

Anna Demmler

East End Chamber of Commerce Vision 2017 Luncheon 2.15.2017

Moderator: Ginger Wheless, REDNews

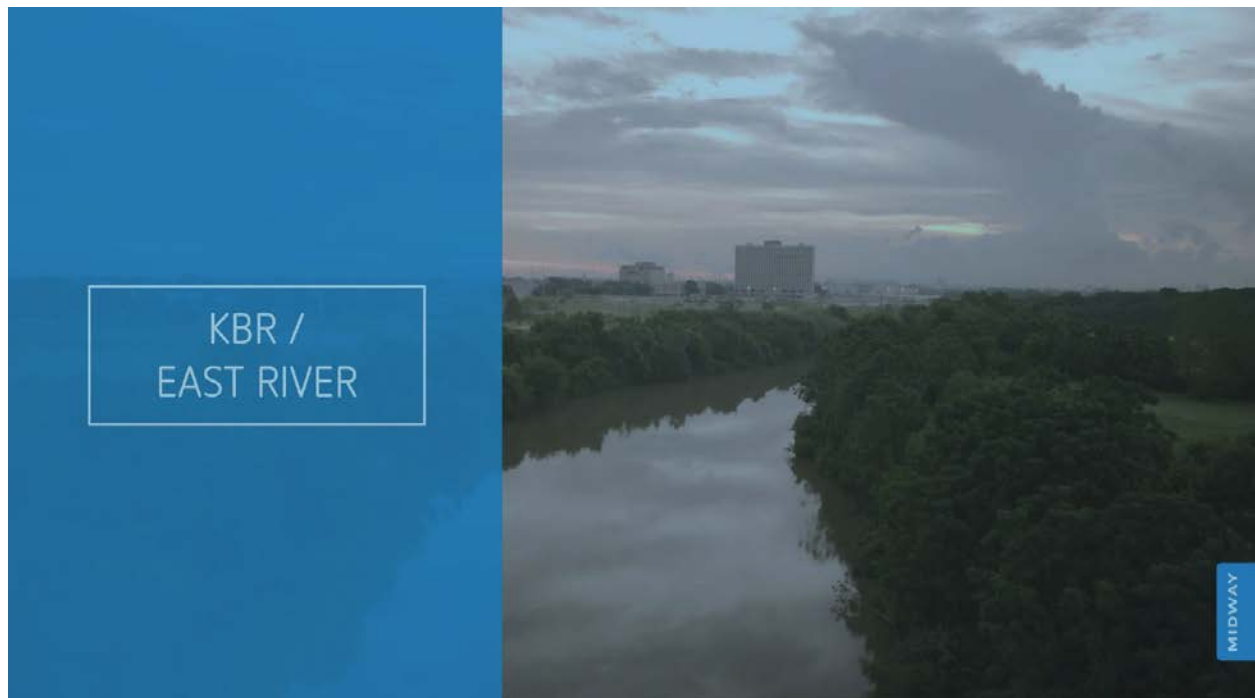
Speakers: Jonathan Brinsden, Midway

Taryn Sims, Wulfe & Co.

Peter Licata, TPC Real Estate

Natasha Azizi, Impact HUB

BRINSDEN, MIDWAY, KBR, EAST RIVER:





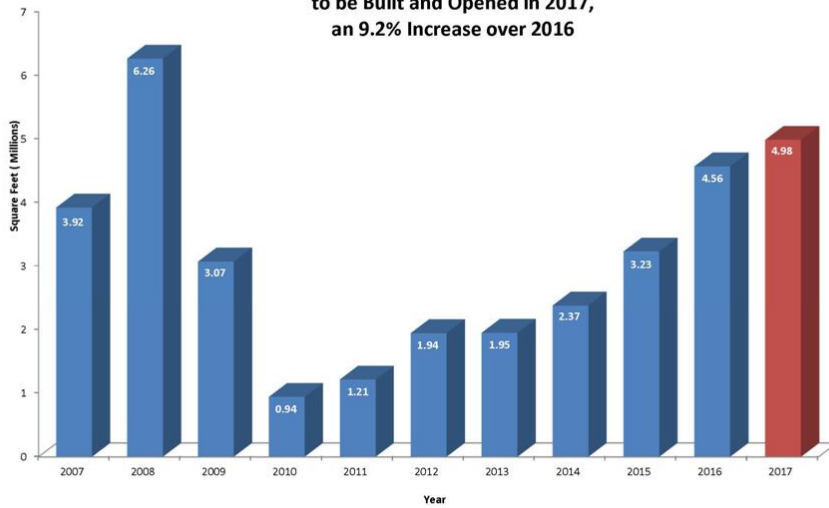
- **Largest development within 610 loop**
- 150 acre community, Length 2400 ft X Width 4800 ft (at widest section)
- Parks will feed into Buffalo Bayou Park to help connect green areas
- Jobs creating from this project?







**Greater Houston Retail Forecast**  
**4.98 Million Square Feet of Retail Space**  
**to be Built and Opened in 2017,**  
**an 9.2% Increase over 2016**

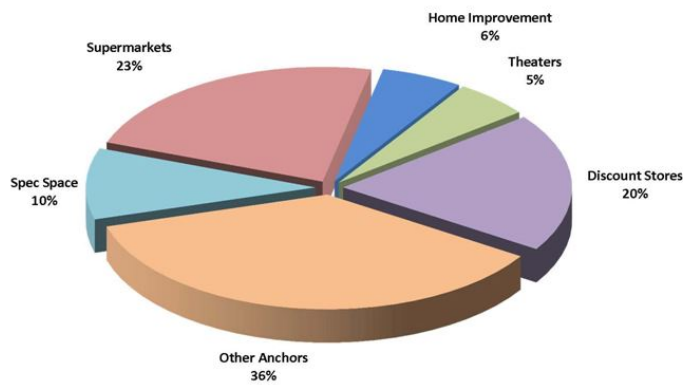


■ Wulfe & Co. 2017 Projection  
9.2% increase over 2016

Prepared By:  
**WULFE & Co.**  
Research Department



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



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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