

June 21, 2013  
Houston, TX

# REALITY CHECK:

Your Communities' Development  
Market



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**DREAM BIG ENOUGH!**

Work Smarter &  
Harder!



# “Assumptions”

1. “Livable Centers”
2. Not Just ‘development’.
3. Beyond – Meeting Basic Needs.
4. Creating Lasting Civic Places.
5. Transformation is Desirable
6. Sustainable Social and Economic Value

# “Rules of Thumb”

1. Rule 1
2. Rule 2
3. Rule 3
4. Rule 4
5. Rule 5
6. Rule 6
7. Rule 7
8. Rule 8

# “Rules of Thumb”



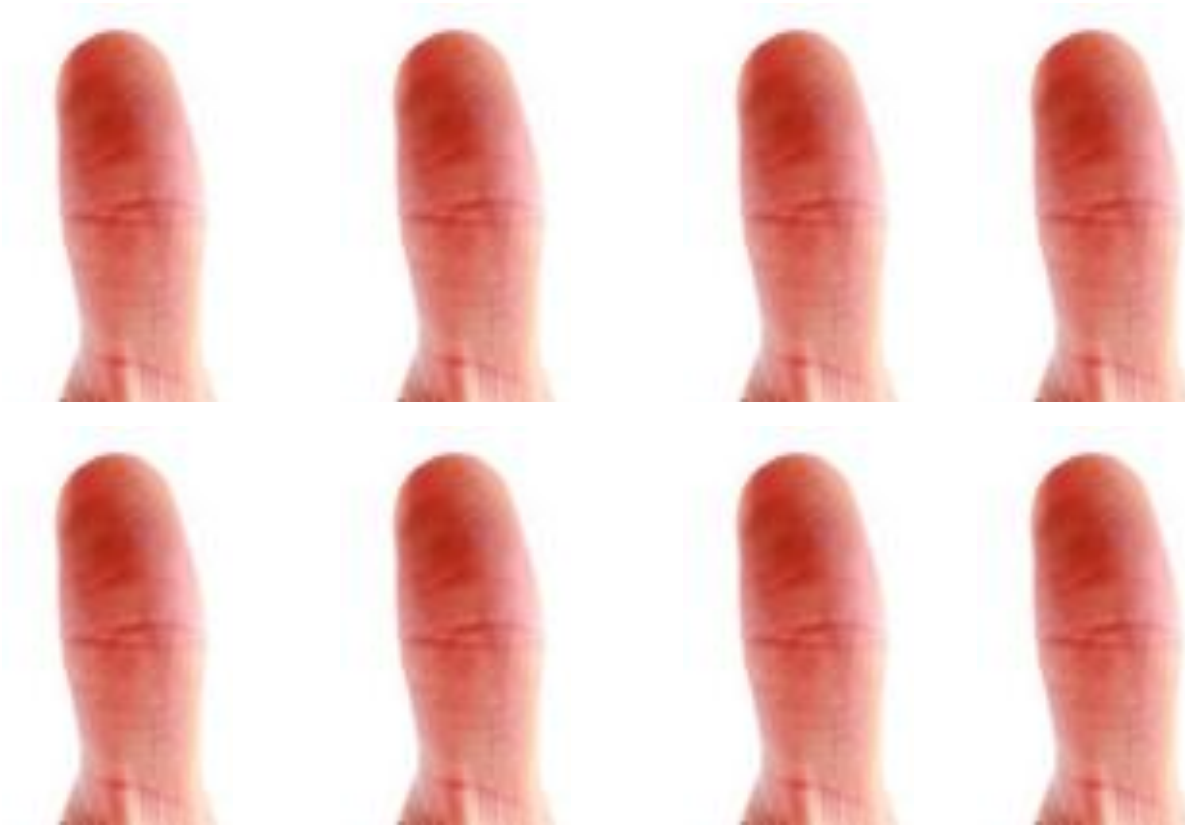
# “Rules of Thumb”



x 2



# “Rules of Thumb”



# Rules of Thumb

## Rule 1: Break the Usual Rules

- Don't be a Slave to the 'Market'
- Engage people you don't talk to
- Imagine Something Different ('What if?')
- Identify the Obstacles
- Dream Big Enough

# Rules of Thumb

## Rule 2: Know What you Have

- Who Owns What?
- Infrastructure
- Neighborhood Characteristics
- Differentiators
- Identify Barriers to Development
- Unique Assets
- What's Missing?
- What's possible



# Rules of Thumb

## Rule 3: Engage Leaders and Stakeholders

- Property Owners
- Cultural Leaders
- Institutions
- Political Leaders
- Decision Makers
- Public Works and Planning

# Rules of Thumb

## Rule 4: Look for Transformative Opportunities

- Improve Infrastructure
- Aggregate Properties
- Visionary Developer or Leader
- Public Sector Project
- Start a Conversation

# Rules of Thumb

## Rule 5: Build a Plan

- Establish Overall Goals
- Document Existing Conditions (Reality!)
- Create a Framework
- Build a Vision!
- Promote the Plan
- Monitor Progress
- Measure and Celebrate Success

# Rules of Thumb

## Rule 6: Focus on Implementation

- Building Blocks and Baby Steps
- Prioritize Achievable Projects
- Assign Responsibilities
- Build on Success
- Re-Group when Needed

# Rules of Thumb

## Rule 7: Leverage Public Dollars

- Transform Spending
- Make Connections
- Partner with Private Sector
- No Project an Island



# Rules of Thumb

## Rule 8: Make New Rules

- Facilitate the Right Development
- Eliminate Barriers to Good Development
- Reinforce Public Investment
- Target Different Outcomes

# “Rules of Thumb”

1. Break the Usual Rules
2. Know What you Have
3. Engage Leaders and Stakeholders
4. Transformative Opportunities
5. Build a Plan
6. Focus on Implementation
7. Leverage Public Dollars
8. Make New Rules



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Thank You

**DREAM BIG ENOUGH!**

Discussion / Q&A

