

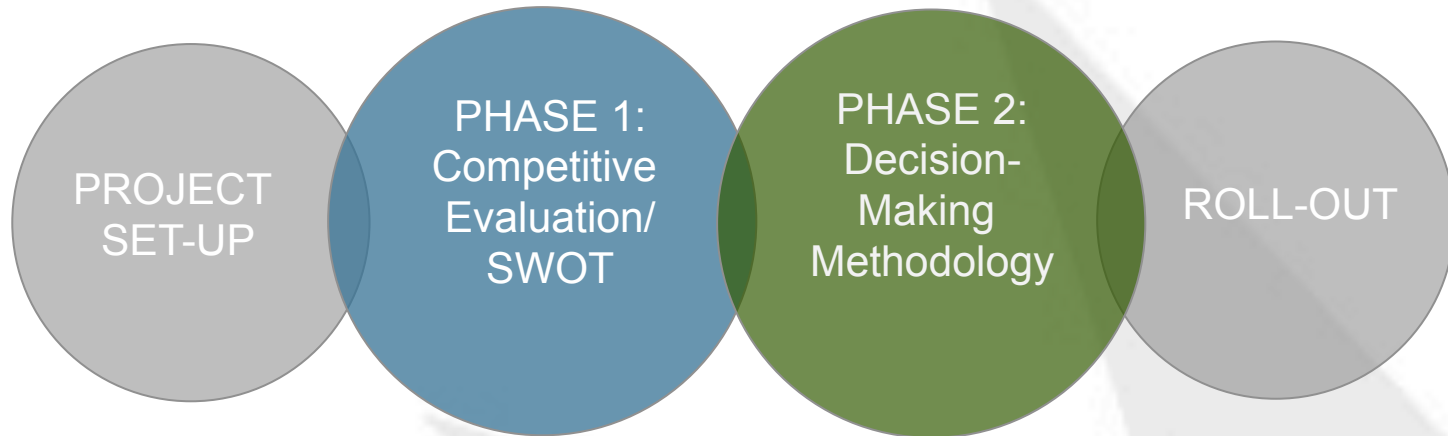
# Greater East End Decision-Making Methodology

## Steering Committee Meeting

# Agenda

- **Project Update**
- Recommendations Discussion
- Next Steps

# GREATER EAST END ECONOMIC DEVELOPMENT PLANNING PROCESS



- Review existing reports, data, and policies.
- Examine past studies' vision and outcomes

- GEEMD staff, Steering Committee, and Stakeholder Input
- Real Estate Inventory and Map
- SWOT

- Identify Vision & Priorities
- Strategies & Tactics
- Implementation Action Items
- Establish Metrics for measuring progress

- Present Findings, Strategy, and Recommended Actions

# Input

- Literature Review
- Tour
- Economic Analysis
- Property Inventory
- GEEMD staff meeting
- Steering Committee SWOT Workshop
- 4 focus groups
- 12 interviews

# Deliverables

- **Competitive Evaluation Report**

Detailed examination of Greater East End's economy and demographic dynamics, including strengths, challenges, opportunities and threats . The Competitive Evaluation Report will also include an inventory of existing real estate assets in the community.

- **Decision-Making Methodology Report**

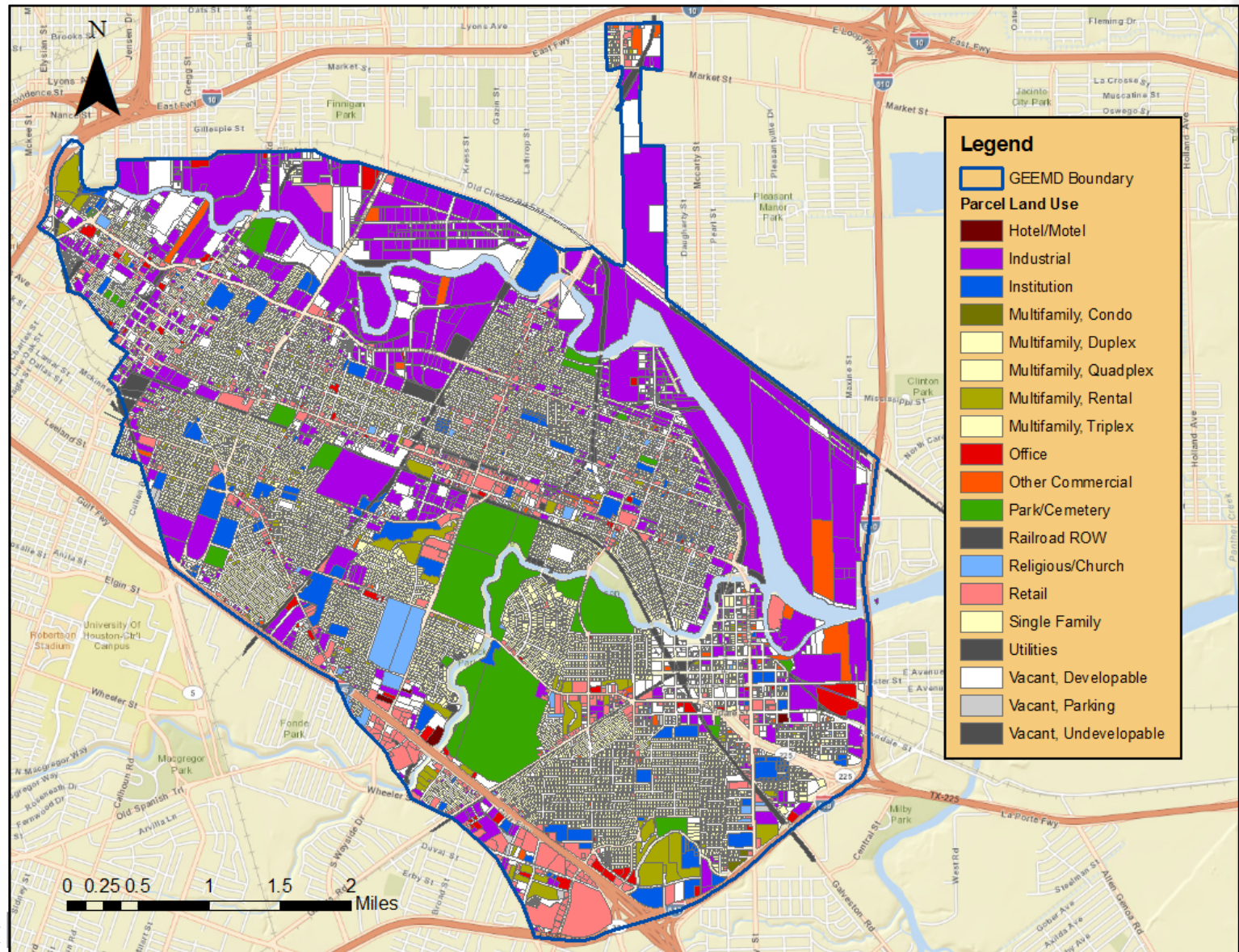
Identification of community economic development vision and priorities. The report will also include an implementation plan, including a timeline, action items, and performance metrics.

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# Property Inventory

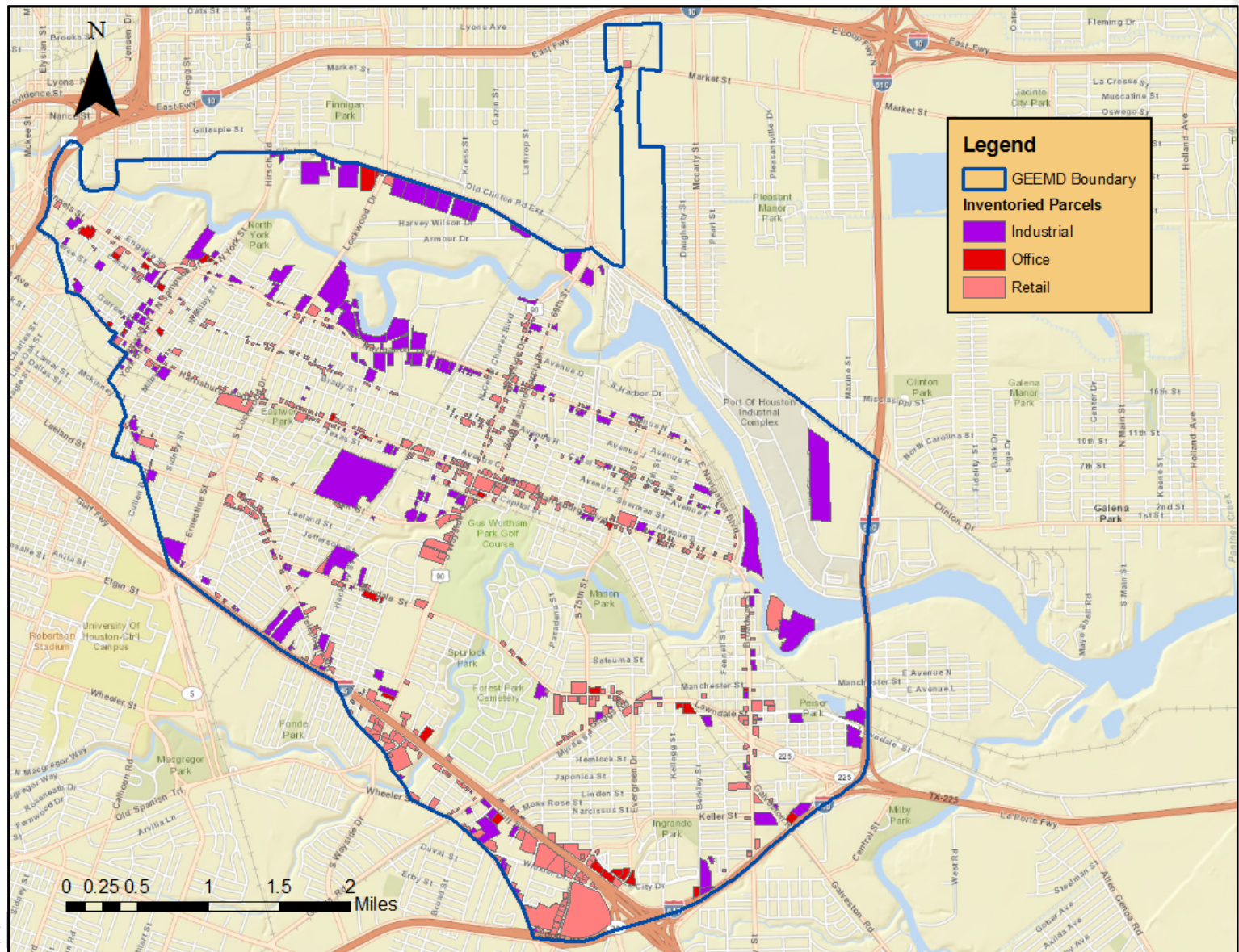
## Parcel Land Use





# Property Inventory

## Inventoried Properties





# Property Inventory

All Parcels in Study Area - HCAD classification

Land Use	Total Parcels	Number of Buildings	Total Acres	Total Building SF
Hotel/Motel	5	52	9.5	151,420
Industrial	1,084	2,302	2,172.0	18,671,193
Institution	242	301	336.8	1,077,660
Multifamily, Condo	124	234	0.0	127,168
Multifamily, Duplex	1,019	2,401	137.5	1,903,162
Multifamily, Quadplex	16	37	2.9	52,441
Multifamily, Rental	407	1,434	252.5	6,873,590
Multifamily, Triplex	105	251	14.3	251,221
Office	114	251	137.8	1,453,057
Other Commercial	118	218	72.9	291,171
Park/Cemetery	39	42	421.3	12,933
Railroad ROW	135	138	213.8	8,750
Religious/Church	59	91	99.7	266,773
Retail	1,164	2,316	543.1	5,745,627
Single Family	13,330	28,330	1,775.6	18,502,618
Utilities	23	25	34.6	35,655
Vacant, Developable	2,708	3,058	874.1	186,659
Vacant, Parking	71	84	25.6	18,225
Vacant, Undevelopable	73	97	40.1	13,420
Totals	20,836	41,662	7,164.0	55,642,743

Inventoried Properties Only

Land Use	Total Parcels	Number of Buildings	Total Acres	Total Building SF
Industrial	210	543	446.9	5,022,171
Office	60	133	51.8	905,395
Retail	594	1,232	395.5	4,238,536
Totals	864	1,908	894.2	10,166,102

Inventoried Properties Share

Land Use	Share of Total within District			
	Total Parcels	Number of Buildings	Total Acres	Total Building SF
Industrial	19.4%	23.6%	20.6%	26.9%
Office	52.6%	53.0%	37.6%	62.3%
Retail	51.0%	53.2%	72.8%	73.8%
Totals	4.1%	4.6%	12.5%	18.3%

# Property Inventory

## Total District

- Industrial uses account for largest share of total land use – 30.3%
- Single family housing – 25%
- Vacant developable land – 874 acres
  - Includes some storage yards for industrial uses

## Inventoried Commercial Uses

- Corridors / areas inventoried:

Clinton Drive	Harrisburg Blvd
Navigation Blvd	Canal Street
North Wayside	Broadway
Lawndale Street	I-45
Telephone Road	Polk
I-610	Sampson / York / 2 <sup>nd</sup> Ward
- Much higher shares of retail and office

# Property Inventory

## Catalyst Areas

- Converting industrial sites along Buffalo Bayou in Second Ward / Clinton Drive area (KBR, others)
- Second Ward generally – urban mixed-use new development, limited adaptive reuse
- Gulfgate / Walmart Supercenter – retail and community services
- Lockwood corridor – Macy's warehouse @ I-45, Lovett properties @ Harrisburg
- Harrisburg / 67<sup>th</sup> / Wayside – neighborhood retail and independent businesses

# Top Strengths

- Rich cultural history
- Entrepreneurial spirit
- Proximity to downtown
- University of Houston / Houston Community College
- Buffalo Bayou and other parks
- Dynamo / Minute Maid / Toyota Center
- GEEMD
- Diversity
- Accessibility to highways
- Large parcels of land available for development
- Construction of new light rail line
- Port of Houston
- Strong existing employment base
- Hike & Bike Trails

# Top Challenges

- Low rates of educational attainment
- Lower than average incomes
- Residents commuting outside of East End for employment
- Lack of retail, especially a grocery store and personal services
- Brand awareness
- Perception of high crime
- Limited ingress and egress
- Entrepreneurs lack sufficient capital to succeed
- Insufficient or aging infrastructure for businesses and residents



# Vision for Economic Development

The Greater East End is a dynamic and distinct community in Houston in which both residents and businesses thrive.

# Greater East End Target Industries

## Light Manufacturing and Assembly

- Metal and component fabrication
- Re-packaging and assembly of Port goods
- Food processing
- Handcrafted and artisan goods

# Greater East End Target Industries

## Logistics and Warehousing

- Freight storage and distribution
- Consumable products storage and distribution
- Logistics management companies

# Greater East End Target Industries

## Professional Services

- Design agencies
- Architecture firms
- Engineering firms

# Greater East End Target Industries

## Personal Services and Retail

- Global food market
- Unique dining and entertainment options
- Dry cleaners, salons, boutiques



# Greater East End Target Industries

## Training and Higher Education

- Expanded college and university presence
- Private training providers
- Student housing

# Breakout Session

Move to your desired breakout table:

- Industry and Marketing
- Infrastructure & Land Use
- Quality of Place
- Education & Workforce
- Entrepreneurship & Innovation

## What is a topline recommendation?

- Will catalyze economic development
- Impacts the Greater East End's ability to improve economic conditions for residents
- Critical to successfully growing multiple target clusters and sub-clusters

# Breakout Session

Desired Outcomes

Draft Priority Recs

Your Priority Recs

Support Tactics

Barriers

Resources / Orgs

## DRAFT EDUCATION & WORKFORCE PRIORITIES

### Desired Outcomes:

- Align the skills of locally produced talent to meet the needs of Greater East End businesses and other high-demand occupations in Houston
- Increase student presence within the Greater East End
- Increase educational attainment rate of Greater East End residents
- Increase the number of residents employed within the Greater East End

### Draft Priority Strategies (in no specific order):

- Target additional / expanded higher education institutions in the Greater East End.
- Connect college and university students to housing and jobs in the Greater East End.
- Increase workforce training for logistics, manufacturing, and petrochemical.
- Encourage the creation of a young professionals organization for Greater East End residents and employees.
- Improve connectivity between Greater East End job openings, training programs, apprenticeships, and residents.
- Provide a forum for educators and relevant stakeholders to discuss current issues and proposed solutions.

### List the region's top priorities (2014-2019).

Select from the list above and/or create your own. Feel free to change the wording or combine recommendations. You do not need to limit this list to three, but please rank them in terms of importance (1 being the highest priority).

1.
2.
3.

### List tactical actions necessary to support the above priorities.

The consulting team will build out the full tactical action plans for each Priority Strategy, but ask you to comment on any that rise to the surface during this break out session. You do not need to limit this list to three.

Tactical Action	Priority #

What barriers (if any) threaten the region's ability to implement the priority strategies?

What resources or support is needed to increase the region's ability to implement the priority strategies?

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## Next Steps

- Deliver the draft Report 1 to you for review
- Draft and deliver the Strategic Plan
- Schedule the Final Presentation

# Greater East End Decision-Making Methodology

## Steering Committee Meeting