



EMPOWERMENT THROUGH DESIGN TO CREATE A CHOICE NEIGHBORHOOD

Wednesday, June 24, 2020



Choice

FIESTA

Fiesta

I AM HACB
HOUSING * PEOPLE * COMMUNITIES
Expanding Opportunities!

I AM HACB
HOUSING * PEOPLE * COMMUNITIES
Expanding Opportunities!

HACB
HOUSING AUTHORITY
CITY OF BROWNSVILLE

Neighbors

Señora Villareal – Brownsville, Texas



“¡Si no están en la mesa...
están en el menú!”

I AM HACB
HOUSING * PEOPLE * COMMUNITIES
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HACB
HOUSING AUTHORITY
CITY OF BROWNSVILLE



“if you aren't at the **table**...
you're on the **menu**!”

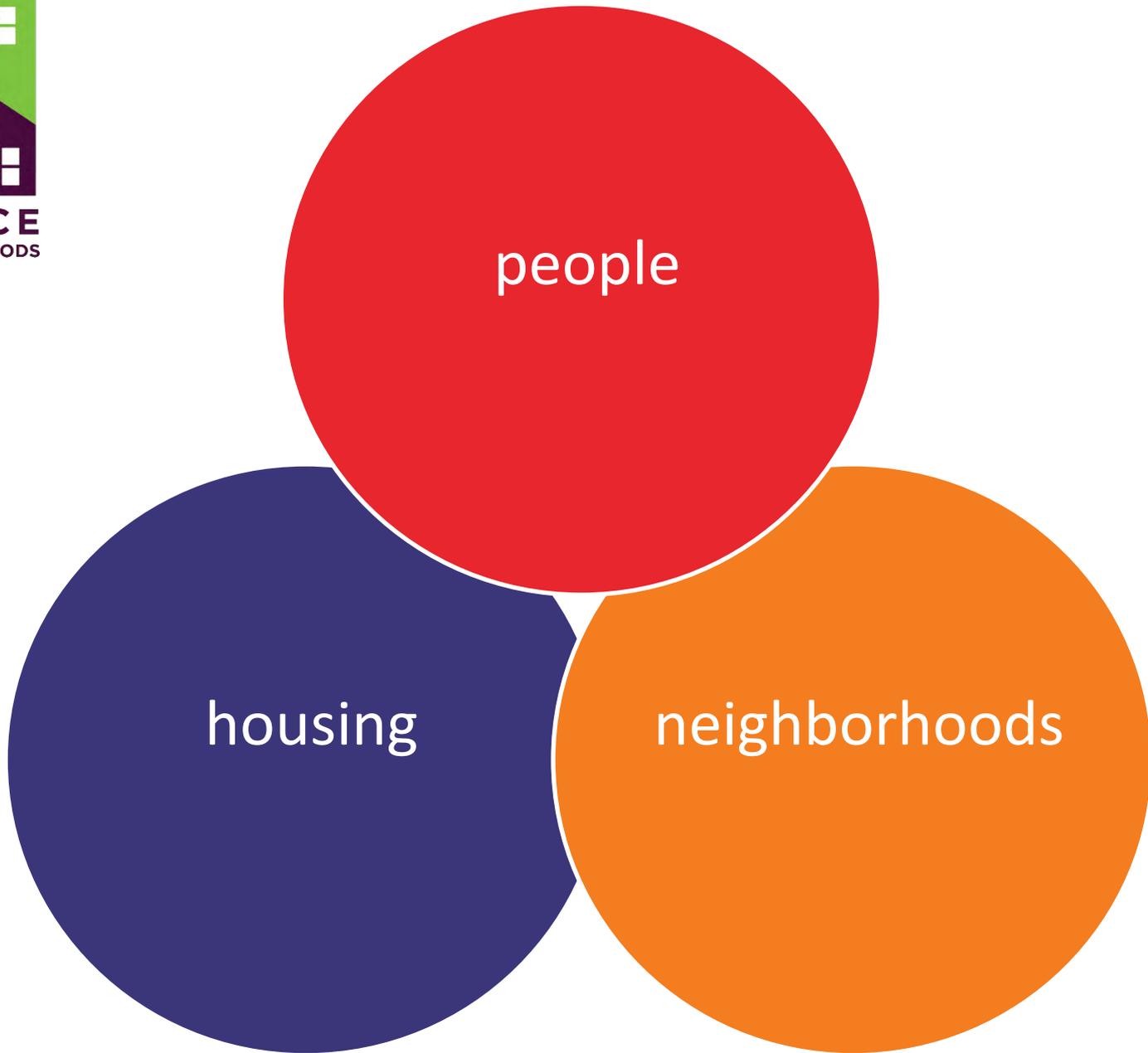
I AM HACB
HOUSING * PEOPLE * COMMUNITIES
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HOUSING * PEOPLE * COMMUNITIES
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HACB
HOUSING AUTHORITY
CITY OF BROWNSVILLE



CHOICE
NEIGHBORHOODS



neighborhoods of
choice

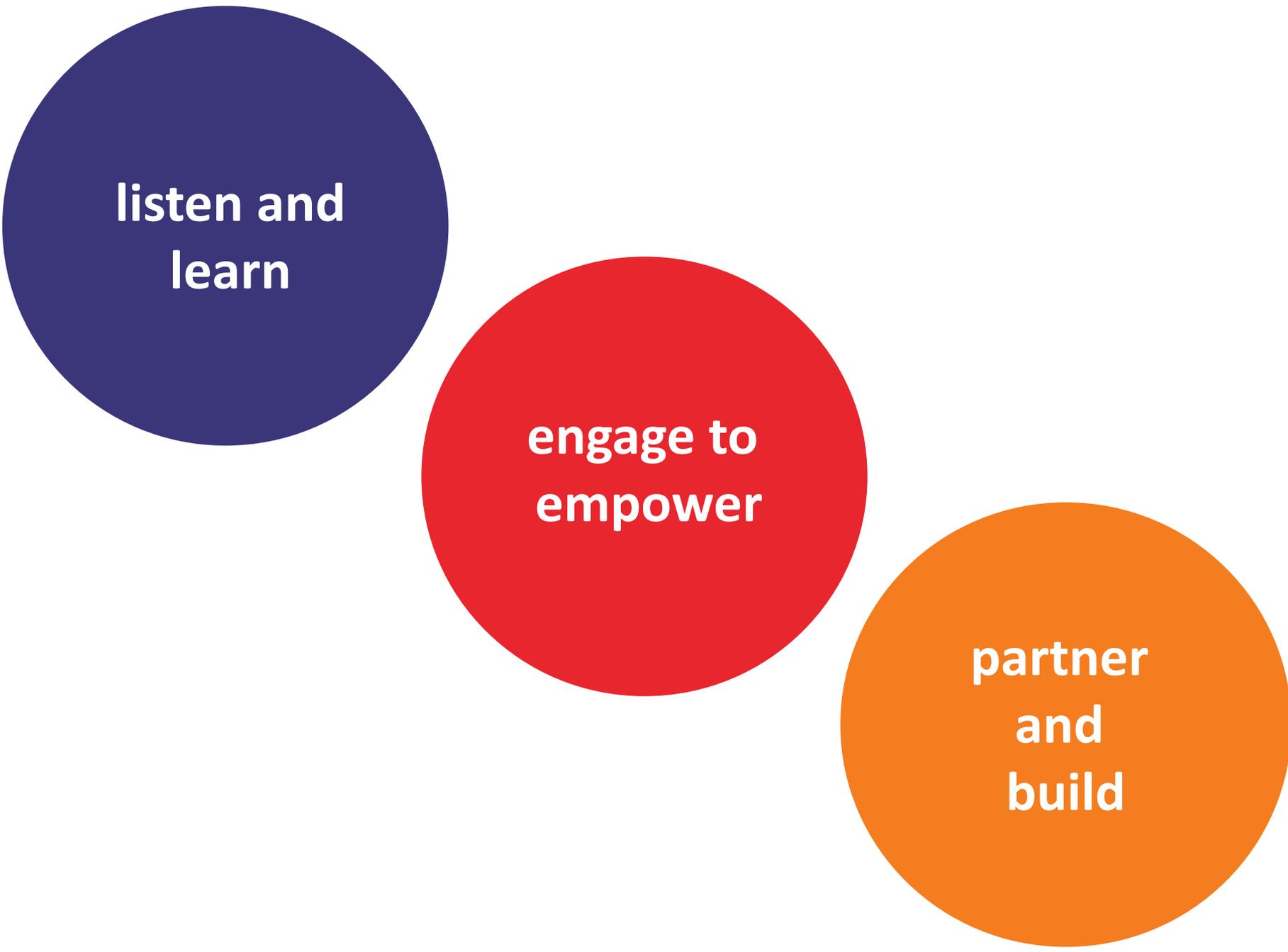
COLLABO





CHOICE
NEIGHBORHOODS





**listen and
learn**

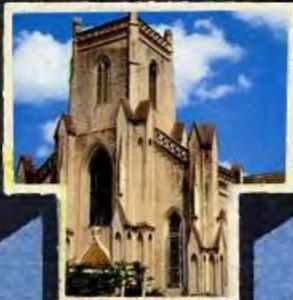
**engage to
empower**

**partner
and
build**

TX-1

Greetings
from

BROWNSVILLE





matamoros,
mexico

downtown
brownsville

buena vida
development

listen and
learn



listen and learn



listen and
learn

On this Site
BUENA VIDA
A Low-Rent Housing Project
is being developed by
BROWNSVILLE HOUSING AUTHORITY
UNDER LOAN CONTRACT WITH
FEDERAL WORKS AGENCY
United States Housing Authority



listen and
learn



listen and learn

PHOTO #1



Structural Deficiency: dwelling units do not feature any insulation and would require the installation of wall cavities further reducing the amount of livable/leasable space within the units.

PHOTO #3



Structural Deficiency: existing handicapped dwelling units would require significant and likely structural modifications to be fully compliant with the Uniform Federal Accessibility Standards (UFAS).

PHOTO #4



The property reportedly does not meet current windstorm requirements for the local coastal area.

PHOTO #6



Structural Deficiency: The majority of sewer lines are clay pipe and reportedly causing regular sewer line back-ups, additionally the manholes reportedly do not allow for proper storm water drainage at the site.

listen and
learn



listen and
learn



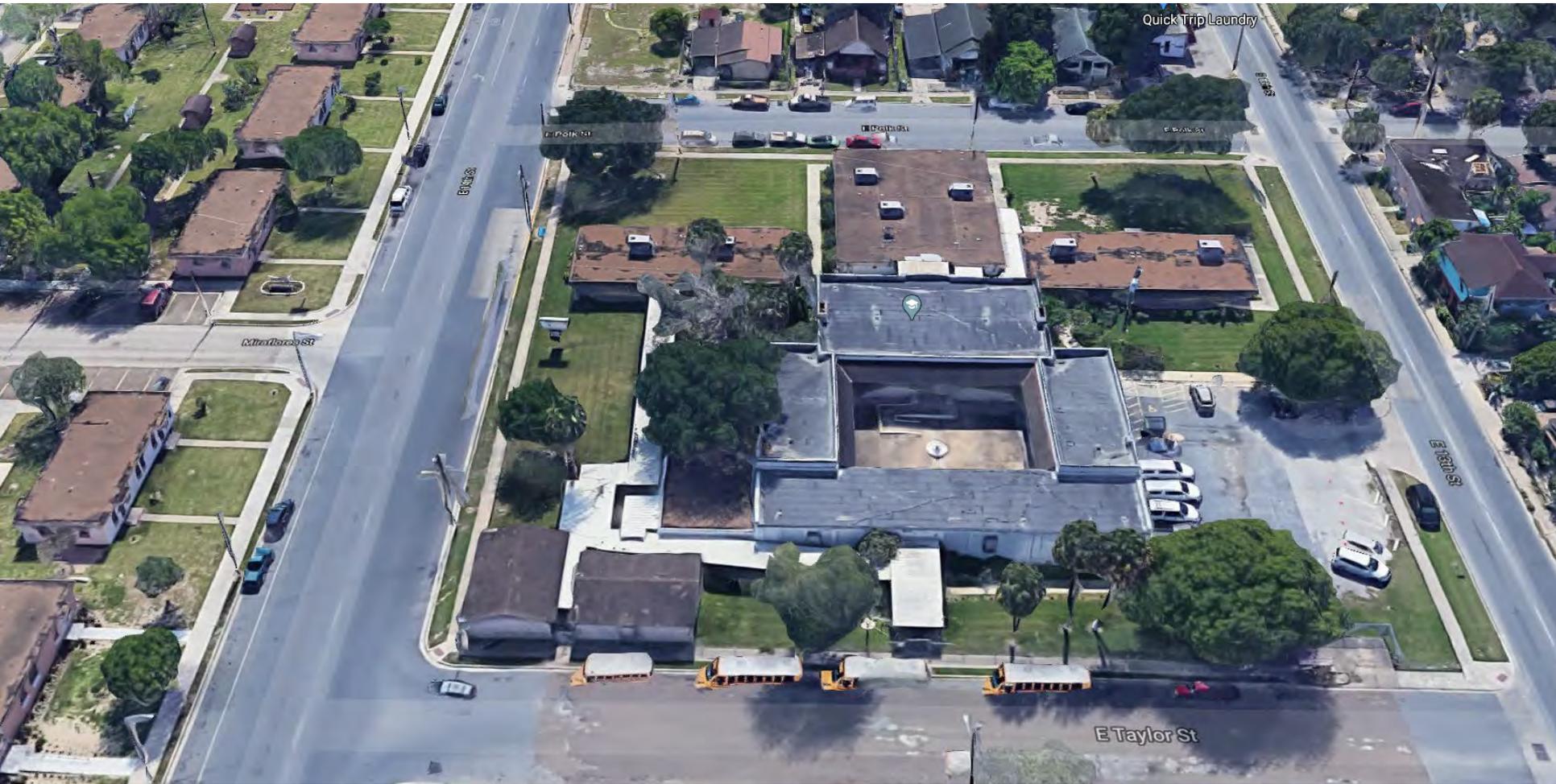
listen and
learn



listen and
learn



listen and
learn

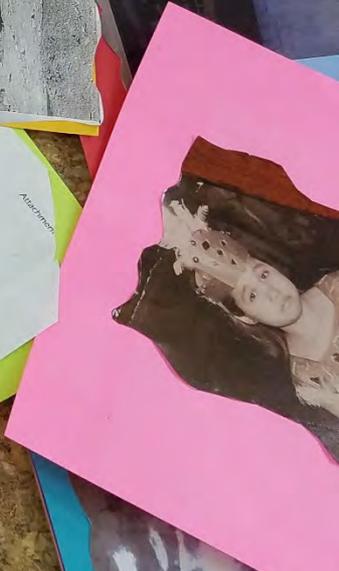
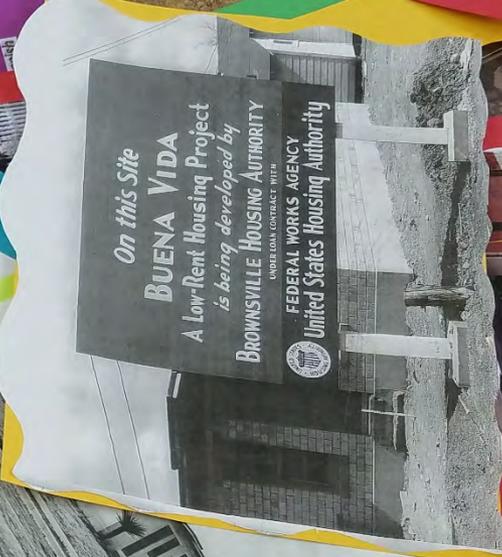


engage to
empower



Paola Aguirre
Borderless Studio

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engage to
empower



Sarita Martinez
Sarita vive en Housing desde 1998. Ella estuvo ausente unos años. Volvió en el 2000. Ella dice que estuvo ausente por sus plantas, que es lo que quiere mucho. A ella le dieron un reconocimiento en el 2005, Certificado "El Bono Viejo" por el señor Remberto G. Artega. Ella trabajó toda su vida en una fábrica de Camion. Ella dice que Housing es un Proyecto para familias necesitadas.

MICHELLE

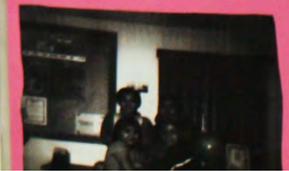
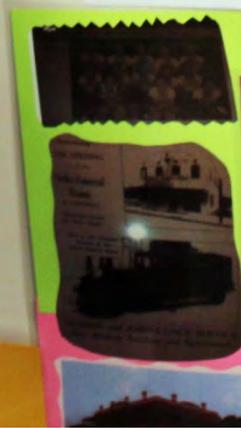
engage to
empower

Un Pasado Enriquecedor – Celebrando Historia y Cultura
A Rich Past – Celebrating History and Culture



Buena Vida HCB

Un Pasado Enriquecedor – Celebrando Historia y Cultura
A Rich Past – Celebrating History and Culture



engage to
empower



engage to
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partner
and
build



partner
and
build



partner
and
build



partner
and
build



partner
and
build

Legend:

- R** ENFATIZAR ARTE Y CULTURA PARA FORTALECER LAS REDES DE BARRIO
EMPHASIZE ARTS AND CULTURE TO STRENGTHEN THE NEIGHBORHOOD NETWORK
- S** DESARROLLAR MEJORAMIENTOS PÚBLICOS Y PRIVADOS EN EL BARRIO
DEVELOP PUBLIC AND PRIVATE NEIGHBORHOOD ENHANCEMENT
- T** CREAR AMBIENTE PARA COMERCIANTES Y EMPRENDEDORES
CREATE AN ENVIRONMENT FOR MERCHANTS AND ENTREPRENEURS
- U** MEJORAR ALUMBRADO EN EL BARRIO
IMPROVE NEIGHBORHOOD LIGHTING
- V** LIMPIAR LAS SUPERFICIES DE GRAFFITI DENTRO DE LA COMUNIDAD
CLEAN UP GRAFFITI WITHIN THE COMMUNITY
- Q** CONTINUAR FORTALECIENDO LAS RELACIONES DE LA COMUNIDAD CON LA POLICÍA
CONTINUE TO STRENGTHEN COMMUNITY RELATIONSHIPS WITH POLICE
- R** RESOLVER PRESENCIA DE PERROS CALLEJEROS O DESATENDIDOS EN EL BARRIO
ELIMINATE ISSUES WITH STRAY OR UNSOLICITED NEIGHBORHOOD DOGS
- S** DESARROLLAR UNA RED DE CICLOMÁS MEJORADA EN LA COMUNIDAD
DEVELOP AND IMPROVE BICYCLE NETWORK WITHIN THE COMMUNITY
- T** MEJOR COORDINACIÓN PARA PROYECTOS DE CIRCULACIÓN E INFRAESTRUCTURA
IMPROVED COORDINATION FOR CIRCULATION AND INFRASTRUCTURE PROJECTS
- U** MEJORAR Y CONECTAR BANQUETAS DEL BARRIO CON EL DESARROLLO BUENA VIDA
IMPROVE AND CONNECT NEIGHBORHOOD SEAWALKS WITHIN BUENA VIDA
- V** PROVEER MEJOR SERVICIO DE TRANSPORTE PARA LOS RESIDENTES DEL BARRIO
PROVIDE BETTER TRANSIT SERVICES FOR NEIGHBORHOOD RESIDENTS

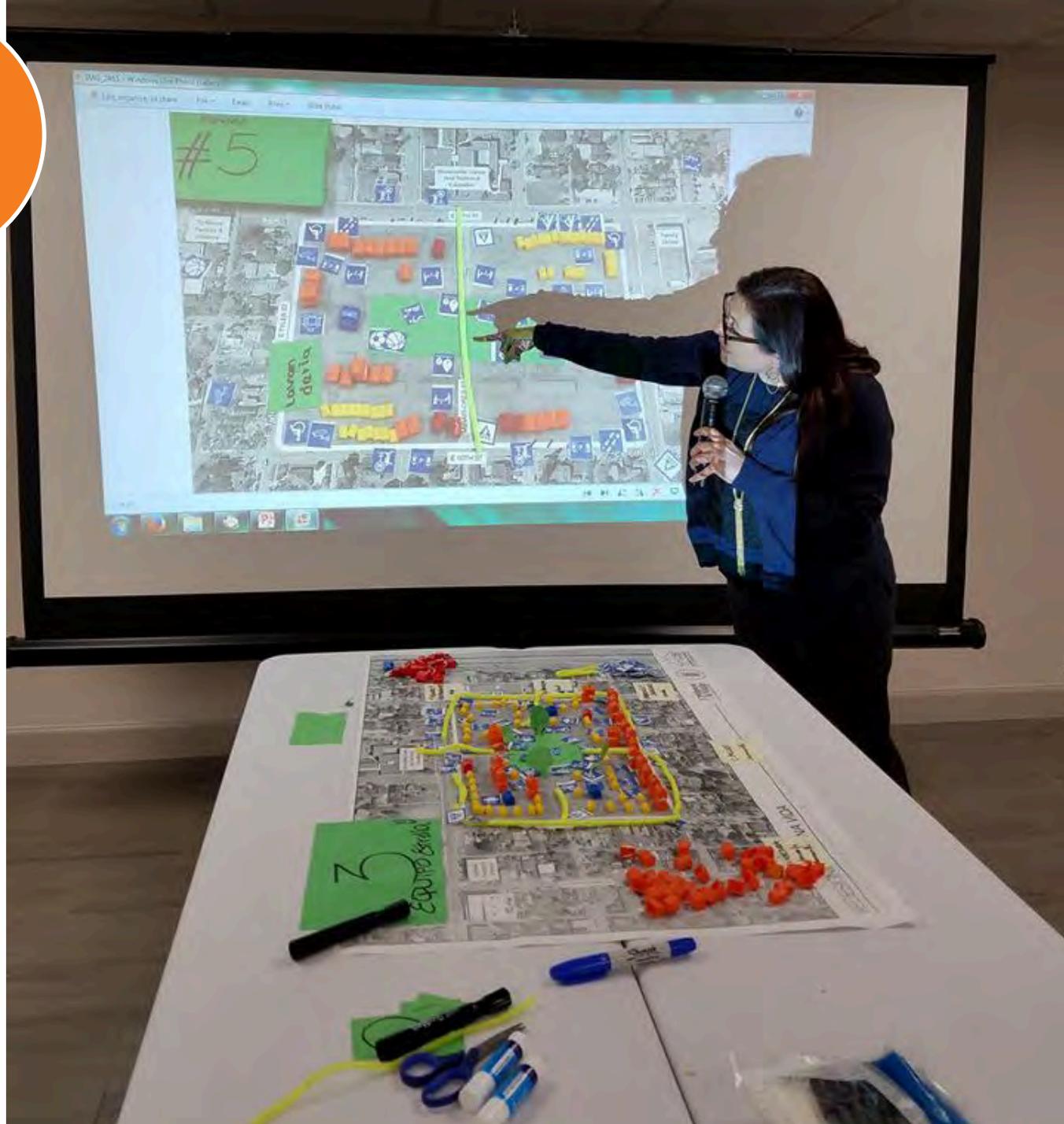
Goals List:

- B** ATRAYER A INVERSIDADES, EMPRESARIOS Y EMPRENDEDORES POTENCIALES
ATTRACT COLLEGE STUDENTS, BUSINESS OWNERS, FUTURE AND POTENTIAL BUYERS
- C** MEJORAR ESPACIOS PÚBLICOS Y CONEXIONES BARRIALES
IMPROVE PUBLIC SPACES AND NEIGHBORHOOD CONNECTIONS
- D** ASEGURAR MEJOR PROMOCIÓN Y VISIBILIDAD DE NEGOCIOS LOCALES
ENSURE BETTER PROMOTION AND VISIBILITY OF LOCAL BUSINESSES
- E** CREAR UN MEJOR AMBIENTE DE NEGOCIOS EN EL BARRIO
CREATE A HEALTHIER BUSINESS ENVIRONMENT WITHIN THE NEIGHBORHOOD
- F** DESARROLLAR PROGRAMAS DE CAPACITACIÓN SOBRE INGLÉS
DEVELOP ENGLISH LANGUAGE TRAINING PROGRAMS
- G** MEJORAR Y CONSTRUIR PROGRAMA PARA ACCESO A EDUCACIÓN SUPERIOR
ENHANCE AND BUILD OFF OF THE ROAD TO COLLEGE PROGRAM
- H** FORTALECER E INCENTIVAR USO DE PROGRAMAS EXTRA-CURRICULARES
STRENGTHEN AND INCENTIVIZE UTILIZATION OF AFTER SCHOOL PROGRAMS
- I** MEJORAR HABILIDADES DE PADRES PARA ENSEÑAR A SUS HIJOS
ENHANCE PARENT'S ABILITY TO TEACH THEIR CHILDREN
- J** MEJORAR CAPACITACIÓN Y EDUCACIÓN VOCACIONAL
IMPROVE CAREER-READY TRAINING
- K** CREAR MAYOR COORDINACIÓN ENTRE ALIANZAS LOCALES
CREATE GREATER COORDINATION BETWEEN LOCAL PARTNERS
- L** MEJORAR ACCESO Y VISIBILIDAD DE OPORTUNIDADES DE EMPLEO
IMPROVE ACCESS AND VISIBILITY OF OPPORTUNITIES
- M** FORTALECER ALIANZAS EN EDUCACIÓN E INTEGRACIÓN DE PROGRAMAS
STRENGTHEN EDUCATIONAL PARTNERSHIPS AND PROGRAM INTEGRATION
- N** MEJORAR HÁBITOS DE COMIDA Y NUTRICIÓN
ENCOURAGE BETTER NUTRITION AND HEALTHY EATING
- O** MAYOR UTILIZACIÓN DE RECURSOS LOCALES Y MÓVILES
OPTIMIZE UTILIZATION OF LOCAL AND MOBILE RESOURCES
- P** AUMENTAR UTILIZACIÓN DE EQUIPAMIENTO RECREATIVO EXISTENTE
PROMOTE UTILIZATION OF EXISTING RECREATIONAL AMENITIES
- Q** MEJORAR ESPACIOS BARRIALES PARA INCENTIVAR ACTIVIDADES DE RECREACIÓN
IMPROVE NEIGHBORHOOD SPACES TO ENCOURAGE RECREATION

Word Cloud: Playas, Asistencia, Letraje, Comida, Precios, Actividades, Agua, Casa, Baños, Disponibilidad para perros, Areas verdes, Lavanderia, Mercado, Seguridad, Juegos, Tareas, Empleo, Pines, Vigilancia, Aire acondicionado, Baños, Bañerías, Aluminado, Servicios de salud, Inquilinos, Equipación, Clases, Limpieza, Casas.

LA VISIÓN

partner
and
build



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community campus



four villages



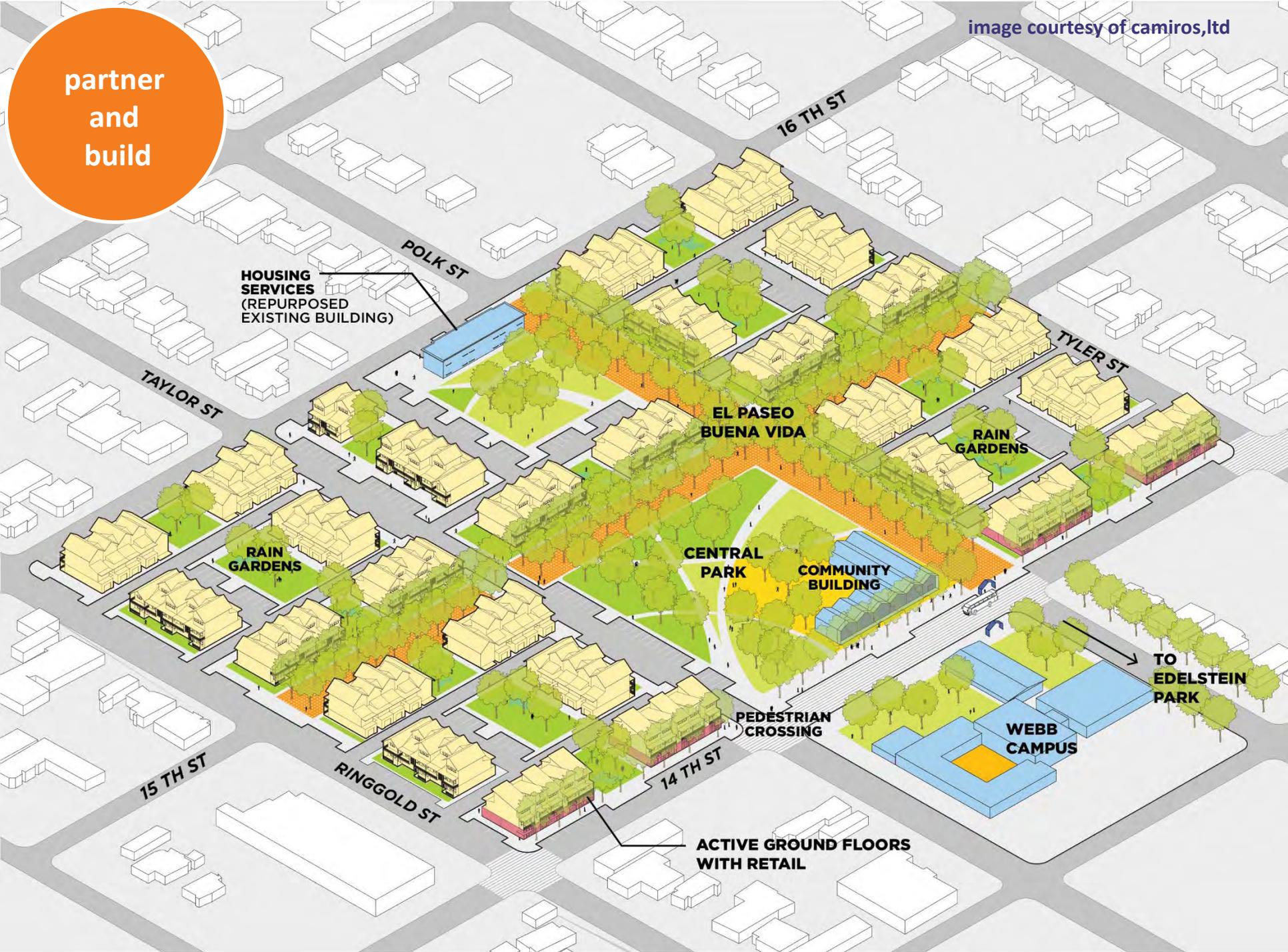
central park



sister parks



partner
and
build



HOUSING SERVICES
(REPURPOSED
EXISTING BUILDING)

EL PASEO
BUENA VIDA

RAIN
GARDENS

RAIN
GARDENS

CENTRAL
PARK

COMMUNITY
BUILDING

TO
EDELSTEIN
PARK

PEDESTRIAN
CROSSING

WEBB
CAMPUS

ACTIVE GROUND FLOORS
WITH RETAIL

partner
and
build



partner
and
build



partner
and
build

ts coming to Brownsville

Watch later Share

Poinsettia Gardens at Boca Chica



2018 Tax Credit Award



HOUSING PROJECTS COMING TO BROWNSVILLE

23 5:06

NATIONAL SECURITY ADVISER FEDERAL RESERVE CUTS INTEREST RATES BY ADDITIONAL

HEADLINES

0:00 / 0:51

YouTube

New housing projects coming to Brownsville

34 views · Sep 18, 2019

0 0 SHARE SAVE ...

Greetings from

HUNTINGTON

The word 'HUNTINGTON' is rendered in large, bold, 3D block letters. Each letter is filled with a different scenic photograph of Huntington, West Virginia. The letters are outlined in black and have a drop shadow effect, making them appear to float above the yellow background. The scenes include a large multi-story building, a street view with a building, a green dome building, a red building with an American flag, a bridge over a river, a red building with a flag, a street view with a building, a lake with a boat, and a lake with a boat.

W.VA.



downtown
huntington

Greater Huntington Park
& Recreation District

marshall
university

Marshall
University

former
northcott
court

Cabell Huntington
Hospital Prntl

cabell
huntington
hospital

Cabell Huntington
Hospital

McDonald's
Takeout • Delivery

Frostop Drive-In
Takeout

Google

Ronald Mc Donald

Hur
Hou

listen and
learn



listen and
learn



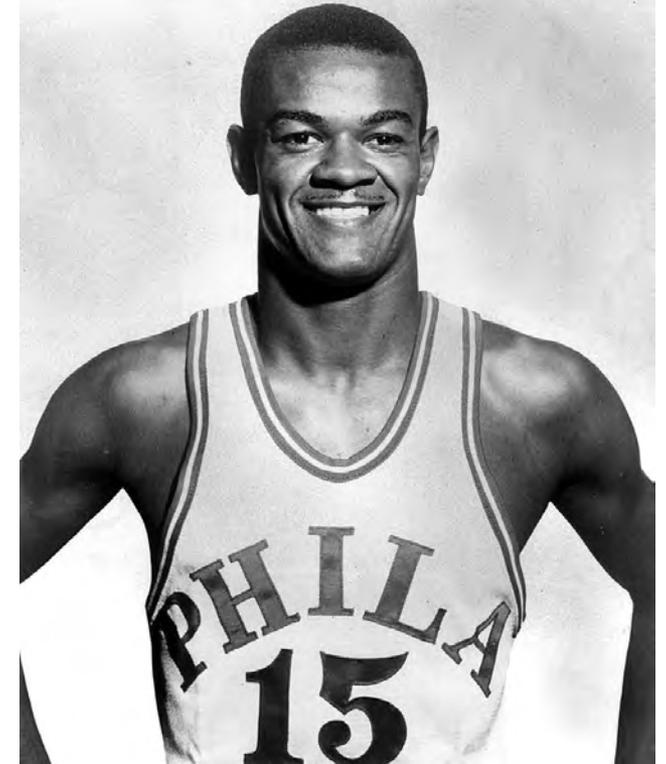
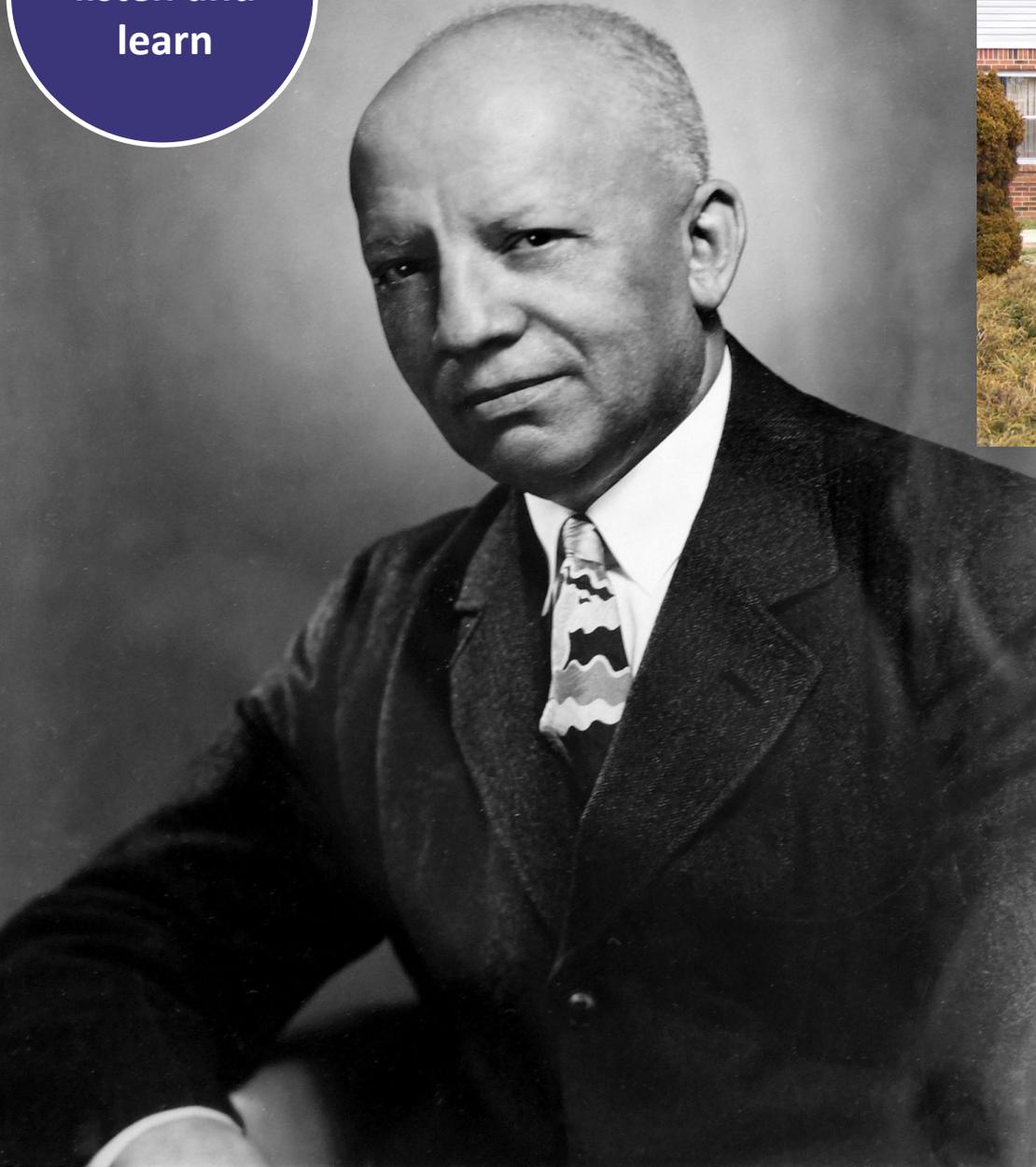
listen and
learn



listen and
learn



listen and
learn



listen and
learn

Historic Home of
Educator & NAACP Activist
**Memphis
Tennessee
Garrison**
This building is being restored by the
Carter G. Woodson Memorial Foundation



Memphis Tennessee
Garrison
(1890-1960)



listen and
learn

Memphis Tennessee Garrison

THE REMARKABLE

STORY OF

A BLACK

APPALACHIAN

WOMAN

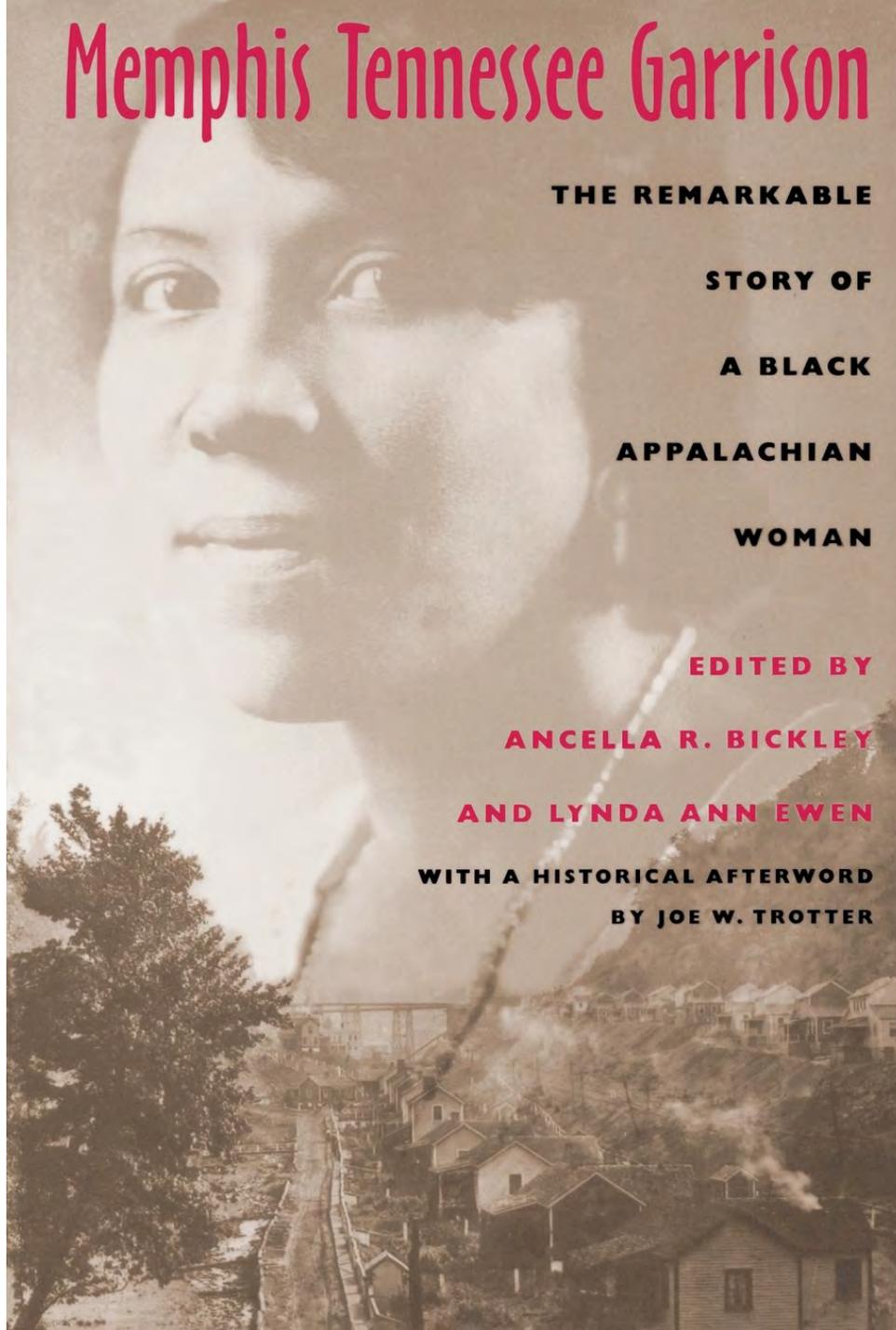
EDITED BY

ANCELLA R. BICKLEY

AND LYNDA ANN EWEN

WITH A HISTORICAL AFTERWORD

BY JOE W. TROTTER



listen and learn



listen and learn

Community Challenges: Physical, Social, Economic

Summary of Resident and Stakeholder Feedback from Community Meeting 1



During Community Meeting 1, neighborhood residents and stakeholders identified physical, social, and economic challenges facing the Fairfield community. The bars indicate the number of tables out of eight participating that identified a particular challenge.



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Teresa Johnson

Naomi Davis
Blacks in Green

engage to
empower



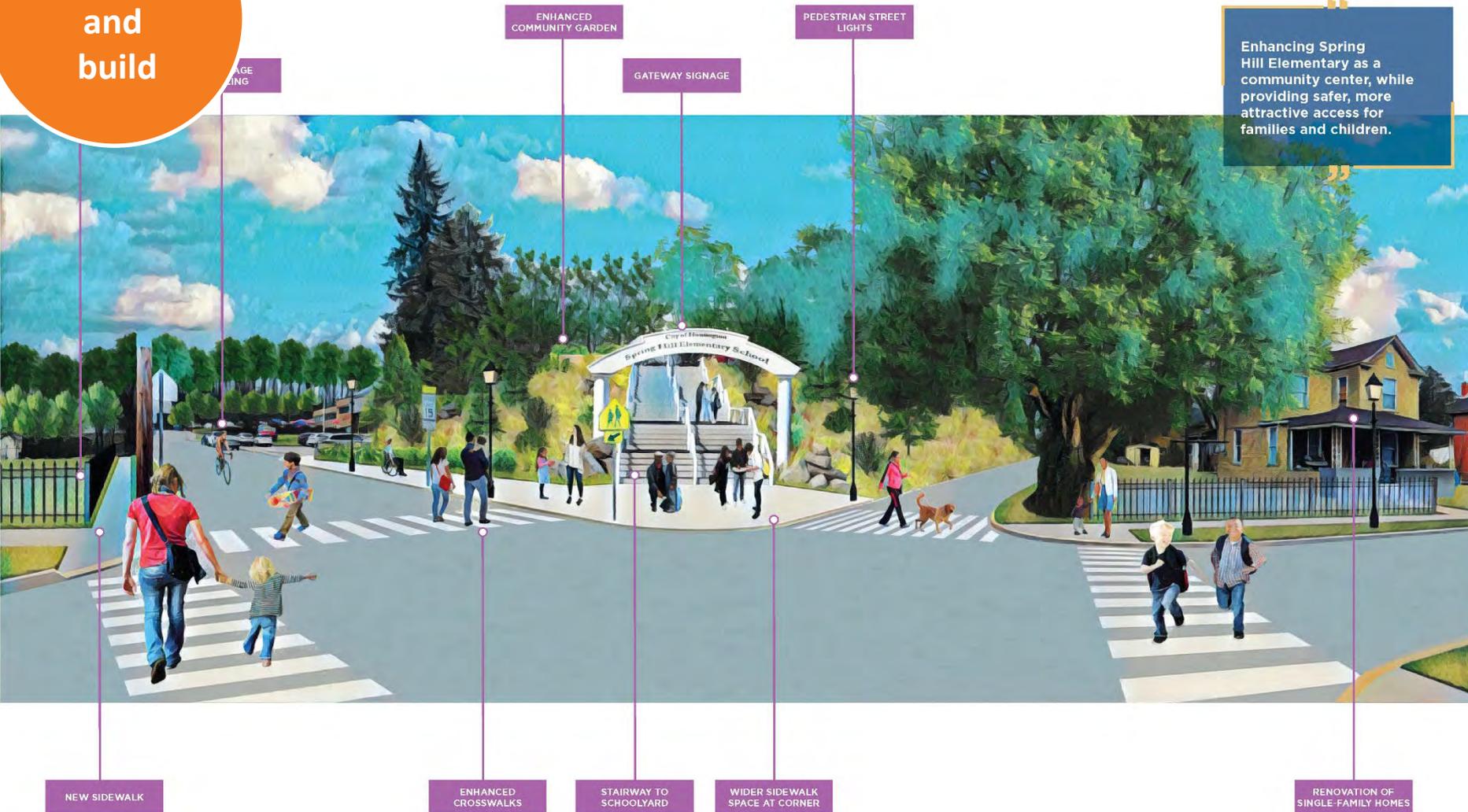
engage to
empower



partnering
and
building



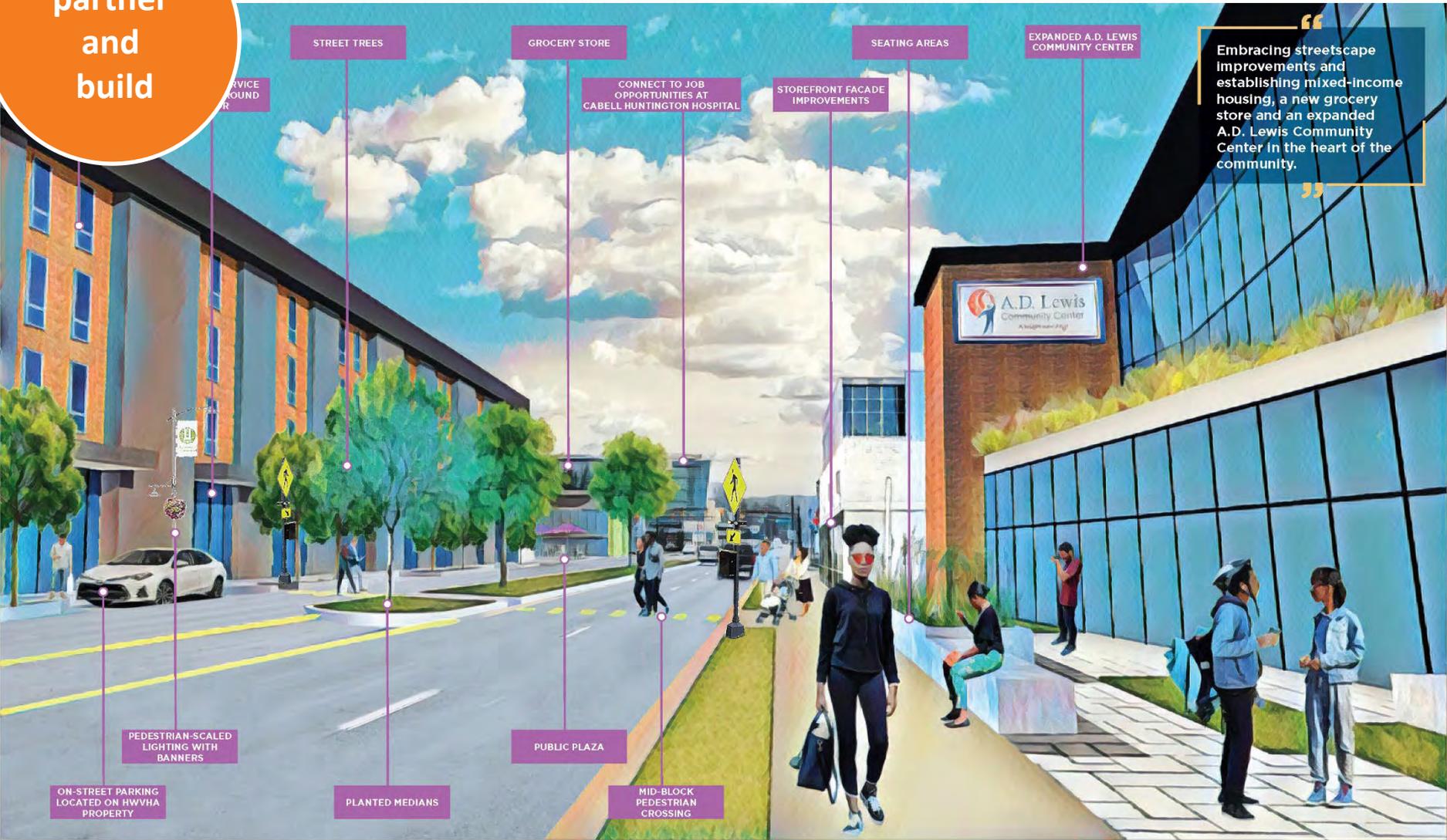
partner
and
build



partner
and
build

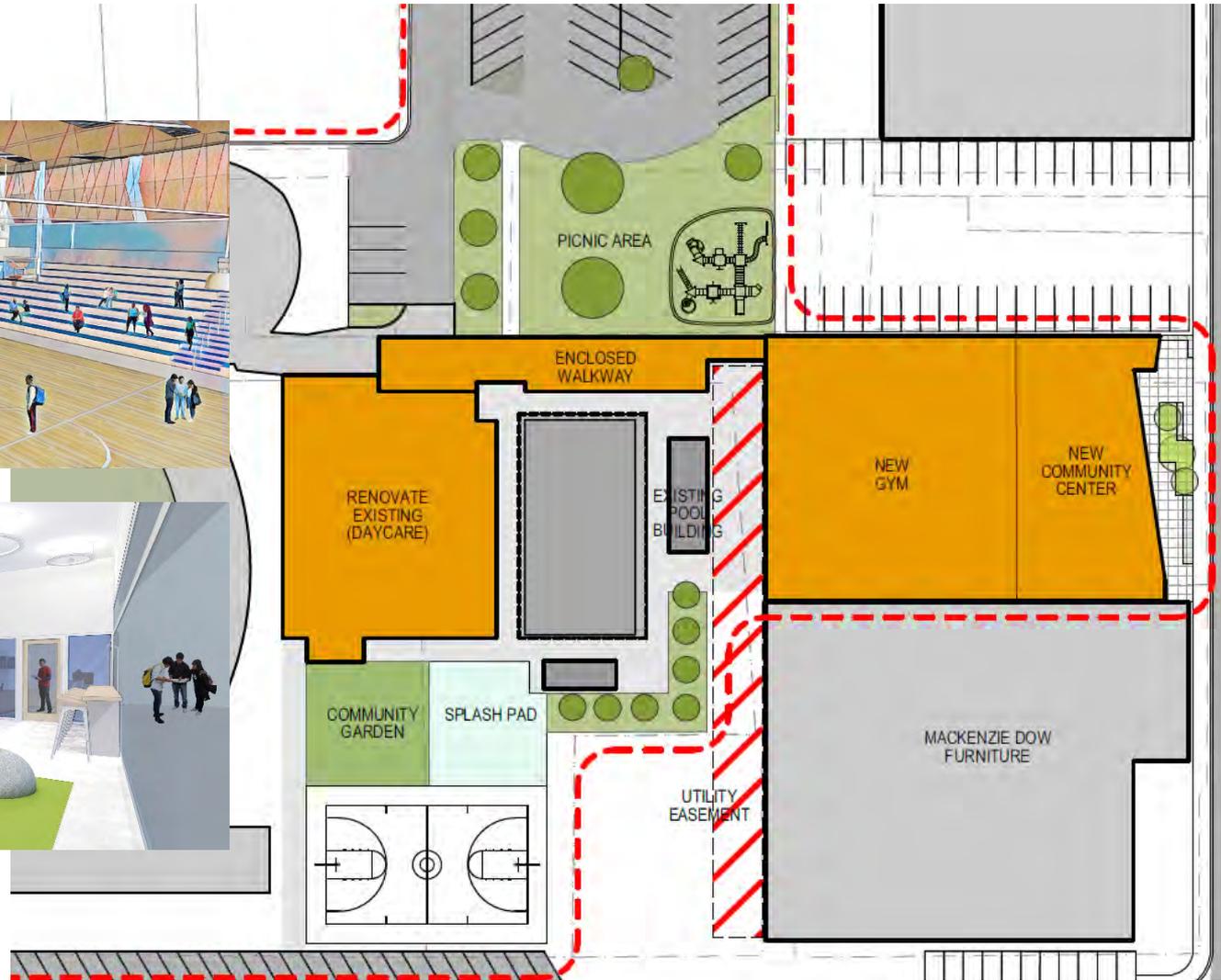


partner
and
build



“Embracing streetscape improvements and establishing mixed-income housing, a new grocery store and an expanded A.D. Lewis Community Center in the heart of the community.”

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and
build



partner
and
build



partner
and
build

LANDSCAPING

CROSSWALK
IMPROVEMENTS

IMPROVED TRAILS
THROUGH PARK

ENHANCED
SIGNAGE

MURAL CELEBRATING
LOCAL SPORTS
HISTORY

IMPROVED BASEBALL
FACILITIES

“
Renovation of an existing
neighborhood park to
further enhance it as
a local and regional
community asset.
”



UNDERGROUND
EXISTING UTILITIES

ADA ACCESSIBILITY
IMPROVEMENTS

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and
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and
build

TREES
PLANTING

MURAL CELEBRATING
CULTURE OF
FAIRFIELD

MURAL CELEBRATING
LOCAL SPORTS
HISTORY

PEDESTRIAN-SCALED
STREET LIGHTS

Strengthening of this vital neighborhood corridor through adaptive reuse of existing buildings as well as new mixed-use development on key sites.

CROSSWALK
IMPROVEMENTS

ENCOURAGE
BICYCLING

OUTDOOR CAFE
SEATING FOR
RESTAURANTS

MAINTAIN ON-STREET
PARKING FOR
CUSTOMERS

ADAPTIVE REUSE OF
EXISTING SPACES

MURAL CELEBRATING
CULTURE OF
FAIRFIELD

SUPPORT LOCAL
BUSINESSES AND
SERVICES



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and
build



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and
build

ACCESSIBILITY
IMPROVEMENTS

MURAL CELEBRATING
CULTURE OF
FAIRFIELD

AFFORDABLE SENIOR
HOUSING

TRAFFIC CALMING /
SPEED BUMPS

“
Re-purposing a vacant
building to create a one-
stop-shop for employment
services, adjacent to new
affordable apartments and
renovated single-family
homes.
”



ENCOURAGE
BICYCLING

IMPROVED
LANDSCAPING

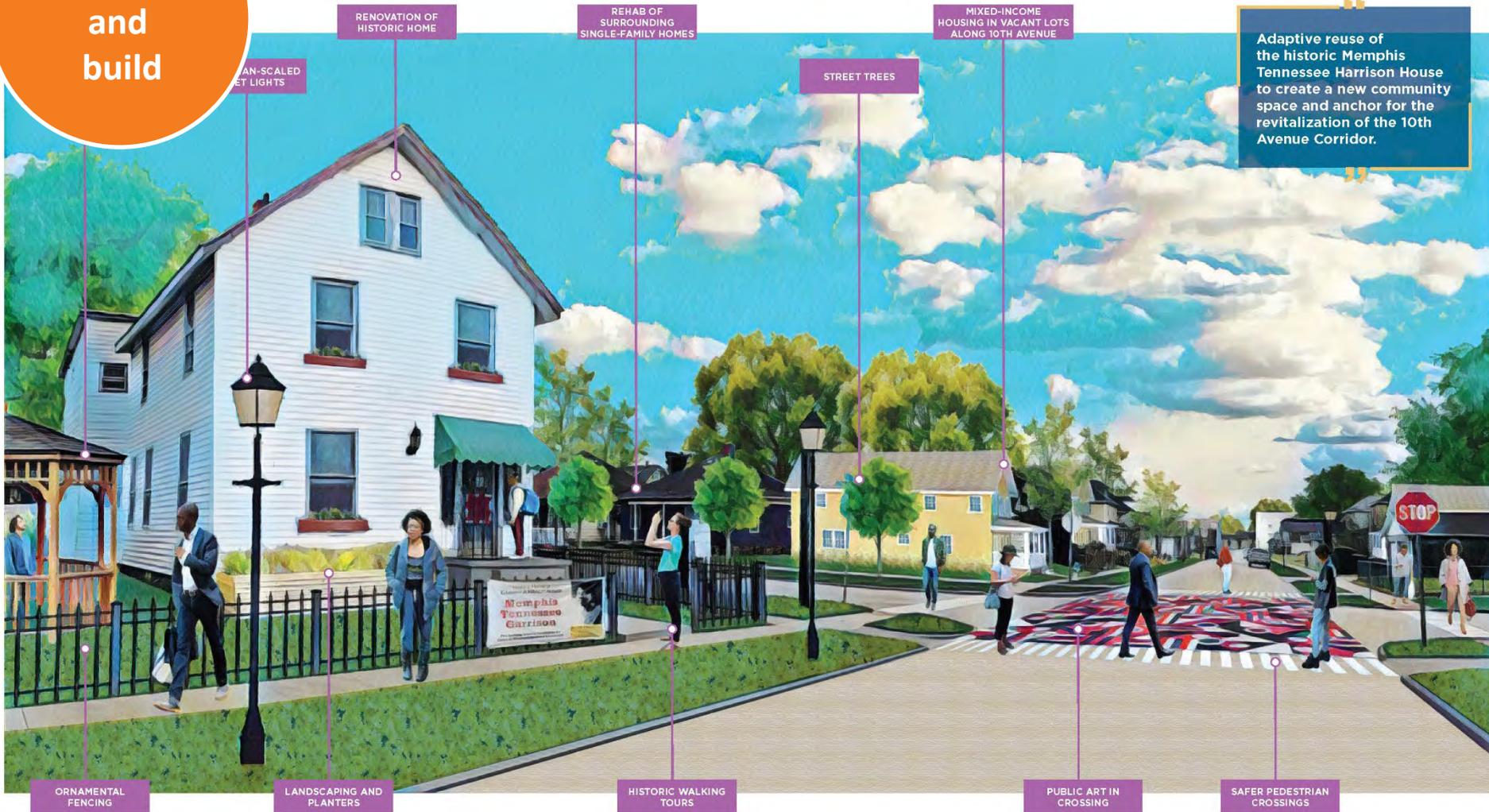
MID-BLOCK
PEDESTRIAN
CROSSING

RENOVATION OF
SINGLE FAMILY HOMES

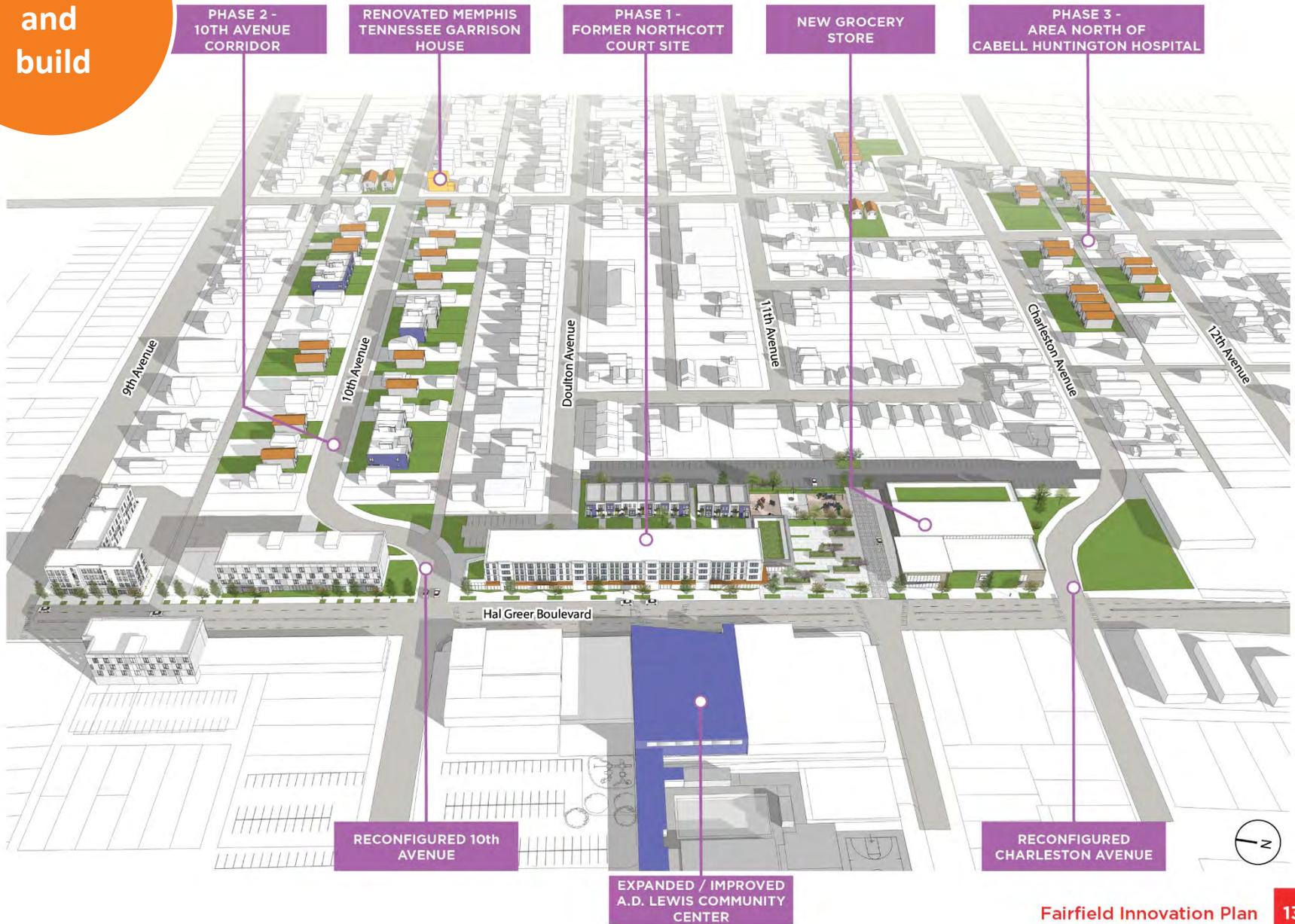
partner
and
build



partner
and
build



partner
and
build



**partner
and
build**

**Memphis Tennessee
Garrison
House Video**



GRANT APPLICATION PROCESS



action
funding

UP TO THE MINUTE

MILAM STREET KITCHEN INCUBATOR OPENS TODAY

GRAND OPENING KICKS OFF AT 10 A.M.

implementation
funding



vision to
reality

Grand opening of Rockford's The Grove at Keith Creek celebrates opportunity, community



 BUY PHOTO

 HIDE CAPTION

Kameran Smith, 1, rides his toy bike around the house on Wednesday, Sept. 27, 2017. Since moving into The Grove at Keith Creek in August, Kameran's mother says she believes her children are much safer, and that moving to a more central part of Rockford has given



engage to
empower

HACB Empowering Residents through HUD's Choice Neighborhood Program: Mrs. Laura Villarreal achieves US Citizenship



Housing Authority of the City of Brownsville is with Laura Villarreal.

May 3 · 🌐

On behalf of the HACB Team, we welcome Resident Commissioner Laura Villarreal to the Board of Commissioners. Commissioner Villarreal has served as President of the Resident Advisory Board and is also currently the President of the Buena Vida Resident Association. Her leadership has helped Administration and HACB to diversify and grow the programs for the families that we serve. We look forward to our continued partnership with Commissioner Villarreal.





**listen and
learn**

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empower**

**partner
and
build**

thank you!

Adam Rosa, AICP
Principal

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EMPOWERMENT THROUGH DESIGN TO CREATE A CHOICE NEIGHBORHOOD

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