



## **MEDIA CONTACTS**

Angie Bertinot / Central Houston  
[angie@downtowndistrict.org](mailto:angie@downtowndistrict.org) / 713-650-3022

Whitney Radley / The CKP Group  
[whitney@theckpgroup.com](mailto:whitney@theckpgroup.com) / 832-930-4065 x 106

**FOR IMMEDIATE RELEASE**  
**JANUARY 25, 2017**

## **HOUSTON CONTINUES TO SEE BOOM IN DEVELOPMENT OF DOWNTOWN CORE**

***More than \$2.8 billion in 29 new construction projects  
recently completed and currently underway***

**HOUSTON, TX** — With Super Bowl LI just days away, Downtown Houston is a flurry of activity as big projects reach completion, new restaurants serve their first meals and businesses throughout the area dress up their windows. Although it feels that this is all for the big game, the development underway is the result of years of planning and collaboration that will positively affect the city for decades to come.

More than \$2.8 billion in new construction projects have recently been completed or are currently underway in Houston's vital urban center, an area defined by IH-45 to the west and south, Highway 59 to the east and IH-10 to the north. These projects include 16 residential properties, seven hotels, three high-rise office buildings, a new campus for the High School for the Performing and Visual Arts (HSPVA), major improvements to the George R. Brown Convention Center and several public parking garages.

"As Houston progresses as a global city, Downtown has become the prime destination to live, work, play and stay," said Bob Eury, executive director of the Houston Downtown Management District. "This robust construction activity reflects a growing urban population and a strong business environment, and our cultural and culinary attractions continue to draw residents and out-of-town visitors to the area."

Much of Downtown Houston's growth can be attributed to the city's focus on increasing the residential population in the area. There are currently more than 65,000 residents in Greater Downtown and 5,400 residents within the Downtown District's boundaries; that number is expected to more than double over the next few years thanks to the success of the city's Downtown Living Initiative, a tax incentive program created in 2012 to encourage new multifamily residential mixed-use developments in Downtown. Funded by the City of Houston, Downtown Redevelopment Authority and Downtown District, the project is credited with bringing close to 5,000 new residential units to the area.

Meanwhile, Downtown Houston remains a dynamic business center with a workforce of approximately 150,000 employees and 50 million square feet of office space. Three office

building projects were recently completed and/or nearing completion: 1111 Travis, the corporate headquarters for Hilcorp, a 23-story, 475,000-square-foot office tower; Partnership Tower, a 7-story, 120,000-square-foot office building home to Greater Houston Partnership and Houston First with a 1,900-car public parking facility; and 609 Main at Texas, a 48-story, 1.057 million-square-foot office tower developed by Hines.

Just in time for Super Bowl LI, Downtown Houston now offers more than 7,300 hotel rooms. Facilities range from large convention hotels, like the Hilton Americas-Houston and the new Marriott Marquis; to luxury service hotels, such as the Four Seasons, the JW Marriott and the forthcoming Hotel Alessandra; and historic options Hotel Icon, The Sam Houston Hotel, the Lancaster Hotel and Magnolia Hotel. These diverse offerings make Downtown an ideal destination for business travelers and weekend wanderers, as well as conventioners. Recent interior and exterior enhancements to the George R. Brown Convention Center (GRB) include the addition of five new restaurants, a new grand entrance and a new plaza space called Avenida Houston that is perfect for events, public art and casual gatherings. Inside the 1.9 million square foot convention center, five previously separate convention halls are now interconnected with a concourse that runs the length of the ground floor.

The Downtown area also continues to see the opening of restaurants by award-winning chefs and restaurateurs. A collection of new restaurants have opened or are close to opening in the area around the GRB and Avenida Houston. Highlights include Xochi, a Oaxacan-inspired restaurant by award-winning chef Hugo Ortega and restaurateur Tracy Vaught; Grotto, a Landry's concept featuring Neapolitan-style pizzas and homemade pastas; and Brasserie du Parc, a French brasserie opened by Étoile Cuisine's Chef Philippe Verpiand and his wife, Monica Bui, located at One Park Place. Historic Market Square has also welcomed newcomers to the neighborhood including Benjy Levitt and Dylon Murray's fourth Local Foods location; Dizzy Kaktus by the owners of Downtown's Moonshiners and Boots n' Shoots; and beer retailer and bar, Craft Beer Cellar.

Downtown Houston offers a number of other attractions and amenities for residents, visitors and office-workers, including three of the region's four major sports venues; the Theater District, which features nine world renowned performing arts organizations, and many smaller ones, in four venues; an eclectic historic district, anchored by Market Square Park; churches and schools, including HSPVA (estimated completion 4Q 2018); mixed-use centers GreenStreet and The Shops at Houston Center; and Discovery Green Park.

For a complete list of projects recently completed, under construction or in the planning stages, please visit [www.downtownhouston.org](http://www.downtownhouston.org)

## **ABOUT DOWNTOWN DISTRICT**

The Downtown District was formed in 1995 for the purpose of revitalizing the urban core of the country's fourth largest city. Over the past decade, the Downtown District has used a combination of public funds and private resources to catalyze area improvements focusing on the city blocks bordered by Interstate 10, Highway 59 and Interstate 45.

The Downtown District operates under the leadership of a 30-person board of directors who

oversee the implementation of the District's strategic initiatives. Funding for the Downtown District comes from a special assessment on all downtown property owners.

For more information visit [downtowndistrict.org](http://downtowndistrict.org) or [downtownhouston.org](http://downtownhouston.org).

# # #