



QUADRANTS

NORTH HOUSTON DISTRICT NEWS



IN THIS ISSUE



Extreme Sports Events
Page 3



New Mural
Page 4



National Night Out
Page 6



Park Improvements
Page 10

A WORD FROM THE PRESIDENT



Last year was a good year in the North Houston District! Overall property value was up 11% as compared to the previous year, which reflects the many new facilities and other development you see throughout the District. The District's longtime strength of location and access has helped the area continue to be a major factor in the logistics and distribution sector, with new space being added in Pinto Business Park in the District's southwest quadrant, and in Greens Crossing in the northwest quadrant.

We have been busy too! We installed the first project of our new Public Art program, a vibrant mural with an interactive augmented reality feature at the Harris County Public Library – Aldine Branch Library on Airline; completed the second phase of our Gateway Improvement program, located on Imperial Valley Drive at Beltway 8; implemented new Public Safety/Community Outreach initiatives; held one of the region's largest National Night Out celebrations at Wussow Park, and much more.

In this edition of *Quadrants*, you will see how the District continues to work to help keep the area appealing, safe, accessible, and green – so that investors want to invest here, businesses want to locate here, and people want to work and live here.

Whether it is news about the visitors drawn to the area by the local extreme sports parks, the addition of new artwork to the District, our ongoing branding and beautification efforts, public safety activities or local park improvements, I think you will find something to celebrate in this issue.

Wishing you the best for a successful 2022!

Greg Simpson
North Houston District President

NHD BOARD OF DIRECTORS

CHAIR

Michelle Wogan
Transwestern

TREASURER

Thomas R. Wussow
Founder of the District

VICE CHAIR

Melody Douglas
Finance and Administration Advisor

SECRETARY

Charles R. Lopez
HR Advisor

DIRECTORS

Terry Alexander
HPI Holdings

Kaitlin Bellon
Amegy Bank of Texas

Troy Cummins
Coca-Cola Southwest Beverages

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

Alfred Mikolas
Baker Concrete Construction, Inc.

Steve Moore
Villa Serena Communities

Richard Slutter
Hilton & Marriott Houston North

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.

NHD STAFF

Greg Simpson
PRESIDENT

Bart Baker
EXECUTIVE VICE PRESIDENT
& CHIEF OPERATING OFFICER

Alisa Ealy
VICE PRESIDENT, FINANCE & ADMINISTRATION

Tracy Harrison
DIRECTOR, PUBLIC SAFETY

QUADRANTS CONTRIBUTORS:
Juan DeLeon Creative

Treena Dockery
PARKS & RECREATION MANAGER

Asdrubal "Dru" Gutierrez
FIELD SERVICES MANAGER

Amy Craig
BRAND MANAGER & GRAPHIC DESIGNER

Karen Davis
EXECUTIVE ASSISTANT
& PROJECTS COORDINATOR

USA BMX Lone Star Nationals Event comes to Rockstar Energy Bike Park

Hundreds of extreme sports athletes compete to earn spot in Grand Nationals event



Photo courtesy of USA BMX

Almost 800 athletes descended on Rockstar Energy Bike Park at the end of October to compete in the USA BMX Lone Star Nationals event. Riders ranged from amateur to professional and included participants as young as six, representing 40 states and seven countries.

The weekend also included the Chase Hawk Invitational, a bowl riding competition sponsored by professional rider and X Games gold medalist Chase Hawk.

Organizers estimate that the event drew approximately 3,200 attendees over the course of the weekend and accounted for the use of 2,200 hotel rooms.



Photo courtesy of USA BMX



Chase Hawk Invitational



Rockstar Energy Bike Park was built by the N. Houston Development Corp./TIRZ 11 and is operated and maintained by the North Houston District. The 20-acre park features a world-class BMX racetrack venue that can seat approximately 3,500 people. The public portion of the park includes a variety of BMX biking features, such as a Bowl Grove, a street riding plaza, and pump and dirt jump tracks.

The park also has a performance pavilion and event lawn and includes access to bike trails along Greens Bayou.

This is the third year that the park has hosted the USA BMX Lone Star Nationals. 🌱

Hey, you look like Tony Hawk

You never know who you will see in the snake run or the Texas bowl at North Houston Skate Park. During his recent visit to Houston in November, legendary pro skateboarder Tony Hawk and a few of his friends had some shred sessions at one of the largest skateparks in North America.

Haven't been to the park yet? Learn more about park features and hours of operation at northhouston.org.



Tony Hawk!



@philycheese8



Christian Hosoi!



Alex Sorgente!



Rockstar Energy Bike Park & North Houston Skate Park are located in the northwest quadrant of NHD.



Aldine Branch Library is located at 11331 Airline Drive.

New Art in the District

North Houston District launches new Art Program, Unveils first project with Augmented Reality feature

The first project in the North Houston District's new Art Program is complete!

Spreading Knowledge, a 9' by 40' explosion of color on a wall of the Aldine Branch Library facing Airline Drive, was painted by Houston artist Dual.

With the word KNOWLEDGE flowing out of the pages of an open book, the mural connects directly with the work of the Aldine Branch Library, which

serves almost 140,000 visitors each year.

More than just a beautiful piece of art, the mural also includes the area's first augmented reality (AR) feature. Visitors scan a QR code by the mural with their smartphone, which allows the launch of the AR experience from their Facebook or Instagram account.

While holding a smartphone at the mural, visitors can see a vibrant

sequence of inspirational phrases bursting with colors out from the open book, along with flying books, birds, butterflies and colorful ribbons.

Stop by and experience this new attraction for yourself. And be on the lookout for the District's next art project, coming in 2022! 🌈



Spreading Knowledge
is located in the southeast
quadrant of NHD.



"We were really, really excited to see the word KNOWLEDGE because *The Pathway to Knowledge* is the slogan for our library system."

Carl Smith, Manager, Aldine Branch Library

WHAT IS AUGMENTED REALITY?

aug-ment-ed re-al-ity | noun

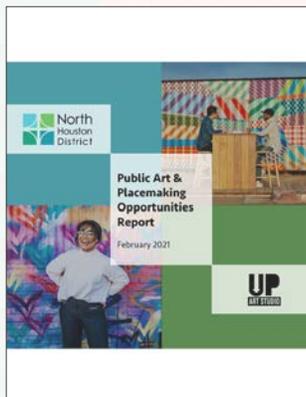
a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.



About North Houston District's Public Art and Placemaking Program

The North Houston District has developed a Public Art and Placemaking Program that is designed to help advance multiple goals for the betterment of our service area:

- Advance the District's appeal as a safe, accessible, and green place to live, work, and visit
 - Beautify and elevate the District, with high quality public art installations
 - Enhance the District's image as a "people place"
 - Contribute to a sense of safety and security, by building positive neighborhood identity and pride
 - Contribute vibrancy to a Livable Center for housing, jobs, mobility and recreation
 - Bring joy to people's daily lives



Public Art Opportunities

In 2021, we established a programmatic approach, summarized in a Public Art and Placemaking Opportunities Report developed by Houston public art consulting firm UP Art Studio. The report lays out a multi-year program and catalogues prospective locations for public art, project types, recommended projects, and funding and partner resources.

This roadmap for the North Houston District's public art program identifies a variety of installations over time and includes murals, outdoor sculptures, creative sidewalks, creative illumination for "gateway" highway underpasses, temporary art exhibits and more. These will add to the many public art installations in the area funded by the N. Houston Development Corp.

Artists interested in participating should send contact information to district@northhouston.org.



WHERE SAFETY & SECURITY INTERSECT



A Dunk Tank, a Helicopter, a Camel, OH MY!

District hosts its 4th Annual National Night Out Event

What do dozens of law enforcement officers, hundreds of community members, and a variety of cute, cuddly animals have in common? They were all in attendance at the North Houston District's annual National Night Out community event in October.

Held at the District's Wussow Park located at 500 Greens Road, the event is one of the biggest and best in the city. It serves to enhance the relationship between neighbors, law enforcement, local businesses, churches, and schools in an effort to build a greater sense of community.

The District's event is so well known that both Harris County Sheriff Ed Gonzalez

and Houston Police Department Chief Troy Finner made personal appearances, as did Houston City Council Member Tarsha Jackson.



Community members were able to visit more than a dozen booths where they could get information, fun giveaways, and an opportunity to see and touch a law enforcement helicopter, horses, high water rescue boat and motorcycles, or experience a combat simulation trailer.

The most popular activities were a dunk tank, featuring officers and deputies, a petting zoo and the annual Tug-Of-War



competition between the Houston Police Department and the Harris County Sheriff's Office.

Community members who visited every booth at the event were eligible for a random drawing of prizes at the end of the night, including large screen televisions, laptop computers and one month of free rent.

Many thanks to our partners at the Houston Police Department and the Harris County Sheriff's Office for their participation, as well as the many businesses and organizations that supported the event! 🌱



"We are blessed to have so many wonderful partners.

We have a great community that comes together to participate and spend time with law enforcement and our neighbors here in this area."

*Tracy Harrison, Public Safety Director
North Houston District*



POLICE-COMMUNITY PARTNERSHIPS

Event Sponsors & Participants

ABWA - North Houston Chapter

Aldine-Greenspoint YMCA

Amazon

Atlantic Methanol

City of Houston Council Member
Tarsha Jackson - District B

Coca-Cola Southwest Beverages

Green House International Church

Greens Bayou Coalition

Harris County Public Health

Harris County Sheriff's Office

Houston Fire Department

Houston Police Department

IDEA Schools

Landcare

Lone Star College-Houston North

METRO

Spartan Security

Texas General Land Office

U.S. Air Force

U.S. Army

U.S. Marines

Villa Serena Communities



WHERE PLANNING & INFRASTRUCTURE INTERSECT

Gateways & More Gateways!

District continues work to brand and beautify major entryways

The District has completed Phase 2 of its Gateway Improvement Project, with installations at Imperial Valley Drive at Beltway 8, and at Kuykendahl Road at the I-45 North frontage road (in front of the Rockstar Energy Bike Park).

Phase 3 of this project will include four new installations:

- West Road at I-45 North
- Greens Crossing at Sam Houston Parkway (north side only)
- Ella Boulevard at Sam Houston Parkway (south side only)
- Northchase at Beltway 8 (north side only)

We expect construction to begin in February 2022, with completion by the end of the summer! 🌱



Kuykendahl Road at I-45 North frontage road



Imperial Valley Drive at Beltway 8



Where Opportunity and Growth intersect.



Celebrating 30 Years of Public Safety

The District recently recognized several law enforcement officers and community partners for their efforts to keep the area safe and secure.

Members of the Houston Police Department, the Harris County Sheriff's Office, and Spartan Security were honored at a luncheon held at the Hilton Houston North. Honorees were recognized for community engagement efforts, crime suppression operations, proactive policing, and courage.

Villa Serena Communities and manager Janet Bonton were recognized for achieving Blue Star certification at Rockridge Park Apartments, located at 850 Harvest Time Lane. The Blue Star Multi-Housing program, operated by the Houston

Police Department, recognizes apartment communities that complete training and meet certain standards in their quest to provide a safer environment for their residents.

The District has supported and supplemented the work of local law enforcement agencies since its creation in 1991. This year, the District will spend approximately 23% of its budget on public safety initiatives, which includes funding the lease for the Houston Police Department North Belt Division, the Harris County Sheriff's Office North Houston Task Force, additional bike patrol of parks and trails, and other activities.

Congratulations to those honored, pictured here with the District's Public Safety Director, Tracy Harrison. 🏆



Harris County Sheriff's Office
North Houston District Taskforce



North Belt Division
Differential Response Team



Janet Bonton
Villa Serena
Communities



Jose Hernandez
and Marvin McLean
Spartan Security Services



Joe Silva
Spartan Security
Services



North Belt Division Crime Suppression Team

Hello, Goodbye

Staff Changes
at the District



The District is pleased to introduce its new Vice President for Finance and Administration, Alisa Ealy. Alisa started with the District in June, after several years of serving as the Controller for Kingsley House Inc., a non-profit organization in New Orleans. A graduate of Nicholls State University, Alisa has an MBA from the University of New Orleans and is a Certified Public Accountant.

Welcome to the District, Alisa!



The District's Financial and Support Services Director, Brenda Spratt, retired in September. Brenda joined the District on January 1, 2003, after working several months as a temporary employee. Brenda knew almost everything about the District, having started as the District's receptionist and ending her 18-year career as our Financial and Support Services Director.

We'll miss you, Brenda! Happy Retirement!

WHERE PARKS & TRAILS INTERSECT

Upgrades and Improvements at Buckboard Park

"The Caterpillar does all the work, but the Butterfly gets all the publicity." - George Carlin



Did you know that the North Houston District operates and maintains eight parks located throughout its four quadrants?

We recently completed a significant improvement to Buckboard Park, which is located in the southeast quadrant at 70 Buckboard Drive. This park serves the Imperial Valley neighborhood, with 575 homes and quick access to several schools.

The park, which was built in 2008 by our partners at the N. Houston Development Corp./TIRZ 11, is now home to a new, fun, and colorful caterpillar that is built specifically for the safe enjoyment of kids of all ages.

The caterpillar feature supports the theme of the park, which follows and explains the life cycle of a caterpillar as it becomes a butterfly. The new caterpillar replaces an older version which had fallen into disrepair.

Next up? The District plans to replace a playground feature at the park in 2022.

For more information about this park and all of the parks in the District, please visit northhouston.org.



Buckboard Park is located in the southeast quadrant of NHD.

STAY CONNECTED

Subscribe to *Quadrants*:
Send name/mailling address to district@northhouston.org

Receive our E-News:
Register at northhouston.org

Follow us on Social Media:
@NHDistrict
   



Where Location and Access intersect.

The intersection of I-45 North and the Sam Houston Parkway is home to the North Houston District – a thriving urban business center located in the heart of the north Houston region. Situated next door to Bush Intercontinental Airport and with easy access to three major traffic arteries, the North Houston District can take your business where you want to go.



North Houston District

The North Houston District – where Opportunity and Growth intersect.





North Houston District

16945 Northchase Drive, Suite 1900
Houston, Texas 77060

WE WISH YOU A HAPPY

new year
2022

NORTH HOUSTON DISTRICT – WHERE OPPORTUNITY AND GROWTH INTERSECT



QUADRANTS

NORTH HOUSTON DISTRICT NEWS



WINTER 2022

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.



GREENS CROSSING • GREENSPPOINT • PINTO BUSINESS PARK • AIRLINE CORRIDOR