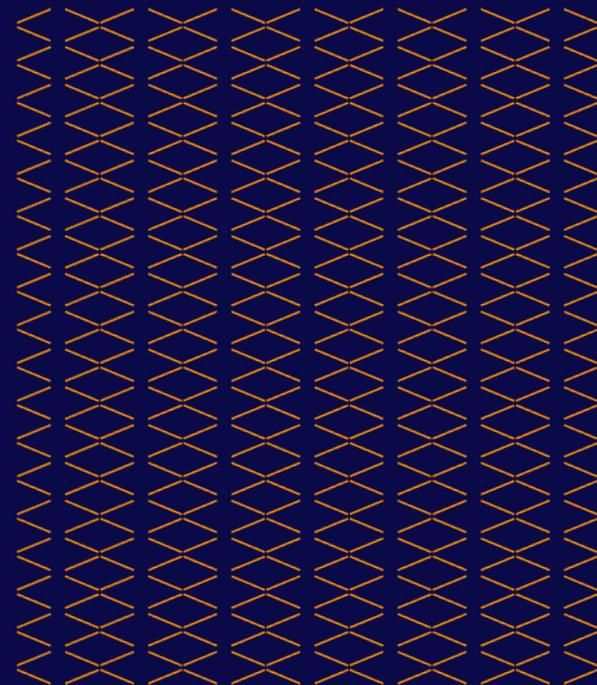
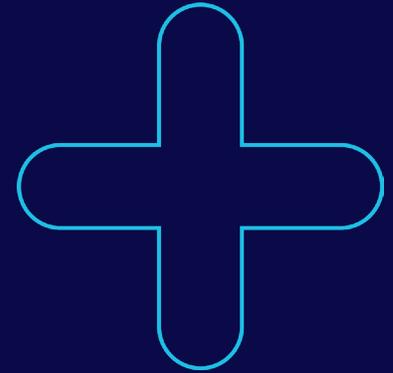


Main Street Promenade: Update & Ordinance Overview

Economic Development Committee

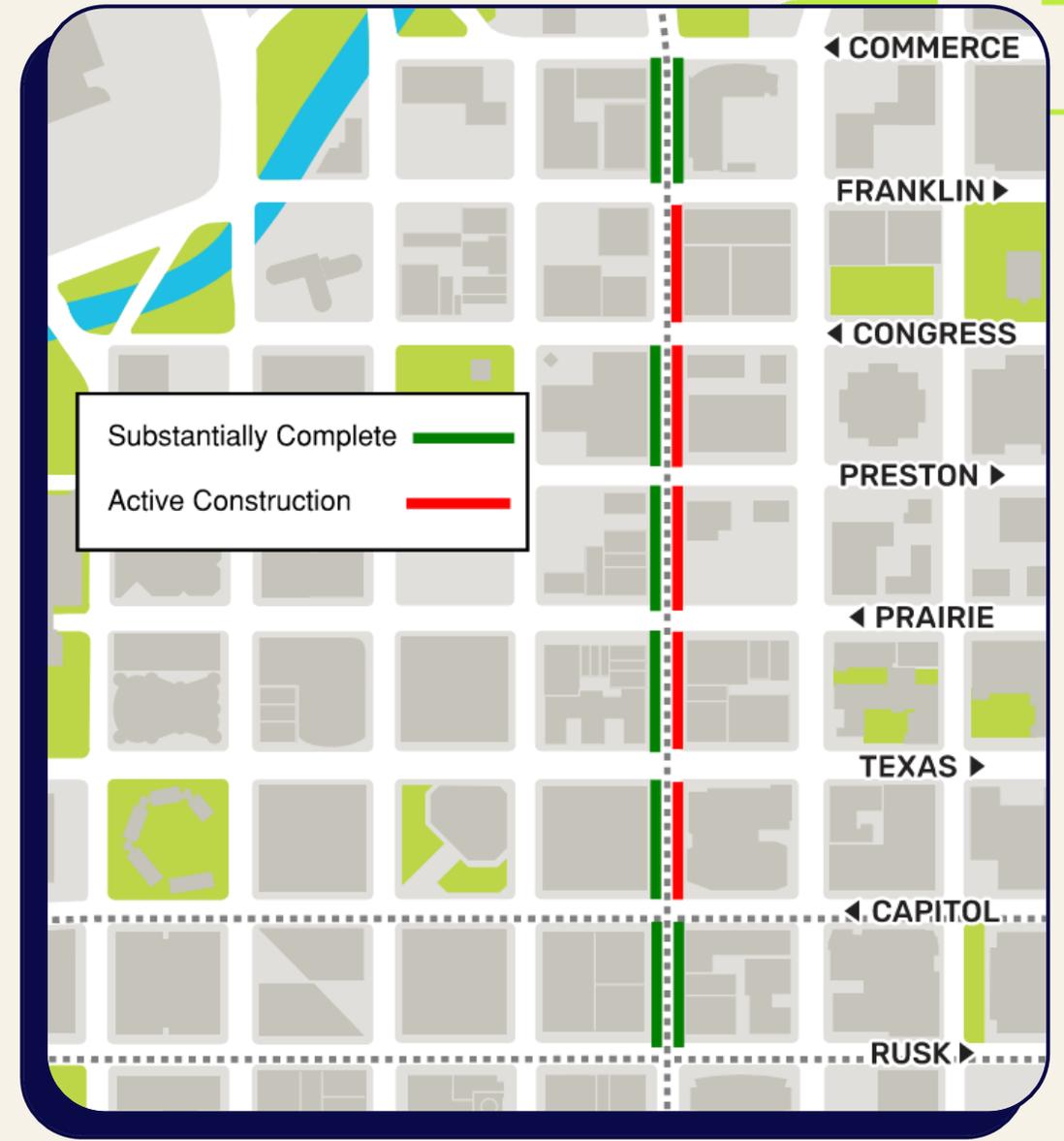
February 18, 2026

Presentation prepared by Downtown Houston+



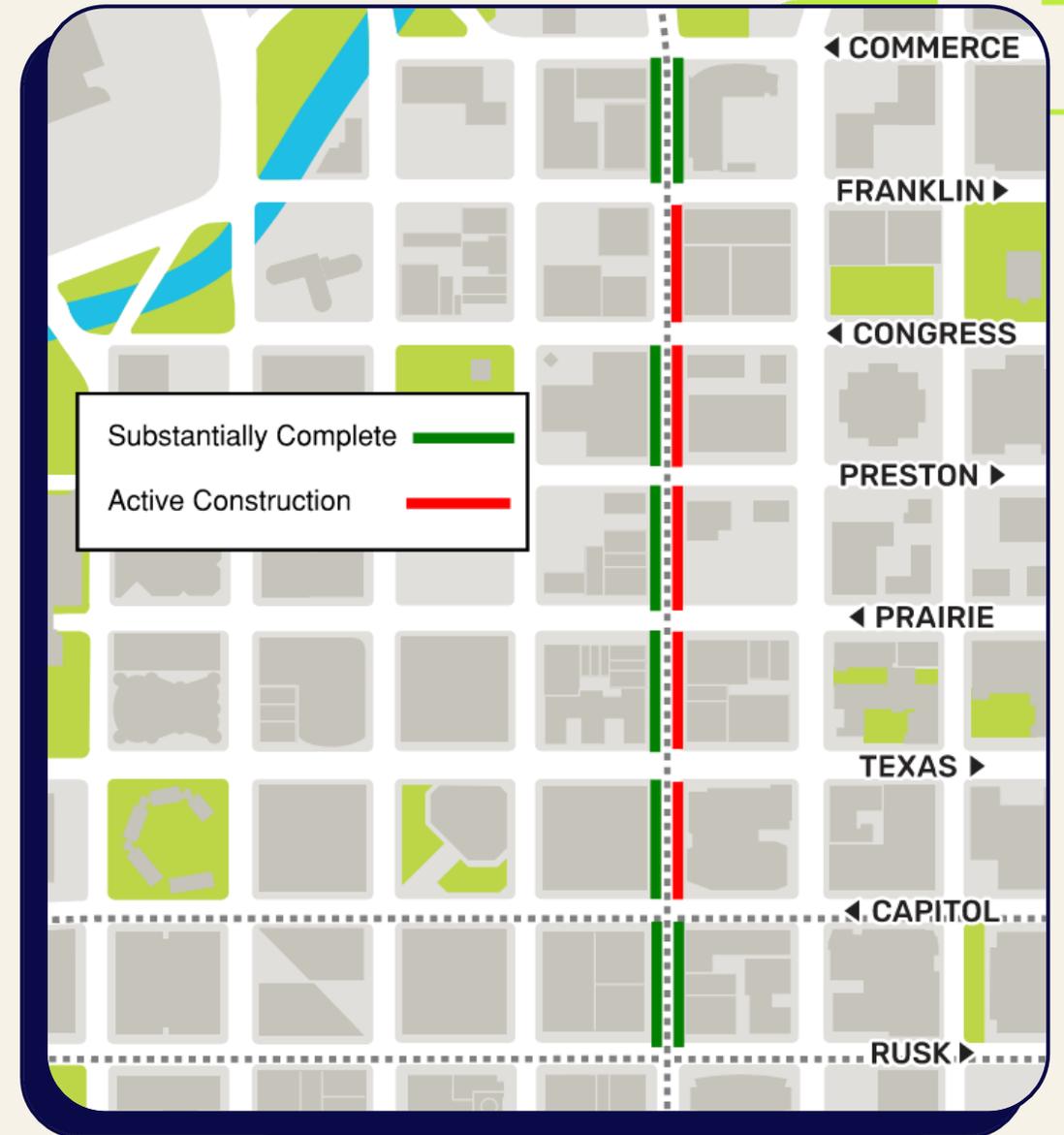
Main Street Promenade Progress

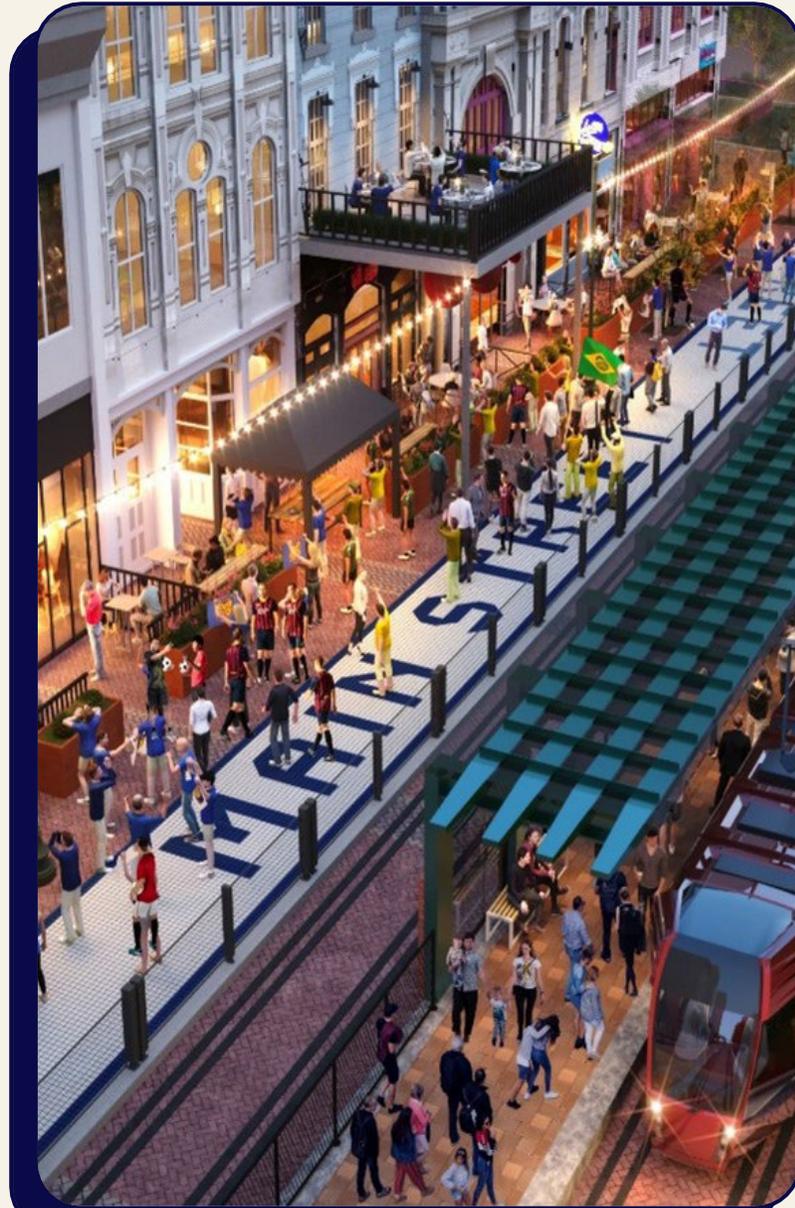
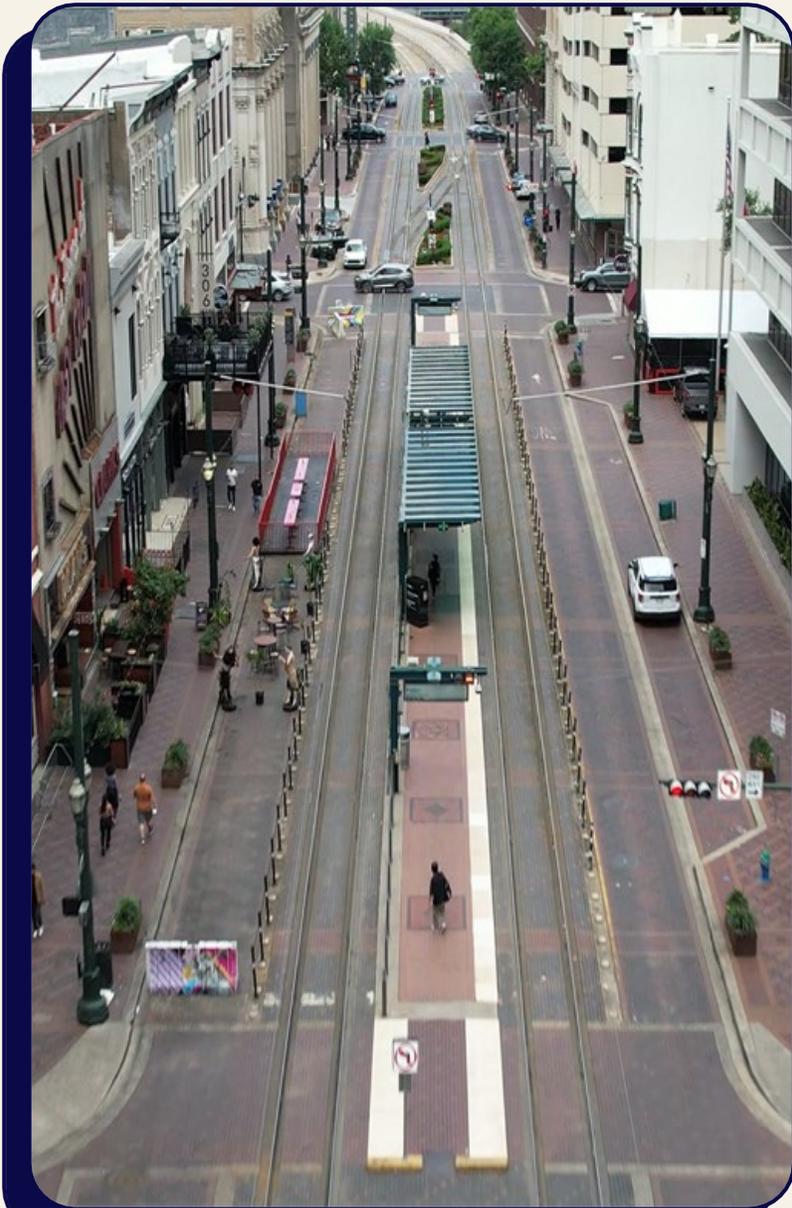
- **2021 - 2022** More Space Main Street 1.0
- **2023** Main Street Promenade Basis of Design
- **2024** Main Street Promenade Design + Engineering
- **April 2024** Thrive Storefront Grant program goes live
- **April 2024** Facade Grant program goes live
- **June 2025** Main Street Promenade Construction
- **June 2025** Main Street Outdoor Dining Guideline + Ordinance Development



Main Street Promenade Progress

- Street reconstruction
 - Widen pedestrian realm
 - Improve street crossings
 - Support local businesses
- 154% increase in trees and plantings
- 4 permanent shade structures
- To be managed, programmed and maintained by HDMD
- H-GAC Grant: \$12M
- Completion May 2026





Main Street Promenade Place Management Strategy

The “Big Shifts” promised with the Main Street Promenade project were informed by years of community engagement and include two that require more than physical improvements . . .

4 Big Shifts

1 Maintenance

Like the ideas, but who is going to take care of this?



before

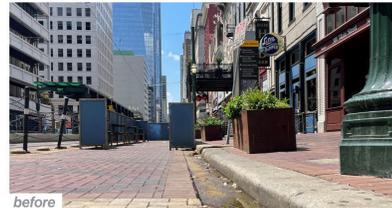


after

Houston Downtown Management District
To manage the public realm

2 Accessibility

How to resolve the elevation change between drive lane and sidewalk?



before



after



Raise the Street to Create Promenade
To create a flush walking surface between drive lane and sidewalk

3 Placemaking

How do we identify Main Street as a place of interest and create a brand for the District?



before



after

Create Outdoor Rooms
That are fun, flexible and comfortable

4 Shade

It's hot on Main Street! How can we get more shade along the promenade?



before

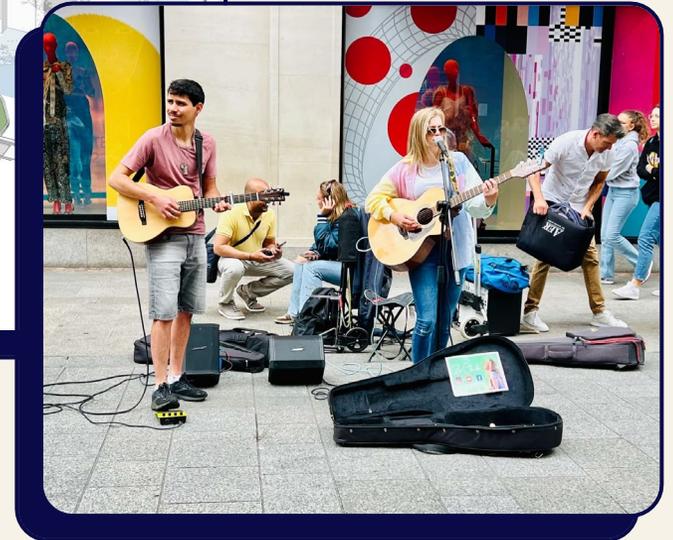
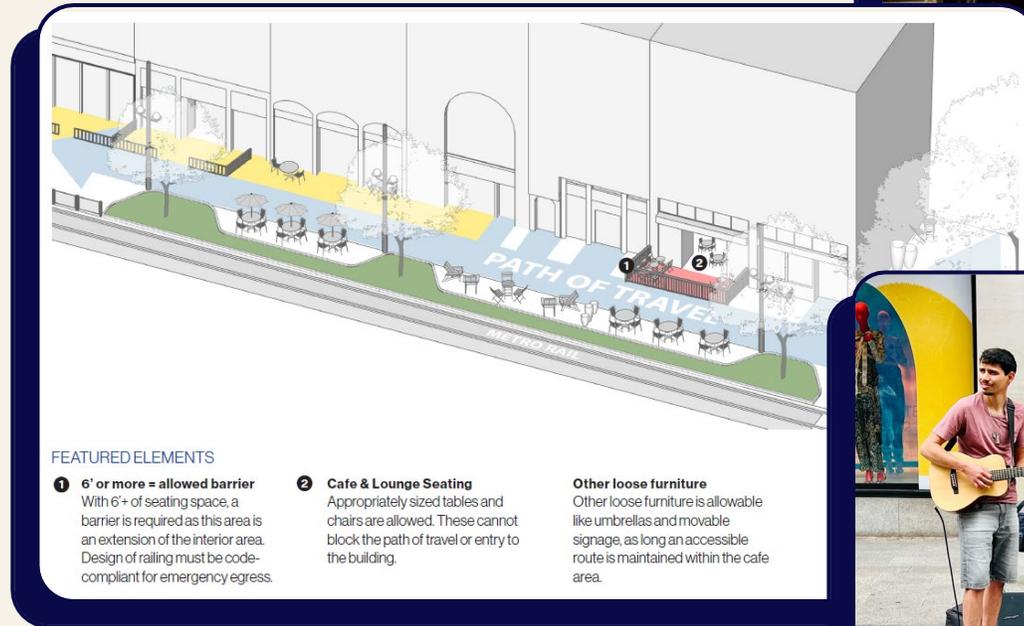


after

Increase Tree Canopy and Implement Structures
Reduce ambient temperatures

Main Street Promenade Place Management Strategy

- Through a **new ordinance with the City of Houston**, DTH+ will be able to accomplish these “Big Shifts” by:
 - **Increasing maintenance & security** services
 - **Creating Main Street Promenade Outdoor Dining Guidelines** for sidewalk cafés to support the licensing for outdoor dining
 - **Implementing DTH+ events and programming**, like music and markets, and **overseeing licenses for third-party events and programming**

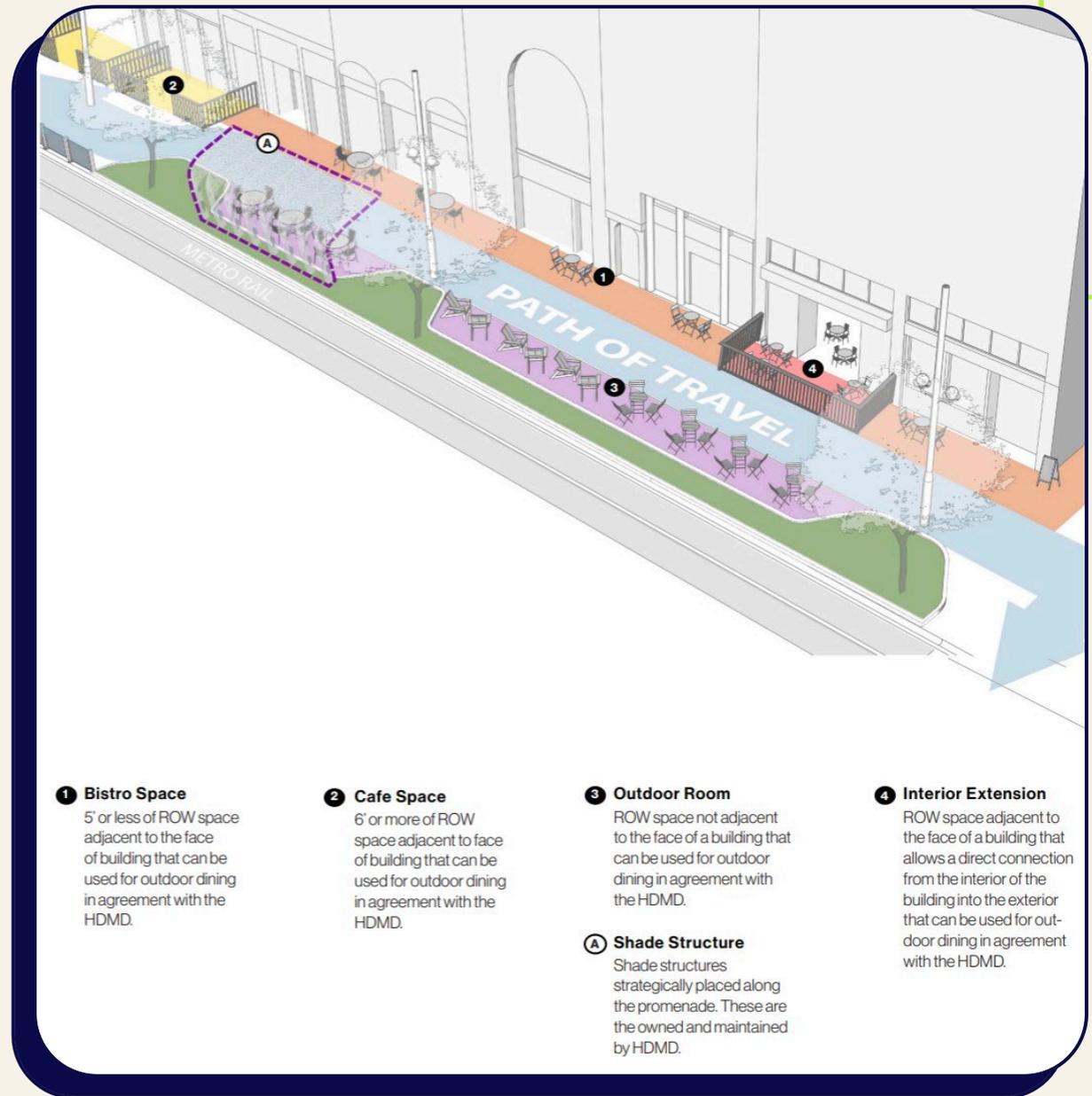


Area of Coverage for Proposed Ordinance & Main Street Promenade Outdoor Dining Guidelines



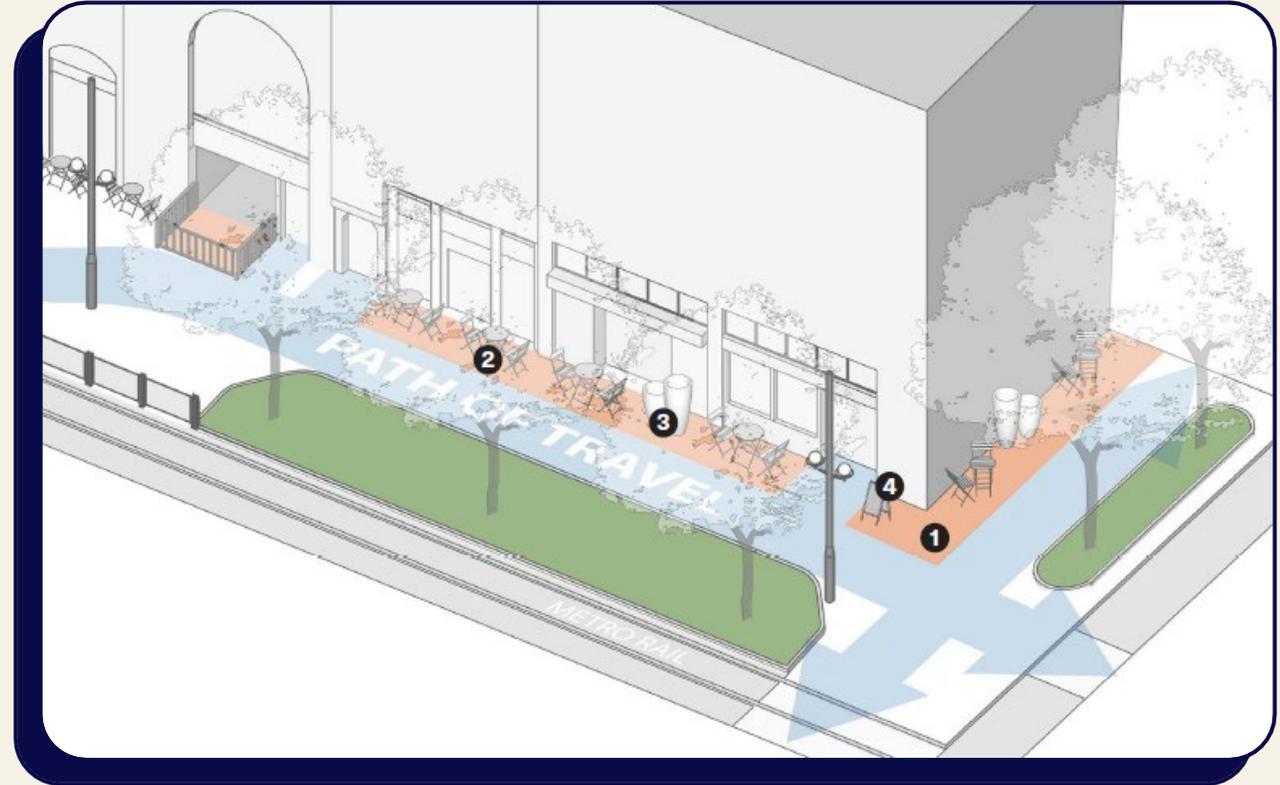
Main Street Promenade Outdoor Dining Guidelines

- The Promenade will offer four types of outdoor dining spaces for businesses and properties to utilize for sidewalk cafes
- Guidelines will ensure the following are accounted for with these new types of spaces:
 - Path of Travel
 - Fire Lane
 - Accessibility
 - Utility Clearances
 - Amenity Clearances



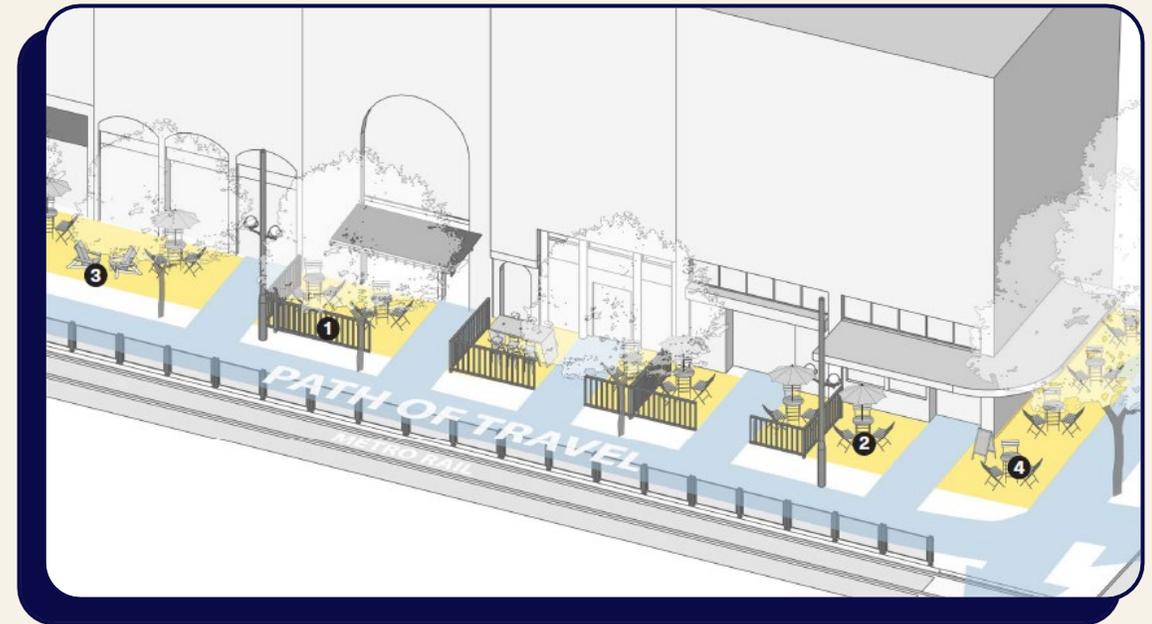
Bistro Space

- 1) Barriers:** No fixed barriers permitted due to path-of-travel constraints; temporary barriers may be used with approval
- 2) Seating:** Appropriately sized tables/chairs allowed; must not block path of travel or building entry
- 3) Planters:** Pots allowed within bistro spaces to enhance the area and define edges.
- 4) Other Loose Furniture:** Items such as umbrellas, heating torches, fans, and premise information boards are allowed provided the path of travel is maintained.



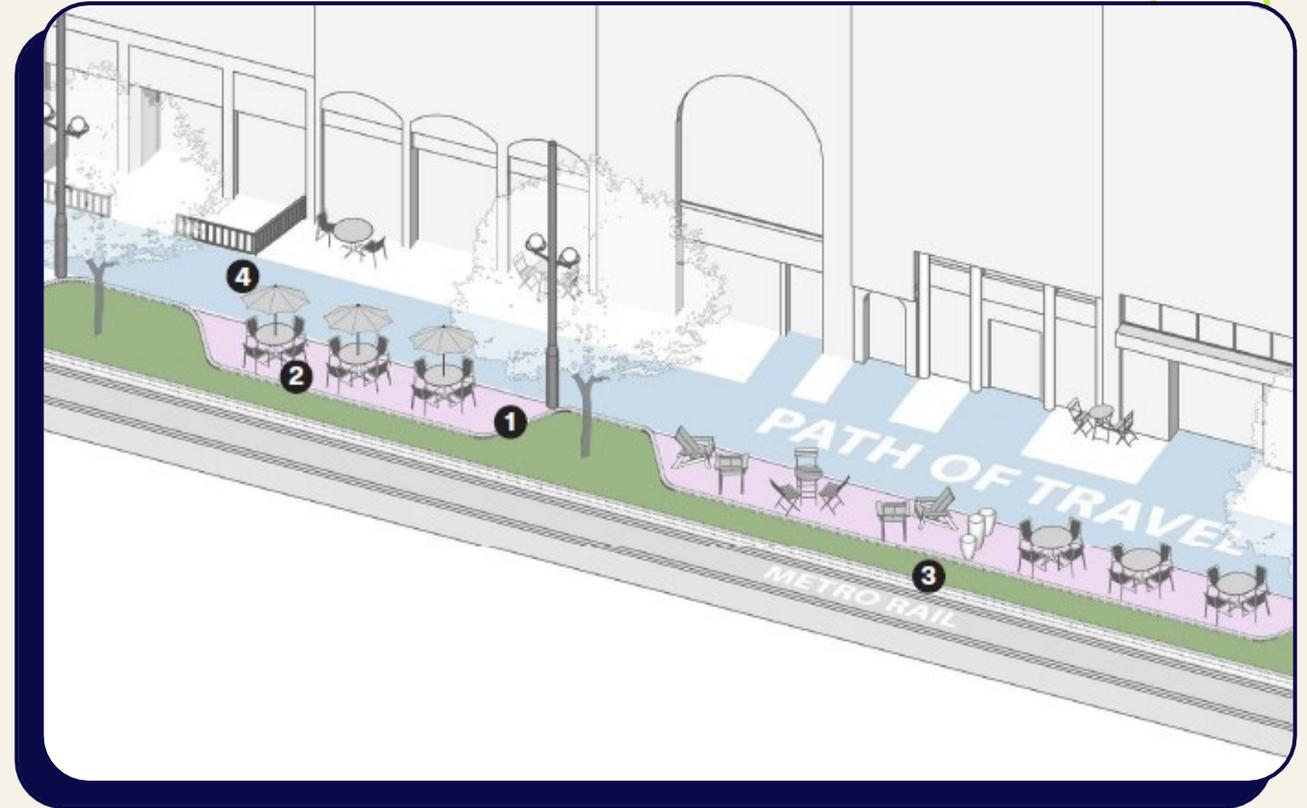
Café Space

- 1) **Spaces $\geq 6'$:** Barriers allowed if required/desired; options include but are not limited to those meeting TABC requirements.
- 2) **Café Seating:** Appropriately sized tables/chairs allowed; must not block path of travel or building entry.
- 3) **Lounge Furniture:** With $6'+$ of seating space, lounge furniture is allowed as long as access is maintained
- 4) **Other Loose Furniture:** Items such as umbrellas and premise information boards are allowed provided the path of travel is maintained



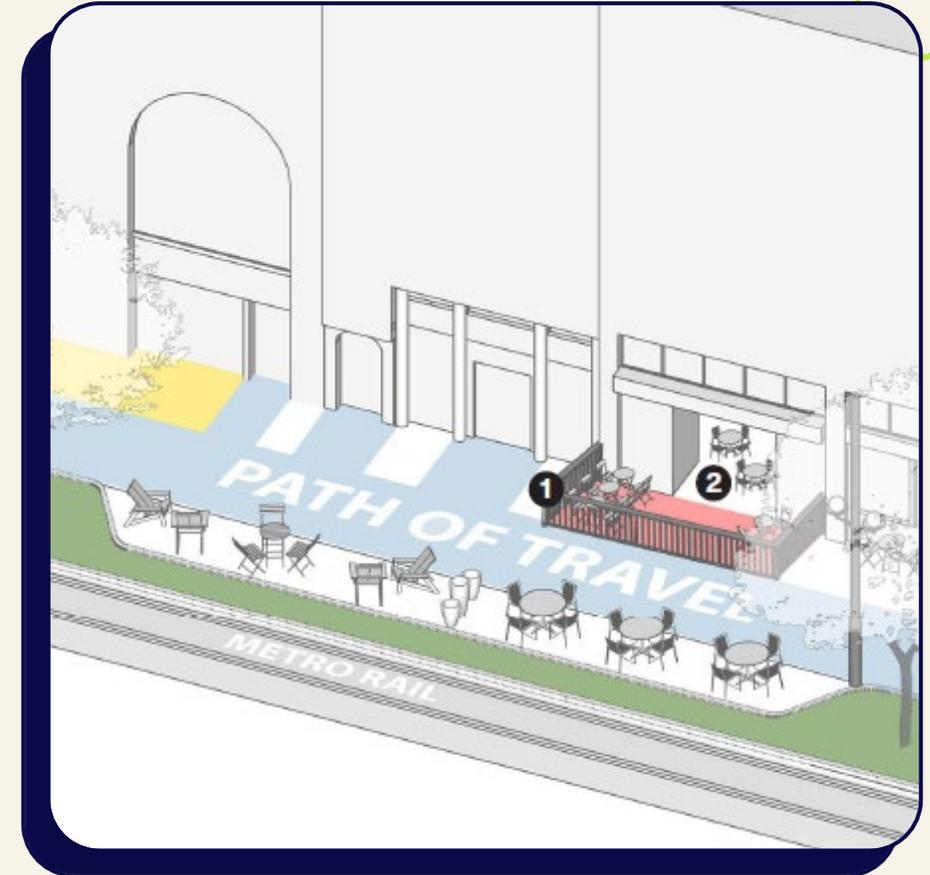
Outdoor Room

- 1) Not adjacent to building = No barriers** this maximizes access and pedestrian flow in outdoor rooms not attached to a building.
- 2) Outdoor Room Seating:** Appropriately sized tables/chairs allowed; must not block path of travel or building entry.
- 3) Planters:** Pots allowed within outdoor rooms to enhance the space and define edges.
- 4) Other Loose Furniture:** Items such as umbrellas and premise information boards are allowed provided the path of travel is maintained



Interior Extension

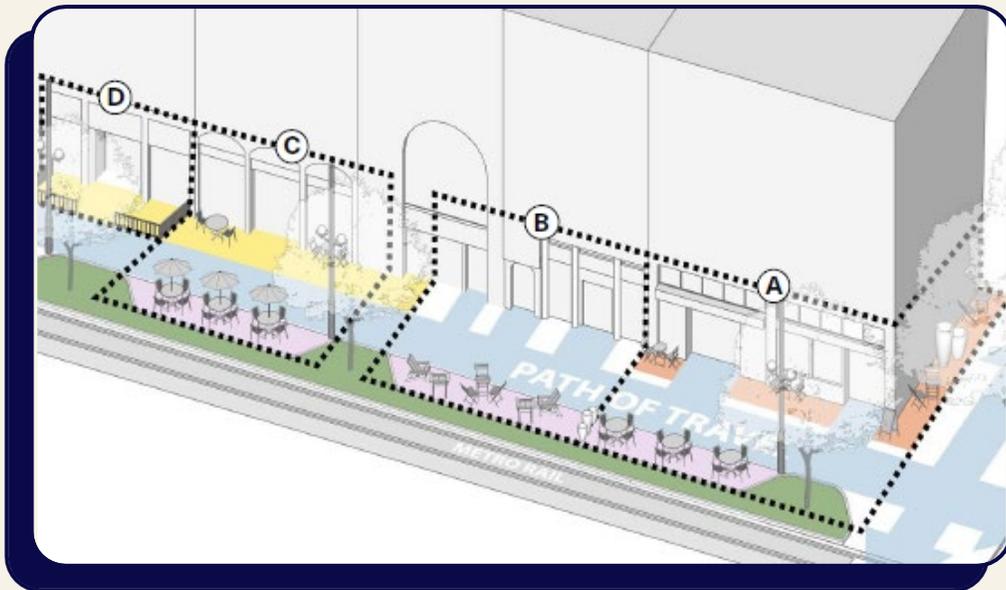
- 1) **Spaces $\geq 6'$:** Barrier required as an extension of the interior; railing must be code-compliant for emergency egress and meet TABC requirements.
 - 2) **Café & Lounge Seating:** Appropriately sized tables/chairs allowed; must not block path of travel or building entry.
- **Other loose furniture:** Other loose furniture is allowable like umbrellas and premise information boards, as long as an accessible route is maintained within the cafe area.



Alternative Configurations for tenant flexibility

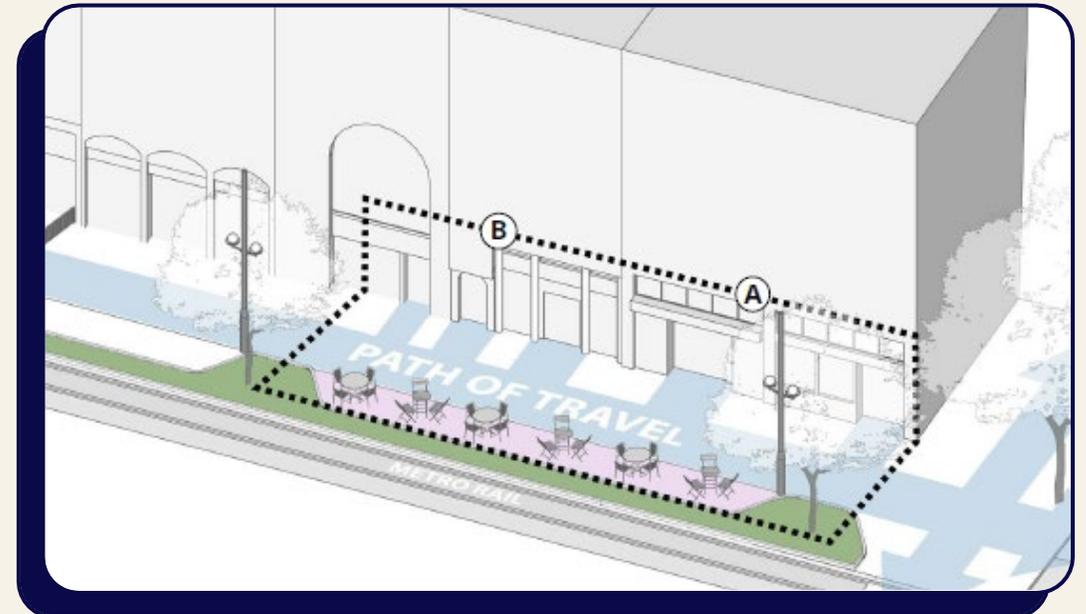
Individual Occupation Illustration

- Each tenant is occupying a different combination of outdoor dining typologies as the site conditions are amenable to them.
- Tenant A = outdoor room + bistro that wraps, Tenant B = outdoor room only, Tenant C = outdoor room + Bistro, tenant D = Cafe only



Outdoor Room: Shared Occupation Illustration

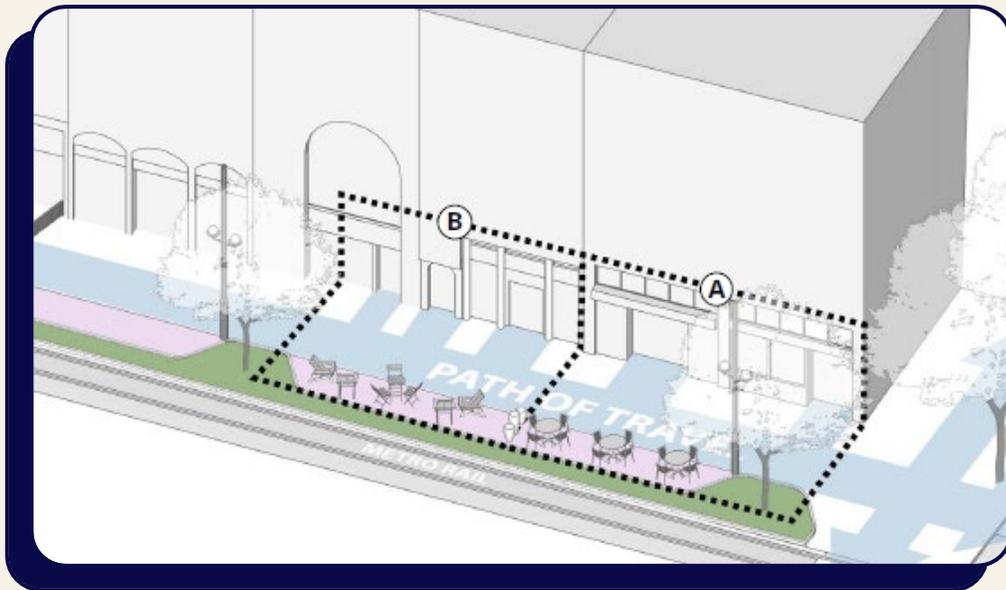
- At outdoor rooms, tenants can consider sharing the space under agreement with HDMD and the adjacent tenant.
- Tenant A & B share the outdoor room



Alternative Configurations for tenant flexibility, contd.

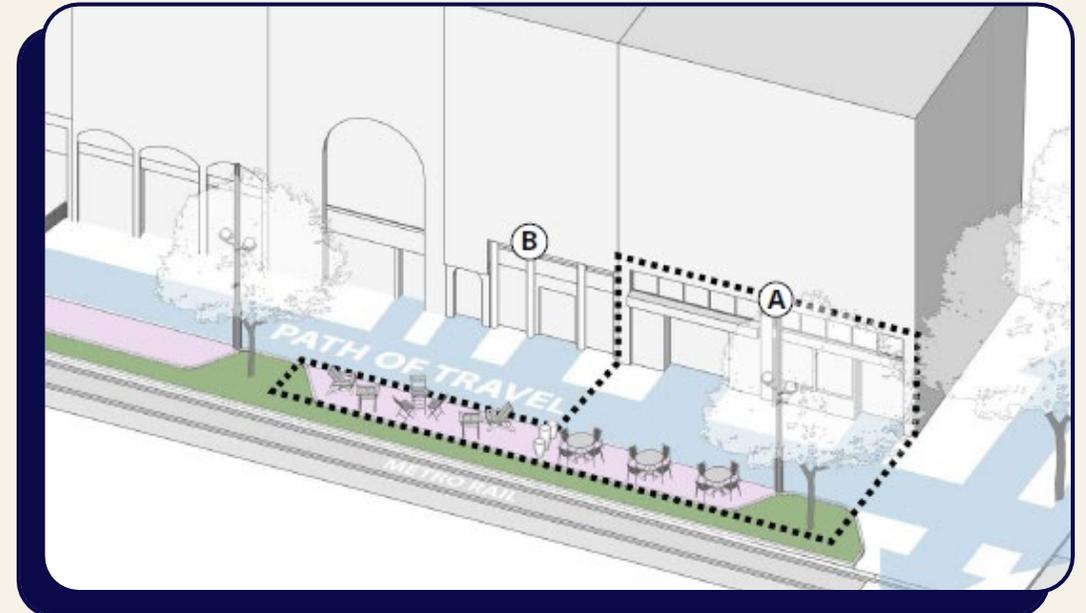
Outdoor Room: Separate Occupation

- At outdoor rooms, tenants can consider just utilizing the space corresponding to their frontage.
- Tenant A & B separate the outdoor room with planters



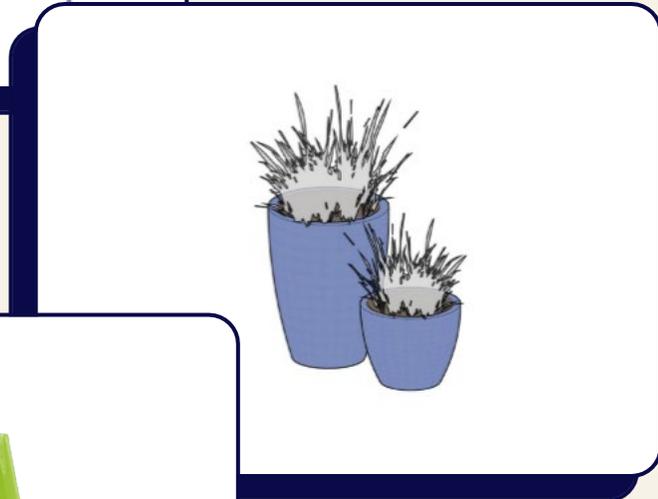
Outdoor Room: Single Tenant Occupation

- In the case that the adjacent tenant (tenant B) doesn't want to occupy the outdoor room corresponding to their building frontage, tenant A may occupy all of the outdoor room (under agreement with HDMD and the adjacent tenant).



Main Street Promenade Outdoor Dining Guidelines

- Guidelines also include direction around the quality of fixtures and furniture
- DTH+ Alfresco Grant program available to businesses to assist with costs for creating new outdoor dining experiences
- Meeting the Guidelines will ease permit review by the City
- Premise information boards may be used to promote specials, menu offerings or on-site entertainment



In Conclusion/Next steps

- Creates visible, impactful change in downtown for Houston residents and visitors
- Ensures public safety and Guidelines address safe path of travel for pedestrians and accessibility
- An ordinance to adopt the Guidelines and facilitate the programming elements of the Promenade is expected to go to the Council in early March

