

EaDo

WORLD CUP HOUSTON 2026

OPPORTUNITY STUDY

EAST DOWNTOWN MANAGEMENT DISTRICT + CLARK CONDON

JANUARY 2026

DRAFT - NOT ADOPTED
AS OF SEPTEMBER 2026

DRAFT

CONDITIONS

OPPORTUNITIES & CONSTRAINTS RELATED TO THE PROPOSED FAN FEST ZONE AND SURROUNDING AREA

BASTROP PROMENADE
EXISTING CONDITIONS

The Promenade is centrally located in the heart of EaDo and has the potential to be a vibrant pedestrian corridor but currently is in disrepair and flux. This is due to the lack of use and maintenance. These images indicate many of the items that need attention. In later sections, recommendations indicate the need to address these major items, such as dead or declining trees and shrubs, lighting and electrical, sidewalks, trash and debris, and the completion of the dog park and playground.

















BASTROP PROMENADE
EXISTING CONDITIONS














EaDo ACTIVITY ZONES
EXISTING CONDITIONS

The Additional Activity Zones, such as the Columbia Tap Trailhead, Hutchins Park, and general streetscape improvements, adjacent to the WC26 FIFA Fan Fest area have huge potential to bring Houston and EaDo to the forefront during the month-long event. In preparation for this event and the future of these spaces, actions should be taken to make much needed repairs, placemaking improvements, and increase maintenance. These images indicate the current conditions of these areas and represent some of the improvements that need to be made.

















DRAFT

BASTROP PROMENADE
SUN/SHADE STUDY

JANUARY
AFTERNOON
~1PM



MAY
MORNING
~10AM



AUGUST
MORNING
~8AM



OCTOBER
AFTERNOON
~1PM



DRAFT

PRIORITY

WORLD CUP 2026 AND ITS FAN FEST WILL PROVIDE A UNIQUE OPPORTUNITY FOR HOUSTON AND THE DISTRICT TO CAPITALIZE ON KEY PLACEMAKING OPPORTUNITIES THROUGHOUT THE DISTRICT. THIS HISTORIC EVENT WILL ALLOW EADO TO ENHANCE LIVING IN THE COMMUNITY AND INCREASE THE VISITOR EXPERIENCE WITH THE RE-IMAGINING OF THESE SITES. THIS SECTION SEEKS TO PRIORITIZE THE RECOMMENDATIONS FROM THE PREVIOUS SECTIONS TO INFORM DECISION MAKING REGARDING THE SITES STUDIED.

OPPORTUNITY STUDY
PRIORITY MATRIX

			Priority			Cost		
#	Item	Description	High	Medium	Low	$$$	$$	$
Pre-World Cup - before June 2026								
Bastrop Promenade & Cross Streets								
1	Tree Assessment	Evaluate the Condition and viability of all trees within the Promenade	■					■
2	Irrigation Assessment	Evaluate the current conditions of the existing irrigation system	■					■
3	Lighting & Electrical Assessment	Evaluate the current conditions of the existing electrical system	■					■
4	Moveable Tree Planters	Acquire or Construct Movable Tree Planters for Viable Trees		■			■	
5	Tree Removal & Salvage	Based on Assessment, nonviable trees removed and viable trees transplanted for reuse	■				■	
6	Remove Shrubs & Groundcover	Remove all Shrubs & Groundcover especially all dead or declining plant materials	■				■	
7	Decomposed Granite Fill	Fill all old planter areas and low spaces adjacent to back of curb with DG gravel		■			■	
8	Site Furniture	Remove all existing site furniture from the site salvage and store for potential reinstall	■					■
9	Ground Plain	Survey the site for all accessibility issues, tripping hazards, grading issues, and repair (EX: ramps, paving, low points in lawn, manhole & Inlets, Utilities and excessive grade changes)	■				■	
10	Debris Removal	Remove all Debris and trash etc. from site		■				■
11	Irrigation Repairs	Modify, the existing irrigation system to provide full coverage watering only to required zones with plants that remain			■			■
12	Lighting & Electrical Repairs	Repair and Modify the existing electrical system with providing a unified light standard for the Promenade.	■				■	
13	Lawn Repairs	Remove all weeds, repair holes, remove all tripping hazards, roll, fertilize, ensure positive drainage and maintain post repairs	■					■
14	Fencing - P	Remove and replace all perimeter fencing to a district-standard			■		■	
15	Wayfinding	Develop and install district wayfinding, starting with the area immediately around the Fan Fest area of the district			■		■	
16	Identity - P	Develop and install district identity features, starting with the area immediately around the Fan Fest area.		■			■	
17	WeLoveHouston	Clean up and enhance the We Love Houston Sculpture		■			■	
18	Relocate WeLoveHouston	Consider relocating the We Love Houston Sculpture			■			■
19	Promenade Murals	Facilitate the installation of Murals throughout the Promenade Area			■			■
20	Maintenance Program	Develop a long term Maintenance program for the district and implement		■			■	

OPPORTUNITY STUDY
PRIORITY MATRIX

			Priority			Cost		
#	Item	Description	High	Medium	Low	$$$	$$	$
21	Dog Park & Playground	Ensure the project between Polk and Bell is completed			■			■
22	Walk Expansion	Expand the Sidewalks by raising the bike lanes to match top of curb on Bastrop between McKinney to Walker and Walker, Emancipation to Hutchins to allow space for trees and a safer pedestrian zone			■		■	
23	Promenade Intersections	Remove all dead and declining shrubs and ground cover, replace dead or missing trees, and backfill beds with decomposed granite gravel. (Walker, McKinney, Lamar, Dallas, Polk, and Bell)	■				■	
24	Polk	Provide and Install COH standard sidewalks and ramps from Hutchins to Emancipation	■				■	
25	Bridge Lighting	Increase lighting under the 59 bridge to ensure safe passage between the downtown area and EaDo	■				■	
26	Street Crossings	Enhance streets and street crossing with murals, painting, and district focused branding			■			■
Columbia Tap - Trail Head								
1.	Identity - CT	Develop and install district identity features, starting with the area immediately around the Fan Fest area.		■			■	
2.	Street Paving	Remove Street Paving			■			■
3.	Fencing - CT	Install perimeter fencing to a district-standard			■			■
4.	Walks & Ramps	Install walks and access ramp connections to Emancipation			■		■	
5	Temp Lawn	Install Sod where street paving was removed			■			■
6	Maintenance Program - CT	Develop a long term Maintenance program for the district and implement	■					■
Dynamo - Shell Energy Stadium								
1.	Trees - D	Coordinate raising the canopies of the existing trees to 10'+/- in height			■			■
2.	Shrubs & Groundcover	Assess existing plant material, remove all dead or declining material and replace it with the right plant for the condition with consistency site wide		■				■
Hutchins Park								
1.	Maintenance Program - HP	Develop a long term Maintenance program for the district and implement	■					■
2.	Trees - HP	Assess existing trees, remove all dead or declining material and raise all canopies to 10'+/- in height		■				■
3.	Ground Plain - HP	Survey the site for all accessibility issues, tripping hazards, grading issues, and repair (EX: ramps, paving, low points in lawn, manhole & Inlets, Utilities and excessive grade changes)	■					■
4.	Temp Plaza	Evaluate adding a walkable material throughout the Hutchins to expand the capability for the area to accept larger crowds.	■				■	

OPPORTUNITY STUDY
PRIORITY MATRIX

			Priority			Cost		
#	Item	Description	High	Medium	Low	$$$	$$	$
5	Identity - HP	Develop and install district identity features, starting with the area immediately around the Fan Fest area.		■			■	
6	Legacy Plaza - Temp	Create a space that can celebrate the World Cup and the countries playing in the 2026 event capitalizing on the proximity of visitors arriving from parking and the metro station on Texas		■			■	
7	WeLoveHouston - HP	Relocated the enhanced We Love Houston sculpture to the Legacy Plaza			■			■
EaDo Entertainment Area								
1.	Ground Plain - EA	Survey the site for all accessibility issues, tripping hazards, grading issues, and repair (EX: ramps, paving, low points in lawn, manhole & Inlets, Utilities and excessive grade changes)	■				■	
FIFA Fan Fest Coordination & Recommendations								
Bastrop Promenade								
1	Selfie's	Create Photo Ops with the Houston Skyline, Murals, and event & local features			■			■
2	Raised Streets	Consider creating a raised plinth over the streets crossing the Promenade to eliminate trip and fall hazards in crowds.			■			■
3	Shade	Create ways to have shade when things like trees are not an option			■			■
4	Convivences	Ensure all conveniences are taken into account such as providing restrooms, Wi-Fi, cooling station, water bottle filling station, wayfinding and directional signage and parking options			■			■
5	Apps and Maps	Ensure social media, Event Apps, and Event Maps are readily available via phones			■			■
Post-World Cup - Starting August/ September 2026								
Bastrop Promenade & Cross Streets								
1	Art Zone	Develop the block between Polk and Dallas as at Outdoor Public Art Gallery		■		■		
2	Pitch Zone	Enhance the block between Dallas and Lamar taking advantage of the Mini Pitches installed for the World Cup		■			■	
3	Game Day Zone	Program the area between Lamar and Shell Energy Stadium to enhance the Gameday experience with supporters, tailgating, vendors, etc.		■			■	
Columbia Tap - Trail Head								
1.	Plaza	Create The Tap Trailhead with plaza paving, bike parking & service, fountain/ spray ground and Pavilion		■		■		
Hutchins Park								

OPPORTUNITY STUDY
PRIORITY MATRIX

			Priority			Cost		
#	Item	Description	High	Medium	Low	$$$	$$	$
1.	Legacy Plaza	Capitalize on the buzz created by the World Cup to Create a local Sports based Plaza celebrating local sports heroes, Hall of Famers, Stars etc.						
2.	Orang Ave Extension	Create an enhanced game day experience and event space by creating a multifunctional plaza that connects Capitol and Rusk adjacent to the stadium with limited vehicular access						
General								
1.	Street Signs	Create a Sports and Entertainment zone within Eado where the street signs are enhanced with local sports figures names, expanding the Legacy Plaza footprint over a larger area.						

OPPORTUNITY STUDY
COMMUNITY FEEDBACK
STICKERS



		Block 1 Bell to Polk			Block 2 Polk to Dallas			Block 3 Dallas to Lamar			Block 4 Lamar to McKinney			Block 5 Mckinney to Walker		
#	Question	Bell	Middle	Polk	Polk2	Middle2	Dallas	Dallas2	Middle3	Lamar	Lamar2	Middle4	McKinney	McKinney2	Middle5	Walker
1	The city's street grid divides the Bastrop Promenade into four distinct areas. These zones can foster unique activity hubs, attracting a diverse range of residents and visitors to the park and EaDo. We can designate each area as a focus zone for park programming and activation by evaluating existing site conditions and nearby land uses. Using sticker #1, please indicate which area suits each designation. The existing family zone is green, the cultural arts zone (CAZ) is pink, the social event zone (SEZ) is blue, and the recreation zone (REZ) is yellow.	FAZ - Family Zone (Existing)			CAZ - Cultural Arts Zone		9	REZ - Recreation Zone		11	SEZ - Social Event Zone		8	Existing Road		
	CAZ - Cultural Arts Zone			3	7	2		2			1		4		2	
	SEZ - Social Event Zone			3	1		4			1	4	3	1			
	REZ - Recreation Zone			2	1			4	1	6	1	2			1	
	FAZ - Family Zone (Existing)															
2b	Establishing a strong identity for the district requires thoughtfully designed elements that celebrate its unique character and key public amenities. Incorporating cohesive themes in art installations, wayfinding signage, and architectural details can create a unified aesthetic that resonates with residents and visitors. Location: Where would you place an **identity marker** for the Bastrop Promenade? Use sticker #2.				3		4	2	1		1		6	1	2	1
3	Mini pitches could serve as excellent spaces to engage residents and visitors, enhancing the park's recreational appeal and solidifying its connection to professional soccer in Houston. Use sticker #3 to mark the zone where the **pitches** should be located.			5		1		6	5	2	1					
4	EaDo boasts vibrant artistic features that deserve to be celebrated. With sticker #4, mark the area ideal for showcasing **local art and artists**.	1		2	1		4	1	2	2		2	8			

DRAFT

OPPORTUNITY STUDY
COMMUNITY FEEDBACK
STICKERS

5	The Promenade provides essential green space and shade for the district. Upcoming development will salvage viable trees through relocation or movable pots in EaDo. Post-World Cup, TxDOT's **tree planting will add further shade** throughout the Promendade.Use sticker #5 to indicate where shade is most needed.				3	7		1	2	1	3	2	1	1	1		
6	Use sticker #6 to show the ideal location for installing a pavilion on the Promenade. This **structure will provide space for gathering**, seating, weather protection, and shade.			2	2		1	1	1	1	5	5	3				
7	Please share the ideal spot along the Promenade where you could have used some helpful informational or **wayfinding signage** and be sure to point it out using sticker #7.			2	2			2	1	2	1		5				3
8	What would be the optimal zone and location for a **multi-use plaza** capable of accommodating events of varying sizes, such as pre-game celebrations, small festivals, street markets, and social gatherings? Please indicate this location with sticker #8.			5		2			1			8				5	
9	The Promenade's edges vary, often blurring the line between public and private space. Improvements aim to better define these edges for enhanced aesthetics and public health, safety, and welfare. Please select your preferred **edge treatment** from the list below (please circle one) and use sticker #9 to indicate where it is most needed.			2	2	2	2	1	4	2	1			6			
10	The district is exploring the incorporation of **food trucks** into the Promenade program. If you agree, please use sticker #10 to indicate your preferred location on the Promenade.	1		2	1	5			4			7			1		
11	Historically, the Promenade has featured large open panels of lawn. Much like the necessity for shade in an urban environment, the requirement for open, **flexible lawn** space is essential, particularly for residences with limited or no yard. If you agree, please indicate where you would prefer to see the lawn retained by placing sticker #11.		1	1		6			4			4		2			
12	Can you see theatrical shows, social gatherings, and/or musical events on the Promenade that require a stage structure? Yes or No? (please circle one) If so, where would you like to have a **stage structure** built? Indicate the location with sticker #12.			4		9						1	2	1	2		

OPPORTUNITY STUDY
COMMUNITY FEEDBACK
MULTIPLE CHOICE

#	Column1	Question	1	2	3	4	5	6	7	8	9	10	11
2		Establishing a strong ***identity*** for the district requires thoughtfully designed elements that celebrate its unique character and key public amenities. Incorporating cohesive themes in art installations, wayfinding signage, and architectural details can create a unified aesthetic that resonates with residents and visitors. What shape would create memorable identity markers for EaDo and its amenities?											0
	a	Column							1				1
		Arch		***1***	***1***							***1***	***3***
		Blade				1							1
		Rounded									1		1
		Freeform								1			1
9		The ***Promenade's edges*** vary, often blurring the line between public and private space. Improvements aim to better define these edges for enhanced aesthetics and public health, safety, and welfare. Please select your preferred edge treatment from the list below (please circle one) and use sticker #9 to indicate where it is most needed.											0
	a	Architectural Fencing											0
	b	Architectural Walls									1		1
	c	***Landscape Treatment***				***1***		***1***					***2***
	d	None of the Above											0
10		The district is exploring the incorporation of ***food trucks*** into the Promenade program. Do you Agree or Disagree? (please circle one) If you agree, please use sticker #10 to indicate your preferred location on the Promenade.											0
		Agree	1		1			1					***3***
		Disagree				***1***	***1***		***1***				***3***
11		Historically, the Promenade has featured large open panels of lawn. Much like the necessity for shade in an urban environment, the ***requirement for open, flexible lawn spac*** e is essential, particularly for residences with limited or no yard. Do you Agree or Disagree?											0
		Agree	***1***	***1***	***1***	***1***	***1***	***1***	***1***	***1***			***8***
		Disagree											0
		Alternatively, would you like to see this space become ***artificial turf***, minimizing the need for restricted use after weather events, Yes or No? (please circle one)											0
		Yes	***1***	***1***									***2***
		No				***1***				***1***			***2***
12		Can you see theatrical shows, social gatherings, and/or musical events on the Promenade that require a ***stage structure***? Yes or No? (please circle one) If so, where would you like to have a stage structure built? Indicate the location with sticker #12.											0
		Yes		1		1			1				3
		No	***1***		***1***		***1***	***1***					***4***

OPPORTUNITY STUDY
COMMUNITY FEEDBACK
COMMENTS

#	Comment	Column1
1	Maintenance & safety are key above enrything! Great ideas here.	
2	I'd like to see art/sculpture throughout and on the Archite ture	
5	With the Bike Lanes in the area as well as the Columbia Tap Hike and Bike Trail; concisder adding Bike Parking, Additional Bike Lanes and Safe Bike/ Car/ Pedestrian intersections and crossings	
9	Provide More Bike Parking	
11	Provide More Bike Lanes	
12	Saftey Bikes & pedestrians have ROW @ crossings	
13	Provide rees for shade	
14	What ever gets built need to be Maintained	
15	Consideer the Use of Native trees	
16	Make the Promenade Bike Friendly	
17	Reuse - display Art Car Museum prices	
18	Provide rees for shade	
19	Provide Street art	
~~3~~	~~June 14th Street Fest~~	~~Did not Happen~~
~~4~~	~~Online version~~	~~CCA & Eado Looking into~~
~~6~~	~~How do we create a digital version and collect data?~~	~~Eado Looking into~~
~~7~~	~~Can we do the sticker exercise that way as well?~~	~~CCA & Eado Looking into~~
~~8~~	~~Need a simple sticker sheet~~	~~CCA & Eado Looking into~~

DRAFT

RECOMMENDATIONS

BASED ON DUE DILIGENCE, DATA COLLECTION, SITE VISITS, SITE ANALYSES, AND WORKSHOPS, THIS SECTION EXPLORES OPPORTUNITIES, CONSTRAINTS, PRIORITIES, AND OTHER PERTINENT INFORMATION TO FORMULATE CONCEPTS AND A SUMMARY OF ACTION ITEMS FOR THE DISTRICT TO CONSIDER FOR THE AREA IN AND AROUND THE 2026 FIFA FAN FEST ZONE .

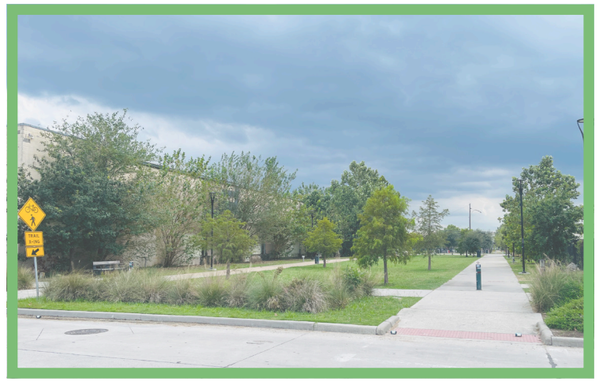
RECOMMENDATIONS
MAINTENANCE

VEGETATION:

- Solicit a **TREE** assessment for all trees along the Bastrop Promenade and Polk Street, Dallas Street, Lamar Street, McKinney Street and Walker Street between Emancipation Avenue and Hutchins Street. Based on the **TREE** assessment, remove all nonviable trees.
- Some **TREES** shall be removed and boxed or transferred to movable planters and placed at the northwest corner of McKinney Street and Emancipation Avenue for reuse.
- Review all existing **IRRIGATION SYSTEMS** and provide zone mapping to identify zones that need to remain operational. All other zones shall be turned off for reuse at a later time.
- All **LAWN** panels shall be treated for weeds, over seeded, and infilled to provide a uniform lawn without potholes and pooling. An irrigation assessment should address the lawn health. All tripping hazards shall be addressed.
- Remove all existing **SHRUBS AND GROUND COVER** from the Promenade. Adjust irrigation as necessary.
- Remove all existing debris, over grown vegetation, wooden bollards and fencing at the **PROMENADE EDGES**. Coordinate fencing removal with adjacent property owners. Install an architectural fence complementary to the park and EaDo's future vision.











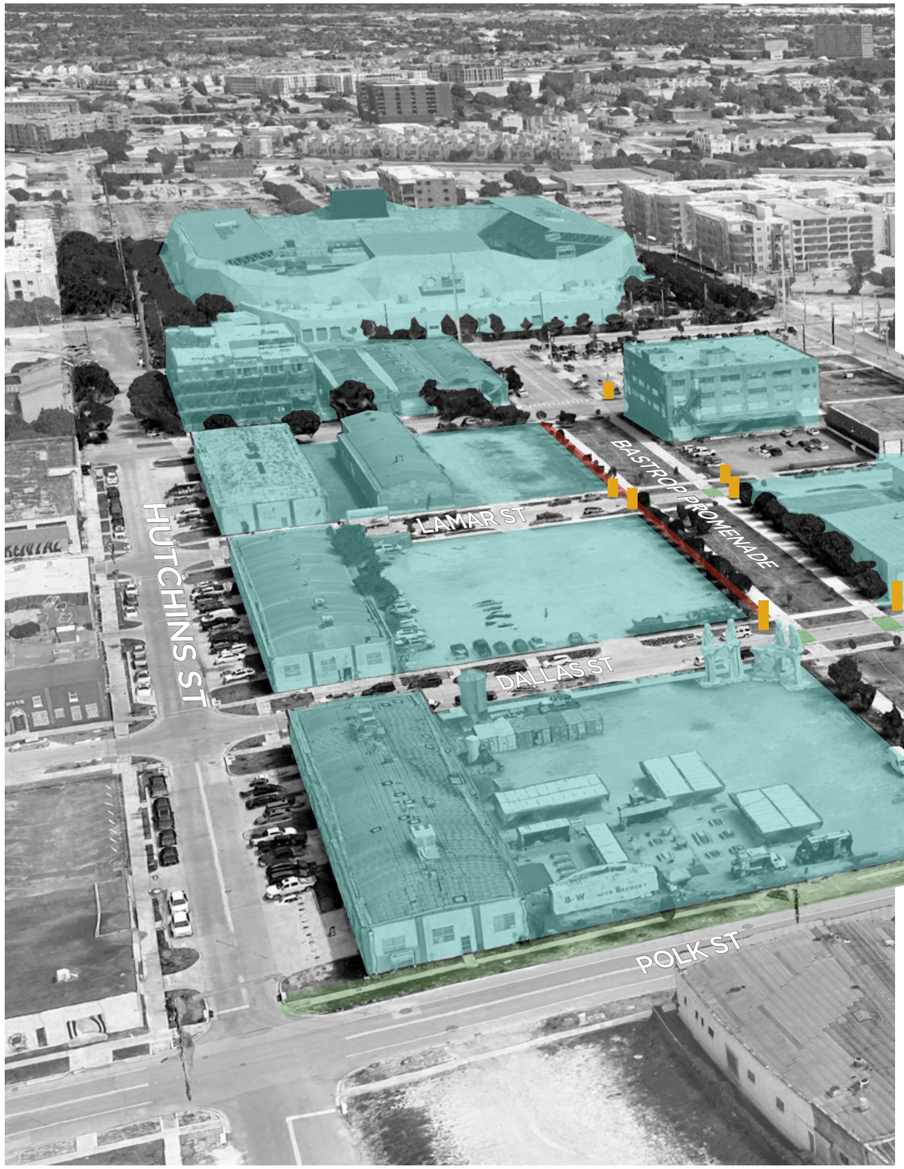




RECOMMENDATIONS
MAINTENANCE

CONNECTIVITY:

- Refurbish the **I LOVE HOUSTON** sculpture and relocate to serve as a focal point and destination for visitors and Promenade users. Incorporate color changing lighting into sculptures and murals across the base.
- Remove all existing **SITE FURNITURE** from the Bastrop Promenade and coordinate with vendors to refurbish, restore, and store throughout the Fan Fest event.
- **ACCESSIBILITY AND SAFETY** throughout the Bastrop Promenade should be reviewed and addressed as needed to minimize conflicts and hazards. Ensure ADA access is current and remove or address all tripping hazards. Remove all low-level obstacles that should inhibit pedestrian flow and crowd injuries. The **WALKS** between Hutchins Street and Emancipation Avenue on Polk Street should be removed and replaced with the City of Houston standard sidewalk and ramp details.
- **LIGHTING** assessment was recently completed. Repairs and replacements needed are in progress or have also been completed at the time of recommendations.
- Review all cross streets that intersect the Promenade and improve accessibility to its **ADJACENCIES**. Improve walks and ramps to minimize tripping hazards. Focus efforts on Polk Street, the Columbia Tap Trailhead and Hutchins Park.















RECOMMENDATIONS
BASTROP PROMENADE

DEVELOPMENT:
The future development of Bastrop Promenade has been identified as three zones: art, pitch, and game day.

The reimagining of the Bastrop Promenade seeks to increase the number of users and visitors by enhancing the experience of the space from a simple green walkway to a series of activity zones or rooms. These rooms will provide a multifunctional space for the residents and visitors of the district. Providing a variety of reasons to come to and use the Promenade will increase use of the space by the public. The tone has been set with the recent completion of the new playground, pavilion, and dog park on the west end of the Promenade between Polk and Bell. This is has created a family zone for locals and residents to take advantage of. This plan seeks to expand that concept with the creation of three more rooms.

ART ZONE
The art zone will pay homage to the historic art deeply rooted in EaDo and the FIFA World Cup.

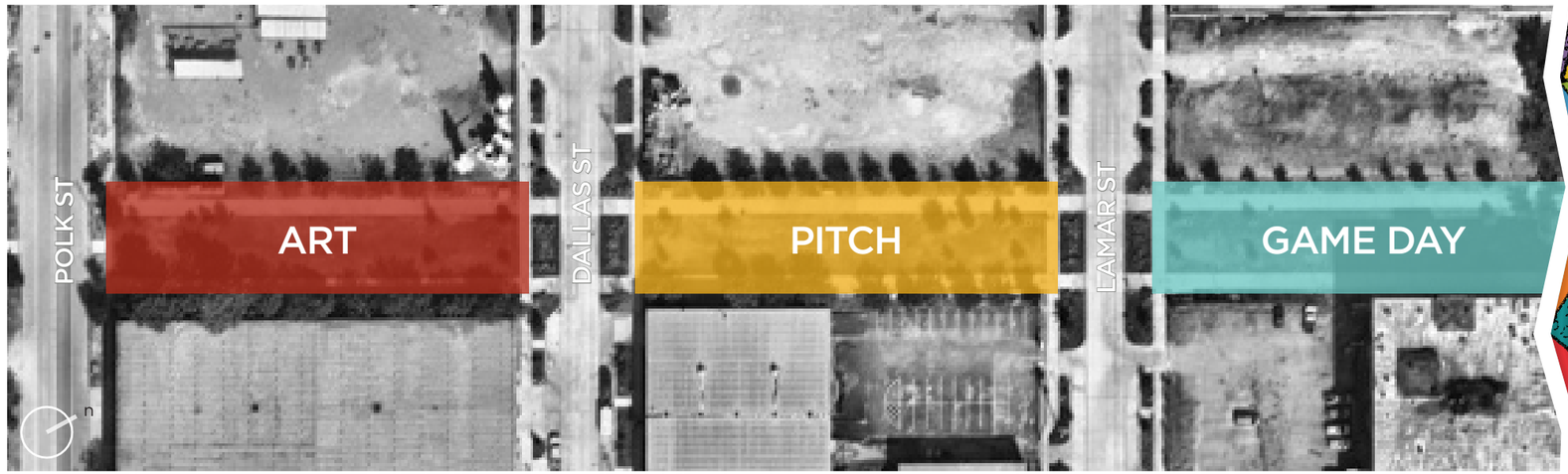
PITCH ZONE
At the heart of the Bastrop Promenade, a mini soccer pitch will take center stage, serving as an inviting hub for Dynamo fans and community members alike.

GAME DAY ZONE
The game day zone is located closest to Dynamo Stadium, designed to amplify the excitement and camaraderie of match days.





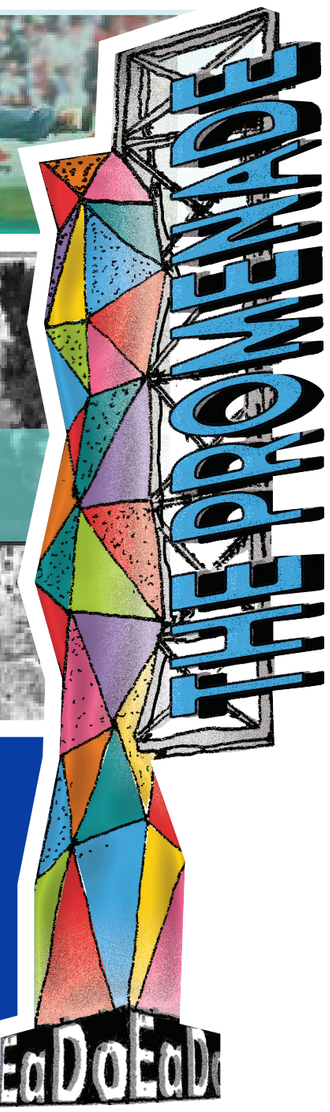












RECOMMENDATIONS
GAME DAY ZONE

GAME DAY ZONE

The game day zone is located closest to Dynamo Stadium, designed to amplify the excitement and camaraderie of match days. This dynamic space will serve as a flexible area for tailgating, music, pre-game festivities, and post-game celebrations, creating an inviting atmosphere for fans to connect. Its proximity to the stadium makes it a natural extension of game day energy, fostering a strong sense of community and team spirit, reminiscent of the 2026 World Cup FIFA Fan Fest that was staged here. With historic World Cup murals setting the backdrop of this zone, the area will have the capabilities to host game day vendors, live game viewing, small musical acts, open lawn space, enhanced pedestrian walks and new EaDo destination markers.

The **PITCH ZONE** and **ART ZONE** can be seen in the background of the Game Day area.

NOTE:

- Image is concept only and coordination with all stake holders, land owners and jurisdictions could be needed.





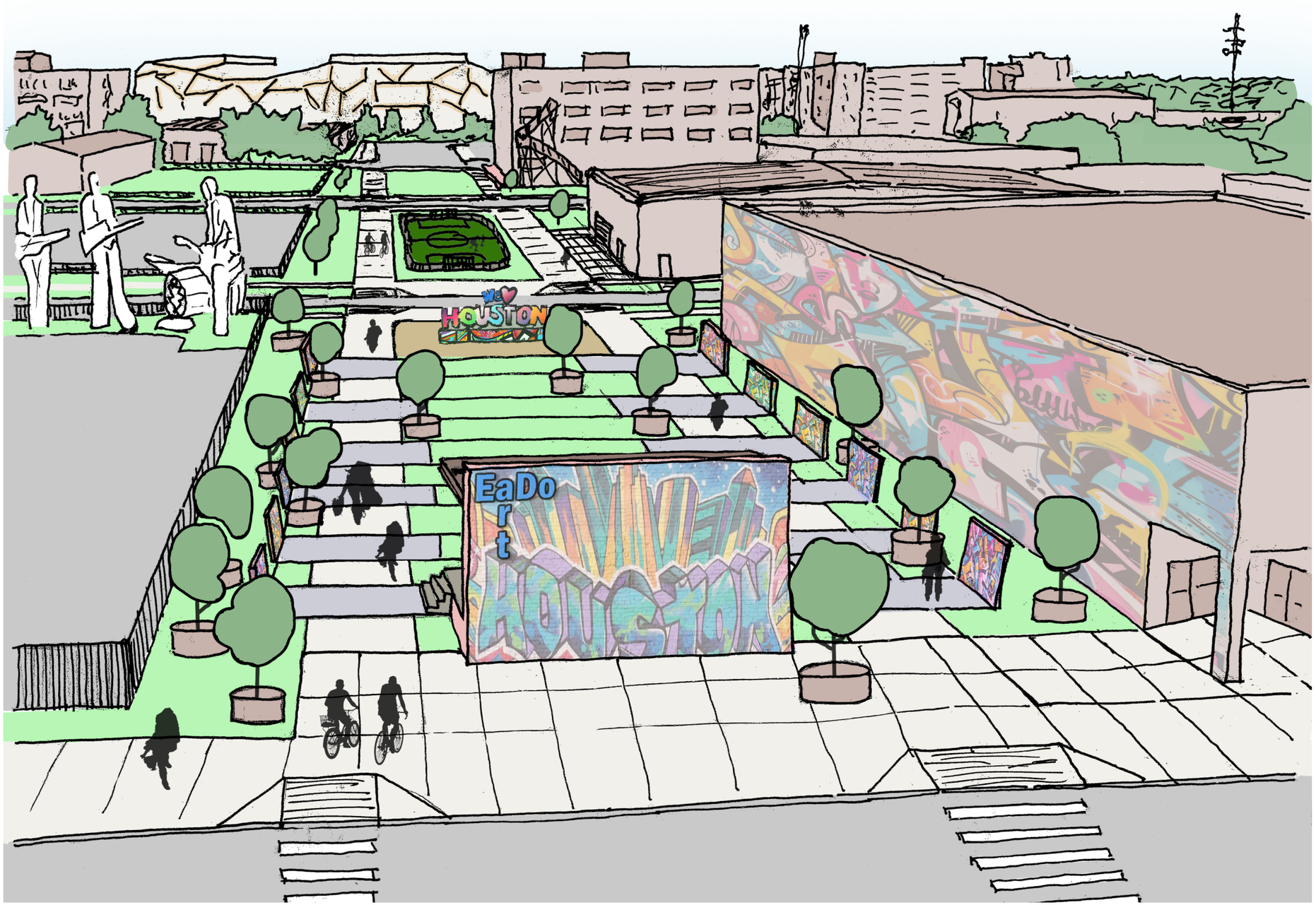
n

RECOMMENDATIONS
IMPROVEMENTS

ART ZONE
The art zone, or "The Gallery," will be an open public space for both short- and long-term solutions. Local art will be displayed ranging from murals, photography, and sculptures paying homage to the historic art deeply rooted in EaDo and the FIFA World Cup. A stage is located at the end of the Promenade for music and performing arts with the potential salvaged and re-purposed bricks from murals at the iconic Graffiti Building as the backdrop. Also, on-site salvaged trees will be re-envisioned as moveable planters for personal shade creation.

PITCH ZONE (SEEN BEYOND)
At the heart of the Bastrop Promenade, several (3v3) mini pitches will take center stage, serving as an inviting hub for Dynamo fans and community members alike. This accessible outdoor space is designed to celebrate the legacy of the FIFA World Cup, fostering a sense of global unity while engaging the local community. The pitch will cater to casual players, local residents, and visitors attending Dynamo games. Its strategic location and thoughtful design will make it an iconic feature of the Promenade, seamlessly blending recreation with the area's vibrant cultural and artistic atmosphere.





NOTE:
- Image is concept only and coordination with all stake holders, land owners and jurisdictions could be needed.

RECOMMENDATIONS
IDENTITY & THE TAP

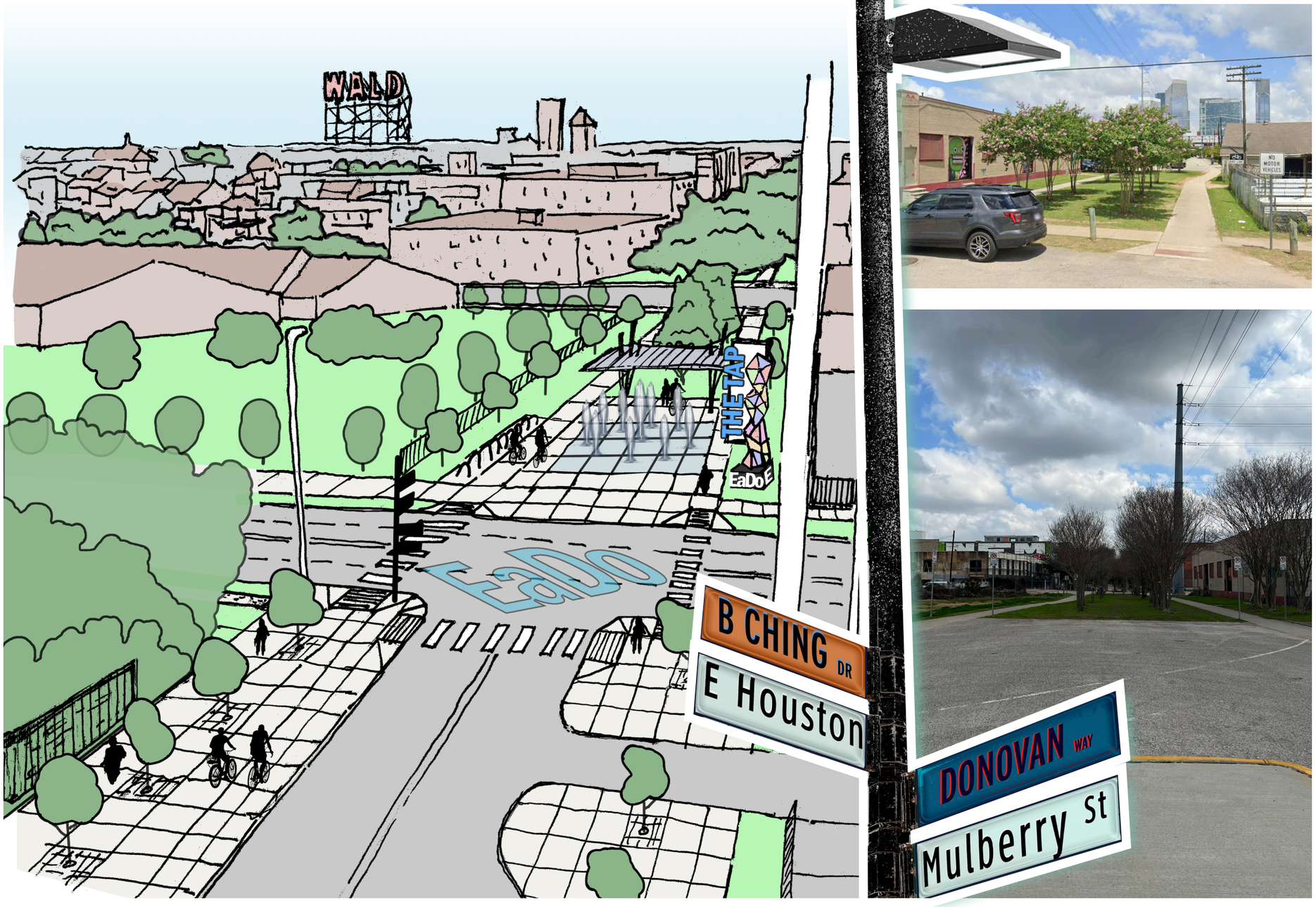
The Columbia Tap Rails to Trails project is a 4-mile hike and bike trail that extends from Dixie Drive to the intersection of Emancipation Avenue and Walker Street.

The Columbia Tap Trailhead serves as an essential gateway to provide pedestrian and bike access to the entertainment hub of the district.

IDENTITY:
Along with the addition of the new EaDo destination marker expanding the identity of destinations throughout the district, a program honoring sports legends, Houston based and Internationals could be implemented. This could tie into the World Cup 2026 for first install. Moving to Houston-based figures post event, see the street sign example here in.

Currently, the existing conditions of the gateway are underwhelming and confusing. The recommendation is to transform it into a welcoming plaza that can be a destination as well as a gateway with bike parking, enhanced crosswalks, a spray feature, pavilion, walkways, and an identity monument.

NOTE:
- Image is concept only and coordination with all stake holders, land owners and jurisdictions could be needed.



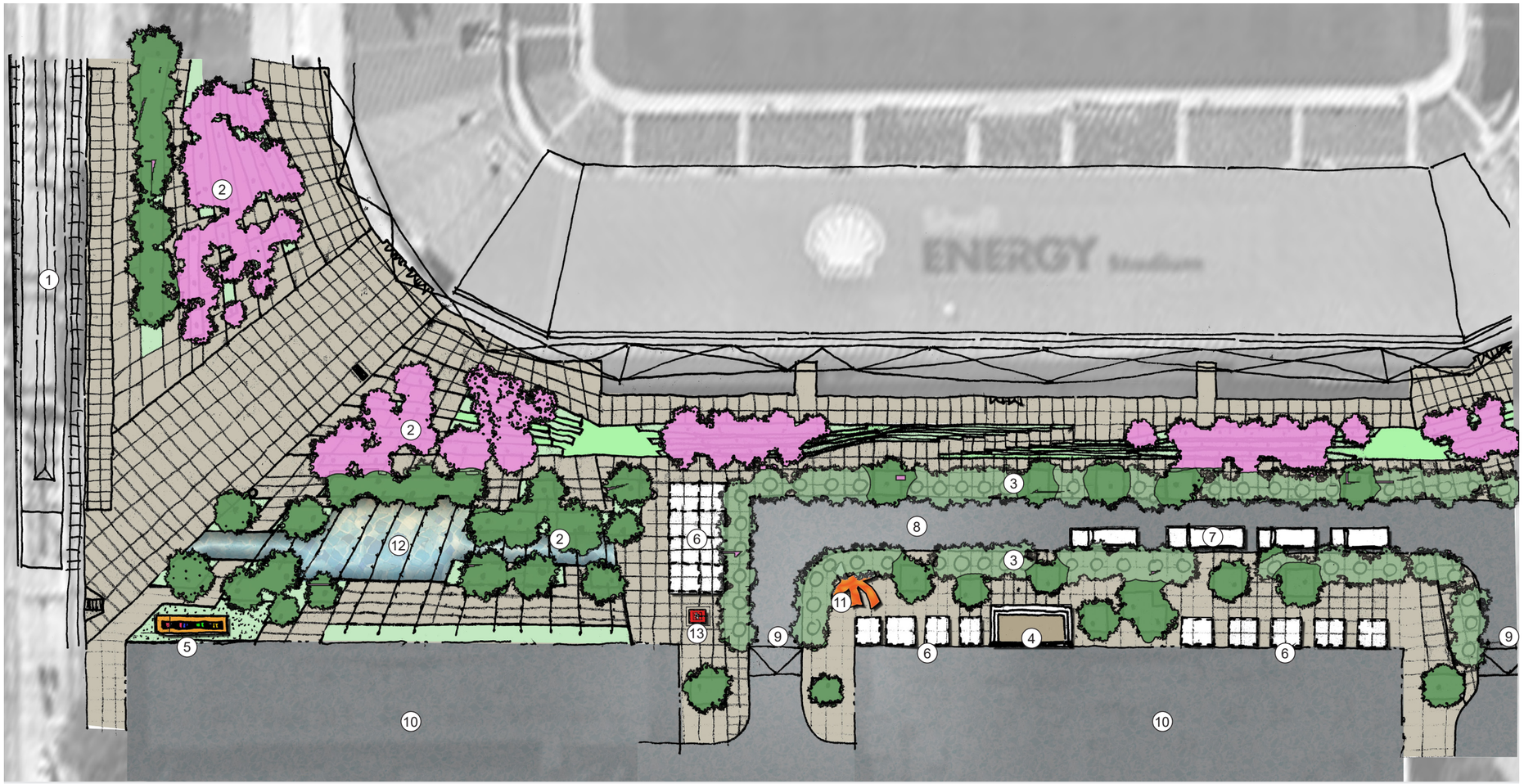
RECOMMENDATIONS
HUTCHINS PARK











LEGEND:

1. EXISTING RAIL STATION
2. SHADE TREES
3. MOVABLE POTTED TREES (SALVAGED PROMENADE TREES)
4. STAGE
5. I LOVE HOUSTON SCULPTURE (POTENTIAL RE-LOCATION)
6. FESTIVAL/MARKET TENTS
7. FOOD TRUCKS
8. RESTRICTED ACCESS DRIVE
9. BOLLARDS
10. PARKING LOT
11. LEGACY SCULPTURE
12. LEGACY PLAZA (FESTOON LIGHTING, WC26 TEAM FLAGS, SPORTS HISTORY MARKERS IN PAVING)
13. IDENTITY MARKER

NOTE:

- This concept requires improvements to vehicular access and requires coordination and concurrence with HDFC and MLS.

DRAFT

OVERALL MASTER PLAN
OVERALL SITE

LEGEND

1. SHELL ENERGYY STADIUM
2. EADOG PARK
3. EADO PLAYGROUND
4. THE BLOCK STREET PITCH
5. J-BAR-M-BARBECUE
6. BASTROP PROMENADE
7. WE LOVE HOUSTON SIGN
8. 8TH WONDER BREWERY
9. COLUMBIA TAP TRAIL CONNECTION
10. TEXAS TAILGATE CONNECTION
11. LITTLE WOODROWS
12. PITCH 25
13. EAST BLOCKS
14. STAR OF HOPE DISTRIBUTION
15. PROMENADE PLACE CONDOS
16. HERRIN LOFTS
17. KING'S PUB
18. HUTCHINS PARK
19. FRANCISO STUDIOS
20. ORANGE AVE CONNECTION

▪▪▪▪▪▪▪▪ EAST BLOCKS LOTS

(P) PARKING LOT

(V) VACANT LOT



Disclaimer: The imagery presented is conceptual in nature and intended solely for characterrepresentation purposes. Images do not reflect final material or softscape selections and are subject to change. This plan is not for permit or construction purposes.

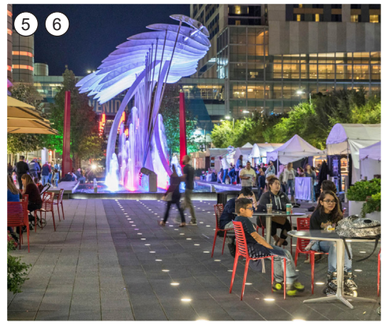
N 00 200 400 800

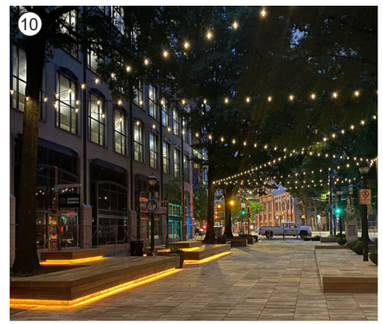
DRAFT

MASTER PLAN
SITE - ENLARGEMENT A
HUTCHINS PARK

LEGEND

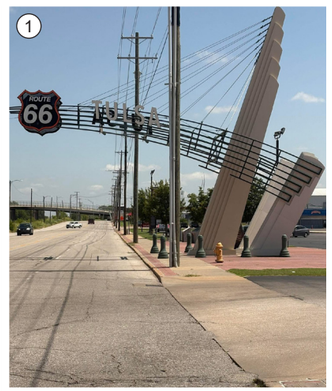
1. WAYFINDING EMBLEM
2. (NOT USED)
3. MOVEABLE PLANTERS
4. DECOMPOSED GRANITE
5. DYNAMO PLAZA
6. DASH PLAZA
7. ART / SIGNAGE
8. PLANTER BED
9. SCULPTURAL WALL
10. FESTOON LIGHTING
11. GAMEDAY TENT













NOTE:
- This concept requires improvements to vehicular access and requires coordination and concurrence with HDFC and MLS.

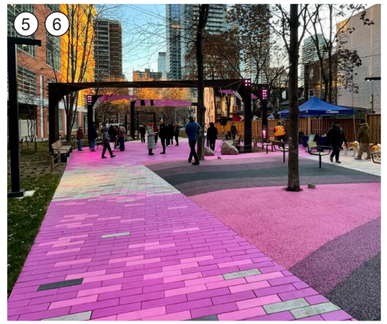
N 00 50 100 200

DRAFT

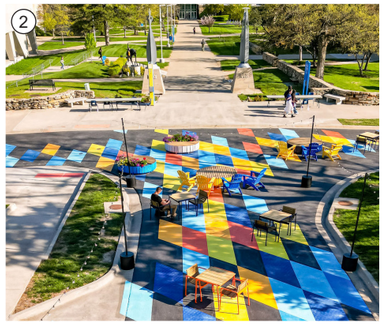
MASTER PLAN
SITE - ENLARGEMENT B
WALKER ST. TO MCKINNEY ST.

LEGEND

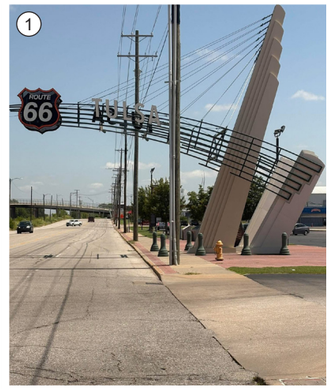
1. WAYFINDING EMBLEM
2. SOLAR COLUMN
3. MOVEABLE PLANTERS
4. CLUB & COUNTRY PLAZA
5. INTERACTIVE SCULPTURE
6. ENHANCED STREETSCAPE
7. ART / SIGNAGE
8. ENHANCED DRIVE
9. COLUMBIA TAP TRAIL
10. WATER FEATURE
11. PLAZA & PAVILION













N

00 50 100 200

MASTER PLAN
SITE - ENLARGMENT C

LEGEND

1. WE LOVE HOUSTON SIGN
2. 8TH WONDER BREWERY
3. EAST BLOCKS
4. FRANCISO STUDIOS
5. ART INSTALLATION
6. ARTIFICIAL TURF
7. TURF
8. GROVE IN LAWN
9. PLANT BUFFER
10. MINI PITCH
11. RAISED DECK
12. BLEACHER SEATING
13. PLAZA
14. ORNAMENTAL ARBOR
15. SCULPTURAL WALL
16. MARKET TENT
17. RAISED MOUND
18. (NOT USED)
19. (NOT USED)
20. MOVEABLE PLANTERS
21. WAYFINDING EMBLEM
22. FENCE BUFFER
- P. PARKING LOT
- V. VACANT LOT

NOTE:
- These improvments are illustrative only and coordinate concurrence with COH is necessary as next step.







ENLARGEMENT:

D — E — F — G

N

00 — 100 — 200 — 400

DRAFT

MASTER PLAN
SITE - ENLARGMENT D
WALKER ST. TO MCKINNEY ST.

LEGEND

1. WAYFINDING EMBLEM
2. (NOT USED)
3. MOVEABLE PLANTERS
4. ENHANCED STREETSCAPE
5. INTERNATIONAL PROMENADE W/ ARCH LIGHTING
6. CLUB & COUNTRY PLAZA

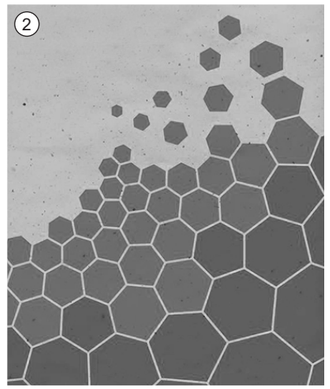












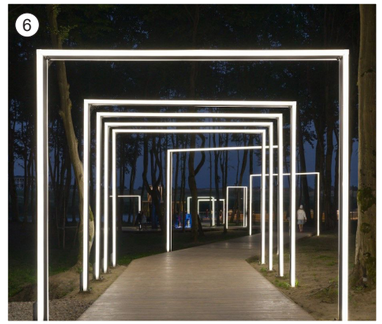


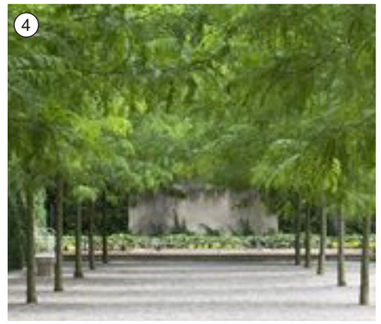
N 00 25 50 100

MASTER PLAN
SITE - ENLARGMENT E
MCKINNEY ST. TO LAMAR ST.

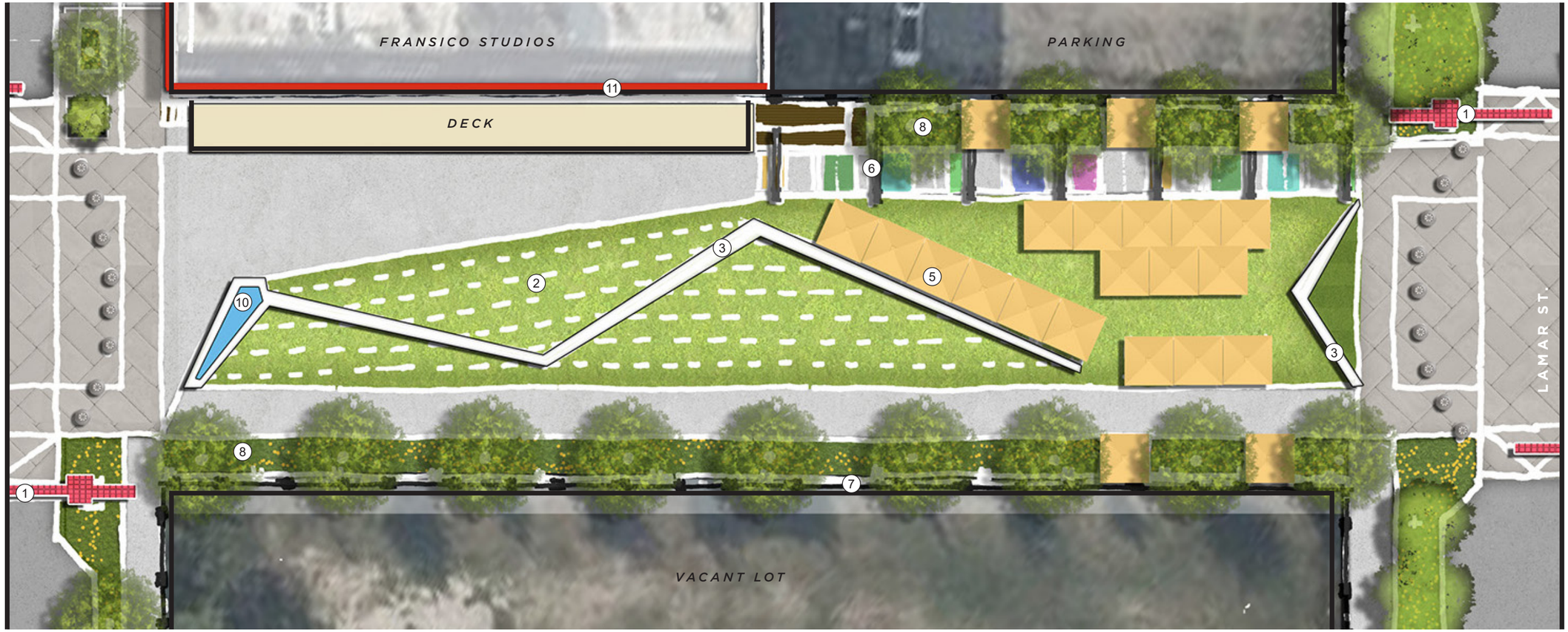
LEGEND

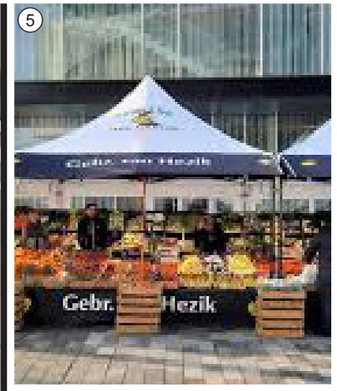
1. WAYFINDING EMBLEM
2. MOUNDED TURF
3. SCULPTURAL SIGANGE WALL
4. GROVE IN DECOMPOSED GRANITE
5. MARKET TENT
6. INTERNATIONAL PROMENADE W/ ARCH LIGHTING
7. BUFFER FENCE
8. PLANTER BED
9. (NOT USED)
10. WATER FEATURE
11. ART INSTALLATION

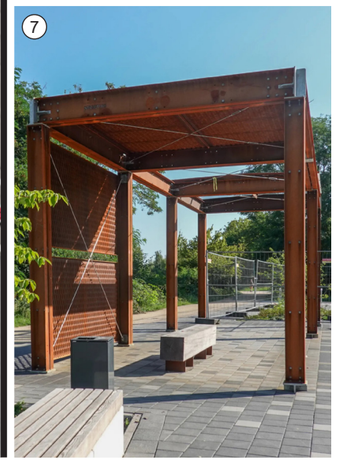












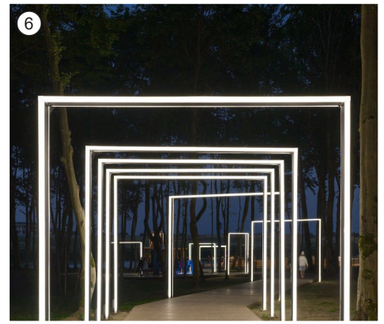
N 00 25 50 100

DRAFT

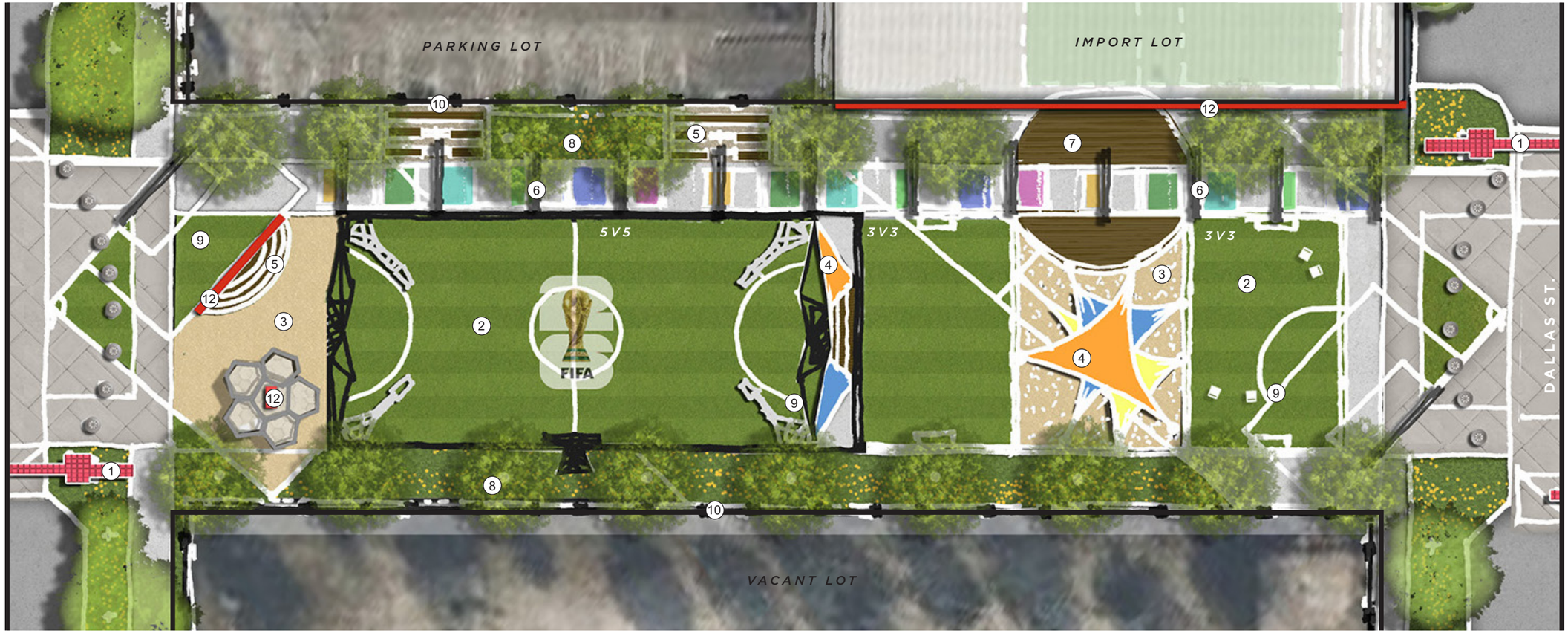
MASTER PLAN
SITE - ENLARGMENT F
LAMAR ST. TO DALLAS ST.

LEGEND

1. WAYFINDING EMBLEM
2. ARTIFICAL TURF
3. DECOMPOSED GRANITE COURT
4. SHADE PAVILION
5. BLEACHER SEATING
6. INTERNATIONAL PROMENADE W/ ARCH LIGHTING
7. SEATING DECK
8. PLANTER BED
9. MINI-PITCH
10. BUFFER FENCE
11. (NOT USED)
12. ART INSTALLATION











N 00 25 50 100

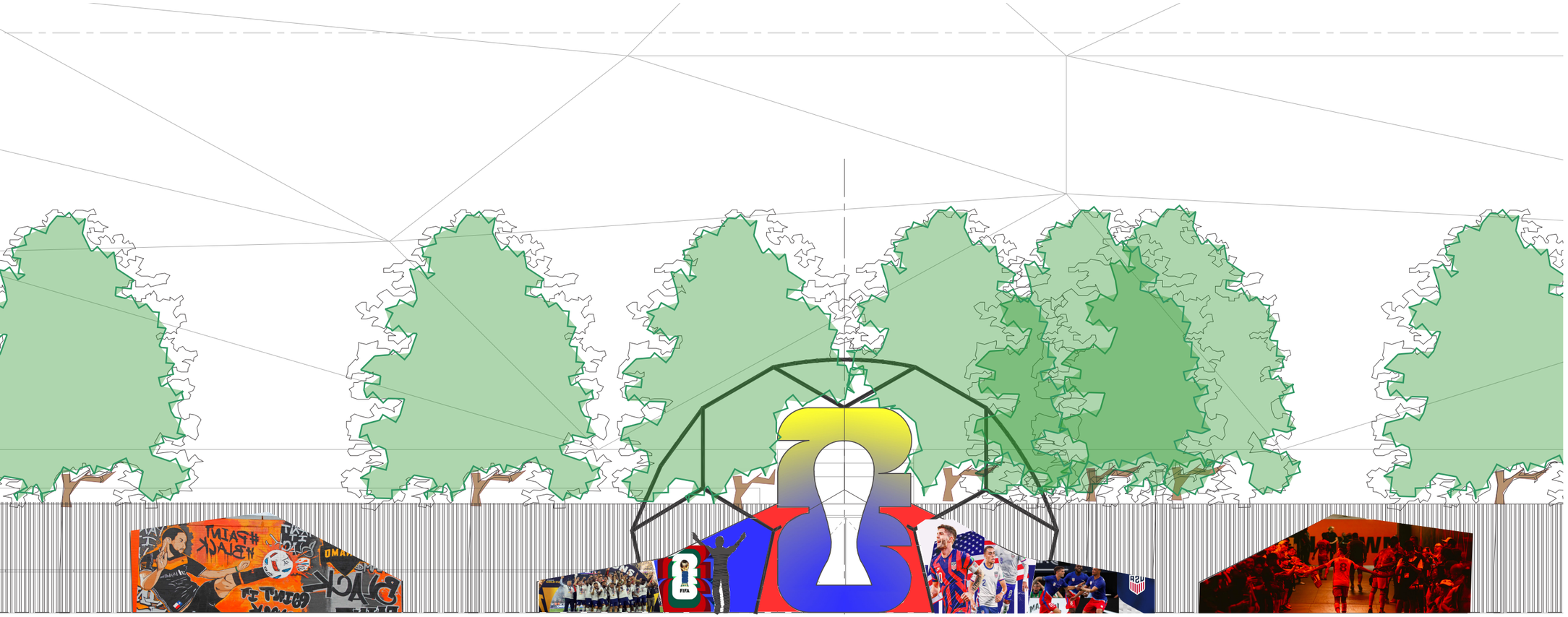
MASTER PLAN
INTERACTIVE SCULPTURE ELEVATION











DRAFT

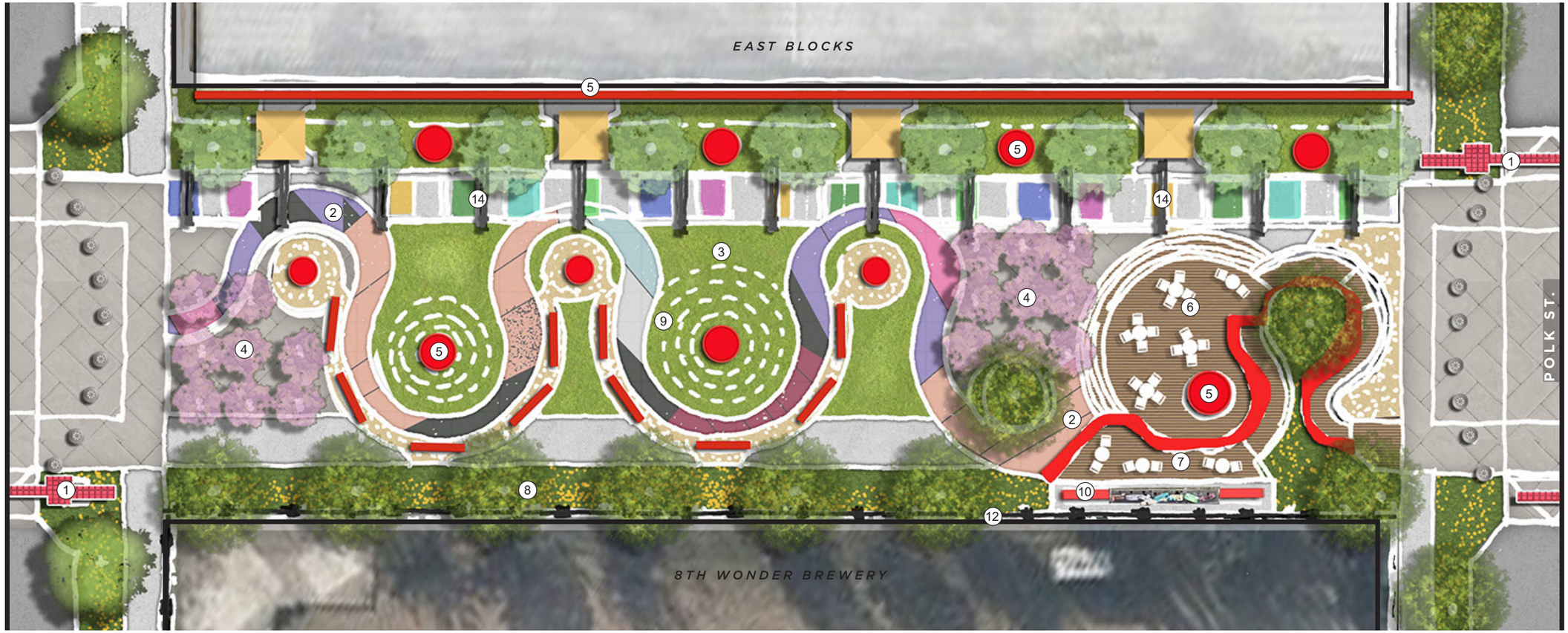
MASTER PLAN
SITE - ENLARGMENT G
DALLAS ST. TO POLK ST.

LEGEND

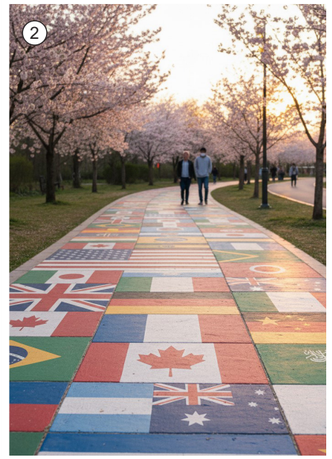
1. WAYFINDING EMBLEM
2. ARTIST LOOP
3. TURF
4. GROVE IN SEATING COURT
5. ART INSTALLATION
6. DECK STAGE
7. VIEWING PLATFORM
8. PLANTER BED
9. RAISED MOUND
10. WE LOVE HOUSTON
11. (NOT USED)
12. BUFFER FENCE
13. (NOT USED)
14. INTERNATIONAL PROMENADE W/ ARCH LIGHTING











N 00 25 50 100

DRAFT

MASTER PLAN
SITE - ENLARGEMENT H
EADOG PARK, PLAYGROUND, & CLAY ST. PARKING

LEGEND

1. (NOT USED)
2. THE BLOCK STREET SOCCER COURT
3. EADOG PARK
4. EADO PLAYGROUND
5. (NOT USED)
6. PARKING LOT
7. PAVILION
8. (NOT USED)
9. INTERNATIONAL PROMENADE W/ ARCH LIGHTING

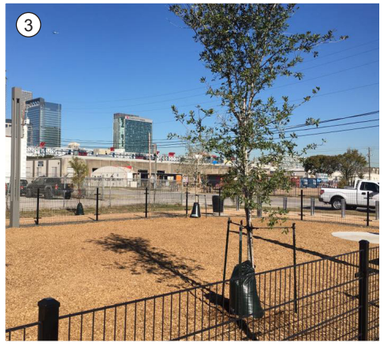
NOTE:

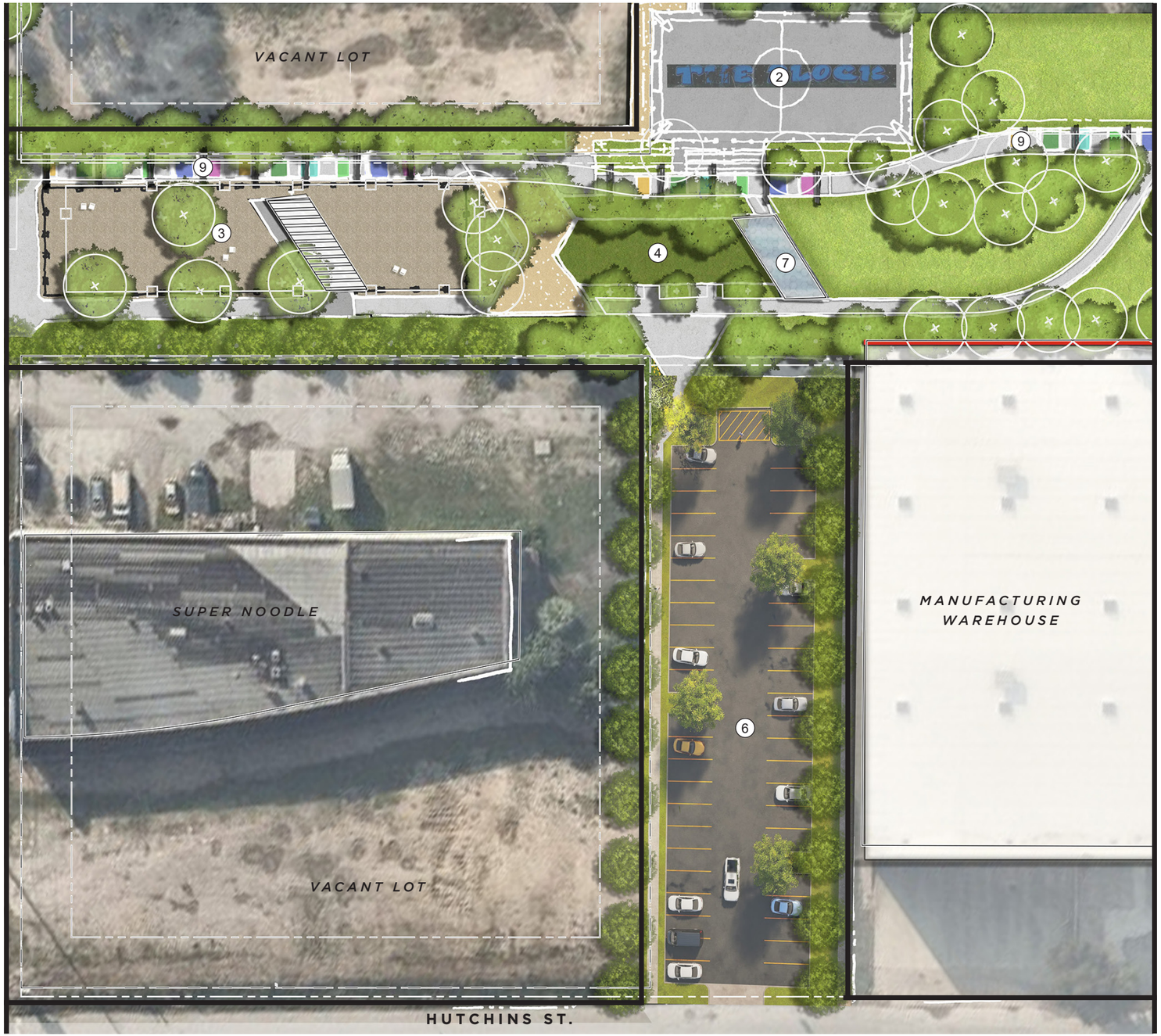
- The block street soccer is on private property and any improvements requires coordination with the property owner.
- East Downtown redevelopment Authority is constructing parking on Clay St. that resembles these concepts.











N

00 50 100 200

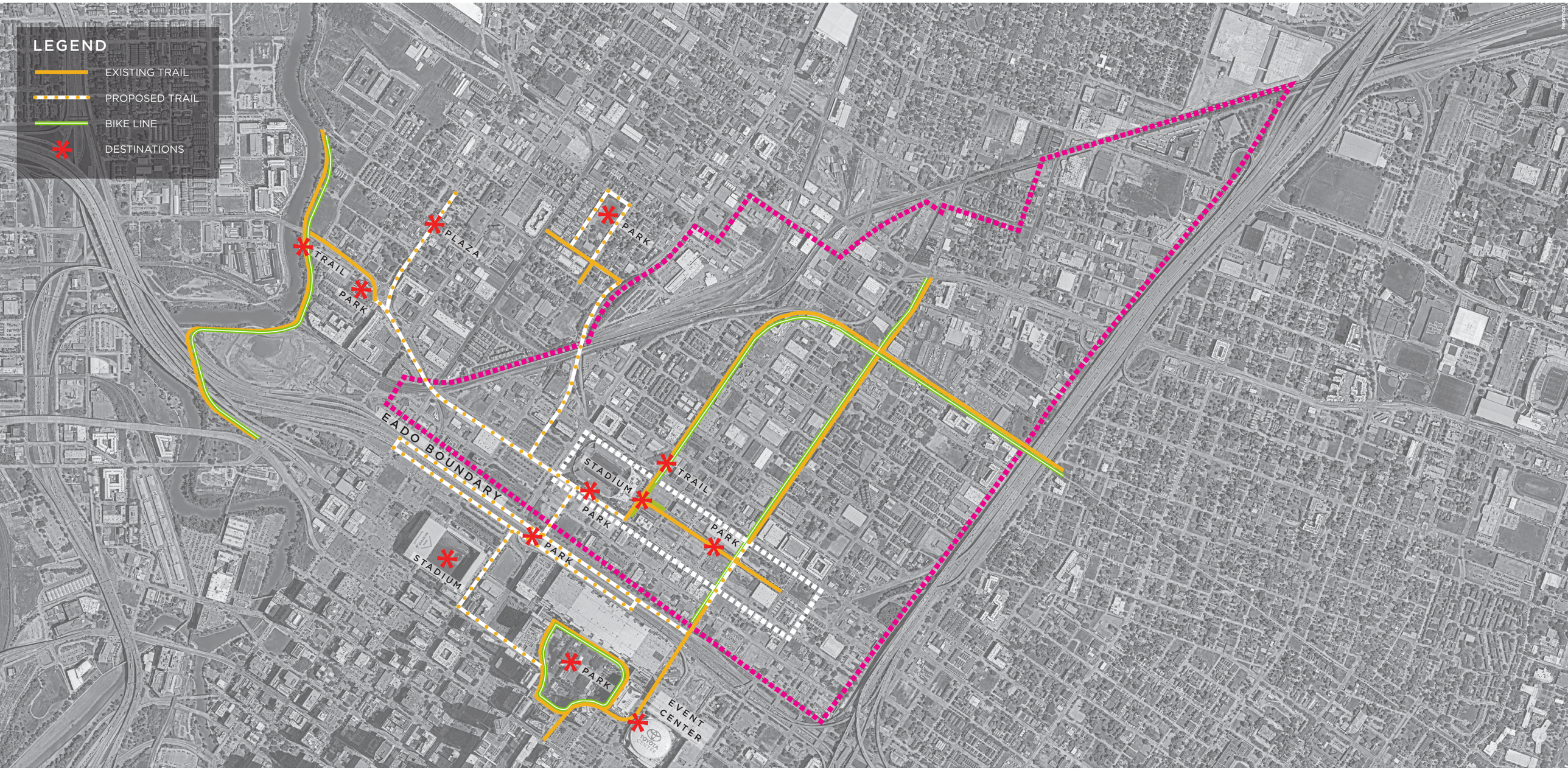
BRAND

BRAND // A person's perception of a product, service, experience, or organization.

QUOTE // Marty Neumeier, author and speaker on all things brand, defines brand by first laying out what a brand is not: "A brand is not a logo. A brand is not an identity. A brand is not a product. A brand is a person's gut feeling about a product, service, or organization."

DRAFT

EADO CONNECTIONS
CONCEPT DIAGRAM



EADO CONNECTIONS

IDENTITY CONCEPT



CONNECTION NETWORK NAME OPTIONS:

- CENTRAL LINK EADO
- THE LINK
- LINK**ED**
- ELINK
- LINKAGE
- CONFLUENCE PARK EAST
- EAST LINK

SCHEME 1 DESTINATION NAME OPTIONS:

- ORANGE AVE
- DYNAMO PLAZA
- DASH PLAZA
- THE TAP
- CLUB & COUNTRY PLAZA (FIFA WC26)
- UNION PARK
- *INTERNATIONAL PROMENADE*
- *THE DOCK*
- *THE PITCH*
- *E26 FIELD*
- *THE GALLERY*
- *THE YARD*
- *EDOG PARK*
- *THE BLOCK*

DRAFT

Houston, TX

EaDo

CLARK CONDON