
STRATEGIC ALIGNMENT PLAN & MORE SPACE: MAIN STREET 2.0

QUALITY OF LIFE | OCTOBER 2023



An aerial photograph of Houston, Texas, showing the downtown skyline with several prominent skyscrapers, a complex network of multi-level highways, and green spaces. The sky is blue with scattered white clouds.

VISION

At the intersection of global commerce and local culture, Downtown is Houston's heart of opportunity, excitement and joy.

MISSION

Champion and enhance Downtown Houston as a connected and thriving place for everyone.

GOALS

GOAL 1

Champion major projects, initiatives, and investment that will improve Downtown

GOAL 2

Enhance and maintain a comfortable, welcoming, and well-managed public realm

GOAL 3

Drive vibrancy through improved street level connectivity, a commitment to walkability, and inclusive programming strategies

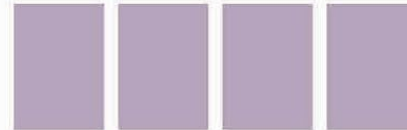
GOAL 4

Foster a vital and thriving economy through business growth, residential expansion, and enhanced reasons to be in Downtown

GOAL 5

Develop a hivemind of intelligence and goodwill by genuinely engaging and convening stakeholders

OBJECTIVES



TACTICS



KEY METRICS



GOAL 1: CHAMPION DOWNTOWN

Champion major projects,
initiatives and
investments that improve
Downtown



GOAL 2: ENHANCE DOWNTOWN

Maintain and enhance a comfortable, welcoming and well-managed public realm



GOAL 3: CONNECT DOWNTOWN

Drive vibrancy through improved physical connectivity, a commitment to walkability, and inclusive programming strategies



GOAL 4: THRIVE DOWNTOWN

Foster a vital and thriving economy through growth in new businesses, residents and reasons to be Downtown



GOAL 5: EVERYONE'S DOWNTOWN

Develop a hivemind of intelligence and goodwill by genuinely engaging and convening stakeholders



ENHANCE WALKABILITY OF A PUBLIC REALM



Strategic investments in the public realm to enhance walkability and connectivity for all

- Added landscaping
- Additional streetscape amenities
- Increased lighting



Enhance Walkability Tree Canopy

- Comprehensive review and assessment of existing tree canopy within public ROW
- Identify and infill canopy gaps
- Improved level of care



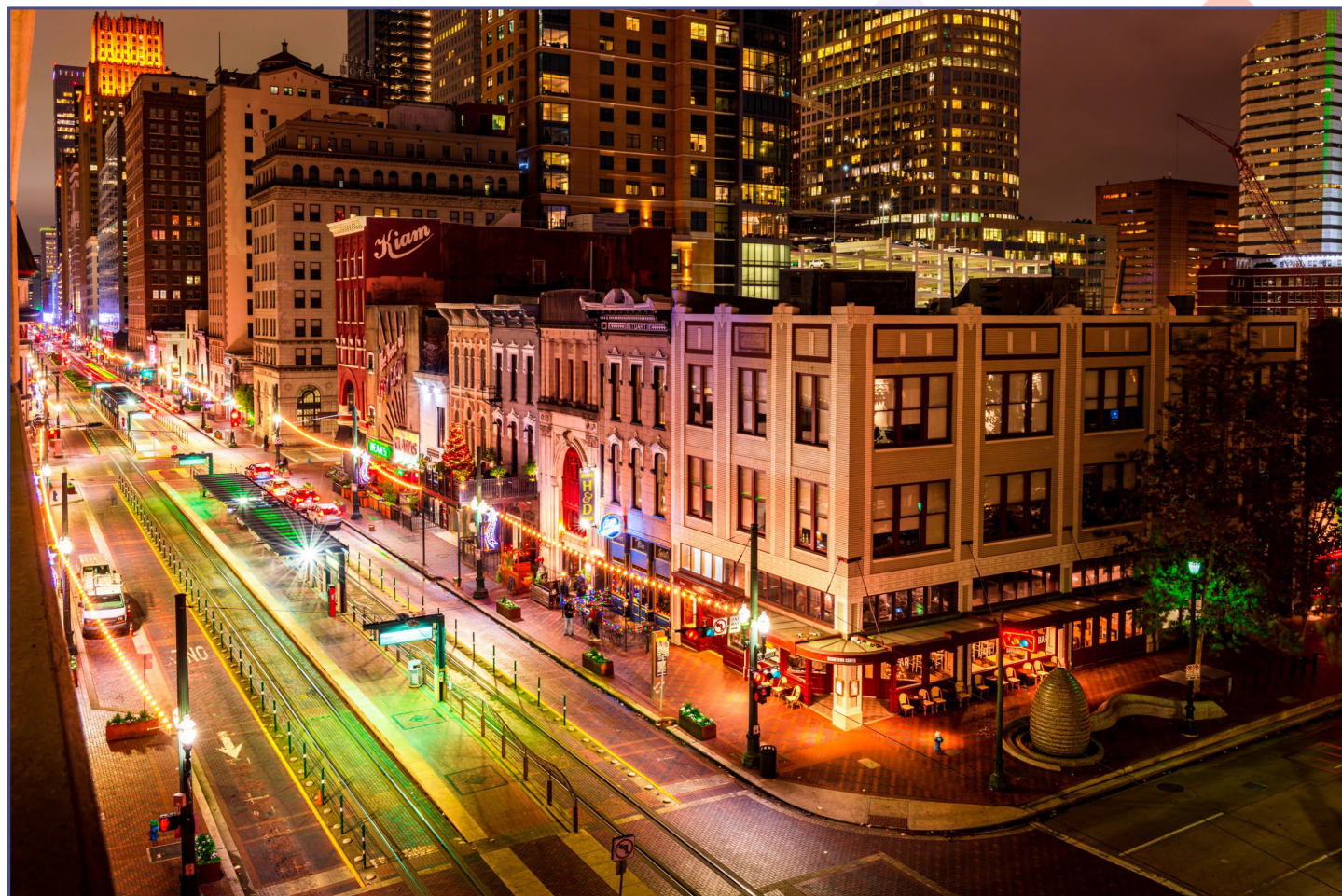
DEVELOP PEDESTRIAN LIGHTING PLAN



Downtown Lighting Plan

Comprehensive evaluation of downtown lighting conditions. This project will:

- Inventory the existing streetlights
- Develop a methodology to analyze existing lighting effects
- Identify the range of and map photometric lighting conditions
- Determine locations where light levels are sub-standard
- Recommend strategies to improve lighting



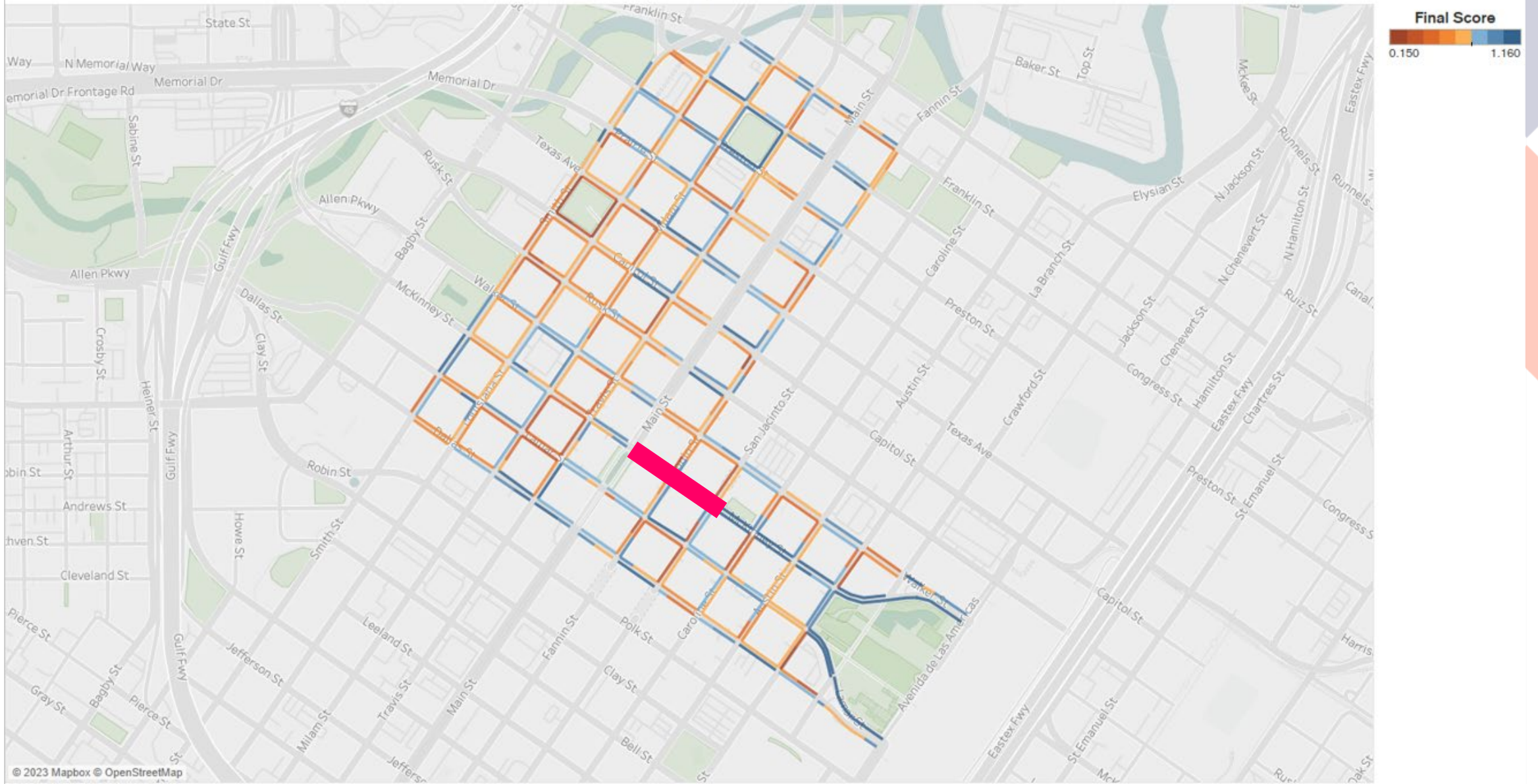
DEPLOY STOREFRONT RECRUITMENT PROGRAM



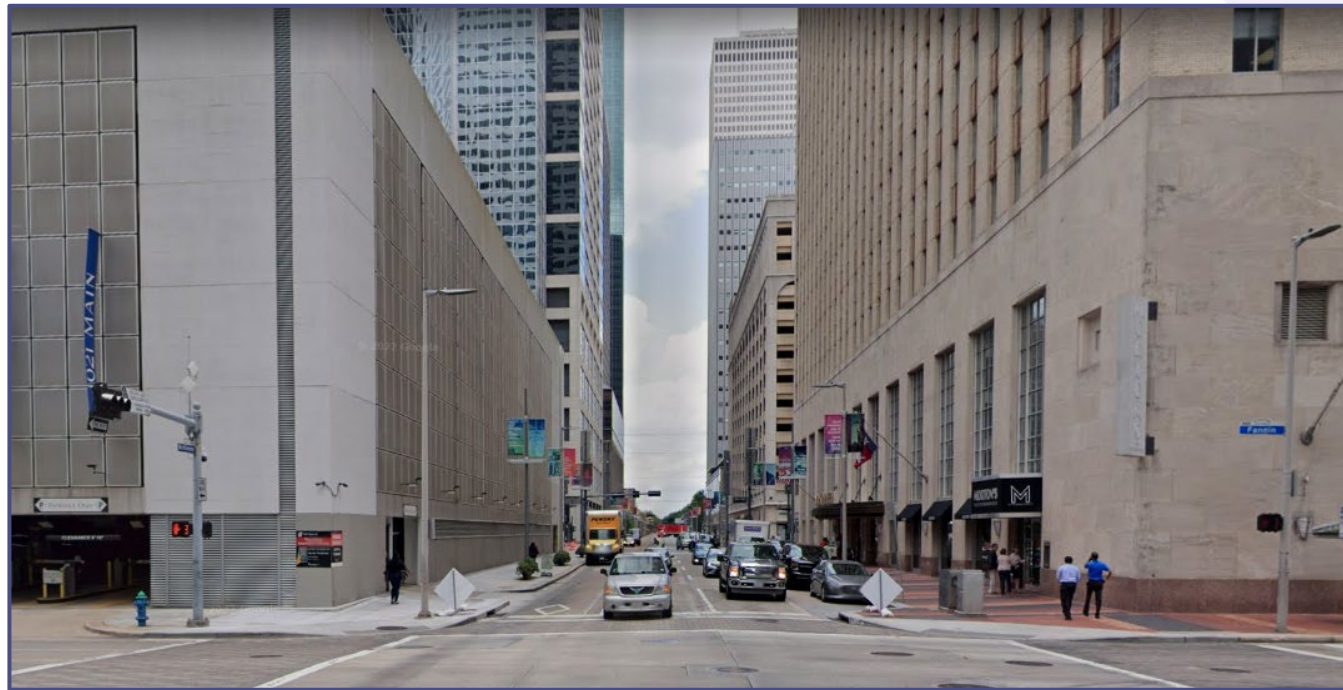




Final Scores by Blockface







MORE SPACE: MAIN STREET 2.0

Planning Phase | October 2023



Mission

Champion and enhance Downtown Houston as a connected and thriving place for everyone.

SAP Goals:

- **Goal 3.1** – Plan, design, and construct public infrastructure that supports safety and equity.

SAP Goals:

Goal 2.3 - Partner with local agencies to provide an exceptional network of parks and greenspaces in Downtown.

Goal 4.7 - Support efforts to build a Downtown community that is home to a diverse population.

Goal 2.7 - Expand collaboration and explore novel approaches to maintain a low crime rate and make Downtown feel safe.

Goal 3.1 – Plan, design, and construct public infrastructure that supports safety and equity.

Goal 3.5 – Partner with public and private property owners to beautify targeted corridors or block faces to improve connectivity.

Goal 4.14 - Foster a thriving storefront economy, prioritizing recruitment efforts, where possible, to fill available properties that have favorable co-tenancy on key corridors.

Goal 4.14 - Encourage, support, and promote new attractions that expand what Downtown offers.

1900's



1940's



1918



1960's





Beer

Wine

Spirits

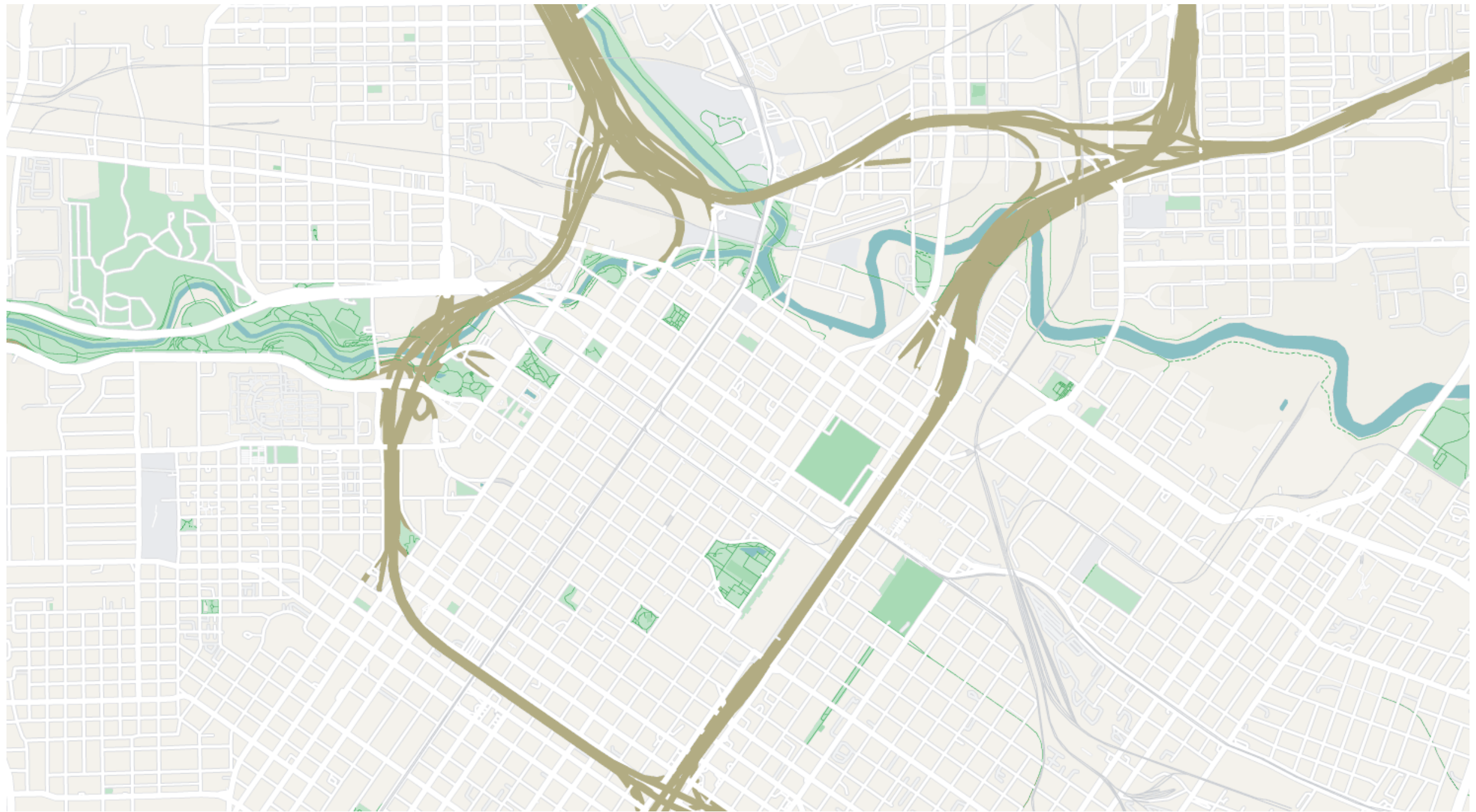
Little Dipper

MASKS
REQUIRED UPON ENTRY
AND WHEN KY SEATED

LITTLE DIPPER
Photo Booth
OPEN
THURS - SUN

MASKS
REQUIRED UPON
ENTRY AND WHILE
NOT SEATED.
THANK YOU
FOR YOUR
PATIENCE

CONGRESS



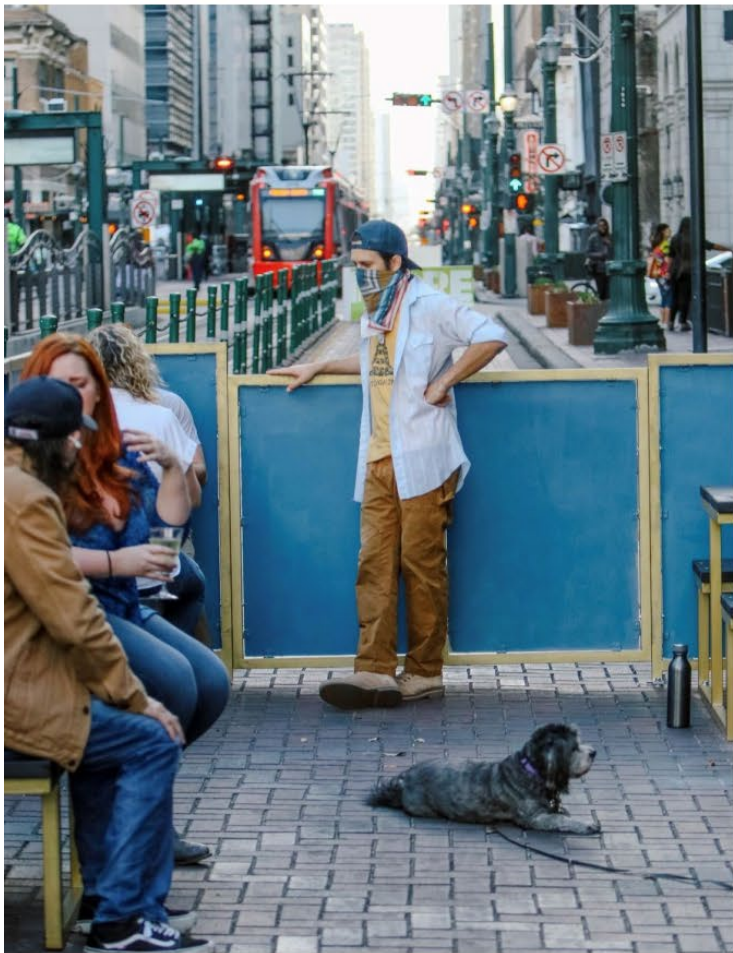


MAIN

COMMERCE

RUSK

PROJECT BACKGROUND



Early 2021- The More Space initiative begins as a temporary way to support businesses during the COVID-19 pandemic

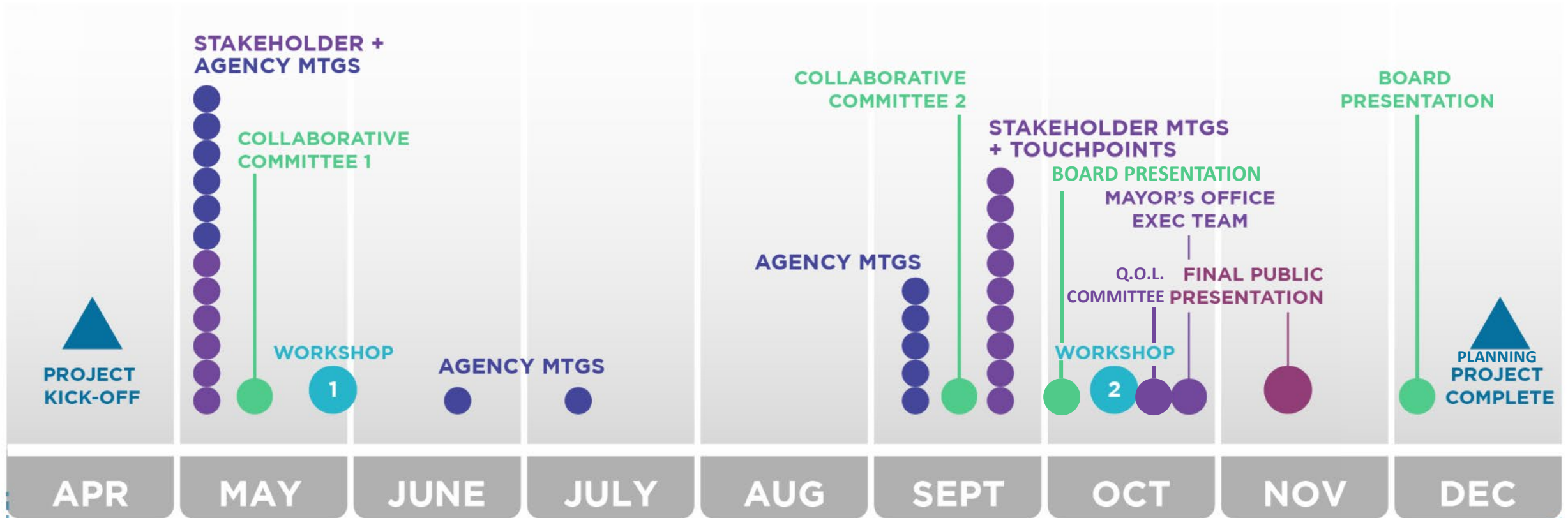


March 2023- City Council approves the permanent establishment of the program

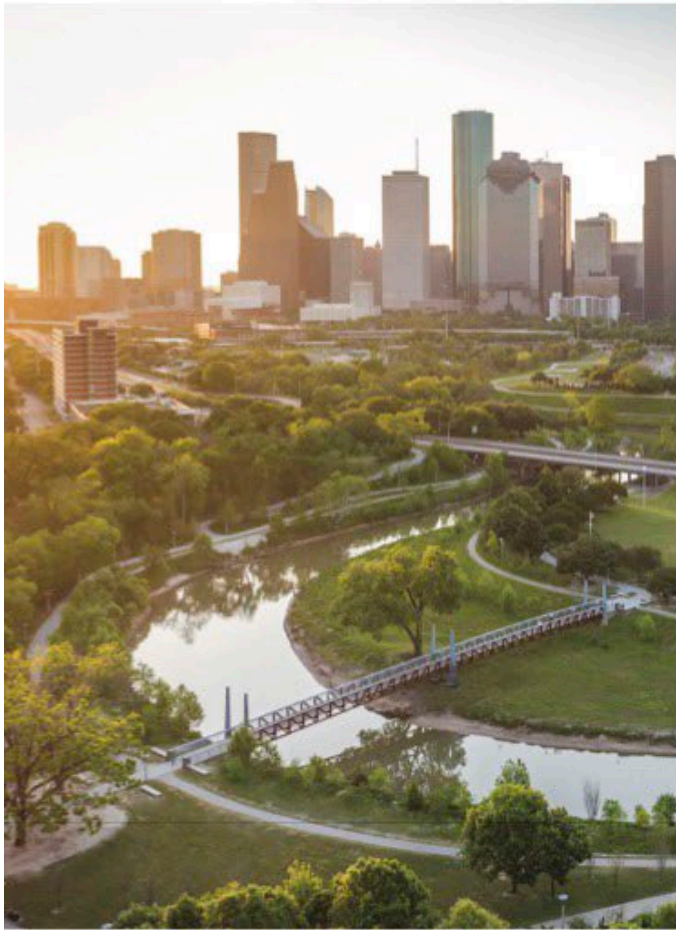


March 2023- Consultant team begins planning study to define the vision with stakeholders

PROCESS/ SCHEDULE




WE ARE HERE



TENSION POINTS

City Council's decision to remove through traffic on Main Street **requires rethinking** of design and operations. Success requires **working together** to **discover the balance** between our individual needs to achieve our **common vision**.



WHO ARE WE ENGAGING?

Agencies

Houston Public Works

Metro

Houston Fire Department

Houston Police Department

Houston Administration and Regulatory
Affairs

Mayor's Office of People with Disabilities

Mayor's Office of Special Events

Stakeholders

Business Owners

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

Property Owners

- Hines
- Dan Zimmerman
- University of Houston Downtown
- Midway

Main Street Hotels

- Hotel Icon
- AC Hotel
- Moxy

Stakeholders

- CM Gallegos

Public

Workshop 1

Workshop 2

140 **People**

468 **Post-its**

453 **Dots**

May 20th, 2023 @ Little Dipper on Main St

WORKSHOP 1



WORKSHOP 2



Thursday
**OCT
19**

Drop in anytime
3:00-7:00pm
@ **Little Dipper**
304 Main Street

COME SHAPE THE FUTURE OF MAIN STREET!

More Space: Main Street 2.0 (from Commerce to Rusk) is envisioning the next version of Houston's signature street. Join us for the second public workshop to hear how the design has progressed and share your input.

3 BIG TAKEAWAYS

Maintenance- “Like the ideas, but who is going to take care of this?”

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

Placemaking- Strong interest in creating a District Identity and place.



GOALS

Attract **more people** to
Downtown

Activate public realm day
and night

Comfortable spaces for
all ages, abilities, users

Ease of movement/ **safe
environments**

Establish a **fun and
enjoyable identity** for this
7-blocks of Main Street



GUIDING PRINCIPLE

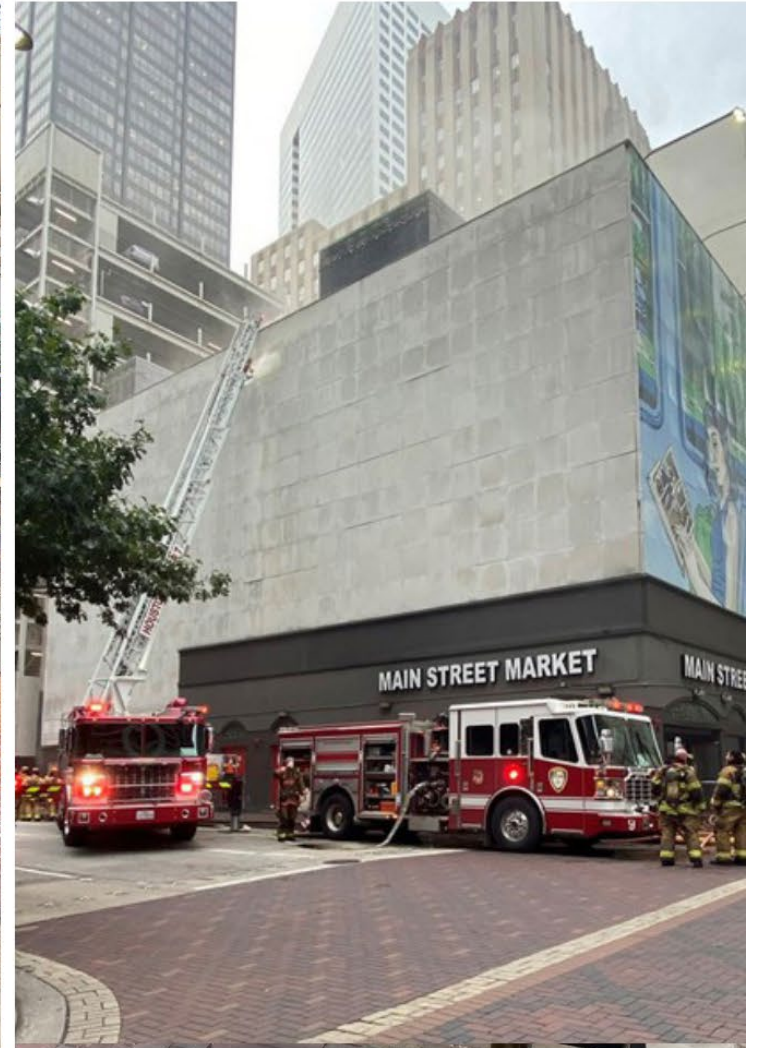
Instead of rethinking everything, we're looking to build off a foundation of relationships and ideas that are already working



Maintenance & Operations



Drainage & Streetscapes



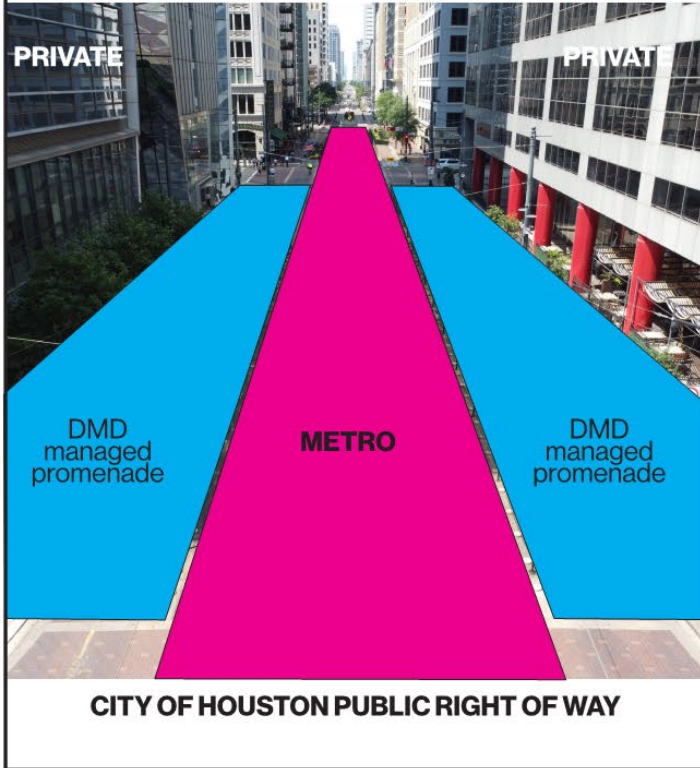
Safety & Access

THREE SHIFTS *to enable a great design*

MAINTENANCE



PUBLIC PROMENADE
managed by the
Downtown District



ACCESSIBILITY



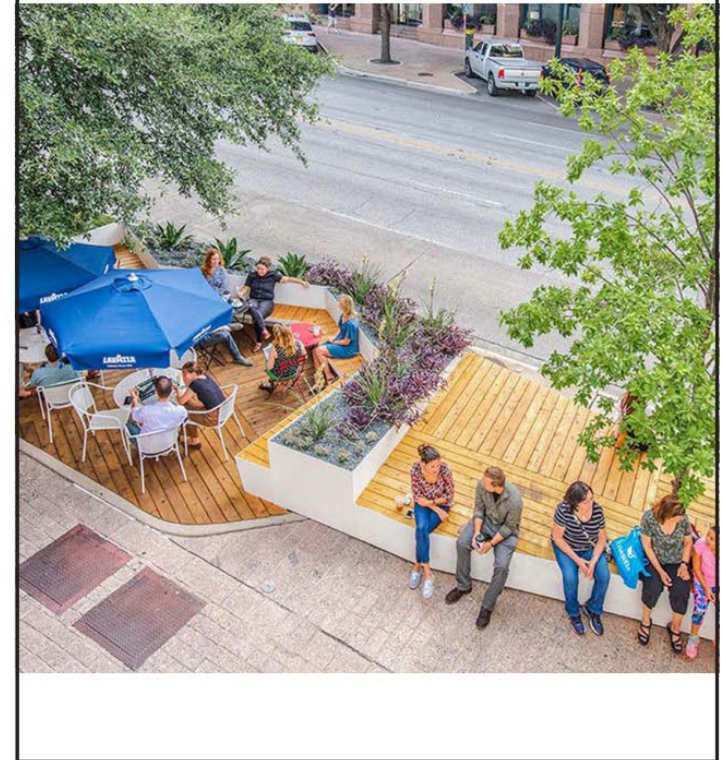
RAISED PAVER TABLE
in former roadway



PLACEMAKING

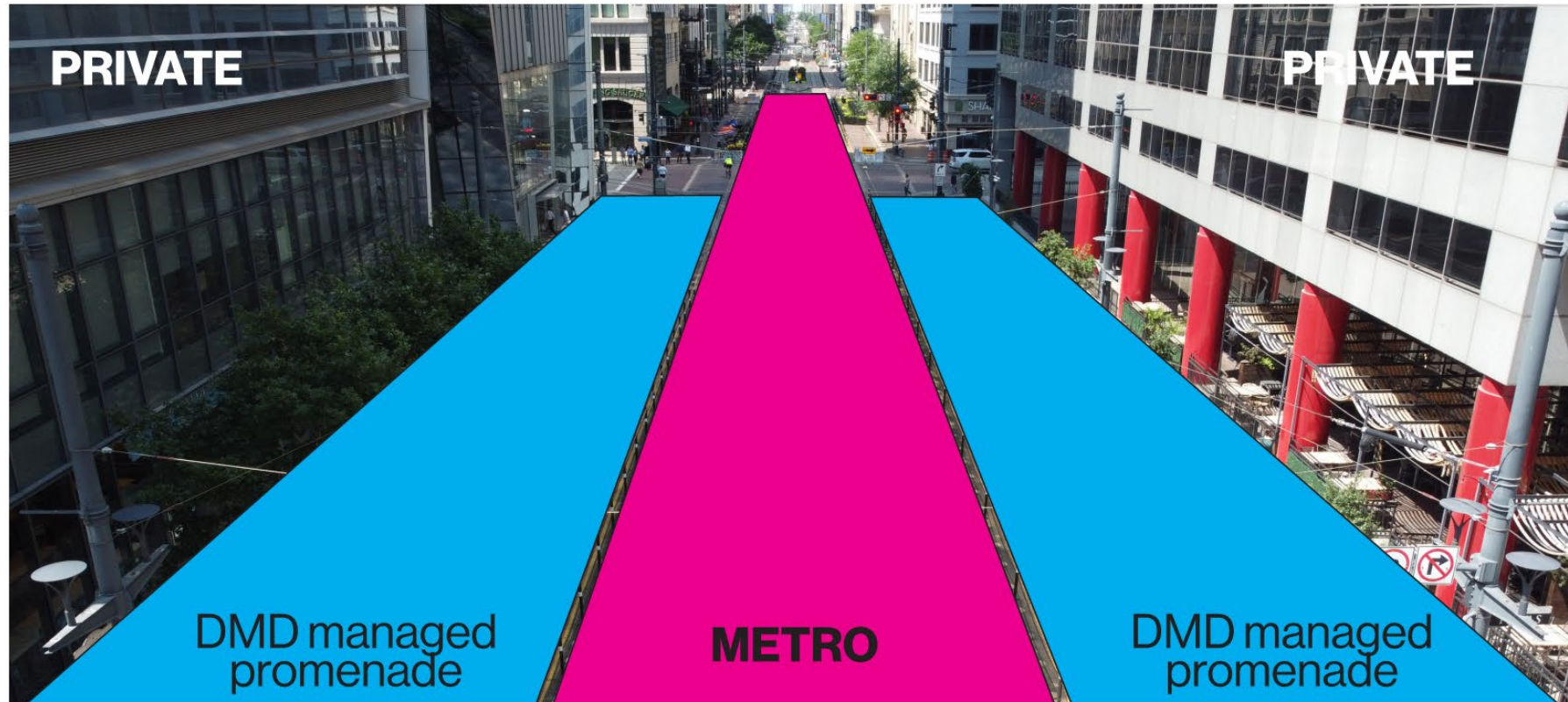


ACTIVATION
in partnership
with owners/tenants



BIG SHIFT: “THE PROMENADE”

Main Street as a signature pedestrian focused public promenade, managed by the Downtown District.



CITY OF HOUSTON PUBLIC RIGHT OF WAY

Define Path of Travel

Make use of the Fire Lane as “path of travel” to maximize space for gathering.



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Make use of the Fire Lane as “path of travel” to maximize space for gathering.



CHALLENGE: ACCESSIBILITY



BIG SHIFT RAISED PAVER TABLE

Create a safe and seamless pedestrian connection between the sidewalk and existing drive lane

Maintain 8'-10' clear path of travel at all times.



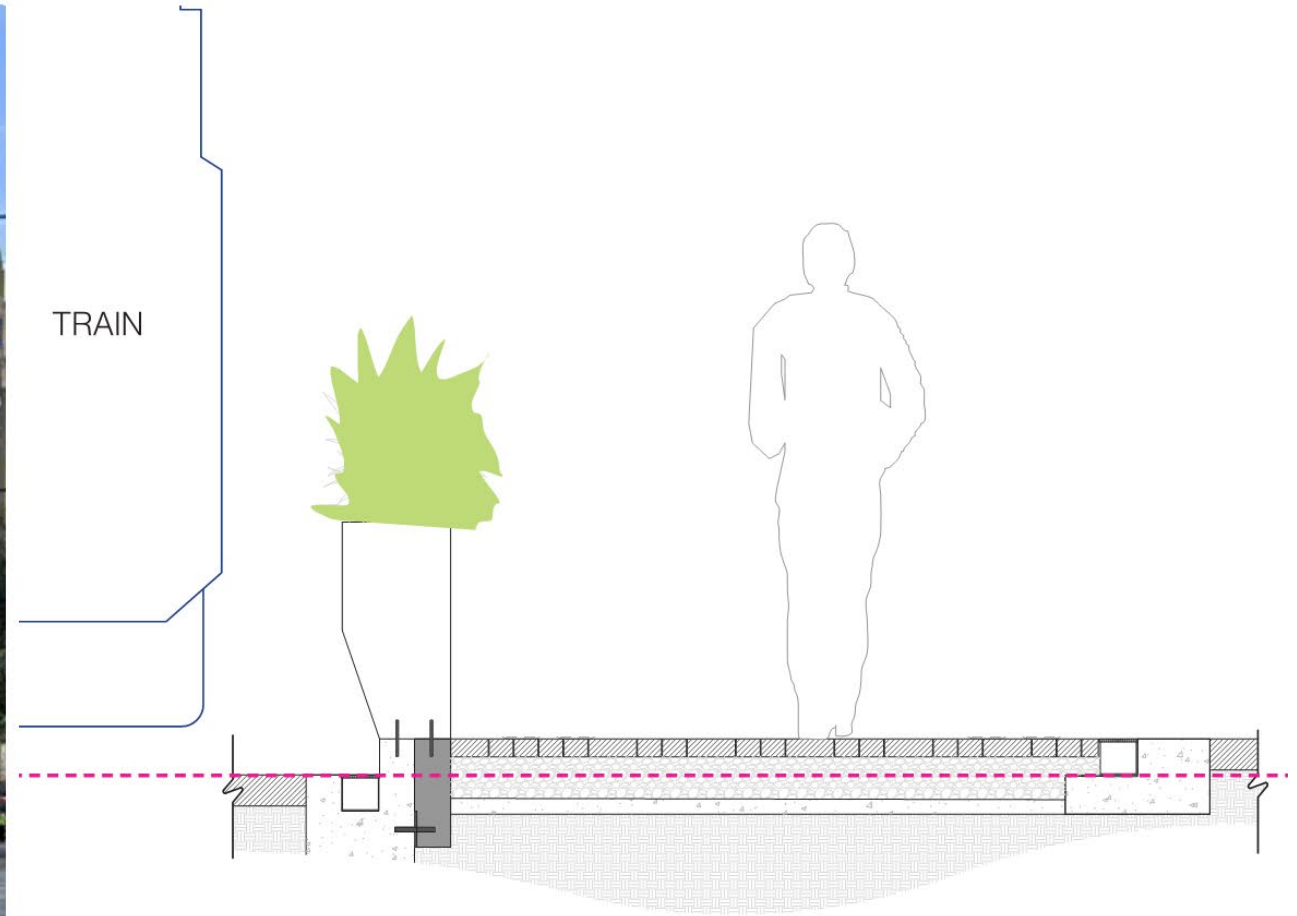
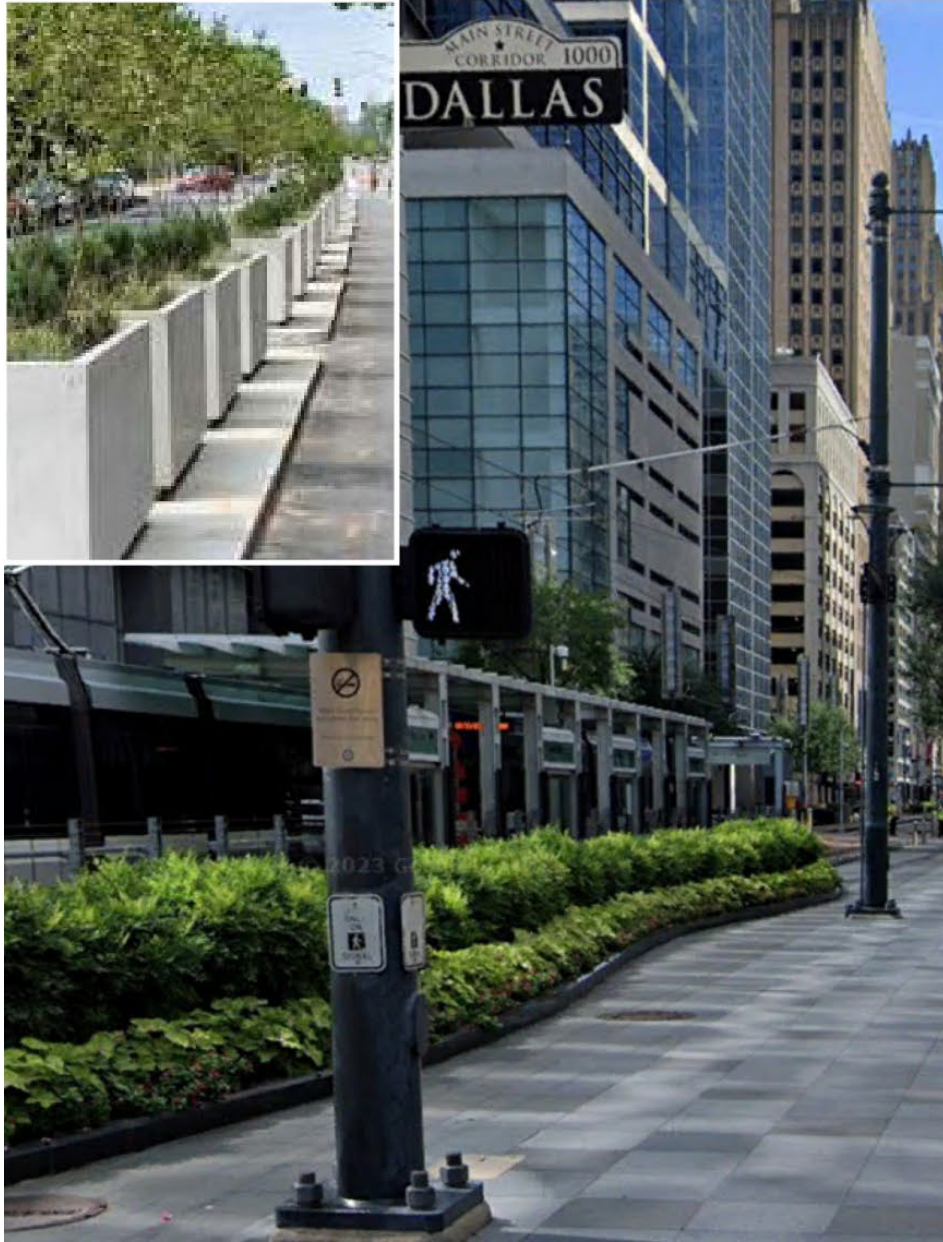
PROPOSED
ALTERNATIVE



*raised pavers
and structural
infill*

- ✓ Fire truck rated surface
- ✓ Re-uses existing pavers
- ✓ Utilizes existing curb/gutter
- ✓ ADA access/ flexibility

METRO BUFFER



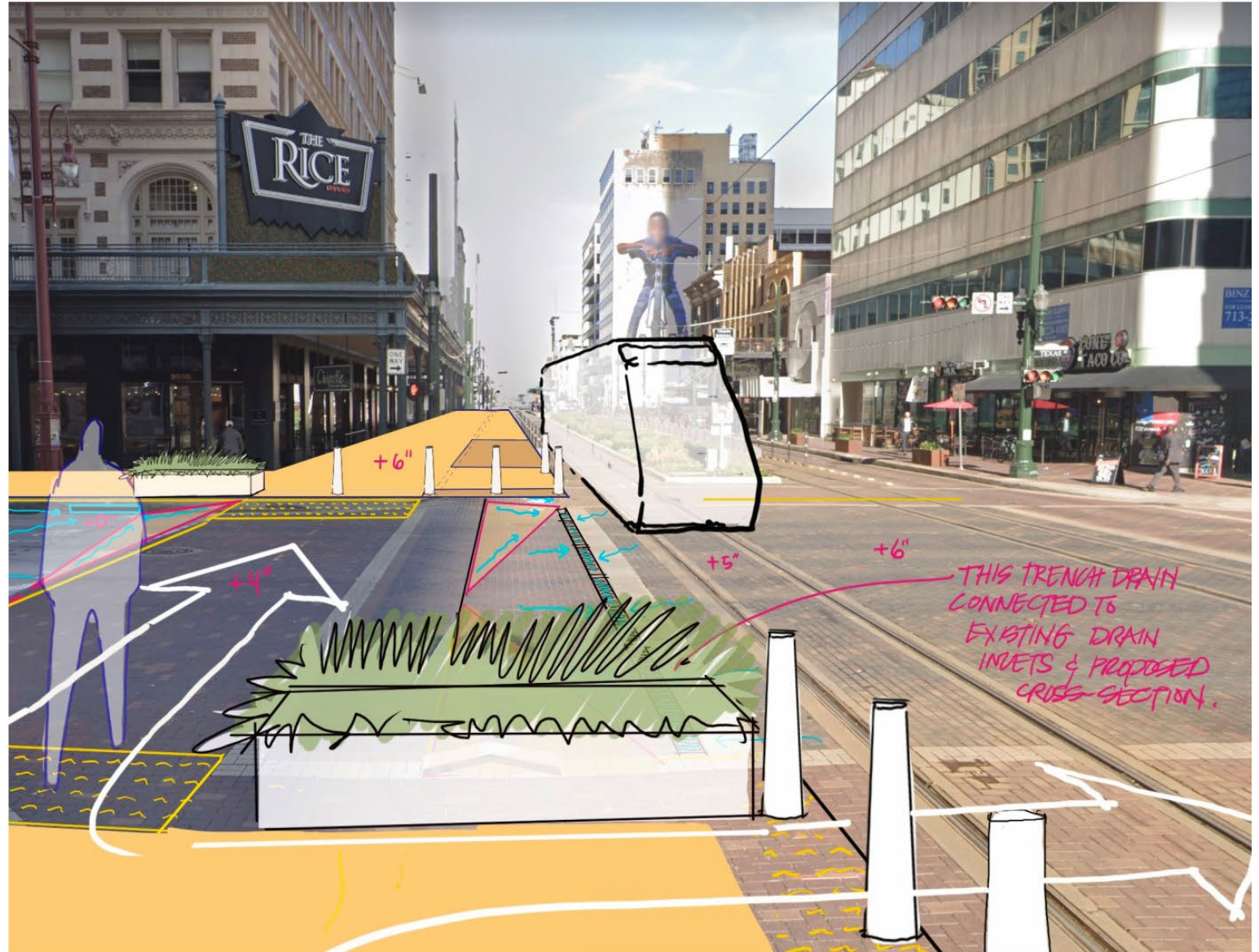
PROPOSED: RAISED WITH PLANTER
IDEAL MINIMUM CONDITION

SAFE PED CROSSINGS

Utilize existing
cross walk spaces

Remove curved
corners from
automobile turning
radius

Protect pedestrians
with raised planters
and bollards



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Success depends on tenant activation



ACTIVATION

Utilize a kit-of-parts approach to developing outdoor amenities.

Flexible enough to be phased over time and modified for different uses as tenants change or district desires.



Outdoor Rooms

Less active zones =
opportunity sites.

farmers markets
pop-up tents
music venues
event programming





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- farmers markets
- pop-up tents
- music venues
- event programming





OVERALL PLAN



IS THE CURRENT DESIGN “WORKABLE”?

- Metro**
- Fire Access**
- Police Access**
- Transportation**
- Drainage**
- Parking**
- ADA accessibility**

THE CONCEPT IS WORKABLE

NEXT STEPS

**Interlocal
Agreement between
City of Houston
and Downtown
Management District**

**Minor ordinance
updates**

PROCESS/ SCHEDULE

