



Advisory Services  
Program



Dallas-Fort Worth

A wide-angle landscape photograph of Northside Fort Worth, Texas. The foreground shows a paved road and green grass. In the middle ground, there are several large, mature trees and a few houses. In the background, the Fort Worth skyline is visible under a bright blue sky with scattered white clouds.

# Northside Fort Worth

FORT WORTH, TEXAS

SEPTEMBER 15-20, 2024

## THE MISSION OF THE URBAN LAND INSTITUTE

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Shape the future of the built environment for transformative impact in communities worldwide

### MISSION COMMITMENTS

**CONNECT** active, passionate, diverse members through the foremost global network of interdisciplinary professionals

**INSPIRE** best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing

**LEAD** in solving community and real estate challenges through applied collective global experience and philanthropic engagement







For over 75 years, ULI's Advisory Services Program (ASP) has matched the brightest minds in real estate with the toughest problems facing our cities.



ASP panels bring together the best and brightest from ULI's diverse membership - developers, planners, financiers, market analysts, economists, architects, designers and public officials - to provide **practical solutions and objective, unbiased advice** not available from any other source.



They partner with public leaders and are not afraid to ask the tough questions that illuminate unique pathways forward.

# ULI Panelists and Staff

Selected for their subject matter expertise to provide **objective, volunteer** recommendations

**Omar Gonzalez (Panel Chair)**

Oxbow Development Group  
San Antonio, TX

**Agnès Artemel**

Artemel & Associates  
Alexandria, VA

**Antonio Fiol-Silva**

SITIO architecture + urbanism  
Philadelphia, PA

**Ashley Terry**

Wheeler District  
Oklahoma City, OK

**Danielle “Dee” Giarla**

VanTrust Real Estate  
Kansas City, MO

**Dr. Laura J. Cortez**

Cortez Consulting  
Austin, TX

**Liliana Gonzalez**

Cinnaire  
Detroit, MI

**Lucia Garsys**

GarsysPlanning  
Tampa, FL

**Lauren McKim Callaghan**

Senior Director, ULI Advisory Services

**Barbra Gustis**

Director, ULI Advisory Services

**Victoria Oestreich**

Senior Manager, ULI Centers & Initiatives

**Tamela Thornton**

Executive Director, ULI Dallas-Fort Worth

**Amber Crawford**

Manager, ULI Dallas-Fort Worth

**Shane Burton**

Senior Contractor, ULI Dallas-Fort Worth

**Kelly Annis**

Report Writer, Branch Communications

**Henry Cisneros**

Former Secretary, U.S. Housing and Urban Development  
Panel Advisor



# The ULI Advisory Services Process



## LISTENING/LEARNING

- Sponsor briefing
- Site tour
- Meet & Greet
- Stakeholder interviews

## DEVELOPING RECOMMENDATIONS

- Guided panelist deliberation
- Deliverable production

## OFFERING EXPERT SOLUTIONS

- Presentation of recommendations
- Final report/work product







# THANK YOU TO OUR SPONSORS



FORT WORTH  
HISPANIC CHAMBER  
OF COMMERCE



With additional support from the Urban Land Institute (ULI) Dallas – Fort Worth District Council, the ULI Foundation, the North Texas Community Foundation, the Rainwater Charitable Foundation, and the Amon G. Carter Foundation

# THANK YOU, STAKEHOLDERS

Fort Worth Mayor Mattie Parker • District 2 City Councilmember Carlos Flores • District 9 City Councilmember Elizabeth Beck • District 10 City Councilmember Alan Blaylock • Abby Boyd • Amy Connolly • Andres Acuna • Andrew Taft • Anette Landeros • Ann Jacqmain • Ann Zadeh • Antonio Martinez, Jr. • Arica Serna • Blanca Ibarra • Bobby Maldonado • Brad Gorrondona • Brooks Powell • Cameron Gorman • Carlos Gonzalez-Jaime • Carlos Saenz • Carmen Castro • Catherine Arredondo • Catherine Hollis • Christina Brooks • Christy Mead • Clair Davis • Crystal Alba • Dana Burghdoff • Dee Lara O'Neal • Dennis Chiessa • Derek Castro • Donna VanNess • Dora Tovar • Enrique Rincon • Eric Fladager • Estrus Tucker • Fernando Costa • Gabe Gonzalez • Gina Santillan • Glenn Forbes • Grant Chaparro • Henry Cisneros • Isaac Manning, Jr. • Isabella Lozano • Ismael Arebalos • Dr. Jacinto "Cinto" Ramos, Jr. • Joaquim "Jack" Carvalho • Jacob T. Horwedel • James M. McAmis • James Vastine • Jay Chapa • Jay McCall • Jeff Givens • Jeremy Smith • Jerre Tracy • Jesica McEachern • Jessica Bonilla • Jesus Flores • John Robinson • John Walsh • Juan Rodriguez • Justin Newhart • Kacey Bess • Katy Myer • Kimberly Tyler • Korrie Becht • Leah King • Libby Willis • Lindsey Campbell • Lisa Saucedo • Lizeth Garcia • Lonnie Nicholson • Dr. Lorin Carter • Luis Galindo • Luis Lopez • Luz Herrera • Lydia Guajardo Rickard • Maira Camacho • Manuel De La Cruz • Mariah Zurita • Martha Collins • Mary Margaret Lemmons • Melinda Martinez • Melissa Rincon • Michael Bennett • Michael Wollman • Michelle Gutt • Monique Hill • Nestor Martinez • Nick Martin • Orlando Fernandez • Oscar Moncada • Paul Paine • Paul Trigona • Paxton Motheral • Rafael Salazar • Raymond Hill • Rosa Navejar • Reyne Telles • Rian Maguire • Ricardo Alvarez • Richard Andreski • Richard Perez • Robert Sturns • Roman Mercado • Rory Maguire • Rose Bradshaw • Ryan Zelazny • Sam Esquivel • Sandra Baldivia • Sarah Geer • Sergio Garza • Sharon Warren • Skyler Ainesworth • Stacey Pierce • Steve Montgomery • Steve Mundt • Steven Gonzalez • Terry Montesi • Toby Owens • Tony Pham • Valerie Washington • Whitnee Boyd • Will Porter • William Girón



# We greatly appreciate your time!

Meet & Greet attendees  
Phone call, meeting, and  
stakeholder interviewees,  
and others





An aerial photograph of a campus or park area. In the foreground, a winding river flows through lush green fields and clusters of trees. A paved path follows the river's edge. To the right, a parking lot contains several cars and a sign that reads "PANTHER". In the middle ground, there are large, open green spaces and a few scattered trees. The background shows a dense urban area with numerous buildings and structures under a clear blue sky with some light clouds.

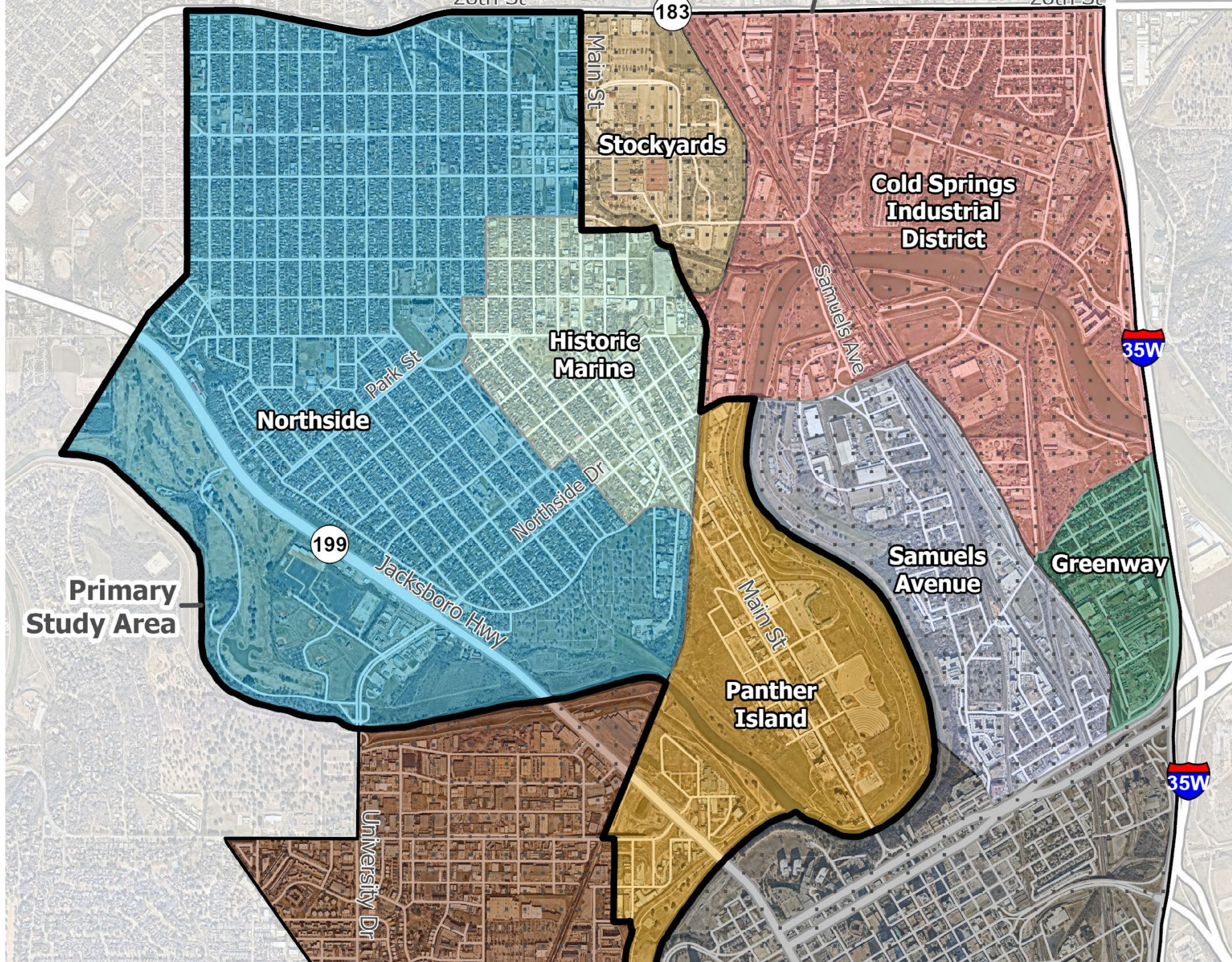
# Study Questions and Context



# Panel Scope

- 1. Neighborhood Conservation:** How will development on Panther Island and in the Stockyards affect residential property values and rents in the Northside and Historic Marine neighborhoods? How can we minimize any displacement of households resulting from these impacts?
- 2. Housing Affordability:** How can we promote the development of tax-paying affordable and mixed-income housing in the study area? What sites are most suitable for this purpose?
- 3. Business Diversity:** How can we ensure that small and under-represented businesses are able to participate equitably in design and construction activities associated with Panther Island? As commercial property values and lease rates rise in the study area, how can we minimize any displacement of small businesses?
- 4. Historic and Cultural Preservation:** How can we preserve the study area's historic, cultural, and architectural character while accommodating new development? How can the preservation and development of Heritage Park, 1012 N. Main Street, and 1000 NE. 12th Street contribute to this goal? How can we effectively connect these peripheral historic sites to Panther Island?
- 5. Implementation:** How can we ensure that responsible entities will faithfully and efficiently implement recommendations from the ULI planning workshop? How can we facilitate continuing participation by community stakeholders in study area planning activities after publication of the final report?







park  
stability neighborhood  
fabric engagement historic marine  
homelessness safety members need  
northside pride transform unity  
hispanic corridor murals connectivity voice support technical future  
community diverse families lack preserve rose  
multicultural community-led buildings unheard transparent vaquero  
stockyards buildings opportunities cuisine  
multigenerational ownership create historical  
culture awareness



# What We Heard

- Pride in the Northside and in Fort Worth
- Community is multi-generational and strengthens the neighborhood fabric
- Noticeable progress but some lingering distrust in government
- Lack of awareness of initiatives and policies that could come from format or language barriers
- Unheard voices – community members missing from registered groups such as the neighborhood associations or Hispanic Chamber of Commerce
- Technical jargon can be difficult for the layperson to understand
- A need for unity – residents face similar issues across racial and ethnic backgrounds
- Safety and homelessness are concerns – not unique for metro areas, clear presence/active role of Fort Worth Police Department, but need continued attention on safety including services for people experiencing homelessness



# Paradigm Shift









N Commerce St 1400  
E Central Av 100

STOP



# How Panther Island Development Can Help Northside

Provide access for residents to the following:



Downtown and other cultural assets



Waterfront, trails and recreational activities



Job and income earning opportunities



Improved transit and mobility options



Attainable housing and homeownership





# Northside Residents Need Access to Resources to Thrive

Our recommendations highlight the following areas to be addressed:



- Remain in house / age in place
- Apply for tax exemptions and protections
- Workforce development skills & upskilling
- Small business support
- Celebrate culture and history
- Health and wellness benefits including access to improved parks and amenities
- Accommodate multigenerational living on property
- Know neighbors and become engaged citizens



# Call to Action



# Recognizing the Scale and Impact of Panther Island

- Once complete, the \$1.1B US Army Corps of Engineers project will make 383 acres of public land holdings available for redevelopment. This will result in millions of square feet being developed.
- The HR&A Panther Island Real Estate, Economic Development, and Implementation Strategy notes that it:

“has the potential to offer immense economic, employment, housing, and community benefits”

“the scale of the...project increases the potential for powerful unintended consequences on surrounding communities, making the early and proactive implementation of equitable development strategies essential.”

“the scale of the upcoming development is such that it could still have significant impacts on property values, traffic patterns, and other dynamics in surrounding neighborhoods”

Panther Island Real Estate, Economic Development, and Implementation Strategy,  
HR&A, March 5, 2024



Early conceptual model of Panther Island development.



# Comparable Scale and Timeline

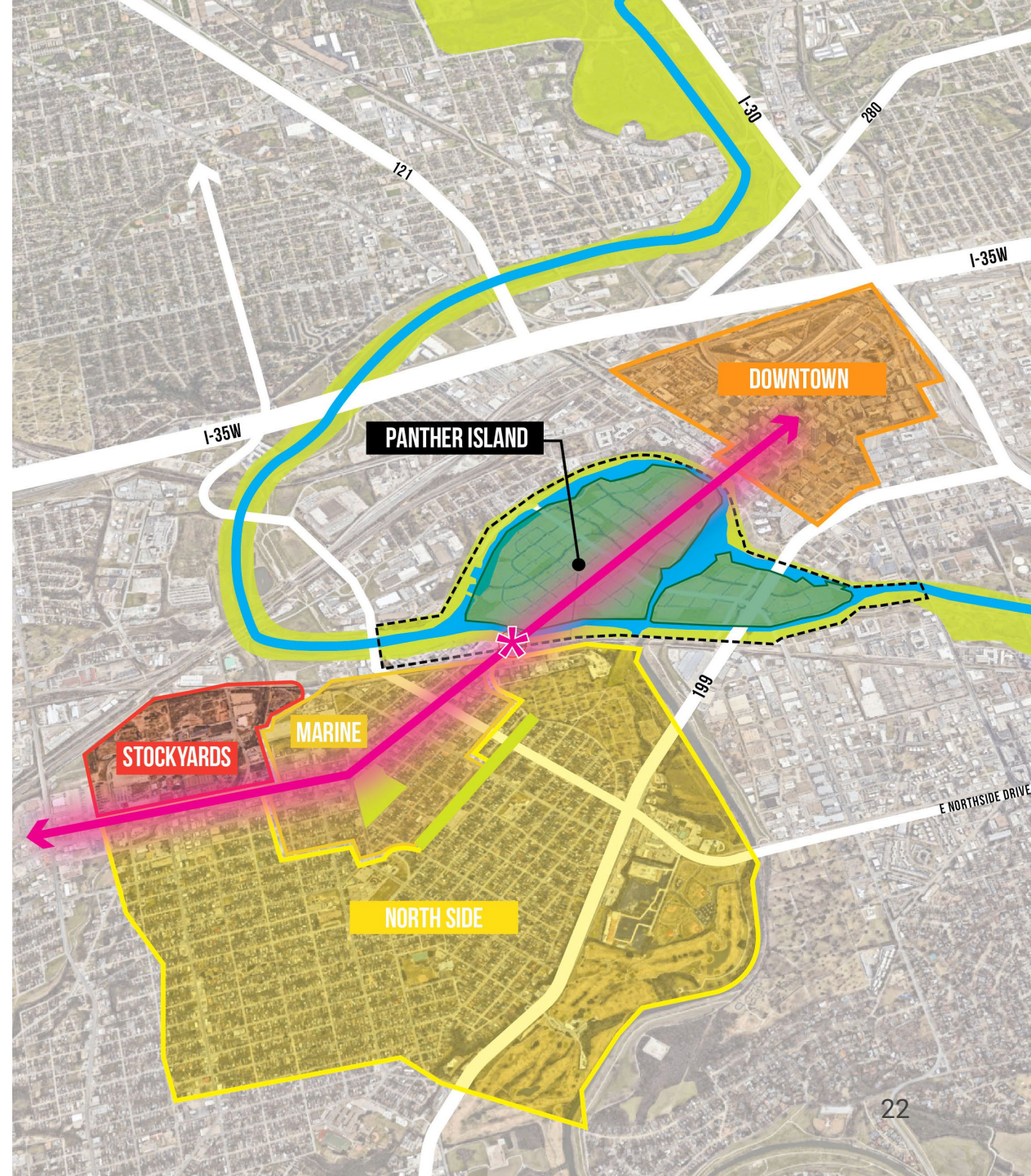
- Boston's Seaport District, which began in the late 1990's, is now reaching maturation, altering the dynamics of its relationship to the city
- Consider that in a similar 20-year time frame, from 2004 to today, Fort Worth's population surged over 50% and its employment over 80%. The city's dynamic growth will continue, making Panther Island AND its adjoining neighborhoods key to its future
- The USACE flood control project will take 10 years to complete, the redevelopment build-out of the island will likely take 20+ years, but the dynamics of the project have been unleashed. The time for action is NOW!





# The Significance of Connectivity

- Panther Island must be intentionally considered as a part of an important whole, **not** as an island
- **Reframe** how Panther Island is viewed and discussed
- Emphasize its **connections** to the city, people, and economy. This thinking should increasingly inform the planning of Panther Island AND that of its adjoining neighborhoods



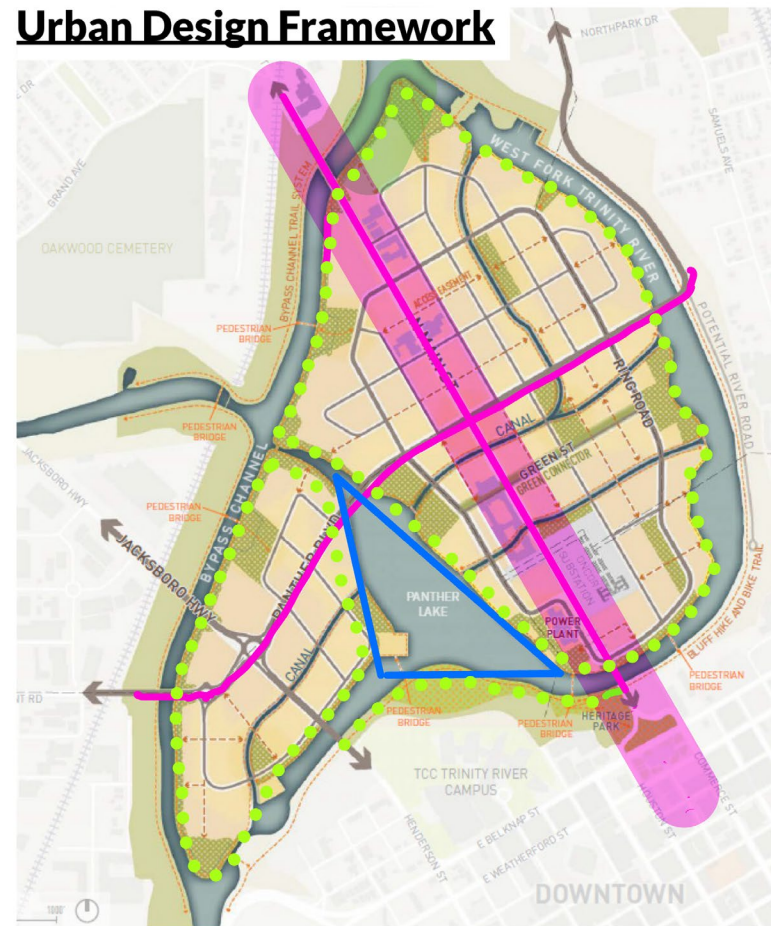


# Master Planning Spheres

Considerations at both Panther Island and the Northside neighborhoods arise regarding:

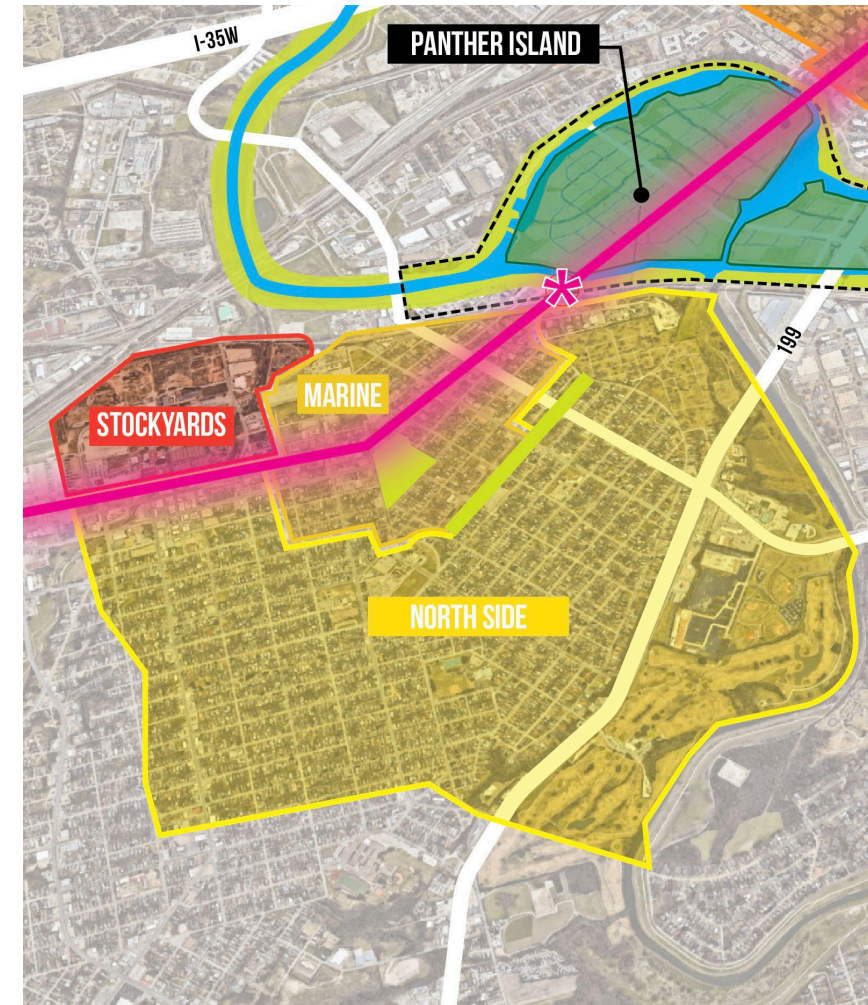
- Access to water
- Access to transportation
- Walkability

Panther Island Plan



Caption: Urban design of Panther Island  
Source: HR&A, 2024

Northside Perspective







# Anti-Displacement Strategies



# Impact on Residential Property Values and Rents

Values and rents are and will continue to increase due to immediate challenges and long-term development pressures

- As of 2023, properties in the study area had an average appraised value estimated at \$225,000, based on data from the Tarrant County Appraisal District. The percent of change over time in the past 5 years is **drastic**, reflecting more than a 90% change in average appraised values
- Rising property values and rents will lead to higher property taxes
- This creates strain for legacy Northside and Historic Marine residents, increasing the risk of displacement



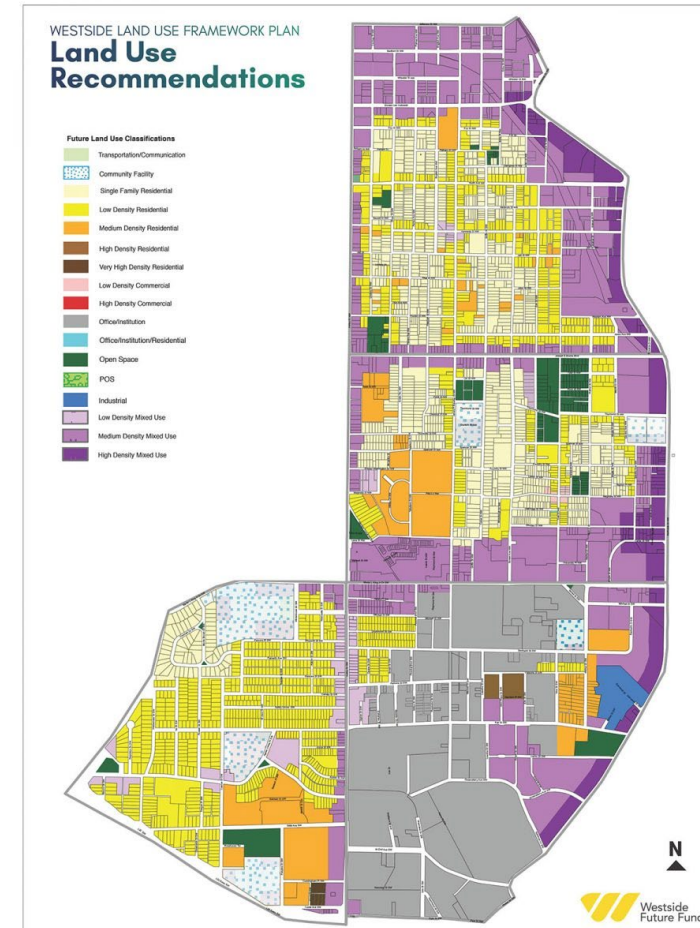


# Strategies for Minimizing Displacement: Plan

Create and codify a neighborhood masterplan

This plan will:

- Guide redevelopment of the Northside and Historic Marine neighborhoods, creating a cohesive plan amongst the diversity of land uses in the area
- Be commissioned jointly by the Planning Department and Northside Community Action Committee
- Provide updates to the Fort Worth Comprehensive Plan that **align** closer with the **desires of the residents and business owners** of the Northside communities



Recommended Case Study for Review: Westside Future Fund Land Use Plan



# Strategies for Minimizing Displacement: Overlay

## Implement Northside Neighborhood Conservation Overlay

- Establish a zoning overlay that aims to **conserve the character, culture, and historical integrity of Northside** while promoting attainable housing, economic development, and expanded services
- **Remove industrial uses adjacent to commercial corridors** – essential for stabilizing the area
- Properties would be eligible for **5-years of tax abatement** from the City when 30% or more of the assessed value has been spent on improvements by the property owner
- Properties would be eligible to have **City fees waived**
- Additional measures to consider:
  - Design principles
  - Parking reductions
  - Multimodal transportation strategy
  - Short-term rental policies
  - Attainable housing incentives
  - Economic development support





# Strategies for Minimizing Displacement: Program

## Programs for homeowners

### ■ **Tax Relief**

- Collaborate to establish a Tax Fund Program that provides financial assistance to homeowners to cover increases in their property tax bills

### ■ **Legal Aid**

- Expand the existing Legal Aid group to help property owners sort out title and tax issues in the Northside community. Consider partnering with Texas A&M Law School to enhance this support

### ■ **Home Repair Assistance**

- Expand the existing Priority Repair Program to 100% area median income in the Northside Neighborhood Conservation Overlay
- Partner with a local credit union to create a low-interest or zero-interest revolving loan program that helps Northside homeowners afford critical home repairs and maintenance without the heavy financial strain

### ■ **Foreclosure Prevention Program**

- Partner with housing counselors and local financial institutions to provide resources for effective foreclosure prevention. Programs should include loan modifications, financial literacy programs, or assistance with refinancing



# Strategies for Minimizing Displacement: Program

## Programs for tenants

- **Legal Aid**

- Expand the existing Legal Aid group to provide tenants with free or low-cost legal assistance that helps contest unfair evictions, negotiate with landlords, and understand their rights

- **Code Enforcement**

- Hold landlords accountable to local health, safety, and building standards and help tenants live in safe and healthy homes. This accountability can be enforced through regular inspections and a robust reporting system that allows tenants to report violations without fear of retaliation

- **Property Management Training Program**

- Landlords must be able to maintain their financial records, properly and effectively screen potential tenants, provide preventative as well as on-demand maintenance to their buildings, and more. Regular training programs addressing these topics could become a cost-effective mechanism for engaging landlords while preserving attainable housing





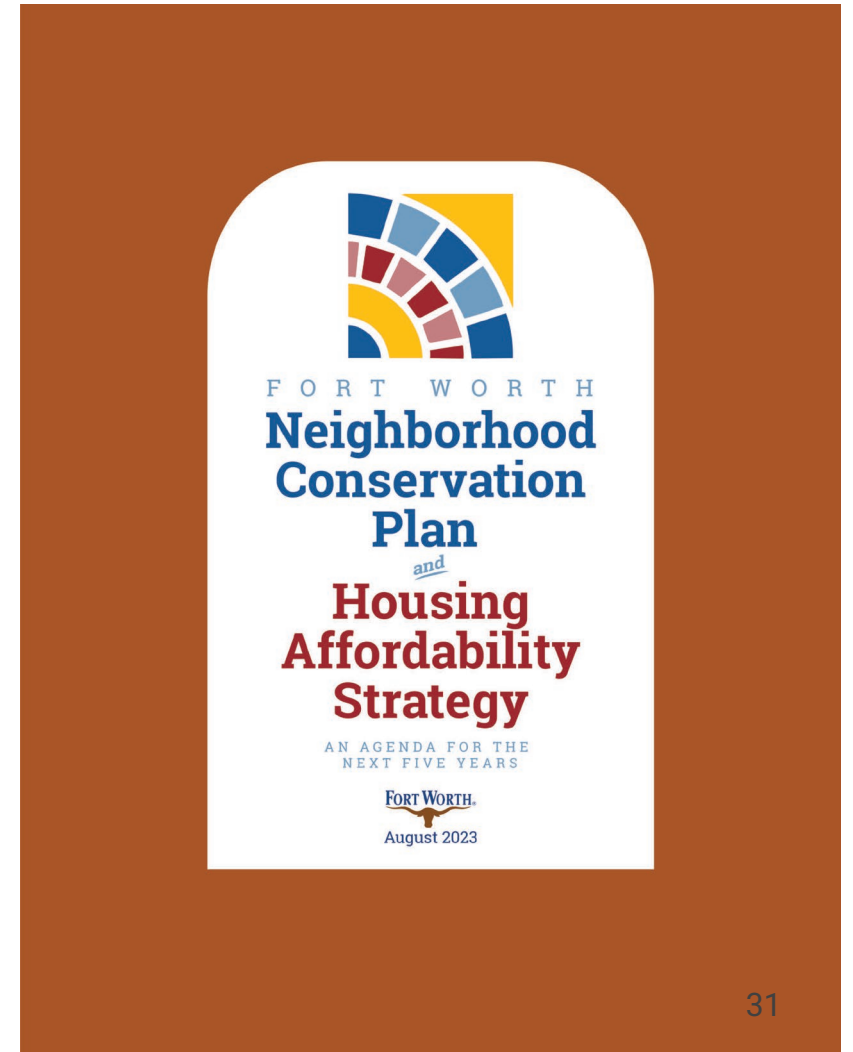
# The Case for Housing Affordability



# The Case for Housing Affordability

Promoting affordable and mixed-income housing to preserve the neighborhood fabric

- A cornerstone for a healthy vibrant community
- What we heard:
  - Macro Level: Land values increasing at a concerning rate, increase in property taxes, shortage of affordable housing stock and home prices and rental rates do not reflect a typical household
  - Micro Level: Escalating rent and home prices are forcing families to make difficult decisions impacting not only those family members but also the communities they are leaving behind



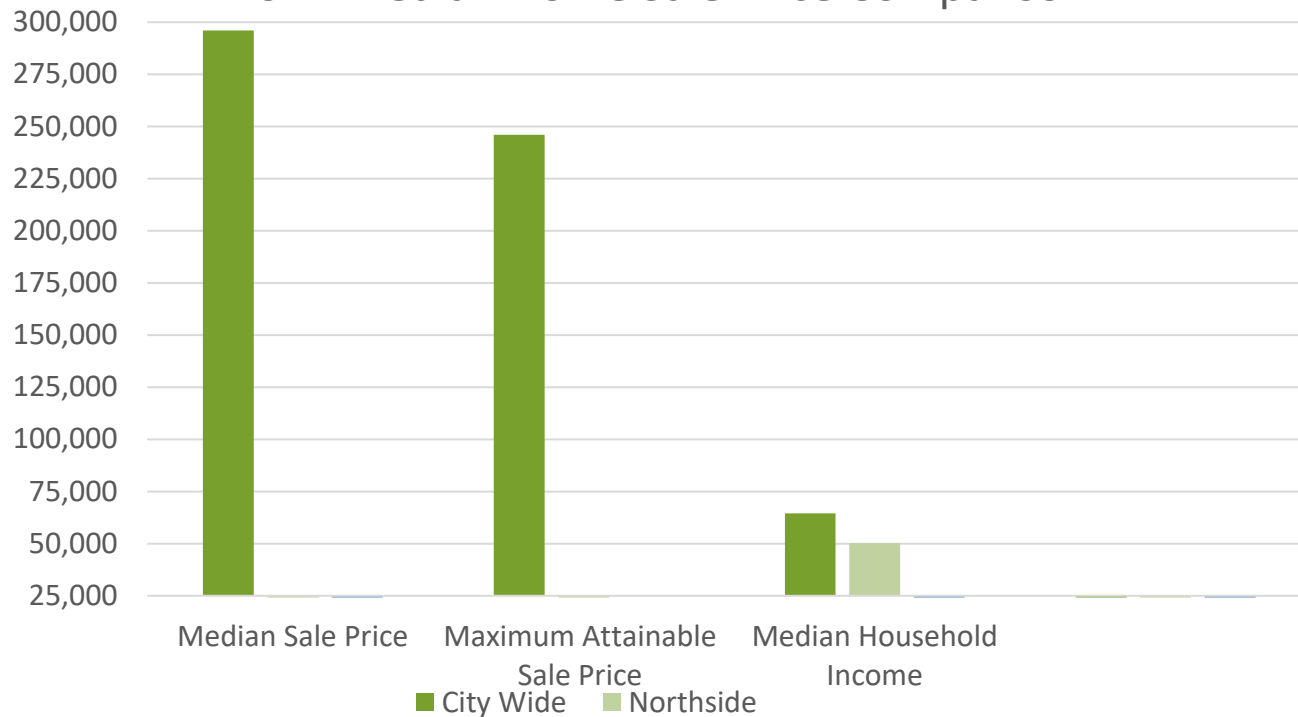


# Bird's Eye View

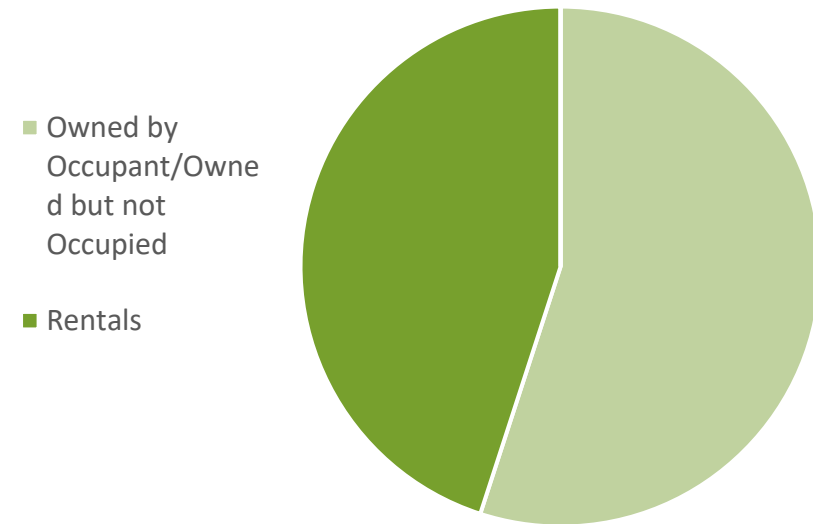
Understanding existing and future trends

By 2045, the city will be home to **1.2 million residents**, about **418,000 households**

### 2021 Median Home Sale Price Comparison



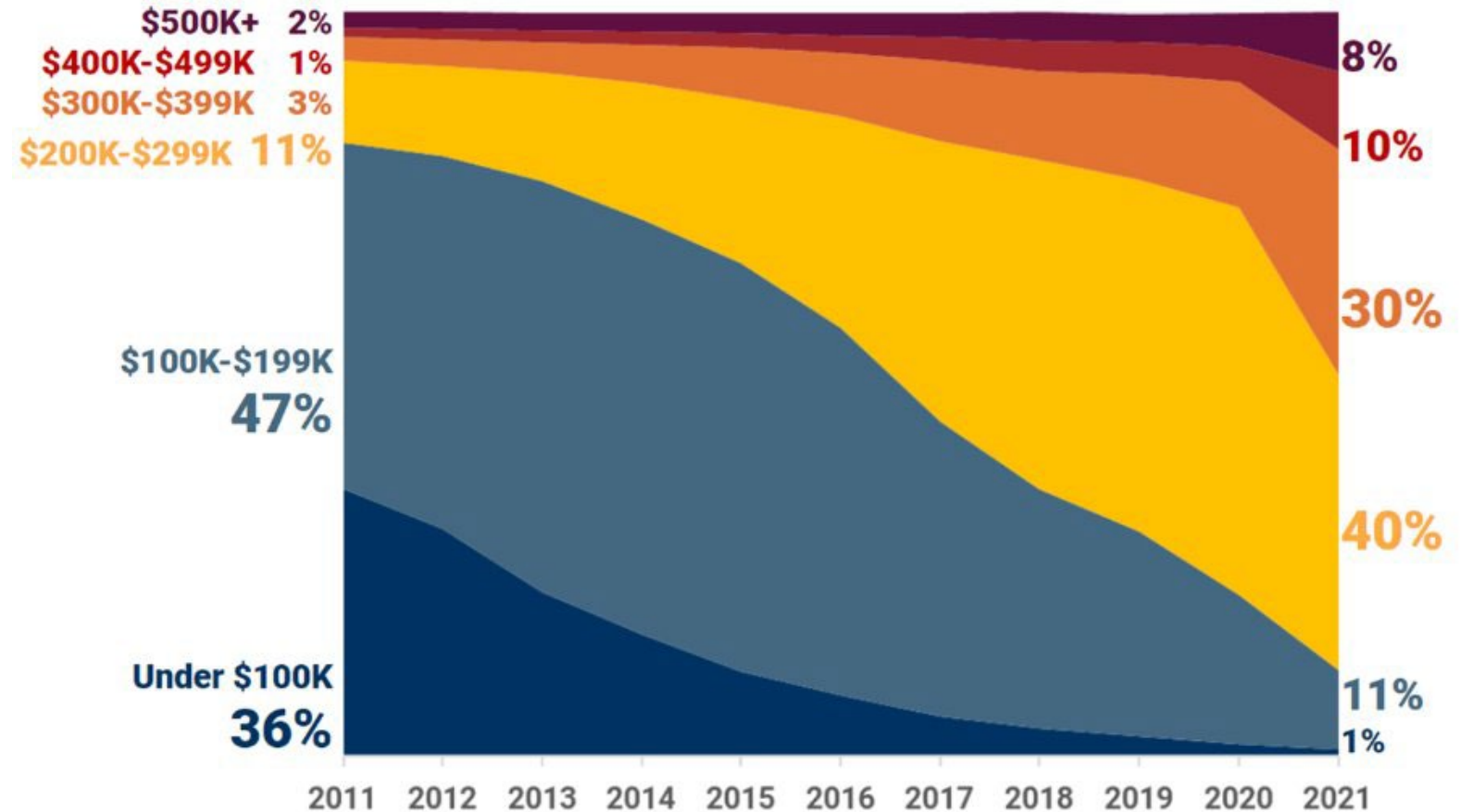
### Homeownership/Renter Rates In Primary Study Area





# Percent Home Sales by Price Range, 2011 to 2021

- Homes under \$200k represent only 12% of the market. A decade ago, they were 83% of the market
- About 80 - 85% of homes are now beyond reach of the median household. A decade ago, only 40% were out of reach
- The income required to buy a home has almost doubled in 10 years, assuming a down payment of 5%





# Recommendations for Northside / Historic Marine

Doubling down on affordable and mixed-use housing

- Affordable Neighborhood Fund
  - A City and nonprofit led effort with a specific purpose to support affordable housing across various housing typologies
  - Phased approach for greater neighborhood reach
- Housing Tax Increment Financing (TIF)
  - Create a TIF in which funding contributes to the preservation and development of affordable housing
  - Capture commercial, institutional, and medium density uses without impacting other TIFs
  - Boundary could include the primary study area and beyond
- Gentle density increase
  - Missing middle housing typologies to support attainable housing demand
  - Infill rehab that fits within the residential fabric
  - Accessory Dwelling Units (ADUs): Support generational wealth, aging in place, investment in community
  - Focus higher density residential development along Main Street and commercial corridors





# Recommendations for Panther Island

Creating pathways to ensure future affordable and mixed-use housing

- Community Land Trust / land banking
  - The Tarrant Regional Water District can land bank parcels now that will incorporate affordable housing requirements
  - Creation of a land bank entity
- Community Benefit Agreements
  - Specific to Panther Island
  - Set-aside a minimum percentage of affordable housing units for new developments.
- Strengthening/establishing relationships
  - Community Development Financial Institutions
  - Healthcare institutions
  - Universities
  - Foundations







Strengthen Local Business



# Northside Business Profile

The Main Street corridor has been static for the last ten years

- 87 retail buildings
- 355,000 square feet
- 165+ businesses
- Low vacancy rate – 3.7%
- Annual leasing – 2,000 square feet
- \$18/square feet rent average (downtown is \$25)
- No new commercial construction since 2014
- Only 174,000 square feet of office
- 300,000 annual visitors to Northside (not incl. Stockyards):
  - Dining
  - Events
  - Entertainment
  - Socializing
- Top visited businesses
  - Joe T. Garcia's
  - Esperanza's
  - La Playa Maya
  - Family Dollar
  - Northside Mercado
- What's missing in the neighborhood?
  - Clothing and local boutique stores
  - Health and personal care items
  - Furniture and home furnishings
  - Sporting goods and hobbies
  - Art and cultural venues
  - Family entertainment
  - Shared food vendor space

Sources: CoStar report, Placer.ai report, City of Fort Worth



# Varied Neighborhood Retail

North Main Street, Azle Avenue, NW 25<sup>th</sup> Street





# Objectives

- Leverage growth and development
- Restore lively atmosphere of Main Street
- Attract shoppers and diners
- Improve the physical environment
- Assist in creating SWMBE opportunities
- Provide opportunities for business ownership and entrepreneurship
- Provide jobs for local residents
- Reduce costs associated with business operation (rents, licenses, taxes)





# Small-Scale Business Districts with Residential Above





# Components of the Strategy



Retain existing businesses through training, workshops, loans, and marketing



Attract new businesses of interest to visitors



Allow construction of residential units above retail



Manage appearance, safety, and marketing (facades, lighting, shade, and visual interest)



Create a theme or identity – culinary arts, Latino music and arts



Empower entrepreneurs with knowledge and financial support



Train the workforce



Leadership and advocacy: Main Street America, Chambers, Community Action Committee





# Immediate Next Steps

- Review and update the 2011 Northside Economic Development Strategy
- Ensure continued and increased funding for the Main Street program
- Establish a **brand** for marketing that will attract financial support to the commercial enterprises

## CHALK-A-BLOCK

TAKE A WALK THROUGH OLD TOWN NORTH AND SEE THE ARTS & CULTURAL DISTRICT BROUGHT TO LIFE!

SUNDAY, SEPTEMBER 29TH, 11AM-4PM

### CHALK-A-BLOCK LOCATIONS

1. Hotel ARA (625 First St.)
2. Made in AL3/Oak Steakhouse (533 Montgomery St.)
3. Royal Restaurant (789 N St. Asaph St.)
4. Alexandria House (488 Madison St.)
5. 720 N. Fairfax St.
6. The Art League (585 Madison St.)
7. Venue (925 N Fairfax St.)
8. Montgomery Park (981 N. Royal St.)
9. Canal Center (Canal Center Plaza)

Follow the Tom prints from site to site!

CHALK ARTISTS!  
LOCAL ARTISTS & MAKERS!  
CHALK ART FOR KIDS!  
LIVE MUSIC!  
SCAVENGER HUNT!  
PRIZES!

PRESENTED BY NORTH OLD TOWN NORTH ALLIANCE WITH SUPPORT FROM

Urban Land Institute



# Celebrate Local Arts and Culture






# Rich in Immigrant History and Cultures Across Generations





# Complete the Cultural Assets Survey




- Conduct community forums and events
- Once the cultural mapping is complete, share the findings with community
- Highlight the oral history through stories and storytellers through events at the Artes de la Rosa Center
- Using the cultural asset inventory develop a Northside Community Heritage Walk



**CAMP**

**Where Does Austin's Culture Live?**

CAMP: the Cultural Asset Mapping Project, is a City of Austin Economic Development Department initiative to map the places and resources that are important to your cultural identity and creative practice. Join CAMP as we develop a community-created map of what Austinites value as their cultural assets. Attend a mapping session in your district, request your own culture mapping kit, or submit your suggestion through our online map and survey.

 <b>District Meetings</b> Attend a Mapping Session in your district. Visit our website below for dates and locations.	 <b>Online Survey</b> Visit our online CAMP map to submit new points and see what others have submitted.	 <b>Create Your Own</b> Explore the final listings on the City of Austin's Open Data Portal to create your own map.
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Find out more about how to map culture and creativity at  
[www.austintexas.gov/culturemapping](http://www.austintexas.gov/culturemapping)





# Northside Community Heritage Walk

Celebrate cultural assets through a Heritage Walk along the Main Street corridor, connecting Heritage Park to the Stockyards



## Case Study: Tampa Soul Walk

### MAP & LANDMARKS

ID#	Landmark Name	Landmark Type	Address
30	St. Paul AME Church	Church	506 E Harrison St.
31	Historic Harlem Academy	School	502 E Harrison St.
32	Oaklawn Cemetery	Cemetery	606 E Harrison St.
33	Greater Bethel Baptist	Historical Marker	805 E Laurel St.
34	Ray Charles First Recording	Historical Marker	813 Short Emory St.
35	Kid Mason Community Center	Community Center	1101 N Jefferson St.
36	Int'l Longshoreman Association Local #1402 Hall, est. 1935	Historical Marker	707 E Harrison St.
37	Historic Central Avenue Mural	Art Installation	1101 N Jefferson St.
38	Central Avenue Historical Marker	Historical Marker	1000 E Harrison St.
39	Perry Harvey, Sr. Park	Art Installation	1000 E Harrison St.
40	Perry Harvey, Sr. Park	Art Installation	1000 E Harrison St.
41	Perry Harvey, Sr. Park	Art Installation	1000 E Harrison St.
42	St. James Episcopal Church	Church	Central Ave & Ray Charles Blvd
43	Perry Harvey, Sr. Park	Art Installation	1000 E Harrison St.
44	Perry Harvey, Sr. Park	Art Installation	1000 E Harrison St.
45	Trio	Art Installation	1101 Ray Charles Blvd
46	Meacham Urban Farm	Urban Farm	1108 E Scott St.
47	Paradise Missionary Baptist Church	Church	1112 E Scott St.
48	St. Peter Claver School	Historic Marker	1401 N Governor St.
49	Ebenezer Missionary Baptist Church	Church	1212 E Scott St.
50	Two Wood-Frame Homes	Historic House	1301 N Boulevard
51	Central Park Village Site	Historic Village	Bounded by Kay St. (N), Cass St. (S), Nebraska Ave. (E) & Orange Ave. (W)
52	Procession	Garden	E Harrison St.
53	St. Peter Claver Catholic Church	Church	1203 N Nebraska Ave.
54	Greater Mt. Moriah Primitive Baptist Church	Church	1225 N Nebraska Ave.
55	Robert W. Sanders Public Library	Library	1505 N Nebraska Ave.
56	Greater New Salem Primitive Baptist Church	Historic Marker	1605 N Nebraska Ave.
57	Booker T. Washington	Historic Marker	1407 E Estelle St.





# Invest in Artes de la Rosa Cultural Center for the Arts

- The Center has a rich history in the community. In the past it provided Spanish programs to the community
- HUD funding limits programming
- Explore HUD exit strategy to expand opportunities
- Create a dedicated fund for building maintenance and renovation
- Explore the North Texas Community Foundation, future 2026 bond funding, philanthropic or corporate opportunities





# Transform Marine Park

The centerpiece of the Northside

- Marine Park has a history as a place of celebration and gathering. It can become the focal place of the Northside, like Hemisfair Park in San Antonio
- A landscape plan should be developed to include:
  - A new pavilion and restrooms
  - World-class playground
  - Water features or splashpad
  - Enhanced landscaping
  - Trees and more shade
  - Art and sculpture by local artists
  - Enhanced memorial for Father Jausta and other local leaders and heroes
  - Recognize Selena
  - Investment in new and existing structures
- Request 2026 bond funding for parks





# Celebrate the Cuisine of Northside

Food markets, cooking classes in local restaurants, culinary incubator, and festivals





# Create a Northside Arts and Culture Alliance to Support Local Arts

- Awareness, education and support to local artists founded on the Cultural Asset Survey
- An Arts and Culture alliance as a kindred organization to the Community Action Committee
- Awareness, education and support to local artists
- Obtains grants from agencies
- Support emerging podcasters
- Collaborates with local and national organizations
  - Arts Fort Worth, Transform 1012, Latin Express, Artes de la Rosa Cultural Center for the Arts and others







# Community Engagement



# Community Engagement Plan

## Charting a new course

- Harness energy from previous engagement to create a **new, comprehensive, and multi-phased** Community Engagement Plan
- This process **builds trust** and provides a road map for short- and long-term community initiatives
- Community Engagement Plan will be inclusive of a communications strategy that engages members from **diverse backgrounds** and who **speak different languages**
- Community Engagement Plan will require:
  - Financial resources to hire trusted individual(s) who can work with variety of stakeholders
  - Individual(s) should have the capability to provide culturally sensitive and multilingual engagement
  - Individual(s) will launch a new Community Action Committee (CAC)





# Community Action Committee (CAC)

Igniting a new era of engagement

- The CAC should consist of current **residents and community leaders** representing diverse stakeholders such as: religious leaders, local businesses, parent/student, cultural arts, public safety, colleges/universities, K-12 leaders, music industry, etc.
- The group should be made up of **13–15 individuals that receive compensation for time/efforts**
- Goal of the CAC is to design a community engagement plan, engage current and future residents, and identify community members that can serve as **community liaisons or “promotores”**
- The CAC should be **acknowledged** by the City (and others) as a legitimate body to confer and work with on new community initiatives. Categorized as Redevelopment Organization and consist of Neighborhood Alliance members



# Community Action Committee (CAC)

Community-led engagement

Once a CAC is formed, the group should:

- Create a new name that best represents its identity
- Register as an official organization with the City of Fort Worth
- Elect leaders within the group to serve as chair, co-chairs, or tri-chair
- Create a multilingual communications plan for engaging with the public
- Identify skills and strengths of the group to best address projects
- Form subcommittees to involve outside community members
- Recruit and identify “*promotores*” that will help sustain the long-term work of the CAC



# Multifaceted Engagement

Embracing community cultural assets

- The CAC should **embrace various forms** of communication
- Communications should be **consistent and multilingual** with focused on relevant events, partner offerings, and important community notices, programs and services.
- Communications can be executed by a CAC member who has strong experience in media relations and will do so in a positive and neutral manner
- Communication methods: TV ads, text messaging, door-to-door, phone campaigns, tabling at community events, social media, and through partner organizations (schools, churches, non-profits)



# Community Capacity Building

Elevating Northside

Community capacity building is a process that helps communities identify and address issues that are important to them

- The CAC identifies knowledgeable advocates to collaborate with City of Fort Worth to review and **prioritize capacity building items** from the Comprehensive Plan
- The CAC **integrates** capacity building activities into the Community Engagement Plan
- The CAC works with partners that can implement capacity building activities that will **directly benefit** the community (short and long term)





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# Next Steps

- Give agency to the Northside residents in advance of upcoming development efforts
- Make meaningful investments in the neighborhood to enact long-term results
  - Programs & Policies
  - Streetscapes & Mobility
  - Parks & Public Places (2026 Bond)
  - Historic & Cultural Assets (Artes de la Rosa)





# Implementation Plan – Act Now

## Monday morning action items

- Consider open call for neighborhood involvement to **capture cultural assets** across a larger geographic area of Northside
- Continue and relaunch the **Cultural Asset Mapping** effort by Community Design Fort Worth
- Review the Cultural Asset Mapping results with the community by hosting a **family-friendly event** to celebrate the findings
- Form a **Community Action Committee (CAC)** inclusive of a diverse group of multilingual stakeholders between 13-15 individuals.
- The CAC identifies knowledgeable advocates who can collaborate with the City to **contribute to the Comprehensive Plan**.
- The CAC kicks-off a **Neighborhood Action Plan** to address reinvestment, anti-displacement, stability and housing services. The CAC will help establish and prioritize community capacity building needs that will guide the plan



Q & A

