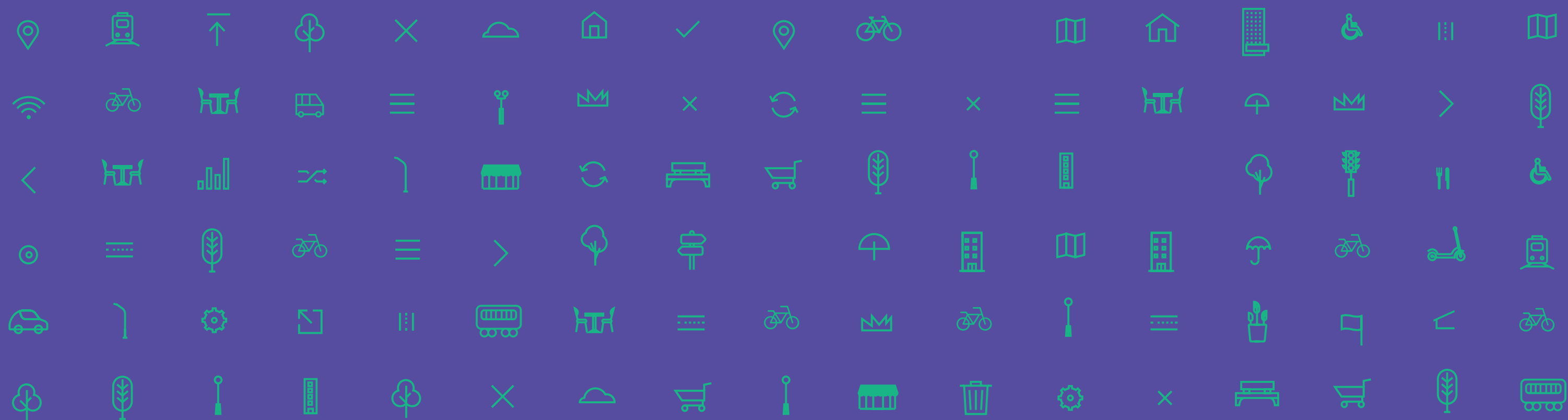




Morespace Main street 2.0

WEBINAR PRESENTATION

NOVEMBER 2023

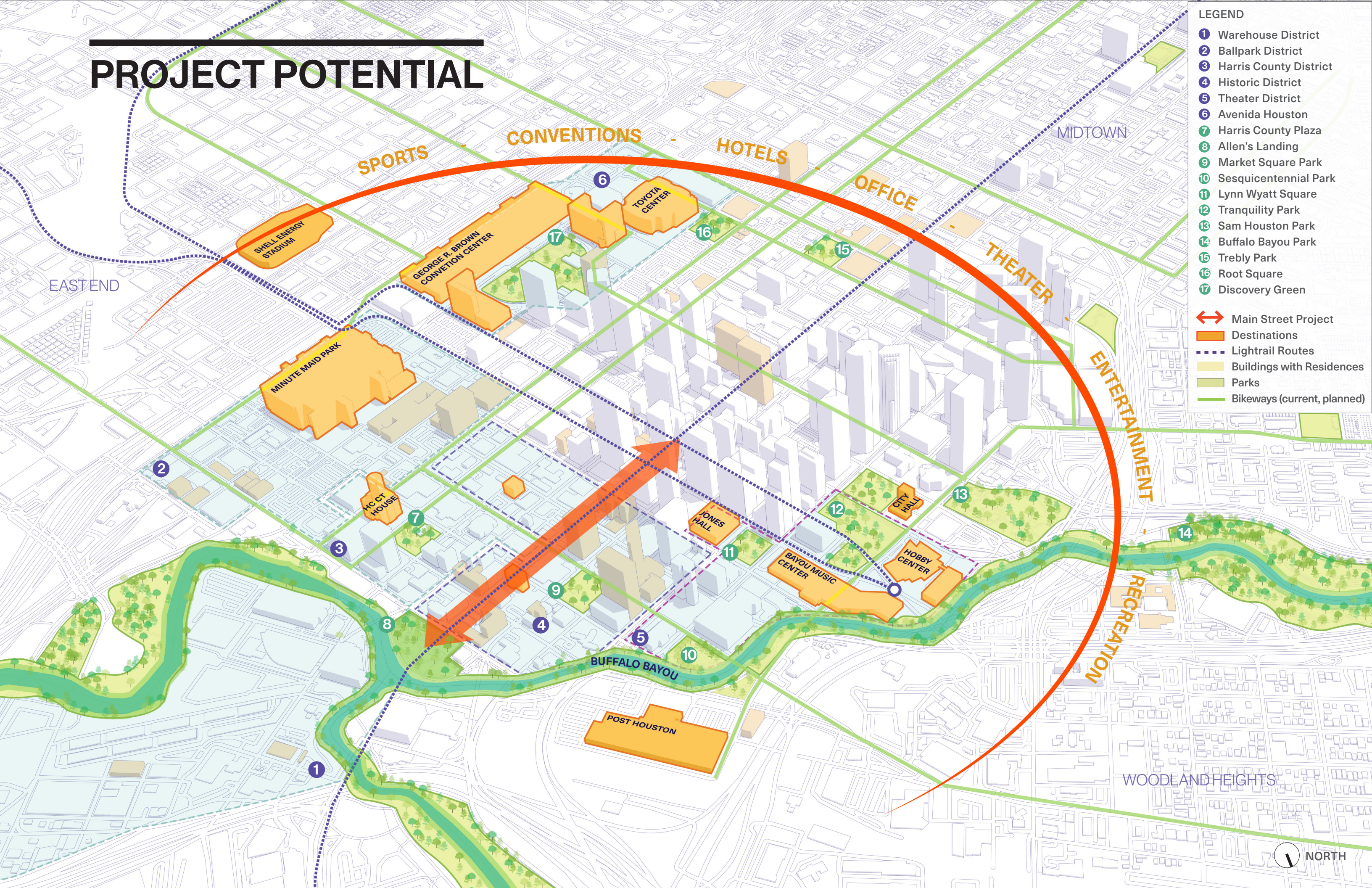


DOWNTOWN HOUSTON +

DOWNTOWN HOUSTON +



PROJECT POTENTIAL



- LEGEND**
- 1 Warehouse District
 - 2 Ballpark District
 - 3 Harris County District
 - 4 Historic District
 - 5 Theater District
 - 6 Avenida Houston
 - 7 Harris County Plaza
 - 8 Allen's Landing
 - 9 Market Square Park
 - 10 Sesquicentennial Park
 - 11 Lynn Wyatt Square
 - 12 Tranquility Park
 - 13 Sam Houston Park
 - 14 Buffalo Bayou Park
 - 15 Trebly Park
 - 16 Root Square
 - 17 Discovery Green
 - ↔ Main Street Project
 - Destinations
 - Lightrail Routes
 - Buildings with Residences
 - Parks
 - Bikeways (current, planned)



GOALS

Attract **more people** to
Downtown

Activate public realm day
and night

Comfortable spaces for
all ages, abilities, users

Ease of movement/ **safe
environments**

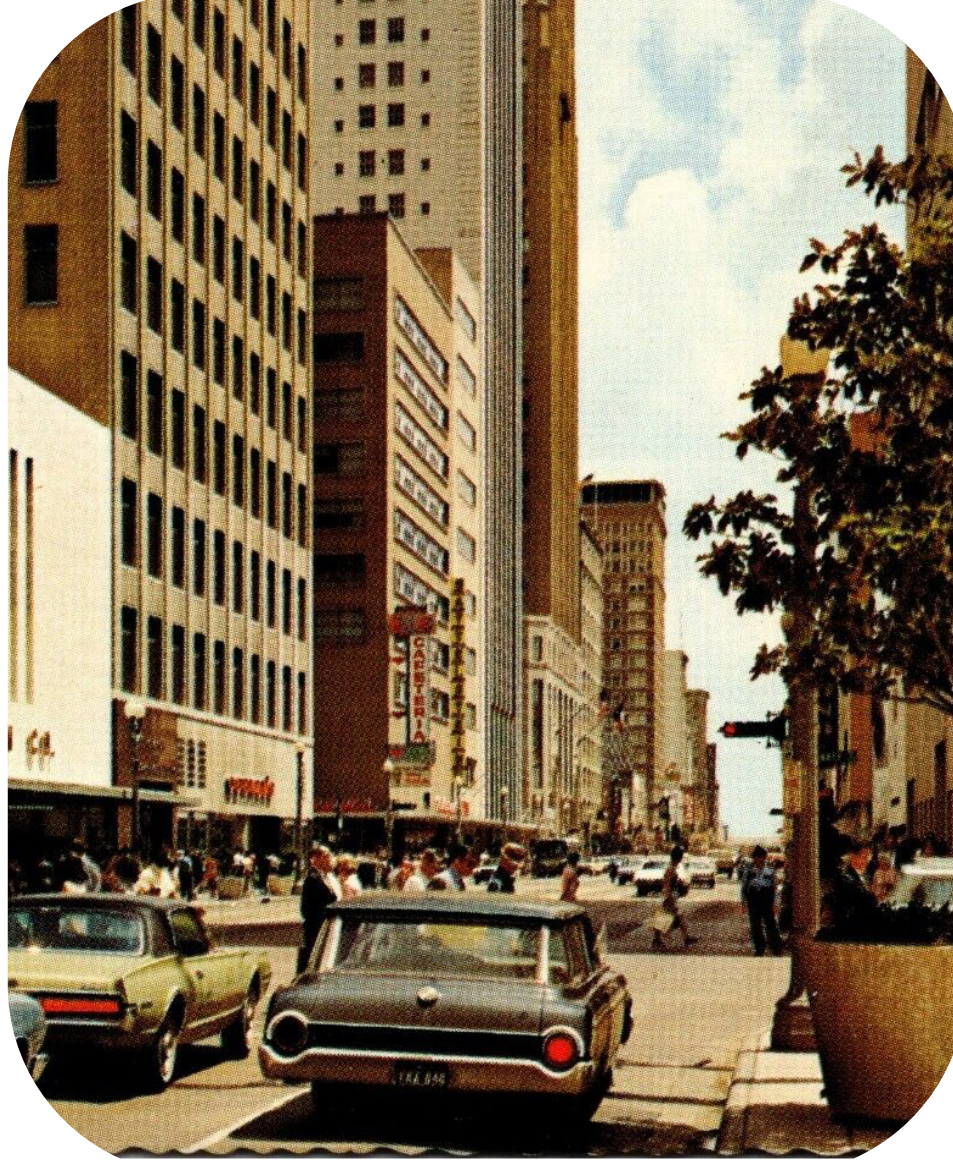
Establish a **fun and
enjoyable identity** for this
7-blocks of Main Street



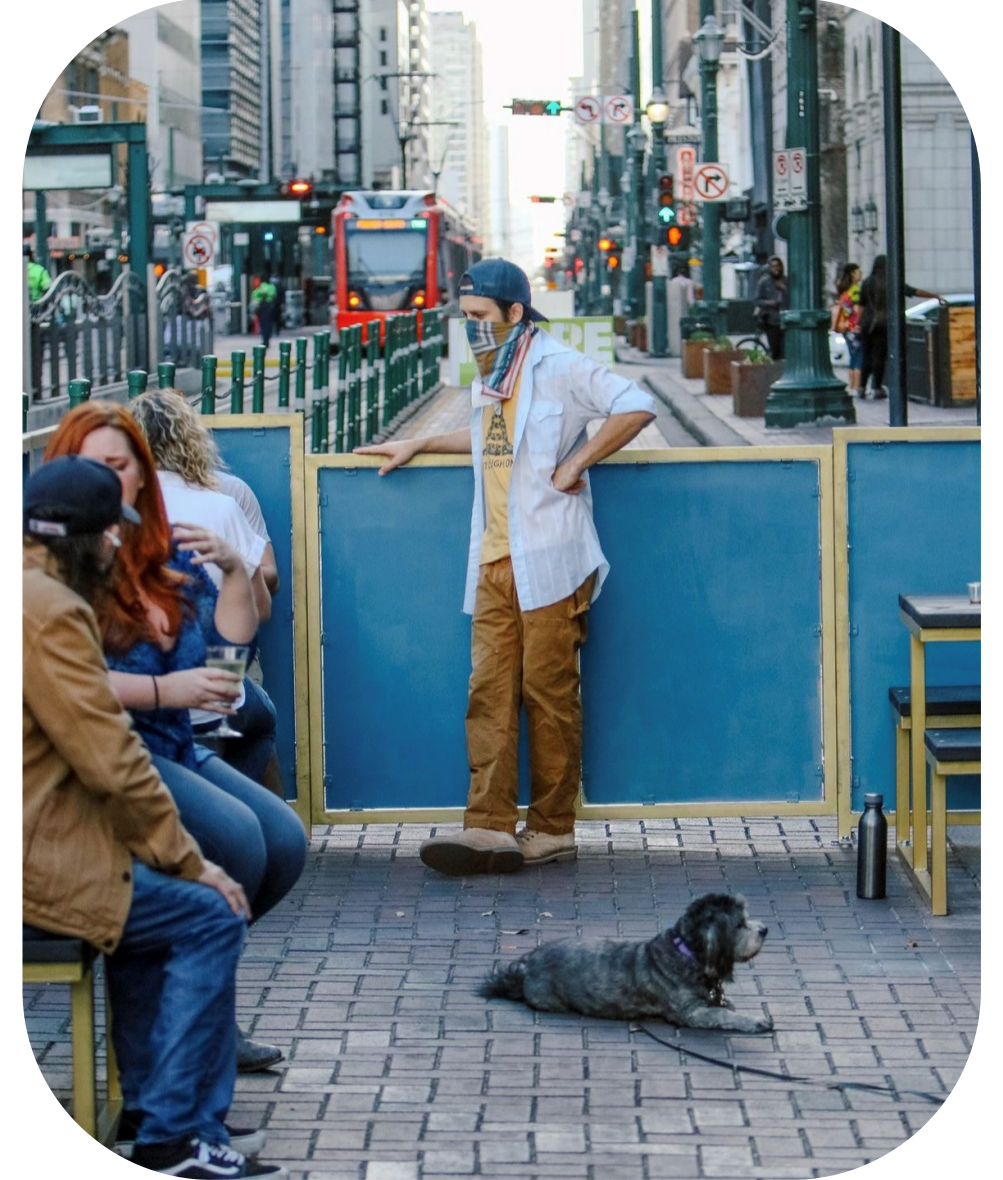
CREATING TODAY'S MAIN STREET...



1900's



1960's



2021

The More Space initiative begins as a temporary way to support businesses during the pandemic

CREATING TODAY'S MAIN STREET...



march, **2023**

City Council approves the permanent establishment of the 'More Space' program



may, **2023**

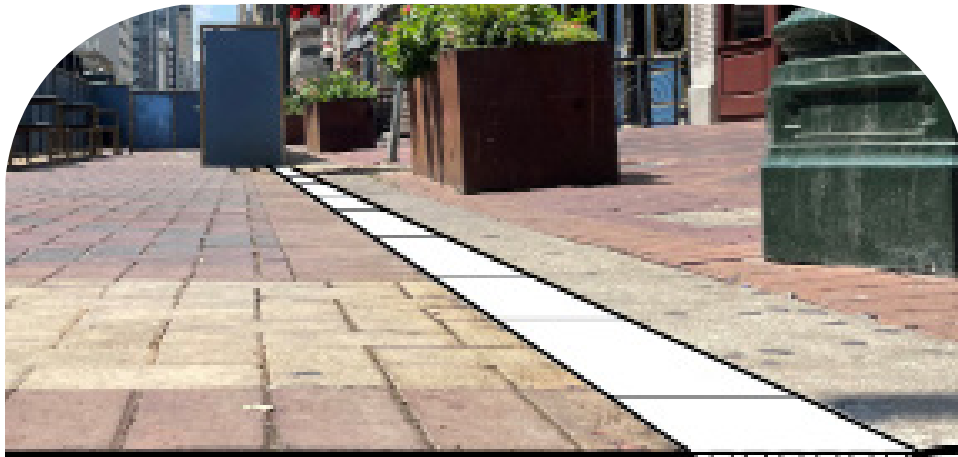
Consultant team begins the planning study to define the vision with stakeholders



aug-oct, **2023**

Multiple public workshops take place to share ideas and get feedback

CREATING TODAY'S MAIN STREET...



2024

Engineering & Detailed Design



2025

Proposed construction period



2026

Target for completion & re-opening of Main Street

ENGAGEMENT RECAP

20
stakeholder groups
engaged

8 hrs
of public workshops

330
people engaged

1,346
feedback points
(dots, post-its, chips)



ENGAGEMENT RECAP

What we heard...



Downtown is **“home”** for many people



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



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
- 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
- JW Marriot
- Moxy

Other

- CM Gallegos

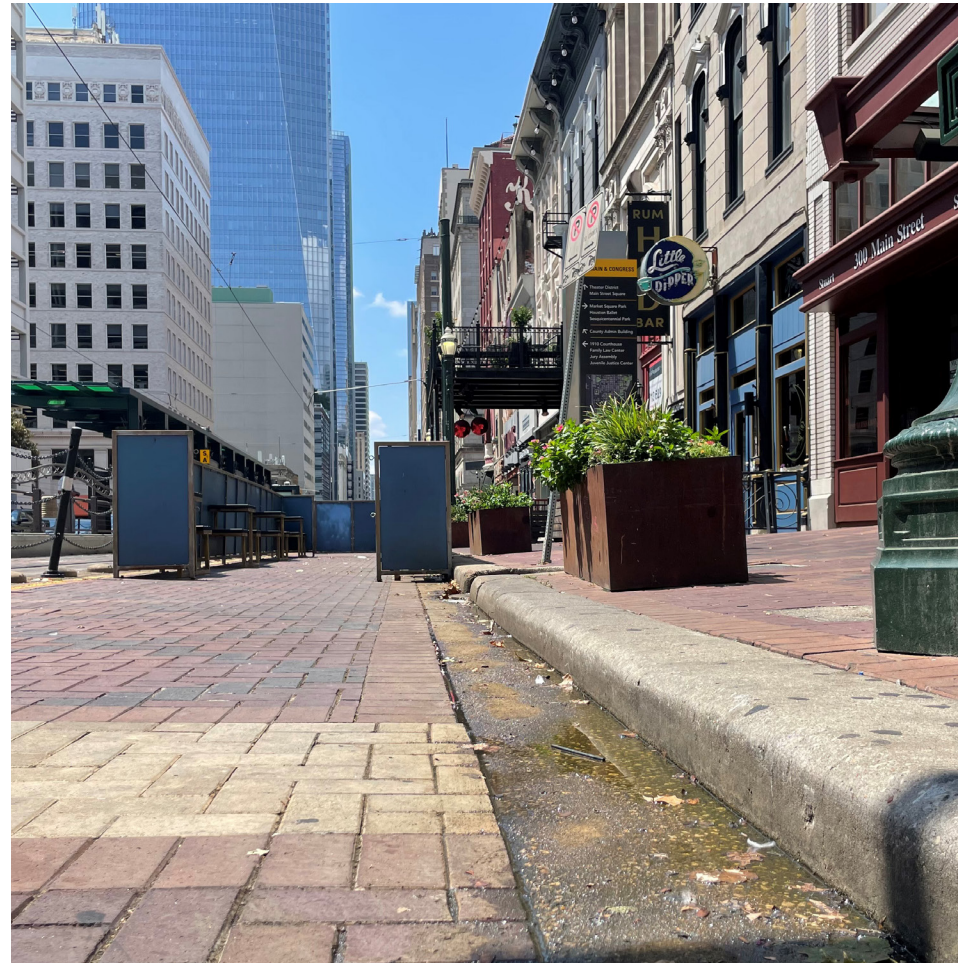
KEY CONSIDERATIONS

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?

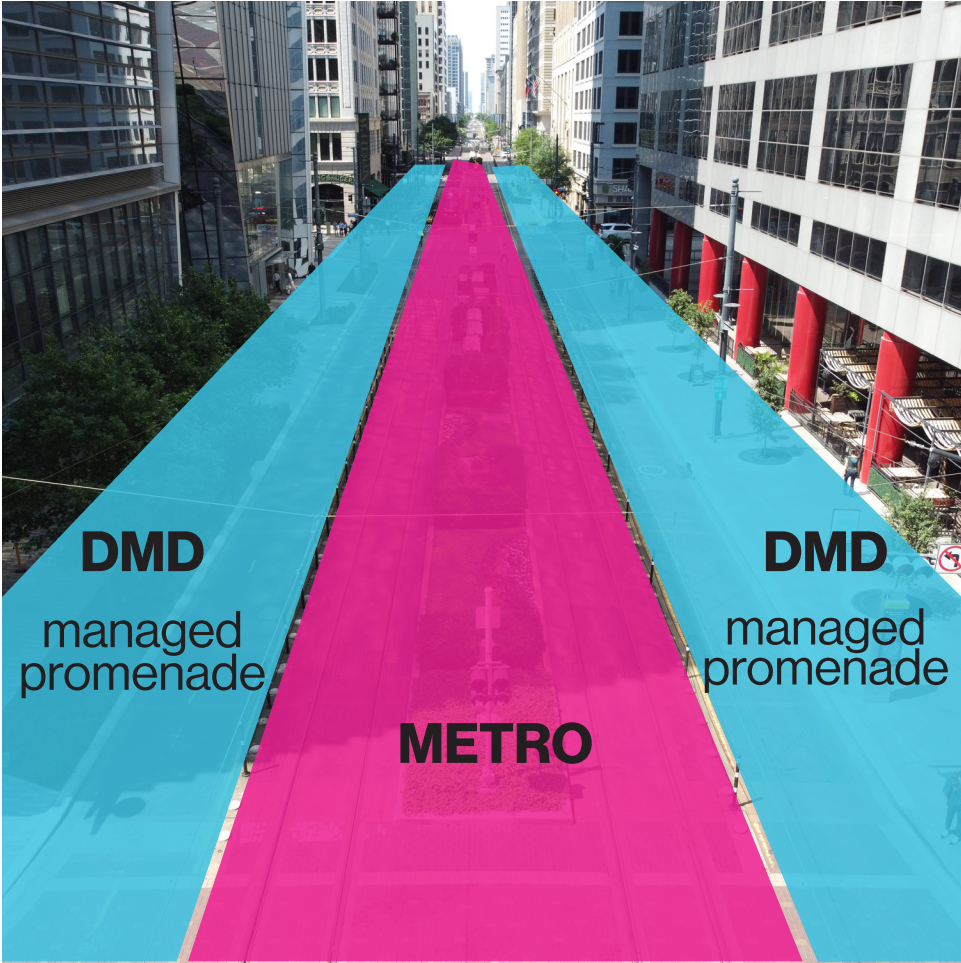
Placemaking



Strong interest in creating a District Identity and place.

LEADING TO 3 BIG SHIFTS

Maintenance



Downtown Management District

To manage the public realm

Accessibility



Raise the Street

To create a flush walking surface between drive lane and sidewalk

Placemaking



Create Outdoor Rooms

That are fun, flexible and comfortable

ENABLES THE NEW MAIN STREET EXPERIENCE



Play spaces for families and children



Safe crossings along corridor



Outdoor spaces for leisure and respite



Green space links to the bayou system



Night-time lighting and events programming



Community gathering plazas with shade



Protected green buffer with cafe seating



Wide, uninterrupted pedestrian sidewalk



Opportunities for art installations + murals

CELEBRATES A GATEWAY AT ALLEN'S LANDING



SAFE CROSSINGS



ACTIVATING MAIN STREET



Main Street Today

- Narrow sidewalks with obstacles and limited accessibility
- Pockets of vacancies and/or activity only during certain hours of the day

ACTIVATING MAIN STREET



Transformed

- Vibrant, fully accessible promenade that welcomes people and activity to the street
- Attractive amenities invite new retail tenants into vacancies and support existing tenants
- Additional maintenance by the District to care for greenery and seating

ACTIVATING MAIN STREET



Opportunity Sites

- Single building occupies entire block
- Pockets of ground floor vacancies
- No fire access required in drive lane

ACTIVATING MAIN STREET



Transformation

- Celebrated anchor activation sites
- District provides capacity for pop-up markets and seasonal events
- Draw for those who live and work Downtown as well as citywide visitors

ACTIVATING MAIN STREET



THE NEW MAIN STREET

Night



THE NEW MAIN STREET

Day



MAIN STREET 2.0 FOR EVERYONE



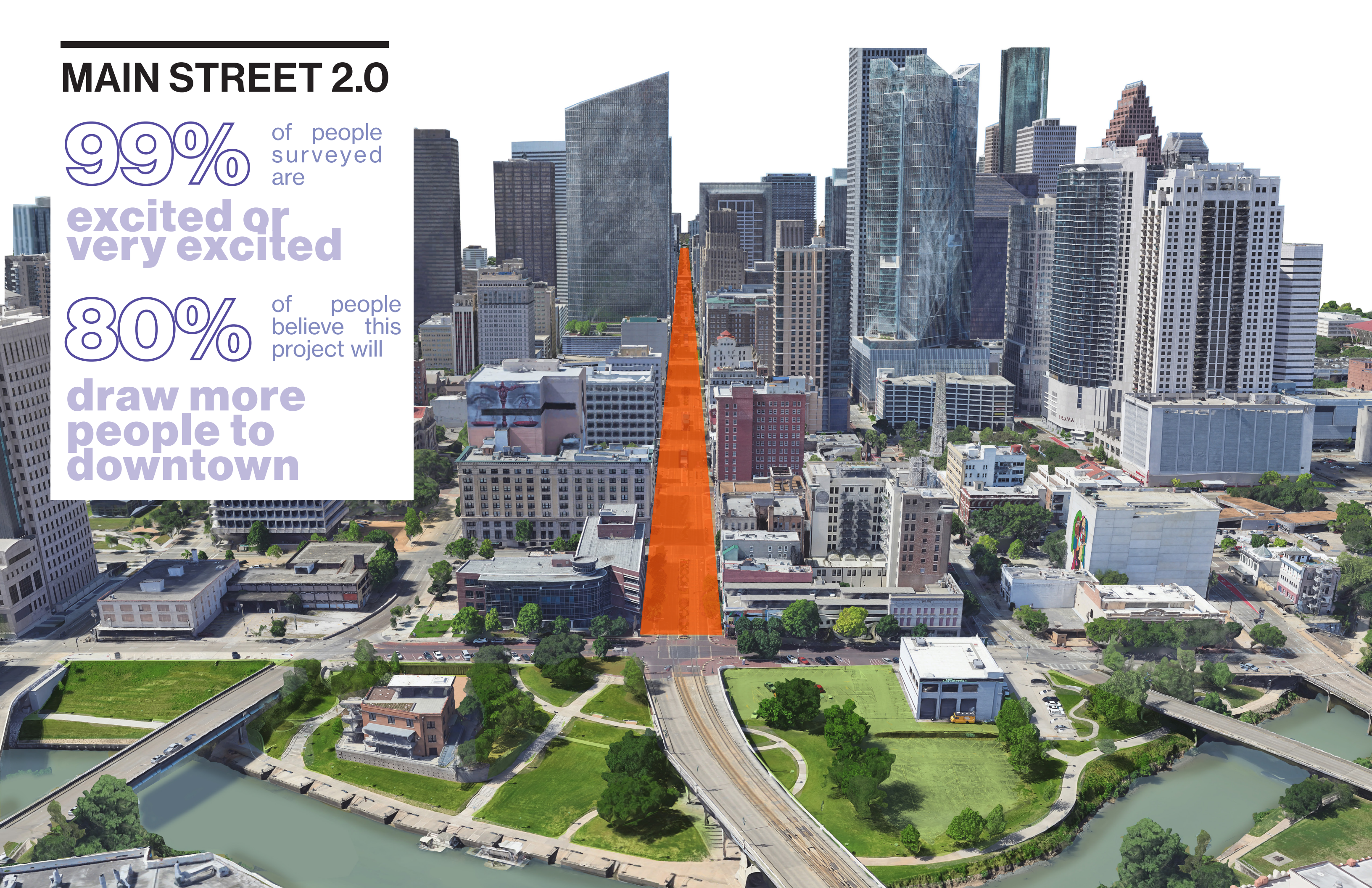
MAIN STREET 2.0

99% of people surveyed are

excited or very excited

80% of people believe this project will

draw more people to downtown



PROJECT TIMELINE



2021-2022
MORE SPACE 1.0



2023
CITY COUNCIL DECISION

we are here



2023
ENGAGEMENT + BASIS OF DESIGN



2024
DESIGN + ENGINEERING



2025
CONSTRUCTION



2026
WORLD CUP

Q&A



END