

Jersey Village TOD Design Workshop Closing Session

January 14, 2010

Presented by: Kimley-Horn,
Gateway Planning Group, and TXP



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Regional Context

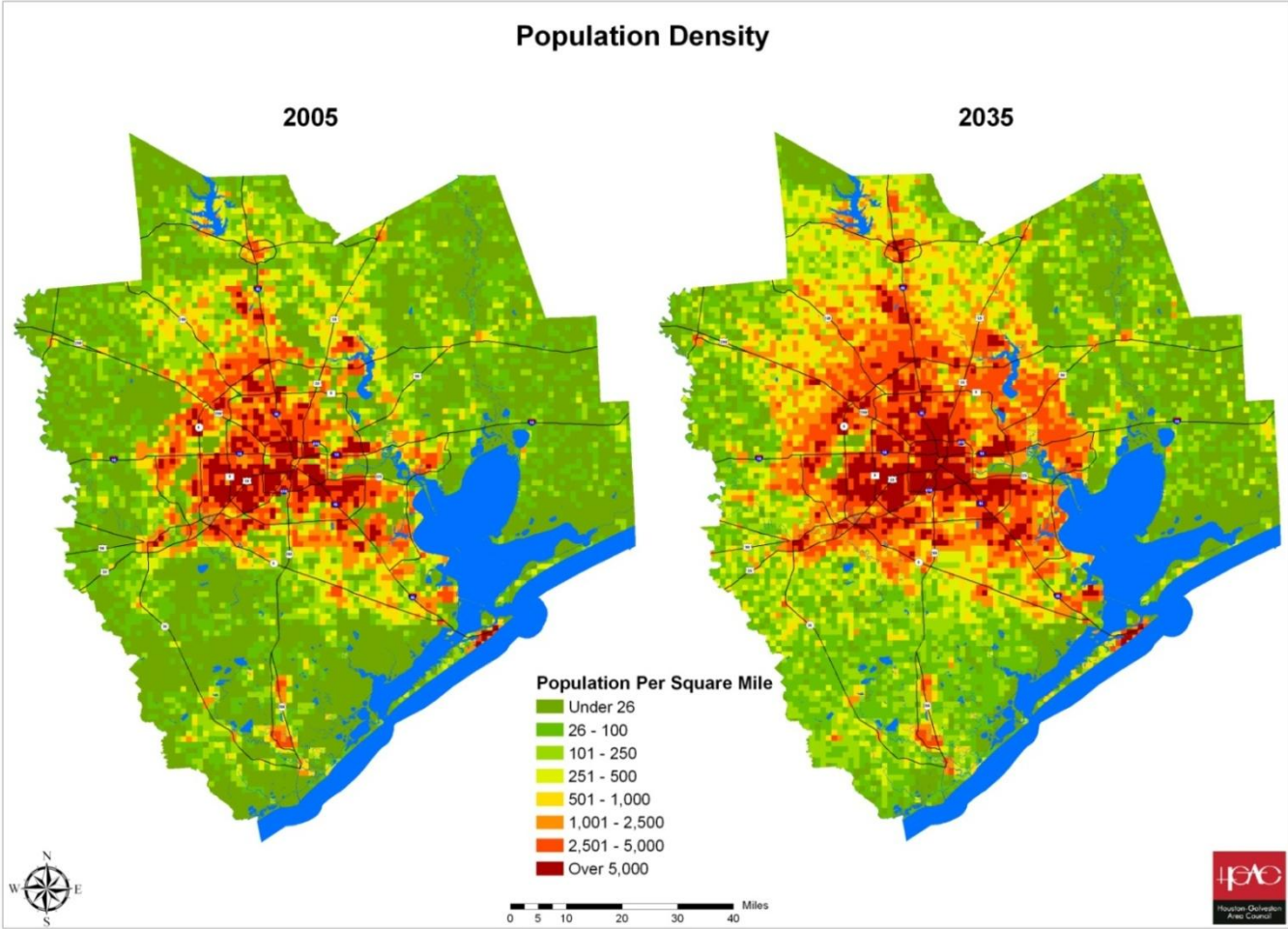


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Houston Regional Growth Trends



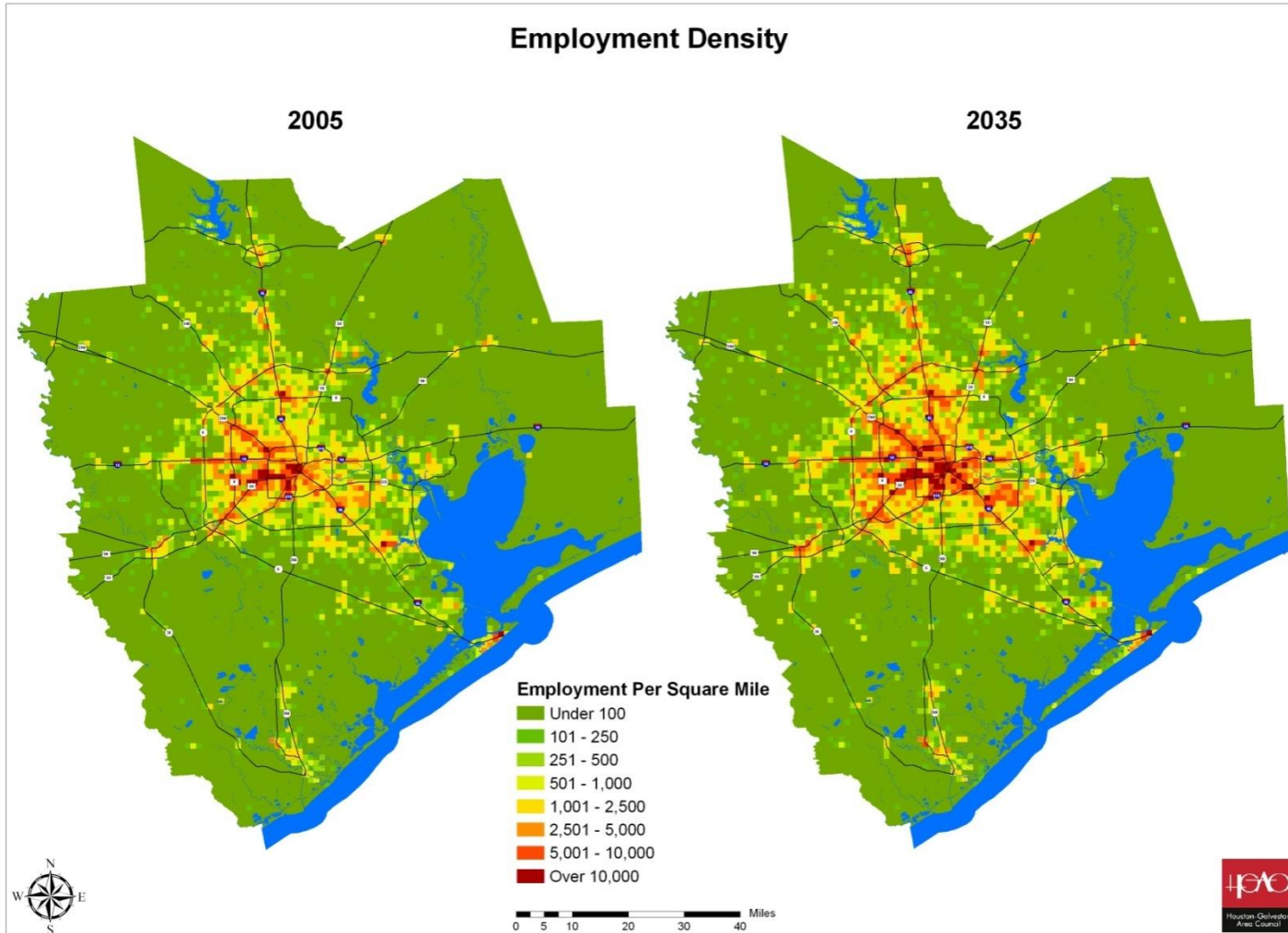
Current Population
4.5 million

2035 Population
8.5 million



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Current Employment
2.5 million

2035 Employment
4 million



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Jersey Village Growth Projections

	2010 (est.)	2035	% Growth
Population	8,900	11,363	28% (1.1% annual)
Employment	6,368	9,908	55% (2.2% annual)
Households	3,359	4,533	35% (1.4% annual)



Source: HGAC



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The street/building form accommodates evolving uses.



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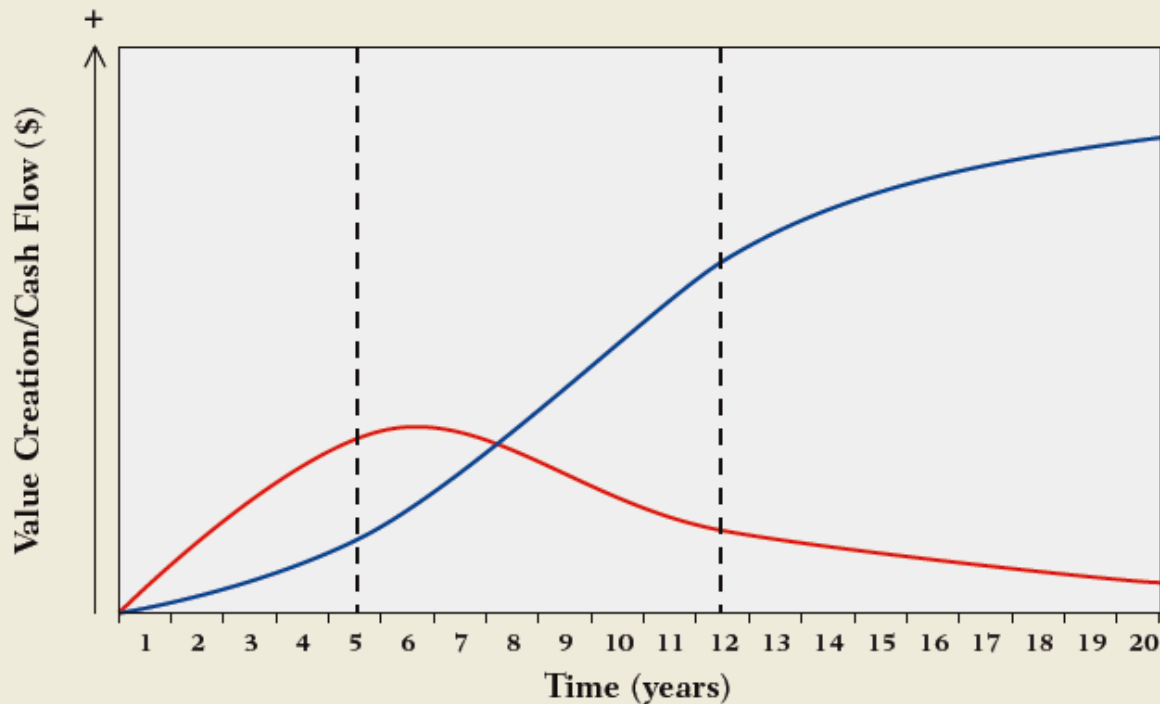
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Sustaining value, not just cash flow, is the new real estate business model

Figure 1. Financial Characteristics of Downtowns with Critical Mass (Blue) versus Suburban Development (Red)



Source: Christopher B. Leinberger, Arcadia Land Co. and Robert Charles Lesser & Co.



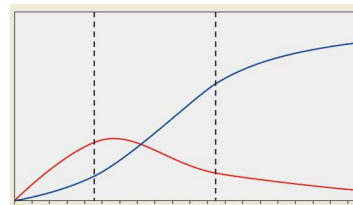
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Conventional Development

- single use pods of development
- buffers instead of transitions
- narrowly stratified market
- planned obsolescence
- value drops when the original use is no longer viable



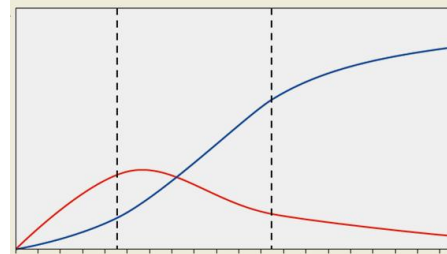
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Sustainable Development

- mixed use
- transitions instead of buffers
- broad market
- planned to endure
- value holds when the current use is no longer viable, because of reinvention



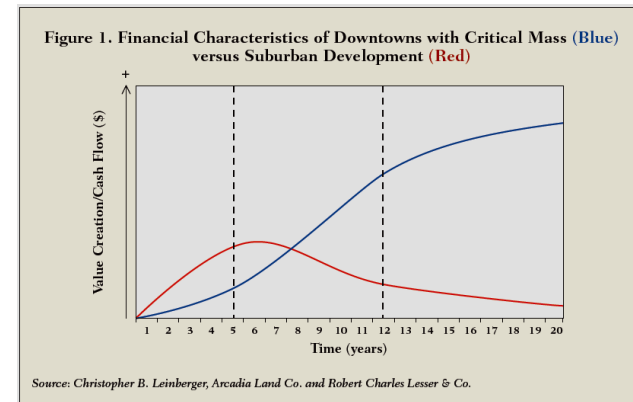
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Keys to realizing the market as a Livable Center

- Mix of mutually reinforcing land uses
- Adjacency predictability through urban planning and regulation
- Entertainment and cultural attractions must be authentic
- Walkability and connectivity



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Streets as places and for transportation options



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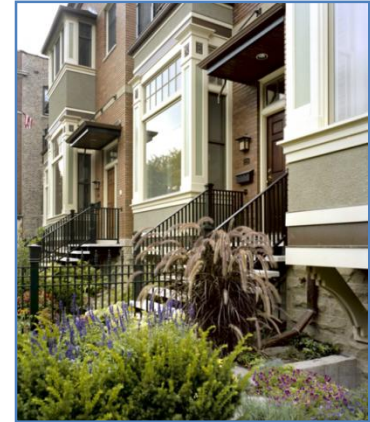
Mixed use through well designed public spaces



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Housing Variety is Key



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Design is Critical for Pedestrians



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Appropriate transitions to adjoining uses
and neighborhoods



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Consider relationships between open space and its edges



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The H-GAC “Livable Centers” approach offers a way to harness the regional opportunity.



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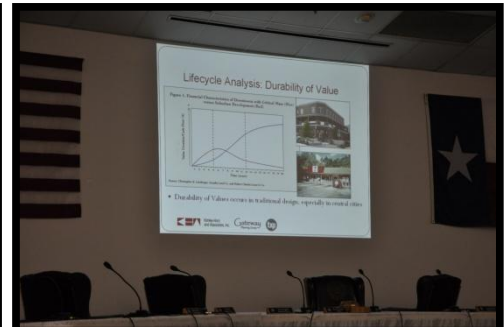
Town Hall Meeting



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Public Input

- Need to leverage investment in transportation and transit
- Access across 290 will be critical
- Need development that is net positive to the tax base
- Want “live, work, & play” development which is a destination that brings people to JV
- Ensure safety of residents, businesses, and visitors
- Ensure housing to attract empty nesters



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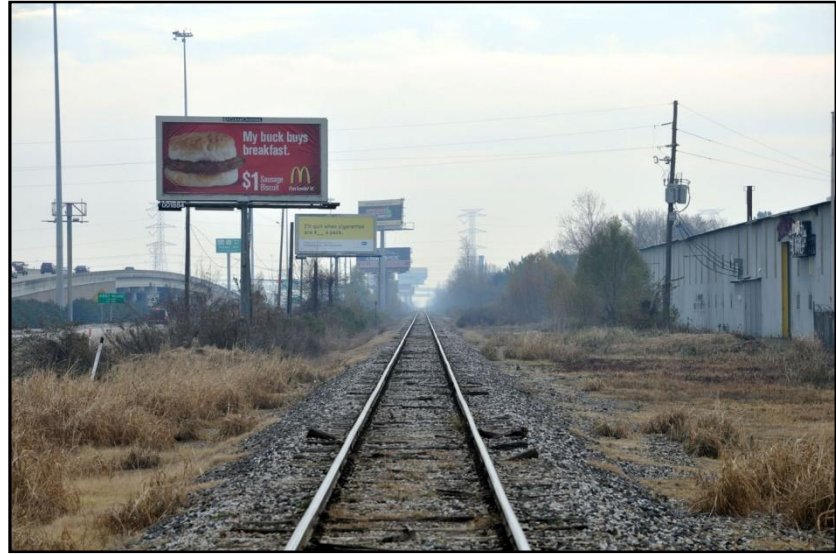
Review of the Project Area



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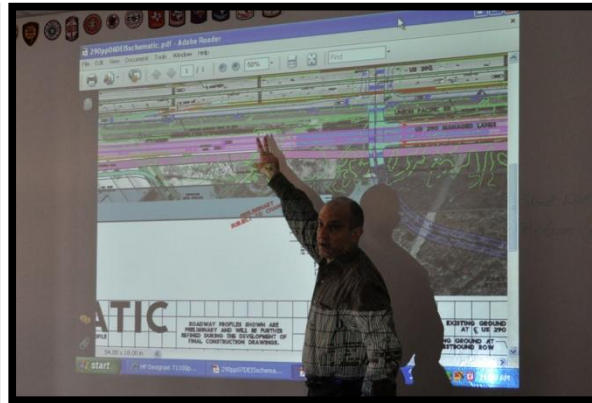
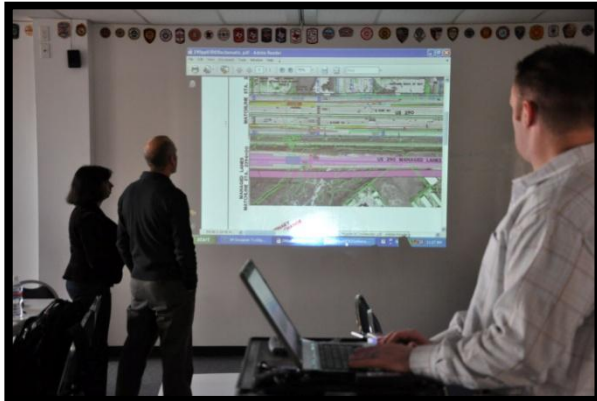
Work Session



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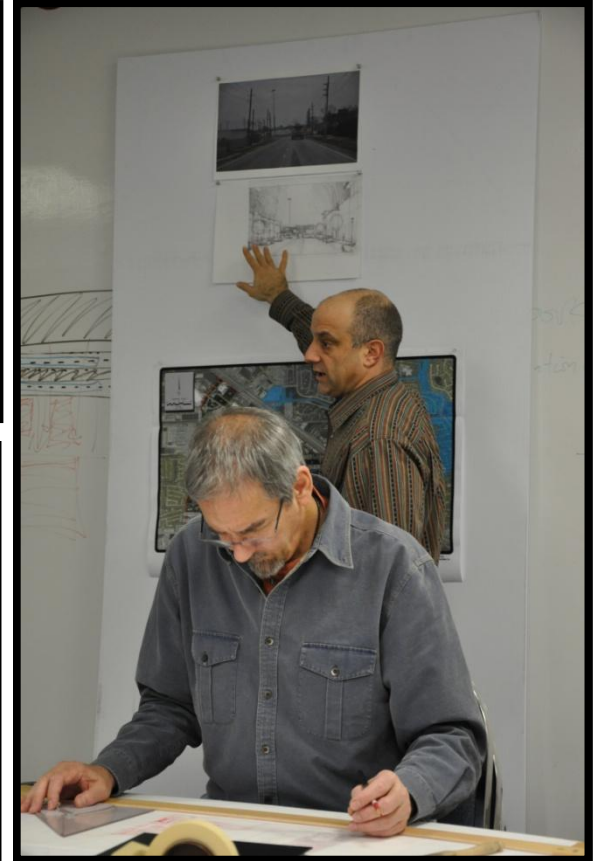
City Council Feedback



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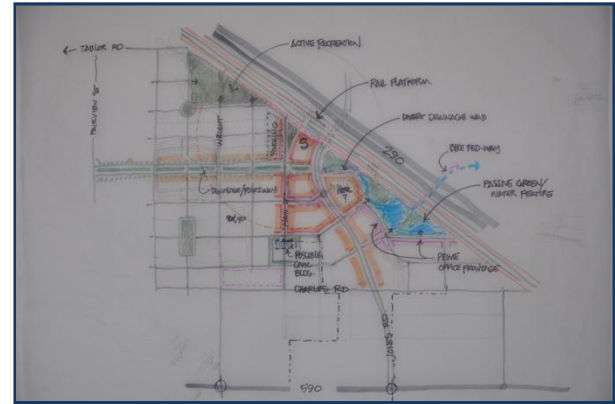




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Development Concepts



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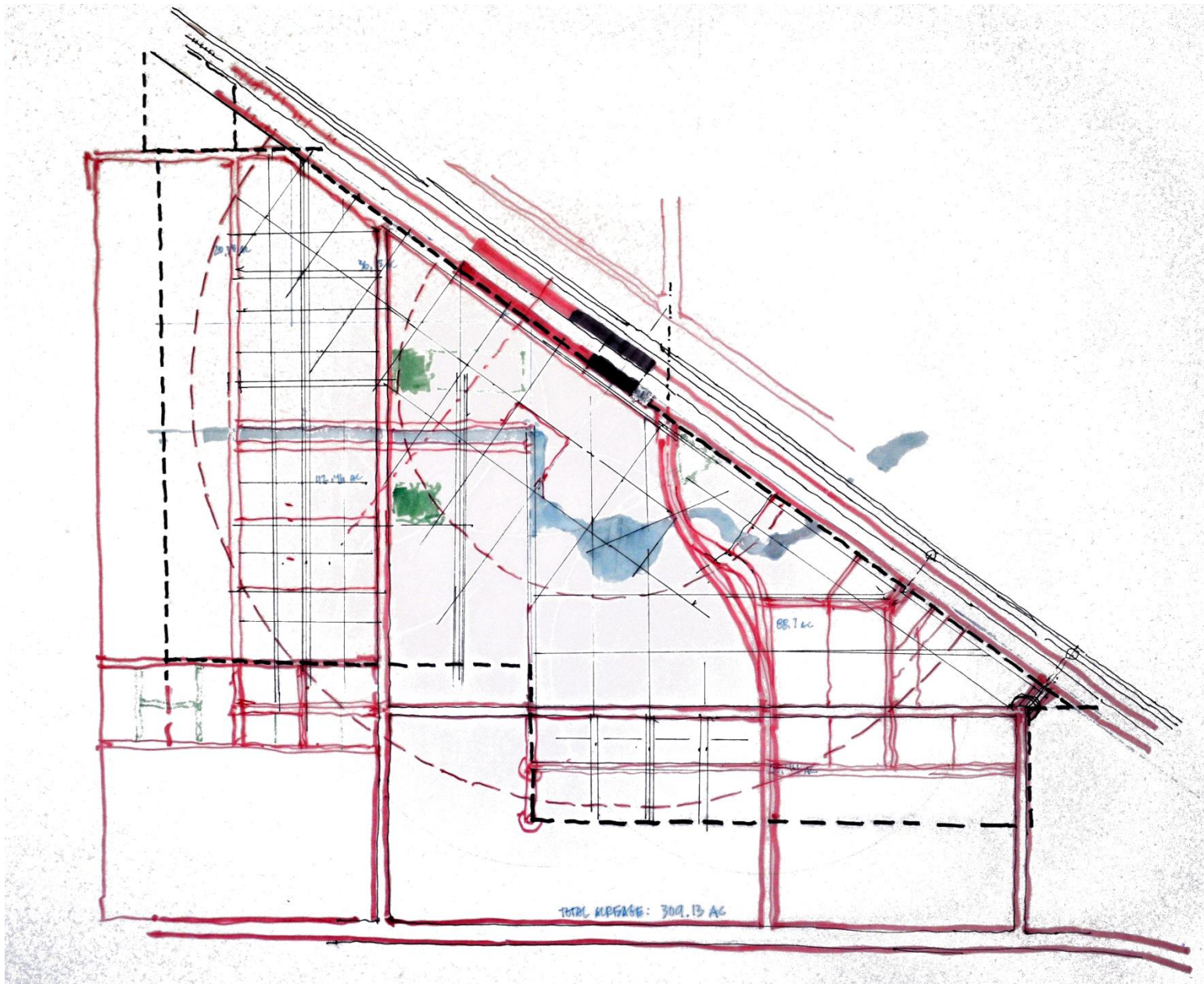
Framework Plan Option I



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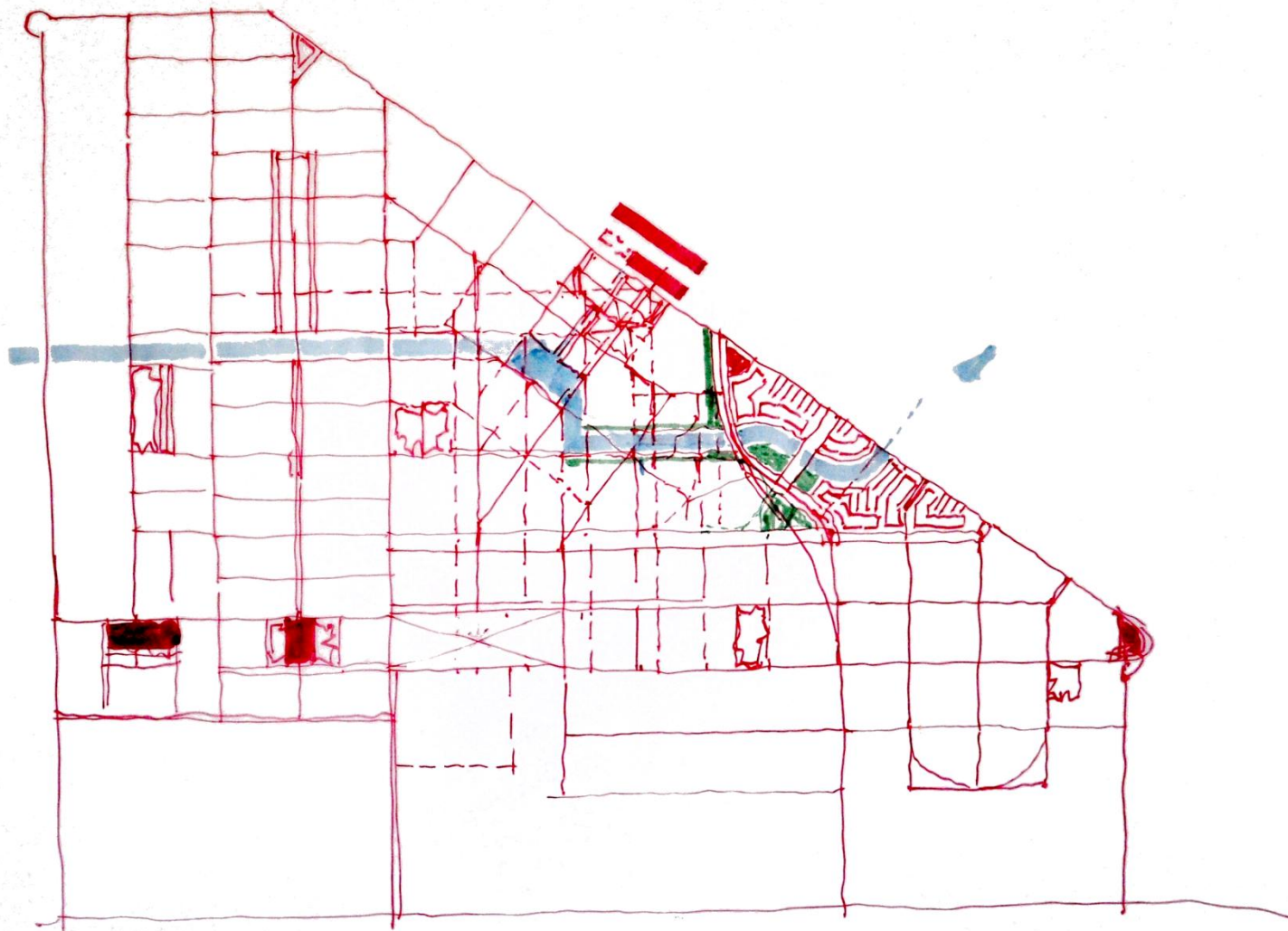




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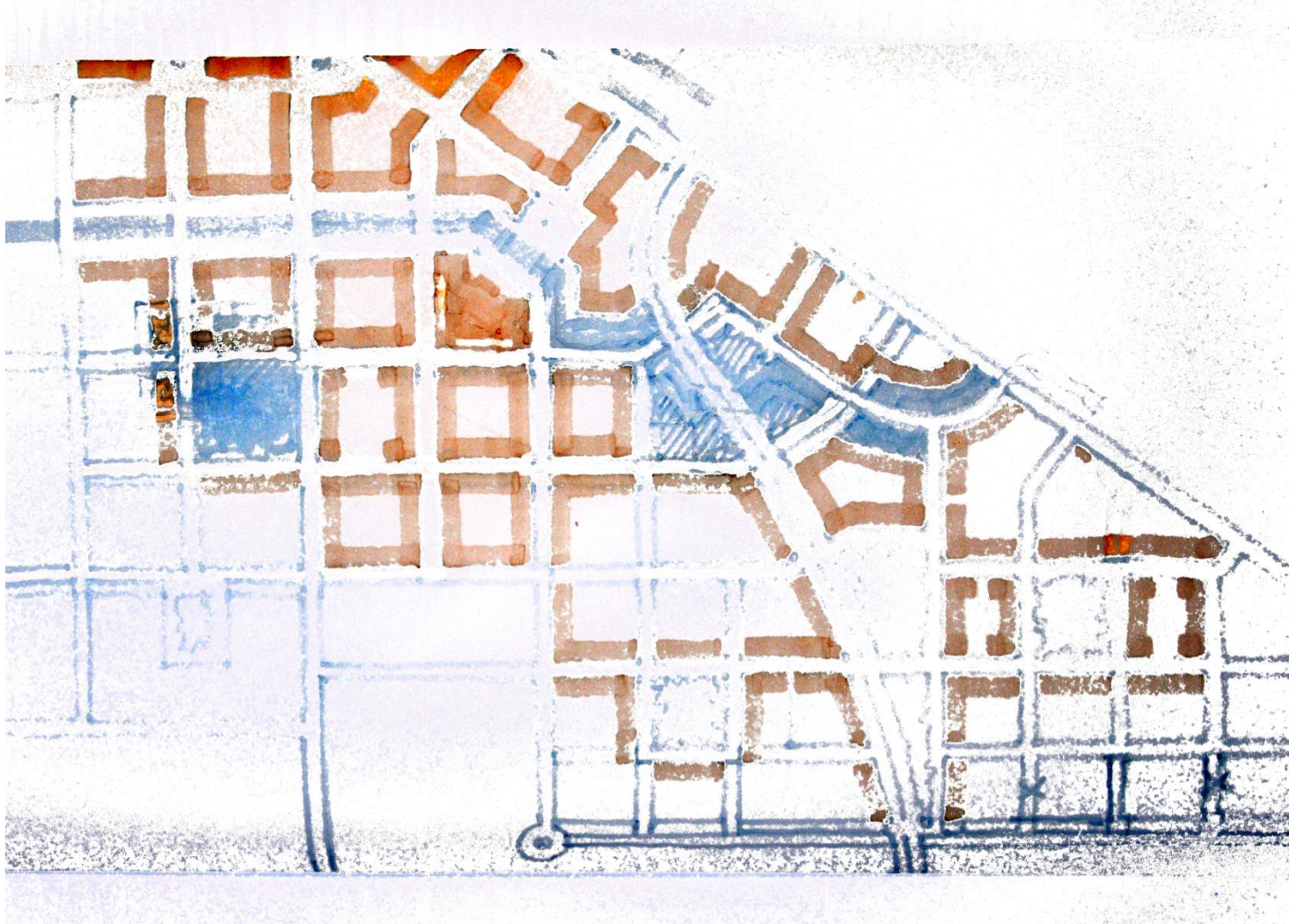




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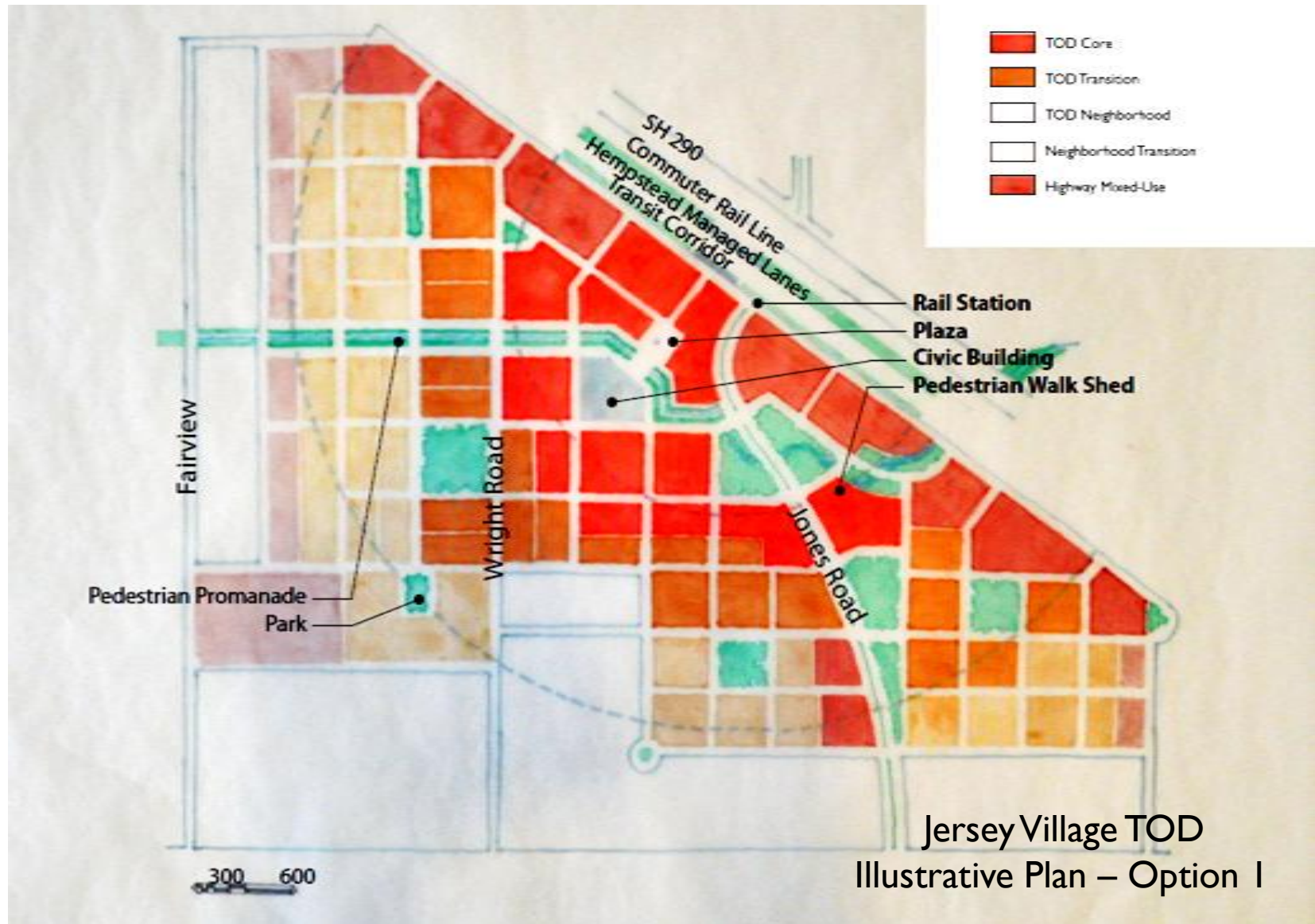




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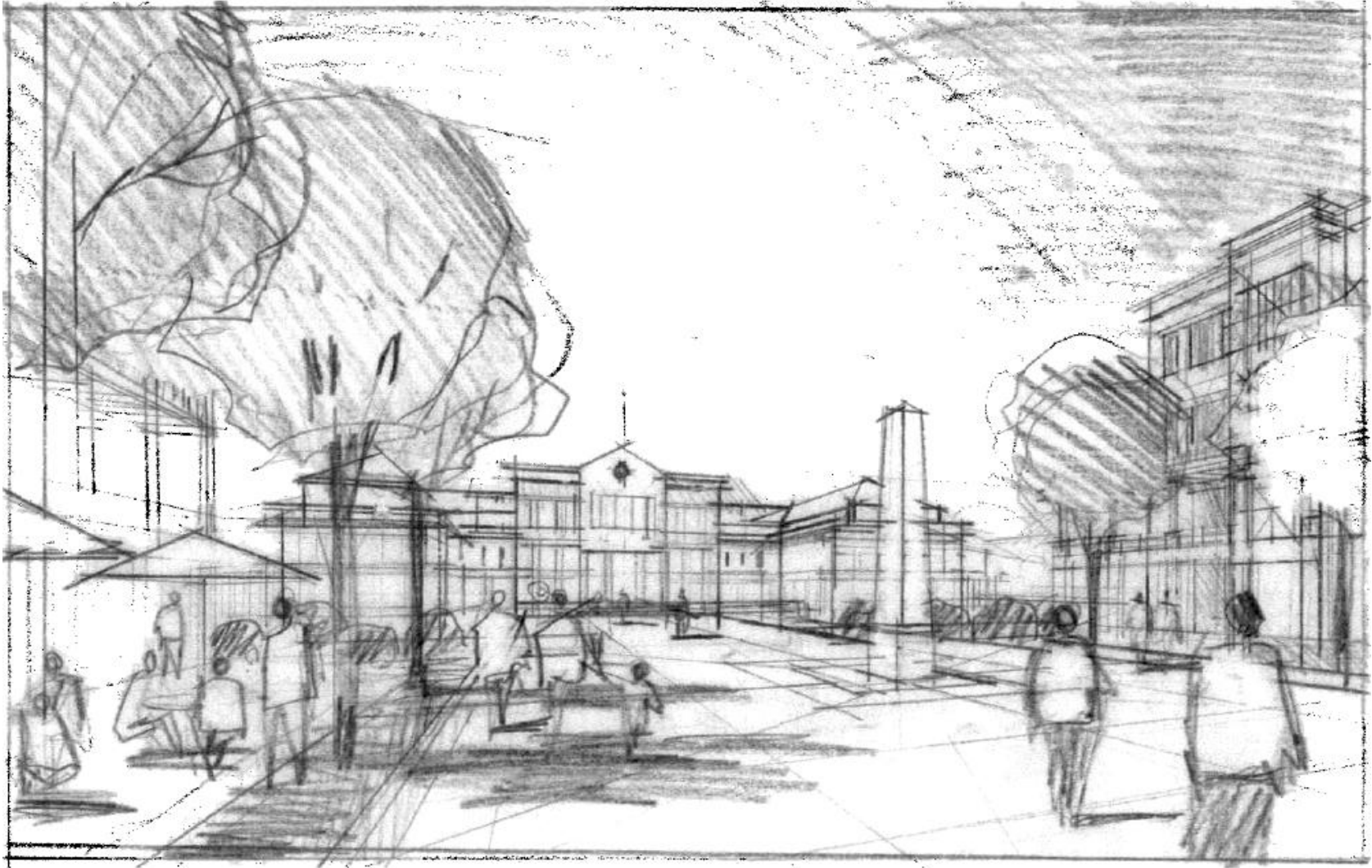




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Framework Plan Option 2



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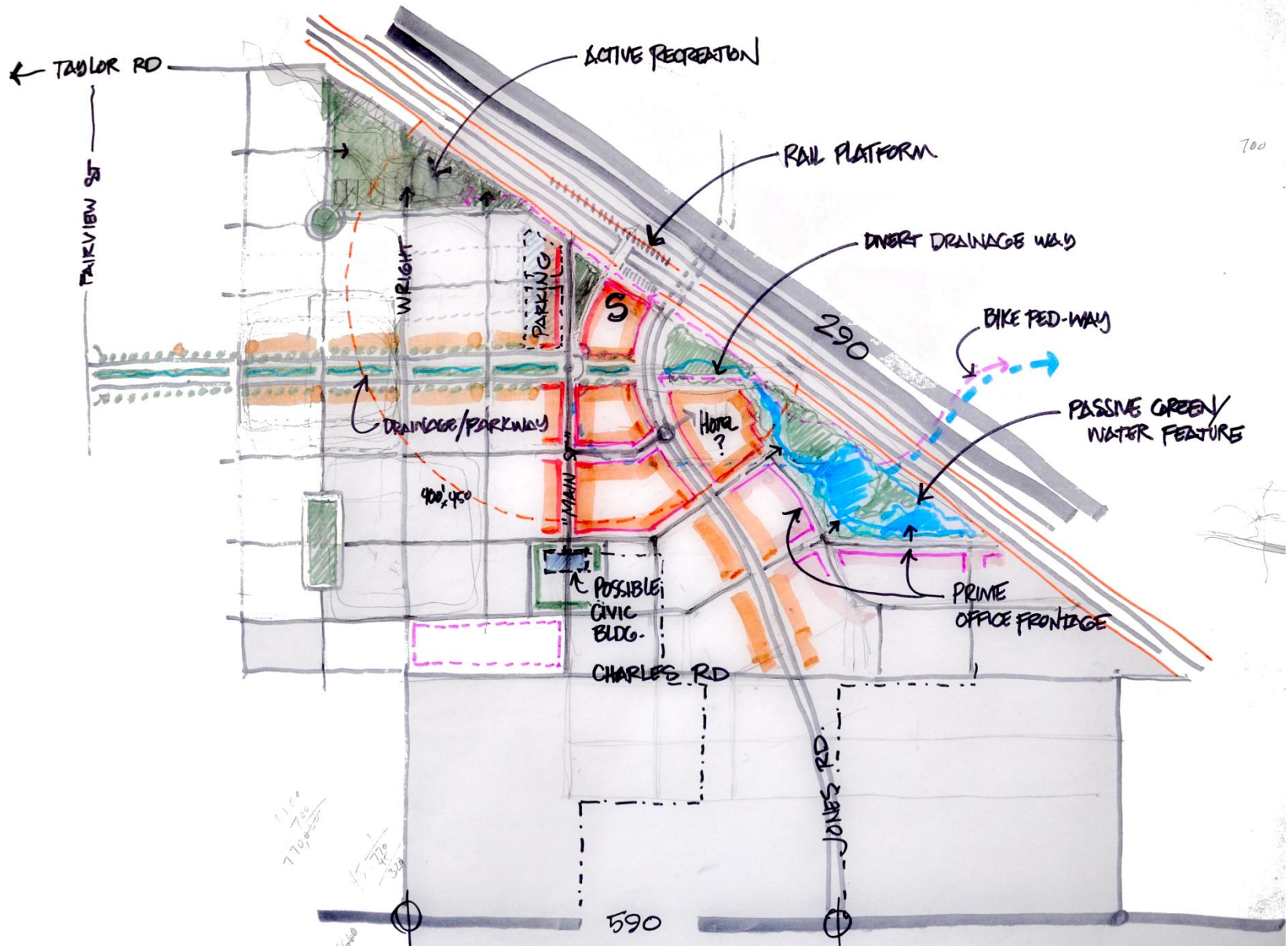




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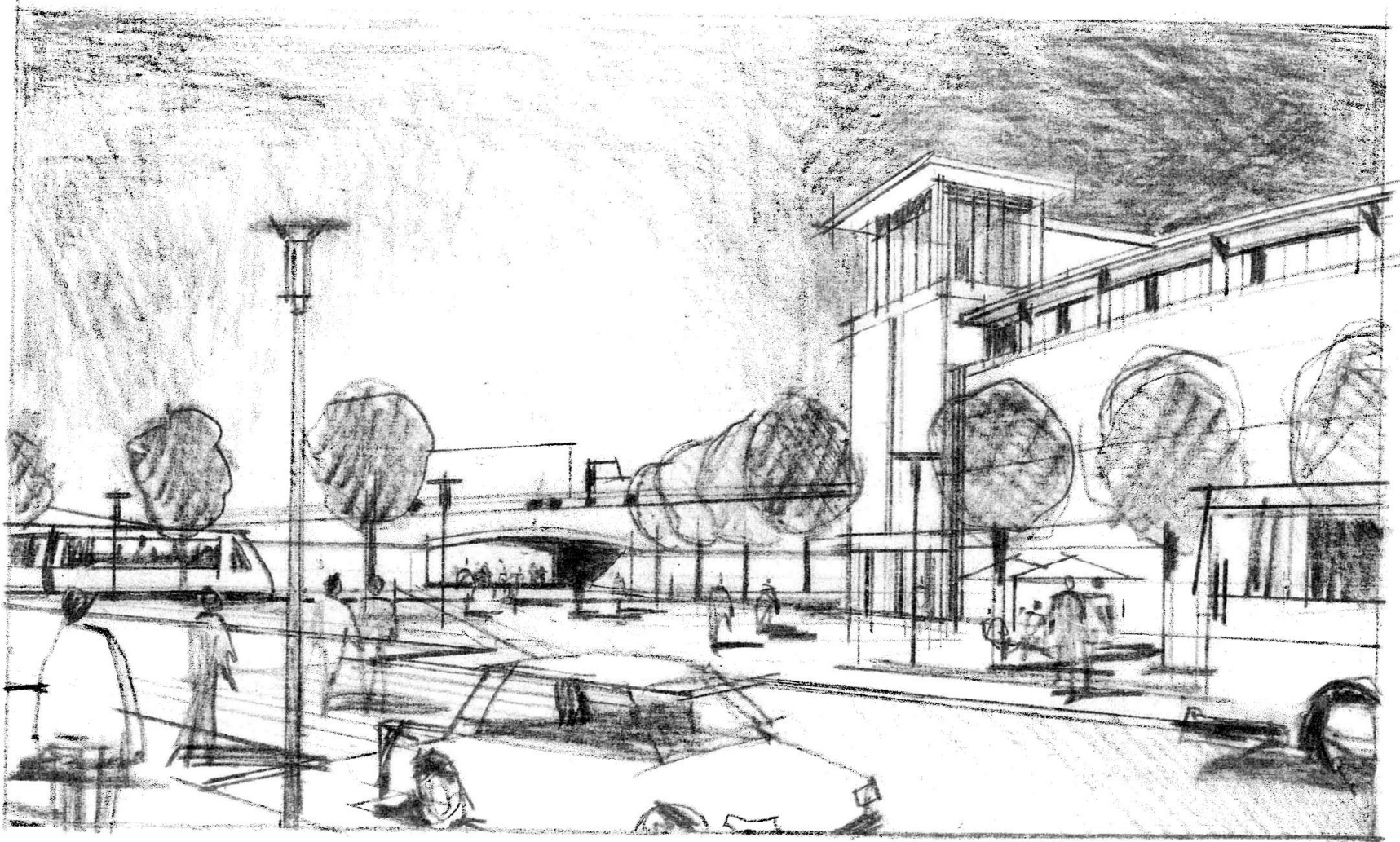




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Wright Road at 290 today



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Wright Road at 290 as an anchor for TOD



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Character Districts



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TOD Core

- Typical 3 story, maximum 5 stories
 - Ground floor commercial
 - Upper floor office/residential
- Building types:
 - Mixed Use
 - Civic
 - Office/Commercial
- Open Space
 - Plazas/Squares
 - Greens/Parks
- Street Types
 - Main Street/Avenue
 - General Commercial street
 - Commercial alleys
- Structured parking



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TOD Transition

- Typical 2 story, maximum 3 stories
 - Ground floor commercial
 - Upper floor office/residential
- Building types:
 - Mixed Use
 - Office/Commercial
- Open Space
 - Greens/Parks
- Street Types
 - Avenue
 - General Commercial street
 - General Street
 - Alleys



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city of
Jersey
Village
Incorporated 1956



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TOD Neighborhood

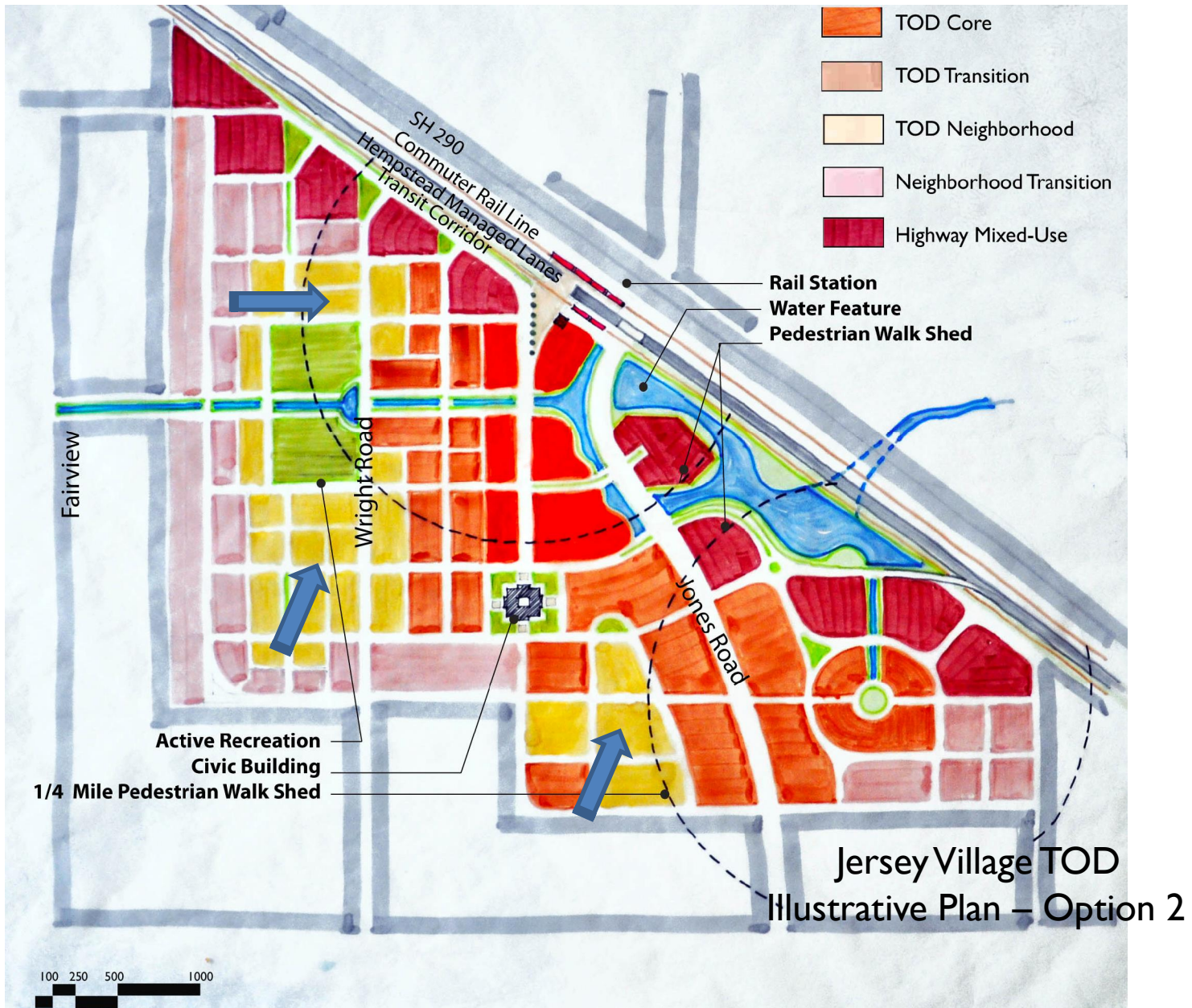
- Typical 2 story, maximum 3 stories
 - Ground floor residential
 - Corner commercial
- Building types
 - Town homes
 - Live/Work
 - Small multi-unit buildings
- Open Space
 - Greens/Parks
- Street Types
 - Avenue
 - General Street
 - Alleys



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Neighborhood Transition

- Typical 1- 2 story
 - Ground floor office / Cottage industrial uses
 - Upper floor residential or live/work
- Open Space
 - Greens/Parks
- Street Types
 - Avenue
 - General Street
 - Alleys



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- TOD Core
- TOD Transition
- TOD Neighborhood
- Neighborhood Transition
- Highway Mixed-Use



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Highway Mixed Use

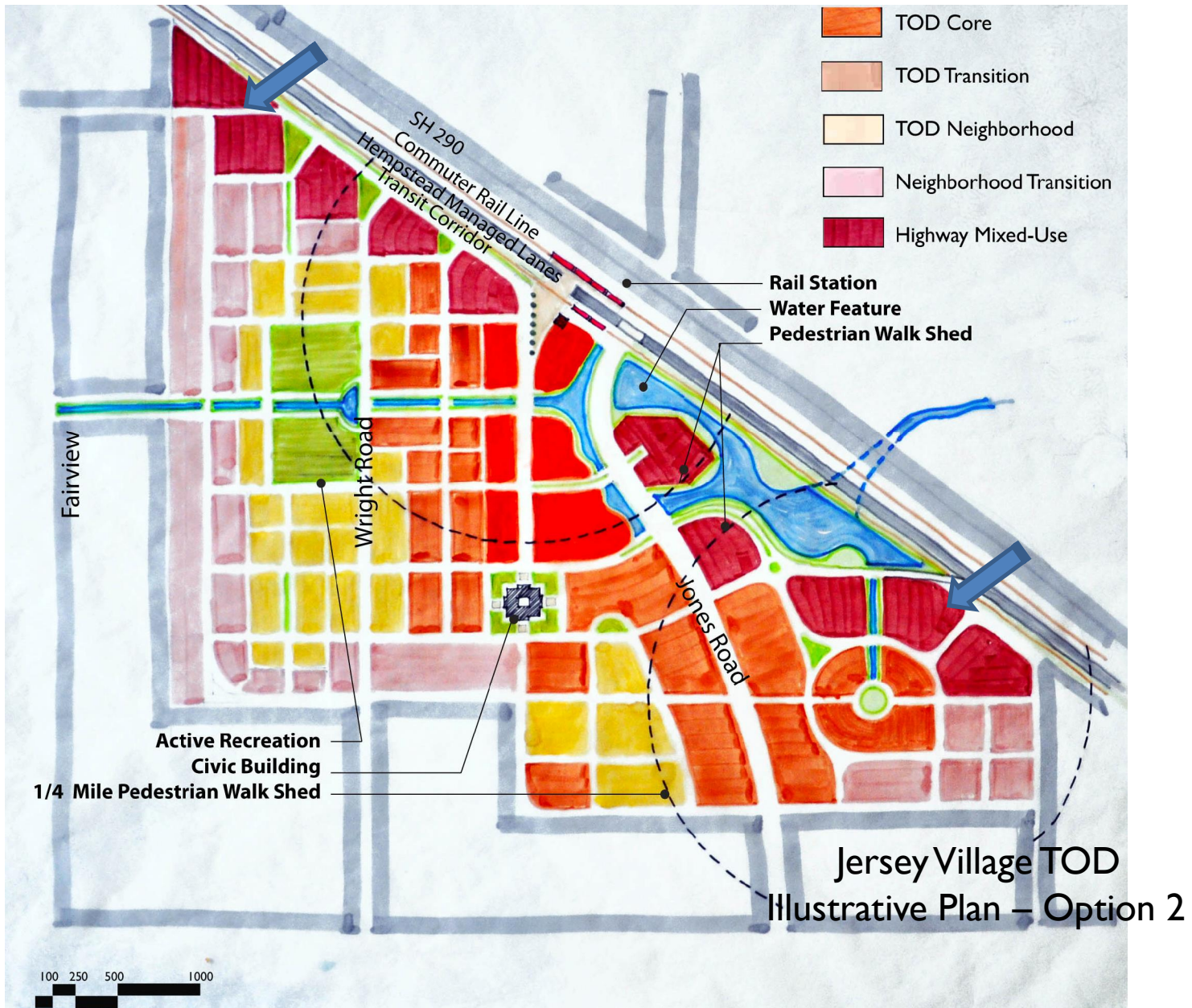
- 4 – 6 stories
 - Commercial/Office
 - Civic buildings
 - Mixed Use buildings
 - Hotels
- Open Space
 - Plazas/Squares
 - Greens/Parks
 - Active recreation fields
- Street Types
 - Avenue
 - General Commercial street
 - Commercial alleys/Fire Access Lane
- Structured parking



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Next Steps

- Gather feedback from public and city council
- Refine development strategies and create illustrative master plan
- Investigate the fiscal impact of proposed development
- Generate implementation strategies
- Present findings to City Council

Information to be posted on City website



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