



Downtown
Redevelopment
Authority

Board of Directors Meeting

March 11, 2025

Tax Increment Reinvestment Zone, Number Three
City of Houston

**DOWNTOWN
HOUSTON+**

Board of Directors Meeting March 11, 2025

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**MINUTES OF THE REGULAR MEETING
OF THE
DOWNTOWN REDEVELOPMENT AUTHORITY**

February 11, 2025

The Board of Directors (the “Board”) of the Downtown Redevelopment Authority (the “Authority”) convened in regular session, in person and open to the public, inside the H-Town Conference Room at the Authority’s office, located at 1221 McKinney Street, Suite 4250, Houston, TX 77010, on February 11, 2025, and the roll was called of the duly constituted officers and members of the Board, to wit:

Curtis Flowers	Chair
Michele Sabino	Vice Chair
Barry Mandel	Secretary
Keith Hamm	Treasurer
Regina Garcia	Director
James Harrison	Director
Sherman Lewis	Director
Tiko Reynolds-Hausman	Director
William Taylor	Director

and all of said persons were present except for Chair Flowers, Secretary Mandel, and Directors Harrison, Lewis, and Taylor. Also present were Allen Douglas, Executive Director (“ED”); Kris Larson, President; Jana Gunter, Director of Finance; and staff members Brett DeBord, Kathleen Chisley, Jacque Gonzales, Cassie Hoeprich, Jamie Perkins, Albert Sanchez, Ann Taylor and Candace Williams, all with the Authority; Algenita Davis, consultant to the Authority; Clark Lord, outside counsel to the Authority; and Andrew Busker with the City of Houston.

Other attendees included Captain Yadira Estrada, Chief David Rodriguez, Lieutenant Christian Dorton, and Officer Jesus Robles, all with the Houston Police Department; Anna Muessig with Gehl Architects; Leah Chambers with Outside Voices; and Ryan LeVasseur with LeVass Ventures.

INTRODUCTIONS, QUORUM & CALL TO ORDER

Vice Chair Sabino invited the board and attendees to introduce themselves and welcomed all. A quorum was established, and the meeting was called to order at 12:05 PM.

PUBLIC COMMENT

Next, Vice Chair Sabino called for public comments. There were no public comments presented.

MINUTES OF PREVIOUS MEETING

The Board considered approving the minutes of the December 10, 2024, regular joint board meeting. Vice Chair Sabino called for any changes or points to discuss.

Hearing none, Vice Chair Sabino called for a motion, moved by Director Reynolds-Hausman, seconded by Treasurer Hamm, and the minutes of the December 10, 2024, regular joint board meeting were approved as presented.

FINANCE & ADMINISTRATION

Check Registers – December 2024 & January 2025

Vice Chair Sabino called on Jana Gunter to provide updates on recent finance and administration matters. Ms. Gunter shared highlights from the check register for the months ending December 31, 2024 and January 31, 2025. Questions were asked and answered.

A motion was entertained to accept the December 2024 and January 2025 check registers; moved by Treasurer Hamm, seconded by Director Garcia, and the December and January check registers were accepted as presented.

Second Quarter Financial Statements

Ms. Gunter was invited to continue, and she reviewed highlights from the Second Quarter Investment Report. Questions were not raised, and discussion did not occur.

A motion was called to accept the Second Quarter Financial Statements; moved by Treasurer Hamm, seconded by Director Renolds-Hausman, and the Second Quarter Financial Statements were accepted as presented.

Second Quarter Investment Report

Ms. Gunter concluded the finance updates with a summary of the Second Quarter Investment Report. Questions were not raised, and discussion did not occur.

Vice Chair Sabino called for motion; moved by Director Renolds-Hausman, seconded by Treasurer Hamm, and the Second Quarter Investment Report was accepted as presented.

MUNICIPAL SERVICE INITIATIVES UPDATE

ED Douglas began discussion by announcing Lt. Jennifer Kennedy's promotion to HPD's Central Division, and introduced Lt. Chirstian Dorton, who now oversees the Downtown Division. Lt. Dorton gave a briefing of his background and was welcomed by the Borad.

Next, Captain Yadira Estrada was invited to share a presentation containing updates to recent municipal service initiatives. Details were shared in the following HPD focus areas: (i) civility enforcement efforts; (ii) BMV auto thefts; and (iii) the efforts to increase education and safe use of electric scooters and patrols to reduce street racing.

Chief David Rodriguez, with HPD's Downtown Division concluded by thanking the Authority Board for its partnership. Discussion ensued, and questions were asked and answered. Action from the Board was not required.

PUBLIC REALM ACTION PLAN – PRESENTATION & RELATED ACTION ITEM

Cassie Hoeprich was invited to open this topic. She began by framing the discussion around the Public Realm Action Plan, then introduced Anna Muessig with Gehl Architects. Ms. Muessig shared a presentation outlining the proposed Public Realm Action Plan. Questions were asked and answered, and discussion ensued. Questions were asked and answered, and discussion ensued. No action was required by the Board.

DEVELOPER INCENTIVE TOOLKIT + RELATED ACTION ITEM

Vice Chair Sabino called on ED Douglas to present this item. He began by giving an overview of past developer incentive initiatives, which included the 2023 Office Conversion Study. ED Douglas then invited Ryan LeVasseur to share a presentation. Mr. LeVasseur highlighted the benefits of creating a tool kit for developers to use as a resource to spur economic development in downtown. Questions were asked and answered, and discussion ensued.

The Board was then presented with a request to enter into an agreement with LeVass Ventures, and related expenditures not to exceed an amount of \$72,000 for consulting services to create a developer incentive toolkit for purposes of boosting mixed-use downtown residential development initiatives.

Vice Chair Sabino called for a motion, moved by Director Liu, seconded by Treasurer Hamm, and the Board approved this request as presented.

AUTHORIZE ASSIGNMENT OF HISTORIC PRESERVATION AGREEMENT

ED Douglas was invited to open this topic. He requested for this item to be pulled from the agenda as additional required information was not received pertaining to this matter prior to the Board meeting. Vice Chair Sabino affirmed, and this agenda item was tabled.

CHI TOP 20 FOR 2025

Vice Chair Sabino announced that due to time constraints, the Top 20 for 2025 will be recapped at the March Board meeting.

STRATEGIC ALIGNMENT UPDATES

President Larson shared brief highlights from the cross-organizational Strategic Alignment report. No questions were raised, and discussion did not occur.

OTHER BUSINESS

No further business was brought forth before the Board.

NEXT MEETINGS

Vice Chair Sabino announced the next Board meeting was scheduled for Tuesday, March 11, 2025 at 12:00 pm.

ADJOURNMENT

With no further business to come before the Board, a motion was called to adjourn at 1:38 PM.

Barry Mandel, Secretary
Downtown Redevelopment Authority
("Authority")

**MINUTES OF THE REGULAR MEETING
OF THE
TAX INCREMENT REINVESTMENT ZONE NUMBER THREE**

February 11, 2025

The Board of Directors (the "Board") of the Tax Increment Reinvestment Zone Number Three (the "Zone") convened in regular session, in person and open to the public, inside the H-Town Conference Room at the Zone's office, located at 1221 McKinney Street, Suite 4250, Houston, TX 77010, on February 11, 2025, and the roll was called of the duly constituted officers and members of the Board, to wit:

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Barry Mandel, Secretary
Tax Increment Reinvestment Zone
Number Three ("Zone")

Check Register

February 2025

- Total checks issued were \$2.2M
 - Buffalo Bayou Partnership – \$1.5 M– Operations & Maintenance Support
 - Central Houston, Inc - \$363M – Admin Contractor (Dec/Jan)
 - Walter P. Moore - \$170K– More Space Main Street
 - Moon Papas Art - \$77K– Pedestrian Lighting
 - Piper Faust - \$15K– Pedestrian Lighting Public Art Consulting
 - Central Houston Civic Improvement - \$15K– Sedie Stack Reimbursement

Public Realm Action Plan Presentation & Retail Integration

(presentation to be shown at meeting)

Harris County Pct. 2 Partnership Application 2025

**DOWNTOWN HOUSTON BAYOU TRAIL
ACCESS IMPROVEMENT PROJECT**

**DOWNTOWN
HOUSTON+**

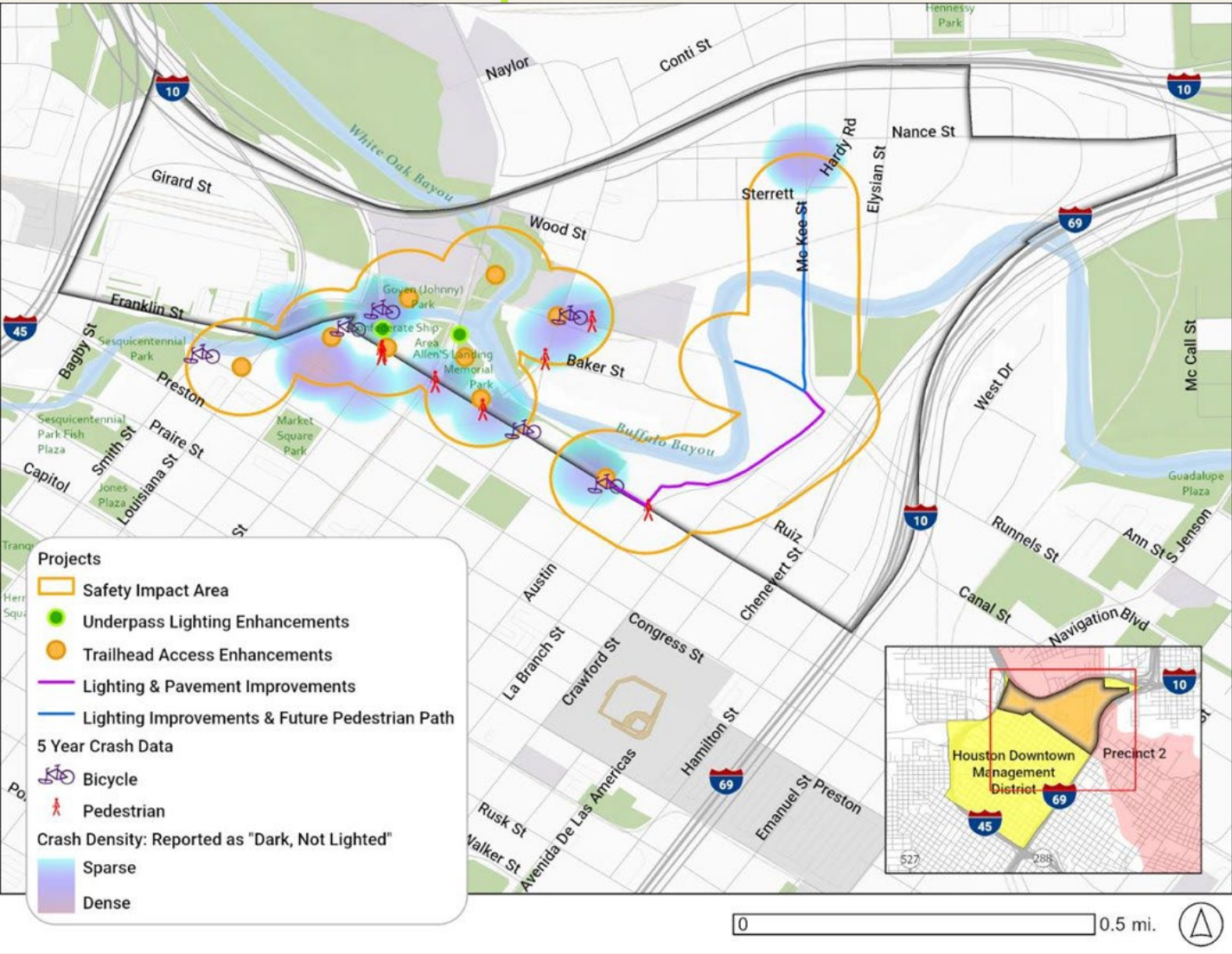
Project Summary

- Capital improvement partnership project focused on supporting safe and clearly announced access to Downtown's bayou network through:
 - **Enhanced wayfinding** at key trail access points
 - **Pedestrian lighting improvements**, particularly along park edges
 - **Underpass lighting enhancements**
- Funding will cover planning, design, engineering and implementation
- Co-managed between DTH+ and Precinct 2 Staff
- To be coordinated with Houston Parks Board and Buffalo Bayou Partnership

Project Area & Scope



Crash Data



Pedestrian Lighting Masterplan (2024)

Masterplan

5.1 Toolkit Overview

The NVA case studies across Downtown, alongside the work with personas and the journeys users take across the city highlighted 8 different areas of opportunity that can be applied across a range of different areas. This section gives an overview of how these different tools can be utilized and the impact they will have.



Underpasses



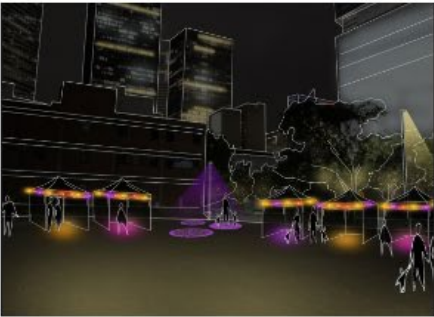
Public Transport



Relamp for Consistent Correlated Color Temperature



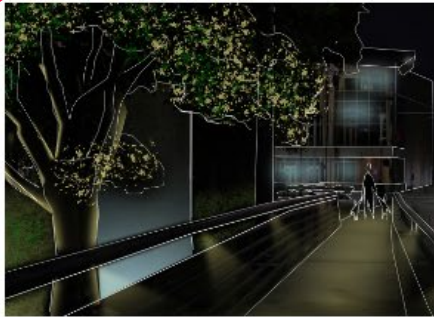
Illuminated Foliage



Activated Surface Parking Lots



Activated Private Retail Lighting



Increase Public Park Lighting



Facade Lighting



Public Realm Action Plan (2025)

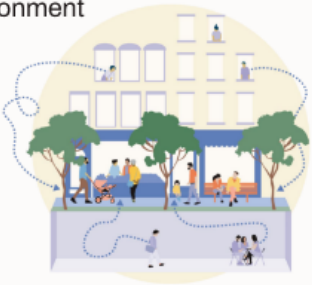


Strategies for Vibrancy in Downtown Houston

These four strategies drive the direction for Downtown

As DTH+, property owners, City officials, and other public realm stewards work together to transform Downtown, these four strategies help guide decisions. These principles inform project selection, offer insight to resolve tensions, and will enable this coalition to prioritize what needs to happen now to make Downtown a more vibrant place.

1 Rebalance the public right-of-way to prioritize human comfort and a pro-business environment



3 Double-down on everyday programming and coordinate district-wide events



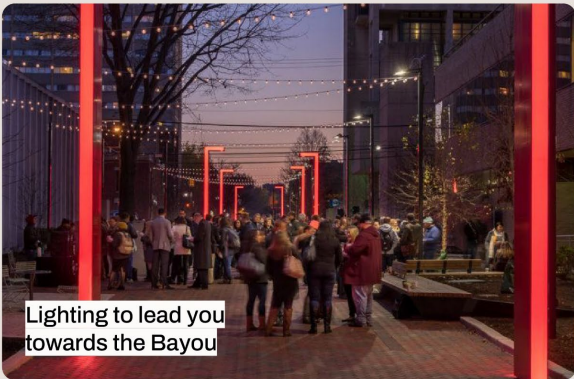
2 Celebrate and reinvigorate Downtown's park access and green spaces



4 Start from strength — invest around lively parks and create more reasons to visit at night



Reaching the Bayou



Project Costs

- Estimated Project Cost - \$4,132,800
 - Funding Requested From Precinct 2 - \$2,066,400
 - Funding Commitment Requested by DRA - \$2,066,400
- Proposed Project Start Date – February 2026

Downtown Houston Bayou Trail Access Improvement Project				
<u>Item</u>	HCP2 Portion / DH+ Portion			<u>Total</u>
	<u>Quantity</u>	<u>Unit</u>	<u>Unit Cost</u>	
Trailhead Access Enhancements	9	EA	\$250,000	\$2,250,000
Underpass Lighting Enhancements	2	EA	\$25,000	\$50,000
Warehouse District Trailhead Access Path Improvements	1	LS	\$500,000	\$500,000
			Subtotal	\$2,800,000
Contingency			20%	\$560,000
			Subtotal	\$3,360,000
Design			15%	\$504,000
Construction Management and Testing			8%	\$268,800
Total				\$4,132,800
			HCP2 Contribution	\$2,066,400
			DH+ Contribution	\$2,066,400
Total Project Cost		\$4,132,800		

ACTION ITEM	Authorize Authority staff to enter into agreements, submit a joint grant application, and approve a resolution in support of the Buffalo Bayou Trail Access Lighting Project, with Harris County Precinct 2 in an amount not to exceed \$2,066,400.
DESCRIPTION	This is a Capital improvement partnership project focused on supporting safe and clearly announced access to Downtown's bayou network through: - Enhanced wayfinding at key trail access points - Pedestrian lighting improvements, particularly along park edges - Underpass lighting enhancements Funding will cover planning, design, engineering and implementation and will be co-managed by the Authority and Precinct 2 Staff. Additionally, implementation of the Project will be coordinated with the Houston Parks Board and the Buffalo Bayou Partnership.
DISCUSSION	The Authority has identified the Buffalo Bayou Trail Access Lighting Project as a critical safety project to address pedestrian lighting deficiencies at multiple access points along Buffalo Bayou between Sabine Street and Austin Street, an area which partially includes Harris County Precinct 2. Improving the safety of this area has become a shared goal for both the Authority and Harris County Pct. 2. The parties have committed to contributing \$2,066,400 each in order to meet the grant requirements and apply for a grant which, if awarded, would provide a dollar-to-dollar match, providing additional funding for this Project.
DBE Participation	Harris County Pct. 2 is a local governmental body of Harris County, TX Houston Parks Board is a local, non-profit organization Buffalo Bayou Partnership is a local, non-profit organization

**RESOLUTION OF SUPPORT AND FUNDING COMMITMENT FOR THE BUFFALO BAYOU
TRAIL ACCESS LIGHTING PROJECT**

WHEREAS, the Downtown Redevelopment Authority (the “Authority”) is a local government corporation with shared goals and constituents with Harris County Precinct 2;

WHEREAS, the Authority has identified the Buffalo Bayou Trail Access Lighting Project as a critical safety project to address pedestrian lighting deficiencies at multiple access points along Buffalo Bayou between Sabine Street and Austin Street, an area which partially includes Harris County Precinct 2;

WHEREAS, the Authority has the financial, technical, and legal capacity to enter into an interlocal agreement and to deliver the Project per the Partnership Program requirements, if awarded; and,

WHEREAS, the Authority is committed to providing a local share commitment of \$2,066,400 towards this project per the submitted application.

NOW THEREFORE, BE IT RESOLVED THAT THE BOARD OF DIRECTORS OF THE DOWNTOWN REDEVELOPMENT AUTHORITY, that:

1. All of the matters and facts recited in the preamble of this Resolution are true and correct.
2. The Authority’s staff and consultants hereby directed and authorized to gather and submit the required data and information to support a partnership project application request to Harris County Precinct 2.
3. The Authority hereby authorizes the commitment of funding to provide the local match requirement for the project.

PASSED AND APPROVED the Xth day of MONTH 2025.

Chair, Board of Directors

Downtown Redevelopment Authority /
Tax Increment Reinvestment Zone Number
Three, City of Houston, Texas

Electric Vehicle Charging Stations Update

(update to be given at meeting)

Montrose Bridge Update

(update to be given at meeting)

Trebly Park Shade Structures Update

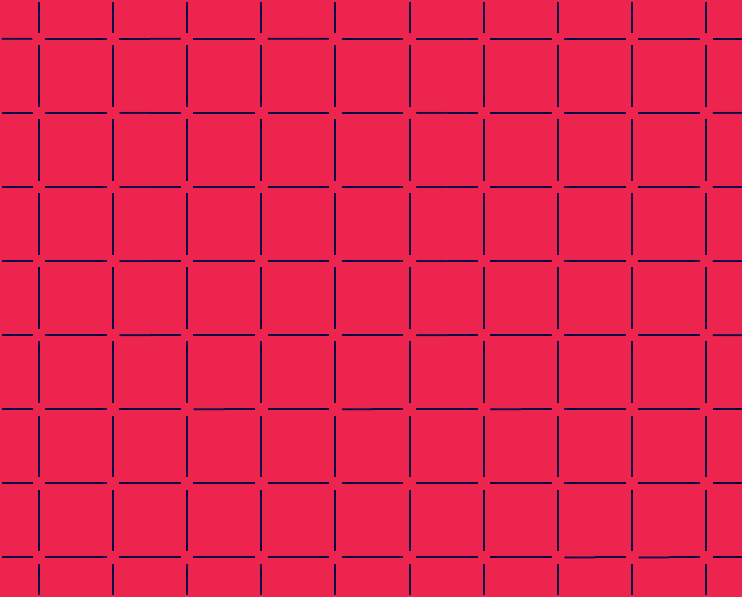
(update to be given at meeting)

2025

Downtown Houston Outlook

January 30, 2025

**DOWNTOWN
HOUSTON+**



Kris Larson

President & CEO

DOWNTOWN HOUSTON+



Central Houston



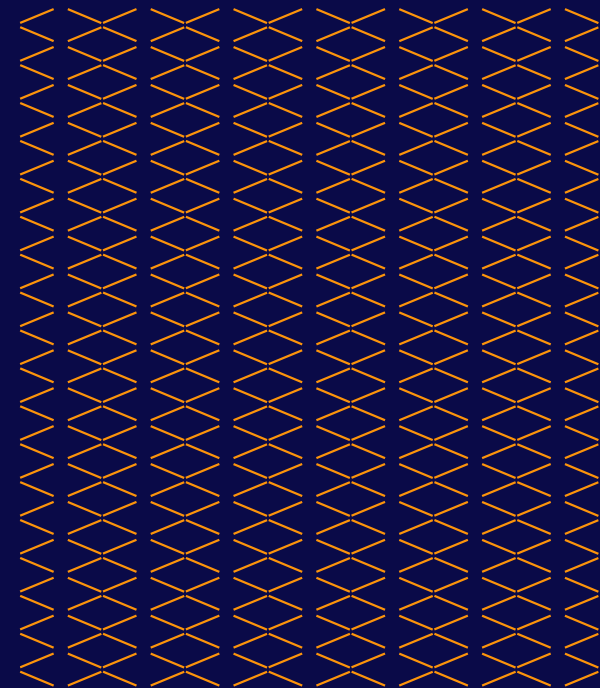
downtown
district

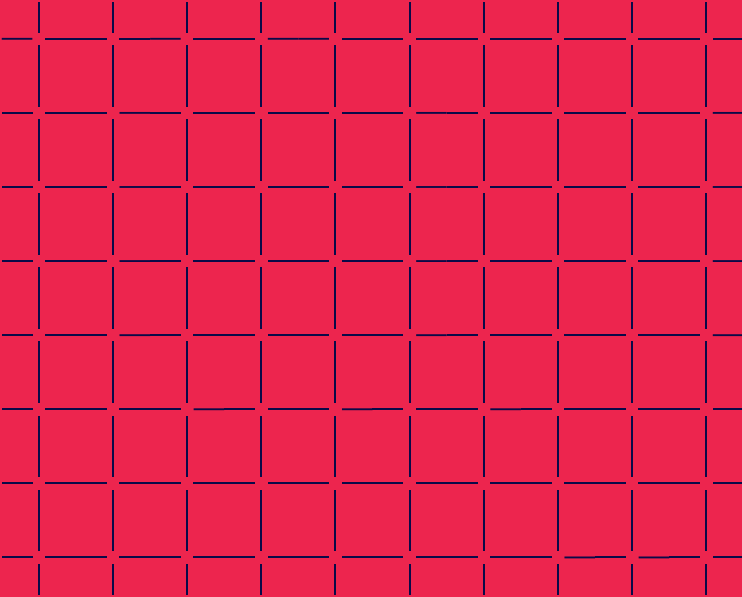


Downtown
Redevelopment
Authority

Stephanie Burritt

Central Houston, Inc. Board Chair



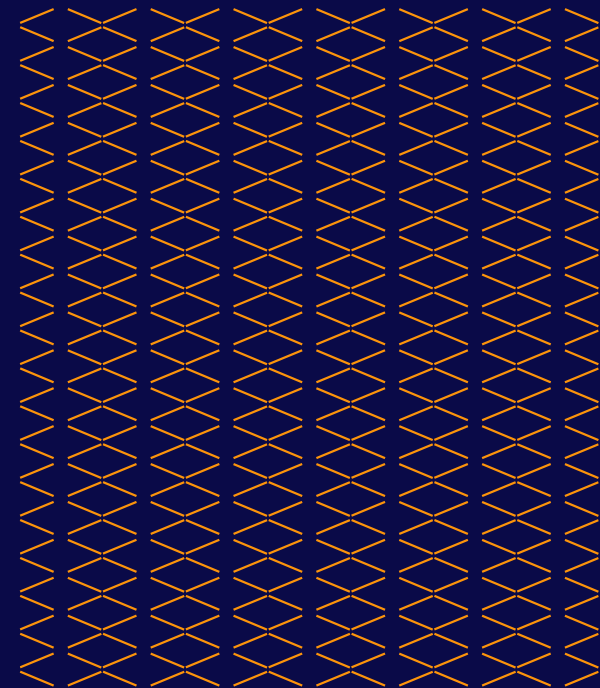


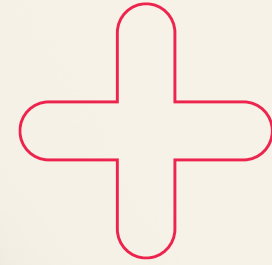
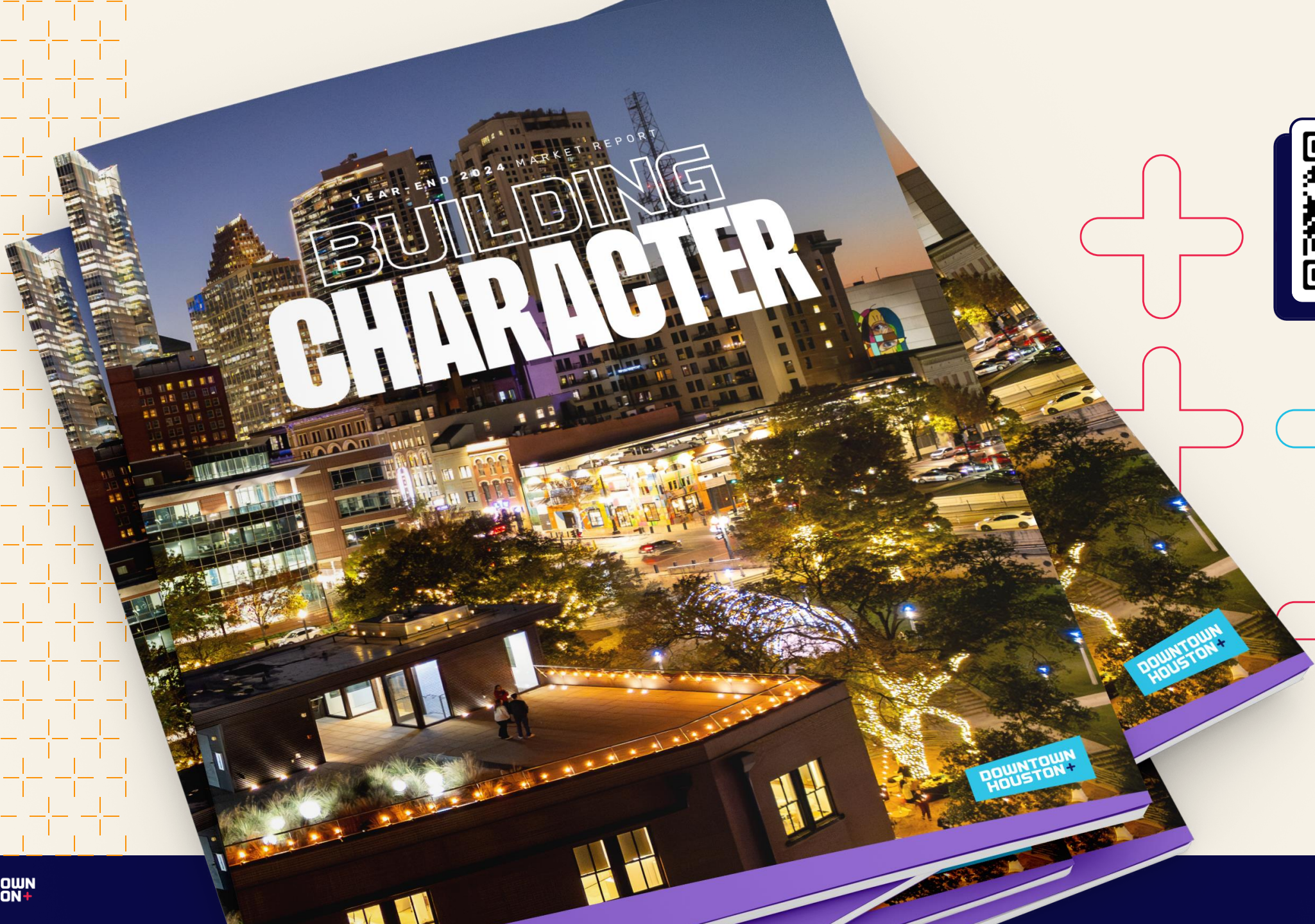
Cassie Hoeprich

Director of Planning &
Economic Development



2024 Year-End Market Report





Downtown's Evolution – A Mixed-Use Future

Downtown rebounded and is evolving into a dynamic mixed-use neighborhood. This evolution positions Downtown as more than just a business district—it's a place to live, visit and invest.

- High absorption rates in residential developments underscored growing demand
- Ongoing hotel development supports a robust visitor population
- Visitor traffic was strong, and the largest population segment even on weekdays

Downtown Visitation

37.4M VISITS WERE MADE BY
7.9 UNIQUE VISITORS

37.4_M

VISITS TO DOWNTOWN

7.9_M

UNIQUE VISITORS



488

RESIDENTIAL UNITS
DELIVERED
(6.4% OF INVENTORY)

645

RESIDENTIAL UNITS
ABSORBED
(7.9% OF INVENTORY)

496

HOTEL ROOMS CURRENTLY
UNDER CONSTRUCTION

DOWNTOWN IS HOME TO **8,723 (45%)**
OF THE 19,661 ROOMS WITHIN THE
610 LOOP'S INVENTORY

New Thinking & Investments Shaping Downtown

Forward-thinking ideas are shaping Downtown's future.

- Energy transition companies and start-ups doubled down on Downtown
- From Chevron's HQ move to Jones on Main's revitalization, major investments demonstrated a new chapter for longstanding assets
- Residential conversions, like Elev8, and more affordable housing reshaped the residential potential



IWG leased 65,000 SF (the largest office lease of 2024)

Fervo expanded in 2024 from 5,158 SF at 114 Main to 23,782 SF at 910 Louisiana (more than quadrupled the size of their HQ)



Driving Progress Through Partnerships

Downtown is a catalyst for meaningful connections, and DTH+ is positioned to support deals and strategy-aligned projects.

- Our broker meetings brought real estate, tenant and retail brokers together
- Strategic alignment with businesses and partner economic development groups ensured Downtown remains an office destination
- Our grant programs and technical assistance launched, helping businesses open and thrive

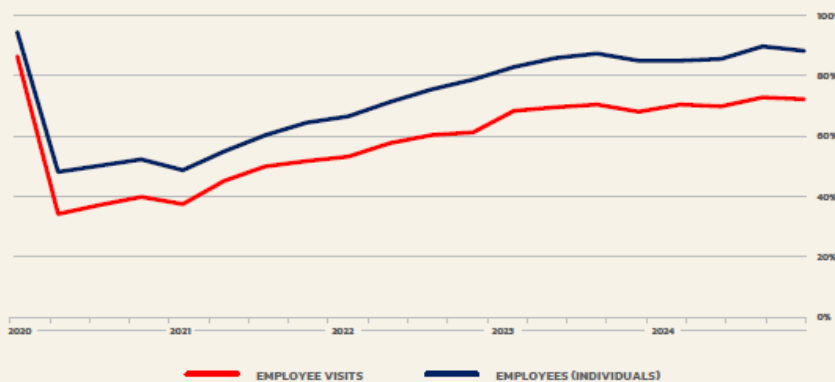


A Forward-Looking Vision for Downtown

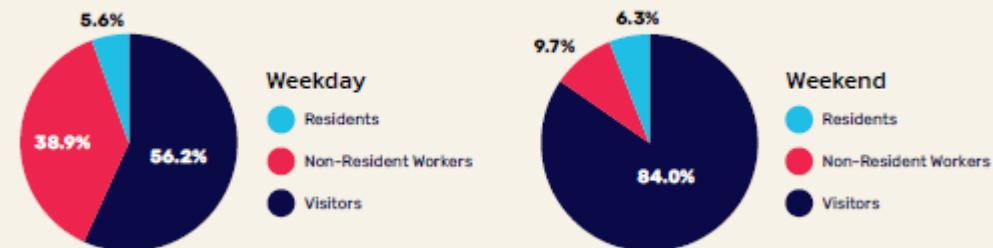
Downtown is entering a new era, and we're helping shape its future.

- We are assembling resources and partnerships to enable future growth
- Our focus: Positioning Downtown for a new period of opportunity and community vitality

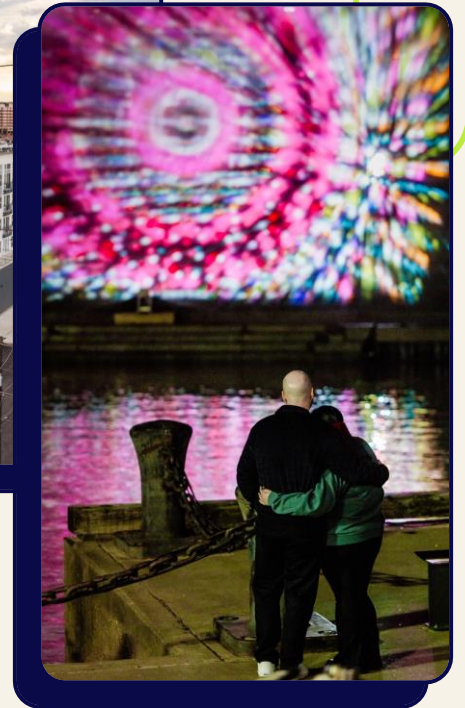
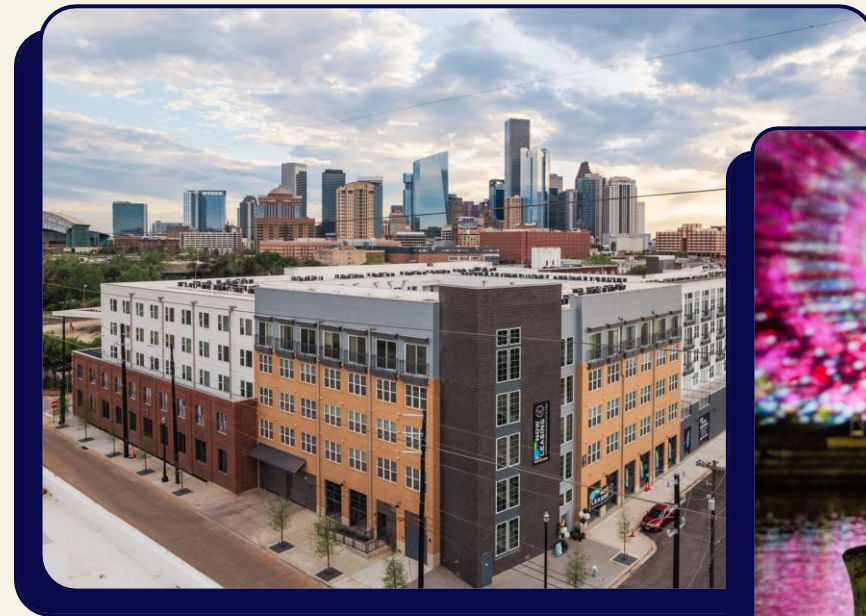
Downtown Employee Recovery vs. 2019 Quarter

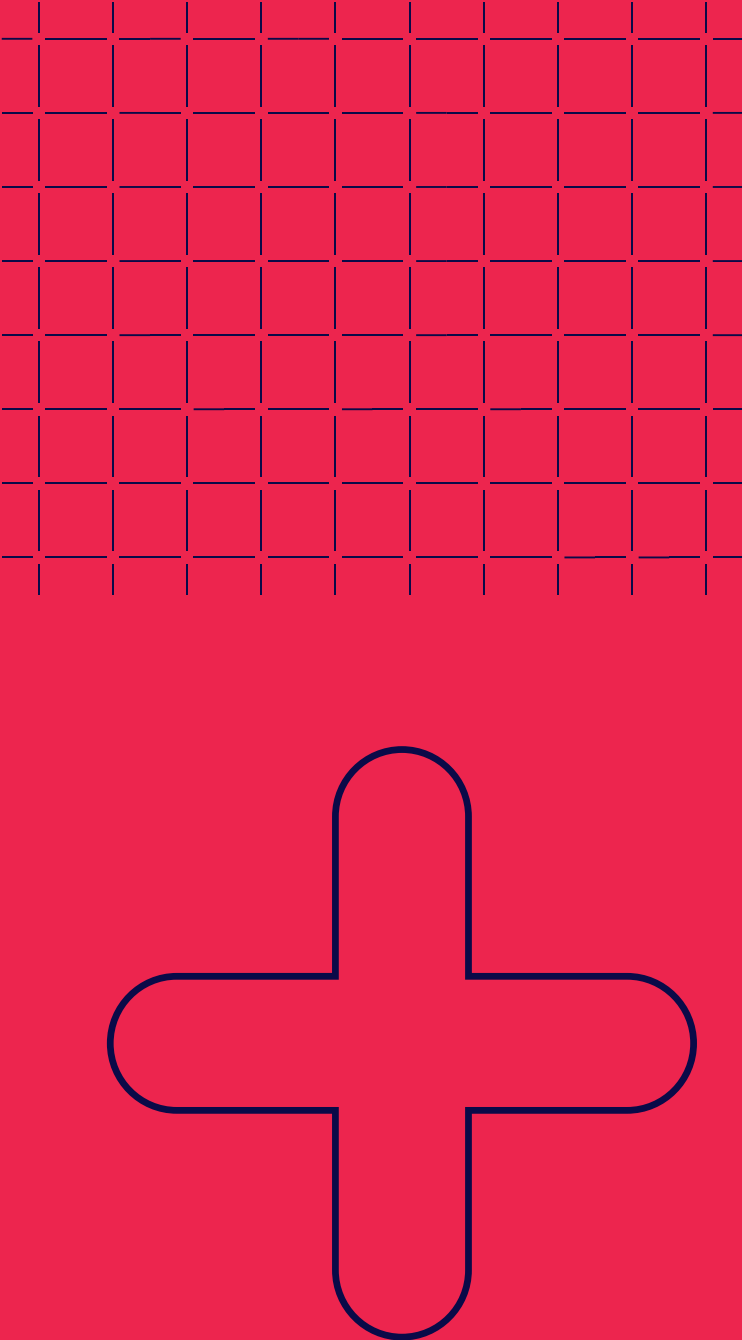


2024 Average Daily Population



Source: Placer.ai





Kris Larson

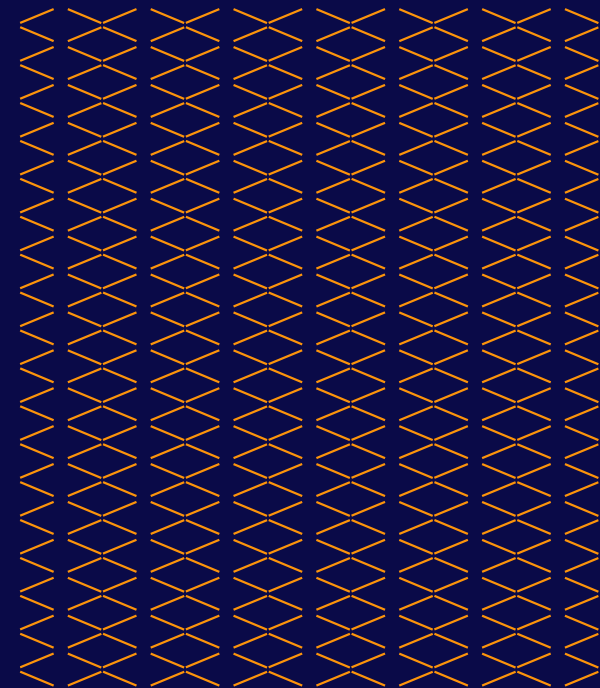
President & CEO

Our Top 20



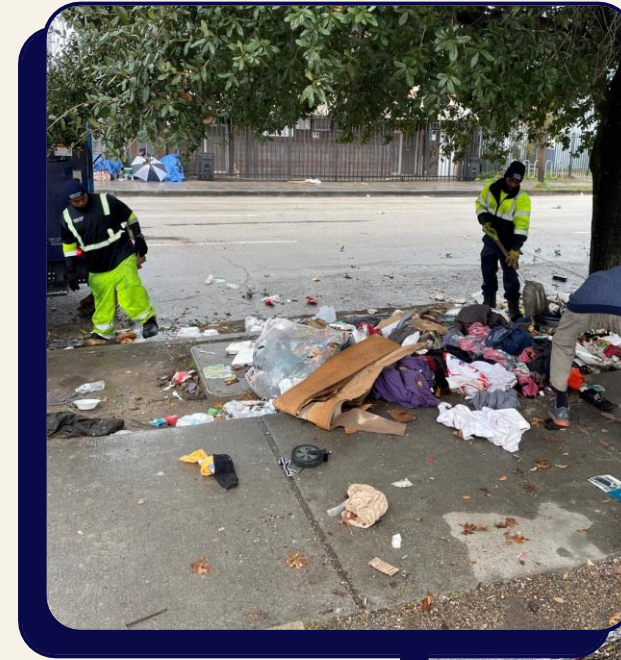
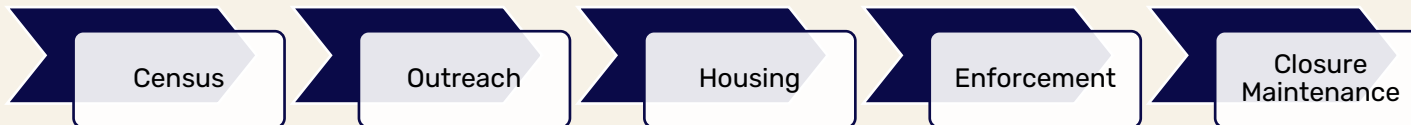
DOWNTOWN TOP 20

**Coordinate and
Implement** Downtown
phase of Mayor's plan to
end street homelessness



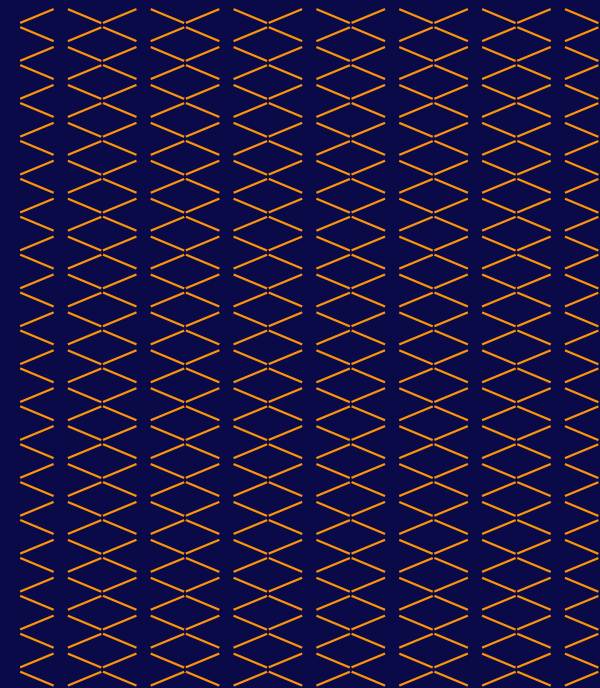
Ending Street Homelessness

- Coordination includes City of Houston, Coalition for the Homeless & numerous law enforcement agencies
- Goal is to house 150 people in 2025 (CFTH pop est.)
- HDMD Board committed \$1M to support the effort
- Working to identify \$70M annually to reach functional zero for Harris County



DOWNTOWN TOP 20

Renew the **Houston Downtown Management District**



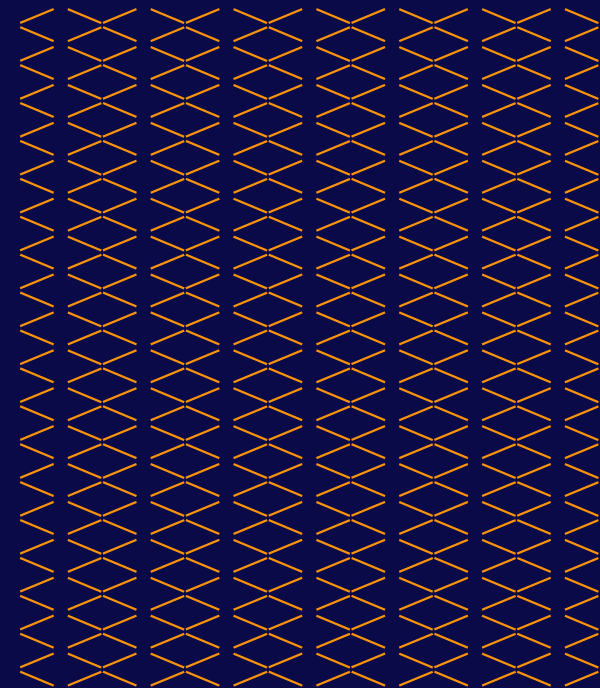
Renew the HDMD

- Established in 1996
- Renewed six times (all for 5 years)
- Most recent authorization was in 2020
- Levies ~\$20M annually through special assessments on privately-owned real property
- Essential programs include:
 - Safe, clean, beautification, homelessness response, parks maintenance, programming, marketing, events, planning, economic development, public art, and emergency response
- Renewal is a reelection – requires >51% of property value to approve



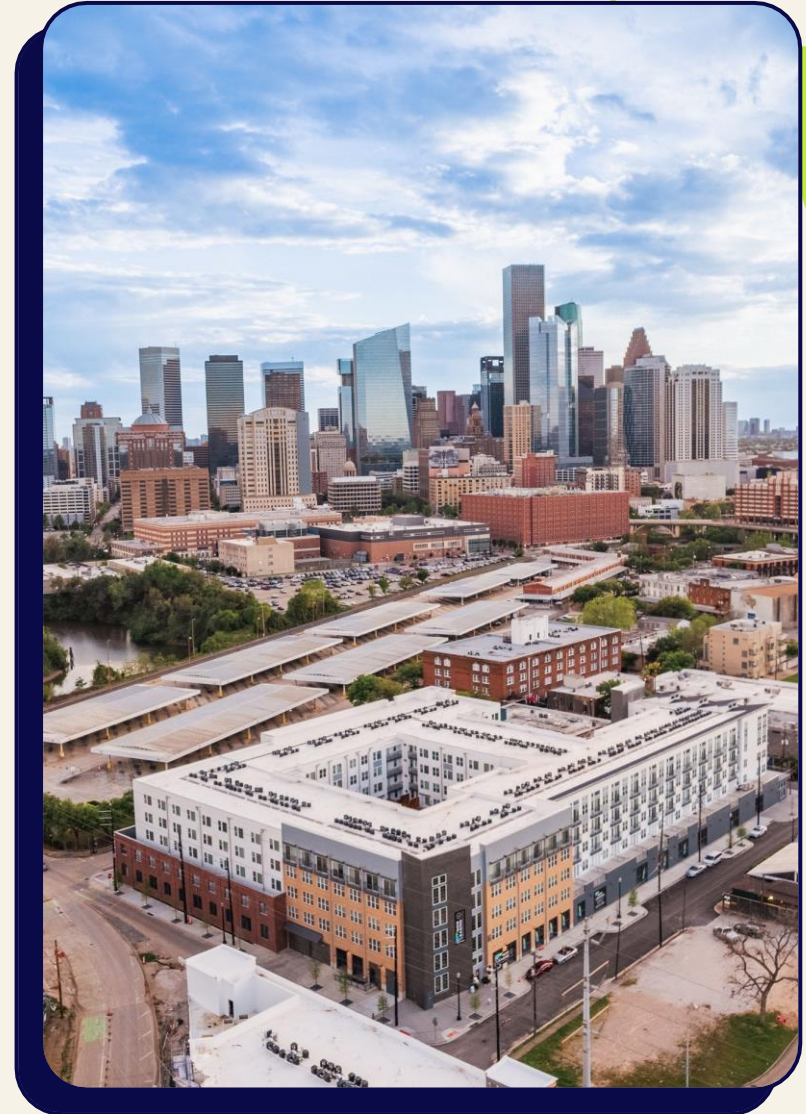
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Forge partnerships that facilitate mixed- income housing



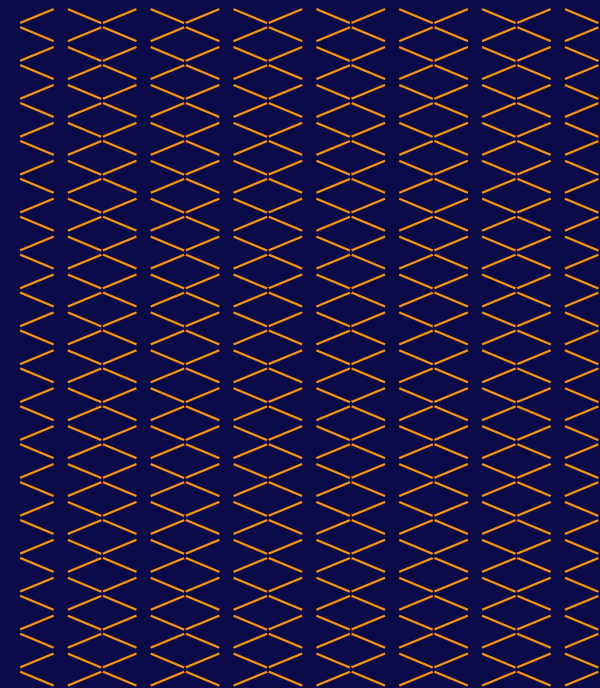
Mixed-Income Housing

- Warehouse District: 488 income-restricted housing units delivered in 2024
- Evaluating close-in opportunities
- No one-sized approach: evaluating on project basis
- Layering with partner TIRZs, County, City, non-profits, UH-D, et al.
- Near-term opportunity at Hardy Yards



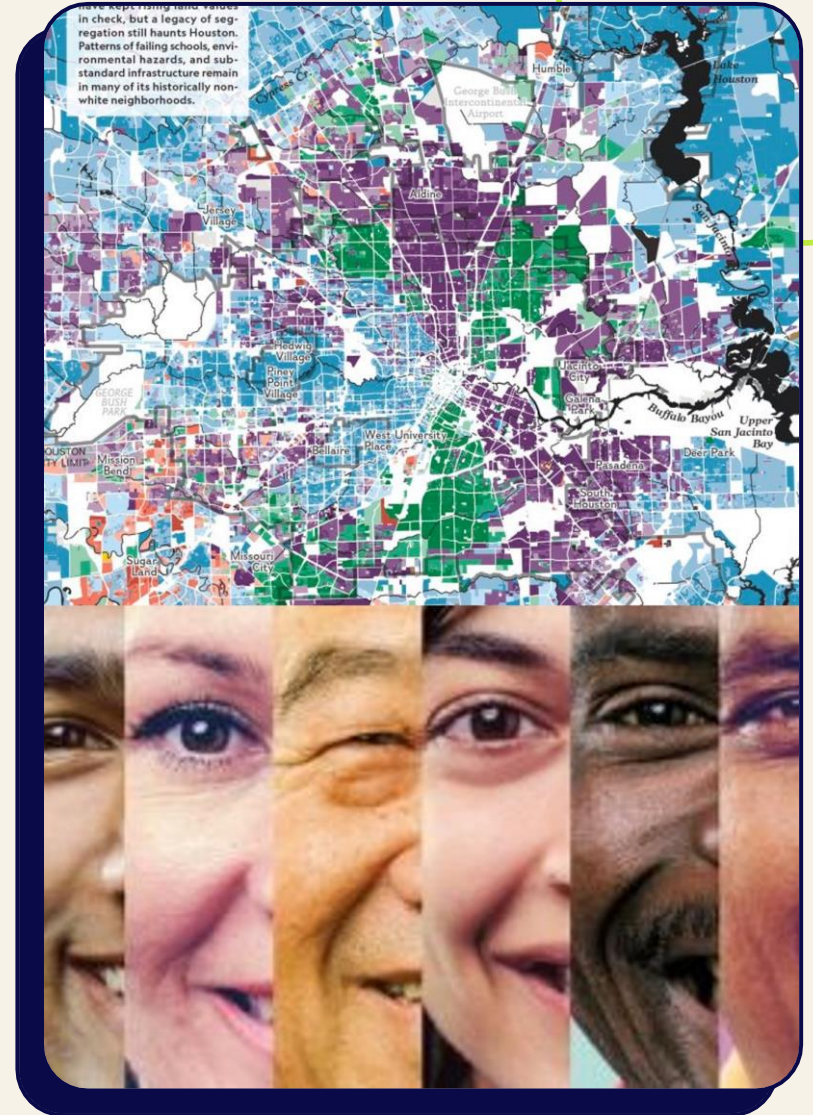
DOWNTOWN TOP 20

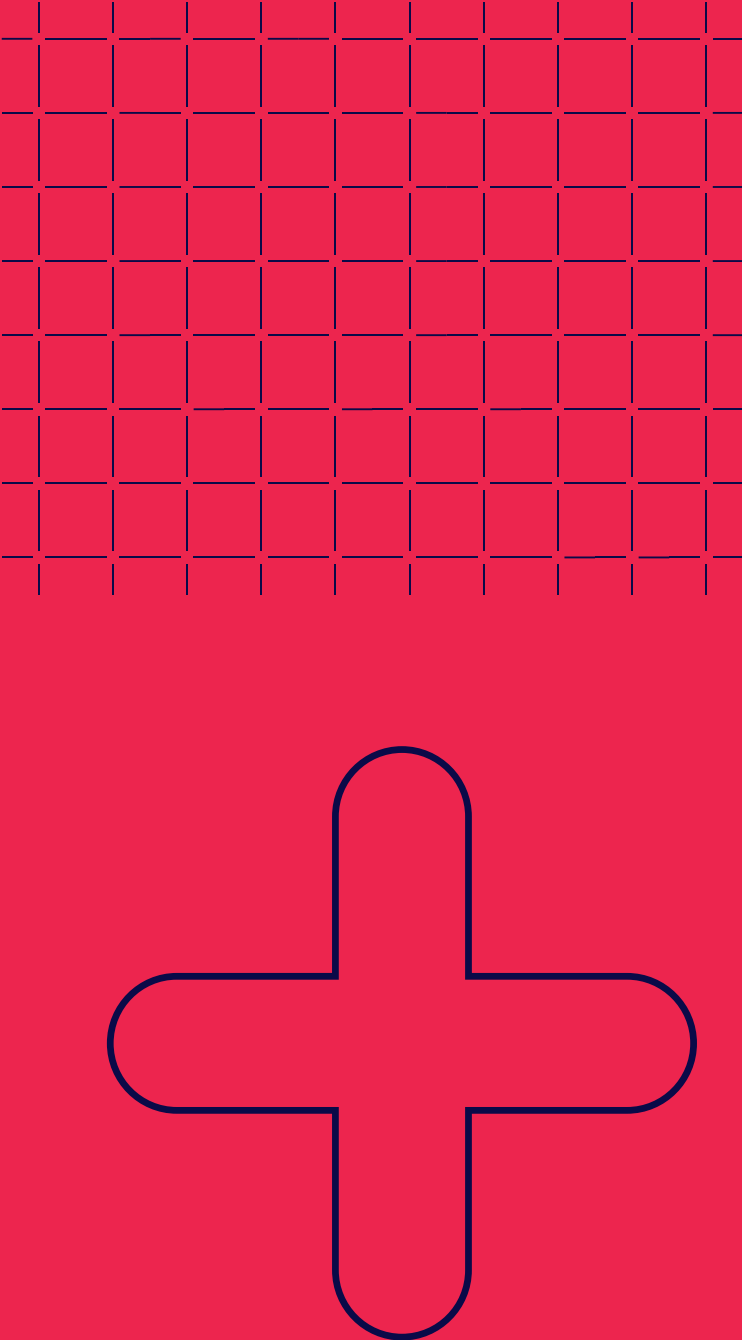
Build and strengthen
relationships with civic leaders
and Houston's diverse
community



Strengthening Relationships

- City leadership putting team in place
- Organic turnover (Symphony, Alley, TxDOT)
- Evolving priorities at Federal, State and Local levels
- Downtown as everyone's neighborhood:
 - Reinforcing Houston's reputation as diverse and welcoming
 - Expand ability to attract the local market
 - Operationalizing intent through our program design



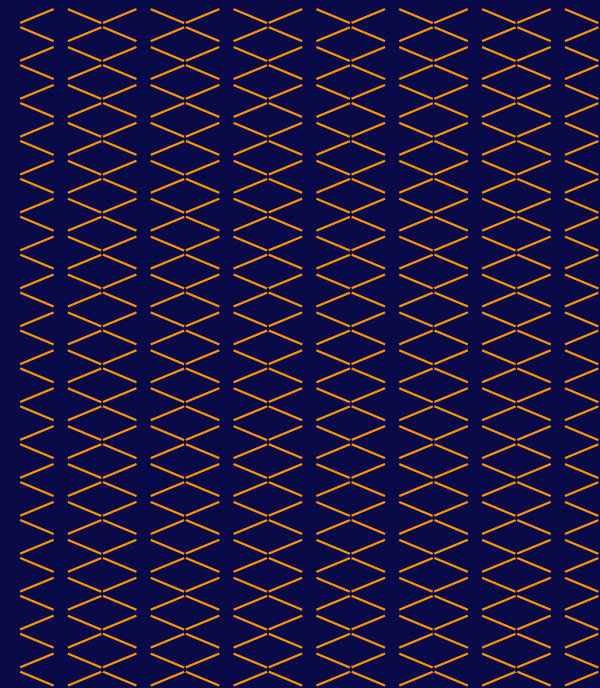


Allen Douglas

Chief Operating Officer & General Counsel
Executive Director of DRA/TIRZ #3

DOWNTOWN TOP 20

Assemble a collective for parks maintenance and programming



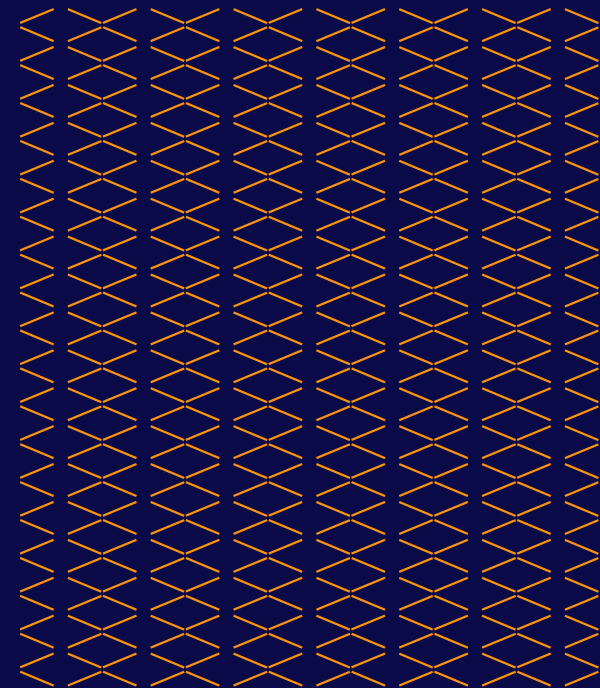
Unified Approach to Parks Maintenance and Programming

- Inconsistent park maintenance & care exacerbates:
 - Health issues: Homelessness
 - Safety issues: Cost of Enforcement
 - Detachment: Avoidance
- Isolated or absent park programming:
 - Impedes urban flourishing
 - Thwarts connectivity & place management efforts
- More than 20 parks between HDMD & TIRZ
- Affirm each park's unique contribution to Downtown
- Establish a standard for care and feeding of parks
- Collaborate on park programming
- Program diversity is a strength



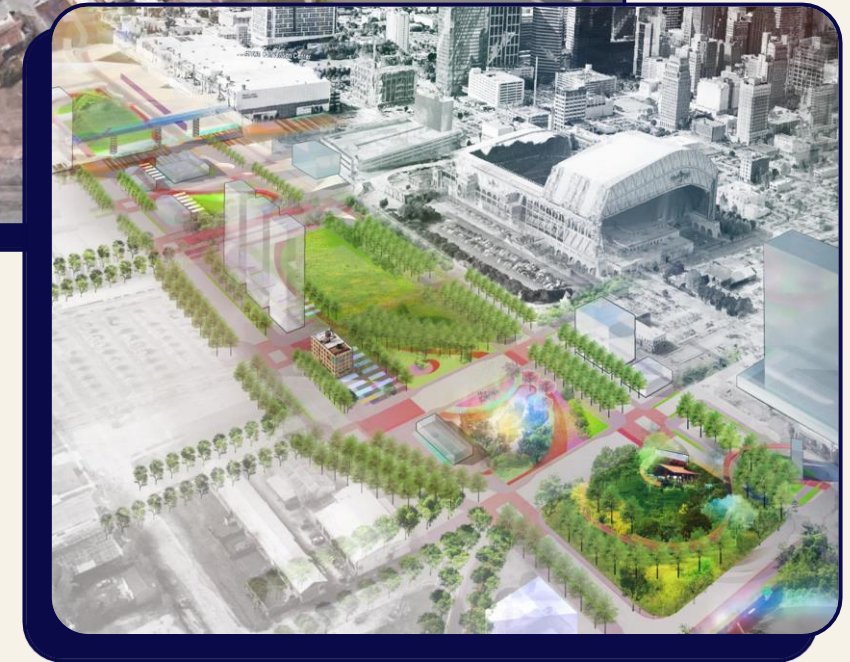
DOWNTOWN TOP 20

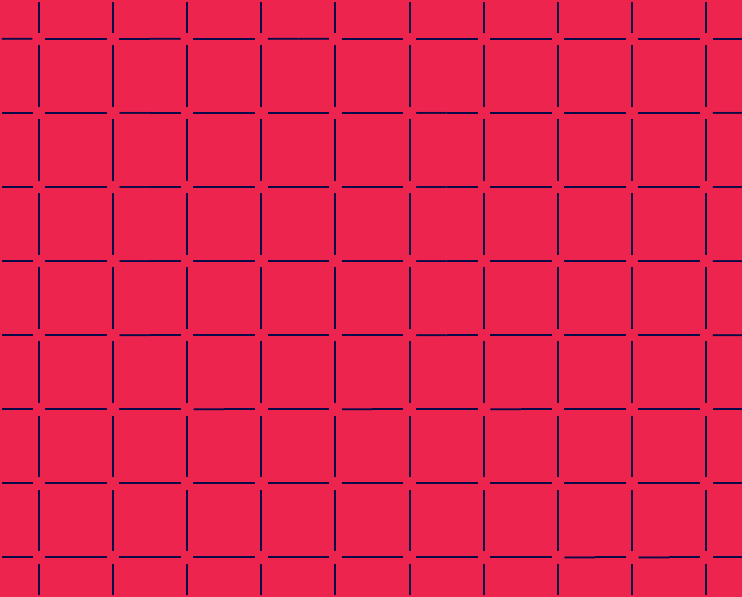
Finalize the EaDo cap's structural design



EaDo Cap structural design

- EaDo Cap will transform public space in Downtown
 - 30-acre area for assembly, destination, events
 - Growing residential and retail demands
 - Addresses adjacent enterprise and community needs
- Base condition impedes vibrancy
- Creating a community asset starts with designing the Cap's structural foundation to support enhancements
- Design will anticipate future amenities
 - Assemblage areas, stages, great lawn
 - Trees and park space
 - Shade and heat dissipation
- Design to balance investment with civic impact



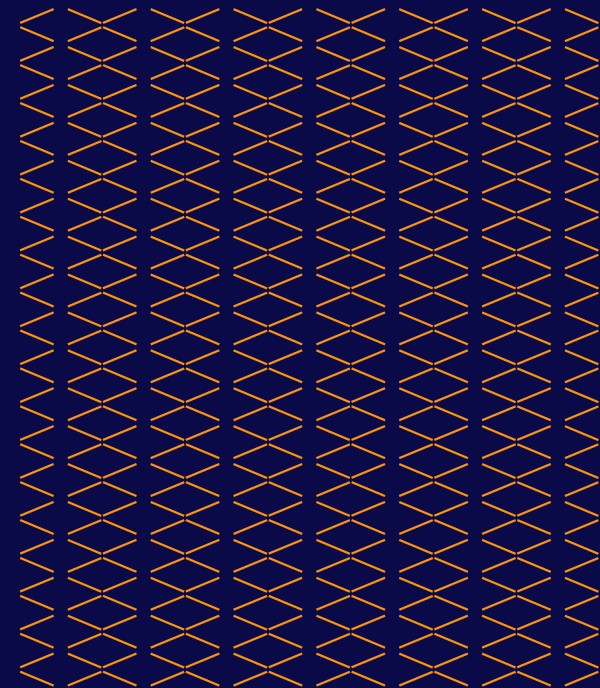


Albert Sanchez

Director of Strategic Initiatives

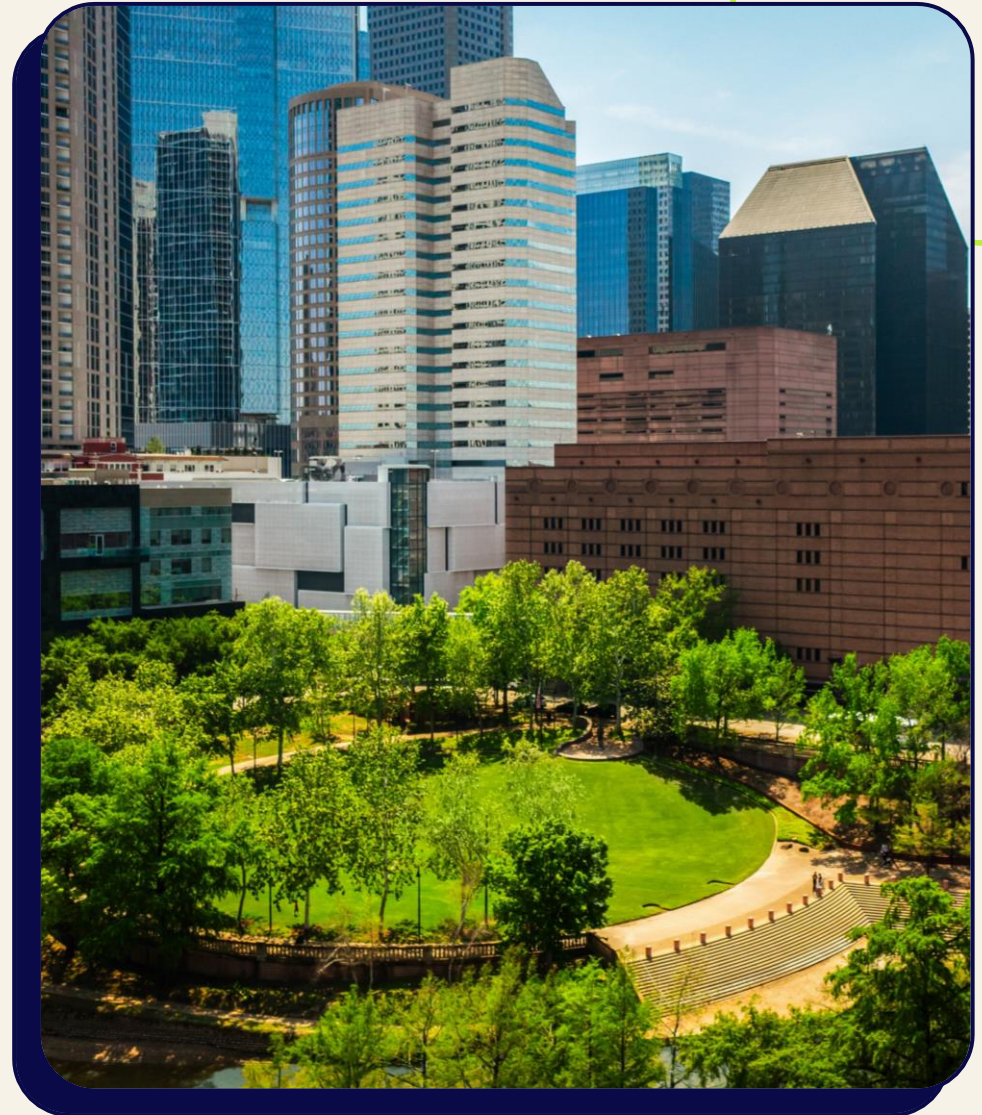
DOWNTOWN TOP 20

**Pursue 10 public and
philanthropic grants**



The Value of Grant Opportunities

- Apply for federal, state, and philanthropic grants
 - **2024 Awarded Grants:** \$23.79 million
- Fund ambitious initiatives beyond the budget
- Scale programs to reach more people and drive community benefits
- Support impactful projects that benefit stakeholders
- Foster collaboration and expand our organizational network

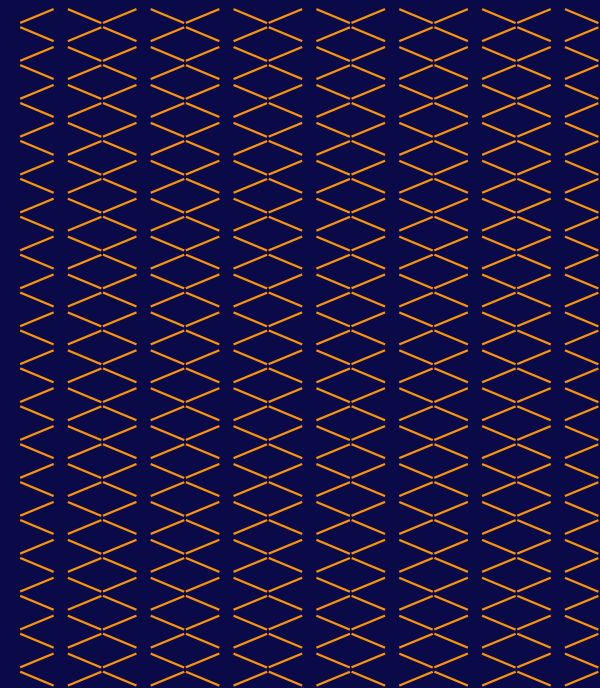


DOWNTOWN TOP 20

Redesign

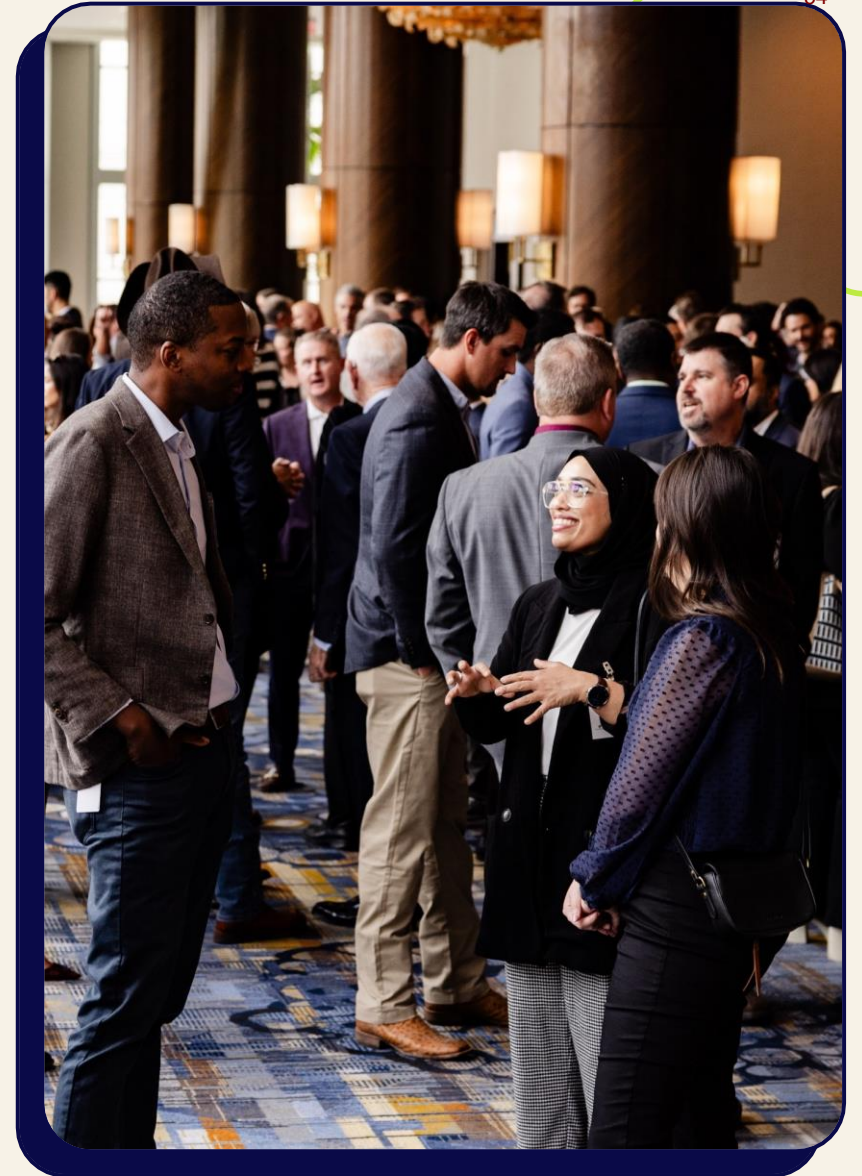
Central Houston, Inc.

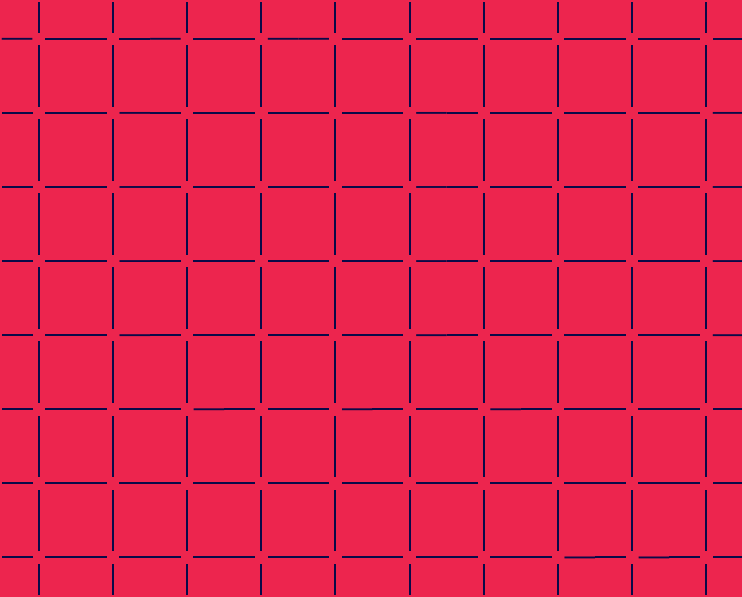
Membership model



Reimagining Membership for the Future

- **Legacy Model Since 1983:** Time to adapt for today's challenges and opportunities
- **Member-Driven Revamp:** Task force sessions (Feb–May) will guide CHI model reimagining
- **Align Membership with Evolving Needs:** Adapting the model ensures it reflects member priorities and delivers maximum value
- **Attract and Retain Members:** Appeal to diverse businesses, expand options and benefits, strengthen loyalty and build lasting relationships
- **Deepen Member Engagement:** Enable stronger connections with Central Houston Inc.'s mission and initiatives



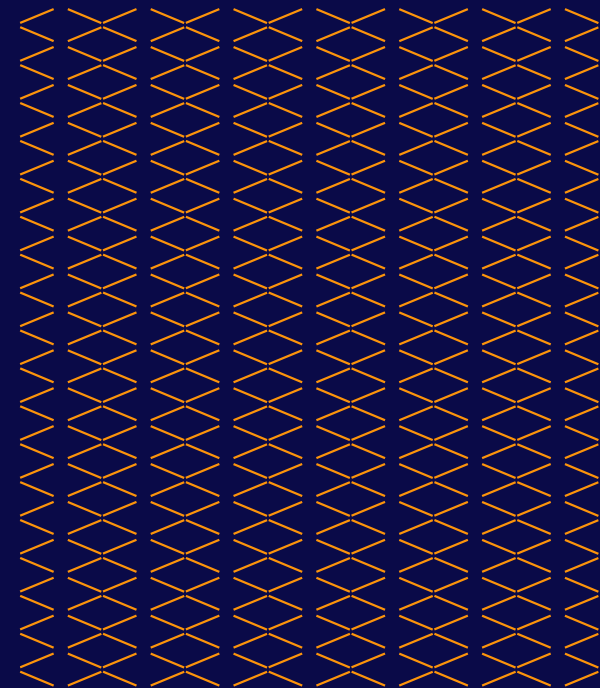


Brett DeBord

Director of Operations &
Capital Projects

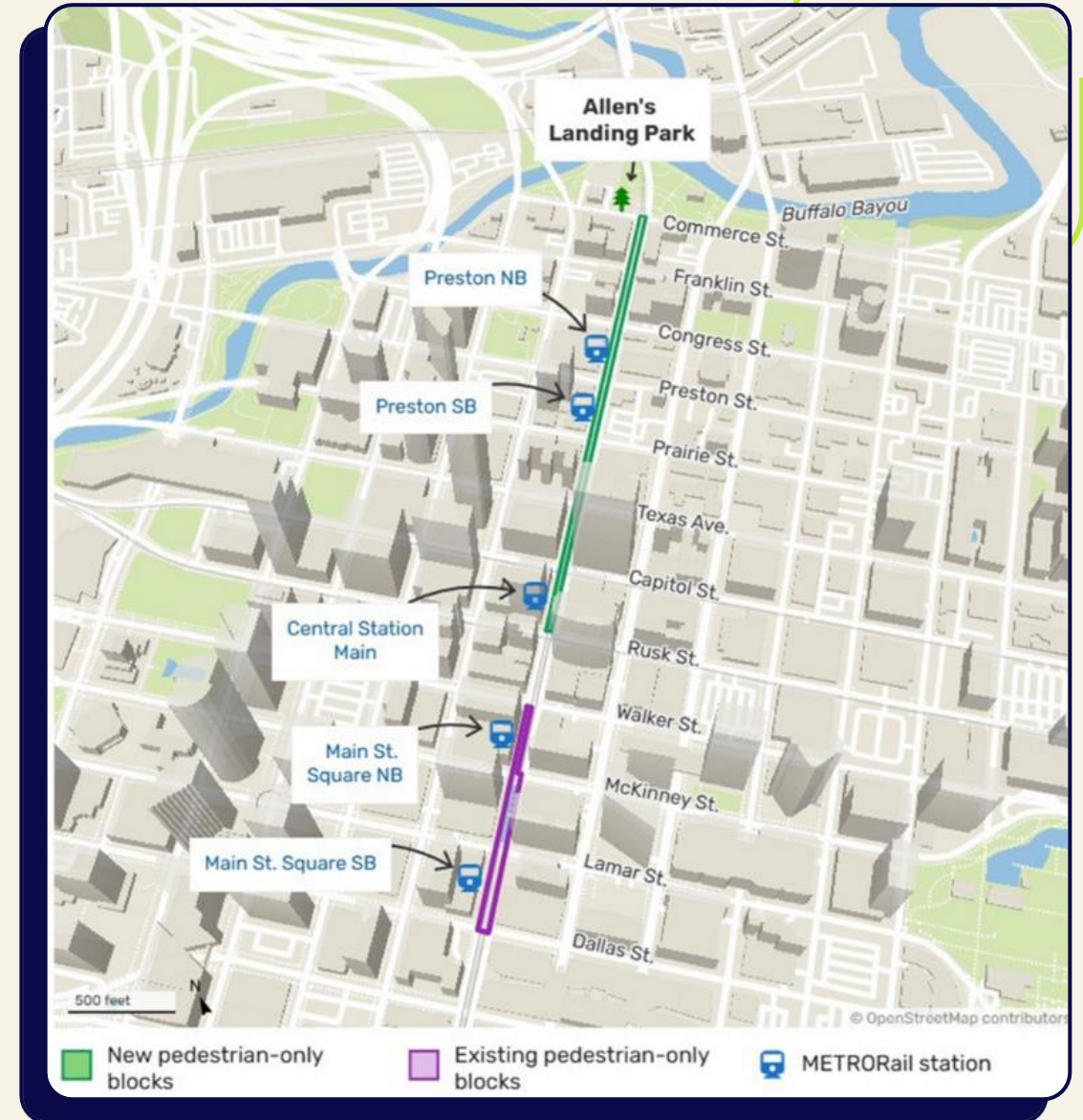
DOWNTOWN TOP 20

Commence construction of
Main Street Promenade and
implement a construction
mitigation plan



Main Street Promenade

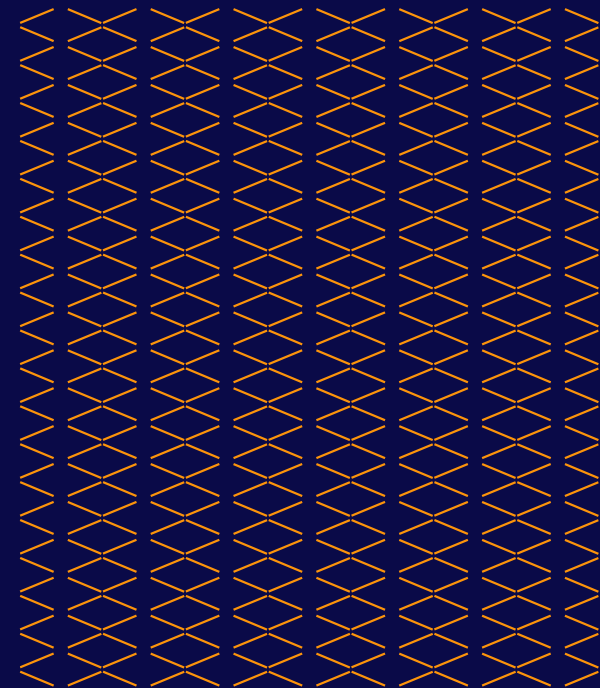
- Street reconstruction will:
 - Widen pedestrian realm
 - Improve street crossings
 - Support local businesses
- 154% increase in trees and plantings
- 4 permanent shade structures
- To be managed, programmed and maintained by HDMD
- H-GAC Grant: \$12M
- Completion May 2026



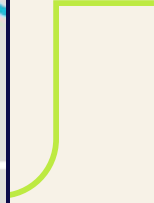


DOWNTOWN TOP 20

Resurface key streets in Downtown

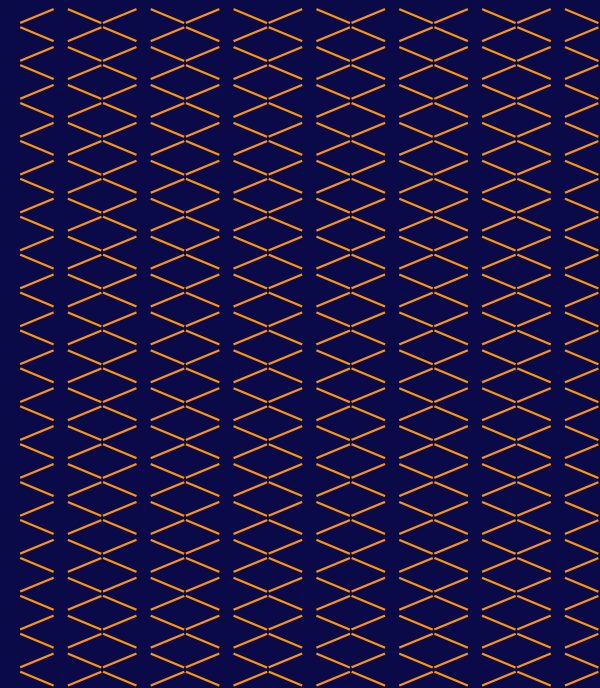


- Resurface streets to address poor roadway conditions
- 80 blocks throughout Downtown
 - New asphalt surface
 - Base repairs
 - Drainage improvements
 - Striping
- Project coordination
 - TxDOT
 - METRO
 - City of Houston
 - Houston Public Works
- H-GAC Grant: \$11.49M
- Target: Significant completion before 2026 FIFA Men's World Cup



DOWNTOWN TOP 20

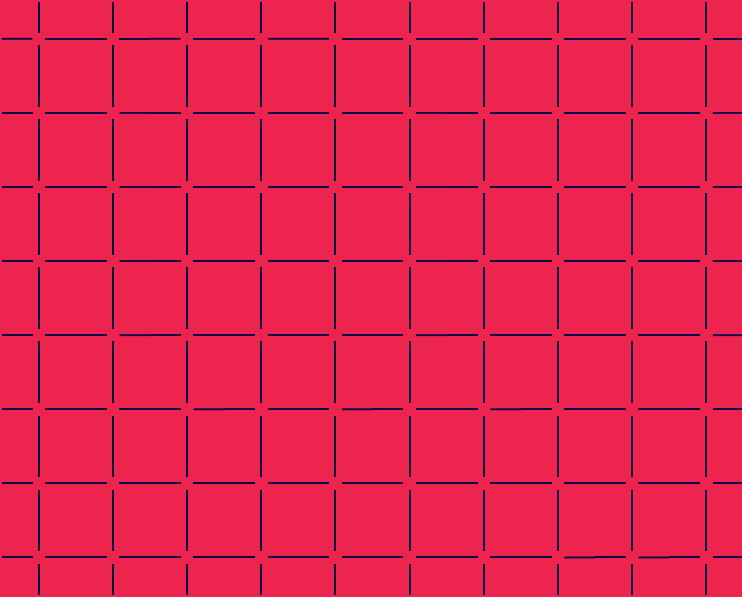
Construct experiential improvements to **Trebly Park**



Enhancing Experiences at Trebly Park

- Permanent shade structures built over play area and dog park
- Large retractable umbrellas in large dog park and outdoor dining area
- 3,470 SF of added shade, reducing temperatures by 15-25°
- Architectural metal panels patterned to match existing glass on café building
- Completion 2Q 2025



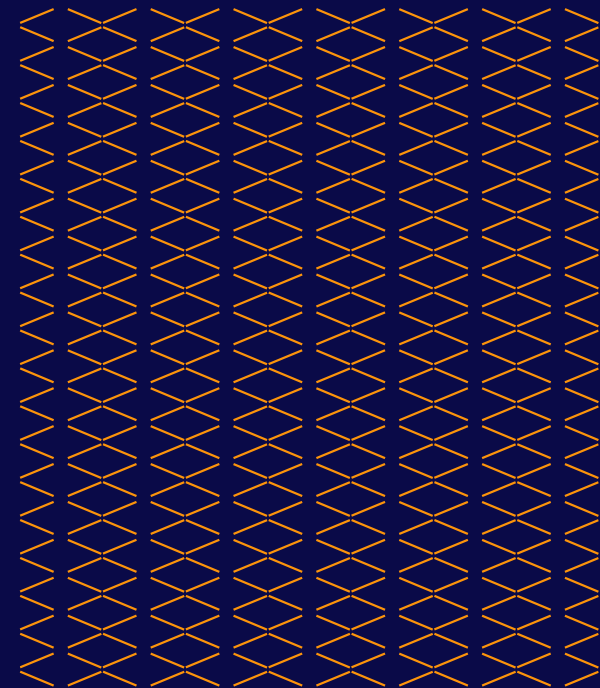


Cassie Hoeprich

Director of Planning &
Economic Development

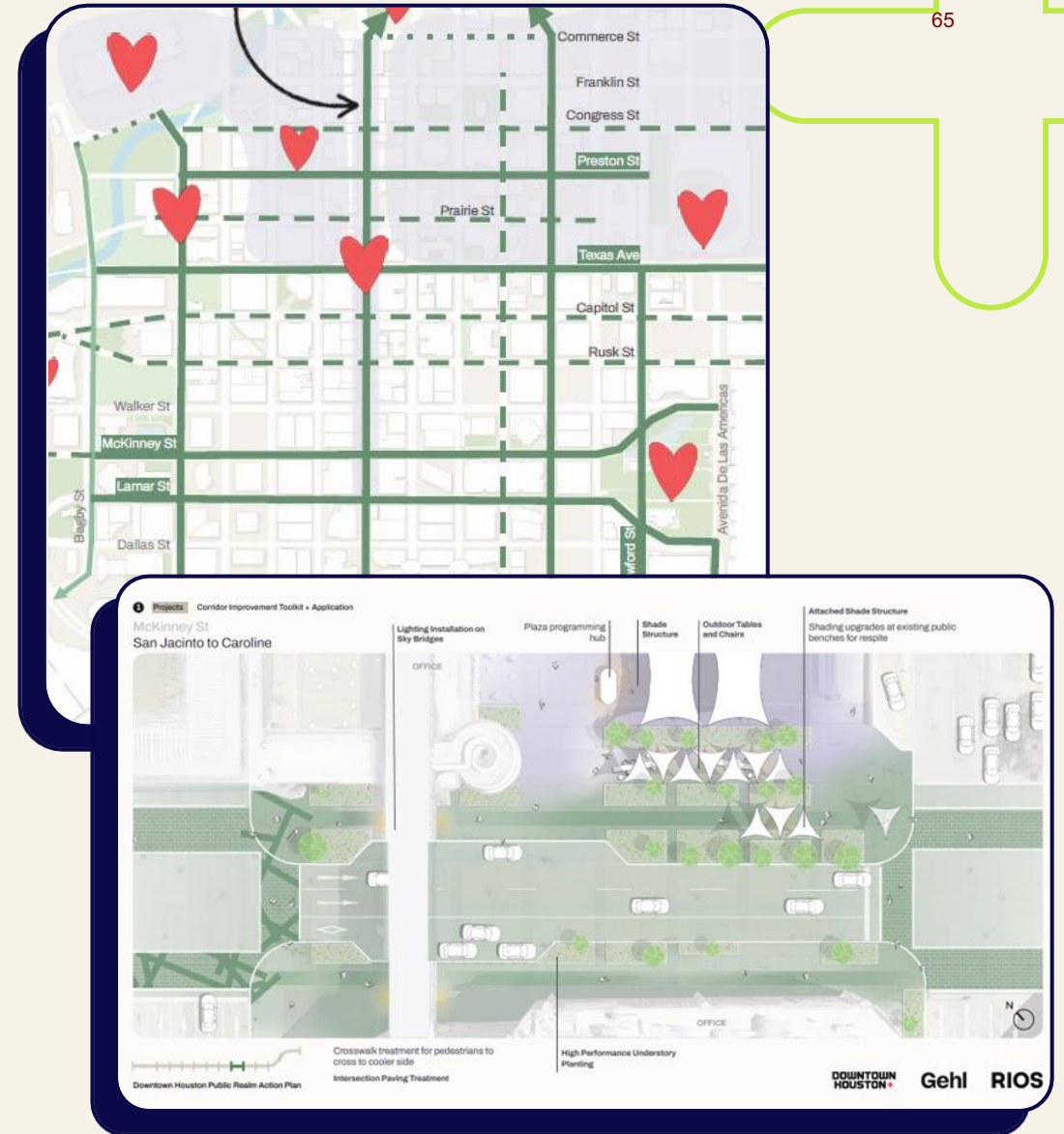
DOWNTOWN TOP 20

Implement “Connected Corridors”: pedestrian-friendly, cool and well-lit paths linking Downtown destinations



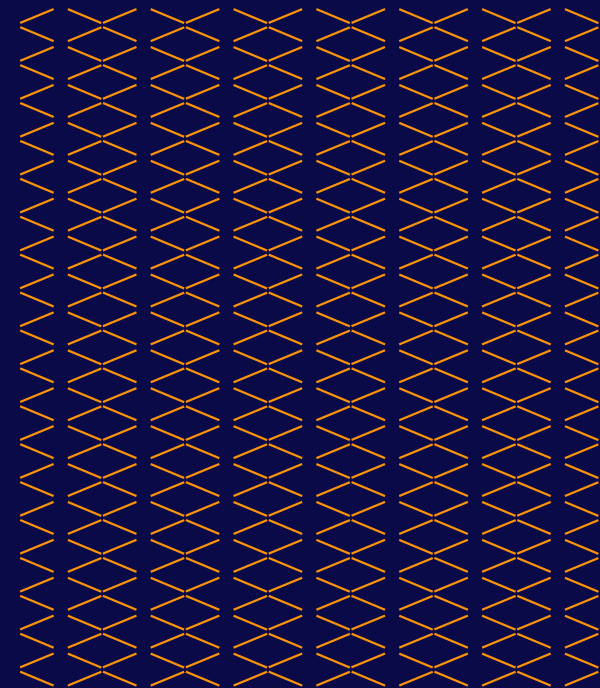
Walkable Corridors for a More Connected Downtown

- “**Connected Corridors**” will connect key destinations in Downtown by improving selected streets
- Streetscape enhancements will focus on shade, plantings, programming and lighting
- 2025 Focus:
 - Texas Avenue
 - McKinney Street
 - Preston Street



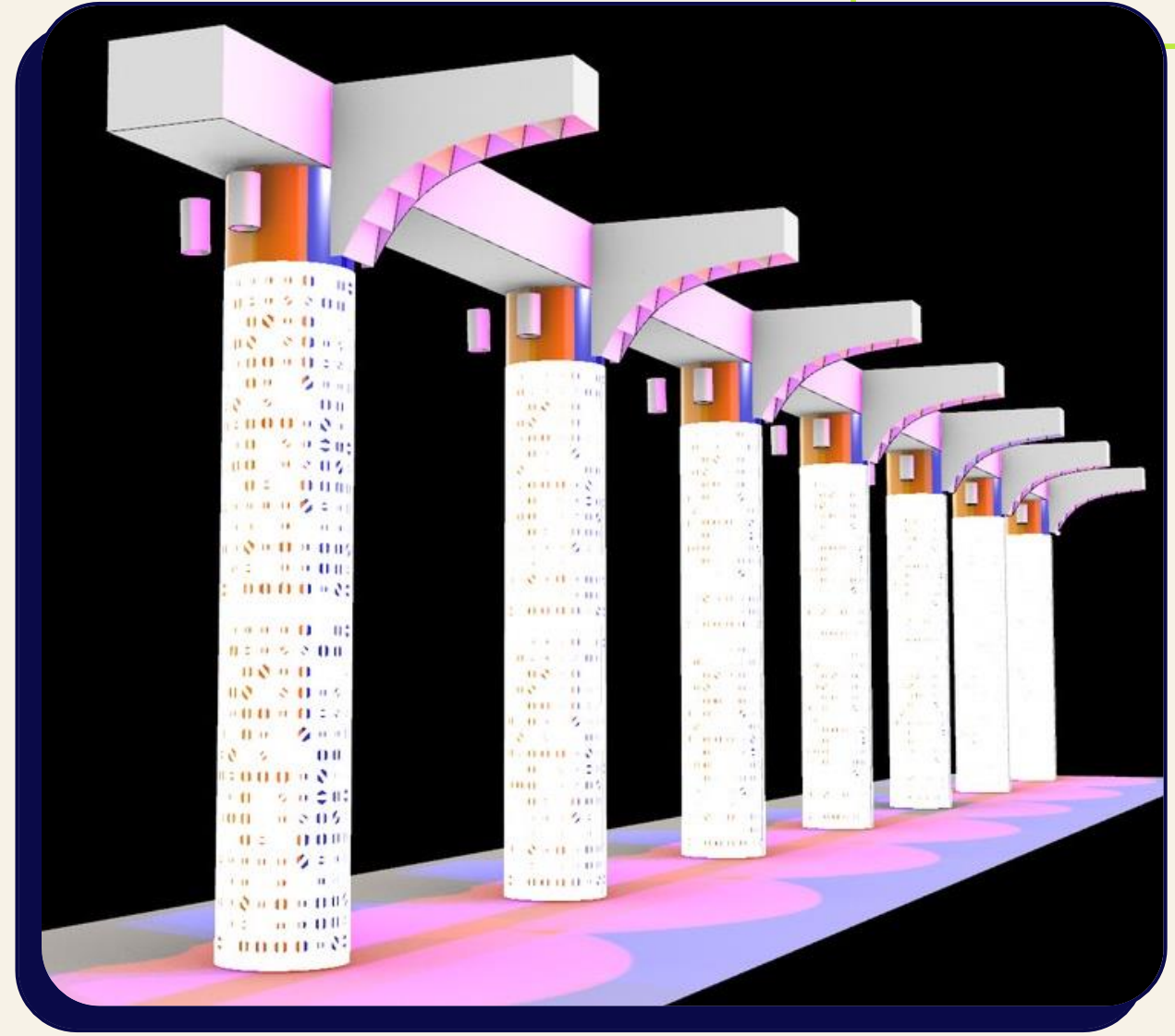
DOWNTOWN TOP 20

Install light art installations
under Texas and Rusk
highway overpasses for
pedestrian comfort



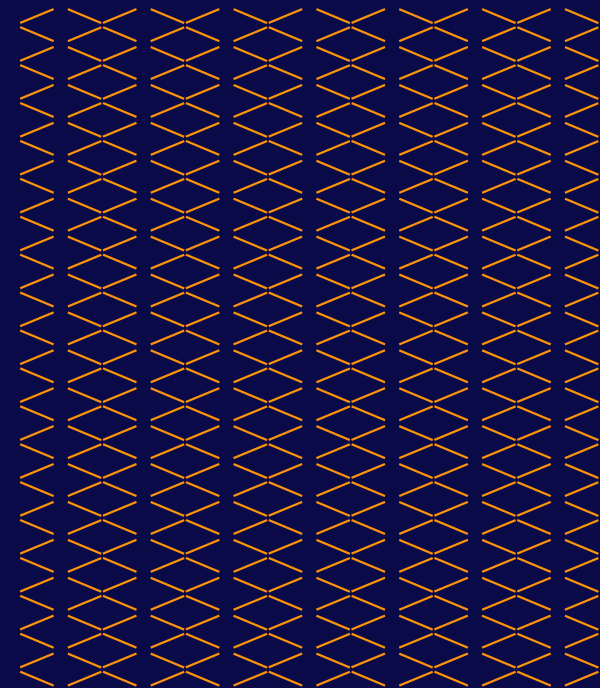
Transforming Overpasses with Art and Light

- Installations will bring dynamic light and interactive sound fixtures between Downtown and EaDo
- Light art installations will create safer passage for sports fans and other visitors to local destinations
- The 2026 FIFA Men's World Cup Fan Fest will utilize these installations to connect fans, hotels, and Discovery Green



DOWNTOWN TOP 20

Launch strategy to reposition Downtown's Tunnel System



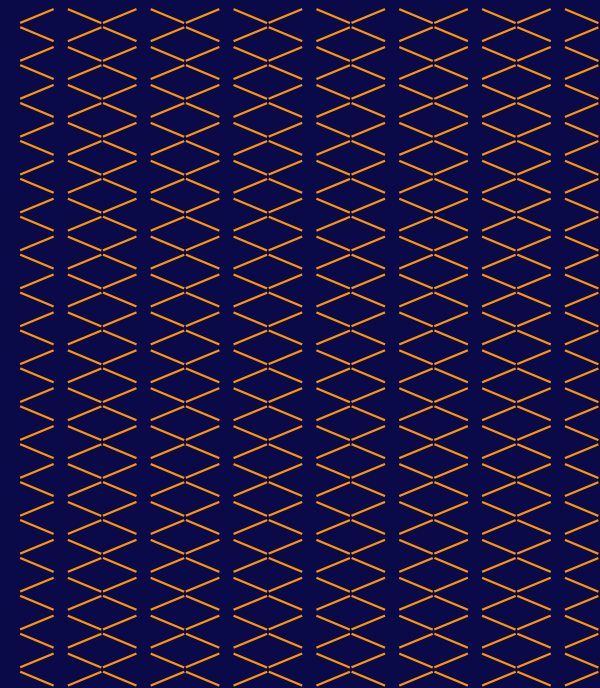
Downtown's Tunnels: A Path Forward

- Strategy aims to encourage office workers to contribute to the public realm's vibrancy
- Must establish a shared vision among property owners, office tenants, retail tenants and the brokerage community
- Complements ongoing street-level retail and public realm investments
- **Flip the go-to choice:** Reposition tunnel connectivity and below-ground destinations as the *secondary* option for Downtown office workers



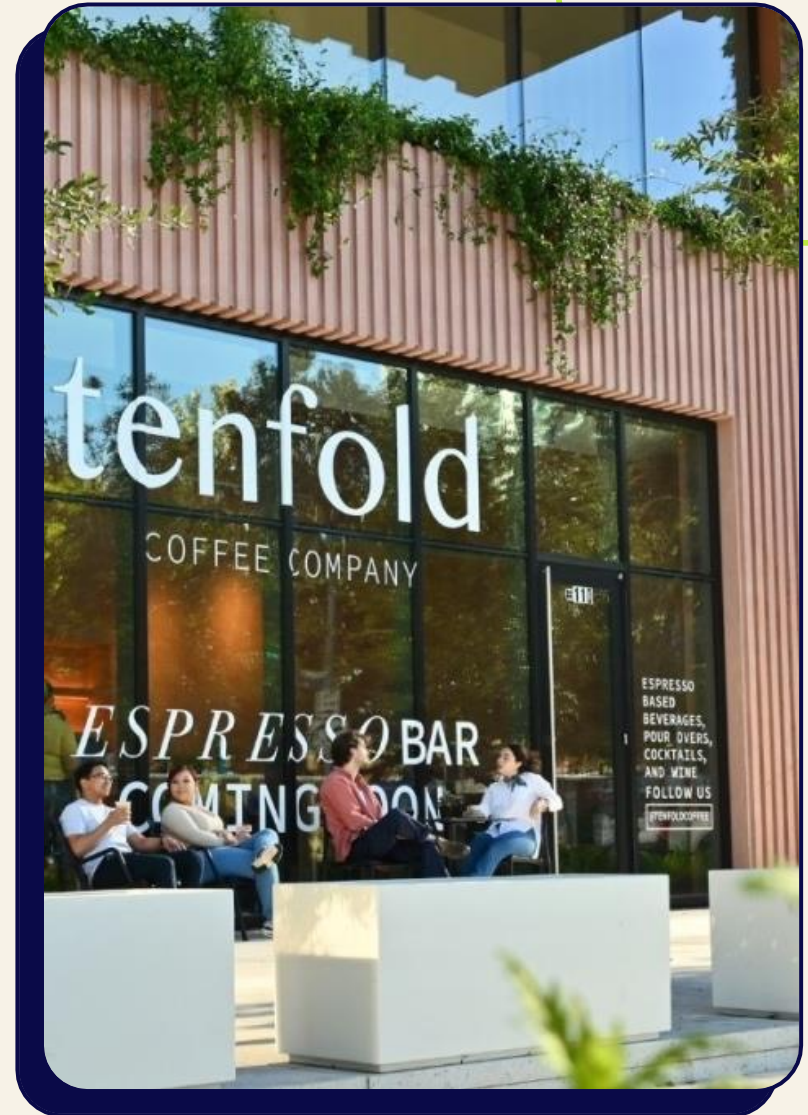
DOWNTOWN TOP 20

Recruit storefront prospects aligned with retail strategy



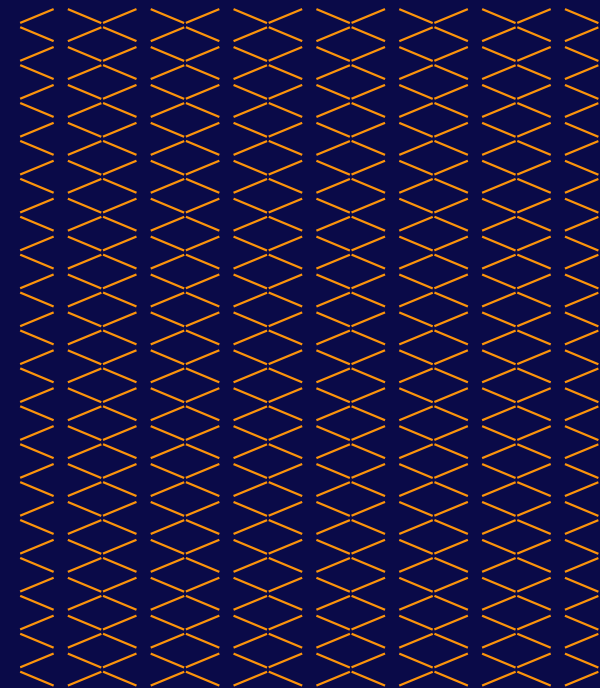
Strategic Storefront Expansion

- Strategy published December 2024
- Focus: Street-level vibrancy and key retail nodes
- Tools include:
 - Thrive Storefront Grants (HDMD)
 - Façade Improvement Grants (DRA)
 - Inducement Grants (DRA)
- Aligned with complementary initiatives to optimize sidewalk activation



DOWNTOWN TOP 20

Conduct a feasibility
study for grocery
store attraction



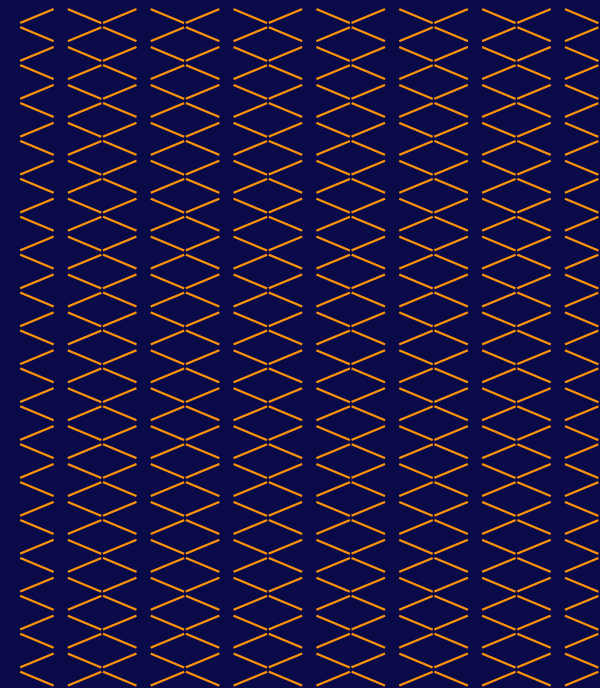
Evaluating Grocery Store Viability for Our Community

- In response to persistent stakeholder requests, study should define the feasibility for additional grocery tenants
- Study to consider grocery potential at all scales, from small markets to larger chains
- Identify specific tools / incentives needed to support the successful attraction of a grocery store(s)



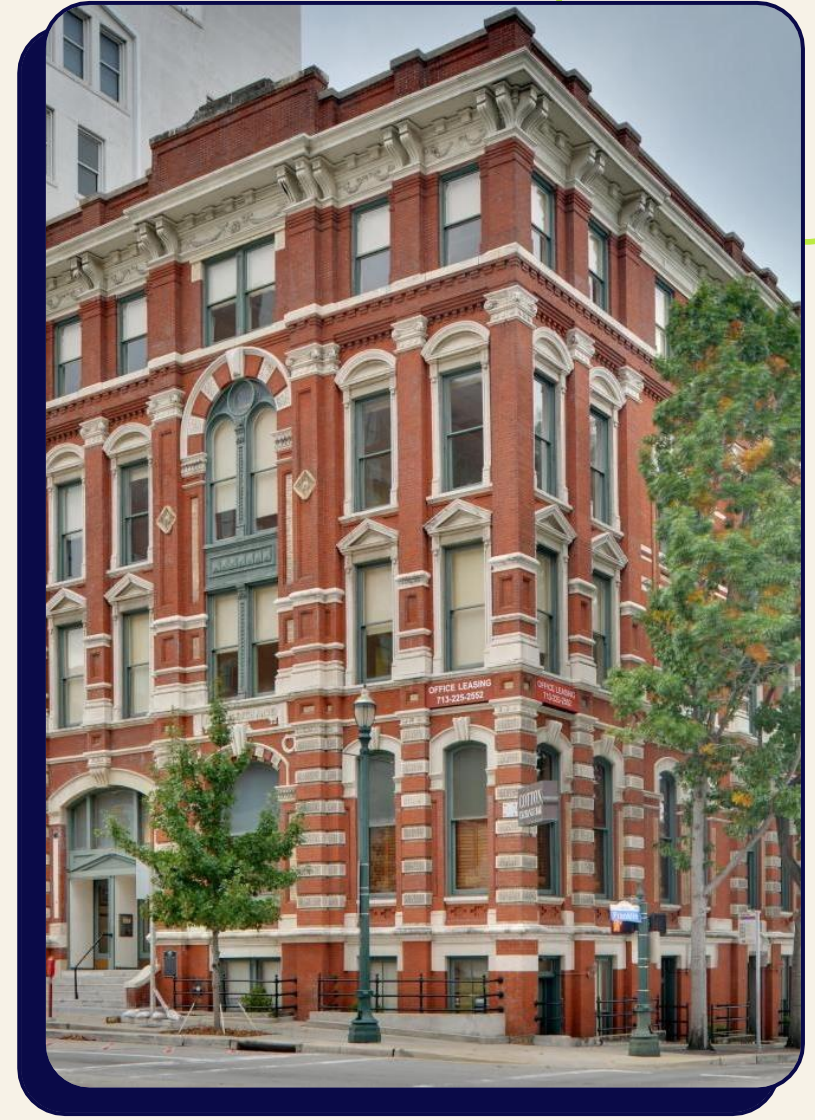
DOWNTOWN TOP 20

Reestablish a façade improvement program



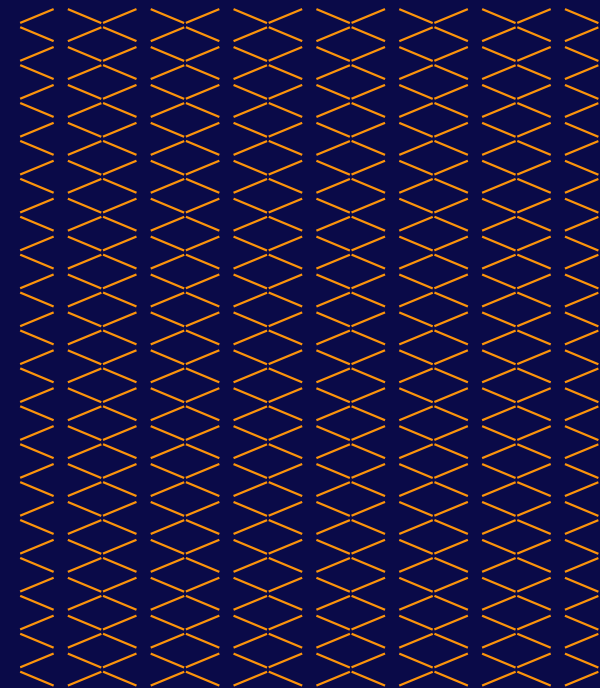
Façade Improvement Program Returns

- Revive the façade grant program to enhance façades across Downtown
- Provide support for restoring architectural features, including lighting, awnings and permitted signage
- Broaden program applicability to include a wider variety of building types and allowable uses
- Expand eligibility to reach a larger cohort of Downtown properties



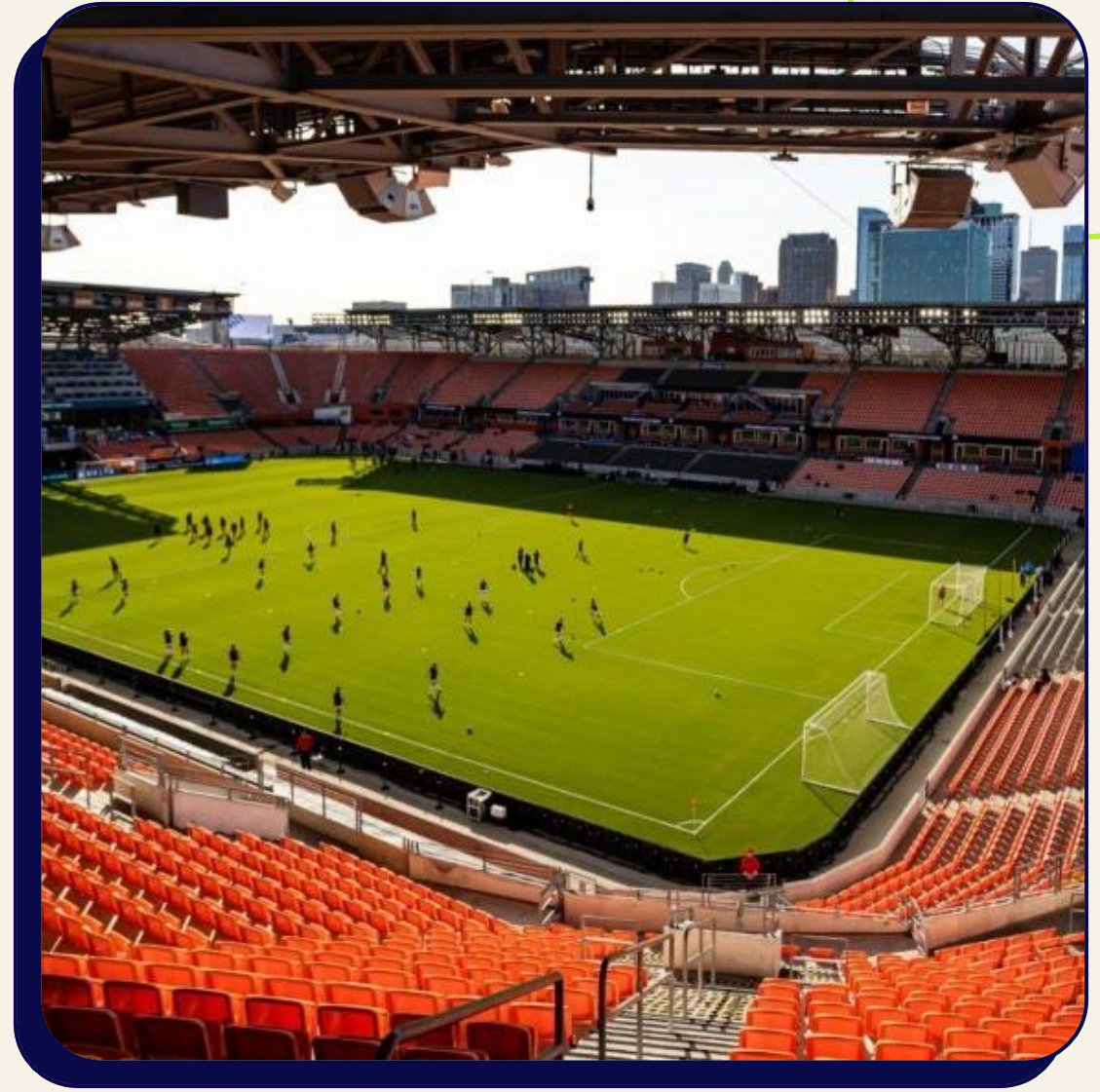
DOWNTOWN TOP 20

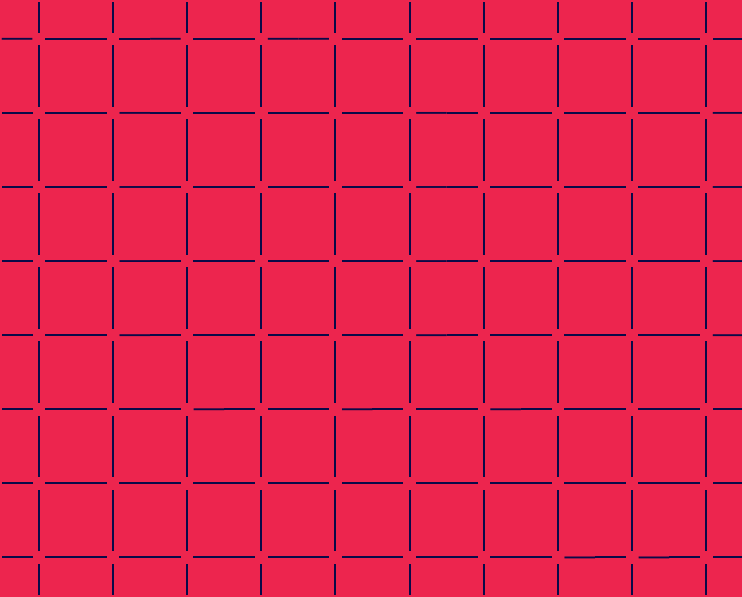
Support planning and preparation for 2026 FIFA Men's World Cup



Building Momentum for the 2026 FIFA Men's World Cup

- Support Houston Sports Authority committees for 2026 World Cup planning and initiatives
- Offer strategic guidance to inform committee actions and decisions
- Lead efforts to implement public realm improvements to enhance wayfinding, transportation and visitors' overall Downtown experience



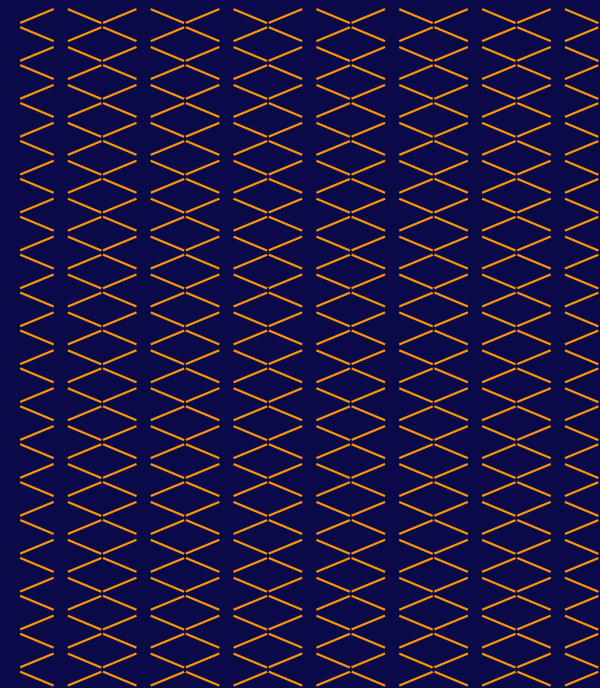


Ann Taylor

Director of Engagement

DOWNTOWN TOP 20

Expand the strategic impact of programming investments



Expanding Everyday Engagement with Events + Programming

- Bring intention and focus on daily activation of parks to drive vibrancy
- Wellness & play encourages spontaneous participation throughout the day
- Activate “*Connected Corridors*” to encourage exploration and vibrancy between major entertainment venues



Enhance Collaboration

From Signature Events
turning on Downtown
for several days ...



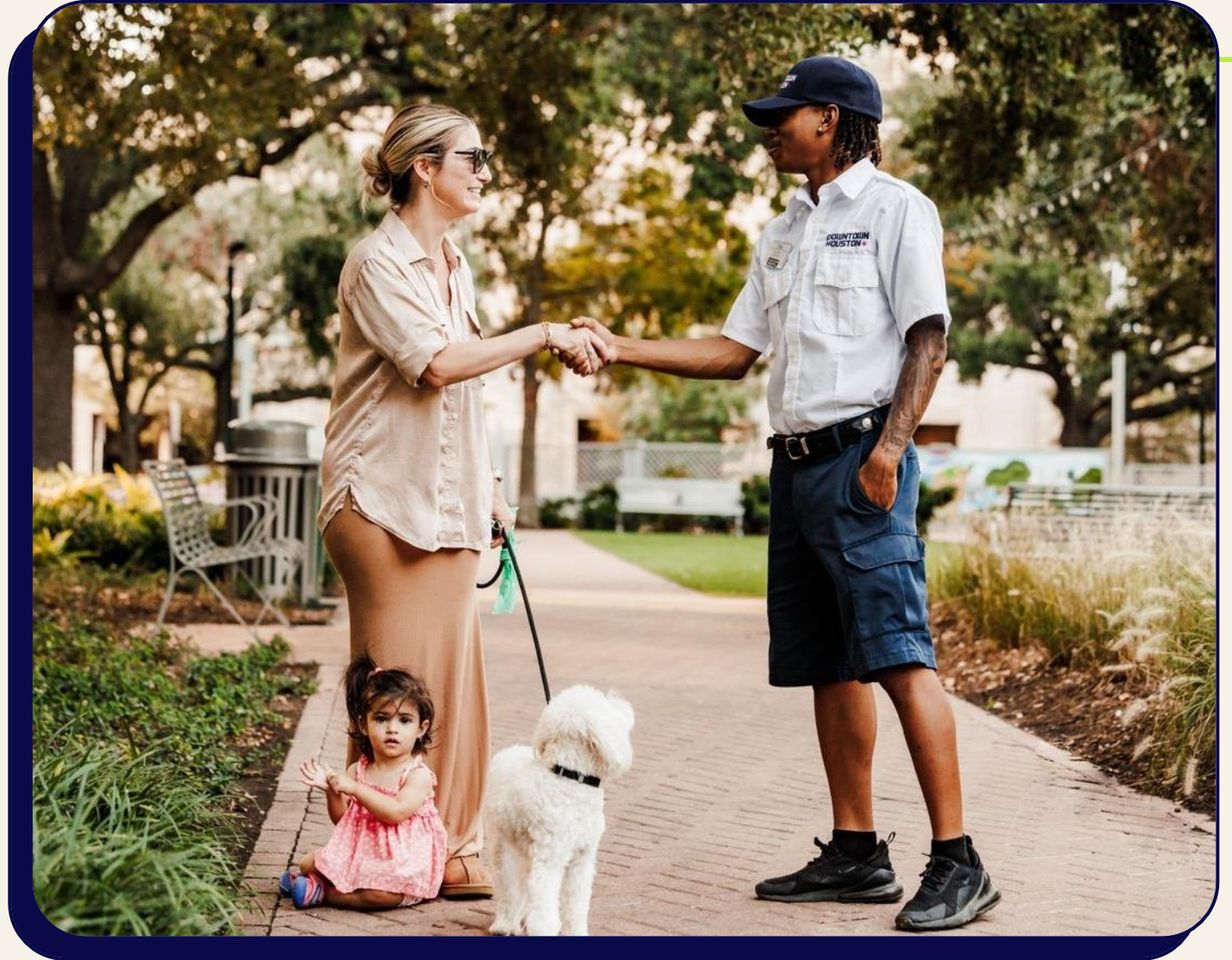
Enhance Collaboration

... to celebrations of our
diversity with festivals
and markets ...



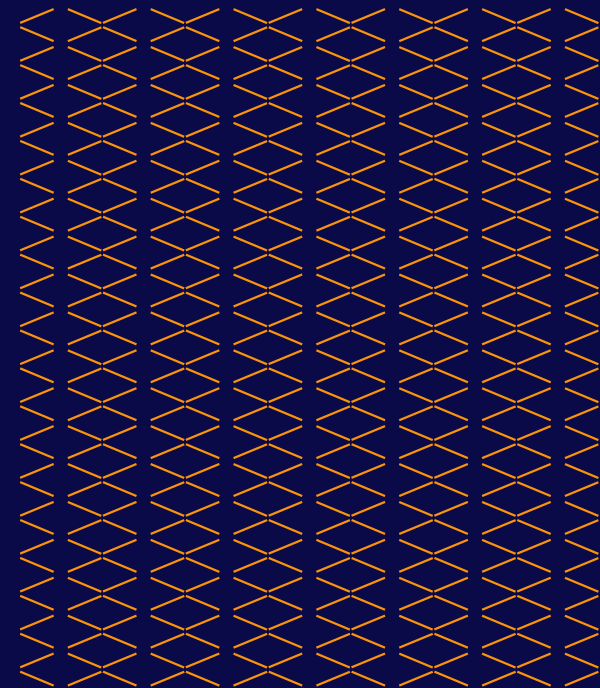
Enhance Collaboration

...to daily touchpoints.



DOWNTOWN TOP 20

Reconstruct Market Square Park kiosk and open new restaurant



A Fresh Look and Flavor

- A new, charming French-inspired bakery and café
- Addition of a 350 SF bistro-style outdoor bar
- Food service provided from 7am – 9pm daily
- Comprehensive catering program, offering premium options for Downtown stakeholders
- All-day activation
- Elevate movie nights, Blanket Bingo and more with chef-inspired dining packages
- Completion: Q2 2025





Thank you!

**DOWNTOWN
HOUSTON+**

**DOWNTOWN
HOUSTON+**



DOWNTOWN HOUSTON+

STRATEGIC ALIGNMENT PLAN UPDATES

March 2025

GOAL 1

90

Champion major projects, initiatives and investments that improve Downtown.

1.4 Guide the implementation of Plan Downtown, the HDMD Service & Improvement Plan, and TIRZ Project Plan.

Highlight: At the close of the proposal review period on February 14, the HDMD Renewal Steering Committee received four proposals from consultants from the states of Texas, Washington, Colorado, and New York. The consultant scope includes shepherding the Committee and Board through a six-month Service plan development process, exploring options for term, boundaries, tiered benefit districts, and assessment methodology. The Committee, chaired by HDMD Board member Clay Crawford, unanimously recommended Progressive Urban Management Associates (PUMA), a consultancy based out of Denver, CO that specializes in Business Improvement District (the common term to describe a Management District) creation and renewal. The recommendation will be considered by the HDMD Board at its meeting on March 6, 2025.

Participating Agencies:



1.7 Collaborate with partners such as the City of Houston, Harris County, Greater Houston Partnership and Houston First to leverage opportunities for shared strategies to improve Downtown.

Highlight: METRORail Red Line ridership surges during rodeo season. Intuitive, helpful wayfinding can reduce confusion and anxiety among infrequent visitors, while reinforcing Downtown's friendliness. HDMD installed 48 Texas-sized sidewalk decals leading from parking to the "Rodeo Rail." Scanning the sidewalk art's QR code, or texting "rodeo" to 56512, puts maps, entertainment, food & beverage, and more into thousands of Downtown visitors' hands. Pop-up performances on Main Street might even help a future rodeo star get discovered. Plus, large gatherings between now and 2025 FIFA World Cup™ allow us to test, observe, learn, and improve wayfinding and the public realm experience.

Participating Agencies:



GOAL 2

91

Enhance and maintain a comfortable, welcoming, and well-managed public realm.

2.5 Maintain and enhance wayfinding systems throughout Downtown to help guide visitors and connect them to points of interest.

Highlight: DTH+ has implemented a comprehensive wayfinding system to help visitors navigate Downtown with ease. The overall wayfinding system consists of vehicular, pedestrian, tunnel, and sub-district street name signage. On January 1st, the Houston Astros renamed their ballpark from Minute Maid Park to Daikin Park. Upon learning about this change, staff promptly engaged and partnered with the Astros to supplement the costs of the wayfinding updates. Work is currently underway to ensure all modifications are completed by March 27 in time for the Astros' Opening Day.

Participating Agency:



2.10 Broadly address the needs of people experiencing homelessness and the associated impacts.

Highlight: In addition to helping plan and implement the operational side of the Mayor's Plan to end street homelessness, DTH+ leadership remains actively involved in building political and financial support for the plan. In the month of February, DTH+ has prepared a white paper for the City's administration outlining a strategy to harness broader participation in the City's TIRZs by Harris County as a method of identifying a portion of the sustainable funding required for plan implementation. Additionally, DTH+ has participated in extended briefings with the City Council's Quality of Life Committee and with local philanthropic leaders. These briefings are critical steps needed to raise financial and political investment in long-term plan implementation.

Participating Agency:





GOAL 3

Drive vibrancy through improved street-level connectivity, a commitment to walkability, and inclusive programming strategies.

3.2 Leverage Downtown's adjacency to Buffalo Bayou as an integral part of the Downtown experience.

Highlight: DTH+ in partnership with The Goodman Corporation, has submitted a \$2,066,400 grant application to Harris County Precinct 2 for the Downtown Houston Bayou Trail Access Improvement Project. This initiative, led by the Downtown Redevelopment Authority, enhances connectivity to Buffalo Bayou and White Oak Bayou by improving trailheads, underpass lighting, and pedestrian access. Developed through key studies, the project supports safer, more accessible greenways, hike and bike trails, and sidewalks in Downtown Houston.

Participating Agency:



3.7 Utilize public art and other place enhancement strategies to improve walkability where built conditions limit storefront activations.

Highlight: The newly approved and published Downtown Houston+ 2025 Public Realm Action Plan tackles the long-standing challenge of connectivity and vibrancy in Downtown Houston. Through a series of targeted initiatives focused on design, retrofit, and other key interventions along select corridors and public spaces, the plan aims to revitalize the pedestrian experience, which has historically been deprioritized, and create a more engaging and stimulating street-level environment.

Recognizing that while Downtown offers numerous destinations, the experience of moving between them often falls short, this plan, developed with extensive stakeholder input, outlines specific initiatives to create a more interesting, comfortable, and dynamic Downtown for all users—residents, visitors, and employees alike.

With approval from the HDMD now secured, implementation is underway, marking a significant step toward transforming Downtown Houston into a more connected and vibrant destination.

Participating Agency:



GOAL 4

93

Foster a vital and thriving economy through business growth, residential expansion, and enhanced reasons to be in Downtown.

4.8 Develop tools and supporting materials to attract, retain and grow office tenants among key industries that diversify the composition of Downtown employers.

Highlight: Downtown Houston+ leapt into action to land a new Downtown office and relocation for the North American President of Vestas, a global leader in sustainable energy operating in 88 countries and employing 35,000. Next, DTH+ helped Vestas executive operations plug into Downtown with a curated package of helpful resources. Supporting ribbon-cutting festivities at 609 Main, DTH+ connected Houston energy reporters, and coordinated with City dignitaries, including Houston Mayor Whitmire, Houston City Council Member Joaquin Martinez, Greater Houston Partnership President and CEO Steve Kean, and DTH+ Leadership.

Participating Agencies:



4.9 Research and develop return-to-office strategies to accelerate the return of employees to Downtown.

Highlight: Given the notable increases for in-office work expectations seen in both the public and private sectors thus far in 2025, DTH+ has prepared a survey for corporate executives that will be distributed jointly by DTH+ and the Greater Houston Partnership. The survey intends to collect both current and planned policies for in-office work specific to Downtown Houston employers, as well as to determine contemporary rationale for both increased expectations and resistance to them. Although Houston remains a national leader in return-to-office trends, developing this finer-grain understanding will help inform business leaders as they consider changes to their own policies. The anonymized results will be shared with the DTH+ community once the survey and data analysis are completed.

Participating Agency:



GOAL 5

94

Develop a hivemind of intelligence and goodwill by genuinely engaging and convening stakeholders.

5.2 Improve and expand external communications to increase awareness of CHI, its actions, and general Downtown Happenings.

Highlight: When the Houston Business Journal tapped Traci Pelter as its newest publisher and first woman at the helm, she reached out during her “listening tour” with leaders who shape the news. On behalf of the Downtown business community, DTH+ team members shared an array of data-driven communications vehicles as well as subject matter experts ready to help journalists and their audiences understand not just the latest transactions, but also the vision, trends and strategic actions that will drive future business decisions.

Participating Agency:



5.8 Advance efforts to spotlight the initiatives, moments, and entities advancing Downtown as an inclusive community.

Highlight: DTH+ Leadership was invited to present at the KPMG Leadership Meeting, providing an opportunity to highlight key initiatives shaping downtown. Topics included the North Houston Highway Improvement Project, efforts to end street homelessness, and the Main Street Promenade, amongst others. Attendees were highly engaged in the discussion, and as a result, two senior KPMG leaders expressed interest in joining collaborative committees to support ongoing efforts.

Participating Agency:

