

The background is a vibrant, abstract composition. It features large, overlapping silhouettes of horses in shades of blue, brown, and pink. These silhouettes are layered over a background of bold, solid colors including blue, pink, and brown. Scattered throughout the image are numerous white and black scribbles, some resembling horse manes or tails, adding a dynamic and artistic feel.

COLORING BOOK

EASTEX JENSEN
HAPPENING

EASTEX JENSEN HAPPENING

Virtual Art Festival

DESCRIPTION:

This book offers a brief history of six community landmarks, and the outlines of these buildings, as blank templates to envision your very own version of the future.

Share any finished drawings, as well as, the story behind them through www.cratehouston.com. We will be displaying all submitted work on our virtual gallery available in our website.

On April 29, a second virtual archive will display memories from long-term residents and reactions to them from our pool of submissions.

JOIN OUR JOURNEY !!!

KEY DATES:

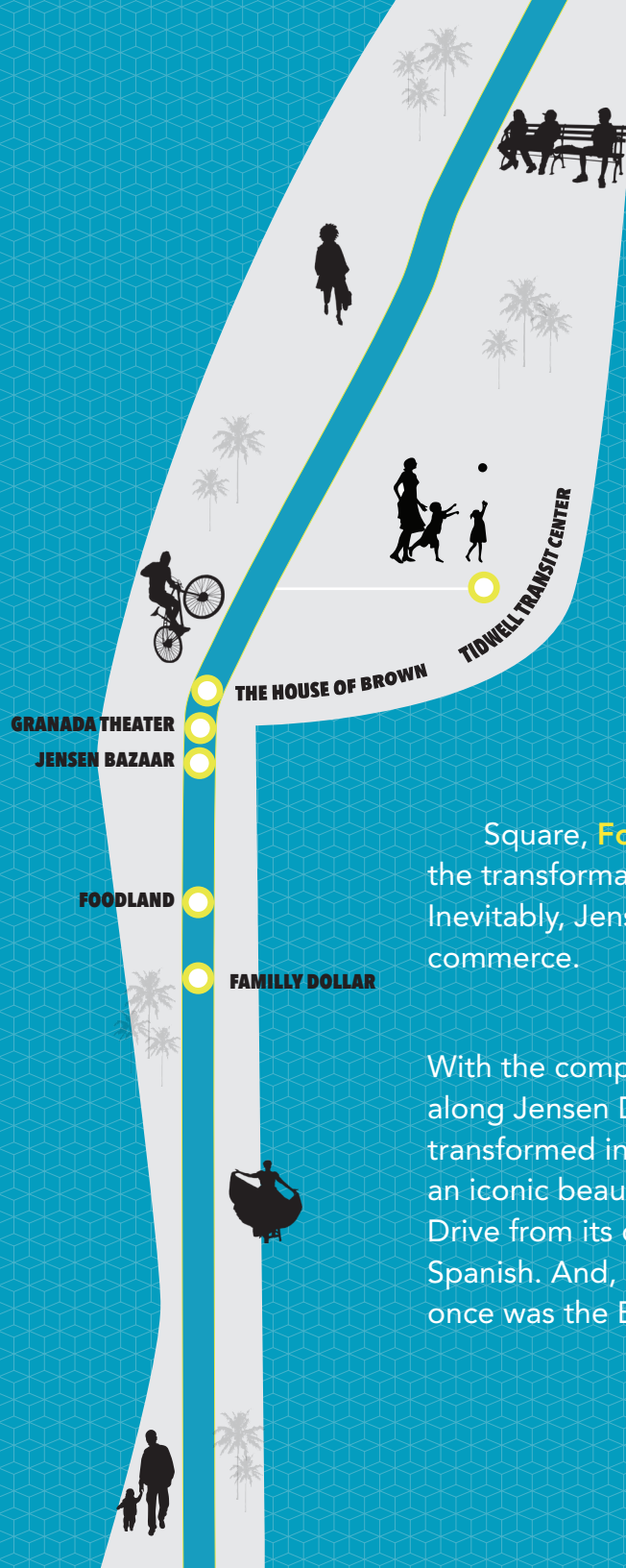
**ART BUS
POP-UPS**
@ 1PM - 3PM

February 23, 2021 @ Foodland Parking Lot
March 7, 2021 @ New Bethlehem Missionary Baptist Church Parking Lot
March 27, 2021 @ Foodland Parking Lot
April 10, 2021 @ Granada Theater Parking Lot

**SUBMISSION
DEADLINE**

April 17, 2021

THIS COLORING
BOOK SEEKS
TO CONNECT
EASTEX JENSEN'S
YOUTH TO THE
HISTORICALLY
CHARGED
MEMORIES OF
JENSEN DRIVE
THROUGH
COLORING.



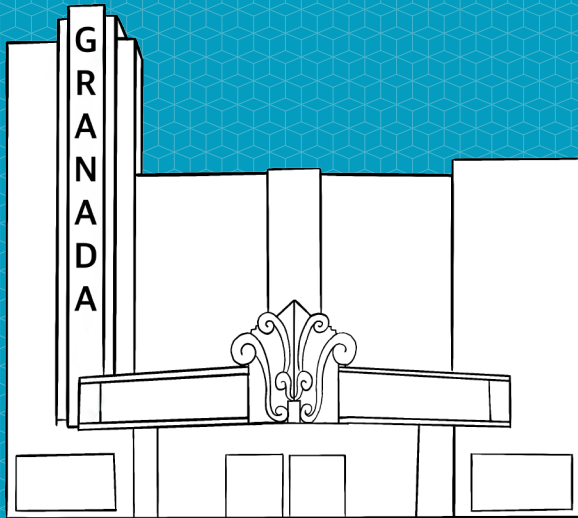
Eastex Jensen once laid outside of the boundaries of Houston proper, built along a main road now called Jensen Drive, which still connects Humble to Houston.

In response to the Great Depression of 1933, the first women governor of Texas, Miriam "Ma" Ferguson, supported the legalization of pari-mutuel betting in Texas to incentivize the state's economy. It is in the same year that the **Epsom Downs Race Track** was developed, opening on Thanksgiving Day of 1933 and drawing nearly 25,000 spectators. As attitudes towards betting changed over the years, leading to the banning of betting in 1937, Epsom Downs was forced to immediately close its doors.

The neighborhood quickly urbanized after the second World War, as it became annexed by the City of Houston in 1949. The development of iconic buildings from this era are visible to this day along Jensen Drive. An example of the grandness of this era is the iconic **Granada Theater** (now vacant) and the modernist **Standard Brands TV & Appliances** (now Jensen Bazaar) located on Jensen Square, **Foodland** (closed in 2018), the **Weingarten's Grocery Store** (now a Family Dollar), and the transformation of the Epsom Downs Race Track into the **Epsom Downs Drive-In** movie theater. Inevitably, Jensen Drive consolidated as the heart and center for Eastex Jensen's entertainment and commerce.

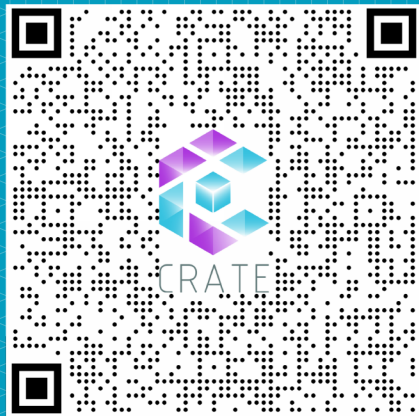
With the completion of Interstate-69 (US-59) in the mid-1950s, foot traffic was greatly reduced along Jensen Drive, driving a decades-long period of public disinvestment. By 1990s, Eastex Jensen transformed into a multicultural center for communities of color in north Houston. **The House of Brown**, an iconic beauty shop that served legendary icons of Houston's black community relocated to Jensen Drive from its original location on Lyons Ave. The Epsom Downs Drive-In started streaming movies in Spanish. And, Houston Metro developed the **Tidwell Transit Center**, on a remaining portion of what once was the Epsom Downs Race Track.

A BRIEF HISTORY



1. PRINT & DOWNLOAD THE BOOK

Copies of this coloring book will also be available during one of our Pop-Up events. Visit CRATEhouston.com for additional information.



Scan or visit: CRATEHouston.com

3. SCAN/PHOTOGRAPH YOUR ARTWORK & SUBMIT IT

Submissions can be made in our Art Bus, on any of our Pop-Up events. Or, you can scan the QR code shown here to submit your artwork.

2. CREATE YOUR SITE SPECIFIC ARTWORK

You have complete freedom to draw whatever you would like to see displayed virtually. Please, feel free to draw beyond the lines and take up the entire page.



4. FIND YOUR ARTWORK DISPLAYED ON JENSEN DR.

All submitted artwork will be displayed in our virtual gallery. Selected artwork will be uploaded to our interactive platform (see image above). Download the **Fectar App** and stay tuned for release dates. Tentative release date is March 27, 2021.

HOW IT WORKS !!

YOUR
PAST

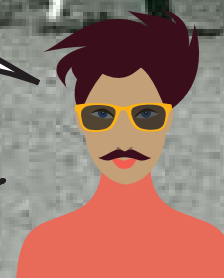


Can you believe that the transit center used to be a Horse Riding Race Track?!

Hmmhm.. and then, it later became a drive-in theater.

I know! Mi abuela said it was one the largest racing tracks in the whole country !!!

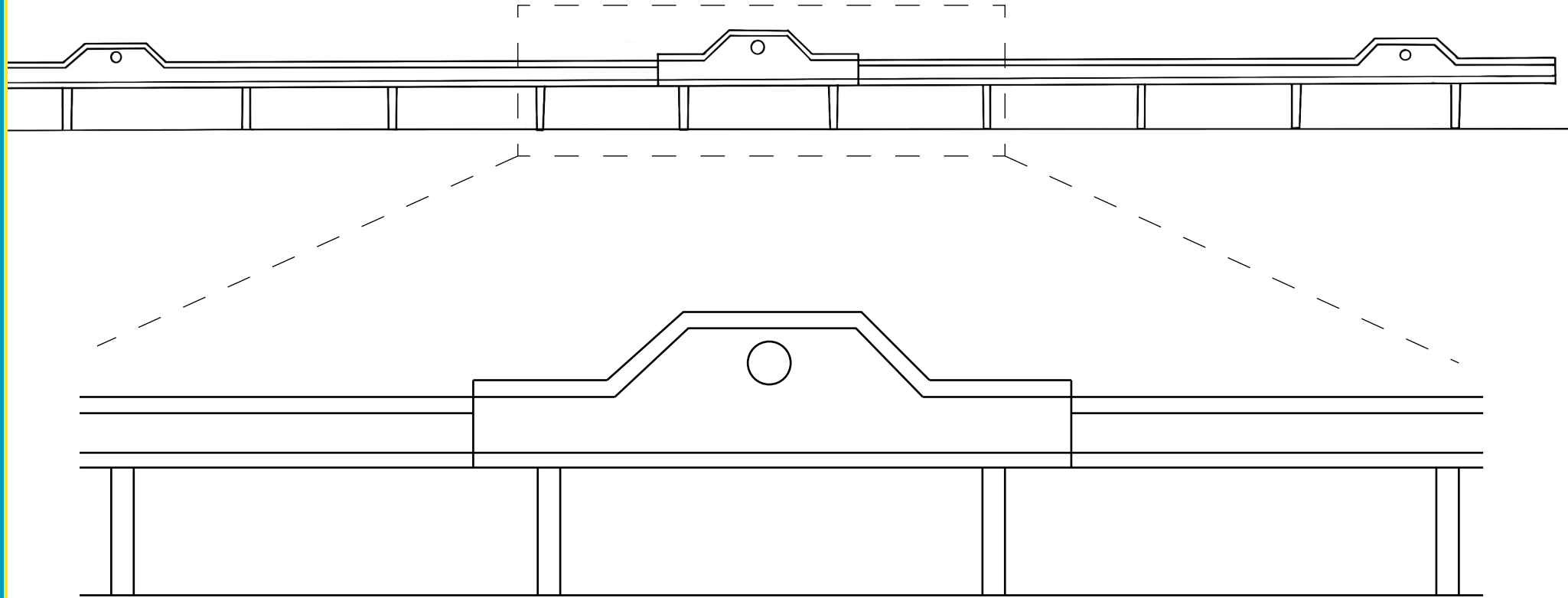
Wauw... I didn't know that



EPSOM DOWNS
RACE TRACK
circa 1930s



EPSOM DRIVE-IN
circa 1950s



YOUR
FUTURE
PAINT !!

YOUR
PAST

Oh! thanks! I got it at the
Legendary House of Brown, a
historically black-owned business
styling hair for decades!!!

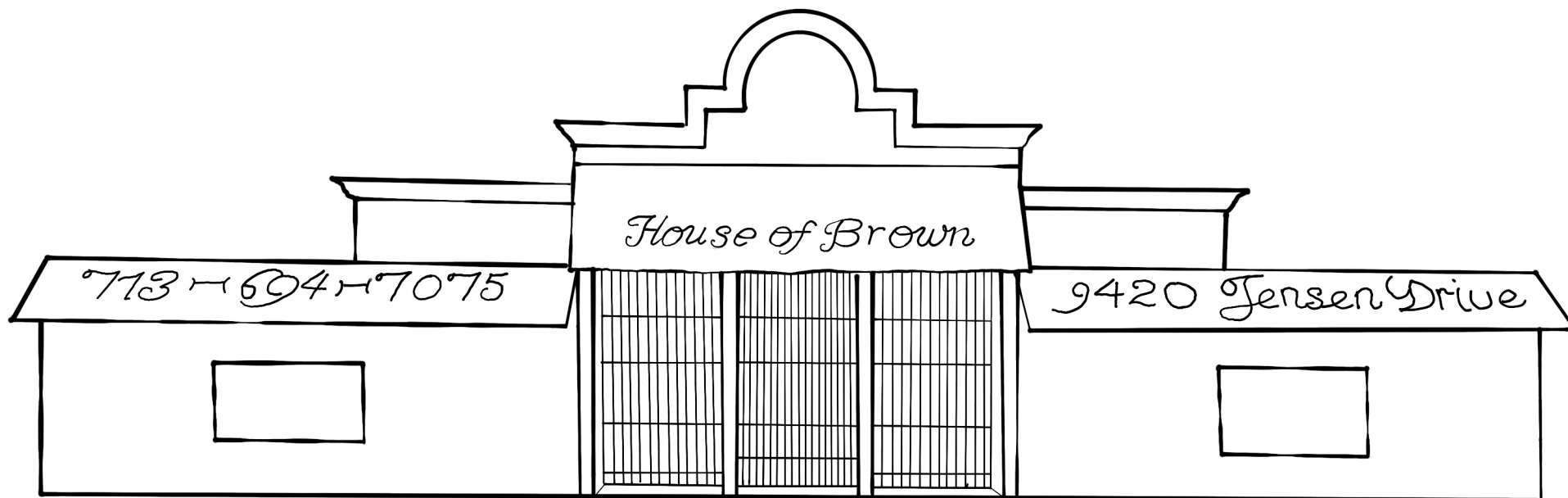
Yeah! black polititians like, Mickey
Leland and Barbara Jordan, and
musicians like, James Brown and Tina
Turner have had their hair styled there.

Nice haircut!

For real?!

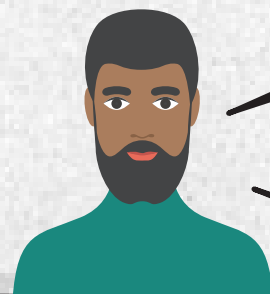
©2018 Google

circa 1990s



YOUR
FUTURE
PAINT !!

YOUR
PAST



Did you know that the Granada Theater used to play the best movies in the neighborhood ??

RIGHT !!

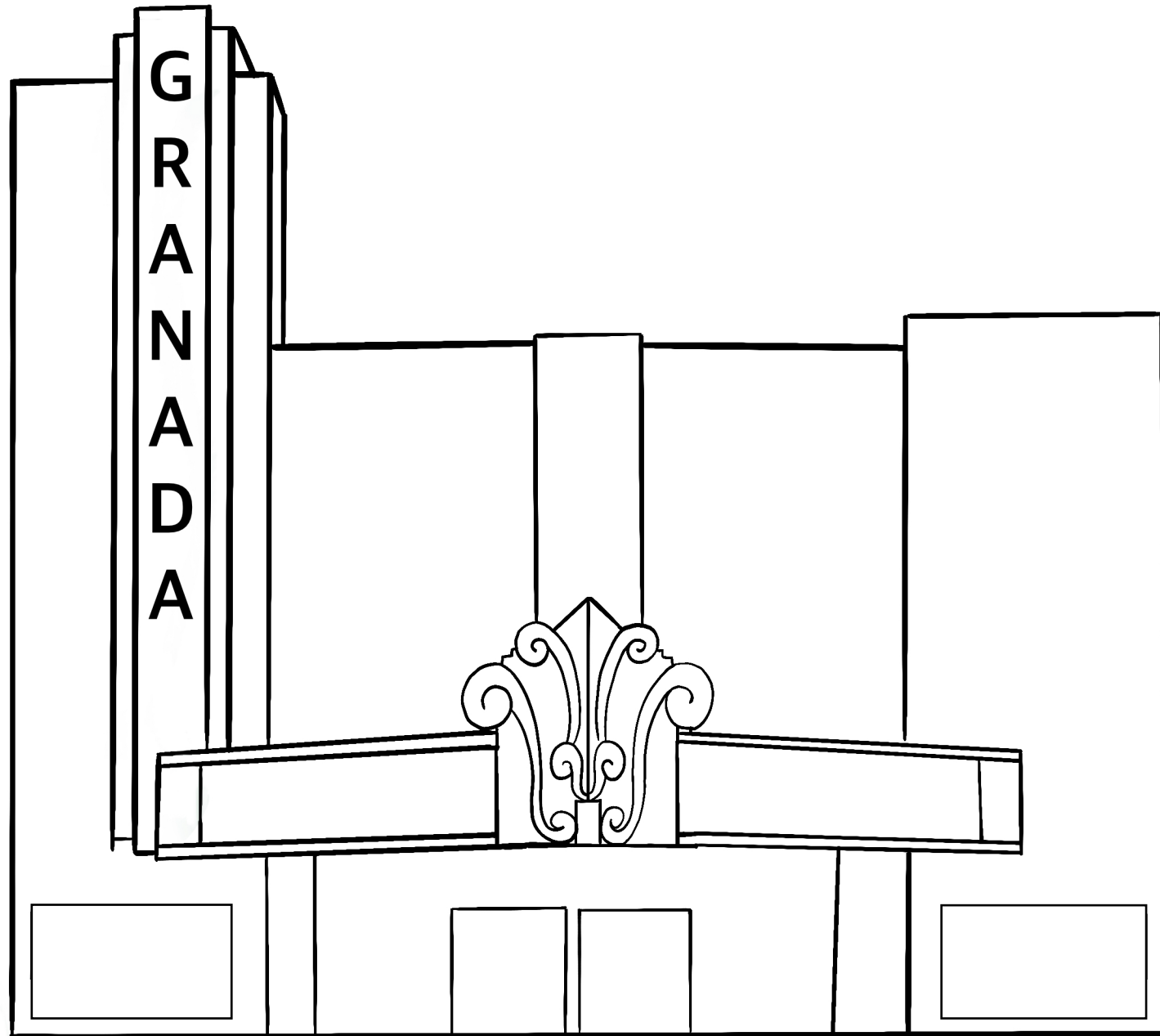
Granada Granada

OPEN TO DAY 11:30AM
HOUSE MY EVERYTHING
DAN DALEY ANNE BASTEN

OPEN TO DAY 11:30AM
HOUSE MY EVERYTHING
DAN DALEY ANNE BASTEN

No way !!
It would be cool to go to
the movies in Eastex
Jensen every once in while,
without driving so far out.





YOUR
FUTURE
PAINT !!

YOUR
PAST



Girl, did you know this was designed specifically for OUR neighborhood?!

100

In 1955, it was featured in "Houston Magazine," because of its streamlined modern architecture!



It looks super cool !! It is like space-city cool.



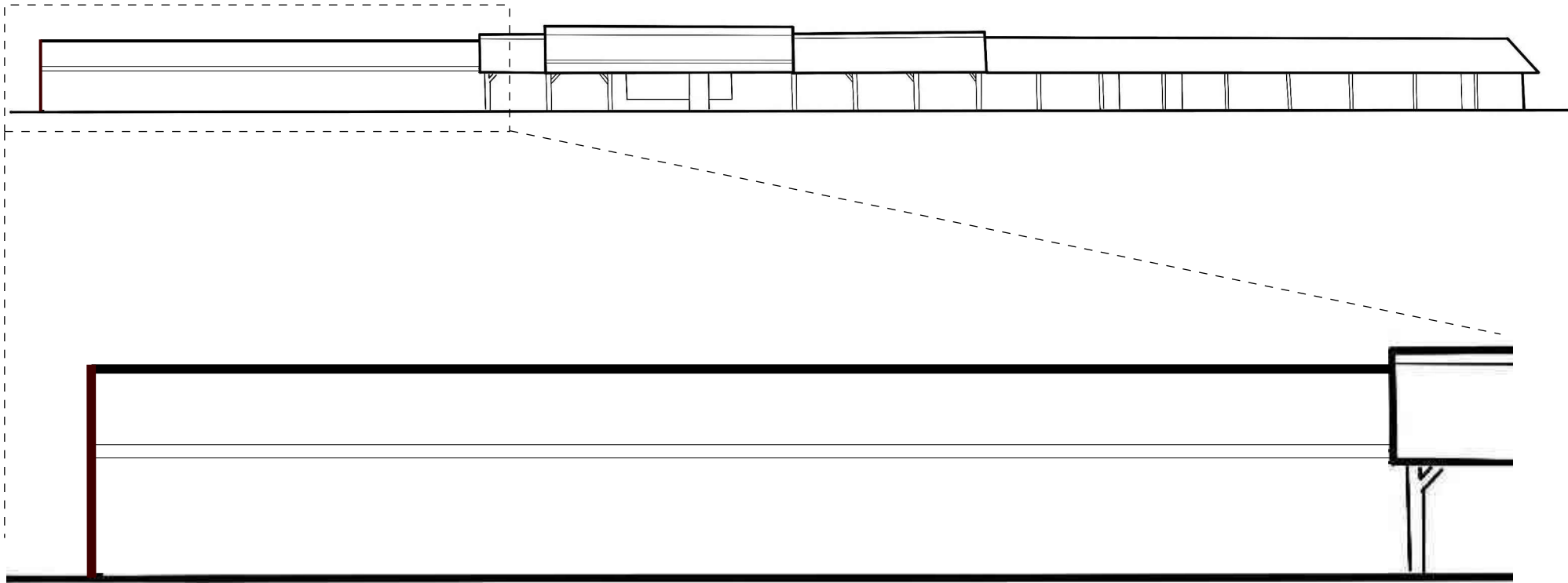
circa 1950s



YOUR
FUTURE
PAINT !!

YOUR
PAST





YOUR
FUTURE
PAINT !!

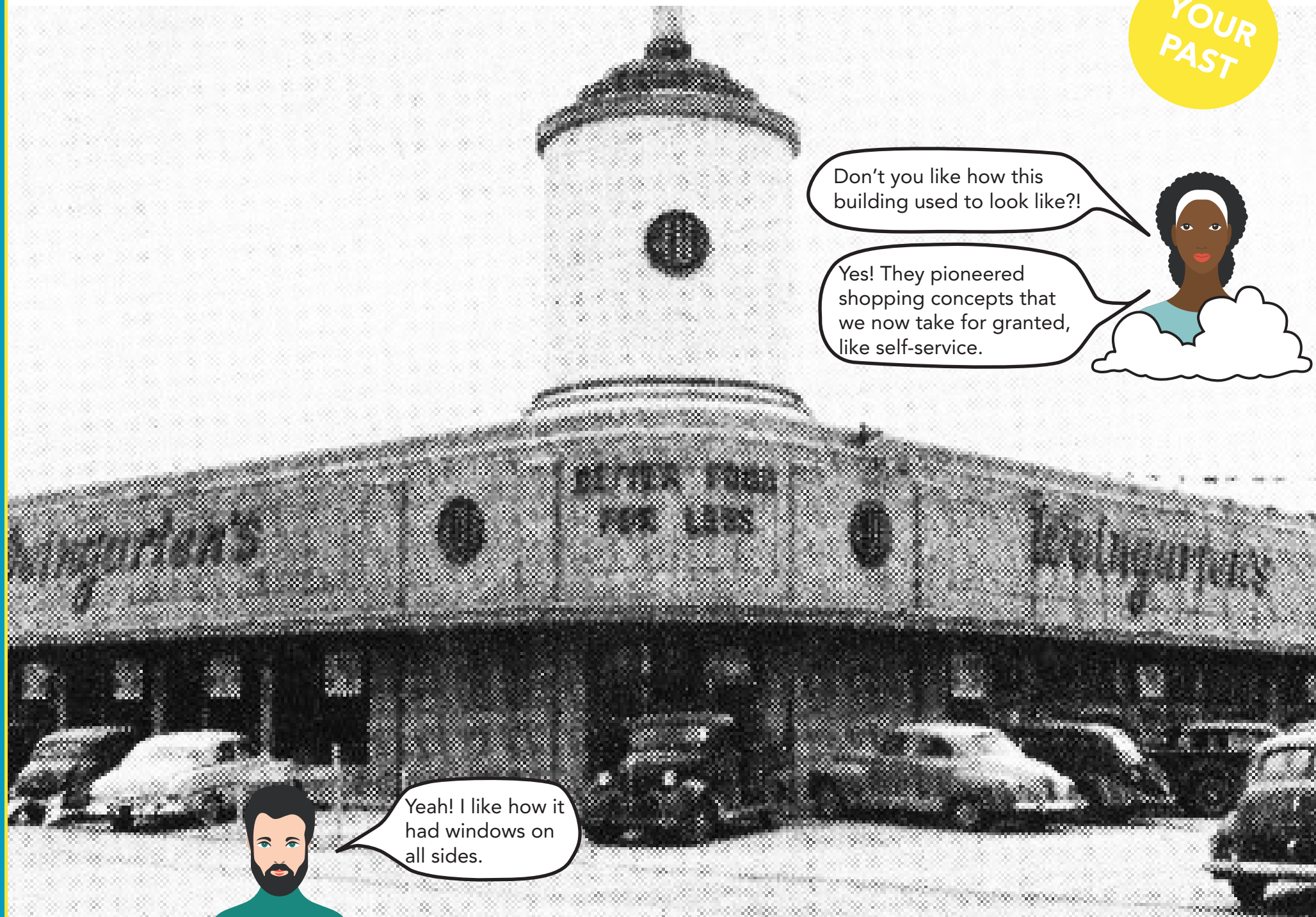
YOUR
PAST

Don't you like how this building used to look like?!

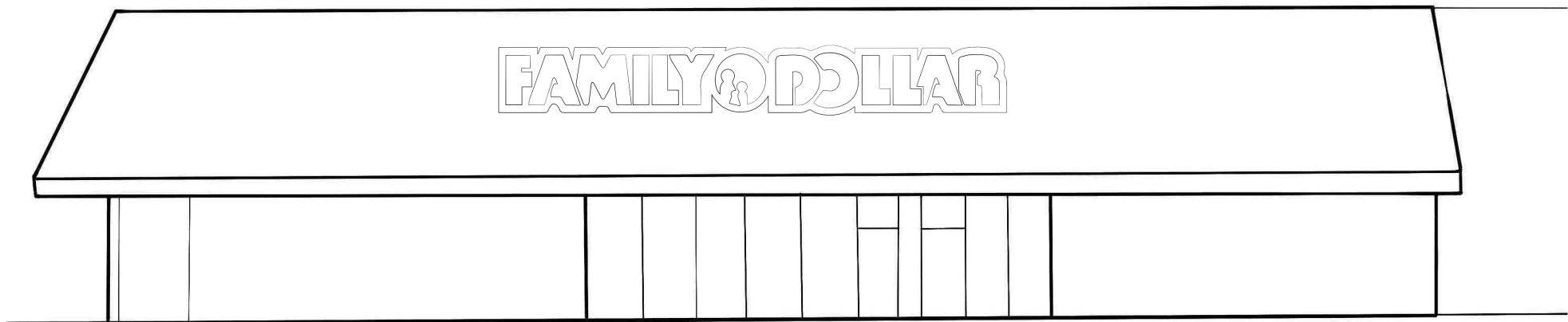
Yes! They pioneered shopping concepts that we now take for granted, like self-service.



Yeah! I like how it had windows on all sides.



circa 1960s



YOUR
FUTURE
PAINT !!

What makes you happy?

What would you want to
see in your neighborhood
that would make you
happy?

DRAW OR WRITE WHAT YOU WOULD LIKE SEE ON JENSEN DRIVE HERE.



If you have any stories or old pictures associated with Jensen
Drive or any of the buildings listed in this book, please share them
with us through our

[1] FORUM (cratehouston.com/forum), or

[2] our email (info@cratehouston.com)

Brought to you by:



Houston Northeast CDC



CRATE



HOU DOTr



NORTHSIDE



cdrc