



QUADRANTS

NORTH HOUSTON DISTRICT NEWS

***Karen Marshall's
Journey:
Driving Change with
Houston METRO***

LEADING LADIES

Inspiring Stories of North
Houston Women in Leadership

PARKS PROGRESS

New Projects Shaped by North
Houston's Growth

SAVVY SAFETY

Investing in Local Outreach
and Appreciation

FALL 2024

WELCOME FROM THE PRESIDENT

As we begin a new fiscal year on November 1, this season of planning allows us to reflect on recent successes while looking forward to new investments that enhance the North Houston District. This issue of *Quadrants* captures some of the projects that illustrate our ongoing commitment to creating a place where people want to live, work, and invest.

In this edition of *Quadrants*, we're excited to share our North Houston Leading Ladies series, featuring women making a lasting impact in our region. Their dedication and leadership are helping shape the future of North Houston, setting a powerful example for others.

The Parks Master Plan update showcases our continued focus on improving green spaces and recreational areas. These efforts align with our vision to offer more inviting spaces where community connections can thrive.

National Night Out at The Harvest marked a highlight of the year, bringing together residents, businesses, and public safety leaders to strengthen community bonds. And at our annual Public Safety Awards Luncheon, we honored those dedicated to keeping our community safe, a cornerstone of our work. Events like these underscore the importance we place on safety, community, and connection.

Beautification and maintenance remain top priorities, with ongoing projects like curb painting and targeted cleanups the District welcoming and well maintained. Our quarterly Commercial Real Estate Market Report offers hyperlocal insights, including the latest Q3 statistics showing a notable rise in leasing activity, as more businesses see the value of investing here.

As we plan the year ahead, we'll continue to invest in projects that build on this momentum, ensuring the North Houston District remains a vibrant, resilient community for all.

Warm Regards and Happy Holidays,
Greg Simpson
North Houston District President



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
Amegy 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

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

Colleen Martin
DIRECTOR, MARKETING & PUBLIC AFFAIRS

Treena Dockery
MANAGER, PARKS & RECREATION

Amy Craig
BRAND MANAGER & GRAPHIC DESIGNER

Karen Davis
EXECUTIVE ASSISTANT & OFFICE COORDINATOR

Monica Gijon
ADMINISTRATIVE ASSISTANT

Brenda Spratt
SUPPORT SERVICES

The North Houston District is governed by a board of directors who serve staggered four-year terms. Houston City Council appoints directors from a list of candidates recommended by the District.

Special thanks to our creative partner:

[Myles + Carter Photography](#)

NORTH HOUSTON LEADING LADIES

The *North Houston Leading Ladies* series celebrates women leaders making a profound impact in North Houston and beyond. These stories highlight resilience, leadership, and vision, showcasing women who have forged paths in their fields while inspiring others along the way. With diverse backgrounds and unique journeys, each Leading Lady exemplifies the spirit of North Houston as a place of growth and opportunity. Visit northhouston.org/ladies to read more about these inspiring leaders and their contributions to our community.



Karen Marshall, METRO Director of Ridership & Client Services

Karen Marshall's career is defined by resilience and dedication to service. She started in oil and gas and then banking before transitioning to nonprofit work with the William A. Lawson Institute. This path prepared Karen for her impactful role with Houston METRO, which she joined in 2002. Over the past two decades, she's helped shape the experience for countless mass transit riders across Houston.

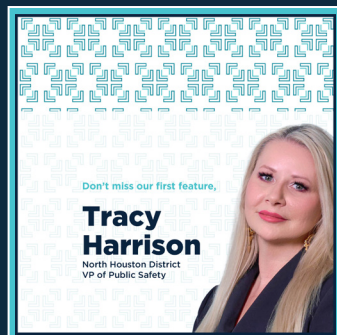
As METRO's Director of Ridership & Client Services, Karen focuses on corporate partnerships that increase ridership opportunities and promote METRO's priorities of providing clean, reliable, accessible, and friendly transportation services to Houston's diverse population. "So many people rely on METRO daily," she says, emphasizing METRO's commitment to providing an affordable, dependable option, especially for those without personal vehicles.

Karen collaborates with corporate partners, encouraging METRO's public transit system as an added benefit for commuting employees. These programs promote METRO's initiatives and tap into agency-wide infrastructure improvements, including new park-and-ride locations, micro-transit options, and the 700+ bus stops coming online. As ridership rebounds after the pandemic, Karen and her team are focused on a continued commitment to key service improvements and deepening business relationships.

Her impact stretches beyond METRO. Since 2005, Karen has also served on the North Houston District Board of Directors, advocating for initiatives that expand local transportation options. Her passion for improving mobility in North Houston makes her a key figure in promoting sustainable transit solutions that benefit both residents and businesses. "Transit helps everyone, even those who don't ride METRO," she notes, highlighting its role in reducing traffic, improving employee mobility, and supporting environmental sustainability. A collaborative leader, Karen describes her style as inclusive and transparent. Outside METRO, she mentors future leaders in organizations like the Greater Houston Women's Chamber of Commerce and the Houston (TX) Chapter of The Links, Incorporated. "I believe in elevating others by reaching back," she shares.

For young professionals, Karen's advice is clear: "Explore your potential and seek opportunities where your skills are valued—and if it's at METRO, even better!"

Read more about Karen's journey at northhouston.org/ladies. 



WUSSOW PARK RENOVATION UPDATE: TRANSFORMATION OF A COMMUNITY SPACE

The transformation of Thomas R. Wussow Park is well underway, marking an exciting new chapter for one of North Houston District’s treasured recreational spaces. Part of the District’s comprehensive Parks Master Plan, this renovation reflects a dedication to creating vibrant, accessible parks for residents and visitors.

Landscape architects have submitted detailed plans, currently in the permitting stage with the City of Houston—a significant step toward realizing the vision for this community asset. After permit approval, the next step will be finalizing construction agreements this winter. With these in place, construction will commence, bringing key upgrades to enrich the park experience, with a focus on new amenities, natural landscapes, and enhanced safety.



In 2023, the District commissioned the Parks Master Plan. Above are the recommendations included for the Wussow Park upgrades.

THOMAS R. WUSSOW PARK’S TRANSFORMATION WILL SOON BRING NEW AMENITIES AND DEEPER CONNECTIONS TO NATURE, CONTINUING OUR DEDICATION TO A VIBRANT SPACE FOR EVERYONE TO ENJOY AND EXPLORE.

Robert Fiederlein
North Houston District Vice President of Planning & Infrastructure

New security features, including upgraded lighting and well-defined walking paths, are also planned, fostering a safe, welcoming environment. New picnic areas and benches will provide relaxation spots for family gatherings and informal community connections.

As each construction phase unfolds, the North Houston District’s vision for a vibrant, connected community park will take shape, enhancing community well-being and promoting sustainable outdoor spaces for all. This transformation is more than a physical upgrade—it reflects the District’s commitment to high-quality recreational spaces that North Houston can take pride in for years to come.

A highlight of the project is the addition of two youth soccer fields and a mini-pitch, developed in partnership with the U.S. Soccer Foundation and the Houston Dynamo Football Club. These additions will create opportunities for young athletes while offering structured, accessible play spaces for all ages. Other improvements include an expanded, shaded playground area for toddlers and children, along with a multi-station fitness zone tailored for adults, promoting family-friendly recreation and wellness.

bayou trail, a pollinator garden to attract butterflies and bees, and native plantings in a drainage ravine to help filter pollutants before they reach Greens Bayou. Directional signage will educate visitors about the ecosystem, enhancing their experience.



The Wussow Park revitalization plan includes a fitness area complete with a shade structure and exercise equipment including several accessible pieces.



WUSSOW PARK MINI PITCH KICKS OFF NEW ERA OF YOUTH ENGAGEMENT

On June 26, 2024, the Houston Dynamo Football Club, alongside the U.S. Soccer Foundation and the North Houston District, celebrated the grand opening of the Wussow Park Mini Pitch with an exciting First Kick Ceremony.

After a brief rain delay, over 30 Real Greens Futbol Club kids joyously inaugurated the pitch, sending bright orange soccer balls soaring through a celebratory paper banner. NHD President Greg Simpson delivered warm opening remarks, setting the stage for an evening filled with enthusiasm and community spirit.

Houston Dynamo Defenders Brad Smith and Tate Schmitt and Dynamo/Dash coaches led a dynamic youth clinic that brought smiles to young faces and inspired budding soccer talent. The players signed autographs and posed for countless photos with local families, making the event memorable.

Valerie Holland, HDFC Vice President of Community Engagement, and her dedicated team braved a brief rainstorm to ensure the event unfolded seamlessly, underscoring their commitment to fostering community through soccer.

A mini pitch is a specialized hard surface with goals at each end, designed to promote fast-paced, skillful play. This new facility is located at 500 Greens Road and promises to be a hub of soccer excitement for the local community. Investing in the mini pitch at Wussow Park marks the first step toward North Houston District's broader vision of a new youth soccer complex. We're kicking off a new era of soccer accessibility and community enrichment in North Houston!

Wussow Park grew out of an effort to revitalize the community with a focus on health and wellness. The new mini pitch achieves that and more, providing an outlet for soccer enthusiasts and a connection to Houston's own professional franchise, the Houston Dynamo. 🌱



HONORING HEROES: NORTH HOUSTON DISTRICT'S LAW ENFORCEMENT APPRECIATION LUNCHEON

On May 15, 2024, the North Houston District celebrated at the Law Enforcement Appreciation Luncheon, recognizing 28 first responders and community members for their dedication to keeping the region safe. Nearly 200 attendees, including public safety



Tracy Harrison, NHD VP of Public Safety, Sergeant Shana Clark, Breaking Barriers award recipient, and Greg Simpson, NHD President

professionals and community partners, came together to honor these everyday heroes. Each attendee received a North Houston District Challenge Coin and witnessed the premiere of a tribute video.

The ceremony highlighted the District's deep commitment to public safety and underscores the vital role that law enforcement plays in fostering a secure, thriving community. Tracy Harrison, Vice President of Public Safety, spoke on the importance of honoring those who courageously put their lives on the line. The luncheon aims to strengthen relationships between public safety officials and the community and showcases the District's unwavering support for those who protect it daily.

Under Harrison's leadership, the District has implemented innovative



Bart Baker, NHD Exec. Vice President and Deputy Jones, Situational Awareness award recipient

public safety strategies that combine visible police presence with technology and community engagement. This comprehensive approach ensures that businesses, residents, and visitors can experience a safe environment, making the District an attractive place for investment and growth.

The luncheon is an integral part of the District's ongoing mission to ensure the safety and security of North Houston's businesses, residents, and visitors, further enhancing its reputation as a place where people and businesses thrive. 🌱

YOUR SACRIFICES DO NOT GO UNNOTICED AND YOUR BRAVERY INSPIRES US ALL. THANK YOU FOR YOUR SELFLESSNESS, YOUR COURAGE, AND UNWAVERING DEVOTION TO DUTY. YOU ARE THE TRUE HEROES AMONG US.

*Dr. LaTonya Goffney
Aldine Independent School District Superintendent*



Asst. Chief Alfredo Martinez and Admin. and Exec. Asst. Chief Rodney Williams, Houston Fire Department



Houston Police Department Crime Suppression Team, Flawless Investigation & Execution award recipients



Acting Chief Larry Satterwhite, HPD, and representatives from Mayor John Whitmire's office



NHD board members Dr. Quentin Wright, Lone Star College, and Steve Moore, Community Leader award recipient

OUR GOAL IS TO REMIND OFFICERS THAT WE STAND BEHIND AND APPRECIATE THEM.

Tracy Harrison
North Houston District Vice President of Public Safety



Tracy Harrison stands with Harris County Sheriff's Office leadership pictured from left, Major Nanny, Captain Chapa, Captain Koterras, Sergeant Gonzalez, Deputy Walker, Deputy Torres, Deputy Esparaza, Deputy Jones, Deputy Walters, and Deputy Hubert.



Tina Poindexter, Frost Bank and George Broughton III, SterileMate LLC



Harrison, Lili Loza, Blue Star Status award recipient, and Simpson

PUBLIC SAFETY HONOREES

Blue Star Status

Janet Bonton, Rockridge Park
Lili Loza, Serena Heights

Community Leader

Steve Moore, Villa Serena Communities

Building Bridges

Sergeant Christopher Heaven, HPD
Senior Officer Mark Rubio, HPD
Officer Harlyn Montealegre, HPD
Officer Gerardo Rangel, HPD
Officer David Rivera, HPD

Breaking Barriers

Sergeant Shana Clark
Texas Department of Public Safety

Excellence in Patrol

Officer Brad Frederick, HPD
Officer Michael Leary, HPD

Exemplary Work Ethic

Officer Daniel "Chucky" Shurtleff, HPD
Officer Andrew "Dale" Sugg, HPD

Flawless Investigation & Execution

Lieutenant James Crawford, HPD
Sergeant Jason Campbell, HPD
Sergeant Ian Gallagher, HPD
Officer Raegan Bice, HPD
Officer Ryan Caldera, HPD
Officer Dante Coppola, HPD
Officer Michael Hewitt, HPD
Officer Shaun Houlihan, HPD
Officer Devin Inocencio, HPD
Officer Adan Lopez, HPD
Officer Julio Luna, HPD
Officer Raul Tellez, HPD
Officer Kim Villareal, HPD
Officer Victor Villarreal, HPD

Situational Awareness

Deputy Brandon Jones
Harris County Sheriff's Department

WE APPRECIATE THE DEDICATION AND BRAVERY OF THE FIRST RESPONDERS WHO PROTECT OUR COMMUNITY.

Greg Simpson
North Houston District President



NORTH HOUSTON NATIONAL NIGHT OUT AT THE HARVEST



POLICE • COMMUNITY PARTNERSHIPS

On Tuesday, October 1, the North Houston District participated in National Night Out at its new location, The Harvest Church. The event was a glowing success, thanks to The Harvest's fantastic facilities, ample parking, performance stage, seamless coordination, and the addition of new community partners. The welcoming space provided the perfect setting for our community to gather, rain or shine.

Tracy Harrison's Leadership in Growing National Night Out

Tracy Harrison, our Vice President of Public Safety, has been instrumental in expanding National Night Out in North Houston. The event grew so much that it outgrew its original location at Tom Wussow Park, prompting The Harvest Church to step in as our new host.

"National Night Out is an opportunity to strengthen relationships between law enforcement and the community," said Harrison. "We are so grateful to The Harvest Church for providing such a wonderful space to continue building these connections."

North Houston District wants to thank all the law enforcement agencies, civic organizations, and vendors who made the night so memorable. A special thanks to Karicia Hill, National Night Out 2024 Event Chair from The Harvest, for her leadership in making this event such a success. Attendees had the chance to connect with local officers, learn about crime prevention, and enjoy a fun-filled evening. 🍁





NATIONAL NIGHT OUT IS AN OPPORTUNITY TO STRENGTHEN RELATIONSHIPS BETWEEN LAW ENFORCEMENT AND THE COMMUNITY. WE ARE SO GRATEFUL TO THE HARVEST CHURCH FOR PROVIDING SUCH A WONDERFUL SPACE TO CONTINUE BUILDING THESE CONNECTIONS.

Tracy Harrison, North Houston District Vice President of Public Safety



Q3 2024 SUMMARY

INDUSTRIAL/FLEX

19.2M **5.4%**
SQUARE FEET VACANCY RATE

\$8.7 **7.9%**
MARKET RENT PER/SF CAP RATE

OFFICE CLASS A

4M **56.7%**
SQUARE FEET VACANCY RATE

\$21.37 **9.8%**
MARKET RENT PER/SF CAP RATE

OFFICE CLASS B/C

6.4M **33%**
SQUARE FEET VACANCY RATE

\$18.71 **10.2%**
MARKET RENT PER/SF CAP RATE

RETAIL

7.4M **9.9%**
SQUARE FEET VACANCY RATE

\$22.49 **7.3%**
MARKET RENT PER/SF CAP RATE

APARTMENTS

18.9k **8.9%**
UNITS VACANCY RATE

\$964 **6.7%**
MARKET RENT PER/UNIT CAP RATE

Source: CoStar, September 2024

COMMERCIAL REAL ESTATE: BRACING FOR A REBOUND?

In a move that caught many by surprise, the Federal Reserve slashed interest rates by 50 basis points in mid-September, bringing the target Federal funds rate down to 4.75-5.00%. As markets adjusted, speculation swirled: How would this affect the commercial real estate landscape? While the Fed's projections indicate further reductions—down to 4.4% by the end of 2024 and 3.4% by the close of 2025—experts are now debating how these shifts will trickle down to real estate investors.

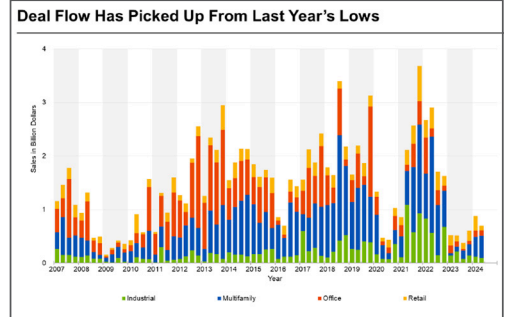
For residential markets, the impact has already been felt. The 30-year fixed mortgage rate has been steadily falling, hitting 6.09% by late September, down from 7.19% just a year ago. This cooling of mortgage rates has thawed a sluggish housing market, with a noticeable uptick in mortgage applications. And while that's good news for homebuyers, it's also promising for the commercial sector. A surge in residential purchases often means demand for new furniture, appliances, and other household essentials. That increased demand ripples through logistics centers and retail outlets, fueling activity across sectors and indirectly benefiting commercial real estate.



But what about the bigger picture? Commercial real estate loans are often pegged to the 10-year Treasury bond rate, and as the Federal Reserve cuts short term rates, the entire yield curve is expected to shift downward. Projections suggest real estate loan rates could settle between 4.5% and 5.5%—a welcome reprieve for investors accustomed to the sky-high rates of the past year. With cheaper capital, deal flow is expected to increase, potentially signaling a rebound for the market in late 2024 and beyond.

One area to watch is the multifamily market, often a bellwether for overall commercial real estate trends. Deal activity has been sluggish since 2023 but is showing early signs of recovery. However, the office market presents a stark contrast. As one industry expert quipped, "Office problems aren't cyclical, they're systemic." With vacancy rates stubbornly high in downtowns and major commercial centers, even lower capital costs won't be enough to reverse the fortunes of this struggling segment.

In short, the Fed's rate cuts bring optimism to parts of the commercial real estate world, but the sector remains divided. While logistics and multifamily properties are poised for a rebound, the office market faces a much longer road to recovery.



Source: CoStar August 2024

The NHD CRE Market Report delivers hyperlocal facts, stats, and case studies about the shifts within our boundaries.

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



BEAUTIFYING THE DISTRICT

Field Services in Action

Our Field Services department works to continually enhance the North Houston District's public spaces. Key activities have included targeted cleanups across several high-traffic areas, the installation of a new play surface at Dylan Park, extensive power washing efforts to refresh public facilities, and ongoing beautification projects. Additionally, the department responded swiftly to recent storm debris with thorough cleanup efforts and has continued the curb painting program aimed at improving the District's overall appearance and safety.



Sidewalk clean up on Aldine Bender



New play surface at Dylan Park



Power washing on Aldine Bender, Benmar Drive, and at North Houston Skate Park



New paint on Greenspoint Bridge



Curb painting completed on Greenspoint Drive, Greens Road, Greens Parkway, Ella Boulevard, and Greens Crossing Boulevard



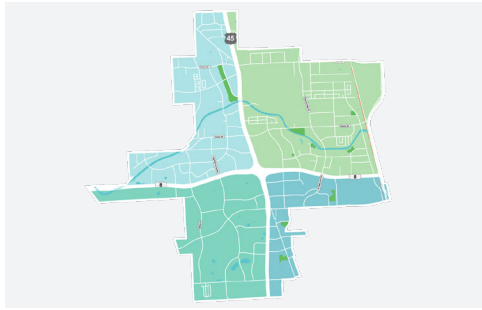
Hurricane Beryl debris and clean up at Jack Drake Park, Wussow Park, and North Houston Skate Park



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 OPPORTUNITY AND GROWTH INTERSECT

10.6M SF
Office

7.4M SF
Retail

18.1M SF
Industrial

68 Apt.
Communities



North Houston District