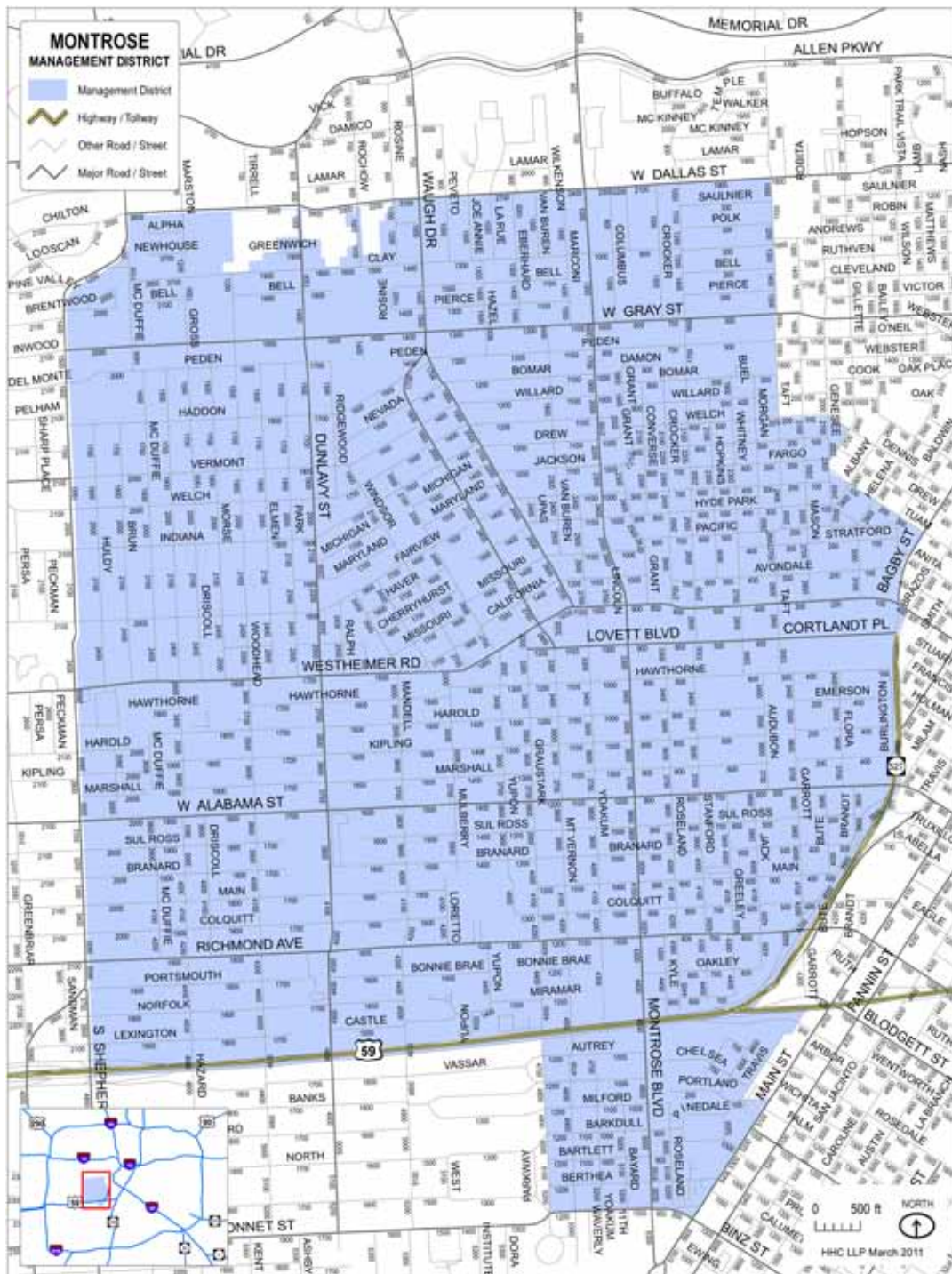




MONTROSE
DISTRICT

Houston's Favorite Destination!

November 2014 - 2nd Edition





In recent months, the historic Montrose area of Houston has received recognition as one of the most exciting urban communities in the country.

ART PLACE – a collaboration of leading national and regional foundations, banks, and federal agencies committed to “creative place making”- recognized Montrose/Neartown as among the Top Art Places in 2013. The area was cited as having “an abundance of social offerings, venues, and opportunities that enliven the community and make it a place where people and small businesses want to be.”

LOWER WESTHEIMER has been ranked on a list of 20 of *America's Hippest Neighborhoods* by **FORBES.COM**. Reasons given: Good restaurants and resale stores, and a notable number of destination retailers. Also, it's a lot more walkable than most neighborhoods in town.

The Montrose Management District works with property and business owners to make the Montrose Community a place where people want to live, work, shop, dine, and play.



NEW DEVELOPMENT

Responding to Market Demand

In response to market demand for close-in quality housing and commercial space, some of Houston's leading developers are building outstanding new projects in the Montrose District.

POST PROPERTIES, which pioneered high quality mid-rise apartment living in Houston's Midtown, has completed Post Richmond, an attractive five-story 242 unit complex at Spur 527 and Richmond with many units facing Colquitt and Jack streets. The design is somewhat unique in the Houston area as first floor units on the latter streets have front door stoops similar to those found in the Northeast. Amenities include a large courtyard and pool, a fitness center, a club/game room and a business center and library.

AMLI has acquired the Hanover West Gray apartments from HANOVER COMPANY, which completed the six-level podium style 275 unit complex at West Gray and Waugh Drive in 2013. The property has been renamed AMLI River Oaks. There is a two-level parking garage, above which are four levels of luxury apartments. Amenities include two courtyards, a resort style pool and a 6,300 square foot club with a fitness center, movie theater, entertainment/meeting area, and a demonstration kitchen.

TRAMMELL CROW RESIDENTIAL has developed a high quality apartment community on the south side of the Montrose District at Richmond and Graustark. The complex is called The Muse Museum District. It is situated on a 2.9 acre tract and has four floors of living units above a two-story garage, with one floor at ground level and one floor below. The community has 270 units, 80% of which are one-bedroom and 20% two-bedroom units. The project has a large clubhouse facing Richmond Avenue that contains a fully equipped health club and a business center.

The MARONE COMPANY will complete its 444 unit luxury apartment complex, called The Fairmount Museum District, by the end of 2014. The first section was opened in 2011. The facility, located at the southwest corner of Richmond and Dunlavy, has both north and south buildings and three courtyards, each with a swimming pool.





Architect Rendering - Campanile South

Construction will be completed on an 8-story mid-rise apartment complex called The Susanne by mid-2015. The building, on the southeast corner of West Alabama and Dunlavy, is being developed by THE FINGER COMPANIES. The firm developed the first luxury high-rise apartment building in the Montrose District, The Museum Tower, which opened in 2002. The new Mediterranean style building will have 390 units.

HANOVER COMPANY has a major 30-story apartment tower under construction at Montrose and Hawthorne. The structure will have 330 units when completed in 2016. The project, to be called 3400 Montrose, will have a 30-foot set back from Montrose and face Hawthorne. The residential floors will lie above a high ceiling lobby floor and 6-story garage entered from Hawthorne. The architects for the project are Solomon Cordwell Buenz, Chicago.

Dallas apartment developer, STREETLIGHTS RESIDENTIAL, has started construction on a 20-story apartment tower at 4 Chelsea Blvd. behind the Chelsea Market. The building, to be called The Carter, will have 305 apartment units, plus rental townhomes ranging from 1,691 to 2,373 square feet on the first two floors. The company purchased the former one-story office and residence property in September, 2013. The building, which is less than a quarter mile from the Finger Companies' Museum Tower, is expected to be completed in 2016.

Houston based RIVERWAY PROPERTIES purchased the former River Café property at 3615 Montrose and Marshall and is planning to build a 7-story luxury condominium with 34 units and nearly 100,000 square feet of living space. The well-known architectural firm Phillip Johnson/Alan Richie have been contracted to do the design. Presales started in October, 2014.

Another apartment project – Farb Montrose – is proposed for the 0.9 acre site bordered by Montrose, Fairview, Grant and Hyde Park. The developer is JONATHAN FARB who previously developed City Place Midtown at 306 McGowen in late 2010. The project will include a multi-story garage.



Addressing demand for professional office space

HANSEN PARTNERS and BARBOUR INVESTMENTS has extended the Campanile office complex at Richmond and Montrose to the west with the construction of Campanile South, a six-story, 80,000 square foot office building on the south side of Richmond between Yoakum and Mt. Vernon. A 3.5 floor garage and 4,000 square feet of retail space have been incorporated into the structure. The facility is designed to cater to small office users requiring 500 – 10,000 square feet. Combined, the Campanile, developed by Hansen and TRC Capital Partners, and Campanile South total 300,000 square feet of office and retail space.

Newly remodeled office space will be available on Montrose Blvd. in the spring of 2015. CORINTHIAN REAL ESTATE purchased the Westmont, a 17,000 square foot two-story property at 3217 Montrose and plans to completely renovate the interior and exterior for future medical and office use.



HANSENPARTNERS

And a major new food market

After a lengthy planning and design process that included a series of town meetings to get neighborhood inputs, H-E-B opened its contemporary design 78,000 square foot Montrose Market in November, 2012. An aging apartment project, the Wilshire Village Apartments, was torn down to make way for the new store which is the largest H-E-B store in the Houston area. The new store, which has a pharmacy and outdoor dining area, incorporates natural light and sustainable building materials and practices, along with extra-wide aisles and shelves built on risers for more efficient restocking. The store earned two “*Development of Distinction*” awards from the Urban Land Institute in 2013, including one as “*People’s Choice*”.



Fulfilling trade area demand for new retail space

BISCUIT, the well-known River Oaks Avalon Center enterprise, opened its new location, BISCUIT HOME, at 1435 Westheimer in June, 2014. Biscuit offers original custom designed bedding and linens as well as furniture, accessories, and gifts. The shop also offers interior design consulting services to its customers. The distinctive building in which Biscuit is located has 10,000 square feet of retail and production space and has been completely remodeled to accommodate the new tenant. Biscuit is a unique addition to the Montrose District, further signifying the area’s transition to an exciting shopping destination.





A new multi-space restaurant facility

The project, to be called Alabama Row, will be located at the northeast corner of Alabama and Mandell. Over time, the investor group, SLOAN PROPERTIES, acquired four single-family lots on which the developer, FRANKEL DEVELOPMENT, will construct 11,300 square feet of finished space on the ground floor with a 2.5-story garage above accessed by a passageway through the center of the lower level. There will be four store spaces, each an end-cap space, best suited to a full service restaurant, perhaps two fast casual restaurants and a coffee shop. The garage will have 120 parking spaces with both elevator and open stairway access. The building was designed by Johnson Design Group. This project answers the question regarding the type of project that can be developed on shallow tracts which are common in the Montrose District.



WHO WE ARE

Purpose

The Montrose Management District is one of 28 management districts in the Greater Houston Area. The District comprises parts of City Council District C and County Precinct 1. Super Neighborhood 24 is contained within the District. The purpose of the District is to enhance the physical, social and economic well-being of the Montrose community. The District is empowered to finance services and projects related to public safety, mobility and transportation, environmental and urban design, and business and economic development. These functions are addressed in a 2009-2017 Service, Improvement and Assessment Plan. The District is managed by an all volunteer fifteen member board of directors which meets on the second Monday of each month. Board meetings are public meetings, and visitors are welcome to register and speak on matters of interest or concern pertaining to the District. The board is supported by a staff of specialists headed by an executive director who perform planning, budgeting, accounting, project management, economic development and marketing functions at the direction of the board.

How Created

The Montrose Management District is an amalgamation of two Harris County improvement districts – HCID No. 6 and HCID No. 11 – both of which were created by the Texas Legislature with consent granted by the Houston City Council. HCID No. 6 was comprised of what is today the eastern portion of the Montrose District east of Montrose. Texas HB 3518 creating HCID No. 6 was signed by the governor in June, 2005, with consent granted by Council in March, 2007. HCID No. 11 occupies the portion of the District west of Montrose to Shepherd. Texas HB 4722 creating HCID No. 11 was signed by the governor in June 2009 and became effective immediately. In February, 2011, the board of the two HCID adopted an order consolidating them into a single management district. At the same time, the size of the board was increased from 11 to 15 members.



MONTROSE 2014 HOLIDAY *Decorating Contest*

1st: \$500 | 2nd: \$250 | Most Creative: \$150

Registration Deadline: December 11th

WINNERS ANNOUNCED AT OUR DECEMBER 18TH MIXER
@ RIVA'S | 1117 MISSOURI | 5:30PM - 7:30PM

JUDGING CRITERIA INCLUDES:

THEME | ORIGINALITY | CREATIVITY | LIGHTING | SPACE USAGE | DESIGN



ALL BUSINESSES WITHIN THE DISTRICT ARE ELIGIBLE FOR PARTICIPATION.
TO SUBMIT REGISTRATION FORM, SEE RULES, OR BOUNDARY MAPS,
PLEASE SCAN CODE OR VISIT: MONTROSEDISTRICT.ORG/HOLCONTEST

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



#1



#2



Help Us Keep Montrose Clean & Green

H-E-B
1701 W. ALABAMA

ReThink love+
ReUse
RECYCLE

Bi-annual Recycling the 4th Saturday in...

April & October
10am - 2pm

TRADITION BANK
Local answers.

» On-site shredding «
For more information please scan the code or visit:
MontroseDistrict.org/biAnnualRecycling

Service, Improvement & Assessment Plan

As a prerequisite to the legislation creating the two improvement districts, it was necessary for the board to draft and adopt a Service, Improvement and Assessment Plan to guide the services and functions of the District and specify the means of support. This plan, which will remain effective through 2017, at which time it will be revised and updated, focuses on the following four areas:

- Public Safety
- Transportation Planning
- Visual Improvements & Cultural Promotion
- Business & Economic Development

The Montrose District is a tax supported district funded by a \$.125/\$100 valuation assessment on all commercial property in the District. The complete plan can be accessed on the District's website, www.MontroseDistrict.org.

Photos:

#1: 2013 Real Estate Luncheon with District Chairman, Claude Wynn, Board Member Dr. Randy Mitchmore, Director of Economic Development, Ray Lawrence, Keynote speaker, Dan Leverett - Executive V.P. at PMRG, and guests. #2: 2014 Business Mixer @ Baba Yega with District Board Member, Lane Llewellyn with musicians, Bobby Lyle and Joe Sample.

Committee Structure

Implementation of the Service, Improvement and Assessment Plan is handled by five committees.

Key accomplishments to date are as follows:

SECURITY AND PUBLIC SAFETY

Contracted 20 off-duty HPD officers to enhance security in and around public areas of the District.

Requested and obtained the services of two undercover narcotics officers to work in the District.

Installed 6 Internet accessible mobile security cameras in historically high crime locations.

Launched an information sharing program with HPD.

Oversees an on-going graffiti abatement program throughout the District.

Funds monthly surveys of street lights throughout the District and makes follow-up contacts to Center Point Energy.

Monitors a tri-district contract with the Harris County District Attorney's Office related to nuisance abatement activities.

MOBILITY AND VISUAL IMPROVEMENTS COMMITTEE

Contracted Walter P. Moore & Associates to perform a comprehensive study of mobility, parking and drainage infrastructure throughout the District.

Presented study results to the Houston City Council Committee on Infrastructure, Transportation and Technology to focus its attention on District infrastructure needs.

Contracted for regular street sweeping services on principal streets in the District.

Helped secure grant funding to re-light the Highway 59 overpass bridges in the District.

Formulated a Parking Plan for sections of the District with after-hours parking challenges to take advantage of the latest City parking ordinances to the extent possible.

Supported METRO's petition to amend the City's thoroughfare plan to accommodate rail on Richmond Avenue.

Contracted Kudela & Weinheimer Landscape Architects to develop a District branding, monumentation and beautification plan.

Coordinated design and placement of holiday decorations for the District.

Has initiated adoption of all esplanades in the District to insure consistent maintenance standards.

Supports parks and green space in the District.

Committee Structure...continued

FINANCE COMMITTEE

Reviews and approves invoices, monitors delinquent tax collection efforts and reviews and approves budgets, audits and investments for the District.

BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE

Performed an analysis of property and sales taxes paid vs. services and CIP expenditures received by the District from the City of Houston.

Supports and tracks major new real estate projects planned or under construction in the District.

Developed a multi-step Economic Development Action Plan for the District.

Completed a statistical analysis of population, demographics and key economic factors pertaining to the District.

Inventoried vacant properties, properties available for sale and underutilized properties in the District for the purpose of determining where future commercial development and redevelopment is likely to occur.

Completed a visioning exercise to gauge the types, magnitude and locations of development and redevelopment that are likely to occur in the District over the next 10-20 year period, as well as the factors that may inhibit such projects.

MARKETING AND BUSINESS RELATIONS COMMITTEE

Oversees District Facebook and Twitter feeds as well as the District website that includes an events calendar; what's happening in the District; a photographic tour; a business database which includes shops, restaurants, bars, services and entertainment in the District; and a section on Houston's 3-1-1 service.

Publishes monthly e-newsletters and a semi-annual printed newsletter covering District achievements, topics of interest, events and major new real estate projects.

Conducts semi-annual business workshops, bi-annual recycling events, quarterly business mixers, and an annual holiday lighting ceremony and decorating contest.

Creates marketing collateral: flyers, postcards, FAQ's and other material that explains District services, promotes special events, and other noteworthy occasions.

Oversees the efforts of two District Business Ambassadors who perform outreach to District businesses.

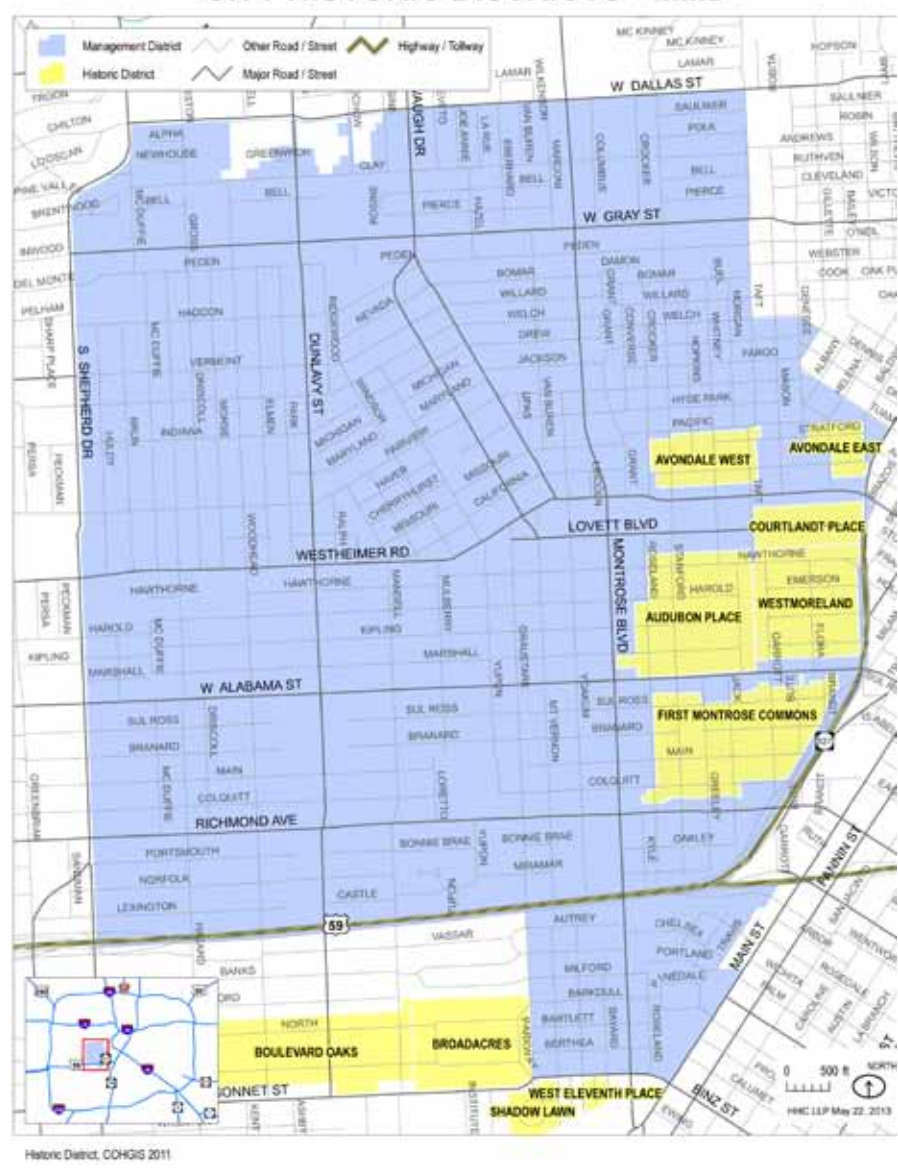


DISTRICT PROFILE

Land Use

Land use is decidedly mixed in the Montrose District with six historic single-family residential subdivisions as well as many other blocks occupied by single-family homes and townhomes, a large number of apartment complexes of all sizes and substantial commercial development in the form of restaurants, bars and retail stores in many areas of the District. The River Oaks Shopping Center, dating back to the 30's, is well known throughout Houston for its upscale shops, restaurants and the River Oaks Theater which shows foreign and art films along with American classics. The major streets in the District; Montrose Boulevard, Waugh Drive, Commonwealth, West Gray, Richmond, Alabama, Fairview and West Dallas, are known for their wide variety of dining, entertainment and shopping options, with most businesses being small family operated enterprises that most residents and visitors prefer. These businesses give Montrose a certain character that is unique to Houston.

CITY HISTORIC DISTRICTS - MMD

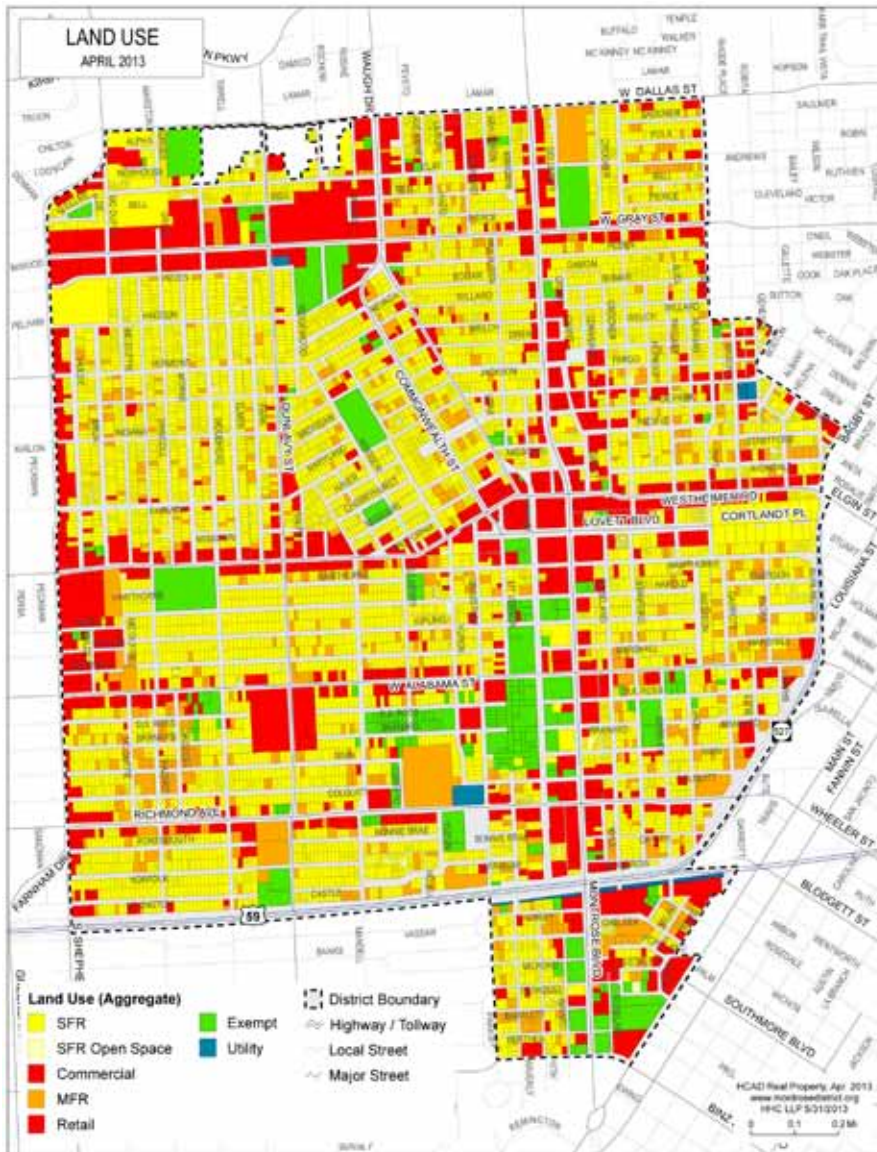


The majority of the acreage in the Montrose District is in single-family residential use, almost one-fourth in retail use and slightly over one-tenth in high density residential (apartments and condominiums) use.

ESTIMATED ACREAGE BY LAND USE

Land Use	Acreage	% of Total
Single-Family Residential	736.5	54.4
Retail	317.6	23.5
Multi-Family Residential	154.3	11.4
Other Commercial - Office & Ind'l	9.1	0.7
Utility	5.9	0.4
Exempt	112.4	8.3
Unknown	17.9	1.3
Totals	1,353.7	100.0

SOURCE: ESRI



Population and Housing Units

The table below shows the official ESRI forecast of 6.7% population growth for the Montrose District by 2019. However, actual growth is expected to exceed the forecast as there are 2,500 newly completed, under construction or planned new luxury apartment units in the district. The District's popularity among single adults and couples is evident from the fact that family households comprised only 29% of total households in 2014.

POPULATION, HOUSEHOLDS & HOUSING UNITS - (000s)

	Census	2010	2014	2019
Population		27.5	28.5	30.4
Households		16.2	16.8	17.9
Families		4.8	4.9	5.2
Owner Occupied Housing Units		6.3	6.1	6.3
Renter Occupied Housing Units		9.9	10.7	11.6
<i>Sub-total, Occupied</i>		16.2	16.8	17.9
Vacant Housing Units		2.1	1.8	1.5
Total Housing Units		18.3	18.6	19.4

SOURCE: ESRI



Demographics

Median Household Income

The median age of the Montrose District population is 37.6. The population is predominantly white (78.3%) and is split 54.8% male to 45.2% female. Median household income is currently slightly above that of the 10-county metropolitan area and 39% higher than that for the City of Houston. Montrose median income is expected to climb by a third to \$80,400 by 2019 – a higher rate of increase than in the City of Houston, Harris County and Ten County Metro Area.

SOURCE: ESRI

MEDIAN HOUSEHOLD INCOME - (\$000s)

Year	Montrose	City of Houston	Harris Co.	10-Co. Metro
2014 ESTIMATED	60.0	43.1	53.7	58.6
2019 PROJECTED	80.4	52.4	64.9	73.4

Housing

A Great Place to Live

The Montrose District's housing stock is aging, as is typical of urban residential districts. Over 50% of all housing units were constructed pre-1970.

Nevertheless, nearly 50% of owner occupied homes had values over \$400,000 in 2012 and are likely to be substantially higher valued now given the growth in market values in the Houston area since then. The median home value over the 2008-2012 timeframe was \$328,900. Montrose home values reflect the proximity of the district to Downtown, the Texas Medical Center, Rice University and the Museum District and the tremendous appeal of the district's six historic residential districts.

Apartment rentals, on the other hand, reveal the diversity of the district's housing stock. 70% of all rental units had rents below \$1,000 per month in 2012 and over half of these rented for less than \$700 per month. A large number of these latter units are in aging buildings. The picture will gradually change as the 2,500 new luxury apartments, many with rents well over \$2 per square foot, are completed and leased up.

SOURCE: AMERICAN COMMUNITY SURVEY, U.S. CENSUS

TOTAL HOUSING UNITS BY YEAR

Year Built	No.*	% of Total
1939 or <	4,611	26.3 %
1940 – 1949	1,407	8.0
1950 – 1959	1,295	7.4
1960 – 1969	2,434	13.9
1970 – 1979	2,029	11.6
1980 – 1989	1,409	8.0
1990 - 1999	1,664	9.5
2000 - 2009	2,695	15.4
2010 or later	13	0.1
Totals	17,556	100.0%

*2008 - 2012 estimate

OWNER OCCUPIED HOME VALUES - (000s)

Value	No.*	% of Total
Less than \$100	304	4.9 %
\$100 – 199	982	15.8
\$200 – 299	1,378	22.1
\$300 – 399	1,549	24.9
\$400 – 499	1,035	16.6
\$500 – 749	693	11.1
\$750 - 999	178	2.9
\$1000 or more	103	1.7
Totals	6,222	100.0%

Median Value \$328.9

*2008 - 2012 estimate

HOUSING UNITS BY RENT PAID

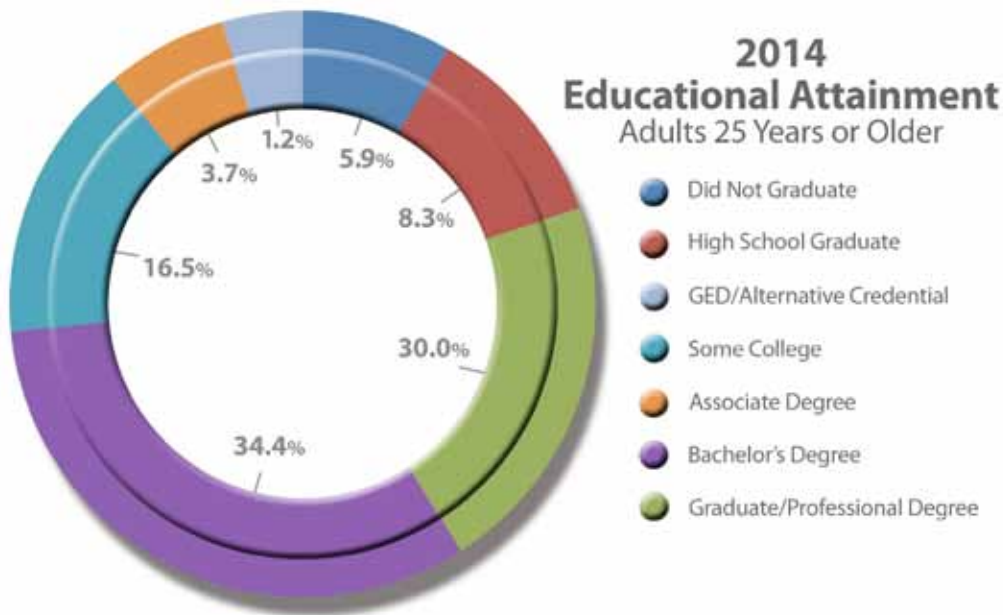
Monthly Rent	No.	% of Total
Less than \$500	616	6.7 %
\$500 - \$599	1,126	12.3
\$600 - \$699	1,663	18.1
\$700 - \$799	1,394	15.1
\$800 - \$899	1,049	11.4
\$900 - \$999	622	6.8
\$1,000 - \$1,249	892	9.7
\$1,250 - \$1,499	852	9.3
\$1,500 - \$1,999	501	5.4
\$2,000 or more	287	3.1
Sub-total	9,004	97.8%
No-cash rent	204	2.2
Totals	9,208	100.0%



Education & Occupations

Of the Working Population

The Montrose District is characterized by its high level of adult educational attainment and the large proportion of its workforce engaged in management, business, financial and professional occupations. Nearly 65% of adults 25 or older have bachelor's, graduate or professional degrees and nearly 50% of the workforce 16 and over are engaged in the careers mentioned.



2014 Working Population by Occupation

16 Years or Older

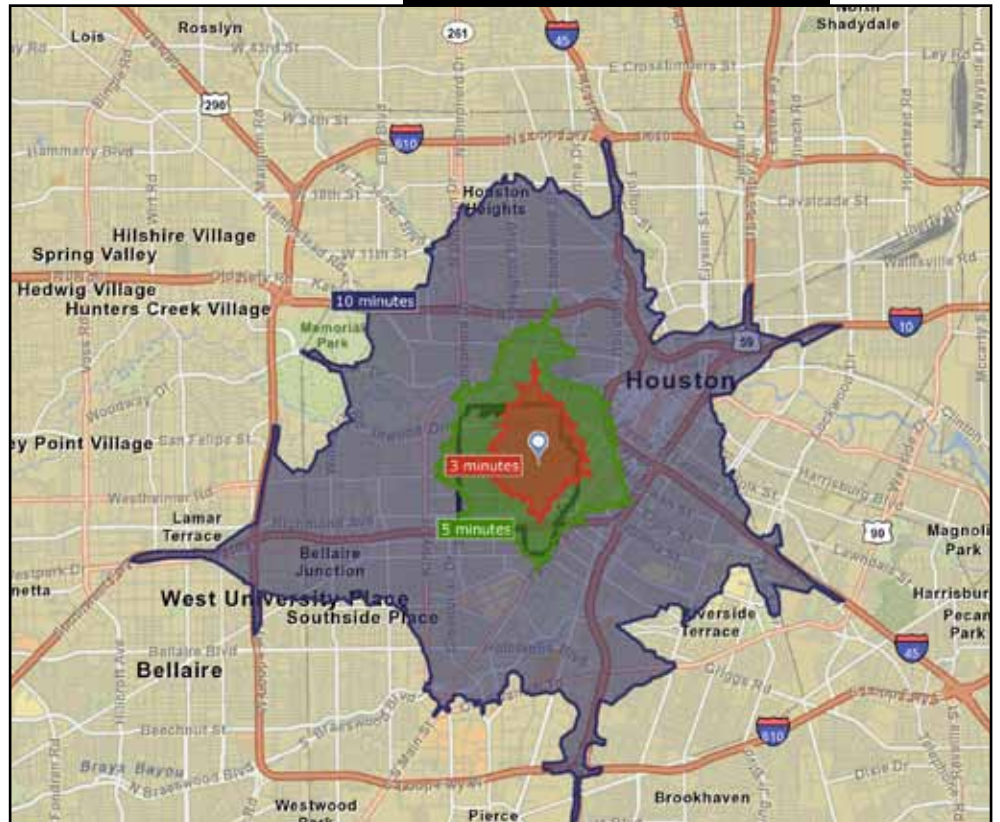
Occupation	% of Total
WHITE COLLAR:	
Management/Business/Financial	23.4 %
Professional	35.5
Sales	10.6
Administrative Support	8.6
Subtotal White Collar	78.0 %
SERVICES	14.0 %
BLUE COLLAR:	
Farming/Forestry/Fishing	0.0 %
Construction/Oil & Gas	1.8
Installation/Maintenance/Repair	0.9
Production	2.8
Transportation/Material Handling	2.5
Subtotal Blue Collar	8.0

Transportation

Going to Work

In spite of the District's close proximity to Downtown, Texas Medical Center and Greenway Plaza, and the availability of Metro bus service on key thoroughfares, nearly 80% of the working population gets to work by motorized vehicle. Only five percent use public transportation.

Metro is reexamining its entire bus route structure with the view toward improving service in the District and elsewhere.



Regardless, nearly 60% experience travel times of less than 20 minutes. The first map shows the areas of Houston reached within 3, 5 and 10 minutes by car. The second map shows 2012 traffic counts along key streets and roadways in the District.





Household Expenditures

Montrose District residents spent nearly \$1.5 billion in household expenditures in 2014.

2014 HOUSEHOLD BUDGET EXPENDITURES

Product or Service	Retail Purchases	
	\$ Millions	% of Total
Food	\$ 181.8	12.4 %
Alcoholic Beverages	13.8	0.9
Housing	469.9	31.9
Household Operation's	37.9	2.6
Housekeeping Supplies	14.1	1.0
Household Furnishings & Equipment	33.6	2.3
Apparel and Services	35.6	2.4
Transportation	208.3	14.2
Travel	39.4	2.7
Health Care	82.3	5.6
Entertainment & Recreation	66.4	4.5
Personal Care Products & Services	16.5	1.1
Education	37.8	2.6
Smoking Products	9.8	0.7
Support Payments/Cash Contributions	145.9	9.9
Pension/Social Security Contribution	7.3	0.5
Life/Other Insurance	48.5	3.3
Miscellaneous	22.6	1.5
Totals	\$1,471.7	100.0 %

Source: ESRI and 2010 & 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics

Montrose Businesses

Consumer's Favorite Destination

There are over 3,500 businesses with more than 16,600 employees in the Montrose District which is a popular shopping, dining and entertainment destination for Houstonians and visitors that are looking for smaller, more intimate places of business offering more personal service than is typically found in suburban malls and shopping centers. With an average of less than four employees, it is evident that there are many entrepreneurs and couple run businesses that give Montrose its special character.

Montrose Businesses...continued

The Montrose District's appeal as one of Houston's favorite dining, drinking and small retailer destinations is revealed by the fact that sales by these establishments far exceed demand on the part of Montrose residents alone. On the other hand, Montrose residents must travel outside the district to meet their general merchandise and vehicle needs.

2014 DISTRICT BUSINESS SUMMARY

Business Summary		Businesses		Employees	
Type of Business	No.	% of Total	No.	% of Total	
Agriculture, Forestry, Fishing, Hunting	24	0.7%	43	0.3%	
Oil & Gas Exploration & Production	25	0.7	265	1.6	
Construction	139	3.9	652	3.9	
Manufacturing	86	2.4	330	2.0	
Wholesale Trade	130	3.6	679	4.1	
Retail Trade	346	9.7	2,290	13.8	
Transportation & Warehousing	30	0.8	263	1.6	
Information	109	3.1	365	2.2	
Finance & Insurance	217	6.1	898	5.4	
Real Estate	192	5.4	562	3.4	
Professional Services	740	20.3	2,375	14.3	
Contract Management	38	1.1	78	0.5	
Administrative & Support	477	13.9	1,323	8.0	
Educational Services	68	1.9	595	3.6	
Health Care & Social Assistance	254	7.1	1,474	8.9	
Arts, Entertainment & Recreation	101	2.8	472	2.8	
Hotels & Lodging	5	0.1	17	0.1	
Food Services & Drinking Places	207	5.8	2,225	13.4	
Other Services	364	10.2	1,269	7.6	
Public Administration	13	0.4	397	2.4	
Totals	3,568	100.0%	16,600	100.0%	

Arranged by NAICS Code | Source: Dun & Bradstreet

2014 - COMPARISON OF SELECT RETAIL DEMAND VS. SUPPLY

Stores With Substantial Outside Demand:

\$ Millions

Type of Store	Demand	Supply	Variation
Food Services & Drinking Places	\$71.2	\$121.2	\$50.0
Food & Beverage Stores	101.6	148.9	47.3
Clothing & Clothing Accessories	38.7	62.5	29.2

Stores for Which Residents Leave District:

General Merchandise	\$99.5	\$ 19.6	\$79.9
Motor Vehicle & Parts Dealers	109.1	71.8	37.3
Building Materials, Garden Equip. & Supply	15.7	1.3	14.4
Electronics & Appliance	15.6	4.8	10.8



RETAIL TRADE AREA

It is apparent from the earlier table depicting district supply vs. demand for certain needs that the retail trade area of the Montrose District is considerable larger than the District itself. The map illustrates the retail trade area served by district businesses. It includes, in addition to the district itself, Midtown, Southamptown, Southgate, West University, River Oaks and the recently redeveloped area south of Washington Avenue. This area encompasses 20 square miles.

As the table demonstrates, the trade area has over four times the population, nearly four times the number of households and housing units, a one-third higher median household income, a 25% higher median owner occupied home value, and five times the household expenditures as the Montrose District alone.



2014 - DISTRICT VS. RETAIL TRADE AREA

Factor	District	Area
Area Size (Sq. Mi.)	3.0	20.0
Population (000s)	28.5	125.7
Households (000s)	16.8	65.3
Housing Units (000s)	18.6	72.8
Median Household Income (000s)	\$60.0	\$82.0
Median Owner Occupied Home Value (000s)	\$440.2	\$549.3
Total Household Expenditures (\$Mil.)	\$1,471.7	\$7,384.0



District Strengths

The Montrose District offers future residents, office tenants, restaurateurs, and bar and club operators strengths and advantages that are unique in the rapidly growing Houston area. Among these are: An urban ambiance characterized by the tree lined Montrose Boulevard and eclectic commercial streets; a wide variety of small restaurants, bars, entertainment spots and retail shops; an arts movie theater; historic residential neighborhoods and a pedestrian and bicycle friendly environment.

ST. THOMAS UNIVERSITY IN THE DISTRICT

Private Catholic liberal arts institution founded in 1947 | 19 block campus
\$51.4 million endowment | 1,800 undergraduate and 1,500 graduate students
273 member academic staff
Principal schools and programs: Cameron School of Business, School of Education, Pre-law, Engineering Cooperative Program (with Texas A&M, University of Houston and Notre Dame), Pre Health Professional Program and School for Fine & Performing Arts.

CLOSE PROXIMITY TO DOWNTOWN HOUSTON WITH:

40 million square feet of office space
25 corporate headquarters | 3,500 businesses | 150,000 workers
3 major professional sports venues:
MINUTE MAID PARK (ASTROS) | TOYOTA CENTER (ROCKETS) | BBVA COMPASS STADIUM (DYNAMO)
George R. Brown Convention Center with 1.2 million square feet of space
7 major hotels including the 1,200 room Hilton Americas
A major new 1,000 room hotel, the Marriott Marquis – under construction
5 boutique hotels
City Hall, City Hall Annex, Houston Library, City Planning & Development,
Harris County Courthouse and other government facilities

CLOSE PROXIMITY TO TEXAS MEDICAL CENTER

Largest medical center in the world
50 not for profit institutions, including 15 hospitals, 3 medical schools,
4 nursing schools and schools of dentistry, pharmacy and public health
95,000 professionals and employees
Over 1,000 acres in size | Originated the first air ambulance service in the U.S.
Over 6 million annual patient visits | 160,000 daily visitors

CLOSE PROXIMITY TO RICE UNIVERSITY

Founded in 1912
One of the top science and engineering institutions in the country
Acceptance rate: 18.8%, current tuition: \$37,292 | \$4.5 billion endowment
3,700 undergraduate and 2,400 graduate students
5:1 student/faculty ratio rates among the lowest in the U.S.
8 schools of academic study, 11 residential colleges
Particularly noted for applied science programs in the fields of artificial heart research, structural chemical analysis, signal processing, space science and nanotechnology.



District Strengths...continued

CLOSE PROXIMITY TO THE MUSEUM DISTRICT

Contemporary Arts Museum, Menil Collection and Museum of Printing History, all located in the District.

Museum of Fine Arts – Law Building and Beck Building | Museum of Natural Science
Children's Museum | Holocaust Museum | Houston Health Museum | Houston Fire Museum

PROXIMITY TO THE PERFORMING ARTS

Jones Hall (Houston Symphony)
Wortham Center (Houston Grand Opera, Houston Ballet)
Hobby Center for the Performing Arts (TUTS)
Verizon Theater | Alley Theater | Stages Repertory Theater | AD Players
Ensemble Theater | Music Box | Main Street Theater

PROXIMITY TO HERMANN PARK

Founded in 1914
445 acres in the heart of Houston
\$80 million in recent improvements
Significant support by Hermann Park Conservancy
Miller Outdoor Theater
Houston Zoo
Hermann Park Railroad
Sam Houston Monument
15 acre Centennial Garden Center to open in 2014

EXCELLENT THOROUGHFARE & STREET GRID NOT COMMON IN THE GREATER HOUSTON AREA

GOOD METRO BUS SERVICE on Montrose Boulevard, Westheimer, Alabama and Richmond; close proximity to the 7.5 mile Main Street light rail line connecting Downtown, Midtown, Texas Medical Center and Reliant Stadium; and planned future University light rail line with three stations in the District along Richmond Avenue.

VACANT AND UNDERUTILIZED PROPERTIES, including a number of pre-1970 apartment complexes, provide opportunities to investors and developers for new retail, restaurant and residential concepts to help meet the high demand for new space and housing inside the Loop.



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MONTROSE DISTRICT

Houston's Favorite Destination!

MontroseDistrict.org

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