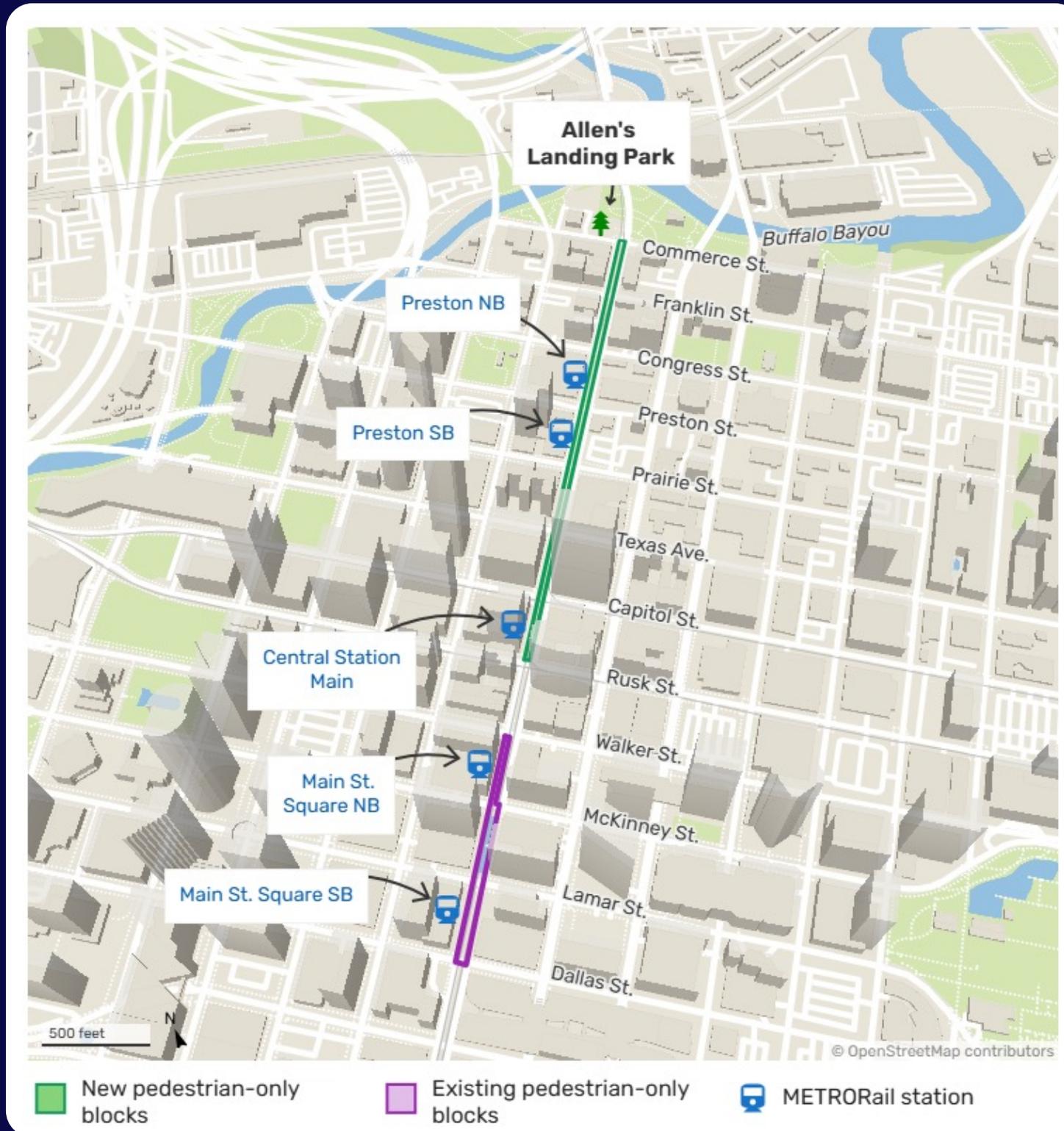


MAIN STREET PROMENADE

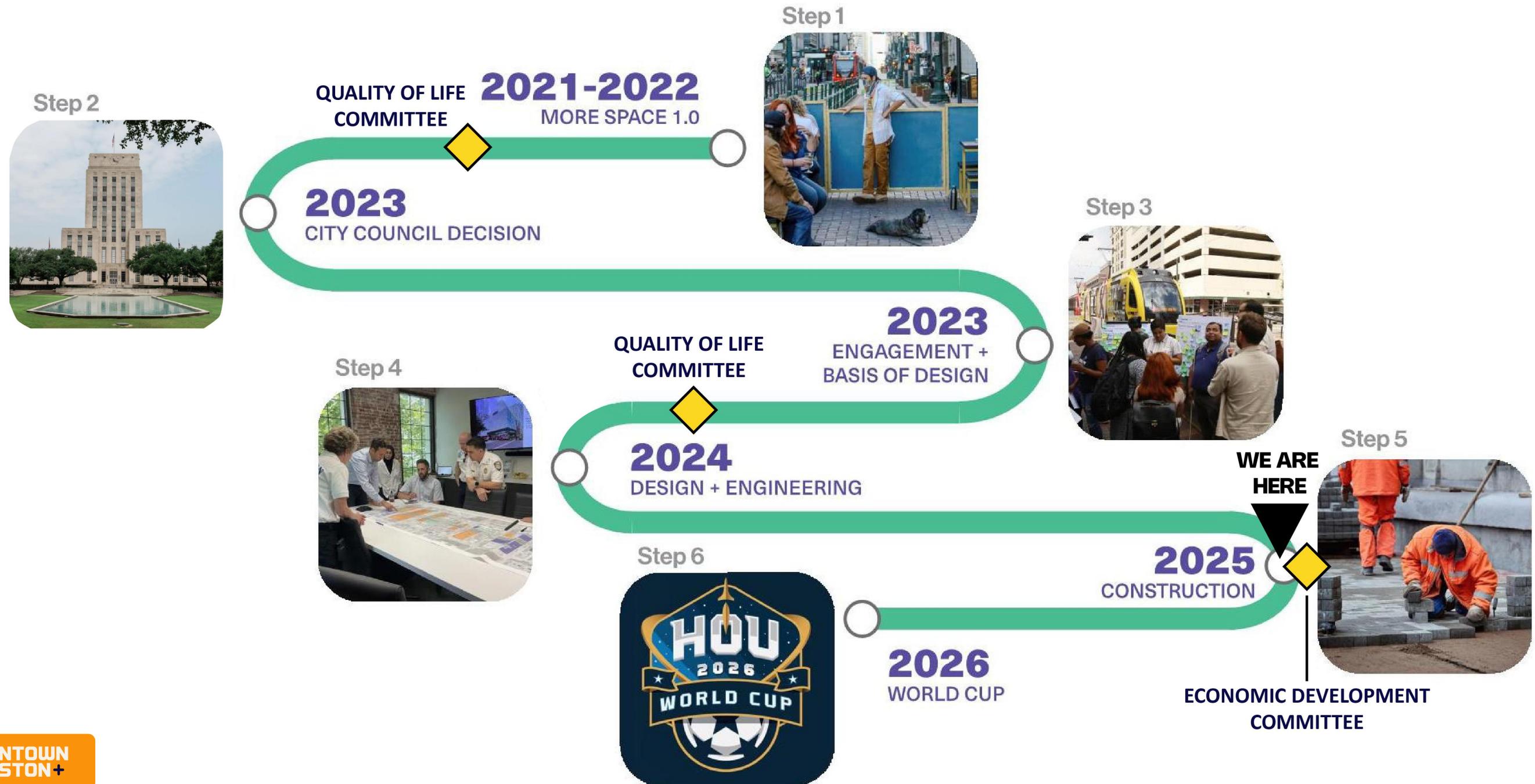
FINAL DESIGN



DOWNTOWN
HOUSTON+



TIMELINE



ENGAGEMENT - CONCEPTUAL DESIGN

24

stakeholder groups
engaged

8 hrs

of public workshops

330

people engaged

1,346

feedback points
(dots, post-its, chips)



ENGAGEMENT - DESIGN & ENGINEERING

Strategic Advisory Group

1

COH Staff
Businesses
Residents
Property Owners

5

Focus Groups
Block-by-block groupings

1

Leadership Working
Group

250 People
engaged in
public workshop



PUBLIC & STAKEHOLDER ENGAGEMENT

What we heard...



Main Street should be **ACTIVE** both day and night!

Downtown is **"home"** for many people



Main Street should be for **EVERYONE**, safe and accessible for all ages, abilities, and users

Vibrant and identifiable district, featuring the historic buildings and murals!



Shade and lighting!



Pop up food + events

Agencies

Houston Public Works
Metro
Centerpoint Energy
Houston Fire Department
Houston Police Department
Houston Administration and Regulatory Affairs
Mayor's Office of People with Disabilities
Mayor's Office of Special Events
Mayor's Office of Cultural Affairs

Stakeholders

Business Owners

- Little Dipper
- Flying Saucer
- Zenaku/Cherry
- Shake Shack

Property Owners

- Hines
- Dan Zimmerman
- UofH Downtown
- Midway

Main Street Hotels

- Hotel Icon
- AC Hotel
- JW Marriot
- Moxy

Other

- Buffalo Bayou Partnership
- Downtown Residents (2)
- Houston First
- Midtown District
- Islamic Da'wah Center

Elected Officials

Council Member Gallegos
Council Member Martinez
Council Member Castillo
Commissioner Ellis

PUBLIC & STAKEHOLDER ENGAGEMENT

99% of people feel the Main Street Promenade design reflects their hope for Main Street



NEW "SHIFT"

4 Big Shifts

1 Maintenance

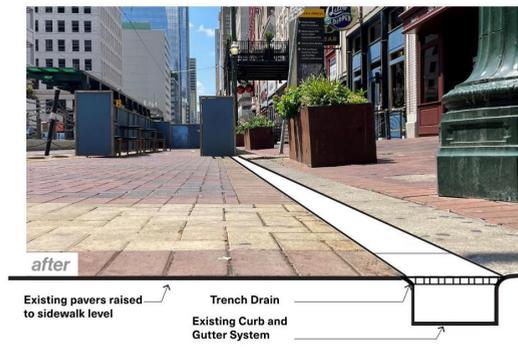
Like the ideas, but who is going to take care of this?



Houston Downtown Management District
To manage the public realm

2 Accessibility

How to resolve the elevation change between drive lane and sidewalk?



Raise the Street to Create Promenade
To create a flush walking surface between drive lane and sidewalk

3 Placemaking

How do we identify Main Street as a place of interest and create a brand for the District?



Create Outdoor Rooms
That are fun, flexible and comfortable

4 Shade

It's hot on Main Street! How can we get more shade along the promenade?



NEW!

Increase Tree Canopy and Implement Structures
Reduce ambient temperatures



STRUCTURE



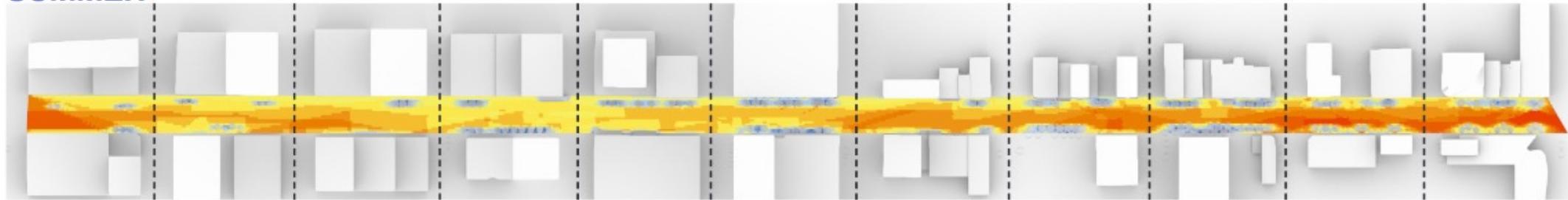
TREE CANOPY



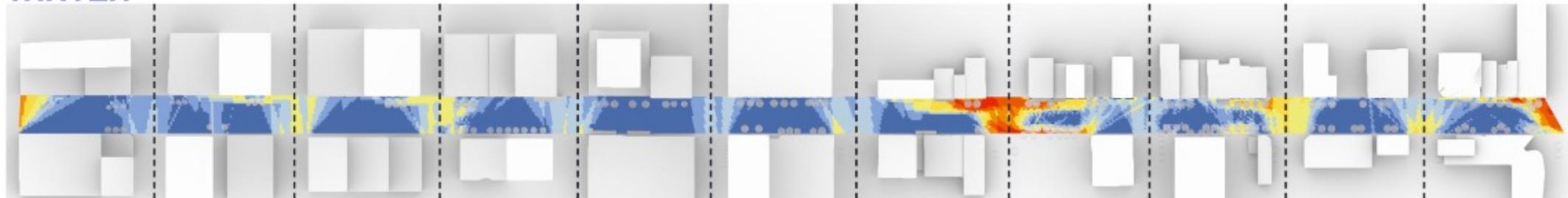
AWNING PROGRAM

TARGET: REDUCE AMBIENT TEMPERATURES BY 10° F

SUMMER



WINTER



3-5° F
AVERAGE DECREASE IN
AMBIENT TEMPERATURE

20° F
DECREASE IN
SURFACE TEMPERATURE

154% MORE TREES
(55 EXISTING, 85 NEW)

5x MORE SHADE
(IN 10 YEARS)

4 ADDITIONAL TREE SPECIES
(INCREASED BIODIVERSITY)

35% MORE PLANT DIVERSITY

52 TONS OF CARBON SEQUESTERED IN 10 YEARS

42,880 GALLONS OF STORMWATER TREATED PER YEAR

450% MORE PERVIOUS COVER

367% MORE SOIL PER TREE

RETAIL THRIVE GRANTS





DOWNTOWN
HOUSTON+

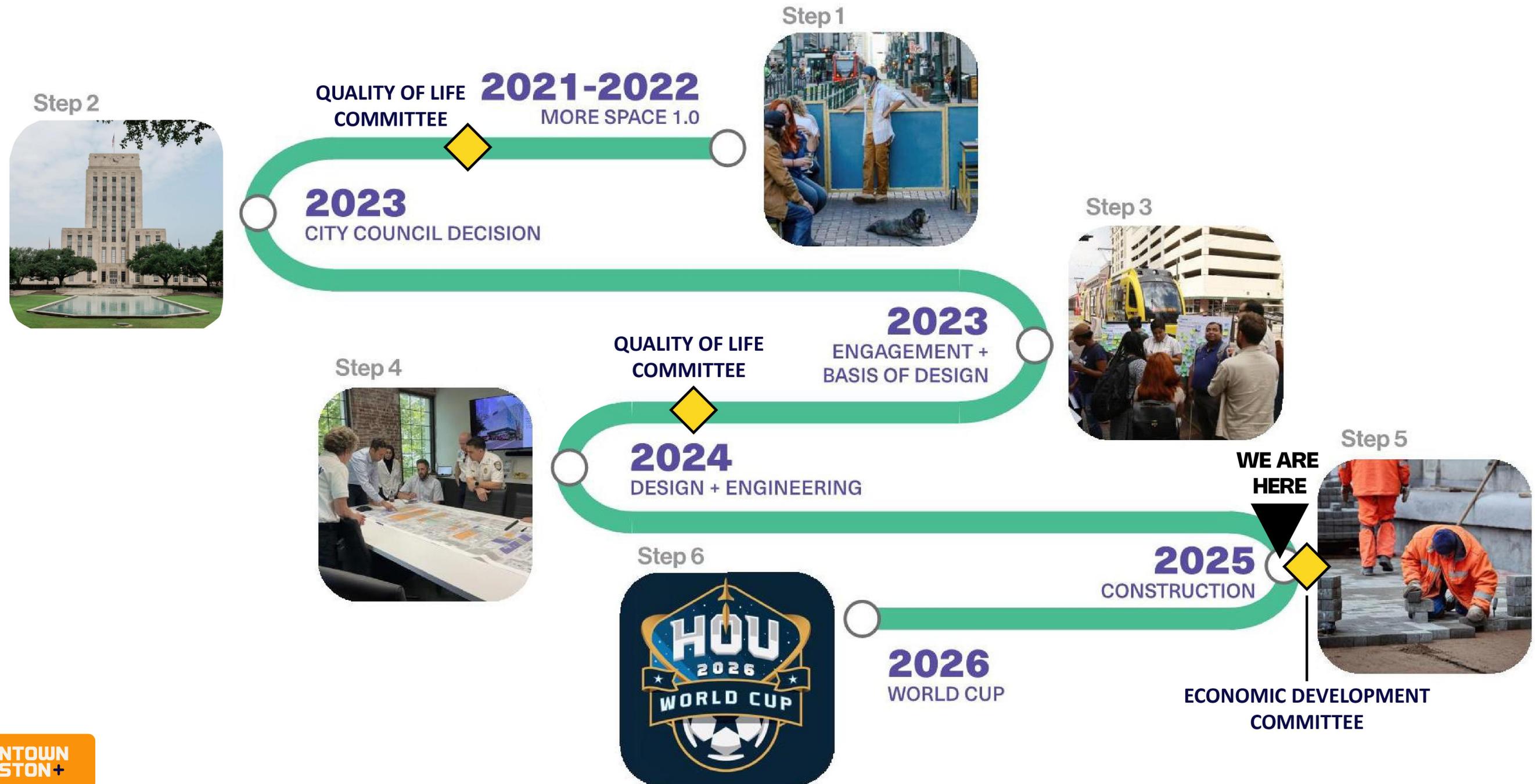
TRAIN
SIGNAL
ONLY

PRESTON

PRAIRIE



TIMELINE



THANK YOU

**DOWNTOWN
HOUSTON+**