

HOMESTEAD DEVELOPMENT

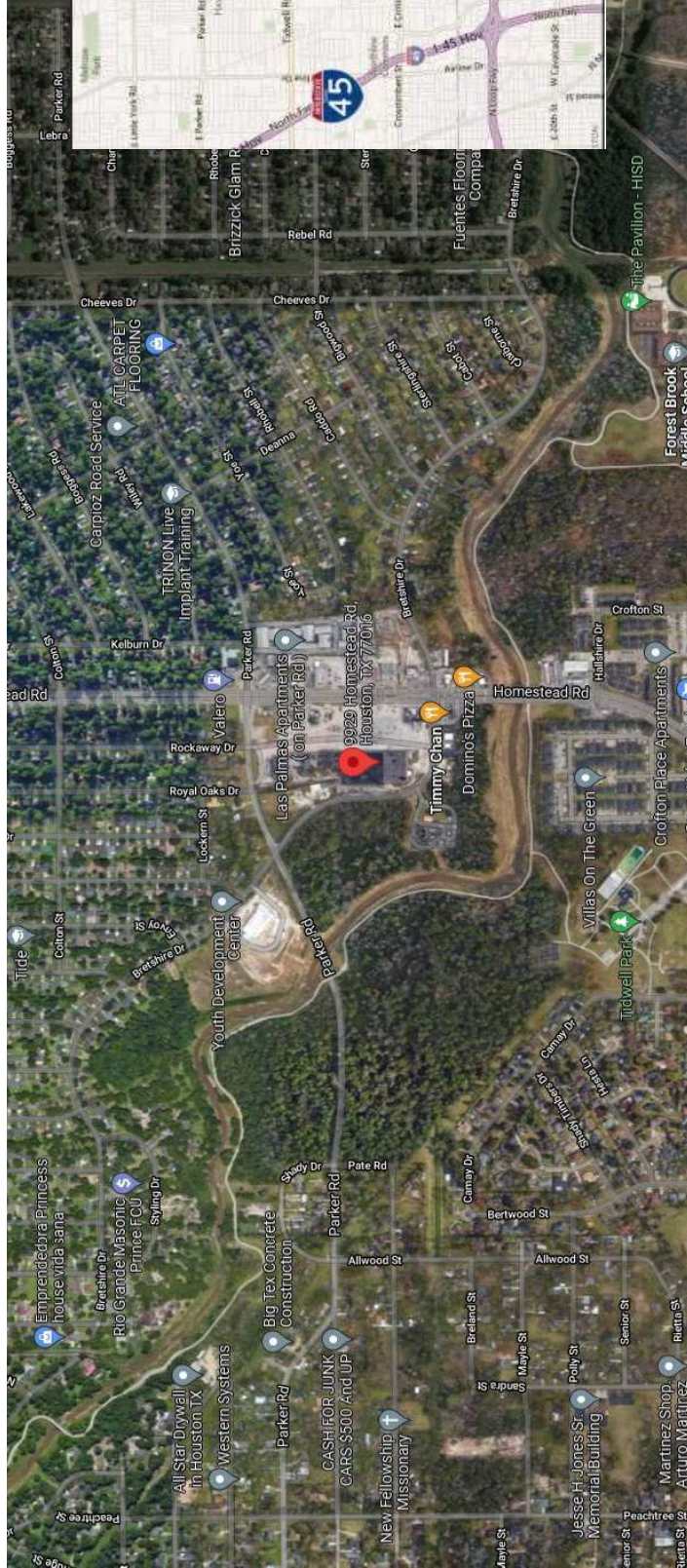
BRIDGING THE GAP: A HOLISTIC APPROACH

HORIZON GROUP INTERNATIONAL



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GET TO KNOW THE SITE AND THE SURROUNDING COMMUNITY



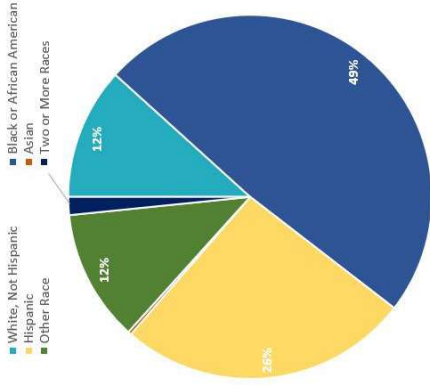
CURRENT SITE - AFTER INITIAL CLEAN UP



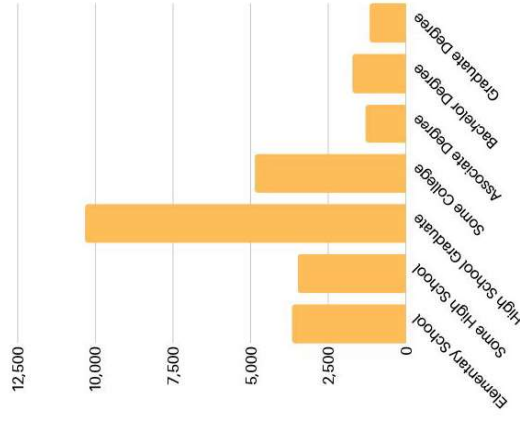
OVERVIEW OF THE HOMESTEAD COMMUNITY

OVERVIEW OF THE HOMESTEAD COMMUNITY

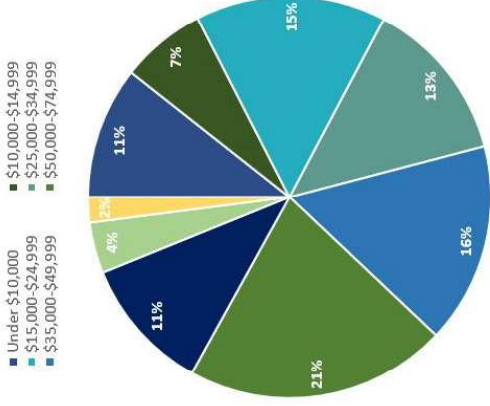
Race and Ethnicity:



Education Level:



Income:



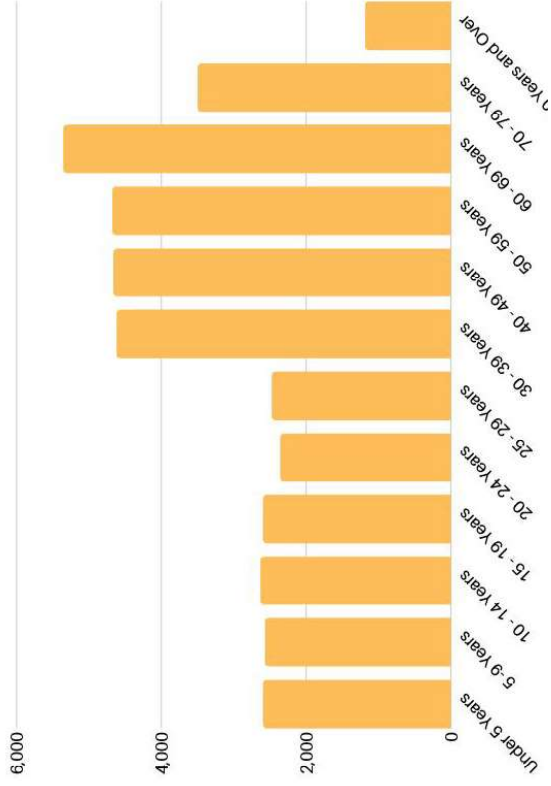
Demographic Source: Applied Geographic Solutions 10/2019, TIGER Geography
Based on 2 mile radius of 77016

OVERVIEW OF THE HOMESTEAD COMMUNITY

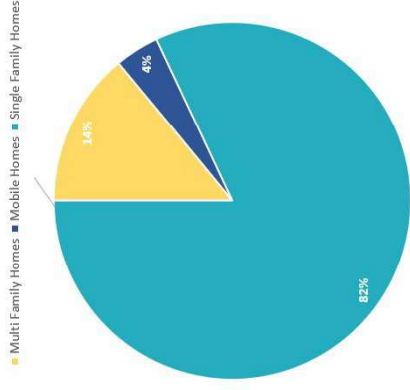
OVERVIEW OF THE HOMESTEAD COMMUNITY

41,715 2024 PROJECTED POPULATION
 14,706 2024 PROJECTED HOUSEHOLDS
 \$47,780 2024 PROJECTED AVERAGE HOUSEHOLD INCOME

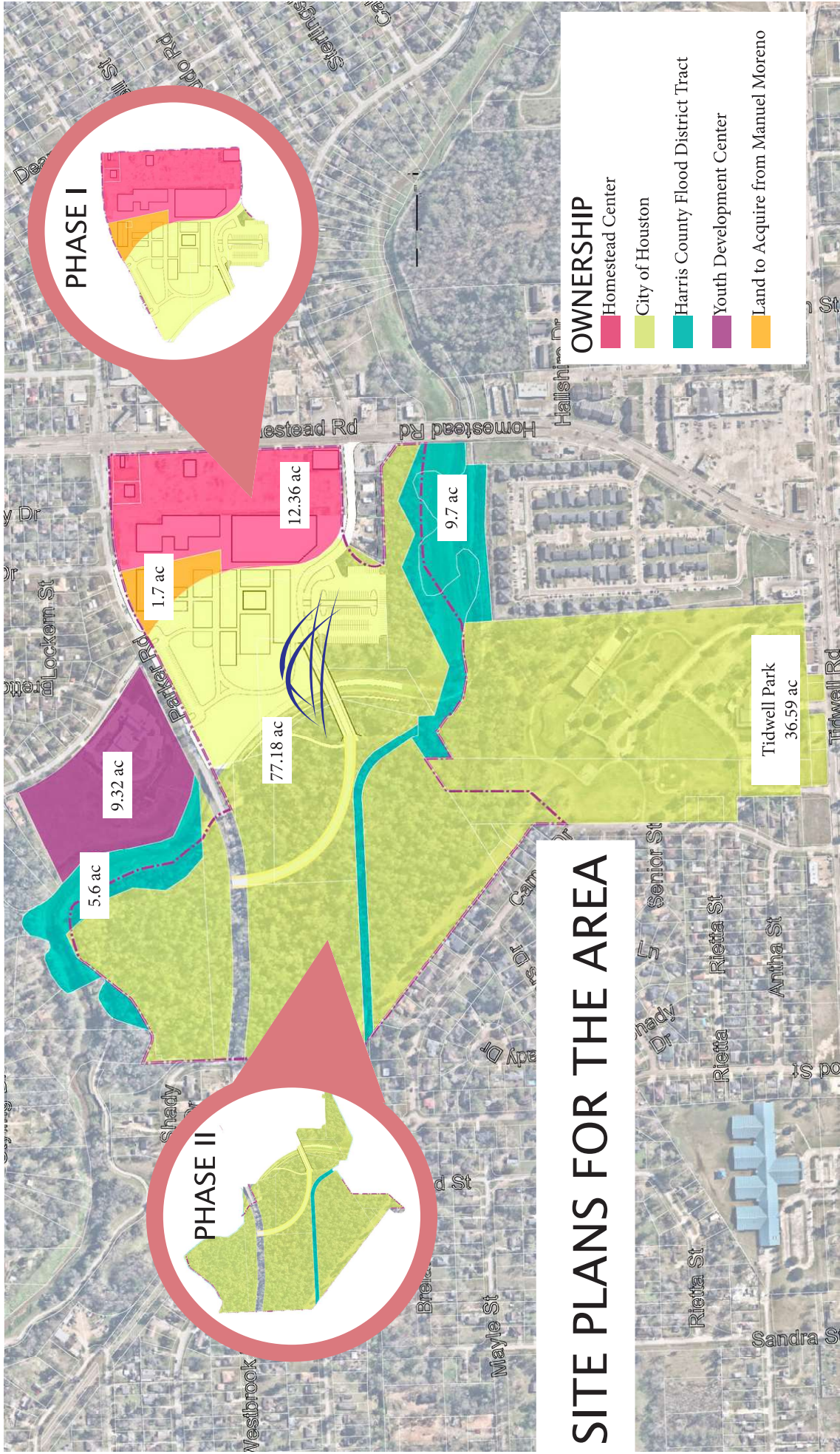
Age Spectrum:



Home Type:



Demographic Source: Applied Geographic Solutions 10/2019, TIGER Geography
 Based on 2 mile radius of 77016

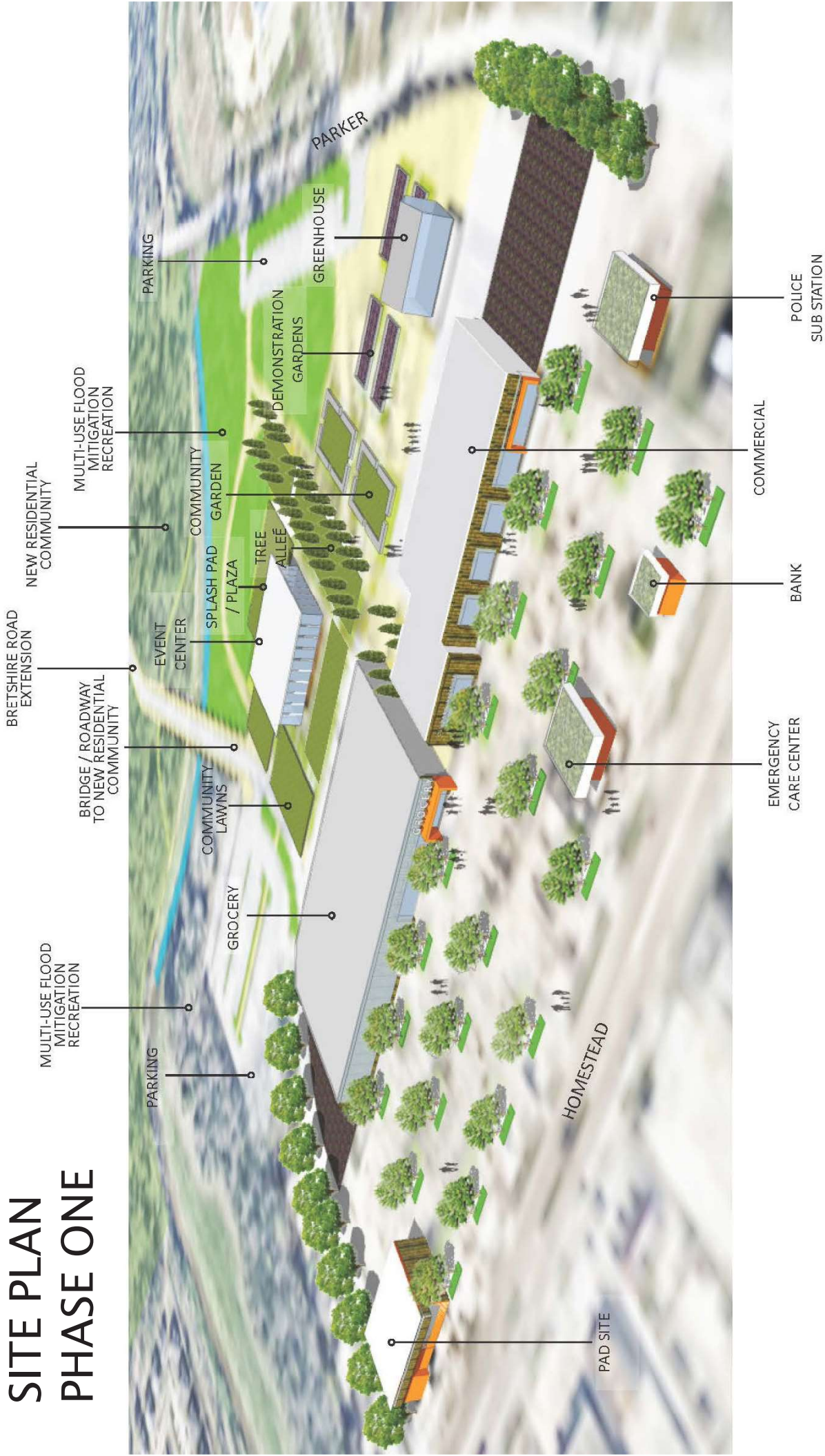


SITE PLANS FOR THE AREA

OWNERSHIP

- Homestead Center
- City of Houston
- Harris County Flood District Tract
- Youth Development Center
- Land to Acquire from Manuel Moreno

SITE PLAN PHASE ONE



AERIAL SITE PLAN - PHASE ONE



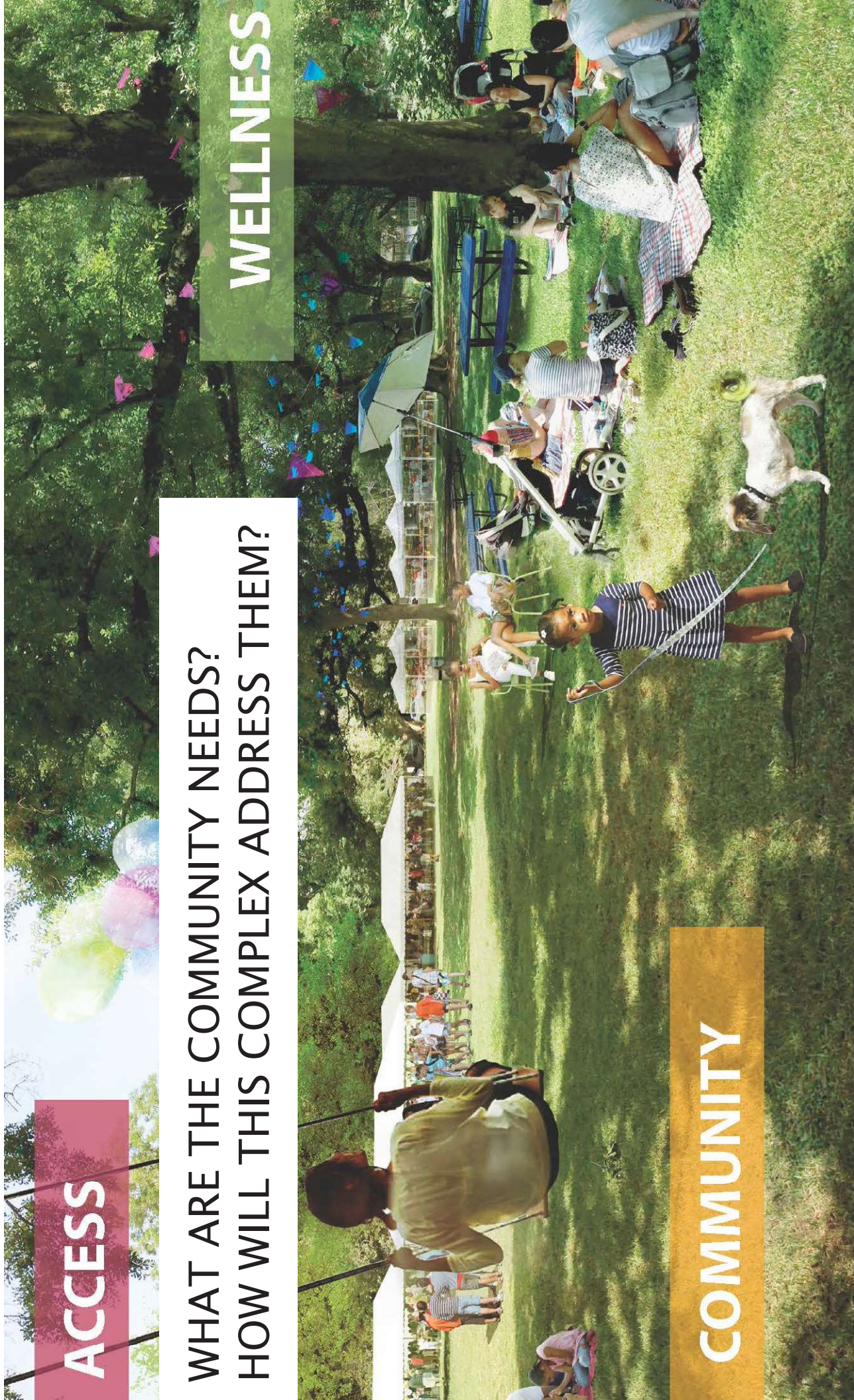
- 01 Green House
- 02 Demonstration Gardens
- 03 Parking
- 04 Community Garden
- 05 Splash Pad / Plaza
- 06 Event Center
- 07 Bridge/Roadway to New Residential Community
- 08 Multi-Use Flood Mitigation Recreation
- 09 Halls Bayou
- 10 Existing Trail
- 11 Parking
- 12 Grocery
- 13 Commercial
- 14 Bank
- 15 Urgent Care Center
- 16 Police Sub Station
- 17 Bretshire Road Extension
- 18 Service Yards
- 19 Pad Site

ACCESS

**WHAT ARE THE COMMUNITY NEEDS?
HOW WILL THIS COMPLEX ADDRESS THEM?**

WELLNESS

COMMUNITY



ALL SOLUTIONS ARE CONNECTED TO VARIOUS PROBLEMS TO CREATE A COMPLETE COMMUNITY

CHALLENGE	SOLUTION	BRIDGE TO THE COMMUNITY
Job Opportunities	<ul style="list-style-type: none"> Commercial space Grocery store Bank Healthcare facilities Job Fairs 	<ul style="list-style-type: none"> Opportunities for upward mobility Thriving small businesses Promote entrepreneurship from the neighborhood Reduce unemployment with local jobs
Access to Quality Food	<ul style="list-style-type: none"> Affordable grocery store (Our pick is Grocery Outlet) Quality retail Locally-owned, catering to the specific neighborhood needs 	<ul style="list-style-type: none"> Eliminates the need to shop at convenience stores for groceries Contributes to financial health of the shopping center Contributes to overall health
Access to Health and Wellness Options	<ul style="list-style-type: none"> Establishment of an urgent care/medical clinic Site for a small hospital Expand the connection to Tidwell Park 	<ul style="list-style-type: none"> Addresses the culturally desire to visit clinics/urgent cares over a general practitioner Instant access for prevalent health issues
Safe Family Opportunities	<ul style="list-style-type: none"> Multipurpose Event Center Connection to the City Park Community Garden Police Substation Bike and hike trails Revitalize abandoned buildings Proper lighting 	<ul style="list-style-type: none"> Crime reduction Strengthen community organizations Expand neighborhood advocacy Give parents a place to bond outdoors with their children Foster environmental movements for youth Creates safe, outdoor activities for everyone Sense of pride in the community
Education	<ul style="list-style-type: none"> Community Garden, partnerships with grocer and charitable organizations Health education Nutrition education Education with after school programs Financial institutions 	<ul style="list-style-type: none"> Partnerships and gardens lead to a “Seed to Table” educational philosophy that benefits health and eating habits Increase educational success After hours Education Enrichment Program Education for finance Financial counseling by a bank
Upgraded Housing Options (Phase II)	<ul style="list-style-type: none"> Home ownership, affordable single housing during an additional phase Newer senior apartments 	<ul style="list-style-type: none"> Updated housing stock Quality rental units, to bring in quality tenants Active, lifestyle incentives

ALIGNED WITH COMPLETE COMMUNITIES

OVERVIEW OF THE HOMESTEAD COMMUNITY

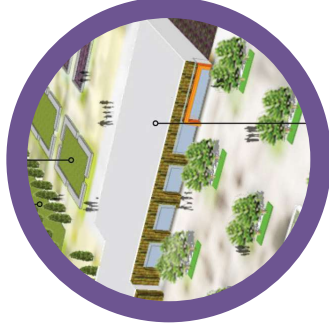
- Provide Quality Education for Learners of All Ages
- Develop Strong School-Community Partnerships
- Nurture Leaders
- Expand Workforce Training and Resources
- Create New Jobs
- Build a Town Center
- Increase Access to Fresh and Healthy Food
- Improve Well-Being



DRAFT

HORIZON

COMMERCIAL AREA



CHALLENGE

Job Opportunities

SOLUTION

- Commercial space
- Grocery store
- Bank
- Healthcare facilities
- Job Fairs



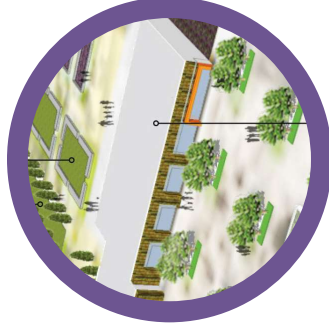
BRIDGE TO THE COMMUNITY

- Opportunities for upward mobility
- Thriving small businesses
- Promote entrepreneurship from the neighborhood
- Reduce unemployment with local jobs

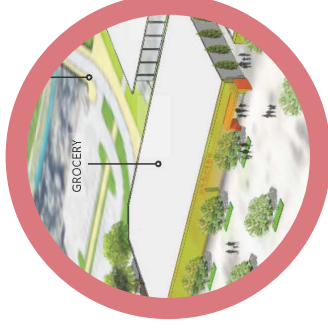
COMMERCIAL AREA



- Serves as an anchor for the entire community concept
- Expands workforce opportunities
- Creates additional grocery customers
- Promotes entrepreneurship from the neighborhood
- Create a hub spot
- Reduces crime with good lighting



ACCESS TO QUALITY FOOD



CHALLENGE

Food Desert

SOLUTION

- Affordable grocery store (Our pick is Grocery Outlet)
- Quality retail
- Locally-owned, catering to the specific neighborhood needs

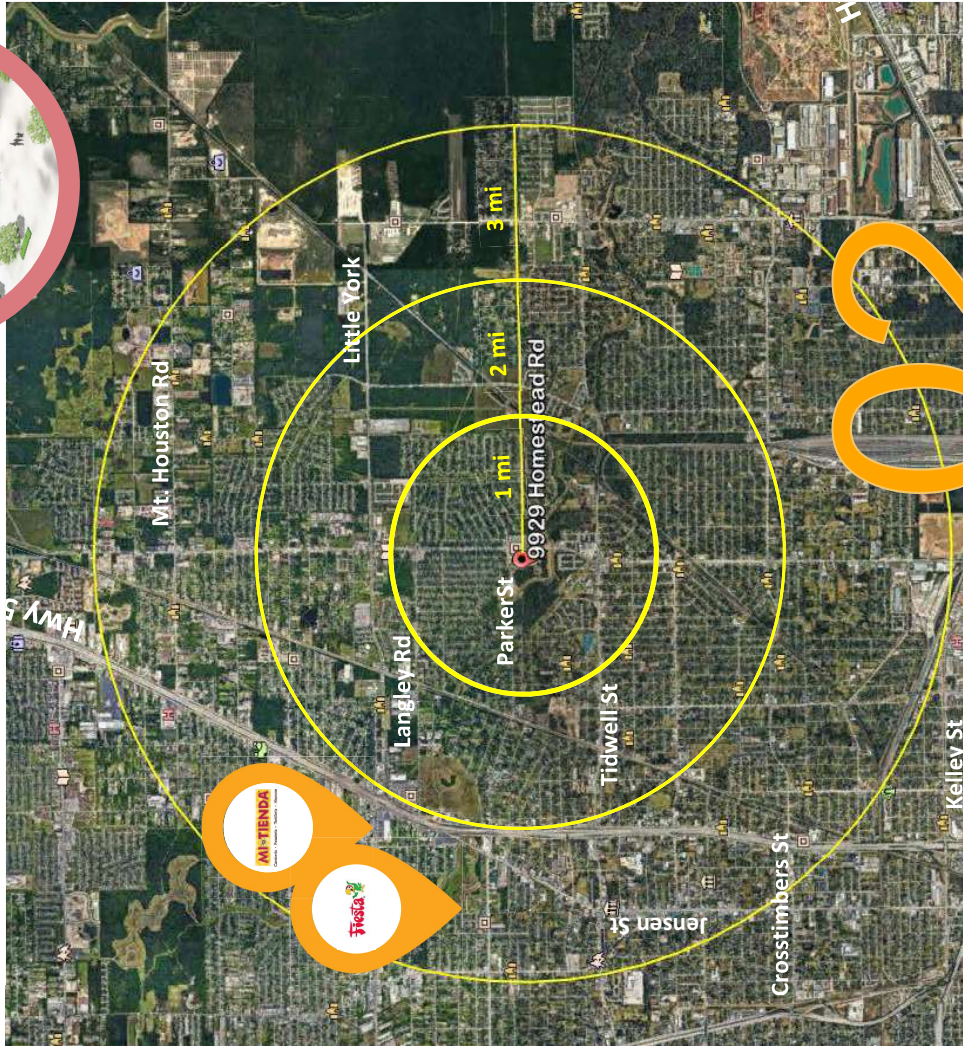
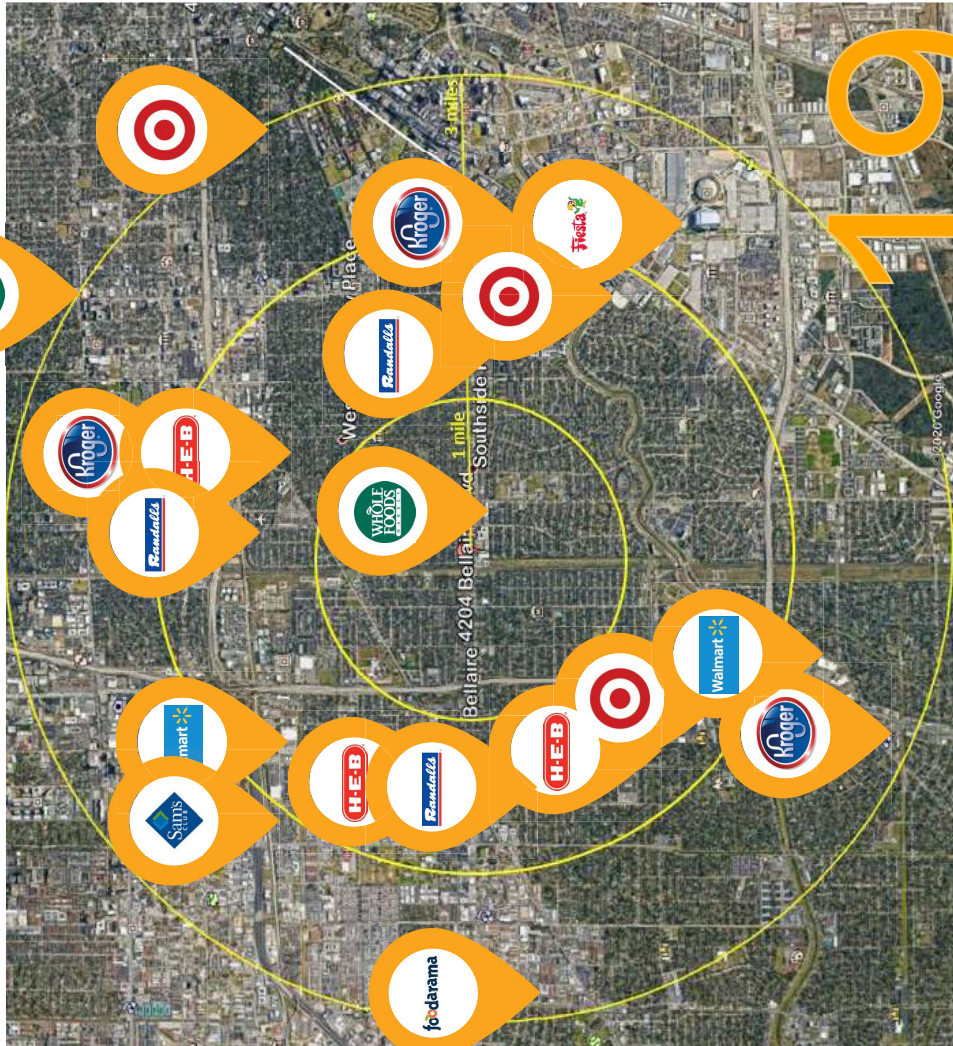
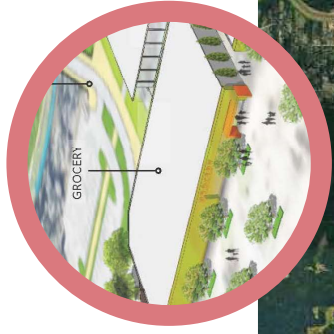


BRIDGE TO THE COMMUNITY

- Eliminates the need to shop at convenience stores for groceries
- Contributes to financial health of the shopping center
- Contributes to overall health

FOOD DESERT

Comparison of 77025 to 77016



77025

77016

GROCERY BRIDGE

Research has shown that income is increasingly linked to health: Not only are today's high-income Americans healthier than low-income ones, but the gap is wider than it was in the early 1990s.

- Eliminates the need to shop at convenience stores for groceries
- Boosts home prices
- Serves as an economic anchor
- Creates job opportunities
- Improves overall public health (physically and psychologically)
- Builds a sense of community
- Establishes a social hub



Will a new grocery store in a food desert encourage healthier eating habits by breaking the distance barrier?

This is unlikely as a stand alone solution. Healthier eating is a learned habit. The grocery store in conjunction with the Tidwell Community Center, proposed community garden and the Youth Development Center is a holistic solution. This promotes education from an early age and supports transitioning eating behaviors.

The researchers found that, in the year after a grocery store opened in the Hill District, residents reported pronounced declines in both SNAP participation and food insecurity — a 12 percent difference in both — compared to their neighbors in Homewood, where no grocery store opened. (Hill residents also reported fewer new diagnoses of high cholesterol and arthritis.)

“How Grocery Stores Change Lives”
from Pacific Standard
Kevin Charles Fleming

GROCERY OUTLET

- Patterson’s Grocery Outlet also helps a community in need. She hosts events to help the people who live near her store.
- “It’s not only about providing good-quality food,” she told Civil Eats. “What I’ve always been about is giving back. Like I have a school drive at the end of August. It’s about playing that role, helping with fundraising with schools and being there not just to say, ‘Hey, come get your groceries from me’ but also helping out the community.”

The Grocery Outlet is perfect opportunity to build a strong community anchor that focuses on feasible prices, job growth and education.



Kia Robertson started a grocery store in Compton, California, to give her community access to supplies otherwise lacking in poor neighborhoods.

Patterson worked in grocery stores for 17 years before becoming the owner of a Grocery Outlet in 2017. After completing training with the company, she felt like the company was dedicated to its franchisees.

Kia Robertson, Owner
First Ever Black-Owned Grocery Store in Compton, CA.

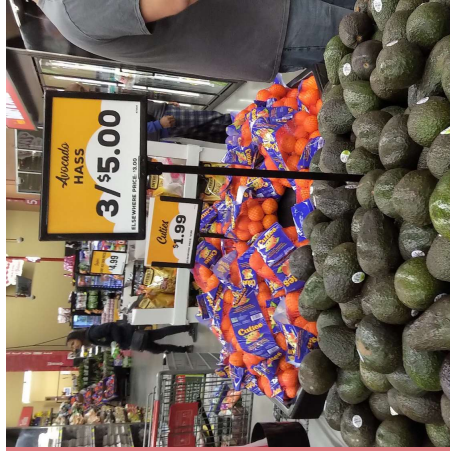
GROCERY OUTLET



HEB
\$3.88

Krogers
\$4.59

Randalls
\$5.79



HEB
\$6.28

Krogers
\$5.85

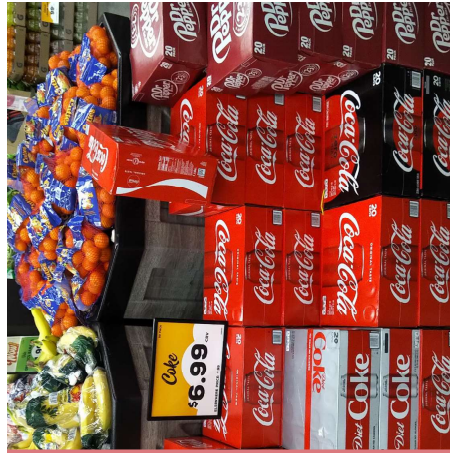
Randalls
\$5.00



HEB
\$1.77

Krogers
\$1.75

Randalls
\$1.99



HEB
\$7.96

Krogers
\$7.99

Randalls
\$8.99



HEB
\$3.28

Krogers
\$2.97

Randalls
\$3.33

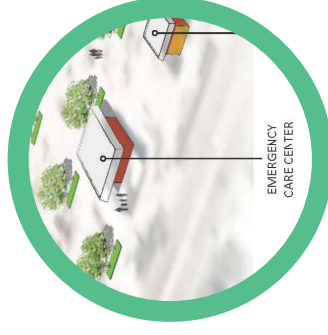


HEB
\$2.98

Krogers
\$4.01

Randalls
\$3.89

HEALTH AND WELLNESS



CHALLENGE

Access to Health and Wellness Options

SOLUTION

- Establishment of an urgent care/medical clinic
- Site for a small hospital
- Expand the connection to Tidwell Park

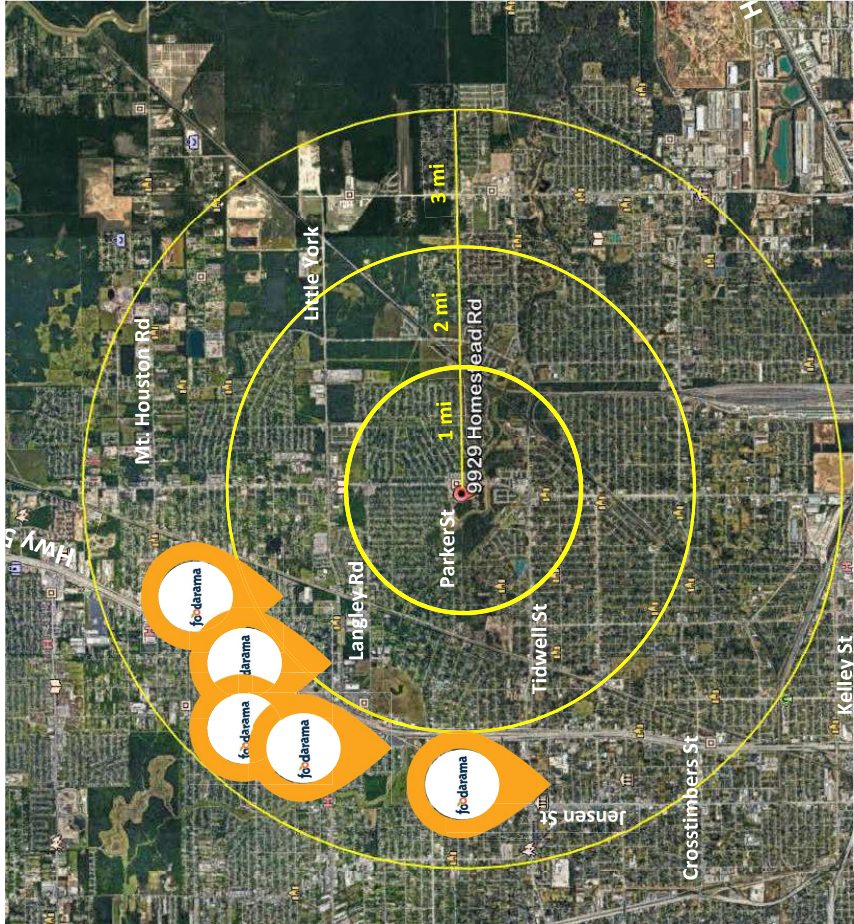
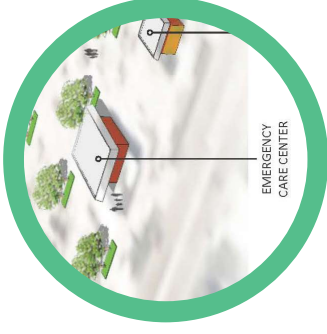


BRIDGE TO THE COMMUNITY

- Addresses the culturally desire to visit clinics/urgent cares over a general practitioner
- Instant access for prevalent health issues



MEDICAL CLINICS | DOCTORS' OFFICES IN A 3 MILE RADIUS

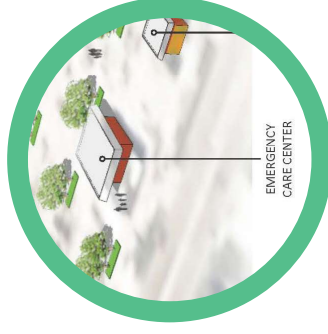


- A general practitioner requires insurance
- Culturally, the minority communities prefer to attend an urgent care/emergency room/hospital
- There is a surge in treatable diseases in the community

A Healthcare Partner would:

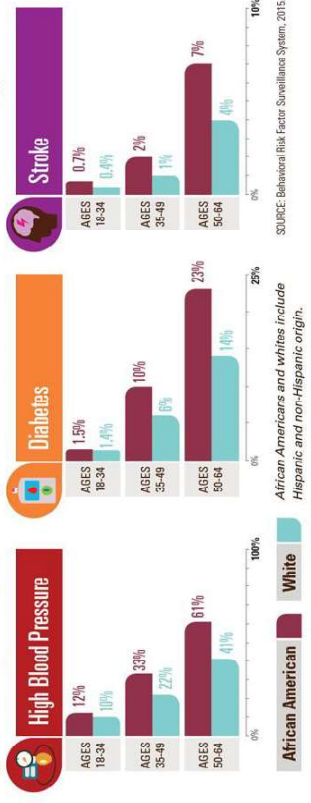
- Become an advocate for the community to Work across sectors to connect people with services that impact health, such as transportation and housing
- Addressing heart disease, stroke, and other cardiovascular diseases, which disproportionately affect African Americans, by implementing national initiatives such as Million Hearts®

48% OF THE IMMEDIATE AREA IS AFRICAN-AMERICAN

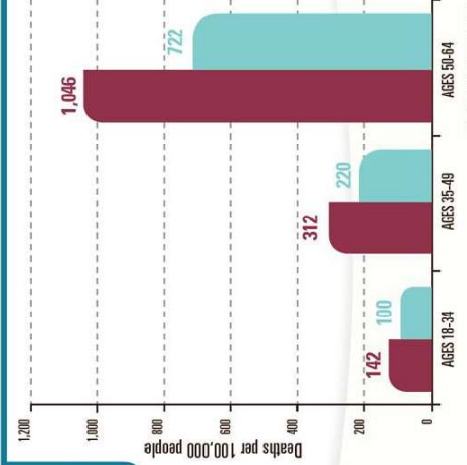
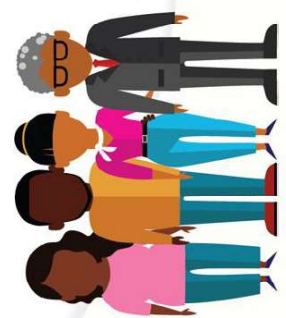


Our holistic approach addresses unemployment, home ownership, MD access, activity and obesity.

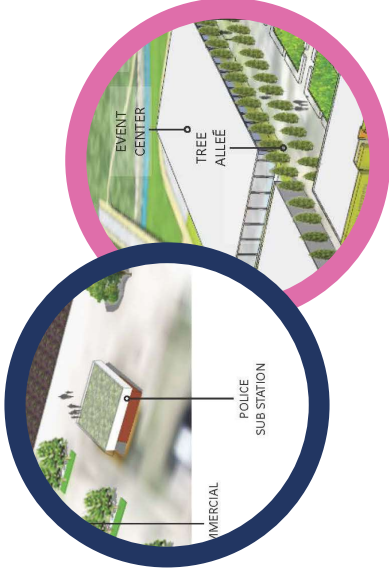
Young African Americans are living with diseases more common at older ages.



African Americans are more likely to die at early ages from all causes.



SAFE FAMILY OPPORTUNITIES



CHALLENGE

Safe Family Opportunities

SOLUTION

- Multipurpose Event Center
- Connection to the City Park
- Community Garden
- Police Substation
- Bike and hike trails
- Revitalize abandoned buildings
- Proper lighting



BRIDGE TO THE COMMUNITY

- Crime reduction
- Strengthen community organizations
- Expand neighborhood advocacy
- Give parents a place to bond outdoors with their children
- Foster environmental movements for youth
- Creates safe, outdoor activities for everyone
- Sense of pride in the community



MULTI PURPOSE EVENT CENTER



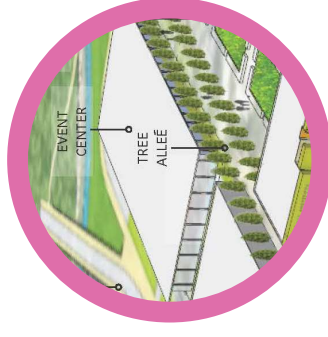
Multi-Purpose Event Centers become a way to stimulate family time, leadership movements and event hosting that better the community.

Safe place for:

- Large group gatherings
- Fellowship
- Small, local concerts
- Family and community BBQs
- Neighborhood meetings
- Award ceremonies
- Fundraisers
- Cool off in the summer heat

Multi-Purpose Center

Tidwell Park

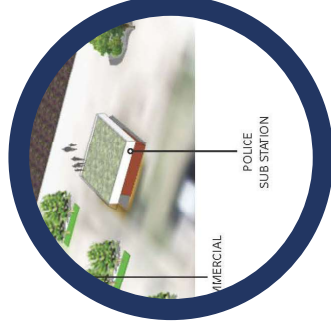


SUBSTATION

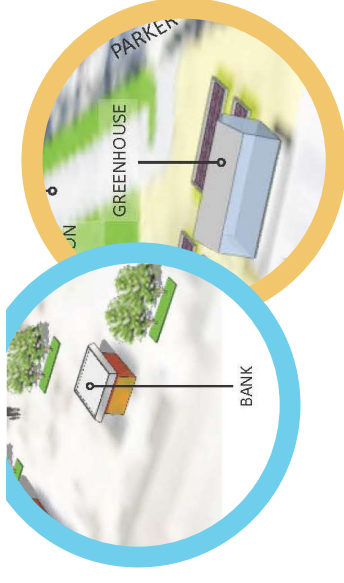


A Houston Police Department substation will provide:

- Create an overall safer area for residents and commercial commuters
- Swifter response times to the area
- Deter the current crime
- Foster a relationship building environment



EDUCATIONAL OPPORTUNITIES



CHALLENGE

Providing educational experiences



SOLUTION

- Community Garden, partnerships with grocer and charitable organizations
- Health education
- Nutrition education
- Education with after school programs
- Financial institutions

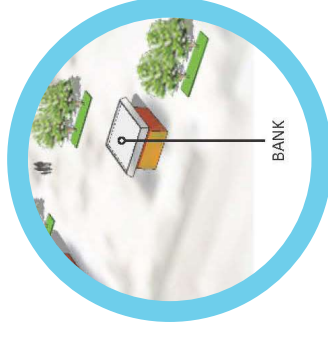


BRIDGE TO THE COMMUNITY

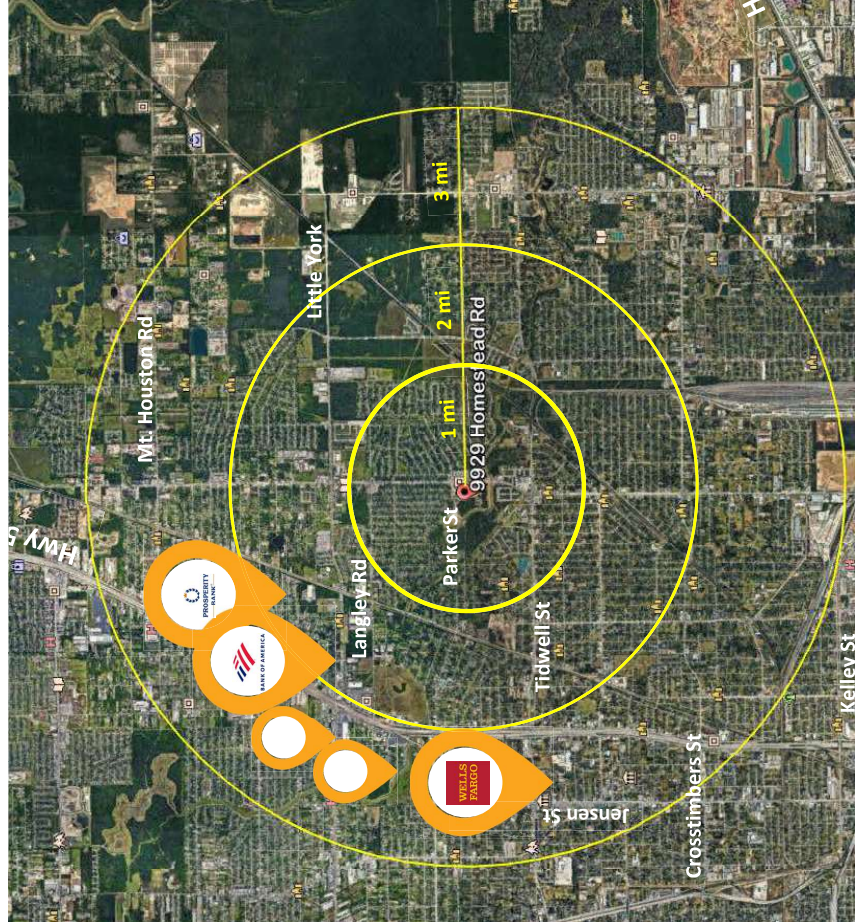
- Partnerships and gardens lead to a “Seed to Table” educational philosophy that benefits health and eating habits
- Increase educational success
- After hours Education Enrichment Program
- Education for finance
- Financial counseling by a bank

BANK BRIDGE

03 BANKS
02 ATMS



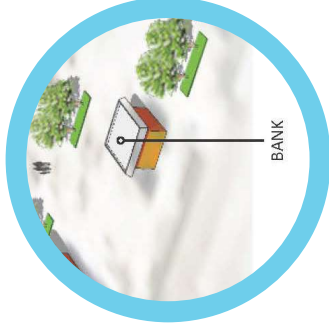
- Little to no access to banks or education about finances leads to payday fees and other loan “shark” places
- Overdraft fees and bank hours also lead to this practice
- A bank that understands the needs of the community is the solution



Bank branch closures broken down by income

CRA income designation	JPMorganChase		Bank of America		WELLS FARGO	
	Majority-black	Rest of America	Majority-black	Rest of America	Majority-black	Rest of America
Upper	-31.3 (-5)	+5.3 (102)	-7.7 (-1)	-12.3 (-237)	-25.0 (-2)	-8.1 (-172)
Middle	-24.2 (-16)	-5.1 (-93)	-24.4 (-19)	-21.4 (-457)	-3.4 (-2)	-12.6 (-319)
Moderate	-13.5 (-12)	-1.3 (-12)	-29.2 (-40)	-21.9 (-276)	-6.1 (-8)	-10.4 (-136)
Lower	-30.4 (-21)	-0.4 (-1)	-34.8 (-32)	-20.2 (-71)	+8.6 (6)	-8.9 (-29)

Data compiled April 29, 2019.



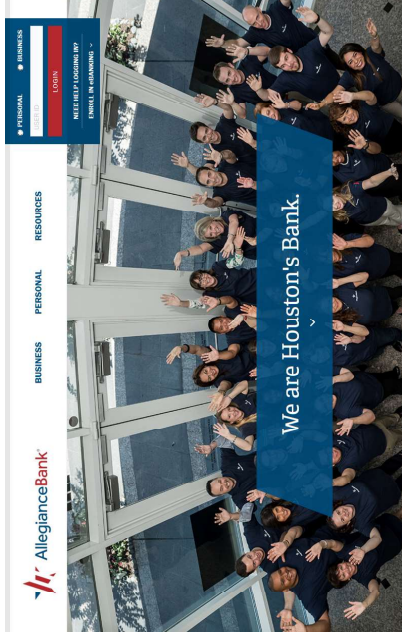
THERE ARE SEVERAL OPTIONS FOR FINANCIAL INSTITUTIONS THAT WILL BENEFIT THE COMMUNITY



UNITY
Member FDIC
National Bank

BLODGETT
2602 Blodgett St.
Houston
Phone: 713-387-7400
Fax: 713-526-8697
Lending: 713-387-7400

FORT BEND
1661 Texas Parkway
Missouri City
Phone: 713-387-7400
Fax: 281-416-9440
Lending: 281-835-2400



- Only Black Owned Bank in Texas
- Hosts learning events on banking for the community
- No charge ATM fees, no matter who you bank with

- Recently moved to more urban areas

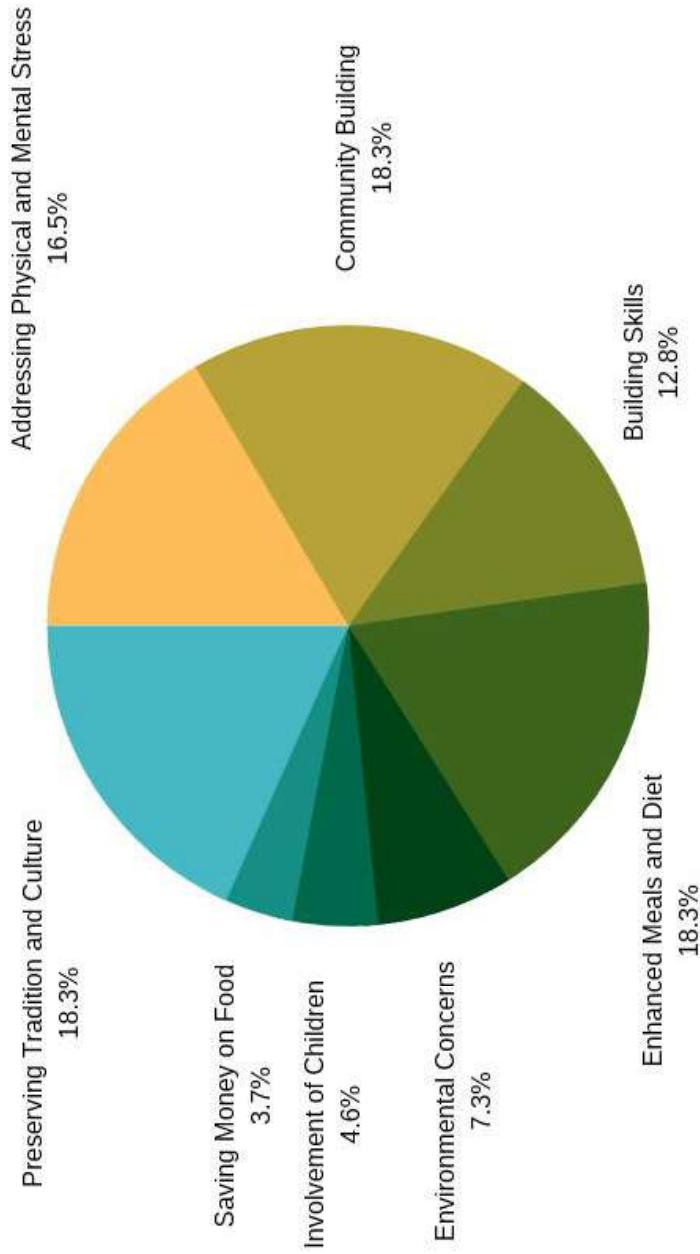
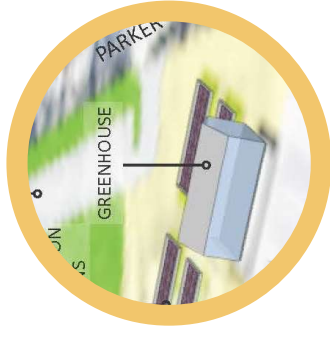
- Currently working with Wheeler Avenue Baptist Church
- Has education courses on banking, establishing credit, how to apply for loans

COMMUNITY GARDEN BRIDGE

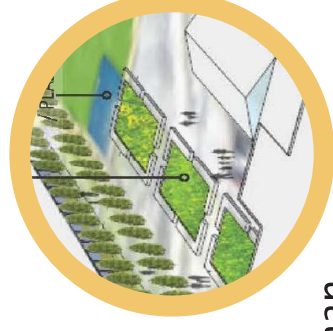


“Gardens, scholars say, are the first sign of commitment to a community.”
Anne Rover

- Stronger communities
- Stimulates social interaction
- Healthy lifestyles
- Educational opportunities
 - Aligns with STEM activities
 - Teaches responsibility
 - Develops fine motor skills
 - Engages all the sense
 - Introduction to scientific theories
- Fresh produce
- Emotional health
- Physical activity increase
- Familiar bonding
- Provides activities for the elderly
- Reduces crime rates
- Beautification of area
- Environmental impact
- Increases home values

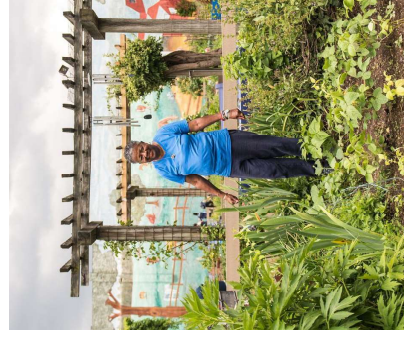
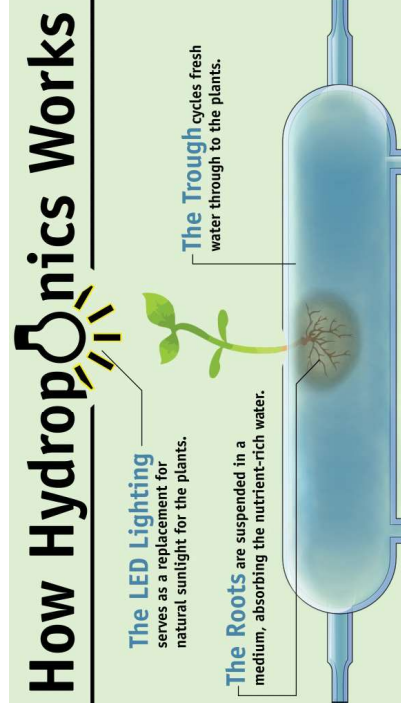


COMMUNITY GARDEN BRIDGE



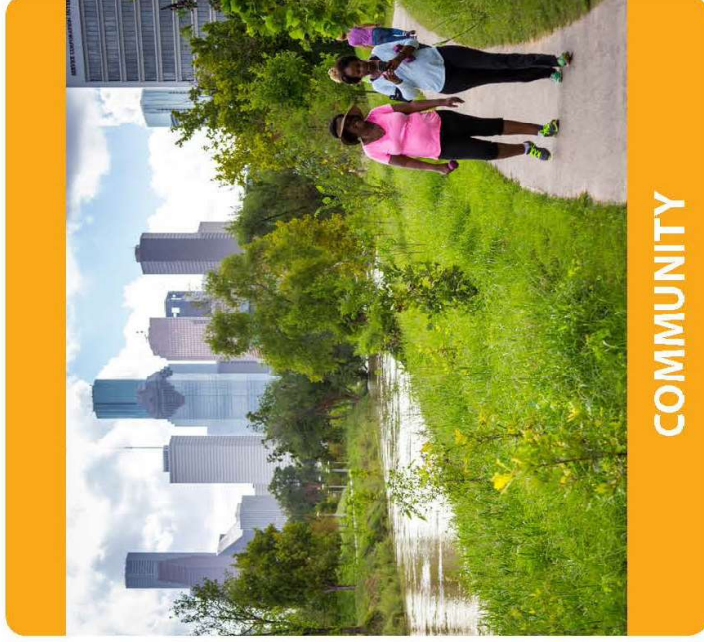
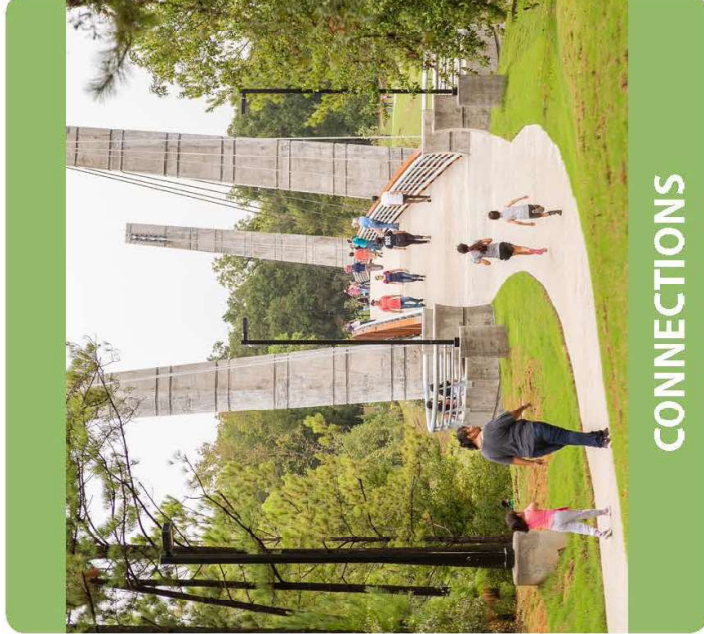
The gardens will feature both an outdoor community garden and a state-of-the-art hydroponic greenhouse.

- **Less water:** Hydroponic systems use less water — as much as 10 times less water — than traditional field crop watering methods because water in a hydroponic system is captured and reused, rather than allowed to run off and drain to the environment.
- **Locally grown:** Indoor hydroponic systems allow plants to grow almost anywhere all year round.
- **Less space:** Hydroponic systems come in a variety of designs including vertical stacking systems that take up a small amount of space.



BRIDGES TO THE COMMUNITY

The surrounding area is rich with burgeoning and established community centers that would be beneficial partnerships for Homestead.



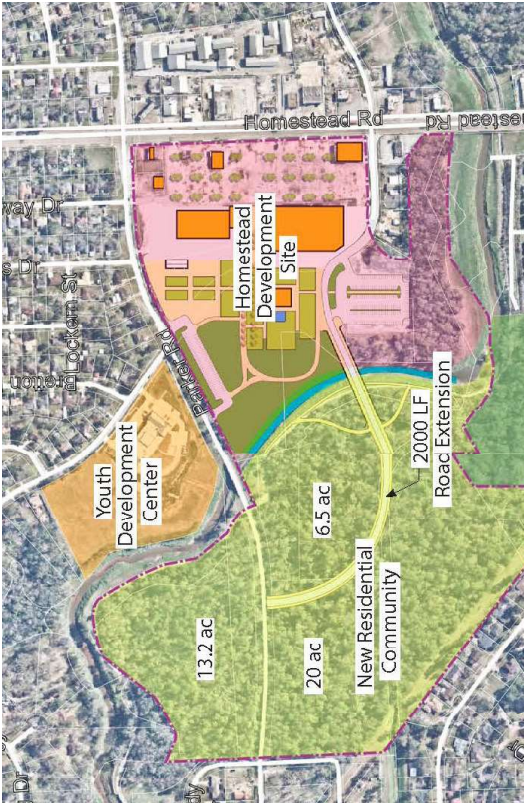
PARTNERSHIP BRIDGES

YDC – YOUTH DEVELOPMENT CENTER, INC

YDC is a licensed Texas Department of Family and Protective Services program that works with first through sixth graders to provide educational foundations, nutritious meals, field trips, leadership training and transportation.

HOW WE CAN PARTNER

- Educational courses with community garden
- Educational courses with the grocer
- Educational/workforce introductions with commercial space and grocer
- Partner with bank for young financial health classes
- Safe meeting space for outdoor activities
- Partner with HPD substation for safety and education courses
- Splashpad and picnic space
- Hike and bike trails to coexist with their recreational space
- Developer owns a workforce training school that would offer youth courses as an introduction



YDC RESULTS FOR THE 2018-2019 ACADEMIC YEAR:

Students in Grade 1 and 2

100% of the Students Improved the Skills Necessary to Become Independent Readers*

*Using pre- and post-instruction testing from Words Their Way curriculum

Students in Grades 3 – 6

Average Reading & Comprehension Gain: 2.0 Grade Levels**
Average Math Gain: 7 Months**

**Using Slosson's DST:R and DST:M for pre- and post-instruction testing

PARTNERSHIP BRIDGES

CITY OF HOUSTON TIDWELL
COMMUNITY CENTER

0.8 MILES



NORTH HARRIS COUNTY COMMUNITY CENTER

3.1 MILES



HOW WE CAN PARTNER

- Healthy living and wellness classes in conjunction with the fitness center
- Enrichment program could utilize the outdoor recreational area
- After school programs to partner with the community gardens
- Bike riding lessons to be held on the trails
- Offers space for ages 6 – 13, partnerships with commercial space, workforce development school, grocers, etc. to prepare for interest in the workforce

PARTNERSHIP BRIDGES

HOUSTON COMMUNITY COLLEGE

HCC North Forest Campus:
Automotive Center of Excellence and Workforce Focused

1.2 MILES

HOUSTON INDEPENDENT SCHOOL DISTRICT

WP Academy, Northwood Middle School, Rogers Elementary, Fonwood Elementary

(2) K-5 (1) 6-8 (1) 9-12

HOW WE CAN PARTNER

- Hands on educational courses in workforce training
- Partnering with financial institution to teach financial health courses
- Partnership with HISD to host HOSA for the 11th and 12th grade
- An influx of cars coming for the commercial space can be worked on for a discount at HCC

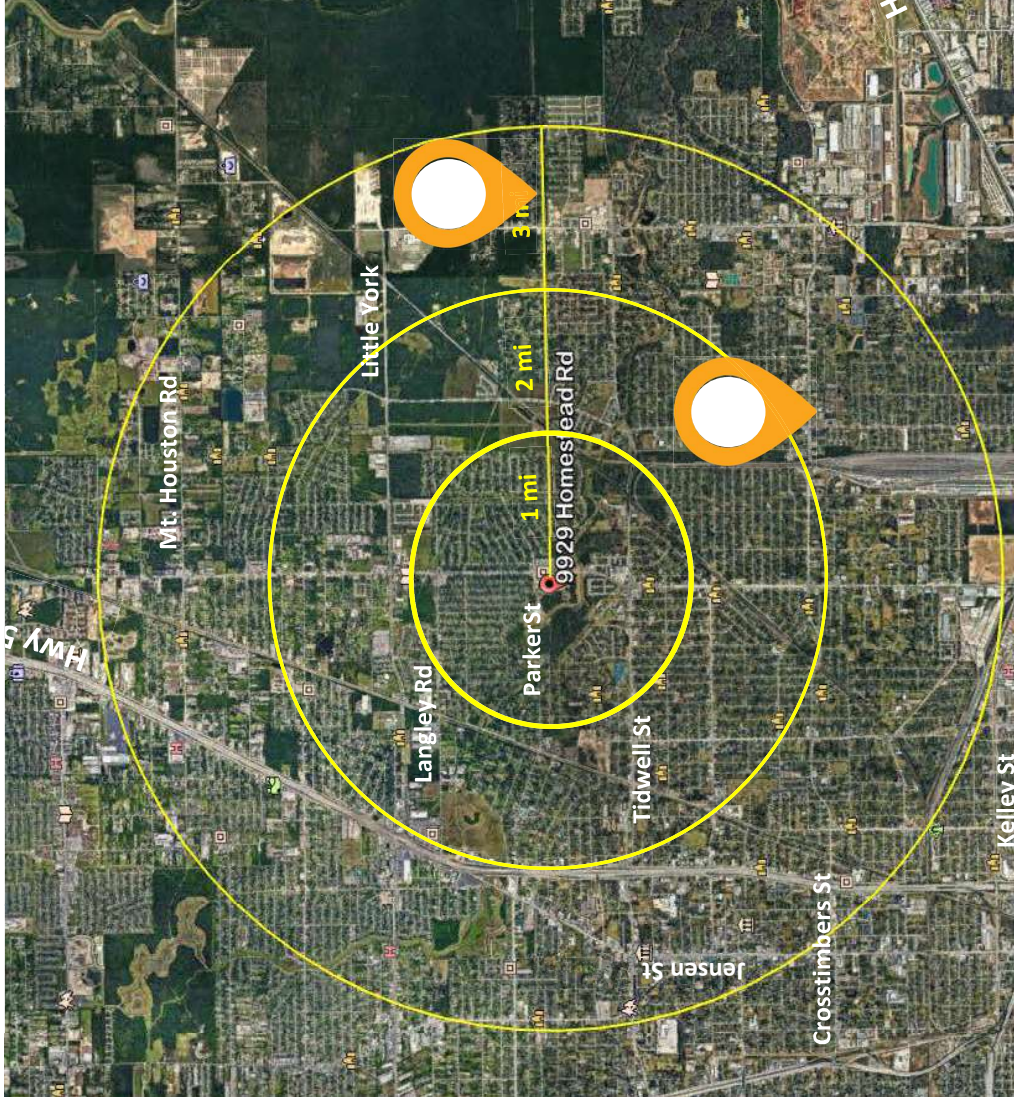
PARTNERSHIP BRIDGES

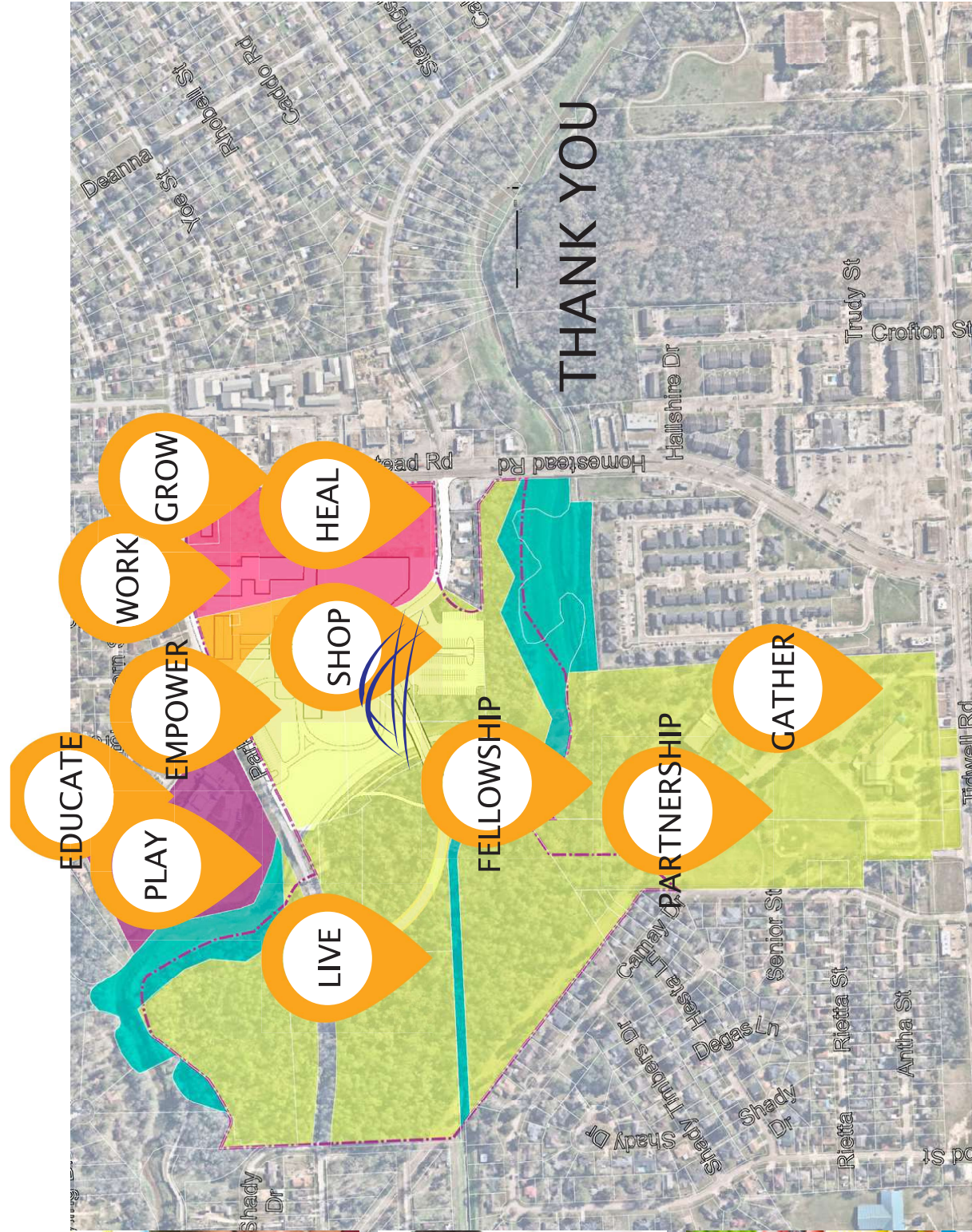
SENIOR LIVING CENTERS

2 CENTERS

HOW WE CAN PARTNER

- Grocery delivery (which also provides jobs)
- Programs at the community garden to improve access to Vitamin D, exercise, sense of community, dexterity and healthy food
- Partner with Tidwell community center to create senior activities
- Police station to provide safe walking trails
- Urgent care/clinic to provide prompt response





THANK YOU