

REIMAGINING MIDTOWN IN THE BEST WAY WE CAN IMAGINE, TOGETHER

Here in Midtown, we remain committed to thoughtful redevelopment and beautification that best serves our residents, business owners, and guests. We deeply appreciate your participation so far in the creation of our next proposed Service and Improvement Plan that will guide the next decade. The comprehensive insights we have received from the community through focus groups, the Reimagine Midtown survey, and charrettes, which is a collaborative planning process for stakeholders, are all playing an essential role in creating the plan that will lead our next wave of actions from 2025-2034.

Given what we have learned and observed up until this point, we have identified there are additional areas of opportunity and welcome continued contributions as we shape the plan.

As you know, Midtown has become a citywide destination where work, play, and life harmonize, and it is due to the unwavering dedication and support of our partners like you. Your suggestions and ideas are materializing and becoming reality, and collaborations are flourishing between public, private, and community organizations. But we are not stopping here. We want to further partner to form new committees to continue enhancing several sectors of Midtown and deepening community engagement and impact.

Opportunities remain for you to make your thoughts and voices heard, and we encourage you to check out our website to <u>explore these avenues</u>. Thank you for your ongoing support and feedback as we proceed on this transformative journey. Together, we are sculpting a brighter future for our neighborhood.

We will host a public hearing for the community this year to present the final version of the proposed 10-Year Service and Improvement Plan that is being designed with your input. We invite you to stay tuned for the event details.

To learn more about ways you can help Reimagine Midtown, check out

https://midtownhouston.com/ affiliated-organizations/mmd/ service-plan/



Follow Midtown on Instagram and Facebook!

@midtownHOU



From across the U.S., workers continue to return to full office and hybrid office/work-from-home environments. Centrally located between downtown Houston and the Museum District, Midtown Houston has seen the impacts of the back-to-the-office movement this year as well. For those returning to the office in Midtown, the area offers a walkable neighborhood featuring more than 50 restaurants and plenty of green spaces for outdoor dining and summer coffee breaks.

Midtown also offers ideal traffic conditions for daily and hybrid commuters, along with a plethora of parking options, BCycle stations, and three METRORail stops in the area. Once in Midtown, workers have a wealth of daily and nightly entertainment, fitness, and food options to choose from as well. Whether you are celebrating with coworkers, looking for a healthy midday snack, attending an outdoor yoga session in the park, or meeting friends and family for a night on the town – Midtown is a great place to work, play, and live.

Here are a few of the available office and retail spaces ready to welcome you and your team to Midtown:

Central Square Plaza – Features a ground-floor boutique coffee house/restaurant and an attached eight-level parking garage, with a current tenant roster of architectural, finance, software, and law firms. Highly visible from Interstate 45, with signage opportunities.

MATCH - Midtown Arts and Theater Center Houston (MATCH) has offices and cubicles for rent, for nonprofit arts and cultural groups. MATCH was created to serve small and mid-sized arts groups by providing performance space, rehearsal space, gallery space, and office space.

McGowen Professional Suites – Offers virtual office solutions, featuring a receptionist on site, high-volume document production, cleaning services, mailboxes, remote gated entry, WiFi, and a break area.

Sesh Coworking - Workspace that accelerates professional growth and fosters an inclusive community through collaboration, learning, and advocacy. 20,000 square feet of coworking space, perfect for mission-driven brands, teams, freelancers, businesses, artists, and creatives. Professional, tech-enabled, concierge-level meeting and workspace when you need it.

The Ion – Formerly the famous Midtown Sears store, this revived building brings Houston's entrepreneurial, corporate, and academic communities into collaborative spaces and programs.

Workstyle Spaces – Located on the 8th floor, this affordable office suite has high-end finishes and large private offices, with multiple meeting rooms. The executive suite offers a lounge with a break area and coffee bar.

3310 TRAVIS ST – Situated at the corner of Travis and Francis Streets, leasing opportunities in this building include general office and there is a total of 9,900 square feet of space currently available for rent.

1300 MCGOWEN ST – Former and current space for law firms, CPA offices, real estate companies, and more. 120-204-square-foot spaces available, with parking.

402 PIERCE ST – Multi-tenant, general office space on three spacious floors. This building also houses the Midtown Houston offices.

3220 SAN JACINTO ST – 1,200 square feet of space available, with parking and potential signage opportunities.

2117 CHENEVERT ST – Retail space available, ideal for multiple uses (retail, shared workspace, architect/engineering office, dance studio, gym, etc.). Downtown views with major freeway accessibility.

3121 SAN JACINTO ST – 9,500 square feet of space available, with negotiable lease length.

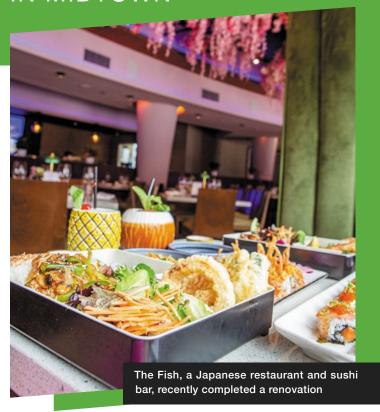
3100 MAIN ST – The Houston Community College Administration Building is located in the heart of Midtown right off of Main Street. There is a conference center with an auditorium, boardroom, and training rooms available. Air-conditioned elevated walkway from parking garage to building, on-site property management, and 24-hour security.





SESH COWORKING PHOTO CREDIT: ELLEN RENEE PHOTOGRAPHY

SHOUT-OUT: NEW & NOTEWORTHY IN MIDTOWN



RESTAURANTS ——

Late August (new) 4201 Main St. (inside The Ion) lateaugusthtx.com

Conservatory Food Hall (new additions)

606 Dennis St. conservatoryfoodhall.com

The Fish (revamped)

309 Gray St., Suite 107 fishhouston.com

Thirteen (revamped)

1911 Bagby St. 13htx.com

EXPERIENCES —

Warehouse Live Midtown

2600 Travis St. warehouselivemidtown.com

COMMUNITY UPLIFT -

Rasmus-Temenos Supportive Housing Development

1703 Gray St., Houston, TX 77003 temenoscdc.org

MEET OUR BOARD





























The <u>Midtown Redevelopment Authority</u> (MRA) is committed to stewarding tax dollars generated in Midtown to enhance the neighborhood's infrastructure and offerings.

The recently approved Midtown Parks and Public Space Master Plan identified Brazos Street as one of the priorities recommended for capital improvements. As a popular route commuters use to travel from Midtown to downtown, we want to ensure this roadway is as safe and accommodating as possible for everyone in transit, including motorists, cyclists, and pedestrians. This inclusive approach draws inspiration from the successful Bagby Street and Caroline Street projects and aligns seamlessly with the City of Houston's <u>Vision Zero</u> and <u>Resilient Houston</u> programs, which both encourage place-based solutions that meet the needs of all.

We have a preliminary design concept based on recommendations in the plan and recently asked the community through a survey to help us prioritize and refine the project's features such as which amenities do cyclists want? How wide should the sidewalks be? Is there a need for more shade and benches? What lighting and parking improvements would be helpful? We will be taking the responses into consideration and providing additional public engagement opportunities as the design progresses toward construction in 2025.

Along with the Brazos Street project, we recently completed the Brazos Street Bridge Landscape Improvements project, investing a combined \$150,000 that includes funds from District C Councilmember Abbie Kamin as well as the Courtlandt Place Association.

Located at the Bagby and Elgin Streets intersection, this landscape beautification project prioritizes aesthetics and functionality. We have planted additional trees and shrubs to help mitigate the heat and enhance comfort for pedestrians and motorists, installed an irrigation system, conducted a detailed cleanup, and reinstalled existing signage.

Lastly, MRA is focused on completing a thorough assessment of sidewalk conditions in Midtown to create reporting that will be used to develop a phased implementation plan for repairs.

We are committed to creating a better neighborhood for you, our residents and business operators, one project at a time.



Want to learn more about Midtown Redevelopment Authority projects?

Visit midtownhouston.com/projects.

MIDTOWN PARKS ARE IN FULL BLOOM THIS SUMMER! 5 FREE EVENTS TO CHECK OUT

Spring is in the air and with it comes a lineup of free events. From movie nights to fitness classes, and everything in between, there's something for everyone to experience this season in Midtown. Mark your calendars and get ready to have fun while enjoying the warmth of the sun and a fresh breeze.



Movie Night

Bagby Park, 415 Gray St. Every Third Friday from 7:00 p.m. - 9:00 p.m.

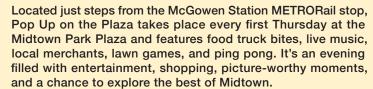
Bring your family and friends to Bagby Park for cinema classics and Hollywood blockbusters under the stars.

June 21, 2024	Black Panther: Wakanda Forever
July 19, 2024	Miracle (2004)
Aug 16, 2024	TMNT: Mutant Mayhem (2023)
Sept 20, 2024	A Million Miles Away (2023)
Oct 18, 2024	Hocus Pocus
Nov 15, 2024	Jerry Maguire



Pop Up on the Plaza

Midtown Park Plaza, 902 McGowen St. First Thursday from 5:30 p.m. – 8:30 p.m.



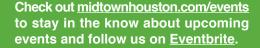


Get Fit HIIT

Bagby Park 415 Gray St.
Every Second and Fourth Saturda

Every Second and Fourth Saturday from 9:30 a.m. – 10:15 a.m.

Get out and get moving in Bagby Park every second and fourth Saturday with High-Intensity Interval Training (HIIT). Be prepared to burn calories and build character by combining cardiovascular training, strength training, functional flexibility, and music for a solid 45-minute practice.







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Zumba

Midtown Park, 2811 Travis St. Every Tuesday from 6:30 p.m. -7:30 p.m.

Get your groove on and join the free Zumba classes held every Tuesday at Midtown Park. Zumba is a total body workout that combines cardio, muscle conditioning, balance, flexibility, and high-energy fun.



Samba

Midtown Park, 2811 Travis St. Every Second Tuesday from 7:30 p.m. – 8:30 p.m.

Experience the vibrant rhythms of Brazil with a free Samba class every second Tuesday at Midtown Park. The class is open to all skill levels and offers a fun way to learn the famous Brazilian dance style.



Sweat it out with a HIIT class with instructor Roz Jones

MIDTOWN PROGRESSES TOWARD THE FUTURE WHILE PRESERVING THE PAST

At the turn of the century, Midtown, known then as Southside Place, flourished as the second residential neighborhood in Houston, featuring many single-family Victorian homes on small lots. The homes were generally 4,000 – 6,000 square feet and housed families of the original founders of the Humble Oil & Refinery Company. The neighborhood flourished through the mid-1940s and began to decline into the 1980s and 1990s as a result of the sudden decline in oil production.

The make-up of the neighborhood after 1990 consisted of vacant land, abandoned buildings, a few single-family residences, and successful businesses. In 1992, the rector of Trinity Episcopal Church started a grassroots effort to revitalize Midtown Houston, bringing together urban planners, property owners, and residents to form the Midtown Redevelopment Authority (MRA). The MRA petitioned the City of Houston to make Midtown a Tax Increment Financing District, which was finalized in 1995. Not long after, Midtown began to again flourish and become the thriving and revitalized area that exists today.

We take great pride in continuing to progress our community while honoring and preserving the past.



Trinity Episcopal Church, located at 1015 Holman Street, still hosts worship services in its original structure that was built beginning in 1917. During the late 1910s and 1920s, Trinity entered an era of explosive growth, paralleling that of the city, and became an important sanctuary for those of the Episcopal faith. Today, Trinity remains a leading faith-based institution in the heart of Houston.

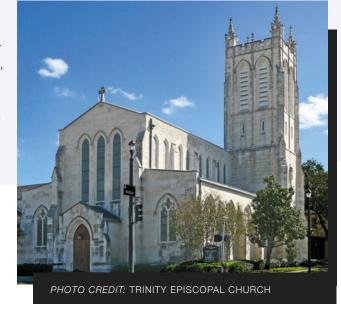
trinitymidtown.org

celebrate Houston's rich heritage.

The Trinity Jazz Festival returns this summer in collaboration with St. John's United Methodist Church. Be on the lookout for more concert details!

Preservation Houston, a renowned public service nonprofit dedicated to promoting the preservation of Houston's architectural and cultural-historical resources, has recently unveiled its new office space at 3907 Main Street within the iconic Ironcraft Studios Building. This move marks an exciting chapter for the organization, known for its neighborhood-focused programs, tours, and activities that

The Ironcraft Studios building, which dates back to 1927 and underwent a significant remodel in 1952, offers a unique blend of historical charm and modern conveniences. While the building lost some of its exterior Spanish Colonial-style detailing during the remodel, it continues to stand as a testament to Houston's architectural evolution over the years. preservationhouston.org



The Houston Fire Museum, located at 2403 Milam Street, received the 2024 Good Brick Award from Preservation Houston for restoring the former Fire Station No. 7, a Romanesque Revival-style building constructed in 1899 and renowned as Houston's oldest surviving firehouse. This years-long restoration project has been an arduous journey, involving the removal of one-inch-thick cement plaster from the exterior to reveal the 134-year-old brick beneath.

This summer, the Houston Fire Museum is reopening its doors to the public. Visitors will have the opportunity to explore this cherished landmark and immerse themselves in the captivating history of Houston's firefighters. houstonfiremuseum.org





The Cultural Arts and Entertainment District of Midtown Houston hosted the annual Art in the Park festival on Saturday, April 20 at the newly opened Midtown Park Plaza located at 902 McGowen Street. At this free urban-style fine art destination, we celebrated National Jazz Appreciation Month and paid tribute to the legendary Duke Ellington, one of the greatest jazz composers and bandleaders in music history.

Our guests experienced a day filled with live music and art in all forms created by local artists and interactive activities, including Matisse-inspired and musical instrument-focused artwork classes hosted by Pop Shop America. DJ Mav paid tribute to Maestro Duke Ellington and the Hustlers Brass Band delivered a taste of New Orleans with upbeat, soulful sounds that transported guests to the heart of the French Quarter.

To discover more about Midtown's thriving art scene, visit midtownhouarts.com.

Art in the Park presented more than 30 art vendors, showcasing a diverse range of artistic styles, mediums, and expressions. From paintings to sculptures, there was something for every art enthusiast and budding collector to explore and appreciate."

- Cynthia Alvarado
Director of Operations and Strategic Planning
at Midtown Management District

THE ARTS: 4 PLACES TO EXPERIENCE IN MIDTOWN

Here in Midtown, we offer a unique collection of creative expression experiences, ranging from performing arts to literary arts. Check out our top picks for this season.



The Moth

Open-mic storytelling competition
2600 Travis St. themoth.org



The Ensemble Theatre

Historical performing arts institution
3535 Main St. ensemblehouston.com



Houston Met Dance

Dance classes and performances
3000 Caroline St. <u>metdance.org</u>



The Collective

A creative and education engine
4101 San Jacinto St. the collective.org



The Ensemble Theatre delivers a performance at Bagby Park during Black History Month



PUBLIC SAFETY TIPS AND HELPLINES

We care about your quality of life and the safety of our community.

Loud Noise Ordinance

Report loud noise complaints like bars, clubs, (713) 884-3131.

SeeClickFix

Report non-emergency neighborhood issues



HPD and HFD -HPD (non-emergency) — 713,884,3131 Precinct 7 Constable Dispatch — **-713.643.6602** S.E.A.L. Security Dispatch — **--832.900.7700** METRO to report incidents on --713.224.2677 the Rail or at a Bus shelter Central Division Patrol — - 713.247.4400 South Central Patrol-832.394.0200 (East of Louisiana)

Houston Police hpd.hot@houstonpolice.org Homeless Outreach

For non-emergency questions, contact Jaime Giraldo, Director of Public Safety at Security@midtownhouston.com or 713.526.7577 ext.116



- Magby Park 415 Gray St
 - Elizabeth Baldwin Park 1701 Elgin St.
- 💥 3 Elizabeth Glover Park 1300 Elgin St.
- Midtown Park 2811 Travis St.
 - 6 Midtown Park Plaza 902 McGowen St.
 - 6 Peggy's Point Plaza Park 4240 Main St
 - SPARK Park at Houston Academy for International Studies



8 The Heinen Theatre 3517 Austin St.

Houston Community College - Central Art Gallery

9 Deasil Art 3913 Main St

Inman Gallery

Bermac Arts Center 4101 San Jacinto St.

Community Artists' Collective 4101 San Jacinto St.

Buffalo Soldiers National Museum 3816 Caroline St.

DiverseWorks 3400 Main St., Ste. 292

The Ensemble Theatre

Gallery Sonja Roesch 2309 Caroline St.

Houston Center for Contemporary Craft

Houston Fire Museum 1

Lawndale Art Center 4912 Main St.

MATCH

Midtown Art Center 3414 La Branch St.

Station Museum of Contemporary Art



♀ 410 PIERCE STREET, SUITE 355, 77002 **5** 713.526.7577

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