

New Homes for Stella Link

May 17, 2022



CITY OF HOUSTON
HOUSING AND COMMUNITY DEVELOPMENT DEPARTMENT



Introductions



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Introductions



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Today's Agenda



1

Project Background

Understand **upcoming development opportunities**.

2

Community Engagement

Discuss **engaging the community**.

3

Key Questions

Key areas of feedback **to inform developers' proposals** for these sites.

4

Breakout Groups

Discuss the key questions in **breakout groups**.

PROJECT BACKGROUND

Harvey Single Family Development Program



Homeownership

Create new homeownership opportunities for residents.



To Meet Community Needs

Match new homes to the needs of current residents of the area.



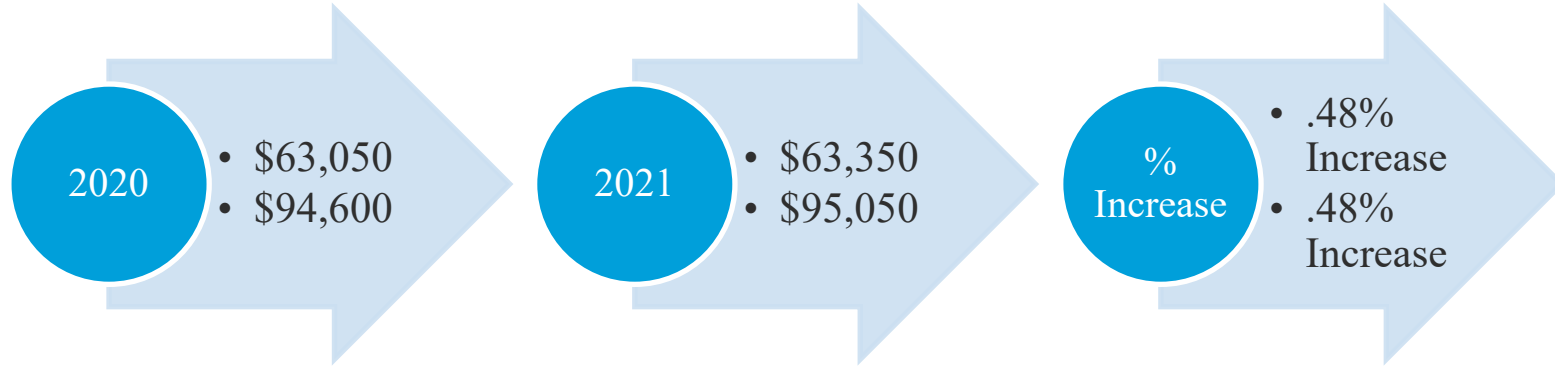
For a Variety of Incomes

The development will provide attainable home options for households and market-rate options for anyone to become a homeowner.

The Need – Area Median Income

4 Person
Households At:

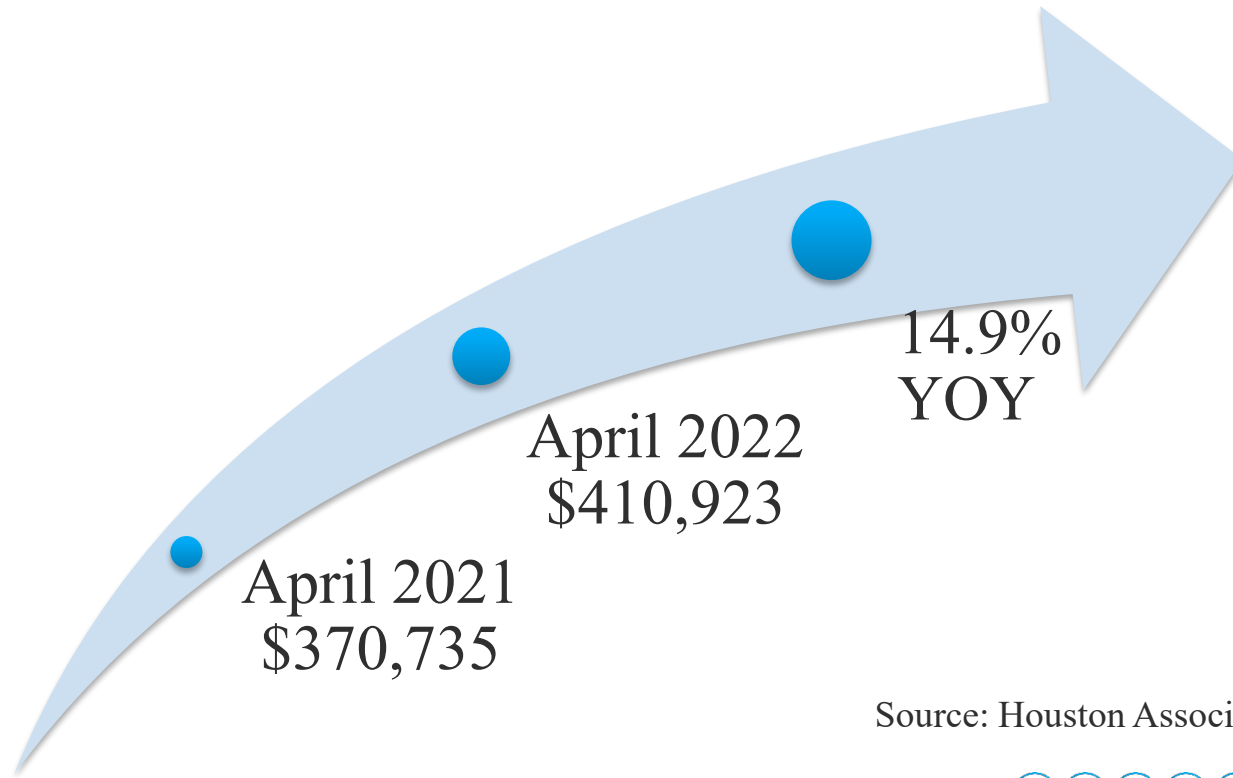
- 80% AMI
- 120% AMI



Source: U.S. Department of Housing and Urban Development
Houston/The Woodlands/Sugar Land Region



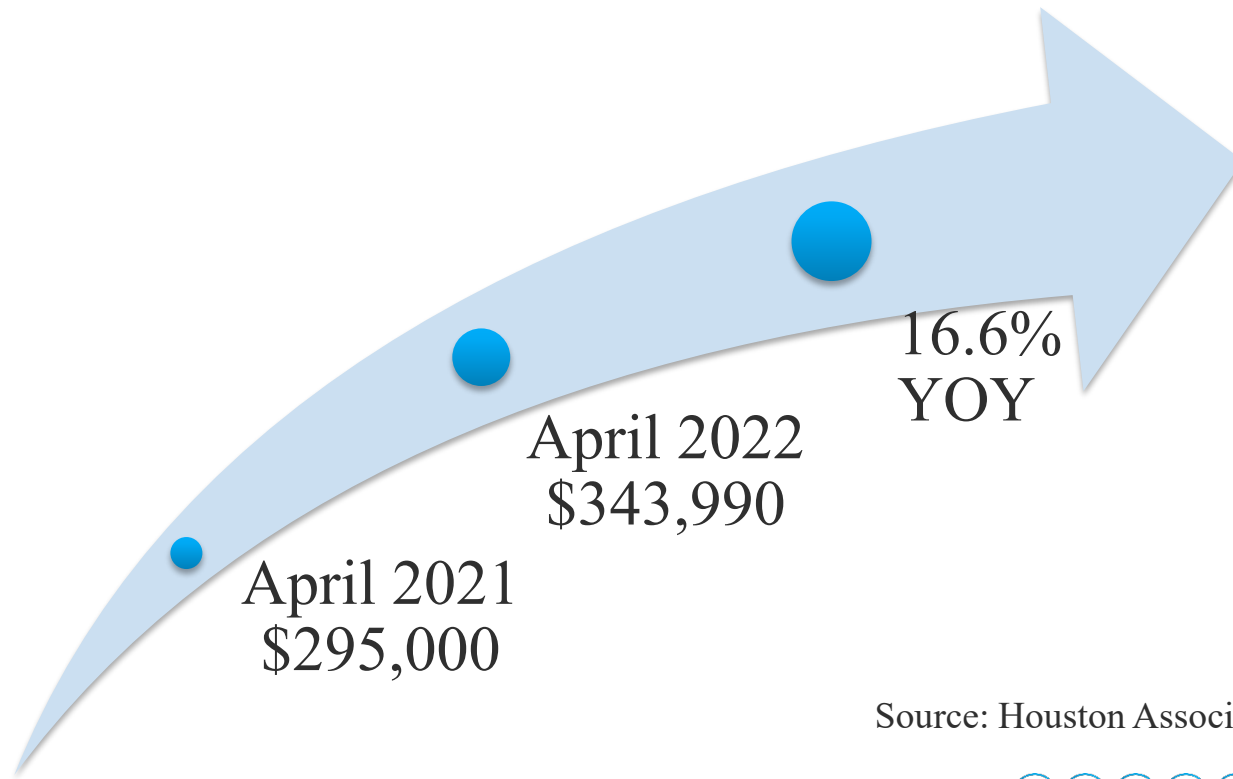
The Need – Average Sales Price



Source: Houston Association of Realtors



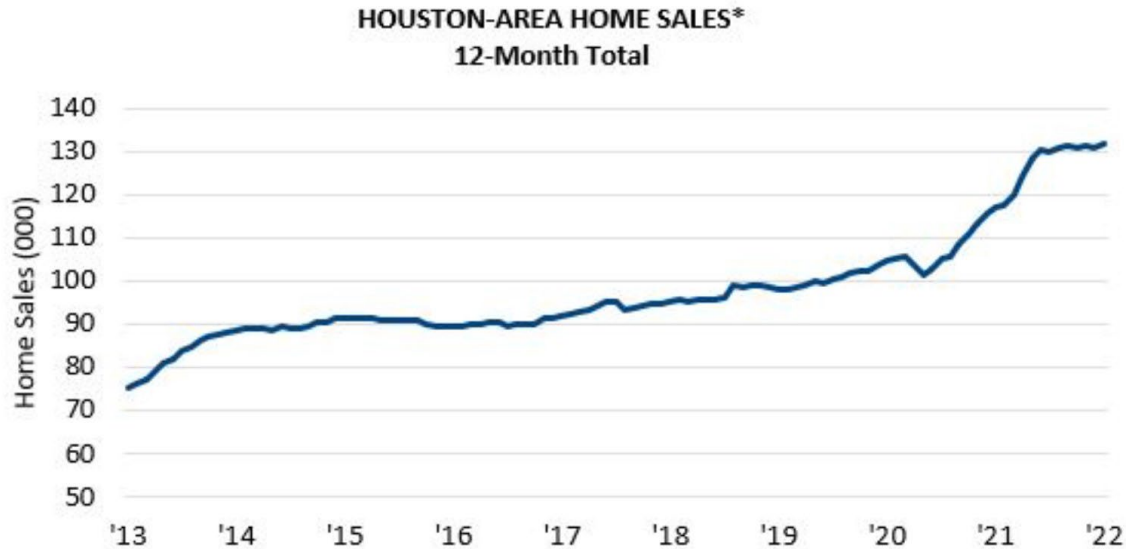
The Need – Median Sales Price



Source: Houston Association of Realtors



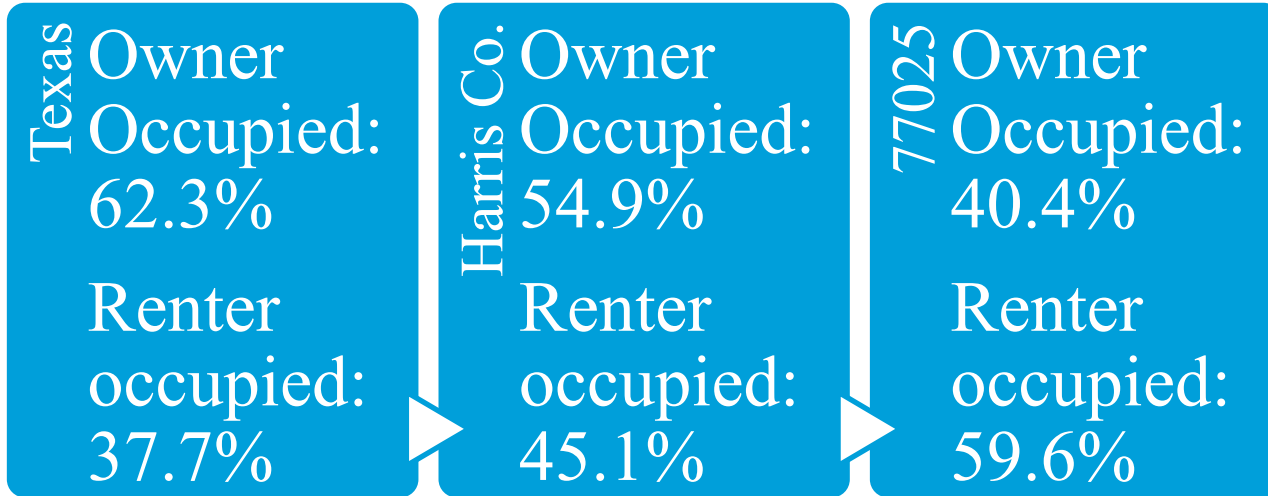
The Need – Home Sales Explosion



Source: Houston Association of Realtors



The Need – Occupied Housing Units



Source: 2020 ACS 5 Year Estimate



10301 Stella Link

- Alongside Stella Link Road, Willowbend Avenue, Highway 90
- Approximately 12.2 acres
- Up to 194 total homes*
- Up to 99 attainable homes*

*Subject to due diligence



The Development Process

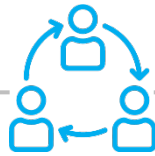


1



Development Sites Identified

2



Gather Community Feedback

March through May 2022

We are here!

3



Issue Notice of Funding Availability to Developers

June 2022

4



Developer Selected

October 2022

5



Sell New Homes to Residents!

Fall 2023 – Winter 2024

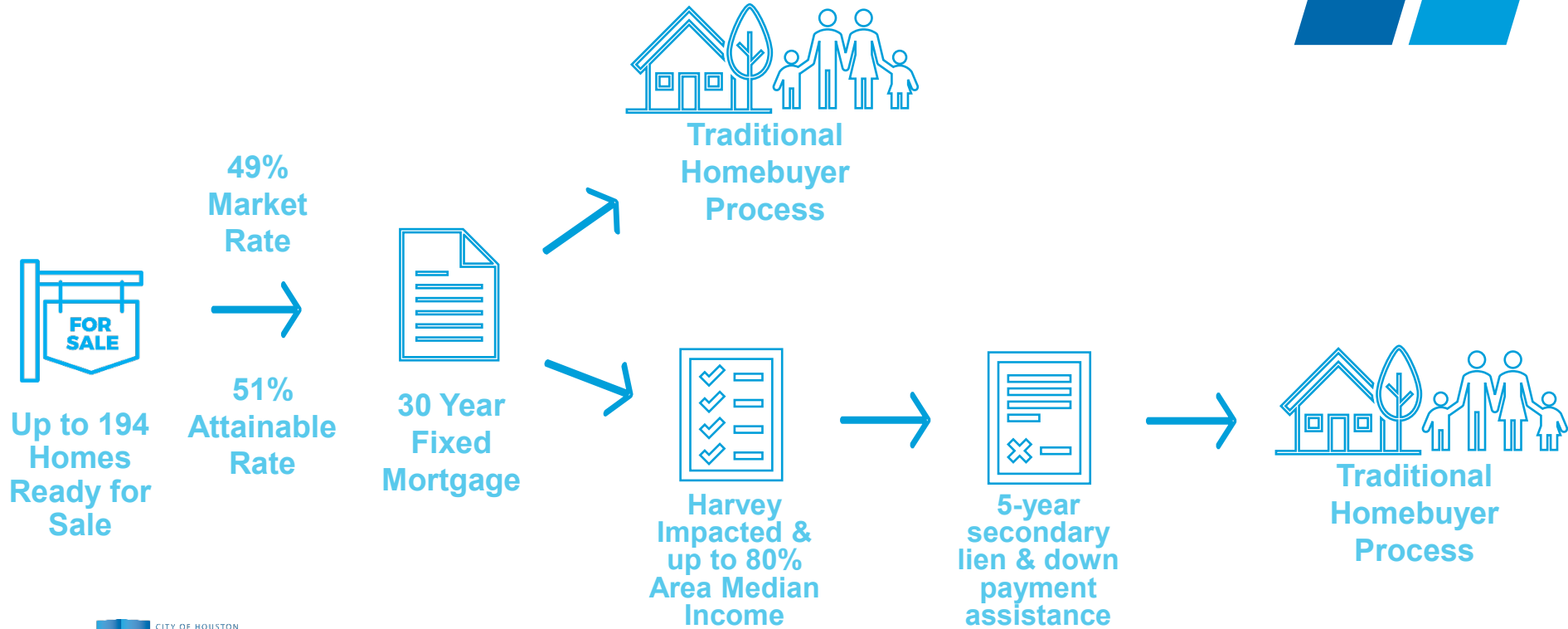




NEW HOMES FOR STELLA LINK



The Homebuyer Process



Homebuyer Profile

The Young Couple

- Married, mid 20's
- Infant
- Recent college graduates
- Admin Assistant: \$21,870
- Firefighter: \$33,720
- 80% Area Median Income for 3-person household: \$57,050

Salary ranges per [U.S. Bureau of Labor Statistics](#) 2021
Houston-Woodlands-Sugar Land Metro Area



Homebuyer Profile

The Full House

- Nuclear family of four & uncle
- 100% Disabled Military Veteran: \$39,984
- Inspector: \$42,160
- Stay at home parent
- 80% Area Median Income for 5-person household: \$83,650

Salary ranges per [U.S. Bureau of Labor Statistics](#) 2021
Houston-Woodlands-Sugar Land Metro Area



COMMUNITY ENGAGEMENT

Public Engagement

- **Comment Period**
 - Online and in-community
- **Recap Session**
 - Present feedback and findings



Outreach in Community

1

Community Partners

Ongoing engagement of partners to inform & spread the word

2

Signage

Adding banners and signs in the neighborhood that point to the website

3

Social Media

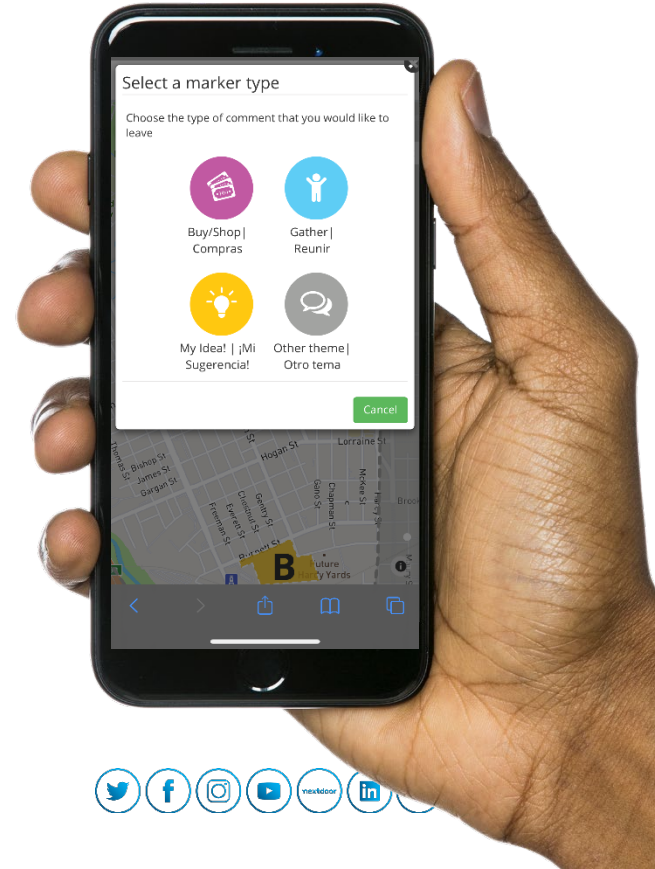
Sharing crucial details in digital format



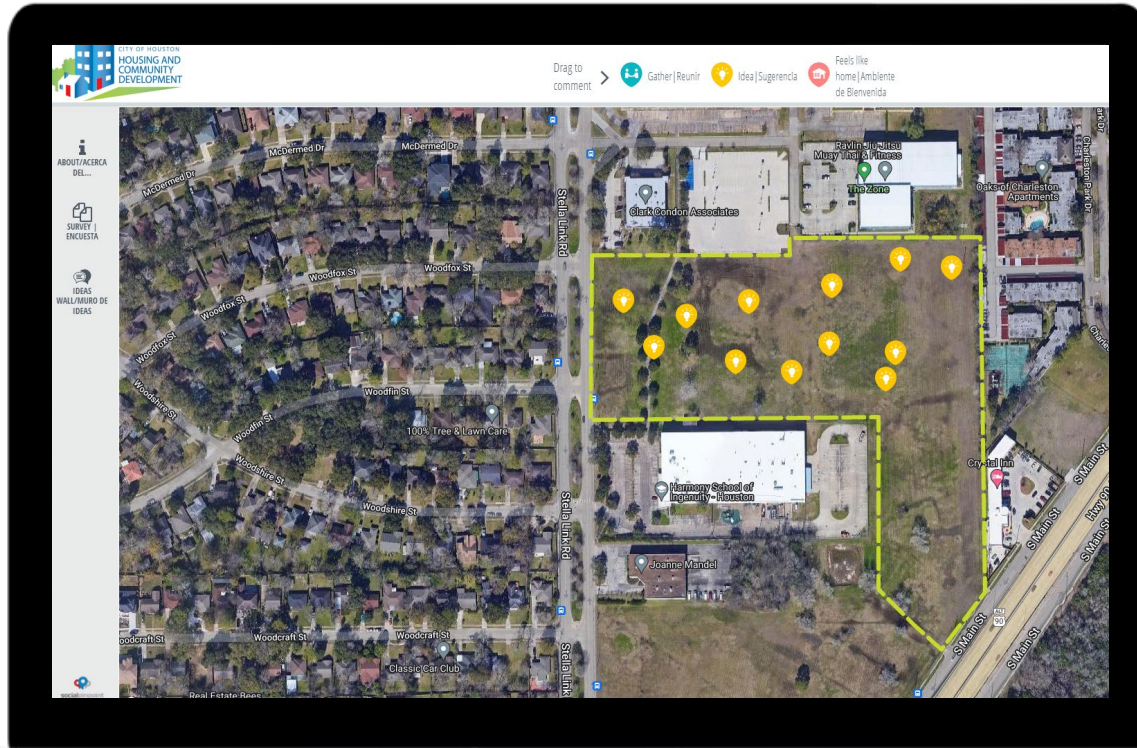
Social Pinpoint Website

Mobile-friendly!

- Bilingual
- Map tool
- Survey
- “Ideas wall”



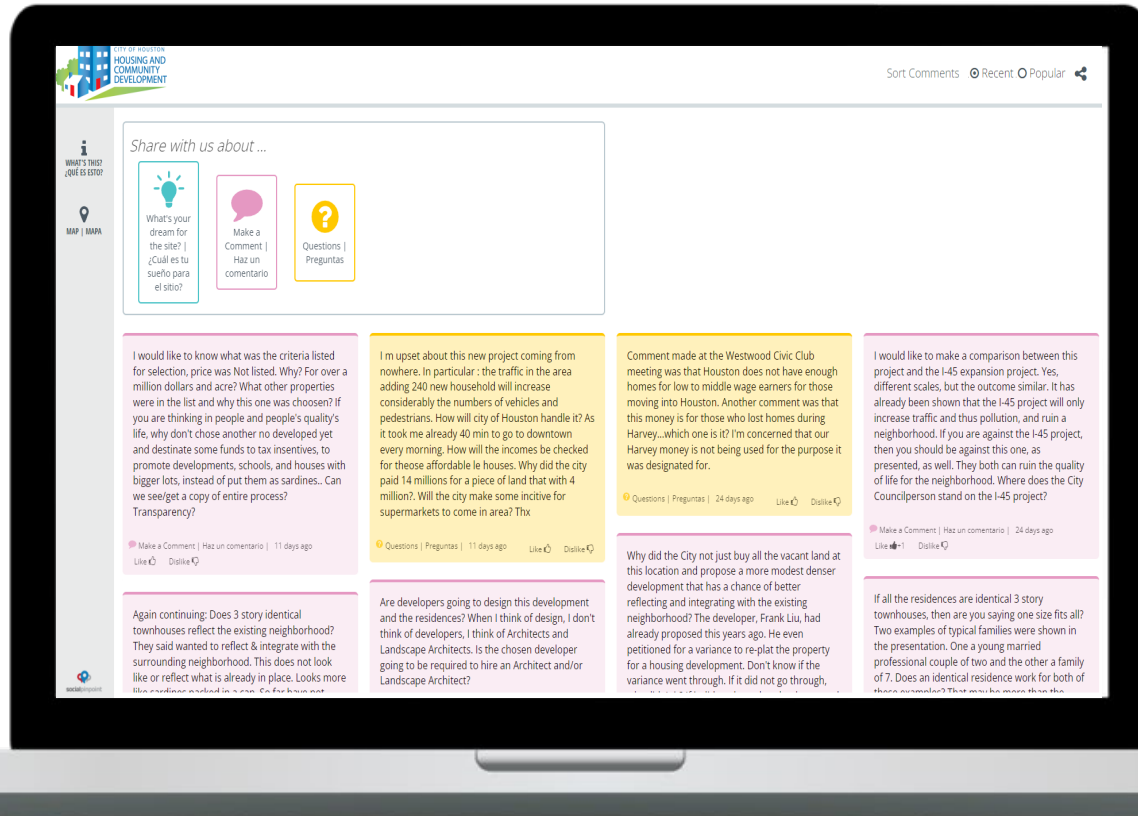
Social Pinpoint Website



Map and Survey

Social Pinpoint Website

Ideas Wall



Key Questions

Designing in Context

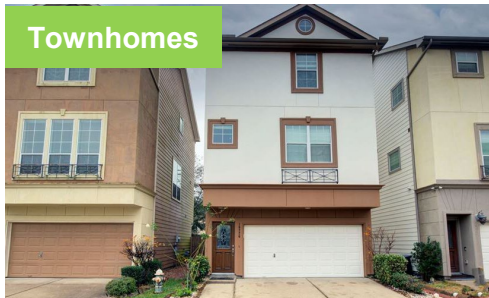
What characteristics give nearby homes their “look and feel”?

Varying densities; common factors like trees, colors, and more!

Detached Homes



Townhomes



Duplexes and Four-Plexes





What makes a house or home feel like it's a part of the community?



Questions for Community

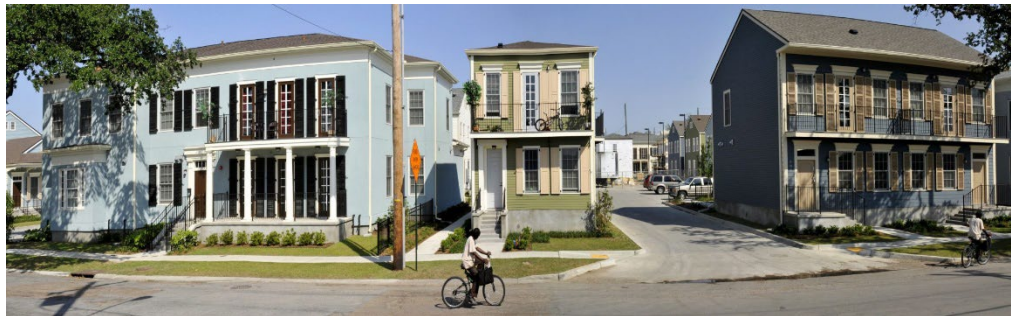


Density & Good Design

Moderate density, like townhomes or small condominiums, helps keep homes attainable.

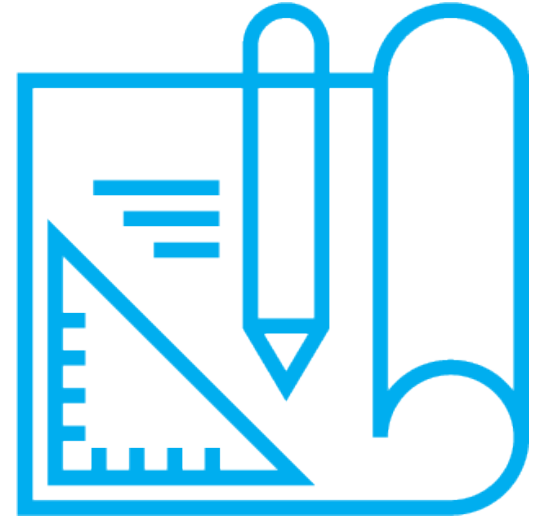
Land is scarce, so use it to help more people.

- Moderate density (mix of housing types) will mean City's investment helps more people become homeowners





How can we make slightly denser developments, like townhomes or small condominiums, feel like they belong to the neighborhood?



Questions for Community



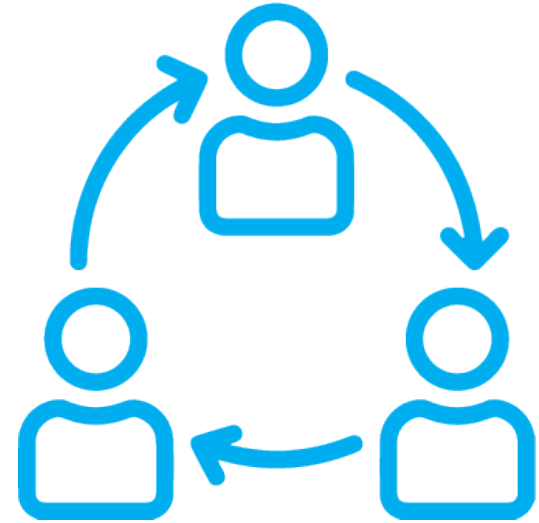
Designing for Connection

Ensuring residents of new homes have access to neighborhood assets.
How can we build connectivity into these developments?





How can we best connect this development to assets in the neighborhood?



Questions for Community



Designing Communal Space

How can green and communal spaces that are part of these developments help build community?





How can green and public spaces in these developments help bring residents together as a community – and reflect the community?



Sunnyside Gardens, Queens, NY

Source: Twitter – Nolan Gray

Questions for Community



Facilitated Conversation

Breakout Rooms

- We use TEAMS to talk more about the key questions.
- A **facilitator** and City staff will be in each room.
- We will use **Jamboards** as a group feedback tool.

5/5: How can we make slightly denser developments like townhomes feel like they belong?



The Jamboard features a central photograph of a row of modern townhomes. Surrounding the photo are several yellow sticky notes with the following text:

- Places to site in front of the homes
- 3 stories - build upwards
- Front porches
- Places to converse
- Balcony
- need a back yard
- Rod iron fence - a sense of belonging
- dog park
- Attached garages
- Longer driveways

Actionable NOFA Feedback

- *HOA (Homeowners Association) to be a requirement not optional in order to help maintain the property, amenities and common areas within the association – Social PinPoint Map*
- *The city has worked hard over the past several years with programs like Walkable Places and Liveable Places. . . .this development should follow these guidelines. – Social PinPoint Map*
- *I hope it connects to bike lanes – Social PinPoint Map*
- *Need green space for walking, playing – possibly a pool – Social PinPoint survey response*



Actionable NOFA Feedback

- *Trees, trees, trees! – In person comment*
- *Magnolia Trees– In person comment*
- *Walking trails– In person comment*
- *Walking path to loop around site – In person comment*
- *Variety of colors and shapes – In person comment*
- *Variety of looks – In person comment*

Please Share!

- Link to project website and Social Pinpoint:
- <https://houstontx.gov/housing/homes/stella-link.html>
- <https://bit.ly/stella-link>

The screenshot shows a web browser window with the URL houstontx.gov/housing/homes/stella-link.html. The page title is "NEW HOMES FOR STELLA LINK". The main text reads: "New homes are coming to Stella Link! The City of Houston is moving forward with the acquisition of a large tract of land at 10301 Stella Link, south of Main Street and east of Willowbend Avenue. This location is approximately 12.2 acres and will support the development and construction of up to 240 disaster-resilient, energy-efficient single-family homes. This will be a mixed-income development, where over half of the homes will be made affordable to residents making at or less than 80% of Houston's Area Median Income. To make the best use of the space, we are looking to create higher-density communities – from townhomes to duplexes to condos. But before development begins, it is crucial to get the input of community members, so we can make these homes fit into the vision that residents have for the community." Below the text is a section titled "Location And Key Facts" with a small icon of buildings. On the right side of the page, there is a call-to-action box that says "Get news about the new homes coming to the Stella Link, straight to your inbox." with a button labeled "SUBSCRIBE TO OUR EMAIL LIST". At the bottom of the page, there is a navigation bar with the text "GIS Stella Link Acquisition" and a small icon of a house.





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