

FONDREN SOUTHWEST REVITALIZATION EFFORT (2000)

Authoring organization, time frame, geographic area, and primary issues:

Two community groups, Southwest Houston 2000, Inc. and the New Braeswood Revitalization Association, worked with the City of Houston Planning and Development Department to create a plan document for the 4.5 square-mile Fondren Southwest area, covering most of Super Neighborhood 36 plus some adjacent areas. The plan's subcommittee names identify the main issues addressed:

- Apartment relations
- Beautification
- Community relations and image
- Crime
- Economic and business development
- Education, recreation, and youth
- Transportation

Plan creation and public involvement:

The plan represents a collaborative effort between the two civic associations and the city.

Plan vision statement:

Plan goals or objectives:

For each issue, the plan assigned the following goals:

Apartment Relations

- Open lines of communication between the area's apartment/townhouse residents, homeowners, and rental housing managers and owners.
- Build trust and develop regular communication among multifamily complexes
- Identify problems and get connected with the proper resources to address those problems

Beautification

- Enhance all major thoroughfares, corridors and neighborhoods through beautification and aesthetic improvement projects
- Dissuade individuals from littering and persuade agencies, organizations, and property owners to remove litter and rubbish along all property, public rights of way, parks and private easements



Community Relations and Image

- Establish the Community Relations and Image Subcommittee as the clearinghouse, coordinator for media contact, internal and external provider of information to the community on the Revitalization Effort project and other broad based community organizations
- Facilitate effective communication throughout the community

Crime

- Eradicate gang activity
- Promote HPD's and Precinct 5 Constables' visibility and civic participation in anti-crime efforts
- Collaborate with property owners to reduce or eliminate criminal activities on their property
- Promote civic participation in the issuance and renewal of beer / liquor licenses
- Control pay phone abuse
- Identify trouble spots
- Prevent personal mail box abuse

Economic and Business Development

- Establish a merchants' association
- Encourage residents to shop in their neighborhood, improve the quality of existing retail outlets, attract a higher tier of retail outlets, and reverse the retail vacancy rate
- Make Fondren Southwest more attractive to businesses, market the local labor pool, and fill vacant office space

Education, Recreation, and Youth

- Provide more recreational facilities and programs
- Create and / or improve educational programs for area youth that keep them attending school
- Improve enrichment programs for area children and youth that support their skills and school attendance



Transportation

- Encourage the continued use of major thoroughfares with esplanades and keep all existing esplanades
- Support efforts to keep through traffic on major thoroughfares and out of residential areas
- Identify specific problems that affect traffic signage / signalization
- Keep up to date on thoroughfare information (construction, statistics, etc.)
- Establish a schedule of meeting for the Fondren Southwest Revitalization Effort transportation committee and transportation agency representatives
- Find an existing vehicle to facilitate neighborhood-to-neighborhood communication on transportation issues
- Educate citizens on road and traffic related issues

Strategies:

Key projects:

Most of the recommendations were for “soft” improvements – improve communication within the community and with the city, improve landscape maintenance and reduce littering, anti-crime measures, economic development programs, and traffic management. The principal physical component mentioned was the transformation of the sites of the former Marion High School and Fondren Middle School into a community park.

Implementation and funding:

The document includes action plans based on the goals. Actions are prioritized to give better structure for future implementation and assigned time frames (not strictly defined), resources, and potential funding sources.

