

EAST RIVER

EASTRIVERHTX.COM

RETAIL GUIDEBOOK



DISCOVER //

HOUSTON'S LARGEST MIXED-USE DEVELOPMENT

TOTAL PROJECT

150 AC

PHASE 1

21 AC

OFFICE

200K SF
+ 100K BUILD-TO-SUIT

RETAIL +
RESTAURANT

100K SF

MULTIFAMILY

360 UNITS



FUTURE PHASES

6,000 FT ALONG BUFFALO BAYOU

THE LAURA
MULTIFAMILY
360 UNITS

43,000 SF FLOOR PLATE
11,704 SF
10,000 SF FLOOR PLATE
10,750 SF FLOOR PLATE
22,000 SF FLOOR PLATE
6,185 SF
5,055 SF

EAST RIVER 9

JENSEN DRIVE

CLINTON DRIVE

HIRSCH ROAD

NAVIGATION BLVD + I-45

DOWNTOWN

PORT OF HOUSTON

10 59 10 10

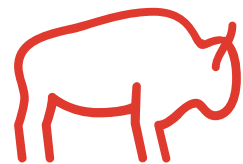
TOTAL PROJECT
150 AC

PHASE 1
26 AC

GREENSPACE
3 AC

OFFICE RETAIL (GROUND FLOOR) MULTIFAMILY

URBAN BY NATURE



Buffalo Bayou Park
hike + bike trail
connection



Bordered by an
impressive mile
of waterfront



Connected to
500 miles of
city bike lanes



3 acres of
activated
green space



RIGHT WHERE YOU NEED TO BE



< 1 MILE



< 1 MILE



< 1 MILE



< 1 MILE



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."



HIGHLY ACCESSIBLE



← EGRESS

← INGRESS

— HIKE/BIKE TRAILS

● EXIT RAMP

● ENTRANCE RAMP



< 1 MILE



< 1 MILE



< 1 MILE



< 1 MILE

MEET THE NEIGHBORS

WAREHOUSE

TOUT SUITE

General Store

SAINT ARNOLD

NICKEL SANDWICH GRILL

BBVA STADIUM

Nancy's Hustle

VINNY'S

Houston Maritime Museum

EAST RIVER 9

Minute Maid

Ninfa's

TRUCK YARD

THE RUSTIC

TXRX labs

MISS CAROUSEL

PITCH 25

CHAPMAN & KIRBY

VILLA ARCOS

UNIVERSITY of HOUSTON

THEODORE REX

HEADQUARTERS

EAST END DISTRICT

SIGMA

El Tiempo Cantina

DYNAMO

8TH WONDER

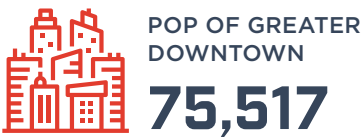
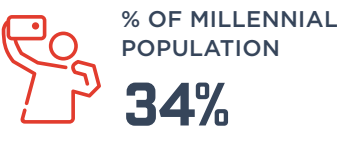


1	THE NEW POTATO	9	AROUND THE CORNER	16	HOGG PARK	23	VILLA ARCOS	30	MISS CAROUSEL	37	8TH WONDER BREWERY	45	RIVERHOUSE	53	BRASS TACKS
2	GUADALUPE PLAZA PARK	10	LEELAND HOUSE	17	WHITE OAK MUSIC HALL	24	ST. ARNOLD'S BREWERY	31	SIGMA BREWING CO.	38	BBVA STADIUM	46	MEOW WOLF	54	SEGUNDO COFFEE LAB
3	MOON TOWER INN	11	TOYOTA CENTER	18	BUFFALO BAYOU PARK	25	WAREHOUSE LIVE	32	HIWAY CANTINA	39	TRUCK YARD	47	PUTTSHACK	55	EAST END BACKYARD
4	METALAB	12	GREENSTREET	19	STUDE PARK	26	VINNY'S	33	PITCH 25	40	THEODORE REX	48	EDEN PLANT CO.	56	ROOTS
5	THE DELUXE THEATER	13	THEATER DISTRICT	20	THE NICKEL SANDWICH GRILL	27	TXRX LABS	34	EL TIEMPO CANTINA	41	NANCY'S HUSTLE	49	CIDERCADDE	57	TULUM
6	HUYNH'S	14	NAVIGATION BOULEVARD	21	TOUT SUITE	28	EAST END DISTRICT	35	MINUTE MAID PARK	42	THE RUSTIC	50	THE MILL	58	THE PLANT
7	CHAPMAN & KIRBY	15	THE KNOCKOUT FACTORY	22	THE ORIGINAL NINFA'S	29	HOUSTON MARITIME MUSEUM	36	GEORGE R. BROWN CONVENTION CENTER	43	HEADQUARTERS	51	FITZCARRALDO	59	EIGHT ROW FLINT
8	RODEO GOAT									44	EAST RIVER 9	52	BUMPY PICKLE		

DEMOGRAPHICS



POPULATION



INCOME



PHASE 1

FUTURE PHASES



S

G

A

C

F

M

E

A 120,000 SF OFFICE
30,000 SF RETAIL

G PARKING GARAGE
5 LEVELS
11,000 SF RETAIL

C 64,000 SF OFFICE
10,000 SF RETAIL

M THE LAURA
360 UNIT MULTIFAMILY
10,000 SF RETAIL

E RIVER PAVILIONS
12,000 SF RETAIL

S THE STUDIOS
10,000 SF OFFICE

F 72,000 SF OFFICE
29,000 SF RETAIL

Subject to change

SITE PLAN



PHASE 1

26 AC



CLASS-A
OFFICE SPACE

300K SF



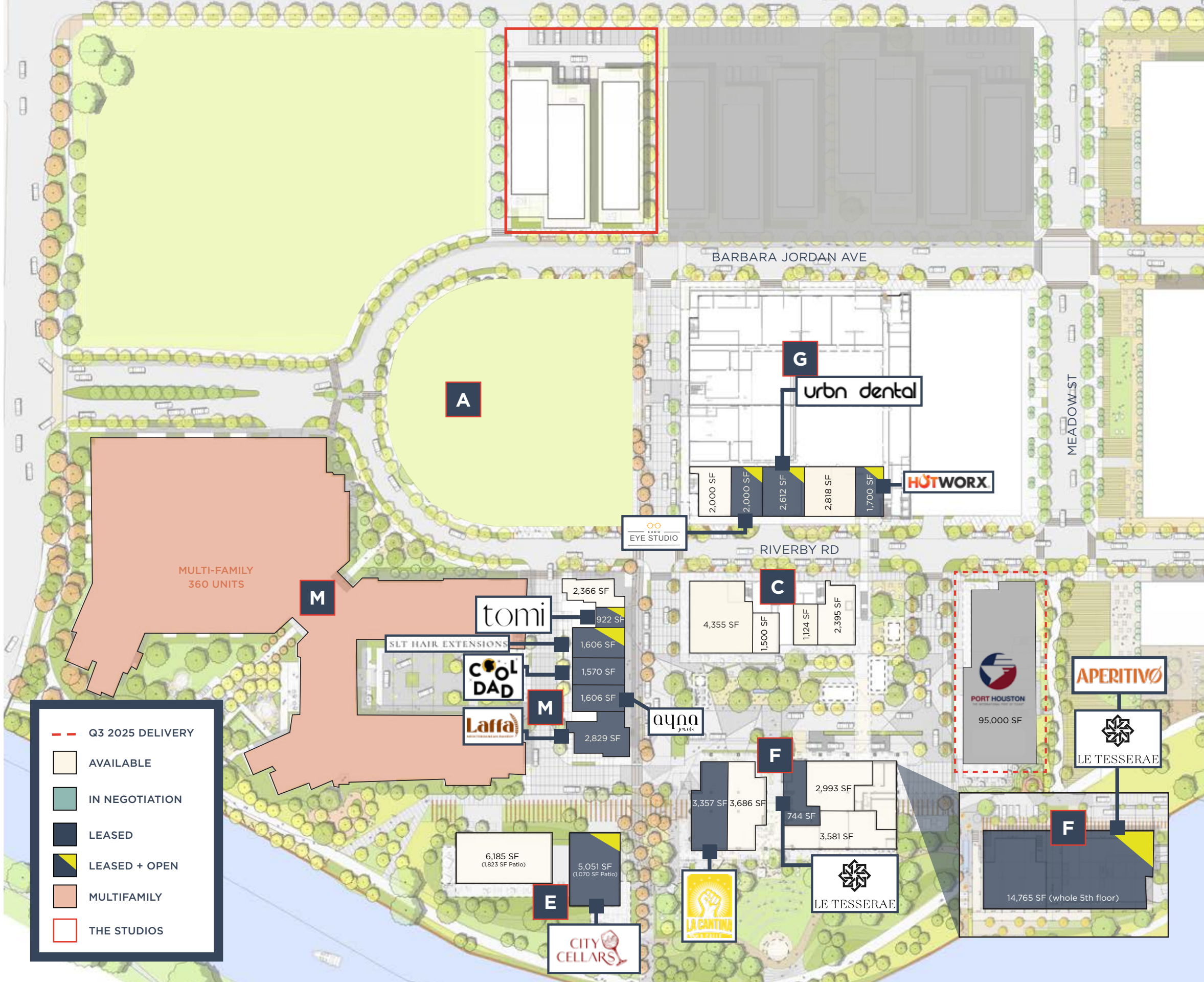
RESTAURANT, RETAIL
+ SERVICE SPACE

100K SF

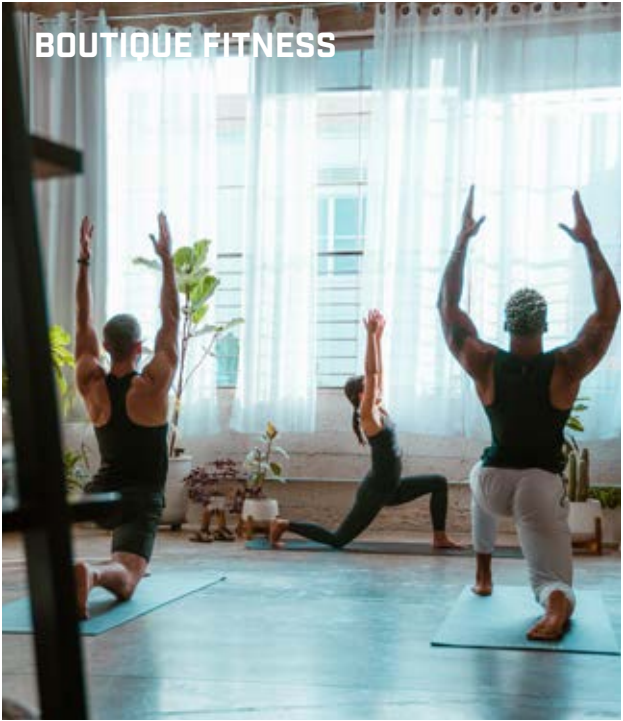


ACTIVATED
GREEN SPACE

3 AC



MERCHANDISING PLAN



PHASE 1 // CONSTRUCTION

PHOTOS AS OF OCTOBER 2024



EAST RIVER 1 // 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
72,000

 RETAIL SF
29,000

 STORIES
5

 DELIVERY DATE
2023

RIVER PAVILIONS // E



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

 RETAIL SF
12,000

 STORIES
1

 DELIVERY DATE
2023

EAST RIVER 2 // 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
64,000

 RETAIL SF
10,000

 STORIES
5

 DELIVERY DATE
2023



THE DEPOT // 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
11,000

 STORIES
5

 DELIVERY DATE
2023

THE LAURA RETAIL // 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

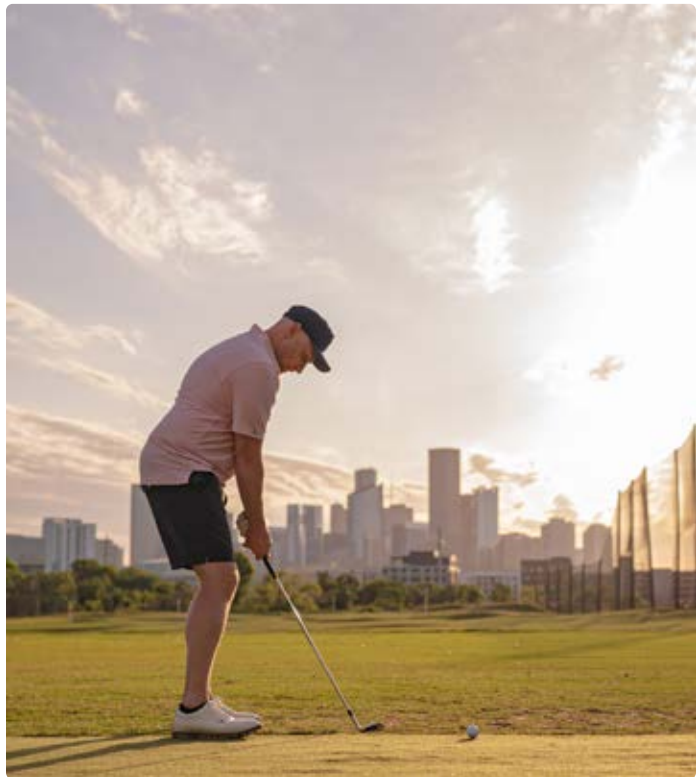


DELIVERY DATE
2023

EAST RIVER 9 + RIVERHOUSE HOUSTON

East River 9 is Houston’s premier destination for recreation, dining, and entertainment, all within minutes from Phase 1. **East River 9** is the only public, nine-hole, par-three golf course inside the 610 Loop, complete with stadium lights for evening play.

Anchoring the golf course is **Riverhouse**, a family-friendly restaurant and patio bar serving a scratch kitchen menu coupled with a well-rounded beer, wine, and spirits selection.





WE CREATE COMMUNITIES, NOT COMMODITIES.



MIXED USE
Integrated,
comprehensive
experience



EXPERIENCE
Unique, urban, natural,
authentic public place



INNOVATION
Healthy, sustainable,
flexible product



DIFFERENTIATION
Thoughtful, unique
branded services



CONNECTIVITY
Multimodal, walkable,
social community



DESIGN
Timeless quality

MIDWAY



EXPLORE ANOTHER SIDE OF HOUSTON
EASTRIVERHTX.COM

Rebel RETAIL
ADVISORS

Retail Leasing

Lacey Jacobs | ljacobs@rebelretailadvisors.com
Gideon Perritt | gideonp@rebelretailadvisors.com