

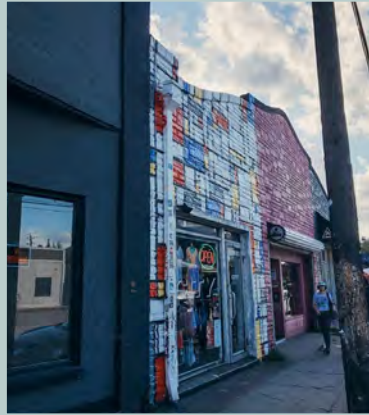


WELCOME TO  
MONTROSE COLLECTIVE





# Montrose Neighborhood





# 91 Walk Score

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*“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



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

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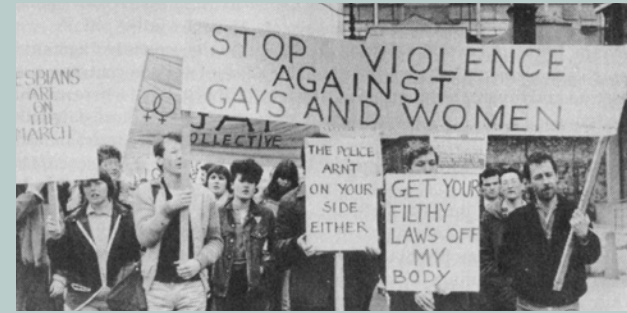
*“Houston’s hippest neighborhood is also home to some of it’s best bites”*  
**bon appétit**

# Montrose History

In the late 1960s, the area's inexpensive cost of living attracted street musicians and hippie communes, and the corner of Westheimer and Montrose became the site of regular demonstrations against the Vietnam War. By the end of the 1970s, Montrose had become the center of LGBTQ culture in Houston with 30 to 40 gay bars and home to the gay pride parade, a staple of the community.



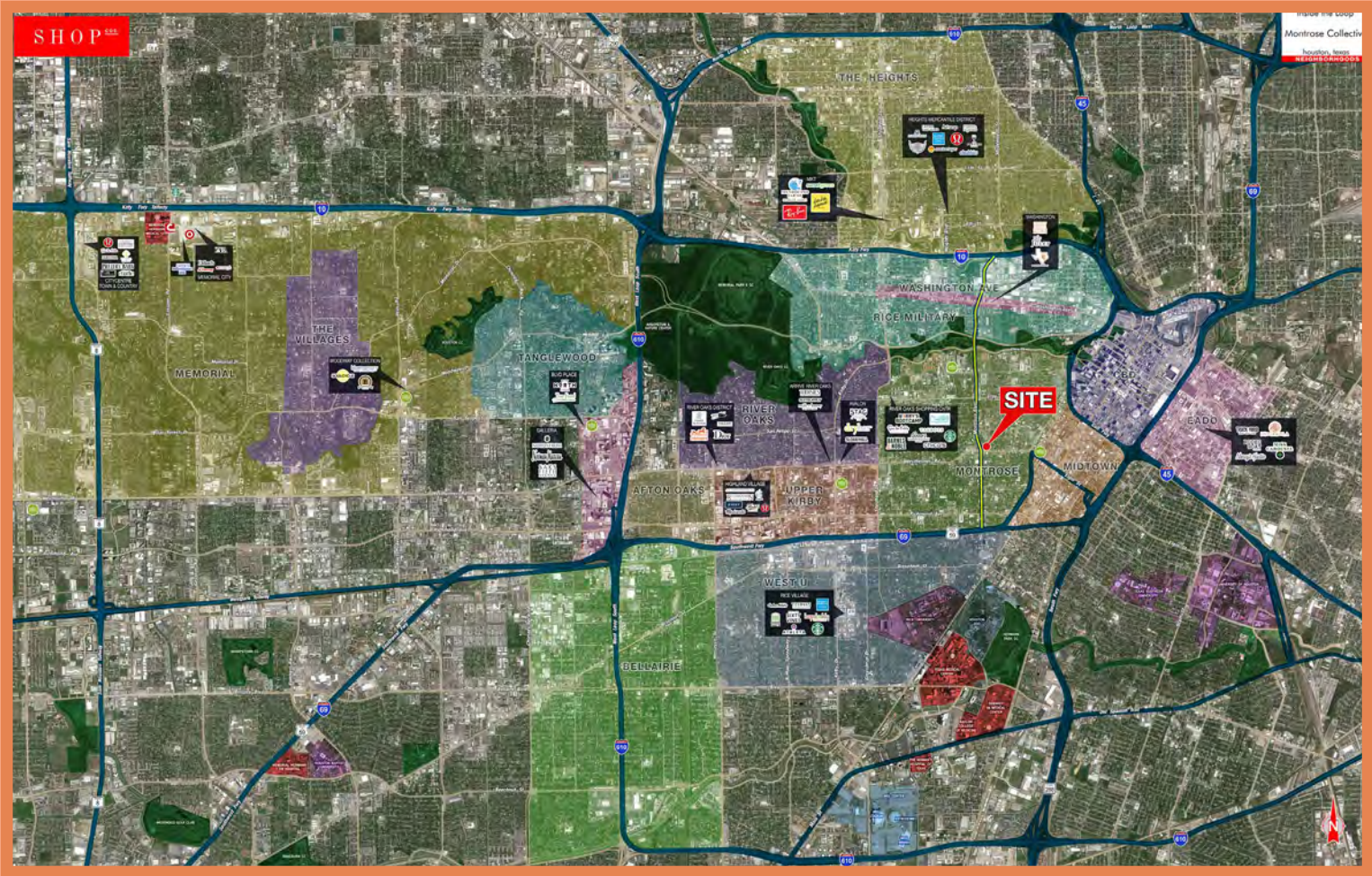
Today, craftsman homes, long-standing apartment complexes, and commercial buildings have been updated and luxury high-rise buildings continue to come out of the ground, pushing prices per square foot higher than the city's average. Though the landscape has evolved, the rebellious spirit of the neighborhood remains. Walkable, tree-lined boulevards are dotted with porch-wrapped bungalows and charming coffee shops, neon-lit tattoo parlors and craft cocktail bars.



Montrose is the center of Houston's culinary scene and one of the country's premier dining destinations with 11 James Beard nominated restaurants within 8 blocks. Retail brands like Aesop, Le Labo, and recently Universal Standard have chosen this authentic and vibrant neighborhood to enter the Houston market.



# Inner Loop Neighborhood





## The Neighborhood Stats

# \$112,806

1 Mile Radius - Avg HH income

# \$447,236

### 1 Mile Radius - Med Home Value

# 34,353

### 1 Mile Radius - Daytime Population

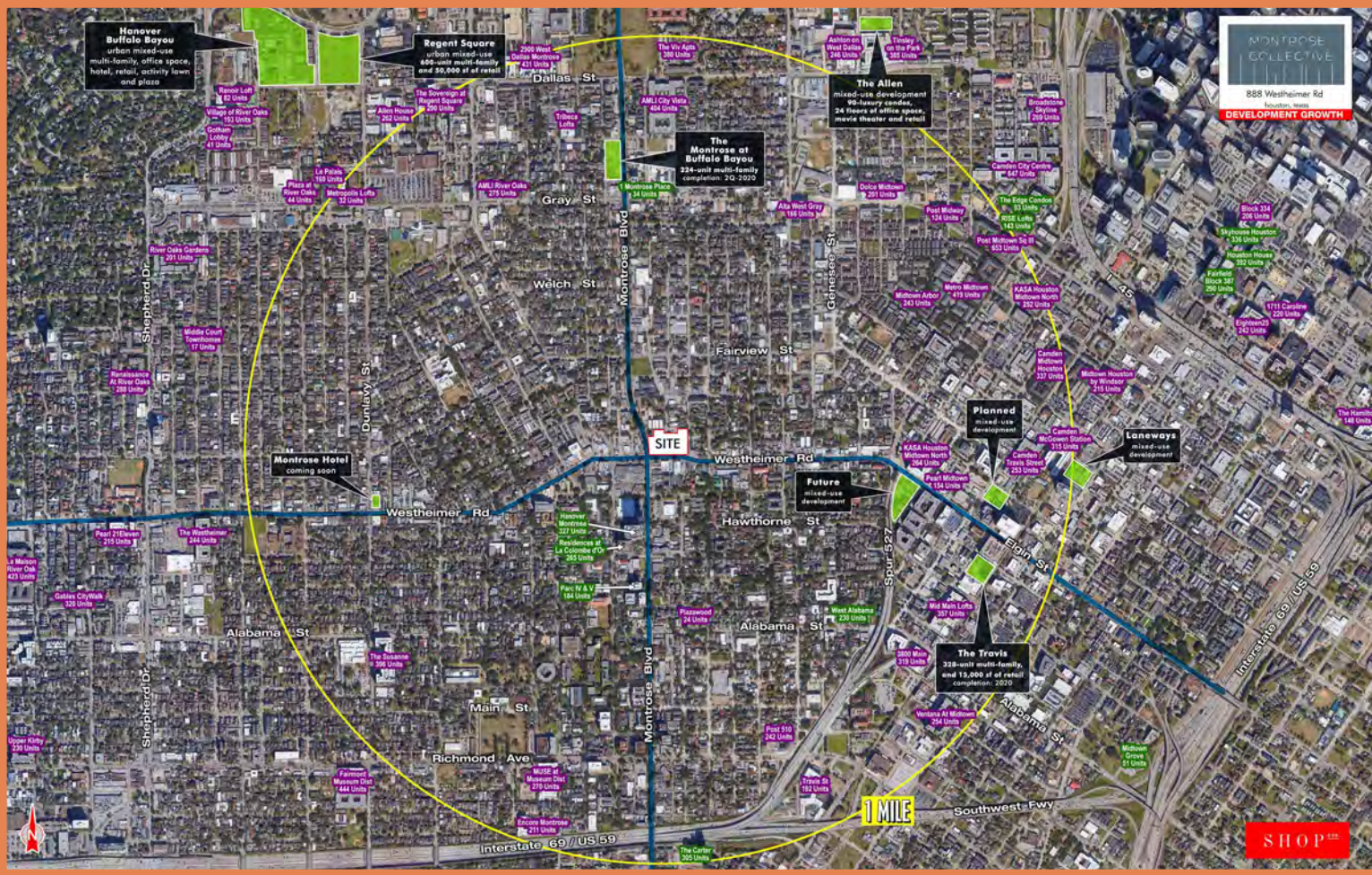
# 36,218

## 1 Mile Radius - Population

**71%**

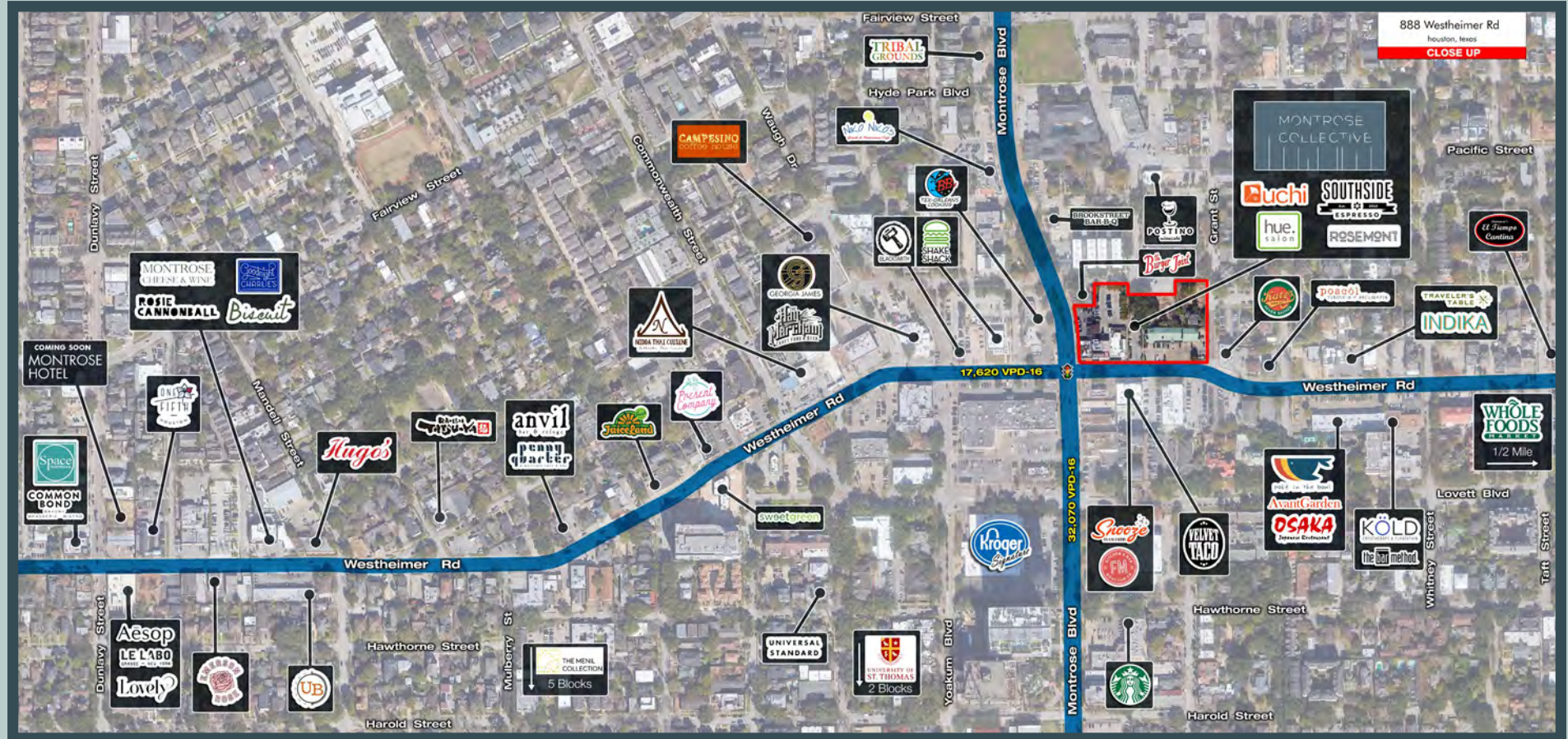
### 1 Mile Radius - Education Attainment Bachelor's Degree or Greater

Montrose is conveniently located five minutes from major employment districts, Downtown and the Texas Medical Center, arts and educational hubs, Rice University and the Museum District, and Texas' prestigious residential neighborhoods, River Oaks and West University.





# Neighborhood Aerial





# 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
  - Packed yoga classes vs. solo workouts
  - Bon Iver over Justin Beiber



## 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



When picking out our Houston location, we knew we wanted to connect with an area that aimed to be unique. When we toured Montrose, we knew we found just that.

**UNIVERSAL  
STANDARD**

Emerson Rose



Biscuit Home

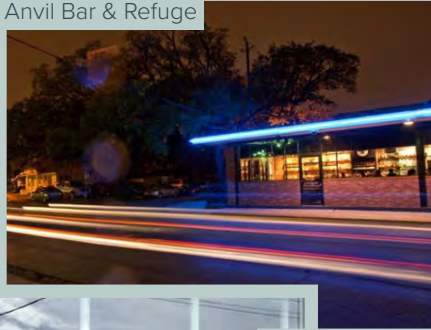


# Montrose Storefronts



Montrose Wine & Cheese

Anvil Bar & Refuge



Aēsop



Shake Shack



Le Labo



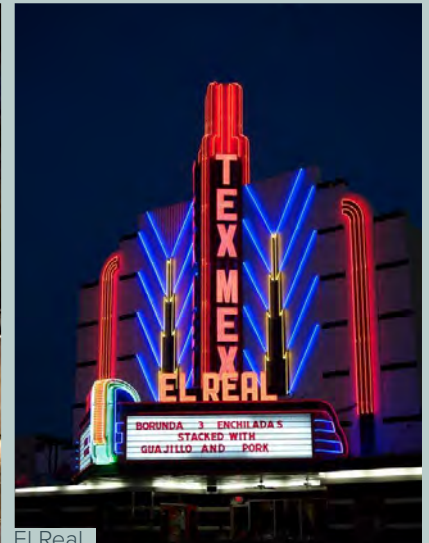
Common Bond



Georgia James



Postino Wine Cafe



El Real



# 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

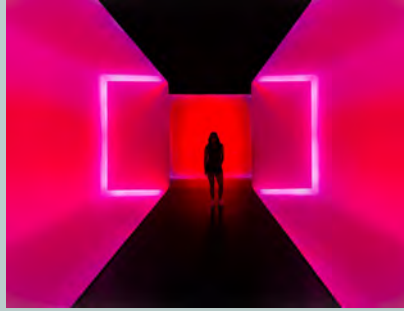


# Montrose Art & Culture



Menil Campus

Museum of Fine Arts Houston



*"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



# Retail Stats



**2**

FLOORS OF AVAILABLE SPACE

**6**

PATIO-WRAPPED RESTAURANT SPACES

**15**

LOCAL & FIRST-TO-MARKET MERCANTS

**80K**

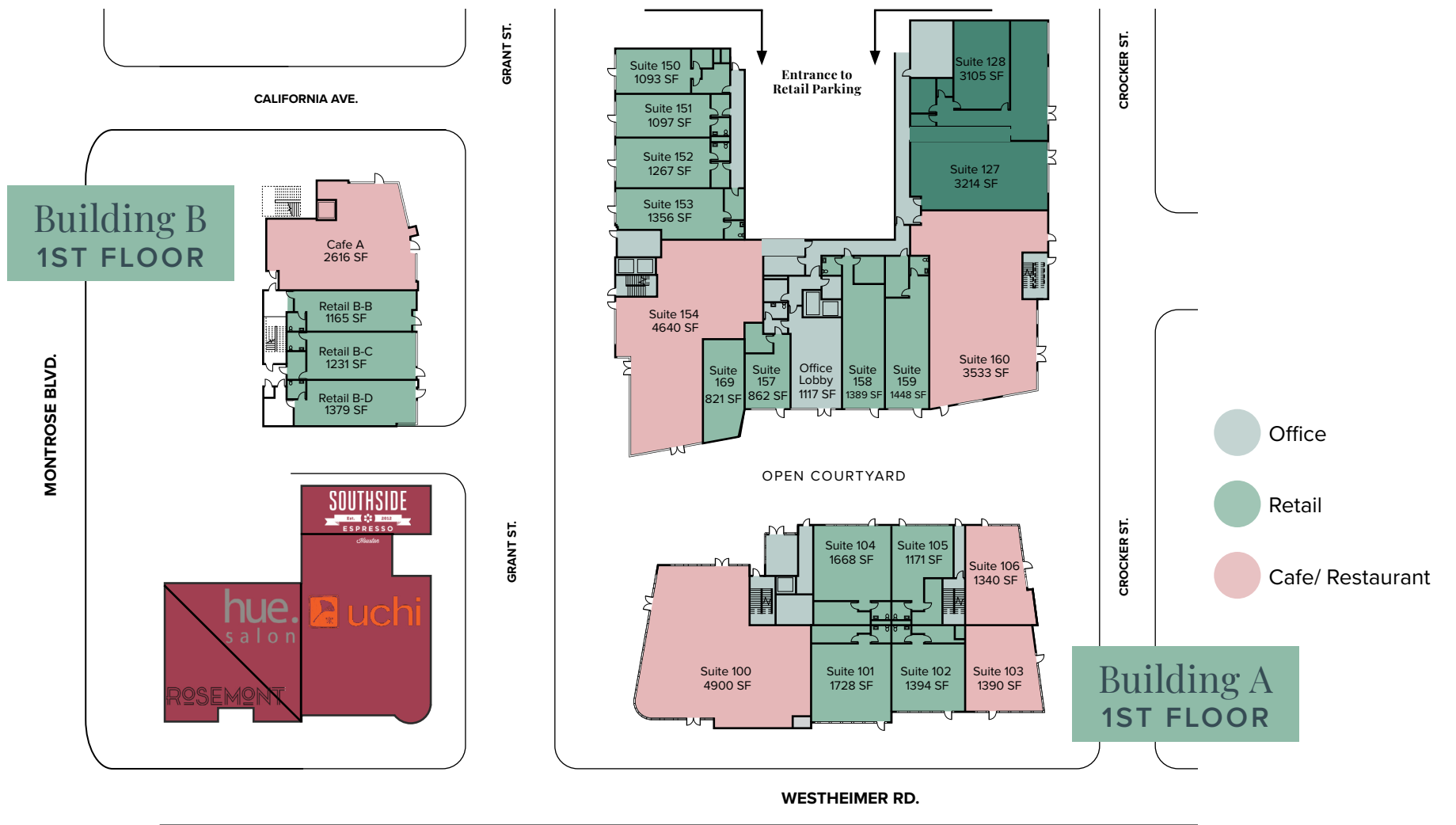
SF OF BEST-IN-CLASS RETAIL SPACE

**Our vanilla box boutique spaces** will be delivered ready for merchandising. Each space has been designed by Michael Hsu and will have a private restroom and storage space, as well as state-of-the-art HVAC and lighting.



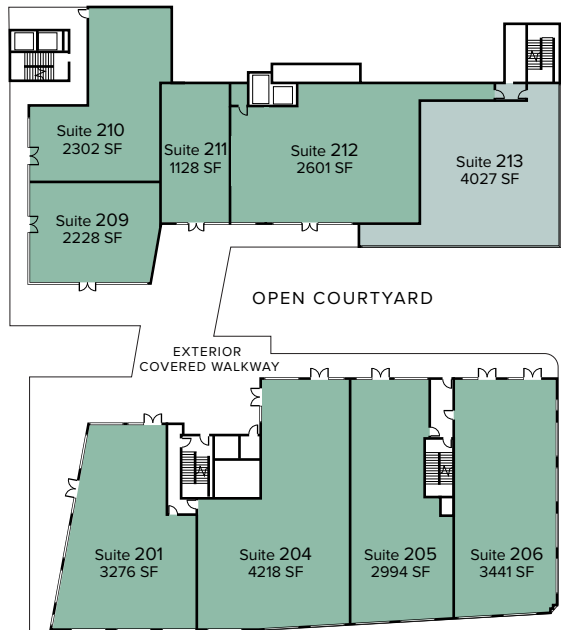


# First Floor Site Plan





# Second Floor Site Plan



GRANT ST.

WESTHEIMER RD.

Building A  
2ND FLOOR  
RETAIL/OFFICE

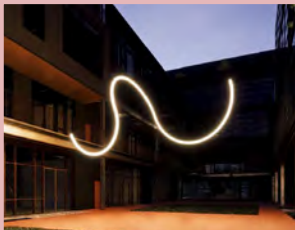


CROCKER ST.





# Vibe





# Houston Public Library

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# Fly Through

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## Look Who's Looking



PIERMARINI



EVERLANE



Clare V.



MEJURI



A Y R



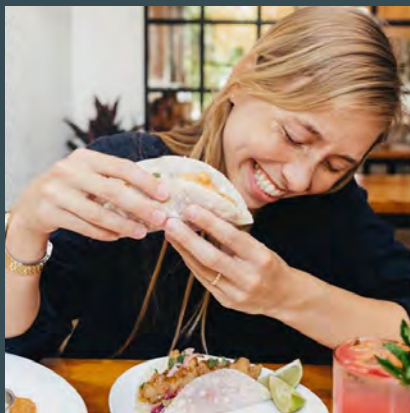
KREWE



# Look Who's Looking



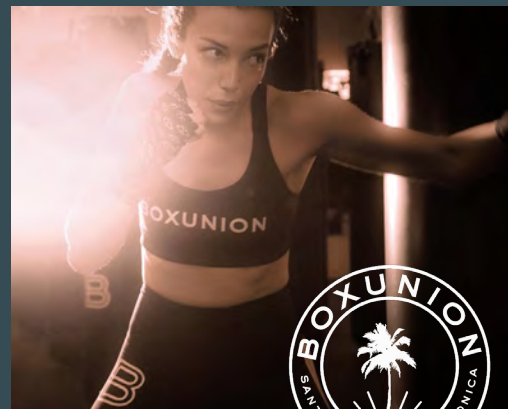
MF  
G  
MAJOR FOOD GROUP



PICNIK



Van Leeuwen



barcelona



credo



lala land



# Team



Michael Hsu  
Office Of Architecture



# OJB



*"We worked to infuse the creative character and energy of the Montrose neighborhood into every aspect of the design."*

MICHAEL HSU, OFFICE OF ARCHITECTURE



# HARVEY



J.P.Morgan  
Asset Management





# Who We Are



Aēsop.



chubbies

CLOUD



LEMON LAINE

LIVE NATION



marine layer

Melange Creperie

MFA H  
The Museum of Fine Arts, Houston

Outdoor Voices



pressed juicery



Ray-Ban®



Snooze  
AN A.M. EATERY

WARBY PARKER

Radom Capital is an award-winning, diversified real estate investment, development and management firm based in Houston, Texas. We aspire to collaborate community, culture and commerce in all of our projects. Real estate Dreamers.





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