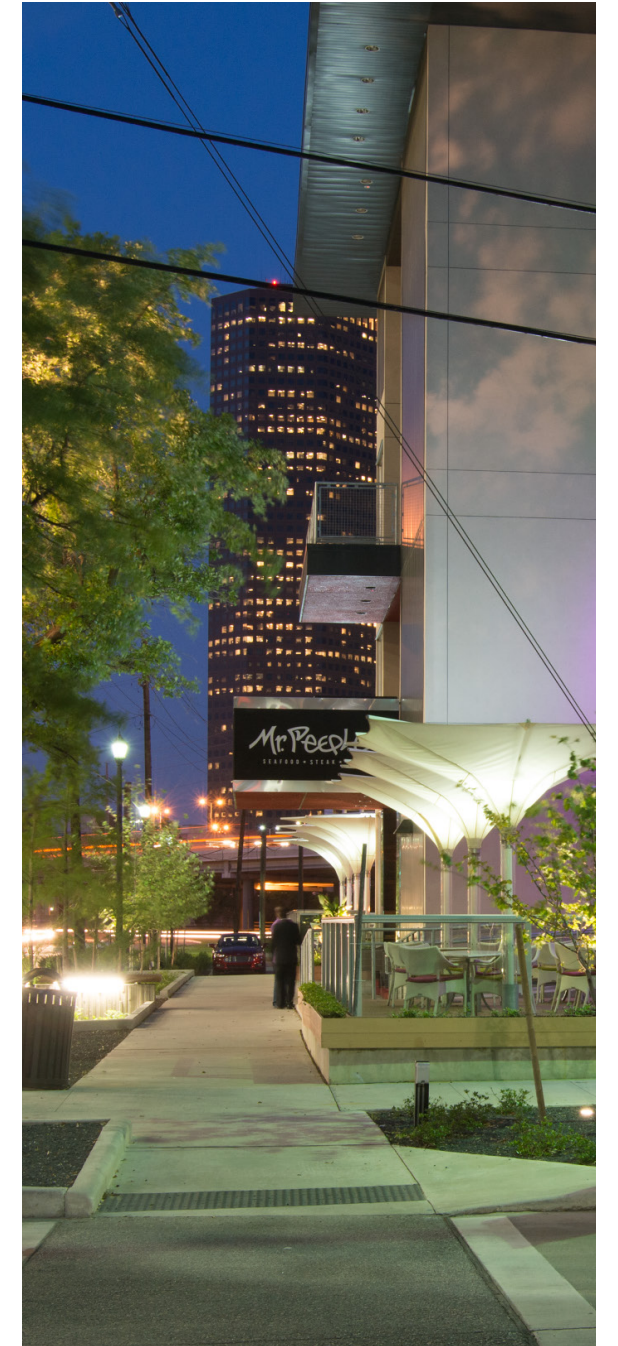


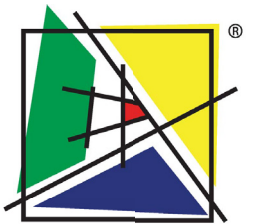


LIVE. WORK. PLAY.

MIDTOWN HOUSTON STRATEGIC FRAMEWORK



DESIGNWORKSHOP



midtown
H O U S T O N

STRATEGIC FRAMEWORK
LIVE. WORK. PLAY.

September 2018 - REVISED

Prepared for:
Midtown Houston Redevelopment Authority

Prepared by:
Design Workshop, Inc.
Lionheart Places
Walter P Moore
RPH Consulting





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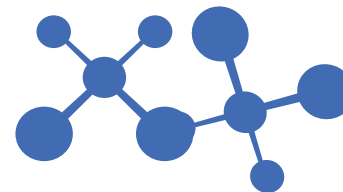


236
participants
engaged online

INFORM



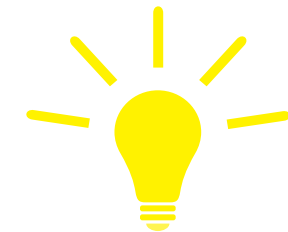
280
written comments
from citizens



12
community input
events



9
focus groups
sessions



7
Steering Committee
dialogues



1
Board
presentation

EMPOWER

VISION

INTRODUCTION

Midtown Houston is a vibrant community with approximately 767 acres of land, 28 miles of streets, and 325 city blocks. Situated between Downtown and the Texas Medical Center, Midtown Houston is a premier mixed-use neighborhood that serves the two largest job centers in the region. There are also five colleges and universities nearby, making Midtown Houston home to faculty, staff, and students. Public improvements in the community are overseen by the Midtown Redevelopment Authority and Midtown Management District, with the support of the City of Houston, the Midtown Parks Conservancy, and public-private partners.

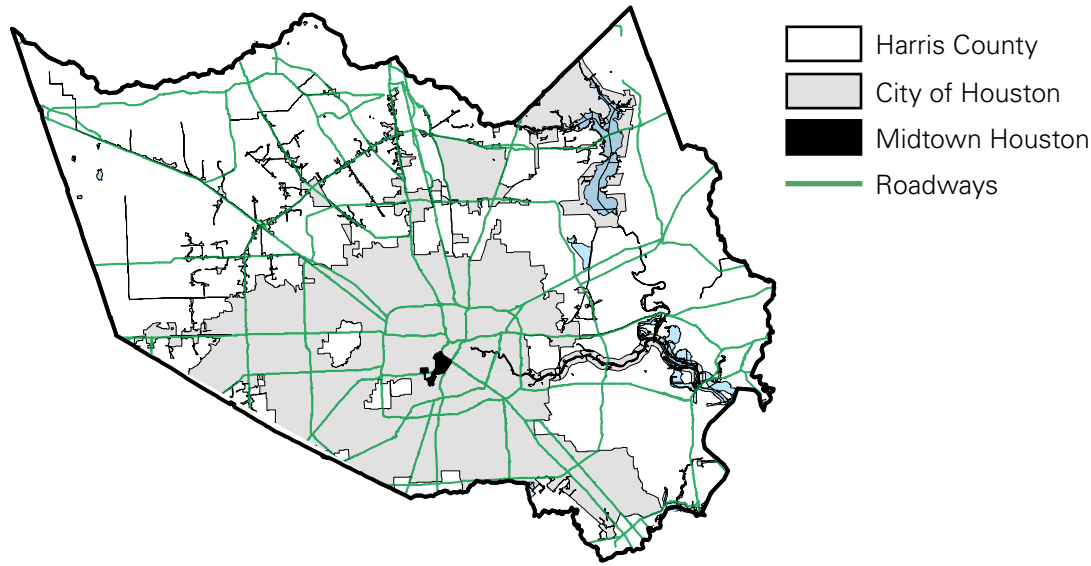


Figure 1: Regional Context



Figure 2: District Location Map

PREVIOUS STUDIES



Bagby Park serves as a hub of activity for residents and visitors alike.



Commercial and mixed uses along Main Street establish a strong live, work and play community.

Many related plans and initiatives informed this effort, including the Midtown Houston Strategic Plan, Plan Houston, Plan Downtown, Midtown Houston Livable Centers Study, Midtown Houston Cultural Arts Master Plan, and the Urban Houston Framework Plan, amongst others.



The Midtown Houston Arts and Theater Center Houston (MATCH) equips the community with a new location for a rich cultural venue.



Midtown Park will provide residents and visitors with a premier outdoor destination.

MIDTOWN STRATEGIC PLAN

The 2012 Midtown Houston Strategic Plan emerged out of Midtown Houston's desire to create and protect a healthy and vibrant community in Houston's urban core. The plan envisioned a thriving and pedestrian friendly urban neighborhood for Midtown Houston, producing benchmarks, goals and tailored priority placemaking projects for Midtown Houston. Midtown Houston's 2012 vision focused primarily on increased diversity of uses, revitalization and investment in the TIRZ district:

"Envision a pedestrian-oriented district where entertainment facilities, sidewalk cafes, specialty shops, museums and libraries once again capture the attention of Houstonians and visitors alike. Imagine enjoying the energy and vitality of a world class city while simultaneously savoring a sense of camaraderie with residential and commercial neighbors. Visualize a community at the core of our city."



Figure 3: Midtown Key Nodes (Midtown Strategic Plan, 2012).

PLAN HOUSTON

Houston's first General Plan was adopted by the Houston City Council in 2015. This sweeping document catalogued existing planning efforts, described the community vision and goals and identified twelve strategies to implement the plan. These core strategies delineate a path to fulfill the vision set out in Plan Houston:

"Houston offers opportunity for all and celebrates its diversity of people, economy, culture, and places. Houston promotes healthy and resilient communities through smart civic investments, dynamic partnerships, education, and innovation. Houston is the place where anyone can prosper and feel at home."

Houston: Opportunity. Diversity. Community. Home."

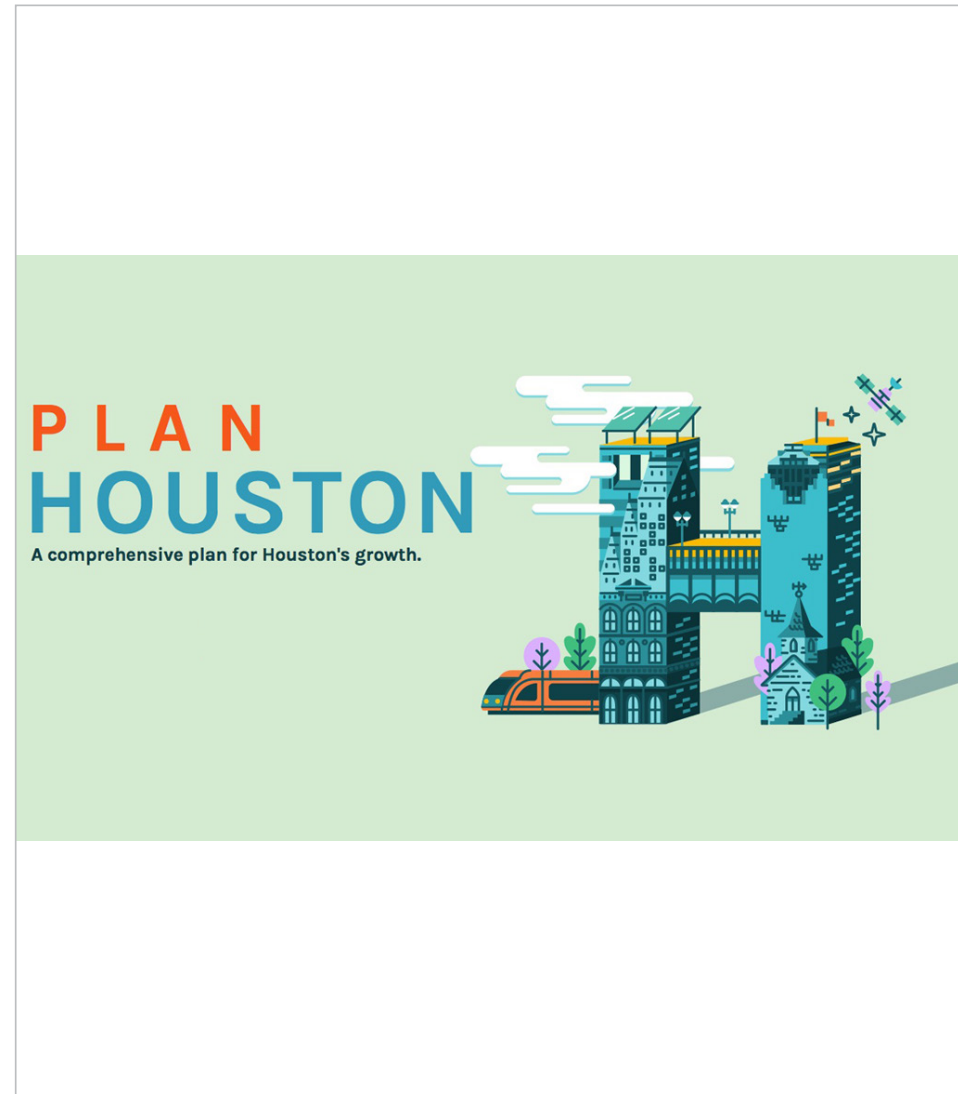


Figure 4: Plan Houston Logo (Plan Houston, 2017)

PLAN DOWNTOWN

Plan Downtown is a vision for the next twenty years of Downtown Houston. Strategies in this plan guide the future development of Downtown. Included are several priority recommendations that present opportunities for Midtown Houston.

“A connected system of parks, trails, and public spaces, with key connections to Downtown and adjacent neighborhoods.”

"Connect[ing] Downtown's office core to housing and entertainment options in Midtown Houston and the Fourth Ward."

"[An] enhance[d]... Green Loop north/south connection between Midtown, Fourth Ward and Buffalo Bayou Park via Heiner Street, with a NHHIP-widened, heavily-landscape pedestrian/bike trail."

"An east-west linear greenway along Pierce Street"

“A signature building that spans a portion of the Pierce Elevated. This development would attract locals and visitors for shopping, and establish a centralized connector between Midtown Houston and Downtown.”

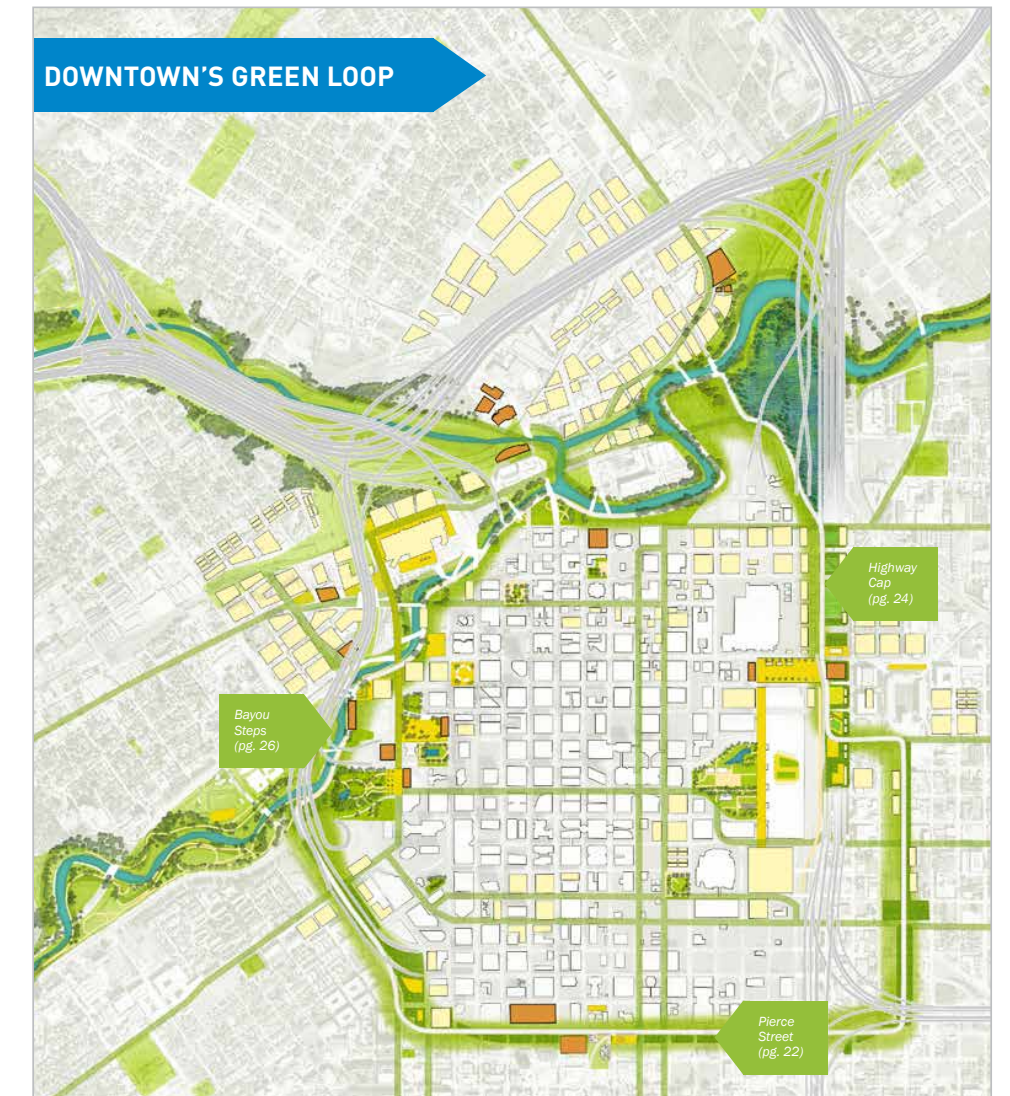


Figure 5: Downtown's Green Loop (Plan Downtown, 2017).

MIDTOWN LIVABLE CENTERS STUDY

The Houston-Galveston Area Council (H-GAC) has conducted twenty-four Livable Centers Studies as part of its broader 2035 Regional Transportation Plan encompassing an eight-county region. Livable Centers are places “where people can live, work, and play with less reliance on their cars.” The study primarily focused on the Ensemble/HCC METRORail station and its surrounding context. The plan envisioned the creation and support of three identity districts: the Design District, Arts District and College District.

“A range of solutions contribute to creating a better mix of land uses, expanded multi-modal transportation options and an ultimately more sustainable, thriving neighborhood center. Well-designed places and the connections (systems) that link them must work together. This area will connect to adjacent neighborhoods in a City of Houston in a cohesive way, providing needed services and transportation access while also serving the city as a whole. The entire environment will promote a more walkable, transit-friendly environment. By providing options within walking distance of existing uses, the number of vehicle trips required by locals can be reduced.”

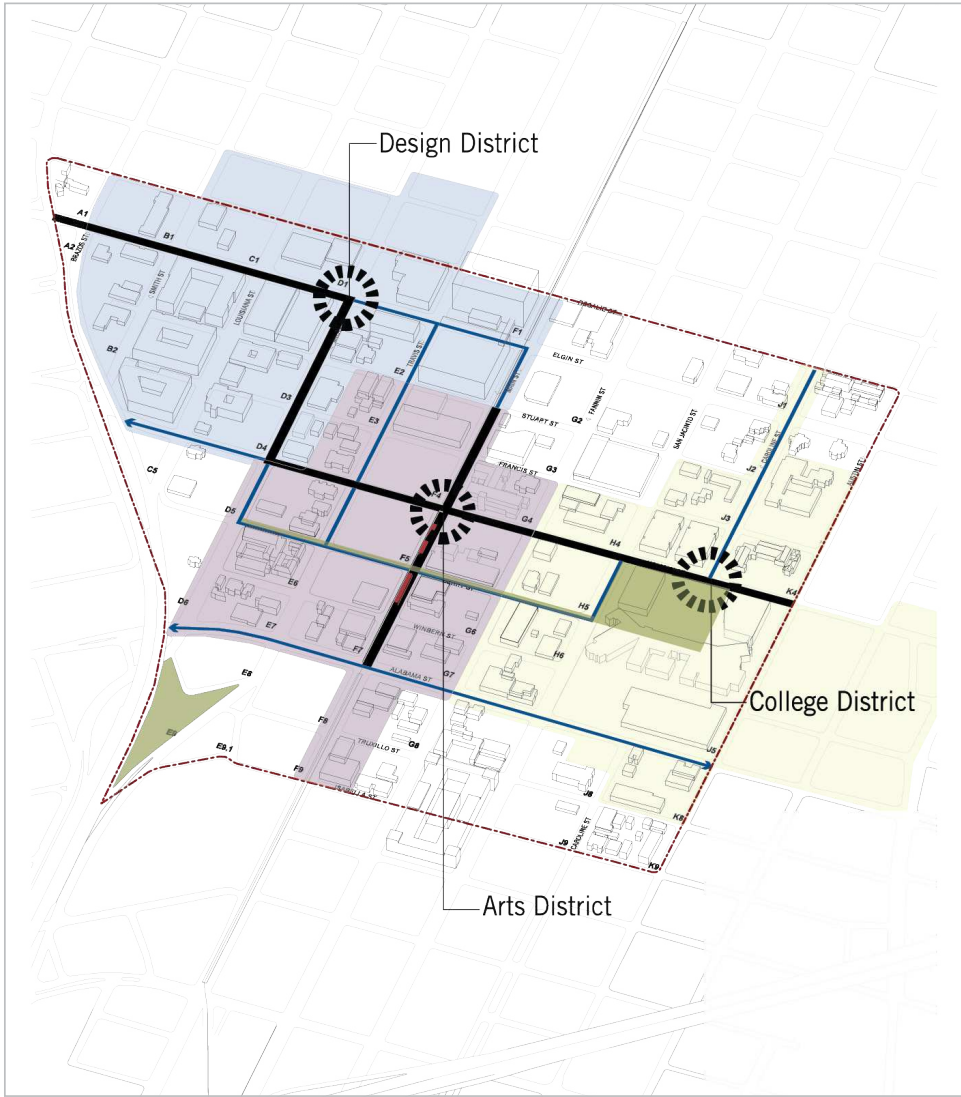


Figure 6: Vibrant Districts (H-GAC Ensemble/HCC Livable Centers Study, 2010)

MIDTOWN HOUSTON ARTS CULTURAL MASTER PLAN

In 2010, Midtown Houston received designation as a Cultural Arts and Entertainment District by the State of Texas Commission on the Arts. This designation is given through a competitive application process, and given to areas that harness cultural resources to stimulate economic development and community revitalization. The master plan engaged the Midtown Houston community to create four goals as a vision for cultural arts and entertainment:

“Goal 1: Develop a management structure for implementing and maintaining Midtown’s cultural arts and entertainment district designation.

Goal 2: Ensure that cultural arts and entertainment is inclusive of all forms of expression and includes diverse programs, policies and projects that are accessible to all.

Goal 3: Support and strengthen existing cultural art venues and amenities.

Goal 4: Inspire creativity in the public realm.”

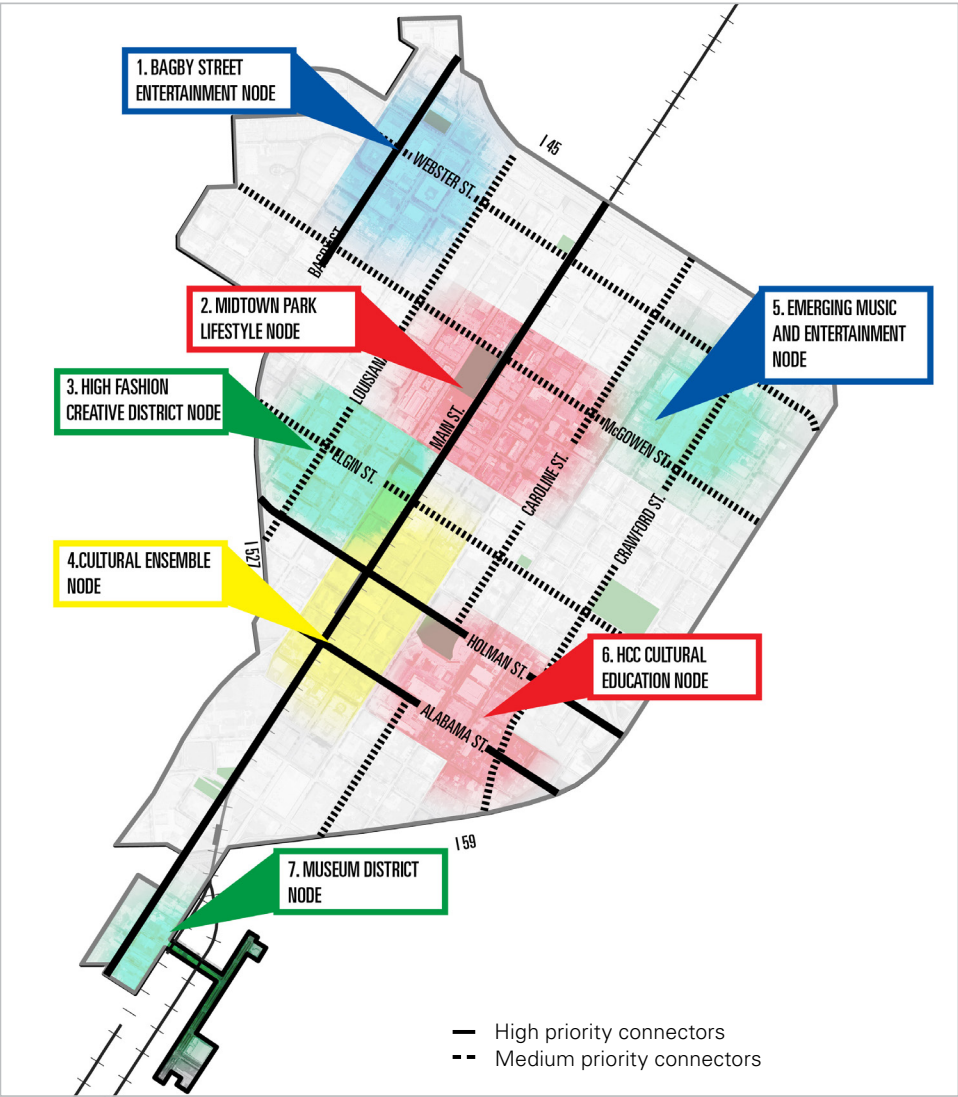


Figure 7: Cultural Nodes (Midtown Houston Cultural Arts Master Plan, 2015)

URBAN HOUSTON FRAMEWORK PLAN

The Urban Houston Framework Plan emerged out of a \$3.75 million grant funded by the US Department of Housing and Urban Development Sustainable Communities Initiative, US Department of Transportation, and the Environmental Protection Agency. The framework was created to help overcome challenges in promoting walkable, bikeable areas with a balance of housing and jobs. The plan envisions various sized and vibrant urban centers:

“Urban Centers in Houston are where people from all walks of life can live/work/play. These Urban Centers will be in varying sizes and provide: better connections between destinations in the city; better coordination of land development standards with transportation investments and related regulations; real housing choice for everyone; elimination of food deserts where they currently exist; more walkable and bikeable areas with a balance of housing and jobs, and transportation choices.”

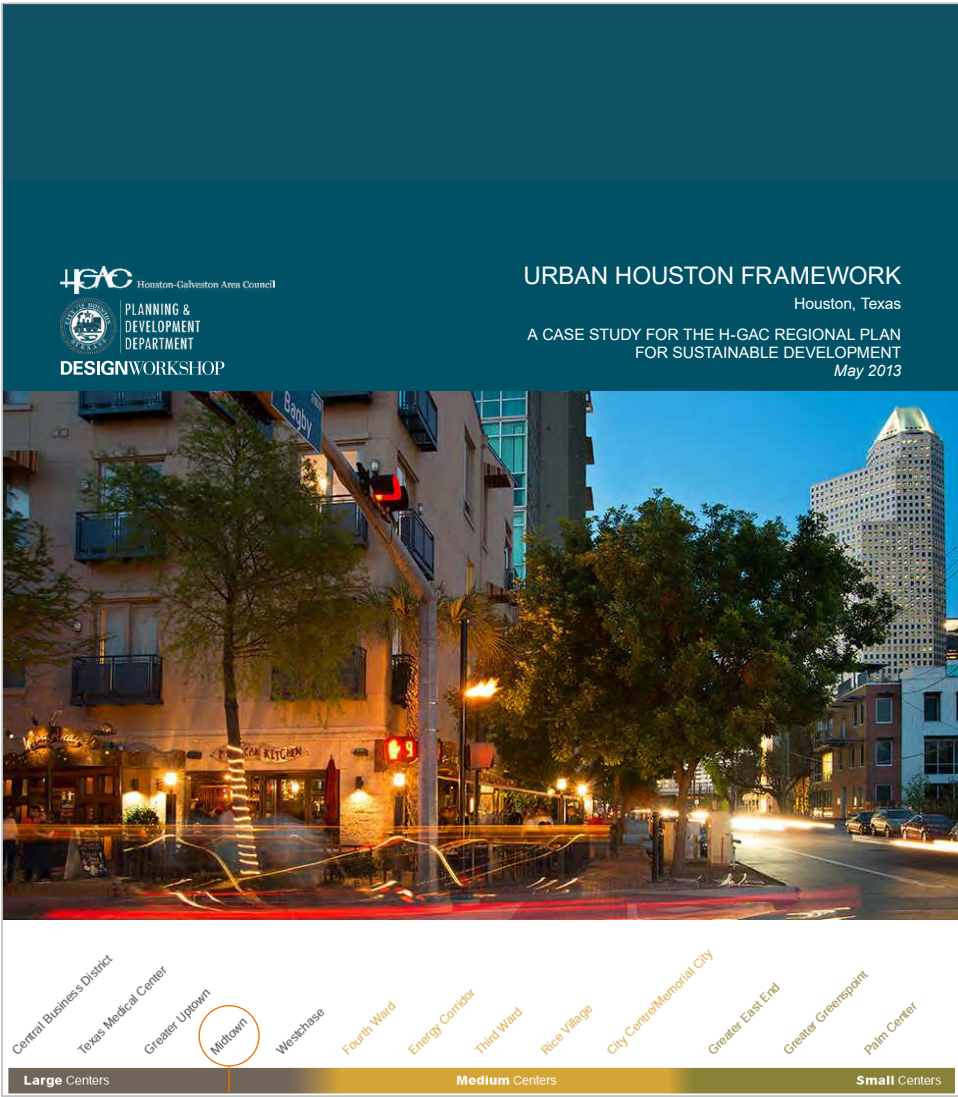


Figure 8: Urban Centers (Urban Houston Framework Plan, 2013)

VISION, GOALS AND PRIORITIES

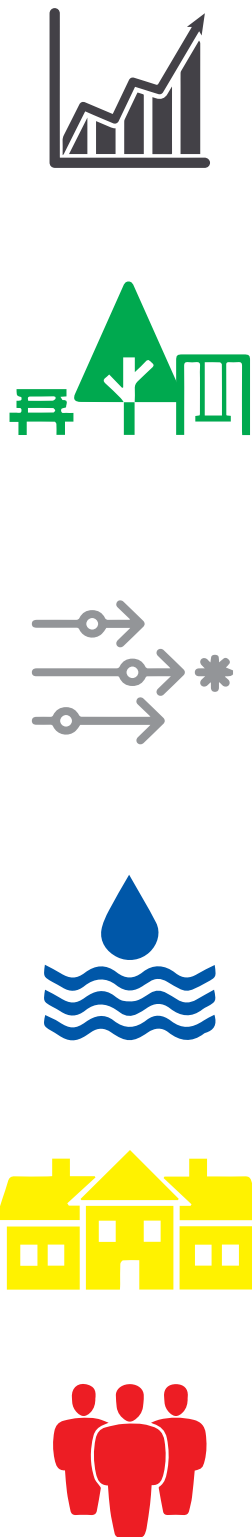


Due to its strategic location between Houston’s two largest employment centers, strong culture and personality, its unparalleled transportation, and the community’s ongoing strategic efforts, Midtown Houston will be the place where much of Houston’s enormous economic opportunity is fulfilled in the coming years.

We will deliver on this promise by ensuring that arts and culture thrive alongside new and existing businesses in a walkable environment.

We will exceed the expectations of our people – residents, workforce and visitors – for a safer, more sustainable, inspiring, and active community with the best neighborhoods.

Our never-ending progress will celebrate the past, present and future of the place we all call “home!”



GOAL 1. ENSURE INVESTMENT HAS A COMMUNITY ROI.

- » Strategy: Continue to work at eliminating blight.
- » Strategy: Use investments to catalyze economic development.

GOAL 2. INCREASE COMMUNITY INTERACTIONS.

- » Strategy: Improve public parks, plazas, and open spaces.
- » Strategy: Support community gathering at cultural amenities and facilities.
- » Strategy: Enhance technology infrastructure to encourage more community interaction.

GOAL 3. INCREASE MOBILITY.

- » Strategy: Promote overall comfort and safety in the public domain and environmental design with guidelines for active mixed-use neighborhoods.
- » Strategy: Improve sidewalks and lighting (at minimum) in areas that won’t see full street reconstruction for many years.
- » Strategy: Encourage compact, dynamic neighborhoods close to transit with walkable, bikeable streets.

GOAL 4. MAKE COMMUNITY INFRASTRUCTURE MORE RESILIENT.

- » Strategy: Enhance drainage infrastructure.
- » Strategy: Connect internal and external neighborhoods with improvements to transportation routes.
- » Strategy: Use technology to improve the usage of infrastructure.
- » Strategy: Manage the demand for parking.

GOAL 5. SUPPORT DIVERSE AND ACCESSIBLE HOUSING FOR VARIOUS HOUSEHOLDS AND INCOME GROUPS.

- » Strategy: Continue to manage land acquisitions for future affordable housing.
- » Strategy: Continue to encourage specific product types that accommodate needs in Midtown Houston (i.e. senior housing, student housing and micro-units).

GOAL 6. MAXIMIZE THE COMMUNITY BENEFITS OF REGIONAL GROWTH AND DEVELOPMENT.

1. Strategy: Promote the interests of Midtown Houston during the planning and execution of key infrastructure projects like I-45 and 59 projects.

Includes input from Steering Committee (July 2017), goals and strategies from TIRZ #2 Project Plan (adopted by City Council 2015), recommendations from Workshop 1 and community online poll (September-October 2017). Approved by Steering Committee with minor revisions (October 25, 2017).

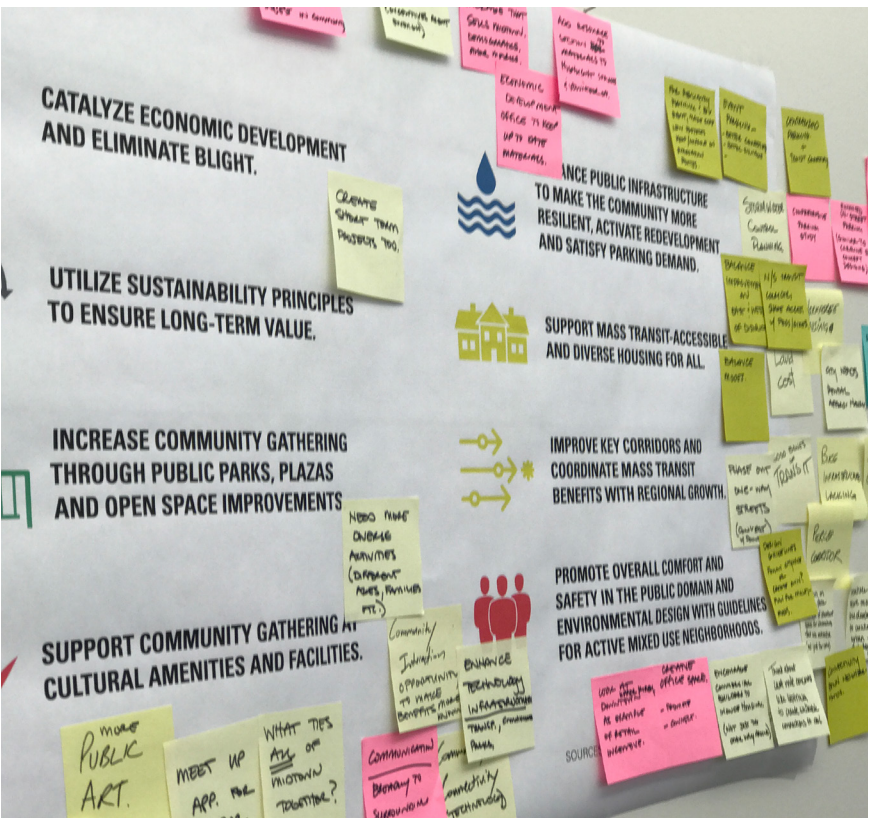
DESIGN WORKSHOP 1

Midtown Houston collaborated with and involved key stakeholders in planning and design process from the beginning to create a plan that reflects the values of those who live, work, and play here. A Stakeholder Engagement Strategy established a special Steering Committee; defined methods for reaching out to the public and stakeholders prior to events; provided best practices for participatory design for engaging stakeholders at the events; and recommended tools for capturing input and reporting back to all those interested in the process.

As part of the first workshop, Design Workshop introduced and tested the draft vision as well as a set of goals for the project that would eventually drive the recommended strategies and framework.

The workshop encompassed a day-long session with focus groups where the goals were reviewed with transportation and mobility experts, civic and religious leaders, City officials and real estate developers/ property managers.

Stakeholders shared values pertaining to land use, open space, parking, transportation, and other topics related to the goals. The focus group session was followed by the first workshop where the public was able to weigh in on the project vision and goals they see are most befitting of Midtown Houston and its residents/visitors. Keypad polling gathered input about preferred land uses, street, public realm improvement, and housing priorities.



OUTREACH TOOLS

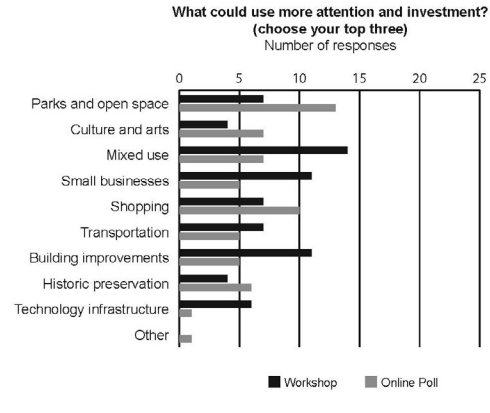
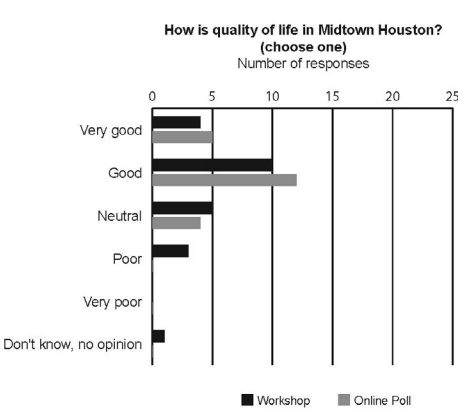
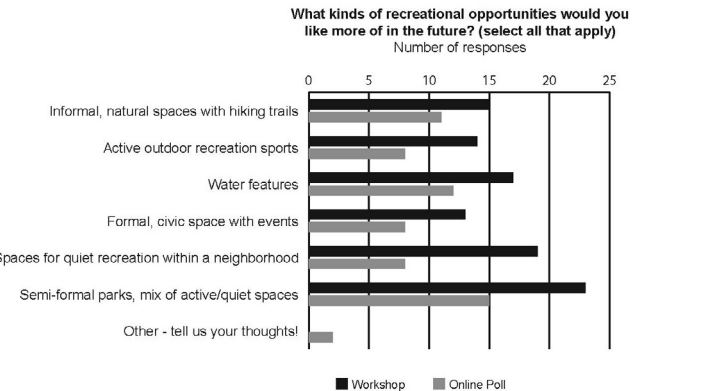
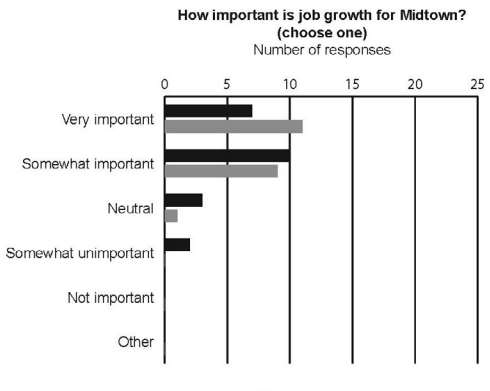
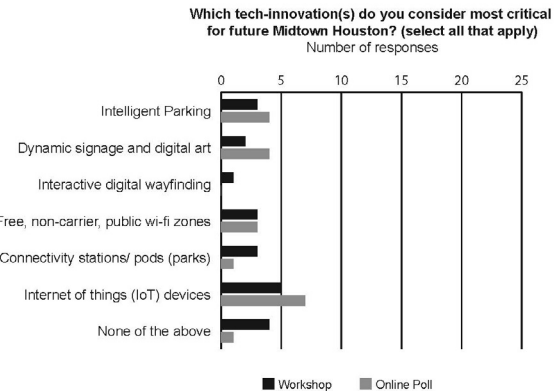
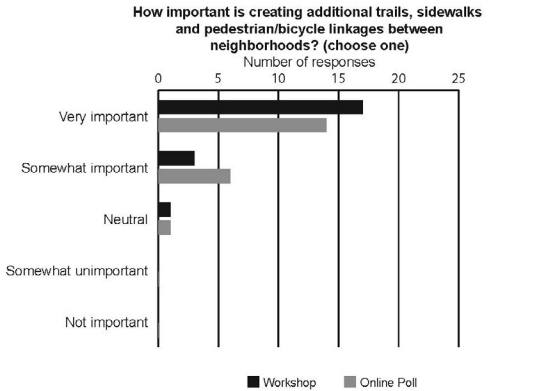
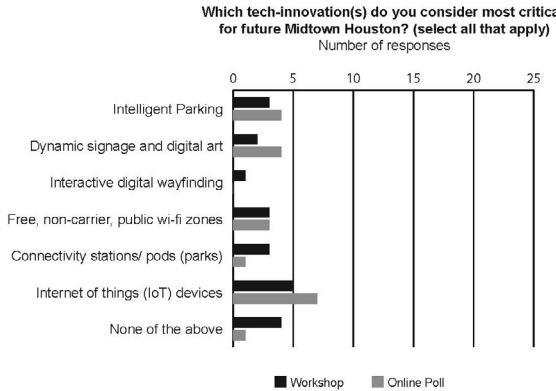
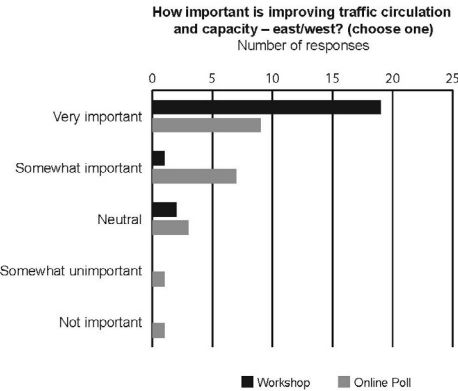
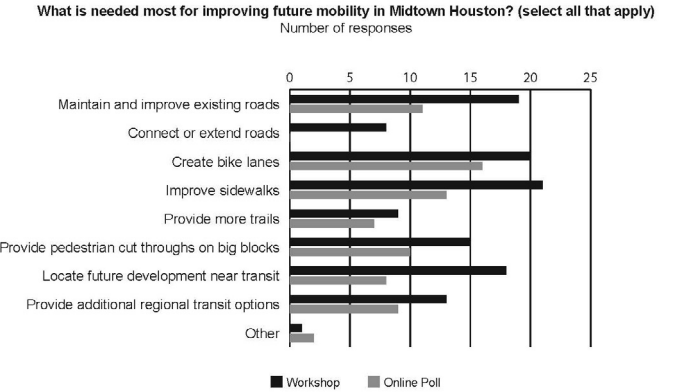
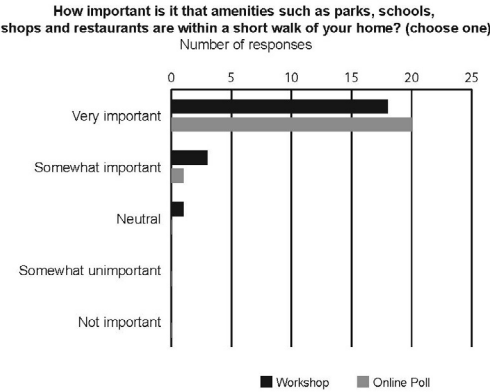
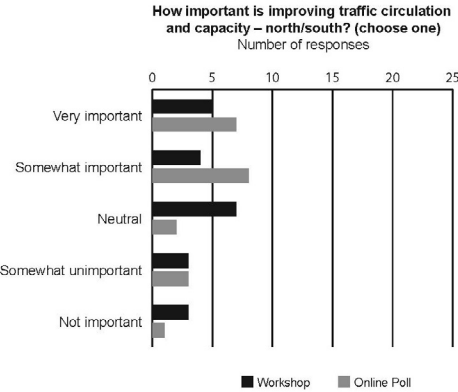
- Midtown Houston website
- Midtown Houston e-blasts
- Midtown Houston facebook
- Midtown Houston twitter
- Bagby Street kiosk posters
- District and city calendars
- Newsletters

Midtown Houston is excited to launch an update its Strategic Plan. Building on the previous visioning and goals from the 2013 Strategic Plan, this will define five-year actions for capital improvements, desired land uses, walkability, multi-mobility, parks and public realm, affordable housing, unity engagement and inclusiveness. A key part of the process is to collaborate and involve key stakeholders in the planning and design from the beginning. The outcome will be a plan that directly reflects the values of those who live, work, and play in the community. For more information about the Strategic Plan process, see our schedule and Stakeholder Engagement Strategy. Midtown Houston has engaged the services of design firm Liorchard Place, Walter P Moore, and RPH to lead planning, landscape architecture, urban design, engineering, and technology infrastructure consulting for these projects.

Interested to hear from you! If you were unable to attend the December 14th public workshop, please click [here](#) to provide feedback.

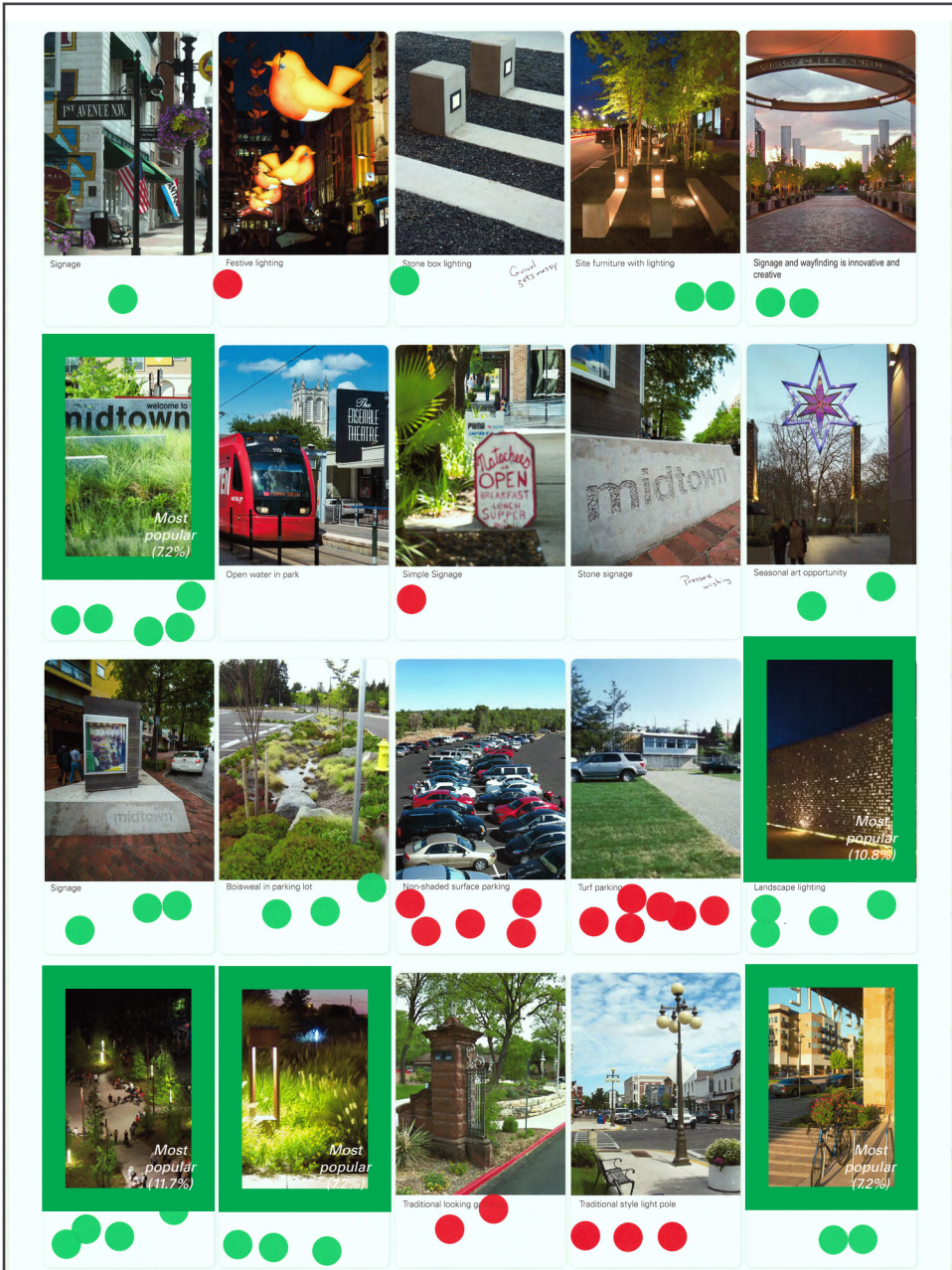
ONLINE SURVEY 1 RESULTS

Questions were posed in the first workshop that gauged what aspects of the project were most important for residents in Midtown Houston to prioritize. Generally, east-west traffic circulation was a vital consideration in addition to job growth and access to a variety of shops and amenities in a short walking radius.



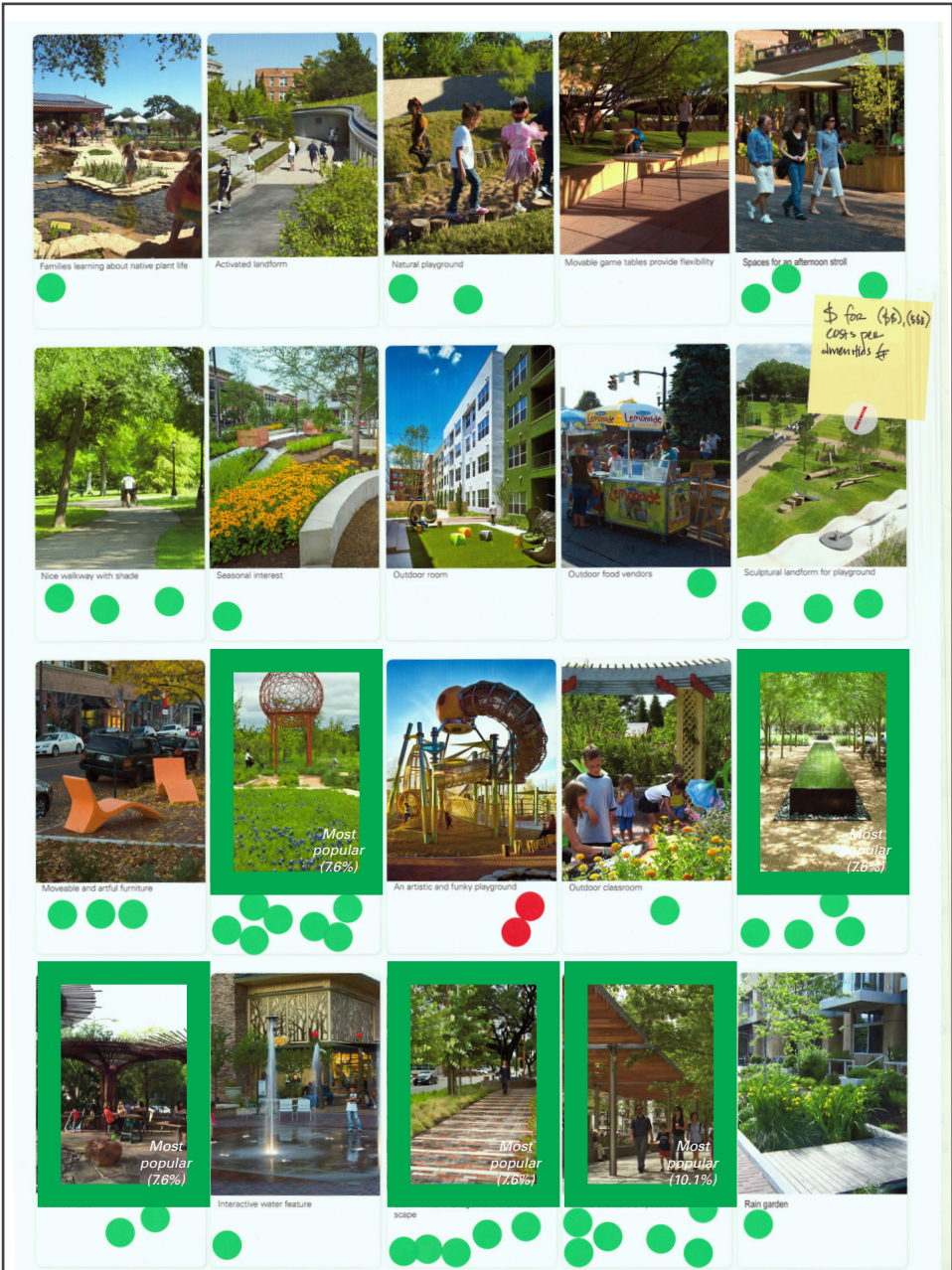
DESIGN GUIDELINES VISUAL PREFERENCE SURVEY

● = I love it! ● = I don't like it.



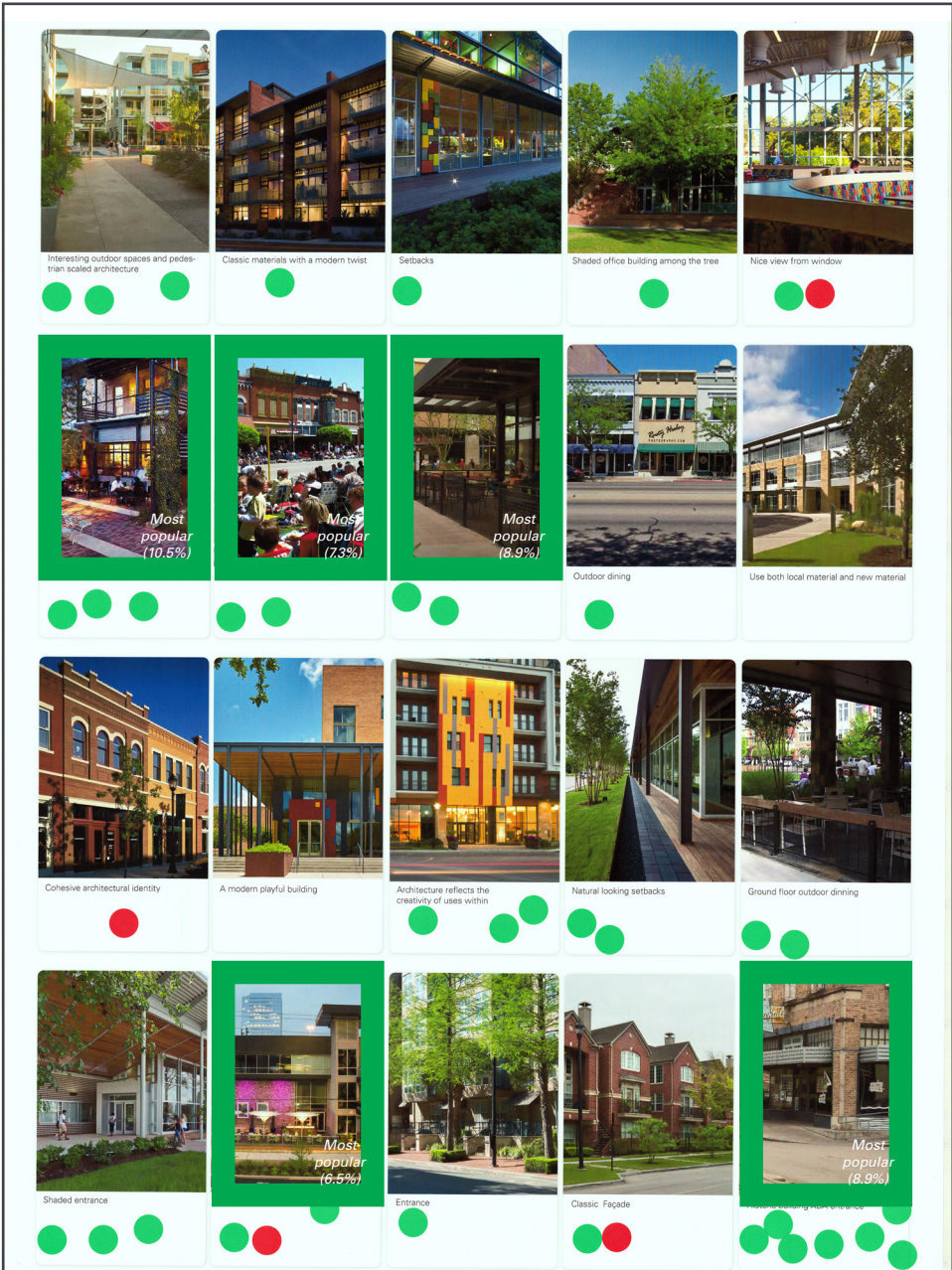
COMMUNITY CHARACTER

Community character imagery considered amenities such as signage, setbacks, art features and lighting types. Popular selections were features for night-time use of parks (11.7%) and landscape lighting (10.8%). Other items that received favorability were signage with vegetation (7.2%), lighting in the landscape (7.2%) and new, public bicycle and pedestrian amenities in the right-of-way (7.2%).



LANDSCAPE CHARACTER

Landscape character considered amenities such as rain gardens, site furniture, outdoor vendors and shade. According to the poll, the public preferred shade structures for pedestrians (10.1%) over most other amenities. Other preferences were for stormwater features along streetscapes (7.6%), outdoor cafe space (7.6%), outdoor reading rooms (7.6%) and new public art (7.6%).



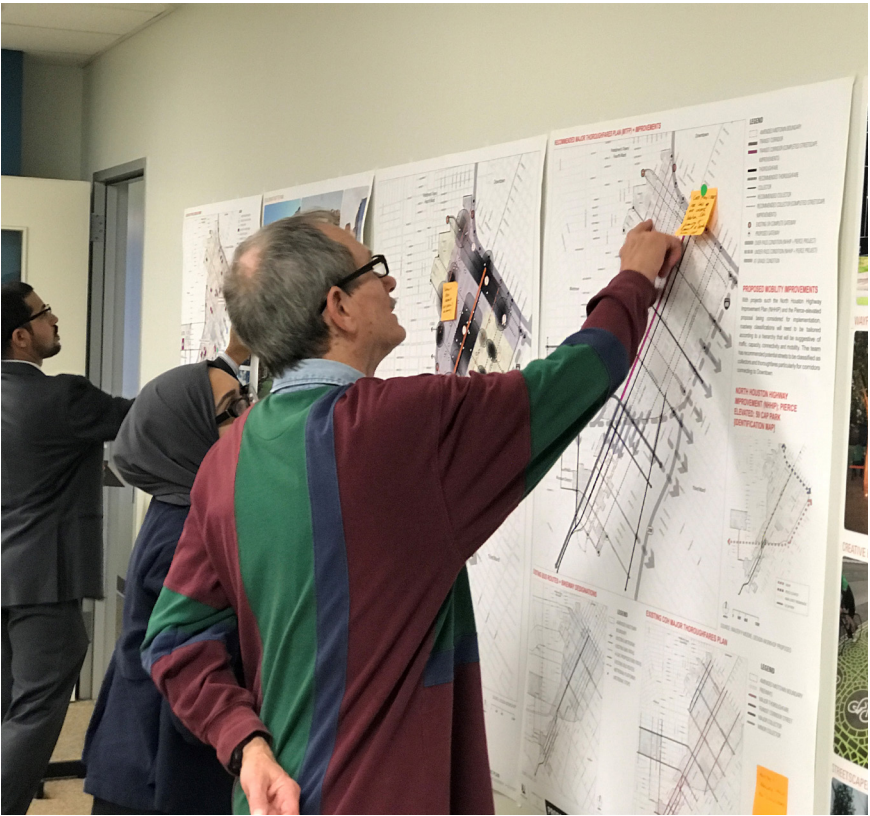
ARCHITECTURAL CHARACTER

Architectural character considered building quality and aesthetics through facade treatment, accessibility, entry ways and other features. The public preferred restaurants with outdoor seating as a majority vote (10.5%). Other preferences were for better ADA accessibility to historic buildings (8.9%), outdoor dining (8.9%) and features that help accommodate events/ activities along streets (7.3%).

WORKSHOP 2

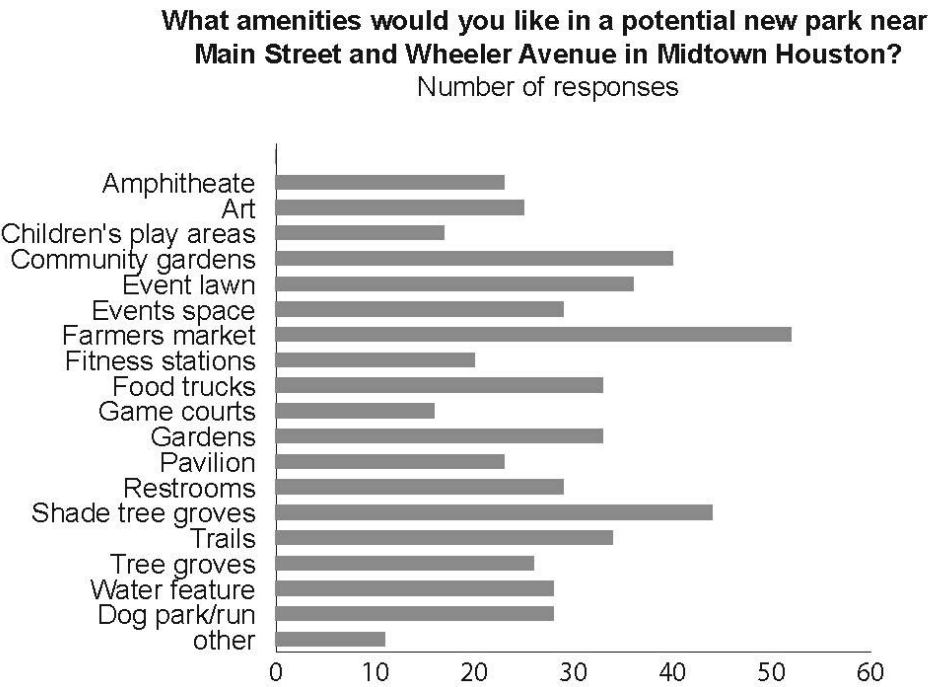
Design Workshop held a public meeting as part of an effort to test framework plans for open space, mobility, urban design, and future development opportunities. The meeting was held early in the morning to capture commuters, residents, and visitors on their way to work. In addition, image boards were developed according to community assets, landscape amenities, and architectural styles. The public had options of placing green dots to indicate favorability and red dots to indicate otherwise. Lastly, programmatic chip games were developed to have the public weigh in on preferences for the types of activities most desired for the Midtown Houston Cap Park once the North Houston Highway Improvement Plan (NHHIP) is completed. Streetscape alternatives were also created to understand which major thoroughfares will be able to accommodate trees/vegetation, bike paths, designated bus lanes, lane reductions, and other amenities.

The afternoon session was left for focus groups with stakeholders in the expertise of mobility, government and civic services, as well as real estate and property development. The big takeaway from the day-long workshop was that most people wanted to see more family-oriented and arts-oriented programs at the Midtown Houston Cap Park. Transforming Main Street into a pedestrian-oriented corridor with bike lanes resonated with the public greatly. Lastly, there was much anticipation and excitement over the transformation of the Pierce Elevated Freeway into a linear green space. Responses from this workshop will help inform specific recommendations on the design guidelines as part of the next step.

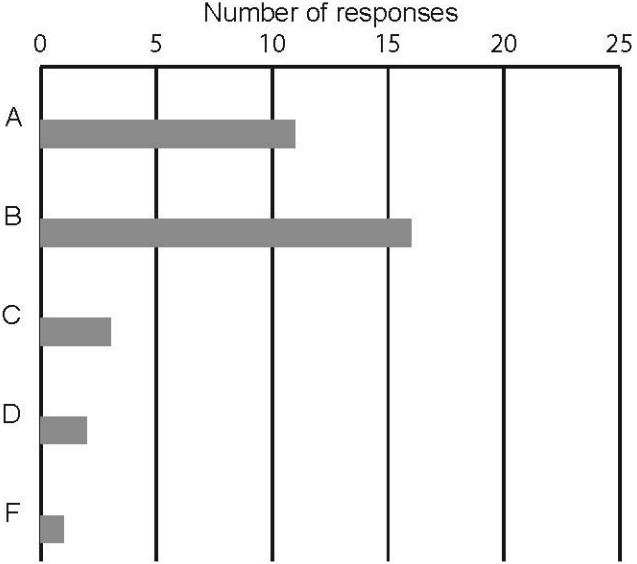


ONLINE SURVEY 2 RESULTS

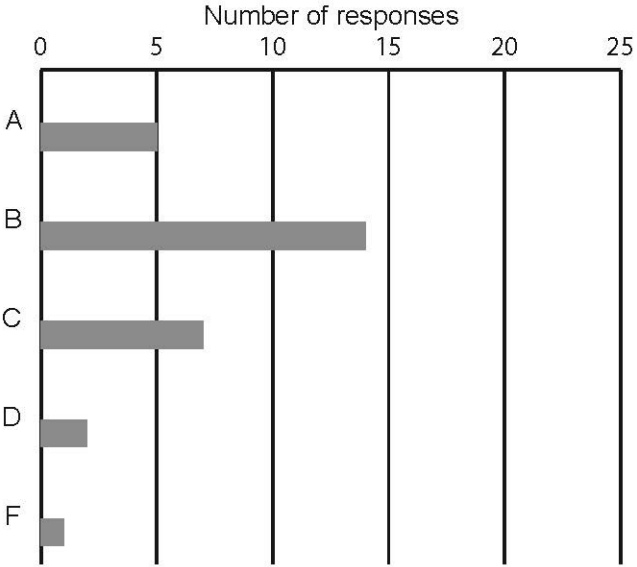
Survey results from the second workshop revealed a need for a diverse array of programmatic elements for the potential new Midtown Houston Cap Park that emphasized the need for farmers markets, food trucks, and amenities, such as community gardens, event lawns, restrooms, shade tree groves, and trails. The general trajectory of the project is on the right path, according to the poll, but given the lack of input for this second workshop, further analysis will need to take place to consider recommendations for the design guidelines, mobility, urban design, and public realm frameworks.



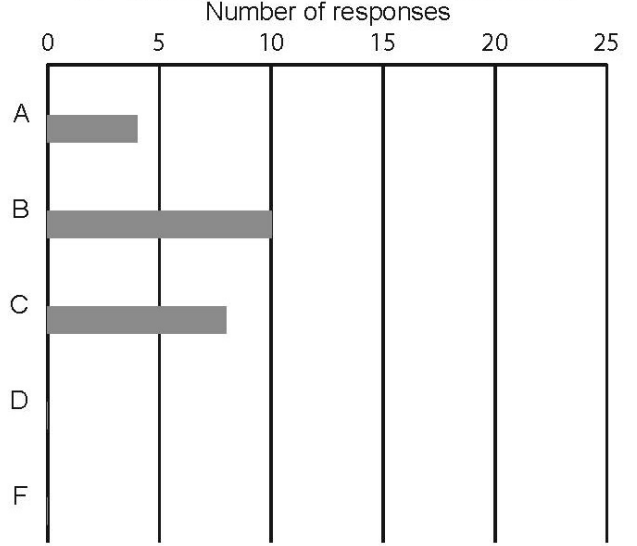
Click to read more about future parks and public realm ideas.
Are we on the right track with parks and public realm recommendations?
(A = great work, F = needs improvement).



Click to read more about future mobility and transportation ideas.
Are we on the right track with mobility and transportation recommendations?
(A = great work, F = needs improvement).



Click to read more about future urban ideas.
Are we on the right track with urban design recommendations?
(A = great work, F = needs improvement).





EXISTING CONDITIONS

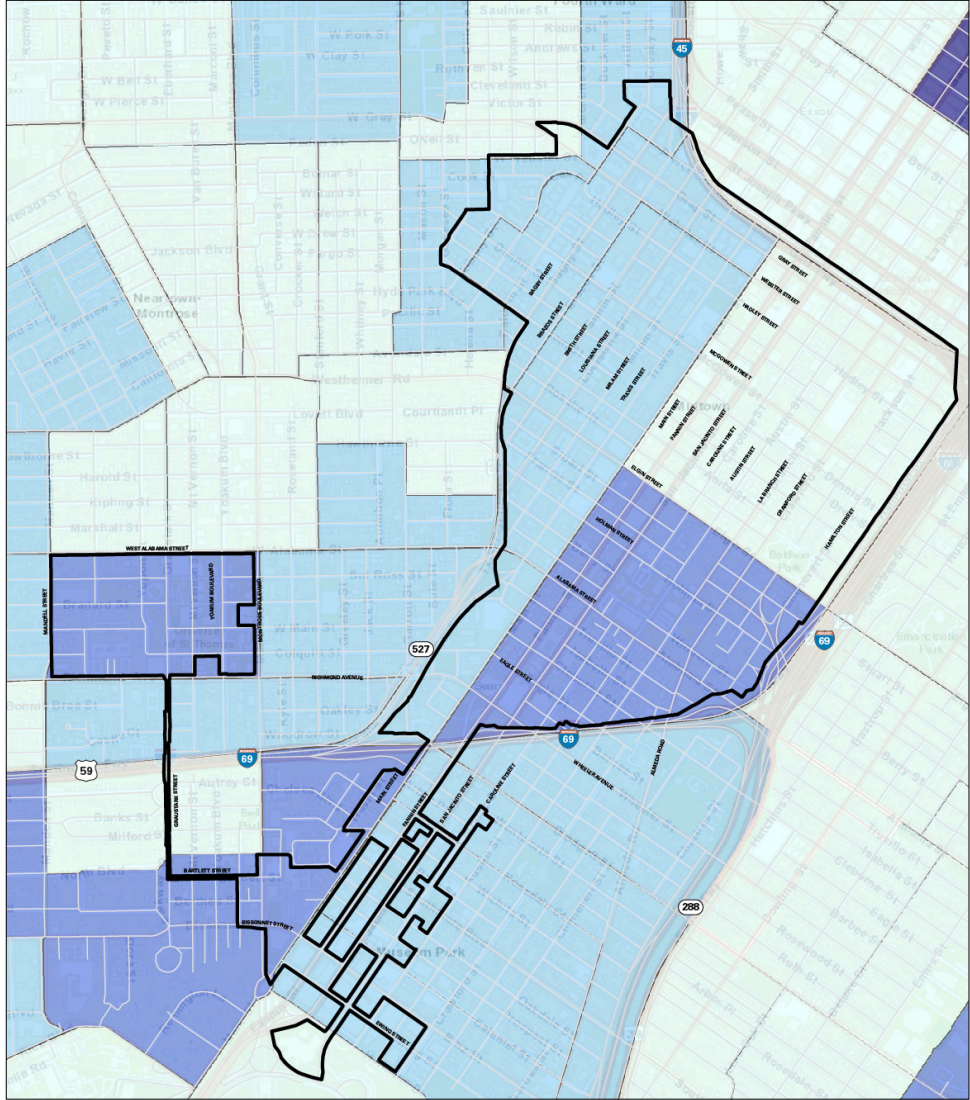
POPULATION GROWTH

Census data reveals a significant increase in population density across Midtown Houston between 2000 and 2017, with almost three times the population growth in some areas. These measures indicate overall economic growth and redevelopment. With a growing number of residents and businesses, planning for the preservation of housing opportunities (both affordable and market rate) and state-of-the-art parks/ public spaces will remain important.

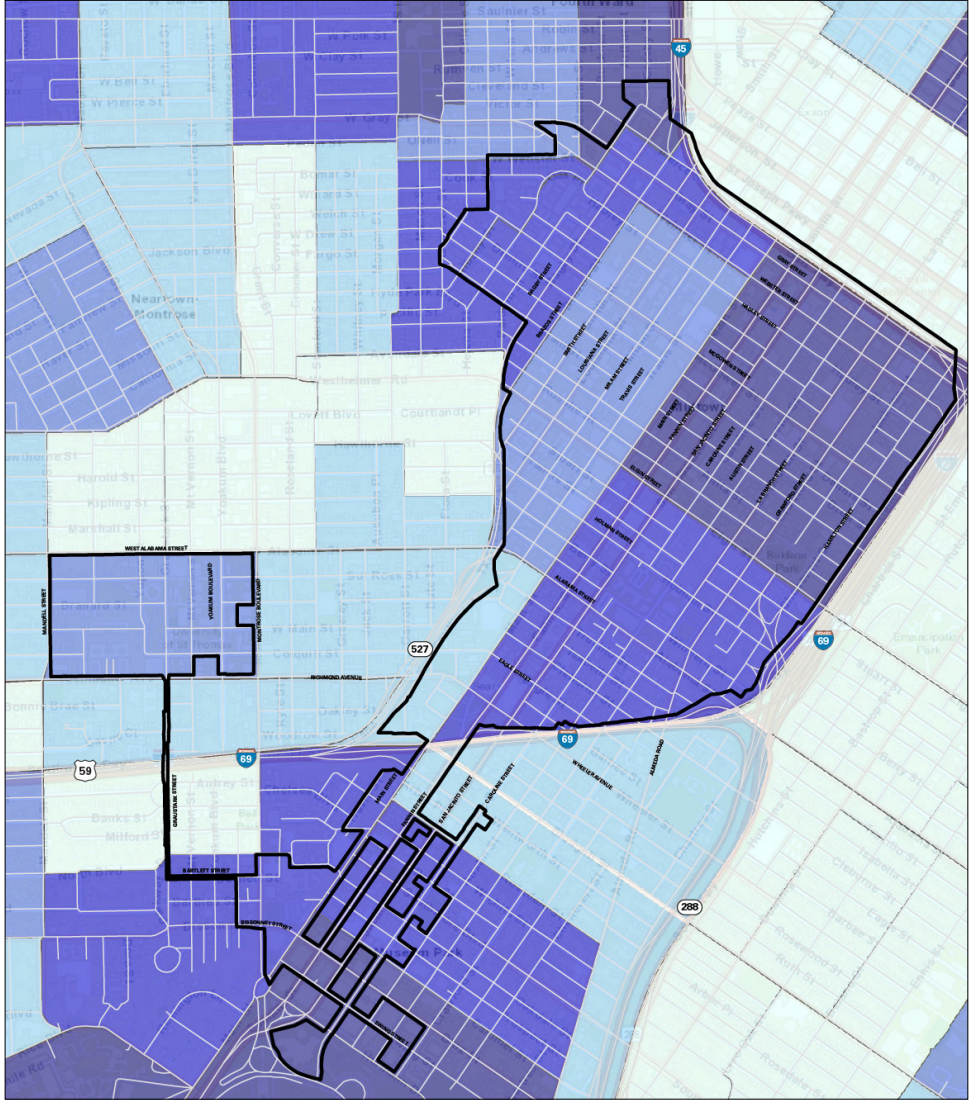
LEGEND

- Amended Midtown Houston Boundary
- 3,684 - 4,904 people/acre
- 1,989 - 3,683 people/acre
- 1,406 - 1,988 people/acre
- 1,042 - 1,405 people/acre
- 613 - 1,041 people/acre

2000



2010



2017

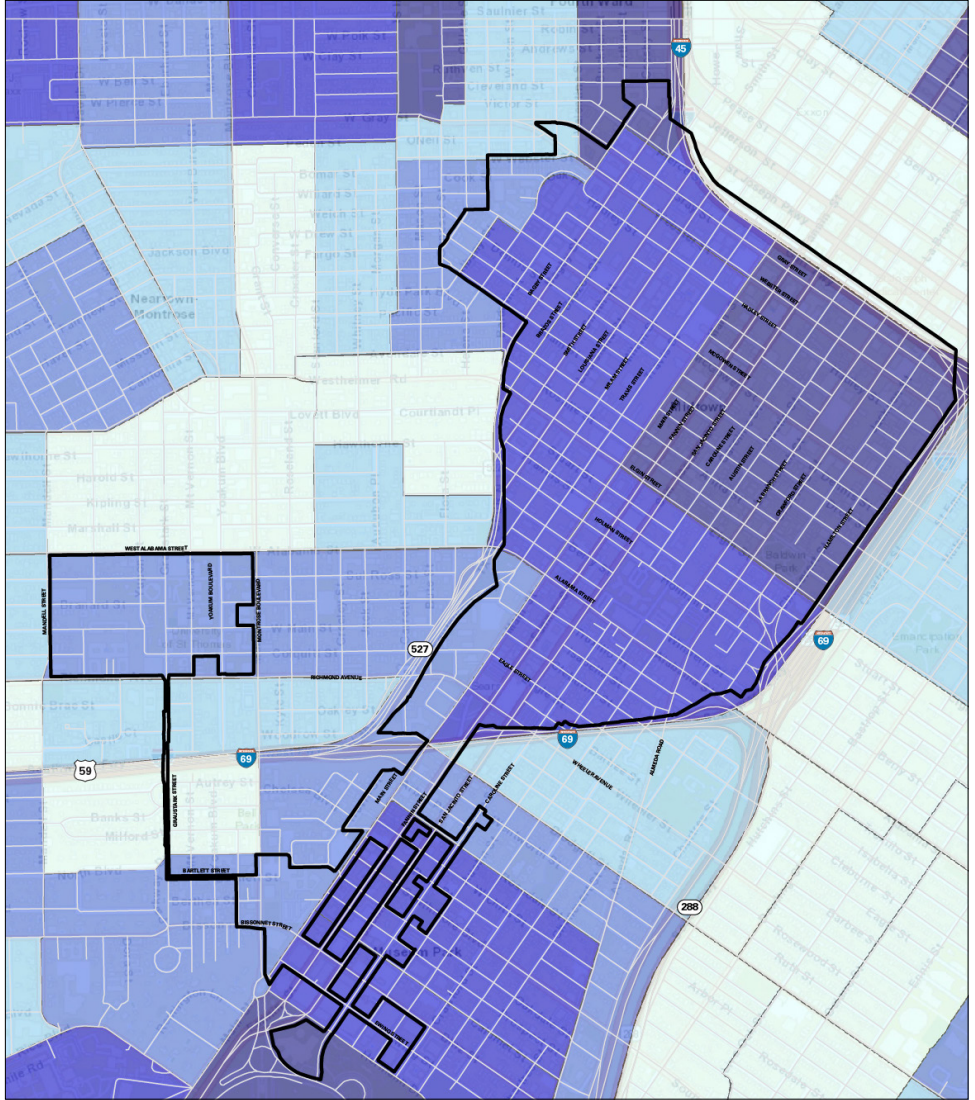


Figure 9: Population Density by Census Block ESRI Business Analyst, 2000 - 2017

LAND USE

Midtown Houston is made up of many multi- and single-family neighborhoods. Commercial, office, industrial, and civic/ institutional uses are connected and balanced with parks, open spaces, transportation, and utilities.

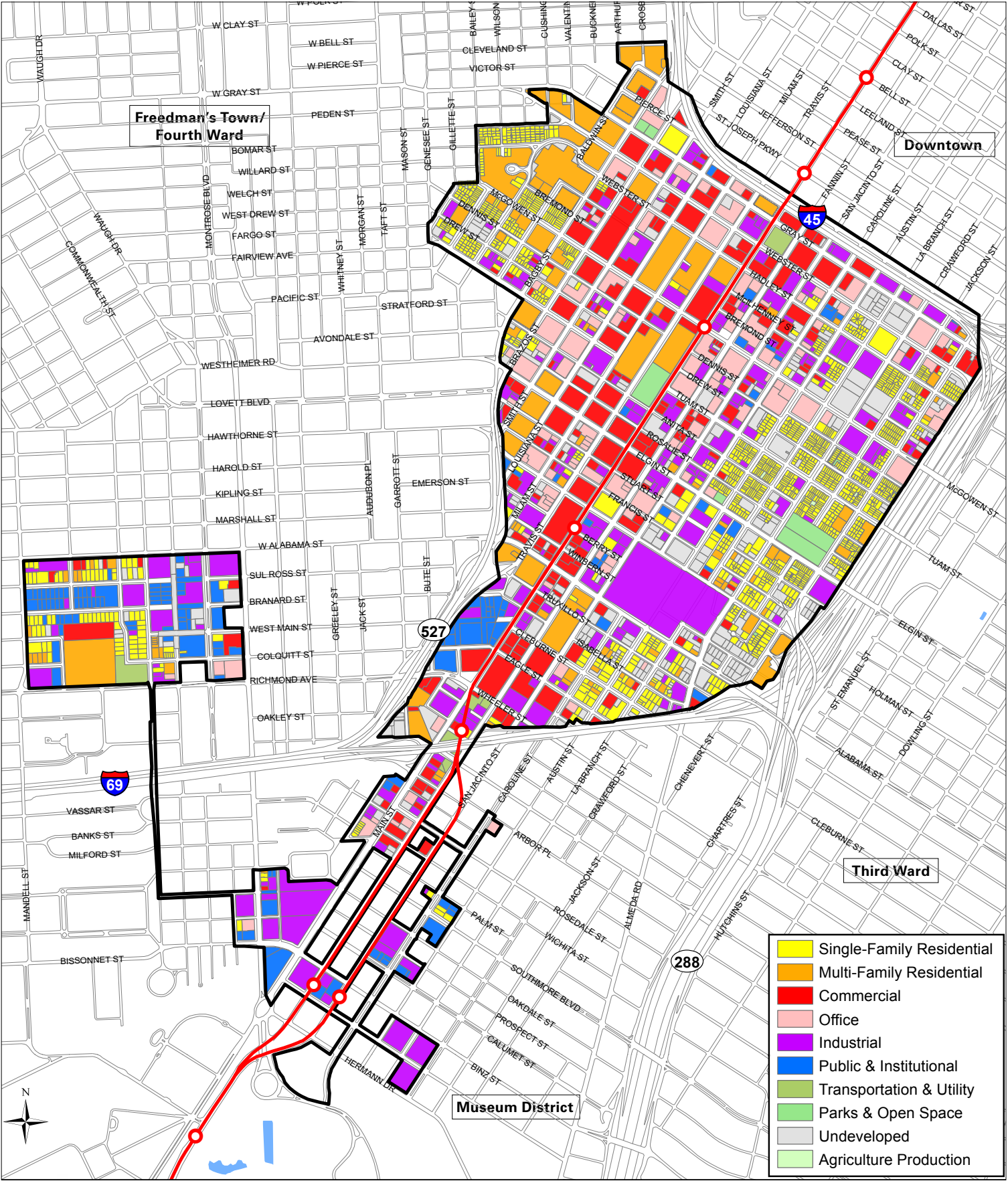


Figure 10: 2017 Land Use Plan, H-GAC, Walter P Moore

RESIDENTIAL OPPORTUNITIES

Median home values are the greatest along the southern edge of Midtown Houston. High-quality residential opportunities for workers and families of all ages preserves the vitality of the Midtown Houston neighborhood.

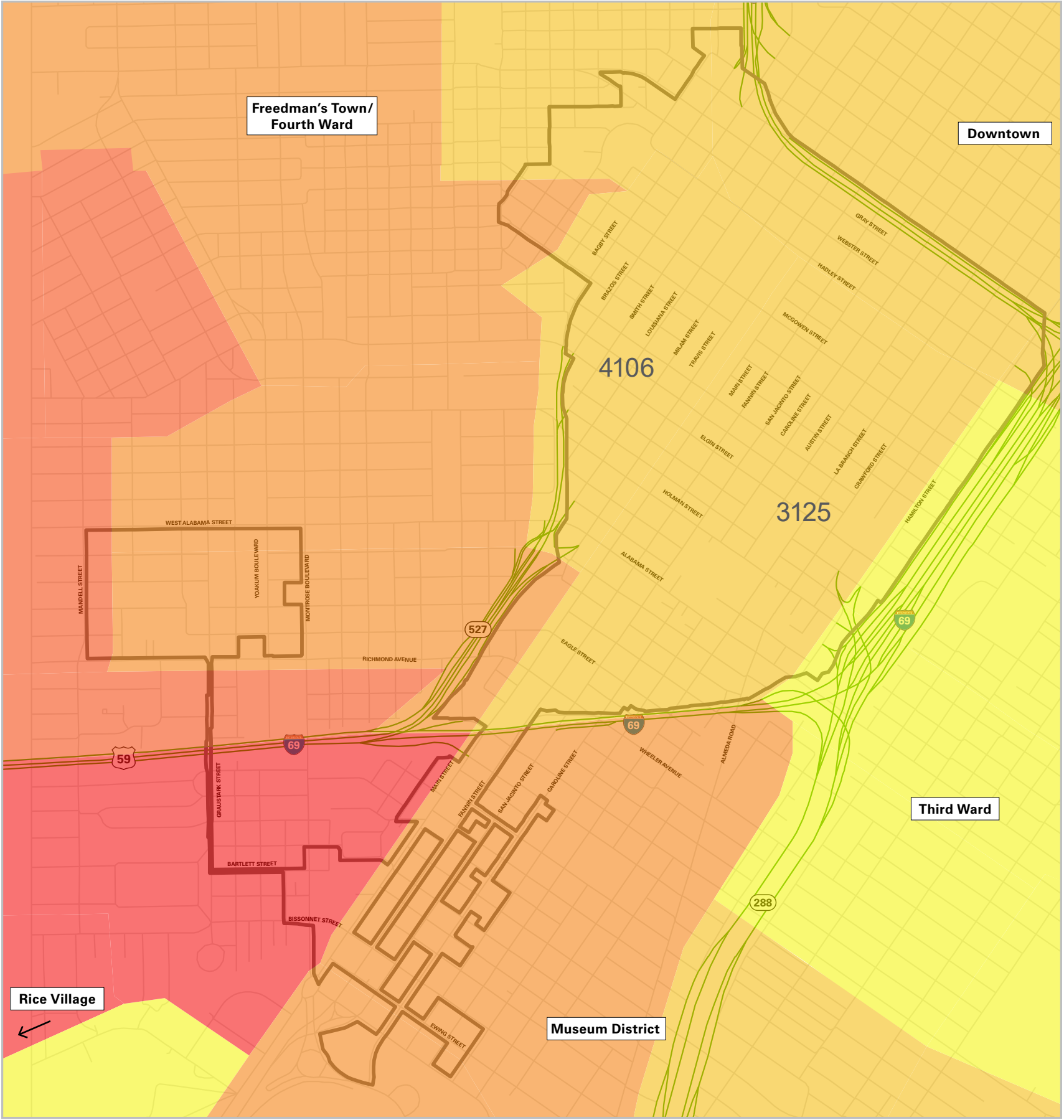
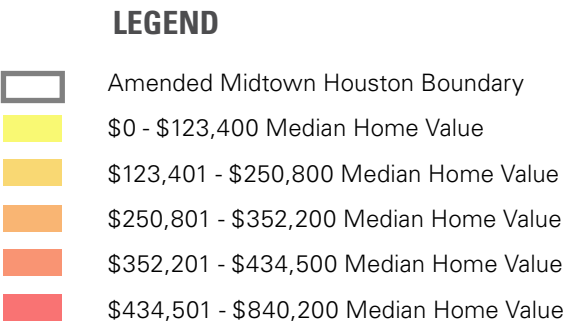
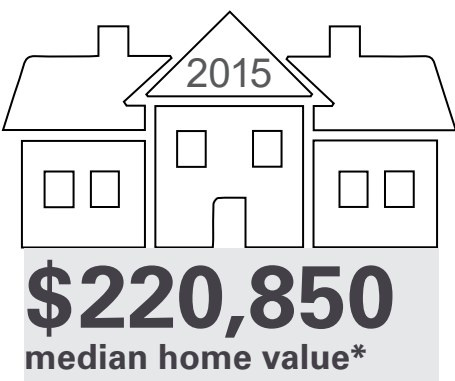
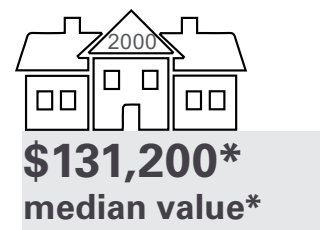


Figure 11: Median Home Value, Source: City of Houston Development Department, 2012
*Average of Census Tracts 4106 + 3125, the primary tracts within the Midtown Houston TIRZ boundary



LIKELIHOOD OF REDEVELOPMENT

Midtown Houston will continue to see redevelopment in the coming years based on available vacant parcels, under-utilized parcels, or parcels that are under land value, and areas that focus groups and the public recognize as catalysts. Examples of redevelopment may include the Greyhound Bus Station at the intersection of Main Street and Gray Street, the Sears Development site at the intersection of Main and Richmond, or the Menil Foundation properties at Richmond and Yupon.

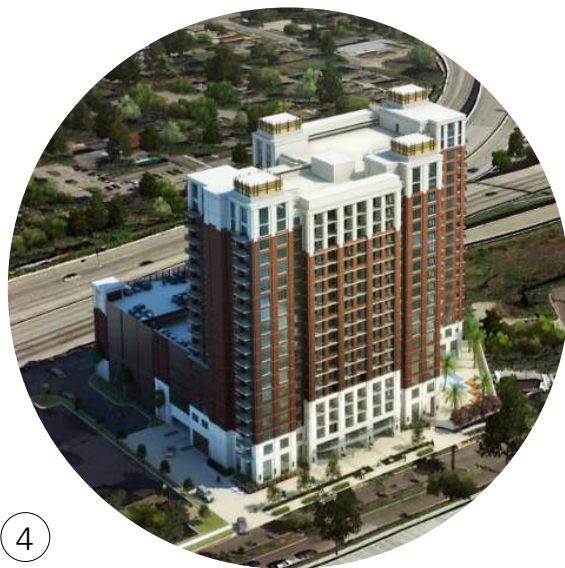


- LEGEND**
- Amended Midtown Houston Boundary
 - Main Street

MIXED-USE

Midtown Houston quality of life amenities, jobs, and proximity to Downtown continue to attract new residents to the growing area. Recent construction trends have included multi-story buildings ranging from four to 27 stories. Well-designed mixed-use creates great spaces for retail, services, jobs, entertainment, and other spaces desired by residents of all ages.

Examples of potential mixed-use (re)development in the following areas include:



OUTDOOR AMENITIES

There are a number of parks throughout Midtown Houston including Elizabeth Baldwin Park, Elizabeth Glover Park, and Menil Park. Recently constructed park amenities at Bagby Park and Midtown Park closed much of the gap in the park deficit north of Midtown Houston. Programs are viable for families and young professionals.



Elizabeth Glover Park



Elizabeth Baldwin Park



Bagby Park



Menil Park



HCC Plaza



Midtown Park

LEGEND

- Amended Midtown Houston Boundary
- Existing Rail Line
- METRORail Stops
- Proposed Bikeways (H-GAC)
- Existing Bikeways
- Existing Parks

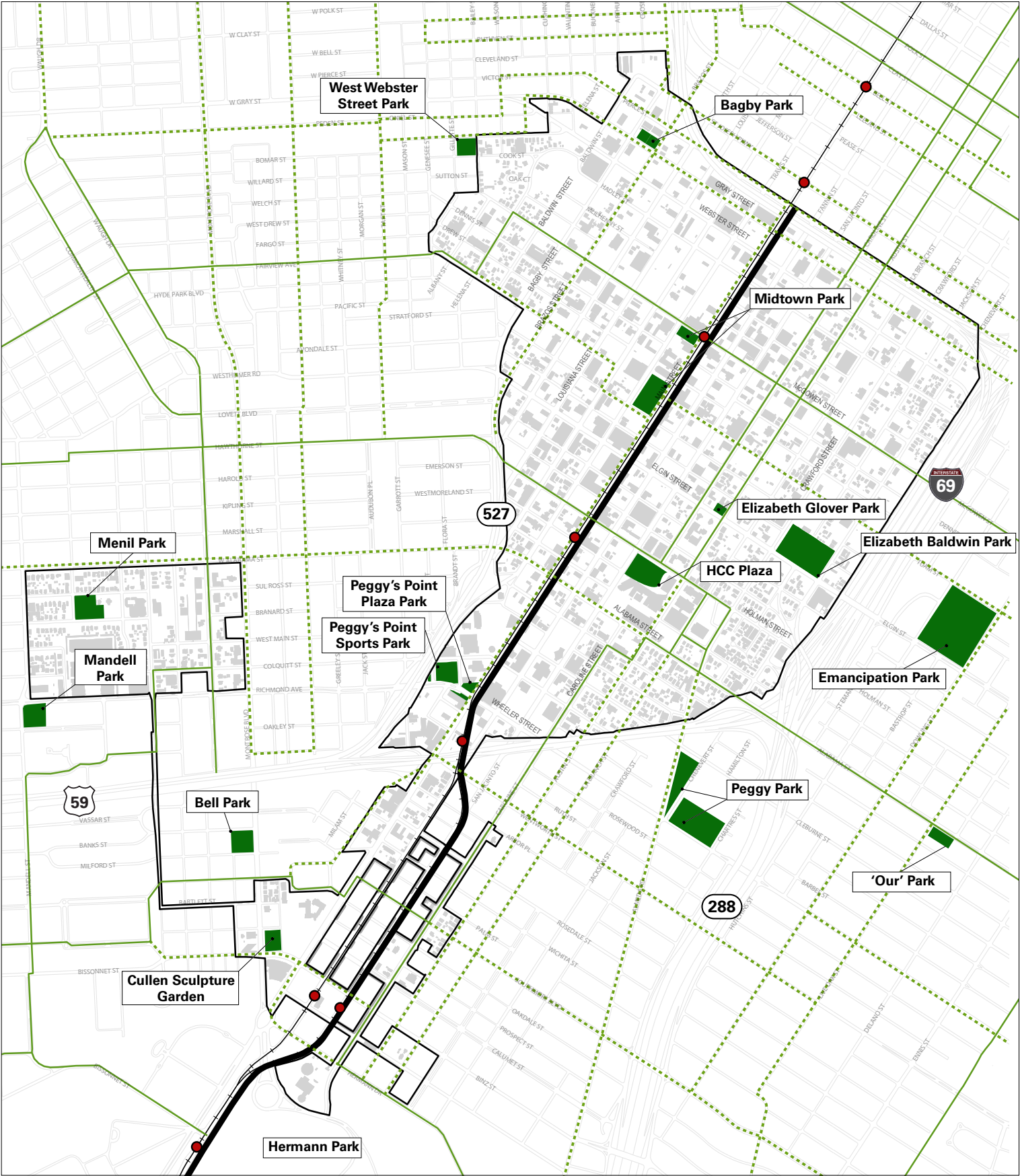


Figure 16: Existing Parks, Source H-GAC, 2017



PARK PROGRAMS

Defining parks according to their respective uses and programs can help establish the need for gathering spaces that otherwise do not meet the requirements of constituents with varying age groups. A number of parks across Midtown Houston carry vital flex spaces, such as lawns and open spaces. Developing parks for families and seniors will balance the park programs that currently cater to young professionals.

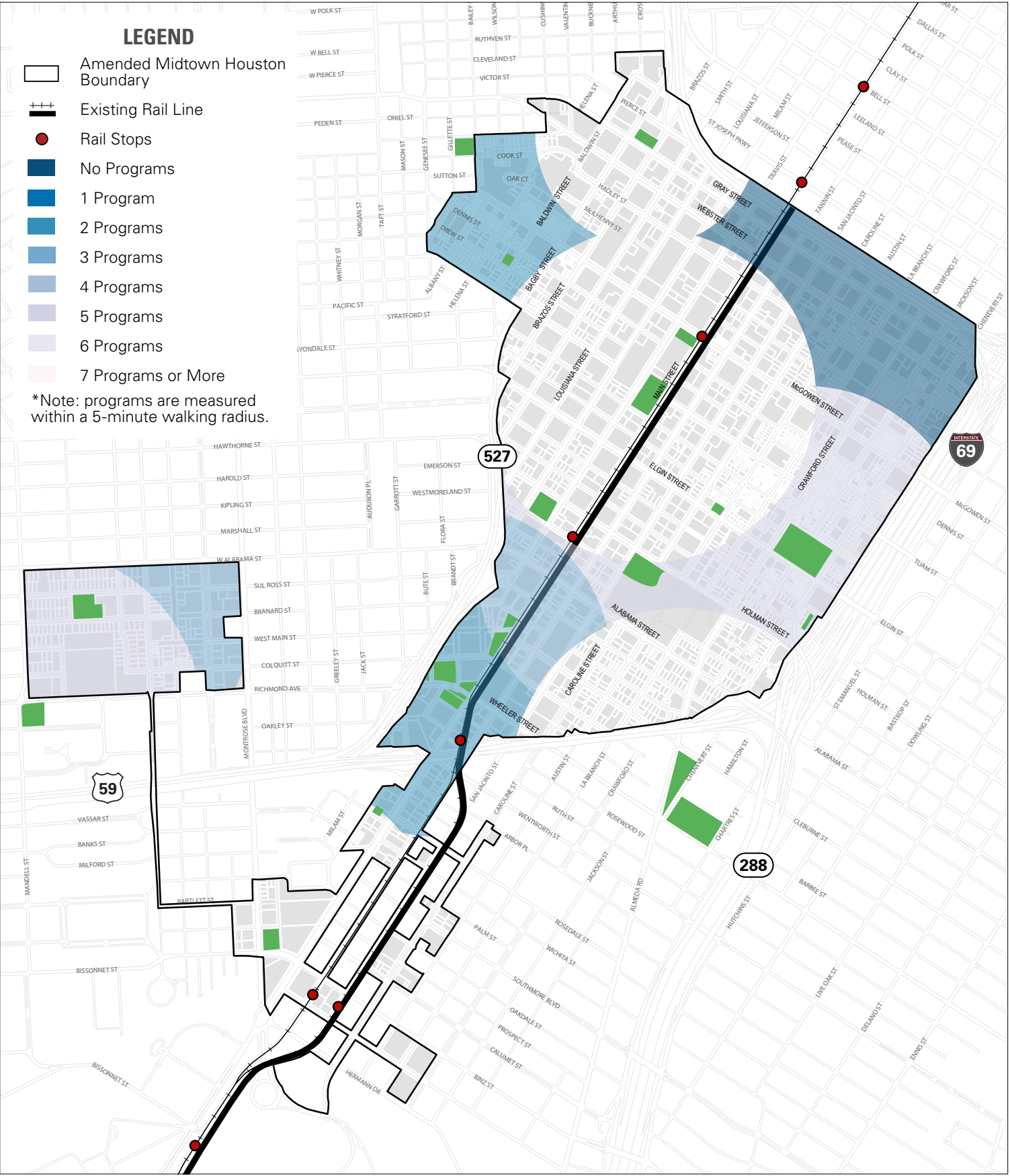
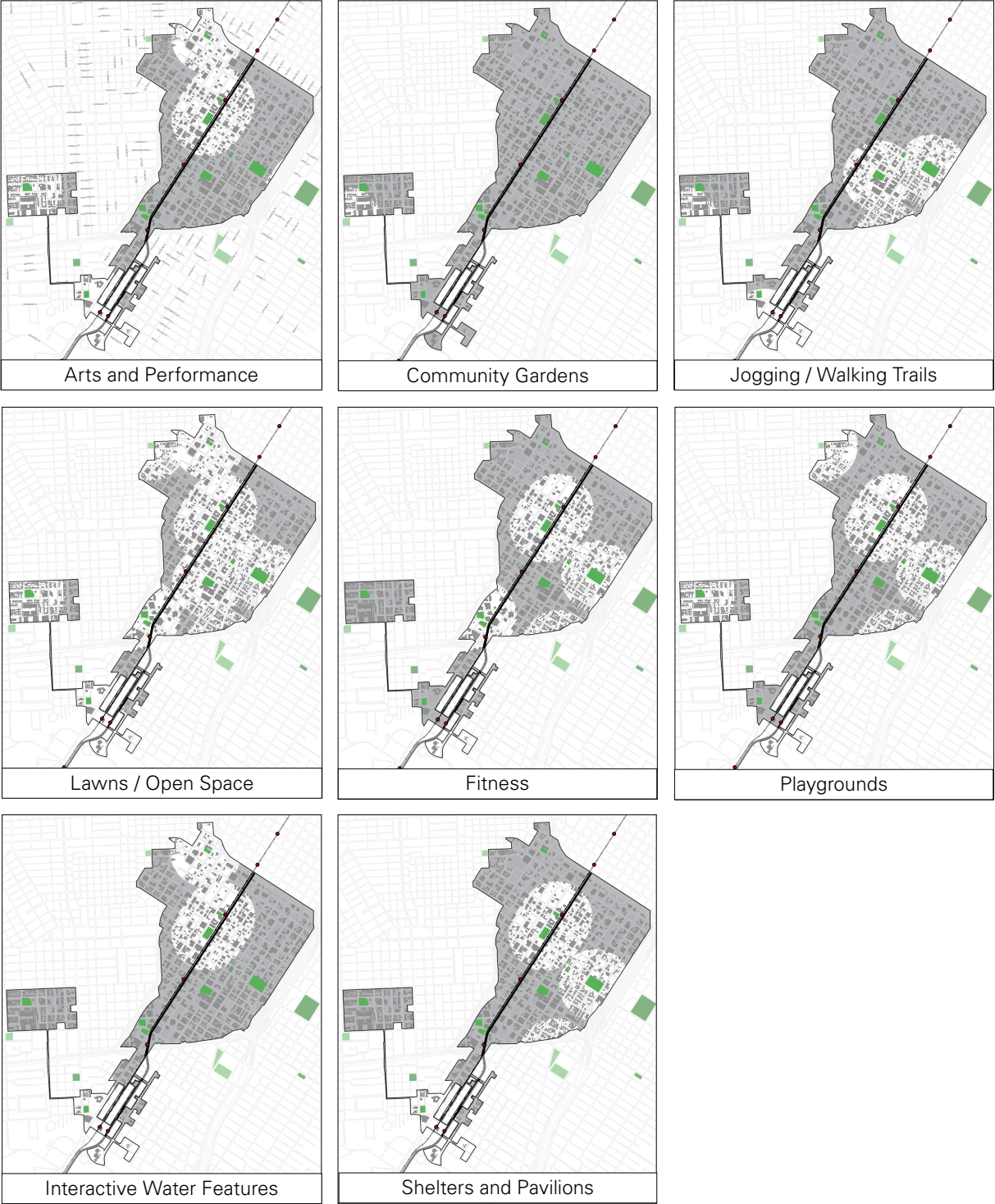
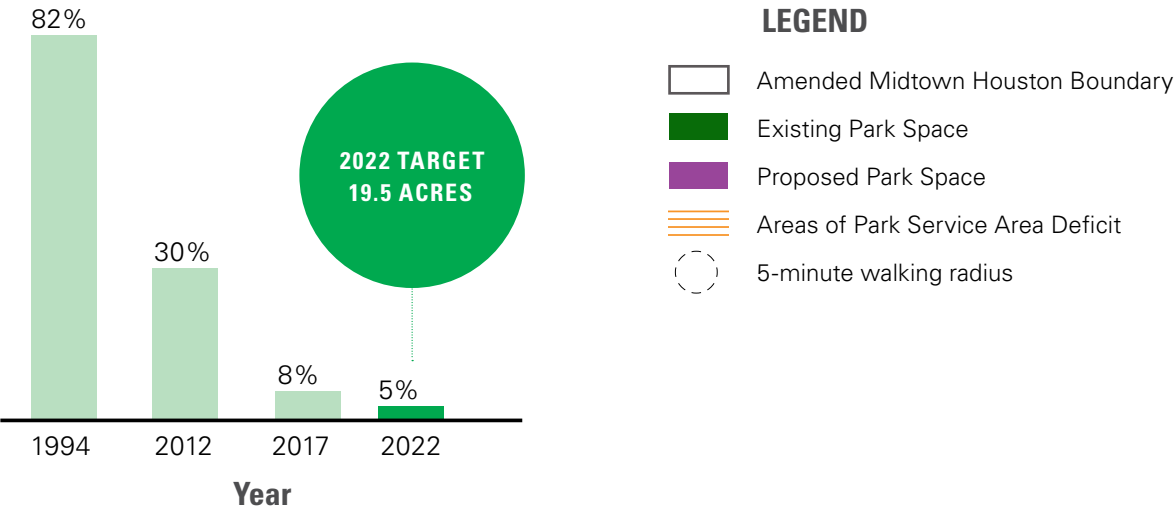


Figure 17: Existing Park Programming, Source H-GAC, 2017

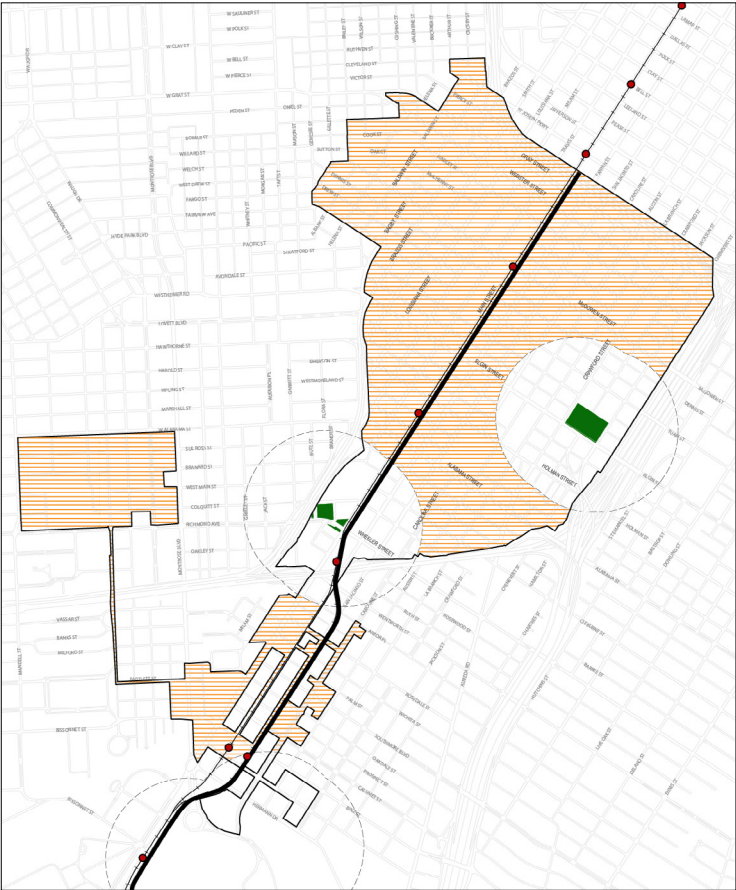


FUTURE PARK NEEDS

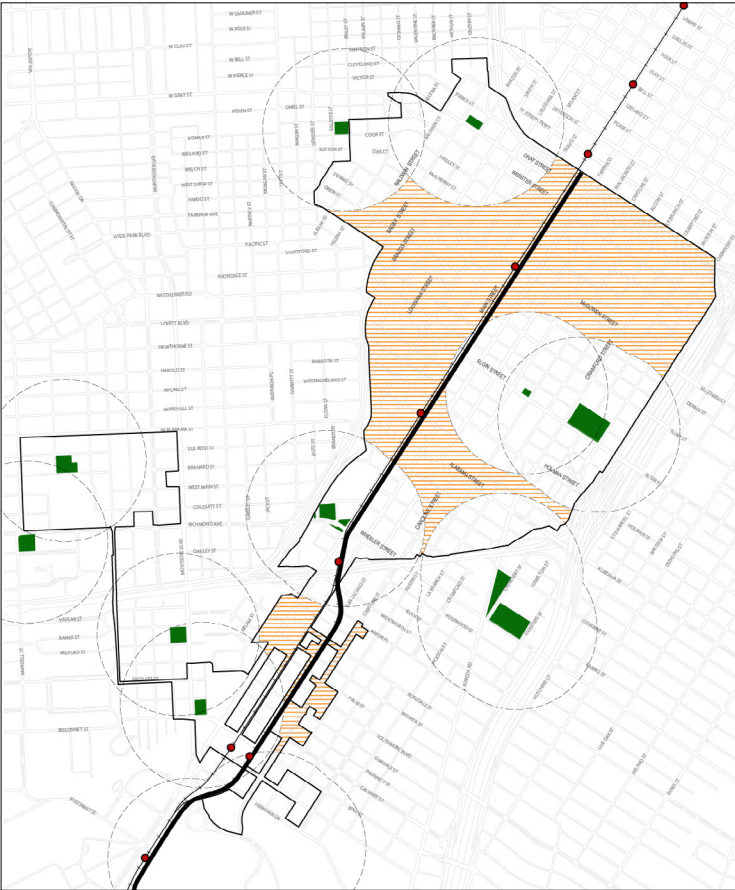
Since the mid-1990s, the need for parks has grown exponentially in the Midtown Houston area. Where there were once only a couple of parks available to Midtown’s residents in 1994, that number increased to eight parks in 2012 and 10 in 2017. The result of the 2013 Midtown Houston Strategic Plan enabled Midtown Houston to pro actively establish a number of parks that reduced the park deficit from 82% to 8% by 2017. By 2022, it is estimated that the park deficit will be reduced to 5% with the potential for the Pierce Parkway (as recommended in the Downtown Plan), the northeast park node, and the Midtown Houston Cap Park project.



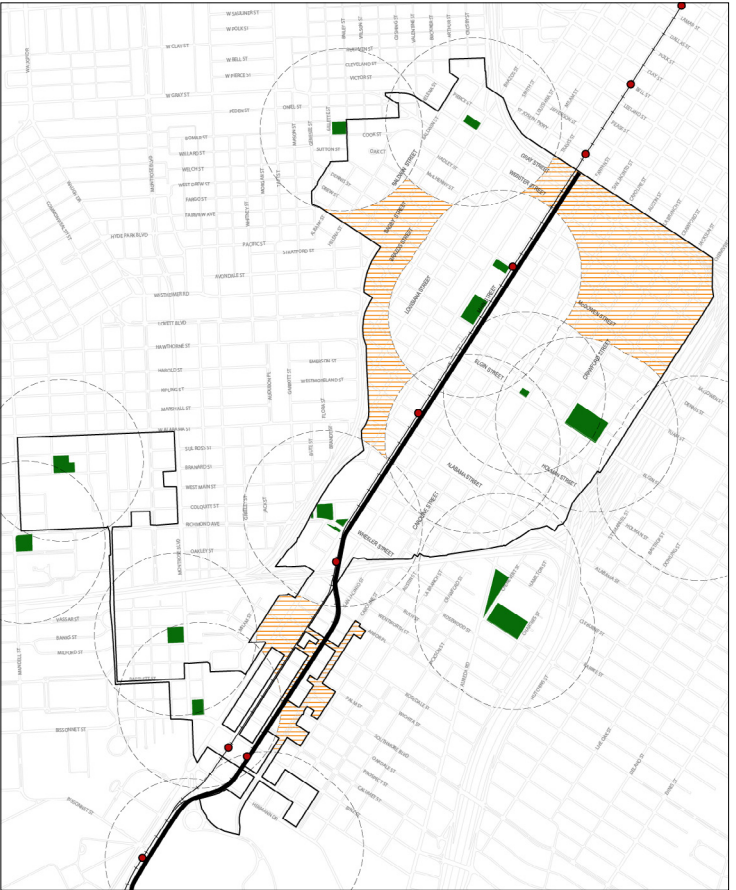
1994
2 Parks
5.3 acres of Parkland



2012
8 Parks
14.4 acres of Parkland



2017
10 Parks
19.3 acres of Parkland



2022
15 Parks
34.25 acres of Parkland

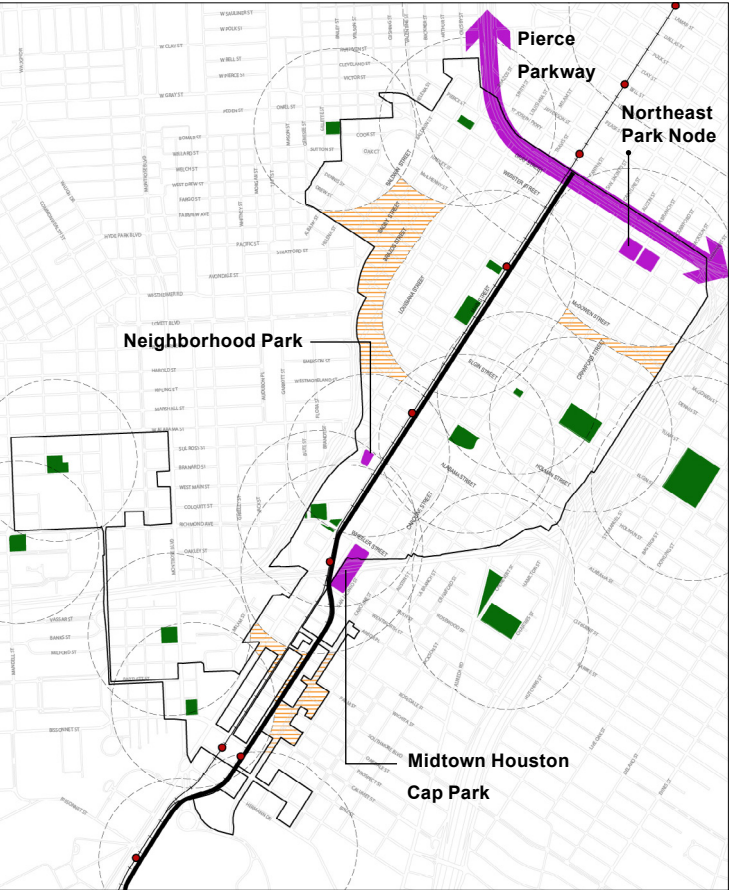


Figure 18: Areas of Park Deficit (Five-minute walking radius), Source: Midtown Houston Strategic Plan, 2013; City of Houston Parks Master Plan, 2017; NHHIP project; Downtown Plan, 2017

MAJOR THOROUGHFARES AND FREEWAYS

The City of Houston provides annual updates to its Major Thoroughfare and Freeway Plan (MTFP). The MTFP process engages neighborhoods and the development community in a dialogue about evolving needs, such as congestion alleviation, mobility, and future development planning. In that plan, the City identifies sections of roadways (either thoroughfares or major collectors) that are in need of expansion, either by lengthening or widening. The plan serves as notice to the public for developing land adjacent to the identified roads but does not address the construction schedule for roadway projects. The plan creates four roadway classifications:

- 1. Freeways are high-frequency, high-speed systems that are mainly used to allow vehicles get to multiple destinations without interruption. Examples of this include US 59, Spur 527, and I-45 that bounds the east, south, and northern edge of the study area.
- 2. Major thoroughfares are public streets that accumulate traffic from collector streets for distribution through the freeway system. Examples of this include Elgin Street, Blodgett Street, Fannin Street, and Montrose Street. These streets distribute medium to high volume traffic and provide access to adjacent development.
- 3. Transit streets are easements that METRO has proposed as a route for a guided rapid transit system. Main Street and Wheeler Avenue are examples of this.
- 4. Collector streets are public streets that accumulate traffic from neighborhood streets and are designed to provide a greater balance between mobility and access to residential, commercial, and industrial areas. Examples of this include Southmore Boulevard, Hermann Drive, Alabama Street, Mandell Street, Binz Street, and McGowen Street.

Designing streets to meet capacity, and potentially allow for one-street conversions to two-way will be key to accessibility and connectivity to and from activity nodes in Midtown Houston.

ORIGINAL TARGET
82

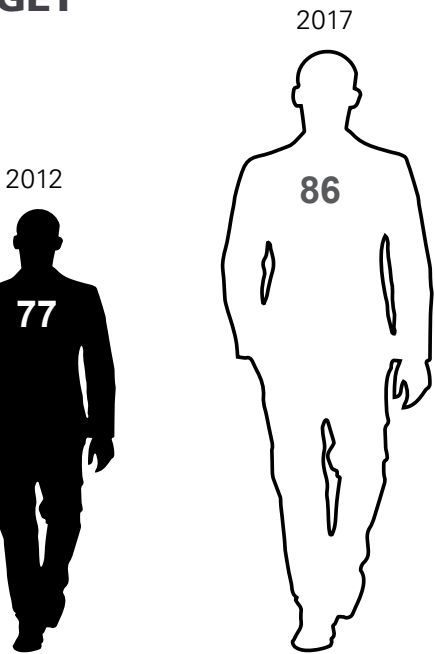


Figure 20: Walkscore Midtown Houston, 2017. For each address, Walk Score analyzes hundreds of walking routes to nearby amenities. Points are based on the distance to amenities in each category. Amenities within a 5 minute walk (.25 miles) are given maximum points.

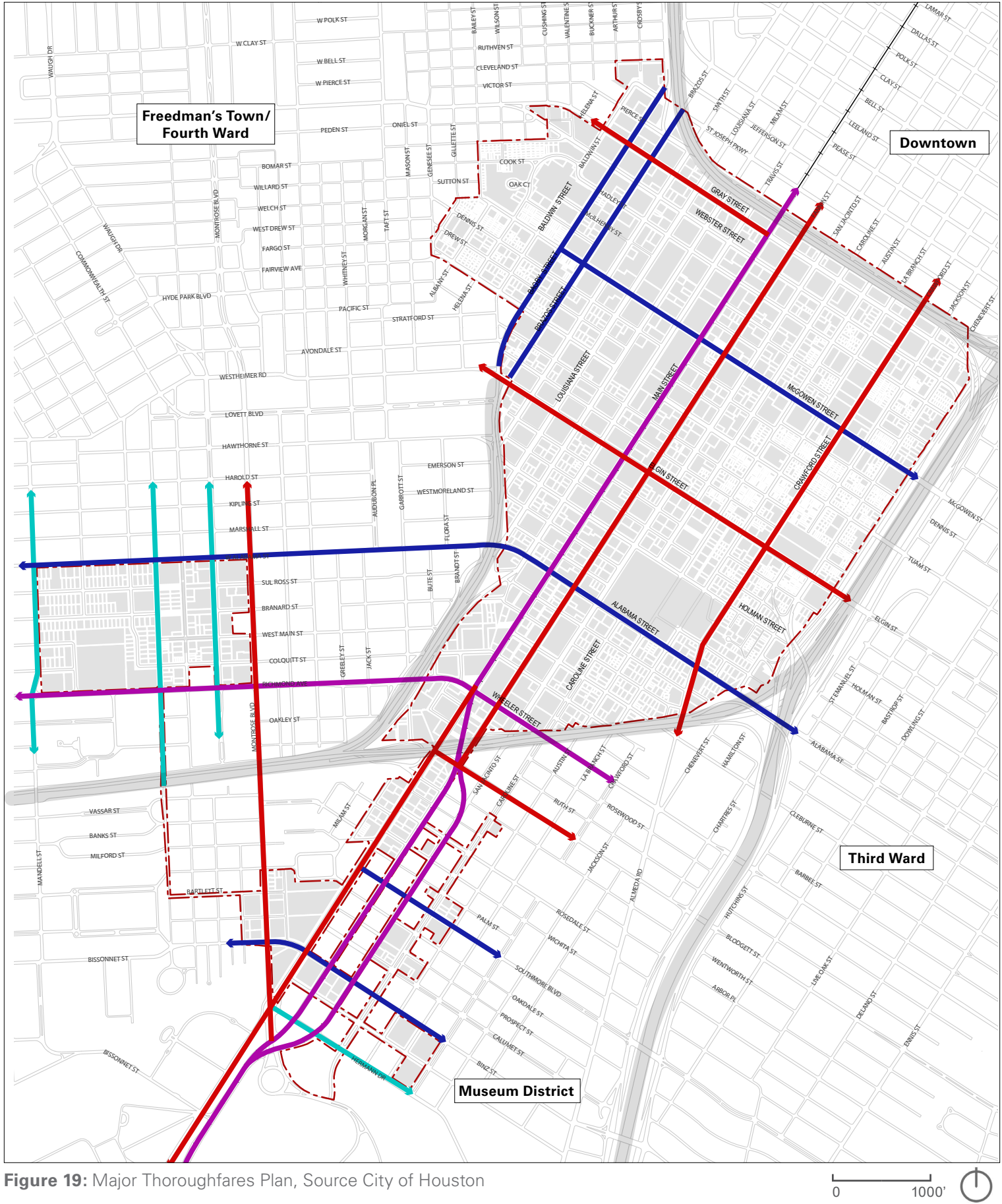


Figure 19: Major Thoroughfares Plan, Source City of Houston

TRANSIT OPPORTUNITIES

Transit options are available for residents and visitors in and to Midtown Houston. The METRO Red Line runs along Main Street connecting Downtown, Midtown Houston, the Museum District, and Texas Medical Center. Many bus and bike routes make vital connections to neighboring districts.



- 15
BUS
ROUTES
- 5
BIKE
ROUTES
- 4
METRORAIL
STOPS

LEGEND

- Amended Midtown Houston boundary
- Existing METRORail
- Existing Bikeways
- H-GAC Proposed Bikeways
- Existing Bus Routes
- METRORail Platforms
- METRORail Stops

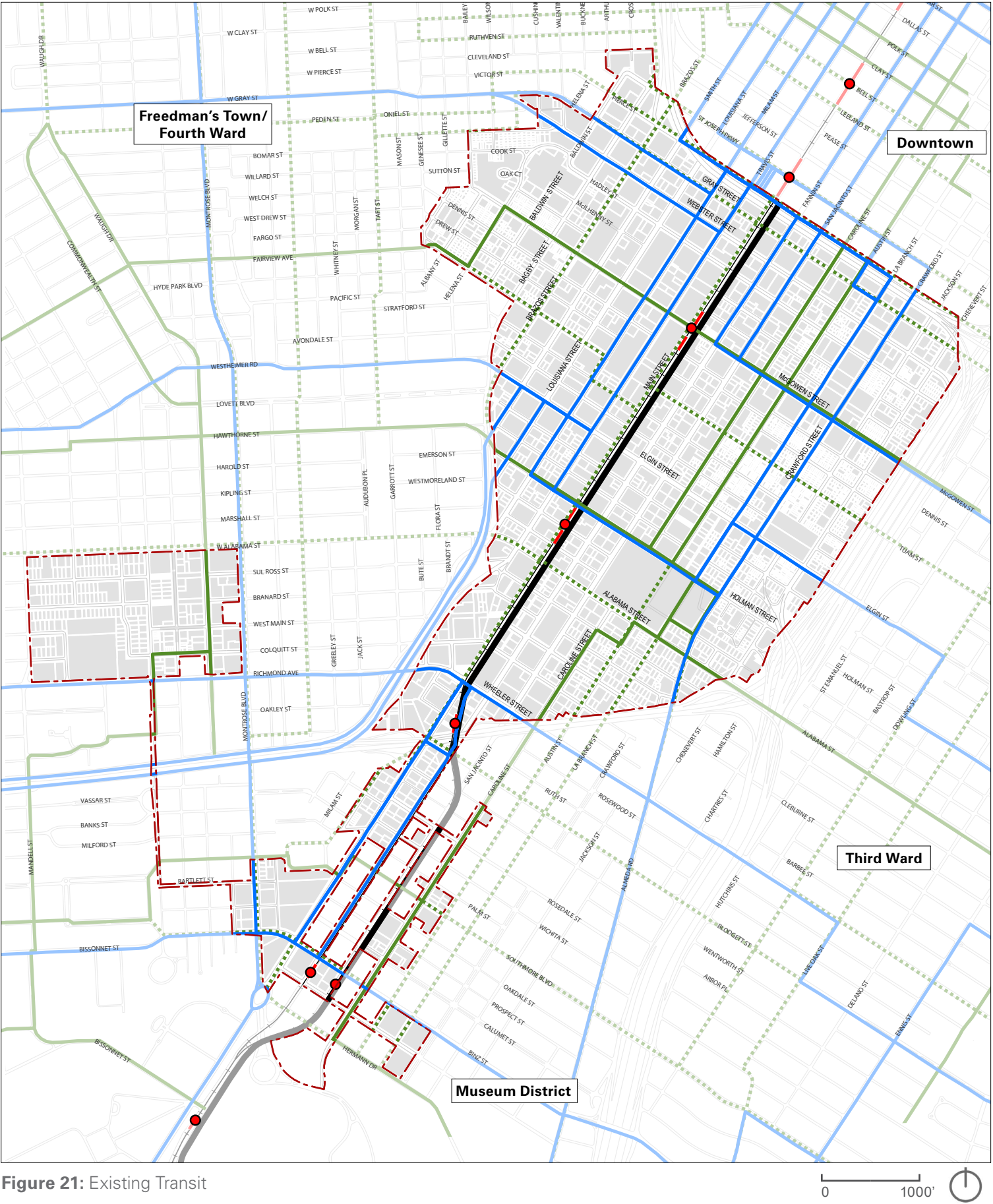


Figure 21: Existing Transit

CAPITAL IMPROVEMENTS

Midtown Houston continues to implement strategies and projects focused on public infrastructure. The Midtown Redevelopment Authority invests tax increment revenue to provide public improvements and right-of-way enhancements that foster economic development while maintaining a commitment to a sustainable environment. Phased efforts, together known as capital improvements, have made progress in several need areas: mobility, infrastructure, pedestrian improvements, parks and open spaces, parking, cultural infrastructure, and community housing.



LEGEND

++++

METRORail Line

Completed Projects

Projects in Design/ Construction

Planned Projects

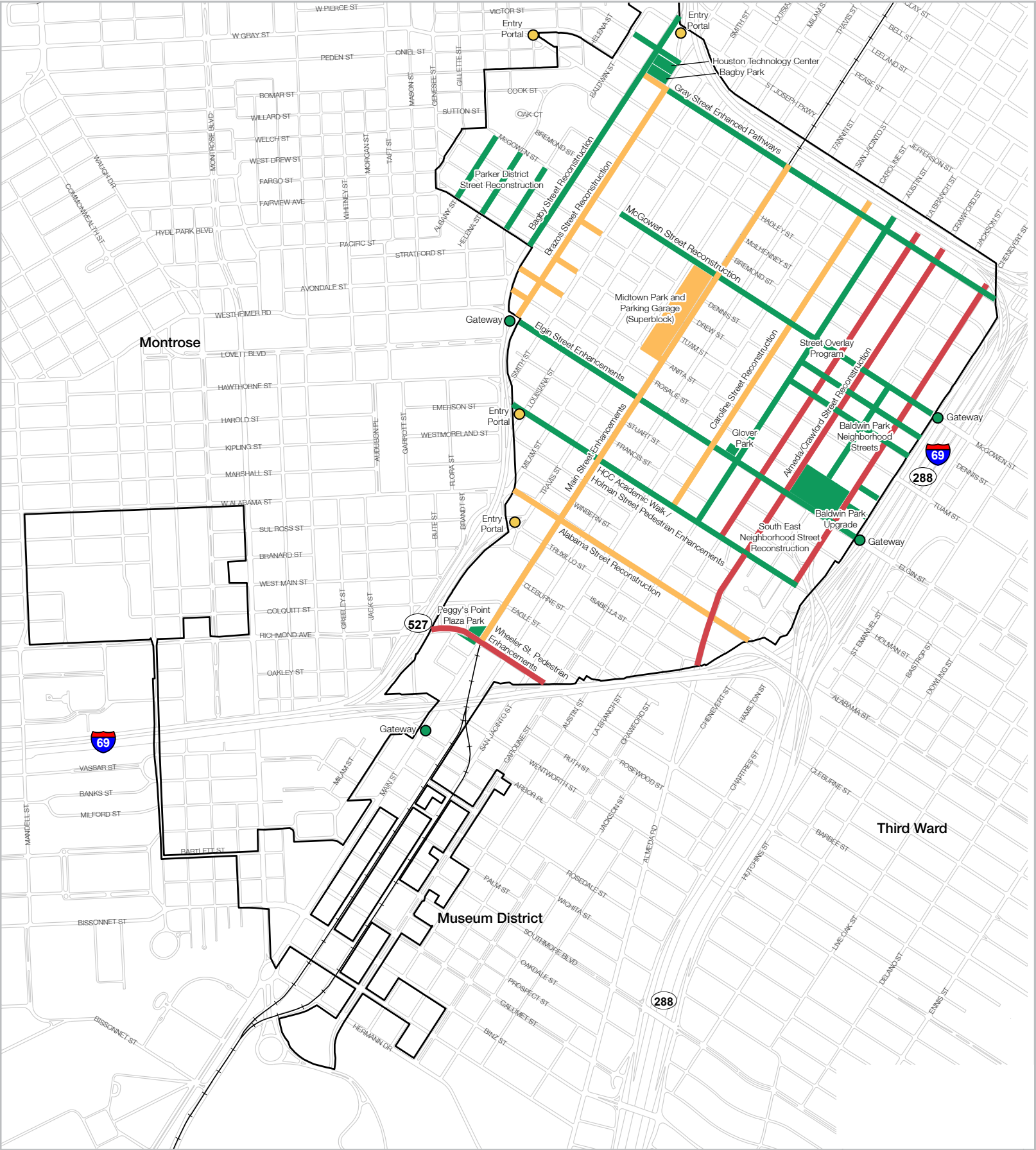


Figure 22: Capital Improvement Projects - TIRZ CIP Projects, Source: Walter P Moore

0 0.25 Miles

CULTURAL ARTS AND ENTERTAINMENT

Midtown Houston has many cultural art and entertainment amenities. This framework, per the 2013 Midtown Houston Cultural Arts Master Plan, also includes areas that have a special identity requiring preservation, and those that may need future enhancements. These areas will continue to see many visitors per year and act as anchors in the community. Focusing efforts where cultural amenities already exist makes the most of existing resources such as shared parking, signage and wayfinding, lighting, sidewalk, and pedestrian accessibility improvements.

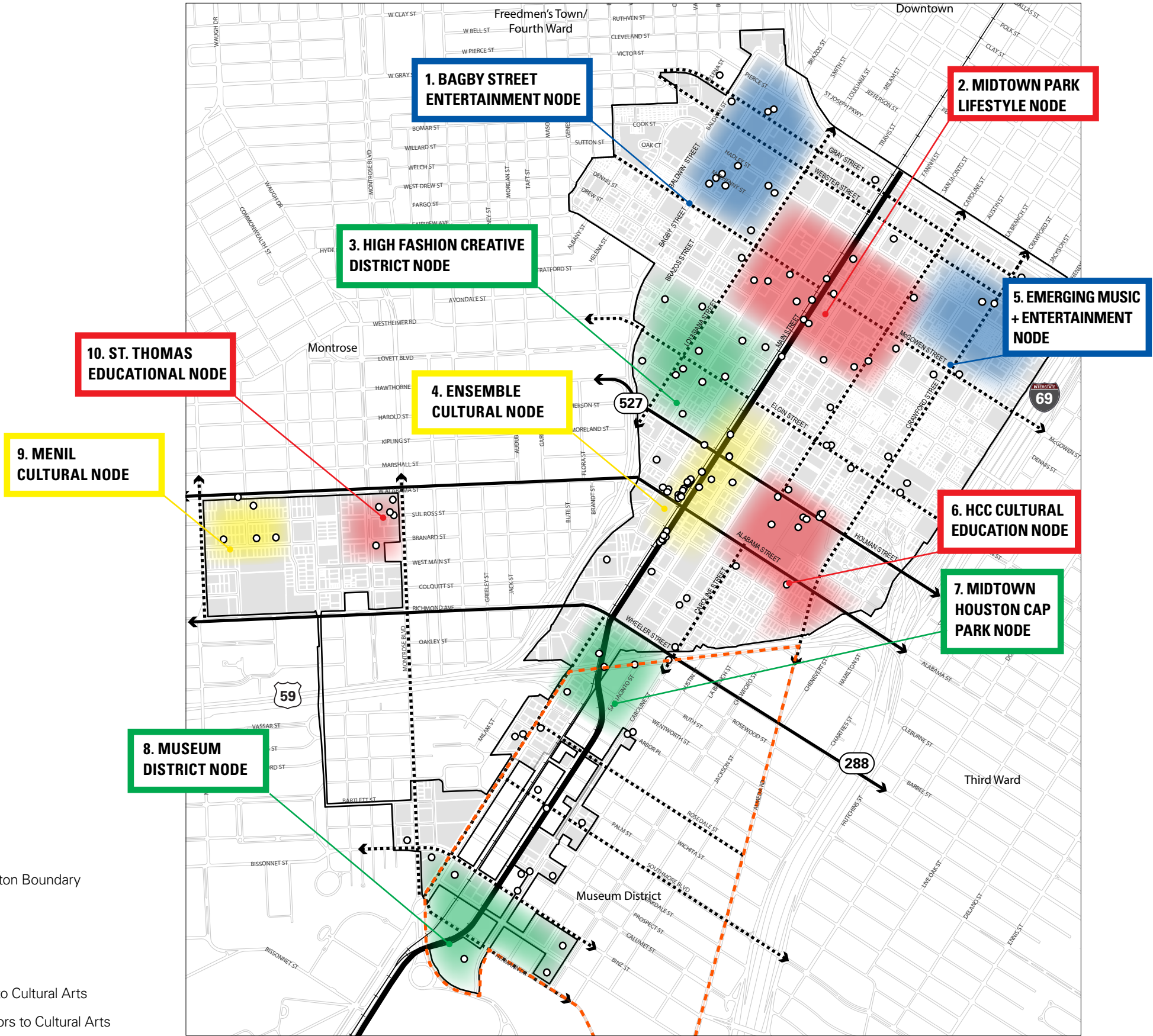
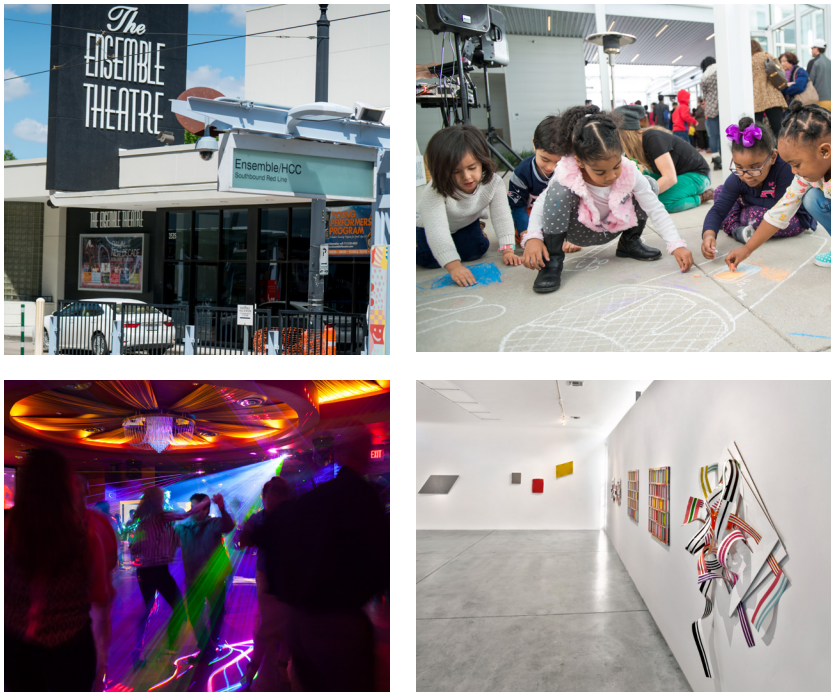


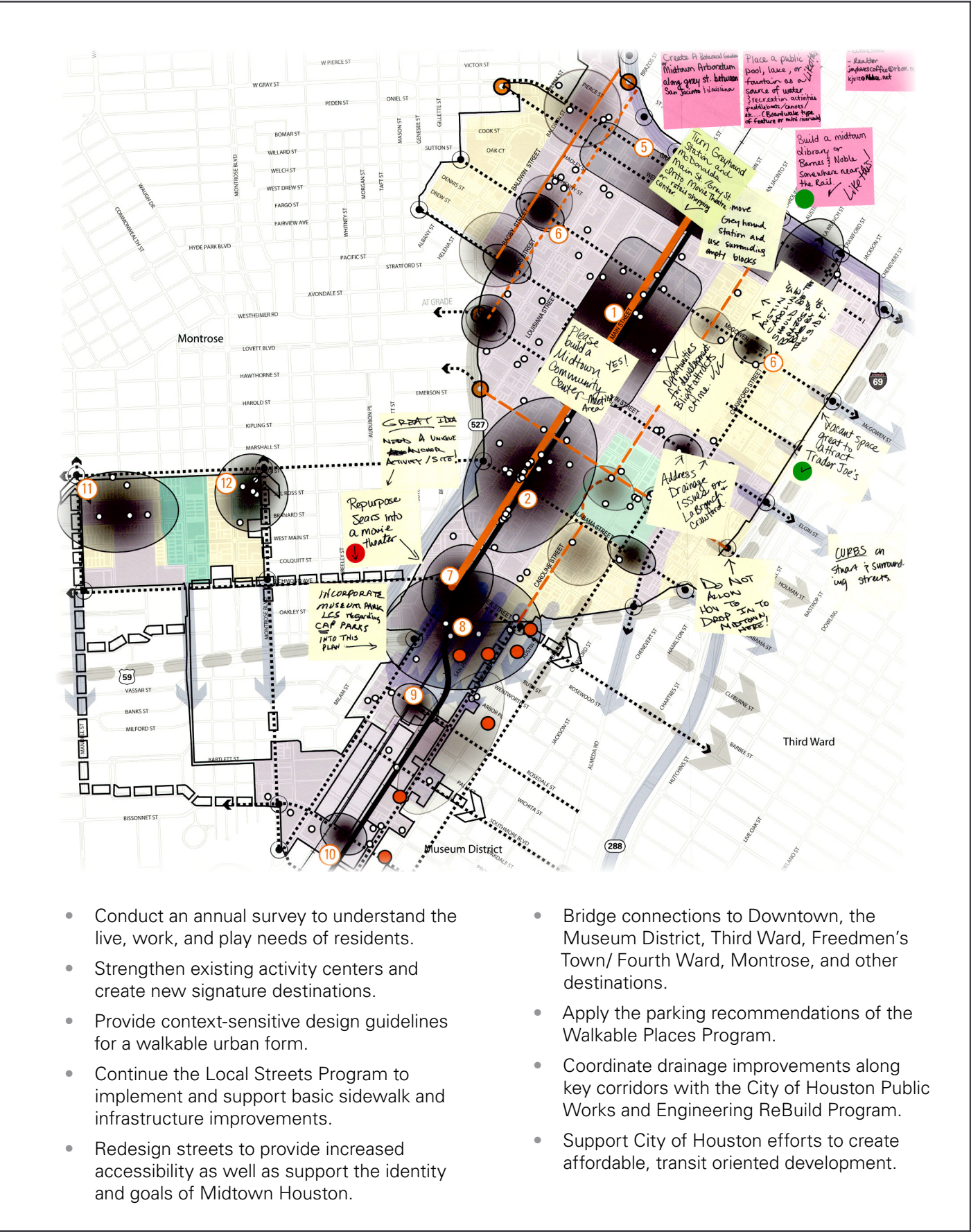
Figure 23: Cultural Framework (adjusted), Source Midtown Cultural Arts Master Plan, 2013





STRATEGIC RECOMMENDATIONS

IMPLEMENTATION PRIORITIES



SIGNATURE DESTINATIONS

1 PIERCE NODE

This linear node connects Midtown Houston, neighborhoods, and the Downtown. With the potential for the Pierce Parkway to transform into a greenway, this place will be a signature destination that draws visitors to and from Buffalo Bayou.



2 MIDTOWN PARK NODE

With the ribbon-cutting of Midtown Park, this node has vast potential for iconic urban design, community programming, and redevelopment. It also builds upon momentum created by the Fannin Street project underway across from the park.



3 HCC/ ENSEMBLE NODE

The Houston Community College (HCC) and the Ensemble Theater are civic centers along Main Street and Holman Street. The location of these assets, as well as Trinity Episcopal Church, sparks possibilities for new multifamily development.

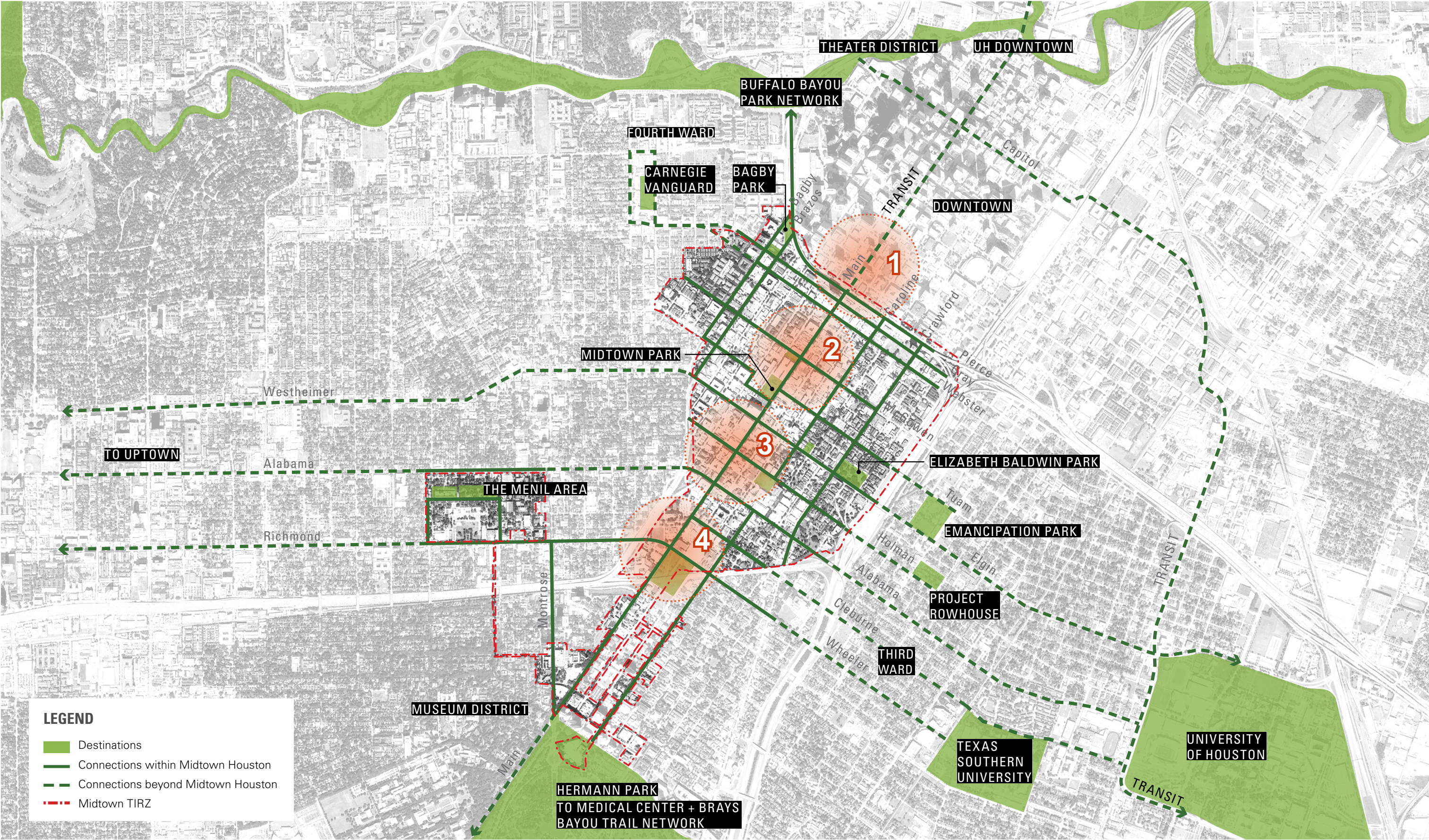


4 MAIN STREET/ WHEELER INNOVATION HUB

An 80-year old Sears building is transforming into an innovation hub. This project will provide entrepreneurial workspace and state-of-the-art learning facilities for students. With the NHHIP project and a potential new park at the Wheeler Station, this node draws people to Midtown Houston, the Museum District, and Hermann Park.



CAPITAL IMPROVEMENTS



MAIN STREET/ WHEELER INNOVATION HUB

- | | |
|--------------------------------------|--|
| 1. Great lawn | 11. Bus terminal/ station |
| 2. Dog run | 12. Proposed greenway [future opportunity] |
| 3. Sports court and fitness stations | 13. Shade pavilions and park rooms |
| 4. Community gardens | 14. Retail podium [future opportunity] |
| 5. Children's playground | 15. Residential tower [future opportunity] |
| 6. Lush gardens | 16. Transit-oriented office [future opportunity] |
| 7. Sculpture court and fountains | 17. Bus platform |
| 8. Garden promenade | 18. Sears redevelopment [future opportunity] |
| 9. Foodtruck lane | 19. Park restaurants |
| 10. Outdoor seating | 20. Double allée of trees shading sidewalks |



Ideas and concepts for a potential Cap Park at Wheeler Street and Fannin Street builds upon the efforts of the North Houston Highway Improvement Project (NHHIP, <http://www.ih45northandmore.com>) and also provides new gathering spaces and amenities desired by the Midtown Houston community.

TRANSIT-ORIENTED



GARDEN SCAPES



ACTIVE PLAY



PUBLIC GATHERINGS



ARTS + CULTURE



"Wheeler Station: Dog run and farmers market most fav ideas, also office space nearby."

"What about the Blue Line?"

"I'd prefer Arts + Culture. Gardenscapes would also be quite nice."

GREAT URBAN DESIGN

DESIGN GUIDELINES

Design guidelines enhance the identity of Midtown Houston and encourage development that respects the architectural quality of its surroundings. They set an ideal framework but allow flexibility for varying street types and mixed-uses over time. Guidelines address visible architectural design and streets, internal pedestrian paths, drives, outdoor amenity areas, or other spaces outside of secure doors and gates that are publicly visible or accessible.

MIXED-USE INCENTIVE STRATEGY

Medium density housing, such as condominiums and town homes, have been the predominant housing products built in the eastern half of Midtown Houston. With public improvements such as Elizabeth Glover Park, Elizabeth Baldwin Park, Main Street, and Caroline Street, coupled with a strong economy, a new strategy to incentivize mixed-use housing is needed. This strategy will identify initial barriers, ideal locations for mixed-use development, and potential strategies to encourage more mixed-use built through various types of incentives.

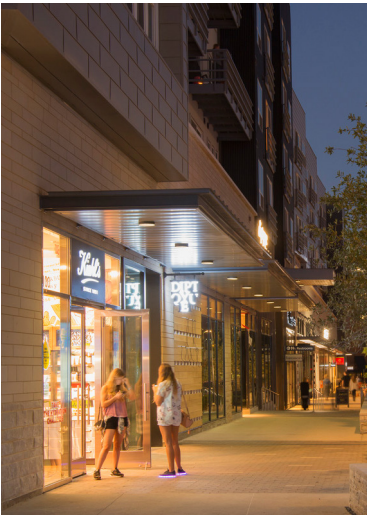
PUBLIC ART FOR PLACE-MAKING

Midtown Houston’s vibrant character, mixed uses, and city-wide collaboration efforts encourage cultural art, creative work spaces, and performance venues. Implement the guidelines for incorporating public art into new development per the Midtown Houston Cultural Art Master Plan, which guides future cultural art investment.



“Love the more TOD focused designing. I noticed more development in Midtown just starting to do that though you all are ways way compared to places like Boston and DC. But this is a huge step. It needs to be followed with better transit, biking and walking options.”

“I love the human scaled concept. Can you also add in a concept called “zero-scaping”? Where proposed design guidelines do not cause sight distance obstructions for peds, bikes, and vehicles. Thus they promote the “vision zero” safety concept for vehicle, pedestrian and bike safety (i.e., they don’t block your cone of vision).”





LEGEND

1. MIDTOWN PARK NODE
2. HCC/ ENSEMBLE NODE
3. NORTHEAST NODE
4. MAIN STREET/ WEBSTER STREET NODE
5. PIERCE PARKWAY NODE [WITHIN A 1-2 BLOCK RANGE]
6. MIDTOWN PARK NODE CATALYSTS [WITHIN A 2-3 BLOCK RANGE]

- Amended Midtown Houston Boundary
- Existing Node
- Future Node
- Mixed Use
- Residential
- Educational
- Existing Gateway
- Proposed Gateway

7. MAIN STREET/ WHEELER STREET NODE
8. MIDTOWN HOUSTON CAP PARK NODE
9. ROSEDALE/FANNIN NODE
10. MUSEUM DISTRICT NODE
11. THE MENIL NODE
12. UNIVERSITY OF ST. THOMAS NODE













- METRORail line
- METRORail stop
- Future Street Improvement Corridor
- Completed
- Under Construction
- In design
- Under/ Overpass (condition varies)













Figure 24: Urban Design Framework, Source: Design Workshop Proposed 2017

0 1000'

GREAT URBAN DESIGN


EACH ACTIVITY NODE HELPS TO ACHIEVE THE VISION AND STRATEGIC GOALS FOR MIDTOWN HOUSTON


| |  |  |  |  |  |  |
|---|---|--|--|---|--|--|
| STRATEGIC GOAL | MIDTOWN PARK NODE | HCC/ ENSEMBLE NODE | NORTHEAST NODE | MAIN STREET/ WEBSTER STREET NODE | PIERCE PARKWAY NODE [WITHIN A 1-2 BLOCK RANGE] | MIDTOWN PARK NODE CATALYSTS [WITHIN A 2-3 BLOCK RANGE] |
|  Ensure investment has a community return on investment (ROI). | <ul style="list-style-type: none">» Retail spaces/ market areas» Public/ performance art» Festivals, performances, markets, and other events keep Midtown Houston exciting throughout the year» Builds upon momentum created by Fannin Street project across from the park | <ul style="list-style-type: none">» Education» Job training» Civic/ institutional pride | <ul style="list-style-type: none">» Opportunities for future mixed-use development and redevelopment that creates incremental value over time» Many rooftops that new shops, amenities, and entertainment could help to serve | <ul style="list-style-type: none">» Encourage new development near Greyhound bus station» Opportunities for future mixed-use redevelopment | <ul style="list-style-type: none">» Potential for the Pierce Parkway to transform into a greenway that draws visitors to and from Buffalo Bayou» Opportunities for future mixed-use redevelopment | <ul style="list-style-type: none">» Builds upon momentum created by the Midtown Park project» Opportunities for future mixed-use redevelopment |
|  Increase community interactions. | <ul style="list-style-type: none">» Great lawn/ pavilion» Half-acre public plaza next to the METRORail station» Interactive water feature | <ul style="list-style-type: none">» Educational programming» HCC Plaza» Peggy's Point Improvements» Theaters» Dance studios» Galleries/ arts collaboratives | <ul style="list-style-type: none">» Connectivity to Pierce Parkway improvement project | <ul style="list-style-type: none">» Connectivity to Pierce Parkway improvement project» Travis Street Plaza | <ul style="list-style-type: none">» Pierce Parkway improvement project» Houston Technology Center | <ul style="list-style-type: none">» HCC Plaza» Midtown Park» Glover Elizabeth Park |
|  Increase mobility. | <ul style="list-style-type: none">» Strategically located on Main Street adjacent to a METRORail Station» New parking garage provides 400 spaces for public use.» Pedestrian-oriented | <ul style="list-style-type: none">» Main Street improvements» Main Street station connections | <ul style="list-style-type: none">» Gray Street improvements» Caroline Street improvements | <ul style="list-style-type: none">» Main Street improvements» Main Street station connections | <ul style="list-style-type: none">» Connects Midtown Houston, neighborhoods, and the Downtown» Main Street improvements» Main Street station connections | <ul style="list-style-type: none">» Main Street improvements» Holman Street improvements» Caroline Street improvements |
|  Make community infrastructure more resilient. | <ul style="list-style-type: none">» Significant green stormwater features and gardenscapes» Wetland stream and trail» Native landscaping | <ul style="list-style-type: none">» Green building and campus landscape improvements that exhibit Leadership in Energy and Environmental Design | <ul style="list-style-type: none">» Opportunities for more green infrastructure/ LID as projects occur over time | <ul style="list-style-type: none">» Opportunities for more green infrastructure/ LID as projects occur over time | <ul style="list-style-type: none">» Significant opportunity for green infrastructure as NHHIP project is implemented | <ul style="list-style-type: none">» Opportunities for more green infrastructure/ LID as projects occur over time |
|  Support diverse and accessible housing for various households and income groups. | <ul style="list-style-type: none">» Programs that serve residents» Playground» Game courts» Dog park | <ul style="list-style-type: none">» Student housing providers/ partnerships» Recenter (affordable housing) | <ul style="list-style-type: none">» Knowles Temenos Place Apartments (affordable housing) | <ul style="list-style-type: none">» Connectivity to Pierce Parkway improvement project | | <ul style="list-style-type: none">» Homes for various household sizes/ income groups» Midtown Houston Terrace Suites (affordable)» Safe Haven (affordable) |
|  Maximize the community benefits of regional growth and development. | <ul style="list-style-type: none">» Transforms vacant spaces» Retail plaza adjacent to McGowen Street will include a full service restaurant, a food and beverage kiosk» Encourages new development | <ul style="list-style-type: none">» Valuable educational and workforce development | <ul style="list-style-type: none">» Connections to Pierce Parkway improvement project» Gray Street/US 59 pedestrian overpass | <ul style="list-style-type: none">» Connectivity to Pierce Parkway improvement project | | <ul style="list-style-type: none">» Connectivity to Pierce Parkway improvement project |





|  MAIN STREET/ WHEELER STREET NODE |  CAP PARK AT WHEELER STATION NODE |  ROSEDALE/FANNIN NODE |  MUSEUM DISTRICT NODE |  THE MENIL NODE |  UNIVERSITY OF ST. THOMAS NODE | STRATEGIC GOAL |
|--|--|--|---|--|---|--|
| » Opportunities for future mixed-use development and redevelopment that creates incremental value over time | » Innovation hub for future jobs » Educational programming » Opportunities for future mixed-use redevelopment » New development (Sears) | » Opportunities for future mixed-use development and redevelopment that creates incremental value over time | » Opportunities for future mixed-use development and redevelopment that creates incremental value over time | » Opportunities for future mixed-use development and redevelopment that creates incremental value over time | » Opportunities for future mixed-use development and redevelopment that creates incremental value over time |  Ensure investment has a community return on investment (ROI). |
| » Midtown Houston Cap Park | » Potential for new cap park project and outdoor gathering spaces » Opportunities for plaza streetscapes and event spaces as part of improvements | » Transit hub where people can gather as they move throughout Midtown Houston | » 19 museums » Events spaces » Hermann Park | » Art accessible to all » Menil Collection » Rothko Chapel » Mandell Park » Menil Park | » Neighborhood library » Community gardens |  Increase community interactions. |
| » Main Street improvements » Wheeler Avenue improvements » Main Street station connections | » Main Street improvements » Wheeler Avenue improvements » San Jacinto Street improvements » Main Street station connections | » Main Street improvements » Fannin Street improvements » Main Street station connections | » Walkable and bikeable spaces » Main Street improvements » Hermann Drive improvements » Binz Street improvements » Main Street station connections | » Mandell Street improvements » Alabama Street improvements » Richmond Avenue improvements | » METRO bus line connectivity |  Increase mobility. |
| » Transit provides more sustainable alternative to single-person car commuting | » Transit provides more sustainable alternative to single-person car commuting | » Transit provides more sustainable alternative to single-person car commuting | » Opportunities for more green infrastructure/ LID as projects occur over time | » Campus improvement/ building projects that add thousands of plants and trees | » Green initiatives » Community gardens |  Make community infrastructure more resilient. |
| » Opportunities for future mixed-use redevelopment | » Residential mixed-use redevelopment opportunities | » Opportunities for future mixed-use redevelopment | » Arts/ educational programming for residents and visitors of all ages/ interests | » Neighborhood art » Programming that supports local artists | » Student housing » Opportunities for future mixed-use redevelopment |  Support diverse and accessible housing for various households and income groups. |
| » Connectivity to Pierce Parkway improvement project | » Connectivity to future Midtown Houston Cap Park » NHHIP | » Connectivity to future Midtown Houston Cap Park | » Connectivity to future Midtown Houston Cap Park | » Scholarship, studios, and research libraries » Lectures and symposiums » Exhibits » Connectivity to future Midtown Houston Cap Park | » State-of-the-art classrooms/ learning spaces » Science, Technology, Engineering and Math (STEM) facilities |  Maximize the community benefits of regional growth and development. |


SMART TECHNOLOGY




 SOLAR-POWERED

 ENERGY STORAGE

    SENSORS FOR ENVIRONMENTAL DATA

 WiFi SPOT

 2 CHARGING CORDS, 2 USB PORTS AND 2 WIRELESS CHARGERS

 PLACE TO SIT & SOCIALIZE

FREE PUBLIC WI-FI

Free public wi-fi can help inform the community of gatherings and be a direct conduit for marketing strategies and communication that engages active participants. Individuals will immediately feel a part of the Midtown Houston community by way of smart technologies within public spaces, parks, streetscapes, and retail areas.

INTERACTIVE WAYFINDING

Add mobility features using interactive wayfinding apps, displays, and intelligent parking technologies. Inform pedestrians and cyclists of rail times and vehicle travelers of parking opportunities. By strategically placing smart technologies throughout Midtown Houston, mobility will transform into a more interactive, heads-up, walkable, safe, and welcoming travel experience.

INTERACTIVE ART

Creating the connection between technology and culture proves Midtown Houston is a progressive district that puts innovation first. Interactive technology in artistic formats (i.e. LED displays, projection on landmark facades) coupled with wayfinding in public spaces engages patrons and gives a sense of interaction with the history of Midtown Houston and its amenities.

ACTIVE MOBILITY



WELCOMING PUBLIC-REALM

Creative bicycle lanes, bus stops, and rail stations that encourage transit ridership, and placemaking along each corridor supports business and retail. Wide pedestrian sidewalks, vegetation, shade trees, parking, and separated vehicular traffic along fast-moving corridors are key ingredients to reduce reliance on automobiles and achieve active mobility in Midtown Houston.

“Midtown is served by about 350 trains per day and 1,300 buses per day so making the bus experience better has the potential to greatly improve transit for residents and visitors. I think we should set a goal of making the quality of the bus experience as high as that of rail.”

PIERCE PARKWAY

With the North Houston Highway Improvement Plan (NHHIP) currently under environmental assessment and likely to be implemented in the coming years, Pierce Parkway (an elevated portion of the I-45 service road) will redevelop as a linear park. This momentous effort restores the parkway as a tree-lined, walkable greenspace and could reconnect a quilt of streets, bike trails, walkways neighborhoods, and destinations. Spaces along the parkway should be attractive and make all visitors feel comfortable and welcome. Innovative wayfinding should connect people to the parkway itself and to nearby places in Midtown Houston and beyond.

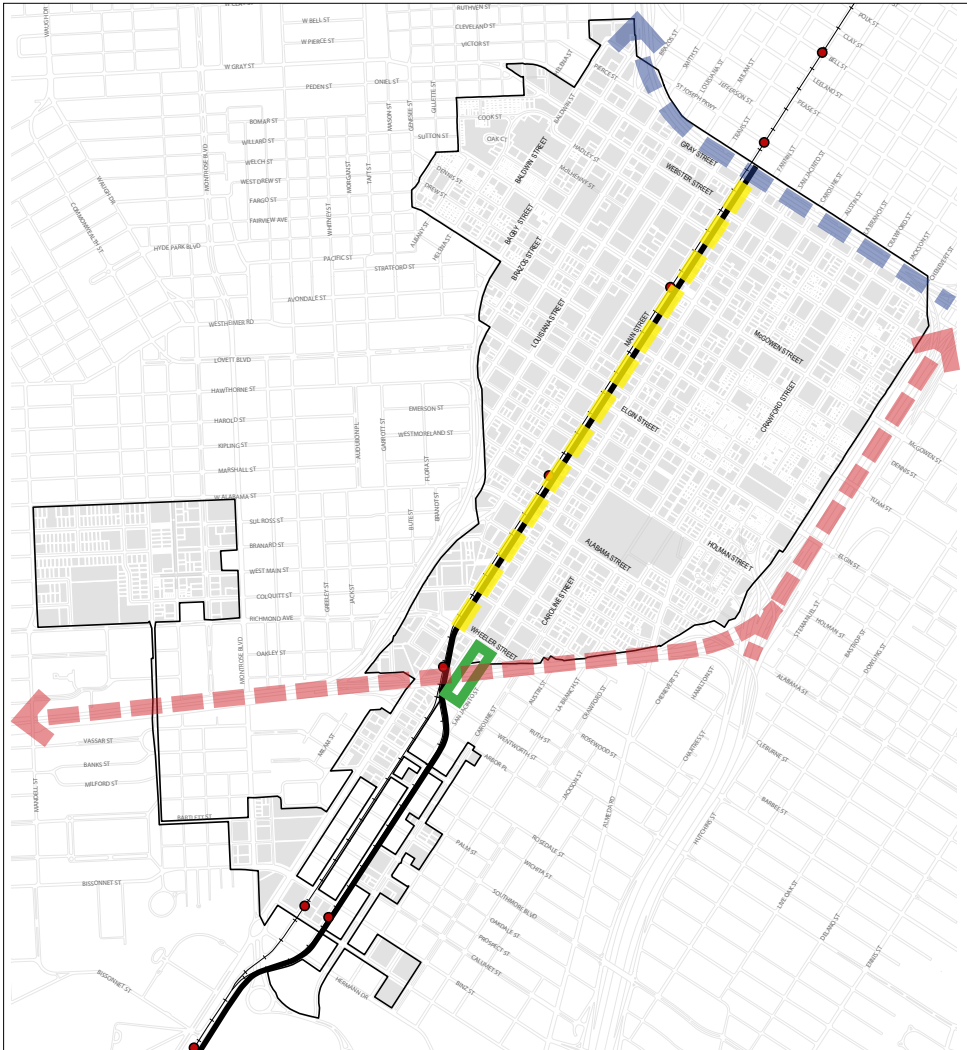


Figure 25: Public Improvement Framework, Source: Design Workshop, 2017

- NHHIP
- Pierce Parkway
- Main Street Promenade
- Midtown Houston Cap Park





“Keep Pierce Elevated as a bikeway - so few truly dedicated bike transit options!”

“I prefer the elevated parkway. There is more area to use on and beneath the parkway.”

“Prefer at-grade parkway. Concentrate what little pedestrian activity there is / will be, at street level.”

“Elevated is the only real answer for pedestrian solutions.”

“I’d prefer more greenway and no bikes on an elevated parkway (like NYC).”



“Opposed to east and west cross streets crossing the Main Street light rail line (Hadley Street and Anita Street). Problems at TMC should be enough to warn against addition rail/car crossings. The idea is to encourage transit as a viable alternative, not slow it down ever[y] 100 yards.”

“I am quite shocked how much of midtown development has parking in front of the business vs. in back or garaged. In [walkable] neighborhoods you rarely see that. Only with much older development. Its not great making pedestrians walk through parking lots to get to businesses.”

CORRIDOR STUDIES

A number of corridor studies exist that test mobility options for Main Street, Tuam Street, and Crawford Street in Midtown Houston. The Downtown Plan suggests the conversion of one-way traffic to two-way traffic on some streets, and Crawford Street, in particular, is under consideration as a test model for potential configurations. Future growth will create new needs along Alabama Street, Elgin Street, Wheeler Avenue, Fannin Street, Almeda Road, and Montrose Boulevard. It is critical for the future of Midtown Houston that studies be performed when roadway projects, or projects that impact roadways, are implemented to insure that long-term mobility and accessibility needs are considered. This is of particular importance for east/west mobility as there are very few continuous east/west roadways and even fewer that cross the METRO Red Line Rail.

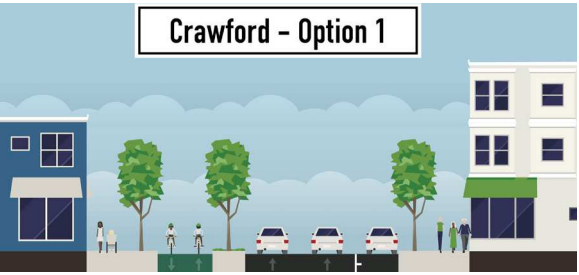


Figure 26: Option 1 Crawford Street Configuration; Source: WPM, Streetmix, 2018

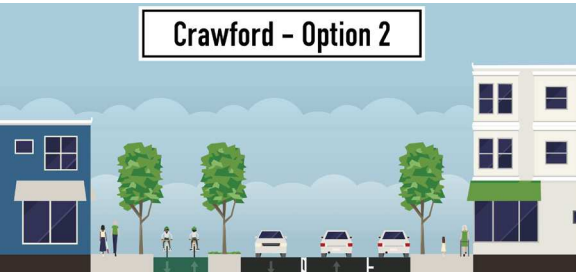


Figure 29: Option 2 Crawford Street Configuration; Source: WPM, Streetmix, 2018

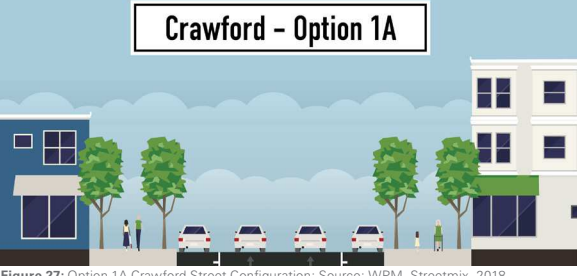


Figure 27: Option 1A Crawford Street Configuration; Source: WPM, Streetmix, 2018

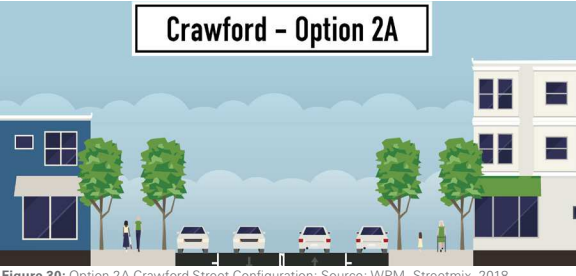


Figure 30: Option 2A Crawford Street Configuration; Source: WPM, Streetmix, 2018

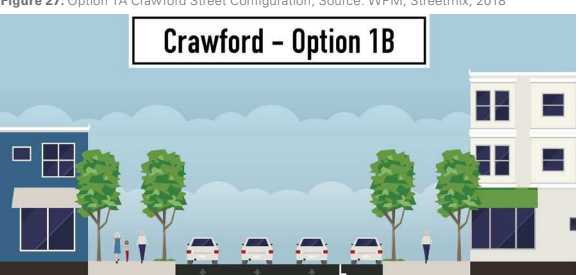


Figure 28: Option 1B Crawford Street Configuration; Source: WPM, Streetmix, 2018

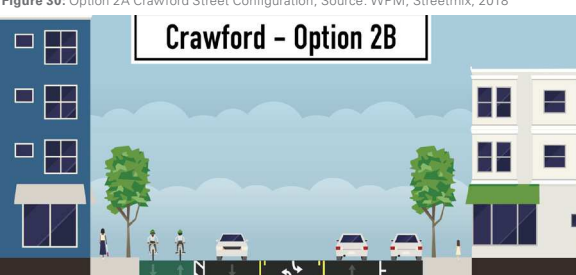


Figure 31: Option 2B Crawford Street Configuration; Source: WPM, Streetmix, 2018

GREEN GATHERING SPACES

MAIN STREET GREENWAY

Main Street is home to the METRO Red Line that stitches together Downtown, Midtown Houston, the Museum District, the University of Houston, Hermann Park, the Texas Medical Center, and Menil/ Upper Kirby area. However, with vehicle lanes on each side of the train and many traffic signals, car congestion often interrupts the flow of other travelers. Main Street has the potential to become more pedestrian and bike-oriented. Future efforts should prioritize this as a greenway and active corridor of city-wide and regional importance, incorporating tree-lined esplanades, lush rain gardens, and green stormwater systems.



"More East-West connections across Main."

"Get rid of vehicle lanes and widen sidewalks."

"I think the design will need to consider each block individually. Some may warrant "shared space" treatments to continue to provide some auto access while others can be pedestrianized or converted to bikeways."

"Please remove all options that do not have grade separated bike lanes from consideration. There are so many bikers in the area, and safer accommodations are crucial."

LEGEND

Amended Midtown Houston Boundary

Existing Bikeways

Proposed Bikeways (H-GAC)

Existing METRORail

Existing METRORail Stops

Existing or Completed Gateways

Proposed Gateways

Existing Parks

Potential Parks

Existing Green Corridors Network*

Proposed Green Corridors Network*

Freeways

Pierce Parkway Promenade

Main Street - Ped/Bike Promenade

Under/ Over Pass (conditions vary)

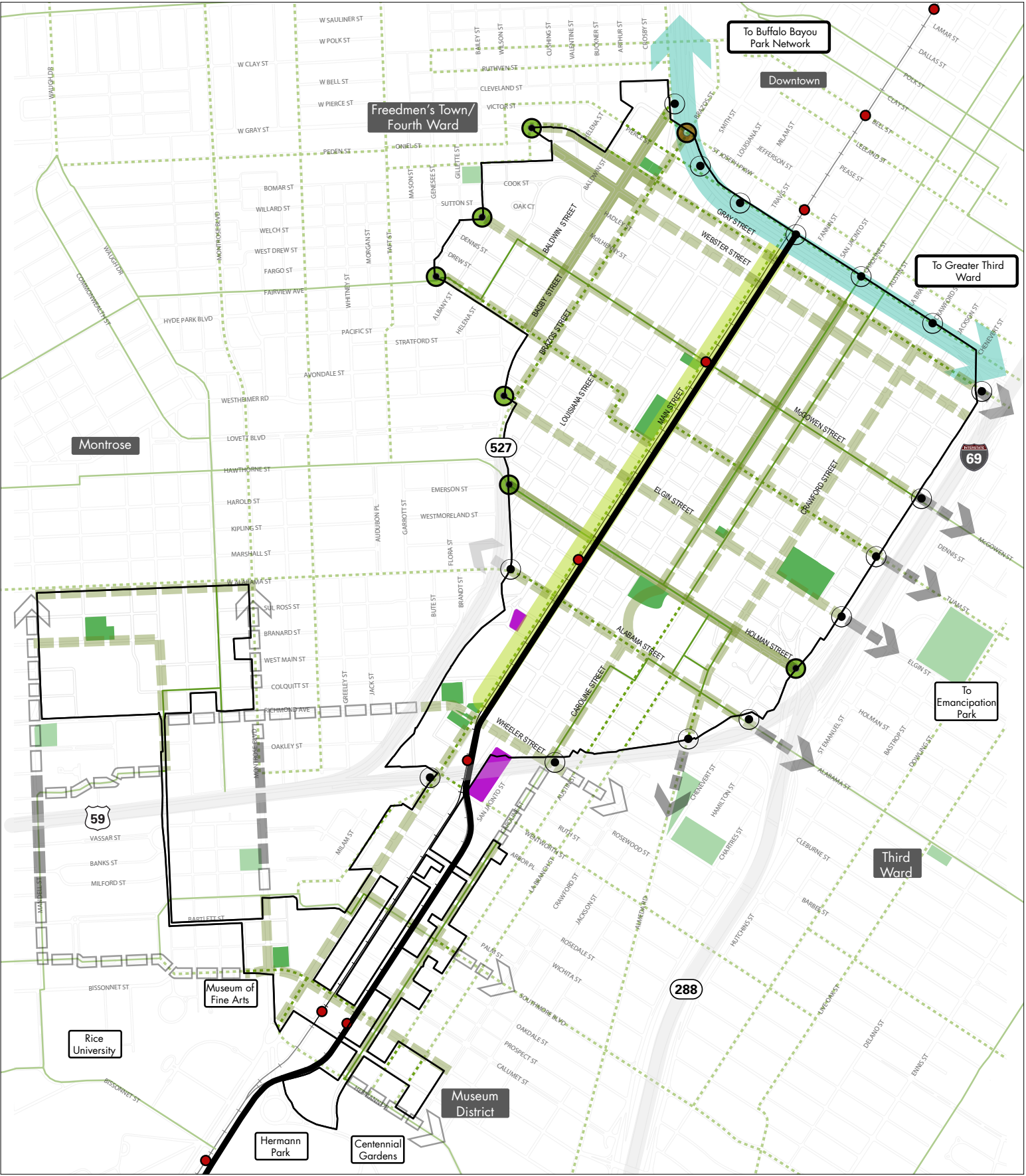


Figure 32: Green Gathering Spaces Framework, Source: Design Workshop Proposed 2017



Figure 33: Main Street Greenway Concept C, Source: Design Workshop Proposed 2017

CAPITAL IMPROVEMENTS PHASING

| ACTION | DESCRIPTION/ RELATED INITIATIVES | GOALS SUPPORTED | YEAR 1 | YEAR 2 | YEAR 3 | YEAR 4 | YEAR 5 |
|---|---|------------------|---|--|--|---|---|
| Conduct annual survey to understand the live, work, play needs of residents. | By engaging broad stakeholders of all age groups throughout the community in various strategic planning efforts Midtown Houston will continue to achieve its goals and vision. | 1, 2, 6 | Update Capital Improvements Plan. | Update Parks and Open Space Master Plan. | Update Cultural Arts Master Plan. | Ongoing | Ongoing |
| Strengthen existing activity centers and create new signature destinations. | Based on results of this Strategic Plan and its Urban Design Framework, implement recommendations for catalytic improvements at signature destinations and nodes identified in the Midtown Strategic Plan. | 1, 2, 3, 4, 5, 6 | Participate in planning effort for the Pierce Elevated project per coordination with TxDOT. | Continue coordination and planning for the Pierce Elevated project. | Begin master plan for the Pierce Elevated project. | Begin design and engineering for the Pierce Elevated project. | Continue design and engineering for Pierce Elevated project. |
| | | 1, 2, 3, 4, 5, 6 | Pilot a Main Street Greenway with temporary, weekend events that test the success of a pedestrian/ bicycle-only corridor. Work with property owners to identify agreeable alternatives for vehicular circulation. | Begin coordination and planning for the Main Street Greenway. | Begin master plan, design, and engineering for the Main Street Greenway. | Finalize design and engineering and begin implementation to sections of the Main Street Greenway (example: between Elgin Street and McGowen Street). | Continue improvements to sections of the Main Street Greenway. |
| | | 1, 2, 3, 4, 5, 6 | Participate in planning effort for the Cap Park at Wheeler Station project per coordination with TxDOT. | Continue coordination and planning for the Cap Park at Wheeler Station project. | Begin master plan for the Cap Park at Wheeler Station project. | Begin design and engineering for the Cap Park at Wheeler Station project. | Begin implementation of the Cap Park at Wheeler Station project per coordination with TxDOT. |
| Provide context-sensitive design guidelines for a walkable urban form. | | 1, 2, 3, 4, 5, 6 | Review, approve, and adopt new guidelines. | Educate, share, and promote voluntary participation in the program. | Apply the guidelines. | Apply the guidelines. | Apply the guidelines. |
| Continue the Local Streets Program to implement basic sidewalk and infrastructure improvements. | Local streets are those that function to provide access from individual properties to the thoroughfare network. These streets generally support light traffic and are planned to serve individual neighborhoods instead of entire districts. In comparison to complete reconstruction, street overlay can be a cost effective means of extending the service life of a roadway. | 1, 3, 4, 5, 6 | Coordinate Midtown Houston specific improvements with upcoming City of Houston local street projects (Elgin Street, Crawford Street, Tuam Street); Continue planning effort for Southeast Neighborhood Streets infrastructure improvements. | Begin design and engineering for Southeast Neighborhood Streets infrastructure improvements; Identify and coordinate street overlay and sidewalk improvements with City of Houston maintenance department. | Finalize design and engineering for Southeast Neighborhood Streets infrastructure improvements; Implement street overlay and sidewalk improvements. | Begin implementation of Southeast Neighborhood Streets infrastructure improvements; Continue street overlay and sidewalk improvements construction. | Continue street overlay and sidewalk improvements construction. |
| Redesign streets to provide increased accessibility as well as support the identity and goals of Midtown Houston. | Implement a full bike network in coordination with Houston Bike Plan improvements. Refresh, update, and create new pedestrian priority corridors, in coordination ground floor activation. Study potential two way conversions and improve commuter corridors with smart technology and signals. | 1, 2, 3, 4, 5, 6 | Participate in planning effort for the bike network improvements per coordination with City of Houston and Harris County. | Conduct a feasibility study for east and west cross streets across Main Street light rail transit (Hadley Street and Anita Street). | Begin coordination and planning for east and west cross streets across Main Street; Conduct a feasibility study for two way conversion of Crawford Street. | Begin design and engineering for east and west cross streets across Main Street; Begin coordination and planning two way conversion of Crawford Street. | Begin implementation of east and west cross streets across Main Street; Begin design and engineering for two way conversion of Crawford Street. |

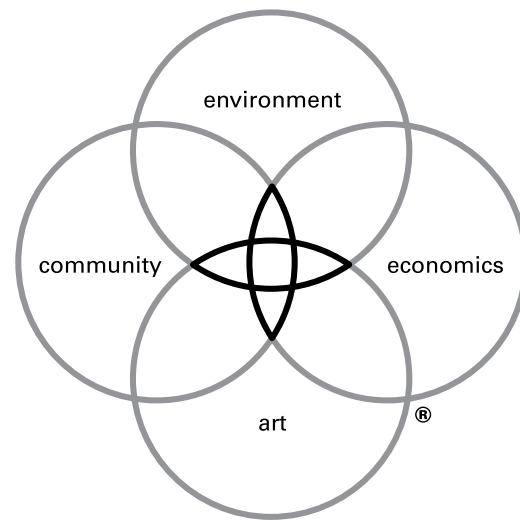
LEGEND

- GOAL 1: Ensure investment has community ROI.
- GOAL 2: Increase community interactions.
- GOAL 3: Increase mobility.
- GOAL 4: Make community infrastructure more resilient.
- GOAL 5: Support diverse and accessible housing for various households and income groups.
- GOAL 6: Maximize the community benefits of regional growth and development.

PARTNERS

- Midtown Redevelopment Authority
- Midtown Management District
- Midtown Houston Parks Conservancy
- City of Houston
- METRO

| ACTION | DESCRIPTION/ RELATED INITIATIVES | GOALS SUPPORTED | YEAR 1 | YEAR 2 | YEAR 3 | YEAR 4 | YEAR 5 |
|---|--|------------------|---|---|---|---|---|
| Bridge connections to Downtown, the Museum District, Third Ward, Freedmen’s Town/ Fourth Ward, Montrose, and other destinations. | As part of ReBuild Houston, a portion of the Lower Westheimer Corridor is slated for improvements. The Capital Improvement Plan project includes Elgin Street from Main Street to Bagby Street, and Westheimer Road between Bagby Street and Montrose Boulevard. An enhanced pre-engineering study will result in specific recommendations for these roadways. | 1, 2, 3, 4, 5, 6 | Coordinate Midtown Houston specific improvements with upcoming City of Houston improvements to Lower Westheimer Corridor. | | | Coordinate planning effort with City of Houston to continue Elgin Street improvements from Main Street to Hamilton Street. | Continue coordination and planning for the Elgin Street improvements. |
| | As the second Greenroads project in Midtown Houston, the Brazos Street Reconstruction project will balance mobility and pedestrian enhancements to increase safety, improve transit, and enrich the quality of life for those who work, live, and play in the area. | 1, 2, 3, 4, 5, 6 | Continue design and engineering for Brazos Street. | Finalize design and engineering for Brazos Street. | Begin Brazos Street reconstruction. | Complete Brazos Street reconstruction. | |
| Apply the parking recommendations of the Walkable Places Program. | Flexible parking elements for Midtown Houston through the City of Houston Planning & Development Walkable Places Program may include reduced minimum parking requirements, fees in lieu of parking, credit for on-street parking, transferable parking rights, parking maximums, or parking exemption. | 1, 3, 6 | Promote and more fully utilize existing available capacity at Midtown Park garage. | Prioritize parking studies for areas that leverage on- / off-street facilities and public/ private partnerships in Midtown Houston. | Elicit data from rideshare companies active in the area to better understand “hotspots” for pickup and drop-offs in Midtown Houston. This data will be utilized to identify locations where curbside pickup and drop-off zones may be considered. Partner with providers to achieve strategic, shared parking facilities. | Elicit data from rideshare companies active in the area to better understand “hotspots” for pickup and drop-offs in Midtown Houston. This data will be utilized to identify locations where curbside pickup and drop-off zones may be considered. Partner with providers to achieve strategic, shared parking facilities. | Elicit data from rideshare companies active in the area to better understand “hotspots” for pickup and drop-offs in Midtown Houston. This data will be utilized to identify locations where curbside pickup and drop-off zones may be considered. Partner with providers to achieve strategic, shared parking facilities. |
| Coordinate drainage improvements along key corridors with the City of Houston Public Works and Engineering ReBuild Program. | ReBuild Houston indicates Alabama Street will undergo drainage construction in Midtown Houston. The drainage project is part of the proposed 2018-2022 Capital Improvement Plan. It is important that Midtown Houston coordinate with the City on the scope of these improvements for the implementation of Midtown-branded enhancements. | 1, 4, 6 | | Begin master planning, design, and engineering for Alabama Street. | Continue master planning, design, and engineering for Alabama Street. | Finalize design, and engineering for Alabama Street reconstruction. | Begin Alabama Street reconstruction. |
| | According to the City of Houston Public Works and Engineering ReBuild Program, Crawford Street will undergo improvements from Elgin Street to Hadley Street. It is important that Midtown Houston coordinate with the City on the scope of these improvements for the implementation of Midtown Houston branded enhancements. | 1, 3, 4, 6 | Coordinate Midtown Houston specific improvements with upcoming City of Houston improvements to Crawford Street. | | | Begin planning effort for Alameda/ Crawford reconstruction. | Complete master planning and begin design and engineering for Alameda/ Crawford reconstruction. |
| | According to the Midtown Redevelopment Authority Mobility Corridor Assessment 2017, Webster Street from Bagby Street to Hamilton Street is a candidate project for street reconstruction and infrastructure improvements. | 1, 3, 4, 6 | | | | | Begin planning effort for Webster Street reconstruction. |
| Support City of Houston efforts to create affordable, transit oriented development. | Plan Houston calls for a comprehensive housing policy to support access to quality, well-maintained, and affordable housing. Work with external organizations to ensure permanent supportive housing is available for the homeless. | 1, 5, 6 | Participate in Central City Housing Planning effort. | Participate in Central City Housing Planning effort. | Ongoing | Ongoing | Ongoing |
| | Create an East Side Mixed Use Incentive Strategy. | 1, 5, 6 | Research and planning for development incentive strategies. | Review, approve, and adopt the strategy. | Apply the strategy. | Apply the strategy. | Update the East Side Mixed Use Incentive Strategy. |



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