

# **HARNESSING HUNTSVILLE'S POTENTIAL:**

## **Housing Choices, Job Opportunities and Quality Education**

### *City of Huntsville Housing & Economic Development Case Study*

#### **FREQUENTLY ASKED QUESTIONS**

#### **1. Why is the City conducting this study?**

The purpose of this study is to ensure that Huntsville's excellent quality of life will continue. Through the planning process, area residents, business owners and community organizations will help shape the City's housing and economic development decisions for future. By taking proactive steps on these topics today, the City hopes to strengthen the community.

#### **2. What is a Case Study?**

In this instance, a case study is a look at a specific part of the City's makeup to determine what strategies can be employed to meet community needs for housing and economic opportunities. This Case Study is to be used as a guide for the City in making decisions about housing improvements and/or business expansion and retention in future years.

#### **3. What is the difference between a Case Study and a Comprehensive Plan?**

A comprehensive plan generally guides land use, and is broader in nature. A case study looks at a specific issue or issues to determine appropriate strategies for implementation.

#### **4. Why did the City of Huntsville decide to conduct this study?**

The City of Huntsville is well aware of the need for jobs and housing in the City and Walker County. When funding became available through the Houston-Galveston Area Council to conduct case studies in particular areas, the City decided to take advantage of the funding opportunity to better position the City for future housing and economic improvements.

#### **5. What is the process by which this study will be conducted?**

The Housing & Economic Development Case Study is a collaborative process lead by the City of Huntsville in cooperation with the Houston-Galveston Area Council (H-GAC). To assist in this process, the City has hired Design Workshop and Franklin Associates, nationally known planning and public involvement firms with experience working in this region. The City, area employers, public agencies, and area residents and business owners are all key stakeholders in this project and its overall results. The Case Study will include an intensive public participation process with its stakeholders, inviting public input through community meetings in late 2012 and early 2013.

#### **6. How will strategies developed in this process be implemented?**

Strategies that are the product of this Case Study may be policy decisions. They will be implemented through decisions made by City staff, the Planning and Zoning Commission, and the City Council.<sup>1</sup> The Stakeholder Advisory Committee will also play a key role in moving the implementation forward.

#### **7. What is the relationship between the Case Study and the Houston-Galveston Area Council's Regional Plan for Sustainable Development, which is underway?**

The Case Study is a stand-alone process that will assist the City of Huntsville in strengthening its housing and economic base. The results of the study process will be shared with H-GAC for inclusion in the Regional Plan in order for that plan to be reflective of our community's needs.

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<sup>1</sup> Chapter 7, p. 3 - Huntsville Horizon Comprehensive Plan 2025