

7 NEIGHBORHOOD CHARACTER

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY	TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
7.1 Beautiful Neighborhood	7.1.1 Organize community cleanups <i>ACTION STEPS:</i> Organize neighborhood cleanup events, including along Buffalo Bayou; Collaborate with neighborhood schools and civic organizations to establish neighborhood volunteer teams		Short (0 - 2 yrs)		Community: NST City: DON, SWD Community Connectors: KHB, BBP, EED	Organize, Advocate Organize, Assist Assist	Goal 1: Action 4
	7.1.2 Promote proper trash placement and collection <i>ACTION STEPS:</i> Develop a campaign to publicize heavy trash schedules and policies to ensure residents are well-informed and facilitate proper trash collection		Short (0 - 2 yrs)		Community: NST City: DON, SWD Community Connectors: Area Civic Organizations	Outreach, Organize Assist Outreach	Goal 1: Action 4
	7.1.3 Increase the tree canopy <i>ACTION STEPS:</i> Partner with Trees for Houston, the East End District, civic organizations, and others to plant trees across the neighborhood; Prioritize screening industrial facilities adjacent to residential land uses, such as along 73rd St, 74th St, and 75th St between Harrisburg Blvd and Canal St; Identify areas to plant Magnolia trees to honor the history of the neighborhood		Short (0 - 2 yrs)	100 Trees will be planted in the neighborhood by 2025	Community: NST City: PDD Community Connectors: Trees for Houston, EED, Youth Organizations	Outreach, Organize, Advocate, Implement Assist Assist, Implement	Goal 6: Action 16.2
	7.1.4 Create a 311 campaign <i>ACTION STEPS:</i> Create a bilingual outreach campaign to encourage residents to report potholes, illegal dumping, graffiti, noise, signs (including political signs) and other nuisances to 311; Include information on how to use 311		Short (0 - 2 yrs)		Community: NST City: DON, OIC, ARA Community Connectors: Area Civic Organizations, District I	Outreach, Organize, Advocate Outreach, Assist Outreach, Advocate	Goal 1: Action 4, 40
7.2 Neighborhood Character, Culture and History are Celebrated	7.2.1 Preserve and re-purpose historic buildings <i>ACTION STEPS:</i> Establish partnerships with public and private entities to develop strategies and plans to support and fund the acquisition, rehabilitation, and re-purposing of historic structures in the neighborhood as cultural and community resources that celebrate Mexican/Mexican American history, such as the Magnolia Park City Hall building or Rufus Cage Elementary School		Short (0 - 2 yrs)	2 Buildings or sites will have historic landmark designations by 2025	Community: NST City: PDD, MOCA, HCDD Community Connectors: District I, EED, East End Cultural District, Preservation Houston, TIRZ #23	Organize, Advocate Assist Assist	Goal 5: Action 14
	7.2.2 Celebrate historic sites <i>ACTION STEPS:</i> Survey the historical buildings and sites in the neighborhood to develop preservation strategies and identify locations for historical markers or National Historic Landmark status, such as the Harrisburg-Jackson Cemetery (1883), Glendale Cemetery (1826), Brady's Island, Magnolia Park City Hall, the Port Authority building, Rebirth of Our Nation mural, and historic buildings along Harrisburg		Short (0 - 2 yrs)		Community: NST City: PDD Community Connectors: EED, East End Cultural District, Harris County, Glendale Cemetery Association	Organize, Advocate Assist Advocate, Assist	Goal 5: Action 14

PLAN:
●○○○○○○○○

PLAN:
●○○○○○○○●○○

PLAN Legend:
 Complete Communities
 City of Houston CIP 2019-2023
 Houston Bike Plan (2017)
 METRO Next
 HPARD Master Plan (2015)
 Buffalo Bayou East Sector Master Plan
 Harrisburg TIRZ #23
 East End Economic Development Study (EDS)
 Climate Action Plan