

## WASHINGTON AVENUE LIVABLE CENTERS

Houston, Texas



### Project Areas

- Affordable/Workforce Housing
- Corridor Planning
- Design Economics
- Downtown Revitalization
- Economic Development
- Economic & Fiscal Impact
- Industrial City Turnaround
- Metropolitan Growth Strategy
- Neighborhood Planning
- Public-Private Partnerships
- Transit-Oriented Development

*Houston-Galveston Area Council*

### Scope of Work

- Cluster Analysis
- Economic Impact
- Financial Modeling
- Fiscal Impact
- Implementation
- Market Analysis
- Partnership Structuring
- Public Financing
- Public Outreach
- Regional Economics
- Retail Tenanting
- Strategy Planning

### The Challenge

Over the last decade the Washington Avenue area of Houston has seen increased redevelopment of parcels along the corridor into a variety of uses including single-family and multi-family residential and retail/commercial. It has rapidly become a lively corridor and citywide entertainment attraction. The corridor serves as an important traffic connection to Downtown and contains a mixture of land uses ranging from single family residential, commercial to industrial. It also includes significant public and institutional uses located near Downtown including substantial parkland on the southern and western edges (Buffalo Bayou and Memorial Park).

The overall goal of the study is to create a Livable Centers plan for the study area that will lead to a sustainable, context-sensitive, unique environment serving as a desirable place to live, work, and play. The study should result in practical implementation strategies, to improve the quality of the living/working/civic environment along the corridor and in the immediate area. It should enhance the corridor as an urban destination which is mixed-use, walkable, transit-served, characterized by diverse housing and employment choices, thriving shops and businesses, vibrant street life, civic amenities and exciting

entertainment and cultural activities. All recommendations should be based on strengthening the area's existing best characteristics while providing real strategies and a road map for implementing improvements over time, with a special focus on public-private partnerships and investment opportunities.

### Solution

RCLCO serves on a multi-disciplinary team focused on engaging area residents and workers, government agencies, businesses and institutions in developing recommendations for improvements to the area. RCLCO's role is to identify market-driven development opportunities for the corridor based upon an investigation of the study area's socioeconomics, demographic makeup, development trends, and economic potential. In addition, RCLCO is focused on identifying regulatory hurdles to new development, creative financing mechanisms for new development, and implementation solutions.

### Impact

Numerous public meetings have been held and the project is still underway.