Achieving Huntsville’s Potential
HOUSING CHOICES, JOB OPPORTUNITIES AND QUALITY EDUCATION

SAC Meeting
March 14, 2013
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
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
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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 stagnant

• 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
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
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QUALITY OF LIFE

REGIONAL INFLUENCE

RETAIL AND SERVICES
Retail Choices

RESIDENTIAL DEVELOPMENT
Affordable Housing

JOBS
Economic Competitiveness

QUALITY OF LIFE
Transportation Choices, Parks & Open Space, Unique Culture
Top-Ranked Projects
- Promote excellence in K-12 schools
- Create a marketing campaign
- Create a corridor from downtown to campus
- Revise and enforce development regulations

QUALITY OF LIFE
Transportation Choices, Parks & Open Space, Unique Culture
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 in a basket at the station or mail it in
• Who wants to volunteer?
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 in a basket at the station or mail it in
• Who wants to volunteer?
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?
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 in a basket at the station or mail it in
• **Who wants to volunteer?**
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
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**