

CentralHouston

CENTRAL HOUSTON

Membership Meeting

February 3, 2009

CentralHouston

2009 PRIORITIES

Overarching priority:

- Be the **lead advocate** for a **vibrant central city**.

Priorities requiring Central Houston's leadership:

- Make downtown/central city a **place to live**.
- Maintain or increase downtown's **accessibility**.
- Make progress in downtown becoming more **sustainable**.
- Achieve **consistent quality** central city **development**.
- **Decrease homeless** population on the streets.
- Maintain downtown's **workplace viability**.

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2009 PRIORITIES *(continued)*

Priorities requiring Central Houston's assistance:

- Assist with major **destination/ attraction projects**.
- Assist redevelopment of **Buffalo Bayou** as recreational amenity.
- Assist repositioning of **Historic District**.
- Assist **retail marketing** of downtown.

Priorities related to the organization:

- **Focus direction** of the organization.
- Continue **legacy initiatives**.
- Provide **member support**, involvement opportunities and services.

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OVERARCHING PRIORITY

Continue role of being lead advocate for a vibrant central city.

- Collaboration on consensus vision
- Sharpen our own vision, mission & focus



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DOWNTOWN OFFICE MARKET

- Current market conditions
- New buildings
- Hess announcement
- "B" buildings
- Access




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TRANSPORTATION STRATEGY

- **Regional Access:**
 - Commuters in non-SOV range from 33-45% of workforce



TRANSPORTATION STRATEGY



Transportation Strategy Task Force Discussion

- Fuel prices and changing commuting behavior?
- Impacts on residential/ job location?
- METRO funding priorities? Light rail? Bus?
- Acceleration of other mass transit modes?
- Key freeway and access street initiatives?
- Circulation within downtown?
- Parking supply/demand and policies?

DOWNTOWN ACCESSIBILITY



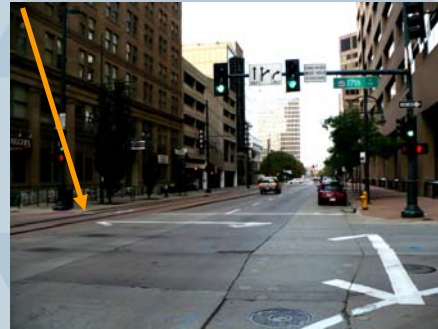
SOUTHEAST LRT PROJECT



CAPITOL/ RUSK



Minimum impact on street



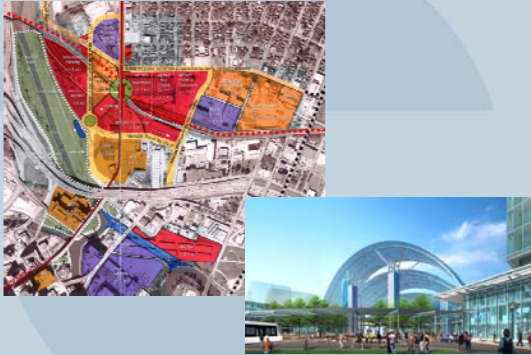
TRAFFIC MODELING



CAPITOL/ RUSK IMPROVEMENTS



INTERMODAL TERMINAL



ELYSIAN VIADUCT



Gateway into downtown:



SUSTAINABILITY

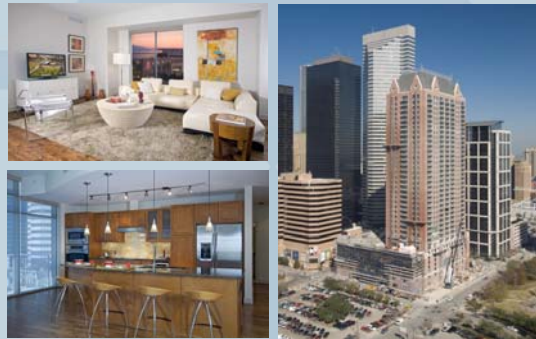


Current initiatives:

- **Energy reduction**- Continue Energy Star and LEED certifications
Exploring voluntary downtown energy standard
- **Recycling**- universal containers/ signage
- **Vehicle Miles Travelled**- Transportation Priorities Task Force work
- **Communications**- GreenWorksDowntown brand identity

GREENWORKSDOWNTOWN

INTOWN LIVING



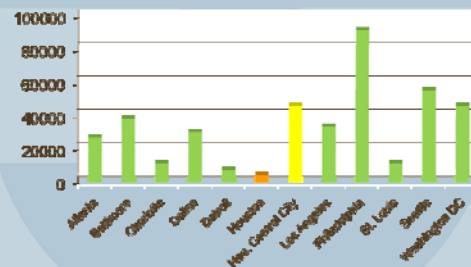
INTOWN LIVING



INTOWN LIVING



Among peers: downtown residents:



RESIDENTIAL MARKET



Outlook:

- **Assets –**
 - Worker base
 - Urban setting: exciting places with things to do
 - Diverse product offerings
 - Light rail expansion: connections of TMC etc.
- **Challenges**
 - Depleted stock of old buildings
 - Land/ construction costs
 - Competitive rent rates / sales prices
 - High rise market demand small

CONSISTENT QUALITY DEVELOPMENT



Urban Corridor Planning:

- Plans for urban neighborhoods linked to:
- Public right of way **standards**
- Development **regulations**
- Voluntary **design guidelines**
- Linked **incentives**



CONSISTENT QUALITY DEVELOPMENT

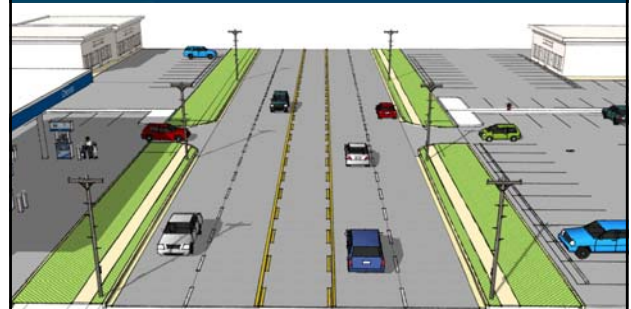


Recommendations address:

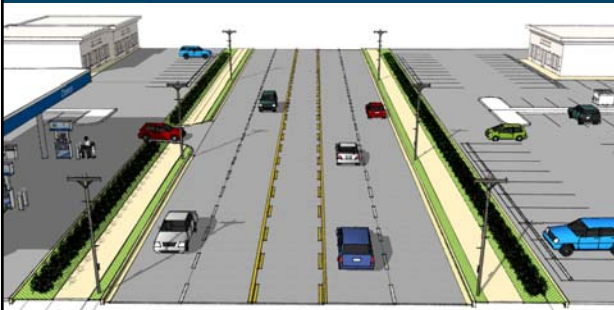
- Width of **pedestrian realm** (building face to curb)
- Sidewalk **clear zone** width
- Minimum **built frontage**
- Building **entrances**
- Façade **articulation** (windows, doors, material/ depth change)
- **Curb cuts/ driveways**
- **Parking** location



EXISTING CONDITIONS

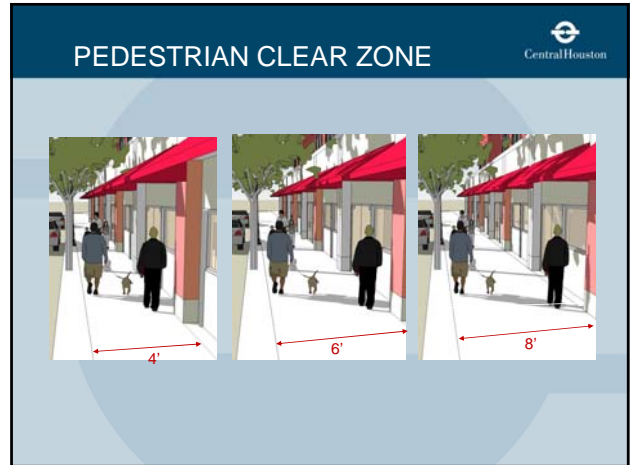
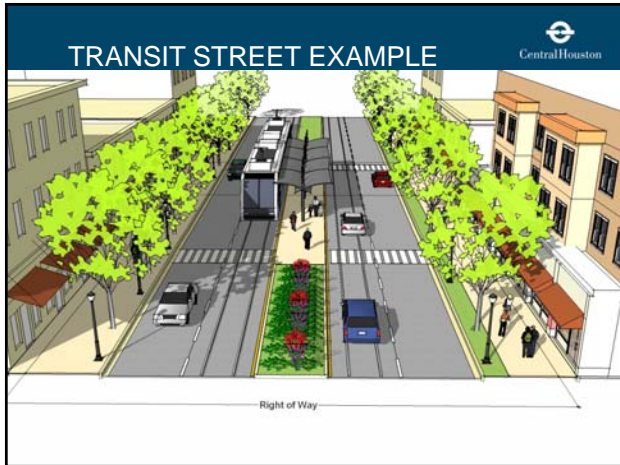


"B" STREET EXAMPLE



"A" STREET EXAMPLE



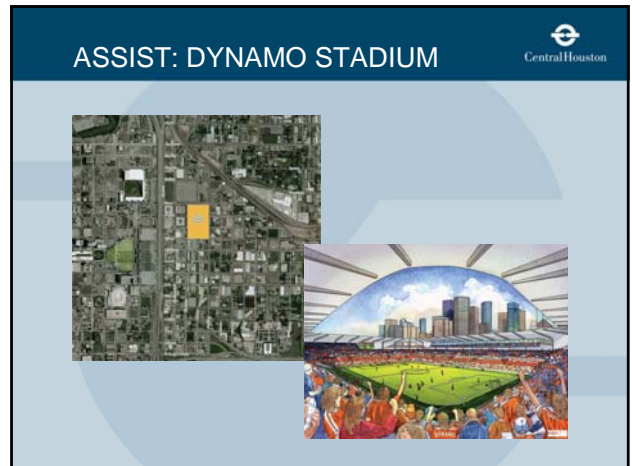


URBAN CORRIDORS NEXT STEPS

- Completion of Urban Land Institute's Assessment Project
- Work of the Mixed Use/ Transit oriented Development Committee of the City Planning Commission: Proposed regulatory changes
- Approval by the City Planning Commission
- City Council action

WILL NEED YOUR SUPPORT!

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ASSIST: THEATER DISTRICT



PROJECT: JULIA IDESON BUILDING



PROJECT: YMCA



MARKETING & RETAIL PRIORITIES



- Image
- Support Retail / Historic District Repositioning
- Connect Experiences
- Create and Disseminate Materials
- Promote History/Authenticity
- Cultivate Partnerships
- Support Community Programming



DOWNTOWN RETAIL MARKET



Outlook:

- **Assets** –
 - Daytime population in 200,000 range
 - Entertainment strong
 - Growth of housing market
 - Attractions bring regional visitors
 - More out of city guests
 - Expanding light rail
- **Challenges**
 - Competing activity centers close by
 - General merchandise sensitive to physical layout – fragmented
 - Parking convenience & cost
 - Lunch hour changing
 - Club scene not sustainable
 - Disengaged property owners

PRIORITY RETAIL ZONES



MAIN STREET SQUARE



Where we are today:

- Creating critical mass
- Proximity to Convention Center, Discovery Green and large hotel population
- Connected via METRORail
- Houston Pavilions will have an influx of retailers open in the spring/summer



HISTORIC DISTRICT



Where we are today:

- Two new restaurant openings, Cielos and Collins
- Bryd's Market & Café under construction with a April opening

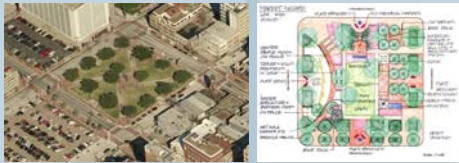


HISTORIC DISTRICT



Where we are today:

- Collaborative effort between HDMD, City of Houston Parks & Recreation and Downtown Development Authority
- Market Square Park Redesign presented at a public meeting
- Construction to begin in early fall



PUBLIC REALM



Safety

- Goal: One of safest downtowns in US
- Preliminary 2008 reports show crime down 16% over 2007
- Emergency plans



PUBLIC REALM



Clean Downtown

- 1,100 tons of garbage removed
- 4,640 tons of waste recycled (started Aug 2008)
- 3,059 incidents of graffiti addressed
- Keeping METRO bus stops clean of both trash and graffiti

PUBLIC REALM



Landscaping

- Care for over 1,500 street trees, flower planters and beds and other landscaping
- Replacement of trees lost to Ike
 - 350 trees lost
 - 235 replaced thus far



HOMELESS & STREET PEOPLE



Paths to addressing the homeless & street people:

- Managing civil behavior (*estimated 40% of street solicitors are not homeless*)
- Managing the conditions of the homeless street population
- Housing the homeless street population



CARING FOR THE HOMELESS



Managing Conditions of the Homeless on Street:

- Shelters- evening oriented (Star of Hope/ Salvation Army/ Open Door Mission)
- Soup Kitchens (Loaves & Fishes/ Martha's Kitchen)
- Multi-service Day Centers (The Beacon/ SEARCH/ Bread of Life)
- Outreach (SEARCH)

RAPID RE-HOUSING INITIATIVE



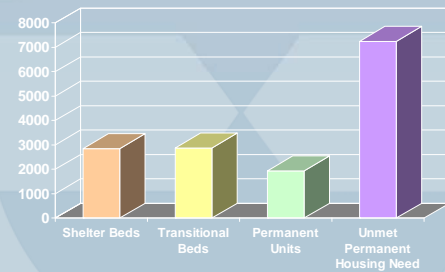
- Over 400 individuals moved from street to housing
- 78% remain in housing



HOMELESS HOUSING



7,240 permanent beds



HOUSING THE HOMELESS



3 groups of Homeless Persons:

- 35% require **Extensive Care**
 - Lifelong, supervised
- 55% require **Ongoing Care**
 - Episodic, variable levels
 - Range of competencies within group
- 10% require **Temporary Care**
 - Short-term, one time

HOMELESS PLAN



2008 Strategic Plan Update: Key Actions

- Develop **supportive housing plan**
- Begin development of public/ private **pilot supportive housing** for 35%/ lower 55%
- Continue **Rapid Re-housing** at 250 client per year level
- Optimize **system management function**
- **Increase resources** to address homeless housing & services--- *Corporate Breakfast on February 20!*

Bottom line: \$40,000 + per year cost to other communities of a homeless individual on the street

SUPPORTIVE HOUSING



Key Elements:

- Prototype 100 unit development & cost model
- **City & County committed** to funding capital costs
- Supportive services plan
- Operating/ service cost model
- **Adjudicatory bodies of churches committed** to owning and funding operations
- **Pilot project** in downtown or Midtown
- Vision to replicate on multiple sites

Looking for leadership in launching!

RECAP 2009 PRIORITIES



- Be the central city **vision advocate**
- **Workplace** viability
- Downtown **accessibility**
- **Sustainability**
- Intown **living**
- Quality **urban development**
- Decreasing **homeless** population
- Initiatives needing **our assistance**: destination projects, Buffalo Bayou, Historic District, retail marketing
- Strengthen **organization**

