

# MAIN STREET PROMENADE

TexITE 2026

**Cooler Streets: Reimagining Houston's Main Street  
as a Resilient Promenade for People**

# Speakers



**Heather Guillen, PE, ENV SP**  
Team Director



**Cassie Hoeprich**  
Director of Planning &  
Economic Development



**Lee Anne Dixon, PE, PTOE**  
Director of Traffic/ITS/Planning



# QUESTION:

Is it a good idea to remove drive lanes and repurpose them for pedestrian use?

Many cities are doing it, but also many are undoing that kind of a move...





JASMINE  
SWEET  
SWEET

W. B. BAKER

W. B. BAKER

W. B. BAKER

W. B. BAKER

Foot of MAIN ST.  
Houston TEX.  
SHIPMETER  
Houston TX.



10

RIALTO

BELLE BENNETT  
IN FOURTH  
COMMANDMENT  
COMEDY & NEWS

FOLY PATHE

LADIN'S

QUEEN

COFFEE CO.  
WATCHES  
DIAMONDS

QUEEN  
BEBE DANIELS  
KISS IN A TAXI

ATS  
SHUDE'S

1470-1431

1403-8851

1444-9401

# RICE HOTEL

AIR CONDITIONED

*Coffee House*

24 HOUR SERVICE

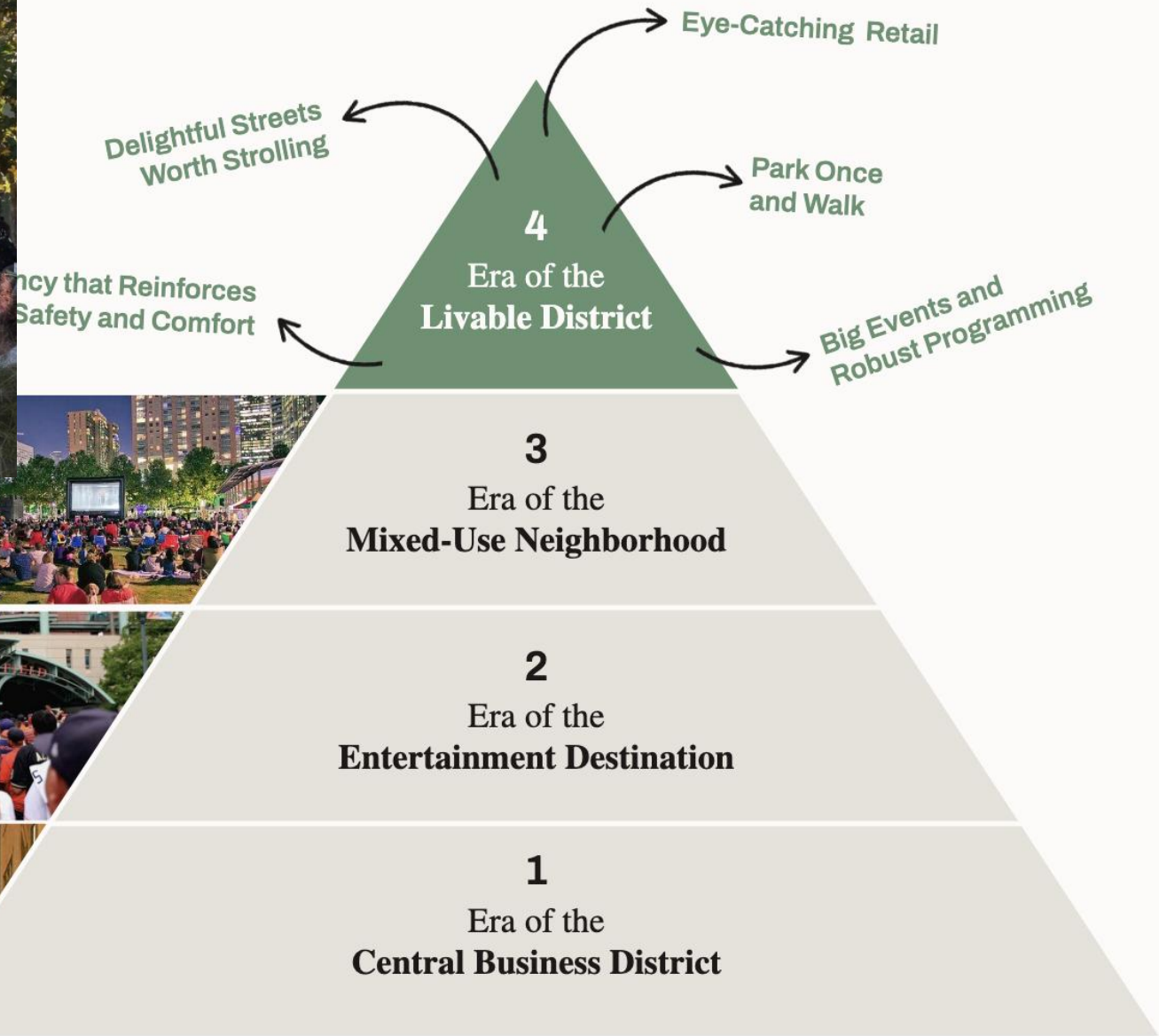
**GARDEN  
THIS**

**PILGRIMAGE  
WEEKEND**





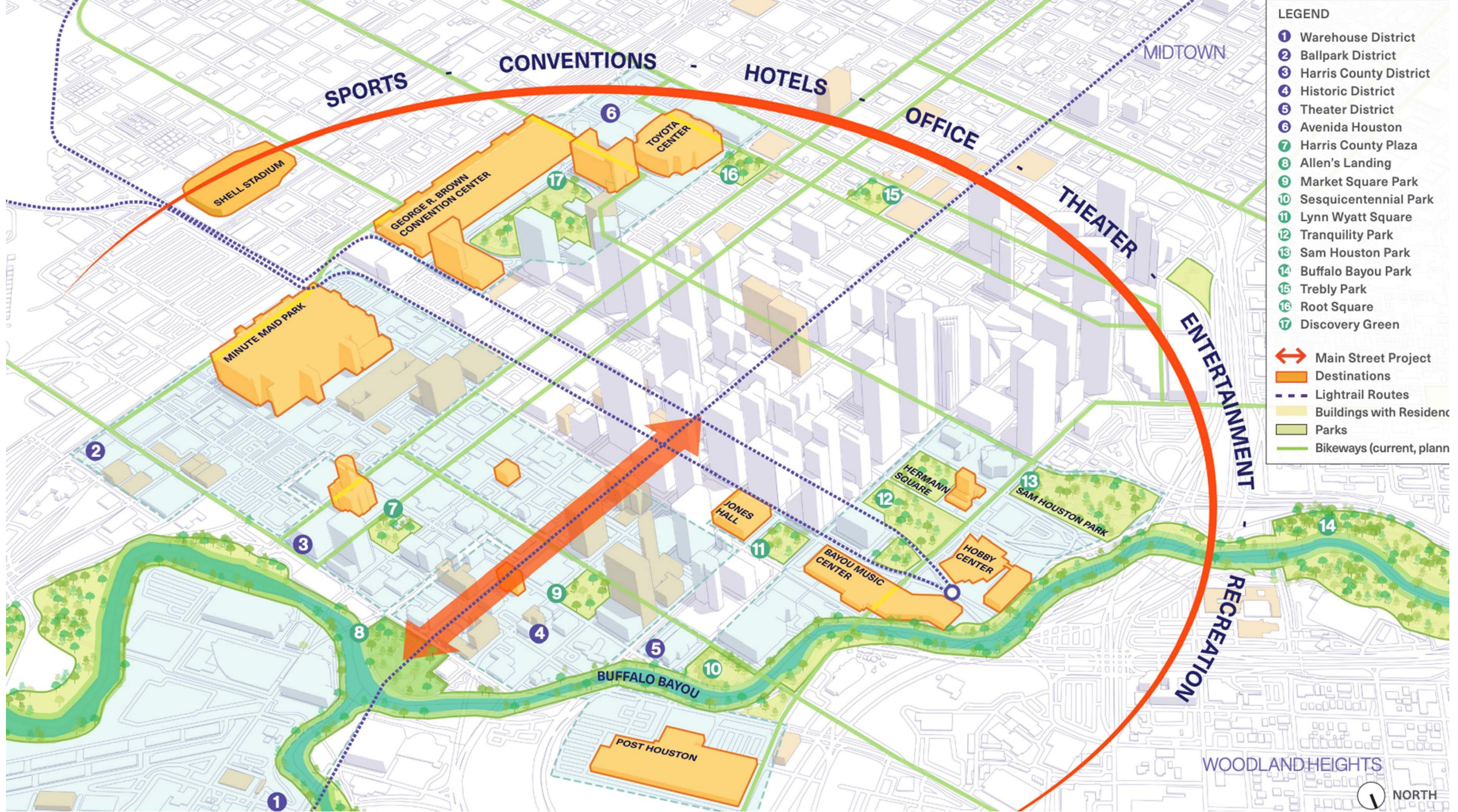
# Downtown Houston Public Realm Action Plan

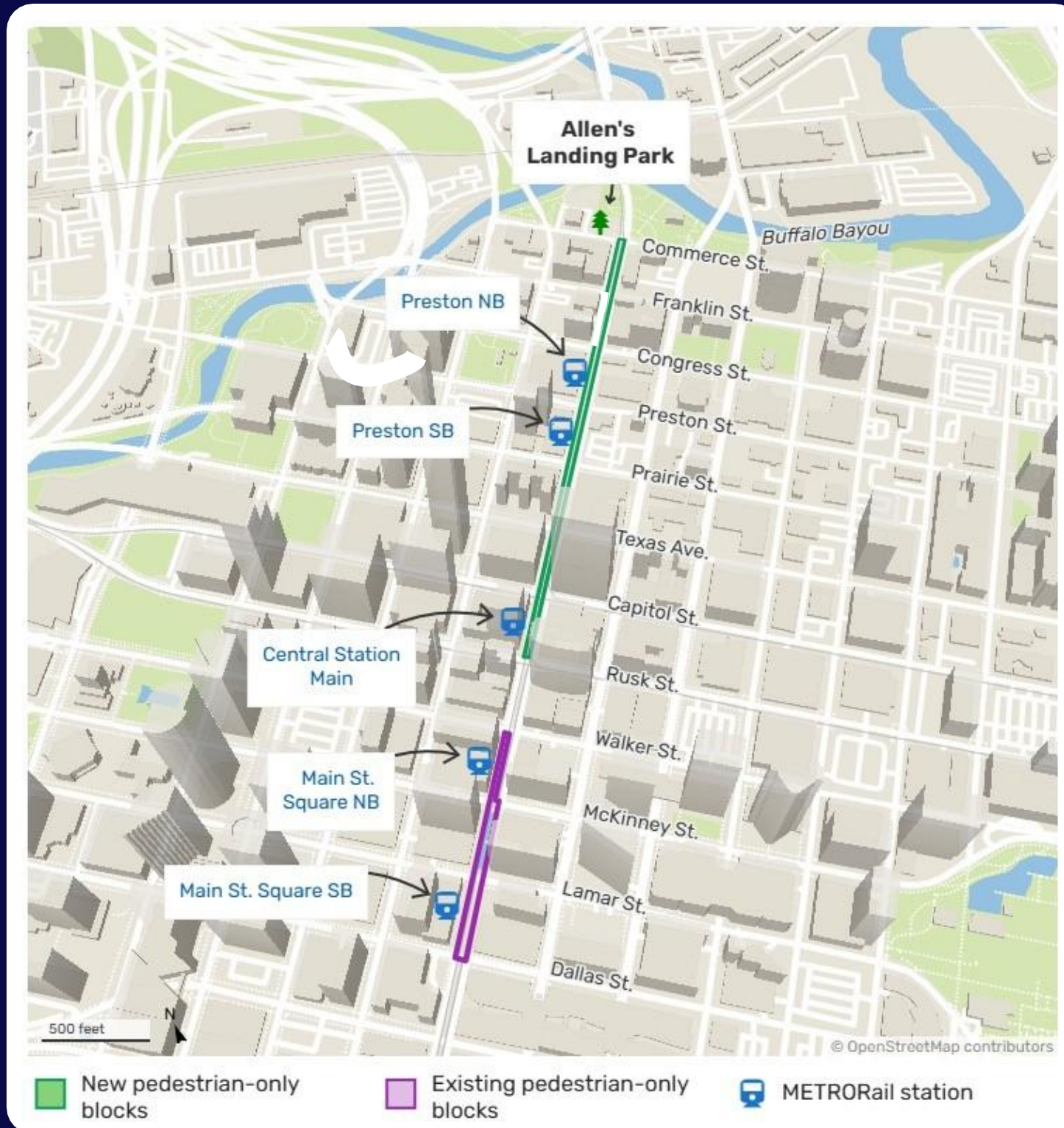




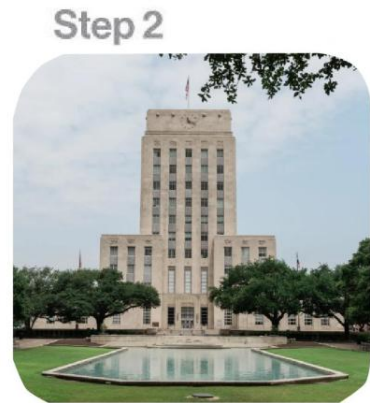
CREDIT  
CLARKS

DOWNTOWN  
HOUSTON+





# TIMELINE



**2023**  
CITY COUNCIL DECISION

**2021-2022**  
MORE SPACE 1.0



**2023**  
ENGAGEMENT +  
BASIS OF DESIGN



**2024**  
DESIGN + ENGINEERING

**WE ARE  
HERE**



**2025**  
CONSTRUCTION



**2026**  
WORLD CUP

# PUBLIC & STAKEHOLDER ENGAGEMENT

## 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 Energy Houston Fire  
Department Houston Police  
Department  
Houston Administration and Regulatory Affairs  
Mayor’s Office of People with Disabilities Mayor’s  
Mayor’s Office of Special Events  
Mayor's Office of Cultural Affairs

## Stakeholders

### Business Owners

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

### Main Street Hotels

- Hotel Icon
- AC Hotel
- JW Marriot
- Moxy

### Elected Officials

- Mayor John Whitmire
- Mayor Sylvester Turner
- Council Member Gallegos Council Member Martinez
- Council Member Castillo Commissioner Ellis

### Property Owners

- Hines
- Dan Zimmerman
- UofH Downtown
- Midway

### Other

- Buffalo Bayou Partnership
- Downtown Residents (2)
- Houston First
- Midtown District
- Islamic Da'wah Center
- Precinct1

# PUBLIC & STAKEHOLDER ENGAGEMENT

OCTOBER 2024

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



# NEW “SHIFT”

## 4 Big Shifts

### 1 Maintenance

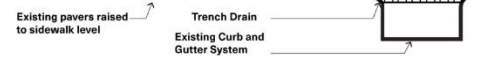
*Like the ideas, but who is going to take care of this?*



**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?*

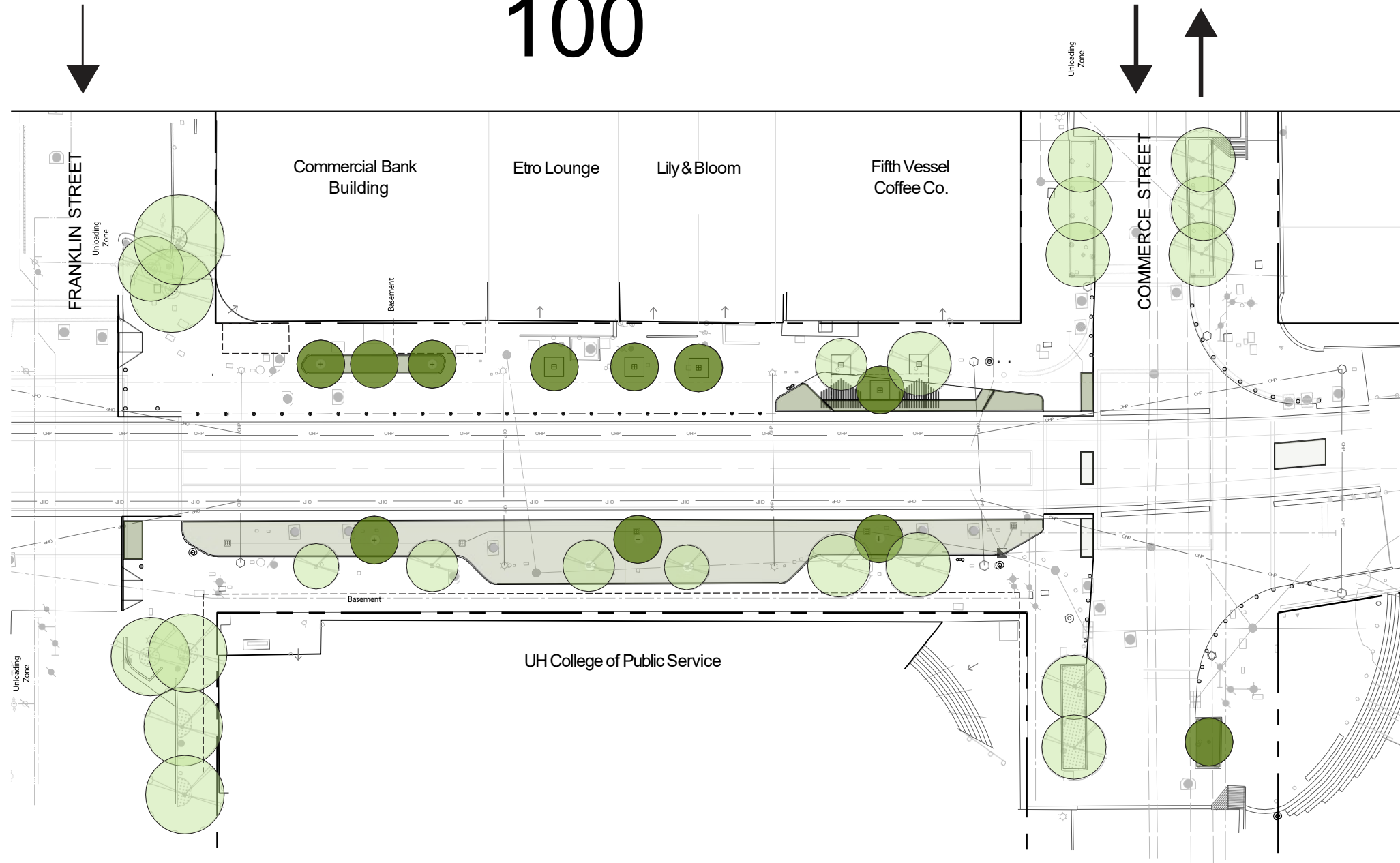


**Increase Tree Canopy and Implement Structures**  
Reduce ambient temperatures

# EXAMPLE

## BLOCK 100

# 100

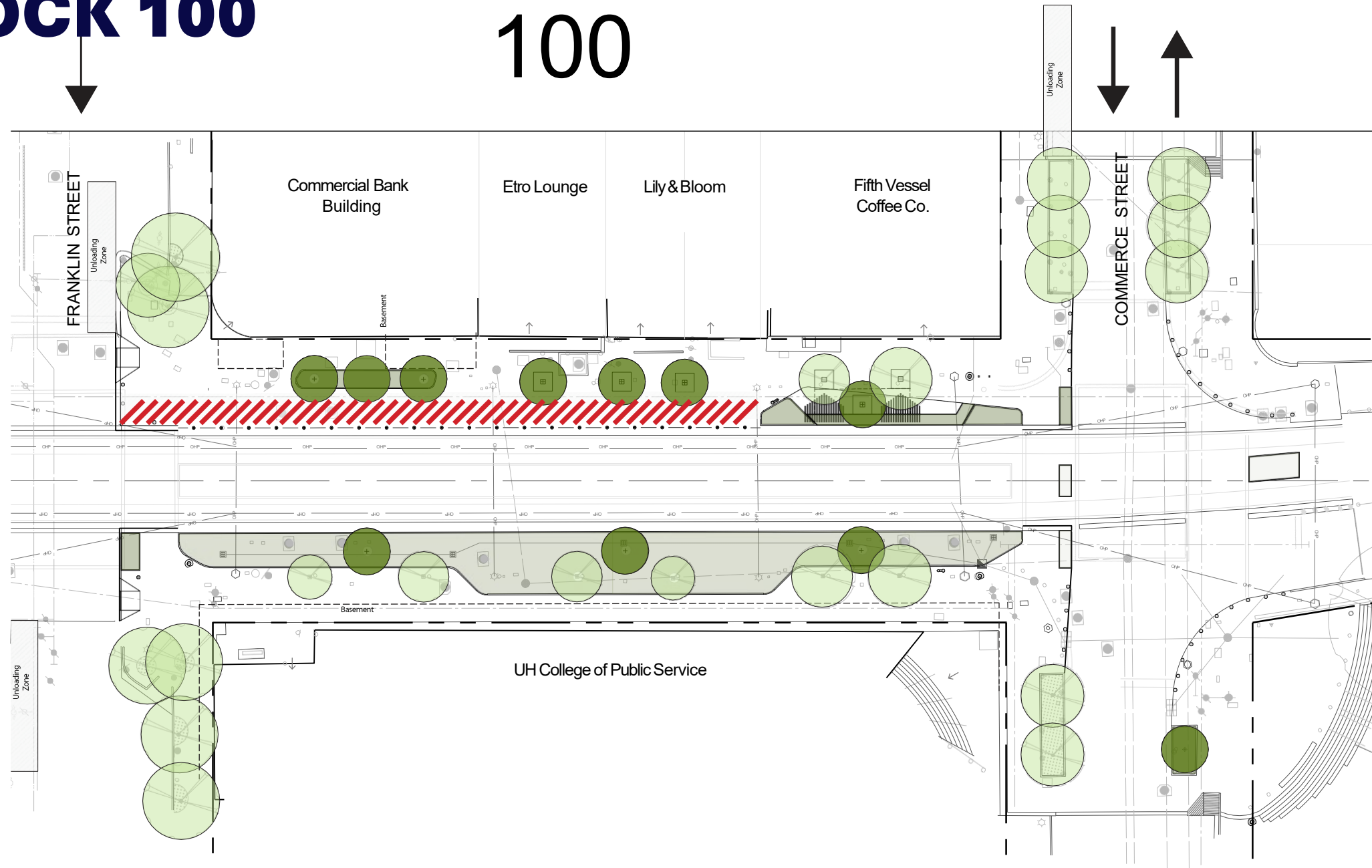


### LEGEND

- PATH OF TRAVEL
- TENANT SPACE
- FLEX ZONE
- OUTDOOR ROOM
- PLACEMAKING ELEMENT
- LANDSCAPE BED
- FIRE ACCESS LANE
- PROPOSED TREE
- EXISTING TREE

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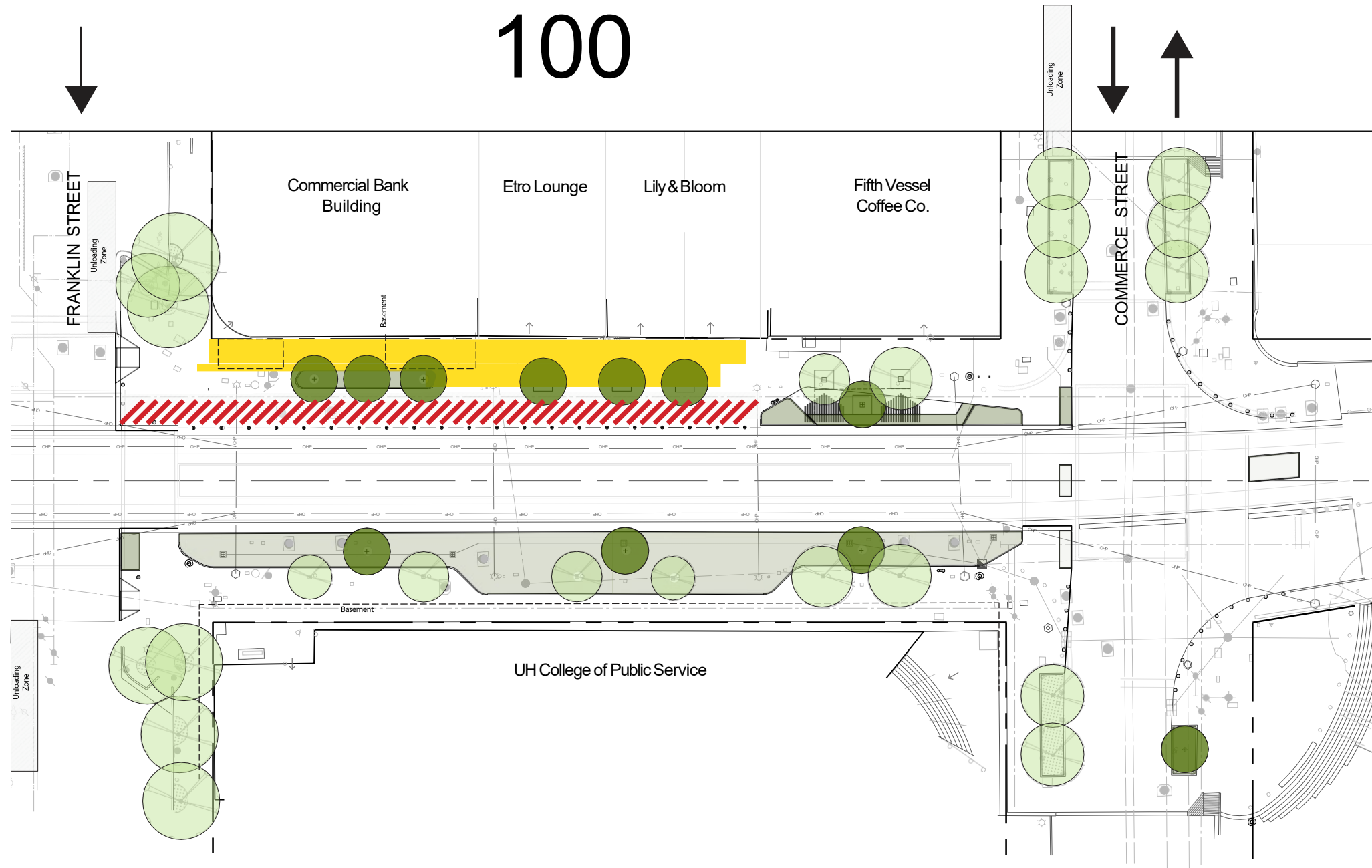
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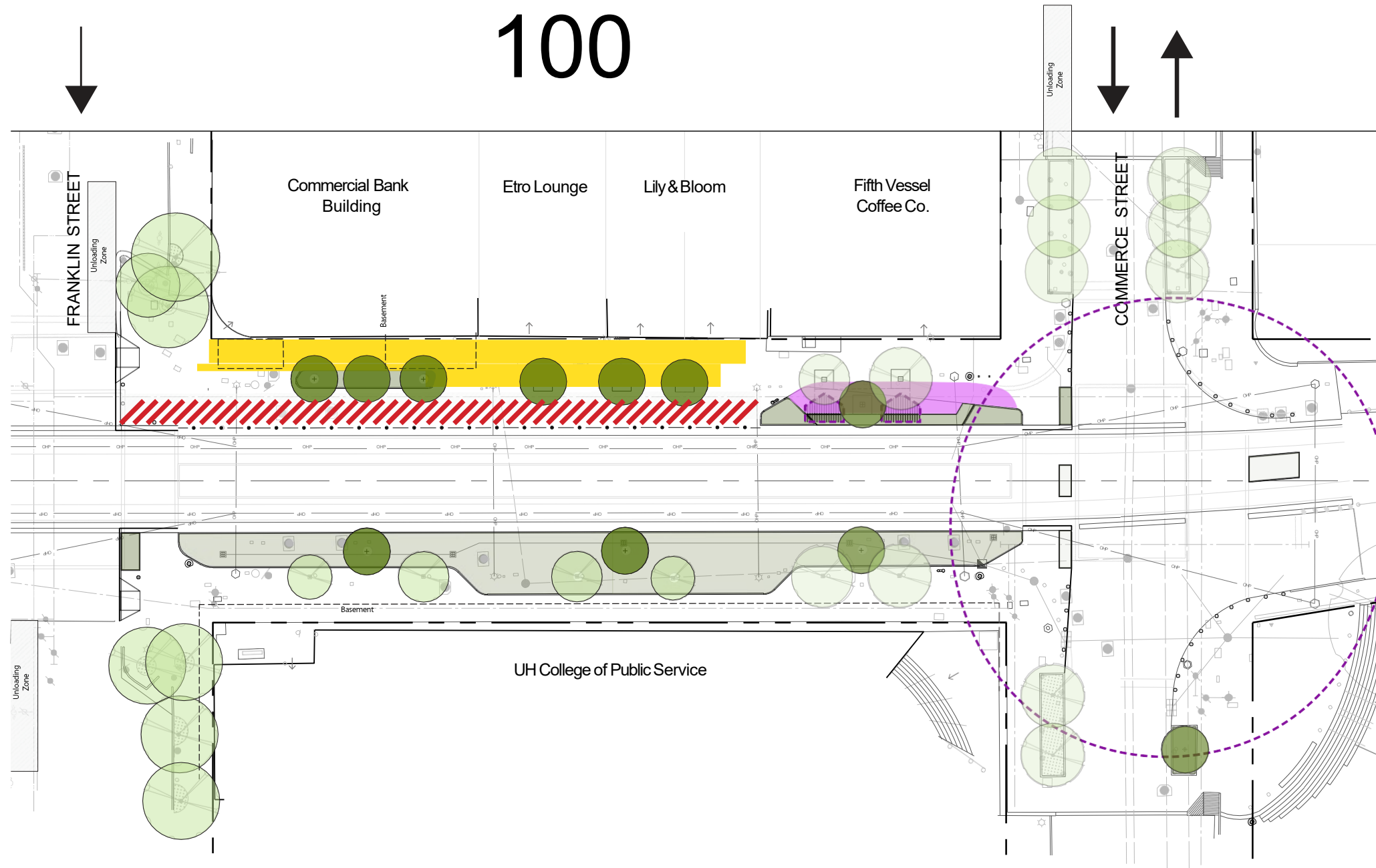
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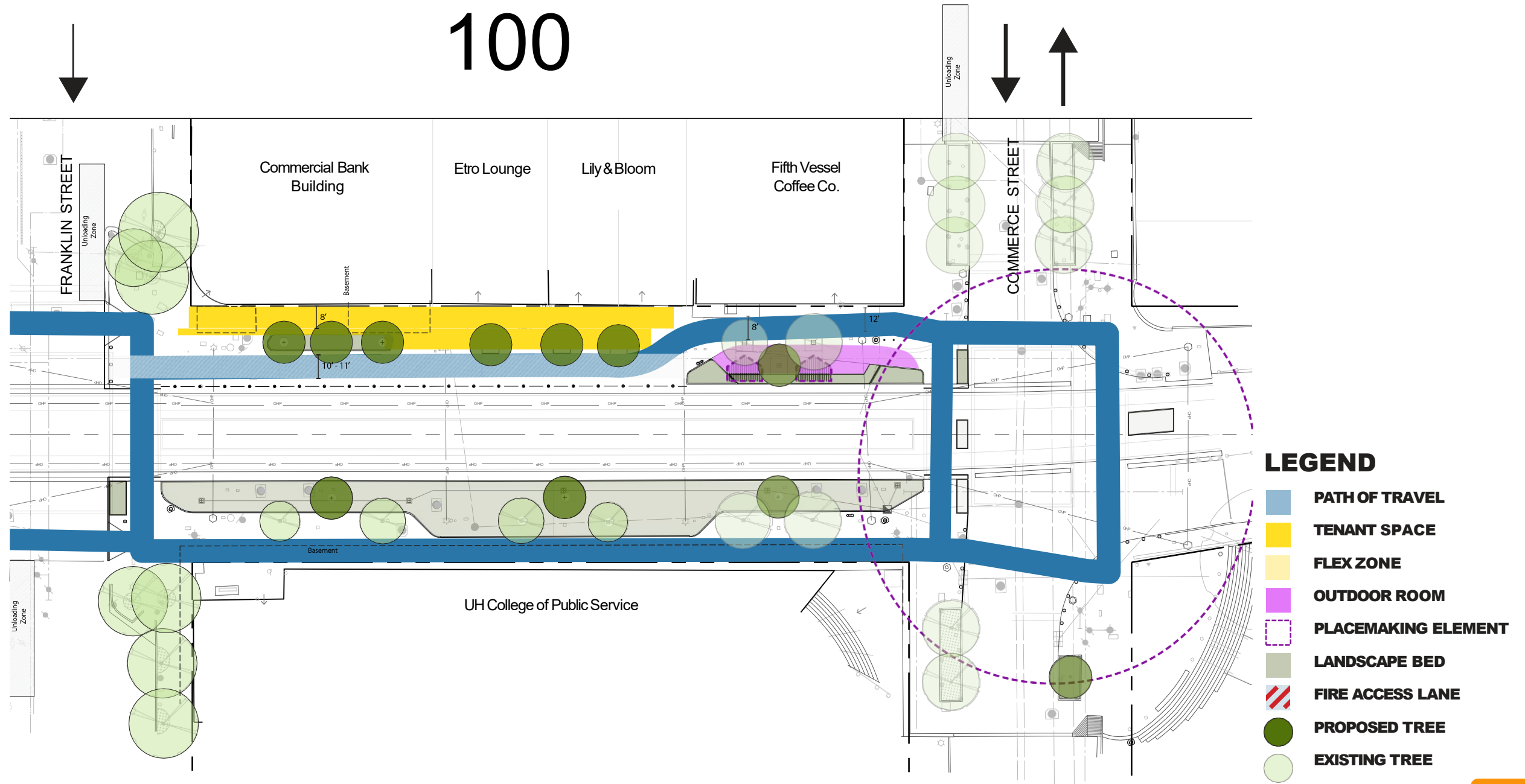
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STRUCTURE



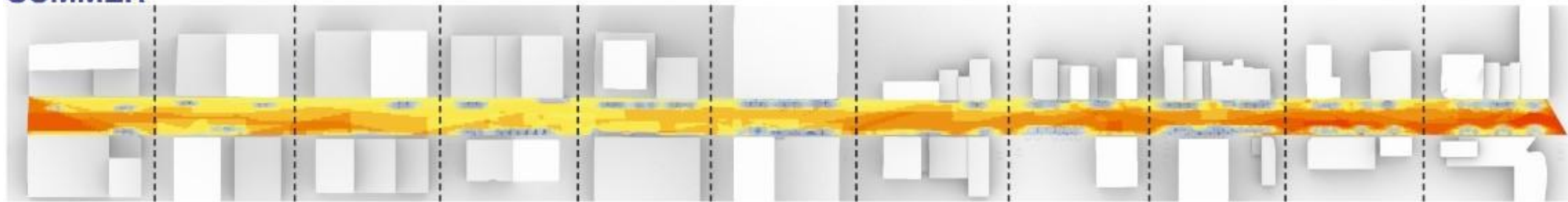
TREE CANOPY



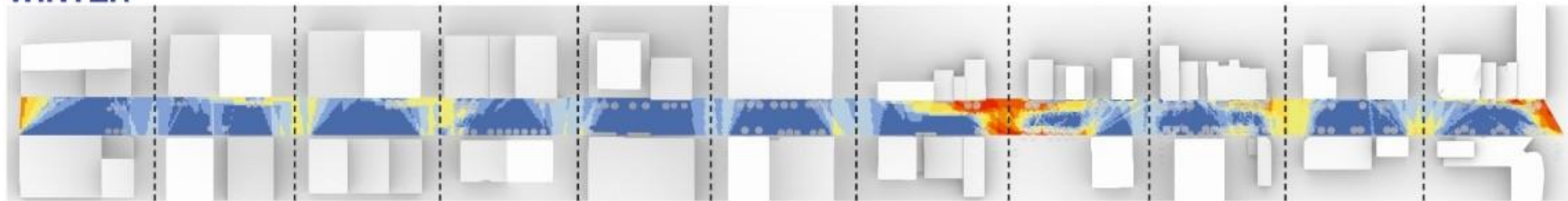
AWNING PROGRAM

## TARGET: REDUCE AMBIENT TEMPERATURES BY 10° F

### SUMMER



### WINTER



# CHARACTER

## PLANTING



**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**

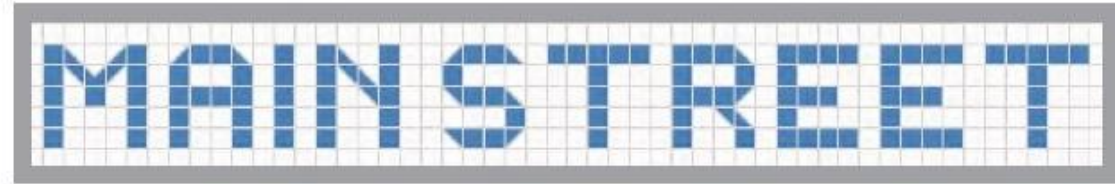
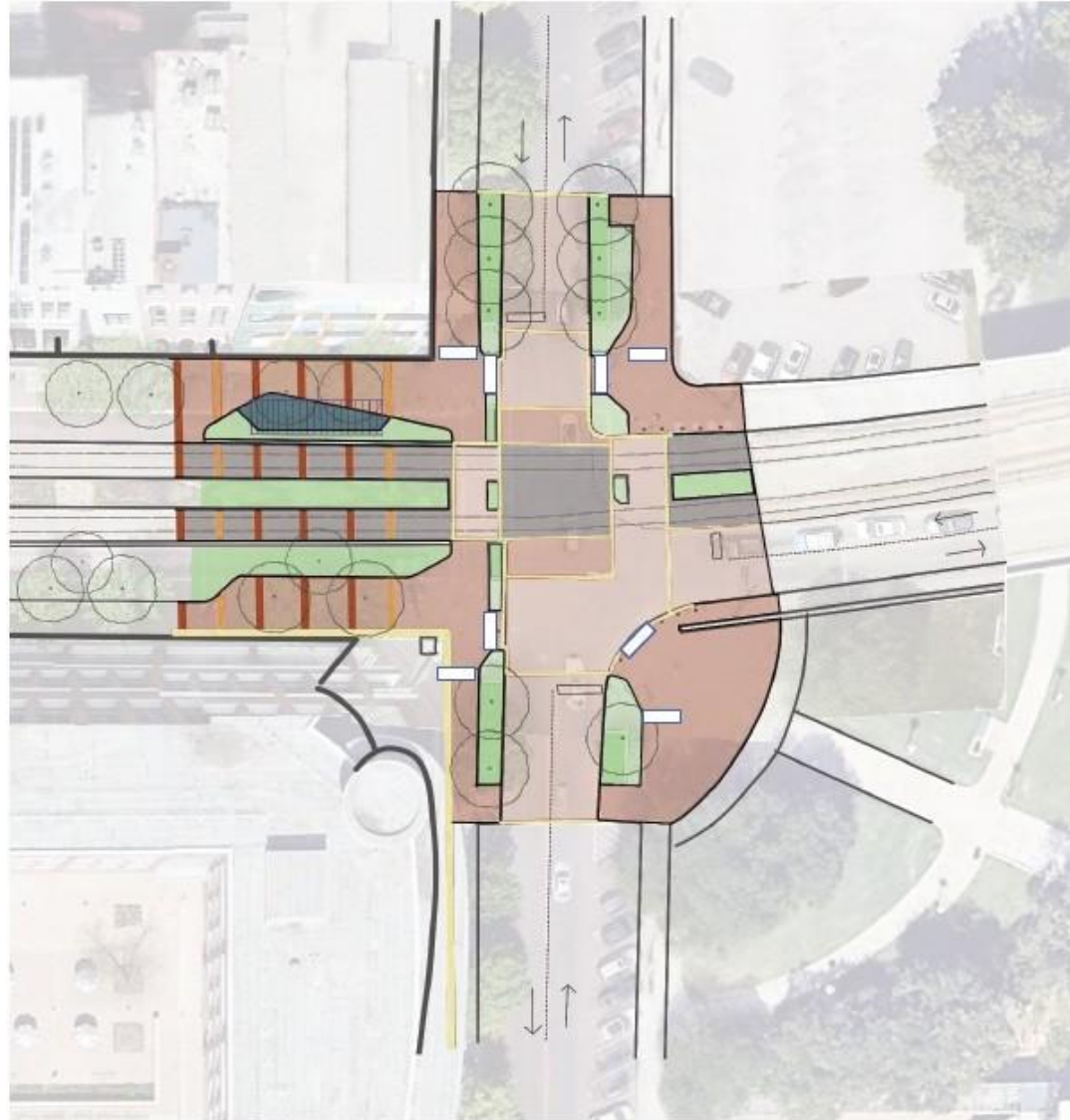
**42,880 GALLONS OF STORMWATER TREATED PER YEAR**

**450% MORE PERVIOUS COVER**

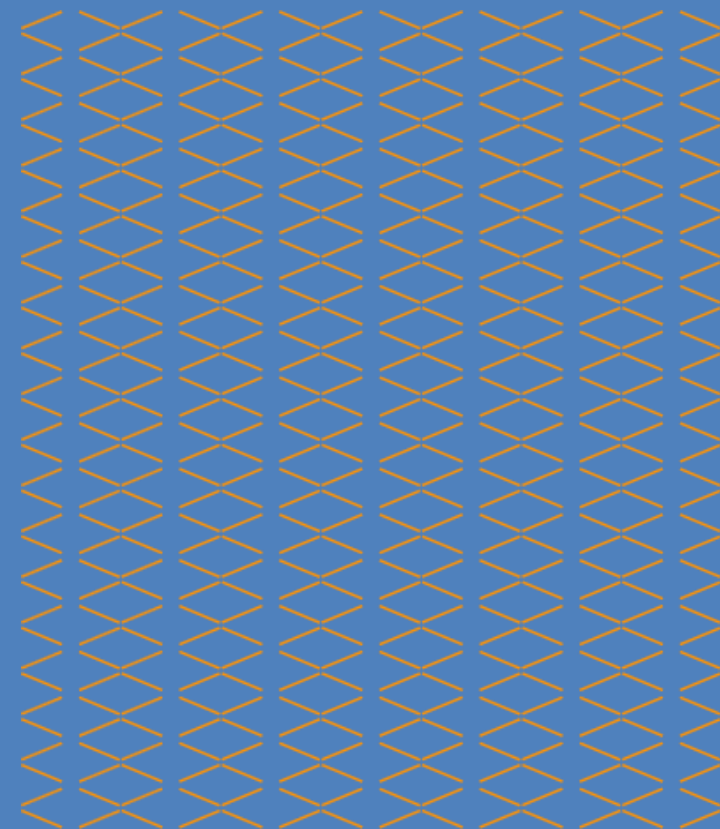
**367% MORE SOIL PER TREE**

# CHARACTER

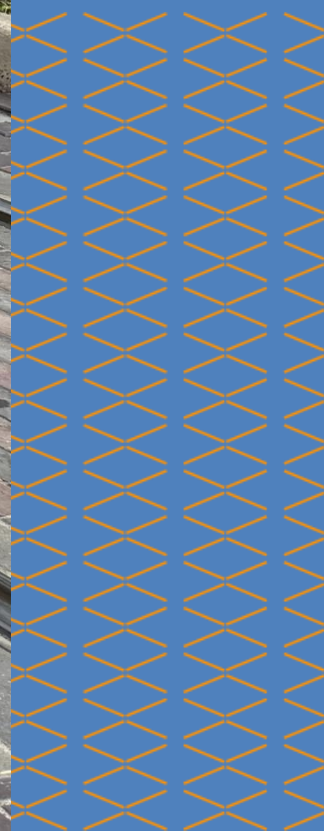
## BLUE TILE AT INTERSECTIONS













SPECIALTY  
COFFEE  
SERVICE

*Fifth Vessel*

thefifthvessel.com



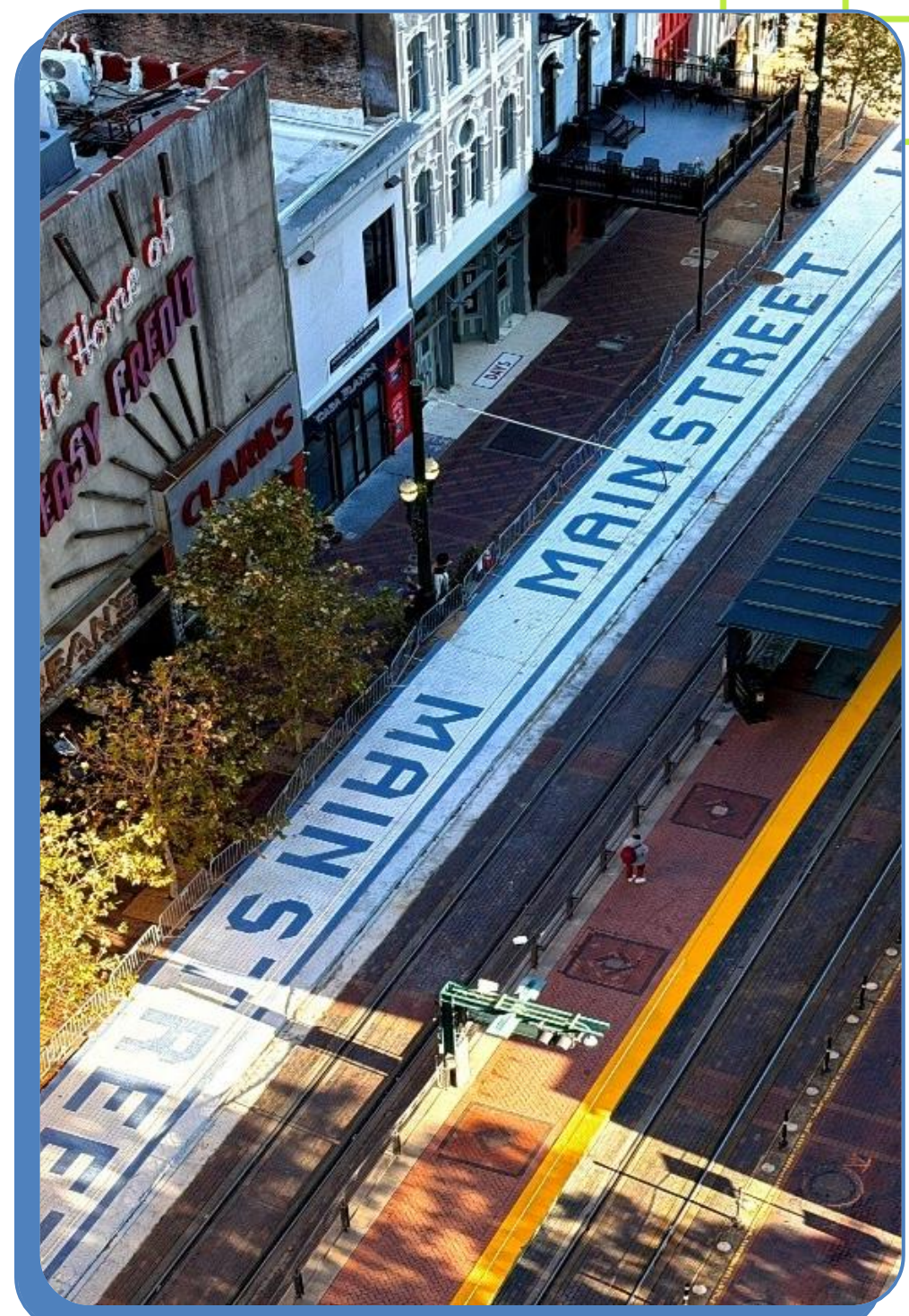
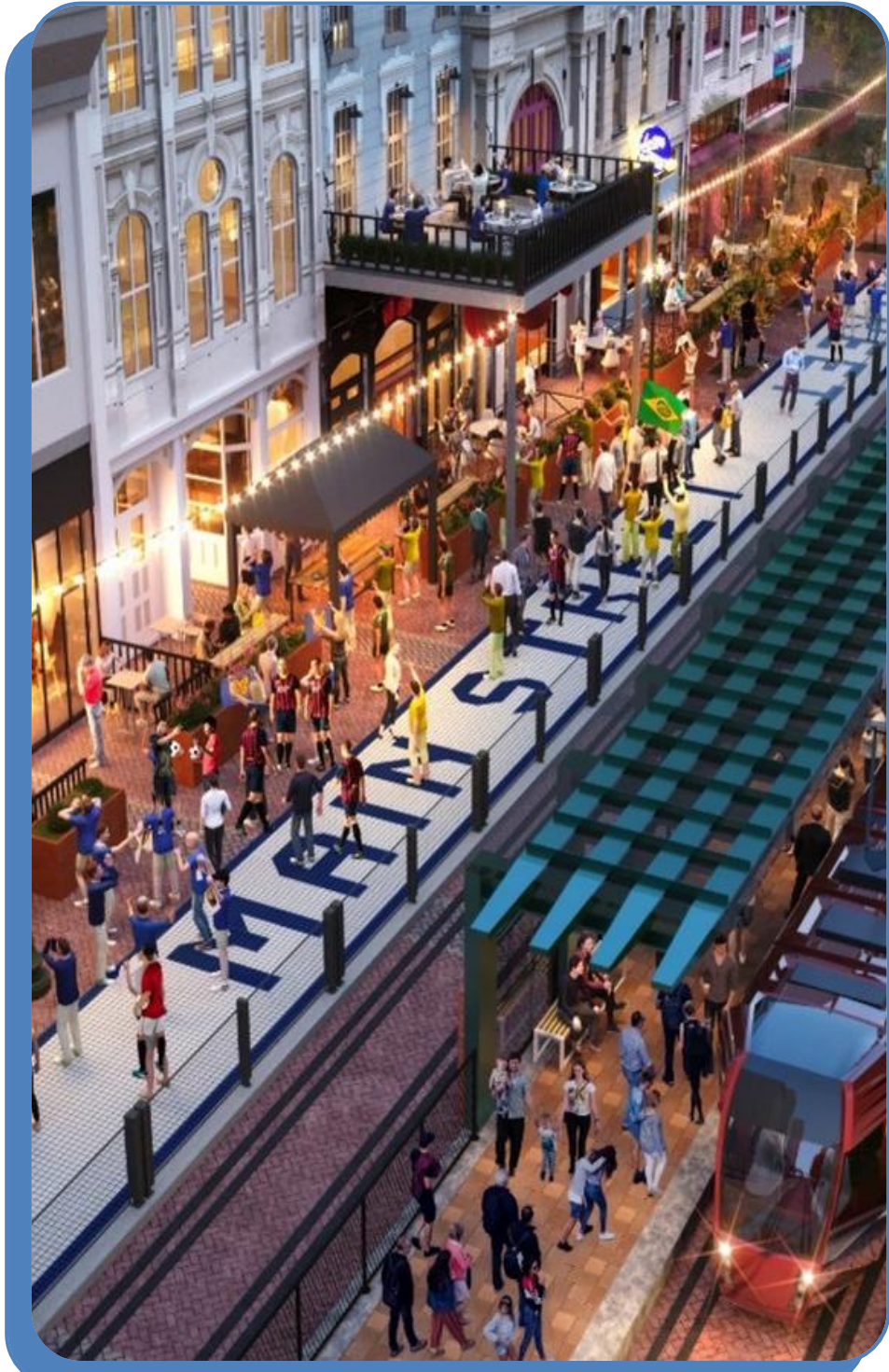
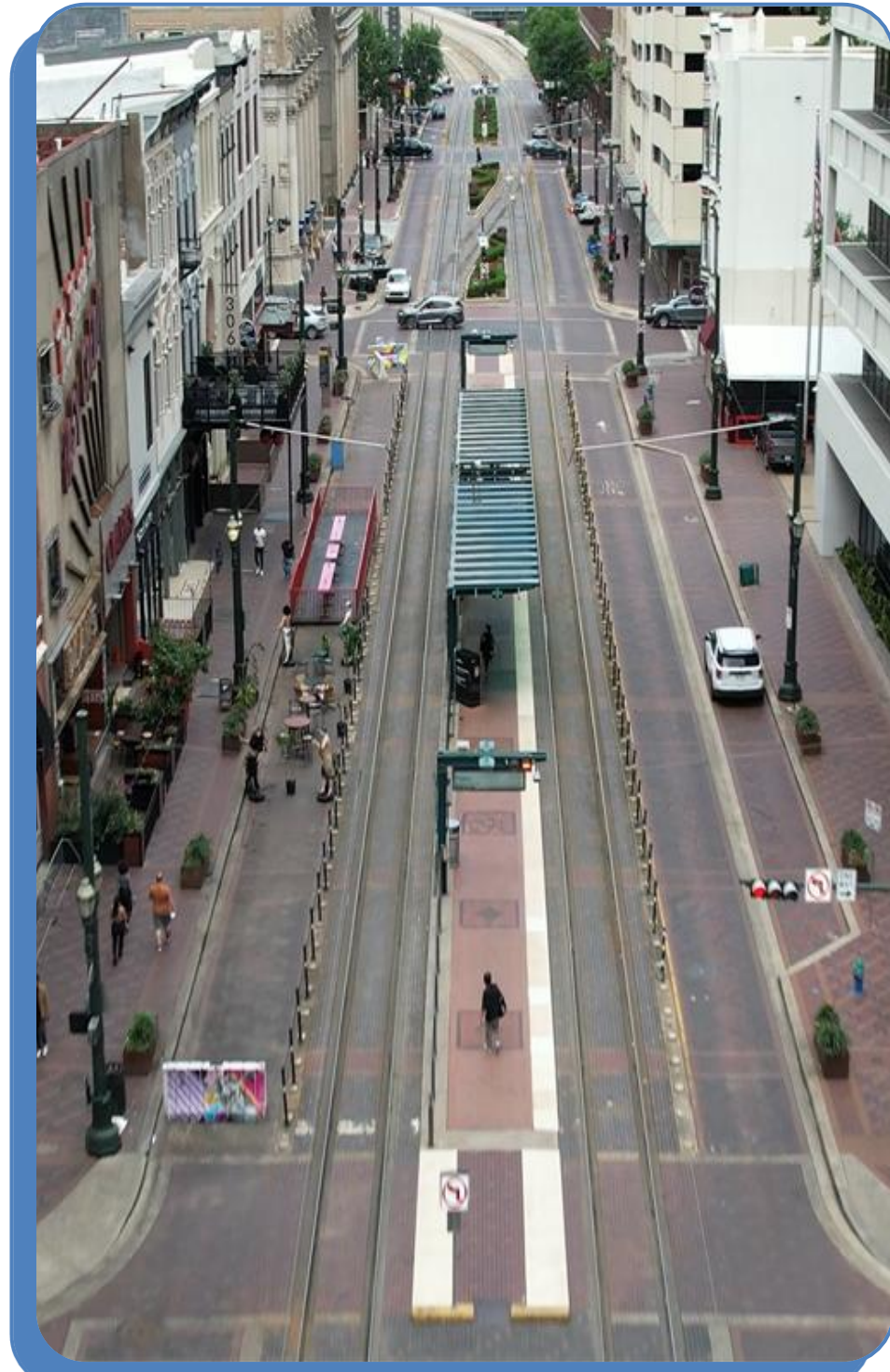
LFD COLLEGE OF PUBLIC SERVICE

MAIN STREET  
CORRIDOR 900  
COMMERCE

MAIN &

FEROV ENERGY

octopl



# MAIN STREET PROMENADE PLACE MANAGEMENT

The “Big Shifts” promised with the Main Street Promenade project were informed by years of community engagement and include two that require more than physical improvements.

## 4 Big Shifts

### 1 Maintenance

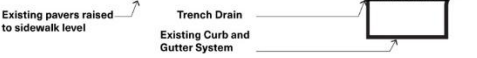
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# MAIN STREET PROMENADE PLACE MANAGEMENT

Through a new ordinance with the City of Houston, DTH+ will be able to accomplish these “Big Shifts” by:

- Creating Main Street Promenade Outdoor Dining Guidelines for sidewalk cafés to support the licensing for outdoor dining
- Increasing maintenance & security services
- Implementing DTH+ events and programming, like music and markets, and overseeing licenses for third-party events and programming



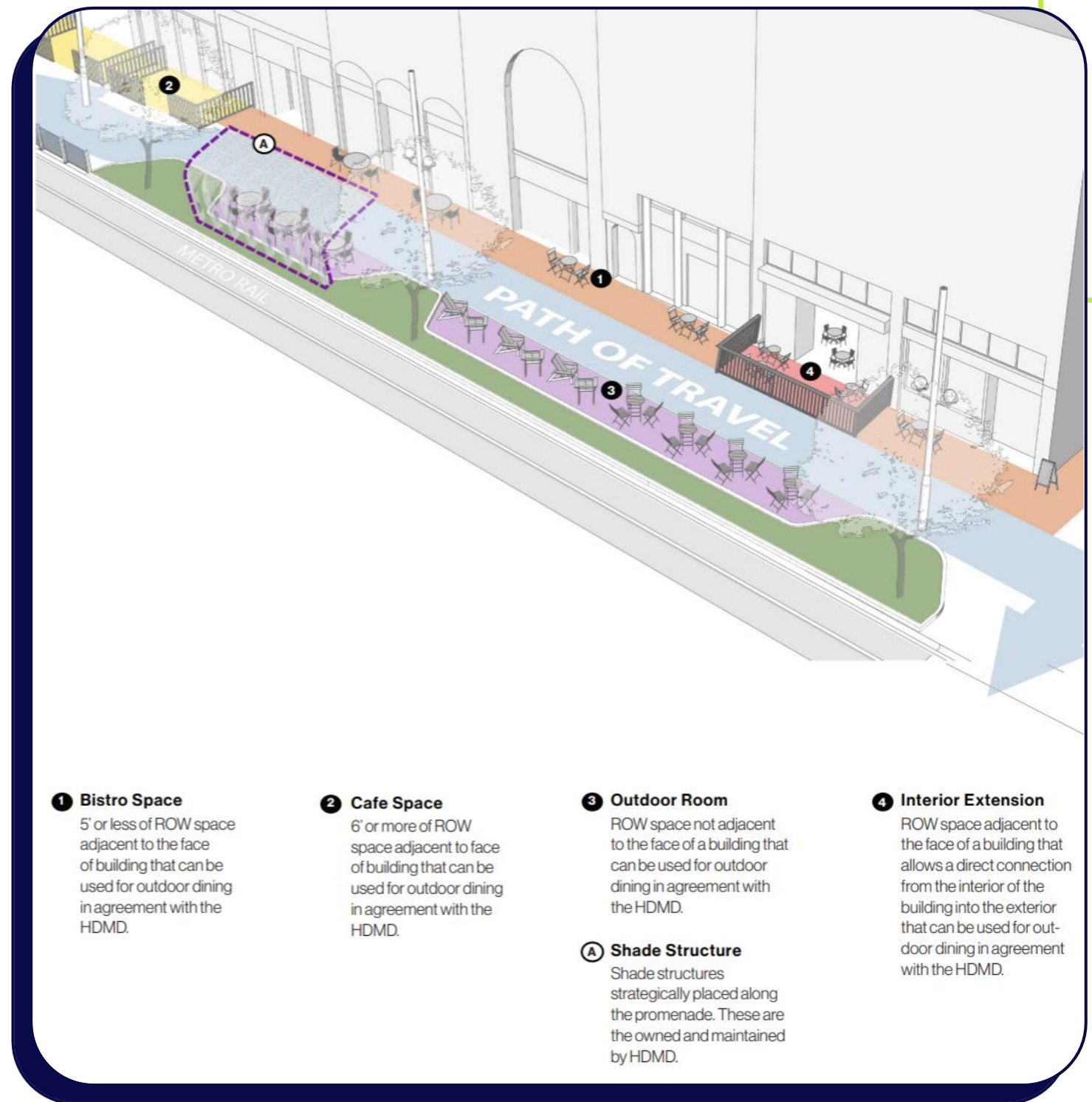
# AREA OF COVERAGE FOR ORDINANCE



# MAIN STREET PROMENADE OUTDOOR DINING GUIDELINES

The Promenade will offer four types of outdoor dining spaces for businesses and properties to utilize for sidewalk cafes. Guidelines will ensure the following are accounted for with these new types of spaces:

- Path of Travel
- Fire Lane
- Accessibility
- Utility Clearances
- Amenity Clearances



# STOREFRONT GRANTS



# HOUSTON'S ANSWER:

It can be! It depends on the corridor. Before advancing this type of project, we'd advise these five actions occur to ensure success:

1. Understand the corridor's history.
2. Pilot interventions before advancing permanent investments.
3. Allow the businesses and residents to shape the design.
4. Align with mass transit, if possible.
5. Plan for long-term maintenance up front.



THANK YOU