

PROUDLY MOVING

FONDREN FORWARD



EST. 1894

Design Workshop Snapshot

Workshop Feedback Overview

Activity Stations:

As a pivotal element of the Fondren Forward endeavor, the Design Workshop organized nine activity stations, each dedicated to a specific topic of interest to the community. These stations were strategically set up to foster interactive discussions between community members and the design team. At each station, attendees found a series of questions and talking points carefully

curated to encourage meaningful dialogue and gather diverse viewpoints. This setup was instrumental in ensuring that community feedback was incorporated into the planning and development processes, thereby enhancing the relevance and responsiveness of the project outcomes to the needs and aspirations of the Fondren community.

1. Mission & Goals

2. District Identity

3. Open Space

4. Multi-Use Corridors

5. Civic Anchors

6. Housing Diversity

7. Parking Strategies

8. Business District

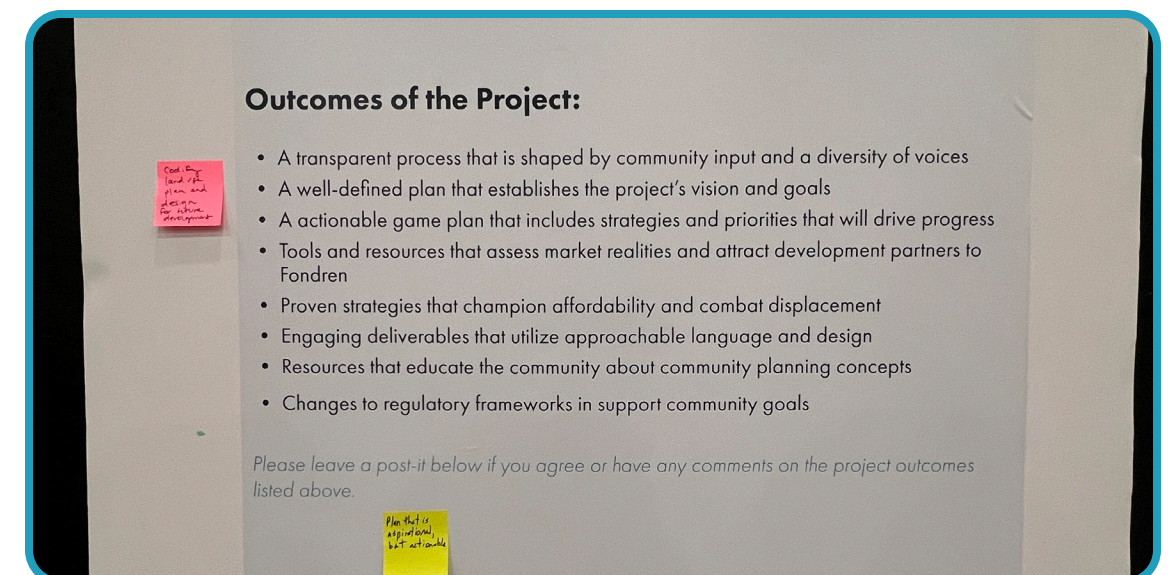
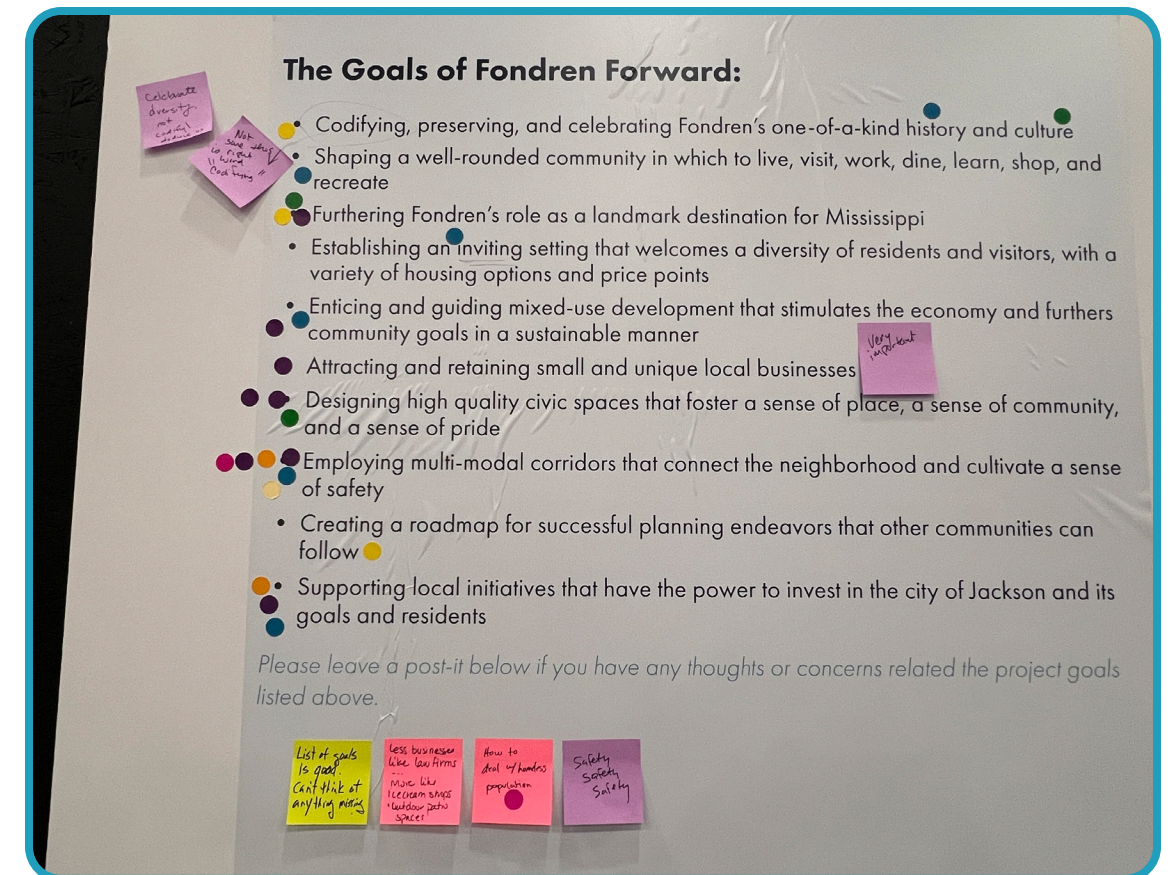
9. North Business District

1. Mission and Goals

Using the robust feedback from the online survey, we proposed mission and goals for the project, and as part of the Design Workshop, we invited members of the Fondren community to review and provide feedback. The response was overwhelmingly positive, with nearly unanimous agreement that the proposed elements accurately reflected the community's priorities. This feedback is crucial as it ensures that our project is not only community-informed but also community-driven, enhancing its potential for successful implementation and lasting impact.

Some stand-alone comments included:

- Residents think safety is important and addressing the homeless in the area
- “Less businesses like law firms, more like ice cream shops and outdoor patio spaces”
- “Codify land use plan and design for future development”
- “Plan that is aspirational, but actionable”
- “Celebrate diversity no codify/deduce us”



2. District Identity

Prior to the workshop, we analyzed responses from the online survey to identify frequently mentioned adjectives, grouping them into related themes. We created mood boards that visually represented each theme, capturing the essence and emotions associated with the community's feedback. As part of the workshop, we invited residents to review these visual representations and select the concepts that they felt best reflected the collective identity of their community. The community voted primarily for the "Retro" board with the "Bohemian" concept in second. It is worth noting that the "Contemporary" board was far behind with only one vote. This process was designed to ensure that future decisions around identity are deeply rooted in the community's own perceptions and values.

- "Keep unique, modern, stylish, fun, informal"
- "Not brick, Madison-like"
- "Forced architectural identity is a terrible idea, will just end up with Madison II"
- Make sure Fondren has the freedom to evolve
- Fondren celebrates diversity, no one specific "style"

District Identity

District identity refers to the unique character and atmosphere of a setting that distinguishes it from other places. Physical design motifs, public space character, and historical narratives play crucial roles in shaping a district's identity. In the public realm, signage, public art installations, street furniture, and landscaping can reflect the district's ethos and history. On private buildings and sites, architectural styles, facade treatments, signage, building materials, and adaptive reuse of historic structures contribute to expressing the district's identity while respecting its heritage and contributing to its ongoing evolution.

Below are four concepts that attempt to capture the identity of Fondren. Please place a dot sticker on the one to three concepts that are most in line with how Fondren should look and feel into the future. Vote for the overall look and feel more so than any one photo in particular.

01 Retro
Deco / Streamline
Funky / Neon



02 Bohemian
Artistic / Crafty
Gritty / Organic
Unconventional



03 Bold
Eclectic / Colorful
Dynamic / Playful



04 Contemporary
Modern / Progressive
Clean / Innovative



Are there any other facets of Fondren's character that are not being captured in these four options? If so, please add sticky notes listing other adjectives or ideas describing qualities we need to add?



Retro
Deco/Streamline/
Funky/Neon

Bohemian
Artistic/Crafty/
Gritty/Organic/
Unconventional

3. Open Space

Arguably the number one request of the survey feedback was public open space, which included requests for parks, plazas, and other forms of gathering space. We used the Design Workshop to ask community members what kinds of open space amenities would be appropriate for the community and where open spaces could be located.

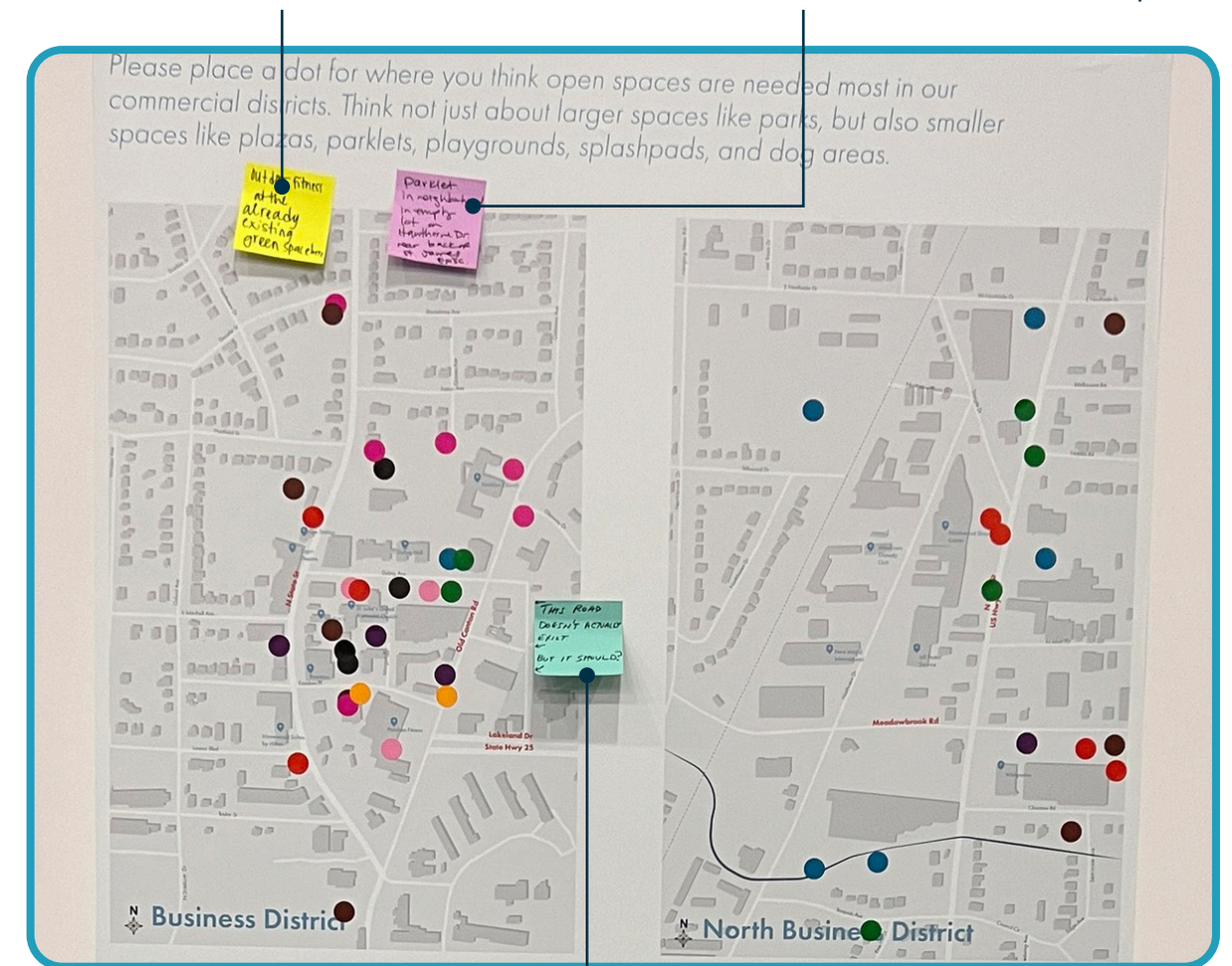
- In addition to the amenities below, people would like to see dog parks and pickle ball courts



- There is concern about the homeless population with some of the amenity choices
- Be sure to include shading devices

"Outdoor fitness at the already existing green space here"

"Parklet in neighborhood in empty lot on Hawthorne Dr. near back of St. James Episc."

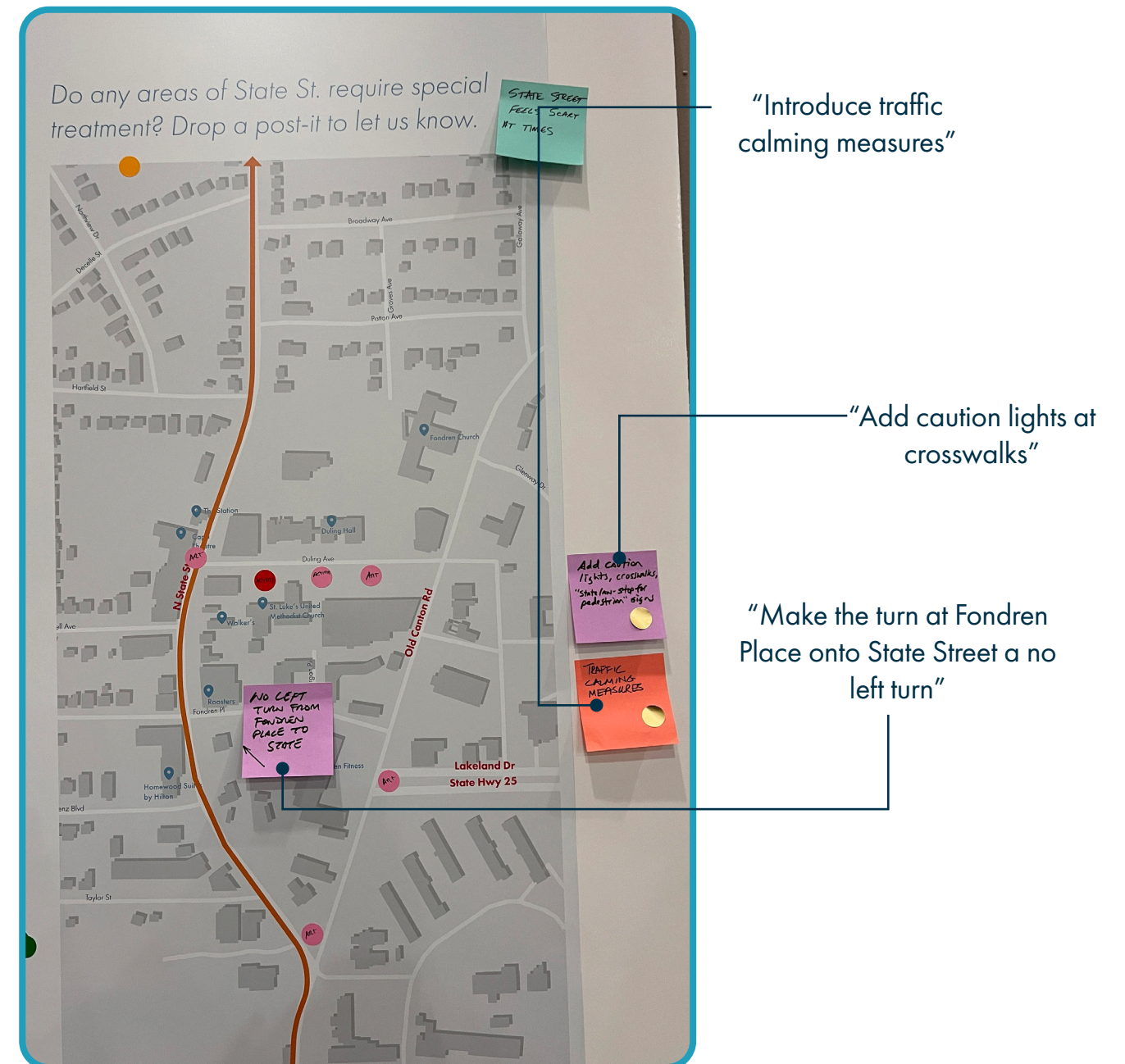
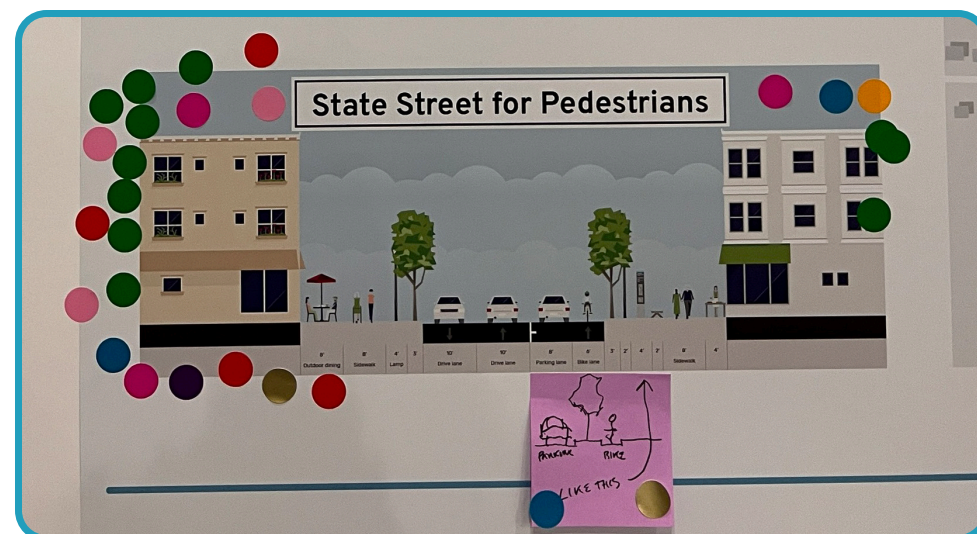


"This road doesn't actually exist, but it should"

4. Multi-Use Corridors

We asked community members what kinds of multi-use corridors would be appropriate for the neighborhood. Folks overwhelmingly asked for pedestrian amenities, while bike facilities are desired as well.

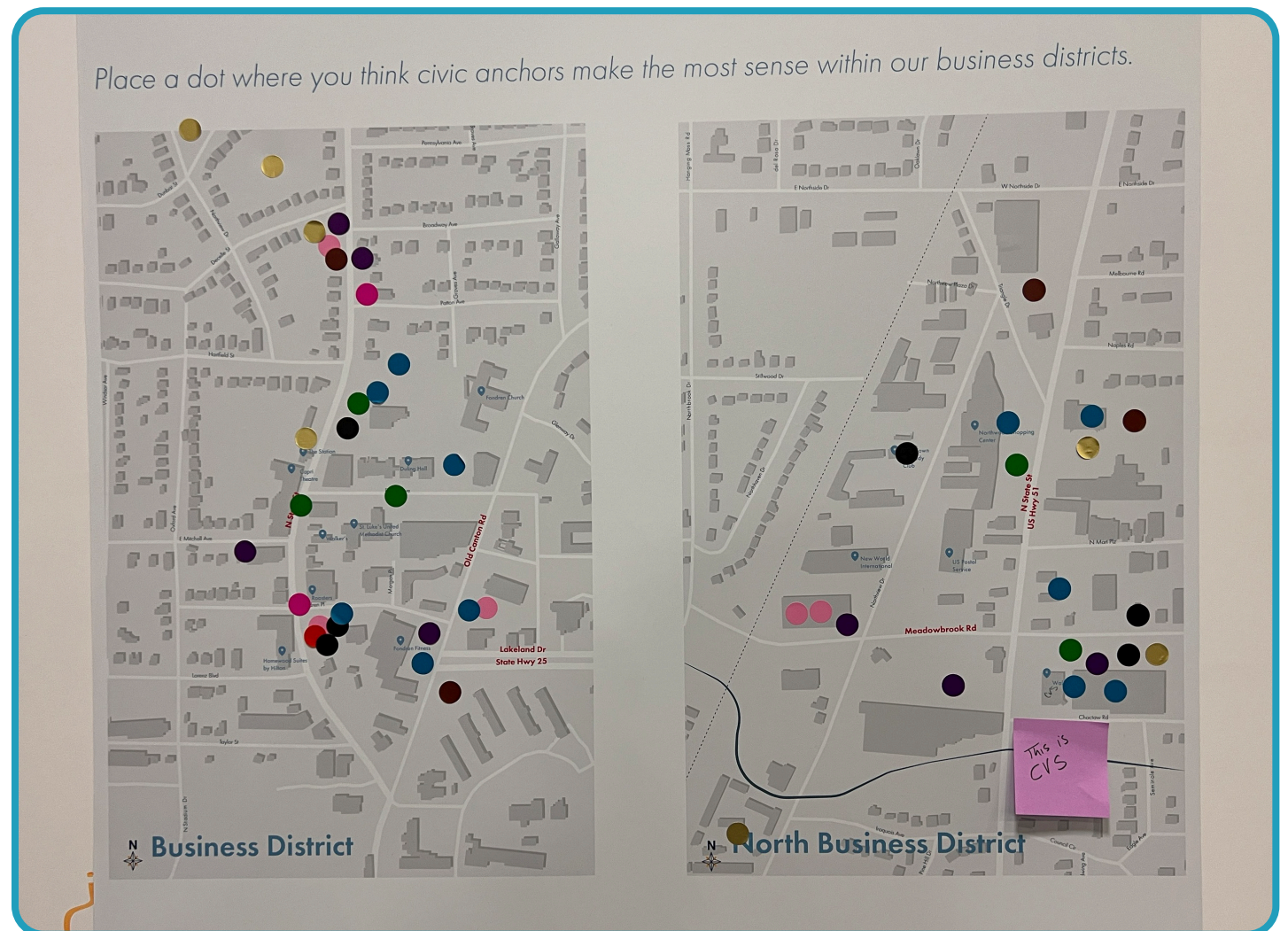
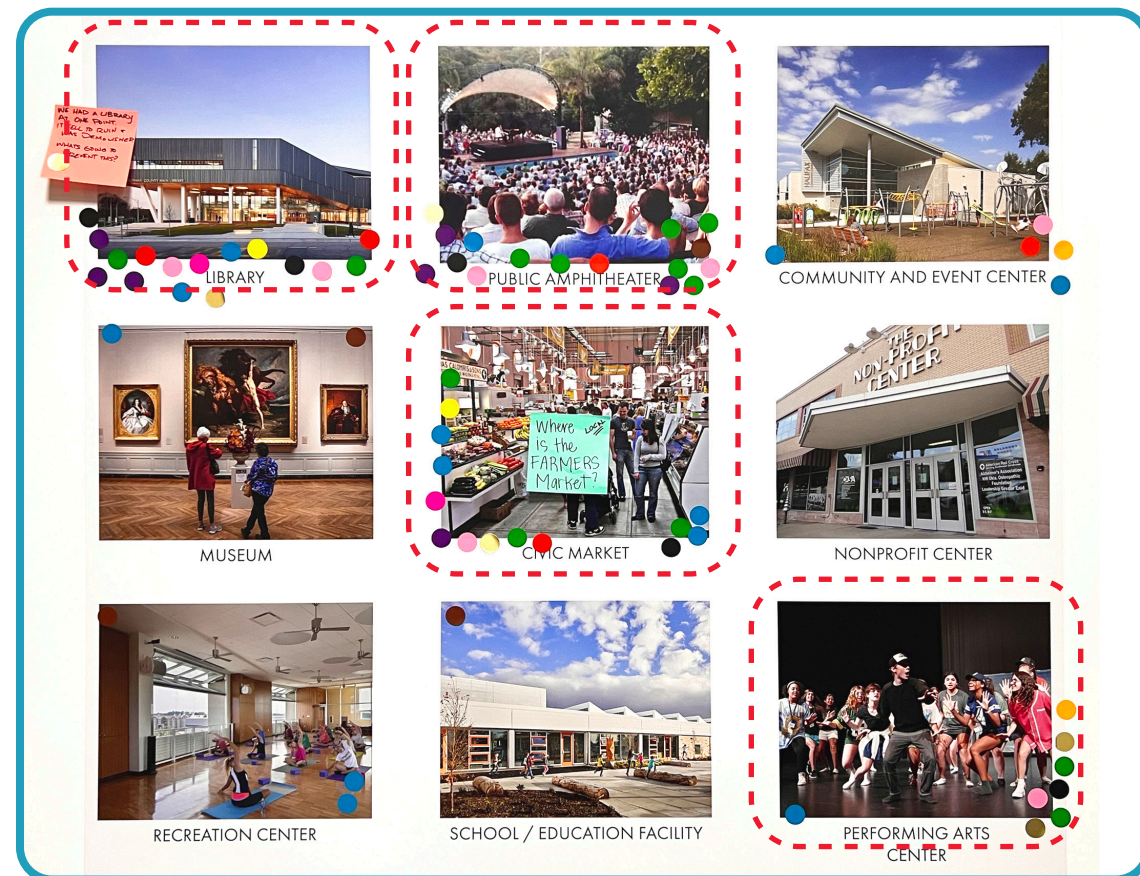
- "State Street feels scary at times"
- Residents are a fan of having underground utilities and smaller lanes to reduce speeds.
- Residents would like to see these street design elements introduced to Fondren: lighting, seating, bike facilities, street trees, cafe seating, retail spill out, public art, and banners



5. Civic Anchors

Recurring feedback from the online survey notes that folks feel strongly that Fondren needs civic gathering places where the community can gather in informal ways without being charged. We used the workshop to ask what kinds of civic anchors could be beneficial and where they would be the most appropriate.

- Residents are a fan of libraries, public amphitheatres, civic markets, and performing arts centers



6. Housing Diversity

Recurring feedback from the online survey has noted that community members do not feel Fondren currently has a wide enough range in housing types to accommodate all those who want and need to live in the neighborhood. We used the design workshop to ask what other housing typologies we should be considering.

- Housing types that people were a fan of: townhomes, duplex/triplex, cottage courts, courtyard building, stacked flats, and live/work spaces.

Other things to note:

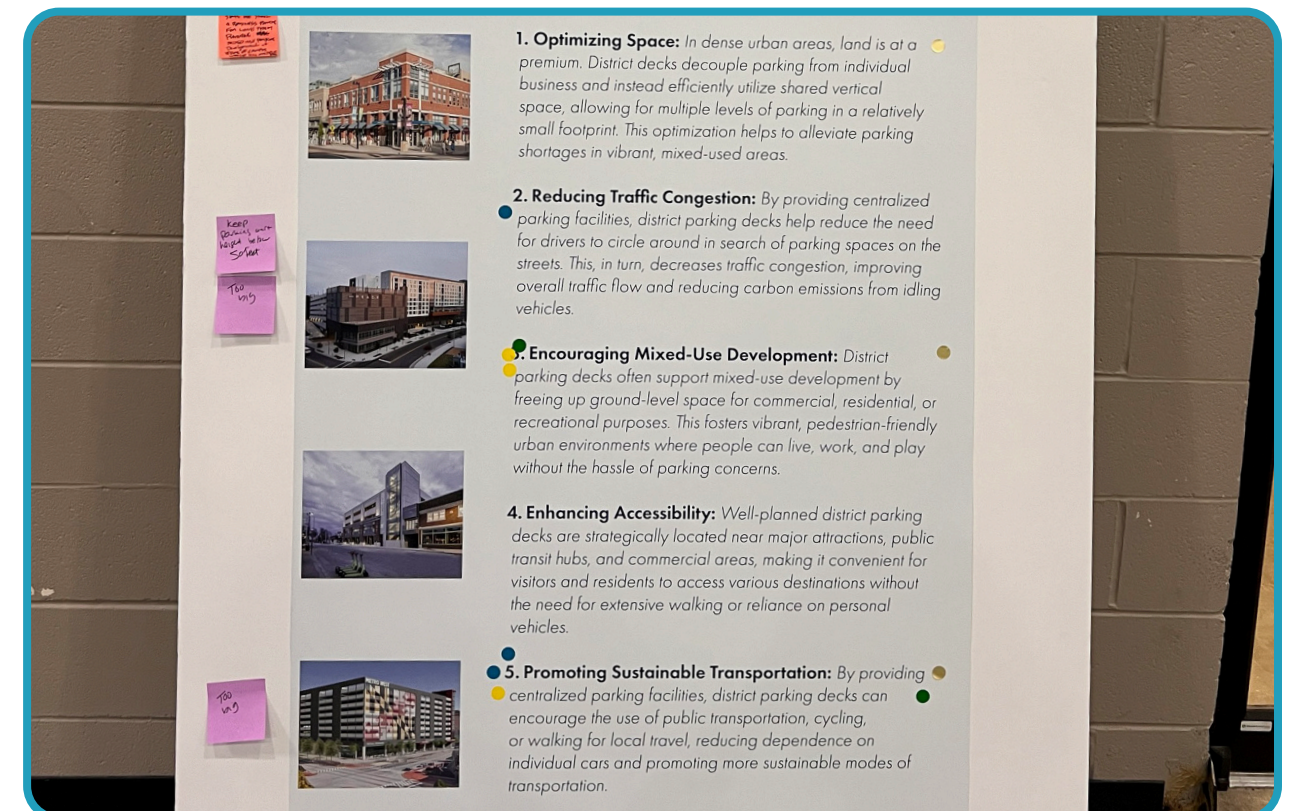
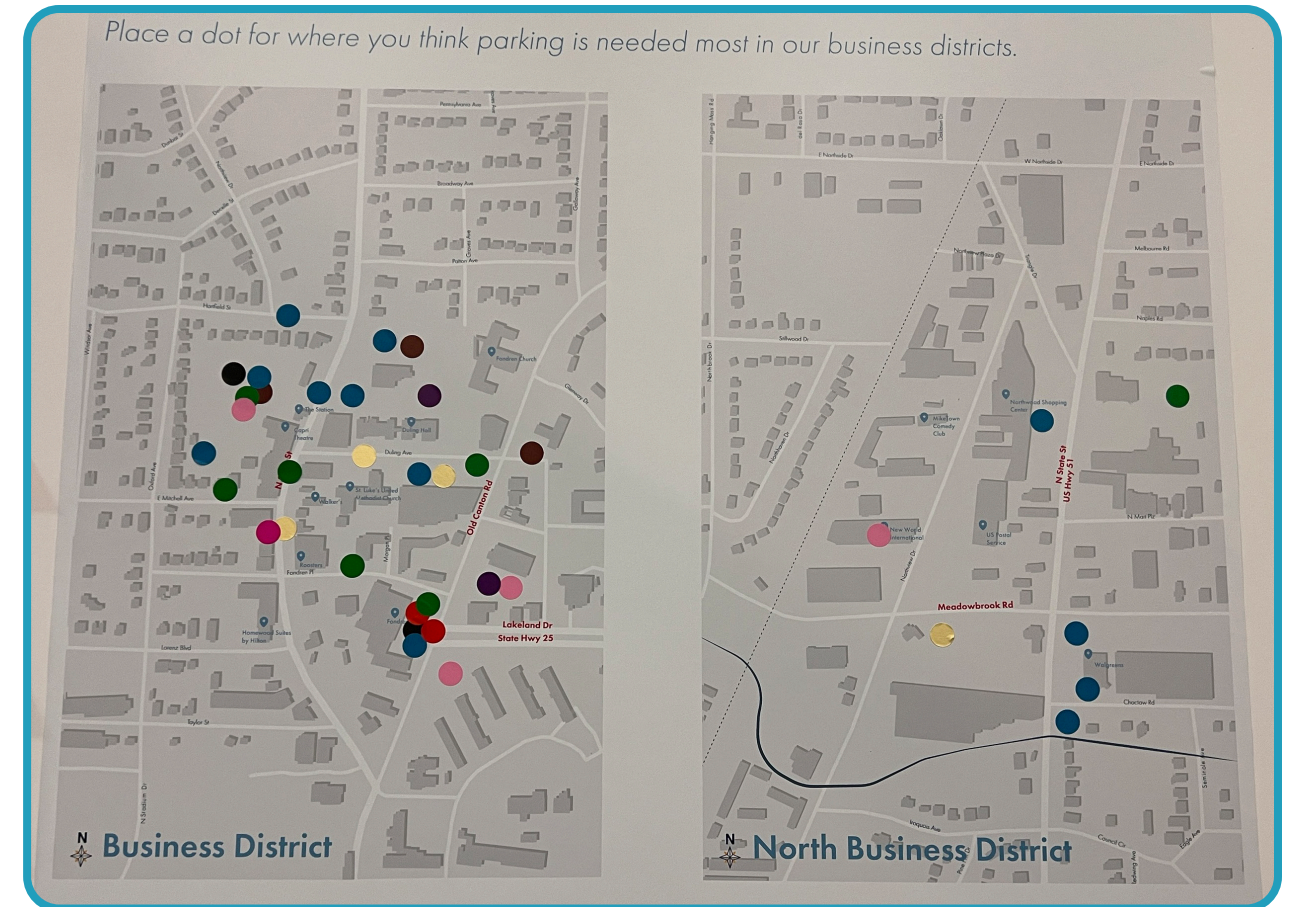
- Keep buildings 50ft or below
- Consider triple decker
- More density
- We need to utilize ADU's



7. Parking Strategies

Based on countless responses in the survey about parking, we used the Design Workshop to float a number of ideas related to parking strategies. Community members were receptive to these ideas and felt most were appropriate within a future vision of Fondren.

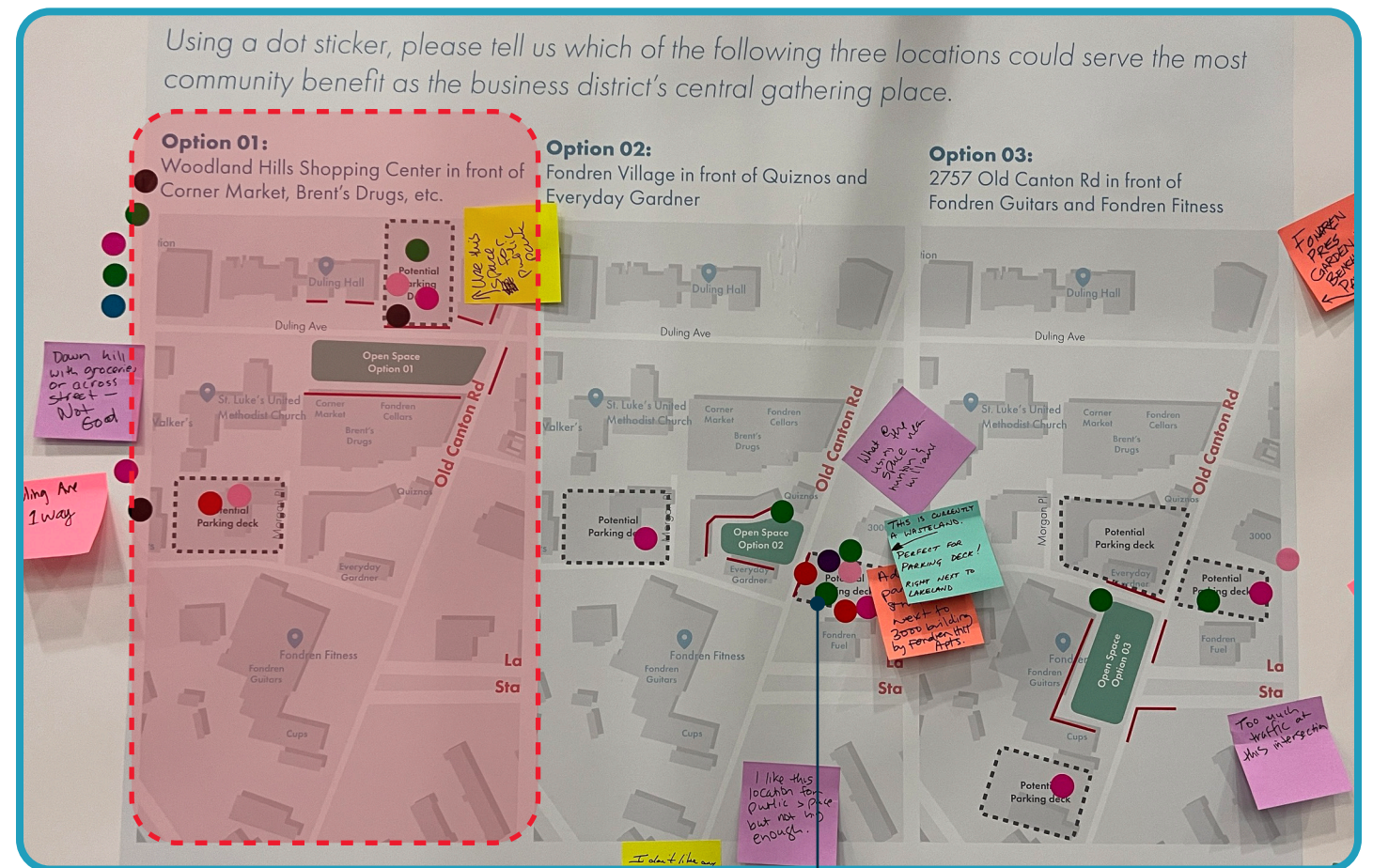
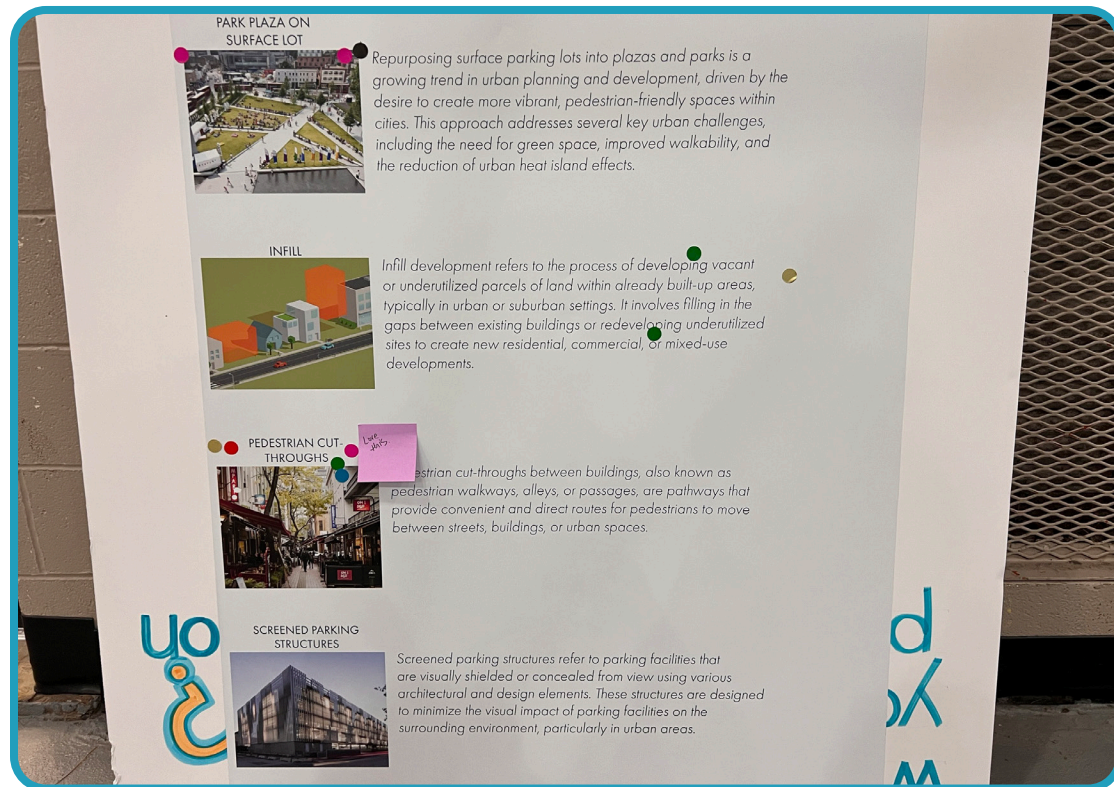
- “A central parking deck will support the neighborhood”
- “I’d like to see a green space in front of the Capri/strip center instead of the front parking”
- “UMMC students/staff use street and business parking for long term parking. Mixed-use parking development at edge of campus would be beneficial”



8. Business District

Many survey responses discuss the need for strategic infill development within the existing Fondren commercial district. We used the Design Workshop to discuss design opportunities that sought to accomplish as many civic goals as possible within the landscape of the commercial cluster, including shared parking plans, proposed green spaces, and infill development tenets.

- Residents want to make sure that the existing business are not harmed when creating parking decks and open space.

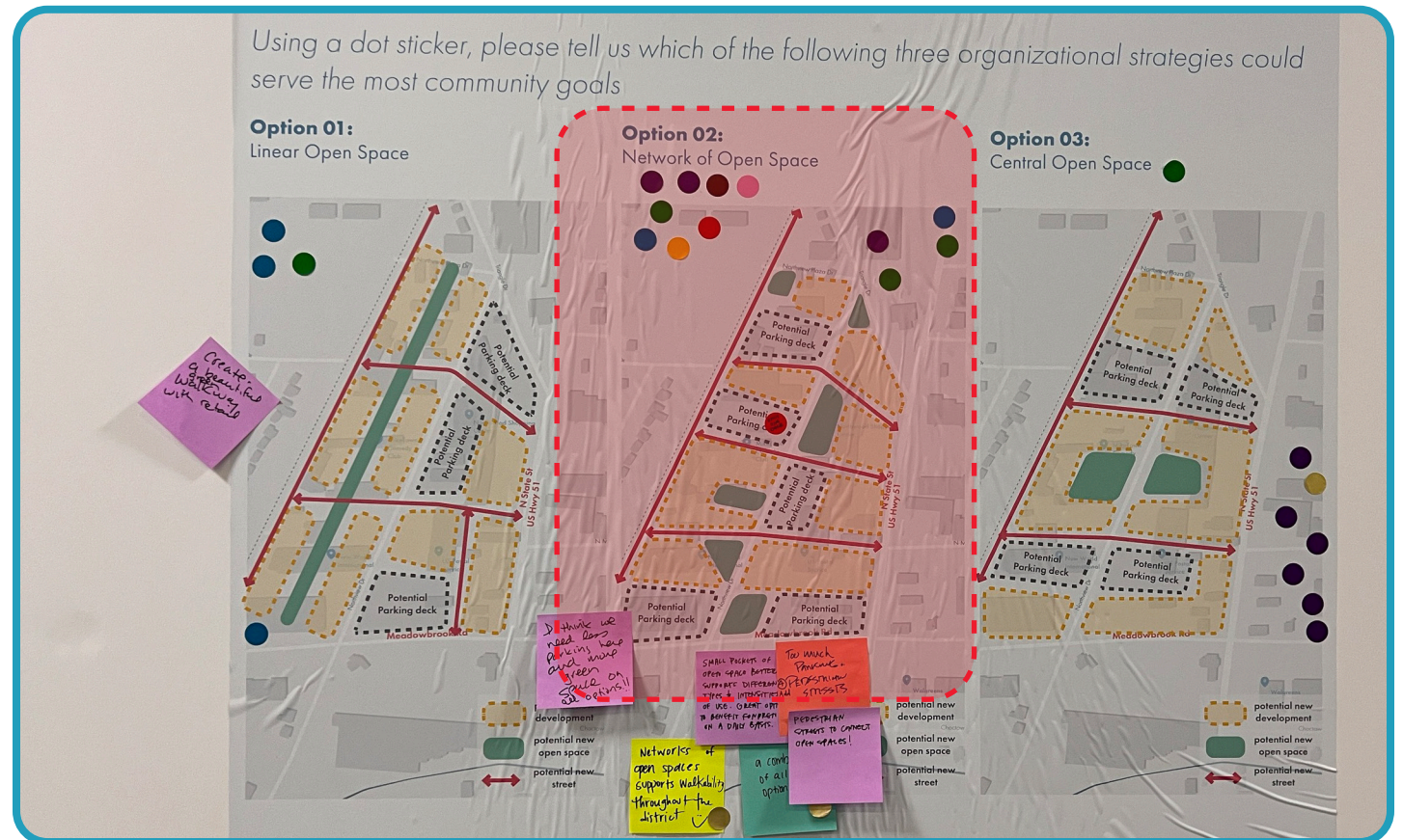
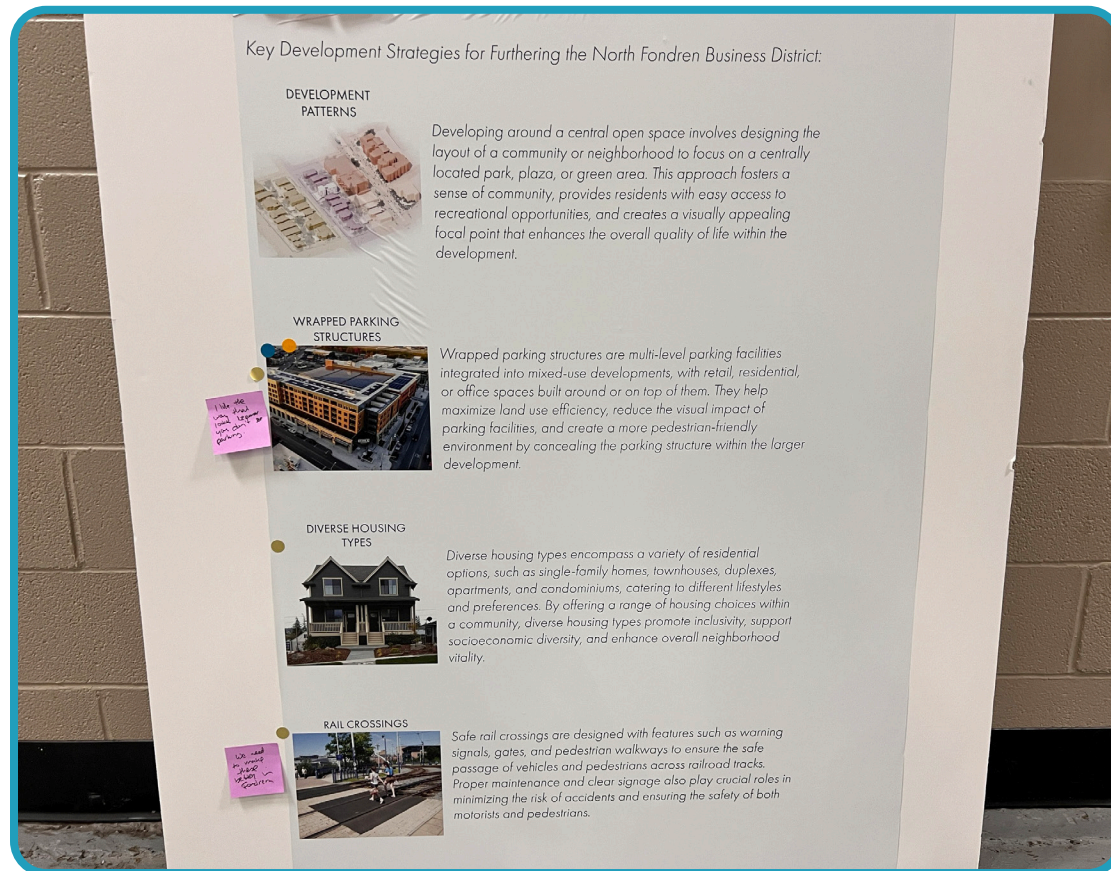


Residents are a fan of the parking deck option to the right of Old Canton Rd

9. North Business District

Recurring responses from the online survey discuss that the properties within the North Fondren Business District do not provide a great deal of civic value over and above their ability to provide commercial services. We used the Design Workshop to consider new formats of development that could serve existing commercial needs while also fostering a sense of community and sense of place.

- Residents are a fan of creating pockets of open space throughout the North Business District to allow a variety of types of open space and pedestrian connectivity





PROUDLY MOVING
**SPACE
GUARD**

PROUDLY MOVING
**HISTORY
FORWARD**

PROUDLY MOVING
**BRAND
FORWARD**

PROUDLY MOVING
FORWARD

PROUDLY MOVING
**CHARM
FORWARD**

PROUDLY MOVING
**QUALITY
FORWARD**

PROUDLY MOVING
**WELLBEING
FORWARD**

PROUDLY MOVING
**BIKING
FORWARD**

PROUDLY MOVING
**JOBS
FORWARD**

PROUDLY MOVING
**SPRIT
FORWARD**

PROUDLY MOVING
**INNOVATION
FORWARD**

PROUDLY MOVING
**DIVERSITY
FORWARD**

PROUDLY MOVING
**EDUCATION
FORWARD**

PROUDLY MOVING
**PARKS
FORWARD**

PROUDLY MOVING
**CONNECTION
FORWARD**

PROUDLY MOVING
**RECREATION
FORWARD**

PROUDLY MOVING
**CULTURE
FORWARD**

PROUDLY MOVING
**ENVIRONMENT
FORWARD**

PROUDLY MOVING
**EQUITY
FORWARD**

PROUDLY MOVING
**ACCESS
FORWARD**

PROUDLY MOVING
**HOUSING
FORWARD**

PROUDLY MOVING
**COMMUNITY
FORWARD**

PROUDLY MOVING
**SAFETY
FORWARD**

PROUDLY MOVING
**HOSPITALITY
FORWARD**

PROUDLY MOVING
**NEIGHBORHOOD
FORWARD**

PROUDLY MOVING
**BUSINESS
FORWARD**

PROUDLY MOVING
**ARTS
FORWARD**

PROUDLY MOVING
**FUN
FORWARD**

PROUDLY MOVING
**FOOD
FORWARD**

PROUDLY MOVING

PROUDLY MOVING
TOURISM

PROUDLY MOVING
**LOCAL
FORWARD**