



**PLANNING &
DEVELOPMENT
DEPARTMENT**

**GENERAL PLAN
STEERING COMMITTEE
Agenda**

MEETING 3

October 23, 2014

AGENDA

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|---|------------|
| 1. Welcome and Introductions | 10 minutes |
| 2. Project Status | 10 minutes |
| 3. Vision and Goals: review & discuss third draft | 60 minutes |
| 4. Neighborhood Enhancement/Growth and Development Strategies | 30 minutes |
| 5. Next Steps | 10 minutes |

Next Meeting:

Thursday, November 20th

11:00 a.m. to 1:00 p.m.

611 Walker Street, 6th Floor

AGENDA: Neighborhood Enhancement and Growth and Development Strategies

**General Plan
Steering Committee 10.23.2014**

Vision Discussion

- This draft is consistent with the comments we've received and sent and with the research that has been done
- Use 'resilience' instead of 'home'
- What does 'home' signify?
 - "There is no place like home"
 - The first words are expected, but 'home' really brings it all together
 - 'Home' brings the scale of the vision to a personal level
 - If 'home', why not 'office'? 'Family' might be better
 - We can choose our home, but we can't choose our family
- The issues we have might be best addressed in the short description
 - i.e. resiliency and/or inclusivity could be addressed here
- 'Resilient' could be used under public services section, perhaps in the third goal
 - But it applies to everything, not just the public services
- Still missing 'walkable'
- Home should stay
- Missing 'business' in the vision
- Does 'economy' capture business?
 - No, business is a stand-alone
- Missing 'education' (it should come before innovation in the vision?)
- Fewer words in the tagline sounds better – remove 'community'?
- If we add 'business' to 'economy', it might feel like we are doubling down on one category
- Do we need another word with education?
- We are missing 'environment'
- Ask the public about their thoughts on the word 'community'

Goal Discussion

People

- Where do we include education? In economy or people?
 - Sounds more like we are training people for a job (vocational training), and not focusing on the foundation of education
- Doesn't address investing in people
- Forming the education base will lead to more engaged residents – should focus on this
- Use education as a category/header under goals?
- Education should cover more than institutions – K-12 doesn't cover our need for education
- While these goals should be aspirational, we should also focus on what is being done now (we must be realistic)
- What is meant by protection?
 - Safety?
 - Does it need to be a different word?
 - Can be read as inferring legal protection for all
 - Consider affordable housing within 'protection'

- Add 'public safety'/'support'/'livability'?
- City of Houston's role is to become a leader in the region
 - The General Plan provides instructions for the region
 - We must get out of our silo mentality in order to make this plan attainable
- There needs to be an aspirational statement under the people section about everyone being able to achieve success and say that we can do something to foster this
- "Commitment to prosperity for all" as the 4th bullet under people?

Place

- Second bullet should read "Attractive and walkable..."
- Affordability should be addressed
- Focus on the public realm
- Remove 'styles' of housing
- Take 'environment' out of last bullet
 - Perhaps swap in 'public realm' or 'neighborhood'
- Move "protect the environment" from third bullet to either another category or just remove
 - The phrase works within the context of parks, though
 - Perhaps change 'protect' to 'respect'

Culture

- Mixing two types of culture together – does one or both lose their importance this way?
- Use 'encourage' instead of 'rewards'? Change 'yet' to 'and'
 - Split the bullets into two separate goals
- "Encourages innovation" could be included under economy
- Add 'accessible' to the culture section
- Should be "Unique and internationally..."

Economy

- Move education goals under people category or make it a separate category
- 'Poverty' is not mentioned anywhere
 - A large barrier to a strong workforce is the curse of poverty
- Physical and social decline of neighborhoods
- Not connecting opportunities with reality
 - Goals should say that we're closing the gap
 - Being honest about our current state will help engage people in this plan
- Keep in mind that some of this can be addressed/more fully detailed in the strategies
- A goal should assert that if you want to get out of poverty, we will do what we can to remove the generational and institutional barriers
- Key words when addressing poverty are 'access' and 'promote'
- A possibility: "Adequate food and shelter for all and the opportunity to prosper"
- A city that creates ladders of mobility
- Access to information should be a focus

Health and Environment

- We should provide an environment for future generations that is at least as good as what we enjoy now (from Blueprint)
- The 1st and 4th bullets are too similar – can we combine them?

- We cover the 3rd bullet in the people section
- Needs more about environment – perhaps make it a separate section?
- Address “healthy living”
 - Covered in the last bullet under place?
- Move bullets 2 and 3 to people
- Address food deserts
 - Food resources are different than food deserts
 - Could the issue of food deserts be a strategy rather than a goal?
- Should address carbon neutrality
 - Could be a strategy?
- Could use “Healthy Environment” as this goal heading

Public Services

- Council is considering that City of Houston core services are the following: garbage, water and wastewater, streets and drainage, parks, libraries, and public safety
- Needs something that references public safety (police and fire)
 - Perhaps the 2nd or 3rd bullet
 - This shouldn’t just cover city functions, but a larger range of public entities
- Should be “always looking to the future”
- There are large disparities between many neighborhoods
 - Goals should address equalizing the investments between these neighborhoods
- Many different types of areas throughout Houston – the solution is not a one size fits all
 - This notion should be weaved throughout the General Plan
- “Region where people feel safe in their neighborhoods and conducting daily activities”
- Physical infrastructure as its own category
- Where does the issue of tax base fit in?
 - Is it a strategy?
 - A possible goal for that strategy: “Revitalization of neighborhoods in decline”
- ‘Resiliency’ should be included
- ‘Multimodal’ could still be unclear; people use “roads and streets” more often – it is more tangible
- Should include graphics to make the language more accessible to everyone

Education (new category)

- Address the importance of the family role in education
- Address on-going education
- Quality learning opportunities from pre-k through 12th grade
- 21st century schools that revitalize neighborhoods and strengthen communities
- Strong skilled workforce that addresses Houston’s current and future demand
- “Educational excellence” instead of “excellent education” for 4th bullet (under economy)
- Instead of “excellent”, use “workforce”