



JOHN R. BREEDING

**President and Chief Executive Officer, Uptown Houston District
Administrator, Uptown Development Authority**

For nearly 30 years John Breeding, in his capacities as President and CEO of the Uptown Houston District and as Administrator of the Uptown Development Authority, has set the standards in creating the archetype for successful mixed use urban centers in the United States. With the vision and support of the Boards he serves, Mr. Breeding has led efforts in planning, funding, management and governance to turn Uptown Houston, 500 acres located in the heart of Houston, into one of the most economically viable, iconic destinations in the country.

Accomplishments on behalf of these organizations in which Mr. Breeding has been instrumental include:

- The creation of funding and organizational mechanisms that resulted in Uptown Houston as the first improvement district in the state of Texas and as a Tax Increment Reinvestment Zone;
- The funding for and oversight of a public streetscape program that differentiates Uptown Houston through architecturally way finding systems, lighting and landscaping to create a unique sense of place;
- District funding and integration of regional transportation improvements through a collaboration with the Texas Department of Transportation, METRO, the City of Houston, Harris County and other public entities to increase accessibility to the area via the reconstruction of the West Loop and the implementation of the Westpark Tollway;
- The funding for and execution of a \$235 million capital improvement program to improve accessibility, including infrastructure development on Post Oak Boulevard to accommodate its use as a transit corridor;
- The negotiation and acquisition of the Water Wall Park and thereby ensuring its preservation as a public destination for future generations of Houstonians.
- The creation and production of the Annual Uptown Holiday Lighting, one of the city's most beloved free, public holiday events on Thanksgiving night; and
- The development of infrastructure, beautification and enhancement of the public realm, which has improved accessibility, created a sense of identity and provided a foundation for community that is Uptown.

- The expansion of the Uptown TIRZ boundaries to include Memorial Park and a future transit terminal site
- The acquisition of federal funding of \$62 million for the execution of a \$192.5 million Uptown Mobility Project

Mr. Breeding attributes these and his other accomplishments to the consistency of the Uptown Houston organization, the vision and direction of its Board and his ability to innovate through creative partnerships and alliances “which produce the greatest benefit for the broadest of interests, by cooperatively leveraging the limited resources of each group.”

Before joining the Uptown Houston District in 1986, Mr. Breeding held positions as Vice-President of Operations and Planning at Rice Center, METRO Transit Authority and the Houston-Galveston Area Council. He currently holds Board positions at Houston Achievement Place, KSBJ 89.3, TREK, Inc. and the Greater Houston Convention and Visitor’s Bureau.

Mr. Breeding has a Bachelor of Science and a Masters of Urban and Regional Planning from Texas A&M University.