

# WHY DOWNTOWN HOUSTON

2024

DOWNTOWN  
HOUSTON+

An aerial photograph of the Houston skyline, showing a dense cluster of skyscrapers and mid-rise buildings under a bright blue sky with scattered white clouds. The foreground shows a mix of older brick buildings and modern structures, with some greenery and parking lots visible.

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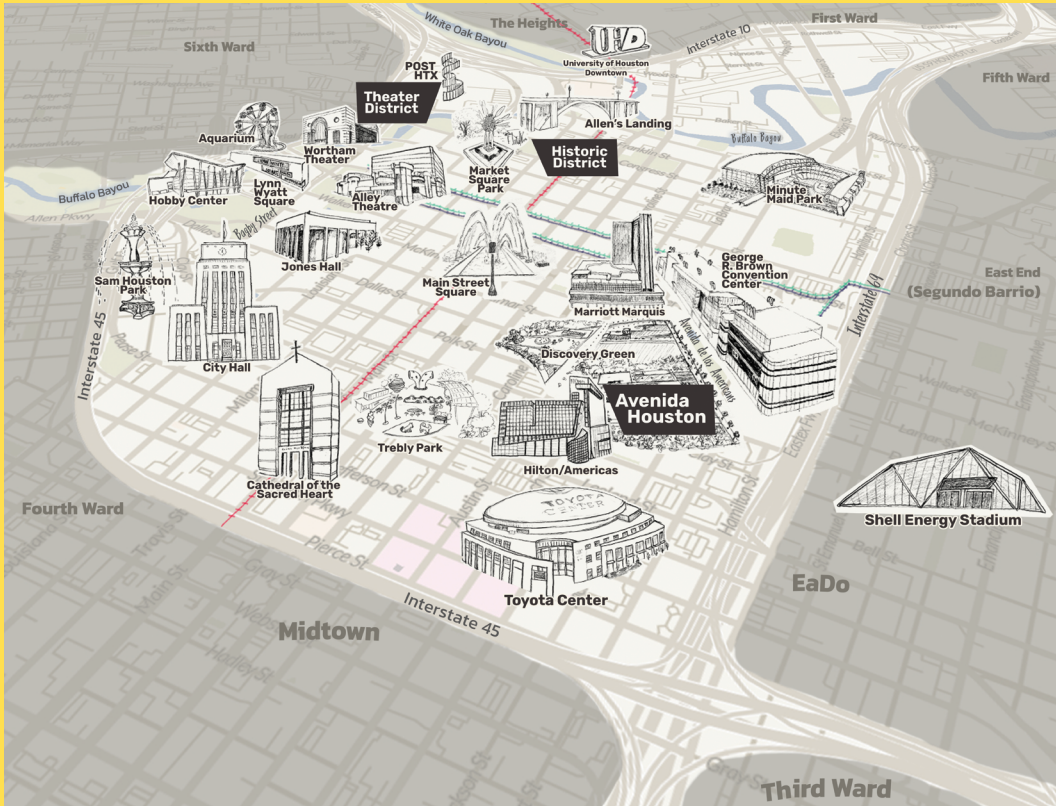
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# NEIGHBORHOOD AT A GLANCE



## Why Downtown Houston

Downtown Houston, strategically positioned in the heart of the Houston, serves as a central hub for arts, business, culture, and innovation. Its prime location offers unparalleled accessibility to a diverse array of attractions, including Buffalo Bayou, three sports stadiums, six food halls, and a world-class Theater District. Beyond working hours, Downtown hosts lively restaurants, cultural events, and bustling nightlife. Downtown Houston offers all the amenities and choices of an urban setting along with a clean (arguably the cleanest Downtown in the country) and safe environment.



**23**

Light Rail (Miles)



**6.5**

Tunnels & Skybridges (Miles)



**78k+**

Residents (2-Mile Radius)



**20**

Parks & Greenspaces



**60k+**

Parking Spaces in Garages, Lots & on the Street



**3**

Sports Stadium



**15,739**

Students at Four Downtown Schools



**13**

Performance Spaces & Organizations



**280+**

Bars & Restaurants



**4k**

Trees along our sidewalks



**12**

Religious Institutions



**9**

Fortune 500 Headquarters



**140k+**

Downtown Workers



**52.6**

Sq Ft of Office Space (Millions)

# RESIDENTIAL

Total Population

**10,170**

2023 YTD Source: mySidewalk (Census)

Median Age

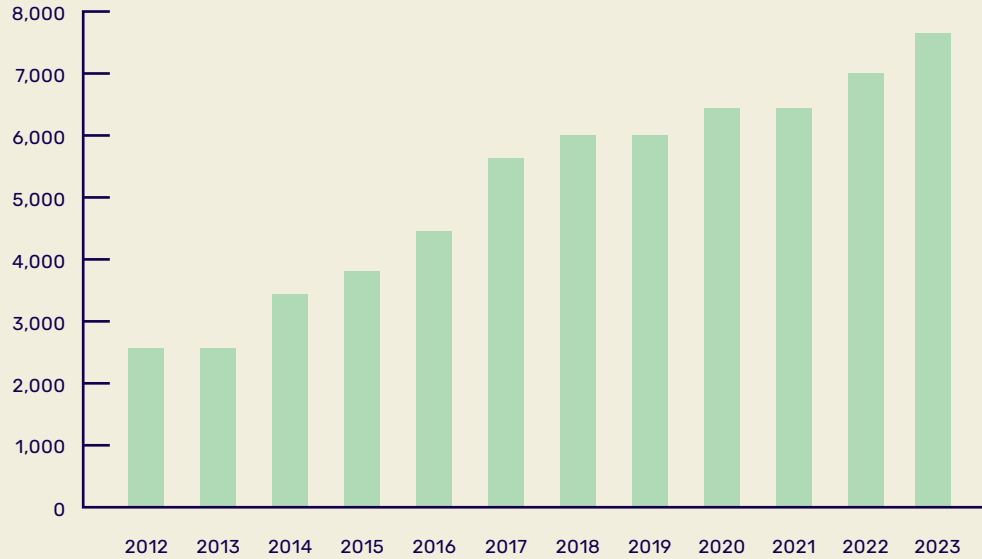
**37.3 years old**

2023 YTD

**Did you know?**

There are an additional  
**~68K**  
residents in a 2-mile radius  
of Downtown Houston

## Growth in Units Over Time

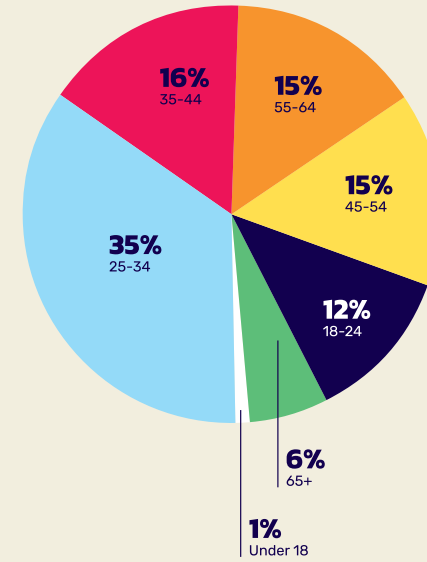


Source: CoStar

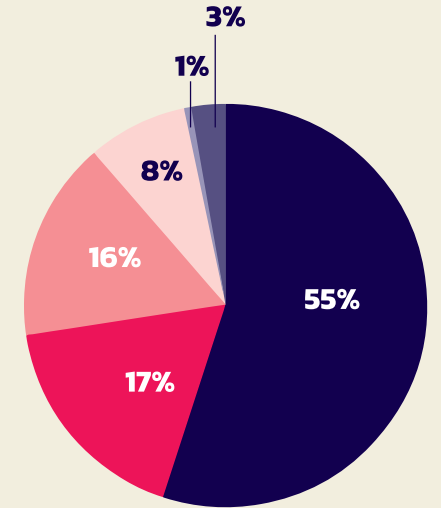
# DEMOGRAPHICS

Breakdown by category

## Age Distribution



## Race/Ethnicity of Downtown Residents



- White
- Black
- Hispanic
- Asian
- Other
- Two or More Races

**1.32**  
Household Size

**\$95,051**  
Median Household Income

Source: U.S. Census Bureau

Source: mySidewalk (Census 2018-2022)



## Did you know?

The types of residents attracted to Downtown living are young urban professionals, empty nesters, reverse commuters and, yes, even small families. Residents here are looking for new experiences—they love being at the heart of the action, whether that's courtside at a Rockets game or taking in a Broadway show.



## Greater Downtown Residential Pipeline (2 mile radius)

PROPERTY NAME	ADDRESS	# OF UNITS	RBA	YEAR BUILT	# OF STORIES	RENT TYPE
<b>The Mill</b>	2315 Navigation Blvd	340	100,000	2024	6	Market
<b>Caroline Lofts</b>	2515 Caroline St	119	69,000	2024	3	Market/ Affordable
<b>RoseMary's Place</b>	3300 Caroline St	149	149,000	2024	4	Affordable
<b>Sovereign at the Ballpark</b>	101 Crawford St	229	229,000	2024	6	Market
<b>Warehouse District</b>	813 McKee St	489	—	2024	5	Market
<b>New 2100 Memorial Apartments</b>	2100 Memorial Dr	197	225,000	2024	—	Affordable Senior
<b>800 Bell</b>	800 Bell St	400	1,200,000	—	46	—
<b>Niels &amp; Mellie Esperson Buildings</b>	808 Travis St	10-100	599,000	1941/2014	19-27	—
<b>Knowles-Rowland House</b>	2019 Crawford St	31	—	2024	—	Affordable
<b>TOTAL</b>		2,054	2,571,000		97	

# 7,726

Existing Multifamily Units



Source: CoStar

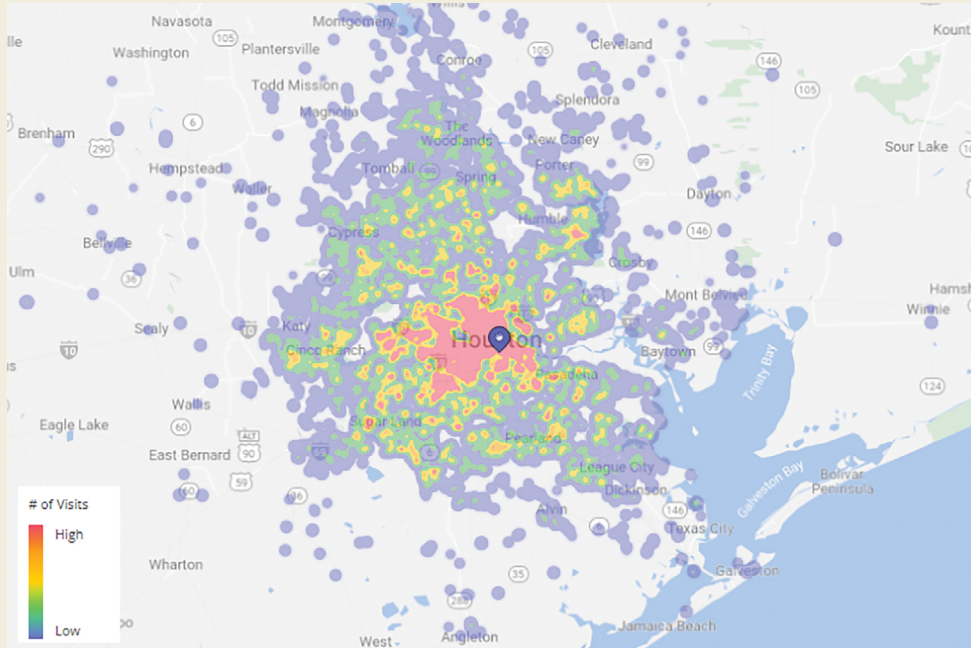
# EMPLOYMENT

**140K+**  
Downtown Workers

## Fortune 500 Headquarters in Downtown Houston

<b>Enterprise Products Partners</b>	<b>Plains GP Holdings</b>	<b>Cheniere Energy</b>
<b>NRG Energy</b>	<b>EOG Resources</b>	<b>Targa Resources</b>
<b>Waste Management</b>	<b>Kinder Morgan</b>	<b>Centerpoint Energy</b>

## Home Location Of Employees

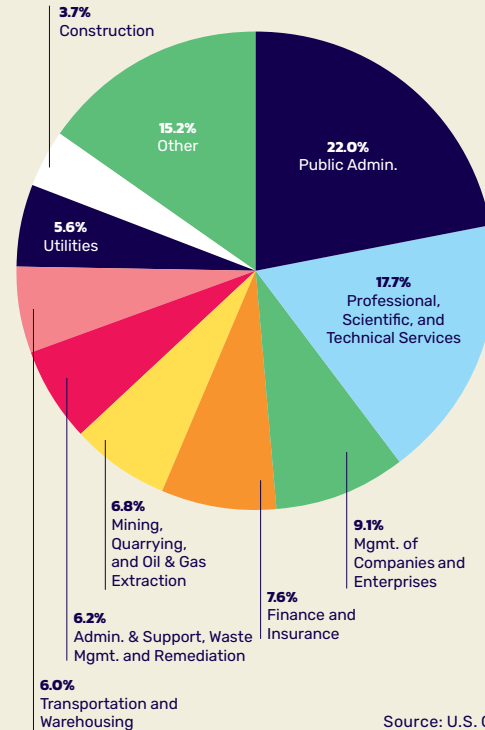


Office Space Leased

**1.8 MILLION SQ FT**

2023

Source: CoStar



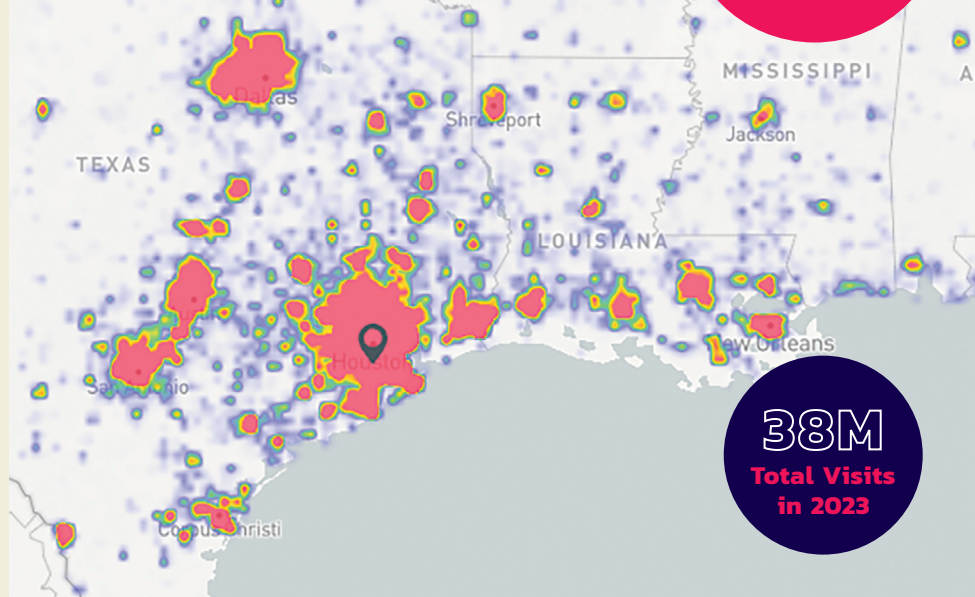
**Did you know?**  
**60%**  
of residents also **WORK DOWNTOWN**

Source: U.S. Census Bureau

# VISITORS & HOSPITALITY

## VISITOR TRADE AREA

Where people travel from



## MAJOR EVENT VENUES

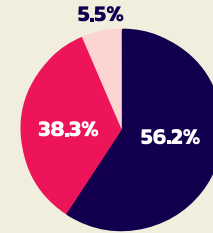
Stadiums	Total Capacity	2023 Total Home Attendees
Minute Maid Park	41,000	3,052,347
Toyota Center	18,000	668,865
Shell Energy Stadium	21,000	314,034
George R. Brown Convention Center	1,200,000 SF	1,795,344

Source: Houston First

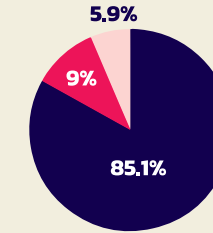
## Average Daily Population

Source: Placer.ai

### WEEKDAY



### WEEKEND



Resident Visitors Non-Resident Worker

## Did you know?

Downtown Houston has the 2nd largest amount of theater seats, just behind New York city.

## DOWNTOWN THEATERS

Venue		Total Capacity	Annual Visitors
Alley Theatre	Hubbard Theatre	774	200,000
	Neuhaus Theatre	296	
The Hobby Center for the Performing Arts	Sarofim Hall	2,650	350,000
	Zilkha Hall	500	
	Jones Hall	2,912	
	Bayou Music Center	2,800	
Wortham Theater Center	Alice & George Brown Theater	2,405	400,000
	Roy & Lillie Cullen Theater	1,100	
<b>TOTAL</b>		13,437	950,000

Source: Placer.ai

Hotel Rooms  
**8,648**

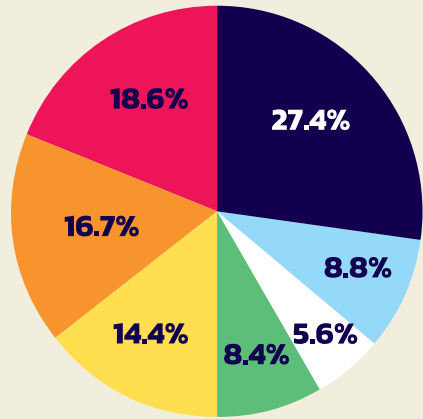
**58%**  
Occupancy Rate

**\$213.11**  
ADR

**\$124.50**  
RevPAR

Source: CoStar

# RETAIL

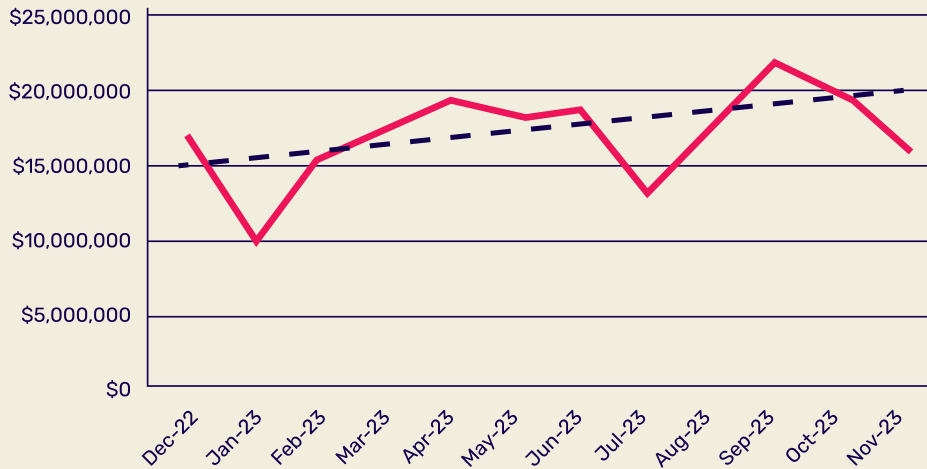


**Downtown Dining Breakdown**

- Casual American
- Bakery/Deli
- Asian
- Mexican
- Italian
- Seafood/Steakhouse
- Other

Source: Downtown Houston+

## 2023 Downtown Alcoholic Beverage Spending



Sales Trend for 77002 & 77010 ZIP Codes

Monthly Reported Sales for 77002 & 77010 ZIP Codes

Source: Texas Bar Tab



**Did you know?**

There are around  
**500**  
storefronts in  
Downtown Houston

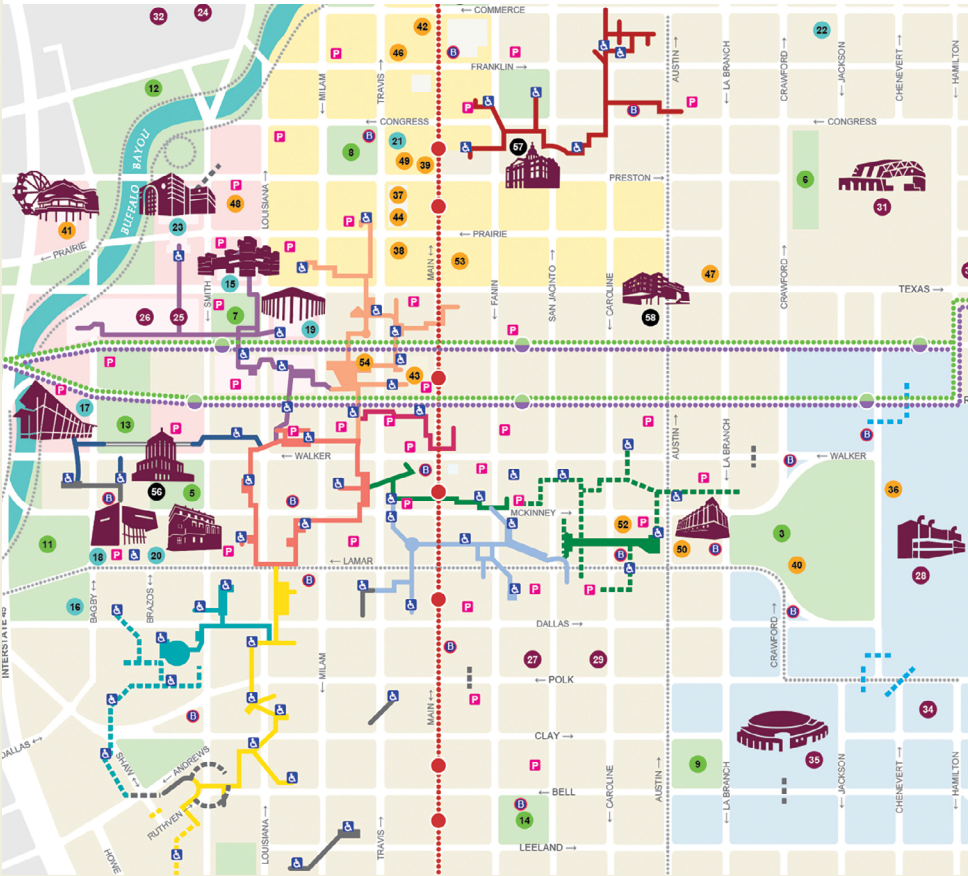


# TUNNEL MAP

## Above...and below

One out of four storefronts are in the tunnels.

- Downtown Tunnel Loop
- W. Walker Tunnel
- N. Louisiana Tunnel
- N. Travis Tunnel
- Rusk Tunnel
- Lamar Tunnel
- W. Dallas Tunnel & Skywalk
- - - E. McKinney Tunnel & Skywalk
- - - S. Louisiana Tunnel & Skywalk
- - - Convention Skywalk
- - - St. Joseph Skywalk
- Harris County Tunnel (Limited Access)
- - - Limited Access Tunnel & Skywalks



# TRANSPORTATION

## QUICK FACTS

Houston has Airport toll road access.

Houston is a central hub for domestic and international travel.

All Metro lines run through Downtown with the highest density of stops being in Downtown.

Downtown is the only place in the city that you can get to from anywhere by transit (bus, train, walk, etc).

Downtown Houston has access to all major interstates.



# CLEAN & GREEN



## Did you know?



Downtown Houston+ provides graffiti abatement, biohazard cleanups, pressure washing, as well as maintains parks and fountains.

# WORKING WITH US

The economic development team of Downtown Houston+ can provide a variety of services to assist in helping establish your business in Downtown Houston.



## TYPES OF SERVICES PROVIDED

- ▶ A 'Welcome' Package of information related to running your business in Downtown Houston
- ▶ Qualitative and quantitative information about the Downtown consumer base
- ▶ Insight into underrepresented/opportunity niches
- ▶ Property owner/commercial brokerage contacts
- ▶ Ombudsman services for City of Houston staff and other Downtown stakeholder groups
- ▶ Assistance identifying unforeseen costs associated with starting a business in Downtown
- ▶ Assistance navigating regulatory hurdles
- ▶ Identifying clustering and co-tenancy opportunities
- ▶ Site selection assistance
- ▶ Information about business development resources, financial incentives, and other programs.

**CENTRAL HOUSTON**

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