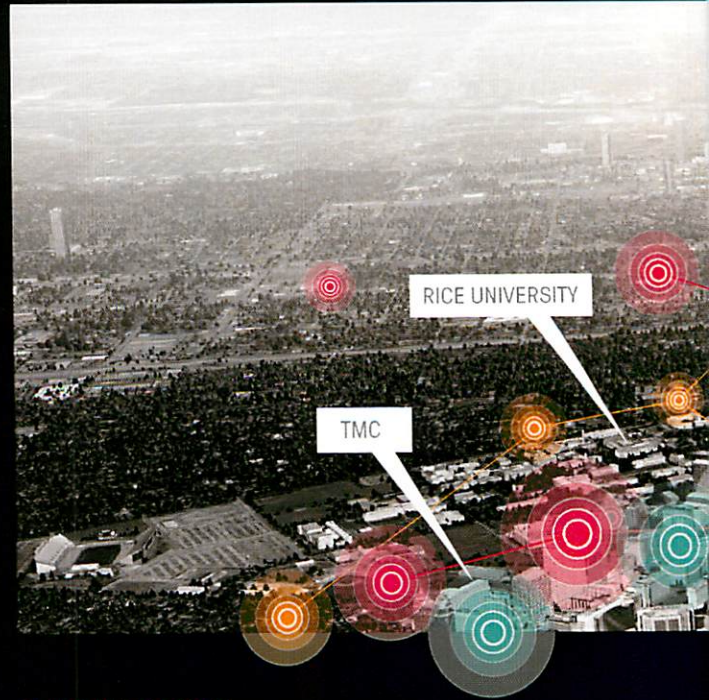


YOUR MUSEUM PARK

A LIVABLE CENTER
FOR ENGAGED COMMUNITIES

swa

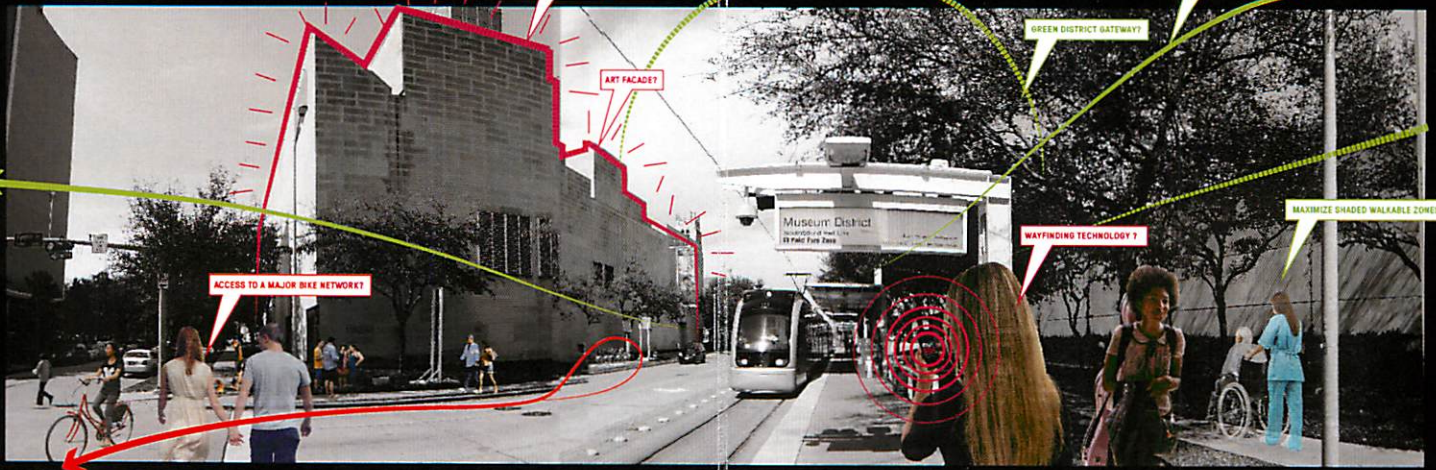


BIG VISION

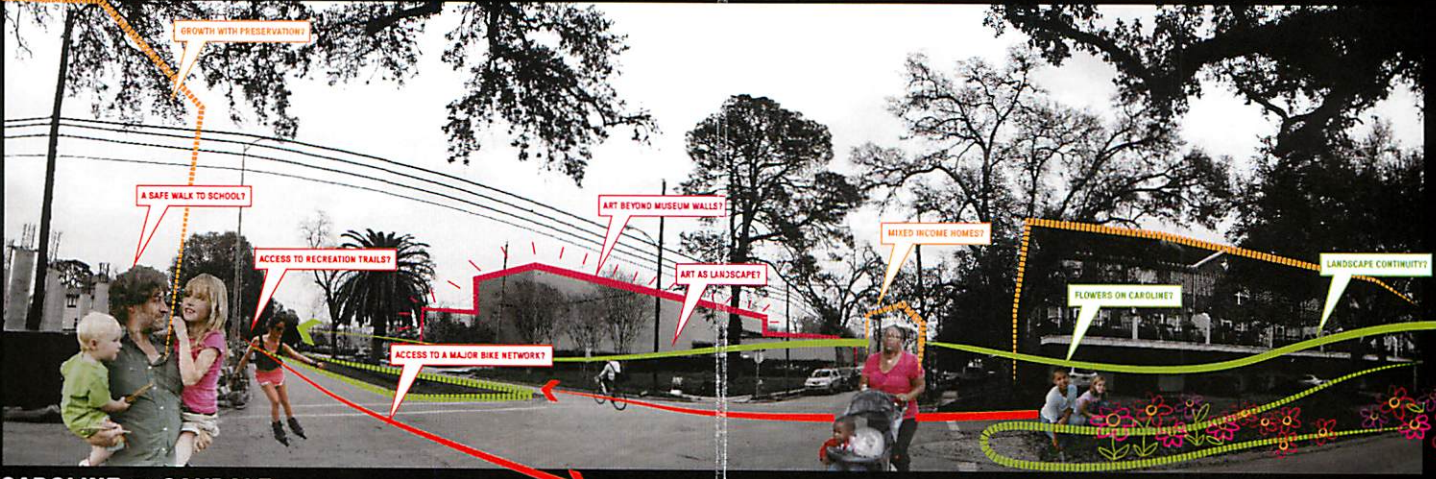
Access to art and health is essential in creating a sense of well-being in an urban environment. **ART** and **HEALTH** are powerful concepts that bridge people of different races, ages, and incomes, strengthening communities by definition. Around Museum Park, the two concepts come together by virtue of existing institutional collaborations between the Museum District and Texas Medical Center organizations. Supporting and promoting those collaborations, also improving access to the art and health-related programming and activities will be of great value to sustaining the District's social infrastructure.

YOU HERE

START THE CONVERSATION



FANNIN @ EWING



CAROLINE @ OAKDALE



ALMEDA @ SOUTHMORE

PROCESS

STRATEGIES AND OUTCOMES

PHYSICAL WELLNESS

ACCESS TO HEALTHCARE
ACCESS TO RECREATIONAL OPPORTUNITIES
ACCESS TO HEALTH EDUCATION
ACCESS TO FOOD

SPIRITUAL WELLNESS

ACCESS TO ART EDUCATION
ACCESS TO NATURE
ROOTEDNESS IN PLACE
ACCESS TO ACTIVE SOCIAL LIFE

SUSTAINABILITY

RESILIENT GREEN INFRASTRUCTURE

IMPROVED ACCESS TO WELLNESS

INSTITUTIONAL OUTREACH

MULTI-INSTITUTIONAL COLLABORATION

CROSS-PROGRAMMING
ART SHUTTLE
STRATEGIC PLANNING INTEGRATION

DESTINATION BRANDING

THE ROLE OF ART AND HEALTH THEMES IN PLACE MAKING STRATEGIES

LANDSCAPE STRATEGY

BOULEVARD AND GATEWAY HIERARCHY
LANDSCAPE AS ART CHARACTER AND CONTINUITY

WALKABLE VILLAGE

COMPLETE STREETS

IMPROVED SAFETY AND COMFORT IN PEDESTRIAN REALM
IMPROVED BIKE INFRASTRUCTURE

PARKING STRATEGY

IMPROVED PARKING COORDINATION
BUS TRAFFIC COORDINATION

ACCESS TO TRANSIT

OPTIONS FOR "PARK & RIDE"

SUSTAINABLE SOCIAL INFRASTRUCTURE

COMMUNITY PRESERVATION

INTELLIGENT GROWTH STRATEGIES
SUPPORT OF EXISTING COMMERCE
MIXED-INCOME HOUSING STRATEGIES

SOCIAL NETWORKS

FACEBOOK PAGE
TWITTER ACCOUNT

FUNDAMENTAL WEB PRESENCE

HOME PAGE
LINKS TO SOCIAL FEEDS
NEWSLETTER
LIGHT BLOG

ACTIVE COMMUNITY ENGAGEMENT

BRAND-NEW TECHNOLOGY

PLACE PIXEL
#MUSEUMPARK

SUPER-BLOCK PARTIES

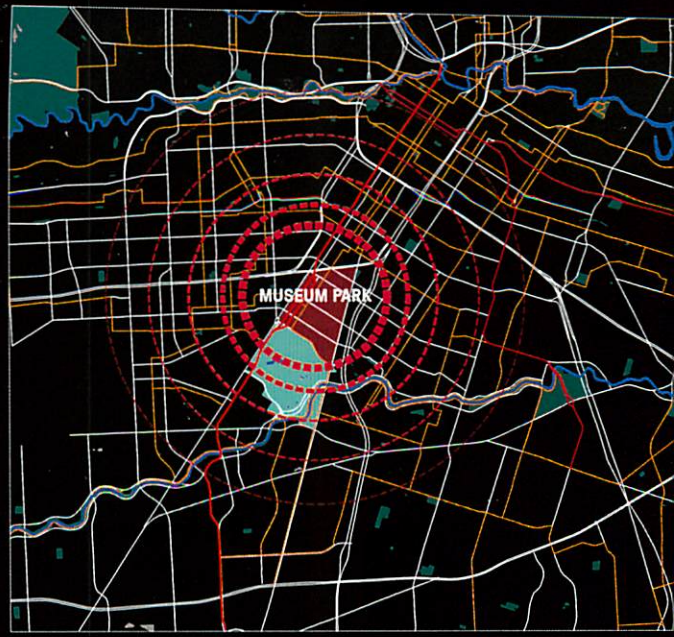
ENGAGEMENT AS CELEBRATION

IMMEDIATE WINS

VISUAL COMMUNICATION/BRANDING
PILOT PROJECTS

BUSINESS DEVELOPMENT

DINING DESTINATIONS
GROCERY AND CONVENIENCE RETAIL
DISTRIBUTION AND DENSITY
RETAIL CORRIDORS





Museum Park is the heart of Houston, but it will not function without a soul: the lives, aspirations, and patronage of its communities. The key to the future of the District is investing in its social infrastructure and building physical infrastructure in support of community exchange and active engagement in the place.

DESIGN TEAM

- SWA Group
- Roberta F. Burroughs & Associates
- Traffic Engineers Inc.
- UT MD Anderson Arts in Medicine Program
- Place Pixel Inc.