

# North Texas Alternative Futures Report on Results

September 18, 2009  
Irving, Texas



## Table of Contents

	<u>Page</u>
Introduction.....	1
Connected Centers Scenario .....	1
Return on Investment Scenario.....	11
Diverse, Distinct Communities.....	22
Green Region .....	33
‘Best Futures’ Reports .....	46
Keypad Polling Results.....	50
North Texas Alternative Futures Assistance .....	53

## Introduction

This document presents the results of discussion at the North Texas Alternative Futures session on September 18, 2009. The first four sections present the notes of the small group discussions of each of the four Alternative Scenarios that Vision North Texas has been evaluating. The notes for both discussion sessions of all 27 groups are presented. Notes are not presented for Group 25 because that group joined another small group during each round of discussion. Following the discussion notes, the highlights of the 'Best Futures' reports are presented for three of the four scenarios. These notes accompany the presentations made by each of the 'Best Futures' reporters who listened in on the discussions and provided comments at the event's Results Session. Lastly, the results of the keypad polling are shown. This keypad polling was part of the results session at the end of the morning. Approximately 190 people participated in the polling.

## Connected Centers Scenario

### Table 1, Round 1

#### Question #1 - Advantages

- Air quality
- Better health
- Less congestion
- Maximizing existing patterns
- More disposable income due to transportation and other costs
- Tourism
- New vehicle design possibilities

#### Question #2 - Disadvantages

- Financial costs of just using rail systems
- Safety concerns particularly with bike trails
- Reframing of image and delivery technology of the bus system

- Zoning and traffic laws
- Creating environmental design and not just pathways
- Parking design/quantity
- Win/Lose - who is a center?

#### Question #3 & 4 - Action Tools & Feasibility of Action Tools

- Missing - how to stop business as usual?
- Region wide impact fee needed and the issue is a change in the state law
- We need to reduce/eliminate competition and incentive costs within a region
- Find a way to fund regional transportation
- Feasibility of Action Tools with the current tax structure
- Equality issues in funding new growth/development

#### Question #5 - Update or modifying the principles

- Mention community safety - highlight this
- The key is implementation of the principles
- Generating political will to implement, ways to encourage the shift
- Remove barriers to this scenario

#### Question #6 - Vision of the best future for North Texas

- Urbanization of existing centers (75% of development in existing centers)
- More transit, less single occupancy vehicles
- More greenways for biking and walking
- Less costly TOD developments
- More convenient and reliable public transportation
- More density

### Table 1, Round 2

#### Question #1 - Advantages

- Transportation element with emphasis on alternative transport is what makes it viable
- Very practical
- Augmentation – connectivity between services offered in 2 different locations
- Centers themselves can become distinct community
- Challenge: education needed to change behavior
- Water use: smaller yard reduces water consumption
- Reduction in emissions
- Agglomeration of types of use in 1 center which is attractive to businesses who enjoy synergy
- Victory is not economically feasible
- Critical mass is needed
- Each needs to be distinct: mass, size, services ... they tend to be similar
- Need character, flavor and agglomeration of design and no entity to manage or govern design and principles
- Specialty centers might be offered special incentives (education, telecommunication, medical)
- Remove obstacles – councils oppose density in some cases
- Education feasible but not necessarily effective
- Technology is another incentive/advantage
- Financial feasibility – variety of incomes
- Diversity within centers – can become counterproductive
- Form based code can be a tool to ensure not everything looks alike
- Transportation funding – moving from funding for roads to rail needs to be continued
- Need to accommodate bike lanes, etc.
- Need to take a broader view of how transportation connects to broader community
- Don't need same use at each center
- Can include uses like post office
- Stimulus money to include low income available?

- Development is feasible because is happening already but need to expand and incorporate additional tools
- Difference between lot size and density and policy makers need to embrace
- Regional Government tool is feasible and is most important key to success
- Policy makers/funders need to be taught and educated (don't assume they know)

#### Question #2 – Disadvantages

- What is essential make-up of your community? What are interests?
- We need to be more expansive in what we allow to happen
- ISD not addressed; education not addressed
- Need targeted audiences
- ISD need to engage and embrace – they need to be incorporated into alternative future
- Kids being bused – no neighborhood elementary schools
- You raise price/cost of driving and behavior will change, but also need infrastructure to support
- Will taxes be across the board if they are used for incentives?
- Penalties for driving would make sense
- Gas tax – vehicle registration fee
- Expansion of toll system shows there is no outcry and people are getting used to idea of paying but if it hurts enough people will change behavior
- Texas is a whole different country
- More synapses = better brain – more connectedness = better cities (or regions)
- Green is a significant aspect of any scenario; growth of green industry will be great
- If we avoid or don't confront green industry/green issue you will be left behind
- We are not feeling pinch but we have to establish connectivity so we can be prepared 40 years from now

- How are we dealing with community and quality of life
- Cultural issues have to be addressed and affordability
- You need a mixed community that is not just high-end condos; need mixed income as well
- People need a sense of pride in knowing there is something there for them
- What is our product and how will we compete as a region?
- Need overarching commitment to better brains (education)
- Institutions and universities must be involved

#### Question #3 – Action Tools

#### Question #4 – Feasibility of Action Tools

#### Question #5 – Update or modifying the principles

#### Question #6 – Vision of the best future for North Texas

### Table 2, Round 1

#### Question #1 – Advantages

- More density in defined areas
- People can live where they work
- Plan more easily for transportation
- Transportation 1<sup>st</sup> – Development follows vs. other way around
- Reduce travel
- Can lose effectiveness if for example employment takes over
- Requires cultural shift
- Mixed use illegal in some cases so need to change mindset

#### Question #2 – Disadvantages

- Connected center is a scenario that is actually happening
- Operational challenges (costs)

- Mixed use notion opportunity should be expanded beyond retail/condo but include SF Housing for persons who want a yard/home
- Young, no kids, empty nesters is what current mixed use appeals to but needs to appeal to market in between (yard, kids)
- Not everyone will live/work in same place so reduce in travel time between
- Challenge that economics is driver
- Don't have to use car to live rest of life (ex: can walk to get coffee and groceries)
- Government commitment is needed to encourage mixed use
- SF Home can change and be better; you can densify and still have appropriate SF lot
- Demographic shift will occur because they are accustomed to living in dense environments
- Work trip linkage
- Challenge is funding not in place for public transit
- Development will occur where easier for people to move to and from
- Funding needed for infrastructure so development can occur
- No institutional structure available to accept idea of funding and connection
- Until density increases there will be no funding for support of public transit (ex: cities like Rhome)
- Ex: peak ridership for proposed DFW – ridership was only 6,000 daily
- Trade off of travel time, convenience, cost

#### Question #3 – Action Tools

- Development options
- Should be cheaper to infill than sprawl because infrastructure already there
- No educational facilities listed for development option
- Transportation system currently avoids education facilities

- We have to build low/moderate income centers – mixed use does not accommodate mixed income
- Subsidies may be required by Government to accommodate mixed use in lower income areas, otherwise development is profit-driven
- Ex: Portland Metro group has oversight for policy directives to get people in line. This is difficult in TX and might require State interference.
- Infrastructure in place to allow people to live here and work further away
- You can put tolls in place to encourage densification
- Need community – centered development
- If you can't build/fund transit system then this type of development will not work

#### Question #4 – Feasibility of Action Tools

#### Question #5 – Update or modifying the principles

#### Question #6 – Vision of the best future for North Texas

- Support broad constituency
- Need all-encompassing “there”
- Need compelling place where people want to be; otherwise you will not have compelling growth
- Sustainable growth is oxymoron with too much traffic and no water you will be similar to Florida where they say “no more development”
- Development is following schools. We have to provide same quality of education in inner-city as ex-urban
- Connect universities

### Table 2, Round 2

#### Question #1 – Advantages

- Density makes transit viable
- Existing transit encourages development

- Promotes reduction in vehicle miles traveled
- Allows people access to resources not nearby
- Pattern for regional mobility
- Concentrated growth
- Based on existing/not starting from zero
- Balancing sprawl/different sized density centers

#### Question #2 – Disadvantages

- Cost
- Gentrification
- Requires regional cooperation and perhaps funding
- Removes the focus on reducing vs. meeting needs
- Politically difficult
- Could reinforce BAU
- Intermediate nodes can block process

#### Question #3 & 4 – Action Tools & Feasibility of Action Tools

- Tools and incentives are critical for planning
- Clarity over eminent domain
- Ability to acquire land and land banking
- Financing is critical
- Not enough money to do everything
- Political Feasibility of Action Tools difficult
- Action tools don't cover political process
- Moving population makes long range planning/difficult
- Implementation
- Must align political and technical
- Look at best practices worldwide

#### Question #5 – Update or modifying the principles

- Under implementation.....political and financial Feasibility of Action Tools
- Education

- Livable places vs. quality places
- Looking broadly at problem related issues (ex: drainage and ground water supply)
- All parties involved from start to finish
- Reduce influence of special interests

#### Question #6 – Vision of the best future for North Texas

- Regional cooperation via connected centers
- Stop driving; think of working from home
- How to travel “last mile”
- Easy access to home, work and play

### Table 3, Round 1

#### Question #1 – Advantages

- Accommodates planned growth with less sprawl
- Reduce vehicle miles driven
- Increasing land value in urban centers
- Assist with redevelopment
- Connecting existing centers – builds on success, incentives (action tool), legislation – pressure for more tools
- Timing challenge for edge community – advantage is they have time to plan for growth (ex: Joshua)
- Scenario gives us tools to build parameters
- Mixed use centers give opportunities for small businesses, entrepreneurs, community agriculture, etc.
- Physical well-being

#### Question #2 – Disadvantages

- Hard to take existing suburban development to higher density mixed use
- Hard to get public to understand trend and problems. May not understand growth challenges and business as usual isn’t working.

- Short-term development may lose out in the long run if they don’t understand the trends.
- Gas taxes decreasing, so alternative funding source is needed to fund roads.
- Challenge is that there is not sufficient knowledge to create demand to make changes.

#### Question #3 – Action Tools

- Implement public policy recommendations
- Funding incentives – TIF’s, sales taxes
- Increase transportation \$\$ to support infrastructure development
- Tie use of financial incentives to principles of development excellence
- Educate people on advantages of mixed-use development
- Support local comprehensive planning consistent with VNT goals
- Do specific district – level planning for centers
- Educate the public regarding water conservation – use case studies in Metroplex

#### Question #4 – Feasibility of Action Tools

- Share model ordinances, policies, case studies
- Challenge: getting property owners/stakeholders to implement these plans
- Challenge: Transportation funding
- Having faith to wait for results
- Training programs for elected officials, other stakeholders

#### How to get connectedness to work?

- Comprehensive multi-modal transportation plan
- Regional cooperation/mobility plan
- Regional transit agency needed

#### Question #5 – Update or modifying the principles

- 5, 8, 10 fit scenario

- Plan ahead, get zoning in place
- Group like refinements of principles

#### Question #6 - Vision of the best future for North Texas

- Education, consensus building, bench-marking as part of process
- Make change compelling

### Table 3, Round 2

#### Question #1 - Advantages

- Efficiency of transportation
- Node choice
- Increase in density at nodes
- Reduces congestion
- Building on existing infrastructure
- Improved air quality regarding car reduction
- Change in mind set regarding large lot sprawl
- Water conservation
- Time-saving to get rid of car
- Healthy lifestyle - more biking, walking
- Property values can go up - initial advantage
- Higher quality development in connected centers - older structures - opportunity to reinvest/revitalize
- Revitalization - stimulates repair of crumbling infrastructure
- Sharing of amenities
- Housing balances can differ, but offset by connectedness
- Centralized utility services

#### Question #2 - Disadvantages

- High cost of transit to make these connections
- Political challenge of prioritization of rail services, etc.
- Zoning is currently a barrier to higher density
- Business as usual is a barrier

- Competing transportation needs
- More roads, increased congestion
- Lack of public support for transit stations/need to change public perception
- Attachment to personal vehicles
- Loss of personal space, independence in more compact living spaces?
- Change is scary
- Other point - there is more diversity, individuality in high growth areas

#### Question #3 - Action Tools

- Pressure legislature for local options for transportation funding
- Municipal management districts
- Mechanism to provide for mixed income housing, work force housing

#### Public Policy - Group supports policy outlined on pg. 18

- Support higher quality building construction
- Higher cost of mixed use development drives higher unit cost - how to offset?
- Getting network in place
- Education - regarding transit, higher density
- Balance short-term and long-term needs
- Dedication to long-term vision (use examples on the ground to educate public - local case studies)
- Challenge: managing transition between single story residential and higher intensity structures

#### Question #4 - Feasibility of Action Tools

- Providing small percentage of choice
- Developers are required to dedicate right of way for arterial improvements; is there a way to get them to contribute to rail?
- Lack of consensus as to who should pay for arterials and other transit

- Put capital investment; incentive where you want growth
- Integrating smaller, intermediate centers
- Difficulties in serving all with rail
- Offer public bicycles, shared electric cars at various transit stations

**Question #5 - Update or modifying the principles**

**Question #6 - Vision of the best future for North Texas**

**Table 4, Round 1**

**Question #1 - Advantages**

- Better quality of life, use of person's time, less pollution, strain on water resources
- More social interaction
- Creates opportunity for quality development, economic development
- Reduces sprawl
- Transportation improvements, less demand on highways
- Return on investment
- Distinct community capability
- Redevelopment opportunities, safer environments

**Question #2 - Disadvantages**

- Potential over high density development
- Lack of personal green spaces, noise issues
- TOD's challenged to be economically diverse
- Risky market demand
- Increase in crime
- Resistance in exurban areas

**Question #3 - Action Tools**

- County land use/zoning
- Continued visioning process
- Political will to implement plans

- Infrastructure planning and funding
- Economic development planning and implementation
- Regional coordination

**Question #4 - Feasibility of Action Tools**

- Existing municipal codes
- Lack of vision (political)
- Identification of obstacles

**Question #5 - Update or modifying the principles**

- Additional financial viability

**Question #6 - Vision of the best future for North Texas**

- Economic, Fiscal sustainability centers appropriate for diversity and community
- Accessibility choices (multiple/easier)

**Table 4, Round 2**

**Question #1 - Advantages**

- Has elements of other scenarios
- Diversity of price ranges for homes
- Redevelopment opportunities
- Walkable, hidden parking
- Transit in some developments
- Can be without rail - bus or other alternatives needed for connections (hike, bike, tram)
- Alternate lifestyle choices in urban environments
- Creation of pockets of high density redevelopment
- Economic/job opportunity for more people

**Question #2 - Disadvantages**

- Depends on rail location
- Development driven by school district quality

- Parental desires for space
- Tied to historic architectural preferences
- Architectural homogeny
- Zoning, land use
- Developmental risk

#### Question #3 - Action Tools

- Education - bias?
- Political buy-in
- Infrastructure re-use
- Incentive for redevelopment
- Implement green, healthy development
- City encouragement of tele-commuting
- Technical assistance
- Affordability incentives

#### Question #4 - Feasibility of Action Tools

- Funding questions - taxes, impacts, user fees
- Shrinking Federal and State funds
- Overall expense of rail/long term subsidies
- Implementation timeframe
- Identification of future risks
- Demographic and income (growth mismatch)
- Political agreement

#### Question #5 - Update or modifying the principles

#### Question #6 - Vision of the best future for North Texas

### Table 5, Round 1

#### Opening remarks:

- Mockingbird Station (6 yrs.) - 1<sup>st</sup> in area - Ok for Dallas
- Victoria (6 yrs.) - New owner, Katy Trails, Museums

- Mixed use - over shot \$ potential recession
- Ft. Worth (30 yrs.) - sustainable?
- Vision centralized with \$ and city cooperation
- Ft. Worth - Urban villages, walkable, mixed use, affordable vs. Urban corridors
- Education Process (terms)
  - Density, Mixed use
  - Mind set / perception says all high-end
- Park Land Area
  - Green line
  - \$200K Condos
  - Energy costs
- Diversity helping each other and overlap

#### Question #1 - Advantages

- Walkable
- Community health
- Accessibility
- Air quality
- Transportation connections

#### Question #2 - Disadvantages

- Congestion
- New Construction
- No resources or political will
- Who is going to make this happen, policy makers?

#### Question #3 - Action Tools

- TIF - not enough TIF teeth to get what you want planned development
- Integrated uses identified
- More rail - initiative/investment options with connections at roads to destination

**Question #4 - Feasibility of Action Tools**

**Question #5 - Update or modifying the principles**

- Health
- Education on each topic
- Walkable
- Education of high quality (elementary through college)

**Question #6 - Vision of the best future for North Texas**

- Compact & Efficient
- Complete big picture and connected lifestyles
- Inclusive/Affordable

**Table 5, Round 2**

**Question #1 - Advantages**

- Pedestrians generate development
- Node clusters = something happening and a value (developer incentive to build around nodes)
- Regionally - investment in existing values to build

**Question #2 - Disadvantages**

**Question #3 - Action Tools**

**Question #4 - Feasibility of Action Tools**

**Question #5 - Update or modifying the principles**

**Question #6 - Vision of the best future for North Texas**

**Table 6, Round 1**

**Question #1 - Advantages**

- Complete streets - Maximum use of ROW

- Street cars - lower cost for short distance travel
- Diversity of use - scalable
- Diversity of transportation choices
- Express bus routes

**Question #2 - Disadvantages**

- How do we pay for it?
- Schools (quality) create largest challenge
- Aging population - connectivity to healthcare
- Quality of life tied to transit time

**Question #3 - Action Tools**

- Nodal form based codes - not community wide
- Aesthetics - appealing street fronts gives longevity and value - long term
- State Legislature must give cities and counties more control
- Public/Private partnerships/TIF's/Infrastructure funding
- Higher density reduces water demand
- Implementation needs to be a higher priority
- Quick wins - fast track quality projects

**Question #4 - Feasibility of Action Tools**

**Question #5 - Update or modifying the principles**

**Question #6 - Vision of the best future for North Texas**

- Multi Modal Connectivity
- Overall choices
- Set higher minimum density
- Doorstep Options - housing and transportation choice
- Green Space will follow good development
- Usable green space along transit corridors
- Hi-Density affordable housing near workplaces
- Quality schools drive families

- Choices-Education-Transportation

## Table 6, Round 2

### Question #1 - Advantages

- Long term viability
- Brings region into 21<sup>st</sup> century
- Allows us to compete with other cities
- Health benefits of walkability
- Environmental benefits
- Transit corridors contract population closer to connected centers

### Question #2 - Disadvantages

- Expense
- Implementation
- Education about benefits
- Legislation
- Many spokes no wheel (ex: Connecting McKinney to Frisco)

### Question #3 - Action Tools

- Form Based Zoning - Incentivize developers
- Impact Fees
- Success stories encourage copying

### Question #4 - Feasibility of Action Tools

### Question #5 - Update or modifying the principles

- Develop excellent principles
- Green is an amenity
- Economic development
- Housing options within developments
- Encourage intelligent phased building programs

### Question #6 - Vision of the best future for North Texas

- Distinctive connected centers
- Diverse
- Complimentary linked centers
- Smart incentives for smart development
- Federal Funding
- Connections are key

## Table 7, Round 1

### Question #1 - Advantages

- Follows natural development pattern with dense cities forming along transportation corridors
- Utilizes existing infrastructure (trans., water)
- Promotes carpooling to transit stations
- Provides opportunity for cities/counties/agencies to coordinate planning effort at regional level
- Focus on region as a whole
- Enhanced walkability, biking
- Ability to incorporate important elements of other scenarios
- Reduces time lost in traffic, encourages more free time
- Reduced emissions from vehicles

### Question #2 - Disadvantages

- Unclear what the population/geographic scale is of centers
- Developers unwilling to dedicate land/amenities without incentives
- Large public investment required ahead of development
- What is developed between connected centers?
- Profit driven developments at centers are potentially not diverse

### Questions #3 & 4 - Action Tools & Feasibility of Action Tools

- Zoning details/conflicts contribute to effectiveness
- Success based on public support
- Requires new institutions for implementation

- Model ordinances and templates key
- Could require stronger input from region/state

#### Question #5 - Update or modifying the principles

- Increased physical activity/access to care/access to fresh/health foods (add health guiding principle)

#### Question #6 - Vision of the best future for North Texas

- Can incorporate best ideas from all scenarios

### Table 7, Round 2

#### Question #1 - Advantages

- Connects established pattern of development
- Centered on transit/transportation
- Maximize usage of existing/new infrastructure
- Walkability = health benefits/environmental benefits
- Balance of higher/moderate densities
- Proper incentives could encourage affordable housing

#### Question #2 - Disadvantages

- Cost of public investment
- Potential lack of character at centers
- Lack of economic diversity
- More challenging development pattern/requirements
- Public resistance to higher density

#### Questions #3 - Action Tools

- Better communication with public required
- Revenue tools needed
- Include education component to inform public of vision
- Incentives necessary to achieve desirable development pattern
- Technical assistance for cities and developers
- Need early and continual stakeholder involvement

- Long planning process = changing stakeholders and policy makers

#### Question #4 - Feasibility of Action Tools

- Affordable housing incentives not supported by public
- Positive examples of multi-family, smaller houses
- Need flexible housing choices
- Requires regionalism and cooperation
- Equity of development pattern to areas between and outside of connected centers

#### Question #5 - Update or modifying the principles

- Environmental integrity in place of stewardship
- Account for externalities: other benefits and costs
- Include educational campaigns
- Individuals must be self-motivated to create change (carrot v. stick)

#### Question #6 - Vision of the best future for North Texas

### Return on Investment Scenario

### Table 22, Round 1

#### Question #1 - Advantages

- Increases density, redevelopment opportunities
- Reduces travel time
- Reduces sprawl
- Connects region
- Sense of community, supports sense of place
- More opportunities for public/private partnerships
- More public, open space
- Allows re-use of land
- Walkable community has health benefits
- Reduces crime because neighbors know each other

- Smaller lots – less water, overall efficiency
- Better quality of structures, more sustainable, environmentally friendly

#### Question #2 – Disadvantages

- Air quality
- Gentrification – are we pushing out the lower income and where do they go?
- Lack of boundary
- Clashes with Texan ideas – bigger is better, more land
- Cost of redevelopment – aging infrastructure, streets
- More time re-zoning
- Historical areas/zoning
- Requires communities to cooperate more, may be difficult

#### Question #3 – Action Tools

- Public/private partnerships
- Communication
- Financial incentives to offer people (individuals and developers)
- Moratorium on growth – disincentives
- Shorter city plans with longer comp. plans (able to update as you go – 5yrs.)
- Get more efficient with water, natural resources
- Encourage codes/ordinances

#### Question #4 – Feasibility of Action Tools

- Incentives work now, it's still a choice for people
- State legislature can be a hurdle

#### Question #5 – Update or modifying the principles

- Have to change an entire culture to embrace higher density
- Educate kids now about density
- Definition of family has changed (who will live in large houses on large lots)

- Focus on types of housing
- Who will walkable communities be marketed to? Who will use them or live there?

#### Question #6 – Vision of the best future for North Texas

- Build community, connecting lifestyles, quality of life
- Reinvest on where you are, seek out common space
- Keep/create valuable neighborhoods
- We love it here, reinvest here, come find out why

### Table 22, Round 2

#### Question #1 – Advantages

- Can not afford the sprawl
- Preserve green space
- Encourages revitalization, re-uses current land
- Less cost for water, infrastructure
- Overall efficiency
- Infrastructure – replace shorter area rather than farther out
- Must learn to live with the areas we have
- Increases density, makes mass transit more marketable (system makes more sense)
- “Eyes on the street” – neighbors looking out for each other
- People don't want to change, “it's my land”
- Feasibility of Action Tools of selling this to developers

#### Question #2 – Disadvantages

- Marketability of it all – young families with kids don't want to live in inner cities, schools, yards
- Rail/Mass transit – not easier at times congestion gets worse
- Downtown isn't designed for children
- Cost – expensive to redevelop, higher cost of land
- The entire process – zoning issues
- Air quality in city isn't any better

- Crime – more people in smaller area
- Need change in political will to get it done

#### **Question #3 – Action Tools**

- Incentives and disincentives for redevelopment (both ways)
- Combination of the two – Greenfield becomes more \$ to develop, brown fields become less \$
- State legislature, pass different legislation
- Empower counties
- Educate population that “business as usual” isn’t feasible
- User fees with transportation

#### **Question #4 – Feasibility of Action Tools**

- Incentives more feasible
- Increase education to make changes at a state level

#### **Question #5 – Update or modifying the principles**

- Principles all okay
- Continued education in implementation
- NCTCOG is a great opportunity to work together

#### **Question #6 – Vision of the best future for North Texas**

- Vision statement/catch phrases
- Conserving
- More transit
- More density
- Recycling our land to conserve resources!!!
- Encompasses saving money

### **Table 23, Round 1**

#### **Opening remarks:**

- How do we connect the dots for this scenario?

- What do you do with people who have already invested outside the identified region?
- Sustainability must have a non-governing base
- There also must be Government incentives
- Industrial real estate is hurting

#### **Question #1 – Advantages**

- Efficiency
- Federal money is about retrofitting
- Businesses do not know how to take advantage of Government programs
- Do we agree with the projected results?
- Water – Yes!
- Transportation – Yes! This could be a greener option because of less sprawl.
- Density – Yes! Diversity of housing may not be there yet.
- At what point can people give up their cars?

#### **Question #2 – Disadvantages**

- Abandoning outlying areas?
- Greener options are appealing for infill
- Do we agree?
- Housing affordability (gentrification)
- May be offset by efficiency, don’t want school quality to decline
- Include inner ring cities

#### **Question #3 – Action Tools**

- Incentives
- Tax increment financing is missing
- How do you utilize older infrastructure?
- Figure out what the market wants

#### **Question #4 – Feasibility of Action Tools**

**Question #5 - Update or modifying the principles**

- Leverage - what we have
- You need a plan that is marketable (quality places)
- There is a time element that seems to be missing
- How do you bring a market perspective to neighborhood planning?  
You need a long term view
- Political will need to be there to support a long term vision

**Question #6 - Vision of the best future for North Texas**

- North Texas works better than the Metroplex
- Austin & Atlanta are big competition
- The heartbeat of North Texas must be stronger!

**Table 23, Round 2**

**Question #1 - Advantages**

- Use existing capacity
- Water use
- Travel time will decrease
- If you add diversity it maximizes investment, but may over drive capacity
- You need incentives to make infill happen
- How do they get there?
- Affordable housing?
- Attractive to long term investment:
- Should promote reinvestment

**Question #2 - Disadvantages**

- How do you grow that without returning to BAU?
- Needs incentive!
- Does congestion increase?
- Can more density be supported?
- Limits freedom of choice
- Gentrification?

- People want to preserve their neighborhoods
- People don't necessarily want to add capacity
- Fewer long term investors

**Question #3 - Action Tools**

- Urban growth boundary
- Preserves open space
- Drives up land values
- May not work here because of land and lack of regional planning authority
- No regional authority
- Cities want to maintain their own authority
- Incentives
- Regional incentives
- Hard to create on instantiation to support this
- TIF's can be counter productive because of competition

**Question #4 - Feasibility of Action Tools**

- Planning must include market interests
- Scenarios change and the market does not always anticipate this
- Look at long term trends (market realities and negative trends)
- Sustainable Development
- Training, volunteers only, NTCOG & ULI type organizations are necessary
- Patience and persistence
- Good models
- Some element of competition helps in training
- Constant need for education because elected officials change
- Credential system may help with training
- Too detailed for online
- Who has the authority to offer regional credentials
- Should be reciprocal across organizations
- Time is a concern

**Question # 5 – Update or modifying the principles**

- Add financial viability
- Likes additional principles especially Health- the public is more aware of this

**Question #6 – Vision of the best future for North Texas**

- Manage the need rather than meeting the need

**Table 24, Round 1**

**Question #1 – Advantages**

- Efficient use of resources
- Efficient use of infrastructure
- Facilitate the use of excess capacity of existing infrastructure
- Investors comfortable with using existing infrastructure for future investments
- Gas prices might restrict development that encourages sprawl
- Leads to more diversification of lifestyles
- There's an existing market for current T.O.D. type of development
- People might prefer to live in areas that they are familiar with
- This might be the most practical way of development because of infinite resources therefore a more likely development scenario

**Question #2 – Disadvantages**

- Cannot use the same development pattern, may not have adequate capacity for extra development
- Gentrification
- Recalibration of development from current sprawl like to a higher density mixed use type of development
- Outer communities with potential for development based on current trends may feel marginalized and left out
- We have no physical barrier to restrict growth to existing areas

**Question #3 – Action Tools**

- Education and creating awareness of the advantages and disadvantages of existing development trends
- Zoning
- Plan new development around existing infrastructure
- Regional infrastructure planning mechanisms with teeth
- Regional funding of infrastructure
- Financial incentives (T.D.R. & T.I. F.)
- 4A/4B sales tax – ensure level playing fields
- Incentives for outer communities to forego sprawl-like development (How?)

**Question #4 – Feasibility of Action Tools**

**Question #5 – Update or modifying the principles**

- Live and work within the same area – is it always practical?
- Connect jobs with residential areas
- Is there an optimum community size?
- What role do personal preferences play?
- Education can play a vital role in creating awareness of advantages of development principles

**Question #6 – Vision of the best future for North Texas**

- Embrace the challenges
- Density, design, diversity, education, investments, incentives
- Practical, inevitable
- Maximize the here and now
- Right thing to do

**Table 24, Round 2**

**Question #1 – Advantages**

- Makes sense, not starting all over
  - Things have grown the way they are

- Capitalize on investments
- Use resources/existing structures
- Things need renovations anyway
- Take advantage of economic resource efficiency
- Do not tear structures down and start something new
- Green strategy
  - Keep re-using what's constructed (ex: New York city because it re-uses its resources)
  - Another example - University Park is the most dense but everybody thinks vertically, driven by location and very few people can afford it
  - University Park has locked out lots of people, supply down - demand up
  - Urban development based on small lots has high prices because the market increased prices
  - Designed for mixed-use

#### Question #2 - Disadvantages

- Economic stratification
- Rich live in desirable areas
- Poor fight for themselves
- Many older properties cannot be used
- Not suitable for re-development (ex: old properties in Richardson, TX)
- To make R.O.I. work you would have to revitalize all of the surrounding areas around the infrastructures (can be expensive)
- We cannot have a new building with poor ugly buildings surrounding it
- Challenge to maintain environmental amenities (planning challenge)
- Expensive to maintain carbon footprint
- People want to walk out their front door into the city and through their back door into the woods
- Communities that are outside the revitalized communities suffer
- The culture of development planning changes
- Make decision based on the new development

- Need public policy restrictions to make the return on investment work because some people will be left out
- Takes incredible political will to make this happen

#### Question #3 - Action Tools

- Incentives
- Growth boundaries that have flexible caps (can't cap growth)
- Linking principles to public assistance
- TIF's in zones but requires a regional governance infrastructure, such as COG
- Need COG acting in development decisions
- Contractors would not be happy with the costs, paying for someone else's vision
- Make sure full cost is advertised
- Who pays for the costs?
- Has to be a mechanism to distribute resources and wealth
- Need a funding mechanism for infrastructure
- Give all the funds to COG and let them fight it out
- NGO's that have resources to enforce and allocate funds, new NGO entity (Where would it get its funding?)
- Bond program for investing - use them at the local level
- Recognize political boundaries and culture
- Transparent set of metrics that measure our progress and reality on the ground
- Re-think changes in land use and zoning regulations (can stop sprawl)
- Restricting the construction of transportation networks within the transportation planning zone
- Can't make it too restrictive because it can hurt growth (ex: Portland Oregon )
- Need incentives for regional food and energy economies that are self-contained (move toward sustainability)

#### Question #4 - Feasibility of Action Tools

**Question #5 – Update or modifying the principles**

- Employment clusters
  - Live where you work, work where you live
  - Reinvigorate areas to attract new employment opportunities
- Education
  - To make changes you need education opportunities
  - Sprawl is driven by the pursuit of good schools
  - Good students do not attend inner city schools (they go to the suburbs)
  - Maintain engaged parents and families
- Need a yardstick to measure progress
- More quantitative vs. qualitative for development

**Question #6 – Vision of the best future for North Texas**

**Catchphrases/Slogan in Return on Investment**

- Scenario on the surface sounds pragmatic, but politically is difficult
- Sounds efficient, conservative but at the same time radical
- Radically conservative
- Realistically radical
- Pragmatically radical
- Radically pragmatic

**Table 26, Round 1**

**Question #1 – Advantages**

- More affordable
- Enhances neighborhood stability
- If right – investigate
- Social interaction
- Preserve natural environmental assets
- Enhance financial feasibility
- Creating water development

**Question #2 – Disadvantages**

- Wealth creation – definition of return on investment
- Water – not “Business as usual”
- Doesn’t encourage creativity
- Aging of capacity

**Question #3 – Action Tools**

- Incentives
- Too complex to be handled by one entity
- Public/private non-profit (ex: HUD conservation)
- Collectively working together
- Broader views
- Making ordinances
- Technical systems – planning regionally/nationally
- Taxes – reduction
- Impact fees
- Speed of process – convenience

**Question #4 – Feasibility of Action Tools**

- Input knowledge
- Grand view
- If combined with incentives (give back)

**Question #5 – Update or modifying the principles**

- Holistic blend on R.O.I.
- Health
- Policy - cost

**Question #6 – Vision of the best future for North Texas**

**Table 26, Round 2**

**Question #1 – Advantages**

- Property values (stabilize, increase)

- Economy (scale already existing infrastructure)
- Value
- Stabilization
- Framework already exist
- Service value
- Reduction (energies)

#### Question #2 – Disadvantages

- Land cost
- Conservation (resources, water, land)
- Buy in from public (reinvestment)
- Tax credits
- Pattern already established
- Up-front cost (re-development)
- Cost
- Changes to existing paradigm
- Housing costs

#### Question #3 – Action Tools

- Cost – investor incentives
- Regulatory incentives
- Flexible regulations/ordinances
- Partnership with community (neighboring)
- Tool kit to promote tools – planning, ordinances, criteria
- Citizen involvement
- Stakeholders
- Education
- Political will
- Examples of successful communities (ex: Downtown Ft. Worth)

#### Question #4 – Feasibility of Action Tools

#### Question #5 – Update or modifying the principles

- Health

- Mental well-being
- Cost/savings
- Closer to food supply
- Concentration on social services
- Vague terms – need to be defined (ex: affordable housing)

#### Question #6 – Vision of the best future for North Texas

- Phrases – maximizing
- Growing the best – preserving the rest
- Capitalizing on what you have
- Change growing to “maximizing” the best

#### Final remarks:

- Sustainable quality
- Balance
- What you need to make a town/city work
- Counties must have same vision and tools to implement the vision

#### Table 27, Round 1

#### Question #1 – Advantages

- Utilize existing infrastructure
- Increase density in already existing urban areas
- More efficient infrastructure replaces existing infrastructure
- Efficient use of water
- Urban environments – culture, entertainment, urban lifestyle
- Existing city services – police, fire, civic amenities
- Limit growth by localized transportation infrastructure improvement
- Good for CBD
- Transit needed to make density work
- Protecting existing neighborhoods

**Question #2 – Disadvantages**

- What about the rest of the region?
- Need to upgrade existing infrastructure
- Challenges with R.O.W.
- Social equity
- Land values increase
- Affordable housing is a challenge

**Question #3 – Action Tools**

- How do we work towards the collective good?
- Change attitudes
- Use existing government tools that are available
- Use economic incentives that are available
- Need state legislation to require infill growth
- Say NO to Greenfield development and re-infrastructure needed
- Regional consistency for policies

**Question #4 – Feasibility of Action Tools**

- Existing tools work – need consistent policies
- Some areas have good tools – some don't

**Question #5 – Update or modifying the principles**

- Educate citizens, politicians, developers
- Change attitudes
- Low density, auto-centric development isn't sustainable
- Rising cost of gas
- Demographic shifts
- Not cost efficient
- Educate, inform, make aware
- Influx of out-state population will help change attitudes
- Change attitudes with clear guidelines

**Question #6 – Vision of the best future for North Texas**

- Desirable and sustainable urban neighborhoods offer more (more is better)
- Reuse it or lose it!

**Table 27, Round 2**

**Question #1 – Advantages**

- Take advantage of what's already there – cost effective
- Transit needed to accommodate density
- Scenario promotes multi-modal
- Long range ROI or short term ROI?
- Public/private relationship
- Citizens emotionally involved with existing state of development
- Need to control growth in Greenfields to promote urban infill
- Need connectivity
- Neighborhood building

**Question #2 – Disadvantages**

- Educate decision makers
- Need to change developers and financial community
- Need political will “first”
- Educating the public as well
- Need data to show developers and financial companies that sustainable development is good for the bottom line
- Need to upgrade infrastructure

**Question #3 – Action Tools**

- Incentives or mandates?
- Education replaces incentives
- Explain the benefits
- Regional comprehensive approach to policies and tools

#### Question #4 - Feasibility of Action Tools

- Scenario is feasible, tools exist, but education and political will need to move forward

#### Question #5 - Update or modifying the principles

- Emphasize education
- Environmental stewardship
- Implementation
- Plans not lacking, but we need to stick to them (Political will)
- Need different stakeholders at the table during planning process (community organizations, city departments, etc.)

#### Question #6 - Vision of the best future for North Texas

- Livable communities
- Perception of desirability
- Built for people
- Urbanization for a better life
- Healthy sustainable core
- Choices - housing, transit, jobs
- Go vertical - density makes walkable urban places
- Take advantage of what we have
- Use it or lose it!
- Revitalize infrastructure
- Healthy sustainable core (re-use urban areas and buildings)
- Choices
- Revitalization of brownfields

### Table 28, Round 1

#### Question #1 - Advantages

- Re-use the infrastructure you have (lower cost)
- Supports existing population
- Improves mobility - investment in mass transit
- Less political resistance

- Preserves community character
- Better land utilization
- Less Greenfield development
- More efficient for city services
- Less proliferation of utility districts (sprawl)
- Opportunity to re-develop creating more natural areas (big box, malls, community centers)

#### Question #2 - Disadvantages

- Cultural resistance to increased density
- Gentrification - housing affordability
- Undersized utilities for high density (water, sewer, etc.)
- Air quality? Does it really improve?
- Opposition to increased high-rise, multi-family neighborhoods (from single family neighborhoods)
- Some communities don't have suitable infrastructure
- Displacement of low-income families
- Access to affordable healthy food
- City must provide adequate investment (increased burden on city budgets)
- Long term maintenance of improved infrastructure
- Increased cost for police/fire departments (How to fund it?)

#### Question #3 - Action Tools

- Brownfield grants (federal funding, feasible)
- Request some level of regional governance (developers will find a city that will allow their type of development)
- Incentives for developers to provide affordable housing (feasible)
- Tax incentives
- Historic preservation incentives (feasible)
- Educate public on the need for change from business as usual (feasible, effective)
- Ordinances, development guide lines (difficult, feasible)
- Revenue tools

- Flexible zoning - allow range of size (develop standards)

#### Question #4 - Feasibility of Action Tools

#### Question #5 - Update or modifying the principles

- Stress education
- Equity
- Emphasize efficient use and conservation
- Redevelopment?
- Use waterfronts as an asset

#### Question #6 - Vision of the best future for North Texas

- Growing the best preserving the rest
- Loading the lines
- Emerging new redevelopment centers
- Quality places, efficient growth

### Table 28, Round 2

#### Question #1 - Advantages

- Reduced infrastructure costs
- Revitalization
- More empty/reusable developments (current economy fosters this)
- We don't have other choices due to increasing energy costs (end of suburbia)
- Improved property for sales tax revenue
- Better connection to job centers
- Encourages retrofit of stressed infrastructure
- Reduces use of fossil fuels
- Increased density = increased mass transit use
- Increased use of existing facilities (parks, utilities, museums, etc.)
- Would improve availability of locally grown food
- Provides real employment opportunities

#### Question #2 - Disadvantages

- Increased costs to upgrade
- Stressed/undersized utilities
- Impact on outer tier developing communities
- Gentrification
- Cultural resistance to flexible zoning - mixed use - high density
- May not encourage diverse types of development
- Densification doesn't necessarily improve quality of place

#### Question #3 - Action Tools

- Community partnerships (encourage cooperation)
- Flexible zoning/development ordinance
- Education of developers, cities/citizens
- Growth boundaries (not very likely without regional authority)
- Transfer development rights (requires incentives)
- Financial incentives (brownfield grants, tax incentives, incentives for educational facilities)
- Enhanced regional governance tools (green development code, county wide planning, etc.)
- Education - curriculum in schools, educate representatives/council/the public
- Transfer cost of infrastructure to sprawling developments (reasonably feasible)
- Quality space development (park creation to encourage redevelopment surrounding)

#### Question #4 - Feasibility of Action Tools

#### Question #5 - Update or modifying the principles

- Education
- It's not if, it's when (declining oil needs to be addressed)
- Resource efficiency (energy independence)
- Plan for the reality of fossil fuels supply decline
- Implement prior transit solutions (electric rail)

- We did it right in the first part of the 20<sup>th</sup> century/wrong the second half
- Federal policy/Auto industry

#### Question #6 - Vision of the best future for North Texas

- Growing the best, saving the rest
- Diversity (encourage/celebrate)
- Meets the needs of a diverse population of all income levels
- Rediscovering the past (street cars, residential centers downtown, light rail)
- Quality places, efficient growth

## Diverse, Distinct Communities

### Table 8, Round 1

#### Question #1 - Advantages

- Preserve identity and community charm
- Variety of characters
- Preserve variety of ecosystems
- Use existing infrastructure
- Redevelop infill sustainability
- Challenge for smaller communities to increase
- Forces cities to survive independently and to create identities
- Create town centers instead of just being suburbs
- Push out lower income existing residents with new development (infill)
- Hard to create separate community with jobs balance after they are already developed
- More incentives will be needed to encourage mixed income and diversity
- This scenario is the most politically feasible

#### Question #2 - Disadvantages

- Consensus of neighbors will be difficult
- Some cities don't have identity
- Hard to sell idea of open space and having separate identity - reeducation
- Don't want 20 Southlakes - not the model to copy
- Need some cities with lower economic base
- Defining difference between suburb and separate community
- Natural aspect is often major part of identity
- Developers need to be innovative and creative to create separate identities and products - townhomes
- Hard to stay the course
- Risk of gentrification - affordable housing
- Need to focus on green region and create distinct communities in that context
- Transportation improvements drive development patterns
- Is pedestrian-oriented realistic?
- Need education to change people from driving alone to start using rail
- Investment in education-school districts (driving force on where people move to)
- Big gap in regional planning is ISD's
- Hasn't been pulled into any scenario

#### Question #3 - Action Tools

- Incentives for lower-income housing - work force housing
- Education to allow higher densities
- Flip investment from roadway to rail
- Improve bicycle lanes and other infrastructure
- Green printing - natural areas
- Rate land to prioritize development areas
- Transfer of development rights
- Standardize ordinances
- ISWM

**Question #4 - Feasibility of Action Tools**

**Question #5 - Update or modifying the principles**

**Question #6 - Vision of the best future for North Texas**

- Maximize benefits
- Identify benefits and maximize - preserve diversity, historic (all of the pros)
- Unique character

**Table 8, Round 2**

**Question #1 - Advantages**

- Cities are going to do it anyway - optimize
- Most palpable economically
- Enhances quality of existing places
- Preserves traditional character
- People want more northeastern look (ex: Addison circle is one example of variety)
- You can have differences - open space and urban
- Recognizes needs of future market demands - market driven - provides choice
- Not just suburbs of 5 bedroom homes - diversity of housing types within neighborhoods
- Balance of affordability
- People aren't forced out as they get older if there are choices in housing types - empty nesters
- Assist in transportation

**Question #2 - Disadvantages**

- Competitiveness
- At this time transportation network does not exist to connect communities

- Market realities vs. community vision mixed use doesn't fit everywhere
- Risk that time will change the vision
- Often requires long-term partner the city may not have - which are hard to find

**Question #3 - Action Tools**

- Incentives and ordinances that promote affordability
- Partnerships - public/private
- Comprehensive plan to protect vision
- Workshops - bring in developers and realtors to get buy in on vision
- Vision that will stand the test of time
- Regional system for transportation
- Cooperative agreements for services (fire, etc.) parks and playgrounds
- Sustainable development tools with economic aspects

**Question #4 - Feasibility of Action Tools**

**Question #5 - Update or modifying the principles**

**Question #6 - Vision of the best future for North Texas**

- Market driven
- Regional vision
  - Diverse, distinct communities, historic downtown, natural features
- Leverage school system, parks, etc.
- Build on strong points

**Table 9, Round 1**

**Question #1 - Advantages**

- Capitalize on community-specific strengths (freedom, market strengths)

- Marketability (flavor, growth based on strengths)
- Distinct sense of community (individual strengths, preservation of character)
- Regional collaboration on: sewer, water, transportation, parks
- Questions of independence and self-determination
- Meeting needs of resident and stakeholders at the local level

#### Question #2 - Disadvantages

- Challenges of regional/local collaboration
- Challenges of zoning implementation
- Driving sense of place vs. sprawl vs. community
- Manage the tools and standards and steering of these
- Protectionism – local development competition without regard to regional collaboration
- Operating within a “Bubble”
- Functioning – oversight
- Unified region
- Policy mechanisms
- Implementation measure
- Balancing interest
- Additional local/regional perspectives
- Losing sight of visioning goals due to local autonomy
- How to integrate regional goals?
- Financing
- Requires strong regional oversight
- Data management
- Governance issues

#### Question #3 - Action Tools

#### Question #4 - Feasibility of Action Tools

- Purchase development rights
- Create new institutions and entities
- Where is the funding?

- Culture shock in Texas with regard to implementation of tools
- Land rights, etc. – acceptance
- Difficulty is a central issue for implementation
- When is it competition and when is it cooperation?

#### Question #5 - Update or modifying the principles

- Regional authority
- Does this evolve or is it simple collaboration?
- Acceptance?
- Question is not “do you do it”, question is “how and when”?

#### Question #6 - Vision for the best future for North Texas

- Try harder – more thought; more process
- Not do you do it. How? And when? (sense of urgency)
- Emphasize development that can be re-tooled
- Long-term sustainable
- A good life is dependent upon being able to get around (mobility, mobility, mobility)

### Table 9, Round 2

#### Question #1 - Advantages

- Market has already invested in infrastructure (baseline)
- Best of multiple worlds (new investment/reinvestment)
- Choice – lifestyle expectations satisfied by community options
- Natural separations aid in evolution of distinctions
- Creating or offering services encourages diverse settlement, which leads to mix of products that supports development of these communities
- Mobility is improved

#### Question #2 - Disadvantages

- Challenge of connecting existing communities
- Investment choices drive path of growth, path of settlement, diversity

- We need to develop the appropriate guidelines to guide better choices

#### Question #3 – Action Tools

- Form based code to preserve traditional character
- Critical – necessity regionally to allow for the right types of development
- Need incentives that involve regional collaboration and implementation, as well
- Need implementation tools
- Mixed use allowances
- This does not deal with “the rest” of the growth taken alone, it is an inadequate tool
- Pedestrian friendly streets

#### Question #4 – Feasibility of Action Tools

- Distinct? Many areas are homogenous. What does this mean?
- Need incentives – how do you develop density and use mixes when there are cheaper alternatives that exist
- Inner ring density is nice, but what about the reality of where people are locating?
- This focus does not deal with the balance of population growth outside of city centers and TOD’s
- We need additional solutions to integrate members of growing populace
- Neighborhood empowerment zones
- Public parking – reducing requirements
- Money
- Informing elected officials on tools and work already done
- Good design vs. Bad design

#### Question #5 – Update or modifying the principles

- Does not adequately address redevelopment of blighted/outdated/vacant need to independently think of this

- Exploit underutilized, existing assets – tremendous capacity already exists and could be leverage

#### Question #6 – Vision of the best future for North Texas

- People will come here for jobs, education, services
- Jobs and Economy are reasons people come here
- Quality of Life

### Table 10, Round 1

#### Question #1 – Advantages

- Different character community
- Enhance ID of the community
- Improve quality environment (quality of life)
- Drive new business
- Job creation/job opportunities
- Keep culture of the community
- Green space opportunity for distinct spaces
- Matches current political framework
- Increases density for individual communities

#### Question #2 - Disadvantages

- Regional government challenges
- Potential of less cooperation
- Does not meet the needs of the current community
- Not all communities are as distinct as they want to be
- Could build an exclusion
- High conformity of individual community
- All individual scenarios can not work
- Insure instinctive mass market

#### Question #3 – Action Tools

- Media
- Low

- High with a lot of education and development

#### **Question #4 - Feasibility of Action Tools**

- Same answer as Question #3

#### **Question #5 - Update or modifying the principles**

- We support all 10 + the 5 added + diversity

#### **Question #6 - Vision of the best future for North Texas**

- Need for diversity
- Quality type of density
- We support diverse, distinct united communities

#### **Final remarks:**

- Recognize incremental decision- making to get to this decision

### **Table 10, Round 2**

#### **Question #1 - Advantages**

- Diversity
- Reducing community time
- Improve air quality
- Reduces congestion
- Opportunity for updating
- Advantage of the infrastructure
- Encourage preservation
- Individual identity
- Keeps historical integrity
- Promotes cultural diversity
- Creates new economic opportunities
- Health (fitness opportunity)
- Improves lifestyle/quality of life
- Spending stays close to home
- Revitalization and reinvestment

#### **Question #2 - Disadvantages**

- Current development practice
- This scenario is currently more expensive
- Lack of current political will to encourage this scenario
- Lack of education/public understanding of this scenario
- Lack of experience of this model
- Texans, not good in implementation follow-up
- Inexperience in redevelopment

#### **Question #3 - Action Tools**

- Need for increased political will
- Need to find equity in funding new growth
- Regional cooperation needs to happen
- Start thinking and acting regionally
- Research and bring best practices to North Texas
- Need for guidelines for short/long term competition and cooperation

#### **Question #4 - Feasibility of Action Tools**

- Combined with Question #3

#### **Question #5 - Update or modifying the principles**

- Add regional and local cooperation and competition guidelines
- Community safety
- Strong neighborhood/strong sense of community
- Financial implementation

#### **Question #6 - Vision of the best future for North Texas**

- Regional cooperation
- Strong sense of community with political will
- Community involvement for a regional and local level
- Creating a strong sense of community and involvement both regionally and locally through cooperation and political will with safety inline

## Table 11, Round 1

### Question #1 - Advantages

- Fun/Interesting
- Quality of Life authenticity
- Allows for more intense resident identification; involvement (helps BIZ decide where to move)
- Education -New High Schools fostered in Diverse, Distinct
- Decreased obesity; more green space
- Less noise pollution
- Plus access to quality healthcare
- Promotes development
- Inside community development
- Less energy intense
- Plus access to good jobs

### Question #2 - Disadvantages

- Fragmented municipal governance
- Unique opportunity to restructure; pool decision-making
- Needless duplication of services (infrastructure)
- Disproportion within the region
- Revenue sharing?
- Effect of rich exurbs?
- Many smaller communities don't want to tear down and start over. We need to share some things.
- Fragmentation that exists would hinder our growth in the future
- Need plus efficient regional resource sharing
- Not competing, battling
- People are responding to this in a positive way
- Possible negative implications associated with idea of prescribing a community's growth
- We are not "versus" each other, we just don't realize how much we affect each other

### Question #3 - Action Tools

- Unconventional zoning ordinance
- Form-Based Code (form+ important)
- Historic preservation
- Roundabouts
- Reactive; not proactive
- Form as a limiter
- Viability of P.A.T. (pg. 19)
- Incentives (stimulus \$)
- Make effective use of money
- Update appraisal standards to incentivize vertical development, densification
- Structures that cause communication to happen
- Legislative authority
- Something that reflects regional interdependence
- No structure with teeth for human-oriented needs
- A lot of people don't get it/care
- Banks think progressively; take advantage of present markets (no way to densify even with developer interest)

### Question #4 - Feasibility of Action Tools

### Question #5 - Update or modifying the principles

### Question #6 - Vision of the best future for North Texas

- Enhancing role of communities; being good neighbors

## Table 11, Round 2

### Question #1 - Advantages

- Flexible; responsive to changing community needs
- Conventional suburbs less satisfying
- Reduced transportation pressures

- Employment opportunities have to complement each other
- Employer shifting towards the “teleconferencing way”
- Best chance for light rail
- Best model for Economic viability
- Engine of community - anchored - anchoring microenterprise
- People will pay for distinctive neighborhoods (ex: Toronto)
- Still needs to be affordable
- Form-Based code can do this (ex: Craig Ranch in McKinney)
- Form-Based code also + flexible; yet still uniform

#### Question #2 - Disadvantages

- Threatening/bias towards densification
- Our situation allows for endless sprawl
- People want to own land
- Have to “push” density agenda (city staff)
- Through education of residents?
- Pitfall: collecting social economic groups exclusively
- Need awareness, recognition and enforcement
- Gentrification/resident displacement
- What about age diversity?
- Will this scenario help people “age in place” where they prefer?
- State has some options
- Buyers are cashing in equity to pay rent
- Allow mother-in-law units to be built
- Plano does it by allowing separate kitchens

#### Question #3 - Action Tools

- FBC = Silver Bullet
- We’ve been designing distinct communities for a long time
- Multi-modal public transit
- What about Big-Box retailers?
- Hard to imagine thriving community with everybody driving to Wal-Mart (in reference to today’s economy)

- How do we define communities?
- What if subdivisions span city limits?
- How do we deal with communities that span boundaries?
- Use open space to define communities?
- Big lack: legal framework to accomplish this scenario
- Toronto: Regional power
- Regional consciousness

#### Question #4 - Feasibility of Action Tools

#### Question #5 - Update or modifying the principles

- Education/Health are very important aspects of region
- Regional agriculture
- Nurture regional food source (food security - 7 days)
- Regional food shed

#### Question #6 - Vision of the best future for North Texas

- Open space, trees, trails, etc.
- Land owner issues - turning open space into dog parks...
- Good for community/social fabric
- Unresolved

### Table 12, Round 1

#### Question #1 - Advantages

- Local political support
- High level of citizen pride
- Uniqueness adds to property values
- Community support and buy-in

#### Question #2 - Disadvantages

- Equality of development
- Could negatively affect tax base if values too high or cost of development

- Challenge if you “go first” – change
- Causes more competition between cities, some cities don’t have a nice core
- Too cookie cutter in new mixed use development

#### Question #3 – Action Tools

- Technical aspects need to be understood
- Training for elected officials
- Challenges in ordinances, especially for fire response, etc.
- Inability to get things done due to political pressures
- Recognize individual communities – but problem regionally and within state
- Strengthen our attitude about water and keeping it locally – not sending downstream

#### Question #4 – Feasibility of Action Tools

#### Question #5 – Update or modifying the principles

- Health – our driving population has added to obesity (need physical mobility communities)
- Focus less on transportation systems – more on mobility (reduce demand)
- Building more roads won’t solve the problem
- Culture now worries about children walking alone
- Walkability should be a focus

#### Question #6 – Vision of the best future for North Texas

- Quality of place and efficient growth
- 2050 – Diverse, Distinct Communities that:
  - Contain educated leadership
  - Freedom of choice while supporting regional goals
  - Unique character
  - Preserving history and character/creating new cultural interests

- Healthy, sustainable communities that people, business will invest in
- Focus more on reducing the need rather than meeting the need
- Publicize best practices to use within cities to overcome objections
- “The slower you go – the more you see and experience”

### Table 12, Round 2

#### Question #1 – Advantages

- Promotes communities heritage
- Preserves existing
- Allows jurisdictions flexibility and regardless of size, independence of decisions (politically more palatable)

#### Question #2 – Disadvantages

- Challenge to embrace the region and its issues
- Stress on infrastructure?
- Mobility – taxes on current system
- May have to travel outside your center to work

#### Question #3 – Action Tools

- Most relevant
  - Incentives – public/private partnerships
  - Modify form based codes – allows communities to create their own characters
- Most challenging
  - Incentives
  - Codes – especially for fire, etc.
  - Demands for emergency response
  - Infrastructure design plans
  - Need model ordinances for public safety response
  - Emphasis on educating elected officials
  - Technical assistance – planners, engineers, leaders
  - Drawback to scenario – isolation and lack of infrastructure

- Can cities, however, create/participate at their own scale?
- Gives greatest amount of autonomy to communities easiest to implement, hard to think regionally

#### Question #4 – Feasibility of Action Tools

- Need examples of best practices that are affordable
- Need transferable best practices

#### Question #5 – Update or modifying the principles

- Efficient growth – a challenge
- Improve efficiency – balance – quality
- Green space / density
- Needs emphasis on quality land use planning
- Some cities have too much infrastructure to maintain
- Sustainable development – strategic development
- Development options

#### Question #6 – Vision of the best future for North Texas

- Diverse, integrated, efficient, quality development
- Quality of life
- Healthy
- Equitable
- Autonomy
- Financially sustainable
- Keeping local investment local

### Table 13, Round 1

#### Question #1 – Advantages

- Recognizable brand
- Stay and reinvest
- Creates community pride
- Gardens and festivals
- Bike trails, benches

- Celebrates culture
- Walkability – speaks to health
- Mixed use/compact development
- Fitness items – trails, etc.
- Infrastructure is already present

#### Question #2 – Disadvantages

- Age of infrastructure (upgrade preferred rather than new)
- Look at policy (health and nutrition)
- Territorial (regionalism concern)

#### Question #3 – Action Tools

- TIF (funding mechanism to kick start mixed use)
- Fear of multi-family
- Need of elected officials to accept change as well as developers
- Resolution component
- Address safety (ex: bike trails)
- Neighborhood empowerment
- Create financial advantage
- Feasible to establish rail development
- Maintain distinctiveness
- Need of rail/bus convenience
- Parking (lack of) might help incentives bus/rail

#### Question #4 – Feasibility of Action Tools

#### Question #5 – Update or modifying the principles

- Action items to go with principles
- Balance of development options and land use type improvements

#### Question #6 – Vision of the best future for North Texas

- Headlines – break the mold to improve the quality of life and enhance growth

## Table 13, Round 2

### Question #1 - Advantages

- Unique
- Better use of space
- Identifiable
- More feasible approach

### Question #2 - Disadvantages

- Inhibit growth
- Inefficient transportation
- Enough of a change?
- Lack of “regionalism”
- Low income families can’t compete (challenge)
- Need to address social/economic justice
- Balance between thinking regionally and acting locally

### Question #3 - Action Tools

- Business rights to have % of business in home
- Advertise at regional level to attract businesses
- More support for regionalism
- Wealth
- Transit between distinct communities
- Incentives need to match outcomes
- Business-related
- Education of residents
- Diversity as island - should be better linked
- Viable technology
- Need to incentivize adoption of recommended actions
- Transportation disconnect

### Question #4 - Feasibility of Action Tools

### Question #5 - Update or modifying the principles

- Phase 1 - anti-distinct
- Phase 2 - Policy to make more efficient (incentives)
- Shared facilities - decide what would be shared vs. distinct (keep essential, share others)

### Question #6 - Vision of the best future for North Texas

- Separate together
- Unique
- Think regionally, act locally
- We’re in it together

## Table 14, Round 1

### Question #1 - Advantages

- Preserving unique character of each area
- Authenticity preserved
- Communities work together to market region
- So many communities already made significant investments
- Use amenities of whole, by maintaining distinct character
- Southlake Town Center - moved Government Center made it work (developed on Greenfield)
- Community with different personalities, good way of organizing growth (ex: Oak Cliff - interesting character)
- Creating alternative community with identifiable character - proud of Oak Cliff (diverse)
- Diversity in community (make up)
- Depends on current/historical development

### Question #2 - Disadvantages

- Southlake, congregation of youth - curfews needed more residential to balance
- Car based transportation issue with this scenario

- No economic diversity (ex: Southlake Town Center) versus communities that were established previously/historical background
- Cannibalization of communities
- Want to start creating like/similar amenities in each community vs. taking advantage of each
- Do we want everything to look the same? NO, embrace diversity of communities!
- Like parts of this scenario; would combine scenarios
- What does growth by distinct communities mean?
- Using many of the same planning tools
- Incentivize development with city centers boundary-multi-growth boundaries
- Incentivize preservation of important character traits
- If wanted agrarian nature preserved-could do this

#### Question #3 - Action Tools

#### Question #4 - Feasibility of Action Tools

#### Question #5 - Update of modifying the principles

- Cultural/historical nature preserved for each community, quality of life is improved, helps with economic development
- Customer/citizen can choose where they live
- What if living next to a city that doesn't want change and change is being forced?
- Scenario change brings challenges (ex: Transit fragmentation)
- Need mandatory participation in a larger entity to deal with regional issues (organizational issues)

#### Question #6 - Vision of the best futures for North Texas

#### Final remarks:

- How to identify centers and what makes them distinct?
- How to measure attributes like community health?
  - Economic development evaluation tools

- Competitive benchmark tool
- Define quantifiable measures

- What would distinct communities be in Dallas?
  - How to identify?
  - What is the ideal model?
  - Each community is diverse

### Table 14, Round 2

#### Question #1 - Advantages

- Economic advantage - distinguishing community can draw on economic development
- Distinct place creates attachment to a place
- Have to define sense of place and distinct character
- Make diversity interesting not intimidating (ex: Bishop Arts District)
- Choice is offered to citizens
- Diverse retail is interesting
- Not going into green areas as much, clustering development in current areas
- This scenario is more feasible than others because locally driven

#### Question #2 - Disadvantages

- Has to be a regional effort
- Can or will everyone buy into regional approach?

#### Question #3 - Action Tools

- Overlay Dist. Can only lay groundwork
- Fort Worth strives to be distinct - take distressed commercial corridors and develop, educate community
- Educating community is vital to creating communities
- Targeted capital improvements
- Incentives - neighborhood improvement zones (bring development)
- Zoning for mixed use is key

- Good design codes – form based
- Public/Private partnerships
- Faster entitlement
- Public official education/regional packet
- Land locked cities have to be creative

#### Question #4 – Feasibility of Action Tools

#### Question #5 & 6– Update or modifying the principles & Vision of the best future for North Texas

- Creation of high quality schools is important to creating distinct communities

#### Final remarks:

#### Major thoughts about the scenario

- About smaller areas
- Education – tools to create distinct communities
- More feasible scenario to implement
- Can't just focus on own city but must still think regionally
- Political will
- Leadership
- Enable diversity, don't over regulate it because it dampers creativity
- Balance between flexibility and conformance to community vision

## Green Region

### Table 15, Round 1

#### Question #1 – Advantages

- Plan better developments
- Change in demand
- Attracts community-minded citizens
- More \$ for Green communities

- Quality of Life – air/health
- Energy usage lowered
- Attract workers interested in green projects
- Spurs diversity and connectivity
- Slowed economy provides time to plan

#### Question #2 – Disadvantages

- Time up front to plan
- Taxpayer investments to protect lands
- Don't know about protected lands
- Slowed development
- Need to educate community about business opportunities
- Detracts economic development opportunities

#### Question #3 – Action Tools

- How do we identify lands?
- Identify community leaders and get them involved
- Educate developers/offer incentives to developers of green projects
- Citizens have to lead the charge
- Educate city leaders
- Need for funding

#### Question #4 – Feasibility of Action Tools

#### Question #5 – Update or modifying the principles

- More awareness across all generations
- Less can be more from a quality of life standpoint
- No disadvantage to going green
- Retrofitting old buildings must be mandated
- Look at long term plans
- Business investments
- Community investments
- Policy changes to prevent roadblocks
- What is the cities view of density – how much?

**Question #6 – Vision of the best future for North Texas**

- When Green is gone – it’s gone
- Education, education is the new location
- Everyone educate one another
- Green is the best return on investment
- Religious institutions can communicate the message

**Table 15, Round 2**

**Question #1 – Advantages**

- Value of Green spaces for our environmental benefits
- Access to healthy fruits/vegetables
- Walking trails, encounter nature
- Allow agricultural businesses to remain in the area
- Recreational areas – state parks, nature centers

**Question #2 – Disadvantages**

- Costs
- Constraints
- Gentrification of areas due to high density created
- Identify areas to be protected
- How to define preservation
- Pushing population into animal habitats when planning is not done right
- Public/private land struggle
- Public complaints about wildlife

**Question #3 – Action Tools**

- Buying development rights
- Education to children, elected officials
- Use of mitigation
- Policies in a fragmented system – collaborate together

- Incentives to preserve
- Development policies to reduce carbon footprint
- Reuse water (rainwater, gray water)
- Fire protection

**Question #4 – Feasibility of Action Tools**

**Question #5 – Update or modifying the principles**

- Health
- Thoughtful building designs
- Education needed for implementation
- Affordability for good school systems
- Keeping residents in communities longer – make them care about their community’s future
- Graduated goals – short term, long term etc.

**Question #6 – Vision of the best future for North Texas**

- Keep the wild in all of us
- Keep Texas Wild
- Let’s not lose nature
- Preserving the future
- Get to know what Green is
- Think Green, Be Green
- It is easy being Green
- We profit with wildlife
- Green \$

**Table 16, Round 1**

**Question #1 – Advantages**

- Lessen degradation of natural resources
- Air quality
- Water quality
- Floodplain protection

- Water quality
- Storm water management
- Air quality
  - Reduction in energy use
  - Reduction in heat island effect
- Transportation
  - Alternative transportation to work and other commutes
  - Less CO2
  - Behavior change
- Elementary school education
- Ecological Services
  - Water retention
  - Flood prevention
  - Wildlife protection
  - People value (enjoyment)
  - Service value
  - Ecological balance
- Political Benefit
  - Ecological boundaries cross political boundaries - unify
- Economic Benefit
  - Green jobs
  - Green infrastructure
  - Green products
- Exponential, affordable recreational opportunities

#### Question #2 - Disadvantages

- Political cooperation (difficult to achieve)
- Behavioral change - cultural shift needed to commute by rail

#### Question #3 - Action Tools

- Fosters funding sources allocated appropriately
- Protection encourages restoration and retrofit
- Ordinances - building codes, energy codes, model ordinances
- Education
  - Public

- Technical
- Developers/professionals

#### Question #4 - Feasibility of Action Tools

- Done over time
- Tipping point/society attitudes
- Building on each other's success
- Economic Benefit

#### Question #5 - Update or modifying the principles

- Educational programs - youth different groups
- Specific tool for each principle
- Cross cultural
- Cross boundary
- Education for landscape maintenance firms (quality of landscape)

#### Question #6 - Vision of the best future for North Texas

- Live Green, Die Green
- End to nature deficit disorder
- Educate design live Green
- Green nature in HD

### Table 16, Round 2

#### Question #1 - Advantages

- Counteract perception that North Texas doesn't have natural beauty
- Adds to positive perception
- Help define ecological zones in turn define communities
- Identify, celebrate and protect natural assets
- Analysis suggests most benefits to this scenario
- Recognize and celebrate existing Green achievements
- Model region as Green destination
- Interconnected and inter related to all other scenarios
- Integrates into our daily lives

#### Question #2 - Disadvantages

- Perception/reluctance to move into this direction
- Begins subsidiary or incentives Government support
- Political risk - demand for growth

#### Question #3 - Action Tools

- Examples, case studies
- Requires Government leadership
- Demonstrating examples
- Emphasize incentives
- Hold your guns - stay with the principles
- Include long term sustainable maintenance to be addressed upfront

#### Question #4 - Feasibility of Action Tools

- Have implementing power structure
- Requires guts
- Change in demographics embraces green scenario
- Education - need to be sold local communities to be healthy and sustainable future

#### Question #5 - Update or modifying the principles

- Include quality places
- Resource #1 priority
- Efficiency is Green
- 10 code principles numbering suggest priority put bullets or put in alphabetical order
- Don't expand keep succinct

#### Question #6 - Vision of the best future for North Texas

- Great place to live
- Green where the living is good
- Green North Texas - our roots run deep
- Green is good business

- Going Green - the only way to go

### Table 17, Round 1

#### Question #1 - Advantages

- Promotes physical activity
- Promotes storm water
- Open spaces promote social interaction - quality of life
- Better prepared for climate change
- Preserves riparian corridors - better water quality
- Decreases crime rates

#### Question #2 - Disadvantages

- May promote lower density

#### Question #3 - Action Tools

- Promote increased density along with preservation
- Need to conserve agricultural production areas
- Encourage local food production
- Harvesting of rainwater
- Encourage local/distributed energy production
- Carbon sequestration credits to promote Green development
- Use green design for schools as education/demonstration
- Plan for adaptive reuse

#### How effective will policies be?

- Lacks vigorous public education campaign
- Need financial incentives for green features
- Will require sticks and carrots approach
- Look at urban growth boundary (enforceable)
- Cooperation between city departments is key
- Need to map features so we know what to protect
- Need common regional goals/principles

- Would require legislative changes to allow county planning and more regional authority

#### Question #4 – Feasibility of Action Tools

- Again – need to promote public education to change peoples attitudes
- Need incentives
- Policies need to be enhanced over time as federal climate change and other environmental regulations are issued
- Need mechanism to give negative attention to developments that don't meet criteria/goals

#### Question #5 – Update or modifying the principles

- Climate change mitigation/adaptation needs more emphasis
- “Green” not emphasized enough – needs to stand out
- “Complete streets” – combine 3 & 8 principles into one common element
- Quality places too generic & changes over time
- Need to promote livability
- Need to promote sustainability
- Unique identity to developments – sense of community
- Promote regional responsibility and identity
- Change “Metroplex” terminology
- Use “transit dependent development”

#### Question #6 – Vision of the best future for North Texas

- Gray past – Green future

### Table 17, Round 2

#### Question #1 – Advantages

- Maximizes benefits of urban ecosystem
- Protects natural assets
- Access to physical activities

- Access to affordable nutrition – local/sustainable agriculture products
- Efficient use of infrastructure
- Provides educational opportunities
- Promotes environmental stewardship/connectedness to nature
- Emphasis has near term impact on existing development
- Will have to be green to preserve tax base
- Better situated to meet climate change requirements
- Reduces pressure on outlying areas

#### Question #2 – Disadvantages

- Politically unpopular for outlying communities
- People have to be willing to live at higher density to make it work
- Need to rectify competing demands
- Need a mix of scenarios – connected centers, etc.

#### Question #3 – Action Tools

- Need county-wide zoning
- Need incentives for outlying communities that want development
- Have to change tax structure if want private ownership of open space
- Need to include policies to promote health
- Air quality concerns, community gardens and parks, trails
- Make communities walkable
- Promote renewable energy
- Need better eminent domain policies to realize public projects
- Increased impact fees for removal of natural assets
- Fencing creates barriers
- Local examples of higher density often poorly done. No sidewalks, etc.
- Need better models with parks, sidewalks, parking, trails
- Need some form of growth boundaries
- Mandatory development guidelines

**Question #4 – Feasibility of Action Tools**

- Need financial incentives to promote this type of development
- Public schools funding/quality issues drive location decisions
- Need to make it affordable and accessible to all
- Avoid green sprawl, promote redevelopment
- Bring ISD’s to table

**Question #5 – Update or modifying the principles**

- Need focus on education system – quality education
- Need to reflect financial underpinning
- More emphasis on housing equity
- Need more emphasis on green, sustainability
- Management/up-keep and maintenance of natural areas
- “Transportation efficiency” does not reflect goals of walkability, transit. Shouldn’t be distinguished from pedestrian design
- Water quality, soil quality not listed under environmental stewardship
- “Health” doesn’t stand out
- Elevate core principles
- Include responsibility
- Preserve environmental systems
- Need to promote public/community involvement – participatory process
- MAPP Process – NACCHO Organization has information

**Question #6 – Vision of the best future for North Texas**

**Table 18, Round 1**

**Question #1 – Advantages**

- National visual landscape
- Improved air quality – carbon offsets because of canopy, will lose federal funding otherwise
- With transportation emissions in consideration, need green infrastructure to reduce carbon

- Quality of Life
- Reduced need for storm-water management

**Question #2 – Disadvantages**

- Cost considerations passed on to cities for storm – H2O management
- How to manage costs?
- Pricing out middle/low income
- How to balance developer needs/costs with tree preservation?
- Eventually all citizens end up paying
- Balance public/private needs and interests
- How to educate public?

**Question #3 – Action Tools**

- Incentives – taxes, impact fees, 380 grants/agreements, improved technology
- Jobs – close to roof tops
- How to increase feasibility
- Education of public from bottom up
- Even distribution of costs
- Development of comprehensive plan – for not just Green
- Environmental assessment of Green infrastructure
- Comprehensive plan on steroids

**Question #4 – Feasibility of Action Tools**

**Question #5 – Update or modifying the principles**

**Question #6 – Vision of the best future for North Texas**

**Table 18, Round 2**

**Question #1 – Advantages**

- Hybrid of scenarios

- Need full array of amenities for living
- Green areas that provide amenities but not liabilities for developers or the region (not mutually exclusive)
- Green areas regions/areas as marketable/desirable
- Health benefits of preservation of Green infrastructure
- Connectivity - pedestrian
- Habitat - Wildlife
- Improved air quality
- Improved water quality
- Improved storm H2O management
- Increased recreational opportunities
- Psychological benefits - quality of use

#### Question #2 - Disadvantages

- Perceived cost disadvantage - How to balance costs?
- Planning required
- Education
- Property right issues - development rights
- Green can be seen as obstacle
- Long-term benefits are not apparent

#### Question #3 - Action Tools

- Comprehensive planning focused on Green
- Collaboration of all levels of Government
- Remediation
- Funding needed to purchase valuable forests/prairie/ etc.
- Conservation easements
- Education of public - people in communities
- Establish public ownership of problem/solution

#### Question #4 - Feasibility of Action Tools

#### Question #5 - Update or modifying the principles

- Better education of school children and up (K-12)

- Environmental stewardship
- Economic growth
- Resource efficiency

#### Question #6 - Vision of the best future for North Texas

- Quality of use for the next 100 years

### Table 19, Round 1

#### Question #1 - Advantages

- Air quality
- Storm water management
- Quality of life (general)
- Economic advantage
- Recreation opportunities
- Infrastructure efficiency
- Habitat preservation
- Less flood damage
- Preventing property loss
- Natural vegetation
- Wildlife corridors
- Shared resources
- Water quality
- Less heat island effect

#### Question #2 - Disadvantages

- Higher cost of living
- Constraining development
- Regional acceptance
- It will take time to change the collective mind

#### Question #3 - Action Tools

- State mandate or Regional mandate

- Education – local, municipal and state level
- Incentives
- Fast tracking green projects (easy)
- Natural resource specialists involvement
- Regional evaluation on appropriate plans
- Conservation funds
- Education on benefits
- Model ordinances (difficult)

#### Question #4 – Feasibility of Action Tools

#### Question #5 – Update or modifying the principles

- Integration of building development codes to develop Green regions (housing choices)
- Mixed-use development (activity centers)
- Green spaces integrated into urban space (quality places)
- Education to participate (implementation)

#### Question #6 – Vision of the best future for North Texas

- Education for a greener future
- Education is essential for a green future
- Education to implementation
- Green education for regional implementation
- Green education = regional implementation

### Table 19, Round 2

#### Question #1 – Advantages

- Meaningful open areas – early identification
- Sustainability is a marketing tool
- A better quality of life
- Less pollution
- When done right it contributes to return on investment
- Becoming a model system

#### Question #2 – Disadvantages

- Does not fully support transit systems
- How are we going to finance costs
- Purchase of land to be preserved
- Over-coming private property rights
- Allows a significant low density development
- Is not the only solution

#### Question #3 & 4 – Action Tools & Feasibility of Action Tools

- Community education as a key tool (community + private sector)
- Regional incentives/disincentives
- Overriding guidance principles
- Benchmarks and case studies to change mind set
- Educating the clients of developers
- A more educated demand
- More sustainable construction
- Sustainability built into the education system
- Decreasing mobility need
- Public transportation
- Funding
- Regional revenue sharing

#### Question #5 – Update or modifying the principles

- Quality places – culture and assets
- Implementation at a Regional level

#### Question #6 – Vision for the best future for North Texas

- Regional sustainability win/win

### Table 20, Round 1

#### Question #1 – Advantages

- Quality of Life

- More access to nature
- Decrease cost of living
- Lower energy cost
- Lower water use
- Lower transportation cost
- Less air pollution
- Survival
- Future generations

#### Question #2 - Disadvantages

- Need to make long-term investment requirements
- Save green space
- Need wind energy
- Green investment is future
- Focus for future
- Per capita energy consumption is ½ in Europe
- People walk
- Auto - centric way of life is dead

#### Question #3 - Action Tools

- Developers are not local - no interest in preserving green spaces
- Need to place value on green space
- Change development practices - these are the rules
- Technology
- Most important is to have a plan

#### Question #4 - Feasibility of Action Tools

- Not very feasible
- Lack of will
- Houston is promoting infill
- Property value increase
- Companies and cities are interested
- Need to adapt policies that make implementation easier

- What is green space in Portland?
- Need to maintain local agriculture
- Grey water
- Backyard Gardens
- Eat seasonally
- Key to sustainability
- Farmers market
- Make it exciting to be green

#### Question #5 - Update or modifying the principles

- Excellence
- Constrained oil supply
- Energy cost increases
- Resource constraint
- Public/private partnerships
- Sustainable
- Additional
  - Education - very important to Green Region
  - Health
  - Equity
  - Culture
  - Quality of Life
- Incorporate education in green projects

#### Question #6 - Vision of the best future for North Texas

- Transportation
- Oil
- Resource limits
- Model is North Texas
- Inter urban street cars
- Interstate rail system
- Exciting
- Auto free
- Dallas in early 20<sup>th</sup> century model for future

- Green to the core
- Looking to past to future
- Taking the best from the past
- Design with nature in mind
- Plan with nature
- Everyone educated about green and the advantages
- Value sustainability
- Take the best from the past
- To grow plus sustain the future
- Electrified rail a necessity not a choice

- Investors do not have long-term view
- Reluctant to change business model
- Cities need to provide incentives for private developers
- Education on “Green” - Green wash
- What really is Green development?
- Need LEED type standards
- Green will be the standard in 2050
- Going through growing pains
- Public sector should set rules
- Private sector will be creative and respond

## Table 20, Round 2

### Question #1 - Advantages

- Integrated multi-disciplinary
- Need new model
- No disadvantages
- Green market
- New business and Government models
- Holistic look at investment
- LEED

### Question #2 - Disadvantages

- More expensive up front - short term
- Can build in Green approach
- Need new approaches to share upfront - costs
- Public believes Green is good
- Benefit from energy savings
- Life cycle costs
- Public perception
- Energy more sustainable
- Rainwater
- Solar

### Question #3 - Action Tools

- All public building be green - helps private market
- Review development regulations
- Feasible only if public/private partnerships
- Government needs to be proactive
- Fort Worth has right attitude
- Action tools would be effective but resistance from development community
- Fear of new things
- Can't go Green in South Dallas - need tax credits, etc.
- Non-profits get grants
- Cities looking at impact on tax base
- Public/Private/Non-profit
- There are models for success
  - Portland
  - Addison
  - Boulder
- Private sector can be incentivized
- Energy plus water conservation
- Lowers cost
- Tax advantage for solar
- Some people need to die off before we can move on

- Texas is behind other states like California
- Public transportation – not even close to what we need
- Getting close to critical point where we have change
- Need change management
- Need pickup truck
- Individual land owner
- Land is business

#### Question #4 – Feasibility of Action Tools

#### Question #5 – Update or modifying the principles

- Employment
- Education
- Awareness
- Green Jobs
- Education of work force
- R.O.I. must be comprehensive
- Better measurement
- Economic
- Environmental
- Political

#### Question #6 – Vision of the best future for North Texas

- Sustainability
- Partnerships
- Attainable
- Efficient
- Measureable
- Accountable
- Realistic
- Sequential
- Timely

- North Texas sustainability through a comprehensive development process that is accountable to society
- Green Growth
- Accountable Green Growth

### Table 21, Round 1

#### Question #1 – Advantages

- Identify assets look ahead
- Trees
- Heat island mitigation
- Air quality
- Water
- Large-scale possible linkages (Region, State, Nation)
- Proven track record – New to Texas
- Development can cost less
- Homebuyers are ready to accept
- Value goes up with adjacent parkland
- Can build same number of lots with less infrastructure and more Green space (feel of larger lots)

#### Question #2 – Disadvantages

- Takes a long time to identify inventory of trees, species, planting sites, terrain
- Public and businesses buy in
- Finding appropriate local options
- Focus on quality of life
- Cost of development?

#### Question #3 – Action Tools

- Incentives
- Establish buy backs
- Conservation easements – floodplains
- Regional Policies

- Best practices – pushing ideas into development vocabulary
- Find economic value for incentives
- Finding possibilities for big and small cities
- Model/uniform ordinances/regulation
- Must find buy in for many actors, especially local officials
- Statewide lobbying for more county control (very difficult)
- Environmental stewardship and resource efficiency (Environmental integrity)
- Water conservation
- Integration of gray and green infrastructure at start of planning process
- Need to allow local buy in to transportation goals regionally
- Holistic approach
- Diversity will drive principles backed by education
- Quality of Life is an outcome of principles
- Education as a principle – or a theme of each of the points

#### Question #4 – Feasibility of Action Tools

#### Question #5 – Update or modifying the principles

- Gray with Green infrastructure
- Are there daylighting possibilities (ex: Trinity River, Collin Creek)
- Moving in direction of recognizing value
- Corridors for all life (birds, animals, trees, fish, etc.)
- This plan supports connected centers
- System of measurement not clear – somewhat inconsistent in wording

#### Question #6 – Vision of the best future for North Texas

- A holistic approach to integrate Grey and Green infrastructure for environmental integrity

## Table 21, Round 2

#### Question #1 – Advantages

- Green space can lead to other types of economic activity
- Same # of units with more Green
- Net positive for cities not paying for as much infrastructure
- Water quality and supply
- Connectivity trails/wildlife habitat
- Affordability may make green more feasible
- Open space good for everyone
- Can you attract people with green initiative?
- Do something cutting edge to change DFW image
- Lower costs become mobile
- Daylighting an old mall or huge parking lot and creating a park
- Restoration and enhancement of natural areas (ex: Frisco Grand Park)

#### Question #2 – Disadvantages

- How do you distribute development opportunities and find economic value in places not developed?
- Convince people to forego development
- How do you create a sustainable city that is built out?
- Will markets make development happen?
- Implementing region-wide incentives and plans
- Must preserve assets we have to compete with other places
- Preserving the natural, subtle beauties
- Overcoming too much retail
- Overcoming sprawl at municipal level (all about \$\$\$)

#### Question #3 – Action Tools

- Overlapping jurisdictional tools needed
- Regional green corridors as important as transportation planning (water, trees, habitat)

- If you need economic rationale to protect Green space, policies must direct that value
- A park is storm water management
- A lake is water supply, habitat and recreation
- Eco-market options – carbon credits
- Long-term cost education
- Better return on initial investment
- Development standards can actually attract people if they are reasoned and purposeful
- Incentives for landowners in a strong property rights state like Texas
- Alternative subdivision ordinances with education as to why
- Supra-regional authority with set standards and ability to direct funds/incentives
- Regional plan implementation and education – work with small cities (tech. expertise)
- Buy up land as municipality/region but needs common philosophy need to be institutionalized
- A community – derived plan with buy in even without regulatory authority

#### Question #4 – Feasibility of Action Tools

- Conservation Easements
- Need to incentivize development
- Monitoring progress (difficult to develop)
- Need to think about what life will be like in 40 years (local commerce)
- Land may be purposeful later if relatively under-used now
- Qualitative and quantitative model – current legislation may remake sustainable industries

#### Question #5 – Update or modifying the principles

- Social equity and economic cost
  - Don't leave a bunch of people out of a sustainable future
  - What are the most cost-effective and doable approaches?

- Must look into future
  - How will we live?
  - Infrastructure built now is for 75, 100 + years
- Cost of transportation will affect everything
  - Commerce
  - Residential
  - Building sizes
  - Cars/trains/buses
  - Can't rely on current economic realities
- Need to look at wildly different possibilities
- Contextualize the future
- Get ahead of the curve (DFW could leapfrog other cities)
- Ongoing education for “radical” “green region” scenario
- Why are current habits bad?
- What would be better?
- How can it be done?
- Bring it down to individual level (ex: water conservation initiatives today)
- Expertise and energy of local people are an asset that must be leveraged
- DFW can be a lab of urban planning; institutions in place today that can serve as models
- People would be shocked if DFW could be a leader (it's happening in green building)
- If big cities lead, then smaller cities will follow
- Market and implementation a bold public/private partnership
- “Park in” lots – use lots when cars don't
- Alliance Stadium

#### Question #6 – Vision of the best future for North Texas

## 'Best Futures' Reports

Four individuals with backgrounds in journalist were asked to serve as 'Best Futures' reporters for the North Texas Alternative Futures event. Each reporter focused on a particular scenario. He listened in on all group discussions of that scenario during each of the two rounds of discussion. Then he summarized the highlights of these discussions. These highlights were presented during the 'Results Session' part of the event. All 'Best Futures' presentations were recorded on videotape. Three of the four reporters provided their written notes after the session. These notes are presented below.

### *Connected Centers Scenario*

Reporter: Tim Rogers, Executive Editor, D Magazine

Tim's notes are not available. His comments can be viewed when the video results of the session are available.

### *Return on Investment Scenario*

Reporter: Bill Hethcock, Commercial Real Estate Reporter, Dallas Business Journal

Premise - To maximize the investment we've already made in our future and incorporate that in future growth.

#### Advantages:

- It just "makes sense" to build on what's already there. It's there for a reason.
- Increases density.
- Reduces sprawl.
- Connects the region.
- Provides opportunities for public-private partnerships.
- Supports existing population.
- More efficient for city services.
- Enhances neighborhood stability.

- Provides for social interaction.
- Improves mobility.
- Provides better land utilization.

#### Disadvantages:

- What do you do with people who have already invested outside the area? Abandonment of outlying areas.
- Potential for gentrification.
- Housing affordability -- potential for displacement of low-income families.
- Ability of infrastructure to handle densification -- potential to overstress existing systems.
- It goes against the grain of how development has occurred over time (leapfrogging, sprawling, spreading outward).
- Limit access to healthy foods?
- Cultural resistance to increased density.

#### Action Tools:

- Can use incentives and disincentives -- disincentives to develop "outside" the area. Make it more expensive to develop in undeveloped areas.
- Brownfield redevelopment grants.
- Historic preservation incentives.
- Public-private investment partnerships.
- Create Urban Growth Boundaries.

#### Feasibility concerns:

- The concern with disincentives is it's not the "Texan" way to overregulate how land is used.
- Is living/working/playing in the same area really practical?
- Funding - How will it be funded?
- If you don't have the political will to follow the model/plan/scenario, then what's the point, it won't happen.
- Planning must include market interests.

- Political will needs to be there to support the long-term vision.

Possible revisions to the region's guiding principles:

- Need to educate citizens, politicians and developers and start educating children now. (about benefits of density, etc.)
- Change attitudes.
- Drive home the message that low-density, auto-centric development isn't sustainable.
- Encourage employment clusters -- Live where you work, work where you live.
- Need a paradigm shift of the definition of Return on Investment. Instead of money being the incentive for building, it would be a more global effort for improving what we already have.

Phrases:

- Quality places, efficient growth.
- Growing through preserving the best.
- Reuse it or lose it.
- Make the heartbeat of North Texas stronger.
- Take advantage of what we have.

### *Diverse, Distinct Communities Scenario*

Reporter: Bill Bancroft, Principal, Conbrio

Advantages

- Every community has its own distinct opportunities
  - ...at same time consistent with regional objectives
- Good for marketability
- Creates sense of community
- Allows to leverage economic development
- Revitalizing some communities
- Unique cultures retained
- Easier to implement because all have own city councils

Disadvantages/Challenges

- Congregation of youth – curfews needed
- No economic diversity – Would you like to live on Disneyland's Main Street?
- Aging and changing demographics
- Can be territorial – promote negative competition
- How do you get the different cities, communities to work together?
- Greatest at-risk to slip back to business as usual
- How do you get one community not to keep another from getting regional things like rail?
- Cookie cutter development...don't want town centers the same
- Conflicts with regional cooperation – resources
- NIMBY

Action Tools

- TIF
- Need elected officials to accept change; need them to know change is coming
- Education to build consensus
- Unconventional zoning
- Form will be real important – form based codes
- Who will do for housing, education, recreation what COG does for transportation?
- You've got to get the people who live there to decide!
- Connectivity – Developers working for the new way
- Incentives for preservation when cities are broke

Principles

- Needs to marry with other scenarios to deal with efficiency vs. quality
- Significant change in land use patterns is critical

Vision

- Desirable – all incomes, all ages
- How do we keep/create the soul of a community?

- Grabbing the best of what we've got and leveraging it in a marketable, sustainable way?

### ***Green Region Scenario***

Reporter: Chris Kelley, Senior Producer, KERA

#### Advantages:

- Better air, cleaner water, more and better preservation of the tree canopies and habitat, improved stormwater management, better recreational opportunities, flood plain protection and alternative transportation.
- Better prepares the region for the emerging era of carbon offsets
- Open space promotes social interaction, physical activity, common gardens
- Better helps us manage/mitigate climate change

#### Disadvantages:

- Some people believes North Texas lacks natural advantages
- Not all developers value Green
- Not all local governments value Green
- The public's understanding of the value of a Green Region is probably lacking
- Local government's understanding of the value of a Green Region is probably lacking

#### Action Tools:

- Contextualize green
- Reward good behavior
- Quantify and celebrate our green assets and successes
- Incentivize developers (conservation districts/easements; tax breaks, etc.)
- Increase densities along with preservation
- Quantify the value of a green region (dollar value of open space, value of public health from open space)
- Conserve agricultural areas, particularly local farms

- Use native plants
- Create and adopt a green vocabulary for the region and teach it in elementary schools
- Teach green benefits
- Educate the building demand to the value of green
- Envision green 40 years out (when it is the norm) and brainstorm ways to get there sooner

#### Embrace the Trinity watershed

- Initiate more effective regional approaches to flood protection and flood control
- Promote redevelopment

#### Go Green Now

- Make green a competitive differentiator
- Consider urban growth boundaries through a regional super structure
- Consider regional approval requirements for large projects that will impact the region
- Mandate old buildings be rebuilt
- Shame bad practices (i.e. pushing human population into animal habitats is bad urban planning)
- Fast-track green projects for approvals
- Local government go green with everything—supplies, new infrastructure, etc. (like DART did with natural gas buses).
- Make the “green impact” parallel with tax-base impact
- stay the course with green principles

#### Problems with these tools (actual or perceived):

- Lack of enabling legislation to execute on these tools
- Higher costs
- Green takes too much time
- Who pays for green
- Green costs will be passed on to consumers
- The public isn't ready for this change

- 
- When it comes to local governments, green means subsidies and incentives

Keywords/Phrases for the Green Region

- Feasible
- Best practices
- Policies that make implementation easier
- Holistic approach
- Delicate balance
- Less can be more
- Environmental stewardship
- In 2050, green will be the new BAU

Possible Green Region slogans

- Keep the wild in all of us
- Get to know what green is
- End nature deficit disorder
- Green North Texas: our roots run deep
- When green is gone—it's gone
- Live Green. Die Green

## Keypad Polling Results

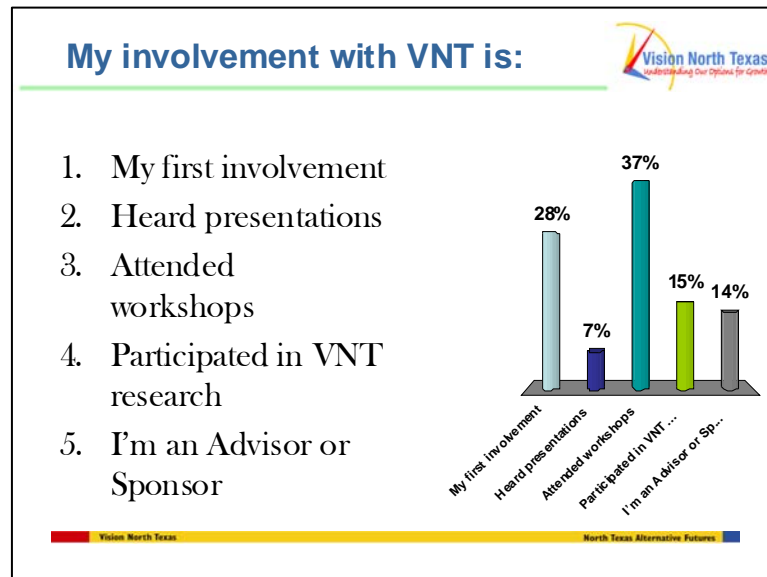
During the Results Session, participants were given electronic keypads to use in responding to a series of questions presented on the screen. Responses were anonymous and were shown immediately on the screen. Questions address three general topics:

- Participants' background
- Response to several general policy questions
- Feedback on the four alternative scenarios

Results for all questions are shown below.

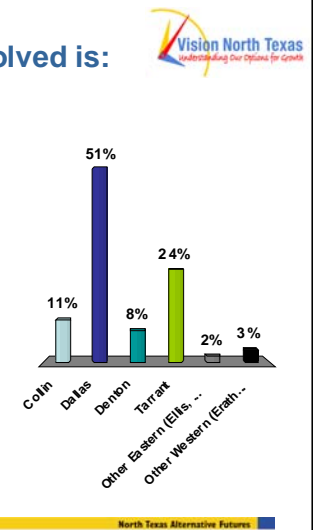
### Participants' Background

The slides on this page reflect the diversity of backgrounds among the event participants. Notably, 28% of participants indicated that this was their first involvement with the Vision North Texas initiative.



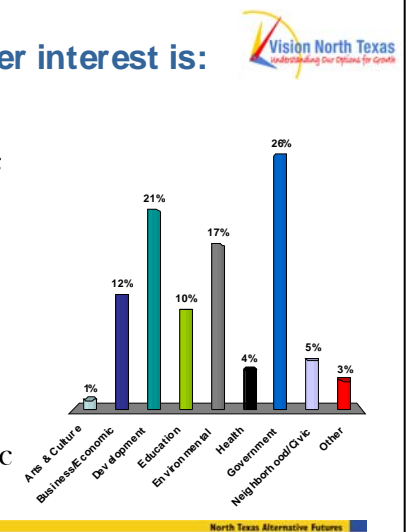
### The county where I'm most involved is:

1. Collin
2. Dallas
3. Denton
4. Tarrant
5. Other Eastern (Ellis, Hunt, Kaufman, Navarro, Rockwall)
6. Other Western (Erath, Hood, Palo Pinto, Somervell, Wise)



### My primary stakeholder interest is:

1. Arts & Culture
2. Business/Economic
3. Development
4. Education
5. Environmental
6. Health
7. Government
8. Neighborhood/Civic
9. Other



## General Policy Questions

The slides shown to the right reflect responses from participants at this Vision North Texas event. They show strong support for the role of sustainability in the region's investment decisions. They also clearly demonstrate support for the creation of a 'preferred growth scenario' which would be used as the basis for setting regional investment priorities.

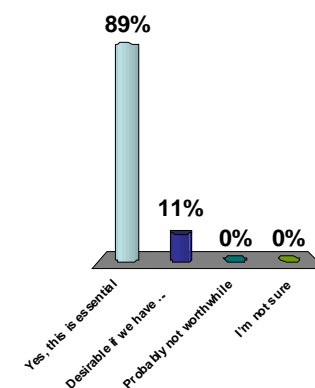
These questions have been posed to participants in other Vision North Texas events as well. They have been part of the series of keypad polling questions since the first Vision North Texas workshop in 2005. This includes the Regional Visioning exercise in 2005, the Leadership Summit in 2006, four subregional workshops in 2007 and 2008, four subregional update sessions in 2008, the 20008 Regional Summit and the workshop for the NCTCOG General Assembly in 2009.

For past sessions, the results of these questions have been summarized for the top two responses (essential or desirable). When asked whether sustainability should be a criterion when North Texas makes regional investments, the average response for past sessions has been that 87% of respondents believe this is essential or desirable. For this session, 100% of the respondents believe this. When asked whether we should set regional investment priorities based on a preferred growth scenario, the average for past sessions has been that 95% of the respondents believe this is essential or desirable. For this session, 98% of participants believe this.

Responses at this session are consistent with the responses at past Vision North Texas events. If anything, current responses show stronger support for these policy directions.

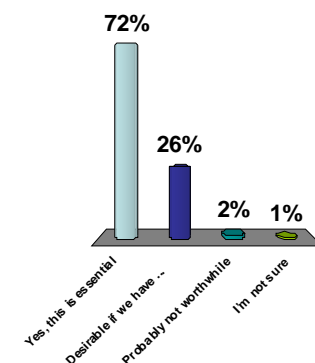
### Should sustainability be a criterion when North Texas makes regional investments?

1. Yes, this is essential
2. Desirable if we have enough resources
3. Probably not worthwhile
4. I'm not sure



### Should we set regional investment priorities based on a preferred growth scenario?

1. Yes, this is essential
2. Desirable if we have enough resources
3. Probably not worthwhile
4. I'm not sure



### Feedback on Scenarios

The final set of keypad polling questions asked participants to indicate the aspect of each scenario that they found to be most positive. The table on the right presents the results of this feedback for each of the four scenarios.

Issue	Connected Centers	Return on Investment	Diverse, Distinct Communities	Green Region
Physical development pattern	3.95%	3.95%	7.53%	3.72%
Investment framework	27.12%	27.12%	1.08%	1.06%
Match with future market needs	3.95%	3.95%	4.30%	0.53%
Effect on communities of particular types	4.52%	4.52%	41.94%	1.06%
Economic effects	18.64%	18.64%	2.15%	0.53%
Environmental effects	2.82%	2.82%	0.54%	55.85%
Equity effects	2.26%	2.26%	4.30%	1.06%
Several of these equally	33.33%	33.33%	33.87%	35.11%
Something else	3.39%	3.39%	4.30%	1.06%

## North Texas Alternative Futures Assistance

These discussion sessions were managed by key individuals who have provided important assistance to Vision North Texas. They include:

Terri Adkisson, Adkisson Consulting  
Barbara Becker, University of Texas at Arlington  
Timothy M. Bray, Institute for Urban Policy Research  
Lou K. Brewer, Tarrant County Public Health  
John Brookby, DFW Commercial Development  
Samuel Brush, North Central Texas Council of Governments  
Dana Burghdoff, City of Fort Worth  
Francois J. de Kock, Half Associates Inc.  
Chad Edwards, North Central Texas Council of Governments  
Eric Fladager, City of Fort Worth  
David R. Gattis, City of Benbrook  
Jeff Howard, School of Urban Affairs, UTA  
Kent L. Hurst, UT Arlington  
Keith Kennedy, North Central Texas Council of Governments  
Rick Leisner, Jacobs  
Annie Melton, Bowman-Melton Associates Inc.  
Warren J. Melton, Bowman-Melton Associates, Inc.  
Steve Mundt, The Land Group  
Alfreda B. Norman, Federal Reserve Bank of Dallas  
Taner R. Ozdil, University of Texas at Arlington- School of Architecture  
Jan Parker, Tarrant County Public Health  
David T. Retzsch, Jacobs Engineering Group Inc.  
David Rodriguez, Ware Architecture  
Richard Shaffer, CP&Y  
Alan G. Stewart, Odyssey Investments  
Monty Watson, The Watson Firm  
Karla Weaver, NCTCOG  
Robert K. Whelan, University of Texas-Dallas  
David Williamson, Omniplan  
Petrine M. Abrahams, UTA  
Mohammed Awad, University of Texas-Dallas

Erin Blackman, NCTCOG  
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Diane R. Cooper, University of Texas at Arlington  
Chuck Dart, NCTCOG  
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Cody Thornton, Cody Thornton Consulting  
Jerry Tikalsky, DART  
Michael Wilkins, Freese & Nichols, Inc.  
Betsy del Monte, The Beck Group  
Robert Folzenlogen, Hillwood Development  
Ann E. Kovich, Half Associates  
John Promise, NCTCOG

