

An aerial photograph of Galveston, Texas, showing the city skyline and waterfront. The image features a prominent white skyscraper on the left, a large brick building with a tall chimney in the center, and various other buildings and structures along the coast. The water is visible in the foreground, and the sky is clear and blue.

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# The Strand Seaport Galveston, Texas

Advisory  
Services  
Panel

March 19-21, 2007

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# Special Thanks

- City of Galveston
- Mitchell Family
- GPM, Inc.
- Galveston Economic Development Partnership
- The Port of Galveston
- Galveston Historical Foundation
- Historic Downtown Galveston Partnership
- Ford, Powell and Carson Architects

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# The Panel

- Zane Segal – President, Zane Segal Projects. Houston, Texas
- Gary Okerlund – President, Okerlund Associates, Inc. Charlottesville, Va
- Tom Eitler, Director of Advisory Services for the Urban Land Institute. Washington, DC

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# About ULI

- Established in 1936.
- Independent nonprofit education and research organization.
- The mission of the Urban Land Institute is to *provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.*
- More than 35,000 members worldwide.
- Representing the entire spectrum of land use and real estate development disciplines.

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# ULI Advisory Services

Bring the finest expertise in real estate to bear on complex land use and development projects.

All volunteer panel.

Over 400 ULI-member teams assembled since 1947 to assist sponsors find creative and practical solutions.

This is a 1 ½ day panel to address a limited scope.

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# The Panel's Assignment

***“What attractions and linkages  
are critical to the further success  
of the Strand Seaport?”***

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# The Panel's Assignment

Create a set of complimentary uses providing a unique atmosphere and dynamic project that would attract appropriate financial interest.

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# The Process

- Studied and discussed information provided by the sponsors
- Briefed by Sponsor
- Toured the project area
- Met with key stakeholders to discuss issues and concerns
- Debated the issues and framed recommendations



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# Today's Presentation

- Overarching Issues
- GPM's Ideas
- General Recommendations
- Specific Site Recommendations
- Questions

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# Overarching Issues

- Regional Context.
- Houston is growing this way.
- Demographic Gap and Opportunities.
- Port Configuration.
- Local vs. Tourist Oriented.

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# Regional Context

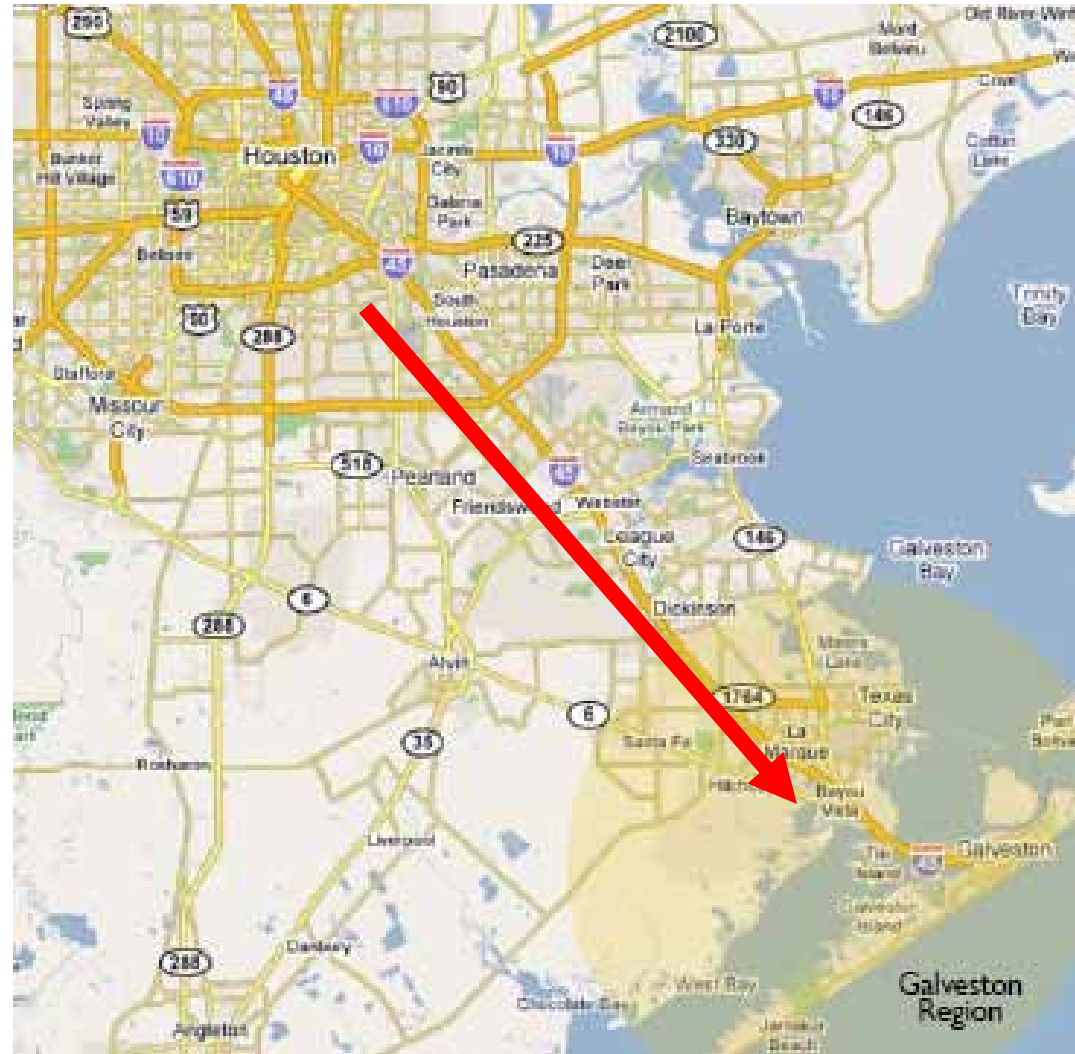
- Dramatic regional job and population growth.
- Relative affordability of housing.
- H-GAC is our Metropolitan Planning Organization.
- Projections show continued strong growth, including second homes.
- How does Galveston take advantage of this scenario?

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# Houston is growing this way

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# Demographic Gap and Opportunities

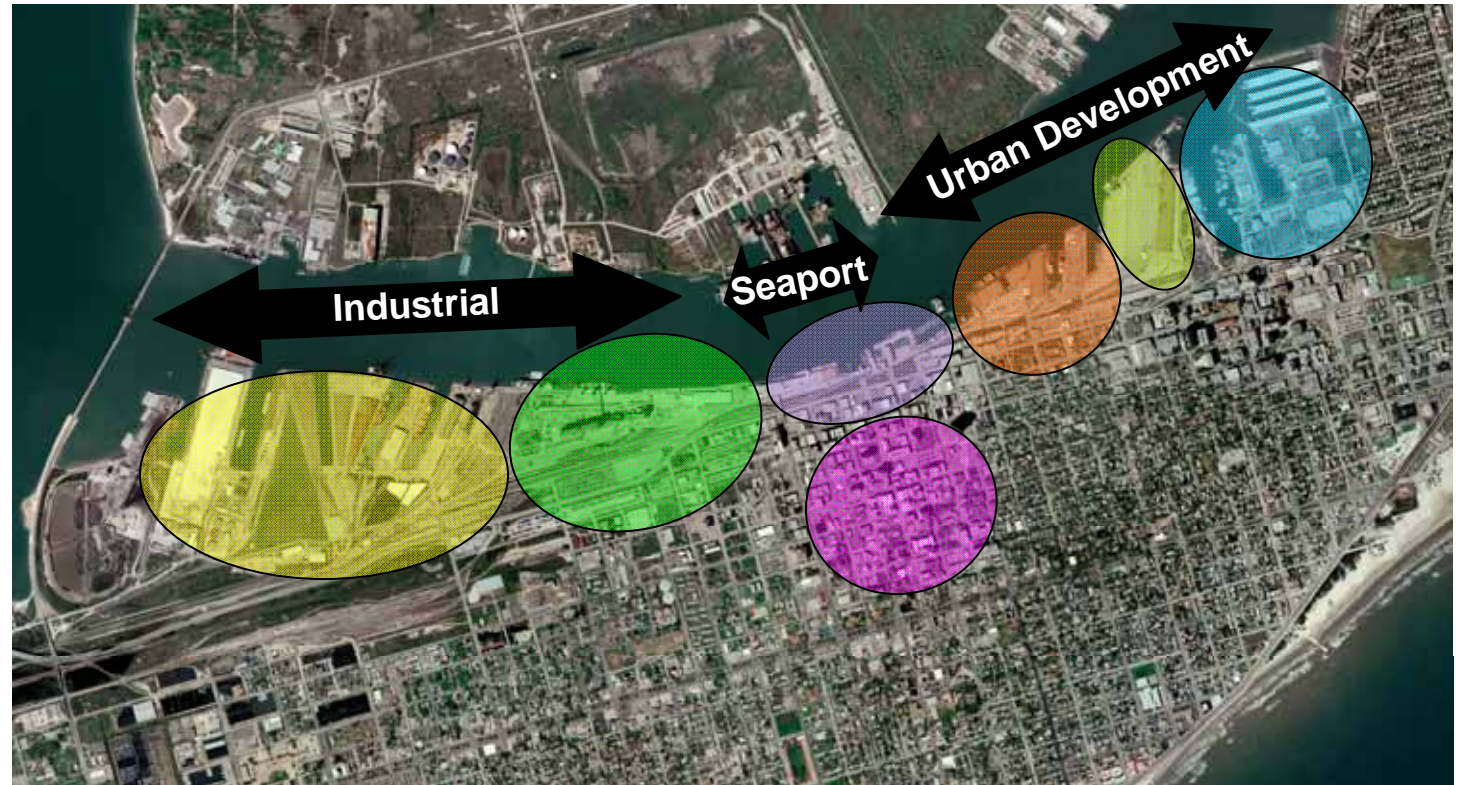
- Small middle class.
- Gap between rich and poor.
- Current housing boom.
- Most new homes are second homes. (80%)
- Infill development increasing.
- Little new housing available for work force, students and young families.
  
- The panel believes that the Strand Seaport can attract students, young professionals and empty nesters.

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# Long Term Port Configuration

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# The Port and the Railroad

- The panel believes that the location of the rail east of the cruise ship terminal is a detriment to the fulfillment of a Vision for the Seaport, University and downtown.
- Throughout the world inner city ports are being redeveloped for human use.
- The Del Monte and Pier 10 port operations should be relocated.

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# Local vs. Tourist Oriented

- A common theme that the panel heard was “Make it attractive to the locals and the tourists will be attracted as well.”
- Gives year round stability and citizen “ownership” of the seaport.

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# GPM's Ideas

- Transient Marina & Restaurant
- Expansion of Hotel
- New Cruise Ship Opportunities
- Connectivity
- View Corridors
- Year-round activity
- Pedestrian amenities
- More than a one-day stay
- Cooperation among players
- Ownership Residential preferred
  
- Vision for the Seaport!

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# General Recommendations

- Vision for the Seaport
- Connectivity network needs work
- Transition surface parking into mixed-use infill and parking structures
- Additional attractions
- Branding and marketing
- Wayfinding and placemaking
- Green Development

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# Vision for the Seaport

- Complementary uses: entertainment and living
- Add residential
- Enliven the waterfront
- Balance of national and local retail
- Establish Industrial and human area
- Improve perception of safety
- Improve connectivity

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# Connectivity

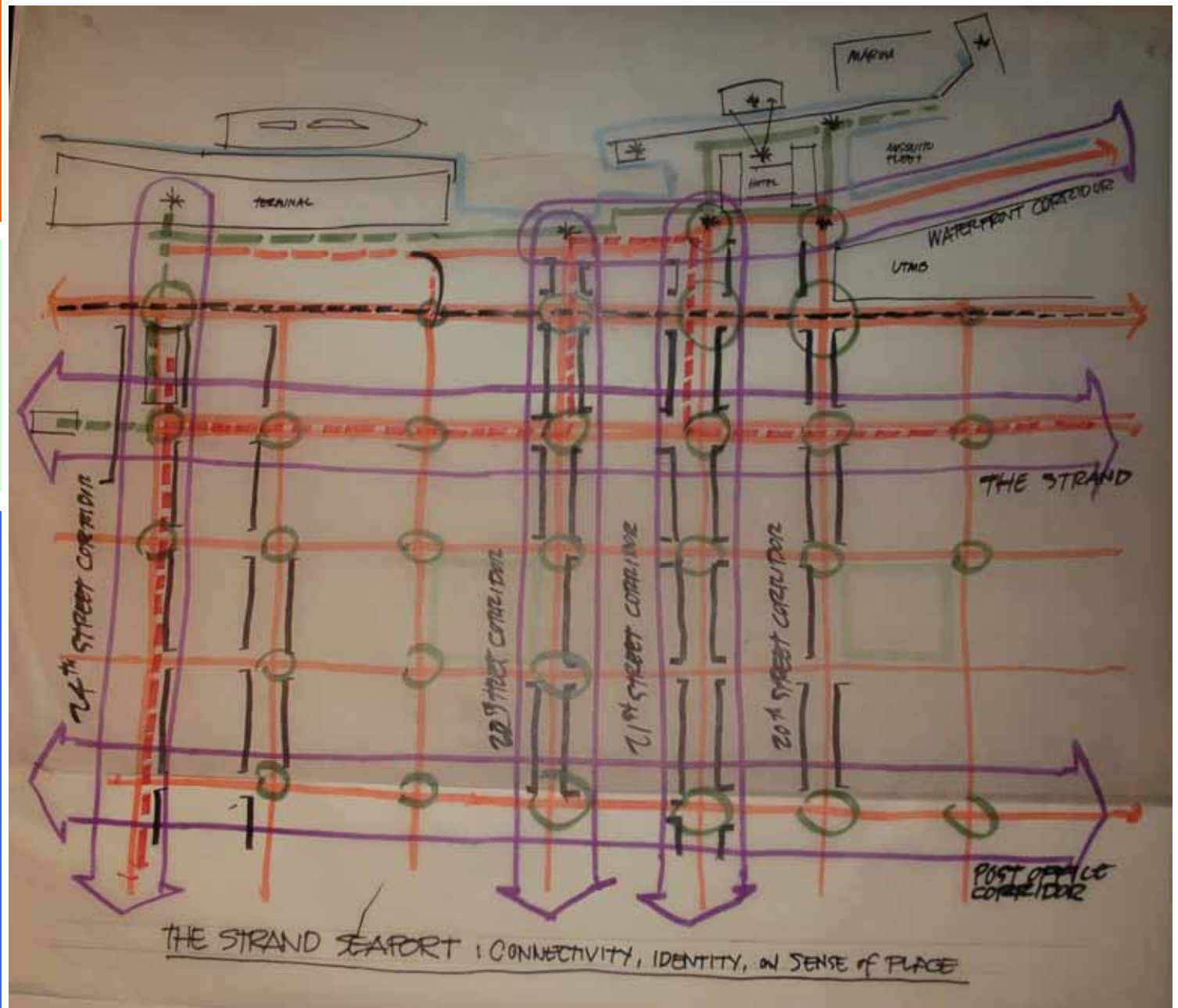
- Road Connections
- Pedestrian Connections
- Trolley and Buses



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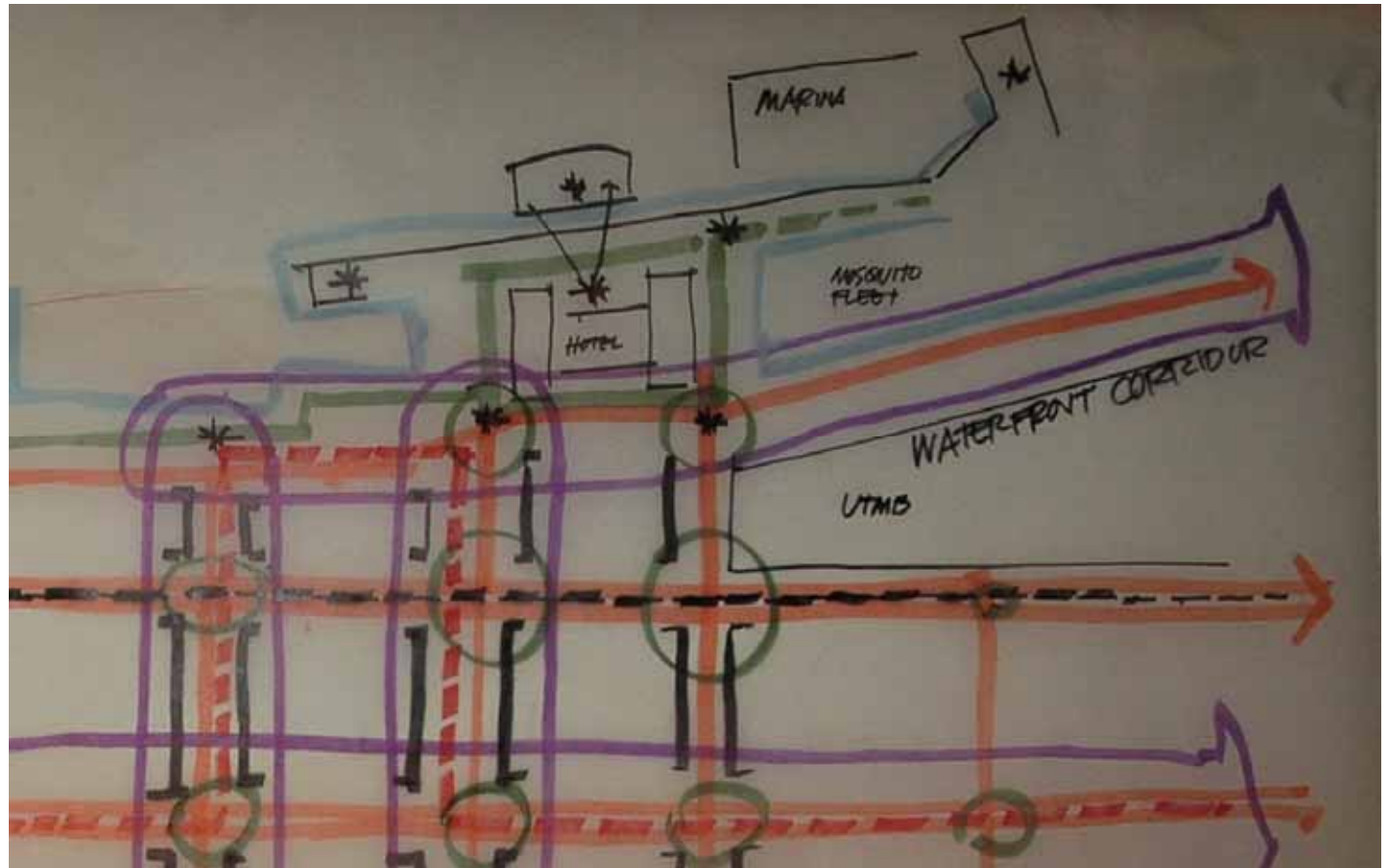
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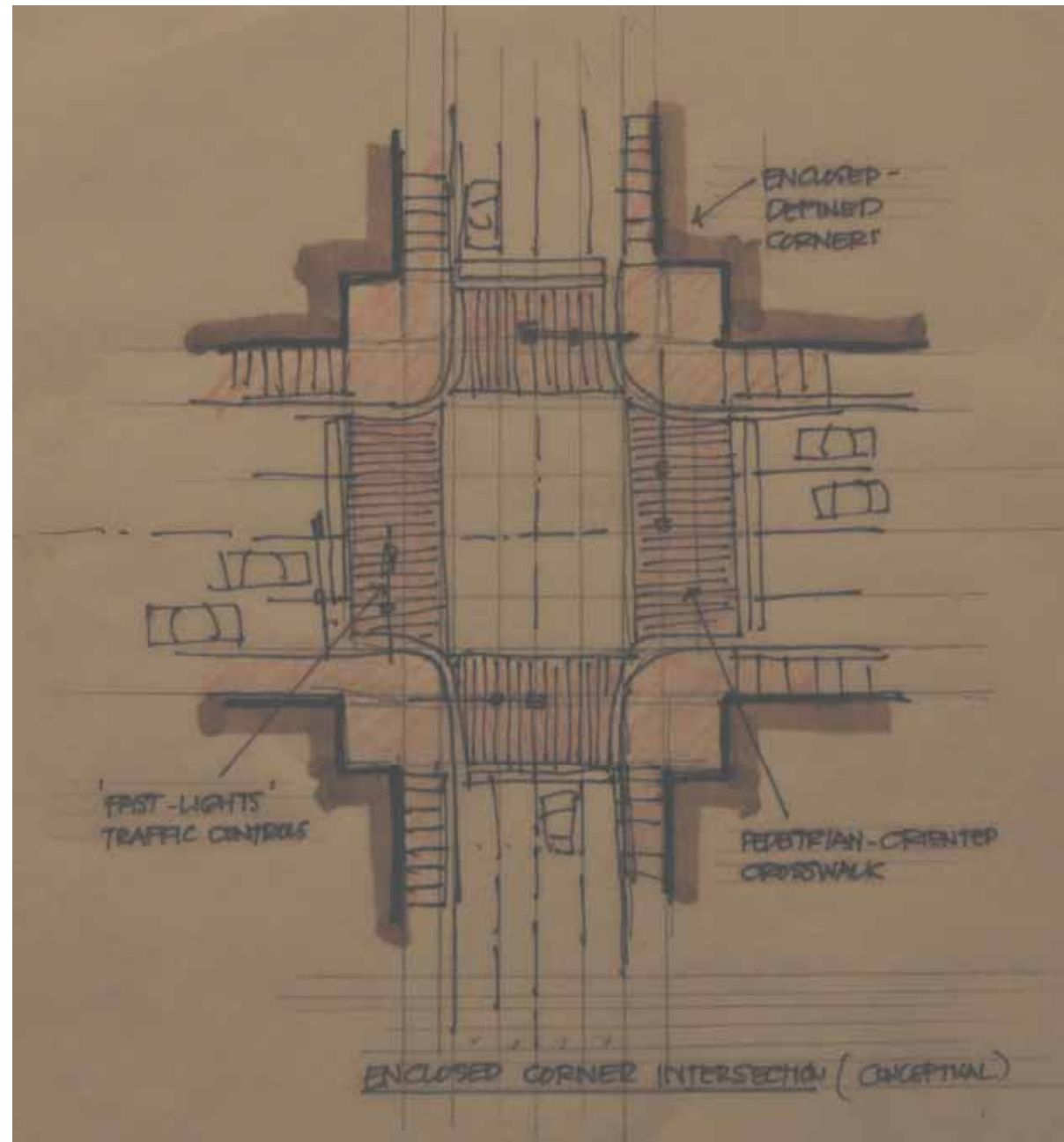
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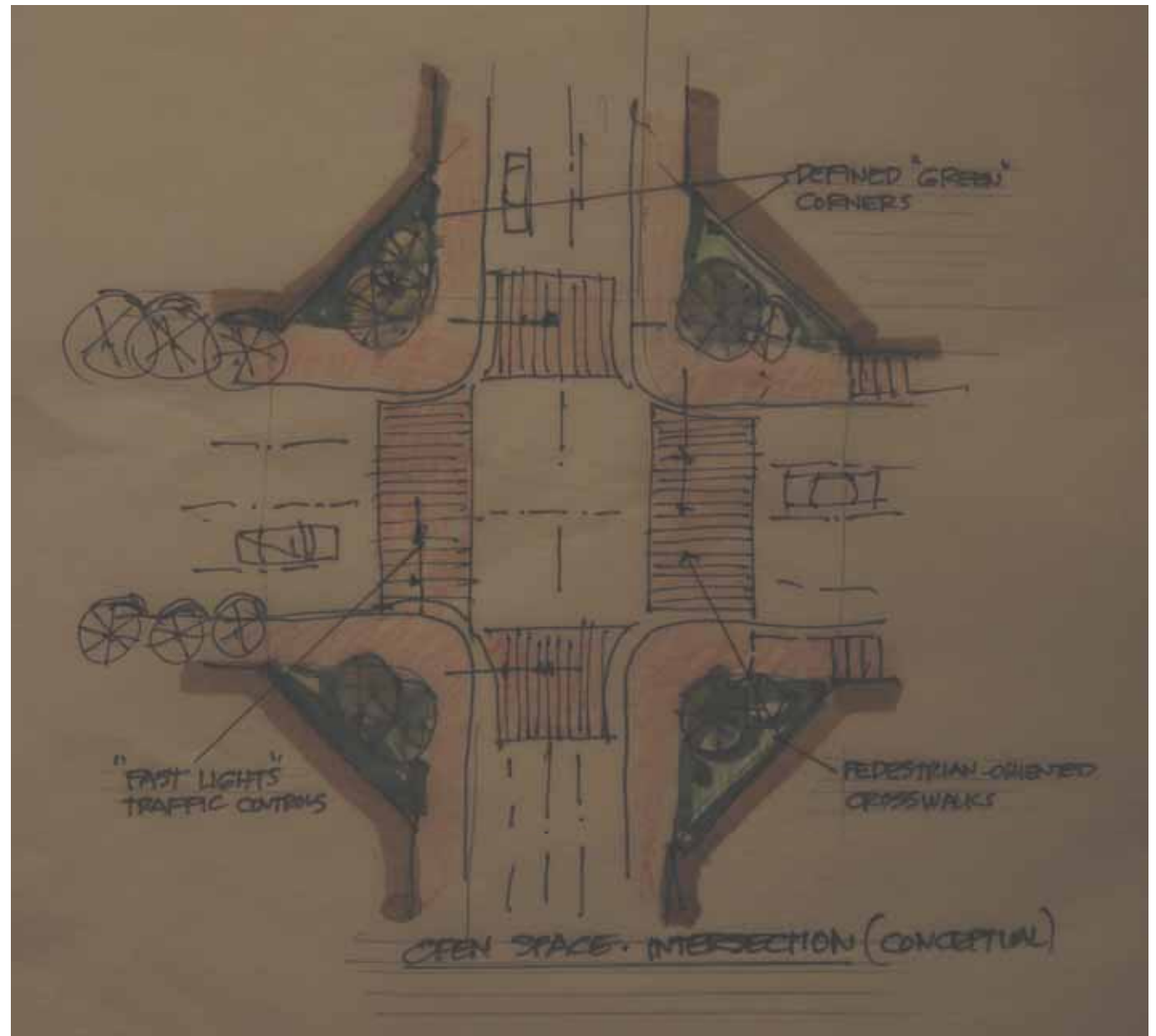
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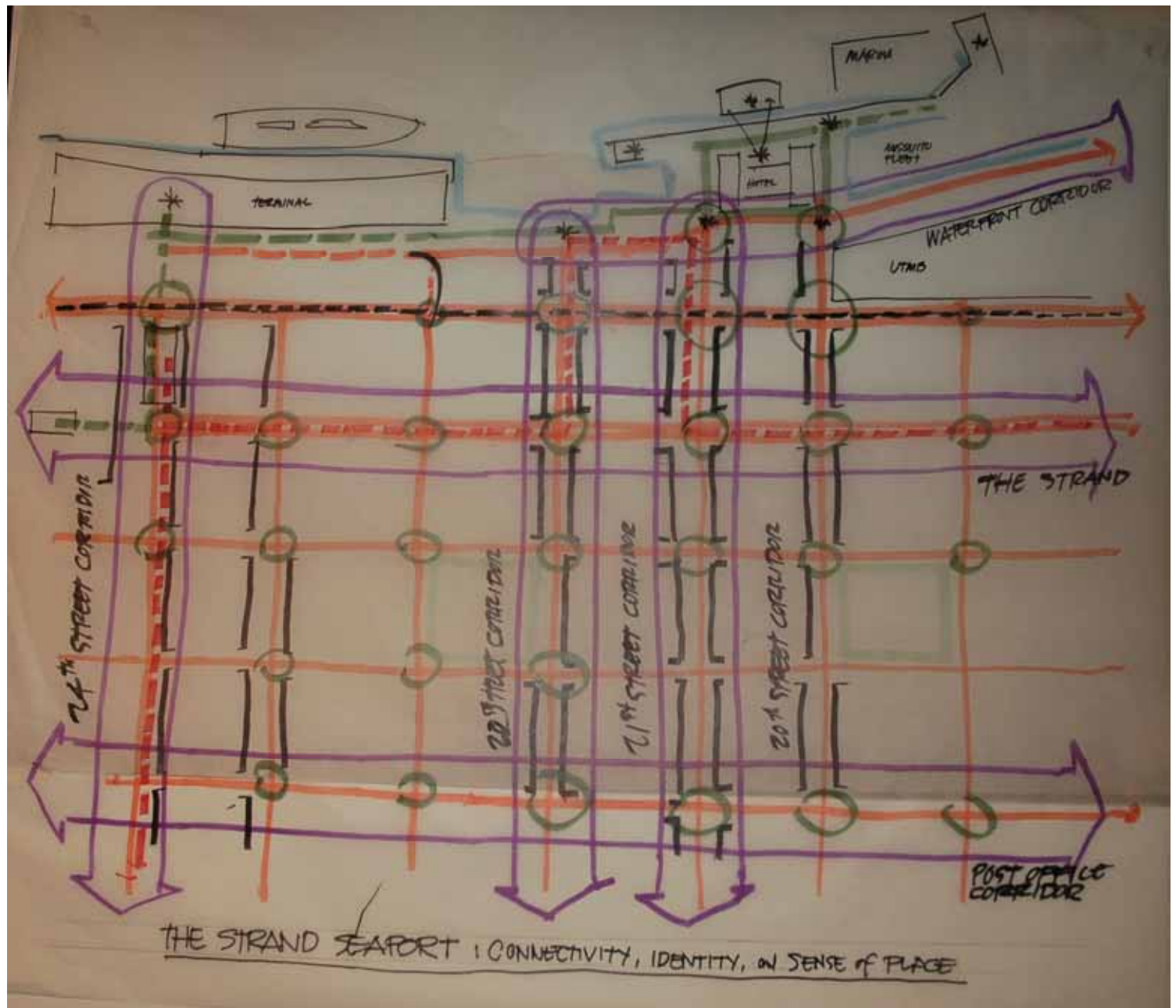
# Pedestrian Circulation

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THE STRAND SEAPORT : CONNECTIVITY, IDENTITY, AND SENSE OF PLACE

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# Open Space

- This area needs green space



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# Wayfinding

Wayfinding is a process during which people must solve a variety of problems in architectural and urban spaces that involve both decision making (formulating an action plan) and decision executing (implementing the plan).

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# Branding and Marketing

- A brand is a symbolic embodiment of all the information connected to a company, product or service.
- A brand serves to create associations and expectations among products made by a producer.
- A brand often includes an explicit logo, fonts, color schemes, symbols, sound which may be developed to represent implicit values, ideas, and even personality.



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# Placemaking



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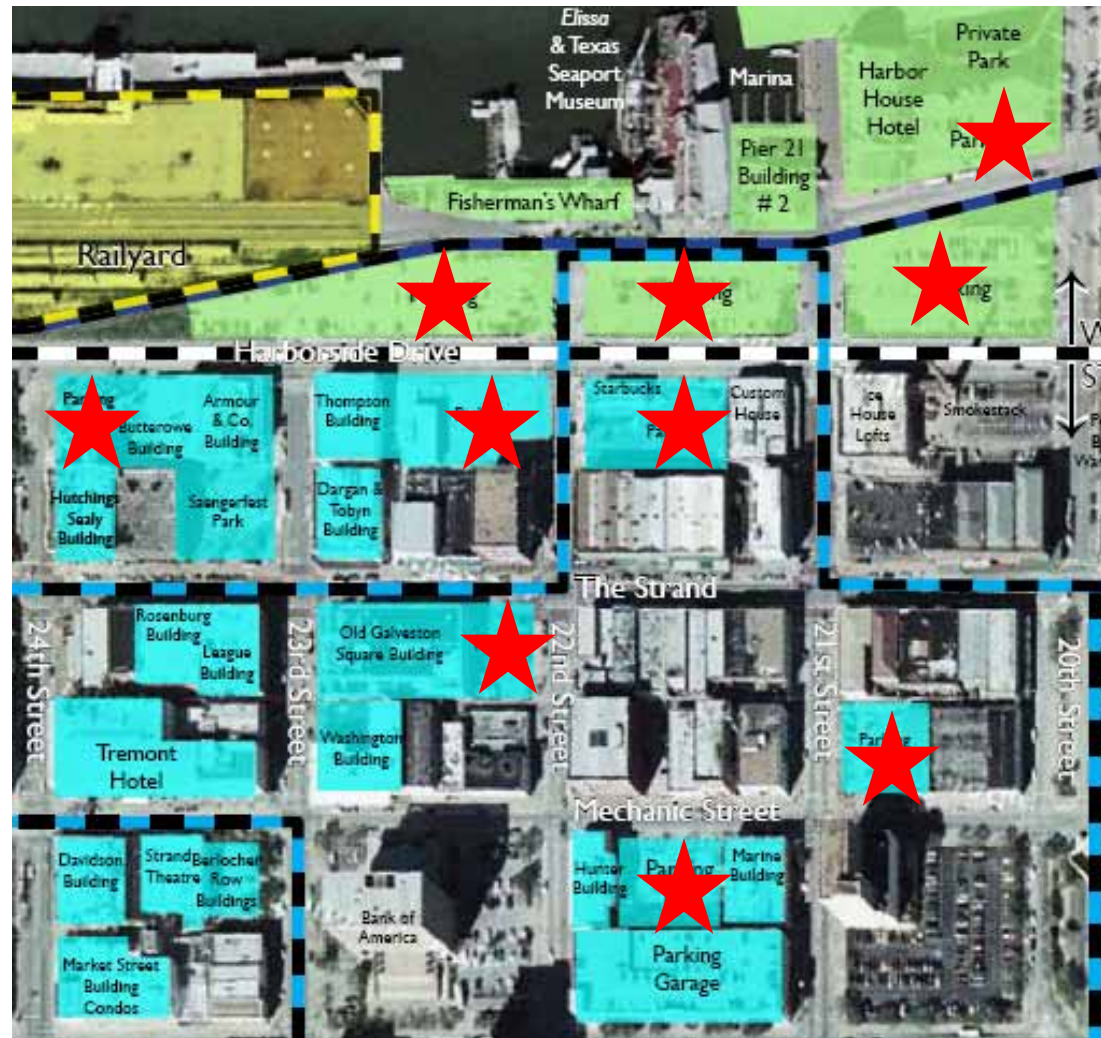


# Transition of Surface Parking to Infill

- Surface parking is land banking for future infill development.
- Structured parking allows more intense, attractive and diverse development.
- Surface parking breaks-up the continuity of retail facades and pedestrian interest.

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# Future Development Sites



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# Additional Attractions

- Movie Theatre.
- Tourist Train.
- Performance artists, live music, retail. kiosks, food and beverage vendors.
- Band Shell.
- Fitness Center.
- Fountains and Parks.
- Bicycle, boat and electric cart rentals.
- Harbor cruises.
- Fireworks after dark.

# Specific Site Recommendations

- Option 1 – Status Quo – Property remains under land lease from the Port/City
  - Limited time frame suggests less dense development
  - Focus on rental residential less desirable and sustainable over the long term
  
- Option 2 – Property is bought by GPM
  - Higher density and higher quality development is more feasible
  - Homeownership more desirable
  - Larger tax base

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# Surface Parking Redevelopment

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# Areas 1, 2 & 3

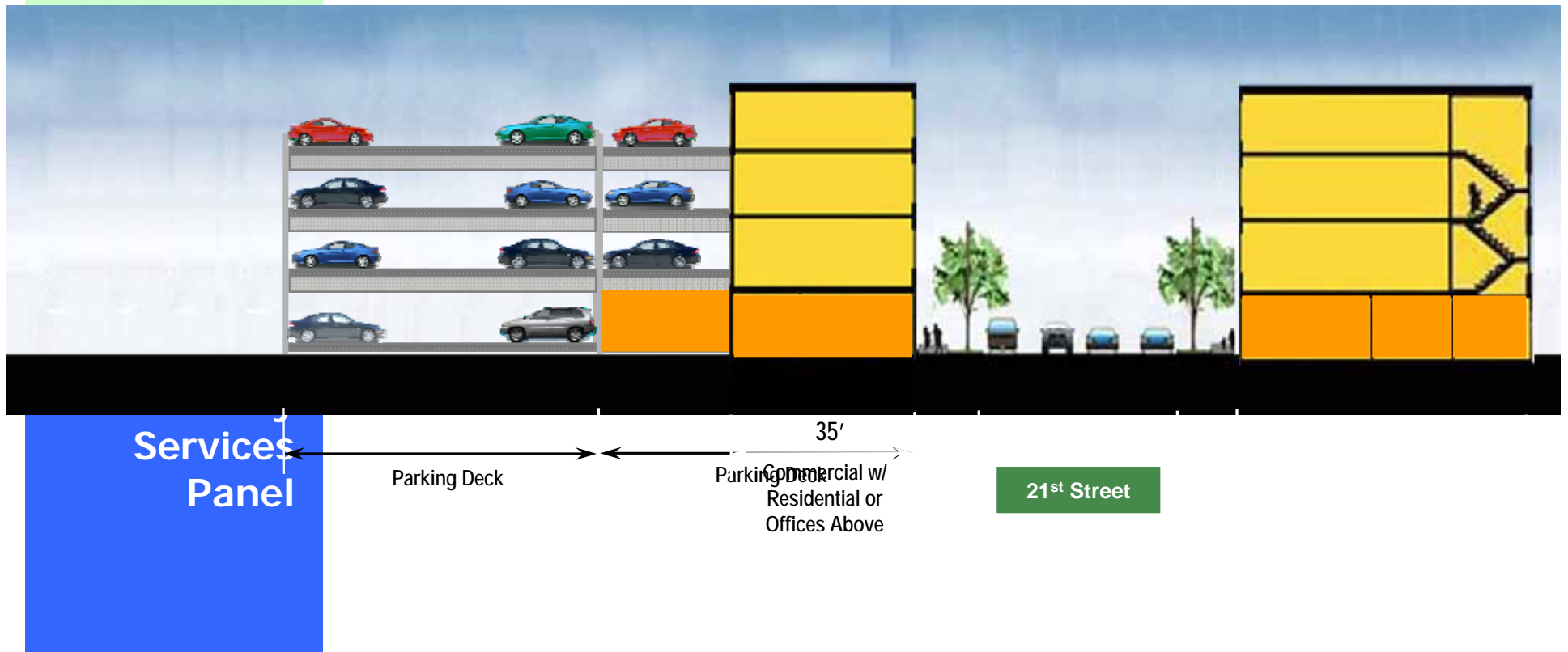
	Option 1					Option 2				
	2 Story	Parking Spaces	Retail Sq. Ft.	Apts	Condo	3 story	Parking	Retail	Apts	Condo
		at 350 sf	gross sf including arcades	at 1,100 sf gross	at 2,000 sf gross		at 350 sf	gross sf including arcades	at 1,100 sf gross	at 2,000 sf gross
<b>Area 1</b>										
27,500 sf										
Ground			27,500					27,500		
2nd		78					78			
3rd									25	
<b>Area 2</b>	3 Story					4 Story				
28,000 sf										
Ground		50	10,000				50	10,000		
2nd		80					80			
3rd				25						14
4th										14
<b>Area 3</b>	3 Story					4 Story				
47,600 sf										
Ground		117	6,500				117	6,500		
2nd		136					136			
3rd				43						24
4th				43						24
		461	44,000	111			461	44,000	25	76
<b>Sub Totals</b>		<b>161,350</b>	<b>44,000</b>	<b>122,100</b>			<b>161,350</b>	<b>44,000</b>	<b>27,500</b>	<b>152,000</b>
<b>Totals</b>		<b>161,350</b>			<b>166,100</b>		<b>161,350</b>			<b>223,500</b>

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# An Approach to Phasing the Structured Parking



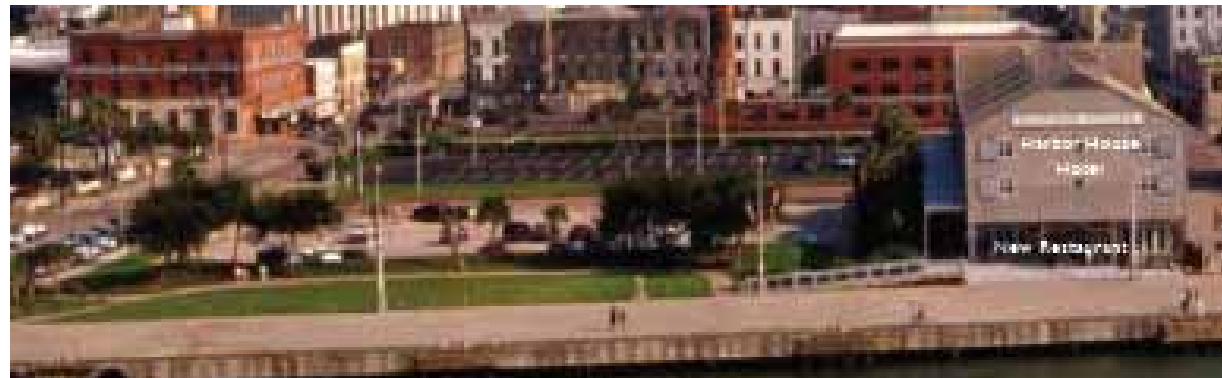
# Air Rights Area

- Support intermodal transit hub parking
- Potential Air Right Uses to consider:
  - Cinema
  - Restaurants
  - Housing
  - Fitness Center
  - Green Roof



# Hotel Expansion

- 80-room expansion yields a more efficient operation.
- Consider an IACC style conference center.
- Pool area serves Tremont House, Marina and Harbor House guests.
- Fitness Center



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# Hotel Expansion Conference Center

- Highly Amenitized
- Excellent Audio-Visual Facilities
- Small to Medium Scale

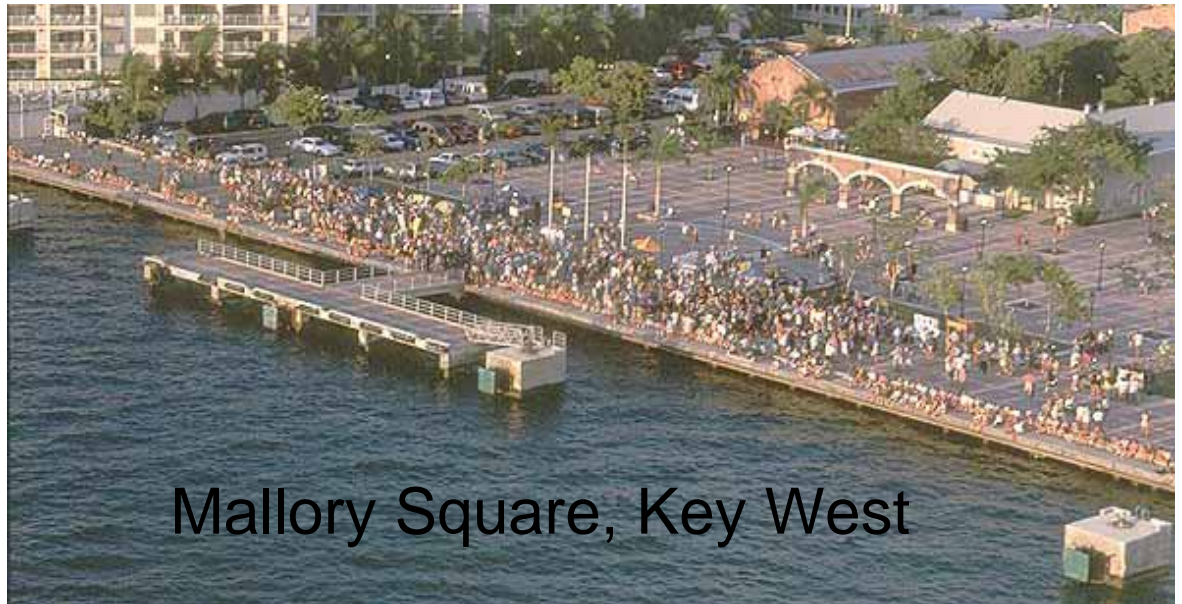


# Live @ Five

- Start with Harbor House retail spaces.
- Could be patterned after Mallory Square in Key West.
- Performance artists, live music, retail. kiosks, food and beverage vendors.
- Band Shell, could be on barge.
- Bicycle, boat and electric cart rentals.
- Harbor cruises
- Fireworks after dark.



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**Mallory Square, Key West**

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# Long-term Management

- It's not a shopping center: Open 24/7 requires more intensive management.
- Create a management district to take care of maintenance, landscaping, security and events.
- Work with the retail management and property owners associations to address ongoing issues and problems.
- Coordinate events and marketing efforts with a theme.

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# Future

- Vision
- Connectivity
  - Along the Waterfront
  - From Downtown to Seaport
- Land Ownership vs. Lease
- Rail Line
- Cooperation

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Questions?

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