

The Competitive Edge

the added value of livability

SWA - HGAC



HOUSTON



SERVICI CORPORATION INTER

#

1

WE'RE #1



Why are simple expense policies more successful?

Free whitepaper

Expert tips on creating policies that stick.

17 Facts That Make Houston The Best City In America

■ MAX NISEN | MAY 30, 2013, 4:18 PM | 🔥 883,765 | 💬 79

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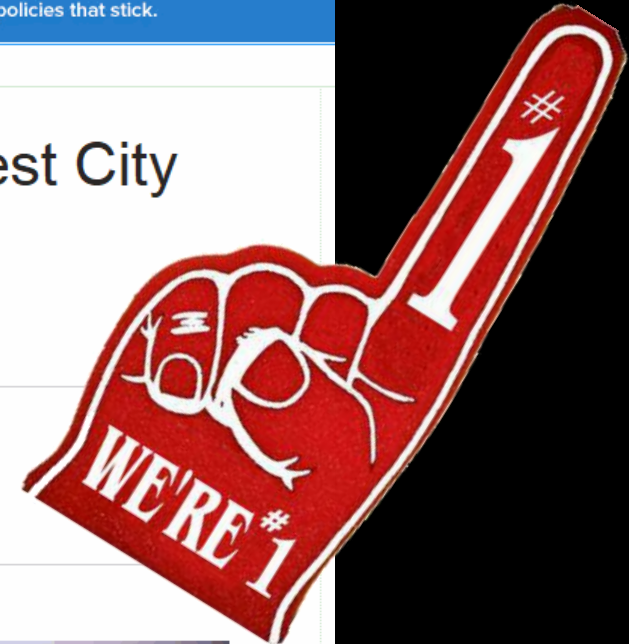
When people think of a thriving, up and coming city, they don't usually think of **Houston**. People tend to associate the city with the smell of oil refineries, oppressive humidity, and the perennially underperforming Astros.

They should take another look. Houston's an economic juggernaut.

It's by far the country's **number one job creator**, the home of America's booming



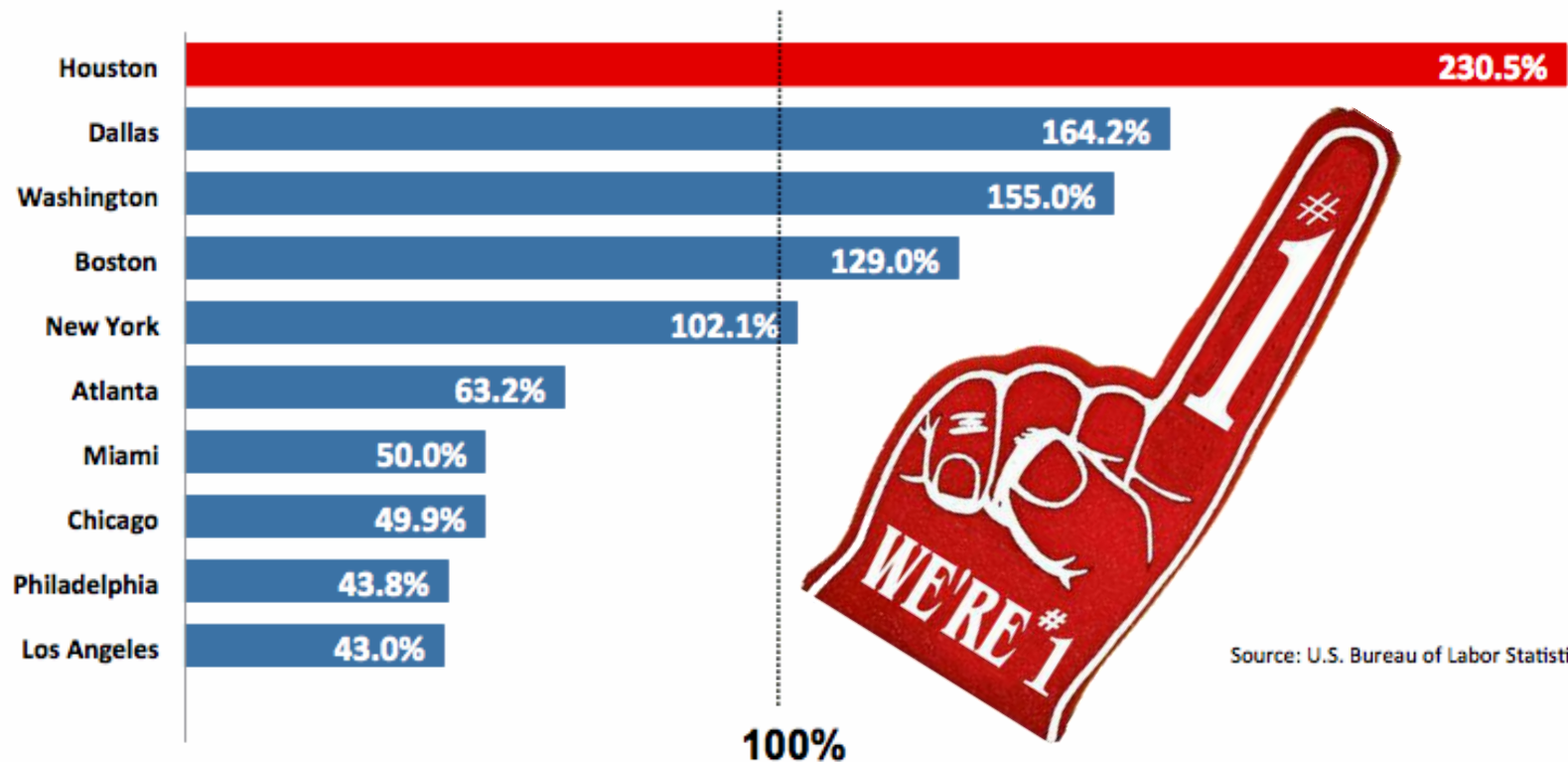
eschipul/Flickr



It's got the jobs. Houston is the country's number one city for job creation. By a lot.

Percent of jobs recovered through March '13

Houston vs. Top 10 Metros

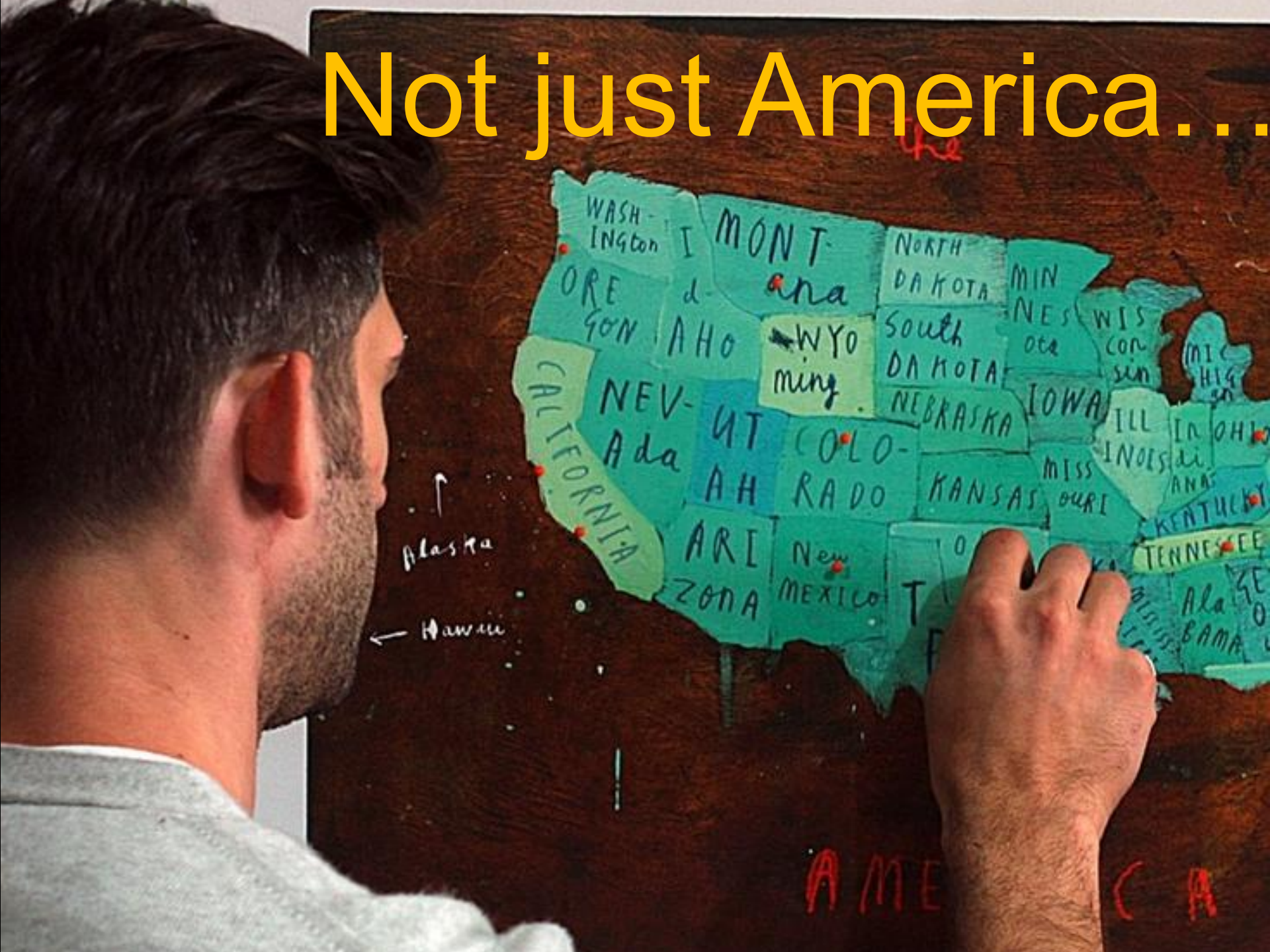


GREATER HOUSTON PARTNERSHIP

houston.org

The Atlantic/Greater Houston Partnership

Not just America...



A satellite-style image of the Earth, showing the Western Hemisphere. The Americas are visible, with North America in the upper half and South America in the lower half. The Pacific Ocean is on the left, and the Atlantic Ocean is on the right. The text "Our Region is a Global Presence" is overlaid in yellow. The text is centered horizontally and vertically, with "Our Region" on the top line and "is a Global Presence" on the bottom line. The font is a bold, sans-serif typeface.

**Our Region
is a Global Presence**

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TOP 50 CITIES FOR GLOBAL TRADE

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**Not a weak link
in the chain.**

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SPRING FROM THE HONG KONG PLATFORM

Asia's World City offers proximity to the biggest



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s proximity to the biggest

1. New York, New York

New York-Northern New Jersey-Long Island, NY-NJ-PA

\$85.1 billion | Canada, China, Japan | Misc. Manufactured Commodities, Chemicals, Computer

The Big Apple's Mayor Michael Bloomberg captured the world's epicenter of finance, communication and culture's essence: "If you want to start a business, create a new product or have a big idea, New York City is the place to be." Its eye-popping numbers include 12 million tons of sea cargo, \$16.1 billion in miscellaneous manufactured commodities, chemicals at \$14.4 billion, and \$6.6 billion worth of computers and electronics. The "miscellaneous" category includes NYC's third-largest manufacturing sector, \$4 billion worth of "bling"—diamonds headed overseas. To avoid sensory overload on NYC's smorgasbord of attractions, try Lower Manhattan's Ground Zero Memorial and the Customs House, home to the Indian Museum and NYC's bankruptcy court. And remember our Super Bowl champs. Go Big Blue! *—Marlene Piturro*

2. Houston, Texas

Houston-Sugar Land-Baytown, TX

\$80.6 billion | Mexico, Canada, China | Chemicals, Petroleum and Coal Products, Machinery

Houston ranks ahead of Los Angeles and a mere \$5 billion behind New York, despite having half and one-third the populations, respectively. True, this little global engine that could is powered by a lot of big boy industries and companies—Houston, we have a Halliburton—but its consistent ranking as a top city not only for doing business, but also for which to work and live, must lend to its success. *—Steve Lowery*



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proximity to the biggest

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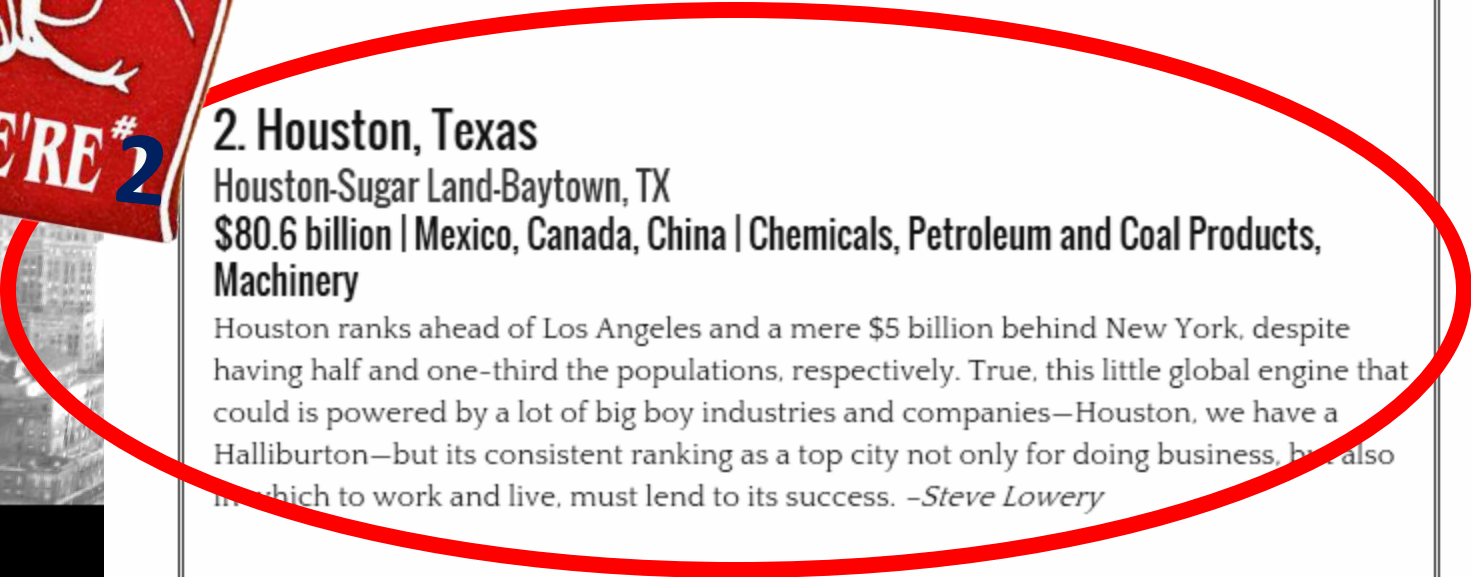
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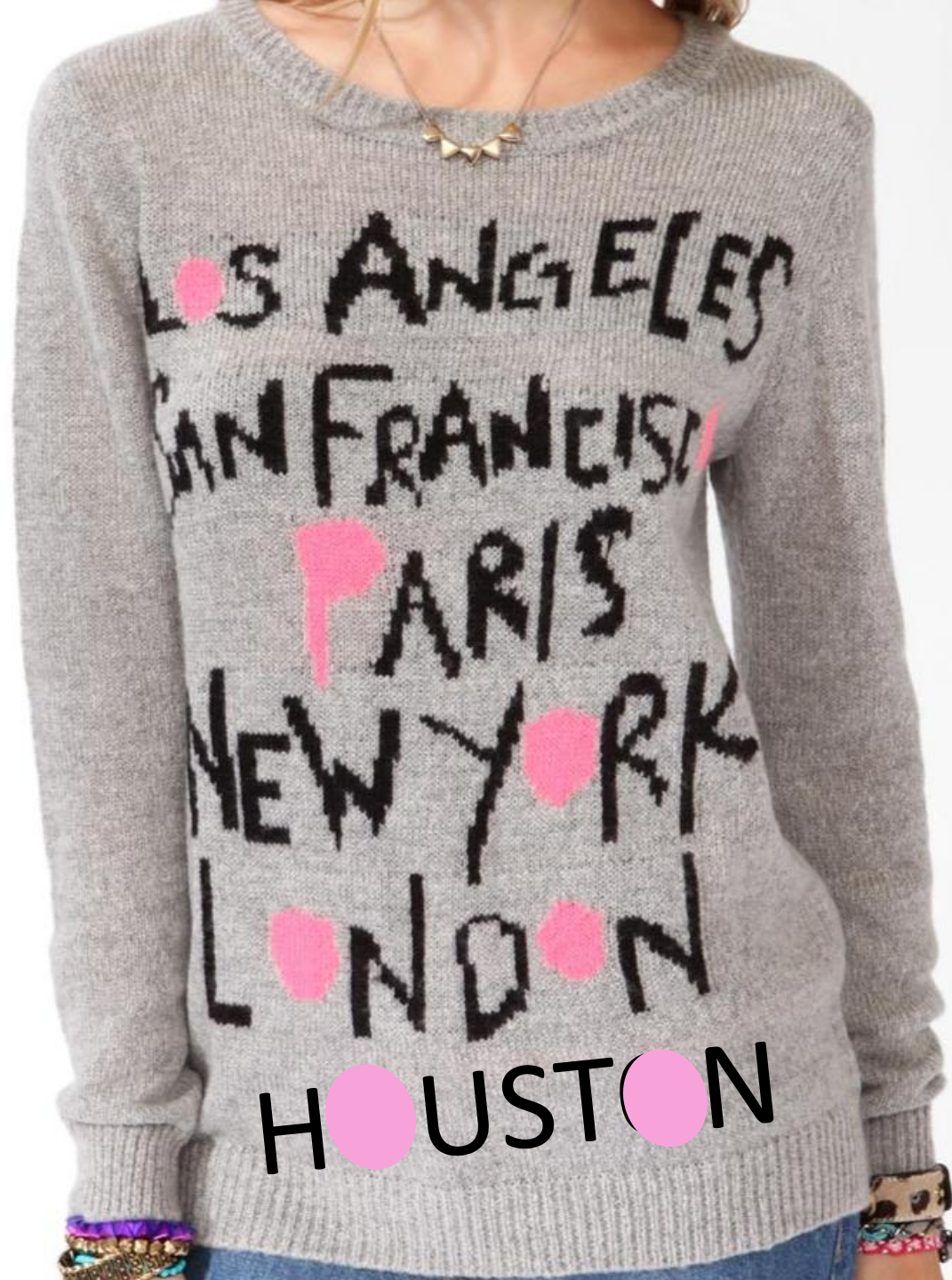
LOS ANGELES

SAN FRANCISCO

PARIS

NEW YORK

LONDON



Soon?

H●USTON●

A Competitive Region





But first...



We must

PLAN...



What makes a good
plan?

AUTHENTIC

AUTHENTIC

AUTHENTIC

AUTHENTIC

AUTHENTIC

GENUINE

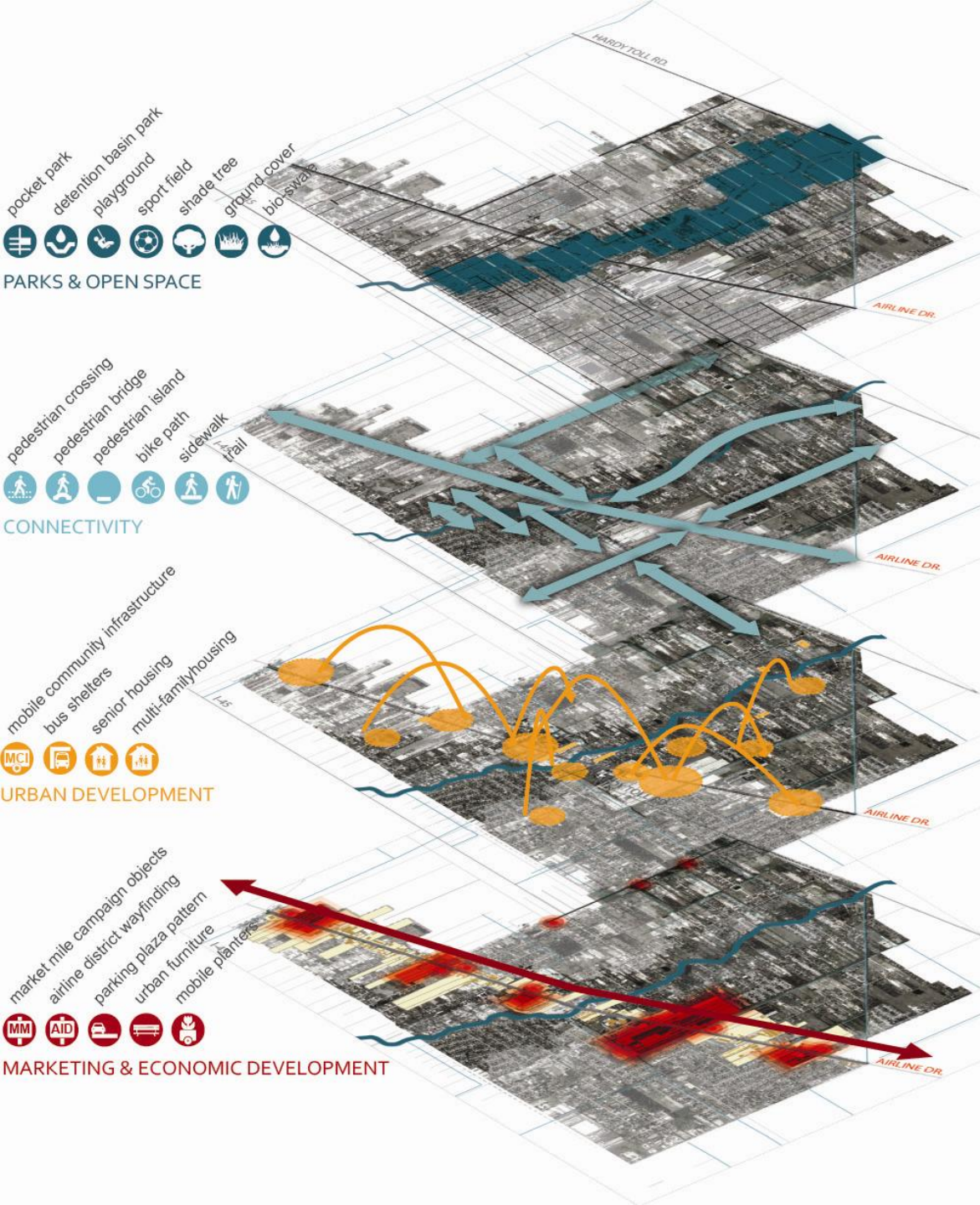
GENUINE

NURSERY



Authentic



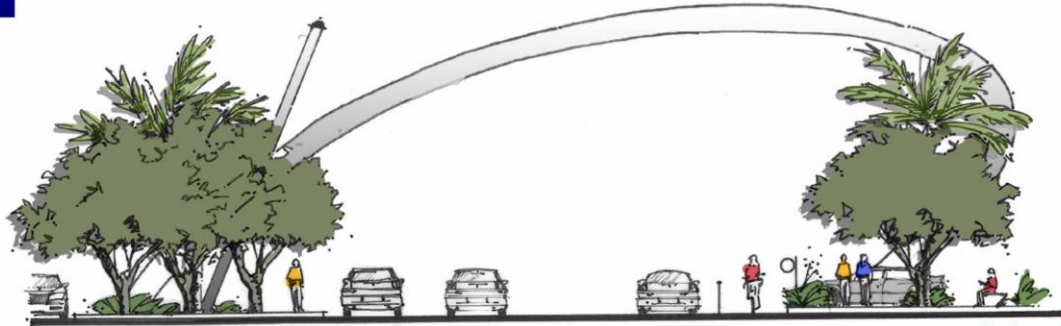


We've
got
the
plans



URBAN DESIGN PROJECTS

BRANDING CONCEPT 1: GYROSCOPE

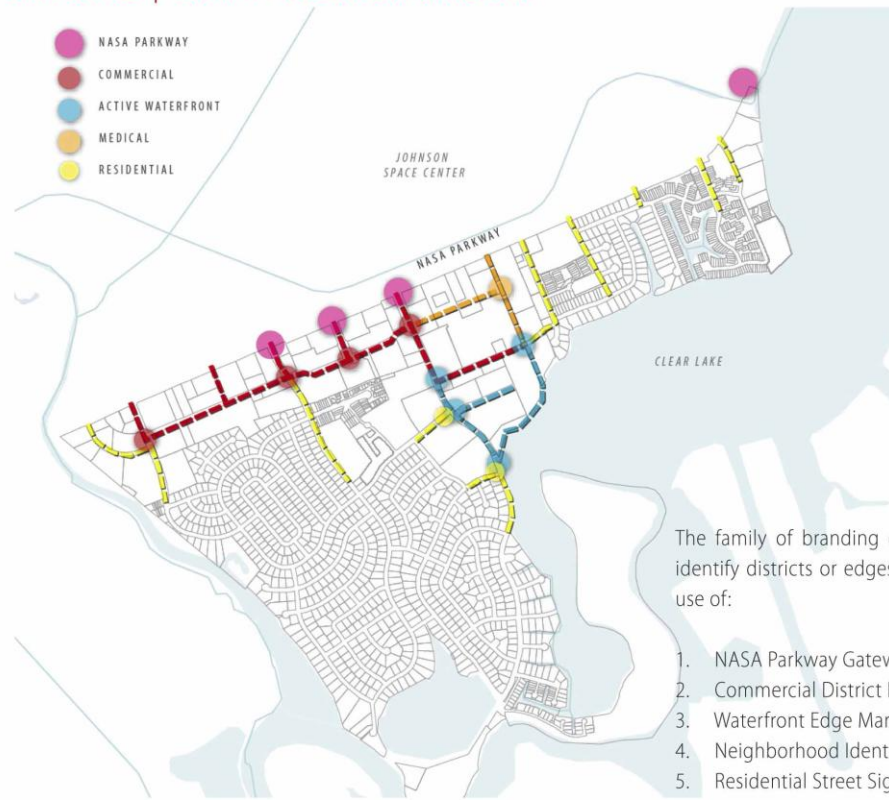


NASA PARKWAY GATEWAY DESIGN, "GYROSCOPE" CONCEPT

u.1(s)

BRANDING | IDENTITY LOCATION DIAGRAM

- NASA PARKWAY
- COMMERCIAL
- ACTIVE WATERFRONT
- MEDICAL
- RESIDENTIAL



The family of branding elements will identify districts or edges through the use of:

1. NASA Parkway Gateway Elements.
2. Commercial District Edge Markers.
3. Waterfront Edge Markers.
4. Neighborhood Identification.
5. Residential Street Signs and Poles.

UNDERUTILIZED VACANT LAND



SYMBIOTIC BUSINESS RELATIONSHIPS



POOR STREET CONNECTIVITY



MOBILE FOOD AND RETAIL



LACK OF NEW DEVELOPMENT



VIBRANT FOOD CULTURE



UNSAFE PEDESTRIAN REALM



FAMILY-CENTRIC COMMUNITY





We've
got
the
Plans...

But must
stick with
them

SOMEWHERE



ANYWHERE

Who Sets the Stage?



MARKET

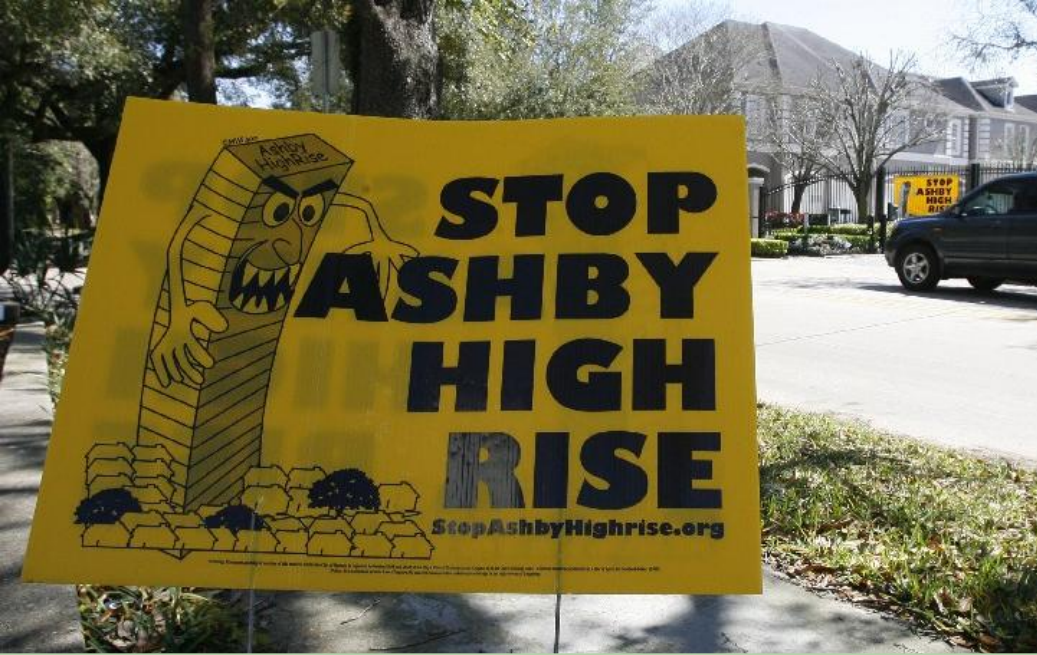
+

COST

Role of Sponsor in Implementation

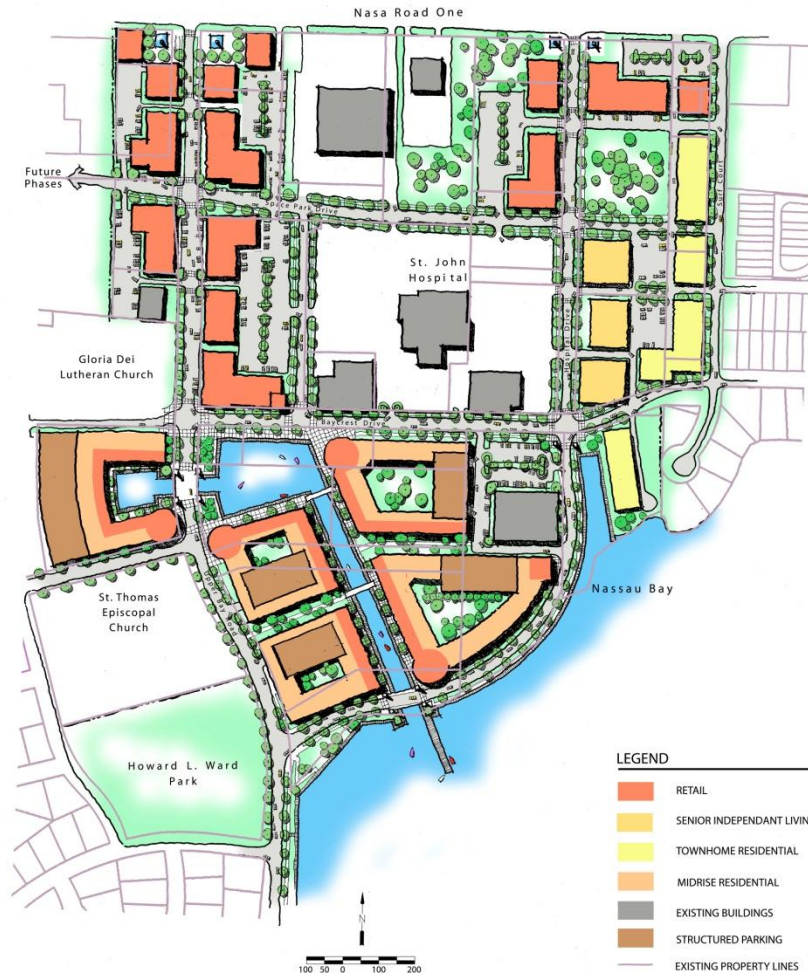
- Vision
- Public Support
- Infrastructure
- Amenities
- Coordination
- Policies







TRENDS



LEGEND

	RETAIL
	SENIOR INDEPENDANT LIVING
	TOWNHOME RESIDENTIAL
	MIDRISE RESIDENTIAL
	EXISTING BUILDINGS
	STRUCTURED PARKING
	EXISTING PROPERTY LINES

DEVELOPMENT PRINCIPLES

THEMES:

- EMPHASIZE SMALL TOWN FEEL.
- CAPITALIZE ON WATERFRONT LOCATION.
- LEVERAGE HISTORICAL ASSOCIATION WITH SPACE PROGRAM.
- CONSIDER USING ARTS AS A CULTURAL THEME.

COMMUNITY DEVELOPMENT:

- CREATE A WALKABLE MIXED-USE COMMUNITY.
- DEVELOP 'URBAN' WATERFRONT HOUSING.
- FOCUS DEVELOPMENT ON A VARIETY OF NEW PUBLIC OPEN SPACES (E.G. WATERFRONT, CANALS, PARKS).

RETAIL DEVELOPMENT:

- CREATE 'GATEWAYS' ALONG NASSA ROAD ONE TO INCREASE AWARENESS, AND DRAW VISITORS INTO THE CITY.
- ATTRACT SERVICES AND BOUTIQUE RETAIL TO PROVIDE SHOPPING EXPERIENCE FOR LOCAL RESIDENTS.
- PROVIDE INFRASTRUCTURE THAT WILL ATTRACT VISITOR-RELATED ENTERTAINMENT DEVELOPMENT.

CONCEPTUAL LAND USES FOR
CITY OF NASSAU BAY
 REVITALIZATION PLAN PHASE ONE

NOVEMBER 6, 2004

















WESTCHASE
DISTRICT





Making it Happen

- Government Agencies
- Developers
- Bankers/Investors
- Non-Profit Organizations
- Business Groups
- Public Awareness









