

Collaborative Improvements Will Stimulate Investment

Westchase built its long-range plan around six elements:

- Developing a canal network
- Creating a connected network of open spaces
- Making streets more attractive and convenient
- Breaking up superblocks into a smaller grid
- Improving transit and shared parking
- Branding the District

Owners who build these elements into their (re)development projects will benefit monetarily. Similar initiatives elsewhere have enabled owners to charge rent premiums ranging from 5 to 40 percent over market. This creates a powerful economic stimulus to tie into the vision, and work cooperatively with other owners and public agencies.



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*Creating this quality
environment will
attract people,
increase owners' revenues,
and grow Houston's
tax base.*



Leading Houston
in a bold, new direction

An Overview of the
Westchase District's
Long-Range Plan



Download the entire Westchase Long-Range Plan from
westchasedistrict.com/vision
or call for a printed copy.



Goals

The Westchase District is already one of the largest employment centers in Houston. The District's Board of Directors wants to ensure that Westchase remains the commercial and cultural heart of West Houston for generations to come. This Long-Range Plan provides a framework that will help guide future development for the next 20 years. We want to:

- **Become a "Brand Name" Urban Center** that has a clear sense of place and a unique identity.
- **Become West Houston's Downtown** offering a vibrant urban lifestyle.
- **Become a Livable Downtown** with public gathering places, plenty of things to do and places to see.
- **Become a Center of Gravity** by making the whole District a regional "destination."
- **Become More Mobile and Connected** with street and parking improvements, open spaces, walkways, bike paths and public transit.
- **Become a Destination that Adds Value** by offering a premium return on investment.

Public-Sector Benefits

Implementing the Long-Range Plan would provide many benefits for the City of Houston, Harris County, METRO and public agencies. This framework will ensure that re-development within the City remains attractive compared to greenfield development in suburbs. Benefits include:

- Preserved and Increased Tax Base
- Reversed Flight to Suburbs
- More Stable Neighborhoods
- Stronger Business Climate
- Higher Density/Less Commuting
- More Efficient Use of Tax Dollars
- Flooding and Runoff Control
- Better Quality of Life
- Reduced Crime



Private-Sector Benefits

Provisions in this framework will create more green space, parks, parking and floodwater detention community-wide. Sharing these resources will ultimately give individual developers freedom to do more with their property while reducing construction costs. Benefits include:

- More Flexibility
- Higher Return on Land Costs
- Higher Return on Construction Costs
- Lower Vacancy Rates
- Lower Marketing Costs
- Higher Rents
- Less Turnover
- More Customers
- Reduced Risk

