



**International  
District**

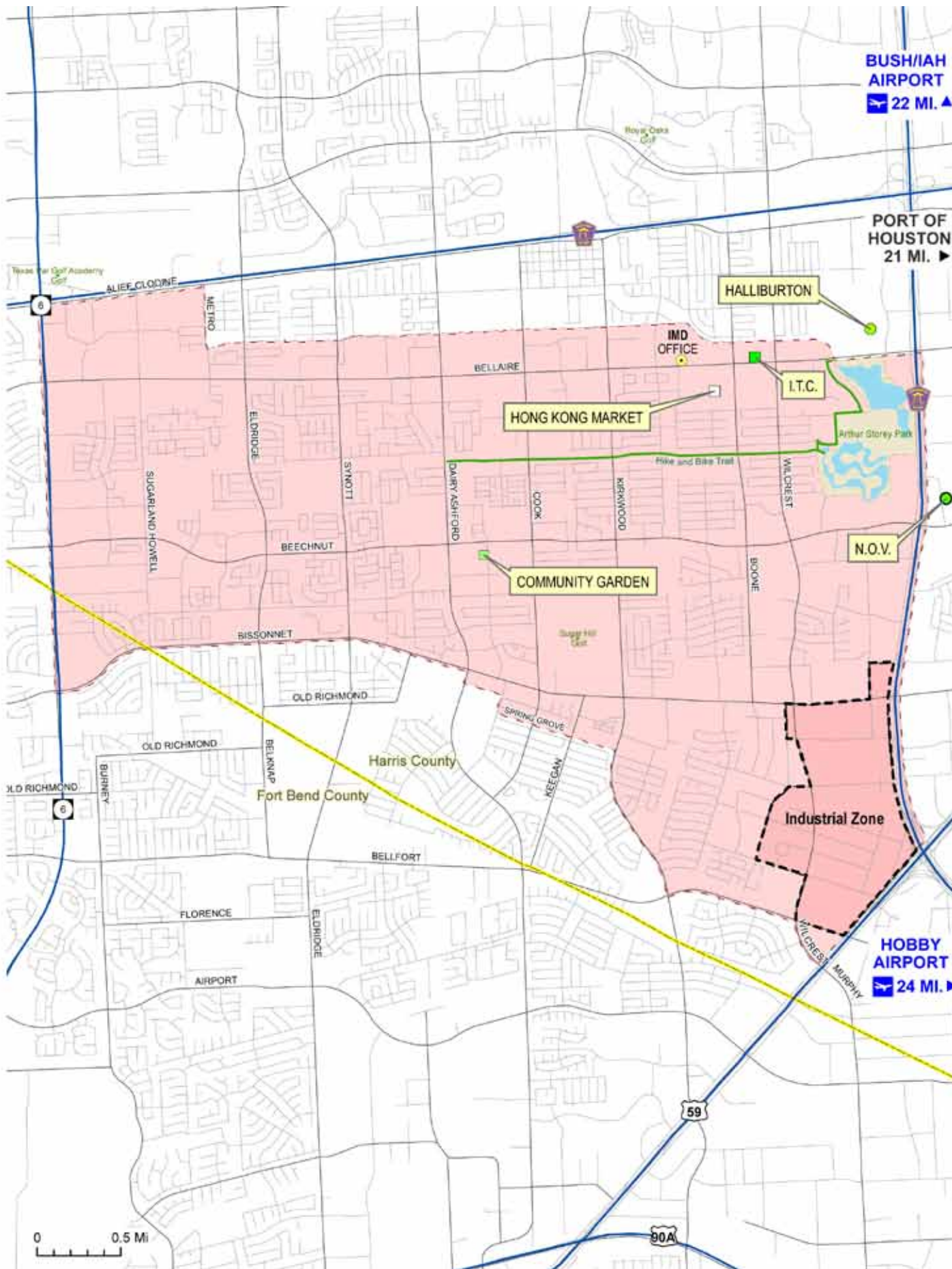
*Reaching Toward New Horizons*

**International Management District**  
*Southwest Houston, USA*

[IMDHouston.org](http://IMDHouston.org)









## International District

*Reaching Toward New Horizons*

**International Management District**  
*Southwest Houston, USA*

- Who we are, purposes of the District
- Population and demographics
- Real estate in the District
- District strengths
- Our services
- District projects underway or planned
- How we can help you





## WHO WE ARE

### *PURPOSES OF THE DISTRICT*

The International Management District is one of 28 management districts in the Greater Houston Area. The District was created by the Texas legislature in 2007 at the request of State Representative Hubert Vo. It encompasses approximately 12 sq.mi. (31.1 sq.km.) of Southwest Houston, a portion of adjacent Harris County and a small bit of Fort Bend County. It is bound by the Sam Houston Tollway (Beltway 8) on the east, Bellfort and Bissonnet on the south, State Highway 6 on the west and Alief Clodine/Clarewood/Bellaire on the north. The District is administered by an eleven member all volunteer board of directors that serve four year staggered terms. District services, projects and programs are supported by means of a \$0.10/\$100 valuation assessment on ad valorem tax values of all commercial properties in the District.

The purposes of the International District are to enhance the physical, social and economic well being of the community. The District is empowered to finance projects related to public safety, mobility and transportation, environmental and urban design, and business and economic development. These issues are addressed in a Service Plan that was adopted in June, 2008. The mission of the District is to attract public and private capital investment, provide professional management of the area's needs, and promote the District as a premier place to invest, work and live.

Planning, budgeting, accounting, project management, marketing, and economic development functions are all managed by a highly qualified professional staff.





## POPULATION & DEMOGRAPHICS

The diversity of the District's population has created a broad mix of ethnic businesses and restaurants in the District which give the area a unique character and create a destination for shoppers, diners and entertainment seekers from other areas of Houston and surrounding cities and towns.

### *Population (000s):*

2010 Census	94.6
2012 Estimated	96.6
2017 Projected	102.9

### *Race/Ethnicity (2012):*

White	29.3%
Black	28.1
Asian	20.6
Other	<u>22.0</u>
Total	100.0%

*Memo:* Hispanic (any race) 44.0%

2012 Average Household Income (\$000) \$48.9

*Source: ESRI*





## REAL ESTATE

The International Management District also affords a diverse commercial real estate market with all land uses strongly represented. There are many retail centers along all principal streets, some office space, substantial industrial space in the southeast portion, and over 16,000 apartment units in the District. Average 2010 occupancies were impacted adversely by the economic recession but have been recovering lately.

### 2010 REAL ESTATE MARKET DATA INTERNATIONAL MANAGEMENT DISTRICT

Land Use	No. of Properties	000 Sq.Ft.(000 Sq.M.) or Units	Avg. Occupancy
Retail Centers	115	6,097.3 (564.6)	86.0%
Office	15	721.9 (66.8)	89.6
Industrial	94	4,681.3 (433.5)	90.2
Apartments	61	16,112 u.	80.6

Source: O'Connor & Associates



## DISTRICT STRENGTHS

### *OFFERING MANY ADVANTAGES TO BUSINESSES AND RESIDENTS INCLUDING:*

- Great location with access to the Port of Houston, Bush Intercontinental Airport and Hobby Airport via Beltway 8.
- A large, capable workforce spanning many trades and industries.
- Availability of vacant tracts for retail, office, industrial or mixed use development, as well as a large stock of space for sale or lease, much of it along or near Beltway 8.
- Excellent transportation access to all major activity centers via Beltway 8, Westpark Tollway, Southwest Freeway (US 59), and State Highway 6.
- Houston's International Trade Center, located within the District.
- Ethnic diversity that appeals to all types of users and residents. Multiple languages spoken by business owners and the workforce.
- Major energy industry employers, including Halliburton and National Oilwell Varco, at the two principal entrances to the District. Energy industry firms are welcome.
- Proven success of large retail centers such as the Hong Kong Mall, Sun's Club, Viet Hoa Market and H.E.B.
- Major Asian media outlets in the District including Southern News Group, KTBU International TV, Ban TV, and Radio Saigon Houston.
- Business support provided by the Houston Metropolitan, Asian, Vietnamese, and Chinese chambers of commerce.
- Community support provided by the Alief Super Neighborhood Council, Chinese Community Center, City of Houston Southwest Multi-Service Center, and Vietnamese Community Center.





International  
District

HOUSTON  
ON NO.

## OUR SERVICES

The International Management District provides important services to enhance the business environment and quality of life for its residents. These services help support the values of all properties in the District. Thus, the District is an ally of real estate owners, developers, and brokers engaged in managing, developing, marketing, or leasing commercial properties. These services are provided in accordance with a broad public safety initiative.

### *The District:*

- Partners with local law enforcement agencies to focus attention on the safety needs of the area.
- Provides 160 hours of proactive private security patrols through S.E.A.L. Security Solutions.
- Builds positive relationships between property owners and public safety organizations through sponsorship of safety awareness programs and activities.
- Deploying mobile cameras which provide real time video interface with Security Patrols, Police, and Property Owners.
- Advocates for security needs and funding with city, county, state and national law enforcement and criminal prosecution agencies.
- Conducts street lighting surveys to ensure that the City of Houston and utility companies are apprised immediately of outages in public areas.
- Contracts for graffiti removal services throughout the District. Since this program was implemented, over 7,800 graffiti incursions have been abated.
- Partners with the City of Houston to remove abandoned structures and vehicles.
- Harris County Attorney Nuisance Abatement program to ensure responsible stewardship of commercial properties.
- Litter Abatement Initiative which removes trash from District corridors 5 days per week.

*Safety programs and initiatives are coordinated by the District's Public Safety Committee which meets monthly.*





## DISTRICT PROJECTS

The International Management District is undergoing a transformation from being the western extension of Houston's Chinatown or, as some prefer, Asiatown, to a broader American and international community ideally suited to working, shopping, dining, and living. To help bring about this change, the District has several major improvement projects, underway or planned, to enhance mobility, attractiveness, and quality of life in the community.

### *These include:*

- Entrance signage on key roadways to welcome visitors to the District (\$408,600).
- Wayfinding signage along principal District streets (\$166,750).
- Bellaire Boulevard landscaping enhancement (\$211,400).
- Street signage throughout the District (\$231,250).
- Hike and Bike Trail through the heart of the District from Art Storey Park on the east to Hackberry Park at Dairy Ashford.

*Total cost estimate: \$2,000,000 -*

*\$1,600,000 funded by the Texas Department of Transportation,*

*\$200,000 by the City of Houston Parks Department*

*\$200,000 by the District*

- Community Garden with raised beds on school district owned land at Beechnut and Dairy Ashford which is home to our Annual Kite and Fall Festivals.
- Children's Butterfly Play Garden installed with the assistance of Keep Houston Beautiful, the City of Houston and Community Volunteers. (ASNC).

The background of the entire page is a close-up, slightly blurred image of traditional Chinese tassels (tassels) made of red and gold threads. Interspersed among the tassels are several gold coins, some of which are embossed with the faces of Chinese deities or figures. The tassels hang from the top, and the coins are strung along them, creating a textured, vertical pattern. The lighting is warm, highlighting the metallic sheen of the coins and the vibrant red of the threads.

## HOW WE CAN HELP YOU

*IF YOU ARE A COMMERCIAL DEVELOPER, BROKER, OR INVESTOR, THE INTERNATIONAL MANAGEMENT DISTRICT CAN ASSIST YOU IN THE FOLLOWING WAYS:*

- Providing trade area population demographic and other data, and maps to assist developers in determining market demand for proposed projects.
- Information and contacts related to Houston Community College education and training programs that benefit District employers and their employees.
- Basic information about the Federal EB-5 Program administered by the U.S. Citizenship & Immigration Services agency which enables foreign business investors meeting certain minimum requirements to obtain permanent residence visas over time.
- Assistance in obtaining City of Houston and Harris County property tax abatements on industrial building investments of \$1 million or more, based on the creation of 25 or more jobs by Year 3 of any project.
- Assistance in negotiating Chapter 380/381 agreements with the City of Houston to fund infrastructure for high priority commercial or residential projects.

To be able to respond to inquiries – particularly international inquiries that the District may receive, the District periodically compiles lists of commercial properties for sale or for lease in the District, together with asking prices/rates and broker contact information.

***To have listings included in the District's inventory of properties available, commercial real estate brokers are encouraged to submit current listing sheets or flyers to the Director of Business and Economic Development.***



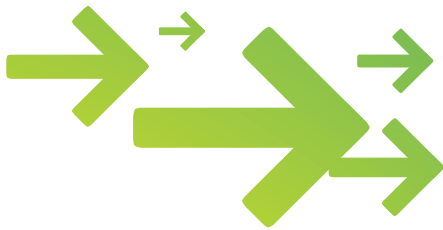


## International District

*Reaching Toward New Horizons*

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**Leeshan Birney**

**Stephen Le, Sr.**

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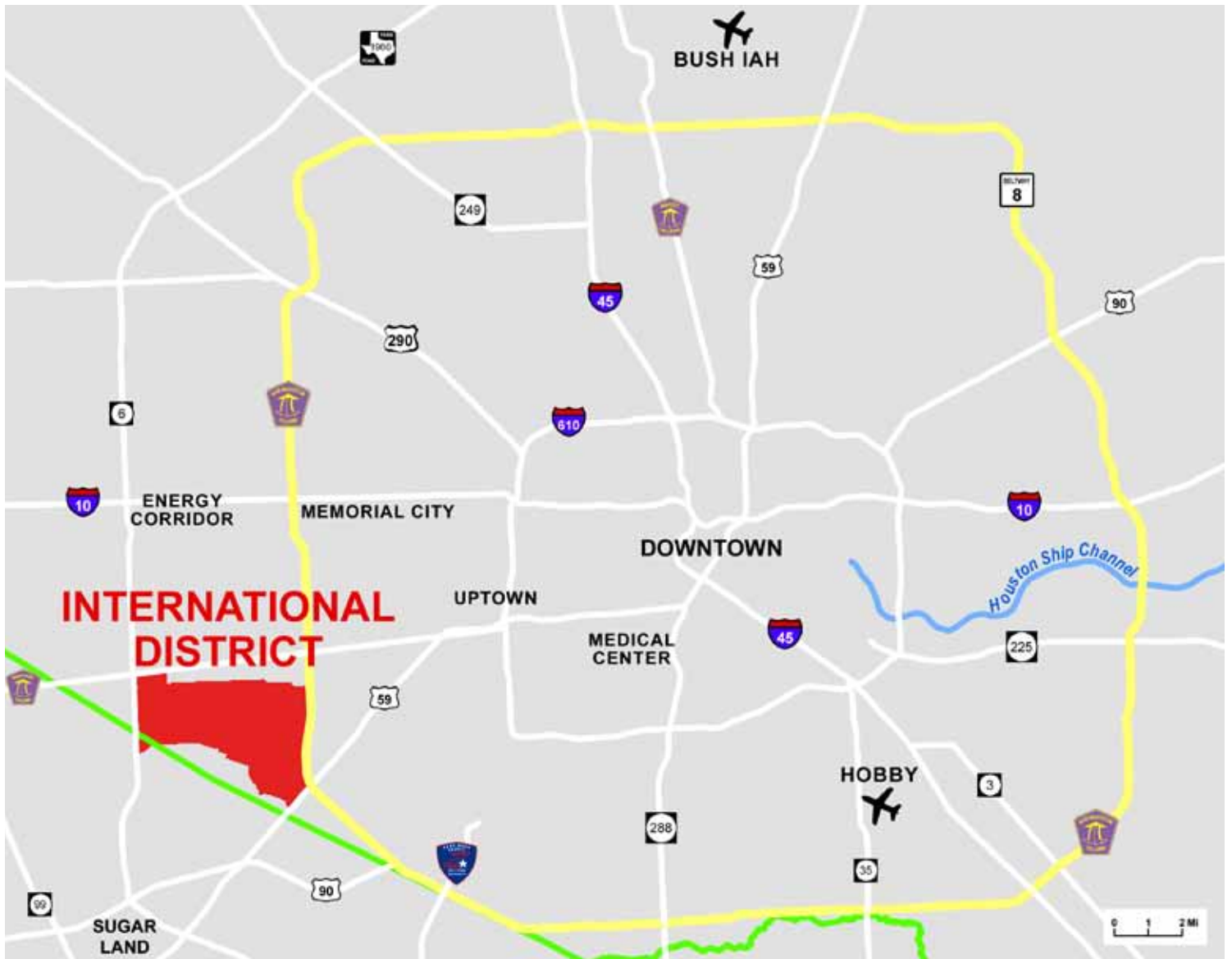
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