

HOUSING ACTIVATION STUDY

Created for:
Mount Vernon, Texas



OUR UNDERSTANDING

The City of Mount Vernon is seeking to better understand the opportunity for housing in context of the planning work that has been conducted on the property on the NEC of Interstate 30 and Highway 37.

With increased employment and migration, Texas is experiencing an increase in residential and commercial development.

The City desires a data-driven approach to explore the viability for increased development and types of product suitable for the proposed development.

The City desires to achieve the following priorities:

- Understand the local and regional development patterns, with an emphasis on single family.
- Explore the capacity for additional residential housing.
- Have a data-backed justification for decision making and policies regarding various housing types.



OUR TEAM



JOHN LAND, CEO+OG

20 year career in municipal government

14 years as a Chamber of Commerce executive

2 Time Top 10 Dallas Business Journal Deal Maker

Winner of the North Central Texas Council of Governments CLIDE Award

Credited for recruiting, retaining and/or expanding 2,200,000 + sf of office and industrial space

Recruited Christus Healthcare to Mount Pleasant, Tx

Negotiated 35 Acre Market Street anchored retail development in Princeton, Texas

Currently serving as Princeton's contract Deputy City Manager



Catalyst

Jason Claunch

President

We develop economic development solutions that build "Complete Communities." We have completed more than 500 economic development projects and completed more than 1,000 transactions that created more than \$1B in new value for our clients and their communities



The Team

With over 30 years experience, our staff offers a unique blend of expertise as consultants, brokers, and developers. We believe our hands on experience and knowledge of the public and private sector is instrumental in the success and services we offer.

Chris Branham

Sr. Consultant

Chris Branham is a seasoned Senior Economic Development Specialist with over 10 years of experience in driving sustainable economic growth and prosperity. With a comprehensive background in business geography and economics, Chris has developed a deep understanding of economic dynamics and strategies to foster thriving communities.



APPROACH



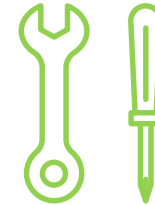
ASSESS

Using secondary and primary research, and other economic data we discover the gaps and issues impacting economic sustainability and vitality.



ADVISE

Using local data, national trends, and other economic data we examine initial findings using a variety of filters to validate our recommendations.



ASSIST

Our reports include detailed descriptions that can inform policies, regulations, and actions that can advance municipal goals.

THANK YOU!

John Land

CEO

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www.northshore.solutions



NORTH SHORE
S O L U T I O N S