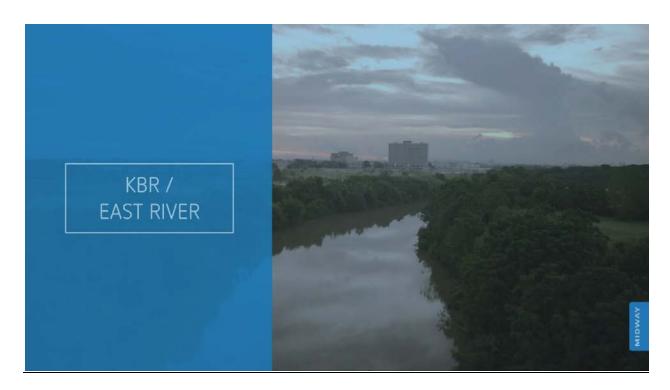
Anna Demmler

East End Chamber of Commerce Vision 2017 Luncheon 2.15.2017

Moderator: Ginger Wheless, REDNews Speakers: Jonathan Brinsden, Midway

Taryn Sims, Wulfe & Co. Peter Licata, TPC Real Estate Natasha Azizi, Impact HUB

BRINSDEN, MIDWAY, KBR, EAST RIVER:







- Largest development within 610 loop
- 150 acre community, Length 2400 ft X Width 4800 ft (at widest section)
- Parks will feed into Buffalo Bayou Park to help connect green areas
- Jobs creating from this project?

Brinsden could not give an estimate, but is hopeful for many. As a comparison, City Centre – as large as it is -- is much smaller than what KBR, East River will be.

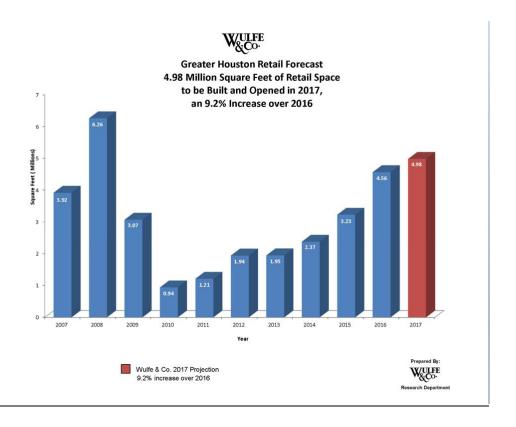
- When will this project be complete?
- "Nowhere close," laughs Brinsden -- possibly 15-20 years
- Will people be able to ride the river to downtown?
- Buffalo Bayou Partnership has an interest in doing it, confirms Brinsden
- Brinsden is also hopeful for a 5-7 acre park with a marina
- The "trade of Houston started in East End, East Downtown Houston area, so this is really exciting," notes Brinsden

SIMS, WULFE & CO., GULFGATE CENTER:



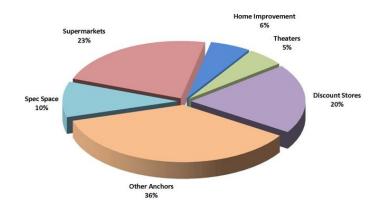
- TxDOT: overpass to connect 610 loop; expected result: easier for consumers to access Gulfgate Center
- Put up signs with the intent of drawing people in; large, sturdy pieces with lights; tall palm trees
- 97% occupancy
- 1500 jobs created
- It was risky for Wulfe to take on Gulf Gate. Why did he do it?

Wulfe "knew this community needed it... they needed, for instance, grocery stores," says Sims



WULFE &CO.

Greater Houston Retail Forecast By Category 4.98 Million Square Feet of Retail Space to be Built and Opened in 2017





LICATA, TPC REAL ESTATE, HEADQUARTERS:





- Down Canal St.
- Space:

Open, community space, **45% common areas** (game room, conference rooms, etc.) ; meant to allow tenants to collaborate together

• New type of office in Houston, growing trend in California

- 35% pre-leased
- 24 hour access for tenants
- Demographic:

"That's the wrong word for it. I don't have a demographic." Licata says if you're the kind of person he would go to lunch with, that's good enough for him, but he does not target certain businesses

Why choose that building, location?

In part due to Headquarters was repeatedly out-bid by other **companies turning buildings into** warehouses, but also because it is an "easy shot to Downtown," and to 45 and I-10

• Licata notes space in Headquarters (conference rooms, offices, courtyard) will not be rented out by outside companies. Space will be for the soul use of its tenants.

AZIZI, HUB IMPACT, SAMPSON LOFTS:



- Tall/big windows in commercial area for view of Downtown Houston
- 1 bedroom apartment with community space (ex: dog park)
- Graffiti Wall will be kept -- Houston community seems to fancy taking pictures by it