

Alamo Drafthouse to open another Houston location

Dec 4, 2015, 2:00pm CST

Imperial Sugar Land's new \$160 million mixed-use development has landed its first a major tenant.

Alamo Drafthouse Cinema, an Austin-based dine-in movie theater, will open a nine-screen theater in the master-planned community's Imperial Market retail center, [the Houston Chronicle reports](#).



An Alamo Drafthouse Cinema is slated to open in Imperial Mark in Imperial Sugar Land.... [more](#)

LYNDSEY AGUILAR

Construction on Imperial Market is slated to begin in March, with an opening date set for the summer of 2017.

Much of the 275,000-square-foot retail center [will be built in redeveloped historic structures](#), such as Imperial Sugar's old three-bay warehouse and sugar silos.

However, the theater will be part of the development's newly constructed buildings.

The project is being developed by [James Murnane](#) and [Geoffrey Jones](#). It will also feature a 120-room Aloft Hotel, 86,400 square feet of offices and 275 luxury apartments to be developed by Houston-based Sueba USA Corp.

It will all be located in Houston-based Johnson Development Corp.'s master-planned community Imperial Sugar Land, at Highway 6 and Highway 90A.

Meanwhile, Alamo Drafthouse has plans for another Houston location in the upcoming Regent Square, which was put on hold for several years. **The second phase of construction will likely begin soon**, including the addition of the theater.

The Regent Square location was **slated to be the theater's third location in Houston**. Alamo Drafthouse currently has locations in Katy's Mason Park and **in northwest Houston's Vintage Park**.

Dine-in movie theaters are becoming the go-to entertainment trend in Houston, with locations **sprouting up in Cypress, Friendswood, Katy, Webster and other areas**.

The first luxury iPic Theater – which features pods of two enclosed and fully reclinable seats with blankets, pillows, storage and dining service – also **opened in the River Oaks District this fall**.

[Click here to watch an interview with iPic's Jim Nowicki discussing the dine-in theater trend in Houston.](#)