

Urban Development and Transportation: Plus a Top Ten List

cmcgowan@wacochamber.com

www.1000friendsofwaco.com




@1000friendswaco




1000 Friends of Waco

Why Urban Development?

An aerial night photograph of a city, showing a dense network of lights from buildings and streets. A semi-transparent teal rectangular box is overlaid on the center of the image, containing white text. The background is dark, with the city lights creating a bright, glowing pattern.

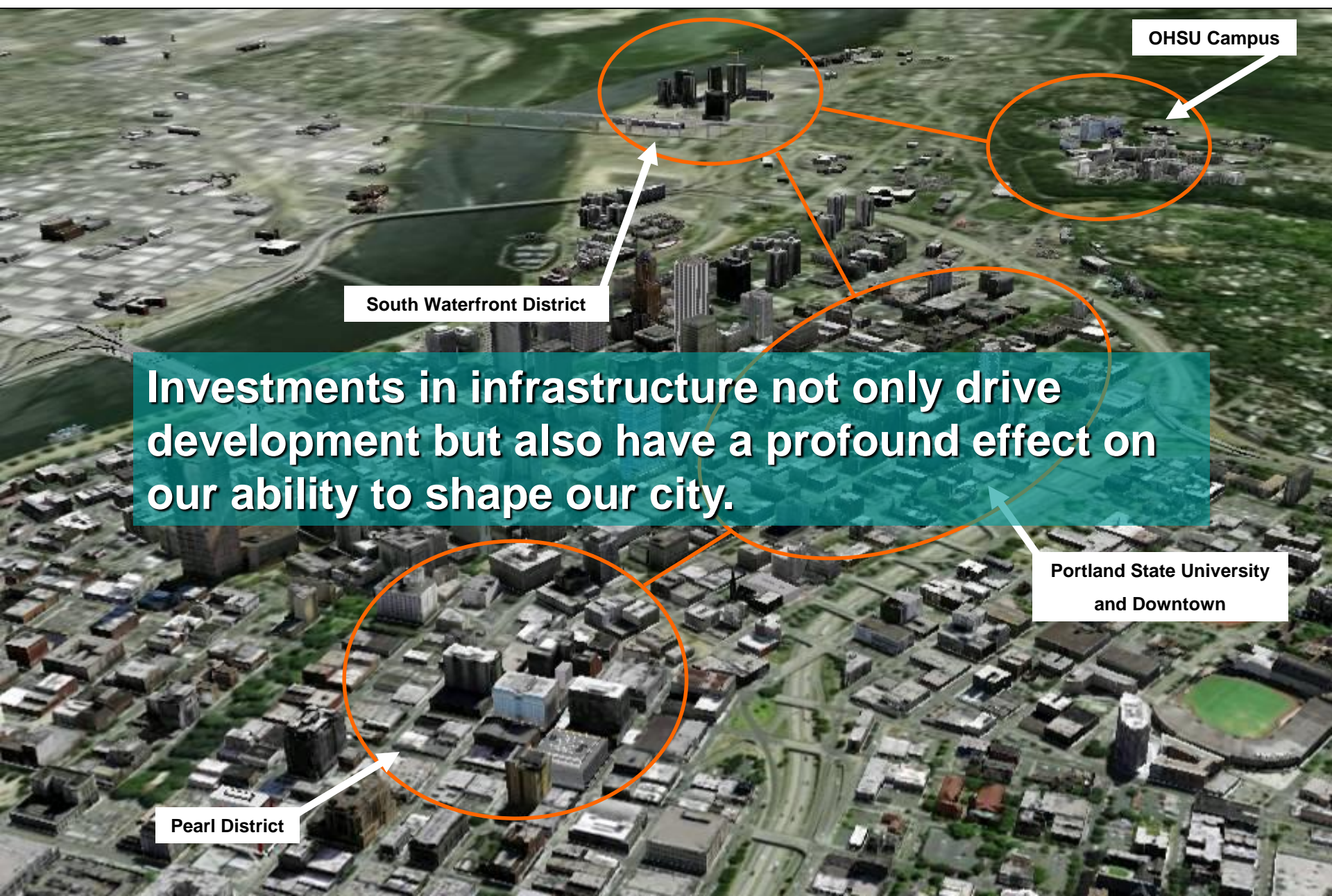
Investments in infrastructure not only drive development but also have a profound effect on our ability to shape our city.

Why Urban Development?

An aerial night photograph of a city, showing a dense network of streets and buildings illuminated by city lights. The lights create a bright, glowing pattern against the dark background of the night sky and surrounding areas.

Investments in infrastructure not only drive development but also have a profound effect on our ability to shape our city.

Connections: Portland



OHSU Campus

South Waterfront District

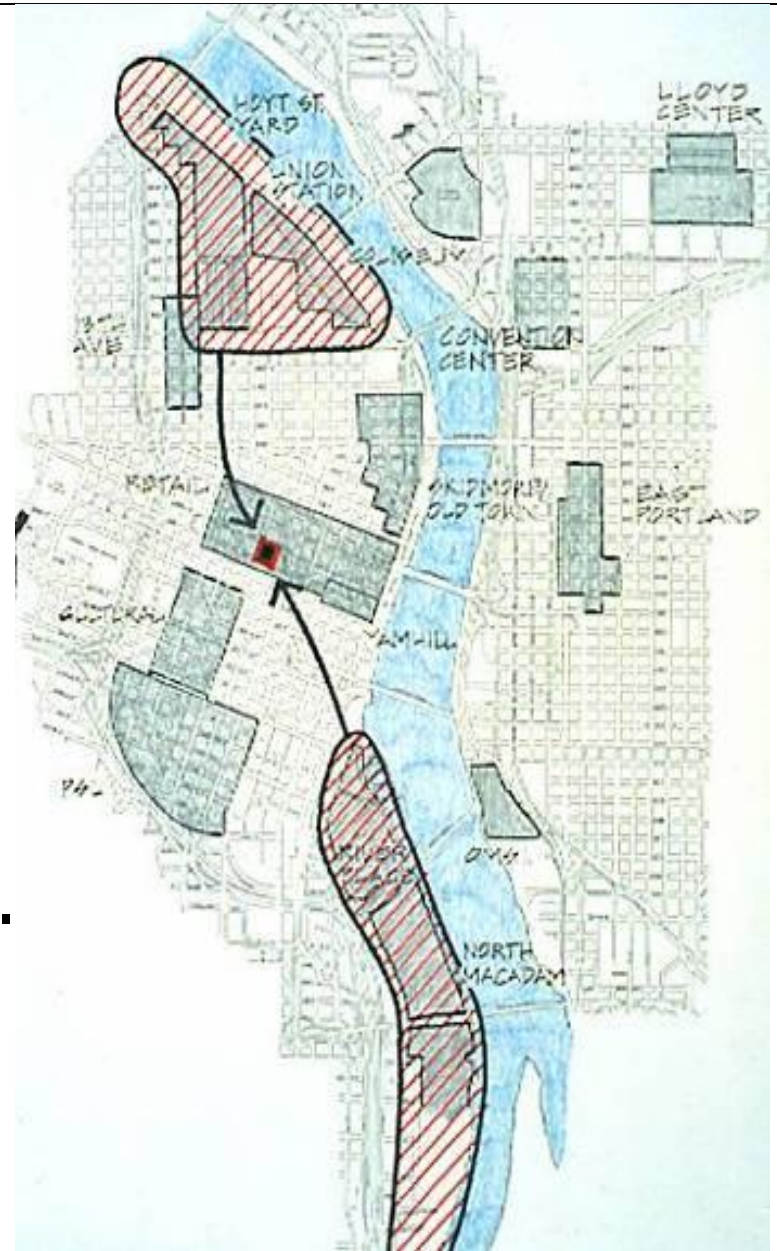
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Portland State University
and Downtown

Pearl District

Portland Streetcar

- \$103 million invested (4 miles)
- \$3.5 billion in private investment.
- 10,000 new housing units.

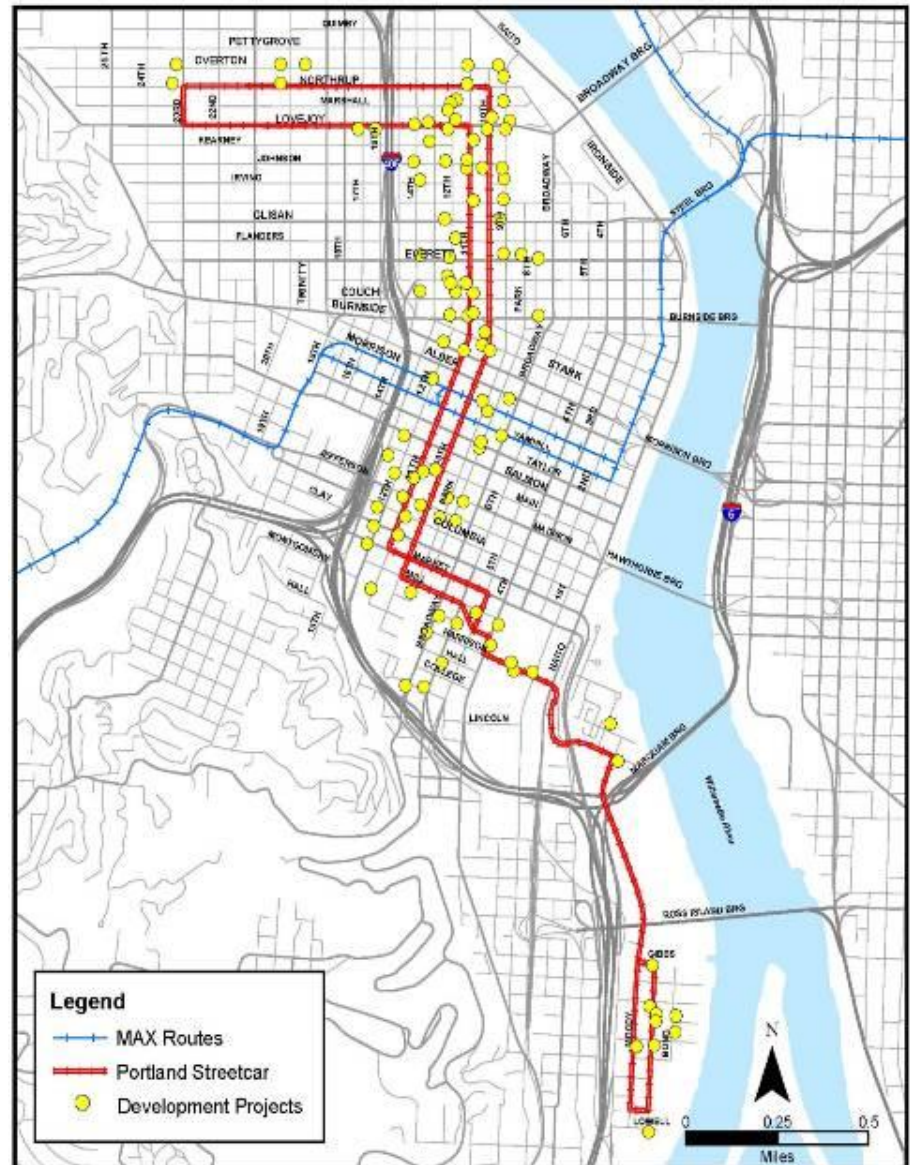


Portland Streetcar

Development Activity

Within the
Portland Streetcar
Local Improvement
District.

April 2008 (10 years)



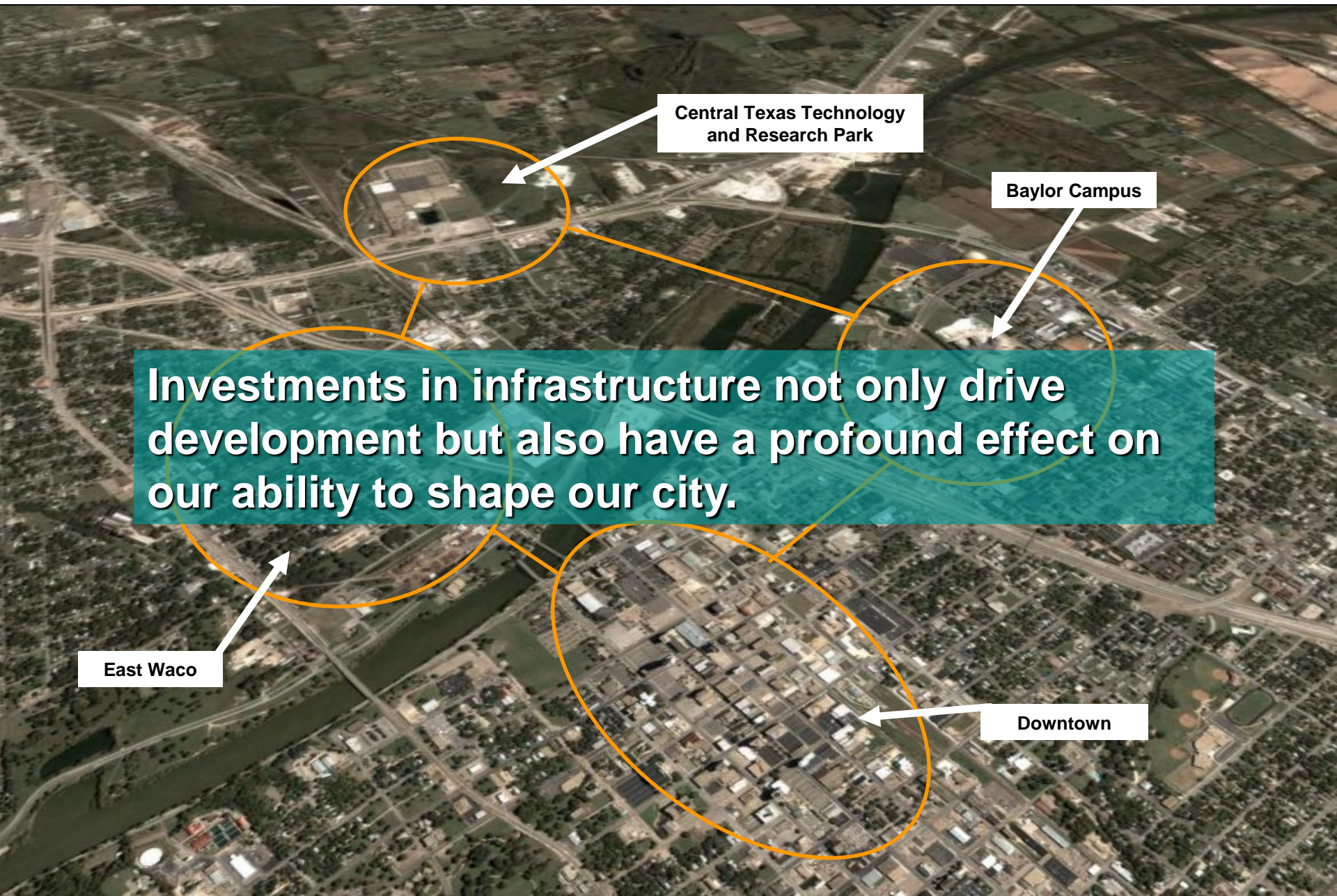
Portland Streetcar

Density after Streetcar was built

Density before Streetcar was built



Connections: Waco



Central Texas Technology
and Research Park

Baylor Campus

Investments in infrastructure not only drive development but also have a profound effect on our ability to shape our city.

East Waco

Downtown

Vision Action

Live, Work and Play Downtown



Vision Action

Create sensible, sustainable urban development opportunities



Vision Action

Create a quality downtown environment



Vision Action

Promote downtown business activity



Strategic Investments Shape Cities

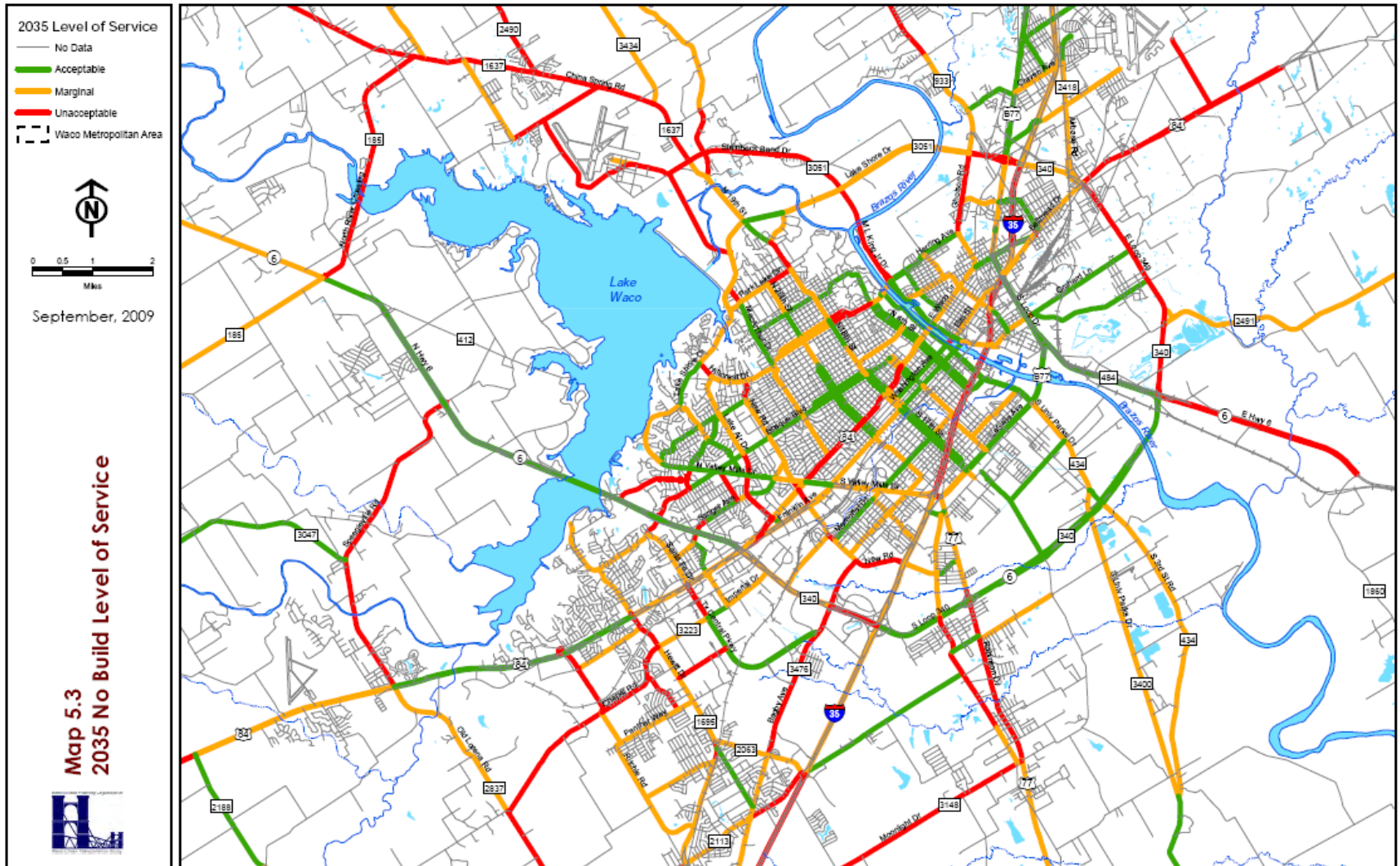
We believe that a vibrant Greater Downtown is key to our future success as a city

Core Values

- **Talent:** Developing and attracting people with the skills and values to make organizations effective happens by building communities and great places
- **Innovation:** Fostering environments that can attract a creative and innovative workforce requires investment in placemaking
- **Quality of Place:** Viewing the assets of your community through the eyes of the talent that you wish to attract and retain lays a strong foundation for successful economic and neighborhood development
- **Sustainability:** Urban Development preserves green space, maximizes existing infrastructure investments and creates revenue for local services

1. Money

The farther away we live from our jobs the higher our transportation costs, or the less money we have to save or spend on other things



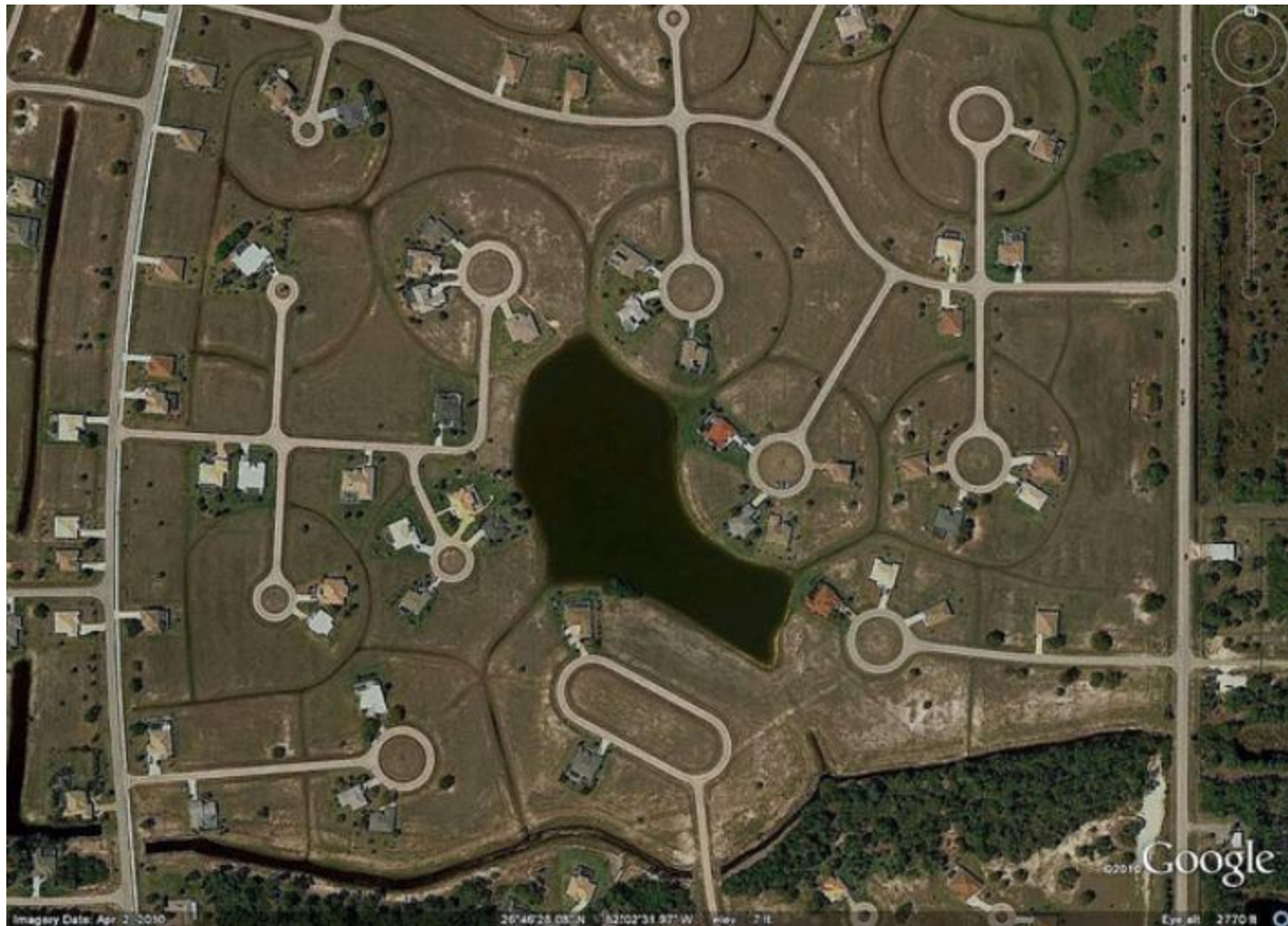
2. Efficiency

Services such as police and fire, schools, and utilities are more expensive and less efficient because they have to cover more ground without urban development



3. Taxes

With urban sprawl not only are our public services lacking, they also cost more



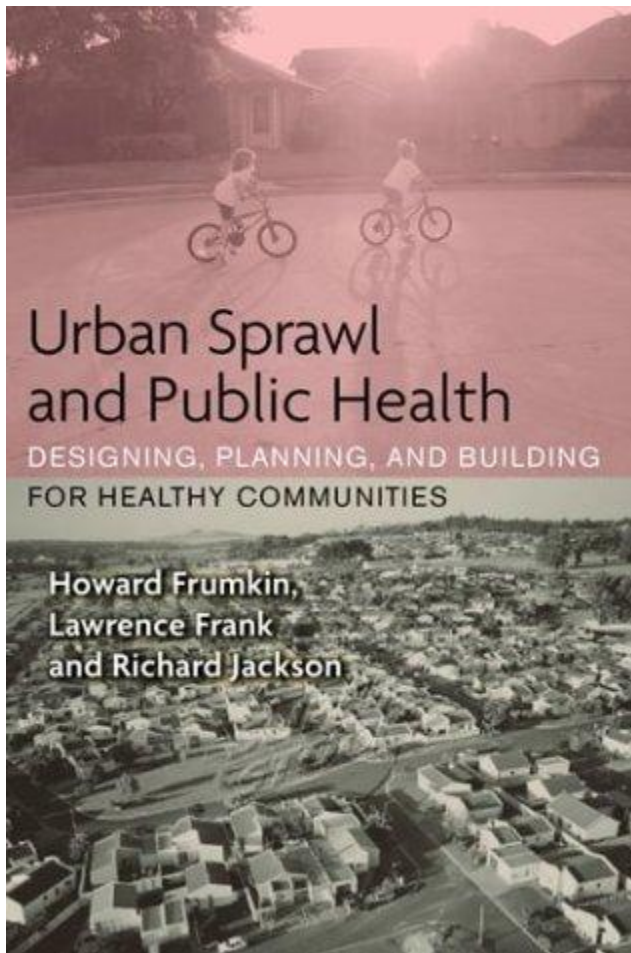
4. Physical Fitness

Urban development patterns maximize value, are more human scale and encourage walking and interaction



5. Public Health

A growing body of evidence links increasing rates of diabetes, cancer, obesity, asthma, depression and several other health problems to community design and VMT



6. Downtown Tastes Better

Locally owned restaurants tend to thrive more in urban areas while fast food drive-thrus tend to permeate less urban more auto-centric places



7. Public Safety

More eyes on the street is a great crime deterrent (CPTED)



8. Preservation

If Waco adds its projected population growth over the next 40 years at current density levels we will lose 100+ square miles of green space in McLennan Co

$$\text{BU} \times 75$$

9. Water Quality

Reducing our urban footprint will minimize impervious cover, less severely impacting water quality in our rivers and lake due to storm water runoff

Population



Intensity of Land Use



Impervious Surfaces, Commute Times, Sprawl



Water Quality Problems, Fuel Expenditures, Health Problems,



QoL, City Revenue, Services, ED Competitiveness



10. Overall Quality of Life

large parking lots and vacant land take up space that could be used for parks, new businesses. More vehicle miles traveled directly translates to lower air quality and less free time among other things

For every 5000 sqft of vacant space in Greater Downtown
(Total estimated 15,000,000 sq of vacant land)

- ▶ \$562,500 in lost sales (\$1.687 Billion)
- ▶ \$38,000 in lost rental income for residential (\$114 Million)
- ▶ \$46,000 in lost sales tax revenue to state and local gvt. (\$138 Million)
- ▶ \$5,133 in lost property tax revenue to local government (\$15.4 Million)
- ▶ \$2-300000 in lost loan demand to local banks (\$6-900 Million)
- ▶ \$42,000 in lost business profits and owner compensation (\$126 Million)
- ▶ 20-30 fte for office
- ▶ 5-10 fte for retail

11. Placemaking

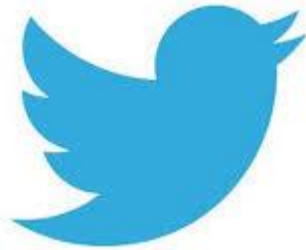
PPS: “Placemaking is a multi-faceted approach to the planning, design and management of public spaces...the art of creating public places that uplift and help us connect to each other ”



Placemaking is everywhere; Place satisfies our fundamental human need to connect with others

What is Placemaking

PPS: “Placemaking is a multi-faceted approach to the planning, design and management of public spaces...the art of creating public places that uplift and help us connect to each other ”



Placemaking is everywhere; Place satisfies our fundamental human need to connect with others

Placemaking – Bedrock Institution

Great cities are defined by great places

- Ft Worth:
 - Museums
 - Stockyards
- OKC:
 - Ballpark
 - Riverwalk
- Chattanooga:
 - Aquarium
 - Hunter Museum
- Portland:
 - Pioneer Square
 - Pearl District
- Greenville:
 - Peace Center
 - Falls Park



Place Making – Bedrock Institution

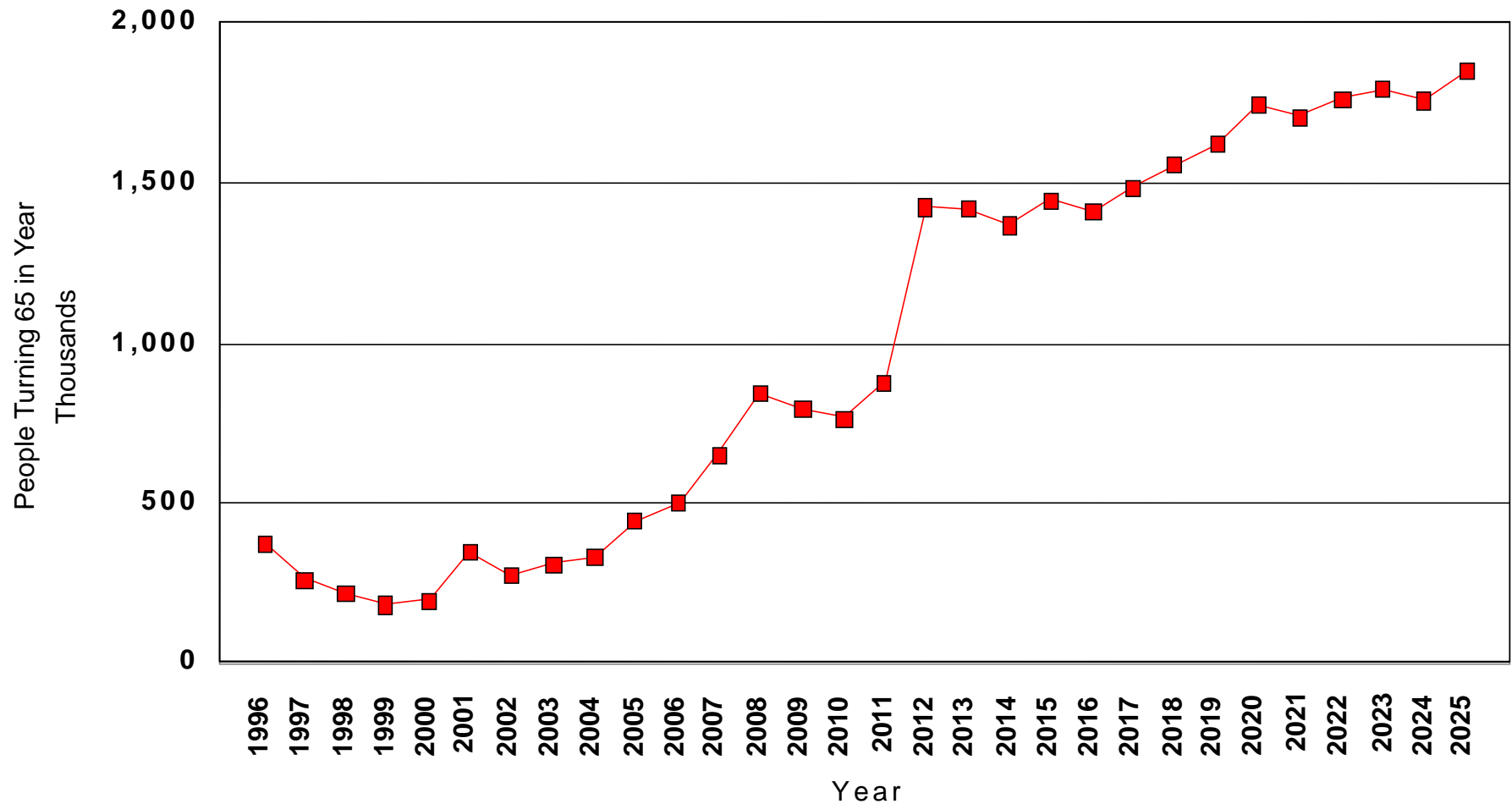
Great cities and places are a catalyst for significant economic development

- Ft Worth:
 - Cowboys to Culture
 - Bio-med and Aviation
- OKC:
 - Energy
- Chattanooga:
 - Art and Design
 - Entrepreneurship
- Portland:
 - Urban Living
- Greenville:
 - Performing Arts
 - Automotive research



The Market is Changing

People Turning 65 Annually 1996-2025



Growth in Households without Children

<u>Household Type</u>	<u>Share</u>
With Children	12%
Without Children	88%
<i>Single-Person</i>	34%

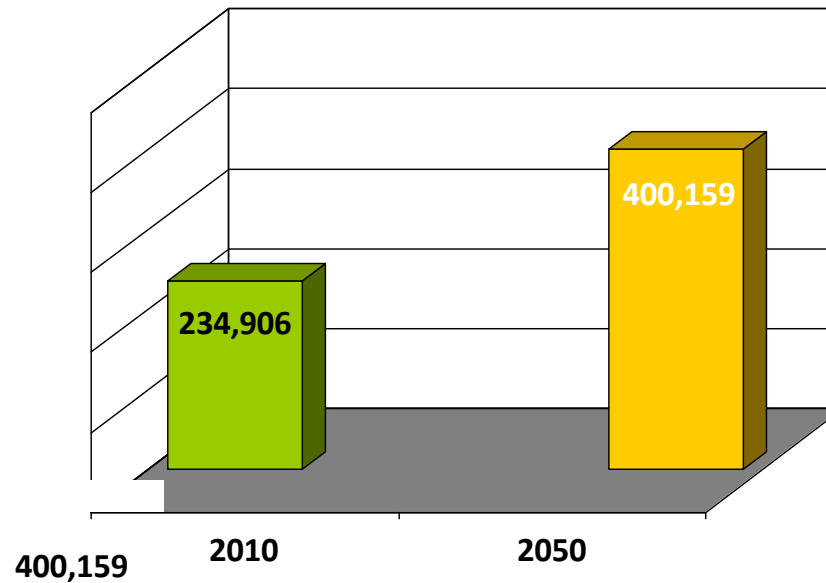
Millennials

The post-employment generation?

- Most educated generation in history (60% with college education)
- Last out of the recession
 - 15% unemployment
 - Low workforce participation
 - Underemployed
 - Half work part time
- Delaying marriage and families
- Drive less
- Not politically active
- Value collaboration and community (it's all they've known)
- Currently comprise half of the American workforce.
- Prefer urban lifestyle

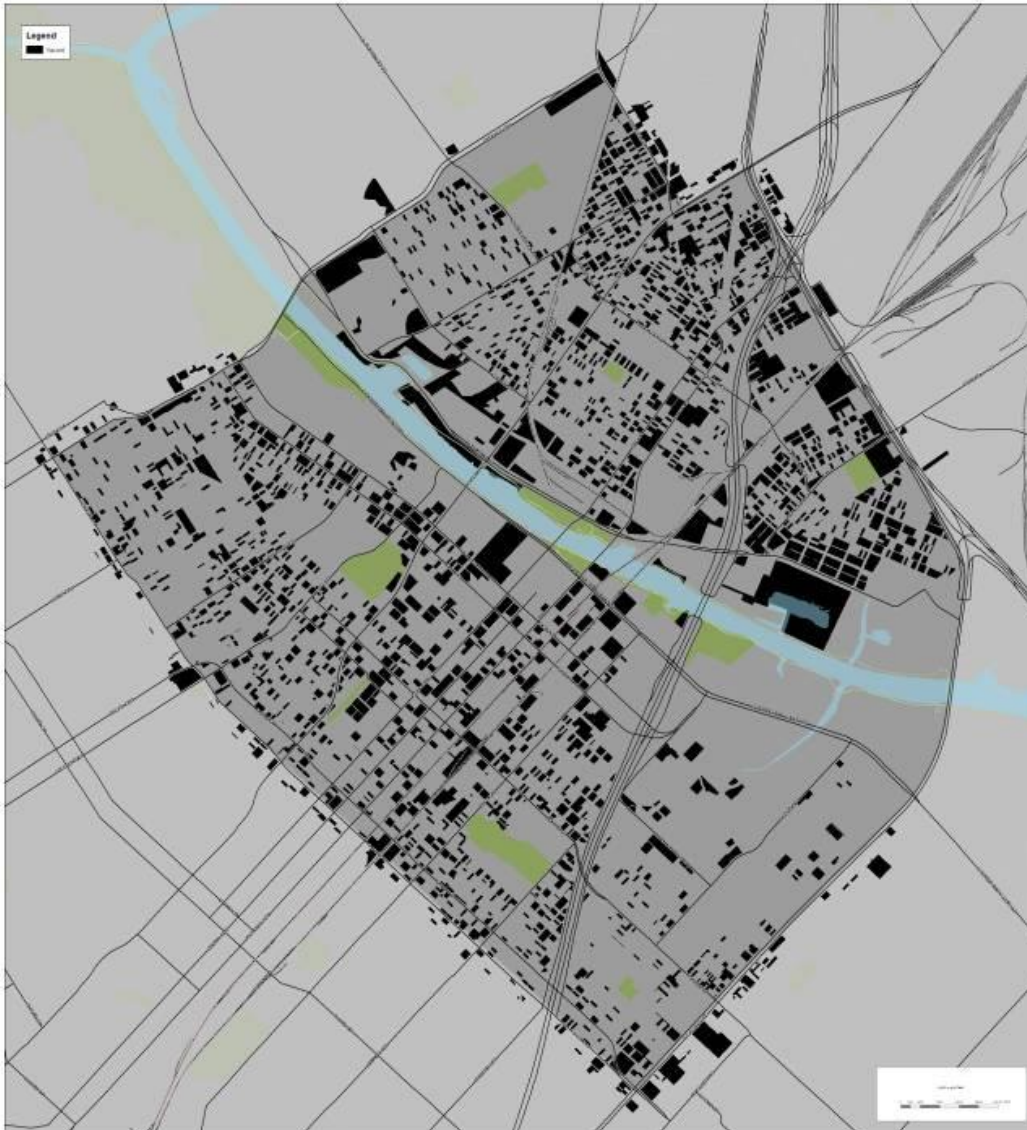
Change is coming

Today:
234,906 people



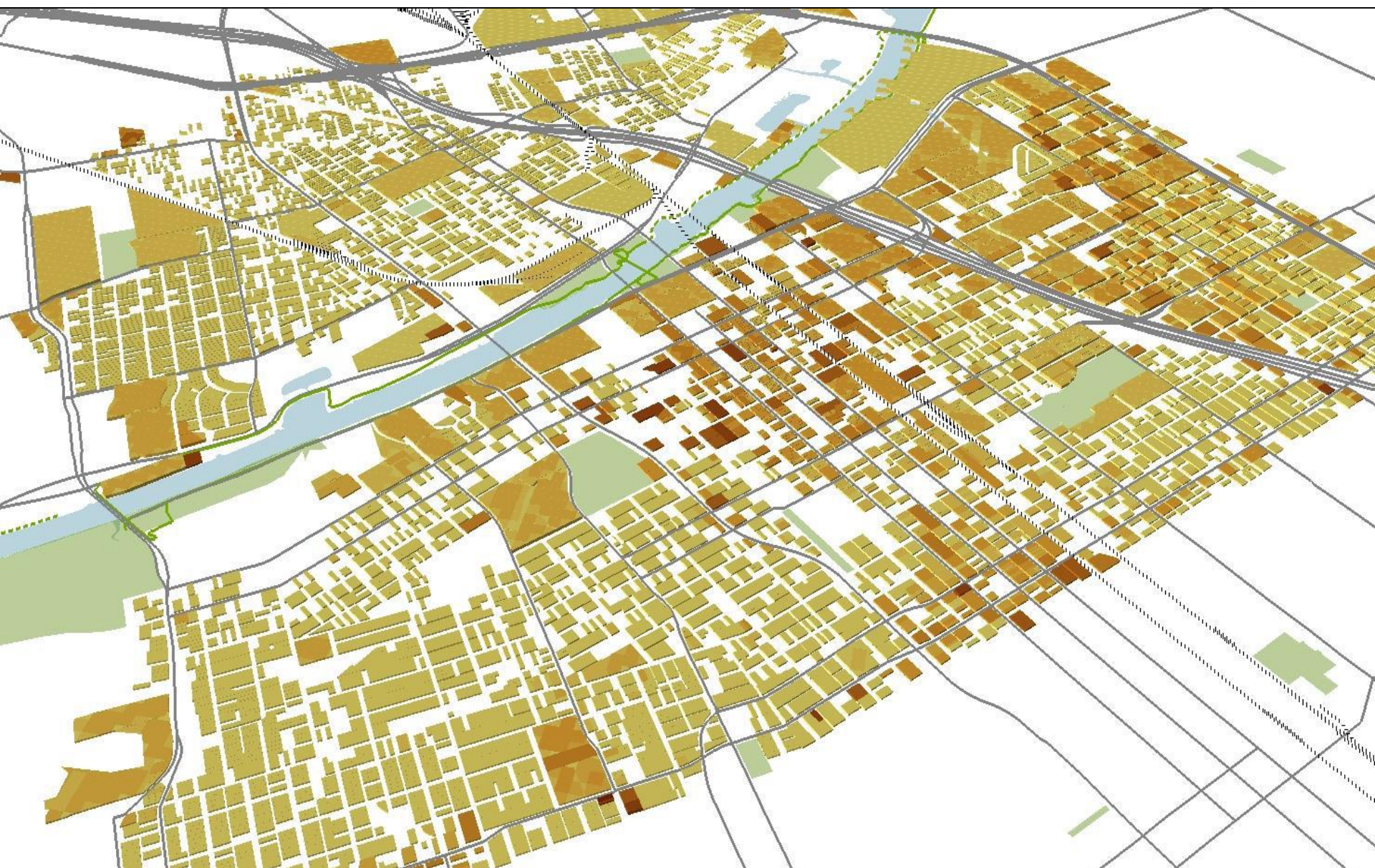
2050:
400,159 people

Maximize ROI

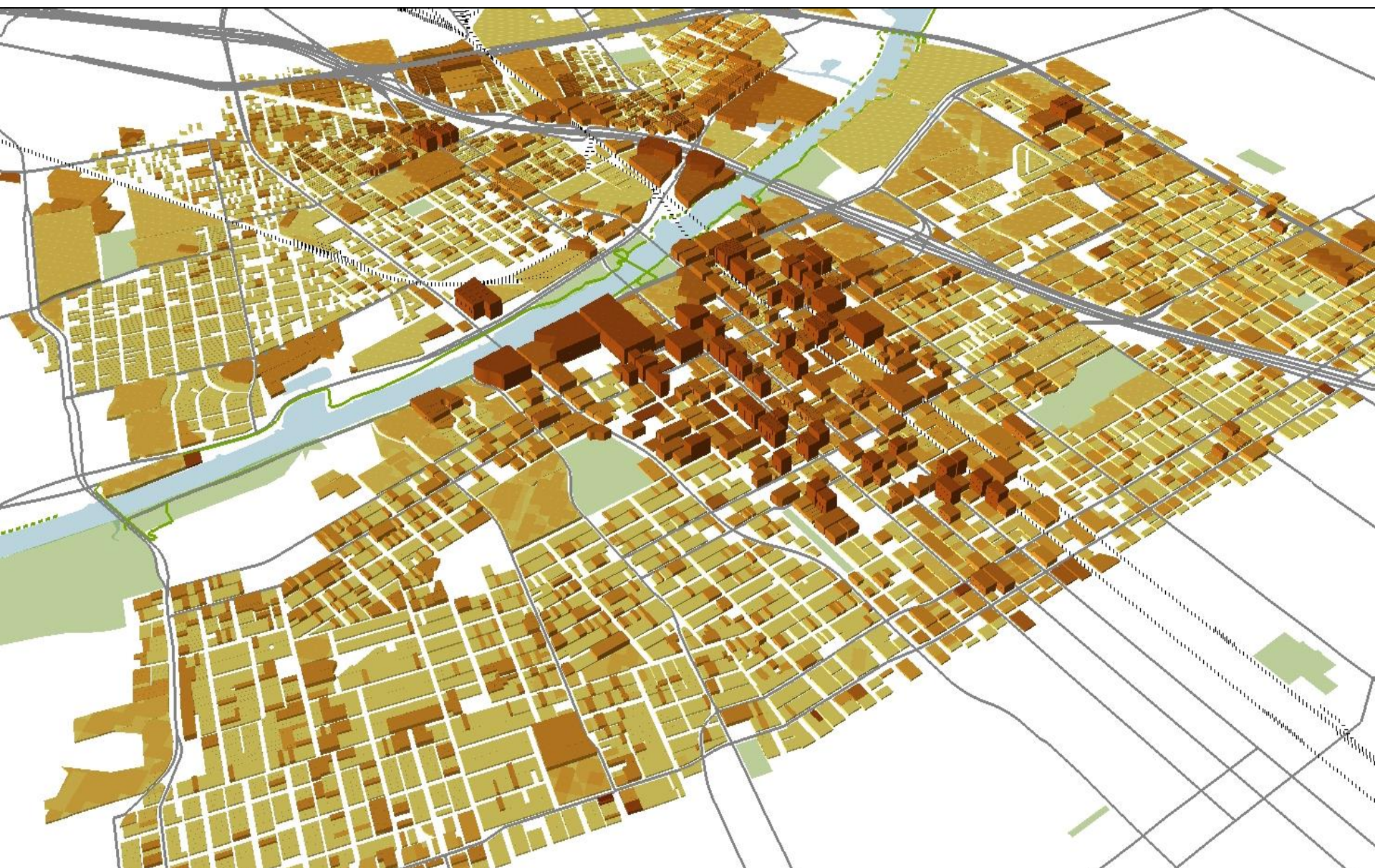


Development
opportunity
abundant in
underutilized
Greater
Downtown
Area

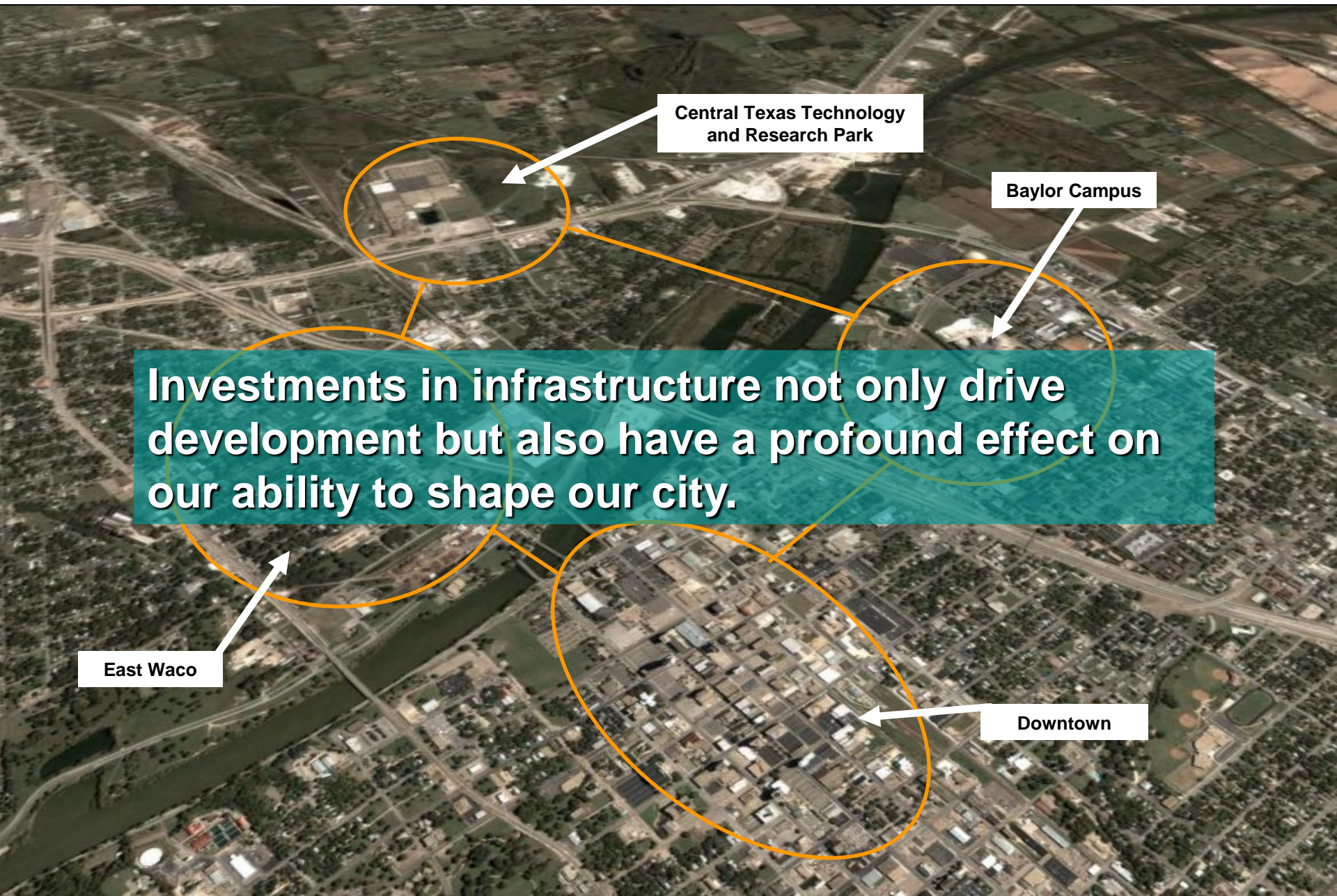
Future Scenarios: Current



Future Scenarios: 65,000



Connections: Waco



Central Texas Technology
and Research Park

Baylor Campus

Investments in infrastructure not only drive development but also have a profound effect on our ability to shape our city.

East Waco

Downtown

Culture of Innovation

The future will not be like the past, nor the present



Cities ~~will compete~~ ^{*are competing*} to be great places to live & work



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