EaDo PROMENADE

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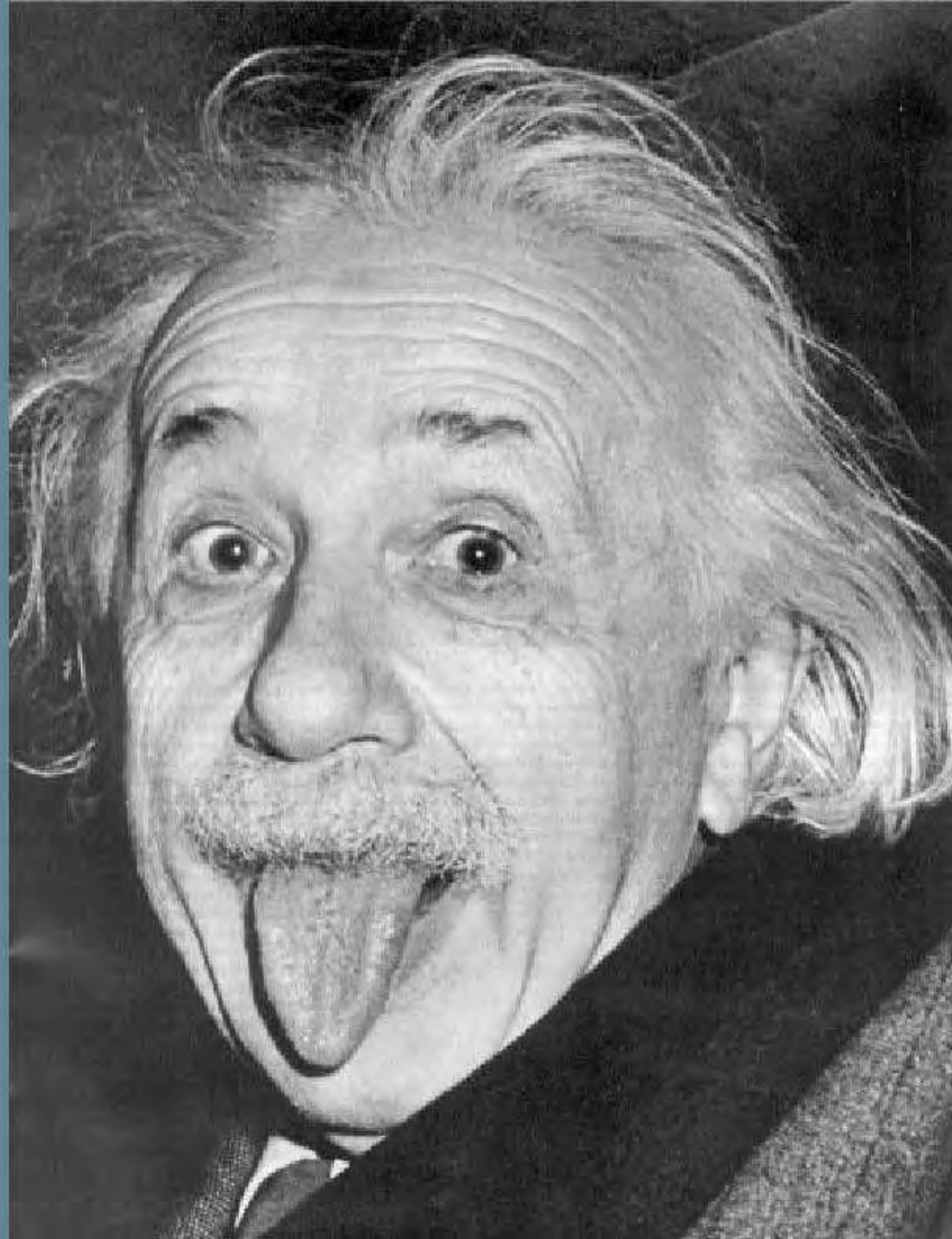
DEVELOPMENT

"The *significant* problems we face cannot be solved at the same level of thinking we were at when they were created."



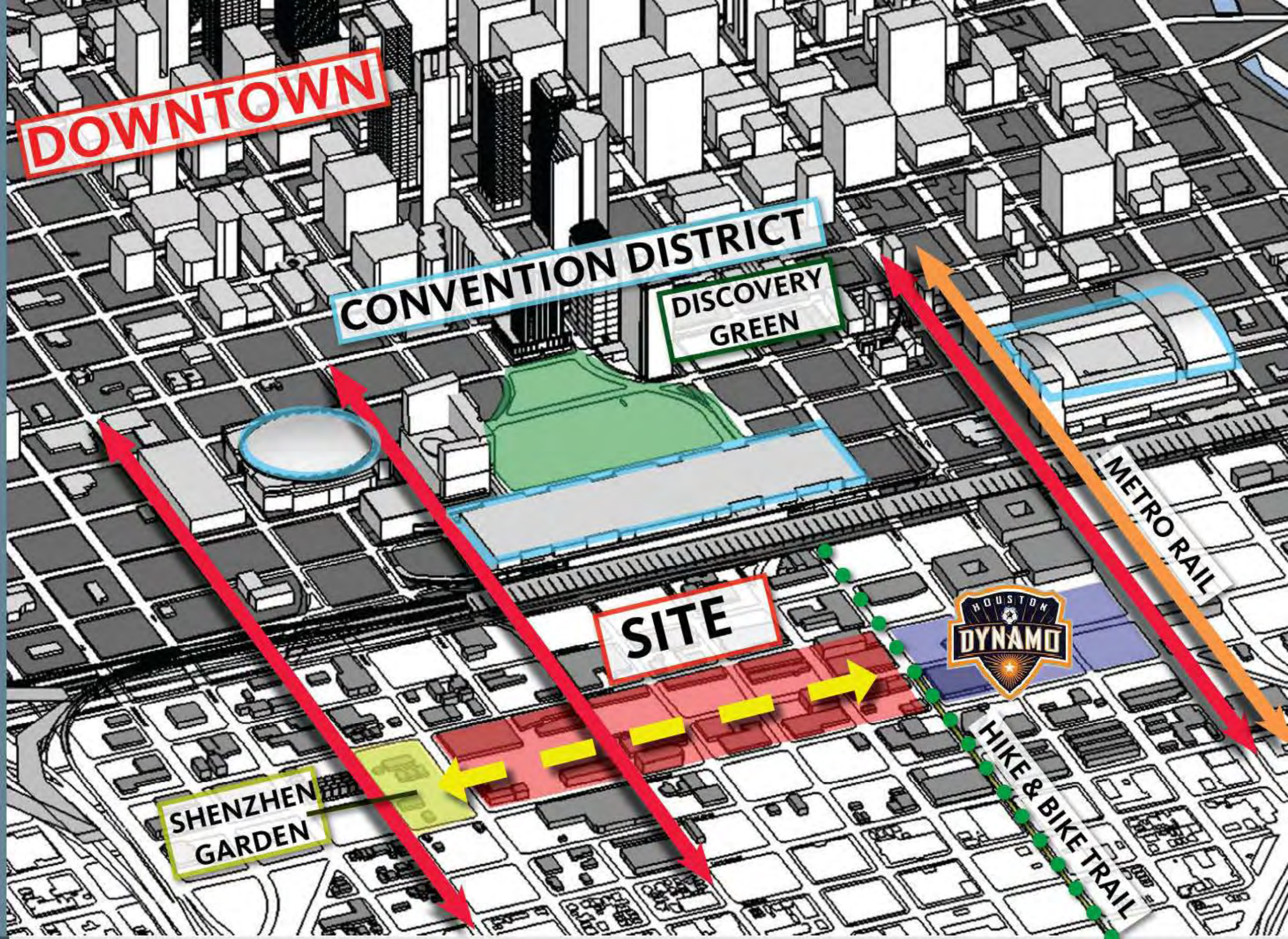
Our Vision **is to create an urban district that embraces the ideals of LID, helps define the character of EaDo, and promotes sustainability to attract the community to what we call the EaDo Promenade.**

PLACEMAKING

CULTURAL DIVERSITY

EMERGING ART SCENE

GREEN DISTRICT



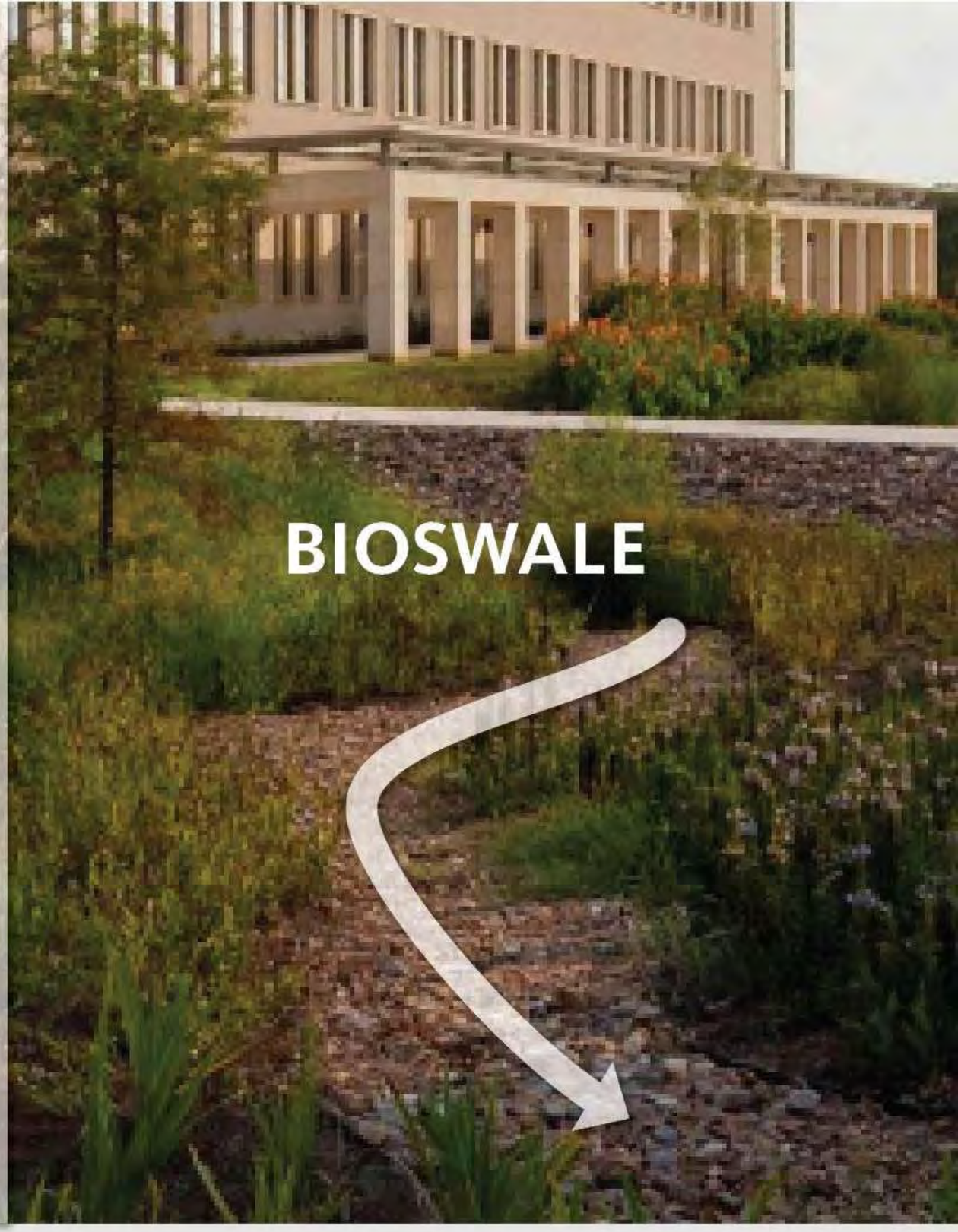
GOALS:

AN EXEMPLARY L.I.D. PROJECT THAT:

- **PROMOTES A VIBRANT MIXED-USE DEVELOPMENT**
- **IS A DEFINING ELEMENT IN THE SUSTAINABLE CHARACTER OF THE EaDo DISTRICT**
- **ENGAGES THE CITY OF HOUSTON RESIDENTS WITH EaDo**

RAIN GARDEN

PERVIOUS PAVING



BIOSWALE

BIOSWALES:

- LOW MAINTENANCE
- VEGETATION REDUCES VELOCITY
- REMOVES BACTERIA & HEAVY METALS

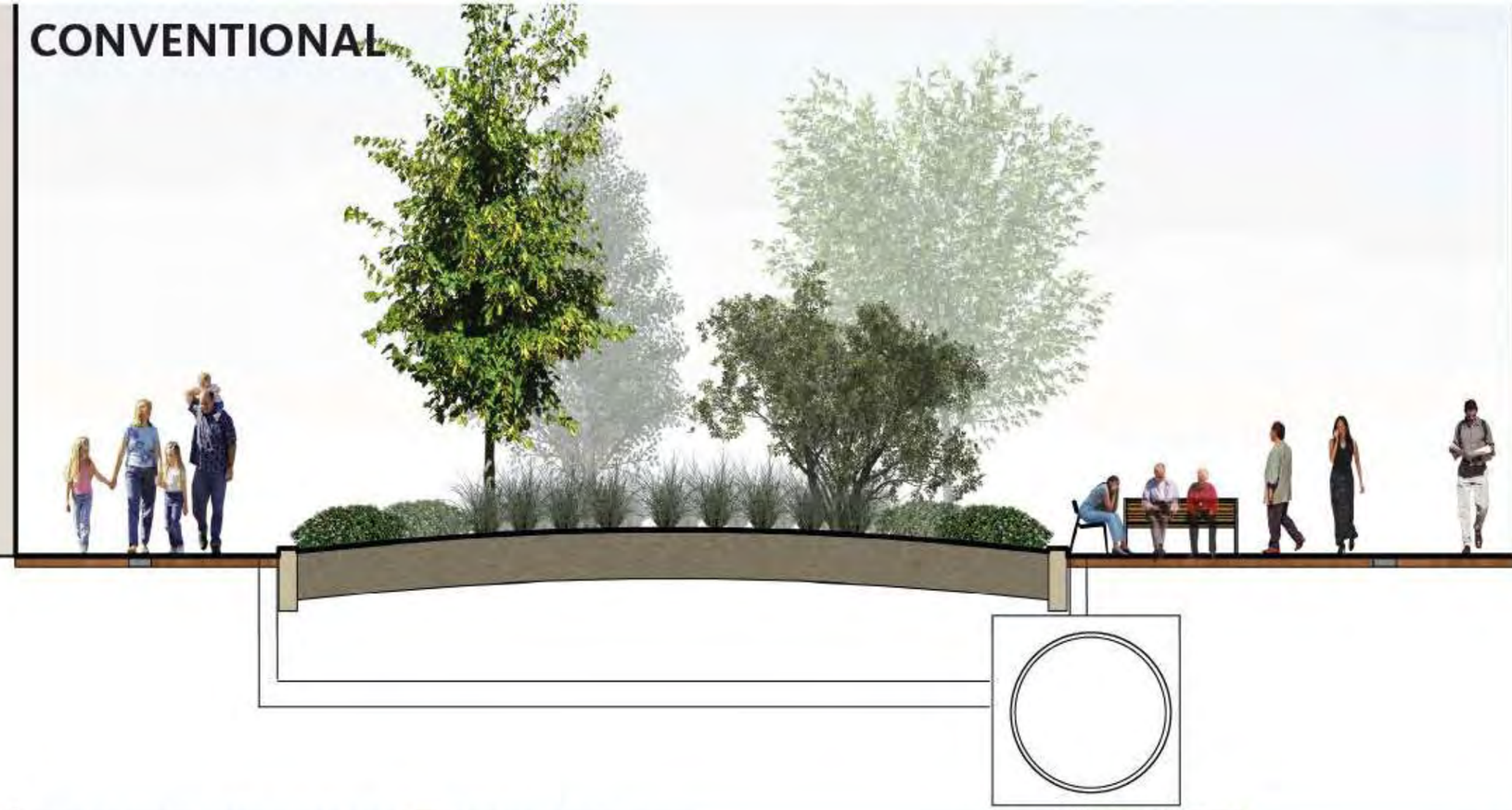
PERVIOUS PAVEMENT:

- INCREASES WATER QUALITY
- REDUCES POST DEVELOPMENT RUNOFF

PERVIOUS PAVING

BIOSWALE

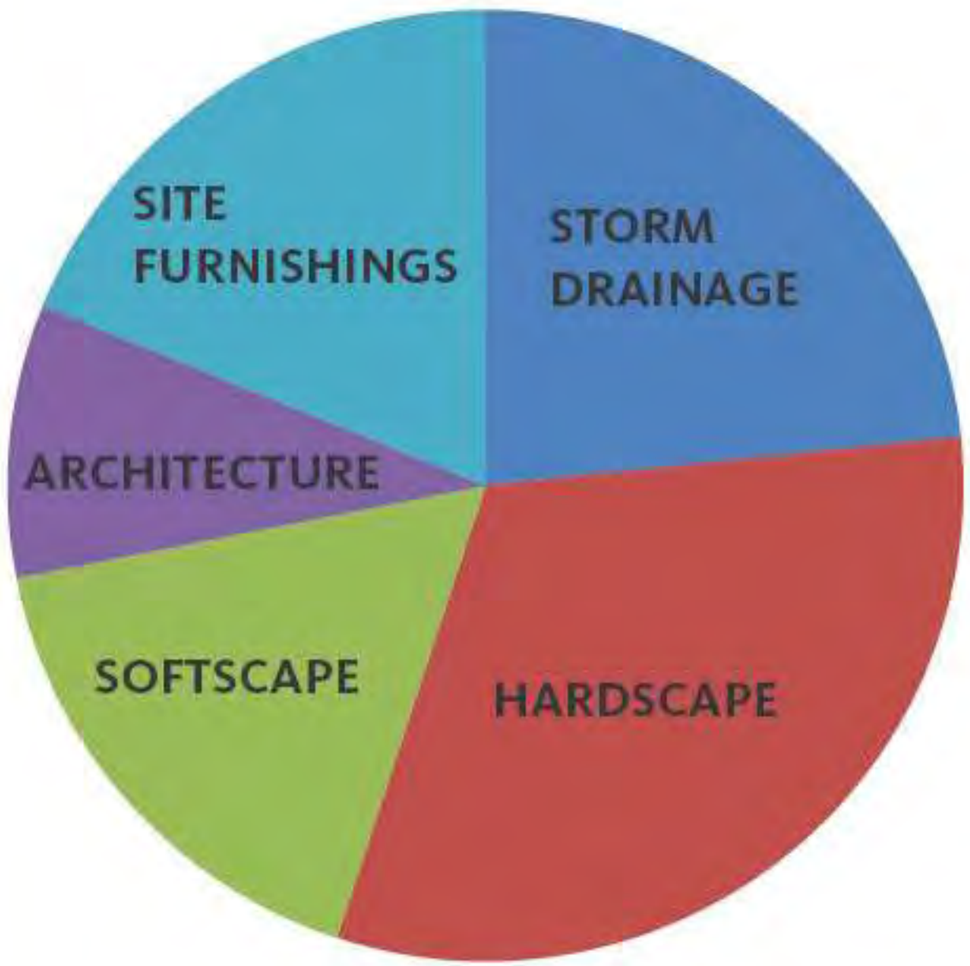
PERVIOUS PAVING


CONVENTIONAL

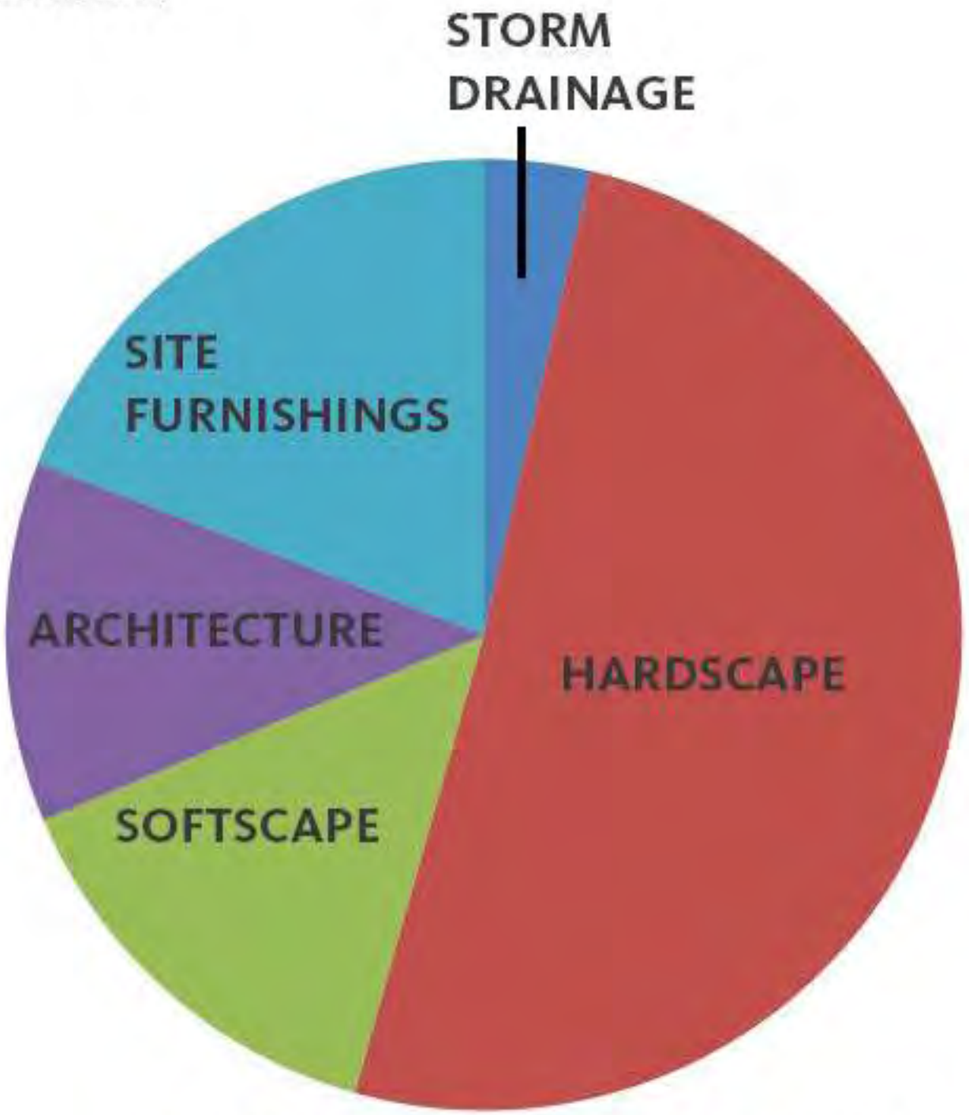
LOW IMPACT DEVELOPMENT

COST ANALYSIS

CONVENTIONAL VS LOW IMPACT DEVELOPMENT



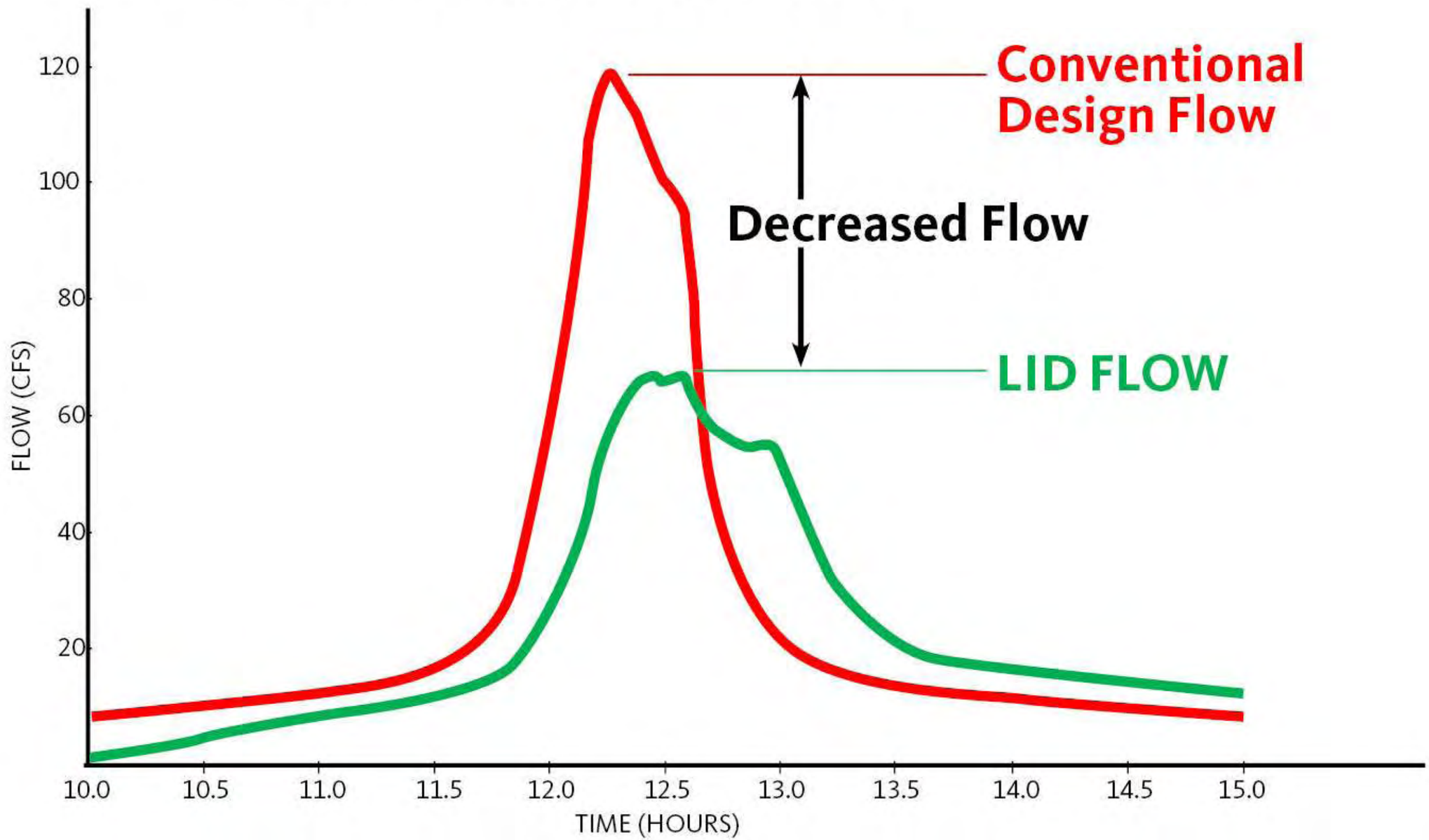
CONVENTIONAL
$2,705,160



LOW IMPACT DEVELOPMENT
$2,664,625

HYDROLOGIC RESULTS

CONVENTIONAL VS LOW IMPACT DEVELOPMENT



GOAL: SUCCESSFUL MIXED-USE DEVELOPMENT

VEHICULAR CONNECTIONS

PARKING

BRAND IDENTITY

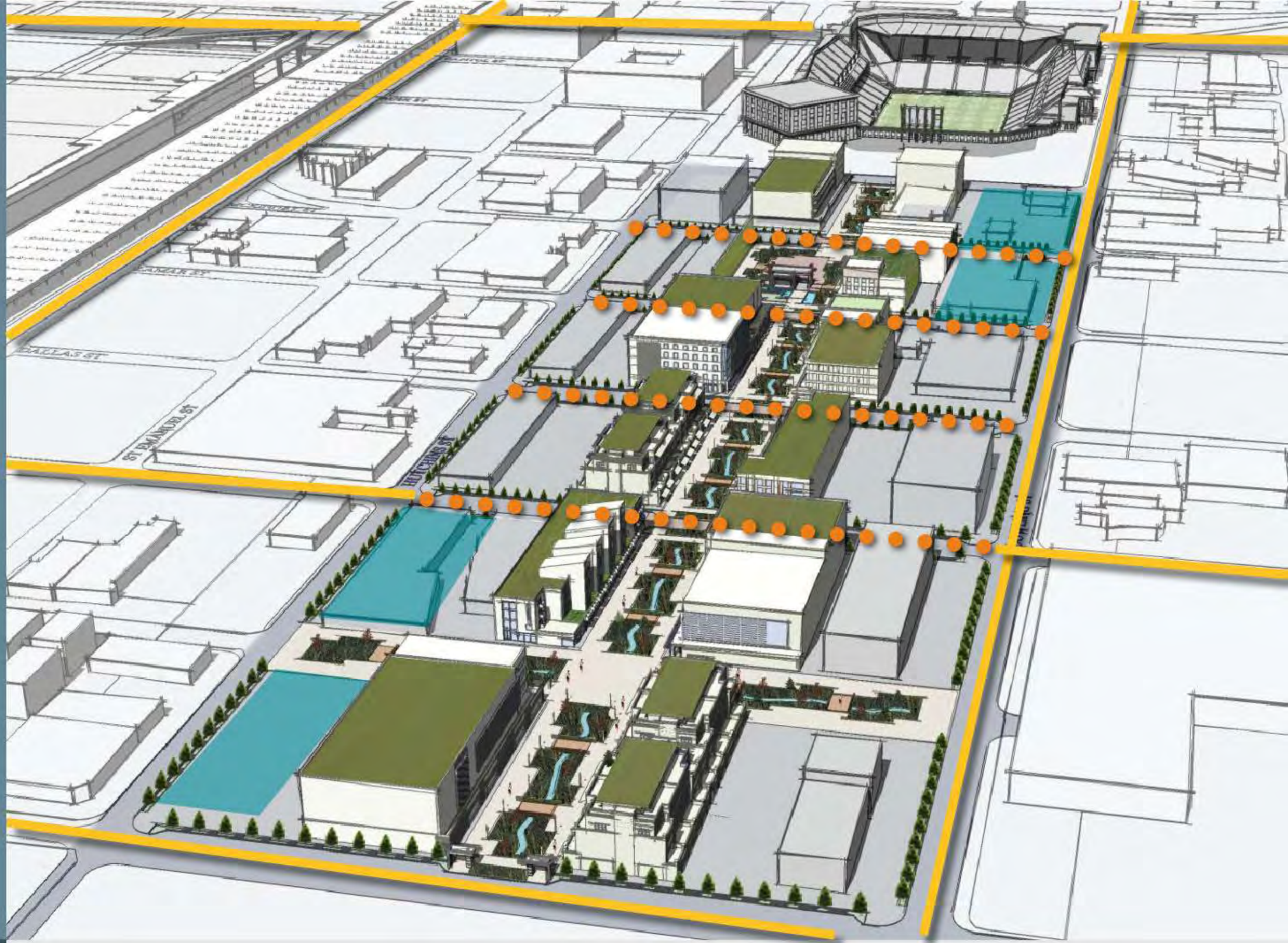
DESIGN GUIDELINES

VEHICULAR CONNECTIONS & PARKING

MAJOR ROADS

TRAFFIC CALMING ELEMENT

PARKING GARAGES RETAIL BELOW



BRAND IDENTITY

STRONG REFERENCE

GRAPHICS

MARKETING

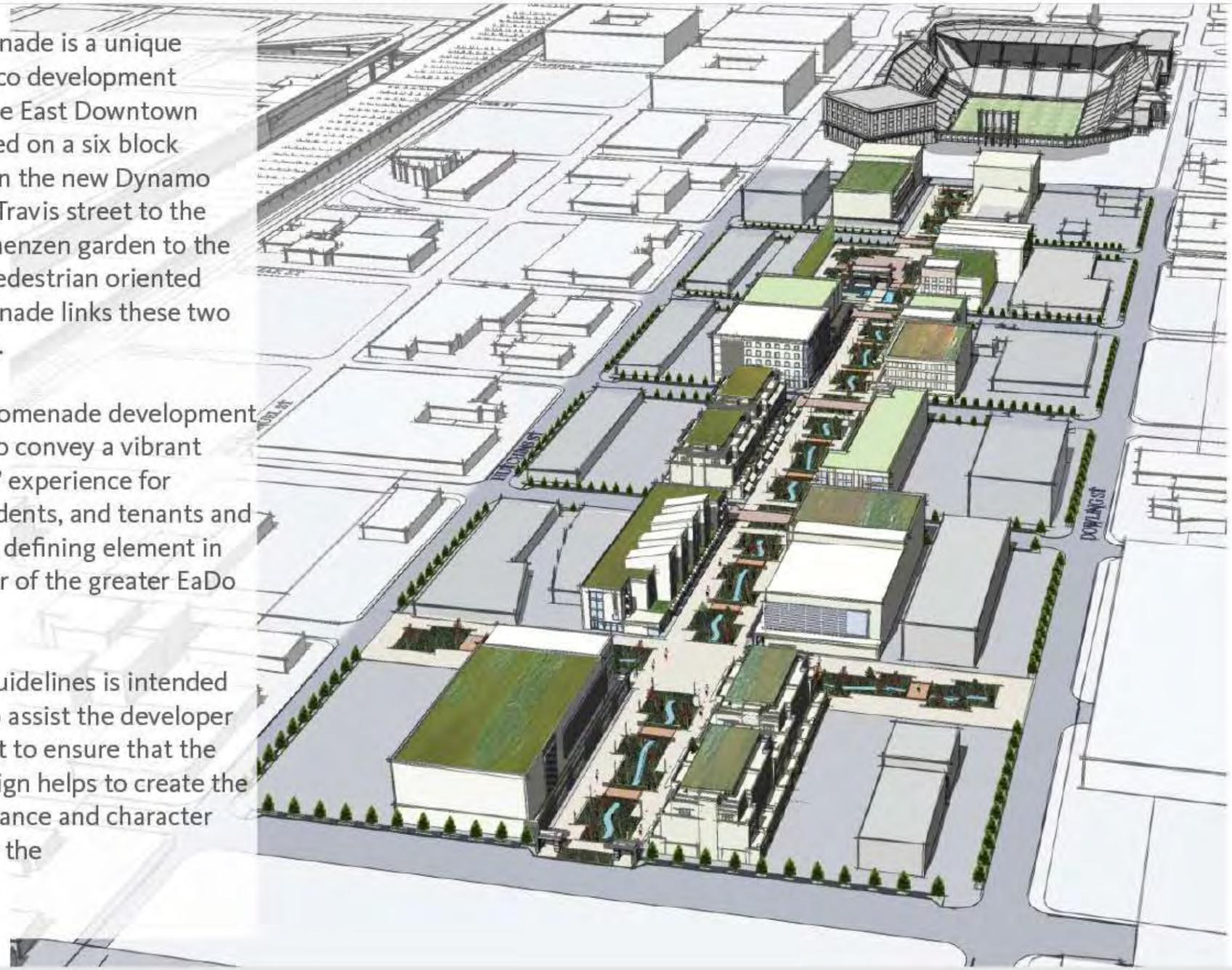
GOAL: DEFINING ELEMENT IN THE SUSTAINABLE CHARACTER OF THE EaDo DISTRICT

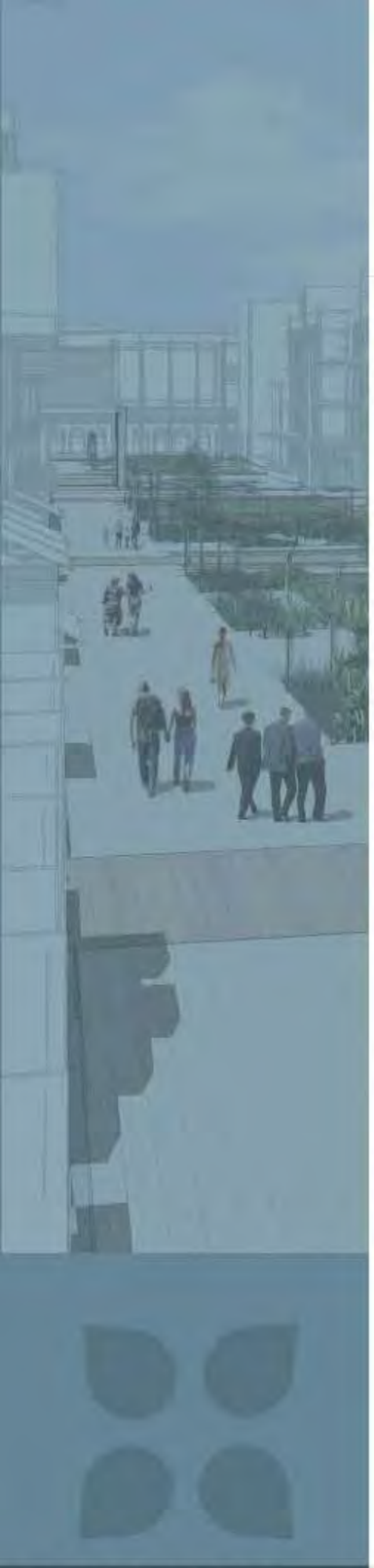
DESIGN GUIDELINES

EaDo Promenade is a unique mixed-use eco development located in the East Downtown area. Situated on a six block area between the new Dynamo Stadium on Travis street to the north and Shenzen garden to the south, the pedestrian oriented EaDo Promenade links these two destinations.

The EaDo Promenade development is intented to convey a vibrant 'Main Street' experience for visitors, residents, and tenants and to become a defining element in the character of the greater EaDo area.

This set of guidelines is intended as a guide to assist the developer and architect to ensure that the building design helps to create the unique ambiance and character intended for the community.





DESIGN GUIDELINES

MASTERPLAN

Density requirements
- -120,000 sf/acre
- -4 to 6 story buildings

Mixed-use developments
- -Retail at levels 1 and 2
- -Residential or Commercial above
- -Bed and Breakfast or Boutique hotels

Retail Tenant mix
- -Locally owned businesses
- -Sustainability oriented businesses
- -Limit chains

Parking
- -3 to 5 cars/sf of development
- -Parking garages with retail at level 1
- -Street parking
- -No large parking lots

Sustainable architecture design
- -Design for Houston climate
- -Utilize LEED guidelines
- -Encourage

Retail Tenant suggestions:

Bicycle shop
Traditional Cafe
Internet Cafe
Independent Coffee House
Pet Store
Corner Store
Restaurant/ bars
Clothing Stores
Artist Galleries
Spa
Beauty Shop
Shoe stores
Eco Retailer
Gift Store
Live music venues

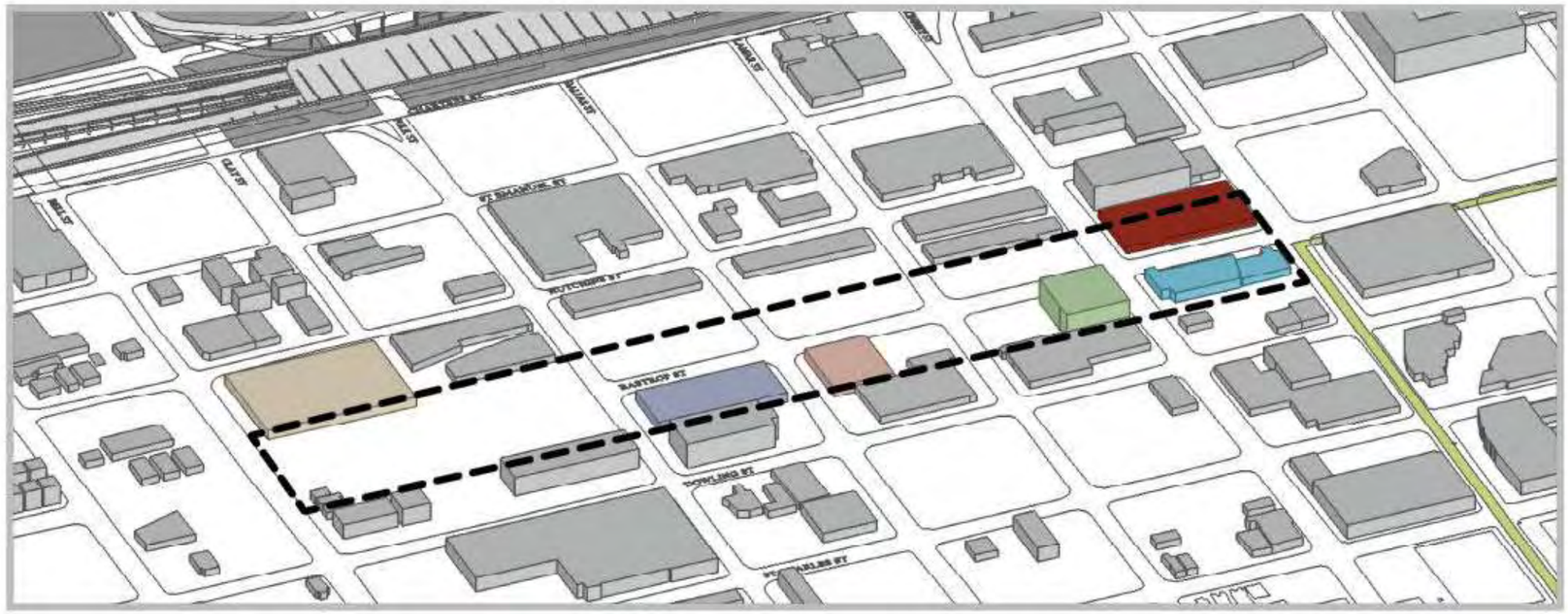
DESIGN GUIDELINES

ADAPTIVE REUSE
SUSTAINABLE MATERIALS
BUILDING AESTHETICS
GREEN WALLS & GREEN ROOFS
RAINWATER HARVESTING
STREETSCAPE
ARCHITECTURAL SIGNAGE

DESIGN GUIDELINES

ADAPTIVE REUSE

The wealth of abandoned and underutilised buildings in EaDo presents an opportunity for creative adaptive reuse in the area. Repurposing and renovating existing building stock saves money and resources while both preserving character and adding modern elements.

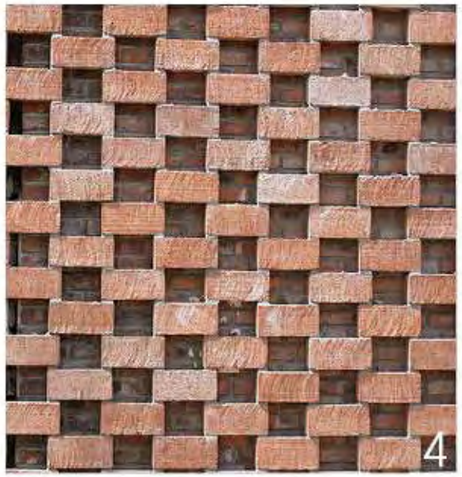


DESIGN GUIDELINES

BUILDING MATERIALS

In order to enhance the green building goals of the EaDo district, the building material palette should include sustainable materials. These materials are high quality durable materials that are rapidly renewable, recycled or recyclable, reclaimed or locally sourced examples of which are shown below.

1. PRECAST CONCRETE (with high recycle content)
2. TERRA COTTA
3. RECYCLED TEMPERED GLASS
4. RECLAIMED BRICK
5. SPLIT-FACE CONCRETE BLOCK (with photocatalytic cement that absorbs toxins)
6. GREEN WALLS
7. RECLAIMED WOOD
8. METAL PANEL



DESIGN GUIDELINES

ARCHITECTURE AESTHETICS

1. INNOVATIVE USE OF MATERIALS - GABION

2. MODERN

3. SCREENS

4. TEXTURE

5. SHIPPING CONTAINER BUILDINGS

6. RECLAIMED MATERIALS

7. GREEN WALLS

DESIGN GUIDELINES

GREEN ROOFS
GREEN WALLS
RAINWATER HARVESTING

EaDo

GOAL: ENGAGE THE CITY OF HOUSTON RESIDENTS

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LANDSCAPE ARCHITECTURE

LAND / WATER SUSTAINABILITY FORUM HOUSTON