



5th Ward, A “GO” Neighborhood
&
Fifth Ward Community
Redevelopment Corporation

THE GREATER 5TH WARD GO NEIGHBORHOOD ENCOURAGES A UNIFIED
COMMUNITY THAT HONORS ITS HISTORICAL HERITAGE AND EMBRACES
REDEVELOPMENT FOR ALL

We're Ready to "GO"!!



INVITE

CELEBRATE

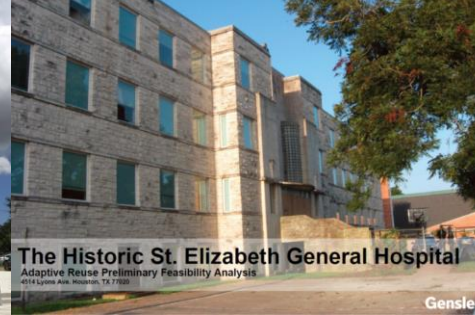
SUSTAIN

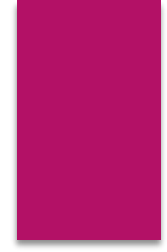
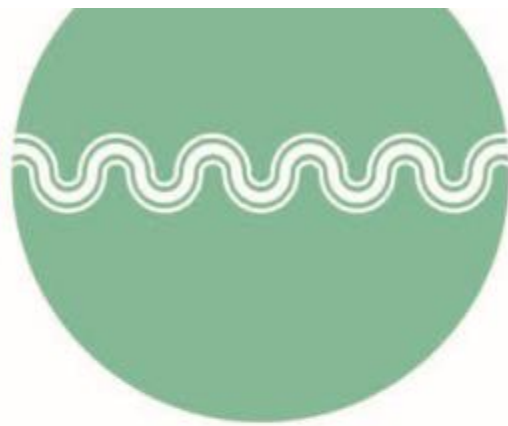
“ The character of the future Fifth Ward will grow from a commitment to **sustain** the culture and population that have made it their home; to **invite** new residents, uses, events, places and opportunities to share in the future; and to **celebrate** the heritage of the past and the possibilities of the future assembled through the music, art, and lively expression of the community. ”

REVITALIZATION STRATEGY

About the Fifth Ward CRC and our readiness to “GO”

- ▶ *Mission:* A catalytic organization dedicated to the collaborative fostering of holistic community development
- ▶ *Vision:* 5th Ward, a beautiful and better place to live, work, & play
- ▶ *Core Purpose:* Creating a community of choice





fifth ward / buffalo bayou / east end
L I V A B L E C E N T E R S



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with: McCann Adams Studio, Lockwood Andrews & Newnam,
Marsh Darcy Partners and The Working Partner

Corner of Lyons Ave @ Jensen 1956



The neighborhood experienced decline and disinvestment from 1965-2000. Desegregation and the expansion of Highway 59 lead middle class African-Americans to move to the suburbs. By the 1970s, the 5th Ward lost a significant portion of its population, and many houses were boarded-up. Many area businesses were vacant and lots became overgrown with plants.

Corner of Lyons Ave @ Jensen 2006



In the 1950's the Lyons Avenue commercial district was the heart of the 5th Ward and temporarily became the heart of black Houston.

Understanding Our Community

- ❖ Dual Branding – Balancing both positive and negative – underserved vs. high opportunity
- ❖ Accelerated Gentrification- Market rate housing outpacing affordable 15:1, Declining affordable housing opportunities
- ❖ 55% of residents over the age of 16 are not in the labor force; only 39% are employed, Most employed skilled workers live outside the Fifth Ward. 20,370 jobs are located in the area
- ❖ Median income is \$22,237 and climbing (compared to \$43,365 in Houston)
- ❖ Poverty rate: 51% (21.5% for Houston at large), Child poverty rate: 62.9% (33.1% for Houston at large)
- ❖ Food and Amenity Desert
- ❖ Education – 2015 - 61% high school graduates up from 42% in 2000; plagued with under performing schools
- ❖ The Environment – plagued by high concentration of environmental issues- noise, traffic and mobility, public safety, limited green space, air quality and contaminants that increase development cost

Community Goals



- ▶ Implementation of projects that are large enough to be impactful, yet small enough to be achievable
- ▶ Use the opportunity to create a sense of place along the “main street corridor” evidenced thru renewal and concentrated development
- ▶ Establish a model for large scale public/ private investments that are replicable and can be used to accelerate community revitalization
- ▶ Recover from the devastation caused by Hurricane Harvey

Opportunities in Houston's Historic 5th Ward

- Conglomerate of partners working together for a common good
- Comprehensive plans for future development
- Focus on community building and engagement
- Mix of new construction, rehabilitated homes and Commercial and Economic Development
- Close proximity to downtown Houston
- Houston's first African American Cultural District
- Historic Preservation
 - Deluxe Theater
 - St. Elizabeth Hospital
- Green space & parks
- Public and Private Investment – declared and opportunity zone
- Potential to recover better and build resiliency post Hurricane Harvey



Community Readiness



Responding to the THREAT of GENTRIFICATION in 5th WARD

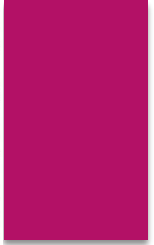
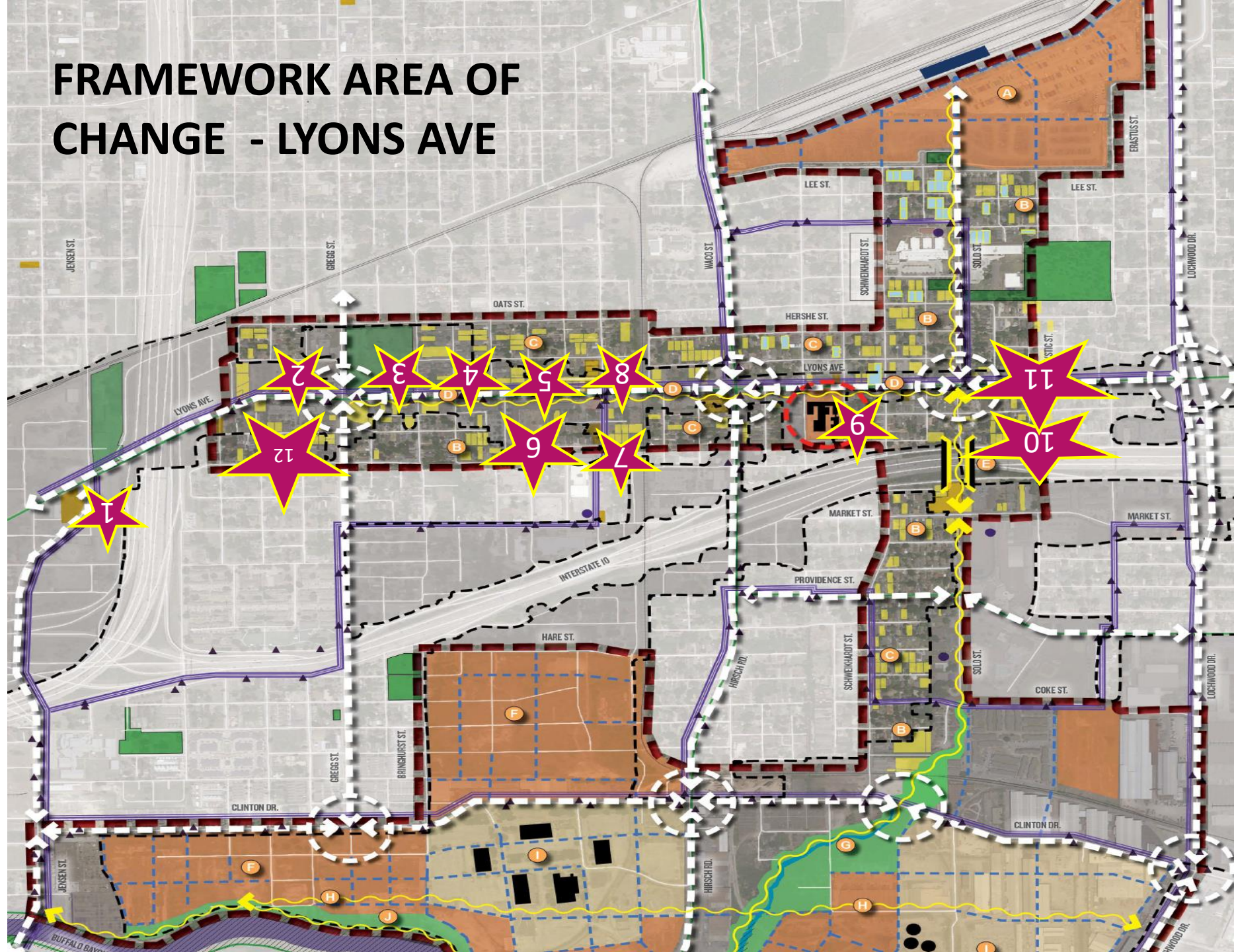
Pressures of gentrification

- ▶ Rapid and growing pace of market rate housing development
- ▶ Increased land acquisition cost
- ▶ Growing presence of “NIMBY”
- ▶ Public and social services for the average 5th Ward family are under-performing or are missing
- ▶ Increase in public and private investments

Opportunities to encourage economic integration

- ▶ Participation in Leadership, Advocacy and Community Building and Engagement training offered by LISC and NeighborWorks
- ▶ Balanced housing opportunities as to slow gentrification but not concentrate poverty – Encourage more mixed income developments
- ▶ Vacant and underdeveloped land – plus lots of unmet demand – means 5th Ward can still be an affordable place for families!
- ▶ A consortium of community, civic and public organizations are coming together to plug gaps in services. Many with long term tenure and successful track records.
- ▶ Increased opportunities for resident engagement through various community advisory councils
- ▶ Conduct community assessments to understand needs and desires of shifting demographics

FRAMEWORK AREA OF CHANGE - LYONS AVE



FRAMEWORK DESCRIPTIONS

1. Mixed Use Development – Planned
2. Deluxe Theater – \$7 Mil -Completed
3. New School - \$33 Mil - Completed
4. JAM PARK – \$785K – Completed/Expansion Planned
5. Legacy Community Health - \$7 Mil - Competed
6. Britton's Place Improvements - Planned
7. Pleasant Hill Acquisition Rehab - \$3.1– In Process
8. Houston Housing Authority 31 Units – Pre Development
9. Adaptive Re-Use – St. Elizabeth - Proposed \$30 Mil &Office Complex
10. New Retail- Taco Bell – Completed
11. New CVS Drug Store – Completed & New Grocery Store – Planned for 2018
12. Lyons Ave – Refinance and Rehab – Completed

New Construction Homes Available

Homes starting in the \$100,000s • 2 and 3 bedroom plans



**Fifth Ward Community
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THE JAM RECREATIONAL COMPLEX



THE DeLUXE THEATER

- Originally Opened in the Spring of 1941
- Used as an Art Gallery from 1971 to 1973
- \$ 6.5 million in renovations begun Spring of 2014
- Texas Southern University Performing Arts Campus
- Renovation includes
 - 125 seat performing arts theater
 - Classrooms
 - Community Space
 - 3500 sq. ft. Retail Space
- Grand Opening held in December of 2015 programming commenced in 2016
- Partnership between the City of Houston, Fifth Ward CRC, Texas Southern University



LEGACY COMMUNITY HEALTH CLINIC



New Development and Historic Preservation

