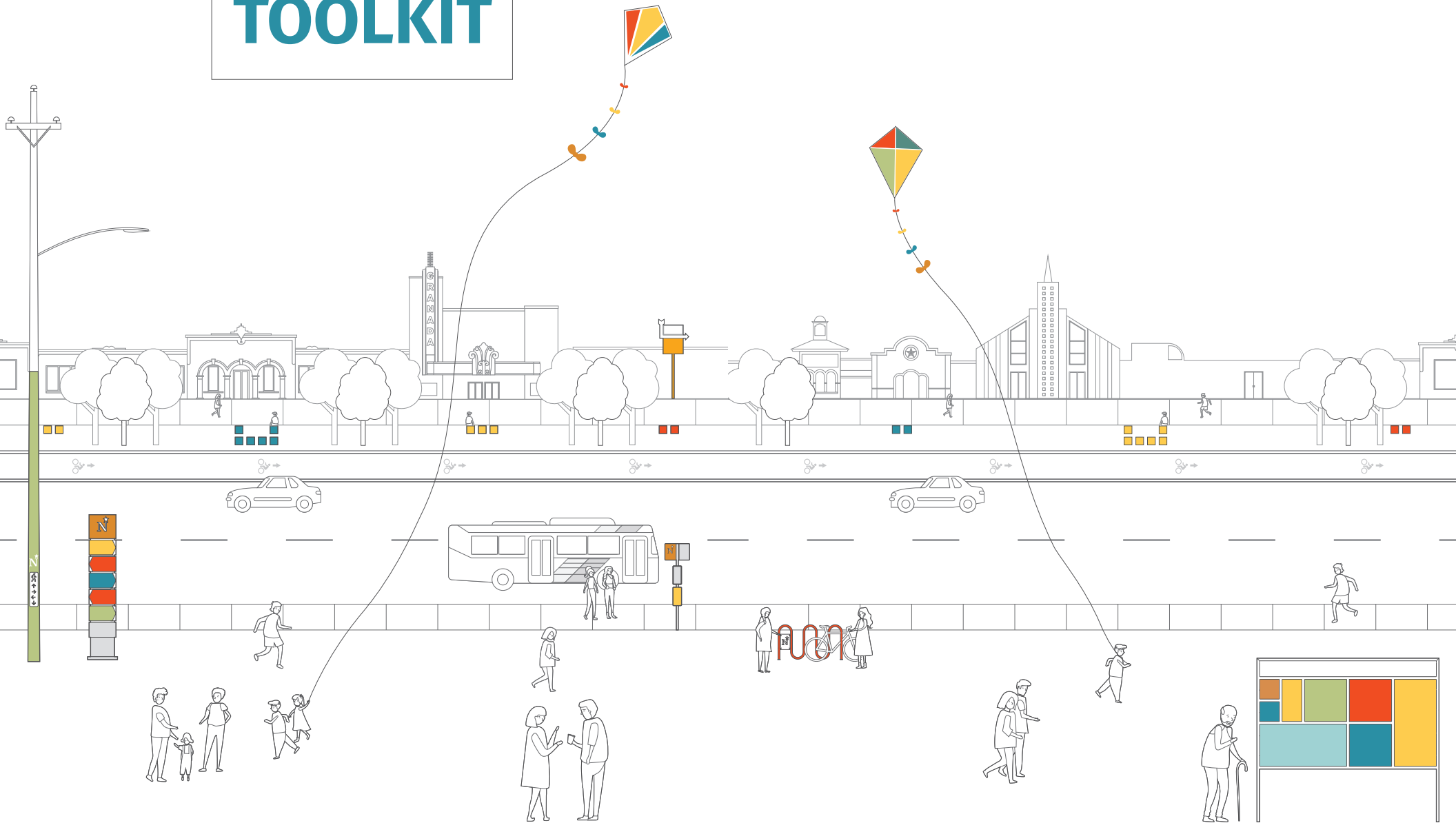


URBAN DESIGN TOOLKIT



CONTEXT

Eastex / Jensen

Demographics

28,000 Population

32% < 18 Years

76% Hispanic/Latino

Median Income: \$38K

Northline

Demographics

60,000 Population

31% < 18 Years

86% Hispanic/Latino

Median Income: \$35K

Independence Heights

Demographics

14,000 Population

30% < 18 Years

33% Black/African American

59% Hispanic/Latino

Median Income: \$32K

Greater Heights

Demographics

44,000 Population

17% < 18 Years

65% White

Median Income: \$116K

Near Northside

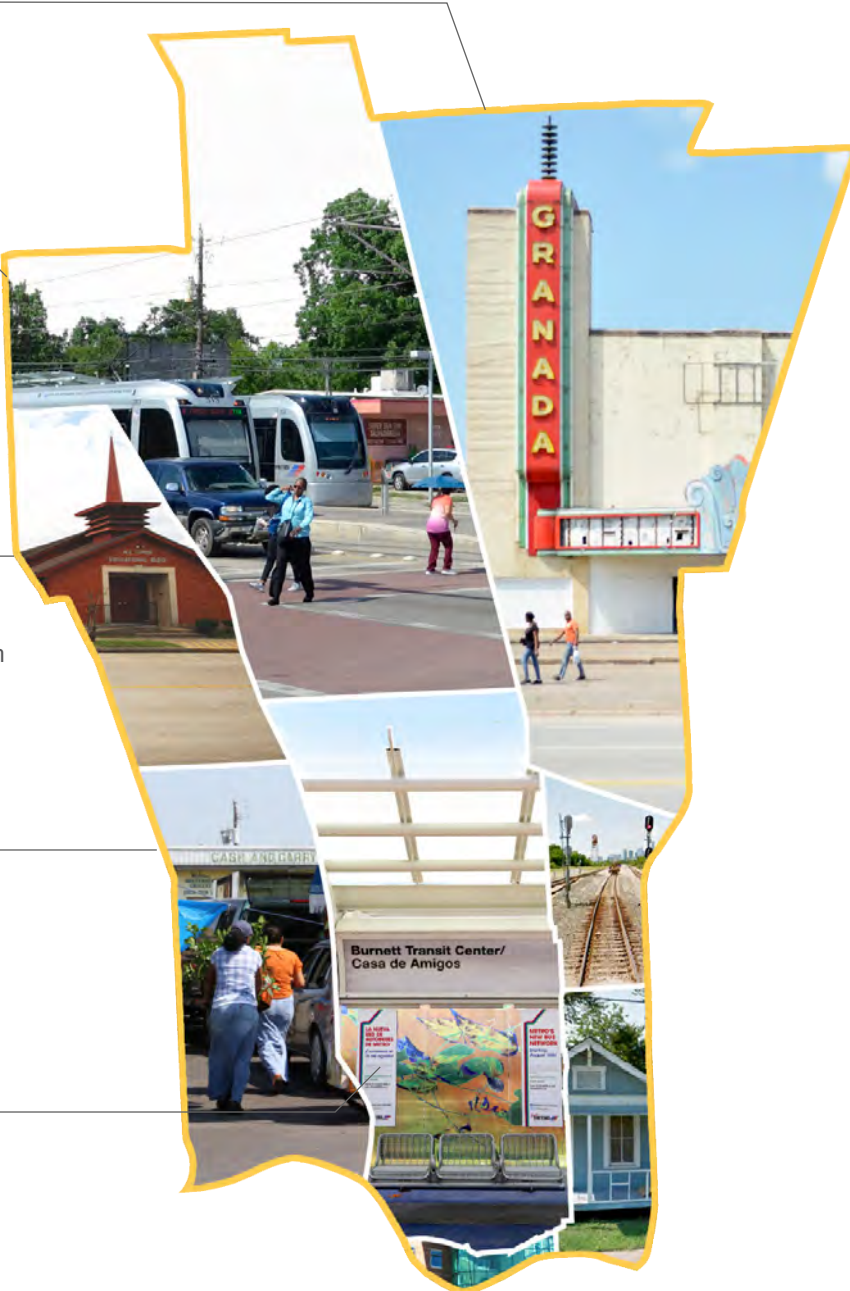
Demographics

25,000 Population

25% < 18 Years

82% Hispanic/Latino

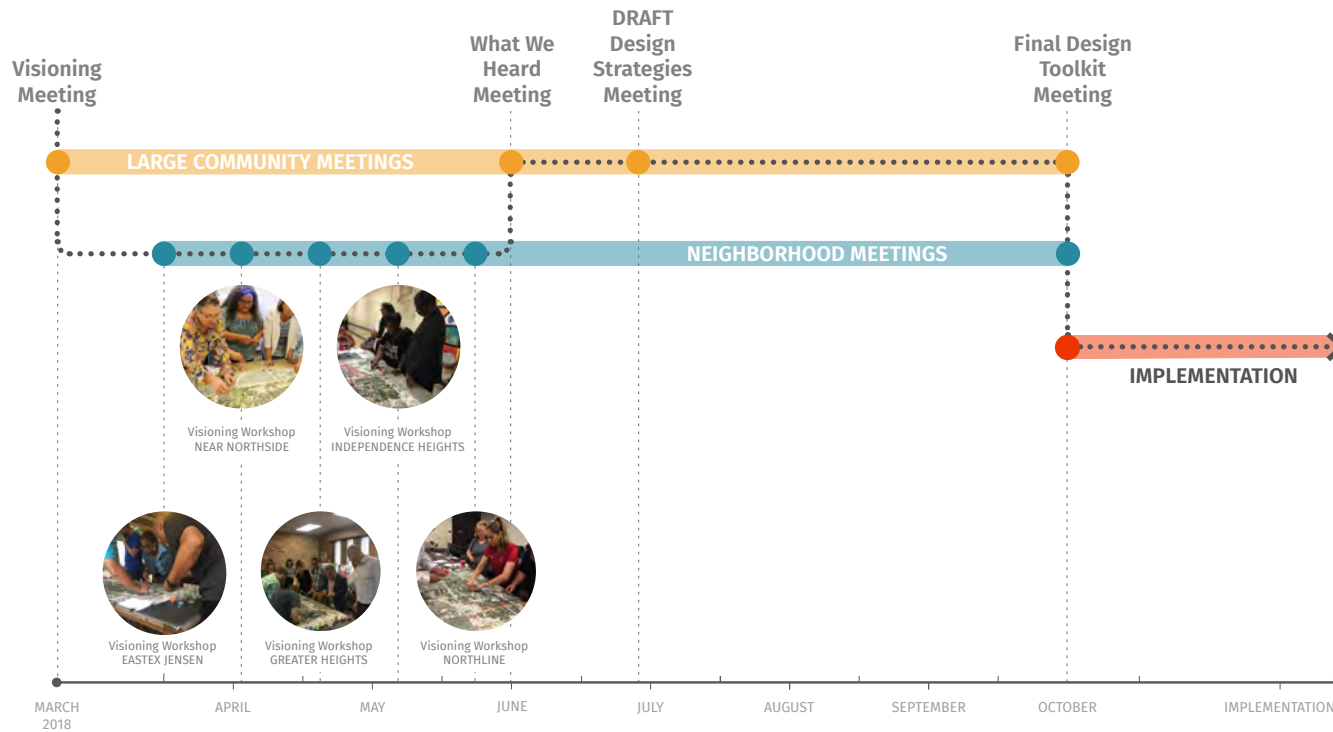
Median Income: \$41K



The Urban Design Toolkit was completed in 2018 and sponsored by the local management district. The District encompasses 24 square miles and is home to approximately 150,000 residents and 10,000 businesses, many locally owned and operated. Two-thirds of residents in the District identify as Hispanic or Latino, while 21% identify as white, and 10% as Black or African American.

Within the District there are five neighborhoods, each with a distinct identity and culture: Greater Heights, Near Northside, Northline, Independence Heights and Eastex Jensen.

PROCESS



The Urban Design Toolkit was developed through four large community meetings and a visioning meeting in each of the five District neighborhoods. The meetings focused on identifying concepts and strategies to promote the identity of each neighborhood, along with defining key locations for intervention. In total, 155 neighborhood leaders, stakeholders and business owners attended the meetings.



WHAT WE ASKED

1

WHAT ARE THE BIG IDEAS AND CONCEPTS?



3

WHAT STORIES SHOULD BE TOLD?

2

WHERE ARE KEY DESTINATIONS AND PLACES FOR DESIGN INTERVENTION

Northline
VISION CONCEPTS
Community
Culture
Food
Resiliency
Accessibility
Transit
Local Business
Family
Crossroads

Independence Heights
VISION CONCEPTS
 History
 Diversity
 Faith
 Porches
 Culture
 Local Businesses
 Landmarks
 Gathering Spaces
 Stories

Greater Heights
VISION CONCEPTS
History
Place
Unity
Food
Family
Engaged



Eastex Jensen
VISION CONCEPTS
History
Community
Family
Color
Green
Opportunity

Near Northside
VISION CONCEPTS
History
Community
Diversity
Bridges
Festive
Vibrant
Colorful
Engaged



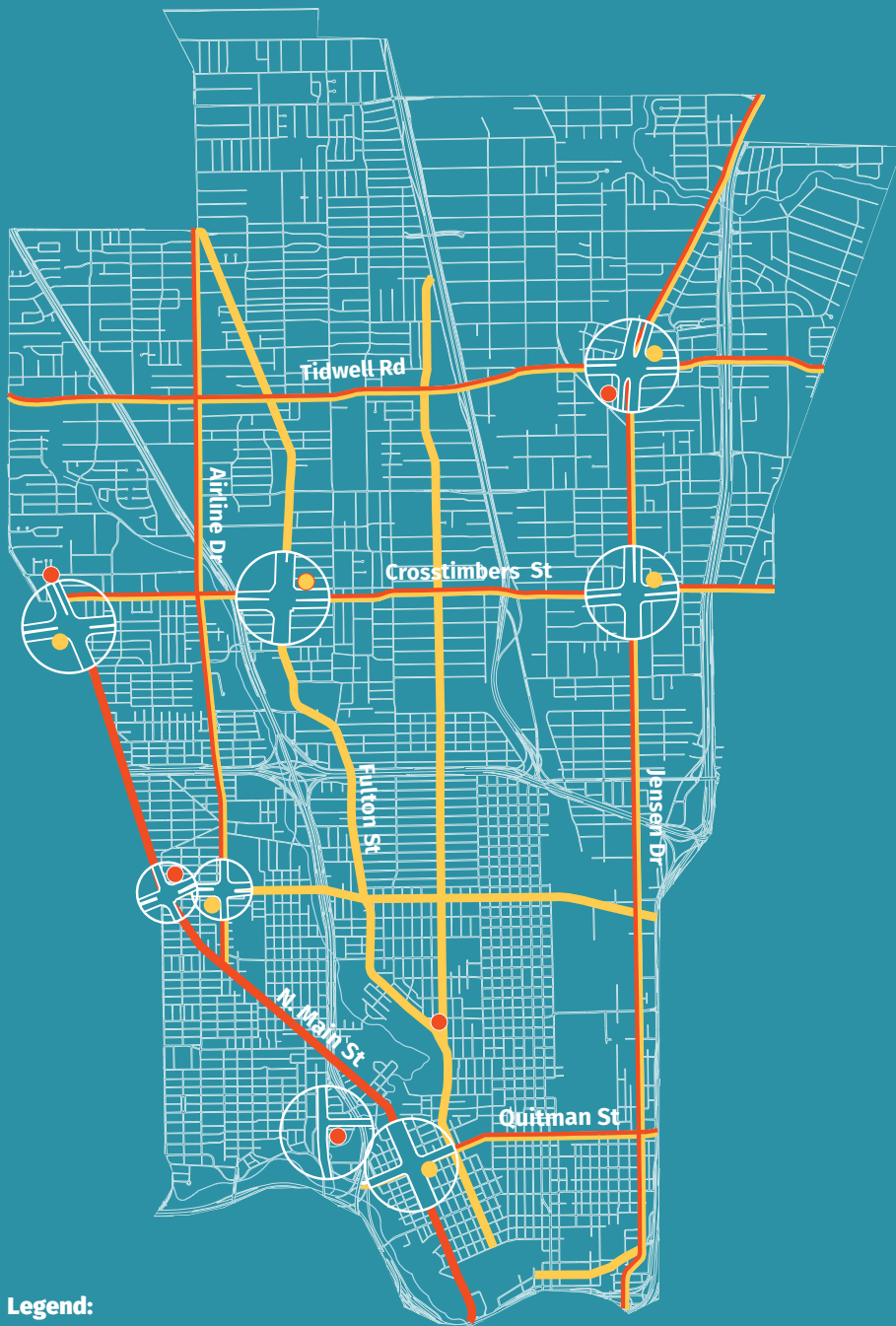
WHAT WE HEARD

Based on our community meetings, the Urban Design Toolkit is a set of place-based design strategies that promote connectivity, enhance public spaces and spark economic development. Each strategy also strengthens the identity of the District overall and the five distinct neighborhoods that comprise it: Greater Heights, Near Northside, Northline, Independence Heights and Eastex Jensen.

The collective goal was to tell the stories of place and celebrate the qualities that make the District and it's neighborhoods special.

The strategies re-think everyday urban elements and explore how they can contribute to building beauty, identity and place.

Details from the plan are provided on the following pages.



Legend:

- Pedestrian Street Signage
- METRO Map and Bus Route Signage
- Neighborhood Signs
- District Signs

WAYFINDING

Wayfinding projects highlight each neighborhood's character, destinations and strengths. The projects also assist residents and visitors with navigation, and encourage exploration via transit, on foot or bike. Combined, the four wayfinding projects create a cohesive network of signage, guiding visitors and residents to neighborhood destinations, including local businesses, parks and schools. The neighborhood signs have been funded and are currently being implemented.



District Signs



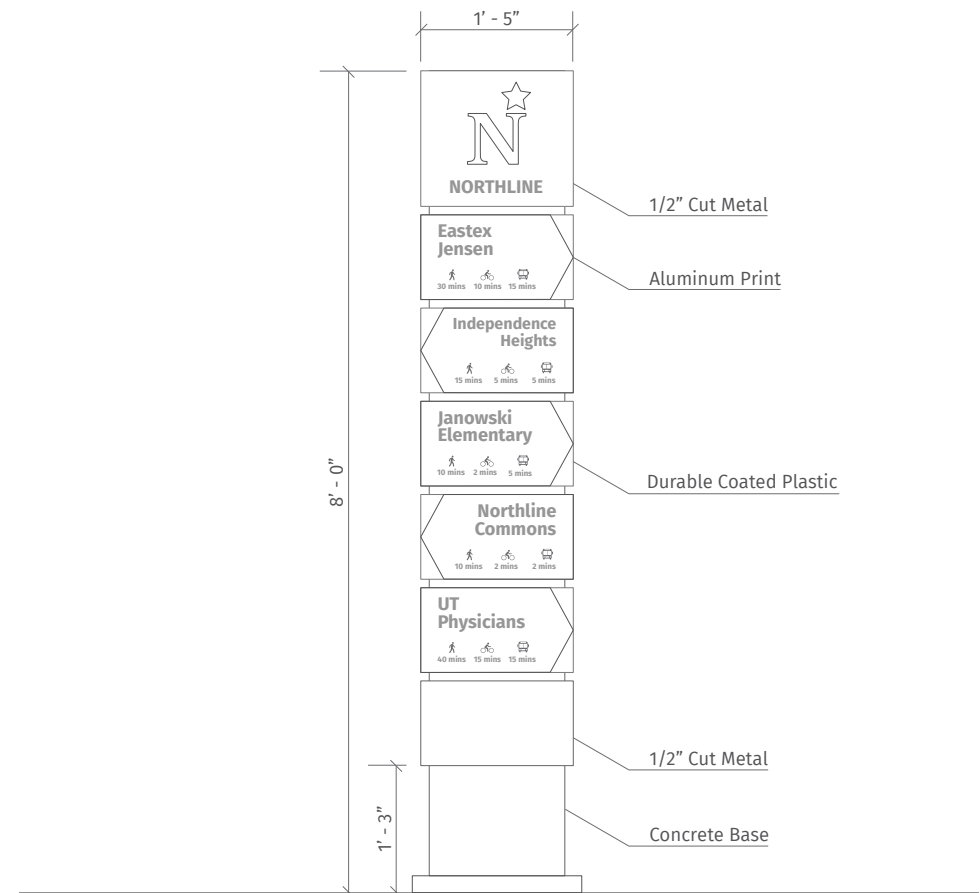
Neighborhood Signs
**In Progress*



METRO Map and Bus
Stop Signage



Pedestrian Street
Signage



DISTRICT SIGNS

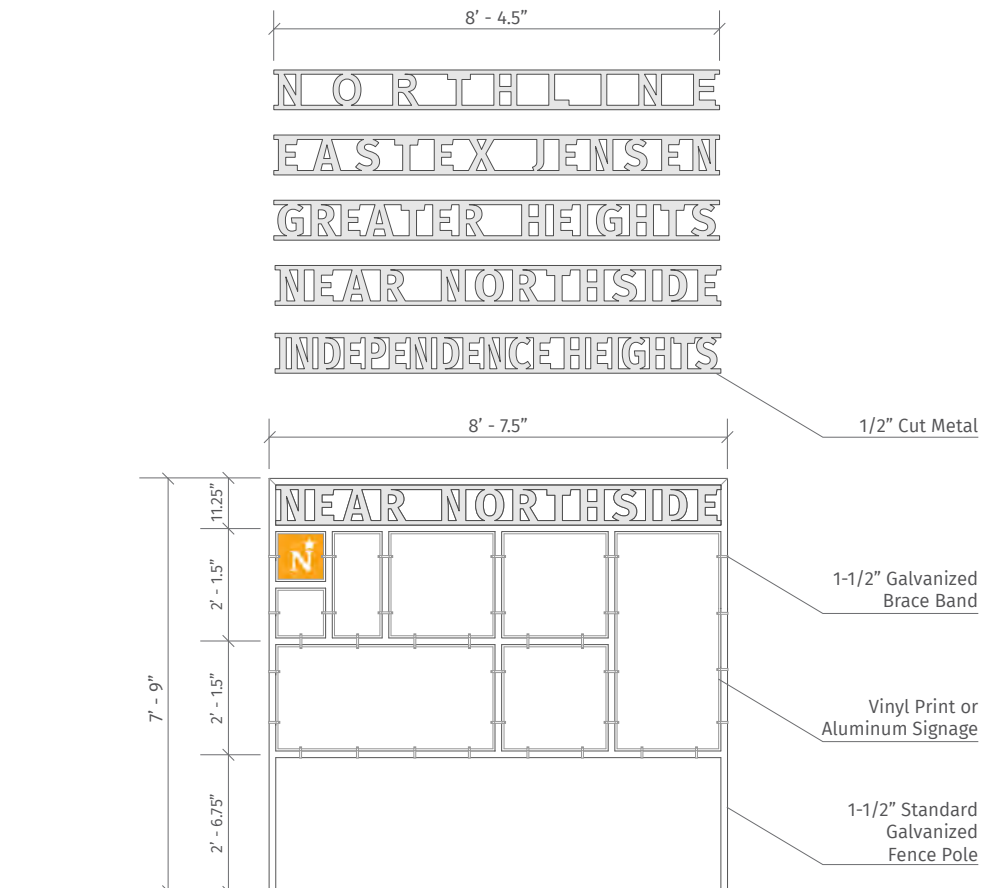
District Signs are proposed for key intersections in each of the five neighborhoods: North Main and Crosstimbers Streets in Independence Heights, Airline Drive and West Calvacade Street in the Heights, North Main and Quitman Streets in Near Northside, Fulton and Crosstimbers Streets in Northline, and Jensen Drive and Tidwell Road in Eastex/Jensen. The District Signs would identify area businesses and activity centers, promote events and provide cultural information.

ESTIMATED COST



TIME FRAME





NEIGHBORHOOD SIGNS (IN PROGRESS)

Neighborhood Signs are strategically proposed in each of the five neighborhoods. The frame is uniform, with central changeable pieces to celebrate and share neighborhood events or destinations. Local schools or art groups would be encouraged to exhibit short term projects. Neighborhood Signs are proposed at the following intersections: North Main Street and E 33rd St in Independence Heights, former Heights Transit Center in the Heights, Irvington Boulevard and Fulton Street in Near Northside, Irvington Boulevard and Crosstimbers Street in Northline, and Jensen Drive and Aldine Westfield Rd in Eastex/Jensen. This project is funded and in progress.

ESTIMATED COST



TIME FRAME





Proposed Pedestrian Sign along Airline Drive

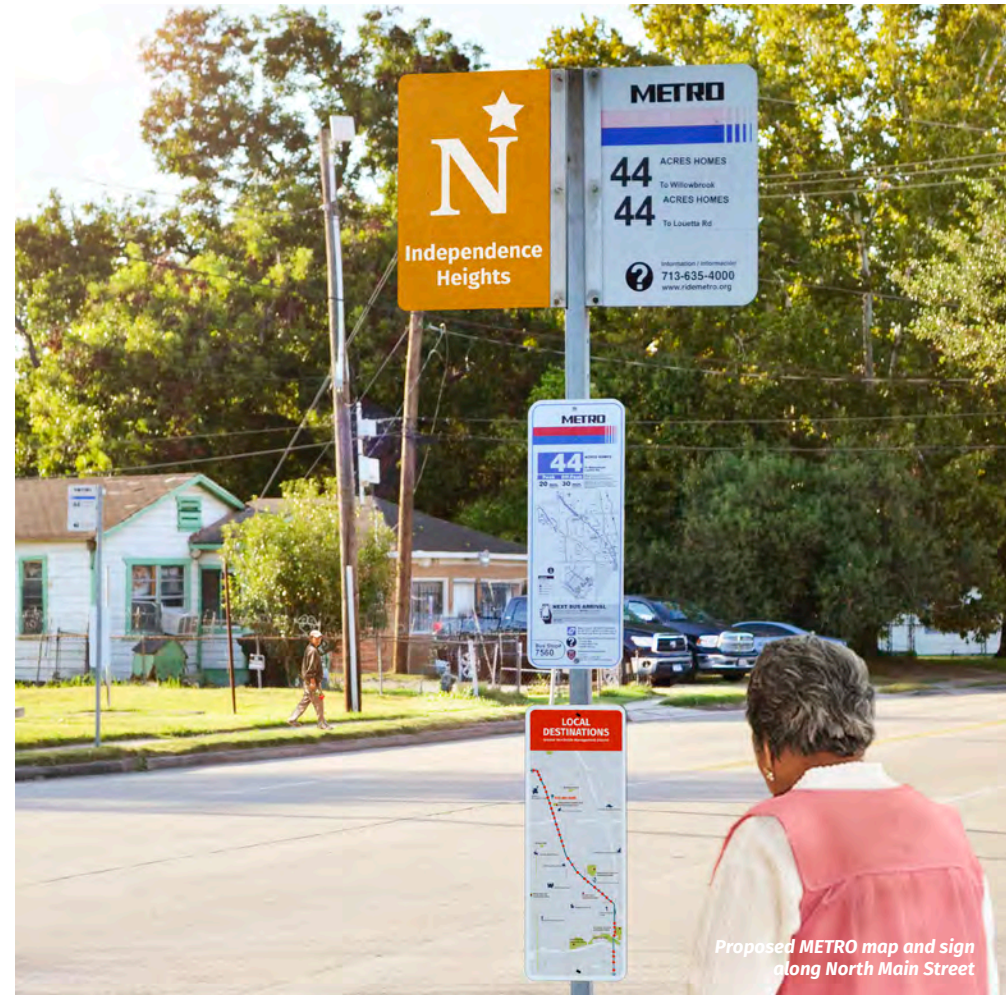
PEDESTRIAN STREET SIGNAGE

A local resident or visitor's experience is enhanced through the use of pedestrian scaled signage. We propose augmenting existing signs, light poles, or vertical structures through the use of directional plaques highlighting local destinations. These signs are adaptable, affordable, and identify each neighborhood through the color identity strategy. A series of these pedestrian signs will be located along the following roads: Airline Drive, Fulton Street, Jensen Drive, Crosstimbers Street, Lyons Avenue, Calvacade Street, Quitman Street, Tidwell Road and Irvington Boulevard.

ESTIMATED COST



TIME FRAME



Proposed METRO map and sign along North Main Street

METRO MAP and BUS STOP SIGNS

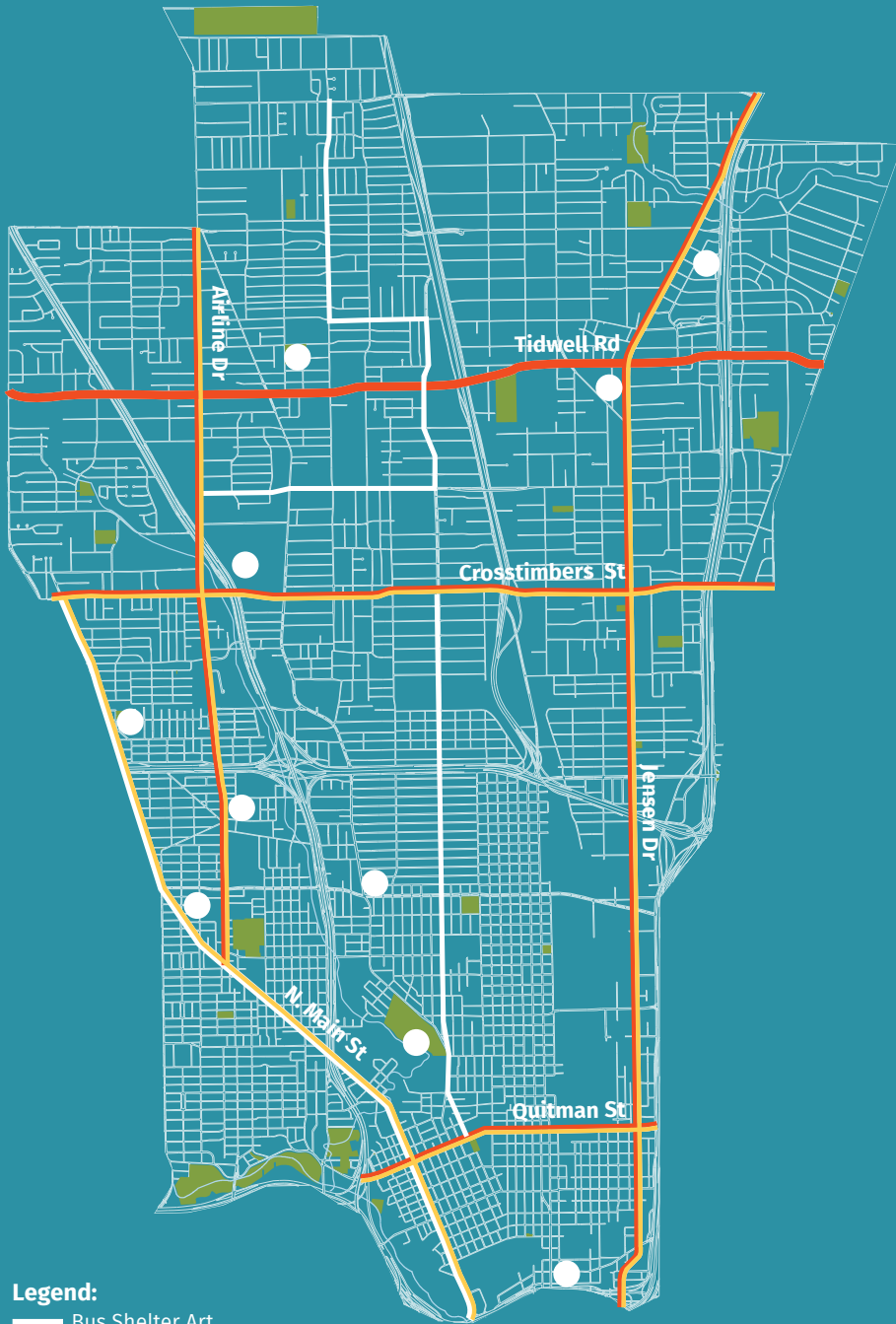
Retrofitting existing METRO signs with maps to highlight local destinations and adding the District logo will enhance identity at the neighborhood and district levels, as well as encourage exploration. The project will be initiated for the local bus routes along Airline Drive, Crosstimbers Street, Quitman Street, Jensen Drive, North Main Street and Tidwell Road. Along these routes maps and signage highlighting neighborhood destinations, such as schools, parks, local businesses and restaurants, will be installed on existing METRO signs.

ESTIMATED COST



TIME FRAME





- Legend:**
- Bus Shelter Art
 - Benches
 - Streetscaping
 - Bike Racks

STREET AMENITIES

Street and transit amenities are important features that promote comfort, transit use and walkability. The proposed bus shelters, benches, and bike racks utilize everyday elements to enhance and promote the civic life and identity of each neighborhood and the District overall. Three bus shelter art projects were recently funded and completed.



Bus Shelter Art

**Three shelters complete*



Benches



Bike Racks



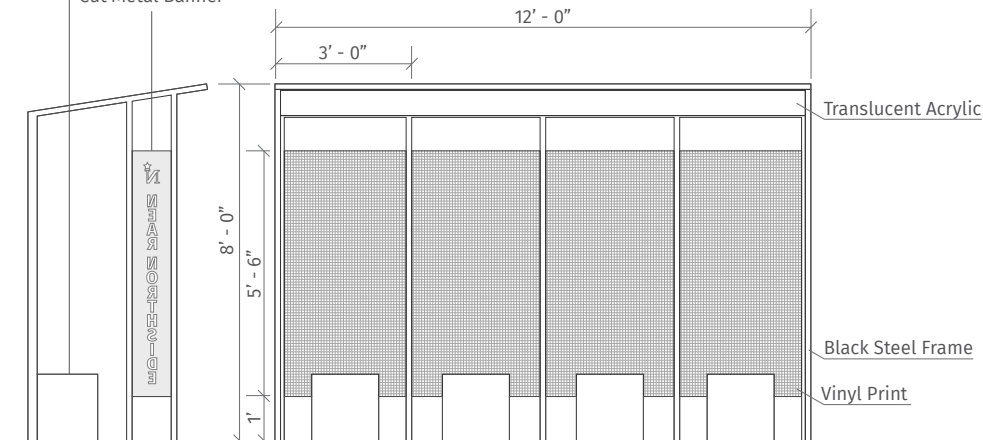
Streetscaping



Dyed Concrete Seating
According to
Neighborhood Color:



Cut Metal Banner



METRO Bus Shelter Art

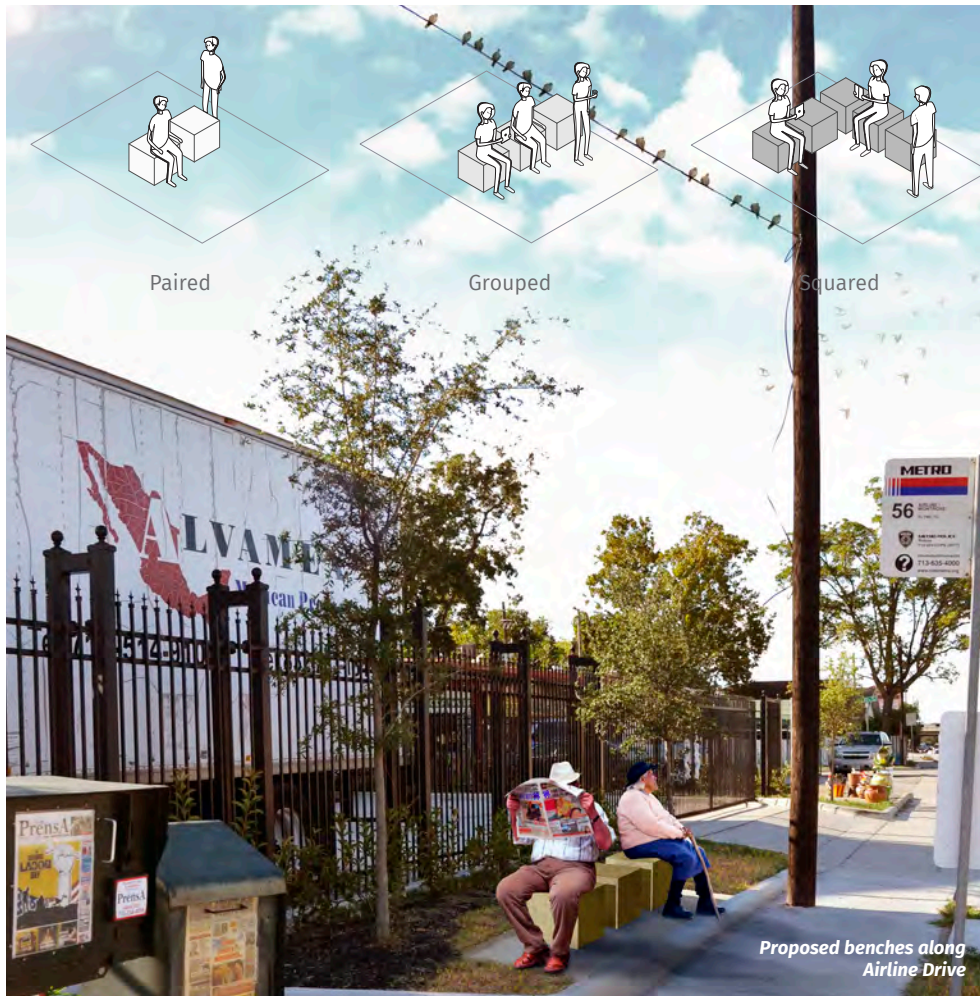
METRO bus shelters are located throughout the Greater Northside. Transforming the shelters to include art that celebrates place and community were proposed in the toolkit. Three shelters were recently funded and completed along Jensen Drive through a partnership with the local university, art and architecture students, community leaders, the management district, and area non-profit organizations.

ESTIMATED COST



TIME FRAME





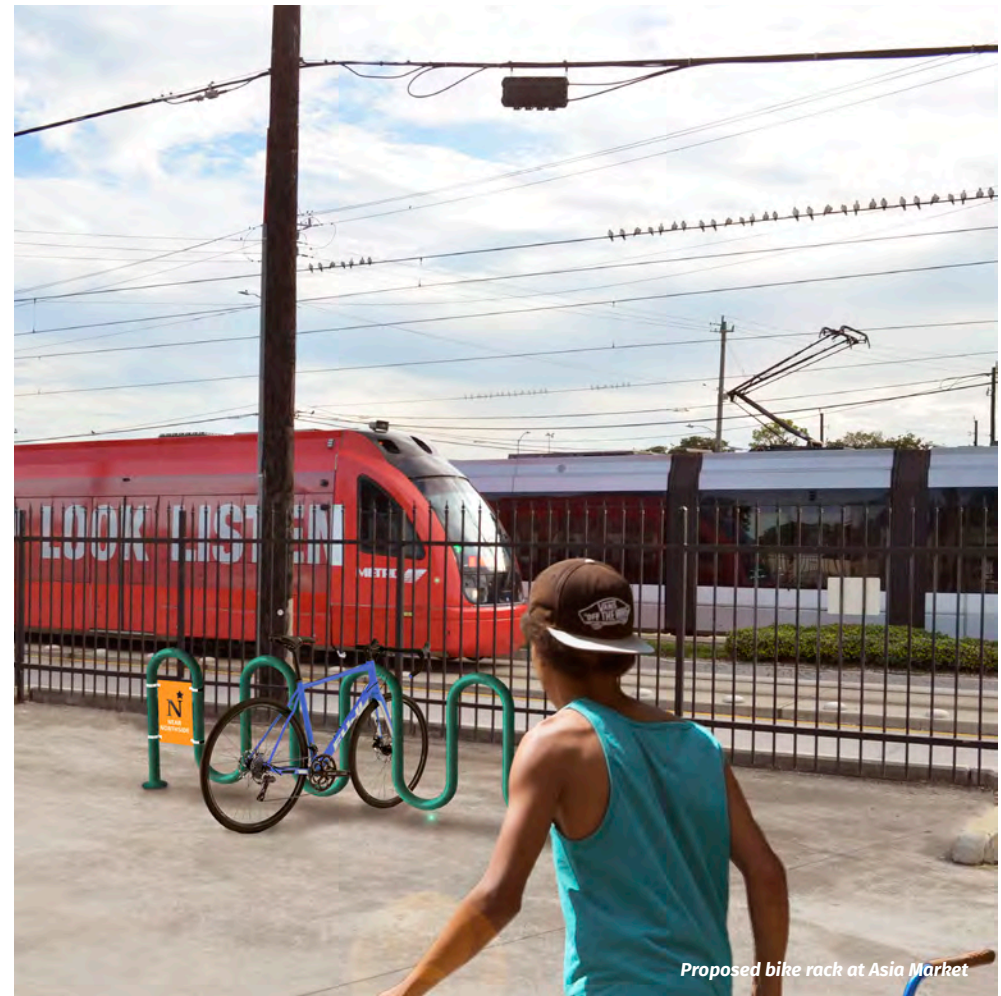
BENCHES

Public seating creates a comfortable, usable and active public realm where people can spend time, meet or wait for the bus. Benches create a sense of place. The proposed benches are cast concrete cubes that are dyed with a color that represents each of the five neighborhoods. Initially, these elements will be located along the following corridors: Airline Drive, North Main Street, Crosstimbers Street, Jensen Drive and Quitman Street.

ESTIMATED COST



TIME FRAME



BIKE RACKS

Providing bicycle amenities promotes bicycle use, and can also enhance the District's identity. The proposed bike racks will be funded through a sponsorship program with area businesses and organizations. A pilot program to expand area bike racks focuses on existing destinations such as: Asia Market Thai Restaurant, Airline Farmers Market, Northline Commons, Jensen Square, Moody Park, Clark Park, Independence Heights Park, White Oak Music Hall, Town In City Brewing, City Acre Brewing and Saint Arnold Brewing.

ESTIMATED COST

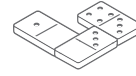


TIME FRAME





TABLE GAMES



PLANTS



Marine Grade Plywood

Temporary and affordable streetscaping ideas can be designed and tested along major corridors, including pilot bike lanes



SEATING

STREETSCAPING

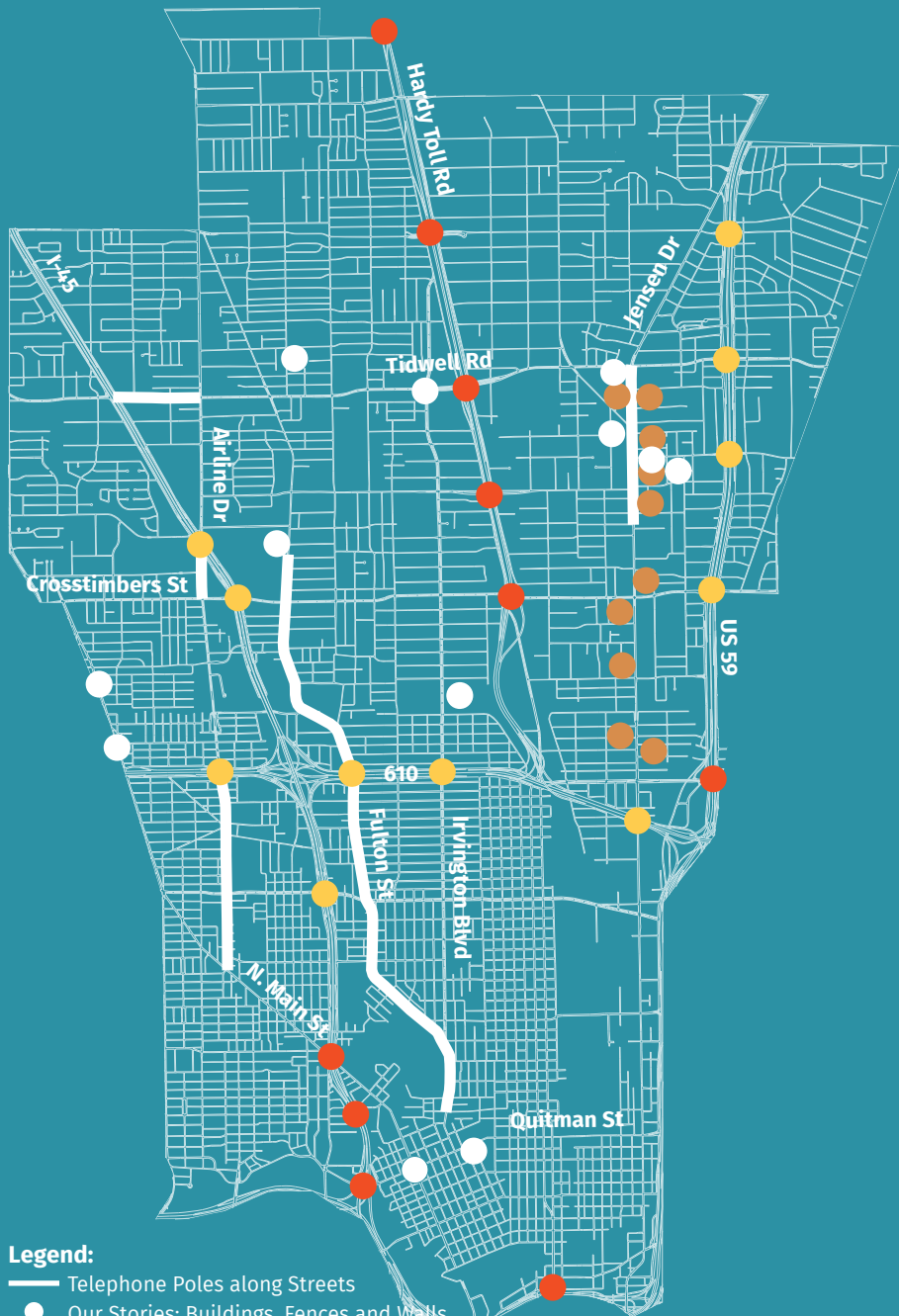
Streetscaping, even temporary, can improve pedestrian comfort, safety, and connectivity. This includes pilot or temporary bike lanes, seating, and planting. This project is inspired by the creative and temporary placemaking completed in New York City through the Department of Transportation and under the leadership of Janette Sadik-Khan.

ESTIMATED COST



TIME FRAME





Legend:

- Telephone Poles along Streets
- Our Stories: Buildings, Fences and Walls
- Our Stories: Historic Signs on Jensen Drive
- Gateways: Underpasses
- Gateways: Overpasses

PUBLIC ART

Public art builds civic identity and celebrates place. The proposed public art projects re-imagine existing infrastructure and building elements across the five neighborhoods in order to enhance the character and identity of each place. The strategies include enhancing telephone poles, underpasses and overpasses, historic signs, buildings, fences and walls with public art.



Our Stories: Signs
*We Are Jensen
Completed



Our Stories: Walls
*Reflecting Memories
Completed



Gateways
*Serape Project at
Crosstimbers
Completed



Telephone Pole
Project



OUR STORIES: SIGNS

Identifying strategies to celebrate the stories of place in the Greater Northside is the foundation of this toolkit. This includes activating vacant walls, buildings and signs with creative interventions that share the rich histories and stories of place. The Foodarama sign project, proposed in the toolkit, was recently implemented through a collaboration between a local university, art and architecture students, community leaders, and a community-based non-profit organization.

ESTIMATED COST



TIME FRAME





OUR STORIES: FENCES AND WALLS

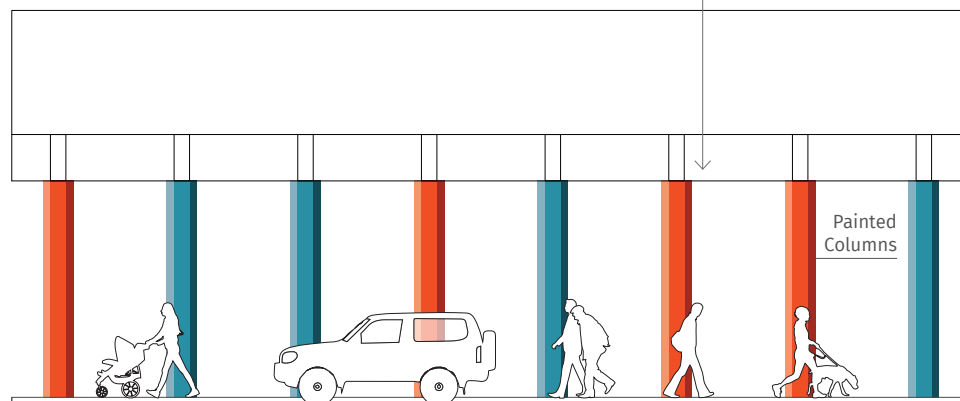
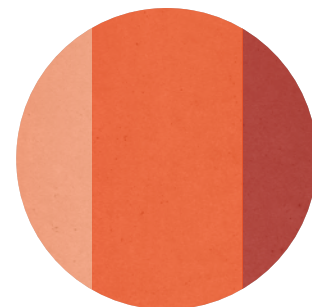
Stories of place can also be told by activating neighborhood fences and walls with creative interventions. The “Reflecting Memories” project, illustrated here, was developed in a partnership between art and architecture students, community leaders, and a non-profit community-based organization. The project is sited at the former Weingarten’s Grocery store, which is now a Family Dollar. Composed of historic images and mirrors framed and displayed on an exterior wall the project blurs the boundaries between domestic and public space, while celebrating the history of the neighborhood.

ESTIMATED COST



TIME FRAME





Proposed Gateway: I-45 Intersection with Airline Drive, between Independence Heights and Northline

GATEWAYS: UNDERPASSES

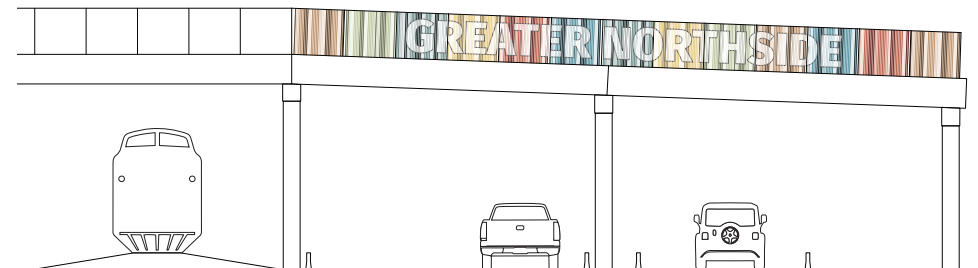
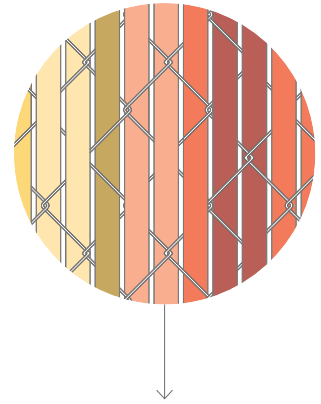
Freeway underpasses across the District can be enhanced with art and lighting to promote safety and connectivity. Underpasses can become gateways with creative and colorful public art interventions. Specifically, existing underpasses will be painted in a serape pattern. Eleven underpass sites have been identified in the District and one of the underpasses have been completed in partnership with an arts-based non-profit organization.

ESTIMATED COST



TIME FRAME





GATEWAYS: OVERPASSES

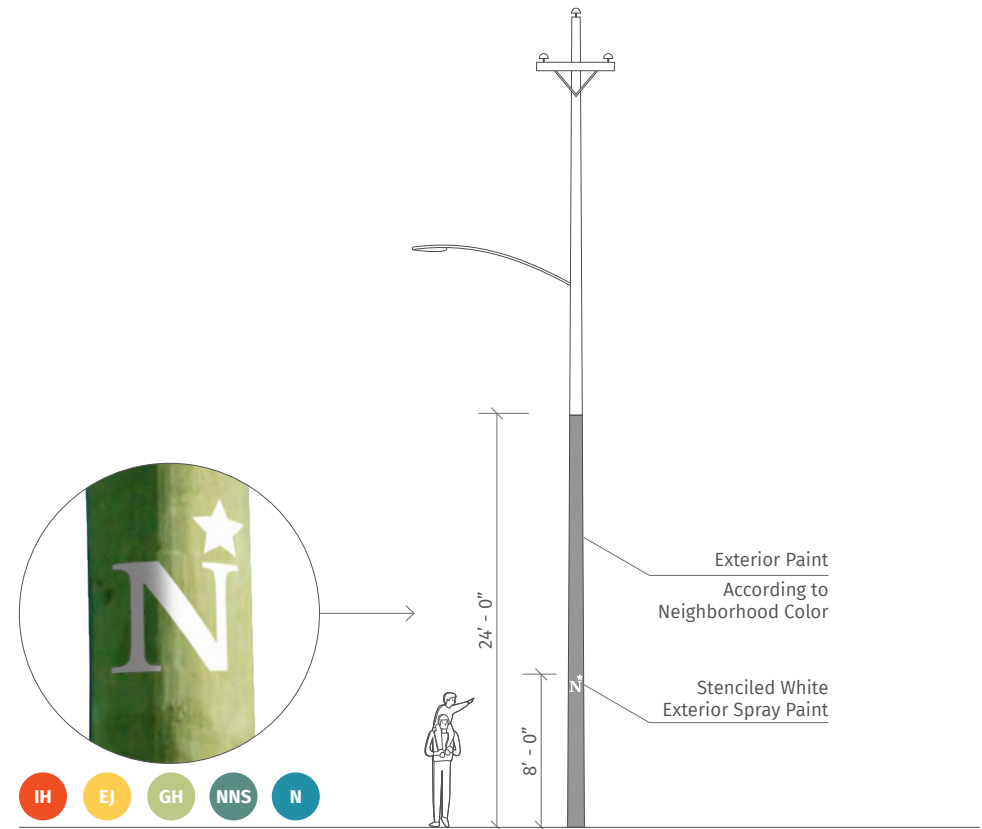
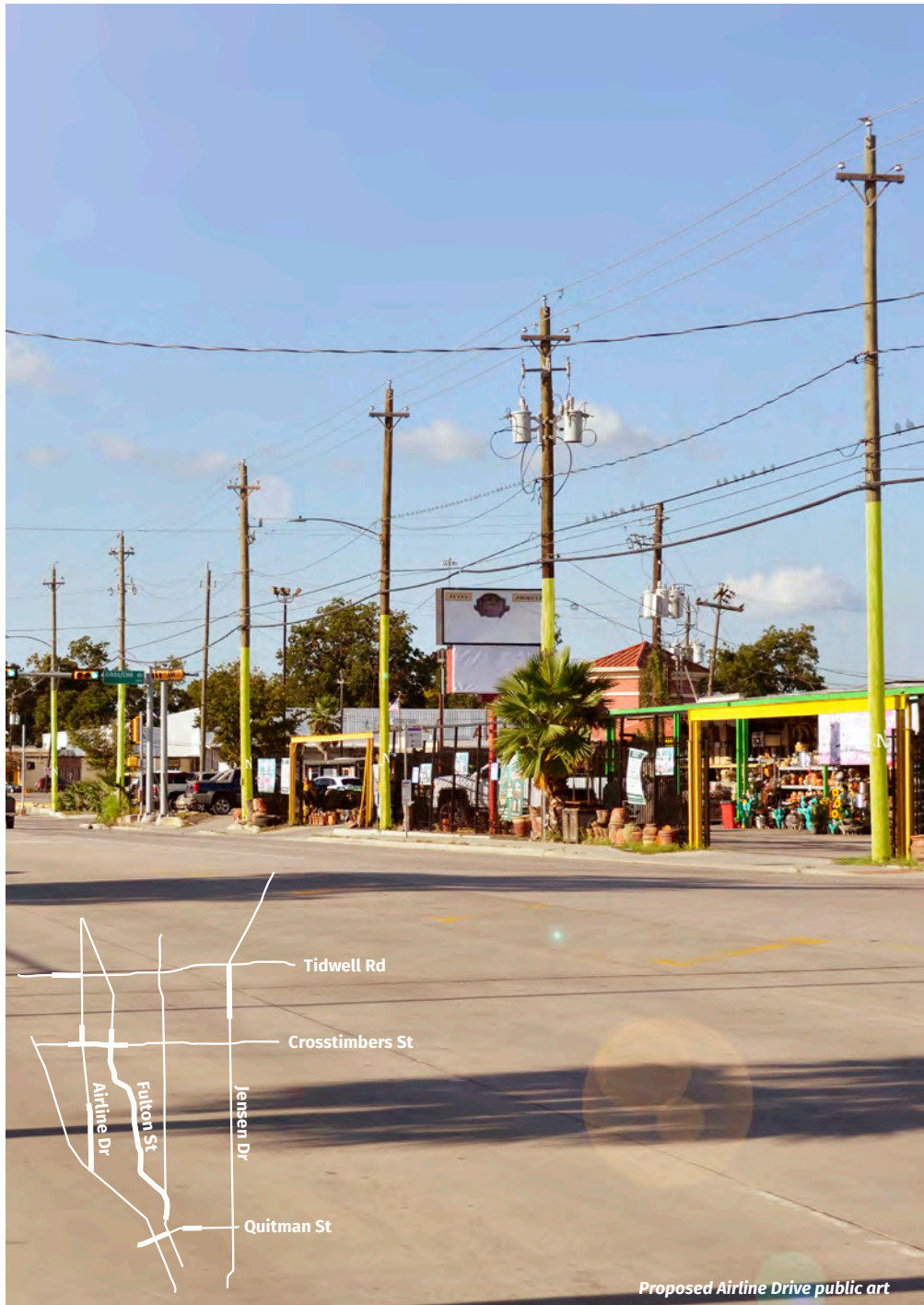
The gateway project re-imagines the existing infrastructure of freeway overpasses as artistic entry points into the District. Designed in a serape style, with bands of color, the signs could also showcase the name of each neighborhood. The initial pilot for this strategy is a pedestrian bridge located on the Hardy Toll Road near Little York. Ten potential sites have been identified across the District (see the map to the left).

ESTIMATED COST



TIME FRAME





TELEPHONE POLES

Telephone poles are a prominent feature along a number of major thoroughfares in the Greater Northside. Celebrating the rhythm of this infrastructural element with vivid color will strengthen the neighborhood identity and bring new life to a ubiquitous urban element. The project will be implemented along Airline Drive, Fulton Street, Jensen Drive, Crosstimbers Street, Quitman Street and Tidwell Road.

ESTIMATED COST



TIME FRAME



IMPACT: A COMMUNITY TOOLKIT

The information gathered at the large community meetings and neighborhood visioning workshops was the foundation for the Urban Design Toolkit. Since completion the management district has been working with community-based partners, artists, and funders to implement the strategies. Each project selected for implementation is further developed in collaboration with community stakeholders. To date, six projects have been completed and five more are in progress.

The Urban Design Toolkit is a **SMALL** plan with a **BIG** impact on the community.

