



# Midtown 2025 Service and Improvement Plan

## Economic Development and Urban Planning Initiatives

*You Spoke. We Listened. Here's the Plan.*

### You Reimagined Midtown...

You Reimagined Midtown and we listened!

Thank you for your voice during the 10 Year Service and Improvement Plan (SIP) development efforts. The desire to focus on public safety, service and maintenance, and economic development and planning were loud and clear. Here's an update on edits that impact the SIP immediately.



### Your Economic Development and Urban Planning Concerns

Both economic development and urban planning concerns center around safety, infrastructure, and community engagement, and folks emphasized the need for improvements to attract businesses, enhance livability, and create a safer, more accessible environment.

Safety concerns were highlighted as a barrier to economic development, with customers and business staff feeling unsafe due to street conditions.



### Your SIP Requests



You suggested attracting higher-quality restaurants and businesses catering to residents and visitors to improve Midtown's livability and appeal. You also called for better engagement to address business owner's needs and improve the area's overall look and feel.

We heard you emphasize the need for incentives to activate vacant properties, suggesting they be developed, maintained, or replaced with green spaces.



### Our Actions

- A new website was developed and launched in 2024.
- Community engagement protocols have expanded including dedicated constituent relations.
- The ECD is now a stand-alone committee and has begun exploring potential projects aimed at enhancing community engagement and fostering economic development within Midtown.
- Retail Safety Enhancement Pilot Project planned for 2025 - partnership with businesses for targeted surveillance camera installations.
- Re-launched the Midtown E-News with dedicated sections focused on promoting Midtown businesses and their events.
- Launched a new Community + Business events calendar on the Midtown website to further amplify Midtown businesses and events.



### More Action

The following projects were awarded by the Parking Benefits District Advisory Committee to enhance public safety in the district:

- South Central Division Midtown Loud Noise Overtime Initiative
- Houston Police Department Central Division Vagrant, Loud Noise and Property Crime Reduction Initiative
- Midtown Bike Patrol Initiative - provided by HPD South Central and Central Patrol Divisions



Join Us at the  
Advisory Committee Meetings