

EAST RIVER



**THERE'S NEVER**

**BEEN A MORE**

**EXCITING TIME**

**TO BE IN**

**HOUSTON**







# READY FOR ANYTHING

Built for inventors, builders, creators, and connectors. Designed to capture the city's energy and excitement, from breathtaking views to homegrown soul. Everything a blossoming business or major player needs. Electrifying mixed-use space, all located along Buffalo Bayou. Your next opportunity is now.

Houston is the second-fastest growing major US metro area and is the most diverse city in the nation. Offering a variety of industry sectors and standing out as the energy capital of the world, Houston has been creating jobs and drawing young talent for decades.

Large-scale developments and investments, including \$208M toward Buffalo Bayou Park, are making Houston stand out as a competitive American destination. Named among the country's most exciting food cities and as the most visited and diverse city, Houston provides visitors and locals with unsurpassed experiences through food, the arts, sporting events, and recreational parks.







A CITY BUILT FOR GROWTH, HOUSTON OFFERS WORLD-CLASS INFRASTRUCTURE AND A TITLE AS THE NUMBER ONE METRO AREA FOR ECONOMIC GROWTH POTENTIAL,

**MAKING TODAY THE BEST TIME TO BE A PART OF HOUSTON**



**CORPORATE HEADQUARTERS**

**23**  
FORBES  
GLOBAL 2000

**100**  
INC  
500

**21**  
FORTUNE  
500

**41**  
FORTUNE  
1000



NAMED AMONG THE COUNTRY'S  
**MOST EXCITING FOOD CITIES**  
AND AS THE  
**MOST VISITED & DIVERSE CITY**

CITY OF HOUSTON RANKED

**NO.3**

AMONG TOP CITIES FOR BUSINESS,  
INVESTMENT, AND LIFESTYLE



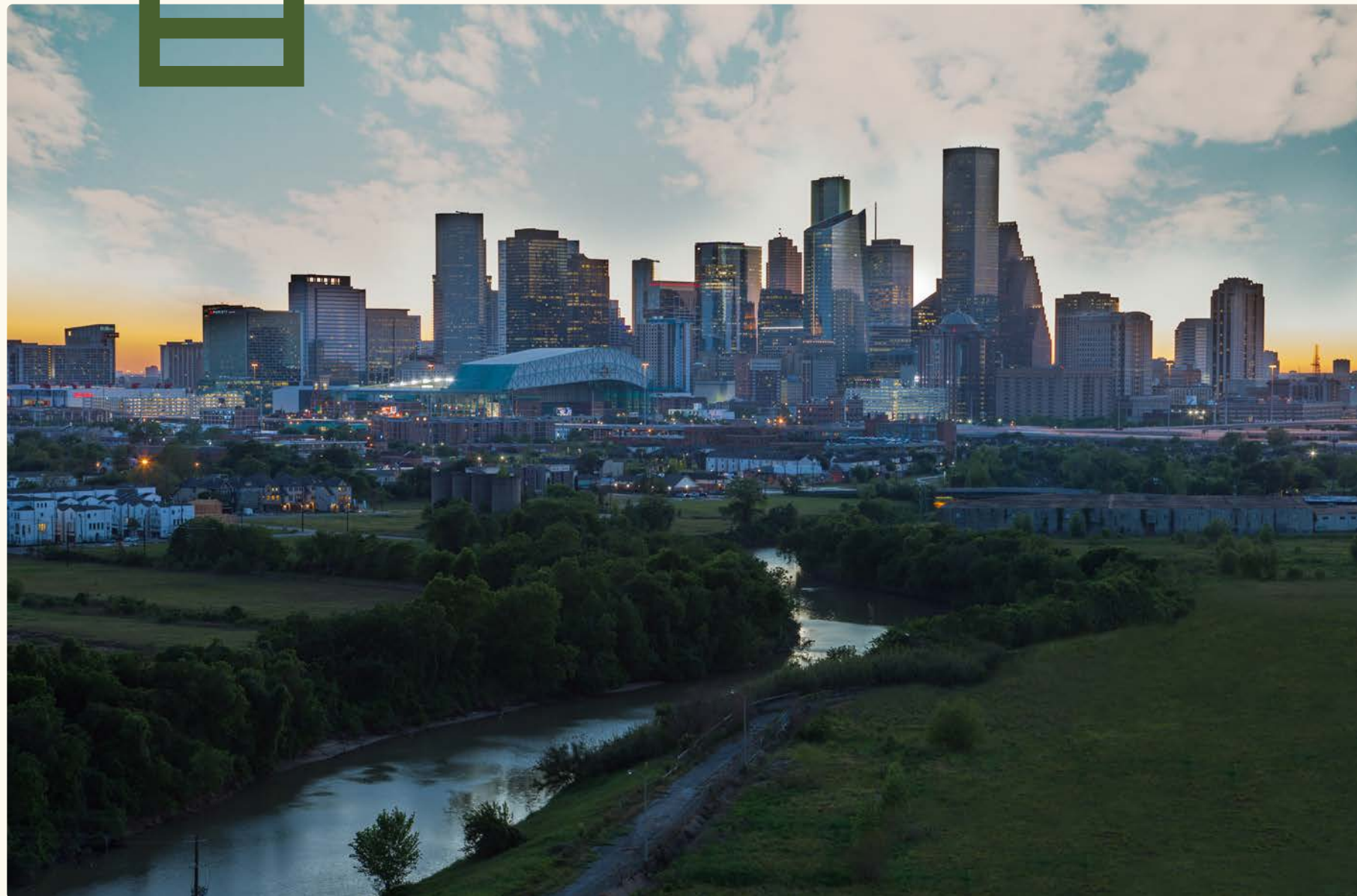
**STRONGEST  
JOB  
GROWTH**

THIS YEAR IN THE  
FOLLOWING SECTORS:

- + PROFESSIONAL SERVICES
- + HEALTHCARE
- + MANUFACTURING

# EXPLORE ANOTHER SIDE OF HOUSTON

Rising along Buffalo Bayou, East River is channeling the city's energy and spirit into a mixed-use development just minutes from downtown.



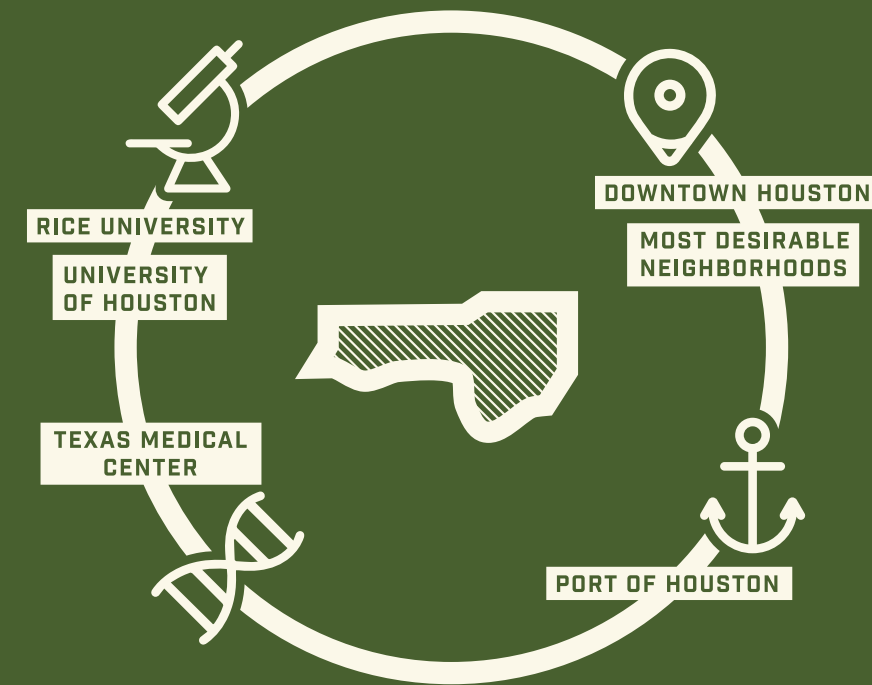
“HOUSTON’S [DIVERSITY] IS 25 YEARS AHEAD OF THE REST OF THE COUNTRY, SOON ALL OF AMERICA WILL LOOK LIKE THIS CITY.”

STEPHEN L. KLINEBERG  
SOCIOLOGIST, KINDER INSTITUTE FOR URBAN RESEARCH

LOCATED ON THE  
BUFFALO BAYOU  
HIKE & BIKE TRAILS



AND CONNECTED TO  
500 MILES  
OF BIKE LANES



<1 MILE FROM



<25 MINUTES  
AWAY FROM  
TWO MAJOR  
AIRPORTS

GEORGE BUSH  
INTERCONTINENTAL  
AIRPORT

**186** NON-STOP DESTINATIONS

WILLIAM P. HOBBY  
AIRPORT

**56** NON-STOP DESTINATIONS



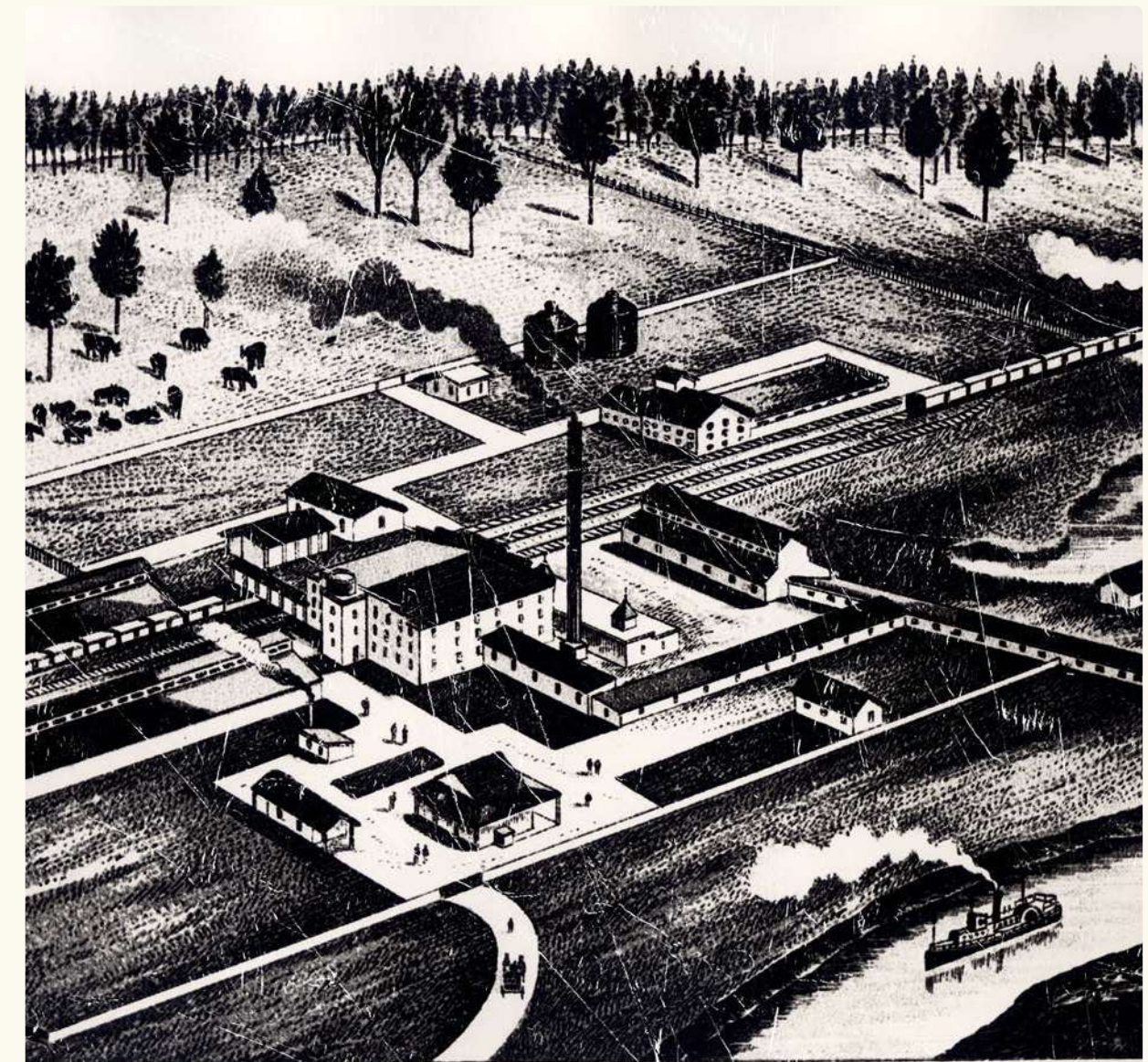
# RICH IN HISTORY, RICH IN POTENTIAL

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 and a fire that destroyed the mill changed the fate of the area.

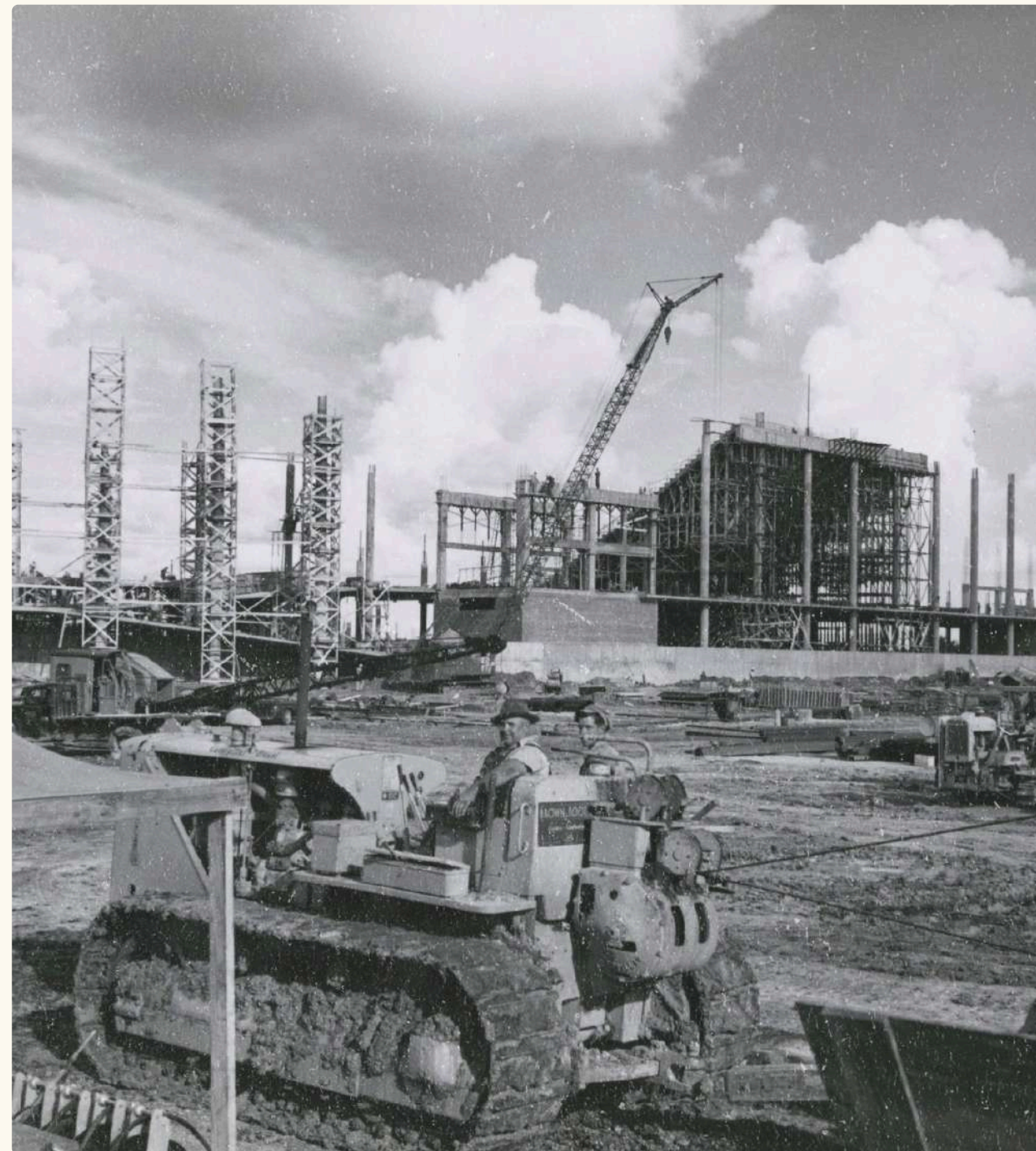
By the 1920s, Brown & Root Engineering and Construction Company was making its mark as a pioneering road and general contracting company. At one time, 5,000 people came to work on-site every day, engineering and building the most important landmarks around Houston. They also built the first offshore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

Explore the original Houston. Explore East River.



MERCHANTS & PLANTERS OIL MILL.







## FIFTH WARD

COMMUNITY REDEVELOPMENT CORPORATION

Formed in 1866, the Historic Fifth Ward was created from portions of the First and Second Wards as well as some lands further north of Buffalo Bayou. Newly freed men and women began settling in the area, growing the population quickly. After a short time, the area was incorporated into the city and given the official status as the “Fifth Ward” of the City of Houston. The Southern Pacific Railroad and the Houston Shipyard became the major employers in the area as the population continued to grow. Early on, The Fifth Ward was coined “The Nickel,” creating a sense of community among its residents and serving as a hub for Black business and congregations.

After the Great Mississippi Flood in 1927, a community called Frenchtown grew out of the Fifth Ward, forming a cultural pocket of Louisiana transplants. The new residents were mostly Catholic Creoles of French, Spanish, and African descent, creating a unique culture. Though they were largely seen as Black by laws and society, the Frenchtown Creoles and long-term residents of the Fifth Ward considered themselves distinct and separate groups. Over time, the Creole community

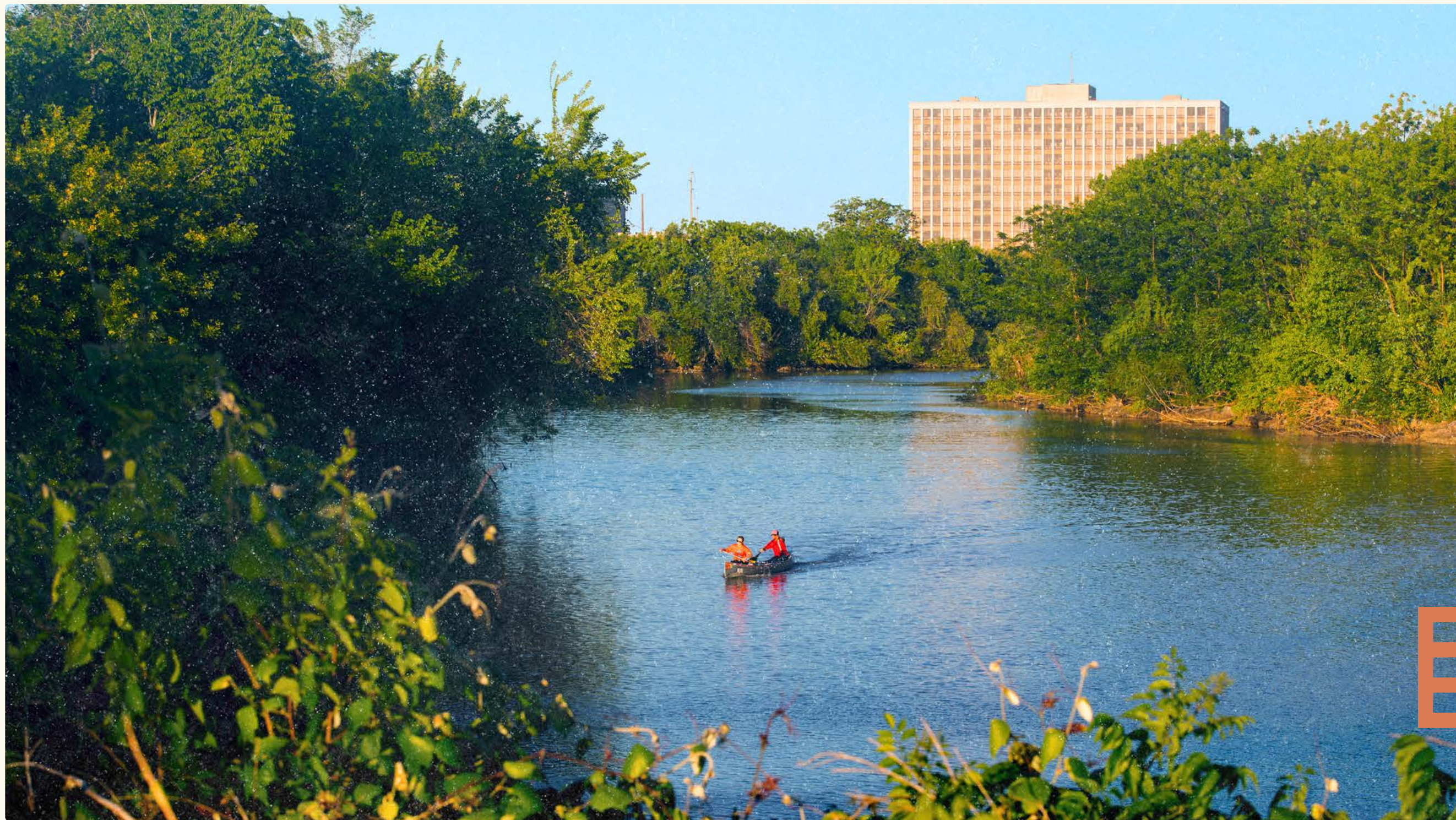
blended with other groups, but they left a lasting impact in the area, particularly in food, music, and culture.

Over the last several decades, The Nickel has been met with challenges, but the future is looking bright. In 1989, the Fifth Ward Community Redevelopment Corporation (FWCRC) was created to enhance the quality of life for individuals and families, foster new commercial business development and public service, and help establish a sense of destination and creative place-making. In recent years, new housing and community developments are seeking to reinvigorate the area. In early 2020, the FWCRC received a Cultural Arts District designation for its work in preserving and promoting the cultural arts of the community.

**In collaboration with the Fifth Ward CRC, East River will serve as a new gateway enriching the lives of an already deeply historic and proud community.**







# URBAN BY NATURE


Exceeding 60 city blocks (150 acres), East River is Houston's largest redevelopment site in the urban core. Situated within multiple historic neighborhoods, East River reconnects the urban fabric to over 6,000 feet of water frontage along Buffalo Bayou.



THE TOTAL SIZE OF

**60**

DOWNTOWN HOUSTON  
BLOCKS

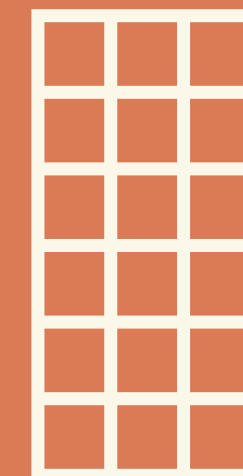
BORDERED BY 

AN IMPRESSIVE  
MILE OF WATERFRONT  
BUT ALSO EXCEPTIONALLY WELL  
PROTECTED FROM FLOODING

VISIONARY:

**150**

THOUGHTFULLY  
PLANNED ACRES



OWNED AND OPERATED BY

**1** OWNERSHIP  
ENTITY

UNLIMITED FLEXIBILITY, QUALITY ASSURANCE,  
AND VALUE PROTECTION



# FORWARD FOCUS

Sustainability, conservation, and ongoing evolution to meet tomorrow's market demands are important considerations in all Midway projects, but especially at East River.



We embrace opportunities to do the right thing, like salvaging 300 trees that were being removed by Houston-area development projects and relocating them to East River. The Tree Farm can be seen along Clinton Drive on the northern boundary of East River. Eventually, these trees will be replanted along public streets, down pedestrian corridors, and in parks at East River.

East River is also now home to two beehives, managed by Alvéole, an urban beekeeping company. The Bee Haven at East River is located within the Tree Farm along Clinton Drive. Urban beekeeping creates an opportunity to educate our community about the environment, repurpose unused space, and produce hyper-local honey to be shared with our neighbors and partners. When East River is open, the Bee Haven will be a unique amenity that can be enjoyed by our office tenants, merchants, restaurants, and residents.

East River is a community that focuses on wellness and sustainability. From LEED certification to solar power efficiency, from hike and bike trails to integrated shower and bicycle facilities, East River has the ability to accommodate any corporate initiative.

Ultimately, our commitment to sustainability is about putting people first. Within the East River master plan, world-class landscape and streetscape design have been crafted to protect water quality and bring elements of nature into the city. Innovative streetscape design provides greener, more people-friendly sidewalks while interconnected regional bike paths provide employees alternative means to commute, recreate, and exercise—inviting active transportation and encouraging a healthy lifestyle.

We are excited about developing a leading-edge, energy-efficient, and environmentally sustainable campus for your company.





# 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 well-being, vibrancy, and fun.

## EXCELLENT

East River achieves excellence, from thoughtful design and attention to detail, to synergies of complementary uses, and through to 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 the 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.





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





# UNPARALLELED ACCESS

GREATER HEIGHTS

HISTORIC FIFTH WARD





NORTHSIDE VILLAGE

WASHINGTON AVE

FOURTH WARD

BUFFALO BAYOU

## LEGEND

-  BUFFALO BAYOU
-  MAJOR ROADS
-  RAIL
-  PROPOSED STREETCAR

MONTROSE

DOWNTOWN

SECOND WARD

MIDTOWN

EAST DOWNTOWN

GREATER EAST END

I-10 E / I-45 S

MAIN STREET

FRANKLIN STREET

I-69

JENSEN DRIVE

NAVIGATION BLVD

HIRSCH ROAD

CLINTON DRIVE

I-69

I-10

I-45





BARON STREET

JENSEN DRIVE

BAYOU STREET

GROVE STREET

GREGG STREET

HURST STREET

CLINTON DRIVE

HIRSCH ROAD

PHASE ONE

FUTURE PHASES

BUFFALO BAYOU

MASTER

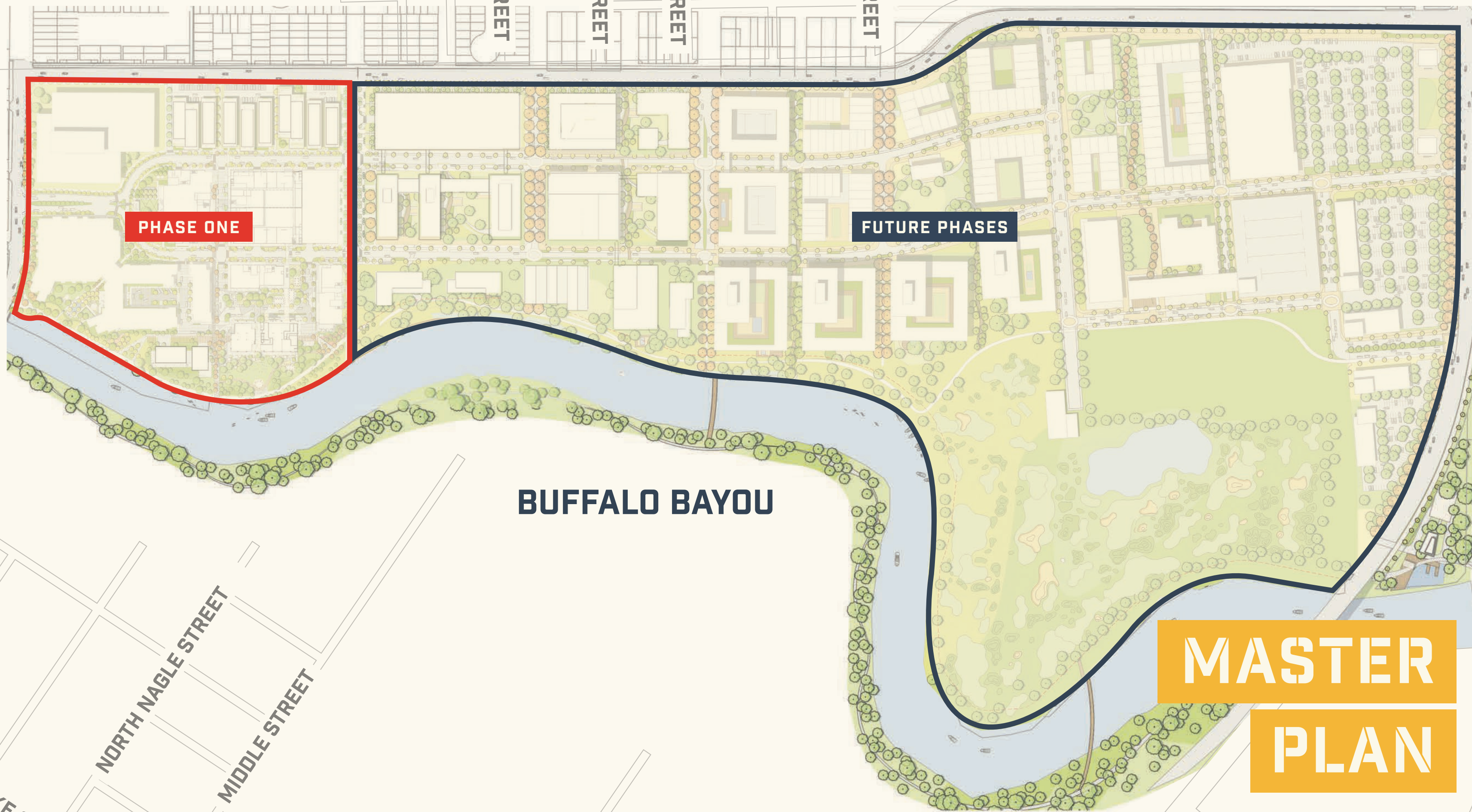
PLAN

ENGELKE STREET

NORTH NAGLE STREET

MIDDLE STREET

STREET







# PHASE ONE

**A**

**OFFICE + RETAIL**  
Office - 100,000 SF  
Retail - 31,300 SF

**C**

**OFFICE + RETAIL**  
Office - 62,100 SF  
Retail - 10,000 SF

**D**

**OFFICE + RETAIL**  
Office - 63,300 SF  
Retail - 10,000 SF

**E**

**RETAIL**  
Retail - 12,000 SF

**F**

**OFFICE + RETAIL**  
Office - 67,500 SF  
Retail - 20,000 SF

**G**

**PARKING GARAGE**  
400 Parking Spaces  
Retail - 11,000 SF

**M**

**THE LAURA**  
350-Unit Multifamily  
Retail - 10,000 SF



# LIVE AT EAST RIVER

With Houston's soaring skyline framing your view, and signature green space on your doorstep, your apartment at The Laura delivers a lifestyle second to none. Your lofty flat is ready for your inspiration, with raw, honest materials and tasteful infusions of color that fuse contemporary urban excitement and a bold industrial history with a beautiful natural setting.

Walk or pedal to cafes and shopping, jog or bike the bayou trails. Historic neighborhoods, farmers markets, festivals, live music, and street art are all part of The Laura's rich cultural tapestry. There's room for you at The Laura.

## THE LAURA

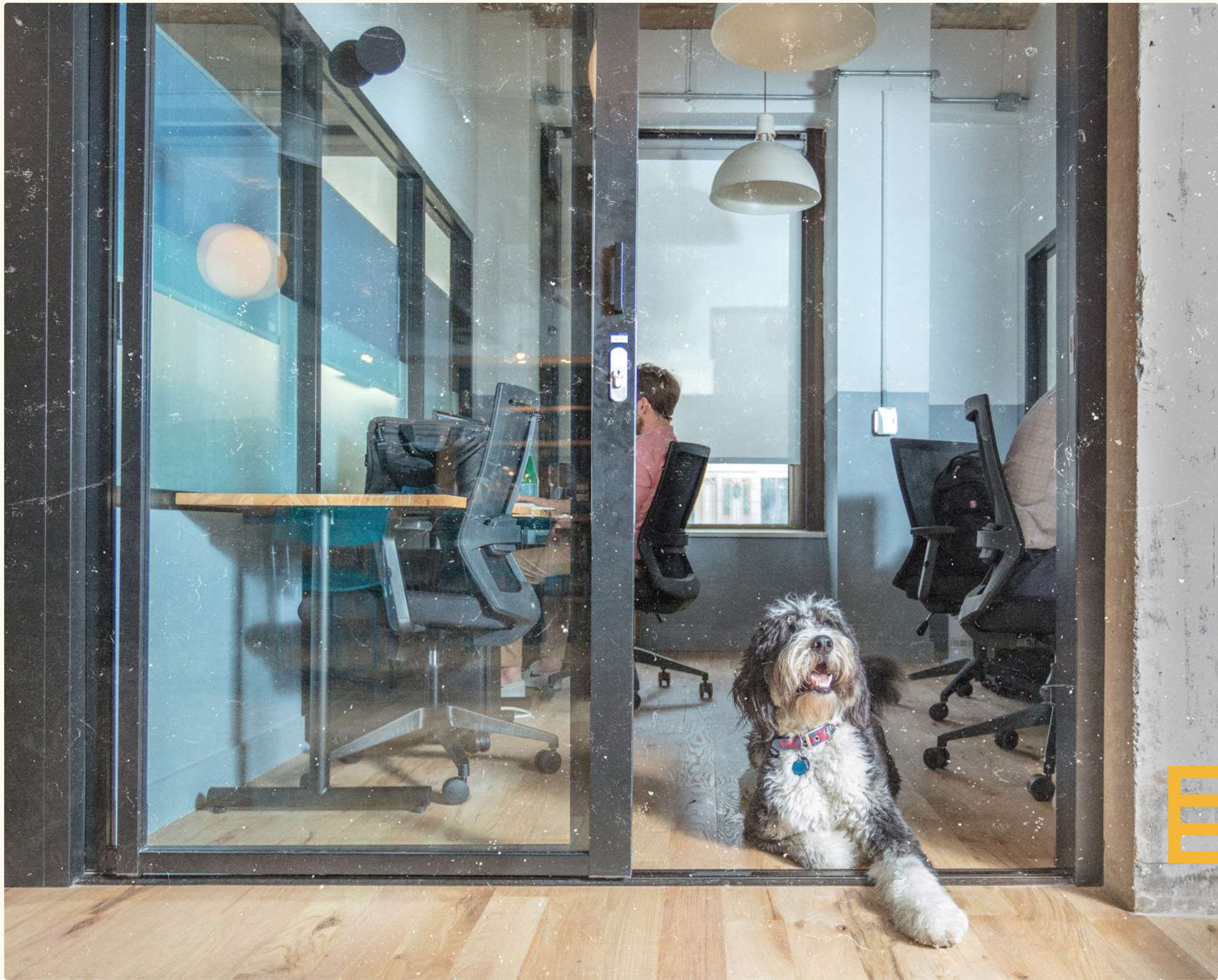


**360**  
UNITS

**10K SF**  
GROUND-LEVEL  
RETAIL







# ROOM TO GROW

East River fits a wide variety of business needs. Do you need part of a floor or a whole floor? Your own building? East River can even create a cutting-edge urban campus in the heart of 150-carefully planned acres, with residences, entertainment, shops, cafes, waterfront trails, and parks.





# IT'S ALL HAPPENING HERE

Authentic and modern. Residential and mercantile. City and nature. East River complements its unique setting amid historic neighborhoods and walkable districts, where it carefully mixes residential, restaurant, office, retail, entertainment, and recreational development, all in working harmony to celebrate local cultures, cuisines, arts, and history.





# SPEND THE DAY AT EAST RIVER

## MORNING



RISE & SHINE

**7 AM**

Run or bike along Buffalo Bayou



GET TO WORK

**9 AM**

At the offices at East River



COFFEE MEETING

**10 AM**

Over lattes at a nearby coffee shop

## AFTERNOON



LUNCH

**NOON**

On a patio by the plaza



HAPPY HOUR

**5 PM**

Have a drink at a local brewery

## NIGHT



DINNER

**7 PM**

At one of East River's signature restaurants



KICK BACK

**8 PM**

Catch some live music

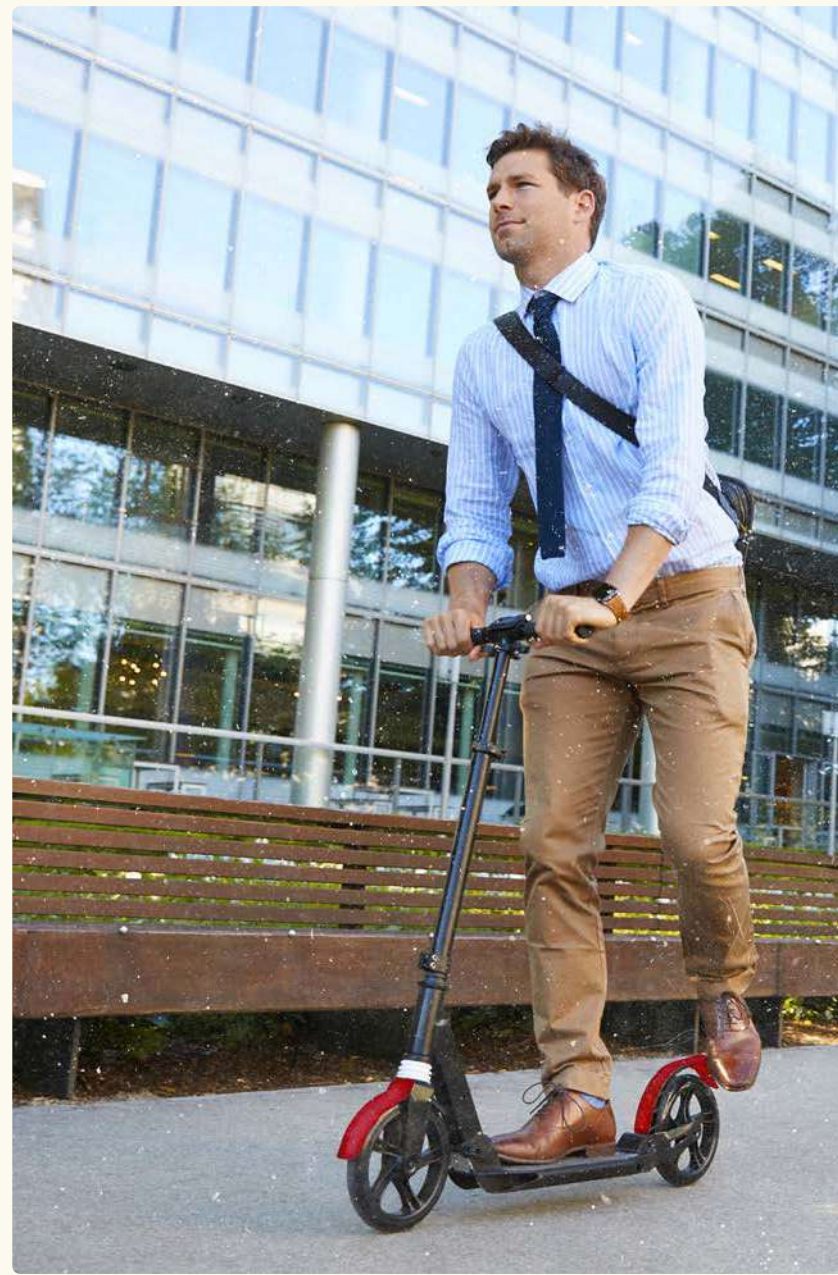


HEAD HOME

**11 PM**

To your personal retreat at The Laura



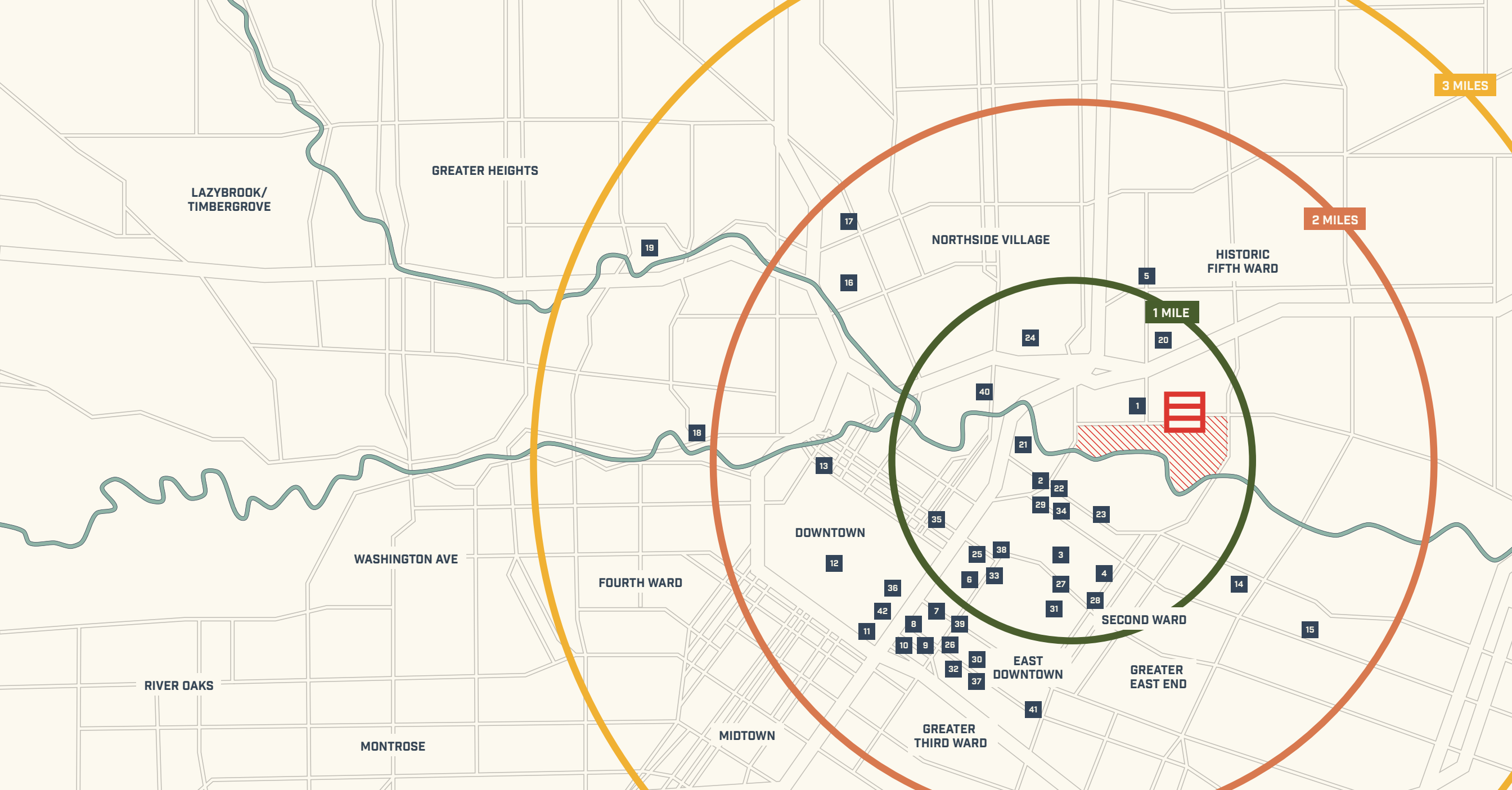


# A NATURAL COMMUTE

Multimodal by design, East River provides direct access to protected bike lanes and dedicated public trails connecting to downtown, Buffalo Bayou Park, White Oak Bayou Greenways, and beyond. East River lets Houstonians live, play, and commute in a way like no other in the "petro metro."







East River is complemented by best-in-class office space and luxury apartments, creating an opportunity for social engagement and encouraging an active lifestyle.

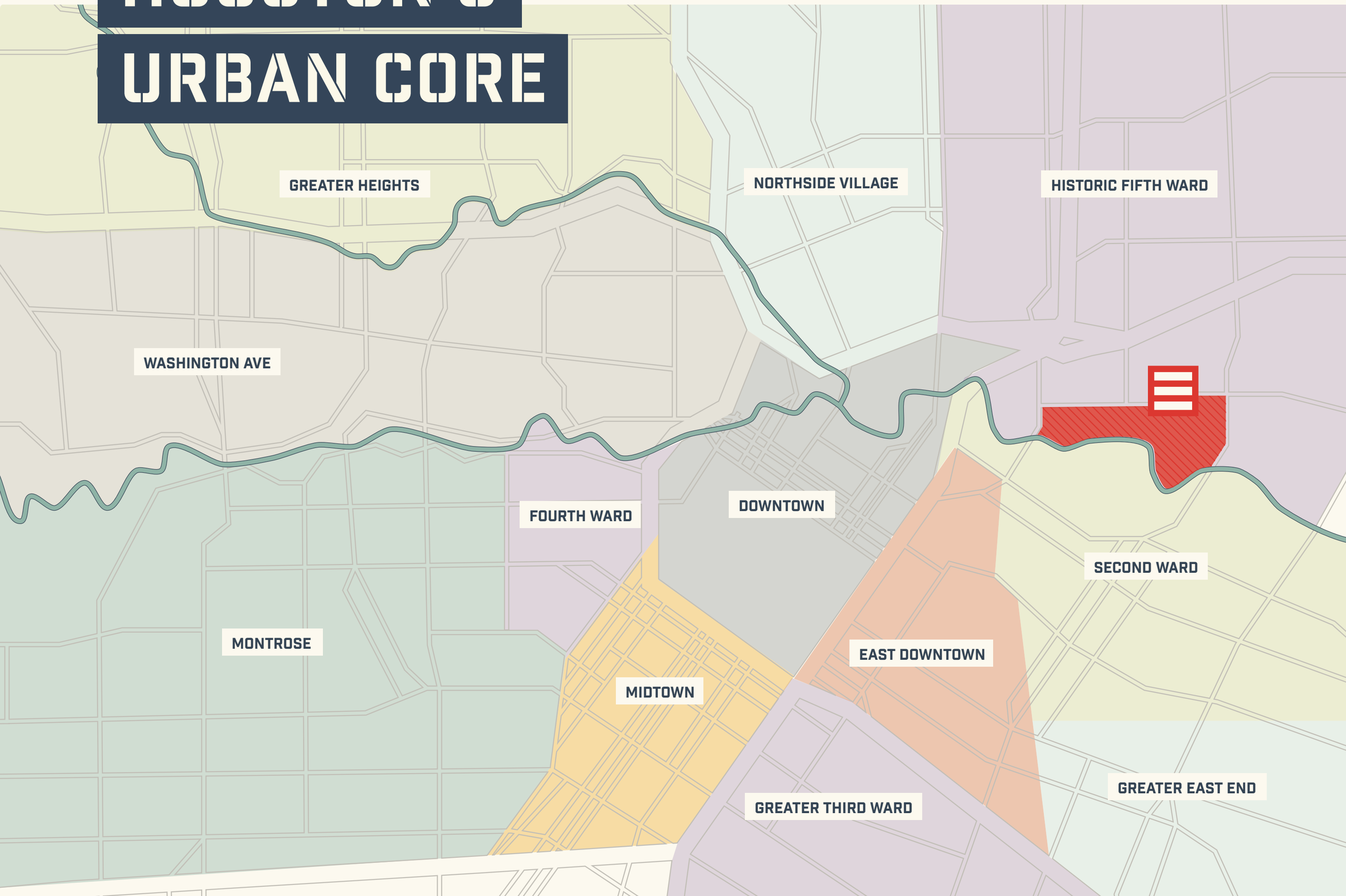


# MEET THE NEIGHBORS

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



# HOUSTON'S URBAN CORE



## THE INWARD URBAN MIGRATION

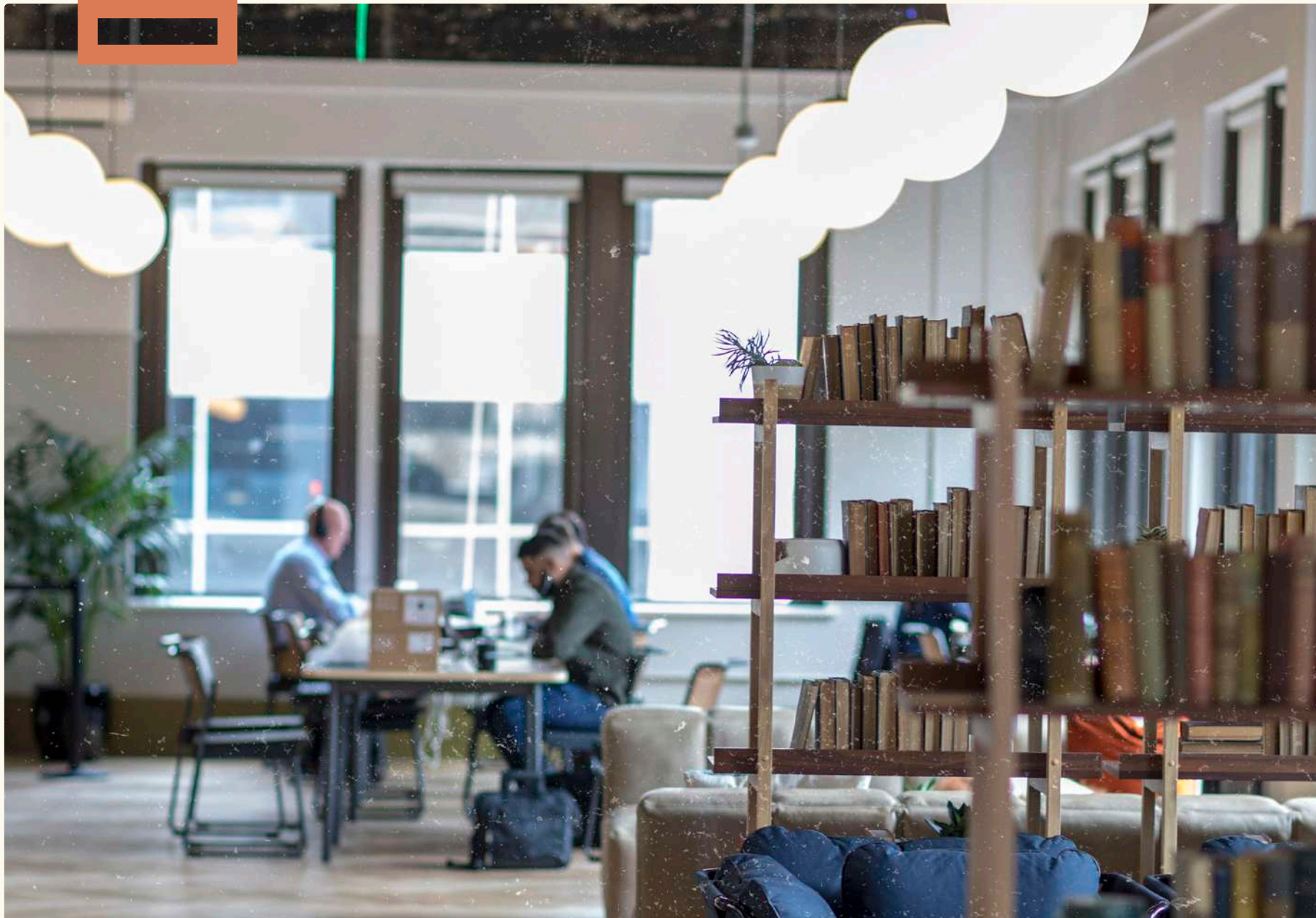
Twelve unique neighborhoods comprise Houston's urban core: Downtown Houston, East Downtown, Second Ward, Greater East End, Historic Fifth Ward, Northside Village, Greater Heights, Washington Avenue, Montrose, Fourth Ward, Midtown, and Greater Third Ward. While each neighborhood has its own creative spirit and deeply ingrained community allegiance, residents from each of these twelve areas unite in proudly calling Houston "home."

54% of Greater Downtown Houston is home to a diverse network of professionals 34 years or younger. These areas of Houston draw young talent by offering a collection of places to live, work, and play.



# OPPORTUNITY CENTRAL

The entire East River property is within a Qualified Opportunity Zone. Preferential tax treatment for investments and businesses in an Opportunity Zone, combined with Houston's business-friendly environment and the absence of state income tax, make East River an attractive place to invest, grow a business, and enjoy a great quality of life.



# EAST RIVER BY THE NUMBERS

\*SUBJECT TO CHANGE

TOTAL ACREAGE

150

WATER FRONTAGE

1+ MILES

PLANNED MULTIFAMILY UNITS

1.4 K+

POPULATION WITHIN 1 MILE

22,942

BUILDABLE AREA

89%

SYNERGISTIC USES

7+

POPULATION WITHIN 3 MILES

167,800

POPULATION WITHIN 5 MILES

411,853

ACRES OF PARKS + GREENSPACES

+/- 17

MILES OF WALK + BIKE PATHS

3+

MEDIAN AGE WITHIN 1 MILE

31.7

MEDIAN AGE WITHIN 3 MILES

33.5

PLANNED SF CLASS-A OFFICE SPACE

8.9 M

PLANNED SF RETAIL SPACE

500 K

MEDIAN AGE WITHIN 5 MILES

34.5

POPULATION OF GREATER DOWNTOWN

75,517

PLANNED HOTEL ROOMS

390

PLANNED SINGLE-FAMILY RESIDENCES

475+

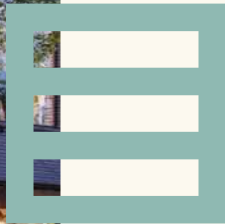
CURRENT HHI WITHIN 5 MILES

\$83,807

2023 PROJECTED HHI WITHIN 5 MILES

\$102,652





# RESTORED + REPURPOSED

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 those in neighboring communities, in the Houston region, and visiting 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

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.

Explore East River.

[EASTRIVERHTX.COM](http://EASTRIVERHTX.COM)  
713.629.5200



## MIDWAY ACTIVE PORTFOLIO

INVESTMENT  
**36**

SF OF OFFICE  
**2.7M**

ASSETS UNDER  
MANAGEMENT  
**\$2B**

SF OF ENTERTAINMENT +  
RETAIL SPACE  
**1M**

## MIDWAY BY THE NUMBERS

YEARS  
**53**

PEOPLE  
**140+**

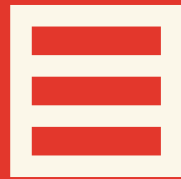
OFFICES  
**12**

AWARDS IN 2019  
**12**

EVENTS IN 2021  
**450+**

REMARKABLE PLACES  
**9**





EXPLORE ANOTHER SIDE OF HOUSTON  
EASTRIVERHTX.COM

**MIDWAY**  
MIDWAY.TEAM