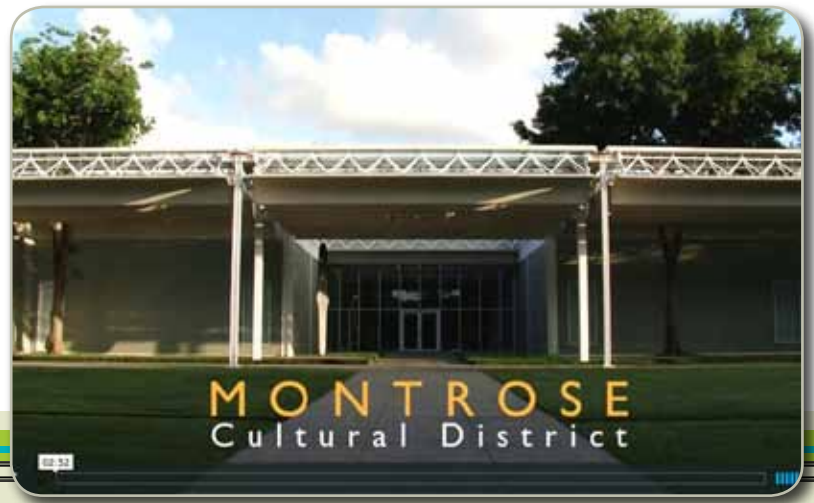


Volume I - 2014

# MONTROSE DISTRICT

MontroseDistrict.org

>>> See our Cultural District Designation video at: [vimeo.com/95813288](http://vimeo.com/95813288)



**A message from**  
**Claude Wynn**  
Chairman of the Board of Directors  
Montrose Management District

*Somewhere, in between the gray of winter and the “generous warmth” of Houston’s summer season, there is a brief window of opportunity for enjoying Montrose at its best. It’s called “spring” and if you blinked, you missed it.*

However brief, the balmy weather makes it more inviting to walk or bike through the Montrose neighborhoods, to enjoy the lush canopy of venerable old trees, and to dine al fresco at one of the District’s many cafes, restaurants, bars, and coffee shops.

The board of directors and staff of the Montrose Management District are ever mindful of what we have to do to make the neighborhoods and commercial corridor more “walkable,” whether through focusing on creating more sidewalks and repairing those that exist, or just advocating for both bike and pedestrian safety.

Another area of great interest to the District is forecasting the future commercial needs of the community. As Houston continues to grow in population, so does Montrose. With a cultural, historical, and artistic

ambiance like no other part of the city, Montrose also benefits from its proximity to the city’s core without feeling like “downtown.”

As we grow, we may need to take inventory of the current retail, restaurant, service industries, and commercial businesses in our unique neighborhood and do a little forecasting for what might be needed in the future. What are the missing pieces of the puzzle that need to be recruited to improve the quality of life in our community, and how do we get them here?

*This is part of a new conversation we’re only beginning to initiate, so we don’t have all the answers yet. That’s where your thoughts and suggestions may prove to be valuable. Please let us know what you think via the District website: [MontroseDistrict.org](http://MontroseDistrict.org) under the “Contact Us” tab.*

*Sincerely yours, Claude Wynn*



**A message from...**

**Bill Calderon**  
Executive Director  
Montrose Management District

*We are delighted to report that many of the initiatives designed to improve business and the quality of life are collectively moving forward in a positive fashion!*

Currently, we are working closely with the engineering firm of Walter P. Moore and the City of Houston to create a special parking area (SPA) which will benefit local businesses. The SPA ordinance, which passed in March 2013, enables communities to create new parking rules that suit their unique needs. It will allow for more flexible parking requirements, enabling businesses some breathing room in qualifying to apply for city permits.

The SPA is a new program, and Montrose District will be the first to assist the city in testing its workability.

The Montrose District also continues to work with the Texas Commission on the Arts toward receiving a special designation as a cultural and arts district. Our application was submitted to the Commission on May 30, and we hope to hear that we have been approved in mid-September or early October. The concept of designating cultural arts districts was enabled with the passage of legislation in the 79th Texas Legislature in 2005. Its intent is to designate special zones in cities and Texas communities that harness the power of cultural resources to stimulate economic development and community revitalization.

While we believe we are already one of the city’s richest areas for artistic and cultural expression, we expect this designation to have a powerful and positive impact on our community. We anticipate that the designation will open the door for grant funding to support the arts, including music and educational programming. We have already begun discussions with our partners in the Museum District about working together to implement programs and events.

Finally, with the invaluable assistance of Kudula & Weinheimer, the District is in the process of allocating twenty four locations for the placement of District branding signage to enhance Montrose’s character as a unique and special destination in Houston.

As always, we endeavor to be mindful of the needs of area businesses and residents and greatly appreciate your input and suggestions.

#bikemontrose



## LET'S GO FOR A RIDE

# THE RACKS ARE HERE!

Montrose has a reputation for being a bike friendly neighborhood. It’s not uncommon to see cyclists on our streets, and the popular monthly Karbach Brewery ride often starts right in the heart of Montrose at Hay Merchant.

Despite the amount of cycling that goes on in Montrose, finding a safe and secure place to park a bike can be a challenge. BikeHouston brought this issue to the District’s attention late last year, and we began a plan to help make secure bike parking in our neighborhood a reality. We worked closely with BikeHouston on rack design and placement.

We now have many locations throughout the District and more are planned.

**To request a bike rack at your favorite location, contact Montrose District’s Director of Services, Phil Wagner at [PWagner@MontroseDistrict.org](mailto:PWagner@MontroseDistrict.org).**

**TO READ MORE ::**  
[montrosedistrict.org/bike](http://montrosedistrict.org/bike)



Follow us at:  
[facebook.com/MontroseDistrict](https://www.facebook.com/MontroseDistrict) | [@MontroseHTX](https://twitter.com/MontroseHTX)

# PUBLIC SAFETY forum

The District provides public safety forums and makes presentations at area meetings and events as well as providing for mobile security cameras, graffiti abatement, and vehicle and bike patrols of the business community.

On April 21, the Montrose District, in partnership with the Houston Police Department (HPD), conducted a public safety workshop for area restaurant and bar owners. A video of the event can be viewed at [vimeo.com/98057680](http://vimeo.com/98057680). The focus of the presentation was to help owners and managers protect their patrons from theft and burglary of their vehicles. The officers stated that summer, especially, brings out folks looking for easy targets by casing vehicles whose owners leave laptops, cameras, and other easily stolen items in plain view. The District has "Store, Hide, Lock" signs available to area business owners to help reinforce the message to keep valuables safe by placing them out of sight and ensuring that they are not easily viewable to people walking past a vehicle. **Businesses interested in learning additional safety tips from HPD can visit [www.houstontx.gov/police/keep\\_houston\\_safe](http://www.houstontx.gov/police/keep_houston_safe)**

In 2013, officers were able to make 12,600 checks on Montrose-area businesses, largely successful because of the number of trespass affidavits business owners have signed, giving officers access to their properties. Officers drive by, often getting out of their vehicle to physically check back-doors and alleys.

**"When we check these businesses, that's often when we find our suspects,"** Beserra said. In October and November, there were more than 100 arrests per month, which was a record, he added.

Beserra acknowledged that the Montrose District board and staff have provided significant support and added that communication with the public is also a big help. He said his own barber at Henry's, on Richmond Avenue, helped by reporting that he had seen a well known transient in the neighborhood with a bicycle that he'd never had before. Officers approached the man and discovered the bike had been reported stolen in a burglary the previous night and were also able to charge him with drug possession.

**Watch:** our Public Safety meeting at Haymerchant [vimeo.com/98057680](http://vimeo.com/98057680)

**>> The Public Safety Committee meets the second Friday of every month at 9 a.m. at 4310 Dunlavy St, Houston, TX 77006 and is open for public comment.**

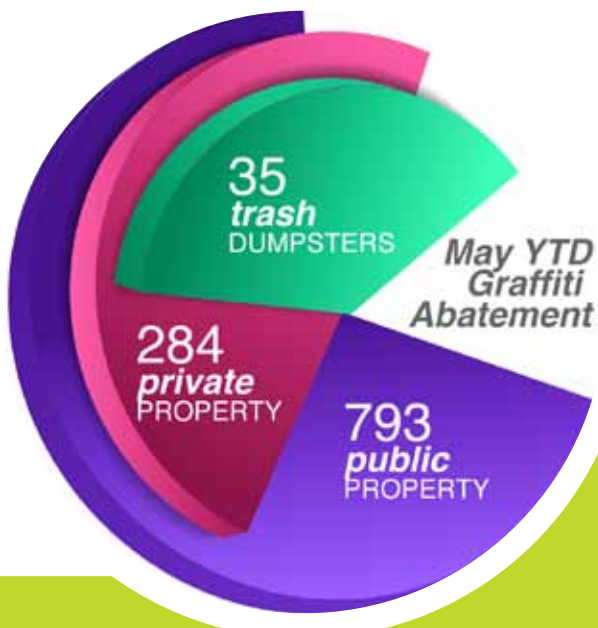
**Learn:** more about the District's Public Safety Program. Contact Phil Wagner, *Director of Services* at [PWagner@MontroseDistrict.org](mailto:PWagner@MontroseDistrict.org)

## MONTROSE SALUTES brave officer



Board member, Dr. Randy Mitchmore with officer L.T. Jaquarya

**The Montrose District deeply appreciates and proudly commends officer Jaquarya for his bravery and swift action in helping apprehend suspects involved in the robbery on June 4, 2014.**



## Clean & Green

### Graffiti Abatement

Year to date, a total of 1,112 occurrences of graffiti were removed, and over 11,000 sites since program inception in 2008. Thanks to all of our community partners who actively assist us in reporting incidents. We encourage all residents and businesses to join in the effort to help us eradicate graffiti from the District by reporting to 3-1-1 or going on-line to [www.MontroseDistrict.org](http://www.MontroseDistrict.org) and reporting incidences via the "How Can We Help" button on the home page of the website. We are also working closely with our graffiti abatement contractor and our Montrose Patrol Officers from HPD to identify and prosecute the individuals responsible for graffiti in our District. For more information contact Phil Wagner, *Director of Services* at [PWagner@MontroseDistrict.org](mailto:PWagner@MontroseDistrict.org)

Help Us Keep Montrose Clean & Green

**H-E-B**  
1701 W. ALABAMA

ReThink  
ReUse love+  
RECYCLE

October 25<sup>th</sup>  
10<sup>am</sup> - 2<sup>pm</sup>

CompuCycle  
Tradition Bank  
Local answers.

» On-site shredding «  
ACCEPTABLE ITEMS INCLUDE:  
TV's up to 27" « Speakers « Phones « Cameras « Computer Stuff  
Small Appliances « Batteries. **NO FRIDGES, ACs or HEATERS.**  
For complete list scan the code or visit:  
[MontroseDistrict.org/biAnnualRecycling](http://MontroseDistrict.org/biAnnualRecycling)  
For info contact Whitney at: [WWiggins@CompuCycle.net](mailto:WWiggins@CompuCycle.net) or 713.866.8025  
[MontroseDistrict.org](http://MontroseDistrict.org) | [@MontroseHTX](https://twitter.com/MontroseHTX) | [facebook.com/MontroseDistrict](https://facebook.com/MontroseDistrict)

# MONTROSE DISTRICT SEEKS Cultural District Designation

The District has submitted an application for consideration by the Texas Commission on the Arts to become a Cultural District. As you probably already know, the Montrose District is a community unique to the City of Houston, with a vibrant and colorful history that is home to a fascinating array of artists, musicians, and other creative forces.

The District has an eclectic business community which includes art galleries, music venues, churches, educational centers, specialty retailers, and art studios. Area restaurants, cafes, and bars are regularly featured in local and national magazines. There are 21 museums surrounding the Montrose District, including The Museum of Fine Arts, The Menil, and Rothko Chapel. The District is also home to the HISD, High School for the Visual and Performing Arts (HSVPA), and St. Thomas University which offers both graduate and undergraduate degrees in music and the performing arts. The District also serves as home for the Consulate-General of China and the Norway Consulate.

The District is located in City Council District C, represented by Council Member Ellen Cohen. Other well-known Montrosians include Mayor Annise Parker, business owner Charles Armstrong, and Council members At-Large Stephen Costello and David W. Robinson.

**“We are very excited about helping take the Montrose District to the next level, and being recognized as a Cultural District is an important part of that process.”**

— Lane Llewellyn

Montrose District Board Member | Marketing & Business Development Committee Chair

Cultural promotions is one of five services in the District Service Plan. The District supports businesses and the community by hosting quarterly Business Mixers, Bi-Annual Recycling events, and a Montrose Business Workshop seminar series. Other planned projects in the next few years include: the installation of LED lights on six bridges on the SouthWest Freeway 59, installation of LED-lighted District banner signage at key intersections in the District, and working with the City of Houston on a Parking Management District. Each of these projects will enhance the already beautiful and diverse cultural experience that is the Montrose.

The Commission is expected to make a decision in mid-September / early October.

**Connect with us and be one of the first to know!**

MontroseDistrict.org | @MontroseHTX | facebook.com/MontroseDistrict

SEE our SUPER “Culture Cool”  
DESIGNATION VIDEO: [vimeo.com/95813288](http://vimeo.com/95813288)



WATCH OUR LAUNCH MIXER @ ART LEAGUE:  
[montrosedistrict.org/mmd-art-league-culture-designation-mixer](http://montrosedistrict.org/mmd-art-league-culture-designation-mixer)

## AWARD-WINNING public art

“Cultural Arts Award “ winner,  
Patrick Renner for, “Funnel Tunnel”  
2013 Museum District Business Alliance  
Community Improvement Awards



The “Funnel Tunnel,” a 180-foot public art installation in the esplanade of Montrose Boulevard — adjacent to Inversion Coffee House, and produced by the Art League of Houston — is not just pretty to look at, it’s officially award-winning.

Artist Patrick Renner, a Houstonian, was recognized recently by what Culturemap says is the “only national program to specifically honor public art.” The quirky and colorful wood-framed work is not only one of the coolest sights in town, it’s now certifiably one of the coolest public art installations in the country.



Montrose District Board member, Lane Llewellyn with talented jazz musicians Bobby Lyle and Joe Sample (seated) at our May Business Mixer

WATCH OUR CULTURAL MIXER @ BABA YEGA:  
[montrosedistrict.org/cultural-district-designation-application-mixer](http://montrosedistrict.org/cultural-district-designation-application-mixer)

## Board of Directors Monthly Meeting

2ND MONDAY AT 12:00 (NOON)

Montrose Center

401 Branard, Ste. 106 Second Floor

## Recycling Sub-Committee

1ST TUESDAY IN APRIL AND OCTOBER AT 9:30 A.M.

## Visual Improvements/Mobility

3RD MONDAY AT 9:00 A.M.

## Security & Public Safety

2ND FRIDAY AT 9:00 A.M.

## Marketing & Business Relations

4TH WEDNESDAY AT 4:00 P.M.

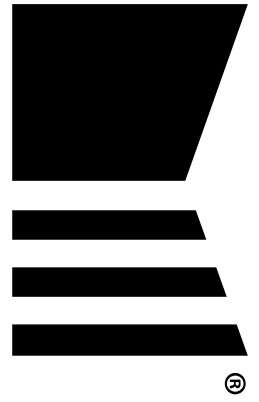
## Business & Economic Development

4TH WEDNESDAY AT 12:00 (NOON)

All meetings except the Board of Directors & Security /Public Safety take place at:

### Tradition Bank

5020 Montrose Blvd. Houston, TX 77006.



**MONTROSE DISTRICT**  
5020 Montrose Blvd. Suite 311  
Houston, Texas 77006  
MONTROSEDISTRICT.ORG

The Montrose Management District is a combination of HCID#6 and HCID#11



### MONTROSE DISTRICT WELCOMES...

did you know >>

## Phillip Wagner

Director of Services

The Montrose District is pleased to announce that Phillip Wagner has been named as the new Director of Services effective June 1. Phil comes to the District by way of the City of Dubuque, Iowa where he was Acting Director of Economic Development. Prior to joining the City of Dubuque, Phil served as a Management Analyst for the City of Sugarland. Phil has been out in the community getting to know the businesses and is actively working on the bike rack installation project for the District among his many projects.

If you have a question for the District, Phil can be reached at **PWagner@MontroseDistrict.org**. And as with all transitions, we have to say goodbye to Josh Hawes who served as the Director of Services since 2008. **We wish him well on his new journey!**

**Of concern to all!**  
**A tree is worth \$193,250**

according to Professor T.M.Das of the University of Calcutta. A tree living for 50 years will generate \$31,250 worth of oxygen, provide \$62,000 worth of air pollution control, control soil erosion and increase soil fertility to the tune of \$31,250, recycle \$37,500 worth of water and provide a home for animals worth \$31,250. This figure does not include the value of fruits, lumber or beauty derived from trees. Just another sensible reason to take care of our forests.

From Update Forestry  
Michigan State University

THE VALUE OF A TREE



SAVE OUR MOTHER EARTH

## BOARD of DIRECTORS

Claude F. Wynn, *Chairman*

Randy Mitchmore, *Vice Chairman*

Cassie Stinson, *Secretary*

Brad Nagar, *Asst. Secretary*

Kathy Hubbard, *Treasurer*

Robert Jara

Michael Grover

David W. Robinson

Randall Ellis

Bobby Heugel

Dana Thorpe

Lane Llewellyn

## Montrose District Staff

Bill Calderon

Executive Director - 713.595.1216

Phillip Wagner  
Director of Services  
713.595.1241

PWagner@MontroseDistrict.org

Gretchen Larson  
Director of Marketing  
713.595.1215

GLarson@MontroseDistrict.org

Ray Lawrence  
Director of Economic Development  
713.595.1235

RLawrence@MontroseDistrict.org

save the date...  
**business MIXERS**  
6pm - 8pm

September 25

SIPHON@ 701 W Alabama

{MIX} MINGLE {NETWORK}

WANT TO NETWORK WITH MONTROSE ARTISTS, BUSINESSES, AND INTERESTING PEOPLE? THEN JOIN US AT NEW AND EXCITING LOCAL PLACES! FOR MORE INFORMATION CONTACT OUR BUSINESS AMBASSADOR, MARIE CORTES AT MCORTES@MONTROSEDISTRICT.ORG



DON'T MISS OUR...  
**special YEAR END**  
HOLIDAY DECORATION  
WINNERS + CELEBRATION  
**December 18**

if you like what you see... contact the "C" team for all your marketing needs:

Creative Team :

Videography: **EV1 Productions** | EV1Pro.com

Web Design: **Primer Grey** | PrimerGrey.com

Graphic Design & Photography: **CrackedFox photography & design** | CrackedFox.com