



# BRIEFING BOOK OUTLINE

*The briefing book is compiled prior to the panel and distributed in advance to all panelists to provide a thorough background on the scope of work and study area. The book is distributed electronically by ULI North Texas to panel members. It is critical that the sponsoring organization assist in the timely identification and submission of briefing book materials. The outline below is a list of sample data that may be included. Some of this information may not be available for your study area. ULI North Texas staff will assist in organizing a briefing book outline that addresses the scope of work.*

## I. Study Area and Site

1. Physical description and maps (submitted electronically in .PDF or .jpeg, 300 dpi, and produced in 36 x 24 poster size, mounted on foam core)

- a) Land uses within the study area (residential, commercial, industrial, institutional); surrounding land uses
- b) Transportation and access
- c) Bus and train routes
- d) Vacant land - location, ownership, history
- e) Aerial Maps: base map of lots in study area, TIF district, zoning

2. Socio-economic data

- a) Employment types and trends
- b) Unemployment - level and trends
- c) Major employers
  - Location
  - Size - number of jobs
  - Types of jobs
- d) Income data (individual and household)

3. Demographics

- a) Overview of city and study area population trends
- b) Population size and distribution within the study area
- c) Households (number; size)
- d) Educational levels

#### 4. Residential development

- a) Planned residential development
- b) Foreclosure and vacancy statistics

#### 5. Commercial development (Retail; Office; Hotel; Restaurants; Attractions; Institutions)

- a) Overview of area wide markets
- b) Significant commercial development within AND adjacent to the study area:
  - Location
  - Size
  - Type
  - Tenant mix (goods and services offered)
  - Parking, access
  - Lease rates and terms
  - Physical condition
  - Economic condition
  - Unique competitive strengths or weaknesses

## II. Government

### 1. City law or activity affecting area

- a) Current plans affecting the study area, such as comprehensive plans, area plans, capital improvement programs, etc.

### 2. Federal or State law or activity affecting area

## III. Private Sector Involvement

- 1. Name, location, and briefly, the history, interests, policies, programs, resources, representation, and activities of each
  - a) Neighborhood associations or community development associations active in or affecting the study area
  - b) Schools, hospitals, churches, etc. within or affecting the study area
  - c) Financial institutions, foundations, major corporations active or interested in the area
  - d) Business organizations
  - e) Others as appropriate (such as private social service providers)