



When, where, and how to grow?

Metropolitan regions around the country are taking charge of their own destiny - finding that they must think creatively and take decisive steps to make sure their community grows in a positive way. Now citizens of the Houston region will have a chance to develop innovative approaches for solving urban problems and to address future growth.

Toward a collaborative vision

The Envision Houston Region initiative provides an opportunity not only to look at long-term growth trends, but also to suggest alternative growth scenarios based upon the vision and values of stakeholders throughout the region. This will be done through a collaborative method of gathering input from a wide range of stakeholders including citizens, elected officials, transportation planners, developers, environmentalists, engineers, and others.

What choices do we have?

According to John Fregonese, the national consultant for the Envision Houston Region project, the reason to do regional visioning is to help the public and decision makers understand the consequences of their choices by developing



Houston region officials get their first look at the land use "game" that will be used in the visioning process.

and analyzing high high-level, long-term, alternative scenarios or visions for growth.

employment centers, neighborhoods, and transportation systems. Participants will use chips to propose population growth in the region.

Workshop Locations

Houston: Sept 17 – George R. Brown Convention Center. 1001 Avenida de las Americas. 8:30 am.

West Harris County: Sept 22 – Omni Hotel. 13210 Katy Freeway. 7:30 am.

Baytown: Sept 24 – Baytown Community Center. 2407 Market Street. 8:30 am.

Conroe: Sept 30 – Lone Star Convention Center and Expo. 9005 Airport Road (FM 1484). 8:30 am

Angleton: Oct 1 – Angleton Recreation Center. 1601 North Valderas. 8:30 am.

REGISTER ONLINE AT
www.envisionhoustonregion.org

A 'game' about Houston's future

The workshops will introduce and deal with development principles, the relationship between land use and transportation, and different concepts of density and urban design. Workshop activities will be based on a visioning exercise developed by the nationally recognized land-use planning firm of Fregonese Calthorpe Associates (www.frego.com).

The visioning "game" will feature 10x12-foot maps of Harris and the seven surrounding counties. The maps will show information such as

Why Start With Values?

"Values are stable and enduring; life's tides as opposed to the waves. Values are widely shared and create consensus among diverse groups. The desire to satisfy ones' values is the foundation of personal decision making. Long-term market forces are values based and values driven."

- John Fregonese, in his presentation at a Blueprint Houston reception

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