The Third Ward is strategically located, southeast of Houston’s Downtown Core.

The Third Ward is also the historically African American core of a cluster of seven related neighborhood districts, as noted in the 2017 Houston Southeast Community Plan.
Three Neighborhood – Based Planning Initiatives, have yielded a common vision for the historic Third Ward’s future. The various planning boundaries were used to help coordinate the work of;

- **EEDC/ECDP**,  
- **NTW Neighborhood Plan**, and  
- **Complete Communities**,  
...in addition to the overarching **2017 Houston Southeast Community Plan**.
Complete Communities
Land Use Map for the Third Ward

Mayor Sylvester Turner’s Complete Communities Initiative established five neighborhoods across the city as focal points for city-coordinated, resident-driven comprehensive neighborhood planning.

In the Third Ward, this initiative was started by compiling all significant planning efforts that have occurred in the area, including and since the 2001 Third Ward Urban Redevelopment Plan.
Key Locations In The Emancipation Avenue Main Street District

The Emancipation Avenue Main Street District lies immediately southeast of Houston’s Museum District, Midtown District, and Downtown. The Medical Center is off the map to the southwest.

The Third Ward is adjacent to the most economically vibrant areas of the city.
Newly Renovated Emancipation Park, Third Ward, Houston, TX
Looking Southwest
Existing Conditions and Resources in the Emancipation Avenue Main Street Study Area
African-American Religious Institutions that embody the communities’ aspirations for itself.
Wolfs Pawn served as a community-based financial institution, based on relationship lending. The Eldorado Ballroom is a recognized historic landmark that symbolizes the community’s prominence in the American Music and Performance Traditions.
Dowling Office Building

House of Tiny Treasures Childcare Facility
Two local Institutions that symbolize community-based service to the community’s creativity and health needs.
Emancipation Economic Development Council
Houston Endowment
Kinder Foundation
Project Row Houses

A Strategic Alliance to Stabilize and Revitalize the Northern Third Ward of Houston, TX

Emancipation Community Development Partnership (ECDP)

Comprehensive Community Revitalization, Stabilization, and Retention Strategy for a Complete Community.
Geography, Place & Community Self-Determination

Emancipation Economic Development Council

EEDC Mission:

“To inspire hope and contribute to the revitalization and preservation of Third Ward.”
Northern Third Ward
Community Values & Vision

Vision of the Emancipation Economic Development Council (EEDC)

“To have a resilient, dynamic and economically prosperous community where people live, work and thrive in a historically and culturally rich African-American neighborhood.”

Values / What we heard

• Keep existing residents in the neighborhood, especially those most vulnerable to displacement, by creating pathways for wealth-building and community ownership and control.

• Provide a functional organizing body that utilizes all community resources effectively and efficiently, and is a conduit for bringing in external resources and political organizing.

• Develop place-based strategies that ensures all new development balances preservation with development.

• Preserve African American legacy of the neighborhood.

Recommendations for Democratic Engagement

Emancipation Community Development Partnership
Emancipation Community Development Partnership

**ECDP - Roles & Responsibilities**

- **EEDC - Program Definition** and Stakeholder/Community Forum.
- **Houston Endowment** – **Program Funding** and External Stakeholder Communications/Coordination.
- **Project Row Houses** – **Program Management** and Stakeholder Communications/Coordination.
- **Kinder Foundation** – **Program Funding** and External Stakeholder Communications/Coordination.
- **ECDP Project Management Team** – **Program/Project Management** and Stakeholder Coordination Management.
Comprehensive Community Development Strategy

In May and June of 2017 a series of consultant contracts were initiated to:

- **Asses** the market for building housing affordable for Third Ward residents.
- **Determine** the feasibility for establishing a Texas Main Street Program along the Emancipation Avenue Corridor.
- **Implement** an Anchor Institution Engagement Strategy.
- **Determine** the feasibility of establishing a Financial Opportunity Center (FOC)

Additional activities include a long term neighborhood assessment and creative community engagement strategies.
Community Empowerment Framework

“Community organizing, community-based development, and community-based service provision are distinct community empowerment strategies.”

- Community Empowerment Strategies: The Limits and Potential of Community Organizing in Urban Neighborhoods, May 1996 – by Peter Dreier

Case Study: Detroit’s Peoples Platform

http://www.detroitpeoplesplatform.org/platform-planks/
Community Empowerment Activity Relationships

Activities are organized based on community needs.

- Resources are secured, organized & administered thematically (vertically).
- Resources are leveraged, deployed & managed episodically (horizontally).

Emancipation Community Development Partnership
Alternative Policy, Strategy & Resource Management Structures

A) Separate functional areas with hierarchal coordination

- Governance
- Organizing
- Building
- Sustaining

B) Separate functional areas collaboratively coordinated

- Organizing
- Building
- Sustaining
- Governance
### EEDC Board Committee Alignments with Main Street Program Components

<table>
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<tr>
<th>Organization</th>
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Emancipation To Gentrification: An Urban American Timeline

- Emancipation
- Reconstruction
- Jim Crow Laws
- Civil Rights Movement
- Gentrification of Inner City African American Communities
Texas Slave Population in 1860

The percentage of slaves, as a percentage of the total population, was 50% or more in Fort Bend, Brazoria, Matagorda and Wharton Counties in 1860, five years before Emancipation was declared in Texas.

African Americans have been part of the landscape of Texas for as long as Europeans and their descendants. Spanning a period of more than five centuries, African-American presence began in 1528 with the arrival of Estevanico, an African slave who accompanied the first Spanish exploration of the land in the southwestern part of the United States that eventually became Texas.

- http://www.tshaonline.org/handbook/african-americans

- The PORTAL to TEXAS HISTORY
  - Embark on a Voyage of Discovery
  - http://texashistory.unt.edu

Emancipation Community Development Partnership 27
“Jim Crow”
Establishes the Culture of Segregation in America

By the late 1870s Reconstruction was coming to an end. Most white politicians abandoned the laws protecting African Americans.

By the 1890s the expression “Jim Crow” was being used to describe laws and customs aimed at segregating African Americans... and others.
Juneteenth Celebrations
On January 1, 1980, “Juneteenth” became an official state holiday in Texas, through the efforts of Al Edwards, an African American state legislator.

Juneteenth is the oldest known celebration commemorating the ending of slavery in the United States.

The first broader celebrations of Juneteenth were used as political rallies and to teach freed African Americans about their voting rights.

Juneteenth celebration in Austin, TX
June 19, 1900

54th Anniversary
Emancipation Proclamation
1865-1919

http://www.tshaonline.org/handbook/online/articles/lkj01
http://www.juneteenth.com/history.htm
Reverend Jack Yates
the first full-time pastor of Antioch Missionary Baptist Church – circa 1868

Colored People’s Festival and Emancipation Park Association was formed in 1872.

Eventually, as African Americans became land owners, land was donated and dedicated for these festivities. One of the earliest documented land purchases in the name of Juneteenth was organized by Rev. Jack Yates and others. This fund-raising effort yielded $1000 and the purchase of...

Emancipation Park, Third Ward - Houston, Texas.
The term “Ante-Bellum Days” minimizes the impact of slavery on American society. This term, used in this context, and terminology like it, are symbolic of a mindset that denies the horror, brutality and exploitation of the institution of slavery in America.

The heroic struggles of the survivors of chattel slavery and their ancestors is a source of artistic inspiration and “community uplift”.

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1915 Photograph

A Few Harris County Survivors Of “Ante-Bellum Days”
1953 was a relative high point in the “Jim Crow” constrained world of African American urban communities. Commercial districts in African American neighborhoods thrived, as well as various forms of art and cultural expression. However, the limitations to success were severe. Nostalgia for this period is tempered by an understanding of the real barriers to success that have and continue to exist.
Contribution of Negro Women to American Life and Education

Mural by John Biggers in the Blue Triangle after Hurricane Harvey.

The Blue Triangle commissioned a famous mural painted by Dr. John Biggers. The Blue Triangle building was built in 1949. The mural is being restored.

The woman on the left in the upper left photo is Charlotte Kelly Bryant, the founding president of the Blue Triangle Multi-Cultural Association and community center and the 2018 Annual Pinnacle winner; an award that celebrates Houston’s African American Entrepreneurs.
Historic Buildings & Landscapes in Third Ward will help define a Proposed Third Ward Cultural District.

The Blue Triangle Building is one of a number of historically and culturally significant buildings in historic Third Ward. Many church congregations in the Third Ward of the Jim Crow period built magnificent structures that spoke to their aspirations for themselves... a “beloved community” of believers who identify with the poor and dispossessed and seek justice on their behalf. - Charles Marsh
Dowling Street
(renamed Emancipation Ave. in 2017)
Commercial District
Land Uses in 1951

A thriving small business district, segregated from, and somewhat independent of, most of Houston’s white economic life, provided financial support to Houston's African American cultural and civic life. It was the hub of the communities’ services and social life.

https://superhouston.wordpress.com/2016/04/13/on-dowling/

Dowling Street served as the Black community’s Main Street.
Black businesses provided a vital foundation for African Americans.

The Smithsonian’s National Museum of American History mounted the American Enterprise Exhibition, with a section - Black Main Street: Funding Civil Rights in Jim Crow America.

Examples of Black community self-determination included, Harold Cotton, who owned and operated Bob’s Hat Shop in Greensboro, North Carolina, from 1953 to 2005. Black storefronts provided safe spaces for political organizing; they also provided profits that... sustained black colleges and universities. Below, Marjorie Stewart Joyner, V.P., Madame C.J. Walker Co. is giving a check to Mary McLeod Bethune, president of Bethune-Cookman College, on behalf of the United Beauty School Owners and Teachers Association.
Gentrification is the Process of Displacement...
of One Set of People and Culture for Another More Economically Able Set of People and Culture.

The Third Ward was one of a number of African American, post reconstruction era, urban settlements.

During the “Jim Crow” era, from the early 1920’s, through the civil rights era, to today, the Third Ward has been the symbolic center of African American Commerce, Culture, Faith and Social life in Houston.

“Shotgun, Third Ward #1”
By John Biggers
(an image of the “Beloved Community”)
Tasks – Collect and Refine
Existing Conditions – Parcel Assessment

80% of the building stock in the 3rd Ward is in either “Good” or “Fair” condition.

Less than 1/5 of the 3rd Ward’s total acreage is vacant lots.

1/25 of 3rd Ward buildings are in blighted condition.

83% of buildings are occupied.

3rd Ward households live in these residential types:
- 45% Single Family Detached
- 41% Multi-Family
- 14% Duplex/Townhomes

Existing conditions parcel level data provides baseline metric for housing stabilization and development to measure housing and displacement trends.

Source: APD U-Warehouse Survey.
Tasks - Analyze and Plan
Residential Market Analysis

MARKET CONDITIONS

3rd Ward households live in these tenures:
1/4 own their homes
2/4 rent at market
1/4 rent subsidized

There is a gap in rental housing at the top and bottom of the markets:

- Renter households most susceptible to market forces and most threatened by displacement
- Large gap in rental housing that is price appropriate for households making below 30% AMI as well as those making above 100% AMI
- Range in sales prices signal large amount of tear downs of older housing stock, which is the primary housing stock in Historic Third Ward

Gentrification

- Gentrification is a process by which lower-income neighborhoods undergo reinvestment through the influx of relatively higher-income households, resulting in economic overburden for lower- and moderate-income households, often non-white.

- Common Characteristics:
  - Disinvestment and reinvestment
  - Loss of affordable housing
  - Physical upgrading of residential neighborhood
  - Upward movement of residents’ socioeconomic status
Gentrification has Accelerated

- Gentrification across Houston has accelerated since 2000.
- Very little gentrification occurred from 1990 to 2000, while the period between 2000 and 2010 saw the greatest change.
- Growing gentrification patterns emerge during the time period between 2010 and 2016.
Gentrification Typology Timeline

Tracts meeting criteria for gentrification are broken out into three categories: “established,” “gentrifying” and “continual” tracts.
Gentrification Typology

Established
- 90-00
- 90-00 & 00-10

Gentrifying
- 00-10
- 10-16
- 00-10 & 10-16

Continued
- 90-00, 00-10, & 10-16

Not Gentrifying
- Vulnerable
- Not Vulnerable
- Major Highways
- METRO Rail

Source: Kinder Institute for Urban Research
Gentrification Typology, December 2016
Susceptibility Index

- Not Vulnerable
- 0.01 - 25%
- 25.01 - 50%
- 50.01 - 75%
- 75.01 - 100%
- Major Highways
- METRO Rail

Source: Kinder Institute for Urban Research, Gentrification Susceptibility Index, December 2018
Some strategies and Tools Identified

- Federal programs
- Land-Use tools
- Place-based strategies
- Community based Equitable Development Strategies
Race & Place in Houston, TX – Patterns of Local Segregation

*The Statistical Atlas* is one of many interactive, web-based, GIS data visualization tools that support policy development and strategic planning.  
[https://statisticalatlas.com/place/Texas/Houston/Race-and-Ethnicity](https://statisticalatlas.com/place/Texas/Houston/Race-and-Ethnicity)

*White Race by Tract*  
*Black Race by Tract*
The EAMS corridor is being analyzed in the context of the “Walkable Places Initiative” analytic framework. Further, these analyses are informed by the work of the EEDC/ECDP and the other area studies.

All of these planning efforts are informing the development and implementation of a collaborative strategic framework for action.
EAMS Historic District Map + Houston SE Economic Corridors Map
Goods & Services
Available in the Third Ward
Residential Fabric
Of The Third Ward

Texas State Representative Carmel Coleman (figure 1.01), the son of a Third Ward physician, is convinced that most of the residents of the new town homes are likely to be affluent and white. And he is not ready for the poorer residents of this area, many of them renters, to be squeezed out. He noted that places like Philadelphia have cordoned off sections of the city, to protect Independence Hall’s historical importance from being diluted by modern development.

“Why isn’t culture historical?” Coleman asked.
Analysis Methods
For Establishing a Land Use Framework and Collaborative Strategic Action.
Project Location Suitability

Socioeconomic Factors

Environmental Factors

Social Factors

Suitability Analysis

Emancipation Community Development Partnership
“Walkable Places Initiative” Project Objective

To create a place/destination sensitive to the local context

Walkable Place

Walkable, but not a place
Proposed Walkable Places District Boundaries
Emancipation Avenue

Walkable Places
District Study Area

Three of four proposed affordable housing projects, that have been supported by ECDP/EEDC, are in the EAMS District. These projects are nodes of development opportunity that are leading the way for equitable development in the Third Ward.

Three Focus Areas
- McGowen
- Elgin
- Holman
Trinity East Village + Emancipation East & West
Emancipation Center
Ground Breaking Ceremony, January 17, 2019
Emancipation Center One (Mixed-Use Office + Garage)

Emancipation Center Two (20 Units of Affordable Housing)
Row House CDC
Mixed-Use +
“Doshi House”

The multiple clustered projects represent an incremental development approach.

The effort includes a total of 24 new residential units (14 of which will be in 5 duplexes and 3 single unit accessory buildings). Eight new neighborhood commercial units will flank, the renovation, started in January 2019, of the beloved, privately-owned neighborhood coffee shop and gathering spot, “Doshi House”.

Emancipation Community Development Partnership
Developing and Managing the Implementation of a Strategic Roadmap for Action is Ongoing.
Third Ward... Houston

A Tale of Two Cities?

Equitable Community Economic Development... to be achieved through an understanding of “place”.

Emancipation Community Development Partnership

Emancipation Park neighborhood in Houston’s Third Ward

Looking Northwest To Downtown Houston, TX