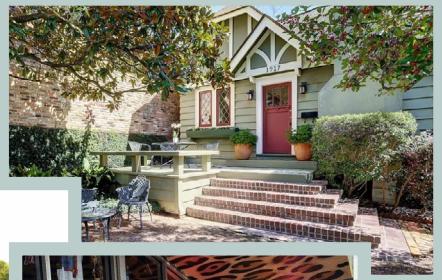
MONTROSE
COLLECTIVE

WELCOME TO
MONTROSE COLLECTIVE
Bistroteket

Montrose Neighborhood



91 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*

GQ

14 Coolest Neighborhoods In America

tripadvisor®

"Houston's, and Texas's, coolest neighborhood"

Texas Monthly

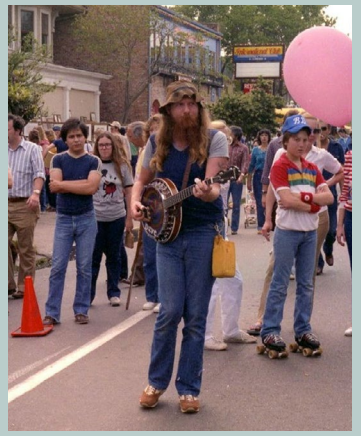
"Houston's hippest neighborhood is also home to some of it's best bites"

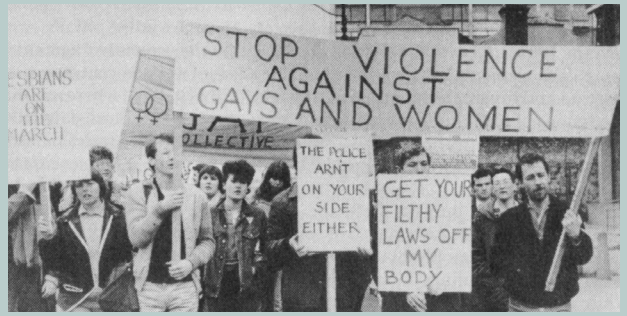
bon appétit

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.

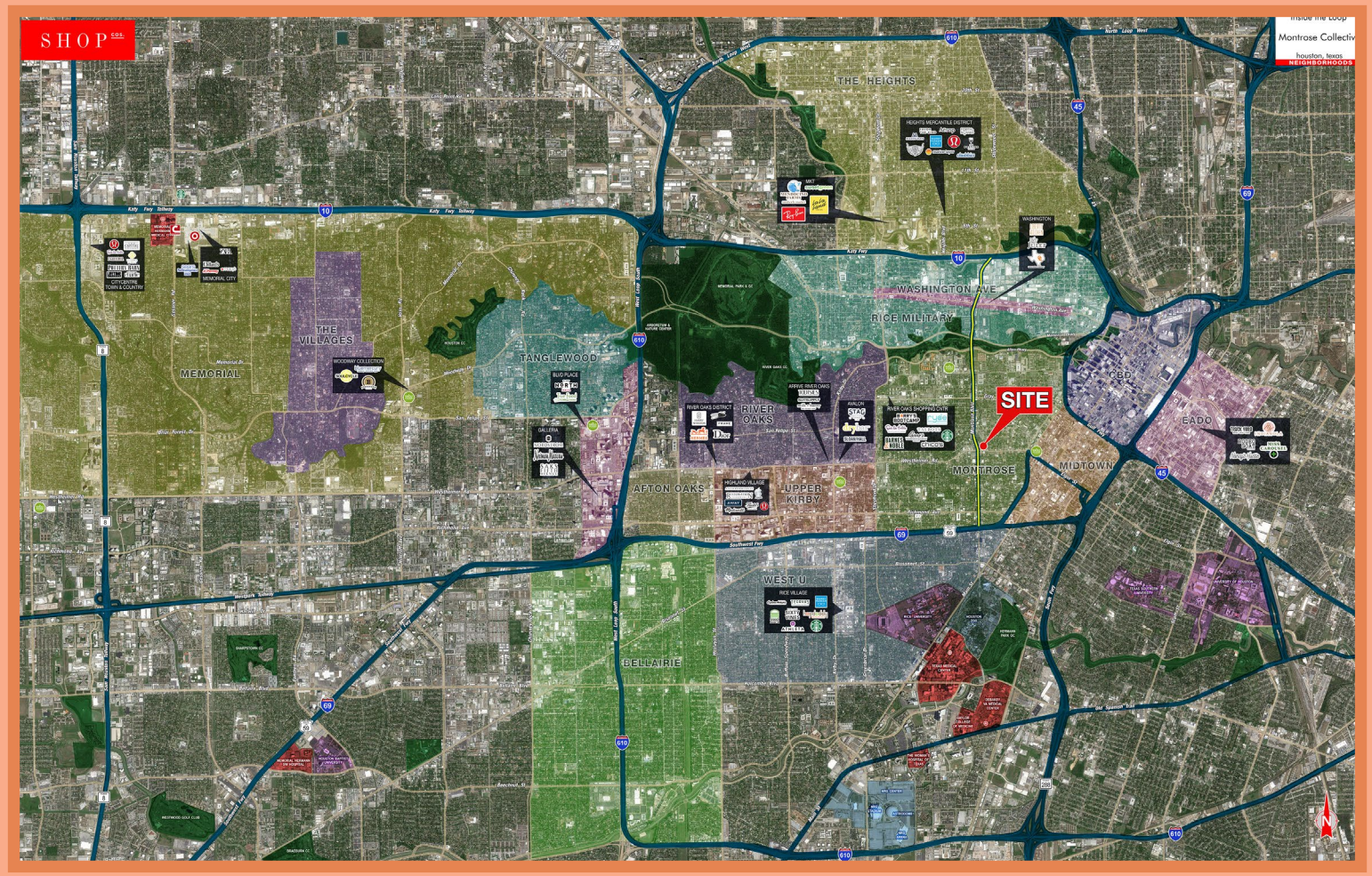
Today, craftsman homes, long-standing apartment complexes, and commercial buildings have been updated and luxury high-rise buildings continue to come out of the ground, pushing prices per square foot higher than the city's average. Though the landscape has evolved, the rebellious spirit of the neighborhood 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

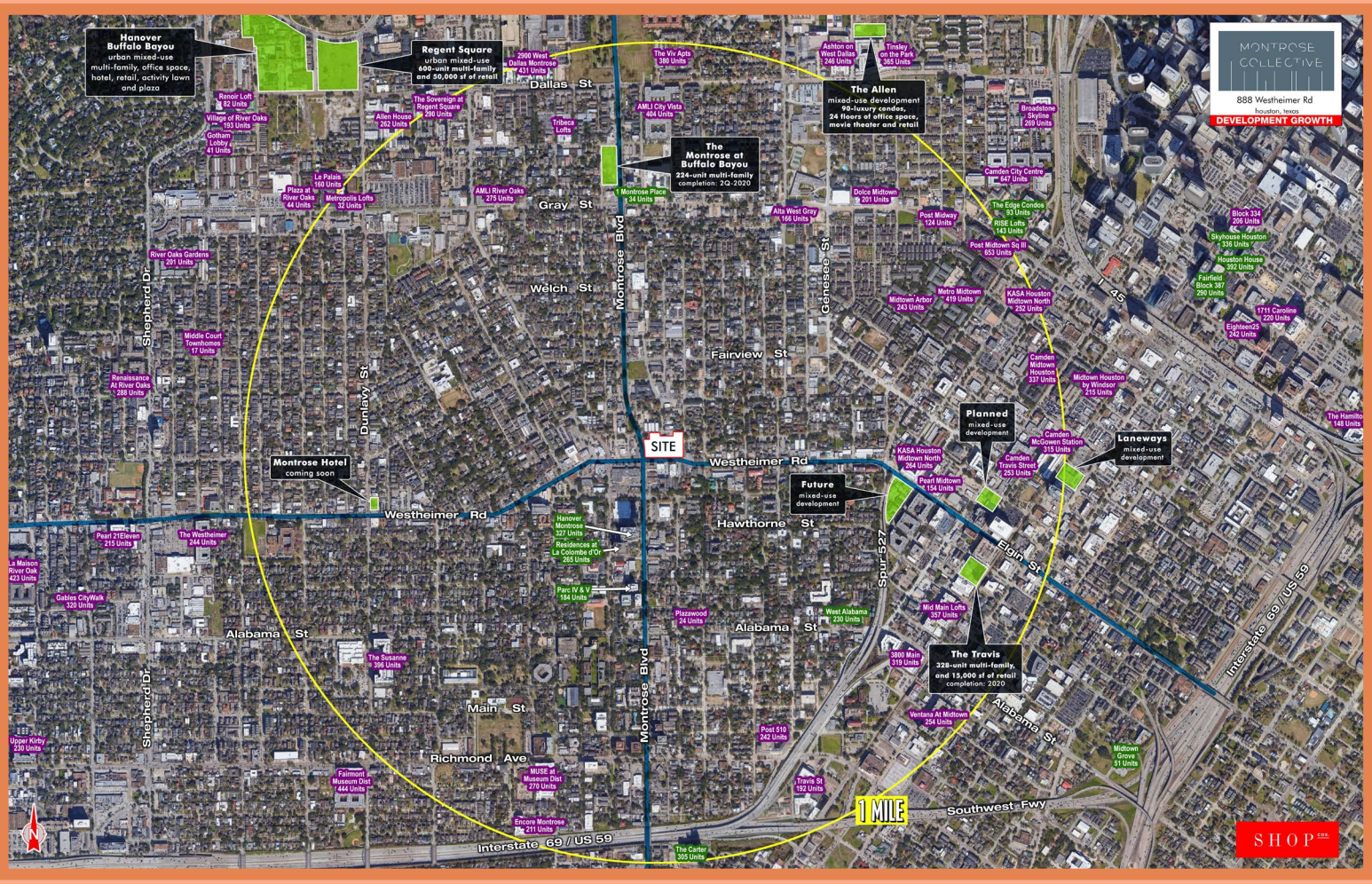
$447,236
1 Mile Radius - Med Home Value

34,353
1 Mile Radius - Daytime Population

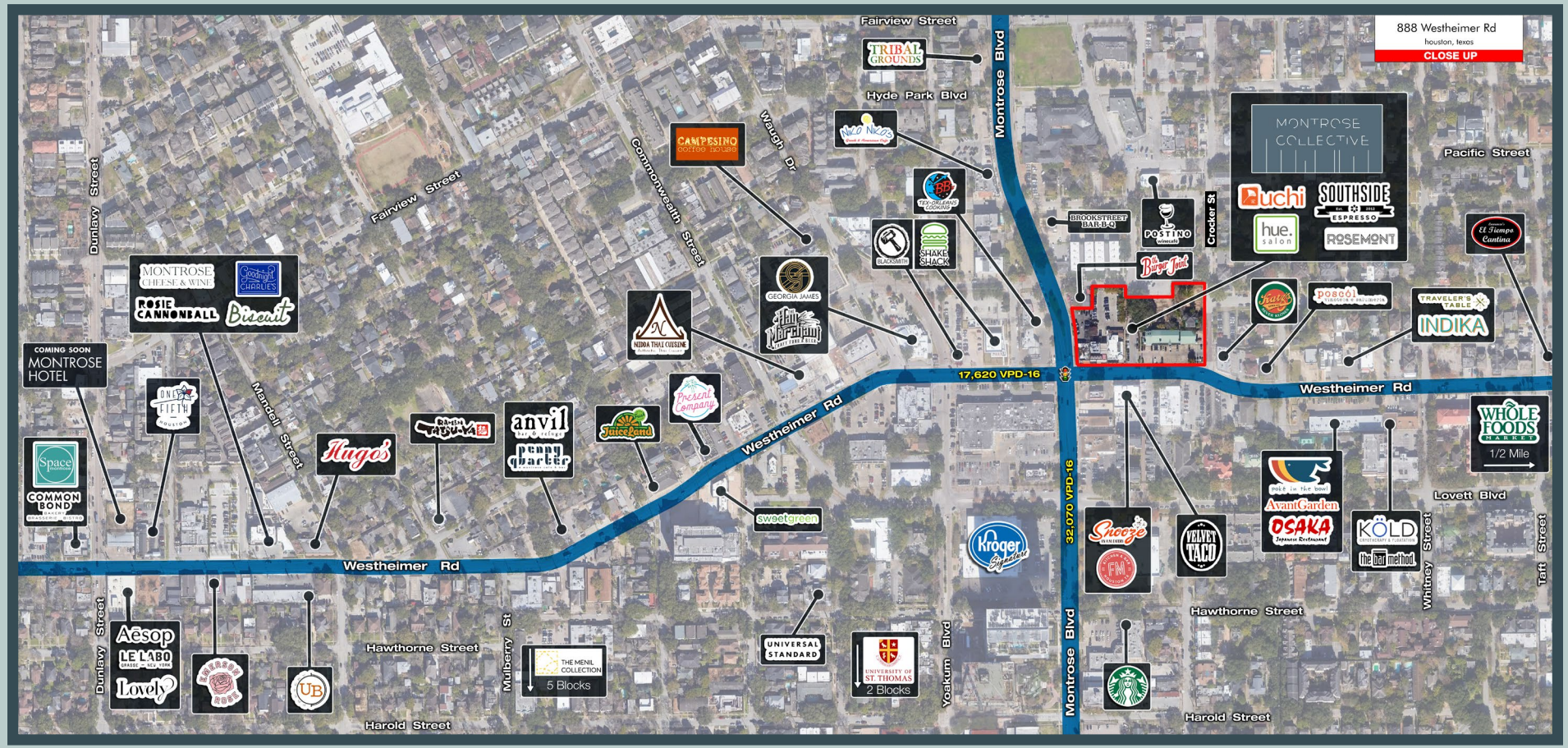
36,218
1 Mile Radius - Population

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 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

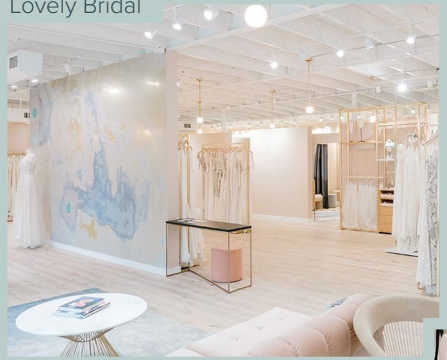
- Socially conscious
- Home renter
- Supports local
- Festival-goer
- Enjoys nightlife
- Vegan
- Has strong political views
- Plays music on a record player
- Desires authenticity
    - Rather walk than drive
    - Saves money on brand name items for weekend travel plans
    - Yoga classes vs. solo workouts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

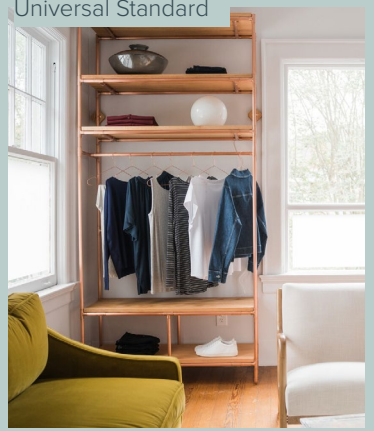
Montrose Retail

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

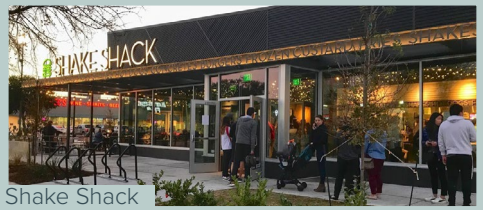
Lovely Bridal

Cutloose

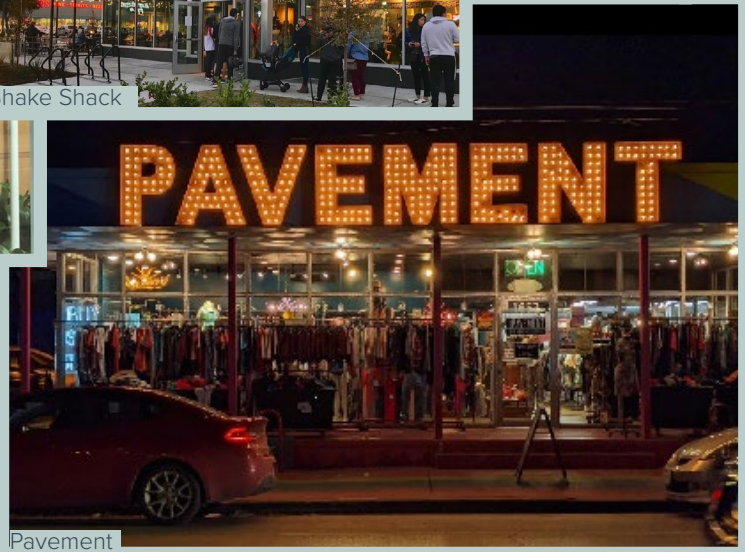
Le Labo

Space Montrose

Aesop



Shake Shack



Pavement

Universal Standard

Georgia James

Montrose Food

Uchi

UB Preserve

11 James Beard nominations within 8 blocks

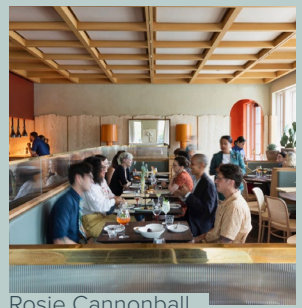
20 of Houston's top 100 restaurants within 7 blocks

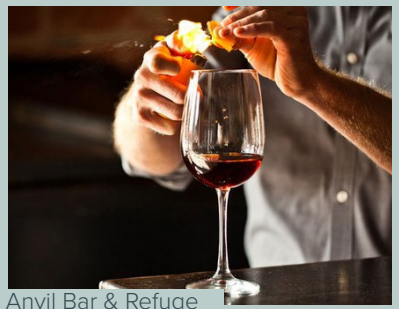
200+ restaurants, coffee shops & bars within 1 mile

Penny Quarter

Hugo's

Southside Espresso


Rosie Cannonball


Anvil Bar & Refuge

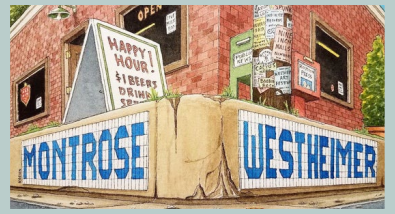
Montrose Art & Culture

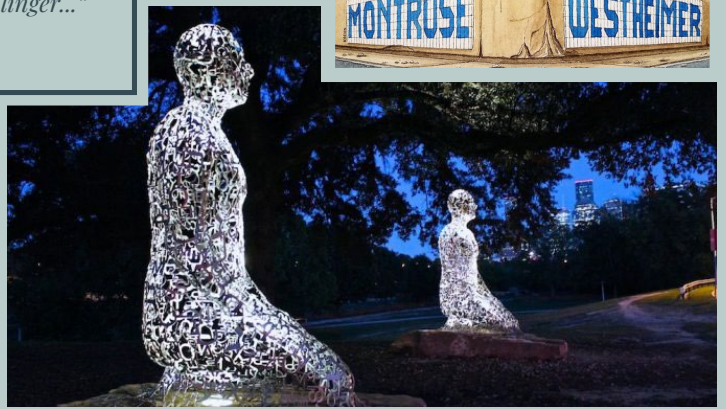
Menil Campus

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

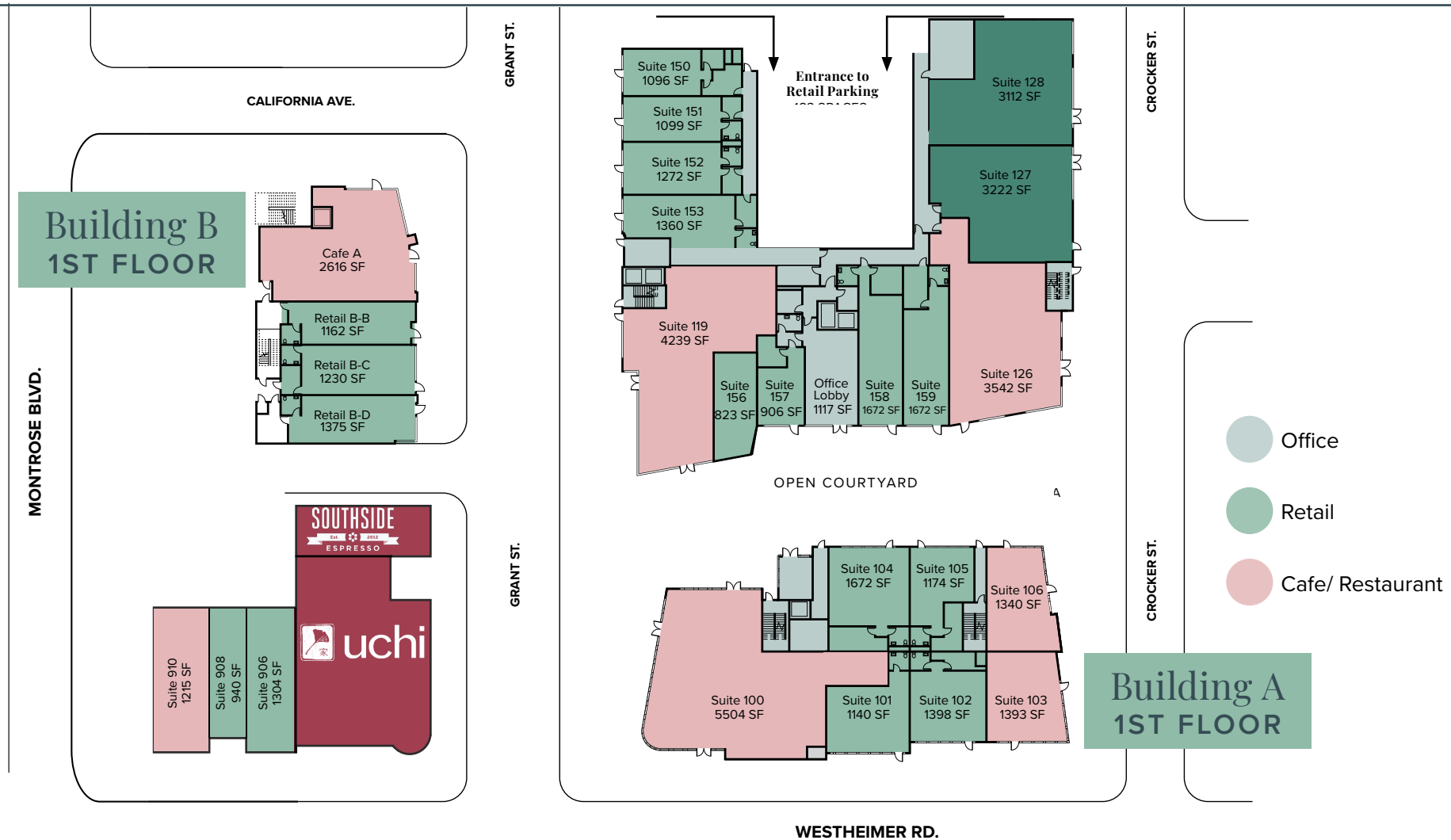
6
PATIO-WRAPPED RESTAURANT SPACES

15
LOCAL & FIRST-TO-MARKET MERCHANTS

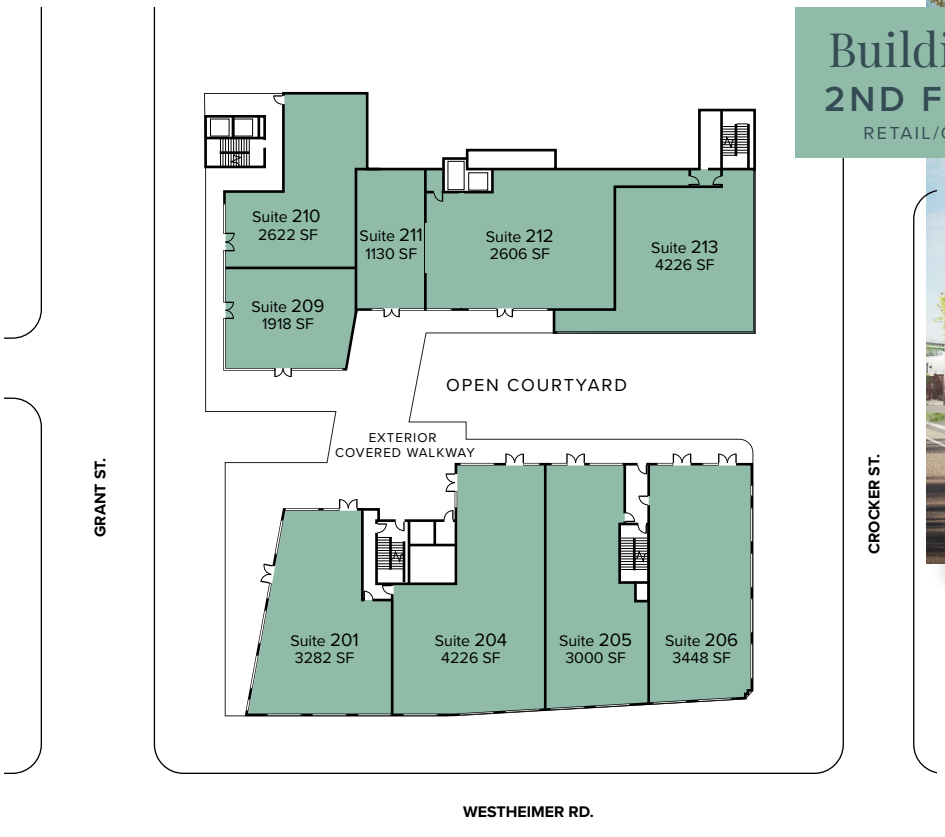
80K
SF OF BEST-IN-CLASS RETAIL SPACE

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

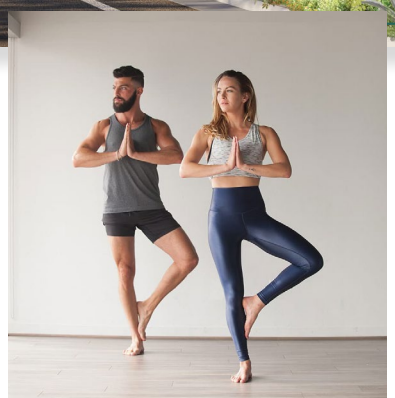
First Floor Site Plan



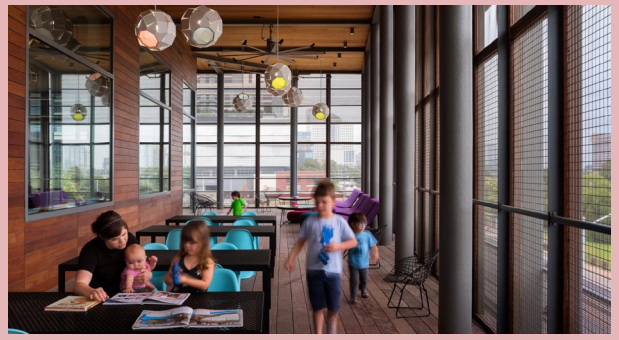
Second Floor Site Plan



Building A
2ND FLOOR
RETAIL/OFFICE

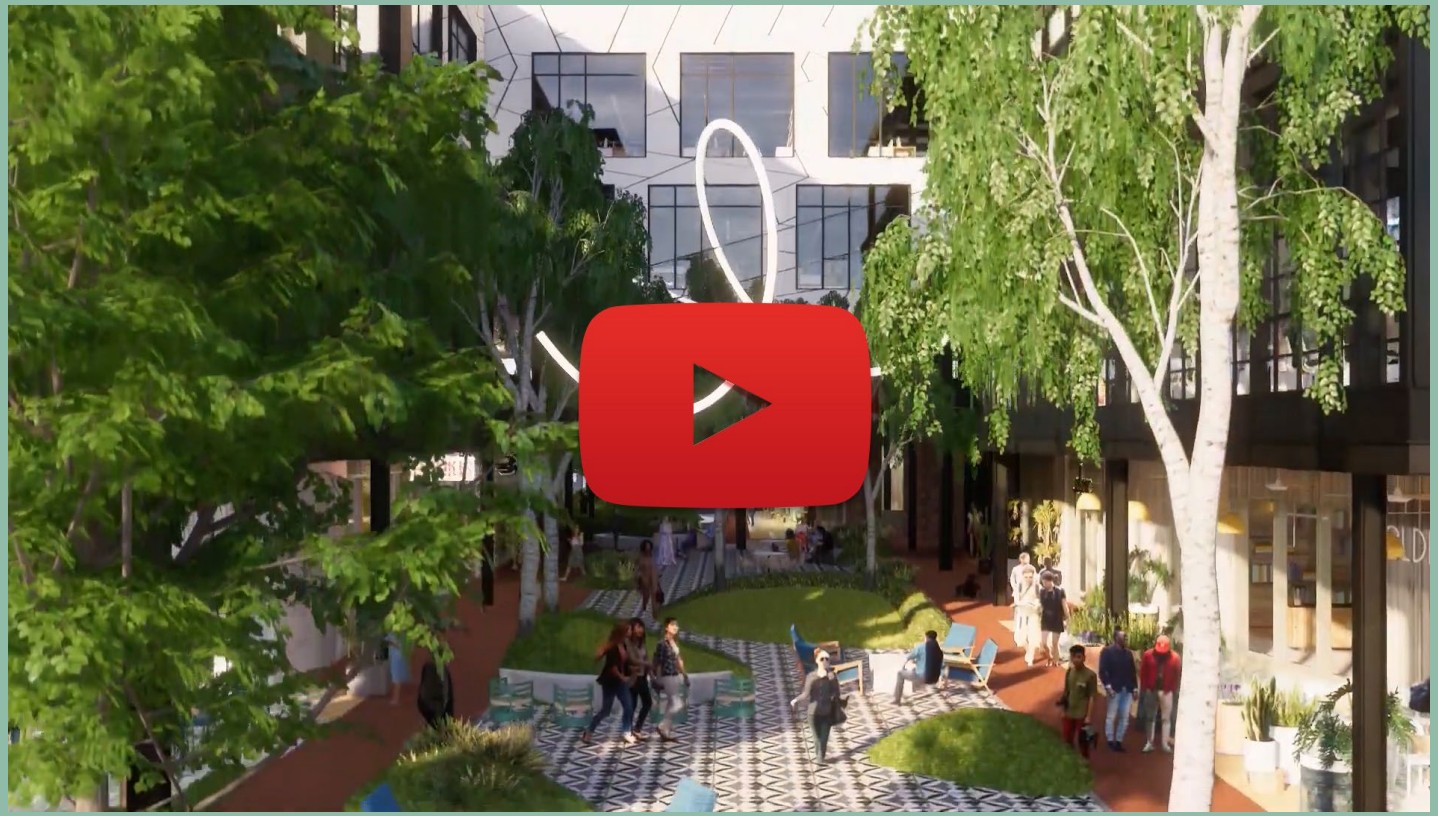


Vibe



Houston Public Library

Fly Through



Look Who's Looking

PIERMARINI

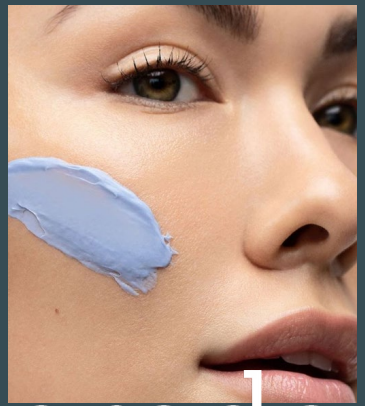
Clare V.

MEJURI

AYR

KREWE

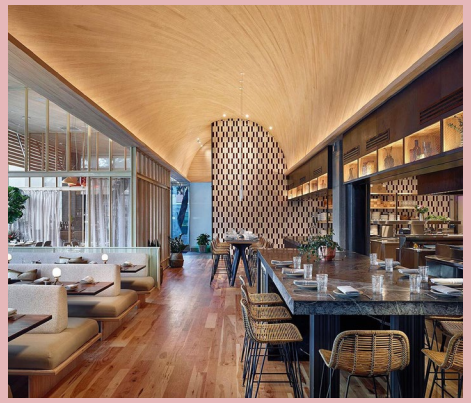
Look Who's Looking



Team

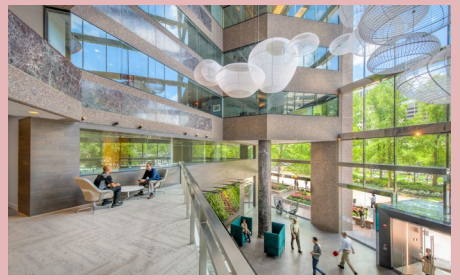
Michael Hsu
Office Of Architecture

OJB

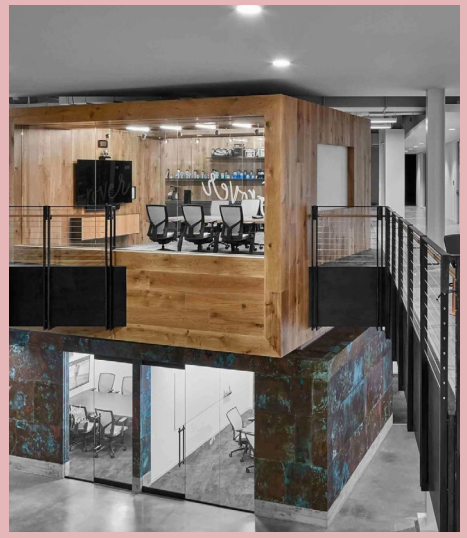


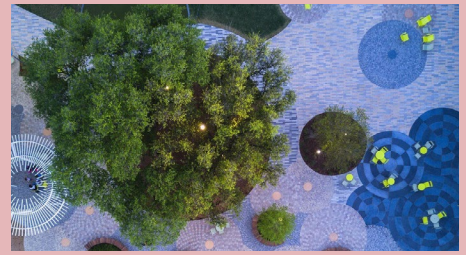
"We worked to infuse the creative character and energy of the Montrose neighborhood into every aspect of the design."

MICHAEL HSU, OFFICE OF ARCHITECTURE



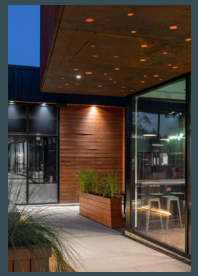
HARVEY





J.P.Morgan
Asset Management

Who We Are



Aēsop · BIRDS BARBERSHOP · BEYOGA · BLACK SWAN YOGA · chubbies

CLOUD 10 · LEMON LAINE · LIVE NATION

LOCAL Foods · marine layer · Melange Creperie · MFA H The Museum of Fine Arts, Houston

Outdoor Voices · pressed juicery · POSTINO winecafé · Ray-Ban

RYE 51 · 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

Urban Land Institute · AIA · PRESERVATION HOUSTON history in progress · LANDMARK AWARDS

RADOM CAPITAL LLC

RADOM CAPITAL LLC

www.RadomCapital.com
713.783.4444
714 Yale St., Ste. 2Z
Houston, TX 77008

Sarah Starry
Sarah@radomcapital.com

Barton Kelly
Barton@radomcapital.com

CBRE

OFFICE

www.CBRE.com
713.577.1600
2800 Post Oak Blvd., Ste. 500
Houston, TX 77056

Elliott Hirshfeld
Elliott.Hirshfeld@cbre.com

Parker Duffie
Parker.Duffie@cbre.com

SHOP cos.

RETAIL

www.ShopCompanies.com
214.242.5443
4809 Cole Ave Suite 330
Dallas, TX 75205

Brittney Austin
Brittney@shopcompanies.com

Linda Rubiola
Linda@shopcompanies.com