

UPTOWN UPDATE



A NEW VIEW IS COMING TO UPTOWN HOUSTON

Recognizing that mobility is crucial to economic preservation and growth, Uptown Houston has developed a comprehensive plan to further improve accessibility in and around the area and address increasing traffic volumes and changing traffic patterns. One important component of the plan is a real-time **video traffic surveillance system** and **incident management plan** that monitors critical intersections and thoroughfares and enables officers to respond to traffic incidents quickly and effectively.

Since 2002, Uptown has utilized four Closed Circuit Television (CCTV) cameras, which are monitored by an off-duty police officer in Uptown's central command center. When a traffic incident occurs, the officer in the command center communicates in real-time with officers on the street who then react quickly to manage the problem.

Today, Uptown is pleased to announce the addition of three more cameras, which will bring the total to seven. Working together, these cameras will help officers reduce traffic incident response time, which will ultimately reduce the time commuters are stuck in traffic.

For more information, visit www.uptown-houston.com.

RESIDENTIAL UPDATE

The Uptown Houston apartment market is flourishing, currently boasting one of the highest occupancy rates in the city. As a result, developers continue to invest in the area. Once such investment is **The Alexan Post Oak**, which is currently under construction at 1111 Post Oak Boulevard. The upscale, mid-rise property located across the street from Uptown Park will add 392 Class A units to the market.

BY THE NUMBERS: UPTOWN HOUSTON APARTMENT MARKET

Average Square Feet	
per Unit:	1,006
Average Occupancy	
Rate	93.7 percent
Average Market Rent	
per Unit:	\$1,351

UPTOWN HOUSTON APPLAUDS AREA HOTELS RECOGNIZED BY AAA



Congratulations to the following Uptown-area hotels that were selected as 2007 AAA Four Diamond Award Winners: (Pictured from left to right) Hilton Houston Post Oak, The Houstonian Hotel Club & Spa, Intercontinental Houston, Omni Houston Hotel & Noé Restaurant & Bar, and Westin Galleria & Westin Oaks .

If you would like to receive Uptown Updates via e-mail, send your e-mail address to uptown@uptown-houston.com.

UPTOWN HOUSTON HONORED AT ANNUAL EXCALIBUR AWARDS

Uptown Houston was recently honored at the **Public Relations Society of America's annual Excalibur Awards**, recognizing excellence in public relations. Uptown's marketing communications team walked away with one gold and two silver Excalibur awards in the following categories:

External Newsletter – **The Uptown Update**

Media Launch – **West Loop Grand Opening: An Early Holiday Gift**

Partnership Campaign – **Greening the West Loop: Hidalgo Park**



NEW UPTOWN HOUSTON LOCATOR MAP NOW AVAILABLE

A new pdf-friendly Uptown Houston locator map is now available at www.uptown-houston.com. Please print and distribute the map at your convenience.

To access:

- Visit www.uptown-houston.com
- Click on Info Source
- Select Uptown Houston Locator Map
- Download and print



RETAIL NEWS ON THE GO

... **High Gloss** is now open in **Uptown Park** in the space formerly occupied by Marble Slab Creamery. Look for vintage items, accessories, housewares, wedding gifts, and artist-made, one-of-a-kind jewelry, as well as an expanded line of men's accessories.

... **The University of Texas Co-op** is coming to **Uptown Park**, its first store outside Austin, in early August. Why Houston? The Bayou City houses the largest Texas-Ex population in the country.



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