

MONTROSE PARKING STUDY: SURVEY SUMMARY

Montrose Redevelopment Authority/TIRZ 27 Board Meeting
May 2026



STUDY OVERVIEW

Parking Study and TIRZ District Boundary



Project Components

▶ Existing Conditions



▶ Survey & Public Input

▶ Supply/Demand Analysis



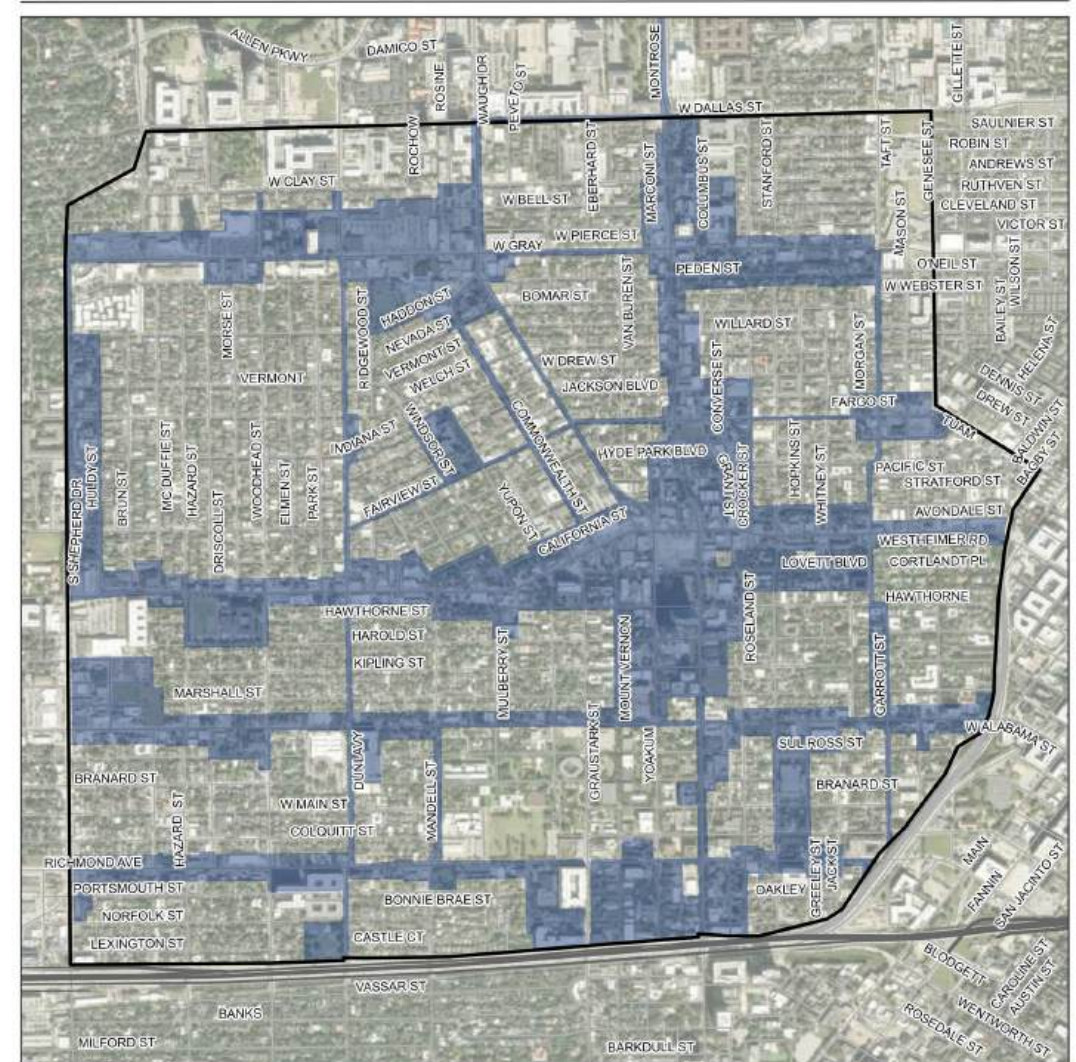
▶ Parking Inventory

▶ Parking Demand



▶ Existing Policy Review

▶ Options for Consideration

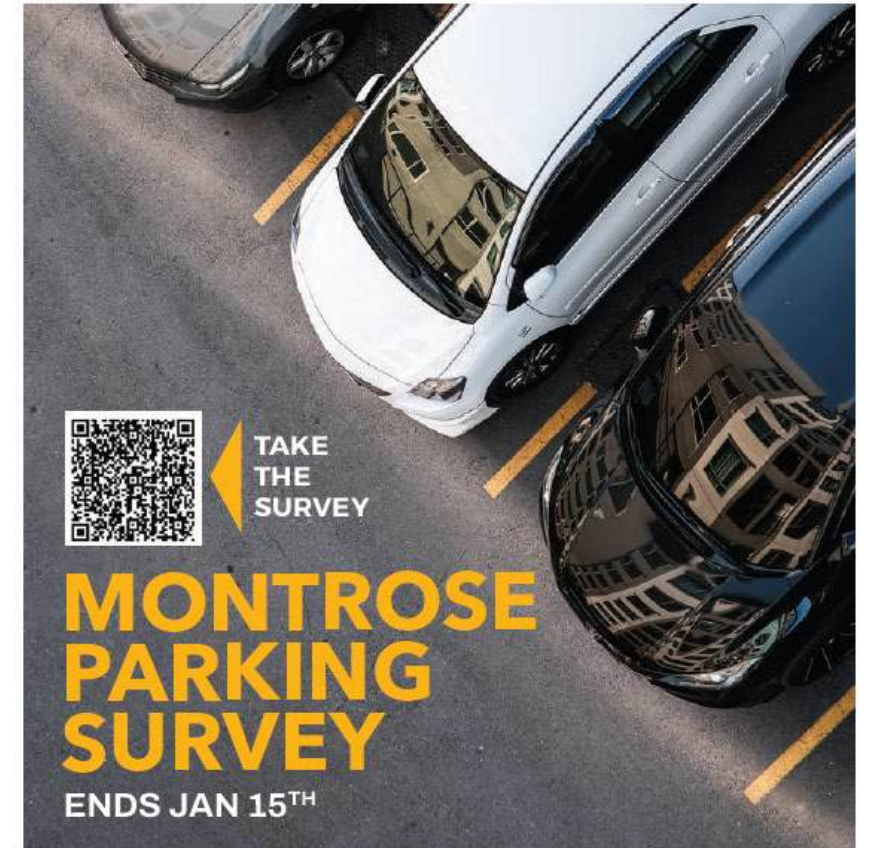


Legend

- Montrose TIRZ (TIRZ 27) Boundary
- Montrose Parking Study Boundary

SURVEY OVERVIEW

- ▶ Opened late October 2025; closed January 15, 2026
- ▶ Social Pinpoint platform
- ▶ 3 components of survey
 - ▶ Residential, Visitor, Employee form
 - ▶ Interactive Map
 - ▶ Business/Commercial form
- ▶ 1,271 responses for residential/visitor/employee, 715 interactive map comments and 38 business responses
- ▶ Advertisement methods: door hanger, TIRZ social media/email distribution list, pop-up on TIRZ website, IKE Kiosks, flyer distribution, business visits/calls
- ▶ Analysis
 - ▶ No questions were required on the survey: all optional
 - ▶ Manually read every comment
 - ▶ Cleaned interactive map points for equal weighting



We want your feedback on parking in Montrose!

For the latest updates, visit:
montrose.tx.gov/projects/MontroseParkingSurvey

RESIDENTIAL/VISITOR/EMPLOYEE SURVEY

1,271 Total Survey Responses

“I AM A MONTROSE...”

– 1,269 RESPONSES

RESPONSE TYPE	RESPONSES	% OF RESPONDENTS
Montrose resident	1,053	83%
Montrose visitor	215	17%
Employee who works in Montrose	57	4%
Other*	14	1%

**Other respondents included business owners, students, and Montrose association representatives*

Note: Respondents could choose multiple answers to this question

RESIDENTIAL/VISITOR/EMPLOYEE SURVEY

“DOES PARKING AVAILABILITY INFLUENCE WHETHER OR NOT YOU FREQUENT A PARTICULAR LOCATION IN MONTROSE?”

– 1,261 RESPONSES

- ▶ **60% (760) of respondents** said yes and **40% (501)** said no
 - ▶ ~640 people who said yes provided qualitative responses
- ▶ People either:
 - ▶ Don't visit businesses (**365 of 760/48%**)
 - ▶ Can't find parking (**291 of 760/38%**)
 - ▶ Won't go if they have to pay or concerns about paid parking (**120 of 760/16%**)
 - ▶ Other top themes in comments:
 - ▶ Safety/public safety/ADA complaints
 - ▶ Using alternate modes (rideshare, walk/bike, transit)
 - ▶ Insufficient supply of parking

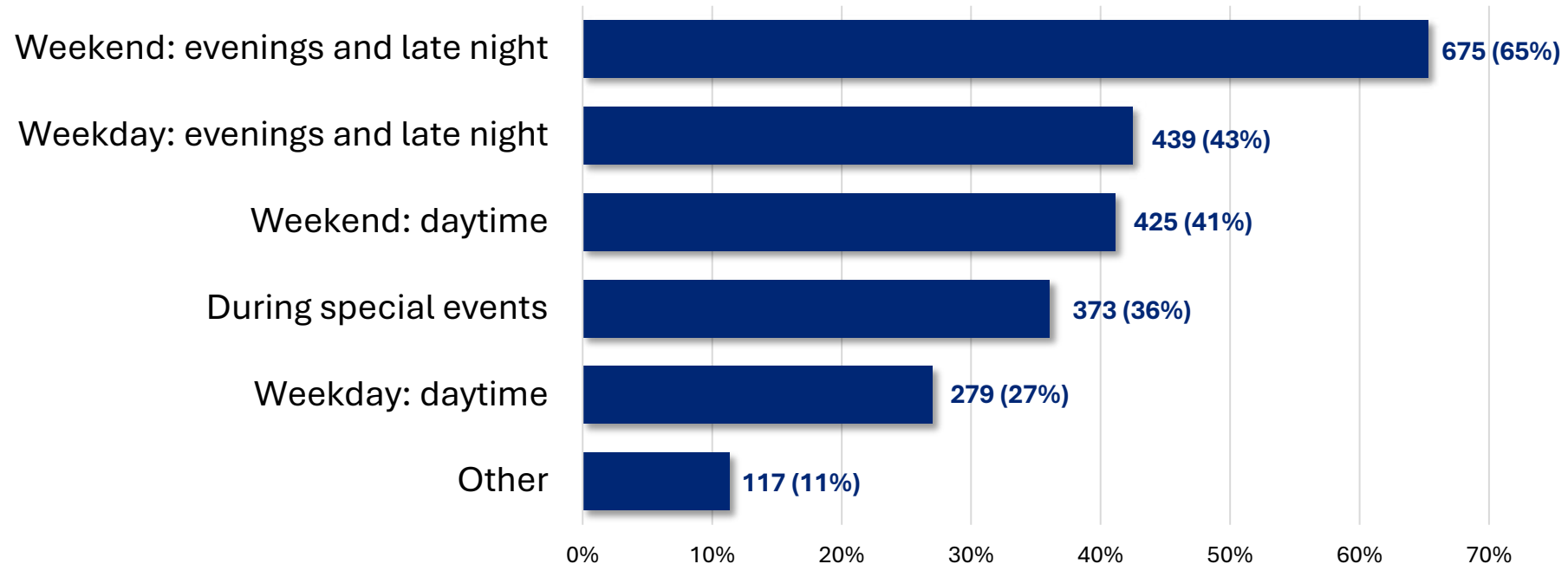
“YES” : PARKING INFLUENCES WHETHER THESE RESPONDENTS FREQUENT A LOCATION IN MONTROSE...		
Employees	24 (out of 57 respondents)	42%
Visitors	118 (out of 215 respondents)	55%
Residents	638 (out of 1,053 respondents)	61%

RESIDENTIAL/VISITOR/EMPLOYEE SURVEY

“ARE THERE SPECIFIC DAYS OR TIMES WHEN PARKING IS ESPECIALLY DIFFICULT?”

– 1,034 RESPONSES

- ▶ Time of day: **evenings and late nights** are when “parking is especially difficult”
 - ▶ Note: no option to say “none” – about 60 people said so in “other” comments



RESIDENTIAL/VISITOR/EMPLOYEE SURVEY

Note: Comments were tagged in multiple categories based on sentiment.

“WHAT ARE SOME CHALLENGES YOU FACE PARKING IN MONTROSE?”

– 920 RESPONSES

Parking Convenience and Cost



- ▶ Other parking challenges (75/8%)
- ▶ Valet issues (63/7%)
- ▶ Issues with paid parking (51/6%)
- ▶ Time of day or day of week (45/5%)
- ▶ Special event challenges (24/3%)

Safety, Access, and Enforcement



- ▶ Parking blocking street access / narrow streets (198/22%)
- ▶ Signage, permits, and enforcement concerns (121/13%)
- ▶ Towing or enforcement (92/10%)
- ▶ Concerns around crime and public safety of parking locations (83/9%)

Lack of Parking



- ▶ Lack of adequate parking (229/25%)
- ▶ Concerns with business parking spillover into residential areas (120/13%)
- ▶ Limited available residential (on-street) parking (115/13%)
- ▶ Denser land development (townhome) styles contribute to parking issues (52/6%)

No Parking Issues



- ▶ No issues with current parking (120/13%)
- ▶ Requests for less parking in this category (23/3%)

Active Transportation/ Last Mile Connections



- ▶ Lack of adequate walking/biking infrastructure; request for increased multimodal infrastructure (82/9%)
- ▶ Pedestrian safety / lighting concerns (63/7%)
- ▶ Connectivity issues (25/3%)
- ▶ Existing infrastructure conditions (14/2%)
- ▶ Public transit (8/1%)

RESIDENTIAL/VISITOR/EMPLOYEE SURVEY

Note: Comments were tagged in multiple categories based on sentiment.

“WHAT ARE SOME CHALLENGES YOU FACE PARKING IN MONTROSE?”

– 920 RESPONSES

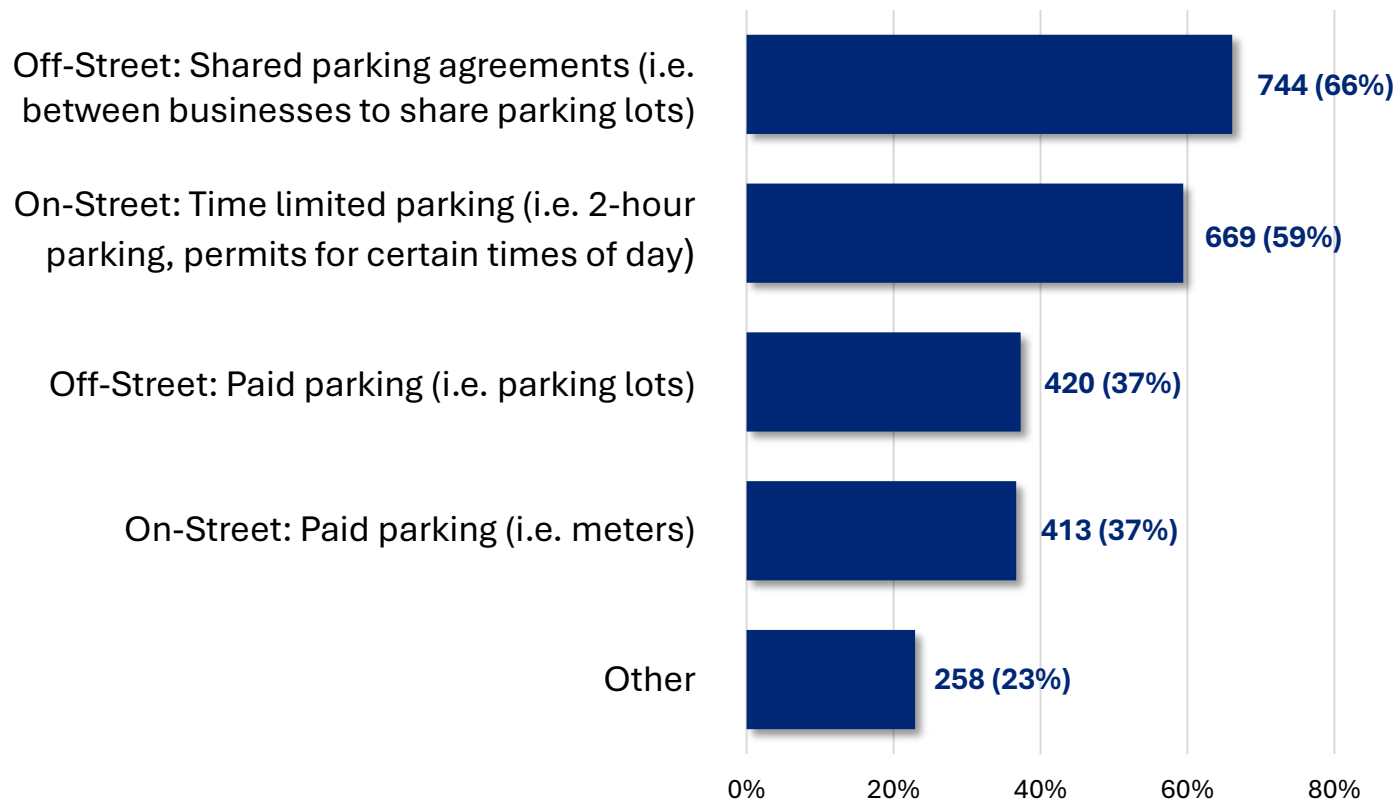
Question Highlights

- ▶ **450 (49%)** of comments discussed on-street parking issues, and **170 (18%)** of comments discussed off-street parking issues
- ▶ **200 (22%)** comments mentioned that parking on certain streets can cause sight distance, access, and/or safety issues
 - ▶ *“Allowing parking on both sides of the street can lead to bottlenecks with cars approaching from different directions.”*
 - ▶ *“Street parking often limits through way to one lane. Creates danger for pedestrians, children at play, etc. Also blocks visibility at crossings, resulting in more danger for pedestrians.”*
- ▶ **120 (13%)** concerned about business spillover in residential areas
 - ▶ *“The influx of street parking for businesses has made access difficult for residents.”*
 - ▶ *“Our street is jammed with customers and employees during business hours, and I can’t even park my own car in front of my own house.”*
- ▶ **230 (25%)** feel like there’s a general lack of adequate parking vs. **145 (16%)** feel like there is adequate or too much parking
 - ▶ *“Limited on-street and establishment parking at popular destinations.”*
 - ▶ *“Honestly, the challenging parking has been a great reminder to uber or bike. In particular when any drinking is involved. But no major issues – just a re-programming of good behavior.”*

RESIDENTIAL/VISITOR/EMPLOYEE SURVEY

“DO YOU SUPPORT ANY OF THE FOLLOWING POLICIES SPECIFICALLY RELATED TO PARKING?”

– 1,126 RESPONSES



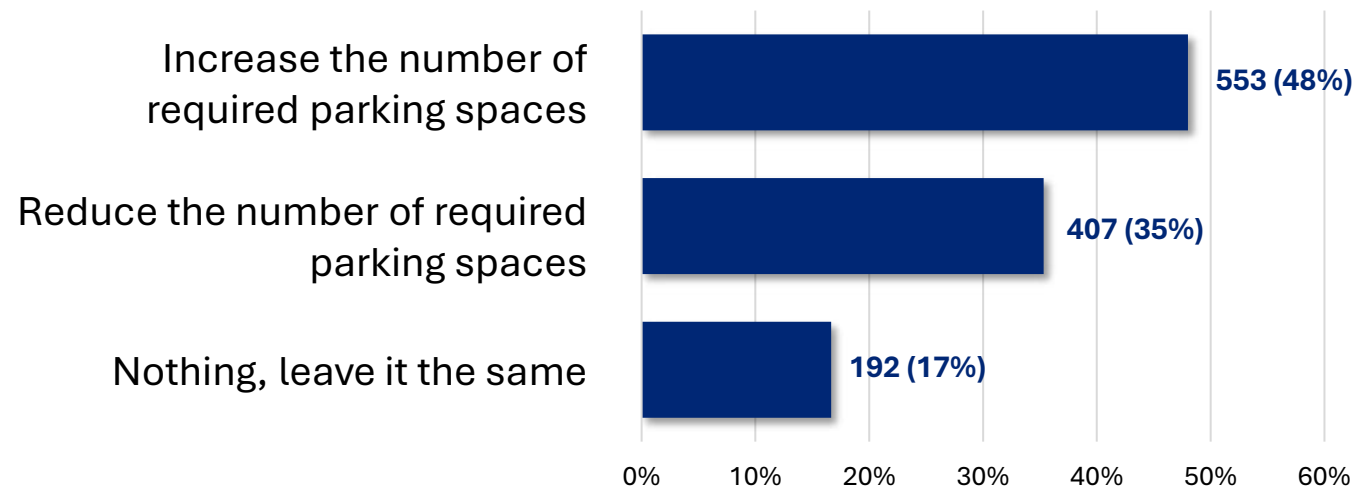
- ▶ Shared parking (~745) and time limited/permitted parking (~670) seem to be the most popular choices
- ▶ Paid parking of some sort has support of just over 1/3rd of survey respondents

Note: Respondents were able to choose multiple options for this question. An “other” option was available with a freeform text box – when possible, those were recategorized into the other categories

RESIDENTIAL/VISITOR/EMPLOYEE SURVEY

“HOW SHOULD THE PARKING SPACES REQUIRED BY CODE FOR NEW DEVELOPMENTS BE ADDRESSED?”

– 1,152 RESPONSES



- ▶ **~550:** want to increase requirements
- ▶ **~600:** want to reduce requirements or leave them the same

Note: Respondents were asked to pick exactly one response for this question.

RESIDENTIAL/VISITOR/EMPLOYEE SURVEY

Note: Comments were tagged in multiple categories based on sentiment.

“WHAT CHANGES WOULD YOU LIKE TO SEE RELATED TO PARKING IN MONTROSE?” – 875 RESPONSES

Reduce Parking



- ▶ Less on-street parking (narrow streets) **(135/15%)**
- ▶ Less parking regulations **(135/15%)**
- ▶ Less parking infrastructure **(113/13%)**

Stricter Parking Regulations



- ▶ More enforcement **(125/14%)**
- ▶ Parking regulations or permits on residential streets **(120/14%)**
- ▶ More paid parking **(97/11%)**

Add More Parking



- ▶ Construct more parking **(151/17%)**
- ▶ More business parking or parking requirements **(65/7%)**
- ▶ More requirements on residential parking **(33/4%)**

Invest in Multimodal Transportation



- ▶ Make it easier to walk and bike **(170/19%)**
- ▶ Better transit **(60/7%)**
- ▶ More bike parking **(54/6%)**
- ▶ Parking district or using revenue earned through parking into multimodal improvements **(55/6%)**

Utilize Existing Parking



- ▶ Requests for more shared parking agreements **(76/9%)**
- ▶ Improve existing parking and parking signage **(42/5%)**
- ▶ Use underutilized existing lots **(8/1%)**

Less Paid and Sign Prohibited Parking



- ▶ Less paid parking **(96/11%)**
- ▶ Less valet **(22/3%)**
- ▶ Decrease existing on-street parking restrictions **(21/2%)**

RESIDENTIAL/VISITOR/EMPLOYEE SURVEY

Note: Comments were categorized into multiple categories based on sentiment.

“WHAT CHANGES WOULD YOU LIKE TO SEE RELATED TO PARKING IN MONTROSE?”

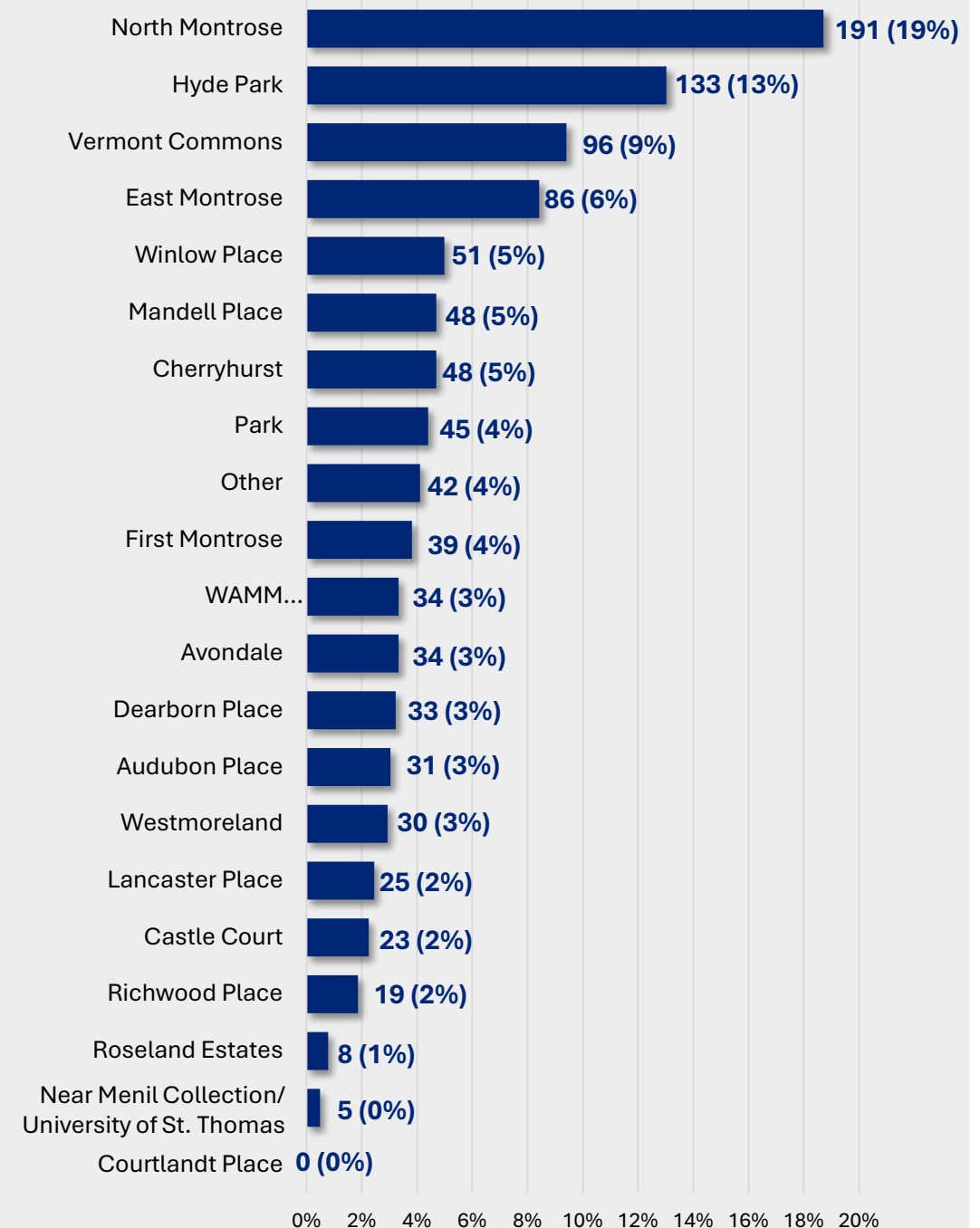
– 875 RESPONSES

Question Highlights

- ▶ **170 (19%)** want to make it easier to walk or bike in Montrose to reduce the reliance on driving and parking
 - ▶ *“Prioritize pedestrian safety and infrastructure, bicycle safety and infrastructure, and improving metro transit (city buses)”*
 - ▶ *“Lean into pedestrian bike friendly policies and urban infrastructure to make it safe for people who can walk or bike around instead of using their cars. This will reduce pressure on parking and create a better experience for the people who need to drive...”*
- ▶ **135 (15%)** want to see less parking regulations for businesses
 - ▶ *“More businesses would open if there were less regulations...”*
 - ▶ *“Montrose is a dense community, and parking issues are nothing like other big cities. And requiring larger lots for small businesses is unfair and inhibits growth of the quirky and fun attractions that keep the neighborhood interesting.”*
- ▶ **97 (11%)** are in favor of paid parking vs. **96 (11%)** opposed to paid parking
- ▶ **151 (17%)** want to construct more parking vs. **113 (13%)** want less parking infrastructure in Montrose

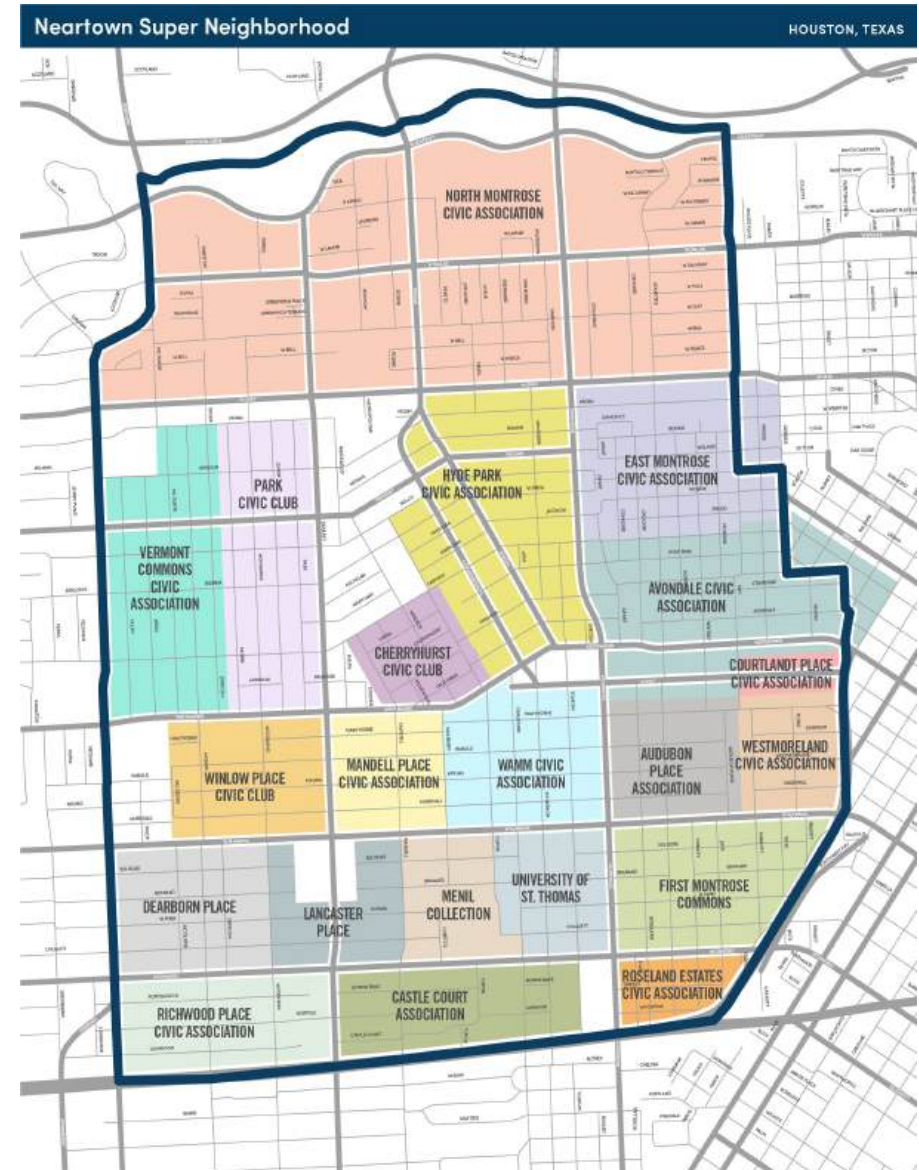
RESIDENTIAL SURVEY

- ▶ Subset of questions for those who indicated that they are Montrose residents
 - ▶ 83% of survey respondents are Montrose residents
- ▶ All neighborhoods represented (except Courtlandt Place), with North Montrose at nearly 19% (191 out of 1,021 respondents)
- ▶ 75% residents (790 out of 1,047 responses) feel like they have adequate parking at their residence
- ▶ 84% residents (872 out of 1,037 responses) not subject to residential permit parking
 - ▶ 41% (350) do not want permit parking, 39% (332) do, and 19% (163) not sure
 - ▶ Breakdown by neighborhood on next slide



RESIDENTIAL PERMIT PARKING

NEIGHBORHOOD	WANT RPP	DO NOT WANT RPP	UNSURE	GRAND TOTAL	WANT RPP	DO NOT WANT RPP	NOT SURE
Audubon Place	8	13	7	28	29%	46%	25%
Avondale	10	10	1	21	48%	48%	5%
Castle Court	9	9	4	22	41%	41%	18%
Cherryhurst	20	9	2	31	65%	29%	6%
Dearborn Place	10	12	8	30	33%	40%	27%
East Montrose	29	20	11	60	48%	33%	18%
First Montrose	12	15	7	34	35%	44%	21%
Hyde Park	40	53	14	107	37%	50%	13%
Lancaster Place	5	13	5	23	22%	57%	22%
Mandell Place	21	15	5	41	51%	37%	12%
Near Menil Collection/University of St. Thomas	1		2	3	33%	0%	67%
North Montrose	67	54	27	148	45%	36%	18%
Park	16	17	8	41	39%	41%	20%
Richwood Place	2	6	5	13	15%	46%	38%
Roseland Estates	3	2	1	6	50%	33%	17%
Vermont Commons	25	35	26	86	29%	41%	30%
WAMM (Westheimer/Alabama/Montrose/Mulberry)	9	8	6	23	39%	35%	26%
Westmoreland	10	11	2	23	43%	48%	9%
Winlow Place	14	26	7	47	30%	55%	15%



INTERACTIVE MAP

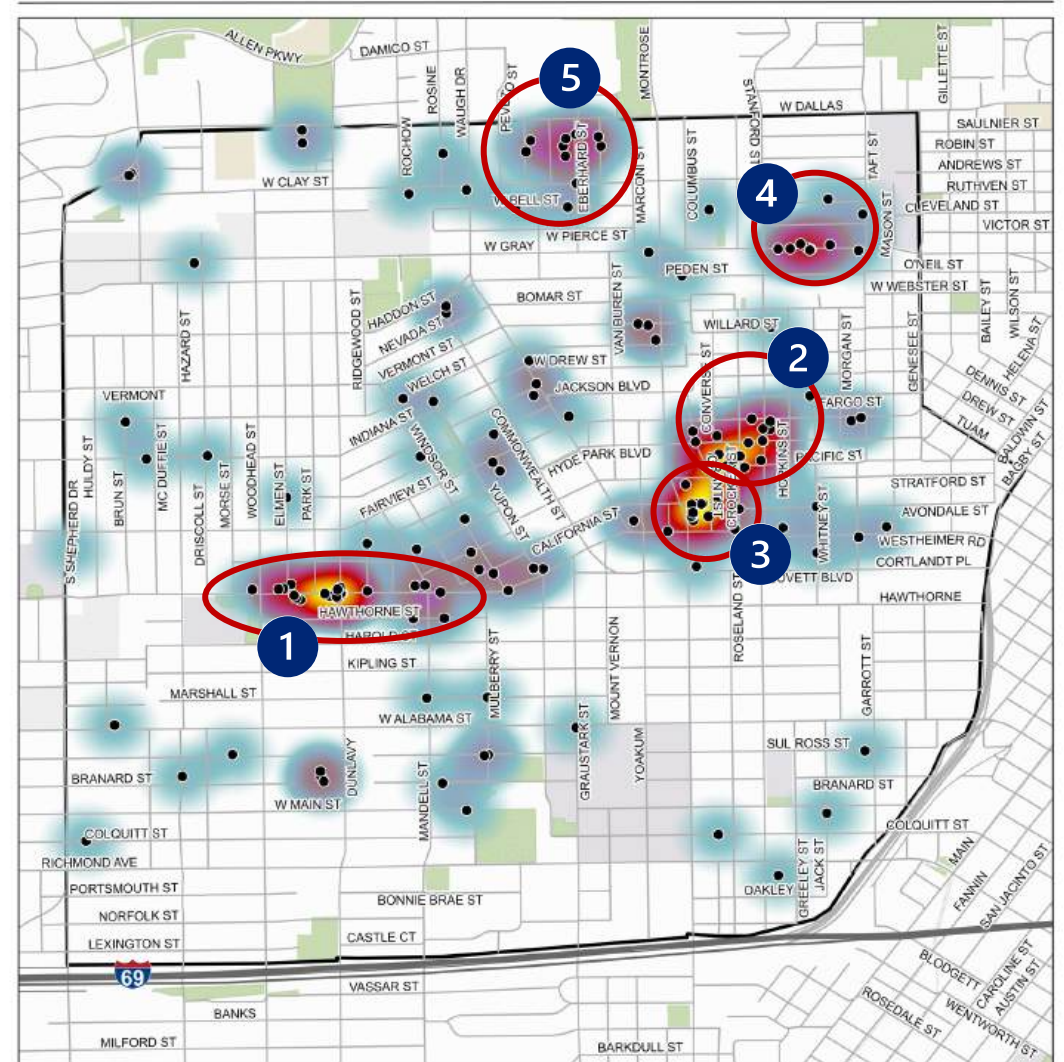
NOT ENOUGH PARKING COMMENTS

► Comments concentrated near:

- 1 Westheimer commercial area (between Woodhead Street and Mandell Street)
- 2 Fairview bar district
- 3 Montrose Collective/Montrose Library
- 4 West Gray commercial area (between Stanford Street and Taft Street)
- 5 Harlow District

Not Enough Parking

151 Comments

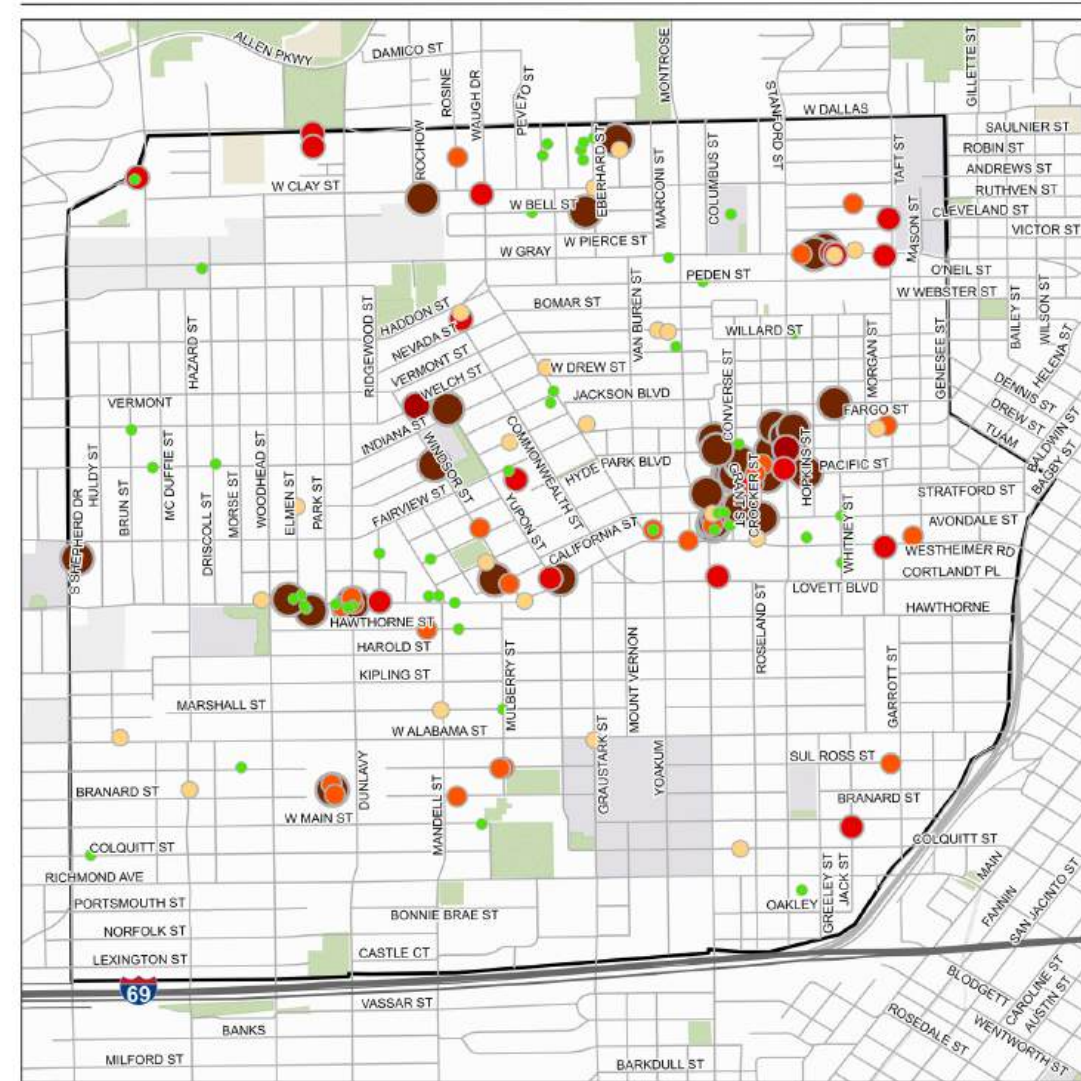


INTERACTIVE MAP

NOT ENOUGH PARKING

MINUTES TO FIND PARKING	FREQUENCY	PERCENT
0 – 2 Minutes	48	32%
3 – 5 Minutes	22	15%
6 – 8 Minutes	22	15%
9 – 10 Minutes	19	13%
11 – 12 Minutes	2	1%
13 – 15 Minutes	38	25%

Time to Find Parking (0 - 15 Minutes)



Legend

Montrose Parking Study Boundary

Time to Find Parking

0 - 2 Minutes

3 - 5 Minutes

6 - 8 Minutes

9 - 10 Minutes

11 - 12 Minutes

13 - 15 Minutes

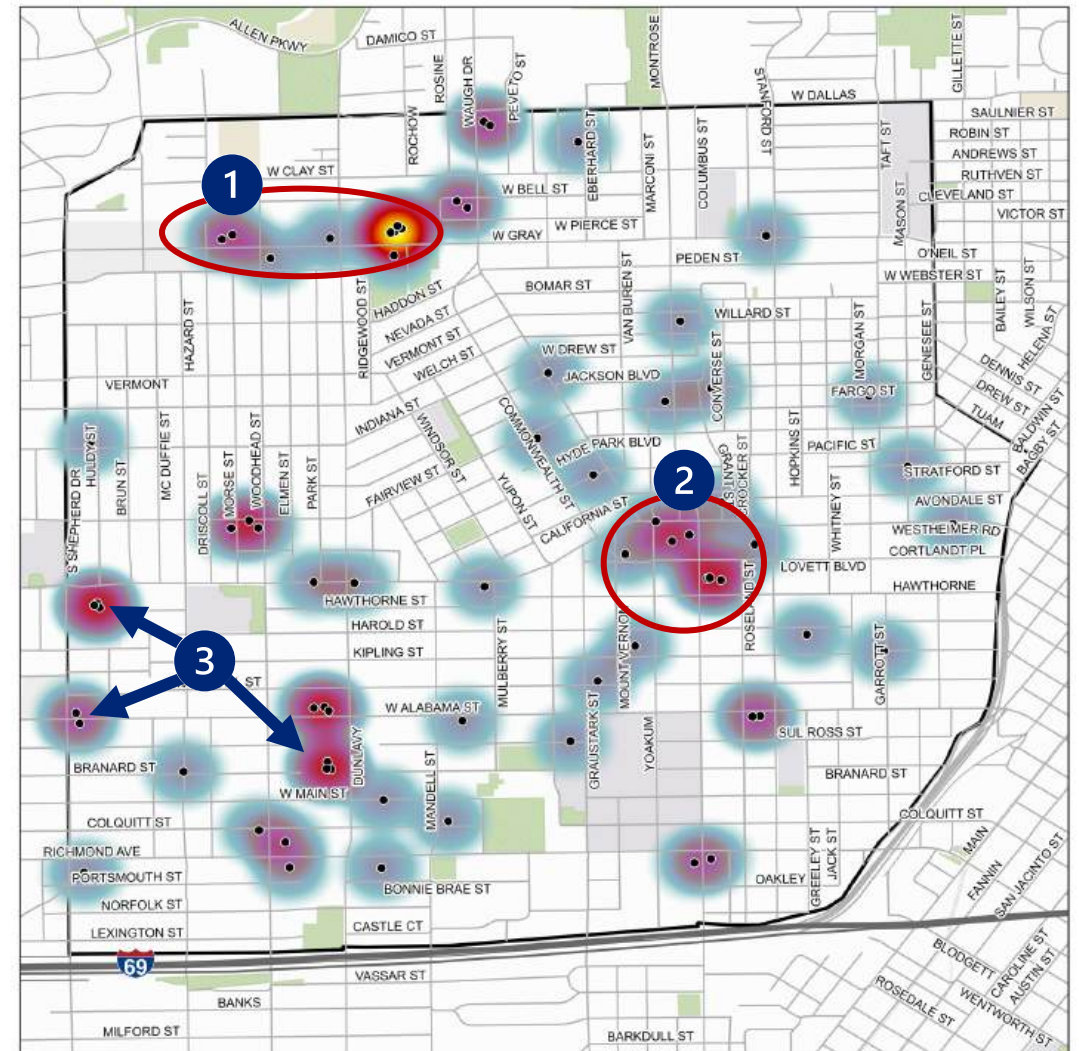
INTERACTIVE MAP

OVERSUPPLY OF PARKING COMMENTS

- ▶ Underutilized lots and on-street parking
- ▶ Opportunities for shared parking identified
- ▶ Oversupply of parking around major/national retailers
- ▶ Comments concentrated near:
 - 1 River Oaks Shopping Center
 - 2 Underutilized lots near Montrose/Westheimer intersection
 - 3 Large retail parking lots

Oversupply of Parking

70 Comments



Legend

- All Oversupply of Parking Comments
- Montrose Parking Study Boundary
- Comment Density
 - Sparse
 - Dense

INTERACTIVE MAP

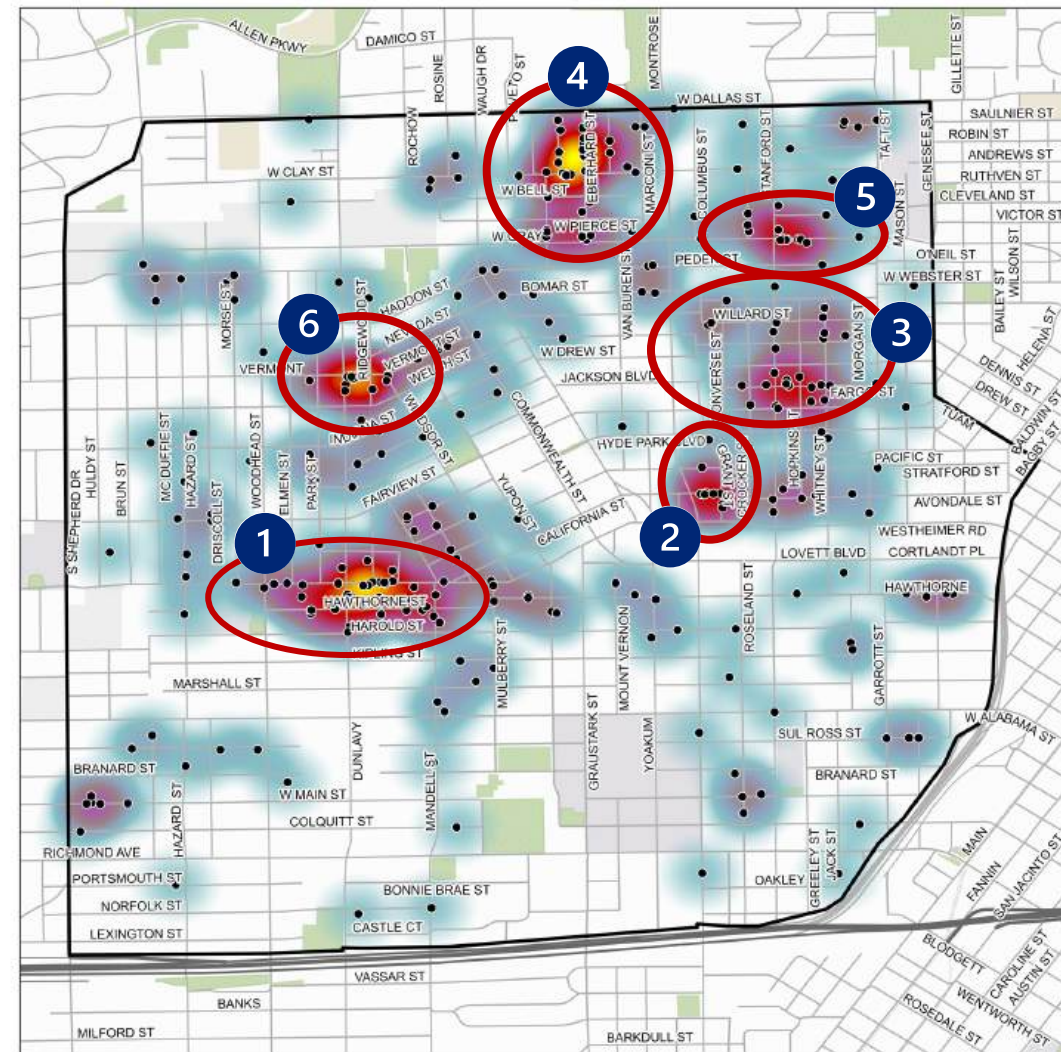
UNWANTED VEHICLE COMMENTS

► Comments concentrated near:

- 1 Westheimer Road and adjacent streets
- 2 Montrose Collective
- 3 Fairview bar district
- 4 Harlow District
- 5 West Gray (eastern section)
- 6 Vermont Street near Dunlavy Street

Unwanted Vehicles

303 Comments



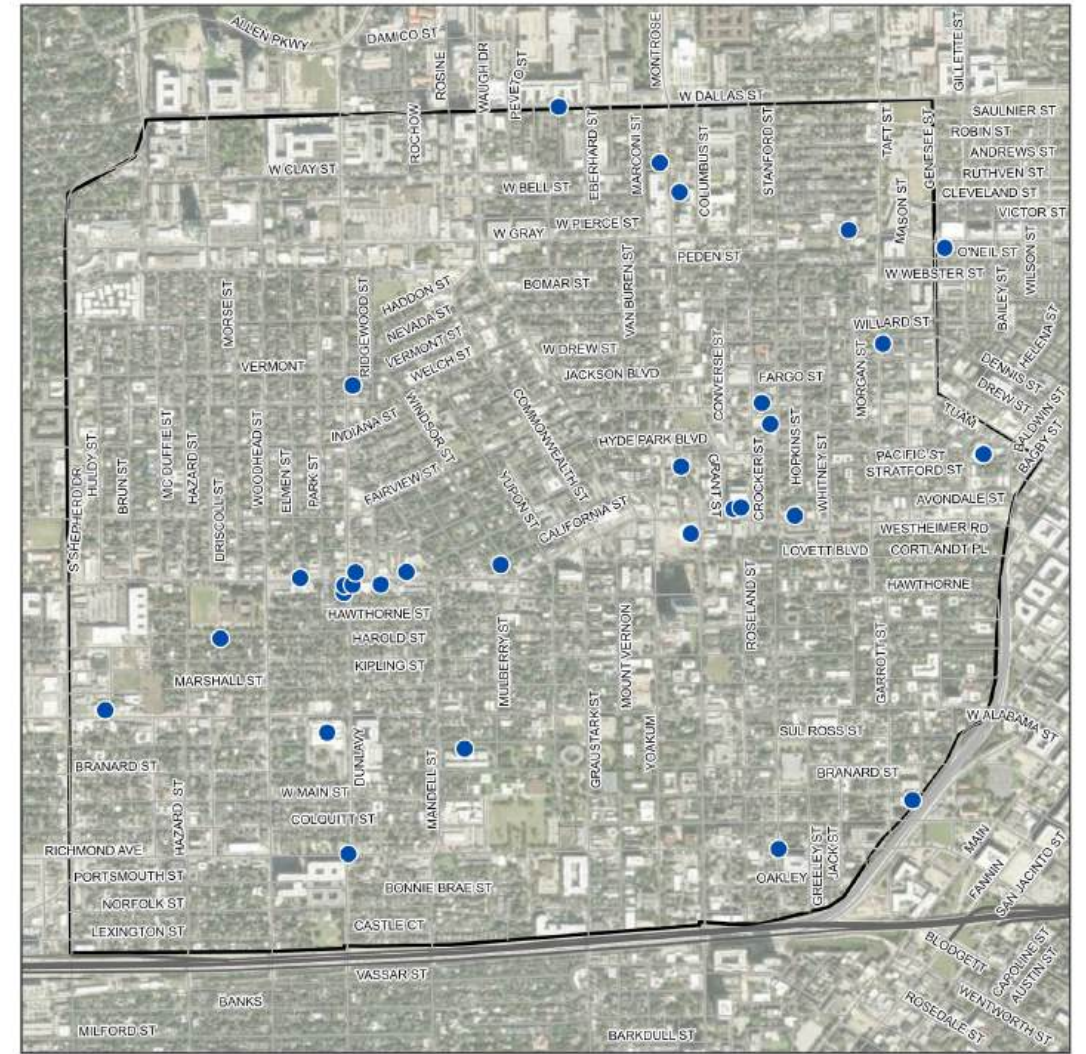
Legend

- All Unwanted Vehicle Comments
- Montrose Parking Study Boundary
- Comment Density
 - Sparse
 - Dense

COMMERCIAL SURVEY

- ▶ 38 business owners (owning 40 businesses) took the survey
 - ▶ Out of those who can be identified, 10 bars/restaurants, 10 retail/services and 3 miscellaneous
- ▶ Employees and Visitors
 - ▶ Generally, park on-site or on the street nearby businesses
 - ▶ **65% (24)** of respondent's employees utilize on-street parking, while **61% (23)** utilize on-site (off-street) parking
 - ▶ **74% (28)** respondents say that visitors/customers park on-site (off-street) and **68% (26)** say that visitors/customers park on the street
 - ▶ Asked about employees/visitors not needing parking, got variation of responses
- ▶ 28 respondents (**75%**) feel like they have enough dedicated parking, and about the same do not receive any complaints about parking
 - ▶ Complaints include: parking shortages, safety (geography and crime), spillover of parking
- ▶ Weekend evenings (**29%, 12 responses**) and special **events (34%, 13 responses)** are the top days/times where parking is especially difficult, per respondents

Commercial Survey Responses - Business Locations



Legend

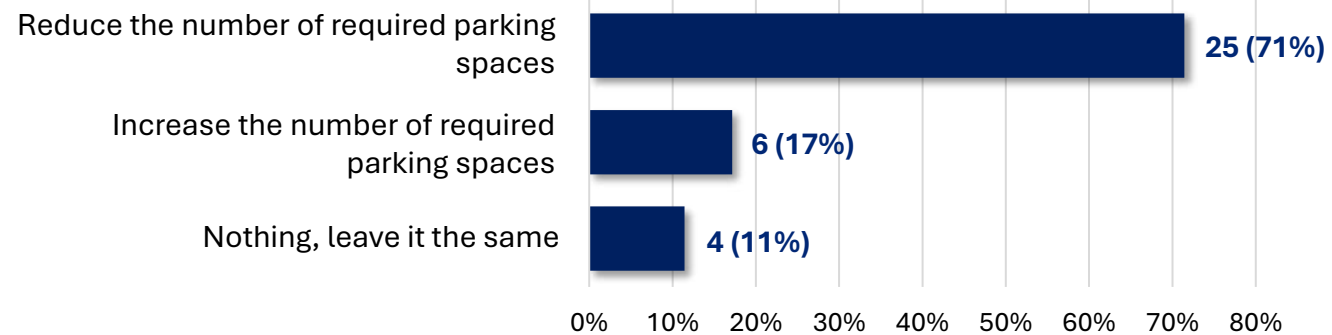
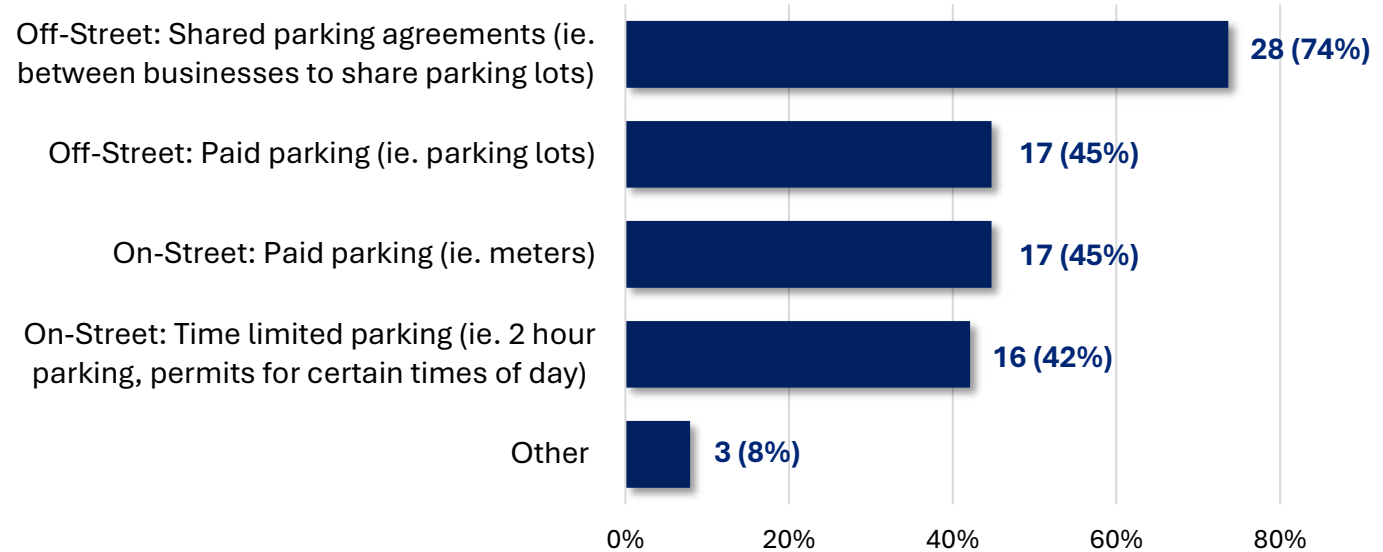
- Commercial Survey Respondents - Business Locations
- Montrose Parking Study Boundary

29 business provided their exact location
 4 businesses provided cross streets (approximate location)
 7 businesses did not provide a location (and were not mapped)

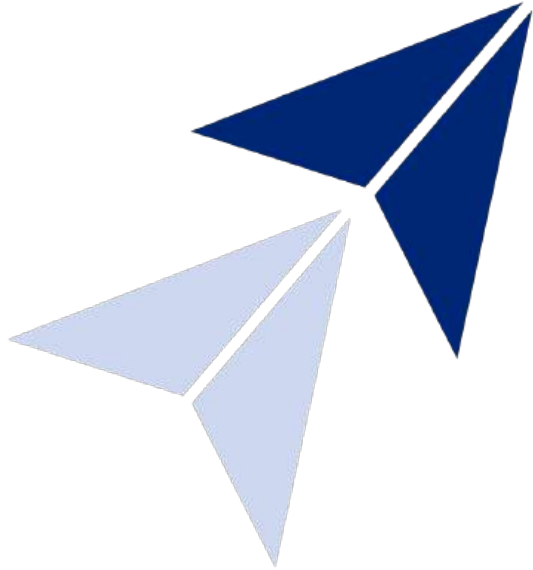
38 business owners owning 40 businesses took this survey (two business owners owned two businesses)

COMMERCIAL SURVEY

- ▶ **28 (75%)** support off-street shared parking agreements
- ▶ **25 (70%)** of businesses want to reduce the parking requirements on new developments, 6 want to increase, and 4 say do nothing
- ▶ Overall changes desired (free-form question):
 - ▶ Decrease parking requirements
 - ▶ More parking
 - ▶ Paid parking
 - ▶ Improved infrastructure and signage



NEXT STEPS



- ▶ Survey identified key geographic areas of concern and public sentiment regarding parking issues in Montrose
- ▶ Survey, coupled with supply/demand analysis and policy review will inform next steps
- ▶ Options for consideration in development