



LIVABLE CENTERS

ELEMENTS OF PLACEMAKING

AUGUST 20, 2021 | 9 A.M. – 12:30 P.M.

AGENDA

- 9:00 a.m.** **Welcome and Introductions**
Jeff Taebel, Director of Community & Environmental Planning, Houston-Galveston Area Council
- 9:10 a.m.** **Elements of Placemaking Defined: Transformative Agenda**
Fred Kent, Founder, Social Life Project and PlacemakingX
- 9:55 a.m.** **Re-energize Public Right-of-Way: Starting with the Social Life of Sidewalks**
Kelly Violette, Executive Director, Tomball Economic Development Corporation
 Activating Alleyways
Irma Sanchez, Vice President of Projects, Westchase Management District
 Activating Bikeways
Jorge Bustamante, Planning Manager, Harris County Precinct 2
 Activating Transit Stops
- 10:45 a.m.** **Break**
- 10:50 a.m.** **Re-energize Buildings and Open Space:-Bringing the Inside Out**
Derrick Dees, Financial Advisor and Developer, Dees Financial Services (Angleton)
 Re-energize Underutilized Buildings
Vanessa Sampson, Executive Director, Fourth Ward Redevelopment Authority
 Activating Bethel Church Preservation and Open-Air Park
Zach Goodlander, Director of Development Services, City of Fulshear
 Activating Innovation District and Small-Town Charm
- 11:40 a.m.** **Break**
- 11:45 a.m.** **Lighter, Quicker Pilot Activations: Making it Happen**
Elia Quiles, Co-Founder and Public Art Administrator, Up Art Studios
 Activating Art for Placemaking
Rik Adamski, Principal, ASH+LIME
 Activating Space with Temporary Popups
- 12:30 p.m.** **Questions/Resources/Announcements**

ABOUT OUR PRESENTERS



Jeff Taebel

Jeff Taebel, FAICP, is Director of Community and Environmental Planning at the Houston-Galveston Area Council, where he oversees the agency's community planning, environmental planning, disaster recovery, economic development, socioeconomic modeling, and sustainable development initiatives. He has 38 years of experience in urban and regional planning, including 34 in his current position. Actively involved in community service, professional development, and planning education, Mr. Taebel is a former President of the Texas Chapter of the American Planning Association and in 2008 was inducted as a Fellow of the American Institute of Certified Planners. Mr. Taebel received a Master of Urban Planning from Texas A&M University and a bachelor's degree in life sciences from the University of Nebraska.



Fred Kent

Fred Kent, founder and former president of Project for Public Spaces (PPS), speaks widely on public spaces and placemaking and is working on two placemaking initiatives—The Social Life Project and PlacemakingX. He is known throughout the world as a dynamic speaker and prolific ideas man. Traveling over 150,000 miles each year, Mr. Kent offers technical assistance to communities and gives major talks across North America and internationally. He studied with Margaret Mead and worked with William H. Whyte on the Street Life Project, assisting in observations and film analysis of corporate plazas, urban streets, parks, and other open spaces in New York City. The research resulted in the now classic, *The Social Life of Small Urban Spaces*, published in 1980, which laid out conclusions based on decades of meticulous observation and documentation of human behavior in the urban environment. Mr. Kent has also been intimately involved with the expansion of placemaking into a global agenda, helping to achieve a level of international engagement that rivals other major international development efforts. With over 150,000 people around the world following the work of PPS through emails, Twitter and Facebook, he has witnessed interest in placemaking grow exponentially.



Kelly Violette

Kelly Violette, CEcD, PCED, AICP, is the Executive Director of the Tomball Economic Development Corporation EDC, where she oversees and promotes the economic development interests of the City of Tomball. She has over 17 years of municipal government experience and holds the designations of certified economic developer, professional community & economic developer, and certified planner. In 2018, she was named one of North America's Top 50 Economic Developers by Consultant Connect. Mrs. Violette has served as Tomball EDC Executive Director since 2011. Under her leadership, Tomball EDC has developed a 100-acre Business & Technology Park that has generated 695,179 square feet of industrial space and created 581 new jobs. Additionally, she and her team have worked more than 70 projects resulting in 517 retained jobs, 1,896 new jobs, and more than \$222 million in private capital investment. She holds a Bachelor of Arts in Political Science from the University of California, Riverside.



Irma Sanchez

Irma Sanchez has been with the Westchase District since January 2000. She is Vice President of Projects, a position she assumed in May 2004. Prior to that, while attending the University of Houston, she was the Assistant Projects Director. Her current responsibilities include the District's Area Image/Beautification, Mobility and Planning & Development portfolios. Ms. Sanchez's involvement in the District's portfolio entails the planning, budgeting, and construction of economic impact projects identified in the District's 10-year 380 Agreement with the City of Houston. Overseeing the District's Mobility portfolio has led her to coordinate numerous projects with the City of Houston, Harris County Toll Road Authority and Texas Department of Transportation. Ms. Sanchez served on the Board of Directors for the West Houston Medical Center for six years and is past Board Chair for West Houston Assistance Ministries. She served as Board Secretary for the Houston West Chamber of Commerce for seven years. She graduated from the University of Houston with a bachelor's degree in Liberal Arts.



Jorge Bustamante

Jorge Bustamante, PE, serves as Planning Manager with Harris County Precinct. 2. He is a civil engineer with a background in all aspects of the water cycle and an urbanist with a passion for community development, tactical urbanism, and city building. He rides his e-bike, motorcycle, transit, and car to move around the region. Prior to his role at Harris County Precinct 2, he worked as a project manager for the Greater Northside Management District. He holds a master's degree in Biological and Agricultural Engineering and a Bachelor of Science in Civil Engineering, both from Texas A&M University.



Derrick Dees

Derrick Dees is a fifth generation Brazoria County native, growing up in Angleton and Danbury. After graduating from the University of Texas with a Bachelor of Business Administration, he returned to Brazoria County to begin his career as a financial advisor. He's worked for WoodmanLife, AG Edwards, Wells Fargo, and now operates his own independent branch of Raymond James, Dees Financial Services. In 2014, Mr. Dees purchased and renovated one of the oldest buildings in downtown Angleton – which is now the home of Dees Financial Services. In 2019, he purchased and renovated the old Bowman Building and the Train Store. After the renovation was complete, it provided home to the following businesses: Brazos Avenue Market – a clothing and gift boutique, The Dirty South – a live-music venue, restaurant and bar, and 116 B – two bed and breakfast units available for rent.



Vanessa Sampson

Having prepared the organizing documents for Tax Increment Reinvestment Zone #14, City of Houston, and Fourth Ward Redevelopment Authority (FWRA) as a law student and employee of the law firm Burney & Foreman, Vanessa Sampson has been associated with TIRZ #14 for over 20 years. She served as legal counsel for TIRZ #14/FWRA and became its full time Executive Director in March 2008. She has seen the transformation of the historic Fourth Ward firsthand and has played a significant role in utilizing her experience to advocate for discovering creative ways to preserve the past, while addressing the current community shortfalls, as it relates to public improvements and new development. She is a graduate of Grambling State University and Thurgood Marshall School of Law at Texas Southern University. She has been a licensed attorney since 1999.



Zach Goodlander

Zach Goodlander joined the City of Fulshear as the Director of Development Services in January 2019 and has administrative oversight of Police, Municipal Court, IT, and Communications. Mr. Goodlander started his municipal career during college in Huntsville where he worked with local businesses on the historic Huntsville square creating new growth and preserving historical character. During his career, he has served various communities and worked to guide development that responds to and appreciates local character. Mr. Goodlander attended Sam Houston State University where he received a Bachelor of Science in Political Science in 2014 and a Master of Public Administration with an emphasis in Urban Planning in 2016. He is a member of the Texas Chapter of the American Planning Association and Congress of the New Urbanism.



Elia Quiles

Elia Quiles, Public Art Administrator, leads the business side of UP Art Studio, a public art and creative placemaking firm that provides professional services and partnerships to the public, nonprofit, and private sectors, locally and nationally. With more than 20 years of professional experience, Ms. Quiles manages all aspects of project planning, delivery, community engagement and communications. UP Art Studio has successfully facilitated transformative, award-winning collaborations and projects among artists, companies, and the people in communities. UP Art Studio was founded in Houston, Texas, by Elia and her husband Noah Quiles. Since 2012, they have delivered hundreds of murals, mini murals, and other public art installations. The firm is currently creating and implementing Public Art Plans for major districts of Houston and for cities around Texas.



Rik Adamski

Rik Adamski is Principal of ASH+LIME, an award-winning Dallas-based planning firm focused on placemaking, downtown/neighborhood revitalization, stakeholder engagement, developer consultation, and small business support. His work focuses on broad, practical, proven strategies to help towns and cities create more vibrant, successful, and sustainable places. Projects he has led include popup retail and public spaces, downtown revitalization, strip mall retrofit projects, vacant lot infill, and zoning/regulatory consultation. Before the firm's founding, Mr. Adamski worked as a planner for the City of Fort Worth. In previous consulting work, he developed advanced tool kits for housing and transportation for the Center for Neighborhood Technology, ran a prominent "Highways to Boulevards" campaign for the Congress of New Urbanism, and advised nearly 100 cities for the American Planning Association Planning Advisory Service. He has a bachelor's degree in Sociology from the University of Cincinnati and a Masters in Urban Planning and Policy for the University of Illinois at Chicago.

Please complete a survey to help us plan future workshops and presentations.

<https://form.jotform.com/211995524729972>