

EAST RIVER

EASTRIVERHTX.COM

RETAIL GUIDEBOOK



EXPLORE ANOTHER SIDE OF HOUSTON

URBAN BY

NATURE

RIISING ALONG BUFFALO BAYOU, EAST RIVER IS CHANNELING THE CITY'S ENERGY AND SPIRIT INTO A MIXED-USE DEVELOPMENT JUST MINUTES FROM DOWNTOWN.



“HOUSTON’S [DIVERSITY] IS 25 YEARS AHEAD OF THE REST OF THE COUNTRY, SOON ALL OF AMERICA WILL LOOK LIKE THIS CITY.”

STEPHEN L. KLINEBERG, SOCIOLOGIST
KINDER INSTITUTE FOR URBAN RESEARCH



<1 MILE FROM



<25 MIN. AWAY FROM 2 MAJOR AIRPORTS

GEORGE BUSH INTERCONTINENTAL AIRPORT

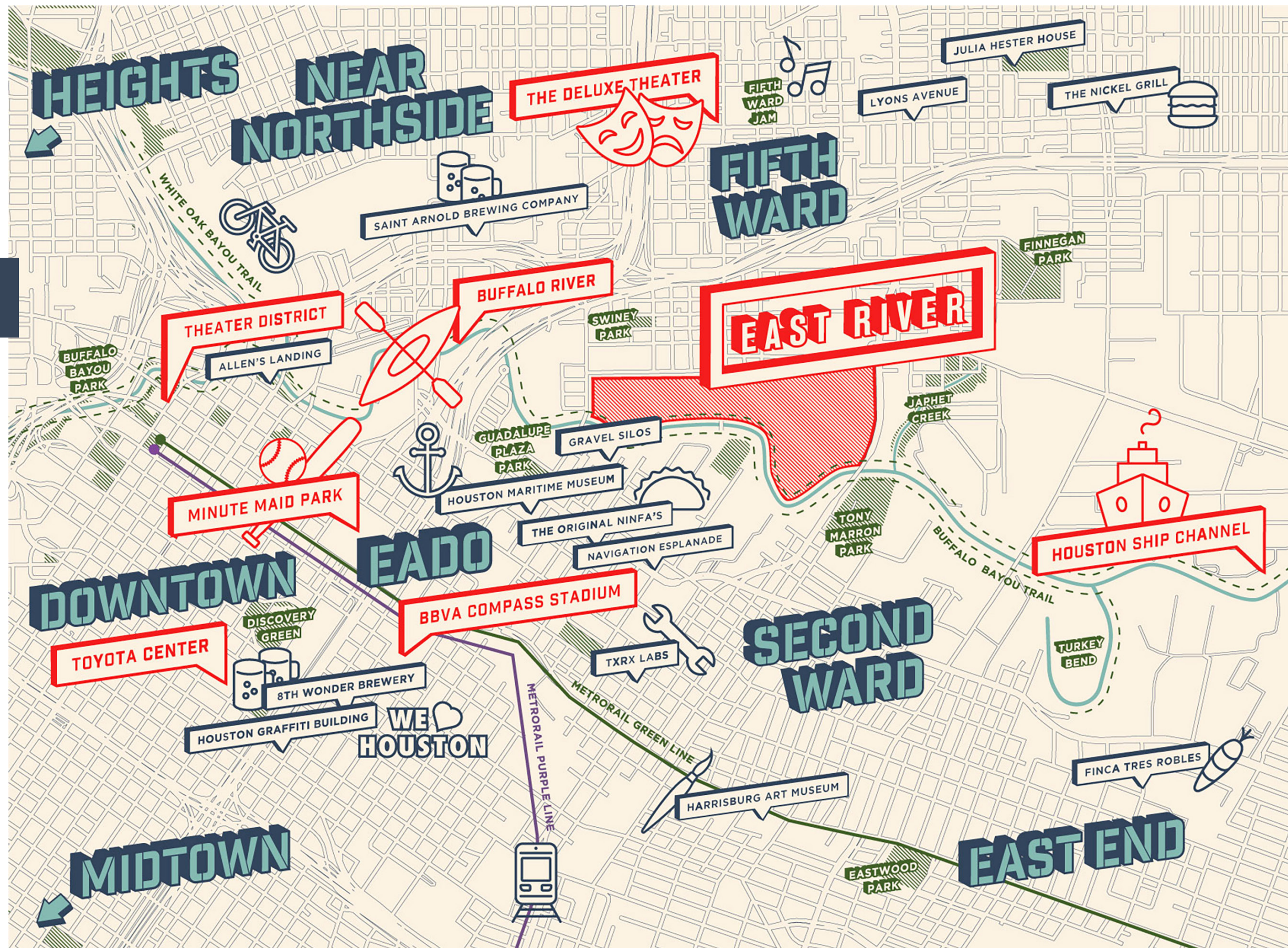
183 NON-STOP DESTINATIONS

WILLIAM P. HOBBY AIRPORT

56 NON-STOP DESTINATIONS

RIGHT WHERE YOU NEED TO BE

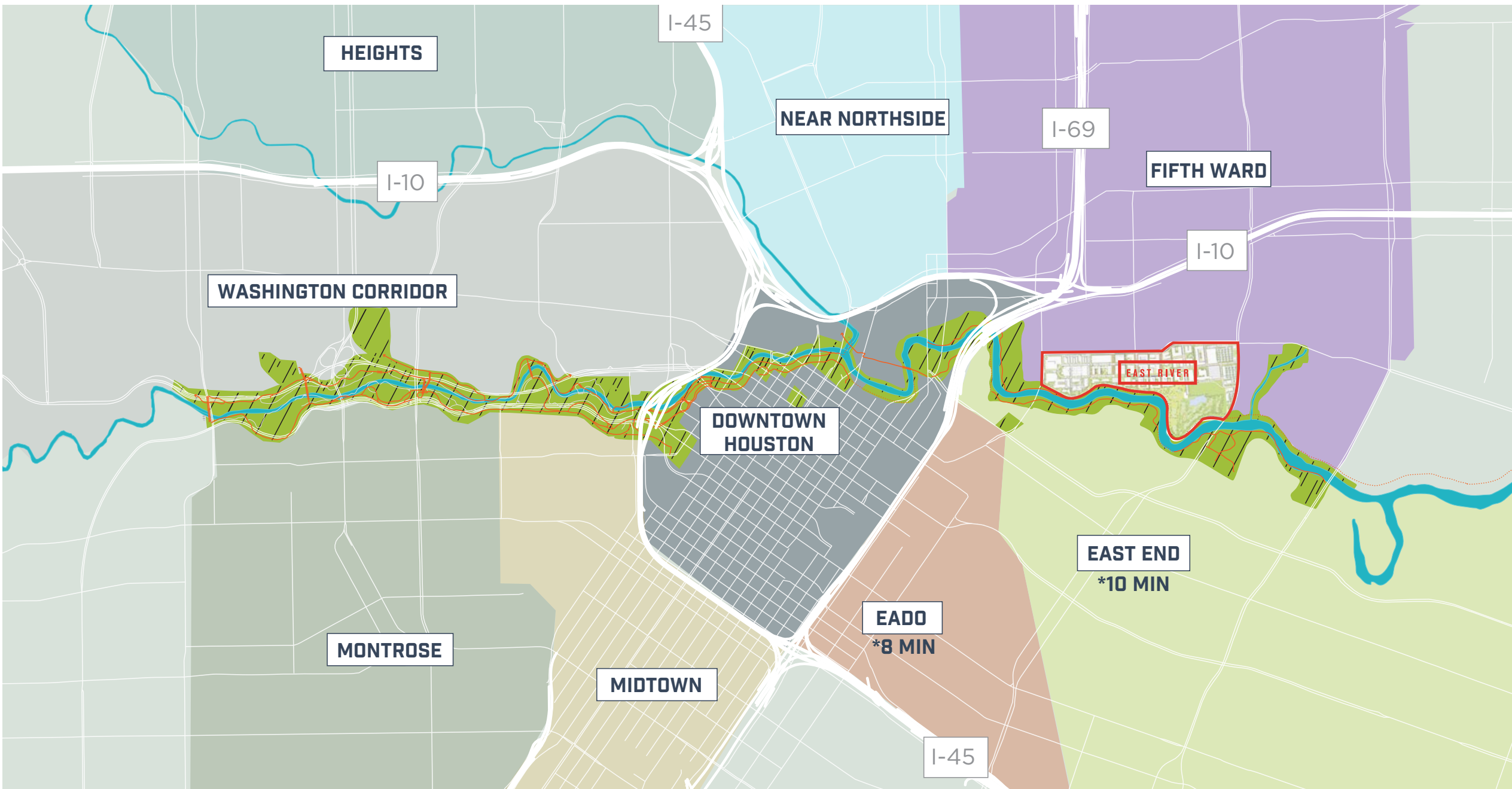
Houston's East End is undergoing a revitalization, and East River is located at the center of it all. The East End's designation as a cultural district by the state of Texas in 2014 in recognition of the area's cultural significance and artistic and community value brought attention and resources back to the area. In just the last year, the Historic Fifth Ward was added to the list of designated cultural districts and the East End announced a Cultural Arts Strategic Plan funded by a Mayor's Office grant. The East End is now home to two different makers hubs, one new and one expanded, and a food and beverage scene of local favorites established by Houston restaurateurs' with new concepts thriving. To be part of East River is to at once be a part of Houston's rich history while ensuring its vibrant future.



HOUSTON'S URBAN CORE

THE INWARD URBAN MIGRATION

Nine unique neighborhoods comprise Houston's urban core: Downtown Houston, Heights, EaDo, Midtown, 5th Ward, Rice Military, Montrose, Near Northside, and East End. While each neighborhood has its own creative spirit and deeply ingrained community allegiance, residents from each of these nine areas unite in proudly calling Houston "home."



PROJECT SPECIFICATIONS

 <p>TOTAL ACREAGE</p> <p>150</p>	 <p>WATER FRONTAGE</p> <p>1+ MILES</p>	 <p>PLANNED SF CLASS-A OFFICE SPACE</p> <p>8.9M</p>	 <p>PLANNED SF RETAIL SPACE</p> <p>500K</p>	 <p>PLANNED MULTI-FAMILY UNITS</p> <p>1.4K+</p>	 <p>PLANNED HOTEL ROOMS</p> <p>390</p>	 <p>PLANNED SINGLE-FAMILY RESIDENCES</p> <p>475+</p>	 <p>ACRES OF GREEN SPACE</p> <p>12+</p>
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East River figures are based on the conceptual master plan and are subject to change.



PROJECT DEMOGRAPHICS



POPULATION
WITHIN 1 MILE

22,942



POPULATION
WITHIN 3 MILES

247,328



POPULATION
WITHIN 5 MILES

541,194



% OF MILLENNIAL
POPULATION

34%



MEDIAN HOME VALUE
WITHIN 3 MILES

\$257,468



MEDIAN HOME VALUE
WITHIN 5 MILES

\$319,024



POP. OF GREATER
DOWNTOWN

75,517



AVERAGE HHI
WITHIN 5 MILES

\$95,949



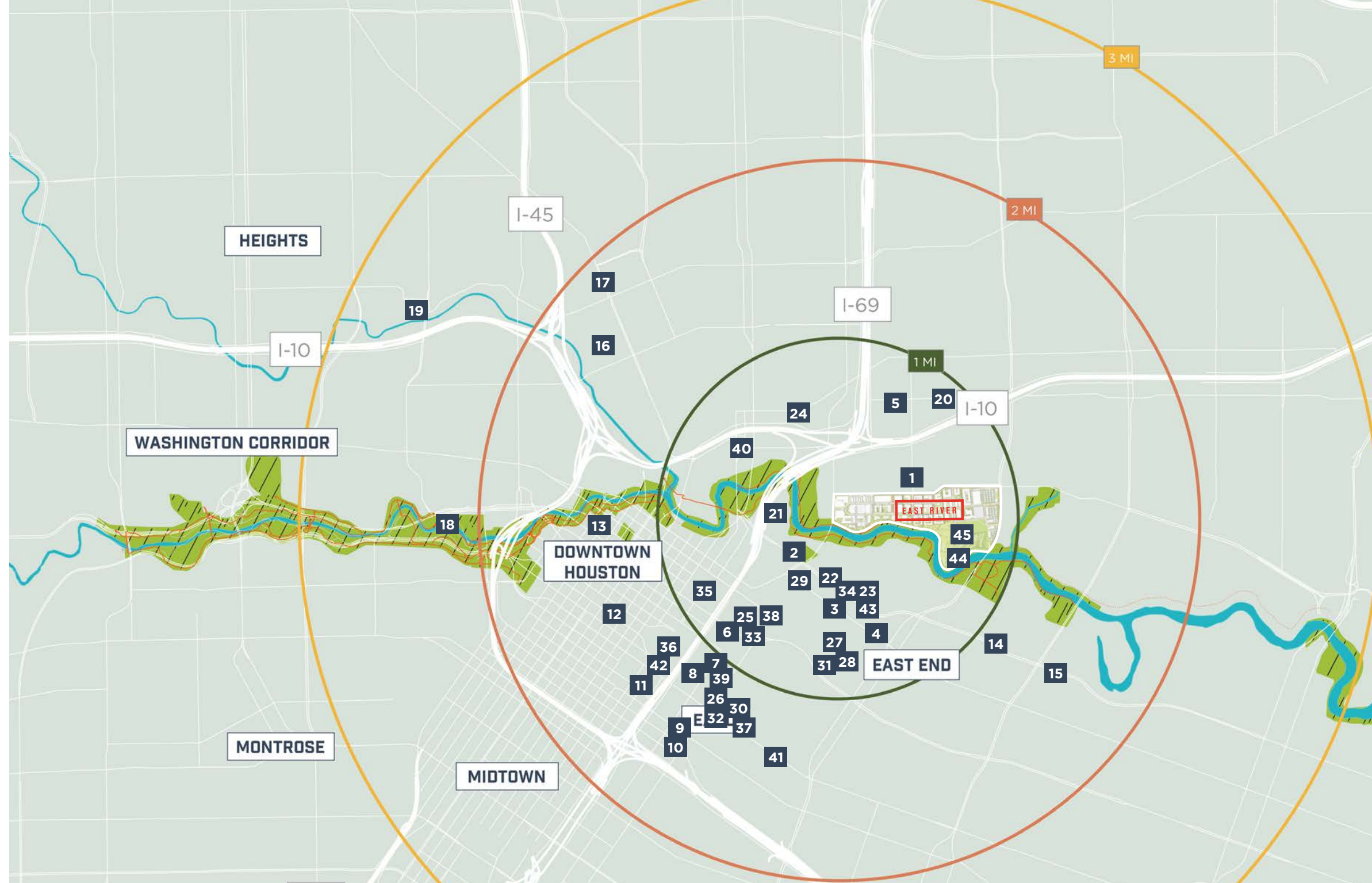
2023 PROJECTED
HHI WITHIN 5 MILES

\$102,652



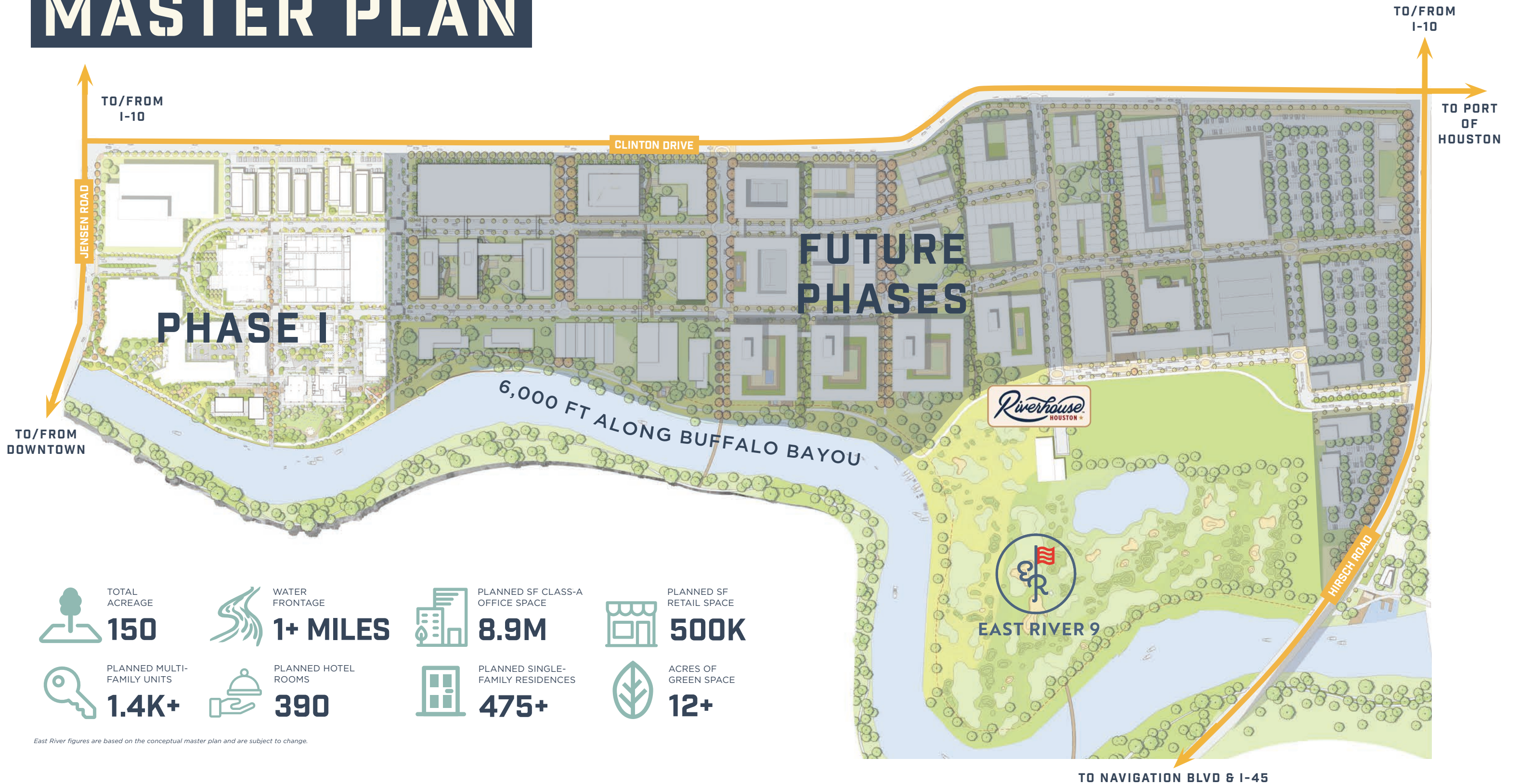
EASTWARD BOUND

East River is among the hottest neighborhoods in H-town. It's the next wave of growth, and the immediate path of infill urban redevelopment is already here.



- | | | | | | | |
|------------------------|-------------------------|-------------------------|------------------------------|----------------------------|--------------------------------------|-------------------|
| 1 THE NEW POTATO | 8 RODEO GOAT | 15 THE KNOCKOUT FACTORY | 20 THE NICKEL SANDWICH GRILL | 26 VINNY'S | 33 PITCH 25 | 39 TRUCK YARD |
| 2 GUADALUPE PLAZA PARK | 9 AROUND THE CORNER | 16 HOGG PARK | 21 TOUT SUITE | 27 TXRX LABS | 34 EL TIEMPO CANTINA | 40 THEODORE REX |
| 3 MOON TOWER INN | 10 LEELAND HOUSE | 17 WHITE OAK MUSIC HALL | 22 THE ORIGINAL NINFA'S | 28 EAST END DISTRICT | 35 MINUTE MAID PARK | 41 NANCY'S HUSTLE |
| 4 METALAB | 11 TOYOTA CENTER | 18 BUFFALO BAYOU PARK | 23 VILLA ARCOS | 29 HOUSTON MARITIME MUSEUM | 36 GEORGE R. BROWN CONVENTION CENTER | 42 THE RUSTIC |
| 5 THE DELUXE THEATER | 12 GREENSTREET | 19 STUDE PARK | 24 ST. ARNOLD'S BREWERY | 30 MISS CAROUSEL | 37 8TH WONDER BREWERY | 43 HEADQUARTERS |
| 6 HUYNH'S | 13 THEATER DISTRICT | | 25 WAREHOUSE LIVE | 31 SIGMA BREWING CO. | 38 BBVA STADIUM | 44 EAST RIVER 9 |
| 7 CHAPMAN & KIRBY | 14 NAVIGATION BOULEVARD | | | 32 INDIANOLA | | 45 RIVERHOUSE |

MASTER PLAN



TOTAL ACREAGE
150

WATER FRONTAGE
1+ MILES

PLANNED SF CLASS-A OFFICE SPACE
8.9M

PLANNED SF RETAIL SPACE
500K

PLANNED MULTI-FAMILY UNITS
1.4K+

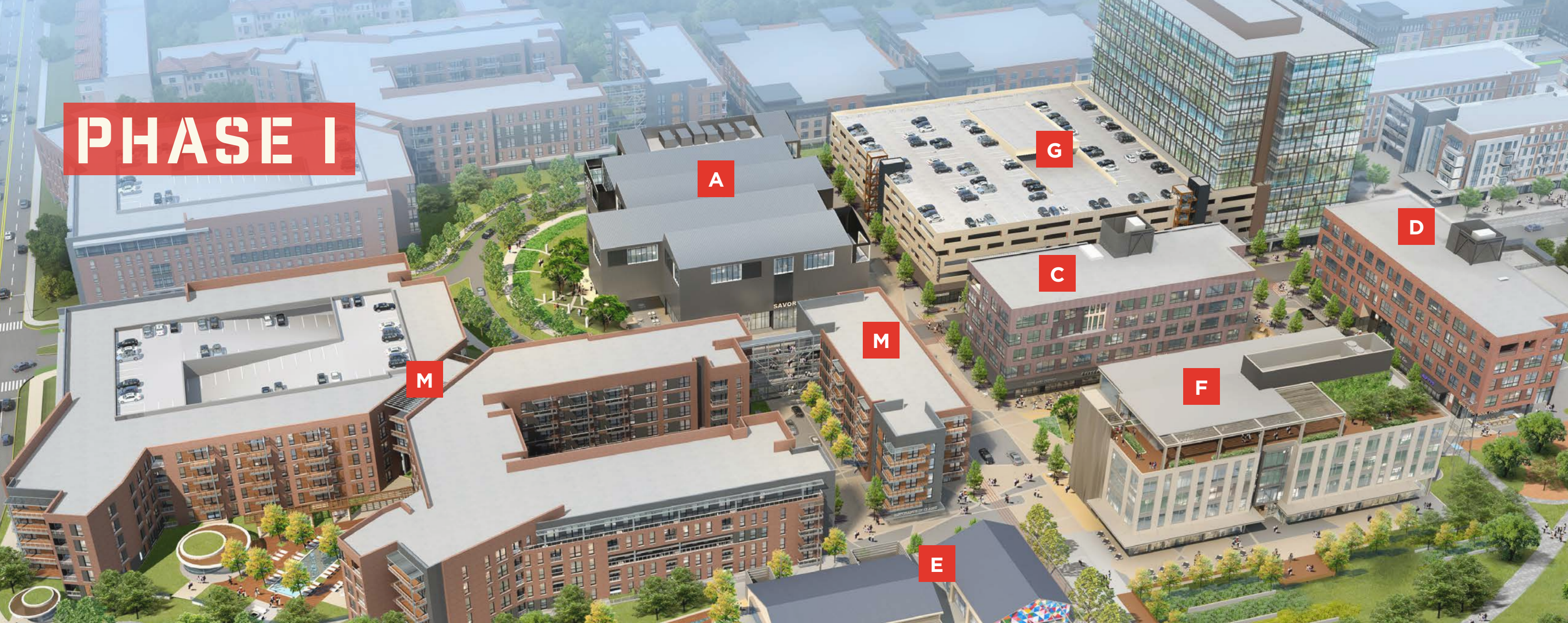
PLANNED HOTEL ROOMS
390

PLANNED SINGLE-FAMILY RESIDENCES
475+

ACRES OF GREEN SPACE
12+

East River figures are based on the conceptual master plan and are subject to change.

PHASE I



- A** 80,000 SF OFFICE
30,300 SF RETAIL
- C** 62,100 SF OFFICE
10,000 SF RETAIL
- D** 63,300 SF OFFICE
10,900 SF RETAIL
- E** RIVER PAVILIONS
13,000 SF RETAIL
- F** 67,500 SF OFFICE
29,000 SF RETAIL
- G** PARKING GARAGE
400 SPACES
11,600 SF RETAIL
- M** THE LAURA
360 UNIT MULTIFAMILY
10,300 SF RETAIL

PHASE I SITE PLAN



PLANNED SF CLASS-A
OFFICE SPACE
250 K



PLANNED SF
RETAIL SPACE
110 K



PLANNED SF
MULTI-FAMILY UNITS
360



ACRES OF GREEN SPACE
3 AC



TRAIL HEAD 1

BUILDING F



ABOUT: Located along Buffalo Bayou, this multi-level office and retail building has unrivaled view of both the downtown skyline and overlooking the plaza.



OFFICE NRSF
67,500



RETAIL SF
29,000



STORIES
5



DELIVERY DATE
2023

RIVER PAVILIONS

BUILDING E



ABOUT: The jewel boxes of Phase I, these restaurant spaces provide guests with unparalleled views of the Houston skyline, Buffalo Bayou, and the activated hike and bike trails.



RETAIL SF
10,000



STORIES
1

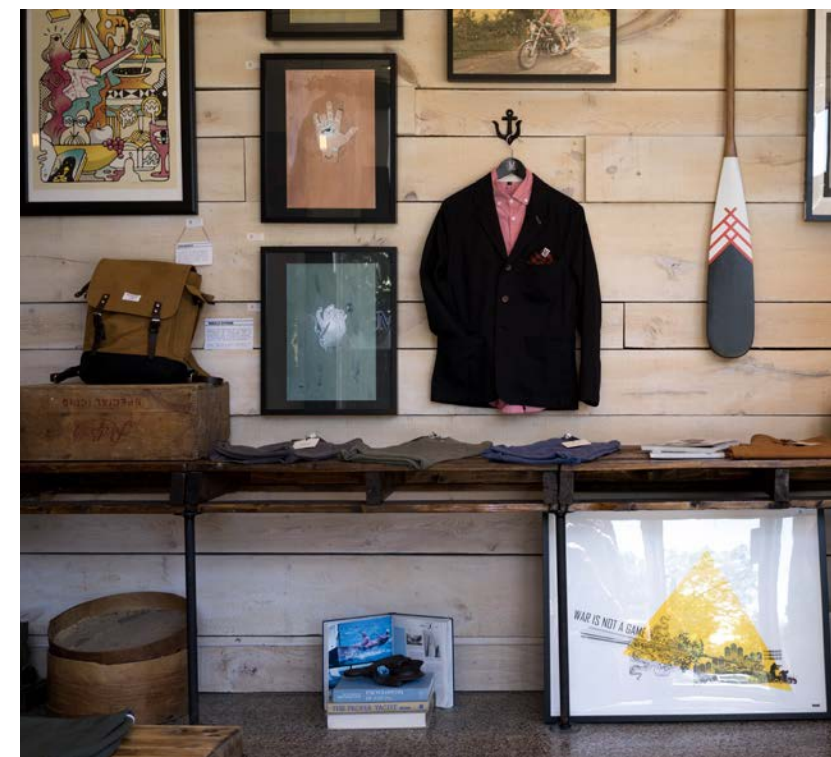


DELIVERY DATE
2023



EAST RIVER 1

BUILDING C



ABOUT: With a front door address on the Central Plaza and direct garage access, this space offers maximum convenience and 360 views.



OFFICE NRSF
62,100



RETAIL SF
10,000



STORIES
5



DELIVERY DATE
2023

THE DEPOT BUILDING G



ABOUT: Located at the primary intersection entering East River, retailers will have prominent visibility along the main drive, and convenient access to integrated parking.



RETAIL SF
11,600



STORIES
6



DELIVERY DATE
2023

EAST RIVER 2

BUILDING D



ABOUT: This modern space integrates classic dock-high platform patios overlooking the street-level sidewalks, adjacent plaza, and Buffalo Bayou Hike and Bike Trail.



OFFICE NRSF
63,300



RETAIL SF
10,900



STORIES
5



DELIVERY DATE
2023

THE LAURA

BUILDING M



ABOUT: Located conveniently at the base of The Laura, the 360-unit multi-family, and adjacent to the central plaza, this option provides tenants with space in the heart & soul of East River.



APARTMENT UNITS

360



GROUND LEVEL
RETAIL SF

10,000

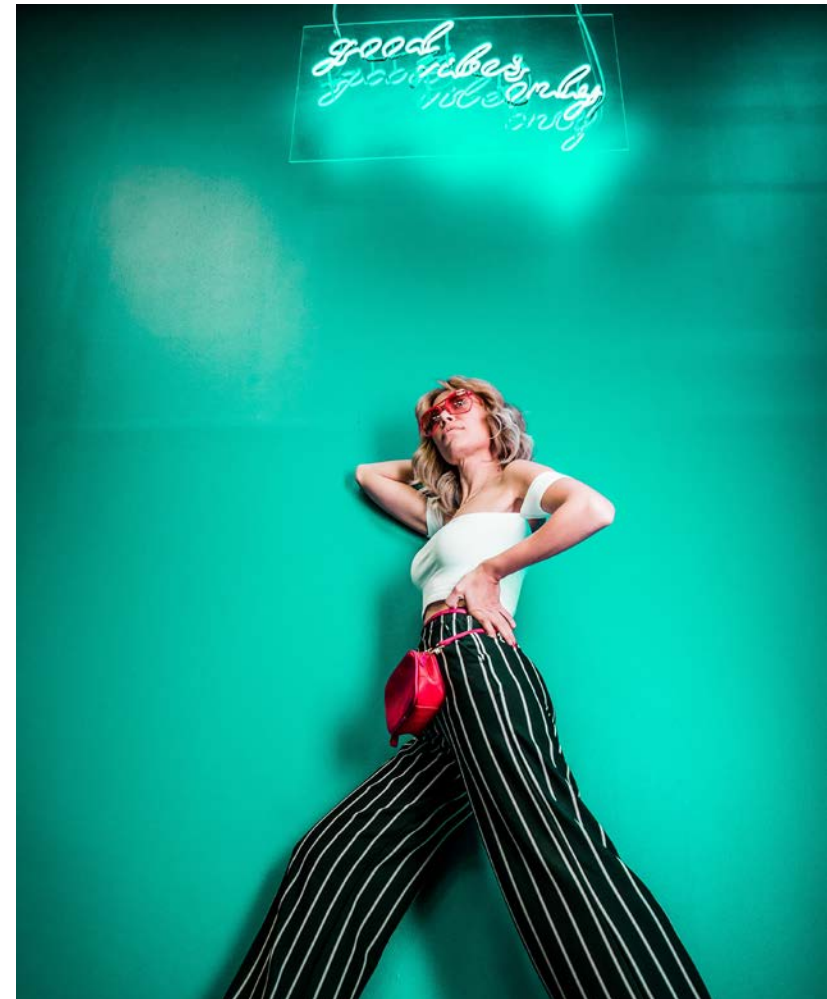


DELIVERY DATE

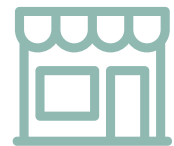
2023

THE LANDING

BUILDING A



ABOUT: This modern interpretation of a turn of the century factory is located at the primary entrance to Phase I with plaza and skyline views.



RETAIL SF
30,300



STORIES
4



DELIVERY DATE
2023

MIDWAY

What We Believe

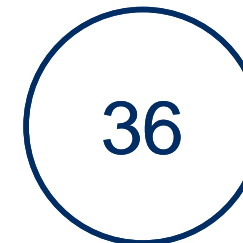
Our purpose is to create enduring investments and remarkable places that enrich people's lives.

Actions follow beliefs. Our values and remarkable people who share our values, are the foundation upon which Midway is built. **Integrity, Passion, Adaptability, Quality, Initiative, Teamwork, Generosity, and Urgency.**

ACTIVE PORTFOLIO



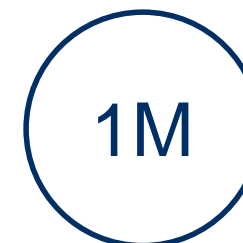
Assets Under Management



Investments



SF of Office



SF of Retail/
Entertainment

Midway By The Numbers

53

Years

140+

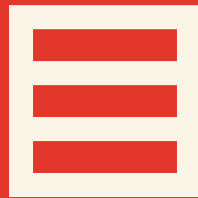
People

550+

Events in
2019

9

Remarkable
Places



MIDWAY

Retail Leasing

Lacee Jacobs | ljacobs@midway.team
Laura Harness | lharness@midway.team

EXPLORE ANOTHER SIDE OF HOUSTON

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