



# *Introduction* **Livable Centers Economic Development Toolbox**

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# What is Economic Development?

*Public Investments that Facilitate Private Investment*

## Land Development



Expansion, Improvement,  
or Densification



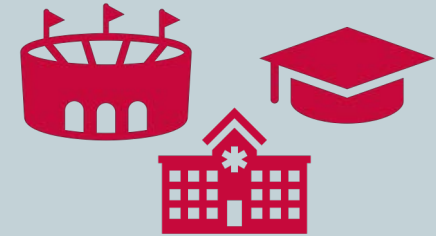
## Industry Activity



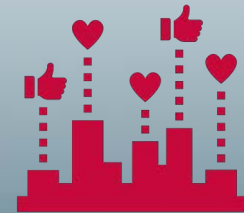
Trade, Job Growth or  
Innovation



## Quality of Life



Population Outcomes  
& Satisfaction



# The historic role of our Main/Market Streets

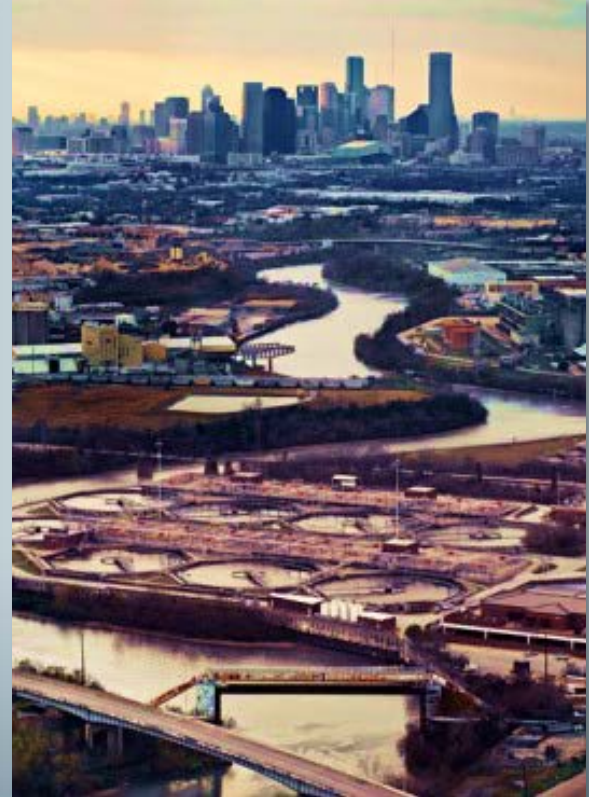
*Trade, Civics, Convening, Socializing*





# Regional Economic Trajectory

*Industries, Labor, Transportation and Land Use*



# Houston Growth Mechanics

Housing, Retail, Parks & Trails, Sports, Schools, Healthcare, Arts & Culture

Backbone Infrastructure for Attracting and Retaining Well and Productive People

**34.9** Lowest Median Age  
Among Major Metros

**#1** Most Diverse City  
in the US

**28%** Associate's Degree  
or higher

Diverse, Skilled & Talented Workers

Target Industries & Primary Employers

230,000  
Industrial  
Jobs

500+  
Aerospace  
firms

237,000  
Energy Jobs

320,500  
Healthcare/Life  
Sciences Jobs

21  
Fortune 500  
Companies

Backbone Infrastructure for Exchange of Goods & Services

Roads, Bridges, Ports, Rail, Air, Flooding

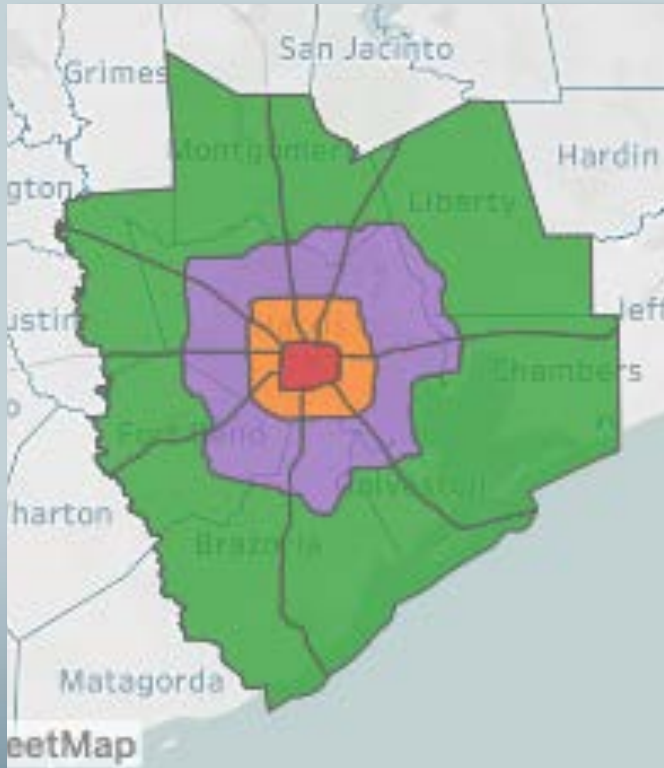
Sources: GHP, H-GAC



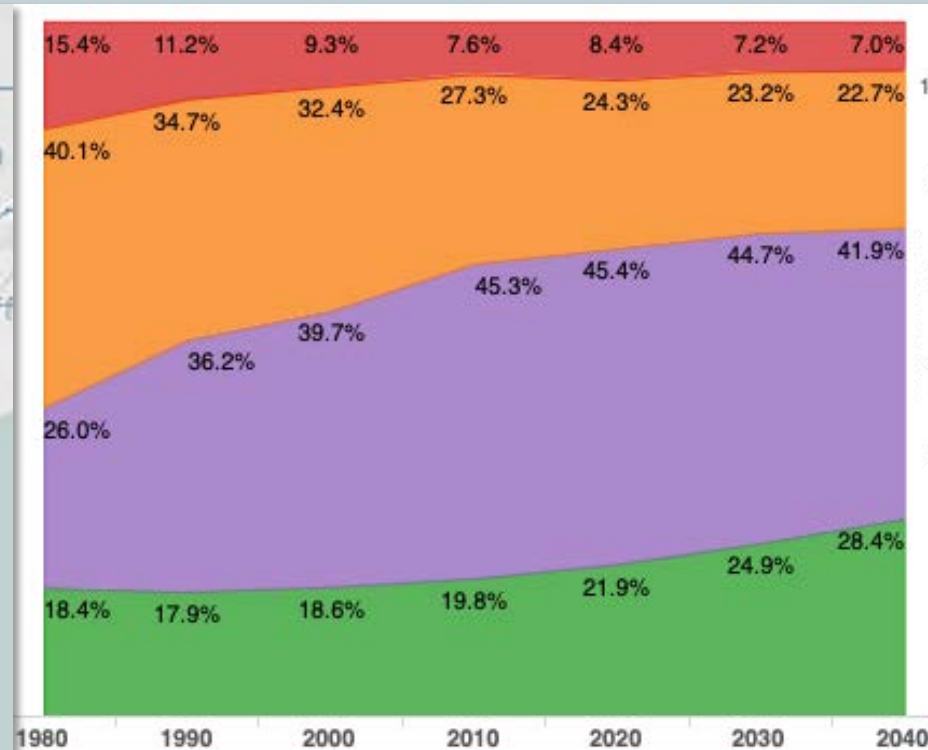
# Regional Growth

*Outward Expansion follows Jobs & Infrastructure*

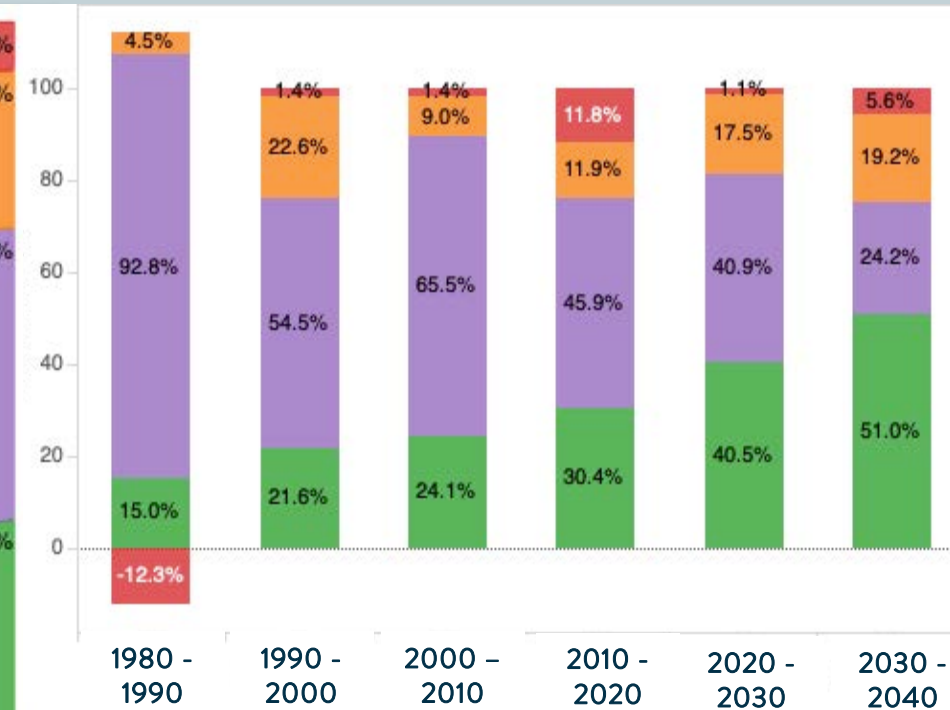
4 Rings of Growth



Share of Household Population



Percent of Growth Share



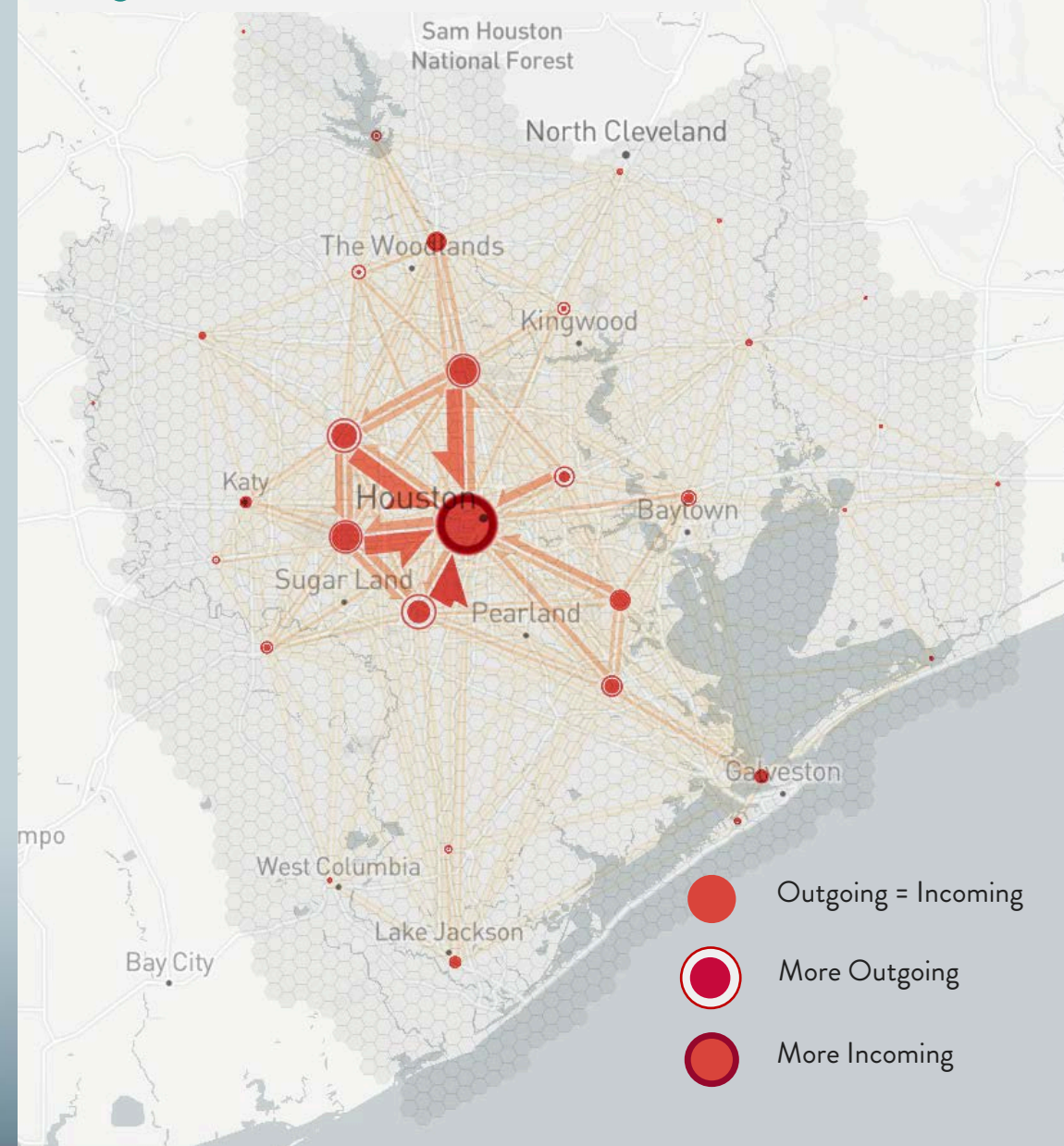
Source: H-GAC, US Census

# Regional Growth

*Metro Economies are a  
Network of Activity Hubs*

Source: H-GAC, LEHD Origin-Destination Employment  
Statistics (LODES) 2002-2018, US Census

## Origin & Destination of Workers



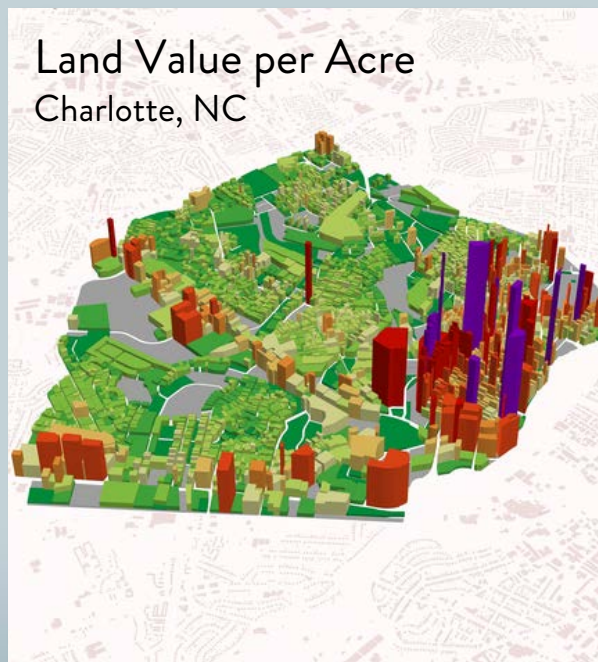


# State of Main/Market Street Contexts

## *Renewed Importance*



Social, Cultural  
Capital



Fiscal & Economic  
Sense



Knowledge  
Economy



# The Livable Centers Program Promotes

## Transportation Options

Multi-modal, Trip reduction, air quality improvements

## Walkability

Safe, convenient, attractive

## More-Compact Development

Leverage existing infrastructure investment, maximizing land uses, mixed-uses

## Stronger Places

Compelling, identifiable, primed for private investment through strategic planning





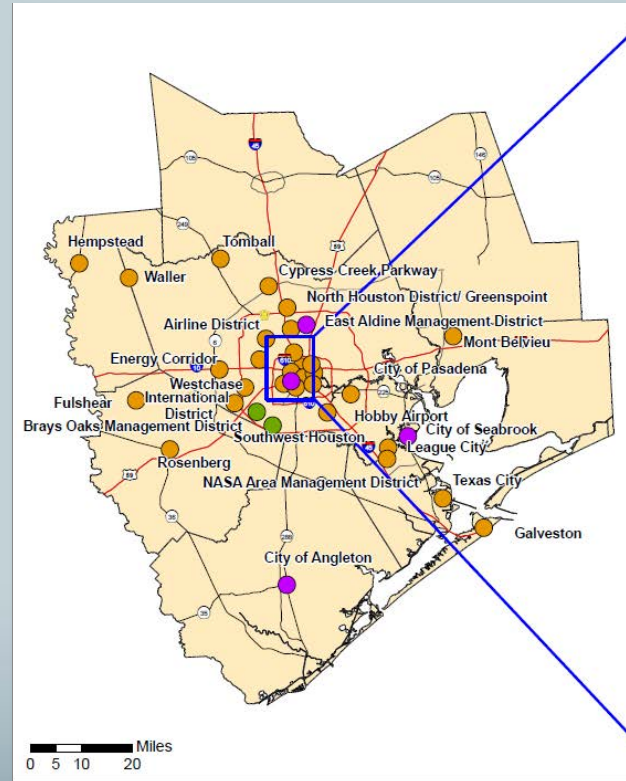
# Livable Centers Study Areas

## *Diverse Contexts*

**AREA** 84,000 ac. | 1.7% of Land  
Range: 26 ac - 12,000 ac.

**POP** 587,000 | 9% of Population  
Range: 75 – 108,000

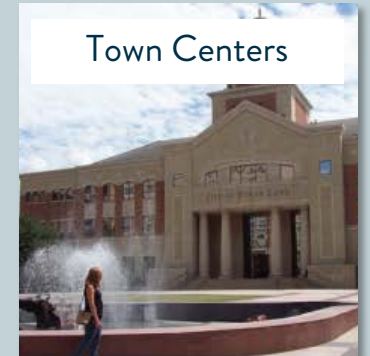
**JOBS** 246,000 | 7% of Jobs  
Range: 200 – 37,000



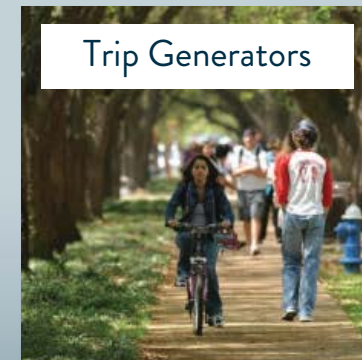
Regional Centers



Town Centers



Trip Generators



Key Corridors



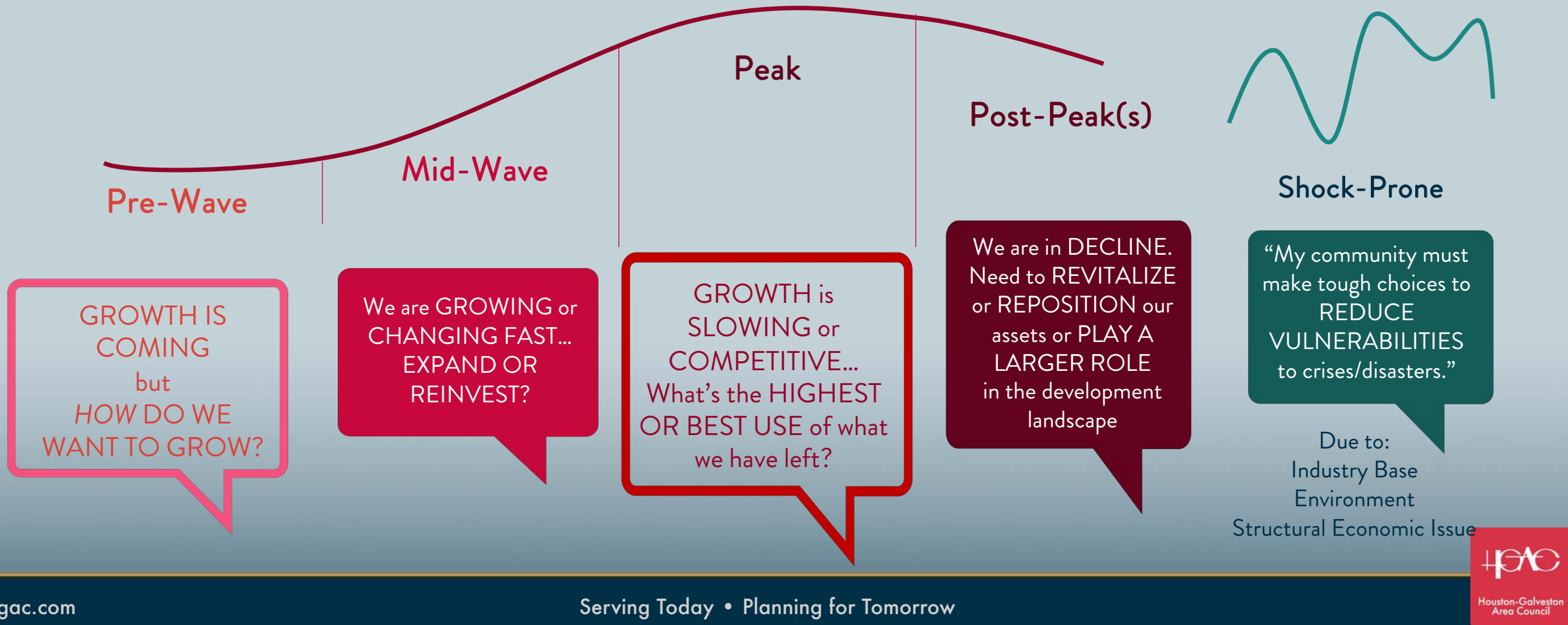
## *Common Values & Goals*



# Different Starting Points

*Small area plans are not in a vacuum*

Conceptual Framework of Local Growth in a Regional Context



# What in the toolbox?

## *Primary Categories for Unlocking Potential*

### Policies & Programs



Tools of governance or public initiatives to increase activity or vibrancy

17 Tools

51 Applications

36 Resources

### Incentivizing Investment



Tools to influence the “bottom-line” of private investment

11 Tools

27 Applications

25 Resources

### Adding Capacity



Expanding resources through strategic partnerships

7 Tools

19 Applications

14 Resources



# A Reference for Strategic Ideation

*Think of the  
strategic value or role  
of the target area  
within your broader  
development goals*

*How does it reflect your  
community's values?*

- **Commercial:** Folks to spend money closer to home?
- **Cultural:** Does your community feel connected to its history, cultural heritage, or sense of identity?
- **Fiscal:** Do you prioritize/balance aging infrastructure vs outward expansion?
- **Inspirational/Entrepreneurial:** Is it a good place for new generations or small businesses to start and grow their knowledge, ideas, or enterprises?
- **Social/Recreational:** Offer third places and spaces (centers for activity outside of work and home)?

# Policies & Programs

## *Making **Green** in Black-and-White*

### Increase Commercial Activity

Destination Districts  
Small Business Programs  
Pedestrian Infrastructure  
Active Ground-Floor  
Aesthetic & Blight  
Wayfinding & Signage



### Enhance Quality of Place

Public Infrastructure Design  
Promote Arts & Culture  
Destination Events  
Historic Assets



### Site Development Regulations

Landscaping or Natural Elements  
Building/Lot Line  
Parking Requirements



### Boundary-Specific Regulations

Mixed-Use Zones  
Form-Based Code  
Permitting Live-Work  
Light Manufacturing





# Policies & Programs

## *Downtown Turnaround with Local Artists*

### Increase Commercial Activity

Destination Districts

Small Business Programs

Pedestrian Infrastructure

Active Ground-Floor

Aesthetic & Blight

Wayfinding & Signage



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# Policies & Programs

## *Aesthetics & Blight Reduction*



### **Detroit, MI**

Where is the line between graffiti and street art?

Building owners: registry & upkeep

Punitive fines

“Percent for Art” Program to promote artists

Resource for arts tourism

# Incentivizing Investment

## *Impacting the Development Bottom Line*

### Accelerating Predevelopment

Streamlined or Expedited  
Permitting  
Public Property Sale or Land  
Grant  
Adaptive Reuse



### Flexible Incentives for Local Governments

Public Improvement Districts  
Tax-Increment Districts  
380/381 Agreements  
State Historic Preservation Tax Credits  
Tax Abatements  
Hotel Occupancy Taxes



### Needs-Based Development Tools

Texas Enterprise Zones  
Remediate & Redevelop  
Brownfields  
Opportunity Zones  
New Markets Tax Credits





# Incentivizing Investment

## *Value-Added Infill Competes with Greenfield*

### Accelerating Predevelopment

Streamlined or Expedited  
Permitting

Public Property Sale or Land  
Grant

Adaptive Reuse



### Flexible Incentives for Local Governments

Public Improvement  
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### Needs-Based Development Tools

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Remediate & Redevelop  
Brownfields

Opportunity Zones

New Markets Tax Credits



# Incentivizing Investment

## *State Historic Tax Credit*



### **Nacogdoches, TX**

Opened in 1955, closed multiple times  
Refurbished and reopened with SHTCs  
in 2017

CVB, Convention Center

Anchor attraction at downtown edge, 1  
block from cafés, galleries, restaurants

# Increase Capacity

## *Leverage Partnerships*

### Potential Partners

Management Districts

Economic Development Corporation (4A)

Economic Development Corporation (4B)

Community Development Corporation

Community Development Financial  
Institution

Non-Profit or Institutional Employers  
(Anchor Institutions)



### Opportunities of Partnership

Legacies & Historic Context

Legal Entities & Statutory Requirements

Skilled, Civic-minded Leadership

State of Federal Funding Mechanisms

Capital, Assets, Bonding Capacity

Outreach to Stakeholders



# Increase Capacity

*Increase 18-Hour Activity*

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# What in the toolbox?

## *“Town Brew District”*

*Breweries, Coffee Roasters, Wineries, Distilleries, Startups*

### Policies & Programs



Pop-ups

Destination Events

Special Zone

No Parking Regs Light  
Manufacturing

### Incentivizing Investment



New Markets Tax  
Credits

Hotel Tax

TIRZ

### Adding Capacity



Management  
District

4A EDC

CDFI

# Thank you

If you have any questions feel free to contact:

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