



MONTROSE PARKING STUDY:

Study Recap & Parking Toolkit

September 2026



PROJECT STATUS



SURVEY RESULTS

COMPLETE: Results Presented at May Board Meeting



SUPPLY/DEMAND ANALYSIS



OPTIONS FOR CONSIDERATION

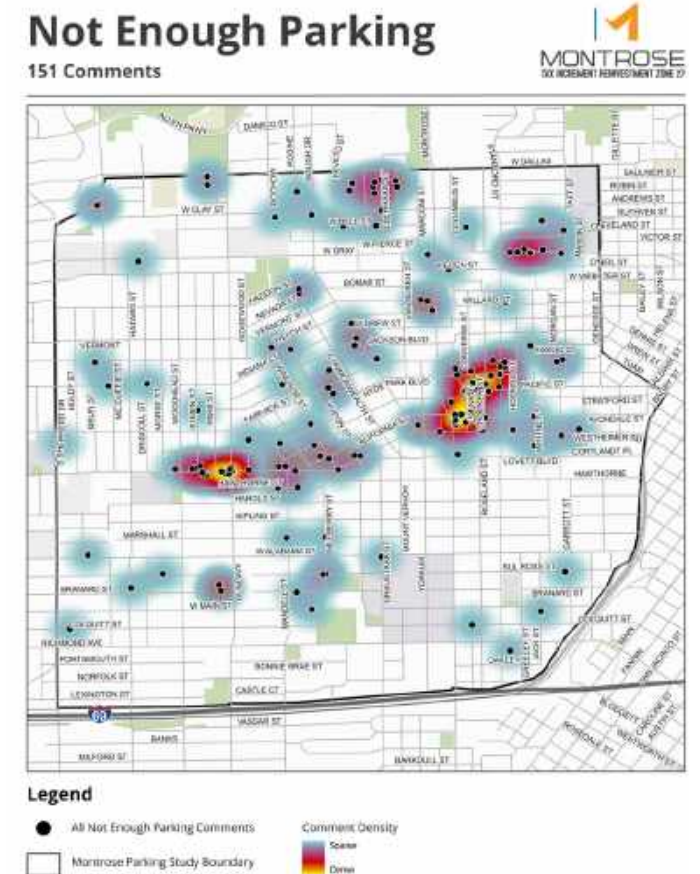
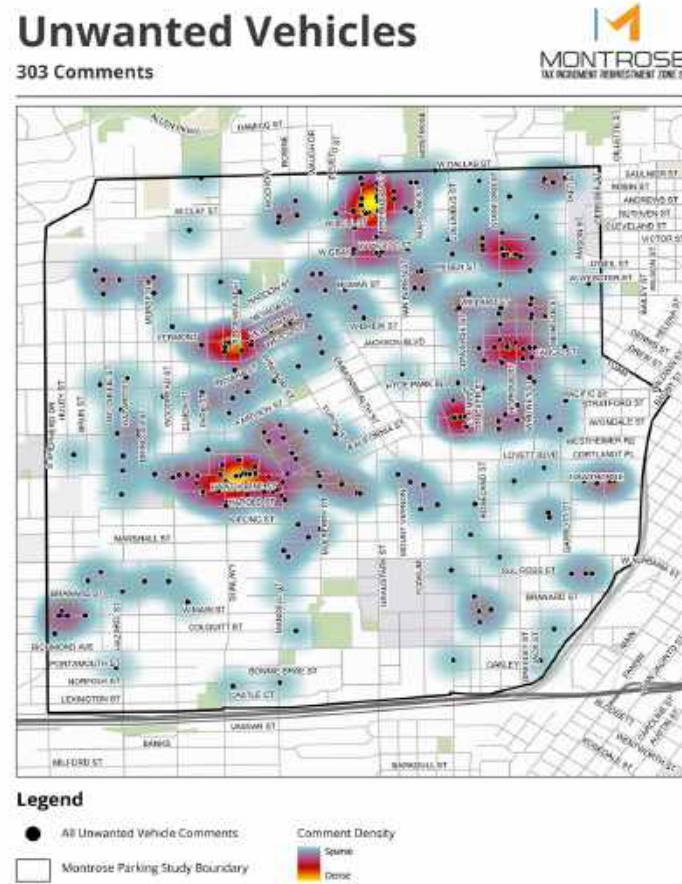
PROJECT OBJECTIVES

- ▶ Identify and validate parking needs in Montrose (a need noted in original Project Plan)
- ▶ Identify and mitigate potential parking related impacts on (re)development
- ▶ Reduce congestion associated with “circling the block”
- ▶ Encourage higher turn over rates for on-street parking in commercial areas
- ▶ Identify mutually beneficial outcomes for residents, visitors, and businesses



SUMMARY: SURVEY ANALYSIS

- ▶ Fall 2025-Winter 2026
- ▶ 1,271 responses for residential/visitor/employee, 715 interactive map comments and 38 business responses
- ▶ High-level points:
 - ▶ 60% respondents say parking influences whether or not they frequent particular location in Montrose
 - ▶ Evenings and late nights identified as pinch points for parking
 - ▶ Split between people feeling like there's adequate/too much parking and those who feel like it isn't enough
 - ▶ Similar split between paid parking vs. opposition to paid parking
 - ▶ Desire for more multimodal infrastructure throughout various questions

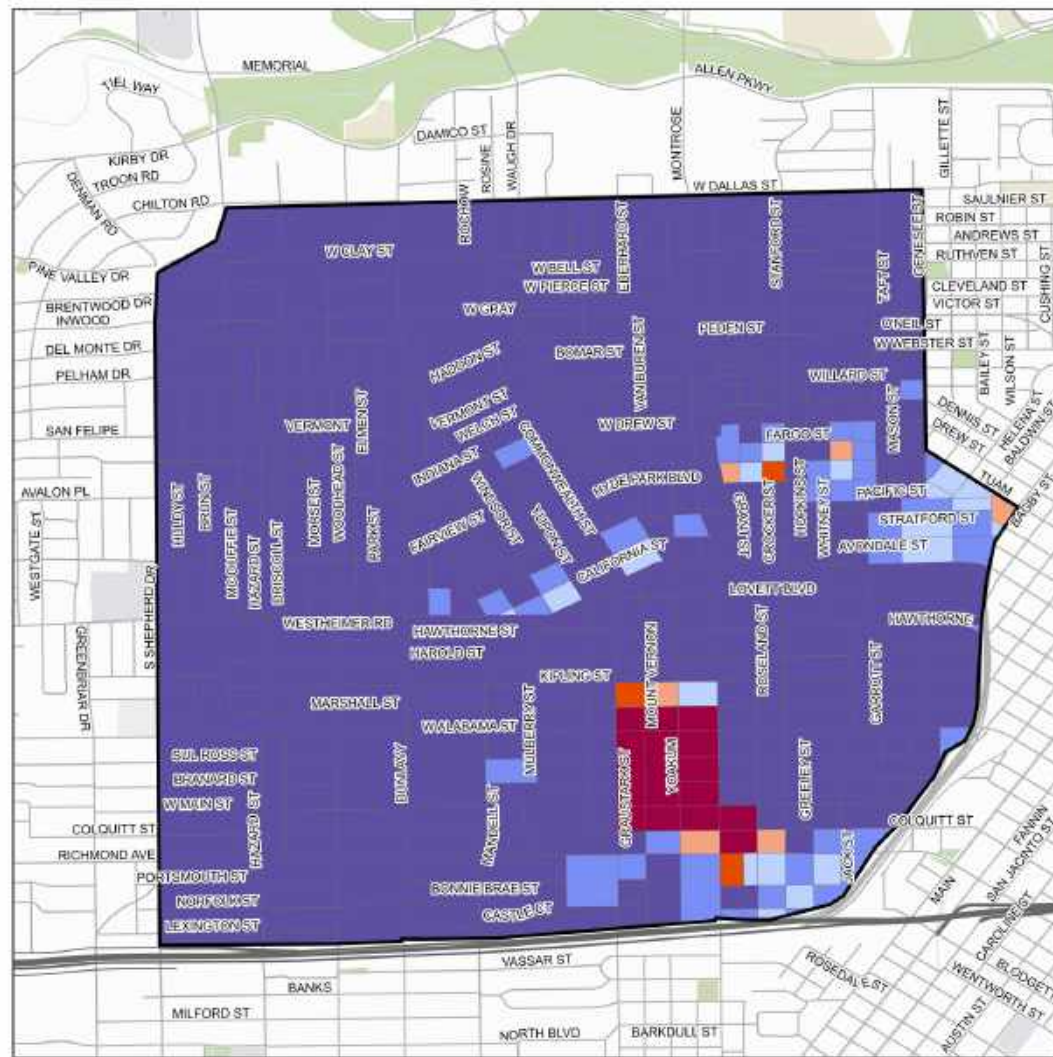


INVENTORY AND DEMAND ANALYSIS

- ▶ Counted all off-street parking spots for non-residential uses
 - ▶ Used aerial imagery when possible
 - ▶ Field checked anything that was not easily visible
 - ▶ Manually counted all garage spaces (non-residential)
 - ▶ Over 15,000 spaces
- ▶ Counted all on-street parking spots
 - ▶ Used aerial imagery and made assumptions based on car length
 - ▶ Drove every street in Montrose to catalog parking restrictions (time restrictions, permits, etc.)
 - ▶ Over 18,500 spaces
- ▶ Demand analysis at the parcel level using ITE Parking Generation Codes
 - ▶ All non-residential uses assigned a land use code
 - ▶ Used HCAD data to determine size (square footage) and use
 - ▶ ITE estimates demand for weekday, Saturday, Sunday
 - ▶ We also considered time of day (daytime, evening) when possible
- ▶ Combined all this at the block level to understand supply/demand delta across the study area
- ▶ Performed an adjacency analysis in GIS to consider balances across the study area

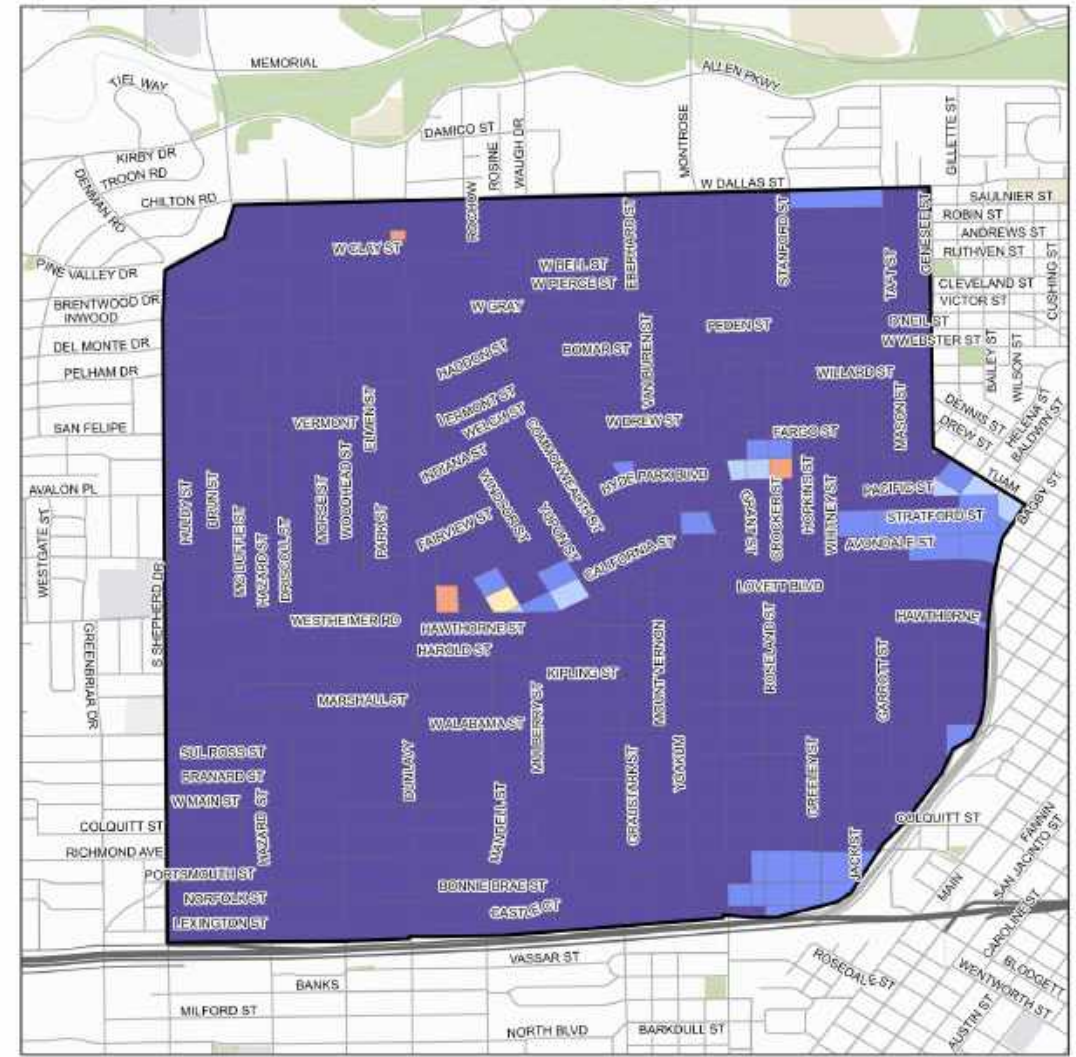
Adjacency Analysis

Weekday Day Supply/Demand Difference



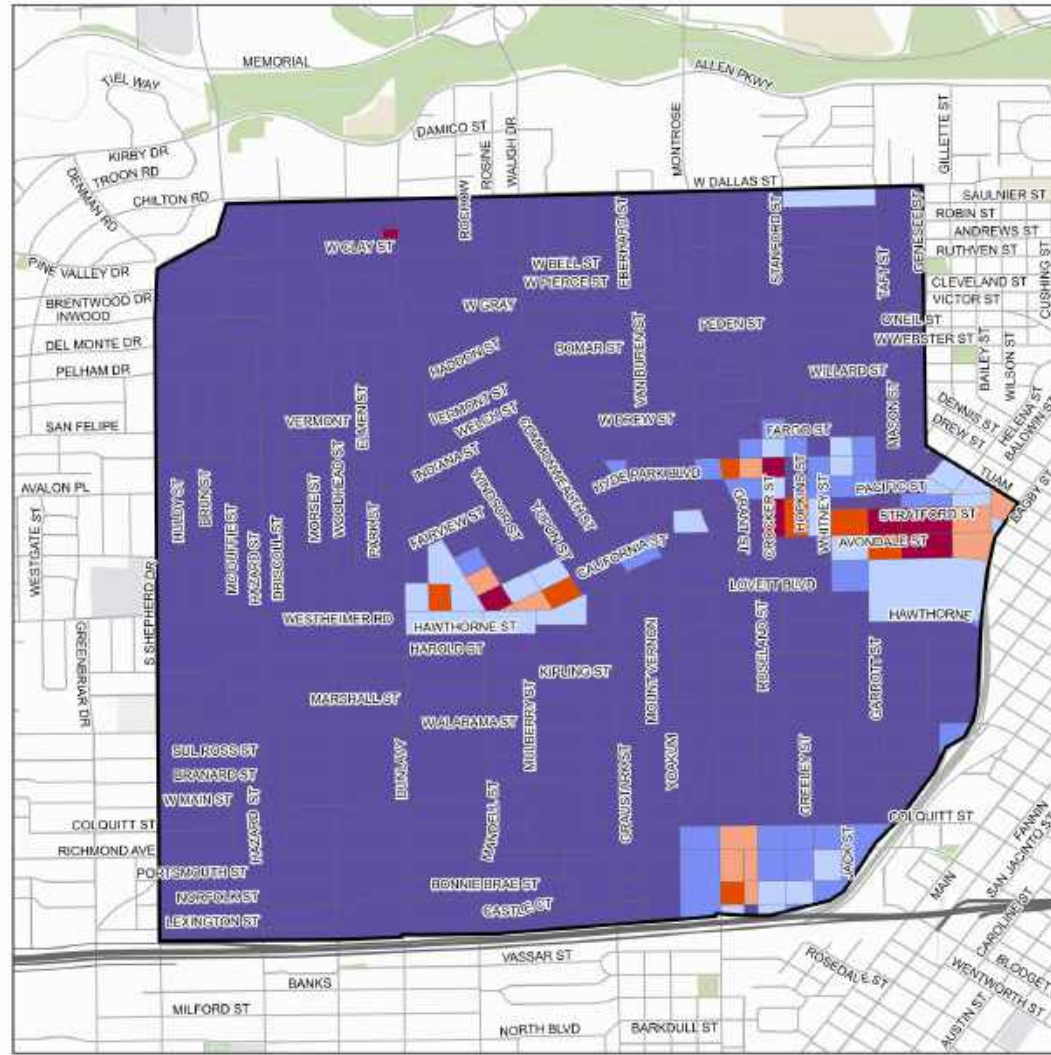
Adjacency Analysis

Weekday Evening Supply/Demand Difference



Adjacency Analysis

Saturday Supply/Demand Difference

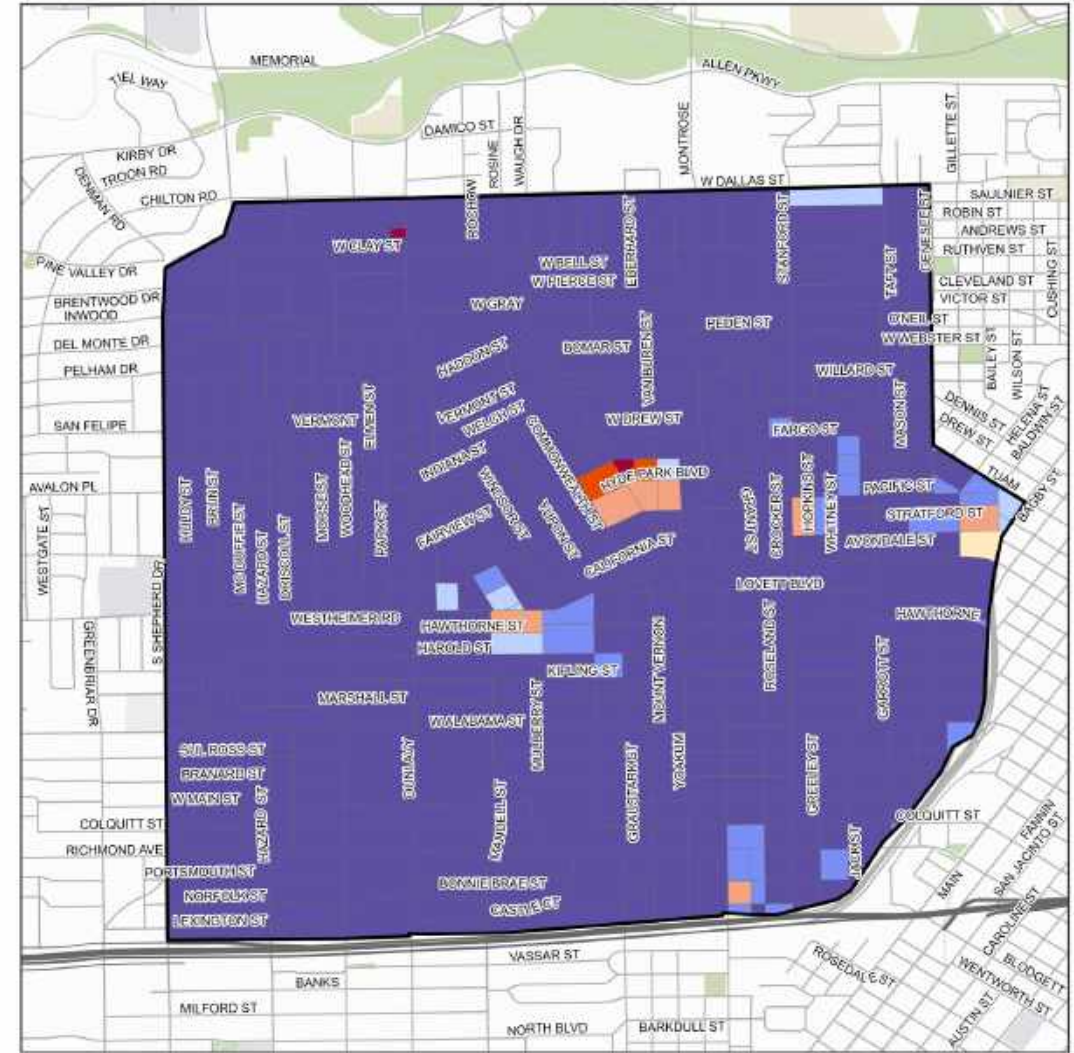


Legend

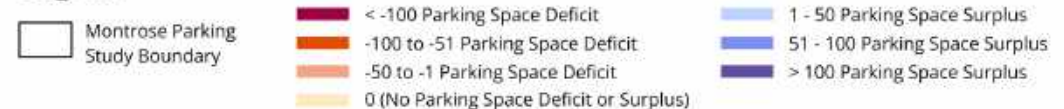


Adjacency Analysis

Sunday Supply/Demand Difference



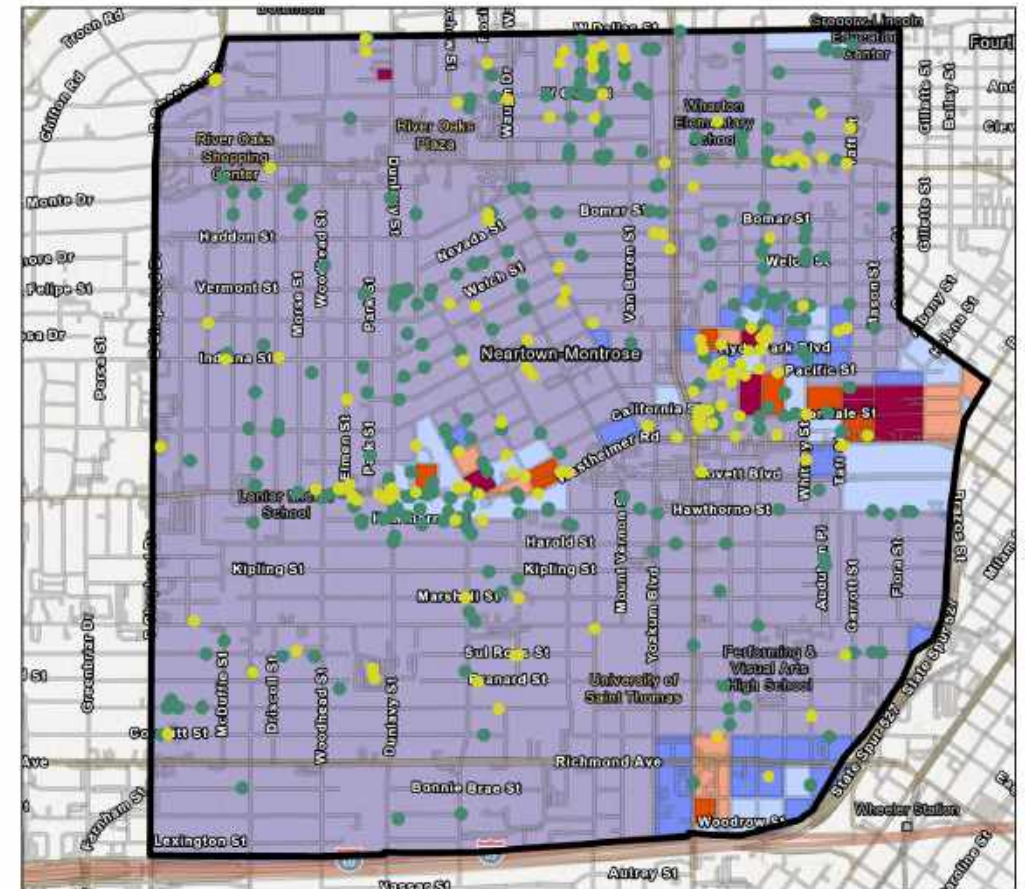
Legend



KEY AREAS IDENTIFIED

- ▶ Survey and supply/demand analysis identified areas of particular concern to the community and where parking might be a challenge depending on time of day and day of week
- ▶ Westheimer Road
 - ▶ Western portion identified in the survey
 - ▶ Eastern portion identified in the inventory
- ▶ West Gray: east of Montrose, west of Taft
- ▶ Fairview Bar District (north of Westheimer)
- ▶ Harlow District (West Clay)
- ▶ Areas in southeastern Montrose (near Spur527/Richmond)

Key Areas



Legend

 Montrose Parking Study Boundary	 <-100 Parking Space Deficit	 1 to 50 Parking Space Surplus
 Unwanted Vehicles (Identified by Survey)	 <-100 to -51 Parking Space Deficit	 51 to 100 Parking Space Surplus
 Not Enough Parking (Identified by Survey)	 <-50 to -1 Parking Space Deficit	 > 100 Parking Space Surplus
	 0 (No Parking Space Deficit or Surplus)	

KEY AREAS IDENTIFIED

- ▶ Overall inventory shows general surplus of parking
 - ▶ Does not account for restrictions on private parking lots
- ▶ Table shows the difference between supply and demand in each of these aggregated areas

Area	Weekday Evening: Surplus	Saturday: Surplus
1	450	320
2	250	250
3	370	150
4	1,300	440
5	270	70



PARKING TOOLKIT

Parking Toolkit



Parking Restrictions:
Time Limitations



Paid Parking



**Residential Permit
Parking**



Parking Restrictions:
Parking Removal



**Parking Benefits
District**

PARKING TOOLKIT



▶ Parking Restrictions: Time-limitations

- ▶ Signs to indicate time restrictions for on-street parking spots (ie. 2 hours only)
- ▶ Benefits
 - ▶ Minimal cost to implement
 - ▶ Improves turnover of parking spaces
 - ▶ Can implement on commercial roadways only; lesser residential impact
- ▶ Challenges
 - ▶ Property/business owners need to be aligned
 - ▶ Mixed public opinion
 - ▶ Requires enforcement
- ▶ **How to Action:** Citizen can submit 311 request, studied by traffic engineer who makes determination, stakeholder coordination



PARKING TOOLKIT



▶ Parking Restrictions: Parking Removal

- ▶ Signs to indicate no parking on one or both sides of the street
- ▶ Benefits
 - ▶ Minimal cost to implement
 - ▶ Can improve through mobility on certain streets
- ▶ Challenges
 - ▶ Reduction of parking supply
 - ▶ Removal cannot be undone: property owners need to be aligned
 - ▶ Mixed public opinion
 - ▶ Requires enforcement
- ▶ **How to Action:** Studied by traffic engineer who makes determination based on requirements, may involve petition process



PARKING TOOLKIT



▶ Paid Parking

- ▶ Paid on-street parking (ie. meters)
- ▶ Benefits
 - ▶ Turnover of spaces
 - ▶ Congestion reduction
 - ▶ Revenue for City of Houston
- ▶ Challenges
 - ▶ Requires enforcement
 - ▶ Public and business perception
 - ▶ Regressive impact
 - ▶ No special exemptions for residents living nearby
 - ▶ Potential to push parking into adjacent residential areas
- ▶ **How to Action:** Done by ParkHouston based on traffic engineering approval and associated demand



PARKING TOOLKIT



▶ Parking Benefits District

- ▶ Paid on-street parking with 60% of net revenue returning back to area for public improvement projects. City retains 40%.
 - ▶ 3 examples in City of Houston: Midtown, Museum Park, Washington Avenue
- ▶ Benefits
 - ▶ Same as metered parking
 - ▶ Already precedent for this in City of Houston
 - ▶ Can support community priority projects for safety improvements, sidewalks, and other items that would serve to mitigate mobility, access and parking challenges
 - ▶ Can institute permits in area for residential parking to be preserved, if metered.
 - ▶ Low cost of implementation with app-based payment
 - ▶ Supports dynamic pricing
- ▶ Challenges
 - ▶ Same as metered parking
 - ▶ Requires additional administration and overhead
- ▶ **How to Action:** City Council action via Ordinance
 - ▶ Administrator and Advisory Committee would need to be established
 - ▶ Administrator: responsible for creating and maintaining advisory committee, quarterly meetings, public notices, implement approved projects
 - ▶ Advisory Committee (made up of variety of stakeholders): recommends which projects should receive funding, timing and priority, and recommendations to ParkHouston for changes to meters / fees



PARKING TOOLKIT



▶ Residential Permit Parking

- ▶ Permit parking for residential blocks
 - ▶ Has to be resident driven (petition process)
 - ▶ 75% of block needs to be residential
 - ▶ 60% of on-street parking spaces are occupied, with 25% or more being used by non-residents (parking survey needed)
 - ▶ Would be in effect maximum of 12 hours per day (peak parking hours)
- ▶ Benefits
 - ▶ Prioritizes residential parking in certain areas
- ▶ Challenges
 - ▶ Mixed public opinion
 - ▶ Can be a hassle for residents
 - ▶ Limited areas which qualify
- ▶ **How to Action:** Needs to be done via a residential petition to ParkHouston, which then undergoes City review, City survey, public hearing, Council action via Ordinance



SITE SPECIFIC OPTIONS

▶ Shared Parking Agreements

- ▶ Existing developments vs. meeting requirements for future development
- ▶ Public support for this solution; also results in efficiency and reduced costs
- ▶ Property owners suggest shared parking is being used to the extent feasible, and there are inherent challenges with the impermanent nature of a lease versus and how it relates to ongoing occupancy permit requirements
- ▶ Hard to police and enforce

▶ Variance Process

- ▶ Planning Commission history supports reasonable variance requests for reduced parking so long as no adverse impact to surrounding properties is identified
 - ▶ Suitable approach to “market based parking” in the study area
- ▶ Recommended method to result in reduced parking requirements at this time

▶ Multifamily Parking Requirements

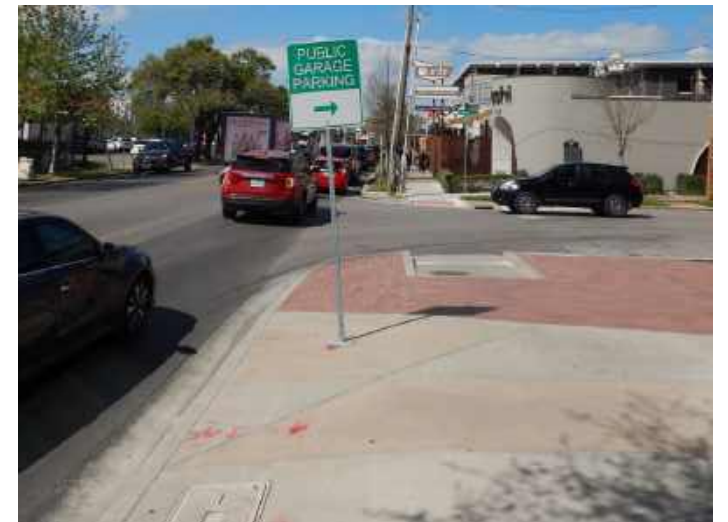
- ▶ Reduction in 2025 via state law (SB840), which limits the requirement to 1 space/dwelling unit and cannot require structured parking

MONTROSE COLLECTIVE GARAGE

- ▶ Improved advertising/information sharing about garage
 - ▶ Information about availability and rates on TIRZ website
 - ▶ Garage only shows up on SpotHero, not ParkWhiz or ParkMobile
- ▶ Wayfinding for garage
 - ▶ Signage showing space availability outside of garage
 - ▶ Additional signage in neighborhood recently installed
- ▶ Additional public parking can be used towards variance justification for nearby businesses/development



Sample electronic signage



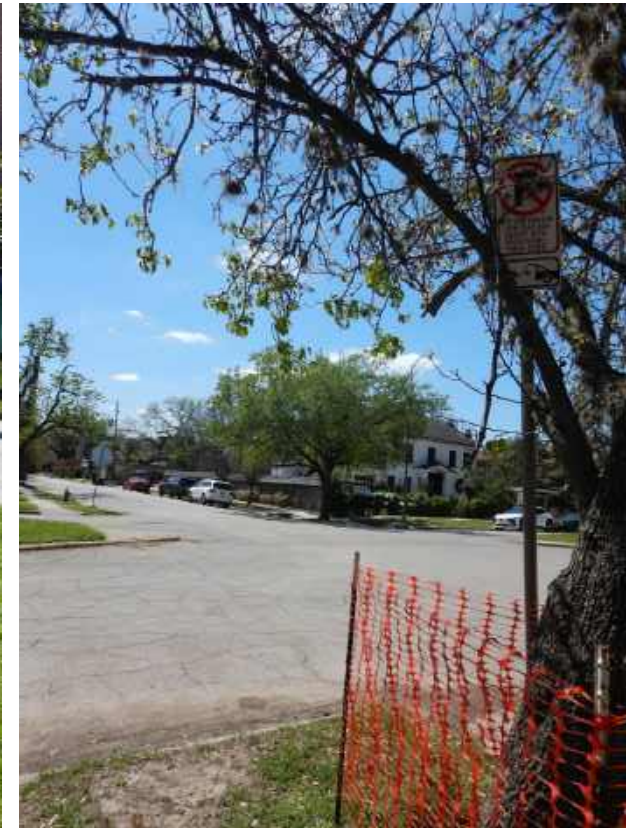
Top: Grant/Missouri

Bottom: Westheimer/Grant

ENFORCEMENT AND SIGNAGE

► Enforcement

- There are many different types of restrictions/rules in the Montrose area
- Recommendation: ensure clear signage of restrictions; ensure areas are enforced and signed



TOOL SUMMARY / CONCLUSION

If the problem is...	The tool is...	Who starts it
Cars park all day and never move; customers can't find a space	Time limits or paid parking	Park Houston / City
Street is too narrow when cars are parked — impacted sight lines, emergency access limited	Parking removal	Resident
Commercial spillover onto a residential block	Residential permit parking; or a PBD with resident permits	Residents
Busy commercial corridor and the area wants to share in the revenue generation	Paid parking with a Parking Benefit District	Stakeholder coalition + City
Empty private lots next to a business with limited parking	Shared parking agreement; parking variance	Property owners
People can't find the parking that already exists	Wayfinding, signage, availability information	TIRZ / City
Signs are faded and confusing	Signage replacement and enforcement	TIRZ / City