

COMMERCIAL INVESTMENT OPPORTUNITY

# West *Alabama* Center

2007 W. Alabama St. · Houston, TX 77098 · Montrose /  
Museum District

*Where Houston's most affluent, educated,  
and culturally engaged residents live, work,  
and dine.*

PREPARED 2026 · HOUSTON, TEXAS

**115,867**

MEDIAN  
HOUSEHOLD  
INCOME

**15,414**

ZIP RESIDENTS  
(77098)

**98.7%**

WHITE-  
COLLAR  
WORKFORCE

**5.7%**

HOUSTON  
RETAIL  
VACANCY

LOCATION OVERVIEW

## The Heart of Houston's Most Desirable Corridor

West Alabama Street at 2007 W. Alabama sits squarely in the  
Montrose / Museum District corridor — one of Houston's most

celebrated urban neighborhoods and a premier destination for dining, culture, and commerce. The area is bounded by the Museum District to the east, River Oaks to the west, and serves as a daily artery for tens of thousands of Houston's most affluent residents. Proximity to the Menil Collection, Houston Museum of Fine Arts, Rice University, and the Texas Medical Center makes this a truly irreplaceable location.

## Montrose

### NEIGHBORHOOD

7.5 sq mi of walkable, mixed-use urban living. Established 1911.

~25,000

### AREA RESIDENTS

Dense, affluent, and predominantly renter population driving daily foot traffic.

Top  
5%

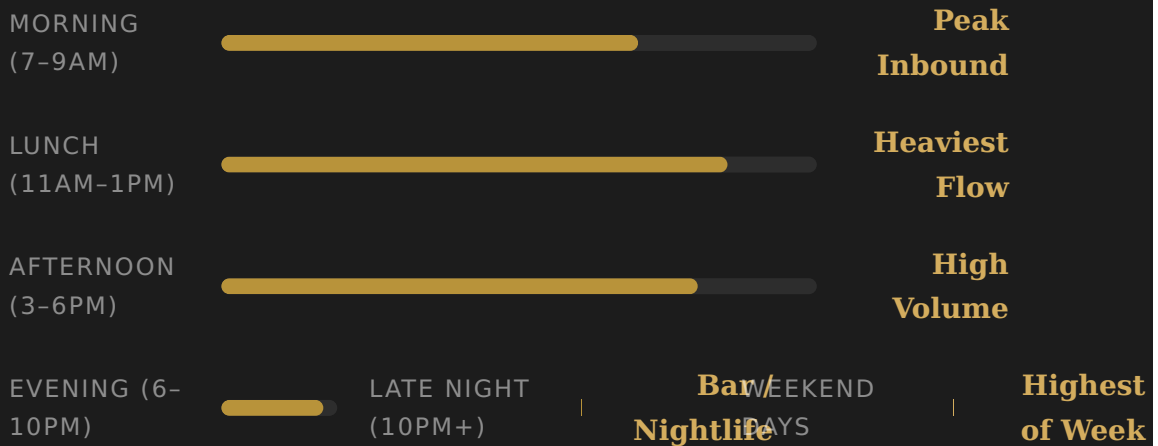
### HOUSTON ZIP BY INCOME

77098 consistently outperforms most Houston ZIP codes on income metrics.

### TRAFFIC & VISIBILITY

## Daily Traffic Flow — W. Alabama St. Corridor

West Alabama is a major east-west arterial connecting the Galleria / Uptown District to the Museum District and Medical Center. Combined with Westheimer Rd. one block north, the corridor generates among the highest vehicle and pedestrian counts in the Houston inner loop.



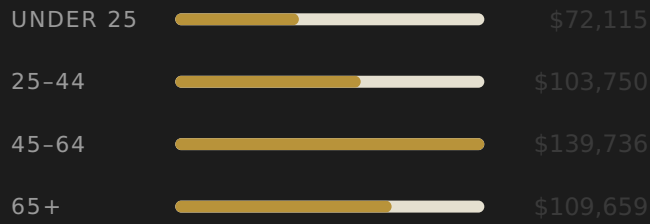
Traffic intensity based on W. Alabama St. corridor characteristics as a major inner-loop arterial. West Alabama is directly used by commuters between Uptown/ Galleria and the Texas Medical Center / Museum District. Westheimer Rd. (one block north) is among Houston's highest-traffic commercial corridors. Car is the primary mode of transport (7,702 residents commute by car); however, the area also has one of Houston's highest rates of bicycle and pedestrian commuters for inner-loop standards. Evening and weekend traffic is substantially boosted by the neighborhood's premier dining and entertainment scene.

#### DEMOGRAPHICS & CONSUMER PROFILE

## Who Lives Here

ZIP 77098 is dominated by a highly educated, affluent, professional class — overwhelmingly young adults in their late 20s to early 40s with strong discretionary spending power. Single adults make up an unusually high share of the population, driving demand for dining, convenience services, and experiential retail.

#### MEDIAN INCOME BY AGE GROUP



#### HOUSEHOLD AVERAGE VS. MEDIAN

**\$161,792**

AVERAGE

**\$115,867**

MEDIAN

### Population Snapshot

Total residents 15,414

Median age 36 years

Female 53.4%

Male 46.6%

US-born citizens 77.1%

Households 8,541

Avg household members size ~2

### Education & Employment

Bachelor's degree 39.8%

Graduate degree High share

White-collar workers 98.7%

Entrepreneurs 16.9%

Private sector 62.6%

Renters (vs. owners) 67.8%

*"The number of people in their late 20s to early 40s is extremely large, and there are an extremely large number of single adults — creating one of Houston's strongest consumer bases for food, lifestyle services, and entertainment."*

U.S. CENSUS BUREAU ACS — ZIP 77098  
PROFILE

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CULINARY LANDSCAPE

## What Food Works Here

Montrose and the West Alabama corridor are among Houston's most celebrated dining destinations — home to James Beard Award winners, Michelin-starred restaurants, and beloved neighborhood staples. The customer base skews adventurous, quality-focused, and willing to spend. Concepts that thrive combine quality ingredients, personality, and a distinct point of view.



From authentic

taquerias to James Beard-caliber plating (Hugo's, Tacos Tierra Caliente next door to W. Alabama Ice House), Mexican cuisine is woven into the fabric of the neighborhood. Fast-casual and upscale both perform well.

HIGH DEMAND

Rosie Cannonball,

Paulie's, March (Michelin star), and Sorrento Ristorante all thrive here. The educated demographic responds strongly to Italian and Mediterranean-inspired concepts.

PROVEN WINNER



With 68% renters, 98% white-collar workers, and a median age of 36, this ZIP has massive demand for quality all-day café concepts. Work-from-café culture is dominant here.

UNDERSERVED GAP



The Pit Room (Bib Gourmand) is a standout. Texas BBQ resonates deeply — a quality smokehouse concept with a Montrose identity would be a strong draw for locals and visitors alike.

STRONG LOCAL PULL



### **Wine Bars &**

Montrose Cheese & Wine, Bar Doko, and numerous cocktail bars demonstrate consistent demand for sophisticated small-plate drinking venues. Evening and weekend traffic peaks after 6pm.

**EVENING REVENUE**

### **Global & Fusion**

West African (ChòpnBlok), Japanese (Doko), Spanish (BCN Taste & Tradition), and globally inspired menus (Traveler's Table) all thrive. This demographic is the most adventurous diner in Houston.

**TREND FORWARD**

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#### **BUSINESS OPPORTUNITY ANALYSIS**

## **Why This Location Wins**

The combination of high income, high education, high renter density, and an established cultural identity makes the West Alabama corridor one of Houston's most resilient and attractive commercial locations. Retail vacancy in Houston sits at just 5.7%, and lifestyle corridors like Montrose command premium rents with sustained occupancy.



### **Lifestyle Services**

Salons, fitness studios, spa, dry cleaning, and personal care thrive among the dominant young professional and single-adult demographic.



### **Restaurant / QSR**

High daytime and evening foot traffic makes food & beverage one of the strongest uses. Patio space adds significant value year-round in Houston's climate.



### **Prime Opportunity**

A quality quick-service or sit-down concept capturing lunchtime office workers and evening residents has a built-in audience of 15,000+ high-income residents within walking distance.



### **Art, Gallery & Boutique Retail**

The Menil Collection draws 200,000+ visitors annually. Art, design, and culturally aligned boutique retail performs well in this market.



### **Professional Services**

16.9% of residents are entrepreneurs. Boutique professional services — law, finance, therapy, coworking — have a captive audience here.



### **Pet & Specialty Retail**

High DINK / single-adult households with disposable income drive strong spending on pets, specialty grocery, wine retail, and niche lifestyle brands.

MARKET CONTEXT

# Montrose vs. Houston Inner Loop — At a Glance

METRIC	ZIP 77098 / MONTROSE	HOUSTON CITY AVERAGE	NATIONAL MEDIAN
<b>Median HH Income</b>	<b>\$115,867</b>	~\$57,000	~\$75,000
<b>SUBJECT</b>			
	\$161,792	~\$80,000	~\$105,000
	~48%	~32%	~35%
	\$675,000- \$777,700	~\$250,000	~\$310,000
	5.7% — among the tightest in Texas		
	<b>LANDLORD FAVORABLE</b>		
	Extremely high	Medium	—

METRIC	ZIP 77098 / MONTROSE	HOUSTON CITY AVERAGE	NATIONAL MEDIAN
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(inner  
loop)

*"Retail thrives in Houston's lifestyle centers — Montrose carries lifestyle-driven premiums, and demand from both local entrepreneurs and national brands remains strong."*

BOXER PROPERTY — HOUSTON  
COMMERCIAL REAL ESTATE MARKET  
ANALYSIS, 2025

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**West Alabama  
Center, Inc.**

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2026 Leasing Brochure

DATA: U.S. CENSUS ACS,  
POINT2HOMES,  
COMMERCIALCAFE, TXDOT