



ZÓCALO

ARTIST-IN-RESIDENCY

COMMUNITY
INFO





ABOUT SPRING BRANCH

LOCATION

Zócalo Apartments is a peaceful 236 unit multifamily apartment community located at 8787 Hammerly Blvd. in the Central Spring Branch area of Houston, a district in west-northwest Harris County. Located about a 20 minute drive from downtown, it is almost entirely within the City of Houston. The Spring Branch Management District exercises jurisdiction over the area.

NEIGHBORHOOD CONTEXT

Spring Branch has a history older than the City of Houston. In 1830, before Allen Brothers founded Houston in 1836, a German immigrant named Karl Kolbe fled Gotha, Germany in search of a new home for his family. Spring Branch began as a religious community settled by German farmers, many of whom owned dairies, sawmills, and farms. Today, many of the street names are named after the early settlers - Gessner, Conrad Sauer, Witte, Wirt, Blalock, Campbell, Hillendahl, Bauer, Fries, and Neuens.

As the area moved towards industrialization, the farmlands developed into subdivisions, schools, and shopping centers. As the population size increased and a more diverse range of housing options became available, a significant demographic shift began in the early '80s, when large numbers of Hispanics, mostly immigrants from Central America, moved into parts of Spring Branch. Today, as you drive along Long Point Road, one of Spring Branch's main arteries, you can see a glimpse of the cultural diversity the area offers with a rich blend of taquerias and noodle houses that are a common sight as Spring Branch is also home to Houston's largest Koreatown district which brings even more ethnic diversity and vibrancy to the area.

Time has seen Spring Branch evolve from its roots as an early rural Texas settlement of German immigrants who farmed the area, into a postwar middle-class Houston neighborhood, and now into a much more diverse urban environment with a mix of cultural diversity that makes Spring Branch so charmingly "Houston" while retaining remnants from all stages of its history.

We encourage all applicants, in particular applicants from outside of Houston and Texas to research more about Spring Branch to learn more about the complex histories and contemporary realities of Immigrant, Latinx, Hispanic, Chicanx, Mexican Americans, Korean, Vietnamese and other communities of color that are dominant in the Spring Branch area.

LAND ACKNOWLEDGEMENT

As a community organization based in the Spring Branch area of Houston, we must acknowledge an important part of our land's history that began long before German settlers and the Allen Brothers arrived. For many generations, indigenous communities have lived on and been connected to the land where we are based. Moreover, indigenous people from many nations live and work in this region today.

We believe that truth and acknowledgment of Houston's colonial history is critical to build mutual respect and connection, and we would like to acknowledge that our campus is located on the ancestral lands of the Karankawa, Sana, & Atakapa People. We honor their elders, past and present, as well as future generations, and we encourage you to learn more about Houston's native history [by clicking here](#).



ABOUT THE COMMUNITY

ZOCALO RESIDENT DEMOGRAPHICS

General Demographics:

- Total Number of Apartment Units: 236
- Total Number of Residents: 329
- Single Female, Single Male, Unmarried Couples, and Other Small Family Households
- Age Range: <18-73 years old
- 68% of residents are Millennial aged individuals between the ages of 22 to 37
- 12% of residents are children under the age of 18
- Average Individual Income: \$33,000 | Average Household Income: \$58,000
- Geographic/ Ethnic Origins:
 - Residents are from Spring Branch
 - Non-Houston Native (No Neighborhood Affiliations)
 - Multi-ethnic diversity is reflective of Spring Branch's predominantly Latinx, & multi-cultural population
- Most Common Languages Spoken: English & Spanish
- Most Common Occupations: 1) Self-Employed 2) Professional 3) Construction 4) Education 5) Service Industries

General Interests:

- Arts & Culture
- Food
- Health & Wellness
- Community & Socializing
- Entrepreneurship

Current Issues

- COVID-19 Social Isolation
- Unemployment due to COVID-19
- Homeschooling adjustments

ADDITIONAL RESEARCH LINKS & RESOURCES

- [Spring Branch Management District](#)
- [Statistic Atlas \(Demographic & Statistical Information\)](#)
- [My Spring Branch \(General Information\)](#)
- [Spring Branch Houston Wikipedia \(General Information\)](#)
- [Zócalo Location Map & Neighborhood Guide](#)