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**2022 Midtown Capital Improvements Plan Survey  
Executive Summary**

Midtown Redevelopment Authority Board  
March 2, 2022



# Section One: Survey Objectives

The Midtown Capital Improvements Plan Survey was created in December 2021-January 2022, resulting in 535 participant results. The objective of the survey focused on:

- Implementing the Strategic Guide;
- Engaging a broad range of community stakeholders;
- Understanding the current live, work, and play needs of the Midtown community;
- Utilizing the results to periodically update Midtown's Capital Improvements Plan, Parks and Open Space Master Plan, and Cultural Arts Master Plan

For additional information regarding the survey results, please refer to the 2022 Midtown Capital Improvement Plan Survey, dated January 27, 2022

# Section Two: Demographics

The respondents of this survey predominantly reside in the Northern area of Midtown Houston. A few come from the surrounding areas of Downtown, Third Ward, Fourth Ward, and Museum District. Their places of work are spread across Midtown, Downtown and other inner loop areas. The sample thus, also includes people who live in Midtown and work elsewhere. Central Midtown, especially the mixed-use areas, parks and open spaces seem to attract people for leisure and other purposes.

## Section Three: Trends

The responses to the survey identified that Midtown has a good/very good quality of life. However, with every community there are opportunities to increase the overall quality of life. Seventy One percent of the survey respondents believe that job growth is important in the Midtown Area. A considerable proportion of the respondents feel that it is important to improve traffic circulation and capacity 56.8 percent (North/South (N/S)), 68.3 percent (East/West (E/W)). In preparation for the last Strategic Guide update, a survey was conducted in 2017 to gauge public opinion about Midtown Houston and its projects and initiatives. At that time, people believed that improving the E/W circulation was more important than N/S, that difference has become lesser now in 2022. A wide majority, 93.2 percent, of the respondents feel that it is very/somewhat important that public and recreational amenities are within a short walk of their homes. Similarly, 88.5 percent people have considered creating more pedestrian/ bike linkages as very/somewhat important. Thus, walkability should be a crucial aspect for future projects. In addition, the desire for more parks and open space, improved bicycle and pedestrian mobility, support/encouragement of mixed-use developments and small businesses, improving safety and enhancing cultural arts are ways to continue to enhance Midtown Houston.

To improve future mobility in Midtown, sidewalk improvement was believed to be the most important, while other changes like bike lane creations, road maintenance, pedestrian cut throughs, and pedestrian safety, all turn out to be of similar relevance. With technology readily available, the survey respondents favored intelligent parking, dynamic signage, and free public wi-fi zones as ways to improve the quality of life of Midtown Houston. Write in answers focused on technology that enhances surveillance or increases safety.

The respondents generally desire more semi-formal parks and a mix of spaces as an important addition to the recreational areas in Midtown. Quiet neighborhood spaces and active outdoor recreation were also amongst the important opportunities.

Building on the Caroline Street improvement project as a baseline, the primary factors that the respondents want to carry forward to other street projects include adding street trees, wider sidewalks, pedestrian lighting, and separate bike lanes. Consequently, they also believe that pedestrian safety is a very important objective in the project, followed by bicycle safety and economic development.

In the summer of 2019, the City of Houston extended the Market-Based Parking (MBP) boundary into parts of Midtown to encourage more economic development and support local businesses. A portion of Midtown Houston was left out of the extension. The Strategic Guide and the Walkable Places Program supports reduced parking because it gives property owners more flexibility in the use of their property, removes a bureaucratically imposed minimum that is based on a one-size-fits-all approach, minimizes surface parking and parking garages which have visual and environmental impacts, and encourages more transit ridership and active transportation (bicyclist and pedestrians). Of the survey respondents, the majority support the further extension of MBP within Midtown, while some believe that parking requirements should be reduced.

# Section Four: Future Projects

The survey results help to inform, guide and prioritize potential future capital improvements through Midtown. The survey results reflect significant support for the type of improvements planned for upcoming CIP projects. These projects will help achieve better parks, mobility, and safety needs/desires of the community and will help improve the overall quality of life in Midtown.

- **NHHIP – US 59 Cap Park:**

The addition of new/improved parks and open spaces in Midtown remains a high priority for the community. The US 59 Cap Park project satisfies many of these needs, including potential for mixed use development, and increasing mobility both east/west and north/south. The park provides multiple recreational opportunities for the residents of Midtown and nearby neighborhoods.

- **Urban Redevelopment Plan:**

As part of the Ion District Economic Development Agreement, Rice Management Company (RMC) will partner with MRA to conduct a study of opportunities for public and private investment in a focused study area. This urban redevelopment plan will describe a vision of redevelopment which will likely relate to the importance of job growth, creating of mixed-use development, improve connectivity and open opportunities for park spaces, which are identified as priority efforts by the respondents.

- **Mobility and Pedestrian Enhancements and Street Improvements:**

The respondents have identified mobility and creation of additional linkages as areas that require more attention and investment. Mobility includes corridor and intersection improvements, synonymous with the strategic guide. Various mobility and pedestrian enhancements also include creation of bike lanes and maintenance of existing roads. Street improvements such as providing shade and adding shaded trees, widening of sidewalks, lighting and separated bike lanes are considered important by the respondents. This attests to the relevance of the proposed vision for the Brazos Street and Caroline Street. The survey also highlighted pedestrian and biking safety as important objectives.

- **Market Based Parking:**

The majority respondents of the survey had an opinion that the Market Based Parking Boundary can be extended within Midtown. They also voted for a reduced parking requirement overall. Some suggest carrying out a testing of the same policy in effect to assess the impact and changes.

- **Drainage Improvements:**

For many years and with many capital improvement projects, Midtown Houston has been working on improving drainage. All the major street reconstruction projects (Bagby Street, McGowen Street, Caroline Street, etc.) have included significant drainage improvements. In addition, the City of Houston and Midtown have been collaborating on drainage projects throughout Midtown.



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