WELCOME TO
MONTROSE COLLECTIVE
Montrose Neighborhood
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

“Houston’s, and Texas’s, coolest neighborhood” – Texas Monthly

“Houston’s hippest neighborhood is also home to some of its best bites” – bon appétit
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.
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.
Montrose Customer

**Refined Creative**
- Educated
- Homeowner
- Mid 40’s early 50’s and works form 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
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.
Montrose Storefronts

Lovely Bridal

Aesop

Shake Shack

PAVEMENT

Cutloose

Le Labo

Space Montrose

Georgia James

Pavement

Universal Standard
Montrose Food

- Uchi
- Anvil Bar & Refuge
- Hugo’s
- Penny Quarter
- Rosie Cannonball
- Uchi 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
Montrose Art & Culture

“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
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, storage space, as well as state-of-the-art HVAC and lighting.

<table>
<thead>
<tr>
<th>Stat</th>
<th>Details</th>
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<tbody>
<tr>
<td>Floors of available space</td>
<td>2</td>
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<tr>
<td>Patio-wrapped restaurant spaces</td>
<td>6</td>
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<tr>
<td>Local &amp; first-to-market merchants</td>
<td>15</td>
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<tr>
<td>Best-in-class retail space</td>
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Retail Stats
Vibe
Look Who’s Looking

PIERMARINI

EVERLANE

MEJURI

AYR

KREWE
Look Who's Looking

PICNIK

Van Leeuwen

RIDE

Barcelona

credo
“We worked to infuse the creative character and energy of the Montrose neighborhood into every aspect of the design.”

MICHAEL HSU, OFFICE OF ARCHITECTURE
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