

Harnessing Huntsville's Potential

HOUSING CHOICES, JOB OPPORTUNITIES AND QUALITY EDUCATION

Great cities prepare for great futures. Join your friends and neighbors in an online forum that will help turn visions for Huntsville's future into a reality. Prioritize important housing, education and employment goals by voting for ideas you support, proposing ideas and leaving feedback. All online posts and surveys will be reviewed by the City and the Houston-Galveston Area Council. By participating, you will help make a great quality of life a reality for all future members of Huntsville, Texas.


economic growth

- » Sam Houston - leader of the past, leader of the future
- » Attract diverse types of jobs to Huntsville
- » Improve downtown Huntsville area for new businesses

FEATURED PHOTO SHARE [VIEW ALL](#)

Show us what makes Huntsville great!


[ADD A PHOTO](#)



PROJECT DETAILS

- » About the Project
- » How It Works
- » Who's Listening?
- » Rewards Store
- » City of Huntsville

FEATURED TOPIC Preserving Our Character



How can Huntsville grow and expand, while protecting the character of each of our neighborhoods?

Huntsville's neighborhoods are diverse. How can we maintain and revitalize our historic neighborhoods as we grow? Are we promoting our history as our...

2 19 30 Days Remaining

SAC Meeting

January 9, 2013

DESIGNWORKSHOP



DESIGNWORKSHOP



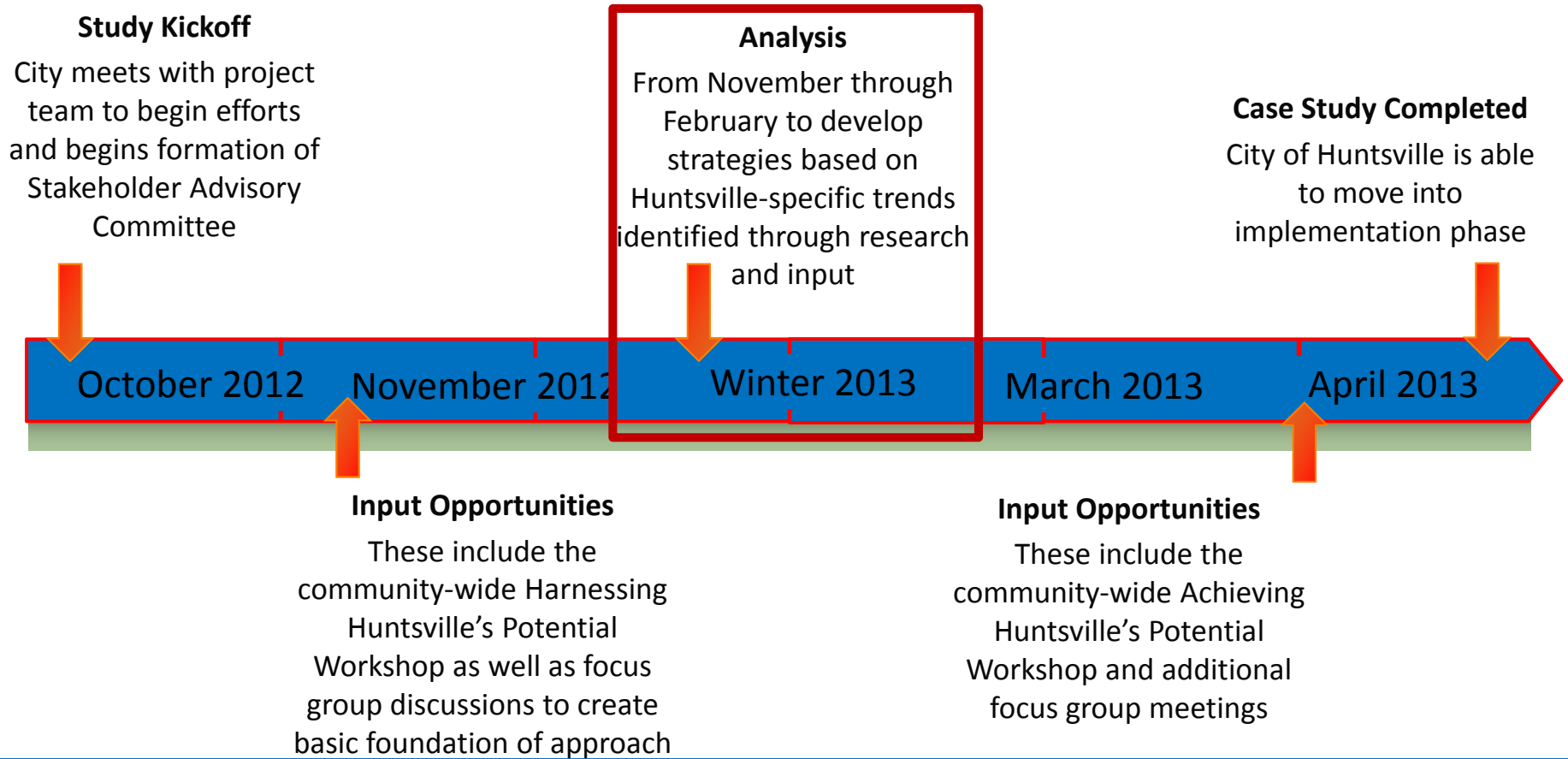
AGENDA

- Review previous meeting minutes
- Sustainability gap analysis
- Next steps
- To access this presentation, visit:
<http://www.ourregion.org/casestudies.html>



TIMELINE

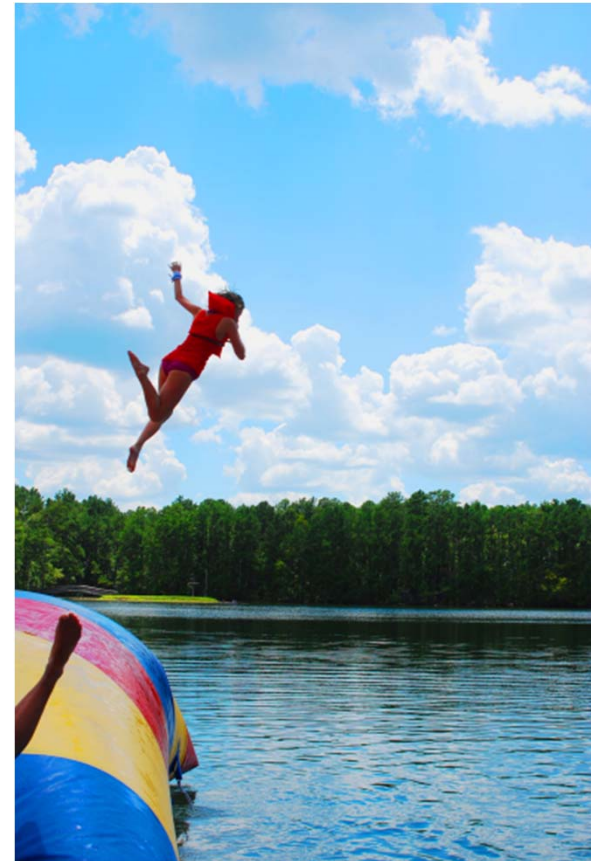
Next SAC Meeting:
• **February 12, 2013, 3-5pm**



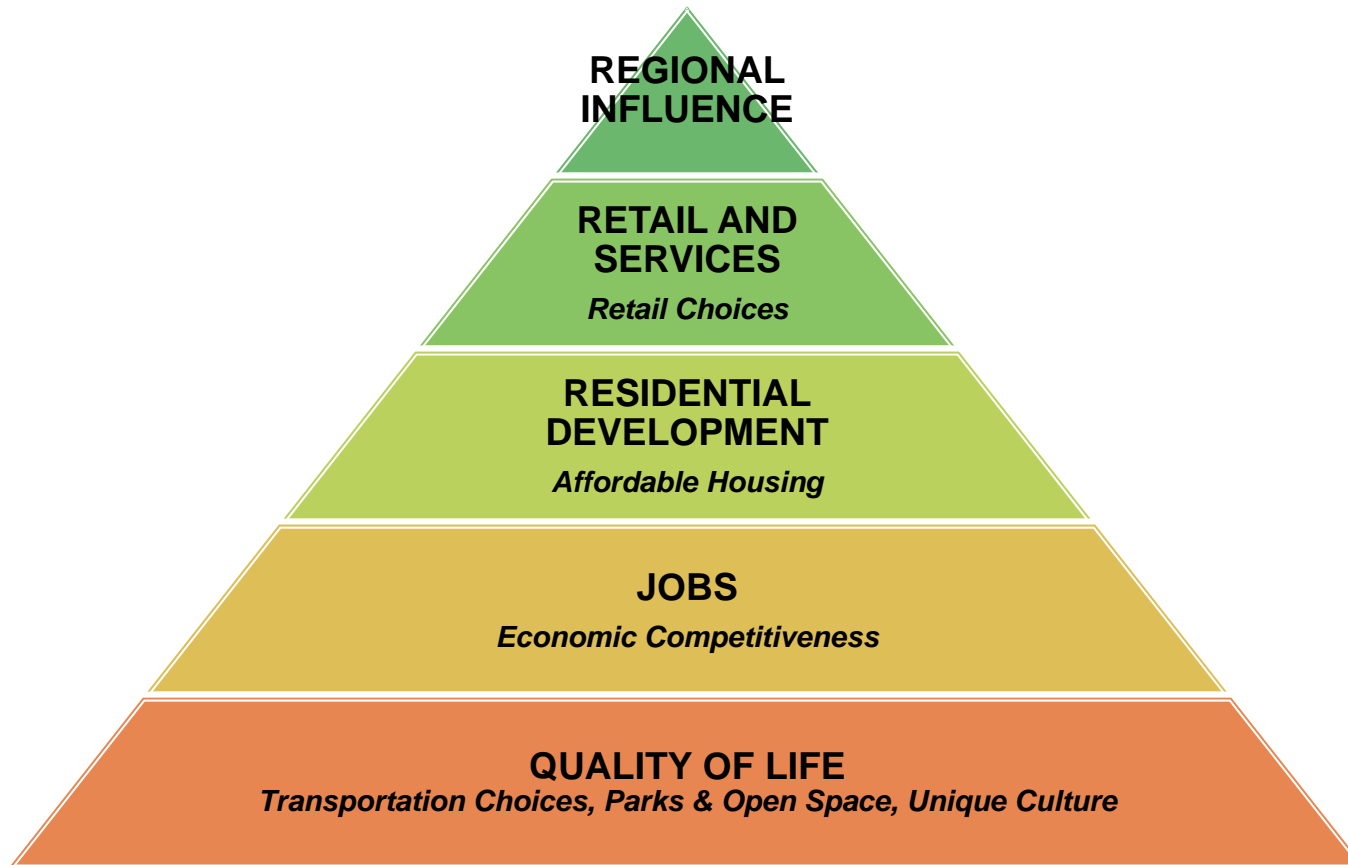
The overall goal of the Housing & Economic Development Case Study is to assist in developing strong, stable neighborhoods within the City of Huntsville while tying this effort to an economic development approach.

SUSTAINABILITY GAP ANALYSIS

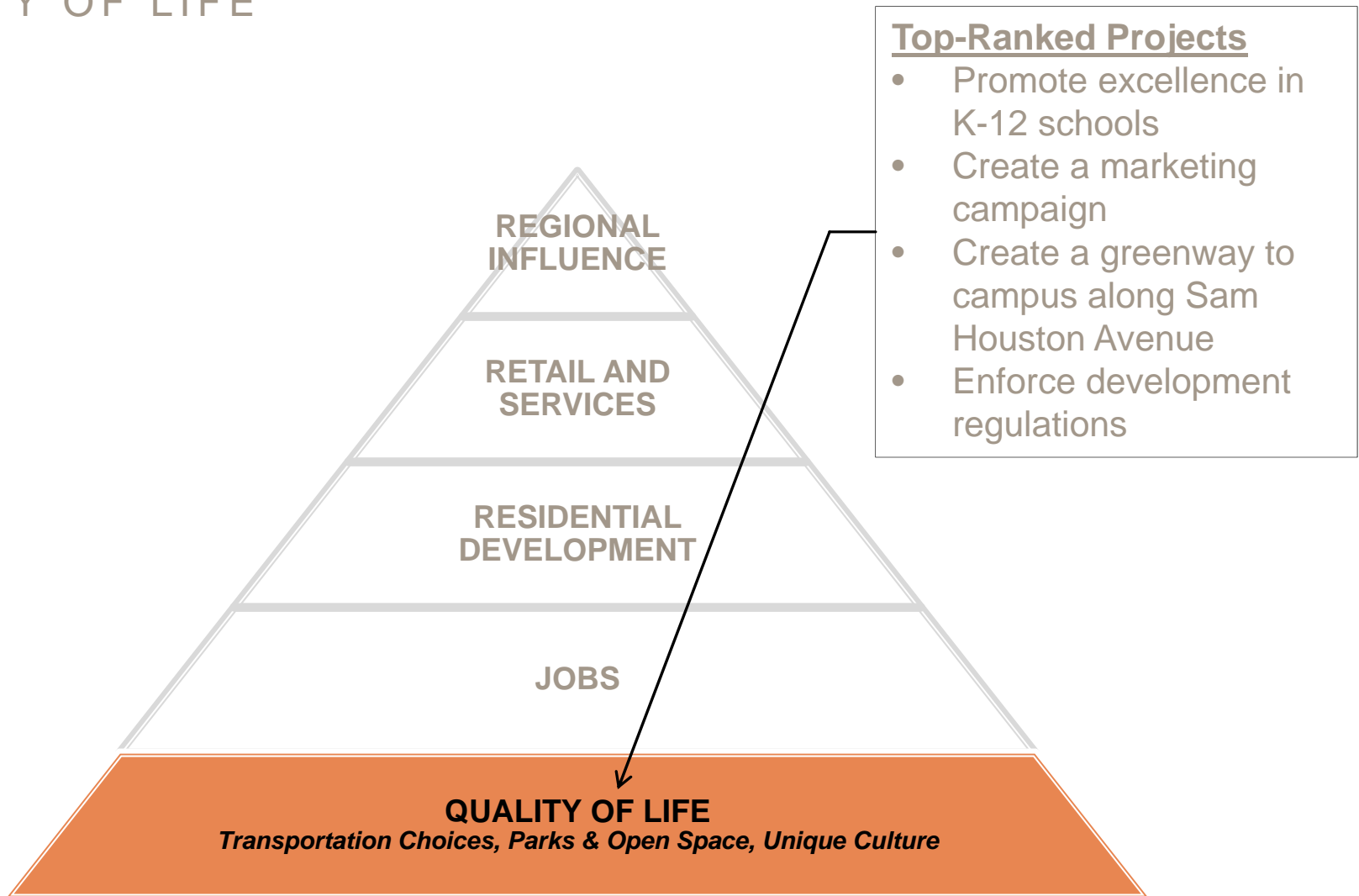
- What is a sustainability gap analysis?
 - Sustainable places =
transportation choices
affordable housing
economic competitiveness
retail choices
parks and **open space**
unique culture
 - How is Huntsville doing today based on quality of life characteristics?
 - What are other cities doing today compared to Huntsville?



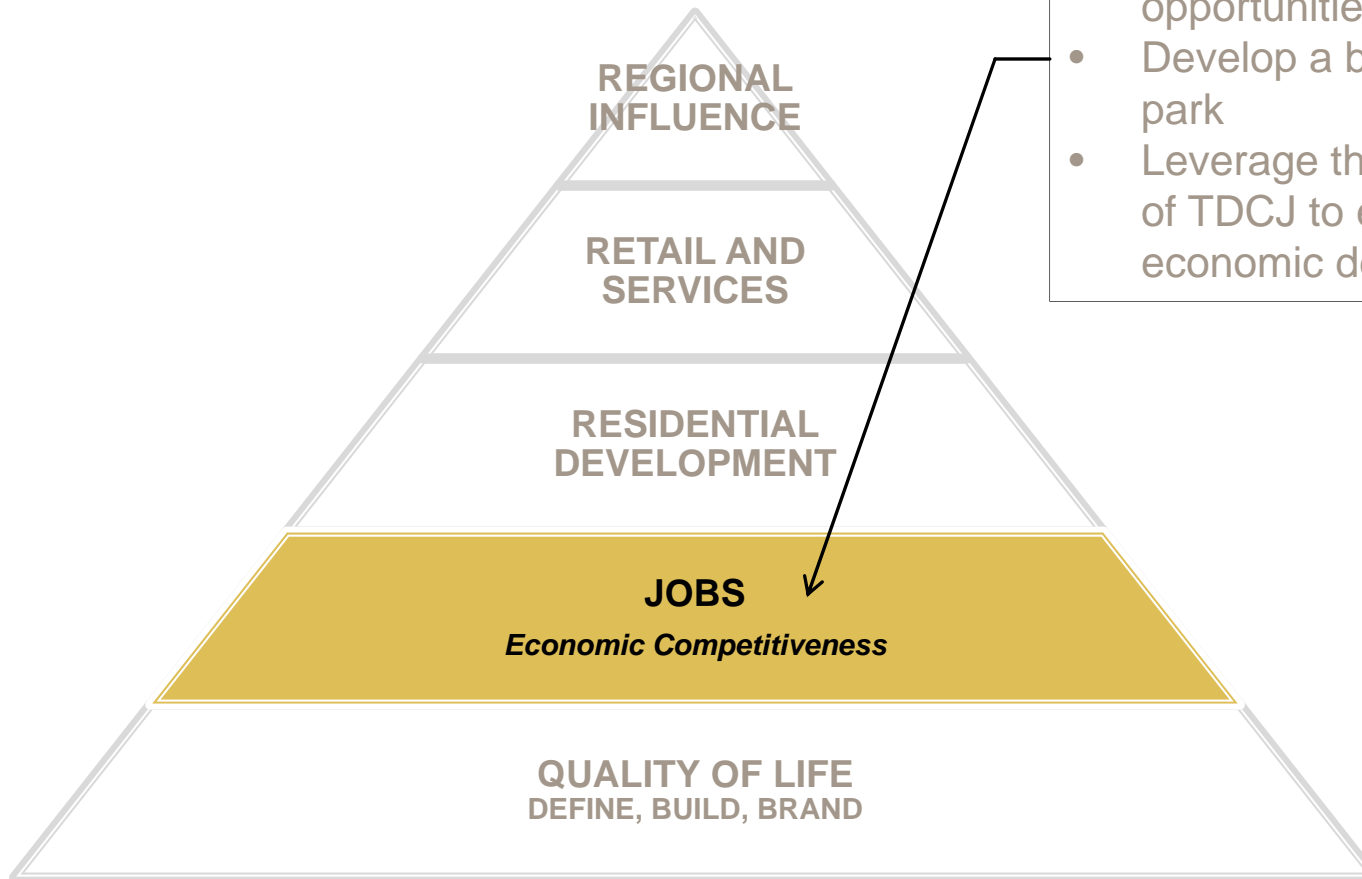
QUALITY OF LIFE



QUALITY OF LIFE



QUALITY OF LIFE

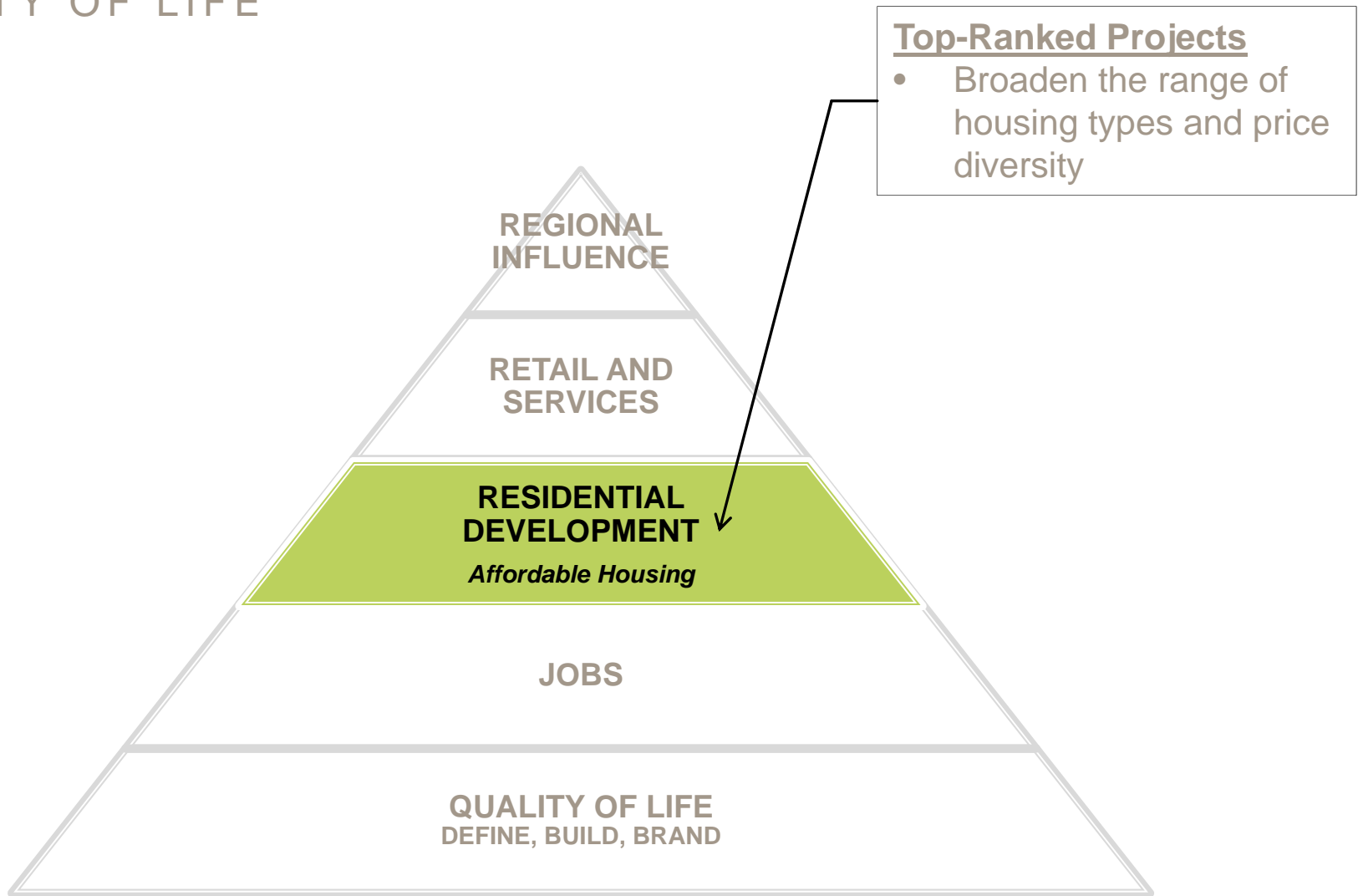


Top-Ranked Projects

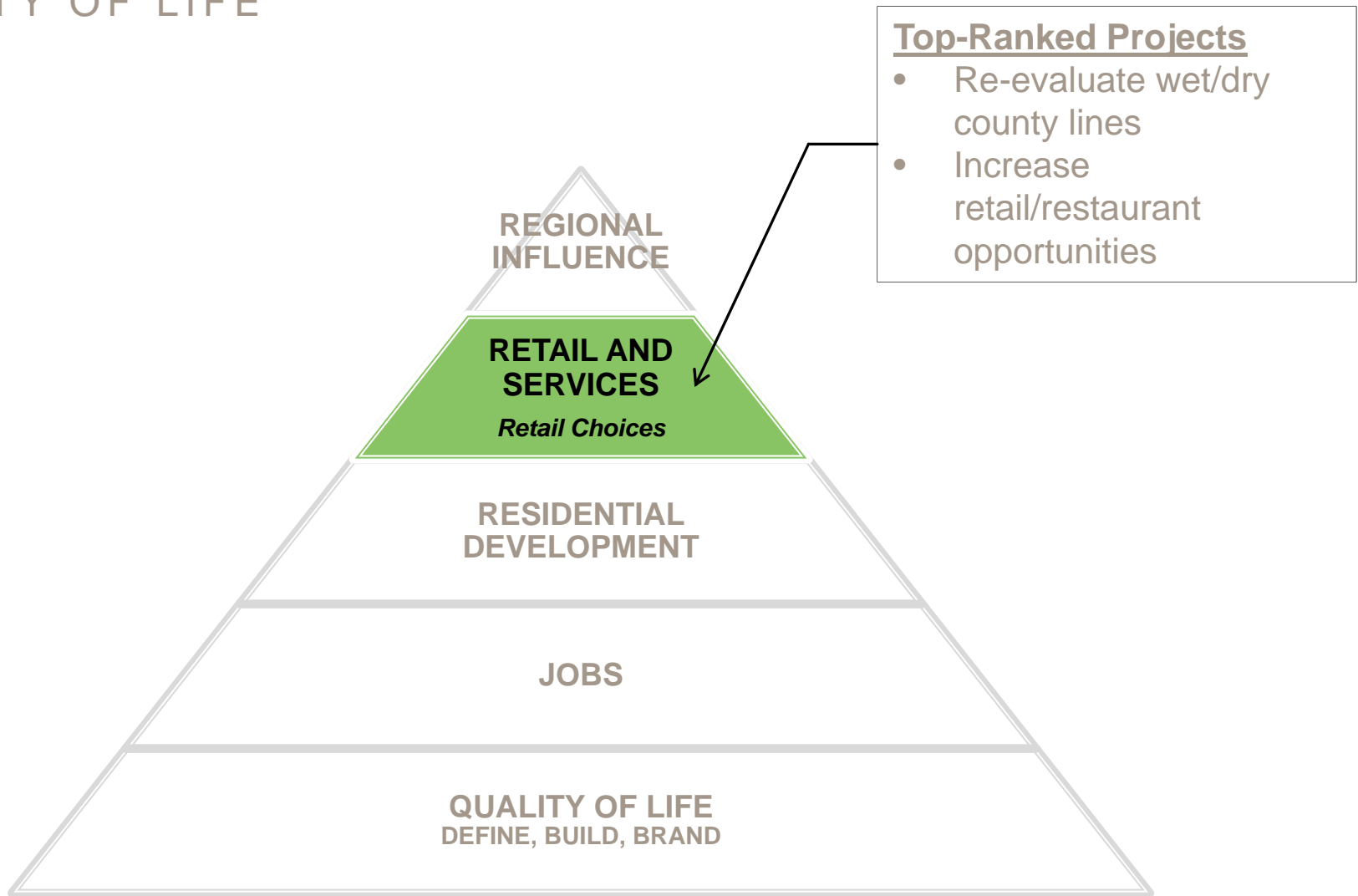
- Increase adult education/training opportunities
- Develop a business park
- Leverage the presence of TDCJ to expand economic development



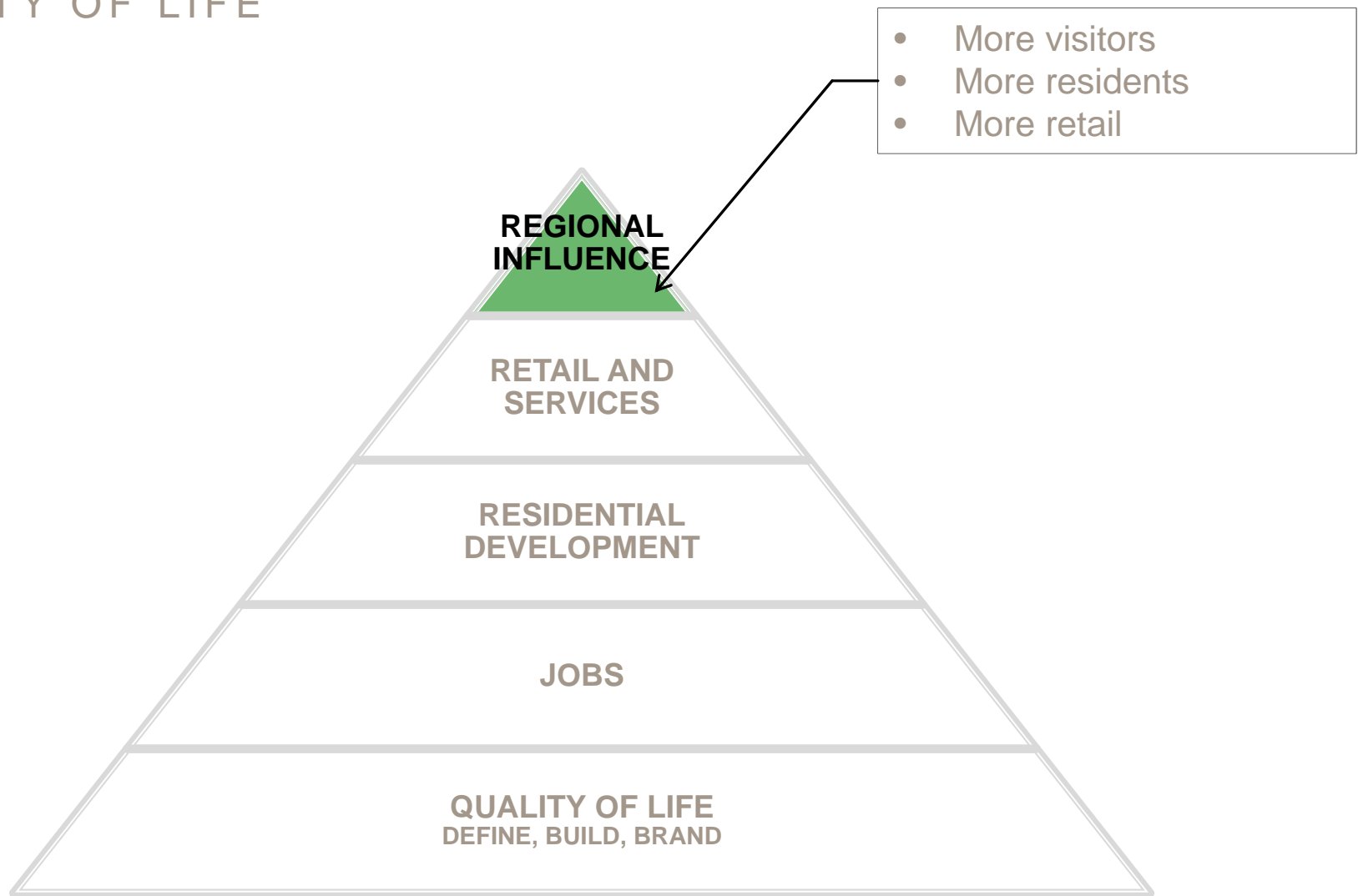
QUALITY OF LIFE



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QUALITY OF LIFE



1. PROMOTE EXCELLENCE IN K-12 SCHOOLS

- What is Huntsville currently doing?
- **Total staff**
 - 828
 - Includes teachers, professional support, campus and central administration, educational aides and auxiliary staff
- **Students per teacher**
 - 14.8 (the state average is 15.4, so Huntsville is doing well)



1. PROMOTE EXCELLENCE IN K-12 SCHOOLS

- Average tax rate**

Neighboring ISDs

Huntsville ISD	State	Montgomery ISD	Conroe ISD	Trinity ISD	New Waverly ISD	College Station ISD
\$1.21	\$1.24	\$1.34	\$1.29	\$1.13	\$1.27	\$1.33

- Average salary**

Neighboring ISDs

	Huntsville ISD	State	Mont-gomery ISD	Conroe ISD	Trinity ISD	New Waverly ISD	College Station ISD
Teachers	\$42,233	\$48,375	\$50,803	\$51,740	\$41,823	\$40,390	\$47,500
Campus Administration	\$61,237	\$70,510					
Central Administration	\$75,467	\$89,811					



2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

- Median Home Value

	Huntsville (2010 pop. 38,548)	Conroe (2010 pop. 56,207)	The Woodlands (2010 pop. 93,847)	New Waverly (2010 pop. 1,032)	College Station (2010 pop. 96,921)
Median Home Value	\$107,000	\$140,640	\$252,460	\$153,986	\$198,462



2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

- Market Price Range for Housing

	Huntsville (2010 pop. 38,548)	Conroe (2010 pop. 56,207)	The Woodlands (2010 pop. 93,847)	New Waverly (2010 pop. 1,032)	College Station (2010 pop. 96,921)
Market Price Range	\$20,000-400,000+	\$50,000-600,000+	\$60,000-6,000,000+	\$35,000-400,000+	\$50,000-500,000+



2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

- Housing Permits

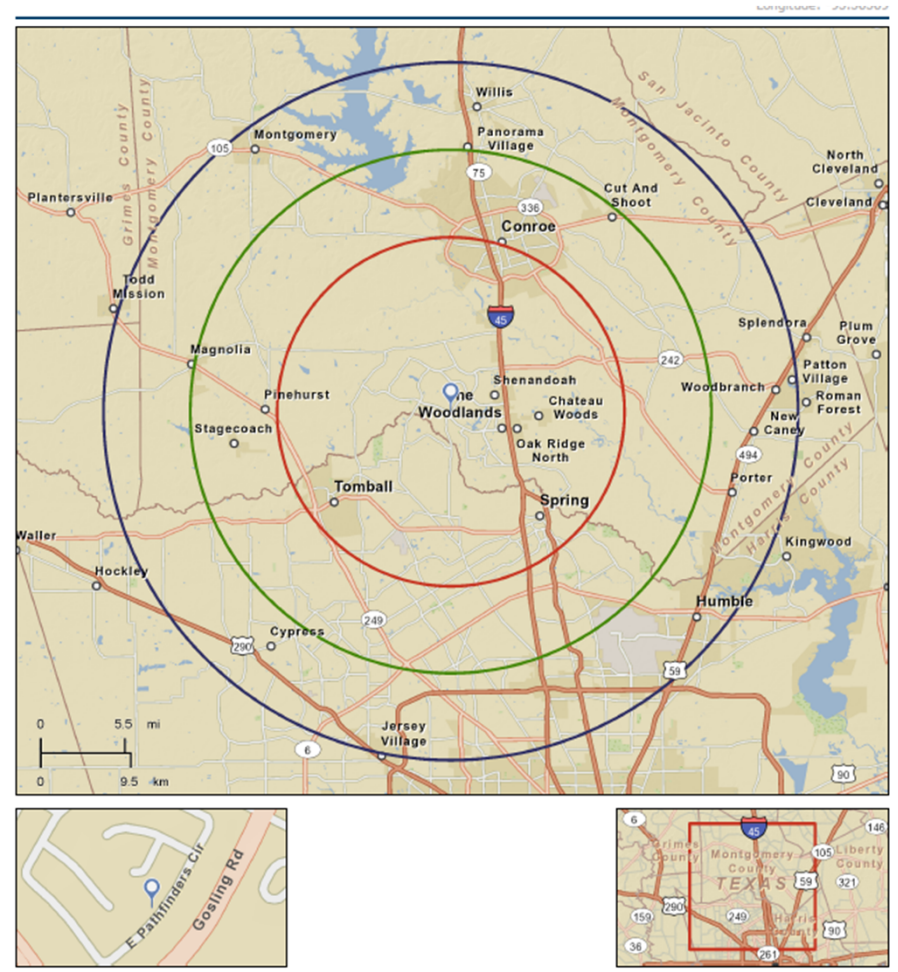
	Huntsville (2010 pop. 38,548)	College Station (2010 pop. 96,921)
Housing Permits 2012	< 60	514



2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

- Growth Coming from The Woodlands

	10 Mile Radius of The Woodlands	15 Mile Radius of The Woodlands	20 Mile Radius of The Woodlands
2010	359,968	784,368	1,343,448
2012	378,475	822,409	1,399,418
2017	424,333	916,998	1,546,277
Projected Growth, 2010 - 2017	64,365	132,630	202,829



111 people per day!



2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

	Huntsville (2010 pop. 38,548)	Conroe (2010 pop. 56,207)	The Woodlands (2010 pop. 93,847)	New Waverly (2010 pop. 1,032)	College Station (2010 pop. 96,921)
Total Housing Units	13,769	23,766	36,640	433	36,348

	Huntsville (2010 pop. 38,548)	Conroe (2010 pop. 56,207)	The Woodlands (2010 pop. 93,847)	New Waverly (2010 pop. 1,032)	College Station (2010 pop. 96,921)
Vacancy Rate	16.8%	10%	10%	8.3%	6%

	Huntsville (2010 pop. 38,548)	Conroe (2010 pop. 56,207)	The Woodlands (2010 pop. 93,847)	New Waverly (2010 pop. 1,032)	College Station (2010 pop. 96,921)
Owner/Renter Occupation	45% / 55%	48% / 52%	74% / 26%	66% / 34%	33% / 67%



2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

	2009-2010	2010-2011	2011-2012
Average Single Family Valuation	\$194,605.69	\$175,360.36	\$176,671.20
Average Manufactured Home Valuation	\$15,566.66	\$18,849.66	\$19,013.74



2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

- **New Development in the Area**
- Woodforest
 - Montgomery County
 - 3,000 acres
 - \$160,000-\$1,000,000 home prices
 - Conroe School District
 - 700 acres of green space, parks and trail
 - 16 acre tennis and aquatics center
 - pool



2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

- New Development in the Area
- Toll Brothers
 - Builds high-end housing
 - Purchased 692 acres at I-45 and Grand Parkway
 - 1,350 luxury homes planned
 - Beginning 2014



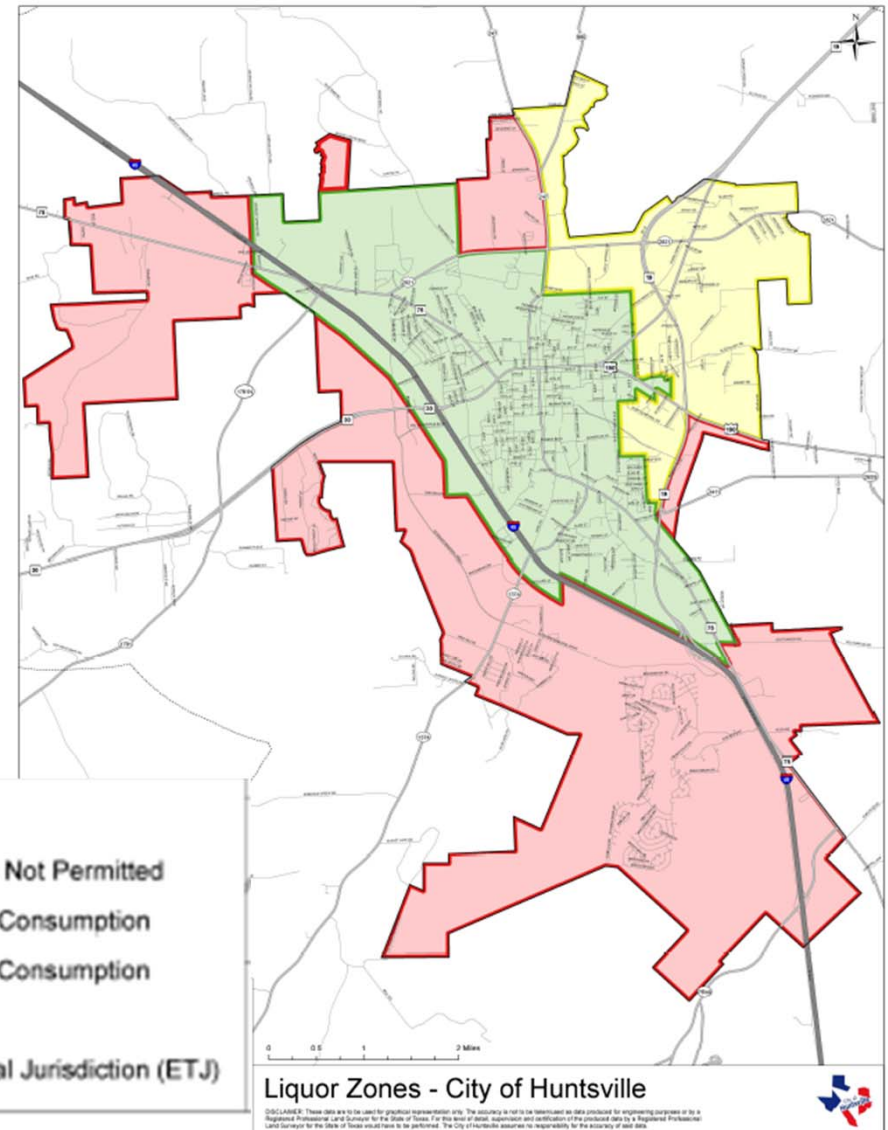
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- **New Development in the Area**
- The Woodlands
 - Hughes Landing
 - 66-acre mixed use development
 - 8 office buildings
- Springwoods Village
 - 2,000 acres
 - 8.5 million square feet of commercial space
 - 1.2 million square feet retail
 - 4,500 to 5,000 housing units



3. RE-EVALUATE WET/DRY COUNTY LINES

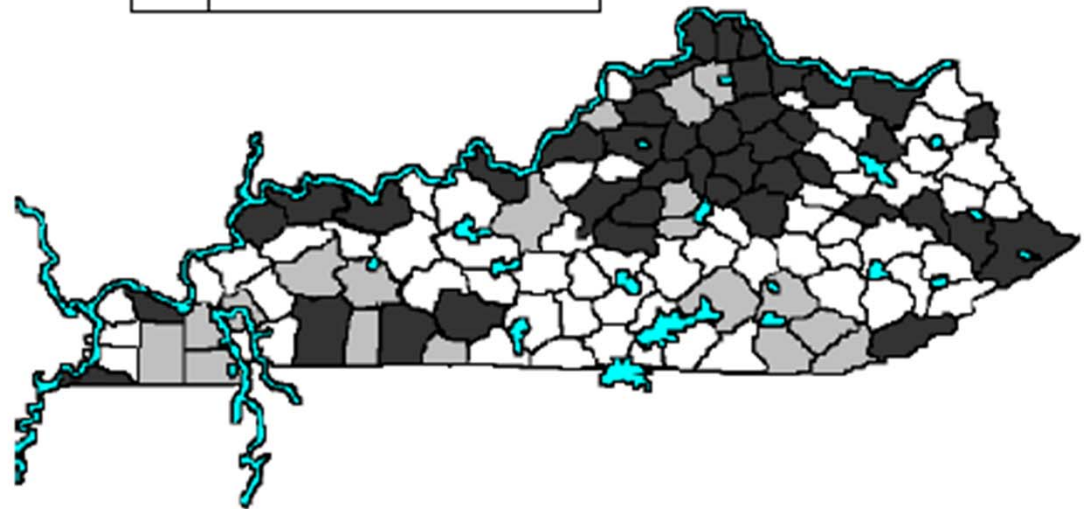
- What is Huntsville currently doing?
- **History**
 - Lines established by county in 1972
 - “Dry” areas were once remote
- **Liquor sale petition**
 - Circulated in April 2012
 - 2,148 signatures needed; 2,028 valid signatures acquired
- **“Dry” areas**
 - Highway 30
 - I-45 north and south
 - Highway 19
 - Veterans Memorial



3. RE-EVALUATE WET/DRY COUNTY LINES

- What are other cities doing?
- **Kentucky counties**
 - Counties historically dry
 - Recent increases in urban populations
- **Results of allowing alcohol sales**
 - Positive employment growth

	Historically Wet Counties
	Transition Counties
	Dry Counties



Historically wet counties, transition counties and dry counties in Kentucky



4. CREATE A MARKETING CAMPAIGN

- What is Huntsville currently doing?
- **Currently no City-sponsored marketing campaign**
 - How do residents become aware of all the events and opportunities in Huntsville?
 - How will visitors find out about the downtown?
 - What are the cultural attractions worthy of a drive to Huntsville?



4. CREATE A MARKETING CAMPAIGN

- What are other cities doing?
- Renton, WA: “Ahead of the Curve”
 - Partnered with Chamber of Commerce, Technical College, Medical Center, School District and Visitor Center
 - Purpose – to recruit quality companies and diversity employment base
 - Collective marketing: looked at the community as a whole - schools, parks, housing, amenities, education, health
 - City claims success

Brainpower *unleashed*
in the Center of Opportunity

Dr. David Vossler, Washington Neuroscience Institute at Valley Medical Center

Why are so many creative, high energy people choosing Renton?

"By creating a state-of-the-art Washington Neuroscience Institute at Valley Medical Center, we are at the forefront of the technologies, treatments and research in the field. Renton is the perfect location for delivering the highest quality and most reliable neurological care in the region."

— David Vossler, MD, Medical Director

Dr. Vossler leads an exceptionally talented team of specialists providing uncompromising care in the dramatically expanding field of neuroscience. For Dr. Vossler, locating in Renton was a no brainer.

You'll find global leaders throughout the community in companies such as Boeing, PACCAR, Puget Sound Energy, the Federal Reserve Bank of San Francisco, Wizards of the Coast, TOPICS Entertainment and Microscan. And, in places like Valley Medical Center, Renton Technical College and the Renton School District.

If you're looking to unleash your creative power, choose Renton.

Renton. The center of opportunity in the Puget Sound Region where businesses and families thrive.

RENTON
AHEAD OF THE CURVE

To learn more about the opportunities call 425-430-6580 or visit rentonwa.gov

Proudly sponsored by the Renton Chamber of Commerce, Renton School District, Renton Technical College, Renton Visitor's Connection, Valley Medical Center and the City of Renton.



4. CREATE A MARKETING CAMPAIGN

- **Downtown Iowa City, IA: “You are Here”**
 - City capitalized on urban redevelopment
 - Known for restaurants and shops but wanted to connect with people
 - Used taxes from downtown businesses to fund campaign



5. INCREASE ADULT EDUCATION/TRAINING OPPORTUNITIES

- What is Huntsville currently doing?
- **SHSU**
 - Online education options
- **Lone Star College System**
 - Located in Montgomery, TX
 - Career & technical education
 - Online education options
- **Workforce Solutions**
 - Statewide network
 - Meets needs of potential employers



5. INCREASE ADULT EDUCATION/TRAINING OPPORTUNITIES

- What are other cities doing?
- **Twin Cities Adult Education Alliance**
 - Alliance of colleges and universities in the Twin Cities metro area
 - Member schools are accredited
 - Scholarship opportunities
- **Baltimore, MD**
 - Partners with several adult education providers like the community college and learning centers
 - Governor's Workforce Investment Board: develops policies and strategies to form a coordinated workforce system. Provides opportunities and prepares workforce



6. INCREASE RETAIL AND RESTAURANT OPPORTUNITIES

- **What is Huntsville currently doing?**
- Retail importer in all categories except:
 - Electronics
 - Building Materials
 - Specialty Foods
- Trade center for Walker County and location on I-45
- Leakage (in certain categories) to surrounding cities
 - The Woodlands
 - Conroe
 - Spring
 - Other parts of Montgomery County



6. INCREASE RETAIL AND RESTAURANT OPPORTUNITIES

- **What is Huntsville currently doing?**
- Potential areas for retail improvement
 - Restaurants, chains and variety of cuisine
 - Junior boxes (Old Navy, Bed Bath, etc.)
 - Smaller format national retailers
- Downtown has thriving businesses
 - Downtown Business Alliance
 - Antiques
 - Dining/Entertainment
 - Gift shops



6. INCREASE RETAIL AND RESTAURANT OPPORTUNITIES

- How does Conroe currently compare?
- Importer of dollars
 - All categories except lawn / garden and bookstores
- More national tenants and big box stores compared to Huntsville
 - Chik-Fil-A
 - Best Buy
 - Ross
 - TJ Maxx
- Community anticipates continued growth as North Houston and Montgomery County continue to grow



6. INCREASE RETAIL AND RESTAURANT OPPORTUNITIES

- **How does The Woodlands currently compare?**
- Currently retail importer of dollars
 - All categories except auto dealers, liquor stores, florists
- Full range of national and higher end retailers
- Latest developments
 - New restaurants at new Woodlands Waterway office complex
 - Continued build out of The Woodlands Town Center
 - Anticipated continued growth of retail and restaurants



7. CREATE A GREENWAY TO CAMPUS ALONG SAM HOUSTON AVENUE

- What is Huntsville currently doing?
- **Downtown**
 - The drive to SHSU through downtown is charming and lined with storefronts on both sides of Sam Houston Avenue
- **Between downtown and campus**
 - Buildings are set back from the road farther to allow for parking lots
 - Lack of connected sidewalks
 - Lack of consistent tree canopy



7. CREATE A GREENWAY TO CAMPUS ALONG SAM HOUSTON AVENUE

- What are other cities doing?
- **St. Louis, MO – St. Vincent Greenway**
 - Connects campus to nearby trails
 - Provides off-street connections to local transit
 - Had to wait on consensus from many property owners

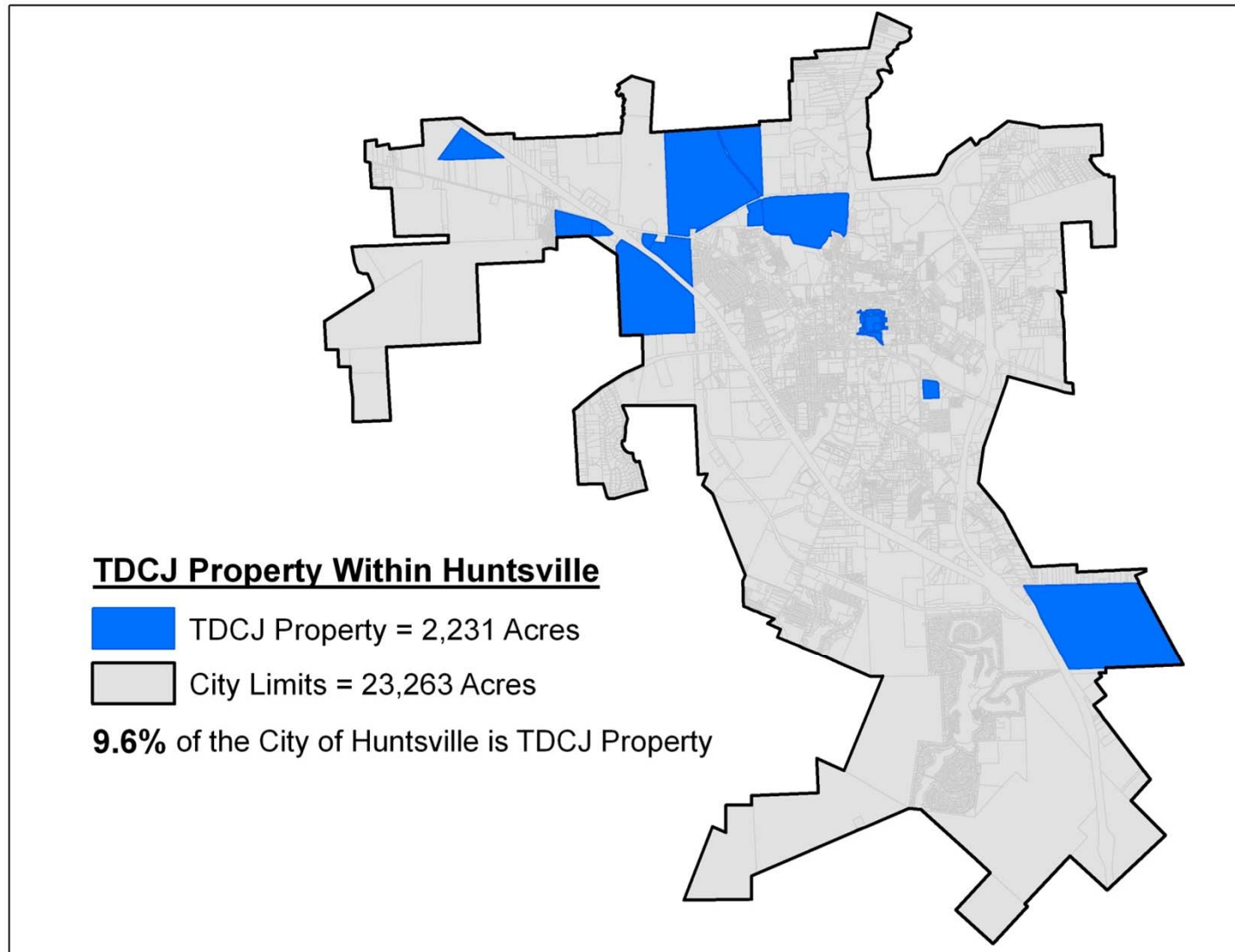


8. LEVERAGE THE PRESENCE OF TDCJ TO EXPAND ECONOMIC DEVELOPMENT

- What is Huntsville currently doing?
- **TDCJ**
 - 5 prisons within City limits, including the Walls Unit in downtown and as well as properties along I-45 at both the northern and southern gateways to the city
 - Employs over 6,900 workers



8. LEVERAGE THE PRESENCE OF TDCJ TO EXPAND ECONOMIC DEVELOPMENT



8. LEVERAGE THE PRESENCE OF TDCJ TO EXPAND ECONOMIC DEVELOPMENT

- What are other cities doing?
- **Ionia, MI**
 - Prison administrators belong to Chamber of Commerce and Rotary
 - Promotes more coordination between entities
- **Buckeye, AZ**
 - Arizona law permitted municipalities to annex prisons and will get \$600/inmate every year (amounts to \$10 million in this decade)
- **Utah, Colorado, Texas**
 - Payment in lieu of taxes (PILT or PILOT)



9. DEVELOP A BUSINESS PARK

- What is Huntsville currently doing?
- **Hospital**
 - Medical office park
- **SHSU**
 - Research park
 - 160-acres
 - Criminal justice and other research
 - Highway 19 and Ellisor Road (4 miles from downtown)
 - Private landowner will donate 60 to 80 acres
 - SHSU working on master plan and traffic study



9. DEVELOP A BUSINESS PARK

- What are other cities doing?
- **College Station**
 - Biocorridor: “Research Valley”
 - A&M will receive \$176.6 million from federal government in next 5.5 years; \$109 million to come from state, university, private sources
 - Economic impact could be \$1.3 billion



9. DEVELOP A BUSINESS PARK

- What are other cities doing?
- **New Orleans**
 - BioDistrict
 - Located in New Orleans Medical Corridor
 - University Medical Center and Veterans Affairs Medical Center, BioInnovation Center: 66,000 square feet of lab, office, conference space, \$47 million, state-funded
 - 1,500 acres
 - Estimated 22,000 jobs to be created, \$1.25 billion economic impact in first five years



10. REVISE AND ENFORCE DEVELOPMENT REGULATIONS

- What is Huntsville currently doing?
- Code revisions RFP out soon
- Most common code complaints:
 - Overgrown vegetation
 - Junk/abandoned vehicles
 - Substandard structures
 - Trash accumulation
 - Raw sewage
 - Water leakage
 - Illegal dumping
- 2 enforcement officers – 700 complaints/year
- Development applications:
 - 10 days-2 weeks administrative review; final permitting longer based on submittal quality



10. REVISE AND ENFORCE DEVELOPMENT REGULATIONS

- What are other cities doing?
- **Arlington, Texas**
 - Acts as an incentive to promote economic development while promoting quality of life
 - Generally reduce need for negotiated approvals
 - Revise Planned Development process
 - Articulates level of quality that community expects to see in development



10. REVISE AND ENFORCE DEVELOPMENT REGULATIONS

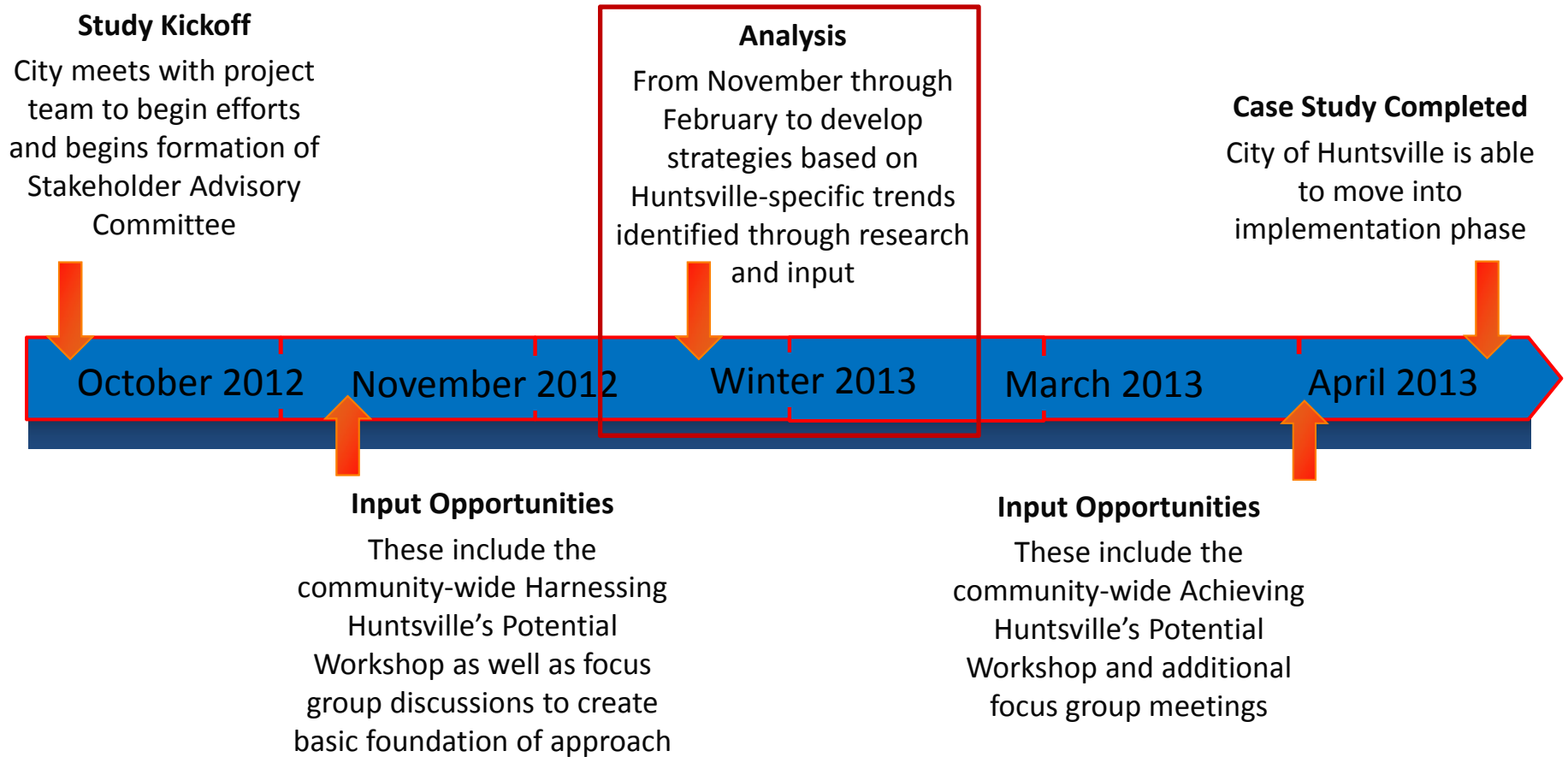
- What are other cities doing?
- **Farmers Branch, Texas (near Dallas)**
 - Anticipated redevelopment of district due to light rail
 - Clear and precise design standards for street spaces
 - Broad land use categories
 - Architectural parameters to promote quality downtown spaces



NEXT STEPS

Next SAC Meeting:

- February 12, 2013, 3-5pm



NEXT STEPS

- Next SAC meeting: February 12th
- Draft Vision and Recommendations
 - Create a vision
 - Propose recommendations

