

Legacy Square Needs Assessment Summary

February 2, 2026

Introduction

Study Progress

- Webb Mgmt has delivered the first part of their study to the Legacy Square Advisory Committee, confirming community needs and market opportunities for the Legacy Square redevelopment project.
- The work to date suggests that Legacy Square could be an active set of community-serving cultural facilities that contribute to the broader goals of the City of Tomball.



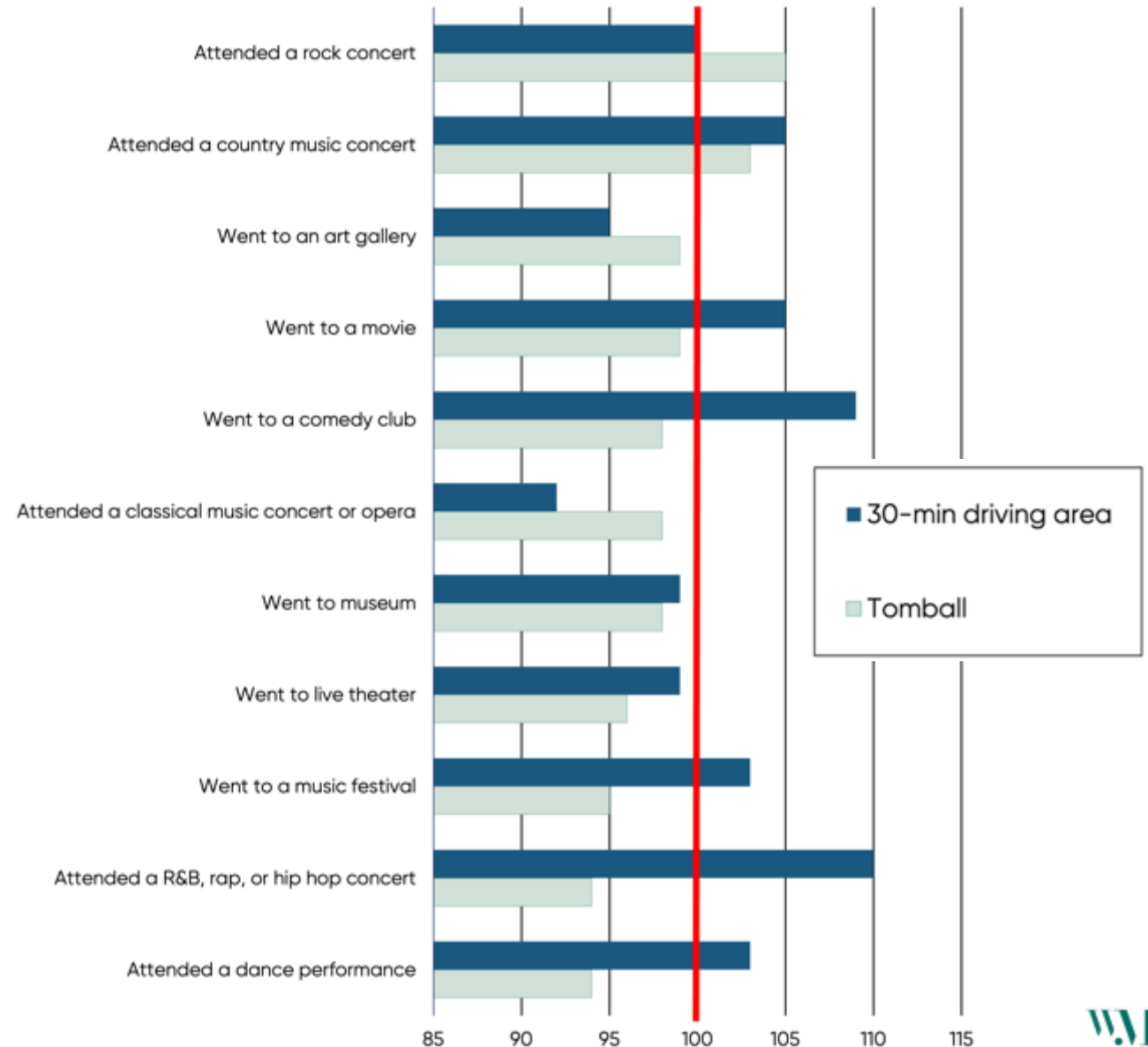
Photo credit: Studio Red Architects

Market Analysis

Strong indicators of participation

- By 2030 there will be over 1.5 million people living within 30 minutes of Legacy Square
- Many of those regional residents have the demographic characteristics that suggest likely participation in a range of live arts and cultural programs.
- Local and regional residents are also more likely than average Americans to participate in various arts activities and attend a range of arts performances.

Market Potential Indexes – Attendance



Facility Uses and Users

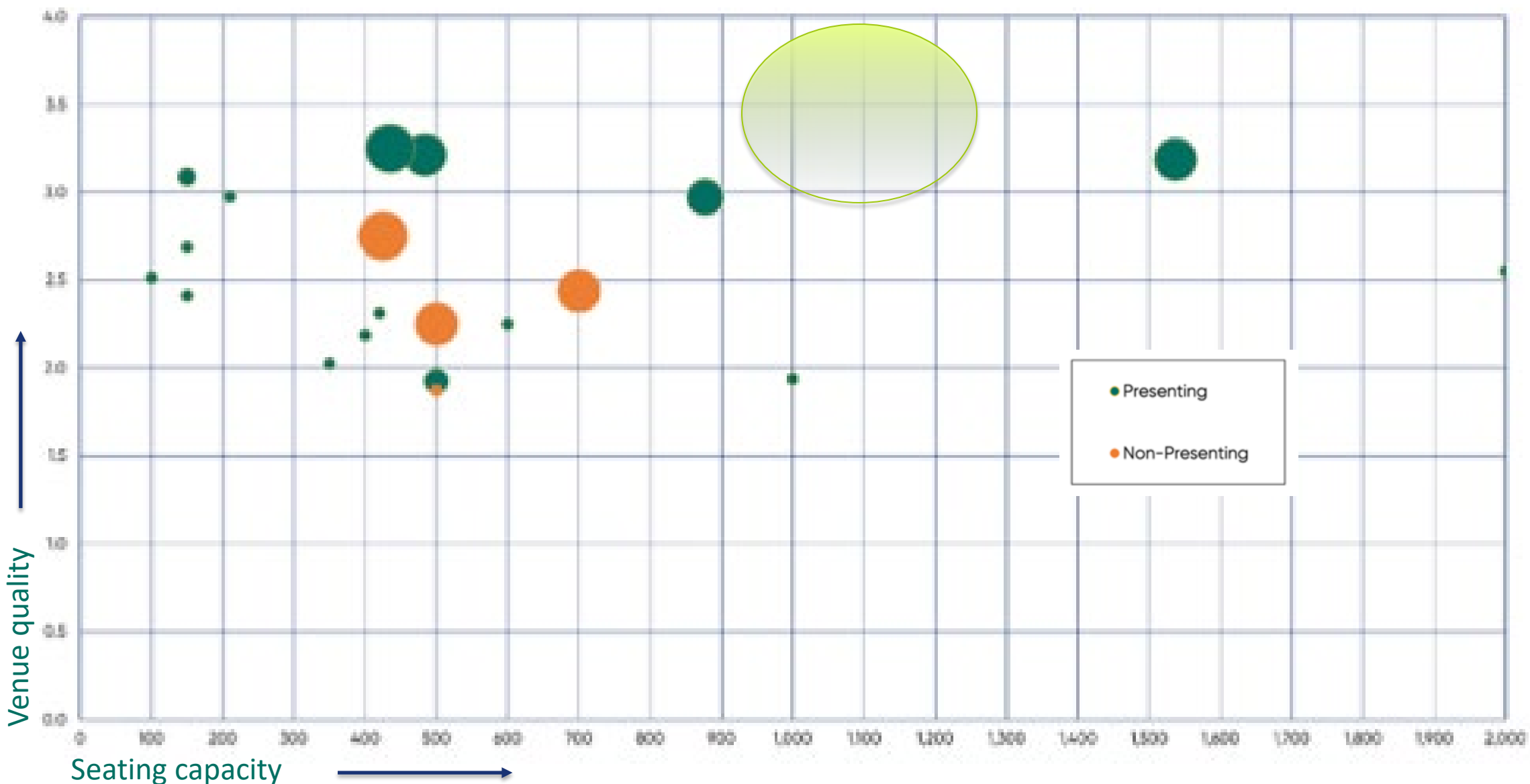
Community arts organization needs

Legacy Square Theater Uses and Users	Based in	Capacity Range	Discipline	Event Perfs.	Prep Days	Dark Days	Total Days
From the Ashes Theatre Company	Spring	500-600	Theatre	45	45	30	115
Symphony North of Houston	Tomball	500+	Unamplified Music	5	5	10	15
The Prevailing Winds	Tomball	600+	Unamplified Music	6	6	6	12
Tomball Dance Studios	Tomball	600-1,000	Dance	12	12	0	12
Main Street Crossing	Tomball	750-1,000	Amplified Music	50	50	0	50
National Youth Theatre	The Woodlands	800-1,000	Theatre	64	64	90	154
Texas Master Chorale	Houston	1,000-1,500	Unamplified Music	4	4	8	12
				186	186	144	370

There are a number of local and regional arts groups seeking access to a new theater for a range of programs.

Local & Regional Facilities

There are gaps in the regional inventory of facilities, notably for higher quality space in the 900 to 1,200-seat range.



Recommendations

What's needed

1. Main space with a capacity near 1,000 seats.
2. Exhibit space in the original chapel
3. Arts education center in the Fellowship Hall.



Next Steps

Business planning

- How should recommended facilities be programmed, operated and financially sustained?
- Who are the right local and regional partners for the project, and how do we bring them into the project?
- What are the potential economic impacts of the project and other elements of its return on investment back to the EDC and the City of Tomball?



Photo credit: Midtown Farmers Market