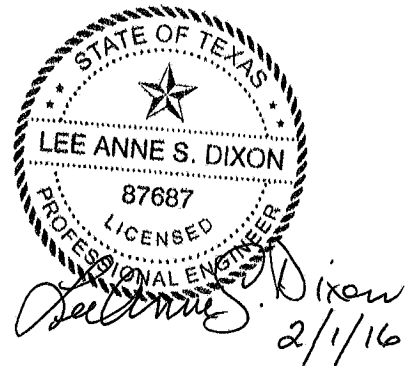
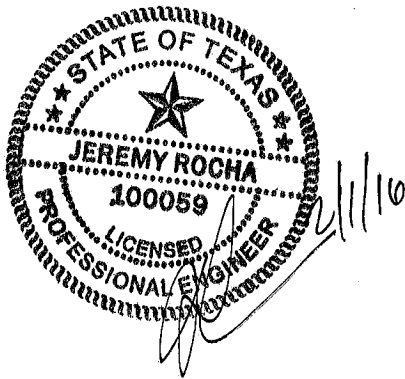


Montrose Special Parking Area Application

Prepared for
Montrose Management District



Prepared by
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January 2016

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EXECUTIVE SUMMARY

Montrose Management District (MMD) engaged Walter P Moore to coordinate and submit a Special Parking Area application to the City of Houston as defined by the City Houston's Code of Ordinances Chapter 26, Section 26-511. **Figure ES1** provides a map illustrating the boundaries of the proposed Montrose Special Parking Area (SPA) and the boundaries of each individual property within the proposed special parking area. The Montrose SPA boundary in general is defined as the area along Westheimer Road from Mandell St. to Taft St. and along Montrose Blvd. from Hyde Park Blvd. to Harold St. The proposed Montrose SPA will be subdivided into three sectors. Sector 1 from Mandell to Commonwealth, Sector 2 from Commonwealth to Crocker, and Sector 3 from Crocker to Taft.

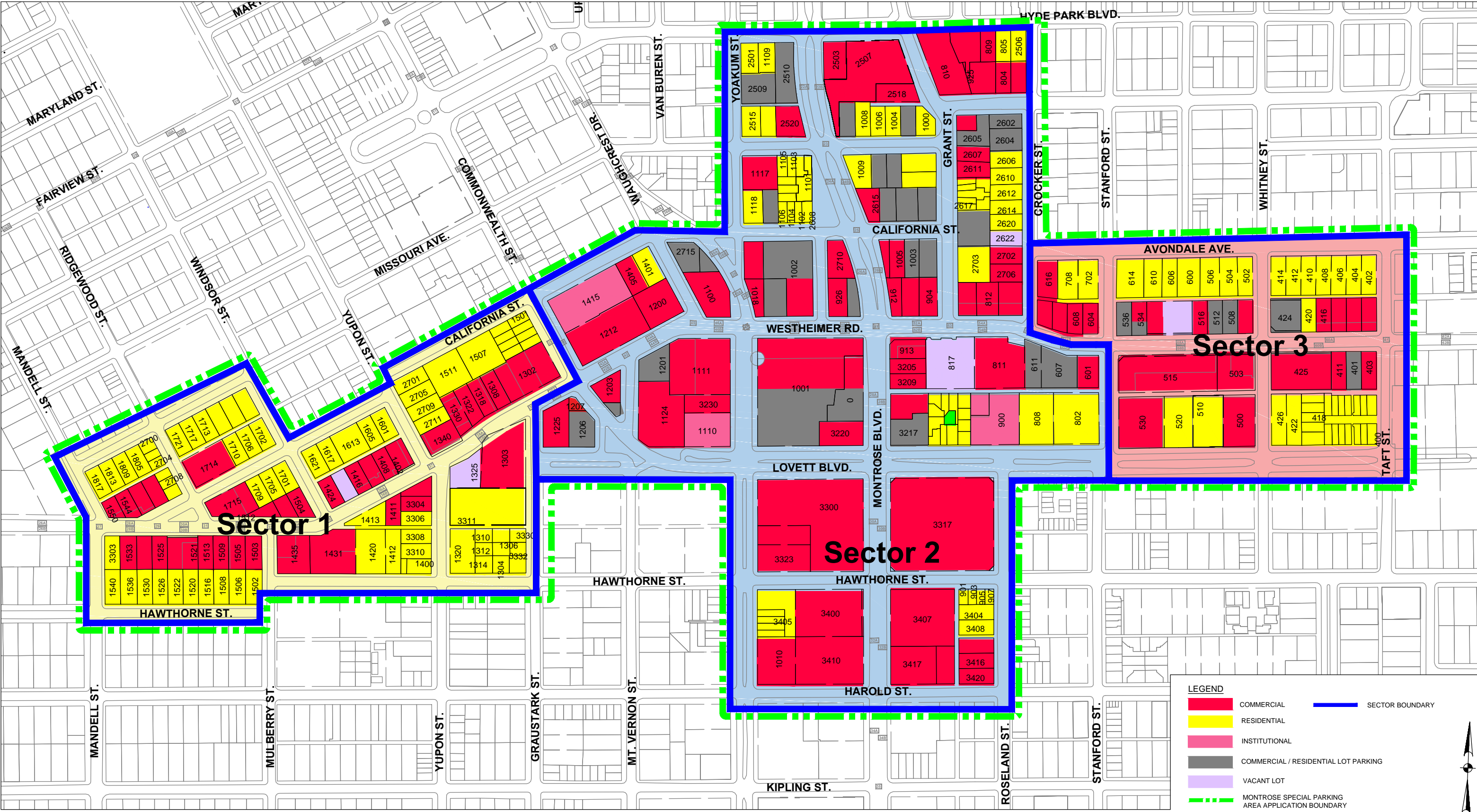
The MMD has designated a Montrose Special Parking Area that is appropriate to the complex and nontraditional character and conditions of the Greater Montrose Area. Additional on-site parking could erode the character of the community. Establishing parking garages could provide substantial additional parking to the area, but installations of garages is a long term strategy that will require financing, partnership and planning to ensure that they are appropriately sited. The Montrose SPA represents an effort to address parking by the following:

- Implement programs to maximize the use of available parking (and build upon ongoing efforts) such as shared parking and valet parking;
- Acquire additional parking where strategic and appropriate, including off-site and on-street parking where contextually appropriate;
- Improve amenities that make walking, biking and transit even better options to arriving via private auto and parking on-site or very nearby;
- Establishing "sectors" as an initial measure of acceptable walking distance (thereby allowing parking at greater distances to count in meeting parking requirements);
- Recognizing that the uniqueness and complexity of Greater Montrose Area requires study and experimentation to determine the most effective set of programs to fully implement and manage a Special Parking Area; and
- Incorporating measurable objectives and milestones that allow all parties to measure effort and success.

The MMD is requesting that 100% of the required off-street parking be allowed to be provided in parking facilities within a proposed development's Sector or adjacent Sector.

Due to the mixed use nature of the proposed Special Parking Area we have further defined the land use classifications with the proposed Special Parking Area to define any specific proposed parking ordinance changes:

- Class 1: Office – utilize parking within its Sector or adjacent Sector
- Class 2: Residential – follow City of Houston’s Code of Ordinance Chapter 26
- Class 3: Healthcare Facilities - utilize parking within its Sector or adjacent Sector
- Class 4: Industrial and Commercial Manufacturing - utilize parking within its Sector or adjacent Sector
- Class 5: Religious and Educational Facilities - utilize parking within its Sector or adjacent Sector
- Class 6: Recreation and Entertainment Facilities - utilize parking within its Sector or adjacent Sector
- Class 7: Food and Beverage - utilize parking within its Sector or adjacent Sector
- Class 8: Retail Services - utilize parking within its Sector or adjacent Sector
- Class 9: Automobiles - follow City of Houston’s Code of Ordinance Chapter 26



INTRODUCTION

At the request of the Montrose Management District (MMD), Walter P Moore conducted a comprehensive parking study within the District focusing on the commercial area centered on the intersection of Montrose Boulevard and Westheimer Road. The MMD encompasses an area of diverse land uses. Located southwest of Downtown Houston, it is bound by W. Dallas to the north, Taft or Spur 527 to the east, US 59 or Bissonnet to the south, and Shepard to the west. Encompassing a 4.4 square mile area, the District is predominately residential but also includes significant retail, entertainment, and institutional land uses. A significant portion of the retail and entertainment land uses are generally centered on the intersection of Montrose and Westheimer which is the focus of the Montrose Special Parking Area application.

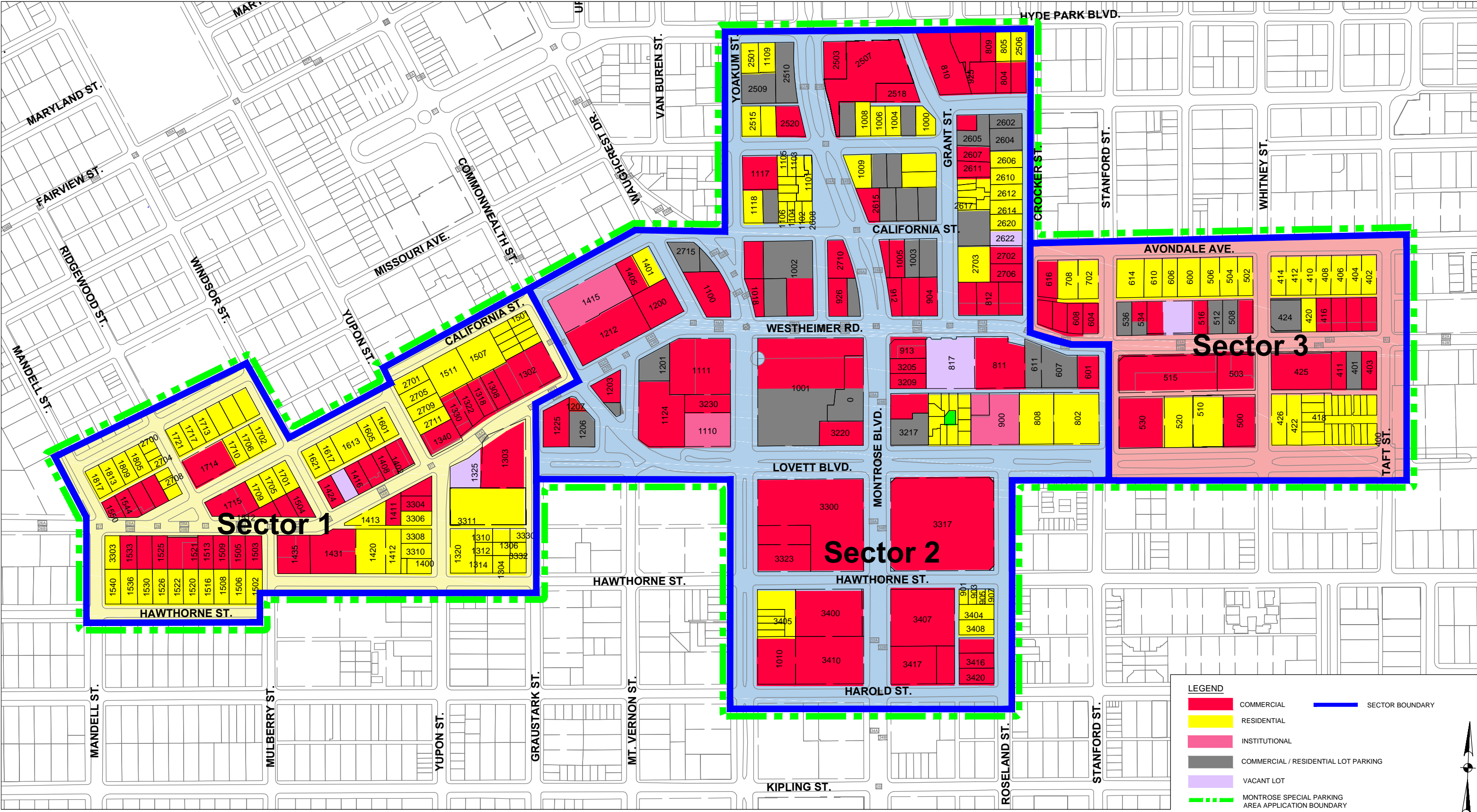
As shown in **Figure 1**, the study's west/east parameters are between Mandell Street and Taft Street along Westheimer Road and north/south between Hyde Park Boulevard and Harold Street along Montrose Boulevard. The proposed Special Parking Area will be divided into three sectors. Sector 1 from Mandell to Commonwealth, Sector 2 from Commonwealth to Crocker, and Sector 3 from Crocker to Taft.

The parking study focused on the area's parking supply and demand, walking distances, and parking restrictions/regulations with the goal of submitting an application to be designated as a Special Parking Area as defined by the City of Houston's Code of Ordinances Chapter 26, Section 26-510-517.

SEC. 26-510 SPECIAL PARKING AREAS

The city council may designate special parking areas to accommodate parking needs in certain areas of the city. The department shall maintain a list of current special parking areas, maps and written descriptions of their boundaries, and their approved parking management plans on its website. (Ord. No. 2013-208, § 2(Exh. A), 3-6-2013)

This report presents the requirements for designation of a special parking area as listed in the Ordinance.



Project Number: P03-13007-00

WALTER P MOORE

FIGURE 1: PROPOSED MONTROSE SPECIAL PARKING AREA BOUNDARY

Scale: 1" = 300'-0"

MONTROSE MANAGEMENT DISTRICT
SPECIAL PARKING AREA

December 18, 2015

SEC. 26-511 APPLICATION REQUIREMENTS FOR DESIGNATION OF A SPECIAL PARKING AREA

An application for designation of a special parking area may be filed with the department by a management entity that represents the holders of legal interests within the proposed special parking area and has a demonstrated perpetual commitment to the proposed special parking area. The application shall be in the form prescribed by the director and shall include the following:

SEC. 26-511 PART 1

The non-refundable fee set forth for this provision in the city fee schedule;

Montrose Management District will provide the application fee.

SEC. 26-511 PART 2

A list of the names and addresses of owners of each tract within the proposed special parking area as shown on the current appraisal district records;

TAB ONE provides the names and addresses of owners within the proposed special parking area.

SEC. 26-511 PART 3

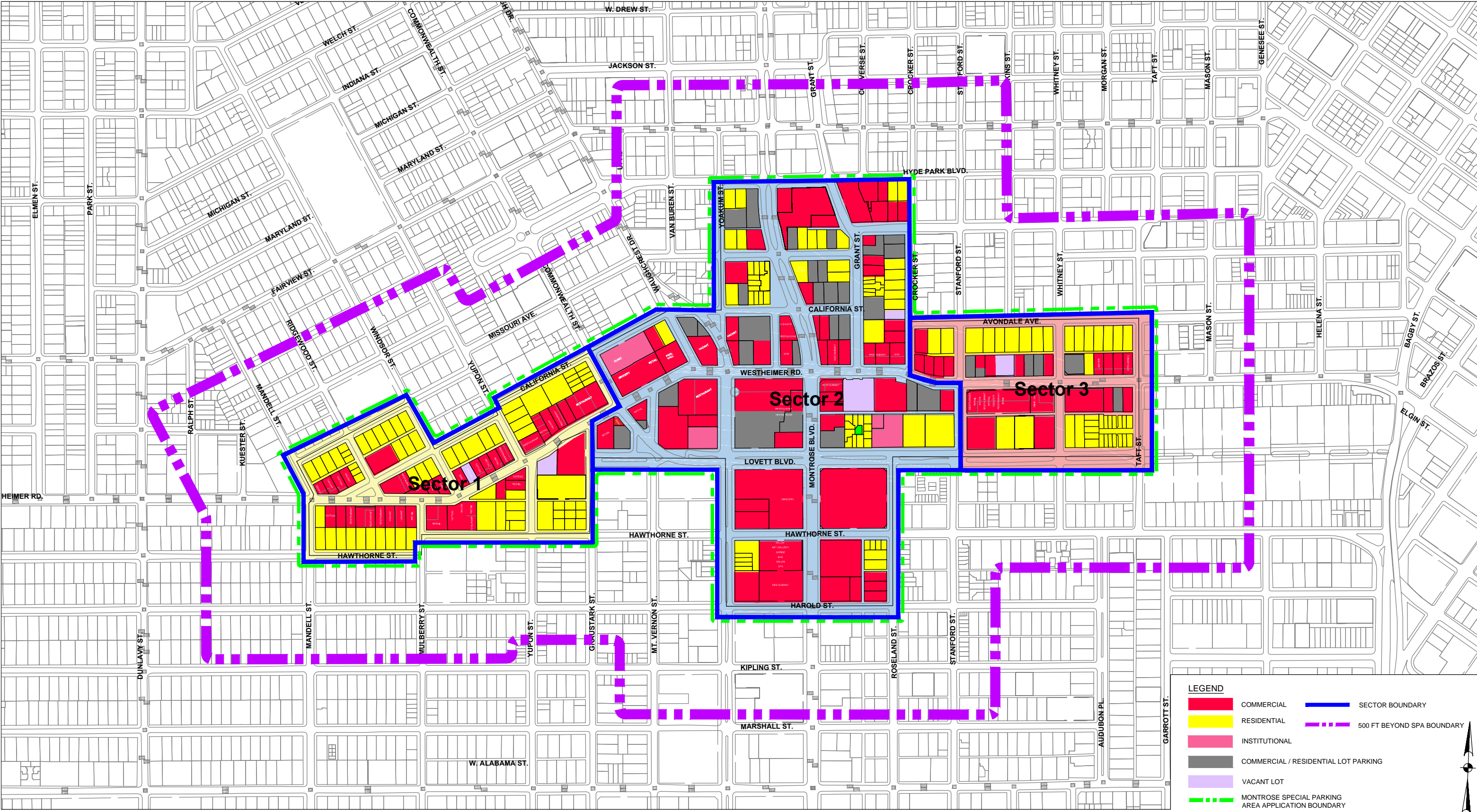
A list of the names and addresses of owners of each tract within 500 feet of the boundary of the proposed special parking area as shown on the most current appraisal district records;

TAB TWO provides the names and addresses of owners within 500 feet of the proposed special parking area as represented in **Figure 2**.

SEC. 26-511 PART 4

One stamped envelope addressed to each property owner indicated on the lists provided in subsections (b) and (c) of this section;

Montrose Management District is delivering to the City stamped envelopes addressed to each owner.



Project Number: P03-13007-00

FIGURE 2: 500 FT BEYOND MONTROSE SPA BOUNDARY

Scale: 1" = 500'-0"

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MONTROSE MANAGEMENT DISTRICT
SPECIAL PARKING AREA

December 18, 2015

SEC. 26-511 PART 5

A proposed parking management plan that addresses Subsections (a) through (j).

Sec. 26-511 Part 5 Subsection (a)

The current parking requirements for each building and tract as required by this article within the proposed special parking area as well as the anticipated parking requirements of proposed development and redevelopment within the special parking area;

The Montrose Management District is an area of diverse land uses ranging from small boutique shops to popular restaurants/bars and from small bungalow homes to large apartment complexes. This type of diversity translates to a complex, ever-evolving parking demand. The Montrose Special Parking Area boundary attempts to capture a core area of high parking demand, centered around the intersection of Westheimer and Montrose and serving as the heart of the District.

The bulk of the parking demand within the Westheimer/Montrose core is generated by popular restaurants and bars. The potential for redevelopment is also strong. Developers often brainstorm about the potential for large commercial sites to transform into mixed-use opportunities to live, work and play such as 3-acre commercial site at the southwest corner of Montrose and Westheimer. The concentration of these high parking demand generators in a small core area equate to a high peak parking demand.

Many different parking codes govern grandfathered parcels within the Montrose SPA. **Table 1** identifies the amount of parking required by code based on existing land uses within the Montrose SPA.

Table 1. Parking Required by Code Based on Existing Land Use

Address	Land Use	DEMAND						
			Quantity		Parking Ratio based on Houston Municipal Code			Spaces Required
1424 Westheimer	Bar		4,000	GSF	12.0	Space per	1000 sqft	48
805 Pacific	Bar		2,809	GSF	14.0	Space per	1000 sqft	40
810 Pacific	Bar		9,911	GSF	14.0	Space per	1000 sqft	139
903 Harold	Bar		2,400	GSF	14.0	Space per	1000 sqft	34
411 Westheimer	Bar/Restaurant		2,576	GSF	10.0	Space per	1000 sqft	26
503 Westheimer	Bar/Restaurant		5,890	GSF	10.0	Space per	1000 sqft	59
1207 Westheimer	Beauty Salon		240	GSF	8.0	Space per	1000 sqft	2
1401 California	Charitable		1,600	GSF	2.5	Space per	1000 sqft	4
1813 Missouri	Charitable		1,920	GSF	2.5	Space per	1000 sqft	5
1415 California	Clinic		40,000	GSF	4.5	Space per	1000 sqft	180
1504 Westheimer	Commercial		1,532	GSF	4.0	Space per	1000 sqft	7
1714 California	Commercial		6,399	GSF	4.0	Space per	1000 sqft	26
1715 California	Commercial		2,587	GSF	4.0	Space per	1000 sqft	11
604 Westheimer	Commercial		2,716	GSF	4.0	Space per	1000 sqft	11
802 Pacific	Commercial		5,100	GSF	4.0	Space per	1000 sqft	21
809 Hyde Park	Commercial		5,100	GSF	4.0	Space per	1000 sqft	21
1010 Harold	Commerical		8,056	GSF	4.0	Space per	1000 sqft	33
1117 Missouri	Commerical		3,468	GSF	4.0	Space per	1000 sqft	14
1124 Lovett	Commerical		10,366	GSF	4.0	Space per	1000 sqft	42
1540 California	Commerical		3,190	GSF	4.0	Space per	1000 sqft	13
1701 California	Commerical		1,326	GSF	4.0	Space per	1000 sqft	6
3230 Yoakum	Commerical		3,218	GSF	4.0	Space per	1000 sqft	13
1006 Missouri	Dentist Office		1,969	GSF	4.5	Space per	1000 sqft	9
926 Westheimer	Gas Station (8 bays)		2,791	GSF	1.0	Space per bay		8
808 Lovett	Health Care		11,646	GSF	4.5	Space per	1000	53

	Services						sqft	
2520 Montrose	Restaurant		4,960	GSF	10.0	Space per	1000 sqft	50
1110 Lovett	Office		14,869	GSF	2.5	Space per	1000 sqft	38
1330 Westheimer	Office		3,702	GSF	2.5	Space per	1000 sqft	10
2606 Grant	Office		2,508	GSF	2.5	Space per	1000 sqft	7
2615 Montrose	Office		1,634	GSF	2.5	Space per	1000 sqft	5
3209 Montrose	Office		5,416	GSF	2.5	Space per	1000 sqft	14
3400 Montrose	Office		183,816	GSF	2.5	Space per	1000 sqft	460
404 Westheimer	Office		4,734	GSF	2.5	Space per	1000 sqft	12
408 Westheimer	Office		2,664	GSF	2.5	Space per	1000 sqft	7
416 Westheimer	Office		2,472	GSF	2.5	Space per	1000 sqft	7
500 Lovett	Office		15,676	GSF	2.5	Space per	1000 sqft	40
530 Lovett	Office		8,919	GSF	2.5	Space per	1000 sqft	23
802 Lovett	Office		12,018	GSF	2.5	Space per	1000 sqft	31
802 Westheimer	Office		2,430	GSF	2.5	Space per	1000 sqft	7
900 Lovett	Office		17,084	GSF	2.5	Space per	1000 sqft	43
3217 Montrose	Office/Retail		16,560	GSF	2.5	Space per	1000 sqft	42
601 Westheimer	Parking Lot		0	GSF	0.0	Space per	1000 sqft	0
611 Westheimer	Parking Lot		0	GSF	0.0	Space per	1000 sqft	0
1200 Westheimer	Pool Hall		8,651	GSF	14.0	Space per	1000 sqft	122
1002 Westheimer	Restaurant		3,739	GSF	4.0	Space per	1000 sqft	15
1018 Westheimer	Restaurant		1,470	GSF	10.0	Space per	1000 sqft	15
1038 Westheimer	Restaurant		6,482	GSF	10.0	Space per	1000 sqft	65
1100 Westheimer	Restaurant		9,928	GSF	10.0	Space per	1000 sqft	100
1111 Westheimer	Restaurant		22,125	GSF	10.0	Space per	1000 sqft	222
1225 Westheimer	Restaurant		1,519	GSF	9.0	Space per	1000 sqft	14
1303 Westheimer	Restaurant		2,770	GSF	10.0	Space per	1000 sqft	28
1318 Westheimer	Restaurant		5,736	GSF	10.0	Space per	1000 sqft	58

1402 Westheimer	Restaurant		1,130	GSF	10.0	Space per	1000 sqft	12
1513 Westheimer	Restaurant		3,400	GSF	9.0	Space per	1000 sqft	31
1521 Westheimer	Restaurant		2,791	GSF	9.0	Space per	1000 sqft	26
1525 Westheimer	Restaurant		1,626	GSF	9.0	Space per	1000 sqft	15
1600 Westheimer	Restaurant		5,860	GSF	10.0	Space per	1000 sqft	59
2611 Grant	Restaurant		1,676	GSF	10.0	Space per	1000 sqft	17
2703 Montrose	Restaurant		680	GSF	8.0	Space per	1000 sqft	6
2710 Montrose	Restaurant		836	GSF	8.0	Space per	1000 sqft	7
3410 Montrose	Restaurant		12,948	GSF	8.0	Space per	1000 sqft	104
403 Westheimer	Restaurant		1,994	GSF	10.0	Space per	1000 sqft	20
500 Westheimer	Restaurant		5,002	GSF	10.0	Space per	1000 sqft	51
516 Westheimer	Restaurant		4,614	GSF	10.0	Space per	1000 sqft	47
616 Westheimer	Restaurant		7,890	GSF	10.0	Space per	1000 sqft	79
808 Pacific	Restaurant		6,064	GSF	10.0	Space per	1000 sqft	61
812 Westheimer	Restaurant		8,160	GSF	10.0	Space per	1000 sqft	82
804 Pacific	Restaurant		3,368	GSF	10.0	Space per	1000 sqft	34
2607 Grant	Restaurant		3,410	GSF	10.0	Space per	1000 sqft	35
2607 Grant	Restaurant		6,531	GSF	10.0	Space per	1000 sqft	66
3220 Montrose	Restaurant		2,478	GSF	4.0	Space per	1000 sqft	10
1302 Westheimer	Restaurant		4,125	GSF	4.0	Space per	1000 sqft	17
913 Westheimer	Restaurant		966	GSF	4.0	Space per	1000 sqft	4
3416 Roseland	Restaurant		2,040	GSF	10.0	Space per	1000 sqft	21
3420 Roseland	Restaurant		5,865	GSF	10.0	Space per	1000 sqft	59
1203 Westheimer	Retail		4,200	GSF	4.0	Space per	1000 sqft	17
1412 Westheimer	Retail		1,651	GSF	4.0	Space per	1000 sqft	7
1416 Westheimer	Retail		1,346	GSF	4.0	Space per	1000 sqft	6
1435 Westheimer	Retail		8,600	GSF	4.0	Space per	1000 sqft	35
1512 Westheimer	Retail		1,656	GSF	4.0	Space per	1000 sqft	7

1540 Westheimer	Retail		3,800	GSF	4.0	Space per	1000 sqft	16
1544 Westheimer	Retail		2,940	GSF	4.0	Space per	1000 sqft	12
1550 Westheimer	Retail		1,602	GSF	4.0	Space per	1000 sqft	7
608 Westheimer	Retail		4,718	GSF	4.0	Space per	1000 sqft	19
811 Westheimer	Retail		22,581	GSF	4.0	Space per	1000 sqft	91
1203 Lovett	Retail		38,285	GSF	4.0	Space per	1000 sqft	154
604 Westheimer	Retail		2,508	GSF	4.0	Space per	1000 sqft	11
2503 Montrose	Retail		3,816	GSF	4.0	Space per	1000 sqft	16
528 Westheimer	Retail		3,735	GSF	4.0	Space per	1000 sqft	15
1401 Westheimer	Retail		1,556	GSF	4.0	Space per	1000 sqft	7
1533 Westheimer	Retail		3,479	GSF	4.0	Space per	1000 sqft	14
3317 Montrose	Retail		17,166	GSF	4.0	Space per	1000 sqft	69
2710 Montrose	Retail Cleaners		1,000	GSF	4.0	Space per	1000 sqft	4
904 Westheimer	Salon/Restaurant		12,248	GSF	10.0	Space per	1003 sqft	123
1001 Westheimer	Strip Center		44,674	GSF	4.0	Space per	1000 sqft	179
1212 Westheimer	Strip Center		18,474	GSF	4.0	Space per	1000 sqft	74
1340 Westheimer	Strip Center		6,336	GSF	4.0	Space per	1000 sqft	26
425 Westheimer	Strip Center		16,228	GSF	4.0	Space per	1000 sqft	65
515 Westheimer	Strip Center		13,108	GSF	4.0	Space per	1000 sqft	53
3407 Montrose	Strip Center		14,544	GSF	8.0	Space per	1000 sqft	117
3300 Montrose	Supermarket		47,029	GSF	5.0	Space per	1000 sqft	236
534 Westheimer	Vetinary Clinic		2,000	GSF	5.0	Space per	1000 sqft	10
Total Existing Requirement								4,513

*Residential land uses is typically not included in parking demand calculations. This is due to the fact that residential land uses are historically land generators which provide parking on-site that is not shared or capable of being shared.

Walter P Moore compared the parking required by code (calculated in **Table 1**) with the current parking supply within the Montrose SPA. **Table 2** illustrates the Montrose SPA's parking deficit, that is related to the fact that many of the Montrose SPA land uses have been grandfathered since they were built under different parking codes or when no parking codes were in effect and with a 20% transit/pedestrian mobility factor (20% is typical for the Montrose SPA area).

Table 2. Comparison of Parking Supply vs. Parking Demand

Est. Off-Street Parking Supply	2,081
Requirement based on COH Parking Codes (March 2013)	4513
DELTA based on current parking code requirements. SPA's parking requirements differ.	-2,432

As the application area evolves, mode adjustments and adjustments to the base parking ratios based on local transportation characteristics, should be made. As sidewalks, cycle paths, transit frequencies, and transit reliability improve, pedestrian, transit, and cycling preferences will emerge for short trips, relieving some of the pressure on the transportation network and parking infrastructure. An effectively managed Special Parking Area can help address and mitigate some of the perceived parking deficiencies while preserving the unique character of the area.

Sec. 26-511 Part 5 Subsection (b)

Existing parking restrictions such as hours of permitted parking and restrictions relating to use;

Figure 3 identifies the existing parking restrictions such as hours of permitted parking and restrictions relating to use.

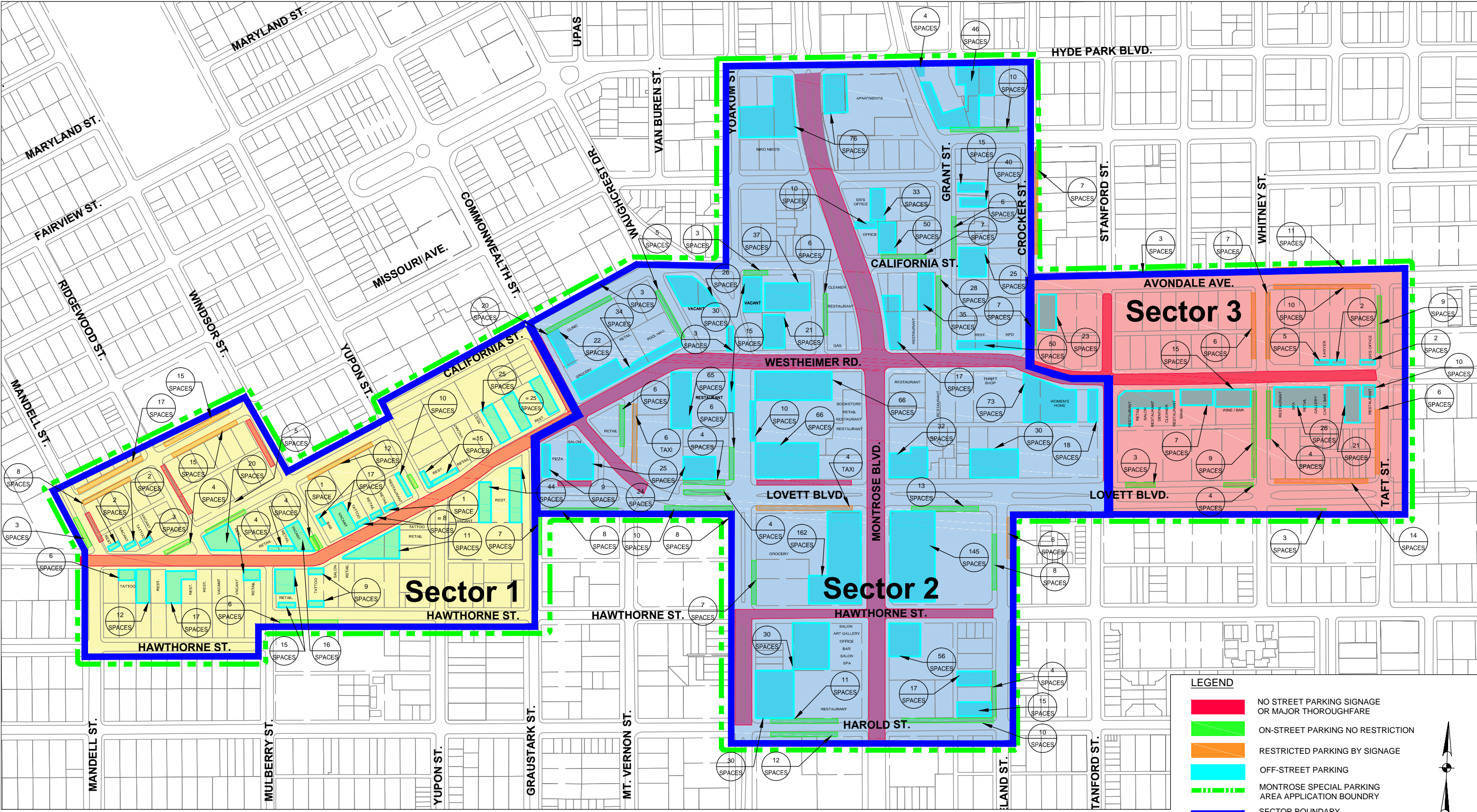
Sec. 26-511 Part 5 Subsection (c)

Existing and proposed public and private parking facilities;

Figure 3 identifies the existing and proposed public and private parking facilities.

The parking facilities within the application area are generally self-contained, designated for individual parcel use, and are not typically shared. The rare instances where there is sharing of land for parking is due to a financial agreement between the land owners. There are no public structured

facilities within the application area. As the application area evolves and continues to add development, additional parking facilities will be required. The MMD's plan is to create parking facilities that will result in a reduction/removal of overflow parking on residential streets.



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TOTAL SPACES ENTIRE SITE		
ON-STREET PARKING		390
OFF-STREET PARKING		2157
TOTAL SPACES		2547

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FIGURE 3: PARKING ALLOCATION (MARCH 2014)

Scale: 1" = 300'-0"

MONTROSE MANAGEMENT DISTRICT
SPECIAL PARKING AREA

Valet parking within the Montrose SPA includes the following:

La Colombe d'Or

3410 Montrose Blvd

Valet Parking offered at:

Lunch 11:00 a.m. – 2:00 p.m.

Dinner 6:00 p.m. – 9:00 p.m.

Valets park on lot behind La Colombe d'Or.

Sorrento Ristorante Italiano

415 Westheimer

Valet Parking offered at:

Dinner 4:00 p.m. – 10:00 p.m.

Valets park on lot in front of restaurant (strip center).

Indika

516 Westheimer

Valet Parking offered at:

Dinner 6:00 p.m. – 10:30 p.m.

Valets park on restaurant lot.

Underbelly / Hay Merchant

1100 Westheimer

Valet Parking offered at:

Dinner 5:00 p.m. – 11:00 p.m.

Valets park on the lot behind the restaurant and also utilize lot behind Blacksmith's which closes at 5:00 p.m.

Royal Oak Grill

1318 Westheimer

Valet Parking offered at:

Dinner 4:00 a.m. – 2:00 a.m.

Valets park on restaurant lot.

Da Marco Restaurant

1520 Westheimer

Valet Parking offered at:

Dinner 5:30 – 10:00 p.m.

Valets park on restaurant lot.

Hugo's

1600 Westheimer

Valet Parking offered at

Lunch/Dinner 11:00 a.m. – 11:00 p.m.

Valets utilize lot behind restaurant.

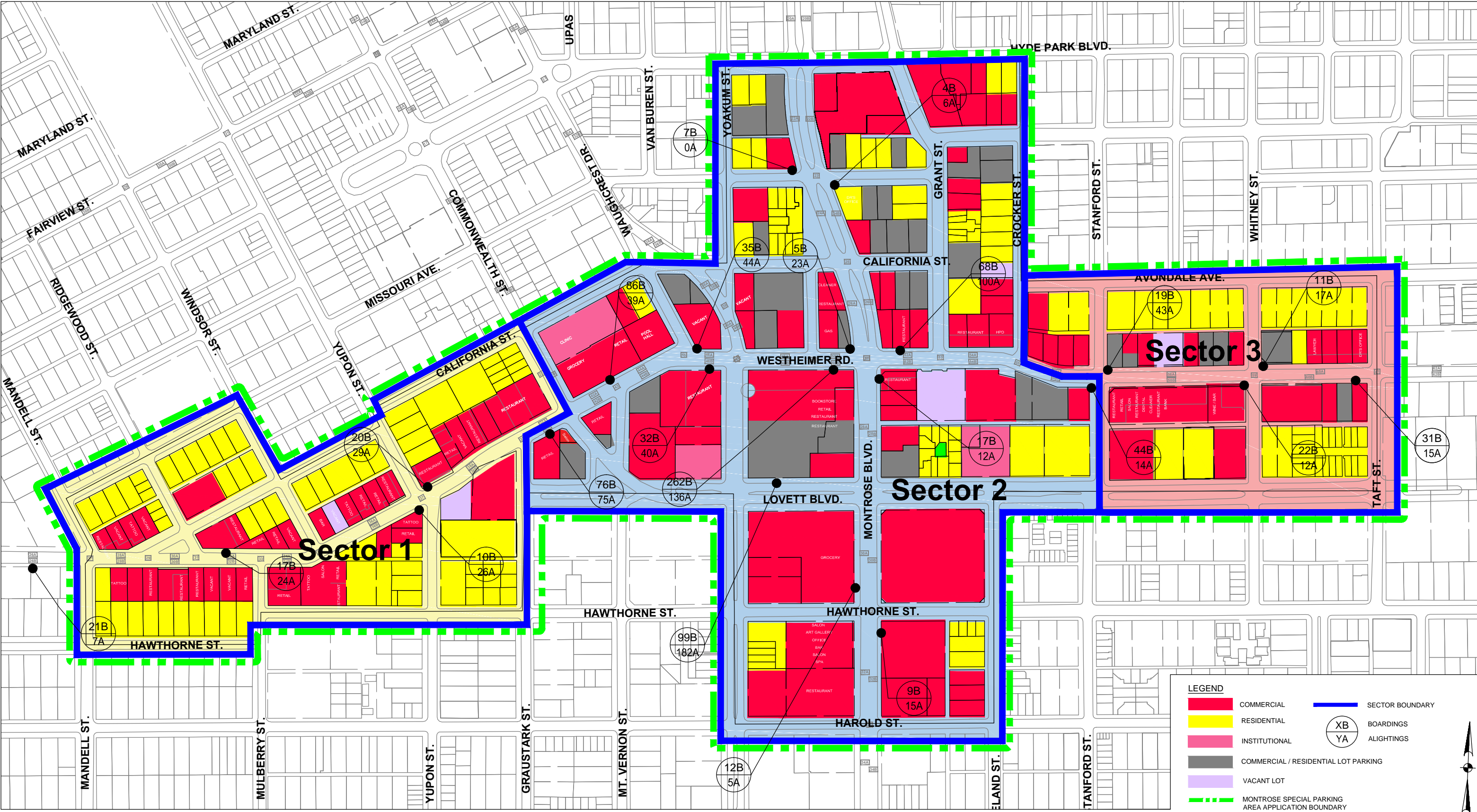
Sec. 26-511 Part 5 Subsection (d)

Existing and proposed transit facilities or other alternative modes of transportation, including, but not limited to:

- [1] Existing and proposed METRO rail stations and fixed-route bus stops;
- [2] Existing and proposed bicycle lanes, bicycle routes, shared-use paths, and pedestrian trails;
- [3] Existing and proposed bicycle spaces and bicycle facilities;
- [4] Existing and proposed taxi-cab stands;
- [5] Existing and proposed services for shuttle, trolley, park and ride, jitney, and similar services; and
- [6] A transit ridership summary that details the extent of usage of the existing transit facilities or modes, the number of vehicles that proposed transit facilities or modes will replace, and other information or evidence that current and future parking facilities will satisfy demand for parking within the boundaries of the proposed special parking area on a permanent basis;

Figure 4 identifies the boardings and alightings at METRO transit stops within the Montrose SPA based on data available from February 19, 2014. **Figure 5** depicts the new METRO transit routes and frequencies providing more predictable and frequent headways on major roadways across Houston that have been implemented and refined as of December 2015..

Figure 6 identifies bike infrastructure within the Montrose Management District. B-Cycle stations are also highlighted as well as bike storage. MMD is currently evaluating bike infrastructure throughout the District and coordinating with the update to the City of Houston Bike Plan. Improvements coming include revised bike lane striping along Waugh and Commonwealth to provide wider bike lanes; additional route and wayfinding signage including distance markers to popular destinations such as museums, business districts and parks; and better visibility through enhanced signage and striping at intersections and boundary conditions such as near Spur 527 at Hawthorne/Bagby/Smith/Holman intersection. These efforts are part of an overall objective to improve mobility within the MMD for vehicles, cyclists and pedestrians.



Project Number: P03-13007-00

FIGURE 4: METRO RIDERSHIP (A FEBRUARY 2014 DAY)

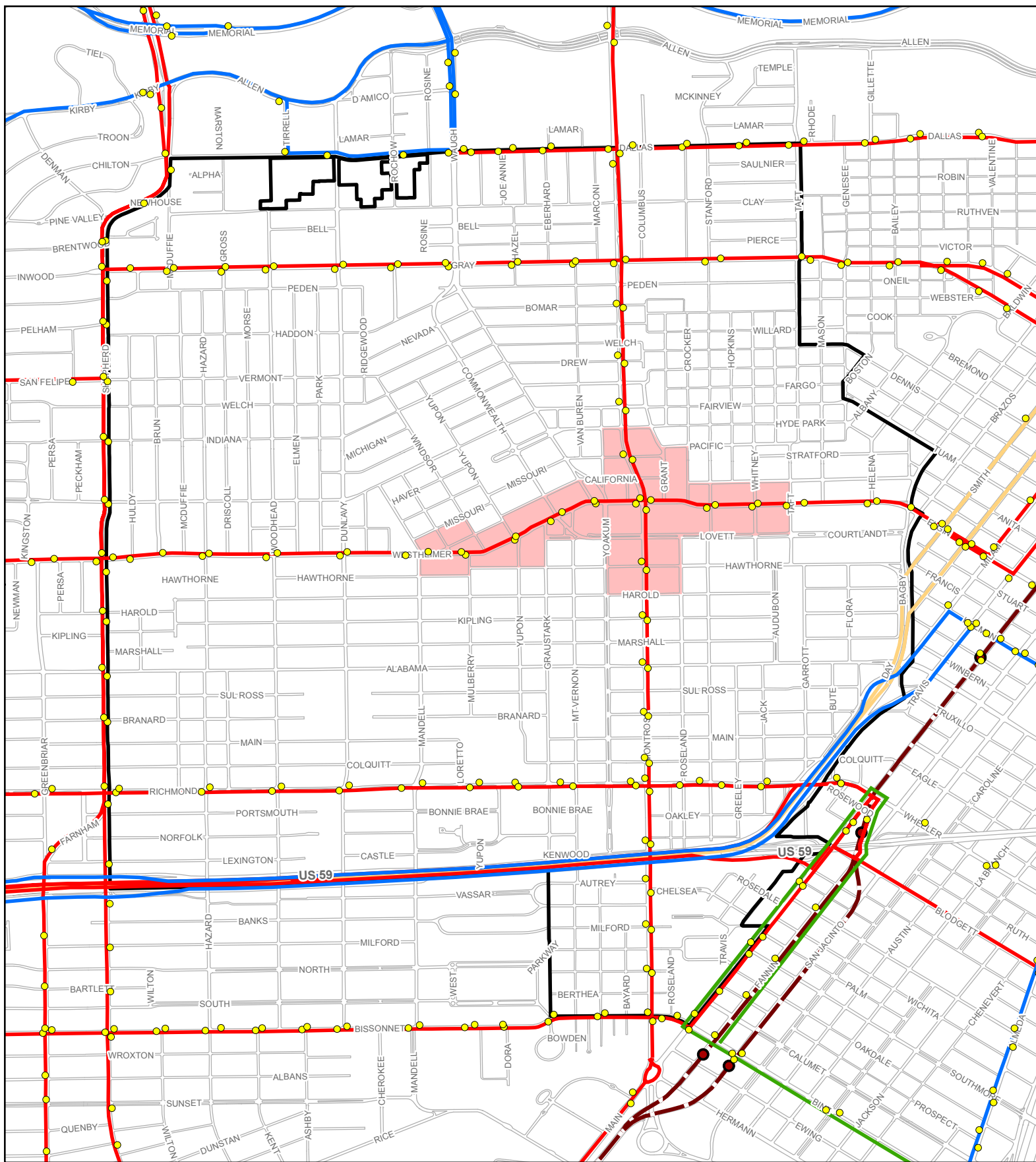
Scale: 1" = 300'-0"

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MONTROSE MANAGEMENT DISTRICT
SPECIAL PARKING AREA

December 18, 2015



MONTROSE MANAGEMENT DISTRICT

FIGURE 5. METRO ROUTES (December 2015)

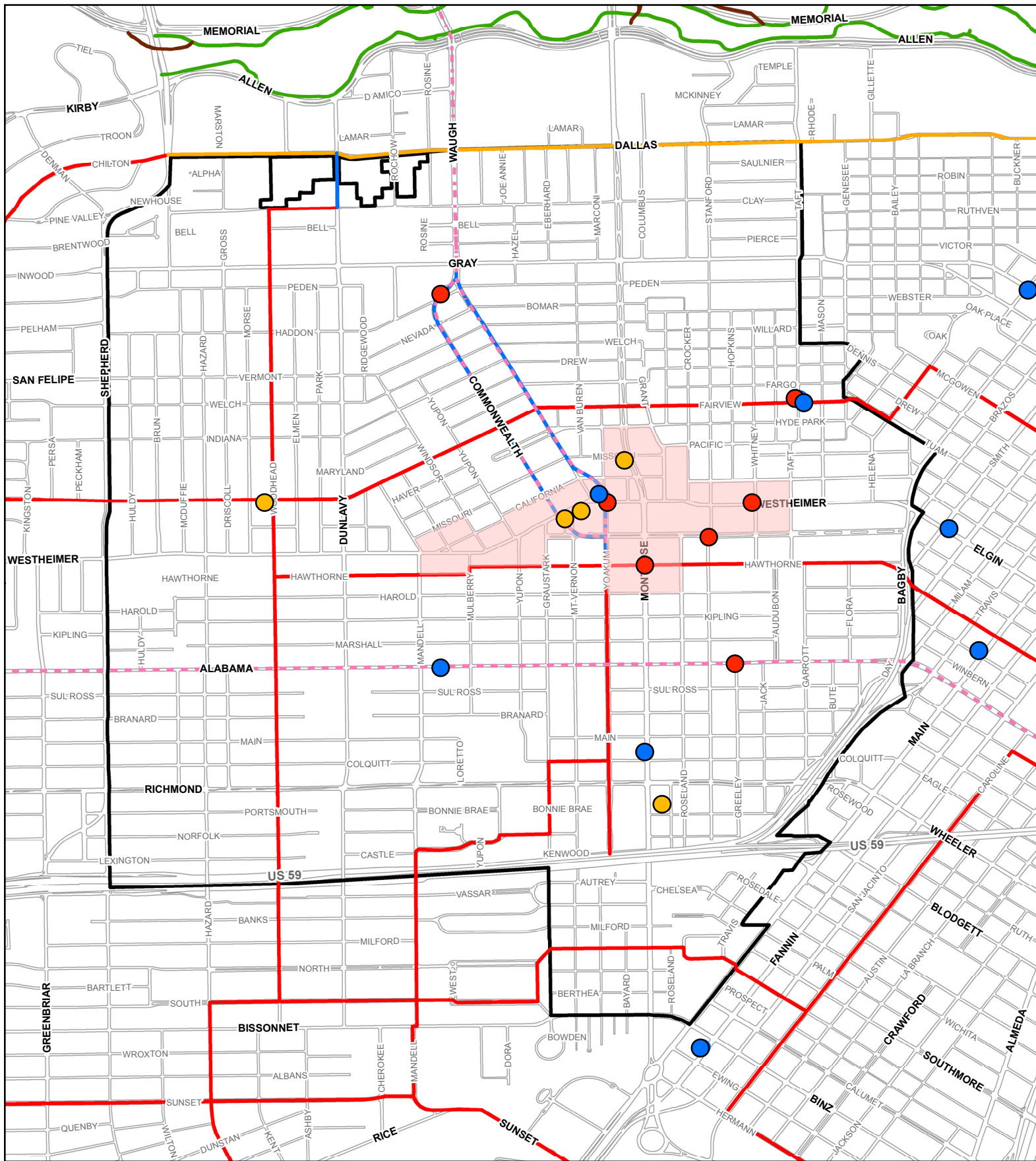
Local Routes

- 10 - 15 minute headway
- 30 minute headway
- 60 minute headway
- Peak Only Service

- METRO Bus Stops
- METRO Rail
- METRO Rail Stations
- Proposed Special Parking Area
- Management District Boundary



WALTER P MOORE



MONTROSE MANAGEMENT DISTRICT

FIGURE 6. BICYCLE INFRASTRUCTURE

- Signed Bike Route
- Signed Shared Roadway
- Bike Lane
- Proposed Special Parking Area
- Shared-Use Path
- Other Paths
- Future On Street
- Management District Boundary
- B-Cycle Locations
- Bike Rack Completed Waiver
- Bike Rack Installed or to be Installed



WALTER P MOORE



Figure 8. Montrose Management District Bike Storage and B-Cycle Station Example

Currently, the application area has limited formal taxi service areas and is generally served by patrons calling individual taxi cab or shuttle service companies. **Figure 3** shows the one designated taxi area located along Mt Vernon south of Westheimer where approximately 6 spaces are available.

Sec. 26-511 Part 5 Subsection (e)

The approximate number of vehicular trips generated by the existing use classifications within the proposed special parking area and the average vehicle occupancy;

The approximate number of vehicular trips generated by the existing use classifications within the proposed Special Parking Area was estimated using standard Institute of Transportation Engineers Trip Generation rates. **Table 3** shows a conservative total of vehicular trips generated within the proposed Montrose SPA with no reductions assumed for shared trips (or one vehicle stopping at multiple locations on the same “trip”).

Table 3. Vehicle Trips Generated within Montrose SPA

(Estimated based on Individual Land Uses with no allowance for reduction based on internal trip capture or one vehicle stopping at multiple locations on same "trip")

General Land Use	ITE Code	Trip Generation Land Use	Size	Unit	Weekday				AM Peak Hour				PM Peak Hour			
					Average Rate	Total	Enter	Exit	Average Rate	Total	Enter	Exit	Average Rate	Total	Enter	Exit
Large Restaurant	931	Quality Restaurant	95,498	square feet	89.95	8,590	4,295	4,295	0.81	77	n/a	n/a	7.49	715	479	236
Take Out Restaurant	933	Fast-Food Restaurant without Drive-through window	12,790	square feet	716.00	9,158	4,579	4,579	43.87	561	337	224	26.15	334	170	164
Neighborhood Restaurant	932	High-Turnover Sit-Down Restaurant	4,000	square feet	127.15	509	255	255	10.81	43	24	19	9.85	39	23	16
Bar	925	Drinking Place	18,951	square feet	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	11.34	215	142	73
Retail	826	Specialty Retail Center	65,982	square feet	44.32	2,924	1,462	1,462	n/a	n/a	n/a	n/a	2.71	179	79	100
Grocery Store	850	Supermarket	42,168	square feet	102.24	4,311	2,156	2,156	3.40	143	89	54	9.48	400	204	196
Beauty Salon/Barber	918	Hair Salon	2,400	square feet	n/a	n/a	n/a	n/a	1.21	3	3	0	1.45	3	1	2
Shopping Center	820	Shopping Center	66,364	square feet	42.70	2,834	1,417	1,417	0.96	64	40	24	3.71	246	118	128
Office	710	General Office Building	19,302	square feet	11.03	213	107	107	1.56	30	26	4	1.49	29	5	24
Clinic	630	Clinic	40,000	square feet	31.45	1,258	629	629	n/a	n/a	n/a	n/a	5.18	207	85	122
Vet Office	640	Animal Hospital/ Veterinary Clinic	2,000	square feet	n/a	n/a	n/a	n/a	4.08	8	6	2	4.72	9	4	5
Health Club/Spa	492	Health/Fitness Club	3,735	square feet	32.93	123	62	62	1.41	5	3	3	3.53	13	7	6
Service Station	945	Gasoline/Service Station with Convenience Market	8	pumps	162.78	1,302	651	651	10.16	81	41	41	13.51	108	54	54
		TOTAL				31,222	15,611	15,611		1,015	567	371		2,497	1,371	1,126

Data from Trip Generation 9th edition

* Where applicable Peak Hour is that of the Adjacent Street, not the Generator

Sec. 26-511 Part 5 Subsection (f)

An analysis of the parking supply and demand within the proposed special parking area, including peak demand hours;

The current program and land use of the Montrose SPA experiences a peak hour demand at 7 PM when the restaurants and the bars peak during both the Weekday and Weekend. **Figure 3** identifies parking supply within the proposed Montrose SPA. Discussion of supply versus demand was presented earlier and focused on individual tracts within the Special Parking Area. The purpose of the supply and demand analysis is to determine the current and future amount of parking spaces in relation to demand. The analysis is a tool used to determine if the number of available parking spaces is adequate to serve a particular land use, given factors such as price of parking and the availability of transit, cycling, and walking. The Montrose SPA has developed and redeveloped over time and has a multitude of governing parking codes as many parcels within the application area are grandfathered. This further complicates the parking situation as many grandfathered parcels are not obligated to provide current required parking spaces.

The Montrose SPA encompasses a dynamic ever-evolving core area within the District. The District anticipates a 25% growth in development and demand within the near future.

Sec. 26-511 Part 5 Subsection (g)

The approximate number of people employed within the proposed special parking area;

According to information gathered by ESRI Business Analyst (2012), there are currently 832 people employed within the Montrose SPA.

The Montrose SPA roughly represents the commercial hub of the Montrose Management District surrounded by residential neighborhoods and other developments. The proximity to Midtown, Downtown, Greenway Plaza, the Texas Medical Center, museums, Upper Kirby, West University, River Oaks, and Uptown contributes to the constant influx of patrons visiting the local bars and restaurants. As the District explores and encourages more office development, the application area will begin to benefit more from shared parking as office parking can be utilized for other purposes during off-peak times for the office.

Sec. 26-511 Part 5 Subsection (h)

The approximate number of people who reside within the proposed special parking area;

According to information gathered by ESRI Business Analyst (2012), there are 459 people residing within the Montrose SPA.

Sec. 26-511 Part 5 Subsection (i)

Proposed and existing mitigation measures designed to prevent spillover parking into adjacent properties and residential neighborhoods; and

Several streets near or within the Montrose SPA require Residential Permits for on-street parking between the hours of 6:00 p.m. and 12:00 a.m.:

- 1600 block of California
- 1700-1800 blocks of Missouri Street(Seeking to extend the hours on Sat / Sun
- 400 Block of Lovett Blvd
- 400/100 Block of Avondale

At the time of the submittal, it is our understanding, the adjacent Super Neighborhood 24 (Neartown/Montrose) has two pending Residential Permits. We have reached out to City of Houston:

- 800 Block of Drew
- 2400 Block of Morgan

Sec. 26-511 Part 5 Subsection (j)

The proposed shared parking plan, alternative parking regulations, and substituted requirements for the number of parking spaces, bicycle spaces, or loading berths, as applicable, for the special parking area with a justification for each; and

SEC. 26-511 PART 6

A map illustrating the boundaries of the proposed special parking area and showing the boundaries of each individual property within the proposed special parking area.

Figure 1 provides a map illustrating the boundaries of the proposed Montrose Special Parking Area (SPA) and the boundaries of each individual property within the proposed special parking area.

In the proposed Montrose SPA, it is requested that **100% of the required off-street parking be allowed to be provided in parking facilities within proposed development's Sector or adjacent Sector.**

As defined above the proposed Special Parking Area will be divided into three Sectors:

- Sector 1: Mandell to Commonwealth (max walking distance approximately 1,685 feet)
- Sector 2: Commonwealth to Crocker (max walking distance approximately 1,400 feet)
- Sector 3: Crocker to Taft (max walking distance approximately 1,300 feet)

The max approximate walking distance within each sector is within or a few hundred feet from the measured maximum walking distance of 1,320 feet defined by the City of Houston's Transit Corridor Ordinance.

By dividing the proposed Special Parking Area into three Sectors it is our plan to allow developments to utilize parking facilities within their respective Sector and adjacent Sector to meet their City of Houston's Code of Ordinances Chapter 26, Section 26-511. That is to say that a development in Sector 1 can utilize available parking facilities with Sector 1 or Sector 2.

Developments within Sector 2 can utilize parking facilities within all three Sectors, but Sector 1 cannot utilize parking facilities with Sector 3 and vice versa. However with an approximate walking distance of 3,000 feet between the two Sectors operationally this makes sense.

Due to the mixed use nature of the proposed Special Parking Area we have further defined the land use classifications with the proposed Special Parking Area to define any specific proposed parking ordinance changes:

- Class 1: Office – utilize parking within its Sector or adjacent Sector
- Class 2: Residential – follow City of Houston’s Code of Ordinance Chapter 26
- Class 3: Healthcare Facilities - utilize parking within its Sector or adjacent Sector
- Class 4: Industrial and Commercial Manufacturing - utilize parking within its Sector or adjacent Sector
- Class 5: Religious and Educational Facilities - utilize parking within its Sector or adjacent Sector
- Class 6: Recreation and Entertainment Facilities - utilize parking within its Sector or adjacent Sector
- Class 7: Food and Beverage - utilize parking within its Sector or adjacent Sector
- Class 8: Retail Services - utilize parking within its Sector or adjacent Sector
- Class 9: Automobiles - follow City of Houston’s Code of Ordinance Chapter 26

This increase in allowable walking distance benefits the evolution of a management plan for the Montrose SPA as it will allow the MMD to:

- Advance conversations already in progress with developers to potentially provide additional parking within the District than their development requirements and share with adjacent or other properties,
- Increase area for centralized parking,
- Increase opportunity for shared parking among land owners,
- Allows for developers to “contribute” to centralized parking rather than providing full parking on site,

- Potential to reduce effective parking ratios,
- Reduce parking spillover into neighborhoods, and
- Maximize use of underdeveloped land within the District.

PLAN IMPLEMENTATION

The Montrose Management District is seeking to increase the allowable walking distances with the proposed boundaries of the Special Parking Area. Specifically the District is requesting that **100% of the required off-street parking be allowed to be provided in parking facilities within proposed development's Sector or adjacent Sector with goal of 1,320 foot maximum walking distance.** The Montrose Management District is prepared to take on the responsibility of implementing the provisions of the proposed parking management plan within the Special Parking Area. The District has taken or will take the following steps to manage the responsibility of implementing the Special Parking Area application guidelines:

- 1) Set-up direct communications with City of Houston's Parking Management Division. This open dialogue will provide notifications from the PMD on changes to on-street parking restrictions and Residential Parking Permit applications within or surrounding the proposed Special Parking Area. This will allow the continuance of the Montrose Management District's desire to protect its surrounding neighborhoods.
- 2) The Montrose Management District has performed an inventory of sidewalks, ramps, signage, and pavement conditions within the Special Parking Area. As the Special Parking Area evolves and centralized parking is realized within the boundaries, the Management District has a tool already in place to strategically focus on improvements within the Special Parking Area. Part of the implementation of the Special Parking Area will be to create a more user and pedestrian friendly area within the Montrose District.
- 3) The Special Parking Area will act as a catalyst for the Montrose Management District to continue their discussions with area developers to encourage additional parking within the boundaries to be utilized for shared parking. As more developers support centralized parking, the District's hope is to see Centralized Garages as a means of alleviating parking

deficiencies within the Special Parking Area. Garages are long term solutions to the current parking issues and act a benefit to both commercial and residential interests.

- 4) Through the Special Parking Area the Montrose Management District looks to expand on its current signage branding efforts. The Montrose Management District is currently in final stages of adding signature signage and lighting throughout the District. This wayfinding would be expanded within the Special Parking Area to identify areas of centralized parking.
- 5) The Special Parking Area would empower the Montrose Management District to manage or facilitate parking within the Special Parking Area boundaries. The Management District would contract with a provider such as Walter P Moore to facilitate, manage and control parking counts/shared parking spaces within the Special Parking Area.
- 6) The Montrose Management District will submit a review of the parking management plan to the City of Houston Planning Commission every two years after the designation of the Special Parking Area. This will ensure that all concerned and stakeholders are up-to-date on the activities within the Special Parking Area. This review will keep the plan fluid and flexible as the Montrose area continues to evolve.

The MMD plans to utilize the Special Parking Area designation as a tool for organizing and developing parking solutions to further develop the District while being mindful of neighboring land uses. The District has developed milestones to track and measure the Special Parking Area's goals and objectives. The milestone timeline begins upon approval of Montrose SPA application by City of Houston Planning Commission and City Council:

- Confirm Parking supply with the SPA
 - Goal: two months
- Engage the surrounding Home Owner's Associations in regards to the SPA's role in the Residential Permit process
 - Goal: one month
- Customer satisfaction surveys – annually, will focus in terms of experience, location of parking, availability, walking distance, wayfinding
 - Goal: one year

- Implementation: metric of walking distance (remain within Sectors or maximum of 1,320 feet)
- Gather information on inventory of Shared Parking Agreements within the SPA and begin tracking
 - Goal: one year
- Gather information on inventory of Valet Parking Operations within the SPA
 - Goal: two months
- Gather information on inventory of Parking Rates within the SPA
 - Goal: one month
- Continue conversation with inventory owners and Developers about Shared Parking leveraging SPA as a tool
 - Goal: on-going
- Community Meeting to discuss SPA with area Community Organization, stakeholders, residents
 - Goal: six months
- Reconfirm and enhance Walter P Moore's audit of infrastructure within the SPA (roadways, sidewalks)
 - Goal: within one year
- Develop a bikeway/pedestrian plan for the SPA, leverage the COH bike plan as a baseline. Personalize it for the SPA
 - Goal: within one year
- Investigate alternative modes of transportation within the SPA (jitney, electronic taxi, rickshaw)
 - Goal: two years
- SPA specific wayfinding / navigation system (signage, app, parking, District information)
 - Goal: within two years
- Mobility improvements CIP vehicles/peds plan program
 - Goal: within one year
- Coordinate with developers and potential investors to add parking capacity within the SPA
 - Goal: begin within three months

- Coordinate centralized valet development (starter program) within the SPA with potential investors
 - Goal: within two years
- Coordinate centralized Shared Parking within SPA (starter program)
 - Goal: within two years
- Developing a District/SPA Owned Garage
 - Goal: within 10 years
- Obtain sufficient parking within District to meet code (bringing grandfathered lots up to current parking codes)
 - Goal: within 10 years
- Obtain sufficient parking within District to meet market demand through a SPA wide shared use concept plan (shared parking, valet, alternative transportation)
 - Goal: within 15 years

The District understands that upon not submitting a review for the parking management plan within three years of the designation of the Special Parking Area or the last review for the parking management plan, the provisions of the parking management plan shall not apply within the Special Parking Area and the building official shall issue a building permit or a certificate of occupancy for buildings or tracts that comply with the provisions of this article without reference to the parking management plan.

TAB ONE

Property Owners within the Montrose Special Parking Area

TAB TWO

Property Owners within 500 feet of the Montrose Special Parking Area Boundary