EAST RIVER

URBAN BY NATURE

RISING 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

10 69 45

<25 MIN. AWAY FROM 2 MAJOR AIRPORTS

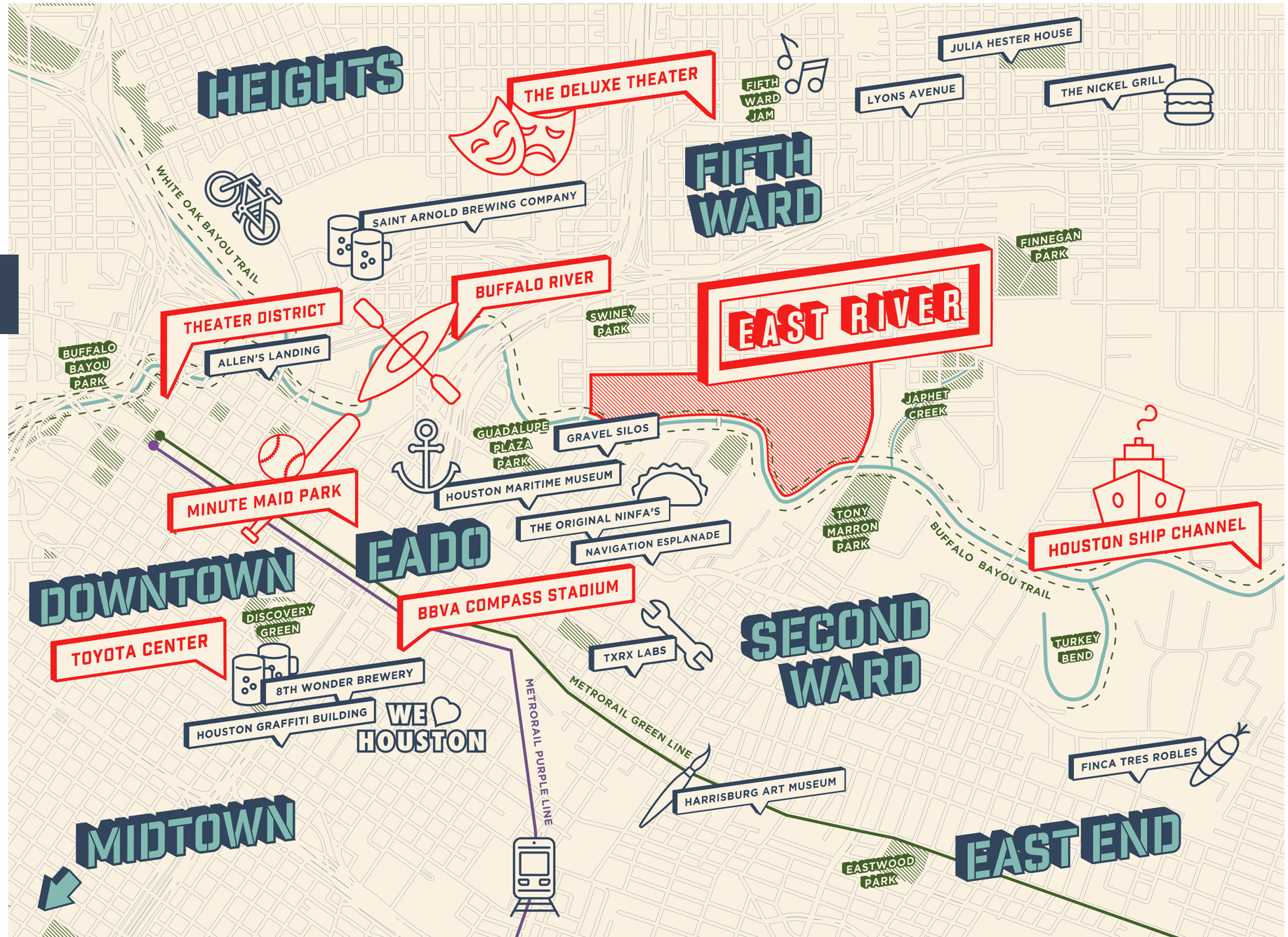
GEORGE BUSH INTERCONTINENTAL AIRPORT
183 NON-STOP DESTINATIONS

WILLIAM P. HOBBY AIRPORT
56 NON-STOP DESTINATIONS

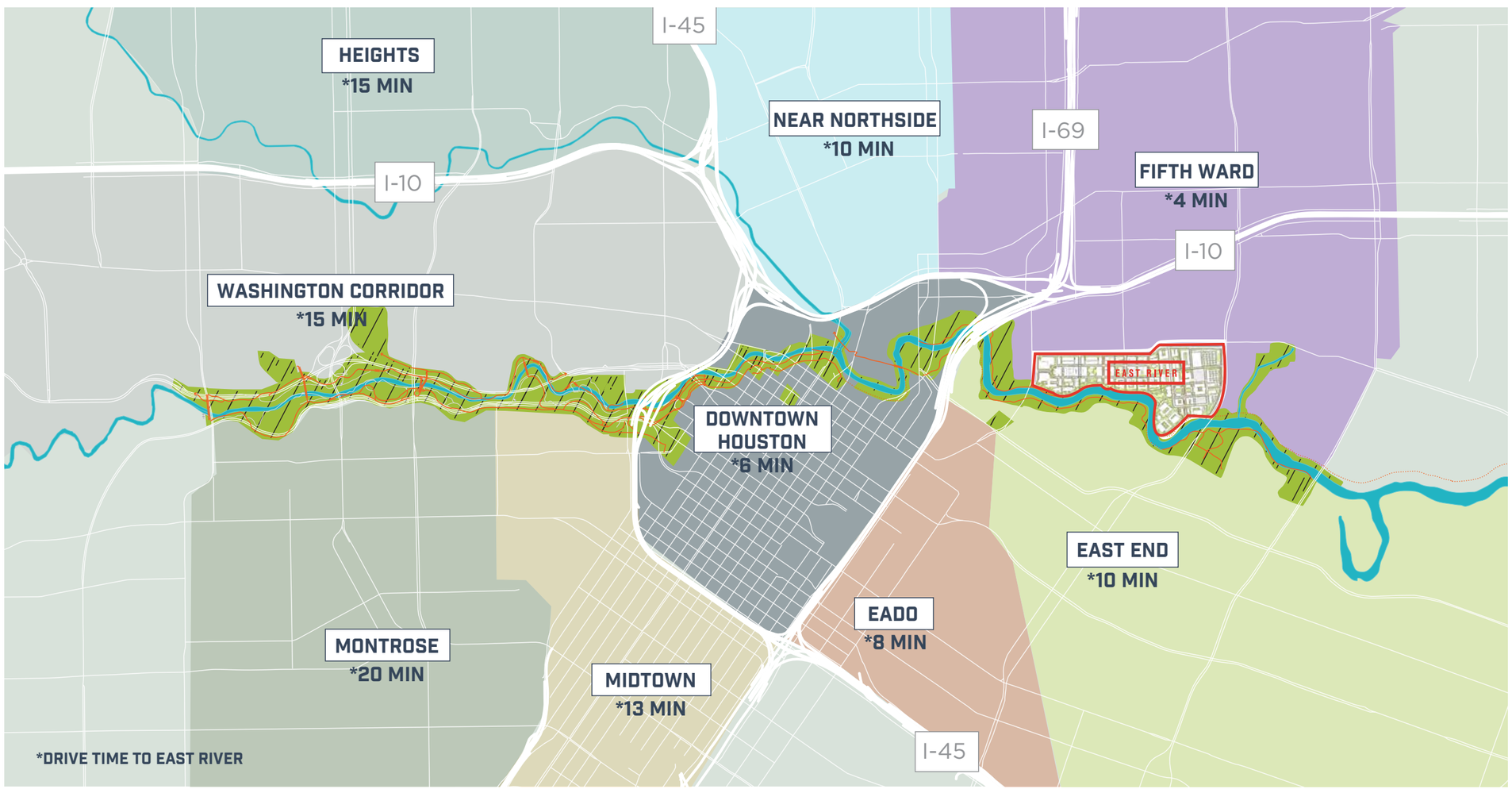
RIGHT WHERE YOU NEED TO BE

East River is the largest contiguous redevelopment site inside of Houston's 610 Loop and is the most unique site inside an urban setting in North America. It is bounded by major thoroughfares on the west, north and east. It has over 6,000 feet of frontage on Buffalo Bayou, its southern border. East River is "high & dry", having demonstrated in recent historic events it is exceptionally well protected from flooding.

East River is less than a one mile walk from Houston's CBD, providing ease of access to the amenities in the CBD and the East End Cultural Arts District.



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

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.

PROJECT DEMOGRAPHICS

1 MI POPULATION WITHIN 1 MILE **22,942**

3 MI POPULATION WITHIN 3 MILE **247,328**

5 MI POPULATION WITHIN 5 MILE **541,194**

% OF MILLENNIAL POPULATION **34%**

3 MI MEDIAN HOME VALUE WITHIN 3 MILES **$257,468**

5 MI MEDIAN HOME VALUE WITHIN 5 MILES **$319,024**

POP. OF GREATER DOWNTOWN **75,517**

5 MI AVERAGE HHI WITHIN 5 MILES **$95,949**

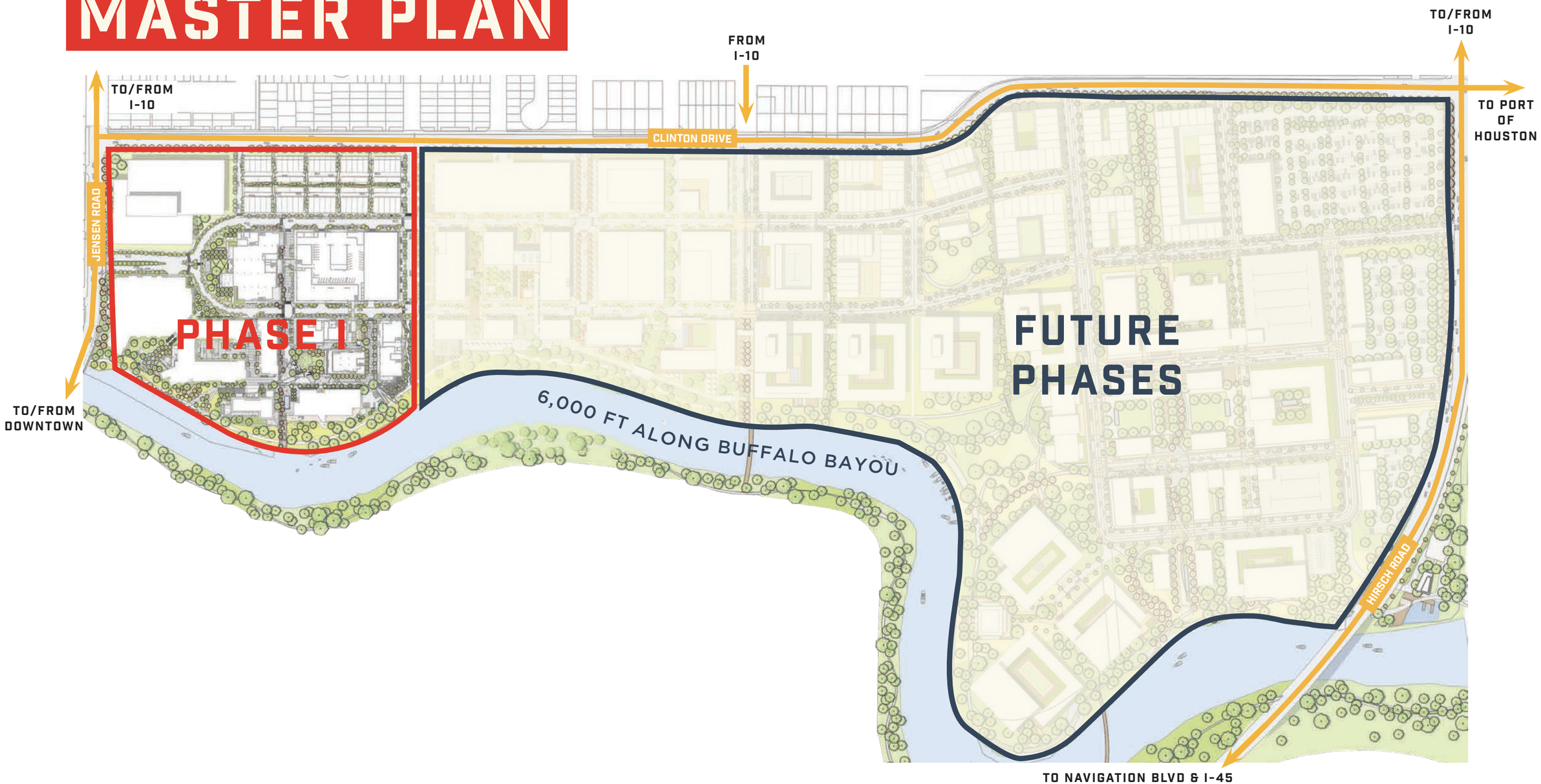
2023 PROJECTED HHI WITHIN 5 MILES **$102,652**

EASTWARD UPRISING

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

MASTER PLAN


TO/FROM
I-10
FROM
I-10
TO/FROM
I-10
TO PORT
OF
HOUSTON
CLINTON DRIVE
JENSEN ROAD
PHASE I
FUTURE
PHASES
TO/FROM
DOWNTOWN
6,000 FT ALONG BUFFALO BAYOU
HIRSCH ROAD
TO NAVIGATION BLVD & I-45

PHASE I

A	38,000 SF OFFICE 70,500 SF RETAIL
B	PLAZA PAVILION 6,500 SF RETAIL
C	63,500 SF OFFICE 10,300 SF RETAIL
D	62,100 SF OFFICE 11,000 SF RETAIL
E	BAYOU PAVILION 9,100 SF RETAIL
G	PARKING GARAGE 1,000 SPACE
M	THE LAURA 350 UNIT MULTIFAMILY 9,750 SF RETAIL
F	29,000 SF OFFICE 17,000 SF RETAIL

Subject to change

PHASE I SITE PLAN

PLANNED SF CLASS-A OFFICE SPACE

198 K

PLANNED SF RETAIL SPACE

140 K

PLANNED SF MULTI-FAMILY UNITS

359

ACRES OF GREEN SPACE

3 AC

BUILDING F

SUMMARY: 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
29,000

RETAIL SF
27,650

STORIES
3

DELIVERY DATE
2022

BUILDING E

SUMMARY: The jewel box of Phase I, this restaurant space provides guests with unparalleled views of the Houston skyline, Buffalo Bayou, and the activated hike and bike trails.

RETAIL SF
9,000

STORIES
2

DELIVERY DATE
2022

BUILDING C

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

OFFICE NRSF
63,500

RETAIL SF
9,300

STORIES
5

DELIVERY DATE
2022

BUILDING B

SUMMARY: Located in the heart of Phase I, this building is designed to include a covered outdoor terrace opening on to the activated plaza.

RETAIL SF
6,000

STORIES
1

DELIVERY DATE
2022

BUILDING G

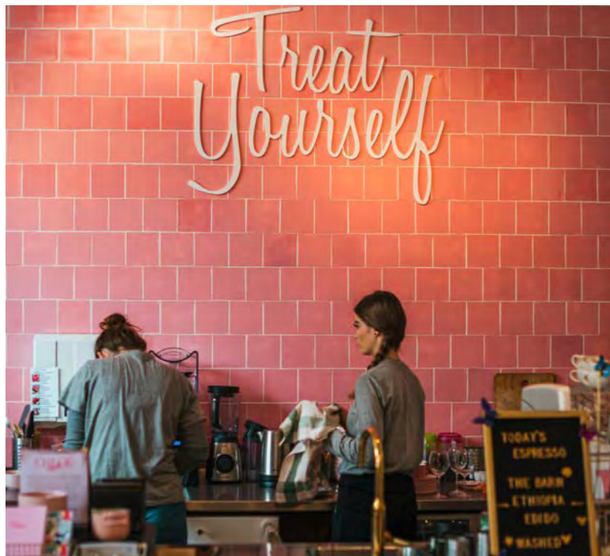
SUMMARY: Located at the primary intersection entering East River, retailers will have prominent visibility along the main drive, and convenient access to integrated parking.

RETAIL SF
15,024

STORIES
6

DELIVERY DATE
2022

BUILDING D



SUMMARY: 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
62,100

RETAIL SF
10,422

STORIES
5

DELIVERY DATE
2023

BUILDING A

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

ENTERTAINMENT SF
41,500

GROUND FLOOR RETAIL SF
29,000

STORIES
3

DELIVERY DATE
2022

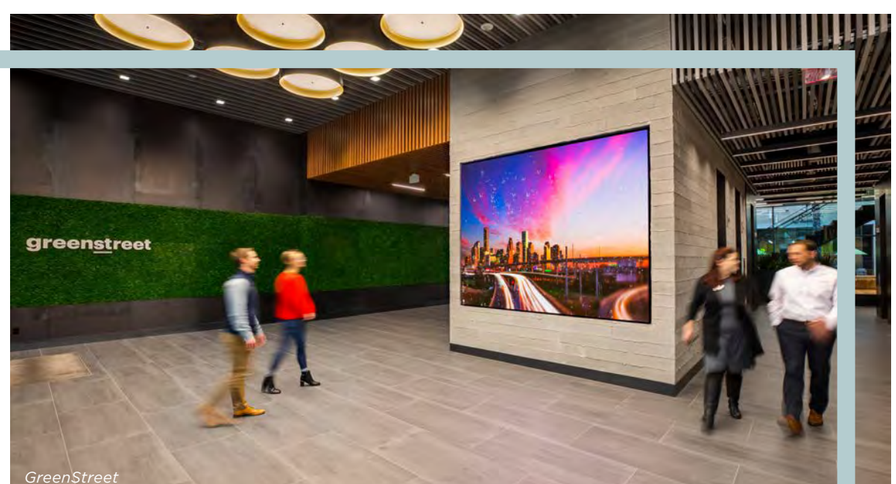
MIDWAY

OUR PURPOSE IS TO CREATE ENDURING INVESTMENTS AND REMARKABLE PLACES THAT ENRICH PEOPLE'S LIVES.

Houston-based Midway is a privately owned, fully integrated, real estate investment and development firm that has provided the highest level of quality, service and value to our clients and investors for more than 50 years. Our portfolio of projects completed and/or underway consists of approximately 45 million square feet of properties ranging from mixed-used destinations, office, institutional and master-planned residential communities. Midway continues to develop projects of distinction, aesthetic relevance and enduring value for our investors, clients and the people who live, work and thrive in the environments we create.

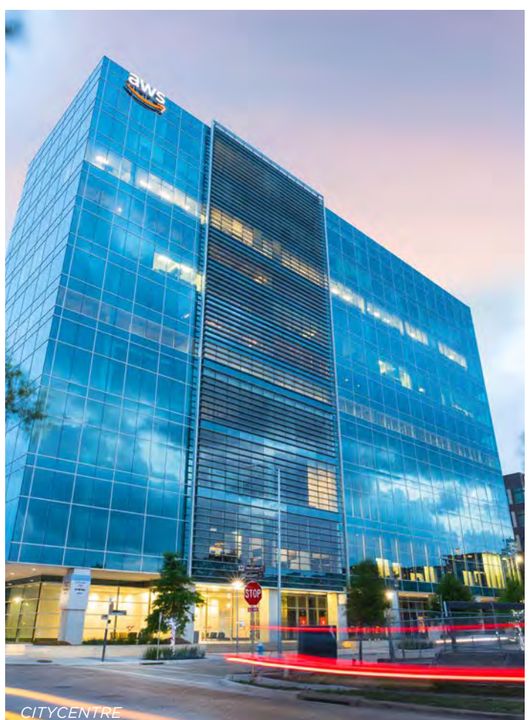
TOP WORK PLACES 2019 HOUSTON CHRONICLE

TOP WORK PLACES 2018 HOUSTON CHRONICLE



GreenStreet

Buffalo Heights



CITYCENTRE

CITYCENTRE

MIDWAY BY THE NUMBERS

52
YEARS IN BUSINESS

140+
PEOPLE

12
MIDWAY OFFICES

12
AWARDS IN 2019

550+
EVENTS IN 2019

9
REMARKABLE PLACES

ACTIVE PORTFOLIO

$2B
ASSETS UNDER MANAGEMENT

36
INVESTMENTS

2.7M
SF OF OFFICE

978K
SF OF RETAIL/ ENTERTAINMENT

Kirby Grove

MIDWAY

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

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