



QUADRANTS

NORTH HOUSTON DISTRICT NEWS

NORTH HOUSTON DELIVERS
Meet our new logistics and
distribution neighbor.

MARKET REPORT

District leadership revives the Commercial Real Estate Market Report offering a quarterly glimpse at emerging trends.

STATE CHAMPS

Rockstar Energy Bike Park draws BMX enthusiasts with high-profile competitions and high-flying action.

THANK YOU

National Night Out was rained out, but our community partners deserve thanks, gratitude, and recognition.

FALL 2023

WELCOME FROM THE PRESIDENT

Welcome to the Fall 2023 edition of Quadrants. As Houstonians enjoy a shift in the seasons, the District, too, is experiencing a shift.

In this edition, we begin to tell the story of how our area is evolving to become a regional distribution hub and how those developments are positively impacting the established office market. Community demographics are shifting as well, bringing new priorities and a new workforce well-equipped for warehouse operations.

Our cover story features a business owner who chose North Houston District for his expanding medical supply distribution company because he recognized potential and saw opportunity for growth. The District's revamped Commercial Real Estate Market Report offers a deep dive into the data behind local trends. You also will see stories about District projects and programs that improve mobility and safety and the community partners who help make it possible.

The North Houston District exists to help create a place where people want to live and a place where businesses want to invest. We hope you enjoy this snapshot into our efforts and invite you to follow us for more at northhouston.org/connect.



Greg Simpson
North Houston District President

ON THE COVER



George Broughton made hundreds of decisions when expanding his medical supply distribution company. He needed warehouse space, wanted to hire locally, and was mindful to plan for growth. According to him, one decision was easy. He chose the North Houston District for its unparalleled opportunities, location, and access.

Read more in our new feature,
NORTH HOUSTON DELIVERS.
Page 4

NHD BOARD OF DIRECTORS

CHAIR
Michelle Wogan
Transwestern

VICE CHAIR
Melody Douglas
Finance & Administration Advisor

TREASURER
Thomas R. Wussow
Founder of the District

SECRETARY
Charles R. Lopez
HR Advisor

DIRECTORS
Terry Alexander
HPI Holdings

Kaitlin Bellon
Amevy Bank of Texas

Mozell Darthard Jr.
CDM Youth & Wellness Center

Cory Driskill
Crow Holdings Industrial

Margaret Eyster
Magoo's PrintShop, Inc.

Abel Garza
Aldine ISD

Michael Kasmiersky
Lincoln Property Company

George Lunnon, Jr.
State Farm Insurance

Karen Marshall
Metropolitan Transit Authority

Steve Moore
Villa Serena Communities

Dr. Quentin Wright
Lone Star College-Houston North

The District is governed by a board of directors who serve staggered terms of four years. Directors are appointed by Houston City Council from a list of persons recommended by the District to serve on its Board of Directors.

Special thanks to our production partners:

Bigshots Snapshots
Carissa Writes It All

Myles Carter Photography
The Vision Production

NHD STAFF

Greg Simpson
PRESIDENT

Bart Baker
EXECUTIVE VICE PRESIDENT & CHIEF OPERATING OFFICER

Robert Fiederlein
VICE PRESIDENT, PLANNING & INFRASTRUCTURE

Tracy Harrison
VICE PRESIDENT, PUBLIC SAFETY

Asdrubal "Dru" Gutierrez
DIRECTOR, FIELD SERVICES

Trenea Dockery
MANAGER, PARKS & RECREATION

Colleen Martin
MANAGER, MARKETING & PUBLIC AFFAIRS

Amy Craig
BRAND MANAGER & GRAPHIC DESIGNER

Karen Davis
EXECUTIVE ASSISTANT & OFFICE COORDINATOR

Monica Gijon
ADMINISTRATIVE ASSISTANT

Brenda Spratt
SUPPORT SERVICES

NORTH HOUSTON HAPPENINGS

**TUESDAY
NOVEMBER 21**

Dance to Learn Native American Heritage Month

ALDINE BRANCH LIBRARY
11331 Airline Drive

11:00 a.m. to 12:00 p.m.

DANCE TO LEARN approaches academic curriculum from a kinesthetic perspective. Houston Ballet artists work with teachers to create lessons in multiple subject areas while building social-emotional skills. For preschool-aged kids.

Info: <https://hcpl.net/locations/ALD/> or 832-927-5410

**SATURDAY
DECEMBER 9**

Jingle Jam



NORTH HOUSTON SKATE PARK
12351 Kuykendahl Road

Time: To Be Announced

Grab your skateboards and join the community Jingle Jam for skate games, food, vendors, music, and prizes!

Info: Follow @NHoustonSk8park or call 281-873-6422

**THIRD WEEK
OF EACH MONTH**

Houston Police Department Positive Interaction Program

HPD NORTH BELT DIVISION
100 Glenborough, 10th Floor

"Community Involvement in Crime Prevention"

COMMUNITY MEETINGS

Third Tuesday @ 6:00 p.m.

BUSINESS MEETINGS

Third Thursday @ Noon

Info: hpdnorthbeltdivision@houstonpolice.org

**UPCOMING
EVENT?**

**Do you have an
upcoming event, fair,
festival, or meeting?**

Please share with us on social media @NHDistrict or email cmartin@northhouston.org.



When community partners come together, positive change is possible.



“IT WAS SO EASY FOR ME TO DECIDE ON THIS AREA. I UNDERSTAND HOW ECONOMIC INVESTMENT CAN CHANGE A COMMUNITY.”

George Broughton III, CEO of Sterile Mate

NORTH HOUSTON DELIVERS

Meet our new logistics and distribution neighbor.

Long before George Broughton III signed a lease on a 12,000-square-foot warehouse space near Hardy Tollroad and Beltway 8, he knew North Houston was where he wanted to make his mark.

“It was so easy for me to decide on this area,” said Broughton, CEO of Sterile Mate, the medical and industrial supply company he founded in 2020 in the midst of the COVID-19 pandemic. “I understand how economic investment can change a community.”

A former flight attendant and instructor with United Airlines for 15 years, Broughton hails from Chicago’s South Side, where he was a social worker before he landed in Houston in 2017 by way of Englewood, California. He said he’s witnessed both of his former communities’ revitalization through redevelopment and economic structure change. He said North Houston is primed for the same.

“I saw how economics can change a community, and I had a vision of great development happening here,” he said. “I saw the potential right away.”

Now, by bringing Sterile Mate to the area, Broughton hopes to count himself as one of the area’s change makers as the region shifts from primarily office development to a regional logistics and distribution hub. Not only is he basing his business here at 15535 West Hardy Road, he’s also in talks to rent out an additional 18,000 square feet of space across the street.

“I think we’re going to expand quickly,” he said, detailing plans to hire a staff of three to five warehouse handlers, a six-person sales team and three drivers as well as an accountant and receptionist.

He plans to have his staff - which he hopes to find locally - hired and up and running by the end of 2023.

“I’m really excited about being part of the revitalization and growth of this community,” he said.

Sterile Mate partners with several Houston hospitals and specializes in sourcing and delivering hard-to-find medical supplies, including those for diabetics and surgical procedures.

NORTH HOUSTON DELIVERS

North Houston Delivers is a new feature story series highlighting why businesses choose the North Houston District.

Market shifts are changing District demographics as logistics and distribution companies emerge as crucial development drivers. The buildout of Pinto Business Park, prime property conversions, and entrepreneurs investing in value warehouse is expanding our area from a primary office activity center to include a regional distribution hub, demanding its own workforce. As new land use diversifies our portfolio, brokers still tout proximity to Bush Intercontinental Airport and the intersection of I-45 North and Beltway 8 as irrefutable assets.

New project? Big deal? Exciting expansion? Share the news with us!

Contact Colleen Martin at cmartin@northhouston.org or call 281-874-2138.

Broughton said the idea for the company came to him after a friend approached him in 2020 about creating a marketing plan for a residential and commercial sterilization company.

Because of a pandemic-era employment deal with United Airlines that he'd taken advantage of, Broughton had the time to devote to building the plan and told his friend he could help.

Though his buddy appreciated the marketing plan, he didn't go with the name Broughton suggested - Sterile Mate. Instead of tossing a good idea, Broughton applied the name to his own venture. He said the move to work in the medical community also stemmed from valuable advice from his mentor.

"He said, whenever there's tragedy, I should find a way to be of service to others, and I'll always win," he recalled.

Broughton took that mantra to heart. He reached out to a local hospital and quickly discovered they sorely needed masks and gloves, a scarcity during the early days of the pandemic.

Armed with a mission, he went to work, and within 48 hours Broughton was able

“COMING HERE WAS ALL ABOUT STRATEGY. I WANT PEOPLE TO KNOW THAT IT’S VIBRANT HERE, THAT IT’S A GREAT PLACE TO LIVE AND A GREAT PLACE TO WORK.”

to find 100,000 of the exact surgical masks the hospital needed for its operating room department from a supplier in Ohio. The deal was worth \$400,000.

"For some reason this company decided to trust me out of the gate to get these masks to the hospital and to pay for them in the next 30 days, and that was how Sterile Mate started," he said.

Once he secured that first deal, Broughton ran his business remotely for three years, building contacts and learning the ropes of the industry. Now, with the recent addition of the North Houston warehouse, he can source and store more supplies.

He said that expansion, coupled with his company's close proximity to Bush Intercontinental Airport and downtown Houston, will be essential to Sterile Mate's continued growth, allowing him to service his clients faster and more efficiently all while operating more cost effectively than he would in other areas of town.



"Coming here was all about strategy," he said. "I want people to know that it's vibrant here, that it's a great place to live and a great place to work." 🌱

Sterile Mate, LLC
15535 West Hardy Road
Houston, TX 77060
sterilemate.com

Where Location and Access intersect

- 10 minutes to Bush Airport
- 20 minutes to Downtown
- 20 minutes to The Woodlands
- 25 minutes to Uptown & Westchase
- 30 minutes to Port of Houston

North Houston District is located at Interstate 45 and Beltway 8 with easy access to Hardy Toll Road, Interstate 69, and the Grand Parkway.



Q3 2023 SUMMARY

INDUSTRIAL/FLEX

17.9M **3.9%**
SQUARE FEET VACANCY RATE

\$8.56 **7.3%**
MARKET RENT PER/SF CAP RATE

OFFICE CLASS A

4.4M **55.8%**
SQUARE FEET VACANCY RATE

\$20.93 **9.1%**
MARKET RENT PER/SF CAP RATE

OFFICE CLASS B/C

6.2M **30.6%**
SQUARE FEET VACANCY RATE

\$18.42 **9.4%**
MARKET RENT PER/SF CAP RATE

RETAIL

7.1M **12.9%**
SQUARE FEET VACANCY RATE

\$22.25 **7.0%**
MARKET RENT PER/SF CAP RATE

APARTMENTS

18.9k **7.7%**
UNITS VACANCY RATE

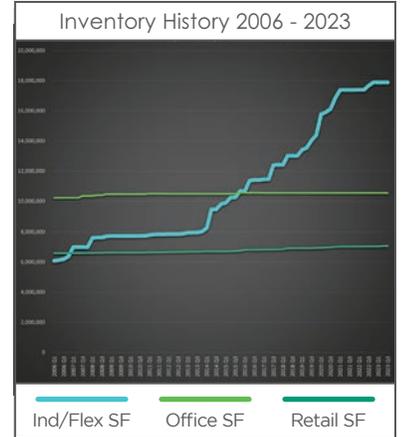
\$905 **6.1%**
MARKET RENT PER/UNIT CAP RATE

NHD CRE MARKET REPORT RETURNS

Markets across the United States are struggling with office vacancy in the post-pandemic, work-from-home era. It's no different in Houston, but the North Houston District is benefiting from an organic shift to logistics and distribution that began before the pandemic, and our position continues to strengthen. Proximity to Bush Intercontinental Airport and our location at the intersection of I-45 North and Beltway 8 bolster the District as a smart choice for regional delivery of goods and services.

Leading with Logistics

Starting in 2014, a distinct shift in the makeup of commercial real estate occurred in the District. That year there was approximately 10.5 million square feet of office space and just over 8 million square feet of industrial/flex space. At the close of Q3 2023 those numbers stood unchanged for office space, but industrial/flex had grown to just under 18 million square feet. This shift is strikingly evident in the graph shown here. During this time, major logistics operations such as Sysco Foods, Amazon, and Coca-Cola Southwest Beverages moved into the District. The vacancy rate at the close of Q3 2023 stood at just 3.9% with market rents reaching \$8.56/sf.



Office-to-Industrial Conversion

With a local and nationwide weakening in the office market, conversion of poorly performing office properties in good locations for industrial/logistics uses has led to conversion of office properties to logistics uses. In the North Houston District, Brennan Investment Group has acquired North Belt Office Center V, a 135,000-square-foot office building at 500 N. Sam Houston Parkway, and has begun converting the site to a logistics use. Brennan intends to build on the site a spec 157,300-square-foot distribution center for one to four tenants. The property is across Beltway 8 from Pinto Business Park and adjacent to a recent Crow Holdings logistics development. Demolition is underway with completion expected in 2024.



Value Office Proposition

While office uses have been eclipsed by industrial/logistics use, the District remains home to a strong value office market. Several class A buildings have repositioned, providing modern amenities and are enjoying strong occupancy. Class A rates in the District are below those generally available in the region. Sixty percent of the area office stock is B or C class, and occupancy levels have held strong at 70 percent. Rates are just below the Houston average of \$18.42/sf as of the end of Q3 2023. These office spaces compliment office uses that support the growing logistics and distribution properties in the North Houston District.

The NHD CRE Market Report delivers facts, stats, and case studies about the shifts happening within our boundaries quarterly with each edition of *Quadrants*.

Read an expanded report at northhouston.org/cre and contact Robert Fiederlein at rfiederlein@northhouston.org for information.



PARK PLAN PROGRESS

The newly approved Parks Master Plan is an important catalyst for improvement projects in the North Houston District. The Parks Plan prioritizes improvements to Wussow Park, including building an outdoor fitness area and upgrading the playground.

Here's Your Sign →

Crews recently installed wayfinding signs along Greens Bayou between Jack Drake Park and the North Houston Skate Park. The signs direct people to community assets, such as Wussow Park. A comprehensive wayfinding program is a recommendation from the Plan which was created with input from stakeholders, governmental officials and residents.

"There's energy and activity stemming from the Plan," said Robert Fiederlein, vice president of planning and infrastructure. "We put up about a dozen signs, a \$12,000 investment."

Funding Fun

In an ongoing effort to stretch District dollars, leadership is seeking several partnership opportunities. In August, the District applied for a \$500,000 grant from Texas Parks and Wildlife Department. Should it be awarded, the District will provide matching funds, resulting in nearly \$1 million toward park improvements. The state's decision is expected in January.

The City of Houston is considering up to \$150,000 for an outdoor fitness facility or playground improvements.



Should both city and state money be awarded, city funds would offset the District's match in regards to the state grant. That means, instead of contributing \$500,000 alongside the state, the District would only pay \$350,000.

Central Park

Additionally, the City of Houston and Harris County Flood Control District are working in tandem on a "Central Park" concept located in the District's Northeast Quadrant. The "Central Park" Plan recommends demolition of an apartment complex along Greens Bayou that is prone to flooding. The project will create space for detention, mitigate future flooding, and provide green space for recreational use. The District is in negotiations to maintain the park and green space in "Central Park" with hopes of delivering a soccer facility. If approved, the apartment complex should be demolished in the Spring of 2024.

In the Queue

Additional projects, including sidewalks along Imperial Valley Drive extending north from Greens Road, new trails, and exciting

playground equipment are planned in the near future.

Read more about the District's Parks Master Plan at northhouston.org/planning.



TEXAS STATE CHAMPIONSHIP FINAL

Rockstar Energy Bike Park
September 22 - 24



NORTH HOUSTON BMX

Rockstar Energy Bike Park is a world-class attraction, BMX track, and the largest bike park in the United States. Throughout the year, competitions draw BMX enthusiasts from around the world like the Texas State Championship Final that was held in September. There are two facilities on site - the Bike Park is free and open to the public, and the sanctioned BMX track requires a BMX USA membership.

PARK

The Bike Park is the largest in Houston and appeals to amateur and professional BMX riders with concrete bowls, dirt jumps, pump tracks for all ages, and a flatland freestyle area. The 20-acre park features lush landscaping, beautiful public art, and shaded walking trails that all are welcome to visit and enjoy. The park is free, but, if you decide to ride, helmets are required.

TRACK

The USA BMX Track is reserved for USA BMX members and hosts clinics, practices, and sanctioned racing. Rockstar Energy Bike Park offers new rider training and advanced clinics from local pros and USA BMX Certified Coaches for all ages and skill levels. Check the weekly BMX Track schedule for available dates. USA BMX memberships are available at the track office. BMX race bikes and full-face helmets are available for rent.



ROCKSTAR ENERGY BIKE PARK

12257 Kuykendahl Road, Houston, TX 77067
@rockstarenergybikeparkhtx

Rockstar Energy Bike Park was built by North Houston Development Corporation and opened in 2019. For information and park hours, please visit rockstarenergybikepark.com.

UPCOMING BMX COMPETITIONS



April 19-21, 2024

**USA BMX
Lone Star Nationals**



TBA 2028

**UCI BMX Racing
World Championships**

APARTMENT SUMMIT 2023

Tracy Harrison, the North Houston District Vice President of Public Safety, hosted an Apartment Summit on September 6, 2023, welcoming apartment owners and managers to the Donatello Ballroom at Houston Hilton North. The breakfast featured speakers from the North Houston District, Chief Peña from the Houston Fire Department, Officer Rangel and Officer Rivera from the Houston Police Department Differential Response Team, Officer Moran from the HPD Blue Star Program, Lauren Turner, Vice President of Education from the Houston Apartment Association, Sergeant Hernandez from the Harris County Sheriff's Office, and presentations from Flock Safety and Gatewise. 🌱



Apartment managers and owners enjoyed a catered breakfast and heard presentations on tactics to make their properties safer.



Tracy Harrison with local leaders from the Houston Fire Department.



Asdrubal "Dru" Gutierrez
Field Services Director
North Houston District



Lauren Turner
Vice President of Education
Houston Apartment Association



Fire Chief Samuel Peña
Houston Fire Department



Robert Fiederlein
Vice President of Planning and
Infrastructure
North Houston District



Officer Rangel and Officer Rivera
Houston Police Department



Tracy with apartment community representatives.



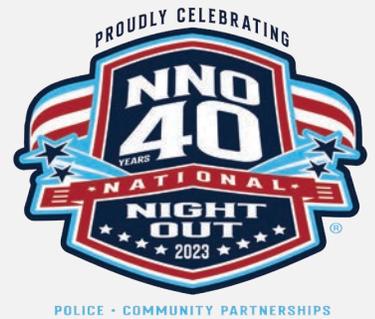
Deputy Walker and Deputy Jones
Harris County Sheriff's Office

SHOWERING OUR PARTNERS IN APPRECIATION

The North Houston District's National Night Out brings together residents, businesses, community partners, and law enforcement in a positive setting at Thomas R. Wussow Park every October. It fosters a sense of community and better relationships among neighbors and law enforcement.

Unfortunately, the 2023 event was canceled due to heavy rain and stormy conditions. Thanks to all participants, volunteers, sponsors, and partners for their efforts. Your time and investment are deeply appreciated. Your support helps establish and strengthen community-police partnerships.

Color-coded to show **returning** and **first-year** partners. 🇺🇸



POLICE · COMMUNITY PARTNERSHIPS

2023 EVENT SPONSORS & PARTICIPANTS

Aldine-Greenspoint Family YMCA

Aldine ISD Police Department

Aldine ISD Volunteers

Amazon

Assurance

Buckhead Meat & Seafood

Chick-fil-A

City of Houston District B Council

Member Tarsha Jackson

City of Houston Health Department

Eyes on Me

Green House International Church

Harris County District Clerk

Harris County Sheriff's Office

Home Depot

Houston Fire Department

Houston Police Department

IDEA Public Schools

LandCare

Lincoln Property Company Houston

Lone Star College-Houston North

METRO

Raising Canes

Rockstar Energy Bike Park

Spartan Security Services

Texas Excel Management

The Harvest

U.S. Army

U.S. Marines

Villa Serena Communities

YES Prep Public Schools

NATIONAL NIGHT OUT MVP'S

Special thanks to those who have been with us since the beginning and continue to invest time and resources into community outreach at North Houston District's National Night Out celebration.



Aldine-Greenspoint Family YMCA





QUADRANTS

NORTH HOUSTON DISTRICT NEWS

16945 Northchase Drive, Suite 1900
Houston, TX 77060
281-874-2131
northhouston.org



The North Houston District is a management district that advocates for projects and services that attract the best in commercial and residential life to the area.

It's a special-purpose district created by the Texas Legislature and provides enhanced services in public safety, planning and development, beautification and maintenance of public rights of way, and development of parks and trails.

The District's service area includes four quadrants that span across the intersection of I-45 North and Beltway 8.



¿Habla español?



¡Lea nuestra
última edición de
Quadrants en línea!

northhouston.org

Where Logistics and Distribution intersect

From light manufacturing to warehouse and supply chain distribution, companies in the North Houston District keep business moving.

Make Your Move.

