CITY OF BELLAIRE TEXAS

PLANNING AND ZONING COMMISSION MAY 10, 2016

Council Chamber Regular Session 5:30 PM

7008 S. RICE AVENUE BELLAIRE, TX 77401



Chairman

Mr. Winfred Frazier

Commissioner	Commissioner	Vice Chairman	
Christopher Butler	Paul Simmons	Dirk Stiggins	
Commissioner	Commissioner	Commissioner	
Bill Thorogood	Marc Steinberg	S. Lynne Skinner	

Mission Statement:

The City of Bellaire is dedicated to outstanding quality service and facilities to ensure an open, progressive, and secure community.

I. CALL TO ORDER AND ANNOUNCEMENT OF QUORUM

II. APPROVAL OF MINUTES FROM PAST MEETINGS

1. Planning and Zoning Commission - Regular Session - Apr 12, 2016 6:00 PM

III. REMINDER TO CITIZENS DESIRING TO ADDRESS THE COMMISSION

IV. GENERAL PUBLIC COMMENTS

Persons at the meeting who have indicated their desire to be heard on matters of general interest to the Commission by submitting the form provided shall have three minutes to present their comments. The Commission is not permitted to fully discuss, debate, or consider items that are not on the agenda. Questions presented to the Commission may be referred to staff.

V. CURRENT BUSINESS (ITEMS FOR DISCUSSION, CONSIDERATION, AND/OR POSSIBLE ACTION)

- 1. Proposed amendments to the Code of Ordinances, Chapter 24, Planning and Zoning, Sec. 24-535, R-MF Residential Multi-Family District, and related sections, in order to ensure that future re-developments are compatible with the existing commercial regulations, and to establish proper buffering of existing adjacent single-family developments.
- 2. Presentation of results of the Beautification Survey, as prepared by Christopher Butler, representative of Citizens for a Beautiful Bellaire.

VI. COMMITTEE REPORTS

VII. CORRESPONDENCE

VIII. REQUESTS FOR NEW BUSINESS, ANNOUNCEMENTS AND COMMENTS

- A. Staff liaison report on the status of projects previously addressed by the commission as well as projects for future meetings.
- B. The Chairman shall recognize any Commissioner who wishes to bring New Business to the attention of the Commission. Consideration of New Business shall be for the limited purpose of determining whether the matter is appropriate for inclusion of a future Agenda of the Commission or for the referral to staff for investigation.

IX. ADJOURNMENT



CITY OF BELLAIRE TEXAS

PLANNING AND ZONING COMMISSION APRIL 12, 2016

Council Chamber Regular Session 6:00 PM

7008 S. RICE AVENUE BELLAIRE, TX 77401

I. CALL TO ORDER AND ANNOUNCEMENT OF QUORUM

Chairman Frazier called the meeting to order at 6:00 PM, and announced that a quorum was present, consisting of the following members:

Attendee Name	Title	Status	Arrived
Christopher Butler	Commissioner	Present	
Winfred Frazier	Chairman	Present	
Bill Thorogood	Commissioner	Present	
Paul Simmons	Commissioner	Absent	
Marc Steinberg	Commissioner	Present	
Dirk Stiggins	Vice Chairman	Present	
S. Lynne Skinner	Commissioner	Present	
John McDonald	Director	Present	
Scott Eidman	Attorney	Present	
Ashley Parcus	Secretary	Present	
Trisha S. Pollard	Council Member	Present	

II. APPROVAL OF MINUTES FROM PAST MEETINGS

1. Planning and Zoning Commission - Regular Session and Workshop - Mar 8, 2016 6:00 PM

RESULT:APPROVED [UNANIMOUS]MOVER:Bill Thorogood, CommissionerSECONDER:Dirk Stiggins, Vice Chairman

AYES: Butler, Frazier, Thorogood, Steinberg, Stiggins, Skinner

ABSENT: Simmons

III. REMINDER TO CITIZENS DESIRING TO ADDRESS THE COMMISSION

Chairman Frazier reminded those in attendance to fill out a sign in sheet if they wished to address the Commission.

Generated: 5/5/2016 3:26 PM

IV. GENERAL PUBLIC COMMENTS

Persons at the meeting who have indicated their desire to be heard on matters of general interest to the Commission by submitting the form provided shall have three minutes to present their comments. The Commission is not permitted to fully discuss, debate, or consider items that are not on the agenda. Questions presented to the Commission may be referred to staff.

Richard Franke-Mr. Franke questioned why the draft Capital Improvement Plan was presented to the Commission in a workshop session, rather than in a regular session where it would have been broadcasted. He added that Mayor Friedberg made a presentation back in January outlining the capital improvements needed in Bellaire, which added up to about \$340-\$350 million, with inflation. Mr. Franke stated that the minutes of the workshop reflected the fact that Commissioner Thorogood asked Mr. Hofmann what the City's debt limit was and how much more could be issued. He explained that Mr. Hofmann's response was \$70 million, with a lot to go. Mr. Franke questioned why no one challenged what the remaining debt limit was. He stated that he believes the answer is \$120 million. Mr. Franke suggested that the City's Certified Annual Financial Report be distributed to all of the members of the Planning and Zoning Commission prior to their review of the Capital Improvement Plan. He also mentioned that the prioritization of projects should not be that difficult, and urged that the City focus more on the City's street infastructure and water line replacement than on the aesthetically pleasing aspects of the plan.

V. CURRENT BUSINESS (ITEMS FOR DISCUSSION, CONSIDERATION, AND/OR POSSIBLE ACTION)

1. Docket # SUP-2016-01-Consideration of a request by Veritas Christian Academy of Houston, for a Specific Use Permit, as required by Chapter 24, Planning and Zoning, Section 24-533 B. (2) a), to allow for the operation of a school, at a location previously used as a church, within a residential district. The property is located in the R-4 Zoning District.

Mr. McDonald explained to the Commission the conditions that were suggested by himself and Attorney Eidman.

Motion: a motion was made by Vice Chairman Stiggins and seconded by Commissioner Thorogood to approve the specific use permit.

Vice Chairman Stiggins asked what Ordinance 13-016 was and whether he could find it on the City's website.

Mr. McDonald explained that Ordinance 13-016 was the specific use permit that was issued to Veritas Christian Academy in 2013 for the installation of two temporary buildings, and that it was not available online.

Vice Chairman Stiggins asked how the conditions are monitored by the City.

Mr. McDonald stated that the properties must submit paperwork annually showing that they are in compliance with the conditions.

Vice Chairman Stiggins mentioned that there was a discussion at last month's meeting regarding whether or not the Commission had the ability to cap the school's enrollment as one of the conditions.

Mr. McDonald explained that technically it could be done, however, the City was simply trying to avoid that extreme.

Packet Pg. 4

Vice Chairman Stiggins asked if there would be anything that the Commission could do in the future if issues were to arise.

Mr. McDonald mentioned that the Commission could potentially amend the SUP, if there was a need to do so.

Commissioner Skinner asked if there were currently any parking problems.

Mr. McDonald stated that there are not, but that a future increase in enrollment could lead to those issues, which could be dealt with at that time.

Commissioner Thorogood mentioned the fact that one of the suggested conditions was the repeal of Ordinance 13-016, and asked if the Commission would be putting the school in a worse position that what they are currently in by taking away their right to install the temporary buildings.

Donald Grieb, Member of the school board for Veritas Christian Academy-Mr. Grieb pointed out that he was not aware of the condition to repeal the previous SUP, and agreed that this would limit the school's ability.

Commissioner Thorogood was not comfortable with repealing the previous SUP.

Commissioner Steinberg asked if it would be more beneficial to simply say that the footprint of the property cannot change without coming back before the Commission.

Mr. McDonald pointed out that this language would not keep the school from subdividing the classrooms, which would allow for a greater increase of student population.

Commissioner Butler agreed that taking away the school's right to install the temporary buildings should be reconsidered. He suggested that Commissioner Thorogood make a motion to at least discuss the option.

Chairman Frazier was concerned that the applicant was not made aware of the suggested conditions prior to the meeting.

Mr. McDonald suggested taking a short recess in order for City staff and the City Attorney to confer with the applicant.

Chairman Frazier called a 10 minute recess.

The meeting reconvened at 6:35 P.M.

City staff and the applicant reached an agreement that would not repeal the previous specific use permit, but would cap the school's enrollment at 275 students, until all of the necessary improvements are made to Mapleridge Street.

Mr. Grieb confirmed that they are aware of the conditions and are comfortable with those changes.

Vice Chairman Stiggins asked if the school would be allowed to make modifications to the site.

Mr. McDonald stated that they would be able to make modifications if they wished to

Generated: 5/5/2016 3:26 PM

Minutes Acceptance: Minutes of Apr 12, 2016 6:00 PM (Approval of Minutes from Past Meetings)

do so.

Motion: a motion was made by Commissioner Thorogood and seconded by Vice Chairman Stiggins to approve the amendment to the specific use permit.

Vote: the motion was passed on a unanimous vote of 6-0.

Vote on previous motion to approve the specific use permit: 6-0.

The specific use permit was approved with the following conditions:

1. The following traffic pattern is continued:

- a. Entry for all traffic shall only be via Ferris Street, with the Ferris Street entryway exit lane blocked at all times by a semi-permanent structure;
- b. Between 7:00 a.m. and 9:00 a.m., traffic shall only exit via Mapleridge Street with the Otto Street entryway blocked during this time by a semi-permanent structure; and
- c. After 9:00 a.m., all traffic shall exit via Otto Street or Mapleridge street
- 2. That the school's population shall not exceed 275 students until such time when all necessary improvements have been made to Mapleridge Street, allowing for the full ingress and egress of cars from Mapleridge, and entry and exit from Otto Street would no longer be permitted after 3:00 p.m.; and
- 3. That the school's teacher to student ratio of 2:16 for Preschool and 1:18 for Kindergarten and above may not be exceeded.

RESULT: APPROVED WITH CONDITIONS [UNANIMOUS]

MOVER: Bill Thorogood, Commissioner **SECONDER:** Dirk Stiggins, Vice Chairman

AYES: Butler, Frazier, Thorogood, Steinberg, Stiggins, Skinner

ABSENT: Simmons

2. Approval of the Planning and Zoning Commission's Report and Recommendation to City Council regarding the Specific Use Permit application for Veritas Christian Academy.

Mr. McDonald informed the Commission that a draft memo had been prepared by staff, and could be revised as the Commission wished. He added that the memo would be corrected to reflect the amended conditions.

Commissioner Thorogood asked that it be noted that notices were mailed out to properties within 500 feet of the property in question.

Motion: a motion was made by Commissioner Butler and seconded by Commissioner Thorogood to approve the memo as amended.

Vote: the motion carried on a unanimous vote of 6-0.

RESULT: ADOPTED AS AMENDED [UNANIMOUS]

MOVER: Christopher Butler, Commissioner SECONDER: Bill Thorogood, Commissioner

AYES: Butler, Frazier, Thorogood, Steinberg, Stiggins, Skinner

ABSENT: Simmons

3. Approval of the Planning and Zoning Commission's Report and Recommendation to City Council commenting on the consistency of the Draft Five-Year Capital Improvement Plan with the adopted Comprehensive Plan.

Mr. McDonald again explained that a draft memo was prepared and could be revised as the Commission deemed necessary.

Commissioner Butler asked Mr. Hofmann if the unspent 2016 beautification funds could be added to the FY16 column.

Mr. Hofmann stated that they would be added to the FY16 column.

Commissioner Thorogood suggested that the first item listed under the Recommendation be scratched and replaced with "Include the City's current outstanding bonded indebtedness." He also asked that an item be added stating, "Include an estimate of the City's additional bonding capacity without impairment of Bellaire's current AAA bond rating while maintaining the City's current tax rate for bond interest and principal repayments."

Motion: a motion was made by Commissioner Butler and seconded by Commissioner Steinberg to approve the memo as amended.

Vote: the motion was carried on a unanimous vote of 6-0.

RESULT: ADOPTED AS AMENDED [UNANIMOUS]

MOVER: Christopher Butler, Commissioner **SECONDER:** Marc Steinberg, Commissioner

AYES: Butler, Frazier, Thorogood, Steinberg, Stiggins, Skinner

ABSENT: Simmons

VI. COMMITTEE REPORTS

There were no committee reports.

VII. CORRESPONDENCE

There was no correspondence.

VIII. REQUESTS FOR NEW BUSINESS, ANNOUNCEMENTS AND COMMENTS

A. Staff liaison report on the status of projects previously addressed by the commission as well as projects for future meetings.

Mr. McDonald informed the Commission that Condit Elementary is still on schedule and should begin classes in the new building in August of this year. He added that once that happens, they will start demolition on the previous building and begin construction on the green space and parking lot. Mr. McDonald explained that Bellaire High School's Project Advisory Team has started meeting again, and HISD did present 4 proposals for

a new school at the last meeting. He added that these were not received well, and that HISD has already cancelled the next meeting in order to go back to the drawing board. Mr. McDonald stated that the Mandarin Chinese Language Immersion Magnet School will be relocating to the Galleria area in June, leaving its current site vacant. He informed the Commission that HISD is aware that a specific use permit will need to be obtained for that site. Mr. McDonald added that H-E-B is looking to break ground on the new store at the beginning of 2017.

Chairman Frazier asked Mr. McDonald if he had any information about the current tenants within the shopping center.

Mr. McDonald informed the Commission that the only ones he knew about were Jimmy Johns, which will be going in where Papa Murphy's Pizza was, UPS, which is moving next to Sherwin Williams, and Larry Haas, who is moving to 610. He added that Hong Kong Chef has closed and will not relocate. Mr. McDonald stated that there are a few that are still looking for a new place, and have been given until the fall to relocate.

Chairman Frazier asked if Mr. McDonald had any idea of when HISD might be coming before the Commission for their specific use permit.

Mr. McDonald explained that the school district would like to have it to the Commission sometime later this year, but he cannot say whether or not that will happen.

Vice Chairman Stiggins asked if the City had any updates on the Sandcastle Homes Planned Development.

Mr. McDonald stated that the last time staff spoke with them they were still waiting on the title issue to be resolved.

B. The Chairman shall recognize any Commissioner who wishes to bring New Business to the attention of the Commission. Consideration of New Business shall be for the limited purpose of determining whether the matter is appropriate for inclusion of a future Agenda of the Commission or for the referral to staff for investigation

Commissioner Butler mentioned that a copy of the results from the Beautification Survey were provided to each of the Commissioners. He asked that a discussion on the results be added to the Commission's next agenda in order to go into further detail. Commissioner Butler urged the Commission members to take a look at them prior to the next meeting so that he will be able to answer any specific questions that they may have.

Generated: 5/5/2016 3:26 PM

IX. ADJOURNMENT

Motion: a motion was made by Commissioner Steinberg and seconded by Commissioner Skinner to adjourn the Regular Meeting.

Vote: the motion carried on a unanimous vote of 6-0.

The meeting was adjourned at 7:22 PM.

Planning and Zoning Commission

City Council Chambers, First Floor of City Hall Bellaire, TX 77401 OF BELLAND

Meeting: 05/10/16 05:30 PM
Department: Development Services
Category: Amendment
Department Head: John McDonald
DOC ID: 1902

SCHEDULED INFORMATION ITEM (ID # 1902)

Item Title:

Proposed amendments to the Code of Ordinances, Chapter 24, Planning and Zoning, Sec. 24-535, R-MF Residential Multi-Family District, and related sections, in order to ensure that future re-developments are compatible with the existing commercial regulations, and to establish proper buffering of existing adjacent single-family developments.

Background/Summary:

Attached are proposed amendments (redline version) to the current Code of Ordinances, Chapter 24, Sec. 24-535, R-MF, Residential Multi-family District. These changes have been presented to the Commission in the past in a different form, but are now clearly shown as an amendment to the current zoning district. Adoption of this proposal would not require a rezoning or amendment to the zoning map.

These amendments are presented in an effort to ensure any redevelopment of the current and sole development in the area currently zoned R-MF would be consistent and compatible with neighboring commercial or mixed-use development as well as to offer better protection and buffering from adjacent single-family homes.

Recommendation:

No consideration of the proposal at this time. The Director recommends calling a public hearing on the proposal for the June meeting.

ATTACHMENTS:

Sec. 24-535 RMF Amended May 2016 (PDF)

Sec. 24-535. - R-MF Residential Multi-Family District.

- A. Purpose. The R-MF Residential Multi-Family District is a high density residential area characterized by the zoning requirements set forth in this Section.
- B. Uses:
 - (1) Permitted uses:
 - a) Multi-family dwellings with access from the interior of the building;
 - b) Public parks;
 - c) Utilities:
 - 1) Local utility distribution lines;
 - 2) Telephone lines and related cross connecting points;
 - 3) Accessory uses, subject to the requirements of Section 24-510; and
 - 4) Home occupations, subject to the requirements of Section 24-517.
 - d) Facilities owned and maintained by the City.
 - (2) Specific uses.
 - a) Schools; and
 - b) Churches.
- F. Standard regulations:
 - (1) Residential structures:
 - a) Size and area:
 - Minimum site area per dwelling unit: 1,200 square feetMinimum lot area: 43,560 sf (1 acre);
 - 2) Minimum lot width: 60-150 feet;
 - Minimum lot depth: 420-100 feet;
 - 4) Maximum building height: <u>53 feet, including drive under parking, 3 steries</u>, except that cooling towers, roof gables, chimneys, radio and television antennas and vent stacks may extend for an additional height, the total not to exceed <u>ferty-sixty-three</u> (4063) feet above the average level of the base of the foundation of the building. <u>Radio communications antennas for non-commercial service may not exceed sixty</u> (60) feet above the average level of the base of the foundation of the building;
 - 5) Minimum floor area per dwelling unit: 900 square feet;
 - 6) Minimum required yards:
 - a. Front yard: Twenty-five Ten (2510) feet;
 - b. Side yard: Six (6) feet, provided that on a corner lot, both street exposures shall be treated as front yards on all lots platted after the date of enactment of this chapter, except that where one street exposure is designated as a side yard by a building line shown on a plat approved by the Planning and Zoning Commission, containing a side yard of ten (10) feet or more, the building line provisions on the plat shall be observed. On lots which were official corner lots of record prior to the date of enactment of this chapter, the minimum side yard adjacent to the side street shall be ten (10) feet; No side yard is specified except that when a side yard abuts a lot which is in residential use, the minimum side yard shall be ten

(10) feet, and on a corner lot, both street exposures shall be treated as front yards.

For any accessory structure, there shall be a side yard of not less than three (3) feet from any interior side lot line when such accessory structure is located in the rear of the lot (which is to the rear of a line connecting the midpoints of the two opposite side to lines). When any part of an accessory structure is located in front of the line connecting the two midpoints of the two opposite side lot lines, then the same side yard as specified for the main building is required;

c. Architectural features: the outermost point of architectural features (roof eaves, fireplaces and/or chimneys or bay windows, excluding fireplaces which are attached to the ground) projecting from the side building line shall be a minimum of three-seven (37) feet from the side property line when a side yard is required..

No other projection from the side building line shall be permitted.

- d. Rear yard: fifteen (15) feet
 - I. For the main residential structure, ten (10) feet from the rear property line;
 - 2. For any accessory structure, five (5) feet from the rear property line;
 - 3. In computing rear yard, all measurements shall be made from the rear property line as shown on the plat properly filed for record in the office of the County Clerk of Harris County, Texas.
- 7) Maximum lot coverage: 75 percent of lot area.
- b) Height-Setback plane for side and rear yards: Where a property is a at a boundary of the CMF district and a residential property in a R-1, R-3, R-4, or R-5 district either abuts or is directly across an alley from the subject property in the CMF district, any portion of the principal building(s) that exceeds 27 feet in height, shall be set back an additional amount, computed as two (2) feet from the rear set back line for each one (1) foot of additional building height above 27 feet. This ratio establishes a height-setback plane as illustrated in Figure 24-536.A.
 - 1) Additionally, in situations as described above, the screening and buffering required between certain uses in Section 24-513.D. shall be supplemented by planting a row of trees along the side or rear property line toward the abutting residential property or alley. This shall involve trees of forty-five (45)-gallon size spaced a maximum of ten (10) feet on center along the property line. The supplemental tree planting shall not count toward any other minimum site landscaping requirements in this Chapter.
 - 2) Planting of trees within any utility easements along the property line shall meet any applicable City standards to protect underground and overhead utilities, and any utility company policies with regard to allowable screening methods and the location and height of screening. Where compliance with the supplemental tree planting requirement is not possible due to utility conflicts, the administrative official shall work with the applicant during the site plan review process to seek an alternate solution which is not in conflict with the purposes of this subsection.
 - 3) On properties subject to the height-setback plane, no accessory structure shall be located within the rear yard area toward the abutting residential property or alley. Any accessory structure on the subject property shall comply with the height-setback requirements as applied to the principal structure(s), in addition to the requirements of Section 24-510.
- c) Maximum density: Thirty-three (33) units per acre.

Formatted: Indent: Left: 0.5", Hangin

Formatted: Indent: Left: 0", First line

d) Site plan review required: All development applications in this district require site plan reviewand approval to ensure comformance with the substanve standards for this district and other applicable provisions of the City Code. Formatted: Indent: Left: 0.5", Hangin 0.19"

Formatted: Indent: Left: 1", Hanging:

1) Required approvals

- a. Administrative approval. The City's administrative official is authorized to approve siteplans for all develop applications, provided that the site plan complies with the standards for this district and other applicable provisions of the City Code, or will comply if conditions specified by the official are met. The administrative official, at his sole discretion, may also refer any such site plan to the Planning and Zoning Commission for review and decision.
- b. Required referral to Commission. The administrative official is not authorized to disapprove a site plan. The official shall refer a site plan to the Planning and Zoning Commission for review and decision if the official finds reasons for potential disapproval, including when a site plan does not strictly conform to all standards for this district or other applicable provisions of the City Code. If the official does not approve the site plan, he shall place the site plan on the agenda of the Commission so that it may be considered for approval, approval with conditions, or disapproval.
- c. Applicant request for Commission review. The administrative official shall refer a site plan to the Planning and Zoning Commission for review and decision if the applicant disagrees with a condition of approval specified by the official, or otherwise requests Commission involvement in the site plan review.
- 2) Application requirements. Applicants shall satisfy all application and submittal requirements for the site plan review itemized in Section 24-524.
 - a. Waiver authority. The administrative official is authorized to waive elements of the siteplan submittal requirements in Section 24-524 if he finds that the specified information relates to a site development standard that does not apply to a proposed project.
- a) Reserved.
- b) Reserved.

Formatted: Indent: Left: 0.6", Hangin

Formatted: Indent: Left: 1", Hanging:

Planning and Zoning Commission

City Council Chambers, First Floor of City Hall Bellaire, TX 77401



Meeting: 05/10/16 05:30 PM
Department: Development Services
Category: Discussion
Department Head: John McDonald
DOC ID: 1905

SCHEDULED INFORMATION ITEM (ID # 1905)

Item Title:

Presentation of results of the Beautification Survey, as prepared by Christopher Butler, representative of Citizens for a Beautiful Bellaire.

Background/Summary:

Mr. Butler, in his role as a member of the local organization, Citizens for a Beautiful Bellaire, will present the results of the beautification survey conducted online by the group earlier this year.

Recommendation:

No action required.

ATTACHMENTS:

•	Beautification_Survey_Page_01	(PDF)
•	Beautification_Survey_Page_02	(PDF)
•	Beautification_Survey_Page_03	(PDF)

Updated: 5/6/2016 3:34 PM by John McDonald

Survey Description, Format, and Response Rate

- Submissions were open from Oct. 2015 to Jan. 2016.
- Survey responses were accepted both online and in a paper format. http://www.beautifulbellaire.com was the website. Written forms were distributed and collected at the Bellaire Library and Bellaire City Hall.
- Answers were kept anonymous, with each member of a household allowed to submit individual opinions
- No residency restrictions were enforced, but over 99% of respondents self-reported as living in Bellaire.
- The survey included multiple choice demographic questions, but used an open ended format primarily.
- A total of 1,021 surveys were completed, with the vast majority returned using the online method.
- Answers were generally thoughtful, and showed strong familiarity with Bellaire and the issues being explored by CBB's beautification effort.
- 🥯 In total, respondents wrote 183,000 words, and spent approximately 484 combined hours filling out the online version of the beautification survey.
- participants were overwhelmingly supportive of beautification in Bellaire. However, this analysis also aimed to fully consider the views of those opposed to the prioritization of beautification or certain elements

- The survey's primary author and analyst was Christopher Butler (CBB, Bellaire P&Z, urban planner).
- Representation CBB members were heavily involved in question selection, promoting survey participation, and bias reduction (by assisting with text analysis rules).
- The City of Bellaire advertised the survey through various online and facility channels, but did not fund the process or exercise any influence over analysis.
- Given Bellaire's population, the 1,021 responses would be mathematically sufficient to grant a strong confidence level and low margin of error. However, the survey used a self selecting and anonymous group, so the representativeness of its sample population cannot be assessed. This analysis will make no claims about statistical fit or prediction, nor is it even necessary given the project's phase 1 goals.
- Empirical evidence suggests that this survey reached a similar sample population in Bellaire as the US Census. Equivalent demographics questions returned strikingly similar results on both. However, this still falls short of the statistical proof needed to state confidence level or margin of error figures.

Project Purpose, Understanding this Analysis

- The survey and analysis goals shifted to follow evolved mandates of CBB (something the open ended format accommodated). In this phase, the survey and analysis are intended to:
 - 📚 seek public input to determine community desires regarding beautification
 - e help writing consultant and contractor project scopes (if sentiment proves supportive)
 - solicit actionable public opinion for future studies and projects addressing beautification
- The survey's dataset is a rich source of public input that can be utilized in future phases of this beautification effort, and other city projects that need an understanding of citizen views of civic image.
- This survey is very different from opinion polls seeking to simulate an up or down vote on any one issue. Instead, it is more like a 1,000 person town hall session session meant to brainstorm the issues.
- Some overwhelming consensus came forward, but this phase is more about deciding which questions need asking, not coming back with firm answers.
- The opinions expressed in this analysis are of the survey respondents, not of CBB's members (though many of them took and promoted the survey).
- The annotative text added to this analysis is meant to explain how to read the results, and highlight some key points made by participants. It is not an exhaustive discussion, with many important notions not mentioned to save space and focus on the big picture. The annotation also stops short of recommending actions (a necessary step to extend this phase into a full Beautification Master Plan).

rengths of Bellaire's Current ance parks active streets relatively clean

private landscaping especial public safety p

theme elements \$111 gle facilities its own place \$111 gle facilities houses for billion delivery by the bound of the bound public landscaping good maintenance

street repair/replacement varied architectur

- a In a SWOT Analysis, "Strengths" are positives that currently exist. Also, strengths are internal, meaning the City or Bellaire's land owners control them.
- The top 60% of identified appearance strengths involve ome and neighborhood focused (trees, landscaping, homes, facilities, and parks).
- Landscaping/trees lead answers, but maintenance involves many responsible parties. Keeping these as strengths will require different strategies for trees in greenery, and retail landscaping.
- Zoning/development regs. were unusually prominent for such a technical topic, indicating the unique strength it gives Bellaire in a mostly unzoned Houston region.
- Mouses and a focus on homes naturally scored very well, but other related topics were also strong. These included active neighborhoods & lively streets.

- A SWOT's "Weaknesses" hurt the community today. These are internal, under authority of local government or Bellaire owners.
- Some weaknesses identified by participants can be improved by beautification work, such as better landscaping and street upkeep/planning. However, over half of answers were issues requiring work through zoning, economic development, regional cooperation, and private owners.
- Commercial land was a big issue with the Triangle and Downtown drawing the most ire. Lacking economic development lenient standards were cited.
- Even houses were a source of concern for some. Yard/structure maintenance, "trendy" new home architecture, and over covered lots were common annoyances
- Sidewalk gaps proved unpopular in neighborhoods, while the design of retail streets drew major disappointment. Maintenance failures were mentioned as well

shabby/junky/messy behind other cities few plants/flowers barren no/broken curbs behind other cities few plants/flowers 610 traffic/design dilapidated homes lacking seasonal city facilities too few/removed trees wrong retail type themeless 1 themeless bad street repair run down feeling



pedestrian threatening overgrown/weeds no city gateways, looks unattractive lots of old buildings no sidewalks looks unplanned inadequate drainage no sidewalks looks unplanned median design wrong econ. dev. focus speeding/cut-throug

trash/litter bus. below home standard ing low-end commercial feel bad lighting

Opportunities to Improve recognizable gateways connected facilities more restaurants consistent building style recognizable gateways improved drainage tiered wayfinding designed for bikes establish Tri/DT vision park/ROW maintenance tiered wayfinding e's Appearance plan Tri/DT retail think past city limits high development standards parking lot esplanades litter free

business traighter poles theme more greens pace theme more greens paced tree preservation business traighter poles theme more greens paced tree preservation business act city-wide lussh/connected power lines act city-wide lussh/connected parks paced power lines lussh/connected parks pread pocket parks pedestrian inviting finish Evelyn's Park before street lighting to the spread packet parks paced or the preservation business act city-wide lussh/connected parks pread pocket parks pedestrian inviting

finish Evelyn's Park better street lighting house skiller Smaintain quality streets more esplanades/trails replace low-end retail neighborhood esplanades

fix Tri/DT circulation uppgrade Tri/DT architecture pedestrian friendly Tri/DT regular park updates yard care standard seasonal color/decoration Bellaire targeted retail

"Opportunities" are positives that don't yet exist (or have not been fully realized), and can include external strengths that could be captured for internal benefit.

"Opportunities" highlight many potential appearance benefits that can be brought to Bellaire, but many require work not typically associated with beautification.

When brainstorming ways to help Bellaire's image, survey respondents veered into territory many existing City boards and organizations already address. This is a chance for comprehensive beautification, benefiting from many specialties and interests.

The top opportunity category

focuses on turning Bellaire into an Esplanade City. This would add traditional esplanades to major streets. It would establish esplanade design concepts that can be added to green space in parks, neighborhoods, trails, and parking lots to tie them into the system. It could even focus on Downtown rights of way to create an urban forest from the Triangle to a rebuilt Bellaire Town Square.

Any project inspired by an opportunity must be protected from the issues raised in this section of the SWOT analysis.

The top future problems raised by participants were budget and time. For most, the worry was about a lack of funds or reallocation due to budget emergencies. In fairness, another group worried that money spent on beautification is wasteful. The survey results should not be read as a "vote," but the majority of respondents favor beautification. For them the threat of budget is about too little money being spent.

The Triangle/Downtown area continued to receive significant attention. In this case, stakeholders worried a lack of action will lead to future blight Another concern was that failure to plan would yield "so so" redevelopment that misses a chance for signature projects.

Challenges to Improving Bellaire's Appearance

blighted Tri/DT land losing Bellaire's culture ety staff: adjoining Houston land no/wrong theme blend

misunderstood vision commercial blight regional traffic growth no political will uninterested owners

Delayed action was itself mentioned. Some worried that citizens will become blind to gradually worsening conditions, and settle for unattractive infrastructure and businesses. Lost momentum from endless planning (but not doing) was another worry. Conversely, acting without a consensus plan/vision concerned other respondents

3% street decline & growing traffic

5% beautification

3% worsening com

A reduction of interest after gentrification, housing price rise, and lost identity was raised as possibly dampening future grassroots action.

A possible lack of regional cooperation worried many. Specific decline into blight on adjacent Houston land, or uncoopera METRO and TxDOT (regarding 610 and the bus transfer cen

Opinions were mixed if the bigger threat was asking too little or much from developers. The majority favored higher standar (though this survey does not claim a representative sample). But sides agreed owners with no redevelop

Packet Pg. 14

category citizens suggested. This inter-disciplinate

igh standards set by Bellaire homes. Sentiment suggested a few atalyst projects could begin a district-wide reinvigoration for Downtown and the Triangle, reinforcing investment in Town Square.

Survey respondents recognized that opportunities to fix many weaknesses will need strong cooperation between Bellaire and Houston, METRO, TxDOT, West U/Southside Place, and Uptown.

The survey revealed support for several beautification related projects to resume or be undertaken for the first time: aesthetic and vision Triangle/Downtown master planning, street character (thoroughfare planning), and wayfinding/entryway planning.

"Challenges" are potential blocks to improvement opportunities in that section of a SWOT analysis. They are future issues (either weaknesses that get worse, or new problems "moving in").

small town feel

Market, Product, & Bellaire Pretty

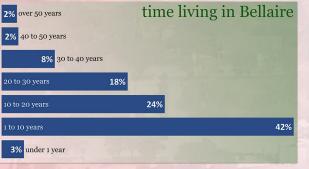


Reconomic principles like "market" and "product" help city leaders prioritize, then justify, the cost/phasing of services provided to citizens.

- Representation of the second s street closures at the freeway on the grounds of crime prevention (public safety is a major reason people live in Bellaire). However, this would also reduce highway access for residents (another top survey answer). Prioritizing Bellaire's products (low crime vs. highway access in this case) will add greater perspective to many such debates.
- Dunderstanding Bellaire's community product lets current and perspective residents validate the high time/financial investments of citizenship here When product (community amenities/assets) have natural fit to market (resident desires), pride of ownership and civic participation both increase.
- Location was discussed in 30% of answers to this survey question (above right). However, location is more than just Bellaire's placement on a map (right). 37% said good highway access/quick commute defined location, prizing time as well as short travel. 36% favored Bellaire's central/convenient placement. 27% like Bellaire because it is located in Houston, but has an independent government, more appealing character, and responsive public safety officers.

independent government	8%		answer categories	
parks & recreation	10%			à
public safety	10%			
homes & neighborhoods	10%			
great schools		14%		
Bellaire's people & culture			19%	
location			30%	
oasis from Hous (negative push out of Houston)		7/8/	location factors note: percentages represent a breakdown of the different meanings of 'location' on	





- Bellaire retains a notable group of residents who grew up in the community (12% report living here 30 years or more). The city's continuing transition from its working class beginnings are evident in many survey questions though, such as 45% who have called the city home for under 10 years (shown above).
- of new residents. Location makes a good first impression, but assets unique to Bellaire (recreation, family feel, small town atmosphere, safety, etc.) can keep citizens invested and engaged. Bellaire appears to lack its own internal "anchors" when important destinations are listed. Unique/upscale versions of



Why Market & Product Matter to Beautification

civic events city run services quick commute

who work in Bellaire 14% central location Bellaire FD mature trees

participation in govt. highway access responsive leaders critical mass of nice homes

- Beauty is in the eye of the beholder, a concept of critical importance for public initiatives that must win taxpayer support. Projects aimed at beautifying a city cannot rely on aesthetics alone without risking subjective dislike.
- One solution to the subjectivity problem is tying a project's beauty to an established cultural/heritage value. That creates attachment beyond simple aesthetics. The Alamo and Eiffel Tower are examples of iconic landmarks that are considered attractive within their respective communities due to history and culture, not pure aesthetics.
- Many communities tie aesthetics to a physical product, such as the Tyler Rose or Fort Worth Longhorn. Others link to State symbols, with the star used for many Texas cities. Without a well known industrial history, Bellaire faces a challenge in identifying relatable imagery that can be incorporated throughout its beautification effort.
- The current city seal evokes many themes and symbols identified by stakeholders in this survey. Home, family, trees, and skies were common respondent answers, while background elements of business and church were less popular with current participants. The seal's colors (green and blue) also enjoyed wide support in this survey.

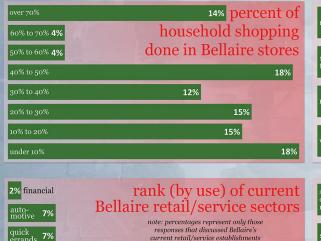
The Importance of Defining Bellaire Pretty

- Three recent aesthetics improving projects, both government & grassroots initiated, have suffered opposition or indifference when presented to City Council and the public. A tie in with a community accepted "Bellaire Pretty" theme may have avoided these obstacles. Instead, a great deal of citizen creativity and energy was lost.
- A community embraced Bellaire Pretty must be defined. Branding, beautification, design standards in zoning, street infrastructure theming, and facilities/park design are all under consideration (or in progress). Each of these efforts could avoid subjectivity/eye of the beholder problems by using an aesthetic infused with Bellaire's DNA.

restaurants as much as possible financial process, gifts need more stores in Bellaire.

Bellaire's government derives most funding from residential property taxes, while citizens have access to world-class shopping in Uptown. However, some miss-targeted retail in Bellaire has negative impacts on civic image, traffic volume, home values, and public safety. average percent of shopping in Bellaire
percent doing "some" shopping in Bellaire
percent doing over 25% in Bellaire
percent doing over 25% in Bellaire
some could shorten drives for household shopping, boost nome desirability, and slightly reduce house tax reliance.

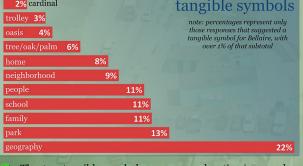
- existing retail, with replacement of stores not targeted to Bellaire residents. An intensification of retail in Downtown and the Triangle appears to be supported, but no interest was expressed for expanded acreage elsewhere, especially at the expense of residential land.
- The survey found strong interest for high-end grocery stores, niche/locally owned retail, dining, family oriented entertainment, and hospitality. Banks and gas stations were discussed as sufficiently available already.





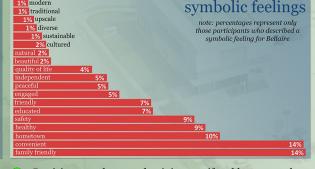
park

- another be inhered to community related by anguested in survey answers. Green was associated with rees/nature, blue with the sky and "beautiful air" Bellaire's meaning). Red was tied to the cardinal, while gold was associated with elegance and public safety.
- The trolley, cardinal, and trees were proposed as tangible symbols, but abstract concepts like great location and family/small town feel were frequent answers too. The survey also yielded several emotional feelings Bellaire's symbols need to evoke, with "family friendly," convenient," and "hometown" leading that category. Participants mentioned incorporating Bellaire symbols into streetscape, wayfinding, landmarks, and facilities. Therefore, logo design needs medium/detail flexibility.

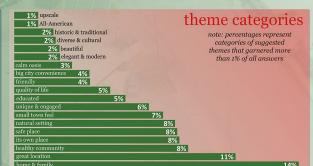


The top tangible symbol answer was location/geography. That would be difficult (though possible) to represent with logo imagery. Likewise, "people" and "family" can be drawn, but must remain generic to represent a diverse community.





Participants volunteered opinions on if and how a new logo should be designed. Logo work was supported, but opinion differed between replacement or updating the existing logo. Use consistency was encouraged by many participants.

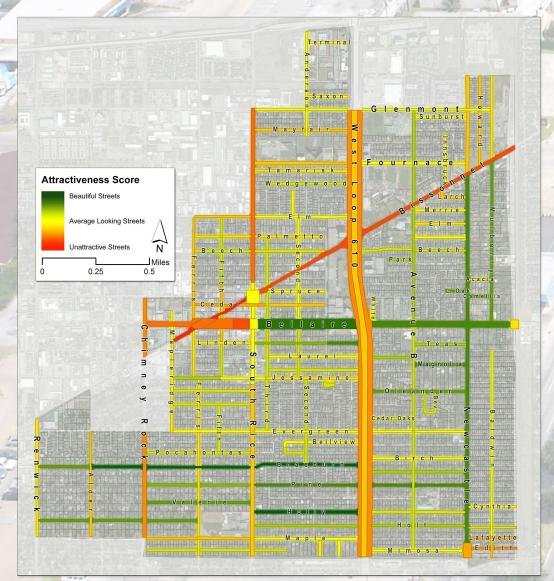


family quality of life CatlO1 quality of life | OcatlO1 | ocatlo | great schools safe beautiful bing comming green friendly feel place of traditional clean state of trad best describe Bellaire?"

The phrase "City of Homes" has become the *de facto* slogan of Bellaire for more than a decade, though it lacks any official status. The phrase itself was given as a theme suggestion by a surprisingly small number of survey participants (7%). Yet, related concepts "home," "family," and "community" were mentioned in most returned surveys, even or leading "safety" and "location."

Location is potentially easier to communicate through slogan, written theme, or nickname (compared to logo). "Great location" was a leading answer on its o (11%). Location becomes even more prominent who the answers "safe enclave," "independent city," and "small town" are considered as within the Packet Pg. 15





"What is beautiful about your favorite."

favorite. park-like walkable full sidewalk on-street trail nearby parks big lots showcases community. The trees of the peaceful deep setback other pedestrians bikeable comfortable feel tree lined full canobikeable comfortable feel tree lined full canobikeable for comfortable feel tree lined full canobikeable for comfortable feel tree lined full canobikeable for comfortable feel trees beautiful homes wide sidewalk good condition. In natural setting beautiful homes oak trees esplanade captains flowers/shrubs planted median maintained homes oak trees esplanade.

**Tesidential street in Bellaire?"

showcases community other pedestrians beautiful homes oak trees street tree lined flowers/shrubs peaceful full canopy big house minute deep what deep what deep what all storic homes wide pavenent maintained lawn joggable maintained homes comfortable feel street outside of Bellaire?"

showcases community on-street trailpark-like beautiful homes beautiful homes beautiful homes on tree street trees lined flowers strong lighting cultive feels safe peaceful full canopy big house minute deep what lake leegant by low good condition natural setting historic homes wide pavenent maintained lawn joggable walkable comfortable feel residential street furniture pedestrian lights joggable walkable comfortable feel residential street outside of Bellaire?"

mature trees...commercial Bellaire street?

walkable planted median wayfinding theming/branding on-street trail street trees bikeable tree lined street furniture trees wide pavenent wi

tasteful window shopping strong lighting tree lined enhanced pavement unique fixtures other pedestrians street?

I owers shopping diversity pedestrian lights

Shopping diversity pedestrian lights

I and marks/wayfinding them in good condition wide pavement like landmarks/wayfinding them in good condition seasonal color in wide pavement like landmarks/wayfinding them in good condition seasonal color in wide pavement like landmarks/wayfinding them in good condition seasonal color in wide pavement like landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in wide pavement landmarks/wayfinding them in good condition seasonal color in the good condition seasonal color in good condition seasonal color in good condition seasonal color in good con

"Why isn't your least favorite...

themeless railroad tracks walking hostile no curb appeal no one else around curbless street parking exposed to elements

Odor loudbad adjacency characterless street parking exposed to elements

bad lighting nearby schools albiddings apartments overcrowded cheapfoor-quality road unoriginal nearby schools albiddings overcrowded cheapfoor-quality road unoriginal nearby schools albiddings overcrowded cheapfoor-posested traffic bad drainage dilapidated homely comercial bad fences and pavement lacks sidewalks spoiled view ugly equipment lacks sidewalks spoiled view ugly equipment big houses when thousand the side unsafe housen like barren ugly business overgrown/weeds overhead lines unattractive home speeding overhead lines unattractive home old/dated bellaire residential street beautiful?"

residential street beautiful?"

Lacks sidewalks overgrown/weeds variets overgrown/weeds variets of traffic looks unplanned orphan island orphad adjacency Houston like no trees is litter/trash business signs feels low-end walking hostile

COMPLANDIO DI Attachment: I

This poster is incomplete, but contains some useful information. It will be completed with annotations an charts as soon as possible packet Pg. 16