

Spring - 2015

MONTROSE DISTRICT

MontroseDistrict.org

>>> See what Montrose is up to at: twitter.com/MontroseHTX



Over the past twelve months the District has been deeply involved in a number of planning projects for the Montrose District. I look back at the year 2014 with a sense of pride at what we've accomplished as a community working together.

Re-lighting the bridges that cross U.S. Highway 59 is a major part of the beautification of the Montrose District. With a \$1.4 million grant from the Texas Department of Transportation, and the District's production of design and construction documents, new state-of-the-art LED lighting systems will soon be replacing the original non-functioning light strands. This project is expected to enhance both the aesthetics of the bridges, and improve public safety for vehicular and pedestrian traffic. TXDOT is scheduled to let the construction work over this coming summer.

Our community will also soon benefit from the installation of Montrose Management District identity signage, which brands our distinctive community and lets visitors know immediately that they have entered a very special, historic, and culturally rich part of the city. This has been a design and permitting project of the District for the last 18 months and is anxiously anticipated to be installed over the first half of the New Year. This very powerful and dynamic signage will tell people they are **HERE in MONTROSE!**

A message from

Claude Wynn
Chairman of the Board of Directors
Montrose Management District

The District's **Bike Montrose** program has presented local businesses with an opportunity to help us promote the use of bicycles by supplying and installing colorful bike racks on commercial properties, and this has proven to be a popular initiative. Many people don't know that the City of Houston actively promotes the use of bicycles with more than 300 miles of an interconnected bike trail network. Most cyclists find the Montrose area to be bike-friendly, with easy access to downtown, Hermann Park and Buffalo Bayou trails. Continued planning for bikeways in conjunction with the City's overall project is underway.

We held a series of roundtable breakfasts with retail and commercial business interests over the year culminating with our second very successful **Fall Real Estate Forum** on November 19 at **La Colombe D'Or**. Our panel of diverse and knowledgeable speakers included **Bobby Heugel**, owner of two of the Montrose District's finest bars and restaurants, **Anvil** and **Hay Merchant**; **Scott McClelland**, division president of **H-E-B**; and **Jason Baker** of **Baker Katz** commercial real estate. The primary focus of this forum was to discuss how Montrose can continue to grow and serve its residents and business community.

So much has happened in the last year, but 2015 is already shaping up to be a year of even greater accomplishments. The groundwork has been laid, and we invite business owners and residents to share in these successes with your ideas and feedback. The board of directors of the Montrose Management District welcome your input.

Sincerely yours,



A message from...

Bill Calderon
Executive Director
Montrose Management District

We had a great 2014 and we are looking forward to 2015 as a year of continued progress on the many initiatives we have already begun. These projects will ensure that our community remains a safe, prosperous and attractive place for living, working, dining, shopping, and recreational activities.

The City of Houston continues to grow and create jobs that attract new residents who, as soon as they arrive, are rapidly discovering what a jewel the Montrose area is. As they come to enjoy the restaurants and nightlife, parking becomes even more of a challenge than ever. That's why the District has submitted an application to the City to create a **Special Parking Area (SPA)** designation intended to help mitigate some of those parking challenges facing commercial property owners in the heart of the District and provide some creative solutions. The Montrose District was the first management district to put its SPA application before the City, and continues to dialogue with the City about best use of the tool. We'll keep you posted as things develop.

Our Visual Improvement and Transportation Committee has been working on a beautification plan to improve the appearance of the medians along our main thoroughfares. One of the elements of this plan will add to the "greening" of Houston with the planting of young trees. Just to the southwest of the District, the devastation of the 2011 drought is still starkly visible in Memorial Park. It is inevitable that older trees will be lost to attrition, but we are committed to doing whatever we can to preserve and protect the lush canopy that covers Montrose and adds to its picturesque charm. Planting new trees will help ensure that Montrose stays green for future generations. Plans for improving and beautifying the medians are also being developed for presentation to the board of directors in the first quarter of the year. We hope to begin that work before summer arrives.

Finally, the District's staff and board of directors are intent on playing an active role on behalf of the commercial property owners in Montrose by engaging in discussions with the City of Houston regarding the proposed establishment of a tax increment reinvestment zone over portions of the Montrose area. We see the TIRZ as a great tool whose use can help address a number of critical issues related to improving the streets, sidewalks, bike lanes, parking, and other general mobility challenges the District faces.

We hope you will join us in support of our vision to advance the Montrose District in 2015 and in the years to come, and that you will share your thoughts and comments as we proceed.

photos from our **2014 Real Estate Luncheon**

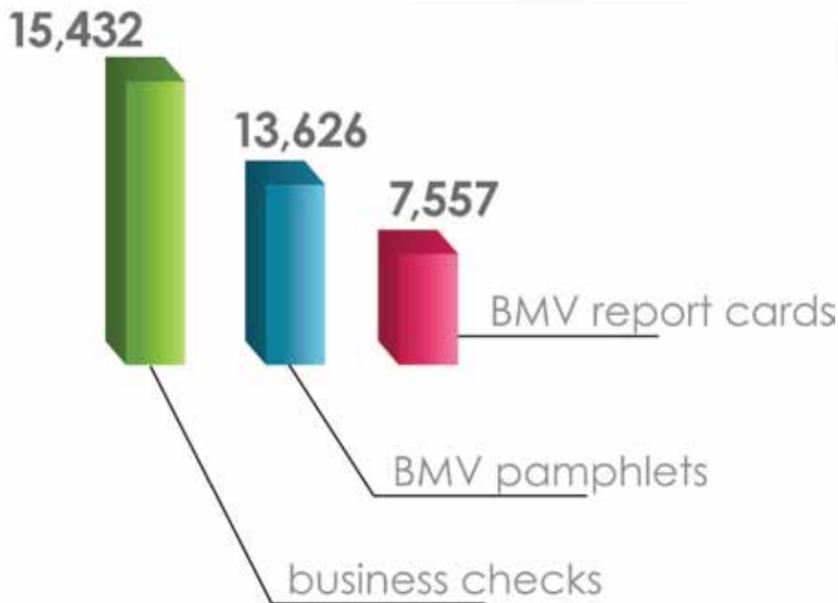
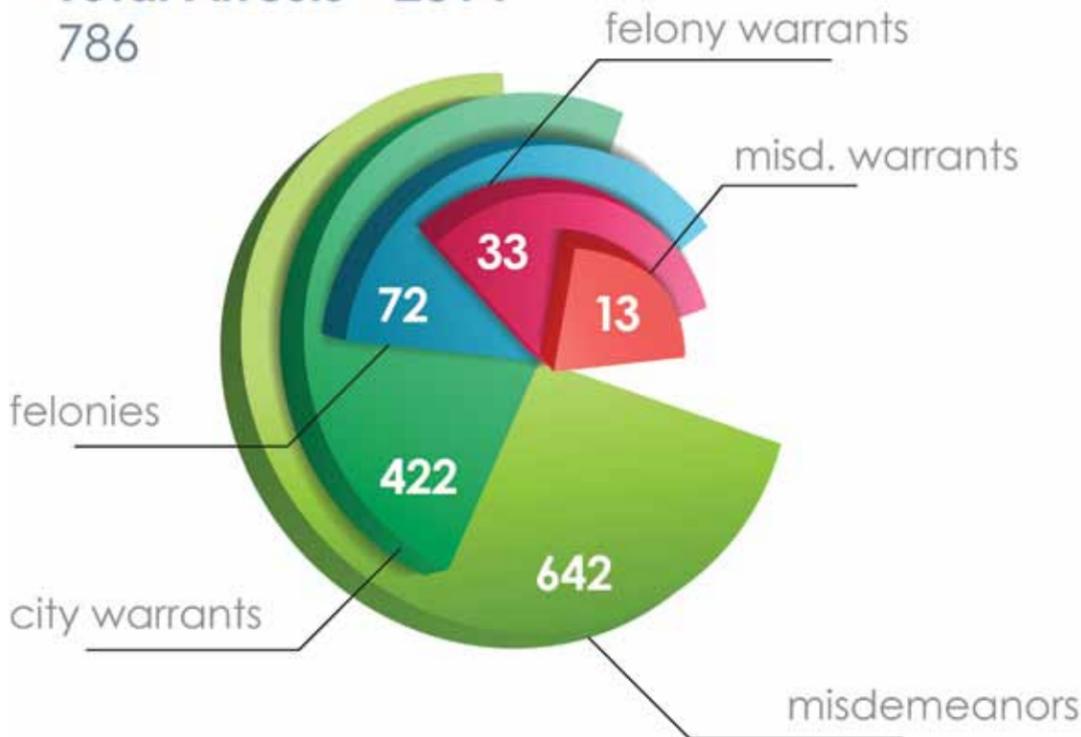


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PUBLIC SAFETY

>> The Public Safety Committee meets the 2nd Friday of every month at 9 a.m. at District Offices 5020 Montrose Blvd. Suite 311 and is open for public comment.

Total Arrests - 2014
786



Save the Date!

Clean & Green

Graffiti Abatement

In 2014 a total of 3,185 occurrences of graffiti were removed at over 13,000 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 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.

Help Us Keep Montrose Clean & Green

H-E-B
1701 W. ALABAMA

ReThink
Reuse
RECYCLE

love

April 25th
10^{am} - 2^{pm}

» 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/AnnualRecycling
or contact: WWiggins@CompuCycle.net
713.866.8025

MontroseDistrict.org
@MontroseHTX | facebook.com/MontroseDistrict



Montrose places to go to help you prepare for **Houston Rodeo & Livestock Show**

by AMBER AMBROSE

The beautiful thing about the Houston Livestock Show and Rodeo is that it attracts people of all ages, ethnicities, religions and backgrounds. It's a very Texas event with an international audience. Not only is it a massive undertaking that overruns NRG Park each March, but a source of city-wide pride and joy that bleeds into every neighborhood of Houston. Luckily for Montrose, there are plenty of shopping establishments where vintage Western wear, genuine cowboy boots, cowboy hats and accessories can be found. Don't forget that kickoff Go Texan Day is Friday, February 27, so get to shopping little dogies.

Texas Junk Company / 215 Welch

Things you need to know about Texas Junk Company: 1) Payment methods are check or cash 2) It's open on select weekends only (check their Facebook to be sure) and 3) The selection here is so massive it might take some serious work to sort through it all. If you shop prepared to elbow your way through what's sure to be a pre-Rodeo crowd looking for their own pair of boots, all should be well. While it sounds like a hassle, think of it more as a full-on experience, and one that has been a Montrose ritual for years. Texas Junk Company may be a little extra work on the front end, but the payoff is tremendous: A pair of used boots in great condition for a great price, and sometimes even a cowboy hat to coordinate. Plus, it's an adrenaline rush like no other to find the perfect pair in such an environment. Here's to hoping you'll emerge victorious.

Pavement / 1657 Westheimer

People give Pavement props for its friendly, knowledgeable employees, which is saying something. It also helps that keen shoppers have recently spotted some good lookin' pairs of boots here, just in time for the big event. Additionally, check out the well organized selection of both women's and men's clothing to find the occasional hidden gem of pearl snap Western-style shirts or a worn-in pair of form-fitting jeans.

The Guild Shop / 2009 Dunlavy

The Guild Shop is a many splendored resale shop. The 11,000-square-foot of consignment goods here are as eclectic and varied as Houstonians themselves. Of course, a few boots, hats and — yes — even saddles find their way onto the shelves, all of which are ready for you to make your own. Purchases will not only go toward making yourself look and feel dapper at Houston's biggest, grandest event, but will also lend financial support to charitable organizations that serve the elderly.

Taxi Taxi / 1657 Westheimer

Stealth shoppers will welcome the challenge of the hunt when browsing the selection of clothes, accessories and shoes at Taxi Taxi. Whether it's a stray belt buckle, a wayward pair of boots or a vintage pearl snap, it's all been known to show up at this quirky resale shop on Westheimer. You may have to do some digging, but this is the Rodeo, and the Rodeo is worth it.

Space Montrose / 1706 Westheimer

For those not into the traditional Western look of Wranglers, boots and cowboy hats, sometimes a t-shirt can say it all. This family-run boutique next door to Common Bond carries plenty of custom shirts designed to show off Texan pride in a very stylish, comfortable way. Whether it's neighborhood pizzazz (there are some touting Montrose specifically) or statewide pride you'd like to show off, there are plenty of t-shirts to choose from in both men and women's sizes. Space Montrose also carries plenty of baby clothes, many of which have a Western theme — don't miss the tiny, handmade leather moccasins — as well as jewelry emblazoned with the unmistakable outline of the great Lone Star State.

Tejas Boot Company / 415 Westheimer

Perhaps you already have a favorite pair of boots, but they just need a little touch up. Tejas Boot Company gussies up worn boots with a little TLC, and also creates custom boots from raw materials made to fit your exact feet. While the latter is a major time and monetary investment, the former is not as intense. Admittedly, there's no way you'll have a new pair of boots from Tejas in time for this year's Rodeo, but if your touch-up job is minor, you may just have a pair that looks brand new and costs much less. Be warned: The boot maker has been known to place a sign on the door during regular business hours just to grab lunch, so it's always best to call ahead before you visit. Better yet, make an appointment, even if it's for a repair.

Blue Bird Circle / 615 W. Alabama

Some of the best shopping scouts in all of Houston have word that The Blue Bird Circle resale shop is currently stocked with plenty of Rodeo wear for the discerning cowgirl. The consignment store is similar to The Guild Shop in that the proceeds benefit an array of charities including The Blue Bird Circle Clinic for Pediatric Neurology, The Blue Bird Circle Clinical Research Center and more. It's shopping that makes you feel good and literally helps better the lives of others that need it most.



Connect with us and see what's happening in Montrose!
MontroseDistrict.org | @MontroseHTX | facebook.com/MontroseDistrict

Board of Directors Monthly Meeting

2ND MONDAY AT 12:00 (NOON)

Montrose Center

401 Branard, Ste. 106 Second Floor

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

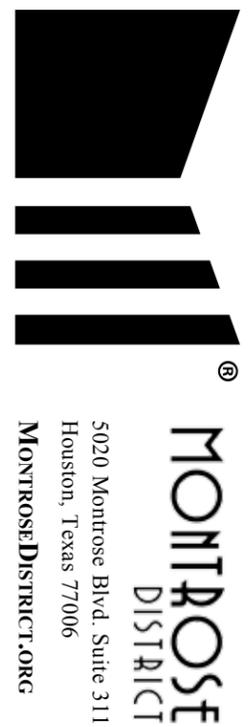
4TH WEDNESDAY AT 12:00 (NOON)

All meetings except the Board of Directors take place at:

Tradition Bank

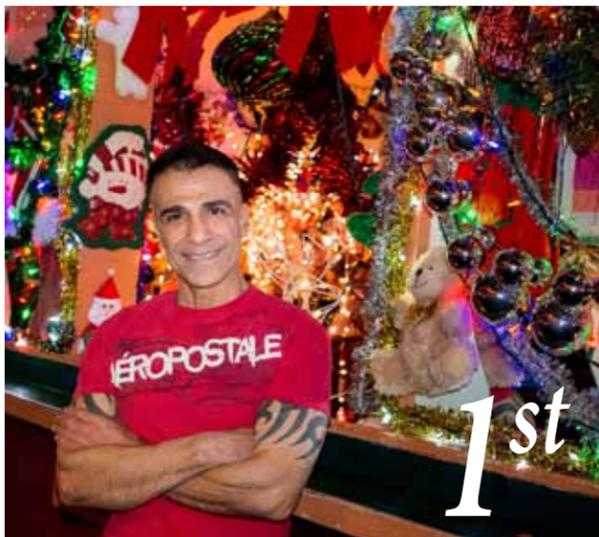
5020 Montrose Blvd. Suite 311

Houston, TX 77006.



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

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



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

Randall Ellis

Bobby Heugel

Dana Thorpe

Lane Llewellyn

Ryan Haley

Stephen L. Madden

Dan B. Leverett

Todd Edwards

Montrose District Staff

Bill Calderon

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Gretchen Larson

Director of Marketing

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Ray Lawrence

Director of Economic Development

713.595.1235

RLawrence@MontroseDistrict.org

MONTROSE DISTRICT'S 2014 HOLIDAY DECORATION WINNERS

Our end of the year celebration was a warm and enjoyable success. We announced our Business Holiday Decoration Contest winners, enjoyed excellent mouth watering food and took in the amazing decorations at Riva's.

The 2014 Holiday Decoration Contest winners are:

1st place - Riva's Italian Restaurant

2nd place - All Star Dental

3rd place - Timberline Fitness Studio

Congratulations to all!

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

Creative Team :

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

Articles: **Amber Ambrose** | AmberAmbrose.com

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