

# REIMAGINE LONG POINT

## FINAL REPORT

SPRING BRANCH LIVABLE CENTERS STUDY  
2018



swa



DHK DEVELOPMENT, INC.

BLACK SHEEP



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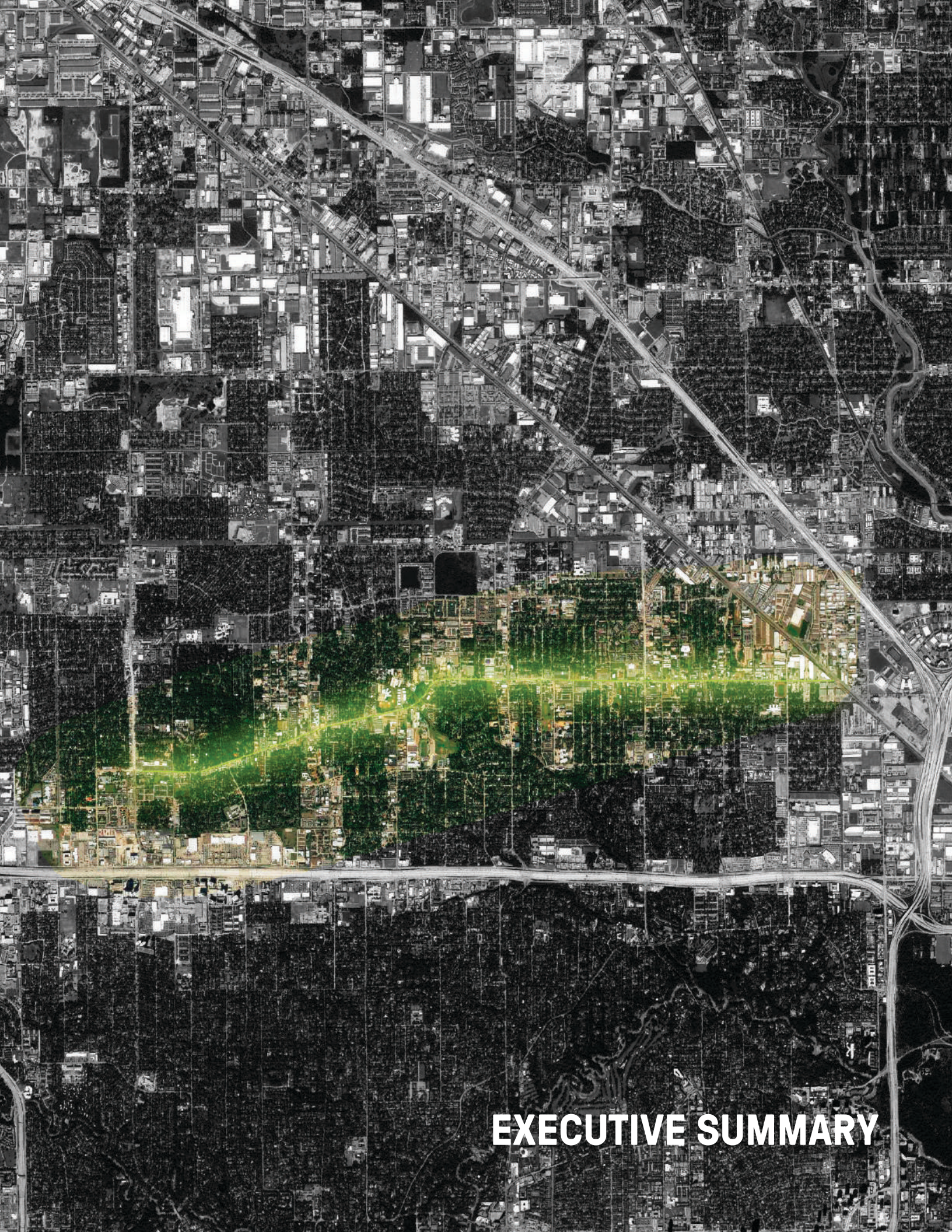
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# EXECUTIVE SUMMARY



## “REIMAGINE LONG POINT” - MAKING YOUR NEIGHBORHOOD A LIVABLE CENTER

The Livable Centers Program is funded through the Houston-Galveston Area Council (H-GAC) with the end client/primary implementer as the Spring Branch Management District. The goal is to propose implementable ideas that create or further enhance communities people perceive as safe, convenient and desirable, while addressing projected growth for the Houston-Galveston Region. Primary points of consideration which compose a “livable” center include:

- **Increase in options for alternative modes of transportation**
- **Improved environmental quality**
- **Stronger sense of community**
- **Continued economic development**

The subject of this Livable Centers Study is the Long Point corridor in Spring Branch between Conrad Sauer Drive to the west and Hempstead Road to the east. The Reimagine Long Point Livable Center Study was identified as one of four major action items in the Spring Branch Comprehensive Plan, completed in 2015. Other major action items include Flood Damage Reduction, a trail within the east-west CenterPoint easement that spans the District, and Neighborhood Stabilization and Identity.

Over the course of September 2017 to June 2018 a team of planning and design consultants led by SWA and composed of TEI (Traffic Engineers Inc.), DHK Development and The Black Sheep Agency conducted a Needs Assessment analysis and developed a Conceptual Plan and Implementation Plan for specific recommendations, all with guidance by stakeholders and the Spring Branch community.

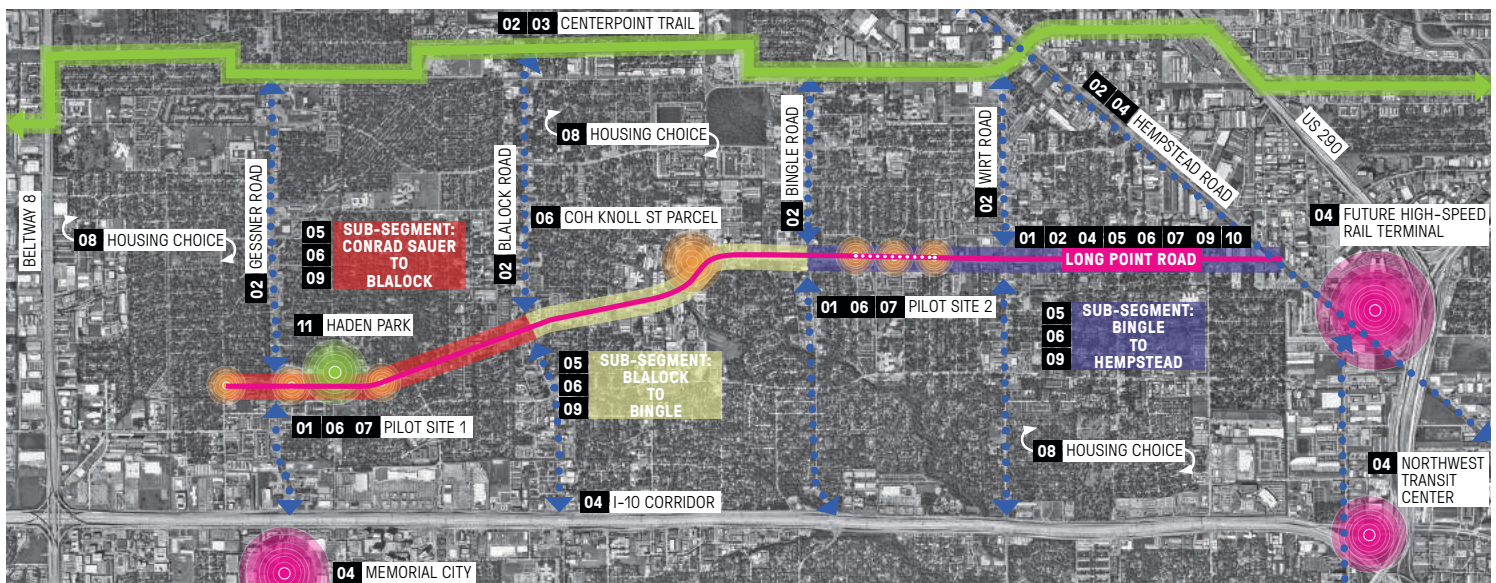
A robust public engagement process yielded a set of implementable ideas that were both thoroughly vetted and received broad support. This public engagement process consisted of three major streams

(the public engagement strategy is further detailed in the Public Engagement Appendix):

- **Stakeholder Meetings:** Monthly meetings (open to the public and advertised on the SBMD website) at the Spring Branch Management District office with the primary stakeholder group comprised of the SBMD Comprehensive Plan Committee (which is composed of business owners in the District), representatives of H-GAC, the City of Houston Planning and Development Department and interested members of the public.
- **Public Outreach:** This consisted of three major public events as well as online surveys and ongoing email and social media engagement.
- **Small Group Meetings:** These were targeted meetings between members of the consultant team and individual property and/or business owners and others with special interests in Long Point, to identify concerns and opportunities in parallel to the public events.

A number of goals for the Study were developed early in the process through community input. They are as follows:

1. **Promote a healthy urban lifestyle by easing access to recreation and cultural education opportunities.**
2. **Ensure the community is actively involved in shaping the future of its neighborhood.**
3. **Promote environmental resiliency in the design of urban systems.**
4. **Prioritize environmental comfort in the experience of and movement through the area.**



SUMMARY MAP OF STUDY RECOMMENDATIONS



5. **Design for ecological benefits in the urban natural systems.**
6. **Promote a diversity of housing choices in the area.**
7. **Support transportation choices with infrastructure that provides easy access to alternatives to driving.**
8. **Promote local and authentic businesses in the area by supporting their commercial endeavors.**
9. **Support the regional significance of the area as a visitor's destination while preserving the scale and intimacy of local living.**

The organizing elements for the Conceptual Plan framework include five subject areas:

- Transportation,
- Economic Development,
- Housing Choice,
- Placemaking/Branding/Wayfinding,
- Sustainability/Open Space;

Three scales of sites to which particular project recommendations apply:

- Neighborhood,
- Corridors,
- and Nodes;

and six livability principles as defined by U.S. Department of Housing and Urban Development, Environmental Protection Agency, and Department of Transportation. Each component of the plan fits within this framework as well as reflects the specific goals of the Study. The eleven Conceptual Plan Recommendations were ranked by the community and endorsed as future projects that could enhance the character of Long Point and contribute to general livability of the Spring Branch area.

## CAPITAL IMPROVEMENT PLAN (CIP) RECOMMENDATIONS

### 01 MOBILITY PILOT

Collaborate with the City of Houston Public Works & Engineering (PW&E), local businesses and other partners to implement the temporary installation of a modified street section on Long Point from four to three lanes in one or more locations for a period of approximately six months to test the modified street configuration.

### 02 LOCAL MOBILITY

Collaborate with the City of Houston PW&E and other partners to implement Houston Bike Plan in Spring Branch with priority given to connectivity between Long Point and the CenterPoint Trail along north-south and east-west corridors.

### 03 CENTERPOINT TRAIL

Collaborate with CenterPoint, Houston Parks Board, Harris County (Precincts 3 and 4), City of Houston PW&E, Bike Houston and other partners to implement the significant, uncompleted portions of the CenterPoint Trail that ultimately connects Spring Branch to the Energy Corridor and Westchase Districts to the west and the White Oak Bayou Greenway Corridor to the east.

### 04 CONNECTING DEVELOPING HUBS

Collaborate and advocate for coordinated planning and general economic development associated with TOD opportunities from private and public investment including the High Speed Rail and Northwest Transit Center

hubs to optimize public improvements, private development and local job creation. Key partners include Texas Central, METRO, Uptown, City of Houston PW&E, and property owners.

### 05 BRANDING AND IDENTITY

Build on and extend the work of the Capital Improvement Project #07 Landscape Pilot project following its successful completion to incorporate Tier Two and Tier Three streetscape improvements, including sidewalks, street trees, transit shelters, street lights, pedestrian lights, and signage on Long Point. These new installations are likely to be node-based and occur where other, private improvements are underway or completed and exhibit a development density / clusters consistent with and supportive of neighborhood-oriented destinations.

### 06 LONG POINT ART PROGRAM

Inaugurate a rotating art program on Long Point using public and private property for temporary installations by local artists.

### 07 STREETScape PILOT

Collaborate with the City of Houston PW&E, private property owners and tenants, and other partners to implement a temporary, small scale installation of a prototypical streetscape in the same location(s) and in conjunction with the Mobility Pilot. This CIP will deploy at least Tier 1 streetscape elements including street trees, pedestrian lights, bike racks and benches and possibly some Tier 2 elements consisting of a prototypical custom bus shelter for a period of approximately six months, or longer.

### 08 HOUSING CHOICE

Collaborate with housing advocates and the City of Houston to expand housing choice in Spring Branch for a wide spectrum of the population, both renter and owners. Promote the development of senior housing and the preservation of existing housing stock in older neighborhoods.

### 09 MARKETING AND COMMUNICATION

Provide regular and consistent promotion and programming for the Reimagine Long Point initiative to build awareness and identity, support local businesses both existing and new and to generally grow the economic development of the area.

### 10 LONG POINT CHARACTER STANDARDS

Collaborate with the City of Houston P&D, local property owners and businesses to codify discretionary character standards for the Long Point area based on the recommendations for this CIP element.

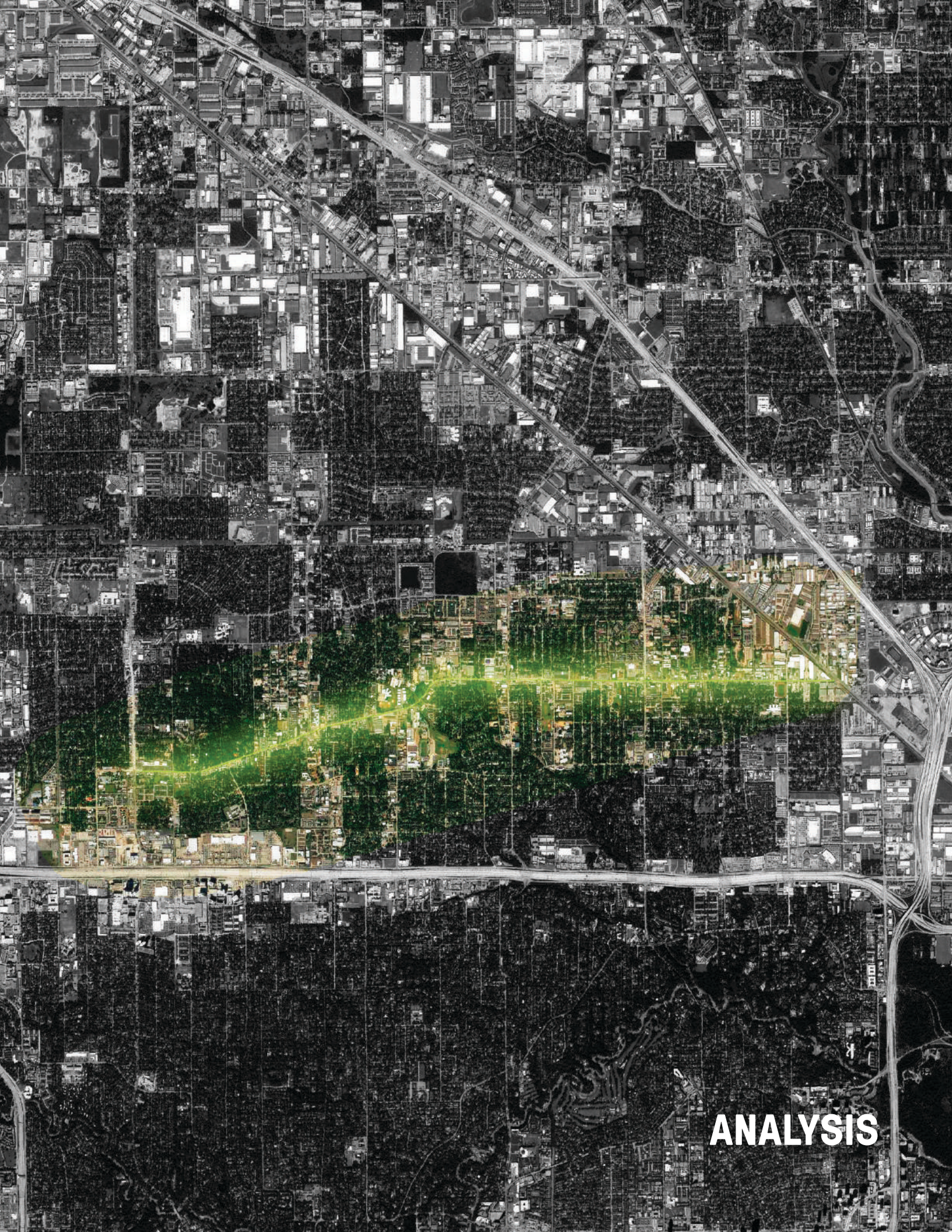
### 11 HADEN PARK

Collaborate with COH HPARD and the Spring Branch Community to launch the phased improvements to Haden Park based on the adoption of the Haden Park Master Plan.

This Study's recommendations seek to clearly articulate the Spring Branch community's vision and its component projects in order to help leverage the investments in the area by SBMD and partners. Partnerships and funding sources are explored in the Implementation Plan section of this report.

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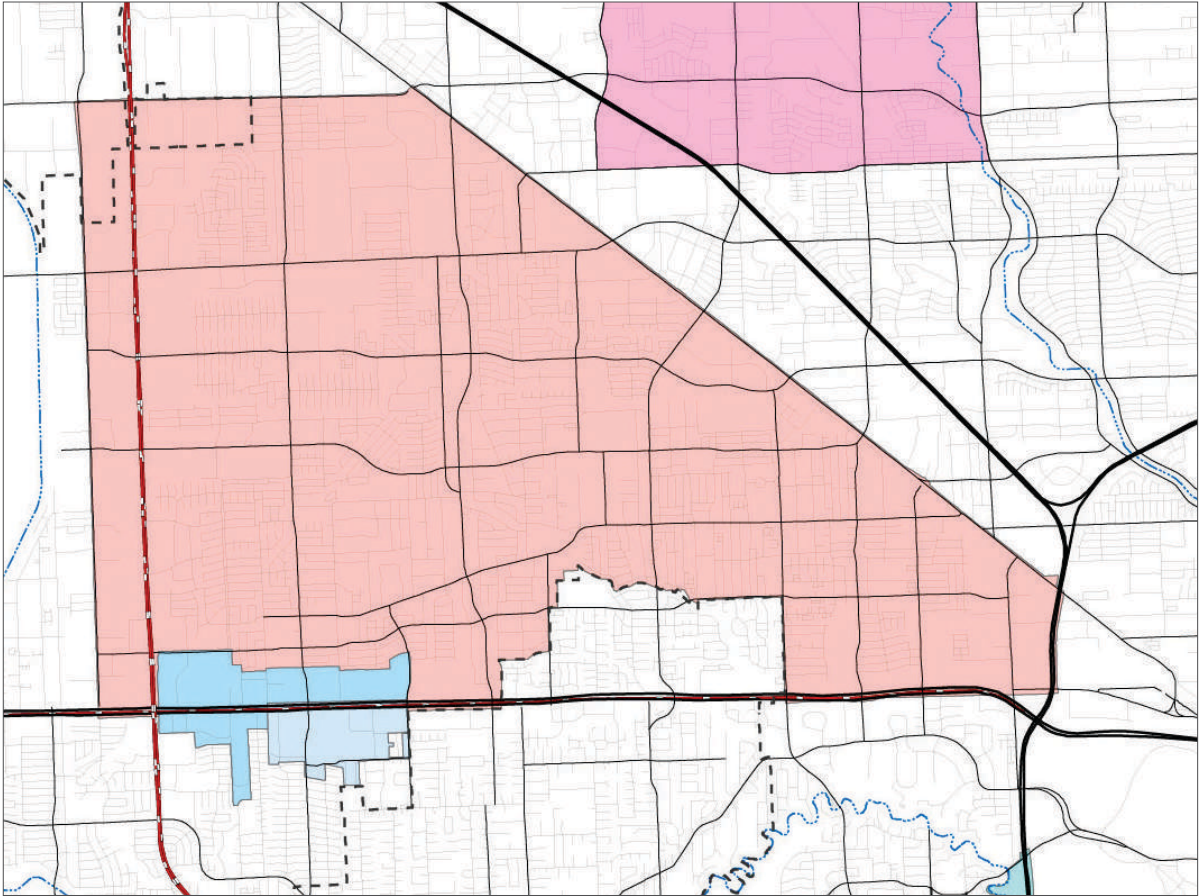
**ANALYSIS**





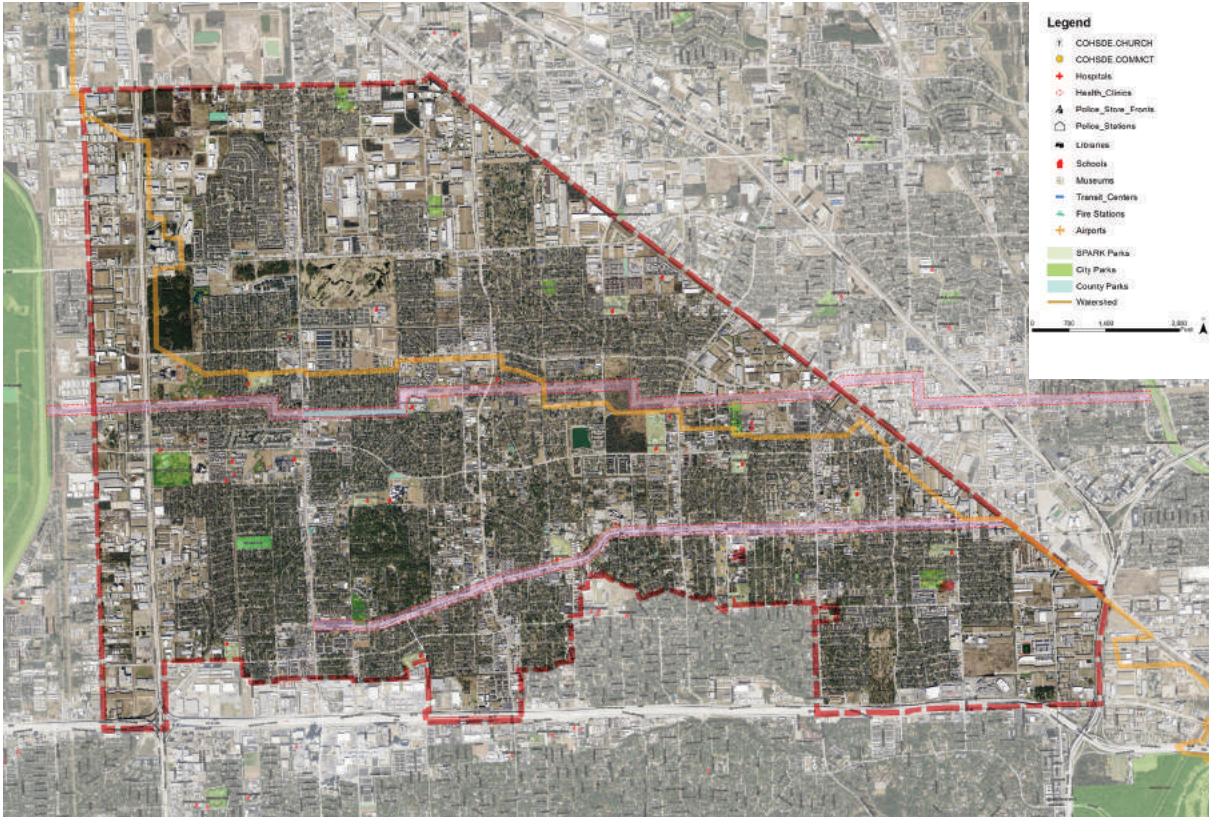
LEGEND

- SPRING BRANCH MANAGEMENT DISTRICT
- MEMORIAL MANAGEMENT DISTRICT
- NEAR NORTHWEST MANAGEMENT DISTRICT



SPRING BRANCH IN CONTEXT OF ADJACENT MANAGEMENT DISTRICTS

- SPRING BRANCH MANAGEMENT DISTRICT COMPREHENSIVE PLAN
- 4 ACTION ITEMS:
- 1. REIMAGINE LONG POINT
  - 2. FLOOD DAMAGE REDUCTION
  - 3. CENTERPOINT TRAIL
  - 4. NEIGHBORHOOD STABILIZATION AND IDENTITY



SPRING BRANCH MANAGEMENT DISTRICT WITH LONG POINT ROAD AND CENTERPOINT EASEMENT HIGHLIGHTED



## DISTRICT ANALYSIS

The Reimagine Long Point Livable Center Study was identified as one of four major action items in the Spring Branch Comprehensive Plan, completed in 2015. Other major action items include Flood Damage Reduction, a trail within the east-west CenterPoint easement and Neighborhood Stabilization and Identity.

A 2014 agreement between the City of Houston and CenterPoint Energy allows for the construction of trails within CenterPoint's transmission corridor easements. An existing east-west easement crosses the District and has the potential to connect White Oak Bayou / Downtown to the east and the entire Bayou Greenways network to Addicks Reservoir, the Terry Hershey Trail, and the Energy Corridor to the west. A two-mile segment of this trail was an early action item of this Livable Center Study and is in preliminary design. It would extend an existing trail segment that terminates at Northbrook High School eastward to connect to Buffalo Creek Elementary School, Saint Jerome Catholic School, and Edgewood Elementary School.

Haden Park, a second early action item is currently in conceptual master planning with ongoing public input. The idea for the park is "three parks in one:" a community park, a nature park, and a family park. The community park is located at the south end of the site along Long Point, which today is vacant and undeveloped. Community activities and programming will complement the enhanced streetscape. The nature park is located in the middle third of the site and will preserve existing trees and provide boardwalks and walking trails. The family park is located at the north of the site closer to the residential fabric of the neighborhood and will expand

upon the existing playgrounds.

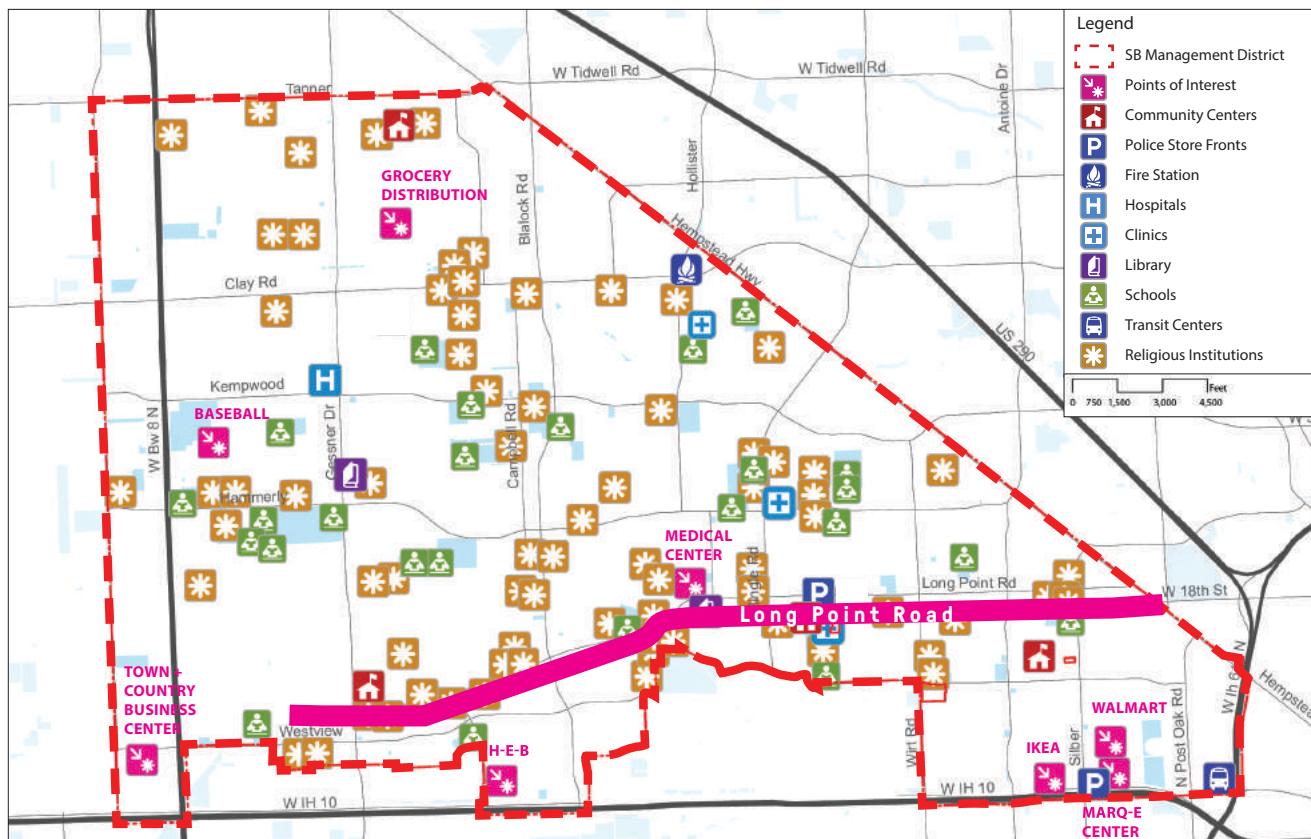
Spring Branch is a mature, built-out community. The multiple Super Neighborhoods are an organizational method to devolve some planning functions at the neighborhood level and to facilitate residents to come together to create consensus for neighborhood initiatives and improvements. Considering the District in its regional and more local context, the following are a few key characterizations of Spring Branch:

Spring Branch generally has a lack of equitably-distributed park space.

The District's schools are relatively evenly distributed through the District, with Spark Parks supplementing the lack of public parks.

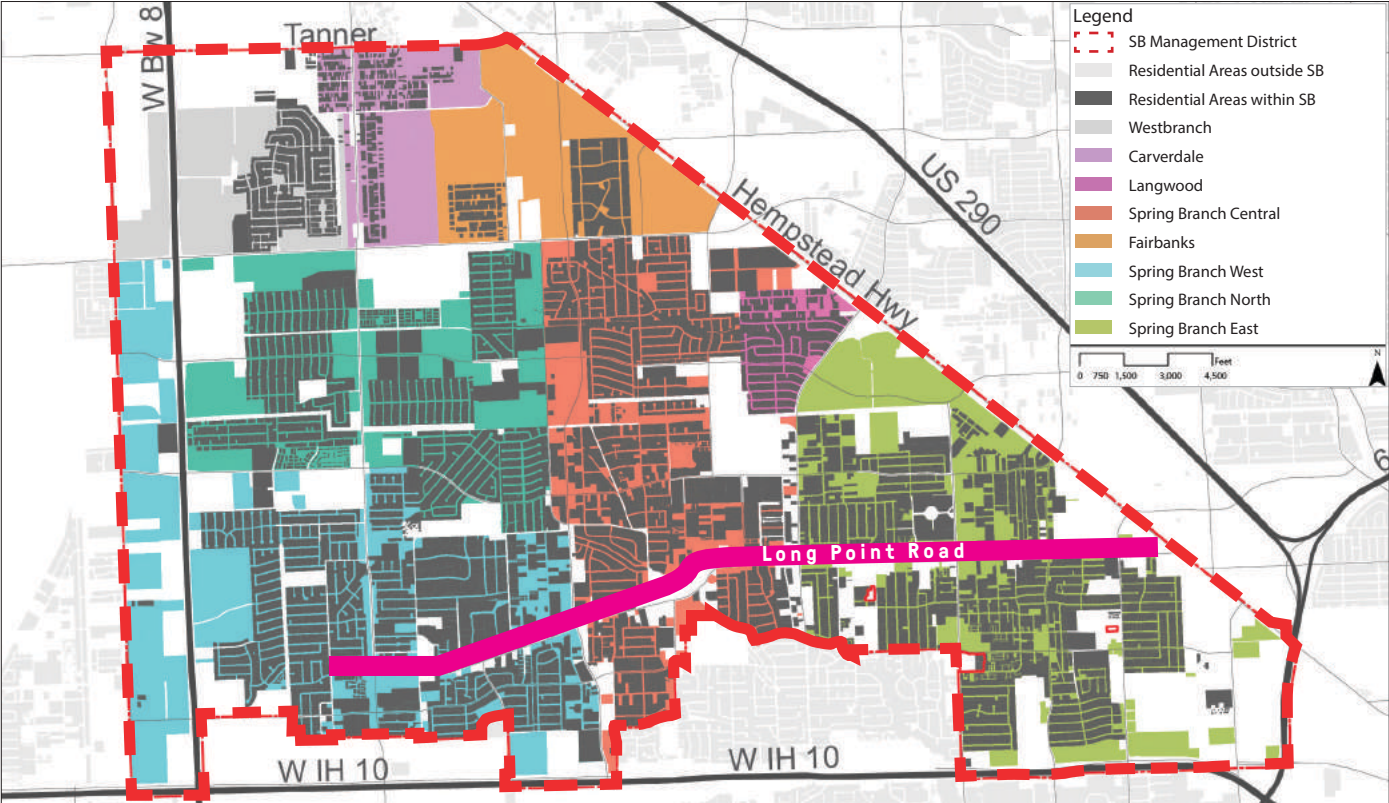
The distribution of civic and institutional destinations, including shopping and community centers, police and fire stations, hospitals, clinics, libraries, schools, and religious institutions, also shows that the community has a mature and built-out neighborhood fabric.

Many of the elected officials are highly engaged in the community and building for its future prosperity. City Council Member Brenda Stardig, the District's two County Commissioners - Steve Radack and Jack Cagle, and State Representative Dwayne Bohac (the District was created under his legislative leadership in the Texas House), have all taken very active roles in the reimagining of Long Point and general prosperity of Spring Branch.

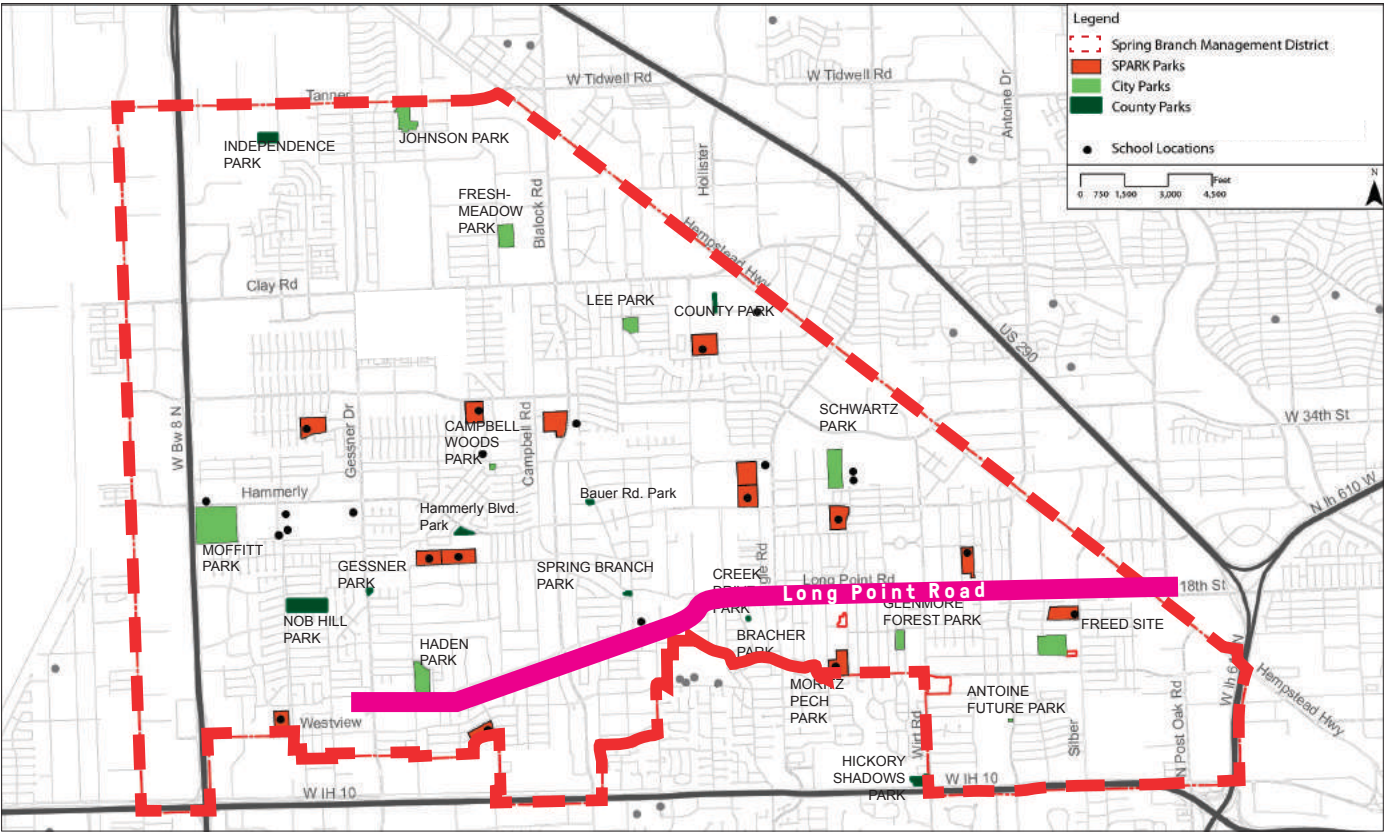


SPRING BRANCH: CIVIC AND INSTITUTIONAL DESTINATIONS





SPRING BRANCH: SUPERNEIGHBORHOODS



SPRING BRANCH: PARKS



## WHY LONG POINT?

The Livable Centers Program, funded through the Houston-Galveston Area Council (H-GAC), is designed to address encourage transportation and land use strategies that reduce reliance on single-occupancy vehicle trips. The goal of a Livable Center Study is to propose implementable ideas that create or further enhance communities people perceive as safe, convenient and desirable.

A Livable Centers Study is needed specifically for Long Point because of the development pressures and opportunities likely to converge on the Spring Branch area, as detailed in the preceding District and Regional Analysis sections.

Long Point Road begins and ends within Spring Branch, at Conrad Sauer to the west and Hempstead Highway to the east. This suggests that the road functions as a “main street” in that it serves the businesses along the street rather than promoting commuting through the district without stopping.

Long Point’s proximity to the CenterPoint easement and its future trail will create bike connection opportunities through the implementation of bike lanes on the north-south streets according to the Houston Bike Plan. This has the potential to connect Long Point to the Bayou Greenways system currently being implemented.

Long Point’s proximity to Interstate 10 allows easy vehicular access to Long Point via multiple freeway exits and the strong grid of streets across the District.

Major development nodes will bracket the east and west ends of Long Point. At the west, Memorial City with City Centre act as significant

cultural and economic hubs and at the east the development that will be spurred by the high-speed rail terminal has the potential to bring a large number of people to Long Point.

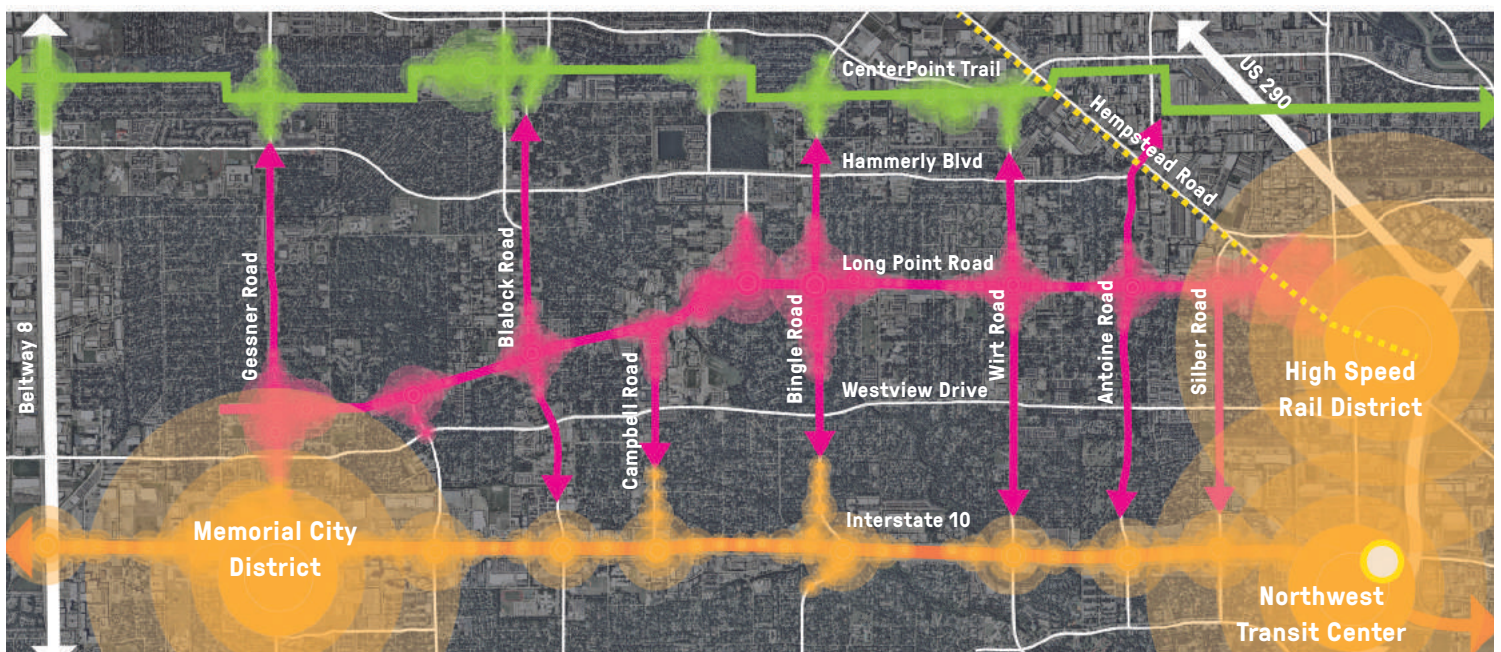
## KEY LONG POINT METRICS

Long Point is 5 miles long from Conrad Sauer to Hempstead.

Long Point has a constrained right-of-way of only 60 to 70 feet for much of its length. This means that providing options for other modes of travel (for example, widened sidewalks or bike lanes) may require the reduction of automobile traffic lanes. This could include reduced lane widths and / or reduction of lanes from four to three lanes. Other strategies include sidewalk and / or landscape easement agreements with adjacent private property owners to allow improvements on their properties. Due to its considerable expenses, ROW acquisition is an unlikely option.

There are close to 400 private parcels along Long Point Road, with a few being relatively deep that would allow for the creation of major destination nodes along the street.

In consideration of the recently implemented Reimagine Metro bus service and the recently approved Bike Plan, there are approximately 72,000 people living within a 1 mile buffer from Long Point, which is a 15 minute walk or 5 minute bike ride, and 244,000 people within a 3-mile buffer, which is a 15 minute bike ride. If Long Point reasserts itself as Spring Branch’s “Main Street” and destination, then these residents could have options of traveling to Long Point that do not require driving a car.





## LOCAL VISIONS FOR LONG POINT

As part of the first phase of the Livable Centers Study, three online surveys were conducted to gauge interest for different ideas for Reimagine Long Point (approximately 3,000 survey respondents). Some high-level takeaways include:

A majority of people that took the survey actually live in Spring Branch, with another significant percentage either living nearby or being a property owner in the district.

In terms of transportation improvements, high priority was given by survey respondents to reducing vehicular congestion on Long Point and its cross streets, creating new wider sidewalks with trees, lighting, and safe pedestrian crossings at intersections, and providing a bikeway along Long Point.

Some survey items that scored lower in terms of priority included providing more parking at businesses as well as items related to bus service, including creating a north-south bus service, better bus shelters, and bus speed and reliability. It should be noted that these responses do not mean that bus service on Long Point is not a priority, but rather that survey respondents could already be satisfied with the existing bus service or do not use the bus service and therefore do not have a basis for rating its reliability.

In terms of activities and amenities desired along Long Point, dining, play and health/wellness opportunities, and shopping were ranked very highly. These results show there is a strong desire to see Long Point as a signature destination street within the District.

In terms of community spaces and experiences, there was not a clear preference amongst the options. Local programming, commemorating meaningful and historic places, more social gathering spaces, the creation of a unique Spring Branch style, and opportunities for cultural expression and celebration all ranked relatively closely.

In order to celebrate Spring Branch's diverse cultural communities and history, using landscape design and art that reflects cultural values ranked highest, with supporting culturally diverse businesses in the area also receiving a strong vote.

Finally, survey respondents believe it most important to focus on developing new amenities, activities, and business along the corridor, as well as bettering the environmental quality of the area. The survey results are included in the public engagement appendix.

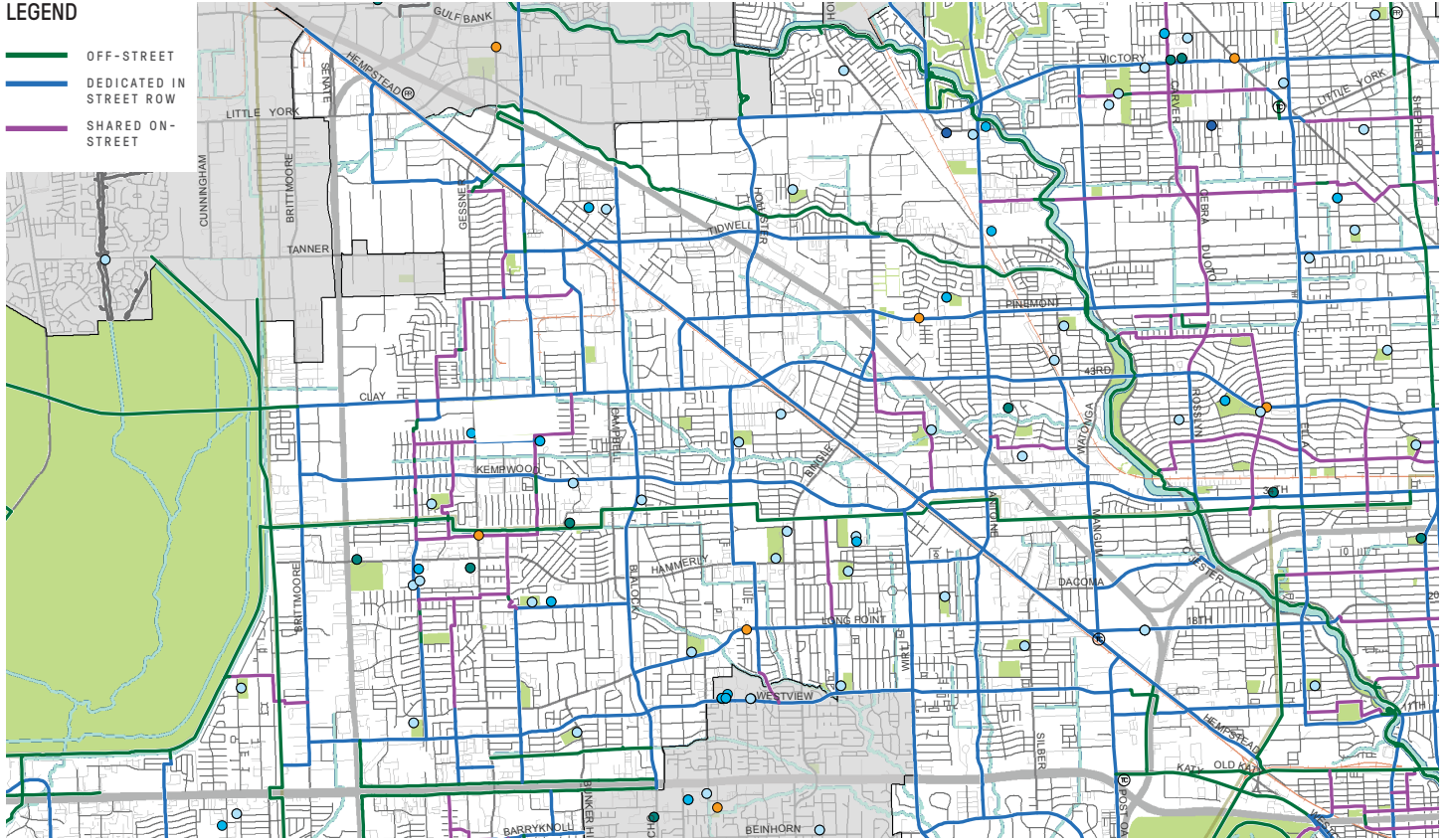


LONG POINT ROAD IS FIVE MILES LONG AND BOTH STARTS AND STOPS WITHIN SPRING BRANCH



LEGEND

- OFF-STREET
- DEDICATED IN STREET ROW
- SHARED ON-STREET

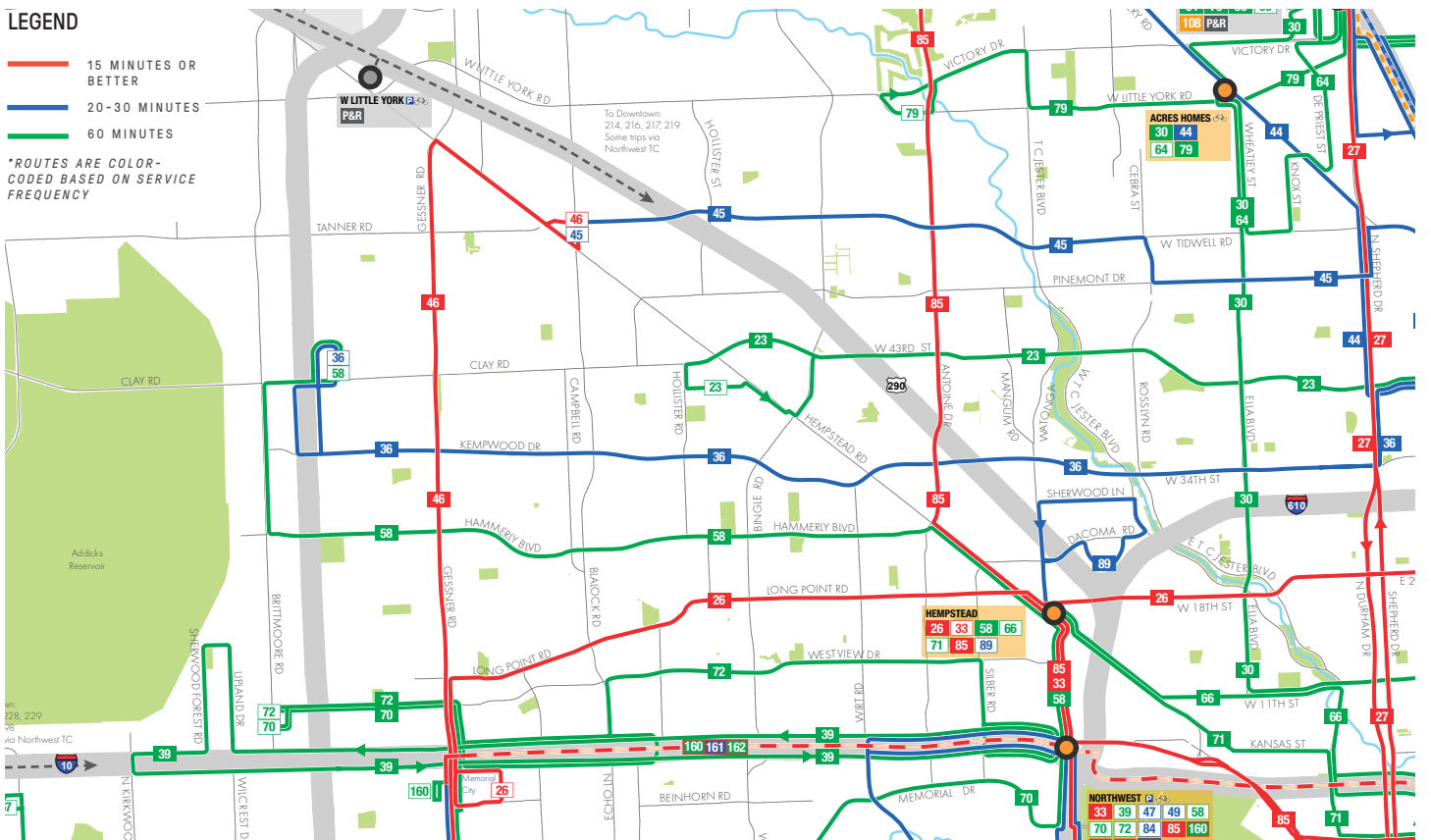


HOUSTON BIKE PLAN

LEGEND

- 15 MINUTES OR BETTER
- 20-30 MINUTES
- 60 MINUTES

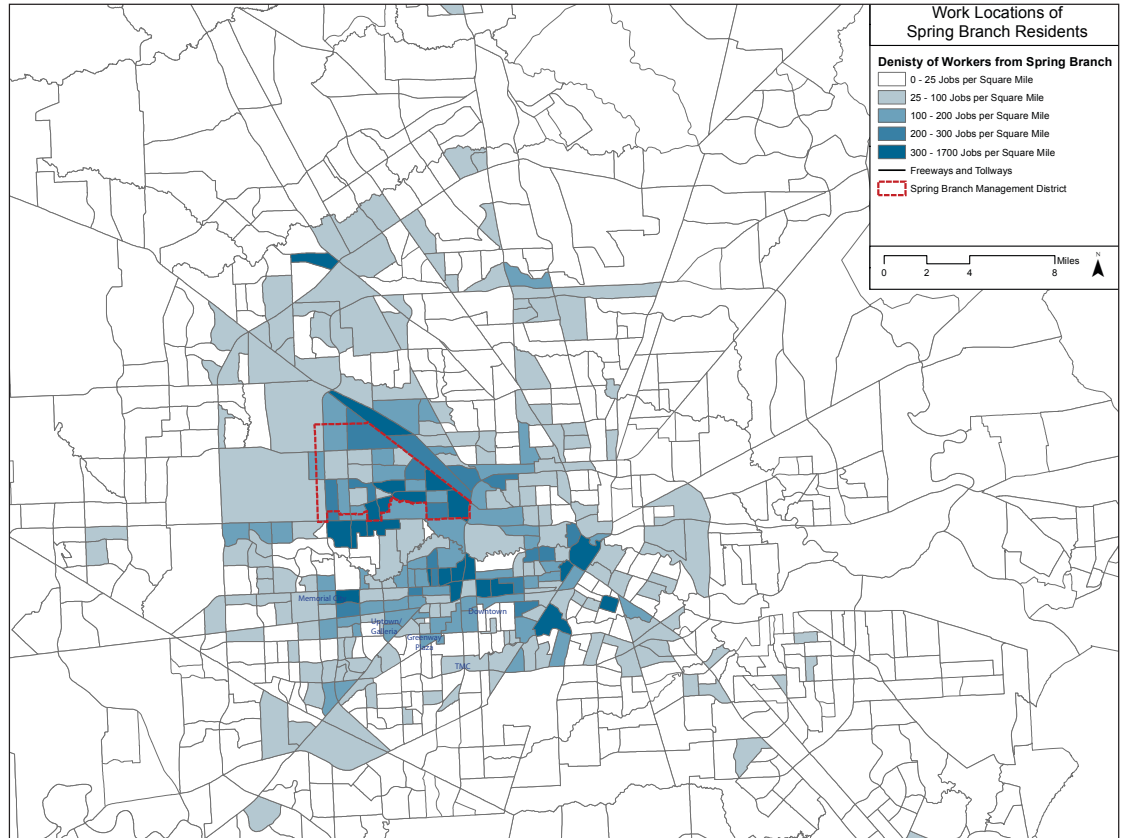
\*ROUTES ARE COLOR-CODED BASED ON SERVICE FREQUENCY



METRO BUS SERVICE

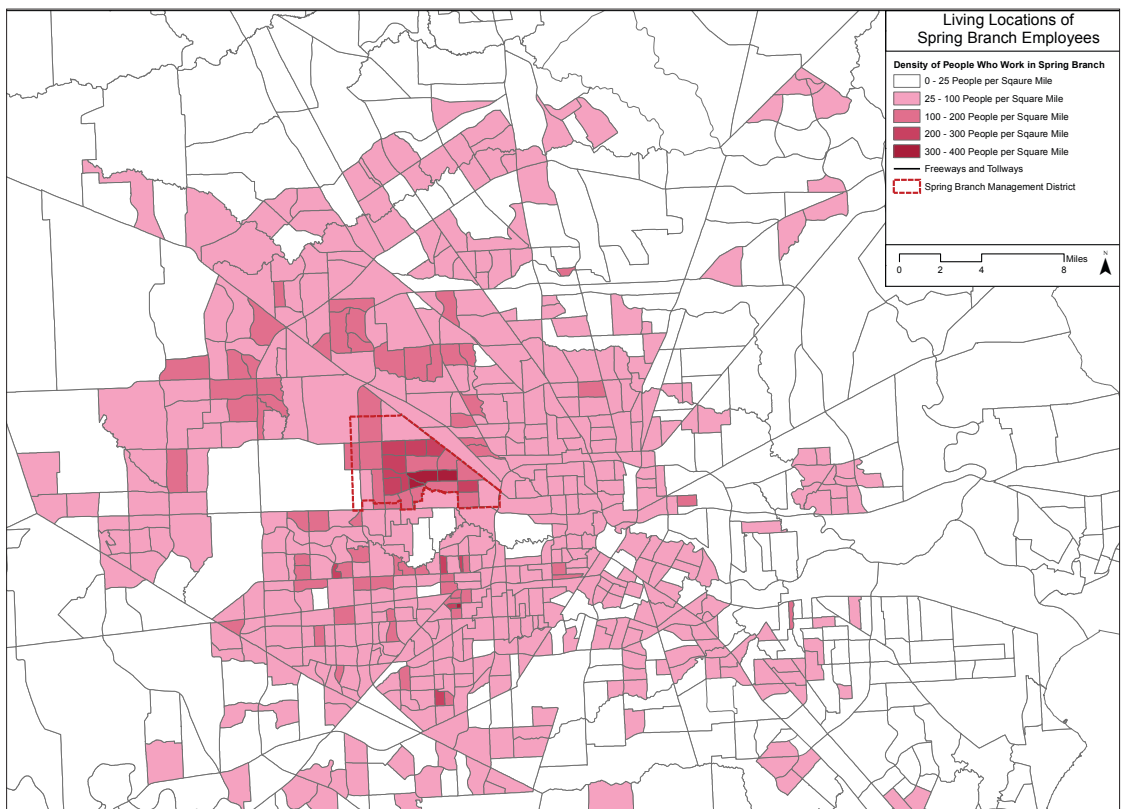


Many people both live and work in Spring Branch. Major employment areas for people living in Spring Branch but not working there include Memorial City, CityCentre, Uptown, Downtown, Greenway Plaza, and the Medical Center.



WHERE PEOPLE WHO LIVE IN SPRING BRANCH WORK

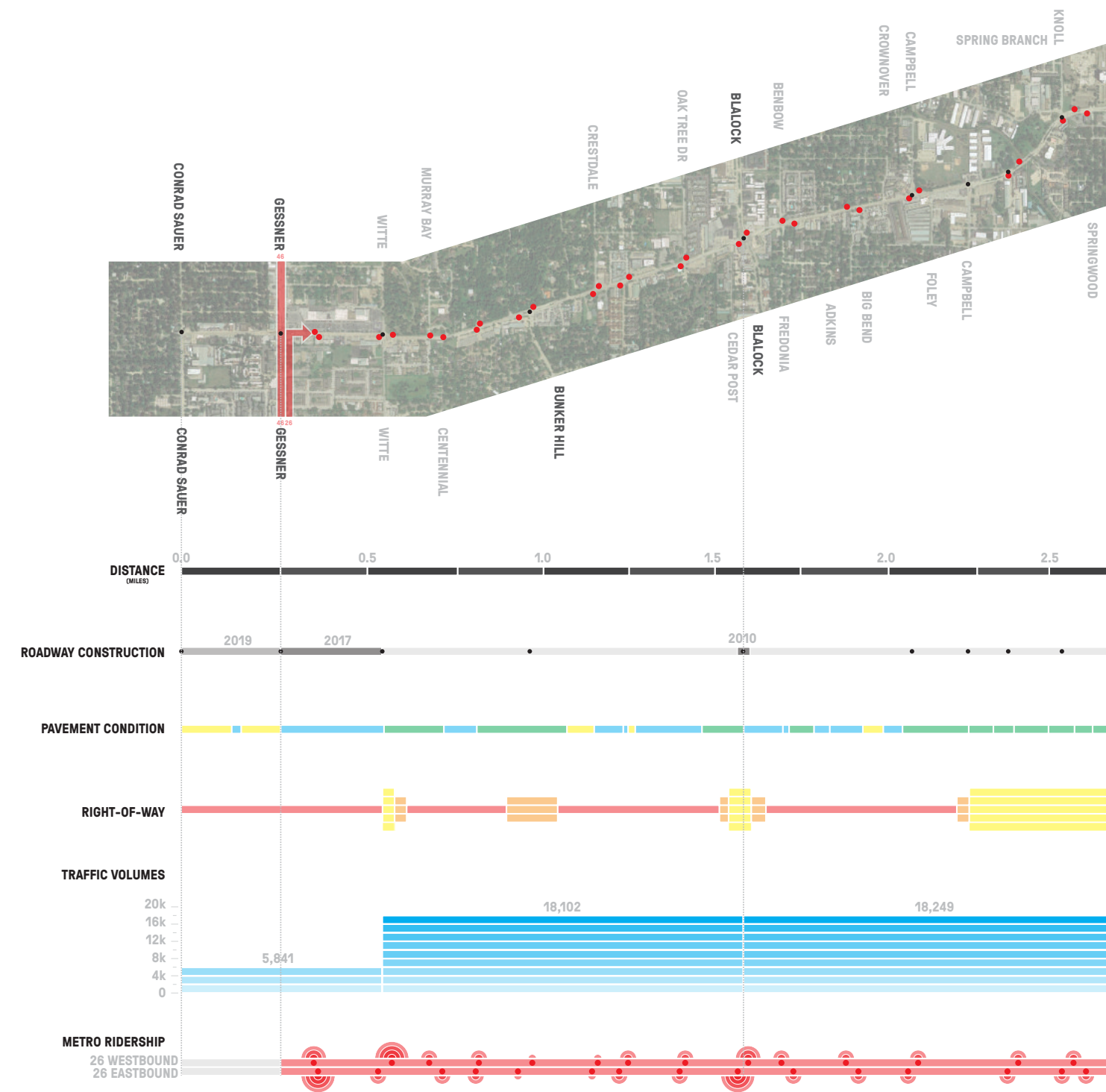
For people who work in Spring Branch but do not live there, the highest concentrations of employees come from areas north, west, and south. These images illustrate the value of a highly connected, multi-modal transit network both within Spring Branch as well as connected to the larger city context.



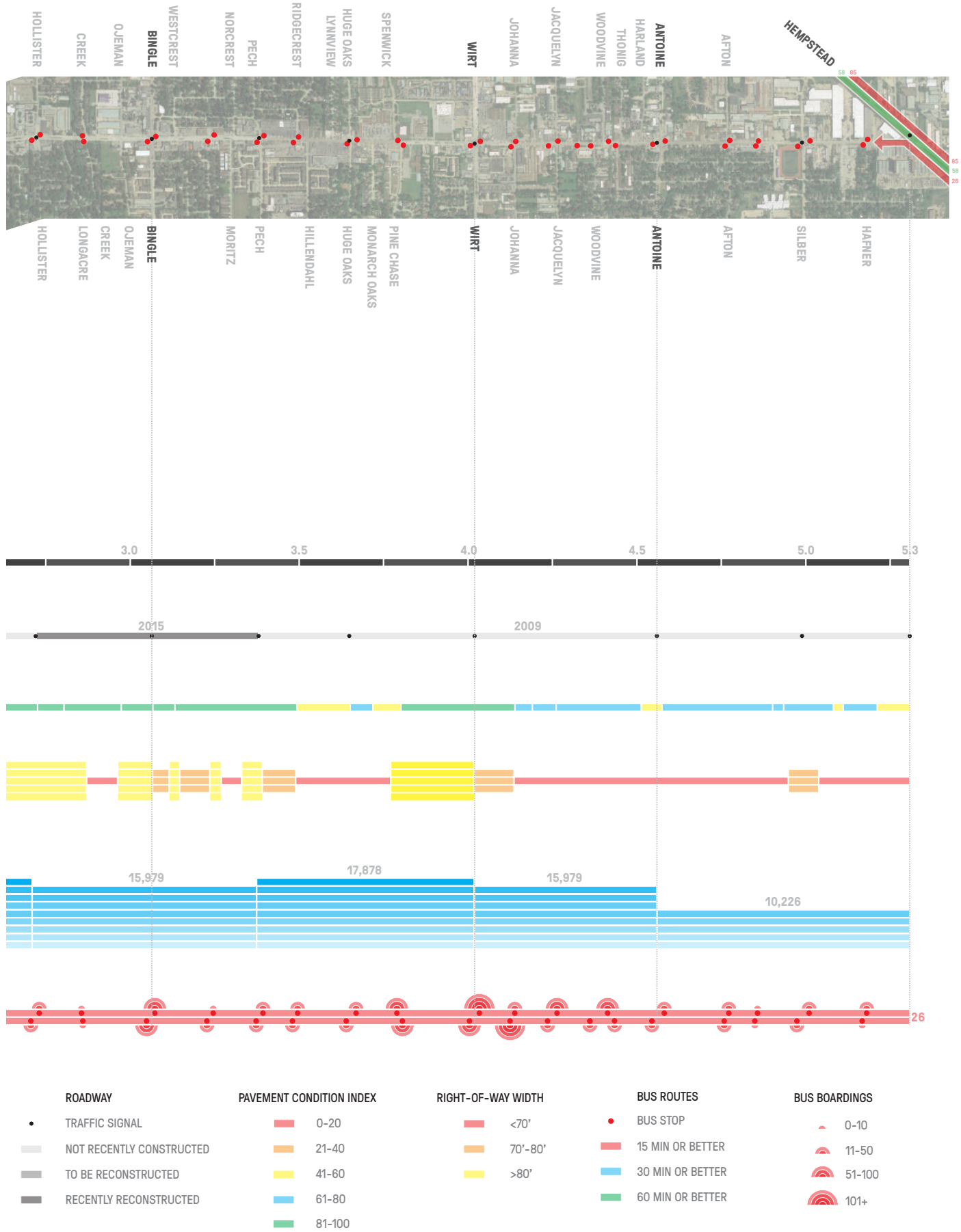
WHERE PEOPLE WHO WORK IN SPRING BRANCH LIVE



LONG POINT CORRIDOR EXISTING TRANSPORTATION CHARACTERISTICS









## Long Point Road

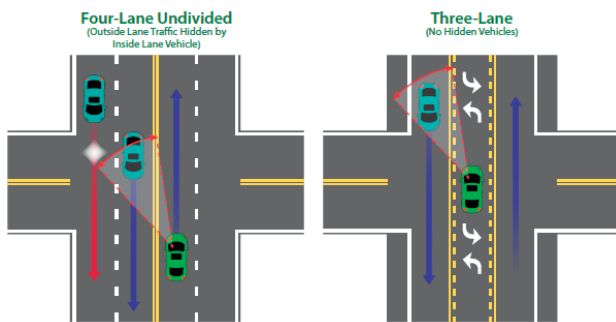


**Crash Hot Spots:** A concentration of frequent crashes within an area.

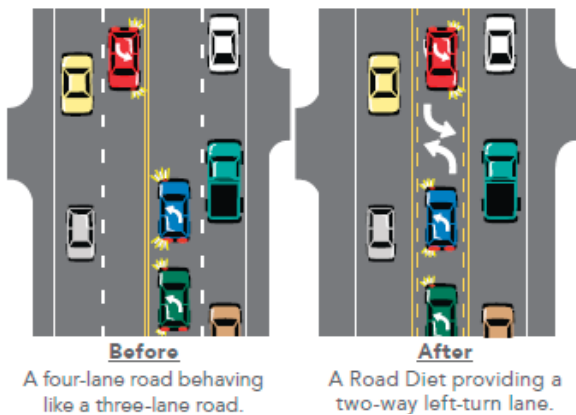
Intersections to note:

- Gessner
- Blalock
- Campbell
- Bingle
- Wirt
- Antoine

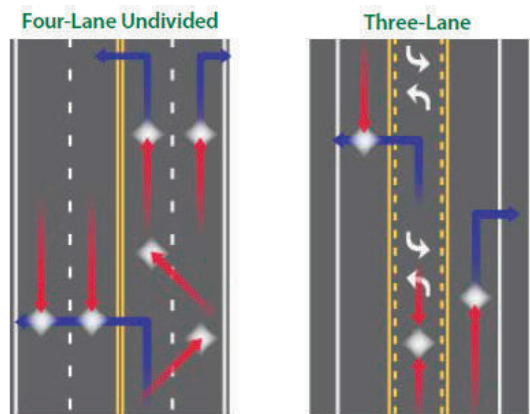
### Sight Distance



### Traffic Flow



### Mid-Block Conflict Points



**Four-Lane to Three-Lane Conversion**  
19% to 47% reduction in crashes  
-FHWA

Four-lane corridors essentially behave like a three-lane road, therefore unlikely to change traffic flow if converted.  
-FHWA

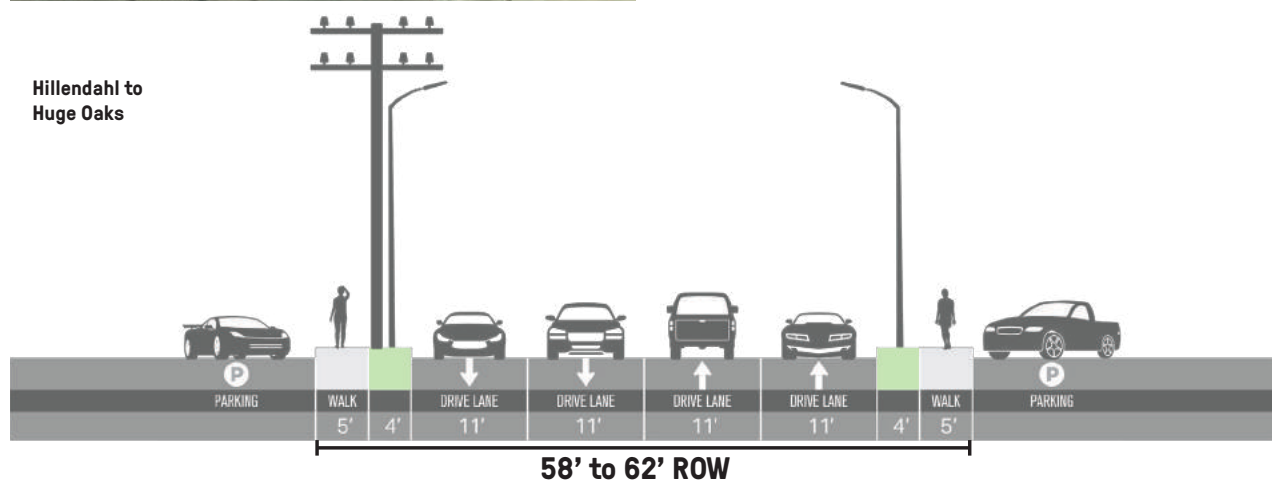




## EXISTING LONG POINT ROAD

**RIGHT-OF-WAY**  
**60' to 80'+ wide**

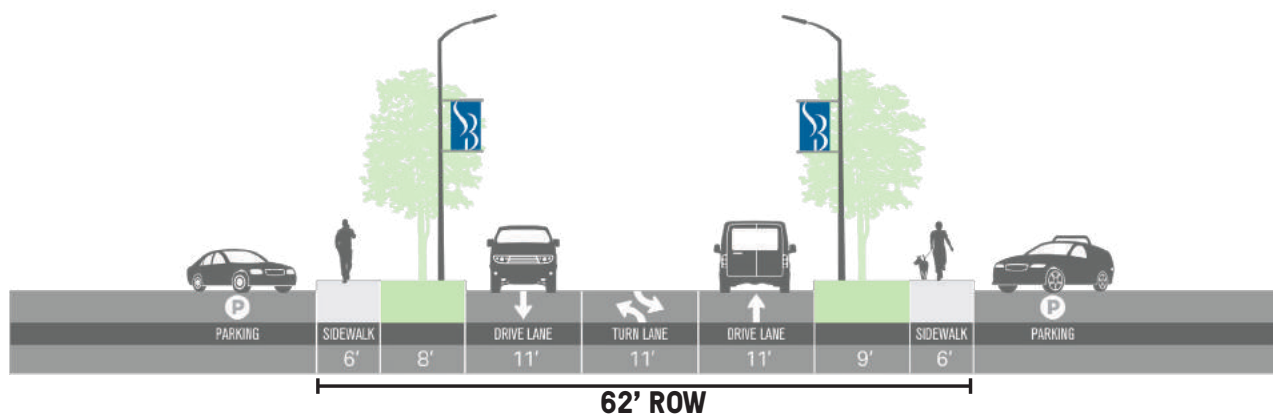
## Hillendahl to Huge Oaks



## Opportunities for 62' ROW

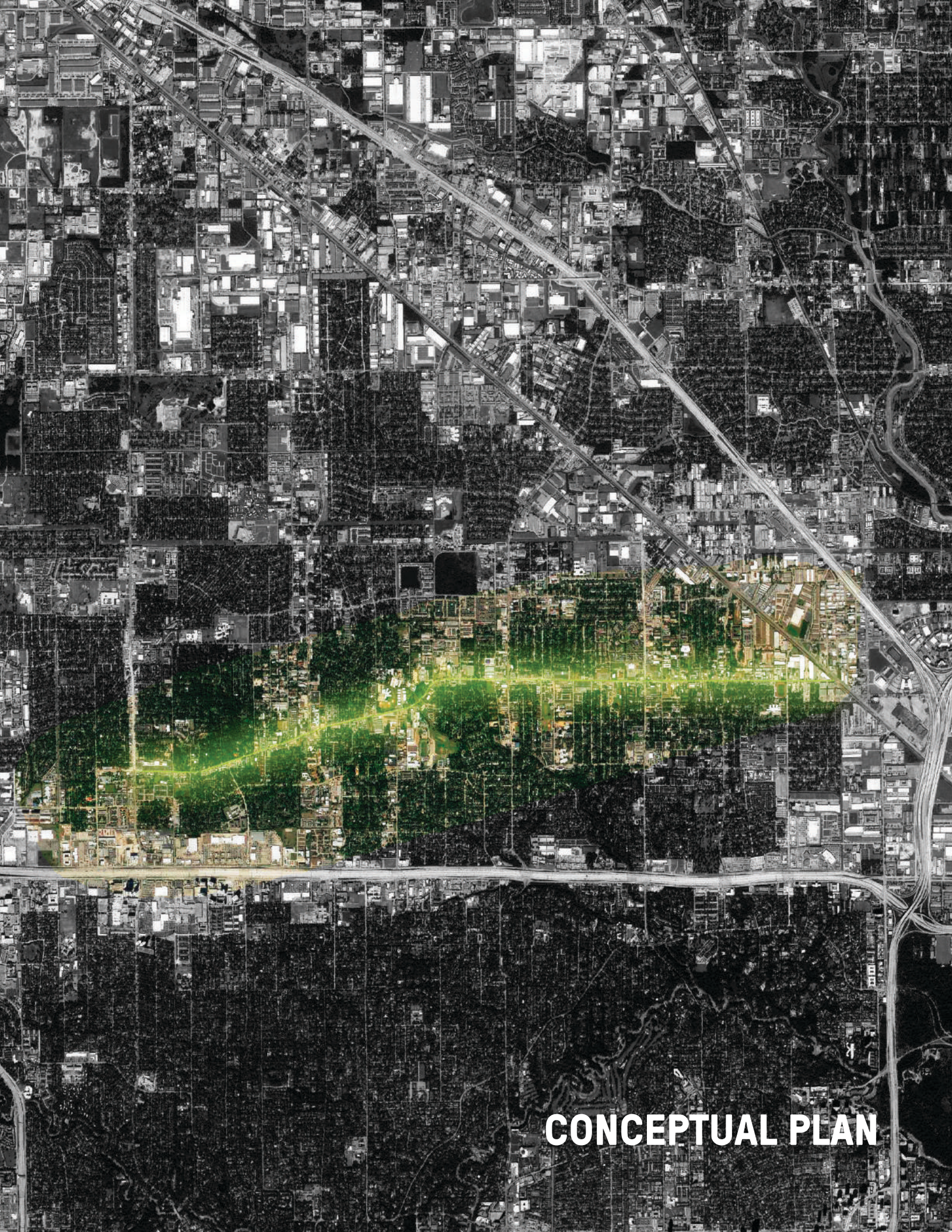
## 4-Lane to 3-Lane Conversion

## No property acquisition



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**CONCEPTUAL PLAN**











# CONCEPTUAL PLAN FRAMEWORK

The organizing elements for the Conceptual Plan framework include five subject areas and six livability principles as defined by the US Department of Housing and Urban Development, the Environmental Protection Agency, and the Department of Transportation. Also included in finer texture are community-defined project goals. Each component of the plan fits within this framework and its value is measured against the livability principles and project goals criteria.

## SUBJECT AREAS

---



### TRANSPORTATION

Recommendations relating to multi-modal transportation: automobility, bicycling, pedestrian facilities, transit and roadways.



### ECONOMIC DEVELOPMENT

Recommendations relating to businesses, economic development and management entities.



### HOUSING CHOICE

Recommendations relating to housing and built form.



### PLACEMAKING, BRANDING AND WAYFINDING

Recommendations relating to community branding, cultural amenities and identity.



### SUSTAINABILITY AND OPEN SPACE

Recommendations relating to open space, parks, environmental issues and sustainability.

## LIVABILITY PRINCIPLES AS DEFINED BY H.U.D.

---

- 1 Provide more transportation choices;
- 2 Promote equitable, affordable housing;
- 3 Enhance economic competitiveness;
- 4 Support existing communities;
- 5 Coordinate and leverage federal policies and investment; and,
- 6 Value communities and neighborhoods.



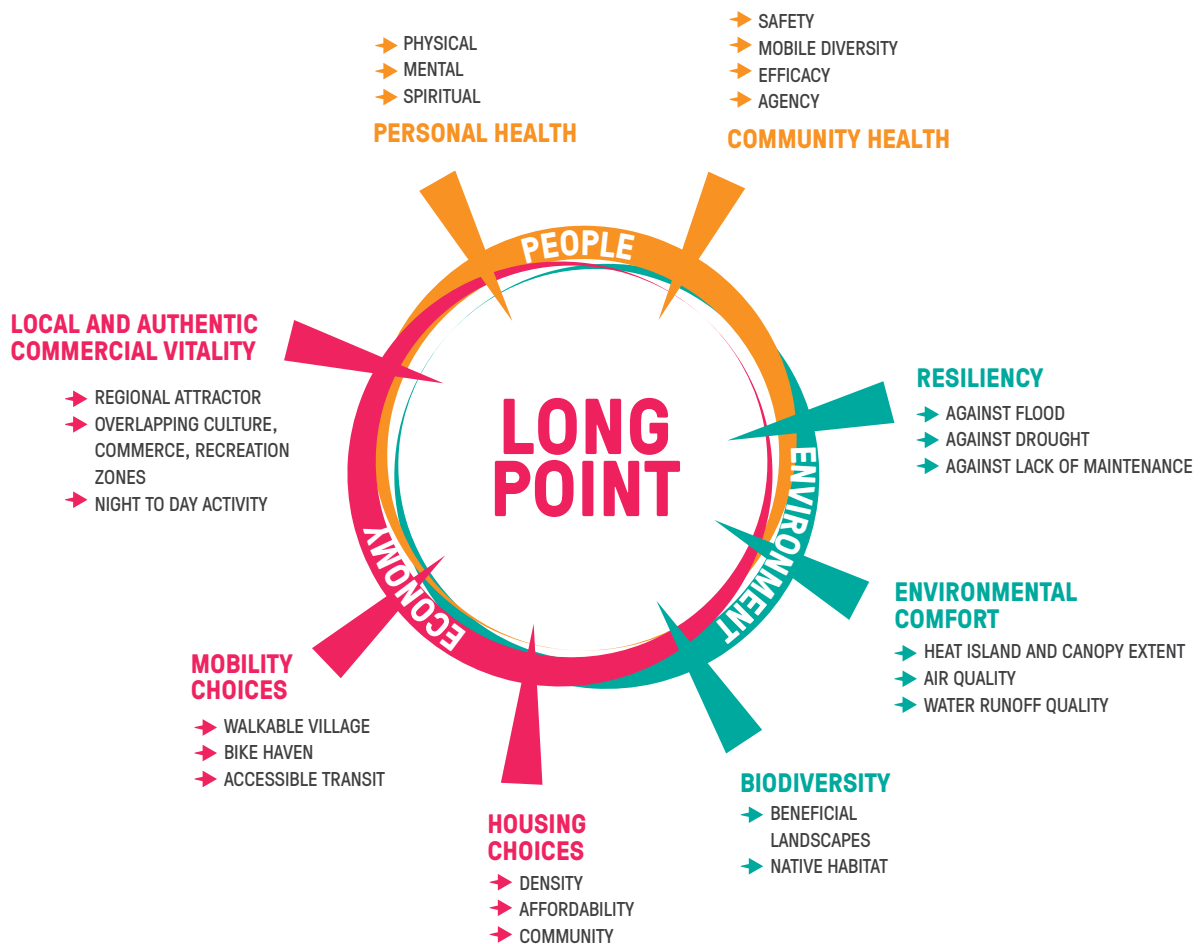
# PROJECT GOALS

## PEOPLE

## ENVIRONMENT

## ECONOMY

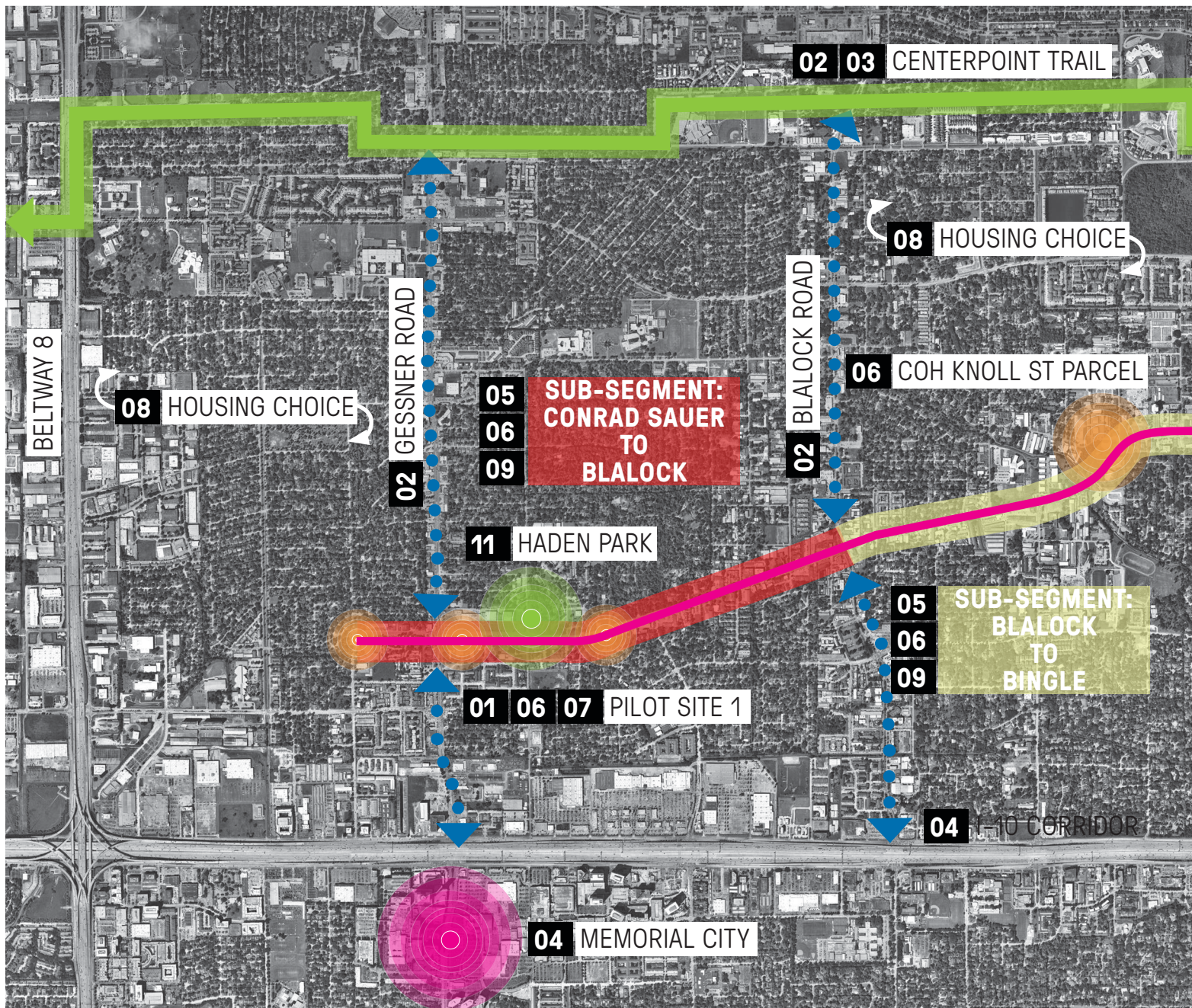
- 1 Promote a healthy urban lifestyle by easing access to recreation and cultural education opportunities.
- 2 Ensure the community is actively involved in shaping the future of its neighborhoods.
- 3 Promote environmental resiliency in the design of urban systems.
- 4 Prioritize environmental comfort in the experience of and movement through the area.
- 5 Design for ecological benefits in the urban natural systems.
- 6 Promote a diversity of housing choices in the area.
- 7 Support transportation choices with infrastructure that provides easy access to alternatives to driving.
- 8 Promote local and authentic businesses in the area by supporting their commercial endeavors.
- 9 Support the regional significance of the area as a visitor's destination while preserving the scale and intimacy of local living.





# CONCEPTUAL PLAN SUMMARY

The following eleven Capital Improvement Plan (CIP) recommendations were developed with the Spring Branch community over the course of the Study. They cover three urban scales: neighborhood, corridors, and nodes. Each recommendation includes several actionable items (described in further detail on individual project pages). The recommendations are not numbered in the order of significance or community preference. While the community has provided input on prioritization, actual implementation will be driven by partnerships and funding opportunities as these become available.



CONCEPTUAL PLAN RECOMMENDATIONS SUMMARY MAP



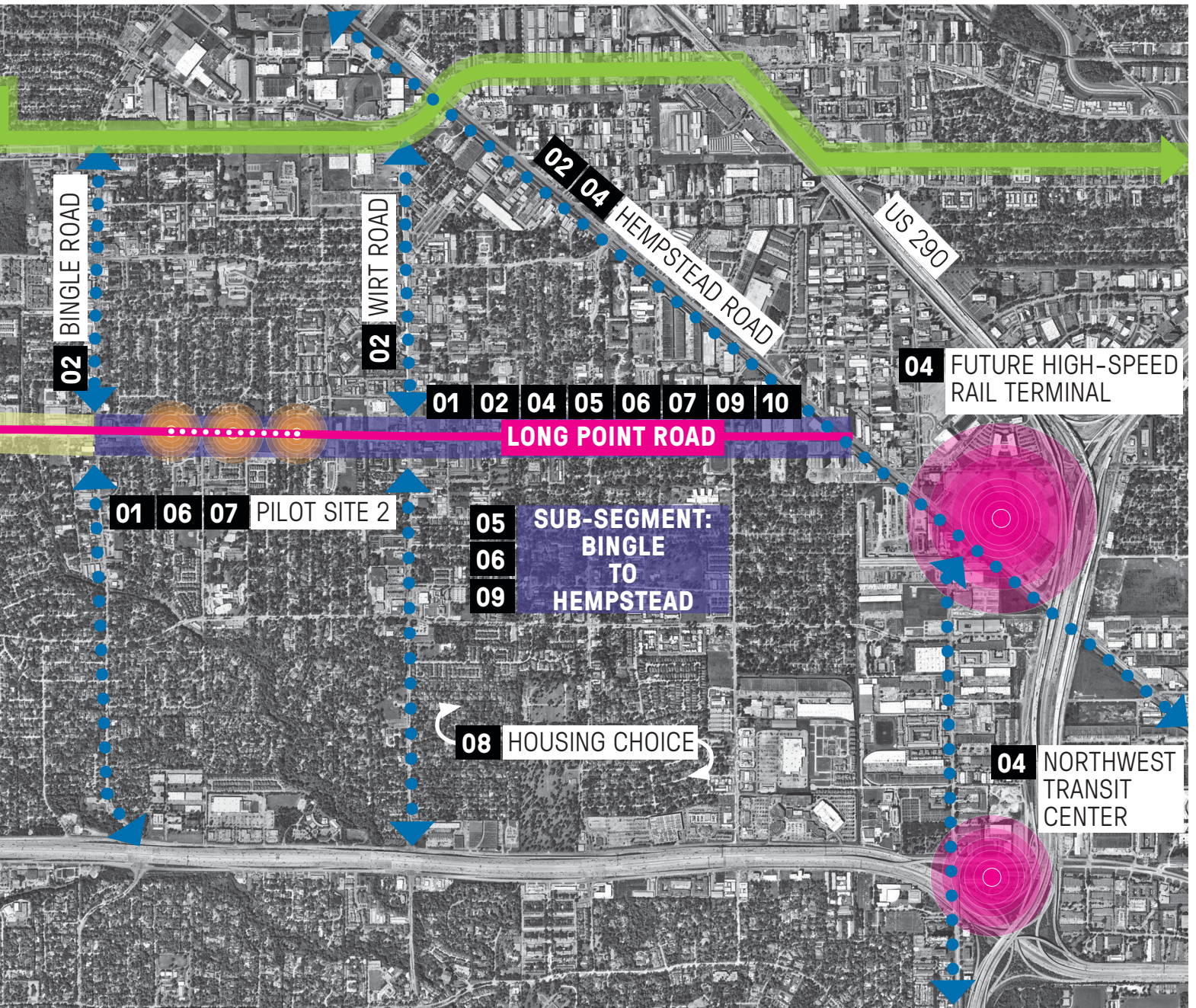
# CIP RECOMMENDATIONS

## MOBILITY

- 01** MOBILITY PILOT
- 02** LOCAL MOBILITY
- 03** CENTERPOINT TRAIL
- 04** CONNECTING DEVELOPMENT HUBS

## IMAGEABILITY

- 05** BRANDING AND IDENTITY
- 06** LONG POINT ART PROGRAM
- 07** STREETScape PILOT
- 08** HOUSING CHOICE
- 09** MARKETING AND COMMUNICATIONS
- 10** COMMUNITY DESIGN CHARACTER STANDARDS
- 11** HADEN PARK





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# CIP RECOMMENDATIONS: PROJECT GOALS & LIVABILITY PRINCIPLES

CIP LIST:

MOBILITY

- 01 MOBILITY PILOT
- 02 LOCAL MOBILITY
- 03 CENTERPOINT TRAIL
- 04 CONNECTING DEVELOPMENT HUBS

IMAGEABILITY

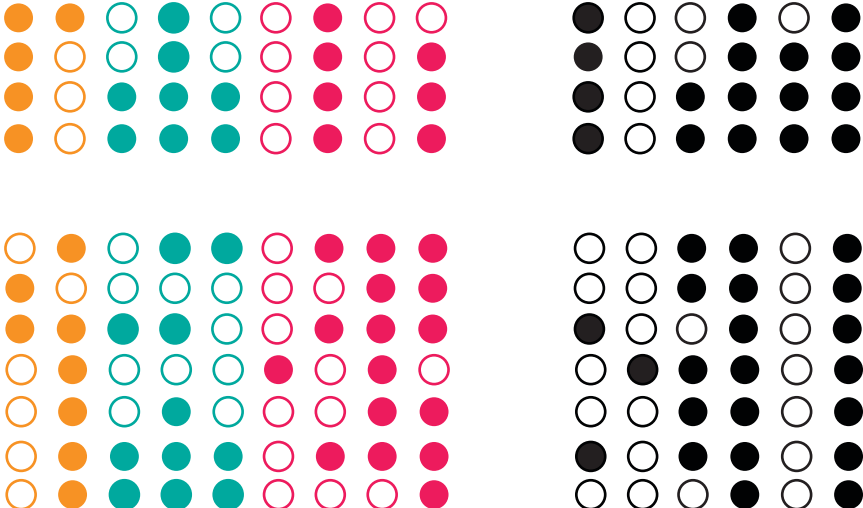
- 05 BRANDING AND IDENTITY
- 06 LONG POINT ART PROGRAM
- 07 STREETScape PILOT
- 08 HOUSING CHOICE
- 09 MARKETING AND COMMUNICATIONS
- 10 COMMUNITY DESIGN CHARACTER STANDARDS
- 11 HADEN PARK

PROJECT GOALS

- 1. Access to recreation and culture
- 2. Involve the community in shaping its future
- 3. Promote environmental resiliency
- 4. Prioritize environmental comfort
- 5. Design for ecological benefits
- 6. Promote diversity of housing choice
- 7. Support multi-modal transportation
- 8. Promote local and authentic businesses
- 9. Support regional significance of the area

LIVABILITY PRINCIPLES

- 1. Provide more transportation choices
- 2. Promote equitable, affordable housing
- 3. Enhance economic competitiveness
- 4. Support existing communities
- 5. Coordinate & leverage federal policies & investment
- 6. Value communities and neighborhoods





## MOBILITY PILOT

Collaborate with the City of Houston PW&E, local businesses and other partners to implement the temporary installation of a modified street section on Long Point from four to three lanes in one or more locations for a period of approximately six months to test the modified street configuration.

### PROJECT GOALS:

1. 2. 3. 4. 5. 6. 7. 8. 9.

### LIVABILITY PRINCIPLES:

1. 2. 3. 4. 5. 6.

## LOCATION



The goal of redesigning Long Point is to make it into a great street in line with community goals for the corridor. A pilot project can be a short-term step in achieving this goal.

### What is a Pilot Project?

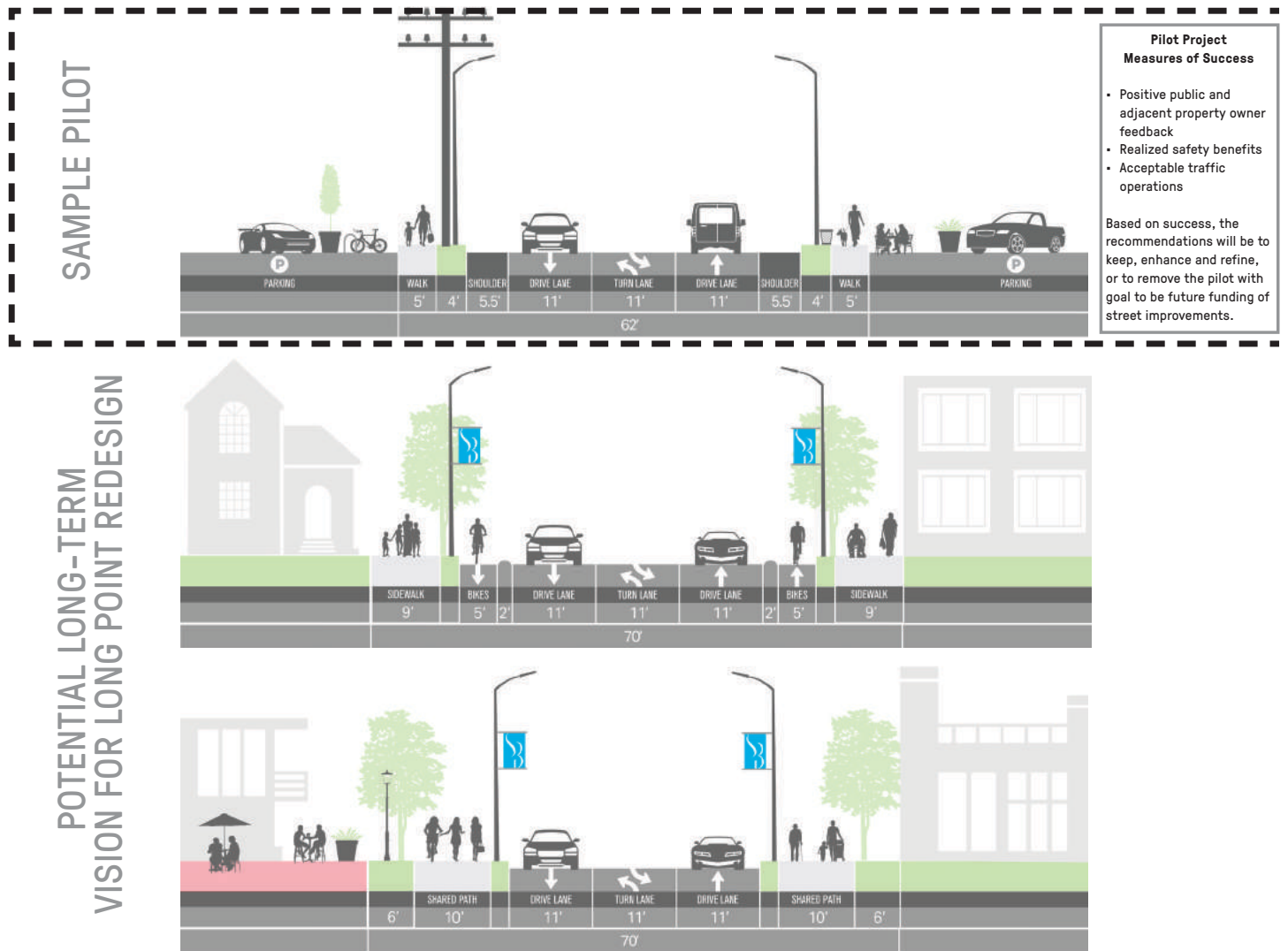
A Pilot Project is a temporary, low-cost, low-risk, small-scale implementation project that can realistically portray viability of enhancements to the roadway. A pilot would temporarily reconfigure sections of Long Point from 4 lanes to 3 lanes, freeing up public right-of-way allowing for a larger pedestrian realm as well as safety enhancements with a designated center turn lane, and temporarily reduce the number of private driveway entrances to study their impact on congestion and pedestrian-vehicular conflicts.

Two Pilot Project potential locations:

- Conrad Sauer Drive to Murray Bay Street (at Haden Park)
- Pech Road to Spenwick Drive

Pilot Projects are proposed as six month test periods with extensive public education and engagement. If the pilot results are positive, implementation of new roadway configuration could occur long term. Refinements would be made based on community feedback, including the potential that the road returns to current design, with all modifications focused outside the existing curbs.

(For implementation, see Section IV)



#### Pilot Strategies:

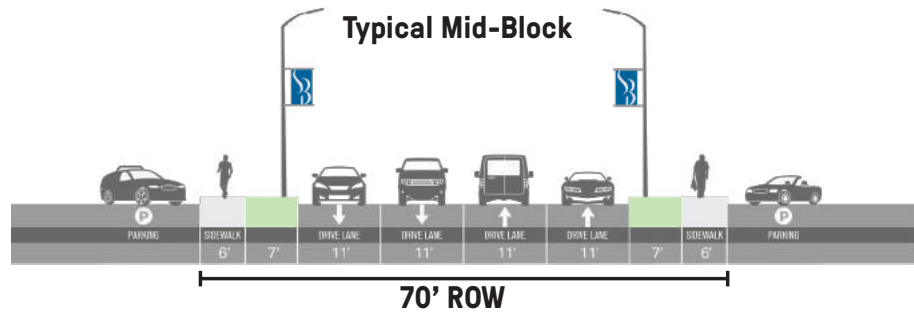
- Pilots should test safe intersections as well as lane configuration
- Get buy-in from adjacent property owners to reduce redundant driveways
- Implement in months that are comparable for data collection for traffic (congestion and safety) for existing vs. proposed conditions
- Provide graphics on street of before/after condition to communicate the project to the public
- Perform surveys to gauge people's transportation habits (car, bus, foot, bike, etc) in the area
- Hold special events during the pilot project duration to gather feedback and illustrate the potential of the expanded and enhanced pedestrian realm
- Communicate with the community after the pilot with measurements and surveys



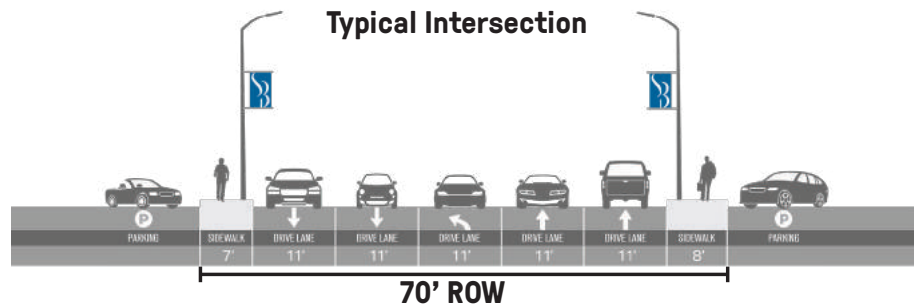
# City of Houston Major Thoroughfare & Freeway Plan (MTFP)

T-4-70

4- 11' Lanes

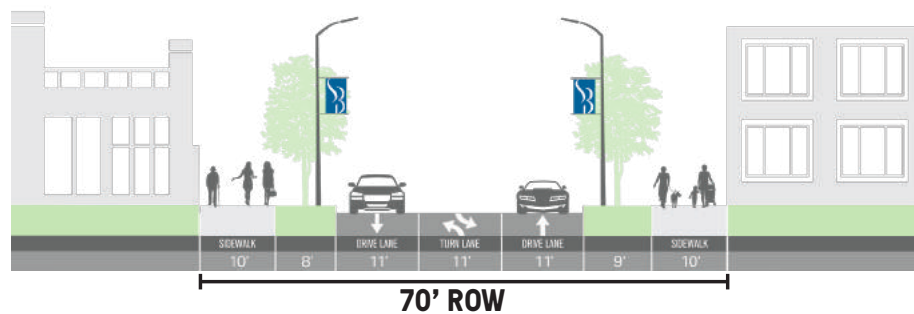


4- 11' Lanes with Turn Lane

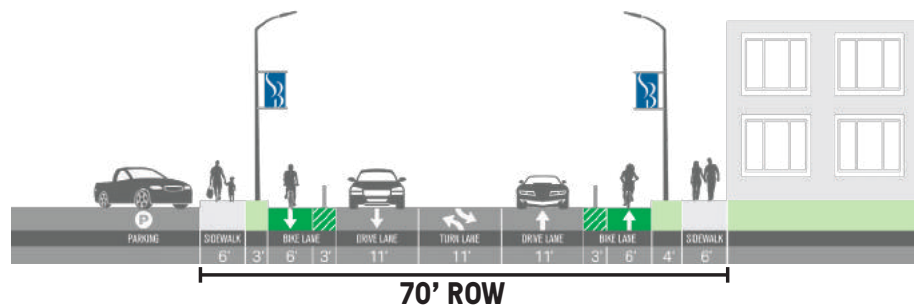


## Opportunities for 70' ROW

3-Lanes  
Wider sidewalk/  
streetscape realm



3-Lanes  
Protected bike lane

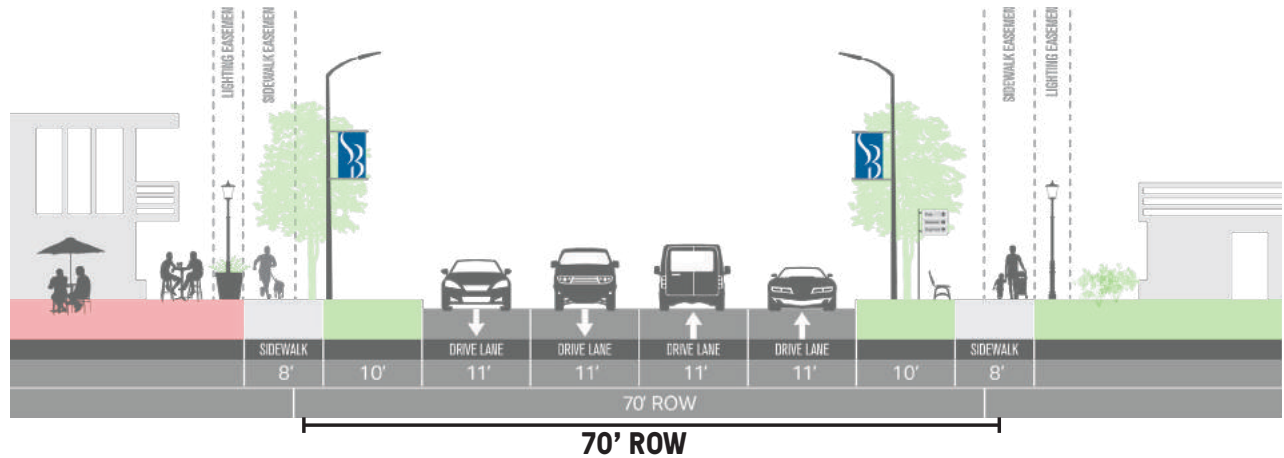


## Opportunities for 70' ROW + Easements

### MTFP Prescribed 70' ROW

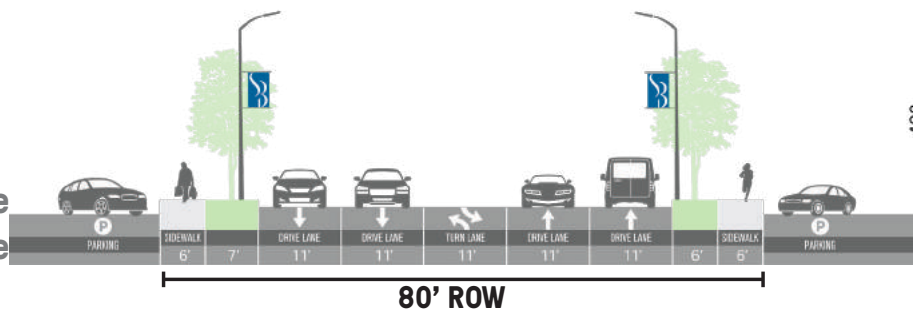
#### 4 - 11' Lanes

#### Wide Streetscape and Sidewalk Zone Leveraging Easements

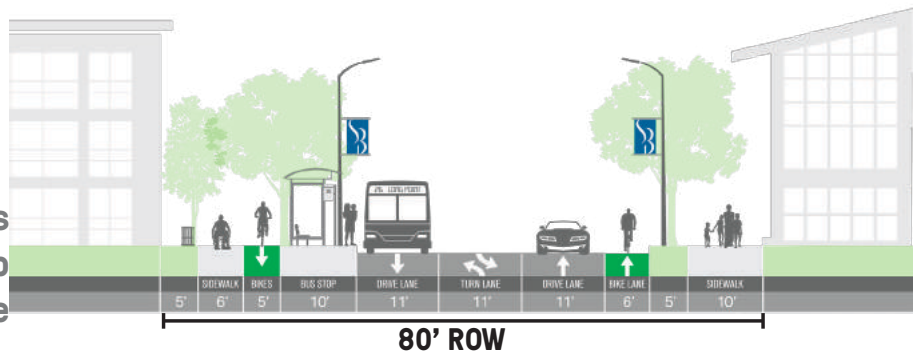


## Opportunities for 80'

### 4-Lanes, Center Turn Lane Sidewalk + Streetscape



### 3-Lanes Bike Lane, Bus Stop Sidewalk + Streetscape





## 02

## LOCAL MOBILITY

Collaborate with the City of Houston PW&E and other partners to implement the Houston Bike Plan in Spring Branch with priority given to connectivity between Long Point and the CenterPoint Trail along north-south and east-west corridors.

## PROJECT GOALS:

1. ● 2. ○ 3. ○ 4. ● 5. ○ 6. ○ 7. ● 8. ○ 9. ●

## LIVABILITY PRINCIPLES:

1. ● 2. ○ 3. ○ 4. ● 5. ● 6. ●

## LOCATION



## EXISTING HIGH-COMFORT BIKE NETWORK\*

- OFF-STREET (TRAIL)
- DEDICATED IN STREET ROW (BIKE LANE) [currently does not exist in area above]
- SHARED ON-STREET (NEIGHBORHOOD ROUTE) [currently does not exist in area above]

Long Point Road is a five mile east-west corridor, an important multi-modal spine for the Spring Branch area where people travel to destinations by car, bus, bike, and foot. The project recommendations here focus on local and regional connections to support a more bike-friendly Spring Branch and connections to regional trails and major destinations.

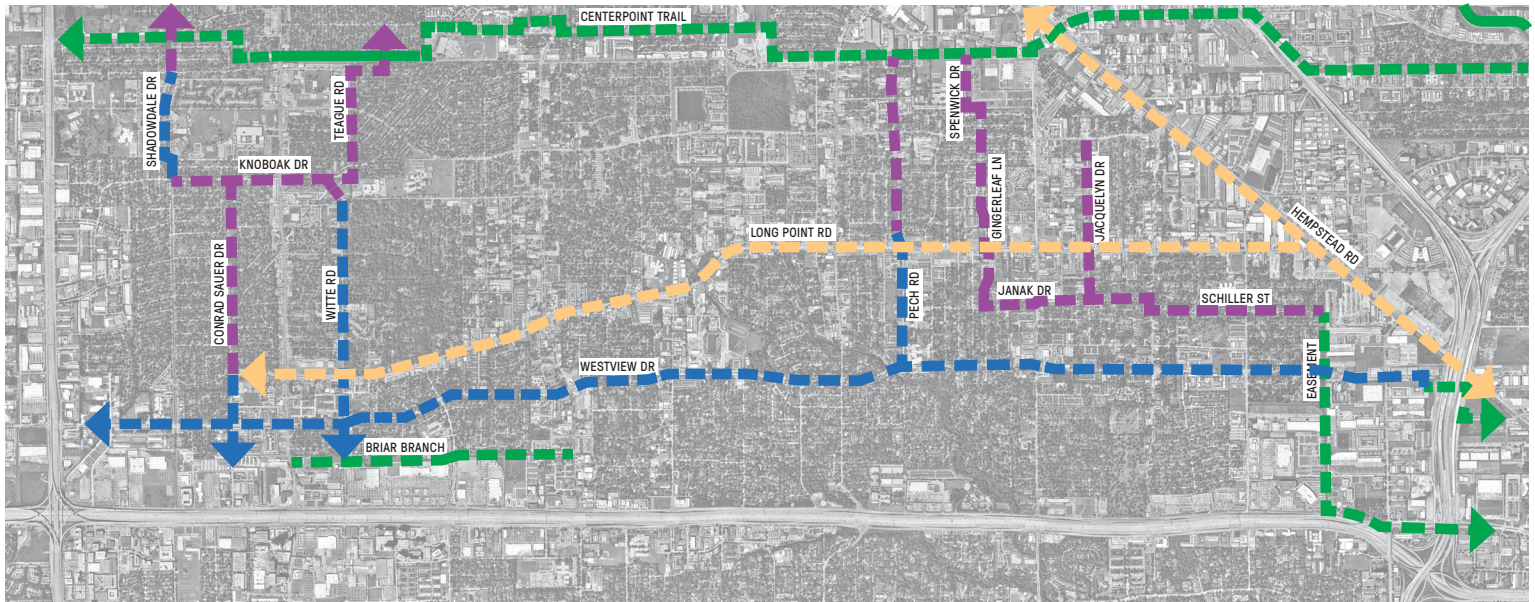
The Houston Bike Plan has identified multiple corridors within Spring Branch to include improved bikeways. The plan identified the opportunity to add bikeways to a portion of Long Point, though there is desire to look at the whole corridor.

## How Can Spring Branch Be More Bike Friendly?

With the exception of an under one mile segment of the CenterPoint Trail, the existing biking infrastructure in the area is substandard, and unlikely to attract many more people to ride. Spring Branch has the potential to be more bike friendly with the extension of the Emnora Hike & Bike trail along a CenterPoint easement as well as prioritizing bikeway connections on key north-south and east-west corridors. It is also important to provide safe places for people to park their bikes once arriving at a destination and partner on expansion of programs like bike share.

(For implementation, see Section IV)





#### PROPOSED REGIONAL HIGH-COMFORT BIKE NETWORK\*

- OFF-STREET (TRAIL)
- DEDICATED IN STREET ROW (BIKE LANE)
- SHARED ON-STREET (NEIGHBORHOOD ROUTE)
- LONG-TERM PROJECT



Off-street shared use paths



Bike lanes potential if Long Point is reconfigured



Bike share could be considered on Long Point

#### \*What is meant by a High-Comfort Bicycle Network?

“A high-comfort bicycle network is a connected set of bikeways (also called facilities) that provide attractive and low-stress transportation routes for a broad range of people. This includes bikeways that connect neighborhoods to jobs, schools, parks, and other key activity centers across the City. The current bikeway network in Houston includes many bike facilities that do not meet current standards. This makes it difficult for many riders to reach their destination safely and comfortably. This incomplete network of comfortable and safe bicycle facilities was identified by the community as one of the main barriers to increased biking.

A high-comfort bikeway network expands the existing trail system and provides separation from high speed traffic either through dedicated bike facilities or by routing people to lower volume neighborhood streets that provide good connectivity. A high-comfort bikeway network is a key component of the goal to increase the number of people riding bicycles in Houston and has been a critical element in communities that have increased the amount of people biking.”

—Houston Bike Plan FAQ, March 2017



## CENTERPOINT TRAIL

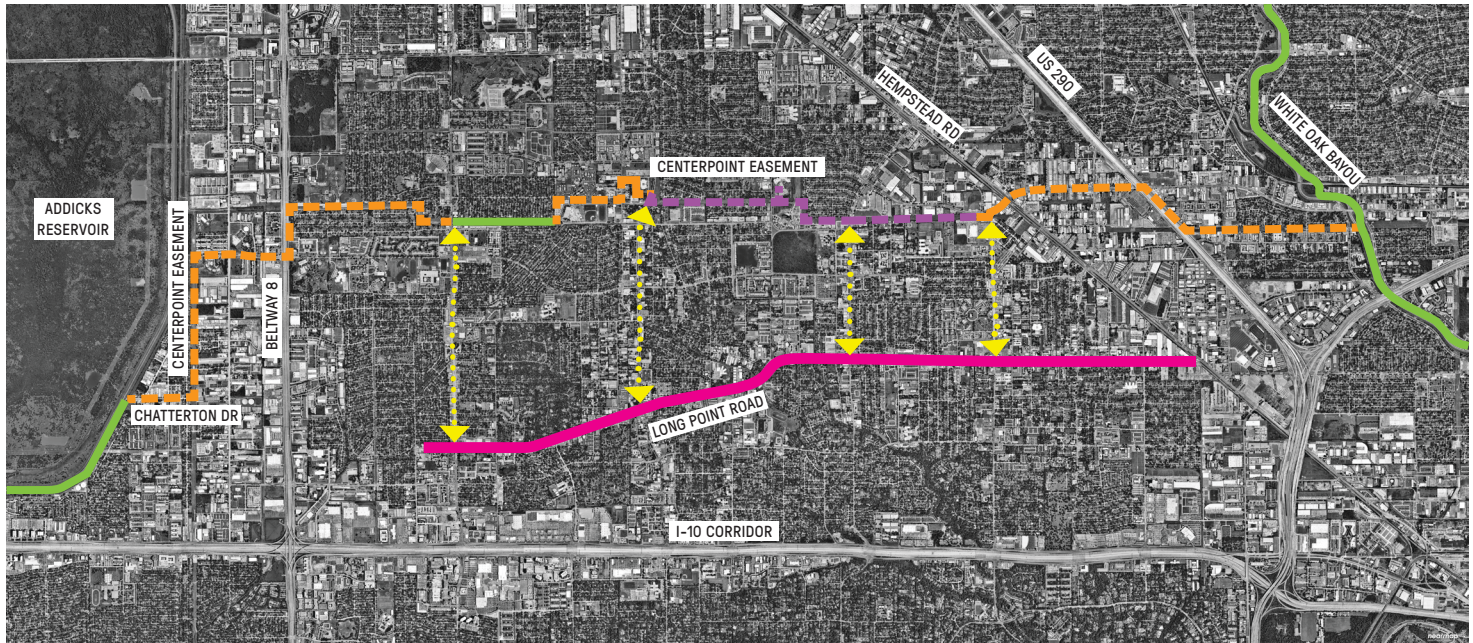
Collaborate with CenterPoint, Houston Parks Board, Harris County (Precincts 3 and 4), City of Houston PW&E, Bike Houston and other partners to implement the uncompleted portions of the CenterPoint Trail that ultimately connects Spring Branch to the Energy Corridor and Westchase Districts to the west and the White Oak Bayou Greenway Corridor to the east.

### PROJECT GOALS:

1. ● 2. ○ 3. ● 4. ● 5. ● 6. ○ 7. ● 8. ○ 9. ●

### LIVABILITY PRINCIPLES:

1. ● 2. ○ 3. ● 4. ● 5. ● 6. ●



- EXISTING OFF-STREET TRAIL
- - - PROPOSED TRAIL SEGMENT TO BE IMPLEMENTED BY SBMD / HOUSTON PARKS BOARD 2019-2020
- - - PROPOSED TRAIL SEGMENTS TO BE STUDIED AS PART OF PENDING SPECIAL DISTRICT STUDY BY H-GAC
- ◀ - - - ▶ POTENTIAL LOCAL CONNECTIVITY TO LONG POINT ROAD TO BE STUDIED AS PART OF PENDING SPECIAL DISTRICT STUDY BY H-GAC

The primary goal of the CenterPoint Trail project is to provide local connectivity while the regional trail network develops. Developing **local connectivity** means linking Spring Branch destinations including schools and parks while developing linear open space in the community for its healthy use and enjoyment. The developing **regional trail network** will connect the Energy Corridor employment centers and points in West Houston (including Terry Hershey Park and Westchase) through Spring Branch and to the White Oak Trail network and ultimately to Buffalo Bayou, Downtown, and Port Houston.

During the course of the Livable Center Study, the project team scoped local segments for immediate implementation. Full connectivity to Bayou Greenways, Addicks Reservoir, the Energy Corridor, and Long Point Road will be further studied as part of an imminent Special District Study by H-GAC.

The initial local connectivity project will provide more than 2 miles of a new trail segment in the CenterPoint corridor in Spring Branch with the opportunity to design, construct and open for the public's use within the next two to three years. The implementation of the full CenterPoint Trail in Spring Branch will provide a critical step to

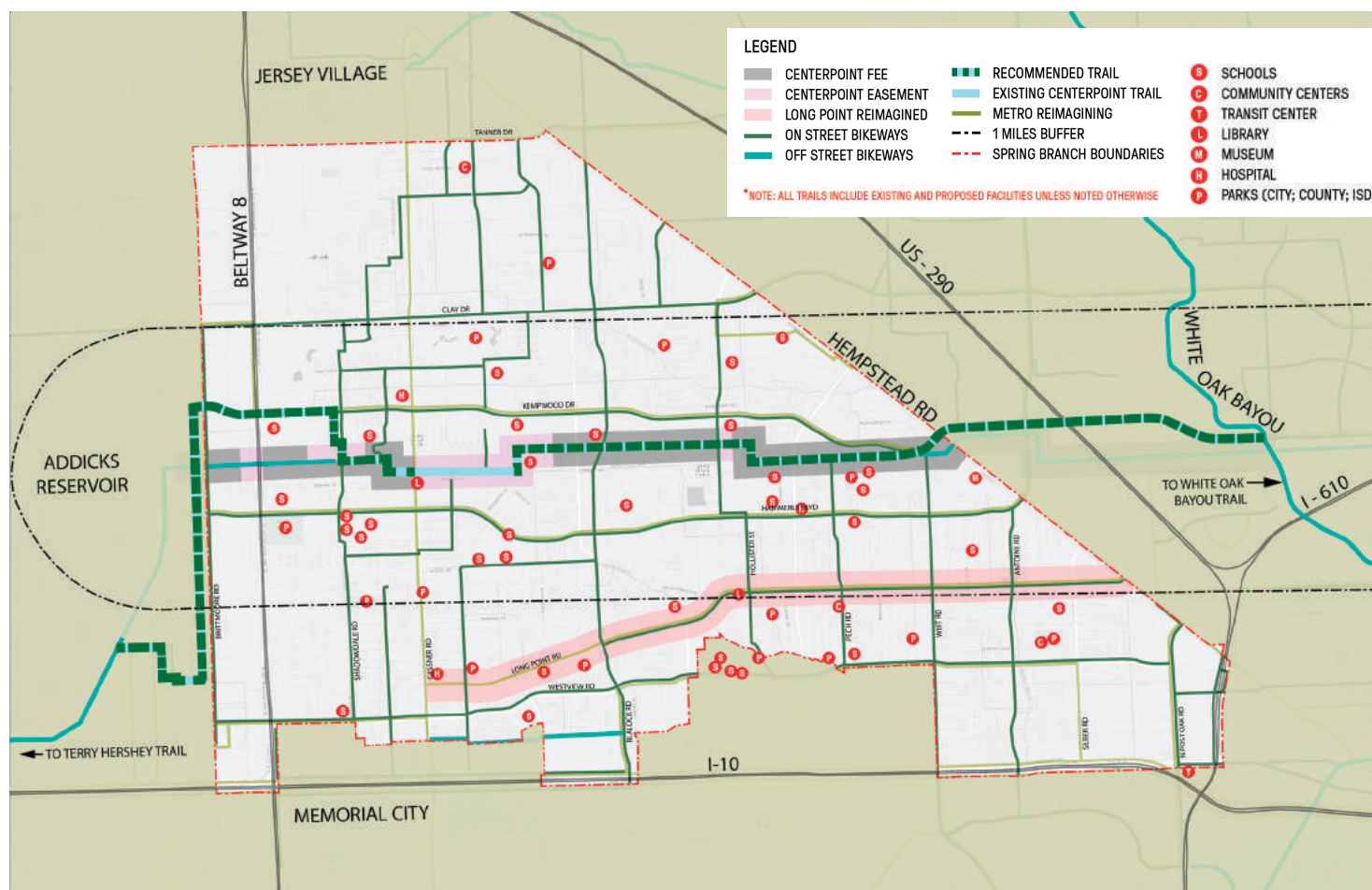
realize the ambitious "Beyond the Bayous" trail and greenway plan, recently completed by the Houston Parks Board, that seeks to provide supplementary connectivity across the Houston region to the Bayou Greenways network using CenterPoint easements and other feasible corridors.

(For implementation, see Section IV)

### QUICK FACTS:

- 9: Miles of CenterPoint right of way within one mile buffer
- 4: Miles of potential CenterPoint off-street trail
- 4.5: Miles of potential CenterPoint on-street trail
- 107,000: Residents within one mile buffer
- 24: Miles of potential off-street trail within one mile buffer
- 51: Miles of potential on-street trail within one mile buffer
- 10: Bus routes within one mile buffer
- 25: Schools within one mile buffer
- 27: Parks and green spaces within one mile buffer





CENTERPOINT TRAIL IN CONTEXT OF LOCAL CONNECTIVITY



CONCEPTUAL RENDERING



## CONNECTING DEVELOPMENT HUBS

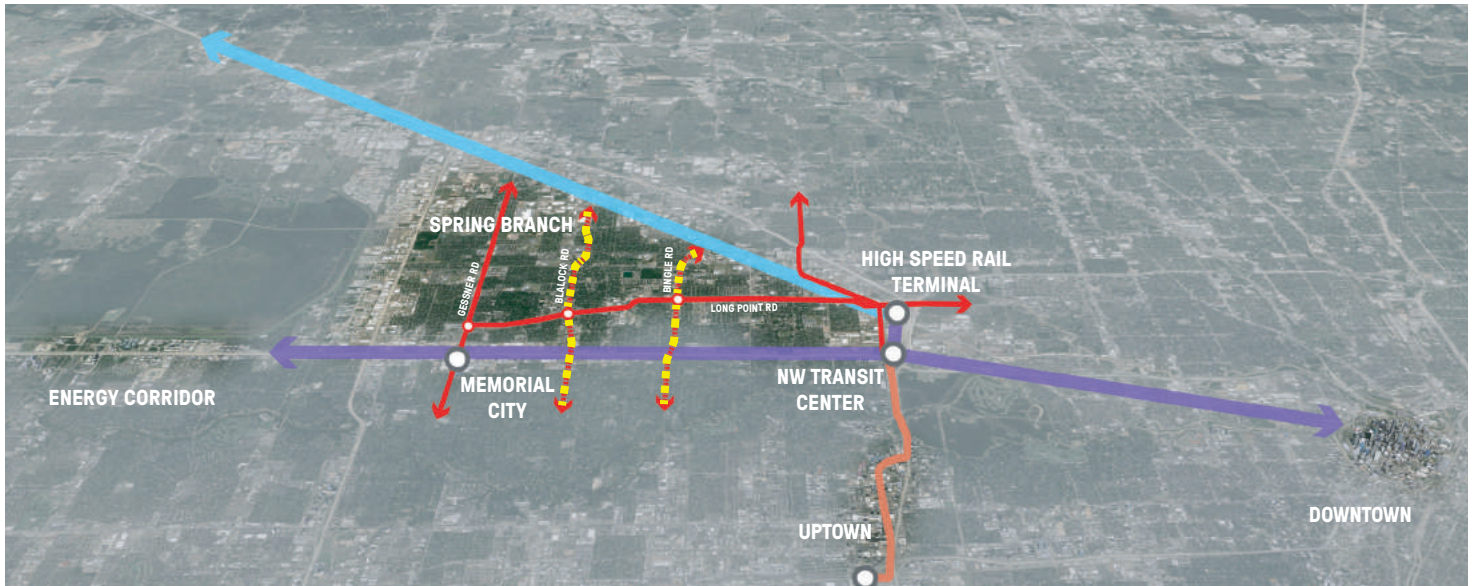
Collaborate and advocate for coordinated planning and general economic development associated with TOD opportunities at the High Speed Rail and Northwest Transit Center HUBs to optimize public improvements, private development and local job creation. Key partners include Texas Central, METRO, Uptown, City of Houston PW&E, property owners.

### PROJECT GOALS:

1. ● 2. ○ 3. ○ 4. ● 5. ○ 6. ○ 7. ● 8. ○ 9. ●

### LIVABILITY PRINCIPLES:

1. ● 2. ○ 3. ● 4. ● 5. ● 6. ●



EXISTING LOCAL BUS POTENTIAL LOCAL BUS  
 REGIONAL CONNECTIONS HIGH SPEED RAIL  
 UPTOWN BRT (In Construction)  
 REGIONAL TRANSIT HUB TOD OPPORTUNITY

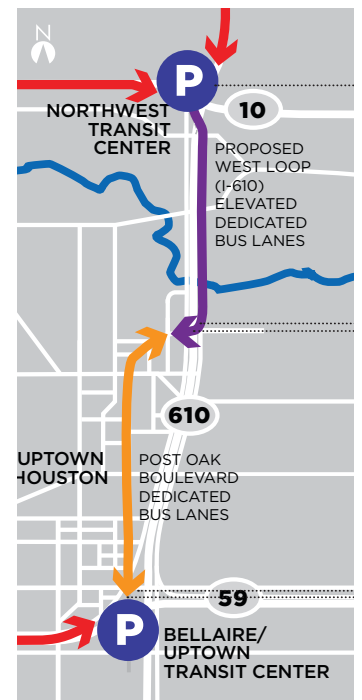
Transit is a critical mode of transportation along the Long Point corridor. METRO's 26 bus route runs frequently with high ridership making many stops along Long Point Drive and providing connections to major destinations. There are opportunities to make improvements to this route that would not only enhance transit service, but provide access and appeal to nearby businesses.

The Texas Central High Speed Rail terminal will be developed adjacent to Long Point's eastern edge. The opportunity for growth and development near that location is significant, and Long Point and Spring Branch could create a new development hub on the east side of Spring Branch.

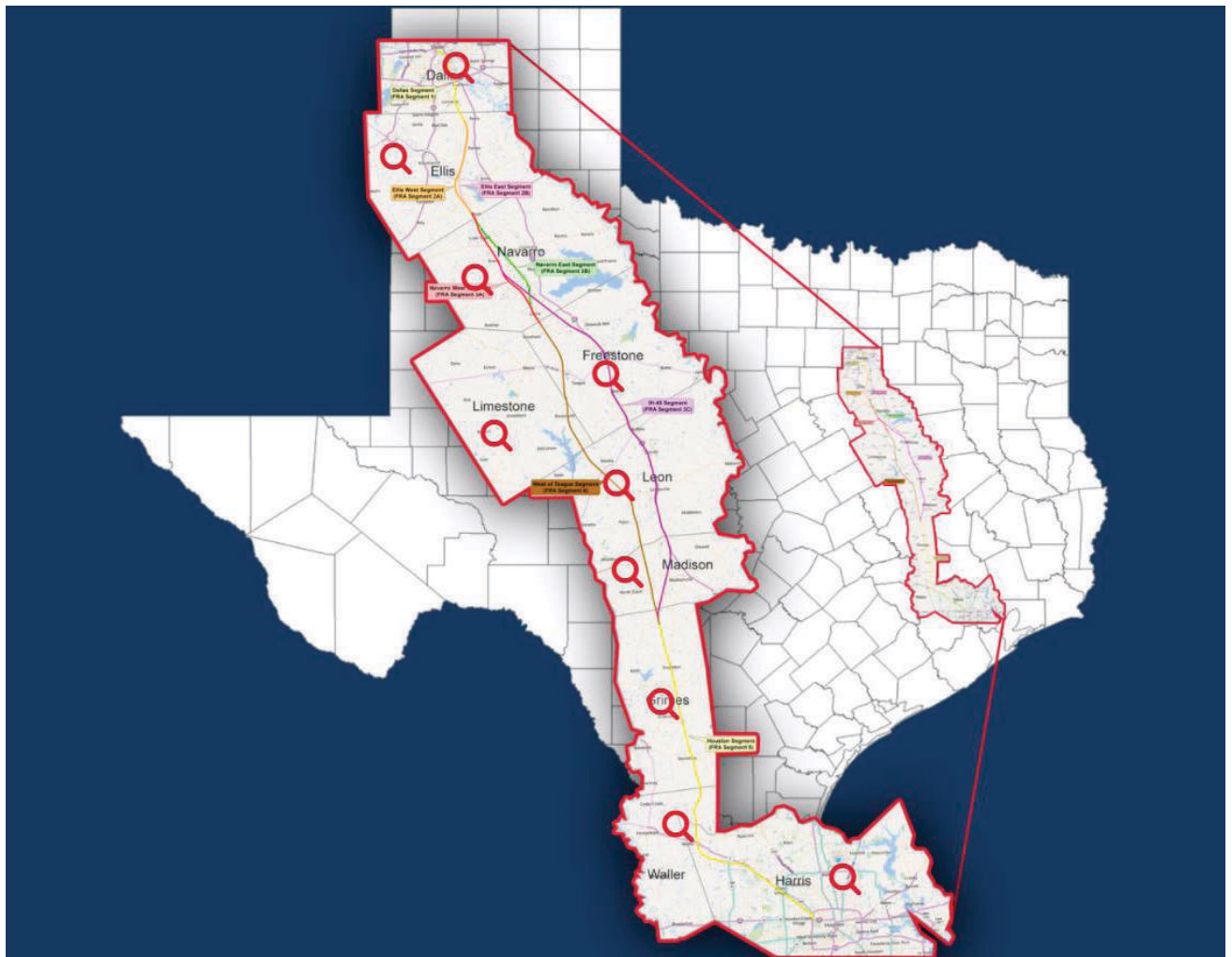
### How can Spring Branch encourage Transit-Oriented Development?

- Work with METRO to optimize service on the 26 Long Point route
- Consolidate stops close to commercial/retail locations with passenger enhancements
- Signal priority for buses at intersections
- Accessibility and aesthetic improvements (ramps, sidewalks, shade trees)
- Enhance connections to/from High Speed Rail terminal and Uptown BRT to destinations in Spring Branch, and a regional connection to downtown
- New north-south bus routes on key corridors including Bingle and Blalock
- Identify and promote types of private/public development projects that will take advantage of optimized, high-capacity transportation investments

(For implementation, see Section IV)



POST OAK BUS LANES AND NORTHWEST TRANSIT CENTER



DALLAS TO HOUSTON HIGH SPEED RAIL (WWW.TEXASCENTRAL.COM)





CONCEPTUAL RENDERING OF HIGH SPEED RAIL STATION AT NORTHWEST MALL SITE (WWW.TEXASCENTRAL.COM)

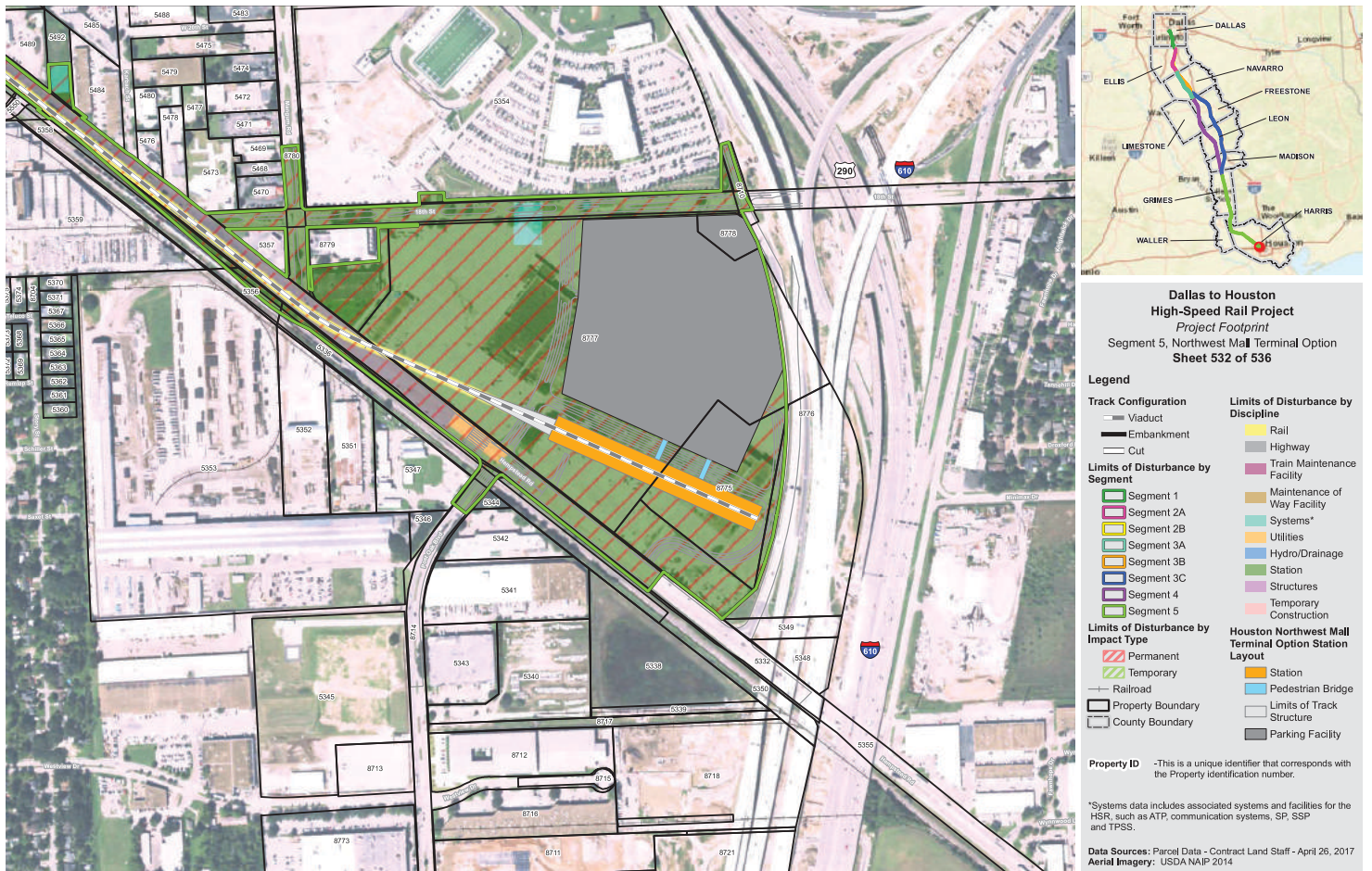


CONCEPTUAL RENDERING OF HIGH SPEED RAIL STATION AT NORTHWEST MALL SITE (WWW.TEXASCENTRAL.COM)





SHINKANSEN STATION: HIGH-SPEED RAIL TERMINAL AND ASSOCIATED DEVELOPMENT TOKYO, JAPAN. THE SAME COMPANY THAT BUILT THIS HIGH-SPEED RAIL WILL BE BUILDING THE DALLAS TO HOUSTON RAIL.



PROPOSED SITE PLAN AT NORTHWEST MALL OF HOUSTON TERMINAL, FROM "DALLAS TO HOUSTON DRAFT ENVIRONMENTAL IMPACT STATEMENT, APPENDIX D: PROJECT FOOTPRINT; MAPBOOK SET 5 OF 5"



## BRANDING AND IDENTITY

Build on and extend the work of the CIP #07 Streetscape Pilot project following its successful completion to incorporate Tier Two and Tier Three streetscape improvements, including sidewalks, street trees, transit shelters, street lights, pedestrian lights, and signage on Long Point. These new installations (actual locations to be determined) are likely to be node-based and occur where other, private improvements are underway or completed and exhibit a development density / clusters consistent with and supportive of near-term and medium-term neighborhood-oriented destinations.

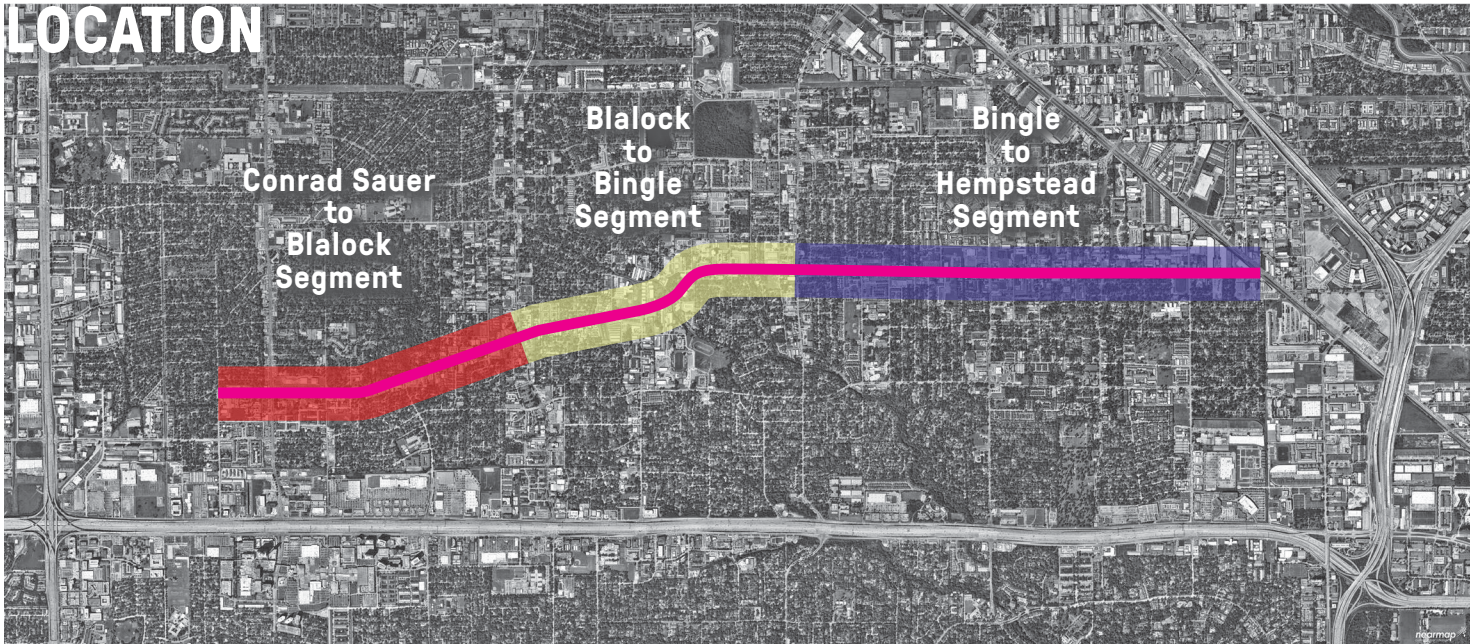
### PROJECT GOALS:

1.  2.  3.  4.  5.  6.  7.  8.  9. 

### LIVABILITY PRINCIPLES:

1.  2.  3.  4.  5.  6. 

## LOCATION



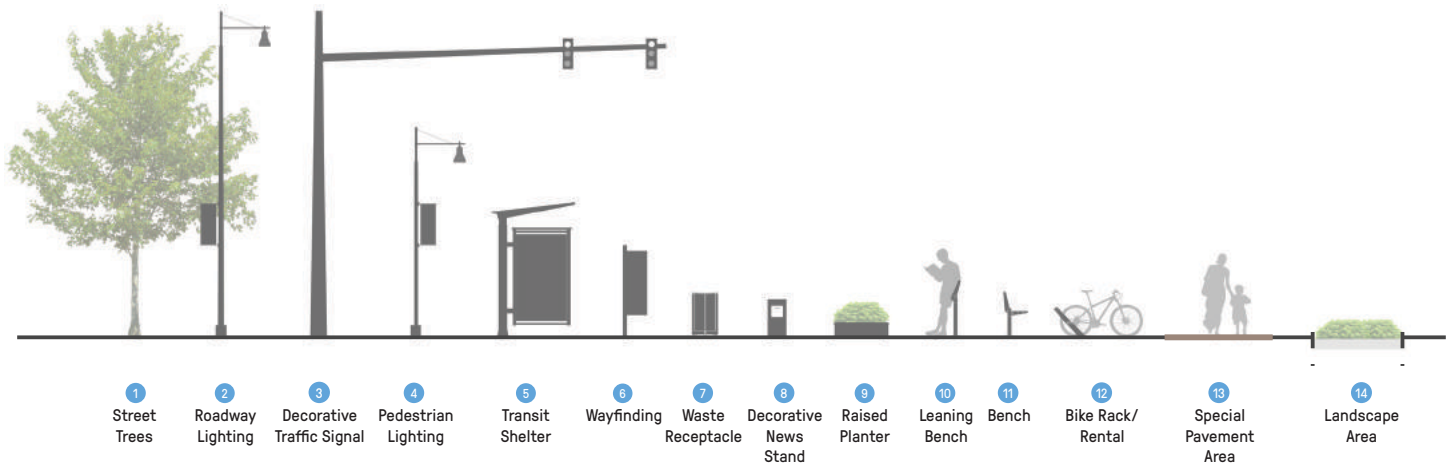
The goal of the Branding and Identity initiative is to celebrate Long Point as Spring Branch's "Main Street" with streetscape features that give the street its own special character. Importantly, these features will also provide for the safety, comfort and convenience that are vital in providing for a more attractive pedestrian environment on Long Point.

The strategy is to test some of these features in a pilot project (see Landscape Pilot - CIP 07 Streetscape Pilot) and then implement the features on longer segments of the street as permanent improvements. The features are illustrated below and range from street trees to bus shelters, benches and signage, to name a few.

(For implementation, see Section IV)



PERSPECTIVE SHOWING COMBINATION OF STREETSCAPE ELEMENTS

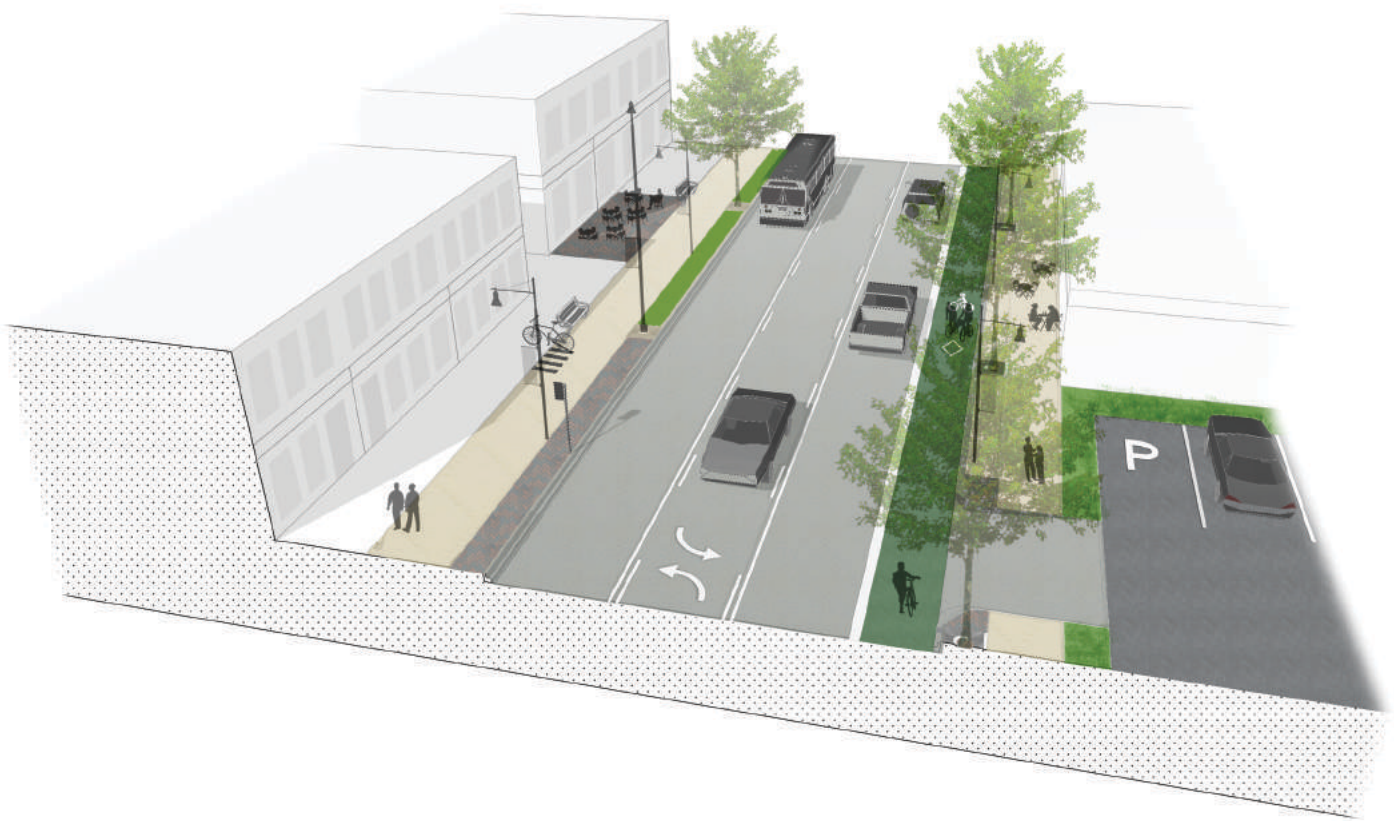


EXAMPLE OF FAMILY OF STREETSCAPE ELEMENTS

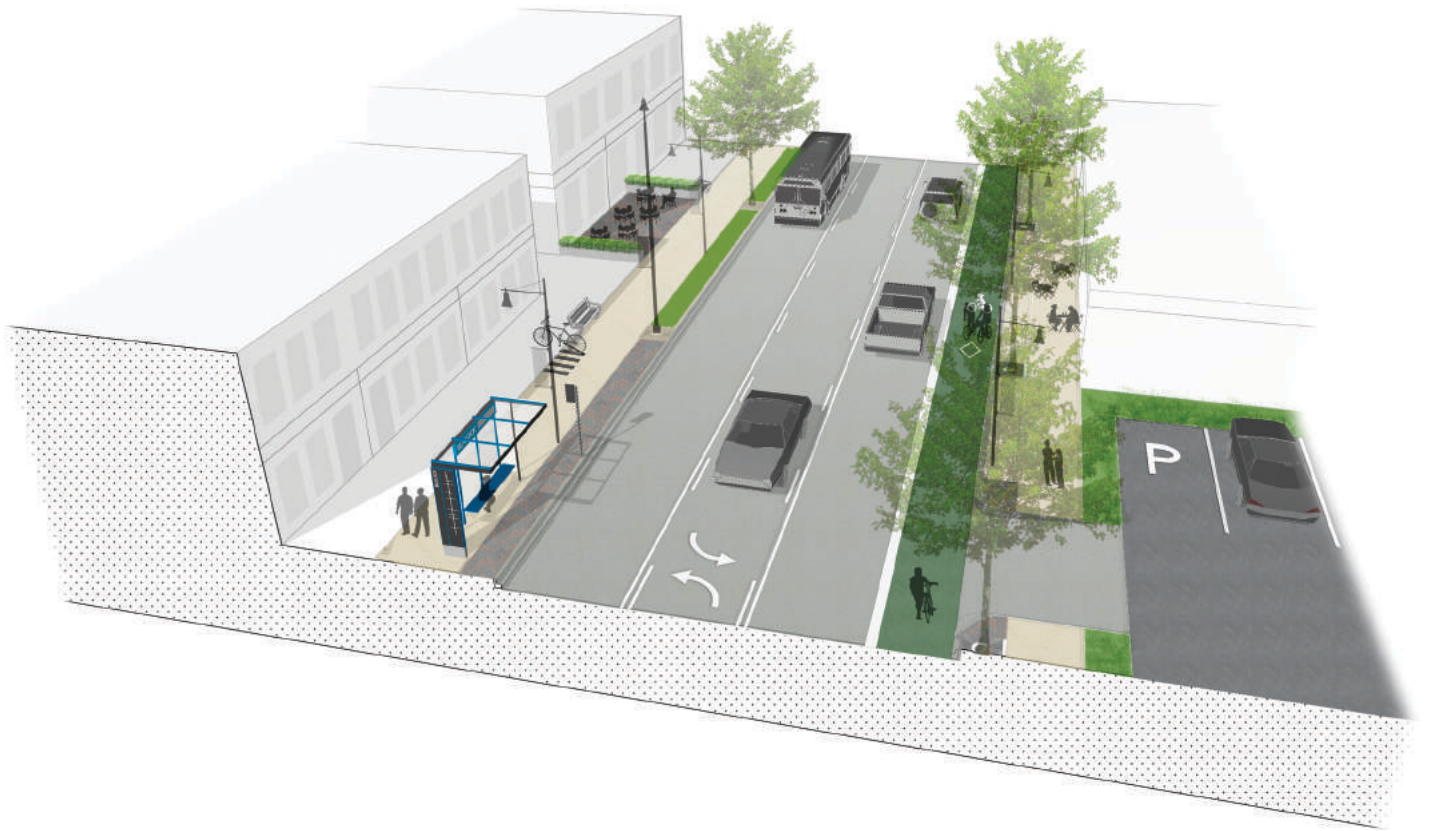


### Tiers of Streetscape Elements

The family of streetscape elements can be deployed in three tiers. The base level Tier 1 contains items that create an immediate and transformative impact, including trees, pedestrian and street lighting with banners, benches, and bike racks. Tier 2 includes signature bus shelters and temporary movable planters, and Tier 3 includes enhanced landscaping and streetscape planters, wayfinding, lean rests, trash cans, and art.



TIER 1 ELEMENTS



TIER 1 + TIER 2 ELEMENTS



TIER 1 + TIER 2 + TIER 3 ELEMENTS



## LONG POINT ART PROGRAM

Inaugurate a long term, rotating art program on Long Point using public and private property for temporary installations by local artists.

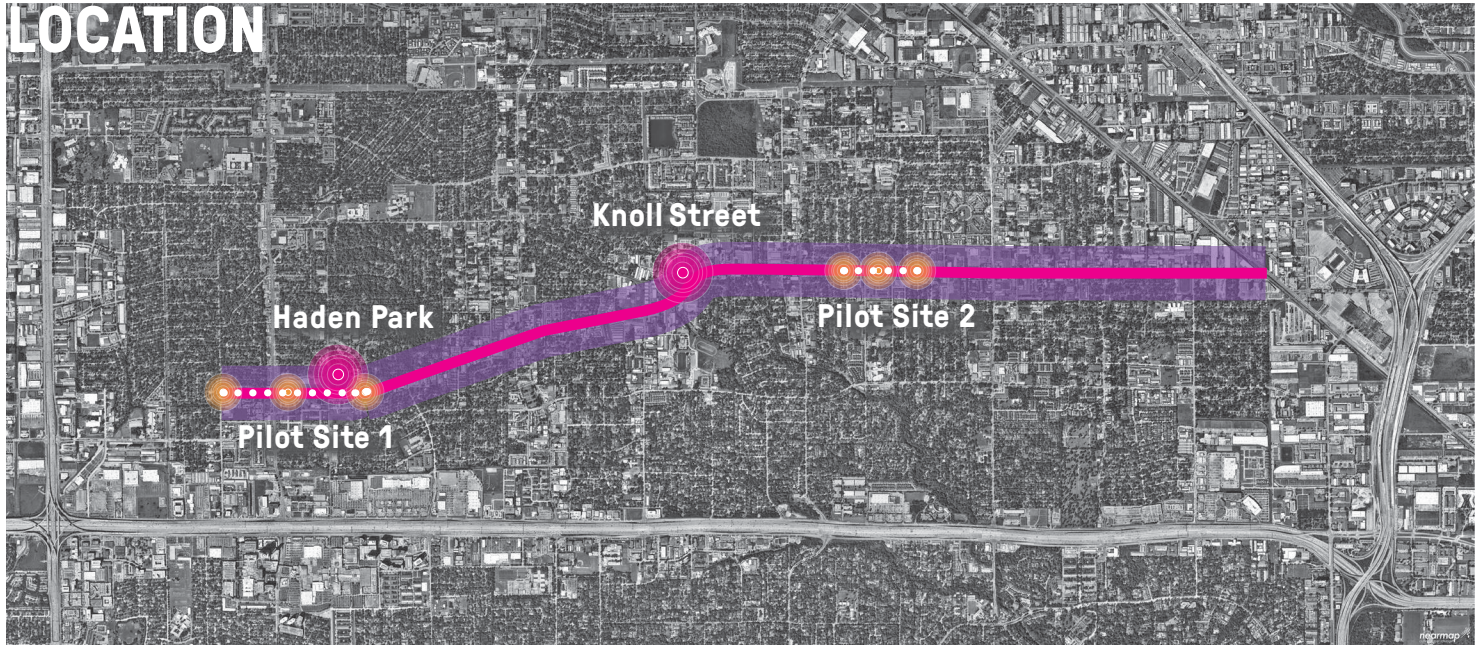
### PROJECT GOALS:

1. ● 2. ○ 3. ○ 4. ○ 5. ○ 6. ○ 7. ○ 8. ● 9. ●

### LIVABILITY PRINCIPLES:

1. ○ 2. ○ 3. ● 4. ● 5. ○ 6. ●

## LOCATION



The goal of the Art Program is to bring art to Long Point. These are envisioned as temporary installations on both public and private property. Using cost-effective techniques that have been well received by the public in Houston and major cities around the world, the art program will feature local artists whose work will be displayed in highly visible locations. Some

of this art may be whimsical objects that are scaled to sidewalks and passing pedestrians while others may be more monumental and enjoyed by patrons from a distance, whether walking, biking or driving.

(For implementation, see Section IV)





SMALL SCALE ART INSTALLATION TYPICAL ON LONG POINT. ART SHOWN IN THIS RENDERING IS CONCEPTUAL ONLY AND DOES NOT REFLECT THE SELECTION FOR THIS SITE



CONCEPTUAL RENDERING OF ART INSTALLATION AT SPRING BRANCH DRIVE AND LONG POINT. THE SCULPTURE SHOWN IS AN INTERPRETATION OF "THE CREST", A PUBLIC SCULPTURE IN BATON ROUGE BY TRAHAN ARCHITECTS, AND DOES NOT REFLECT THE SELECTION FOR THIS SITE.



## STREETSCAPE PILOT

Collaborate with the City of Houston PW&E, Harris County Public Health, Bike Houston, H-GAC, Cigna, the Museum of Fine Arts Houston, private property owners and tenants, and other partners to implement a temporary, small scale installation of a prototypical streetscape in the same location(s) and in association with the CIP #01 Mobility Pilot (see pages 32-35). This CIP will deploy at least Tier 1 streetscape elements including street trees, pedestrian lights, bike racks and benches for a period of approximately six months.

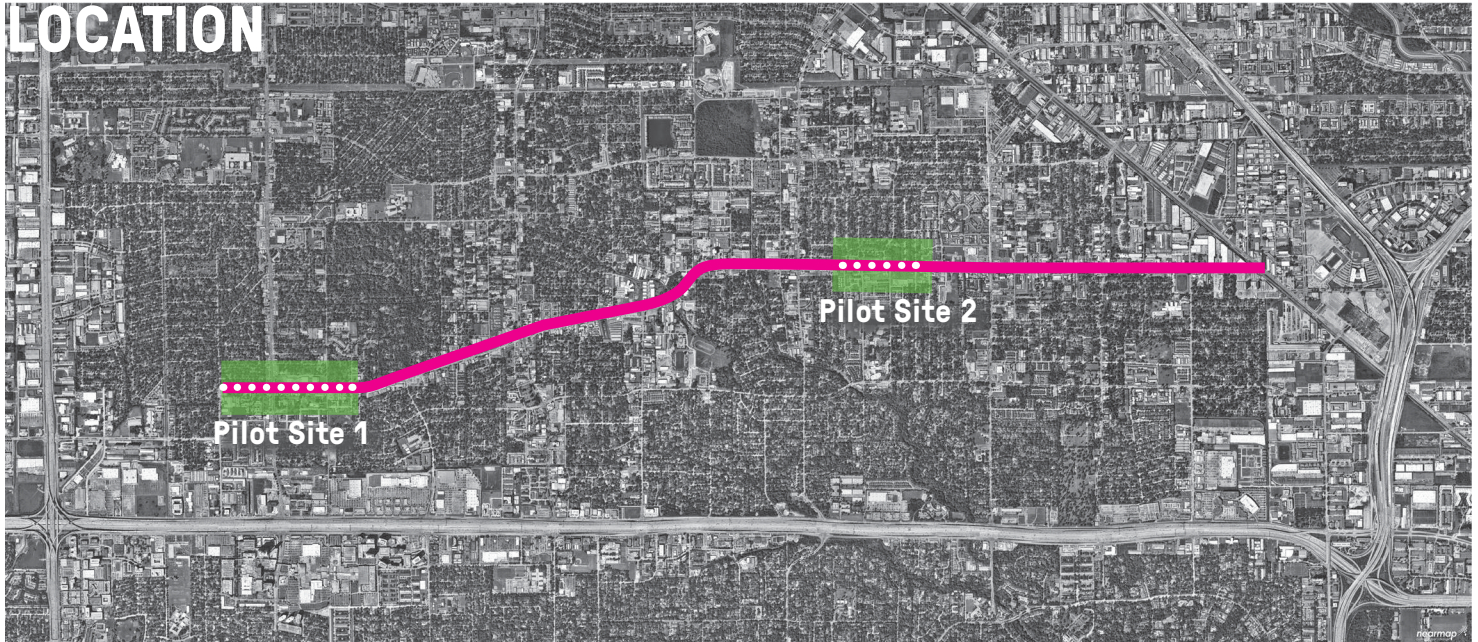
### PROJECT GOALS:

1. ● 2. ● 3. ● 4. ● 5. ● 6. ● 7. ● 8. ● 9. ●

### LIVABILITY PRINCIPLES:

1. ● 2. ○ 3. ○ 4. ● 5. ○ 6. ●

## LOCATION



The goal of redesigning Long Point is to make it into a great street. A pilot project offers a cost-effective, low-risk, short-term approach to test concepts.

### What is a Pilot Project?

For the landscape features of Long Point like the Mobility Pilot, it is a temporary, small scale implementation project that can realistically portray visibility of enhancements to the streetscape.

A temporary pilot will look at selective streetscape features for the basics - landscaping, pedestrian lights, benches and bike racks - that begin to express the special character of the street. The CIP 07 Streetscape Pilot project would be done in conjunction with the CIP 01 Mobility Pilot Project with the installation occurring in one or more sections of the same location:

- Conrad Sauer Drive to Murray Bay Street
- Pech Road to Spenwick Drive

The CIP 07 Streetscape Pilot will be implemented where partnerships with adjacent property owners and tenants are supportive and enthusiastic, especially since these temporary installations may be located on portions of private property.

Goals of this Streetscape Pilot project include illustrating the opportunities of the enhanced public realm to the community, testing different design elements, getting input from residents, and building public support for the streetscape enhancements to be deployed along Long Point generally.

(For implementation, see Section IV)



"Better Block" Example Project: BEFORE



"Better Block" Example Project: AFTER



EXAMPLE BETTER BLOCKS TEMPORARY STREETSCAPE (DALLAS)



## HOUSING CHOICE

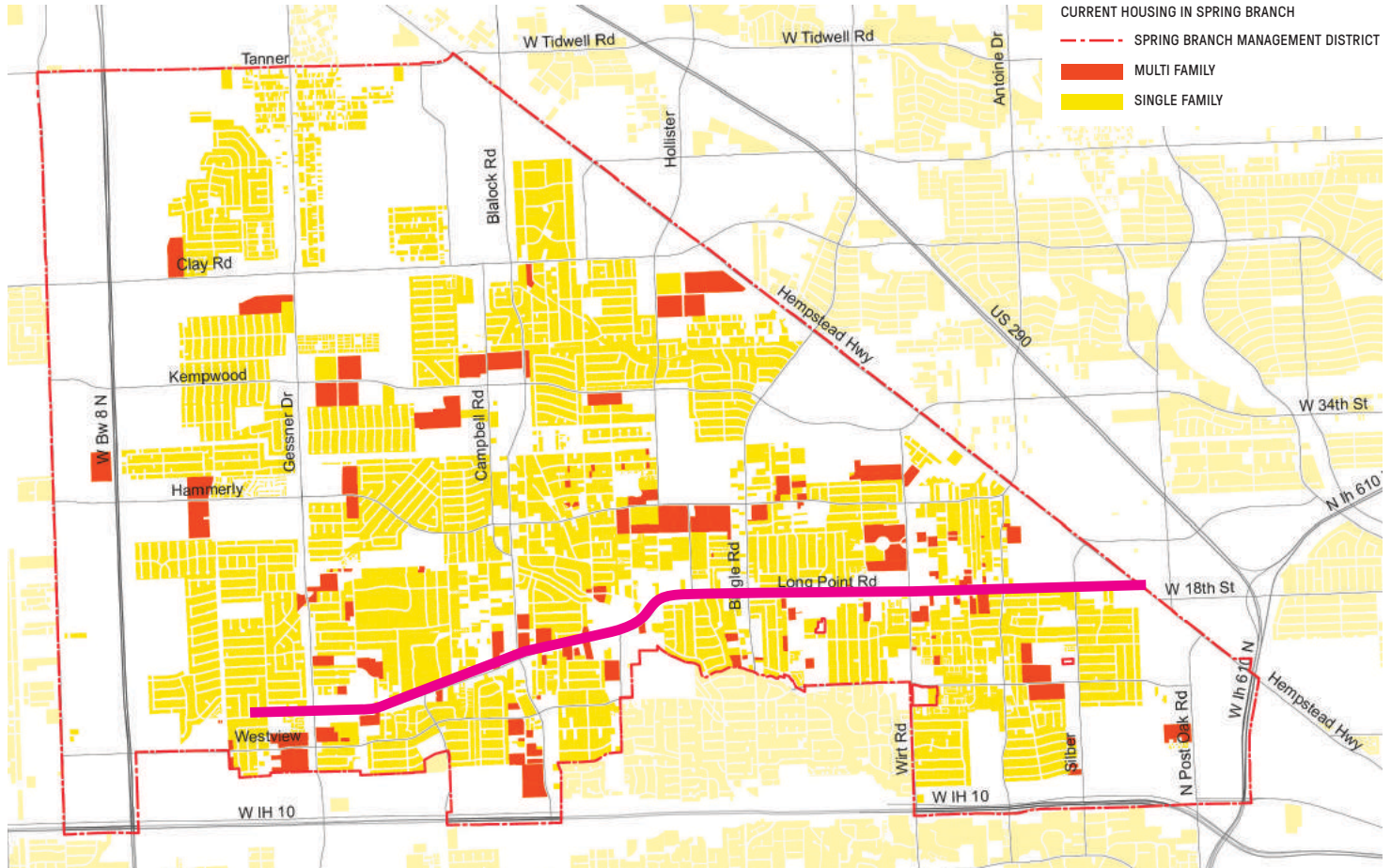
Collaborate with housing advocates and the City of Houston to expand housing choice in Spring Branch for a wide spectrum of the population, both renters and owners. Promote the development of senior housing and the preservation of existing housing stock in older neighborhoods.

### PROJECT GOALS:

1. 2. 3. 4. 5. 6. 7. 8. 9.

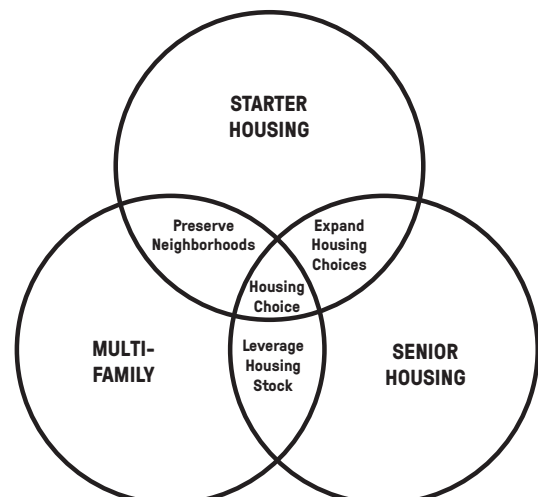
### LIVABILITY PRINCIPLES:

1. 2. 3. 4. 5. 6.



Spring Branch exhibits a number of notable trends in its demographic and housing profiles. Compared to the larger urban area in which it is situated (Harris County), its population is getting older and growing at a slower pace. Both reflect Spring Branch's late stage maturity as an older, developed suburban area of Houston.

In the coming decades, as the area becomes more urban – land use changes bring, among other things, higher residential densities – it will more closely mirror its larger urban context. It will start to look younger and at the same time its population will expand. In the east and west portions of Spring Branch (Zip Codes 77055 and 77043, respectively), early signs of these changes are already evident (see chart #), largely associated with the significant employment centers in proximity to these two areas. With these changes will come a steady upward pressure on land prices. The referenced chart on the next page also shows that, whether owner occupied or renter occupied housing units, the price trend is generally upwards.



This presents a significant challenge to Spring Branch maintaining a balanced offering across the housing spectrum, including affordable starter-single family, rental and senior housing that all contribute greatly to making a complete community.

The goal of the Housing Choice initiative in Spring Branch is to support, promote and expand opportunities for basic shelter for the widest spectrum of income groups, both owner and renter-occupied. The initiative recognizes the advantages of Spring Branch as a community of single family neighborhoods and abundant and well distributed apartment properties. Its three main pillars are:

- Promote the development of senior housing in Spring Branch that offers elderly homeowners the option of downsizing while maintaining local residence and connections to their community in Spring Branch.
- Stimulate the availability of single family stock for younger families seeking to move into Spring Branch or moving from local apartment properties into local home ownership – through the sale of housing by seniors and formation of housing co-op(s) to purchase blocks of houses in existing, transitioning neighborhoods for starter homes.
- Encourage the upgrading and improvement of multi-family properties as a key component of Spring Branch's long range housing affordability picture (17,000 existing apartment units).

The proposed strategies for the Housing Choice CIP are described below.

1. Expand Spring Branch's "Blue Star" program with area multi-family properties to encourage and support the local rental market in Spring Branch for conforming and participating properties.
2. Prepare research on Spring Branch real property to understand where opportunities might exist for locating affordable / alternative housing. Identify encumbered properties for which risk aversion for traditional development may make these suitable sites for alternative housing projects. Create and maintain an inventory of prospective properties by housing types and location for land assemblage.
3. Maintain a close liaison with national and local housing advocates and providers to preview prospective properties as these are identified.
4. Identify and support development deals in combination with 2 and 3 above.

(For implementation, see Section IV)

### Spring Branch Area Demographic / Housing Profile

	Harris County	77055 (East)	77080 (Central)	77041 (North)	77043 (West)
<b>Population</b>					
2010	4,092,459	41,989	45,275	37,146	23,358
2016	4,434,257	44,890	46,907	36,129	26,505
% Change	8.35%	6.91%	3.60%	-2.74%	13.47%
<b>Age</b>					
2010	32	32.5	29.7	33.3	33.3
2016	32.9	33.4	31.5	36.2	34.6
% Change	2.81%	2.77%	6.06%	8.71%	3.90%
<b>Owner-Occupied Housing Cost</b>					
2010	\$131,700	\$200,600	\$129,300	\$135,100	\$147,600
2016	\$145,600	\$343,400	\$157,600	\$147,800	\$171,000
% Change	11%	71%	22%	9%	16%
<b>Renter-Occupied Housing Cost</b>					
2010	\$820	\$805	\$773	\$1,084	\$849
2016	\$937	\$852	\$848	\$1,199	\$910
% Change	14%	6%	10%	11%	7%

Source: U.S. Census Bureau

Notes:

- 2010 - 2016 review builds on last Spring Branch survey performed in 2011.
- Zip codes generally correspond to the indicated geographic area of Spring Branch.
- Age value is median age.
- Owner-occupied are median home values.
- Renter-occupied are median monthly rental rates.

Other Metrics:

- Spring Branch - 1,378 new single family units have been added since 2010;
- Average SF home value is \$320,000; range \$200k - \$800k;
- Existing MF units total 16,975 at close of 2017;
- 769 new MF units added since 2010.

Source: SBMD



## MARKETING AND COMMUNICATION

Provide regular and consistent promotion and programming for the Reimagine Long Point initiative to build awareness and identity, support local businesses, both existing and new, and to generally grow the economic development of the area.

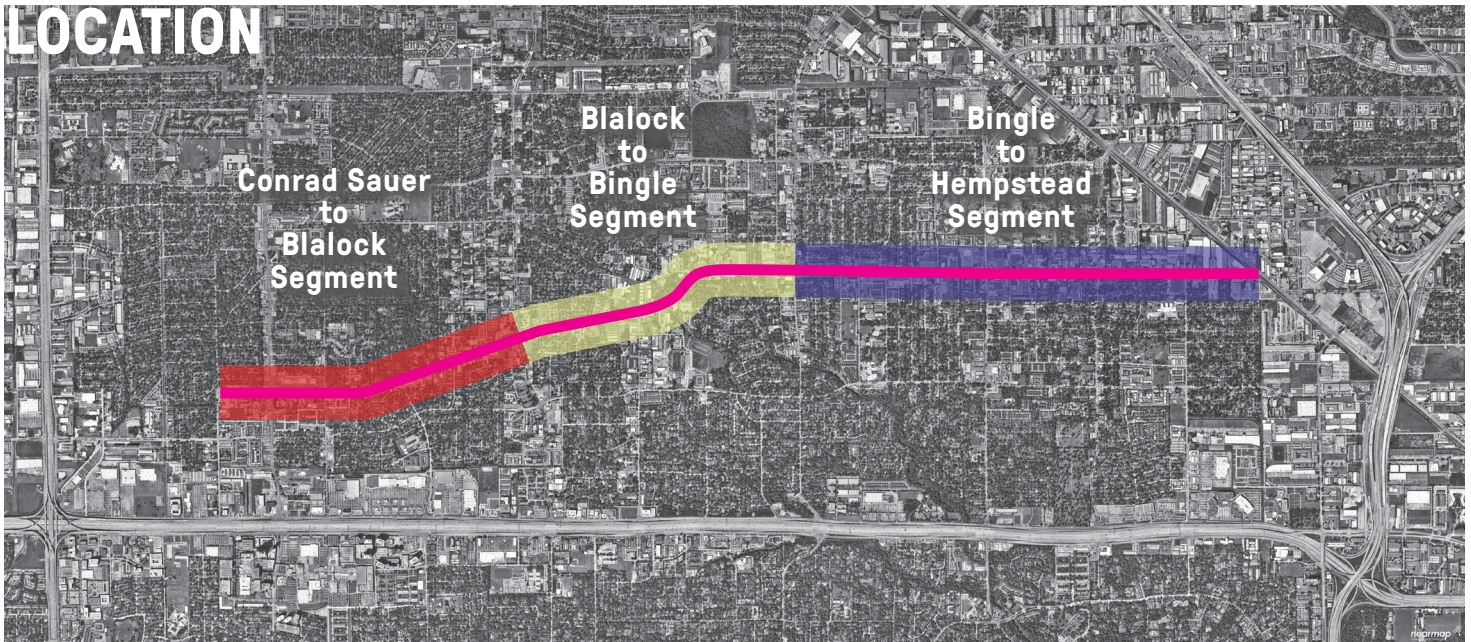
### PROJECT GOALS:

1.  2.  3.  4.  5.  6.  7.  8.  9. 

### LIVABILITY PRINCIPLES:

1.  2.  3.  4.  5.  6. 

## LOCATION



The goal of the Marketing and Communications initiative is to advocate for, champion, and provide a clearing house to incrementally achieve the recommended implementation actions of Reimagine Long Point.

The Spring Branch Management District functions as an excellent steward of the area's economic development initiatives. In recent years, the District has expanded its focus and reach to promote investment and reinvestment in the broader community, both business and residential. Reimagine Long Point is another demonstration of the District's recognition that positive change requires consistent, clear and coherent communication.

The Marketing and Communications CIP is the means and methods by which the District publicizes and promotes the value side of the CIP investments. The principal idea is to sustain initiatives over the short, medium and long terms and to calibrate these initiatives in tandem with the changing look and feel of Long Point. As Long Point gradually returns to its original function as Spring Branch's "main street," the Communications and Marketing initiatives - being dynamic and agile - should become less basic and more robust and sophisticated.

As described below, the proposed actions in CIP 09 are both informational and social.

- **"A-Z What's Up" App for Long Point**

Promoting Long Point both to the Spring Branch community and to the larger City of Houston with a way-finding app can utilize expanding social networks to support local businesses and social events. New technologies can keep busy people across all age groups informed of business, entertainment, health, social, educational activities with convenient, time-based and place-based updates.

- **Long Point / Spring Branch Foundation**

Other districts in Houston have experienced great success with creating tax-deductible foundations to raise discretionary funds to provide resources for a broad array of hard and soft investments. Since funding sources can be restrictive as to their purpose and use, a foundation - duly created - can have wider latitude in its expenditures. The action here is to consider the creation of such a





MARKETING PRINT COLLATERAL EXAMPLE

foundation in Spring Branch and, if deemed desirable and feasible, to initiate its creation. One possible use of such funds would be to create a sustainable funding source for the proposed CIP 06 Long Point Art Program.

- **Walking Guide (Map) of Long Point Neighborhoods**

Creating a printed Walking Guide would introduce new features, events and businesses to the local Spring Branch community. This could be a home-delivered item paid for in full or in part by advertisers. The Walking Guide might be the precursor to the “A-Z What’s Up” App for Long Point described above or work in parallel with it. The Guide would announce walking and biking routes that are newly opened and connect to new and key destinations, whether business, civic, culture, religious or education. It would also feature “Connected Spring Branch” as a network of neighborhoods connected to local amenities including open space, parks and trails.

- **Special Events on Long Point**

Building the cultural infrastructure for a growing Spring Branch should include seasonal special events. The might include already

popular city-wide programs such as Sunday Streets, Parking Day and Bike to Work Day. Parades celebrating local cultural events and the local arts would be a major attractor and help reinforce the specialness of Spring Branch. Regular, seasonal events with attendant street decorations would celebrate key holidays and become important, recurring community events that are anticipated with pent up excitement. Special events should focus on Long Point as the community’s “main street.”

(For implementation, see Section IV)



## LONG POINT CHARACTER STANDARDS

Collaborate with the City of Houston P&D, local property owners and businesses to codify discretionary character standards for the Long Point area based on the recommendations for this CIP element.

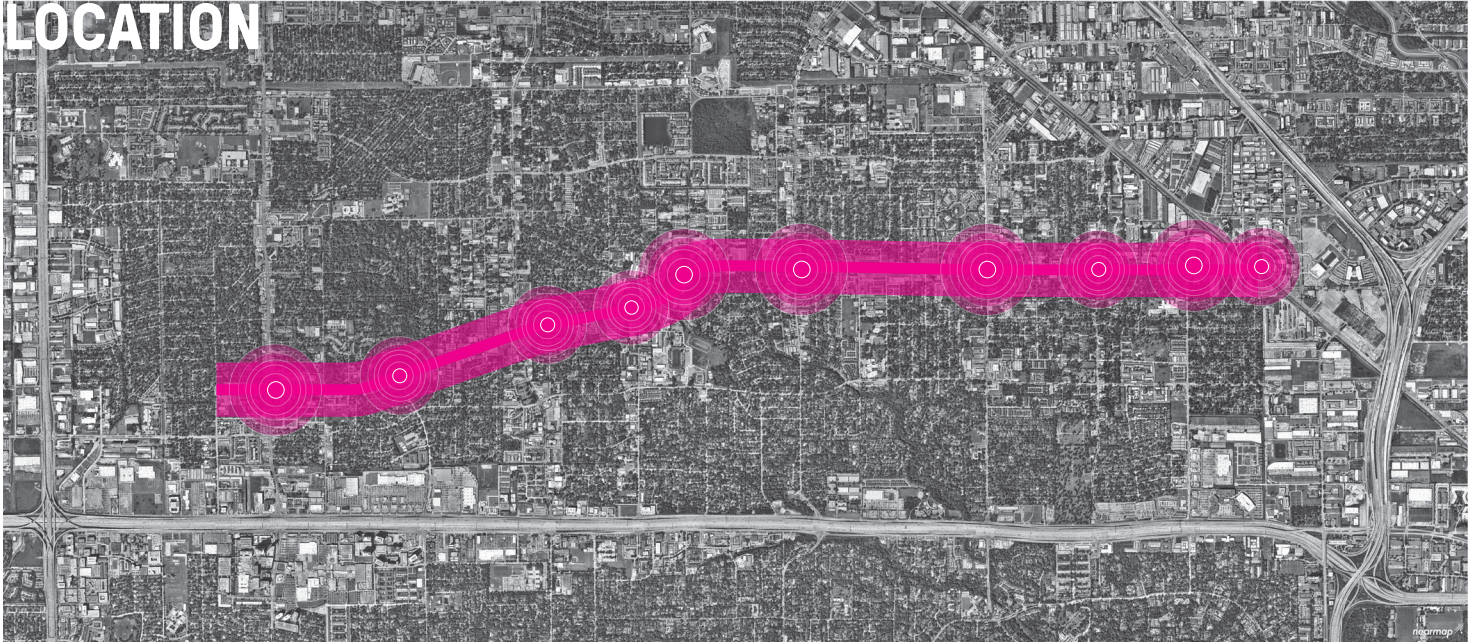
### PROJECT GOALS:

1.  2.  3.  4.  5.  6.  7.  8.  9. 

### LIVABILITY PRINCIPLES:

1.  2.  3.  4.  5.  6. 

## LOCATION



CHARACTER STANDARDS CAN BE APPLIED ALONG THE ENTIRE CORRIDOR WITH SPECIAL CONSIDERATION AT MAJOR INTERSECTIONS

As Long Point Road continues to evolve as Spring Branch's key commercial and cultural corridor – its “Main Street” – there are key attributes that define its character that should both be preserved and enhanced. These attributes are being shaped every day by the friction between the public and private realms, and reflect the interaction of market factors and local regulations. At a conceptual level, these key attributes offer a method to evaluate propositions for the changing face of Long Point, whether these changes are in land use, adaptive reuse of existing buildings, new construction, or evolving streetscape.

In outlining community design character standards for Long Point, the intent is for these propositions to be considered by the “shapers” (property owners, developers, builders, tenants, special districts, local government, etc.) of Long Point as minimum standards that ought to and should be exceeded in practice.

Listed below are Long Point's key attributes:

1. Connected
2. Contextual
3. Walkable
4. Convenient
5. Green
6. Dynamic
7. Urban Sanctuary

## 1. CONNECTED



### PRINCIPLES

- Multi-modal transportation options are expanded to enhance local and regional accessibility
- Street ROW grid is uninterrupted and maintained to keep Spring Branch porous and mode and route choices uninterrupted
- New neighborhoods embrace “porosity” by maintaining multiple entrances so as to facilitate convenient access and route choice in lieu of being gated and walled enclaves
- Bus stops and bus shelters are part of an integrated streetscape that are safe, attractive and comfortable, inviting and supporting healthy transit patronage
- The CenterPoint Trail exemplifies general connectivity both to the region and its employment centers and cultural destinations, and locally to civic destinations including schools, libraries, parks and other community facilities

### CONNECTED – DO

- Encourage transit with basic amenities including safe sidewalks, shade, and seating
- Maintain street grid to optimize open access for all
- Obtain private easements to locate bus shelters where ridership demand is indicated
- Implement Houston Bike Plan

### CONNECTED – DON'T

- Abandon and close streets
- Create gated and walled residential compounds
- Locate pull-in parking that requires backing out into Long Point traffic



## 2. CONTEXTUAL



### PRINCIPLES

- Private development embraces the street; neighborhoods are open and welcoming in lieu of being gated and walled enclaves
- Neighborhood-oriented mixed use commercial entertainment and services locate at key nodes on Long Point
- Build-to lines on Long Point establish a consistent street face that contributes to an activated street and creates a pedestrian scale
- Evolving architectural styles create a high-quality urban environment that begins to define Reimagine Long Point

### CONTEXTUAL - DO

- Landscape redeveloped commercial parking lots and building frontages
- Use City-approved street trees for all planting in the ROW
- Support the concept of a consistent Long Point street character by selecting only plant material designated for Reimagine Long Point
- Create alternative parking strategies including shared parking and credit for providing bike racks
- Deploy parking management practices on-site at redeveloped / new properties so as not to unnecessarily impact traffic flow on Long Point
- Place new buildings close to the property line and along the street with parking in back or, if not practical, on the side
- Repurpose existing buildings whenever / wherever possible
- Infill new retail at street front where older shopping centers may be over-parked and have available pad site space
- Relocate power lines to rear of commercial properties
- Coordinate on-premise signage to reduce visual clutter
- Coordinate regulatory signage to reduce visual clutter (private and regulatory)
- Screen surface parking lots fronting public streets with high visibility
- Screen 'back of house' functions including trash dumpsters, storage yards and loading docks

### CONTEXTUAL - DON'T

- Develop residential development on Long Point commercial corridor unless it is mixed use
- Install new power lines on Long Point when they can be placed at the rear of property undergoing redevelopment / development
- Paint structures in discordant colors that detract from the general color palettes of the area
- Erect buildings with blank facades on the public ROW

### 3. WALKABLE



#### PRINCIPLES

- The pedestrian scale and uninterrupted street grid encourage walking
- Sidewalks are accessible, continuous and of ample width
- Street design encourages safe driving speeds
- Street crossings are frequent and safe
- Sidewalks are shaded and comfortable

#### WALKABLE – DO

- Widen sidewalks
- Ensure that corner ramps and building entrances are accessible
- Shade the pedestrian zone with street trees
- Close redundant driveways or driveways that exceed current standards

#### WALKABLE – DON'T

- Use any portion of a sidewalk for parking
- Locate objects (power or light poles, benches, etc) to encroach in the minimum clear width of a sidewalk



## 4. CONVENIENT



### PRINCIPLES

- Ample off-street parking is provided behind and / or on the sides of commercial establishments
- Mixed uses promote “park once” that is convenient to pedestrians and to businesses
- Redundant private driveways are closed wherever possible to minimize auto / pedestrian conflicts
- Parking management is deployed on private property: stacking is provided to minimize vehicular conflicts and optimize traffic

### CONVENIENT – DO

- Update pedestrian street crossings at commercial nodes to promote safe access
- Provide convenience parking on the street or near store fronts
- Locate building entrances as close to street corners as possible to provide convenient pedestrian access

### CONVENIENT – DON'T

- Deploy drive-up windows on private property that cause traffic to wait and stack up on Long Point blocking vehicular lanes
- Provide entrances to businesses that are not visible from the street
- Erect buildings with blank facades on the public ROW that don't allow building entry from the street / sidewalk

## 5. GREEN



### PRINCIPLES

- Street trees form a continuous green canopy creating shaded sidewalks
- Overhead power is relocated / minimized wherever possible to reduce street clutter and allow a wider choice of large street trees

### GREEN - DO

- Provide space between street trees and building structures that promote healthy tree growth / full tree canopies and close enough to sidewalks and bike lanes to provide shade
- Provide rain gardens where space allows
- Provide irrigation for plant material wherever possible
- Provide outdoor seating and mobile displays accessible from the sidewalk

### GREEN - DON'T

- Redevelop properties without landscaping (trees and ground covers)
- Over-prune street and parking lot trees



## 6. DYNAMIC



### PRINCIPLES

- New development combines variety and not single uses
- Seasonal decorations celebrate the community and enliven the street throughout the year
- Streets, parklets and points of cultural interest are designed to become meeting places for people and accommodate lively community events on a regular basis

### DYNAMIC – DO

- Large commercial properties are re-scaled to create variety and visual interest including more individualized expression for each tenant space
- Nationally-branded businesses incorporate a more local look and design aesthetic
- Provide public space and logistics support for regular cultural celebrations that uphold the diversity of the neighborhood

### DYNAMIC – DON'T

- Develop new properties whose ground level street frontage is occupied by single use activities such as parking, storage or mechanical yards

## 7. URBAN SANCTUARY



### PRINCIPLES

- Long Point is the destination for a diverse community including residents, workers and visitors
- Long Point is community-focused, inviting and safe, both day and night
- Business establishments encourage and support neighborhood gatherings

### URBAN SANCTUARY – DO

- Provide a diversity in businesses whether restaurants or commercial services as Long Point brand
- Provide outdoor seating and street-oriented activities that encourage pedestrian use and help activate the street
- Create high visibility to promote comfort and safety

### URBAN SANCTUARY – DON'T

- Operate poorly lit, dark establishments or properties with high-security perimeter enclosures



## EXAMPLE PROTOTYPE CHARACTER STANDARDS



PROTOTYPE SITE 1  
EXISTING CONDITIONS

Note: The ideas represented in this illustration are for conceptual purposes only and are not intended as specific proposals for improvements, either on private or public property. The illustrations are intended to suggest “what if” propositions that could advance “Reimagine Long Point” economic development and renewal as the “Main Street” of Spring Branch. (“Reimagine Long Point is a top action from the 2016 Comprehensive Plan).

### Implementing Character Standards: Prototyping Long Point

Long Point is experiencing attractive examples of property redevelopment in various locations. Some of these improvements are a consequence of the area attracting new business investment from outside Spring Branch as well as local business and property owners capitalizing on Long Point’s attractive and growing market and trade area. The Livable Centers Team used these trends to investigate general principles and opportunities for economic development through property redevelopment as well as addressing specific opportunities at key locations on Long Point. This was done through a series of simulations as illustrated on this and the following pages. These simulations range from partial redevelopment of properties (including but not limited to new pad sites and parking management strategies) to complete property redevelopment. As noted with the illustrations, the simulations are posed as “what if”. They are not intended as specific propositions or recommendations (or judgment of appropriateness) for any one property or group of properties as to current or future use(s).

#### Prototype Site 1: Long Point and Witte

This prototype site was chosen because of its proximity to Haden Park. New development on the southeast block could be located closer to the street and corner to activate the pedestrian realm and intersection. Patio space at the intersection could complement an art crosswalk that connects to Haden Park and enhance the overall pedestrian experience and feeling of safety.

Existing properties to the west of Witte can be enhanced with street and parking lot trees, with minor adjustments to the parking circulation to help alleviate congestion at the multiple driveways.



PROTOTYPE SITE 1

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## Notes

- Widened pedestrian walk at building face
- 6' green buffer back of curb, 6' sidewalk, 18" planting area between pedestrian walk and parking lots
- 6' green buffer back of curb, 6' sidewalk, 8' planting area at building face
- 3' minimum green buffer back of curb, 5' sidewalk
- Proposed new retail
- Proposed new mixed use: commercial retail on 1st floor, office on 2nd floor
- Proposed new parking lot
- Trellis / patio
- Proposed street trees 30' on center
- Proposed parking lot trees 18' on center
- Relocate power lines behind buildings
- Witte bike lanes
- Art crosswalk
- Custom Signage



## EXAMPLE PROTOTYPE CHARACTER STANDARDS



PROTOTYPE SITE 2  
EXISTING CONDITIONS

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#### Prototype Site 2: Long Point at Campbell

This prototype site shows the potential of a major mobility improvement. Campbell Road south of Long Point is currently offset 800 feet to the east of Campbell Road north of Long Point.

Option 1 shows a possible site design that keeps the existing configuration whereas Option 2 shows the opportunity for realigning it. Option 1 shows the character standards of providing mixed use along Long Point, siting buildings along the street with parking behind and to the sides, and enhancing the pedestrian realm by providing shaded sidewalks and generous plazas at intersections.

Option 2 illustrates the opportunity of creating a town center through the realignment of Campbell, with the implemented character standards. Both options assume conversion of the industrial uses behind the proposed street front mixed use to become dense residential to provide rooftops to support the new developments and the rest of Long Point.





PROTOTYPE SITE 2 - OPTION 1

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- |  |                                       |  |
|--|---------------------------------------|--|
| 1 (Not used)   | 5 (Not used)                          | 9 Proposed new commercial retail on 1st floor, commercial office on upper floors |
| 2 Amenitized greenspace and/or detention   | 6 Proposed street trees 30' on center | 10 (Not used)  |
| 3 6' minimum green buffer back of curb, 6' sidewalk, 8' planting area between pedestrian walk and parking lots | 7 (Not used)                          | 11 Trellis / patio   |
| 4 (Not used)   | 8 Proposed new parking lot            | 12 Proposed bike lane  |



PROTOTYPE SITE 2 - OPTION 2

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## EXAMPLE PROTOTYPE CHARACTER STANDARDS



PROTOTYPE SITE 3  
EXISTING CONDITIONS

Note: The ideas represented in this illustration are for conceptual purposes only and are not intended as specific proposals for improvements, either on private or public property. The illustrations are intended to suggest "what if" propositions that could advance "Reimagine Long Point" economic development and renewal as the "Main Street" of Spring Branch. ("Reimagine Long Point is a top action from the 2016 Comprehensive Plan).

### Implementing Character Standards: Prototyping Long Point

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#### Prototype Site 3: Pech to Huge Oaks

This prototype site shows the potential of typical shopping centers with large parking lots in front of them along Long Point.

Property owners expressed a need to retain sight lines from the street to their buildings, so this would preclude building new buildings along the street edge in locations that would block views to the existing strip centers beyond. Pad sites at intersections (at the corners of these long properties) could either be renovated or rebuilt according to the character standards, with enhanced landscaping along the street and in the parking lots.

At sites where major redevelopment could occur (i.e., demolition of all existing structures), all new development could be built along the street edge with parking behind.





PROTOTYPE SITE 3 - OPTION 1

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- |   |  |  |
|---|--|--|
| 1 Widened pedestrian walk at building face  | 5 3' minimum green buffer back of curb, 6' sidewalk, 8' planting area at building                              | 9 Proposed parking lot trees 18' / 36' on center                               |
| 2 6' green buffer back of curb, 6' sidewalk, 6' planting area at building face                                  | 6 3' minimum green buffer back of curb, 6' sidewalk, 5' planting area between pedestrian walk and parking lots | 10 Proposed new parking lot  |
| 3 3' minimum green buffer back of curb, 6' sidewalk, 18' planting area between pedestrian walk and parking lots | 7 6' minimum green buffer back of curb, 6' sidewalk, 8' planting area between pedestrian walk and parking lots | 11 Proposed new mixed use: commercial retail on 1st floor, office on 2nd floor |
| 4 3' minimum green buffer back of curb, 6' sidewalk, 3' planting area between pedestrian walk and parking lots  | 8 Proposed street trees 30' on center  | 12 Proposed bike lane  |



PROTOTYPE SITE 3 - OPTION 2

Note: The ideas represented in this illustration are for conceptual purposes only and are not intended as specific proposals for improvements, either on private or public property. The illustrations are intended to suggest "what if" propositions that could advance "Reimagine Long Point" economic development and renewal as the "Main Street" of Spring Branch. ("Reimagine Long Point is a top action from the 2016 Comprehensive Plan).






## HADEN PARK

Collaborate with City of Houston, Houston Parks and Recreation Department and the Spring Branch community to launch the phased improvements to Haden Park and make it a key community asset on Long Point.

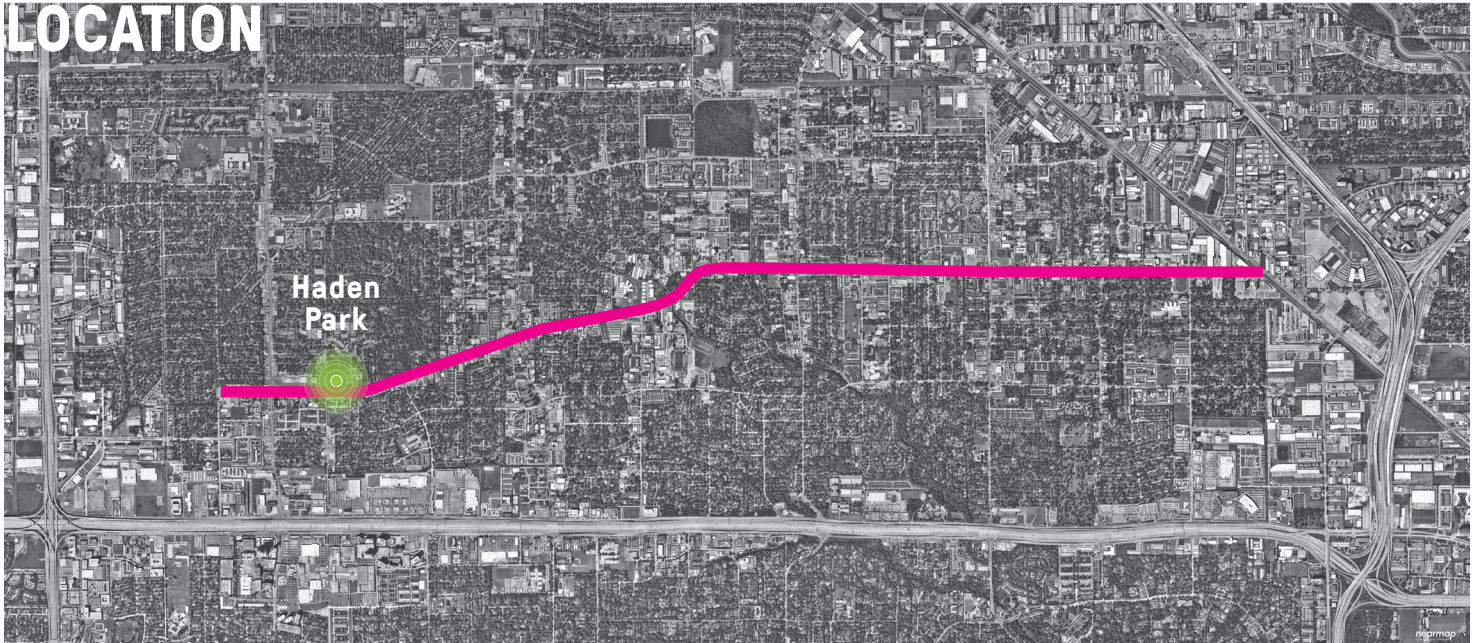
### PROJECT GOALS:

1.  2.  3.  4.  5.  6.  7.  8.  9. 

### LIVABILITY PRINCIPLES:

1.  2.  3.  4.  5.  6. 

## LOCATION



Haden Park, located at the intersection of Long Point Road and Witte Road, presents great destination potential for the Spring Branch community. During the course of the Livable Center Study, a conceptual plan was completed and presented to the Spring Branch Management District and at a public event. An online survey followed in the spring of 2018 to gauge response to awareness, use and programming for the park (following pages). The next steps will be to proceed with schematic design of the park and incorporate feedback from the community survey to make minor revisions to the conceptual plan.

The conceptual design for the park proposes “three parks in one”:

- a community park
- a nature park
- and a family park.

The community park is located at the south of the site along Long Point, which today is vacant and undeveloped. Community activities and programming will complement the enhanced streetscape.

The nature park is located in the middle third of the site and will preserve existing trees and provide walking trails.

The family park is located at the north of the site closer to the residential fabric of the neighborhood and will expand upon the existing playgrounds.

The park can be built in phases corresponding to these “three parks in one,” as funding allows.

(For implementation, see Section IV)



FAMILY PARK

NATURE PARK

COMMUNITY PARK



- |   |                     |   |                        |
|---|---------------------|---|------------------------|
| ① Parking Lot (23 + 2 handicapped spaces) | ⑧ The Haden Walk    | ⑮ The Forest + Old Haden Swale                    | ⑳ Craig Memorial Bench |
| ② Entry Grove                             | ⑨ Small Dog Park    | ⑯ Forest Trails                                   | ㉑ Playground           |
| ③ Event Lawn                              | ⑩ Large Dog Park    | ⑰ Outdoor Nature Education                        | ㉒ Toddler Playground   |
| ④ Restroom + Trellis                      | ⑪ Shade Structure   | ⑱ Haden Bioswale                                  | ㉓ Splash Pad           |
| ⑤ Park Canopy Structure + Stage           | ⑫ Tennis Courts     | ㉒ Existing Mitigation Swale                       | ㉔ Adventure Play Area  |
| ⑥ Community Garden                        | ⑬ Trellis           | ㉑ Existing Parking Lot (9 + 2 handicapped spaces) | ㉕ Tree House           |
| ⑦ Promenade                               | ⑭ Wildflower Buffer | ㉒ Shade Structure / Picnic                        |                        |



## HADEN PARK ONLINE SURVEY FEBRUARY-MARCH 2018 540 RESPONSES

### 1. Are you familiar with Haden Park?

	% Response:	Responses:
Yes	81.72%	438
No	18.28%	98

### 2. How do you currently use Haden Park? (Check all that apply):

	% Response:	Responses:
I don't	87.27%	466
I take my children to the playgrounds	2.62%	14
Walk on the paths	7.12%	38
Sit and enjoy being in nature and/or watching people	3.93%	21
Picnics/eat in the park	1.50%	8
Social gathering place	1.87%	10
Other (please comment)	8.43%	45

### 3. What prevents you using Haden Park, or using it more frequently? (Check all that apply):

	% Response:	Responses:
It is too far	7.62%	40
It is not easy to get to	3.05%	16
I don't feel safe	68.95%	362
There is a lack of things to do	30.67%	161
It is not a beautiful place	37.14%	195
Other (please comment)	36.00%	189

### 4. What parks do you visit most frequently? (Check all that apply):

	% Response:	Responses:
Agnes Moffitt Park	16.06%	84
Haden Park	2.87%	15
Memorial Park	60.80%	318
Buffalo Bayou Park	35.18%	184
Other (please comment)	50.10%	262

### 5. If improvements were to be made to Haden Park, would you be more likely to visit and use it more often?

	% Response:	Responses:
Yes	92.42%	488
No	7.58%	40

**6. What improvements would most attract you to frequently visit Haden Park? (Choose all that apply):**

	<b>% Response:</b>	<b>Responses:</b>
Fenced area for dogs	51.98%	276
Tennis courts	17.14%	91
Multi-use lawn	30.89%	164
Walking/jogging trail	63.65%	338
Community gardens	38.42%	204
Nature education area	21.47%	114
Playground (new & expanded)	40.87%	217
Splash park	37.66%	200
Picnic area	36.72%	195
None; leave park as is	2.26%	12
Other (please comment)	29.19%	155

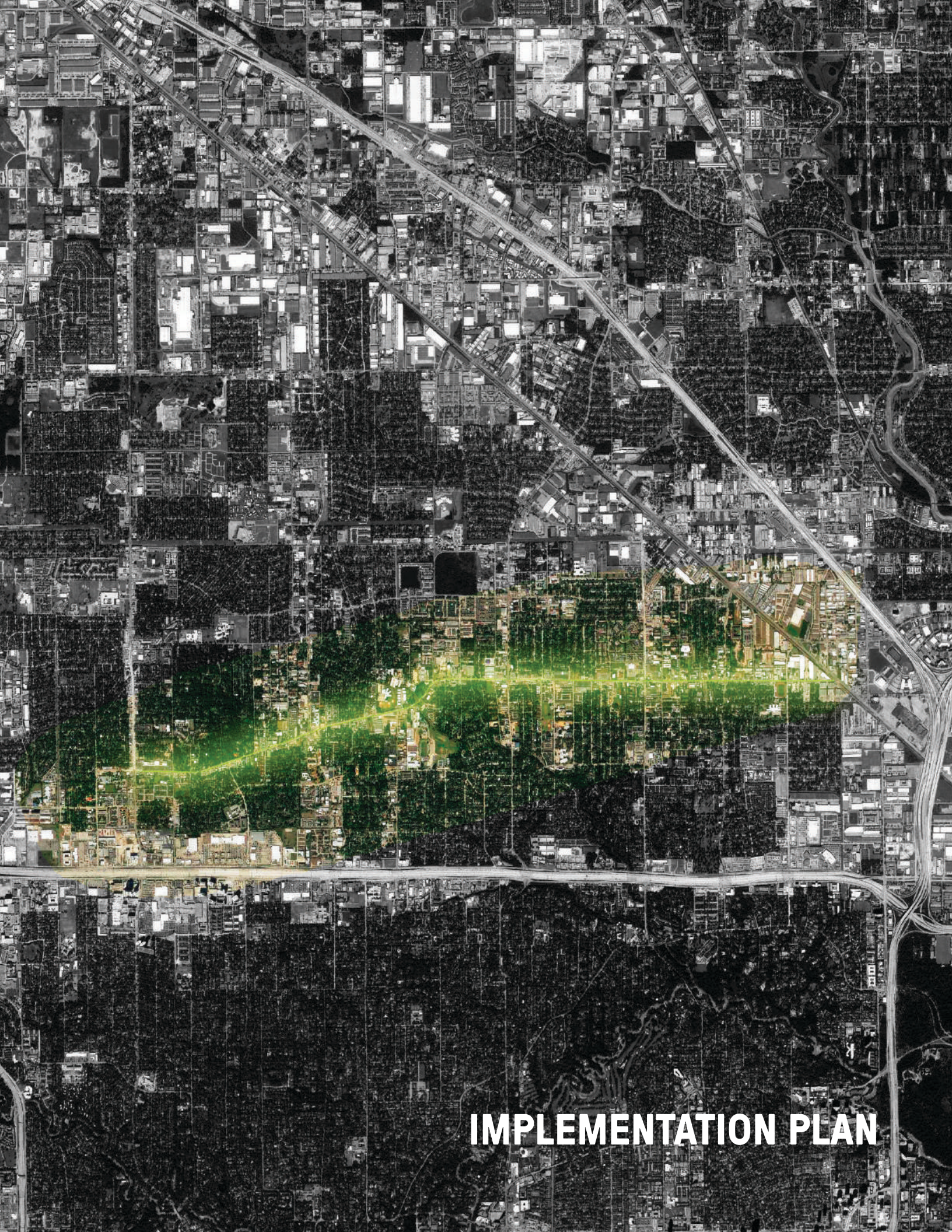
**7. If tennis courts were provided, how often would you use them?**

	<b>% Response:</b>	<b>Responses:</b>
Twice or more a week	5.68%	30
Once a week	10.23%	54
Once a month or less	21.02%	111
Never	63.07%	333



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# IMPLEMENTATION PLAN



## PLANNING CONTEXT

### PLANNING MILESTONES

The District's implementation plan as presented in this report – its *focus for action* – is intentionally shorter term, within the next 3–5 years. As the medium and longer term projects and influences continue to unfold, including recommendations from the District's 2015 to 2030 Comprehensive Plan and the listed studies cited above, the goal of this Livable Centers is to deploy CIPs that act upon immediate opportunities. Not only will these have a high-benefit value to the community, they will also be stepping stones towards building on larger projects and the vision of Spring Branch as a premier, complete community that further the Livable Centers goals and promote the social, natural, and economic health of Spring Branch.

For most of the recommendations underpinning the focus for action, the District is able to exert a high degree of control, thereby assuring a great likelihood of a successful outcome from each CIP. The notable exception is the CIP, “Connecting Development Hubs”, which considers the out-sized impacts from the Texas Central Rail's High Speed Rail Station development at the Northwest Mall site. At the third Community Meeting, the eleven CIPs were presented with the request that participants “vote” their personal priorities. The results revealed that among the eleven CIP recommendations, by far and away the four most supported are, in order of priority: 1) Mobility and Landscape Pilot Projects (CIPs #01, 07); 2) The CenterPoint Trail (CIP #03), 3) Haden Park Improvements (CIP #01), and 4) Design Character Standards (CIP #10).

### JURISDICTIONAL INFLUENCE

Spring Branch benefits from a collaborative governance at the state and local levels that includes the Texas House District 138 (Representative Dwayne Bohac) and Texas Senate, District 15 (Senator John Whitmire), Harris County Precinct 3 (Commissioner Steve Radack) and Precinct 4 (Commissioner Jack Cagle), and Houston City Council District A (Council Member Brenda Stardig). The Appendix section of this report shows the various jurisdictional boundaries. The Spring Branch Management District (District) was created by legislative action in 2005 and represents the premier coordinating body in Spring Branch for a wide variety of business and other programs including but not limited to economic development, security, marketing and identity, and beautification. Its influence is significant in coalescing government, business and community interests and support for the design and planning of capital projects. As part of a wider alliance of other management districts and agencies (including and in particular, TXDOT), the District also provides a critical and timely sub-regional coordination role. With its demonstrated mission, capabilities and achievements, the District is the primary – though not the exclusive – implementing entity for the proposed Spring Branch Livable Centers projects.

### RELEVANT STUDIES

Medium term and long term horizons for the District are generally positive but fluid. There are a number of on-going and completed, regional and local plans and initiatives with the potential to impact the District over the next ten to twenty years. These include:

1. Spring Branch Comprehensive Plan
2. H-GAC Special District Study for Spring Branch
3. H-GAC's Our Great Region 2040 Plan
4. Memorial District Pedestrian / Bike Plan
5. City of Houston – Heights/Near Northwest Mobility Plan
6. Houston Parks Board Greenways Plan
7. Houston Parks Board Beyond the Bayous Plan
8. Texas Central Rail – High Speed Rail Station Planning
9. METRO Northwest Transit Center Design
10. Citywide Planning – Parks Master Plan, Houston Bike Plan, Major Thoroughfare and Freeway Plan and Plan Houston

Completed studies and detailed information are available on the pertinent websites. Many of the initiatives put forward by the plans above have direct linkage to the District's proposed projects presented in this report. In fact, a central strategy in the Long Point Livable Centers Study is to leverage, build on and actually implement these various initiatives as they pertain to Spring Branch. This is particularly the case with mobility.

#### 1. Spring Branch Comprehensive Plan

The Spring Branch Comprehensive Plan for 2015–2030 includes planning components related to Infrastructure, Land Use, Mobility, and Public Realm. The Comprehensive Plan identified four major action items: drainage, neighborhood stabilization and identity, the CenterPoint trail, and the reimagining of Long Point, which this Livable Center study advances.

#### 2. H-GAC Special District Study for Spring Branch

A pending Special District Study by H-GAC will focus on the CenterPoint Trail through Spring Branch and its opportunities for local connectivity to Spring Branch as well as regional connectivity to Bayou Greenways and the Energy Corridor.

#### 3. H-GAC's Our Great Region 2040 Plan

The Our Great Region 2040 Plan covers the 13 county H-GAC service area and provides strategies in each of six areas: Economic Development, Environment, Healthy Communities, Housing, Transportation, and Resiliency.

#### 4. Memorial District Pedestrian / Bike Plan

The report describes opportunities to support increased pedestrian and bicycle travel opportunities within and connecting to the Memorial Management District. Currently the only north-south connections

between Memorial District and Spring Branch across I-10 are Beltway 8 frontage roads, Gessner Road, and Bunker Hill Road. Briar Branch Creek (W-140) is noted as a future off-street trail connection that is scheduled to begin construction in the near future.

### **5. City of Houston – Heights/Northwest Mobility Plan**

The Heights and Northwest Mobility Plans propose multi-modal travel options for the two adjoining sub-regions. They show recommendations for multi-modal transportation per the Major Thoroughfare and Freeway Plan, METRO, and the Bike Plan. Streets that interface with the Spring Branch District include Windfern Road, Fairbanks North Houston Road, Hollister Street, West Tidwell Road, Pinemont Drive, West 43rd Street, West 34th Street, Antoine Drive, Mangum Road, Dacoma Road, West 18th Street, West 12th Street, and Old Katy Road, and the CenterPoint easement also connects east-west between Spring Branch and the Northwest.

### **6. Houston Parks Board Greenways Plan**

The Bayou Greenways 2020 plan proposes creating a network of off-street trails along Houston's bayous. There are no bayous in Spring Branch, but there are opportunities for connecting to White Oak Bayou to the east and Buffalo Bayou to the west and south (via Addicks Reservoir) by implementing the CenterPoint Trail as identified in the Spring Branch Comprehensive Plan and elaborated as part of this Livable Center study.

### **7. Houston Parks Board Beyond the Bayous Plan**

The recently completed Beyond the Bayous plan proposes building on the success of the Bayou Greenways Plan to create a more connected network of off-street trails across the Houston region using CenterPoint easements and other feasible infrastructure corridors. The east-west CenterPoint easement through Spring Branch is identified as a "Proposed Regional Connector" (the "North Side" Connector) and as such its implementation would not only benefit Spring Branch but also further the goals of the Houston Parks Board. The North Side Connector would ultimately connect to White Oak, Halls, and Hunting Bayous to the east, and to Addicks Reservoir to the west (and thus Buffalo Bayou and the Terry Hershey trail), forming a major regional east-west trail connection through the city.

### **8. Texas Central Rail – High Speed Rail Station Planning**

The Draft Environmental Impact Statement for the Dallas to Houston High Speed Rail was released during the Livable Center Study, and it noted that the site of the Northwest Mall is the preferred site for the High Speed Rail Terminal location for Houston. This will create a major development hub at the eastern terminus of Long Point Road, and thus will have a major future impact on Spring Branch. The rail alignment will come down Hempstead on an elevated track to the Northwest Mall site, which creates a grade-separated condition for east-west

mobility modes.

### **9. METRO Northwest Transit Center Design**

METRO is undertaking a series of actions to reconfigure and expand the Northwest Transit Center due to the US-290/IH-610/IH-10 interchange and US-290 reconstruction projects; the Uptown Post Oak Project; significant parking demand; and implementation of METRO's System Reimagining effort. Phase 1 of the Master Plan would reconfigure existing transit center and ground level bus bays to accommodate new local service, new Uptown Post Oak Project buses and platforms, additional bays for P&R buses for transfers to Uptown; and additional parking. Later Phases would include upper level bus bays to provide direct connects to/from I-10 and US-290 and potential joint development/joint parking garage/integrated facility.

### **10. Citywide Planning: Parks Master Plan**

The goals of the Parks Master Plan are to create equity and balance in Houston's park system, create connections (ex: Bayou Greenways and Beyond the Bayous), demonstrate environmental leadership, and provide equitable services for all citizens. Spring Branch falls within Park Sector 10, and priorities per the Parks Master Plan for this sector are:

- Acquire new parkland
- Revitalize existing parks
- Develop neighborhood connections to parks and trails
- Develop new park facilities
- Develop partnerships with the school system and other entities
- Preserve environmentally sensitive areas

The document notes that there are high and very high needs for park space in areas south of Clay Road and in the central portion of the Park Sector. It is noted that there are no bayous in this Park Sector and as such utility corridors could be used for the implementation of trails. A 2014 survey of residents listed the top three priorities of the Park Sector are hike, bike, and walk trails; open space and natural areas; and dog parks.

### **Citywide Planning: Houston Bike Plan**

The Bike Plan, led by the City of Houston Planning and Development Department in coordination with the Public Works and Engineering Department and the Parks & Recreation Department, sets out a goal for Houston to be a Gold-level Bicycle Friendly City by 2027. The plan identifies four major goals: improve safety, increase access, grow ridership, and develop & maintain facilities; three types of bike facility: Shared On-Street, Dedicated Bike Lanes, and Off-Street (each with a gradient of comfort), and maps Existing Bike Facilities, Long-Term Programmed projects, and Short-Term Implementation Opportunities. In Spring Branch, the Bike Plan shows a grid of bike connectivity across the District. On Long Point Road,



a Programmed Dedicated Bike Lane connects between Blalock and Hempstead with connections north to the CenterPoint Trail (which is shown as a Programmed Off-Street project) that will connect to White Oak Bayou to the east and Addicks Reservoir to the west.

### **Citywide Planning: Major Thoroughfare and Freeway Plan**

The Major Thoroughfare and Freeway Plan identifies segments of roads to be expanded either through lengthening or widening. Long Point Road's right-of-way is currently around +/-60' wide along much of its length. It is currently shown in the Major Thoroughfare and Freeway Plan as a T-4-70, which means that, if rebuilt, the corridor would likely be widened to 70' to allow more space along the corridor.

### **Citywide Planning: Plan Houston**

Plan Houston identifies twelve strategies and their associated actions to define the City of Houston's role in achieving the community's vision and goals. The vision is authored by Houstonians and identifies Opportunity, Diversity, Community, and Home as the four major components to which Houston should aspire. Houstonians further identified 32 goals across nine categories of People, Place, Culture, Education, Economy, Environment, Public Services, Transportation, and Housing. Finally, twelve strategies identify actions that the City of Houston should take to achieve the vision and goals:

- Spend money wisely
- Grow responsibly
- Sustain quality infrastructure
- Nurture safe and healthy neighborhoods
- Connect people and places
- Support our global economy
- Champion learning
- Foster an affordable city
- Protect and conserve our resources
- Communicate clearly and with transparency
- Partner with others, public and private
- Celebrate what's uniquely Houston

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## PARTNERSHIPS AND FUNDING

### LONG POINT AS COMMERCIAL CORRIDOR

#### City of Houston Tax Abatement

The City can offer tax abatements for the relocation, expansion or retention of businesses, if the incentives are critical to the location decision of an applicant. Moreover, the City considers tax abatements that include some level of State economic development assistance. If the project site is located within a State Enterprise Zone, minimum requirements are reduced. Eligibility extends to new or expanding businesses (for example, retail, industrial, commercial) in neighborhood areas targeted for revitalization (i.e., in neglected parts of the City) and transit-oriented development within 1,500 feet of transportation corridors, such as existing and planned Metro rail stops, multi-modal centers, and bus transfer stations. ([www.houstontx.gov/ecdev](http://www.houstontx.gov/ecdev))

#### Tax Increment Reinvestment Zone (TIRZ)

The City of Houston designates local tax increment reinvestment zones. TIRZs have the capacity to finance infrastructure improvements but could potentially provide other forms of assistance to businesses on and around Long Point.

#### City of Houston 380 Agreements

The intent of these agreements, which are authorized under the Local Government Code, is to promote economic development activities, such as commercial and retail projects. One such previous use was support for a retailer desiring to locate in a neighborhood underserved by retail establishments; a similar use of this mechanism could benefit Long Point.

#### Houston Business Development Inc. (HBDI)

HBDI provides loans and technical assistance to small businesses and micro enterprises. Loans have flexible terms and lower interest rates. One of its loan programs is for startup businesses that have not yet generated cash flow. These programs can be applied to businesses and prospective businesses on Long Point.

#### Community Development Block Grant (CDBG)

Annually, Houston receives CDBG funds from the U. S. Department of Housing and Urban Development (HUD). These funds can be expended for activities that benefit low-moderate income persons and low-moderate income persons, as well as low-moderate income housing. The City of Houston's Consolidated Plan that describes activities in which the city will engage with CDBG funds includes economic development.

#### Gulf Coast Economic Development District (GCEDD)

GCEDD administers a business loan program on behalf of the Houston-Galveston Area Council. Businesses that have been unable to obtain a loan from a private lender are eligible to apply. There is a requirement that one job be generated for each \$65,000 in loan funding. The program targets both existing businesses and start-ups. The interest rate is below market and the loan term is up to ten years. Loan proceeds may be used for working capital, purchase of assets, and closing costs. At least half of the loan must be used to purchase assets. (<http://www.h-gac.com/community/gcedd/business-loan-fund.aspx>)

## PLACEMAKING & SUSTAINABILITY PROJECTS / DESIGN CHARACTER STANDARDS

Typical local partnerships and funding opportunities that would ordinarily be considered for placemaking and sustainability project implementation include the Management District, TIRZs, and the City of Houston. There are also a number of funding opportunities for projects focused on mobility and transportation, parks, community agriculture, and cultural resources. A few programs from that list may be supportive of the placemaking and sustainability goals for the CIPs.

### **U.S. Department of Agriculture (USDA) Farm to School Grant Program**

Food and Nutrition Services of the USDA administers funds under this grant to improve access to local foods and expand educational activities in agriculture and gardening for students in kindergarten to 12th grade. Grants can be used for planning, training and technical assistance, purchasing equipment, developing school gardens, building partnerships, implementing farm to school programs, and supporting operations. Eligible recipients include state and local agencies and nonprofit groups. The grant can be used for projects that increase the purchase and consumption of locally produced fresh food and implementing nutrition education and garden-based curriculum. The development of landscapes as an "outdoor classroom" and collaboration with educational institutions in the neighborhood to support projects in that vein may fit well with the educational requirements outlined in the program.

### **U.S. Environmental Protection Agency (EPA) Environmental Education (EE) Grants**

The EPA awards approximately \$2 million to \$3 million annually through its EE program. These grants "support environmental education projects that increase the public's awareness about environmental issues and provide them with the skills to take responsible actions to protect the environment."

### **The Houston Endowment**

The foundation provides grants to support initiatives focused on arts and culture, education, the environment, health, and human services. Grants are awarded for general operating support, project support, capital improvements, capacity building, innovative approaches, public policy and engagement, and research. The foundation accepts applications and awards grants throughout the year with no hard deadlines. No local matching funds are required.

### **The Cockrell Foundation**

The foundation provides financial assistance to 501(c)(3) organizations primarily in the Houston area to support education, youth activities, health care, medical research, and cultural institutions. Grants are given to support annual campaigns, capital campaigns, endowments, building funds, matching funds, special projects, and general purposes.

### **The Kresge Foundation**

Funding is provided to government entities and nonprofits with projects focusing on arts and culture, education, environment, health, and human services. Most grants are awarded on an on-going basis. Both single- and multi-year grants are given for operating support, project support, and program-related investments.

### **City of Houston Department of Neighborhoods Neighborhood Matching Grant Program**

This grant helps neighborhoods fund various beautification and improvement projects by providing a dollar-for-dollar matching grant reimbursement ranging from \$500 to \$5,000. The program is designed to cultivate the spirit of volunteerism to help neighborhood-based organizations learn the art of planning and community building through neighborhood projects.

### **ArtPlace National Grants Program**

This grant is designed to invest in creative placemaking projects that involve cross sector partners committed to strengthening the social, physical, and economic fabric of their communities. ArtPlace provides support for projects led by the arts/artists that are integrated with a community's economic development and revitalization strategies, and have the potential to attract additional support. Nonprofit organizations, local and tribal governing bodies, individual artists/designers, and for-profit organizations are eligible, and awards range between \$50,000 and \$500,000.

### **Texas Historical Commission (THC) Certified Local Government (CLG) Grants**

Certified-local-government CLG grants provide funding to participating city and county governments to develop and sustain an effective local preservation program critical to maintaining local historic resources. Activities eligible for CLG grants funding must be tied to the statewide comprehensive preservation planning process. Rehabilitation or restoration of properties individually-listed in the National Register of Historic Places or contributing to a National Register historic district qualify as eligible activities.



## CONSTRUCTION OF MIXED USE DEVELOPMENT

### Developer(s)

The property could be developed by combination of private, nonprofit, public sector, and quasi-public development entities. METRO's participation could take a number of forms, as alluded to previously.

### The Community Development Block Grant (CDBG) Entitlement Program

The City of Houston receives Community Development Block Grant funds that can be used for a variety of purposes that benefit low-moderate income households. These include improvements to the housing stock, infrastructure, clearance/acquisition, and social services. At least 70 percent of CDBG funds must be used for activities that benefit low- and moderate-income persons. CDBG funds can be leveraged with other Federal, state, local or private funds.

### Section 108 Loan Guarantee Program

The Section 108 Program allows for the CDBG funds to be used as a pledge against the payment of loans for housing rehabilitation, public facilities, economic development, and large-scale development projects. Repayment terms can be flexible, interest rates can be set below market, and project costs can be spread over time. The funds can be loaned to a private developer or used by the City to engage in development.

### City of Houston 380 Agreements

Chapter 380 of the Texas Local Government Code enables municipalities to provide funds, city services, and city staff to encourage economic development. The City of Houston has provided subsidies to developers of retail uses to stimulate economic development in a mature, transitioning neighborhood like Spring Branch, thus this mechanism has the potential for use in the proposed mixed use development in Spring Branch.

### Private Capital

Private sources of capital include banks, pension funds, and other forms of private capital.

### Public Funding

Public investment in the public realm and transportation network can spur additional investment from the private sector. Public investments can come from a variety of sources including local sources, grants, and partnerships. It will be important to utilize a variety of funding sources and leverage grants and private funding to maximize local resources. The information below provides a variety of funding sources that could be utilized or pursued for implementation of the plan.

### Municipal Management Districts (MMDs)

Municipal Management Districts are special districts created by the Texas legislature. Spring Branch Management District encompasses the study area and is empowered to promote transportation and economic development, along with several other functions within their boundaries. This includes funding for sidewalks, neighborhoods, streets, and more to make transportation facilities safer and more vibrant. Beyond infrastructure investment, MMDs also provide maintenance activities for transportation facilities and can implement programs.

### Tax Increment Reinvestment Zones (TIRZs)

Tax Increment Reinvestment Zones are special zones created by City Council in efforts to attract new investment in an area. Taxes from new improvements are set aside in a fund designed to finance public improvements within the boundaries of the TIRZ. Public improvements can include bicycle facilities and amenities. Many TIRZ boundaries overlap with MMDs as well, providing even greater opportunities to support implementation and maintenance of the Livable Centers Plan.

### Surface Transportation Block Grant Program (STBGP)

STBGP funds are perhaps the most flexible federal funding available and may be used for nearly all transportation project types, including construction of a wide variety of sidewalk and bicycle facilities and non-construction projects such as maps, data collection and monitoring, bike share, and more. The Houston-Galveston Area Council (H-GAC) allocates this federal funding for the Houston region and holds a competitive process for distributing funds typically every other year, coordinating with approval of the region's Transportation Improvement Program (TIP). Within the STBGP program there is a set-aside specifically for bicycle and pedestrian. Eligible activities include infrastructure facilities, safety and educational activities, and Safe Routes to School programs. These funds are subject to the same competitive process and allocation as the overarching STBGP funds.

### Congestion Mitigation and Air Quality (CMAQ) Improvement Program

Funds from CMAQ program may be used to construct sidewalk and bicycle facilities if they demonstrate an air quality improvement. CMAQ funds are also allocated through a competitive process by the H-GAC, and typically match the same call-for-projects timing as STBGP funds.

### **The Community Development Block Grant (CDBG) Entitlement Program**

The program provides annual grants on a formula basis to cities and counties. These grants are intended to revitalize neighborhoods, improve economic development, and provide improved community facilities and services. Eligible activities include construction of public facilities improvements, including sidewalks and bikeways. Coordination with the City of Houston's Housing and Community Development Department would be required.

### **Businesses and Developers**

Businesses and developers can be partners to developing better infrastructure and providing amenities for people walking and biking in Spring Branch. Financial assistance in connecting people on foot or on bike to their business or providing parking, other amenities, and promotion of walking and bicycling in the neighborhood bicycling are just a few ways that businesses may be partners in implementing recommendations in this plan.

### **Health Service Providers**

Health service providers are natural places of interest for community health and can be a partner for improving active transportation facilities. For example, the Seattle Children's Hospital committed to making bicycle and pedestrian improvements in its Major Institution Master Plan. Through that, they are improving nearby connections, including bike lanes, to the hospital and investing \$2 million in a Bicycle and Pedestrian Fund to build infrastructure to help employers and visitors access the hospital safely.

### **Philanthropic Entities and Nonprofits**

Partnerships with nonprofit organizations can demonstrate support for projects and programs beyond government entities, which can be crucial to obtaining federal funds or leveraging new local funding. The Kinder Foundation, the Houston Endowment and The Robert Wood Johnson Foundation are potential resources that have supported bicycle, pedestrian, and environmental projects. The Robert Wood Johnson Foundation particularly looks for projects if they can be tied to research or promotion of health and physical activity.

### **Parking Benefit District**

A Parking Benefit Districts can serve as a financing tool to support improvements in employment and activity centers. Within a parking benefit district, public parking spaces (on and off-street) are charged hourly rates designed to keep a particular percentage of parking spaces vacant at all times. Funds collected from parking charges go directly to improvements within the district, such as bike

facilities and amenities. According to case studies in Austin, Texas and Washington, D.C., the Federal Highway Administration has found that the application of parking benefit districts has been shown to reduce the need for surface parking and improve traffic congestion while funding local improvements, such as bicycle facilities within the district.



## HOUSING AND DEVELOPMENT PROJECTS

### Low Income Housing Tax Credits

The Low Income Housing Tax Credit program, which was created by the Tax Reform Act of 1986, allows an investor to claim a federal tax credit equal to a percentage of the cost incurred for development of the low-income units in a rental housing project. The tax credit is calculated as a percentage of costs incurred in developing the affordable housing property, and is claimed annually over a 10-year period. Tax credits are syndicated to raise capital for housing development projects. To qualify for the credit, a project must meet the requirements of a qualified low-income project. Project sponsors are required to set aside at least 40 percent of the units for renters earning no more than 60 percent of the area's median income or 20 percent of the units for renters earning 50 percent or less of the area's median income. (<http://www.occ.gov/topics/community-affairs/publications/insights/insights-low-income-housing-tax-credits.pdf>)

In Texas, this program is administered by the Texas Department of Housing and Community Affairs. Tax credits provide a source of equity financing for the development of affordable housing. The two types of tax credits that are awarded are 4% tax credits, which are non-competitive and 9% tax credits, which are competitive.

### HUD Section 202 Supportive Housing for the Elderly

In support of senior housing, the U. S. Department of Housing and Urban Development (HUD) provides "capital advances to finance the construction, rehabilitation or acquisition with or without rehabilitation of structures that will serve as supportive housing for very low-income elderly persons, including the frail elderly, and provides rent subsidies for the projects to help make them affordable" (<http://portal.hud.gov/hudportal>). Eligible sponsors are private nonprofit organizations and nonprofit consumer cooperatives that meet certain threshold requirements, so in order for this program to be used for senior housing in the proposed mixed use development, a collaboration with an eligible entity would have to be formed

### Tax Reinvestment Zone (TIRZ)

Redevelopment Authorities are created to aid, assist, and act on behalf of the city in the performance of the city's governmental functions to promote the common good and general welfare of their defined areas and to provide an operating and financing vehicle for implementing their TIRZ Project and Financing Plan. A TIRZ has the ability to provide financing for projects located within its jurisdiction. Redevelopment Authorities can direct funding to capital costs, including the actual costs of the acquisition and construction of new buildings, structures, and fixtures, the actual costs of the acquisition of land and equipment and the clearing and grading of land; financing costs, including all interest paid to holders of evidences of indebtedness or other obligations issued to pay for project costs and any premium paid over the principal amount of the obligations

because of the redemption of the obligations before maturity; real property assembly costs; and professional service costs, including those incurred for architectural, planning, engineering, and legal advice and services; among other expenses. (Texas State Code, Chapter 311, Tax Increment Financing Act.) Houston's tax increment reinvestment zones send millions of dollars in bond proceeds to the City's housing department to use for affordable housing projects in the city. Other housing initiatives are funded with the TIRZ bond money, such as emergency home repairs and developer reimbursements. It is important that programs meet the requirements that homes remain affordable for low-income families

### Community Development Block Grant

The City of Houston receives Community Development Block Grant funds that can be used for a variety of purposes that benefit low-moderate income households. These include improvements to the housing stock, infrastructure, clearance/acquisition, and social services. At least 70 percent of CDBG funds must be used for activities that benefit low- and moderate-income persons. CDBG funds can be leveraged with other Federal, state, local or private funds.

### Section 108 Loan Guarantee

The Section 108 Program allows for the CDBG funds to be used as a pledge against the payment of loans for housing rehabilitation, public facilities, economic development, and large-scale development projects. Repayment terms can be flexible, interest rates can be set below market, and project costs can be spread over time. The funds can be loaned to a private developer or used by the City to engage in development.

### HOME Investment Partnerships Program

The City of Houston receives these flexible HUD funds which are awarded to jurisdictions on a formula basis. HOME funds can be used to build, buy, and/or rehabilitate affordable housing for rent or homeownership or to provide direct rental assistance to low-income people. HOME funds could subsidize rents or purchase prices, allowing for a mix of incomes in the housing portion of the proposed mixed use development.

### City of Houston 380 Agreements

Chapter 380 of the Texas Local Government Code enables municipalities to provide funds, city services, and city staff to encourage economic development. Under this provision of the code, among other uses, the city of Houston has provided subsidies to developers of Downtown housing to stimulate residential development in this part of the city. This mechanism has the potential for use in the proposed mixed use development in Spring Branch.

### City of Houston Housing Trust Fund

Houston Mayor Sylvester Turner has accepted a Mayor's Transition Team recommendation for the creation of a Housing Trust Fund. This represents an innovation for Houston and has the potential to expand housing choice at strategic sites in the District.

### Private Capital

Private sources of capital include banks, pension funds, and other forms of private capital.

## DISPLACEMENT PREVENTION FACILITATION OF AGING IN PLACE

### City of Houston

The City of Houston has a Voluntary Visitability Program that addresses new construction. The program guidelines allow for small subsidies to make it possible for homes to be designed in such a way that people who have difficulty with steps or who use wheelchairs or walkers can have ease of access. ([www.visitability.org](http://www.visitability.org)). If the ordinance were modified to include existing homes, it would potentially benefit eligible Spring Branch residents.

### City of Houston Down Payment Assistance Programs

Administered by the Housing and Community Development Department, this program "provides direct financial assistance at the closing to pay a portion of the required down payment, closing cost, and other approved settlement charges." To be eligible, a property must be located within a designated revitalization area as determined by Houston's Mayor. ([www.houstontx.gov/housing/workforce.html](http://www.houstontx.gov/housing/workforce.html)) The department also administers a Homebuyer Assistance Program for low and moderate income households. Funds may be used for down payment assistance or closing costs. This assistance could be directed to households desiring to purchase a unit in the mixed use development.

### State of Texas

The Department of Housing and Community Affairs administers the Texas Housing Trust Fund, of which the Amy Young Barrier Removal Program is a component part. This program provides one-time grants to disabled low-income households, defined as households with income not exceeding 80 percent of the median income to make their homes more accessible. Grants of up to \$20,000 are available to construct reasonable accommodations for renters and homeowners. This program could enhance the opportunity for eligible Spring Branch seniors to age in place.

### AARP

The Association of Retired Persons and the National Association of Home Builders have created a Certified Aging-in-Place Specialist program that trains and certifies housing professionals in aging-friendly design. The Spring Branch Management District could collaborate with the Greater Houston Builders Association, the City of Houston, housing professionals, and other community-based organizations to provide this training locally.

### Community-Based Organizations

The Spring Branch Management District could collaborate with community-based organizations in other mature communities to promote a change in policy regarding visitability and to advocate for tax relief and funding for retrofitting homes.

### Community Development Block Grant

The City of Houston (COH) receives Community Development Block Grant funds that can be used for a variety of purposes, including improvements to the housing stock, infrastructure, clearance/acquisition, and social services. At least 70 percent of CDBG funds must be used for activities that benefit low- and moderate-income persons. CDBG funds can be leveraged with other Federal, state, local or private funds and could provide a portion of the financing needed for the mixed income housing proposed for the mixed use development.

### HOME Investment Partnerships Program

This program, described previously, has the flexibility to be used for structural modifications for eligible senior homeowners residing in single family detached units in Spring Branch.



## IMPLEMENTATION TABLES

	2018	2019	2020	2021	2022	2023	2024
<b>01</b> MOBILITY PILOT		<div>01.1 CONRAD SAUER TO MURRAY BAY</div> <div>01.2 PECH TO SPENWICK</div>					
<b>02</b> LOCAL MOBILITY		<div>02.1 BIKE PLAN SEGMENTS</div>				(02.1 CONTINUATION)	
<b>03</b> CENTERPOINT TRAIL		<div>03.1 CENTERPOINT TRAIL</div>				(03.1 CONTINUATION)	
<b>04</b> CONNECTING DEVELOPMENT HUBS			<div>04.1 ROUTE 26 OPTIMIZATION</div> <div>04.2 NORTH/SOUTH SERVICE</div>				
<b>05</b> BRANDING AND IDENTITY		<div>05.1 PROJECT NODE 1</div> <div>05.2 PROJECT NODE 2</div>	<div>05.3 PROJECT NODE 3</div>			<b>FUTURE</b>	PROJECT INFILL BETWEEN NODES
<b>06</b> LONG POINT ART PROGRAM		<div>06.1 ART INSTALLATION PART 1</div> <div>06.2 ART INSTALLATION PART 2</div>					
<b>07</b> STREETScape PILOT		<div>07.1 TEMPORARY INSTALLATION (IN CONJUNCTION WITH 01.1 / 01.2)</div>					
<b>08</b> HOUSING CHOICE			<div>08.1 BLUE STAR SUPPORT</div> <div>08.2 RESEARCH LAND ASSEMBLAGE</div> <div>08.3 LIAISON WITH HOUSING PROVIDERS</div> <div>08.4 IDENTIFY PROPERTY PROSPECTS</div>				
<b>09</b> MARKETING AND COMMUNICATION		<div>09.1 LONG POINT A TO Z</div> <div>09.2 WALKING GUIDE</div> <div>09.3 FOUNDATION CREATION</div> <div>09.4 SPECIAL EVENTS</div>					
<b>10</b> COMMUNITY DESIGN CHARACTER		<div>10.1 CHARACTER STANDARDS PRIMER</div> <div>10.2 COORDINATION WITH COH</div>		<div>10.3 EDUCATION &amp; PROMOTION</div>			
<b>11</b> HADEN PARK		<div>11.1 PHASE 1-3 SCHEMATICS</div> <div>11.2 PHASE 1 CONSTRUCTION DOCS</div>		<div>11.3 PHASE 1 CONSTRUCTION</div>		<b>FUTURE</b>	PHASE 2-3 DESIGN / CONSTRUCTION
<b>LONG POINT IMPLEMENTATION STEPS</b>							

## IMPLEMENTATION OF PROJECTS

### OPINION OF POTENTIAL COST

The majority of the recommended CIPs are scalable with the option of incremental steps so as to be implemented over a short and medium time horizon. They are intentionally scaled from a cost standpoint to be within the means of the District to fund them primarily from its assessment and, as the opportunity may arise, from readily available grants and partner funders.

POTENTIAL FUNDING SOURCES											
CIP	PROJECT	COST	District Assessment	380 Agreements	TIRZ Funding	MPO / TIP Grants	Federal Grants	State Grants	Other Local Govt. Funding	Private Foundations	Other Private Sources
01	Mobility Pilot	\$ 521,900.00	X						X	X	X
02	Local Mobility	\$ 2,220,224.00	X	X	X	X	X	X	X	X	X
03	CenterPoint Trail	\$ 19,656,063.00	X		X	X	X	X	X	X	X
04	Connecting Development Hubs	\$ 11,464,000.00	X	X	X	X	X	X	X	X	X
05	Branding and Identity	\$ 2,145,000.00	X	X	X	X	X	X	X	X	X
06	Long Point Art Program	\$ 50,000.00	X						X	X	X
07	Streetscape Pilot	\$ 171,600.00	X	X	X			X	X	X	X
08	Housing Choice	\$ 33,000.00	X	X	X		X	X	X	X	X
09	Marketing and Communication	\$ 111,000.00	X								X
10	Community Design Character	\$ 37,000.00	X				X	X		X	X
11	Haden Park	\$ 8,321,400.00	X	X	X				X	X	X
GRAND TOTAL		\$44,731,187.00									

#### NOTE:

The CIPs above do not consider the reconstruction of Long Point Road, nor include a cost for reconstructing Long Point. Some segments of Long Point have been reconstructed, primarily at major intersections. The estimated cost for completing all remaining, unbuilt sections (including ROW acquisition and soft costs) in 2018 dollars is \$30,300,000.



## MOBILITY

## 01

## MOBILITY PILOT

Collaborate with the City of Houston PW&E, local businesses and other partners to implement the temporary installation of a modified street section on Long Point from four to three lanes in one or more locations for a period of approximately six months to test the modified street configuration.

## ASSOCIATED SB LCS RECOMMENDATIONS:

02

LOCAL MOBILITY

05

BRANDING AND IDENTITY

06

LONG POINT ART PROGRAM

07

STREETSCAPE PILOT

09

MARKETING AND COMMUNICATION

10

COMMUNITY DESIGN CHARACTER

11

HADEN PARK

PARTNERS:	FUNDING:	IMPLEMENTER:	ACTION:	TASKS AND MILESTONES:
SBMD COH PW&E COG PLANNING METRO PROPERTY OWNERS	LOCAL	SBMD AND COH	Approved by SBMD Board to move forward with pilot project implementation	<p>Refine pilot project locations through coordination with COH PW&amp;E and begin design work</p> <p>Determine six-month period to run pilot and determine measures of success for pilot project</p> <p>Coordinate with adjacent property owners to see how they may be participants in the pilot.</p> <p>Determine how to engage and educate the public on pilot project</p> <p>Get funding in place to implement pilot projects</p> <p>Data collection</p> <p>Project assessment (post project) recommendation for future action</p>

## OPINION OF POTENTIAL COST

PROJECT	#	DESCRIPTION	UNIT	PRICE	QTY	SUBTOTAL
<b>01 Mobility Pilot</b>						
	0.1	<b>Conrad Sauer to Murray Bay</b>				
	A.	Remove Existing Lane Striping	MI	\$ 20,000.00	0.67	\$ 13,400.00
	B.	Restripe Roadway with 3-Lane Pilot	MI	\$ 150,000.00	0.67	\$ 100,500.00
	C.	Remove Pilot Lane Striping	MI	\$ 20,000.00	0.67	\$ 13,400.00
	D.	Restore Existing Lane Striping	MI	\$ 150,000.00	0.67	\$ 100,500.00
	0.2	<b>Pech to Spenwick</b>				
	A.	Remove Existing Lane Striping	MI	\$ 20,000.00	0.33	\$ 6,600.00
	B.	Restripe Roadway with 3-Lane Pilot	MI	\$ 150,000.00	0.33	\$ 49,500.00
	C.	Remove Pilot Lane Striping	MI	\$ 20,000.00	0.33	\$ 6,600.00
	D.	Restore Existing Lane Striping	MI	\$ 150,000.00	0.33	\$ 49,500.00
<b>Total</b>						<b>\$ 340,000.00</b>
Design Consultation, Survey, Testing, Fees, Permitting, Etc. @ 30%						<b>\$ 102,000.00</b>
Construction Contingency @ 20%						<b>\$ 68,000.00</b>
Construction Management @ 3.5%						<b>\$ 11,900.00</b>
<b>GRAND TOTAL</b>						<b>\$ 521,900.00</b>

Notes:

Complete Long Point roadway reconstruction cost estimates would need to be determined after pilot project analysis and results.

Values and allowances in 2018 dollars

## LOCAL MOBILITY

Collaborate with the City of Houston PW&E and other partners to implement Houston Bike Plan in Spring Branch with priority given to connectivity between Long Point and the CenterPoint Trail along north-south and east-west corridors.

### ASSOCIATED SBLCS RECOMMENDATIONS:

01

MOBILITY PILOT

03

CENTERPOINT TRAIL

05

BRANDING AND IDENTITY

06

LONG POINT ART PROGRAM

07

STREETSCAPE PILOT

08

HOUSING CHOICE

09

MARKETING AND COMMUNICATION

10

COMMUNITY DESIGN CHARACTER STANDARDS

11

HADEN PARK

PARTNERS:	FUNDING:	IMPLEMENTER:	ACTION:	TASKS AND MILESTONES:
SBMD COH PWE COH PLANNING METRO BIKE HOUSTON HOUSTON PARKS BOARD H-GAC	LOCAL;  FEDERAL GRANTS	SBMD AND COH	Ongoing coordination with COH on bikeway implementation	Identify corridors to be reconstructed through COH CIP that may affect bike facility recommendations

### OPINION OF POTENTIAL COST

PROJECT	#	DESCRIPTION	UNIT	PRICE	QTY	SUBTOTAL
<b>02 Local Mobility 0.1 Segment</b>						
A.		Conrad Suaer [Long Point, Knoboak] Bike Route	MI	\$ 50,000.00	1.0	\$ 50,000.00
B.		Conrad Suaer [Long Point, Westview] Bike Lane	MI	\$ 150,000.00	0.3	\$ 45,000.00
C.		Witte [Westview, Knoboak Dr] Bike Lane	MI	\$ 150,000.00	1.1	\$ 165,000.00
D.		Knoboak [Shadowdale, Teague] Bike Route	MI	\$ 50,000.00	1.0	\$ 50,000.00
E.		Teague [Knoboak, CP Trail] Bike Route	MI	\$ 50,000.00	0.8	\$ 40,000.00
F.		Shadowdale [Knoboak, CP Trail] Bike Lane	MI	\$ 150,000.00	0.2	\$ 30,000.00
G.		Shadowdale [Knoboak, CP Trail] Bike Route	MI	\$ 50,000.00	0.5	\$ 25,000.00
H.		Pech [Westview, Long Point] Bike Lane	MI	\$ 150,000.00	0.7	\$ 105,000.00
I.		Pech [Long Point, CP Trail] Bike Route	MI	\$ 50,000.00	1.0	\$ 50,000.00
J.		Spenwick/Gingerleaf [Jankak, CP Trail] Bike Route	MI	\$ 50,000.00	1.3	\$ 65,000.00
K.		Janak/Schiller [Gingerleaf, Easement] Bike Route	MI	\$ 50,000.00	1.9	\$ 95,000.00
L.		Jacquelyn [Janak, Hammerly] Bike Route	MI	\$ 50,000.00	0.8	\$ 40,000.00
M.		Easement Trail [W137 @ Awty/IMAX]	MI	\$ 686,400.00	1.0	\$ 686,400.00
<b>Total</b>			MI		11.6	\$ 1,446,400.00
Design Consultation, Survey, Testing, Fees, Permitting, Etc. @ 30%						\$ 433,920.00
Construction Contingency @ 20%						\$ 289,280.00
Construction Management @ 3.5%						\$ 50,624.00
<b>GRAND TOTAL</b>						<b>\$ 2,220,224.00</b>

#### Notes:

Bike lanes or bike routes can be considered along Long Point long-term, and would need to be determined after Pilot Project results and analysis.

Westview and Briar Branch proposed bikeways are located mostly within adjacent jurisdictions to Spring Branch Management District, but could be coordinated with partners at a future date for implementation.

Values and allowances in 2018 dollars



## CENTERPOINT TRAIL

Collaborate with CenterPoint, Houston Parks Board, Harris County (Precincts 3 and 4), City of Houston PW&E, Bike Houston and other partners to implement the uncompleted portions of the CenterPoint Trail that ultimately connects Spring Branch to the Energy Corridor and Westchase Districts to the west and the White Oak Bayou Greenway Corridor to the east.

### ASSOCIATED SBLC RECOMMENDATIONS:

02

LOCAL MOBILITY

04

CONNECTING DEVELOPMENT HUBS

05

BRANDING AND IDENTITY

06

LONG POINT ART PROGRAM

09

MARKETING AND COMMUNICATION

PARTNERS:	FUNDING:	IMPLEMENTER:	ACTION:	TASKS AND MILESTONES:
SBMD HOUSTON PARKS BOARD COH PWE COH PLANNING HPARD HARRIS COUNTY SPRING BRANCH ISD TXDOT HCTRA H-GAC	LOCAL;  FEDERAL GRANTS;  INNOVATIVE PARTNERSHIPS	HPB AND SBMD	Commencement of HGAC and SBMD Special District Study (Summer 2018)  July 2018 develop and submit H-GAC TIP Application for funding  Conclusions and final recommendations from Special District Study (2019)	Seek funding opportunities for the segments that have been studied and feasible within the short-term  Engage and coordinate with partners and community on Special District Study recommendations related to this corridor

### OPINION OF POTENTIAL COST

PROJECT	#	DESCRIPTION	UNIT	PRICE	QTY	SUBTOTAL
03 CenterPoint Trail	A.	On-Street Bike Lane and Shared Lane (No ROW Needed)	LF	\$ 30.00	8,761	\$ 262,830.00
	B.	Trail Construction within Easements/within Existing ROW	LF	\$ 150.00	37,115	\$ 5,567,250.00
	C.	Trail/Bike Lane Construction with ROW Issues	LF	\$ 350.00	8,916	\$ 3,120,600.00
	D.	Crosswalks and Ramp Treatments	EA	\$ 10,000.00	36	\$ 360,000.00
	E.	Mid-Block Crossing Signalization	EA	\$ 135,000.00	6	\$ 810,000.00
	F.	Existing Signalization Update	EA	\$ 50,000.00	5	\$ 250,000.00
	G.	Signage & Wayfinding	Per Mile	\$ 10,000.00	10	\$ 100,000.00
	H.	Pedestrian Bridge Connecting to White Oak Bayou Trail	EA	\$ 2,000,000.00	1	\$ 2,000,000.00
	I.	Neighborhood Connections	EA	\$ 34,220.00	11	\$ 376,420.00
Subtotal						\$ 12,847,100.00
Design Consultation, Survey, Testing, Fees, Permitting, Etc. @ 20%						\$ 2,569,420.00
Construction Contingency @ 20%						\$ 2,569,420.00
General Conditions, Mobilization, Bonds, Etc. @ 9.5%						\$ 1,220,474.50
Construction Management @ 3.5%						\$ 449,648.50
(percentages aligned with costing model)						
GRAND TOTAL						\$ 19,656,063.00

Values and allowances in 2018 dollars

## CONNECTING DEVELOPMENT HUBS

Collaborate and advocate for coordinated planning and general economic development associated with TOD opportunities at the High Speed Rail and Northwest Transit Center HUBs to optimize public improvements, private development and local job creation. Key partners include Texas Central, METRO, Uptown, City of Houston PW&E, property owners.

### ASSOCIATED SBLCs RECOMMENDATIONS:

<b>01</b>	MOBILITY PILOT	<b>05</b>	BRANDING AND IDENTITY	<b>10</b>	COMMUNITY DESIGN CHARACTER
<b>02</b>	LOCAL MOBILITY	<b>06</b>	LONG POINT ART PROGRAM	<b>11</b>	HADEN PARK
<b>03</b>	CENTERPOINT TRAIL	<b>09</b>	MARKETING AND COMMUNICATION		

PARTNERS:	FUNDING:	IMPLEMENTER:	ACTION:	TASKS AND MILESTONES:
SBMD METRO COH PWE COH PLANNING TEXAS CENTRAL RAILWAY H-GAC PROPERTY OWNERS	LOCAL  FEDERAL GRANTS	METRO	Coordinate with METRO on METRONext Long Range Plan Recommendations and Implementation Opportunities  Final EIS and Record of Decision for High Speed Rail to move forward	Coordinate with METRO on timing of potential Route 26 optimization  Coordinate with METRO in support of new north/south bus routes to serve Spring Branch community

### OPINION OF POTENTIAL COST

PROJECT	#	DESCRIPTION	UNIT	PRICE	QTY	SUBTOTAL
04.1: Long Point Bus Route 26 Optimization	A.	Consolidate and Enhance Bus Stops Eastbound	Bus Stops	\$ 50,000.00	22	\$ 1,100,000.00
	B.	Consolidate and Enhance Bus Stops Westbound	Bus Stops	\$ 50,000.00	23	\$ 1,150,000.00
	C.	Signal Modification for Transit Priority on Long Point	Intersections	\$ 10,000.00	15	\$ 150,000.00
Subtotal						\$ 2,400,000.00
Design Consultation, Survey, Testing, Fees, Permitting, Etc. @ 18%						\$ 432,000.00
Construction Contingency @ 15%						\$ 360,000.00
General Conditions, Bonds, Etc. @ 10%						\$ 240,000.00
Notes:						
Transit Improvements would be implemented by METRO						
The bus stop enhancements include shelters and pedestrian enhancements incl. access to/from stop						
Values and allowances in 2018 dollars						
04.2: New North/South Bus Service	A.	New North/South Route - Blalock (Bus Stops/Access)	Bus Stops	\$ 25,000.00	32	\$ 800,000.00
	B.	New North/South Route - Bingle (Bus Stops/Access)	Bus Stops	\$ 25,000.00	64	\$ 1,600,000.00
Subtotal						\$ 2,400,000.00
Design Consultation, Survey, Testing, Fees, Permitting, Etc. @ 18%						\$ 432,000.00
Construction Contingency @ 15%						\$ 360,000.00
General Conditions, Bonds, Etc. @ 10%						\$ 240,000.00
Annual Operating Costs	A.	New North/South Route on Blalock	Per Year	\$ 1,400,000.00	1	\$ 1,400,000.00
Annual Operating Costs	B.	New North/South Route on Bingle	Per Year	\$ 3,200,000.00	1	\$ 3,200,000.00
GRAND TOTAL						\$ 11,464,000.00

Notes:  
Transit Improvements would be implemented by METRO  
New north/south route bus stops will include shelters and concrete pad site supporting the stop  
Values and allowances in 2018 dollars



## BRANDING AND IDENTITY

Build on and extend the work of the CIP #07 Streetscape Pilot project following its successful completion to incorporate Tier Two and Tier Three streetscape improvements, including sidewalks, street trees, transit shelters, street lights, pedestrian lights, and signage on Long Point. These new installations are likely to be node-based and occur where other, private improvements are underway or completed and exhibit a development density / clusters consistent with and supportive of neighborhood-oriented destinations.

### ASSOCIATED SBLCS RECOMMENDATIONS:

<b>01</b>	MOBILITY PILOT	<b>04</b>	CONNECTING DEVELOPMENT HUBS	<b>08</b>	HOUSING CHOICE	<b>11</b>	HADEN PARK
<b>02</b>	LOCAL MOBILITY	<b>06</b>	LONG POINT ART PROGRAM	<b>09</b>	MARKETING AND COMMUNICATION		
<b>03</b>	CENTERPOINT TRAIL	<b>07</b>	STREETSCAPE PILOT	<b>10</b>	COMMUNITY DESIGN CHARACTER STANDARDS		

PARTNERS:	FUNDING:	IMPLEMENTER:	ACTION:	TASKS AND MILESTONES:
PROPERTY OWNERS TREES FOR HOUSTON	LOCAL FEDERAL GRANTS	SBMD	Coordinate with completion of 07. Street Scape Pilot and based on that CIP's successes / lessons learned	Coordinate with CIP 01. Mobility Pilot and CIP 07. Streetscape Pilot to determine locations / blockfaces for permanent installations  Prepare detailed design plans and estimates for new locations / block faces

## OPINION OF POTENTIAL COST

PROJECT	#	DESCRIPTION	UNIT	PRICE	QTY	SUBTOTAL
05 Branding and Identity	1	Node Project 1	EA	\$ 500,000.00	1	\$ 500,000.00
	2	Node Project 2	EA	\$ 500,000.00	1	\$ 500,000.00
	3	Node Project 3	EA	\$ 500,000.00	1	\$ 500,000.00
Total						\$ 1,500,000.00
Design Consultation, Survey, Testing, Fees, Permitting, Etc. @ 18%						\$ 270,000.00
Construction Contingency @ 15%						\$ 225,000.00
General Conditions, Bonds, Etc. @ 10%						\$ 150,000.00
GRAND TOTAL						\$ 2,145,000.00

#### Notes:

Assume each node location are 2 - 3 blockfaces with Tier 1, 2, 3 features @ \$500k per node.  
Values and allowances in 2018 dollars

## LONG POINT ART

Inaugurate a long term, rotating art program on Long Point using public and private property for temporary installations by local artists.

## ASSOCIATED SBLCS RECOMMENDATIONS:

01

MOBILITY PILOT

05

BRANDING AND IDENTITY

07

STREETSCAPE PILOT

09

MARKETING AND COMMUNICATIONS

10

COMMUNITY DESIGN CHARACTER STANDARDS

PARTNERS:	FUNDING:	IMPLEMENTER:	ACTION:	TASKS AND MILESTONES:
SBMD PROPERTY OWNERS COH	LOCAL	SBMD / TURN-KEY ART CONSULTANT	Launch either with CIP 05. Branding and Identity or immediately after CIP 01. Mobility Pilot  Assess success after first 9-month installation and 9-month extension	Coordinate with COH Temporary Art Installation Program for approved installation durations for locations on public property  Coordinate with Property Owners for locations on private property

## OPINION OF POTENTIAL COST

PROJECT	#	DESCRIPTION	UNIT	PRICE	QTY	SUBTOTAL
06 Long Point Art Program	1	Art Program Consultant (Two - 9 month periods of art installation includes documents, permitting, art selection and installation)	EA	\$ 25,000.00	2	\$ 50,000.00
Total	2	Art Installation Program Part 2				\$ 50,000.00
Design Consultation, Survey, Testing, Fees, Permitting, Etc. @ 18%						NA
Construction Contingency @ 15%						NA
General Conditions, Bonds, Etc. @ 10%						NA
GRAND TOTAL						\$ 50,000.00

## Notes:

Art Program Consultant is turn-key / all inclusive of installed art.

Multiple art pieces are included at two or more locations, all on Long Point.

Values and allowances in 2018 dollars



## STREETSCAPE PILOT

Collaborate with the City of Houston PW&E, private property owners and tenants, and other partners to implement a temporary, small scale installation of a prototypical streetscape in the same location(s) and in association with the Mobility Pilot. This CIP will deploy at least Tier 1 streetscape elements including street trees, pedestrian lights, bike racks and benches and possibly some Tier 2 elements consisting of a prototypical custom bus shelter for a period of approximately six months, or longer.

### ASSOCIATED SBLCS RECOMMENDATIONS:

01

MOBILITY PILOT

02

LOCAL MOBILITY

03

CENTERPOINT TRAIL

05

BRANDING AND IDENTITY

06

LONG POINT ART PROGRAM

09

MARKETING AND COMMUNICATION

10

COMMUNITY DESIGN CHARACTER

11

HADEN PARK

PARTNERS:	FUNDING:	IMPLEMENTER:	ACTION:	TASKS AND MILESTONES:
SBMD PROPERTY OWNERS TREES FOR HOUSTON COH	LOCAL FEDERAL GRANTS PARKING MANAGEMENT DISTRICT	SBMD	Approval by SBMD Board to move forward with pilot project implementation	Refine pilot project locations through coordination with COH PW&E and property owners, and begin design work Determine period to run pilot and determine measures of success for pilot project Determine how to engage and educate the public on pilot project Get funding in place to implement pilot projects Data Collection Project Assessment (post project) recommendations for future action

## OPINION OF POTENTIAL COST

PROJECT	#	DESCRIPTION	UNIT	PRICE	QTY	SUBTOTAL
07 Streetscape Pilot	1	Temporary Installation Tier One Features - trees, benches, bike racks, pedestrian lights; minor sidewalk adjustments.	EA	\$ 60,000.00	2	\$ 120,000.00
Total						\$ 120,000.00
Design Consultation, Survey, Testing, Fees, Permitting, Etc. @ 18%						\$ 21,600.00
Construction Contingency @ 15%						\$ 18,000.00
General Conditions, Bonds, Etc. @ 10%						\$ 12,000.00
GRAND TOTAL						\$ 171,600.00

### Notes:

Assume allowance of \$60k per installation

Values and allowances in 2018 dollars

HOUSING CHOICE

Collaborate with housing advocates and the City of Houston to expand housing choice in Spring Branch for a wide spectrum of the population, both renters and owners. Promote the development of senior housing and the preservation of existing housing stock in older neighborhoods.

ASSOCIATED SBLCS RECOMMENDATIONS:

- 02

LOCAL MOBILITY
- 03

CENTERPOINT TRAIL
- 04

CONNECTING DEVELOPMENT HUBS
- 05

BRANDING AND IDENTITY
- 09

MARKETING AND COMMUNICATION
- 10

COMMUNITY DESIGN CHARACTER

PARTNERS:	FUNDING:	IMPLEMENTER:	ACTION:	TASKS AND MILESTONES:
SBMD HOUSING ADVOCATES	LOCAL FEDERAL GRANTS	SBMD HOUSING PARTNERS	Dependent on funding and availability of District staff	SBMD Business and Economic Development Committee reviews opportunities and challenges and allocates initial funding  Work with local housing advocates to advise on research, results and forward actions

OPINION OF POTENTIAL COST

PROJECT	#	DESCRIPTION	UNIT	PRICE	QTY	SUBTOTAL
08 Housing Choice	1	Expand Support for Blue Star Program	EA	\$ 6,000.00	1	\$ 6,000.00
	2	Research Land Assemblage	EA	\$ 8,500.00	1	\$ 8,500.00
	3	Liaise with Local Housing Advocates	EA	\$ 8,500.00	1	\$ 8,500.00
	4	Identify Prospective Properties (per 08.2)	EA	\$ 10,000.00	1	\$ 10,000.00
Total						\$ 33,000.00
Design Consultation, Survey, Testing, Fees, Permitting, Etc. @ 18%						NA
Construction Contingency @ 15%						NA
General Conditions, Bonds, Etc. @ 10%						NA
GRAND TOTAL						\$ 33,000.00

Notes:  
Costs are for associated, supporting staff at District for a 2-year program.  
Values and allowances in 2018 dollars



## MARKETING AND COMMUNICATIONS

Provide regular and consistent promotion and programming for the Reimagine Long Point initiative to build awareness and identity, support local businesses both existing and new and to generally grow the economic development of the area.

### ASSOCIATED SBLCS RECOMMENDATIONS:

- 01** MOBILITY PILOT
- 02** LOCAL MOBILITY
- 03** CENTERPOINT TRAIL

- 05** BRANDING AND IDENTITY
- 06** LONG POINT ART PROGRAM
- 07** STREETScape PILOT

- 08** HOUSING CHOICE
- 10** COMMUNITY DESIGN CHARACTER STANDARDS
- 11** HADEN PARK

PARTNERS:	FUNDING:	IMPLEMENTER:	ACTION:	TASKS AND MILESTONES:
SBMD	LOCAL	SBMD	Dependent on funding and availability of District staff	<p>SBMD Business and Economic Development Committee reviews opportunities and challenges and allocates initial funding</p> <p>Review staffing plan and budget estimates</p> <p>Identify any consultant specialty needs</p>

### OPINION OF POTENTIAL COST

PROJECT	#	DESCRIPTION	UNIT	PRICE	QTY	SUBTOTAL
09 Marketing and Communications	1	Long Point AtoZ	EA	\$ 12,000.00	1	\$ 12,000.00
	2	Long Point Walking Guide	EA	\$ 15,000.00	1	\$ 15,000.00
	3	Spring Branch Foundation creation	EA	\$ 12,000.00	1	\$ 12,000.00
	4	Special Events	EA	\$ 18,000.00	4	\$ 72,000.00
Total						\$ 111,000.00
Design Consultation, Survey, Testing, Fees, Permitting, Etc. @ 18%						NA
Construction Contingency @ 15%						NA
General Conditions, Bonds, Etc. @ 10%						NA
GRAND TOTAL						\$ 111,000.00

#### Notes:

Costs are for launch and associated, supporting staff at District.  
 Products indicated are web-based with some print collateral.  
 For special events assume \$18,000 annually for four years.  
 Values and allowances in 2018 dollars

## LONG POINT CHARACTER STANDARDS

Collaborate with the City of Houston P&D, local property owners and businesses to codify discretionary character standards for the Long Point area based on the recommendations for this CIP element.

### ASSOCIATED SBLCS RECOMMENDATIONS:

01

MOBILITY PILOT

02

LOCAL MOBILITY

04

CONNECTING DEVELOPMENT HUBS

05

BRANDING AND IDENTITY

06

LONG POINT ART PROGRAM

07

STREETSCAPE PILOT

08

HOUSING CHOICE

09

MARKETING AND COMMUNICATION

PARTNERS:	FUNDING:	IMPLEMENTER:	ACTION:	TASKS AND MILESTONES:
SBMD COH PLANNING H-GAC	LOCAL NATIONAL GRANTS	SBMD	Begin ramp up in conjunction with completion and evaluation of 01. Mobility Pilot and 07. Streetscape Pilot.	<p>SBMD Comprehensive Planning Committee reviews opportunities and challenges and allocates initial funding</p> <p>Coordinate with COH Planning</p> <p>Develop primer on Spring Branch character standards and convene local property owner stakeholder group to review and publish first edition of the character standards</p> <p>Spring Branch Management District Comprehensive Planning Committee monitors implementation</p>

## OPINION OF POTENTIAL COST

PROJECT	#	DESCRIPTION	UNIT	PRICE	QTY	SUBTOTAL
10 Community Design Character	1	Character Standards Documentation	EA	\$ 20,000.00	1	\$ 20,000.00
	2	Education and promotion	EA	\$ 8,500.00	1	\$ 8,500.00
	3	Coordination with COH P&D	EA	\$ 8,500.00	1	\$ 8,500.00
Total						\$ 37,000.00
Design Consultation, Survey, Testing, Fees, Permitting, Etc. @ 18%						
Construction Contingency @ 15%						
General Conditions, Bonds, Etc. @ 10%						
GRAND TOTAL						\$ 37,000.00

### Notes:

Education, promotion and coordination costs are for launch and associated, supporting staff at District.  
Values and allowances in 2018 dollars



## HADEN PARK

Collaborate with COH HPARD and the Spring Branch Community to launch the phased improvements to Haden Park based on the Haden Park Master Plan.

### ASSOCIATED SBLCS RECOMMENDATIONS:

01

MOBILITY PILOT

02

LOCAL MOBILITY

05

BRANDING AND IDENTITY

06

LONG POINT ART PROGRAM

09

MARKETING AND COMMUNICATION

10

COMMUNITY DESIGN CHARACTER STANDARDS

PARTNERS:	FUNDING:	IMPLEMENTER:	ACTION:	TASKS AND MILESTONES:
SBBMD HPARD COMMUNITY	LOCAL	SBMD HPARD	Schematic design development for park in 2018. Detailed design for Phase 1 capital improvements to follow.	Determine capital project phasing based on funding availability  Coordinate with HPARD on design and funding

## OPINION OF POTENTIAL COST

PROJECT	#	DESCRIPTION	UNIT	PRICE	QTY	SUBTOTAL
11 Haden Park (12 Acres Total)	1	Haden Community Park (4.5 Acres)	EA	\$ 3,185,000	1	\$ 3,185,000
	2	Haden Nature Park (3.5 Acres)	EA	\$ 1,165,000	1	\$ 1,165,000
	3	Haden Family Park (4 Acres)	EA	\$ 1,680,000	1	\$ 1,680,000
Total						\$ 6,030,000
Construction Contingency @ 15%						\$ 904,500
Design Consultation, Survey, Testing, Fees, Permitting, Etc. @ 20%						\$ 1,386,900
General Conditions, Bonds, Etc. @ 10%						*
Detail						\$ 8,321,400.00

#### Notes:

May be phased by park feature - A, B, C.

Values and allowances in 2018 dollars.

\* - Included in A, B, C costs above.

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# APPENDIX A: PUBLIC ENGAGEMENT



## PUBLIC ENGAGEMENT SUMMARY

### INTRODUCTION

The ultimate success and viability of projects being implemented that are identified within a Livable Centers Study are directly related to broad public input and support. For the Reimagine Long Point study, the consultant team utilized The Black Sheep Agency as a core team member and worked closely with the Spring Branch Management District's team who has access to many business, property owners, and residents within Spring Branch.

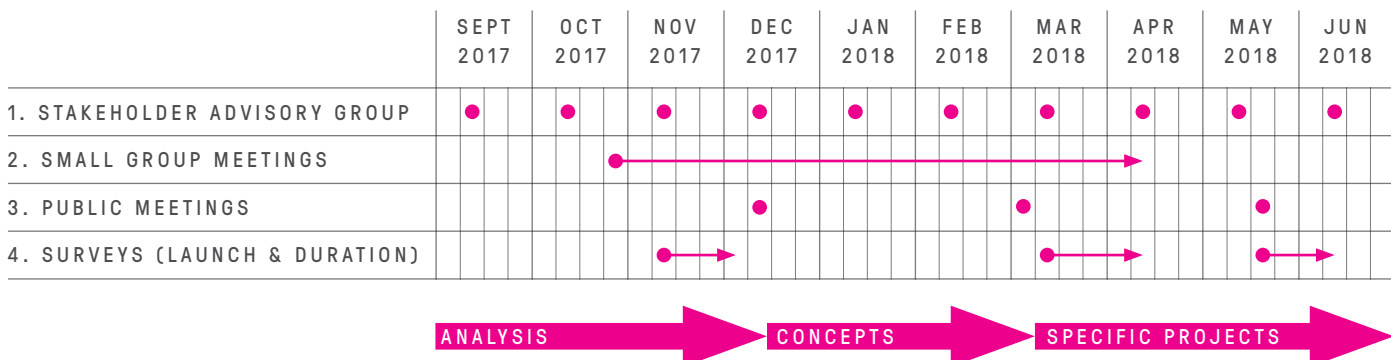
### PROCESS

The consultant team used four parallel and complementary modes of engagement: a stakeholder group with monthly meetings, targeted small-group meetings as needed, public meetings, and online surveys. The team used online platforms for outreach to communicate about the study, events and surveys using the following:

Email (SBMD list as well as emails collected during project events)  
Facebook groups & ads  
Instagram ads  
NextDoor posts  
Print posters, postcards, and flyers

### 1. STAKEHOLDER ADVISORY GROUP

The Spring Branch Management District's Comprehensive Plan Committee, comprised of business and property owners within the Spring Branch District and along Long Point, formed the core stakeholder group. The Comprehensive Plan Committee is the entity that will ultimately be responsible for implementing the projects identified in the Livable Center Study, with approval for projects being voted on by the SBMD Board of Directors based on the Committee's recommendation. The Comprehensive Plan Committee has a monthly meeting the second Wednesday of every month, and this monthly meeting was used as a check-in for the consultant team during the study. Representatives of H-GAC and the City of Houston Planning and Development Department also attended to represent their interests, and the meetings are open to the public and advertised via email and on the SBMD.org website so that any and all interested parties may attend. At these meetings the consultant team gave project updates, previewed material to be presented at public meetings for feedback, and got approval for concepts to be further pursued.



2. SMALL GROUP MEETINGS

Running parallel with the Stakeholder meetings and generally taking place in the beginning phase of the study, Small Group Meetings allowed more personalized interaction with targeted members of the community, including critical business and property owners, neighborhood groups, and other special interests. Additionally, the consultant team met with and gave presentations and received feedback from all four Super Neighborhoods during their November monthly meetings.

3. PUBLIC MEETINGS

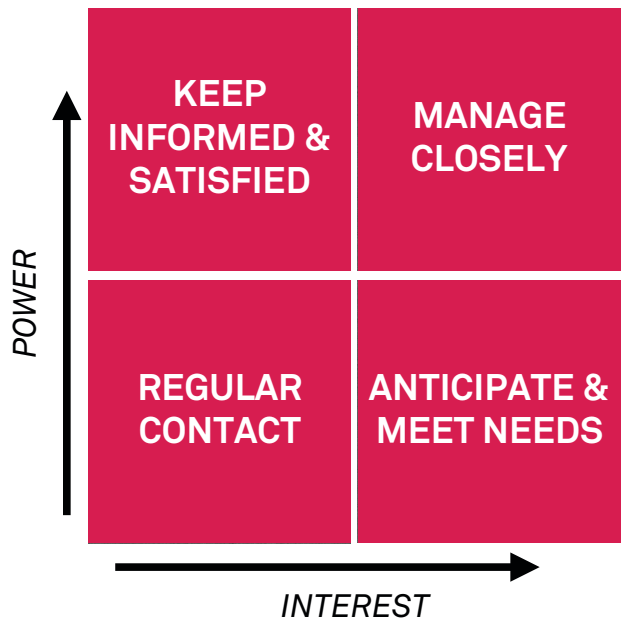
The three Public Meetings served as major milestones during the Study. The first meeting presented the analysis phase of the study and the results of the first survey and provided an opportunity for attendees to voice concerns and support; the second introduced concepts based on preliminary public input, solicited feedback, and launched the second survey, and the third unveiled the suite of implementation projects, asked attendees to vote for their top three to inform the implementation plan, and launched the third survey. Each event drew approximately one hundred attendees, a three- to four-fold increase from our experience with prior studies due to the

effective multi-pronged approach. A summary of each Public Meeting is included in the following pages.

4. SURVEYS

The use of online surveys allowed the team to reach a significant number of people who otherwise may not have chosen to participate through the other means available during the study. Each survey received +/- 1,000 responses, ten times the average number of the Public Meetings attendance. This large number of responses helped to validate many of the ideas the team proposed as well as support feedback from Public Meetings attendees. Additionally, if a few people were very vocally critical during the course of the study at these events about certain things, the surveys provided an objective counterpoint to show overwhelming support, which might otherwise have been drowned out by these few persistent voices. The team conducted three online surveys during the course of the study. Drafts of each survey were circulated amongst the whole consultant team, H-GAC, the CoH Planning and Development Department, and the SMBD Comprehensive Plan Committee for review and comment before final versions went live online and distributed via email lists, Facebook, Instagram, and NextDoor postings. A summary of each survey is included in the following pages.

Stakeholder Matrix



Our messaging and communications tactics have revolved around a stakeholder matrix, which prioritizes audiences based on interest and power.

- Manage Closely
  - SBMD
  - Property Owners
- Anticipate & Meet Needs
  - Spring Branch residents
  - Current business owners
  - Public Agencies
- Keep Informed & Satisfied
  - Community leaders and elected officials
  - Potential Investors
  - Media
- Regular Contact
  - General Houston public



## PUBLIC ENGAGEMENT SUMMARY

# KEEP THE HEART OF SPRING BRANCH BEATING,

Help decide how  
Long Point Road  
will grow!

**More opportunities.  
More walkable spaces.  
More parks.**

The Long Point Road Livable Centers project aims to improve Long Point Road, the heartbeat for the Spring Branch community.

Help us understand what matters to you, so we can build a plan that improves your community, your neighborhood and your quality of life.

**Sign up to take our survey—it'll take you  
fewer than five minutes.**

After that, we'll send you an invitation for a community event on December 13th, where we'll share results from the survey, talk about plans and designs that are in progress and continue to take feedback from neighbors like you. See you there!

Sign up for the survey and invitation: [surveylink.com](https://surveylink.com)

Or, just register for the event: [eventlink.com](https://eventlink.com)







## PUBLIC MEETING #1 DECEMBER 13, 2017

### AGENDA ITEMS

The first public meeting's goals were to introduce the project, educate the public about opportunities, and present preliminary concepts to gauge interest on various ideas. The meeting was also an important opportunity for the design team to listen and learn from the community. Following a brief background presentation on the project, multiple stations set up for interactive activities allowed the design team to cover multiple topics and receive valuable knowledge about the area:

#### 1. Sharing Online Survey Results

Prior to the public meeting, Spring Branch residents and property owners were invited to take part in an online survey to help decide how Long Point Road will grow. This fostered a sense of community ownership and participation before the meeting even began.

#### 2. "It's good to be in Spring Branch because..."

##### Interactive Exhibit

At the meeting, guests were encouraged to share their favorite aspects of the neighborhood on a display board. Their input was used at subsequent public and stakeholder meetings, and allowed the design team to develop asset maps with personal community insights.

#### 3. "I want \_\_\_\_\_ on Long Point" Interactive Exhibit

Guests were able to express their desires for the area, opening up a set of opportunities and priorities that helped inform the design process down the line.

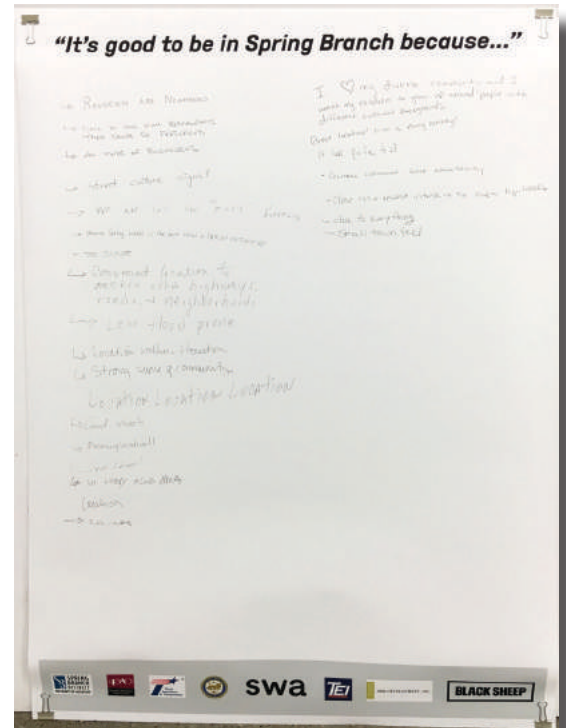
#### 4. "DOT" Priority and Preference Exercise

After learning more about opportunities for Long Point, guests were invited to "vote" for transportation-related priorities by placing their three "dot" stickers on an exhibit board.



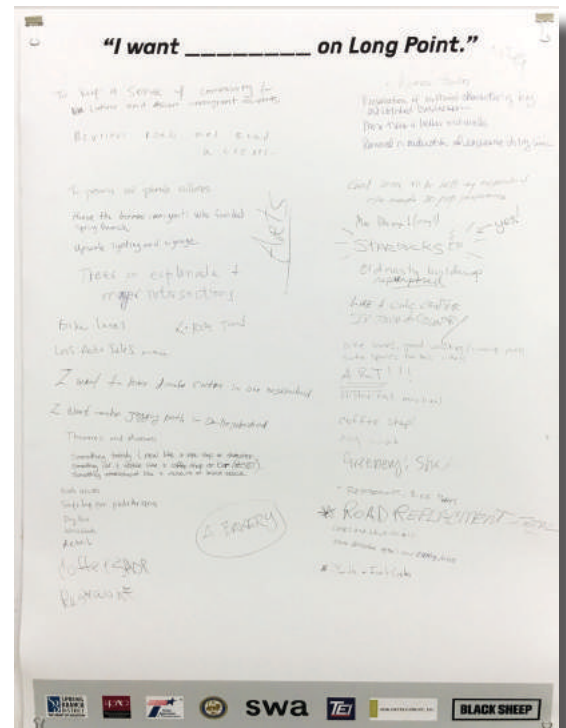
## 1. "It's good to be in Spring Branch because \_\_\_\_\_."

- Residents are neighbors
- We are in the "middle" of everything
- Small town feel
- Hole in the wall restaurants that should be preserved
- All types of businesses
- Street culture signs
- Strong sense of community
- Convenient location to access highways and other
- Good schools
- Central location, some walkability
- Close interest in the area by locals
- It has potential



## 2. "I want \_\_\_\_\_ on Long Point."

- More trees and better sidewalks
- Safety for pedestrians
- Beautiful roads and road accents
- To preserve and promote cultures
- To keep a sense of community for Latino and Asian
- Honor the German immigrants who founded Spring Branch
- I want to have diverse culture in our neighborhood
- Jogging path
- Upscale lighting and signage
- Reduction of excessive utility lines
- Trees/greenery in esplanade + major intersections
- More retail and restaurants (3 comments)
- Bike lanes, bike access (4 comments)
- Coffee shop (3 comments)
- Dog Park (2 comments)





## PUBLIC MEETING #2 MARCH 05, 2018

### AGENDA ITEMS

The second public meeting's goals were to recap the first meeting and the feedback received so far, and to then present concepts for mobility enhancements that were informed by community input.

#### 1. Sharing Survey Exhibit Results

Combining the initial online survey with the input received through the interactive exhibits at the first meeting, the design team presented some high-level takeaways. There was a strong desire to make Long Point a signature destination street within the district, with more amenities, activities, and businesses along the corridor, along with bettering the environmental quality of the area.

#### 2. Character Standards

These needs and wants were addressed through a set of themes around which design decisions can be made. These themes, or character standards, translates desires into actionable items that can be implemented on Long Point.

#### 3. Family of Streetscape Elements

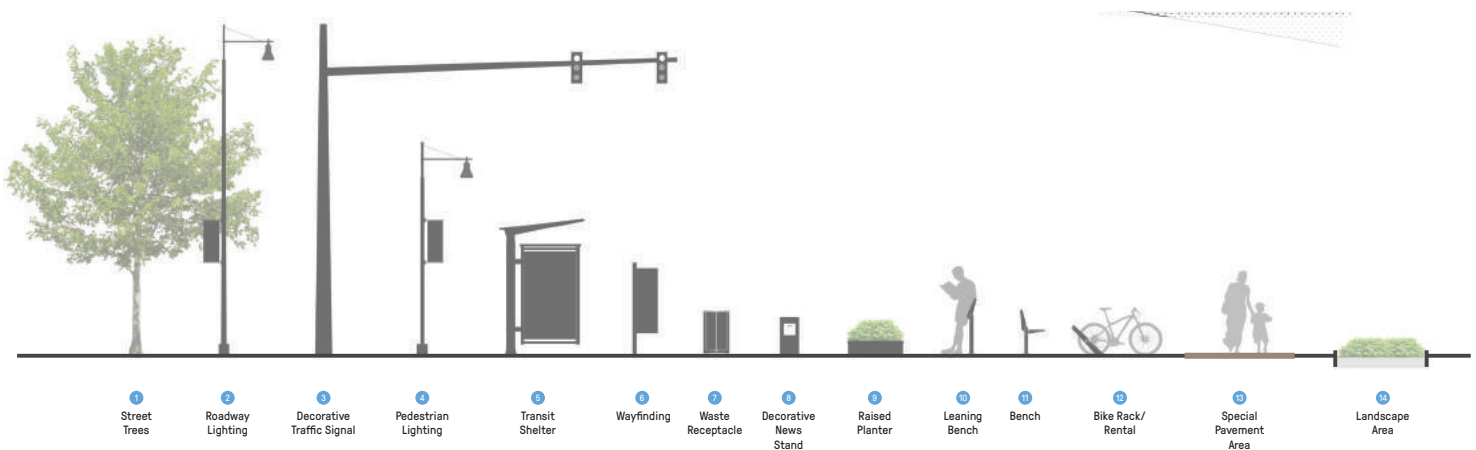
Introducing a set of streetscape elements (including light poles, planters, benches, and more) provided guests with some tangible ways that they could realize their aspirations for Long Point Road.

#### 4. Design Your Own Long Point Road

An interactive kit of these streetscape elements allowed guests to test different opportunities within the right-of-way.

#### 5. Questions and Answers

Participants were invited to submit questions on notecards. Some questions were answered at the meeting, while others were collected to be answered online later.



Note: The elements depicted in this exhibit have been used for illustrative purposes only and do not represent final design selections for Long Point.



PUBLIC MEETING #2 PHOTOS COURTESY OF TEI

*The following are a few of the questions submitted via notecards at the event, with answers later posted online by the design team.*

**Q: Is there a price difference between a 70 ft and an 80 ft road?**

A: In many places, the available public right-of-way along Long Point for the street, sidewalks, trees, and utilities is approximately 60-feet wide. Therefore, the acquisition of additional land to create an 80-foot right-of-way would result in a significant price difference versus a 70-foot right-of-way. Exclusive of ROW costs, when designing a 70-foot versus 80-foot street, it would depend on what improvements are desired (medians, sidewalks, better transit stops, trees, etc.). In general, an 80-foot street requires more work than a 70-foot street. But depending on design decisions, an 80-foot street will not necessarily cost more.

**Q: In the proposed pilot, can we test eliminating 50% of all driveways?**

A: Where appropriate, driveway consolidation will be considered with the pilot project recommendations. Ideally the pilot will project will work with adjacent property owners to develop opportunities related to driveways.

**Q: About reducing to 3 lanes from 4 lanes, how will we prevent bus stops from bringing traffic to a standstill?**

A: The operations of transit and vehicle mobility is an important consideration for potential design options. Any proposed design will be developed to balance the needs of a range of users of Long Point. Currently the highest boarding locations along the corridor tend to coincide with locations at major intersections where the street has already been widened to include 4 lanes and median. This provides adequate room for transit personal vehicles to share the corridor with limited impacts.

**Q: Are the pilot areas chosen by vote?**

A: Further evaluation within this livable center project timeframe will help support where the pilot project will take place. Community input is desired to make sure a location is determined that will best showcase improvements. Thanks for your input on a preferred location.





## PUBLIC MEETING #3 MAY 15, 2018

### AGENDA ITEMS

The goal of the third public meeting was to unveil the CIP projects to the public, listen to responses, and inform attendees of the third survey that focused on desired destinations for Long Point.

#### 1. Unveil CIP

A board for each CIP was set up and included a brief description of the CIP, location along or relative to Long Point, and supporting graphics illustrating the idea.

#### 2. Event Attendees Vote for Top 3

Attendees were given three dots upon check-in and asked to place one for each of their top three CIP preferences on their respective boards. This was to get a sense of highest priority/popularity to inform the implementation plan.

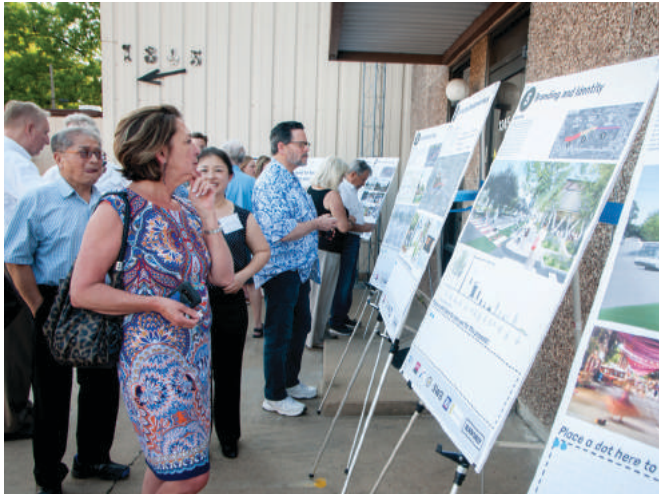
#### 3. Launch Survey #3: Destinations

Survey #2 focused on mobility issues on Long Point and gauging people's understanding and communicating the opportunities of roadway rightsizing. Survey #3 sought to complement this information by collecting data related to shopping, dining, and other types of uses for existing and proposed development along Long Point. Survey results will be useful to both Spring Branch Management District as well as developers both already working in the district and ones looking to locate new businesses there.



PUBLIC MEETING #3 PHOTOS COURTESY OF JUAN ISLAS, e-Vision 1 Productions





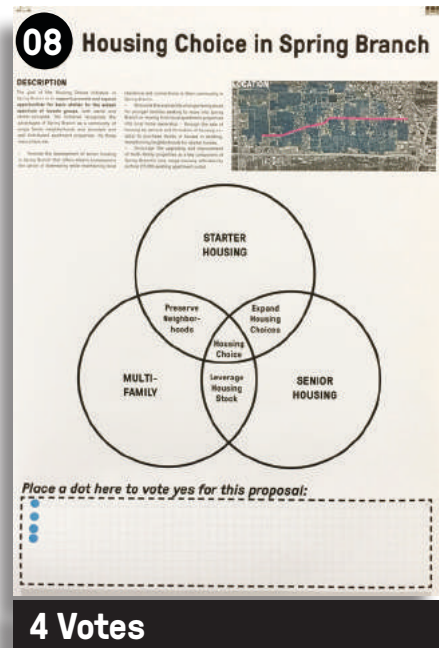
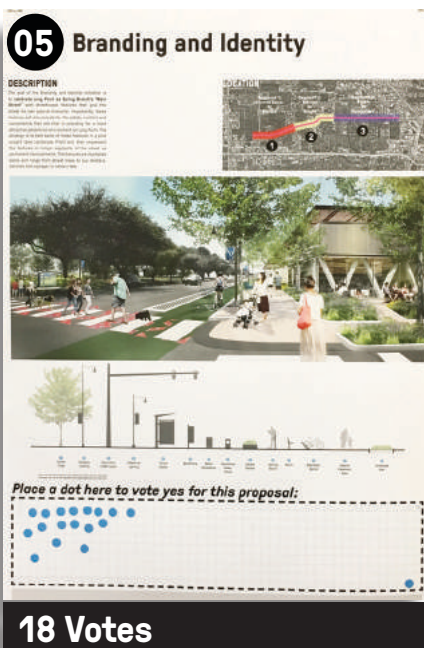
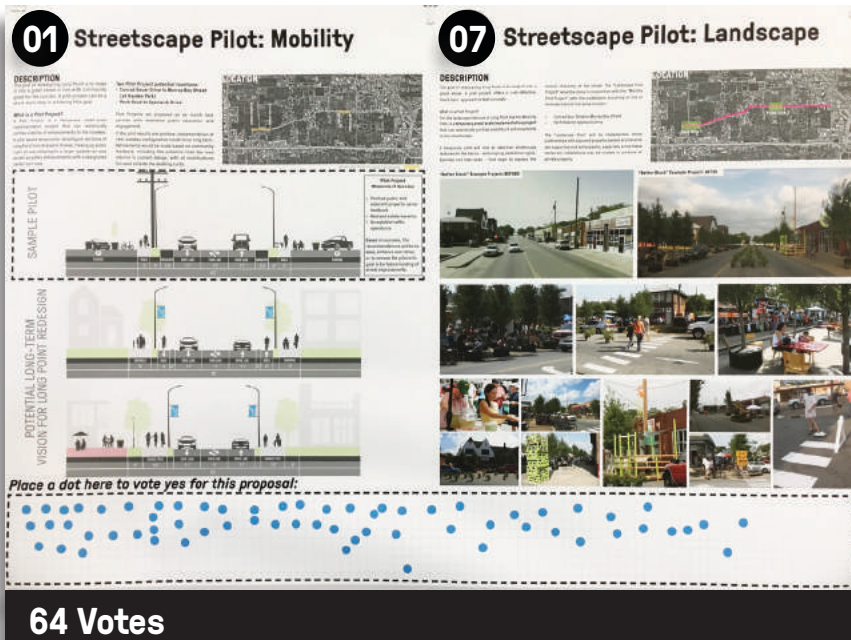


## PUBLIC MEETING #3 MAY 15, 2018

### CIP BOARDS + VOTES

Streetscape Pilot Projects, the CenterPoint Trail, Haden Park, and Community Design Character Standards received the most votes. These are generally site-specific and very tangible in terms of their near-term impacts to both the function and aesthetics of Long Point. That these ranked highest could speak to the demographics

of the event attendees, which seemed to be primarily Spring Branch residents, many of them younger and potentially new homeowners, eager to see investment in real projects in the area that would have an immediate effect on their quality of life.



## 02 A Bikeable Neighborhood

**DESCRIPTION**

The proposed route for the new bike lane is shown in the map. The route is a 1.5-mile long, one-way bike lane that runs along the existing road. The route is shown in yellow on the map. The route is shown in yellow on the map. The route is shown in yellow on the map.

**LOCATION**

The route is shown in yellow on the map. The route is shown in yellow on the map. The route is shown in yellow on the map.

**Place a dot here to vote yes for this proposal:**

**17 Votes**

## 03 CenterPoint Trail

**DESCRIPTION**

The proposed route for the new trail is shown in the map. The route is a 1.5-mile long, one-way trail that runs along the existing road. The route is shown in yellow on the map. The route is shown in yellow on the map. The route is shown in yellow on the map.

**LOCATION**

The route is shown in yellow on the map. The route is shown in yellow on the map. The route is shown in yellow on the map.

**Place a dot here to vote yes for this proposal:**

**54 Votes**

## 04 Connecting Development Hubs

**DESCRIPTION**

The proposed route for the new transit hub is shown in the map. The route is a 1.5-mile long, one-way transit hub that runs along the existing road. The route is shown in yellow on the map. The route is shown in yellow on the map. The route is shown in yellow on the map.

**LOCATION**

The route is shown in yellow on the map. The route is shown in yellow on the map. The route is shown in yellow on the map.

**Place a dot here to vote yes for this proposal:**

**11 Votes**

## 09 Marketing and Communications

**DESCRIPTION**

The proposed route for the new marketing and communications campaign is shown in the map. The route is a 1.5-mile long, one-way campaign that runs along the existing road. The route is shown in yellow on the map. The route is shown in yellow on the map. The route is shown in yellow on the map.

**LOCATION**

The route is shown in yellow on the map. The route is shown in yellow on the map. The route is shown in yellow on the map.

**Place a dot here to vote yes for this proposal:**

**2 Votes**

## 10 Community Design Character

**DESCRIPTION**

The proposed route for the new community design character is shown in the map. The route is a 1.5-mile long, one-way character that runs along the existing road. The route is shown in yellow on the map. The route is shown in yellow on the map. The route is shown in yellow on the map.

**LOCATION**

The route is shown in yellow on the map. The route is shown in yellow on the map. The route is shown in yellow on the map.

**Place a dot here to vote yes for this proposal:**

**35 Votes**

## 11 Haden Park

**DESCRIPTION**

The proposed route for the new Haden Park is shown in the map. The route is a 1.5-mile long, one-way park that runs along the existing road. The route is shown in yellow on the map. The route is shown in yellow on the map. The route is shown in yellow on the map.

**LOCATION**

The route is shown in yellow on the map. The route is shown in yellow on the map. The route is shown in yellow on the map.

**Place a dot here to vote yes for this proposal:**

**47 Votes**



## SURVEY 1: GENERAL PRIORITIES

### NOVEMBER-DECEMBER 2017

### 1,173 RESPONSES

#### 1. Please tell us your connection to the area (choose all that apply):

	% Response:	Responses:
Live in area	62.65%	733
Live nearby	10.85%	127
Work here	3.85%	45
Property Owner	10.77%	126
Business Owner	1.79%	21
Use Civic Amenities (parks, churches, library, etc.)	4.53%	53
Other - please provide comment	4.10%	48

#### 2. How long have you been connected to the area (in years)?

	Average of all responses:	Responses:
# years	20 years	1,114

#### 3. How did you find this survey?

	% Response:	Responses:
Saw the link on flyer, poster or postcard	5.29%	59
It was emailed to me	29.48%	329
Found it on Facebook	46.15%	515
Found it on Instagram	0.63%	7
Found it on NextDoor	12.01%	134
Other (please specify)	6.45%	72

#### 4. If you could allocate 100 points to transportation improvements along the Long Point corridor, how would you allocate the points?

	Average #	Responses:		Average #	Responses:
New bikeways	17.78	605	Install trees along sidewalks to provide shade	22.34	791
Create new, wider sidewalks	18.37	697	Provide more parking at businesses	11.01	343
Improve bus speed and reliability	8.78	326	Provide better street lighting	19.04	693
Create new north-south bus service through the center of Spring Branch	11.14	349	Reduce vehicle congestion on Long Point	23.68	691
Provide safe pedestrian crossings and specified non-intersection locations	16.95	615	Reduce vehicle congestion on cross streets of Long Point	19.98	570
Provide better bus shelters	9.37	392			

#### 5. What types of additional activities or amenities would you like to see in the area? Please rank in order of preference, first being most preferred, last being least preferred.

	FIRST CHOICE:		SECOND CHOICE:	
	% Response:	Responses:	% Response:	Responses:
Shopping opportunities	17.61%	183	17.61%	183
Work opportunities	6.38%	62	6.38%	62
Play & health/wellness opportunities	24.07%	234	24.07%	234
Learning opportunities	4.01%	39	4.01%	39
Worship opportunities	3.40%	33	3.40%	33
Housing opportunities	6.38%	62	6.38%	62
Dining opportunities	47.43%	461	47.43%	461

**6. If environmental improvements were to take place in the area, what are the important issues to address? Please choose your top three. (Environmental improvements = relating to water, vegetation or air quality.)**

	<b>Average Number:</b>	<b>Responses:</b>
More shade	2.12	498
More places to connect to nature	1.96	720
More social gathering spaces	1.99	532
Water quality / cleanliness	2.06	441
Better drainage	1.75	666
Improved air quality	2.31	323

**7. When it comes to developing community spaces and experiences, what are the most important issues to address? Please choose your top three.**

	<b>Average Number:</b>	<b>Responses:</b>
Create more social gathering spaces	2.20	577
Develop and schedule more Spring Branch centric local programming	2.42	329
Support opportunities for cultural expression and celebration	2.03	354
Improve overall appearance of commercial buildings and properties in the area	1.41	891
Commemorate meaningful/historic places	2.32	323
Design a unique Spring Branch style that can be applied to existing and new establishments	2.19	712

**8. Spring Branch is home to many different cultures and languages, which we would like to feature as part of Long Point Road's redesign. Of the following, which are the most important in celebrating Spring Branch's cultural communities and history? Please rank with 1 being most important and 4 being least important.**

	<b>Average Score:</b>	<b>Responses:</b>
Street signs in multiple languages	1.70	980
Cultural programming and events	2.48	1,006
Landscape design and art that reflects cultural values	3.17	1,033
Supporting culturally diverse business in the area	2.77	1,017

**9. When it comes to improving Long Point Road, I believe it is most important to focus on:**

	<b>% Response:</b>	<b>Responses:</b>
Providing travel choices in the area	5.75%	63
Developing new amenities, activities, and businesses for the area	40.60%	445
Bettering the environmental quality of the area	25.18%	276
Creating better community spaces and experiences	16.70%	183
Other (please specify)	11.77%	129



## SURVEY 2: MOBILITY

### MARCH-APRIL 2018

### 843 RESPONSES

#### 1. On Long Point Road, how frequently do you walk?

	% Response:	Responses:
Frequently	6.56%	55
Occasionally	11.68%	98
Rarely	18.59%	156
Never	63.17%	530

#### 2. On Long Point Road, how frequently do you bike?

	% Response:	Responses:
Frequently	2.99%	25
Occasionally	7.06%	59
Rarely	13.16%	110
Never	76.79%	642

#### 3. On Long Point Road, how frequently do you ride transit?

	% Response:	Responses:
Frequently	3.19%	26
Occasionally	4.29%	35
Rarely	9.56%	78
Never	82.97%	677

#### 4. On Long Point Road, how frequently do you drive?

	% Response:	Responses:
Frequently	70.60%	401
Occasionally	22.89%	130
Rarely	5.11%	29
Never	1.41%	8

#### 5. What are the primary reasons you decide to walk, bike, ride the bus, or drive? (Choose top 3)

	% Response:	Responses:
Distance	24.96%	517
Weather	10.33%	214
Length of time per trip	13.28%	275
Other passengers	3.28%	68
Access to safe routes	14.00%	290
Speed of trip	13.47%	279
Time of day	8.02%	166
Available parking (bike/car)	1.83%	38
Access to a trip/vehicle (transit/bike/car)	4.25%	88
Other (please comment)	6.57%	136

#### 6. I feel very comfortable walking along Long Point Road.

	% Response:	Responses:
Strongly Agree	1.32%	11
Agree	3.61%	30
Somewhat Agree	12.62%	105
Somewhat Disagree	16.35%	136
Disagree	25.72%	214
Strongly Disagree	40.38%	336

**7. I feel very comfortable biking along Long Point Road.**

	<b>% Response:</b>	<b>Responses:</b>
Strongly Agree	0.36%	3
Agree	2.68%	22
Somewhat Agree	6.93%	57
Somewhat Disagree	12.29%	101
Disagree	27.13%	223
Strongly Disagree	50.61%	416

**8. There are many destinations within a 10 minute walk or bike ride from my house.**

	<b>% Response:</b>	<b>Responses:</b>
Strongly Agree	16.83%	140
Agree	18.51%	154
Somewhat Agree	24.28%	202
Somewhat Disagree	11.42%	95
Disagree	15.99%	133
Strongly Disagree	12.98%	108

**9. What overall improvements would do the most to make Long Point Road safer and more attractive for all people (drivers, walkers, bikers, and transit users)? Select your top three:**

	<b>% Response:</b>	<b>Responses:</b>		<b>% Response:</b>	<b>Responses:</b>
Wider sidewalks	14.78%	399	Shade trees	12.08%	326
Protected bike lanes	9.74%	263	More walkable development along the corridor	16.27%	439
Transit stops with better amenities (shelters, lighting, benches)	6.67%	180	Signal Timing Improvements	7.15%	193
Design for slower traffic speeds	4.59%	124	Better pedestrian crossings at intersections (countdown signal; visible crosswalks, ADA compliant)	10.04%	271
Dedicated left turn lanes	12.71%	343	Other (please comment)	4.48%	121
More travel lanes	5.97%	161			

**10. Which of the following are the largest barriers to walking on Long Point Road? (Select up to 3).**

	<b>% Response:</b>	<b>Responses:</b>		<b>% Response:</b>	<b>Responses:</b>
Lack of sidewalks or trails	11.94%	272	Weather	3.07%	70
Poles, signs or other impediments in the sidewalk	5.05%	115	Lack of shade/trees	9.04%	206
Lack of facilities at intersections (painted crosswalks, curb ramps, pedestrian signal heads)	6.19%	141	Traffic volumes/speed	10.22%	233
Condition and quality of existing sidewalks	17.38%	396	Destinations such as work, school, and stores are too far to walk	10.49%	239
Safety/Crime	25.01%	570	Air quality/pollution	1.62%	37



## SURVEY 2: MOBILITY

### MARCH-APRIL 2018

### 843 RESPONSES

#### 11. If it were safe and attractive, how frequently would you prefer walking to driving on Long Point Road for more trips?

	% Response:	Responses:
Frequently	37.47%	317
Occasionally	38.30%	324
Rarely	15.25%	129
Never	8.98%	76

#### 12. Which of the following are the largest barriers to biking on Long Point Road? (Select up to 3)

	% Response:	Responses:
Lack of facilities along corridors (sidewalks, bike paths, trails, etc.)	20.92%	449
Lack of facilities at intersections (painted crosswalks, pedestrian signal heads)	6.15%	132
Condition and quality of existing bicycle facilities	8.67%	186
Condition and quality of roadway pavement	14.77%	317
Safety/Crime	20.74%	445
Weather	2.70%	58
Lack of shade/trees	3.77%	81
Traffic volumes/speed	15.42%	331
Destinations such as work, school, and stores are too far to bike	5.68%	122
Air quality/pollution	1.16%	25
No place to lock up/park bikes	1.49%	32
Need for a shower after ride	1.96%	42

#### 13. If it were safe and attractive, how frequently would you prefer riding a bike to driving on Long Point Road for more trips?

	% Response:	Responses:
Frequently	29.83%	250
Occasionally	36.75%	308
Rarely	17.66%	148
Never	15.75%	132

#### 14. What would most encourage you to ride the bus more (choose all that apply)?

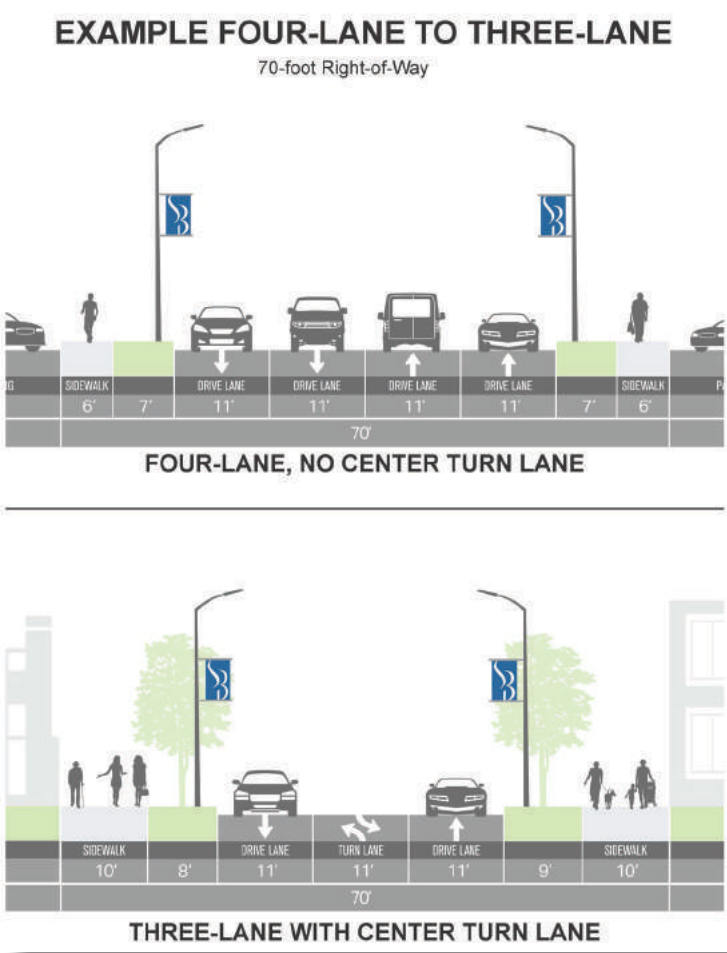
	% Response:	Responses:
Easier to access bus stops	10.95%	185
More frequent bus arrival	12.37%	209
More bus stop shelters	11.78%	199
Feeling of safety while waiting at a bus stop (enhanced lighting)	24.02%	406
More direct bus routes to my daily destinations (work, school, etc.)	20.06%	339
Easier to access schedule and route information	12.66%	214
Other (please comment)	8.17%	138

15. If it were safe and attractive, how frequently would you prefer to use transit on Long Point Road for more trips?

	% Response:	Responses:
Frequently	21.98%	180
Occasionally	30.65%	251
Rarely	20.63%	169
Never	26.74%	219

16. Much of Long Point Road has four lanes, two in each direction and no turn lane. Research indicates that this design often contributes to congestion and higher crash rates. Implementing a pilot to restripe as a three-lane street can potentially improve these issues while providing room for bike lanes, trees or better sidewalks. Would you support a study and pilot project to test this kind of change on Long Point Road? (See graphic for example).

	% Response:	Responses:
Strong support	45.84%	380
Support	24.37%	202
Limited support but willing to pilot and review	19.66%	163
Do not support	10.13%	84





## SURVEY 2: MOBILITY

### MARCH-APRIL 2018

### 843 RESPONSES

17. There are numerous, closely spaced driveways on Long Point Road, with some sites having multiple driveways providing access to the same destination. These are often left over from a previous use of the property. The abundant driveways create traffic conflicts with people walking and other cars, increasing traffic congestion and crash rates. Do you support strategies to reduce redundant driveways on Long Point Road?

	% Response:	Responses:
Strong support	60.03%	440
Support	20.33%	149
Limited support but willing to review data	15.69%	115
Do not support	3.96%	29

18. Please tell us your connection to the area (choose all that apply):

	% Response:	Responses:
Live in Area	26.47%	648
Live Nearby	8.62%	211
Work here	6.58%	161
Property owner	12.95%	317
Business owner	2.53%	62
Commute through	10.87%	266
Use shops/restaurants in area	19.44%	476
Use civic amenities (parks, churches, library, etc.)	11.48%	281
Other (Please comment)	1.06%	26

19. Please enter the zip code where you live:

(As the data set is extremely large, this information is available upon request)

20. If you live in Spring Branch, please indicate the geographic area (choose all that apply):

	% Response:	Responses:
North of Long Point Road	33.21%	442
South of Long Point Road	22.09%	294
East of Bingle Road	14.20%	189
West of Bingle Road	27.35%	364
I don't live in Spring Branch	3.16%	42

## 21. Do you own or rent?

	% Response:	Responses:
Own	82.27%	682
Rent	17.73%	147

## 22. What is your age:

	% Response:	Responses:
17 or under	0.48%	4
18-25	6.80%	57
26-34	22.79%	191
35-44	24.82%	208
45-54	17.90%	150
55-64	15.87%	133
65+	11.34%	95

## 23. What is your gender?

	% Response:	Responses:
Female	63.16%	528
Male	33.73%	282
Prefer not to say	3.11%	26

## 24. Do you currently have children living with you that are 18 or younger?

	% Response:	Responses:
Yes	43.76%	365
No	56.24%	469

## 25. How long have you been connected to the area?

	% Response:	Responses:
Less than a year	5.36%	45
2-5 years	23.21%	195
6-10 years	12.98%	109
11-20 years	16.67%	140
21+ years	41.79%	351



## SURVEY 3: DESTINATIONS

### MAY-JUNE 2018

### 867 RESPONSES

#### 1. What percentage of your food shopping do you do within Spring Branch?

	% Response:	Responses:
75% or more	73.87%	639
At least 50%	13.53%	117
Less than 25%	9.25%	80
Almost 0%	3.35%	29

#### 2. What percentage of your non-food shopping (dining and entertainment) do you do within Spring Branch?

	% Response:	Responses:
75% or more	17.50%	151
At least 50%	32.68%	282
Less than 25%	42.53%	367
Almost 0%	7.30%	63

#### 3. Currently, how often do you visit establishments, businesses or service providers on Long Point Road?

	% Response:	Responses:
Very often	7.85%	68
Often	14.55%	126
Sometimes	30.95%	268
Not often	27.48%	238
Almost never	19.17%	166

#### 4. Of the establishments, businesses or service providers currently on Long Point Road, which types are you most likely to frequent as a customer? Please check all that apply.

	% Response:	Responses:
Restaurant	18.62%	565
Tea or coffee shop	6.75%	205
Food, beverage or grocery store	9.95%	302
Home goods or general supply store	5.86%	178
Gas station	9.72%	295
Pharmacy or drug store	9.00%	273
Clothing or shoe store	3.76%	114
Thrift or discount goods store	5.27%	160
Auto shop or car dealership	4.61%	140
Gym or crossfit box	3.23%	98
Entertainment venue or bar	6.95%	211
Nursing home or medical center	0.99%	30
Bank	9.03%	274
Other (please comment)	2.31%	70
None	3.95%	120

**5. When considering the future of Long Point Road, what types of businesses or venues are most important to you? Please select your top 4 or provide your own answer.**

	<b>% Response:</b>	<b>Responses:</b>
Home and living stores, like grocery, pharmacy and general goods stores	18.47%	562
Hobby stores, like skate shops, sporting goods stores, craft shops and book stores	9.40%	286
Specialty stores, like beauty supply shops, spas or hair salons/barber shops	5.92%	180
Clothing, accessory or artisan shops	9.69%	295
Venues that utilize outdoor seating or space	15.02%	457
Local-sourced food and dry good products at a Farmers' Market	18.44%	561
Entertainment such as movie theater and skating rink	8.94%	272
Children-friendly businesses	9.00%	274
Other (please specify):	5.13%	156

**6. When considering the future of Long Point Road, what types of restaurants would you visit at least once a month? Please select your top 4.**

	<b>% Response:</b>	<b>Responses:</b>
Specialty dining, like ice cream/frozen yogurt shops, bakeries, coffee/tea shops, breakfast restaurants	21.30%	651
Fast food restaurants and buffets	4.65%	142
Food trucks, fast casual restaurants, bistros or cafes	14.86%	454
Family-friendly restaurants	16.92%	517
Fine dining or "date night" restaurants	14.89%	455
Casual atmosphere bars, like beer halls, sports bars or pubs	12.43%	380
Formal atmosphere bars, like craft cocktail or wine bars	12.89%	394
Other (please specify):	2.06%	63

**7. When considering the future of Long Point Road, what types of fitness venues are most important to you? Please select up to 3 and/or provide your own answer:**

	<b>% Response:</b>	<b>Responses:</b>
Soccer Club	4.25%	80
General Gym	22.05%	415
Cycling Studio	12.33%	232
Yoga/Pilates	25.35%	477
Batting Cage	5.21%	98
Group Fitness	17.85%	336
I'm not interested in fitness venues	7.97%	150
Other (Please specify):	4.99%	94

**8. If improvements were made, how likely would you be to bring your children to Long Point Road for shopping or dining?**

	<b>% Response:</b>	<b>Responses:</b>
Very likely	48.15%	416
Likely	19.21%	166
Somewhat likely	4.28%	37
Not likely	1.39%	12
I don't have children	26.97%	233



## SURVEY 3: DESTINATIONS

### MAY-JUNE 2018

### 867 RESPONSES

#### 9. Where do you currently go for shopping, dining or entertainment? Please select your top three.

	% Response:	Responses:		% Response:	Responses:
Long Point Road	3.58%	85	Memorial	8.80%	209
I-10 Shops (Memorial City Mall, HEB, etc.)	30.22%	718	Heights	12.75%	303
City Centre / Town & Country	23.53%	559	Katy	2.06%	49
Energy Corridor	1.73%	41	Downtown	2.15%	51
Westchase	0.76%	18	Rice Village	2.78%	66
Uptown/Galleria	7.83%	186	Other (please comment)	3.75%	89
Greenway Plaza	0.08%	2			

#### 10. If you could transport a business, restaurant or entertainment venue you frequent in Houston to a new location on Long Point Road so it was more conveniently located, what would it be?

(As the data set is extremely large, this information is available upon request)

#### 11. Please tell us your connection to the area (choose all that apply):

	% Response:	Responses:
Live in Area	37.07%	767
Live Nearby	3.58%	74
Work here	8.07%	167
Property owner	18.27%	378
Business owner	3.48%	72
Commute through	3.43%	71
Use shops/restaurants in area	14.40%	298
Use civic amenities (parks, churches, library, etc.)	9.96%	206
Other (Please comment)	1.74%	36

#### 12. How long have you been connected to the area (in years)?

	% Response:	Responses:
Less than a year	6.58%	57
2-5 years	25.98%	225
6-10 years	11.55%	100
11-20 years	14.20%	123
21+ years	41.69%	361

#### 13. If you live in Spring Branch, please indicate the geographic area (choose all that apply). If you don't live in Spring Branch, please provide your zip code of residence.

	% Response:	Responses:
North of Long Point Road	37.43%	545
South of Long Point Road	16.48%	240
East of Bingle	11.88%	173
West of Bingle	29.67%	432
I don't live in Spring Branch, and my zip code is:	4.53%	66

#### 14. Do you own or rent?

	% Response:	Responses:
Own	91.17%	785
Rent	8.83%	76

#### 15. If you rent, are you planning on buying a home in Spring Branch in the next 2 years?

	% Response:	Responses:
Yes	7.04%	51
No	5.52%	40
I already own a home	87.43%	633

#### 16. If you rent and are planning on buying in the next two years, but NOT in Spring Branch, why not?

	% Response:	Responses:
Too expensive	31.54%	47
Too far from my job	2.01%	3
Other (please comment)	66.44%	99

#### 17. What is your age?

	% Response:	Responses:
17 or under	0.00%	0
18-25	1.74%	15
26-34	24.07%	207
35-44	24.65%	212
45-54	19.30%	166
55-64	18.49%	159
65+	11.74%	101

#### 18. Are you currently:

	% Response:	Responses:
Single	19.30%	165
Married	77.54%	663
It's complicated	3.16%	27

#### 19. Do you currently have children living with you that are 18 or younger?

	% Response:	Responses:
Yes	42.31%	363
No	57.69%	495

#### 20. How did you come across this survey?

	% Response:	Responses:
Email blast	38.79%	334
Spring Branch Management District website	11.38%	98
Facebook post or advertisement	37.17%	320
Instagram post or advertisement	0.00%	0
NextDoor	7.32%	63
I received a flyer in the mail	0.23%	2
Other (please comment)	5.11%	44



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## APPENDIX B: AIR QUALITY



## AIR QUALITY ANALYSIS

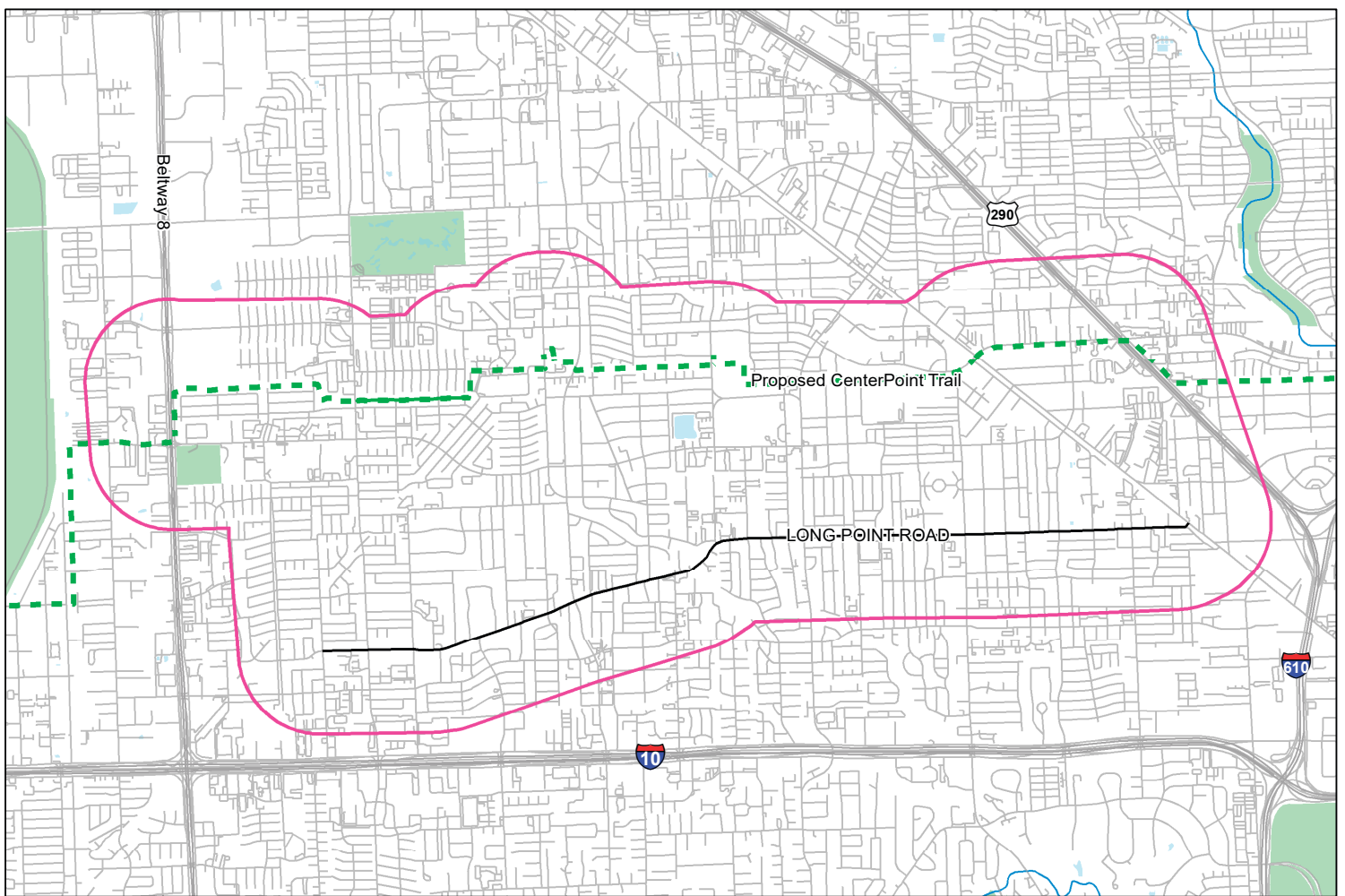
### AIR QUALITY

H-GAC's Livable Centers program promotes creating places that are “safe, convenient, and attractive areas where people can live, work, and play with less reliance on their cars”. As a part of the “Reimagine Long Point” effort, the mobility-related project recommendations within Spring Branch Management District include sidewalk improvements, a regional off-street trail connection, on-street bike facilities, and transit enhancements. If implemented, these projects have the potential to capture air quality benefits as they promote a mode-shift from single-use cars to other modes supporting the local jobs and households within the study area vicinity. This air quality analysis is based on a few assumptions below, supported through other Livable Centers efforts and H-GAC methodology.

### AIR QUALITY ANALYSIS ASSUMPTIONS

#### *Catchment Area*

A “catchment” area has been determined to perform the air quality analysis and includes a combined 0.5-mile buffer from the proposed CenterPoint trail project on the north of the study area (within Spring Branch Management District boundaries), with a 0.5-mile buffer around Long Point Road on the south, and includes the land area in between the Long Point and the proposed CenterPoint trail buffers (see figure below).



#### Legend

- Air Quality Catchment Area
- Proposed CenterPoint Trail
- Existing Trail
- Long Point Road
- Highways/Tollways and Roads
- Parks

0 0.5 1 2 Miles



*Trips Generated*

H-GAC uses the following regional trip generation rates to estimate the total trips produced in the catchment area.

- 6.54 trips per household
- 2.53 trips per job

*Demand*

An assumed 5% of the household and employment trips generated in the catchment area will switch from single-occupancy motor trips to bicycle, pedestrian, and transit trips.

*VMT Reduction*

The total vehicle miles traveled (VMT) were estimated using the National Household Travel Survey (9.72 miles/trip) and multiplying by the computed demand.

*Air Quality Benefits*

The MOSERS 11.1 methodology was used to estimate emissions reductions using the following air quality factors:

- NOx = 0.239 grams per mile
- VOC = 0.315 grams per mile
- CO = 3.732 grams per mile

Total annual emissions reduction can be seen in Table A1 (annualized to kg/year). The totals in Table A1 combine the estimated annual emissions reductions totals from Tables A2 and A3 (following pages). Table A2 calculates emissions reductions after assuming mobility project implementation of “Reimagine Long Point” and uses a mode-share shift from vehicular trips to bike, walk, and transit trips. Table A3 calculates trip length reduction.

**Table A1: Air Quality Benefits Summary**

<b>Estimated Total Annual Emissions Reduction</b>	NOx	14,464.57	kg/year
	VOC	19,064.18	kg/year
	CO	225,865.15	kg/year



**Table A2: Mode Share Shift (Ped/Bike/Transit)**

Calculation Step	Equation		Quantity	Units
Long Point Study Area Trip Generators	a	Households	27,840	homes
	b	Employment	45,380	jobs
Trip Rates	c	Households	6.54	trips/day/job
	d	Employment	2.53	
Total Trips	$e=(a*c)+(b*d)$		296,885	trips/day
Mode Shift Rate	f		5%	percent trips
Trips Replaced	$g=e*f$		14,844.3	trips
Miles per Trip Replaced	h		9.7	miles/trip
Vehicle Miles Travel Replaced	$j=g*h$		14,4286.1	miles
Emissions Factors	k	NOx	0.2	gm/mile
	l	VOC	0.3	gm/mile
	m	CO	3.7	gm/mile
Total Emissions Reduced	$n=j*k$	NOx	34,484.4	gm
	$o=j*l$	VOC	45,450.1	gm
	$p=j*m$	CO	53,8475.8	gm
Assumed Annual Days	q		260	days/year
Metric Conversion Factor	r		1,000	gm/kg
Annual Emissions Reduction	$s=(n*q)/r$	NOx	8,965.94	kg/year
	$t=(o*q)/r$	VOC	11,817.03	kg/year
	$u=(p*q)/r$	CO	140,003.70	kg/year

**Table A3: Trip Length Reduction**

Calculation Step	Equation		Quantity	Units
Long Point Study Area Trip Generators	a	Households	27,840	homes
Trip Rates	c	Households	6.54	trips/day/job
Total Trips	$e=(a*c)$		182,073.6	trips/day
Mode Shift Rate	f		5%	percent trips
Trips Replaced	$g=e*f$		9,103.7	trips
Miles per Trip Replaced	h		9.72	miles/trip
Vehicle Miles Travel Replaced	$j=g*h$		88,487.8	miles
Emissions Factors	k	NOx	0.2	gm/mile
	l	VOC	0.3	gm/mile
	m	CO	3.7	gm/mile
Total Emissions Reduced	$n=j*k$	NOx	21,148.6	gm
	$o=j*l$	VOC	27,873.6	gm
	$p=j*m$	CO	330,236.4	gm
Assumed Annual Days	q		260	days/year
Metric Conversion Factor	r		1,000	kg/year
Annual Emissions Reduction	$s=(n*q)/r$	NOx	5,498.6	kg/year
	$t=(o*q)/r$	VOC	7,247.1	kg/year
	$u=(p*q)/r$	CO	85,861.5	kg/year



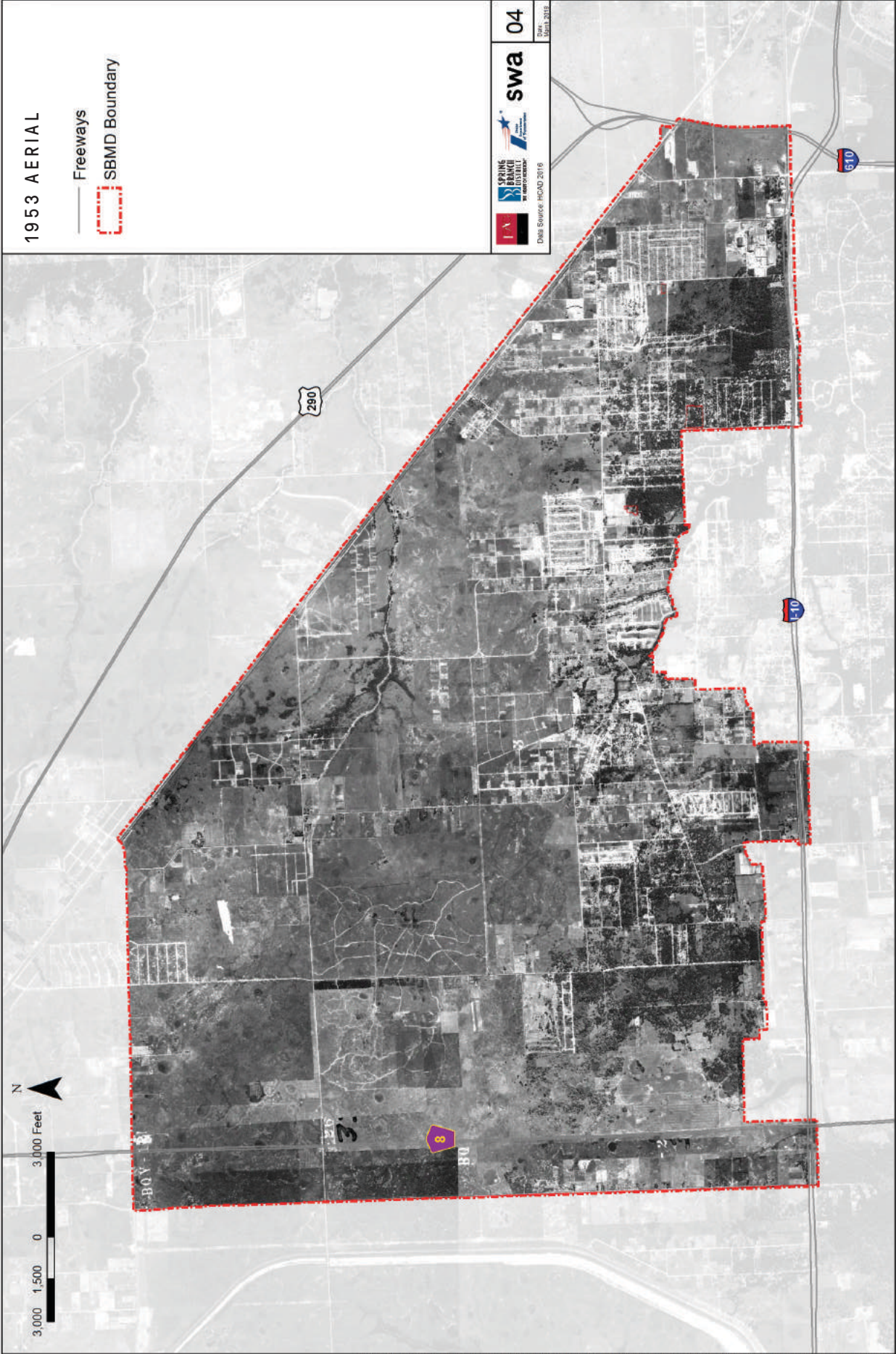
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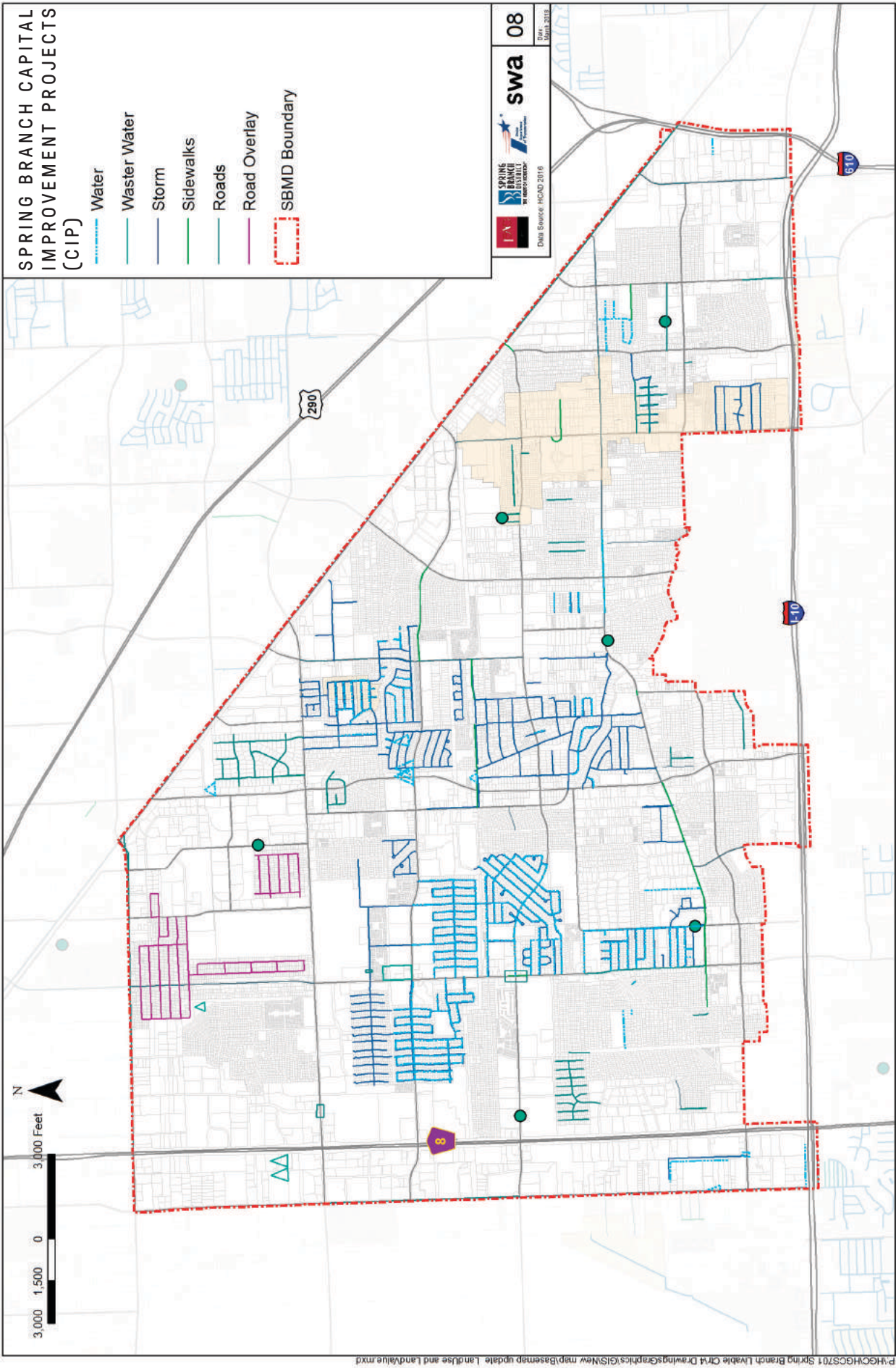


# APPENDIX C: MAP ATLAS

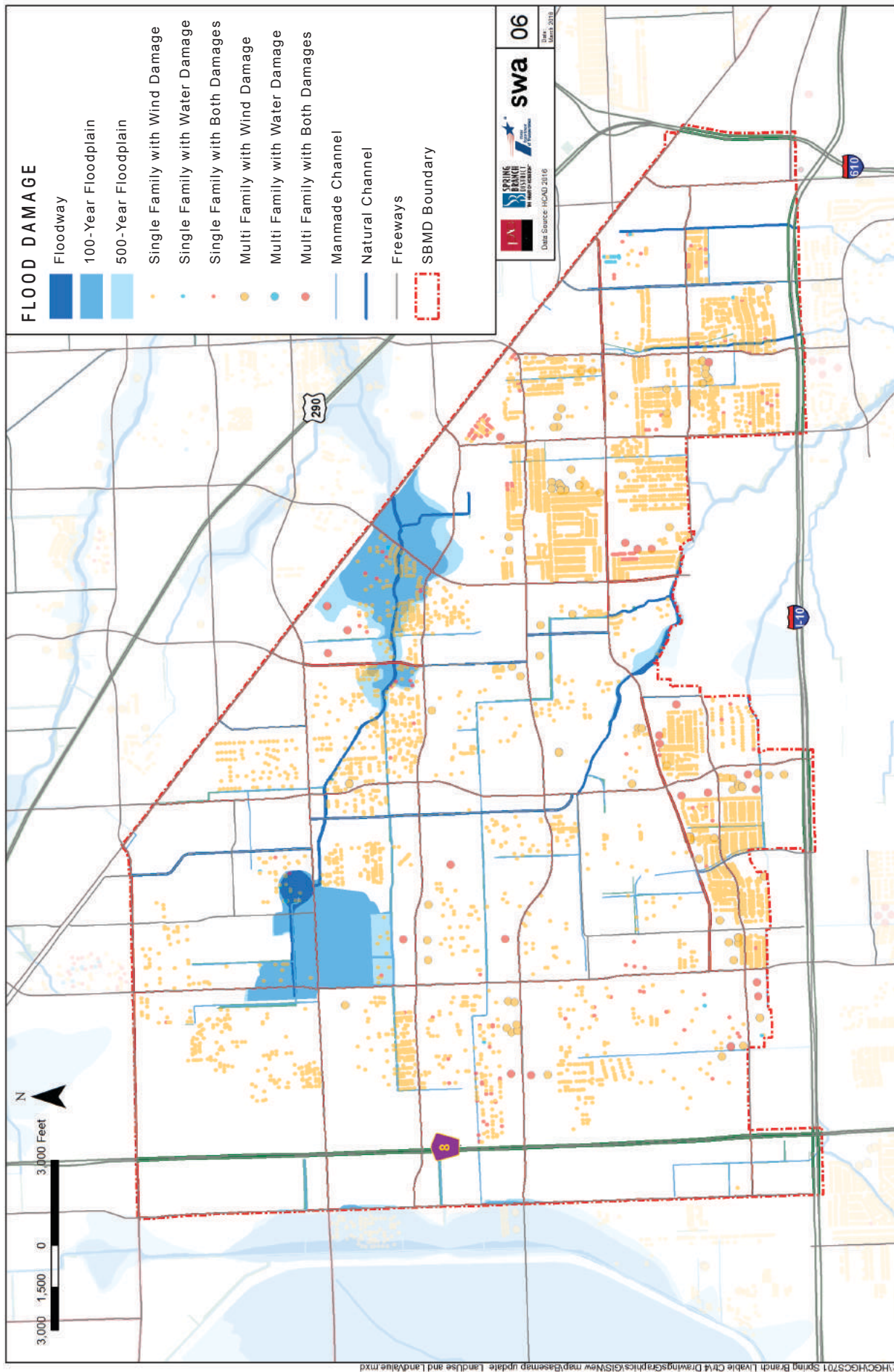


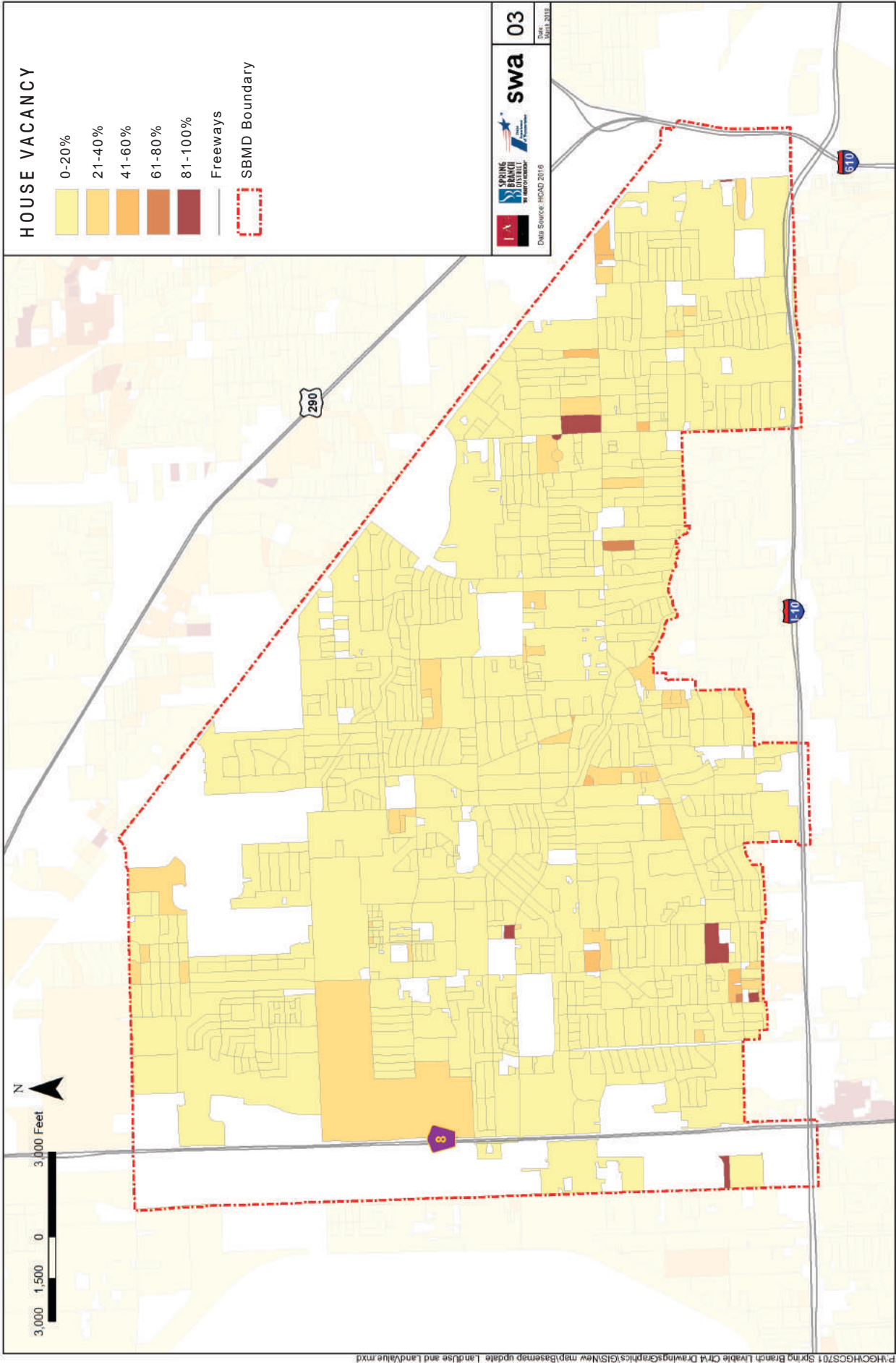




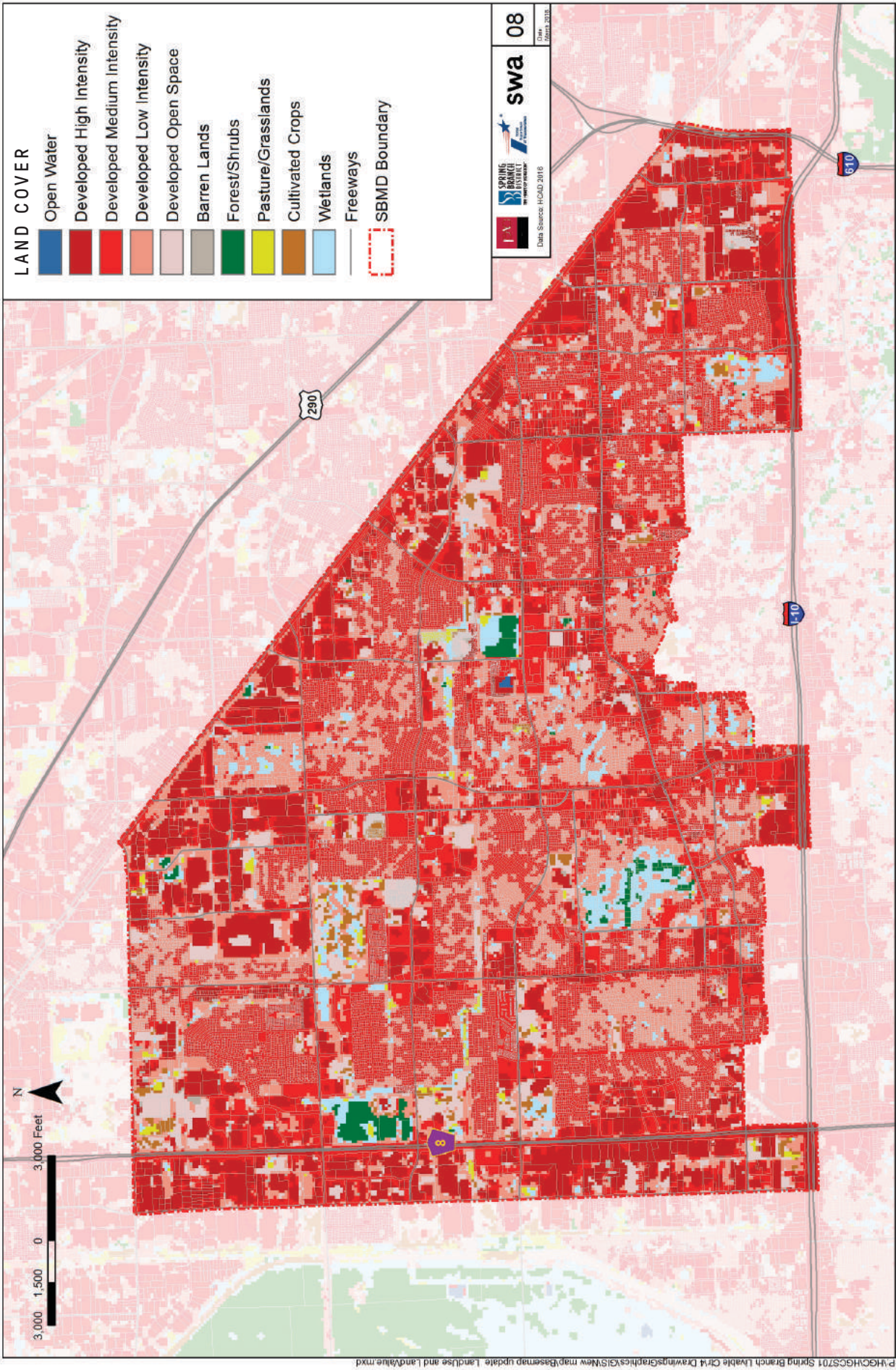




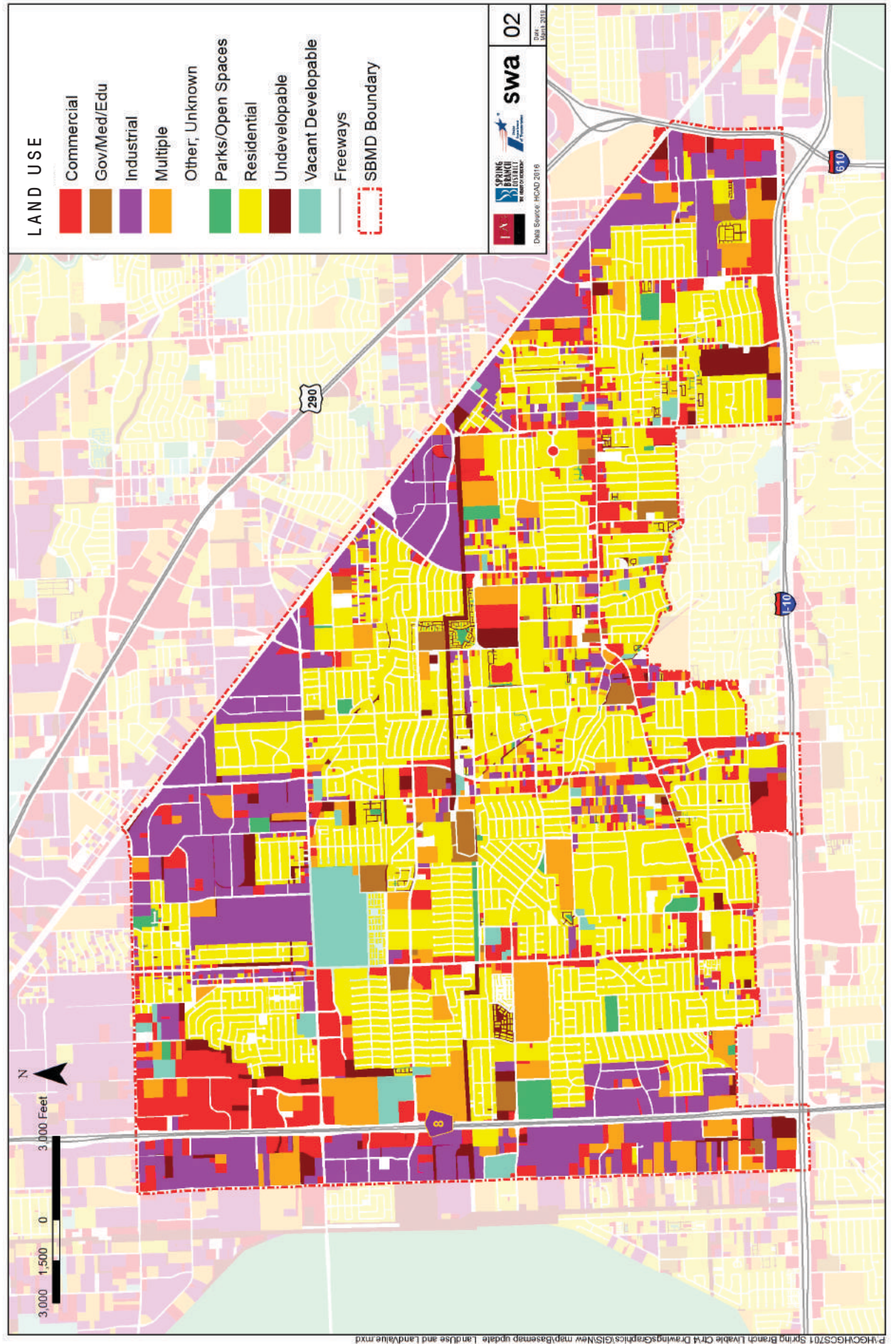




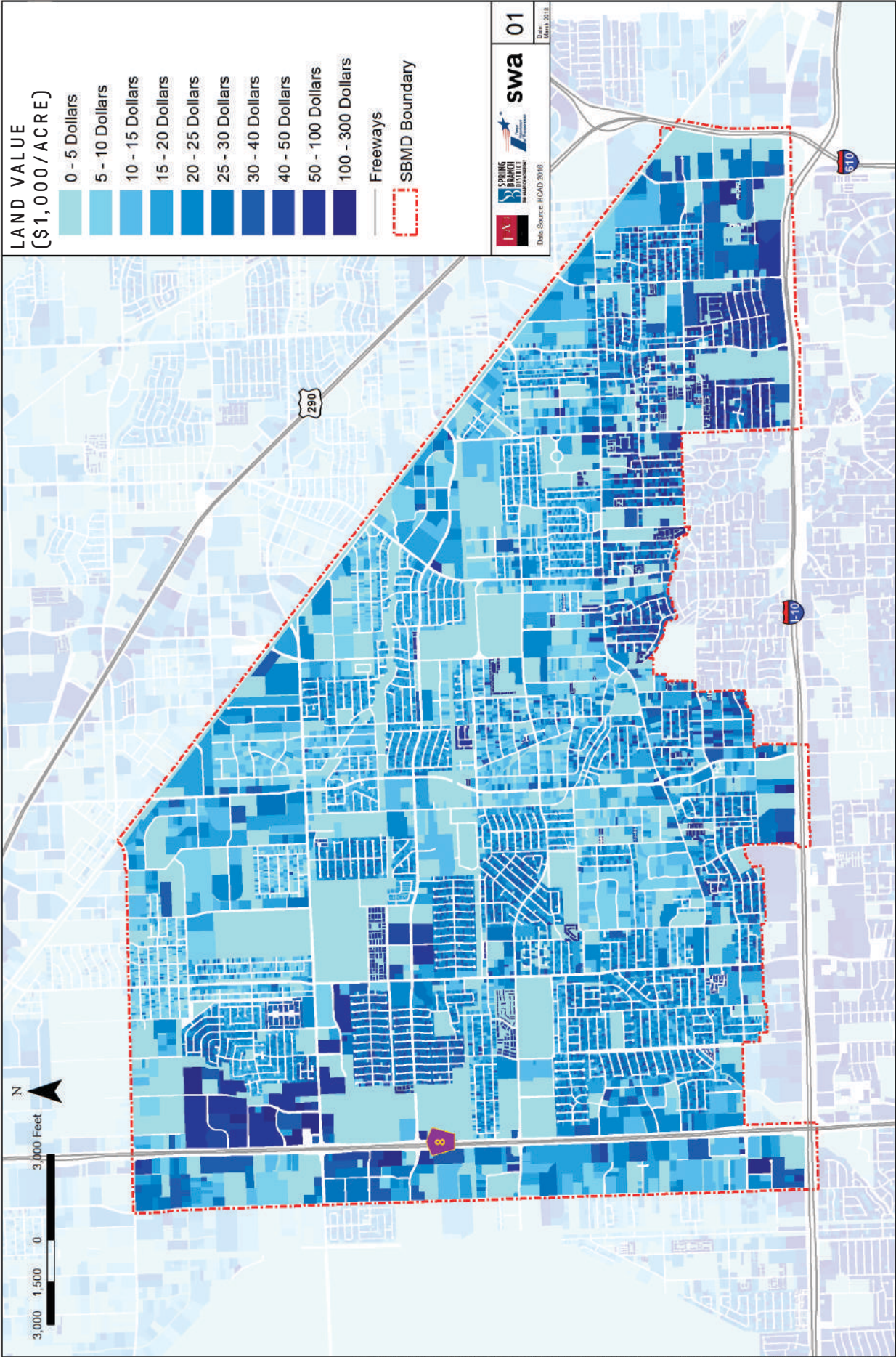


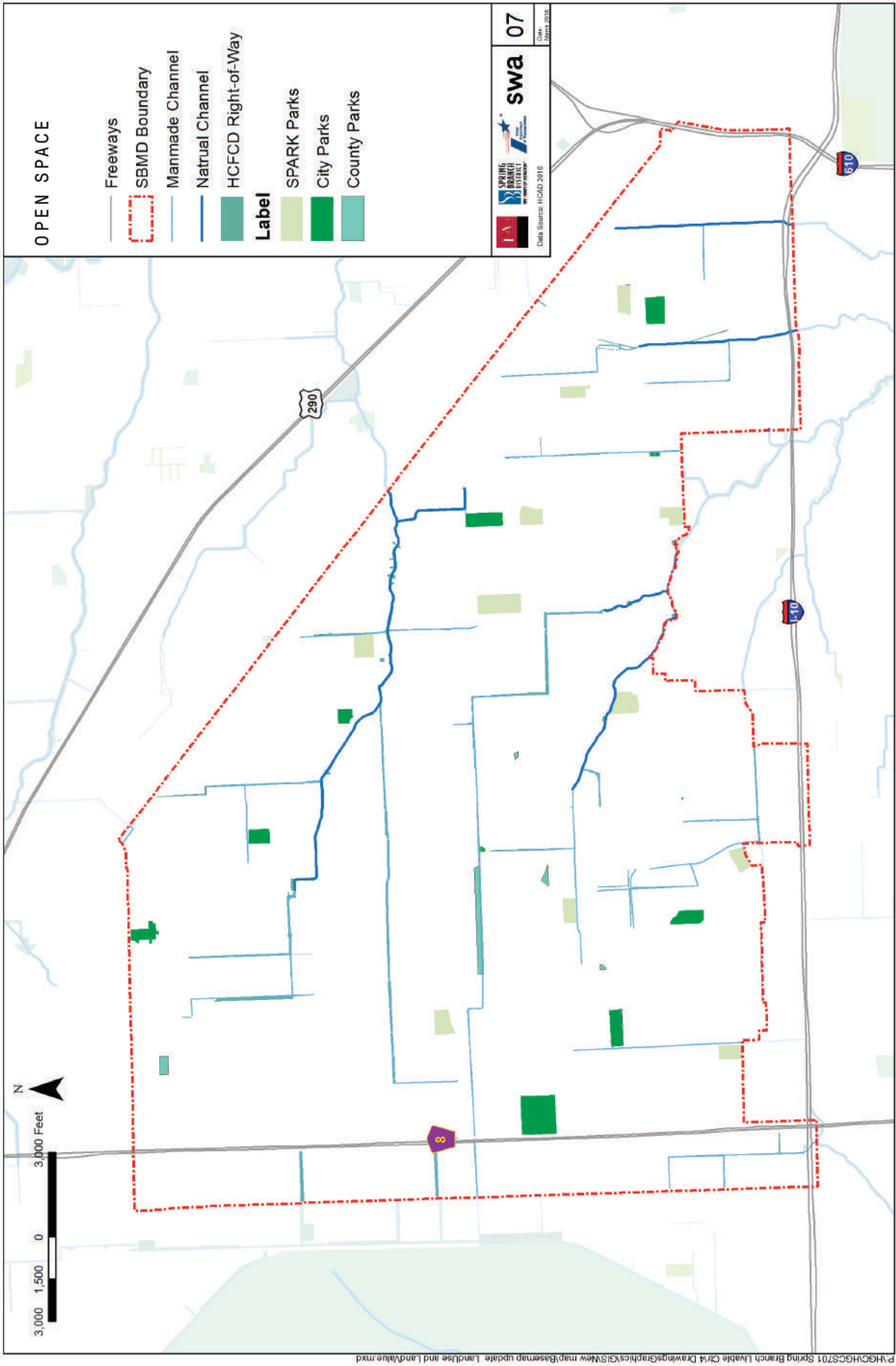




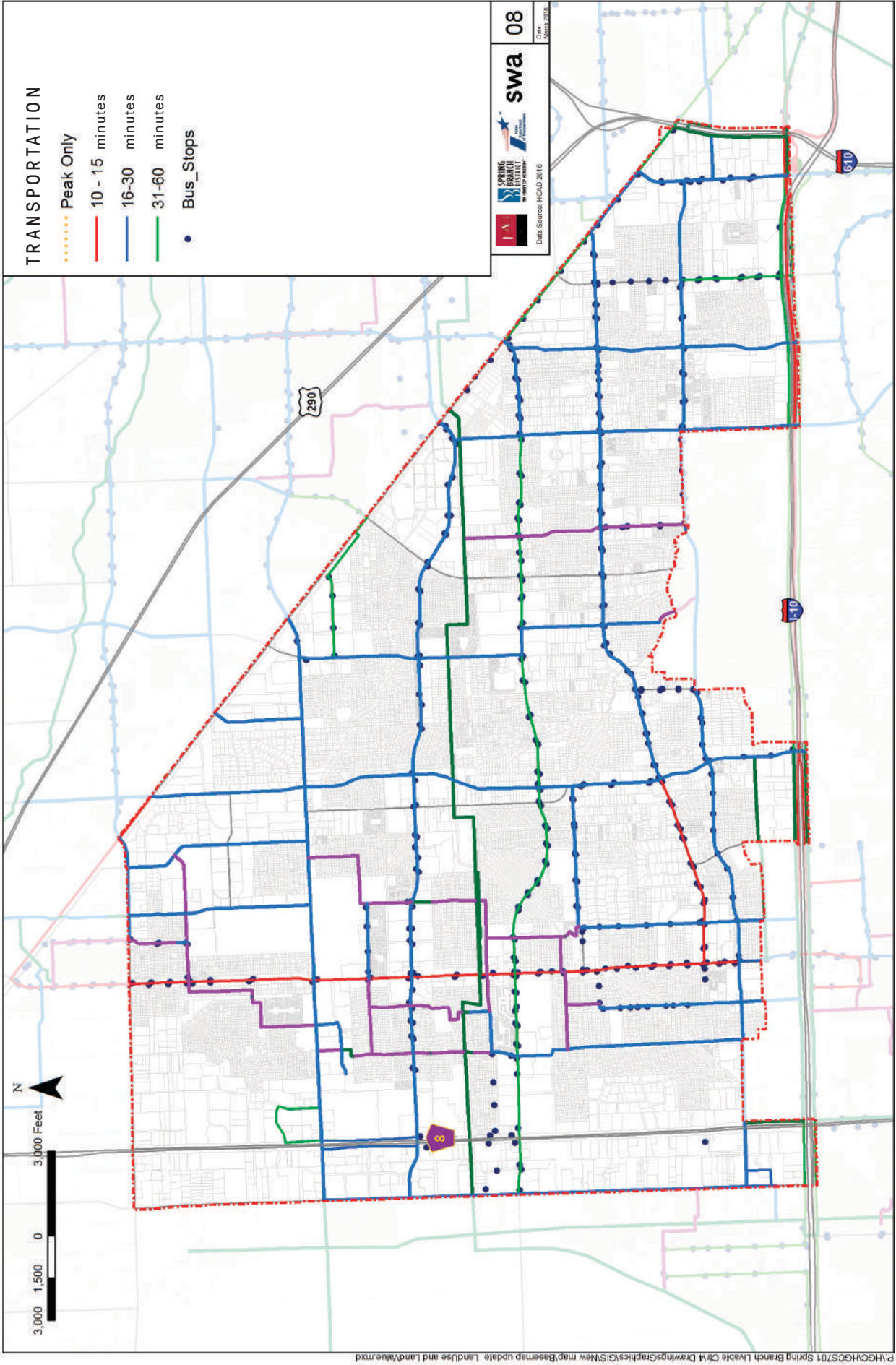


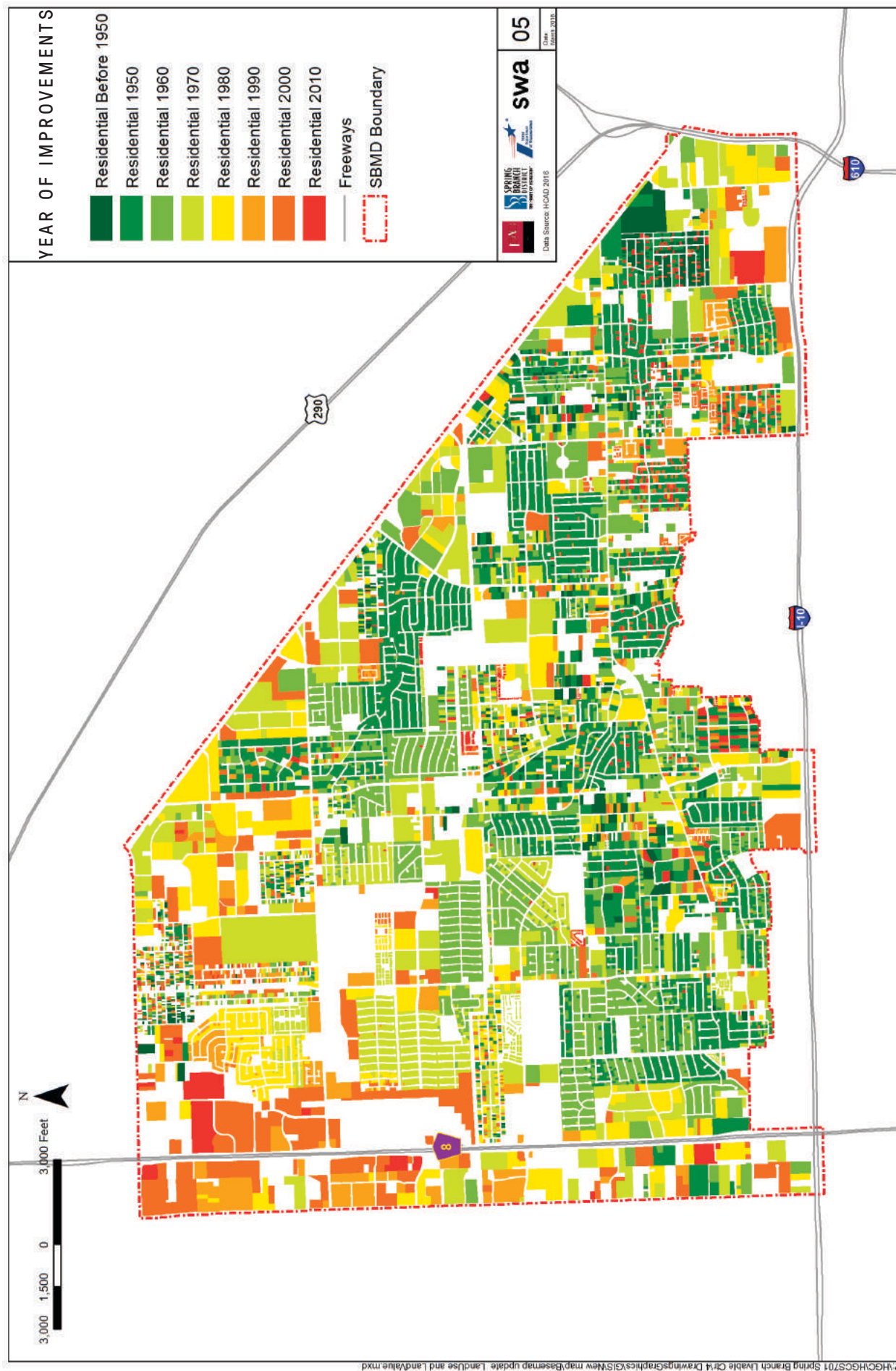














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