July 2014

MUSEUM DISTRICT
Neighborhood Parking Plan

Neighborhood District Parking Management Plans

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OVERVIEW

- Neighborhood District Parking Management Plans
  - ★ This presentation provides an overview of a new City of Houston Parking Management Program initiative to engage with local neighborhoods in the development of district specific parking management solutions

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OVERVIEW

- Primary Program Goals:
  - ★ Work directly with the local communities to help them achieve their larger neighborhood district goals through the development and implementation of district specific parking management programs and parking/transportation related strategies
  - ★ This is a new service offered by Houston Parking Management (HPM) to enhance communications, coordination and to expand parking related services to assist in neighborhood district planning from a parking and access management perspective

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PROCESS NOTES

- This process is voluntary on the part of the neighborhood districts
- This initiative is an outcome of the first phase of the HPM Parking Strategic Management Plan
- The initial process involves a multi-level current conditions assessment and will identify key district and mobility management issues

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PROCESS OVERVIEW

- Following the initial community assessment, a series of public meetings and community forums will be used to develop specific community action plans for each neighborhood district

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CURRENT CONDITIONS ASSESSMENT

- Defining Neighborhood Context
  - ★ Area Boundaries
  - ★ Neighborhood History Profile
  - ★ Community Characteristics
    - Land Use Profile
    - Educational Institutions Profile
    - Demographic Profile
    - Political Profile
    - Economic Profile
  - ★ Access and Mobility Profile
    - Summary of Community Parking and Transportation Resources

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CURRENT CONDITIONS ASSESSMENT

- Current Conditions Overview
  - ★ Governance structure
  - ★ Recent or current planning initiatives
  - ★ Active community projects
  - ★ Larger community projects and neighborhood impacts
- Neighborhood Parking Resources and Market Conditions
  - ★ General scan of public and private parking resources
  - ★ Overview of parking and transportation market dynamics
- Economic Development Initiatives
  - ★ Active economic development initiatives
  - ★ Review of tools and available incentives
  - ★ Review of active city and community projects

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COMMUNITY VALUES AND GOALS

- Community Values and Goals
  - ★ Neighborhood Master Plan / Strategic Plan
    - Core values
    - Guiding principles
    - Priority action items
    - Neighborhood brand identity and marketing initiatives
  - ★ Historical, Cultural, Religious, Social Values
    - Creative class culture
    - Entertainment and nightlife
    - Cultural institutions/programs
    - Religious institutions/programs

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KEY ISSUES & RESOURCES

- Key Issues Identification
  - ★ Neighborhood Master Plan / Strategic Plan
    - Priority action items
  - ★ Community Action Plans
    - Action items from other initiatives

- Funding Tools, Resources and Potential Partner Organizations
  - ★ Parking Revenues?
  - ★ Tax Increment Financing?
  - ★ Business Improvement Districts?
  - ★ Community Development Corporations?
  - ★ Others?

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PARKING & MOBILITY MANAGEMENT

- Parking and Mobility Management Specific Issues
  - ★ On-Street Parking
    - Turnover Management
    - Pricing
    - Enforcement
    - Permitting
  - ★ Off-Street Parking
    - Supply Overview
    - Accessibility (ADA)
    - Shared Use Strategies
  - ★ Valet Ordinances
  - ★ Events Management
  - ★ Parking Planning
    - Supply/Demand Assessment
    - Infrastructure Financing
    - Design Guidelines

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PARKING & MOBILITY MANAGEMENT

- Parking and Mobility Management Specific Issues (Continued)

★ Parking & Economic Development
- Public/Private Partnerships
- Collaboration with Transit Agencies

★ Urban Planning Initiatives
- Walkability
- Context Sensitive Design
- Mixed-Use Development
- Transit Oriented Development
- Public Space Development and Management
- Complete Streets

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PARKING & MOBILITY MANAGEMENT

- Parking and Mobility Management Specific Issues (Continued)
  - ★ Multi-Modal Issues
    - Transit
    - Light Rail
    - Bus Rapid Transit
    - Transportation Demand Management (TDM)
    - Mode Split Goals
  - ★ Legal & Regulatory Issues
    - City Ordinances
    - Local Ordinances

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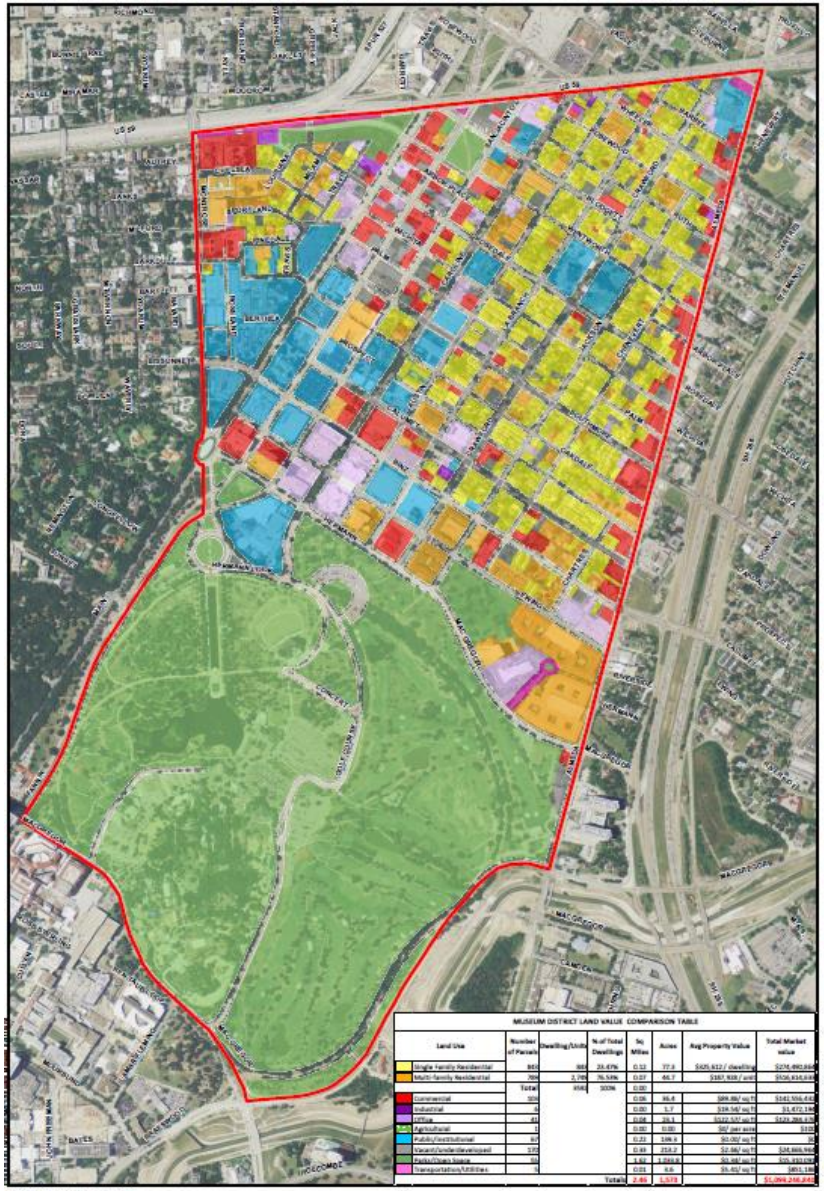

MUSEUM DISTRICT

PRELIMINARY NEIGHBORHOOD CONTEXT RESEARCH

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AREA CHARACTERISTICS

- Museum Park is a vibrant, cosmopolitan corridor between Downtown and the Medical Center with a rich history and a healthy mix of residences, businesses, cultural destinations, educational institutions, green space, retail and restaurants which all enhance and support each other.

- 5 Churches
- 17 Museums
- 3,100 Houses
- 8 – 12 Million Visitors per Year

(Source: RiceDesignAlliance.org)

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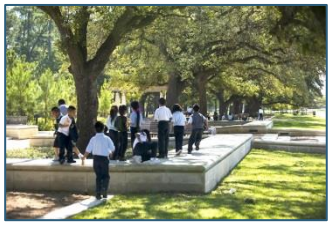
AREA CHARACTERISTICS

- Dominated by parks and open space
  - ★ Total area: 1,573 acres / 2.46 miles
  - ★ Includes: Hermann Park, Houston, Zoo, the Miller Outdoor Theater, 19 world-class museums.
  - ★ Parks and open space cover 1,027 acres or 65% of the study area.

- Residential area components:
  - ★ 122 acres
  - ★ 8% of the study area
  - ★ 843 single-family dwelling units
  - ★ 2,749 multi-family dwelling units



(Source: Harris County Appraisal District (HCAD))

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AREA CHARACTERISTICS

- Commercial area components:
  - ★ 1,209,177 sf commercial space
  - ★ 30,212 sf industrial space
  - ★ 1,746,136 sf office space
  - ★ 158,503 sf public institutional organization space
  - ★ 192 acres or 12% of the study area

(Source: Harris County Appraisal District (HCAD))

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AREA DESCRIPTION

- Urban neighborhood with a regular street grid bounded by designated major thoroughfares in 250 foot grids.
- The non-deed restricted neighborhood has been redeveloping over the last ten (10) years to higher density infill single-family detached and attached housing.
- There are several single-family houses that have been converted to four, six and eight-plex units.
- The Houston Museum District began as a grassroots community movement in 1977 led by Alexandra R. Marshall whose concept was to create a pedestrian-friendly district with the Museum of Fine Arts, Houston (MFAH) as its core.

(Source: Harris County Appraisal District (HCAD))

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AREA DESCRIPTION

- The Museum District Development Association of Houston proposed a multi-phase plan to beautify and make the area more pedestrian-friendly located between Allen Parkway, Buffalo Bayou and Hermann Park.

- Recent efforts have included:
  - ★ Community improvement projects
  - ★ Tree planting
  - ★ Sidewalk planning, construction and expansion
  - ★ Esplanade design, development and beautification
  - ★ Establishment of public transportation to and from the area
  - ★ Police/enhanced security support and various cultural events

(Source: Harris County Appraisal District (HCAD))

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AREA DESCRIPTION

- What is most unique about this area are the major land uses within the study area and the impact on the neighborhoods from these and adjacent land uses.
  - ★ Educational facilities
  - ★ Beautiful museums
  - ★ Parks and golf courses
  - ★ Hotels, shopping and dining
  - ★ (Oh and a few parking and traffic issues)

- The study area is adjacent to the:
  - ★ Texas Medical Center (TMC) and
  - ★ Rice University.

(Source: Harris County Appraisal District (HCAD))

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ADJACENT AREAS - TMC

- Texas Medical Center, the largest medical complex in the world, with 52 member institutions and annual patient visits estimated at 7.2 million per year
- The TMC campus covers 1,345 acres and includes over 45.8 million square feet of buildings
- The TMC population:
  - ★ 106,000 employees
  - ★ 35,700 physicians, nurses, researches, volunteers
  - ★ 49,000 life science students
  - ★ 17,500 faculty
  - ★ 7,000 patient beds
  - ★ 16,000 international patient visits

(Source: Knudson Associates)

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MUSUEM DISTRICT STATISTICS

- This study area is located within the City of Houston's Museum Park Super Neighborhood (SN) #66 and within the defined boundary there are several smaller neighborhoods including Southmore, Colby Court and Rosewood.
- SN #66 demographics and income profile are shown below from 2000 to 2014 indicates the median income is increasing as well as the population. Over 900 households are making more than $74,999 per year.

Summary	2000	2009	2014	Annual Rate
Population	3,656	4,625	5,147	2.16%
Households	1,573	2,051	2,318	2.48%
Families	676	833	914	1.87%
Average Household Size	2.02	2.00	1.99	
Owner-occupied	387	520	630	
Renter-occupied	1,186	1,531	1,689	
Median Age	36.1	38.1	38.3	

(Source: http://www.houstontx.gov/superneighborhoods/SN_Demog_2009-2014/66_MuseumPark.pdf)

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MUSEUM PARK SUPER NEIGHBORHOOD SUPER NEIGHBORHOOD #66

Households by Income	2000		2009		2014	
	Number	%	Number	%	Number	%
< $15,000	327	20.9%	282	13.8%	295	12.7%
$15,000 - $24,999	224	14.3%	248	12.1%	280	12.1%
$25,000 - $34,999	173	11.0%	222	10.8%	219	9.4%
$40,000 - $49,999	213	13.6%	191	9.3%	186	8.0%
$50,000 - $74,999	188	12.0%	403	19.7%	565	24.4%
$75,000 - $99,999	127	8.1%	232	11.3%	266	11.5%
$100,000 - $149,999	171	10.9%	225	11.0%	223	9.6%
$150,000 - $199,999	57	3.6%	108	5.3%	121	5.2%
$200,000 +	87	5.6%	139	6.8%	163	7.0%
Median Household Income	$30,245		$53,627		$58,675	
Average Household Income	$65,506		$79,534		$83,310	
Per Capita Income	$28,689		$36,835		$39,129	

(Source: http://www.houstontx.gov/superneighborhoods/SN_Demog_2009-2014/66_MuseumPark.pdf)

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MUSEUM PARK SUPER NEIGHBORHOOD SUPER NEIGHBORHOOD #66

Population by Age	2000		2009		2014	
	Number	%	Number	%	Number	%
0 - 4	212	5.8%	272	5.9%	305	5.9%
5 -14	351	9.6%	348	7.5%	386	7.5%
15 - 19	149	4.1%	194	4.2%	170	3.3%
20 - 24	270	7.4%	352	7.6%	400	7.8%
25 - 34	792	21.7%	952	20.6%	1,104	21.4%
35 - 44	542	14.8%	625	13.5%	646	12.6%
45 - 54	551	15.1%	718	15.5%	747	14.5%
55 - 64	344	9.4%	587	12.7%	694	13.5%
65 - 74	247	6.8%	318	6.9%	413	8.0%
75 - 84	147	4.0%	183	4.0%	197	3.8%
85+	52	1.4%	74	1.6%	85	1.7%

Race and Ethnicity	2000		2009		2014	
	Number	%	Number	%	Number	%
White (non-Hispanic)	1,136	33.6%	1,094	23.7%	1,051	22.8%
African Am (non-Hispanic)	1,669	46.1%	2,200	47.6%	2,200	48.2%
Am Indian (non-Hispanic)	9	0.2%	10	0.2%	10	0.2%
Asian (non-Hispanic)	83	2.3%	123	2.7%	123	2.9%
Pacific Islander (non-Hispanic)	2	0.1%	3	0.1%	3	0.1%
Other Race (non-Hispanic)	0	0.0%	0	0.0%	0	0.0%
2+ Races (non-Hispanic)	52	1.4%	64	1.4%	64	1.4%
Hispanic	705	19.3%	1,131	24.5%	1,413	27.5%

(Source: http://www.houstontx.gov/superneighborhoods/SN_Demog_2009-2014/66_MuseumPark.pdf)

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KEY ISSUES & COMMUNITY RESOURCES

- A review of the mission and goals as they relate to this study provides insight into how the parking solutions could work with SN on achieving mutual goals related to key issues.
- Key Issues
  - ★ Creating a “sense of place”
  - ★ Connectivity
  - ★ Signage
  - ★ Lighting
  - ★ Benches
  - ★ Walkability
- Parking Solutions should be:
  - ★ Strategic
  - ★ Multi-Use
  - ★ Fit within the residential character
  - ★ Safe and well-landscaped

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DEVELOPMENT ISSUES

- The City of Houston's standards for detention mitigate impacts to surrounding areas for drainage.
- The new programs that have been implemented in the last two (2) years also provide funding for the storm water improvements that have not been previously funded by the General Fund of the City.
- As new density is created, there are opportunities to employ Low Impact Development (LID) standards to improve drainage improvements for the area. The streets and esplanades could be modified to provide for a green solution for the area.

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DEVELOPMENT ISSUES

- A key issue for the area is that major land uses within and adjacent to the study area generate both daytime and evening traffic.
- Until recently, no single plan that evaluated all adjacent land uses and coordinated access which may provide some relief on the traffic side, but still requires the parking strategies analysis for the solutions.
- The lack of and cost of available land for traditional garage designs to serve areas is cost prohibited in many cases.

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DEVELOPMENT ISSUES

- The SN turned to the RDA to help it develop a strategy to create a more cohesive setting with safe, easy access for pedestrians, signage to guide people to destinations and a decrease in traffic congestion.
- In 2012, the Rice Design Alliance (RDA), held a charrette to create a master plan for the SN's community utilizing a "plan competition approach".

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"EnLIVEn" PROGRAM RECOMMENDATIONS

- The winning team's plan, "EnLIVEn," suggests the following improvements:
  - ★ Widening the north/south streets in the neighborhood
  - ★ Enhancing them:
    - Green spaces
    - Bike lanes
    - Bright intersections
    - Boutique eateries and
    - Public parking

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"EnLIVEn" PROBLEM STATEMENT

- Designed as a beautiful residential area capped by a major City park, the institutional density has drawn more people, traffic, and vehicles than the existing neighborhood streets, sidewalks, and parking resources can manage.

- To achieve the best environment and better manage this growth, a master plan is needed to refine the 30+ medians, improve the streetscapes, calm traffic and ease the ever growing pedestrian/auto conflicts, while working collaboratively with all other projects in the area.

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"EnLIVEn" VISION

- The Museum District Community spent many hours framing its vision for the future of Museum District.
- The outcome of these efforts clearly states a desire to encourage and retain an urban character with an increased emphasis on people-friendly paths and places that connect Museum Park.
- Key Themes include:

  - ★ **Community – "One Community – One Place"**
  - ★ **Automobiles – "A Destination, not a cut-through"**
  - ★ **Pedestrian – "A safe and pleasant public environment"**
  - ★ **Mixed Use – "Vibrant & Culturally Distinctive"**
  - ★ **Finishing Touches – "Extra Touches providing a significant impact"**

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"EnLIVEn" PROGRAM ELEMENTS

- Create a master plan for unifying various elements in Museum District Neighborhood, including museums, institutions, streetscapes and Hermann Park including:
    1. Pedestrian realm
    2. Bike realm
    3. Vehicle/Bus/Commercial realm
    4. Graphics and Signage
    5. Sustainable Landscaping
- Innovation was encouraged, but materials, textures and sustainable technologies must stand the test of time with low maintenance, and low energy and water consumption.
- Create a multi-use, outdoor space for neighbors and visitors, alike, to gather or utilize for functions (i.e. Farmers Market, gatherings, public forums, etc.)

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"EnLIVEn" PROGRAM RECOMMENDATIONS

- Their proposal was to use the north/south axis streets that connect the neighborhood to Hermann Park as ways to make the area alive to the city.
- "The east/west axis streets will focus on the people that live in the neighborhood.
- The east/west streets would feature community gardens, green spaces, small eateries, meeting places and access to everyday amenities.
- The plan recommended more retail development on Almeda Road where a grocery store is suggested and Fannin Street.
- The plan also calls for wheelchair-accessible sidewalks on all of the streets.

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"EnLIVEn" PROGRAM RECOMMENDATIONS

Wayfinding and Parking

- To further enhance pedestrian safety, the team suggested more streetlights and a color-coded signage system that identifies residential, transportation and commercial areas for drivers.
- Another possibility would be raised road surfaces at four-way stops, similar to speed bumps, to protect pedestrians by slowing traffic.
- To improve parking, the plan called for eliminating traffic lanes on some streets and replacing them with on-street parking.

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PARKING & MOBILITY MANAGEMENT ISSUES

- During neighborhood meeting, the neighbors pointed out many issues that involved parking and traffic.
  - ★ Caroline Street is often congested with Houston Museum of Natural Science (HMNS), Zoo, Hermann Park traffic, parked cars that emergency access is often blocked or delayed.
  - ★ TMC employees frequently park along Caroline Street and other “free” streets within the SN to ride their bicycle or the light rail into TMC eliminating parking for residents.

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PARKING & MOBILITY MANAGEMENT ISSUES

- Parking and Traffic Issues (continued)

  - ★ A lot of the on-street parking impedes city services such as trash pick-up, mail delivery, etc.

  - ★ Southmore Boulevard traffic is very heavy and travels above the speed limit causing dangerous conditions for on-street parkers and pedestrians.

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PARKING & MOBILITY MANAGEMENT ISSUES

- The primary goals and objectives identified by area stakeholders in previous planning efforts included:

  - ★ Information-based Decision Making. Although there are many belief about the parking problems in the area and possible solutions, the parking plan and implementation strategy should be based on real data and defensible analysis.

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PARKING & MOBILITY MANAGEMENT ISSUES

- The primary Goals and Objectives (continued)
  - ★ Value Driven Solutions. How parking is provided for and managed within the area is inextricably linked to the stakeholders' values related to area land use, growth and character. The parking plan and implementation strategy should reflect those values.
  - ★ Meaningful Collaboration. The planning process must be collaborative and fully engage stakeholders at each phase of the planning process and provide meaningful improvements to their parking needs in the area.

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SUMMARY & PROGRAM GOALS

- The overall goals of this program initiative include:
  - ★ Leverage the parking management expertise in the HPM program for the benefit of City of Houston neighborhood communities
  - ★ Improve communications and collaboration relative to community parking and access management issues

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SUMMARY & PROGRAM GOALS

- ★ Leverage the potential for parking infrastructure investment to stimulate and enhance local community and economic development initiatives

- ★ Provide community education related to parking management services and industry best practices

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SUMMARY & PROGRAM GOALS

- ★ Promote smart parking and access management strategies, including sustainable parking and transportation solutions

- ★ Create a model program in which HPM is an engaged, responsive and resourceful partner in assisting neighborhood districts achieve their larger community goals.

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PROJECT SCHEDULE

- Community Background Assessment
  - ★ Initial Review Completed
- Initial Community Meeting
  - ★ This Trip
- Community Feedback Assessment
  - ★ August 2014
- Preliminary Recommendations Development
  - ★ September 2014
- Follow-Up Community Meeting – Presentation of Preliminary Recommendations
  - ★ October 2014

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A SHORT BREAK AND TIME FOR QUESTIONS BEFORE THE BREAK-OUT SESSIONS

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BREAK OUT GROUP PROCESS

- Break up into groups of 4 – 6
- Each group will have a moderator
- The goal is for each person to have an opportunity to contribute
- Each group will answer a simple set of questions
- The group moderator will summarize the group's discussion
- Larger group discussion

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BREAK OUT GROUP QUESTIONS

- What interests do you represent?
  - ★ Resident
  - ★ University
  - ★ Retailer/Business Owner, etc.
  - ★ Property Owner, etc.
- What are the top three parking or mobility management issues confronting the Museum District area?
- The single most important issue to be addressed is _____.

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THANK YOU!

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