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.
AGENDA

• Review previous meeting minutes
• Sustainability gap analysis
• 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.
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

REGIONAL INFLUENCE

RETAIL AND SERVICES

RESIDENTIAL DEVELOPMENT

JOBS

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 greenway to campus along Sam Houston Avenue
- Enforce development regulations
Top-Ranked Projects

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

REGIONAL INFLUENCE

RETAIL AND SERVICES

RESIDENTIAL DEVELOPMENT

Affordable Housing

JOBS

QUALITY OF LIFE
DEFINE, BUILD, BRAND

Top-Ranked Projects
• Broaden the range of housing types and price diversity
Top-Ranked Projects
• Re-evaluate wet/dry county lines
• Increase retail/restaurant opportunities
QUALITY OF LIFE

REGIONAL INFLUENCE

RETAIL AND SERVICES

RESIDENTIAL DEVELOPMENT

JOBS

QUALITY OF LIFE
DEFINE, BUILD, BRAND

- More visitors
- More residents
- More retail
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

<table>
<thead>
<tr>
<th>Neighboring ISDs</th>
<th>Huntsville ISD</th>
<th>Montgomery ISD</th>
<th>Conroe ISD</th>
<th>Trinity ISD</th>
<th>New Waverly ISD</th>
<th>College Station ISD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average tax rate</td>
<td>$1.21</td>
<td>$1.24</td>
<td>$1.34</td>
<td>$1.29</td>
<td>$1.13</td>
<td>$1.27</td>
</tr>
</tbody>
</table>

## Average Salary

<table>
<thead>
<tr>
<th>Neighboring ISDs</th>
<th>Huntsville ISD</th>
<th>Montgomery ISD</th>
<th>Conroe ISD</th>
<th>Trinity ISD</th>
<th>New Waverly ISD</th>
<th>College Station ISD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers</td>
<td>$42,233</td>
<td>$48,375</td>
<td>$50,803</td>
<td>$51,740</td>
<td>$41,823</td>
<td>$40,390</td>
</tr>
<tr>
<td>Campus Administration</td>
<td>$61,237</td>
<td>$70,510</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Administration</td>
<td>$75,467</td>
<td>$89,811</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

- **Median Home Value**

<table>
<thead>
<tr>
<th>City</th>
<th>Median Home Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huntsville (2010 pop. 38,548)</td>
<td>$107,000</td>
</tr>
<tr>
<td>Conroe (2010 pop. 56,207)</td>
<td>$140,640</td>
</tr>
<tr>
<td>The Woodlands (2010 pop. 93,847)</td>
<td>$252,460</td>
</tr>
<tr>
<td>New Waverly (2010 pop. 1,032)</td>
<td>$153,986</td>
</tr>
<tr>
<td>College Station (2010 pop. 96,921)</td>
<td>$198,462</td>
</tr>
</tbody>
</table>
2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

- **Market Price Range for Housing**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Price Range</td>
<td>$20,000-400,000+</td>
<td>$50,000-600,000+</td>
<td>$60,000-6,000,000+</td>
<td>$35,000-400,000+</td>
<td>$50,000-500,000+</td>
</tr>
</tbody>
</table>
2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

- **Housing Permits**

<table>
<thead>
<tr>
<th></th>
<th>Huntsville (2010 pop. 38,548)</th>
<th>College Station (2010 pop. 96,921)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Permits 2012</td>
<td>&lt; 60</td>
<td>514</td>
</tr>
</tbody>
</table>
2. **BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY**

- **Growth Coming from The Woodlands**

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

111 people per day!
## 2. Broaden the range of housing types and price diversity

<table>
<thead>
<tr>
<th></th>
<th>Huntsville</th>
<th>Conroe</th>
<th>The Woodlands</th>
<th>New Waverly</th>
<th>College Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Housing Units</td>
<td>13,769</td>
<td>23,766</td>
<td>36,640</td>
<td>433</td>
<td>36,348</td>
</tr>
<tr>
<td>Vacancy Rate</td>
<td>16.8%</td>
<td>10%</td>
<td>10%</td>
<td>8.3%</td>
<td>6%</td>
</tr>
<tr>
<td>Owner/Renter Occupation</td>
<td>45% / 55%</td>
<td>48% / 52%</td>
<td>74% / 26%</td>
<td>66% / 34%</td>
<td>33% / 67%</td>
</tr>
</tbody>
</table>
2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

<table>
<thead>
<tr>
<th></th>
<th>2009-2010</th>
<th>2010-2011</th>
<th>2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Single Family Valuation</td>
<td>$194,605.69</td>
<td>$175,360.36</td>
<td>$176,671.20</td>
</tr>
<tr>
<td>Average Manufactured Home Valuation</td>
<td>$15,566.66</td>
<td>$18,849.66</td>
<td>$19,013.74</td>
</tr>
</tbody>
</table>
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
2. BROADEN THE RANGE OF HOUSING TYPES AND PRICE DIVERSITY

• **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 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
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?**
- **University of Minnesota Duluth**
  - UMD Campus Greenway is an outdoor walk through the core of campus
  - Features microclimate plantings, outdoor learning, classroom teaching
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

TDCJ Property Within Huntsville

- TDCJ Property = 2,231 Acres
- City Limits = 23,263 Acres

9.6% of the City of Huntsville is TDCJ Property
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
Study Kickoff
City meets with project team to begin efforts and begins formation of Stakeholder Advisory Committee

Analysis
From November through February to develop strategies based on Huntsville-specific trends identified through research and input

Case Study Completed
City of Huntsville is able to move into implementation phase

October 2012

Input Opportunities
These include the community-wide Harnessing Huntsville’s Potential Workshop as well as focus group discussions to create basic foundation of approach

November 2012

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

Winter 2013

March 2013

April 2013

Input Opportunities
These include the community-wide Achieving Huntsville’s Potential Workshop and additional focus group meetings
NEXT STEPS

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