Urban Development and Transportation: Plus a Top Ten List

cmcgowan@wacochamber.com

www.1000friendsofwaco.com

@1000friendswaco

1000 Friends of Waco
Investments in infrastructure not only drive development but also have a profound effect on our ability to shape our city.
Investments in infrastructure not only drive development but also have a profound effect on our ability to shape our city.
Investments in infrastructure not only drive development but also have a profound effect on our ability to shape our city.
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)
Investments in infrastructure not only drive development but also have a profound effect on our ability to shape our city.
Vision Action
Live, Work and Play Downtown
Vision Action

Create sensible, sustainable urban development opportunities

cmcgowan@wacochamber.com
Vision Action

Create a quality downtown environment
Vision Action

Promote downtown business activity
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.
A growing body of evidence links increasing rates of diabetes, cancer, obesity, asthma, depression and several other health problems to community design and VMT.
Locally owned restaurants tend to thrive more in urban areas while fast food drive-thrus tend to permeate less urban more auto-centric places.
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.
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
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
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

Place Making – Bedrock Institution

cmcgowan@wacochamber.com
The Market is Changing

People Turning 65 Annually
1996-2025

Thousands

Year

The Market is Changing

Growth in Households without Children

<table>
<thead>
<tr>
<th>Household Type</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>With Children</td>
<td>12%</td>
</tr>
<tr>
<td>Without Children</td>
<td>88%</td>
</tr>
<tr>
<td>Single-Person</td>
<td>34%</td>
</tr>
</tbody>
</table>
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

2050:
400,159 people
Maximize ROI

Development opportunity abundant in underutilized Greater Downtown Area

cmcgowan@wacochamber.com
Future Scenarios: Current
Future Scenarios: 65,000
Connections: Waco

Investments in infrastructure not only drive development but also have a profound effect on our ability to shape our city.
The future will not be like the past, nor the present.
Cities will compete to be great places to live & work.
Urban Development and Transportation:

www.1000friendsofwaco.com

cmcgowan@wacochamber.com

www.1000friendsofwaco.com

@1000friendswaco

1000 Friends of Waco