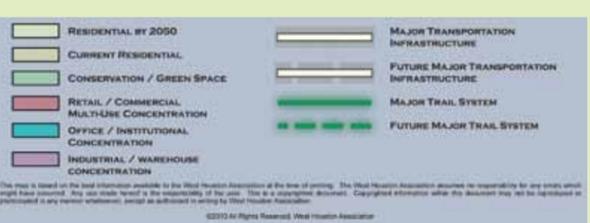
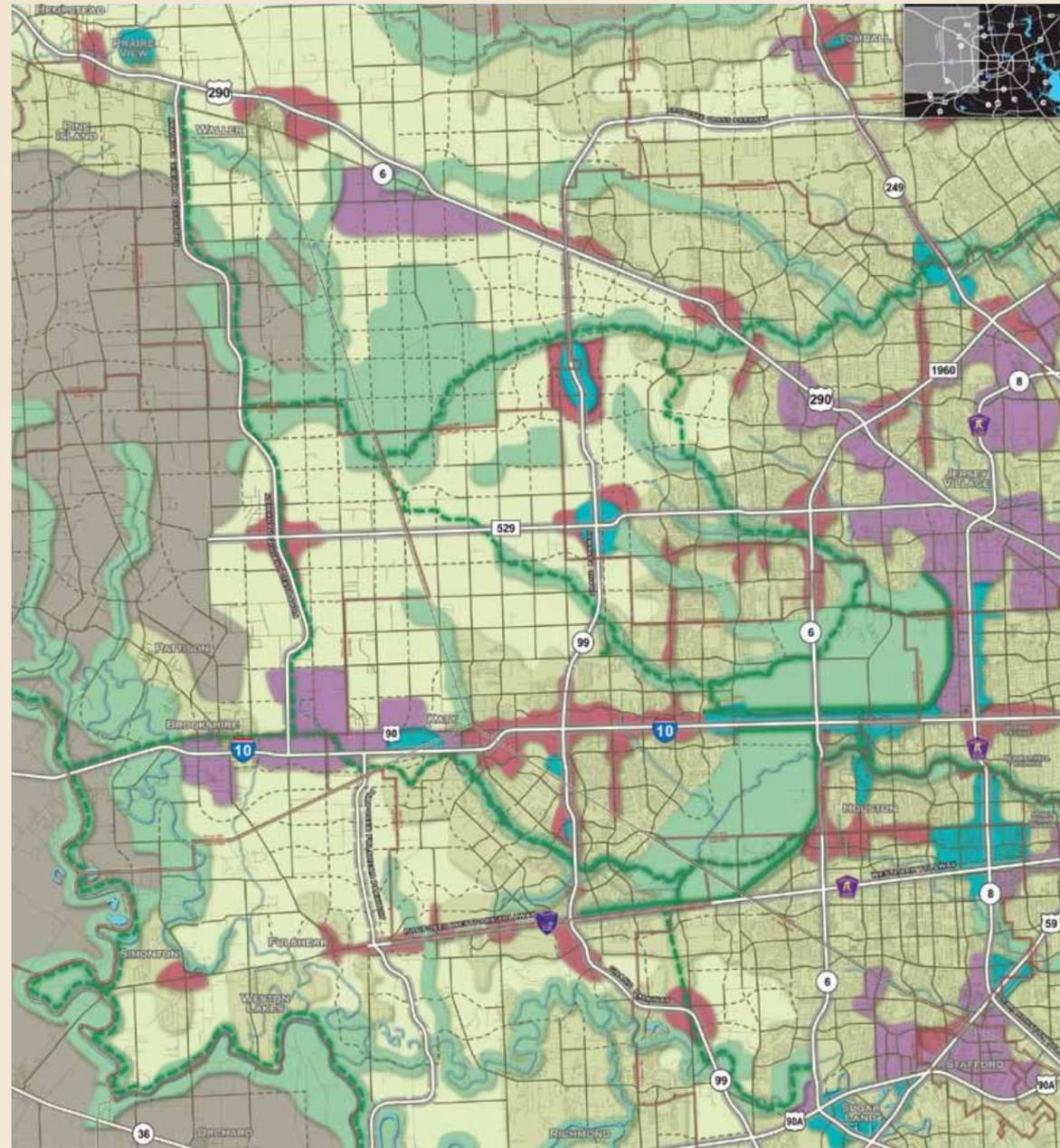




# Greater West Houston at Mid-Century



This map represents a likely 2050 land use and development scenario for the 1000 square mile Greater West Houston area with a forecasted population of 2.2 million and employment of 1 million.

# 2010 Update West Houston Plan 2050



## Planning for Growth in Greater West Houston.

### 2010 Quality Growth Partners

- FirstSouthwest
- Newland Communities
- Trendmaker Development
- Houston Community College
- MetroNational

### Now Available | 2010 West Houston Development Map

Helping You Map Greater West Houston—the 1,000 square mile economic powerhouse with 1.2 million residents and 520,000 employees.

Greater West Houston. Map It.

The Development Map is available in large and small sizes; the traditional land use version with color aerial; and six new variations including school district and city and ETJ limits.

To purchase call the West Houston Association at 713.461.9378 or online at [westhouston.org](http://westhouston.org).



The West Houston Association is a non-profit organization established in 1979 and is comprised of firms and organizations dedicated to quality growth in Greater West Houston. Our mission is to aggressively pursue quality of life, quality growth and promote economic development in one of the fastest growing areas in the United States.

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# WEST HOUSTON PLAN 2050

*Envisioning Greater West Houston at Mid-Century*

Introducing Greater West Houston. Growth here continues; a bright spot on the nation's economy.

The West Houston Association has updated its West Houston Plan 2050 to monitor the economic and community attributes that stimulate growth. This update also addresses the challenges we face in maintaining the area's high quality of life and place.

This 2010 Report focuses on our growth and infrastructure progress and challenges. In addition, we have updated our 2050 Greater West Houston Land Use Scenario—a peek at how the region may likely look at mid-century.

### Vision: Greater West Houston in 2050

A sustainable economic powerhouse with quality living and working environments styled to meet the complete range of contemporary market demands supported by a public infrastructure setting the pace in the region and the nation.

### Plan Goals

- Keeping Greater West Houston (GWH) the premier place to live, work and play in the Houston Metropolitan Area
- Making Greater West Houston even better by advocating new quality standards for future growth
- Anticipating infrastructure needs and avoiding extensive periods when infrastructure trails the demand for improvements

## GROWTH OF GREATER WEST HOUSTON

GWH has been and will continue to be a high growth region: expanding; accommodating; renewing. GWH has become the region's icon of growth and prosperity. Forecasts for 2050 place GWH with a population of 2.4 million equivalent to current Denver, Pittsburg or Portland metropolitan areas. GWH employment is forecasted to reach nearly 1 million by 2050 and is greater than current employment in San Antonio, Fort Worth or Austin.

# 2010 Update West Houston Plan 2050





## RESIDENTIAL AND COMMERCIAL QUALITY GROWTH

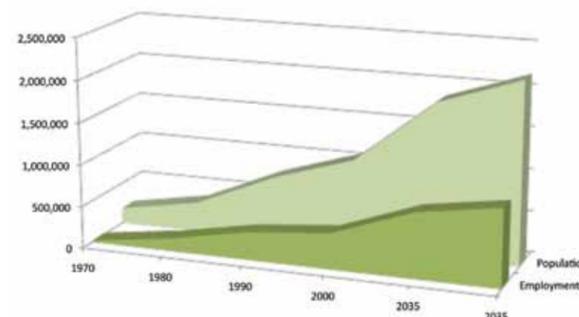
GWH will continue to blend suburban and new urban for the 1 million new residents. Much of this growth will be a combination of expanded suburban lifestyles in master planned communities and new mixed use, towncenter urban communities offering significant and sustainable employment and residential growth options.

### Quality Planned Developments™

Quality Planned Developments™ is a program of the West Houston Association that encourages quality growth attributes in residential and commercial developments. It is designed to foster in smaller communities the same look and feel of master planned communities and quality commercial developments. The vision is to encourage innovation, uniqueness and dynamic responsiveness to market demands in aesthetically appealing, environmentally-friendly ways.



## Greater West Houston Employment & Population Forecasts



### Livable Centers

Livable Centers such as CityCentre typify the response of GWH's development community to new working and living demands of the market. CityCentre is a unique private sector initiative, located in a traditional suburban market and is a redevelopment of an older suburban retail complex. This and other such developments disprove the conventional thinking: that the suburban market is static and whose time has come and gone. The future will bring more of these communities to the market.

### Greater West Houston's Downtown

GWH's core or "downtown" is centered along I-10West and the Sam Houston Parkway with over 30 million square feet of office space and 150,000 employees ranking it third largest in Houston behind the CBD and Uptown areas.

The "downtown" consists of three distinct employment centers — Energy Corridor, Westchase and Memorial City—and is supported by a redeveloped major regional mall and numerous retail districts, hotels and hospitals. Combined, these three major activity centers have the largest employment base in the Houston region.



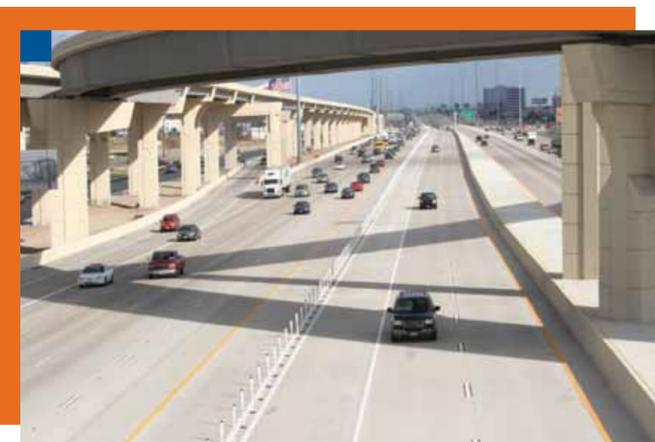
## KEY INFRASTRUCTURE FOCUS AREAS

With the forecasted population and employment growth, GWH must address key infrastructure issues. The following updates the key focus areas first identified in the West Houston Plan 2050.

### Transportation

GWH's current and future network of transportation facilities stands far above other like areas in Houston and elsewhere in the country in providing mobility—the critical component of a region's economy and cohesiveness.

- **Interstate 10 West** serves as one element in the region's transportation framework and is one of finest examples of an urban freeway in the nation.
- **Beltway 8 West**, the Sam Houston Parkway, serves as GWH's eastern most north/south transportation framework. The roadway is vital for access to other regional centers and is envisioned as a major component of a future transit system to increase mobility.
- **US 290 Corridor** is GWH's priority project and has the most critical funding issues in terms of timing. Current plans will provide long term answers to mobility and access in that major growth corridor and place it on par with Interstate 10 W. The current funding issues will be overcome but it will take as long as 5 to 10 years for responsible agencies to fully engage in the reconstruction of the freeway, the addition of managed use lanes and implementing a high-capacity transit component. The total projected cost is over \$4 billion for all of the transportation elements envisioned in the current plan.
- The toll-revenue financed **Grand Parkway** will largely be completed in GWH within the next 5 years. Design is completed on Segment E and starting on Segment F. With final environmental clearance, construction could begin as soon as right of way is acquired.
- **Westpark Tollway** is currently being extended west from the Grand Parkway to Fulshear and will eventually link to the elements of the planned Prairie Parkway, GWH's third major north-south backbone artery.



- **Funding:** The current state and federal transportation funding crisis, worsened by conditions in the financial markets poses significant obstacles in the near-term. For the foreseeable future, available funding from traditional sources is projected to be significantly below historical levels pushing most transportation projects to future dates.
- **Continued Growth in Demand:** Population and employment growth will accelerate demand on existing facilities resulting in worsening of congestion in the near-term. We anticipate funding will be restored within 5 to 8 years allowing renewed levels of project implementation.
- **Construction of new streets**—major thoroughfares— is a function of residential development. In more urbanized areas of GWH, the challenge will be to provide an efficient supportive thoroughfare and transit system styled to suit these more densely developed areas.



### Flood Control & Drainage

- **New System Designs:** GWH area flood control systems are becoming a model for addressing growing suburban locations. Harris County Flood Control District (HCFCD) has implemented the "Frontier Channel" flood control program on Langham Creek, with the best characteristics of quality growth meeting a critical public need in a cost-effective manner. South Mayde and Little Cypress Creek are the next watersheds to be addressed. The concept institutes "linear", "on-line" detention as opposed to traditional "off-line" systems and will be financed through development impact fees. The system will include active open space and park land in addition to performing their drainage function.
- **City System Rebuilding:** City of Houston drainage systems are recognized as old and in need of updating. A proposal for a City Charter Amendment has been advanced as a ballot measure in November, 2010 that would establish a dedicated fund for drainage and roadway improvements. If passed, this fund would include a drainage fee on existing residential and commercial properties in the City of Houston and an impact fee on new development in the City of Houston in addition to capturing a portion of the City's ad valorem tax currently servicing debt on bonds for these improvements after existing bonds are paid off.



### Water & Wastewater Regionalization

- **Water Supply:** Water for an expanding GWH is critical. Sufficient supplies are available to serve current and future demand to 2060 assuming completion of the Allen's Creek Reservoir. In addition, this anticipates the completion of major distribution facilities that will move surface water from the Trinity River to GWH.
- **Water authorities** in the west and north of the region and municipalities are facilitating conversion to surface supplies and expanding distribution networks. New developments should deploy conservation techniques.
- **Wastewater Quality & Regionalization:** Stream quality will have to be maintained and/or improved to meet ever increasing water quality regulations. The effluent quality of wastewater treatment plants is subject to state and local permitting and inspection. If facilities are found to be discharging below standard effluent, existing remedies can be employed by regulators to bring them into compliance. Regionalization of treatment facilities in developing areas will cause significant cost burdens with little or no increase in efficiencies and effluent quality. In fact, regionalization will work against the deployment of conservation techniques such as water reuse.

### Education & Healthcare

- **Quality public education in GWH** continues to be a principal magnet for residential growth. Its importance to quality of life and continued economic vibrancy cannot be overstated. It is fundamental and must be preserved with increased efficiencies that will preserve both the quality of education and the economic competitiveness of the community.
- **Outlying school systems** will be challenged to position themselves for significant growth while maintaining or improving quality to be competitive with adjacent systems.



- **Four Year College:** By mid-century, GWH should be served with a 4 year college or university. Working with the community college system and capitalizing on the strong energy base of the GWH economy this university will be an incubator for new energy technologies and a resource for the population in general.
- **Healthcare in GWH** has increased in both quantity and quality as the region's population skyrocketed in the early years of this century. Continuing a local trend, most health-care provider systems have expanded out of the Texas Medical Center main campus. GWH now has representative facilities of all major healthcare systems; is the headquarter location for one system; and is the location for the first regional expansion of Texas Children's Hospital advantaged by an excellent site and the regional transportation system which serves it. Methodist Hospital's West Houston campus joins Texas Children's to be the first two facilities of the Texas Medical Center West Campus.

### Conservation & Open Space

- Regional amenities in GWH such as conservation and open spaces provide a premium to the quality of living and amplify neighborhood level amenities. Regional conservation and open space areas have a cost component but also provide a significant economic benefit in addition to their contribution to the sustainability of our region's environment. The identification and development of regional conservation areas and open spaces is progressing with several governments and organizations working to make individual projects a reality long before mid-century. Regional connectivity of hike and bike trails is a priority and will allow access across the 1,000 square mile GWH.

### Infrastructure Rehabilitation

- **Rebuilding Houston:** Neglect of our built infrastructure will result in costly inefficiencies for governments and the public alike. As we build new infrastructure to accommodate mid-century GWH, we must also embrace the concept of maintaining and improving our aging roadway, drainage and water systems, of which some currently serving GWH will be 90 years old by mid-century and well beyond their useful lives. The West Houston Plan 2050 first identified the need for a significant rehabilitate effort of roadway and drainage systems in the City of Houston. Residents in the City of Houston will vote in November, 2010 on whether or not to create a dedicated fund to begin this rehabilitation.
- Roadways and drainage systems throughout GWH will also need to be rehabilitated as they age. A model developed for the West Houston Association estimates the cost to rehab systems in GWH outside the City of Houston limits could be approximately \$250 million per year. This amount significantly exceeds current funding levels. Compounding the difficulty is that these systems are in unincorporated areas and have limited governance options, a model that is not sustainable for a rapidly urbanizing area.

Each of these focus areas are important to quality of life and sustainable economic growth of Greater West Houston. They will continually be addressed by the West Houston Association and its membership in order to provide the best possible infrastructure to support our expected growth.