

**EAST RIVER**



# EXPLORE ANOTHER SIDE OF HOUSTON



# URBAN BY NATURE

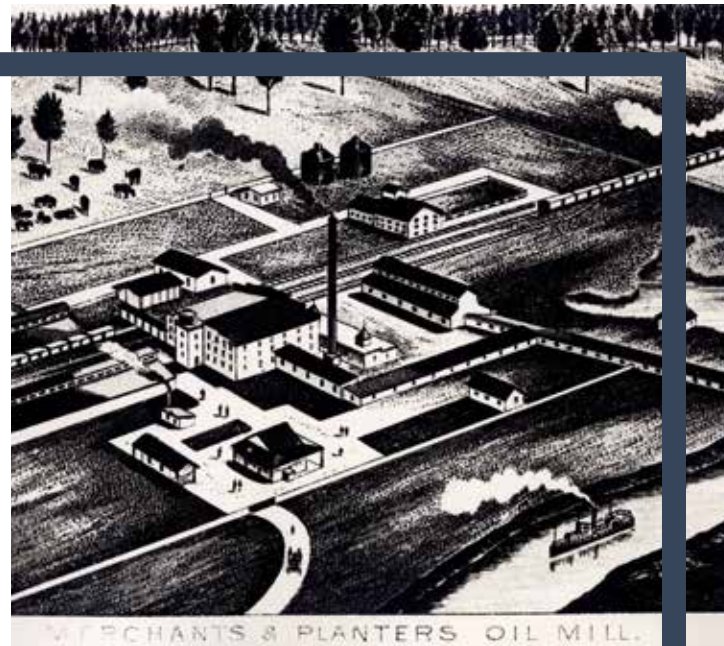


Authentic and modern. Residential and mercantile. City and nature. East River rises on Buffalo Bayou, opening more than 150 acres of waterfront property that had been closed to the Houston community for generations. East River complements its unique setting amid historic neighborhoods and walkable districts, where it connects communities to parks, greenspaces and the water. The urban core's largest redevelopment site, East River carefully mixes residential, restaurant, office, retail, entertainment and recreational development, all working in harmony to celebrate local cultures, cuisines, arts and history.

Less than a mile from downtown, East River is being designed for the way people want to live now, richly imbued with the spirit of Houston's trailblazing past and ready to inspire a bold vision for its future.

**EAST RIVER IS  
WHERE CULTURE  
AND COMMERCE  
THRIVE TOGETHER**

# HISTORY BEGINS AGAIN



The story of East River is as old as can-do Houston itself. On the shores of Buffalo Bayou, called Buffalo River back then, Houston was founded and formed. By the turn of the 20th century, the city grew westward and the present-day East River site became home to the Merchants and Planters Oil Company, owned by William Marsh Rice, founder of Rice Institute. But a series of dramatic events in quick succession—the great Galveston hurricane of 1900 and a fire that destroyed the mill—changed the fate of the area.

By the 1920s, Brown & Root Engineering and Construction Company was making its mark as a pioneering road and general contracting company. At one time, 5,000 people came to work on-site every day, engineering and building the most important landmarks around Houston. They also built ships and tanks to win World War II, the first offshore oil rigs, NASA Mission Control, even the brashly nicknamed Eighth Wonder of the World, the Astrodome. World-leading technological marvels bear the imprint of men and women who worked here.

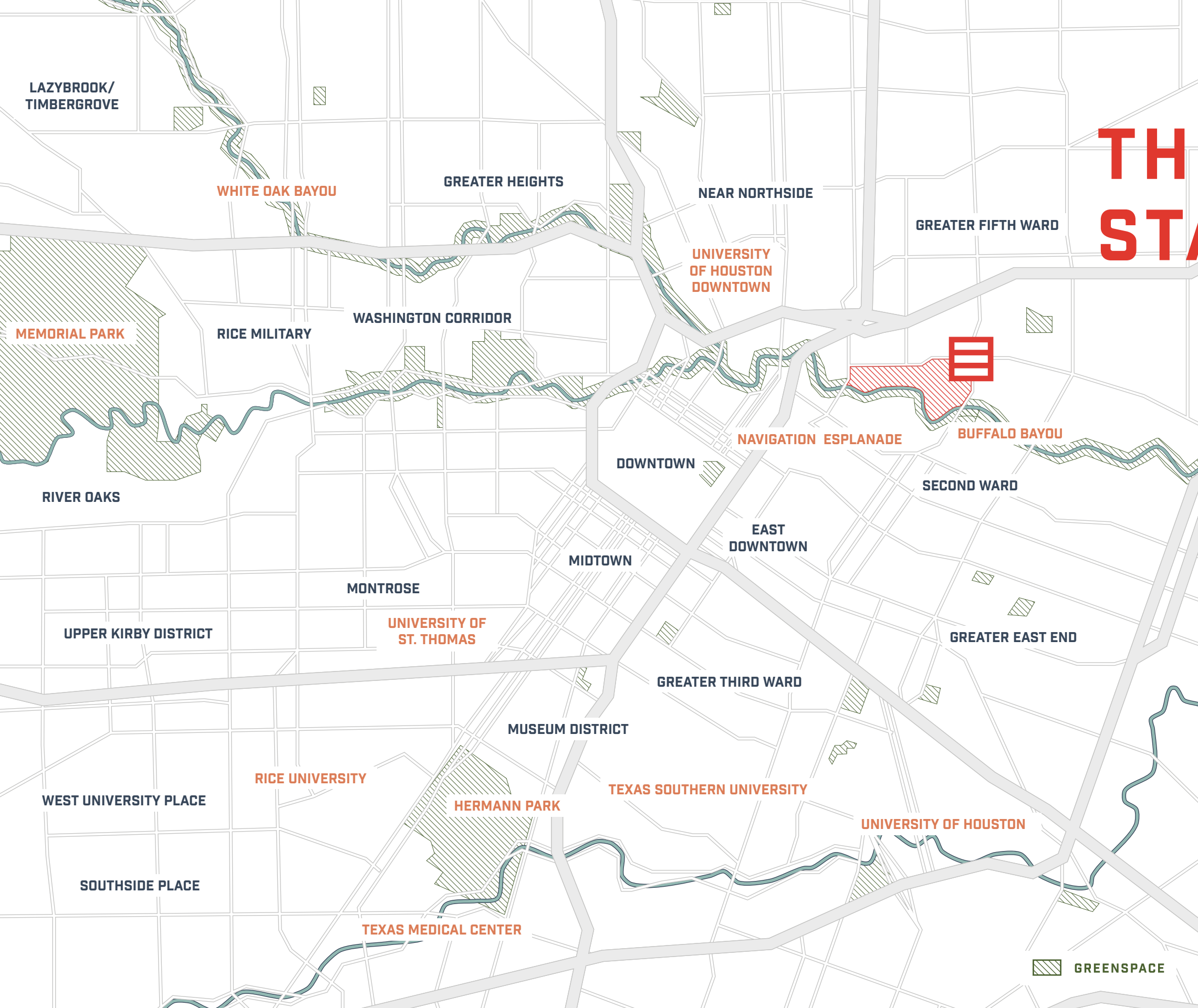
But by the second decade of the 21st century, the once bustling campus lay dormant, awaiting a new wave of innovators. Now, opportunity and fortune have found the site again and a new chapter in this storied landscape's history begins.

Clockwise from left: (1) Merchants and Planters Oil Company oil mill, approximately 1890. Special Collections, University of Houston Libraries. University of Houston Digital Library. Web. July 17, 2017. (2) Ship Turning Basin, Buffalo River, Houston, Texas - Front. [1914-1924]. Special Collections, University of Houston Libraries. University of Houston Digital Library. (3) By A. L. Westyard (attributed) (active 1890s). [Public domain], via Wikimedia Commons. (4) "New Rice Stadium construction, with Brown and Root construction machinery in foreground." (1950) Rice University: <http://hdl.handle.net/1911/71632>



**REINVENTING  
AND REVIVING  
UNUSED LAND AS  
NEIGHBORHOODS  
AND WALKABLE  
DISTRICTS**





# THE FUTURE STARTS HERE

**150**

ACRES  
*An area roughly the size of 60 Downtown Houston city blocks*

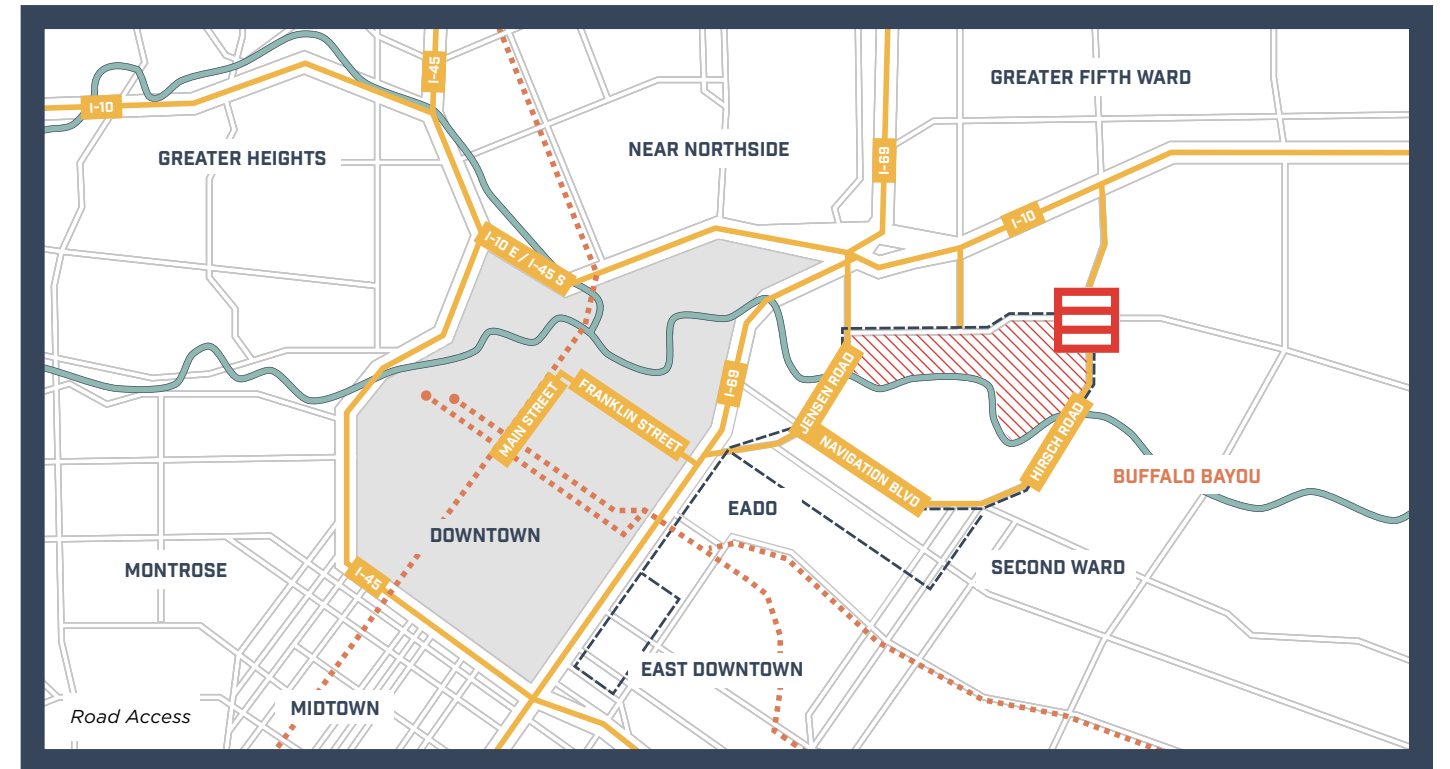
**1+**

MILES OF WATER FRONTAGE  
*That's about the same distance as The Woodlands Waterway from the Cynthia Woods Mitchell Pavilion to I-45*

Why East River? Because it is loaded with potential—an ideal combination of location, space and history. East River offers immediate access to the richness and excitement of the nation's most diverse city, world-class theater and museums, and three professional sports venues. It is on the doorstep of the city's convention district, its central business district, and the most exciting dining and entertainment scenes anywhere to be found.

Surrounding East River is a collection of communities and maker spaces where music and culture, food and friendship are as real and homegrown as it gets.

# A NEIGHBORHOOD WHERE EVERYONE BELONGS



**WEAVING  
A TAPESTRY  
OF PEOPLE  
AND PLACES**

Digging into Houston's diverse neighborhoods makes living here endlessly entertaining and allows residents to create relationships that are real and rewarding. Smell the roasting coffee on Harrisburg or feel the pulse of live music at Fifth Ward Jam. And there's so much more waiting to be explored. Whether it's a bike ramble winding up at a neighborhood watering hole, sampling artisanal goods at the Sunday market, or kicking back at one of Houston's most creative craft breweries, it's all close at hand. The city's birthplace at Allen's Landing is just up Buffalo Bayou. And for more than 100 years, the Port of Houston has handled the world's cargo on the Ship Channel just downstream.

Best of all, East River is a stone's throw from and right in the middle of the city's most historically and culturally important neighborhoods.

# EAST RIVER BY THE NUMBERS

## DISTANCE FROM SITE TO

DOWNTOWN HOUSTON

< 1 MI



7 GROCERS, AND AN 8TH PROPOSED

2.5 MI



BUFFALO BAYOU PARK

4.7 MI



UNIVERSITY OF ST. THOMAS

5 MI



MUSEUM DISTRICT

5.6 MI



PORT OF HOUSTON

5.7 MI



RICE UNIVERSITY AND HERMANN PARK

6.2 MI



MEDICAL CENTER

6.4 MI



GALLERIA

9.4 MI



HOBBY AIRPORT

13.6 MI



IAH AIRPORT

19.2 MI



HOUSTON SPACEPORT

21 MI



■ RAIL ■ CAR ■ BUS ■ BIKE ■ WALK



LESS THAN A MILE FROM DOWNTOWN

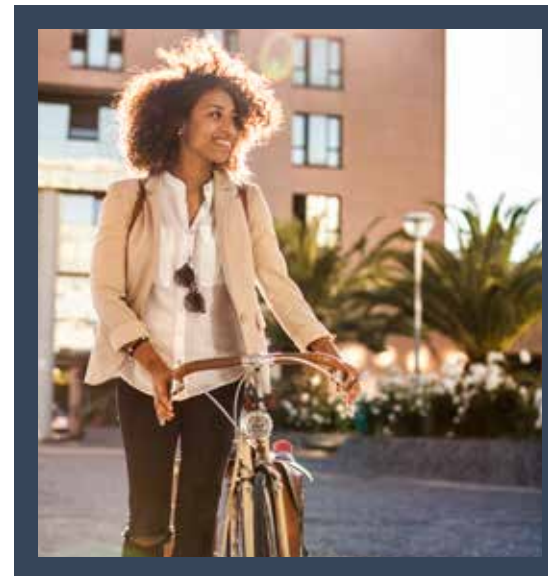
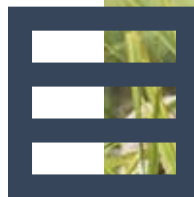


**DESIGNED  
FOR THE WAY  
PEOPLE  
WANT TO LIVE  
TODAY**



# BUILDING A BETTER QUALITY OF LIFE

East River is more than redevelopment. It's a reimagination of how we can work, live and play in harmony with our surroundings. As East River rises, its aspirations will be measured by its impact far beyond brick and mortar. A set of five guiding principles steers decisions and design from the outset of master planning and through each phase of execution.



## URBAN

East River is urban in nature. Its scale, density, sensibility and aesthetic fit a multicultural, international city. Sophisticated but never stuffy, East River delivers experiences that welcome and celebrate a wide range of ages, lifestyles, cultures, attitudes and aspirations.

## ACTIVE

East River connects people to green spaces and more than a mile of waterfront, making it easy and inviting to enjoy an active, outdoor lifestyle. Thoughtfully designed with multiple points of entry, East River offers effortless access to the signature waterway and European-style, open-air plazas. East River is highly walkable, bikeable and livable, elevating the experience of wellbeing, vibrancy and fun.

## EXCELLENT

East River achieves excellence, from thoughtful design and attention to detail, synergies of complementary uses, and through diligent execution. East River is committed to good stewardship of resources—natural, financial, cultural and civic—to deliver a high quality experience for patrons, positive impact for the community, and superior returns for partners.

## AUTHENTIC

East River is unique and differentiated. Inspired by local context, history, natural amenities and the city's energy, East River does not imitate another place. Instead, East River amplifies what is best and irreplaceable about Houston: cuisine, music, business, science, sport and arts. East River honors the past while embracing change and generating excitement for what comes next.

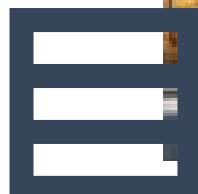
## EXPONENTIAL

East River's mix of uses increases the value of assets by creating synergy with other complementary uses. Together, the individual components of the carefully planned development achieve higher returns at greater velocity than they typically would in isolation. Stitching these guiding principles together is an overall focus on connectivity—connection to the waterfront, connection across the community, and connections between greenspaces and people in each phase and district.

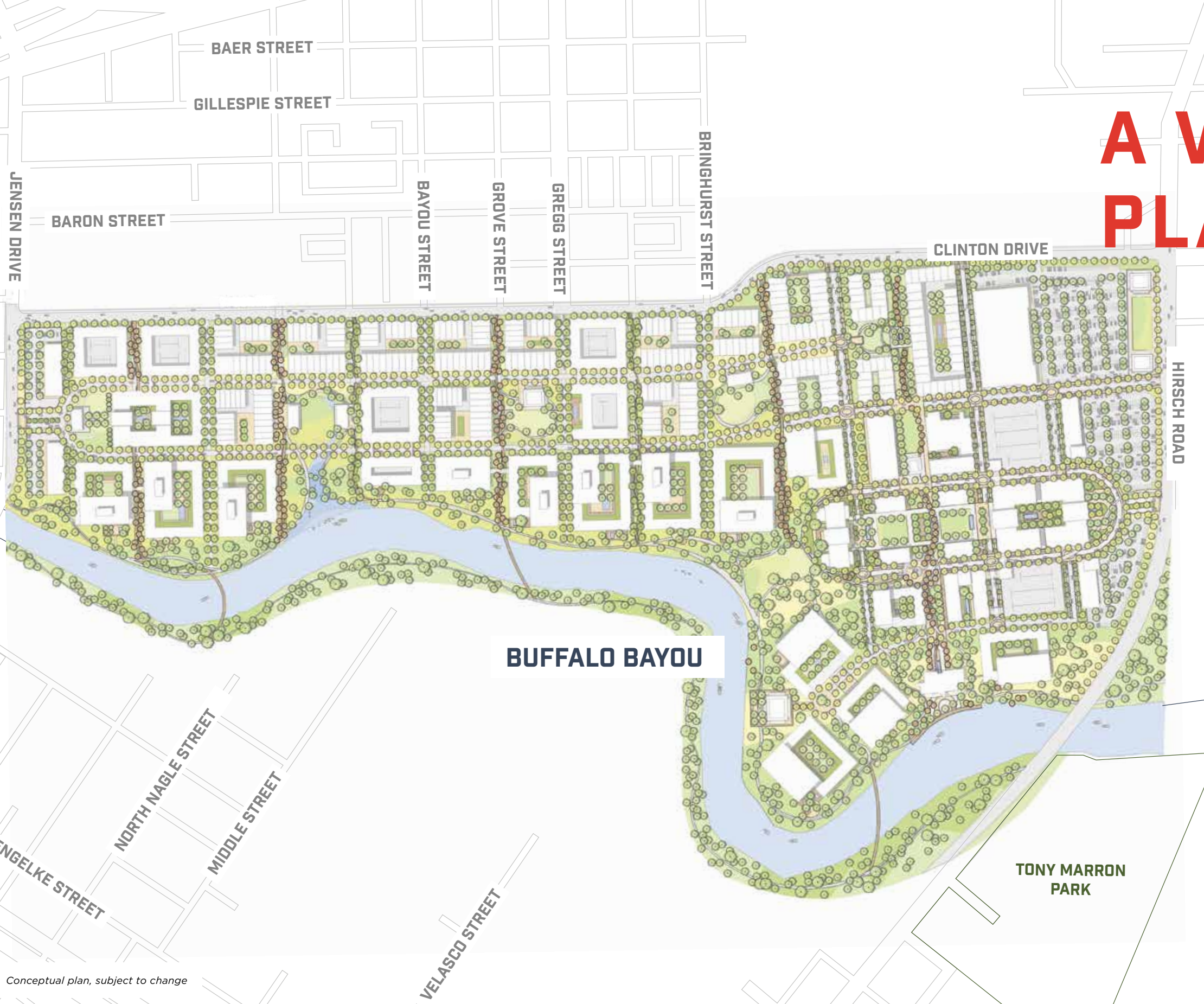
# A LOOK TO THE FUTURE



Clockwise from left: (1) Central green space activated with events. (2) View of Buffalo Bayou frontage along East River, looking Northeast. (3) Linear green spaces dispersed throughout East River's master plan.



# A VISIONARY PLAN



**70%**

BUILDABLE AREA

**+/- 17**

ACRES OF PARKS AND GREENSPACES

**3+**

MILES OF WALK & BIKE PATHS

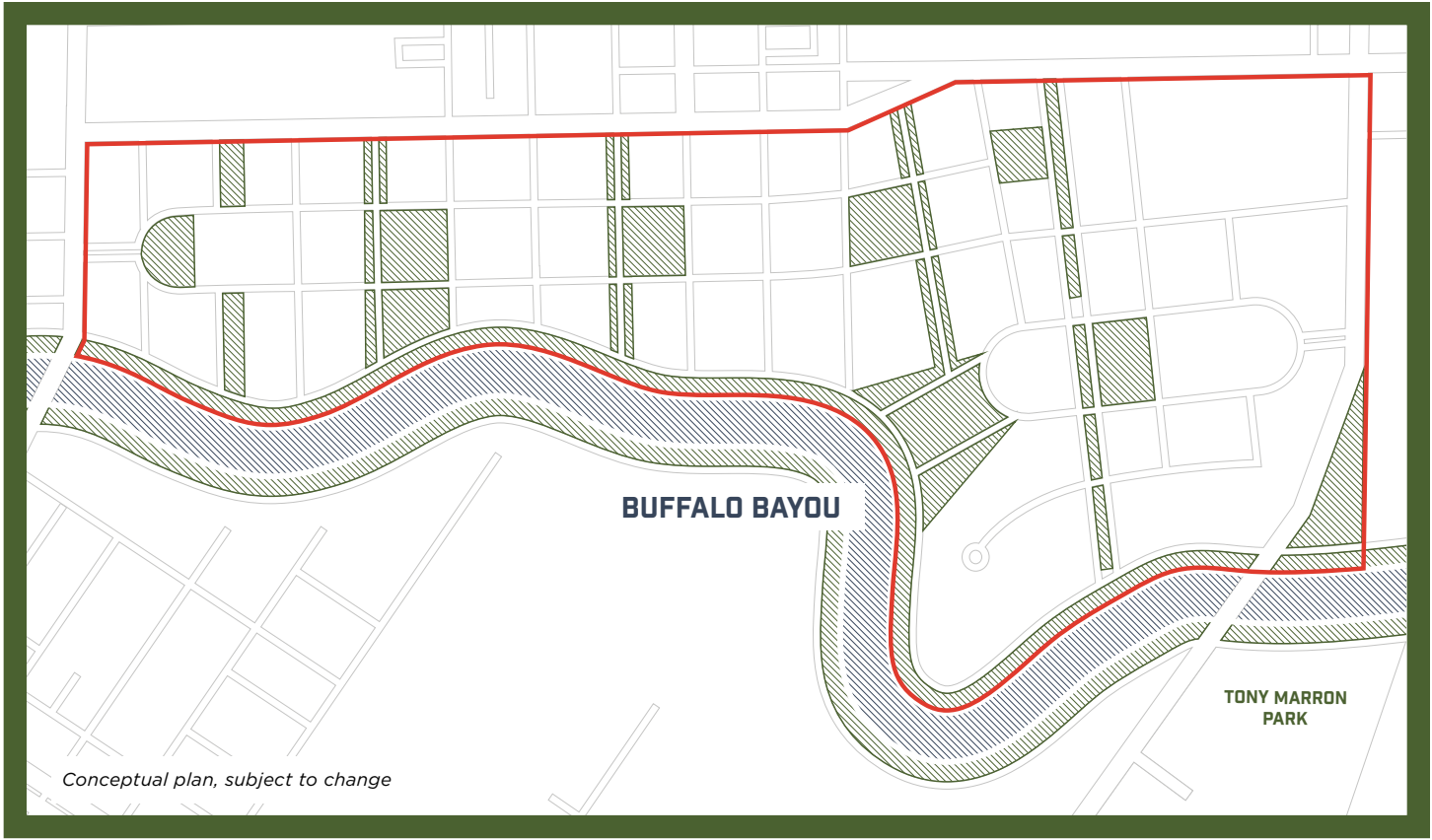
**7+**

SYNERGISTIC USES

Designed to grow and evolve through multiple phases across a decades-long development horizon, the master plan of East River provides an inspiring canvas for a mix of synergistic uses. By focusing on connection to the water, central green spaces, active transportation and upgraded infrastructure, the early phases of development set the tone for a world-class collection of districts.

As it grows, East River is ideally positioned to serve a wide range of residents and a spectrum of housing price points, innovative and globally competitive companies, cutting-edge retail and restaurant concepts, and a host of institutional, educational and recreational opportunities.

# MAKING AN ACTIVE LIFESTYLE EASY



## CONNECTING COMMUNITIES TO PARKS, GREENSPACE AND THE WATER



East River is planned as a community where health and wellbeing are built-in. The pedestrian-friendly neighborhoods make it easy for residents to move from home to work and play. In addition to these thoughtfully planned business and residential areas, the community is designed to offer ready access to trails, parks, and tree-lined greenways that invite people to walk, bike, jog, hike, boat and play. Getting outside in Houston has never been easier or more fun. Forming a new eastern section of Buffalo Bayou's trail network, East River will link with the emerald necklace of waterfront parks that have transformed Houston into a world leader in urban park development.

# IT'S ALL HAPPENING HERE



## WORK

Entrepreneurial start-ups to Fortune 500 stalwarts appreciate proximity to powerhouse universities, global transportation arteries, financial acumen, and diverse housing options.



## PLAY

Walk to MLB, NBA and pro soccer games. Enjoy the most theater seats outside New York, or partake in arts, sports, biking, boating, running, or a picnic in the park.



## LIVE

East River is masterfully planned with a wide range of housing options in welcoming, walkable neighborhoods where communities will take root and thrive.



## DINE

With a world of cuisines to match Houston's diversity, East River will cater to the most adventurous to the solidly down-home.



## SHOP

Houston loves to shop. East River will offer retailers and shopaholics the flexibility to run the gamut from funky, locally owned boutiques to nationally prominent brands.



Celebrating local cuisines, cultures, arts and history, East River is in the center of Houston, the most diverse major metropolitan area in the nation. The harmonious mixture of all these flavors, textures, languages and outlooks will create a place that is worldly yet friendly, savvy but unpretentious, adventurous and willing to experiment, while staying true to its roots.

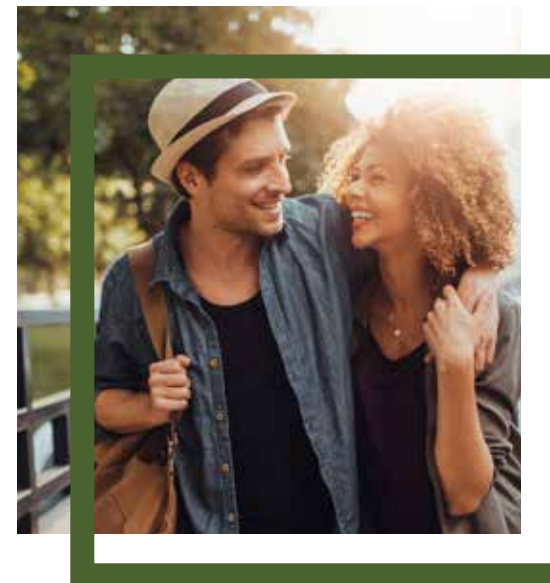
Houston's a place where hard work and ingenuity still can make dreams come true. Whether you're a large business or a small retail store, East River has everything you need to be competitive, while centrally located in a dynamic city. So innovate, incubate, and collaborate—it's all happening here.

**OFFICE, RETAIL,  
RESIDENTIAL,  
RESTAURANT,  
HOSPITALITY,  
INSTITUTIONAL,  
ENTERTAINMENT,  
RECREATIONAL,  
AND INCUBATOR  
SPACES.**



# A REPURPOSED PLACE, WITH DEEP PURPOSE

East River is more than just repurposed waterfront property. It is a place with deep purpose and principles that honor both its heritage and history, in a landscape that uncovers its natural beauty. East River's restoration is conservation-minded, aiming to create a community that will serve as a model for better living for years to come.



## SUSTAINABLE DEVELOPMENT

Landscape and streetscape design can be used to manage stormwater, protect water quality and bring elements of nature into the city. Integrating landscape design and infrastructure provides sustainable roadways that will benefit East River environmentally, economically, socially and sustainably.

## STREETSCAPE

Streetscape design will affect the livability, vitality and character of East River. Improving the quality of streetscapes can be achieved by creating greener, pedestrian-friendly sidewalks, bike paths and amenities that allow for the integration of life, work and play.

## UNOBSTRUCTED VIEWS

The roads, building faces and park spaces at East River are positioned to capture the views of the downtown skyline and open spaces within the development. The breathtaking visual of Houston's downtown skyline adds value to the residences, parks and commercial buildings in the area.

## PHASING

The phasing strategy for East River is key to the success of the project. By developing a heart to the project, with office, residential, restaurant, retail and park space, people are drawn into the site and compelled to enjoy its unique benefits from the very beginning.

## AMENITIES

A variety of recreational and cultural amenities will benefit people living and working at East River, as well as neighboring communities, the Houston region, and visitors to the city.

## PUTTING PEOPLE FIRST

Preserving the unique natural resource near the waterway, circulation along the river is pedestrian-centric and bike-friendly. Defined zones for human and vehicular environments make the trip from perimeter to water and from one end of East River to the other comfortable and inviting for active transportation. The healthy lifestyle people want to live now is waiting to be explored, just a stone's skip across the bayou.



# ABOUT MIDWAY

Houston-based Midway is a privately owned, fully integrated real estate development and investment firm that has provided the highest level of quality, service and value to our clients and investors for almost 50 years. Our portfolio of projects completed and/or underway in 23 states and Northern Mexico consists of approximately 45 million square feet of properties ranging from mixed-used destinations, office, industrial facilities, and master-planned residential communities. Midway continues to develop projects of distinction, aesthetic relevance and enduring value for our investors, our clients, and the people who live, work, and thrive in the environments we create.

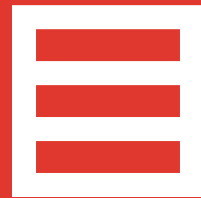
Explore East River.

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713-629-5200

**MIDWAY**





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