



GREENS CROSSING

GREENSPOINT

PINTO BUSINESS PARK

AIRLINE CORRIDOR

## Meaningful Change in the North Houston District

The North Houston District is committed to making our city a better place to live, work and visit, and we're proud to support the city-wide **Meaningful Change** program as part of that promise.

Meaningful Change is a community campaign that encourages Houstonians to use their spare change to create real impacts in their community. Rather than giving to panhandlers, the program suggests making a donation to The Way Home, a collaborative system of more than 100 local partners and nonprofits working together to end homelessness in Houston.

### Meaningful Change – Not Spare Change

The Way Home has helped to reduce chronic homelessness in Houston by 71% since 2011.



There's a better way to give: [meaningfulchange.org](http://meaningfulchange.org)

"We are one of 17 management districts contributing to this program," says Greg Simpson, North Houston District President.

Although giving food and money to homeless individuals may seem like a good way to help, it does not secure housing or employment, and may deter them from seeking alternative long-term assistance.

Contributing to The Way Home, on the other hand, directly funds housing and support services for Houston's homeless population, with a focus on ending the cycles that perpetuate chronic homelessness. Your money goes further because the cost of housing subsidies and support services is just half the average cost of paying for hospital and jail stays for individuals

*Continued on pg. 4*

### A Word from the President

I'm proud to say that 2018 was a good year for the North Houston District, and it wouldn't have been possible without our partners. The impact and results from our collaborations are greater when we work together toward shared goals.

Last year, we funded the new HPD Division station at 100 Glenborough Dr., kicked off a proactive crime prevention initiative targeting problem areas with apartment managers and law enforcement, increased maintenance in parks and common areas to maximize use by residents, installed more than 500 rebranded street signs, and hosted one of the largest National Night Out community events in Houston - among other things.

For 2019, we will continue to promote the exciting things that are happening here. Look out for the beautification enhancements on Rankin Rd. at I-45 N, HPD bike patrol in the District, ongoing and unique renovations in office buildings and hotels, development of the largest BMX bike park in North America (which will host the BMX World Championship in 2020) and more!

So, tell us, what's going on in your quadrant? And let us know how we can help your business or organization meet its 2019 goals.

Greg Simpson  
North Houston District President



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# North Houston District's Infrastructure Connects Area Businesses to Worldwide Clientele

International and national companies have numerous reasons to locate in the North Houston District, including its excellent transportation infrastructure that provides proximity to Bush Intercontinental Airport, area roads/freeways and the Port of Houston.

The technology infrastructure is also a major asset in the North Houston District, which is at the crossroads of the region's fiber optic network. More than a dozen long-haul and last-mile carriers have available fiber optic cable here. This reliable connectivity is an important reason why several data companies, such as Digital Realty, Sungard AS, IBM Cloud (formerly Softlayer) and Data Foundry, can serve their worldwide clients from the North Houston District.



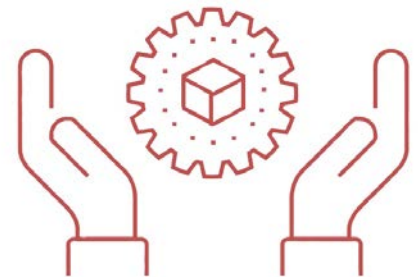
connection services. In 2013, it bought an 18-acre tract in the Greens Crossing quadrant that gave it abundant real estate to construct a 350,000-square-foot purpose-built data center called Houston 2 with room for expansion.

According to Will Yokubaitis, Data Foundry's Vice President of Marketing, the company chose the North Houston District in part because of the technology infrastructure. "We moved to the area because it is fiber-rich and allows us to deliver 14-plus network carriers into our data center to create a competitive marketplace for network connectivity for our customers. Greenspoint also gives us reliable power with access to dual underground power feeds and underground power distribution," he said.

The reliability of the District's power and connectivity infrastructure has helped Data Foundry to expand its facilities.

"Our business is growing, and so is our data center. We're finishing out an additional 3,000 square feet of office space within Houston 2, as we already filled up all of our current client leased office space," Yokubaitis said. "This space is

scheduled to be ready by the end of Spring 2019. We are also starting construction on our second data hall in Houston 2, adding approximately five megawatts of power capacity and 25,000 square feet of space."



Data Foundry appreciates another unique aspect of the North Houston District, one that is important considering Houston's potential weather issues. "The site we chose sits above the 500-year floodplain, and we elevated the data center an additional three feet for safe measures. During Hurricane Harvey, our data center stayed dry, which allowed us to remain online without any incidences or outages," Yokubaitis said.

The success of Data Foundry and other companies in the North Houston District prove its infrastructure and location make it an excellent place to do business.

**"We moved to the area because it is fiber-rich and allows us to deliver 14-plus network carriers into our data center to create a competitive marketplace for network connectivity for our customers."**

Data Foundry is an Austin-based company that offers wholesale and retail data center space and provides internet

## North Houston District Staff

President .....	Greg Simpson
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For suggestions or comments, email [avalencia@northhouston.org](mailto:avalencia@northhouston.org).



## ExxonMobil Days of Caring

A little rain didn't stop ExxonMobil employees from rolling up their sleeves to help paint Tom Wussow Park as part of the company's **Days of Caring** volunteer program this December.

Approximately 40 employees from the Africa Exploration team met early at 500 Greens Rd. to set out ladders, tarps and paint at the park's trellis and parking lot.

ExxonMobil donated the paint, materials and labor, which saved the District approximately \$10,000, funds that can now be used on additional park improvements benefitting the children and residents nearby.

"We are grateful to ExxonMobil for generously lending their time and hard work," said Asdrubal "Dru" Gutierrez, North Houston District Field Services Manager. "These aesthetic touch-ups go a long way, protecting our park's wooden structures and making signage more visible."

Wussow Park is the District's most utilized park and will house the Aldine-Greenspoint YMCA, which will operate community programs, group exercise classes, and child watch.

## Public Safety Update

The new year brings new leadership to the HPD North Belt Division at 100 Glenborough west of I-45 North. Commander Steven Spears is the new captain replacing Commander Daryn



CDR Steven Spears

Edwards, who has been assigned to another division and was instrumental in the opening of the new North Belt Division and Hurricane Harvey recovery efforts.

Commander Spears, of 26 years in the police department, was previously stationed in southwest Houston for five years.

"The streets out here are cleaner than before," says Commander Spears about the North Houston District. "In recent months, crime is down about 8% and in Houston around 5-7%," added Spears attributing a drop in crime in the District to the unprecedented collaboration of law enforcement partners and apartment managers.

### Set Your DVRs!

According to Harris County Sheriff's Office Sergeant Sarah Malkowsky, the next season of the show COPS will feature local officers patrolling the streets from September through November on the Fox, Spike and TruTV networks.

### Out and About

#### Increased patrol for the District

Have you seen bike patrol downtown or at the malls like at Memorial City or CityCentre? In a few months, you'll notice bike patrol in the North Houston District too, as part of the its public safety goals for 2019.

## Benefits of Bike Patrol



Bike patrols can go where traditional patrol vehicles can't



Bicycle patrols result in more than twice as many contacts with the public than vehicle patrols



Perpetrators don't notice bike patrols



Bicycles cost much less to purchase and maintain than traditional patrol cars



Bicycle officers can use all of their senses to detect illegal activity

Source: International Police Mountain Bike Association



“The Way Home has helped to house 14,500 people since 2012 with an 84% success rate, and has decreased overall homelessness.”

frequently in and out of public institutions.

Additionally, these funds provide cleaning supplies, kitchen basics, linens, and welcome baskets to individuals participating in The Way Home’s program.

Studies from The Way Home and The Coalition for the Homeless suggest that “permanent housing combined

with supportive services is the key to ending homelessness.” The Way Home has helped to house 14,500 people since 2012 with an 84% success rate, and has decreased overall homelessness in Houston by 51% since 2011.

“Investing in the Meaningful Change program is an investment in Houston’s future,” says Simpson.

Of course, it can be difficult to see someone

in need and not be able to take direct action. If you see a homeless individual who needs assistance, email [info@thewayhomehouston.org](mailto:info@thewayhomehouston.org) for the homeless outreach team to connect with them.



For more information on the Meaningful Change program, visit [meaningfulchange.org](http://meaningfulchange.org).

# Unique, Innovative Lounge for Commercial Tenants Celebrates Opening



The rebranded CityNorth office complex, formerly Greenpoint Place (across from Greenspoint Mall) is making it easy for tenants to enjoy a moment of recreation or relaxation between work and home, at the newly unveiled “ThirdPlace.” The tenant lounge opened in January and is available to commercial tenants as part of their leases.

The transformed space offers a refuge with modern amenities like a kegerator, digital coffee maker with 32 brewing options, shared kitchen and more. Keeping up with trends in commercial property developments, CityNorth’s forward thinking appeals to those seeking modern options and personality within the workplace.

Sandra Miller, the lounge’s coordinator, envisions future happy hours, holiday office parties, working lunches, networking events and of course, lively gatherings to watch major sporting events on any of the location’s seven televisions, the largest of which has an 86-inch screen.

The trendy, industrial-chic space is styled with bare concrete floors, exposed brick, high ceilings, modern furniture and a large open floor plan. Unique gliding windows covering the storefront offer a patio-like experience when opened

during nice weather, and provide plenty of natural light. Another striking element is the vibrant floor-to-ceiling green wall made of live plants, which adds a natural touch to the space and also improves indoor air quality.





Al Mikolas and Terry Alexander

## New Year, New Leadership

Meet Terry Alexander and Al Mikolas, our newest board members who were approved by the North Houston District Board this past December.

The North Houston District Board consists of 13 board members and meets quarterly to provide guidance for the District's service plan, annual budget and operating policies and practices.

Alexander is the property manager at Hardy Properties at Intercontinental, a company in the District. Hardy Properties consists of 34 buildings comprising over 865,000 sq. ft. of industrial, office and warehouse space located along West

Hardy Road near the North Sam Houston Tollway.

Alexander is a La Marque native, worked 25 years in facilities management in the medical center and for a local golf club, and also serves as a board member for the Greenbriar North Owners Association.

A resident of the area for 35 years, Mikolas is the regional director of administration at Baker Concrete, a company in the District and one of the nation's leading specialty concrete contractors.

Both Alexander and Mikolas are key stakeholders in the community and will serve as ideal board members.



“Keeping up with trends in commercial property developments, CityNorth’s forward thinking appeals to those seeking modern options and personality within the workplace.”



It's not just the mood-boosting interior that draws people in. The recreational options—which include an indoor putting green, large format games of chess and Jenga, plus billiards and a token ping-pong table—offer friendly competition between co-workers during breaks.

Ayaz Dhuka, an employee at HealthHelp in CityNorth says, “I've been here like 10 times already.”

But the crown jewel of ThirdPlace's entertainment options is the professional-grade sports simulator called Full Swing. With a 360-degree camera and sensors that detect ball speed and direction,



the simulator tracks stats and gives individual feedback on how users can improve their game. It covers a spectrum of sports from golf, baseball and soccer to the less traditional zombie dodgeball.

Although designed for recreation, ThirdPlace also caters to its tenants' professional needs. Thoughtfully placed outlets and charging stations make it easy to set up a mobile work station.

**For more information, or to schedule a tour, call (281) 875-7700 or visit [citynorthhouston.com](http://citynorthhouston.com).**

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## North Houston Bike Park Project Update

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Check out the progress that's been made on the latest North Houston Development Corporation (NHDC) project! Features include:

- 🚲 BMX Super Cross Track
- 🚲 Track Entry & Education Building
- 🚲 Dirt Jump Track
- 🚲 Flatland & Street Riding Plazas
- 🚲 Bowl Riding
- 🚲 Pump Tracks
- 🚲 Multi-skills Trails
- 🚲 Hybrid Bike Skills Area
- 🚲 Boardwalk
- 🚲 Pedestrian Bridges
- 🚲 Restrooms
- 🚲 Open-seating Performance Pavilion

The 20-acre, world-class park is expected to open later this year. Admission will be free, and wheelchairs will be welcome!

To learn more about NHDC parks, visit [ggrahouston.org](http://ggrahouston.org).



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## Coca-Cola Development

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After the groundbreaking event last September, construction began on the first new Coca-Cola plant built in the U.S. in a decade in Pinto Business Park.

Coca-Cola Southwest Beverages (CCSWB), a Dallas-based subsidiary of Mexican Coca-Cola bottler Arca Continental, is consolidating its Houston facilities.

CCSWB is investing \$250 million in the one-million-square-foot facility, which will include production, distribution, warehouse, and sales.

Completion is expected in first-quarter 2020.

Stay tuned to *Quadrants* for more construction progress photos.



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## Jingle, Mingle & Mix

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On December 13, Hilton Houston North & Houston Marriott North hosted a holiday-themed reception for clients.

A section of the Hilton's lobby was transformed into a stunning winter wonderland, complete with decorative white furniture, elaborate white trees, several crystal-adorned towers, and a larger-than-life nutcracker.

Multiple ice sculptures were featured as centerpieces among the assortment of hors d'oeuvres, and in one instance, was a serving dish for the yummy refreshments.

Attendees enjoyed fine foods, exotic beverages and mingling with hotel staff in an upscale holiday atmosphere.



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## Airline Drive Beautification

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Efforts of the District's beautification and maintenance services can be seen on Airline Drive in the landscaping of the medians and walkways.

Art is another component that makes the District attractive. Large-scale murals and tile mosaics can be found on building structures, and other tile mosaics, commissioned by North Houston Development Corporation, align the sidewalks and are on benches, bringing color and splendor to the area.

Additionally, four utility boxes serve as the canvas for bright, colorful paintings. These were acquired through a partnership with NHDC and UP Art Studio's Mini Murals Houston initiative.

For more on NHDC's art contributions to the area, visit [ggrahouston.org](http://ggrahouston.org).



Photo by: Morris Malakoff,  
UP Art Studio



# North Houston District

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## Board of Directors

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*Terry Alexander Hardy Properties at Intercontinental*

*Kaitlin Bellon Amegy Bank of Texas*

*Margaret Eyster Magoo's PrintShop, Inc.*

*Abel Garza Aldine ISD*

*Tom Jamison Hyatt Regency Intercontinental Airport*

*Michael Kasmiersky Lincoln Property Company*

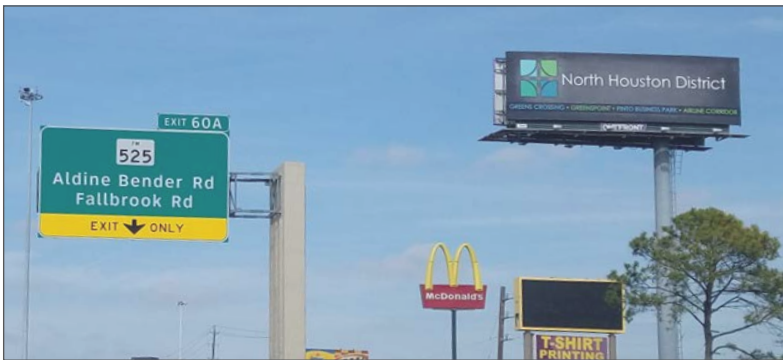
*George Lunnon, Jr. State Farm Insurance*

*Karen Marshall Metropolitan Transit Authority*

*Alfred Mikolas Baker Concrete Construction, Inc.*

*Steve Moore Villa Serena Communities*

## Welcome to the new North Houston District



As part of our brand awareness, our first billboard on I-45 North Freeway near West Rd. is up on the northbound side.



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 Interstate 45 North and the North Sam Houston Parkway.



To receive *Quadrants*, send your name and mailing address to [district@northhouston.org](mailto:district@northhouston.org).

To receive our E-News, register at [northhouston.org](http://northhouston.org) or follow us on Facebook.

