





## AGENDA

**6:30 - 6:45**

Welcome, Engagement Slides,  
Information Boards

**6:45 - 7:15**

Goal Park Presentation

**7:15 - 7:30**

Q&A Session

**7:30 - 8:00**

Engagement Activities

## MEETING GOALS

### COMMUNICATE

- Project Background
- Initial Vision and Goals
- Project Timeline and Urgency
- Initial Design Strategies

### ENGAGE

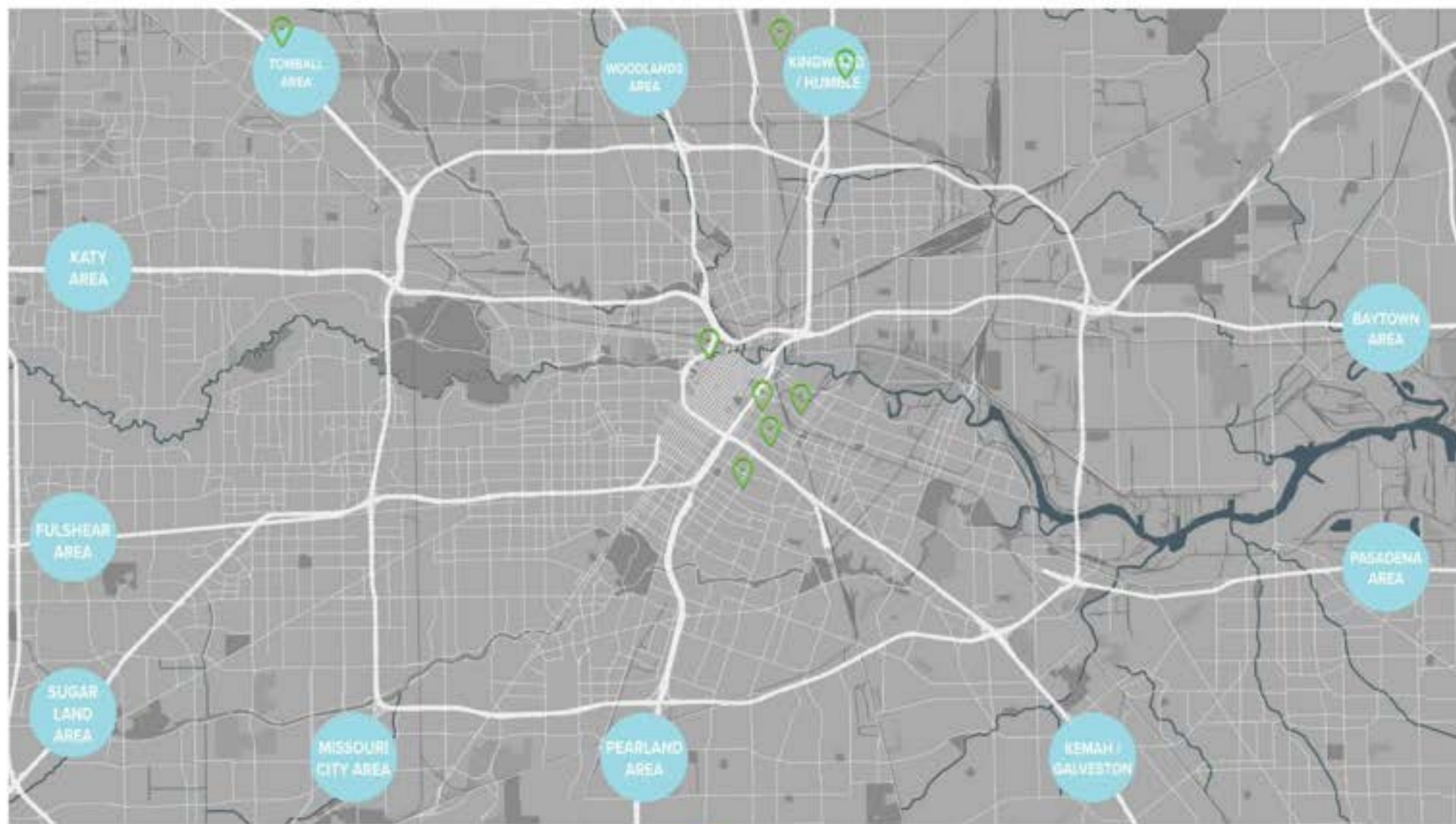
- Understand Who is Here
- Learn Community Wants/Needs
- Gather Input on Vision, Goals, and Strategies

### INSPIRE

- Inspire Support and Action
- Encourage Community Collaboration
- Innovation Thinking



## WHERE DO YOU LIVE?



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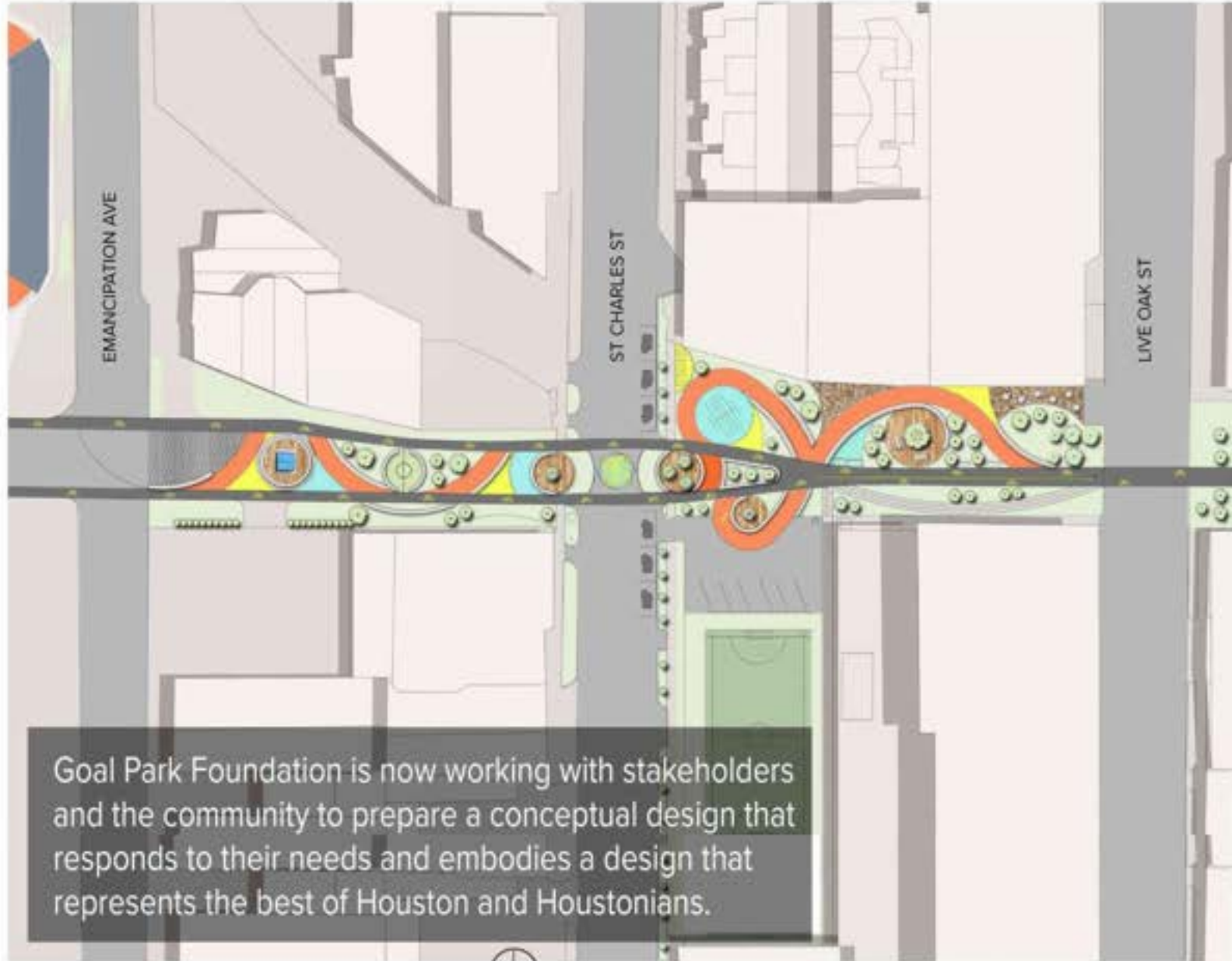
## GOAL PARK FOUNDATION - Who We Are



### **BETIRRI BENGTSON**

- Born in Puebla, Mexico
- Houston artist with 18 local murals
- University of Houston graduate
- Exhibited art three FIFA World Cups
- Founding member of the Rotary Club of Innovation
- East Downtown resident – have you seen his pink gallery/studio/home?

# GOAL PARK FOUNDATION - 2018 Vision



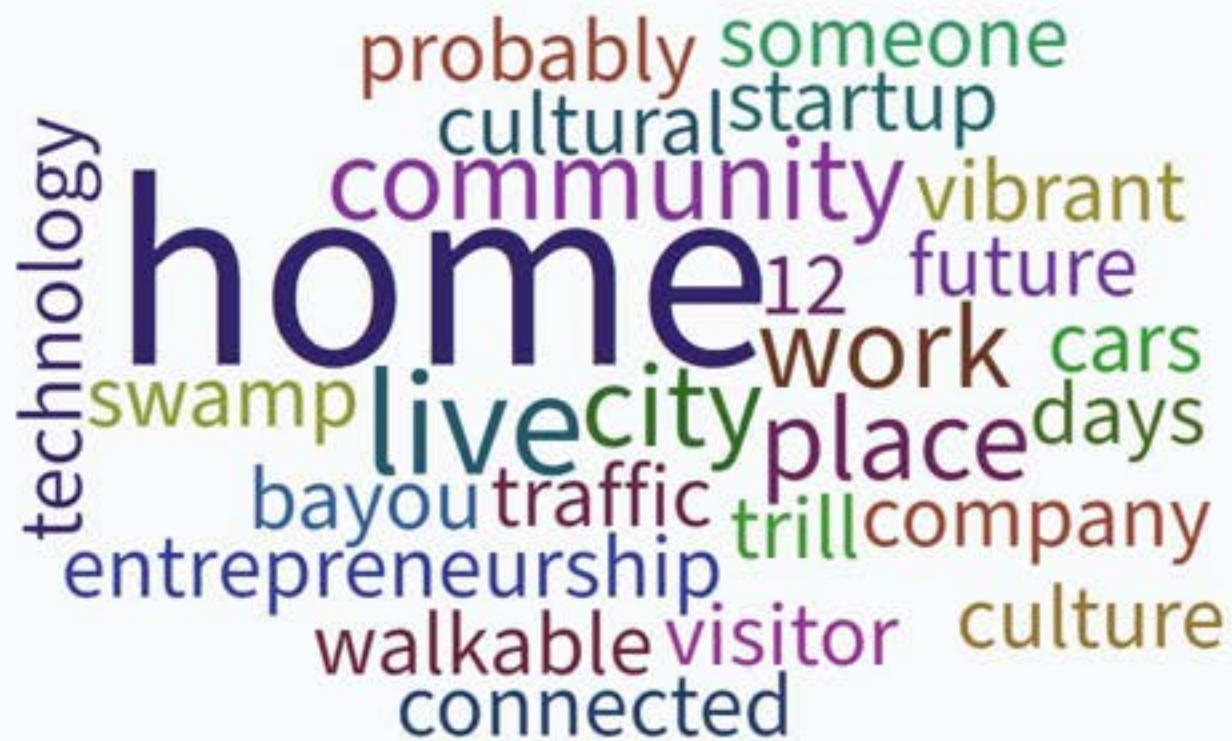
Goal Park Foundation is now working with stakeholders and the community to prepare a conceptual design that responds to their needs and embodies a design that represents the best of Houston and Houstonians.





# HOUSTON

## WHAT IS "HOUSTON" TO YOU?



Total Results: 25

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# GOAL PARK FOUNDATION

INTRODUCTION AND WHERE WE ARE NOW





## GOAL PARK FOUNDATION - Who We Are



### BETIRRI BENGTSON

- Born in Puebla, Mexico
- Houston artist with 18 local murals
- University of Houston graduate
- Exhibited art three FIFA World Cups
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- East Downtown resident – have you seen his pink gallery/studio/home?



### OMAR KIGGUNDU

- Born in Nairobi, Kenya
- Football enthusiast and Liverpool superfan
- Graduated in Economics and Mathematics from Yale University
- Entrepreneur and a co-founder of Kava Health
- Oversaw construction and operation of several privately-owned hospitals in greater Houston

# GOAL PARK FOUNDATION - Background and Inception

## ORGANIZATIONAL STRUCTURE

GOAL PARK FOUNDATION, INC. WAS ORGANIZED IN 2019 AND SECURED ITS 501(C)3 STATUS IN 2020.

## MISSION AND PURPOSE

THE ORGANIZATION WAS FORMED WITH A MISSION TO ENHANCE AN URBAN-RAIL TRAIL AND PARK TO EMBRACE INNOVATION, CULTURE, ATHLETICS, AND NATURE FOR A HEALTHIER, HAPPIER, AND GREENER HOUSTON.

## A GREATER VISION

GOAL PARK ALSO EMBRACES A VISION TO REIMAGINE THE COLUMBIA TAP TRAIL IN ITS ENTIRETY, CONNECTING HOUSTON'S ATTRACTIONS FROM THE HISTORIC THIRD WARD, TMC AND THE SURROUNDING UNIVERSITIES ALL THE WAY TO HERMANN PARK, THE MUSEUM DISTRICT, AND THE BRAYS BAYOU BIKE AND HIKE TRAIL.







I. INNOVATION



C. CULTURE



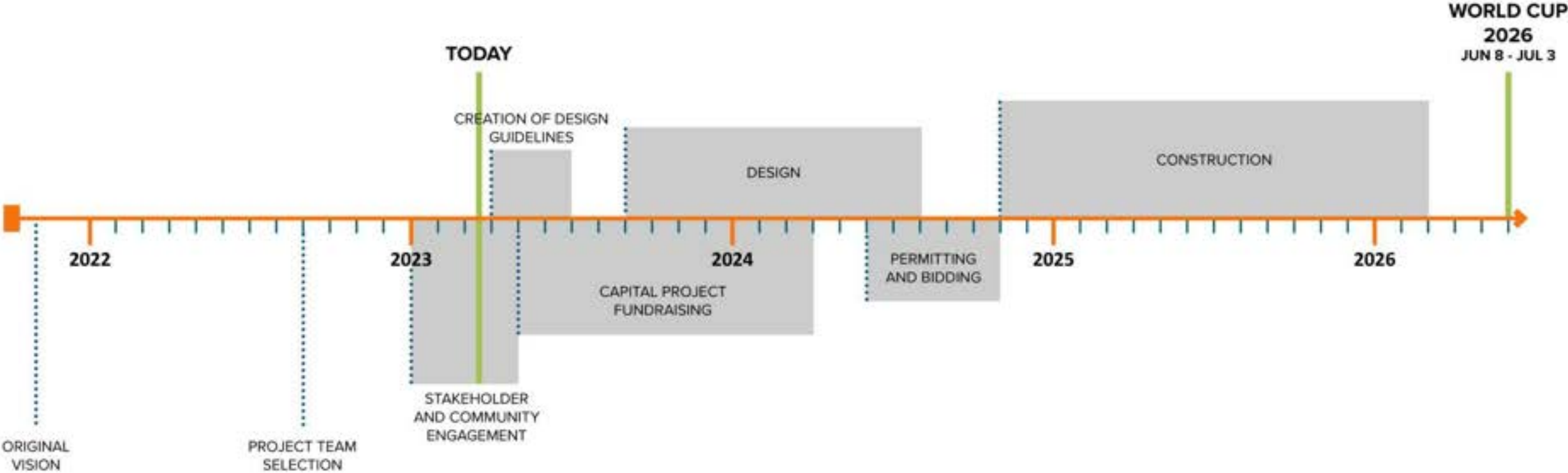
A. ATHLETICS



N. NATURE



# PROJECT TIMELINE



## GOAL PARK FOUNDATION - Who We Are



### BETIRRI BENGTSON

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- Oversaw construction and operation of several privately-owned hospitals in greater Houston



### PABLO GONZALEZ

- Born in Houston, TX
- Founder of Livelihood®, a green clothing brand
- On a mission to build a world where city and nature coexist for a greener, healthier, and better future
- Pablo and Livelihood® have planted over 7,000 trees in Houston and counting



## SITE LOCATION

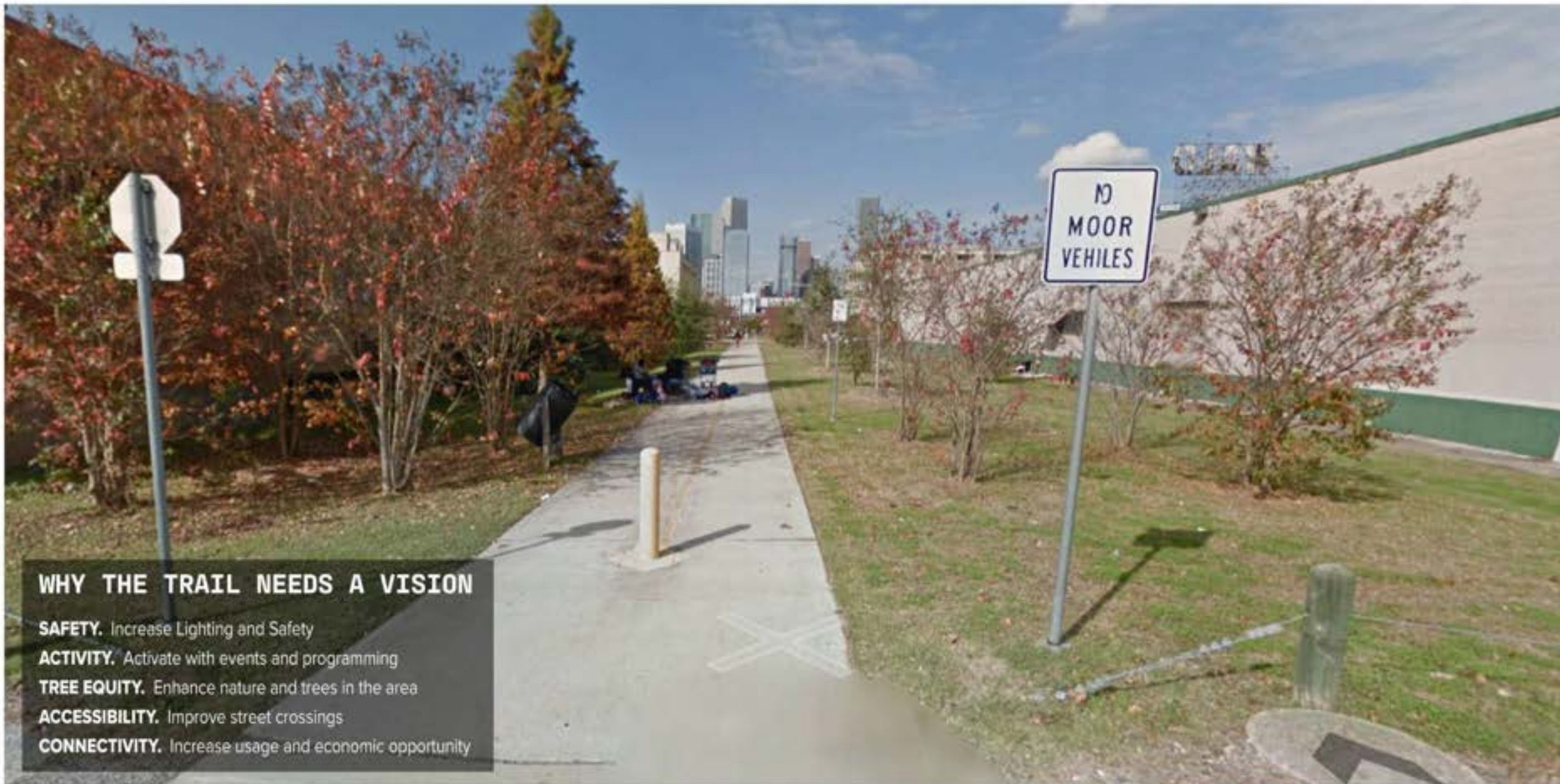


### PURPOSE:

Enhance seven underutilized blocks of the Columbia Tap Trail for a healthier, happier, and greener Houston.



## GOAL PARK FOUNDATION - We Need a Vision





## GOAL PARK FOUNDATION - Precedent Goals



## WHAT IS YOUR FAVORITE PARK?

Top



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# PROJECT OUTREACH

A VISION FOR EVERYONE

  
GOAL PARK

# POTENTIAL STAKEHOLDER GROUPS

## GOALKEEPERS (Agencies)



PLANNING & DEVELOPMENT DEPARTMENT



TIRZ 15



HPARD  
HOUSTON PARKS AND RECREATION DEPARTMENT  
A GARCIA Accredited Agency



HOUSTON PARKS BOARD



METRO



HOUSTON PUBLIC WORKS



ROBERT GALLEGOS  
City Council District I

## CLUB PARTNERS (Economic Impact)



Hines



HOUSTON DYNAMO FC



HOUSTON DASH



HARRIS COUNTY HOUSTON SPORTS AUTHORITY



MIDWAY



HOUSTON ROCKETS



East End Chamber of Commerce



CAMDEN



CAMILLO PROPERTIES



Houstonfirst



LEGEND HOMES

## FAN CLUB (Community Impact)



THE COMMUNITY



DENISE PETERSON



FRIENDS OF COLUMBIA TAP



EADDO BIKE CO



EAST END IMPROVEMENT CORP



PITCH 25



8TH WONDER

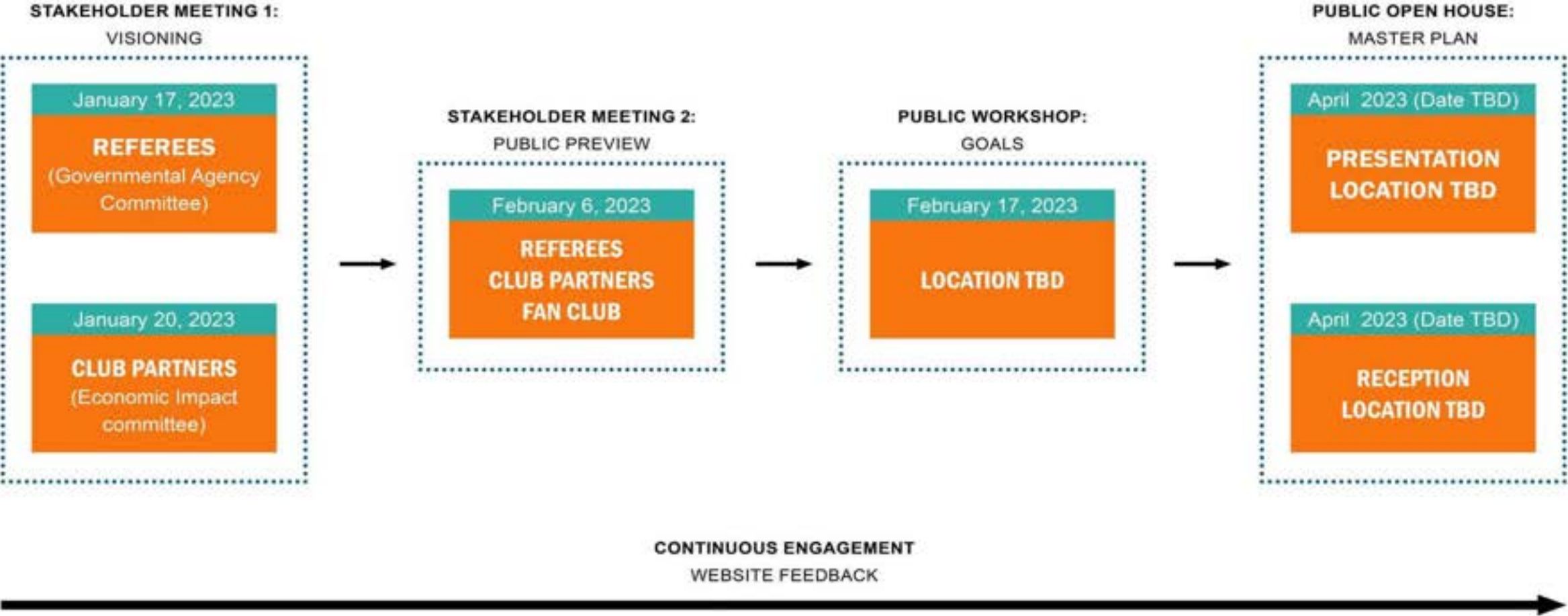


BRASS TACKS



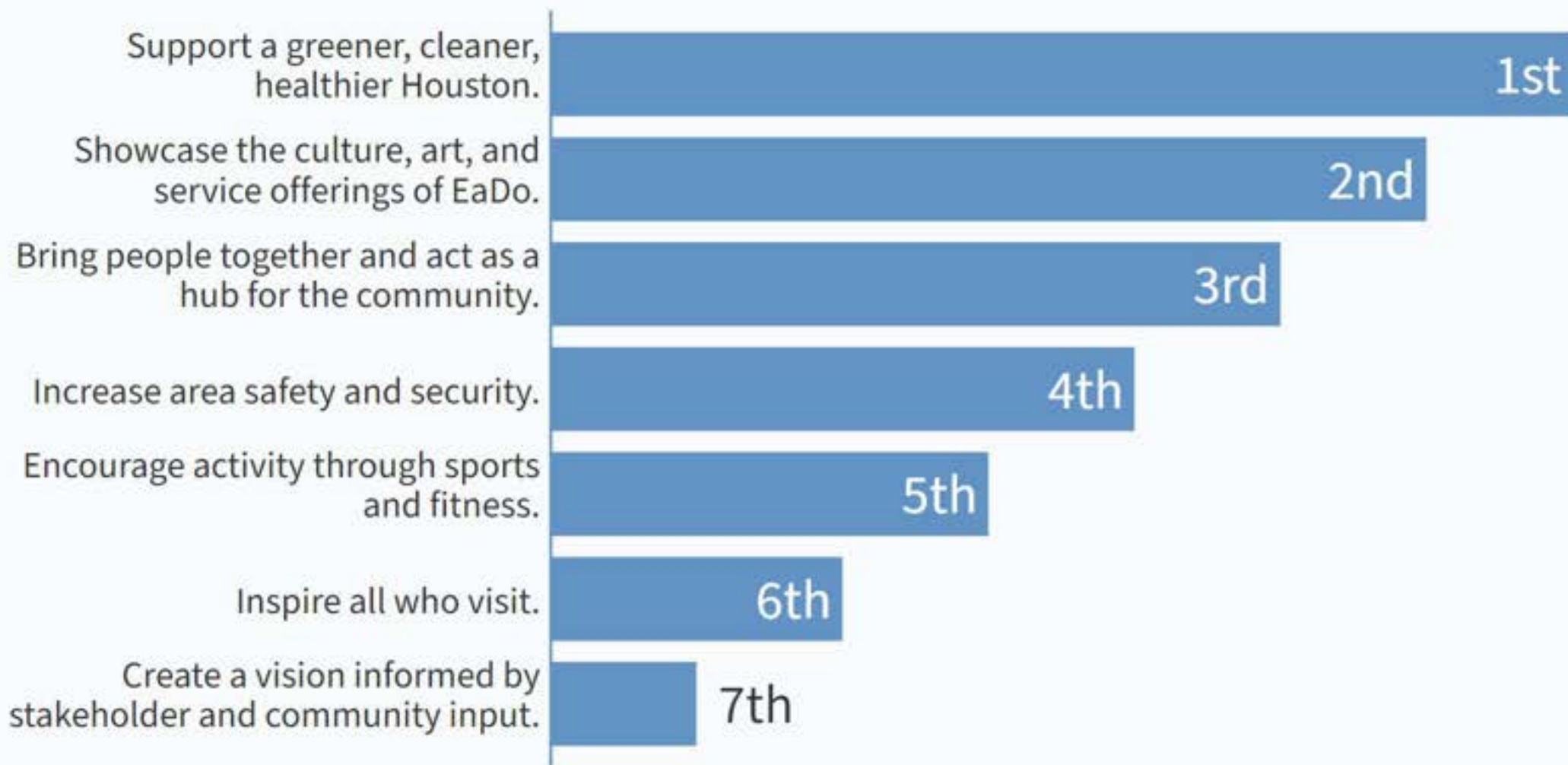
BIKEHOUSTON

# PROJECT OUTREACH SCHEDULE





## PROJECT OUTREACH - Goals



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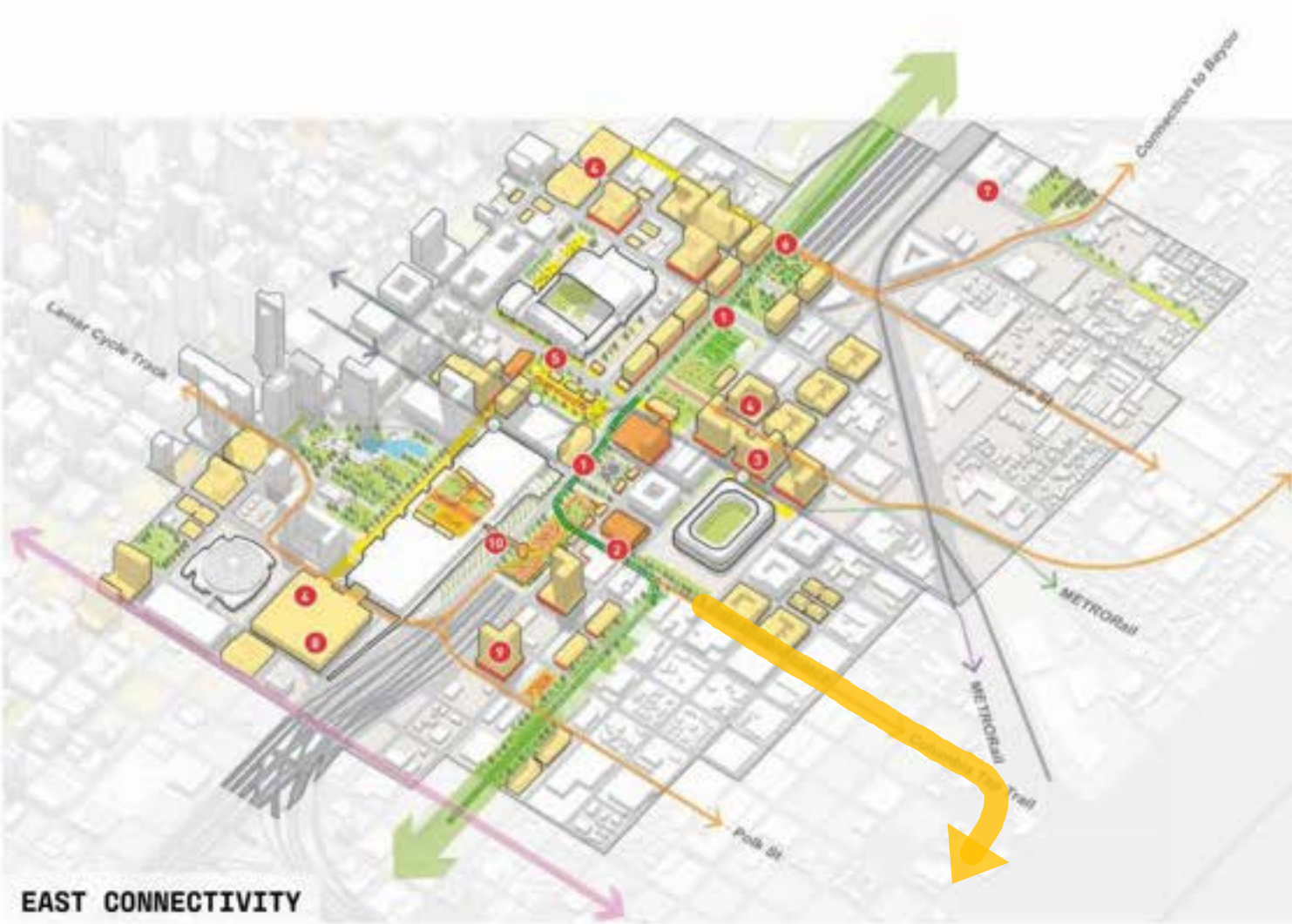
# OPPORTUNITIES AND CONSTRAINTS

DESIGN CONSIDERATIONS

  
GOAL PARK



ADJACENT PLANNING - Plan Downtown



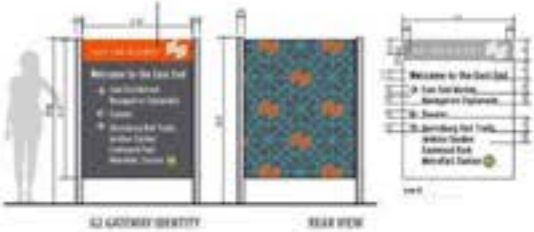
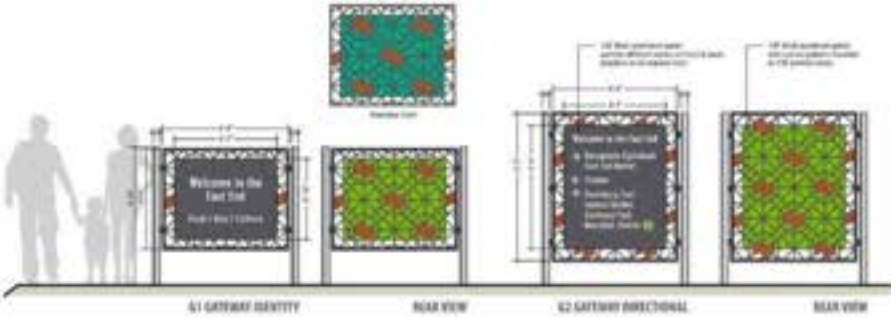
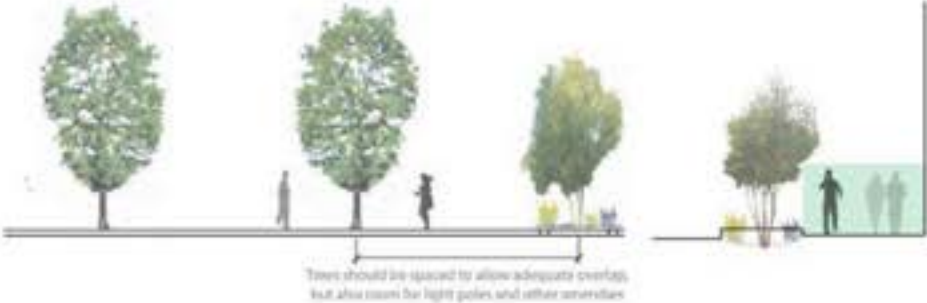
# ADJACENT PLANNING - East Downtown Redevelopment Authority



PLAN

components and parts are standardized, to ensure ease of replacement and repair and image of the area. The developer should coordinate the location of pedestrian lighting relative to the boundary of the right of way with the TIRZ planning/design consultants.

- LEGEND
- 1 Street
  - 2 Parallel Parking
  - 3 Curb
  - 4 Pedestrian Lighting
  - 5 Sidewalk
  - 6 Bollard Light





ADJACENT PLANNING - TIRZ 15 Improvements



## ADJACENT PLANNING - NHHIP Civic Opportunities

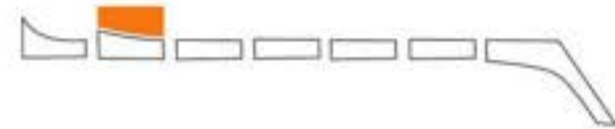
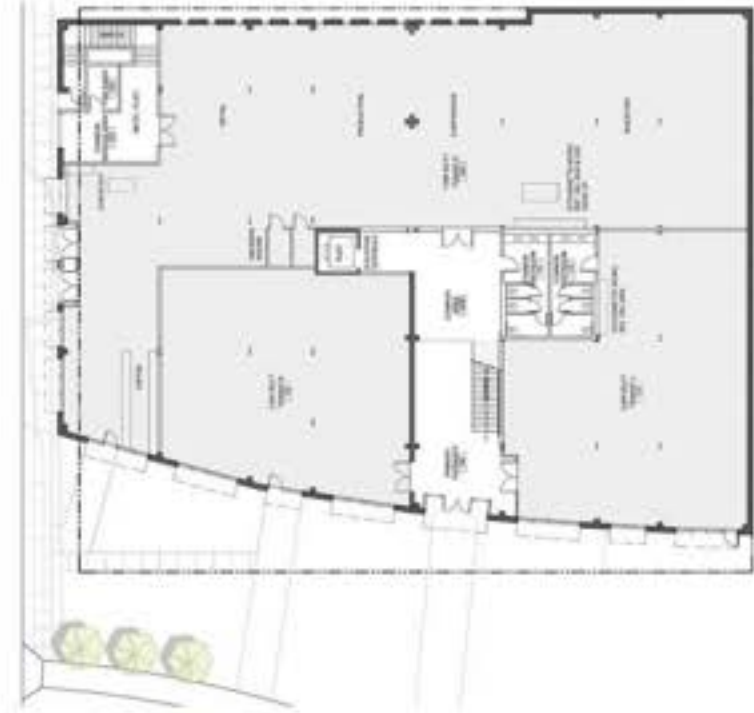




## ADJACENT PLANNING - Adjacent Redevelopment



- Mixed-Use Development w/ Multi-Tenant Ground Floor Retail
- Possible Sky Bridge Over Park
- Parking Garage w/ Possible Shared Parking



- Two-Story Multi-Tenant Space to Serve the Community
- Little Red Box Grocery, Coffee Shop, Art Studios
- Interface Directly with Goal Park

# OPPORTUNITIES AND CONSTRAINTS

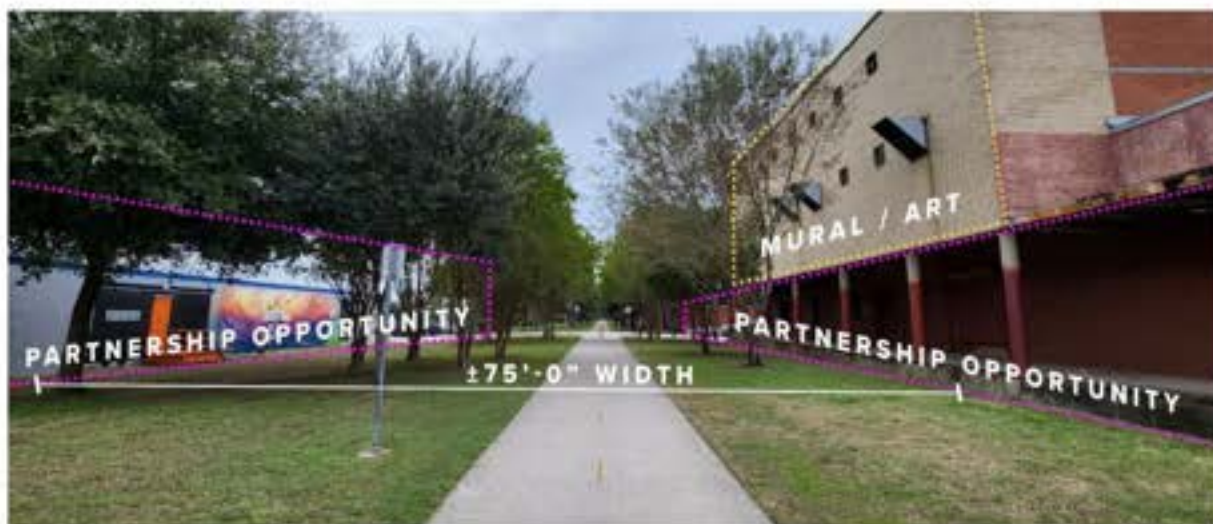
EXISTING CONDITIONS

  
GOAL PARK



# OPPORTUNITIES AND CONSTRAINTS

## OPPORTUNITIES



GOAL PARK

## CONSTRAINTS



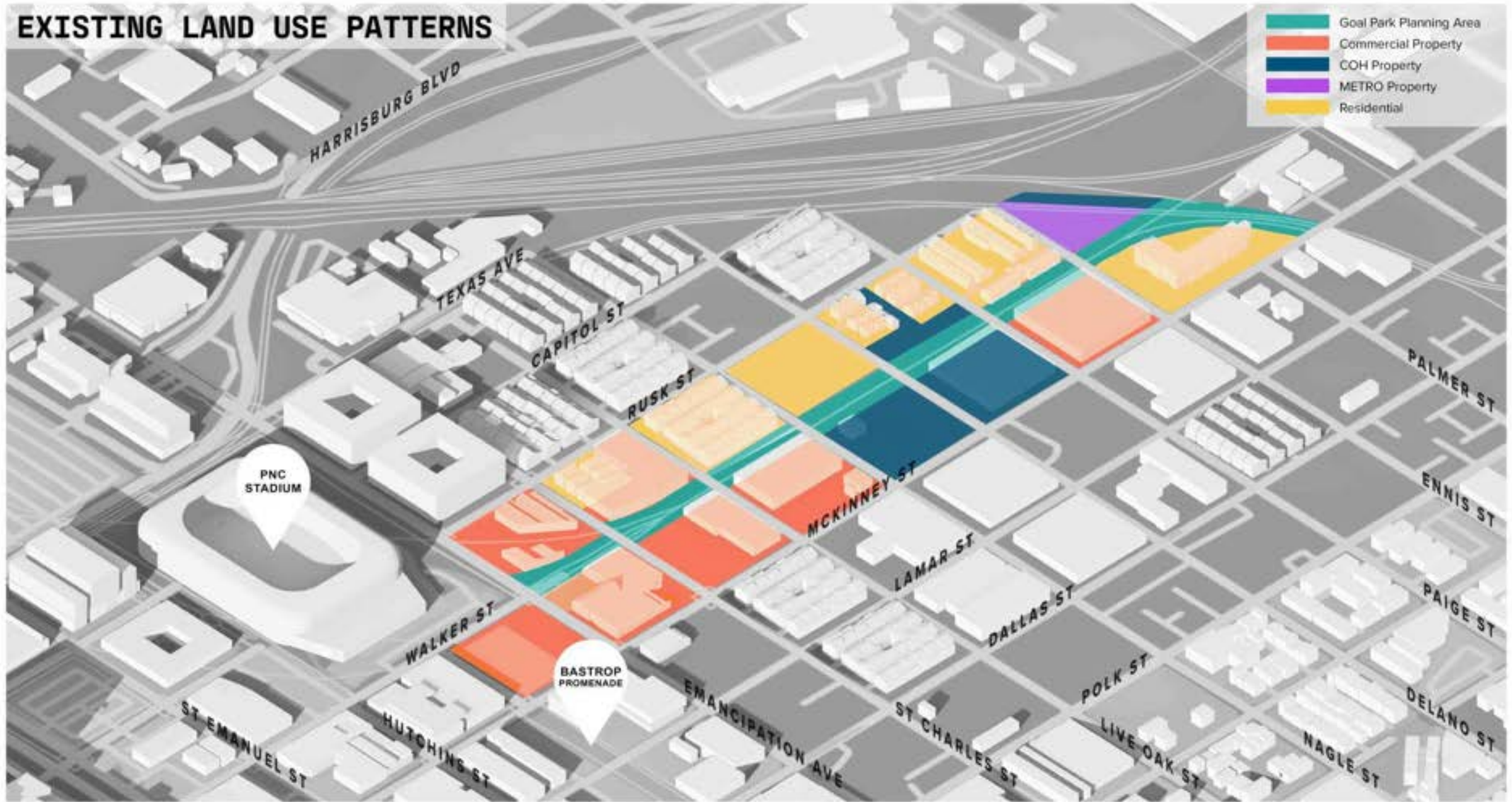


# EXISTING CONNECTIVITY





# EXISTING LAND USE PATTERNS





# CULTURE AND HISTORY



## 30's - 70's) CHINATOWN

- Cantonese immigrants moved to Houston Chinatown in 1930s for inexpensive land
- Immigrants opened businesses and held Chinese New Year celebrations
- Chinese Merchants' Association moved to southeastern Downtown in early 1950s
- EaDo Chinatown solidified in the 1970s with new businesses
- By the late 1980s, more Chinese moved to suburbs

## (70's - 00's) SHIFT TO INDUSTRY AND COMMERCE

- East Asian businesses relocate to new Chinatown in southwest Houston
- Closing of the Brazoria Tap Railway Leads to Industrial Infill
- Highway connectivity Leads to Increased Industry and Commerce
- Immigrant Housing Replaced with Warehouses and Industrial Structures

## (00's - TODAY) REVITALIZATION

- EaDo district name was selected in the late 2000s
- Redevelopment and Medium-Density Residential Infill
- More Diverse than ever, reflecting broader cultural changes
- Local Businesses and Continued Redevelopment create New Social Destination



## WHAT IS EADO TO YOU?



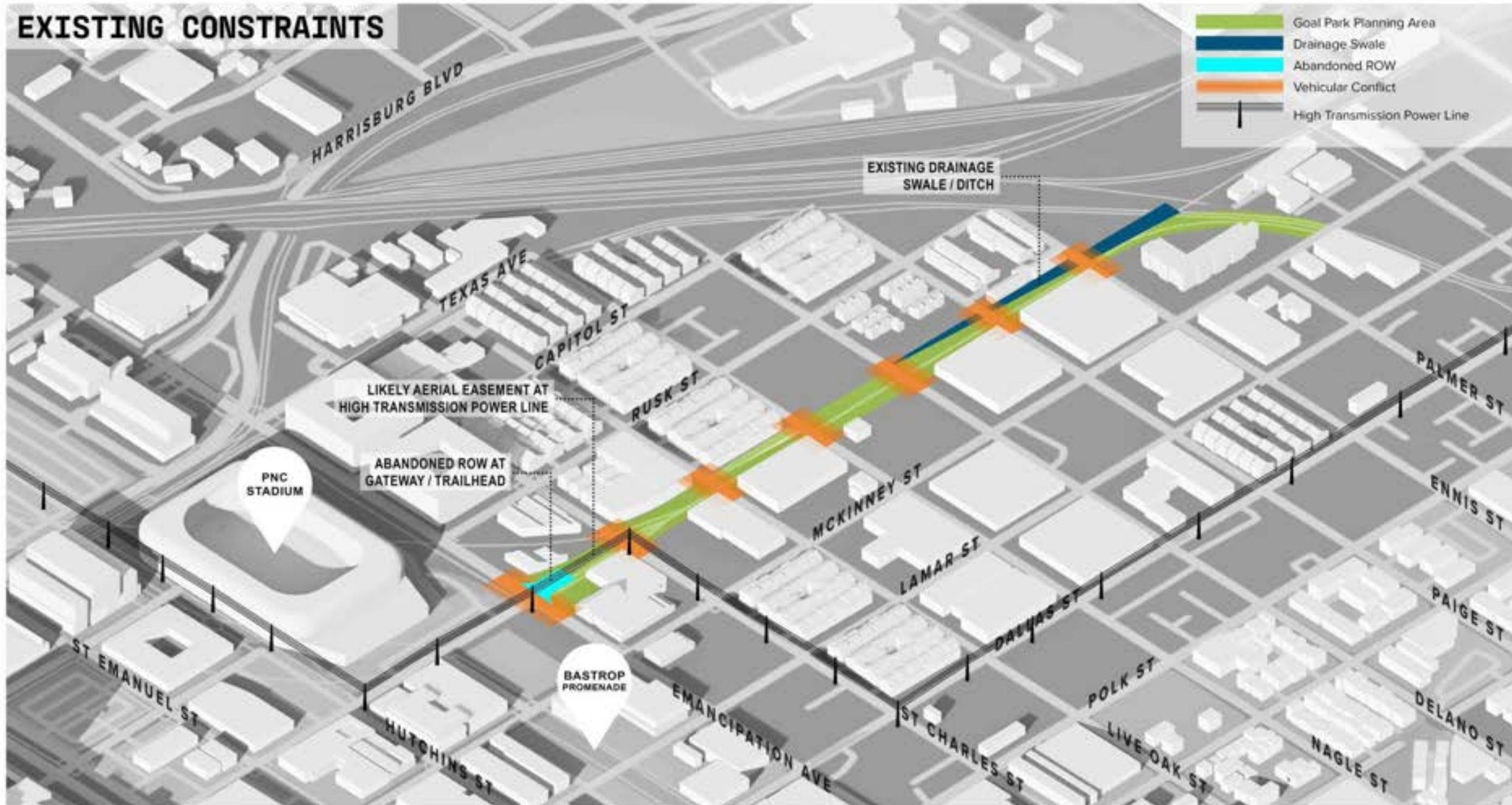
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# EXISTING CONSTRAINTS





# EXISTING RECREATION OPPORTUNITIES





# DOWNTOWN SPORTS LOOP





## MISSING RECREATION OPPORTUNITIES?

Top

- 2 Lighting
- 0 Dog park
- 0 Bird feeders and fountains
- 0 Clean water fountains along path
- 0 MeetingSpaces
- 0 Skate

New

- 0 Dog park
- 0 Bird feeders and fountains
- 0 Clean water fountains along path
- 0 MeetingSpaces
- 0 Skate
- 2 Lighting

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# POSSIBLE DESIGN STRATEGIES

DESIGN TEAM INITIAL THINKING

  
GOAL PARK





I. INNOVATION



C. CULTURE



A. ATHLETICS




N. NATURE

I C A N







Innovative design will help create a more engaging environment as well as offer new experiences for the community. Houston is a hub for innovation.



Preserving culture strengthens community identity, boosts pride, and celebrates diversity, leading to a more unified and energetic neighborhood.



Recreational opportunities are crucial for preserving physical and mental health, as they promote exercise, relieve stress, and stimulates us cognitively.

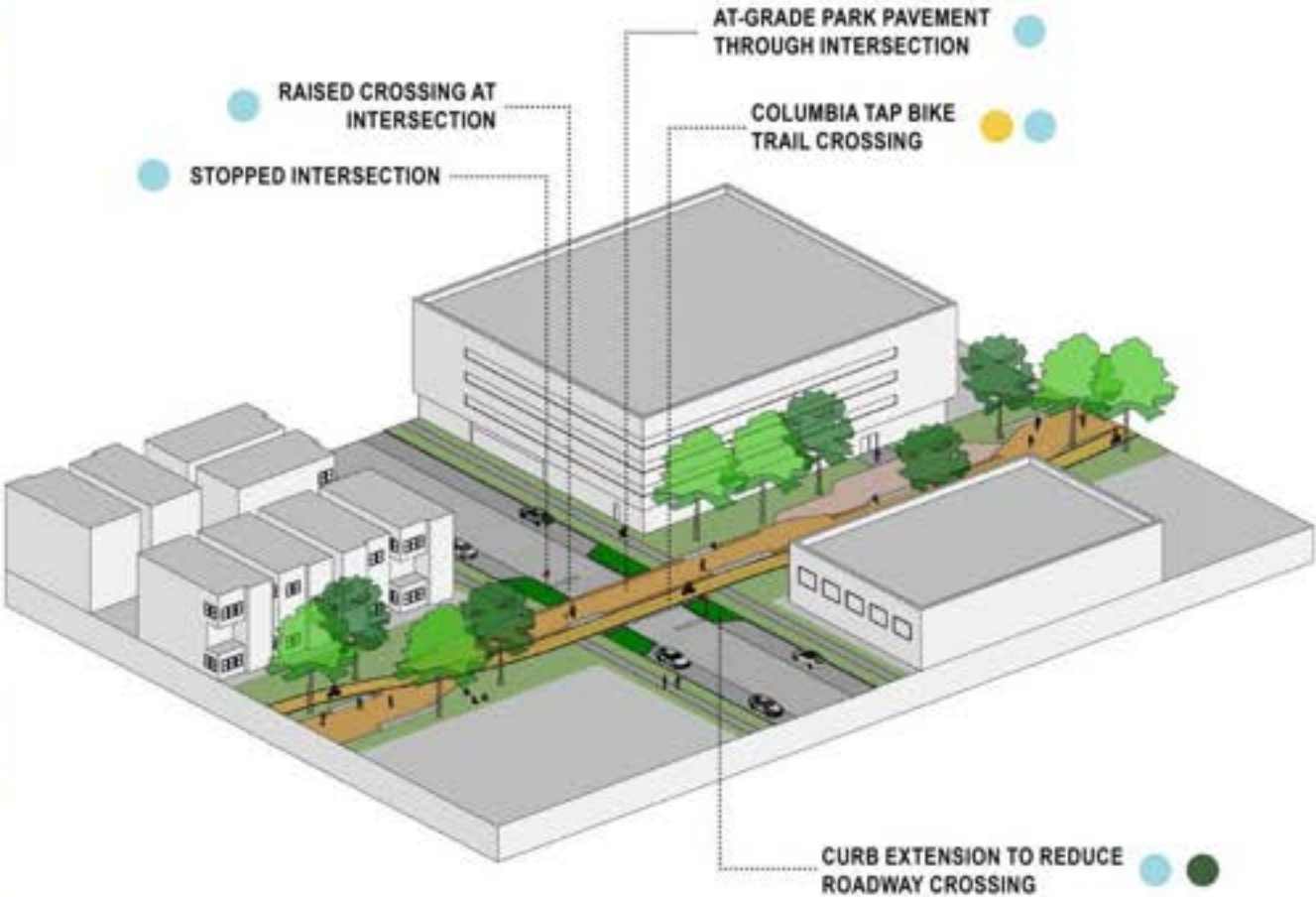
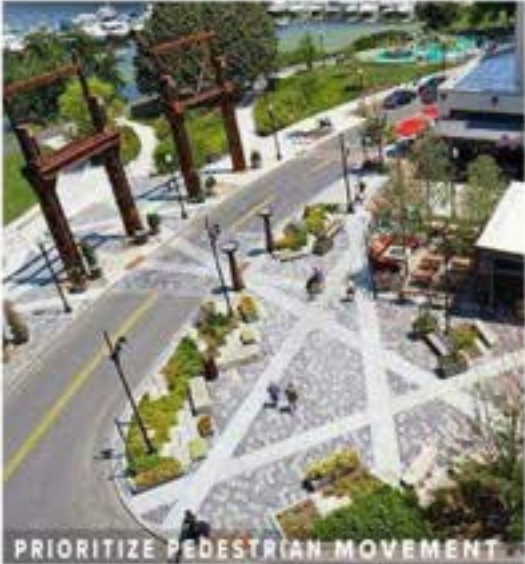


Access to nature reduces stress and improves mental and physical health, leading to overall well-being and happiness.

I C A N

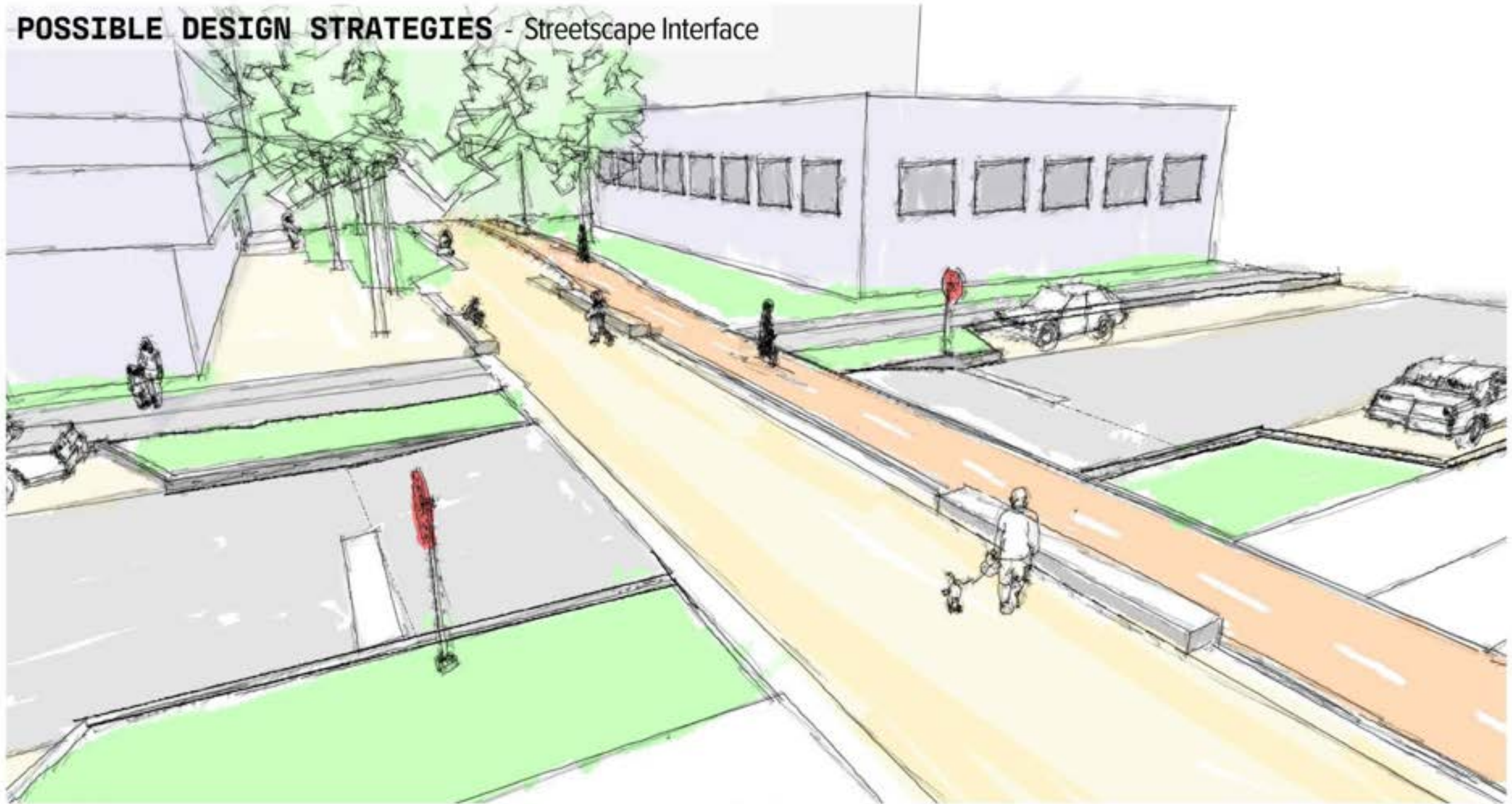


POSSIBLE DESIGN STRATEGIES - Streetscape Interface



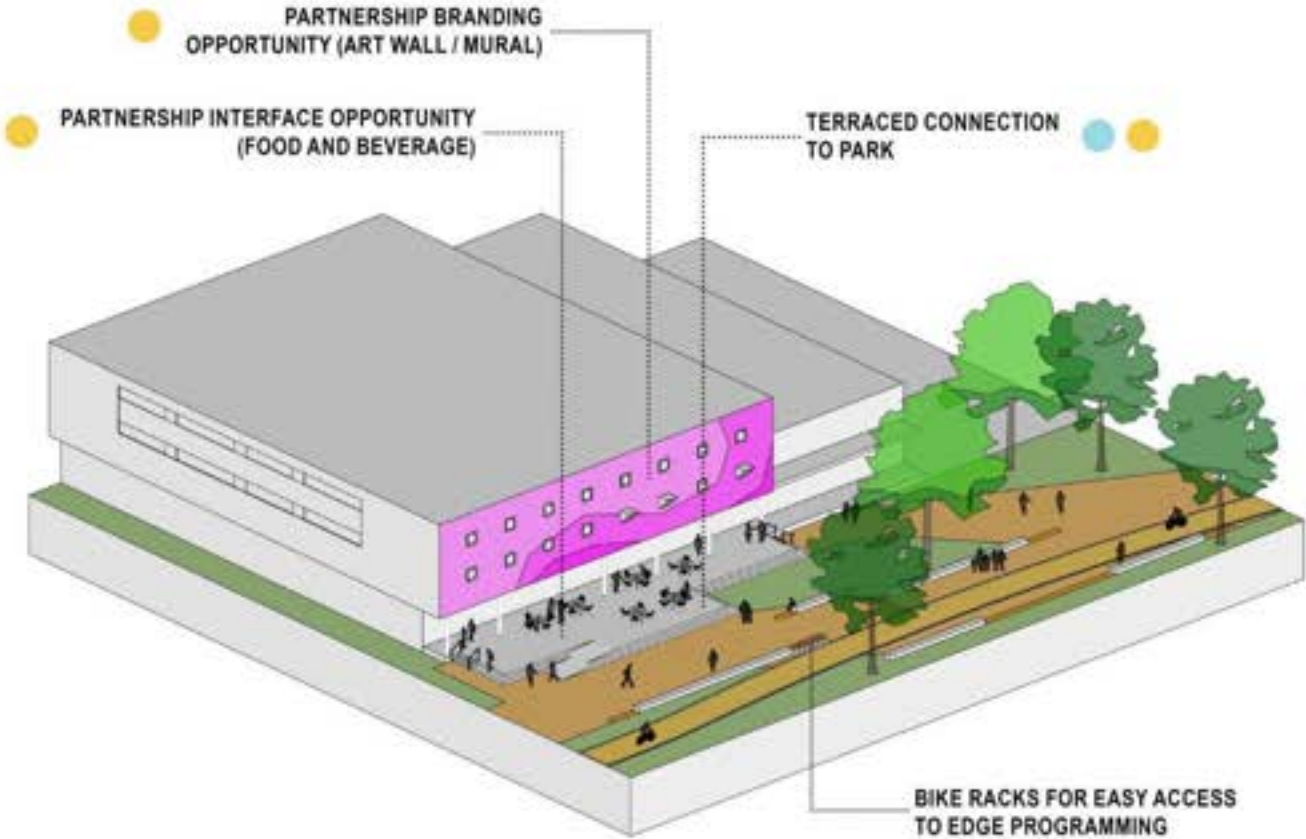
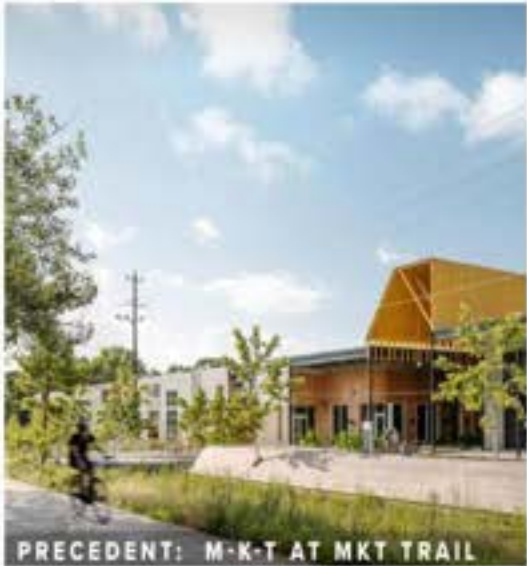
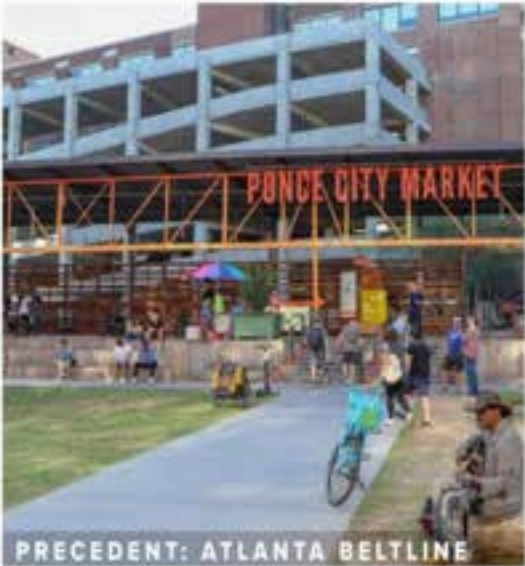


## POSSIBLE DESIGN STRATEGIES - Streetscape Interface



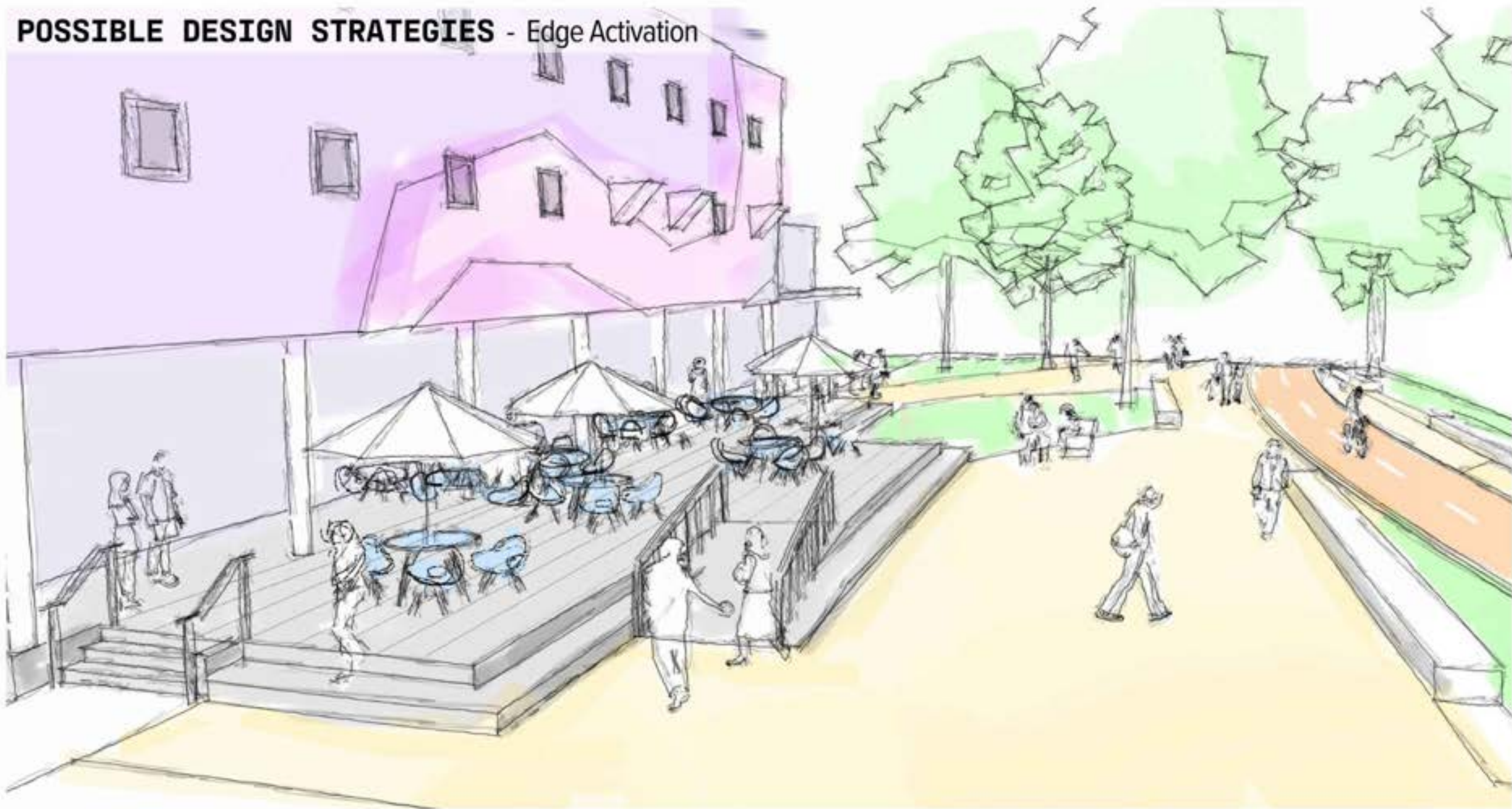


POSSIBLE DESIGN STRATEGIES - Edge Activation



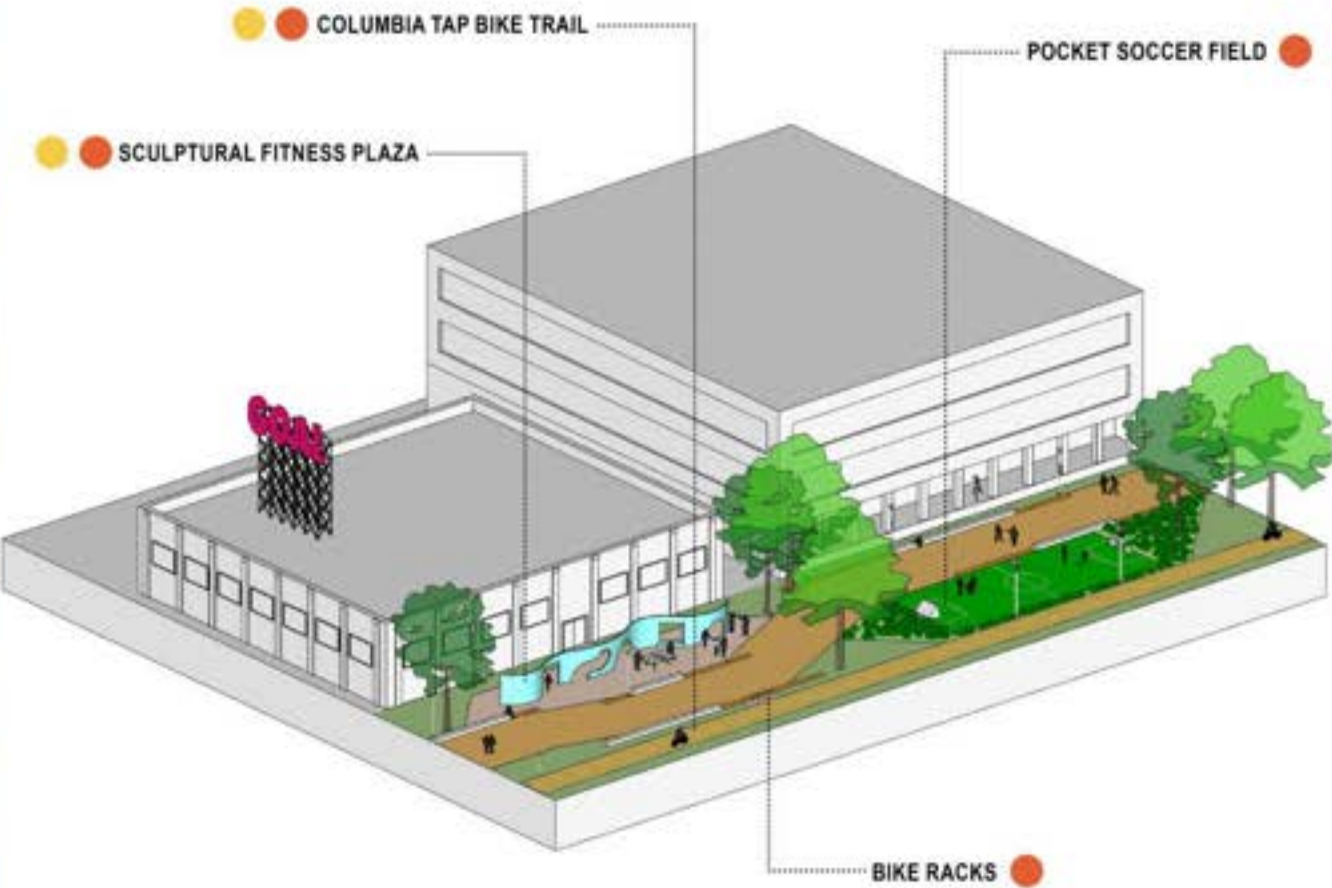


## POSSIBLE DESIGN STRATEGIES - Edge Activation





POSSIBLE DESIGN STRATEGIES - Recreational Interventions





## POSSIBLE DESIGN STRATEGIES - Recreational Interventions

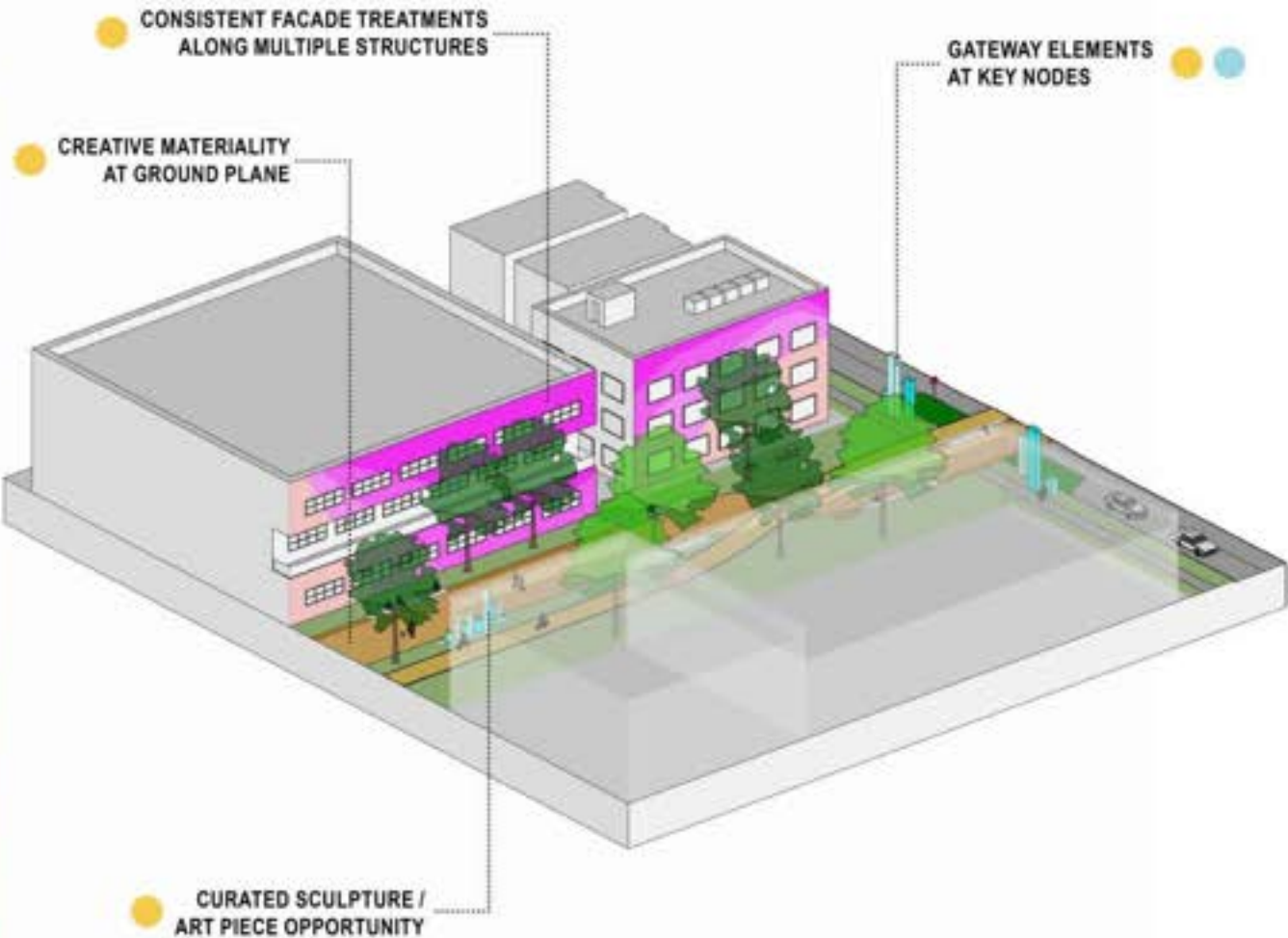
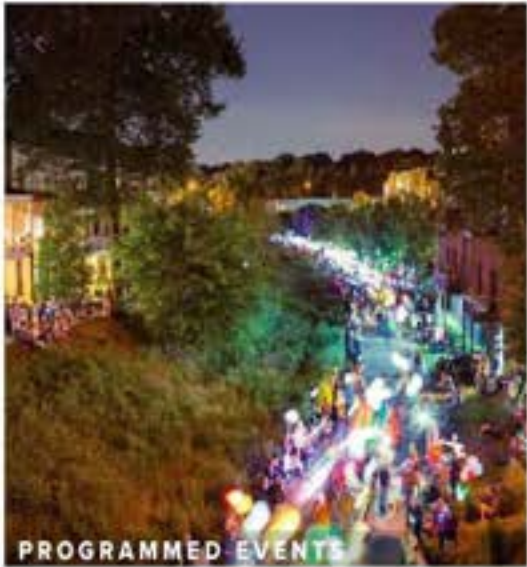
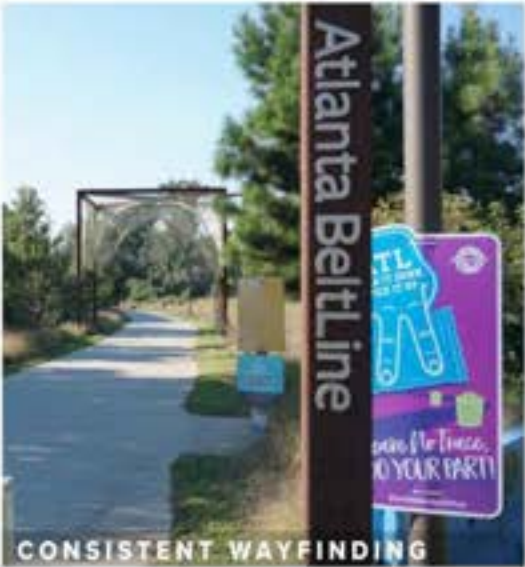
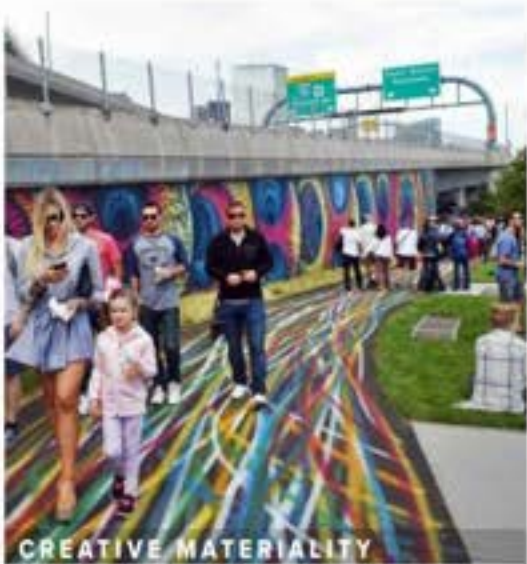


GOAL PARK





POSSIBLE DESIGN STRATEGIES - Branding and Identity



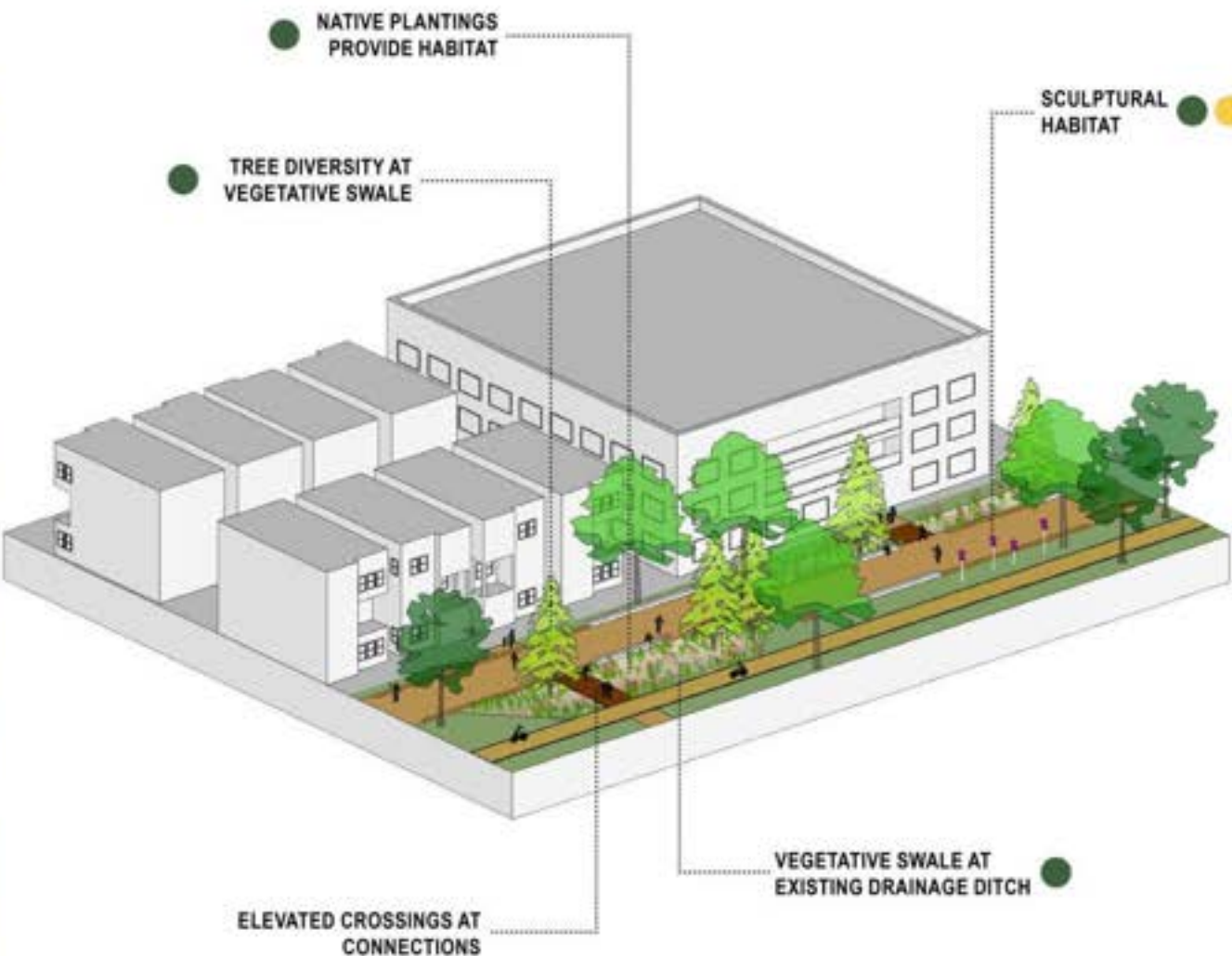
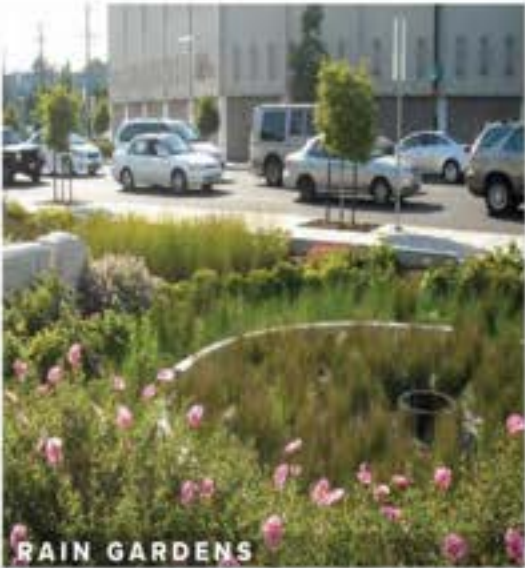


## POSSIBLE DESIGN STRATEGIES - Branding and Identity





# POSSIBLE DESIGN STRATEGIES - Micro Habitat Creation



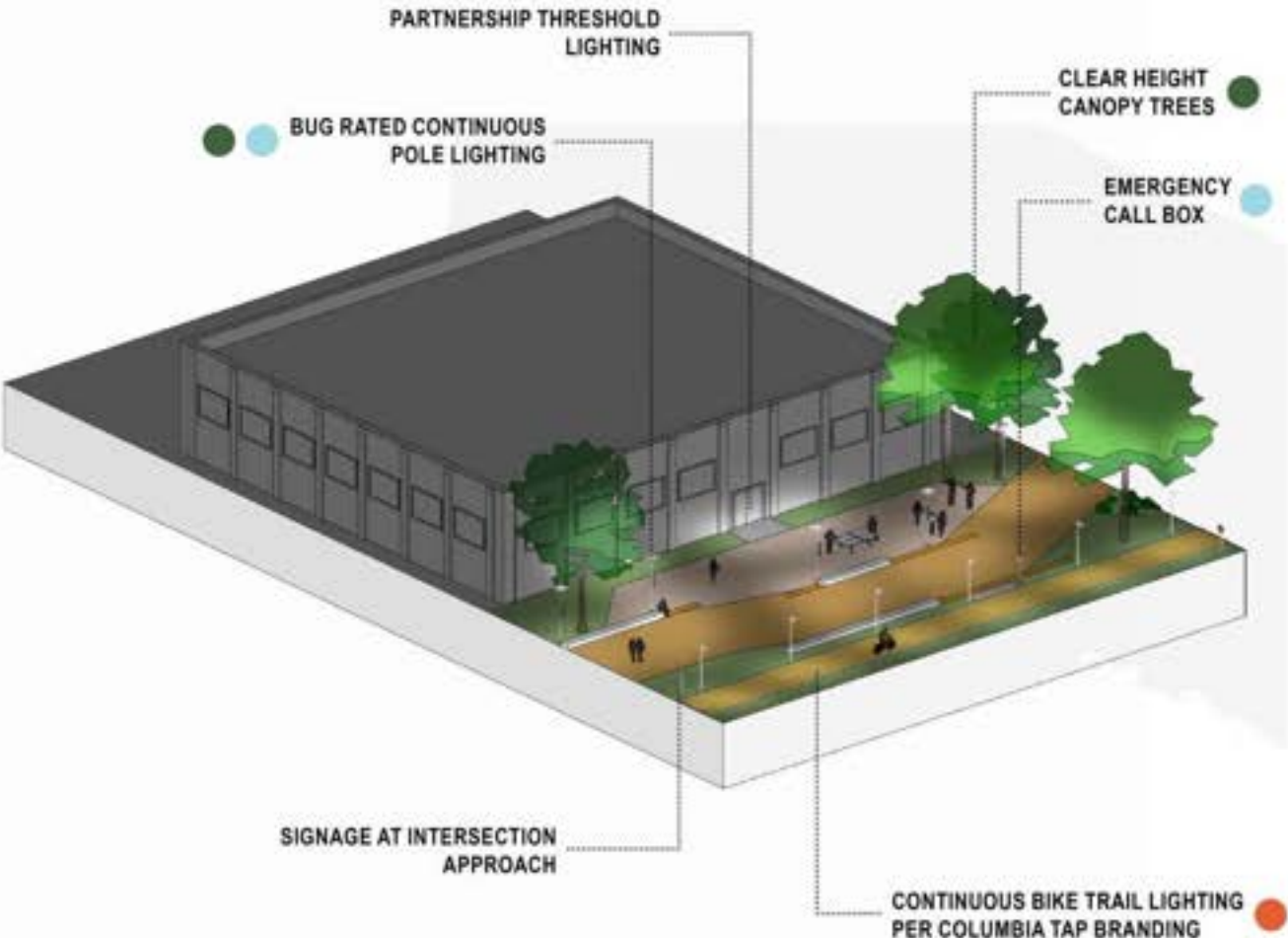
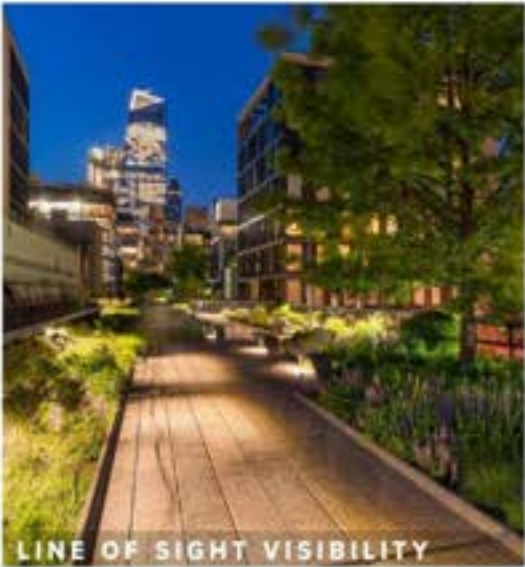
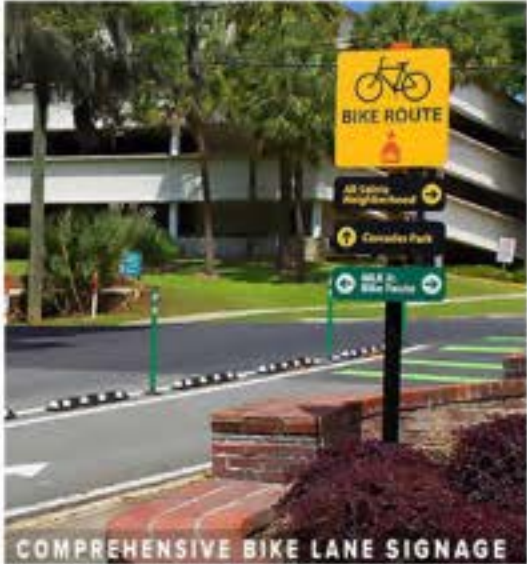
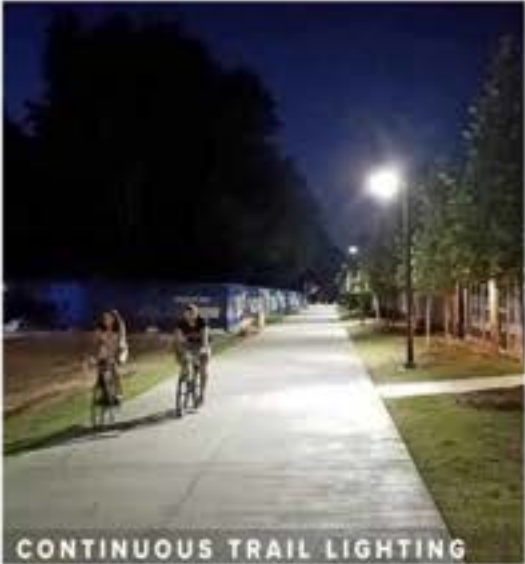


## POSSIBLE DESIGN STRATEGIES - Micro Habitat Creation

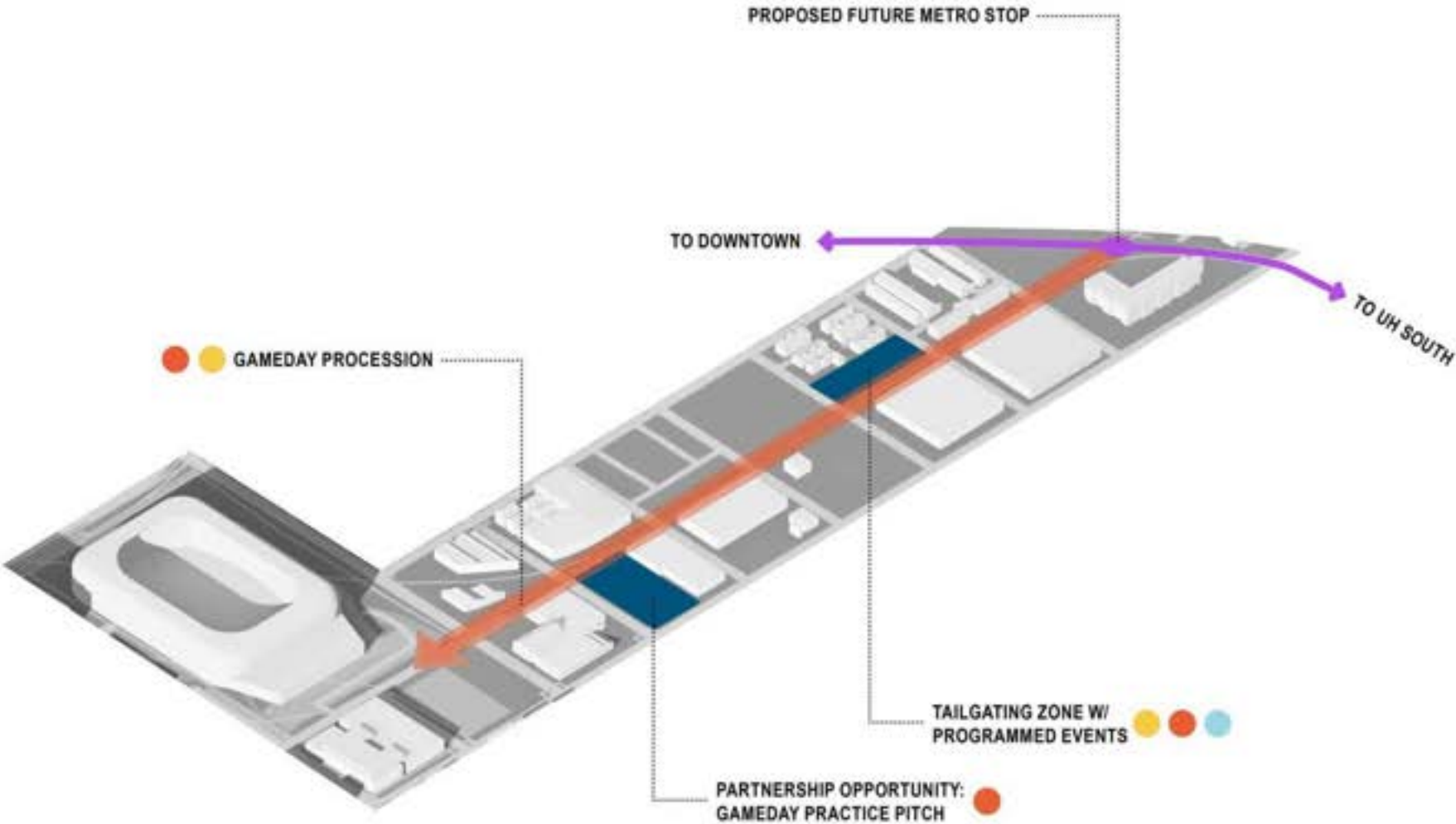




POSSIBLE DESIGN STRATEGIES - Safety Systems



POSSIBLE DESIGN STRATEGIES - Transit Connectivity





# FAVORITE STRATEGIES?

3



**RECREATIONAL INTERVENTION**

5



**PARK EDGE ACTIVATION**

6



**MICRO HABITAT CREATION**

1



**STREETSCAPE INTERFACE**

1



**BRANDING AND IDENTITY**

3



**PUBLIC SAFETY SYSTEMS**

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## USE CASE - PASSIVE





## USE CASE - ATHLETIC





## USE CASE - PROCESSION





# GET INVOLVED

ONGOING OUTREACH OPPORTUNITIES



## GET INVOLVED - How You Can Help

### SHARE

- Take a photo now and post it with [#goalparkhouston](#)
- Tell your friends to visit [Goalpark.org](#) for more information.

### JOIN

- Sign-up for the Goal Park email to get project and event updates

### INSPIRE

- The TIRZ 15 meeting on 2/28. Advocate for funding for Goal Park road crossing enhancements.
- Our next meeting, coming April 14 (or April – date TBD)!

### VOLUNTEER

- Want to help organize events, fundraise, or build project excitement? Let us know.

### DONATE!

### TIRZ 15 MOBILITY OPEN HOUSE FEB 28



The poster for the TIRZ 15 Mobility Open House is divided into two main color sections: white at the top and green at the bottom. In the top left, there is a QR code with the text "RSVP!" below it. In the top center, a large green dollar sign is positioned above a white line that branches down to three circular icons: a lightbulb, a bus, and a bicycle. To the right of the dollar sign, the text "OPEN HOUSE" is written in large red letters, followed by "What would you do with \$10 million to improve transportation in East Downtown?" in green. A red banner with white text "Help us decide" is placed above the date "February 28" in large white letters. Below the date, it says "Join at any time 5-7:30pm". The location "Shell Energy Stadium (formerly PNC Stadium) 2301 Walker St. Houston, TX 77003" is listed in white. At the bottom, a red line of text reads "\*Behind the scenes stadium tour every 30 minutes\*", and logos for "EAST DOWNTOWN" and "EADD" are in the bottom right corner.

**RSVP!**

**OPEN HOUSE**  
What would you do with  
**\$10 million** to improve  
transportation in East Downtown?

*Help us decide*

**February 28**  
Join at any time 5-7:30pm

Shell Energy Stadium  
(formerly PNC Stadium)  
2301 Walker St. Houston, TX 77003

**\*Behind the scenes stadium tour every 30 minutes\***

EAST DOWNTOWN EADD



## GET INVOLVED - Fundraising Goals

This this park is for you, we're starting with you!

Our goal is to raise \$26,000 from the community (by April).

We will then leverage that for donations from businesses, corporations, foundations, and other generous supporters.

We will be hosting events and activities on the Columbia Tap.  
Please vote on your preferred types:



**TREE PLANTINGS**



**ART SHOWS**



**MARKET DAYS**



**BIKE RIDES**



**5K RUNS**



**PICNICS**

## GET INVOLVED - Fundraising Goals



**TREE PLANTINGS**



**ART SHOWS**



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**BIKE RIDES**



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# GOAL PARK

QUESTIONS?





# GOAL PARK



DONATE



GET IN TOUCH