STUDY PARTNERS
HOUSTON - GALVESTON AREA COUNCIL AND CITY OF HOUSTON PLANNING & DEVELOPMENT

METRO would like to thank:

- City of Houston Economic Development
- City of Houston Public Works & Engineering
- City of Houston Housing Department
- Energy Corridor Management District
- Westchase Management District
- Southeast Houston Transformation Alliance (SEHTA)
- Old Spanish Trail (OST) Community Partnership
- Super Neighborhood 488
- Houston Texans YMCA
- GST Almeda TR247
- Greater Southeast Management District
- Farmers Market, Palm Center & Park at Palm Center
- TIRZ #21 Hardy/Near North Side;
- North Central Civic Club
- Greater Northside Management District; Economic Development Chair for Greater Northside Chamber of Commerce
- Greater East End Management District
- Second Ward Super Neighborhood
- Super Neighborhood 64 & 88 per Neighborhood 64 & 88
- Schaum / Shieh Architects
- The Rose Group

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INTRODUCTION

METRO initiated the Transit-Oriented Development (TOD) study in the Southeast Corridor (Purple Line) to demonstrate the market potential of select METRORail stations in the light-rail corridors, and encourage new development opportunities around these stations.

WHAT IS TOD?

TOD is a type of community development that includes a mixture of housing, office, retail and/or other amenities integrated into a walkable neighborhood and located within a half-mile of quality public transportation.

Source: www.uh.edu, 2015
Population increase from 2010 to 2019

AVERAGED SINGLE-FAMILY ATTACHED SALES PRICE / SF IN THE HALF MILE RADIUS

MEDIUM-TERM SCENARIO

To Downtown
EaDo / Stadium
Leeland / Third Ward
Elgin / Third Ward
Robertson / UH / TSU
UH South / University Oaks
MacGregor Park / NBL Jr.
Palm Center / Transit Center

PLANNED SINGLE FAMILY ATTACHED AND DETACHED HOMES IN PROXIMITY TO THE STATION

two hundred fifty-eight

DOM = Days on Market
SF = Sq ft.

Source: Houston Multiple Listing Service; CDS Market Research, 2014
<table>
<thead>
<tr>
<th>Class</th>
<th>Total Units</th>
<th>Station</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>216</td>
<td></td>
<td>PROPOSED</td>
</tr>
<tr>
<td>A</td>
<td>160</td>
<td></td>
<td>PROPOSED</td>
</tr>
<tr>
<td>A</td>
<td>100</td>
<td></td>
<td>PROPOSED</td>
</tr>
<tr>
<td>B</td>
<td>80</td>
<td></td>
<td>UNDER CONSTRUCTION</td>
</tr>
</tbody>
</table>

An estimated 4,488 new housing units will need to be constructed in the Competitive Market Area by 2020 to meet the current population growth trend.
University Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>Texas Southern University</th>
<th>Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>43,193</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>39,336</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>38,252</td>
<td></td>
</tr>
</tbody>
</table>

UH Main Campus and TSU are estimated to add nearly 5,000 students to total enrollment by the year 2020.

Average Number of Commuters into Competitive Market Area on a weekday

21,000

Source: Texas Southern University Enrollment Report 2020, Rice University, CDS Market Research.
Retail development will occur once new residential development begins, including townhomes and campus housing.
NEW HIGHER DENSITY HOUSING IS SLOWLY BEGINNING TO MOVE INTO THE WESTERN PART OF THE COMPETITIVE MARKET AREA – DUE TO DEMAND SPILLING OVER FROM THE MEDICAL CENTER

HOUSEHOLD SIZE

<table>
<thead>
<tr>
<th>Household size</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-person</td>
<td>24%</td>
</tr>
<tr>
<td>2-person</td>
<td>24%</td>
</tr>
<tr>
<td>3-person</td>
<td>17%</td>
</tr>
<tr>
<td>4-person</td>
<td>16%</td>
</tr>
<tr>
<td>5-7-person</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: American Community Service Census Data 2012
The figures above represent the inventory of the existing businesses and shopping centers within the Competitive Market Area grouped into major categories (restaurants, financial, auto repair, convenience stores, salons, grocery stores, health related, clothing shops and bars).

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>35</td>
</tr>
<tr>
<td>Financial</td>
<td>17</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>8</td>
</tr>
<tr>
<td>Convenience Stores</td>
<td>9</td>
</tr>
<tr>
<td>Salons</td>
<td>17</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>4</td>
</tr>
<tr>
<td>Health Related</td>
<td>3</td>
</tr>
<tr>
<td>Clothing Shops</td>
<td>11</td>
</tr>
<tr>
<td>Bars</td>
<td>5</td>
</tr>
</tbody>
</table>

MACGREGOR PARK / MLK JR. STATION

HIGH DEMAND FOR STUDENT HOUSING NEAR THE UH-MAIN CAMPUS AND AT LIGHT RAIL ACCESSIBLE LOCATIONS

LONG-TERM SCENARIO
New higher density housing for future townhome development is slowly beginning to move along Old Spanish Trail and Griggs Road.

Palm Center Transit Center Station

MEDIAN HOME VALUE INCREASE

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$87,828</td>
<td>$52,842</td>
<td>+66%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$40,791</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$73,642</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

VILLAGES AT PALM CENTER

- 222 HOUSING UNITS
- 16,000 SF OF RETAIL SPACE

EaDo / Stadium
Elgin / Third Ward
McGregor Park / NIK Jr.
Leeland / Third Ward
University Oaks
EaDo / Stadium
Elgin / Third Ward
Robertson / UH / TSU
UH South / University Oaks
Robertson / UH / TSU
Leeland / Third Ward
Palm Center Transit Center
The Palm Center redevelopment master plan will be a community game changer.

Source: US Census, 2010

-$25%$

+$17%$

$±$10,000

HALF MILE RADIUS

CMA

ESTIMATED MEDIAN HOUSEHOLD INCOME INCREASE

2013

2020

LONG-TERM SCENARIO
PEDESTRIAN AND BIKE ACCESS

1. Extend signed shared bike lanes along Leeland Street east from downtown to connect with the Columbia Tap Trail, the Leeland/Third Ward rail station and the signed bike lanes along Cullen Boulevard.

2. Adding signed bike lanes to Elgin Street and connecting with bike lanes along Cullen Boulevard will provide direct bike connectivity from the station.

3. Enhance sidewalk connectivity by widening and enhancing sidewalk infrastructure within opportunity sites to the southeast of the intersection with MLK Boulevard.

ROADWAYS AND SIGNALS

1. Extend Tharp Street to connect with Cullen Boulevard.

2. Connect disjointed sections of Adair Street via the intersection with Holman Street for better street network connectivity.

3. Adjust signal timing at the intersection of MLK Boulevard and OST/US 90A to reduce extensive waiting time for pedestrians.

4. With redevelopment of the Palm Center site, overlay a mini street grid on the site by extending Cavanaugh Street across the existing Palm Center site to connect with Griggs Road.

PARKING AND OTHER AMENITIES

1. Parking and future high school school bus loading/unloading could be integrated into a higher density structure in a manner similar to the High School for the Performing and Visual Arts.

2. Add on-street parking where feasible and/or structured parking wrapped by potential mixed-use development within the station areas.

3. Add bike parking at Palm Center Transit Center Station.

4. With redevelopment of the Palm Center site, overlay a mini street grid on the site by extending Cavanaugh Street across the existing Palm Center site to connect with Griggs Road.

How Can We Work Together? Public Realm Improvements

Next Steps and Partnerships

1. Continue engagement with the Special Districts using the TOD Marketing Brochure and the framework reports.

2. Coordinate with the City of Houston (Planning, Public Works & Engineering and Economic Development Department), participating agencies and stakeholders to set up the TOD Task Force.

3. Develop a TOD Pilot Project in coordination with the City of Houston’s Economic Development Department.

4. Coordinate with HISD, UH Main campus and other educational districts and institutions to identify TOD opportunities.

5. Continue coordinating with the Housing Authority, LISC (Local Initiatives Support Corporation), the City of Houston’s Housing Department and other stakeholders to identify barriers and potential solutions for more workforce housing close to transit.

Source: http://campusvueapartments.com/, 2015
Source: CoStar, 2015