

**EAST RIVER**

BY **MIDWAY**

# 4<sup>TH</sup> ANNUAL COMMUNITY STAKEHOLDERS MEETING

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

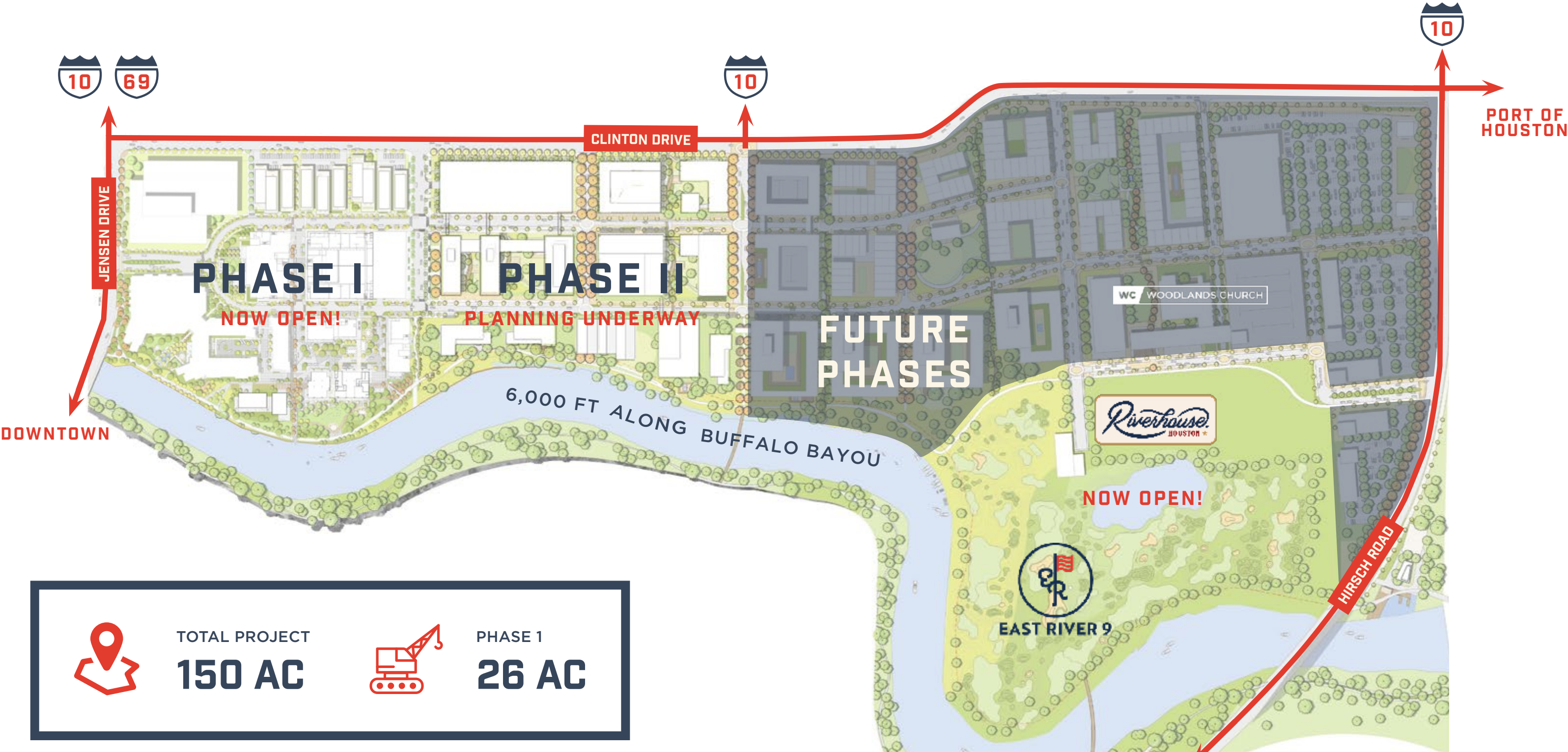




11.18.2025



# EAST RIVER OVERVIEW

# MASTER PLAN - CURRENT ACTIVITY



	TOTAL PROJECT <b>150 AC</b>		PHASE 1 <b>26 AC</b>
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\*SUBJECT TO CHANGE

# PUTTING PEOPLE FIRST



FIRST  
COMPREHENSIVE  
COMMUNITY  
BENEFITS  
AGREEMENT  
IN HOUSTON



COMMUNITY  
ENGAGEMENT  
+ REPRESENTATION



ACTIVATIONS,  
EXPERIENCES  
+ EVENTS



DISCOUNTED  
LEASING  
OPPORTUNITIES  
FOR FIFTH WARD  
BUSINESSES



JOB  
OPPORTUNITIES  
FOR FIFTH WARD  
COMMUNITY



EDUCATION  
+ CONNECTION

# BULKHEAD

In July of 2024, an old section of retaining wall in East River Section One began to slowly fail, causing severe damage to the hike & bike trail, mainly near The Laura apartment homes.

East River team members immediately took measures to secure the area and the public. The team also brought in engineering firms to assess the situation and develop a plan for addressing the failure.

Construction work began in November and continued into 2025. Completion of the repair, replacement, and restoration is projected to be in the fall of 2025.





**PHASE 1  
COMPLETE**

# PHASE 1



THE LAURA | MULTIFAMILY

OFFICE + RETAIL

PARKING GARAGE

OFFICE + RETAIL

RIVER PAVILLIONS

CENTRAL PARK

BAYOU PARK



THE  
**L A U R A**  
BY MIDWAY

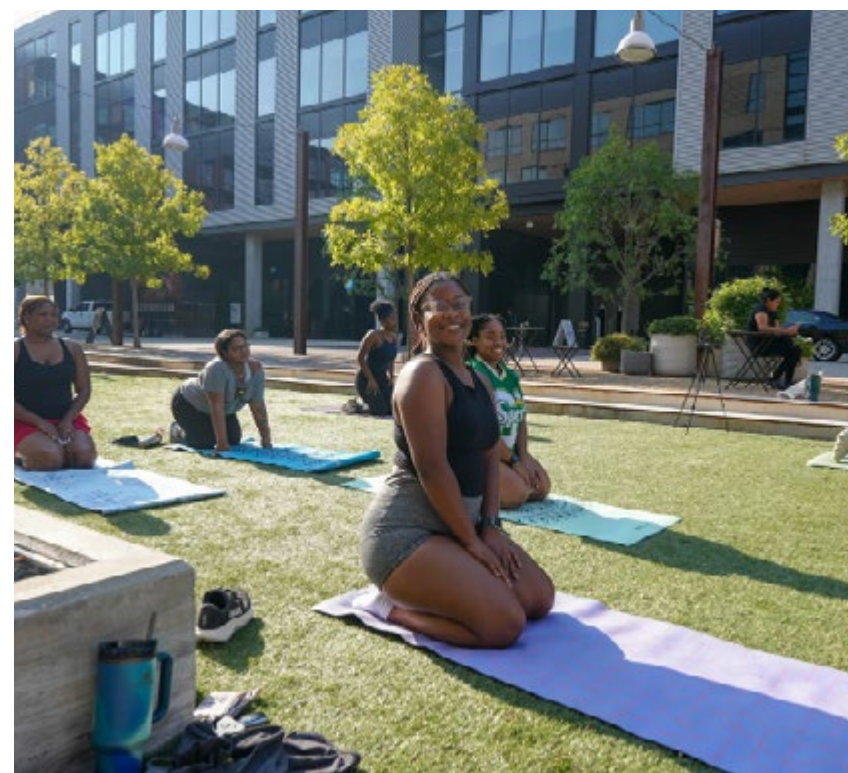
360 UNIT | GROUND FLOOR RETAIL



# BAYOU PARK



# CENTRAL PLAZA



# RIVER PAVILLIONS



# THE STUDIOS

3 BUILDINGS | 10,000 SF / BUILDING



# PORT HOUSTON



SEPTEMBER 2025



EVERY DAY JEWELRY  
CHARM BAR  
JEWELRY ENGRAVING  
PERMANENT JEWELRY  
WORKSHOP EVENTS  
HANDMADE BEADED BAGS  
ACCESSORIES

ayna  
jewels

AYNAJEWELS.COM

ayna  
jewels  
SUNDAY - THURSDAY  
12 PM - 7 PM  
FRIDAY & SATURDAY  
11 AM - 7 PM

lets get  
bejeweled.

ayna  
jewels

INSIGHTS  
RETAIL

# RETAIL TENANTS

NOW OPEN + COMING SOON



URBN DENTAL



COOLXDAD



HOTWORX



EADO EYE STUDIO



CITY CELLARS



APERITIVO



LE TESSERAE



TOMI JEWELRY



AYNA JEWELS



HOUSTON MARITIME CENTER AND MUSEUM



SLT HAIR EXTENSIONS



LAFFA MEDITERRANEAN BAKERY



LA CALLE TACOS & CANTINA

# RETAIL LEASING - MERCHANDISING PLAN



## TARGETED CONCEPTS

- Health & Beauty
- Community Bookstore
- Coworking Club
- Healthy Casual Cafe
- Local Non-Profit Headquarters
- Vegan Restaurant
- Casual Beer Garden
- Full-Service Bar + Grill

- \* Barber Shop
- \* Gym & Fitness Center
- \* Nail Shop
- \* Hair Salon
- \* Athletic Store

\*RECOMMENDED BY CAC

- NOW OPEN
- LEASED
- AVAILABLE
- IN NEGOTIATIONS
- Q1 2026 DELIVERY

# LEASING EVALUATION CRITERIA

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What you will need to start the conversation about space for your business:

## EXISTING + NEW BUSINESSES



### Business Plan

Detailed business plan that outlines your business model

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### Space Requirements

An idea of how much space this business will need to operate, ideally within a range of + 500 square feet

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### Budget

A budget of how much rent and expenses your business can support in Year One

**NOTE: Local Businesses receive a discounted rate of 10% lower than market rental rates leased at East River per the CBA.**

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## CURRENT OWNER/OPERATORS



### Balance Sheet + Tax Returns

Current owner-operators should have their balance sheet and/or tax returns prepared and ready to submit for landlord review

**CONTACT OUR  
RETAIL + OFFICE  
LEASING TEAMS  
FOR MORE  
INFORMATION!**

# LEASING + FOR SALE CONTACTS

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## RETAIL

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**Lacee Jacobs**  
713.742.2268  
LaceeJ@rebelretailadvisors.com

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**Gideon Perritt**  
713.364.8627  
GideonP@rebelretailadvisors.com

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## OFFICE + THE STUDIOS

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**Amanda Nebel**  
404.932.0890  
Amanda.Nebel@cushwake.com

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**Eric Siegrist**  
713.213.4735  
Eric.Siegrist@cushwake.com

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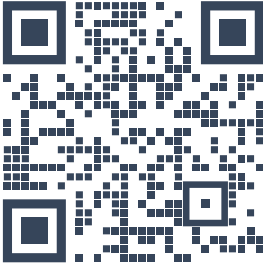


## LAND

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**David Hightower**  
713.629.5200  
DHightower@midway.team

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# COMMUNITY ADVISORY COUNCIL

# Community Council Members

- Harvey Clemons, Jr.: Chair & Representing TIRZ #18/FWRA.
- Christa Stoneham: representing as a local resident or business owner.
- Anna Deans: Representing KBRN, LP
- Robert Thomas: Representing as a local nonprofit (Olevia CDC)
- Eriq Glenn: Representing as a local resident or business owner.
- Gerald Shealey: Representing as a local chamber of commerce.
- Trevor Janecek: Representing the East River Property Owners Association

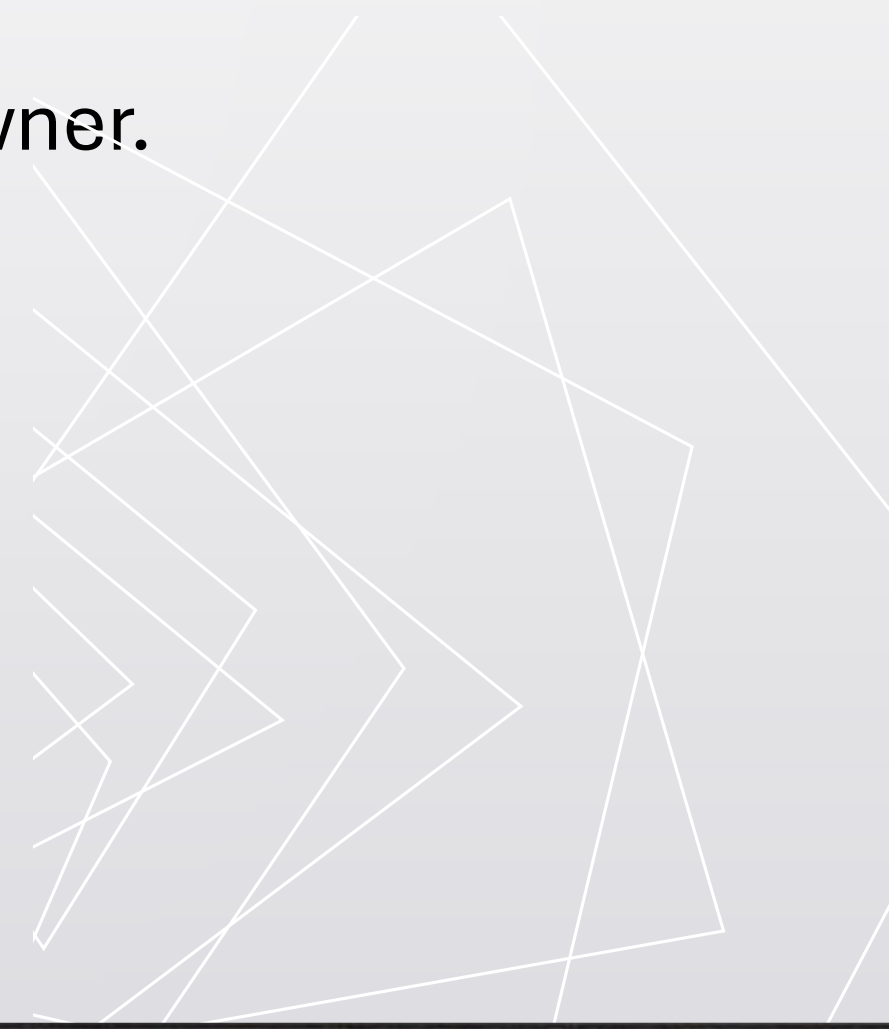
Fifth Ward Redevelopment Authority



# Two Community Council Vacancies

Position 1 – Representation for local nonprofit.

Position 2 – Representation for local resident or business owner.



# Historic Fifth Ward Community Project Survey Results

The Community Advisory Council will structure a solid business plan regarding the Community Investment Fund in support of Fifth Ward TIRZ 18 Community Project results provided by the residents of Historic Fifth Ward in 2025.

The results show that the residents of Fifth Ward have voted for the following improvements in order:

1

**Streetscape,  
Landscaping,  
Lighting, and  
Median  
Improvements**

2

**Affordable  
Housing**

3

**Roadway and  
Sideway  
Improvements  
Environmental  
Remediation**



The image shows a modern office building with a dark grey facade and large glass windows. The Orion logo, consisting of a blue circular icon and the word "ORION" in blue capital letters, is mounted on the upper left side of the building. In the foreground, there is a paved walkway with a black umbrella that says "Valet". Several people are walking and talking in the courtyard area. The sky is blue with some clouds.

**ORION**

**JOB  
OPPORTUNITIES**

## OVERALL GOALS

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- Place 60 residents within new job opportunities at East River
- Place 20 residents within new job opportunities in the Greater Houston area
- Establish 4 recurring monthly trainings for community residents
- Build network of supportive organizations - employers and skill training
- Connect 20 residents to skill training programs
- Provide one-on-one support for 100 residents
- Create pathway for minority business owners to access contracts at East River

## MONTHLY OUTREACH GOALS

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- CUT has hosted 6 monthly events
- Goal is to connect at least 60 fifth ward residents to jobs by August 2026
- Visit our website for more information and to join our mailing list

A promotional poster for the 'Community Connect Event' by the Center for Urban Transformation. The poster has an orange background and features the title 'COMMUNITY CONNECT EVENT' in large, bold, white letters with a drop shadow. Below the title, it says 'EVERY 3RD TUESDAY OF THE MONTH'. A purple box contains the event details: '05:30 PM - 07:00 PM', 'THE VIRTUAL EVENT ROOM', '3814 LYONS @ PANNELL ST.', and 'ENTRANCE ON PANNELL'. A section titled 'What to Expect:' lists several benefits: 'Great conversations', 'Youth and Family Resources', 'Fun activities', 'Light refreshments', 'Improved Mental Well-being', and 'Strengthened Relationships and Trust'. The poster also includes three polaroid-style photos: one of a young boy smiling, one of a group of people sitting on the grass, and one of a woman and a man sitting on a couch. At the bottom, there is a yellow button with 'More info' and contact information: 'info@fwtransformation.com' and '(346) 339-3055'.

Center for Urban Transformation

# COMMUNITY CONNECT EVENT

EVERY 3RD TUESDAY OF THE MONTH

05:30 PM - 07:00 PM  
THE VIRTUAL EVENT ROOM  
3814 LYONS @ PANNELL ST.  
ENTRANCE ON PANNELL

**What to Expect:**

- Great conversations
- Youth and Family Resources
- Fun activities
- Light refreshments
- Improved Mental Well-being
- Strengthened Relationships and Trust

[More info](#) [info@fwtransformation.com](mailto:info@fwtransformation.com)  
(346) 339-3055


## CONTACT

Dr. Courtney Jones  
[cjones@fwtransformation.org](mailto:cjones@fwtransformation.org)

# TRAINING + PLACEMENT OPPORTUNITIES


**CENTER FOR  
URBAN  
TRANSFORMATION**

**NEED HELP FINDING  
AND PREPARING FOR  
YOUR NEXT JOB?**




**Workforce Development Program for Fifth Ward Residents!**


**SKILL DEVELOPMENT**  
No matter what business you have, our team can do everything from scratch.



**Industry Based Training**  
Based on your interests



**Interviewing**  
Learn how to wow potential employers



**Soft Skills**  
Communication

[fwtransformation@gmail.com](mailto:fwtransformation@gmail.com)

- Assistance with resume building and interviewing skills
- Assistance with job readiness
- Assistance with job placement (East River)

# CUT X EAST RIVER EVENT



SATURDAY  
**JUN 1**  
10AM - 1 PM

**EVENT DETAILS**

Midway & Center for Urban Transformation welcome the Fifth Ward community for a day filled with activities to boost your health and wellness. From free fitness classes hosted by ENDVR Fitness to nutrition workshops, this event has something for everyone.

**FIFTH WARD  
HEALTH, FITNESS  
& WELLNESS FAIR**  
PRESENTED BY C.U.T + EAST RIVER



SCAN TO RSVP

**FITNESS SCHEDULE:**

- 10 AM Hip Hop Move
- 11 AM Hip Hop Cardio
- 12 PM Strength Training



# EAST RIVER INITIATIVES

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## **OPERATIONAL INITIATIVES:**

- **Our Commitment to Hiring Local** ensures all vendors maintaining the property are committed to hiring 5th Ward Individuals and are **NOW HIRING**.
- **Future Operational Contracts** will be available and posted on the website, with preference given to 5th Ward based companies with competitive pricing.

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## **HOSPITALITY INITIATIVES:**

- **Retail and Restaurant Tenants** will be hiring starting Fall 2025. Pop up job fairs will be held to connect candidates with employers.
- **Hospitality training** will be made available at no cost in preparation for opportunities at East River.

# LOCAL BUSINESSES HIRED

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## 5TH WARD BUSINESSES HIRED IN 2024

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- Jerry Palmer (Unified Auto Works)
- Method Architecture
- Big Silverback
- Heat & Power

- Junior’s Concrete
- Xclusive Designfirm
- Whistler Window Services

\*City of Houston’s Minority, Women, and Small Business Enterprise (MWSBE) program.

# EMPLOYMENT OPPORTUNITIES

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## CONSTRUCTION



East River opportunities for general contractors, subcontractors and individuals for **construction related jobs** will be **available for the next 15 - 25 years**. While Midway competitively bids large jobs to general contractors directly, the selection of subcontractors is not. Construction jobs at East River are not necessarily long term since they are tied to the duration of the project and different teams are hired for each project.

## OPERATIONAL



The East River management team will have continuing **needs related to maintenance and operation of the property**. These vendors will be **committed to hiring locally**, with some vendors being based in the fifth ward. Vendors are hired directly by the East River management team and offer long term positions at the East River site.

## HOSPITALITY



Retail and restaurant tenants at East River have opened and more will be opening in the future. They will have **needs for staffing their stores and restaurants**. These tenants will be **committed to hiring locally**, with some businesses being owned by fifth ward residents. Hiring for these positions is not directly controlled by Midway, but these are potential long terms job opportunities at the East River site as most businesses sign leases for 7 - 10 years minimum.

# FEEDBACK FORM

EAST RIVER

## COMMUNITY FEEDBACK

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ ZIPCODE: \_\_\_\_\_

**1** WHAT TYPE OF BUSINESSES/SERVICES WOULD YOU LIKE TO SEE AT EAST RIVER?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2** WHAT ARE YOU INTERESTED IN? MARK ALL THAT APPLY.

- |   |   |
|---|---|
| <input type="checkbox"/> Retail Leasing                 | <input type="checkbox"/> Office Leasing |
| <input type="checkbox"/> The Laura (apartment leasing)  | <input type="checkbox"/> Events & Arts  |
| <input type="checkbox"/> Job Fairs/Career Opportunities |   |

**3** ARE YOU LOOKING FOR A JOB?

Yes  No

If yes, what type? \_\_\_\_\_

**4** DO YOU OWN A BUSINESS?

Yes  No

If yes, please provide additional info on the back!

**5** WHAT TYPE OF JOB TRAINING WOULD YOU BE INTERESTED IN?

\_\_\_\_\_

EAST RIVER

**6** HOW DO YOU FEEL ABOUT THE EAST RIVER DEVELOPMENT?

- Positive sentiment  
 Neutral sentiment  
 Negative sentiment

**7** WHAT ARE YOUR THREE FAVORITE THINGS OR PLACES ABOUT THE 5TH WARD?

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

**8** WHAT EVENTS WOULD YOU ATTEND AT EAST RIVER?

- |   |                                       |
|---|---------------------------------------|
| <input type="checkbox"/> Kid-Friendly Events            | <input type="checkbox"/> Art Festival |
| <input type="checkbox"/> Farmer's Market                | <input type="checkbox"/> Live Music   |
| <input type="checkbox"/> 5K/10K Fun Runs                | <input type="checkbox"/> Fitness      |
| <input type="checkbox"/> Dia de los Muertos Celebration | <input type="checkbox"/> Juneteenth   |
| <input type="checkbox"/> Job Fair/Trading               | <input type="checkbox"/> _____        |

**9** ADDITIONAL COMMENTS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TELL US MORE ABOUT YOUR BUSINESS ON OUR FEEDBACK FORM AT THE CHECK IN DESK!



**CONNECTIVITY +  
COMMUNITY**

# CONNECTIVITY

Section One infrastructure improvements include **public city streets, several District streets and pedestrian paths** providing access to the bayou trails and improved open park spaces that will be managed by East River's Property Owners Association.

Section One improvements also include a trail along the Jensen frontage and along Meadow Street from Clinton to the **bayou hike & bike trail** in Section One, and the first phase of the permanent trail along the bayou from Jensen to Meadow Street, the north-south street on the east boundary of Section One.

KBRN has had ongoing collaborative discussions with the City of Houston regarding several components of the City/County/Buffalo Bayou Partnership Tri-Party Agreement for BBP's East Sector Plan, including on how to provide a **future pedestrian bridge over Buffalo Bayou at the base of Gregg Street**, connecting the Fifth Ward to the Second Ward communities.



# EAST RIVER GREEN SPACES



# 2024 EAST RIVER EVENTS

A diverse lineup of free, community-focused events including live music, local markets, wellness classes, and more.



Beats On The Bayou



Fall Farmer's Market



BLCK Market

# COMMUNICATION

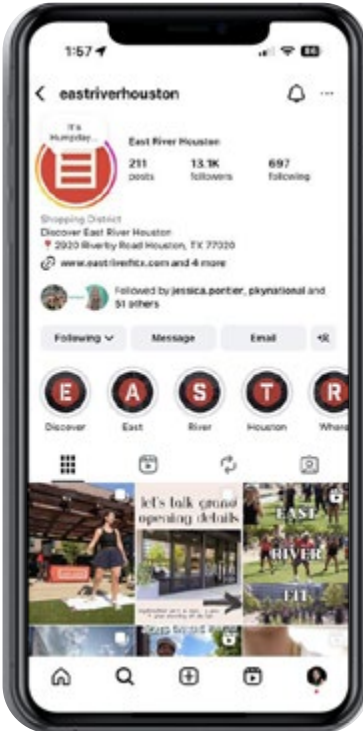
## NEWSLETTER



Scan To Sign Up!



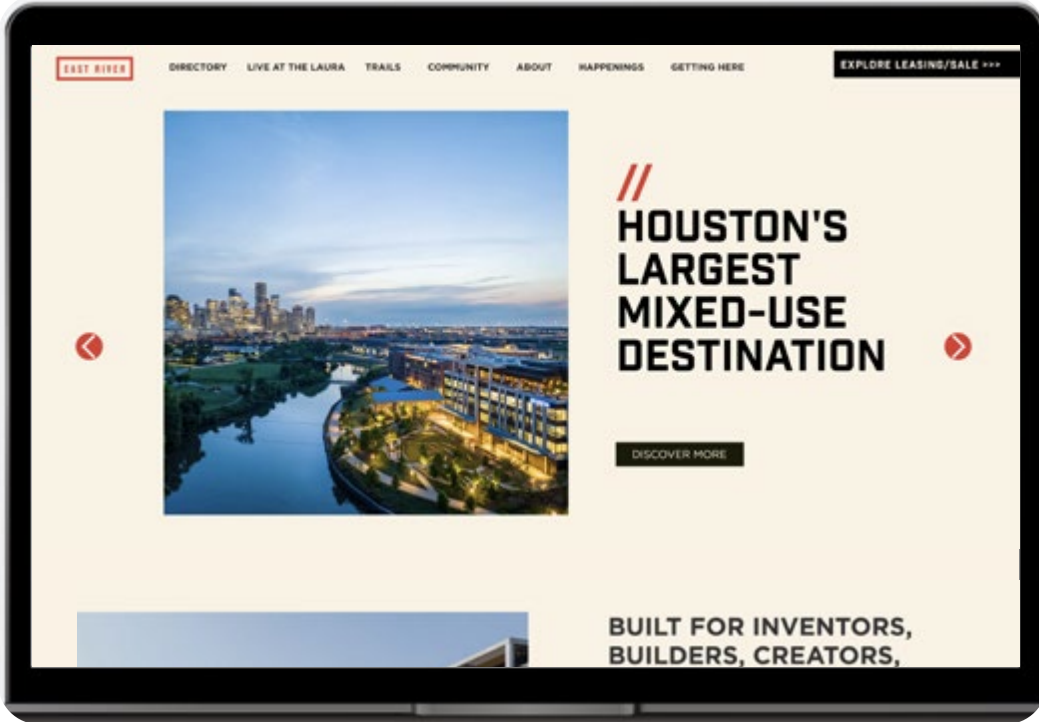
## SOCIAL MEDIA



@EastRiverHouston on Instagram

@EastRiverHouston on Facebook

## WEBSITE



[eastriverhtx.com](http://eastriverhtx.com)

# TAKE OUR SURVEY!

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EAST RIVER

BY MIDWAY



**QUESTIONS?**

DAVID MALDONADO  
@CAPDAVJON  
@EASTRIVERHOUSE  
#EXPLOREEASTRIVER