A light blue background map showing the county boundaries of the Houston-Galveston area. The map is oriented with Houston to the left and Galveston to the right.

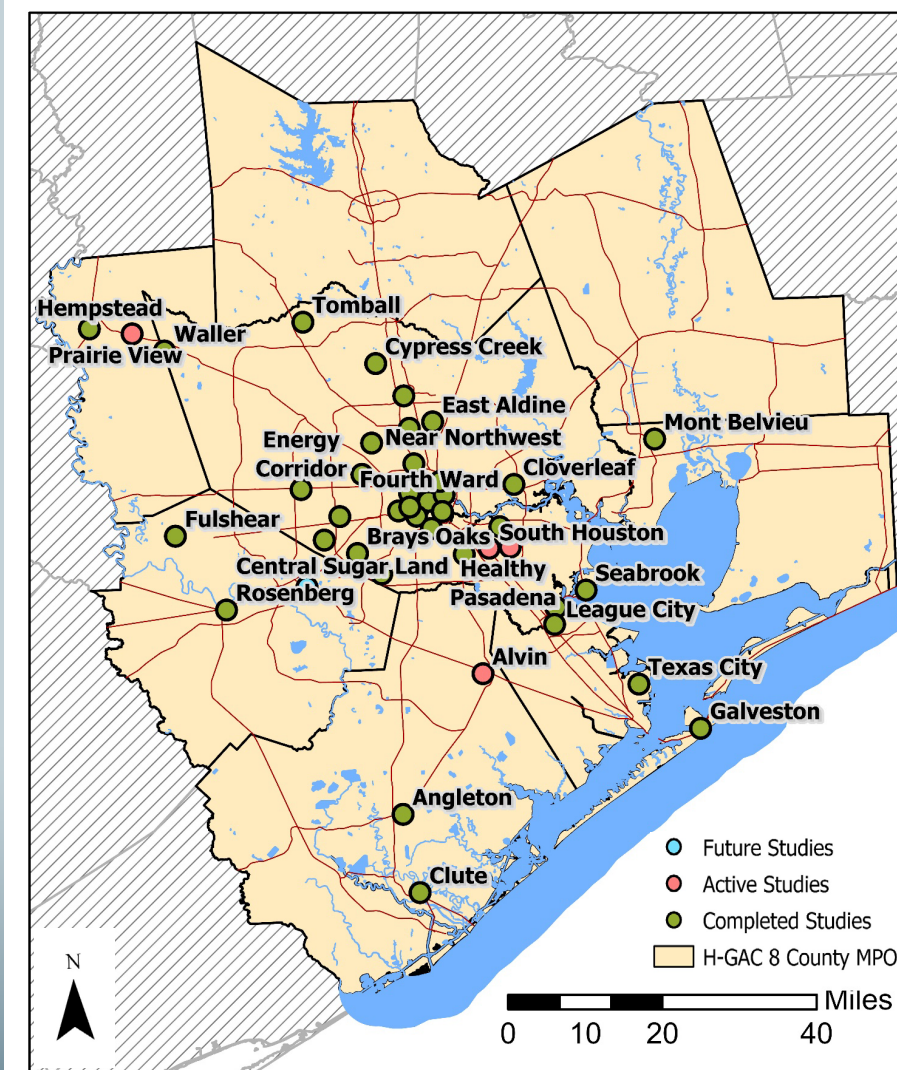
Livable Centers Workshop

Elements of Placemaking Beyond Aesthetics

Thursday, September 14, 2023

About the Livable Centers Program

- 41 completed studies
- 5 active studies
- Places where people can live, work, and play with less reliance on single-occupancy vehicles.
- Small scale Land Use and Transportation studies.



Livable Centers Study Elements

- Access to Transit
- Pedestrian and Driver Safety
- Congestion Mitigation
- Air Quality Improvements
- Housing Affordability
- Economic Development
- Placemaking

comfort
bike
sidewalk
affordable parks
community
trees
lights **space**
seating safe

What is Placemaking?

- Creating or improving public spaces in a way that reflects the needs and desires of the community.
- Create a space that promotes social interaction, community engagement, and a sense of belonging.
- Elements that make a place “great”
 - Identity
 - Access
 - Uses
 - Comfort



Examples

■ Downtown Waller improvements

- signage, sidewalks, parking



Examples

■ Discovery Green

- Successful park design, programming and management
- Transformed downtown Houston as a real estate market, as a visitor destination, and a place where Houstonians now want to live, work, and play.



Examples

- **Bates Allen Park**
 - Ideal location for programming like Boy scouts orienteering courses
 - Future site of the Fort Bend Heritage Unlimited Museum
 - Tree Orchard for Fort Bend County Parks



Examples

- James Driver All Inclusive Park
 - A space where everyone, regardless of their abilities, can play and make memories
 - Located in a historically underserved part of Harris County, the revitalized park aims to revitalize the surrounding community and serve as a destination to local visitors



Examples

- Alvin Historic Train Depot and Tom Blakeney Jr Park
 - Original train depot building
 - Skate park
 - Hike and Bike Trail





Jason O'Mara, Assistant Director of Parks and Recreation

City of Angleton

jomara@angleton.tx.us

Livable Centers Study Recommendations



Placemaking Recommendations

Implement Gateways and Branding

5.1. Retain a landscape architect to design Gateway signage at Front Street, Plum Street, and Cedar Street.

5.2. Implement wayfinding signage at Velasco and Magnolia, Velasco and Mulberry, Chenango and Mulberry in Downtown.

5.3. Enhance the area surrounding the “Heart” sculpture by incorporating landscaping, signage, and other amenities.



Gateway & Signage Master Plan



Purpose

The City of Angleton retained Clark Condon, a landscape architecture firm in Houston, to **develop a Gateway and Signage Master Plan and corporate brand**. Angleton wanted the new brand and sign package to keep the city's history in mind while supporting the city's economic growth, downtown revitalization, and population increase. **New gateway and signage monumentation will help to improve public spaces, increase visibility, and enhance the public realm into the future.**

As the county seat for Brazoria County, Angleton looked to capitalize on the increase of visitors, travelers, and residential development making their way through the city and to the downtown core destinations.



Houston-Galveston
Area Council

Public Engagement



Stages of Public Engagement

1. Information Gathering
2. Findings and Visioning
3. Draft Recommendations
4. Final Plan
5. Implementation



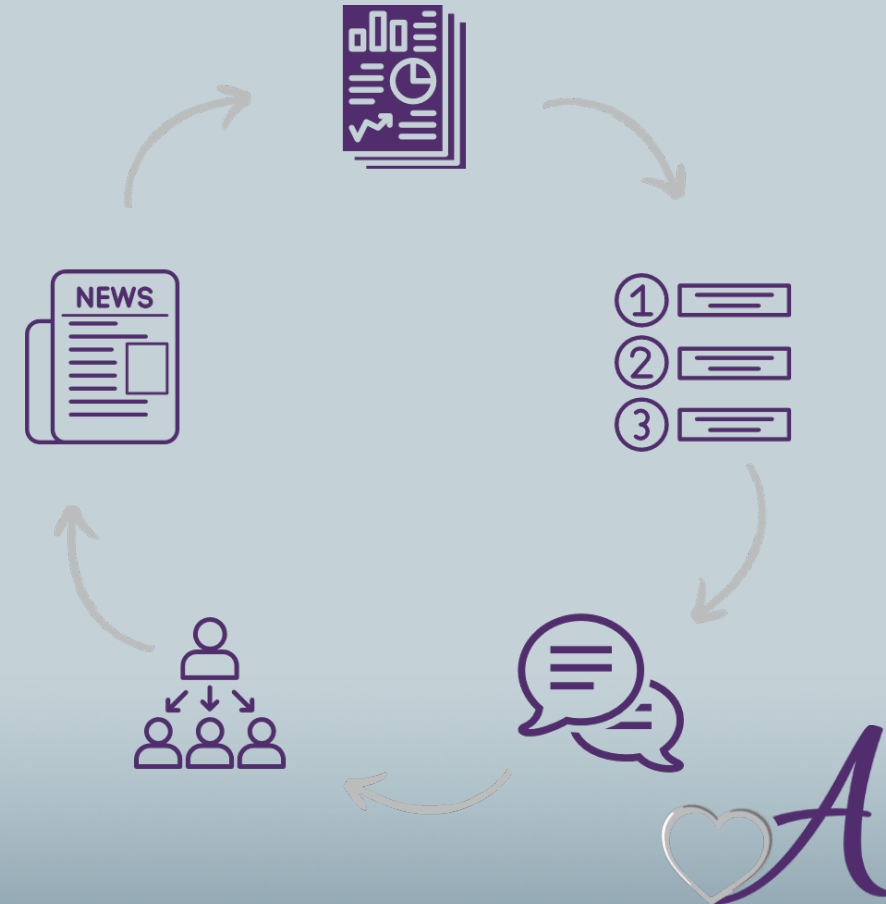
Houston-Galveston
Area Council

Information Gathering



Information Gathering Process

- Collect historical data relative to the city and the existing identity that support design options
- Gauge the community's interest, support, needs, and priorities
 - Online and printed surveys
- Establish channels for open dialogue and community input
 - Public meetings
- Build support for and momentum around the plan
 - Community involvement
- Communicate plan outcomes
 - Newsletters, social updates, website, project updates at public meetings

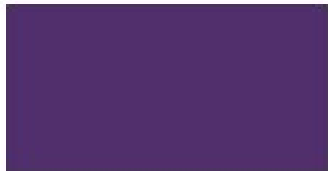


Draft Recommendations



City of Angleton Brand Standards

Official color palette



PMS
Purple 269C

CMYK
C=81, M=96, Y=26, K=13

RGB
R=82, G=45, B=109

HEX
HTML #512D6D



PMS
Cool Gray 9

CMYK
C=48, M=41, Y=41, K=16

RGB
R=125, G=124, B=124

HEX
HTML #75787B



*PMS
877C Metallic Silver

*PMS
Cool Gray 4

CMYK
C=24, M=17, Y=15, K=0

RGB
R=187, G=188, B=188

HEX
HTML #BBBCBC



BLACK

CMYK
0, 0, 0, 100

RGB
R=0, G=0, B=0

HEX
HTML #000000



WHITE

CMYK
0, 0, 0, 0

RGB
R=255, G=255, B=255

HEX
HTML #FFFFFF

*Whenever possible, use metallic silver for the main body of the heart. If metallic is not available, use PMS color Cool Gray 4.



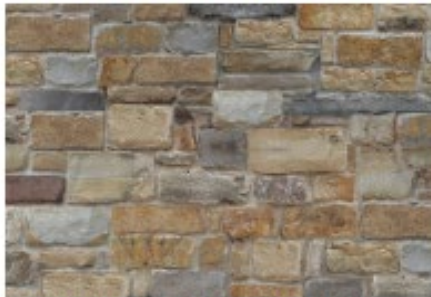
Where the Heart is

- » Beautiful
- » Environmentally Responsible
- » Education
- » History
- » Wildlife
- » Tourism

THEME IMAGERY



SIGNAGE MATERIALITY



STONE VENEER TYPE 1: CHEROKEE BLEND, TUMBLED



STONE VENEER TYPE 2: CREAM LIME-STONE



PAINTED METAL: SILVER (METAL CABINETS)



PAINTED METAL: PURPLE (ACCENT PIECES)



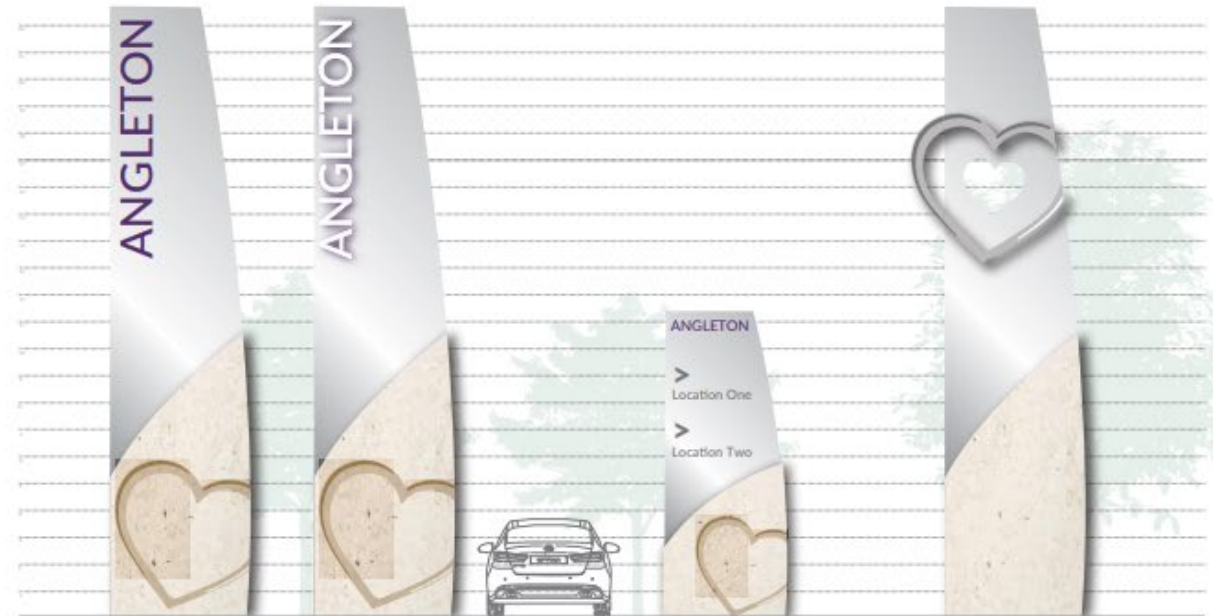
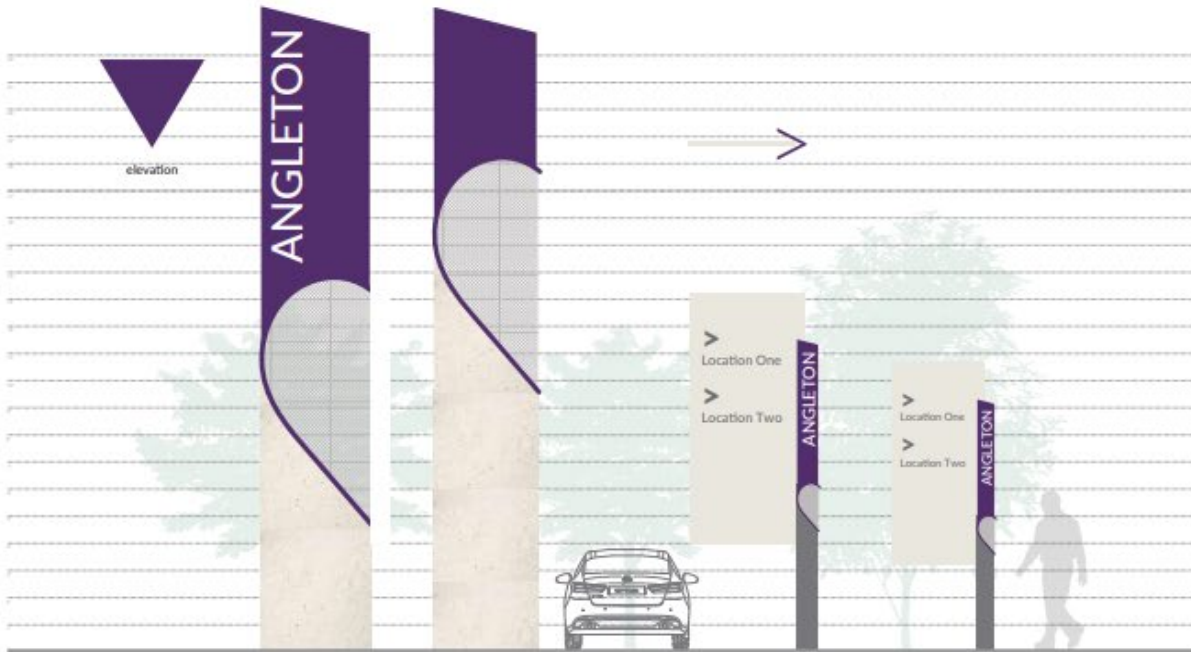
REVERSE CHANNEL LETTERING WITH LIGHTING



VINYL LETTER BANNER PROGRAM

Along with consistency in messaging, a consistent theme of materials will create a sense of familiarity and recognition within the graphic artwork, monuments, and signage.

Initial Recommendations



Additional Sign Elements



Houston-Galveston
Area Council

Final Plan Gateway Signage Master Plan





A

Production Notes - Version 1

1. Double Sided
2. Illumination - Reverse Channel: Heart & Copy (Lettering).
3. Stone Veneer - cream limestone & stone veneer base
4. Painted aluminum cabinets & structural elements (silver)
5. Concrete footing & mow guard, lighted column base & sides.

SIDE VIEW

C

- Production Notes**
1. Digital printed vinyl banners attached to new or existing pole armatures

D

- Production Notes**
1. Double Sided
 2. Non-illuminated
 3. Stone veneer base
 4. Painted aluminum cabinet (cream). Aluminum structural elements painted (silver)
 5. Copy applied vinyl (purple)
 6. Concrete footing & mow guard

E

- Production Notes**
1. Single Sided
 2. Illuminated with push through acrylic letters with internal LED light box (purple). (optional non-illuminated)
 3. Stone veneer base
 4. Painted aluminum cabinet (cream). Aluminum structural elements painted (silver)
 5. Pin mounted cut aluminum pin numerals (address)
 6. Concrete footing & mow guard

F

- Production Notes**
- Same as Type D

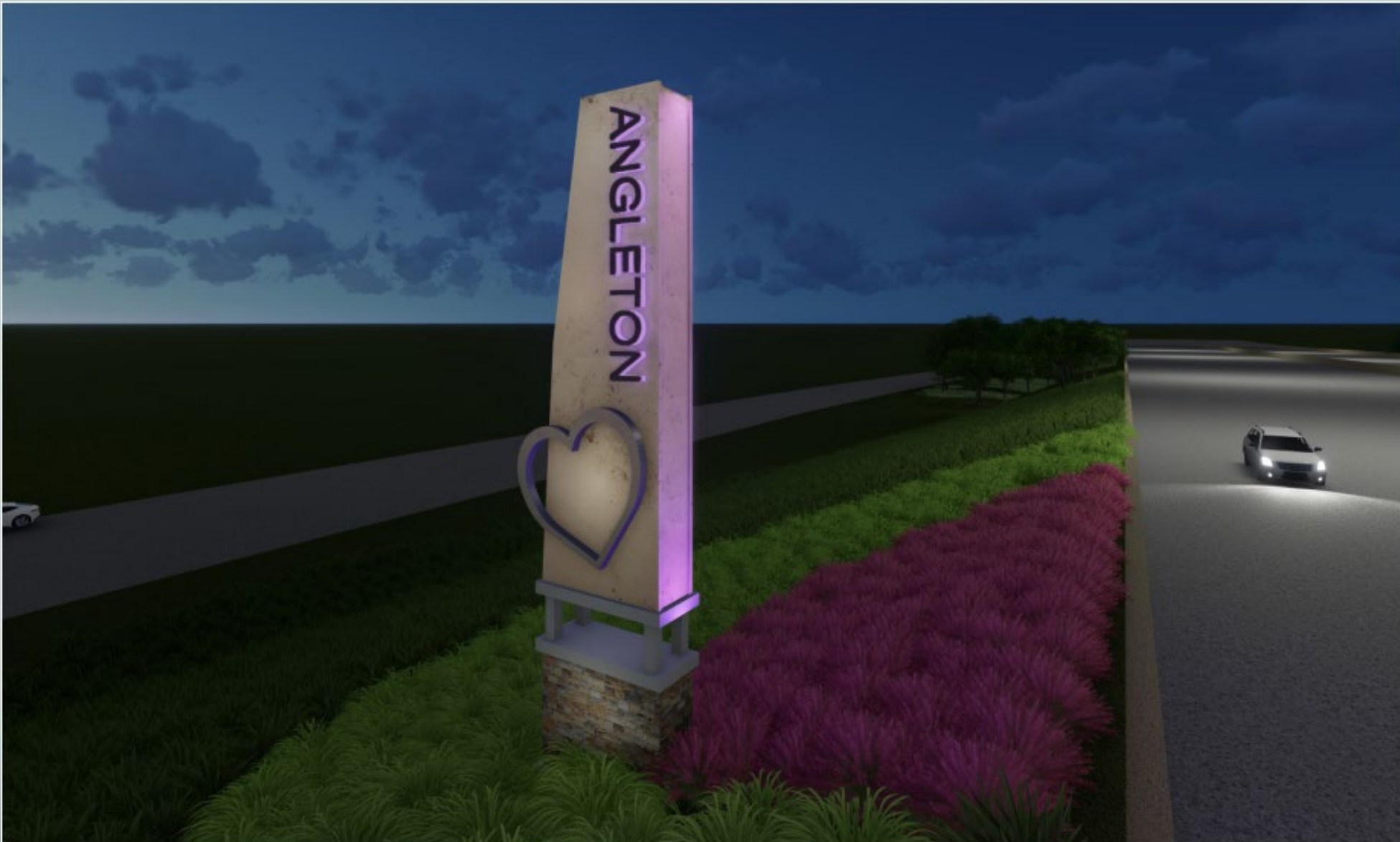
*E1 - Internally illuminated at City Facilities
*E2 - Not illuminated at Parks, etc.



B

- Production Notes**
- Similar as Type A without "Angleton". Sign is scalable depending on final location. Sign could range from 24-40' in height. Purple side elements.





GATEWAYS | IDENTITY
CITY OF ANGLETON
119-056

20' ANGLETON MONUMENT
VIEW 5

pg. 34



minor design

CLARK CONDON



HGAC

Houston-Galveston
Area Council

Streetscape Rendering

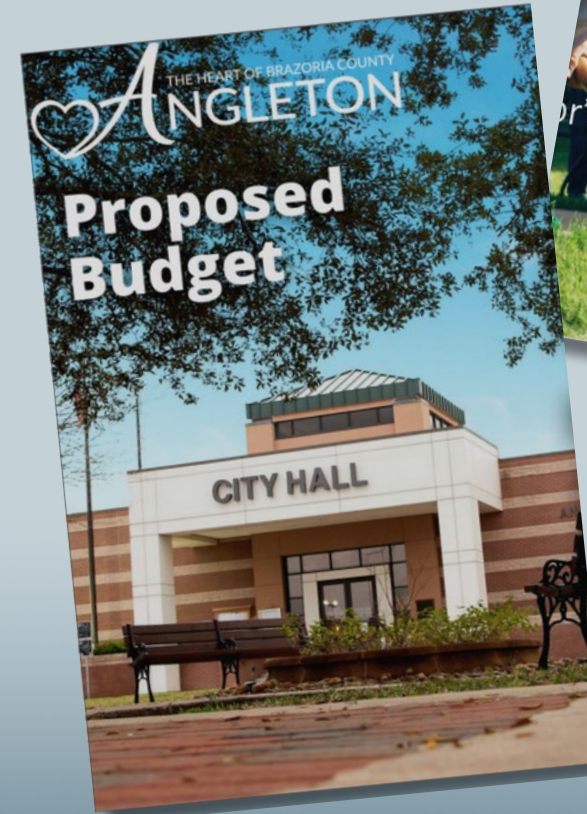


Implementation



Funding Opportunities

1. ANNUAL BUDGET
2. CIP
3. GOVERNER COMMUNITY
4. ACHIEVEMENT AWARD
5. SPECIAL FUNDS
6. CO AND BOND
7. DONATIONS
8. GRANTS
9. SPONSORSHIPS
10. NAMING RIGHTS
11. PARTNERSHIPS



Houston-Galveston
Area Council

Implemented Signs



Questions?

Jason O'Mara,
Assistant Director of Parks & Recreation,
City of Angleton
jomara@angleton.tx.us



EAST END
DISTRICT

Veronica Chapa Gorczynski,
President,

East End District
www.eastenddistrict.com

Veronica@eastenddistrict.com

ESTABLISHED
2013





**EAST END
DISTRICT**



Houston-Galveston
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 **EAST END
DISTRICT**


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Area Council

Questions?

Veronica Chapa Gorczynski, President
East End District

www.eastenddistrict.com

Veronica@eastenddistrict.com



Wayne Norden, President
Eileen Egan, VP Capital Projects

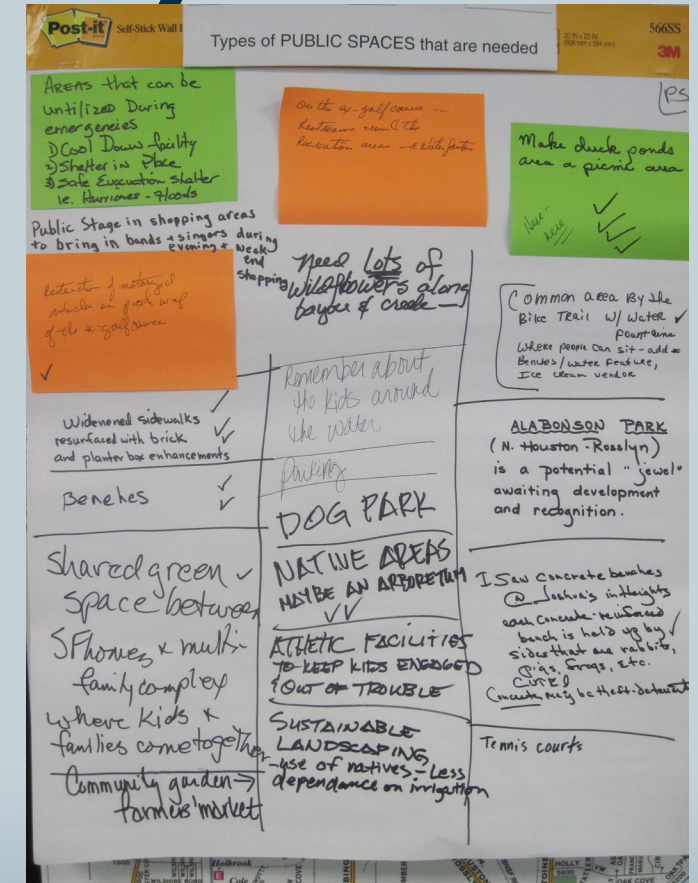
Near Northwest Management District
www.nnmd.org
wnorden@nnmd.org
eeegan@nnmd.org

Where We Were

- High crime rates
- 9 person supplemental patrol service
- Failing retail
- Multifamily occupancy and deferred maintenance
- Community focus on negatives
- No NNMD capital improvements plan
- NNMD Board of Directors needed a vision

Our Livable Centers Study

- Focused on a key subarea
 - Included Antoine Drive – our “Main Street”
 - High density of multifamily communities
 - Suburban-style mixed retail
 - Highest crime rates
- High level of community input
- Engagement of Board and key stakeholders
- Recommendations fired up the community
- Change language – Be the Change!
- \$31M in projects - property we did not own, money we did not have



What We Did Next

- Board of Directors adopted the report
- Shift in our thinking and perception
- Small projects
 - New logos developed
 - Hummingbird and Butterfly Garden
 - Heavier promotion and growth of National Night Out
 - Placemaking efforts
 - METRO Bus Shelter wraps
 - Monument Markers
 - Intersection enhancements
- Promoted the report to **EVERYONE** – Be the Change



And...

- Created Change Champion award
- Grew to annual Grow Near award



- Placemaking demonstrates that this place matters to people

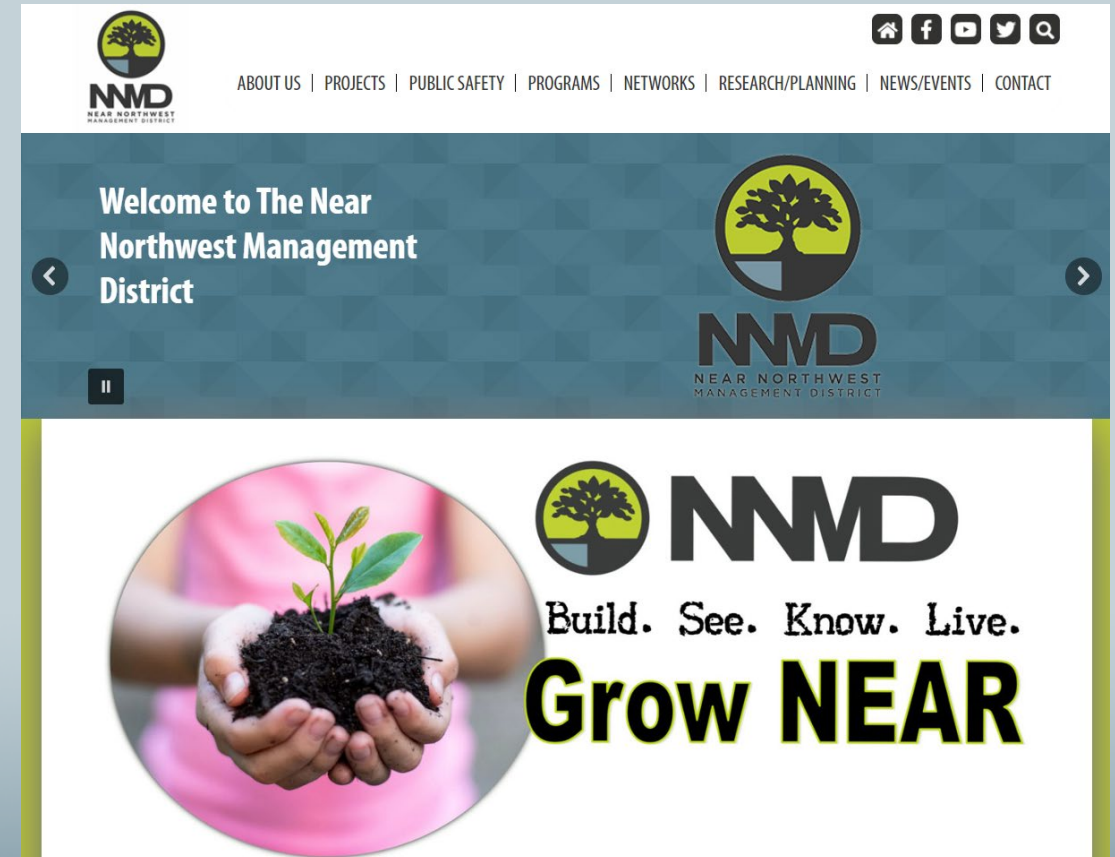
Other Placemaking

- 31 Mini Murals
 - Nature and “pretty”
 - Nearby active living amenities
- Continued graffiti abatement
- Added litter abatement
- Added code inspection
- Added esplanade mowing
- Intersection enhancements planned
- New sidewalk projects include design elements



The Work Continues...

- Conversations with owners
- Meetings with new investors
- Sharing the vision
- Website redesigns and updates
- Social media to reinforce the message
- Radio promotions
- Security cameras - hotspots



What We Have Seen

- Improving perception
- Reduced crime (mostly “of convenience”), reduced graffiti
- Reduction in patrol officers
- Rising commercial occupancy
- High multifamily occupancy rates, new investments
- New commercial construction and renovation investments
- New single family homes
- Greater awareness of Near Northwest as the place to live, work, play and learn!

Questions?

Wayne Norden, President

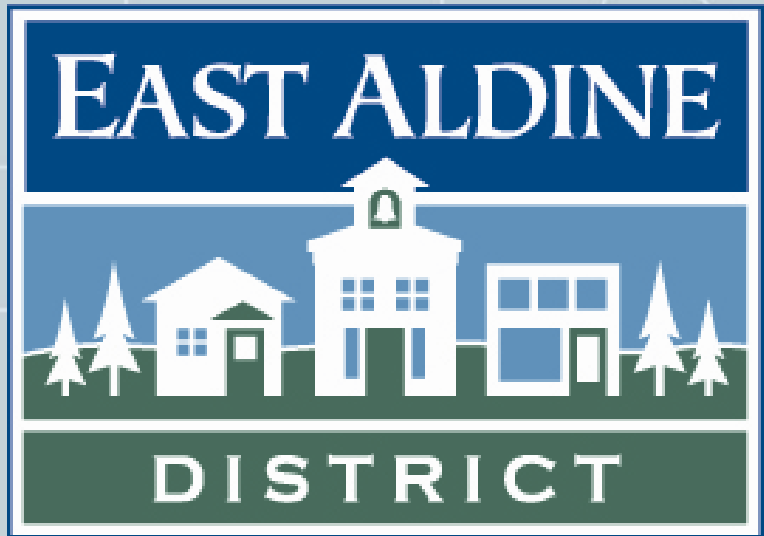
Eileen Egan, Vice President

Near Northwest Management District

wnorden@nnmd.org, eeegan@nnmd.org

A light blue map of the Houston-Galveston area with white county boundaries. The word "Break" is centered in a large, bold, dark blue font.

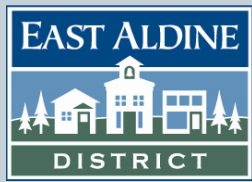
Break



**Veronica Sanches,
Director of Operations**

**Selina Valdez,
Recycling Coordinator**

East Aldine District



East Aldine District Profile

- The East Aldine District was created by the Texas Legislature in June 2001 to enhance the physical, social, and economic well being of Aldine. It is a governmental entity administered by a nine-member, volunteer board of directors.
- In August 2002, the board of directors adopted an eight-point Service and Action Plan to address:
 - Water & Sewer Infrastructure
 - Transportation
 - Public Safety & Security
 - Business & Economic Development
 - Mobility, Environmental, & Urban Design
 - Leadership Training
 - Project Staffing & Administration
 - Neighborhood Cleanup

About East Aldine District

OUR MISSION	OUR VISION	OUR GOALS
Positively impact Public Safety, Economic Development, Environmental and Urban Design, and Mobility and Transportation to help create an environment attractive to business, to facilitate profitability, and to promote the redevelopment and growth of the area.	To provide resources and quality of life for businesses and residents alike in East Aldine.	To improve the quality of life for our residents who live and call the District home and invest in our community for economic prosperity for everyone who chooses to work and open a business in East Aldine.

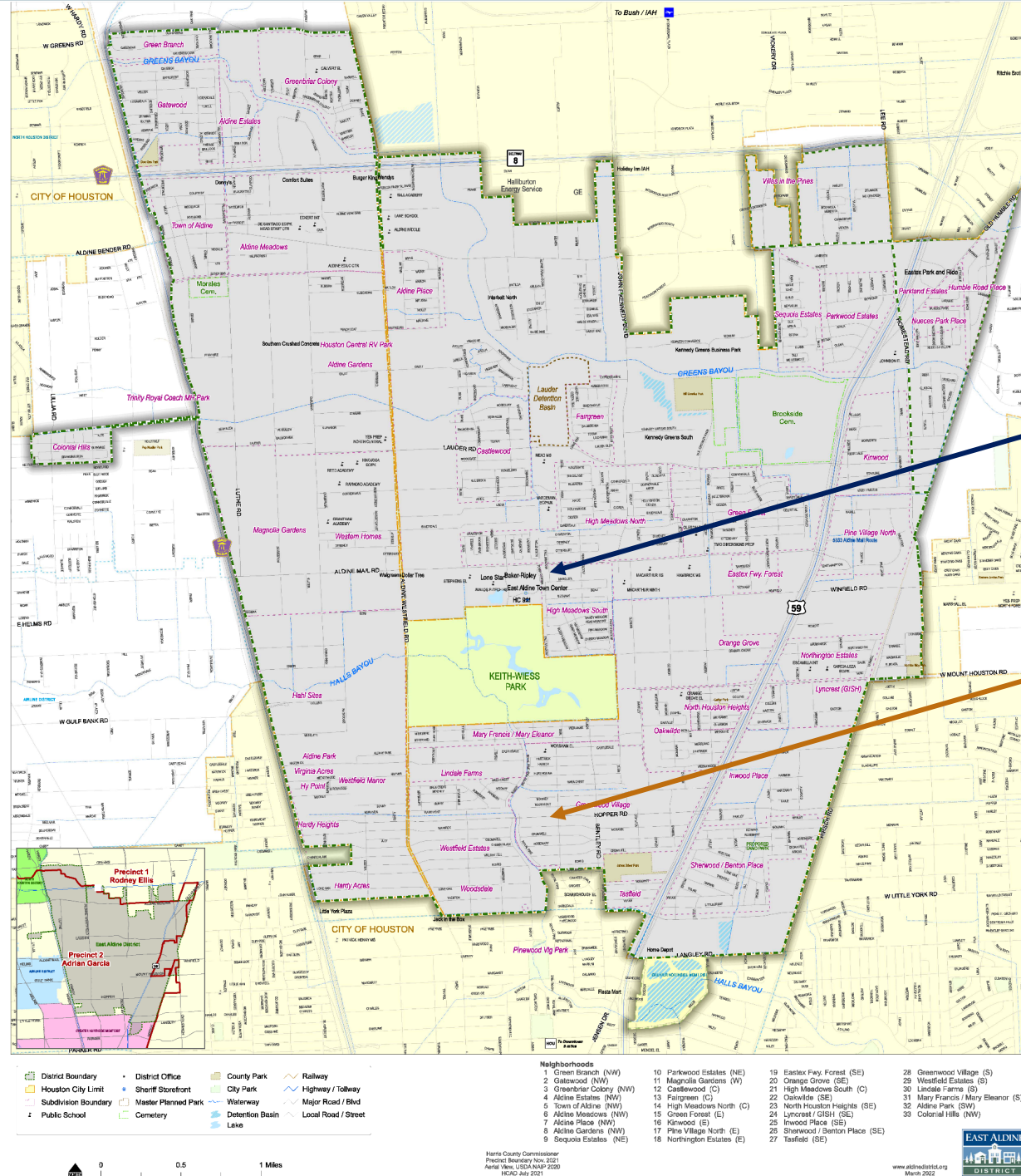


East Aldine Town Center



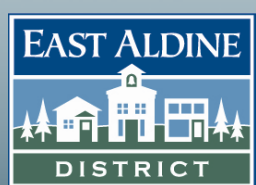
© 2023 ev1pro.com & EAMD

East Aldine District Boundary Map



East Aldine Town Center

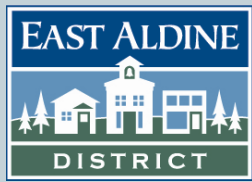
East Aldine Neighborhood Depository & Recycling Center



h-gac.com



Houston-Galveston Area Council



Identifying the Need to Dispose Heavy Trash in EAD

The Problems

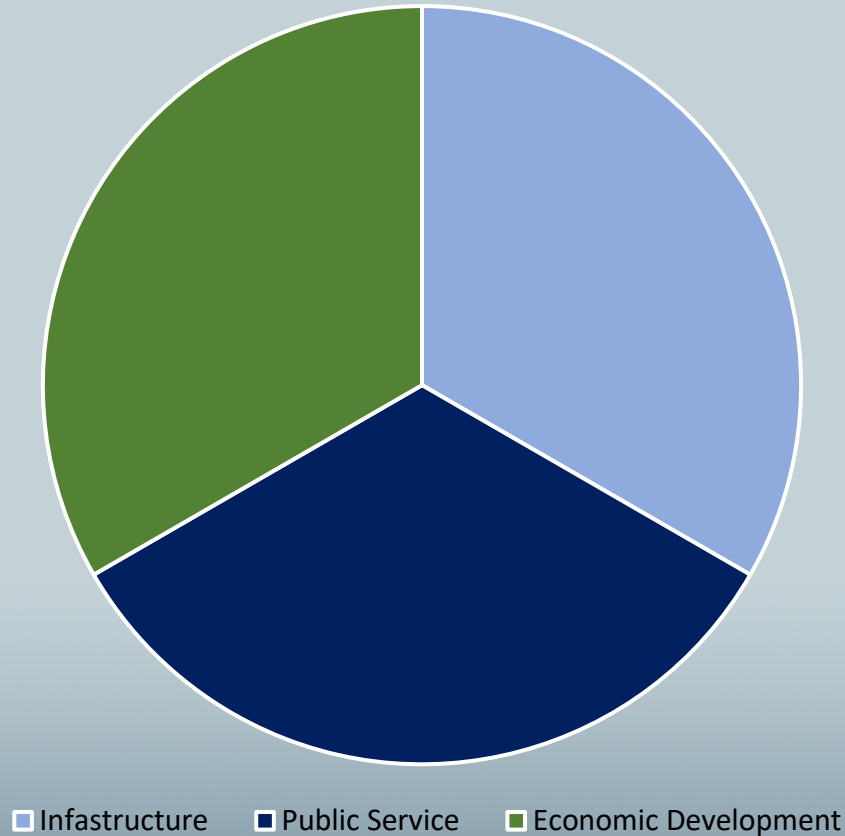
- Battling Illegal Dumping
- Lack of heavy trash service in 47 of 49 neighborhoods
 - Only 2 neighborhoods serviced by heavy trash pickup once a month
- Even while paying private companies, everything is not picked up
- Once a month heavy trash pickup in 2 designated neighborhoods

The Solution

- Create and develop the first FREE depository and recycling center for EA residents.

How Did We Get Here?

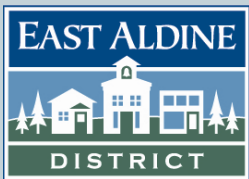
Three Pronged Approach



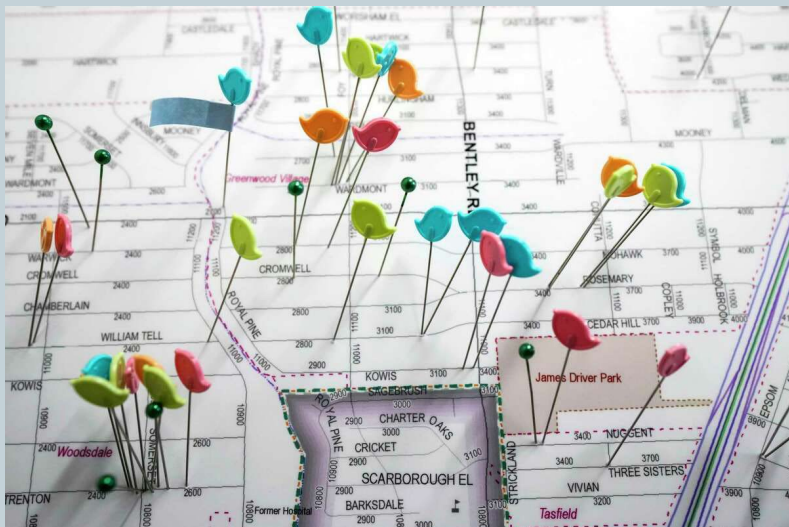
- Beyond the Aesthetics encapsulates all 3 service areas.
- Providing a depository helps eliminate illegal dumping and provides residents a site to recycle and dispose of items.
 - Items like metal, tree waste, furniture, wooden fence, construction and demolition debris, tires, etc.

An aerial photograph of a ribbon cutting ceremony at a recycling center. A long, light-colored gravel path runs diagonally from the bottom left towards the top center. Along the left side of this path, there is a row of green recycling bins. To the right of the path, there are several blue recycling bins. In the background, there are several large, rectangular recycling containers and some buildings. The text "EAST ALONG NEIGHBORHOOD DEPOSITORY & RECYCLING CENTER RIBBON CUTTING CEREMONY May 18, 2005" is overlaid in green on the right side of the image.

EAST ALONG
NEIGHBORHOOD
DEPOSITORY & RECYCLING CENTER
RIBBON CUTTING CEREMONY
May 18, 2005



The East Aldine Neighborhood Depository and Recycling Center (EANDaRC)



Residents Served

347

Neighborhoods Served (out of 49)

27

Tires Collected

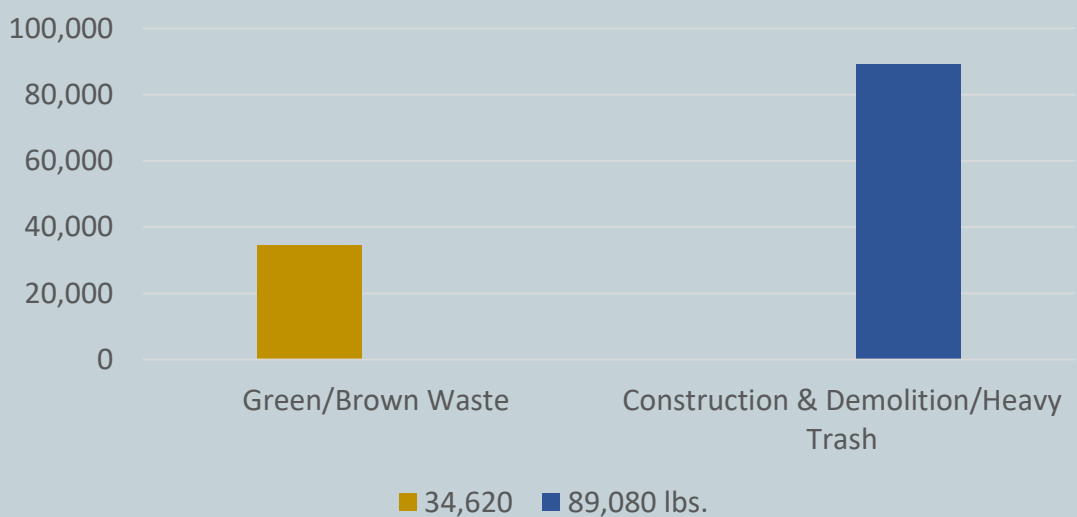
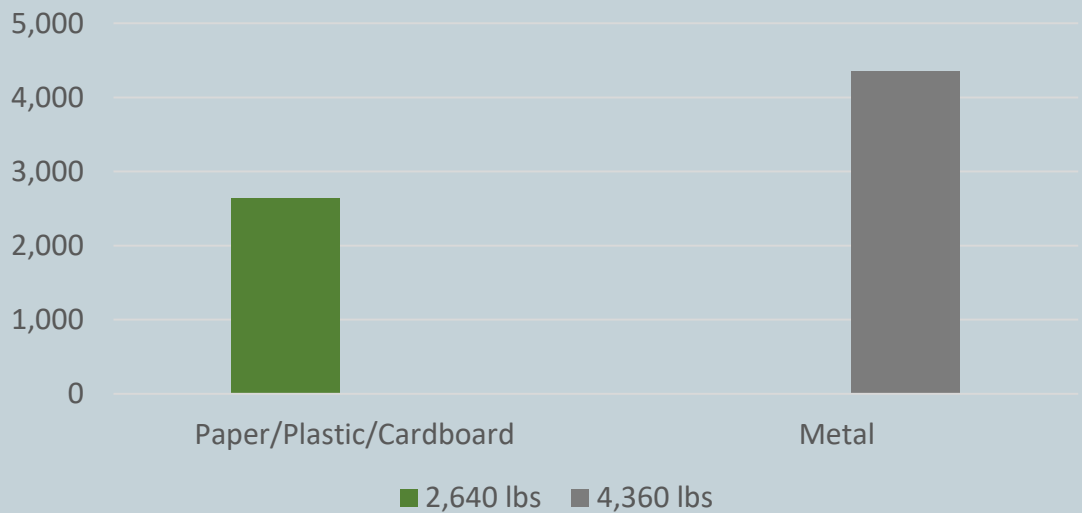
428

“Friendly service and staff. I’m very happy to have a place to dispose of my heavy trash. Thank you!!” Sandra A.



EANDaRC BY THE NUMBERS

TOTAL POUNDS DISPOSED IN 5 MONTHS: 130,700 lbs. (Over 1,300 pounds per day)



EANDaRC is Making an Impact



“Awesome experience! Staff was very friendly and helpful. Love that we have this service in our community now.” Amy A.



“Staff is very nice and helpful. We are very happy to have this in our community.” Sandra M.



“It’s great for us, it’s so close and convenient.” Christina L.



Thank you! Questions?

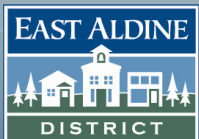
Selina Sanchez, Director of Operations
Selina Valdez, Recycling Coordinator
East Aldine Management District



www.aldinedistrict.org/recycle



EANDaRC@outlook.com
713-454-7185





**ULTRA
BARRIO**

Impacts of Placemaking, Beyond Aesthetics

By UltraBarrio

Marcus Martinez, Assoc. AIA - Partner
marcus@ultrabarrio.com

Amna Ansari, AIA, NCARB - Partner
amna@ultrabarrio.com



CITY OF ANGLETON



EAST END



NEAR NORTHWEST



EAST ALDINE



Enhancing local meaning to help generations thrive

**ULTRA
BARRIO**

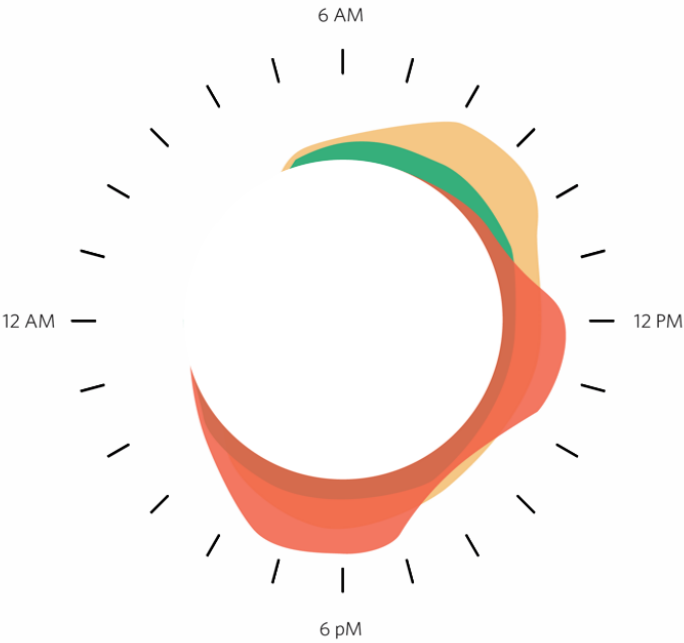


Houston-Galveston
Area Council

Endurance

Magnitude

Legacy

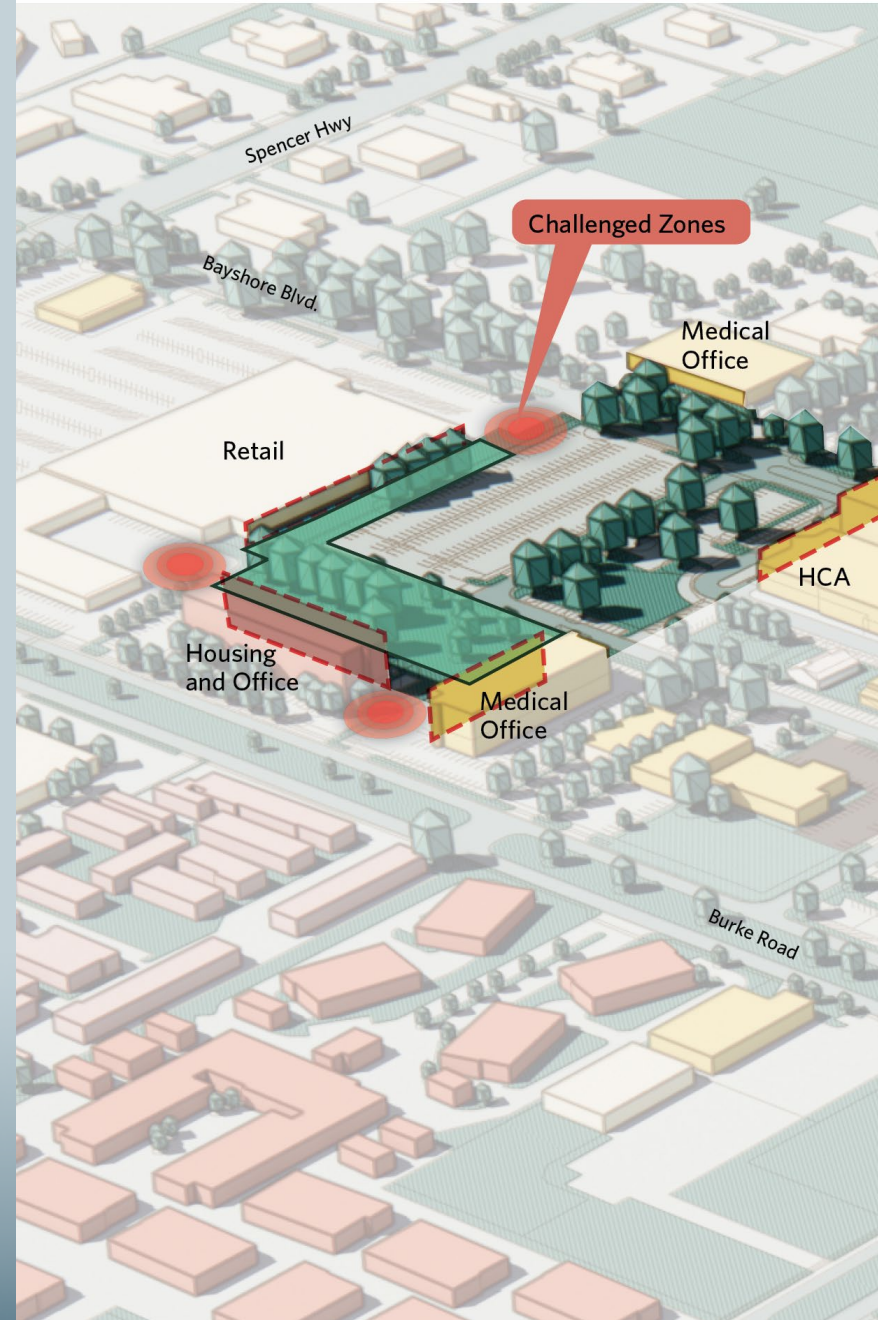


**ULTRA
BARRIO**



Houston-Galveston
Area Council





Emergent Patterns

Research as raw material





Multifamily

Gulfton METRO
Circulator 309

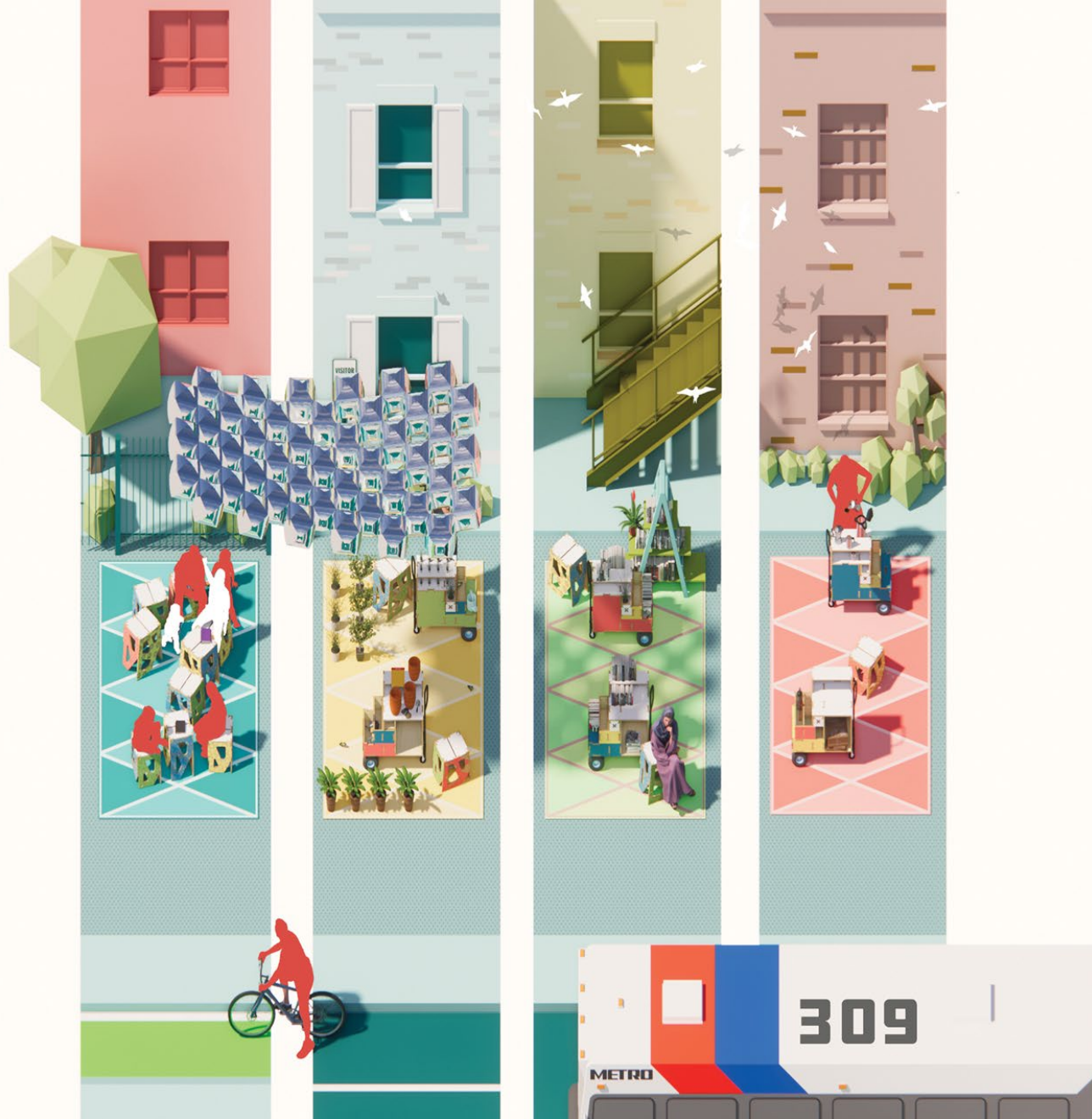


LIFE CYCLE 1

Series of community outreach events such as Story Day, Culinary Day, Music Day, Go Green Day, and Movie Night are held to collect feedback on living conditions and serve as a tool to expose parents, children, and adults to the multitude of opportunities available to them.

EVENT SERIES

Six plus series of community outreach events will be held at different locations within Gulfton.

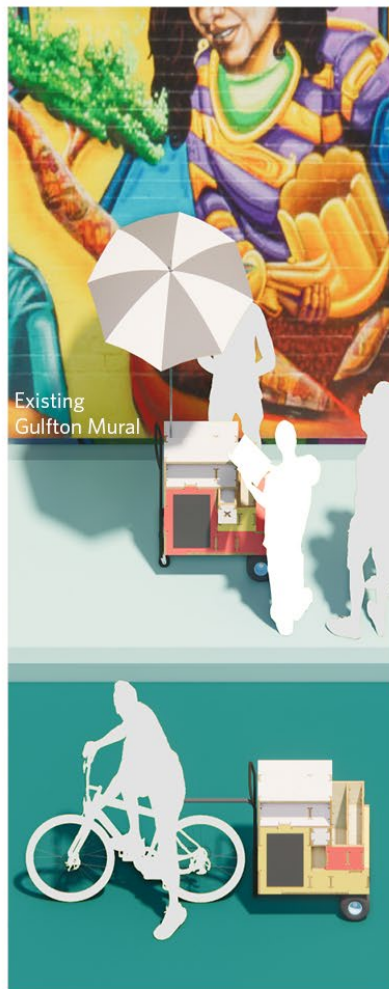


**ULTRA
BARRIO**



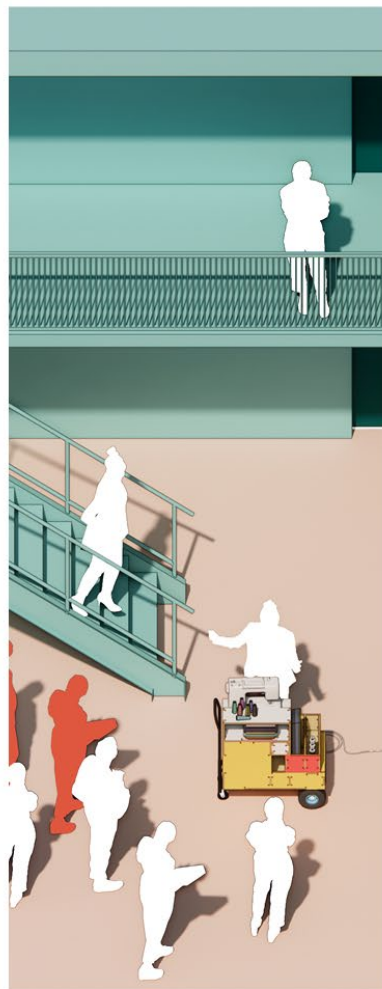
Houston-Galveston
Area Council

LIFE CYCLE 2



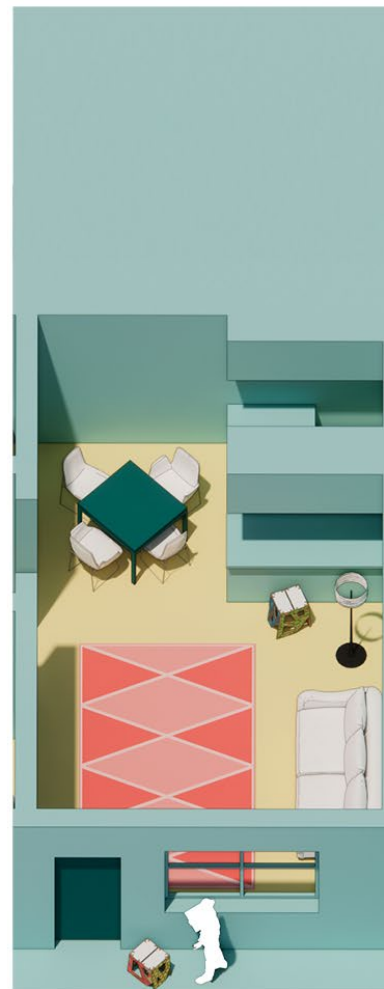
LOCAL SALES

Carts distributed to local entrepreneurs to help support Gulfton's micro-economy while recognizing the craft and talent of the community.



SKILL SHARE

Carts used as mobile classrooms for learning different trades and craft.



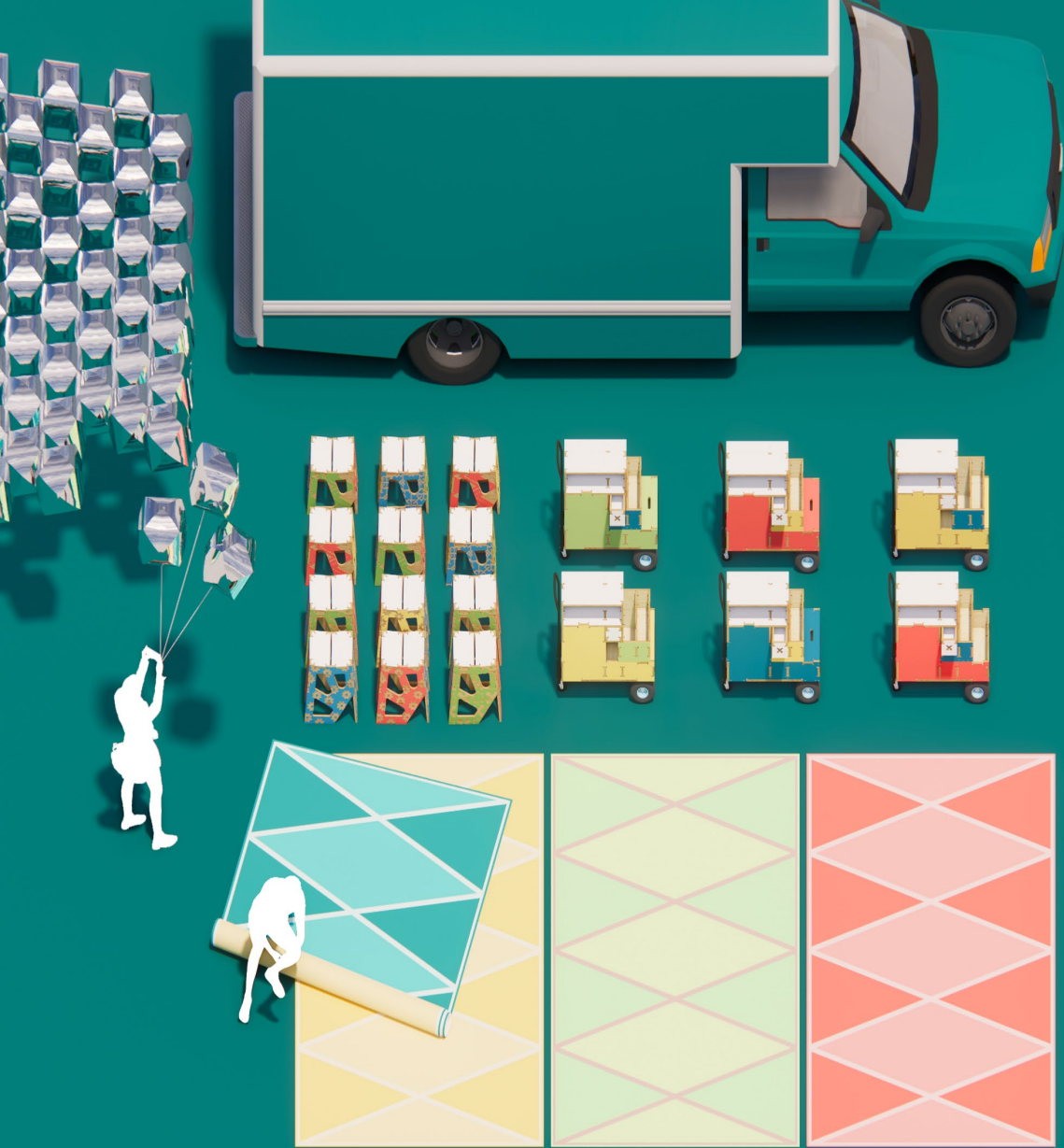
PARTS TO COMMUNITY

Seating and carpets distributed to residents, adding another layer of vibrancy to the community.



EDUCATIONAL CART

Carts distributed to organizations and public library to host various events such as Financing Day, Health and Wellness Day, Reading Party Day.



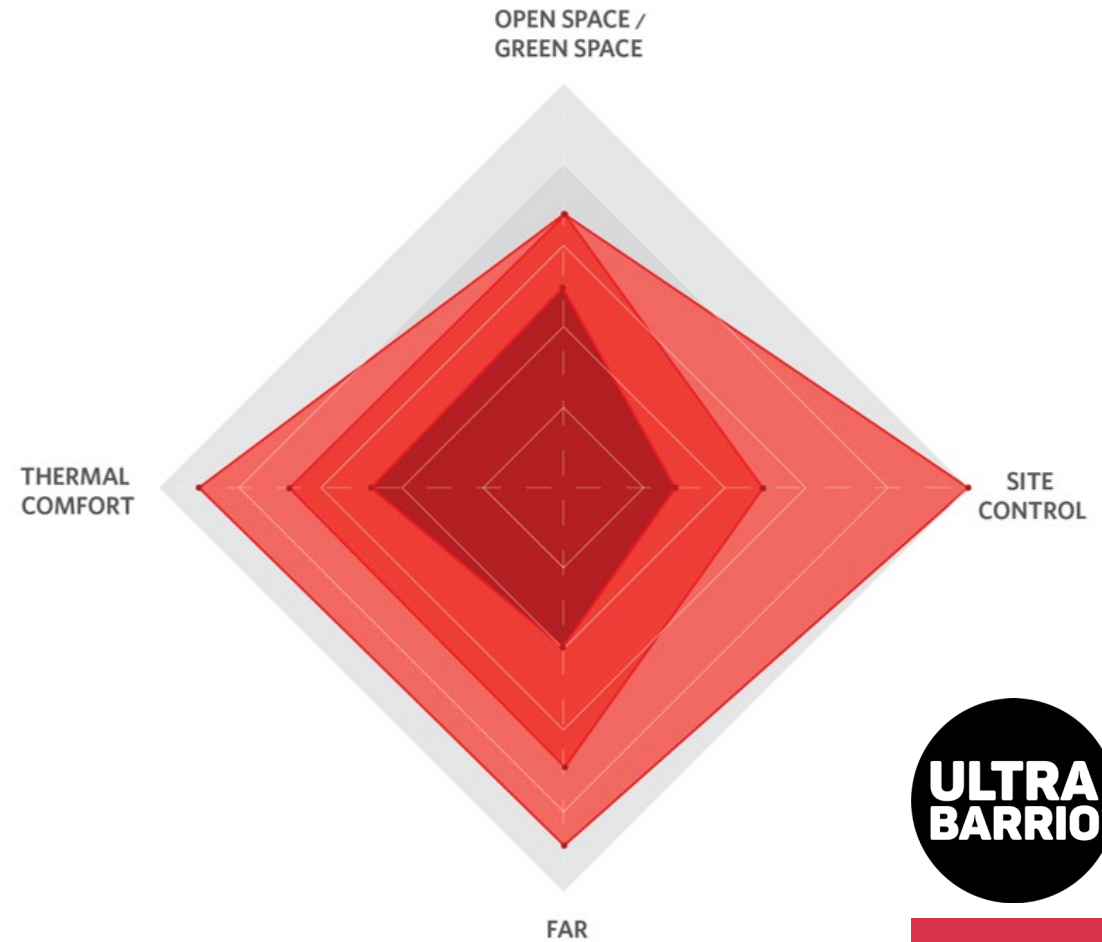
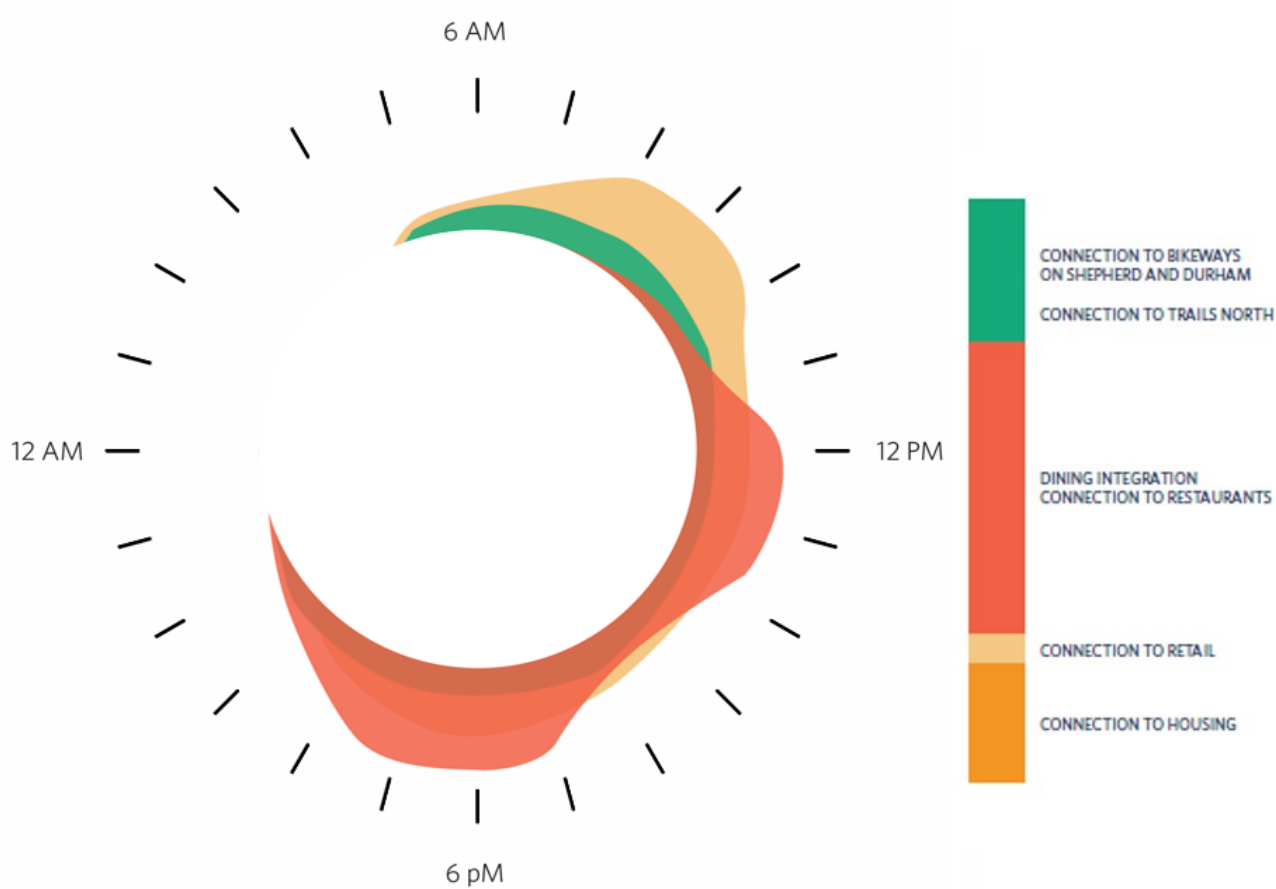


Urgent Fabrics

Research as raw material

Activity Metrics

Economies of Active Spaces



**ULTRA
BARRIO**

HGAC
Houston-Galveston
Area Council

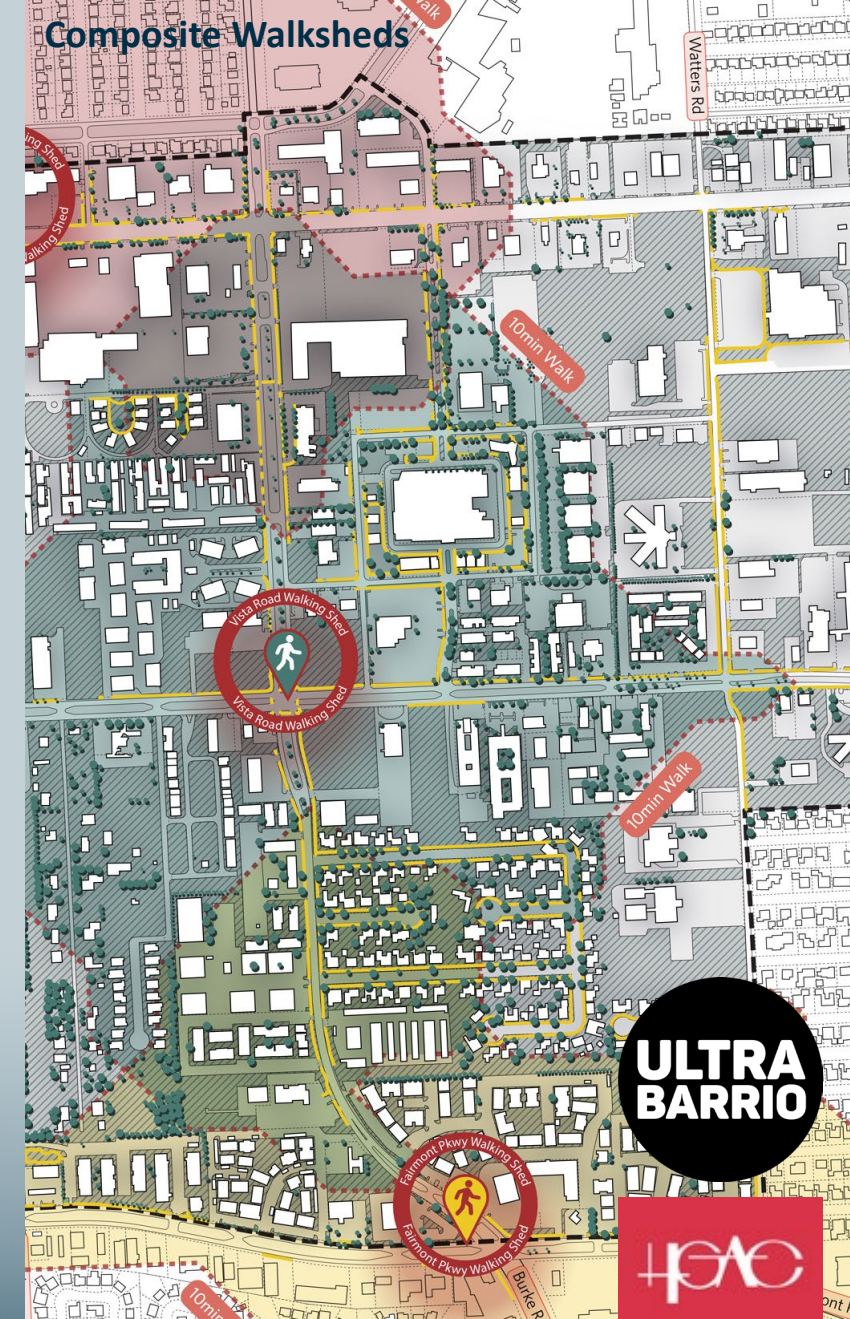
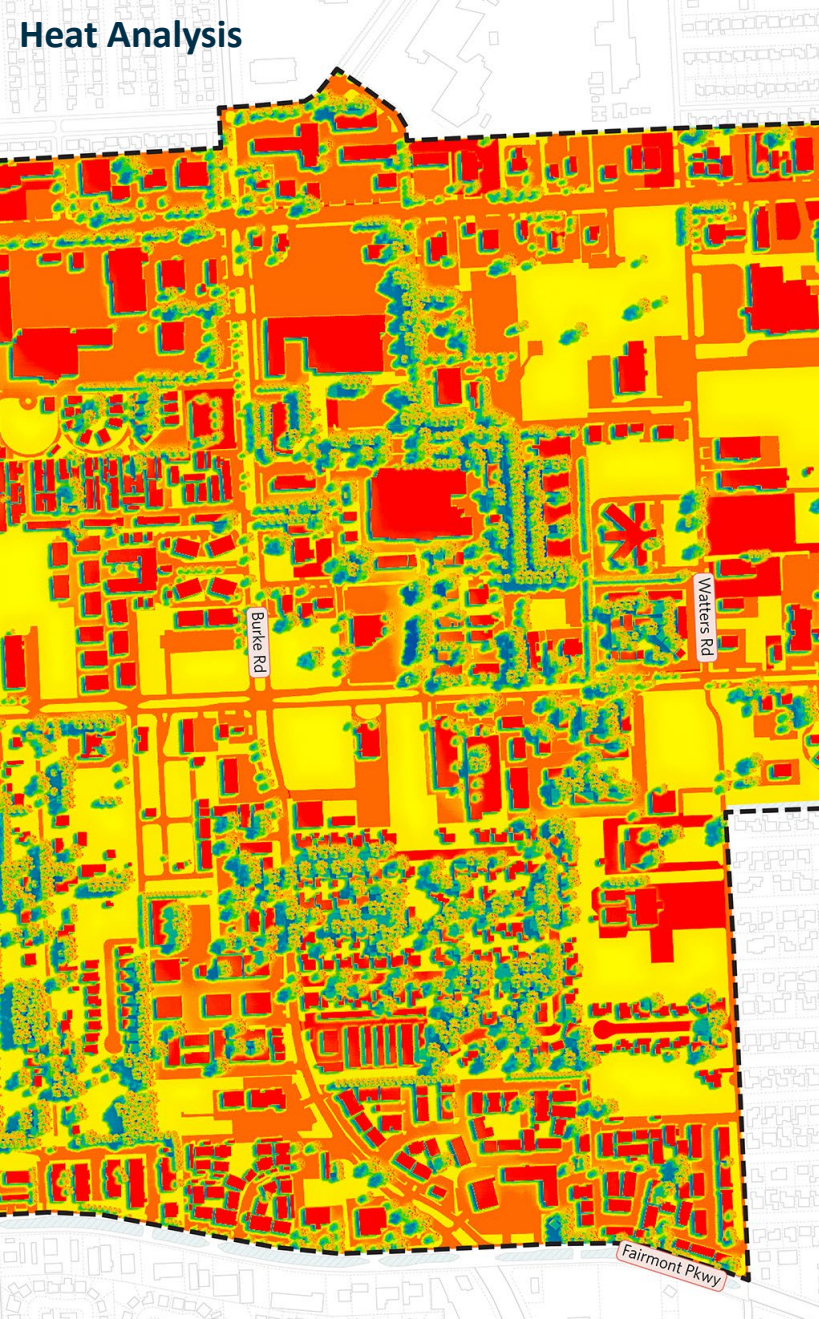
Scenario Testing

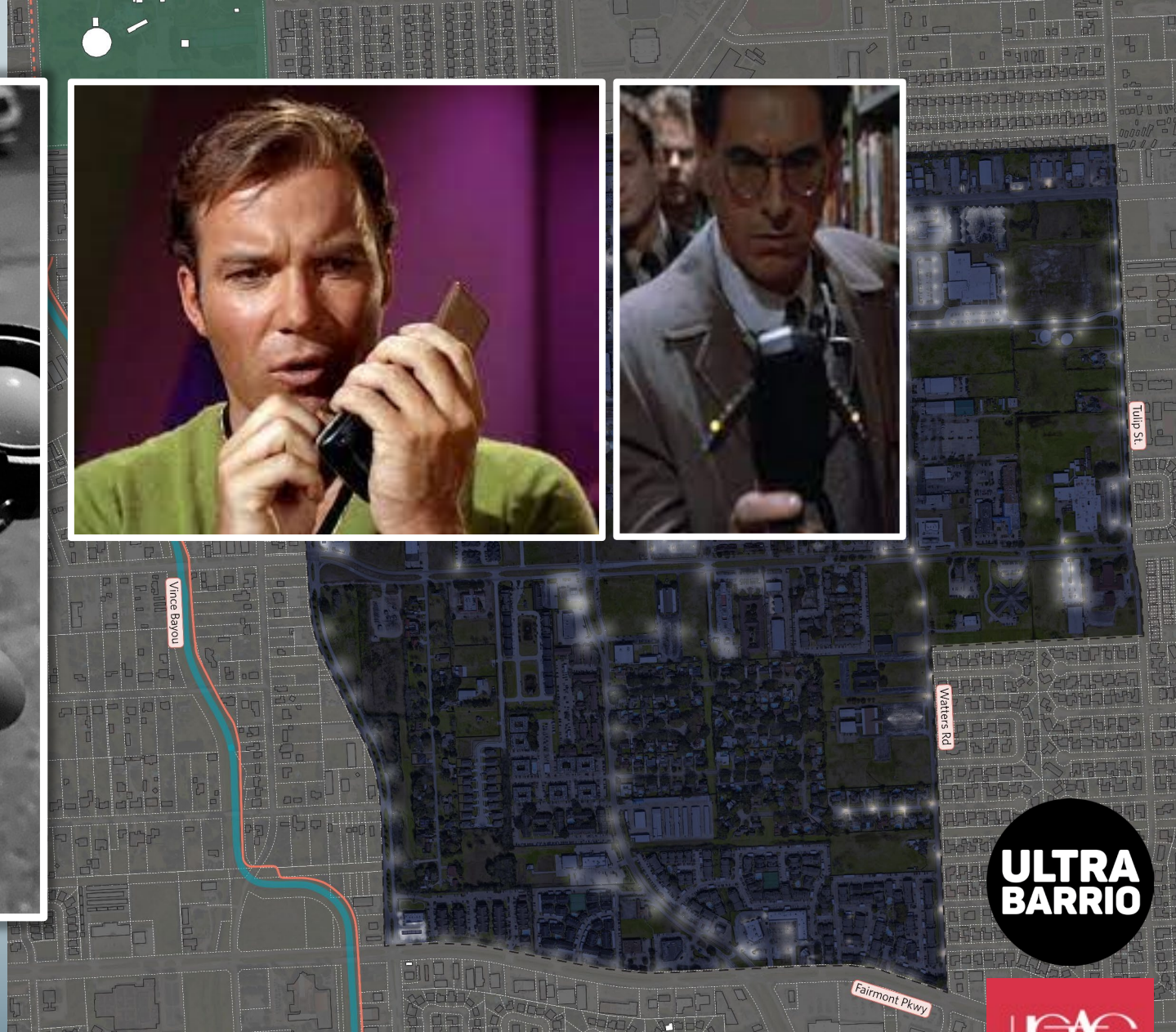


**ULTRA
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Houston-Galveston
Area Council





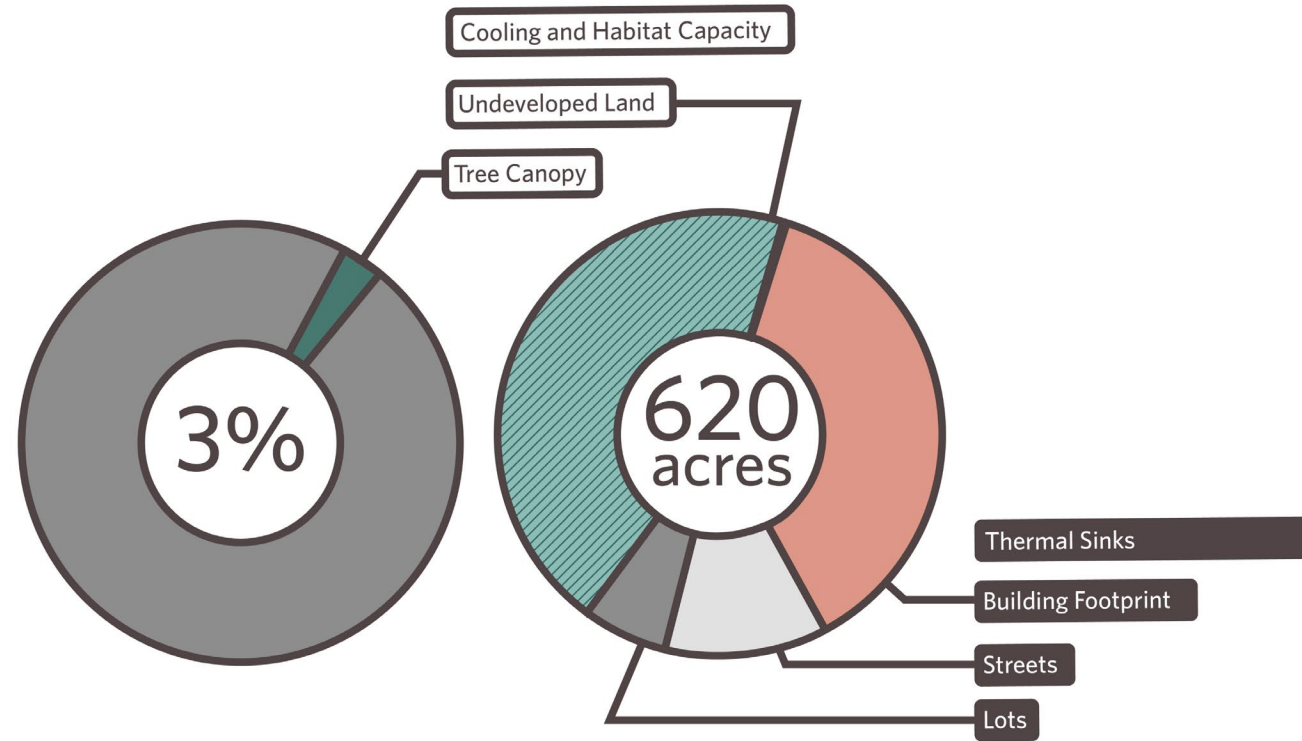
**ULTRA
BARRIO**



Houston-Galveston
Area Council

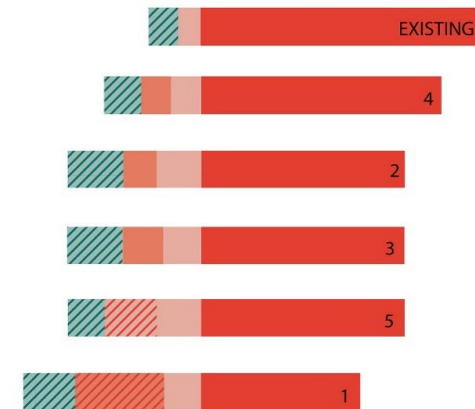
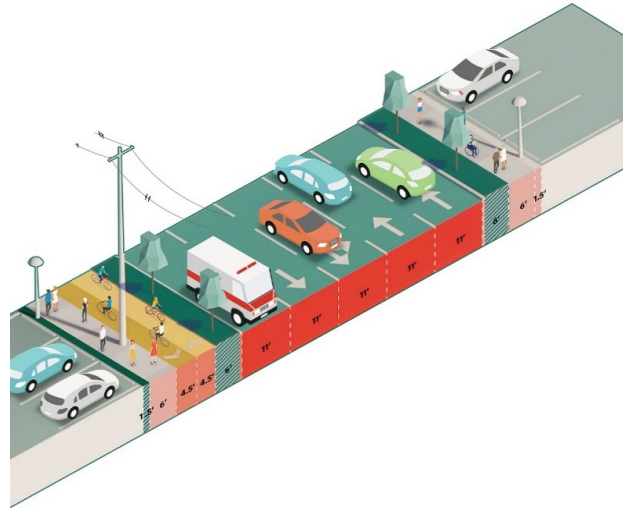
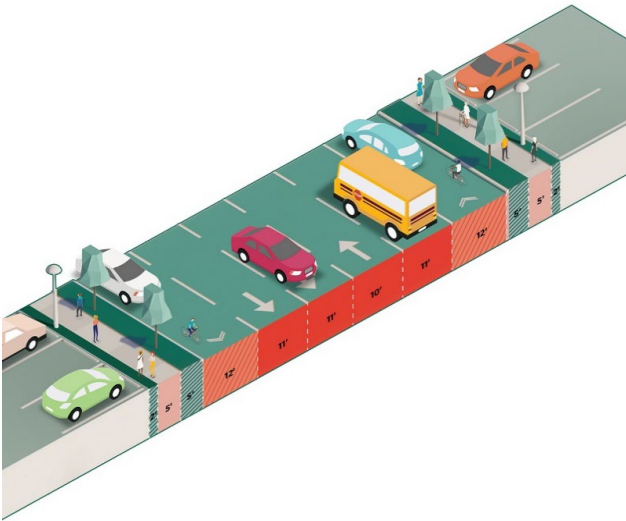
Performance Metrics

Existing Conditions as a Spring Point



Performance Metrics

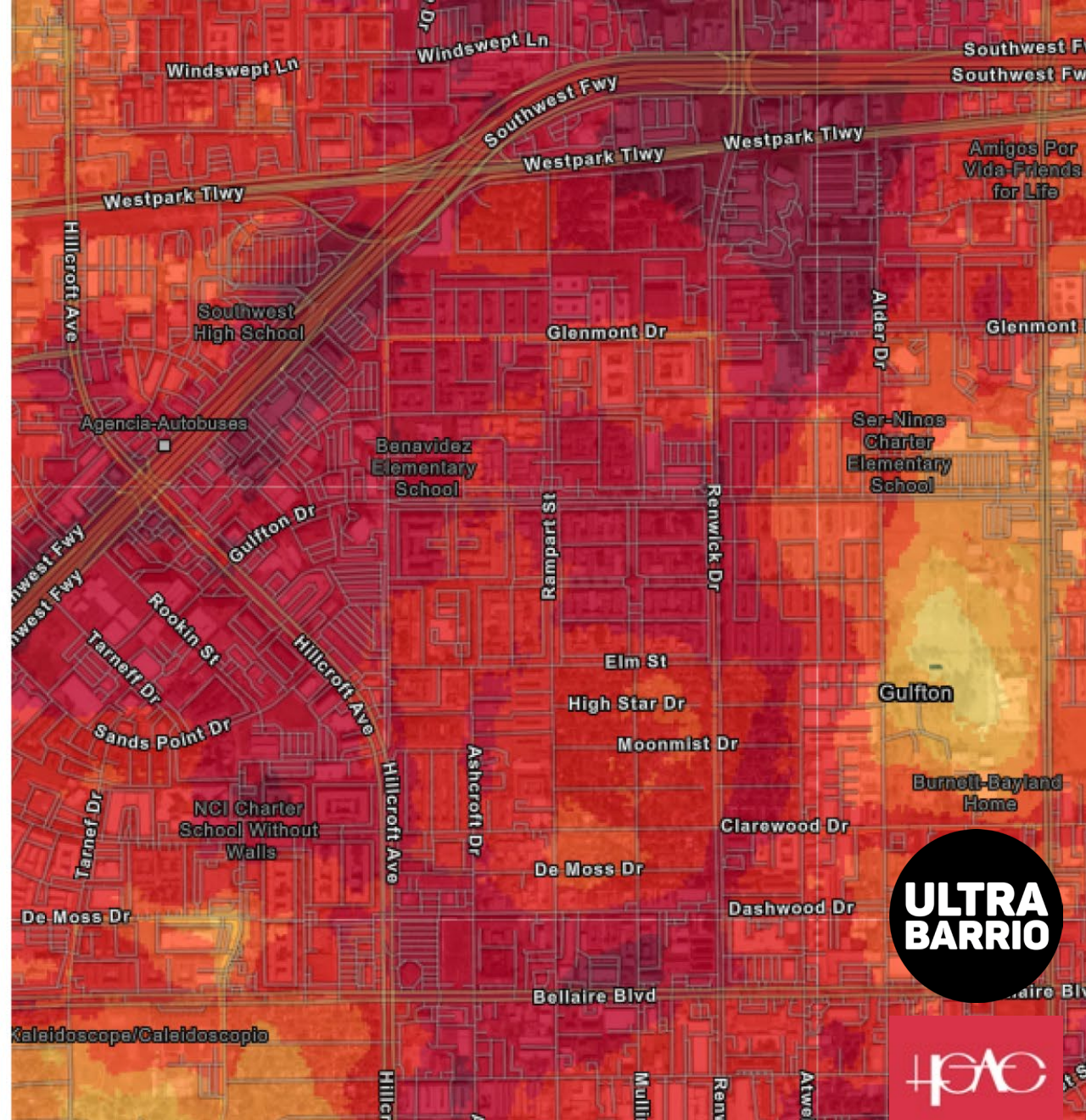
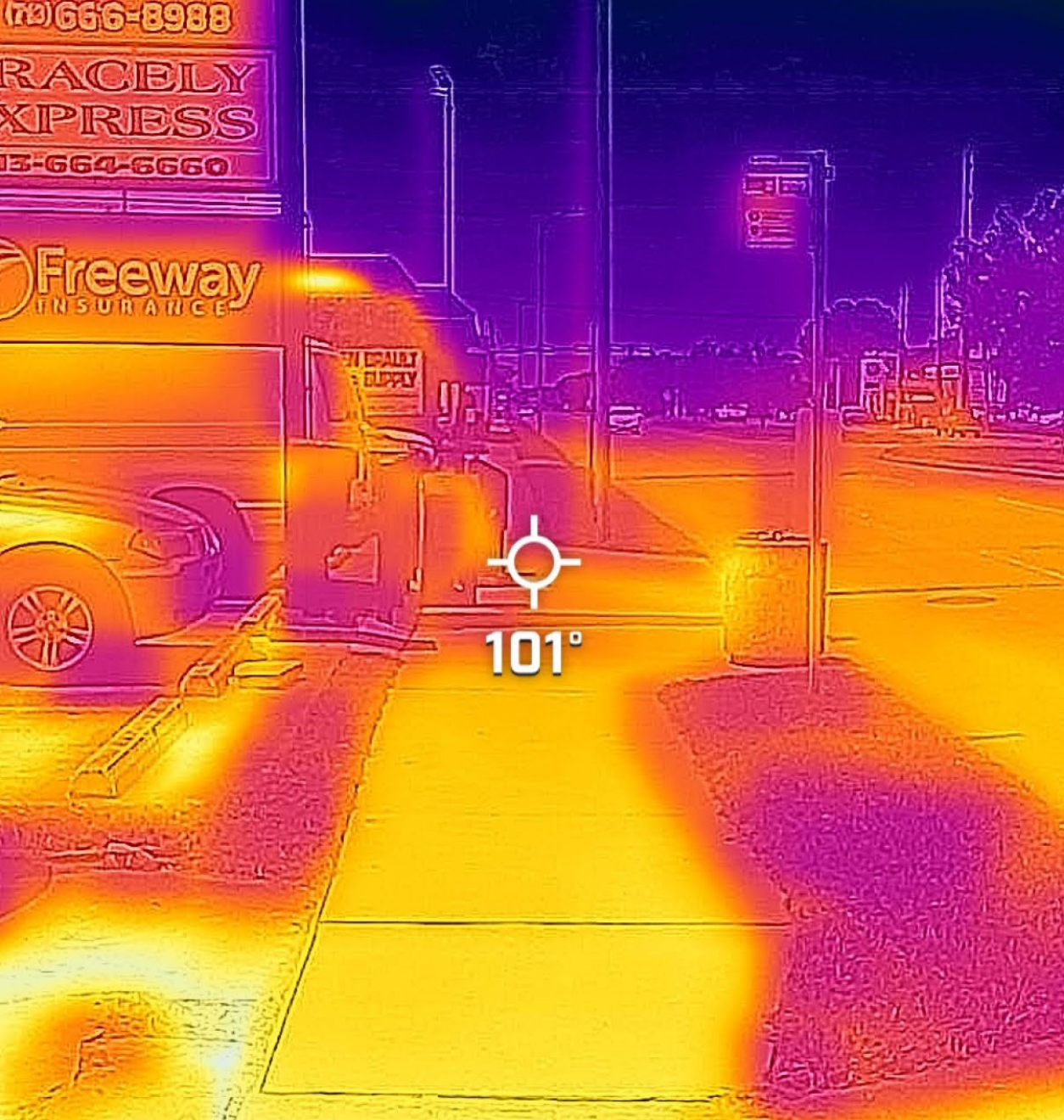
Existing Conditions as a Spring Point



LEGEND

PEDESTRIAN / PEDESTRE	VEHICULAR / VEHÍCULOS
BIKEWAY / CICLOVIA	STREET PARKING ESTACIONAMIENTO EN LA CALLE
NATURE / NATURALEZA	SHARED BIKE/VEHICLE CUOTA BICICLETA/ VEHÍCULO





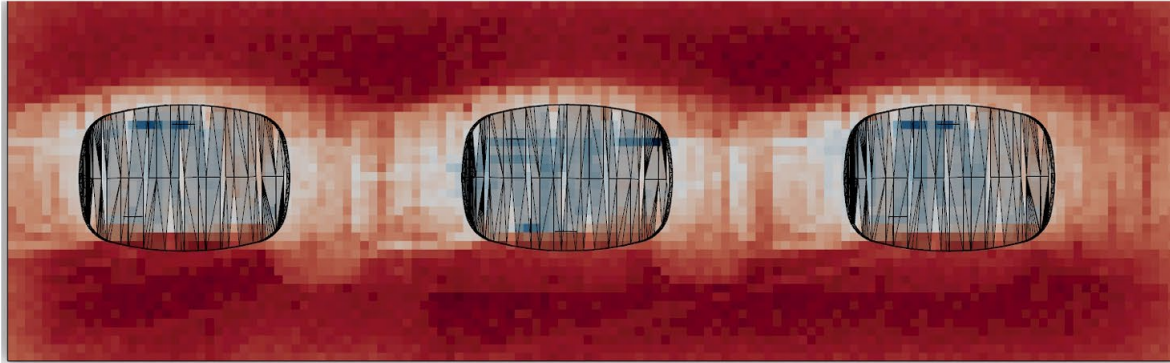


The Nature Conservancy

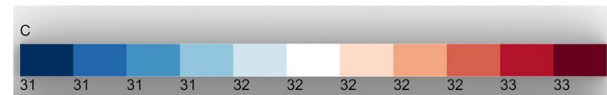
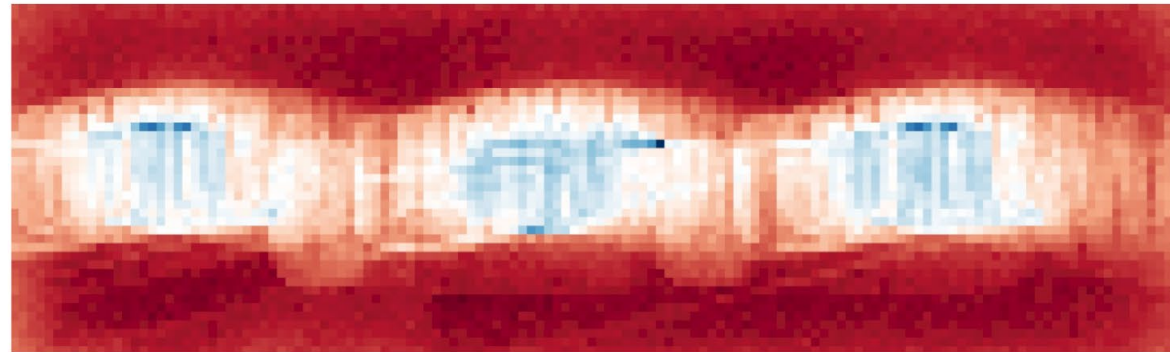


connect
community





Universal Thermal Climate Index
8/1 to 8/31 between 1 and 0 @1







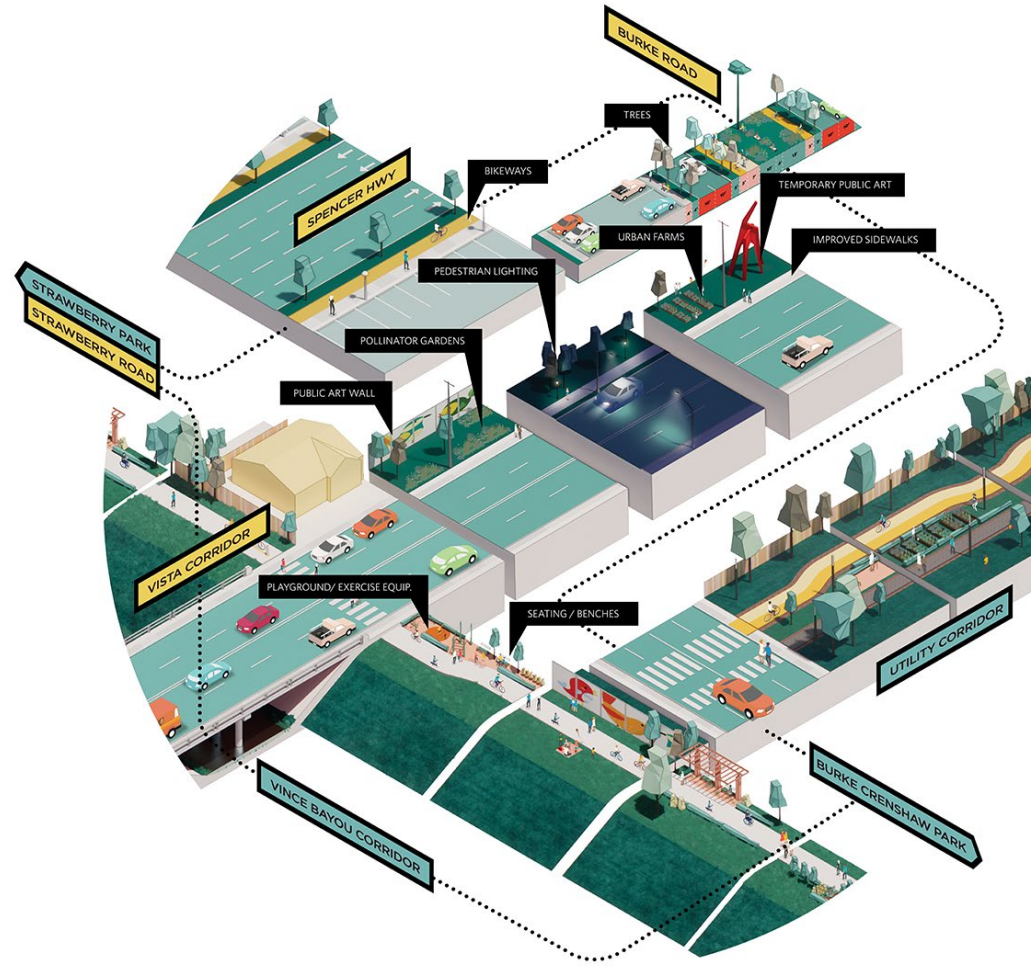
Generating Threads

Research as raw material



Connective Metrics

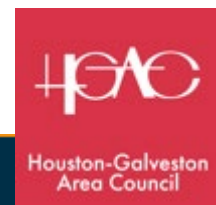
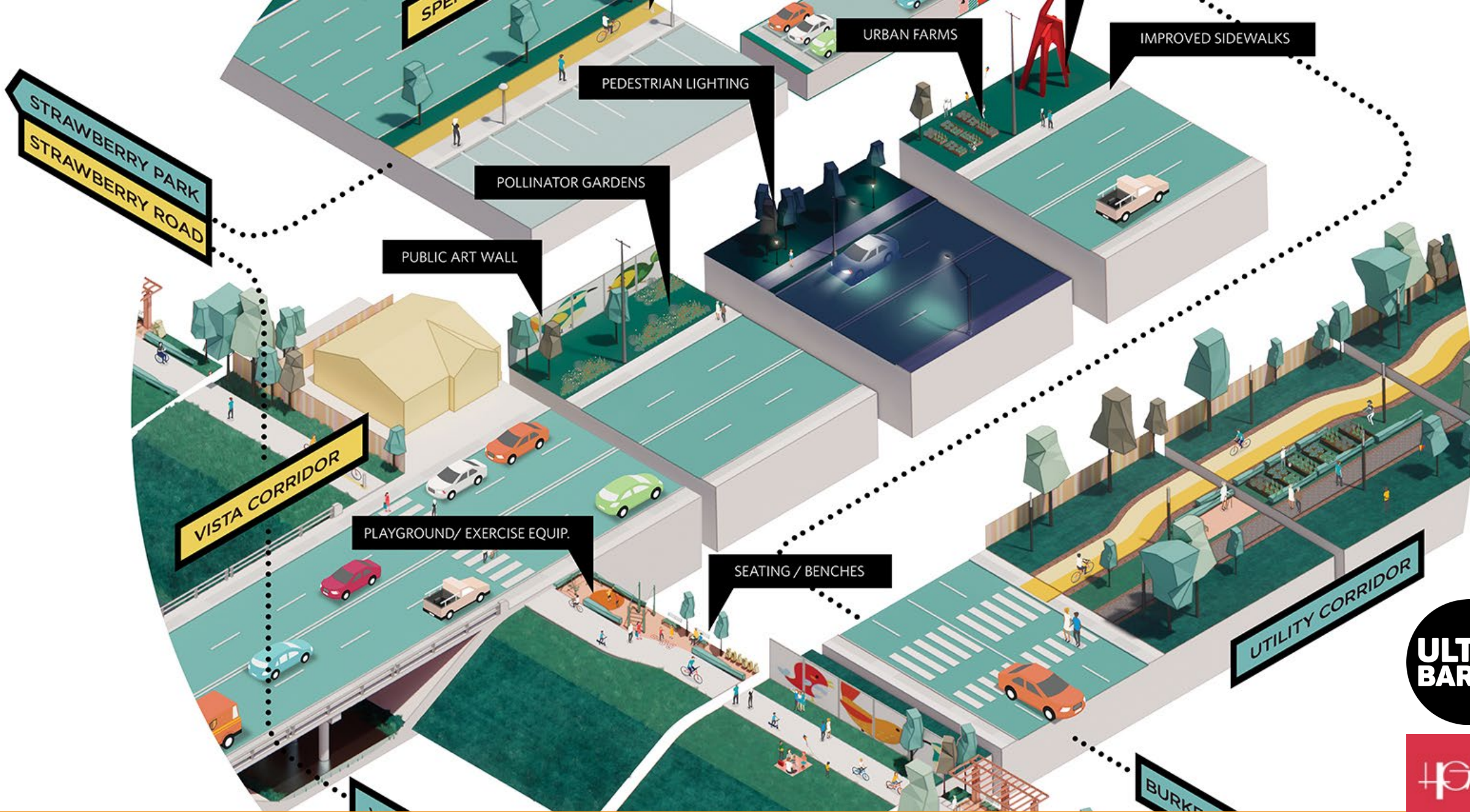
Spatial Adjacent and Time Adjacent



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