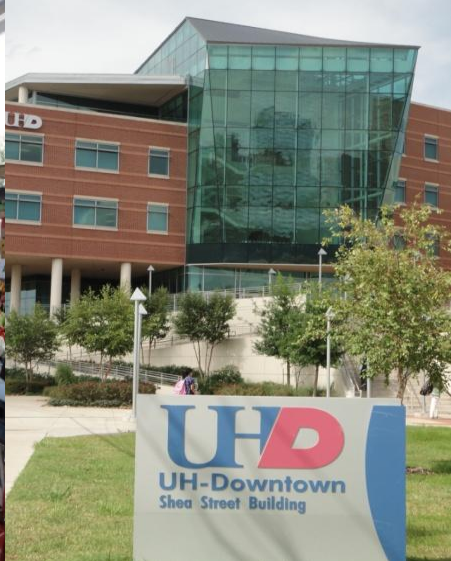




Greater Northside Management District 2021 Public Hearing



<https://animoto.com/play/yxaZRKwMesTV21cvTjKMXA>





Greater Northside Management District

Who We Are

- A Political Subdivision created in 2001 during the 77th Texas Legislative Session, pursuant to H.B. 3634.
- The District has a volunteer Board of Directors.
- The District serves commercial property owners.
- The District is guided by a Service Plan.
- The District improves the conditions and perception of the area.



Greater Northside Management District 10-Year Service and Improvement Plan 2010

Developed by the Board of Directors of the District, who represented a variety of property owners and businesses in the District, with input from commercial property owners through Town Hall Meetings to implement this Service Plan. The major goals of the 10-Year District Service Plan were as follows:

1. Security & Public Safety,
2. Visual & Area Image,
3. Marketing & Enhancing the Perception of the Area,
4. Planning & Infrastructure, and
5. District Operation & Administration.



Greater Northside Management District Mission Statement -2010

In order to enhance the District and increase economic activity for the business property owners, the District will work to establish and implement projects and programs to:

- a. Promote public safety in the District and create a safe environment in both perception and reality,
- b. Attract more business and additional investment to the District,
- c. Enhance the image of the District,
- d. Seek additional public and private funds to invest in the District,
- e. Improve infrastructure and amenities in the District, and
- f. Administer the District efficiently and effectively.



Greater Northside Management District 10-Year Service and Improvement Plan 2020

Developed by the Board of Directors of the District, who represent a variety of property owners and businesses in the District, with input from commercial property owners through Town Hall Meetings to implement this Service Plan. The major goals of the new 10-Year District Service Plan are as follows:

1. Security & Public Safety,
2. Visual & Area Image,
3. Business and Workforce Development,
4. Marketing & Enhancing the Perception of the Area,
5. Planning & Infrastructure, and
6. District Operation & Administration.



Greater Northside Management District Mission Statement - 2020

In order to enhance the District and increase economic activity for the business property owners, to enhance the overall experience in living, working, and playing in the District, the District will work to establish and implement projects and programs to:

- a. Promote public safety in the District and pursue creating a safe environment in both perception and reality;
- b. Attract more business and additional investment to the District, by building relationships with Individuals, Governmental Agencies, and other Organizations;
- c. Enhance the image of the District,
- d. Seek additional public and private funds to invest in the District,
- e. Improve infrastructure and amenities in the District, and
- f. Administer the District efficiently and effectively.



Greater Northside Management District Assessment

- \$0.10 for every \$100.00 valuation that the Board can raise to \$0.12, subject to caps.
 - * This was lowered in 2010.
 - * Remains the same!
- Statements are sent by Utility Tax Services, LLC.
- Based on the Harris County Appraisal District Rolls.
- Values based on current-year assessments.
- **THIS ASSESSMENT IS ONLY ON COMMERCIAL PROPERTY.**



Areas of Service Estimated Cost

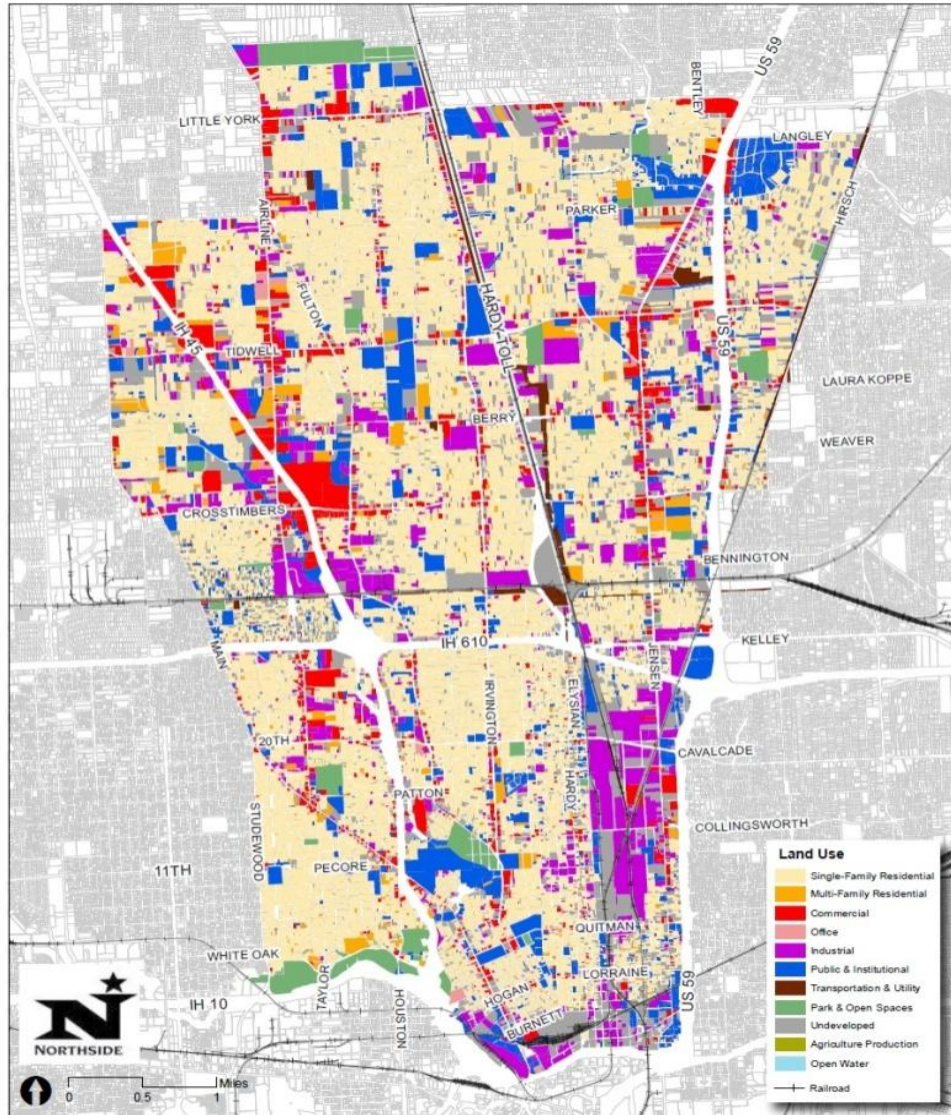
| Service | Annual Estimate | 10-year Total |
|--|--------------------|---------------------|
| Security & Public Safety | \$486,000 | \$4,860,000 |
| Visual & Area Image | \$352,000 | \$3,520,000 |
| Business and Workforce Development | \$70,000 | \$700,000 |
| Marketing & Enhancing the Perception of Area | \$110,000 | \$1,100,000 |
| Planning & Infrastructure | \$107,500 | \$1,075,000 |
| District Operations & Administration | \$433,300 | \$4,333,000 |
| ESTIMATED TOTAL | \$1,558,800 | \$15,588,000 |



Board of Directors

All Volunteers

- Chair - Jeanette Rash
- Vice Chair - Christian Barraza
- Secretary - Ed Reyes
- April Cohen
- Sandra Clark
- Joe Galindo
- Edwin Caviedes
- Mary Lawler
- Pastor David Smith
- Anas Muegez





Current District Programs



**Graffiti Abatement
Litter Abatement
Safety Patrol**





Graffiti Abatement Program Highlights



- Abated more than **25,372** sites of graffiti.
- Coordinated over **10** murals and **13** mini murals.
- Coordinated **3** sculptures.
- Created Artist Meet and Greet Gatherings – **2015**.
- Currently have **298** trees in the Right of Way – with Trees for Houston.
- Implemented an ongoing-and-effective litter abatement program in the Right of Way, including mowing, removal of debris, tire removal and more:
 - Over **932** tons (equivalent to over **1,864,542** pounds) of trash/debris collected.
 - Over **25,445** tires collected.
- District H Tire & Illegal Dumping Partnership with Council Member Karla Cisneros and Solid Waste. Since **July 2019**, GNMD has abated **2,900** tires and **360,000** lbs. of trash.

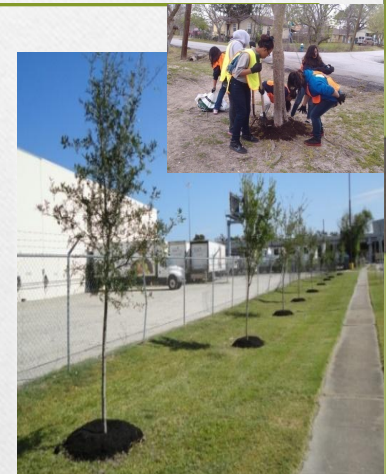


Graffiti Abatement Program

Highlights

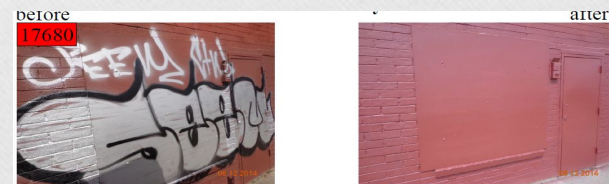
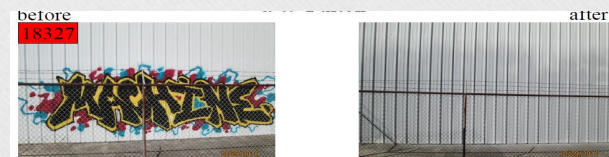
Greening up the District:

- We currently have **298** trees in the Right of Way (ROW).
 - Jensen, Cavalcade and I-69.
 - Jensen and Tidwell.
 - The intersection of Berry and Irvington.
 - Airline and 610 to I-45.
- Work completed by volunteers and ROW crew.
- Total project cost **\$63,070**.
 - Working with Trees for Houston, we were able to leverage **\$27,370**.
 - GNMD total cost = \$35,700.
- Recognized by Trees For Houston with the Arbor Award.



Graffiti Abatement Program

- Our graffiti crew abates any graffiti found on commercial property and the public Right of Way.
- Our graffiti crew color matches, power washes or uses chemicals to abate graffiti to restore surfaces to their original conditions to the best of their ability to beautify our community.





Graffiti Abatement Program Total 2006-2020 (YTD)

- Graffiti sites abated: 25,372
- Total hours: over 6,881
- Total cost 2006 – 2020: \$788,578
- Current cost per hour: \$85





Litter Abatement Program

Total 2008-2020 (YTD)

ROW Maintenance & Litter Abatement

- Covers **46+ miles**, including North Main, Airline, Trail and 610, Irvington, Jensen, Cavalcade, Tidwell, Crosstimbers, I-45 North (NB and SB.)
- **Trash abated (lbs.): 1,736,662**
- **Total tires abated: 25,328**
- **Total cost 2008-2020: \$2,486,485**





Litter Abatement Program Underpass Initiative

Since 2016, we have conducted over **75 case-by-case cleanups** along **21 freeway underpass locations**, including I-45, I-610, I-69 (number last updated 2/2020).





Litter Abatement Program Illegal Dumping and Tire Abatement Partnership with District H

- District H Tire & Illegal Dumping Partnership with Council Member Karla Cisneros and Solid Waste.
- **Since July 2019, GNMD has abated 2,900 tires and 360,000 lbs. of trash.**





Safety Patrol Program





Safety Patrol Program Highlights

- Our Patrol Officers made **290,204** business contacts and **1,953** arrests.
- Implemented a **Crime Prevention Program** to educate business owners and employees about safety and steps they can take to have a safer environment.
- Created **Public Safety Committee**.
- Implemented regular **Law Enforcement Meetings** to coordinate between the **10** different agencies that serve the Greater Northside.
- Implemented a **Proactive Patrol Hot Spot Initiative** to address targeted hot spot zones in **July 2019** that has led to **3,727** additional business checks and trespass warnings.



Safety Patrol Program Highlights

- From January 2016 to 2018, the **illegal dumping cameras** serviced **50+ commercial properties**.
 - Working with Avenue CDC, we were able to **leverage \$5,000**.
 - **Illegal Dumping Cases: 5 (Class C Misdemeanor)**
 - **Theft Case: 1**
 - **Trespassing VICE Cases: 4**
 - **Arson Case: 1 (Felony charge)**
- In December 2019, we began a **Pilot Camera Surveillance Program** with Zallidium Camera Systems:
 - **Deterred a wide range of crimes**. Live footage used by law enforcement to assist in cases that led to arrests.





Total 2007-2020 (YTD) Safety Patrol Program



Total 2007-2020 (YTD)

- **Business Contacts: 290,204**
- **Arrest: 1,953**
- **Total July 2019 – 2020 (YTD):**
- **Proactive Hotspot Initiative: 3,727**
(Combined Business Checks and Trespass Warnings)
- **Total Cost 2007 – 2020: \$4,480,000**
(includes Vehicle Rental, Coordinator Fees, Fuel & Officers Payroll)



Safety Patrol Program Hot Spot Initiative July 2019 - Year-End 2020

With increased revenue in 2019, we asked HPD Commanders:

- **How can we use these increased resources most efficiently and working together to have an impact?**

They stated:

- **Place extra officers in HOTSPOT areas.**

We added officers in areas experiencing increased activity.

- **THE RESULT:**

Proactive Hotspot Initiative with combined business checks, arrest and trespass warnings resulting in an additional 3,727 contacts by our Safety Patrol.



Safety Patrol Program Surveillance Camera Program

- **Pilot Camera:** Began December 2019
- **Second Camera:** Added in January 2020
- Cameras have been at **5 locations.**
- **Program Addresses:** Prostitution, car clubs, vagrants, homeless, drugs.
- **Year-to-Date Total Cost: \$22,500**





Safety Patrol Program Additional Programs

Important Numbers

All Calls Can Be Anonymous

**See Something
Say Something**

- **Law Enforcement Meeting – Began 2014.**
 - Meets monthly to receive reports from GNMD programs.
 - Includes officers from HPD (North, Northeast, Central), METRO, Constable Precincts (1, 6), UHD, HCC.
- **Public Safety Committee – Began 2016.**
 - Safety Talks and Ice Cream with an Officer.
- **Proactive Hot Spot Initiative: North Main, Airline.**
- **“See Something, Say Something” Campaign.**





Special Projects





Collaboration: Tree of Life & Esplanade Project

Artist: Rose Toro

Partners:

GO Neighborhoods, Avenue
CDC, Capital One, METRO

Partnering with area businesses to
improve the esplanades along major
commercial corridors.

Funds leveraged: **\$18,000**

GNMD contribution: **\$ 5,000**

Total Cost: **\$23,000**

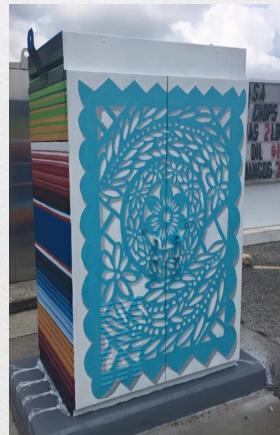




Greater Northside Mini Murals



Partners: UP Art Studio, Avenue CDC,
McDougald-Steele, Council Member Karla Cisneros





2315 N. Main Revitalization & Houston Avenue Improvements



Partners: Owner Fadi Albana, Open Architecture Houston, GNMD, Avenue CDC Facade Grant

Benefits: Assists with community revitalization, changes the perception of the area through art, and increases economic activity for the community, promotes transit-oriented development.

- **Project by:** Memorial Heights TIRZ 5
- **Maintenance partner:** GNMD





NORTHSIDE

Butterfly Pocket Park

Funded by: GNMD, Avenue CDC, Houston Arts Alliance, Wilderness Fund, River Oaks Association Grant and City of Houston Parks

Completed 2020: With six Mexican sycamore trees, multiple pollinators and plants

Award: Houston-Galveston Area Council Parks and Natural Areas Award in the On-the-Ground Project Under \$500k Category





B-Cycle Stations & Selfie Sculpture

- B-Cycle Station installed on Lyons in collaboration with Saint Arnold Brewing Company.
- B-Cycle Stations recently installed at Quitman/North Main.
- Future station to be installed at Hardy Yards in collaboration with Council Member Karla Cisneros.



- Collaboration with Fresh Art, local artists Nicola Parente and Tami Merrick, Precinct 2 Commissioner Adrian Garcia and BakerRipley.

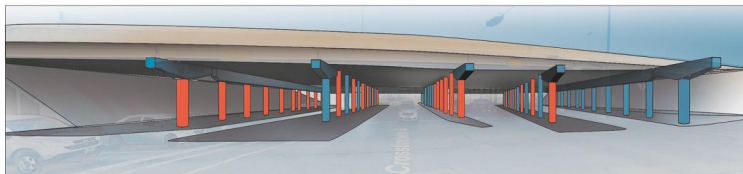




I-45 & Crosstimbers Underpass



Collaboration with UP Art Studio and APA to paint the columns at I-45 and Crosstimbers – A plan that comes from the H-GAC Independence Heights /Northline Livable Center Study.





Special Projects and Capital Improvements

- The District has invested or committed **\$527,613** in funding to leverage **\$7,063,533** in additional funding from federal, public, non-profit, private and other investment partners in the District.
- By 2022, multiple projects will be completed in the District worth **\$7,591,147** in value.



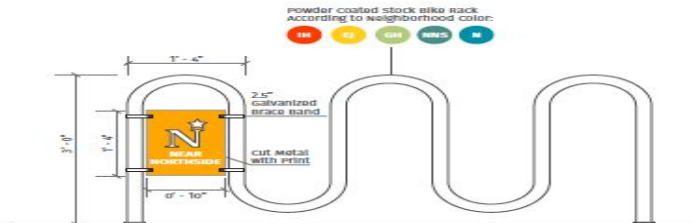
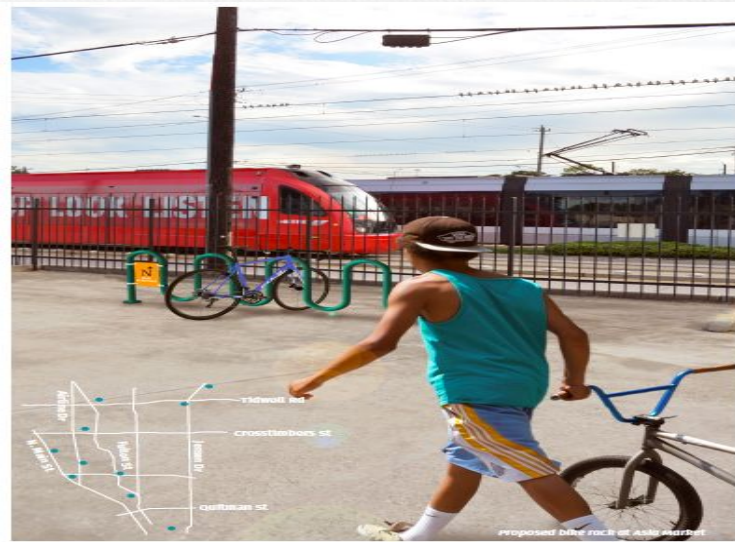
Future Improvements by Greater Northside Management District





Lyons Avenue Enhancement Project

Collaboration with Saint Arnold Brewing Company,
Open Architecture Houston and artist Mike Garman



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





Driving Jensen

Funded by LISC HOUSTON partners:

University of Houston CDRC, Houston Northeast CDC and GNMD

Lighting Paths

Design Team | Paris Dowd | Sam Farley | Chris Roberson

CONCEPT & DESIGN

Lighting Paths seek to illuminate and encourage pedestrians as they commute to and from work. Solar powered lamps would provide lighting along the underdeveloped sidewalk and serve as a barrier between the pedestrian and the road. Made out of styrene, the circular boxes would be die-cut in styles that are unified with the rest of the teams. Also die-cut, inspiring words in both English and Spanish would cast upon the ground when it is dark outside. It is our hope that through vibrant imagery and positive words that passerby would be personally touched and encouraged on their journey to and from their long work hours.

VISUAL LANGUAGE



DRIVING JENSEN

MATERIALS

Necessary materials include coroplast, cement, and solar powered lights with steel poles. The lights would likely have to be installed at least halfway up the length of the lantern in order to ensure sufficient power from the sun and cast an appropriate angle of the shadow. The lanterns would be installed with cement bases to ensure their structural capacity.





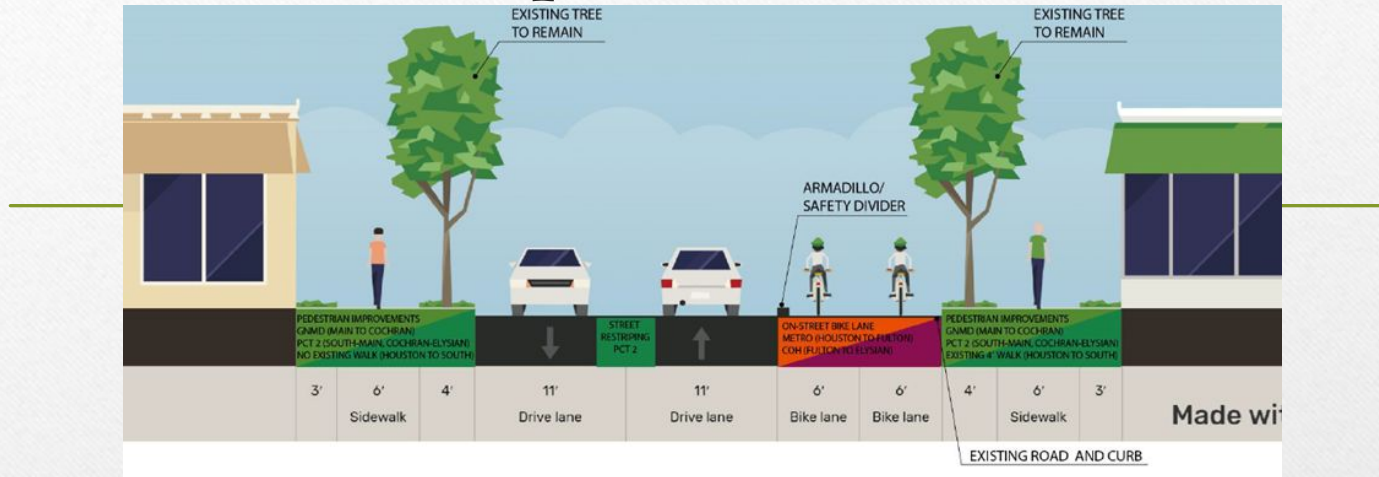
Improvements: Judge Alfred J. Hernandez Tunnel

- **Visioning Workshop Partners 2015-2016:** COH Housing and Community Development; Houston Arts Alliance; Judge Hernandez Family; Northside stakeholders, including artists, Go Culture and Super Neighborhood 51.
- **Mural Theme:** Honors the history of Judge Hernandez and utilizes symbolic symbols of the Northside.
- **Artist:** Gelson Lemus (w3r3on3) curated by UP Art Studio
- **Total Cost:** \$30,000
- **Leveraged:** \$15,000 match from Hardy Yards TIRZ and GNMD





Quitman Pedestrian-Transit Improvements

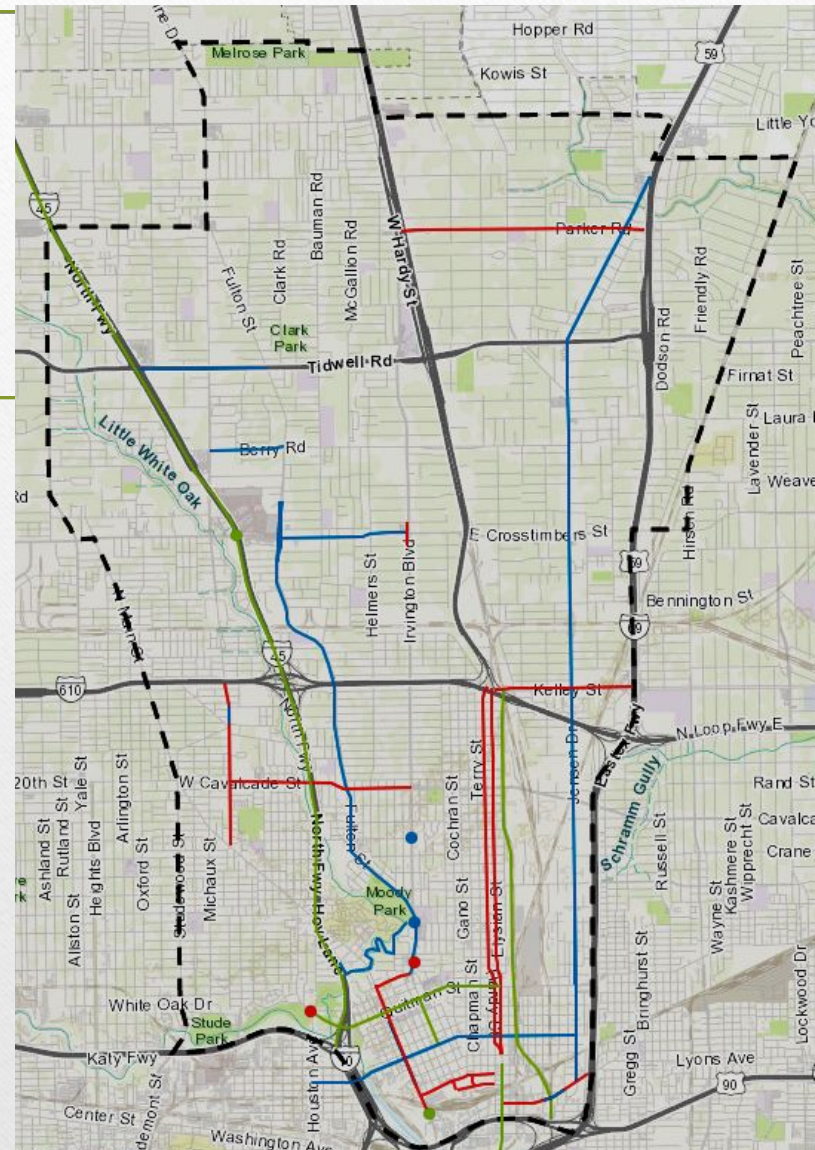


- Pedestrian Improvements Project from South St. to Gano St. (0.8 miles).
- In 2015, GNMD received a Federal grant from Houston Galveston Area Council (H-GAC).
 - Funds leveraged (H-GAC): **\$1,591,001** + GNMD match: **\$397,800**
Total Funds: **\$1,988,801**
- Intergovernmental Partnerships with METRO, the City of Houston and Harris County Precinct 2 has increased project funding to **\$6,712,762**.
- In progress to be completed by 2022.



Possible Future CIP Projects

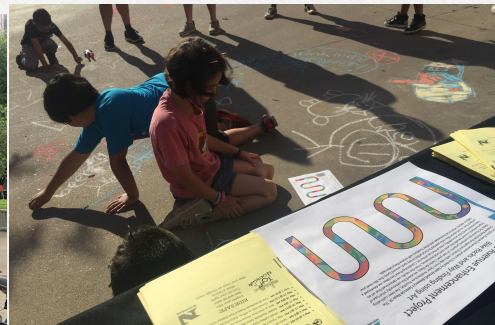
- **GNMD Area Projects**
 - Active
 - Completed
 - Planning
- **COH Bicycle Plan**
- **H-GAC Sidewalk Inventory**
- **Crashes:** All, bicycle and pedestrian
- **GNMD Project Map**





Greater Northside Events

Promoting OUR Northside





Jensen Jubilee Parade and Fall Festival 2014-2019

The Jensen Jubilee grew out of community efforts to promote sustainable revitalization through residential, commercial and economic development; historic preservation; and neighborhood empowerment.

- **200+ attendees.**
- **First festival - 2014.**
- **First parade - 2016.**





Saint Arnold Brewing Company

Santo de Mayo 5K

Lyons Enhancement Fund

Santo de Mayo 5K

- Saint Arnold hosted their first 5K with 1,900 attendees. For its 5th year, they capped the event at **4,000 attendees**.
- We were benefactors for the Lyons Enhancement Fund and **leveraged over \$40,000**:
 - Funded new B-Cycle Station at Saint Arnold.
 - Designed new Way Finders and bike racks with art to enhance connectivity with Open Architecture Houston and Rice University - Design for America.





Tour de Northside & Mercado de Northside

- Tour De Northside Bike Ride – Began 2013.
- Mercado de Northside - Began 2014.
 - Approximately 120 participants per year and over 40 partners and sponsors.
 - Promotes Northside businesses, connectivity, infrastructure, area image and safety.

6TH ANNUAL
**TOUR DE NORTHSIDE
BIKE RIDE**

SATURDAY • NOVEMBER 3, 2018

SIDEOUT VOLLEY BAR
2623 KEENE STREET, HOUSTON, TX 77009
REGISTRATION - 9 AM
6 - 13 MILE BIKE RIDE BEGINS - 10 AM



For Information Contact
Greater Northside Management District
info@greaternorthsidedistrict.org
713-229-6900





Greater Northside Events and Project Partnerships

- Monster Mash
- Northside Back to School Health and Resource Fair
- Sabor de Northside
- National Night Out
- UP Art Studio Mini Mural Tours
- AARP Shredding Event
- H-GAC Trash Bash
- Art on the Avenue
- HPD Northeast Bike Ride
- Lindale Park 4th of July Parade
- Cigna Sunday Streets HTX
- Kaboom Grant with OAH





COVID-19

- Increased the District's social media presence.
- In the first weeks, created a restaurant list for the District with addresses, phone numbers, days and hours of operation, and if delivery and take-out were available. This was shared widely.
- Sent out newsletters several times a month with resources for small businesses and individuals.
- Collaborated with Avenue CDC to provide new grant opportunity for small businesses for 2021.
- Day-to-day operations continued!

Studies



North Main Street and Hogan Street early 1900's - looking north. Buildings are oriented to the sidewalk and streetcar runs in center of street. (photo courtesy of Metropolitan Research Center, Houston Public Library)



N. Main Street and Hogan Street today - looking north. Several historic structures remain on west side of street. MetroRail will run in center of street.

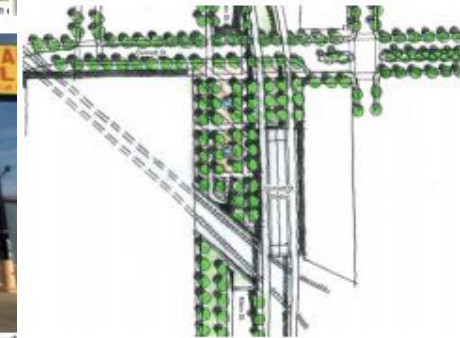


Figure 48 A transit plaza is recommended on top at the North Main Street tunnel.



H-GAC Livable Center Studies

Near Northside & Independence Heights/Northline

- Create quality, walkable, mixed-use places.
- Create multi-modal travel choices.
- Improve environmental quality.
- Promote economic development.
- Address historic and cultural preservation.
- Estimate potential for private investment to be leveraged from public improvements.
- Plan and design street, sidewalk, signage and lighting improvements, including developing cost estimates.

GNMD Studies

- **ULI - TECHNICAL ASSISTANCE PANEL (TAP) 2011**
 - Partnered with METRO; University of Houston-Downtown; Central Houston, Inc.
- **Airline Corridor Community Design Resource Center 2011**
 - University of Houston.
 - **VISION:** Redesign Airline to enhance the public realm.
 - **PEDESTRIAN THREADS:** Create a safe, comfortable pedestrian zone.





Pedestrian/Transit Access Master Transportation Plan

Completed in 2013:

- Allowed us to apply for Federal Grants for transportation improvements.
- Documented pedestrian and transit infrastructure along 11 corridors throughout GNMD.
- First grant awarded in October 2015 for Quitman Pedestrian-Transit Improvements.

Greater Northside Management District
Pedestrian/Transit Access Master Plan

Cavalcade Street – Airline Drive to Irvington Boulevard (1.26 miles) 37 block faces



Cavalcade is an east-west, two-way arterial that runs throughout the district. There is a similar mix of commercial and residential land uses as on Crosstimbers. Sidewalks and driveways are in Good or Fair condition with better conditions near IH 45 and Fulton Street. A few block faces will need minimal improvements, while other, especially near Airline Drive, will need more extensive improvements. Curbs are generally in Good condition. Planting strips are in Fair condition. Several drainage and overgrowth issues occur along the corridor. Corridor lacks pedestrian-oriented lighting.

Recommendations: Improve pedestrian infrastructure on corridors that have failing infrastructure. Install pedestrian-oriented lighting, ADA ramps and crosswalks, where needed.

| Cavalcade Street Improvements | | |
|-------------------------------|-----------|----------|
| Improvement Type | Unit Type | Quantity |
| | LF | 10,265 |
| | LF | 6,871 |
| Lighting | EA | 152 |
| Planting and Irrigation | LF | 11,579 |
| Other | EA | 2 |

Jefferson Davis Highway to Hardy Street (0.78 miles) 22 block faces



Jefferson Davis Highway is a two-way street that operates along Jefferson Davis High School. Land use is more commercial, while land use near Hardy Street is more residential. Land use pattern varies block face to block face, but it generally is in better condition near Hardy. Curbs are in Fair condition for most of the corridor. Sidewalks are in Good to Excellent condition. There is a segment of the corridor where the sidewalk abuts the street. Several utility poles impede the corridor and lack pedestrian-oriented lighting.



Greater Northside Urban Design Toolkit

- University of Houston CDRC - 2018.
- Developed design standards and economic development tools:
 - Hosted multiple community meetings with business owners and partners in the Jensen Eastex, Greater Heights, Independence Heights, Northline and Near Northside.



NEIGHBORHOOD SIGNS

Neighborhood signs are developed and located in each of the five neighborhood. The signs are uniform with certain design standards to enhance and show neighborhood identity and branding. Signs are placed at major intersections and along major thoroughfares. Signs are placed at major intersections and along major thoroughfares. Signs are placed at major intersections and along major thoroughfares.

NEIGHBORHOOD 11.5' HIGH

DISTRICT SIGNS

District signs are developed for five neighborhoods in each of the five neighborhoods: Northline and Crossroads to north of Independence Heights, Northline and East Crossroads to south of Independence Heights, Northline and East Crossroads to south of Independence Heights, Northline and East Crossroads to south of Independence Heights, Northline and East Crossroads to south of Independence Heights.

DISTRICT SIGNS 11.5' HIGH

DESIGN PROCESS

The Greater Northside Urban Design Toolkit was developed through a series of community meetings, including a visioning meeting in each of the five Greater Northside Management District neighborhoods. The meetings focused on identifying concepts and strategies to promote the identity of each neighborhood, along with defining key locations for investment. In total, 55 neighborhood leaders, stakeholders and business owners attended the meetings.

Specifically, in each neighborhood a mapping and brainstorming exercise was carried out to inform the design opportunities and locations included in this toolkit. Working with stakeholders a color was identified for each neighborhood, the color is used consistently to reinforce the character of each community.

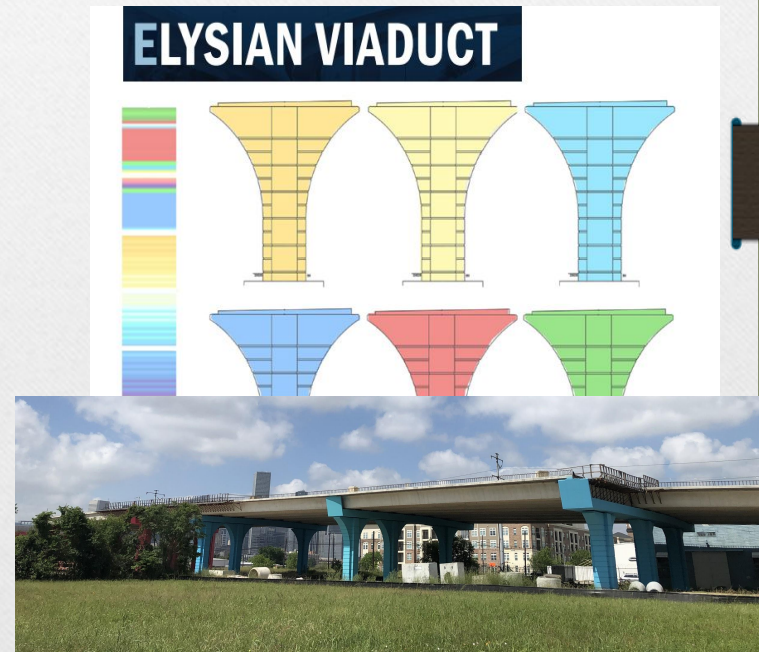
- CLARK INTERSECTION
- ART
- RECREATION
- FOOD & BEVERAGE
- LODGING
- OFFICE
- RETAIL
- RECREATION
- TRAVEL
- TRAVEL
- TRAVEL
- TRAVEL
- TRAVEL
- TRAVEL

Independence Heights Greater Heights Northline



Transportation and Infrastructure Projects

- Elysian Viaduct
- I-45 Expansion
- Halls Bayou
- High Speed Rail
- White Oak Bayou
- Hardy Toll Road Extension
- Complete Communities
- Walkable Communities
- Houston Bike Plan
- Heights Northside Mobility
- Houston General Plan
- Little White Oak Hike and Bike Trail





North Houston Highway Improvement Project (NHHIP): I-45 Expansion

- Held stakeholder meetings with Texas Department of Transportation and advocacy groups.
- Participated in the City of Houston Facilitation Meetings and Stakeholder Groups.





OUR FUTURE

- **How you can participate:**
 - Join our Capital Improvement Project Committee.
 - Join our Safety Patrol Committee.
 - Join us at monthly Board Meetings.
 - Sign up for our Newsletter.
 - Join us at bimonthly roundtables via Zoom that will begin in February 2021.



2020-2030 Service Plan

- Grow a Proactive Preventive Safety Program.
- Establish a District Law Enforcement Coordination Team to develop projects and programs that further the public safety of the District.
- Create a Public Relations Campaign for businesses.
- Collaborate to create a nonprofit that will support public art programs and improve the quality of life in the District.
- Create media and promotional materials.
- Create a broad-based Economic Development Strategy with emphasis on bringing in new opportunities.



2020-2030 Service Plan

- Develop promotional materials and increase outreach.
- Develop more placemaking and branding opportunities.
- Increase outreach to media to promote the area.
- Continue to develop a comprehensive Capital Improvement Plan.
- Work closely with all governmental agencies to maximize improvements and amenities, especially in the NHIP.
- Continue to monitor and evaluate program budgets for cost efficiencies.
- Add an Economic Development Plan & professional to team.

Contact Us

713-229-0900

info@greaternorthsidedistrict.org

www.greaternorthsidedistrict.org





Greater Northside Management District.

A Place for Tradition and Growth.