A rocket launch at night, with a large plume of white smoke and fire rising from the launch pad. The scene is reflected in a body of water in the foreground. The text is overlaid on the image.

SESSION:

**A DEVELOPMENT
SPOTLIGHT: HOUSTON'S
DOWNTOWN AND UPTOWN
URBAN CENTERS**



ANGIE BERTINOT

DIRECTOR OF MARKETING
&
COMMUNICATIONS/RETAIL
DEVELOPMENT,
DOWNTOWN DISTRICT



BOB ETHINGTON

DIRECTOR OF RESEARCH
& ECONOMIC
DEVELOPMENT, UPTOWN
DISTRICT



Meet Downtown



157,906

Employees



390+

Restaurants and Bars



3

Sports Stadiums



23

Miles of Light Rail



66,836

Residents
(2-mile radius)



50 MILLION

SF Office Space



7,803

Hotel Rooms in
25 Hotels



10

Fortune 500
Headquarters



9

Performing Arts
Organizations



23

Outdoor Fountains



14,889

Students



12

Religious Institutions



61

LEED Projects
(totaling 46.6 m sf)



3,000+

Companies



15

Parks



83,495

Parking Spaces



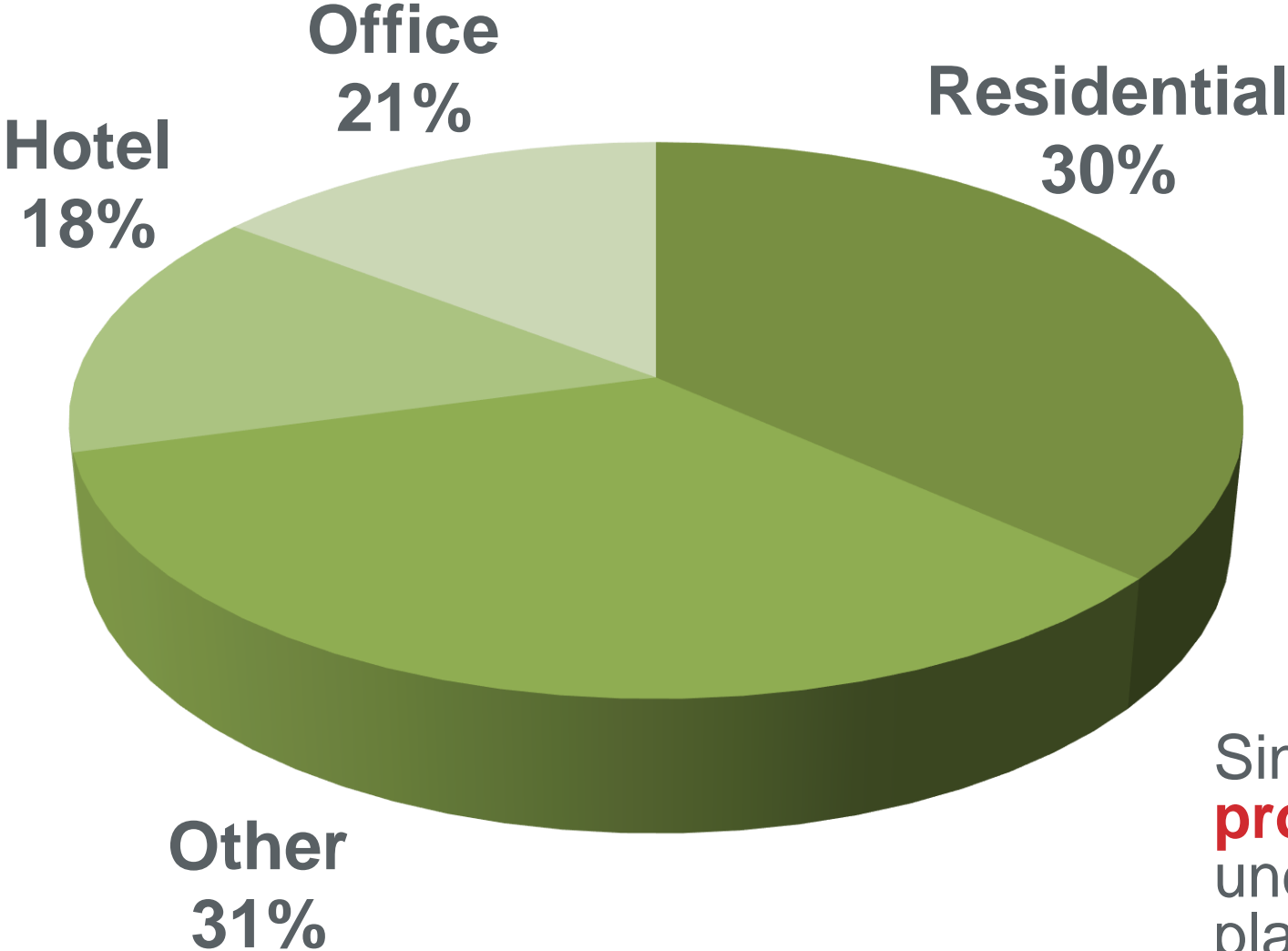
6.5

Miles of Tunnels
and Sky Bridges

\$8.3 BILLION

In Development since 2008

Unprecedented **Growth**



Since 2015, more than **70 projects** recently completed, under construction or in the planning stages



The lights here in Houston
get **BRIGHTER**
the harder you **HUSTLE**.

-@PALOMOPALOOZA

There's a reason they
call us Hustletown.

HOUSTON, MEET DOWNTOWN.

#DowntownHouston

New State of the Art **Office Towers**



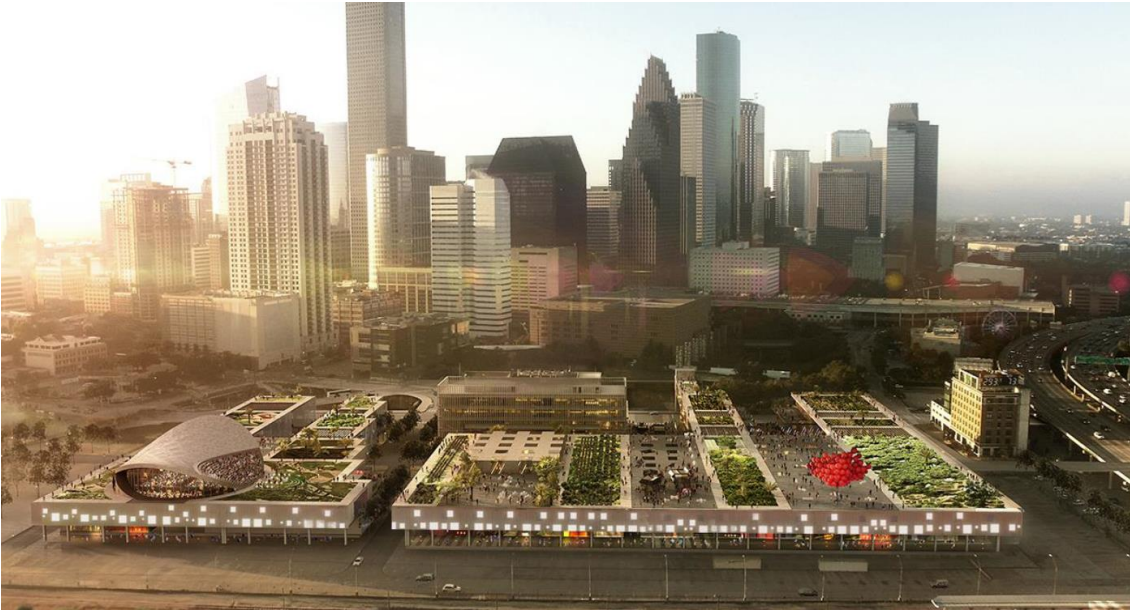
Office Redevelopment **Houston Center**



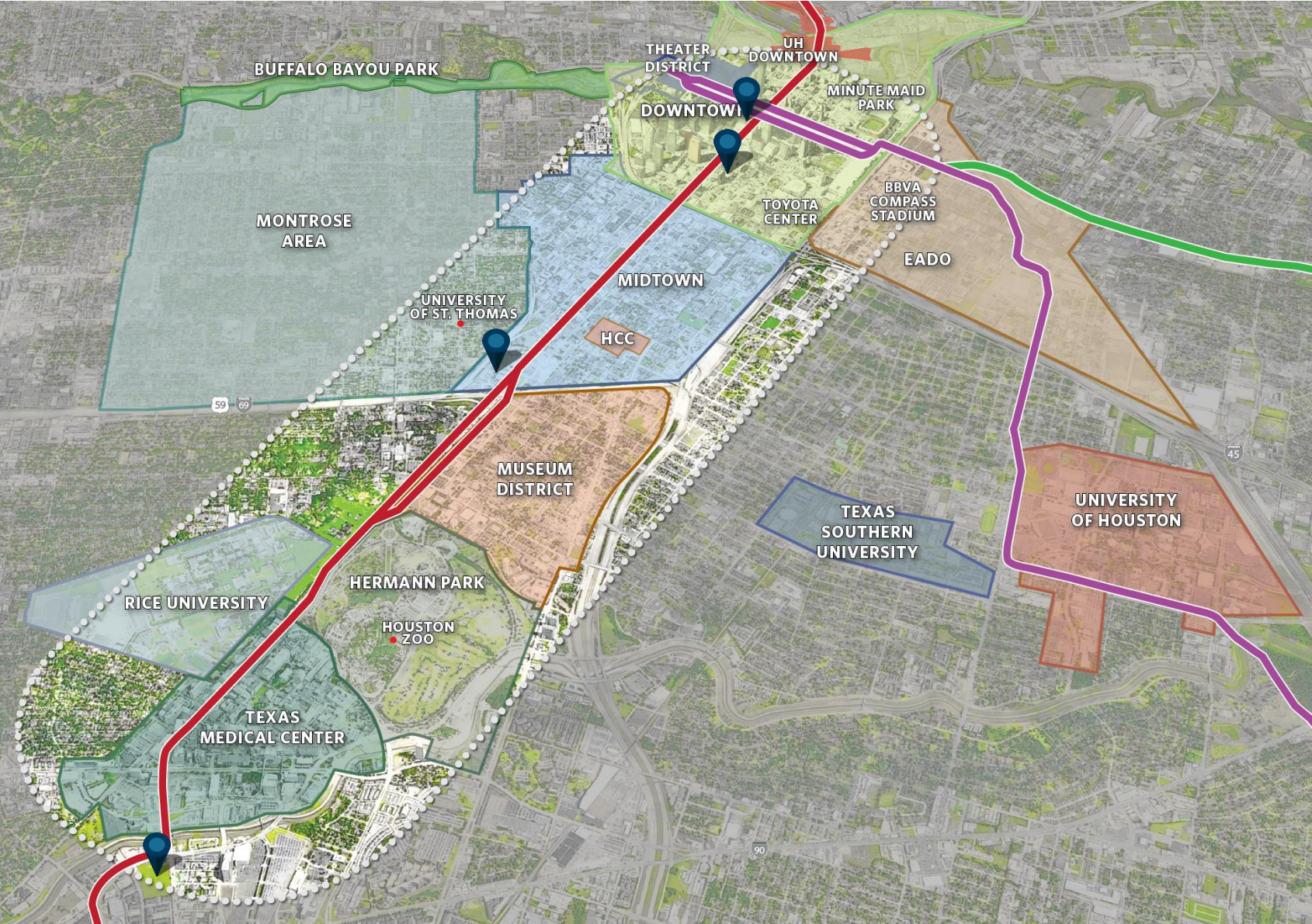
Mixed-Use Redevelopment **GreenStreet**



Mixed-Use Redevelopment **Post HTX**



Innovation Corridor



This is **OUR MOMENT**
to show who we are -
the inside of the heart of Houston.

Tell us what you love about #DowntownHouston.

New Southern Downtown Park



Jones Plaza Renovation



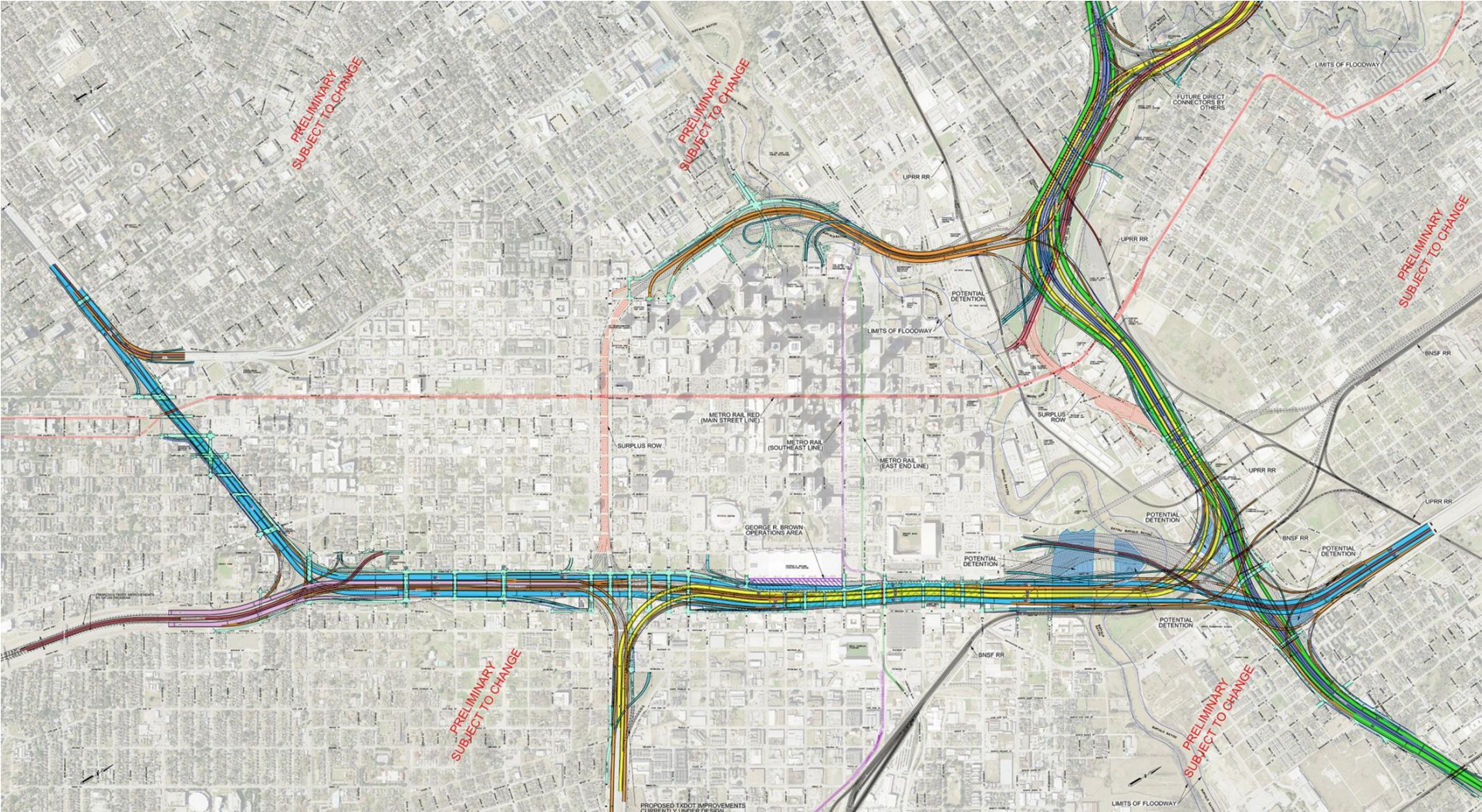
Jones Plaza Schematic Design Review
Houston First Corporation Working Group, 28 September 2018

RCH STUDIOS

Bagby Street Improvements



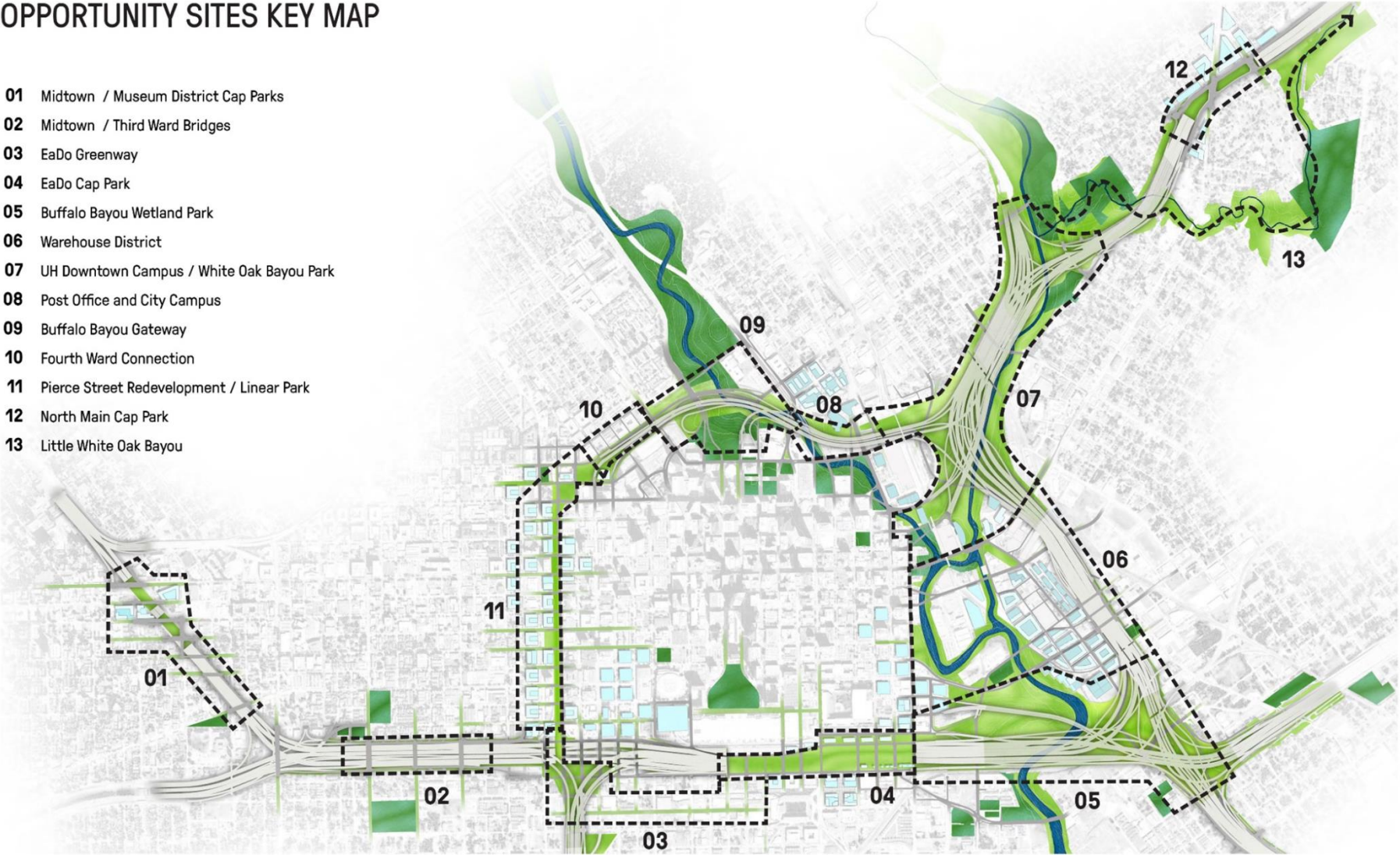
NHHIP TxDot

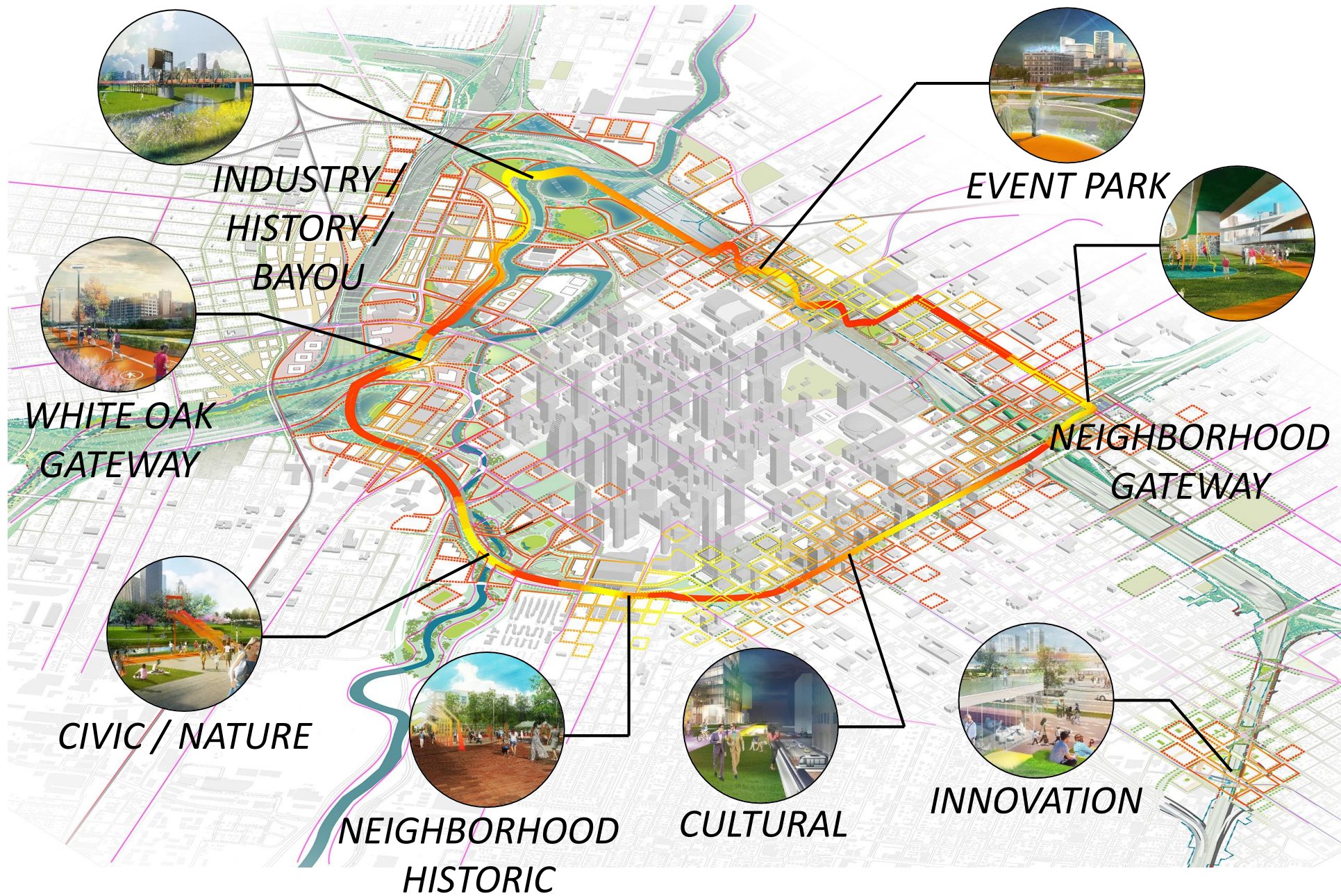


NHHIP Civic Opportunities

OPPORTUNITY SITES KEY MAP

- 01 Midtown / Museum District Cap Parks
- 02 Midtown / Third Ward Bridges
- 03 EaDo Greenway
- 04 EaDo Cap Park
- 05 Buffalo Bayou Wetland Park
- 06 Warehouse District
- 07 UH Downtown Campus / White Oak Bayou Park
- 08 Post Office and City Campus
- 09 Buffalo Bayou Gateway
- 10 Fourth Ward Connection
- 11 Pierce Street Redevelopment / Linear Park
- 12 North Main Cap Park
- 13 Little White Oak Bayou







PIERCE ELEVATED SKYPARK



EADO CAP TRAILHEAD OVERLOOK

Hotel waffles are my FAV THING EVER...
I'm serious. No joke. I love them.

@HAPPYDAYSOFFOOD



Come for the
Astros,
stay for the waffles.

WELCOME TO HOUSTON, MEET DOWNTOWN.

#DowntownHouston

Hotels **2012-2019**

Hotel Rooms (2012)	5,150
---------------------------	--------------

Current Hotel Rooms (2019)	7,803
-----------------------------------	--------------

Under Construction (delivery 2019)	564
------------------------------------	-----

Planned	400~
---------	------

<i>Total Hotel Rooms (Project End)</i>	8,767
-----------------------------------------------	--------------

Percentage Increase (2012 - 2019)	52%
------------------------------------------	------------

Hotel Adaptive Reuse



AC Hotels by Marriott



Cambria Hotel



Hyatt Place

Hotel Renovations



Hilton Americas



DoubleTree rebranded as C. Baldwin





My view from my
rooftop terrace.

I LOVE LIVING
DOWNTOWN!

-@ANDREALEASSEAR

The skyline is better
when you're living in it.

HOUSTON, MEET DOWNTOWN.

#DowntownHouston

Residential **1990-2019**

Residential Units (2012)	2,562
---------------------------------	--------------

Current Residential Units (2019)	6,086
-----------------------------------------	--------------

Under Construction (delivery 2020)	500
------------------------------------	-----

Planned	1,548
---------	-------

<i>Total Residential Units (2020)</i>	6,586
----------------------------------------------	--------------

<i>Current Estimated* Population (2019)</i>	9,395
----------------------------------------------------	--------------

Percentage Increase in Units (2012 - 2019)	138%
---------------------------------------------------	-------------

Downtown Living



Downtown Living



Culture & Entertainment



Food & Beverage



Public Art



Getting Around



Downtown **Narrative**

- Downtown living buzz
- Healthy office leasing activity
- Innovation, accelerators, coworking/collaborative space
- Food halls, chef driven restaurants & national chains
- More hotels (3 opening in summer)
- Convention biz on track for a record-breaking year
- Events, events and more events

THE SKYLINE
IS BETTER

UP
CLOSE.



[#DowntownHouston](#) | downtownhouston.org



April 2019

Mixed Use Urban Center

Residential – 22,000 Units

Office – 27 Million Sq. Ft.

Hotel – 38 Hotels / 8,100 Rooms

Retail – 6.3 Million Sq. Ft.



The Post Oak



3200 Post Oak Boulevard



Aspire Post Oak



The Galleria

- 198,000 sq. ft. Saks Fifth Avenue flagship store
- 35 new stores
- \$3.9 billion - total retail sales in Uptown



Dining

- Nobu
 - The world's most recognized Japanese restaurant
- Fig & Olive
 - Features authentic Mediterranean ingredients prepared with flavored olive oils
- Mastro's Steakhouse
 - Highly acclaimed steakhouse and seafood cuisine



The George Theater

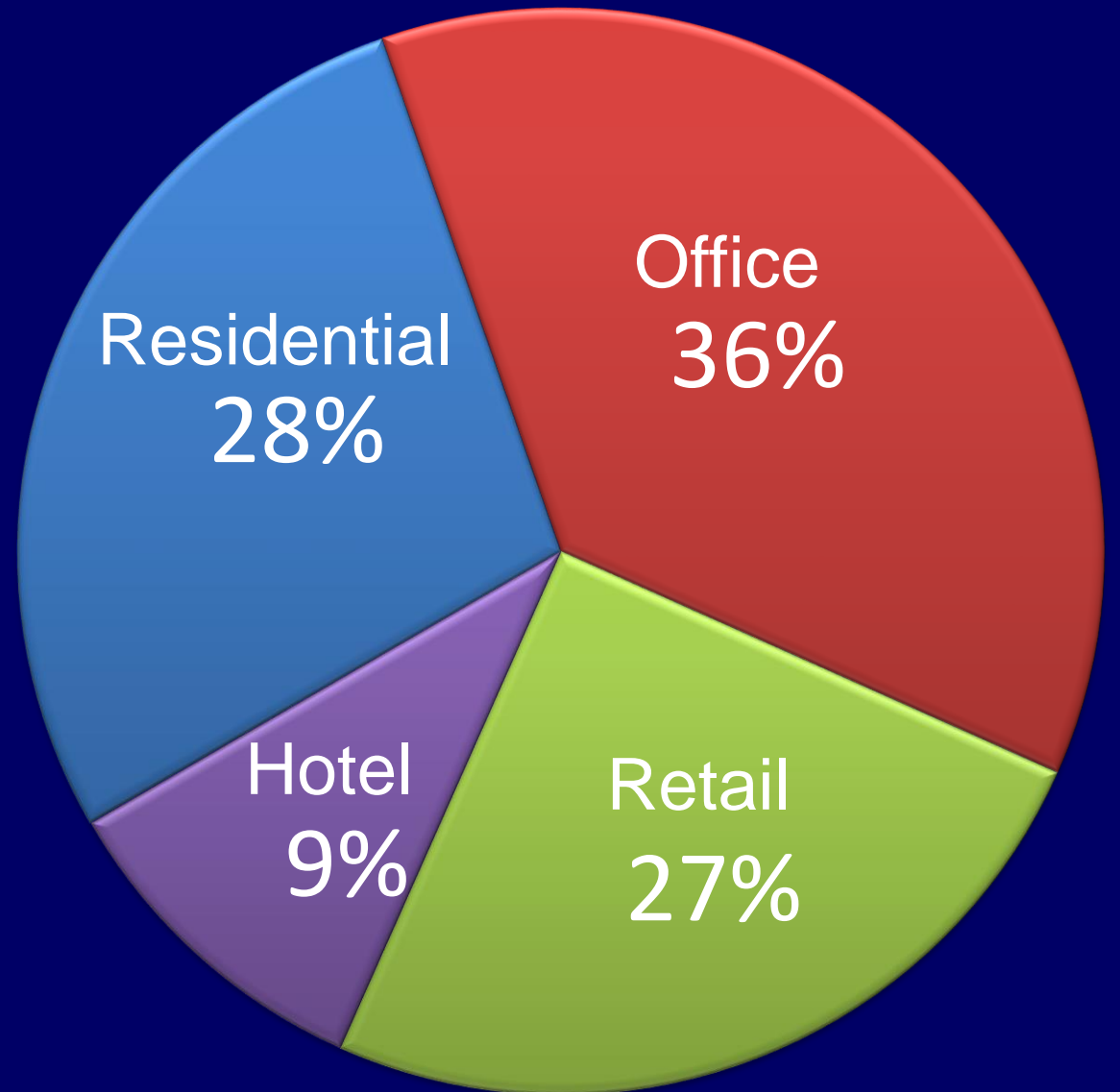


Rooftop Cinema Club




ROOFTOP
CINEMA CLUB

Uptown Mixed Use



Active Urban Lifestyle



The Boulevard



Dennis Poirier



POST OAK BOULEVARD





















TENENBAUM & CO.
CLASSIC JEWELRY

AMBASSADOR

AMBASSADOR

AMBASSADOR

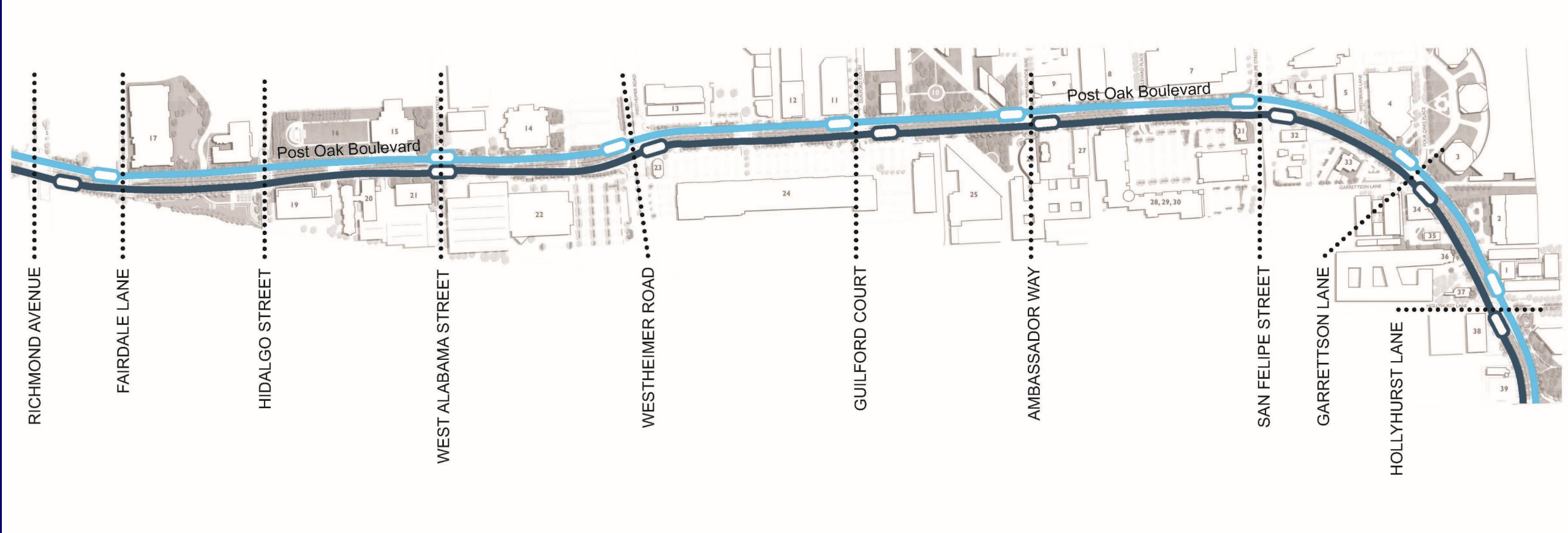
AMBASSADOR

AMBASSADOR





Post Oak Boulevard Transit Stops





Texas High-Speed Train

- Stations between Dallas/Fort Worth, the Brazos Valley and Houston
- 240-mile trip in 90 minutes
- Construction will begin as early as 2019
- Texas Central – managing and constructing the entire project



Uptown BRT



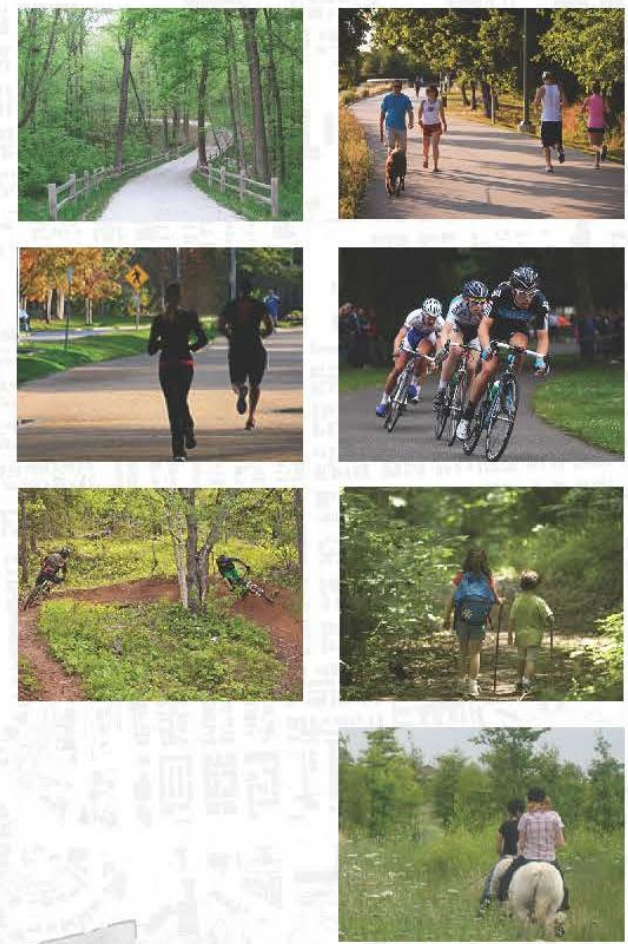


Memorial Park in Uptown









Trail Network: 40+ miles















Experience Uptown



