



TEXAS AVENUE PROJECT

SCENIC HOUSTON 2005

Project Overview

In conjunction with Scenic Houston’s public policy efforts regarding urban forestation and historical protection of the Houston region, we partnered with downtown leaders to develop a historical and scenic project to highlight the many aspects of one of our city’s oldest and most prominent thoroughfares -- Texas Avenue, in downtown Houston. Due to the size of this endeavor, the project was divided into **PHASE I** and **PHASE II**.

Scenic Houston successfully completed this project by working tirelessly to:

- **Collaborate** to implement changes to the City of Houston on-premise and off-premise sign codes.
- **Advocate** for legislation to allow civil remedies for sign code violations.
- **Enhance** processes to deter littering under the Stop Trashing Houston Plan.
- **Educate** stakeholders on the best practices for the scenic development of Texas Avenue.

PHASE I included the following installations from Hobby Center to 59 South:



NATIVE TREES



LIGHT VARIANCES



HISTORICAL MARKERS

PHASE II included these installations from Main Street to Hamilton Street:



NATIVE TREES



LIGHT VARIANCES



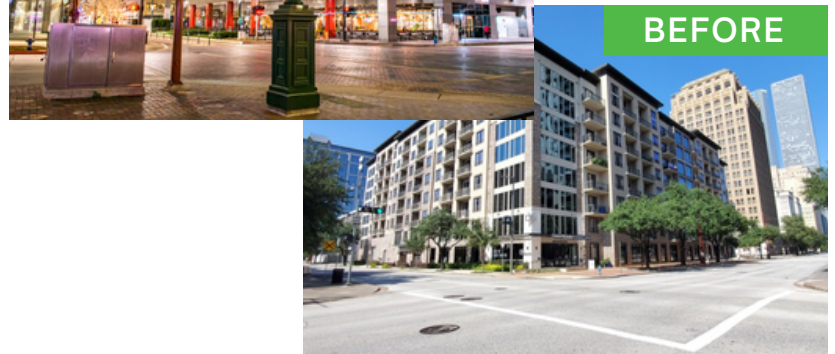
HISTORICAL MARKERS



WALKING MAP & BOOK OF HISTORICAL MARKERS WERE DISTRIBUTED CITYWIDE



AFTER



BEFORE

Scenic Houston

5615 Kirby, #645, Houston, TX 77005

(713) 629-0481

scenichouston.org

Scenic Houston’s mission is to champion the livability and visual quality of public spaces in a growing and diverse community. We are a 501(c)(3) organization. All donations are tax-deductible to the extent allowable by law. Visit www.scenichouston.org or scan to learn more.



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