

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

Christopher Butler

Commissioner

Paul Simmons

Vice Chairman

Dirk Stiggins

Commissioner

Bill Thorogood

Commissioner

Marc Steinberg

Commissioner

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, Commissioner
SECONDER:	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.

IV. GENERAL PUBLIC COMMENTS

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

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 infrastructure 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.

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

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.

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



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:
 - 1) ~~Minimum site area per dwelling unit: 1,200 square feet~~ Minimum lot area: 43,560 sf (1 acre);
 - 2) Minimum lot width: ~~60-150~~ feet;
 - 3) Minimum lot depth: ~~420-100~~ feet;
 - 4) Maximum building height: 53 feet, including drive under parking, 3 stories, 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 ~~forty-sixty-three (4063)~~ feet above the average level of the base of the foundation of the building. ~~Radio communications antennas for non-commercial service may not exceed sixty (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 lot 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

1. 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 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.

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d) Site plan review required: All development applications in this district require site plan review and approval to ensure conformance with the substantive standards for this district and other applicable provisions of the City Code.

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1) Required approvals

a. Administrative approval. The City's administrative official is authorized to approve site plans 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.

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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.

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a. Waiver authority. The administrative official is authorized to waive elements of the site plan 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.

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~~a) Reserved.~~

~~b) Reserved.~~

**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:

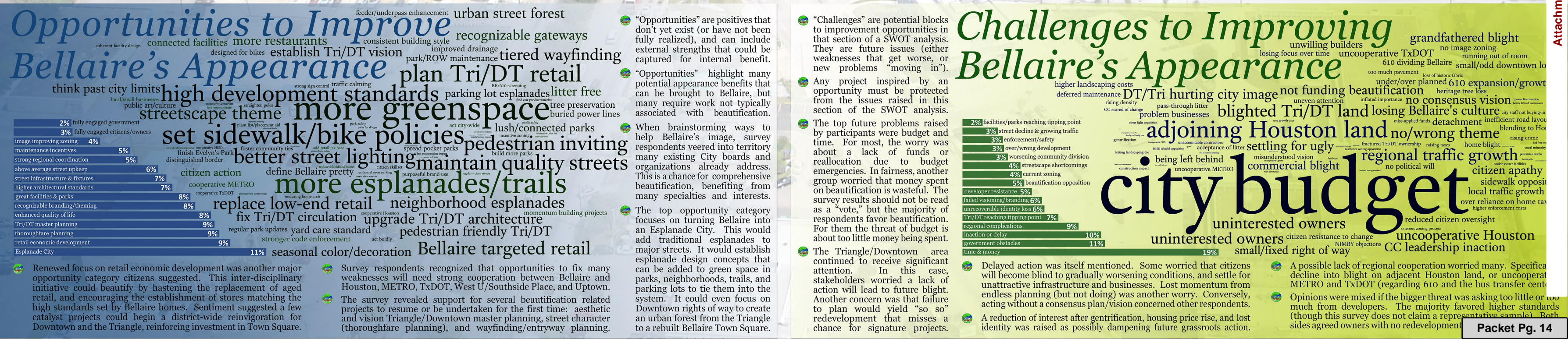
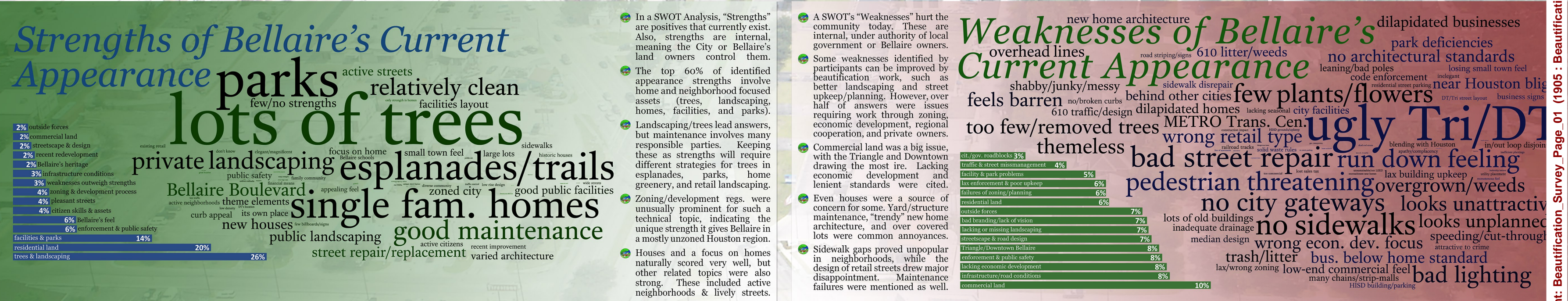
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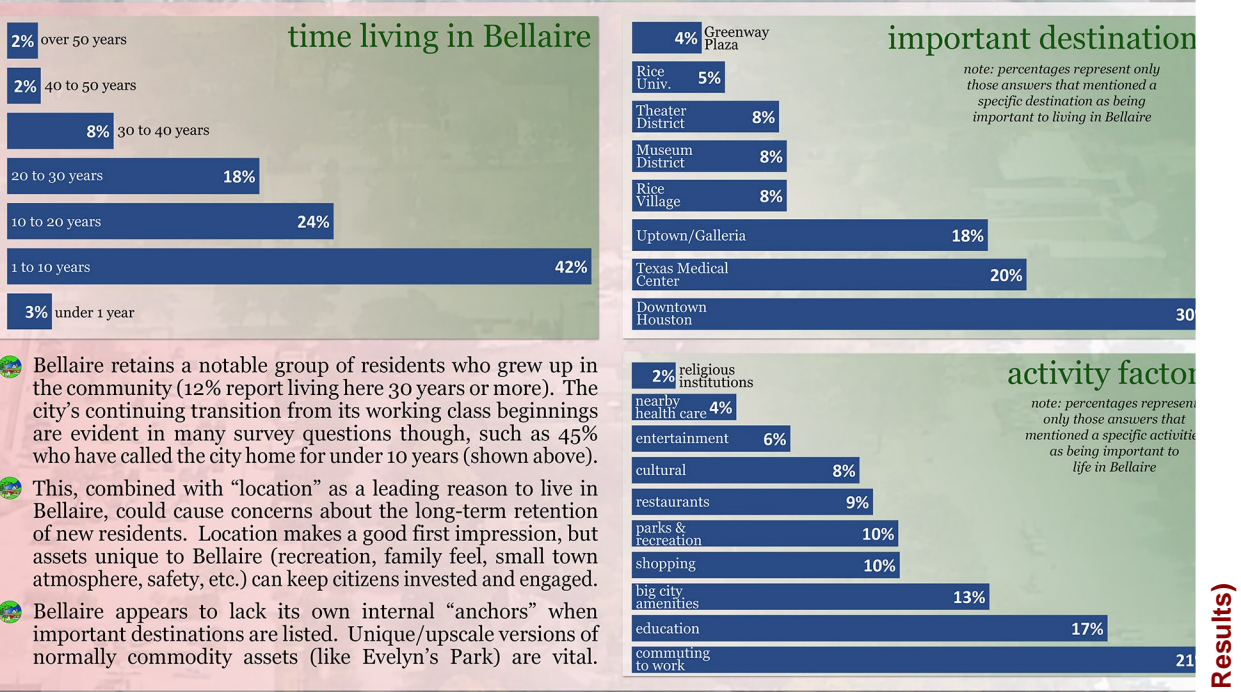
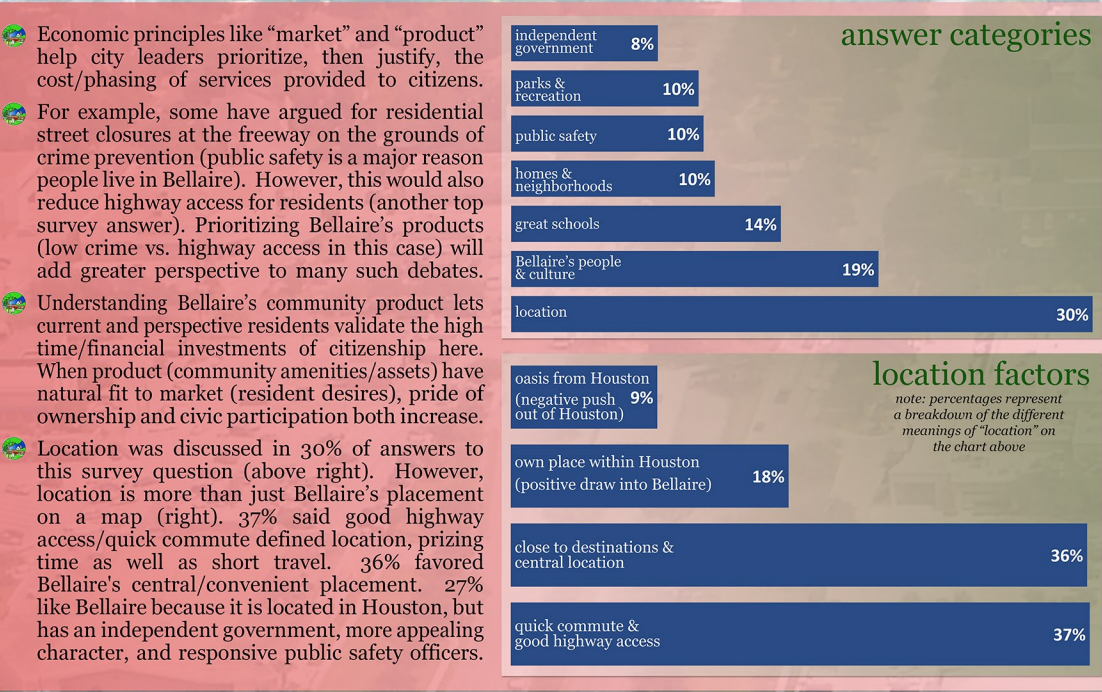
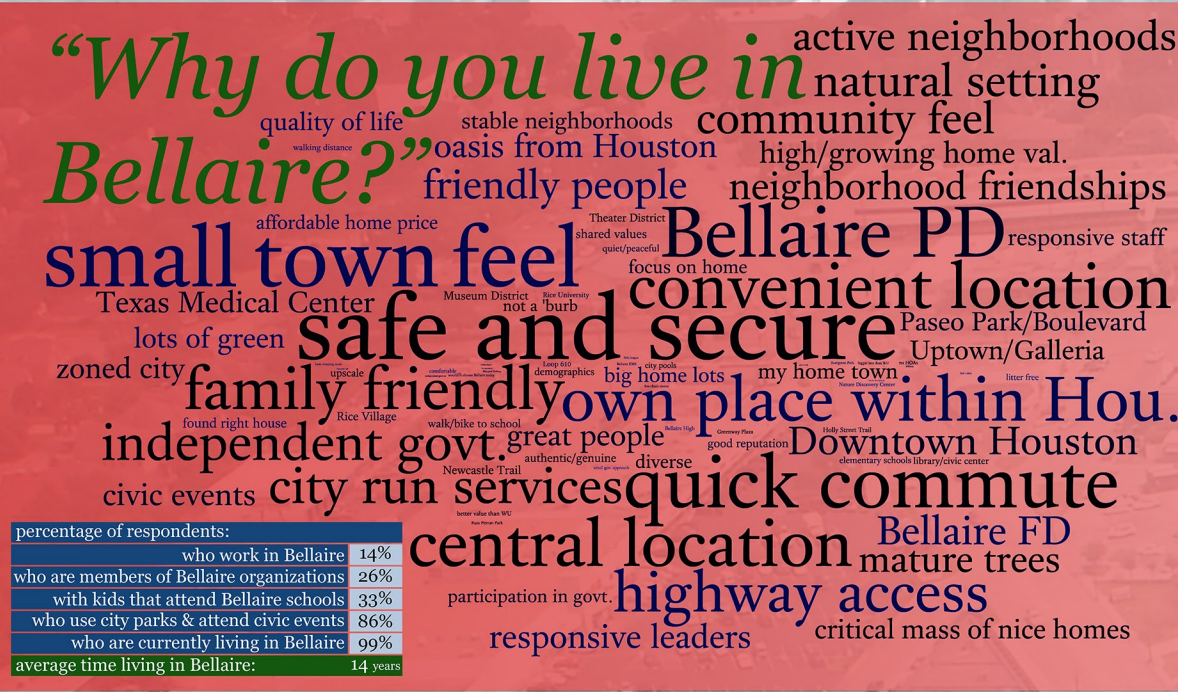
Survey Description, Format, and Response Rate

- 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).
- 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
 - 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).



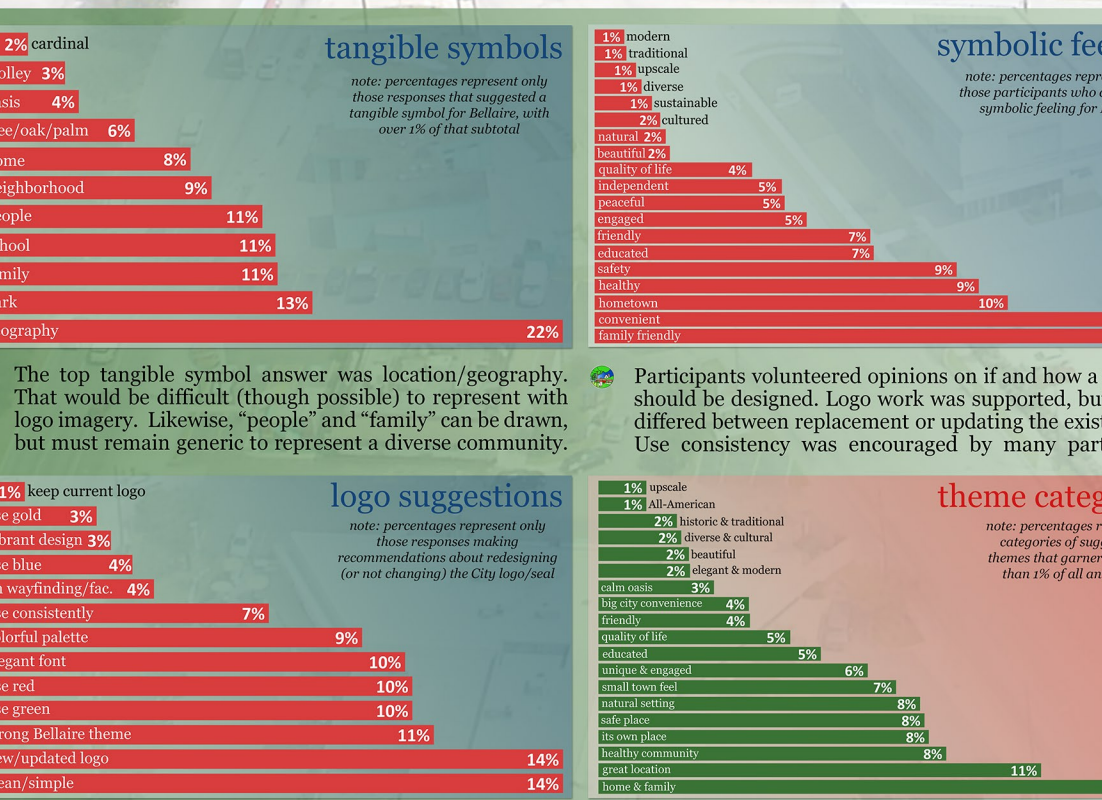


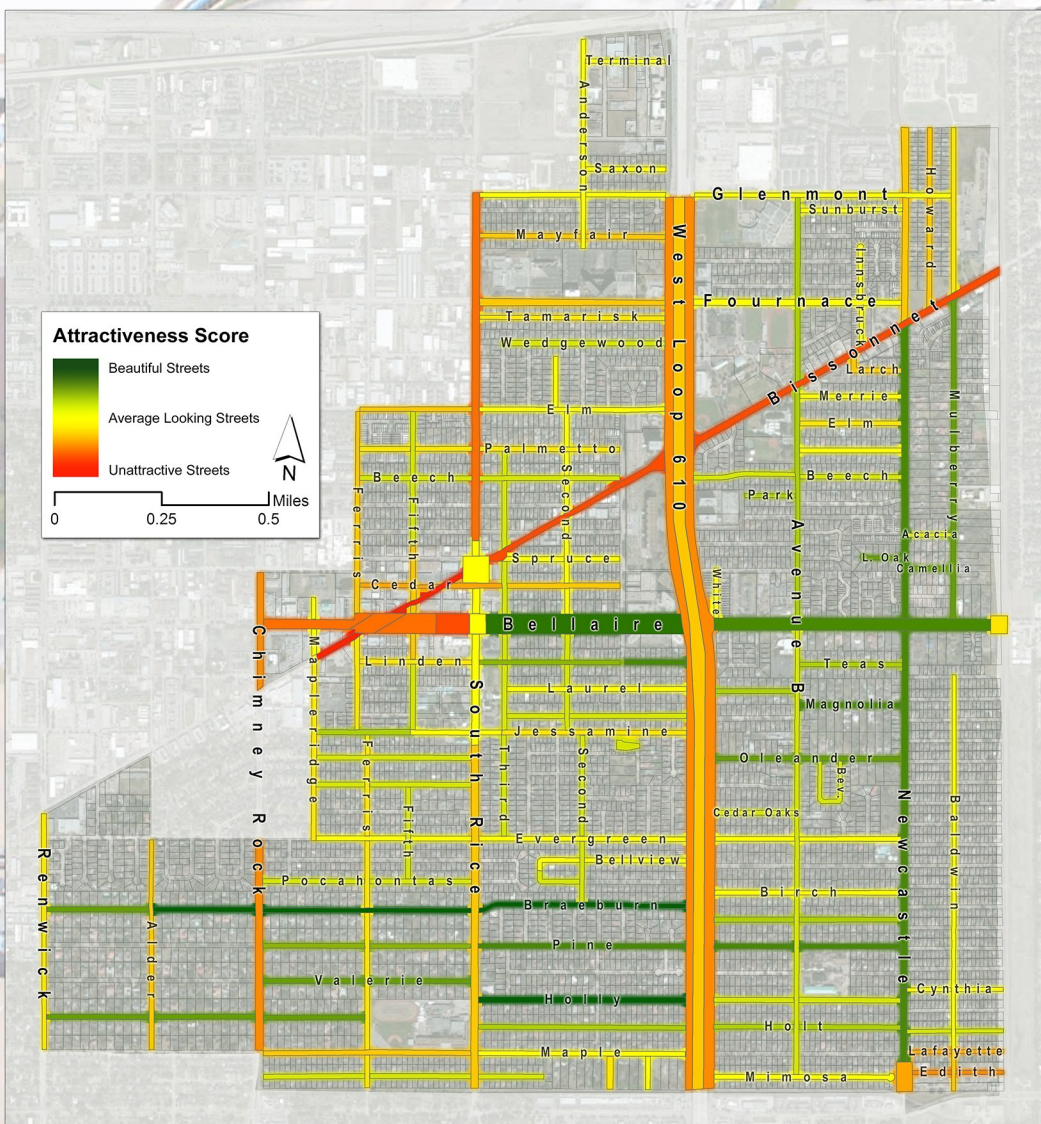
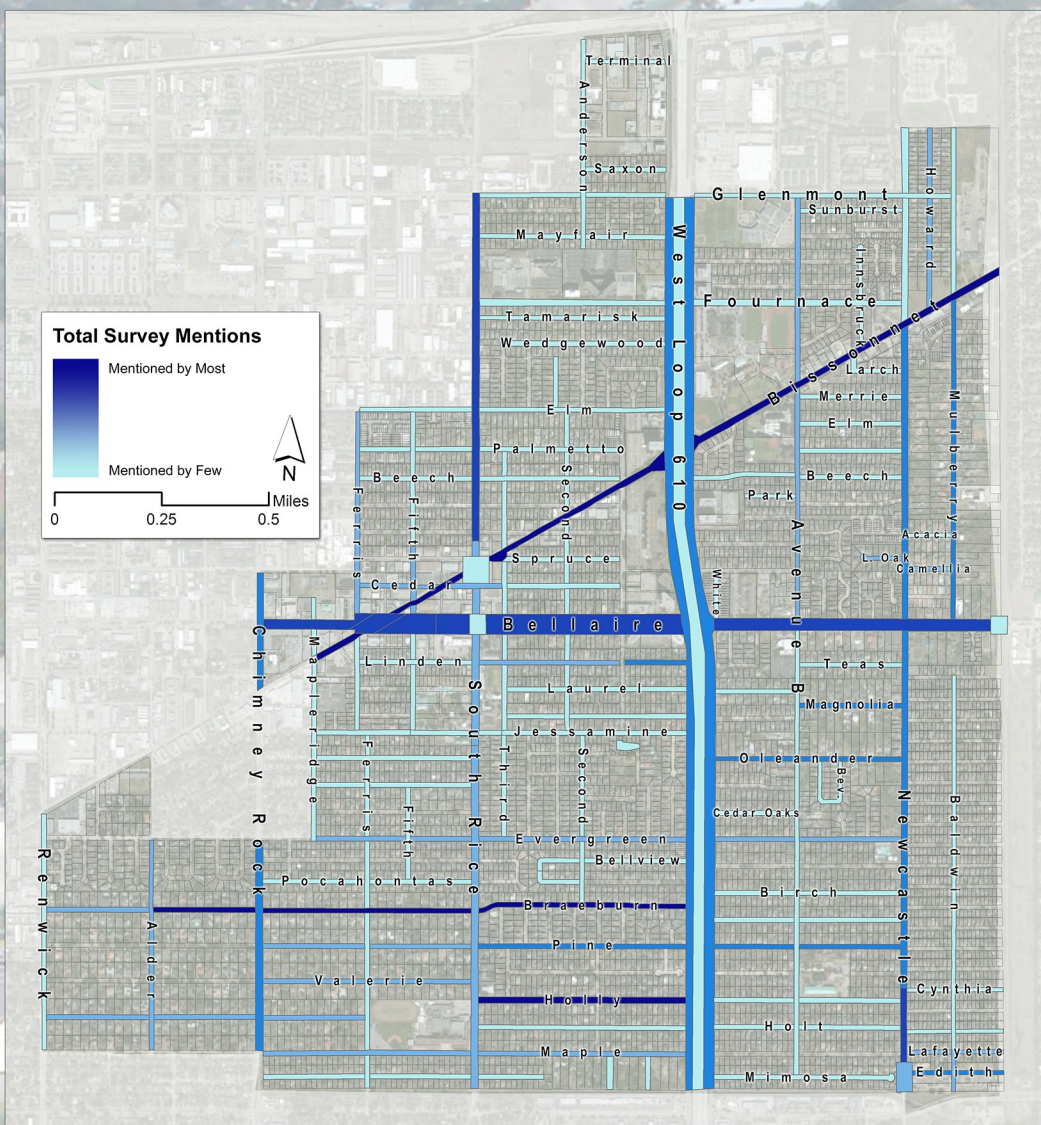
Why Market & Product Matter to Beautification

- 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.





“What is beautiful about your favorite...
on-street trail park-like walkable full sidewalk
showcases community mature trees
other pedestrians comfortable feel
tree lined full canopy street trees
beautiful homes oak trees esplanade
...residential street in Bellaire?”

showcases community on-street trail park-like
other pedestrians beautiful homes
oak trees street trees esplanade
unique fixtures tree lined flowers/shrubs
clutter-free full canopy mature trees
natural setting historic homes maintained lawn
planted median full sidewalk nearby parks
walkable comfortable feel ...residential
street outside of Bellaire?”

mature trees natural setting
...commercial Bellaire street?”
walkable planted median wayfinding
theming/branding on-street trail
street trees bikeable tree lined street furniture
comfortable feel esplanade
other pedestrians clutter-free beautiful homes
nearby parks flowers/shrubs landmarks
showcases community park-like

...non-Bellaire commercial street?”
tasteful window shopping strong lighting enhanced pavement
unique fixtures other pedestrians mixed-use
flowers/shrubs shopping diversity
art outside seating park-like seasonal color
landmarks/wayfinding feels safe mature trees kid friendly
natural setting street trees nearby commercial
elegant showcases community esplanade
feels unique walkable planted median
street furniture

“Why isn’t your least favorite...
railroad tracks walking hostile no trees
rough drive characterless cul-de-sac orphan island curbless
odor/loud bad adjacency
nearby schools feels low-end tall buildings
bad lighting unoriginal apartments litter/trash
few plants code enforcement overcrowded looks unplanned
bad drainage dilapidated home bad pavement
lacks sidewalks spoiled view ugly equipment
dead end feels barren overgrown/weeds
sidewalk gaps threatening narrow sidewalk
...Bellaire
residential street beautiful?”

...Bellaire commercial street beautiful?”
hard to police characterless needs esplanade few plants
haphazard old/dated chain/strip-malls
wrong retail overhead lines bad pavement
lacks sidewalks ugly business
congested traffic looks unplanned no curb appeal
METRO Trans. Center themeless run down
Houston like no trees uninventing stores
litter/trash business signs feels barren too commercial
dilapidated business feels low-end walking hostile

Comp. Layout
DRAFT

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