

PARTNERS



**AIA**  
San Antonio



**Urban Land Institute**  
San Antonio



**DOWNTOWN  
SAN ANTONIO**  
SINCE 1718



**SA  
TOMORROW**

**COMMUNITY CHARRETTE  
SATURDAY, JANUARY 20, 2018  
WORKSHEET**

# ACTIVATE HOUSTON STREET

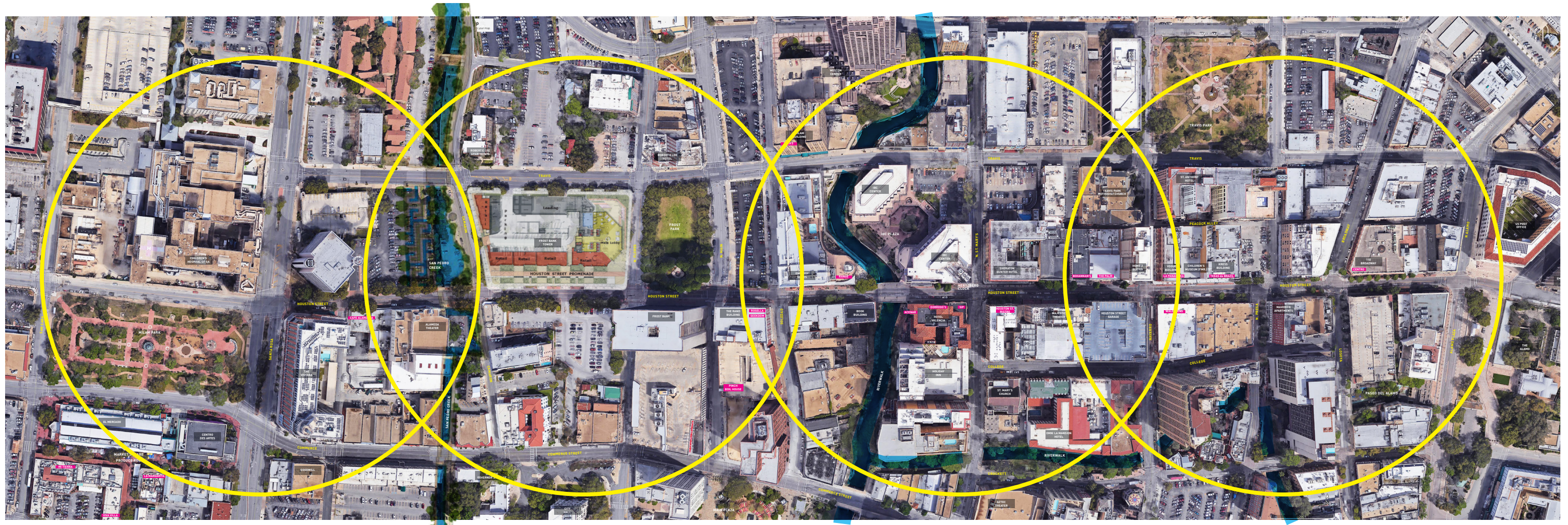


## ZONA CULTURAL SEGMENT

## INNOVATION SEGMENT

## PERFORMING ARTS SEGMENT

## ALAMO SEGMENT



What do you like about this segment of Houston Street?  
What solution do you propose for activating this segment?

» \_\_\_\_\_  
» \_\_\_\_\_  
» \_\_\_\_\_

What do you like about this segment of Houston Street?  
What solution do you propose for activating this segment?

» \_\_\_\_\_  
» \_\_\_\_\_  
» \_\_\_\_\_

What do you like about this segment of Houston Street?  
What solution do you propose for activating this segment?

» \_\_\_\_\_  
» \_\_\_\_\_  
» \_\_\_\_\_

What do you like about this segment of Houston Street?  
What solution do you propose for activating this segment?

» \_\_\_\_\_  
» \_\_\_\_\_  
» \_\_\_\_\_



ALAMO SEGMENT

Achievable within 0-12 months

- » Provide useful information regarding the entire corridor (i.e., events, arts and theater, public spaces, etc.).
- » Encourage shopping locally through a “buy local” card, which can be marketed and procured within this segment.

Achievable within 12-24 months

- » Establish Centro’s street-level presence. Be the face of information that both locals and visitors turn to.
- » Invest in interactive digital kiosks that support and inform locals and visitors on topics such as wayfinding, events, businesses, and connectivity.

PERFORMING ARTS SEGMENT

Achievable within 0-12 months

- » Create temporary art around construction sites.
- » Establish a theatre district officially or unofficially and begin a public relations campaign to establish the district identity and produce and distribute an annual schedule of events to market theatrical events.
- » Encourage live art throughout the corridor showcasing the various artists throughout the segment.
- » Integrate local artists and theatrical productions with storefront activations using window displays as a street-level stage.
- » Imagine creative placemaking projects around themes based on the production schedules at the theatres around Houston Street.

Achievable within 12-24 months

- » Identify one project each year on Houston Street with integral art organizations in San Antonio.
- » Incorporate more color into the palette along the corridor through murals, flowers, colorful crosswalks, street furniture, and sculptures.
- » Begin educational partnerships and service learning projects with the University of Texas at San Antonio (UTSA), the Henry Ford Academy, and other nearby schools.
- » Explore opportunities for activation in Frost Park.
- » Establish an “artist in residency program” and develop partnerships with local artist groups.
- » Re-establish pre-existing programs such as X Marks the Arts and the Houston Street Fair to attract long-time residents and showcase Houston Street’s authenticity.
- » Develop a public art strategy for Houston Street.

INNOVATION SEGMENT

Achievable within 0-12 months

- » Encourage pop-up activities such as mini golf throughout this segment for after work and weekend activations.

Achievable within 12-24 months

- » Leverage innovative nature of employers to brand and promote seasonal events
- » Provide pop-up, innovative digital experiences from gaming to film screenings.

ZONA CULTURAL SEGMENT

Achievable within 0-12 months

- » Implement pop-up programs that attract a variety of users and provide needed amenities for residents, workers, and nearby students
- » Introduce seasonal activations at Milam Park utilizing a strong, authentic color palette and lights.

Achievable within 12-24 months

- » Develop an activation plan in order to integrate placemaking initiatives with new development taking place throughout the segment.

ALAMO SEGMENT

Achievable within 0-12 months

- » \_\_\_\_\_
- » \_\_\_\_\_
- » \_\_\_\_\_

Achievable within 12-24 months

- » \_\_\_\_\_
- » \_\_\_\_\_
- » \_\_\_\_\_

PERFORMING ARTS SEGMENT

Achievable within 0-12 months

- » \_\_\_\_\_
- » \_\_\_\_\_
- » \_\_\_\_\_

Achievable within 12-24 months

- » \_\_\_\_\_
- » \_\_\_\_\_
- » \_\_\_\_\_

INNOVATION SEGMENT

Achievable within 0-12 months

- » \_\_\_\_\_
- » \_\_\_\_\_
- » \_\_\_\_\_

Achievable within 12-24 months

- » \_\_\_\_\_
- » \_\_\_\_\_
- » \_\_\_\_\_

ZONA CULTURAL SEGMENT

Achievable within 0-12 months

- » \_\_\_\_\_
- » \_\_\_\_\_
- » \_\_\_\_\_

Achievable within 12-24 months

- » \_\_\_\_\_
- » \_\_\_\_\_
- » \_\_\_\_\_