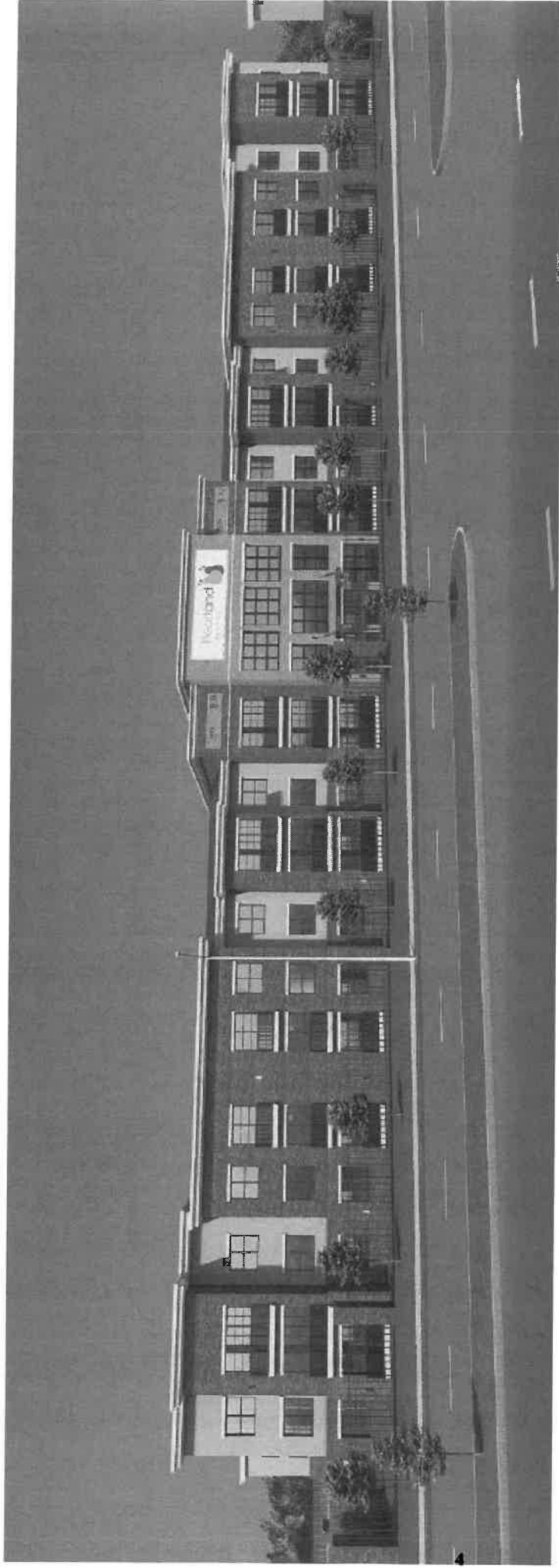




Magnolia North PD

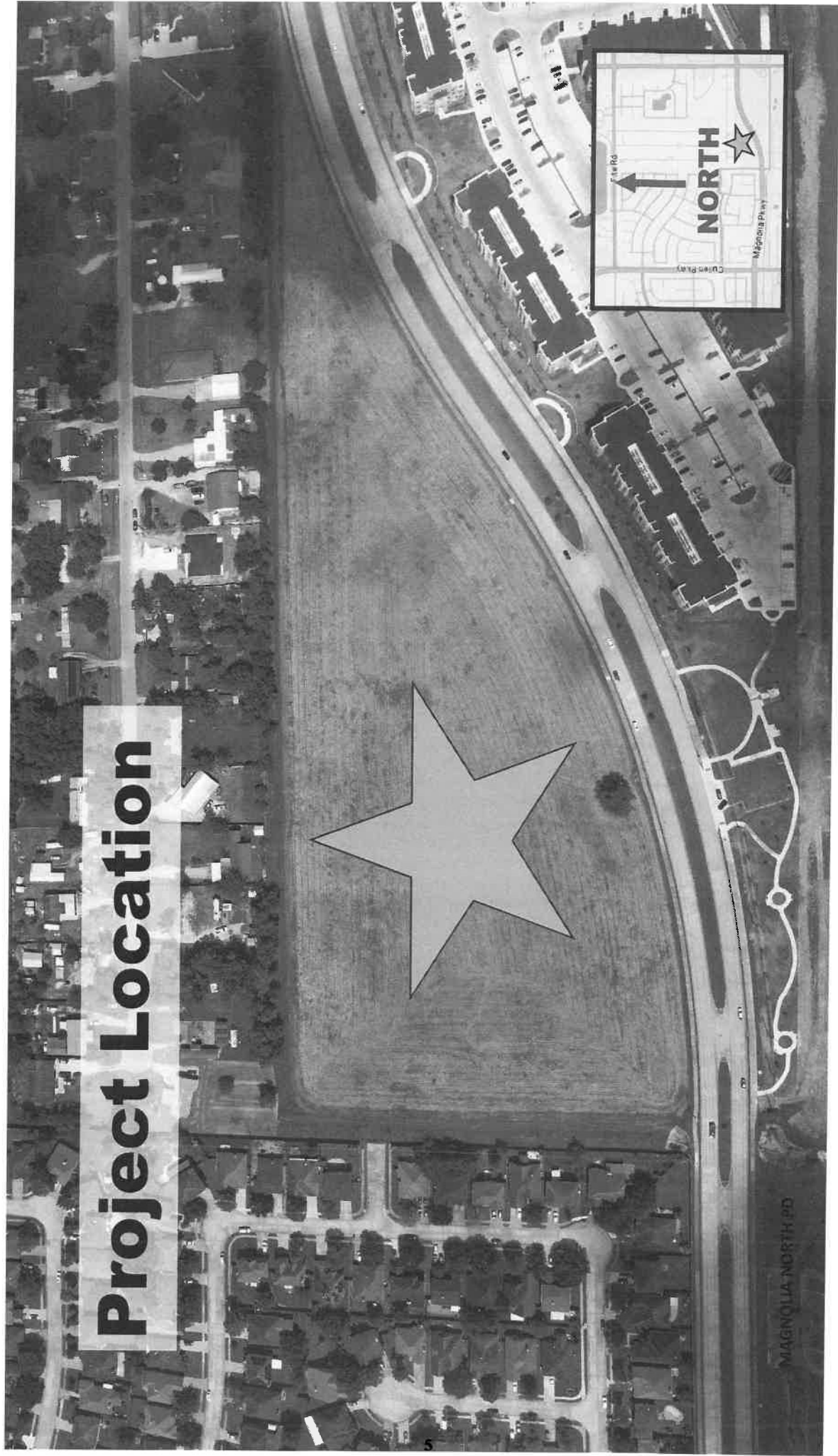
15.0 acres at Manvel Rd / Magnolia Parkway
Pearland, TX

August 25, 2025



ROCKPORT

Project Location

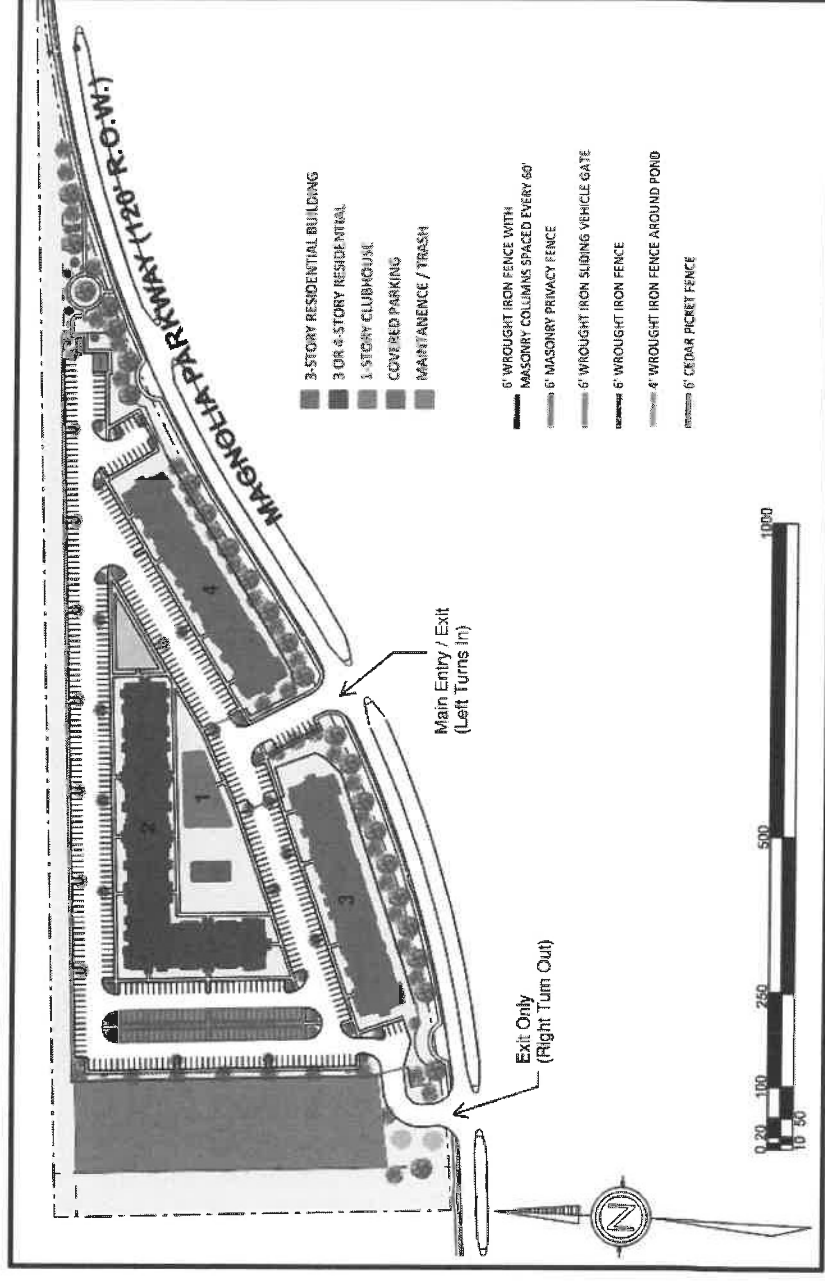


Project Description

- **Basic Project Facts**
 - Up to 315 multifamily units: 1bd, 2bd, and some 3bd units
 - Three (3) stories height limit on Magnolia Parkway; four (4) stories on interior building
 - Robust "Class A" common area amenities
 - Luxury "Class A" unit interior finishes
- **Key Design Drivers:**
 - Mirror architectural design of project across the street for consistent corridor aesthetic
 - Enhancement / beautification of Magnolia Parkway through landscaping and expansion of existing trail network
 - Modest scale to retain neighborhood feel
 - Modern, urban architecture and smart building layout along Magnolia to maximize curb appeal

- **Representative Project Quality Photos:**

- Link: www.deltapearland.com



Opportunity for Pearland

- 1) Approve a **Planned Development** that (i) is **aligned with the 2040 Comp Plan**; and (ii) meets the **Highest and Best Use** for the site, as evidenced by the success of the Magnolia Parkway PUD across the street from the subject.
- 2) **Overcome City Wide Drainage Challenges** and secure **Economic Development & Density** on a raw land that is materially impaired by detention challenges, future BDD4 Drainage Easements, and its unique “triangle” shape.
- 3) Secure material **Tax Revenue Growth** to achieve **Resilient Finances**: \$40+ million in taxable value vs. raw land with Ag Exemption.
- 4) Secure **Beautification and enhancement of Magnolia Parkway** through enhanced landscaping along 0.4 miles of Magnolia Pkwy frontage and modestly scaled, yet **modern and urban architecture** with strong curb appeal.
- 5) Approve a **catalyst project for commercial demand growth** at the nearby Broadway/Cullen Catalyst site.

HOA Reasons to Support

1) Security / Reduced Risk of Crime:

- Entire proposed community will be fenced with secure access gates and staffed with on site management during normal business hours, including Saturdays and Sundays.
- Developer offers to construct fence at Knolewood Lane to prevent free flow of pedestrian traffic into neighborhood

2) Avoid Potential Nuisance Uses Under Current Zoning

- By Right, a 35 ft. tall Office Building can be constructed close to HOA fence line
- By Right, approved potential nuisance uses include a Hospice, Dental/Medical Clinics, Veterinarian Clinics, Governmental / Public Administration Services

3) Developer Offering to Mitigate Impact on HOA through Site Restrictions & Enhancements

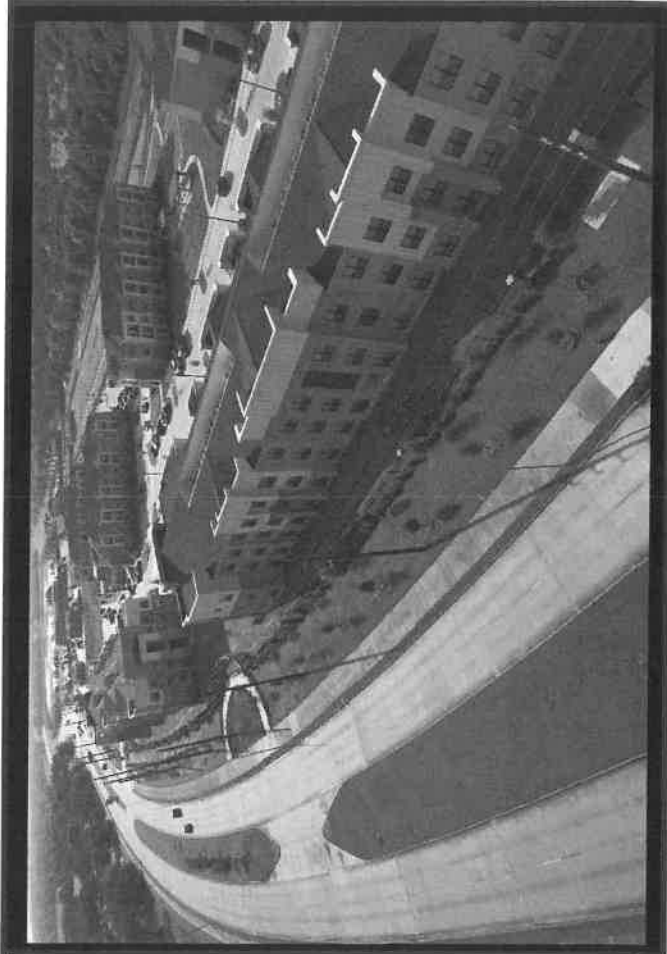
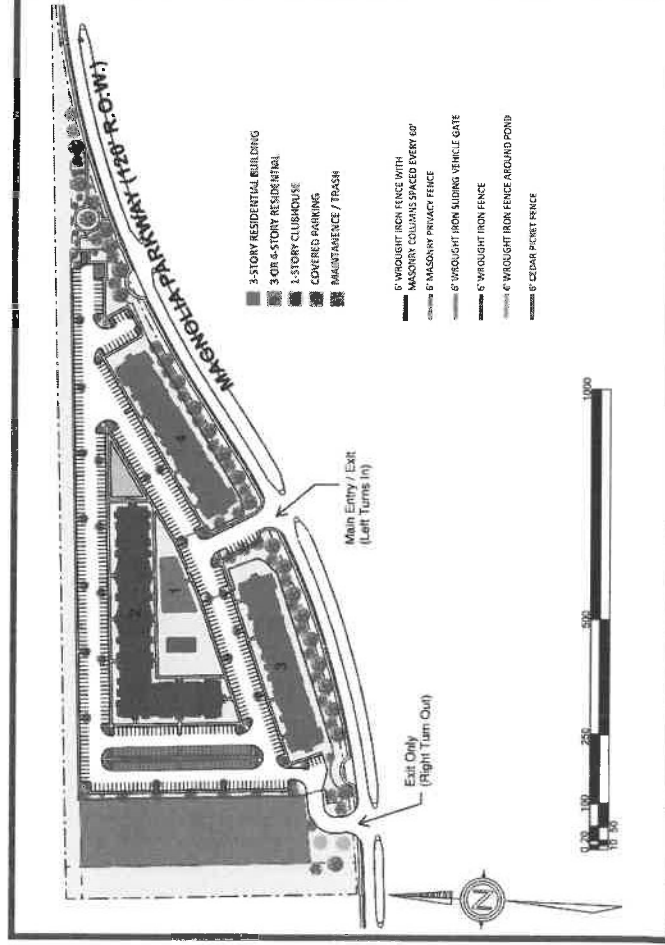
- Secure a 300 ft. Setback from HOA fence line vs. 30 ft. current setback minimum
- Secure commitment from Developer to thoughtfully design lighting plan to avoid intrusion into HOA
- Secure enhanced Architectural Standards, beautifying and upscaling the neighborhood

4) Reduced Peak AM and PM Traffic vs. Office & Retail Uses

5) In Best Interest of City of Pearland

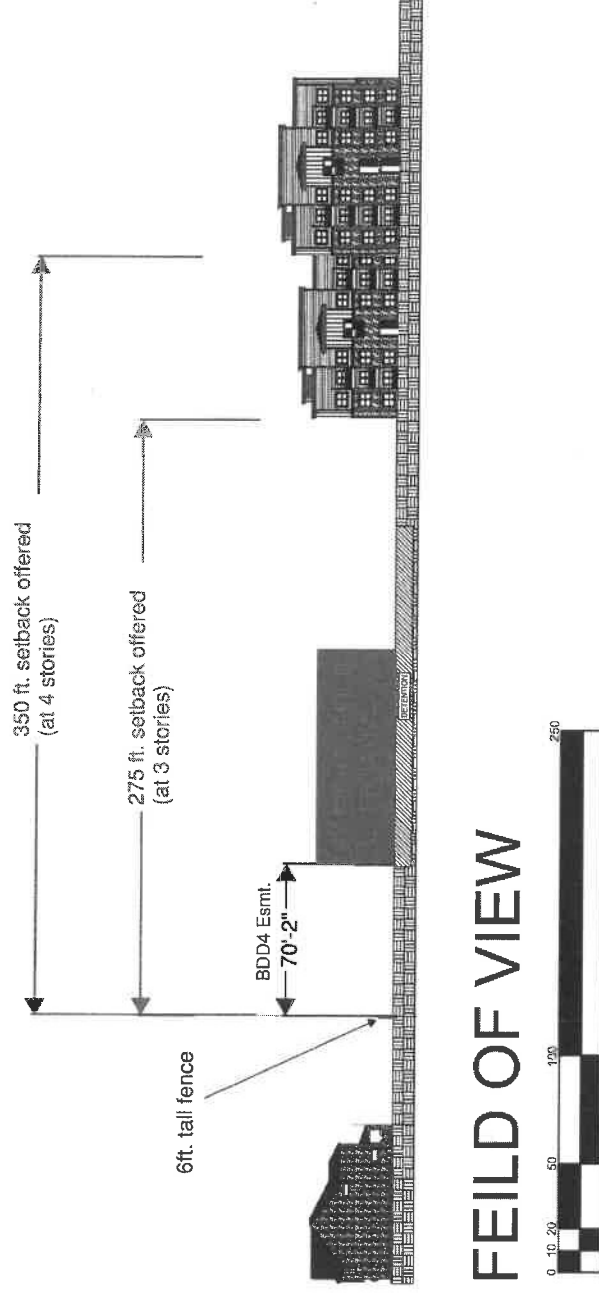
- Tax Revenues: ~\$45mm taxable value → \$500k/yr. to Pearland ISD, \$290k/yr. to City, \$120k/yr. to Brazoria County

Option "A" – Multifamily



By Right vs. Proposed Setback

- Developer's PD offers to have a 275 ft. setback for 3 story buildings (max 50 ft) and 350 ft. setback for 4 story buildings (max 65 ft)
- Currently, site allows a 35 ft. tall office building and only requires a 30 ft. setback off the property line. Accounting for BDD4 requested future easement, approximately 70 ft. is the minimum setback feasible under "by right" case.
- The setback delta is roughly 205 ft. and 280 ft. for three (3) and four (4)-story buildings, respectively.



FIELD OF VIEW



Option “B” – Medical Office

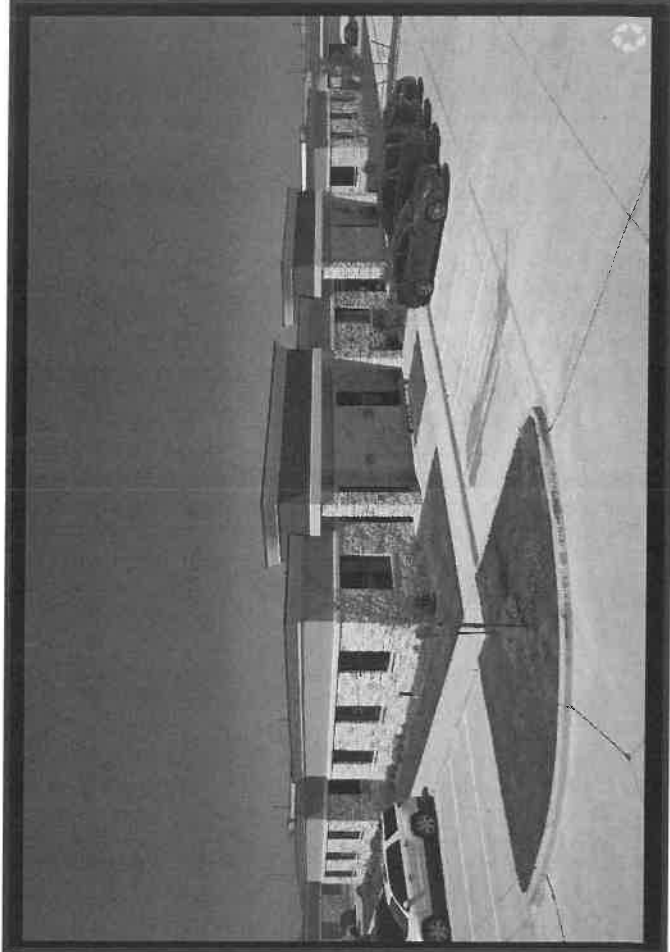
- Highly visible surface parking lots, with no security fencing
- Daily non-residential visitors (Hospice is an approved use...)



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Option “C” – Office Park

- *Highly visible surface parking lots, with no security fencing*
- *Numerous small businesses; potential nuisance uses*
- *Cheap construction; Will NOT AGE WELL*



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Office & Professional Uses

Accessory Structure (Business or Industry) Agricultural Animal Husbandry Agricultural Field Crops or Orchards Antique Shop (No outside storage) Automatic Teller Machine (ATM) Barber/Beauty Shop/Tanning Studios (No Related School/College) Bed & Breakfast Inn Child Day Nursery Clinic, Medical or Dental Community or Social Buildings Community/Group Home Contractor's Temporary On-Site Office Convent or Monastery Copy/Printing Shop Country Club/Private/Public Golf Course Credit Agency Day Camp (For Children) Farm (Ranch, Livestock) Farm Accessory Building Financial Institution Fraternal Organization Fraternity or Sorority House General Retail Store, other than listed Governmental Building or Use Hospice (Defined Under Household Care Facility) Institution of Religious, Educational or Philanthropic Nature Library, Public or Museum (Indoor) Microblading Municipal Public Administration Offices Office (other than listed) Office/Clinic, Veterinarian (Indoor, Outpatient) Park and/or Playground (Private/Public) Sale of Produce from Community Garden	Satellite Dish (Private, less than 4' in diameter) School Security Monitoring Company (Indoor) Social & Recreational Building Studio for Radio/Television (No Tower [S]) Learning Center for Fine or Performing Arts Swimming Pool, Private (Residents Only) Tennis or Swim Club (Private, For Profit) Conditional Uses (CUP required) Adult Day Care Center (Business) Airport & Heliport/Helipad & or Landing Field Antique Shop (With outside storage) Art Museum, Dealer, or Studio Assisted Living Facility Astology, Hypnotist or Psychic Arts Auction House/Bakery (Wholesale) Catering Service Cellular Communications Tower/FCS Child Day Care Center (Business) Church, Temple, or Place of Worship Cigars/Tobacco/E-Cigarettes Shop (Retail) Civic Center (Municipal) Civic Club Coffee Roasting Commercial Amusement Commercial Transit Terminal Convenience Store (Without Gasoline Sales) Dinner Theatre Electrical Substation Franchised Private Utility (Other than	those listed) Gaming Establishment Garage and/or Yard Sales Garden Shop & Outside Plant Sales Gas Transmission & Metering Station Guest, Caretakers or Security Quarters (Indoor) Gym/Health Club (Physical Fitness, Indoor) Hardware Store Home for Alcoholics, Narcotic or Psychiatric Patients Hospital Laboratory, Medical or Dental Laundromat (Self-Service Laundry) Nursing/Convalescent Home Office, Parole/Probation, Bail Bonds Office/Clinic, Veterinarian (Animal Hospital, With Outside Pen(s)) Off-site Detention Facility Pet Care (Animal Kennel (Indoor Pens)) Petroleum or Petroleum Product Extraction Private Club Radio or Television or Microwave Towers/Transmitting Station (Commercial) Recreation Center (Private, For Profit) Rehabilitation Care Facility/Institution (Halfway House or Commercial) Rehabilitation Care Institution (Commercial) Resale/Consignment Shop Satellite Dish (greater than 4' in diameter) Seamstress, Tailor or Laundry Dry Cleaning Swimming Pool, Commercial Tennis Court (Private/Lighted)
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Traffic Impact Analysis

- This chart (page right) compares estimated traffic trip generation between (A) a 315-unit Multifamily Community; (B) a 180,000 SF Office Complex; and (C) a 60,000 SF retail Shopping Center. Generally, these are the three logical potential uses of the site and approximate project sizes that fit the site.
- The Office Complex and Shopping Center projects would generate MORE TRAFFIC during Peak AM and PM hours Monday through Friday (i.e. weekdays) than the 315-unit proposed Multifamily Community. This means that the Multifamily Community will have the lowest impact on “rush hour” traffic.
- On Saturdays (24 hour time period), trip generation is highest for the Shopping Center scenario and lowest the Office Complex. The Multifamily Community is in between the two.

• Source: ITE Trip Generation Manual, Eleventh Edition, 2021

ITE Code	Weekday 24 Hour	Weekday AM Peak	Weekday PM Peak	Saturday 24 Hour	Saturday Peak
220	Multifamily Housing (Low-Rise) - Residential Section				
Rate/Unit	6.74	0.47	0.57	4.55	0.41
Units	315	315	315	315	315
Trips	2,123	148	180	1,433	129
% Enter/Exit	50%	24%	62%	50%	50%
# Enter/Exit	1,062	36	111	717	65

ITE Code	Weekday 24 Hour	Weekday AM Peak	Weekday PM Peak	Saturday 24 Hour	Saturday Peak
710	General Office - Office Section				
Rate/ KSF	9.74	1.47	1.42	2.21	0.53
KSF	180	180	180	180	180
Trips	1,753	265	256	398	95
% Enter/Exit	50%	88%	18%	50%	50%
# Enter/Exit	877	233	46	199	48

ITE Code	Weekday 24 Hour	Weekday AM Peak	Weekday PM Peak	Saturday 24 Hour	Saturday Peak
820	Shopper Center - Retail Section				
Rate/ KSF	37.01	2.87	4.09	46.6	4.4
KSF	60	60	60	60	60
Trips	2,221	172	245	2,796	264
% Enter/Exit	50%	55%	45%	50%	52%
# Enter/Exit	1,110	95	77	1,398	137

Knolewood Lane Security

- Currently, there is no fencing at this dead-end
- Developer has no intentions of tying into this
- Developer willing to help add fencing/secured gate



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Multifamily is Likely Inevitable

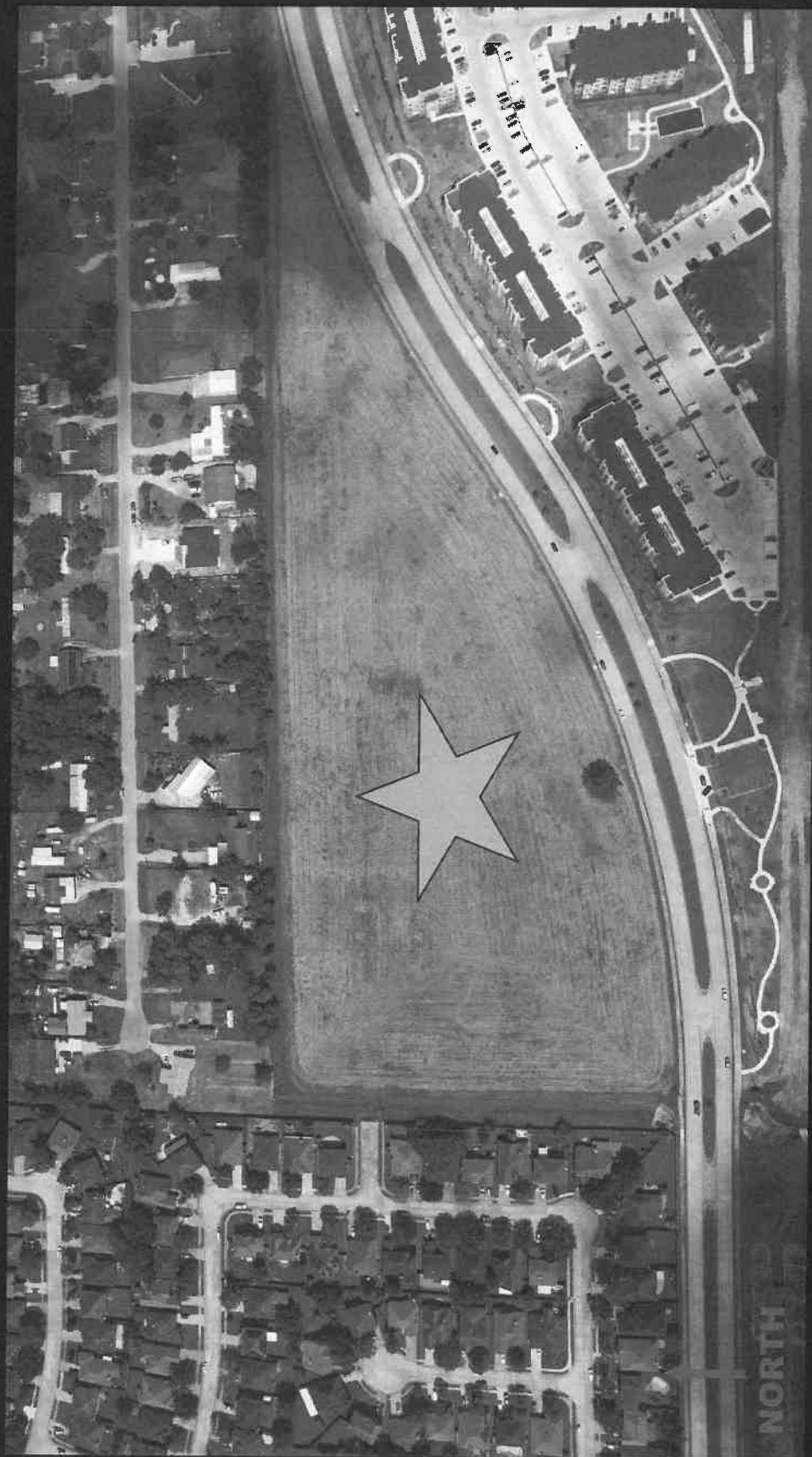
- When, or if, the population of the City of Pearland surpasses 150,000 people, it will be subject to Texas Senate Bill 840 signed into law by Governor Abbott, effective as of September 1, 2025.
- What does this mean? In simple terms, the State of Texas has passed legislation to make multifamily an approved use (overriding City zoning regulation) on certain tracts of land.
- It is Developer's understanding, that Multifamily would be an automatic approved use on the subject tract if the City of Pearland had a population equal to or exceeding 150,000 people.
- If this tract is developed today (prior to SB 840 applicability) through a PD, the City will have stronger influence over the project parameters that will benefit the City and HOA.

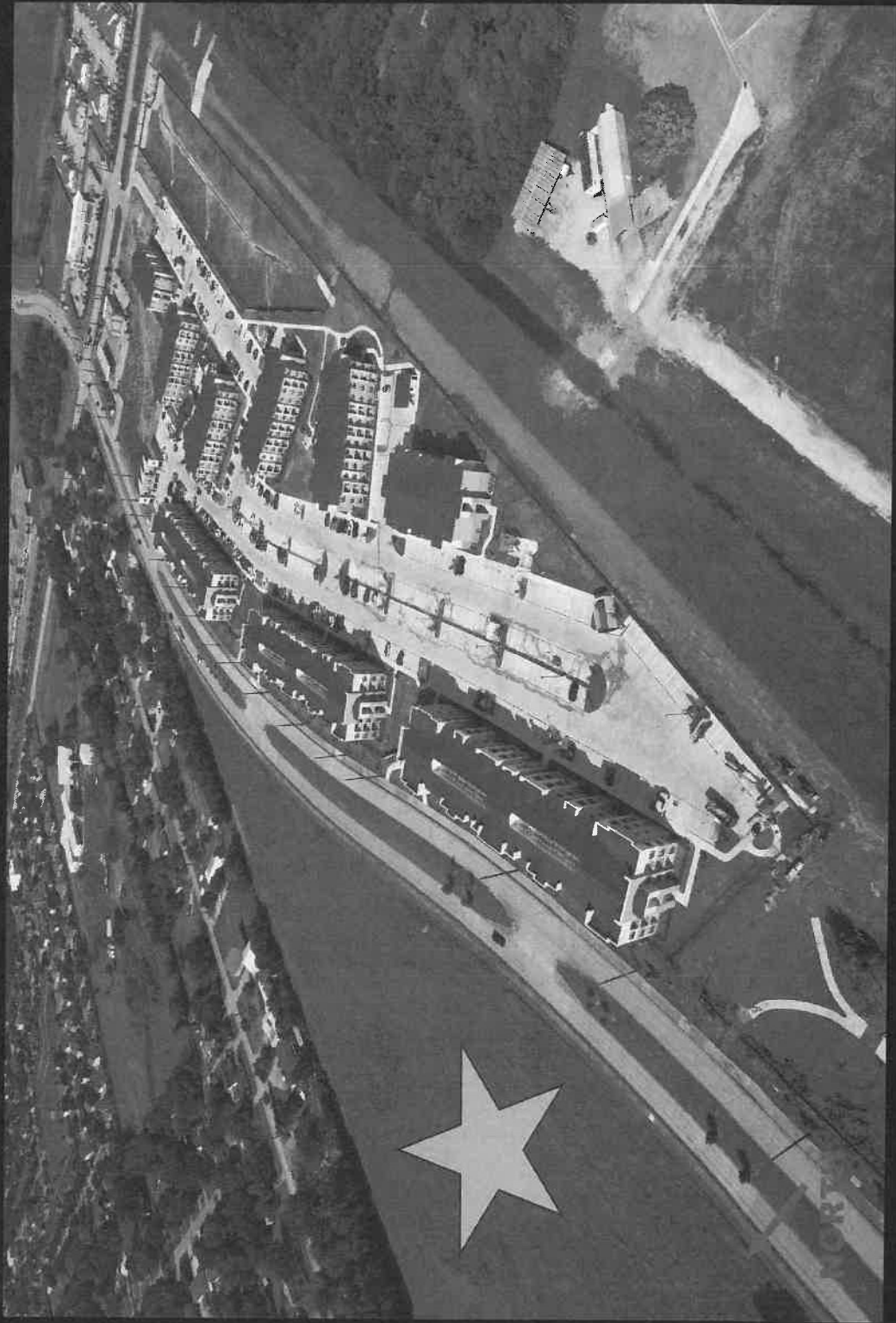
• ARTICLE LINK – SB 840 (Signed into law by Governor Abbott; effective as of September 1, 2025)

- The Texas legislature recently passed SB 840. SB 840 stands to be one of the most transformative legislative changes affecting how certain Texas cities regulate **multifamily housing development** as it: (i) opens existing developed sites and projects for multifamily development; (ii) clears regulations that may require zoning district reclassification or amendments, exceptions, or variances approvals to a particular zoning district; (iii) eases the ability to convert existing buildings intended for commercial use into multifamily uses; (iv) causes municipalities to assess, evaluate, and respond to this new paradigm shift, which will impact adopted comprehensive plans and city development and growth plans; and (v) leaves cities to navigate infrastructure challenges which will likely result in a rollout of new local rules designed to navigate the bill's impact.
- At its core, the bill allows multifamily housing to be built or existing buildings to be converted in areas zoned for commercial, office, warehouse, retail, or mixed-use **without** the need to rezone (as rezoning can be, and frequently is, opposed by surrounding communities) – essentially allowing multifamily housing use by right.
- Developers that are interested in building new multifamily projects or converting existing commercial buildings (such as unused office buildings) into multifamily units **stand to benefit** while developers that felt insulated by favorable zoning districts surrounding their multifamily developments that limited the scope of any new multifamily developments may feel their economic models **as being threatened**.
- Key highlights from the perspective of developers include:
 - **Select Cities Only.** The bill applies only to cities with **populations of 150,000 or more** that sit in a county with **populations of 300,000 or more** (which results in the impact being limited to less than 20 cities across Texas including McKinney, Frisco, Irving, Plano, Arlington, Dallas, Fort Worth, Austin, San Antonio, and Houston).
 - **Administrative Focus.** The bill is designed to **avoid the need to seek amendments or variances** and rather have permits and authorization **administratively approved**.
 - **Density.** Multifamily density can be (1) the **highest multifamily density** allowed in the municipality, or (2) **36 units per acre**, whichever is greater.
 - Since cities have allowed for higher densities in select projects, this may result in all projects city-wide receiving the same favorable treatment.
 - **Height.** Height limits for multifamily developments can be: (1) the **tallest building height** allowed on the site by the zoning code, or (2) **45 feet**, whichever is greater.
 - **Setbacks.** Setbacks cannot exceed: (1) the **required setback** for buildings on the site by the zoning code, or (2) **25 feet**, whichever is lesser.
 - **Parking.** Parking requirements cannot surpass **1 space per dwelling unit** or require a multi-level parking structure.
 - **FARs.** **No imposition** on the ratio of total building floor area to lot size.
 - **Waiver of fees.** Certain fees (e.g., building permit, street closure, expedited review, impact, and parkland dedication fees) in connection with building conversions **will not be required**.
 - **Waiver of Studies and Mitigation.** Certain studies (e.g., traffic) and mitigation requirements (e.g., additional parking, mitigating traffic effects, etc.) in connection with building conversions **will not be required**.

MAGNOLIA NORTH PD

13

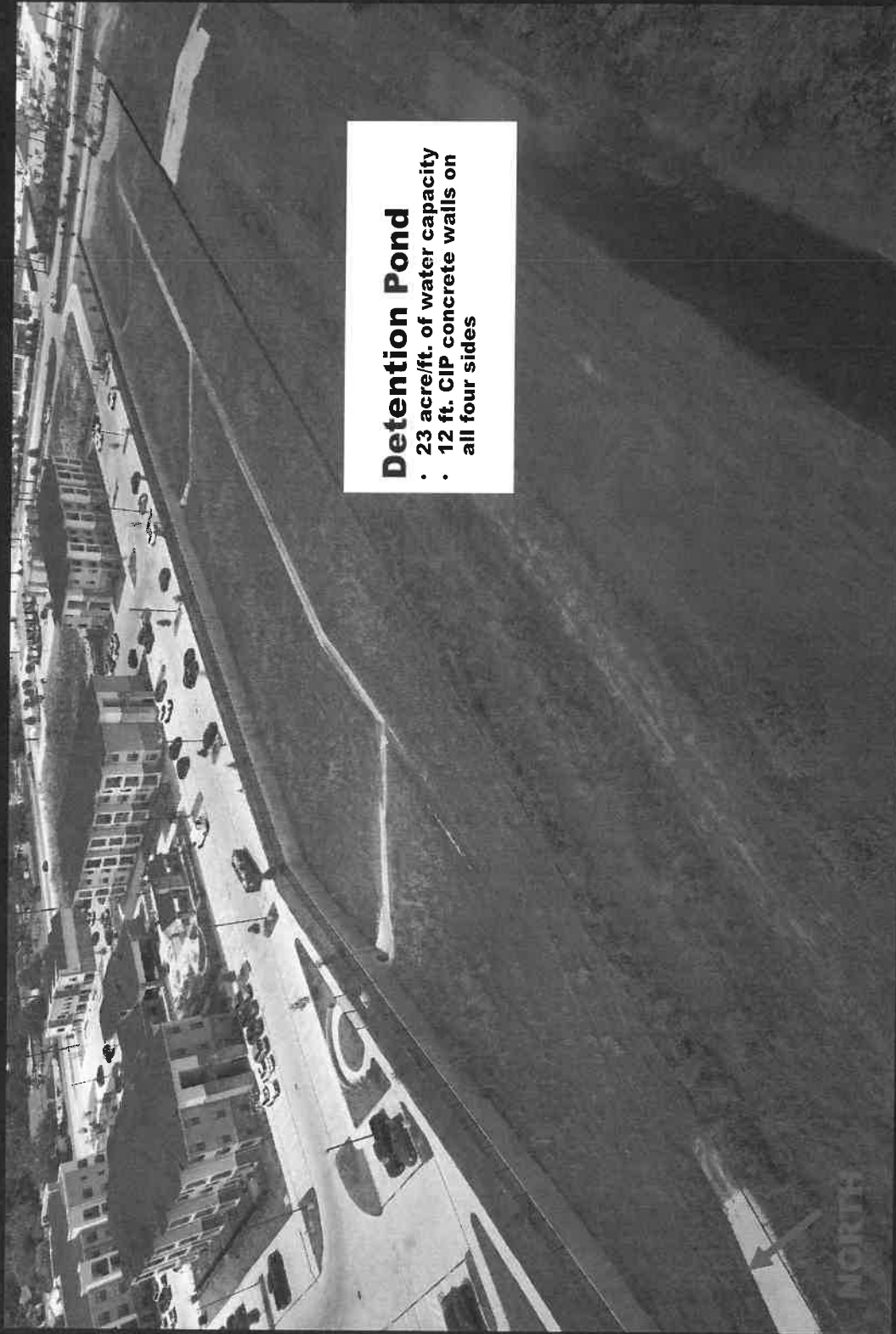












Detention Pond

- 23 acre/ft. of water capacity
- 12 ft. CIP concrete walls on all four sides

