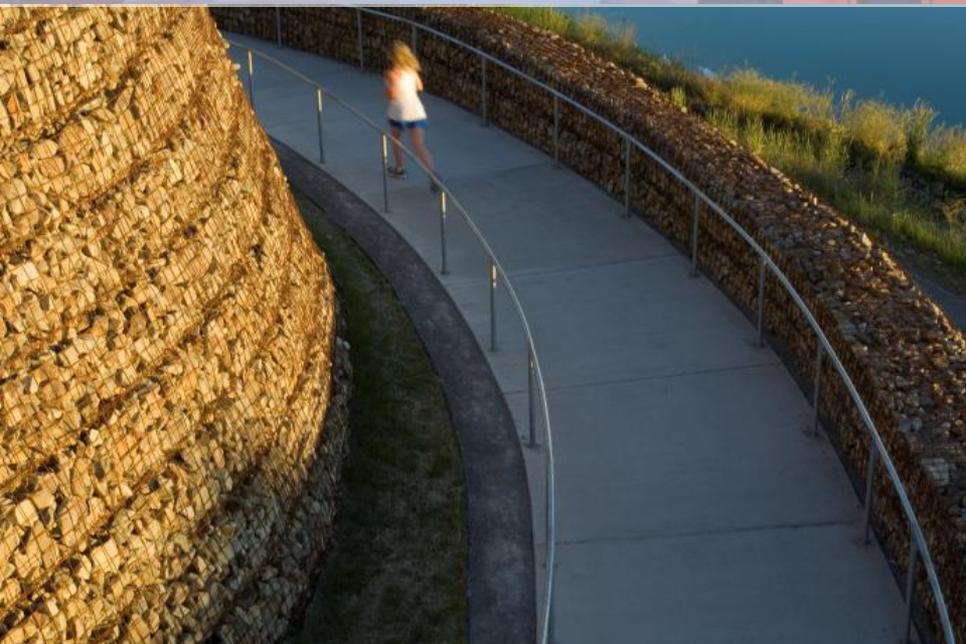




“We are open for business!”: Getting public infrastructure right

June 21, 2013

Rebecca Leonard, Design Workshop

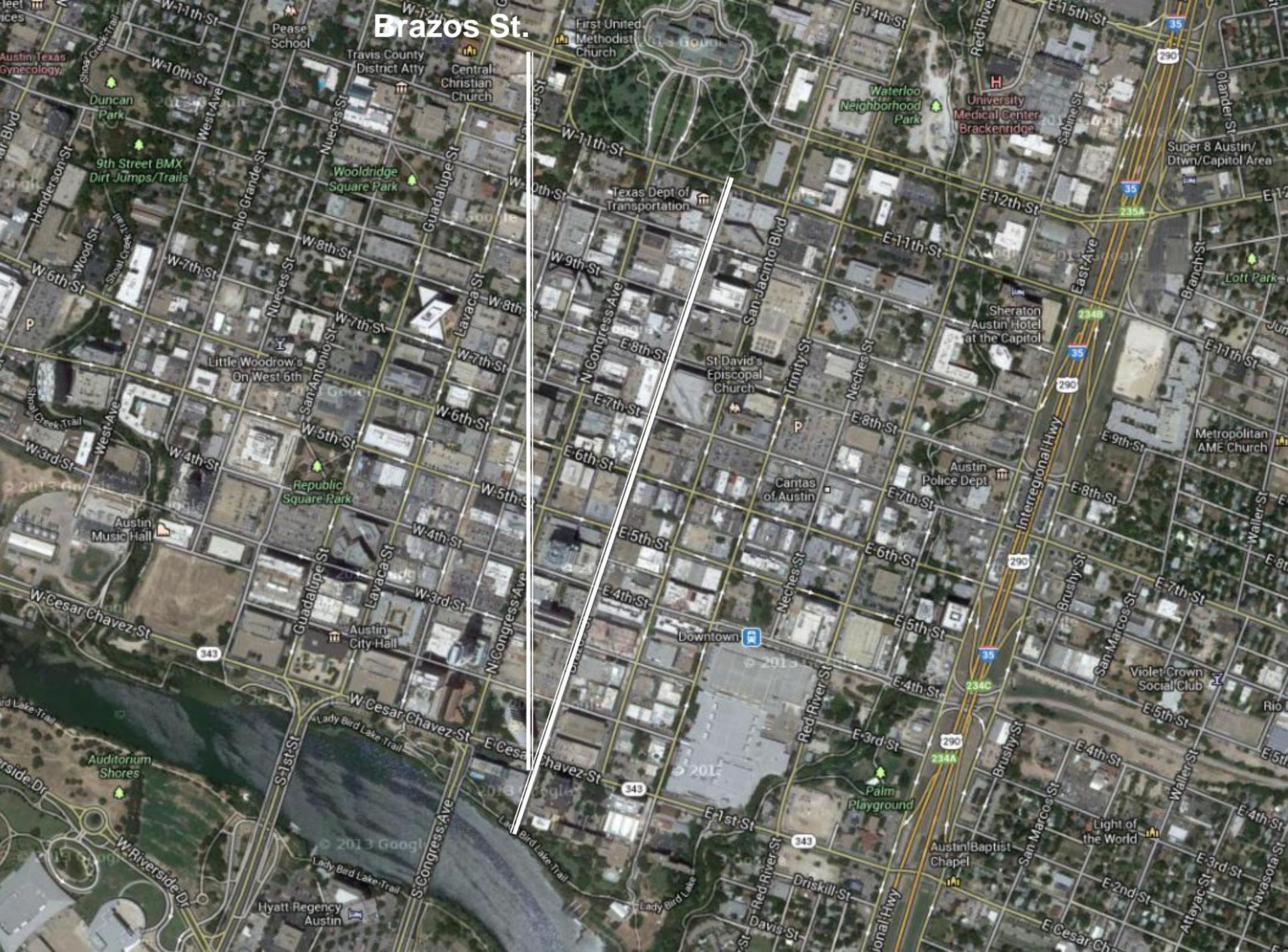


Purpose

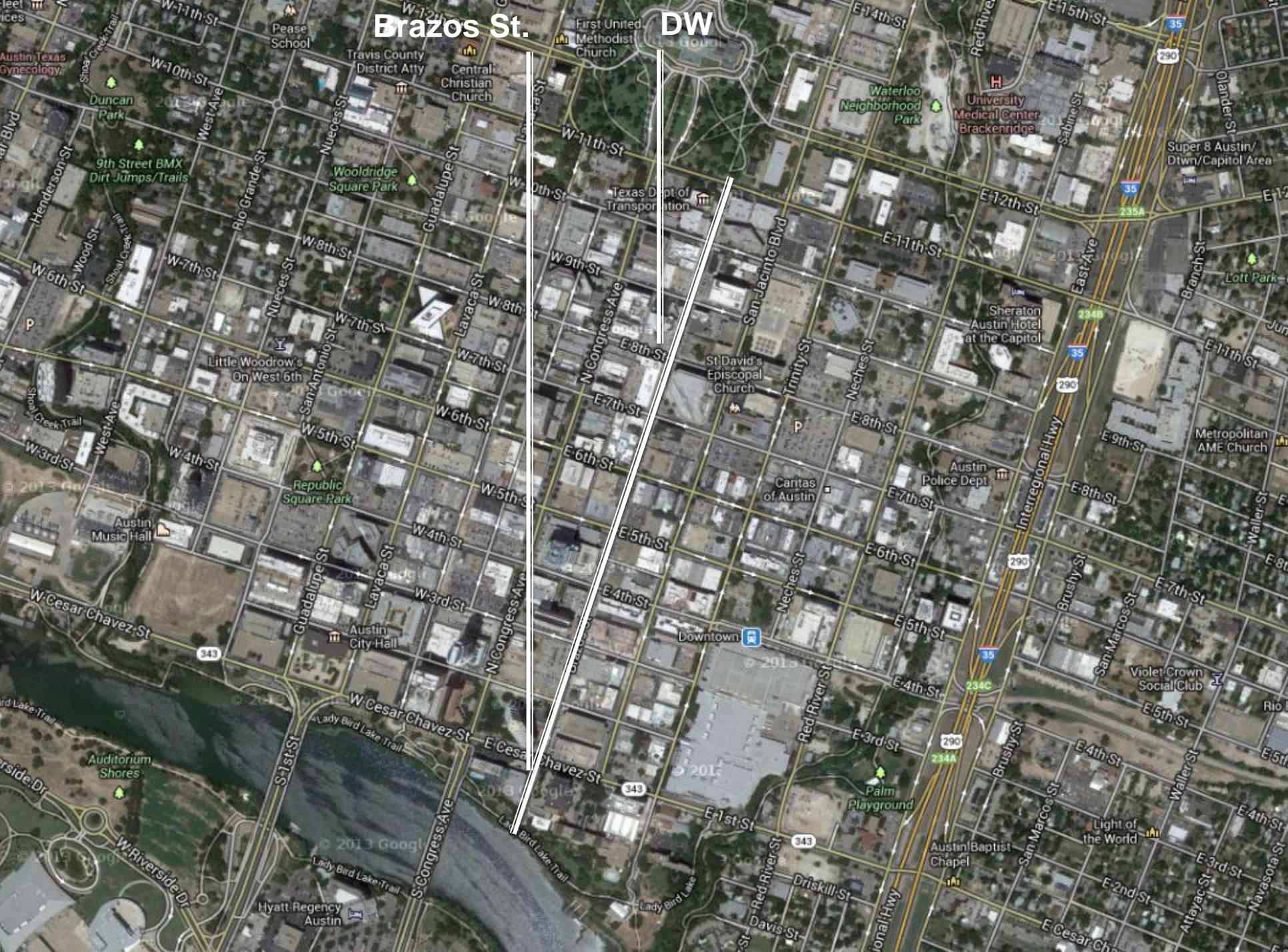
Describe how to maximize public investment by spurring private investment and accomplishing economic development.



Brazos St.



Brazos St. DW





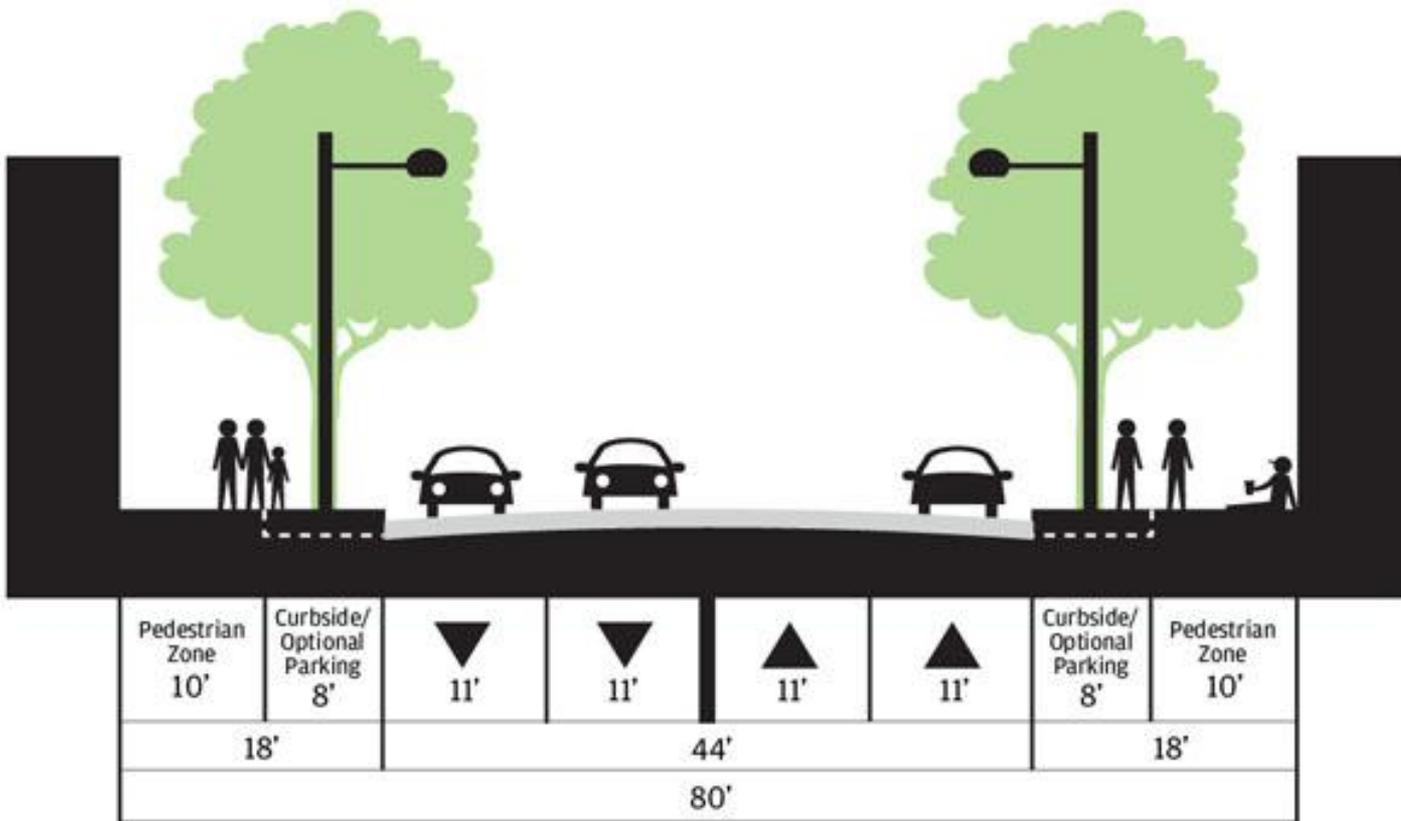
SIDEWALK
CLOSED

DEERE

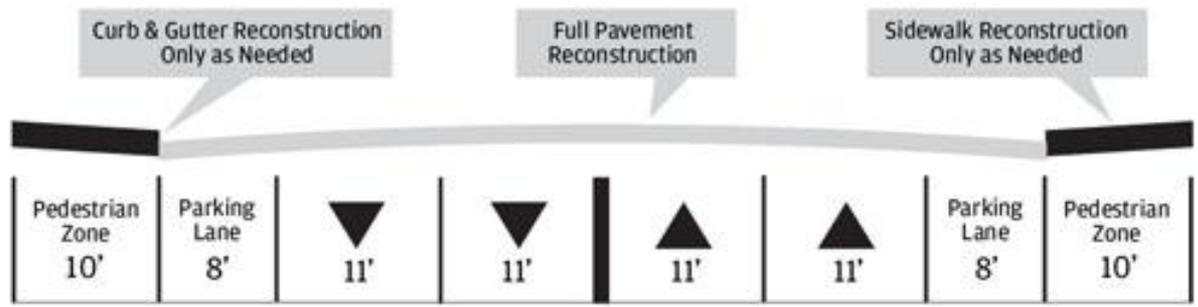
IFC

IFC

IFC



GREAT STREETS SECTION

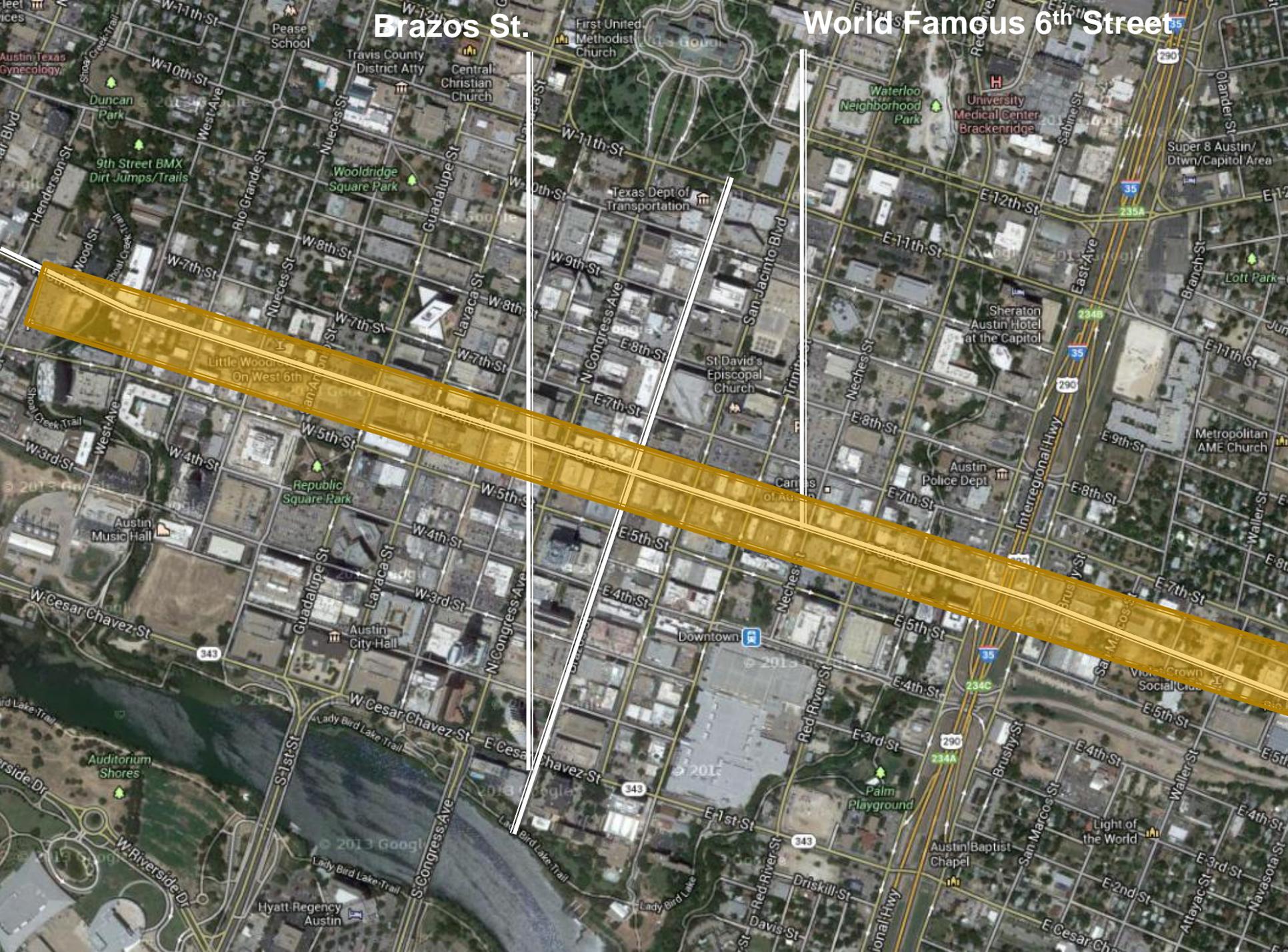


STREET REHAB SECTION



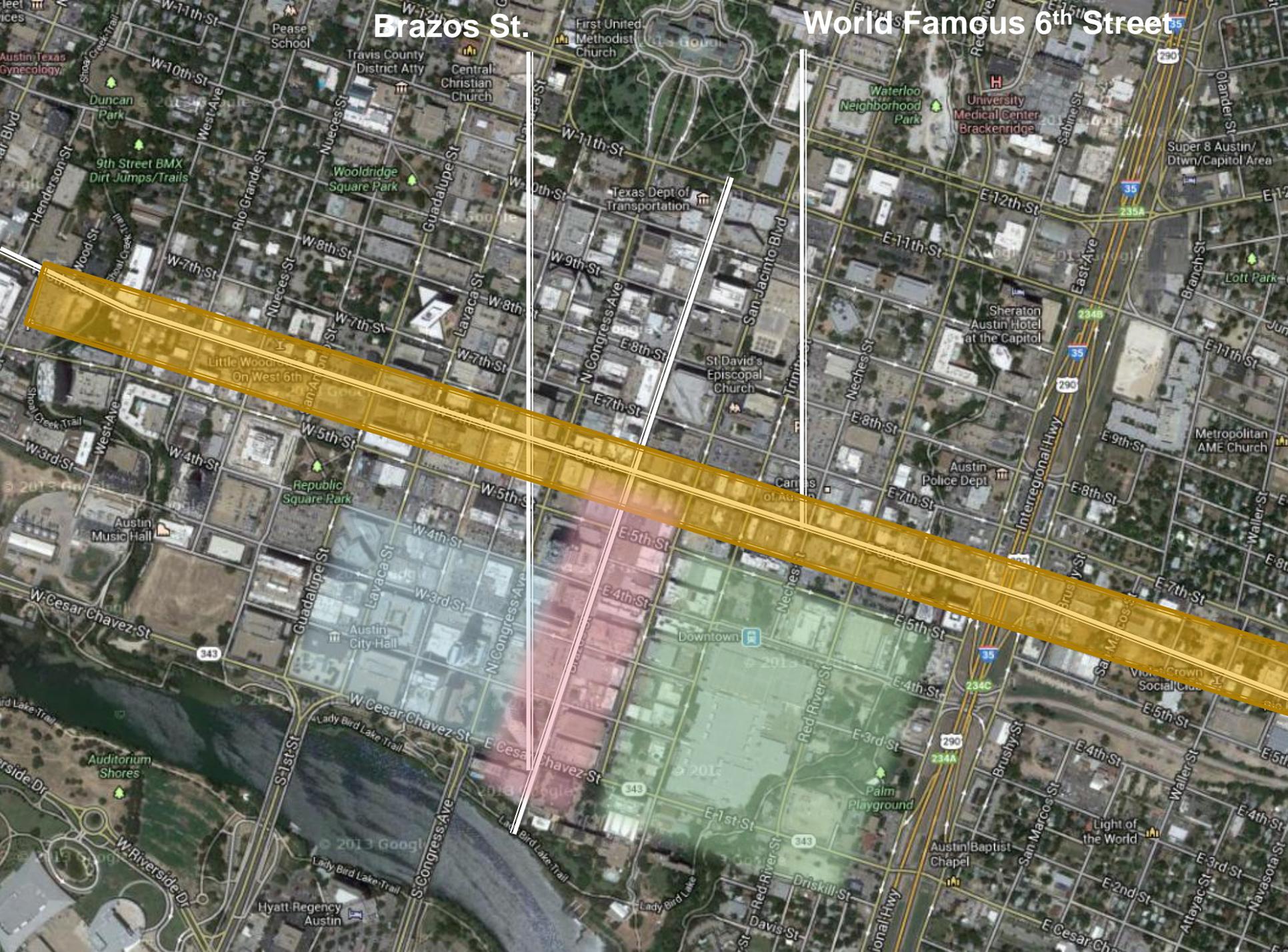
Brazos St.

World Famous 6th Street



Brazos St.

World Famous 6th Street







presents the

30th Anniversary of the

Old Pecan Street Festival

FRIENDS

BAR AND

R I

Budweiser

Blue Bird





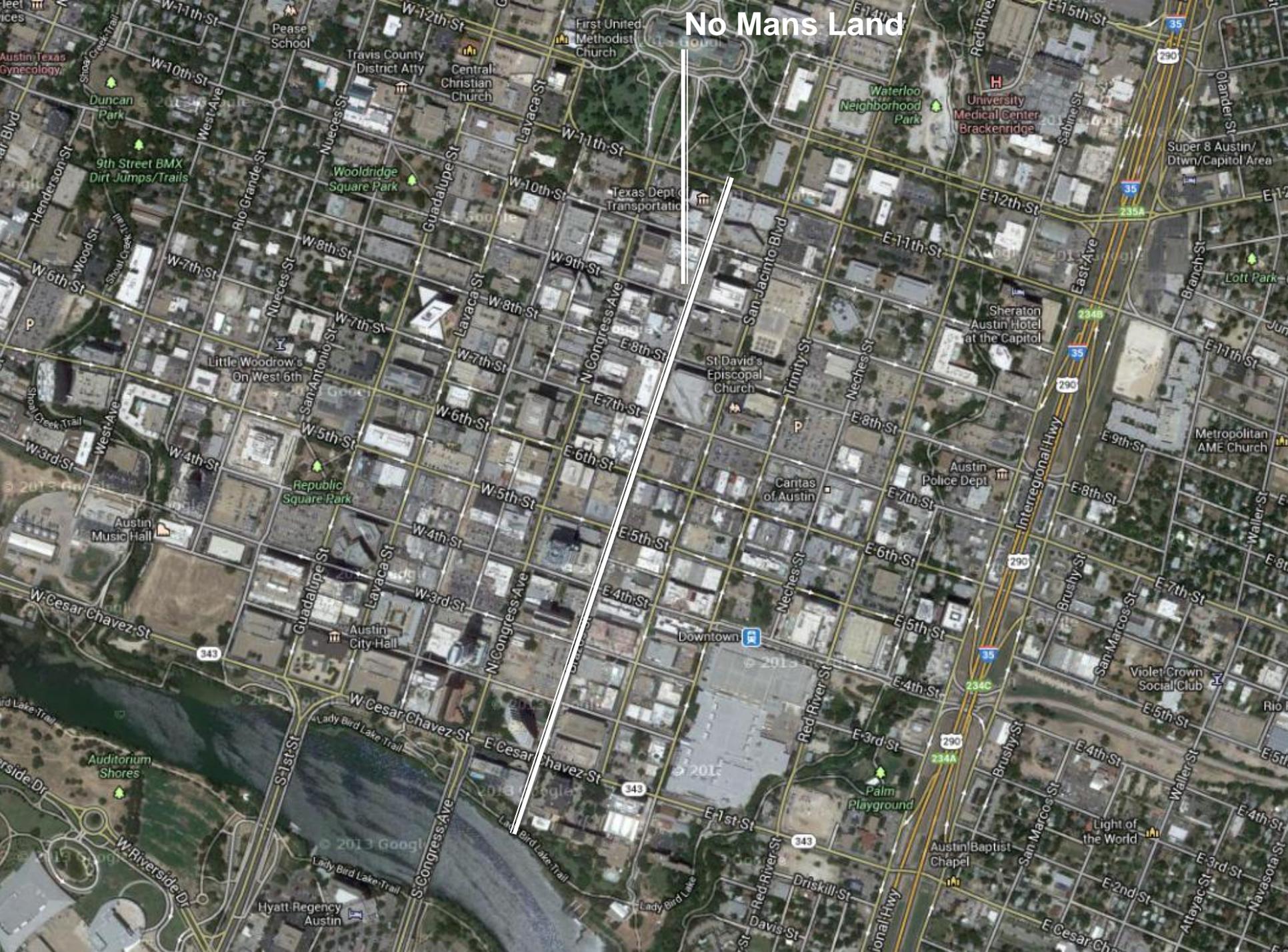
Bench

Bench

Bench

Bench

No Mans Land







CONTRACT PARKING ENTRANCE

EXIT

Bench

Bench

Bench

Bench

Bench

Bench

Bench

Bench



Five Business-friendly Factors

1. One size doesn't have to fit all.
2. Clearly identify market. Then, design towards it!
3. Funding sources & opportunities for added value should be identified at the beginning.
4. Process should be transparent for key stakeholders.
5. What is measured, is done.

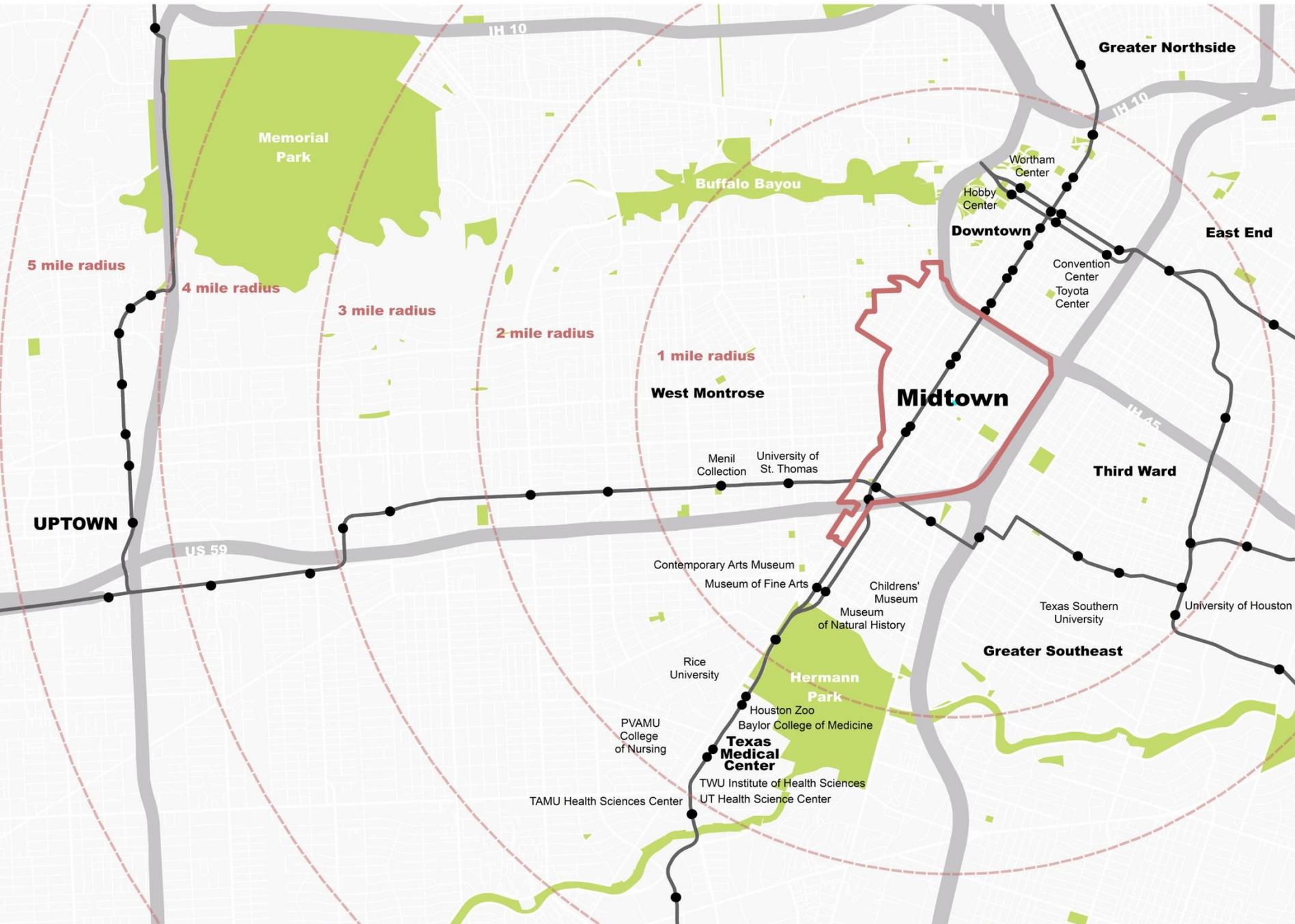


Midtown District – Houston, TX

Capital Improvement Plan Implementation

1. Strategic Plan
2. Park and Open Space Planning
3. Park Design
4. Streetscape Design





MIDTOWN MANAGEMENT DISTRICT AUTHORITY: Reinvestment Zone Number Two Strategic Plan

Houston, Texas

DESIGNWORKSHOP
WALTER P MOORE

90% DRAFT

June 2013



GOALS

1. Catalyze development and eliminate blight in the District
2. Improve key corridors through the District
3. Increase community gathering opportunities in the District through parks and open space
4. Increase community gathering opportunities in the District through cultural amenities
5. Satisfy parking demand within the District
6. Fulfill the District's obligation to supply affordable housing
7. Utilize sustainability principles to ensure long-term value in the District



METRICS – PARKS QUANTITY AND DISTRIBUTION



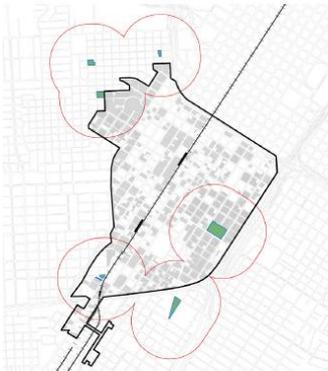
1994
5.3 acres of park within the District



2012
9.0 acres of park within the District



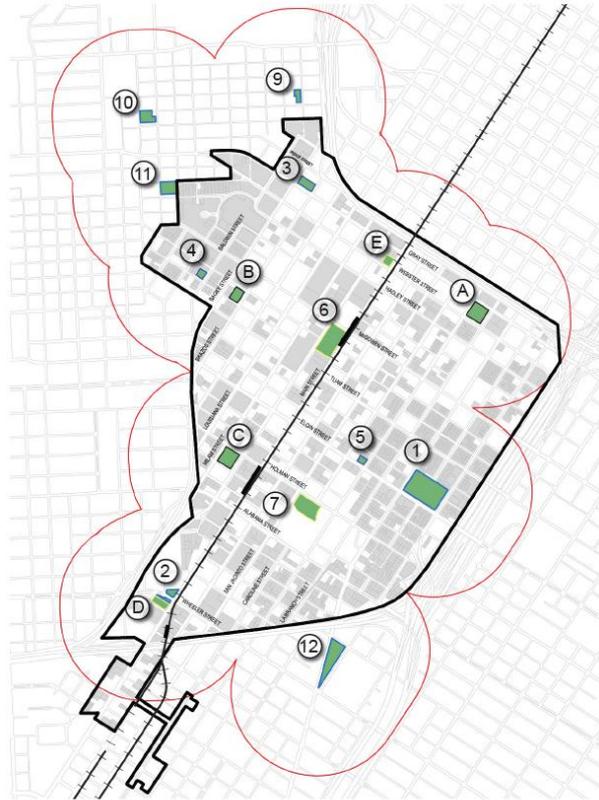
Target
16.3 acres of park within the District



1994
24.05% of District within a 5 minute walk of a park



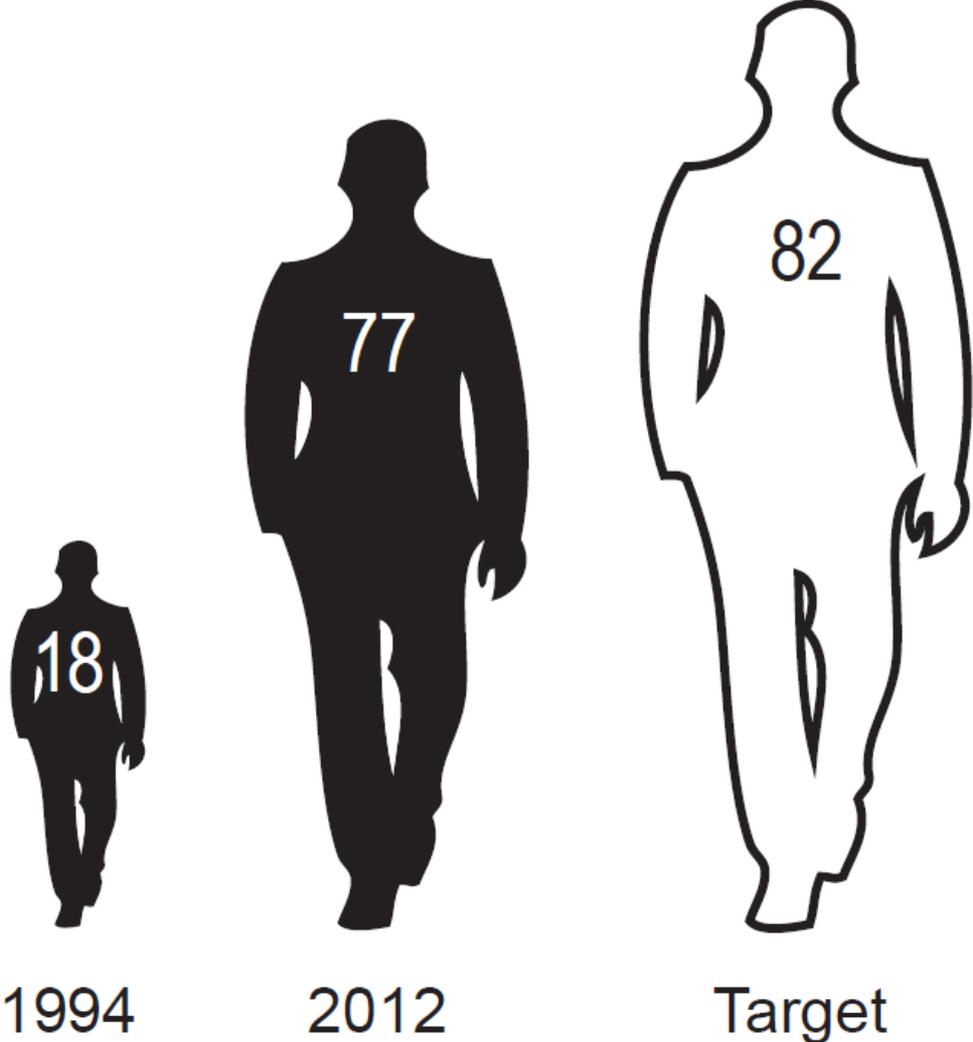
2012
56.60% of District within a 5 minute walk of a park



Target
95% of District within a 5 minute walk of a park



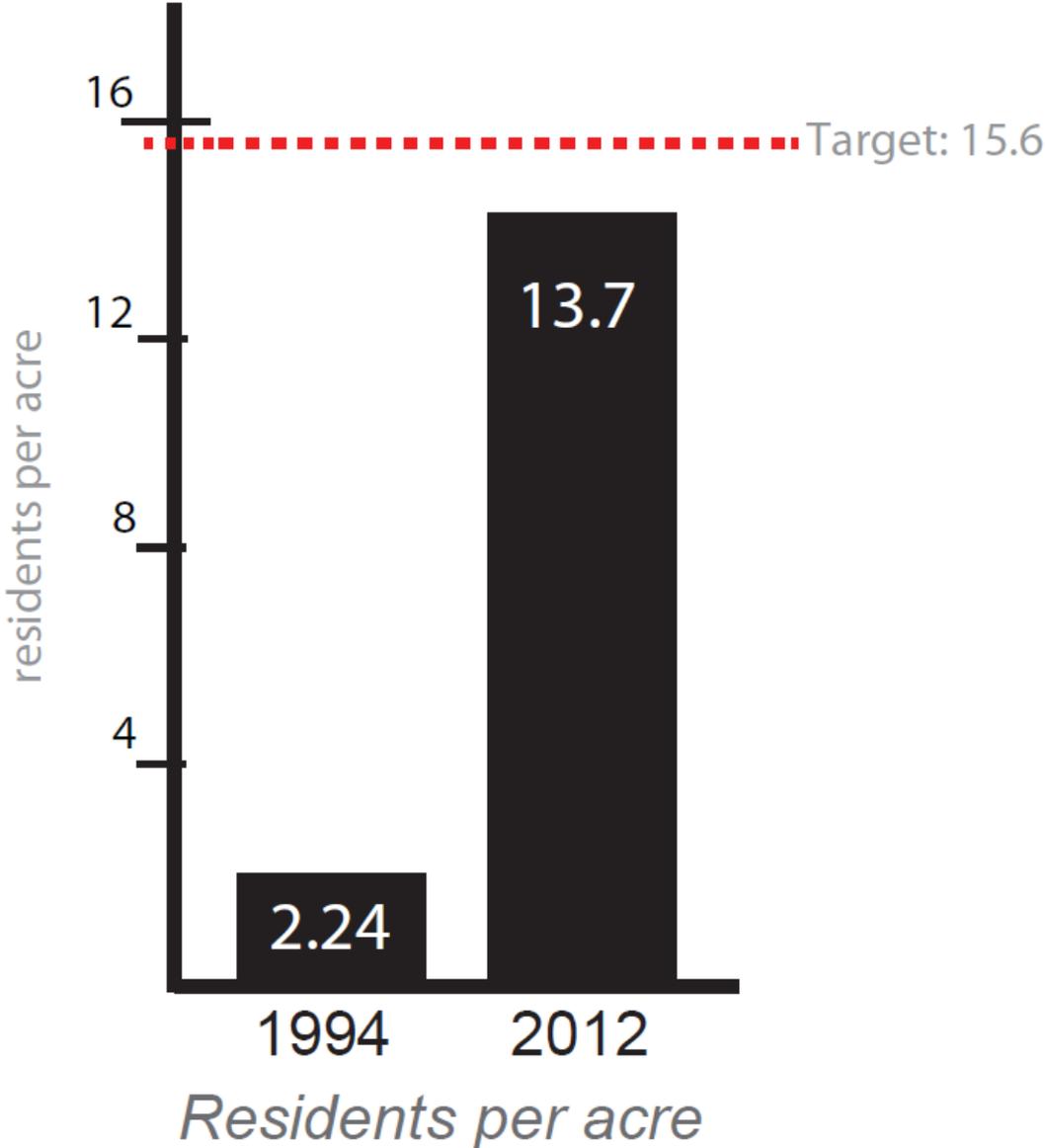
METRICS – PEDESTRIAN MOBILITY



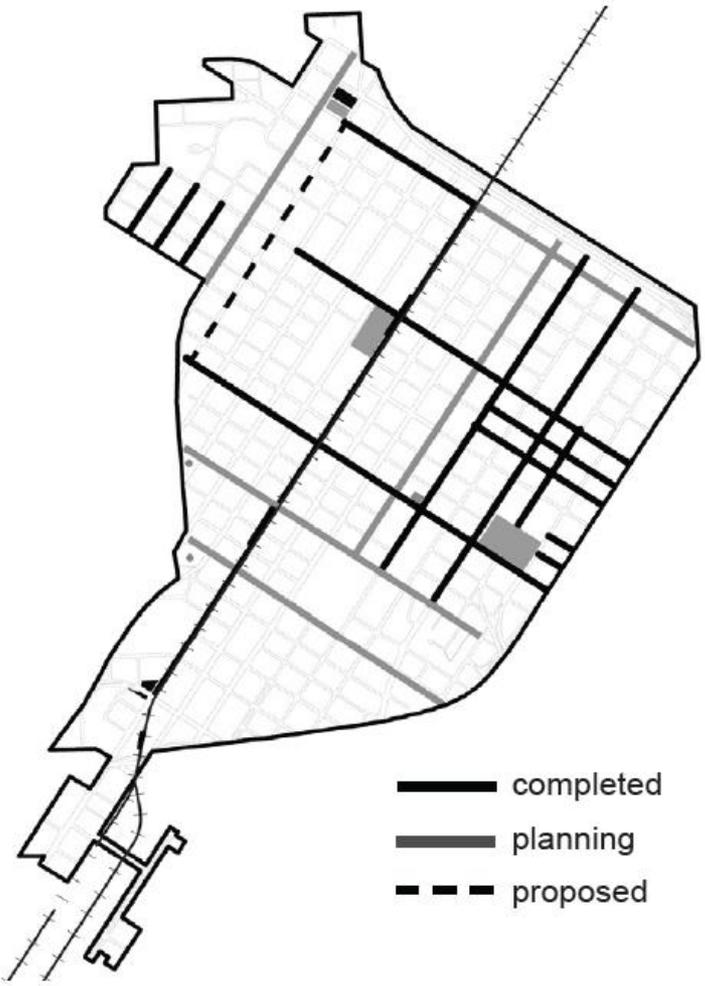
Walkability Score



METRICS – GROWTH



METRICS – RETURN ON INVESTMENT



Capital Improvement Projects as of September 2012



163 redevelopment projects as of 2012



Midtown Parks & Open Space Master Plan



April 6, 2011



Midtown Houston Parks Plans: Goals, Metrics and Strategies

ECONOMICS

- Investment (Capital Expenditure)
- Maximize long-term value of real estate
- Make Midtown a citywide destination
- Use parks as a catalyst to create new development and new businesses in Midtown.

COMMUNITY

- Provide ample parks and open space
- Provide a diversity of recreational experiences to service all groups and user types year-round.
- Ensure stakeholder buy-in on preferred plan
- Create parks that are safe and welcoming

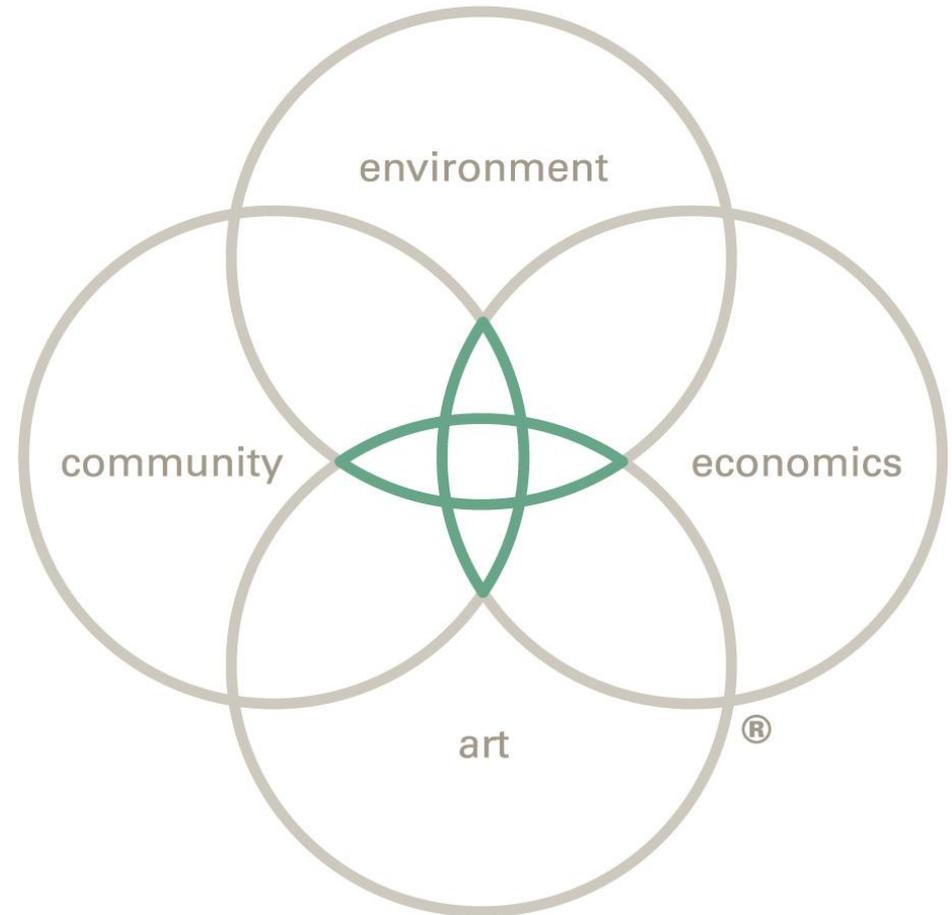
ART

- Park design that is reflective of the neighborhood and the residents
- Incorporate artworks into parks so that the art and the park benefit mutually

ENVIRONMENT

- Provide habitat for urban flora and fauna
- Mitigate negative urban environmental effects
- Manage water and pollutants

DW Legacy Design®



Existing Parks



- 1 Wiley Park
- 2 Bethel Baptist Park
- 3 West Webster Street Park
- 4 Midtown Park
- 5 Midtown Community Garden
- 6 Elizabeth Glover Park
- 7 Baldwin Park
- 8 Peggy's Pint Plaza Park
- 9 Peggy Park

Land Uses

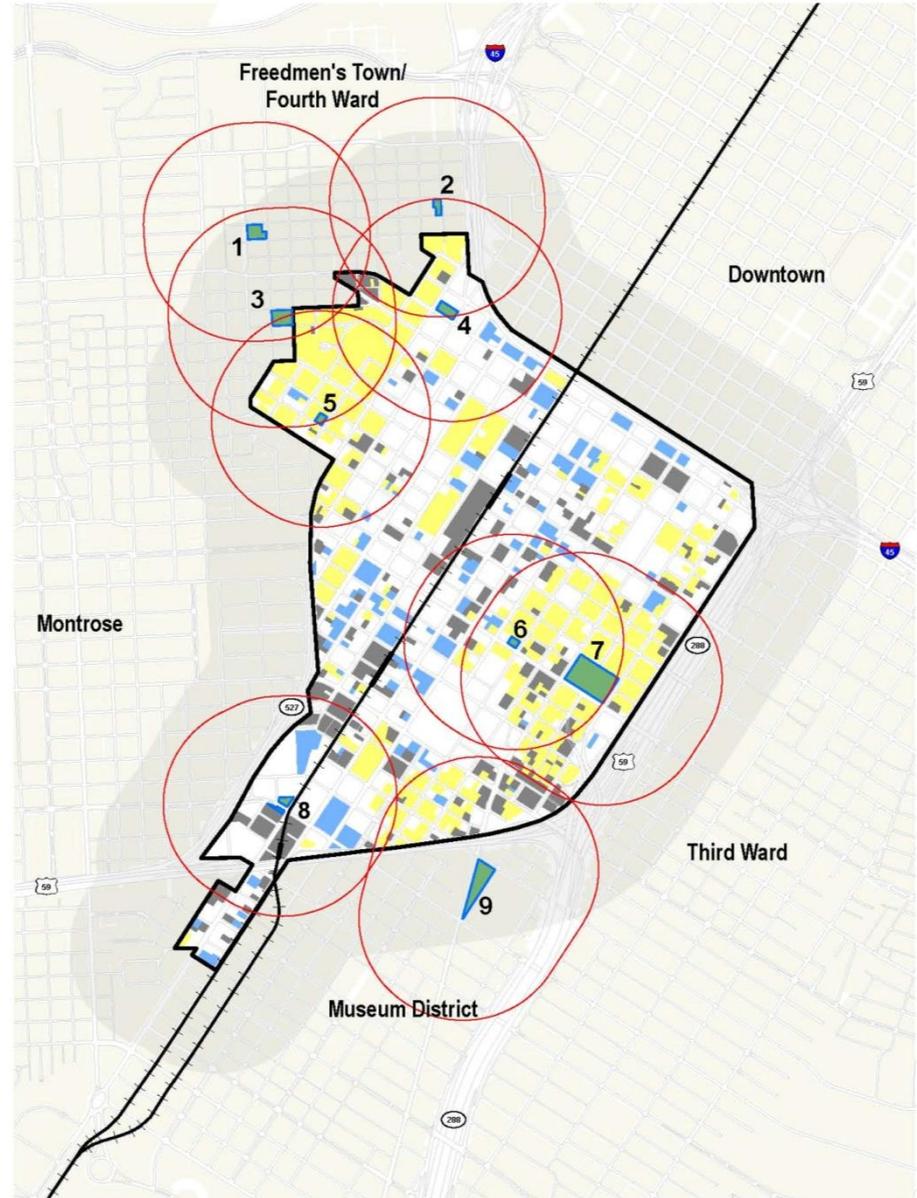
- Parking
- Residential
- Vacant
- Parks

— Walking Distance to Parks

— Walking Distance to Midtown

+ Light Rail Line

— Light Rail Stop



Existing Conditions

Midtown Park



Baldwin Park

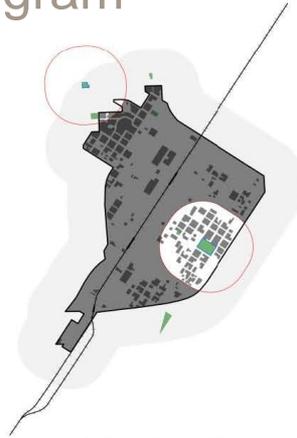


Elizabeth Glover Park



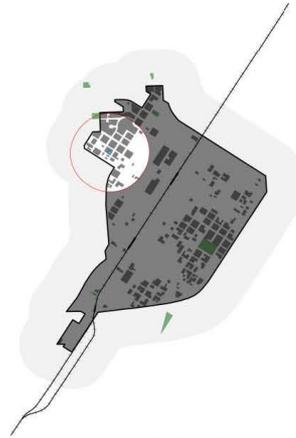
Midtown Park Program

- Residential
- Parks
- Walking Distance to Parks
- Walking Distance to Midtown
- Light Rail Line
- Light Rail Stop

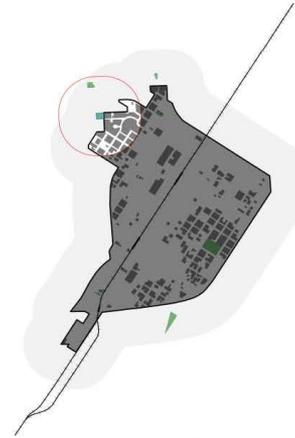


Active Recreation

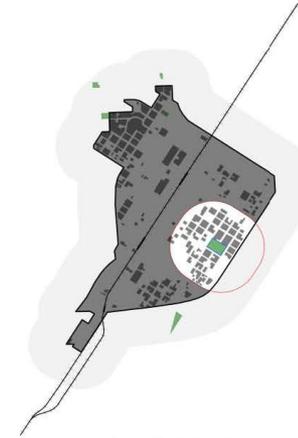
(Active recreation refers to any specifically programmed space for sport, such as a basketball court, tennis court or baseball diamond.)



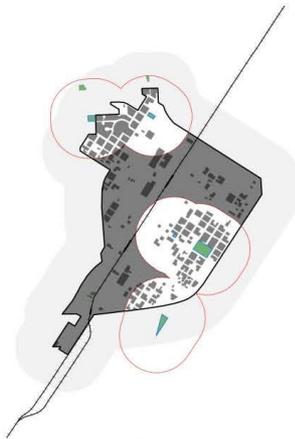
Community Gardens



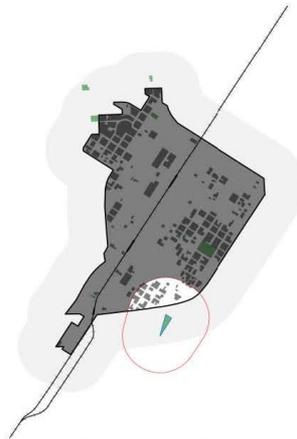
Dog Parks



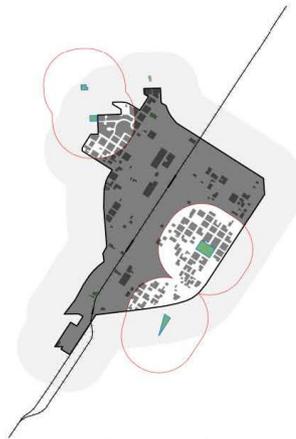
Jogging/Walking Trails



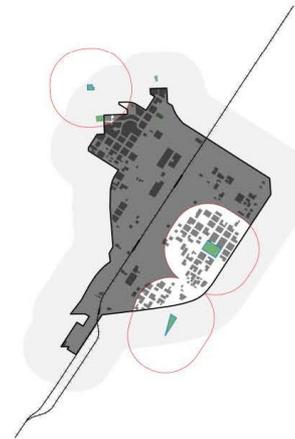
Lawns/Open Space



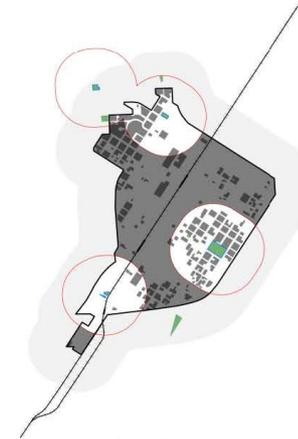
Performance Areas



Playgrounds



Shelters/Pavilions



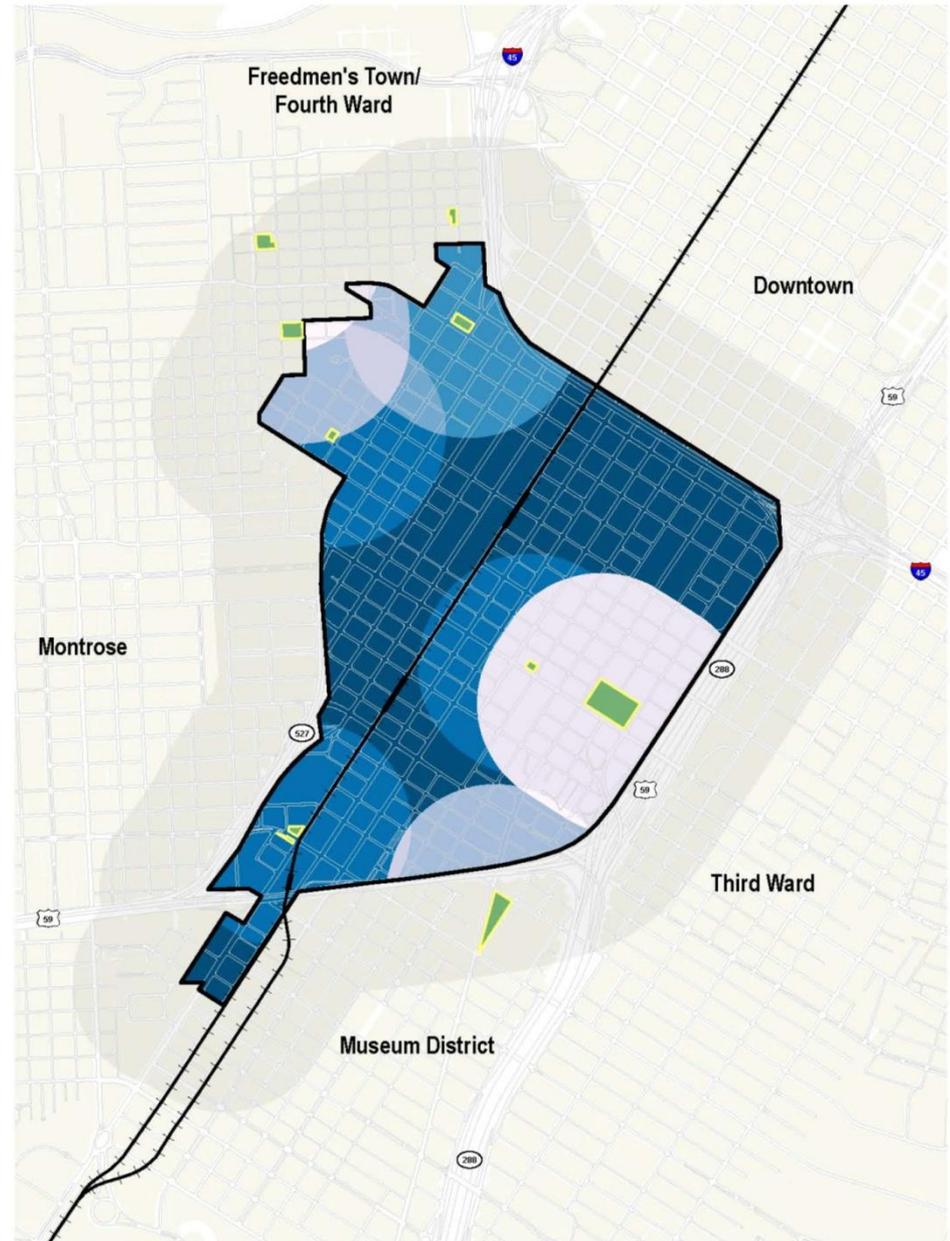
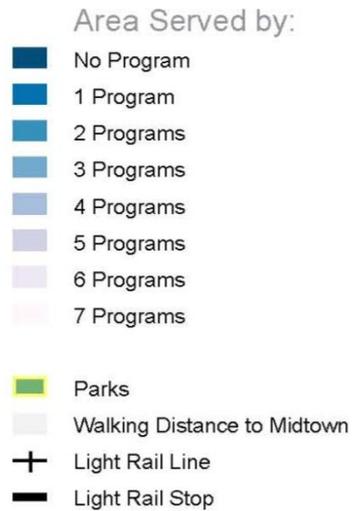
Water Features



Density of Program

The northeastern, central, and southwestern parts of Midtown are underserved by park space.

We recommend that new parks be placed in these areas to better serve the needs of the community.



Cultural Amenities



Bethel Baptist Park



Isabella Court



Sarah Francelia Bell Home

Churches:

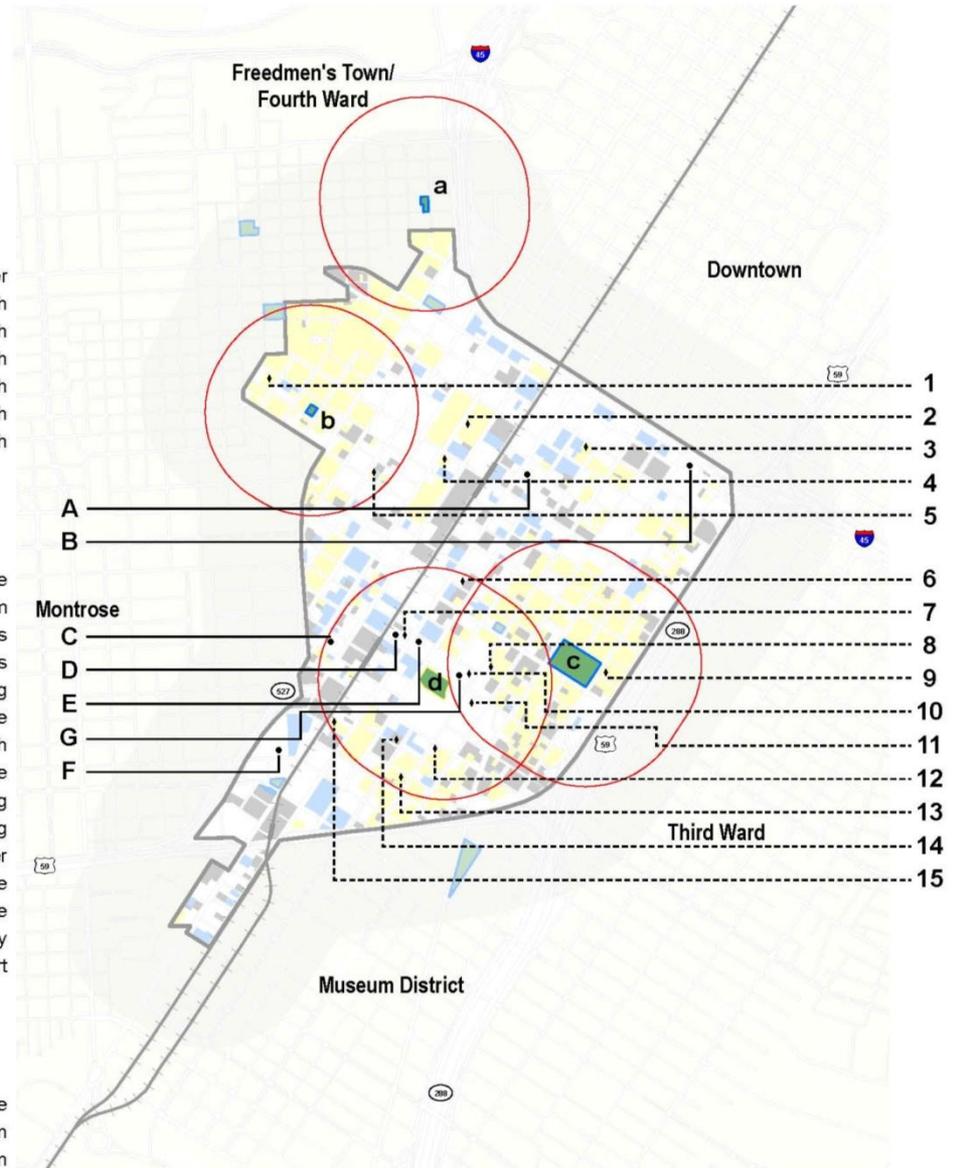
- A Houston Baha'i Center
- B St. John's United Methodist Church
- C Holy Rosary Catholic Church
- D Trinity Episcopal Church
- E Lord of the Streets Episcopal Church
- F First Evangelical Lutheran Church
- G South Main Baptist Church

Historical Sites:

- 1 DePelchin Faith House
- 2 Houston Fire Station No. 7/Houston Fire Museum
- 3 Benjamin Apartments
- 4 Sheridan Apartments
- 5 Lewis Apartment Building
- 6 Sarah Francelia Bell Home
- 7 Trinity Episcopal Church
- 8 Richardson House
- 9 Paramount Apartment Building
- 10 First Evangelical Church & Education Building
- 11 Temple Beth Israel - Ruth Denny Theater
- 12 Hugh Roy Cullen House
- 13 Gustav G. Heyne House
- 14 Houston Light Guard Armory
- 15 Isabella Court

Parks with Cultural Amenities:

- a Bethel Baptist Park - Old Church Facade
- b Midtown Community Garden
- c Baldwin Park - Historic 1912 Fountain
- d HCC Public Space - San Jacinto High School



Program Changes to Existing Parks and Future Parks

Changes to Existing Parks

A: Midtown Park

| Current Program | Proposed Program |
|-----------------|---------------------------|
| Lawn/Open Space | Lawn/Open Space |
| Water Feature | Interactive Water Feature |
| Gardens | Gardens |
| Chess Tables | Chess Tables |
| | Performance Area |
| | Food Kiosk |
| | Public Art |
| | Dog Park |

B: Elizabeth Glover Park

| Current Program | Proposed Program |
|-----------------|-------------------------|
| Lawn/Open Space | Lawn/Open Space |
| | Historic Interpretation |
| | Bocce Court |
| | Dog Park |
| | Yoga Platform |

C: Baldwin Park

| Current Program | Proposed Program |
|------------------------|------------------------|
| Playground | Expanded Playground |
| Active Recreation | Active Recreation |
| Jogging/Walking Trails | Jogging/Walking Trails |
| Lawns/Open Space | Lawns/Open Space |
| Shelters/Pavilions | Shelters/Pavilions |
| Water Feature | Water Feature |
| | Pavilion Furniture |
| | Lighting Improvements |

Future Parks

1: Houston Fire Museum Plaza

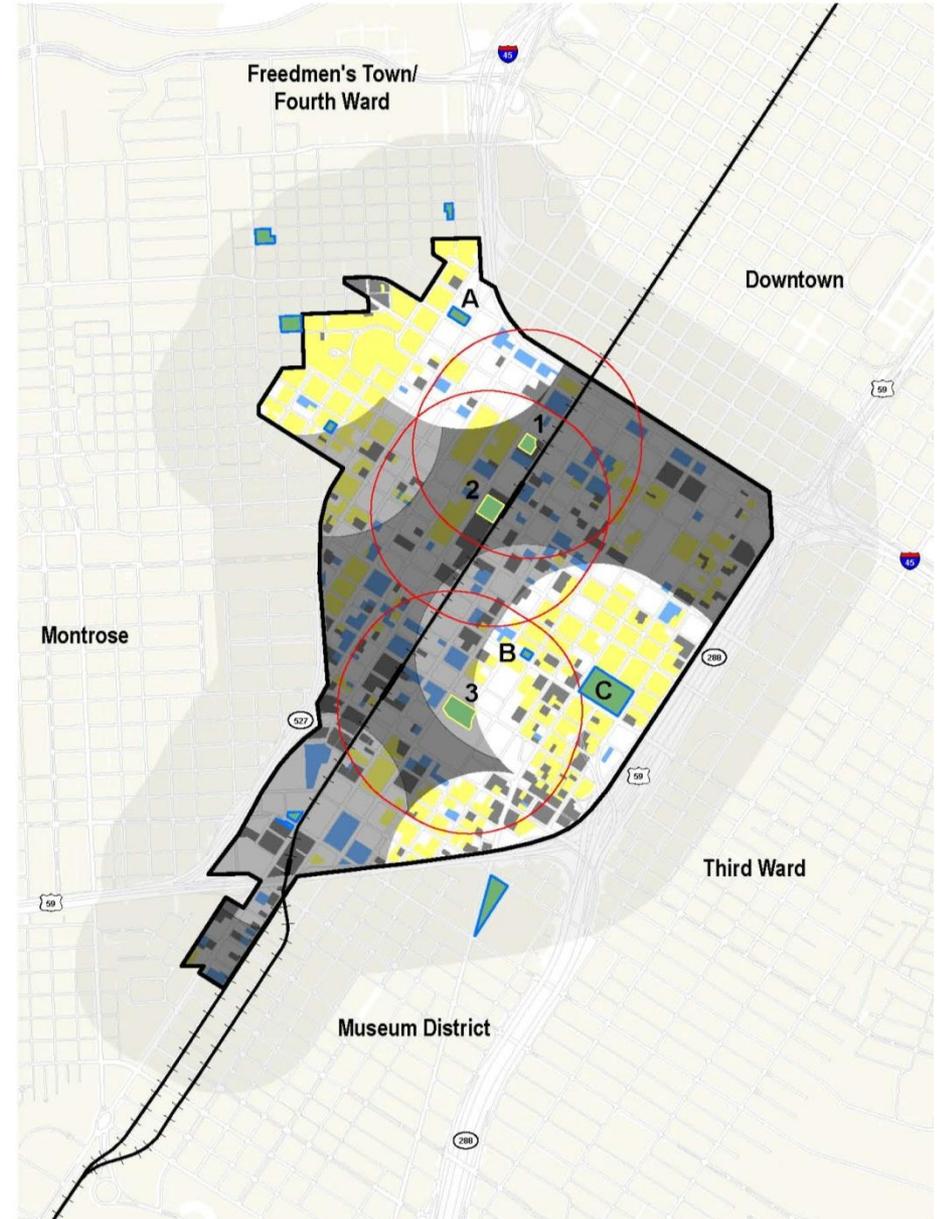
| Designed Program | Proposed Program |
|-------------------------|-------------------------|
| Public Art | Public Art |
| Firefighter Memorials | Firefighter Memorials |
| Fire Truck Display | Fire Truck Display |
| Historic Interpretation | Historic Interpretation |
| Play Area | Play Area |
| Water Feature | |

2: SuperBlock Park

| Designed Program | Proposed Program |
|------------------|---------------------------|
| Lawn/Open Space | Lawn/Open Space |
| Water Feature | Interactive Water Feature |
| Outdoor Dining | Outdoor Dining |
| | Performance Area |
| | Pavilion |
| | Public Art |
| | Kiosk |
| | Active Recreation |

3: Houston Community College Lawn

| Designed Program | Proposed Program |
|------------------|------------------|
| Lawn/Open Space | Lawn/Open Space |
| Cultural Amenity | Cultural Amenity |
| Hardscape Plaza | Hardscape Plaza |
| | Public Art |
| | Performance Area |





Midtown Park improvements (Conceptual)



Elizabeth Glover Park improvements (Conceptual)



Baldwin Park improvements (Conceptual)



Superblock Park (Conceptual)



Proposed Parks



Land Use

- Parking
- Residential
- Vacant
- Existing Parks
- Walking Distance to Midtown
- Light Rail Line
- Light Rail Stop
- No Program
- 1 Program
- Future Parks
- Walking Distance to Future Parks
- Proposed Parks
- Walking Distance to Proposed Parks

Proposed Parks:

- A.....Site A
- B.....Site B
- C.....Site C
- D.....Site D

Future Parks:

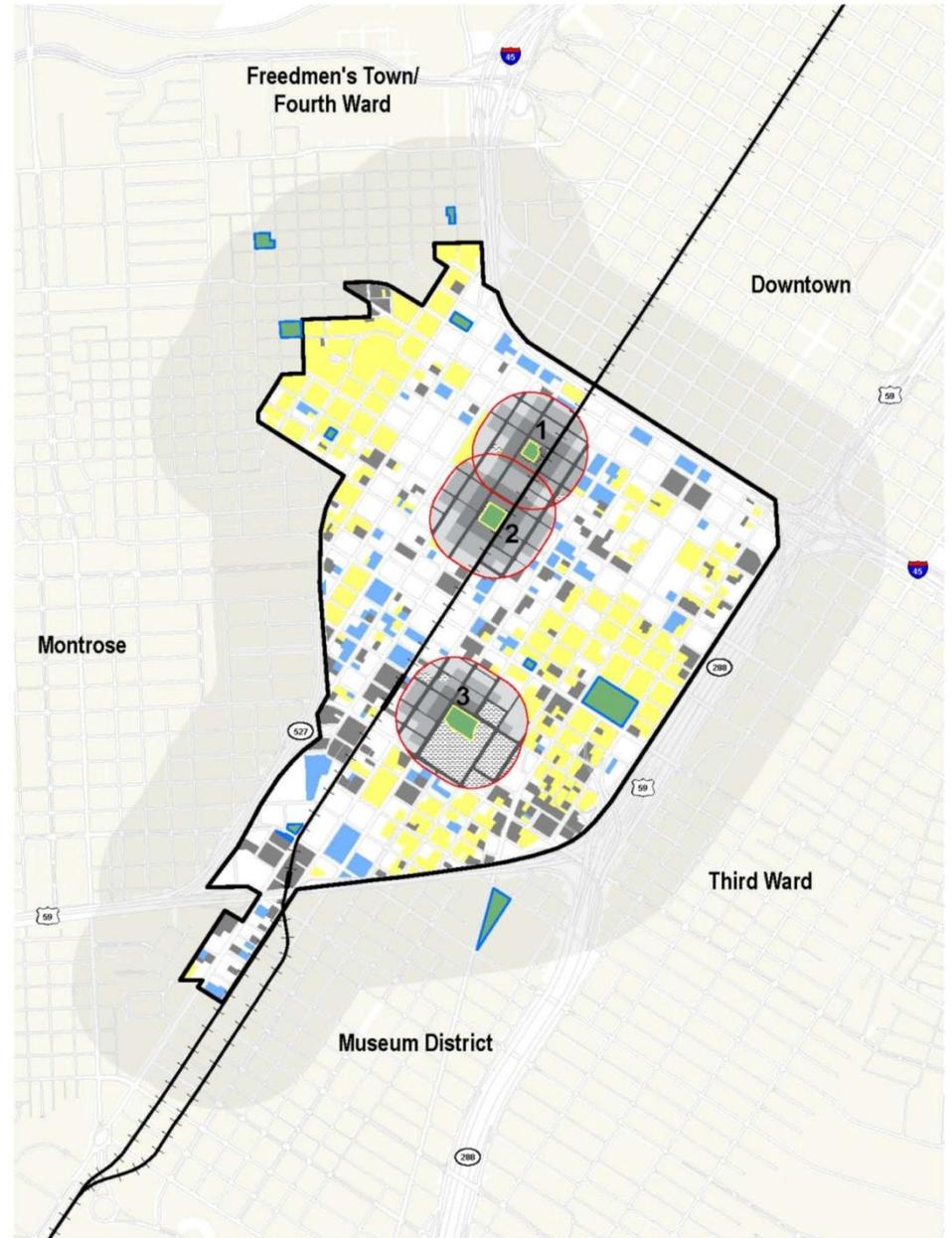
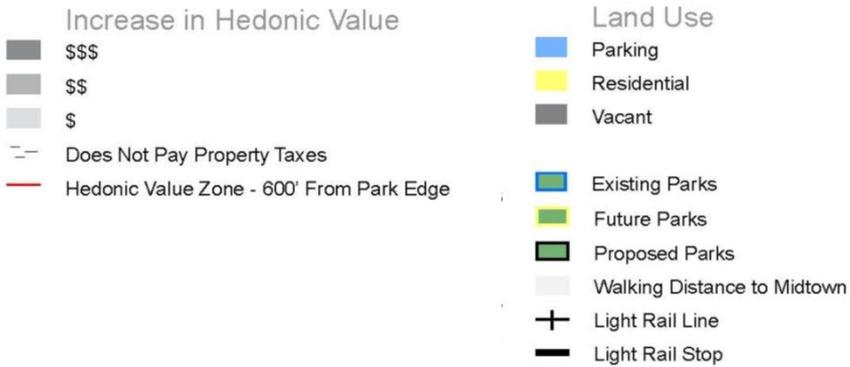
- 1 Houston Fire Museum Plaza (.8 acres)
- 2 McGowen Green/Superblock Park (1.5 acres)
- 3 Houston Community College Lawn (2.2 acres)



Hedonic Value Future Parks



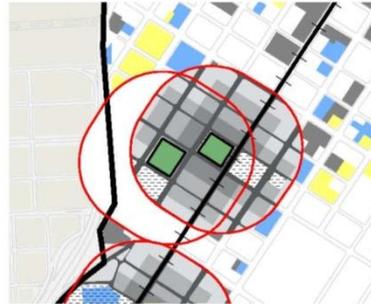
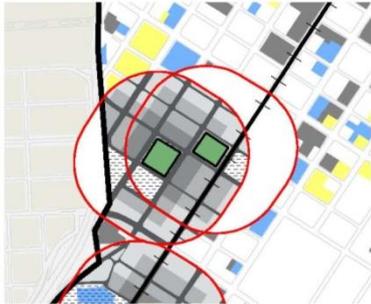
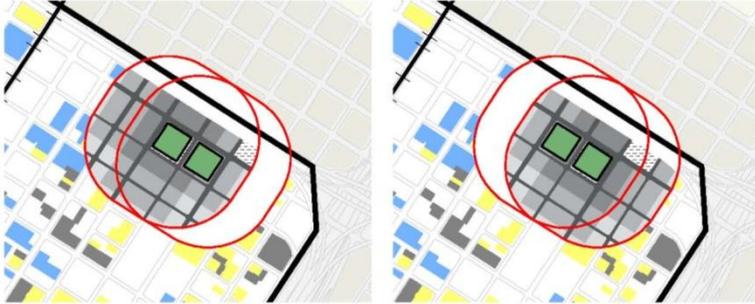
Jamison Square Park Portland, OR



Hedonic Value Proposed Parks

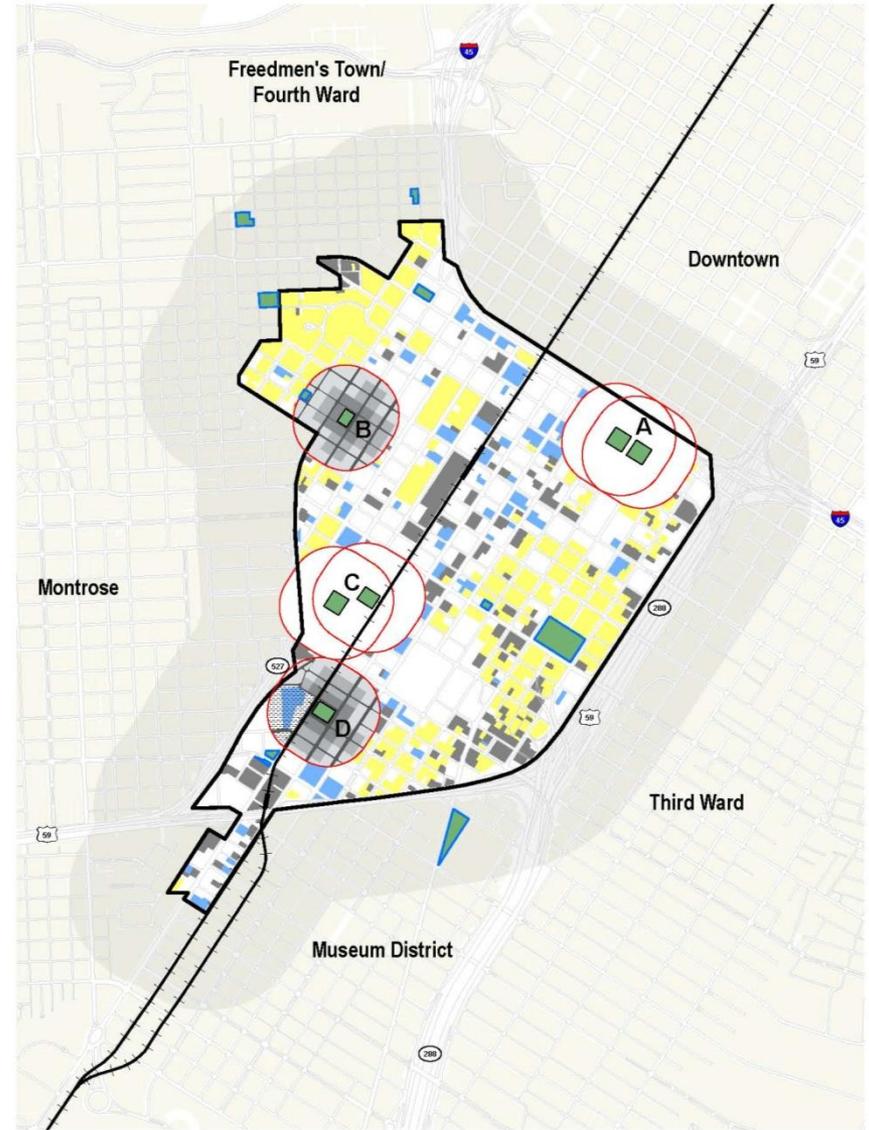
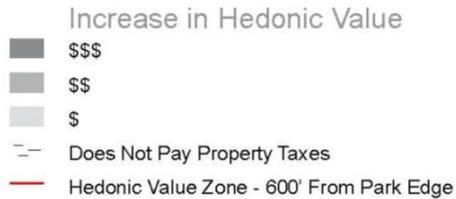
Site A West

Site A East



Site C West

Site C East

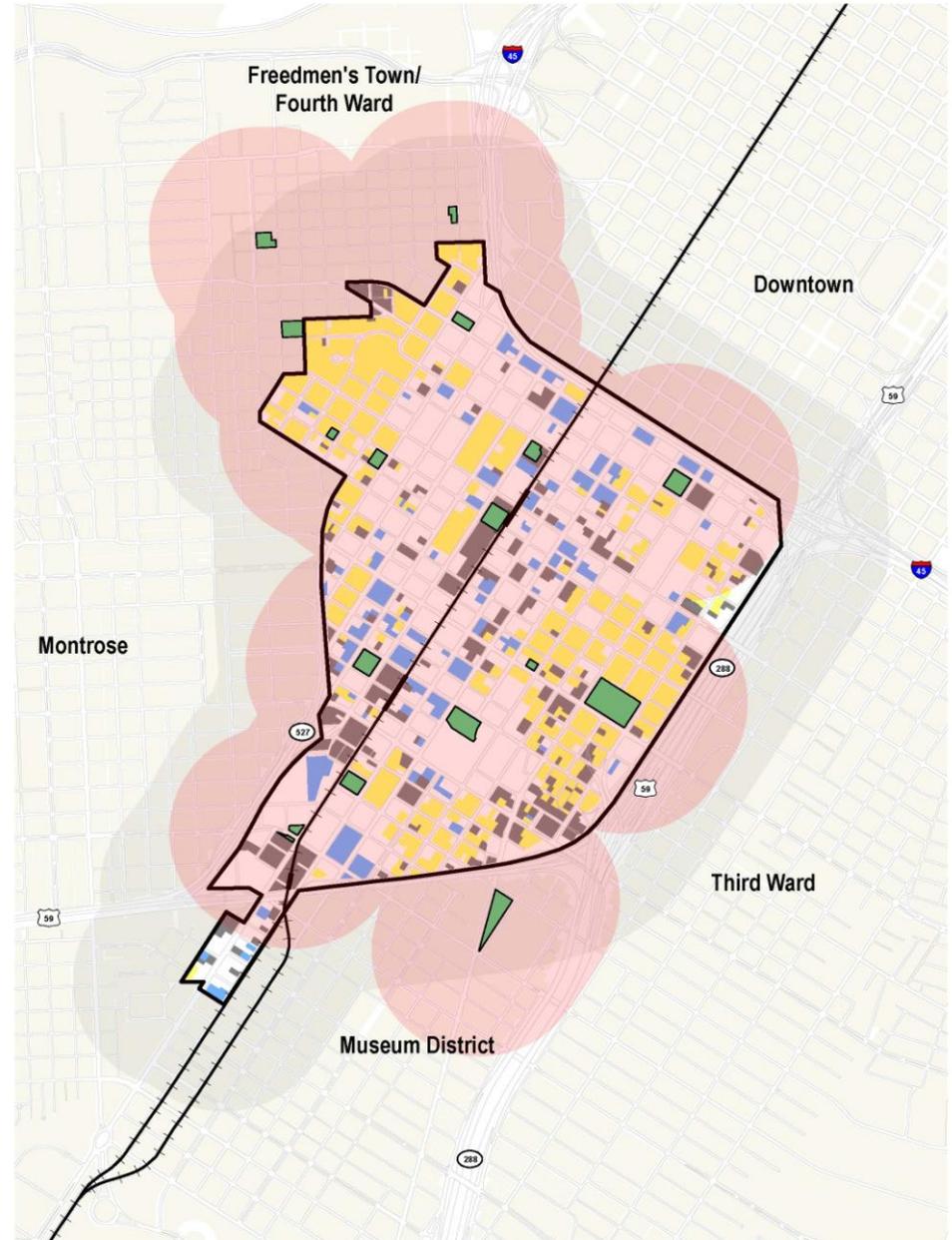


The Future of Midtown Parks

In the future, parks will be distributed more evenly across Midtown to serve almost the entirety of the district.

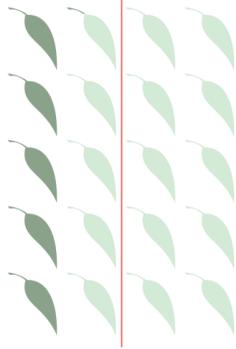
Through an increased diversity of programming, this new network of park space will transform the neighborhood into one of the most desirable places to live in all of Houston.

- Land Use
 - Parking
 - Residential
 - Vacant
- Parks
- Walking Distance to Midtown
- Area Served by Parks
- Light Rail Line
- Light Rail Stop

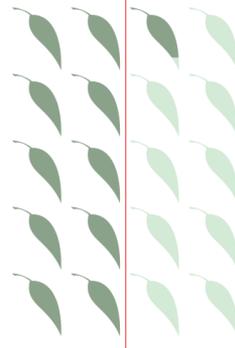


Density of Neighborhood Parks per 1,000 Residents

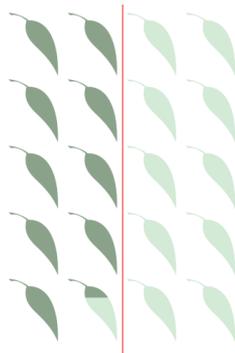
Existing 2010 .61



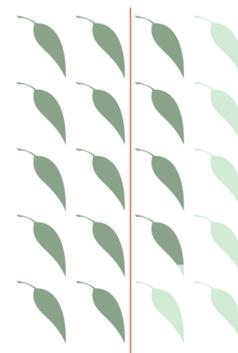
Future 2010 1.08



Future 2014 .93



Proposed 2014 1.38



-  = 1 acre/1000 residents - citywide goal
-  Density of Park Acreage
-  1 Acre per 1,000 Residents

* 2014 numbers use predicted Midtown population



Bagby Street Reconstruction



SUSTAINABILITY AND METRICS

ENVIRONMENT:

- minimize excessive use and non beneficial planting
- reduce of heat island effect
- reduce of noise pollution
- increase green stormwater use
- reduce potable water use consumption
- improve localized air quality
- implement Green Streets Standards

COMMUNITY:

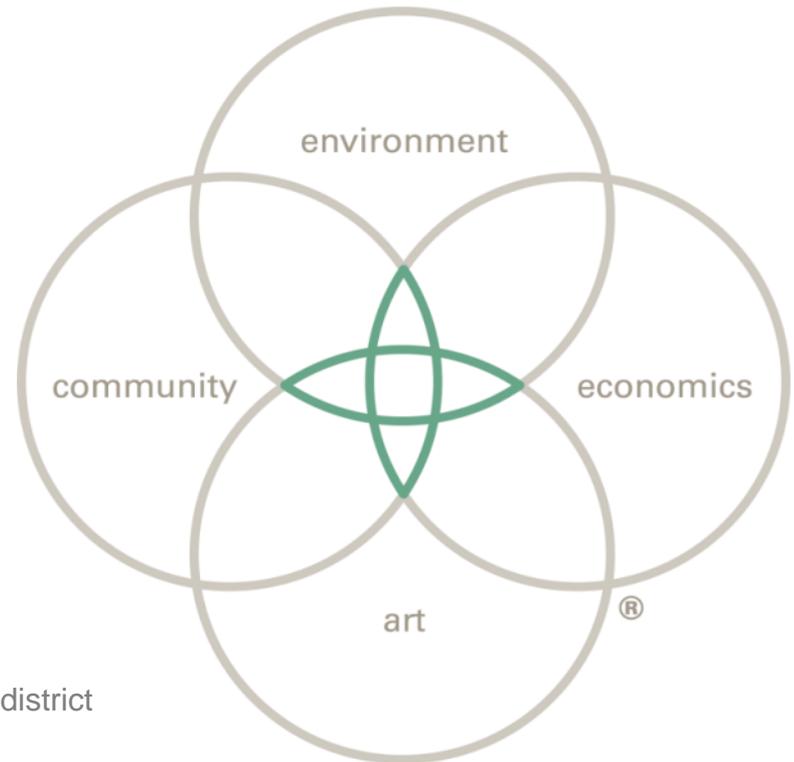
- provide community programming / interaction /function
- collaborate with community members
- foster unique neighborhood identity and character
- improve wayfinding and visitor experience
- Implement interpretive plan centered on green infrastructure
- engage community at key benchmarks

ART/AESTHETIC:

- provide a distinct and unique 'place'
- create a timeless experience
- focus on detailing
- implement public art as a long term benefit to the new cultural art district
- create an authentic interpretive program
- provide composition of form, texture, color, pattern in all materials

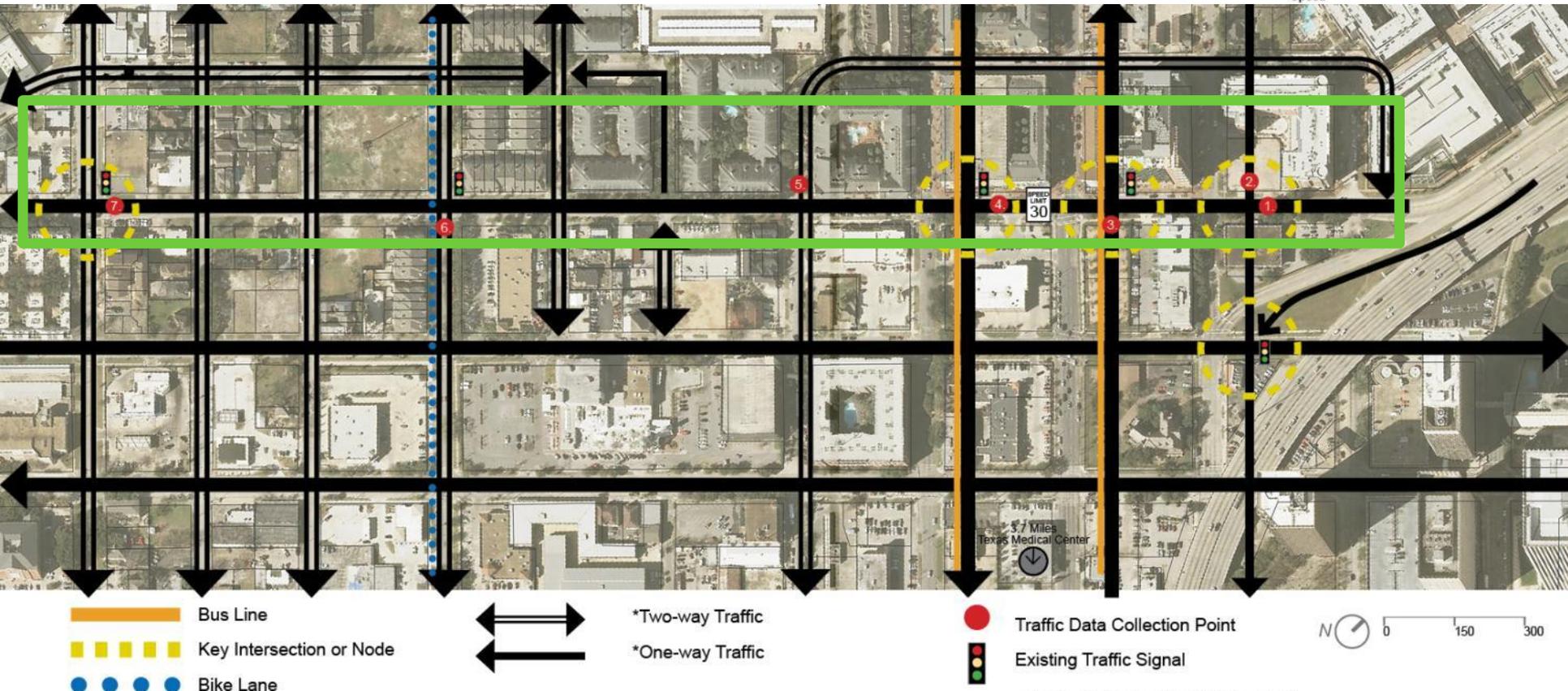
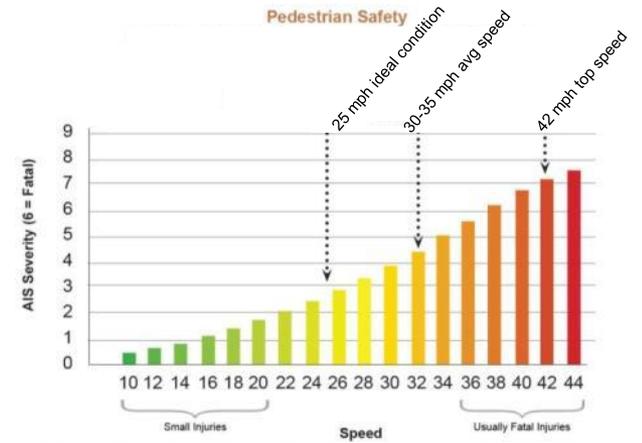
ECONOMICS:

- design and construct within budget
- tie improvements to potential return on investment (public and private)
- limit impact on business during construction
- Implement plan that is financially attractive for redevelopment



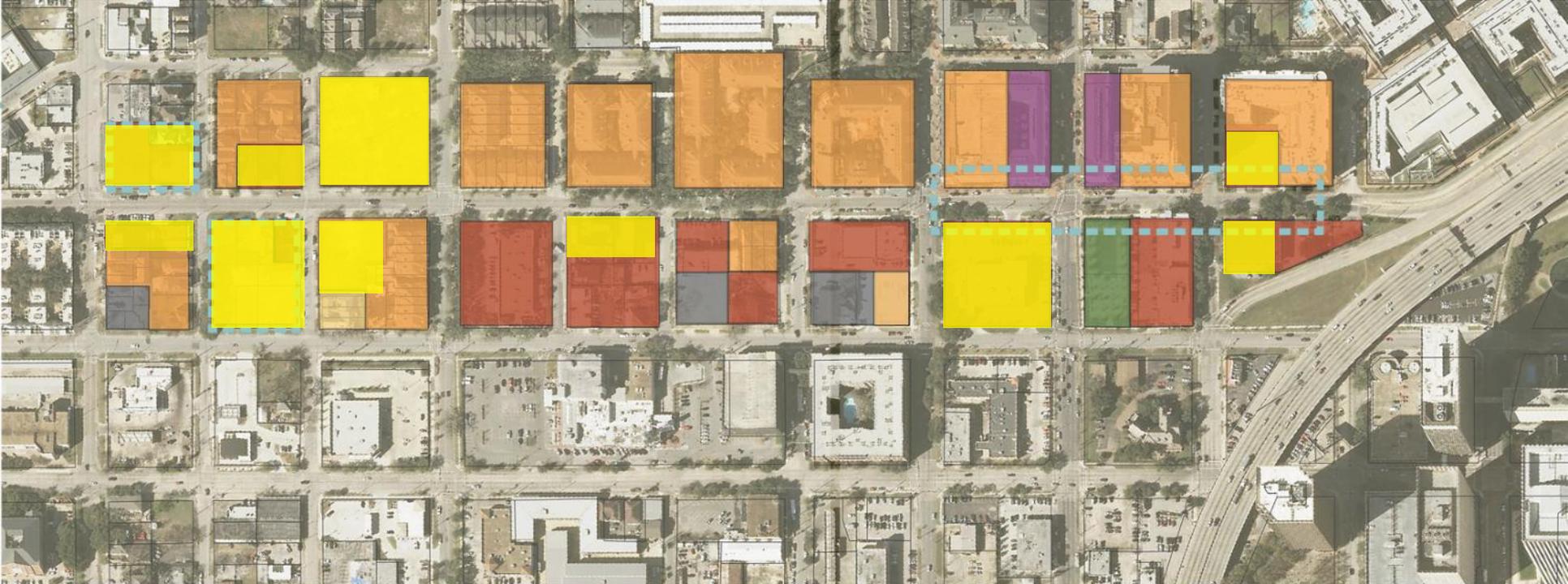
CIRCULATION AND TRAFFIC

- What the numbers told us
- Speed and pedestrian safety
- 4-80 to a 3-80



LAND USE

- Analysis of underdeveloped blocks and potential land use changes
- Opportunities for redevelopment and streetscape design



-  Mixed Use
-  Multi Family (Apt. and Townhome)
-  Single Family/Detached Residential
-  Commercial

-  Vacant
-  Park



EXISTING TREES AND PEDESTRIAN FEATURES

- Trees were evaluated to determine their value to the community and human comfort
- Tree health, root growth conditions, soils, canopy disturbance, species
- Expanded rapid taper root zone area and advanced soil amendments



Quality rating #1: Undesirable tree species, dead trees or trees



Quality rating #2: Tree species out of context or trees that have been excessively pruned due to overhead power lines



Quality rating #3: Desirable tree species in good health that should be preserved and protected during construction

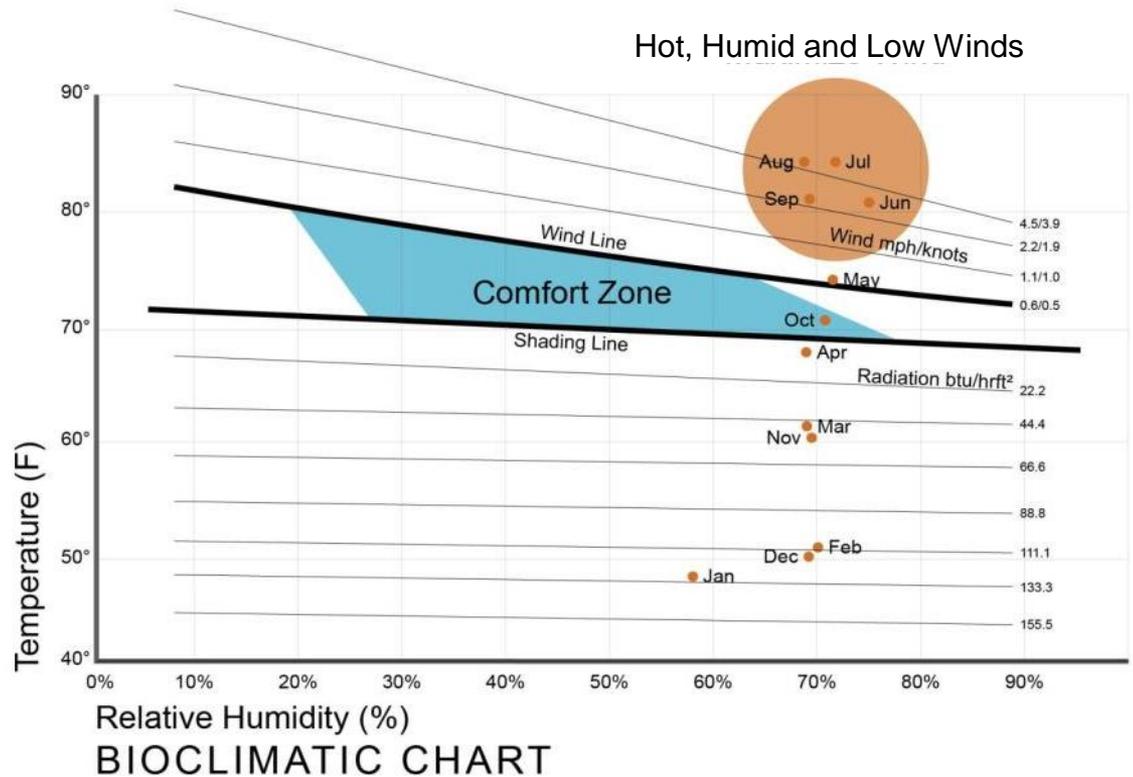
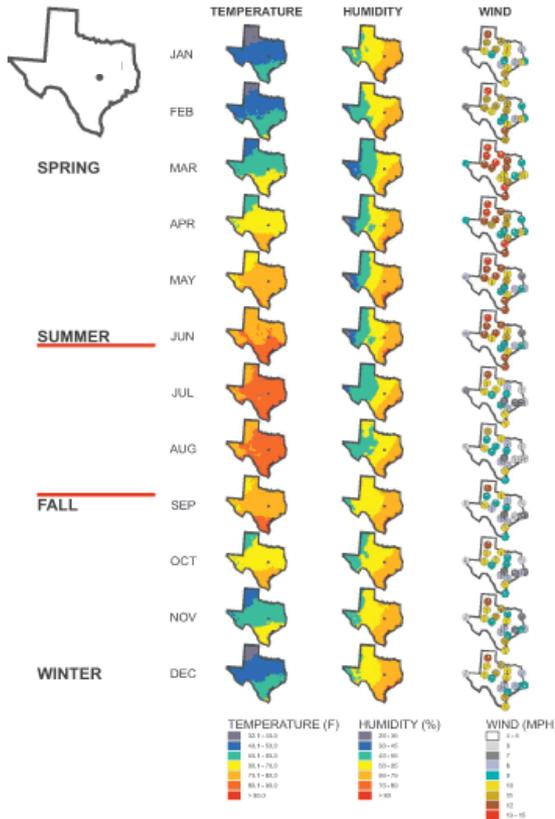


HUMAN COMFORT AND WALKABILITY

- The Texas Summer Problem : high humidity, high temperatures, low winds
- How to create summer disruption : value of shade and breezes

CLIMATE

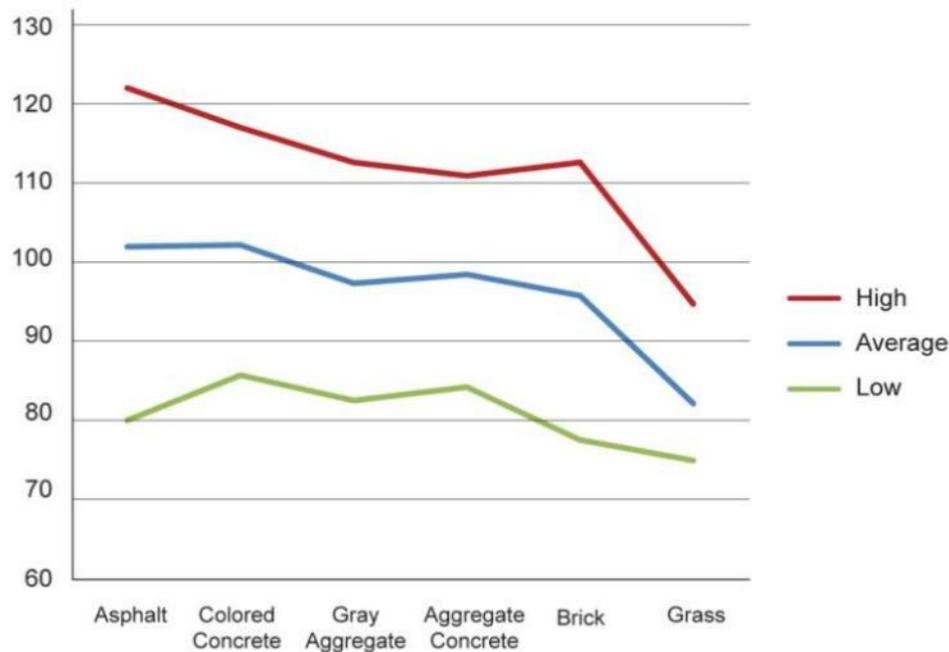
YEAR-ROUND CLIMATE DATA



HUMAN COMFORT AND HEAT ISLAND

- Understanding surface temperatures in July
- Choice of hardscape materials
- Increase in softscape materials

Heat Island - Temperature of Various Materials on Site

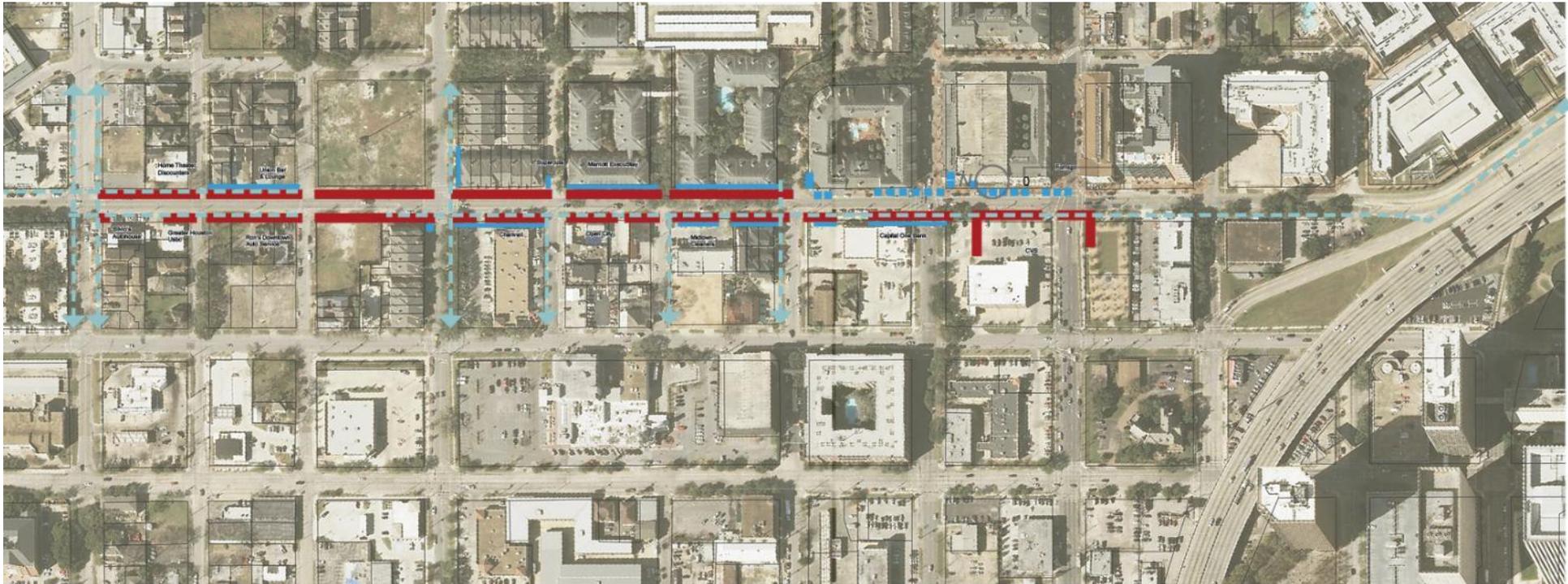


Measurements were taken using a hand-held infrared thermometer at 12" above the surface. All measurements were taken in the sun on the same day with the same ambient temperature.



EXISTING IRRIGATION AND IMPACT OF TREE GROWTH

- Relationship of existing and needed irrigation for improvements
- Creating a unified, single controlled irrigation system

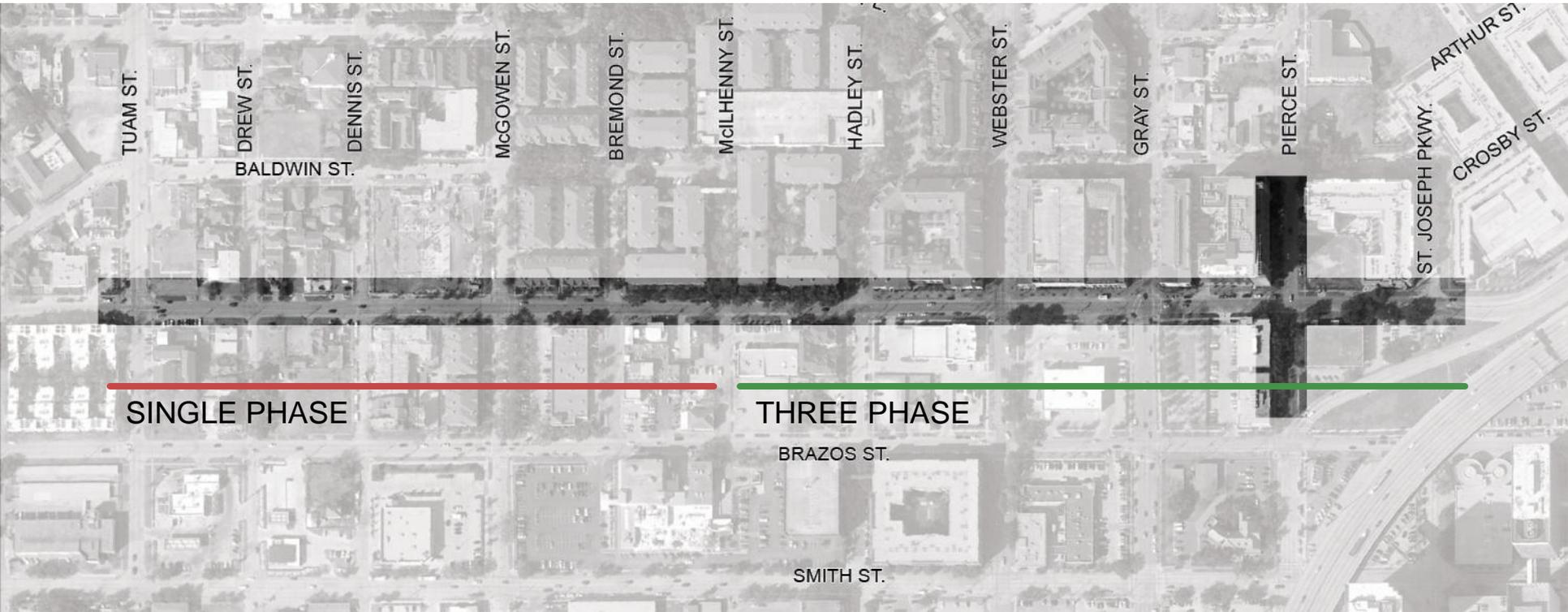


--- Overhead Utility
■ Irrigation Zone
■ No Irrigation Present



FRANCHISE UTILITIES AND THEIR IMPACT

- Impact on existing experience, shade, comfort and redevelopment
- TIRZ allowable spending area
- 60' poles









Post
MEDTOWNS
SQUARE

2000
Bagby

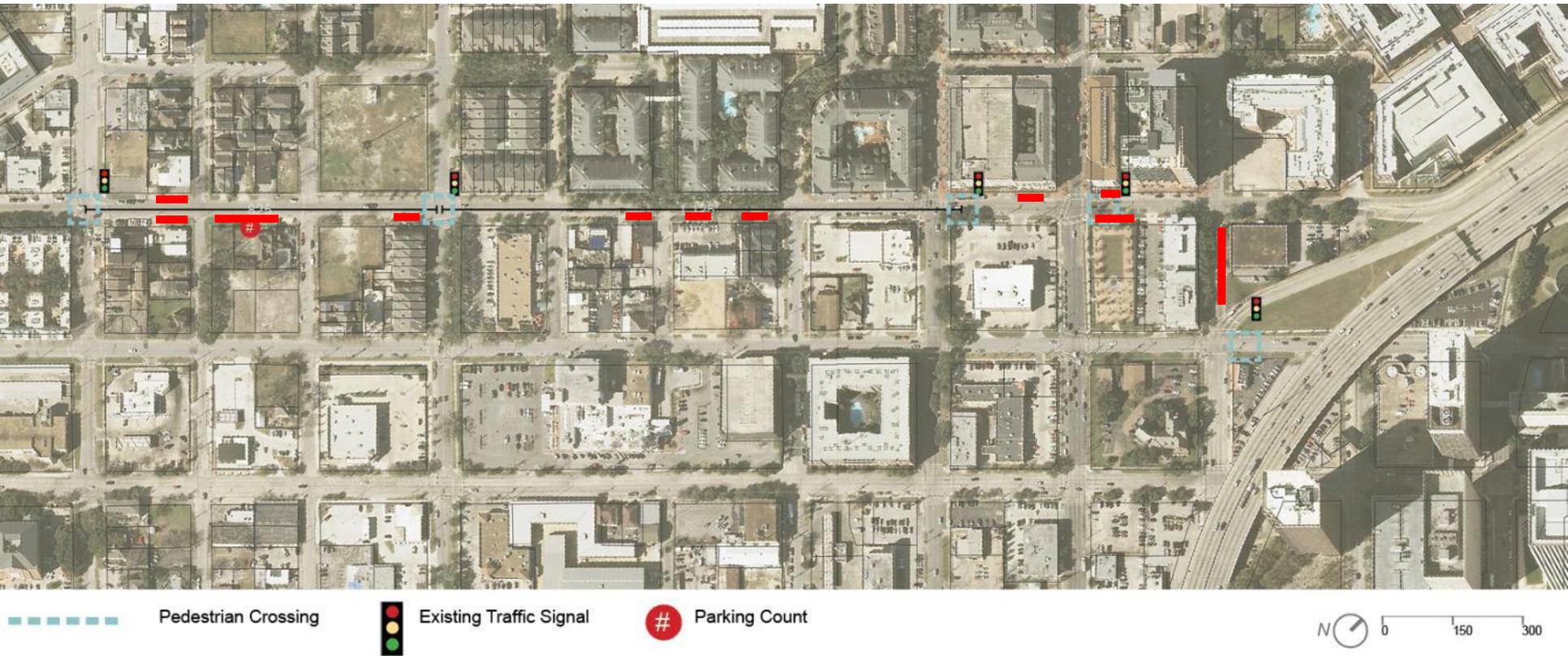
LEFT TURN

ONE
WAY

ONLY

ON STREET PARKING VALUE

- Mapping existing parking opportunities
- Designing in additional on street parking facilities : convenience and revenue



MASTER PLAN : NOT A ONE SIZE FITS ALL



IMPROVING SOIL CONDITIONS AND VOLUME FOR HERITAGE TREES

- 42% increase in tree growth area



CREATING INTERSECTIONS OF DESTINATION

- All primary intersections received an increase in pedestrian amenities and space



GREEN = GREEN

- WQ credits of rain gardens written into the PER

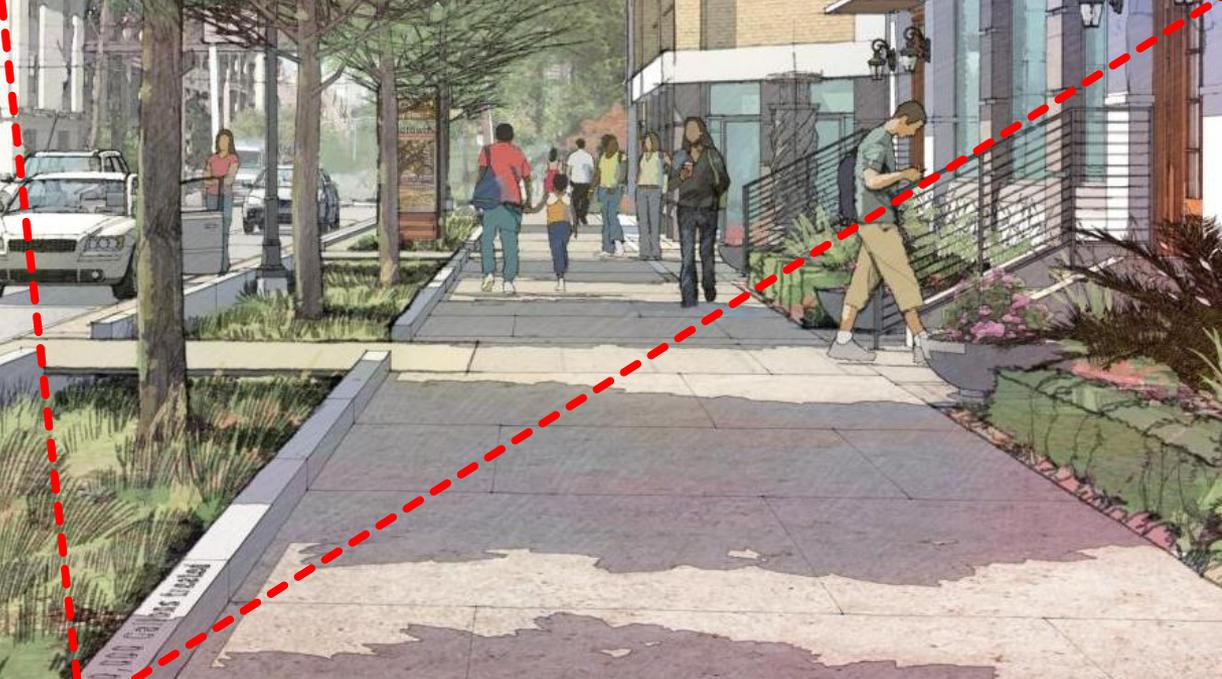


EPHEMERAL INTERPRETATION

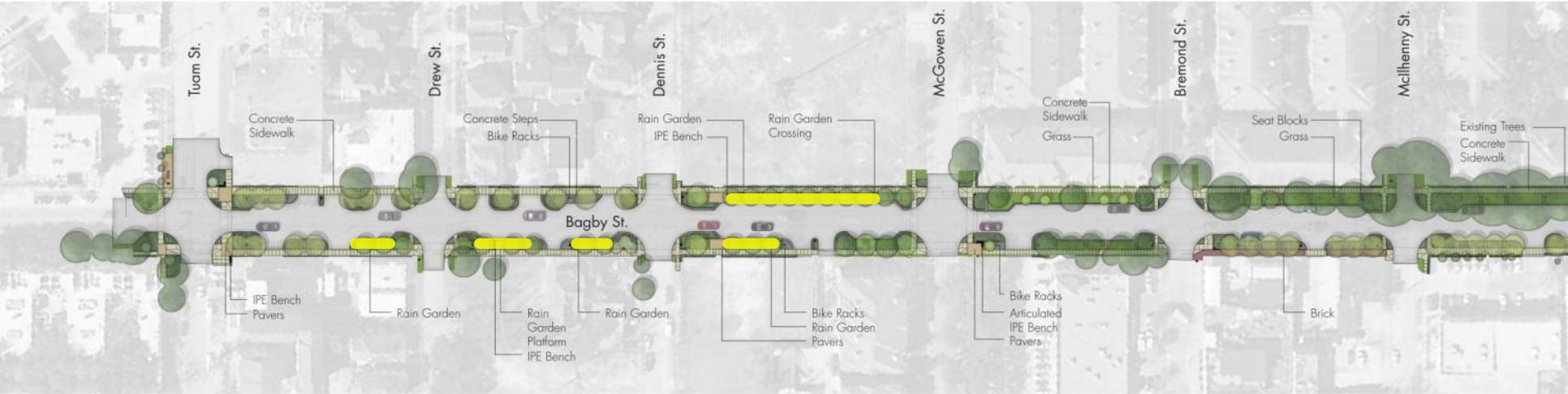


GALLONS TREATED

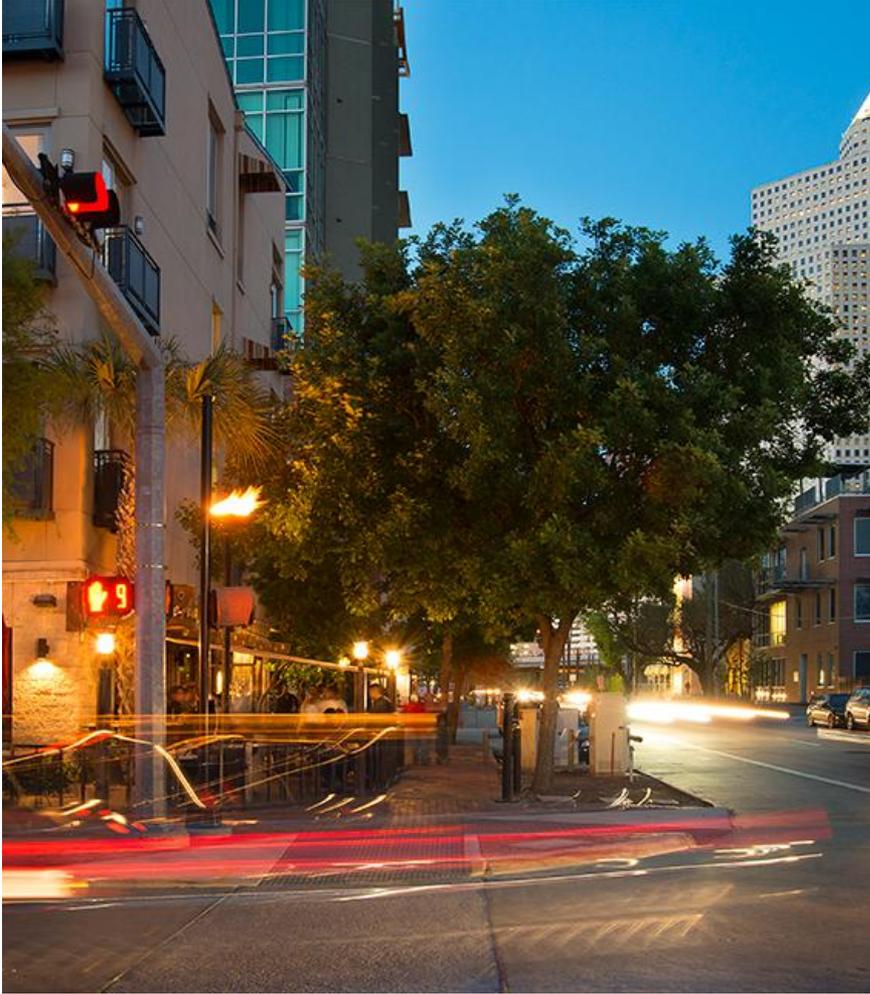
50,000 GALLONS TREATED



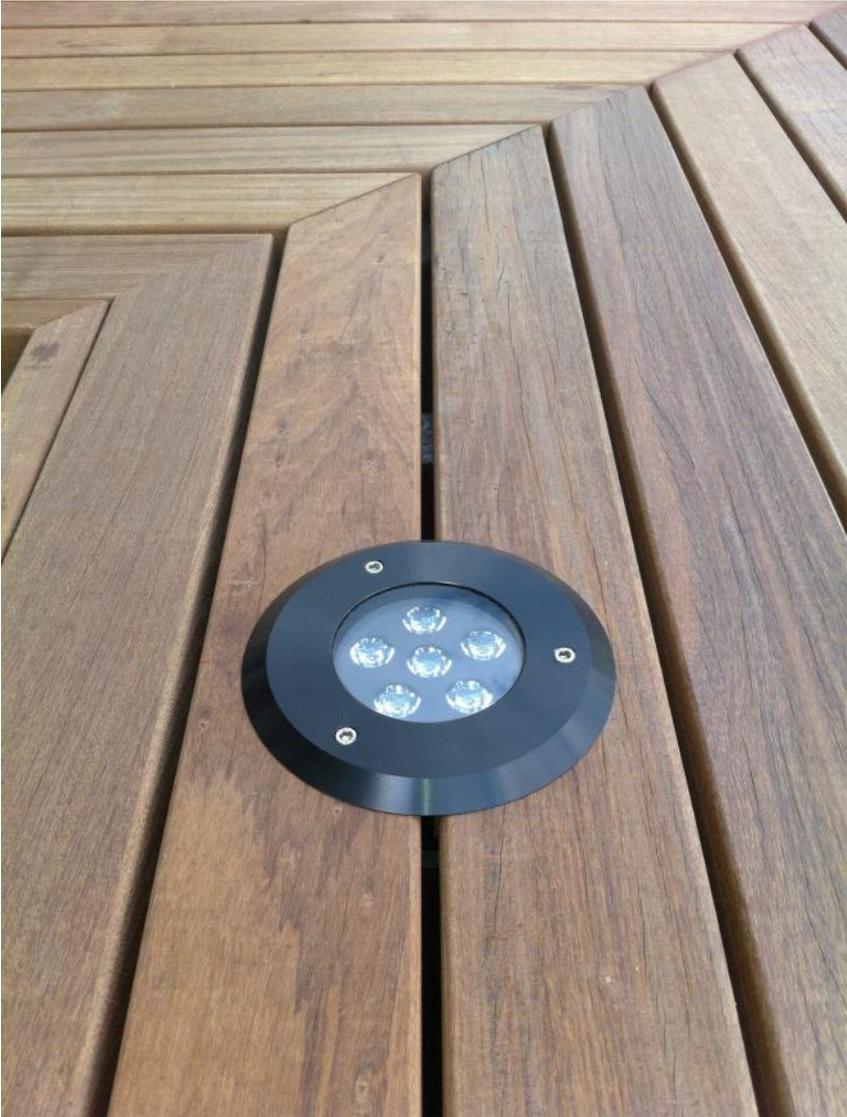
GREEN = GREEN



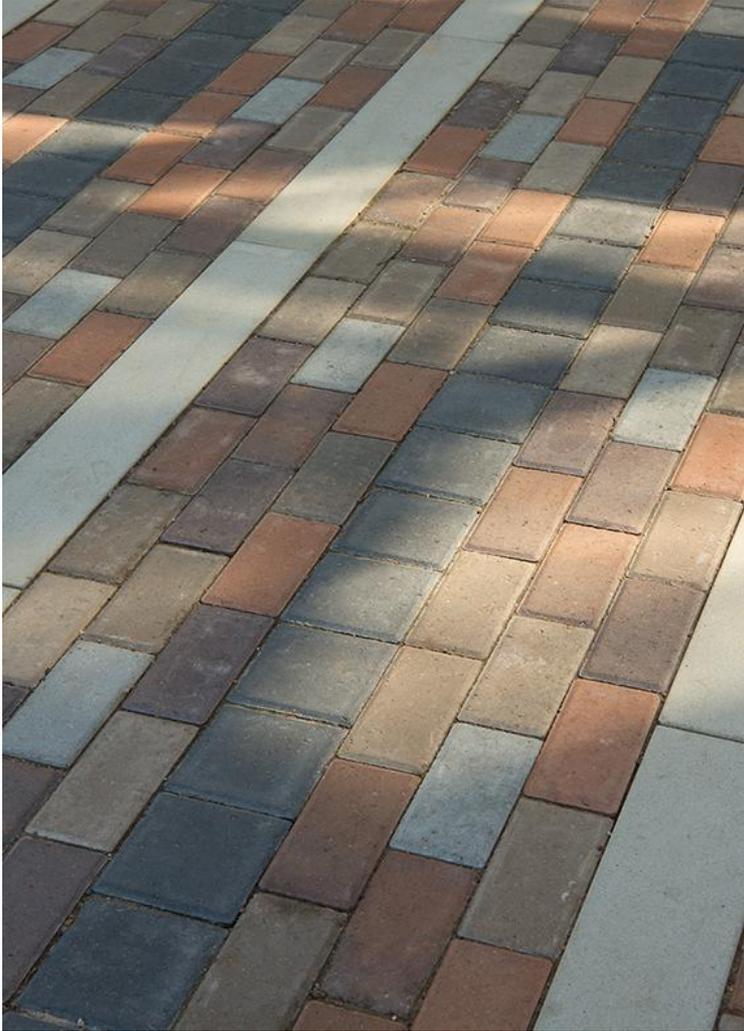
UNDER CONSTRUCTION



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EVIDENCE

ENVIRONMENT

- First GreenRoads certified project in the State of Texas (final stages)
- 300 tons of CO2 saved through flyash concrete
- 33% of stormwater enters into a rain garden
- 70% tree canopy throughout corridor (32% to 70%)
- 16% decrease in noise decibel levels in key pedestrian areas (50 db to 42 db)
- 17% decrease in surface temperatures (108 degrees to 92 degrees avg)



EVIDENCE

COMMUNITY

- 4 lanes to 2 lanes (with periodic turn lanes) without reducing overall LOC
- Pedestrian crossing distance reduced by nearly 45% (42' to 24' avg)
- 88% of the sidewalks are in shade (compared to 49%)
- Foot candle increase from .1 avg. to .45 average
- 35% more on street parking throughout the corridor
- 276% increase in pedestrian areas (16,291 SF to 44,983 SF)
- 350% Increase of bicycle facilities (12 to 42)
- 38% increase in seating and social gathering areas



EVIDENCE

ECONOMICS

- Approximately \$25m in private development since project was announced
- 20% rental market increase (\$1.40 to \$1.75 avg p/SF p/month)
- Project has remained in acceptable construction budget
- 218% increase in tree canopy throughout corridor (32% to 70%)
- Water quality credit for rain gardens that can be transferred to development (PER)

ART

- Custom furniture, signage, lighting and paving
- Custom interpretive rain gardens
- Enhanced planting design based on color, texture, form, structure, seasonality



Five Business-friendly Factors

1. One size doesn't have to fit all.
2. Clearly identify market. Then, design towards it!
3. Funding sources & opportunities for added value should be identified at the beginning.
4. Process should be transparent for key stakeholders.
5. What is measured, is done.





“We are open for business!”: Getting public infrastructure right

June 21, 2013

Rebecca Leonard, Design Workshop

