

# Revitalization as an Economic Engine



Houston-Galveston Area Council

Planning for Sustainable Growth Workshop

12 November 2010



# The Local Economy and Sustainability

“Virtuous cycle” of business, government,  
and social resources



Source: CDS Market Research

# Why Revitalization is Needed

➔ Stagnation and decay hurts sustainability

- Underutilized capital
- Physical deterioration
- Social pathologies
- Income flight and sprawl
- Public resource sink
- Decreased livability for remaining residents





# Prevalence of Need

- Pre-WWII urban areas
- Aging suburban areas
- Small towns



# Understanding What is Possible

- Short term
- Longer term
- Role of placemaking and livability in expanding the possibilities



Deluxe Theater

5<sup>th</sup> Ward  
Houston,  
TX



Lyons Avenue

# Short Term – Low Hanging Fruit

- What are the positive assets?



Increase value

- Regional location
- Transportation access and traffic counts
- Nearby economic activity
- Schools



# Short Term – Low Hanging Fruit

- What are the positive assets?



Increase value

- Natural features
- Public spaces
- Historic and cultural resources
- Population density

# Identify Land Use Opportunities

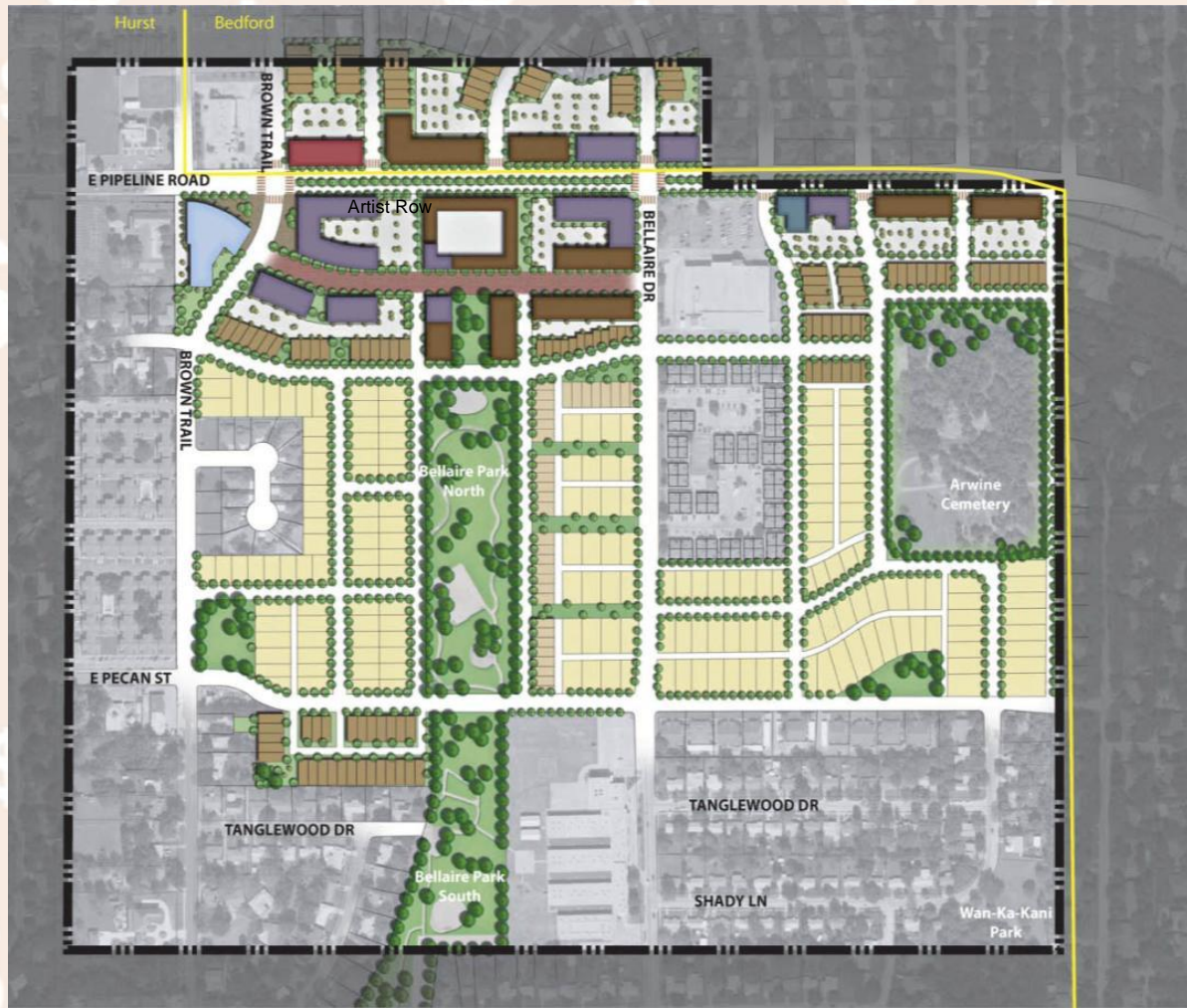
- Quantify market
- Understand constraints
  - Construction costs
  - Lease rates / prices
  - Competition
  - Politics and community sentiment
- Seek “critical mass”



# Example: Hurst, Texas



# Example: Hurst, Texas



## ASSUMPTIONS

- Single Family Lots:**  
~ 80x100
- Small Single Family Lots:**  
~ 35x80
- Single Family Attached:**  
Self Park
- Multi Family Attached:**  
1,000sqft/du  
1.5 prkg/du
- Mixed-Use:**  
1<sup>st</sup> floor retail  
300 sqft retail / 1 prk space  
2-3 floor Multi Family
- Police Sub-Station**
- Retail:**  
1 floor
- Theatre:**  
500 seating
- Park / Open Space**





# Take Appropriate Action

- Implement supportive codes and incentives
- Make investments



Lewisville Old Town, TX




# Take Appropriate Action



Discovery Green, Houston



# Longer Term: Create Higher Value

- Continue to lower uncertainty / risk
- Use placemaking and livability to create uniqueness
- More value creation  more land use possibilities



# Longer Term: Create Higher Value



Uptown Dallas





# Potential Pitfalls

- Well-done density is expensive
- Temptation to relocate public facilities
- Know your limits
- The lure of retail
- Operations and programming
- Regional / macroeconomic risk

# Make it Easier on Yourself

- Find a champion
- Have private sector own, manage and operate uses
- Have private sector share upfront risks (Chapter 380, TIRZ)
- Form organizations to fund and manage activities separately (ex. Management Districts, PIDs)

# Ultimate Objective: Create Economic Bedrock

- Capture residential, office, and retail markets without subsidy
- Geographic “halo” effect
- P.R. and tourism impacts



# Successful, Sustainable, Revitalized Places



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