

**VISION PLAN FOR THE EVANS & ROSEDALE
BUSINESS AND CULTURAL DISTRICT**

**Prepared for the
Evans & Rosedale Advisory Committee**

**By the
City of Fort Worth
Planning Department**

**Endorsed by the
Evans & Rosedale Advisory Committee
On October 16, 2000**

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INTRODUCTION

The Evans & Rosedale Business and Cultural District – bounded by Leuda Street on the north, Kentucky Avenue and Evans Avenue to the east, East Rosedale to the south, and I-35W to the west – links Southeast Fort Worth to the southern edge of Downtown and the eastern edge of the Medical District. This strategically located commercial district once served as the Fort Worth seat of African-American culture and a vibrant center of entertainment, office, retail, and other commercial services, not only for residential districts of Southeast Fort Worth but also for the city in general.

Over the last several years, a broad spectrum of community stakeholders have marshaled community input, financial, and other resources to bring back this district as a showcase of Fort Worth's rich African-American cultural heritage and a center of commerce. The Vision Plan for Evans & Rosedale outlines general strategies, redevelopment principals, and next steps to be taken in order to develop Evans & Rosedale.

A community planning process spearheaded by the Evans & Rosedale Advisory Committee, in partnership with the City of Fort Worth, helped generate redevelopment strate-



The July 2000 workshop, hosted by the Heritage Center Advisory Committee, provided the basis for the Vision Plan.

gies to rebuild Evans & Rosedale as a key commercial center and focal point of African-American culture. In July 2000, three nationally renowned consultants shared their expertise in the revitalization of urban commercial districts with resident, business, and other key stakeholders in an all-day workshop. This interactive workshop integrated the best thinking of the attendees to formulate a redevelopment strategy for Evans & Rosedale. The Vision Plan for Evans & Rosedale synthesizes community and expert input to direct future revitalization efforts of this historic



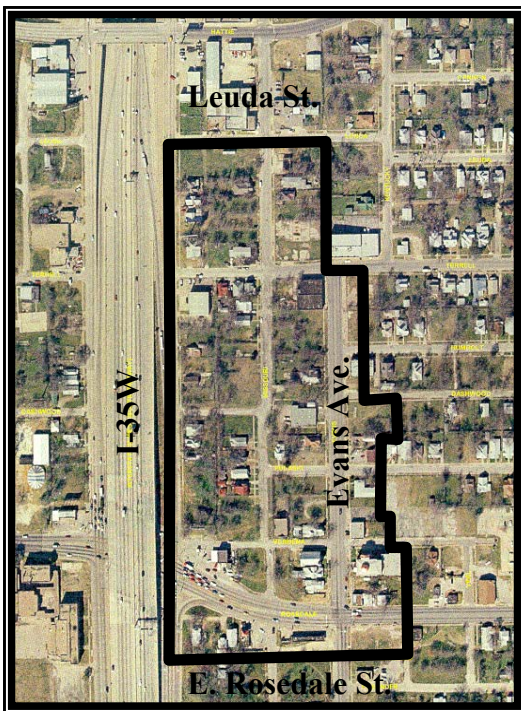
National revitalization experts, the City and Near Southeast community leaders toured the Heritage Center area as part of the redevelopment planning process.

commercial district.

The Vision Plan recommends strategies and implementation steps according to three key elements: economic development, historic and cultural preservation, and urban design. These elements provide guidance as to the desired development projects and land uses, design and function of the built environment, strategies to encourage the desired types of development, and recommended next steps. The successful completion of the District project hinges upon leveraging private sector investment by focusing on opportunities and assets unique to each element.

BACKGROUND

Evans & Rosedale has historically functioned as a commercial and social center for the African-American community, dating back to the 1930s and '40s. The Near Southeast neighborhood is one of the few original African-American communities remaining in Fort Worth. This area has supported many of Fort Worth's African-American entrepreneurs, social activists, and artists. Historians interested in the accomplishments of Fort Worth's African-American residents have studied Evans Avenue and the adjacent Near Southeast neighborhoods. Local architectural landmarks are symbolic reminders of the prosperous period before disinvestment transformed the Near Southeast and other central city neighborhoods. The revitalization of this African-American cultural center anchors the future economic prosperity of the Near



This aerial photo of the District study area reveals many vacant lots, which resulted from disinvestment but create opportunities for redevelopment.

Southeast with its rich cultural roots.

Because of this district's importance to the overall economic health of the Near Southeast, the Medical District, and Downtown, much public and private sector effort has gone into creating an overall redevelopment vision for Evans & Rosedale. The vision calls for the District to serve as a "gateway" linking the Medical District on the west and the Downtown to the northwest to the historic neighborhoods to the east. East Rosedale becomes a beautiful landscaped boulevard leading east to Texas Wesleyan University and west to the Medical District. A mix of uses, such as retail, professional office, medical, community retail, restaurants, jazz and blues music venues, and residential not only serve the surrounding historic community but also serve as destination locations for the region.

Evans Avenue becomes a marketplace of shops, community services and institutions that celebrate the rich African-American heritage of Fort Worth. The buildings, streetscape, public plazas, and other amenities have a consistent urban design relating to The District's historic ties and encourage pedestrian use of the district during the day and night. Evans & Rosedale will serve as an important center for jobs and services as well as a destination for Tarrant County residents and tourists desiring to experience authentic food, art, goods, and music from the African-American culture.

The foundation of this vision rests upon the physical, geographic, community, and financial resources tailored to attract private sector partners that will help make this vision a built reality. Below highlights some of the more salient resources.

- ***Vacant and underutilized land*** available throughout the district create excellent opportunities for land assem-

bly and innovative approaches to showcase the unique urban design, historical, and cultural features of the District.

- ❑ The adaptive reuse of the existing **architecturally and historically significant building stock** can integrate the overall District development concept.
- ❑ **An array of financial incentives** can be creatively packaged to appropriately phase-in infrastructure and site improvements, new construction, and renovation of Evans & Rosedale commercial and residential development, as well as attract the appropriate tenant mix.
- ❑ The City of Fort Worth and Texas Department of Transportation have identified as a priority **the future widening of East Rosedale** from I-35W to US 287.
- ❑ A pending EDA grant for \$1.5 million would fund **streetscape enhancements along Evans Avenue**.
- ❑ Evans & Rosedale greatly benefits from its **strategic location** just off the East Rosedale/I-35W exit, adjacent to the Medical District to the west and Near Southeast residential and commercial districts to the east, and close proximity to Downtown.
- ❑ **A strong alliance of public and private sector partners** have pledged their time, expertise, and other resources to assist interested private sector partners in achieving the future that is envisioned for the District.

Collaborative efforts between the community and development partners can best apply these resources to make Evans & Rosedale an urban district of quality jobs and community services.

The planning process conducted in July 2000 is an important example of the civic efforts to

revitalize Evans & Rosedale. The recommendations that follow incorporate and reinforce prior and ongoing revitalization efforts concerning the development of the District. One current revitalization project is the renovation of James E. Guinn School, scheduled for completion in the Fall of 2000. Located on southwest corner of I-35W and Rosedale, adjacent to the District, the renovated Guinn School will house the Business Assistance Center (BAC) campus. It will provide resources to entrepreneurs and individuals interested in business ventures that will contribute to the future growth and development of the Near Southeast.



Located on southwest corner of I-35W and Rosedale, adjacent to the District, the renovated Guinn School will house the Business Assistance Center (BAC) campus. This rendering depicts how the site could look after renovation is completed.

The Vision Plan also builds upon past studies. Over the last decade, the Near Southeast and The District area have been the subject of a number of reports and streetscape designs. Other documents, such as federal grant applications, have included the Near Southeast area as part of studies focusing on redevelopment issues of broader geographic areas, such as neighborhoods and growth centers within Loop 820. Many of these past studies identify the needs and assets of the Near Southeast community and recommend action steps to meet those needs. More recent studies have begun to develop the general framework for the Evans & Rosedale District concept as part of larger revitalization strategies. *Appendix*

A: Overview of Past Studies Relating to the Near Southeast: 1990-2000 generally describes the purpose and content of those studies.

This Vision Plan specifically defines the community's revitalization vision for Evans & Rosedale and outlines how strategic partnerships can achieve the vision. The study gives guidance on establishing the District by analyzing three main components of the redevelopment concept: economic development, historic and cultural preservation, and urban design. Each element lays out redevelopment strategies and implementation steps that, if done in concert with other elements, rebuild the Evans & Rosedale Business and Cultural District in accordance with community aspirations.

EXECUTIVE SUMMARY

The Evans & Rosedale Business and Cultural District is envisioned to serve as a vital cultural center of commerce, employment, entertainment, and African American history. Significant anchor tenants as well as a mix of office, residential, medical, service, entertainment, and institutions make Evans & Rosedale a vibrant regional and local attraction. Evans Avenue would become a marketplace of shops, community services, and institutions that celebrate the rich African-American heritage of Fort Worth. The buildings, streetscape, public plazas, and other amenities have a consistent urban design relating to the District's historic ties and encourage pedestrian use of the district during the day and night. This hub of commerce and culture links the Medical District on the west and the Downtown to the northwest to the historic neighborhoods to the east.

Pursuing economic development, historic preservation, and urban design strategies can help make this vision a reality.

Economic Development

The right mix of land uses and the financial and non-financial resources to encourage their development will enable this district to regain its prominence as a center of culture, commerce, and employment for the Near Southeast.

Anchors and a mix of supporting uses should reinforce the historic and cultural importance of the district and capitalize on the District's strategic location, unmet market demand for retail and other amenities, and nearby workforce. Viable anchor tenants should attract visitors from the entire Fort Worth region as well as from out of town. These anchor tenants should complement other uses located in Evans & Rosedale as well as the cultural and

historic themes that give Evans & Rosedale its unique sense of place.

Supporting uses would give the District its historic grounding as well as cater to the local market needs of the Near Southeast. Heritage tourism uses, such as music venues and specialty/ethnic restaurants, would draw upon the visitors brought to the district by the anchor tenants. Residential units and neighborhood serving commercial and retail should cater to the needs of Near Southeast residents as well as add to the district's ability to sustain a vibrant near-Downtown community seven days a week.

A number of financial and non-financial incentives are available to attract the necessary mix of land uses and develop the urban design features which knit these uses with Evans & Rosedale's historic and cultural significance. The successful development of Evans & Rosedale hinges, in part, on successful partnerships between the City and private sector to best utilize all incentives available for development and marketing Evans & Rosedale as a cultural and entertainment destination. Creative public-private partnerships will ensure that all aspects of redeveloping the District are accomplished in such a way that provides the best economic benefit to the Near Southeast community.

Historic and Cultural Preservation

Some of the District's remaining structures reveal this district's once vibrant role as a place where Near Southeast residents lived, worked, learned, and worshiped. Priority attention should be given to preserving and incorporating structures that have strong ties with Near Southeast history based on their architectural significance and restoration feasibility. A complete inventory of architecturally and historically significant structures should be completed.

Listing the most significant buildings as part of the proposed National Historic District would encourage current and future owners to reinvest in the area's historic building stock and inform the public of the District's historic significance. Renovated historic buildings attract future tenants and strengthen the district's historic ties by mirroring once popular business attractions.

In addition to preserving key historic or architecturally significant structures, signage and monuments can help retell this proud district's past as well as guide visitors to its main attractions. A system of way-finder signs, plaques on historic structures, and monuments are elements that can attract patrons to cultural and historic sites unique to Evans & Rosedale. Signage, urban design, and the preservation of historic structures should be done with attention to creating a unique identity for Evans & Rosedale appropriate for its prominent role in Fort Worth African-American history.

Urban Design

Establishing urban design guidelines can facilitate the development of a mixed-use, pedestrian environment that is envisioned for the District. The guidelines will address urban design elements, building configuration and design, and public spaces.

A new streetscape should be designed for Evans Avenue to accommodate pedestrian, bicycle, vehicular traffic, and public transit. It will include urban design elements such as street trees, benches, and lamps. Defined points of entry become gateways to the District and direct visitors to the main attractions. Architectural features on buildings, monuments, public art, signage, paving patterns, and landscaping help define the edges of the district and create visual interest. The construction of new buildings should fol-

low development guidelines that include appropriate density, spacing, setbacks, orientation, and height of buildings. This will emphasize street edges and encourage street activity. Selecting a consistent architectural and period style unique to Evans & Rosedale for building facades and entries creates an attractive walking environment. Special attention should be given to configure parking areas that will not detract from the pedestrian-friendly nature of the district. Parking options include surface lots behind or beside buildings, on-street parking, and future structured parking.

Appealing public spaces should be included in the Evans & Rosedale redevelopment plan. Locating a central plaza along Evans Avenue would create a significant civic component, adding identity and focus to the neighborhood. It would serve as a gathering place for the surrounding community and provide a venue for special events, such as performances, displays or exhibits that emphasize the rich heritage of the area.

Next Steps

The Evans & Rosedale Business and Cultural District provides guidance to the City of Fort Worth and the Evans & Rosedale Advisory Committee in taking the next critical steps in implementing the details behind the general recommendations of the plan. Although building upon past Near Southeast redevelopment efforts, the Plan outlines the desired outcome expressed by the community. Future success requires the formation of the public-private partnerships necessary to bring the vision to fruition.

ECONOMIC DEVELOPMENT

Overview

Evans & Rosedale will regain its prominence as a center of culture, commerce, and employment for the Near Southeast through the attraction of prominent commercial anchors, small businesses catering the needs of the Near Southeast, and heritage tourism.

The District is envisioned to offer a combination of professional office, community retail, medical, and service uses to serve as a hub of commerce. These commercial anchors, located primarily on the western part of the District, will draw patrons from the region and thereby help economically sustain the Evans Avenue marketplace of small businesses, restaurants, cultural, and educational centers, music venues, and arts and crafts shops. Commercial anchors and the heritage tourism and small business supporting uses would collectively form a district united through urban design and a unique sense of place which celebrates the rich African-American culture and heritage in Fort Worth.

An array of financial and non-financial incentives are available to attract this mix of uses and create an urban environment that fits the historic character of the area. Through prudent use of public sector financial incentives, well-executed marketing strategies and strong collaboration among a host of public and private sector organizations, Evans & Rosedale will draw patrons not only from the surrounding neighborhoods but also from the region.

Existing Conditions

Attracting an appropriate mix of uses that fit the character and unique niche of Evans & Rosedale is facilitated by the district's advantageous location. Commercial uses locating within the district will benefit from its central proximity to several dominant and growing commercial hubs and adjacency to stable

residential neighborhoods (please refer to the *Surrounding Redevelopment Districts and Projects* map on page 16). Evans & Rosedale anchors the eastern border of the Medical District, immediately east of I-35W. The Downtown Central Business District (CBD) lies less than 1.2 miles to the northeast of The District. In 1998, the Downtown CBD and Medical District employed more than 70,000 persons and employment in these districts is forecasted to grow. In the near future, a full diamond interchange at East Rosedale and I-35W will grant easy access to the District just south of the new I-35W/I-30 interchange. Improved access will help East Rosedale better function as a gateway linking the Medical District to the west to the historic neighborhoods and Polytechnic High School/Texas Wesleyan University growth center to the east.

Over the past several decades, the Evans & Rosedale District and Near Southeast Fort Worth have not experienced much private investment compared to other sectors of Fort Worth. Substantial vacant land, high commercial vacancy, decreases in assessed value, and building activity throughout Near Southeast Fort Worth give evidence of this capital flight.



New business investment is occurring in Southeast Fort Worth. Omni America converted an old drive-in restaurant into a federal credit union at this East Rosedale site within one-half mile of Heritage Center.



Through federal low interest loans, the City of Fort Worth encouraged Minyard Food Stores to invest over \$11 million in Southeast Fort Worth. The new grocery store at the corner of Miller Drive and East Berry Street provide a much needed service to the surrounding community.

Conversely, and more importantly, these indicators also reveal that the Near Southeast community is underserved in terms of services, retail, and other amenities. According to a market study sponsored by the Fort Worth Metropolitan Black Chamber of Commerce, the Southeast area is at least 30 percent underserved in terms of meeting normal weekly retail demand within acceptable market drive times. Near Southeast residents have disposable income and there is a demand for a wide range of quality goods and services. The relatively new franchises of Minyard, Walgreens, Omni American, and Bank One have experienced good sales performance and very loyal local customers.

Desired Land Uses

Meeting the needs of this underserved market offers a strategic opportunity for business and residential development that creates the urban environment to celebrate the culture and history of Fort Worth’s African American community. The types of businesses and residential opportunities within the district as well as transportation links to the district are two such means to attract people to the Evans & Rosedale District.

As stated earlier, the District is connected to other major commercial and residential districts throughout Fort Worth by interstate and major thoroughfare connections. Additionally, the City of Fort Worth and the Fort Worth Transportation Authority are exploring ways to expand public transportation choices, including light rail, along East Rosedale as part of a study that should be completed by the end of 2001. Facilitating convenient access to The District would have a substantial positive economic impact for uses located within the district.

Having uses that attract visitors and residents to the district will ultimately determine the long term viability of Evans & Rosedale. The District would offer a mix of uses: residential opportunities, commercial retail or office anchors, and heritage tourism attractions. In this way, Evans & Rosedale would emulate the union of business mix, urban design, and district identity as seen in other districts throughout the United States, such as the 18th & Vine Historic District in Kansas City, Missouri, and the Sweet Auburn neighborhood district in Atlanta, Georgia. Sundance Square in Fort Worth’s downtown is also a commercial district that thrives on a collective identity of complementary uses.



At the July 2000 workshop, the economic development focus group identified types of businesses, heritage tourism attractions, residential and other uses that might be appropriate for the District.

The Evans & Rosedale Advisory Committee and community leadership have translated this vision for the District's revitalization through the economic development strategies outlined below.



The vision for the District includes heritage tourism uses, such as the Blue Room jazz club at 18th & Vine in Kansas City, Missouri.

Anchors. Commercial anchors are characterized as having a strong drawing power of patrons from a local and regional market. Usually a commercial or retail use, they serve as an economic engine that spurs the development of other businesses in the immediate area. In this way, they support the creation of other uses that benefit from the drawing power of the anchor uses. Different types of anchor uses could serve functions, such as:

- ❑ attracting visitors and customers from greater Fort Worth and the region;
- ❑ offering much needed services for a regional market and/or the surrounding community; and,
- ❑ providing livable wage jobs to Near Southeast residents.

Viable anchor tenants should also add to the character and quality of the district's other tenants. For example, one anchor might serve as an evening entertainment spot, attracting regional patrons, while another anchor would serve daytime patrons. Assembling the right types of anchor tenants is therefore important since they often precede economic and thematic success of the entire district.

The economic development focus group recommended the following to attract anchors that would best serve The District:

- ❑ As a primary focus, pursue anchor uses that would complement and support entertainment and heritage tourism.
- ❑ As a secondary focus, encourage development of a grocery store or shopping center, if the district can suitably accommodate its space and parking requirements. If not, the grocery store or shopping center should be developed near Evans & Rosedale, such as south of East Rosedale.
- ❑ Include Evans & Rosedale as a stop on any proposed light-rail trolley route. Bus service and other forms of public transportation should also be expanded to the district.

Supporting Uses. Other uses benefit from the drawing power of appropriate anchor enterprises. These supporting uses offer services that primarily cater to local need as well as cater to heritage tourism and uses identified with celebrating African-American culture. Supporting uses therefore strengthen the overall character and quality of the District.

Residential development can also be considered as a desirable supporting use if these units are located above retail or office space that is at the street level. People who live in mixed-use commercial development districts

bring disposable income to district businesses and a potential customer base for evening activities. However, the selection of nightlife tenants must be sensitive to the residential community either within or surrounding the District, avoiding any potential nuisance factors.

The following guidelines should apply to the development of supporting uses:

- ❑ Encourage the development of neighborhood-serving businesses: laundromat, child care, chain stores, eateries, movie theater, nail shop, beauty salon, a bank, and other community retail.
- ❑ As part of a larger development that supports an anchor tenant, encourage the development of uses, such as upscale jazz/blues music venues, specialty/ethnic restaurants, theaters, arts center, ethnic retail, and museums.
- ❑ Promote the location of a police substation in the District.
- ❑ Attract Tarrant County administrative services to locate in office space within or near Evans & Rosedale.
- ❑ Develop residential units, particularly lofts and town homes, that are affordable to a broad range of incomes, and are located above street-level commercial tenants. Prohibit the development of large multi-family complexes or single-family detached residential.
- ❑ Preserve the integrity and stability of adjacent residential neighborhoods by discouraging the encroachment of commercial uses. Sound development with attractive landscaping and good streetscape design should encourage nearby residents to patronize the Evans & Rosedale District.

Development and Financial Resources

Central city business or real estate development often entails substantial risk to private sector investors who seek a profitable rate of return on their investment. Since initial investments in these underserved areas have more potential risk than those made after market momentum has been established, the City of Fort Worth and other key economic development organizations have tailored financial and non-financial incentives to entice private sector investment in the implementation of the Vision Plan. These incentives come in three categories:

- ❑ Financial incentives from a redevelopment district or earmarked for The District;
- ❑ Generally available financial incentives; and
- ❑ Non-financial incentives.

A business or real estate venture can benefit from any combination of incentives from the different categories depending on the nature of the deal. This layering of incentives is a powerful tool to trigger Evans & Rosedale revitalization.

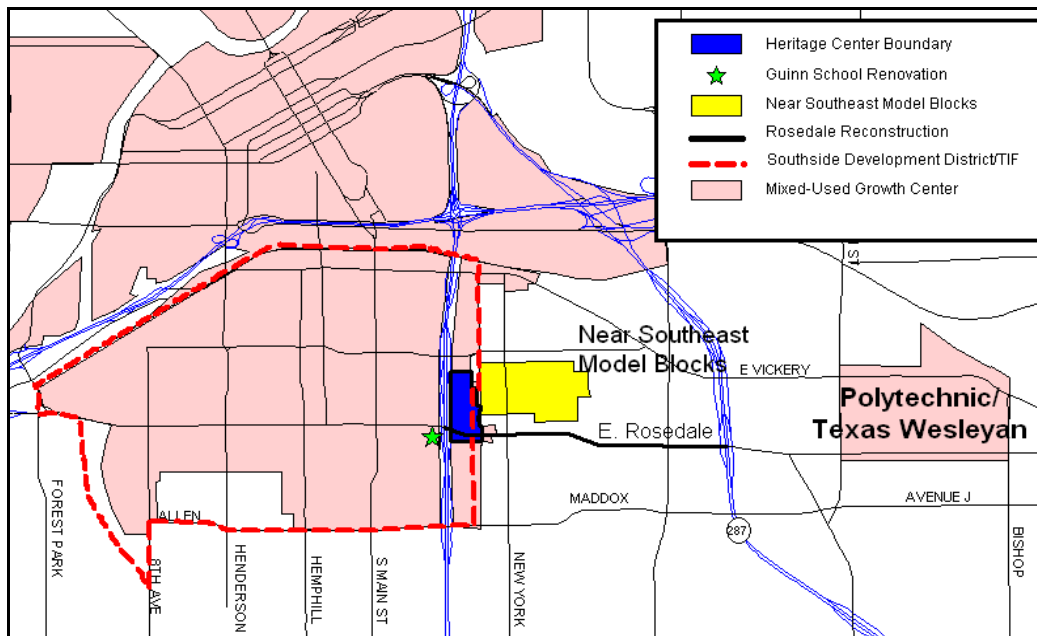
Financial Incentives. The Evans & Rosedale District is fortunate to be located within a number of federal, state, and local redevelopment districts that offer financial incentives to leverage investment in qualifying business and real estate ventures. Each designated redevelopment district offers a unique slate (or layer) of incentives particular to that district. *Table 1: Evans & Rosedale Financial Incentives* and *Appendix B: Selected Development Incentives for Evans & Rosedale* summarize these incentives currently applicable to the District. The *Surrounding Redevelopment Districts and Projects* map highlights the redevelopment districts and significant economic development projects impacting the District (page 16). In addition to State or City-designated rede-

Table 1: Evans & Rosedale Financial Resources

| Redevelopment District | Possible Advantages |
|---|---|
| State Enterprise Zone | Reduce local and State tax liability/fees; other incentives |
| Tax Increment Finance District #4 | Flexible infrastructure and development funds |
| Model Blocks – Near Southeast | Federally funded projects being implemented adjacent to Heritage Center. |
| CDBG-eligible census tracts | Federal funds for development projects |
| Economic Development Administration (EDA) target area | Renovation of James E. Guinn School as the new home of the Business Assistance Center |

| Earmarked Resources | Amount | Use of Resource |
|---|-------------------------|--|
| Economic Development Initiative (EDI) | \$1.5 million | Supports development, debt reserve, infrastructure |
| Section 108 loans | \$7.5 million | Development projects, loan pool |
| Community Development Block Grant (CDBG) | \$1.1 million | Acquisition and development projects |
| Economic Development Administration (EDA) | \$1.5 million (pending) | Streetscape, roadway and infrastructure improvements for Evans Avenue area |
| City “land bank” | No value determined | Rezoned, cleared and assembled land |

Surrounding Redevelopment Districts and Projects



A number of State and locally designated redevelopment districts can facilitate the revitalization of Evans & Rosedale. Also, the Business Assistance Center, whose tenants offer services that assist business development, will relocate adjacent to the District in the James E. Guinn School. (Source: Planning Department, 2000)



Shown as white parcels on the map, vacant land within the Evans & Rosedale district creates an excellent opportunity for land assembly, a canvas for innovative real estate development projects, urban design and creating a unique sense of place for the District. (Source: Planning Department, 2000)

development district incentives, the City of Fort Worth has leveraged substantial federal and local resources that will be earmarked for specific infrastructure, business, and real estate development projects. Federal and local capital improvement dollars can underwrite the costs of infrastructure and streetscape improvements as well as a desired real estate project, such as the development of a key anchor.

The City of Fort Worth has also undertaken the critical task of acquiring and assembling land west of Evans Avenue to facilitate a development deal. For the land in the District that the City has “banked,” the City will also

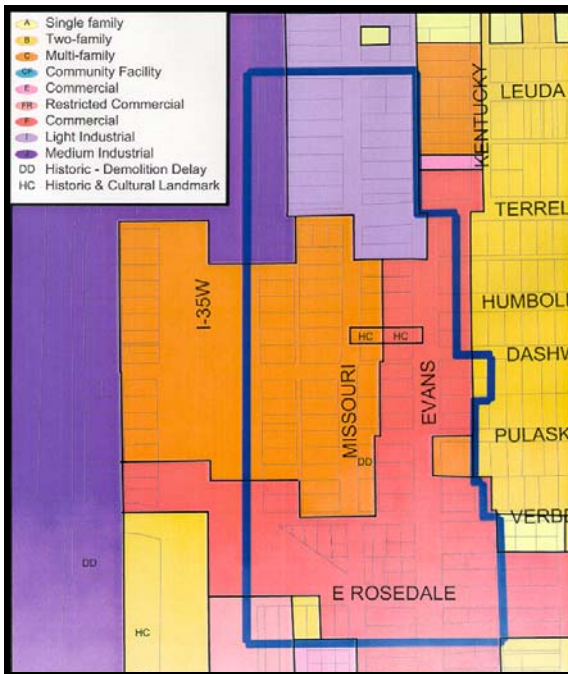
properly rezone and conduct a preliminary environmental assessment. Doing so will hopefully expedite the land conveyance, possibly at below market rate, to one or several private developers who are willing to undertake significant projects in accordance with the Vision Plan. The conveyance of properly zoned land underwrites the costs of implementing the community’s redevelopment vision for the District. *Table 1* gives a summary of these cash and near cash resources the City has marshaled. The federal funds listed should only be viewed as seed money that leverages substantial private sector investment.

Generally Available Financial Incentives.

A number of other financial incentives are available to Evans & Rosedale projects that are also available to qualifying projects outside of the district. Some of these incentives reduce state, federal, or local tax liabilities of qualifying businesses or development ventures. Other incentives come in the form of loans or tax-exempt bond financing that can reduce the cost of capital and/or serve as secondary financing or guarantees for conventional loans. Finally, private foundations can also be a source for nonprofits seeking grants to underwrite the costs of development for a specific socially beneficial project. *Appendix B* gives a brief overview of some of these mechanisms.

Non-financial Incentives. Although *Appendix: B* lists a number of non-financial incentives, two that are specific to the Evans & Rosedale District area will play a significant role in attracting development and ensuring this district’s future economic health: public-private partnerships and City-initiated rezoning.

Public-private partnerships: As seen in similar successful types of revitalization efforts



The current zoning of Heritage Center does not allow mixed-use commercial development as the community envisions. (Source: Planning Department, 2000).



City-initiated rezoning will facilitate private sector investment in the District. The City will create new zoning classifications to encourage mixed-use development which could be applied in Heritage Center. (Source: 2000 Comprehensive Plan)

throughout the United States, the ultimate success of attaining the future vision for Evans & Rosedale depends on creating strong alliances between the City, private investors, and community-based stakeholders who have a vested interest in seeing that vision come to fruition. The planning and advocacy for the future of Evans & Rosedale, the marshalling of public sector financing, and the active involvement of many private citizens, businesses and organizations give credence to the merits of private and public sector partnerships. This spirit of collaboration serves as the basis for the recommendations on utilizing development and financial incentives.

City-initiated rezoning: The City will initiate the rezoning of property within The District to best support the implementation of the Vision Plan. The zoning classification would support a mix of uses appropriate to the urban character of the district. Mixed-use development is not currently allowed by right in the Zoning Ordinance. However, the Fort Worth City Council has recently authorized City staff to prepare a zoning ordinance amendment that would create new zoning classifications that would allow mixed-use development by right. Having the City complete the rezoning process for the entire district early in the planning stages reduces the overall development costs for any particular project.

The economic development focus group presented the following implementation strategies to best finance District projects:

- Pursue grants and low interest loans from national private foundations, such as the Fannie Mae Foundation or Ford Foundation, to underwrite predevelopment costs for Evans & Rosedale projects. Such grants or loans could serve as a private foundation's equity or near equity contribution to a development project.

- ❑ Form partnerships with private developers or entrepreneurs to entice real estate or business development deals in Evans & Rosedale. City and non-profit organization participation in real estate syndicates or business ventures can present mutually beneficial financial advantages.
- ❑ For the reason above, enable one or several private sector economic development organizations to act as an entrepreneur to trigger the market. Entrepreneurial activities should include providing technical assistance to assist private businesses in taking advantage of tax incentives or loans. By packaging business expansion financing, development corporations promote the creation or expansion of new business, create job opportunities for Near Southeast residents, and spur capital investment.
- ❑ Pursue City-initiated land assembly and land conveyance to private sector developers. Doing so will facilitate development by reducing the perceived risk of the deal.
- ❑ Utilize revitalization district incentives, such as TIF bond proceeds and state enterprise zone incentives. All economic development incentives should be utilized to their fullest potential to trigger the market.
- ❑ If feasible or prudent, establish a public improvement district (PID) that can provide ongoing funds for services, improvements, and marketing, at the appropriate time.

Marketing Strategies

Enticing private investors to build, businesses to lease space, and patrons to frequent the shops and cultural offerings of the District all demand tailored marketing strategies and



Ample vacant land creates an excellent opportunity for land assembly, a canvas for innovative urban design and creating a unique sense of place for Heritage Center.

techniques. The City, the Evans & Rosedale Advisory Committee members, and other entities all play an ongoing role in promoting Evans & Rosedale as a district and the individual opportunities the district offers. For example, the Fort Worth Chamber of Commerce or private commercial real estate broker will often be the first place a business owner calls to find out what space is for sale or lease. The Convention and Visitors Bureau and major hotel concierges will often be the first point of contact for tourists to find out Fort Worth's entertainment and cultural offerings. The District business and tourist offerings must be known to these partner organizations through material and events that attractively and effectively promote its assets.

However, before any of this can occur, the broader community must come to associate Evans & Rosedale as a unique district with a sense of place rooted in African-American cultural history. The economic development focus group recognized that marketing efforts must first concentrate on establishing a positive frame of reference around the District's unique identity in the minds of not only Near Southeast residents, but also the Fort Worth community in general. All stakeholders – residents, business owners, elected officials, organizations, etc – shoulder some responsi-

bility in promoting the redevelopment vision for Evans & Rosedale.

The economic development focus group recommended some preliminary steps to begin promoting the concept of Evans & Rosedale:

- ❑ Enlist elected officials and the press in promoting the area.
- ❑ Develop media strategies to counter any perceived negative image of the area.
- ❑ Use special events to celebrate the cultural and historic themes of the District.
- ❑ Explore other public financing mechanisms, in order to fund costs associated with marketing the district.

Next Steps

The Evans & Rosedale District can regain its prominent role in Near Southeast commerce and African-American culture by creating strong partnerships to induce private investment in accordance with the Vision Plan. Financial incentive mechanisms and the collective and individual accomplishments of District advocates should be tailored to implement the redevelopment vision for Evans & Rosedale. Attracting the anchors, supporting uses, public services, and amenities consistent with the overall District concept brings back to the Near Southeast job opportunities, capital investment, commercial and retail choice, and to Fort Worth, a seat of African-American heritage.

Certain immediate actions should be undertaken to begin this long journey in attaining the economic development goals of this revitalization effort:

- ❑ Assist private sector investors in preparing a feasibility study of the proposed land uses, such as heritage tourism and retail, that is sensitive to both central city and regional markets.
- ❑ Ensure that public improvements are appropriately phased to the north and

south of the District.

- ❑ Market the District as a cultural and historic hot spot by coupling its historic significance along with other Fort Worth historic tourist destinations.
- ❑ Develop strategic alliances between organizations and individual private investors to accomplish the economic development goals of the Plan.
- ❑ Tailor marketing efforts to recruit businesses.
- ❑ Encourage those organizations or individuals responsible for recruiting businesses/anchors to attend the International Council of Shopping Centers (ICSC) annual convention in Las Vegas, Nevada.

HISTORIC AND CULTURAL PRESERVATION

Overview

During the past 50 years, the Evans & Rosedale District has suffered the loss of much of its historic fabric as residents moved away. However, the existing building stock of the Near Southeast neighborhood is currently being evaluated for historic district designation on the National Register of Historic Places. National Register listing would encourage current and potential owners to reinvest in the area's building stock and inform the public of the historic importance of the district. Additionally, the documentation of structures in the District will help in deciding which structures should receive the highest priority in being incorporated into future redevelopment efforts. Targeting the redevelopment of the more historically and architecturally significant buildings will preserve and enhance the district's significance in African-American history.

The community planning process spearheaded by the Evans & Rosedale Advisory Committee explored opportunities to preserve

the historic character of the area and showcase the district's unique cultural importance to the African-American community.

Historic Structures

The existing building stock gives an impression of what businesses once existed in the district. Prior to 1950, businesses located on Evans Avenue included grocery stores, dry cleaning establishments, restaurants, a hotel, beauty and barber shops, a pharmacy, and a branch of the Fort Worth Public Library. Several buildings of historic prominence are located near the southern end of the District along Evans Avenue: Mount Zion Baptist Church and Our Mother of Mercy Catholic Church (now Sunshine Cumberland Presbyterian Church). The latter building and the adjacent parsonage, located at 1100 and 1104 Evans Avenue, were listed on the National Register in 1999. Evans & Rosedale was also home to the school associated with Our Mother of Mercy Catholic Church. This building later housed the Tommy Tucker daycare center.

The District's remaining structures provide a glimpse of this district's once vibrant role as

Proposed National Register Historic District



- Proposed National Register Historic District Boundaries
- Heritage Center Boundaries

The creation of a National Register Historic District in Near Southeast Fort Worth would encourage current and potential owners to reinvest in the area's building stock and inform the public of the historic importance of the district. (Source: Planning Department, 2000)

a place where Near Southeast residents lived, worked, learned, and worshiped. The older housing stock, commercial buildings, and key landmarks make up the remaining historic fabric. Their contribution to the historic and architectural character of the district strongly influences how they could be reused and renovated.



Located at 1108 Evans Avenue is a one story bungalow-style house. This type of house was commonly built in the area.

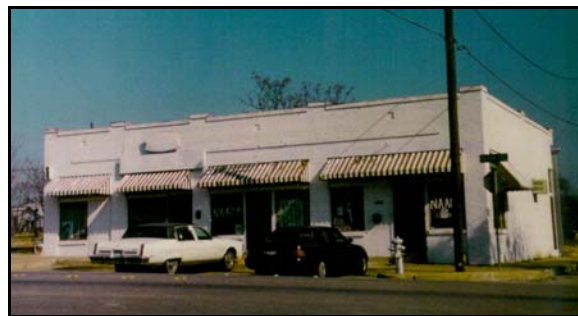
Housing stock. The existing housing in the District area was mostly built between 1900 and 1930. These houses are typically small, one-story frame buildings constructed in the Bungalow, Folk Victorian, and National Folk styles. Although not highly ornamented, they are good representations of the popular styles of the day. Some of the houses have been modified by the enclosure of porches or the application of new siding.

Commercial buildings. Several of the historic commercial buildings along Evans Avenue were constructed in the 1920s. These buildings typically were one-story brick structures with flat roofs and prominent storefront windows. The most elaborate of these buildings is located at 951-953 Evans Avenue, now home to the Compassionate Church of God in Christ. In the past, Keep U Neat Cleaners had a business in the northern portion of the building, while the southern portion of the building housed Mrs. Dalton's Mayonnaise Company and then the Lullaby Diaper Service.



The Compassionate Church of God in Christ now occupies this former commercial building located at 951-953 Evans Avenue.

Neighborhood-scaled commercial row buildings were also built to serve the needs of the community. The building at 900-02 Evans Avenue, directly across the street from the Compassionate Church of God in Christ, was a Piggly Wiggly Grocery Store. Other tenants included a Safeway Store and a candy company. The building is currently vacant. At the corner of Evans Avenue and Verbena Street is a commercial building that is now occupied by the Fort Worth Branch of the NAACP. It's original tenants were barber shops, beauty parlors and other businesses.



The Fort Worth branch of the NAACP is located at 1059 Evans Avenue. Barber shops and beauty parlors were among its original tenants.

Landmarks. Three structures, including two historically significant churches, are landmarks in the area. The congregation of Mount Zion Baptist Church organized in 1894. Between 1919 and 1921, the church



Located at 1101 Evans Avenue, Mt. Zion Baptist Church, built between 1919-21, is an important neighborhood cornerstone to Fort Worth's African-American community.

building was constructed at 1101 Evans Avenue. It is a two-story polychrome brick building with prominent entrances featuring full height Ionic columns on the west and north elevations. A metal dome crowns the building, making it very visible from several blocks away.

Opposite Mt. Zion is Our Mother of Mercy/Sunshine Cumberland Presbyterian Church. Our Mother of Mercy was organized specifically for African-Americans. The church, located at 1100 Evans Avenue, was designed by the congregation's priest, Father N.P. Denis, and built by the parishioners in 1929.



At 1100 Evans Avenue, the Sunshine Cumberland Presbyterian Church was formerly Our Mother of Mercy, a Catholic Church organized specifically for African-Americans.

This front gable brick building features a two-story bell-tower at the southeast corner.

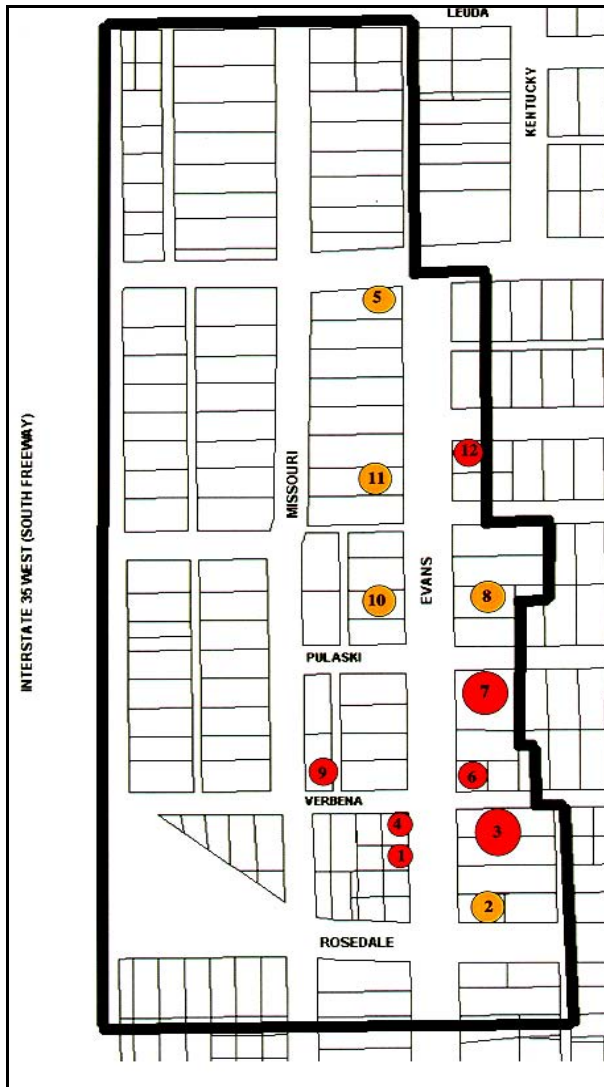
Northwest of the church at 801 Verbena Street is the Tommy Tucker school building, once the location of Our Mother of Mercy School. This one-story brick building also was designed by Father Denis and built by church members in 1931. The building sits on a raised basement and has large window openings on the first floor. Pediment-shaped parapets are located on three sides of the building. The building is in need of immediate structural attention as it is open to the elements.



Built in 1931, the Tommy Tucker Building, located at 801 Verbena Street, was formerly Our Mother of Mercy Catholic School.



The historic and cultural preservation subcommittee developed the following strategies to preserve Evans & Rosedale's important architectural character:

- As part of the survey being conducted by Historic Fort Worth, Inc., perform a complete inventory of important businesses, homes of prominent people, and renowned architectural structures in the District.



- Showcase the District’s place in Fort Worth history and culture by using certain structures as anchors in the overall redevelopment plan. The map to the left illustrates the location (by number) and preservation priority suggested for these buildings. They include: Dr. Harris building (1); Mount Zion Baptist Church (3); Sunshine Cumberland Presbyterian Church (4); the NAACP building (6); Federated Women’s Club Home building (7); Tommy Tucker building (9); and the Compassionate Church of God In Christ building (12). High priority should be given to the preservation of these buildings.
- Future redevelopment efforts should determine the feasibility of preserving and/or reusing these additional structures: Lee Barber Shop (2); Imbers building (5); Miles/Dorsey Adams building (8); Sigma Gamma Rho building (10); and the Lucille Smith building (11). Medium priority may be given in to incorporating these structures into redevelopment efforts.

Priority Legend

-  High
-  Medium

Map

Position

Building

Address

| | | |
|-----|---|--------------------------|
| 1. | Dr. Harris Building | 1108 Evans Avenue |
| 2. | Lee Barber Shop | 901 East Rosedale Street |
| 3. | Mount Zion Baptist Church | 101 Evans Avenue |
| 4. | Sunshine Cumberland Presbyterian Church Parsonage | 1100 Evans Avenue |
| 5. | Imbers Building | 1104 Evans Avenue |
| 6. | NAACP Building | 900-902 Evans Avenue |
| 7. | Federated Women Club Home | 1059 Evans Avenue |
| 8. | Miles/Dorsey Adams Building | 1051 Evans Avenue |
| 9. | Tommy Tucker Building | 1009 Evans Avenue |
| 10. | Sigma Gamma Rho Building | 801 Verbena Street |
| 11. | Lucille Smith Building | 1008 Evans Avenue |
| 12. | Compassionate Church of God In Christ | 920 Evans Avenue |
| | | 951 Evans Avenue |

(Source: Planning Department, 2000)

Historic and Cultural Uses

The Evans & Rosedale District has beautiful historic buildings that have the potential for reuse. These architecturally significant structures could serve as tenant space for new businesses or services, drawing a wide range of customers and visitors. Additionally, some of these future uses would draw upon Evans & Rosedale's unique historic cultural and commercial importance.

The subcommittee recommends the following strategies to use the existing historic stock to highlight the District's defining place in Fort Worth's African-American culture and history:

- ❑ Future tenants in existing or new building stock should mirror popular business attractions that once flourished in the Evans & Rosedale area; jazz and blues venues that would attract national talent; and spaces for plaques or other tributes to the contributions of past educators and churches in the area.
- ❑ Attracting the following uses would tap into this district's historic and cultural significance: education; health; fraternal/business history; religion (tours of historic churches); and entertainment/music venues.
- ❑ Certain historic structures should be considered for specific functions for the District: Tommy Tucker building – visitor center/Tarrant County Black Historical & Genealogical Society; Lucille Smith building – restaurant; Sigma Gamma Rho building – youth center; and Imbers Building – small business incubator.

Signage and Monuments

Signage and monuments can function as a device to help display the richness of this district's heritage, and draw the public into enjoying the urban streetscape, shops, entertainment attractions as well as purchasing services and goods. Information can be provided about the neighborhood in the form of maps or other markers that chronicle the people and history of the community. A signage program could be designed that establishes a recognizable graphic image for the Business and Cultural District. It is also recommended that directional signage be added on the major highways adjacent to the District that notify visitors and depict the area as an exciting and unique place, similar to other destinations in Fort Worth. Additionally, signage and improvements at the I-35W overpass, west of Evans & Rosedale, will improve access and visibility, and provide gateway opportunities.

The following strategies on use of signage and monuments are essential tools in underscoring the District's past milestones, highlighting cultural aspects of the district, and spurring economic activity:

- ❑ Use creative urban design techniques to utilize the overpass at East Rosedale Street and I-35W to serve as a gateway or signpost that directs people from the west to the District.
- ❑ Through creative urban design, link the eastside of I-35W to the westside of I-35W to build upon the market energy of Medical District and Downtown commerce.
- ❑ Mount plaques on each of the historically significant buildings to relate their importance to past events.
- ❑ Place way-finder signs at key locations throughout the city, such as I-35W.

- ❑ Consider erecting a monument or other tribute to African-American educators.
- ❑ Create banners and public art through competitions involving youth that feature Evans & Rosedale's unique place in African-American history and culture.

Next Steps

Evans & Rosedale has the opportunity to grow and reestablish its past vibrancy. With its historic homes and businesses it can become successful like many other historic communities. Listed below are several implementation actions that could help make this vision a reality:

- ❑ Create a National Register District in Near Southeast Fort Worth using the Near Southeast historic resources survey conducted by Historic Fort Worth, Inc., and seek local landmark designation for district sites.
- ❑ Encourage community groups to conduct historical education workshops about the area.
- ❑ Seek funds and utilize incentives to assist property owners in renovating historic properties.
- ❑ Ensure that new development is compatible with the district's historic character.

URBAN DESIGN

Overview

The appearance of the District should evoke historical significance for the residents of the area, and at the same time create interest that has regional appeal. This can be accomplished by following a general urban design framework that ensures new development is compatible with the style and scale of the surrounding historic buildings. These guidelines also indicate desirable building orientation and the style and placement of design elements such as lighting, landscaping, furniture, and other streetscape improvements. Good design and economic feasibility are not



This type of mixed-use building, combining retail stores at street level and office or residential on the upper floors, could be located within the District.

mutually exclusive elements. They provide unique opportunities for the developer, designer, and the City of Fort Worth. Urban design guidelines can provide a marketable image and design theme, and development continuity. The guidelines can maintain and enhance property values because they make sure that developments will be consistently evaluated, and hopefully, well designed.

The Evans & Rosedale Advisory Committee and the urban design focus group generated broad urban design guidelines as part of the

July 2000 community workshop. What follows are the recommended guidelines to help direct building construction, rehabilitation, and design to support economic development and revive the area's cultural and historic ties. The structures are a link to the cultural, business, and social traditions of the past. The urban design focus group, consisting of key community leaders and experts, offer these guidelines as policy statements that intend to:

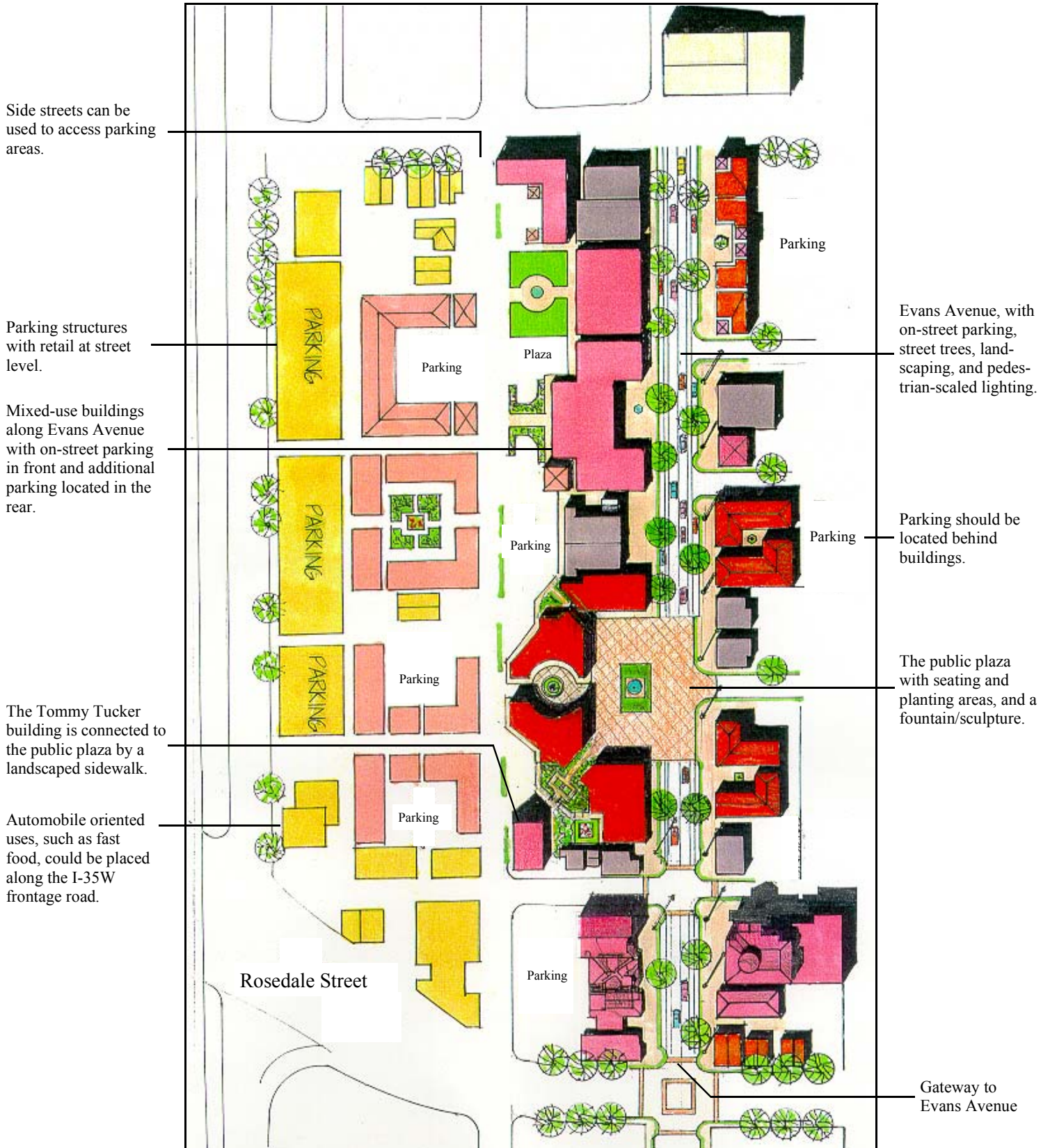
- ❑ Preserve historically significant buildings;
- ❑ Improve the appearance and use of the area's buildings by respecting the original architecture;
- ❑ Encourage construction of new structures that are compatible with the architecture and scale of the surrounding historic buildings;
- ❑ Recommend design elements to improve the streetscape;
- ❑ Create enjoyable and functional public spaces; and
- ❑ Create a unique image for the District that is nationally recognized.

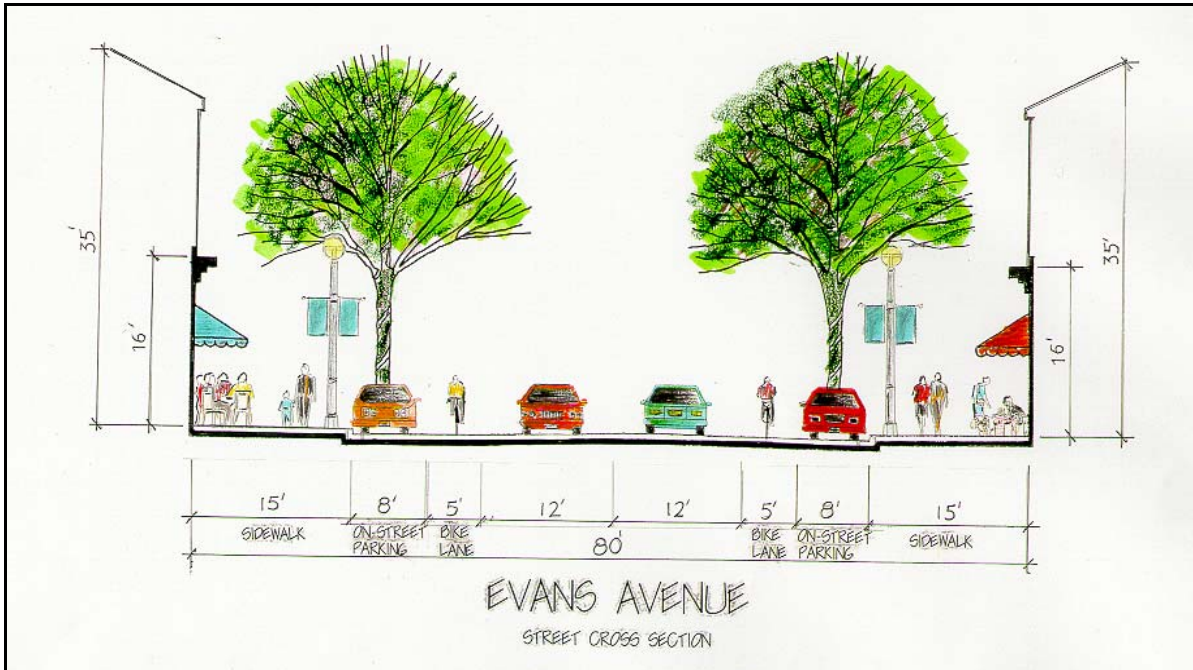
The guidelines do not dictate any specific design approach or style. They simply help the property owner, business owner, designer or developer understand what is unique to the district.

Concept Plan for Evans & Rosedale

The concept plan for the District reflects building intensities, orientation, and massing that would promote an active commercial center, support public transit, and define public spaces. An emphasis to details such as building setbacks, facades, and entries is important in creating a pedestrian scaled environment, which also supports mixed-use development.

Potential Concept Plan for the Evans & Rosedale Business and Cultural District





Slow moving traffic and a comfortable pedestrian environment along Evans Avenue will encourage walking for shopping trips and create an active street.

Urban Design Elements

The urban environment of the District will support a livable, walkable, mixed-use urban center that celebrates the area’s African-American heritage.

Streetscape. A new streetscape should be designed for Evans Avenue and adjacent streets, to accommodate pedestrian, bicycle, and vehicular traffic, including public transit. It will be a diverse activity center, rather than used singularly for automobiles. With two travel lanes and on-street parking, traffic speeds will reduce and a comfortable pedestrian environment will encourage walking to retail and civic uses, thereby creating an active “Main Street.”

Design elements selected to enhance the streets in the District should be pedestrian-scaled and configured to support a walking environment. These include street trees and landscaping, benches, trash receptacles, street lamps, and signs along wide sidewalks with limited curb cuts. The urban design focus

group recommended the following elements to build a pedestrian-friendly urban center:

- **Street trees and landscaping.** Select street trees to give the area a unified and distinct image and provide shade.



Trees and other landscaping along the sidewalk can provide shade and visual enhancement of the streets in the District.

The species should be hardy and able to tolerate the urban environment. Trees should be installed between the street and sidewalk. Street trees and other shrub and flower plantings will improve the visual beauty of the streets and areas surrounding the anchor uses. The varieties of plants that are selected should be native to Texas and have historical significance to the area. A watering and maintenance schedule should also be developed.



Street furniture, including comfortable benches and trash receptacles, should be incorporated throughout the District.

- **Street furniture.** Incorporate benches throughout Evans & Rosedale for pedestrian comfort. Styles selected should complement other elements, like streetlights, signs, and trash receptacles. Benches should be placed around the public space, near shopping, civic uses, and transit stops. Additionally, placing seating areas away from activity in a setting such as a courtyard, provides a quiet alternative for relaxing. Install trash receptacles along the street and around the public space. These will be the places of the most concentrated pedestrian activity, and having trash receptacles available will help keep the area clean.

- **Streetlights.** Install streetlights that illuminate the street at a pedestrian level. Pedestrian lighting may also accommodate seasonal or event banners. This creates a visual enhancement along the street and helps to ensure pedestrian safety.



Lighting should be adequate for security, but not obtrusive or glaring. It should be pedestrian scaled and create ambiance for the street.



Seasonal/event banners can be added to light poles for announcements and decoration.

- **Sidewalks.** Encourage the construction of wide sidewalks that will encourage the concentration of pedestrian activity. It also accommodates outdoor seating. Comfortable sidewalks reinforce pedestrian environments. When there is room to stroll among sidewalk cafés, to observe seasonal plantings, and window-shop, there will be increased interest in the street.

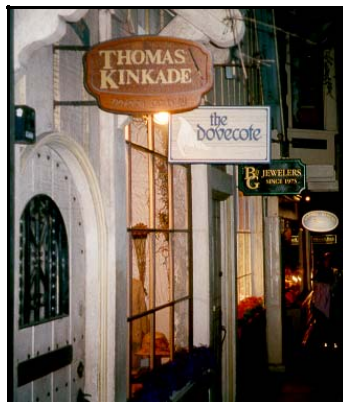


Sidewalks along Evans Avenue should be at least 12 feet wide. This provides space for landscaping, benches and for people to gather.

- **Signage.** Incorporate a District logo in street signs to identify and designate the boundaries of the area. Additionally, sign toppers should be placed on top of existing street signs. Signs that identify businesses, restaurants, churches, and community buildings can be designed with a theme reflecting the character of the District. Size, placement, style, and specifications for signs should be considered to provide continuity.

Building Configuration and Design

Signage on building façades should be consistent with other signage and building designs, and could reflect the heritage theme.



New construction guidelines will recommend appropriate density, spacing, and height of buildings. Single- and two-story buildings fit the character of the neighborhood and should orient to Evans Avenue and plazas. Anchor uses and corner buildings might be appropriate in more prominent buildings that orient to East Rosedale Street. Some streets may be closed to facilitate the best building configuration and to encourage mixed-use development. To promote foot traffic to businesses, services, and events throughout Evans & Rosedale, the relationship between building configurations and the street must be convenient and comfortable for pedestrians.

Along Evans Avenue, building setbacks should be minimized. Placing buildings close to the sidewalk creates a comfortable pedestrian environment. Additionally, building façades with colorful awnings and entries with porches can attract and welcome visitors.

- **Mixed Use:** Encourage the development of upper floor residential and/or

office space to create twenty-four hour activity in the District, provide street security at night, and concentrate pedestrian activity. In addition, flexible building uses can support retail shops and restaurants that attract lunchtime and after-work shoppers.



Mixed-use development along Evans Avenue is an excellent place for locating a variety of uses in a concentrated area.

- ❑ **Setback:** Minimize building setbacks from streets. Buildings along Evans Avenue are encouraged to develop at the sidewalk edge. Minimum setbacks contribute to pedestrian-friendly areas with easy access to shops, restaurants and other services.



Building setbacks should be minimized to provide entrances that are clearly identifiable and directly accessible from the sidewalk.

- ❑ **Building Façades:** Vary and articulate building facades to provide visual

interest to pedestrians and make walking appealing. Buildings should incorporate design elements at the street level that draw in pedestrians and reinforce street activity. These include arcades, porches, bays, and balconies. Street level windows and numerous building entries are encouraged.



Street side buildings should encourage window shopping, heavy foot traffic in and out of stores, and people watching from outdoor seating areas.

- ❑ **Building Entries:** Primary ground-floor commercial building entrances along Evans Avenue should face directly onto the street or plazas. Secondary entries from the interior of a block could also be permitted. Retail anchor stores, such as grocery stores, need parking lot access to the primary entry. In those cases, pedestrian ac-



Storefront entrances should be a focal point of the building façade by including architec-

cess to the entry should also be provided from the street and configured so pedestrians are not required to walk through the parking lot to enter the store. Along walls without entries, windows and display areas can enhance building facades.



Storefront windows are a better alternative to tall, blank walls. They connect buildings to the street, and also provide additional illumination at night.

Well-placed details such as balconies, porches, street level windows, overhangs, awnings, and canopies over building entries can promote street activity by creating a pleasant, attractive walking environment. The preferred style for these elements would be from the early 1920s, which is compatible to



Awnings, canopies, and balconies are encouraged, particularly on street corners. These design elements draw in pedestrians and reinforce street activity.

existing architectural styles. Re-creating the physical appearance of that time period in street details, new buildings, and capital improvements reflects the past of the community. Details for the elements can be selected based on community significance. For example, blue and gold were the colors of I.M. Terrell School, which many residents attended. Incorporating those colors will also promote the District and give it a recognizable identity at a regional level. Collectively, these elements will complement one another and create a pleasing, comfortable pedestrian environment.



Sidewalk dining is encouraged, as it helps create a lively street environment.

Public Spaces

Appealing open spaces should be included in the District redevelopment plan. In particular, a central plaza should be developed at a prominent location along Evans Avenue. It can become a significant civic component to the commercial area, adding identity and focus to the neighborhood. It can also serve as a gathering place for the surrounding community, or hosting special events such as performances, displays or exhibits that emphasize the rich heritage of the area. Community groups and business establishments in the Evans & Rosedale District will have an outdoor room to use for gatherings. The plaza should



The public plaza will be centrally located within the District and provide a gathering space for visitors. Shade trees, benches and water are elements that can be incorporated into the plaza.

be welcoming for such events, as well as when it is simply a place to wait for a bus, or to relax at lunchtime.

The plaza should have good visibility from the street and strong linkages to gateway/entry points that are highlighted by design elements. The plaza could benefit from being close to civic uses or framed by a collection of two-story, mixed-use buildings. This would locate the plaza near uses that attract crowds, and provide an alternative gathering place. It may be most appropriately designed with finished hardscape materials such as stone or brick, and include water features, landscaping, and seating areas to provide a comfortable, relaxing environment. The edges of the plaza should provide a variety of seating and viewing opportunities, and privacy can be created by placement of planters or other design elements. Additionally, the mobility needs of the disabled, the elderly, adults with strollers, and vendors with carts should all be accommodated. Street closures should be considered to ensure the best placement of the public plaza.

Gateways and Connections

Defined points of entry become gateways to the District. They can be achieved using architectural features, monuments, public art, signage, paving patterns, and landscape that are symbolic to the area. Gateway buildings can be constructed at the edges of the District, which are noticeable and interesting to people traveling past. These significant fea-



A shaded area within the public plaza provides a tranquil place for talking and people-watching.

tures will lead visitors to the anchor uses. For example, creating a gateway at the intersection of Evans Avenue and East Rosedale Street with monumentation or other significant features that lead to a public plaza adds to the appeal of the street.



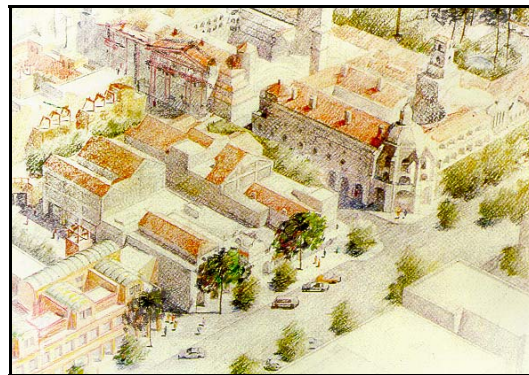
Corner buildings at the gateways to Evans & Rosedale can announce the block with a dominant architectural element.

Public transportation should connect Evans & Rosedale with other destinations in the Downtown and Medical district as well as the surrounding Near Southeast community. Currently Evans & Rosedale is served by a bus route connecting Downtown with Texas Wesleyan University and residential districts to the east. Providing different types of public transportation would greatly facilitate public access to the District.

The City of Fort Worth and the Fort Worth Transportation Authority will conduct a study in 2001 on the feasibility of offering alternative forms of public transportation along central city commercial corridors, including East Rosedale. Improving access to the District would increase the number of potential customers visiting shops and other attractions to sustain the district's economic vitality.

Urban design enhancements would also improve auto and pedestrian access to commer-

cial uses within the district. Streets may be closed or reconfigured to enable a private investor to have flexibility in redesigning the site for larger anchor uses. For example, to accommodate a larger development, the following streets could be closed and reconfigured for improved access: Missouri Avenue from East Rosedale to Leuda Street; Pulaski Street from Evans Avenue to Missouri Avenue; Dashwood Street from Missouri Avenue to the I-35W access road; and Verbena Street from Missouri Avenue to the I-35W access road. However, keeping a strong north-south connection along Evans Avenue between East Rosedale Street and Hattie Street is important.



Gateway buildings can be developed along East Rosedale Street at Evans Avenue and I-35W.

Although accessibility to the District is convenient for automobiles from I-35W and from East Rosedale, people on foot or on a bike should also have safe and appealing access to the district. In developing Evans & Rosedale, a major goal is to create streets that are comfortable, interesting, and safe to walk, rather than segregated pathways that isolate the pedestrian. Similarly, the emphasis for bikes should be to integrate them on the street rather than to create a separate network. The intent is to slow cars down to allow bicyclists safety and comfort on the street along Evans Avenue. Pedestrian and bicycle paths should connect the Evans &

Rosedale District to the adjacent neighborhoods, the James E. Guinn School campus, and the Medical District. This can be accomplished as follows:

- ❑ Use bollards to separate and protect people walking or cycling from vehicular traffic;
- ❑ Add lights and illuminate well to increase the feeling of safety;
- ❑ Use different paving patterns to delineate pedestrian and vehicular traffic;
- ❑ Include signage that directs people to the Evans & Rosedale District by walking, bicycling and driving;
- ❑ Improve connections to existing community parks, such as Glenwood Park east of the District, and existing bikeways;
- ❑ Create a strong visual connection to the James E. Guinn School campus;
- ❑ Make pedestrian-scaled improvements to the I-35W overpass that include constructing arches or arbors, creating a “ceiling” for pedestrians, as opposed to the existing freeway above;
- ❑ Keep the passage under the I-35W overpass well maintained;
- ❑ If East Rosedale Street is landscaped, bring the tree line up close to the overpass, so there is a visual connection to the other side; and
- ❑ Install benches, bike racks/bike storage and other amenities, to make visiting the District more comfortable for those who walk or bicycle.

Parking

Parking lots should not dominate the frontage of pedestrian-oriented streets. This can be avoided by considering different parking configurations. A combination of surface, on-street, and structured parking in the area would allow a variety of parking options for residents, short-term visitors, lunch-time crowds, and to people staying all day.



Off-street parking lots should be placed behind or beside buildings.

Surface parking lots. Buildings located close to the sidewalk, with multiple entries, stimulate an active pedestrian environment. Therefore, lots should be located behind buildings, in the interior of a block, or along the side of buildings. Pedestrian walkways can be separated from vehicles with landscaping, fences, or seat walls. Placing parking lots adjacent to I-35W, on the periphery of the District, is a high visibility location and easily accessible from the freeway. Care should be taken that these lots would not create a barrier – creating a sea of parking to walk through to the anchor uses. Shared parking should also be encouraged.

Planting trees and other landscaping around surface parking can absorb significant amounts of solar heat, soften the visual impact of rows of parked cars, and define the edge of the sidewalk. Sufficient planting of trees in parking lots is reached when 70 percent of the surface area of the lot is shaded within ten years. Additionally, parking lots should be screened from streets with landscaping techniques other than berms. Where possible, overflow-parking areas should be developed with a permeable surface, such as gravel.

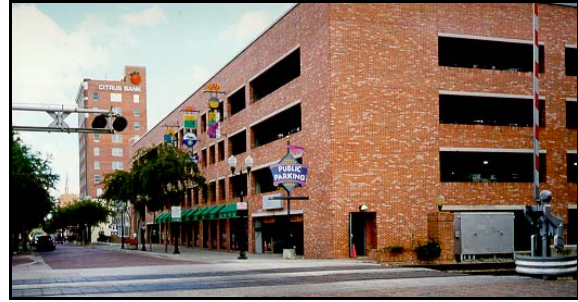
On-street parking. It is important to provide on-street parking spaces along the streets in

the District. This keeps the focus of Evans & Rosedale on street activity and supports building orientations and entrances close to the street. On-street parking protects pedestrians by creating a buffer between moving vehicles and the sidewalk. On-street parking also helps to reduce traffic speeds, since people will slow down to seek available spaces, and must be alert for vehicles backing out into the street. Intersections should be designed to slow traffic and to reduce pedestrian crossing distance. One alternative to an uninterrupted line of parking spaces along the street is planting trees in bulb-outs for a visual break. On-street parking spaces can also be considered along East Rosedale Street.



Buffer strips with trees, shrubs and flowers should be planted within and along the perimeter of parking lots.

Joint parking arrangements are recommended for businesses with varying peak periods of demand. Retail, office, and entertainment uses should share parking areas. A portion of any project's parking requirements may be satisfied by on-street parking. Lower parking standards should be set to reflect alternative travel modes such as public transit, bicycle, or walking. Parking standards could potentially be relaxed in recognition of the District being developed as a walkable, mixed-use environment.



In the future, there may be demand for a parking structure within the District. Retail stores should be placed at the street level with parking levels above.

Structured parking. In the future, there may be a demand for structured parking. Structured parking can meet the parking needs of residents, shoppers, and commuters, and be built with attractive facades. They also can be constructed to make space available for economic development. For example, retail shops and restaurants can occupy the street level, with parking in the remainder of the structure.



Provide on-street parking for convenient access to businesses, to create a protective sidewalk environment for pedestrians, and to reduce traffic speed.

Maintenance. A maintenance plan should be developed for the entire District area. The plan should include provisions to keep sidewalks and streets clean, plants watered, and for general upkeep. Selecting elements that are vandal-proof is another consideration.

Next Steps

The Vision Plan and the urban design guidelines developed by Fort Worth South, Inc., should guide the character and quality of future development within the Evans & Rosedale Business and Cultural District. Additionally, the City in partnership with the community should utilize public funds to enhance the streetscape along Evans Avenue. The City has applied for a grant of \$1.5 million to reconstruct Evans Avenue within the District from the Economic Development Administration (EDA).

PRIORITY NEXT STEPS

The Evans & Rosedale Business and Cultural District is envisioned to serve as a vital cultural center of commerce, employment, entertainment and African-American history. The

City of Fort Worth and the Evans & Rosedale Advisory Committee are committed to the successful achievement of this vision. The City, the Advisory Committee members and other organizations will proceed in implementing the Vision Plan in accordance with

| Time Frame | Action | Lead Responsibility |
|-------------------------------|--|---------------------|
| Near Term (6 mo. – 1 year) | <ul style="list-style-type: none"> ❑ Work with the Police Department to locate a substation within the District and assist the Advisory Committee members in undertaking initiatives that promote safety and improve the area’s appearance. ❑ Partner with the Advisory Committee members regarding the implementation of the Vision Plan. ❑ Assemble a marketing package featuring the Vision Plan and other material to attract potential developers, entrepreneurs and tenants to invest in the District. ❑ Complete the acquisition of property to facilitate land assembly for major anchor tenant and heritage tourism uses. ❑ Rezone the City-owned parcels in the District to a zoning classification that permits mixed-use development as of right in the District. ❑ Explore with the County the location of a Tarrant County sub-courthouse within the District. ❑ Upon award of the EDA grant, assist the District Advisory Committee in refining the preliminary conceptual plan into more detailed urban design guidelines, based on those of Fort Worth South, and a streetscape plan for Evans Avenue. ❑ Complete the renovation of James E. Guinn School building and relocate economic development service providers into the school. | City of Fort Worth |
| Near Term (6 mo. – 1 year) | <ul style="list-style-type: none"> ❑ Locate a Police substation within the District and undertake initiatives to promote safety and improve the area’s appearance, such as trash pick-up and code enforcement. ❑ Partner with the City, particularly the Economic Development Office, to implement the Vision Plan. ❑ Confirm Plan recommendations with neighborhood residents and stakeholders. ❑ Provide the City guidance on possible anchors, heritage tourism and supporting uses. ❑ As part of the partnership, develop a more detailed action plan to implement the strategies and priority next steps outlined in the Vision Plan. Action items could include: <ul style="list-style-type: none"> • Steering the efforts of the City in reconstructing Evans Avenue within the District. • Create a database and network of prospective tenants and entrepreneurs as a way to continually recruit new businesses, heritage tourism attractions and neighborhood services to the District. | Advisory Committee |

the following:

ABOUT THE CONSULTANTS

David L. Berkley, Sr. is currently the Executive Director of Martin Luther King Economic Development Corporation (MLKEDC) in Milwaukee, Wisconsin. He leads the organization in the development of a Ponderosa Restaurant that is co-owned by MLKEDC and a local minority entrepreneur. Through Mr. Berkley's efforts, MLKEDC secured Enterprise Community funding in 1999 to purchase a Coverall USA Janitorial Franchise, a for-profit business providing competitive wages and health benefits to African American males from Milwaukee's central city. Under the leadership of Mr. Berkley, MLKEDC is currently developing a 62-unit senior citizen tax credit housing project. Mr. Berkley co-founded and published *The Minority Business Journal* for five years, and served as President of Acrotech, a heavy and highway MBE construction company. Mr. Berkley also practiced law for 10 years, serving as Special Counsel to the Urban Redevelopment Authority of Pittsburgh.

Albert R. Fleming is the President and CEO of the Jazz District Redevelopment Corporation (JRDC) in Kansas City, MO, and is responsible for the redevelopment of the 18th & Vine Historic District. Prior to coming to Kansas City, he was the President of the Marin City Community Land Corporation and Executive Director of the Marin City Community Development Corporation, where he spearheaded a successful \$150 million redevelopment project. Mr. Fleming spent 12 years with the Lokahi-Pacific Community Development Corporation in Hawaii, working on every aspect of economic development from housing and business development to agricultural and aquaculture projects. Mr. Fleming was also the Chairman and Founder of the National Training Institute for Community Economic Development and Board Member

of the National Congress for Community Economic Development.

Howard J. Spiller is the President and CEO of HJS and Associates in Atlanta, Georgia, which specializes in community revitalization initiatives and consultation with urban communities in smart growth strategies. He is also Vice President of Concession Air of Georgia, which is under contract to the Department of Aviation with Hartsfield Atlanta International Airport in managing and supervising over 200 food, retail and service operations. In addition, Mr. Spiller is the President of West End Partners, Inc. and Principal in Mid-City Development Partners, LLC, which develop residential and mixed-use projects. He was the Founder and former President of the Sweet Auburn Area Improvement Association, organized as a community development corporation to plan a holistic revitalization of the Sweet Auburn neighborhood. The master plan incorporates individual projects along the 12 blocks from Peachtree Street to the King Birth Home. In the 1970s, Mr. Spiller formed Creed, Inc. in Columbus, Ohio as a management and technical assistance consulting firm oriented to the needs of minority businesses and entrepreneurs.