HOUSTON THEATER DISTRICT MASTER PLAN

PRESENTATION TO
COUNCIL COMMITTEE ON
QUALITY FOR LIFE
April 29, 2015
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
THE PLACE TO SEE AND BE SEEN

URBAN / EDGY
CENTER STAGE
BEFORE: CENTER STAGE
AFTER: CENTER STAGE
AFTER: CENTER STAGE
JONES PLAZA DURING THE DAY
AFTER: CENTER STAGE

JONES PLAZA AT NIGHT
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
CIVIC CORRIDOR

KEY PROJECTS

Bagby Street

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
BEFORE: THEATER DISTRICT STREETS
AFTER: THEATER DISTRICT STREETS
LIGHTING PLAN
BUILDINGS AND STRUCTURES
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
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
PROGRAMS AND FESTIVALS

YEARLY RADIANT NIGHT FESTIVAL
PROGRAMS AND FESTIVALS

EVENT MANAGEMENT / MENU OF FESTIVALS
WRAP UP