



Mitte Cultural District Master Plan Summary

24 April 2015



MITTE



CULTURAL
DISTRICT



CANNONDESIGN

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The strength of the mitte cultural district is bound to the heritage of brownsville and of the entire region. It is through a celebration of the institutions within the district and the story told through partnerships beyond that form the basis for its growth and opportunity.

Partner Organizations

Brownsville Historical Association
Gladys Porter Zoo
Historic Brownsville Museum
Children's Museum
Brownsville Wellness Coalition
Sombrero Festival Ltd.
City Of Brownsville Parks And Recreation Department
Brownsville Museum Of Fine Art
Costumes Of The Americas Museum
Camille Playhouse
Brownsville's Holiday Village
Brownsville Convention & Visitors Bureau

Advisory Committee

Gladys Porter Zoo
Brownsville Historical Association
Historic Brownsville Museum
Brownsville Museum Of Fine Art
Brownsville's Holiday Village
Brownsville Wellness Coalition

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Cultural districts seek to foster and celebrate the unique asset and heritage of place. The location, history, culture and experience of brownsville is unique and should be celebrated.

1.0 Cultural Districts

Defining A District Goals And Potential

The texas commission on the arts defines cultural districts as “special zones that harness the power of cultural resources to stimulate economic development and community revitalization. These districts can become focal points for generating businesses, attracting tourists, stimulating cultural development and fostering civic pride.”

The mitte cultural district is uniquely positioned, harnessing the culture, heritage, geography and population of brownsville and the lower rio grande valley to drive community development, support and enhance the arts, provide world class amenities and leverage tourism to the benefit of the city and the region. To become the thriving economic asset for member organizations and the city at large, the mitte cultural district should reflect on the unique characteristics of its setting while learning from and partnering with other examples throughout the state.

The follow includes the goals, challenges and successes frameworks for cultural districts as set out by the texas commission on the arts, as well as case studies that identify success stories that leverage their unique characteristics of place. Each of these examples represents certain core attributes that align with strengths and traits seen in brownsville, and provide lessons and peer examples that may be referenced going forward.

District Analysis:

Texas Commission On The Arts

Culture District Goals

Attract artists and cultural enterprises to the community to infuse communities with energy and innovation. Encourage business and job development which results in the creation of new economic opportunities and jobs. Address specific needs of a community. Establish tourism destinations. Preserve and reuse historic buildings to provide opportunities for affordable artist live/work space and new homes for cultural organizations. Enhance property values. The redevelopment of abandoned properties, historic sites, and recruiting businesses to occupy vacant spaces can contribute to reduced vacancy rates and enhanced property values.

Culture District Challenges

Gentrification is an unintended consequence of success and displacement of residents can lead to the loss of a region's authentic identity. Staffing and administration can be a challenge because many districts are staffed as part-time or volunteer positions. Financing and securing funding is one of the most difficult challenges as funds for planning and promoting local districts can be difficult to secure. Relevance to local residents needs to be considered with equal respect to efforts that attract tourism. Long term planning and evaluation of local efforts can be time consuming and demand extra resources but are crucial to sustaining a local district.

Culture District Success Factors

Unique and authentic identity that highlights what is special about the district and the community is in place. Community support of the district is in place to ensure continued success. Strategic partnerships have been brokered that result in a variety of resources. Cultural and strategic planning has been completed that articulates a vision for the cultural district and the broader community. District has sustainable artist live/work spaces that provide artists with a productive environment. A local developer has committed to the cultural district. Anchor institutions and special events are in place artist recruitment is an organized effort that shows how a community is willing to welcome new artists. Artists are partners, are valued as members of the community and their recruitment is an organized effort. Events and venues are accessible. Clear signage is in place so visitors and the community can recognize the boundaries. The signage can be enhanced with distinctive logos, maps and other visual materials. A user-friendly website with comprehensive information about the district is available for the community and for visitors. Marketing and promotion efforts are in place to attract visitors, potential residents and new businesses. Strong amenities such as restaurants, lodging and recreation bolster the efforts of the cultural district.

District Analysis:

Texas Commission On The Arts Success Factors

Leveraging Historic Assets

King William Cultural Arts District, San Antonio

Is the only neighborhood association in the state with three historic districts within its boundaries, including the oldest district created by city ordinance. All three districts share a common theme of historical and cultural importance. Incentives for additional live and work space are in place that will encourage further development of the district. The district features some of san antonio's oldest homes, historic sites and incredible artistic highlights.



Regional Urban Design Overlay

Museum District, Fort Worth
Is home to one of the greatest collections of museums of art in the nation. It is made up of a single, park-like setting, that spans virtually the entire history of art. Currently, the cultural district development initiative is working with property owners to develop a urban design overlay. The overlay will address the form and design elements needed to guide future growth to complement the vision for this area of the city. The district is part of the botanic gardens and zoo.





Economic Growth Through Cultural District Non Profit

Downtown District, Bryan Is home to numerous restaurants, boutiques, concert and event venues, and art galleries. The dba is a non-profit organization whose mission is to create, cultivate, and showcase the commerce, culture, and community of the downtown district by preserving its past and looking for opportunities for improvement and growth within the community. It also supports the economic growth and physical appeal of downtown. Merchant benefits include social media adverts, networking, and other events.



Relocate Amenities To Create Cohesive Asset

Arts District, Dallas Is home to the city's leading visual, performing arts institutions, and cultural and educational facilities. The city hired a series of consultants to determine how and where to house its arts and cultural institutions starting in the 70s Boston consultants carr-lynych recommended that dallas relocate its major arts institutions from different parts of the city to the northeast corner of downtown. The city progressed to define the boundaries and design guidelines.

District Analysis:

Success Stories

Open Air Artisan Market

Market, Grand Rapids, Mi

The market is a mixed-use facility that brings together production, distribution, marketing and education about local produce. Their indoor facility features a 24-vendor market hall, while dozens of farmers and artisans line the outdoor farmer's market shed. The market's location serves as a focal point within the city while revitalizing a previously neglected area. It continues to spark redevelopment of nearby properties while reintroducing community neighbors to a once underutilized locale.



Seamless Amenity

Connection Cultural Trail, Indianapolis, In

The trail is an 8-mile world class urban bike and pedestrian path running through downtown indianapolis. It seamlessly connects neighborhoods, cultural districts, public art, and entertainment amenities while serving as the downtown hub for central indiana's vast greenway system. It has been outfitted with stormwater planters to reduce runoff and pollutants. It is made possible by a large public and private collaboration by the city, state, and not-for-profits.





Leveraged Natural Amenity
Riverwalk, San Antonio, Tx
The river walk is a public park and network of walkways along the san antonio river lined by bars, shops and restaurants. Colorful and iconic umbrellas shade riverside tables. Its cypress-lined paths, arched stone bridges and lush landscapes provides for a serene and pleasant way to navigate the city, providing millions of visitors each year with easy access to the city's cultural hot spots, historic sites and other attractions. Over 20 events take place on the river walk every year, including several festivals and parades.



Private Investment, Public Art
Short North, Columbus, Oh
The "art and soul" of columbus, developed as an arts district in 1984, when gallery owners began a cooperative opening each month to debut new exhibits, which evolved into the gallery hop Saturdays, attracting visitors and new business owners. It features temporary murals on the exterior brick facades of buildings and a series of public art sculptures. Its iconic wooden arches were resurrected in steel as the identifying feature of the area and it is considered a model for urban revitalization.

Engaging diverse communities and building community by bringing people together to enjoy, celebrate and learn about their history and culture; creating a sense of belonging to this place

2.0 Process Synopsis

Project, Engagement And Work Summary

From the very beginning, this master planning process has focused on stakeholder and public engagement as key perspectives to better understanding the full spectrum of aspiration and opportunity. Each working session is seen as an engagement process that explores the current condition as it relates to future development, while seeking opportunities to build upon current success stories and existing activities.

This engagement process has included:

- *Four mitte advisory board workshops — opportunities to explore potential, understand pressing concerns and identify programmatic and expectation overlap for member organizations*
- *Three public workshops — engaging the broader community base to propose and test opportunities for investigation, code modifications and engender community buy-in and support.*
- *Charro days/sombrero fest public engagement — public outreach and surveying over two days as to gather greater public interest and promote the mitte cultural district.*
- *Twenty seven one-on-one interviews — conversations with institution partners, local organizations, state and national peers and experts in museum and cultural district management to inform process and development*

From each of these interactions the master plan and development approach of the cultural district has taken shape, building both upon institutional organization and public expectation.

Engagement Process: Stakeholders

Stakeholder Workshop Process

As part of the engagement process, Cannon Design has worked in partnership with the city of Brownsville and the advisory board of the Mitte Cultural District to identify assets, define goals and outline strategies for implementation. It is through this process that physical programmatic and operational opportunities have been revealed to further enhance and support the cultural district. And while some of the suggestions will require on-term capital planning and buy-in, many are intended to be quickly addressed by the cultural district, the city and private investment.

These discussions have revolved around:

- Focus areas that represent opportunities of investment and immediate need for development.
- Organizational strategies to support district wide programming
- Parking, circulation and transpiration strategies for the cultural district as they relate to the greater downtown area
- Revenue generation
- Street design and district branding



stakeholders discussing design interventions

SPACE: Room For Growth + Proximity
 SETTING - PALM TREES
 PLACE - ENTRY INTO HISTORIC BROWNSVILLE
 GOOD EXPOSURE, TRAFFIC, VISIBILITY
 EASY ACCESS
 HISTORIC/NEW/REST/OPEN SPACE
 WINTER TEXANS
 COMMUNITY + SCHOOLS
 TOURIST ATTRACTIONS
 ALL AGE GROUPS
 SUPPORT FROM PATRONS

- STRONG COMMUNITY SUPPORT
 - SOMETHING TO DO EVERY DAY OF THE WEEK
 - GREAT PARKS ^{DP PARK} ^{WMMH PARK} ^{UNION PARK}
 - DEAN PORTER PARK VERY (TOO?) POPULAR
 - CITY SUPPORT
 - TOGETHER THE INSTITUTIONS ARE STRONG
 - ANNUAL EVENTS BRING LARGE CROWDS

- WHAT WOULD ENHANCE THE DISTRICT
 - AWARENESS
 - SIGNAGE & WAYFINDING
 - CONNECTORS - REST.
 - RETAIL
 - ARTIST WORKSHOPS
 - PROGRAMMING OF PUBLIC SPACE
 - MONTHLY EVENTS
 - REGULAR & DEPENDABLE
 - SEASONAL EVENTS THROUGHOUT DISTRICT
 - "ONE DISTRICT" - DISTINCT PARTS BUT STRONG RELATIONSHIPS
 - TRAMWAY TOURS / HISTORIC TOURS
 - SCHEDULED
 - HAND IN HAND W/ WALKING

South Texas / KGV
 WEATHER
 GROWING ECONOMY / JOBS
 ONE OF THE OLDEST TOWN SITES IN THE VALLEY

- ECONOMY DEPENDENT ON MEXICAN ECONOMY
 - FISHING INDUSTRY
 - FARMING / CITRUS

- WALKING / TRAMWAY INFRASTRUCTURE USED TO MITIGATE PARKING CONSTRAINTS
 - LEVERAGE EXISTING PARKING LOTS FIRST
 - CHANGING ROLE OF CURBING MAY BE GROWTH FOR DISTRICT
 - PLANNING OF PUBLIC SPACE

student concept board associations



code modifications presentation

Engagement Process:

Public Outreach

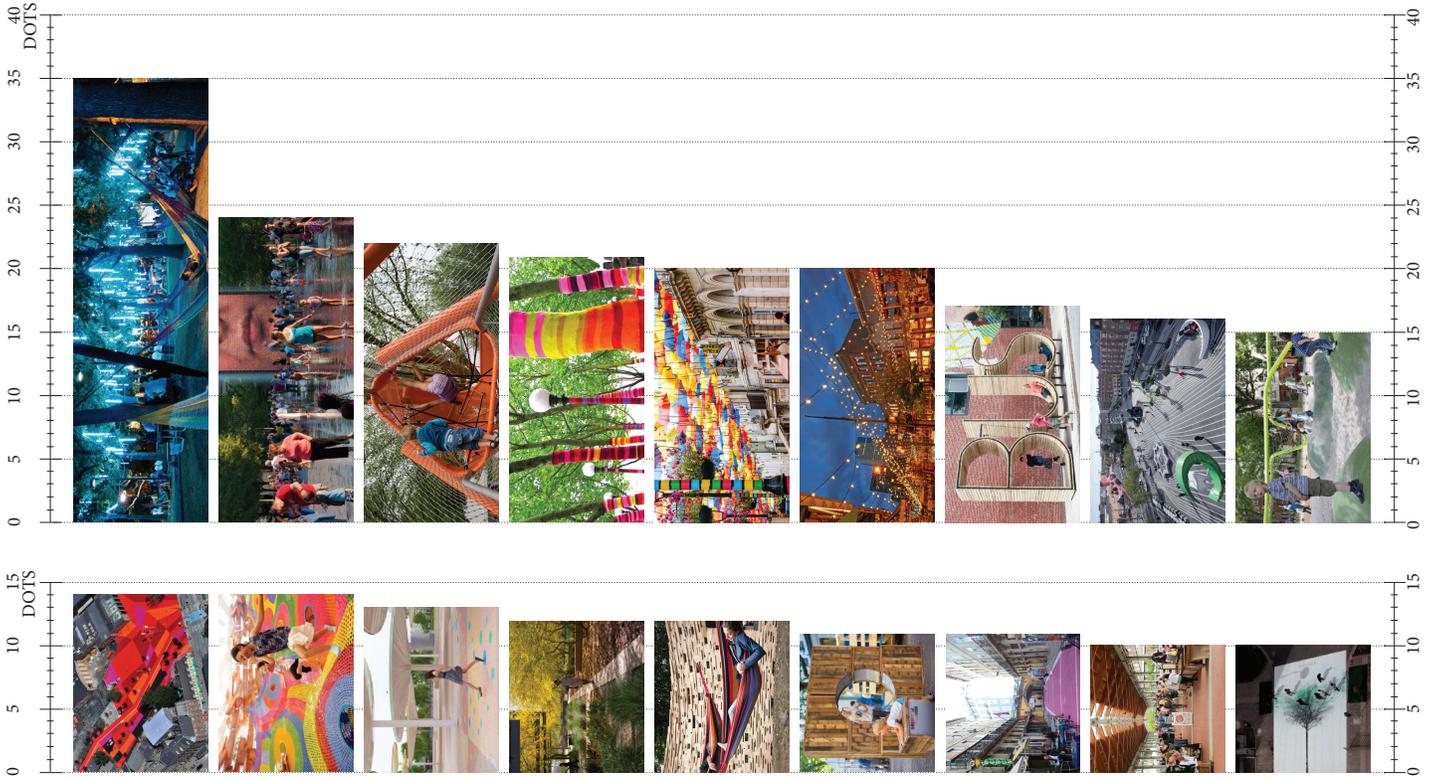
Public Presentations

The city of brownsville, and the mitte cultural district in particular, is committed to developing the district and region in full partnership with the great brownsville community, and as such as invited in public dialogue, perspective and expectation into this design process. Through each step of the process, public workshops have been held to inform the design while informing those who live and work near the mitte cultural district or are impacted by its development and growth. Whether through group brainstorming sessions, code overlay development and zoning strategies, or proposals for prototyping solutions within the district, public engagement has been

Key to understanding the broader context and opportunity. Ideas and opportunities from these workshops include:

- Museum pass facilities to allow people single ticket access to multiple venues throughout the district
- Educational partnerships between institutions and cummings middle school to provide arts and environment education throughout the district
- Programming opportunities for linear park to balance crowds from dean porter park
- Drainage considerations and bioswales when redeveloping Ringgold street





18 highest scoring images according to dot placement



Culture and history, past and present, to the city, surroundings and people; the mitte cultural district is a place that fosters and creates connections.

3.0 Design Opportunities

Physical Concepts

Building upon the ideas generated during each of the stakeholder and public workshops, a series of design considerations were developed that define focus areas, locations where the mitte cultural district is experiencing constraining growth or would otherwise benefit from expanded facilities, amenities and programming. Further, these design proposals seek to leverage the existing infrastructure, programming and community support to serve as early wins for the continued support and development of the cultural district. Beginning with a broad understanding of the district and an effort to define the breadth of this overlay, these design opportunities focus on:

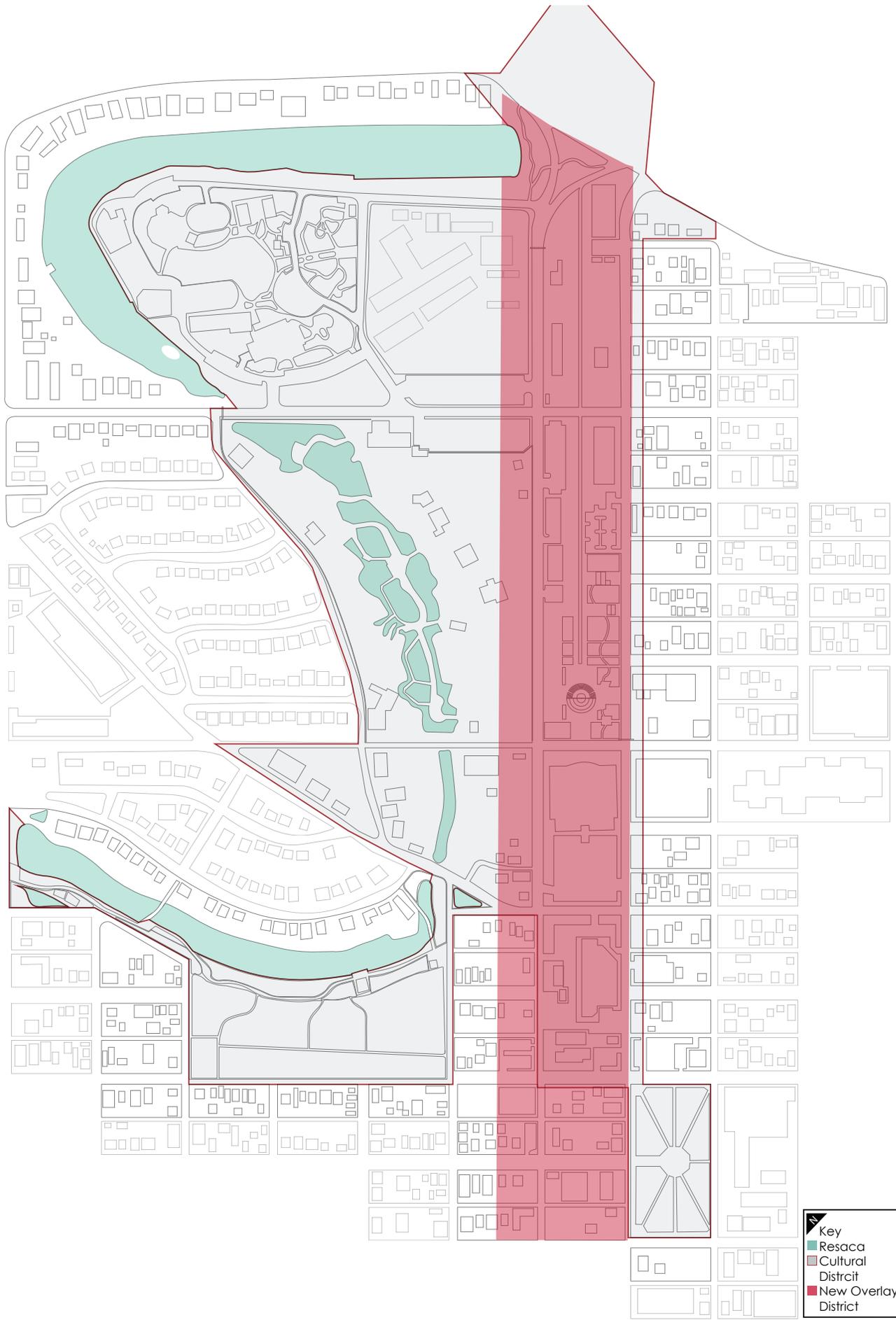
- *Ringgold street redevelopment — redeveloping Ringgold street through the district as a complete vehicle, pedestrian and bicycle route through the district and the city, establishing as a standard the street level branding that will serve to orient visitors throughout the district.*
- *Ringgold artisan market — redeveloping the existing quonset hut, partnering with the visitor's center and leveraging the adjacency to the bike trail to create a nexus of opportunity in the heart of the district.*
- *Performance plaza and amphitheater — create an expanded event area to draw people further into the cultural district.*
- *Historic building relocation district — define and develop a historic building zone around the relocated laureles house that serves to protect the historic buildings of brownsville and serve as growth spaces for institutional partners.*
- *Zoo plaza — define gateway and open space for the zoo and dean porter park along Ringgold street that serves to provide additional amenity, restaurant and outdoor seating, and bus and trolley drop-off for the district.*
- *Parking and circulation strategies — develop approaches to district wide circulation strategies that tie the existing parking areas to new developments and additional partner lots at the perimeter of the district.*

Design Opportunities: Zoning The District

Defining The District

Throughout this process, every effort has been made to understand the role and opportunity of active real estate development and the requisite zoning and regulation requirements to support growth and expansion. The Mitte Cultural District board has worked with the City of Brownsville to frame the breadth and extent of this cultural overlay, seeking to outline and include the major cultural institutions throughout the area and specify enhanced code-based opportunities and amenities along 6th and 7th streets. After adoption, continue to work with City officials and stakeholders to determine official boundary limits and future zoning restrictions.

The Mitte Cultural District includes all properties along 6th and 7th streets, inclusive of linear park and as far south as the historic Brownsville museum. Further, the district includes Washington Park, the historic cemetery and the cemetery Resaca Park, the Gladys Porter Zoo, Dean Porter Park and the Cummings Middle School property. This extent is established so as to support and enhance the existing cultural institutions and amenities, and provide ample opportunity for the further development of these resources in the long term.



Key
Resaca
Cultural District
New Overlay District

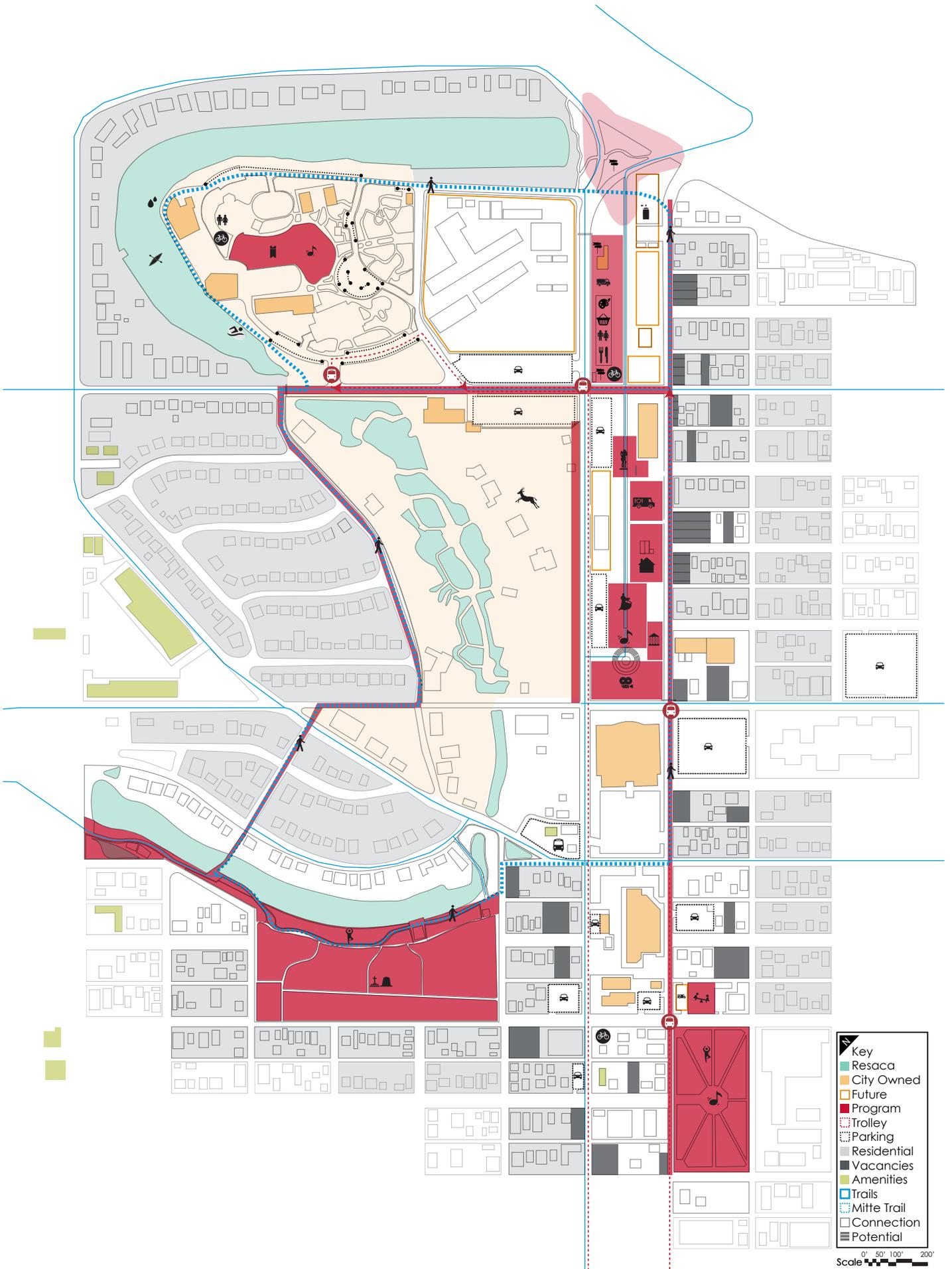
Scale 0' 50' 100' 200'

Design Opportunities: Development Focus Areas

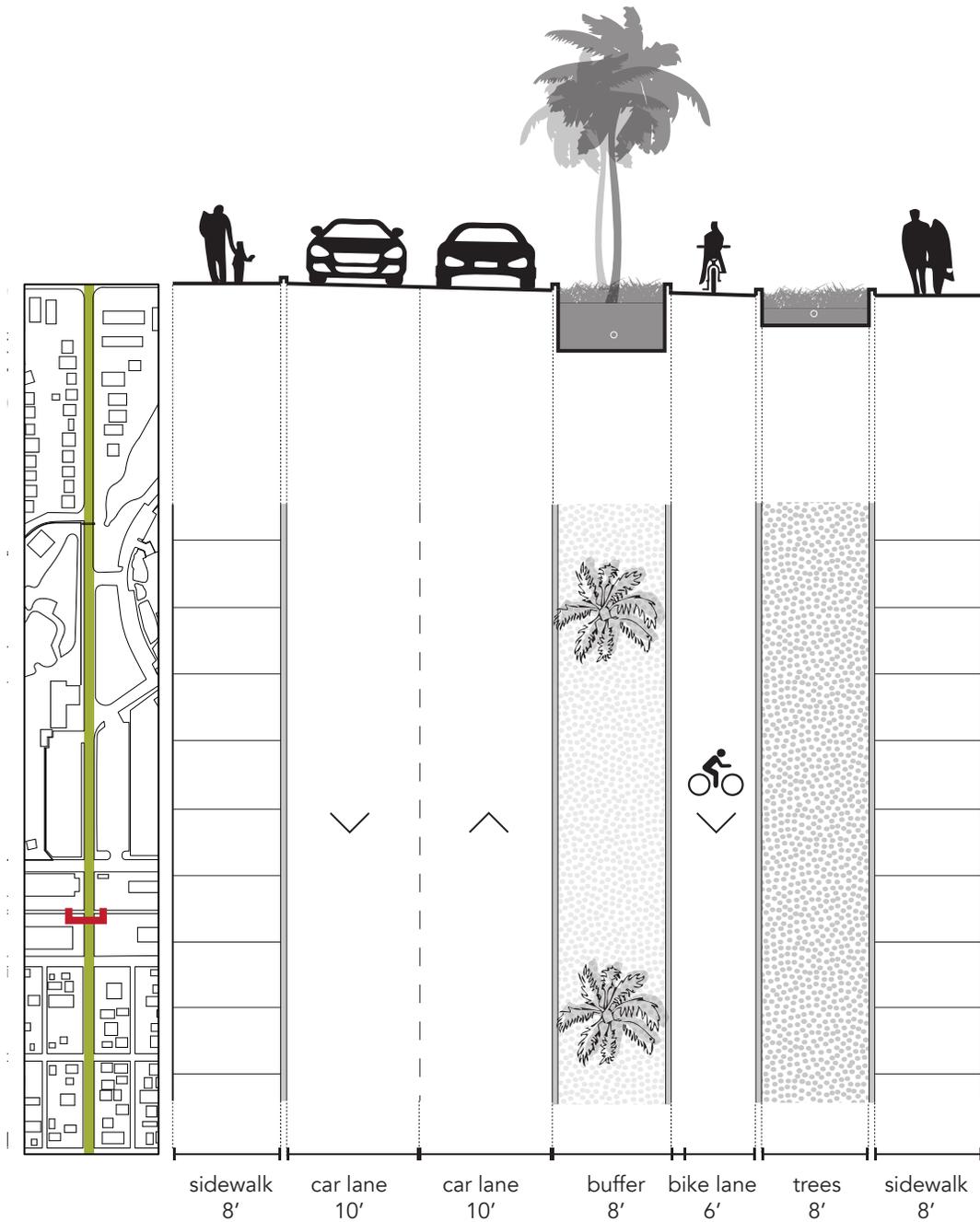
Considering The Big Picture

While this study includes an over arching exploration of all properties and amenities throughout the mitte cultural district, specific focus has been given to key areas and enhanced existing amenities. Major existing spaces have been assessed to determine existing programming use and now programming potential. Parking has been a major concern throughout the district, and as such existing parking spaces and potential future developments have been explored, along with methods for developing parking revenue strategies to enhance and support district development.

Along with key stakeholder engagement, this study has explored new partnerships and new program elements and has identified opportunities for programmable spaces and linkages, including pedestrian, trolley, bicycle and vehicular that extend within and through the district. Significant consideration has been given to the alignment of use typologies, event planning and mutually beneficial enhancements so as to continue to develop the district holistically.



Design Opportunities: Ringgold Street District Connector



bike lanes, vancouver, british columbia



indianapolis, indiana



claremont speed bump, new york city, new york

Redefining The Street

In order to enhance the sustainability and livability of the street as a connector, Ringgold street will be redeveloped to utilize existing right-of-way by incorporating a bike lane, landscaping and sidewalks. As a way to unify the district and defining its character, branding will be employed on cultural district sidewalks, roadways

and landscape, incorporating existing planting. Ringgold will serve as a complete vehicle, pedestrian and bicycle route through the district and the city, establishing as a standard the street level branding that will serve to orient visitors throughout the district.

Design Opportunities: Ringgold Artisan Market

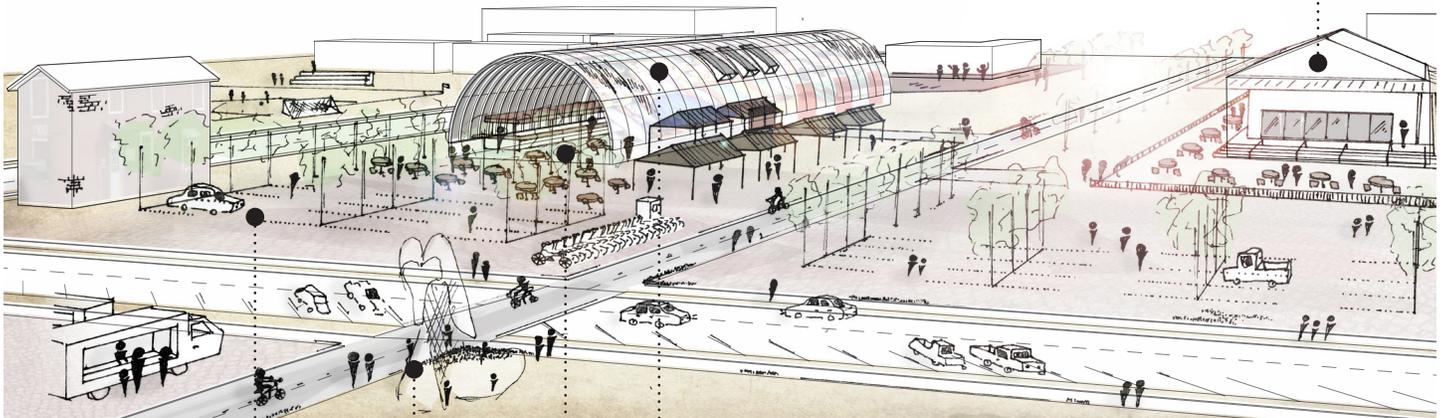
Temporary
Market

Retail With
View Into Zoo

Jackson Feed
Restaurant



Near Term Plan



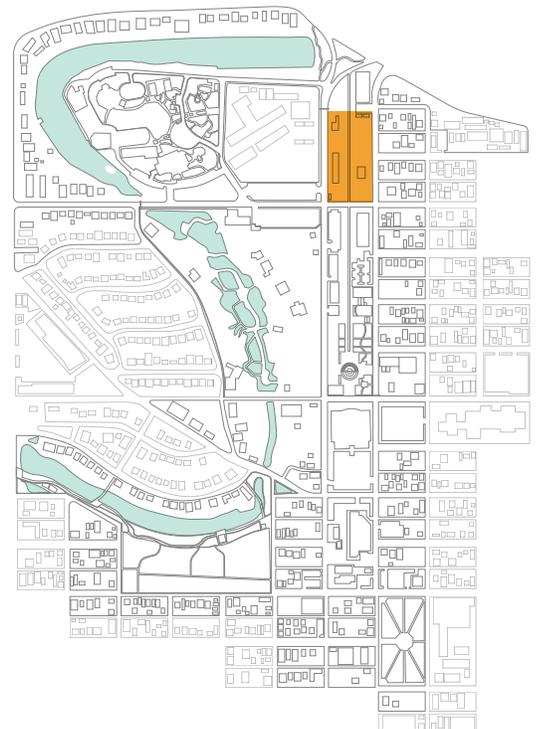
Long Term Plan

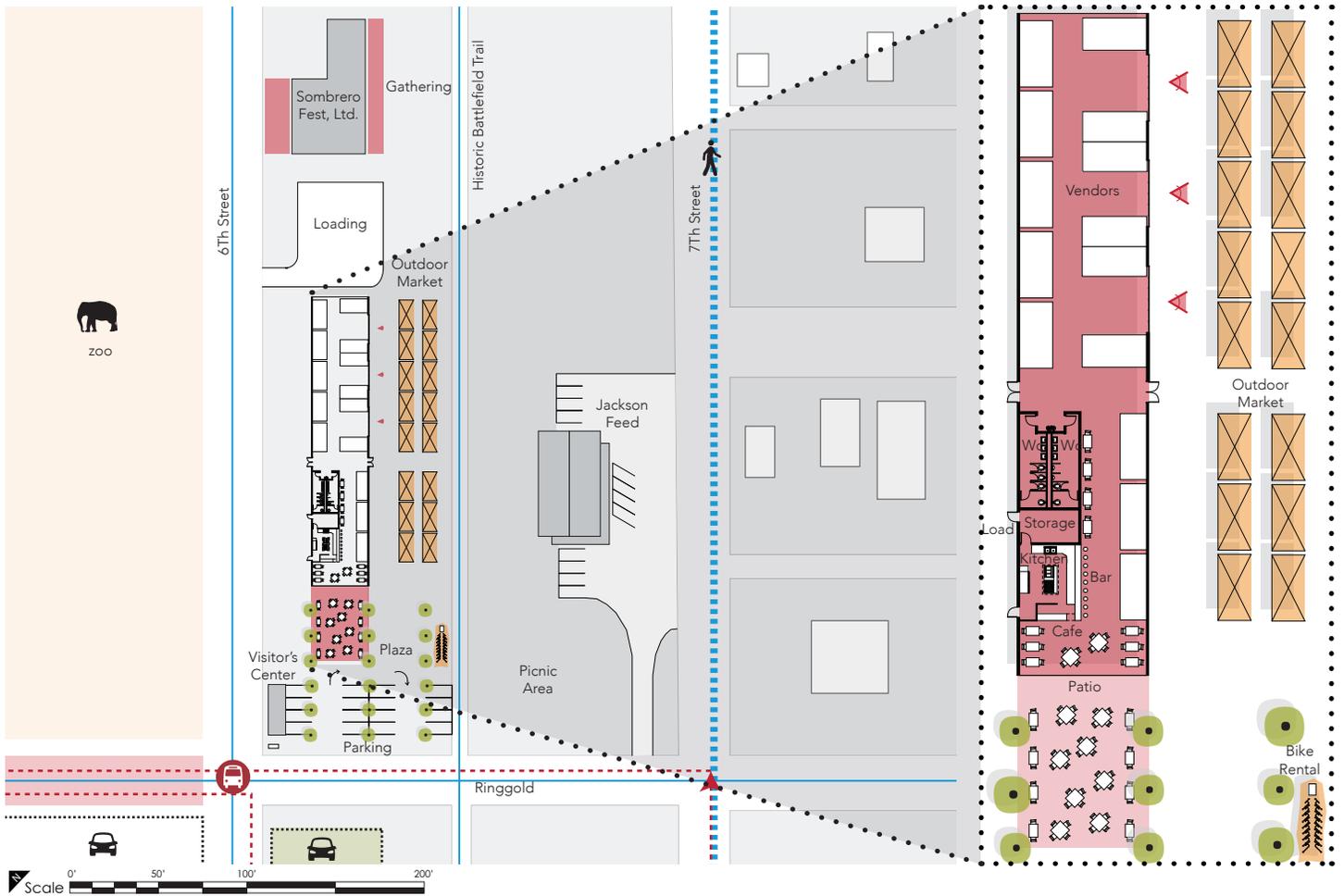
Hardscape
Plaza And
Parking

Sculpture
Park

Cafe

Mural
Competition



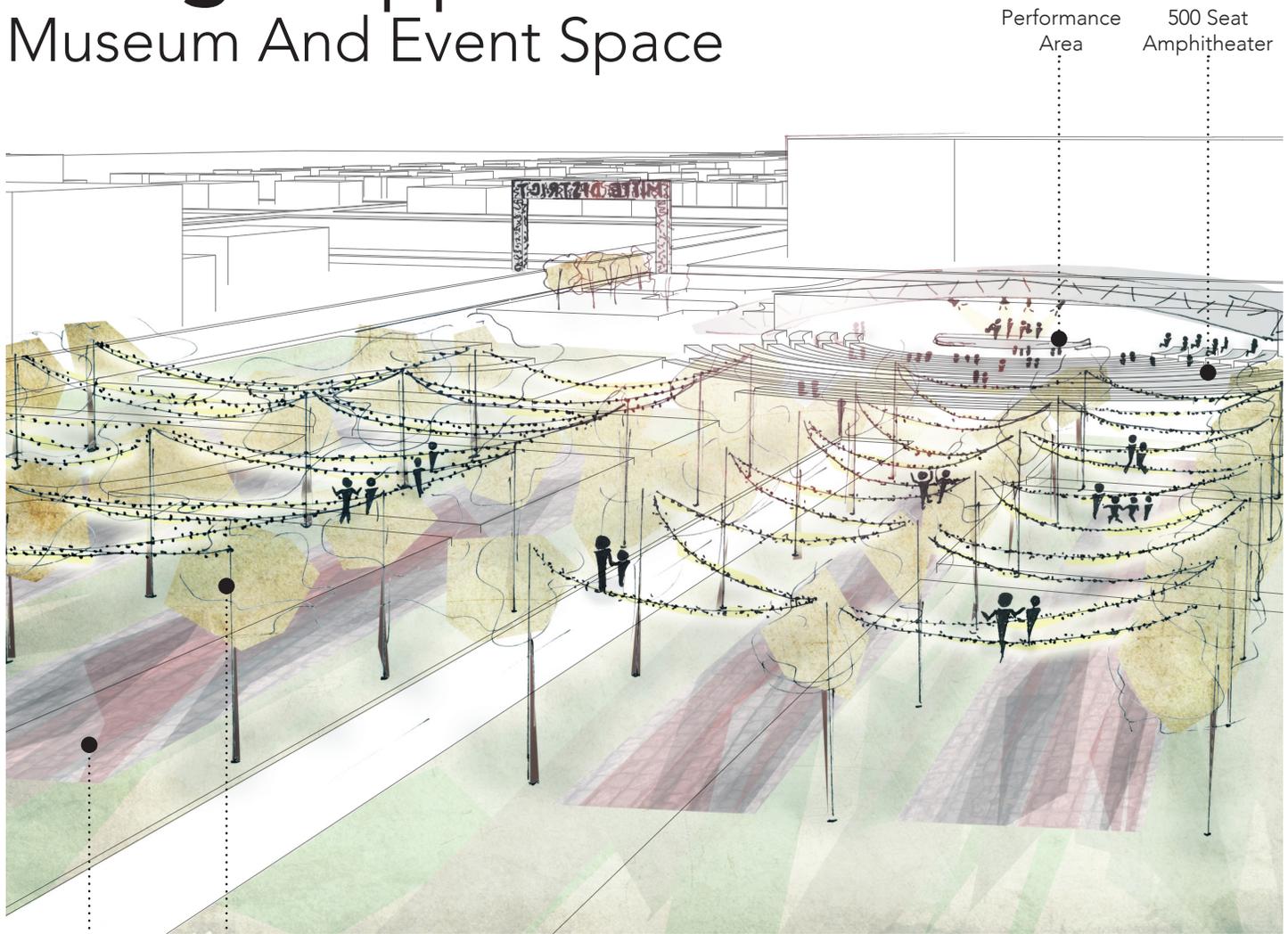


Creating A Cultural Market

As a hidden gem, the existing quonset hut on 6th street and Ringgold will be re-purposed as a community artisan market. The efforts will be kicked off through a mural competition to redefine its shell. Mitte will need to develop temporary food, retail, and services facilities, as well as hardscaped outdoor plaza area for

the site in its near term plan. Pilot bike sharing program will be located along historic trail in order to utilize the existing bike barn. Gathering momentum for the long term, the market will become more permanent and will help to develop the surrounding area.

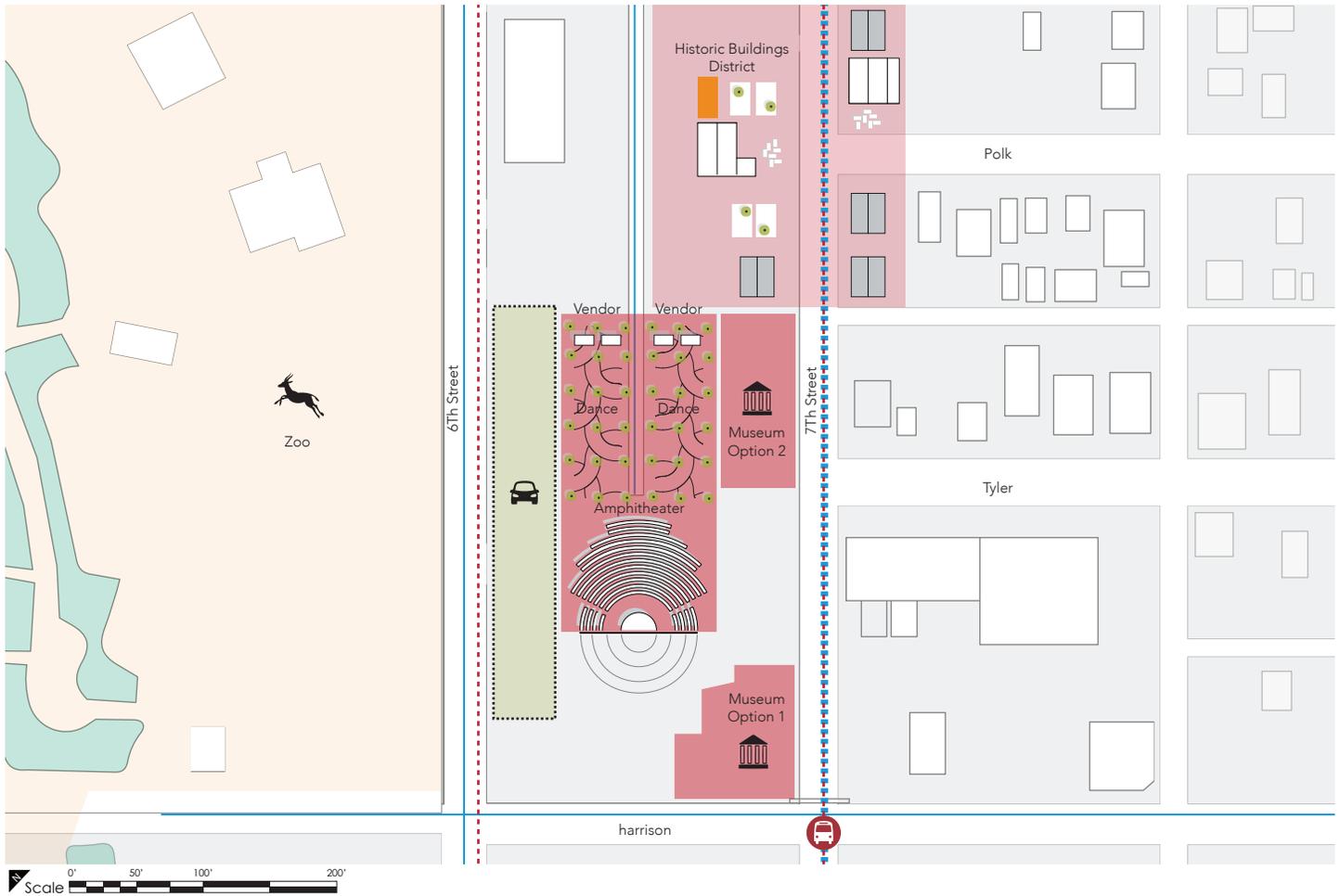
Design Opportunities: Museum And Event Space



Dance Area

Tree Canopy With Lighting





Creating New Event Spaces And Amenities

In order to draw more people into the center of the cultural district, linear park will provide shaded performance areas and plaza event space. An expanded amphitheater will anchor the park with amenities and programming.

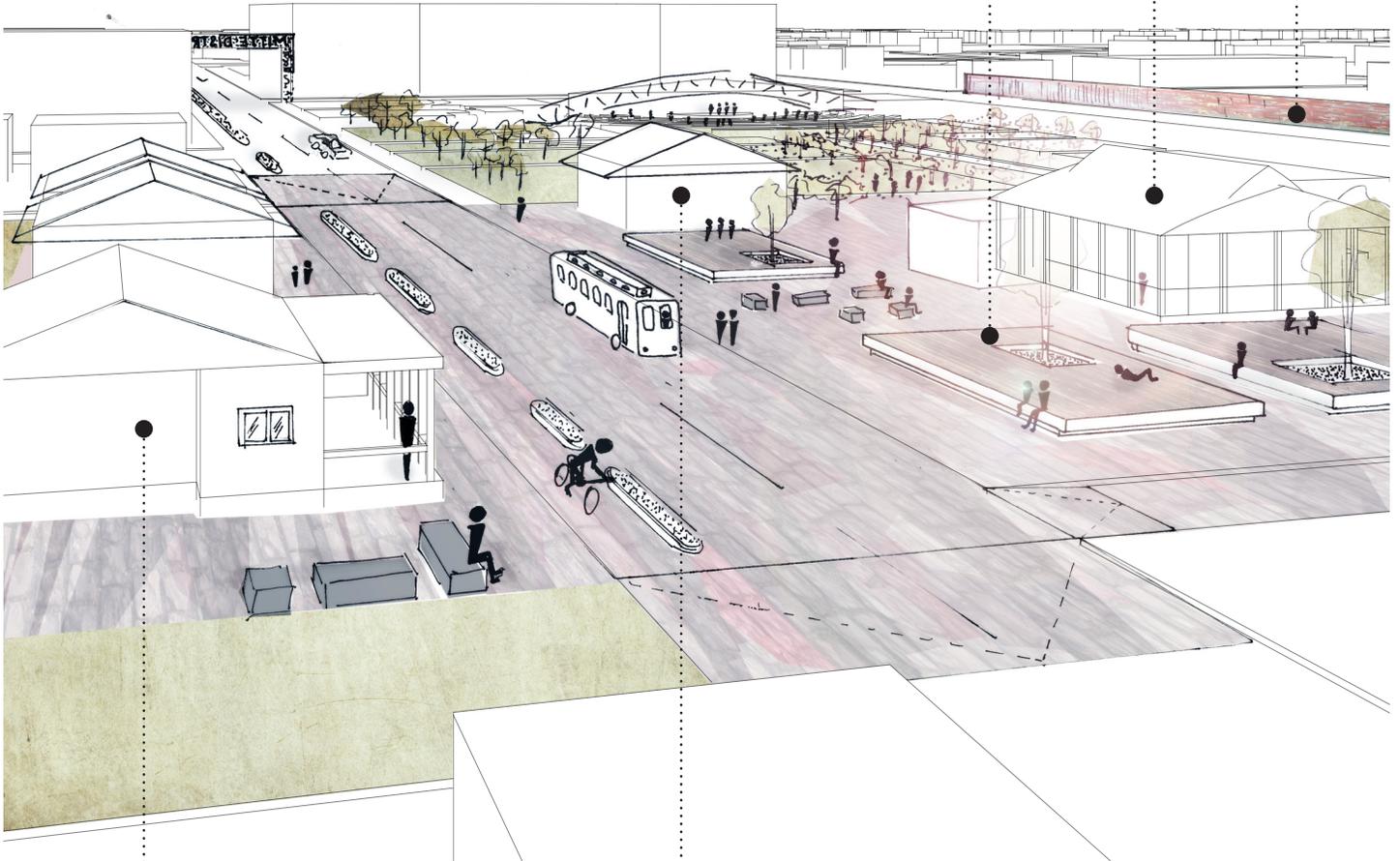
To accommodate more people, mitte will develop additional facilities, services, museums or other potential cultural amenities.

Design Opportunities: Historic Buildings District

Seating
And Gathering

Laureles
House

Zoo Wall
Mural

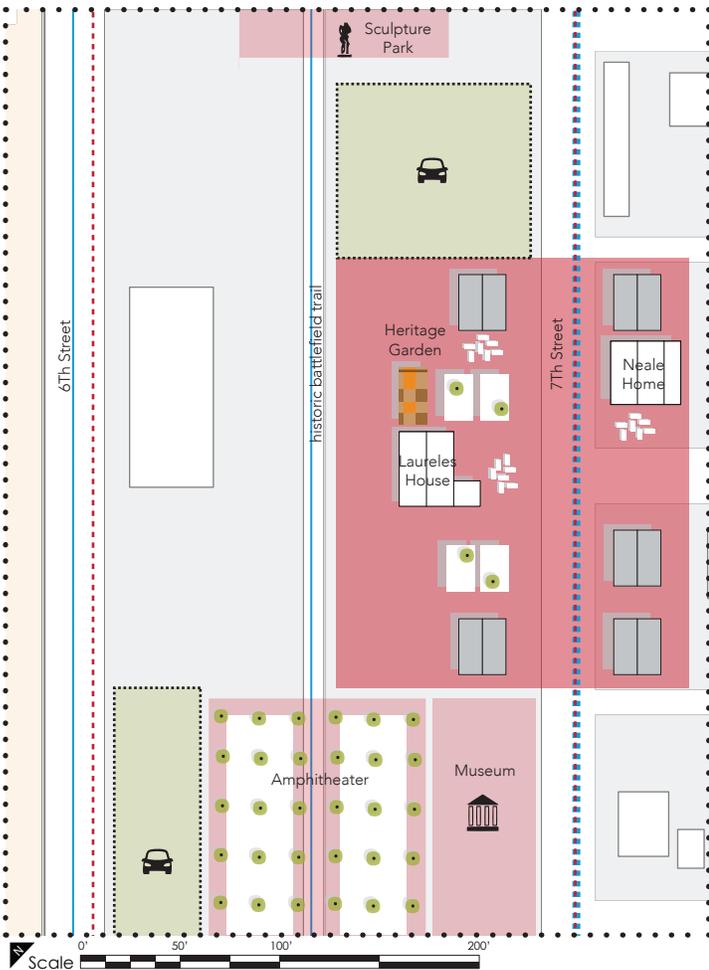


Neale House
Option 1

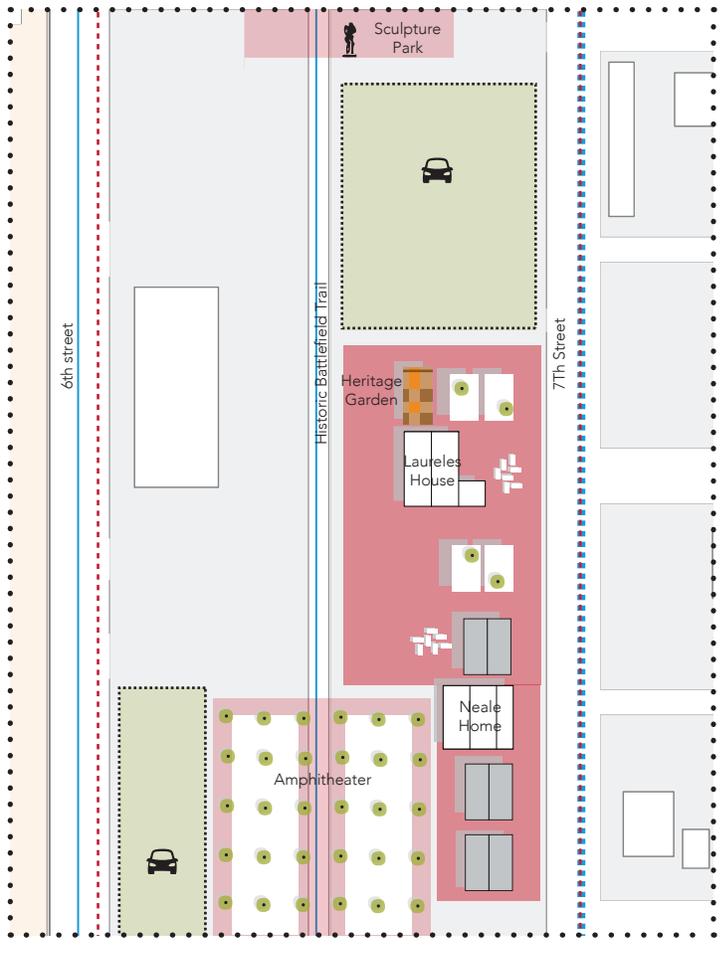
Neale House
Option 2



Option 1



Option 2

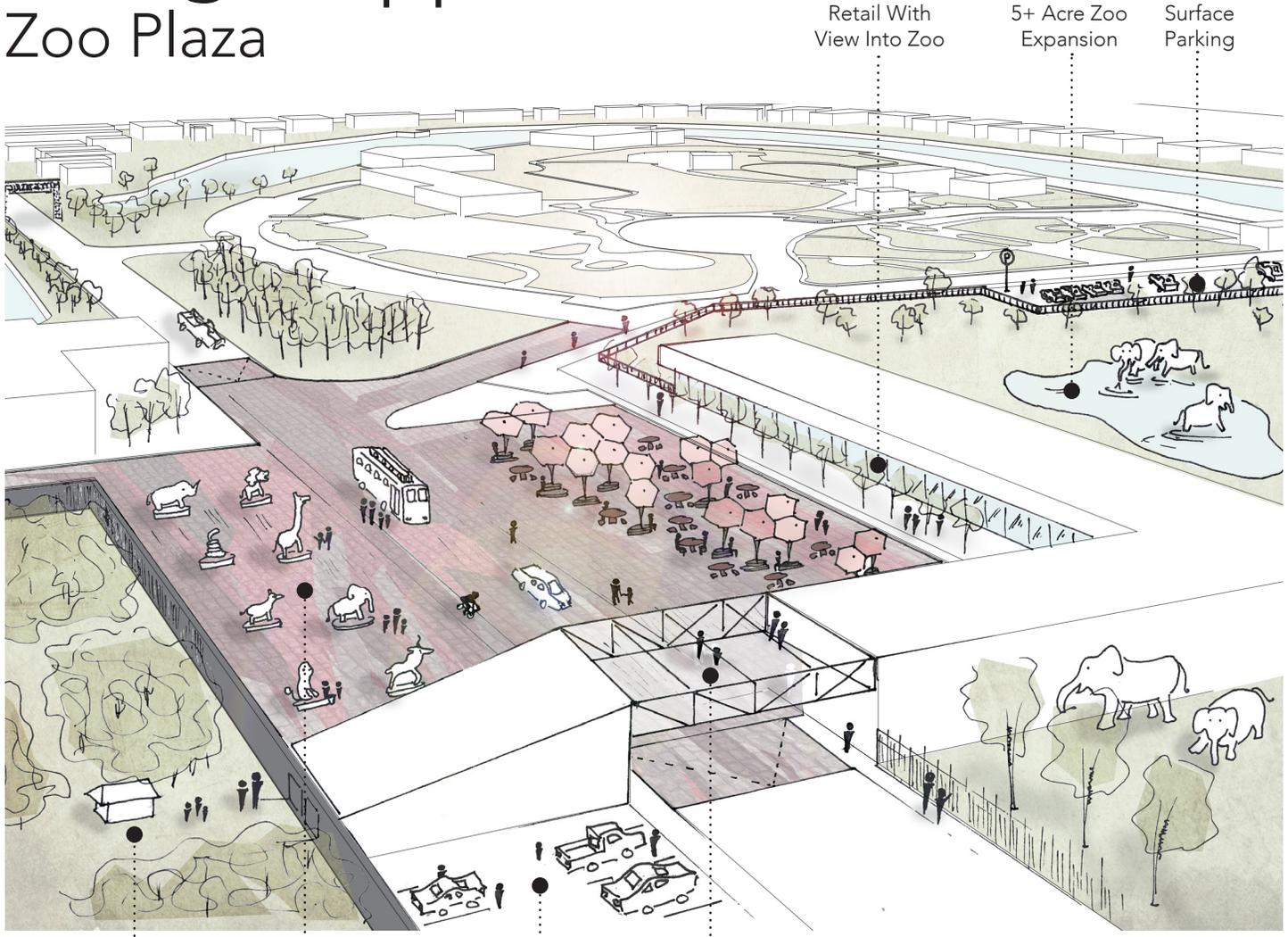


Protecting Historic Landmarks

The district seeks to redevelop abandoned properties, historic sites, and recruit businesses to occupy vacant spaces, contributing to reduced vacancy rates and enhanced property values. The re-location of endangered historic buildings, such as the laureles house and the planned neale home, will create a heritage alley and

could be re-purposed as additional exhibit and event space. The historic buildings district will surround and develop historic core around laureles house. The ideal is to acquire and activate vacant properties along 7th street and create a porous street that links and expands the district.

Design Opportunities: Zoo Plaza



Retail With
View Into Zoo

5+ Acre Zoo
Expansion

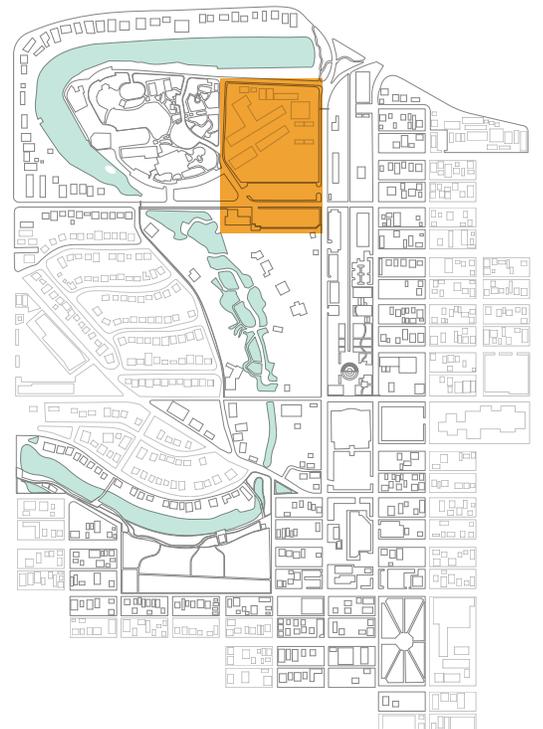
Surface
Parking

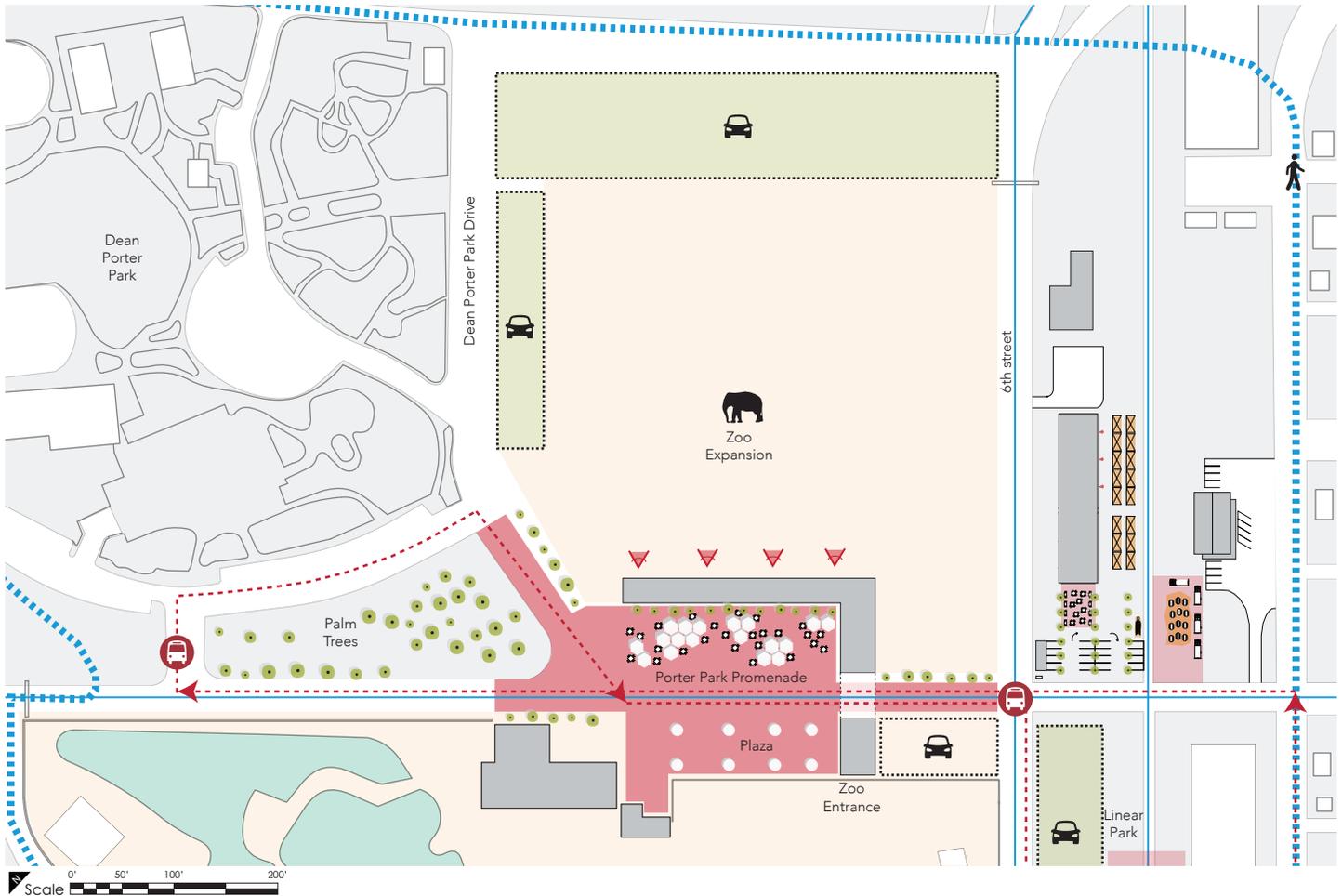
Zoo Expansion
Into Parking Lot

Animal
Sculpture

Accessible
Parking

Connecting
Bridge



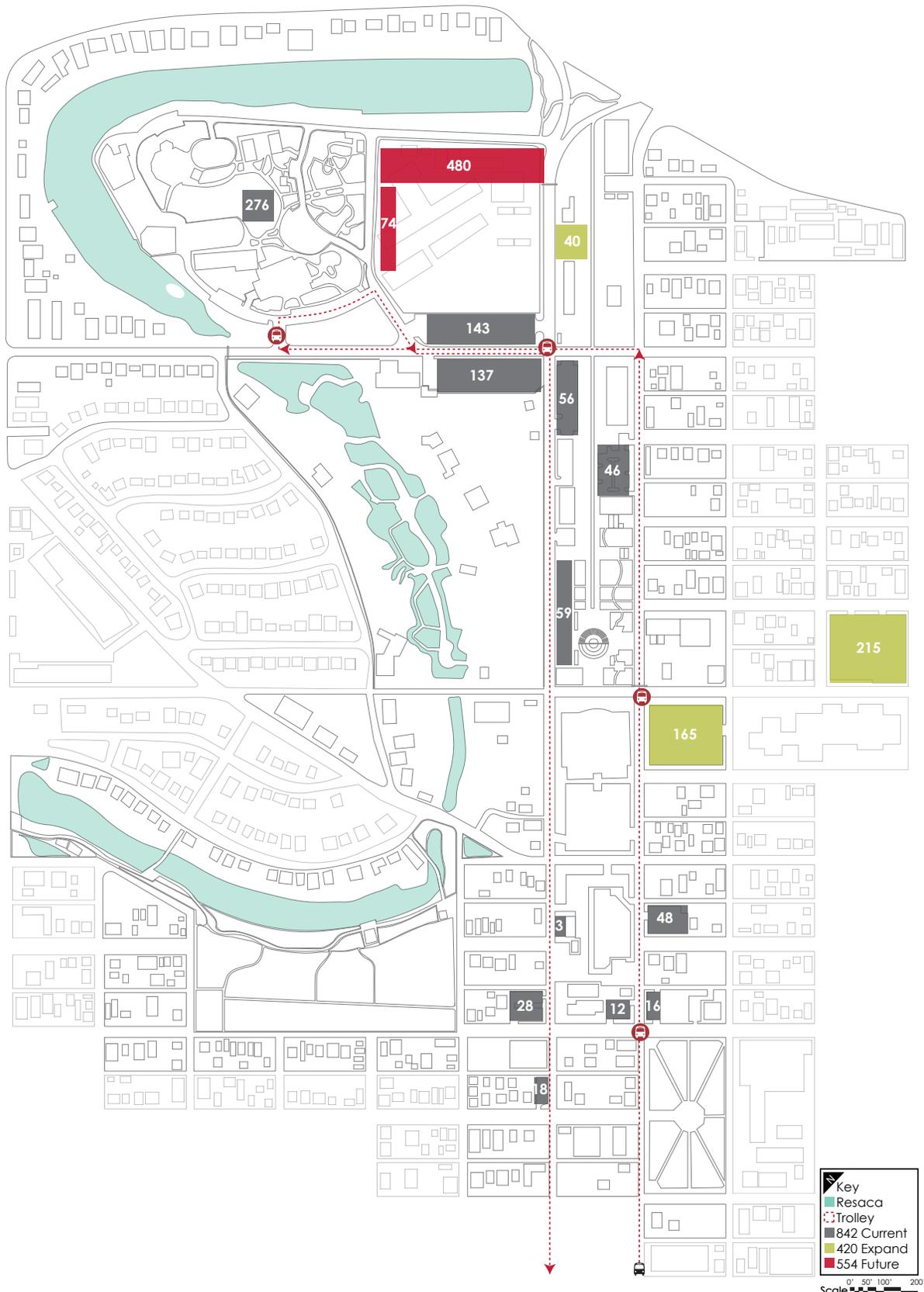


Expanding The Zoo And Creating A Gateway

The zoo plaza seeks to create a gateway entry into the zoo and dean porter park, announcing the mitte cultural district and drawing people between these amenities and linear park. This will be fostered through the creation of a central pedestrian plaza spanning across Ringgold road, serving as drop-off for tour, school and

trolley busses, and a central point for retail and amenity. Long term, this effort seeks to develop a bridged strategy for zoo expansion spanning across Ringgold and onto the existing cummings school site. This bridging is both programmatic and physical, as zoo patrons connect over the street through this new gateway.

Design Opportunities: Parking And Circulation Strategies



old town trolley tour, santa barbara, california



existing surface parking at cummings

Parking And Circulation Strategies

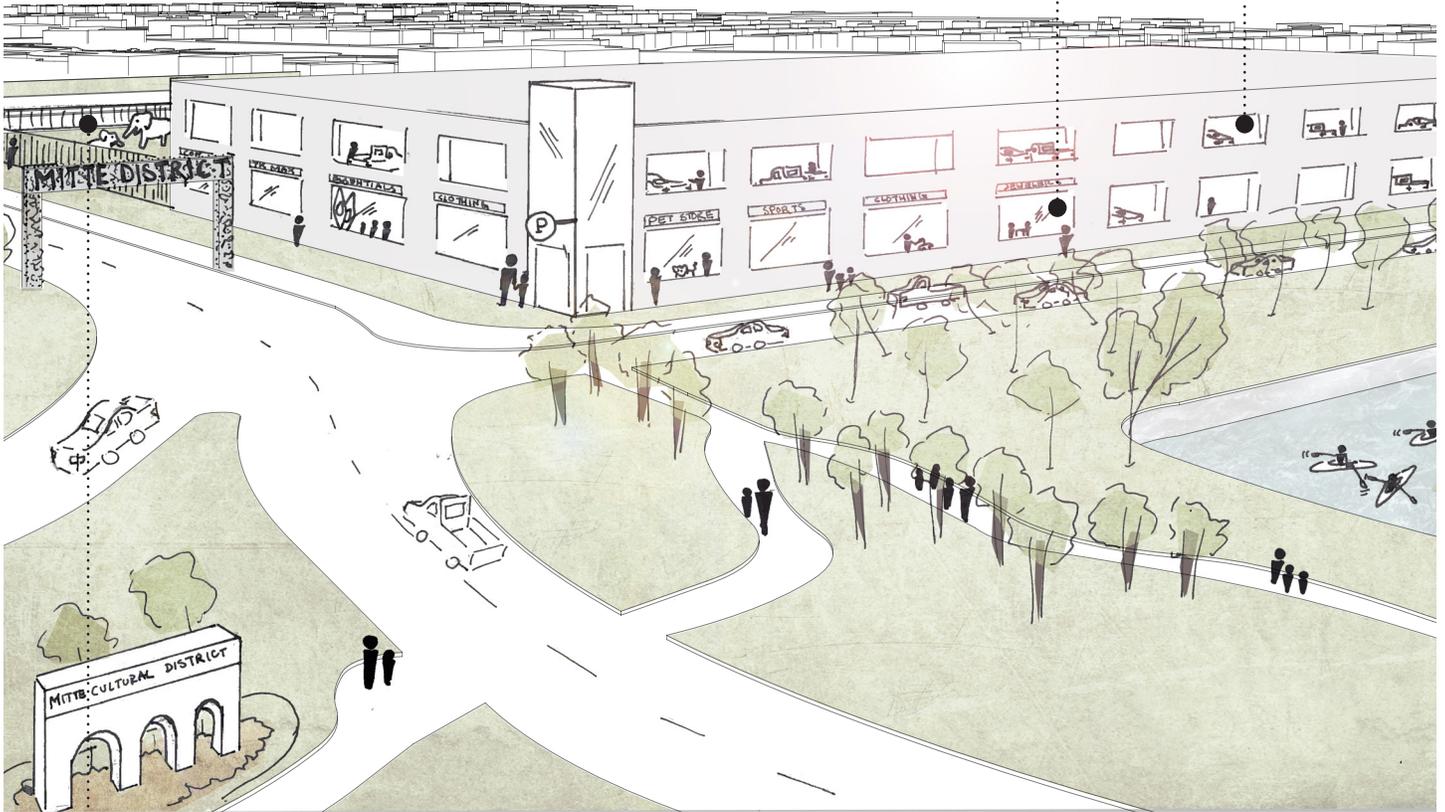
In an effort to better understand the parking opportunities and demands of the district, this master plan studied the existing parking areas in the district and potential partners for additional parking spaces without the construction of new facilities. Options for enhancing the existing parking include parking revenue districts that propose

variable fee parking based on surge and peak demand as well as district wide trolley services that support park-once strategies throughout the downtown core. Long term parking developments were identified along pierce street as well as further efforts to level parking supply and demand through the revenue district.

Design Opportunities: Mitte District Parking Facilities

Retail

480 Parking
Spot Structure



Zoo
Expansion



ballet valet parking garage & retail center, miami beach, florida



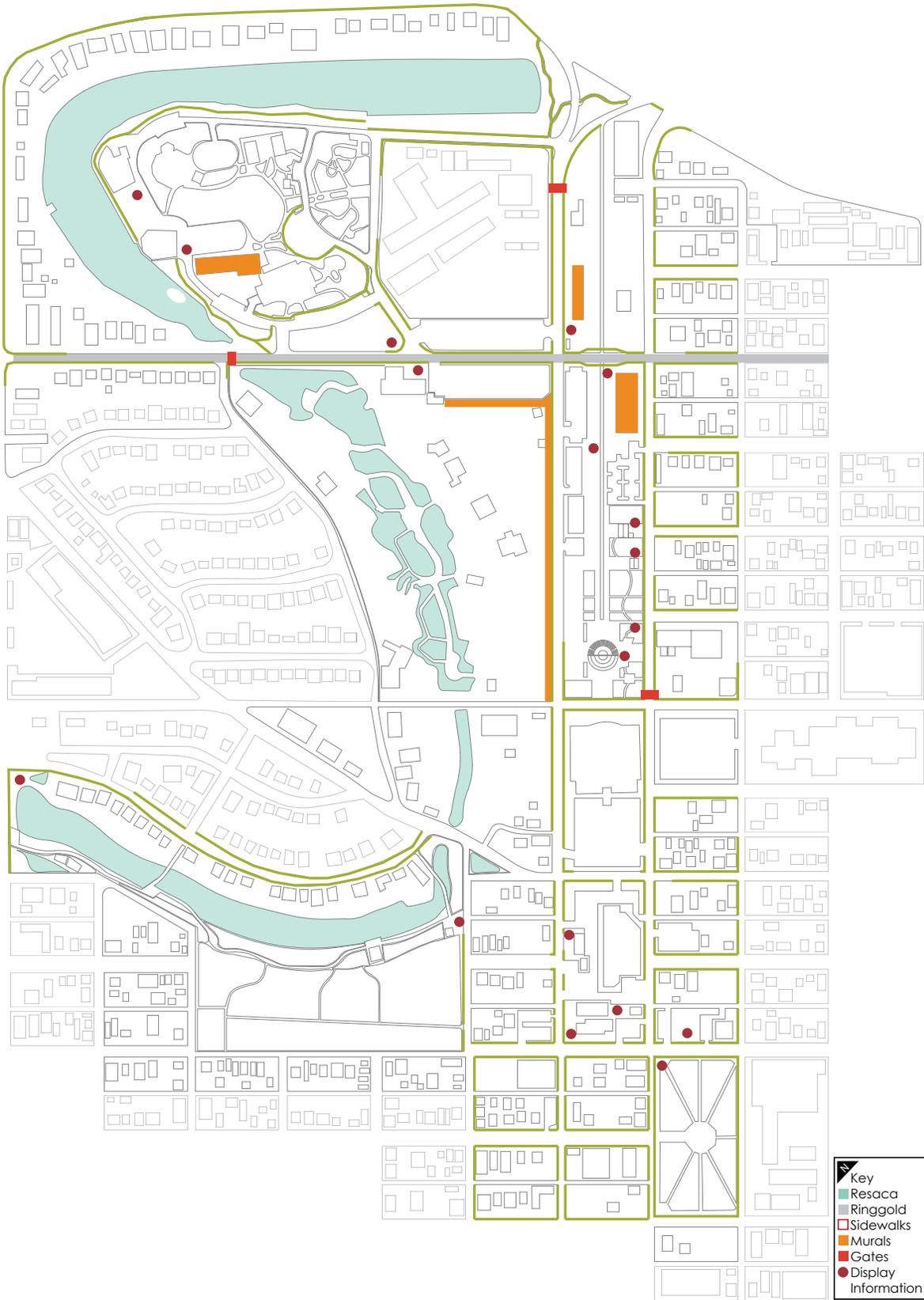
gonzaga university parking and retail, spokane, washington

Providing Amenity While Removing Traffic

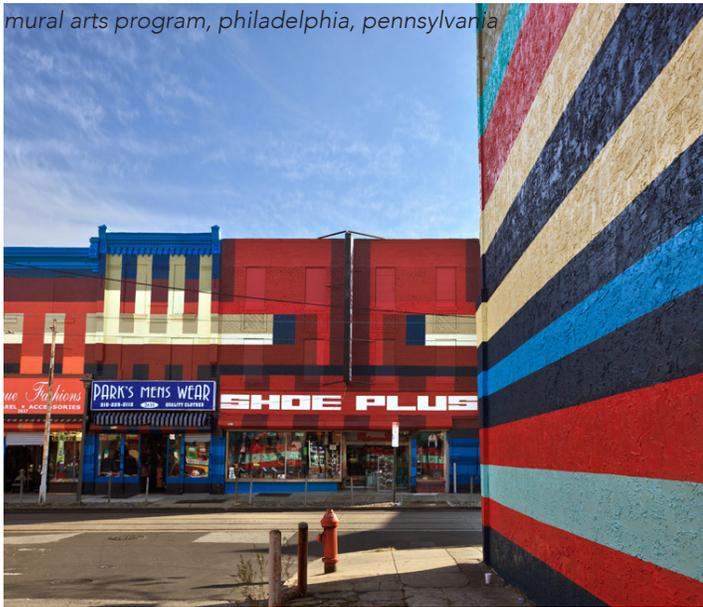
Key to a park-once strategy is to provide immediate access to parking while developing strategies for district circulation through pedestrian access or shared trolley services. Located along Pierce Street and immediately off the highway, this structure proposes two

stories of parking that fronts along the resaca and provides retail and amenities in support and service to the resaca, including potential food outlets, kayak rentals, etc. This structured might hold a projected 450-500 vehicles and greatly reduce traffic and demand throughout the district.

Design Opportunities: Theme And Branding



mural arts program, philadelphia, pennsylvania



westlake park, seattle, washington



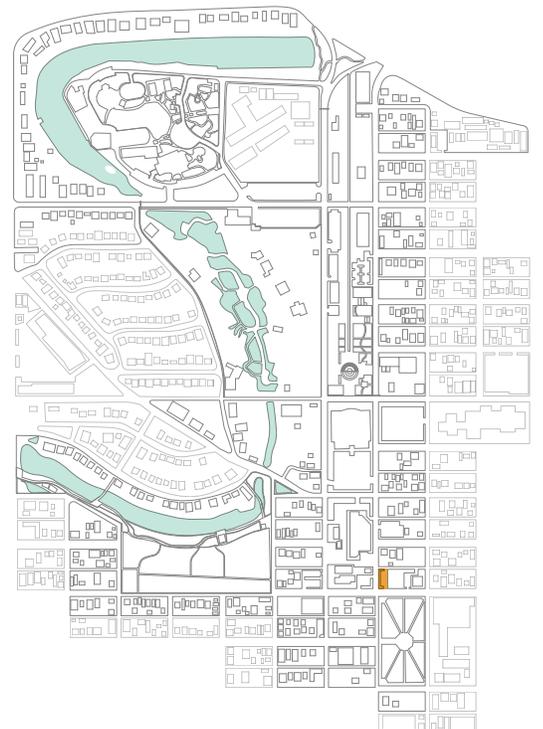
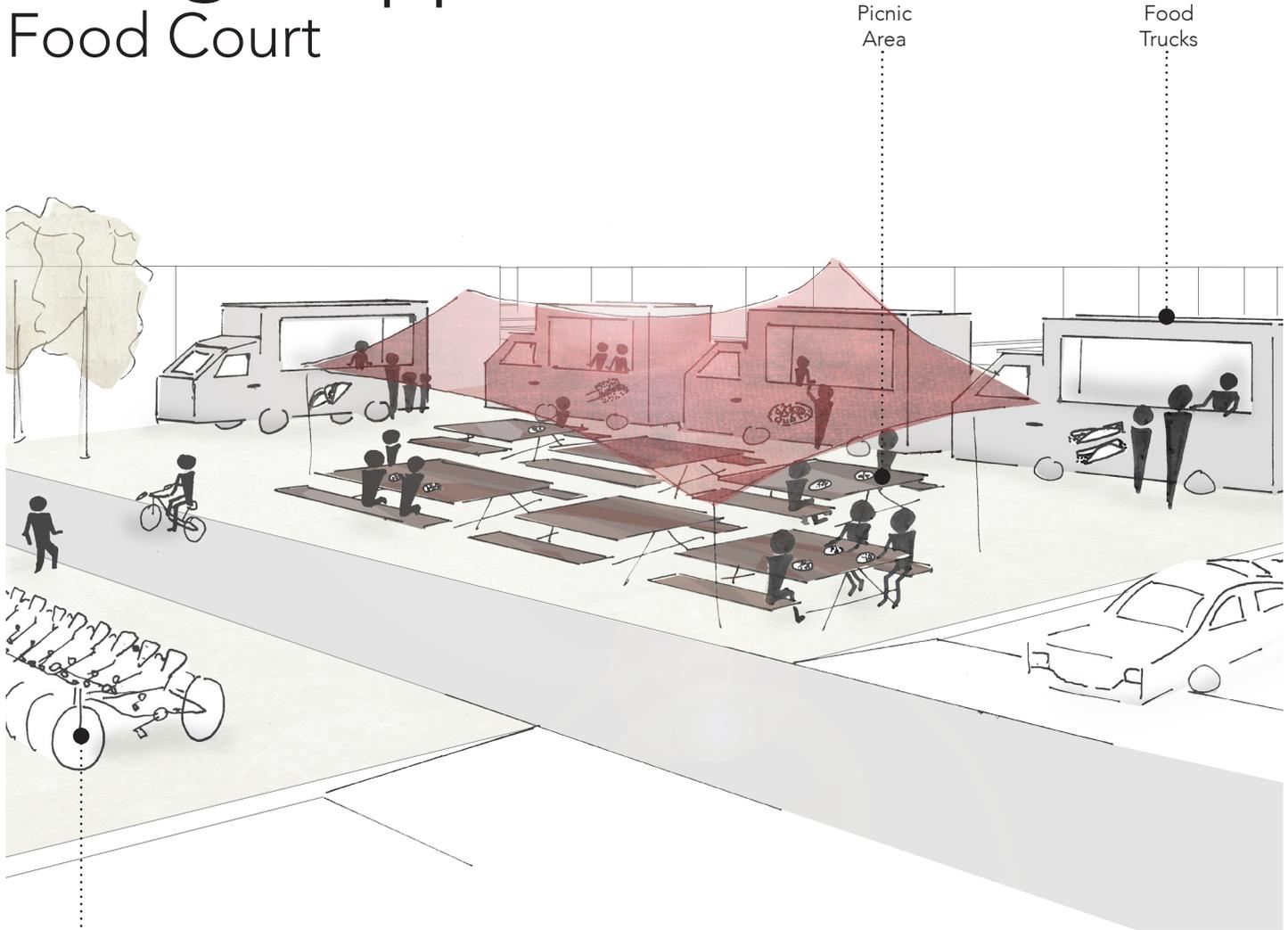
potential mitte gateway

Branding, Cohesion And Public Art

A unified presentation and experience throughout the mitte cultural district is key to defining its mission, and unified messaging, cultural events, and quick wins that represent the strength and breadth of member institutions further enhance this holistic story. Long term developments to knit the district include theming

of all sidewalks and streets as they pass through the district, signified through paving, landscaping and markings their inclusion in the district. Further, a district public art program serves to define and connect the district while providing a platform for public engagement and national and international recognition.

Design Opportunities: Food Court



granary row shipping container pop-up market, salt lake city, utah



truck yard, austin, texas

Proving The Value Retail And Dining

A food truck court is proposed that both activates the outdoor space at Washington and Linear Parks and draws audiences from downtown and towards the cultural district. This destination is a key first win to attract activity, proposed initially as a monthly event, and transitioned to a regular activity on

Brownsville's cultural calendar, enlivened with live music, public art performances and culinary options from throughout the valley. Further, this court will activate and be activated by the Washington Park, drawing visitors to this great amenity and providing additional linger-longer opportunities for the district.

Design is an instrument to foster connecting and connections. Through design, unify the experience of the mitte cultural district, connect the different cultural assets and bring singular interests into the whole.

4.0 Development Opportunities

Physical, Operational And Programmatic Development

Beyond the physical proposals and implications of an enhanced mitte cultural district, the following serves as road map and next steps for the creation of a robust and self-sufficient cultural district. Immediate, mid and long term proposals are outlined that include operational, programmatic, marketing, revenue generation, as well as physical alterations to the district.

Key first wins for the district are simultaneously physical and operational, branding and activating the existing quonset hut at the intersection of Ringgold street and 6th streets as a node of activity and public engagement for the district, and the parallel hiring of a cultural district director and application for a texas commission on the arts cultural district designation. The physical development exists as lightning rod and community catalyst for development in the district, and the operational proposals serve to support long term activity through healthy management and partnership.

Further, proposed code modifications exist to provide for the type of development conducive to a cultural district, providing space for retail, restaurant and accommodation amenity as well as a continuously developed street wall along 6th and 7th streets that support additional residential, studio and gallery space and walkable retail.

Finally, key to the successful operation of the district is the hiring of a well equipped director that supports marketing, coordination, fund raising, volunteer efforts and management of district assets. Included is a proposed job description and requirement list for this position.

Development Opportunities: Immediate

Mitte Cultural District Director

- District oversight and representation
- Implementation and formulation of budget/volunteer strategy/revenue streams/marketing
- Near term funded through parking fees
- Development of response to texas arts commission cultural district application
- Access to state and federal arts funding
- Access to expertise and resources
- Better positioning for foundational funding
- Implement mitte specific events



global cultural districts network conference

Parking Revenue Pilot

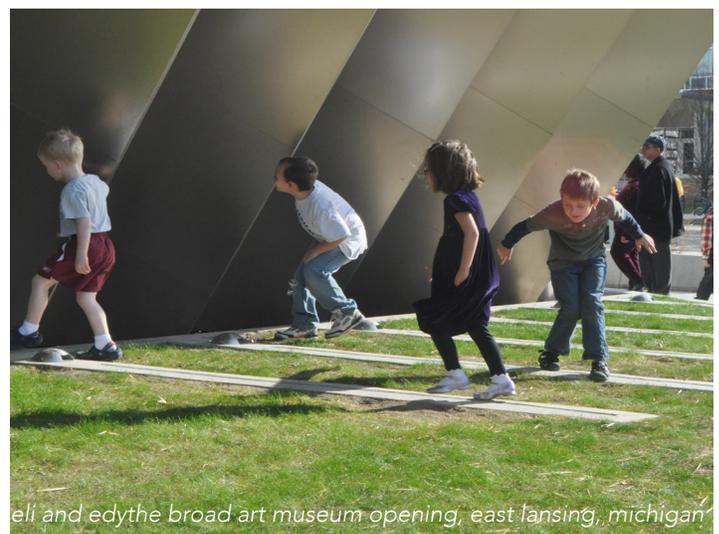
- Paid weekend parking in dean porter park
- Proposed \$0.50 Per hour parking rate within dean porter park
- 275 Spaces within dpp
- Assume 12 hours/day full sat & sun, 4 hours/day thurs & fri
- Assume 60%/year full, 20% ¾ full, 20% half
- \$700.00 Per space per year, \$192,000 gross revenue per annum
- Paid parking for fine arts museum lot
- \$5.00 Per car, free validation for residents
- Identify options for surge pricing for all district lots during high volume times



solar powered meter, new orleans, louisiana

Public Art Strategy

- Develop and fund expanded mural offerings throughout cultural district
- Identify locations for new murals
 - Zoo fence
 - Sombrero fest building
 - Jackson feed property
 - Bike barn
 - Cemetery resaca
 - Dean porter park
- Develop mural competition program in conjunction with fine arts museum



eli and edythe broad art museum opening, east lansing, michigan



kayaking in oakland estuary water channel, california

Town Resaca Improvements

- Partner with and provide support to local entrepreneurs interested in kayak rental, and program with educational components from zoo. Potential kayak tours of cemetery and town resacas as part of vip or extended zoo admission
- Extend zoo learning opportunities outside of the current bounds, providing birding information at cemetery resaca and town resaca



french market, new orleans, louisiana

Ringgold Artisan Market

- Partner with the bike barn and bike texas to loan out city bikes on trail
- Cleanup event to address land around the building
- Fresh coat of paint: host volunteer effort to give the whole exterior a bright, eye-catching color, signifying action in the district. Could be branded with mitte district logo and color scheme
- Host outdoor artisan market in conjunction with fine arts museum

Development Opportunities: Immediate

City Pass

- Simplify access to all facilities by providing a single purchase option to access all museums. One day/three day versions
- Beyond revenue sharing model for institutions, a portion of each pass should be dedicated to the mitte cultural district



city pass, houston, tx ts n... k c

Texas Arts Commission Cultural District Application

- Apply for and receive cultural district designation
- Partner with local and regional cultural institutions to identify state and federal funding opportunities
- Enhance role and responsibility of district director and expand full time mitte staff





shared street space, toronto, canada

Cultural District Road Improvements

- Work with ongoing city intentions to rebuild and enhance Ringgold in line with master plan
- Brand Ringgold as a cultural district spine



capitol park trolley, baton rouge, louisiana

Trolley Service

- Procure and develop trolley service throughout district with regular headway
- Partner with historic downtown to connect trolley to other city core amenities and amenities
- Identify off site parking locations (mall, hotels, etc) to link cultural district service with city economic drivers while reducing local parking demand.

Development Opportunities: Medium Term

Capital Improvement

- Develop capital improvement plan to enhance and build out the mitte cultural district
- Further enhance district level revenue streams to reduce dependency on city funding
- Identify and develop strategy for relocating historic structures to the cultural district
- Fund and build out mitte cultural district signage and gateway entrances
- Identify and fund development of sculpture garden



Ringgold Artisan Market Mural Design Competition

- Establish mural design competition for facade of building
- Renovate building to include toilet facilities, cafe facilities and permanent leasable market stalls
- Develop and implement plaza strategy between building and bike trail



Develop Large Performance Plaza At Amphitheater

- Redevelop amphitheater to include additional seating, shade structures and enhanced performance area
- Redevelop landscaping to incorporate areas for dancing as well as additional shade structures



Mitte Cultural District Fee

- Small portion of institution gate/access fee passed to cultural district



bainbridge island museum of art, washington state

Museum

- Develop strategy and approach to new museum on 7th street
- Identify collection and expectations

Parking Revenue District Expansion

- Partner with courthouse to leverage existing surface lots during nights and weekends
- Identify existing surface lots adjacent to the district and partner through revenue sharing during peak demand



through pedestrian zone, canakkale, turkey

Unified Sidewalk Branding And System

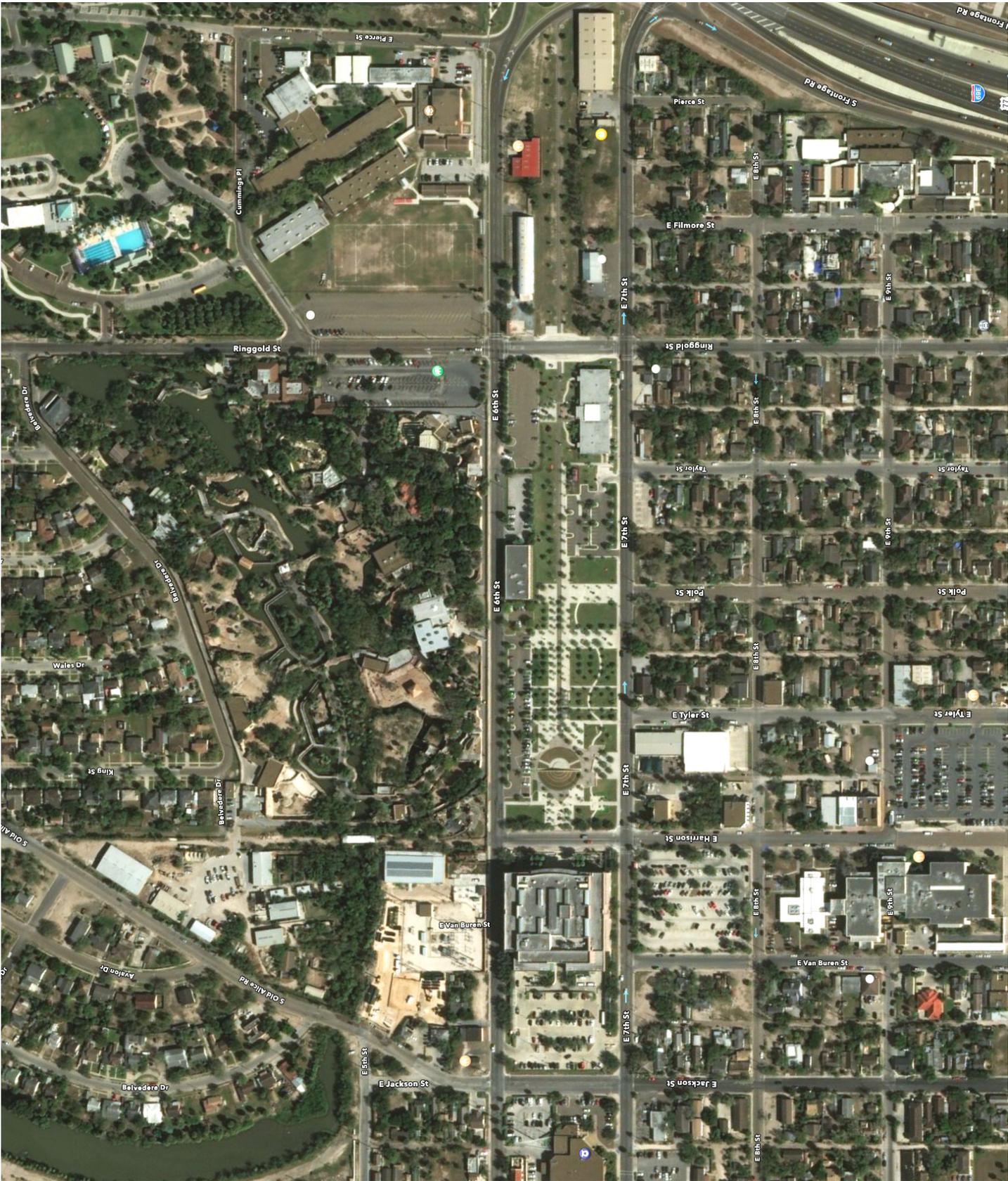
- Develop standard sidewalk detail, i.E. Pavers, color, material, adjacent landscaping to define district
- Replace all sidewalks with unified approach
- Define sidewalks and adjacent landscaped areas through unified mitte cultural district landscape typologies
- Replace hardscape areas with bioswales along 6th, 7th and Ringgold
- Unified signage and wayfinding strategy
- Unify all existing signage and define standards for new signage throughout district
- Develop and construct gateways along Ringgold, 6th and 7th streets
- Identify strategies for highway signage and information board

Development Opportunities:

Long Term

Identify & Create Real Estate Acquisition Plan

- Redevelopment strategies for adjacent properties to incorporate cultural district support services
- Incorporate ground level retail and restaurant facilities
- Relocate ancillary cultural district partners into adjacent buildings and parcels
- Acquire and redevelop, or support the private redevelopment of adjacent properties to incorporate district-aligned amenities such as an upscale restaurant, bed and breakfast or boutique hotel, or other cultural amenities
- Develop structured parking facilities and encourage district-wide park-once strategies
- Develop retail at parking structure that supports Resaca use, including food and equipment services
- Develop zoo expansion strategy
- Develop real estate market analysis to assess retail opportunities at parking and zoo facilities.
- Redevelop existing zoo parking lots to support accessible parking, plaza facilities, bus drop-off and collection areas, and retail amenity.



Development Opportunities: Facilitator Of Culture

The mitte cultural district in brownsville, texas seeks a dynamic individual with vision and proven leadership to become the first full-time paid director. The mitte cultural district has recently completed a master plan and the director will work with the mcd advisory committee to implement the plan. The director will create and promote district programs, forge partnerships and collaborations to enrich the cultural activities in the district and city, and raise funds to support district programs. The mitte cultural district includes a diversity of cultural and historical organizations, the zoo, city parks and a middle school, and is governed by an advisory board. The mitte cultural district director will report to the president of the advisory board

1.0 Essential Duties And Responsibilities

- Create and coordinate regularly scheduled programs that feature district organizations and facilities;
- Forge relationships and collaborate with other organizations and resources in the city and region that promote the arts, culture and heritage of the region;
- Initiate programs and partnerships that serve youth in the district and surrounding area and that provide opportunities for learning and engagement with the remarkable resources in the district;
- Oversee district efforts to provide visitor amenities such as food, transportation, signage and so forth;
- Coordinate and produce a calendar of programs and events for the district;
- Market and promote the district and its programs and events to the diversity of audiences locally and regionally,
- Form strategic relationships with local, regional and state marketing efforts and leverage traditional media, the web and social media;
- Initiate relationships with state-wide organizations that support and promote the arts, culture and heritage, for example texas arts commission;
- Seek public and private financial support for district programs and events;
- Establish structures and systems including cultural district designation from the state as well as 501(c)3 status.

2.0 Qualifications

- B.A. and M.A. preferred in the arts, arts management, business management, public history, urban studies or community development;
- Minimum five years management/leadership experience with some of that experience in the arts, culture or heritage;
- Bilingual in spanish and english;
- Demonstrated experience creating and managing programs in the arts, culture and/or history;
- Proven track record in establishing partnerships and collaborating with multiple partners;
- Demonstrated experience in raising public and private funds and successful grant writing;
- Experience with marketing and publicity;
- Excellent verbal and written communication skills and computer skills;
- Availability to work evenings and weekends;
- Awareness of the arts and heritage of the region is desirable.

Embody the values of the district, the city and the region and champion cultural under the unifying banner of heritage.

5.0 Additional Information

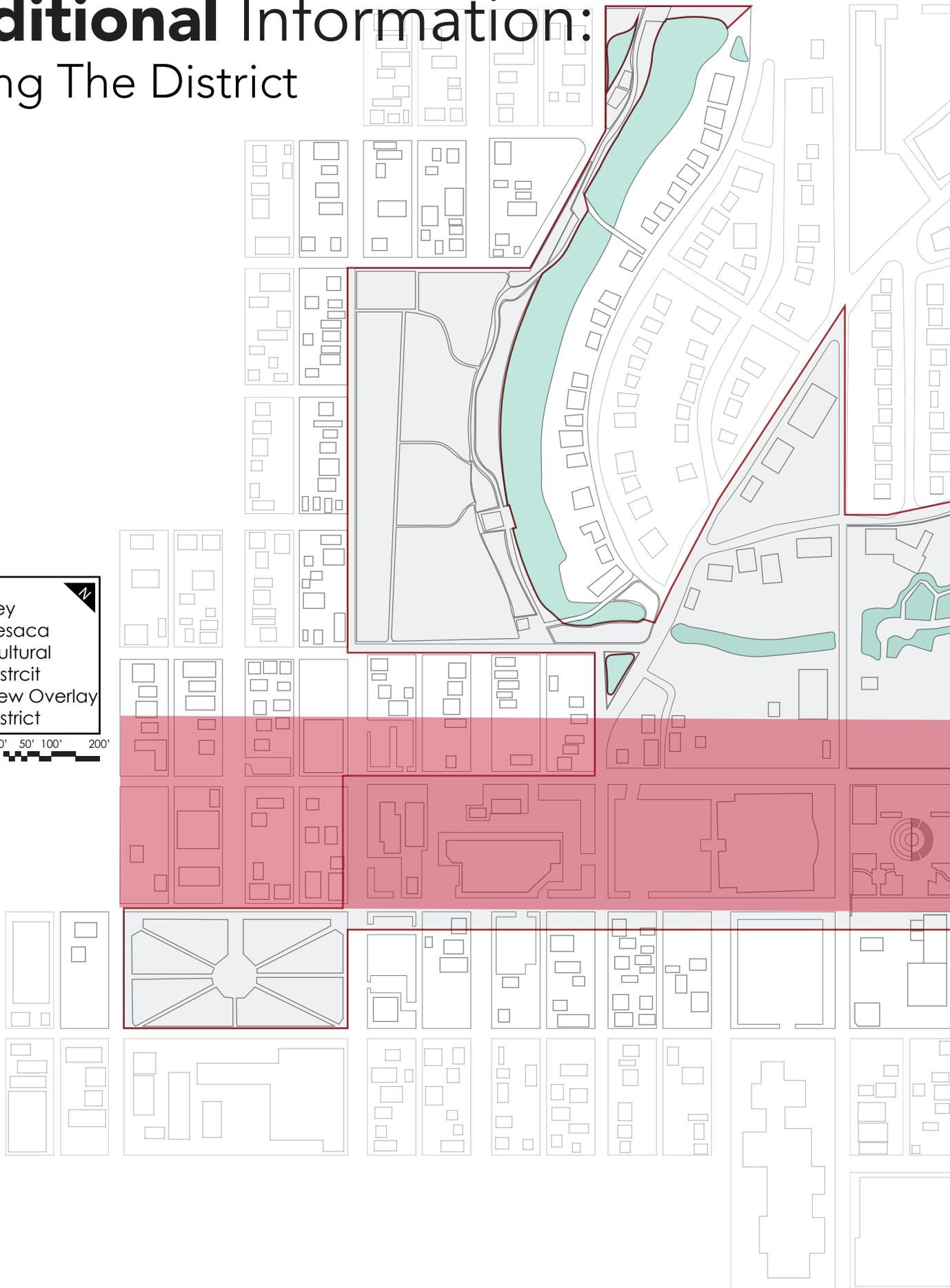
The following includes larger versions of district wide maps for reference, study documents that include resident and existing mapping in and around the cultural district, preliminary programming strategies based on community and stakeholder workshops, and results from the two day festival public outreach and visual listening.

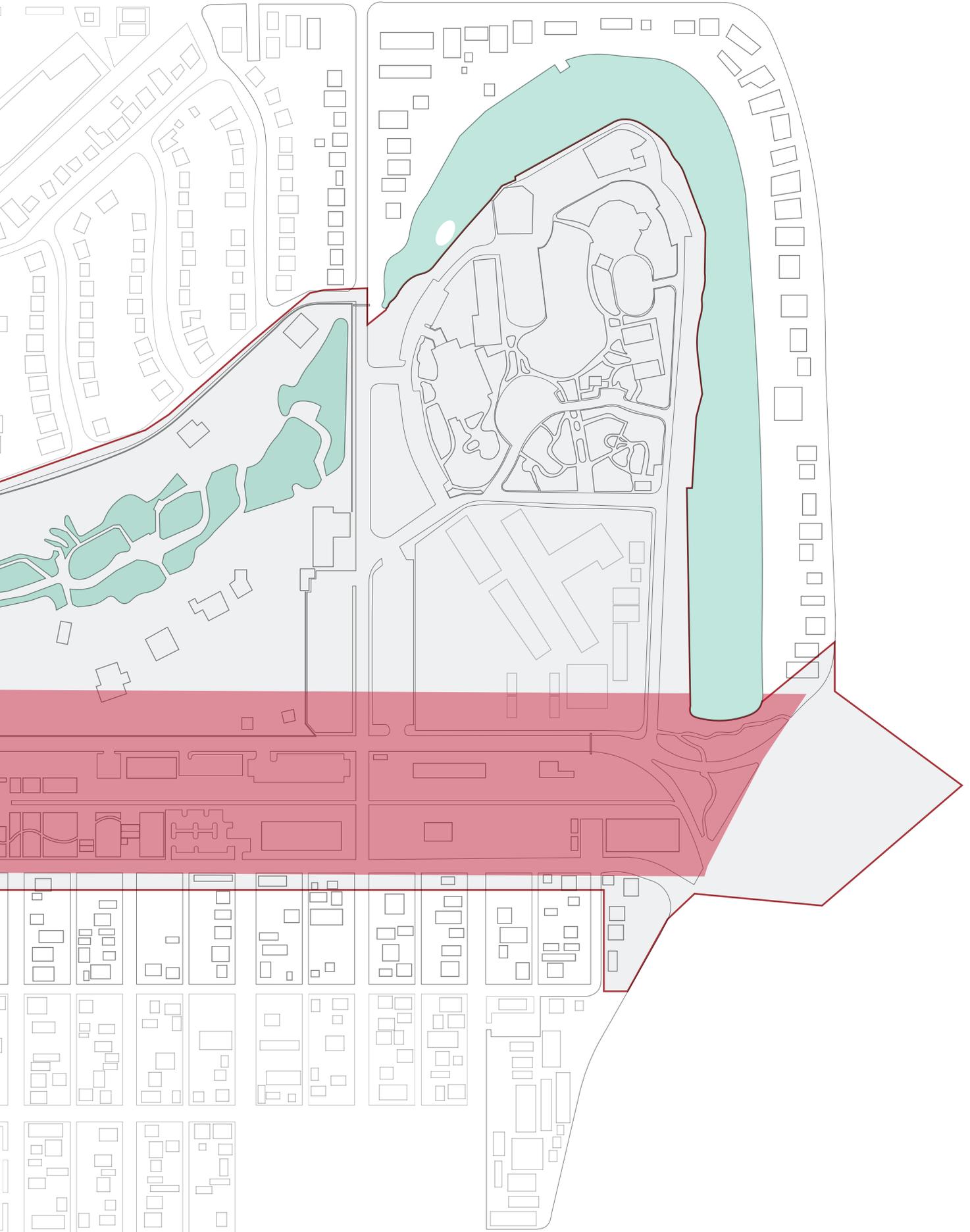
Additional Information: Zoning The District

Key

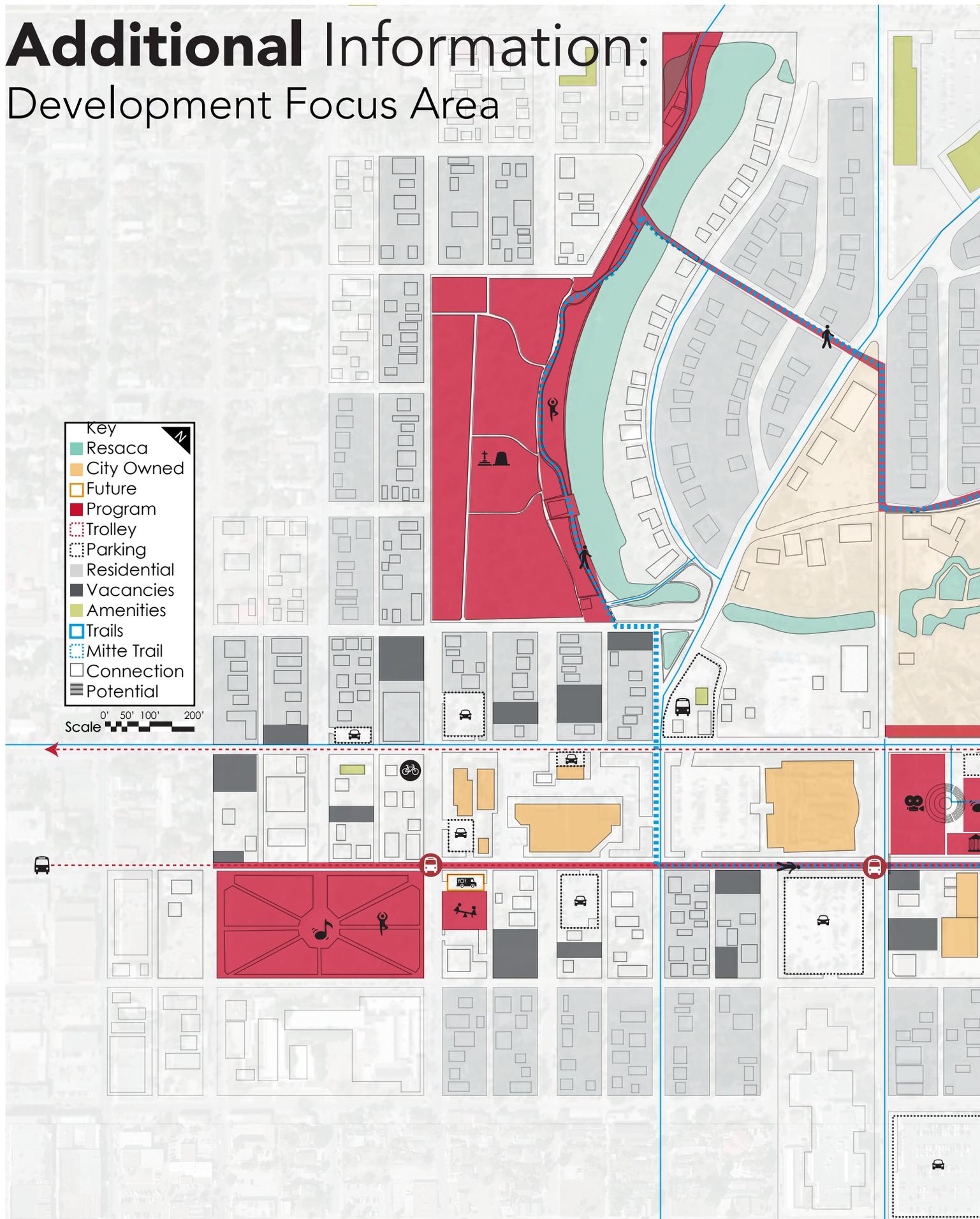
- Resaca
- Cultural District
- New Overlay District

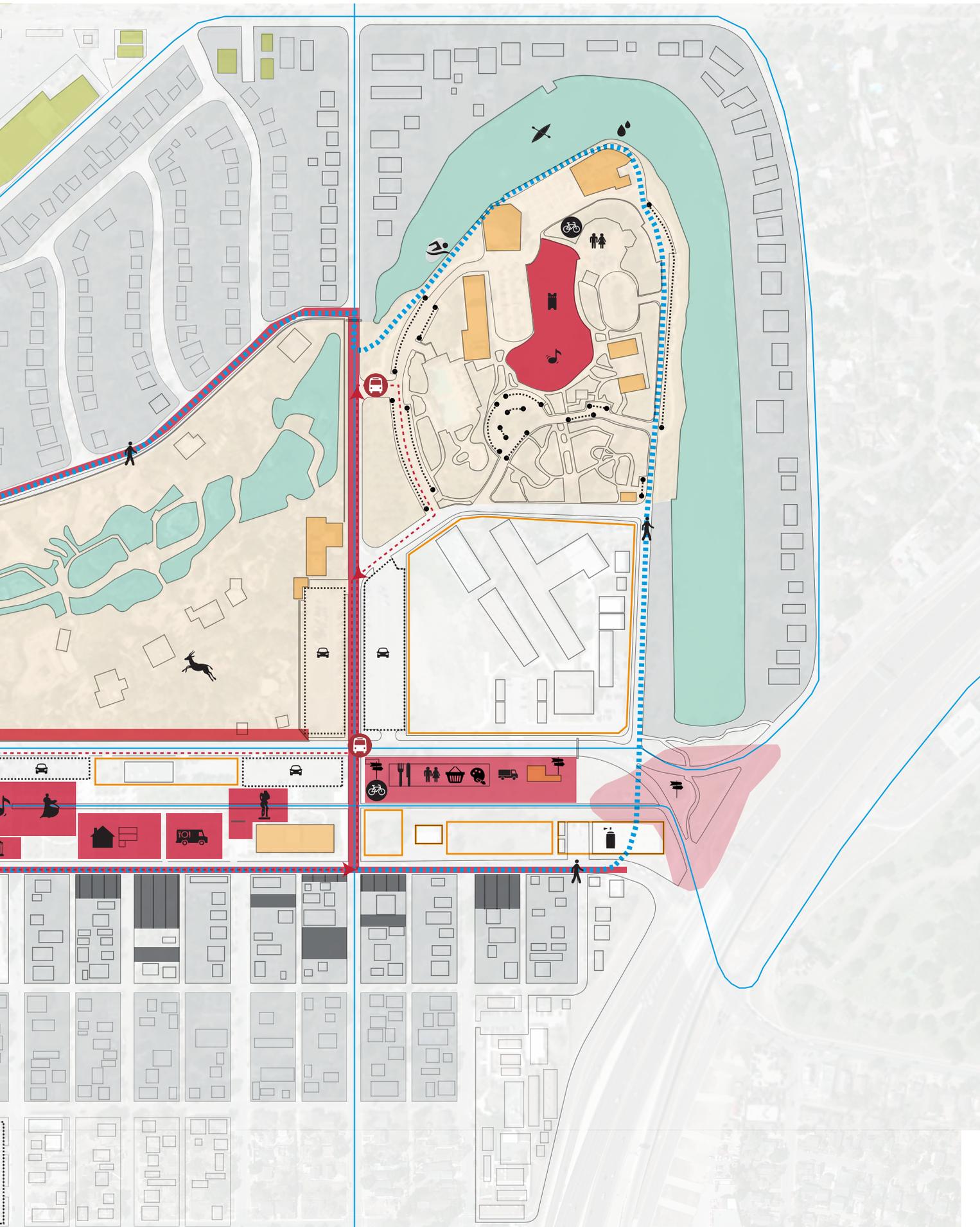
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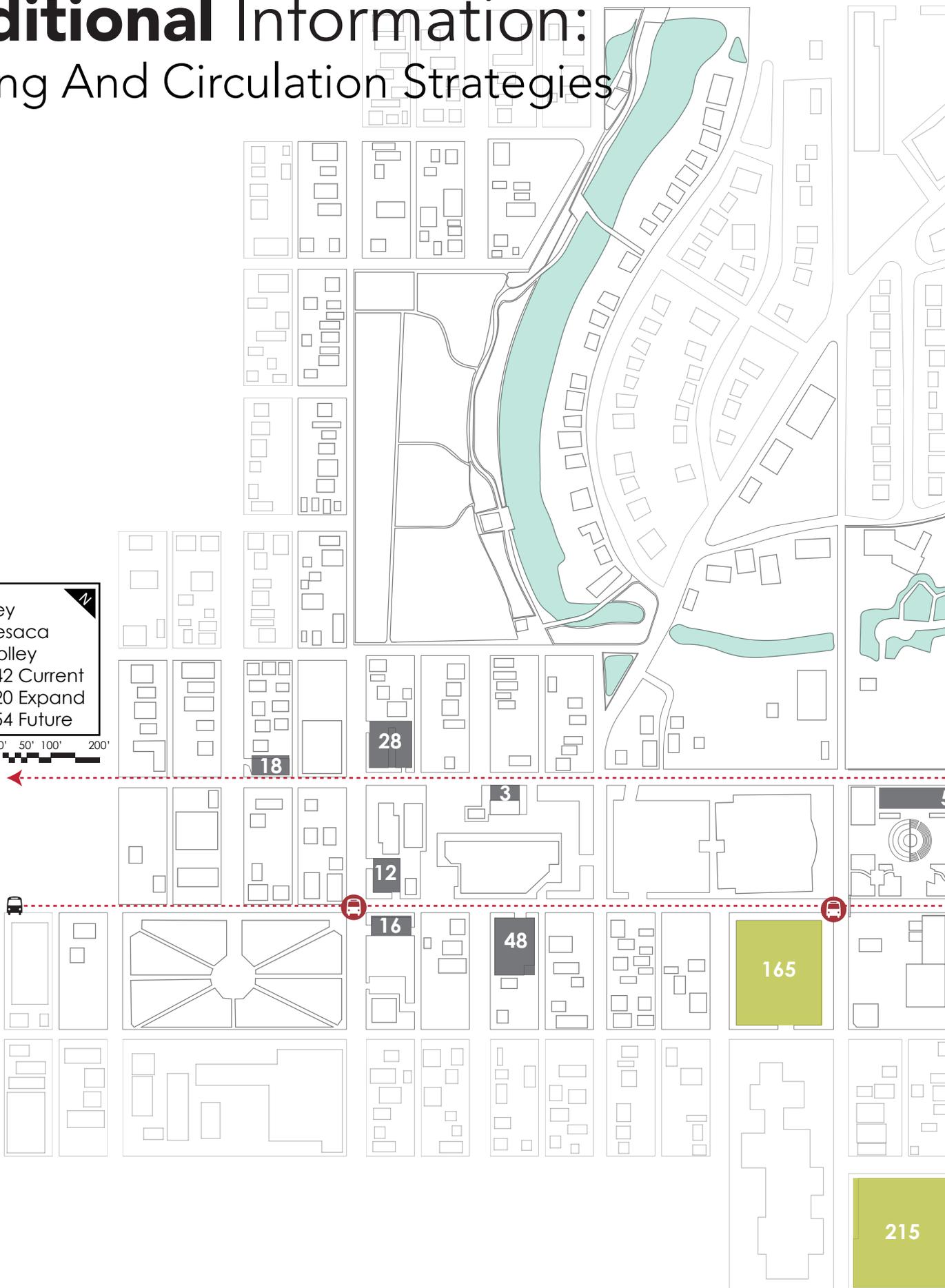
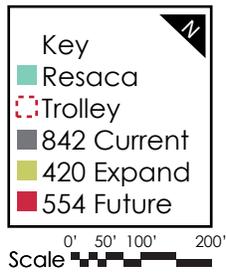


Additional Information: Development Focus Area





Additional Information: Parking And Circulation Strategies





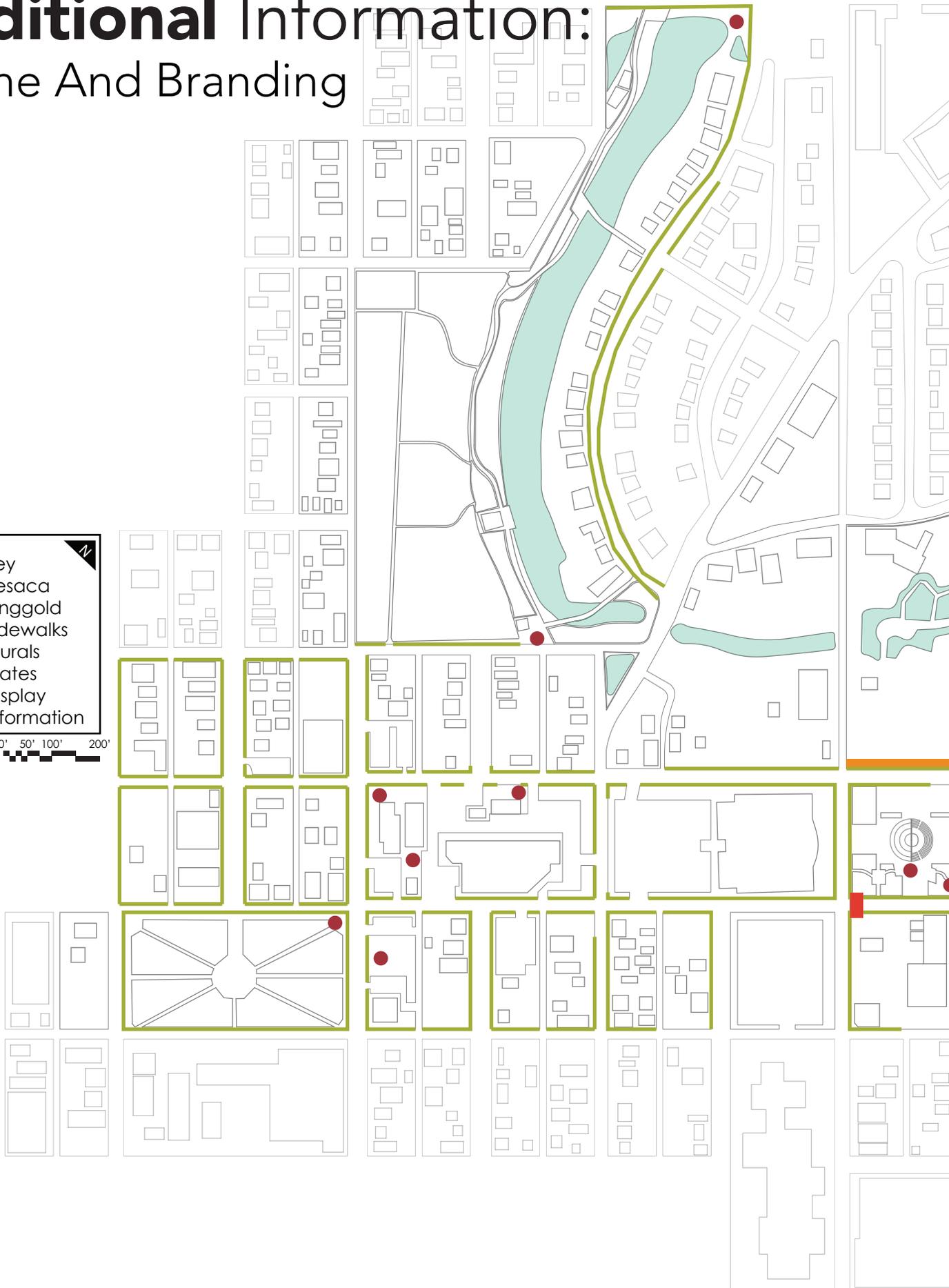
Additional Information:

Theme And Branding

Key

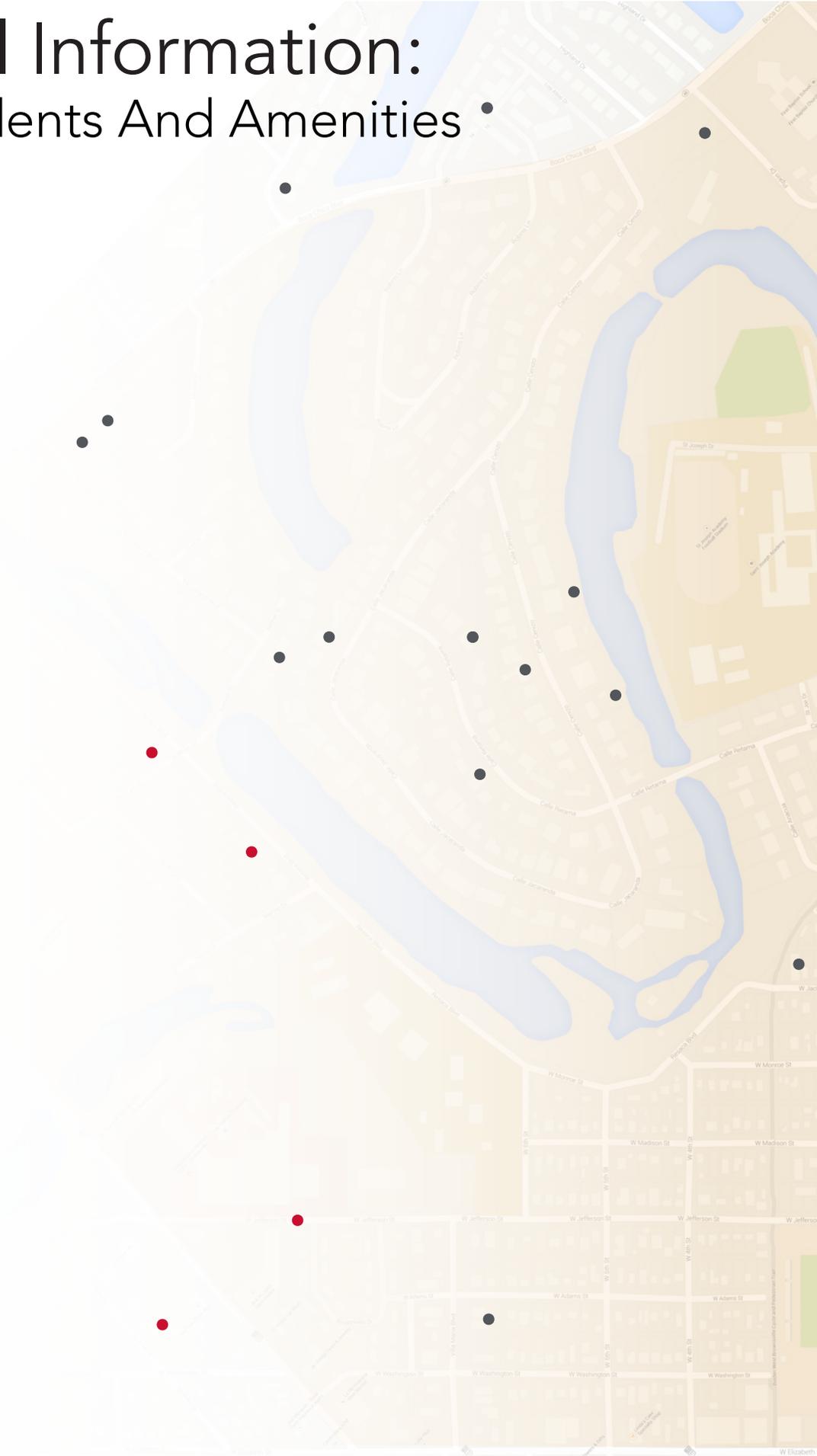
- Resaca
- Ringgold
- Sidewalks
- Murals
- Gates
- Display Information

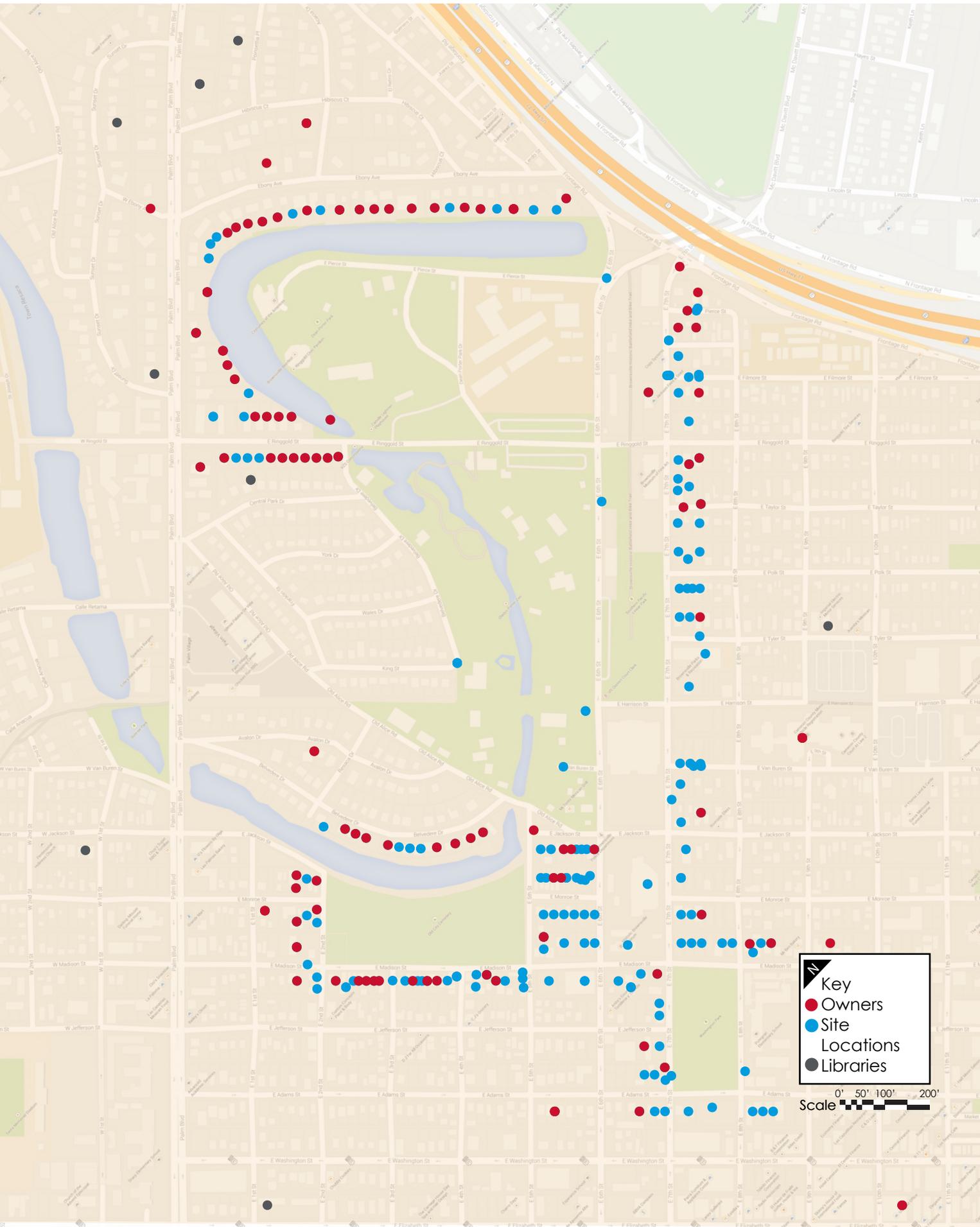
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Additional Information: Mapping Residents And Amenities





Additional Information: Programming

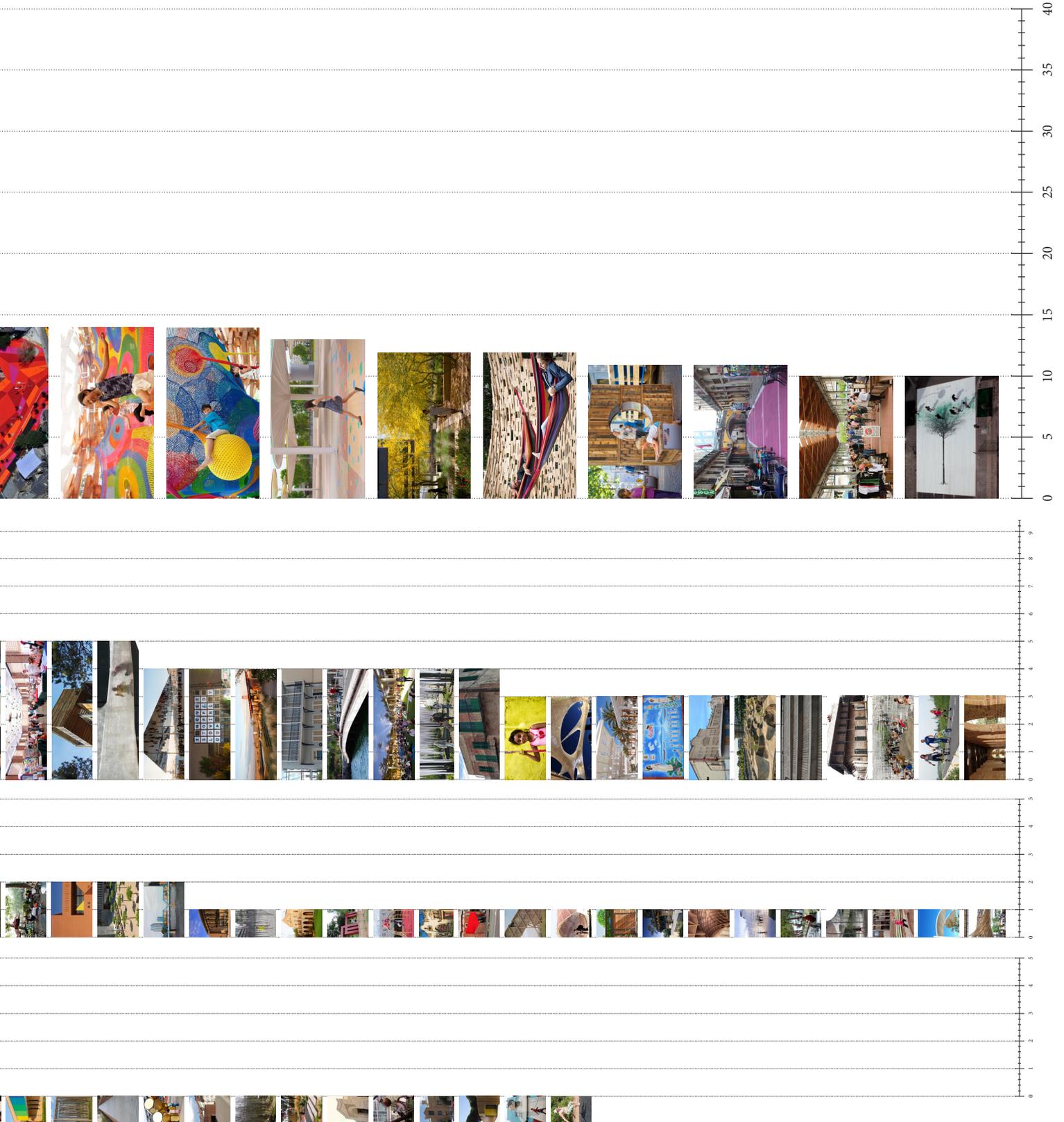
Events	Increase Visitation? Increase Revenues?	Spaces/ Amenities	Increase Visitation? Increase Revenues?	Policies	Increase Visitation? Increase Revenues?	Opportunities	Increase Visitation? Increase Revenues?	CannonDesign's List	Increase Visitation? Increase Revenues?
Live Music (Tejano, Conjunto, UTB)	4 1	Dynamic Event Awareness Signage	5 4	Identify a "Mitte First" Cultural Director	5 0	Neale House	3 1	Cultural Magnet Middle School	2 0
Movies in the Park	4 0	Restaruant/Café	5 3	Develop a process for decision making and communication, to deal with the city and others	4 3	Caboose	3 0	Walking tours of the city based out of an existing Institution	2 1
Summer Camp	4 0	Trolley (Link to Downtown/South Padre, UMTA subsidies?)	4 3	Coordination of Programs	5 3	Expand Zoo	3 1	Once a month breakfast with battlefield, other event makers, hospotality, South Padre/Harlingen reps, to inform them of future events	3 0
Dance Performances	3 0	Wayfinding	3 3	Regular Education of Hospitality Professionals	4 3	Hotel	2 1	Collaboration and interaction with like institutions (Texans for the Arts, Texas Folklife, Texas Arts Commission, Texas Humanities, Texas State Historical Association, Mountain and Plains Museum Association and Texas Association of Museums)	3 1
Community Dances	3 1	Sidewalk promenade between Linear and Dean Porter Parks	2 2	Regularly inform schools/teachers about events	3 3	Texas folklife (Shrimp? Agriculture?)	3 1	Mixed art symposium: Oscar Casares, Domingo Martinez, John Gonzalez, Ramon Saldivar, Cecilia Balli	3 1
Arts & Crafts Market	3 1	Walking Trail, including extending around the zoo (approx. 2 mi.)	2 2	Consistant Programming (every Thursday or Friday or Saturday)	3 3	Texas Art Commission Proposals	2 1	Cemetery Resaca Park - to alleviate Dean Porter Park	3 0
Exercise Classes	3 1	Parking	2 2	District Ticket/reduced fare with entry at other inst.	2 4	Re-structuring of Quonset Hut	2 1	Zoo Waste to energy	0 ?
Dance Classes	2 1	Finding more Dean Porter Park type functional spaces (Cemetery Resaca, potentially playful sculpture in Linear Park, and the proposed park north of Washington)	2 2	Coordinate events with those outside the district (Jazz fest, galleria 409, battlefield illumination, Stegman Building)	3 3	Philen Property	0 0	Story-telling nights	1 0
Cycling Groups	3 0	Community Arts & Crafts Center (Education/Exhibits)	3 2	Coordinating efforts at advertising (newspapers, buses, etc.)	4 0	Jackson's Feed	0 0	Renaming Linear Park to celebrate a person or cultural event	1 0
Chess	3 0	International (or South of the Border) Craft Market	3 2	Zoning in the District which directs use development	3 3	Cummins Middle School	0 0	Converting Mother of Perpetual Hope Home into Boutique Hotel	1 1
Bingo	2 1	Border Culture Museum	3 2	Zoning which Limits Aesthetics (form based)	4 1	Festival Otuno	2 2	Swimming in the Resaca	1 1
Posadas	1 0	Boundaries (Landscape and Architecultural appearance) and Gateways	4 0	Relocating transmission lines underground	2 0	Arts League	2 1	Bike to the Battlefield Cyclobia	2 0
Xochimilco	1 0	Cultural Murals/Walls & Sidewalks	4 1	Use Facebook Page to inform people and record events	3 3	Developing Arts Program at Resaca Elementary/Cummins Middle School	2 0	Mass in the Park	1 0

Events	Increase Visitation:	Increase Revenues:	Spaces/ Amenities	Increase Visitation:	Increase Revenues:	Policies	Increase Visitation:	Increase Revenues:	Opportunities	Increase Visitation:	Increase Revenues:	CannonDesign's List	Increase Visitation:	Increase Revenues:
			Activate the Resacas (Walk, seating, launches)	3	2	Recycling	0	0	Washington St. School	0	0			
			Heritage Garden	4	1	Use volunteer labor for cleaning/sprucing up the	0	0	Stones for tables at Washington Park	0	0			
			Support of Farmer's Market	3	1									
			Support Biking environment (stations, dedicated paths, Bike Rental, Belden Trail spur)	3	1									
			Support walking environment (resting stations, water fountains, shade, wayfinding & health education signage)	3	1									
			Shared Experience Murals	4	1									
			Educational Signage (Plants, Birds, History)	3	0									
			Sitting	3	0									
			Plaza/Center for Mariachis (la Plaza Garibaldi)	4	0									
			Dance Studio	2	2									
			Signage directing toward Downtown/Battlefields	2	0									
			Public Restrooms	2	0									
			Food Stand	3	1									
			Food Truck	3	1									
			Cultural Sharing Mini-Library	2	0									
			Rehabilitation areas	1	0									
			Kayaking	3	0									
			Workout Stations	1	0									

Additional Information: Public Outreach Results



images ranked according to number of dots placed by attendees at sombrero fest





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