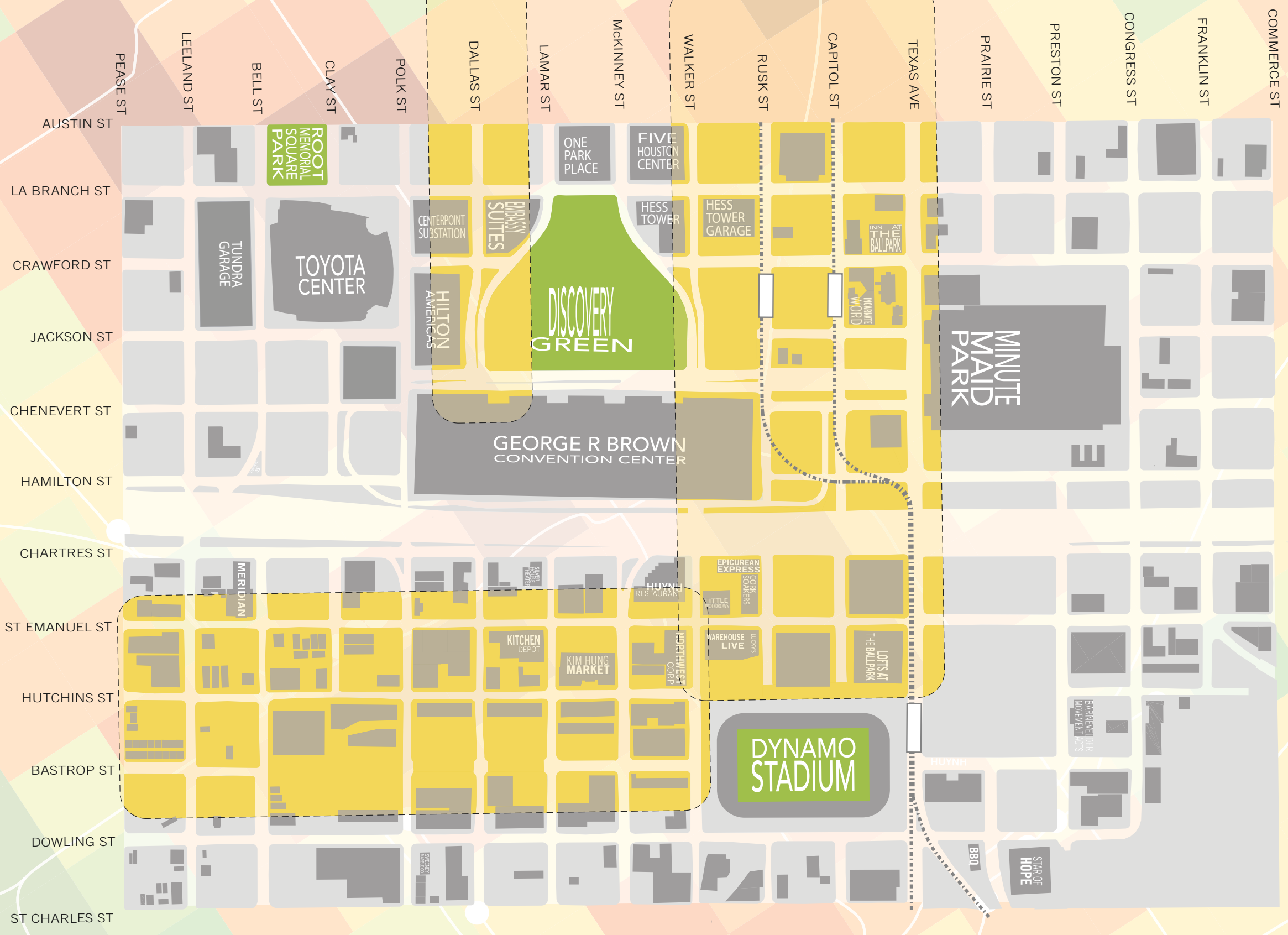




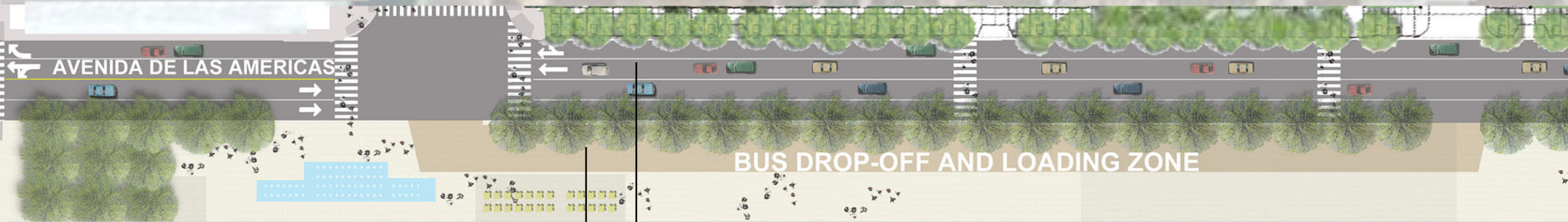
Instant Impact in Small Towns

Instant Impact Workshop
September 29, 2017

HUITT-ZOLLARS



HILTON
AMERICAS



GEORGE R BROWN

Reconfigure street (remove median and add area to plaza zone on the west side of the GRB)

26 feet wide Bus Loading Zone

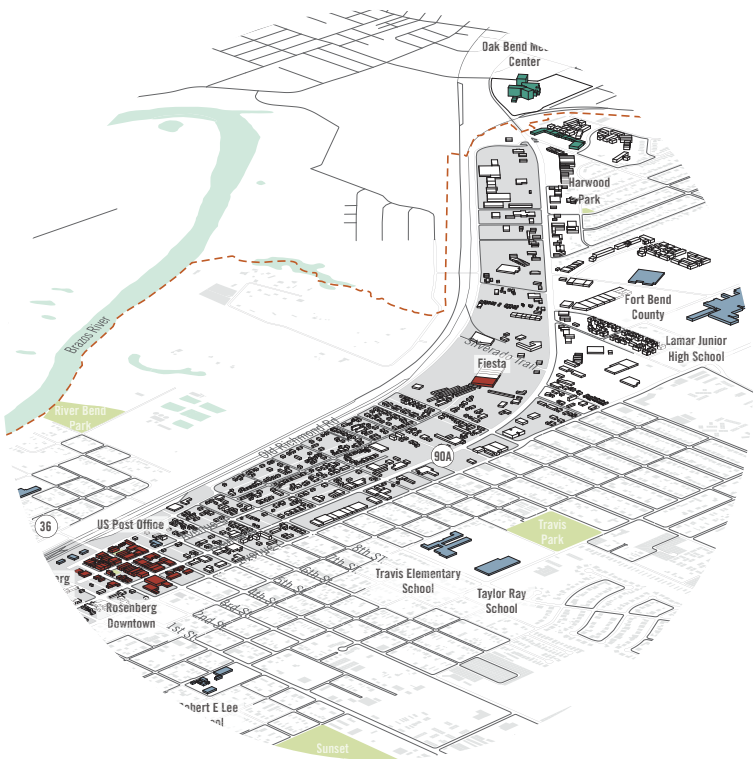


Lamar

MCALISTERS
DELI



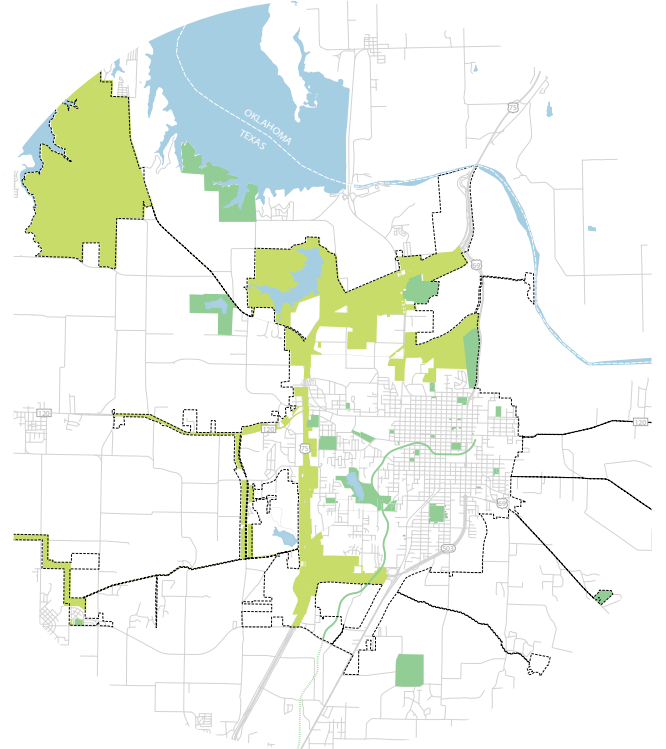




Rosenberg



Alvin



Denison







Event Street Closure Traffic Analysis
Food Trucks De-clutter Art Installations
Antique Stores Attract Retailers
Wayfinding Bird Watching Time-limited parking
Sports Community Picnics
Farmers Market Restaurants with outdoor seating
Vacant Space Opportunities
Movie Night Start-up Business Incentives
Cluster Events Historic Preservation Baseball
Create Downtown Association Art Wall

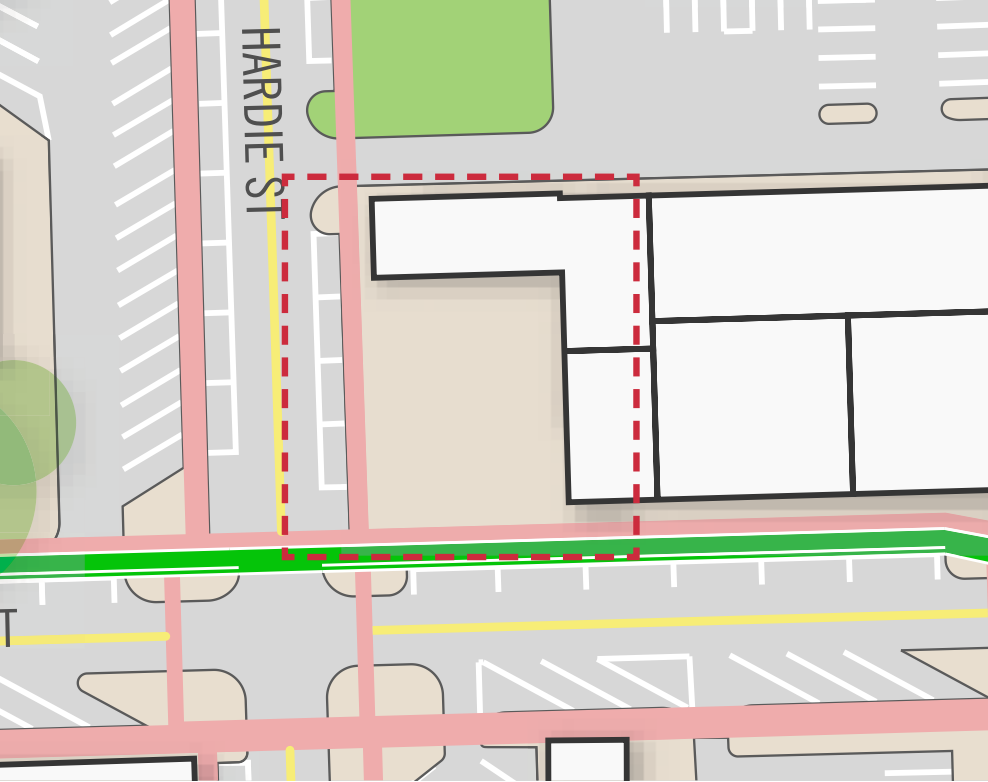
Outcome - Vision and Goals

Downtown Alvin will be an economically sustainable center that attracts Alvin residents and people from across the region for culture, entertainment, and dining and keeps them engaged with its historic, eclectic, and friendly atmosphere.

5 Opportunities

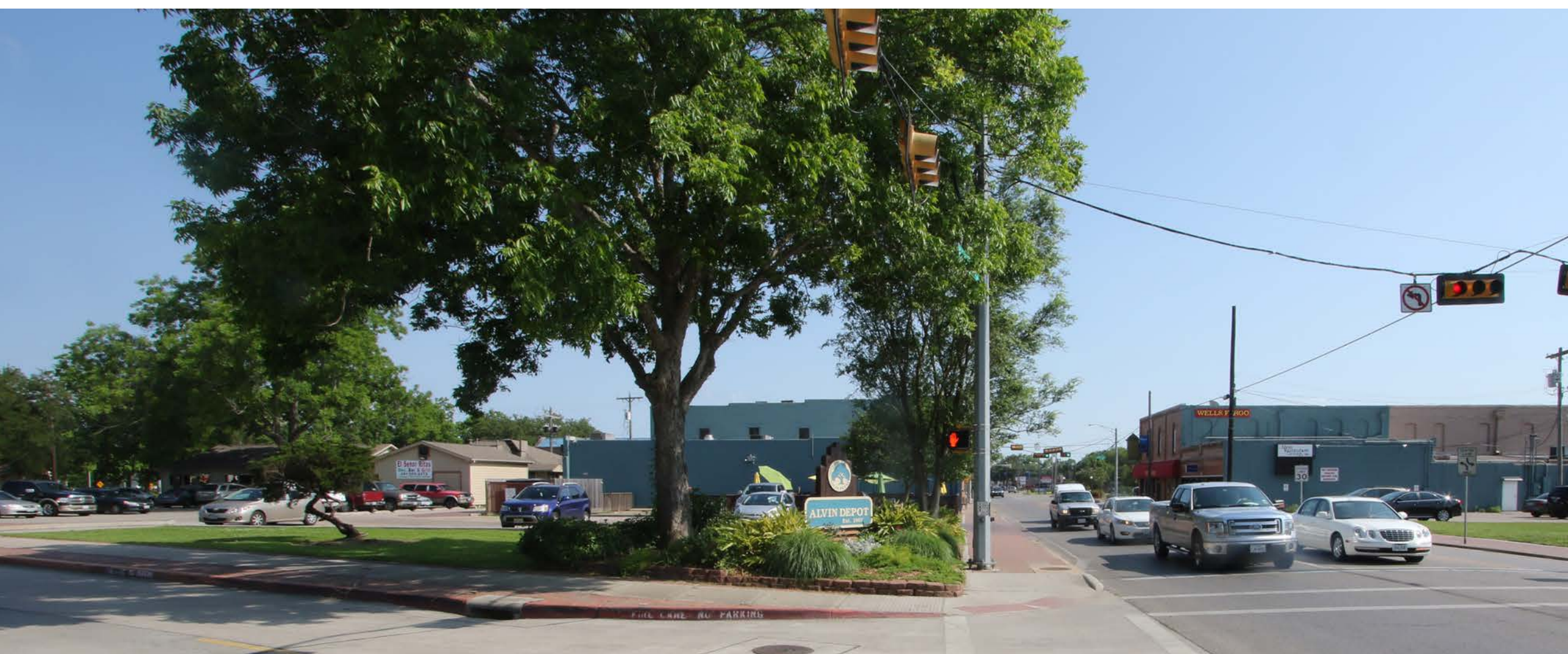
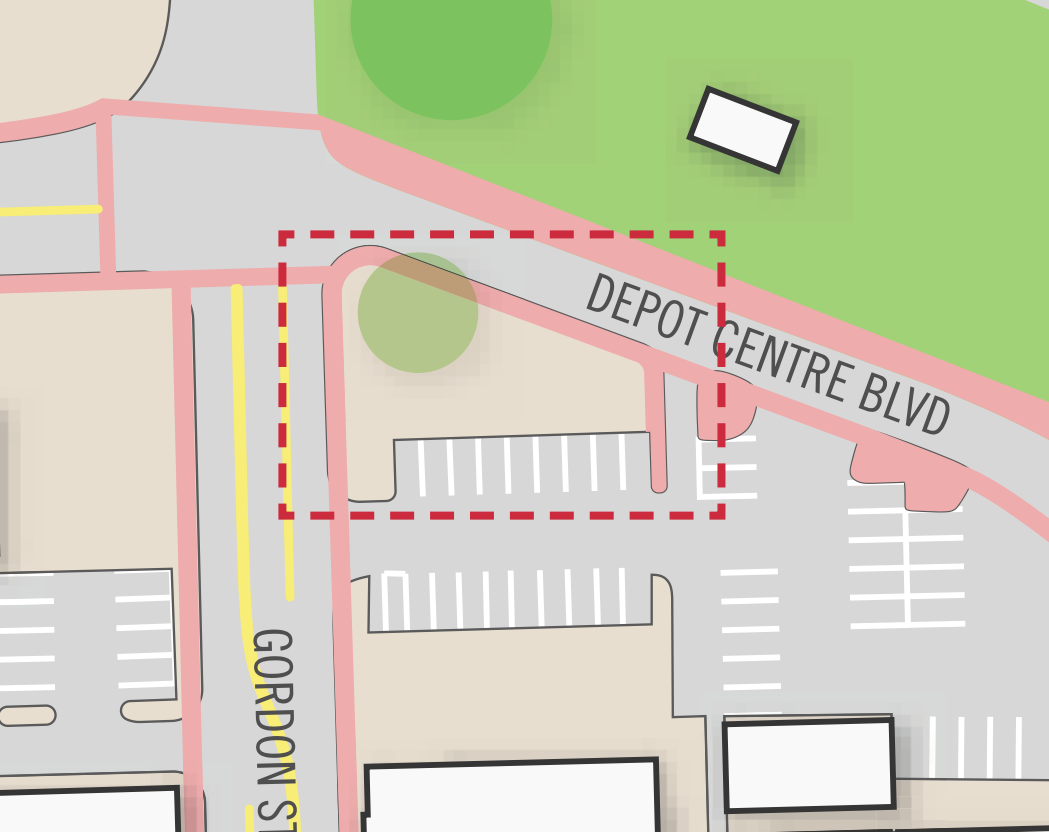
- 1** Small Governments
- 2** Local Pride
- 3** Right-of-Ways
- 4** Informal Approach
- 5** Events

1 Small Governments



Private / Public Partnerships





2 Local Pride



Welcome to
**YELLOW
JACKET
COUNTRY**

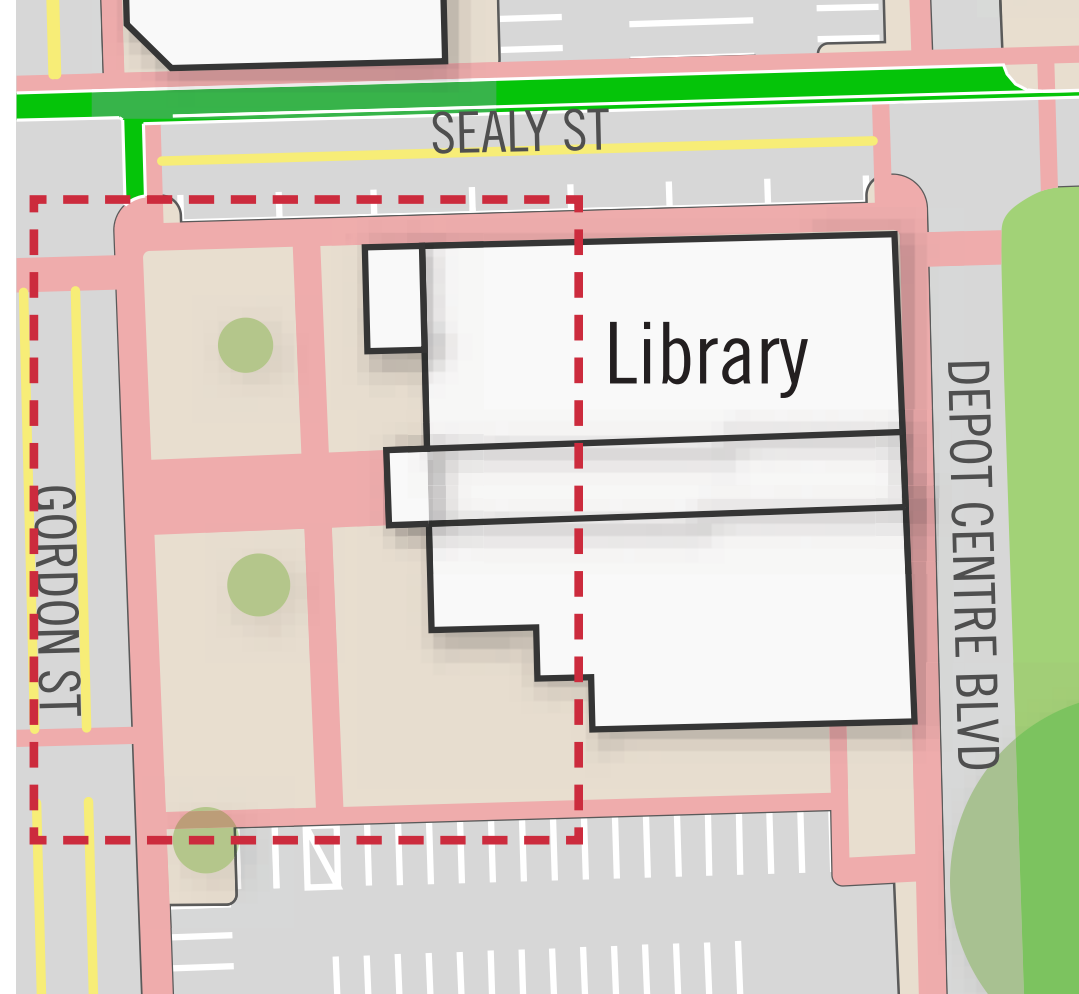
NO SMOKING



795



Public Art



3 Right-of-Ways

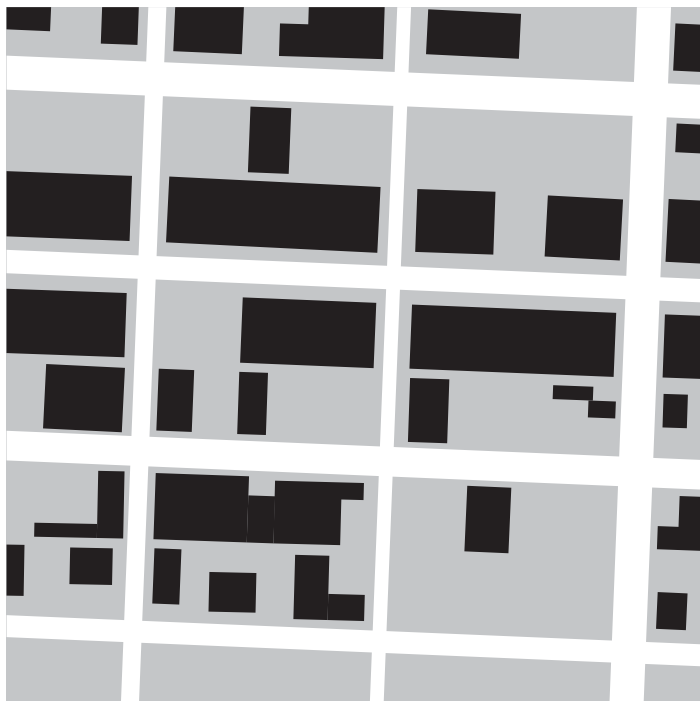
Negative Space



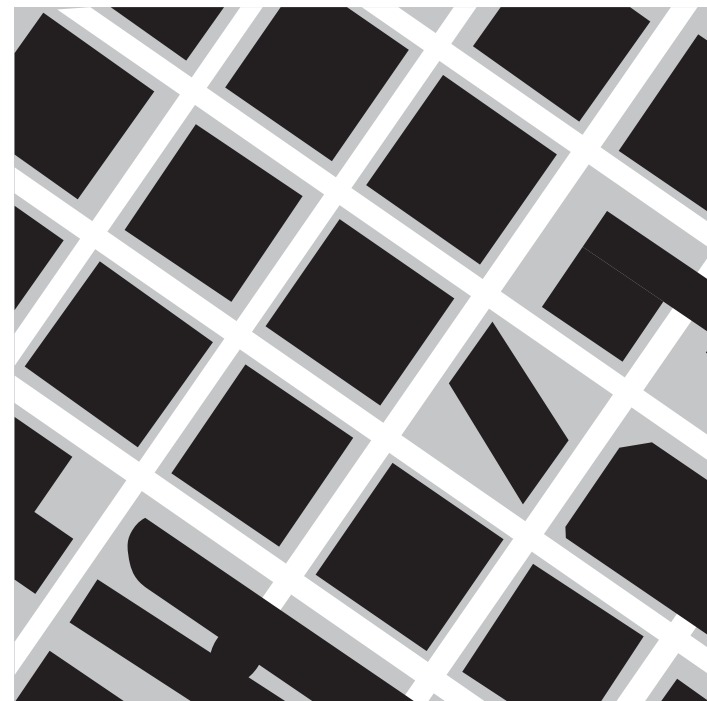
Alvin



Rosenberg



Denison



Houston

ROW Distribution

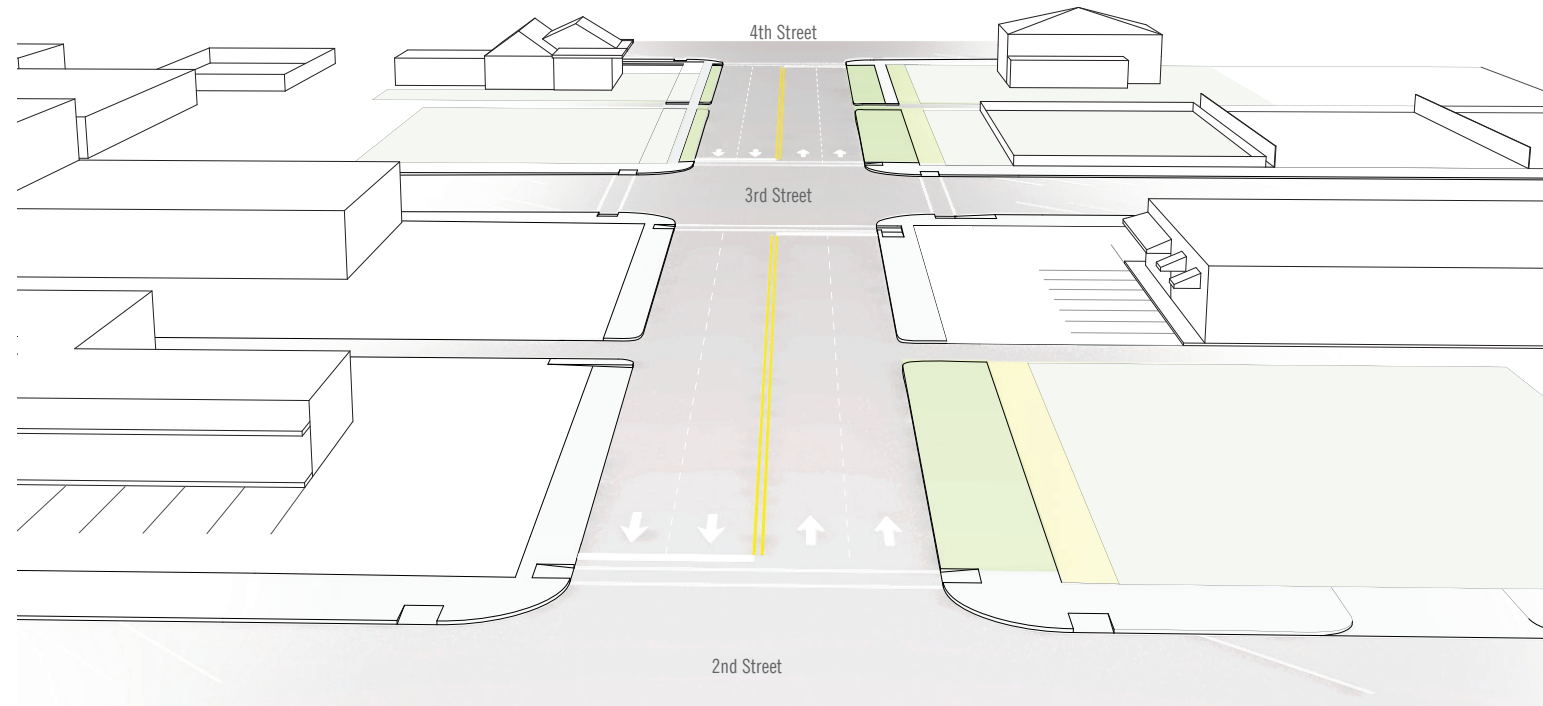


Houston

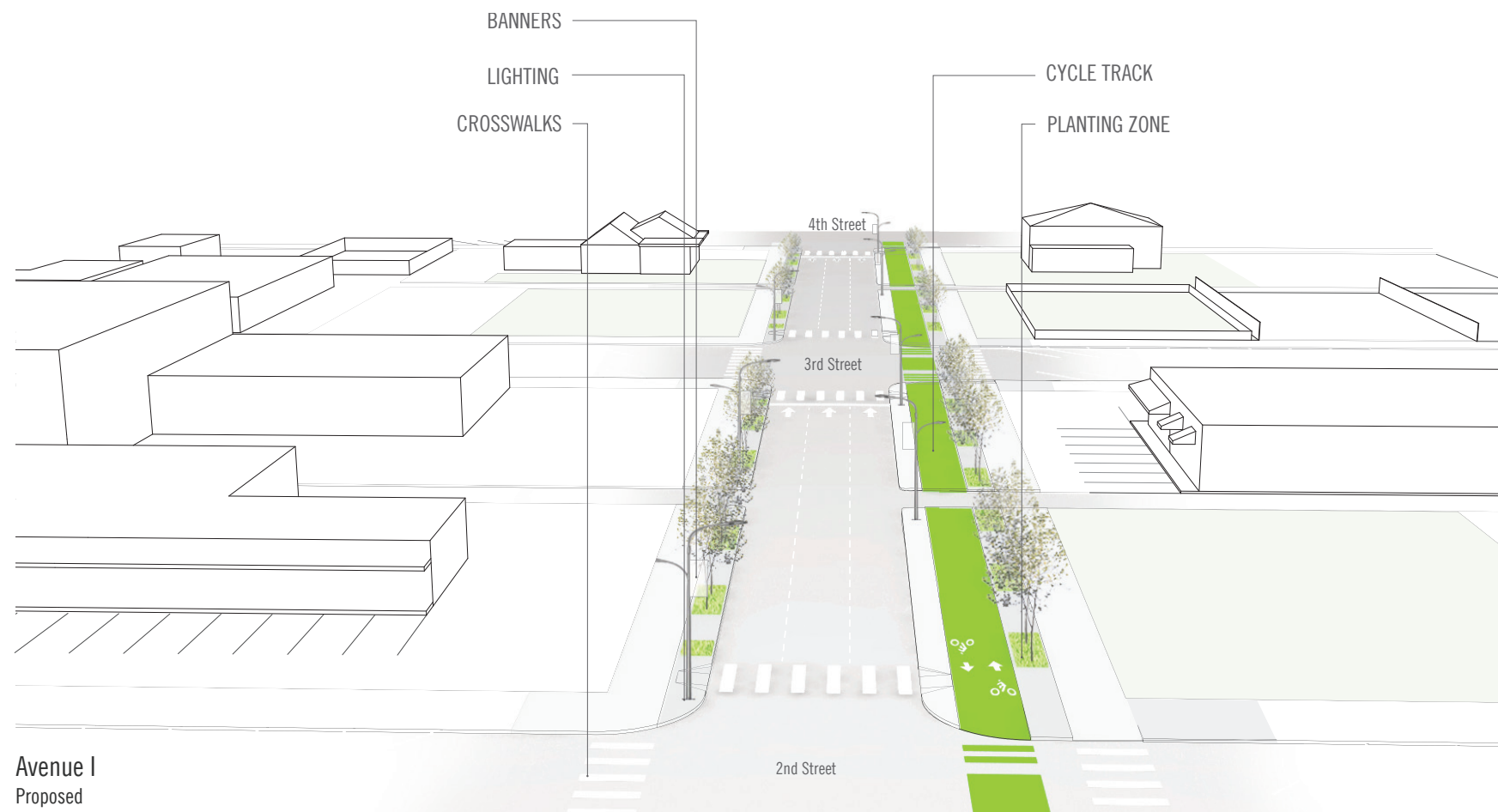


Alvin

Long-Term Recommendation

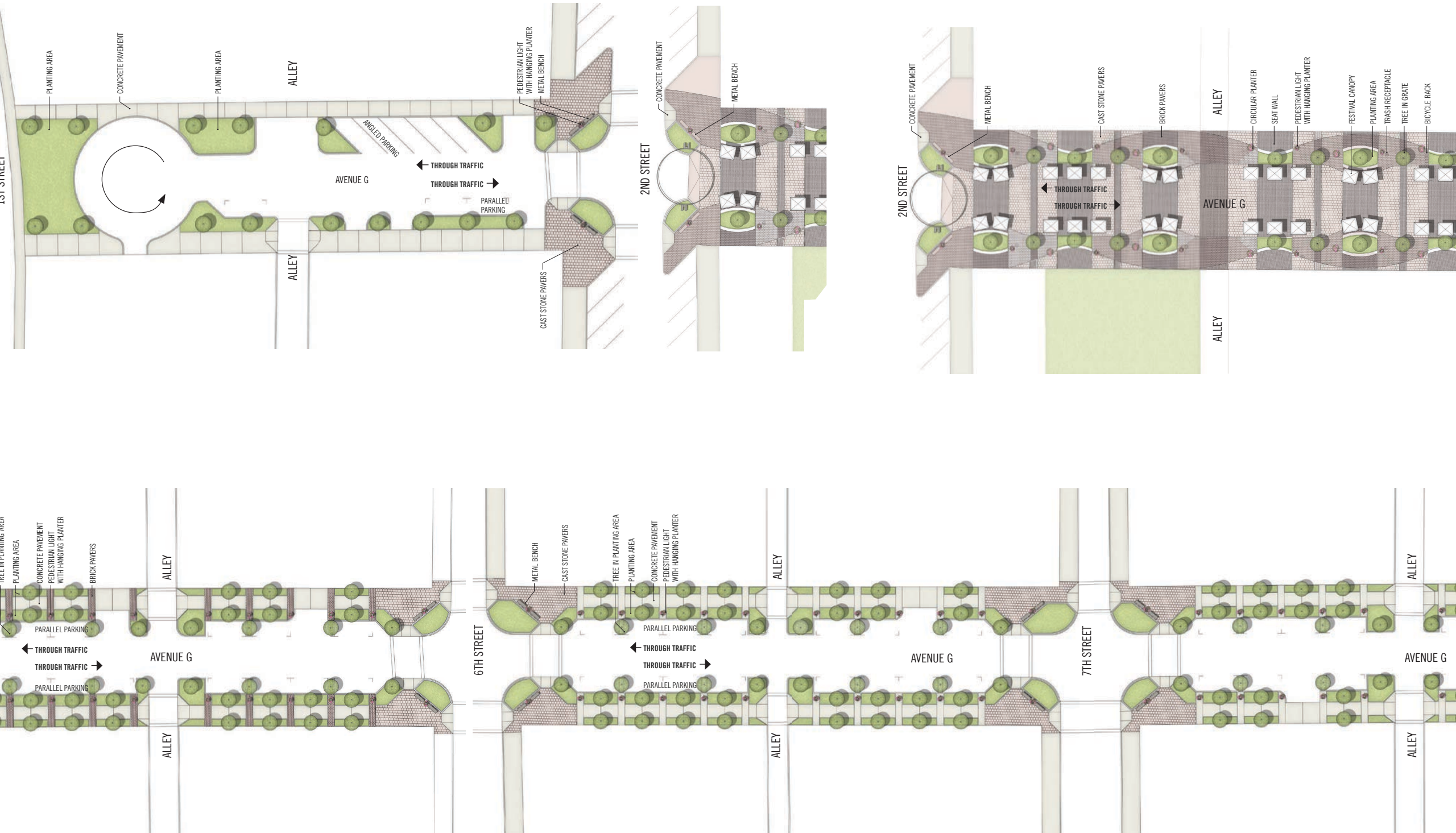


Avenue I
Existing



Avenue I
Proposed

Long-Term Recommendation

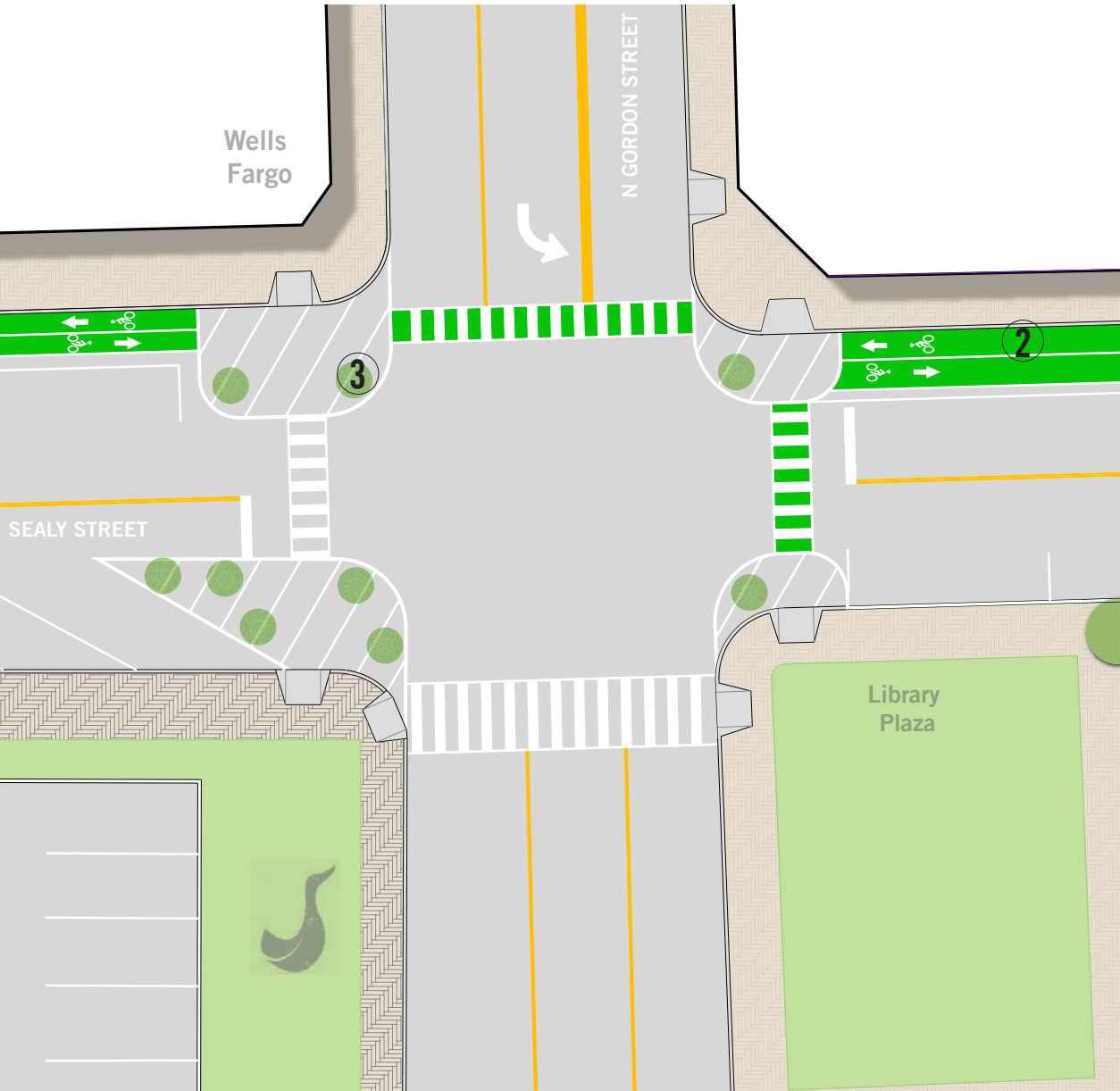


Long-Term Recommendation

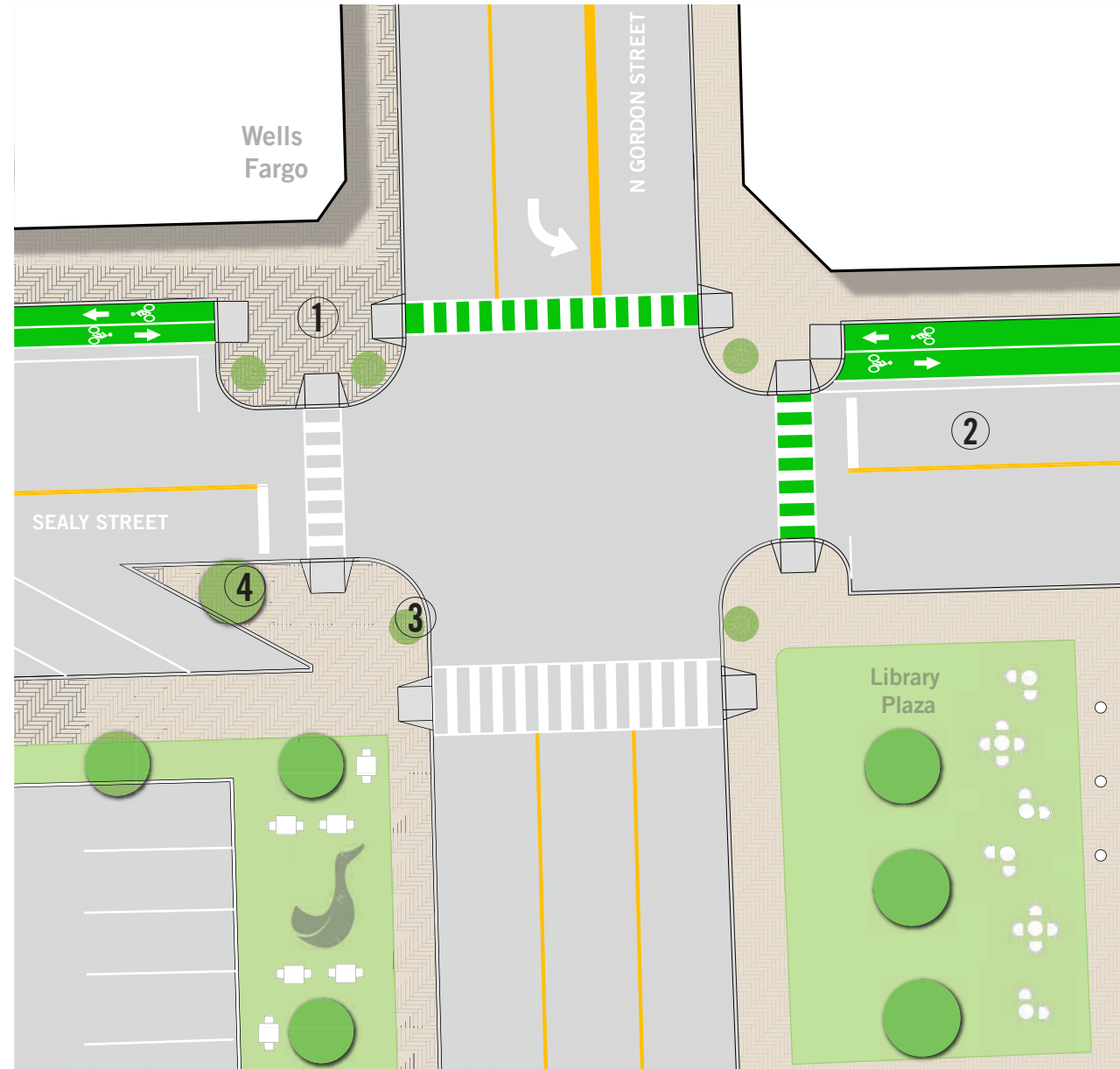


Phasing for Instant Impact

Phase 1
Temporary



Phase 2
Permanent



4 Informal Approach



Instant Impact Wayfinding



Formal vs Informal



Houston



Alvin

5 Events



Transforming Spaces



Projects
NOTE: Prioritize these 1-11, with 1 most important
Complete Ugly Corner
Street Lighting (better lighting at night in the area)
Light Nat Oak Park Year Round/Improve Nat Oak Park Lighting
Iconic Art (gateway to downtown, vacant areas)
Murals (on vacant sides of buildings)
Bump-Outs (temp to perm)
Building Lighting (around tops of city buildings)
Private Property Sealy at Hardie (partnership)
Create Community Calendar
Wayfinding Signage (phased in to grow over time)
Downtown Map (part of wayfinding program)

Programs
NOTE: Prioritize these 1-10, with 1 most important
More Concerts (Tommaso's, Gordon St. Tavern)
Food Truck Friday/Thursday
Promote Market Days (and other elements with it)
Schedule Parks & Rec Events Downtown
Art Walk Events
Party on the Lawn
Movie Nights Downtown
Museum Longer Hours
Pot Luck on Hardie
Stantons Pancakes Event (and other elements with this)





My Friend's House
Consignment

Denison
ART and
ENTERTAINMENT
District
celebrates
downtown

to Theatre
y Karam Gallery
ce xplosion
Sea Sportcards
arking →

Shelly Tate Garner
denisonlive.com

RIALTO

RED RIVER OPRY
COUNTRY GOLD

Eiffel

RUGS
& STUFF

MOVIES
& MUSIC
ON MAIN



Questions?

HUITT-ZOLLARS

**1001 Fannin Street, Suite 4040
Houston, Texas 77002**

Christof Spieler, PE, LEED AP

Director of Planning

Vice President

T 713.622.1180

cspieler@huitt-zollars.com

Tanvi Sharma

Planner

T 713.622.1180

tsharma@huitt-zollars.com