

EVANS & ROSEDALE: REDEVELOPMENT STRATEGY



Presented to

Partners for Sacred Places

By the

Economic and Community Development Department

June 26, 2006

Evans & Rosedale Business and Cultural District: Project Description

- A cultural district centered around Evans Avenue that **celebrates the African-American heritage** of the Near Southeast community.
- A **business district** that caters to local retail and service needs.
- Place of commerce that offers **job opportunities** for area residents.
- Neighborhood center that offers needed **community goods and services**.



Project Location



- Ten (10) acres **bounded** by East Rosedale Street, I-35W, Leuda Street, and Evans Avenue.
- Lies less than a **five-minute drive** from Downtown to the north and the Medical District to the west.
- Located at the cross-roads of **two interstate highways**: I-30 and I-35W.

Evans & Rosedale Summary Statistics

	Evans & Rosedale			Fort Worth			Ev Ro vs. City	
	1990	2000	Change	1990	2000	Change	1990	2000
Population	15,698	8,968	-42.9%	447,619	535,420	19.6%		
Poverty Rate	34%	37%	8.8%	17%	12.70%	-25.3%	2X	3X
Median Income	\$14,837	\$17,745	19.6%	\$35,042	\$37,074	5.8%	42.0%	48.0%
Unemployment Rt.	6.70%	7.60%	13.4%	4.10%	3.80%	-7.3%	1.6X	2X

* Within a 1-mile radius of Evans Avenue and E. Rosedale Street.

**1990 poverty level = income of \$13,359 or less for a family of four.

Project Background (abbreviated version)

Action

Date

The **Near Southeast CDC** issues a planning document that reiterates the need for economic development in the area.

1997

Fort Worth Tax Increment Finance District #4 established to include the Heritage Center area.

1997

The Fort Worth Metropolitan Black Chamber of Commerce issues the **Southeast Fort Worth Economic Development Action Plan**.

2000

Evans & Rosedale Advisory Committee and City Council endorse the *Vision Plan* for the District

October 27, 2000

The City and community **celebrate the award** of a \$1.5 million Economic Development Initiative grant and \$7.5 million in Section 108 loans to redevelop Evans & Rosedale (then Heritage Center).

October 27, 2000

Project Background (cont.)

Action

Date

City Council endorses Evans & Rosedale Urban Village plan and strategies to redevelop the district	November 2001
The City issues an RFP for a master developer for the site No submitters.	May 2002
Council endorses the construction of a full-service library and relocation of the Public Health Department (PHD) to Evans & Rosedale	March 2003
The City completes reconstructing the streetscape of Evans Avenue with \$1.2 million grant from the U.S. Department of Commerce EDA	Sept. 2003
City Council endorses the master plan developed by Stanley Love-Stanley and ConsultEcon	October 2004

Project Background (cont.)

Action

Date

City Council endorses the master plan developed by Stanley Love-Stanley and ConsultEcon	October 2004
Construction contract and financing fully secured for the construction of the Library and PHD	September 2005
City acquires final property to complete 10 acre assemblage	September 2005
Developer “ Peer Review ” of Site Plan and location of PHD	December 2005
Roaring Brook Development Company (RBDC) proposes an alternative site concept more amenable to retail/office	April 2006
City issues a request for proposals/qualifications for a master developer for the district	May 10, 2006
Partners for Sacred Places discussion	June 26, 2006
Responses to RFQ/P Due to City	July 29, 2006

Mount Zion Baptist Church, built between 1919-1921, remains an important civic and religious cornerstone to Fort Worth's African-American community.



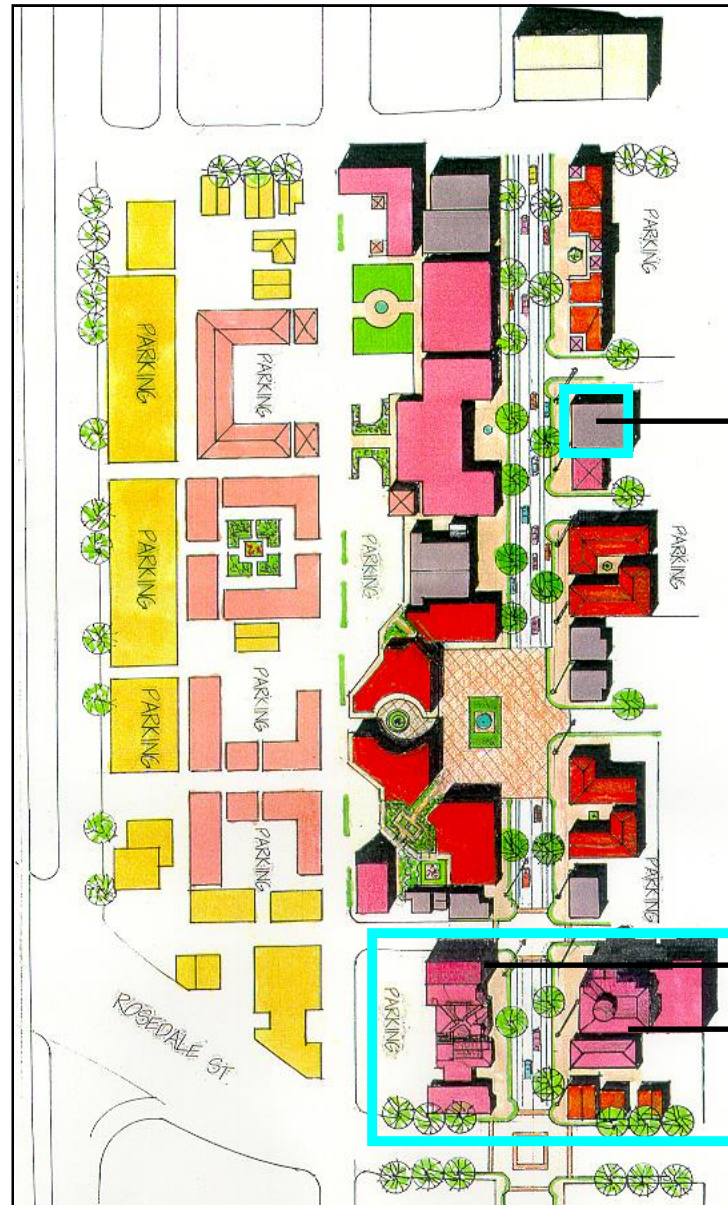
Built in 1929, Sunshine Cumberland Presbyterian Church at 1100 Evans Avenue was once Our Mother of Mercy, a Catholic Church specifically organized for African Americans.



The Compassionate Church of God In Christ now occupies a 1920s vintage commercial building at 951-953 Evans Avenue.



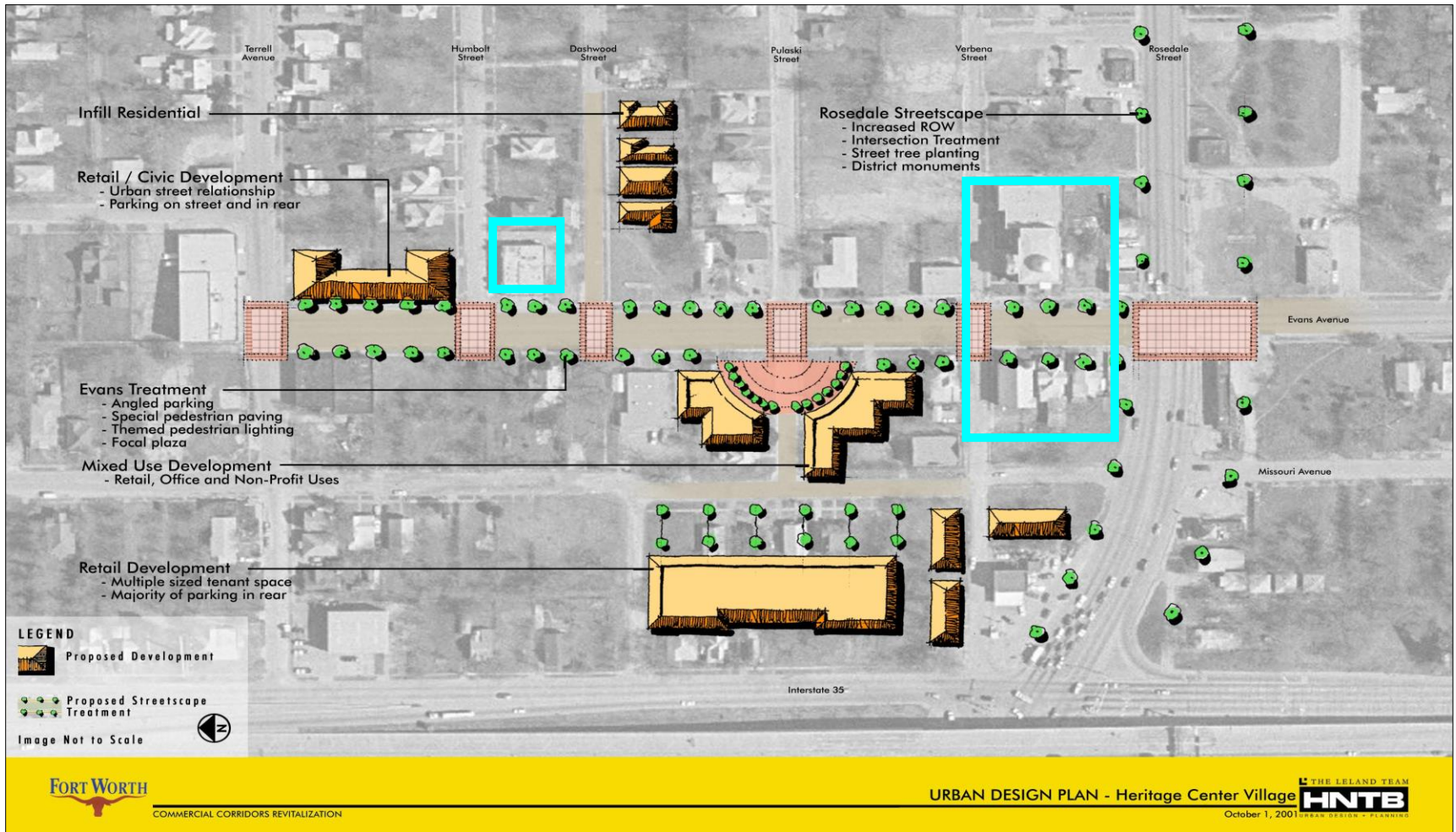
Heritage Center/ Evans & Rosedale Redevelopment Plan (1998 - 2001)



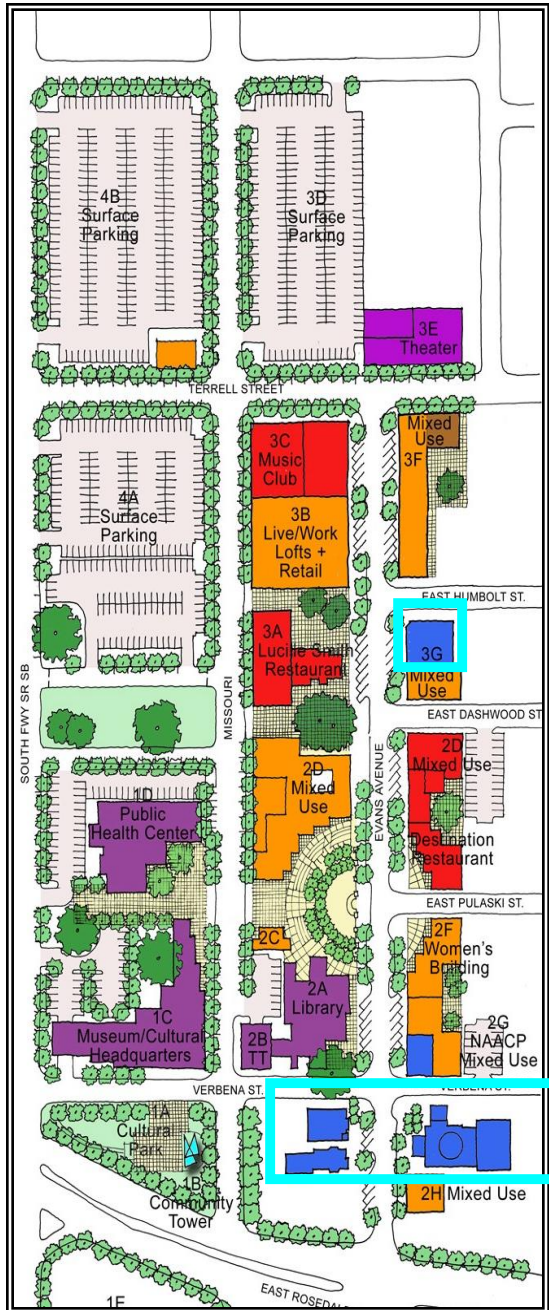
Compassionate Church of
God in Christ (COGIC)

Sunshine Cumberland
Mount Zion

Evans & Rosedale Urban Village Concept Plan (2001)



Stanley Love-Stanley (2004)



Redevelopment Opportunities



- All revitalization plans call for the preservation of the **buildings**.
- All revitalization plans call for the preservation of the Sunshine Cumberland and Mt. Zion **congregations** within the District.
- Sunshine Cumberland and Mt. Zion churches serve as important **design features** of the district: a) gateway; b) architectural features; c) historic reference.

Potential Challenges



- To date, the pastors have been a minor force in framing the future of the District.
- Private sector will have their own ideas of building around the churches.
- Sunshine Cumberland Presbyterian Church and rectory sits on the prime, developable retail corner (barrier or opportunity?).
- Parishioner accommodation: parking, auto and pedestrian accessibility.
- Parishioners are a “captured” but untapped market in terms of buying power, leadership, potential District proprietor or resident.

Partners for Sacred Places of Fort Worth

Opportunities for Evans & Rosedale

- Educate pastors and church leadership on how congregations have collaborated in redevelopment initiatives elsewhere (esp. in Texas)
- Project these lessons to the local context of Evans & Rosedale to all key stakeholders of the area
- Serve as a tool to forge future collaborations between the City, master developer, nonprofit redevelopment organizations and the churches for redeveloping the district
- Come with resources ready to implement short-term deliverables that lead ultimately to longer-term successes
- Integrate (not duplicate, compete or truncate) with existing initiatives and among existing stakeholders

FORT WORTH

