



MONTROSE
COLLECTIVE

MONTROSE COLLECTIVE



Project Overview



Project Overview

6

PATIO-WRAPPED RESTAURANT
SPACES

15

LOCAL & FIRST-TO-MARKET
MERCHANTS

80K

SF OF BEST-IN-CLASS RETAIL
SPACE

600+

PARKING GARAGE SPACES



We are a creative canvas in the heart of Houston's most culturally eclectic neighborhood.

The project has been imagined by a team of internationally acclaimed designers with the pedestrian in mind. Honest materials detail expressive buildings, unique storefronts and unexpected moments.

Lush balconies frame boutique workspaces. Activated patios welcome neighbors to Houston's newest dining destinations. Shaded pathways and courtyards invite guests to explore independent merchants.

Introducing Montrose Collective's newest retail collective...

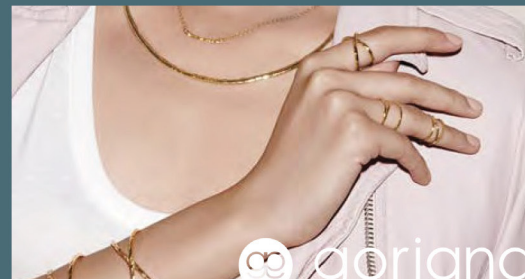
Executed Retail Tenants



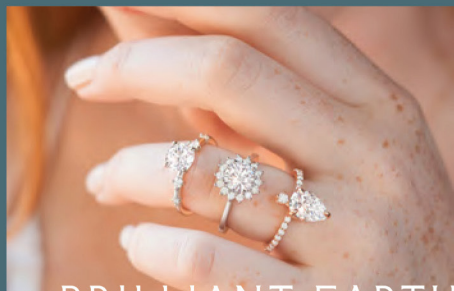
BUCK MASON



PAIGE



gorjana



BRILLIANT EARTH



State & Liberty



Reformation



TheRealReal



MEJURI



MARCEL
Market



GANNI

Executed Food & Beverage Tenants



Marmis



Van Leeuwen



Kaava Land



Sophia
Cocktail & Terrace Bar



Mi Luna
TAPAS RESTAURANT & BAR



 **uchi**



OKTÓ
MEDITERRANEAN

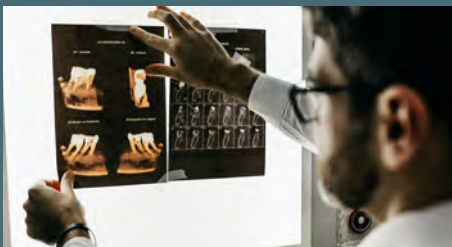


GRAFFITI RAW



**FLORA'S
WINE BAR**

Executed Service & Office Tenants

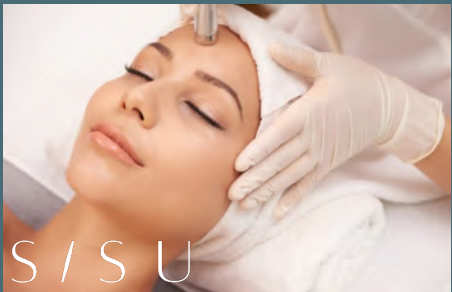


BAYOU CITY *Smiles*

[solidcore]



THE SALON



SISU



SUNLESS EST. 2010
Château



LIVE NATION

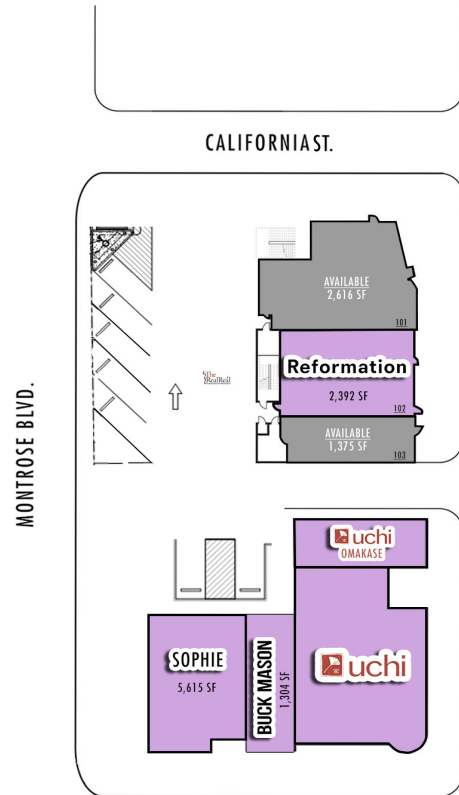


SKIN LAUNDRY

WIRMA
Innovation



FLOOR 1



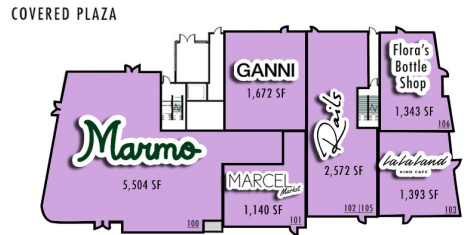
GRANT ST.

888 WESTHEIMER



CROCKER ST.

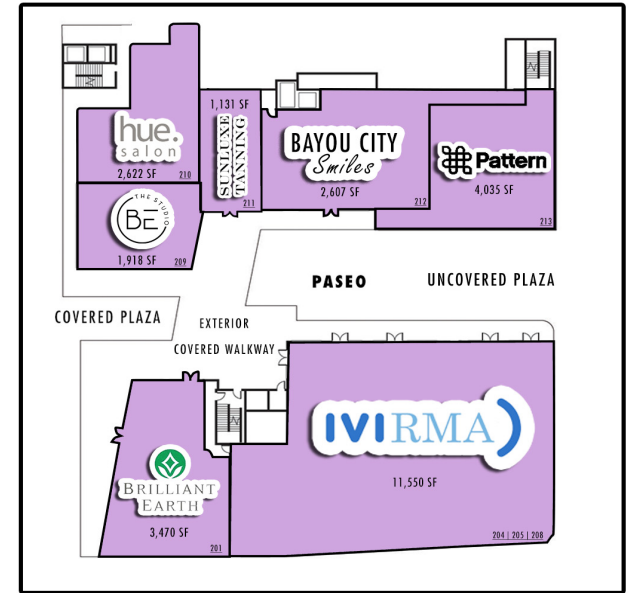
PASEO UNCOVERED PLAZA



CROCKER ST.

WESTHEIMER RD.

FLOOR 2



PASEO UNCOVERED PLAZA

COVERED PLAZA

EXTERIOR

COVERED WALKWAY

- AVAILABLE
- IN DISCUSSION/MERCHANDISING
- IN LOI
- IN LEASE
- EXECUTED

94 Walk Score

“Montrose has also been the center of Houston’s food scene, which, as is customary these days, has led the city’s charge into the national conversation” -Brett Martin



14 Coolest Neighborhoods In America



tripadvisor®

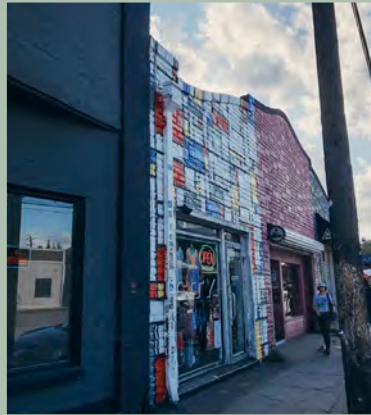
*“Houston’s, and Texas’s, coolest
neighborhood”* **TexasMonthly**

*“Houston’s hippest neighborhood is also
home to some of it’s best bites”*
bon appétit

Neighborhood Aerial



Montrose Neighborhood

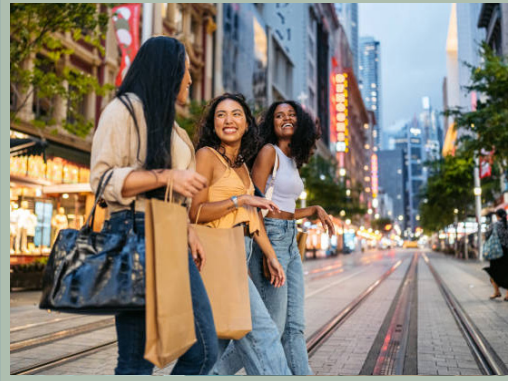


Montrose Customer



Refined Creative

- Educated
- Homeowner
- Mid 40's early 50's and works from home
- Strives for unique culinary experiences
- Appreciates quality over quantity
- Luxury travel plans
- Well cultured
 - Likes French press over Starbucks
 - Ditched the suit for designer jeans
 - Enjoys their Peloton
 - Spends extra cash on fine art



Progressive Trailblazer

- Socially conscious
- Home renter
- Supports local
- Festival-goer
- Enjoys nightlife
- Vegan
- Has strong political views
- Plays music on a record player
- Desires authenticity
 - Rather walk than drive
 - Saves money on brand name items for weekend travel plans
 - Yoga classes vs. solo workouts
 - Bon Iver over Justin Bieber



Affluent Urbanite

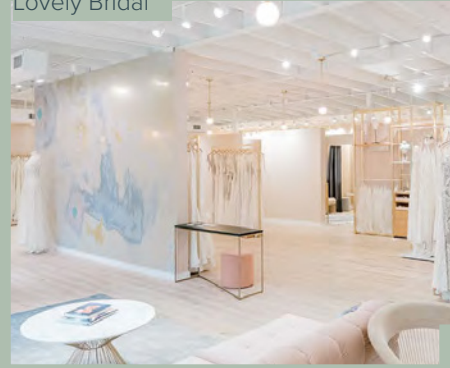
- The 20-somethings
- Cares about what they put in their body
- Fitness enthusiast
- Spends money on service
- Showcases experience through social media
- Appreciates events & grand openings
- Late night libations
 - New vs. vintage
 - Regular at Uchi
 - Ranch water over dirty martini
 - Twitter news over Fox news

Montrose Retail



Aesop

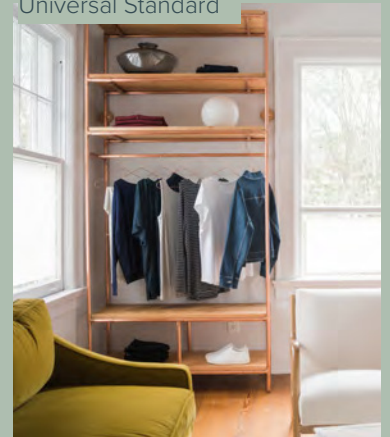
Lovely Bridal



Le Labo



Universal Standard



The Montrose neighborhood will be an incredible location for our Houston debut, it has soul, a rich history and is a true destination for shopping, dining and entertainment.
- *Sasha Koehn*

BUCK MASON



Emerson Rose



Biscuit Home

Montrose Food



Uchi



UB Preserve

11 James Beard nominations within 8 blocks

20 of Houston's top 100 restaurants within 7 blocks

200+ restaurants, coffee shops & bars within 1 mile



Penny Quarter



Hugo's



Rosie Cannonball



Anvil Bar & Refuge



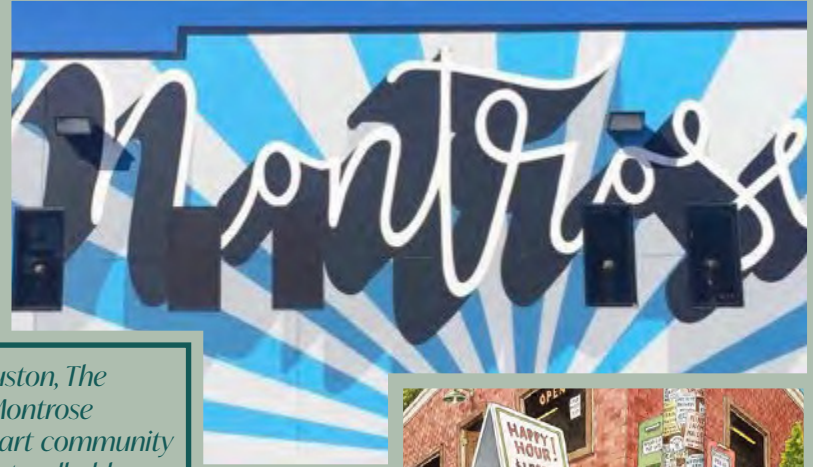
Southside Espresso

Montrose Art & Culture

Museum of Fine Arts Houston



Menil Campus



"Anchored by The Museum of Fine Arts, Houston, The Menil Collection, and two universities, the Montrose district has been at the core of Houston's art community for almost a century. Among Houston's most walkable neighborhoods, Montrose also boasts great examples of public sculpture, which invite people to stop and linger..."
-Alison de Lima Greene, Curator MFAH



Tolerance Sculptures





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