



PRESS RELEASE

METRONATIONAL
945 BUNKER HILL
SUITE 400
HOUSTON, TEXAS 77024

713.973.6400
MEMORIALCITY.COM



METRONATIONAL SETS PRECEDENT FOR RESPONSIBLE DEVELOPMENT PRIVATE DEVELOPER DRIVES LARGEST SCALE LOCAL ENHANCEMENT INITIATIVE OF ITS KIND

HOUSTON (March 16, 2015) – MetroNational, owner, manager and developer of Houston’s Memorial City, announced today the first phase of completion of a precedent-setting initiative. Since 2004, at an investment of nearly \$3.8 million, the company has voluntarily removed approximately 6,900 linear feet of traditional overhead power lines, 90 power poles and numerous billboards and pylon signs along the main thoroughfare at Gessner and the I-10 feeder to upgrade the area surrounding Memorial City Mall. This is the largest scale local enhancement project spearheaded by a private developer.

“MetroNational’s initiative to bury unsightly overhead power lines and remove billboards speaks volumes about the company’s commitment to responsible development,” said Anne Culver, President of Scenic Houston.

The investment, more than a decade in the making, clears and augments the visual landscape, aesthetically improving a highly-visible section of the city. In a bold move, the company also chose to eliminate revenue generating billboards on their property, evidence of their forward thinking vision.

“The significant scale of this project - burying overhead utilities, removing power poles and reducing billboards and signs to improve the visual character of our streets - aligns with MetroNational’s dedication to quality design and enriching the community we serve,” said Glenn Fuhrman, AIA, Vice President of Design and Construction, MetroNational. “We’re thankful for the support of the Memorial Management District and CenterPoint Energy, who were integral to this project’s success.”

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Led by the vision of MetroNational, the Memorial Management District adopted a policy in 2014 to reimburse property owners for up to 60 percent of the hard costs for burying overhead utilities.

“We encourage other property owners to follow MetroNational’s thoughtful design, which improves the visual appeal of our area,” said Pat Walters, Executive Director of the Memorial Management District. “We hope this practice serves as a model for developers in the future.”

Aside from the dramatic aesthetic improvement, removing utility poles provides additional advantages.

“Removing utility poles from the limited real estate behind the curb provides an immediate functional benefit to the walkability of the street as well as an increased resistance to extreme weather events. It is also my belief that underground utilities has a profound impact on attracting new growth and development along a corridor,” said Jamie Brewster, President and Executive Director, Upper Kirby District. “There is no question that the burial of overhead utility lines is the single most dramatic aesthetic improvement that can be made to a major corridor.”

The company plans to have the remaining overhead power lines on the front side of Memorial City down by 2018.

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ABOUT MEMORIAL CITY

Memorial City, the city-within-a-city, is a 265-acre mixed-use development located in the heart of the thriving West Houston market. Owned and managed by MetroNational, Memorial City contains 7.6 million square-feet of developed real estate and is a unique blend of Class A office space; retail, luxury midrise apartments, chef-inspired restaurants, upscale hotel accommodations including The Westin Memorial City; and the Memorial Hermann Memorial City Medical Center, the second largest medical campus in the Houston metropolitan area. Additional information can be found by visiting www.memorialcity.com and www.memorialcitymall.com.

ABOUT METRONATIONAL

MetroNational is a privately-held real estate investment, development, and management company headquartered in Houston, Texas. Each MetroNational property – spanning office, retail, healthcare, restaurant and hospitality, and land development – fully integrates MetroNational’s best-of-class services, providing the highest quality and enduring value. The company, which was founded in 1954, owns and manages more than 8.5 million square feet of commercial real estate properties primarily located in greater Houston. MetroNational’s largest development is Memorial City located in west Houston. Additional information can be found by visiting www.metronational.com.

ABOUT THE MEMORIAL MANAGEMENT DISTRICT

The Memorial Management District is its’ own oasis located within a major metropolitan city. It includes the revitalized Memorial City Mall, the expanding Memorial Hermann Memorial City Hospital and the Houston Community College at Town & Country campus. Higher education, high-tech healthcare and high-end retail are all conveniently found in the heart of west Houston. We welcome you with uniquely designed street signs, luring landscaping and safe streets. People will find new retail centers and appetizing restaurants. The Memorial Management District is a memorable place to work, shop and play.