

# HOUSTON THEATER DISTRICT MASTER PLAN

An architectural rendering of a theater district master plan. The scene is an aerial view of a city street corner. A large, modern building with a curved facade and a prominent yellow and white mural is the central focus. The mural features colorful, abstract patterns and text. The building is surrounded by a lush, green park area with many trees and a large, open plaza. People are shown walking, sitting on benches, and playing in the park. A street with cars and a crosswalk is visible in the foreground. The overall atmosphere is vibrant and urban.

PRESENTATION TO  
COUNCIL COMMITTEE ON  
QUALITY FOR LIFE

April 29, 2015

ARUP



# AGENDA

## 01 Introduction to the Project

## 02 The 2025 Master Plan

Center Stage

The Civic Corridor

Theater District Streets

## 03 Taking Action Now

Parking and Underground

Wayfinding

Temporary Installations

Programming and Festivals

# STUDY AREA

MEMORIAL DRIVE

CONGRESS ST

PRESTON STREET

**HISTORIC  
PRECINCT**

PRAIRIE STREET

TEXAS AVENUE

**SKYLINE  
PRECINCT**

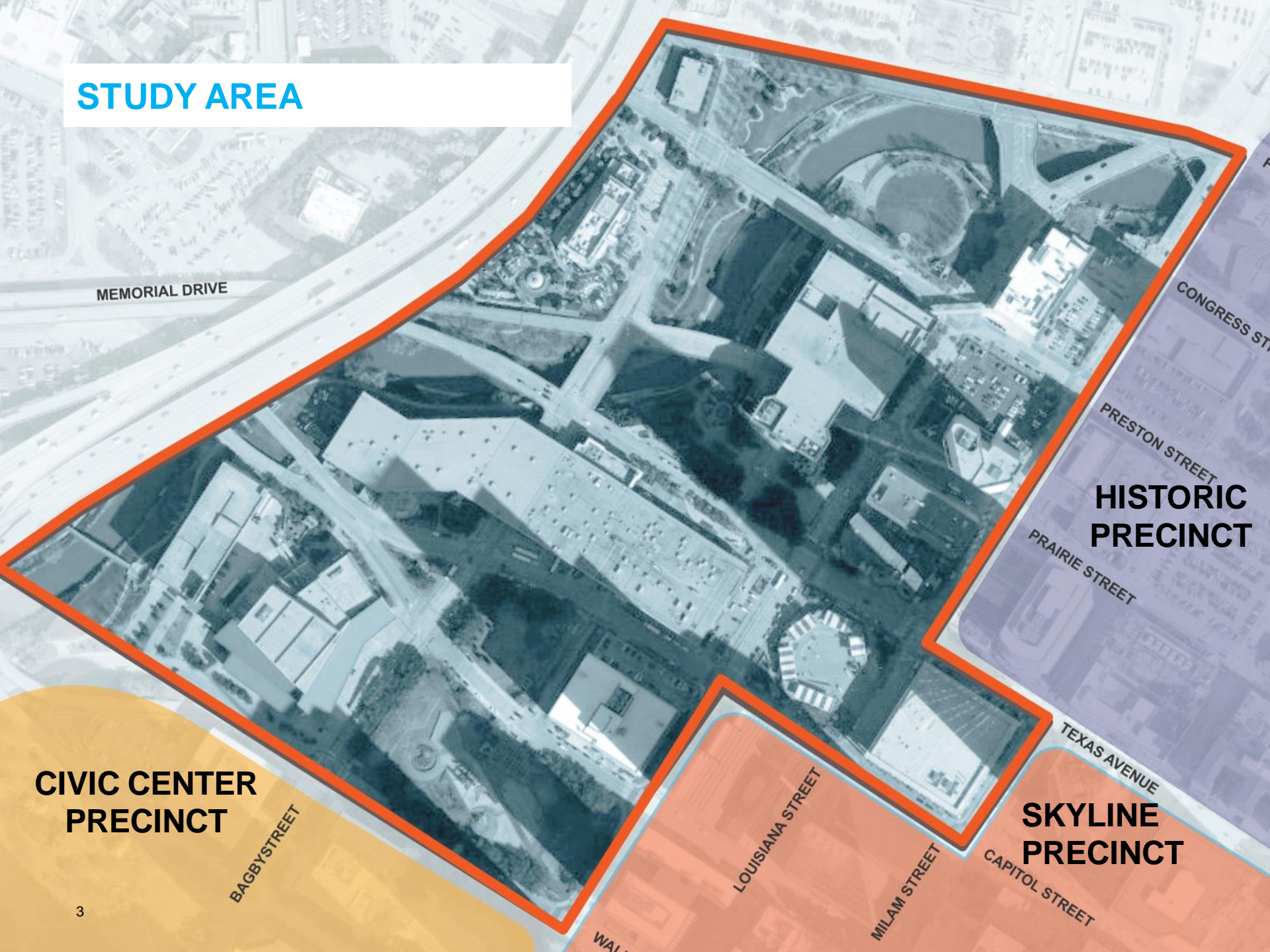
**CIVIC CENTER  
PRECINCT**

BAGBY STREET

LOUISIANA STREET

MILAM STREET

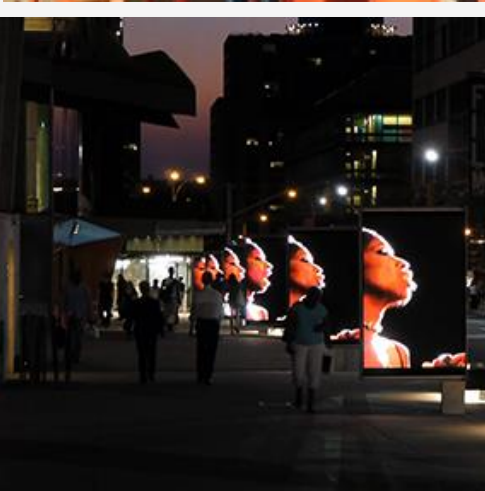
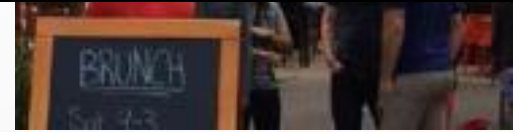
CAPITOL STREET





# URBAN / EDGY

THE PLACE TO SEE AND BE SEEN



STO

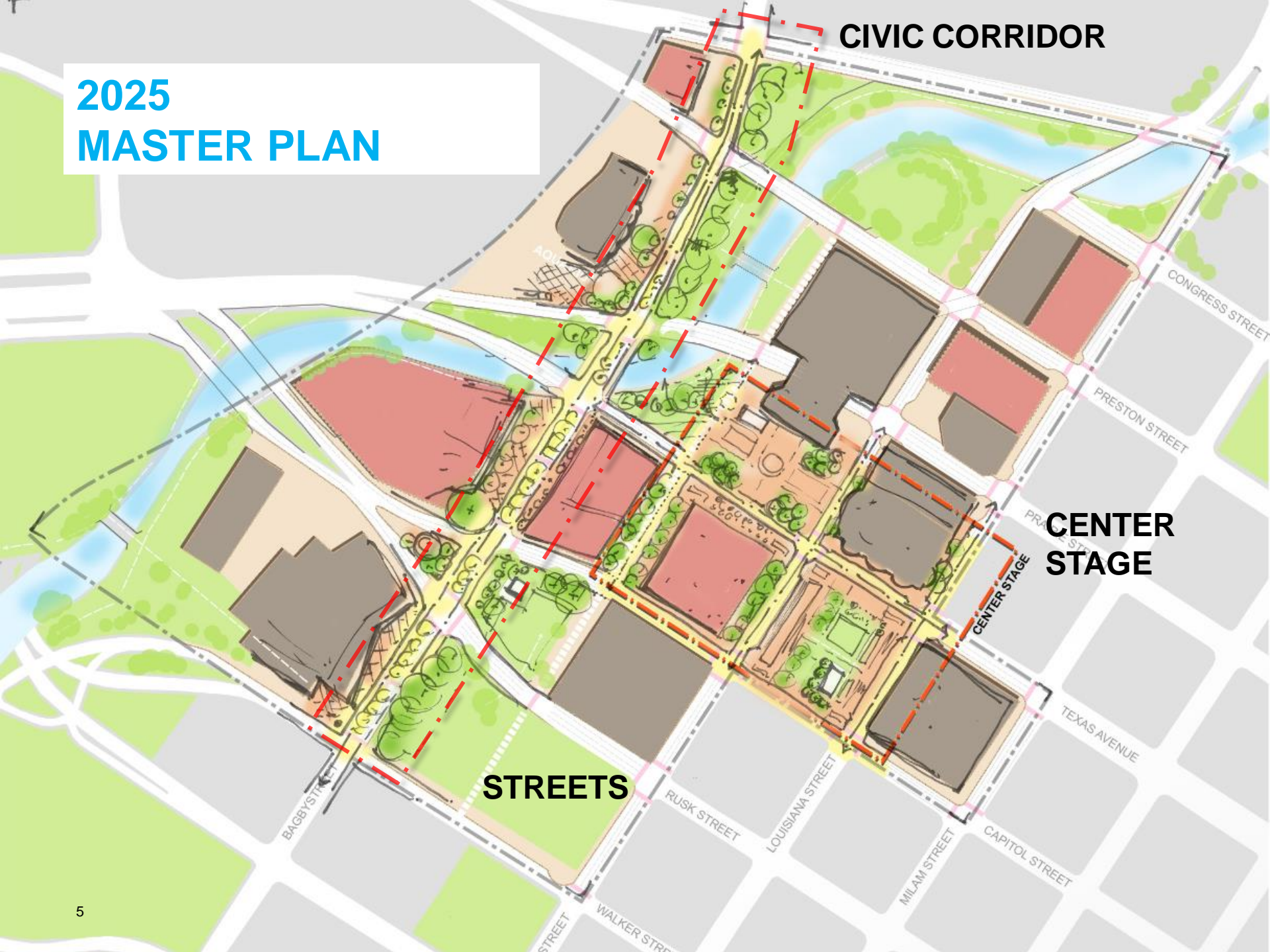


# 2025 MASTER PLAN

**CIVIC CORRIDOR**

**CENTER  
STAGE**










**STREETS**

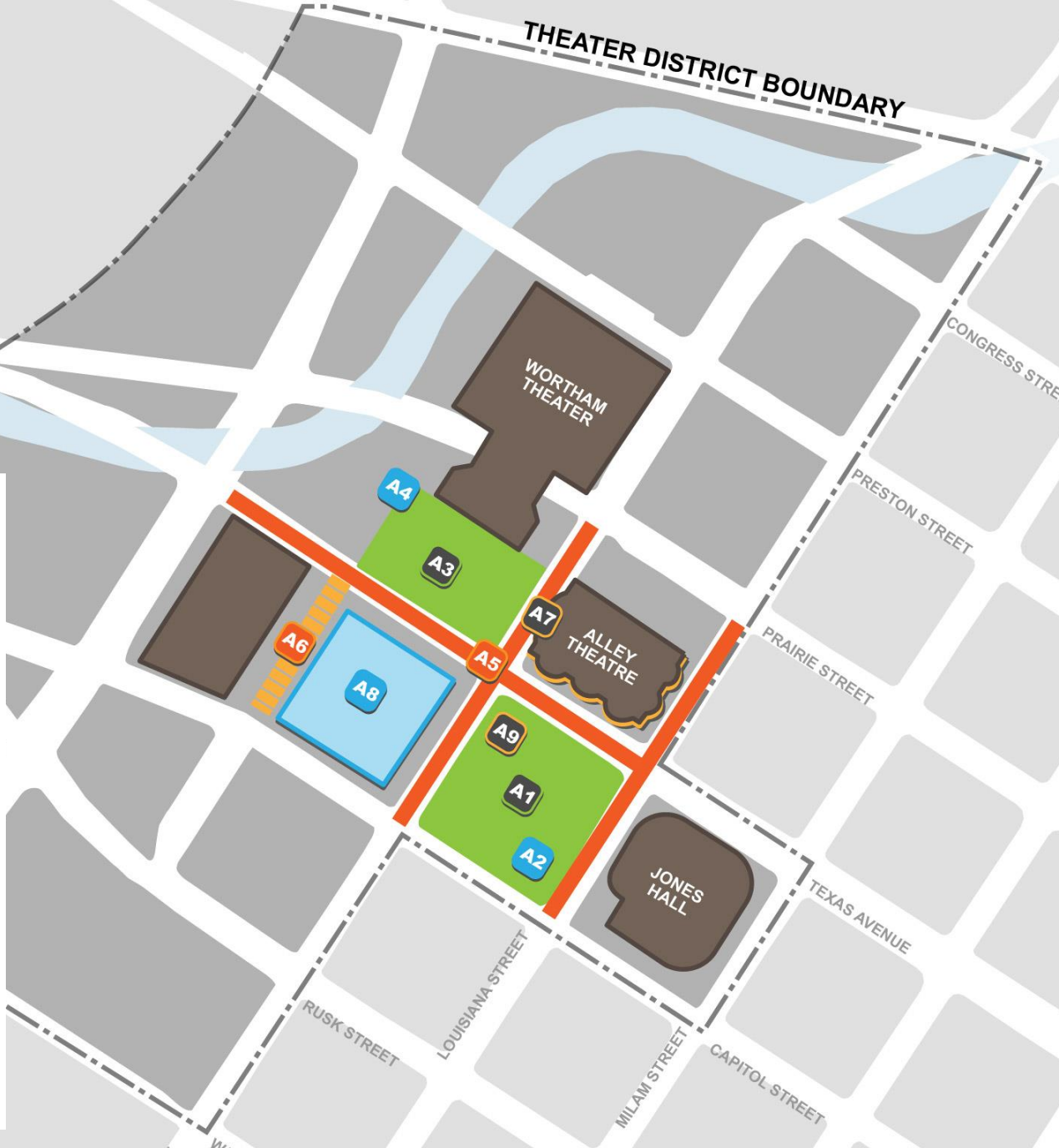




# CENTER STAGE



-  Jones Plaza Redesign
-  Jones Plaza Cafe
-  Fish Plaza Redesign
-  Fish Plaza Cafe
-  Festival Streets
-  Shared Street
-  Alley Theatre Lighting Installation
-  Bayou Place (1)
-  Interactive Art Installation





# BEFORE: CENTER STAGE





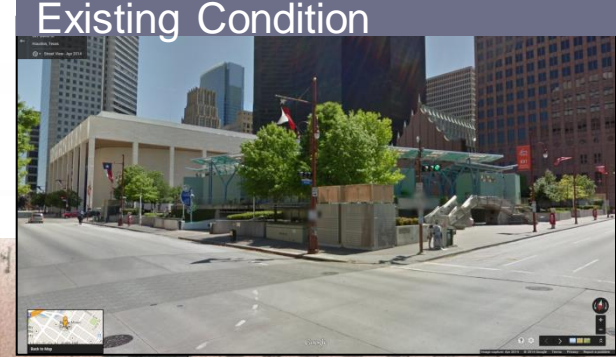
# AFTER: CENTER STAGE





# AFTER: CENTER STAGE

JONES PLAZA DURING THE DAY



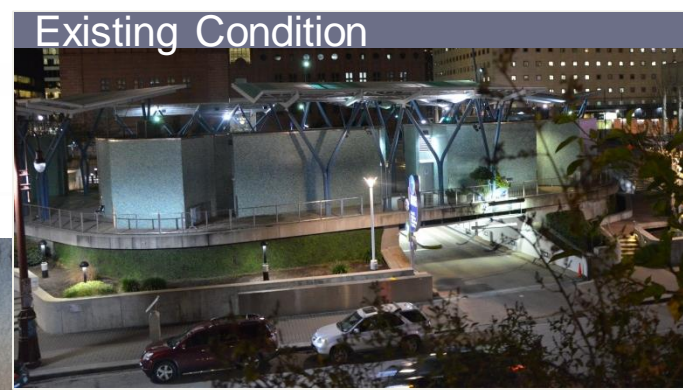


# AFTER: CENTER STAGE

JONES PLAZA AT NIGHT



Existing Condition





# BEFORE: CENTER STAGE

## FISH PLAZA





# AFTER: CENTER STAGE

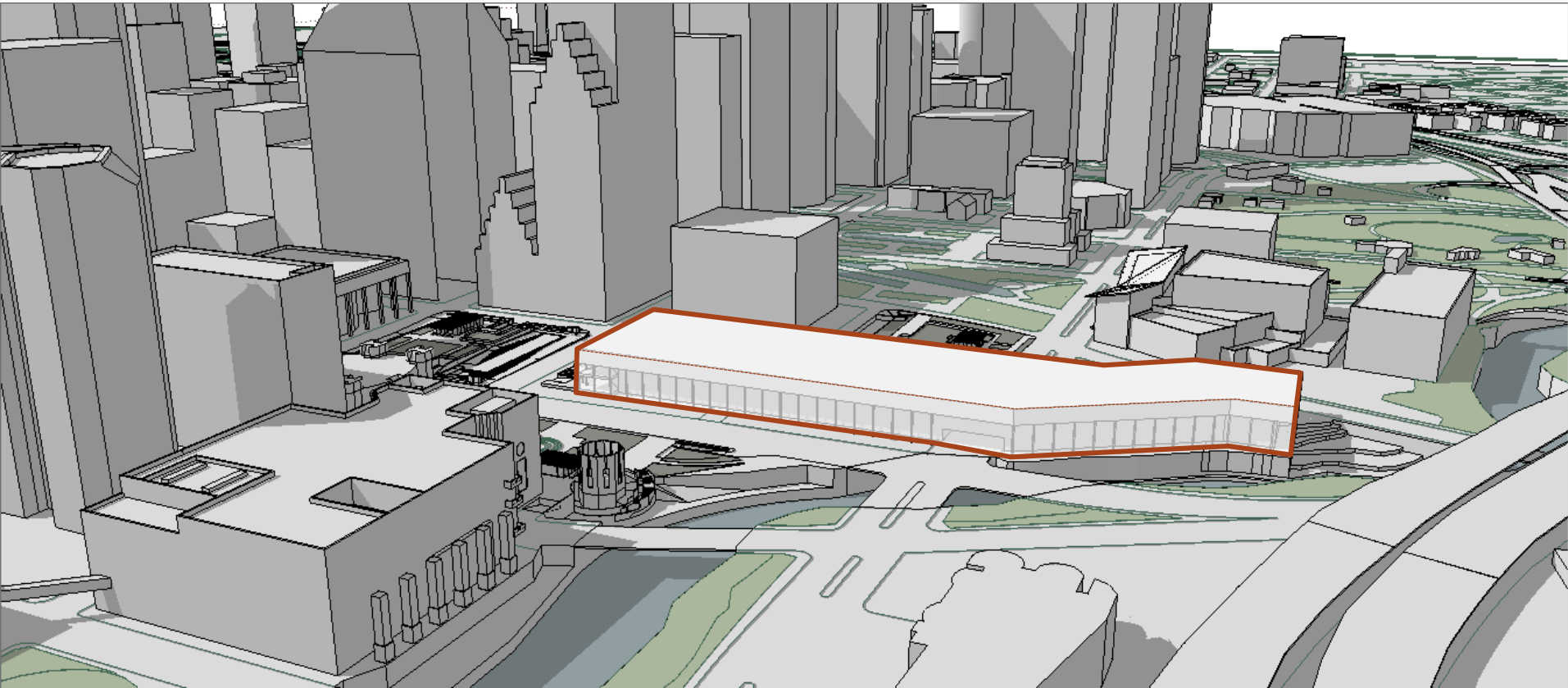
FISH PLAZA





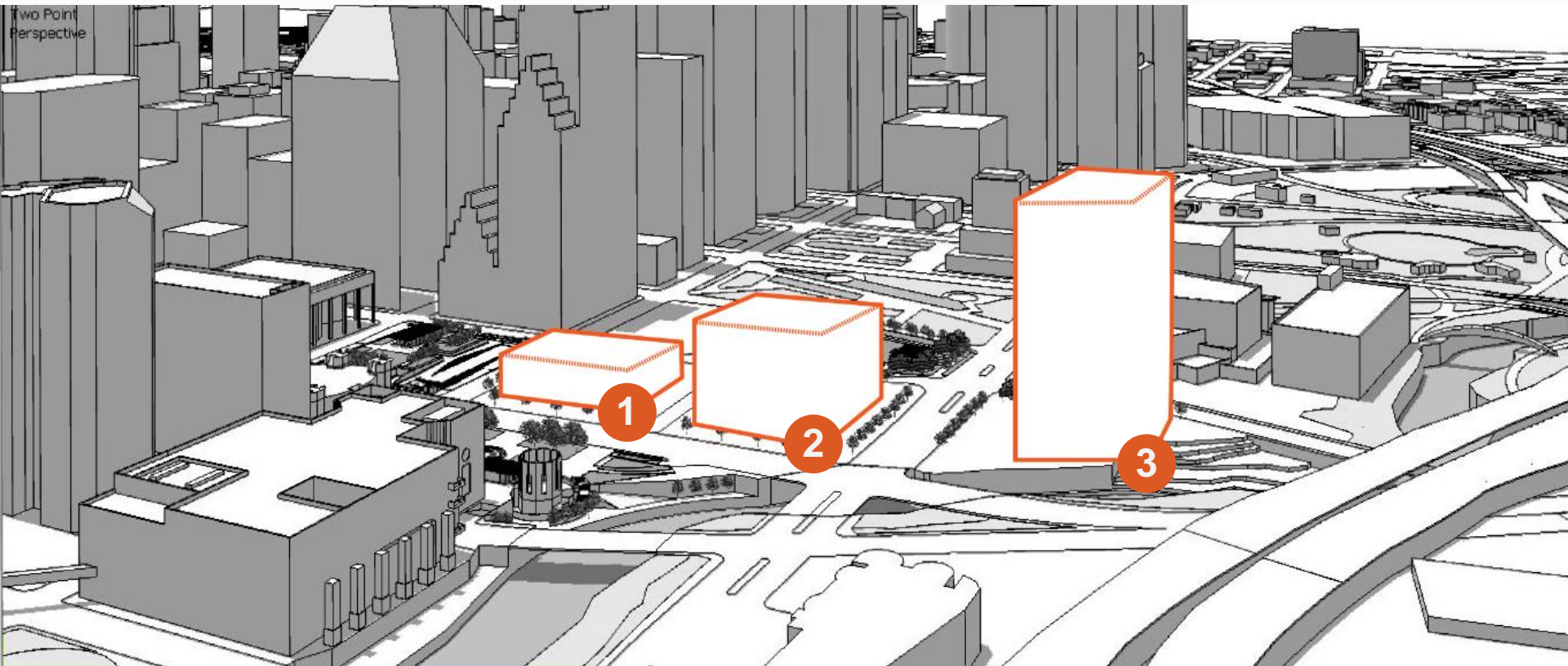
# BEFORE: CENTER STAGE

## BAYOU PLACE



# AFTER: CENTER STAGE

## BAYOU PLACE REDEVELOPMENT





# AFTER: CENTER STAGE

## BAYOU PLACE REDEVELOPMENT



1

BUSAN CINEMA CENTER



2

ONE SHELLEY STREET



3

TIME WARNER CENTER

# CIVIC CORRIDOR





THEATER DISTRICT BOUNDARY

AQUARIUM

HOBBY CENTER

CONGRESS STREET

PRESTON STREET

RUSK STREET

WALL STREET



Bagby Street



Hanging Oak Lighting Installation



Little Tranquillity Park



Little Tranquillity Café



Bayou Place (2)



Bayou Place (3)



# BEFORE: CIVIC CORRIDOR



# AFTER: CIVIC CORRIDOR





# BEFORE: CIVIC CORRIDOR

## LITTLE TRANQUILLITY





# AFTER: CIVIC CORRIDOR

## LITTLE TRANQUILLITY





# AFTER: CIVIC CORRIDOR

## TRANQUILLITY













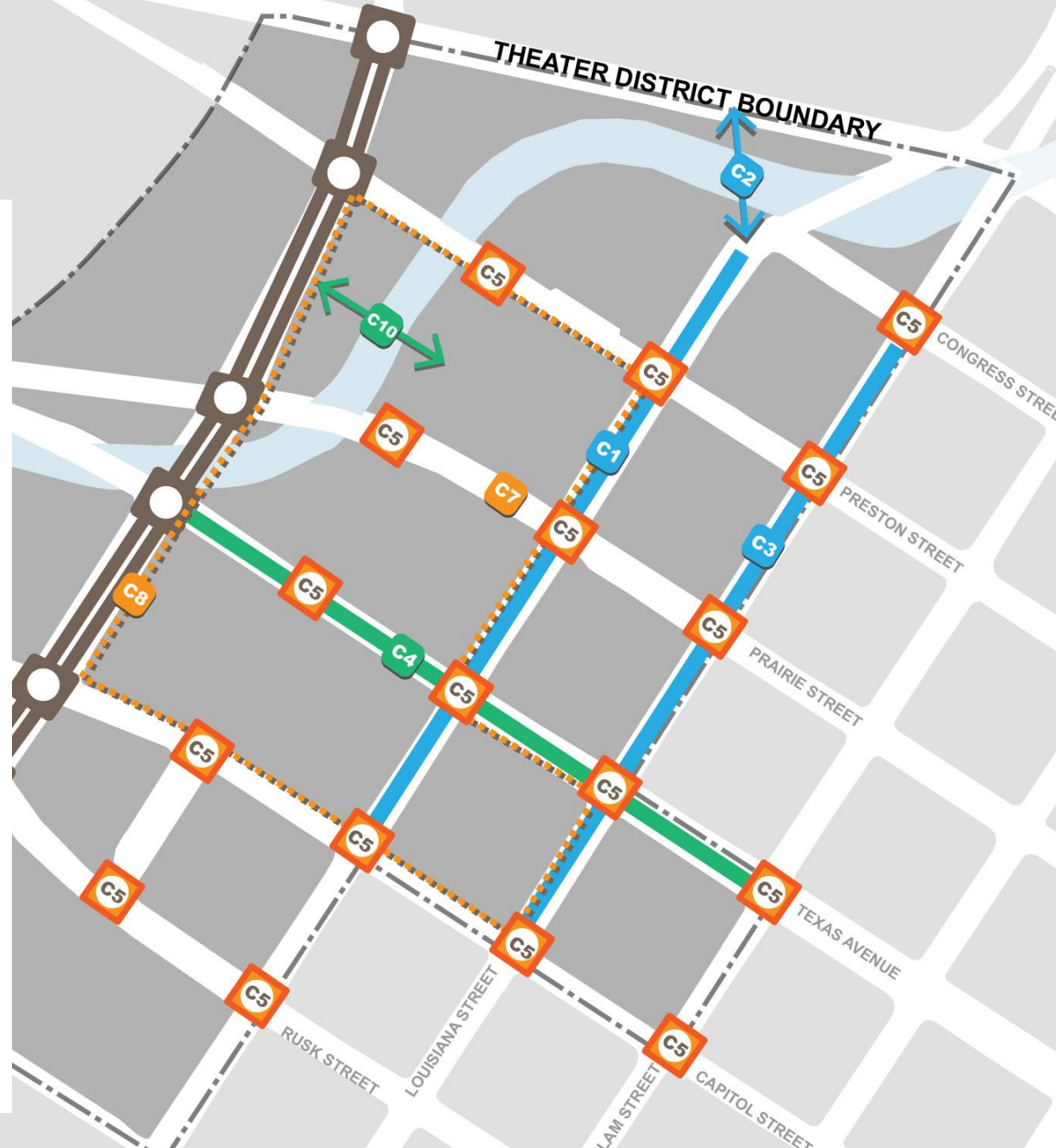
# STREETS



# STREETS

## THE PROJECTS

-  C1 Smith Street
-  C2 Smith Street Bridge Removal
-  C3 Louisiana Street
-  C4 Texas Avenue
-  C5 Branded Crossings
- DISTRICT WIDE**  
 C7 Streetscape Plan
-  C7 Wortham Overpass Lighting Installation
-  C8 Light Walk
- DISTRICT WIDE**  
 C8 Lighting Plan
-  C10 New Pedestrian Bridge

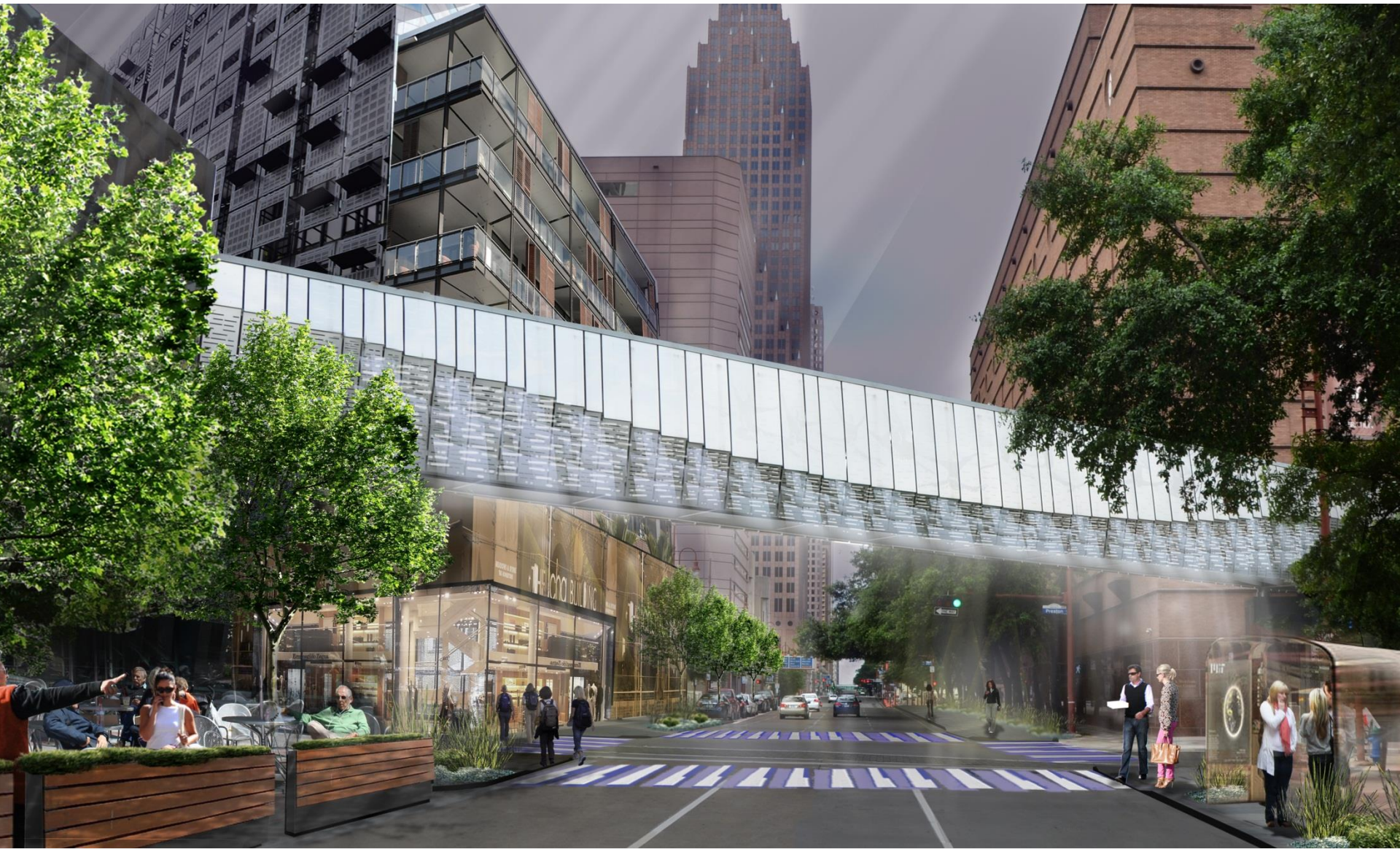


# BEFORE: THEATER DISTRICT STREETS





# AFTER: THEATER DISTRICT STREETS





# LIGHTING PLAN

## BUILDINGS AND STRUCTURES



**Feature Façade Lighting**



**Architectural Façade Lighting**



# LIGHTING PLAN

## BUILDINGS TYPOLOGY – ARCHITECTURAL FAÇADE LIGHTING



# LIGHTING PLAN

## BUILDINGS TYPOLOGY – FEATURE FAÇADE LIGHTING





# LIGHTING PLAN

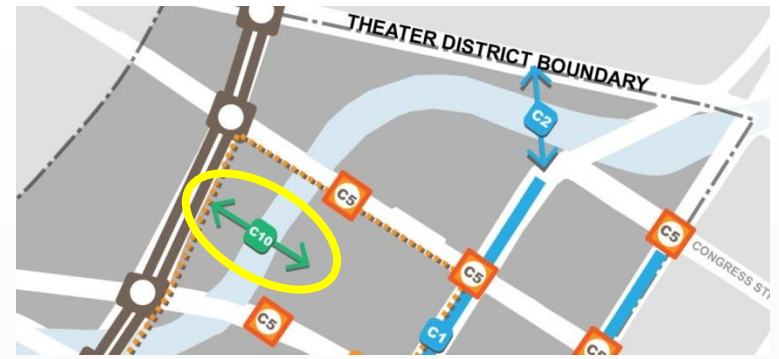
## BUILDINGS TYPOLOGY – BRIDGES



# NEW PEDESTRIAN BRIDGE

BAYOU CONNECTION

REMOVE SMITH STREET BRIDGE





# TAKING ACTION NOW

\_Parking and Underground

\_Wayfinding

\_Programs and Festivals

# PARKING MANAGEMENT

## LIGHTING





# WAYFINDING

# WAYFINDING

PEDESTRIAN:  
IMPLEMENTING NEW DOWNTOWN  
DISTRICT DESIGN

## THEATER DISTRICT BRANDING



NOTE AMENITIES  
(RESTAURANTS, SHOPPING, ETC.)



WALK TIMES



BAGBY & TEXAS

THEATER DISTRICT

- ↑ ○ 📄 Hobby Center 4 min
- 📄 Tranquillity Park 3 min

- ← ○ 📄 Bayou Center 1 min
- Sundance Cinema
- Bayou Music Center

- 📄 Wortham Theater 2 min
- Fish Plaza

- 📄 Alley Theatre 4 min
- 📄 Jones Hall 5 min
- Jones Plaza





# TEMPORARY INSTALLATIONS

# TEMPORARY INSTALLATIONS

## FRONT ROW AT BAYOU PLACE





# TEMPORARY INSTALLATIONS

FRONT ROW AT BAYOU PLACE



# TEMPORARY INSTALLATIONS

## DYNAMIC PROJECTIONS AT THE BALLET CENTER





# PROGRAMS AND FESTIVALS

## YEARLY RADIANT NIGHT FESTIVAL



MEMORIAL DRIVE

SESQUICENTENNIAL PARK

WORTHAM THEATER CENTER

FISH PLAZA

BAYOU PLACE

ALLEY THEATRE

JONES PLAZA

JONES HALL

HOBBY CENTER FOR THE PERFORMING ARTS

TRANQUILITY PARK

SAM HOUSTON PARK

HERMANN SQUARE

CONGRESS STREET

PRESTON STREET

MARKET SQUARE PARK

PRAIRIE STREET

TEXAS AVENUE

CAPITOL STREET

MILAM STREET

LOUISIANA STREET

SMITH STREET

RUSK STREET

WALKER STREET



# PROGRAMS AND FESTIVALS

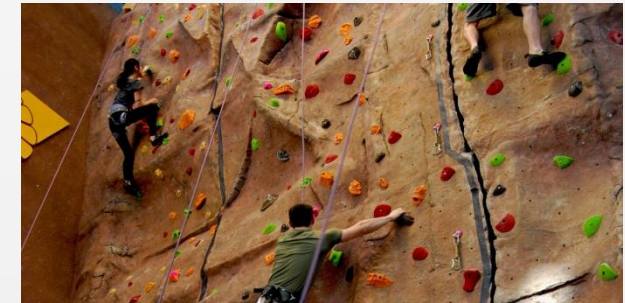
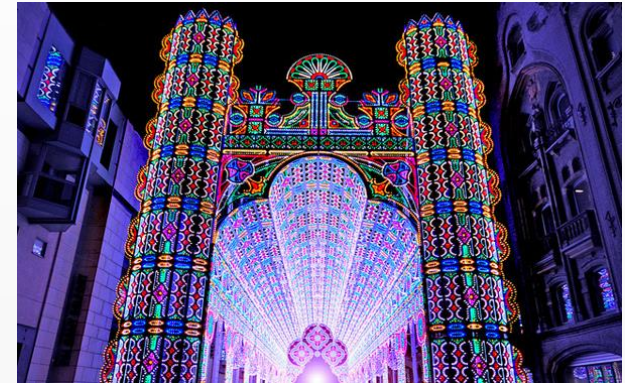
## YEARLY RADIANT NIGHT FESTIVAL





# PROGRAMS AND FESTIVALS

## EVENT MANAGEMENT / MENU OF FESTIVALS





**WRAP UP**

