



DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT  
WASHINGTON, D.C. 20410

*Project: Park Central*

NEW COMMUNITY DEVELOPMENT CORPORATION

OFFICE OF GENERAL MANAGER

April 28, 1978

MEMORANDUM FOR: John Clinton  
Jim Breagy

SUBJECT: Park Central

I will be interviewed by Ellie Moss on Monday afternoon, 3:00 pm. I would like to have a short fact sheet prepared to give to her on Park Central. The paper should particularly include how this development fits into the new urban strategy.

William J. White  
General Manager

## Park Central

### Summary of Relationship to the Urban Policies (Policies are from URPG Report)

#### 1. Policy 3

Title VII and other Federal aid will support local development plans. Park Central is an integral part of Port Arthur's general plans, economic development programs, and housing strategy.

#### 2. Policy 6

Park Central will shore up Port Arthur's fiscal resources. \$200 million in new construction will produce an additional \$4 million in annual property taxes.

#### 3. Policy 7

The high level of amenities and services in Park Central will help make Port Arthur a more attractive place to live and work; will attract middle income buyers who otherwise might live in the suburbs; and, since 31% of the housing will be LMIH, it will make decent housing available to lower income families.

#### 4. Policy 8

The unified development plan for a site assembled from 100 owners will produce a well planned community rather than sprawled subdivisions. The site's central location and nearness to 95% of the employment in the area will reduce use of energy from long commuting.

#### 5. Policy 10

The total of 8-10,000 jobs to be produced by Park Central and in related adjacent development will expand job opportunities for the urban poor and minorities.

### POLICY 3

THE FEDERAL GOVERNMENT WILL ENCOURAGE AND SUPPORT EFFORTS TO IMPROVE LOCAL PLANNING AND MANAGEMENT CAPACITY. FEDERAL PROGRAMS WILL SUPPORT LOCAL EFFORTS TO DEVELOP ECONOMIC, SOCIAL SERVICE AND COMMUNITY DEVELOPMENT POLICIES AND STRATEGIES. LOCAL GOVERNMENT WILL PLAY A MAJOR ROLE IN COORDINATING THE USE OF FEDERAL FUNDS WITHIN BORDERS.

Park Central is wholly consistent with the plans of the State Regional Council, and the city. The City has endorsed the project as a part of its General Plan. As evidence of City support, it has:

- Acquired 55 acres for a park next to Park Central
- Developed a public golf course within the new town  
(with local, HUD, and developer contributions)
- Approved PUD zoning
- Sold bonds for a library and civic center near Park Central

The City will act as applicant for discretionary CBDG funds set aside for Park Central.

POLICY 6

THE FEDERAL GOVERNMENT WILL HELP DISTRESS CITIES ADDRESS THEIR CRITICAL SHORT TERM FISCAL PROBLEMS. THE FEDERAL GOVERNMENT, WORKING WITH STATES AND LOCAL GOVERNMENT, WILL MAKE EFFORTS TO STRENGTHEN THE LONG TERM FISCAL CONDITION OF OLDER CENTRAL CITIES AND SUBURBS AND REFORM THE CURRENT CHAOTIC SYSTEM OF INTERGOVERNMENTAL AIDS

It is estimated that construction in Park Central will require a private investment of some \$200 million which will produce an annual increase of some \$4 million in real property taxes.

## POLICY 7

THE FEDERAL GOVERNMENT WILL HELP MAKE TROUBLED CENTRAL CITIES AND TROUBLED SUBURBS ATTRACTIVE PLACES TO LIVE AND WORK. IT WILL HELP IMPROVE THE RANGE AND QUALITY OF DECENT SERVICES AVAILABLE TO THE RESIDENTS. FEDERAL PROGRAMS WILL HELP MAKE DECENT HOUSING AVAILABLE TO THE POOR IN ALL PARTS OF OUR URBAN AREAS, MINIMIZE DISPLACEMENT AND REMOVE BARRIERS TO THE CHOICE OF NEIGHBORHOODS. FEDERAL PROGRAMS WILL ENCOURAGE THE MIDDLE CLASS TO REMAIN IN OR RETURN TO OLDER CENTRAL CITIES AND SUBURBS.

The Federal Government will help make troubled central cities...attractive places to live and work. It will help improve the range and quality of decent services available to the residents.

- Note parks, golf course, and library to be provided by City (in #3 above).
- Activity and Community Centers with open space, and recreational amenities are planned to be easily accessible to all.
- Park Central will contain: Day Care facilities, educational facilities; family service programs; health care facilities; elderly programs; job development programs.

Federal programs will help make decent housing available to the poor in all parts of our urban areas, minimize displacement and remove barriers to the choice of neighborhoods.

There will be no displacement. As a Federal project <sup>it</sup> will be required to market housing under affirmative action plans (barriers will be removed).

Of a total of 4,180 dwelling units, 1,300 (31%) will be for low and moderate income housing. Of these, 200 will be for low income.

Federal programs will encourage the middle class to remain in or return to older central cities... .

Between 1960 and 1970, Port Arthur lost one-third of its white population.

Park Central will have single family homes ranging in price from \$25,000 to \$100,000, which with the amenities to be provided can offer competition to the suburbs for middle income families.

## POLICY 8

THE FEDERAL GOVERNMENT WILL HELP URBAN AREAS MANAGE GROWTH EFFECTIVELY. FEDERAL LAWS AND PROGRAMS WILL BE AMENDED TO DISCOURAGE SPRAWL AND ENCOURAGE ENERGY EFFICIENT SETTLEMENT PATTERNS.

The Park Central site was assembled from parcels owned by more than 100 owners. If it had not been assembled it is likely that the area would have been developed in a piecemeal, uncoordinated way -- sprawl.

Park Central will save energy by minimizing commuting. It is within 15 minutes travel time of 95% of the employment in the area.

POLICY 10

THE FEDERAL GOVERNMENT WILL HELP EXPAND BUSINESS AND JOB OPPORTUNITIES FOR THE URBAN POOR AND MINORITIES. FEDERAL PROGRAMS WILL SEEK WAYS TO INCREASE THE MOBILITY OF THE GROWING NUMBER OF MEN AND WOMEN TRAPPED IN POVERTY AND DEAD END JOBS.

Park Central will produce the following job estimates on the site and closely coordinated off site development.

Project Site

Construction	3,400 man-years or	200--300 jobs (for 15 years)
Permanent employment office and retail	5,000-6,000 jobs	

Adjacent to Site

Construction	1,000 man years or	70-100 jobs (for 15 years)
Permanent employment (Industrial & Retail)	3,000-4,000 jobs	
Public Employment (permanent jobs)		<u>400</u>

Total jobs	8,670 - 10,800
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(Another 5,000 man-years of employment would be created in industries which supply and support construction activity.)