

MONT BELVIEU MAIN
LIVABLE CENTERS STUDY

PREPARED FOR H-GAC AND THE CITY OF MONT BELVIEU
NOVEMBER 2018



“DOWNTOWN LIVING, HOMETOWN LIFE”

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EXECUTIVE SUMMARY

The City of Mont Belvieu is rapidly growing and currently lacks a commercial and retail node, and with change on the horizon such as new development in the region, the construction of the Grand Parkway and new development coming on-line, now is an opportune time to forge a plan for a new main street and town center - Mont Belvieu Main.

The purpose of this document is to provide a vision for strengthening the community's mobility, housing and commercial infrastructure in an economically and environmentally responsible manner. The Land Use Framework Plan provides a healthy, sustainable, context-sensitive plan that offers diverse housing choices and multi-modal connectivity.

The recommendations herein provide a roadmap to implementation including projects, policies and programs that highlight step-by-step actions, strategies, partners and funding mechanisms to realize each component of the town center and its surrounding environs.

An interconnected and implementable public realm network of sidewalks, trails and well-designed streetscapes increases safety, mobility and quality of life.



VISION + GOALS

VISION

"DOWNTOWN LIVING, HOMETOWN LIFE."

The study recommendations work to create a new main street and city center that will serve as a destination within the community. Mont Belvieu Main will have a mix of uses and contribute to a high quality of life. The project is characterized by vital amenities such as open space and year-round activities, housing choices for all and environmental sensitivity. Varied employment choices and thriving business will be well-connected to the greater community through well-designed sidewalks, trails and streetscapes.

PROJECT HIGHLIGHTS:

- A community supported vision that was developed through public forums such as workshops, online surveys and social media. The project gained over 1,000 impressions, or nearly 15% of the population through the process.
- A mobility framework that encourages multimodal transportation through the integration of Complete Streets
- A public realm framework and guidelines that establish walkable blocks and placemaking principles
- A downtown land use plan that encourages a mix of uses and housing types
- A comprehensive open space network and stormwater Best Management Practices to guide Low Impact Design
- Recommended changes to land use and zoning to allow for mixed use and greater density in the Study Area

GOALS

COMPONENTS OF A FRAMEWORK

Develop a framework that is innovative with place-based recommendations that are economically sound, community supported, environmentally responsible and artfully integrated into the context of Mont Belvieu.

1



PUBLIC REALM: Create vital amenities that address lighting, wayfinding, connectivity, human comfort, parks and cultural venues.

2



MOBILITY: Develop greater mobility through trail connectivity, parking strategies, on-street bike networks and transit options for all.

3



SUSTAINABLE GROWTH + ECONOMY: Guide future development that generates return on investment and creates a localized economy where residents may age in place.

4



FUNDING: Generate funding mechanisms for a catalyst project(s) that will guide the City towards an implementable 5-year plan.

5



INFRASTRUCTURE: Build for resiliency and capacity by integrating infrastructural systems and stormwater management with anticipated population growth.

CATALYST PROJECTS

INFRASTRUCTURE IN SUPPORT OF DEVELOPMENT

The following projects were identified as ways to "kick-start" the development of a Town Center in Mont Belvieu. These are predominantly public projects that provide the City and its civic partners a way to entice development, minimize risk and increase mobility.

1



ARTERIAL ROAD RECONSTRUCTION: Expand FM 565 and Eagle Drive North to accommodate traffic, incentivize retail development and increase mobility options.

2



GREENWAY FRAMEWORK: Implement greenways along easements to develop the mobility framework of the Study Area, leading to an increase in property values and access.

3



MAIN STREET AXIS: Implement Main Street from Eagle Drive to FM 565, including the perpendicular "Mixed-Use Boulevard" that leads to green space and housing.

4



PARKS: Build the drainage park and secure open space to attract development, increase resiliency through stormwater management and incentivize low impact design.

5



CITY HALL: Renovate/expand City Hall outward towards the town center park. Expansion will accommodate more public services in response to population growth.

STUDY AREA DEVELOPMENT FRAMEWORK

LAND USE SUMMARY

The project proposes a mix of uses with multiple and interconnected mobility options. A more dense and intensely active core is surrounded by less dense land uses. This comprehensive approach to development within the City provides the necessary population support for a thriving town center.

Figure 1: Regulating Plan | Study Area



- | | | | |
|--------------------------|---------------------------------------|-----------------------------|----------------------|
| --- Study Area | Proposed Trails (on/off-street) | ■ Proposed Greenways | ■ Retail |
| — Existing Roadways | — Proposed Roadways | ■ Proposed Parks/Open Space | ■ Main Street Retail |
| - - - Existing Pipelines | ⊙ Proposed Traffic Signals | ■ Civic/Institutional | ■ Mixed-use |
| == Freeways | ⊕ Trailheads/Connections | ■ Hospitality/Entertainment | ■ Multi-family |
| | | | ■ Single-family |

MARKET DEMAND

The Market Assessment illustrates that additional retail space marketed to neighborhood level restaurants, bars, entertainment and health/fitness venues would be expected thrive in the Study Area, related in part to the relatively fast growth in residential development and employment in the Study Area. Below is a summary of the demand within the Competitive Market Area (CMA) and the capture rate for the Study Area and the Mont Belvieu Main Town Center. The capture rate is conservative given several factors that make this area more competitive within the CMA.

- The presence of Barbers Hill School District: regarded as one of the best school districts in the state of Texas
- A positive job market in the industrial sector
- Development incentives such as the local [STAR Program](#) (Supplemental Detention Criteria)
- Higher than average home values and income ranges relative to the rest of the CMA (see Market Assessment)

LAND USE	POTENTIAL CAPTURE RATE	CMA DEMAND 2020-2030	KEY FACTS
Retail	17%	VARIES	RETAIL: <ul style="list-style-type: none"> » Current absorption is positive » Retail Leakage = \$22,676,255
Office	>1%	522,288 SQUARE FEET	OFFICE: <ul style="list-style-type: none"> » Current absorption is negative but expected to grow » Class B and C Market
Industrial	5%	2,192,751 SQUARE FEET	INDUSTRIAL <ul style="list-style-type: none"> » Study Area is a prime location for additional light industrial such as distribution
Single Family Housing	4%	9,696 UNITS	SINGLE FAMILY <ul style="list-style-type: none"> » The average home value in Mont Belvieu is 50% higher than the average of the CMA
Multi-Family Housing	2.5%	3,676 UNITS	MULTIFAMILY <ul style="list-style-type: none"> » Current absorption is positive » Townhomes are a key product for this growing market
Senior Housing	100%	1,467 UNITS	SENIOR HOUSING <ul style="list-style-type: none"> » As of 2018 only one market rate senior housing complex exists in the CMA » 23% growth rate

TOWN CENTER REGULATING PLAN

Figure 2: Regulating Plan | Town Center



- | | | |
|-----------------------------------|--------------------------------|-----------------------------|
| --- Study Area | ⊗ Proposed Traffic Signals | ■ Hospitality/Entertainment |
| — Existing Roadways | - - - Mont Belvieu Main Core | ■ Retail |
| - - - Existing Pipelines | - - - Greater Town Center Area | ▨ Main Street Retail |
| == Freeways | ■ Proposed Parks/Open Space | ■ Mixed-use |
| ⋯ Proposed Trails (on/off-street) | ■ Proposed Greenways | ■ Multi-family |
| — Proposed Roadways | ■ Civic/Institutional | ■ Single-family |

MONT BELVIEU MAIN

The proposal for a new town center, Mont Belvieu Main, within the rapidly growing heart of Mont Belvieu offers a rich opportunity to solidify the identity of Mont Belvieu as a close-knit community that is facing pressures from rapid growth within the region. The regulating plan for the Town Center and the supportive framework plans, proposed development and associated infrastructure will ensure that the small town feel of Mont Belvieu is maintained while providing housing and retail options for a growing population. Within Mont Belvieu Main, City Hall will act as the anchor to the retail and commercial core. The project emphasizes the integration of a town center park at the core of the site to promote activity, extend the public commons and provide a new backyard to the City's nexus of civic life. Additionally, constraints such as pipeline easements and existing drainage areas were considered and helped to drive the layout of the land use plan, ensuring that recommendations are realistic and achievable.



City Hall will act as the anchor to Mont Belvieu Main. The project emphasizes the integration of a town center park at the core of the site to promote activity, extend the public commons and provide a new backyard to the City's nexus of civic life.



INTRODUCTION

The goal of the Mont Belvieu Livable Centers study is to create a framework for the implementation of a town center or downtown core that will act as the heart of the City and foster new activity and amenities for a growing population. Currently, many of the residents travel outside of the city limits for basic retail needs and public space. Filling this gap will sustain and supply a growing population with a vital public realm, walkable neighborhoods, diversity in employment and housing options. This chapter will outline a common vision derived from the engagement process, goals needed to achieve a livable community and the study process.

Vision | To create a new main street and city center that will serve as a destination within the community, Mont Belvieu Main will have a mix of uses and contribute to a high quality of life.



WHAT IS A LIVABLE CENTERS STUDY + WHY IS THE CITY CONDUCTING THE STUDY?

Houston-Galveston Area Council (H-GAC) is partnering with the City of Mont Belvieu to conduct this livable centers study. H-GAC works with local communities to identify specific goals and recommendations related to mobility, open spaces, infrastructure, market trends/land use and development. In addition, it encompasses a process by which the community derives a common vision, focuses on places where people can live, work, and play without the reliance on automobiles with an implementation strategy to fulfill a near-term and/or long-term vision. The City is conducting the study to:

- Improve multimodal access to and within City.
- Envision a framework for investment in a town center.
- Generate economic development through market opportunities.
- Create quality, walkable and mixed-use places.
- Leverage private investment from public improvements.
- Plan for important public realm components (streets, sidewalks, trails).
- Brand the town center through architectural and site planning strategies.
- Improve infrastructure and promote use of Low Impact Design (LID) and Stormwater Best Practices.

PARTS OF THE STUDY

The overall purpose of this study is to derive a conceptual design framework of the City's new town center to address the components mentioned above. Parts of the study include urban design strategies for the town center particularly as it relates to streetscapes, block size and configuration, open space and relationship of building to the public realm. Market analysis is a component that is important to assess land uses that are in demand in the region, any leakage being lost to neighboring towns and analyzing future growth trends in terms of square footage appropriate for the town center and its surrounding context. Site planning principles and form will then inform physical characteristics of the town center. Infrastructure and best practices associated with managing stormwater will be vital for a growing City like Mont Belvieu. Lastly, recommendations made for each of these components will be presented and tested with the public and stakeholders in several meetings with accompanying online surveys to gain consensus and arrive at a common vision.

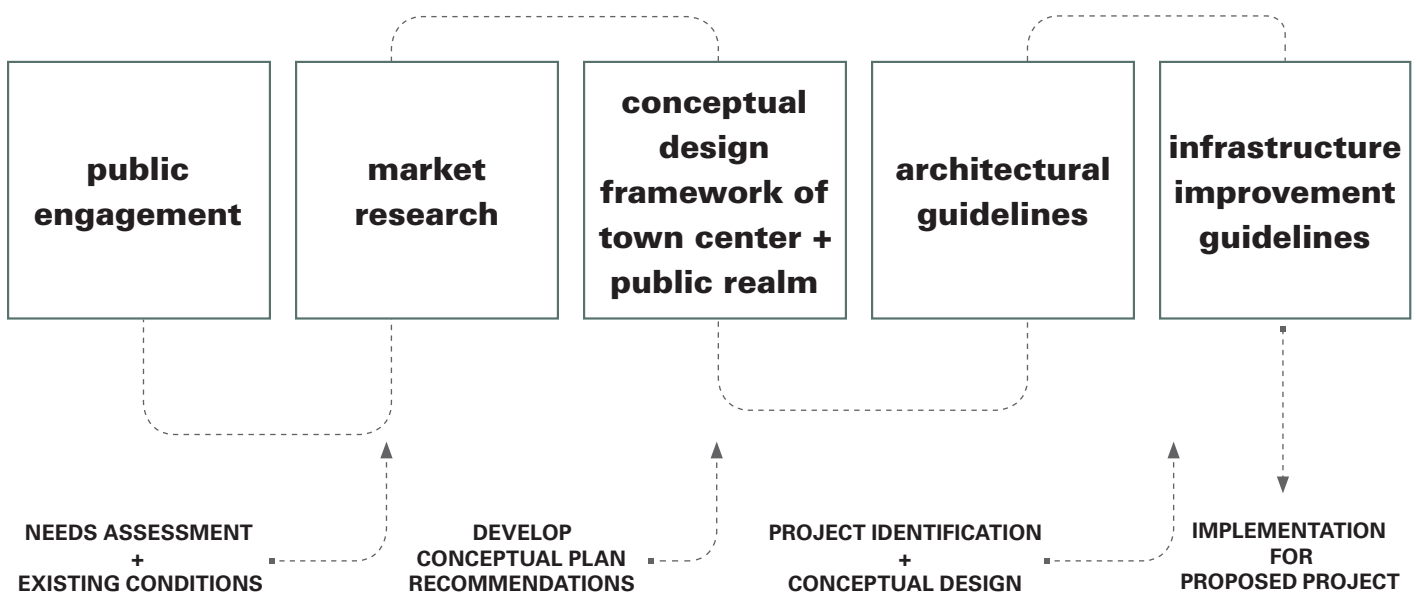



Figure 3: Parts of the Study



Varied employment choices and thriving business will be well-connected to the greater community through well-designed sidewalks, trails and streetscapes.

OVERVIEW

Mont Belvieu, as a growing area of east Texas, retains many of the charms of a smaller town where the community is tight-knit, and consists of many who wish to age-in-place. However, it lacks a downtown or main street core. As further expansion and increase in density occurs with the potential for a downtown core, it will be vital to capture and maintain the sense of place for the City of Mont Belvieu as a location for “downtown living, hometown life.”

VISION

The Design Workshop team developed a concept for a new downtown in Mont Belvieu, which will create a new main street and city center that will serve as a destination within the community, which will have a mix of uses and contribute to a high quality of life. The project will be characterized by vital amenities such as open space and year-round activities, housing choices for all, and environmental sensitivity. Varied employment choices and thriving business will be well-connected to the greater community through well-designed sidewalks, trails and streetscapes. The study develop a critical vision that is situated within the context of existing and planned corridors, particularly the development of the Grand Parkway.

PROJECT TIMELINE

The timeline of this livable centers study lasted a period of eleven months, encompassing a number of public workshops, several online surveys post workshop and a concluding presentation to the City where the final concept and implementation steps were delivered. The summary memorandum herein documents the project process and includes a final concept recommendation plan.

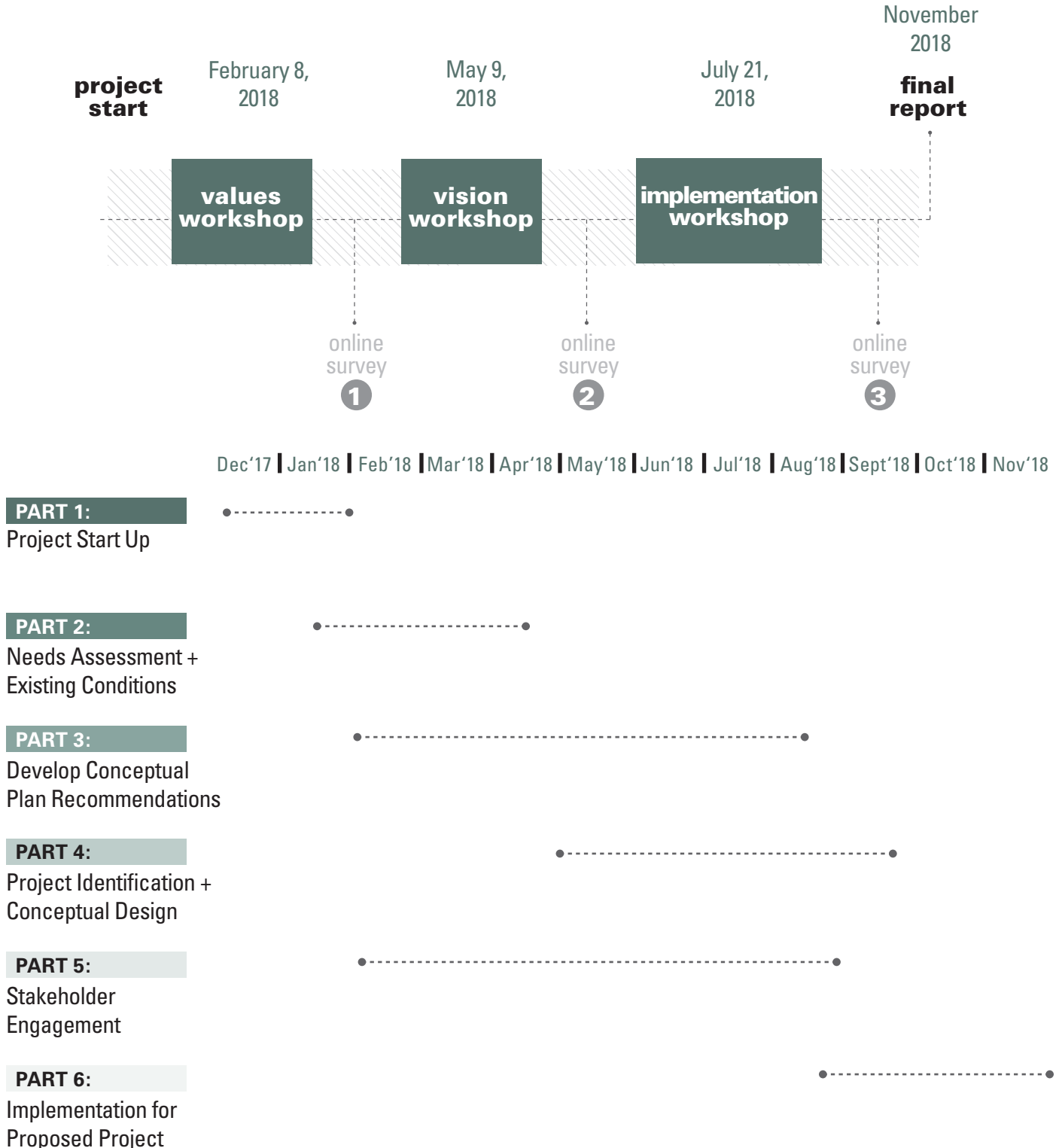


Figure 4: Project Timeline

PROJECT APPROACH

PROJECT CHALLENGE

Mont Belvieu is growing rapidly and demands a strong, feasible and implementable vision for a future downtown in the City, at the intersection of Eagle Drive and FM 565. This new vision includes strategies for the corridors leading into the City, including the intersection at the future Grand Parkway, as well as the surrounding environs within the Study Area. How do we ensure that recommendations strengthen the area's existing best characteristics while providing achievable strategies and a road map for attracting development and implementing improvements over time? How do we ensure the plan is adaptable, ensures retail development is place-based and value added, while preventing the City from developing reactively rather than proactively in response to the Grand Parkway? How do we engage property owners, businesses, schools, as well as residents? How do we create a plan that builds for resiliency and incorporates existing drainage canals as part of a larger open space network?

APPROACH

The project will develop recommendations for amenities and a mix of uses that attract both residents and visitors, provide a secure and safe place to live, raise a family, start a business and grow old. Recommendations will include specific and prioritized action steps to achieve the vision and will be based on market research analysis. Recommended projects and/or strategies will include implementation steps, which will identify proposed implementation timing and funding opportunities.

This will be achieved through:

- Establishing the City Hall Complex as the nexus of downtown development and activity.
- Promoting destination and service oriented land uses.
- Planning for a street block framework that provides a contextually dense and walkable urban core, utilizing innovative planning and urban design practices.
- Encouraging vertical and lateral mixed use, while increasing diversity of economic and development opportunities.
- Developing Site Planning Principles.
- Benchmarking and provision of recommendations for Stormwater Best Management Practices.
- Addressing barriers to increased pedestrian and bicycle connectivity by linking to trail connections and safety for pedestrians and cyclists.
- Attracting development by creating a flexible plan that allows for growth over time.
- Developing funding mechanisms such as public-private partnerships, management districts, public improvement districts, grants and other investment opportunities.
- Expansion and growth of public partnerships and incentives to create an economic hub for Mont Belvieu.
- Analyzing and potentially recommending changes to zoning and/or city codes and ordinances.
- Analyzing and provisioning recommendations for access to public parks and open spaces for recreation.
- Inclusionary planning that develops housing options for people at all stages of life.
- Community input that guides the recommendations for a new downtown core.

The project will be characterized by vital amenities such as open space and year-round activities, housing choices for all, and environmental sensitivity.



LIVABILITY PRINCIPLES - UNIVERSAL TRUTHS THAT ARE COMMONLY ACCEPTED



1

COMMUNITY

- Creation of quality, walkable and mixed-use places that improve the lives of existing populace.
- Development of multi-modal transportation choices, including connectivity within the area as well as to destinations outside of the area.



2

ART

- Planning and conceptual design of street, sidewalk, trail, signage and lighting improvements, including developing benefits estimates.



ENVIRONMENT

- Improvement of health and environmental quality.
- Sustainable growth and capacity over a period of time.
- Estimation of potential for private investment to be leveraged from public improvements.



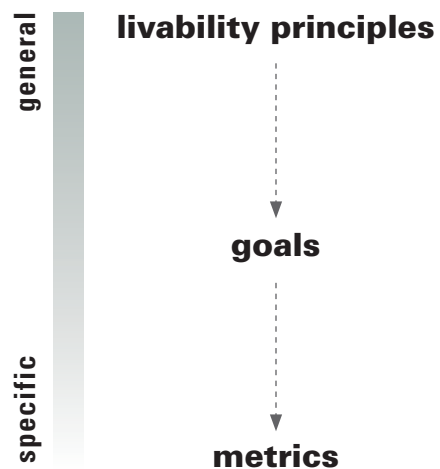
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ECONOMY

- Promotion of investment in downtown areas.
- Promotion of economic development, with emphasis on both the tools to promote entrepreneurship and small business growth, as well as expansion or location of large scale businesses.

GOALS + METRICS

Through a thorough outreach process, the community and the project team identified and weighed five common goals that provide a framework for future recommendations and bolster the City's sense of place. These goals are related to livability principles by specifying objectives that are particularly important for the City of Mont Belvieu to achieve. The community expressed a desire to focus on public realm amenities, mobility and walkability, sustainable growth and economic vitality, implementable steps towards funding pilot projects and infrastructural capacity for a growing population. A set of metrics are then keyed to each goal to ensure recommendations are measurable and, in essence, fulfill the goals. These metrics should be monitored throughout the Town Center implementation process to track change and progress.



Sources:
 1. Garden Inspiration. 2017. "Beautiful Collection Community Vegetable Garden Project." Accessed June 1, 2018. <https://gardendecor.us/community-vegetable-garden-project>.
 2. The Matthews Opera House & Arts Center. 2017. "BHSU Students Persevere Through Snow While Creating #LinkingFences." Accessed June 1, 2018 www.matthewsopera.com/community-1/.
 3. Urban Land Institute. 2015. "ULI Case Studies." Accessed June 1, 2018. <http://casestudies.uli.org/citycentre-houston/>.

GOALS + METRICS

1



PUBLIC REALM: Create vital amenities that address lighting, wayfinding, connectivity, human comfort, parks and cultural venues.

METRICS

1. Number of streets with amenities.
2. Park distribution and connectivity in the City.
3. Acres of parks city-wide
4. Diversity of park programming for all ages.
5. Number of cultural/architectural offerings in the City.
6. Percent of population within a 10-minute walk of amenities

2



MOBILITY: Develop greater mobility through trail connectivity, parking strategies, on-street networks bike transit options for all.

METRICS

1. Number of streets that are ADA-accessible.
2. Number of streets that accommodate bicyclists.
3. Number of streets with sidewalks.
4. Number of capital improvement projects.
5. Projected average daily traffic (ADT) along Grand Parkway alignment.
6. Number of entry roads into Mont Belvieu's downtown core.

3



SUSTAINABLE GROWTH + ECONOMY: Guide future development that generates return on investment and creates a localized economy where residents may age in place.

METRICS

1. Number of local and regional investments.
2. Supply and demand of commercial to residential ratio (leakage included).
3. City population density (H-GAC current vs. projected).
4. Capital improvement dollars available vs. capital improvement dollars needed.
5. Percentage of public service housing units to market rate. Percentage of land uses and diversity of housing products.

4



FUNDING: Generate funding mechanisms for a catalyst project(s) that will guide the City towards an implementable 5-year plan.

METRICS

1. Number of City grants and funds/380 agreements (5-10 year, 10-20 year).
2. Number of PID and/or management districts created (5-10 year, 10-20 year).
3. Number of public-private partnerships (5-10 year, 10-20 year).
4. Number of TIP/BUILD grants (5-10 year, 10-20 year).
5. Percent of City funds used directly towards project(s) implementation

5



INFRASTRUCTURE: Build for resiliency and capacity by integrating infrastructural systems and stormwater management with anticipated population growth.

METRICS

1. Sustainability ratings (LEED - ND, SITES)
2. Number of low impact development strategies utilized from City development standards and this document.
3. Area(s) in acres that implement Low Impact Design

REGIONAL AND MOBILITY PLAN SUMMARIES


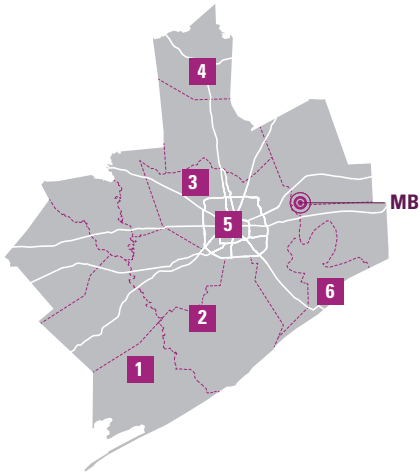

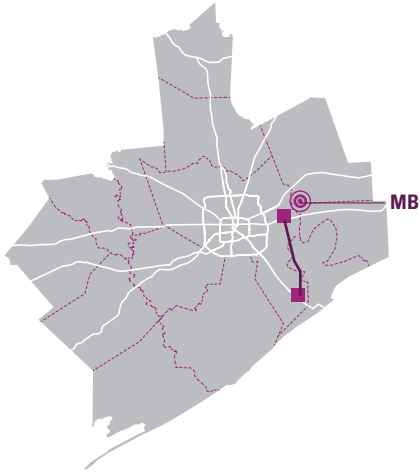
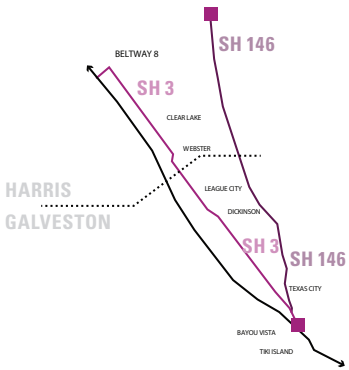
PLAN	SUMMARY	SYNTHESIS MAP
<p data-bbox="126 296 475 323">H-GAC Our Great Region 2040 Plan</p> 	<p data-bbox="592 296 1078 806">Our Great Region 2040 is a high-level plan whose aim is to create rich places to live, work, and succeed, as defined by measurable goals. Recommendations build on local initiatives and six topics of focus: Economic Development, Environment, Healthy Communities, Housing, Transportation and Resiliency. Several case studies were selected from a variety of entities and examined based on each topic. They provide a toolbox of action and practices that can be used by other communities in the region as they respond to similar challenges and opportunities.</p>	
<p data-bbox="126 1031 505 1058">H-GAC SH146 Corridor Mobility Study</p> 	<p data-bbox="592 1031 1097 1472">The H-GAC SH 146 Corridor Major Investment Study (MIS) was initiated in late 1999 to evaluate the transportation needs of SH 146. The primary goal of the study was to identify the transportation needs of the corridor within a 20-year timeframe, its area extending along SH 146 and serving communities of Houston, Bayou Vista, Clear Lake Shores, Galveston, Pasadena, Seabrook Shoreacres, Baytown and Dear Park (24-miles long; 0.5miles east of SH 146 to 0.5 miles west of SH 146).</p>	 

Table 1: Summary of Mobility Plans

KEY FINDINGS / NEEDS

OPPORTUNITIES / RECOMMENDATIONS

- 1. Bay City North Downtown Plan (ECONOMIC DEVELOPMENT)** - Improve opportunities for life-long learning; Expand programs to improve job and financial skills; Promote business attractions and retention efforts through financial and multi-jurisdictional coordination; Institute a “buy local, make local, grow local” campaign.
- 2. Brazoria County Plan for Public Parks and Sustainable Development (ENVIRONMENT)** - Watershed protection plans; Increase water storage and distribution capacity; Increase awareness of economic benefits of environmental systems; Use low-impact development best practices; Promote efficient resource management.
- 3. Cypress Creek Greenway (HEALTHY COMMUNITIES)** - Establish regional infrastructure and distribution networks for local agriculture; Increase access to sidewalks, bikeways, and park space; Expand availability of health and public services.
- 4. Huntsville (HOUSING)** - Develop local housing plans; Provide financial incentives for developers to build diverse housing types near economic/transit centers; Identify gaps in quality and supply of regional housing stock; Enforce local housing codes and standards to maintain safe and healthy housing.
- 5. City of Houston Urban Development Framework (TRANSPORTATION)** - Improve efficiency of freight movement; Optimize existing transportation network for efficiency and capacity; Implement policies to improve multimodal network to economic centers.
- 6. City of Galveston Sustainable Return on Investment (RESILIENCY)** - Develop integrated storm defense systems; Develop rapid recovery plan to help residences and businesses; Enhance coordination of evacuation planning; Improve regional air quality and reduce regional greenhouse gas emissions; Support innovative adaptation strategies to help communities prepare for natural disasters; Create educational programs for natural disasters.

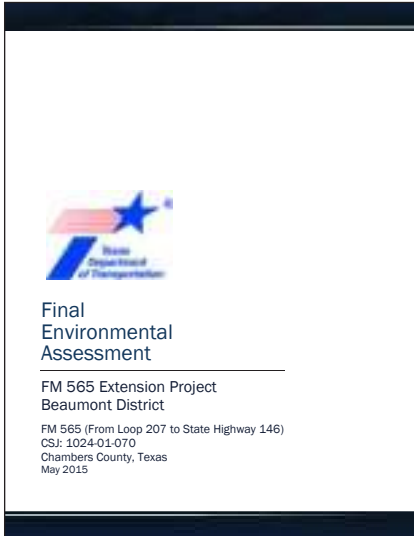
- 1. Traffic Congestion** - On the north and mid section of corridor (particularly near Mont Belvieu), demand exceeds capacity during both a.m. and p.m. daily commute periods.
- 2. Facility Improvement Needs** - Many sections need major pavement maintenance or overlay construction.
- 3. Parallel Route and Evacuation** - Additional modes of transportation along with alternative evacuation options are safety concerns that need to be addressed; Roadway flooding contributes to reduced capacity/congestion.
- 4. Community/ Environmental** - Portions do not meet requirements for truck turning access; Number of trains traveling in and out of the ports, requiring crossings with slower train speeds, in turn, creating bottlenecks; A number of attractions/businesses are important to the economy of the corridor.

Utilizing a “mix-n-match” process, combination of planning concepts were defined, resulting in the following alternatives:

- No-build Alternative
- Transportation System Management Alternative
- Arterial Alternative
- Arterial with grade separation at major intersections Alternative
- Arterial with access road Alternative
- Arterial with Express Lanes grade separated at major intersections Alternative
- Freeway with Frontage Roads + potential future HOV lanes Alternative
- Alignment option Alternative
- Truck Lanes Alternative
- Transit Alternative
- HOV Lanes Alternative

PLAN

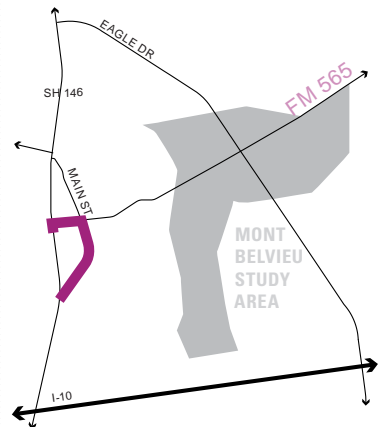
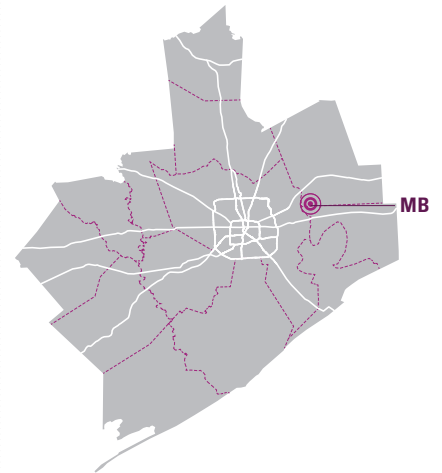
FM 565 Alignment Study



SUMMARY

Enterprise Products Operating LLC and TxDOT conducted an alignment study for the proposed extension of FM 565 from Loop 207 to SH 146 in Mont Belvieu to enhance mobility and improve safety in the area.

SYNTHESIS MAP



Grand Parkway Alignment Study



The Grand Parkway segments H and I-1 are part of a planned 180+ miles circumferential loop around the greater Houston metropolitan area. Of the 11 segments, Segments H and I-1 are two segments located on the northeast side of the greater Houston metropolitan area. The study area is generally bound by FM 2090 in the north, I-10E on the south, US59/I-69N and FM 2100 on the west and SH 146 on the east (Montgomery, Harris, Liberty and Chambers counties).

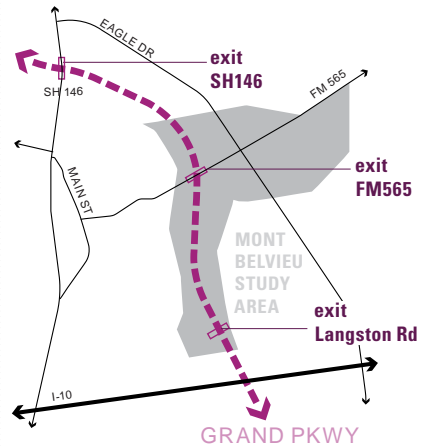


Table 2: Summary of Mobility Plans

KEY FINDINGS / NEEDS

Currently, the west end of FM 565 terminates at the intersection with Loop 207 and individuals must travel north or south on Loop 207 to reach SH 146. SH 146 serves as the route into and out of Mont Belvieu from I-10. The existing FM 565, east of the Loop 207 intersection, consists of two 11-foot wide travel lanes with 2-foot wide berm-like shoulders.

Improvements and extensions to FM 565 are necessary because the intersections of Loop 207 and FM 565 with SH 146 have long been a public safety concern for the City of Mont Belvieu. Accident data from the City Police Department shows that there were a total of 62 accidents between 2009 and 2013 at the two intersections, significant for the size and population of the area.

- Existing FM 565 main lanes do not currently include bike or pedestrian facilities (not TxDOT required).
- The 10-foot wide paved shoulders may be utilized by bicycles or pedestrians in emergencies.
- Current proposal does not prevent designated accommodations for pedestrians and cyclists as part of future development.

The Segments H and I-1 need to address a discontinuous system linkage, decreased mobility, compromised safety, and the lack of infrastructure to support population growth.

- Lack of connections to major radial roadways, suburban communities, local ports and industries.
- Existing and future transportation demand of the study area exceeds the capacity of the local roadways.
- The study area's roadways have high crash rates.
- Population growth within the study area is expected to place an even greater strain on the existing transportation infrastructure.

OPPORTUNITIES / RECOMMENDATIONS

Proposed improvements include:

- Constructing a new roadway that meets TxDOT standards to extend FM 565.
- Install a traffic signal at FM 565/SH 146 intersection.
- Provide turn lanes on FM 565 + SH 146.
- Close portion of the south end of Loop 207 between FM 565 and SH 146, leaving Higgins St. and Williams St. open for public access.
- Traffic signals at SH 146/Loop 207 will be removed.

Proposed improvements include:

- Two outer 128-foot buffer zones within 400' right of way
- Two outer 10-foot shoulder lanes
- Two 12-foot lanes in either direction
- Two inner 6-foot shoulder lanes
- 64-foot median

Three important exits will be provided to the City of Mont Belvieu including Langston Road, FM 565, and SH 146.

MONT BELVIEU PLAN SUMMARIES

PLAN

2035 Comprehensive Plan



Mont Belvieu Home Rule Charter -

Established in 2013, this provides the City the authority to annex land, govern density and determine public realm infrastructure improvements to best meet the needs of its citizens.

Tools for Influencing Growth Identified in Comprehensive Plan:

- Long-range planning
- Annexation
- Non-Annexation Agreements
- Subdivision regulations
- Development agreements
- Impact fee assessment
- Multi-year capital improvements programming
- Joint Powers Agreements
- Public Improvement Districts
- City/County coordination

SUMMARY

The City of Mont Belvieu Comprehensive Plan (Comp. Plan, the Plan) is a long-range vision that will guide private and public development of the City and its surrounding environs within the Extraterritorial Jurisdiction (ETJ) through 2035. A key recommendation of the Comp. Plan, and impetus for this study, was the need for planning and implementation of a retail and commercial core within the City. As such, a Town Center that allows community members to live, work and shop within the City is a guiding principal set forth from the Plan and will continue the legacy of Mont Belvieu as a net job producer.

Historic population trends and projected fast-paced growth with population increase of nearly 25,000 people by 2035 could have potentially adverse consequences if growth and development is not managed. Core issues outlined within the Plan include erosion of community character and demarcation of a clear city edge, environmental degradation, overburdened infrastructure, potentially uncoordinated planning and lack of essential public services. These potential consequences were addressed through the recommendation of:

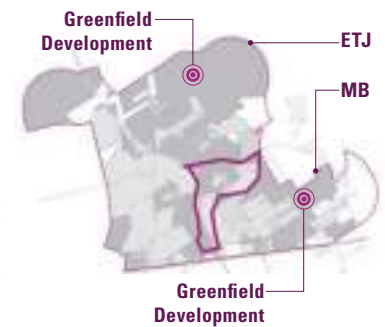
- Smart growth planning including targeted annexation, thoroughfare planning, subdivision regulations, minimizing peripheral growth and economic development
- Provisioning of public services such as facilities, personnel and infrastructure that match the pace of growth
- Greenfield development to provide retail, commercial and housing
- Use of public-private partnerships and tax increment reinvestment zones (TIRZ)

SYNTHESIS MAP

FUTURE LAND USE



PROPOSED INCREASED DEVELOPMENT



THOROUGHFARE PLANS

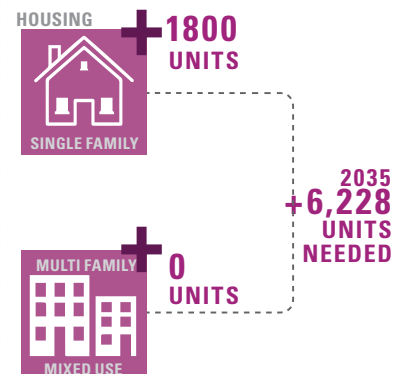
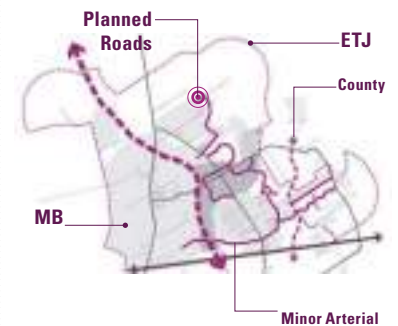


Table 3: Summary of Mont Belvieu Previous Plans

KEY FINDINGS / NEEDS

Findings:

- 1. Demographics** - Mont Belvieu is rapidly changing, growing by 65 percent in just under two decades, with a projected population of over 30,000 by 2035. The majority of jobs are held by individuals in the manufacturing and education sectors, with a median household income that is \$18,000 higher than the Houston MSA. The projected demographic makeup of the City will be composed of majority white individuals around 40 years of age or older. An aging population demands alternative modes of development to allow for aging-in-place, as well as attracting young professionals to the city.
- 2. Need for a Town Center** - A lack of a downtown core coupled with strong residential growth in the past as well as growing pressures in the future illustrate the need for a commercial and retail core that will increase revenue, develop a sense of place and attract businesses while diversifying the job market.
- 3. Lack of Continuous Sidewalks**- A need for connected, continuous pedestrian realm infrastructure including sidewalks, trails and bike lanes is necessary for balancing all mobility needs.

Needs:

- 1. Housing** - The Comp. Plan lacks clarity and direction on the need for mixed-use, mixed-income housing relative to projected demographic trends and the development of retail, commercial and business park land uses that will require housing a demographic (public service employees, young professionals and workforce) that is not currently met with Mont Belvieu's housing stock. The Comp. Plan recommends only single-family detached housing.
- 2. Transportation Infrastructure** - proposed roads should be conducive to moving traffic while creating a pedestrian friendly environment, developing nodes of activity and connecting into existing roads or a legible grid. Standards for thoroughfare street design:
 - Major Arterial = 120 foot Right of Way
 - Minor Arterial = 100 foot Right of Way
 - Collector (with median) = 80 foot Right of Way
 - Collector = 60 foot Right of Way

OPPORTUNITIES / RECOMMENDATIONS

Proposed improvements include:

- Development of a new Town Center with already planned adjacent housing developments.
- Ability for the Livable Centers Study to supplement the Comp. Plan by recommending more diverse housing choices that truly respond to demographics and future needs of the City.
- Brand Recognition.
- Development of a primary gateway off of the planned Grand Parkway.
- Develop a continuous pedestrian network within the Study Area, while providing trail connections that supplement existing and proposed systems.
- Reduce greenfield development for housing through right-sized, more dense housing development around the core of the Town Center.
- Address the gap in the Comp. Plan recommendations for housing:
 - » 1,800 Proposed - 11,866 future residents served.
 - » 6,228 more housing units needed - 18,249 residents not served
- Provide diverse housing choices that feature the same strong identity and higher-end stock in-line with what currently exists within Mont Belvieu. The Comp. Plan highlights an increase in trends towards "Life-Cycle Housing" that provides the ability to age-in-place. The need for smaller, lower maintenance homes for young professionals and elderly citizens presents an opportunity to integrate thoughtful single-family attached and multifamily housing choices within the Study Area of the new Town Center, while maintaining the character of the community.

Develop Public-Private Partnerships

- » The Town Center will be able to act as a catalyst for public-private investment partnerships to ensure the public demand for more commercial space and support services are met.

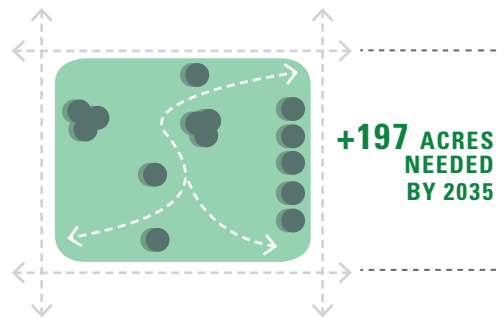
PLAN

Parks and Recreation Master Plan



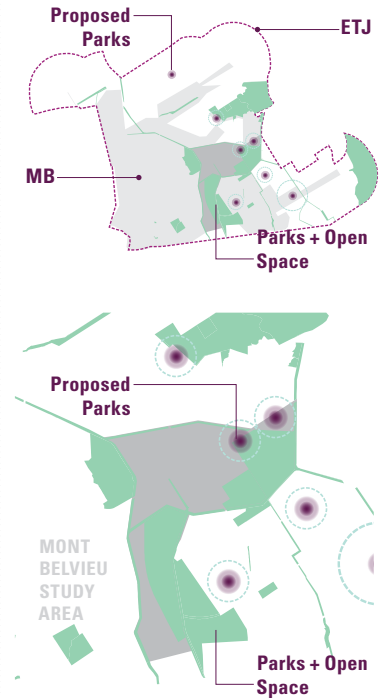
SUMMARY

The Parks and Recreation Master Plan provides a comprehensive inventory and series of recommendations for the interrelated open space systems in Mont Belvieu and the larger ETJ area. The purpose is to ensure any future deficits are understood and met with proper planning and implementation as a means to stay a competitive place to live, work and recreate.



SYNTHESIS MAP

PROPOSED PARK LOCATIONS



Trails Master Plan



The Mont Belvieu Trails Master Plan acts as a supplemental document to the Comprehensive Plan and provides series of recommendations that focus on enhancement of pedestrian networks through regional trails, on/off street bike networks and continuous sidewalks within the public realm.

A key component of the Trails Master Plan is to ensure that capital resources are earmarked for implementation of new trails and maintenance of the system.

The plan for future pedestrian networks provides connections throughout the ETJ, connecting to the larger area of Chambers County, which is growing at an accelerated pace relative to the region, similar to Mont Belvieu.

PROPOSED TRAIL NETWORK

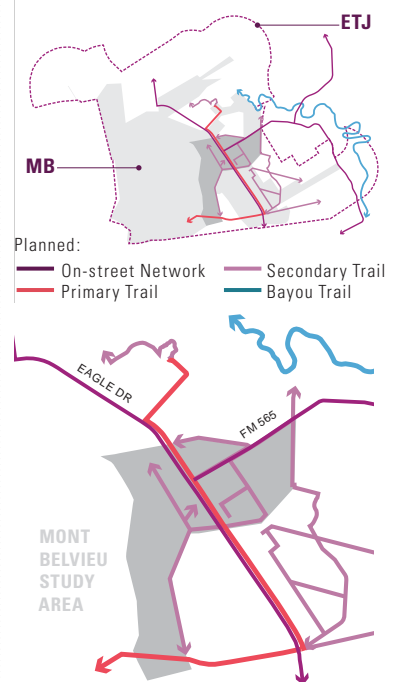


Table 4: Summary of Mont Belvieu Previous Plans

KEY FINDINGS / NEEDS

Findings:

- 1. Increase Open Space** - To meet the growing demand of a population in excess of 30,000 by 2035 there will need to be 197.5 additional acres of Neighborhood and Community Parks.
- 2. 2035 Facility Deficit** - Given growth projections, the Comp. Plan identified deficits in park and recreational facilities such as sports fields and park structures. Current capacity is unable to support future demand.
- 3. Integration of Facility Standards:** Sets forth requirements needed based on size and programming of a park. This will be instrumental in upgrading current parks as well as “right sizing” future planned parks.
- 4. Increase Programming Opportunities:** Maintain current focus on recreational fields and education while increasing parks and open space programming through skills development, family outings, outdoor recreation (hiking, biking, kayaking) and urban recreation.

Findings:

- 1. Increase Network Diversity** - The plan offers several modes of pedestrian mobility options including off-street trails (shared use paths), on-street and off-street bikeways, separated bike lanes, sidewalks and blueways which address transportation and recreation needs alike.
- 2. Plan for Future Growth** - Future growth will demand pedestrian facilities that act as connective tissue throughout the City. Coordination with other studies and proposals for mobility such as the City of Mont Belvieu Comp. Plan, City of Mont Belvieu Parks Master Plan and H-GAC Regional Bikeway Plans (2035 and 2045) provides a comprehensive approach while reducing redundancies or conflicts in planning redeterminations.
- 3. Establish Guidelines for Trail Design** - A hierarchy of trail typologies and integration of trailheads is the driving factor for location and design of the system.

OPPORTUNITIES / RECOMMENDATIONS

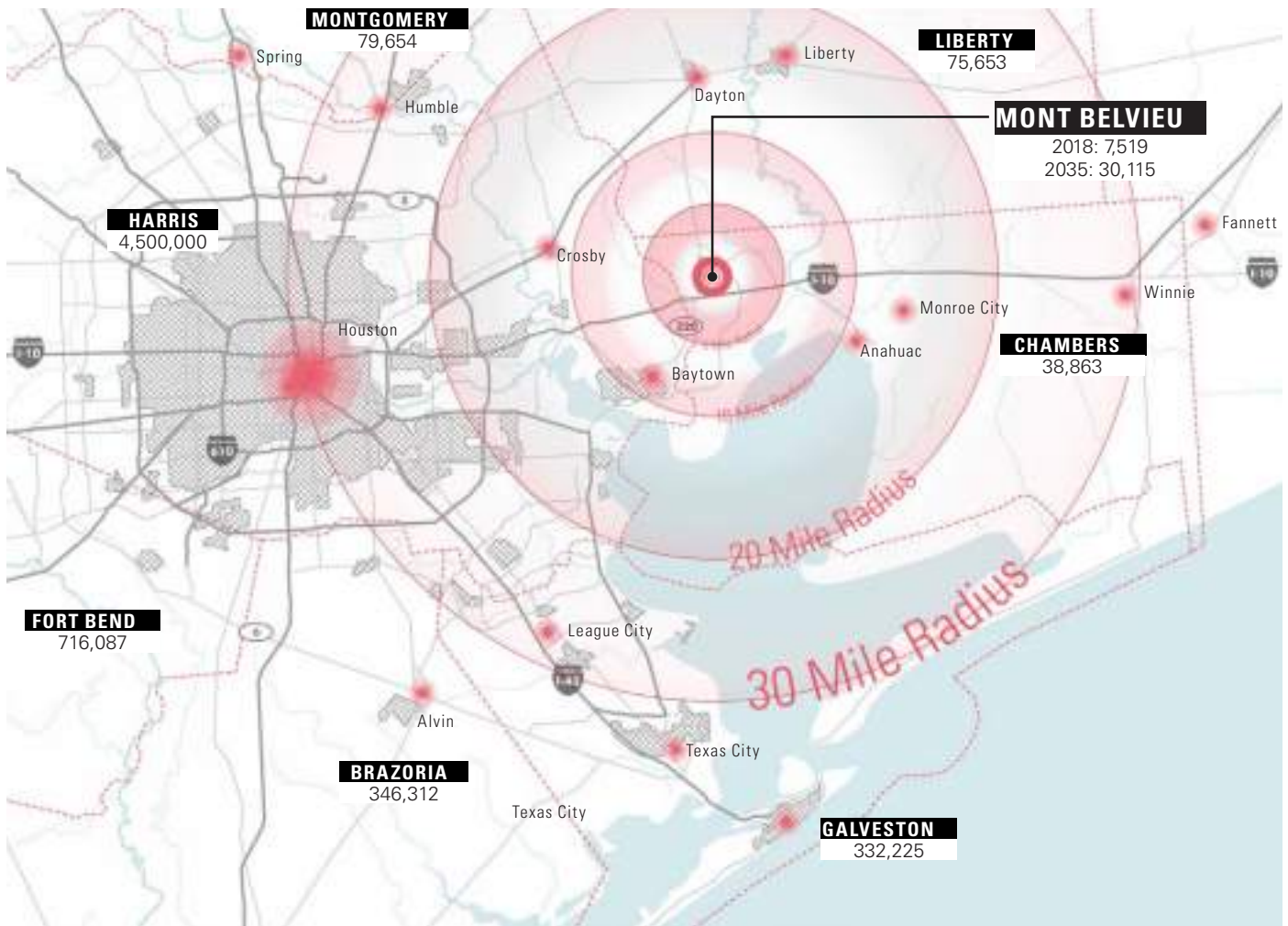
- Improvement of park facilities. Of particular relevance to the Town Center is the future need for three more neighborhood centers, a community center and a swimming pool. All of these elements create nodes of activity and often flourish with the support of adjacent residential, commercial and retail land uses that define complete communities.
 - Open space within the Town Center Area should work in concert to provide neighborhood scale amenities such as playgrounds and benches, while also meeting the recommendations and demand for an increase in diversity of programming such as wellness focused activity, markets, events and urban recreation.
 - Develop private-public partnerships to provision open space as part of future commercial, retail and residential development. This will lower the burden on the City for provisioning and maintenance of new open space amenities.
-
- Development of a Complete Street network along FM 565, Eagle Drive and any new streets within the Study Area (integrate additional pedestrian mobility options within the Town Center and Study Area.)
 - Utilize the drainage networks and easements as areas for trail locations to connect to the broader region.
 - Provide outdoor programming within trail network design.
 - Ensure the Study Area and Town Center follow the guidelines set forth within the Trails Master Plan:
 - » Residential Sidewalk: 5'-8' wide concrete
 - » Nonresidential Sidewalk: 5'-10' wide concrete
 - » Off-street Trail: 10'-12' wide concrete
 - » Soft -Surface Trail: 8' wide decomposed granite
 - » On-street Bike Lane: 5' wide, separated from pedestrian travel lane

2

NEEDS ASSESSMENT

In order to plan for a community's future, it is first necessary to understand a community's past and present. The first task of the Mont Belvieu Main Town Center project consisted of collecting, consolidating and assessing data from a number of sources, conducting field research to fill in gaps in knowledge and beginning a listening process to understand the needs and desires of residents, stakeholders, landowners and the City.

REGIONAL CONTEXT + STUDY AREA



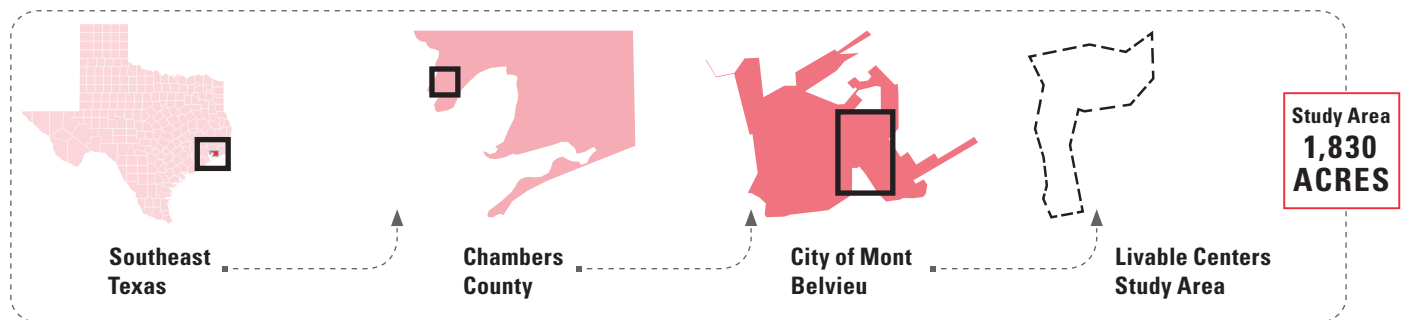
Source: ESRI, Digital Globe, Earthstar Geographics, CNES/Airbus, USGS, AeroGrid, IGN, GIS User Comm.

Figure 5: Regional Context



REGIONAL LOCATION OF SITE

Located in both Chambers and Liberty Counties; north of Interstate 10, Mont Belvieu is approximately 30 miles east of downtown Houston. With a population of over 7,519 as of 2018, the population has doubled in a ten-year period. Mont Belvieu has established itself as a desirable place to live with a strong job market and a world class school district that attracts families from around the region. The City's growth is consistently outpacing the national average and as such, demands increased local retail, commercial and mobility options.





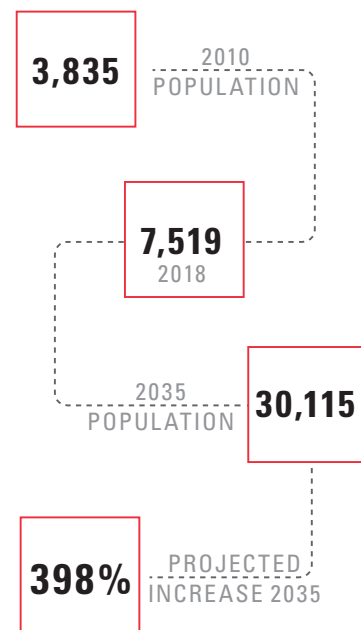
Source: ESRI, Digital Globe, Earthstar Geographics, CNES/Airbus, USDA, USGS, AeroGrid, IGN, GIS User Comm.

Figure 6: City Context and Study Area

CITY OF MONT BELVIEU AND SITE CONTEXT

The Study Area is bounded by the future Grand Parkway to the west, Interstate 10 to the south, the city limits of Mont Belvieu to the east and is bisected by FM 565 and Eagle Drive. The Study Area for the project, at 1,830 acres, is very large for the development of a Town Center. However, to ensure that the larger context of the City of Mont Belvieu’s socio-economic, environmental and development patterns support the implementation of Mont Belvieu Main, the broader context must be considered vis-a-vis market leakage, absorption rate, commercial development and housing.

While an achievable size for the core of the project is much smaller than the entirety of the Study Area, it is imperative that connections to existing and planned infrastructure and development are made. Of particular importance are the arterial and connector roads that will tie into the future Grand Parkway (FM 565 and Langston Boulevard).

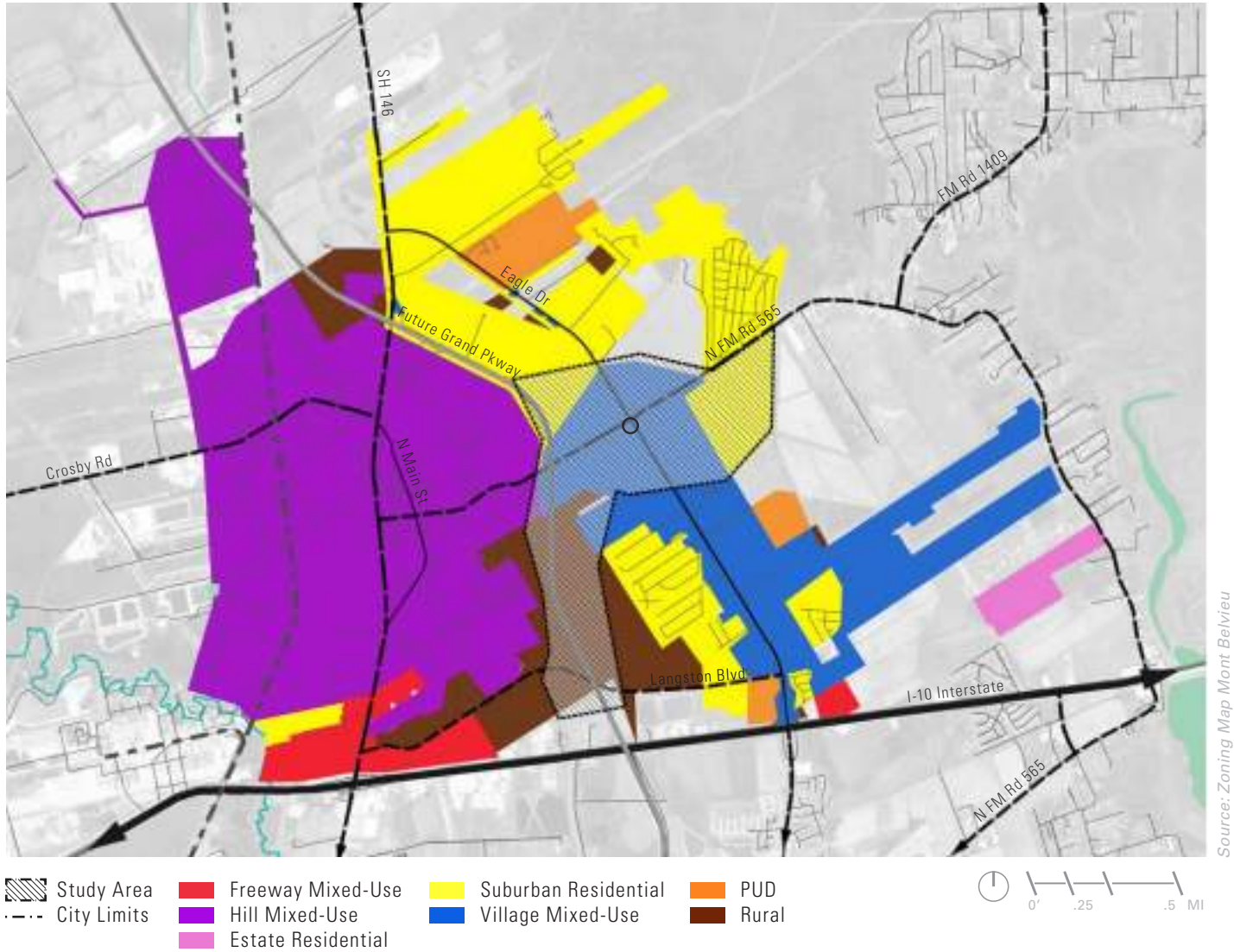


Source: Mont Belvieu Comprehensive Plan 2035

Figure 7: Population Change and Projected Increase

ZONING

Figure 8: Zoning Map, 2017

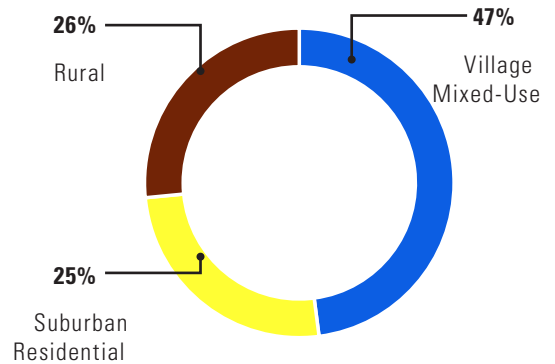


EXISTING ZONING REGULATIONS

Current zoning regulations, adopted by the City in July 2017, support the implementation of a mixed use development at the intersection of FM 565 and Eagle Drive established as Village Mixed-Use per [Mont Belvieu, Texas - Code of Ordinances Chapter 42 - Zoning, Ord. No. 2008-021, § 2\(25-7\), 10-13-2008.](#)

However, as future development comes online adjacent to Mont Belvieu Main, portions of the Rural and Suburban Residential zones may need amendments as outlined in [Section 42-279](#) to support growing needs of the community such as multifamily housing, commercial development along the future Grand Parkway and planned communities.

ZONING BREAKDOWN | STUDY AREA



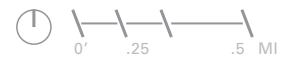
OPEN SPACE + TRAILS

Figure 9: Open Space and Trails



Source: Mont Belvieu Comprehensive Plan, Mont Belvieu Parks and Recreation Master Plan, Mont Belvieu Trails Master Plan (See Appendix for Park Classifications chart and glossary).

- Study Area
- City Limits
- 5 minute walk radius
- Trailhead
- Planned Primary Trail
- Planned Secondary Trail
- Planned Blueway
- Planned On-street Bike Lane
- Parks
- Water



PARKS AND TRAILS NETWORKS

Currently, Mont Belvieu is adequately served by open space, and nearly all existing residential subdivisions are within a five-minute walk to a park, with City Park, Eagle Pointe and the future Hackberry Gully Regional Park serving as the primary park resources within the community. However, only about half of the Study Area is within a five-minute walk of a park, with the northwestern area underserved by park space. This provides the opportunity to integrate open space and park programming into the Mont Belvieu Main development.

Community Parks [16-150 acres]	3

Neighborhood Parks [1-15 acres]	6

Pocket Parks [Less than 1 acre]	0

Spark Parks (shared school playgrounds for public use after school hours) [1-15 acres]	0

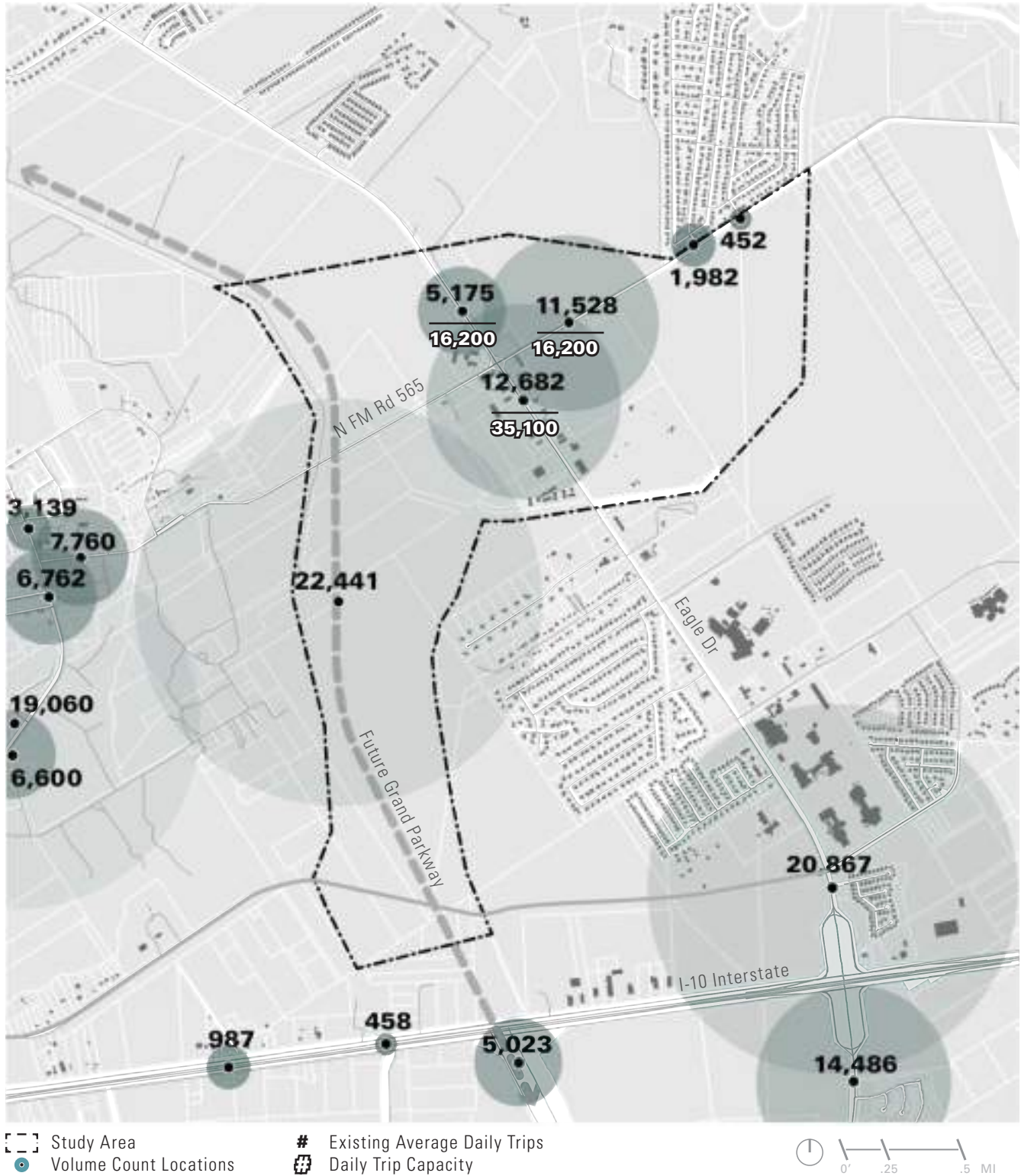
53%	OF STUDY AREA IS WITHIN A 5-MINUTE WALKING RADIUS OF PARKS
47%	OF STUDY AREA IS NOT WITHIN A 5-MINUTE WALKING RADIUS OF PARKS
2	PARKS ADJACENT TO OR WITHIN STUDY AREA

TRAFFIC AND CIRCULATION

EXISTING AND PROJECTED TRAFFIC VOLUMES

Examining the traffic counts and understanding capacity of Mont Belvieu's streetscapes is essential to future thoroughfare improvements. The figure below provides information on existing road capacity and daily trip capacity along each particular thoroughfare. Traffic volumes are measured via average annual daily traffic (AADT). The future Grand Parkway and I-10 will likely bring an additional 15,000-22,000 vehicles daily. It is important to keep this in mind to determine capacity of the proposed town center (FM565 and Eagle Drive).

Figure 10: Traffic Volumes



Source: TxDOT, 2017; Volume I Final Environmental Impact Statement, 2014.

FUTURE GRAND PARKWAY | ALIGNMENT AND TIMING

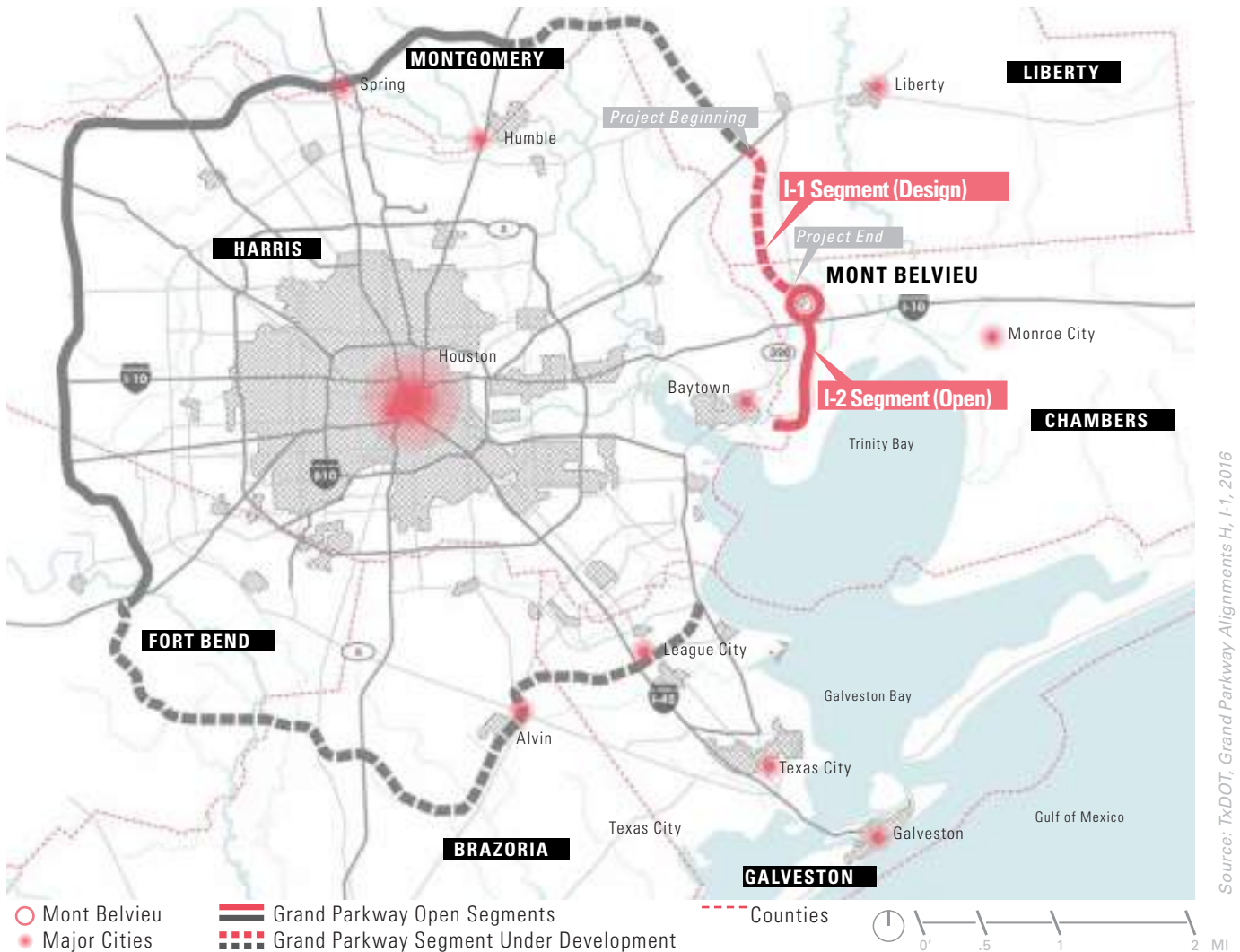
The alignment of the new Grand Parkway will provide increased traffic through the middle of Mont Belvieu's industrial and commercial corridor. There is an opportunity to capitalize on potential development investment and capture revenue for the City by locating Mont Belvieu Main to the immediate east of the proposed project. As part of the I-1 and I-2 segments, slated to start construction in 2019, attention to roadway and intersection design at FM 565 and Eagle Drive will be necessary to provide the foundation for future growth of the downtown and ensure that the area does not become solely strip development and big box retail that is commonly found in these environments.

The implementation of the Grand Parkway will inevitably put pressure on adjacent arterial roads' capacity. Current analysis shows that FM 565 can handle a 30 percent increase in Average Daily Trips from its current traffic volume of 11,528 vehicles. Overall, impacts show that:

- ADT between the Grand Parkway and I-10 are expected to be around 22,441.
- The exit point off of the I-10 carries ADT of nearly 20,867.
- Study Area positioned to impact Eagle Drive from I-10 and FM 565 from Future Grand Parkway.



Figure 11: Future Grand Parkway

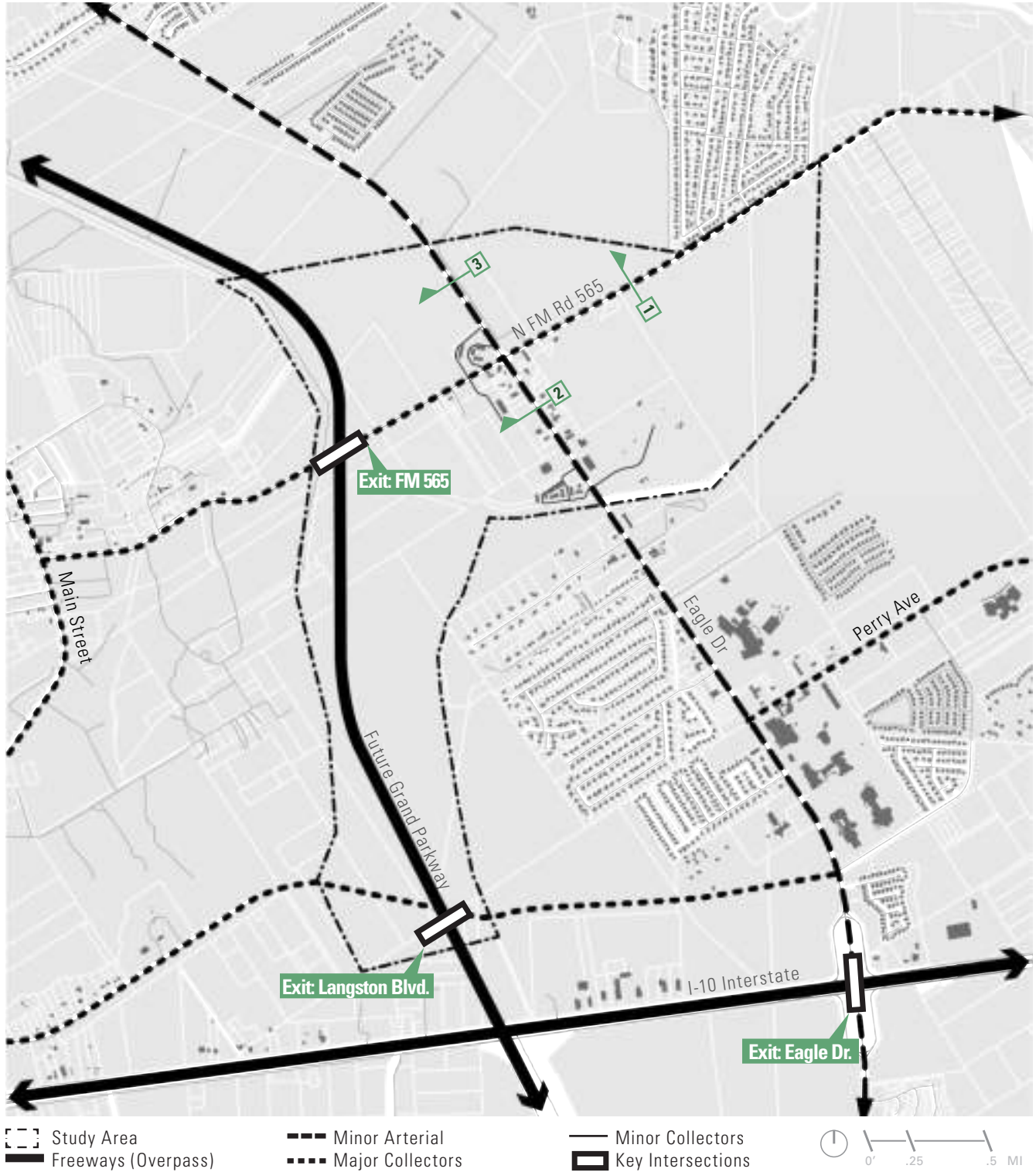


MOBILITY

ROADWAY HIERARCHY + EXISTING MAJOR ROADWAY TRANSECTS

There are a number of vital roadways that run through the Study Area and acts as major connectors to the neighborhoods within, with exits from the Interstate 10 and the future Grand Parkway. FM 565 and Langston Blvd. (currently under construction) provide exits from the Grand Parkway while Eagle Drive consists of an exit from Interstate 10. The junction of Eagle Drive and FM 565 poses the greatest opportunity for redevelopment. In essence, future capacity for vehicles, bikes and pedestrians along these roads will need to be considered.

Figure 12: Roadway Hierarchy



FM 565

- 3 Travel lanes
- Left turn lane
- Shoulder paving
- Utility power lines + little street lighting
- No sidewalk or curbs for drainage

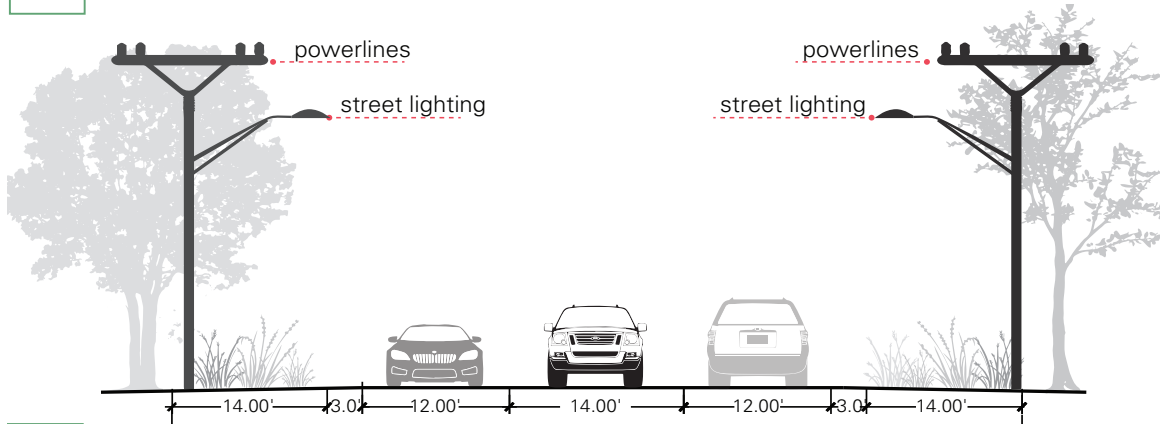
EAGLE DR. | SOUTH OF FM 565

- 5 Travel lanes
- Left turn lane (median)
- Newly planted trees in median with roadway lighting
- Varied sidewalk widths between both sides
- Utility power lines + little sidewalk lighting

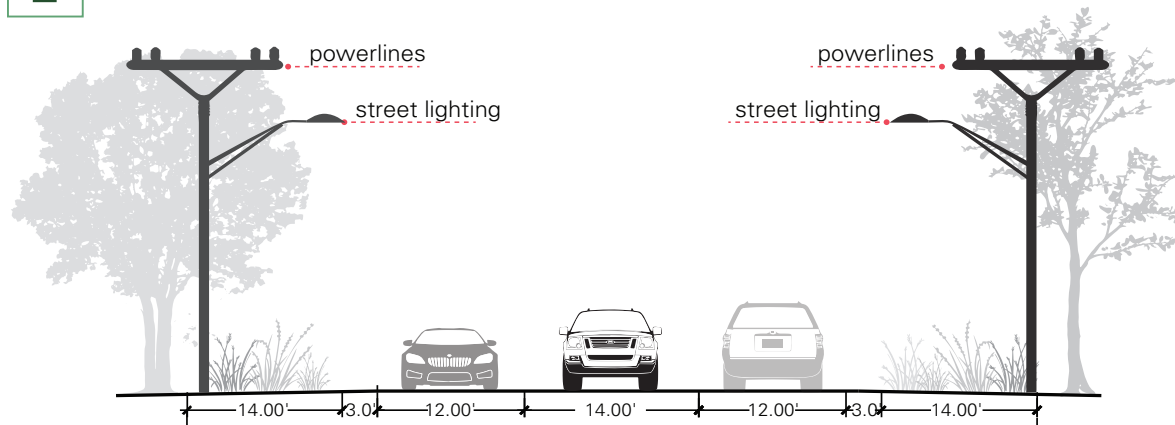
EAGLE DR. | NORTH OF FM 565

- 2 Travel lanes
- 4'-0" shoulders
- Little to no sidewalks or lighting
- Utility power lines on one side

1 FM 565



2 EAGLE DRIVE SOUTH



3 EAGLE DRIVE NORTH

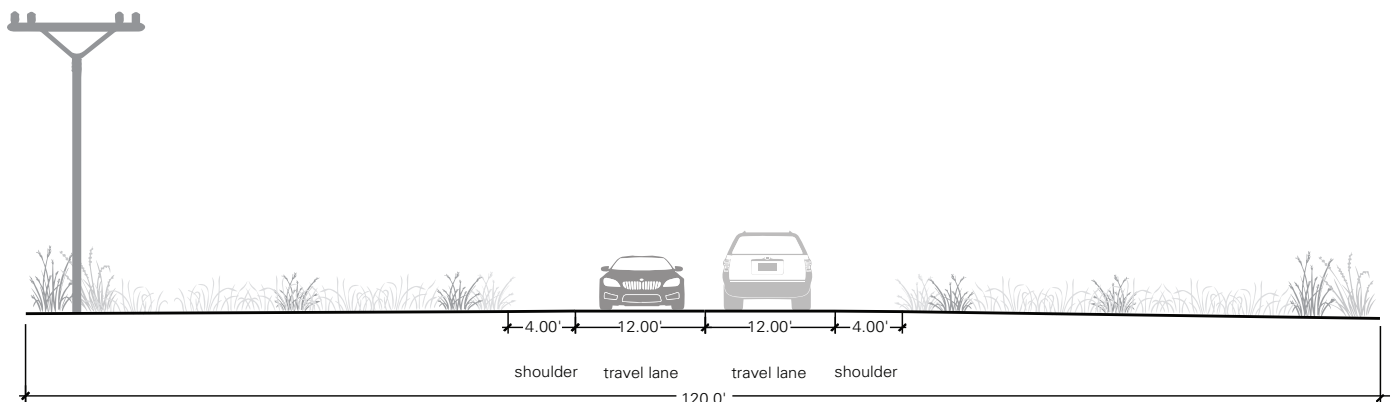


Figure 13: Existing Major Roadway Sections

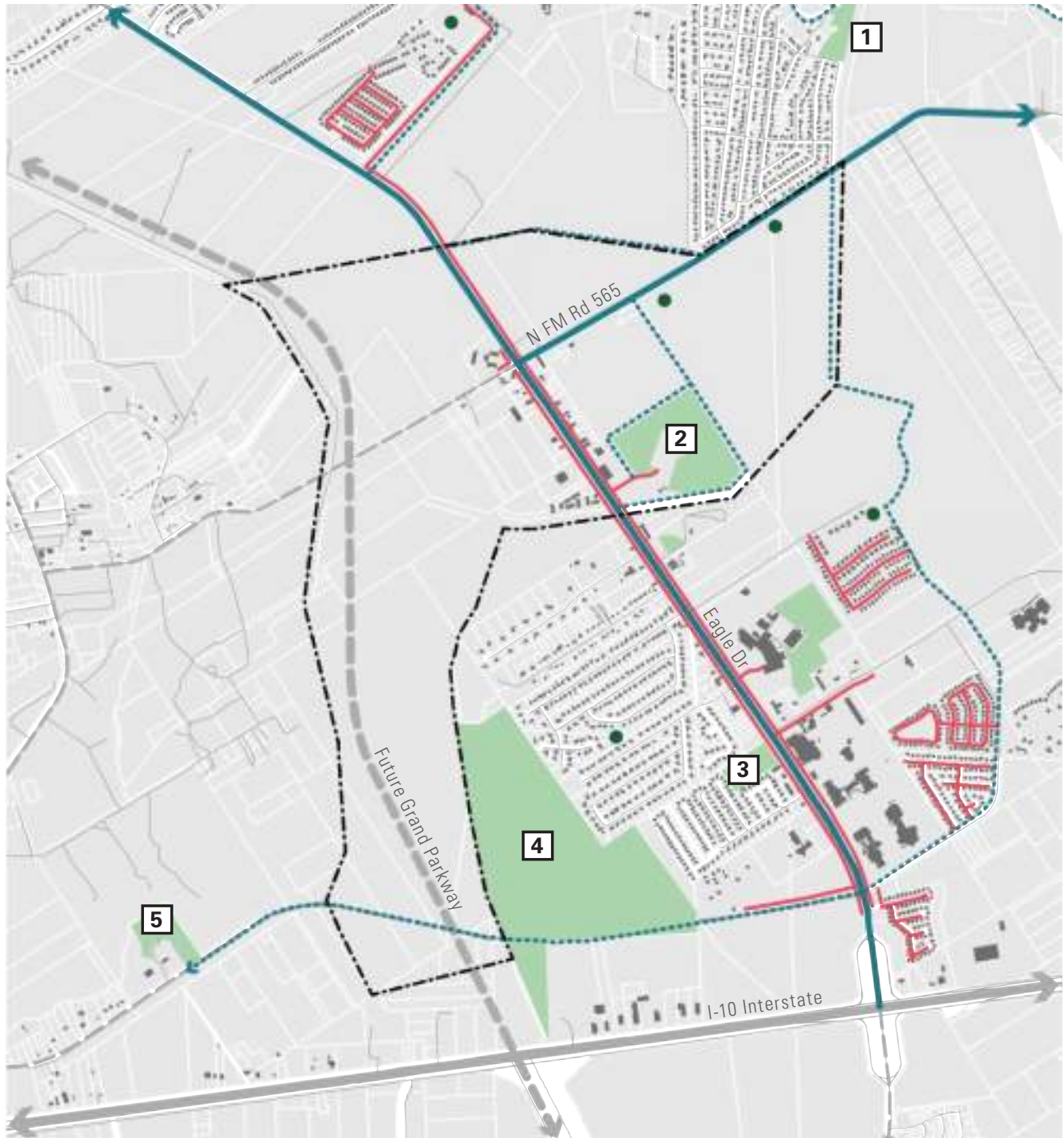


PARKS AND PEDESTRIAN CONNECTIVITY

EXISTING PARKS AND OPEN SPACE

Parks and open spaces are essential to providing public space amenities for neighborhoods in Mont Belvieu. The City Parks and Recreation Department is responsible for the operation and maintenance of parks such as the City Park, Joe Matthews Park, McLeod Park and the future Hackberry Gully Regional Park. Existing and planned trails are also identified from the City of Mont Belvieu Trails Master Plan. Building upon multiuse trails, access to sidewalks and park destinations will be a key objective of ensuring these connect to the future Mont Belvieu town center.

Figure 14: Existing Parks and Open Space



Source: City of Mont Belvieu Trails Master Plan, 2015; Google Earth, 2017





1. JOE MATTHEWS PARK

COMMUNITY PARK

Joe Matthews Park, located northeast of the Mont Belvieu Study Area and adjacent to the Eagle Pointe Golf course, is a 9.5-acre park that is leased from the Coastal Water Authority (owner). The park consists of playscapes or open play areas, sports courts (basketball) and passive recreational areas.



2. CITY PARK

REGIONAL PARK

The City Park is a 70-acre park that is located along Eagle Drive adjacent to Barbers Hill High School. This park is operated and maintained by the City. The park consists of splashpads, fountains, play areas, natural wetlands and a recreational center.

Source: City of Mont Belvieu, Texas. n.d. "City Park." Accessed on June 1, 2018. <https://www.montbelvieu.net/Facilities/Facility/Details/City-Park-3>.



3. LITTLE EAGLE PARK

COMMUNITY PARK

Located along Eagle Drive, Little Eagle Park, owned by Barbers Hill ISD and maintained by Chambers County is approximately 10 acres. The community park consists of only sports courts and fields (baseball and tennis).



4. FUTURE HACKBERRY GULLY PARK

REGIONAL PARK

The City of Mont Belvieu is currently planning and constructing the phased development of the new, 200-acre Hackberry Gully Regional Park, which will inhabit a number of vital passive recreational activities. It will simultaneously respond to the region's stormwater detention needs in an ecologically focused way.



5. MCLEOD PARK

COMMUNITY PARK

Located just outside of the Mont Belvieu Livable Centers Study Area, this 30-acre park is managed and owned by Chambers County and consists of several sports courts, a small recreation center and trails, as well as an area for passive recreational activities.

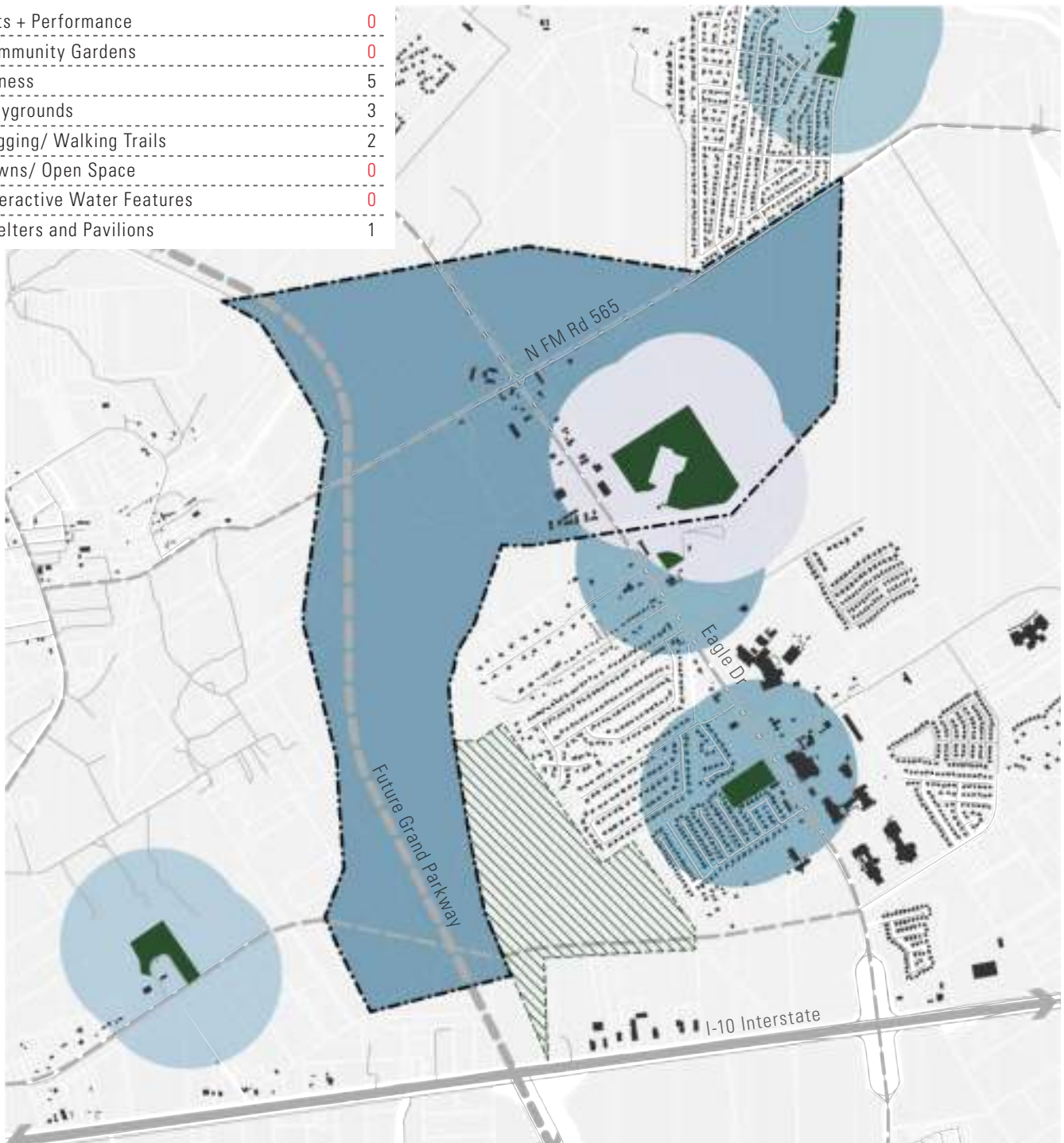
PARK PROGRAMMING

PARK PROGRAM DIVERSITY

Defining parks according to their respective uses and programs can help establish the need for gathering spaces that otherwise do not meet the requirements of constituents with varying age groups. A number of parks across the District carry vital flex spaces such as lawns and open spaces. Developing parks for families and the elderly will balance the park programs that currently cater to young professionals.

PARK PROGRAMS	# EXISTING	OF PARKS
Arts + Performance	0	
Community Gardens	0	
Fitness	5	
Playgrounds	3	
Jogging/ Walking Trails	2	
Lawns/ Open Space	0	
Interactive Water Features	0	
Shelters and Pavilions	1	

Figure 15: Park Programming Diversity Index



Source: City of Mont Belvieu, 2017

- [Dashed Box] Study Area
- [Dark Blue] 2 Programs
- [Lightest Blue] 5 Programs
- [Green] Existing Parks
- [Darkest Blue] No Programs
- [Medium Blue] 3 Programs
- [Light Blue] 6 Programs
- [White] 7 Programs
- [Light Blue] 1 Program
- [Very Light Blue] 4 Programs

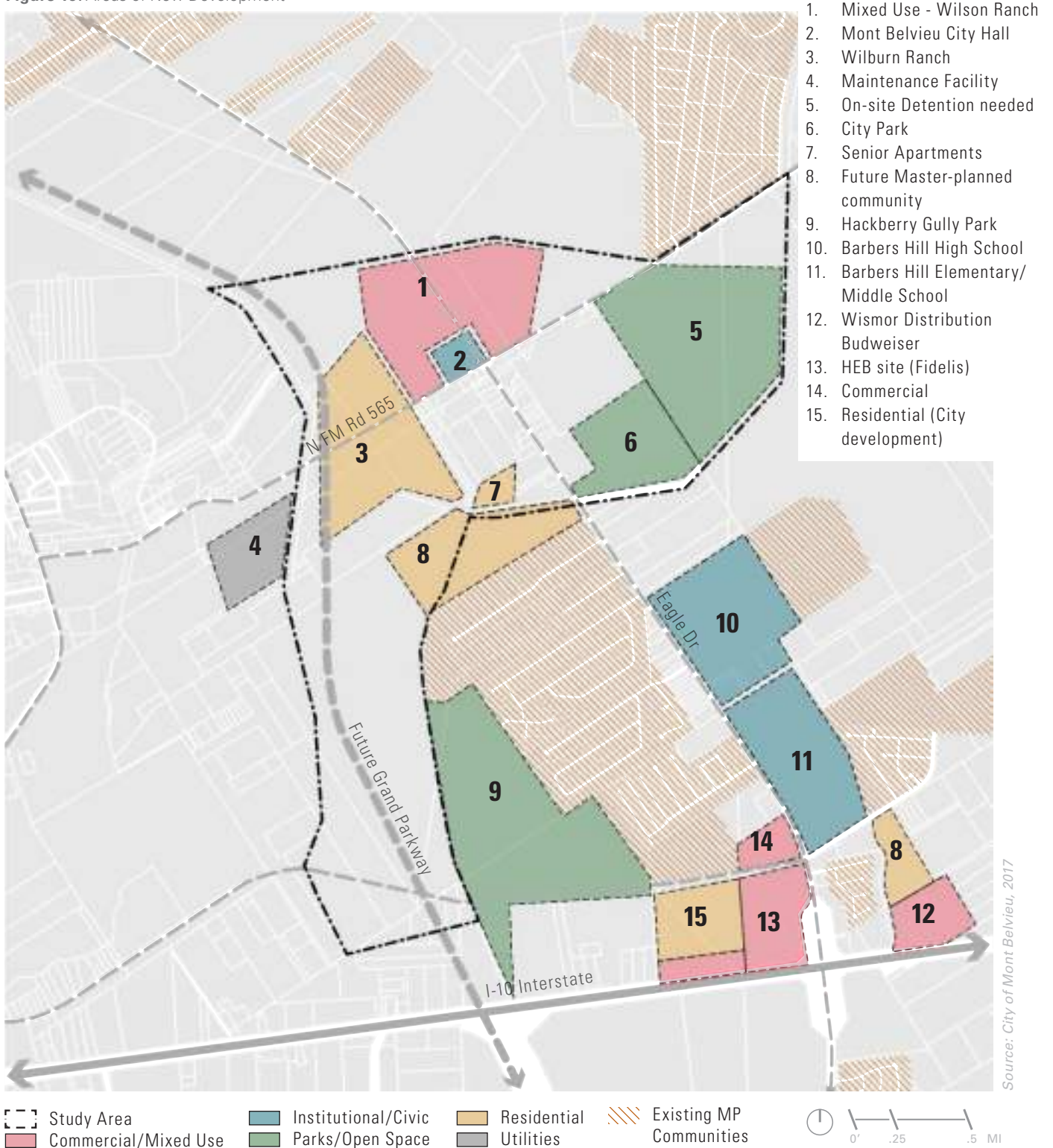


DEVELOPMENT TRENDS

AREAS OF NEW DEVELOPMENT + CITY DESTINATIONS

There are a number of new developments and existing city destinations that are essential to locate and they affect the location of the proposed town center. Several single-family tracts, for example, surround the Study Area. The majority of the eastern quadrant of the Study Area are open spaces. The City Hall is positioned at the intersection of Eagle Drive and FM 565. New developments include the future Hackberry Gully Regional Park, the Wismor distribution center and the Fidelis retail development at the intersection of I-10 and Eagle Drive.

Figure 16: Areas of New Development

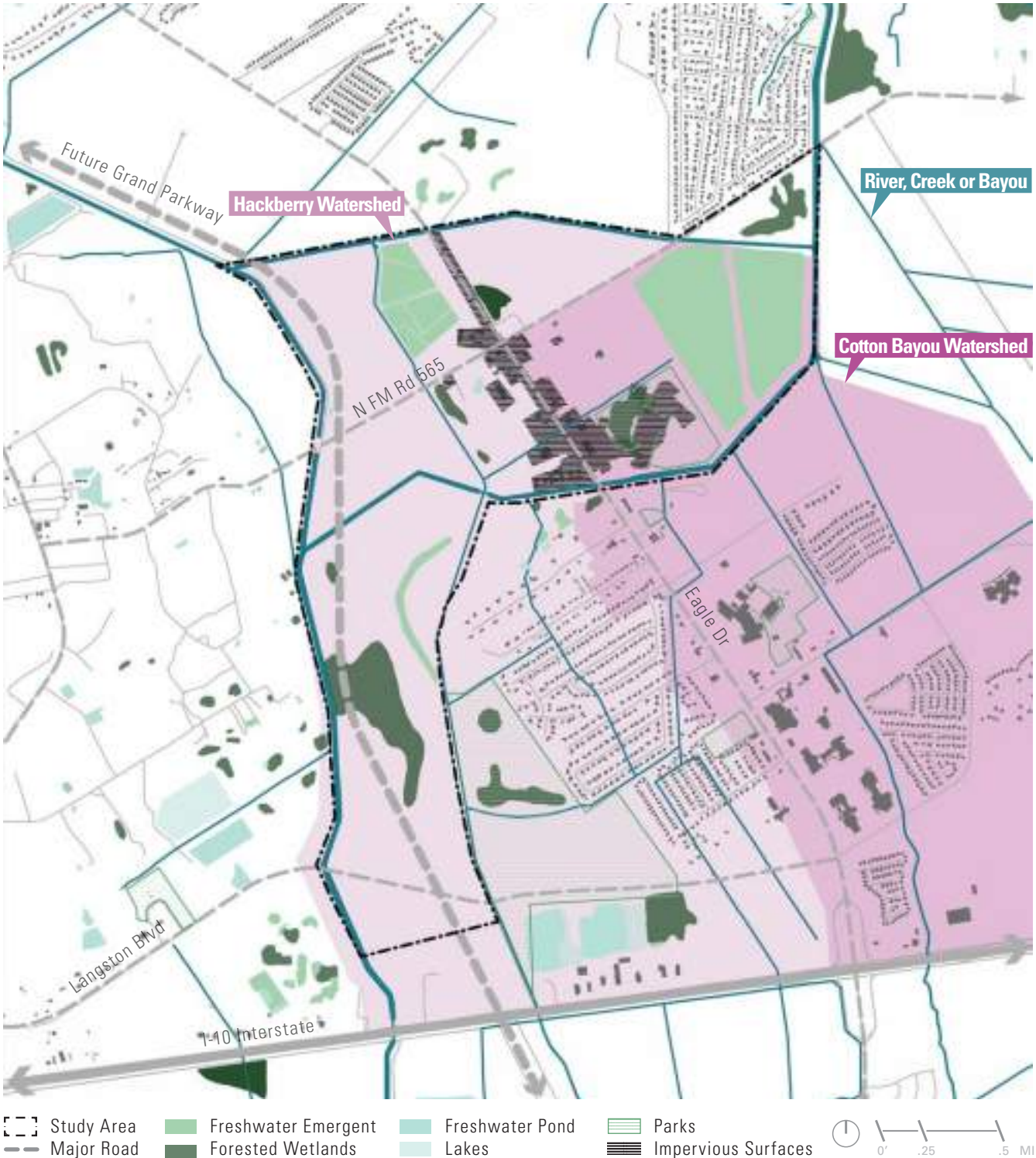


INFRASTRUCTURE

DRAINAGE EASEMENTS + DRAINAGE ISSUES

The natural assets of a community are vital in identifying strategies to harvest stormwater and promote drainage capabilities, stormwater best management practices and ecological assets alike. These assets are also essential to the character of Mont Belvieu’s public realm. The below figure illustrates a number of wetlands, forested areas and water bodies that may require protection to respond to stormwater impacts. Consequently, a large part of the study area along Eagle Drive is made up of impervious surfaces. It is critical then to ensure impervious areas are offset by pervious surfaces and proper drainage capabilities.

Figure 17: Existing Drainage



Source: National Wetlands Inventory, 2018

HYDROLOGY

Stormwater management is a critical criteria to consider when developing recommendations for built environments, particularly for the future of the town center development and adjacent neighborhoods. The figure below has identified areas that fall within the 100-year and 500-year floodplain. Developing recommendations that protect future development in Mont Belvieu will be essential to innovatively managing stormwater while protecting existing and future development from floods.

Figure 18: Existing Hydrology



Source: FEMA, Google Earth, 2017

LAND USE

CURRENT LAND USE

The existing land uses within the Study Area are characterized by a majority of greenfield, parks and agricultural land offering prime opportunity for the integration of a “right-sized” mixed-use downtown, providing a walkable extension to the existing retail and commercial development along Eagle Drive and FM 565. Additionally, the undeveloped land provides significant opportunity to create park-like amenities and connect to the surrounding environs with interconnected, high quality development.

Figure 19: Existing Land Use (Comp. Plan)

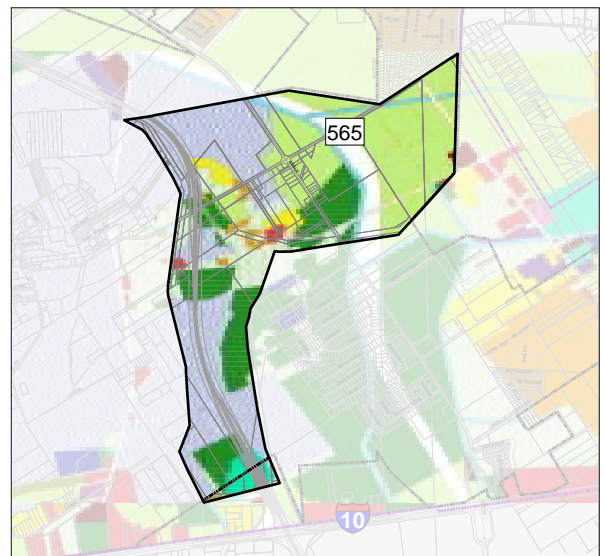
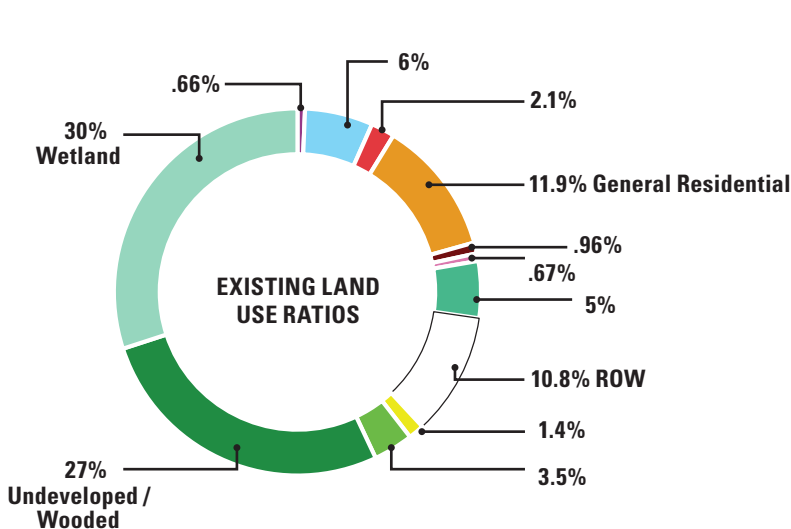
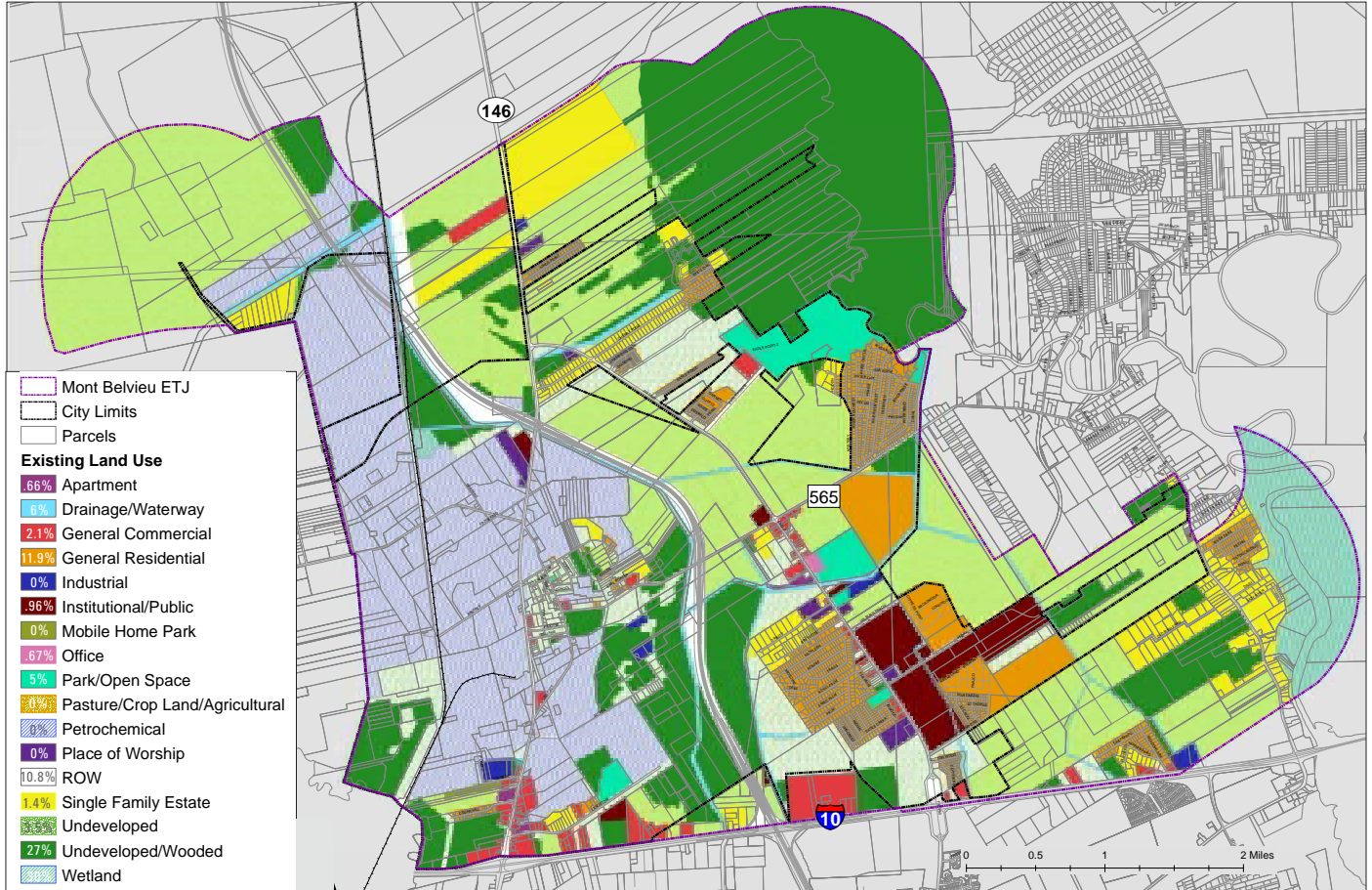


Figure 20: Study Area Existing Land Use (Comp. Plan)

FUTURE LAND USE | COMPREHENSIVE PLAN 2035

Planned future development, including significant residential land uses within and adjacent to the Study Area will help to support commercial and retail development in the core areas along Eagle Drive and FM 565. A nearly equal split in size between residential, parks and commercial/mixed use have been proposed by the 2035 Comp. Plan, with 31 percent commercial/mixed use, 35 percent parks and 30 percent residential within the Study Area make up nearly all the parcels, with the remaining 3 percent being civic/institutional and industrial.

Figure 21: Proposed Future Land Use (Comp Plan)

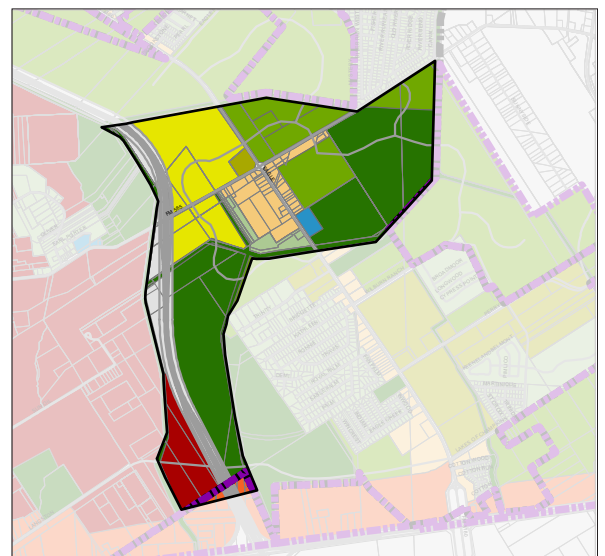
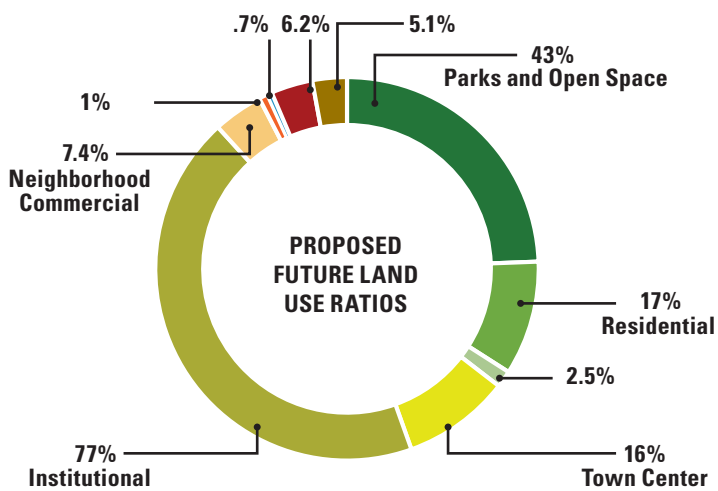
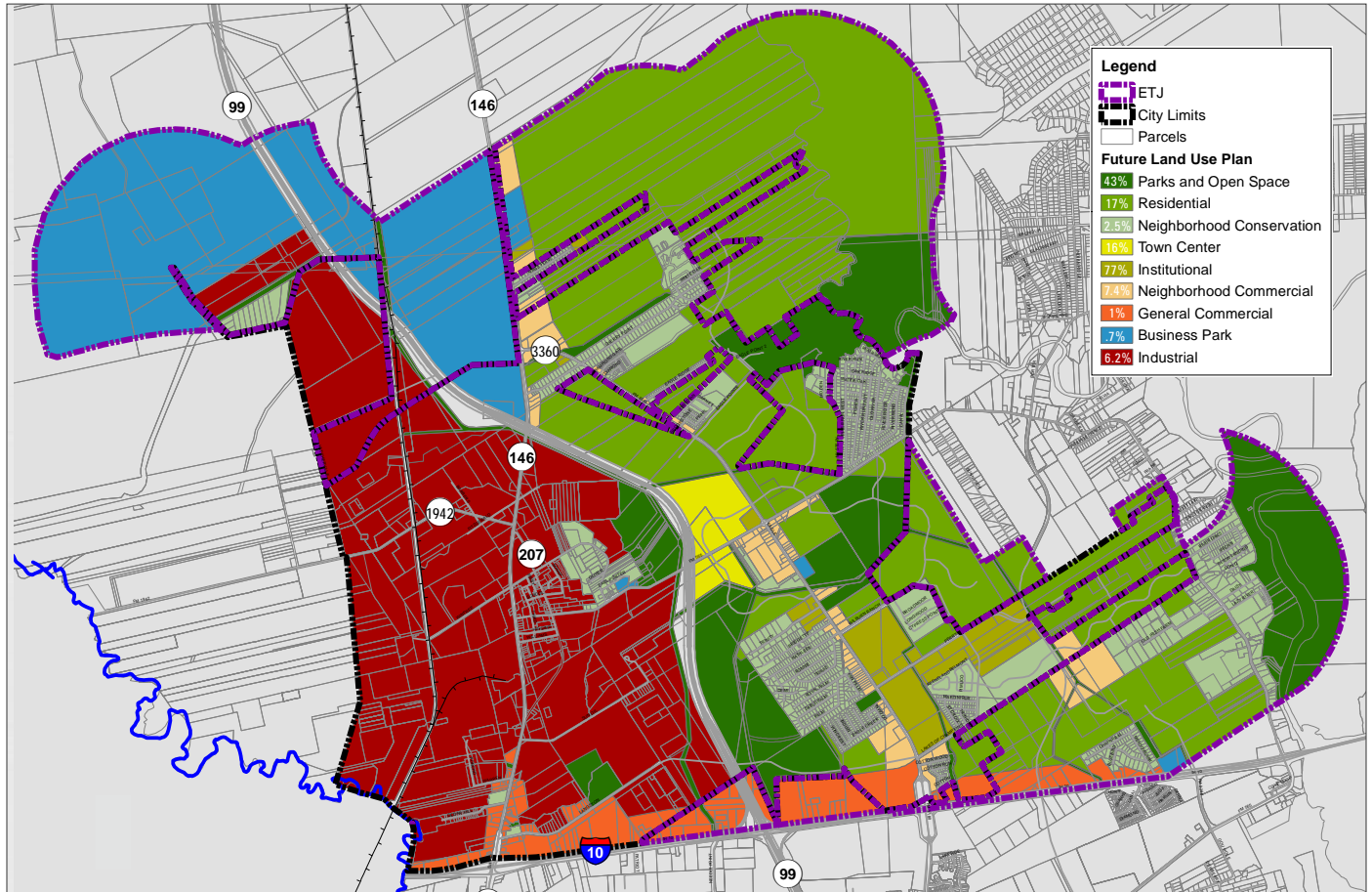


Figure 22: Study Area Future Land Use (Comp. Plan)

DEMOGRAPHIC ASSESSMENT

KEY FACTS

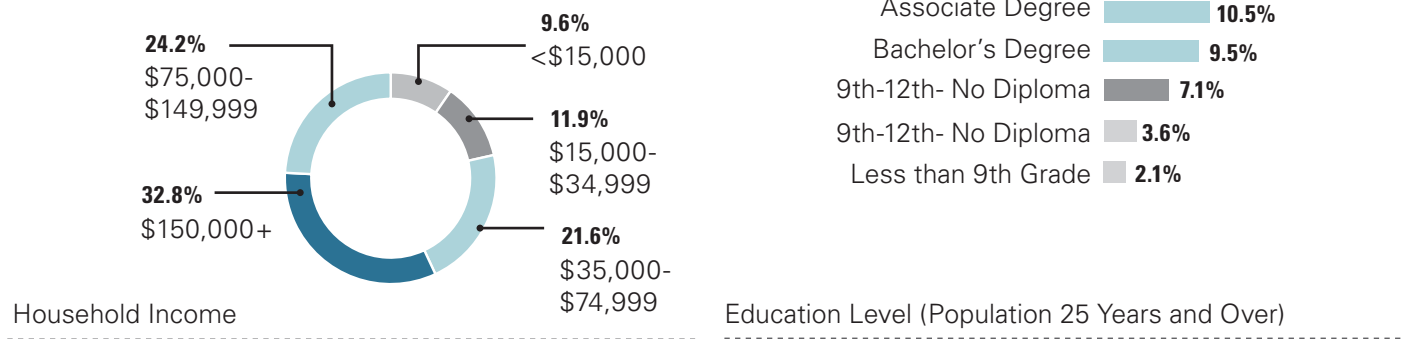
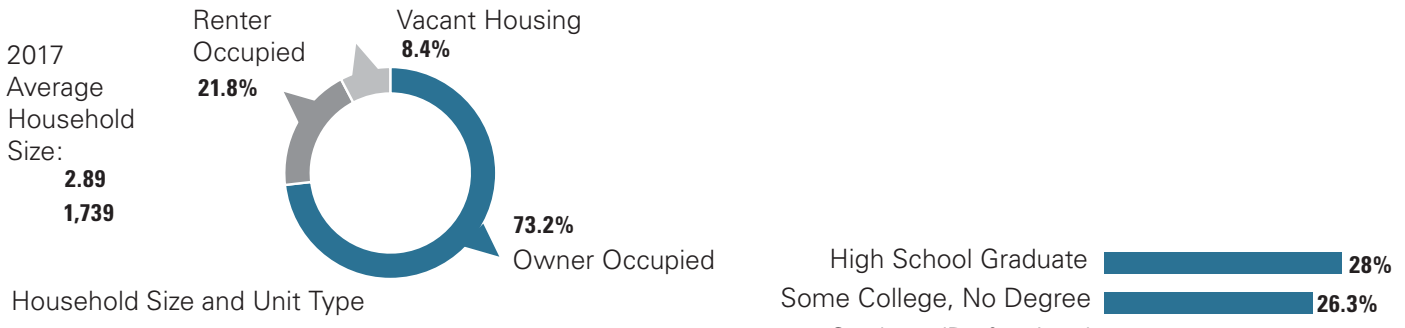
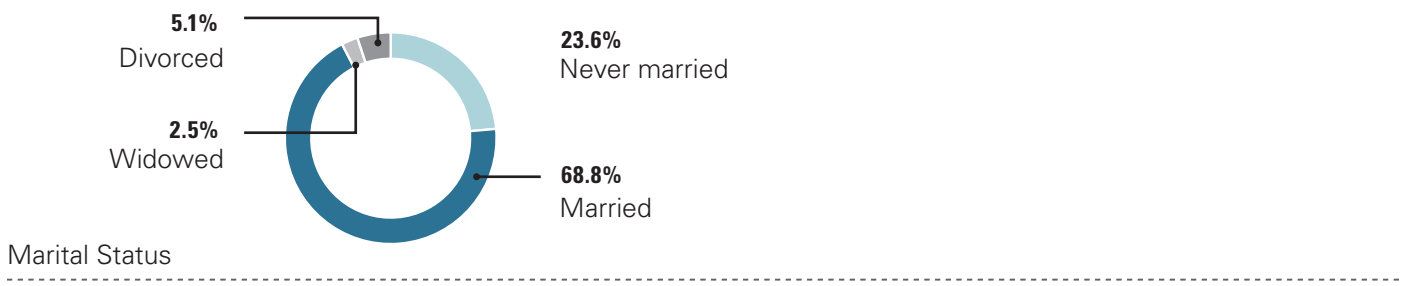
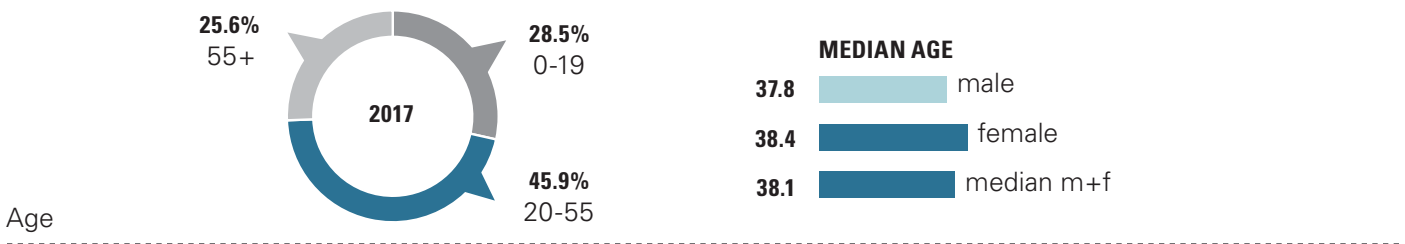
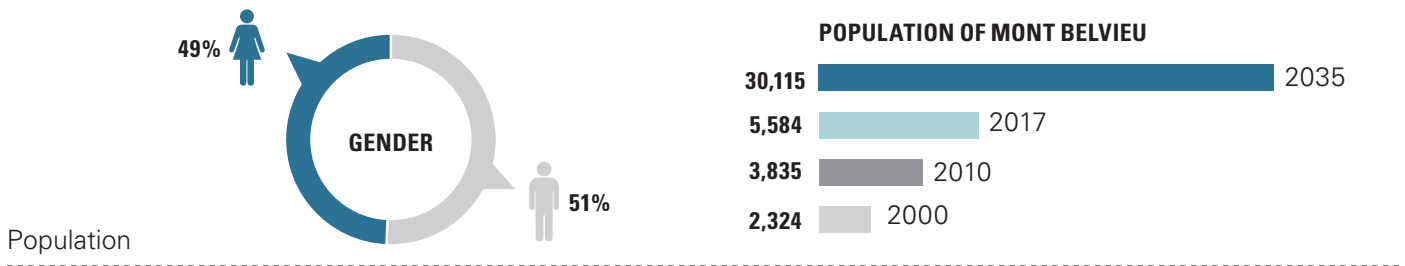


Figure 25: Demographic Breakdown
Source: ESRI Business Analyst, 2017







POPULATION DENSITY | EXISTING

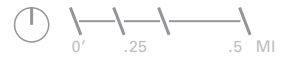
The total population density as of 2017 is represented by census block with an overall density of 3,629-5,012 people. With the population expected to quadruple by 2035, it is significant to identify today's condition as per the location of current residents in Mont Belvieu. According to the census, much of the population resides just west of the SH 146 and north of Interstate 10. A growing number of people are aggregated in and around new master planned communities that are being built along Eagle Drive, south of FM 565 and I-10. With this new shift in community locale, it will be critical to establish amenities and infrastructure near future growth areas.

Figure 26: Total Population Density, 2017

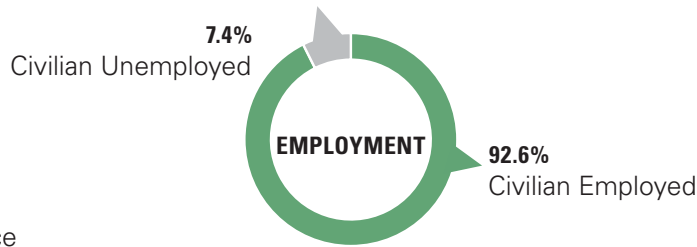


Source: ESRI Business Analyst, 2017

-  Study Area
-  6,528 - 6,806 people
-  5,013 - 6,527 people
-  3,629 - 5,012 people
-  2,679 - 3,628 people
-  1,820 - 2,678 people



EMPLOYMENT FACTS



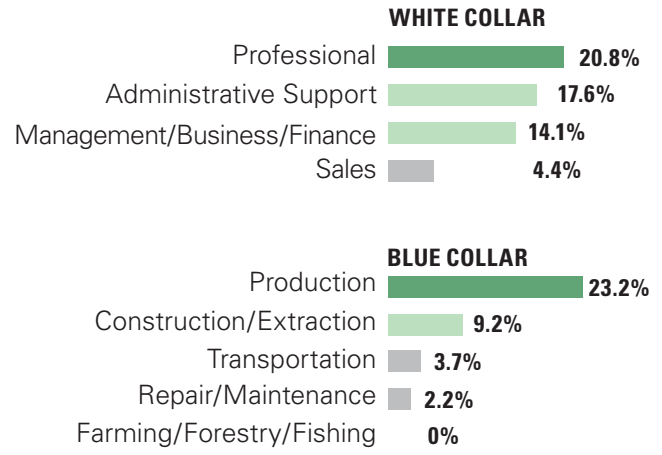
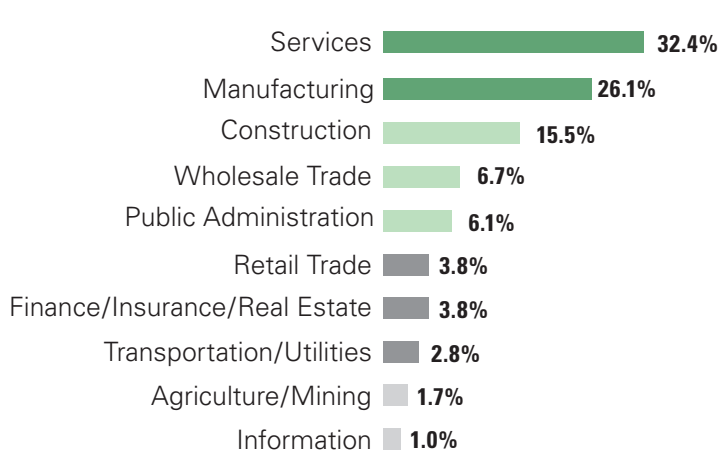
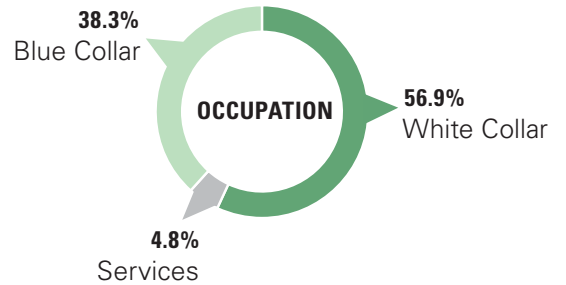
Employment Labor Force



219
Total Businesses

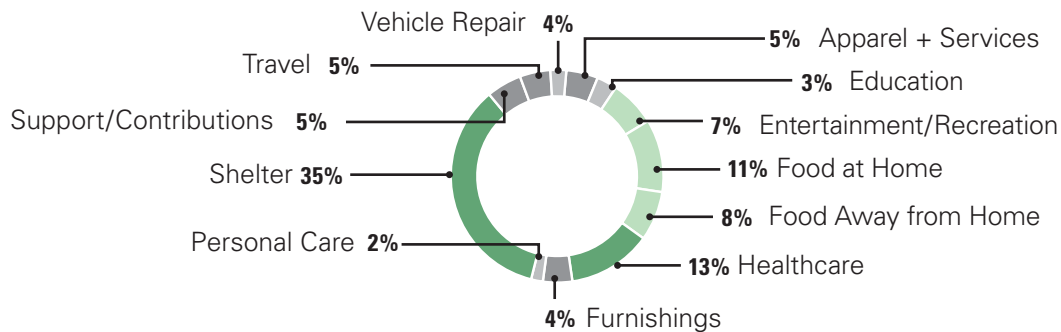


8,356
Total Employees



Employed Population 16+ by Industry

Employed Population 16+ by Occupation

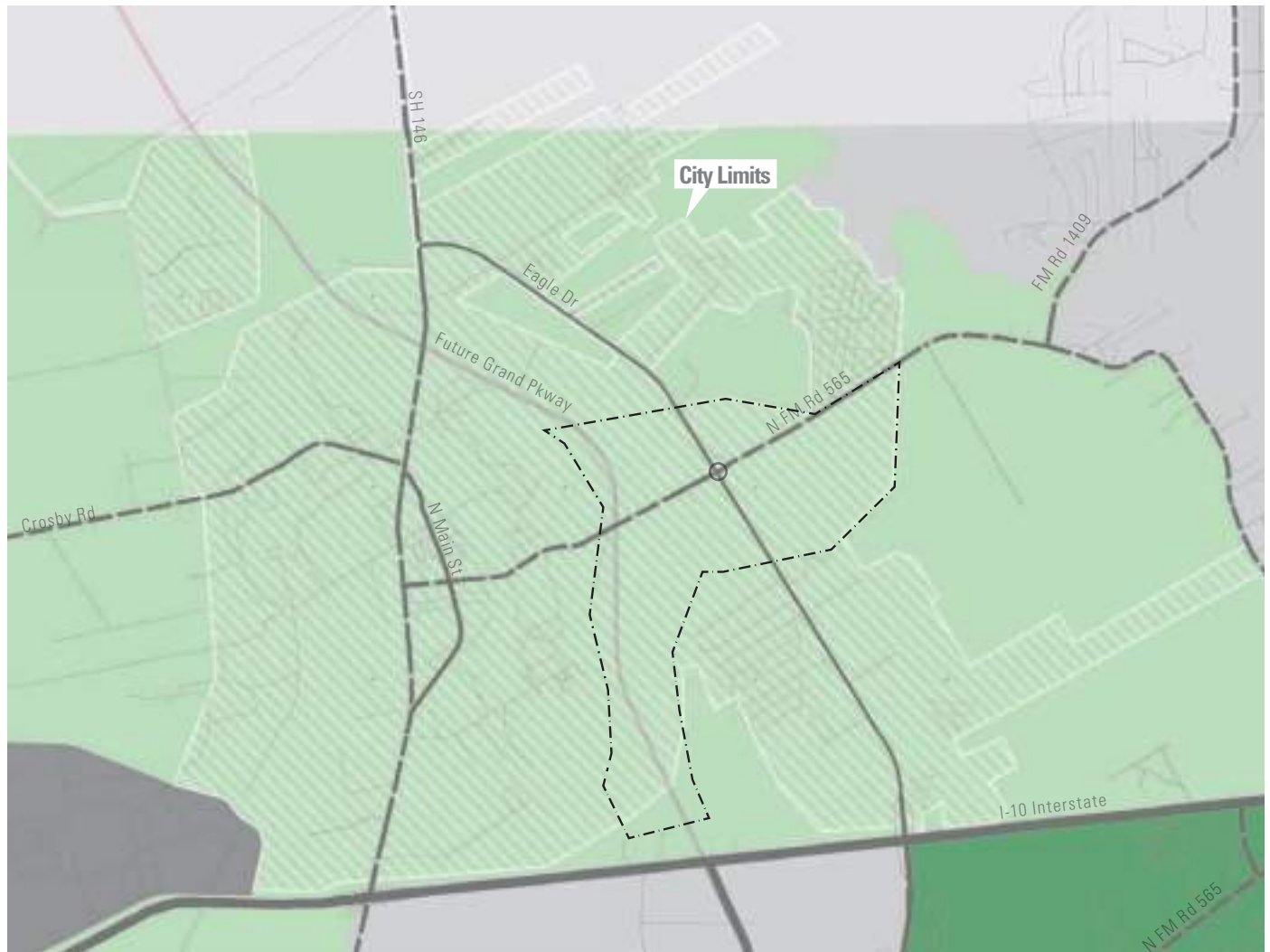


2017 Consumer Spending






INCOME BLOCKS | EXISTING

For the most part, the City of Mont Belvieu consists of healthy household incomes. The Study Area saw an increase in higher incomes over \$125,000, a significantly higher average income than all other areas north of Interstate 10. There is a block, however, just south of I-10, east of Eagle Drive that carries a concentration of households with the highest average income at \$119,042-\$123,527 according to the figure below. Growth patterns are expected to change as development north of I-10 increases.

Figure 27: Household Income by Block Groups (2017)



Source: ESRI Business Analyst, 2017

-  Study Area
-  \$119,042 - \$123,527
-  \$100,694 - \$119,041
-  \$88,671 - \$100,693
-  \$72,540 - \$88,670
-  \$61,960 - \$72,539



MARKET ANALYSIS

COMPETITIVE MARKET AREA

The economic and development opportunities within the Livable Center Study Area are ultimately determined by the overall nature and volume of market demand in the region that the Study Area is located in. The team considered a Competitive Market Area (CMA), encompassing an area that is roughly bounded by the following landmarks: Highway 90 to the north, FM 563/562 to the east, Trinity Bay to the south, and Scott Bay/Crosby-Lynchburg Rd. to the west. The term "market area", competitive market area and CMA are used interchangeably in this report.

Figure 28: Competitive Market Area



Source: City of Mont Belvieu, 2017. ESRI, Digital Globe, Earthstar Geographics, CNES/Airbus, USGS, AeroGrid, IGN, GIS User Comm.

Mont Belvieu	Market Area	Grand Parkway (in progress)	Waterbody
Mont Belvieu ETJ	Roads		Greenspace

SUMMARY OF ECONOMIC CONDITIONS

DEMOGRAPHICS AND POPULATION

- The Competitive Market Area (CMA) includes 25 zip codes and has a population of 215,829, with an increase in population growth of 14.6% since 2010
- The CMA saw increases in age groups of people 55 and older and a slight increase of people 25 to 34 from 2010 to 2018; the largest increase was in ages 65 to 74. The highest percentage of growth in the Study Area took place in the age groups of 21 to 24, followed by 65 to 74. The largest percentage decrease was in ages 10 to 14 and 35 to 44 in the Study Area.
- Average Household size is about 2.9 in both the Study Area and the CMA.
- Educational attainment in the Study Area and CMA shows a higher portion of residents with an Advanced Degree, yet at the same time shows a lower portion of residents with Bachelor's Degrees compared to Chambers and Harris Counties. The Study Area shows a lower portion of residents with lower educational attainment (less than 9th grade and some high school no diploma) than compared to Chambers and Harris Counties.
- The average household income in the Study Area is \$114,891; in the CMA, \$80,177.
- According to 2017 estimates, the Study Area has a lower percentage of families in poverty (7.42%) and the CMA has a just slightly higher percentage (12.1%) when compared to Harris County (20.9%).
- The 2025 projections from H-GAC and CDS estimate that the population in the CMA will increase by roughly 6.5%.

HOUSING

- The CMA includes 74,346 housing units of which 72.53% are owner occupied.
- Approximately 15.7% of the housing units are multifamily (12,989 units)
- The median housing value of owner occupied homes is \$133,493.
- There were 2,125 sales in 2017. The average price was \$191,875.
- The average price was \$191,875 and the median price was \$180,000. Prices rose 6.5% from 2016 to 2017.
- There are 540 current active listings ranging from \$15,000 to \$1,650,000.
- There were 2,005 homes sold in the CMA in 2016. The average sales price was \$180,228 and the median was \$169,000.
- There were 392 new construction homes sold in 2017.
- With 72.53% of households owning in the CMA (2017 estimate) there is a potential demand to support 2,150 new homes through 2020 based on current lot supplies.

RETAIL

- There are 818 retail buildings including 10,653,156 sf in the CMA.
- The average rental rate is \$13.24/sf (NNN) with a vacancy rate of 4.4%.
- There is 300,000 sf currently under construction.
- In the past 12 months, 291,474 square feet have been absorbed in the CMA.
- Net absorption has been relatively positive in the market despite a negative in 2015. The leasing outlook over the next 60 months is for continued absorption.

HOSPITALITY

- Historical hotel performance statistics for the CMA resemble the same trends for the MSA overall.
- Performance figures were steady and increasing from 2010 to 2014 but dropped off in 2015 when effects of the oil prices hit Houston and affected both business and leisure travel.
- At the same time, the market was supported by large construction crews creating demand and occupancy in the CMA due to local and regional expansions in the petrochemical industry.

- The CMA contains 2,040 hotel rooms that vary in type, quality, and size. The most recent occupancy figures for the CMA show 66.2% in 2017 for an average of 65.2% since 2011. REVPAR on average is \$53.75.
- The number of hotels in the CMA has remained flat since 2011 when there were 24 hotels in the CMA to 2016 which shows 29 hotels in the CMA.
- The number of rooms has increased since 2011 by 22.6% from 1,664 total rooms to a total of 2,040 in 2017.
- Hotel revenues have increased significantly in the CMA by 143% rising from \$15,088,248 in 2011 to \$36,689,260 in 2017.
- Occupancy from the low in 2011, increased 66.2% in 2017.
- REVPAR has increased by 115% from 2011 (\$24.98) to 2016 (\$53.75).
- As petrochemical facility construction dwindles, hotel room occupancy will follow accordingly with decreased occupancy.
- It is important to note that 2018 hotel data was not available at the time of this report, therefore any new hotels finished in 2018 are not listed in the hotel data in this section for the CMA.
- Occupancy is higher and REVPAR is lower in the CMA compared to the MSA due to the bulk of hotels in the CMA being moderate to lower rate establishments.

OFFICE

- There are 230 office buildings totaling 2,245,466 square feet in the CMA.
- The vacancy rate is 6.2% and gross rents are at \$21.48 psf.
- The average year built is 1978.
- Throughout the entire CMA there are no existing Class A buildings.
- The lack of Class A office space may create a small opportunity for a one-off type office project, perhaps a component of the Mont Belvieu downtown project.

INDUSTRIAL

Based on the region's competitive advantage in petrochemical manufacturing and Port Houston's 2017 record setting container volume expected to continue, industrial is projected to continue moving in a steady or slightly upward trend entering 2018.

- Total direct vacant space and total availability decreased in 2017 and Hurricane Harvey's impact had perceptible repercussions, yet Houston's key economic sectors still provided strong support of industrial expansion.
- Both the CMA and Study Area are in the Northeast sub-market, which includes 32,654,962 square feet with a vacancy rate of 2.9% and asking rents at \$0.53 psf (gross).
- Net occupier demand was strong in 2017. However, pre-leased completions have begun to flatten, signaling potential tightening in the overall market in 2018, with the North submarket experiencing the greatest tightening (1.2%) in 3Q2017.
- The Northwest and Southeast submarkets saw the greatest expansion in speculative projects geared toward Port and West Houston distribution and logistics.
- The two sectors of the regional economy most closely tied to industrial performance in the region, Port and petrochemical are predicted to continue to remain strong through 2018.

More than any other industry, residents travel beyond the CMA to visit Clothing Accessories Stores which means opportunities for retailers in the near future.



SUMMARY OF ECONOMIC DEMAND

SINGLE FAMILY HOUSING

At 2018, based on past trend data for the Study Area, Mont Belvieu has an estimated 4% capture of the overall CMA owner-occupied housing units (2,151/53,921). Application of the capture rate to the CMA single family forecasted demand results in 86 new homes by 2020, an additional 343 homes by 2025 and 388 homes by 2030 based on projected demand and the 4% capture rate. This would be a total demand of 817 single family units by 2030, which is just slightly more than half of the current amount of homes currently planned for the Study Area.

MULTI-FAMILY HOUSING

There is a potential demand to support 441 new units through 2020 based on current units under construction and proposed. By 2030 there will be additional demand for 3,676 units. At 2018, Mont Belvieu has an estimated 2.5% capture of the overall CMA multifamily units based on percentage of renters (502/20,425). However, as with the actual single family capture rate for the demand calculation used previously, the same method will apply here to the increased multifamily capture rate for the Study Area. A more accurate capture rate is representative of the planned and expected real estate and infrastructure development in the CMA and Study Area. Application of the adjusted capture rate to the CMA multifamily forecasted demand results in a total of 346 units through 2030 based on projected demand by CDS. In some cases, traditional multifamily development is not popular, thus alternative housing types can be produced deliberately as rental units such as single family patio homes, townhomes or small scale condo developments. These may be a more attractive rental product for this market.

SENIOR HOUSING

The team estimated that the Study Area could capture 100% of the estimated market growth based on the percentage of households age 55+ currently renting in the Study Area. The total future Study Area household growth results in 36 additional renters in the next five years (by 2022) age 55+.



Source: Apartment Finder. 2018. "Birchwood at Elkton (62+ Community)." Accessed June 1, 2018. <https://www.apartmentfinder.com/Maryland/Elkton-Apartments/Birchwood-At-Elkton-62-Community-Apartments-lpmfl2f>.

RETAIL

The phenomenon of pioneering local businesses such as bars or restaurants investing in the Study Area is more likely to occur with incentives or additional middle-income population in the area. The top lifestyle segments, correlated to likes, dislikes and purchase behavior relative to retail goods and services shows the largest household segment in the Study Area is Township Travelers (8.54% or 4,275 households) followed by Second City Generations (5.68% or 2,840 households). Consideration to the following is important:

- Independent local businesses serving the area's moderate-income population will generally prefer the lower-rent existing retail space in the area over more expensive newer space.
- Increasing population growth will help mitigate this situation over time as associated retail demand increases, along with the ability of local businesses to pay higher rents.
- In some cases, an independent entrepreneur will have enough access to capital to allow for new construction or substantial renovation of existing buildings.

There is a consumer base oriented towards upscale incomes and small-town environment, enjoying outdoor activities, watching college sports and shopping at wholesale clubs and gourmet groceries. These are often multi-generational households with parents or grandparents and new babies and young children under one roof, often bilingual, and are entertained by a wide variety of media channels and programs. The retail business categories mentioned above are supportable at the neighborhood level and could be successful in Mont Belvieu Main as long as mechanisms and tools recommended for Mont Belvieu Main are incorporated.

New retail space should be focused on facilitating local businesses in three main categories or types;

- Food and Drink (wine bar, beer garden, coffee shop, café, grill)
- Personal Services (local real estate agents, boutique healthcare, dentist, chiropractor, local tax service, hair salon/barber shop
- Fitness, Health and Wellness Businesses, (local cross fit, yoga, pilates - activity based businesses)

The aggregate expenditure estimates for the CMA are higher in every category except Clothing Accessories Stores. This indicates that residents are shopping outside the CMA for these items. The category representing the highest leakage is Clothing Accessories Stores which could mean opportunities for clothing retailers in the future, especially if household and employment continue to grow. However, Mont Belvieu Crossing will address this leakage to some extent with the newly constructed TJ Maxx and likely at least one additional large clothing retailer.

Study Area and CMA could support a modest community/ neighborhood level retail as a component of Mont Belvieu Main, but only if a close eye is kept on the type and scale of business and space provided for businesses with regards to CDS recommendations on the types of businesses.



HOSPITALITY

The CMA is oriented to the petrochemical manufacturing industry, and this fact must be recognized when considering performance trend data and future demand. With petrochemical facility construction in the CMA and region as a whole dwindling, this makes it difficult to predict with precision the near and long term with respect to occupancy and demand of hospitality. Based on what is currently supported by the market, the hospitality market demand summary below and potential uncertainty of future construction-related demand from petrochemical plant expansions, CDS has determined that additional hotel rooms at this time are not optimal.

- The CMA is currently faring identical to the Houston MSA comparison area at 66.18% occupancy.
- Rooms were added in 2016 and 2017 which inherently impacts occupancy due to an increase in supply, even if demand does not decrease.
- The hospitality market in the CMA is moderate to low priced, with half of the establishments offering nightly rates at or below \$50, reflected by the average REVPAR of \$53.75.
- In 2017 new, higher end brand hotels were constructed in Baytown at I-10 and Garth Road which will offer higher rates, in the \$70-\$100 a night range bringing average REVPAR in the market up slightly.

OFFICE

- Using 200 square feet per employee, the estimated office space needed in the CMA by 2020 is 459,747 sf for employment growth based on HGAC/CDS projections or 91,949 sf annually.
- Absorption in the CMA overall has been -11,793 sf annually over the past five years.
- By 2020, the CMA will have demand for 459,747 square feet of office space
- Based on the current supply of office space in the sub market (2,519,420 sf), 89% (2,245,466 sf) is located in the CMA and 1.3% (32,683sf) is located in Mont Belvieu.
- The CMA can expect to absorb 459,747 square feet from 2016 to 2020 or 91,949 sf annually based on employment projections.
- Mont Belvieu can expect only about 240-300 square feet of office demand per year to 2020, with future office space attached to petrochemical manufacturing facilities and entirely Class C space.
- This market is not suited for a traditional Class A spec, multi-tenant office building.
- Financial management businesses and other personal services like law, specialty boutique or alternative health businesses could provide demand for a small to moderate scale of speculative office space.

INDUSTRIAL

- As with the demand for the development of office space in the CMA, the demand for industrial development will be heavily dictated by the level of future petrochemical and related business development.
- If competitive advantages in the CMA can be exploited in the future for the logistics and distribution industry, this will boost industrial development in the market.
- The extent to which two of the CMA's most important economic development assets, the I-10 corridor and Cedar Port Industrial Park, are capitalized will have a significant impact on future development demand in the CMA and Study Area.
- Currently most indicators signal that future projections for growth in the CMA are very positive.



EXISTING CHARACTER

1



RESIDENTIAL

Residential structures in Mont Belvieu are predominantly new, single-unit, detached homes with little variety in architectural character and fall within a narrow price range. Development of a more diverse housing stock that follows architectural guidelines will ensure that the area caters to differing needs, ages and income ranges while maintaining a cohesive design language.

2



COMMERCIAL/RETAIL

Commercial structures are, for the most part, located on large tracts with an inconsistent array of architectural styles and materiality. These structures are scattered throughout the Study Area, particularly at the intersection of Eagle Drive and FM565 and at the Eagle Drive exit off of the Interstate 10. Many of these facilities are single-story structures with large setbacks for parking. Development of a compact retail experience with a mix of uses will ensure walkability and diversity of economic potential.

3



CIVIC

There are a number of civic uses in the study area. Although faith congregational facilities are varied in architectural character, the City Hall, Barbers Hill ISD schools and the police/courts are cohesive in character with brick facades. These facilities, however, will need to be cohesive with other uses in the area particularly as it relates to the City's future town center.

4



OPEN SPACE

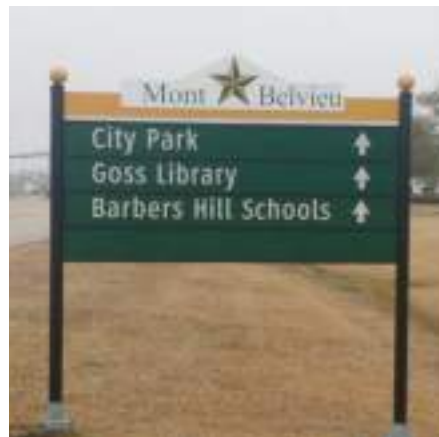
Parks consist of signage elements that may differ between park types. The City Park carries signage and placemaking elements that illustrate the City's small town and natural features. Carrying this criteria along with directional signage consistently throughout open space elements such as at trailheads, park entrances and nodes will provide the residents and visitors with a clear sense of place.

Sources:
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2-3, 5-12. English Associates.
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EXISTING BRAND + IDENTITY

Existing brands and identities of the City of Mont Belvieu range from a variety of styles and materials. The distinct 'star' and color palettes suggest some consistency in signage. However, a family of signage needs to be established that vary in size where gateway elements, large and small scale monuments and signage elements are provided to distinguish different locations throughout Mont Belvieu.



Source: Eagle Pointe. 2018. "Recreation Complex." Accessed June 1, 2018. <http://www.eaglepointeonline.com/recreation-complex/>



Source: Malechek, Mg. 2017. "Google Maps: Midstream Business Park." Accessed June 1, 2018. <https://tinyurl.com/y786ve54>.