent or superior performance. This approach will provide clarity for developers, streamline the approval process, and ensure a cohesive and effective drainage system throughout the area.

- **Emphasize Pedestrian Infrastructure:** Creating a walkable, accessible environment requires a focus on pedestrian infrastructure, such as wider sidewalks, wayfinding signage, and upgraded lighting. These types of enhancements prioritize pedestrian safety and comfort while fostering community/business interaction and overall quality of life improvements. Following through on the trail recommendations laid out in the Design Guidelines will be a crucial piece to making this vision a reality. Partnering with developers and incentivizing them to develop in line with the vision for the westside will help create a more connected League City. Tools like ParkServe by Trust for Public Land can help assess the City's connectivity and ensure infrastructure investments align with community needs.

Economic Tools & Partnerships

Tax incentives and other financial tools will be an essential part of the implementation strategy to attract investment, stimulate development, and achieve the vision of the master plan. These tools can provide developers and businesses with the necessary support to kickstart projects that align with the City's goals. See Appendix Q for further details and recommendations.

- ***TIRZ:*** A TIRZ can be utilized to capture the increased property tax revenue generated by new development in the Westside Master Plan. This additional revenue is reinvested back into the district to fund critical infrastructure such as roads, utilities, and public amenities, as well as support economic development and revitalization efforts. By establishing a TIRZ, the City can provide incentives for developers while ensuring that the necessary improvements are made to support long-term growth. This tool would be particularly useful in funding the shared detention system, parks, and other public enhancements proposed in the master plan, without placing an immediate financial burden on the City. TIRZs are a flexible and effective way to facilitate urban renewal and economic growth in Texas, aligning with the goals of the Western League City project.

- ***MUDs:*** A Municipal Utility District (MUD) can be a valuable tool for financing essential infrastructure improvements in the Westside Master Plan area. MUDs allow developers to finance infrastructure projects, such as roads, utilities, and drainage systems, by issuing bonds that are repaid through property taxes collected within the district. This mechanism can alleviate the upfront financial burden on both the City and developers while ensuring the necessary infrastructure is in place to support new growth. MUDs can also provide long-term financing for public amenities, such as parks and shared detention systems, aligning with the City's goal of fostering sustainable and well-planned development. By using a MUD, the City can encourage development without relying on immediate funding from local resources, providing a flexible and cost-effective solution to support the master plan's vision.

- ***380 Agreement:*** A 380 Agreement can be utilized in the Westside to offer financial incentives to developers in exchange for meeting specific goals aligned with the City's long-term vision. This may include property and/or sales tax rebates, reimbursement for infrastructure improvements, or funding for public amenities. Developers can receive these incentives for constructing key infrastructure, such as roads and utilities, or meeting performance targets like job creation and development milestones. For this project, a 380 Agreement could help alleviate the financial burden of the required infrastructure improvements, such as the shared detention system and roads, allowing the City to stimulate development without immediately utilizing City funds. This tool supports the City's goals for sustainable development while ensuring that new growth contributes to the overall prosperity of western League City.

- ***Explore federal and state grants or low-interest loan programs*** for developers willing to incorporate sustainable practices or community-oriented designs into their projects.

- ***Development Fee Waivers or Discounts:*** To reduce upfront costs for developers, the City could offer waivers or discounts on certain development fees, such as permit fees or impact fees, especially in areas targeted for mixed-use or transit-oriented development. However, Capital Recovery Fees (CRFs) cannot be waived without a dedicated budget line item to offset the lost revenue. If the City chooses to implement such a program, it would need to identify and allocate funding to cover waived fees to ensure the financial stability of its infrastructure investments.

- ***Pursue Grant Opportunities:*** Identify and pursue state, federal, and regional grant programs to help fund key aspects of the master plan, including shared detention systems, parks, and infrastructure improvements. Grants could serve as an economic tool for both short-term planning and design efforts and long-term construction and implementation goals, reducing the financial burden on local resources.

- ***Public-Private Partnerships:*** Establish Public-Private Partnerships to leverage private investment for critical public infrastructure projects such as roads, parks, and utilities. These partnerships allow the City to share the financial risk of developing large-scale infrastructure while fostering job creation and community engagement through private sector involvement.

Incentives will be vital for encouraging private-sector investment in the region. However, these programs must be carefully structured to ensure that the benefits outweigh the costs and that they contribute to the long-term prosperity of the City.

Parks and Open Spaces

- ***Utilize Parks and Trails as Dual-purpose Infrastructure:*** Dual-purpose parks and trail systems maximizes land efficiency, can reduce flood damage, and enhances the community's access to green spaces year-round, contributing to both environmental and social resilience. These types of environments would mitigate flood risks during heavy rainfall and provide recreational opportunities during dry conditions.

- ***Establish Non-Financial Incentives:*** Strategies such as recognizing exceptional sustainability efforts through awards programs or reducing development requirements for green infrastructure motivate developers to prioritize environmentally conscious design and adopt sustainable practices without imposing significant costs. These incentives complement the proposed financial tools and provide League City an opportunity to be a leader in sustainable urban development.

- ***Implement Small-scale, High-impact Initiatives:*** To demonstrate immediate progress and generate momentum, the City could prioritize small-scale, high-impact projects such as beautification efforts, road repairs, or park upgrades. These initiatives not only enhance the appearance and functionality of the area but also signal to residents and potential investors that progress is being made, helping to build confidence in the master plan's long-term vision. By showcasing visible improvements early on, the City can encourage further investment and involvement from both the public and private sectors.

Branding

- ***Establish Tailored Guidelines for Each District:*** Creating tailored guidelines for each district allows for each district to develop in a way that is consistent with the master plan goals while also creating its own identity. Recognizing the history of the area and creating a unique vision can help encourage and foster high-quality and destination-type development.

- ***Implement District- Specific Branding & Wayfinding Systems:*** Developing a cohesive branding and wayfinding system for the district—or the entire Westside Master Plan boundary—enhances the sense of place and clearly signifies to residents and visitors when they've entered a distinct area of the City. This approach not only improves navigability and appeal but also reinforces the unique character of the area. Elements such as distinct colors, thematic designs, signage, street furnishings, and lighting can be integrated to create a visually unified and memorable identity.

The implementation strategies presented in this chapter provide a roadmap for translating the Westside Master Plan into action. By leveraging a combination of zoning updates, phased infrastructure development, and targeted economic tools such as TIRZs and 380 Agreements, the plan balances financial constraints with the need for sustainable growth.

Additionally, incorporating branding and placemaking elements ensures that Western League City evolves with a unique identity, fostering community pride and economic vitality. With a focus on collaboration, innovation, and sustainability, these strategies create the foundation for a thriving and resilient community that aligns with the City's long-term vision.