



h o u s t o n ^ t e x a s

EADO

E A S T D O W N T O W N

**EaDo Management District**  
1510 Emancipation Avenue, Houston, TX 77003  
713 487 9101

[eadphouston.com](http://eadphouston.com)



welcome to **east downtown**





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h o u s e

# EADO

E A S T D O W N T O W N



**Welcome to the East Downtown, also known as “EaDo”  
and dubbed “The Art and Soul of the City!”**

Since moving to Houston 15 years ago, I had the pleasure of seeing EaDo transform from primarily an industrial warehouse district to a vibrant, lively neighborhood with something new at every turn. EaDo is now one of Houston’s hottest up-and-coming neighborhoods in the area offering a diverse mix of ethnic grocery marts, restaurants, bars, breweries, gyms and art galleries. There is truly something for everyone here. With a background in Landscape Architecture and Urban Design, I am particularly drawn to the adaptive reuse of the warehouse infrastructure, keeping much of the original fabric of the neighborhood. That paired with new open space, hike and bike trails, and pedestrian connections makes EaDo one of the most walkable neighborhoods in Houston. The connectivity makes it easy to stroll around and see the amazing murals that contribute to EaDo’s “funky” vibe.

I am also very excited about the potential changes the North Houston Highway Improvement Project will bring with EaDo will no longer have the physical barrier of I-69. Instead, this area will be transformed into an at-grade park space, connecting EaDo to Downtown in even more ways than before, while creating a multi-block amenity for residents and visitors alike.

The potential of the district is remarkable, which is why developers continue to flock to the area. Having been a part of the Management District for 2 years, I can’t wait to see what the future holds for EaDo.

Sincerely,

A handwritten signature in white ink, appearing to read 'JB', with a stylized flourish at the end.

Jessica Bacorn, RLA, ASLA  
Executive Director  
East Downtown Management District



## our board members

The EaDo Management District operates under the leadership of a 10-member board of directors representing local business owners, real estate investors, operators and residents of East Downtown. Our board members are passionate about EaDo because of the long-standing relationships connecting them to The District in which they live, work and play *For more information visit [eadohouston.com](http://eadohouston.com)*

## the mission

The mission for EaDo is for this urban community, rich in historical and cultural diversity, to continue the transition into an attractive urban neighborhood that integrates the existing character with new retail, commercial and entertainment development, such that East Downtown continues to benefit from the trend of stable, desirable residential living while maintaining the public areas to encourage the growth of a vibrant pedestrian environment.







## the goals + initiatives

In 1999, The District began its initial revitalization efforts through the focus on economic viability, infrastructure improvements and economic incentives to facilitate private investment. Since then, the goals of EaDo, our business owners and our residents have evolved as The District has grown. Today, we are focused on four primary goals: create a safe environment in both reality and perception, improve the appearance and maintenance of public areas, attract visitors and new commercial investment and continue on-site day-to-day management of district programs and operations. *For more info on The District, visit [eadohouston.com](http://eadohouston.com)*

## the major program areas

- › Public Safety and Security
- › District Field Services
- › Planning and Advocacy
- › Business Development/Media Relations
- › District Beautification
- › District Administration



**TOYOTA CENTER**

*home of the Rockets*

**BBVA STADIUM**

*home to the Dynamo  
and the Dash*

**GEORGE R. BROWN**

*Convention Center*



Known as EaDo to the locals, East Downtown is a vibrant neighborhood rich with history, thriving businesses, entertainment and the best of urban living – smack-dab in the center of Houston. Bordered by I-69 to the west, I-45 to the south, and the Union Pacific rail line to the east, EaDo is a 1.25-square mile triangular community located directly east of Downtown.

# *the Art & Soul of the City*





**DOWNTOWN**  
*Houston*

**MINUTE MAID PARK**  
*home of the Astros*



**EADO**  
EAST DOWNTOWN

EaDo is nestled adjacent to Downtown Houston – the city’s premier global address for business with access to more 4,500 companies, 168,000 employees and numerous Fortune 500 companies, private firms, startups and entrepreneurs within 51 million sf of office space. We are also 5 miles from the Texas Medical Center – the largest medical complex in the world as well as the Port of Houston – the largest port on the Gulf Coast. Major sport venues to home teams – The Astros – The Rockets – The Dynamo and The Dash are also a quick walk for visitors and residents to enjoy a game with family and friends.

The District has quickly become the prominent dining destination within Houston’s expansive food scene and award-winning local concepts continue their rush to The District. With access to well-curated retail and experiential neighborhood amenities from all major freeways, arterial streets and METRORail, connectivity to all of Houston’s favorite points of interest is effortlessly convenient.









**246k SF**  
office



**511k SF**  
retail



**408m SF**  
industrial



**1,045 units**  
multifamily



zip codes  
**77002**  
**77003**  
**77023**



**44.5%**  
residents ages 24-44



**\$323,717**  
median home value



**400+**  
businesses



prominent HTX  
**dining destinations**



adjacent to downtown  
**168,000 employees**



**clutch city**  
walk to astros, rockets,  
dynamo and dash



**direct access**  
I-69, I-45, I-10, SH-288





## the accessibility

Centrally located within Houston's well-known "Inner Loop", EaDo is situated directly east of downtown. Our residents, business owners, customers and visitors have direct access to EaDo via car, bus and light rail with Houston's ever-expanding transportation network being only minutes away.

EaDo benefits from the continuation of Downtown's street grid system as ingress and egress into The District. Major arterial streets include:

- › Polk
- › Texas
- › Commerce
- › Leeland, Congress
- › Preston
- › Clay
- › Bell
- › Pease
- › Jefferson





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## traffic counts

I-45 @ I-69 279,000 cars  
I-69 @ Franklin 183,058 cars

HOUSTON, TEXAS  
**EADO**  
EAST DOWNTOWN

Houston

## access

I-45	direct
I-69	direct
I-10	2 minute
SH-288	3 minutes
610 Loop	7 minutes
Downtown via METRO	10 minutes
Beltway 8	15 minutes
Grand Parkway	30 minutes





## the METRO System

EaDo is well served by public transit via the two-line METRO light rail and four-route bus system, giving our commuters, our residents and our visitors convenient access to heavily trafficked Downtown and surrounding areas.

METRORail's 3.3-mile Green Line travels from Downtown's Theater District along Harrisburg to the historic East End stopping at EaDo / (BBVA) Stadium Station. The portion of the track closest to downtown is shared with the Purple Line, a 6.6-mile track that travels southeast connecting EaDo to Texas Southern University and the University of Houston.





GREEN LINE Theater District PURPLE LINE Theater District

**EaDo/Stadium**

09/21/19 3:59 PM

GREEN LINE PURPLE LINE  
EaDo/Stadium

METRO

HOUSTON - TEXAS  
**EADO**  
EAST DOWNTOWN



routes that serve  
East Downtown:  
**20 - 29 - 40 - 41**

*visit [ridemetro.org](http://ridemetro.org) for more information*



about the district

Our motto, the Art and Soul of the City, extends way beyond the beautiful artwork and vibrant murals around EaDo, it includes our residents too. The District features strong submarket fundamentals anchored by a young, educated and growing residential population, with income and home values significantly above the Houston metro average.

demographics	EADO	Houston Metro
Population	4,411	7,154,526
Median Age	35.1	34.6
Median Home Value	\$323,717	\$216,690
Median Household Income	\$99,028	\$65,606
Per Capita Income	\$50,611	\$33,020
Avg Household Size	2.0	2.9
Households	2,019	2,475,335

Source: Esri Business Analyst





## the growth

Much of EaDo's growth can be attributed to the District's focus towards an experiential, highly amenitized environment. EaDo's diverse residential base, connectedness as well as its highly regarded retail concepts have created a cultural epicenter that caters to the active millennial population of the area.

since 2000  
EADO's population  
has increased  
**87%**



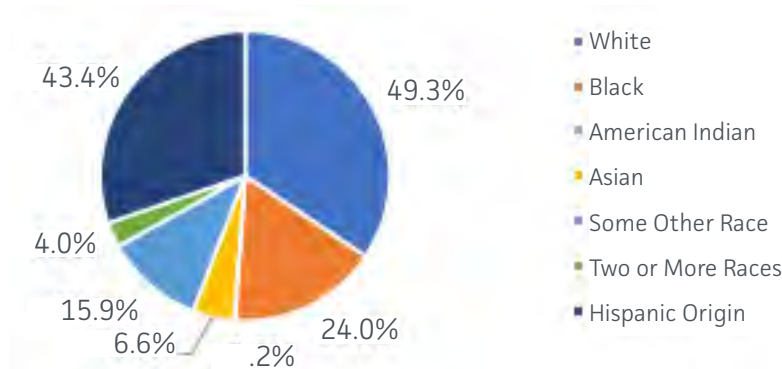
## the people

EaDo is a community that values all backgrounds, perspectives, ages and lifestyles. This is represented throughout The District and is showcased in the diversity of our residents, our business owners and our community leaders.

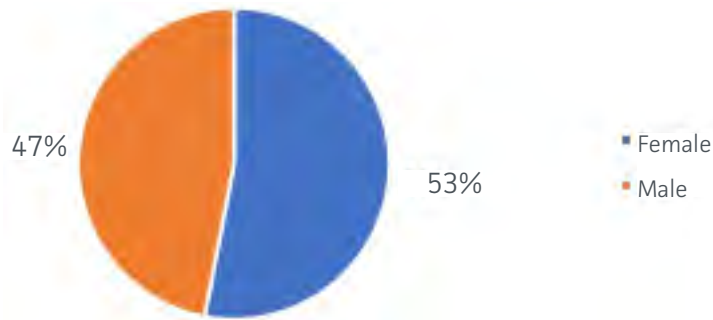




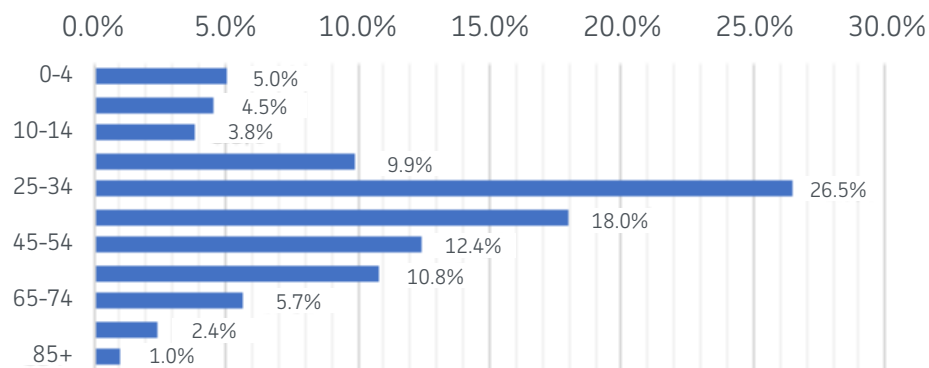
### EADO by race/ethnicity



### EADO by gender



### EADO by age



Source: Esri Business Analyst



“Diversity is a journey and, like any journey, requires careful navigation.”

Celia de Anca and Salvador Aragón *Harvard Business Review*



# EADO

h o u s t o n   a s

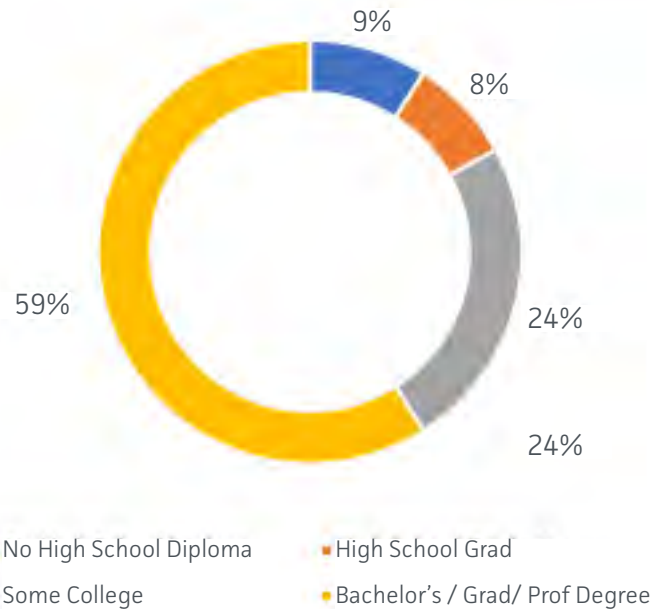
EAST DOWNTOWN

## the education

EaDo is located within the Houston Independent School District and our residents are zoned to various elementary, middle and high schools within the surrounding region. Notable private school options, adult educational opportunities as well as the region's university and college include:



## resident educational attainment



Source: Esri Business Analyst





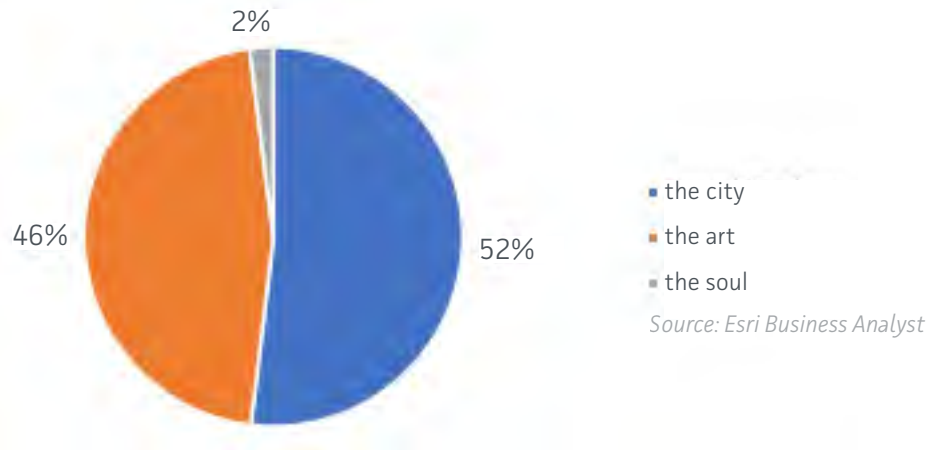
## the residents

EaDo includes three distinct market segments, each with their own unique socioeconomic traits that influence how our residents live, work and play.

Households by Income	EaDo	HTX metro
<\$15,000	8.2%	9.3%
\$15,000 - \$24,999	6.1%	8.3%
\$25,000 - \$34,999	6.4%	8.4%
\$35,000 - \$49,999	5.2%	11.6%
\$50,000 - \$74,999	9.6%	17.6%
\$75,000 - \$99,999	15.0%	12.1%
\$100,000 - \$149,999	23.9%	16.4%
\$150,000 - \$199,999	15.5%	6.9%
\$200,000+	10.3%	9.4%
2019 Average Household Income	\$113,753	\$95,264
2024 Average Household Income	\$130,347	\$108,033



## tapestry segmentation



**52%**

### the city

- > Well-educated + well-employed
- > Travel Frequently, domestically and abroad
- > Environmentally conscious
- > Fitness and nutrition focused
- > High connected, using cell phones in decision making
- > Music and art are major sources of enjoyment

**46%**

### the art

- > Better educated and Mobile
- > Apartment renters
- > Image-conscious consumers
- > Walk and bike to work
- > Tapped into popular music and the local music scene.
- > Single person and non-family households.

**2%**

### the soul

- > More than one in four are foreign born
- > Family focused
- > Multi-generational households
- > Budget conscious consumers
- > High school educated
- > Employed in skilled positions across the manufacturing, construction, or retail trade sectors.

**64.7% of EaDo residents have an average household income of \$75K+**







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**EADO**

EAST DOWNTOWN



*Townhome communities, built by prominent Houston developers, are situated within gated communities and state-of-the-art construction, modern architecture, designer finishes, and eco-friendly features.*

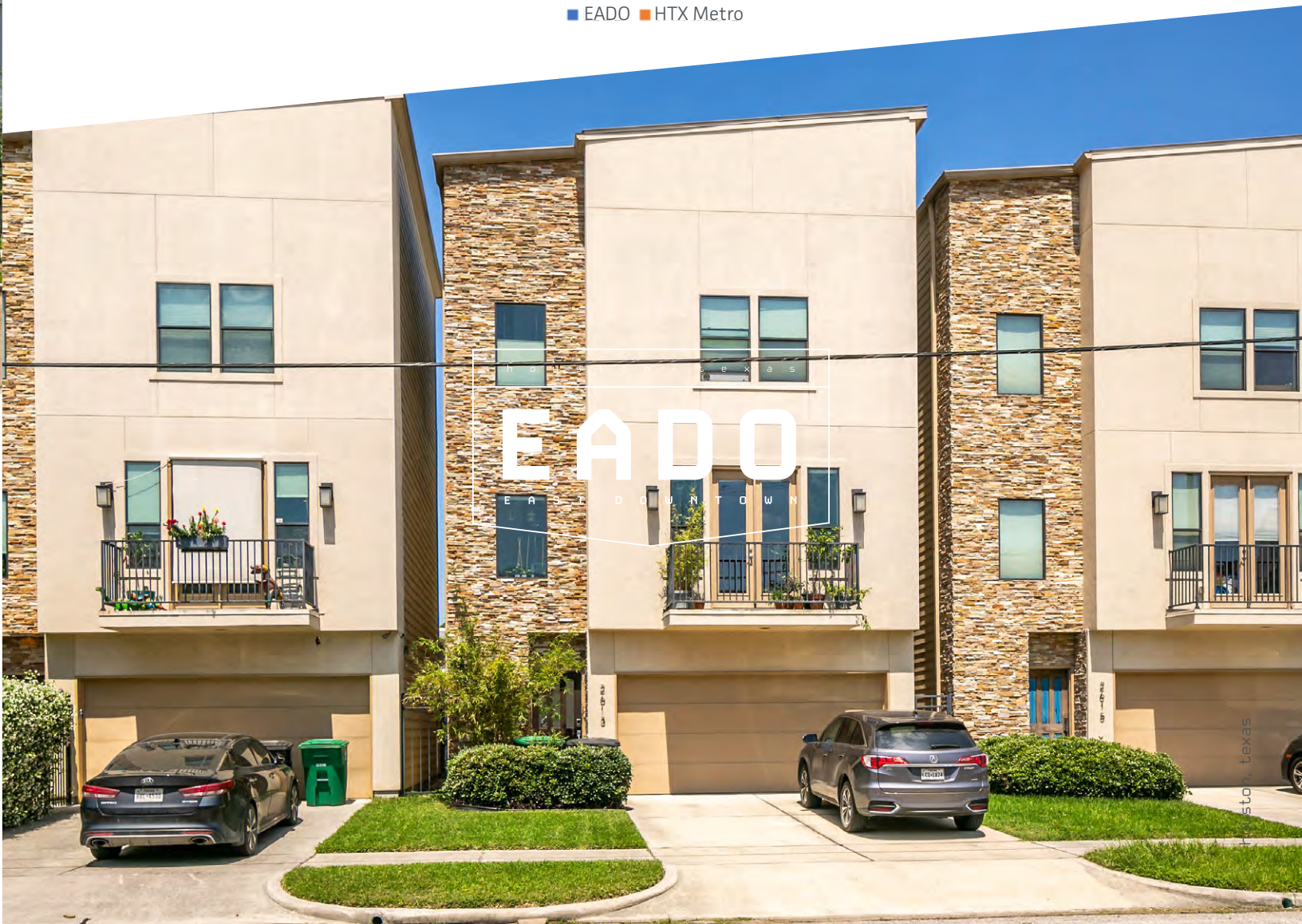
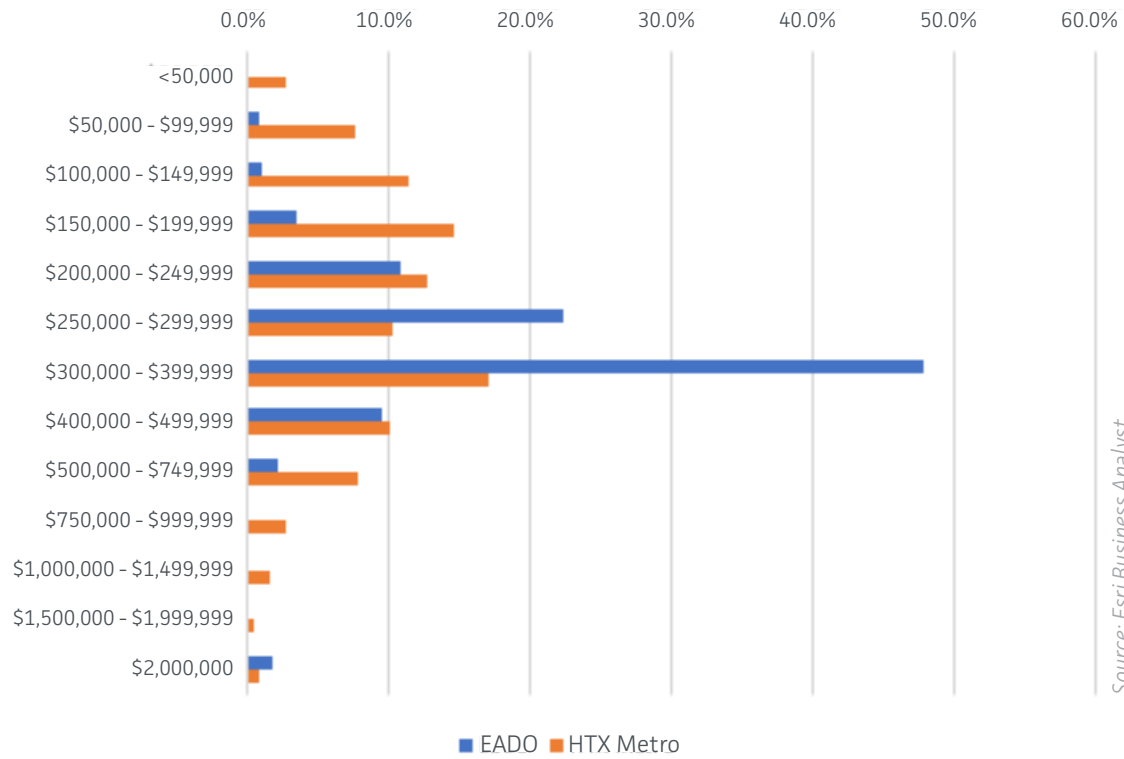
## the community

Once a primarily industrial area, EaDo has undergone rapid redevelopment since 2010. Strong market fundamentals have spurred the development and construction of modernized residential communities including luxury townhomes, single-family residential and class-A multifamily apartment buildings. EaDo now offers a wide variety of rental and for sale options at all price points.





## housing by value





## the business

Currently, over 400 businesses call EaDo home. Strategically located within an ideal community to support all types of non-profit, government and business organizations, The District brings valuable experience through advocacy, planning, management, economic development, marketing, policy creation and leadership.



**EADO**  
EAST DOWNTOWN









## local area partners



TIRZ 15





h o u s t o n , t e x a s

EADO

E A S T D O W N T O W N





h o u s t o n   x   t e x a s

EADO

E A S T   D O W N T O W N





## the amenities

We've got a lot happening in EaDo! Our centralized, core location is surrounded by some of the city's most popular (and the best!) restaurants, retail, entertainment and sports destinations. Whether it's studying at Tout Suite, meeting friends at 8th Wonder Brewery, hosting a dinner gathering at Nancy's Hustle or exercising our pups at Eadog Park, our residents have plenty of options to carry them through the day or into the night.

We also have an abundance of outdoor options for our active residents. They can rent a Bicycle outside BBVA Stadium and cruise down Emancipation Ave enjoying the street art or enjoy the four-mile Columbia Tap Rail-Trail that runs from St. Charles and Walker St. to Dixie Street, right in the heart of EaDo.











## area developments

### east village

- › 5-city block adaptive re-use development
- › 30K SF Restaurant/retail
- › 10K SF Office
- › 30K SF of Patio
- › Expansive Pedestrian Improvements

### polk & emancipation

- › Adaptive re-use of 115.5K SF
- › 45K SF Creative Office
- › 25K SF Retail
- › Multi-family residential
- › Historic Houston Post & Houston Chronicle building
- › Full city block

### east river

- › 150-acre mixed-use development
- › 8.9M SF Class-A office
- › 500K SF Retail
- › 1.4K units multifamily
- › 390 hotel rooms
- › 475 single-family residential
- › 12 acres of green space



# #HITOWNLIVE

PHOTOGRAPH BY JONATHAN BLOOM



## the entertainment + tourist attractions

An estimated 22.3 million people visit Space City each year. With unmatched views of the downtown skyline, EaDo brings our visitors and residents within walking distance of Houston's greatest tourist attractions and entertainment venues.

**EADO**

EAST DOWNTOWN

WILEY BRIDGES  
@DONKEEBOY





## clutch city

Minute Maid Park

› Home of the Houston Astros: MLB

Toyota Center

› Home of the Houston Rockets: NBA

BBVA Compass Stadium

› Home of the Houston Dynamo and Dash: MLS

## outdoor oasis

Discovery Green Park

› a beautiful, 12-acre urban public park in the Downtown core

George R. Brown Convention Center

› 1.9 million sf convention center that includes The Avenida, a plaza where visitors can sip and stroll for events, public art and casual gatherings.

## music

House of Blues Houston

Revention Center

The Rustic

## fine arts

Wortham Theater

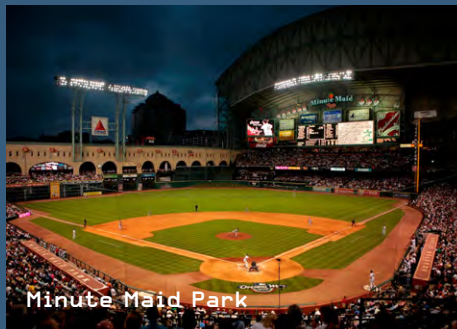
Jones Hall

Hobby Center

Alley Theater

Miller Outdoor Theater

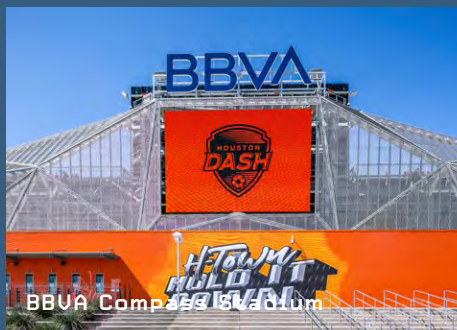
Second only to New York City with its concentration of seats in one geographic area, the 17-block Theater District is home to eight performing arts organizations with more than 13,000 seats.



Minute Maid Park



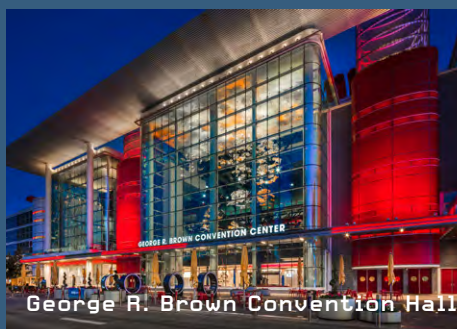
Toyota Center



BBVA Compass Stadium



Discovery Green



George R. Brown Convention Hall



House of Blues



Revention Center



The Rustic



Jones Hall



Hobby Center





**the proximity to major  
employment + educational  
hubs**

EaDo is situated near Houston’s largest employment and educational centers including Downtown, the Texas Medical Center, the Port of Houston, George Bush Intercontinental Airport, Hobby Airport, University of Houston, and Texas Southern University. EaDo’s central geographic location offers residents, students and workers short commutes to all major employment centers via I-69, I-45, I-10 and SH-288.



distance	destination
0.5 miles	Downtown Houston
1.0 miles	South Texas College of Law
2.5 miles	Texas Southern University
3 miles	University of Houston
5 miles	Texas Medical Center
5 miles	Port of Houston
10 miles	Hobby Airport
20 miles	Bush International Airport





## downtown houston

The largest concentration of employment in the region with a workforce of 168,000 employees and 51 million sf of office space. Downtown remains a top destination for firms, offering competitive advantages such as proximity to the best talent, customers and business partners, public and private services and a range of transit options.

- › 8,228 hotel rooms
- › 6.5 miles of tunnels and sky bridges
- › 10 Fortune 500 Headquarters

### *The Texas Medical Center (TMC)*

The largest medical complex in the world is at the forefront of advancing life sciences. Home to 50 million developed sf on 1,345 acres, the TMC is the 8th largest business district in the U.S. employing more than 106,000 people.

- › 10 million patients per year
- › 9,200 beds
- › 180,000 annual surgeries
- › \$3 billion in construction projects underway



### *Port of Houston*

The largest port on the Gulf Coast and the biggest port in Texas with a 25-mile-long complex of nearly 200 private and public industrial terminals along the 52-mile-long Houston Ship Channel.

- › 1st in Foreign Waterborne Tonnage
- › 152 million customers within 1,000 miles
- › 247million tons of cargo
- › \$339 billion in TX economic value
- › 1.35 million jobs generated

### *George Bush Intercontinental Airport [IAH]*

Houston's largest airport and global gateway processing more than 45.3 million passengers annually.

- › 141,000 jobs
- › 180+ destinations
- › \$27.3 billion in economic impact

### *William P. Hobby Airport [HOU]*

A regional domestic and international airport that handles more than 14.4 million passengers a year and offers connections to 65 destinations.

- › Southwest Airlines hub
- › 52,000 jobs
- › \$4.4 billion to the local economy





*University of Houston (UH)*

Houston's award-winning Tier One university that is home to 46,000 students and 2,700 faculty members.

- › Ranked a R1 Intuition by Carnegie Foundation
- › 108 undergrad majors & minors
- › 104 master's degrees

*Texas Southern University*

A public university with over 9,700 students representing ethnically and culturally diverse backgrounds and 1,400 faculty members.

- › 100 undergraduate and graduate programs
- › 10 colleges and schools
- › 80 student organizations

@lovet  
@fran

LOVE  
THE  
CITY.



## the projects + happenings of EaDo

### ***Tax Increment Reinvestment Zone (“TIRZ-15”)***

In 1999, the City of Houston approved the East Downtown Zone and TIRZ-15 was officially created. The purpose of the Zone is to set forth goals, expectations, and redevelopment plans and programs necessary to create and support an environment attractive to private investment; and to ensure that the improvements will result in the long-term stability and viability of the area.

*More information regarding TIRZ-15 can be found on [eadohouston.com](http://eadohouston.com)*

#### Goals for TIRZ-15:

- › Infrastructure improvements.
- › Pedestrian-friendly environments with ample lighting and streetscape amenities.
- › Parks and related amenities.
- › The reinforcement of pedestrian-attractive retail developments.
- › Complementing revitalization activities proposed to occur along future/proposed METRO mass transit alignments.
- › Economic Development
- › Affordable Housing

### ***Qualified Opportunity Zones***

The City of Houston strives to encourage both practical and innovative investment in economically distressed areas that have been designated as Qualified Opportunity Zones in a manner that ensures benefit to both investors, as well as the existing residents and businesses. Certain areas of EaDo have been classified as Qualified Opportunity Zones and investors who infuse eligible capital, under certain conditions, into this community may benefit from the preferential tax treatment. More information regarding Qualified Opportunity Zones (QOZs) regulation can be found on [irs.gov](http://irs.gov)

*Source: [www.houstontx.gov](http://www.houstontx.gov), [www.irs.gov](http://www.irs.gov)*

### ***Market-Based Parking Ordinance***

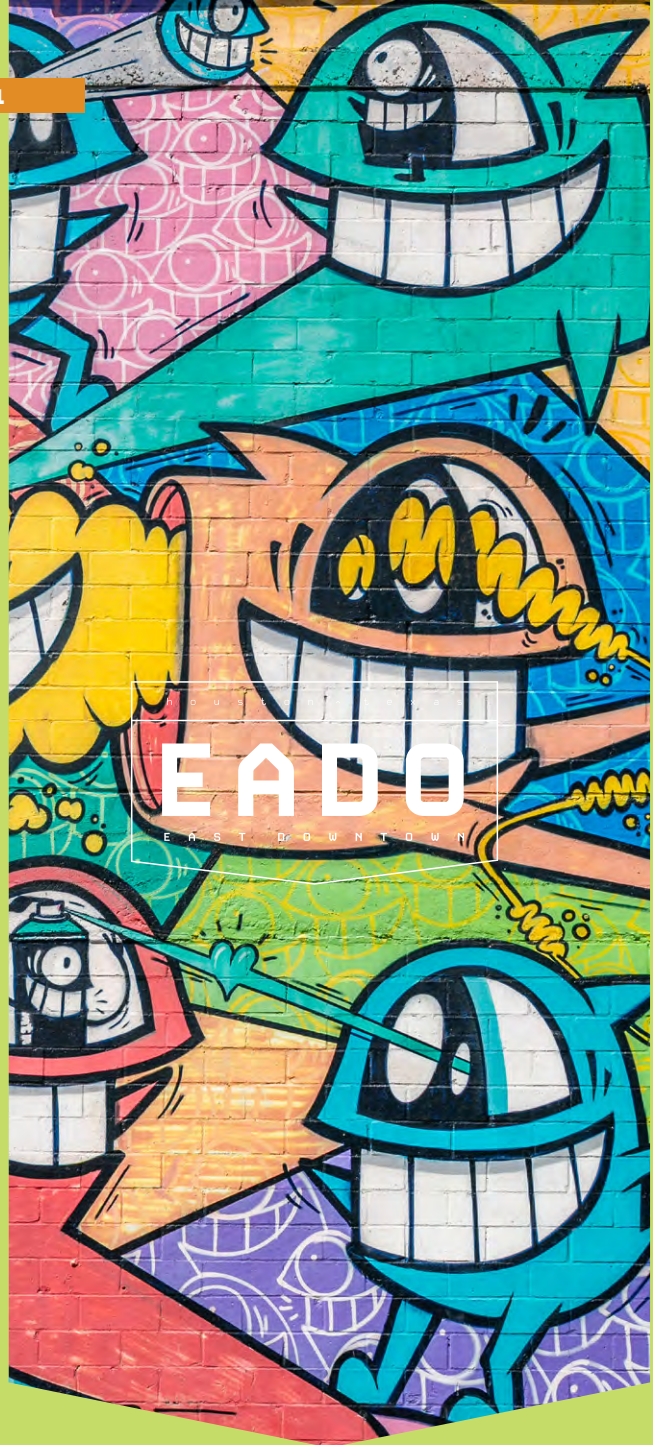
EaDo is one of the few regions of Houston that is exempt from the citywide off-street parking requirement. The inclusion of EaDo into neighboring Downtown’s market-based parking area allows property owners to determine how much parking is needed to service their business and provide that amount for customers. The market-based parking regulations reflects current development trends and encourages the adaptive re-use of existing buildings to preserve the history of EaDo. For developers, EaDo’s parking ordinance removes the need to demolish an existing structure and to engage in the ground-up construction of a new parking lot. It offers property owners many benefits including: more flexibility in the development of their projects, the ability to focus on characteristics for innovative live-work-play environments and the reduction in parking-related construction and operating costs.



### ***What are the benefits of this change for The District?***

- › Safer pedestrian and bicycle transportation with more blocks of pedestrian-friendly commercial development
- › Preservation of EaDo's buildings rich with history and character through the re-development of existing structures
- › Allows land to be put to its highest-and-best use
- › Continued development of alternative transportation in and around The District
- › encourages diverse housing options with innovative construction and development
- › Create high density developments
- › Fosters economic development in the District
- › Support small businesses and promote walkability in an increasingly urban area

*More information on Market-Based Parking, visit [houstontx.gov](http://houstontx.gov)*



**Market-based parking exempts EaDo from the citywide onsite parking minimums, allowing property owners to provide the number of off-street parking spaces needed to support their development.**





### ***The North Houston Highway Improvement Project (NHHIP)***

Often referred to as “the I-45 Project”, The North Houston Highway Improvement Project includes reconstruction of Interstate 45 from US-59/I-69 at Spur 527 to Beltway 8 North. The 24-mile project is focused on improving mobility along the entire route and easing congestion as Houstonians travel through and around the City. According to officials, the cost of the project is \$7 billion and will be the biggest transportation infrastructure project this city has seen for decades. The three-segment project is designed to manage congestion, enhance safety, provide expanded transit and carpool opportunities and improve mobility and efficiency.

*For more info, visit [txdot.gov](http://txdot.gov).*

#### **Segment 1**

I-45: Beltway 8 to I-610  
(9 miles)

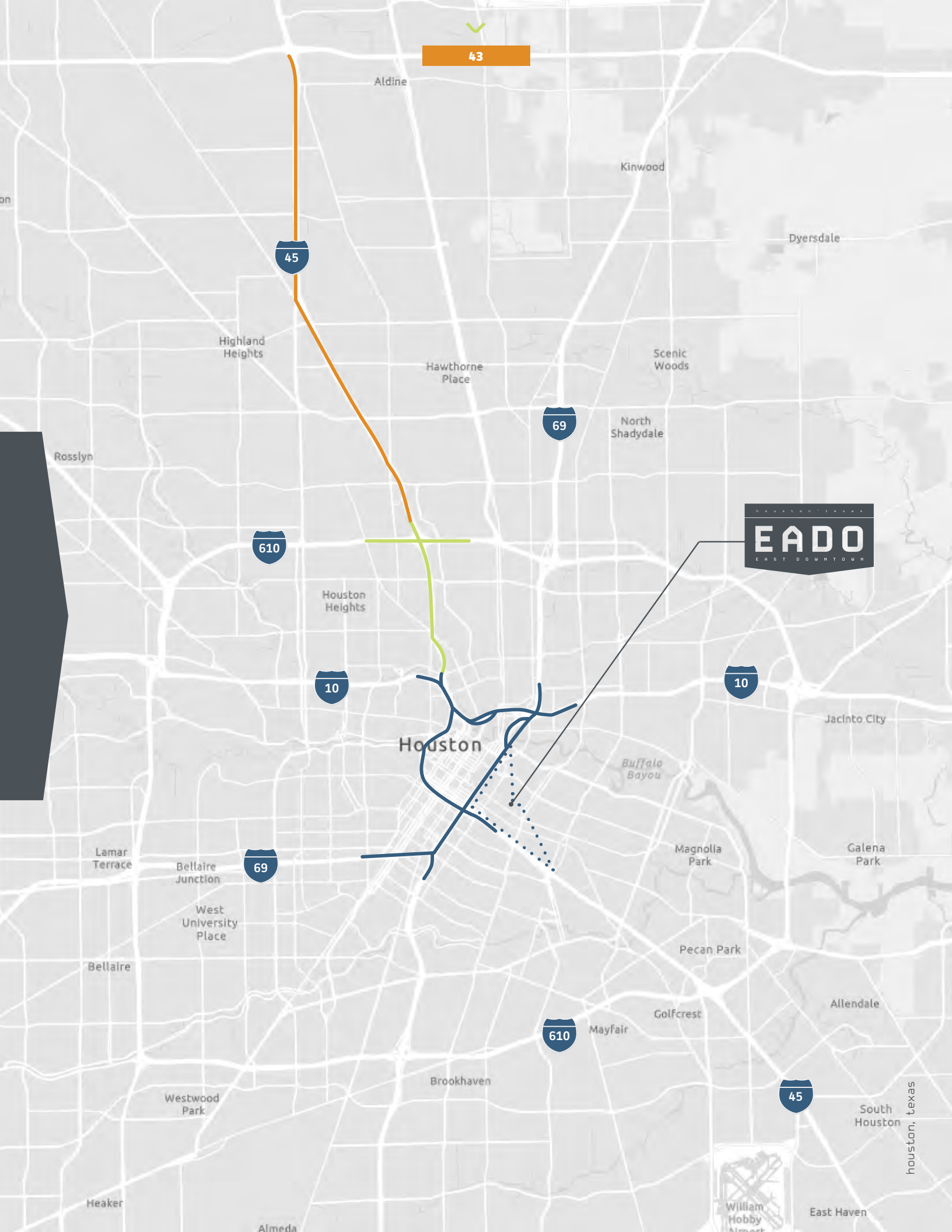
#### **Segment 2**

I-45: I-610 to I-10  
(3 miles)

#### **Segment 3**

Downtown Loop System  
I-10, I-45, I-69  
(12.3 miles)









NHHIP - EaDo Cap Park





### *The I-45 Project and EaDo*

EaDo is situated within Segment 3, the fully funded \$3.7 billion portion of the NHHIP project. Segment 3 is targeted at enhancing mobility in the area by improving the I-45/I-69 Interchange, separating through traffic from Downtown-destined traffic, flattening curves at interchanges, improving traffic flow and reconstructing all 44 cross-streets to incorporate the City of Houston Bike Plan elements.

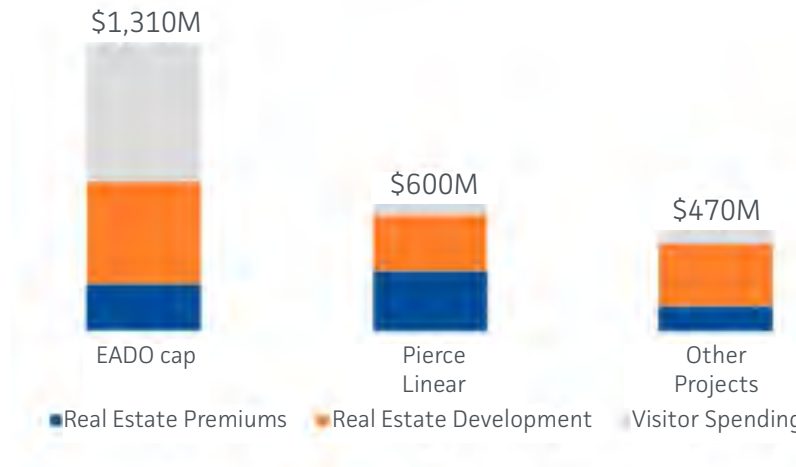
> > > > > > **At completion, the major infrastructure project will fully connect EaDo to Downtown by new green spaces and luxurious public amenities and generate a total of \$7.2 billion in civic opportunities economic impact.**

The District and our business owners are excited about the economic and community benefits that will be driven by the NHHIP project. The project will greatly improve accessibility to EaDo by connecting major neighborhoods, generate revenue including visitor spending, expand real estate investment opportunities as well as promote worker and resident attraction.





## Findings: Two Component Opportunities Have Outsized Impact Potential



***The EaDo Cap Park is projected to have the largest impact on the area with the highest in visitor spending.***

The 30-acre cap park that will span the depressed I-45 and I-69 main lanes between Downtown and EaDo is located in the heart of our region's sports and convention district. Potential uses for this new greenspace may include large public event staging, recreational open spaces, pedestrian-friendly sidewalks, a large playground, retail and entertainment, historic displays, gardens and hiking/biking trail connections.

*Source: Civic Opportunities Related to the North Houston Highway Improvement Project: Economic Impacts and Community Benefits, [downtownhouston.org](http://downtownhouston.org)*

### segment 3 master plan for EaDo

- › Through Downtown and EaDo, the project would realign I-45 alongside I-10 and I-69 to the east of the George R. Brown Convention Center (GRB) and retire the Pierce Elevated as a transportation corridor, thus reconnecting Downtown and Midtown.
- › To mitigate the added lanes on the eastside of Downtown, the freeway will be depressed below grade with a multi-block "cap park" at the current street level that reconnects EaDo to Downtown.
- › Address flooding concerns with a modernized urban drainage system.
- › Promote a systemwide reduction in delays and increase average traffic speeds.

For more information, visit [ih45northandmore.com](http://ih45northandmore.com)





NHHIP - EaDo Cap Park, Proposed Rendering



NHHIP - EaDo Cap Park, Proposed Rendering





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[eadohouston.com](http://eadohouston.com)