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

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**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.
- 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.