

# Talk about opportunity!

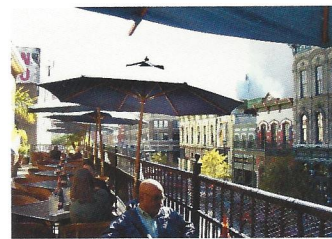
*There's a world of it downtown • Think business • Residents • Shopping • Restaurants • Nightlife • Sports • Light rail • Tourism • Conventions • The arts • They're thriving downtown*



Photo by Lori Diman



Downtown Foley's



Downtown Houston has been called one of the three most revitalized urban centers in the West! Since 1995, nearly \$4 billion have been spent on public and private development projects of all kinds downtown. These projects are concentrated in a 1,178-acre area at the heart of an eight-county region with an economic base of \$215.8 billion - larger than that of the countries of Turkey, Austria, and Denmark.

Downtown Houston offers retailers a range of investment opportunities in the heart of the nation's fourth largest city. By 2005, downtown expects annual retail sales to top \$865 million, an increase of more than \$152 million from 2001.

With a diverse population of 4.5 million, the Houston area is expected to continue its phenomenal growth in the coming decades. By 2005, over 5.1 million are expected to live in the greater Houston metropolitan area. Downtown's residential population is expected to increase more than 300 percent.

**"The pulse of any great city is its downtown metropolitan area, and Foley's has called downtown Houston home for more than a century.**

**PRISCILLA THORNE TINSLEY**  
Public Relations Manager  
Foley's







Bayou Place - a 220,000 s.f. entertainment center

**Talk about quality of life!**

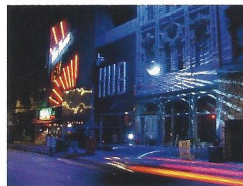
It's the standard for development downtown. From new infrastructure to new theaters, residential lofts and major league sports facilities, the benchmark is livability.

It's evident in Main Street Square, an \$8.9 million plaza being built on Main, downtown's original retail street. The plaza features a 250-foot long pool with a 62 pop jet fountain programmed to provide a constantly changing experience. Add Main Street's new light rail system and downtown Houston offers shoppers an experience unique to our region.

The billions of dollars invested downtown are almost equally divided between the public and the private sectors. Since 1995, local governments

and agencies have spent nearly \$1 billion on new major league sports stadiums in the fastest buildup of such facilities in modern times. Downtown Houston pulses with life 24 hours a day, 7 days a week.

Public sector projects in downtown Houston include a \$324 million light rail system that will be running by January 2004, a \$248 million state-of-the-art ballpark with a retractable roof, a \$175 million basketball arena for the Houston Rockets and Comets, a \$265 convention center hotel and a \$165 million expansion of the George R. Brown Convention Center.



Main St. night life

Private sector projects downtown include an \$88 million performing arts theater, an important addition to downtown's world-renowned Theater District; a five-acre entertainment-themed development with restaurants, a Ferris wheel, an on-site train and aquariums with a total of 500,000

gallons; numerous condo and loft conversions and a flourishing restaurant and club scene.

**Employment**

There are more than 140,000 employees in downtown Houston. Office workers account for over two-thirds of the downtown work-force. Total employee population in downtown Houston is projected to grow by 7 percent from 2000 to 2005, or by 1.4 percent per year.

**Residential**

More and more Houstonians are choosing a downtown address. More than 2,400 units are currently located in downtown and more are under construction. Approximately 3,000 people call downtown home. Over 8,200 new units and townhomes have been built within 1.5 miles of downtown, housing over 10,000 residents.



Dining under the Rice Lofts Balcony



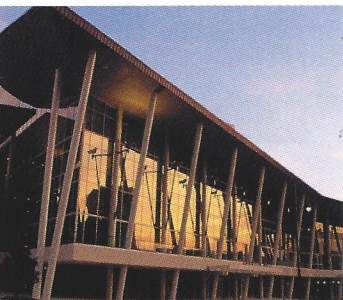
Sam Houston Hotel

**Hotels**

Currently, there are 2,673 hotel rooms in downtown. By 2005, there will be more than 5,000 rooms in downtown Houston, partially due to the increase in hotel visitation by more than 850,000 visitors a year. Hotels currently under construction include the much anticipated 1,200-room Hilton Americas Hotel which will be completed this year in between the new arena and the expanded convention center; Courtyard by Marriott and Marriott Residence Inn in the historic Humble Oil Building.



Post Rice Lofts



Hobby Center for the Performing Arts

**Visitors**

NUMBER OF TRIPS GENERATED PER YEAR

	2002	2005
Daytime Visitors	11 mil	11 mil
Downtown Workers	39 mil	41 mil
Theater District	2.5 mil	4 mil
Sporting Events	3 mil	5 mil
Conventions	970,000	1.4 mil
Hotels	759,500	1.4 mil
Special Events	9.7 mil	15.5 mil
Other Visitors	12.8 mil	13.4 mil
<b>Total</b>	<b>79.7 mil</b>	<b>92.7 mil</b>



Main St. Square will feature an exciting display of lights and water.



Lightrail/  
Main Street Corridor

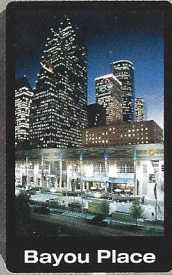
Retail  
Opportunities

Future  
Retail

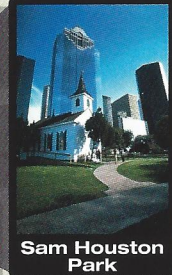
Dining  
Entertainment

Residential

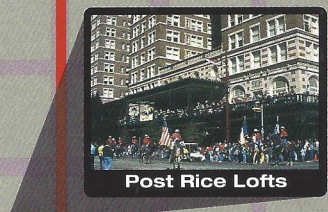
Hotels



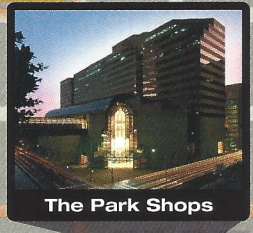
Bayou Place



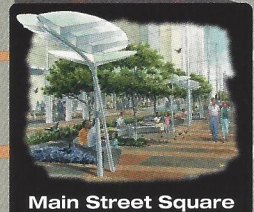
City Hall  
Sam Houston Park



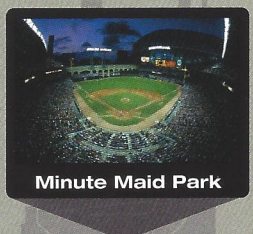
Post Rice Lofts



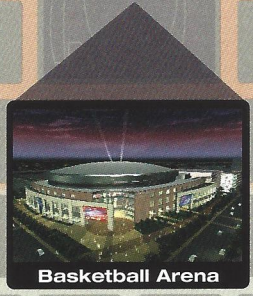
The Park Shops



Main Street Square



Minute Maid Park



Basketball Arena

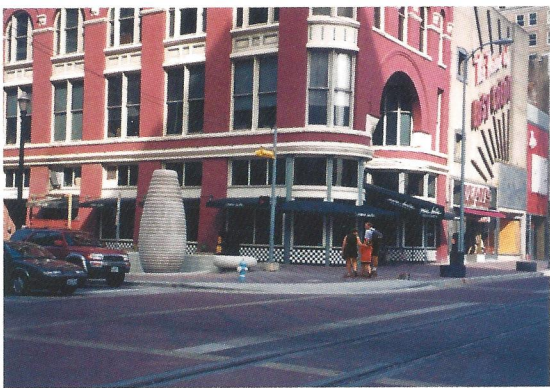
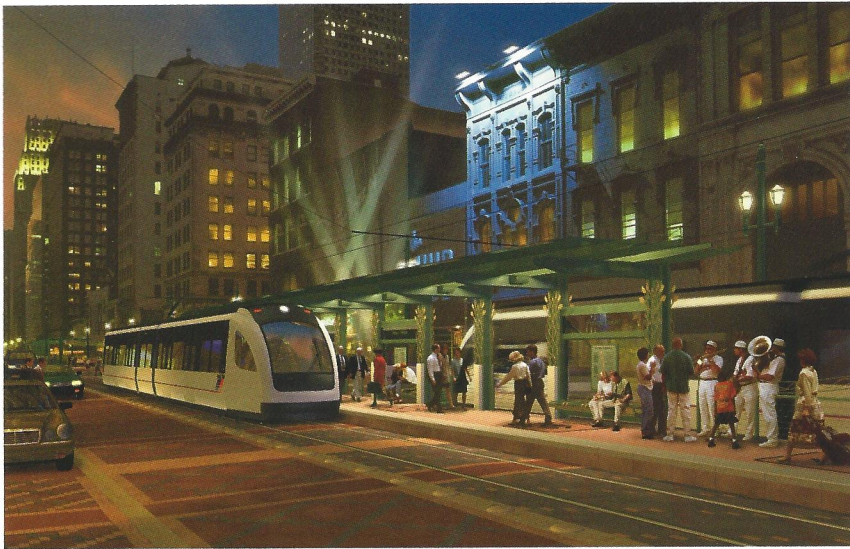
Main Street Square

45

PIERCE ELEVATED

59





**The future builds on a glorious past. Top to bottom: A rendering of a light rail station downtown. Main Street today with rail lines in place. Historic Main Street, Houston's traditional retail corridor.**



• *The possibilities downtown are endless. Attractions abound.* • *Houston's heart is a great place to do business.*



Houston Downtown Management District  
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[www.downtowndistrict.org](http://www.downtowndistrict.org) [www.centralhouston.com](http://www.centralhouston.com)

#### Existing Retail

- Over 2.3 million s.f. of retail space.
- More than 200 dining and entertainment venues in downtown
- Angelika Movie Theater
- Foley's Department Store
- Park Shops
- Bayou Place Entertainment Center
- Market Square area with restaurants and clubs
- Many small retailers along Main Street
- Tunnels system over 6.3 miles with 100 plus businesses
- A new 400,000 Downtown Aquarium developed by Landry's



#### Retail Opportunities

Numerous opportunities exist along Main Street. A recent study indicates there will be a large demand for retail in downtown Houston.

- \$856 million in total sales by 2005
- Unmet demand of 776,034 s.f. by 2005



The Park Shops