

Achieving Huntsville's Potential

HOUSING CHOICES, JOB OPPORTUNITIES AND QUALITY EDUCATION



SAC Meeting

March 14, 2013

DESIGNWORKSHOP



DESIGNWORKSHOP



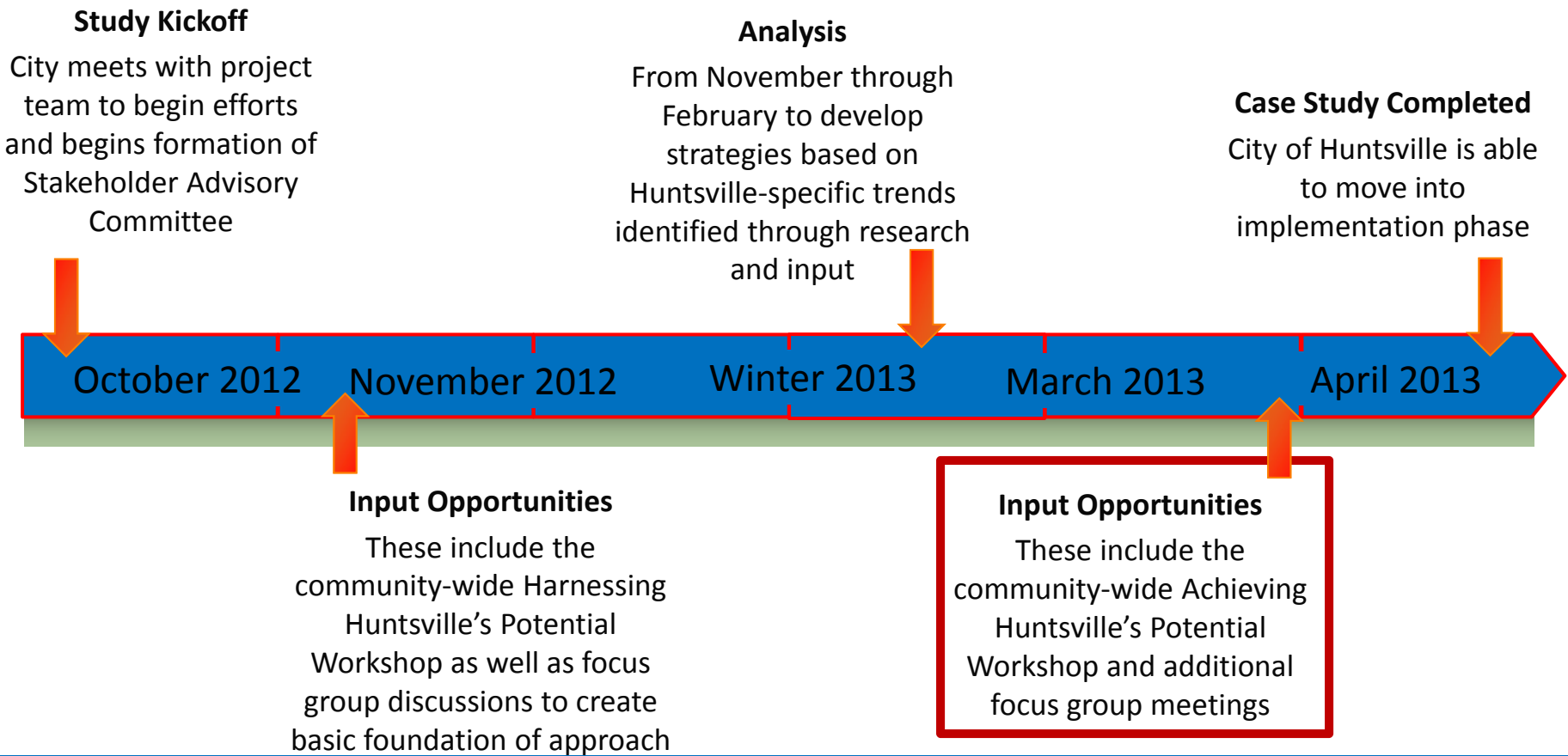
AGENDA

- Review previous meeting minutes
- Review revised PowerPoint from February meeting
- Achieving Huntsville's Potential workshop discussion
- Next Steps
- To access this presentation, visit:
<http://www.ourregion.org/casestudies.html>



TIMELINE

Final SAC Meeting:
• **April 23, 2013, 3-5pm**



The overall goal of the Housing & Economic Development Case Study is to assist in developing strong, stable neighborhoods within the City of Huntsville while tying this effort to an economic development approach.

SUSTAINABLE RETURN ON INVESTMENT



SUSTAINABLE RETURN ON INVESTMENT

What is an SROI?

- For the purpose of this case study, a SROI analysis looks at each project to determine how it may benefit Huntsville over time
- This may include looking at the community, economic, environmental and cultural benefits



Economics



Community/culture



Environment



PROMOTE EXCELLENCE IN K-12 SCHOOLS

Benefits

- Companies will move to the area for quality schools
- People will move to the area for quality schools
- Better higher education and career opportunities for students
- Improves academic performance of students
- Improves retention of highly qualified staff



What if this project doesn't move forward?

- Could result in declining enrollment at HISD
- Teachers will choose other areas in which to work due to lower pay
- Declining marketability for residential development compared to neighboring towns
- Stagnant growth in economy



HOUSING DIVERSITY

Benefits

- Broadening the percentage of home owners in all levels of affordability means the city's tax base can broaden to support more services
- People can live closer to their jobs
- Community reinvestment = invigorating life into existing neighborhoods
- Huntsville can better compete for a wider range of employers



What if this project doesn't move forward?

- Less marketability to potential commercial businesses and employers
- Growth from the south will "leapfrog" over Huntsville into areas that have more opportunities for development



RE-EVALUATE WET/DRY COUNTY LINES

Benefits

- Increases the territories considered more marketable to retailers, restaurants, etc.
- Increase revenue that leverages adjacency to I-45
- Creates an even playing field for different parts of town in terms of economic development



What if this project doesn't move forward?

- Creation of image that Huntsville is not "open for business"
- "Leapfrog" development to adjacent communities
- Loss of sales tax revenue and tourism



CREATE A MARKETING CAMPAIGN

Benefits

- More community awareness
- Positive brand building off of state park, University, historic district, TDCJ, festivals, natural surroundings, downtown
- Increased economic development

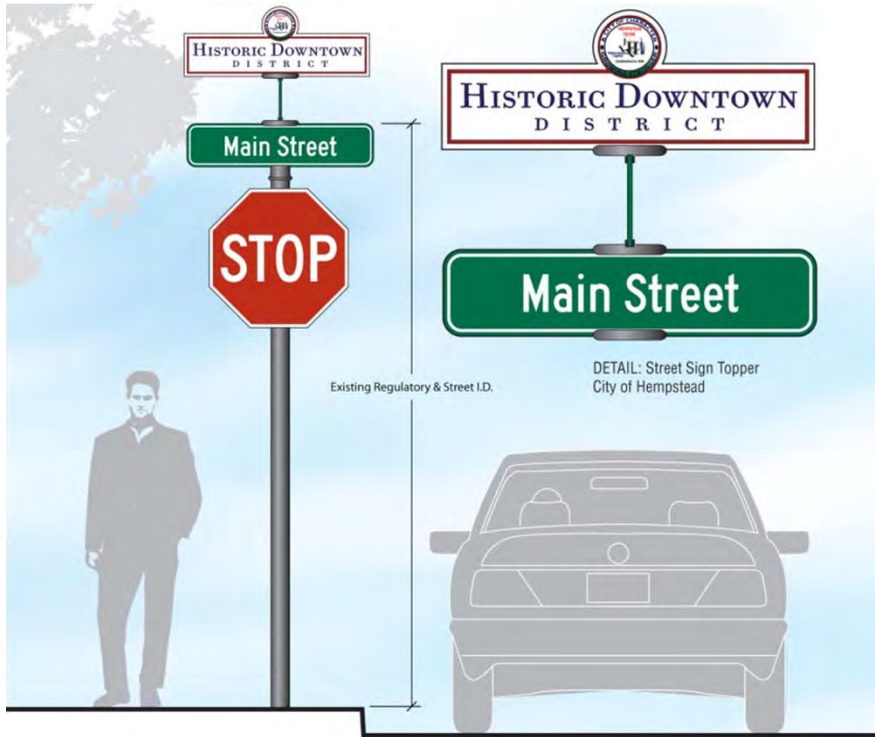


What if this project doesn't move forward?

- Tourism will be stagnate
- Lack of awareness of cultural opportunities and community assets



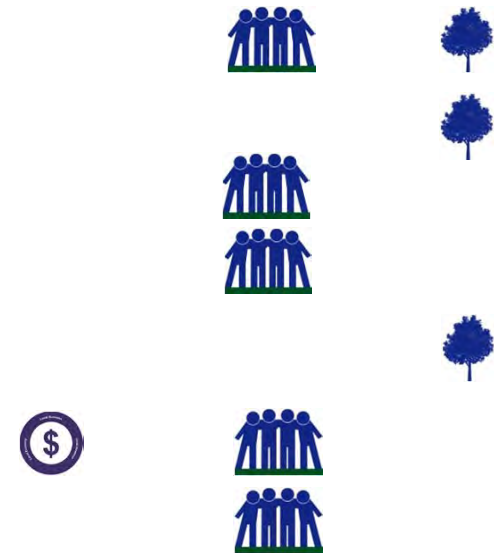
CREATE A MARKETING CAMPAIGN



REVISE AND ENFORCE DEVELOPMENT REGULATIONS

Benefits

- Preserve and protect existing neighborhoods
- Maintenance of drainage easements
- Enhance signage standards
- Enhance historic preservation
- Tree preservation incentives
- Improved community and developer satisfaction
- Increase in housing diversity



What if this project doesn't move forward?

- Lack of progress towards other goals
- Lack of enforcement regulations



INCREASE ADULT EDUCATION/TRAINING OPPORTUNITIES

Benefits

- Retain SHSU graduates
- Employers can recruit for technical jobs from Huntsville residents
- More opportunities for residents to live and work in their city, instead of having to look for work outside of the city



What if this project doesn't move forward?

- Businesses will recruit from and move to other areas



INCREASE RETAIL/RESTAURANT OPPORTUNITIES

Benefits

- More choices mean people will spend more money in Huntsville
- More jobs for unskilled workforce



What if this project doesn't move forward?

- Businesses will locate elsewhere, therefore people will spend their money outside of Huntsville
- Depletion of tax base



INCREASE RETAIL/RESTAURANT OPPORTUNITIES



- LEGEND**
- ENTRY NODE
 - DISTRICT CENTER
 - PRIMARY
 - SECONDARY
 - TERTIARY
 - CAMPUS
 - PROPERTY BOUNDARY
 - DRAINAGE
 - AREA OF INFLUENCE



CREATE A CORRIDOR CONNECTION TO SHSU

Benefits

- Enhancing the connection between the University and downtown would enhance overall marketability
- Walking will become a more attractive transportation choice



What if this project doesn't move forward?

- Missed opportunities on major connectors for students, visitors and residents traveling between downtown and SHSU



LEVERAGE THE PRESENCE OF TDCJ TO EXPAND ECONOMIC DEVELOPMENT

Benefits

- Attract new businesses to the community
- Potential public-private partnerships between TDCJ and developers



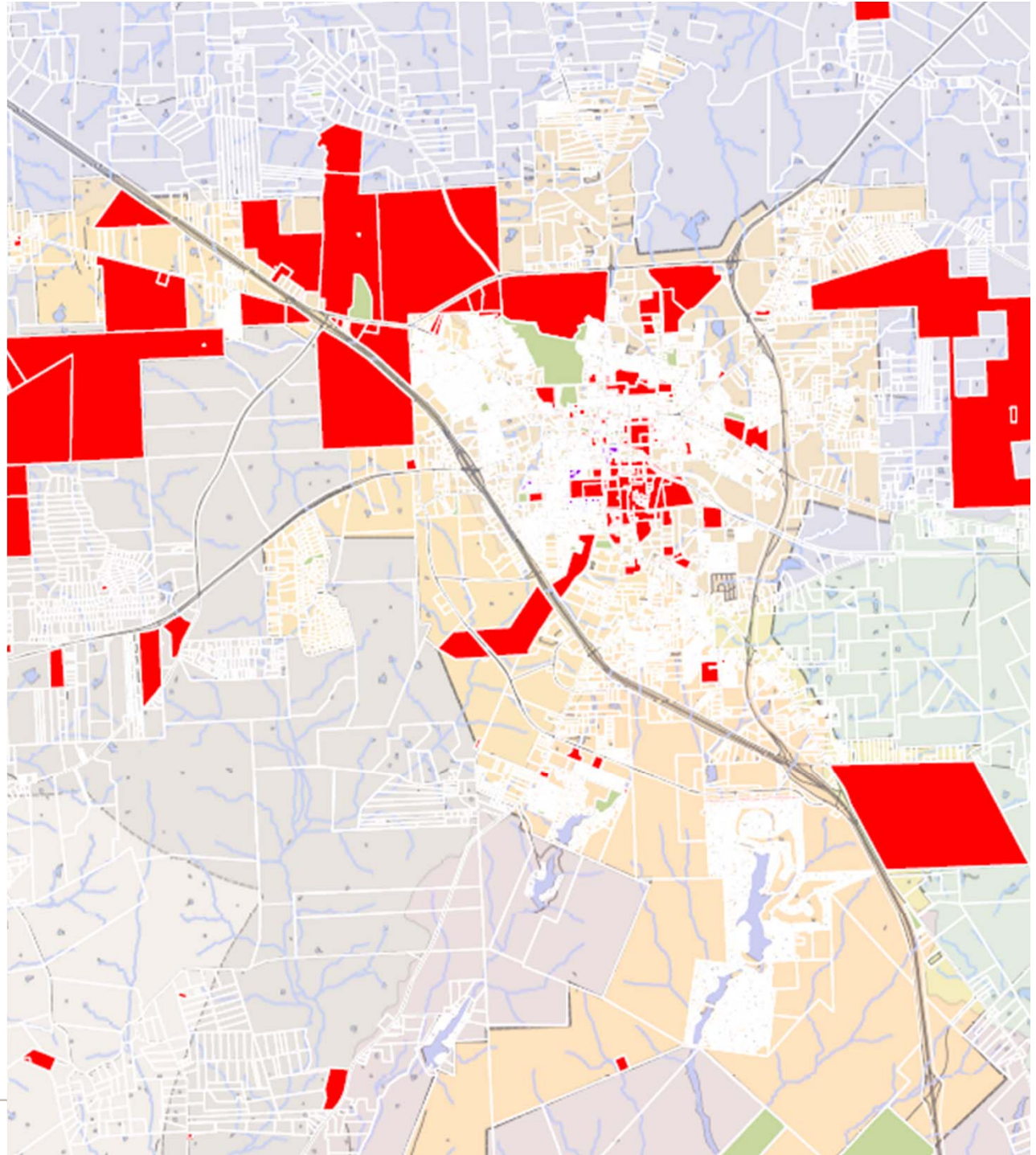
What if this project doesn't move forward?

- Missed opportunity to reclaim some state-owned land for taxable property



LEVERAGE THE
PRESENCE OF
TDCJ TO EXPAND
ECONOMIC
DEVELOPMENT

***54% of Huntsville's land
is publically owned
(areas represented in red)***
Source: City of Huntsville GIS Data



DEVELOP A BUSINESS PARK

Benefits

- Jobs added to the community
- Positive branding for the city
- Public-private partnerships will increase tax revenue



What if this project doesn't move forward?

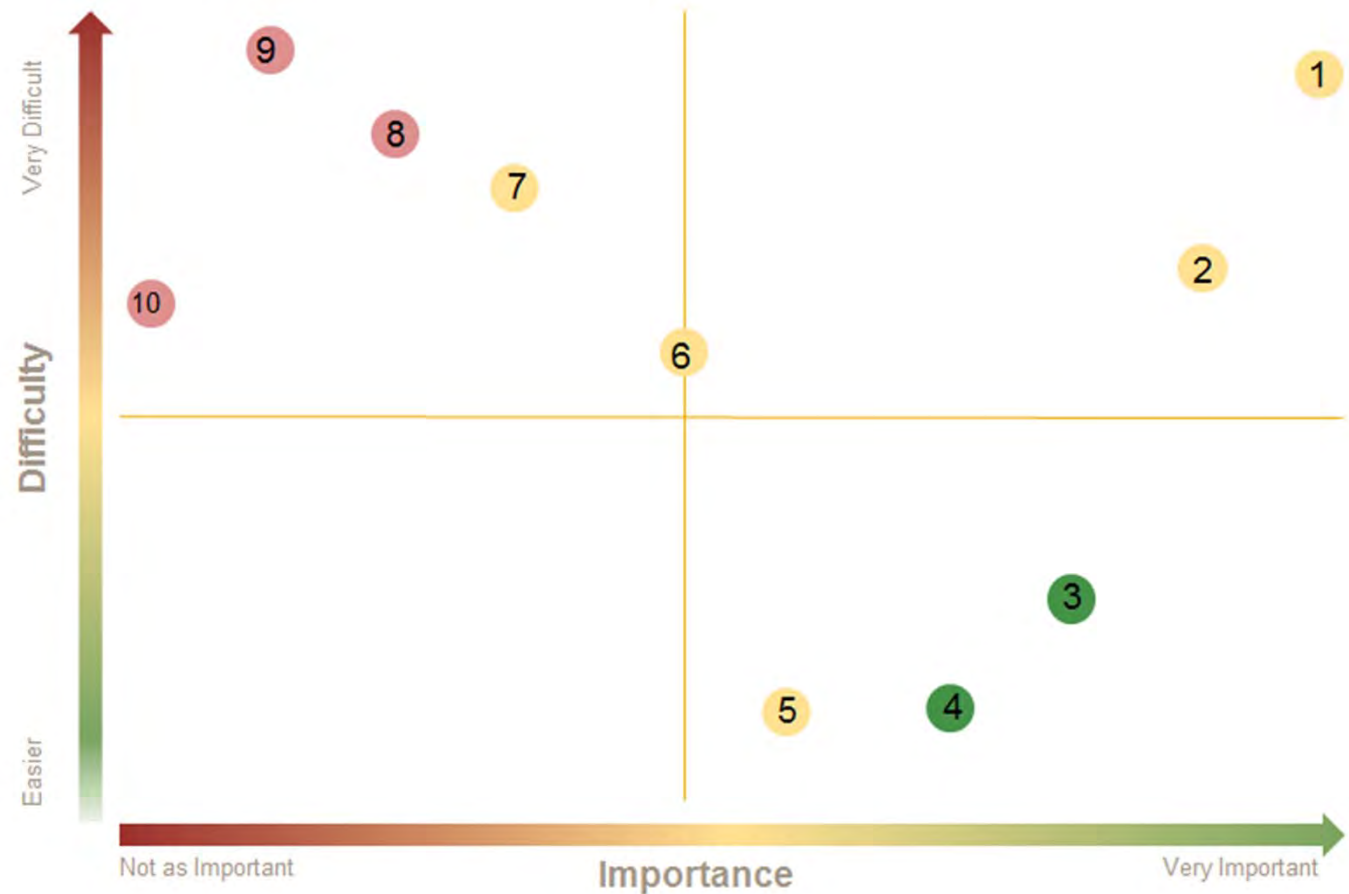
- Missed opportunity to brand Huntsville and bring jobs to the area
- Loss of potential tax base



DIFFICULTY VS. IMPORTANCE

Projects:

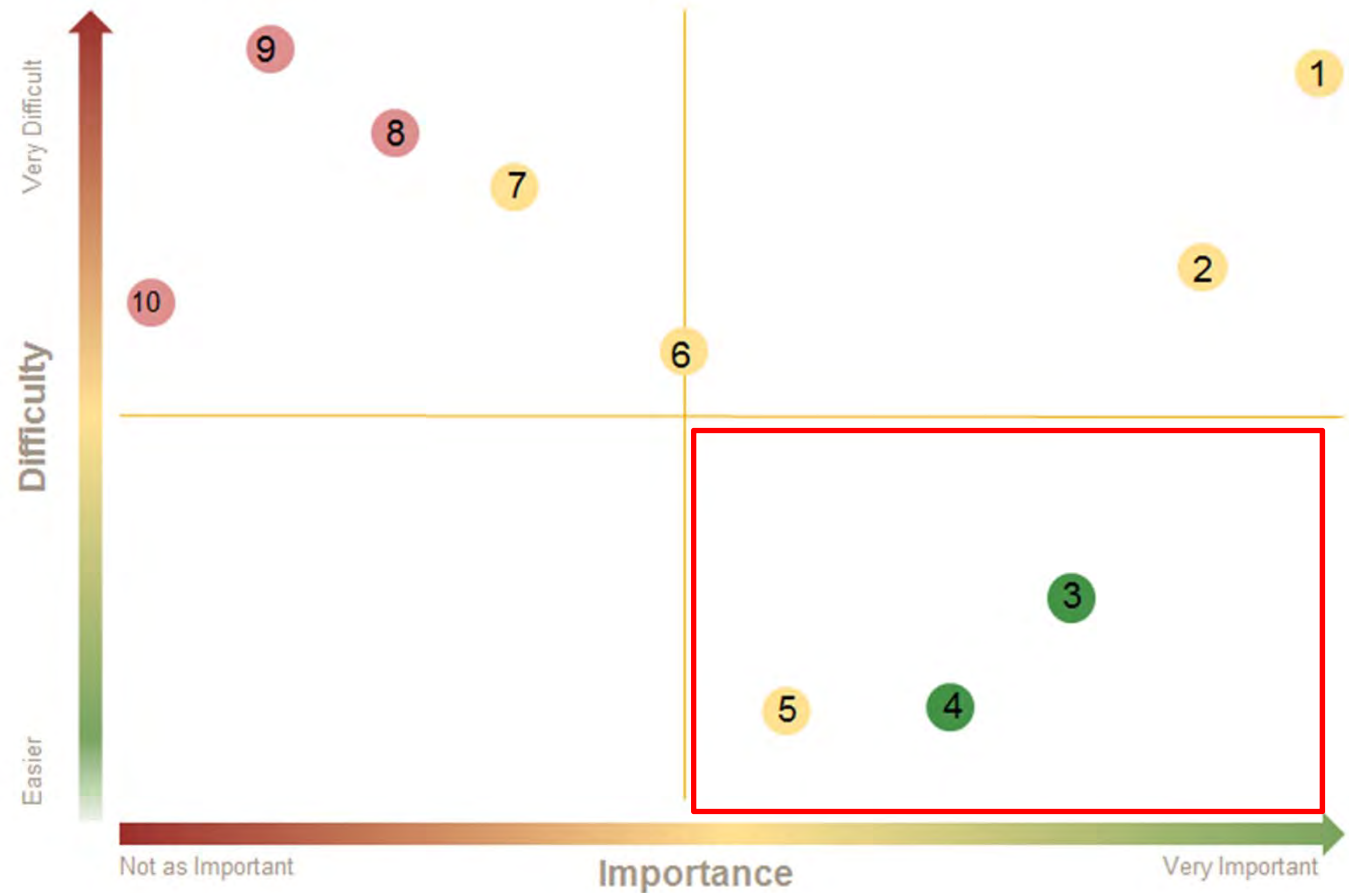
1. Promote Excellence in K-12 Schools
2. Broaden Range of Housing Types/Diversity
3. Re-evaluate Wet/Dry County Lines
4. Create a Marketing Campaign
5. Revise and Enforce Development Regulations
6. Increase Adult Education/Training Opportunities
7. Increase Retail/Restaurant Opportunities
8. Create a Corridor to From Downtown to Campus
9. Leverage the Presence of TDCJ to Expand Economic Development
10. Develop a Business Park



DIFFICULTY VS. IMPORTANCE

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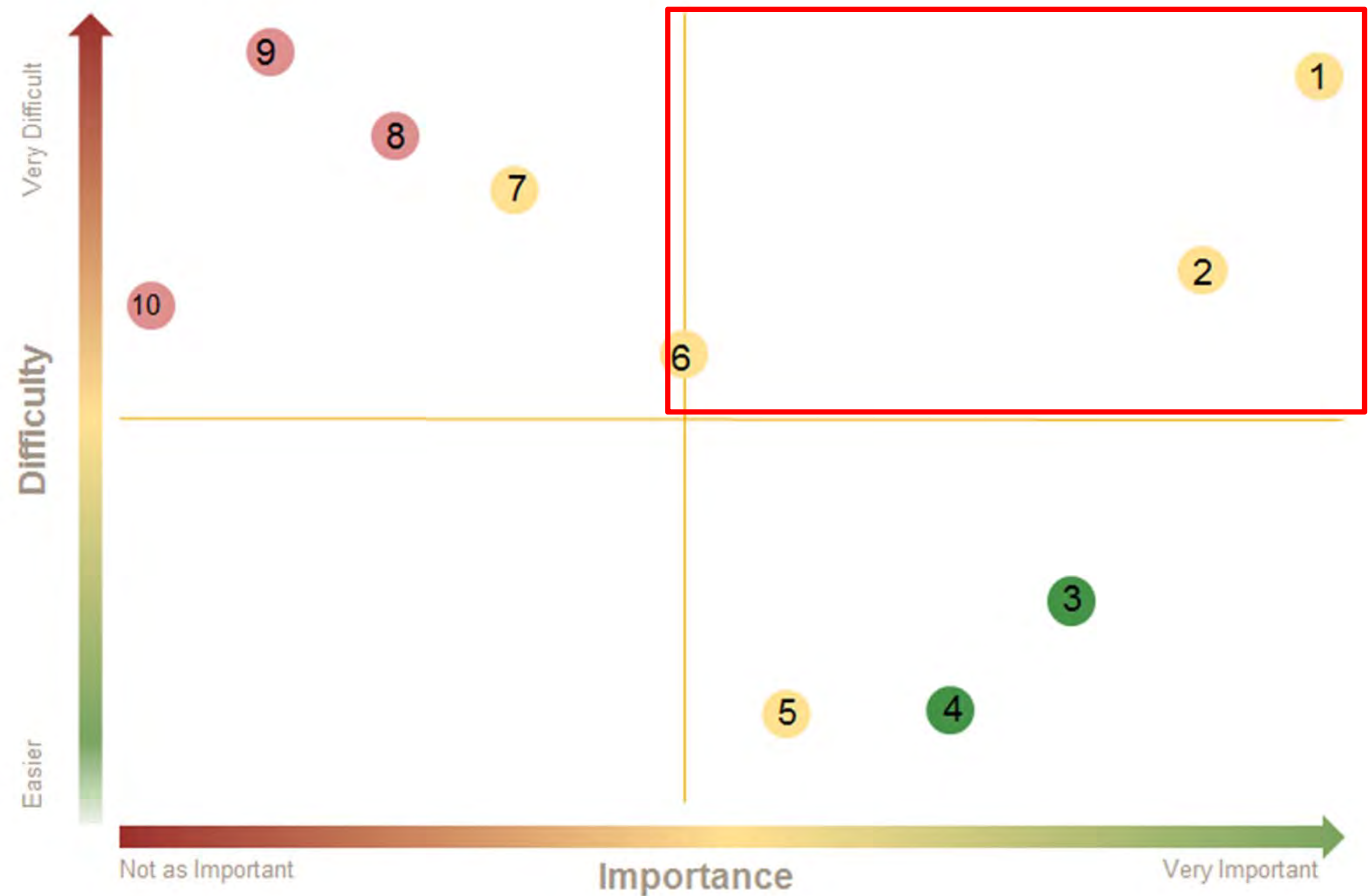
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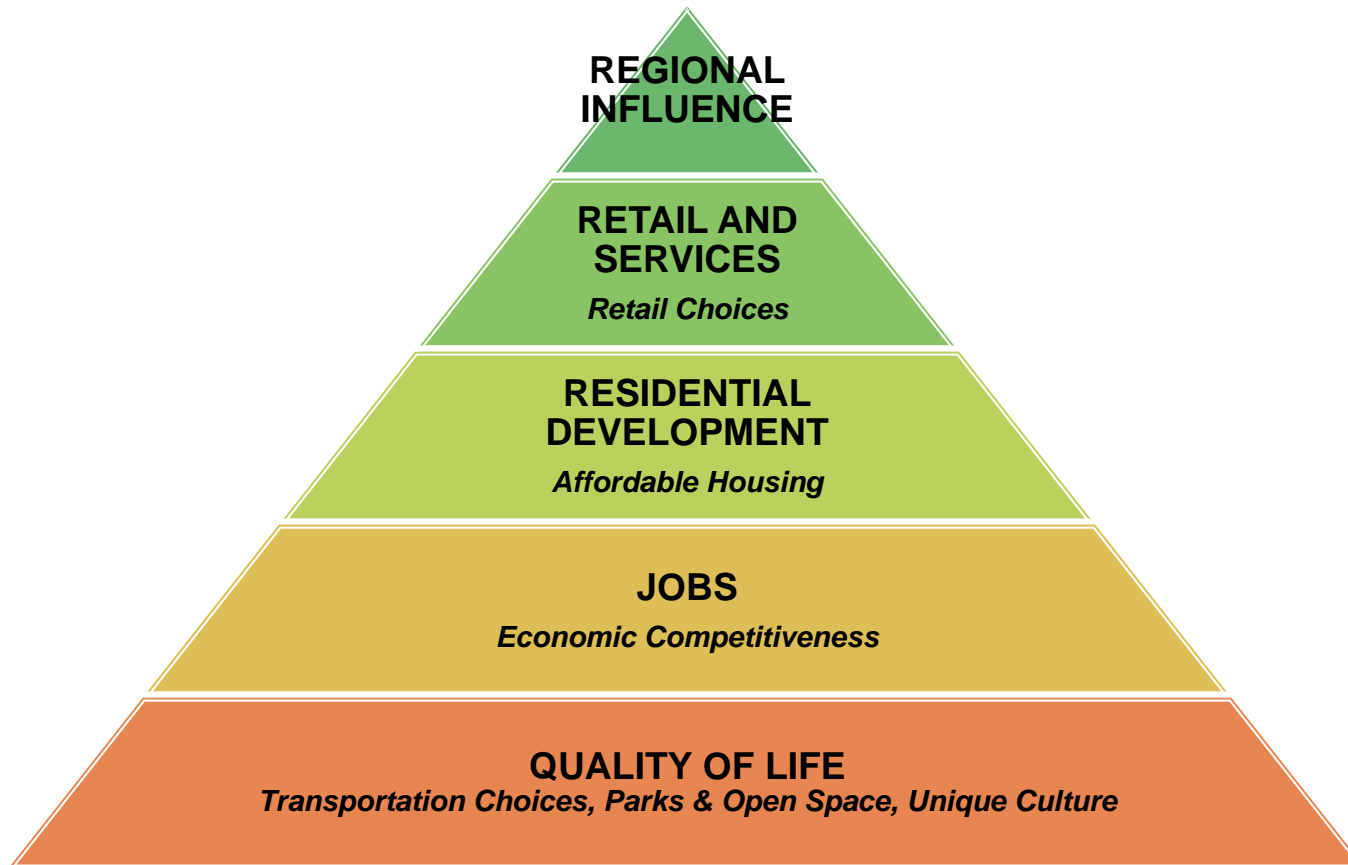
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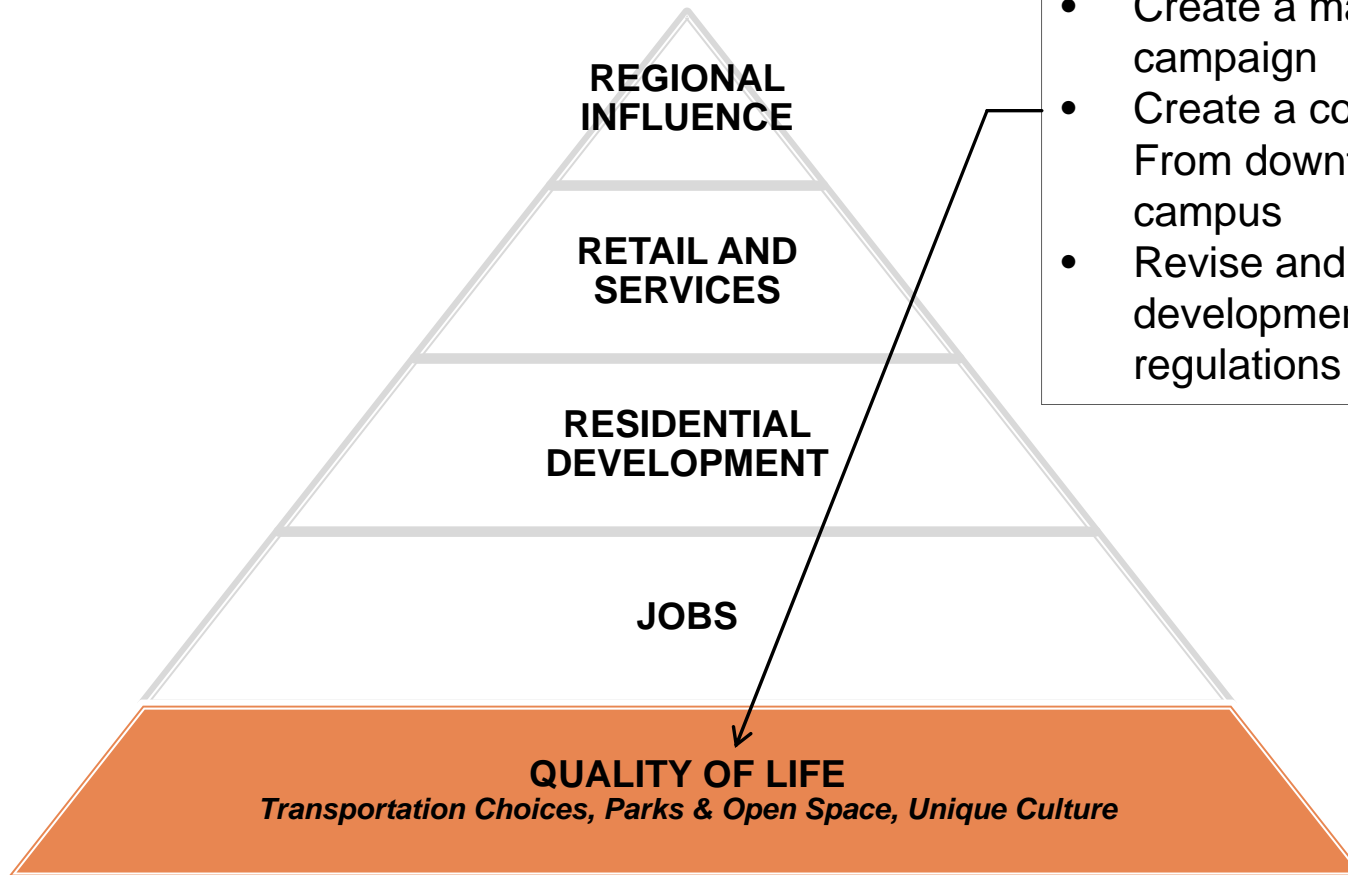
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QUALITY OF LIFE



QUALITY OF LIFE



Top-Ranked Projects

- Promote excellence in K-12 schools
- Create a marketing campaign
- Create a corridor to From downtown to campus
- Revise and enforce development regulations

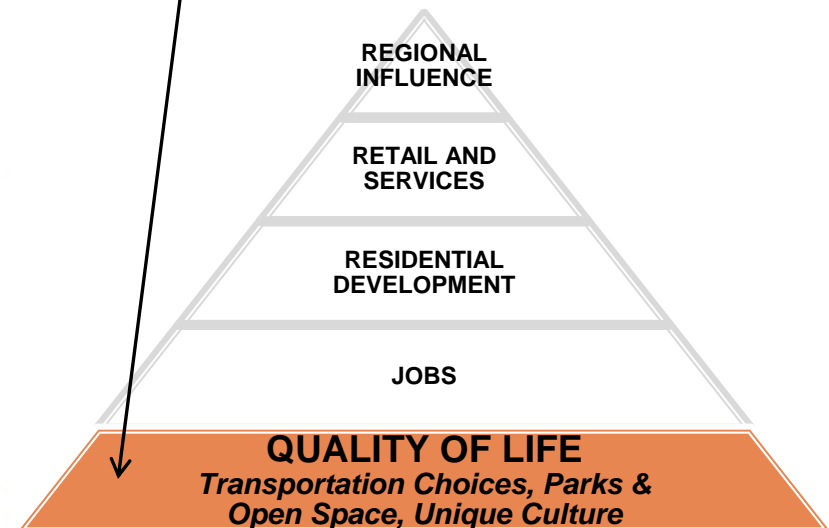
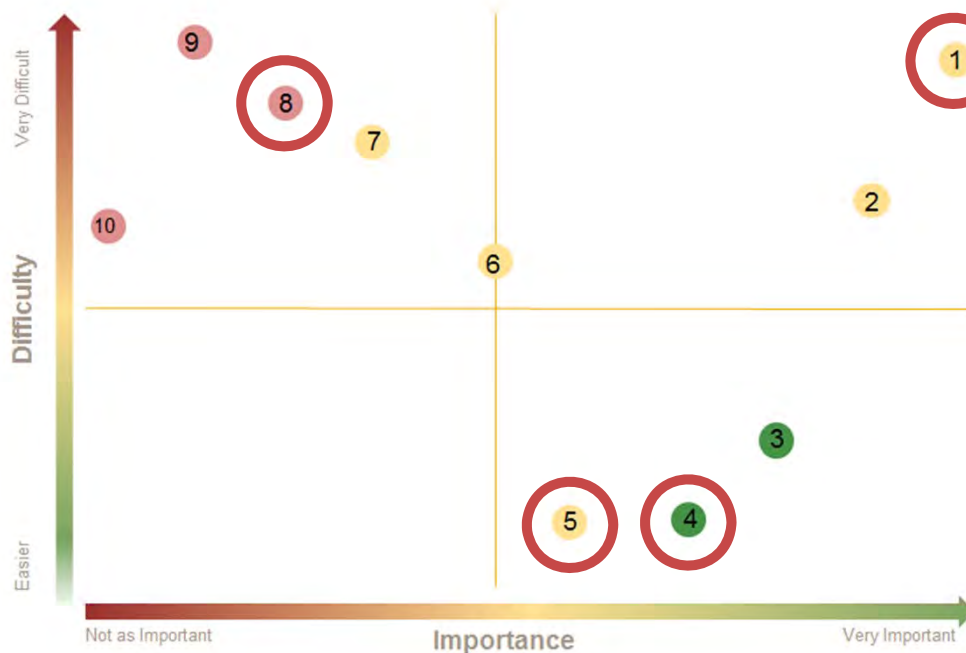


QUALITY OF LIFE & DIFFICULTY VS. IMPORTANCE

- We will focus on these four projects because will help promote a better quality of life in Huntsville, which will in turn provide a better environment for job creation, residential development, retail and services.

Top-Ranked Projects

1. Promote excellence in K-12 schools
4. Create a marketing campaign
5. Revise and enforce development regulations
8. Create a corridor to From downtown to campus



ACHIEVING HUNTSVILLE'S VISION WORKSHOP



OPEN HOUSE FORMAT

- Open house
- Huntsville Public Library, Community Room
- Thursday March 28th, 6:30pm-8:00pm



OPEN HOUSE FORMAT

- 6 stations
 1. Introduction station
 2. Quality of life project #1 – Education
 3. Quality of life project #2 – Marketing campaign
 4. Quality of life project #3 – Development regulations
 5. Quality of life project #4 – Corridor between downtown and campus
 6. Comment station
- Need at least two volunteers from SAC for stations 2-6: **total of at least 10 volunteers**
- Each project will have an explanation of how it ties into the creation of jobs and/or housing



OPEN HOUSE INTRODUCTION STATION

- PowerPoint that gives general overview of the project and process
- 3-5 minutes long
- Set on a loop
- Volunteer will answer questions people may have about the process as a whole
- Franklin Associates will help at this station



OPEN HOUSE EDUCATION STATION

- 2 SAC volunteers
- 1 member of consultant team or City staff member
- Pamphlets about this project
 - Projects, programs and policies
- Information about how public can get involved
 - People can leave contact information a basket at the station or mail it in
- ***Who wants to volunteer?***

RECOMMENDATIONS FOR PROMOTING EXCELLENCE IN K-12 SCHOOLS

PROJECTS

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OPEN HOUSE MARKETING CAMPAIGN STATION

- 2 SAC volunteers
- 1 member of consultant team or City staff member
- Ideas for a Huntsville-specific campaign
- Pamphlets about this project
 - Projects, programs and policies
- Information about how public can get involved
 - People can leave contact information a basket at the station or mail it in
- ***Who wants to volunteer?***

RECOMMENDATIONS FOR CREATING A MARKETING CAMPAIGN

PROJECTS

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OPEN HOUSE DEVELOPMENT CODE STATION

- 2 SAC volunteers
- 1 member of consultant team or City staff member
- Pamphlets about this project
 - Projects, programs and policies
- Information about how public can get involved
 - People can leave contact information in a basket at the station or mail it in
 - Steering committee volunteers
- ***Who wants to volunteer?***

JOBS

JOIN A COMMITTEE

CONTACT JANE DOE at JaneDoe@gmail.com to find out more about joining a committee to help move projects forward.

SHARE YOUR THOUGHTS

VISIT ENGAGEHUNTSVILLE.COM to join your neighbors in a conversation about the future of Huntsville and make a difference!

ATTEND A MEETING

Keep up to date about upcoming meetings where you can shape decisions, impact policy, and spread awareness.
VISIT HUNTSVILLETX.GOV

HOUSING

- Updating development regulations to match the latest standards in the housing industry will help prevent the loss of potential housing developments to surrounding communities.
- Development codes that are easy to understand and equitably enforced bring stability to the market and reduce some of the risk associated with building.
- Updating the development code presents an opportunity to remove any barriers preventing the construction of a diversity of housing types.

How can I STAY INVOLVED?

Achieving Huntsville's Potential

REVISING AND ENFORCING DEVELOPMENT REGULATIONS



OPEN HOUSE CORRIDOR STATION

- 2 SAC volunteers
- 1 member of consultant team or City staff member
- Examples of other corridors
- Pamphlets about this project
 - Projects, programs and policies
- Information about how public can get involved
 - People can leave contact information a basket at the station or mail it in
- ***Who wants to volunteer?***

RECOMMENDATIONS FOR DEVELOPING A CORRIDOR FROM DOWNTOWN TO SHSU

PROJECTS

- Develop a business park
- Develop a biking trail in utility easements
- Have underground utilities (electricity)
- Citizen liaison to developer and P&Z
- No grass in sidewalk expansion joints (maintenance issue)

PROGRAMS

- Need more new construction and redevelopment of existing structures
- Redevelopment Initiatives
- Inactive/vacant lots and or structures
- More bike and greenway trails
- See more wildflowers
- Likes SHSU and downtown "look"
- Build with topography
- City to set example - ie: preserve trees (library) and wild flowers mowed too early

POLICIES

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OPEN HOUSE COMMENT STATION

- 1 member of consultant team and 1 City staff member
- People can leave written or recorded comments



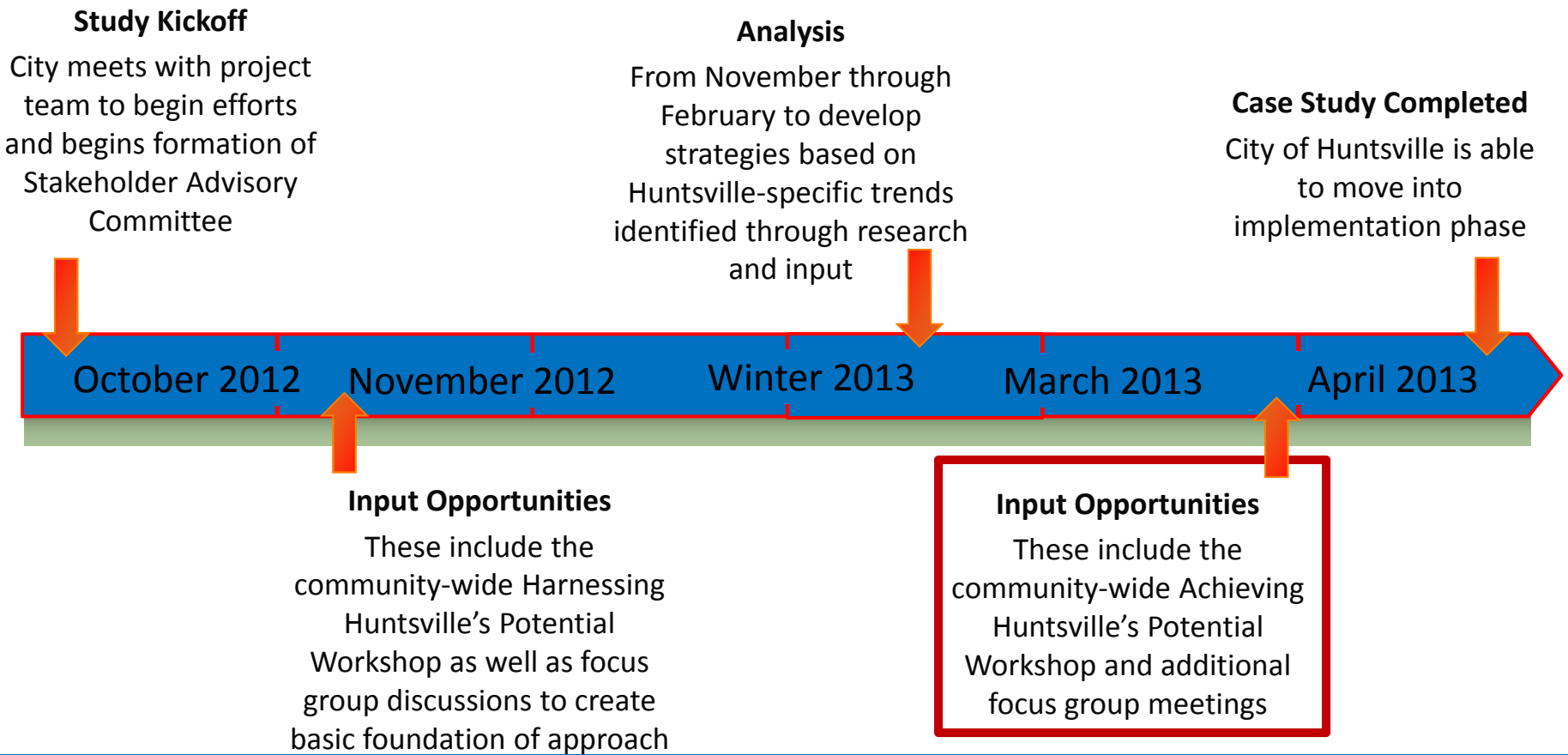
OPEN HOUSE REMINDER

- Open house
- Huntsville Public Library, Community Room
- Thursday March 28th, 6:30pm-8:00pm
- Volunteers: please arrive at 6:00pm



TIMELINE

Final SAC Meeting:
• **April 23, 2013, 3-5pm**



The overall goal of the Housing & Economic Development Case Study is to assist in developing strong, stable neighborhoods within the City of Huntsville while tying this effort to an economic development approach.

NEXT STEPS

- Achieving Huntsville's Potential Focus Groups: **March 28th** during the day at City Hall
- Achieving Huntsville's Potential Open House: **March 28th**
- Final SAC Meeting: **April 23rd**

