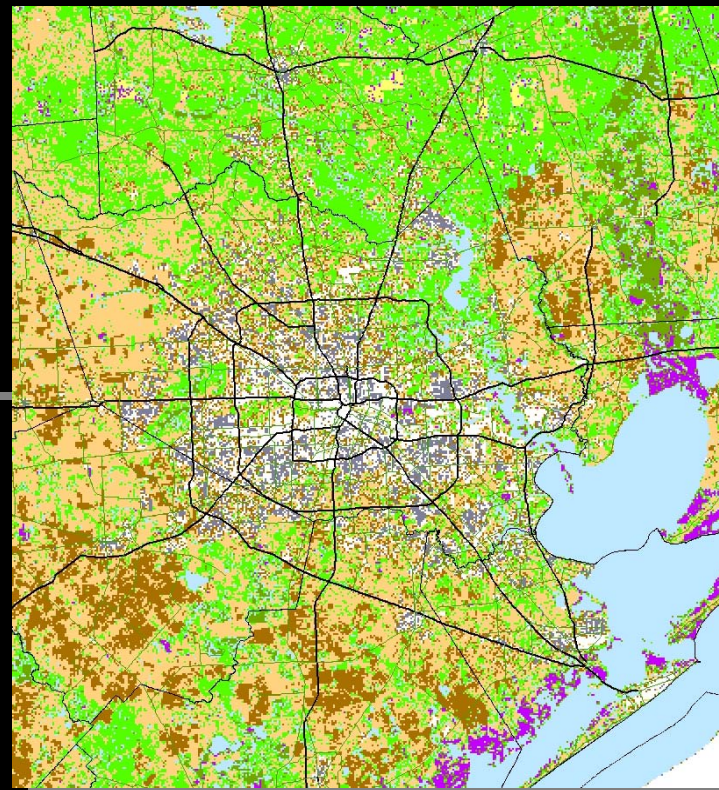


Houston Region



An Advisory Services
Panel February 4-7, 2008



The Urban
Land Institute

ULI—The Urban Land Institute

ULI—the Urban Land Institute is a nonprofit research and education organization.

Mission:

Promote leadership in the responsible use of land to create and sustain thriving communities worldwide.



Advisory Services

Assembles teams of land use and real estate professionals to make strategic recommendations on land use challenges.

- Program started in 1947
- 20 panels each year
- Teams composed of ULI members
- Panels organized across the country

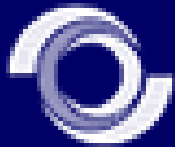


The Panel Process

- Define the scope of the assignment
- Prepare background briefing materials
- Assemble the expert team
- Tour the site
- Interview stakeholders
- Debate and form recommendations
- Produce a final report



Sponsors



CENTER FOR HOUSTON'S FUTURE



Special Thanks to:

- Center for Houston's Future Staff
- Roger Galatas
- Dozens of others Leaders from the Houston Region whom we interviewed



The Panel

Chair: William H. Hudnut, III
Kelli Bernard
Fernando Costa
Robert Grow
Scott Polikov



The Region of Opportunity

- What we think you are doing right
- What needs to be improved



Kelli Bernard



Issues that will leverage a better approach

- Transportation
- Air Quality
- Water waste management
- Environmental Sustainability
- Education or workforce development
- Economic Growth and Sustainability



Robert Grow



Principal Recommendations

- That a diverse partnership of regional leaders and organizations pursue a sustained, state-of-the-art, community-wide regional visioning initiative that focuses on what goals will guide how the Houston Region grows in the coming decades.



The Visioning Initiative

- Correlate and build upon existing high-quality efforts already underway in the region;
- Convene a regional summit to successfully launch the visioning process
- Provide ongoing encouragement and leadership;
- Establish clear goals, strategies, and action plans to implement the vision



Houston's Competitors are Repositioning

- New York
- Los Angeles
- Chicago
- London
- Paris
- Sydney
- Abu Dhabi & Dubai



Key Components of Visioning

- Benchmark Houston against existing and emerging globally competitive regions
- Develop a long-term regional action plan to enhance competitiveness using the best international tools and practices
- Maintain focus on implementation and action.



Key Components of Visioning

- *Place a premium on inclusiveness*

“The diversity of our community, the talent we bring to the table now and the new people that we attract will drive our success over the next 10 years and beyond.”

Greater Houston Partnership 2005-2015 Strategic Plan



Key Components of Visioning

- *Work from community values*
- *Explore options and choices*
- *Recognize the interconnectedness of issues, including the roles of race and class*
- *Establish and implement clear goals, strategies, and action plans*



Scott Polikov



Transportation and Growth

- What approach should the Houston Region take on regional transportation?
- To a large extent regional growth patterns are determined by transportation infrastructure.



Livability and predictability

- One of the keys to success for livability in the Houston Region has been the success of its master planned communities.
- Those communities enjoy predictable quality, providing a cohesive community character.
- The predictable and cohesive character creates a market dynamic whereby continued investment and reinvestment has occurred.



Regional Transportation

- For Houston proper, the “master plan” approach could be applied in many more contexts to support emerging growth centers and corridors, especially when married with HGAC’s Livable Centers Initiative.
- The regional funding process for transportation, on the other hand, provides the complementary public-sector opportunity for tying the region together.



Leverage TIP Funding

- Houston-Galveston Area Council (HGAC) is the area's MPO, which has 4-Year Transportation Improvement Program (TIP) of over \$14 Billion
- Best practices of other MPO's—Sustainable Development Programs
- Southern California, Atlanta and D/FW for example offer guidance on Sustainable Development Programs for creating incentives for more effective investment of transportation funds



Sustainable Development Program

- We recommend that a competitive HGAC funding process be based on the outcomes we heard on an almost universal basis in our interviews of local leaders and stakeholders:
 - Connect current and emerging growth centers through roads, rail and trails;
 - Promote the concept of livability for growth centers
 - Encourage the creation of special districts to maintain the quality and predictability of development
 - Encourage the voluntary adoption of development standards (such as R-LIDS)
 - Encourage redevelopment of existing roadway corridors so that new private investment is attracted



Sustainable Development Program

- We recommend that a competitive HGAC funding process be based on the outcomes we heard in our interviews of local leaders and stakeholders:
 - Promote a closer geographic connection between homes and employment
 - Encourage green building practices
 - Maintain the affordability of housing throughout the region
 - Facilitate connectivity between local neighborhoods and destinations so that one does not have to drive for every daily activity
 - Encourage neighborhood schools
 - Encourage adjacent jurisdictions to collaborate
 - Promote additional acquisition of public green spaces and preservation of watershed habitat



Sustainable Region

- By encouraging better local actions in the context of regional transportation investment, growth can be more sustainable.
- The results from HGAC Sustainable Development Funding Policy:
 - improvements in transportation choice, air quality, preserved flood plain
 - higher levels of local investment
 - greater tax base capture for the public schools and utility maintenance
 - enhanced neighborhoods.



Fernando Costa



Regional Leadership in Development Standards (R-LIDS)

- A Market-Driven Approach to Development Standards
 - Supported by Center for Houston's Future and ULI Houston
 - Modeled on LEED program
 - Adopted voluntarily through covenants
 - Could add value to projects and expand tax base
 - Could elevate market expectations



Regional Leadership in Development Standards (R-LIDS)

- Involve developers, public officials, others
- Encourage local governments and districts to endorse
- Prioritize and fund supporting transportation improvements



Summary of Recommendations

- Benchmark the Houston Region against its long term regional competitors worldwide
- Determine best practices to maximize the region's competitiveness in light of its political/philosophical approach by studying LA, Chicago, Abu Dhabi & NY
- Conceive and implement a process to secure stakeholder involvement and buy-in to a long-range regional action plan



Summary of Recommendations

- Encourage the Mayor of Houston and the county judges in the region to embrace and lead the effort
- Incorporate private sector leadership from the business and professional communities, community based organizations, non-profits and area universities, into the decision making process
- Encourage HGAC to link the multi-billion dollar TIP funding to more sustainable development practices



Summary of Recommendations

- Develop and circulate proposed market driven development standards, and secure political and business endorsement thereof
- Link the major growth centers and airports by rail
- Decide whether aging wastewater plants in local sites should be repaired, or abandoned for a more regional wastewater treatment system.
- Build workforce (affordable) housing closer to places of employment, and downtown
- Empower Center for Houston's Future as a Champion



Becoming a Global Region



Questions?

