

WEST UNIVERSITY

69

GREENWAY PLAZA

MONTROSE

GALLERIA

RIVER OAKS

WESTHEIMER ROAD

2.58 ACRE SUPERBLOCK

MIDTOWN, HOUSTON, TX

the **Mix**
@ midtown

WHOLE
FOODS
MARKET

2.58 ACRES IN MIDTOWN

MILAM STREET (19,000+VPD)

LOUISIANA STREET (22,000+VPD)

ELGIN STREET (17,000+VPD)

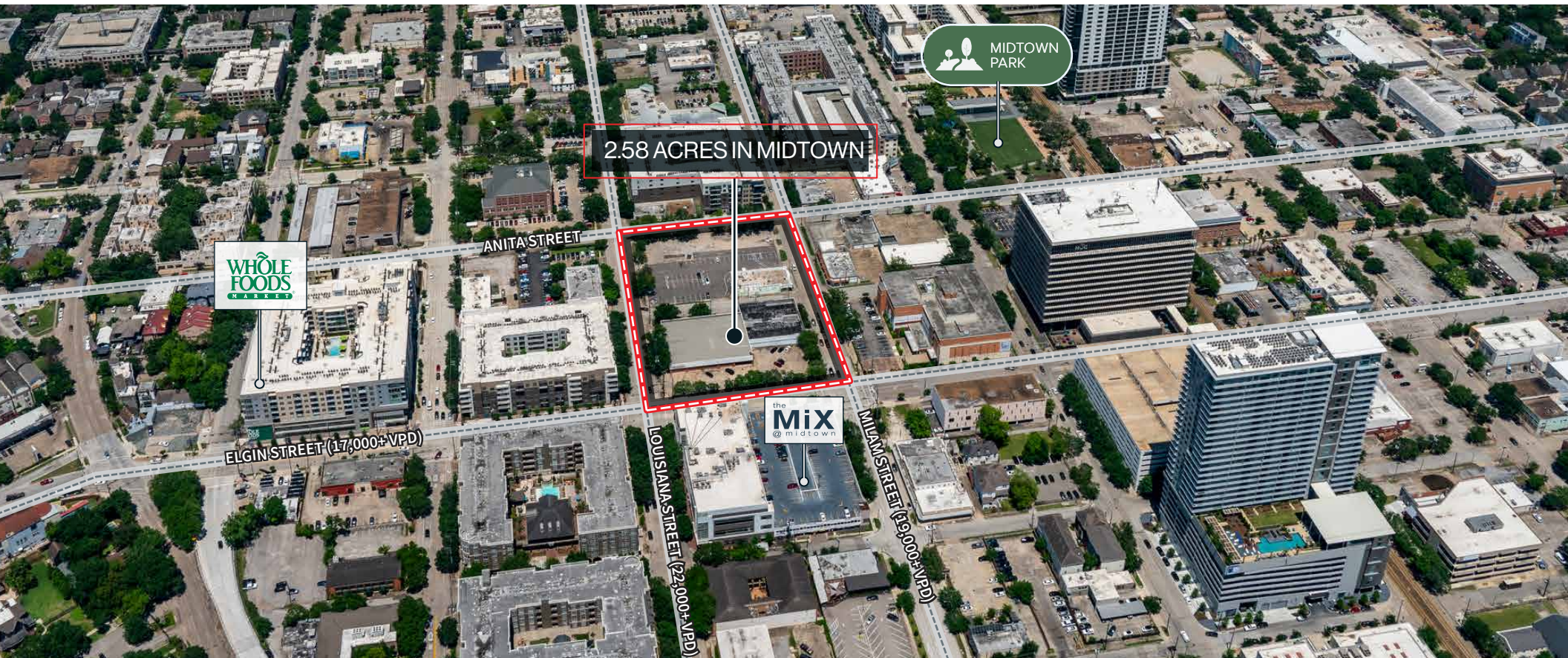
ANITA STREET



The Offering

2.58 Acre Superblock In Midtown

Jones Lang LaSalle (“JLL”), on behalf of the owner, is pleased to offer the opportunity to purchase a +/-2.58 acre superblock at the northeast corner of Louisiana Street and Elgin Street (“the Property”) in Houston’s bustling Midtown submarket. Midtown is Houston’s destination and neighborhood of choice for millennials due to the area’s walkability, public transportation options, abundance of outdoor space, and proximity to Houston’s key employment centers. The Property is situated on a contiguous superblock and includes frontage on Midtown’s three most heavily trafficked thoroughfares – Louisiana, Milam, and Elgin. The site is surrounded by an abundance of amenities including the new Whole Foods, The Mix – Midtown’s most successful retail development, Midtown Park, and proximity to the Houston’s metro rail line. Due to its position in the heart of Midtown, the site is ideal for the development of office, retail, multifamily, condominium, hospitality, or mixed-use.



±2.58 Acre Superblock at the northeast corner of Midtown's most heavily trafficked intersection, Louisiana and Elgin.
The Property features over 1,200 feet of frontage on Louisiana, Elgin, Milam, & Anita St as well as proximity to the new Whole Foods and the METRORail Red Line



3000 - 3101 Louisiana St
Houston, TX 77006



2.58 Acres



58,000+ VPD
 22,000+ VPD on Louisiana St
 19,000+ VPD on Milam St
 17,000+ VPD on Elgin St

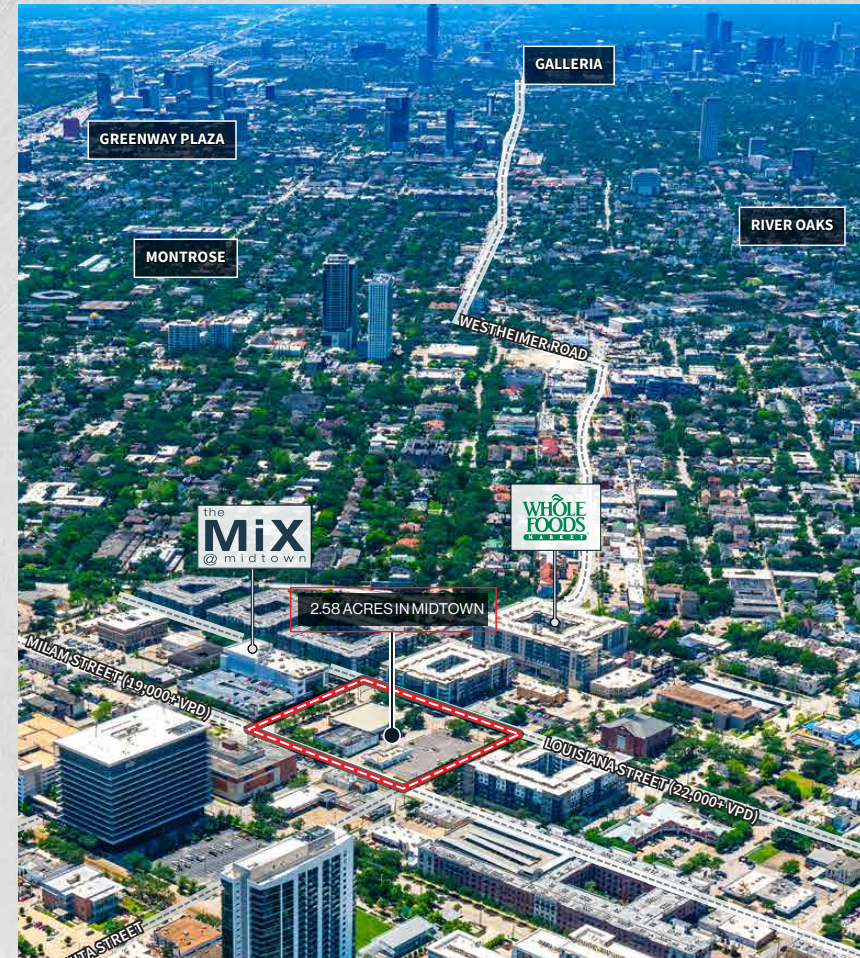


450' on Louisiana
 450' on Milam
 250' on Elgin
 250' on Anita



Zoning - the City of Houston does not have zoning laws

- Located in Midtown, Houston's top live, work, play submarket. Midtown is one of Houston's most walkable neighborhoods and borders the fast growing neighborhoods of EADO and Montrose, both of which have a growing affluent population and increasingly popular entertainment districts.
- No zoning allows for flexible development options across all product types with no pre-determined use.
- Immediate accessibility to Downtown and the Texas Medical Center make Midtown an ideal location to live for employees in a wide variety of industries. For those with longer commutes, Midtown offers easy accessibility to Houston's highway infrastructure with access to I-59, I-45, and Highway 288.
- Located in close proximity to the METRORail Red Line, the property offers future users unparalleled access to the city's growing transportation system
- Located next to Midtown Park, a popular location for a wide variety of festivals including music, food and arts.
- Affluent neighborhood demographics - \$123,000 average household income in a 3-mile radius.
- Dense urban area with 206,000 residents within a 3-mile radius.
- The property has seen 43% population growth within a 1-mile radius of the Property over the past 10 years.





TEXAS MEDICAL CENTER

MONTROSE

69

the **Mix**
@ midtown

WHOLE
FOODS
MARKET

2.58 ACRES IN MIDTOWN

ELGIN STREET (17,000+VPD)

ANITA STREET

LOUISIANA STREET (12,000+VPD)

MIAMI STREET (16,000+VPD)

MIDTOWN
PARK

DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
2000 Population	17,152	140,443	381,670
% Growth (2000-2010)	22.85%	13.84%	5.00%
2010 Population	21,071	159,877	400,749
% Growth (2010-2020)	43.02%	28.60%	20.56%
2020 Population	30,136	205,597	483,154
Est. % Growth (2020-2025)	20.83%	14.92%	11.73%
2025 Total Population (est)	36,413	236,272	539,829
Median Age	35.6	35.3	35.2
Average Household Income	\$105,616	\$123,234	\$114,868
Average Home Value	\$425,140	\$556,736	\$535,652
2020 Population (25+) with an Associate Degree or Higher	73.6%	66.6%	59.9%



DOWNTOWN HOUSTON

EADO

69

45

MIDTOWN PARK

2.58 ACRES IN MIDTOWN

MILAM STREET (19,000+VPD)

LOUISIANA STREET (22,000+VPD)

ANITA STREET

ELGIN STREET (17,000+VPD)

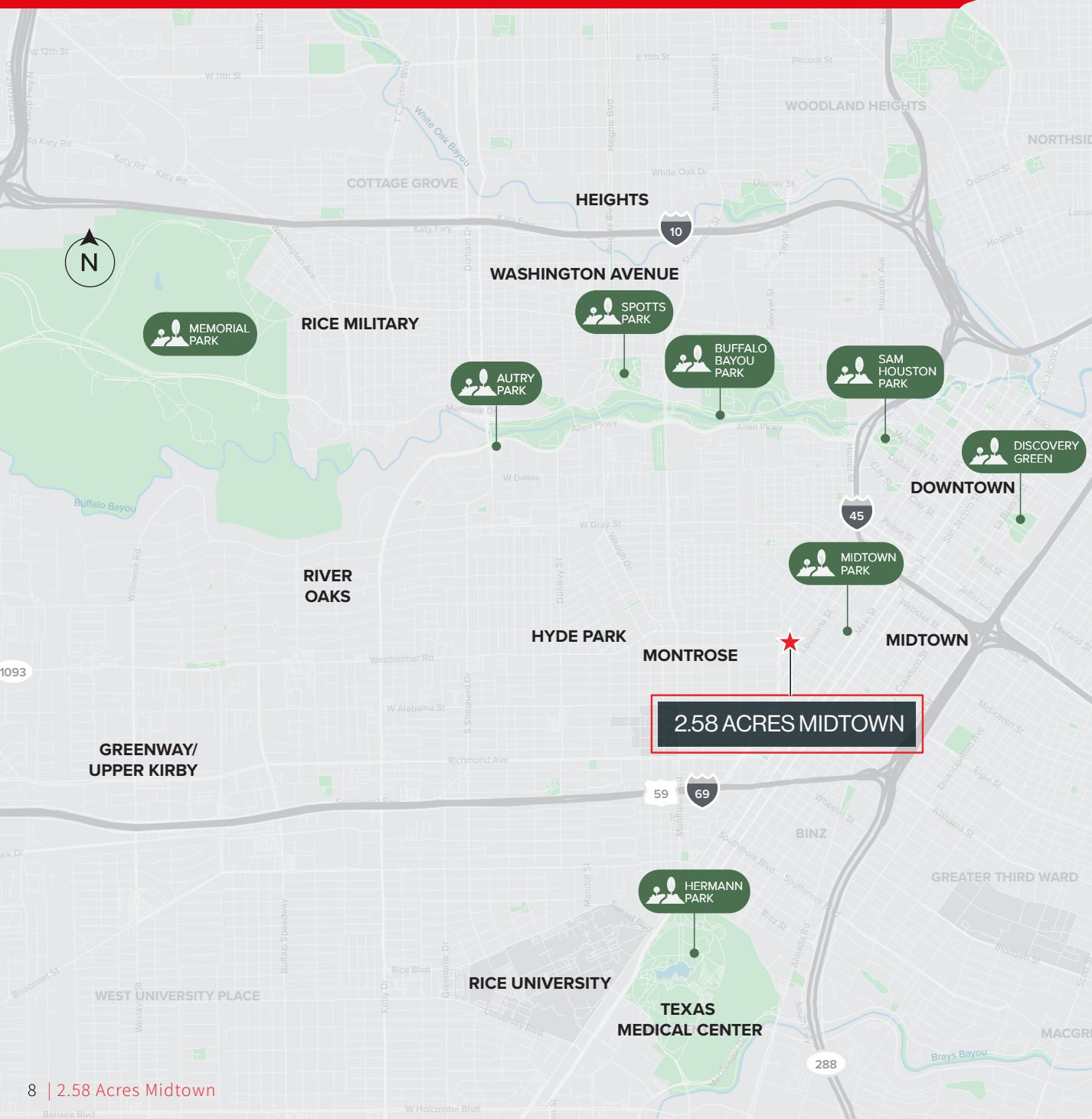
WHOLE FOODS MARKET

the Mix @ MIDTOWN

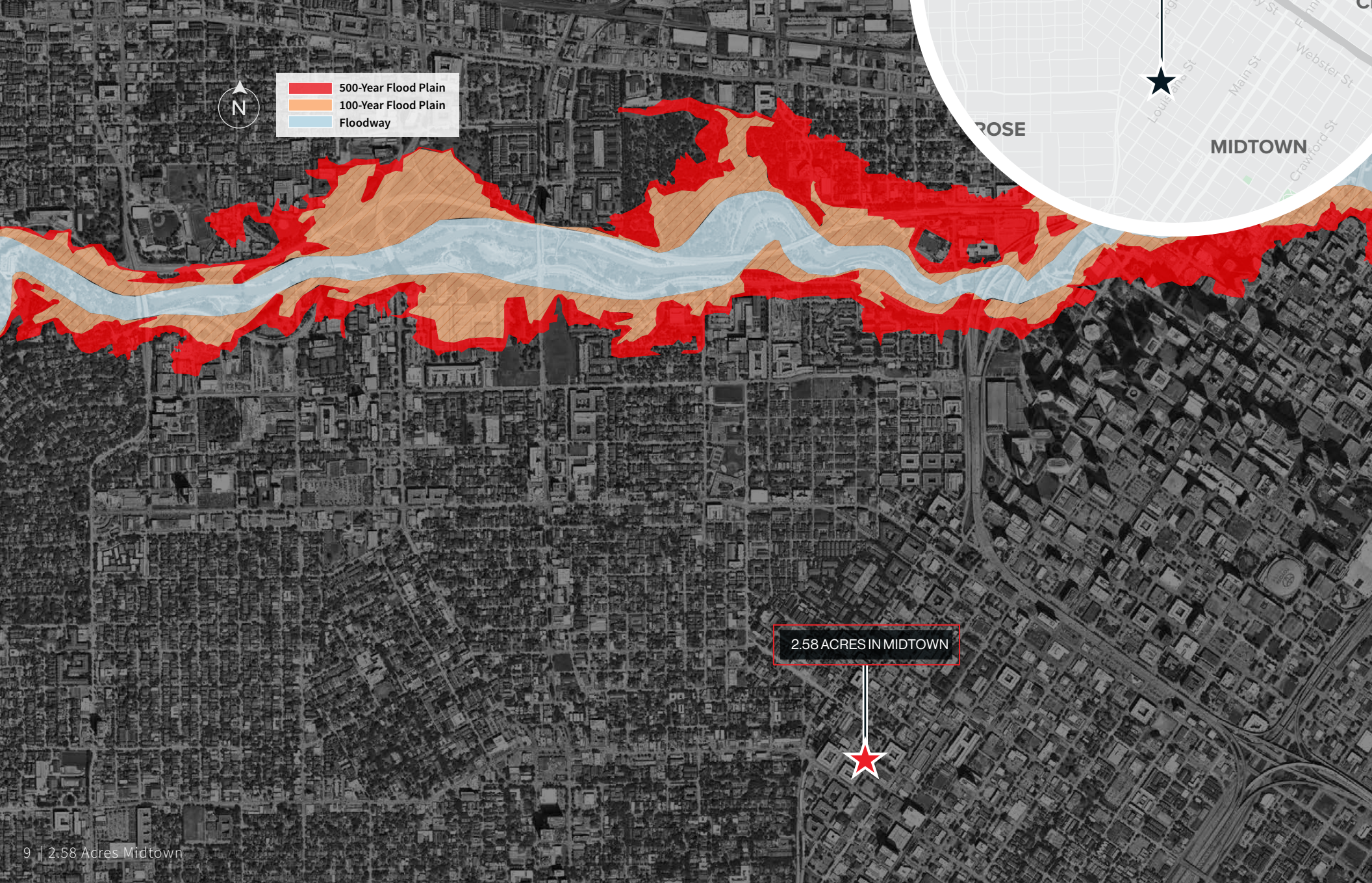
Mixed-Use Development Concept Gallery



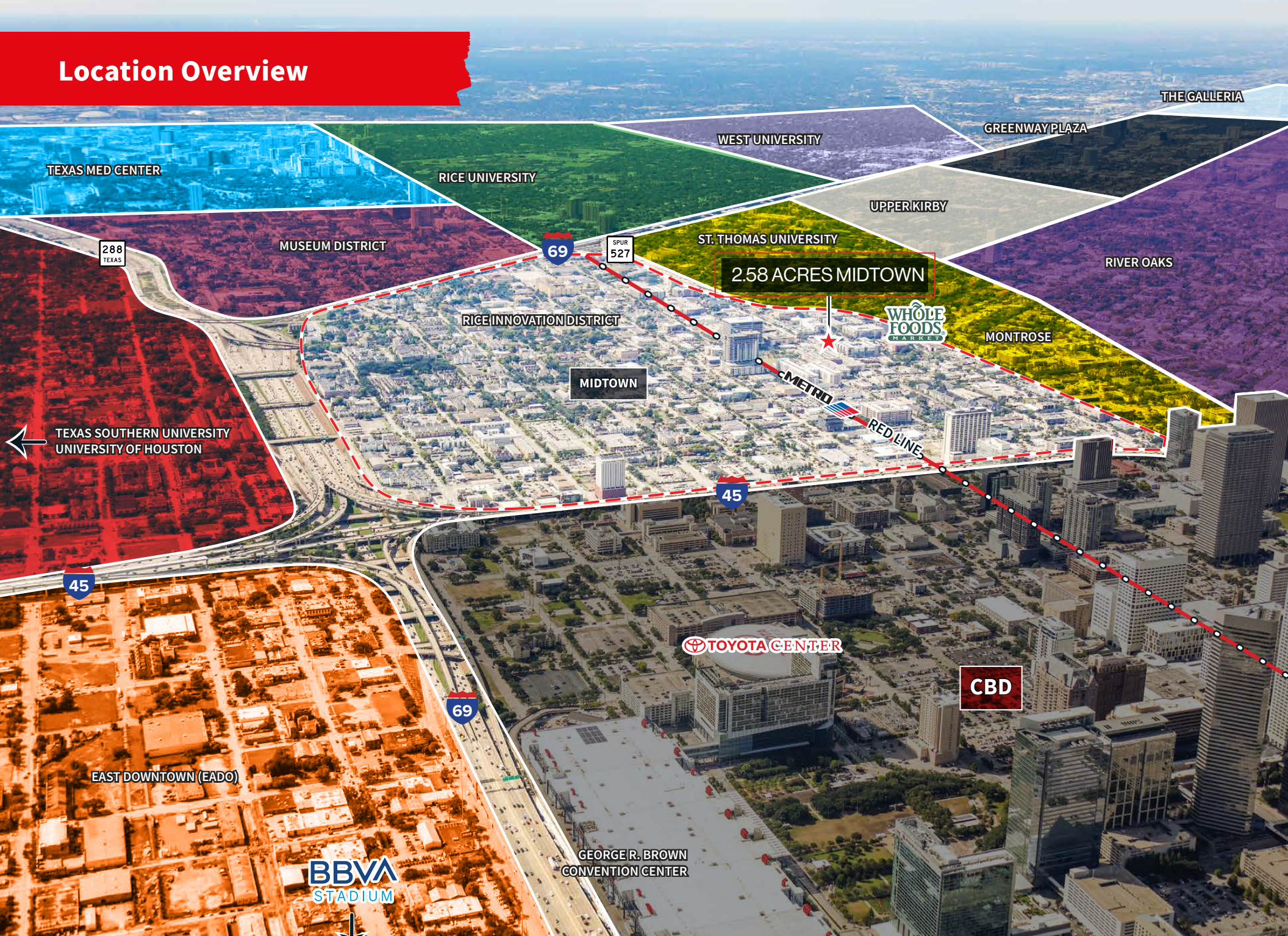
Located At the Center of Houston's Coveted Parks



Location Outside Both 100- and 500- Year Flood Plain



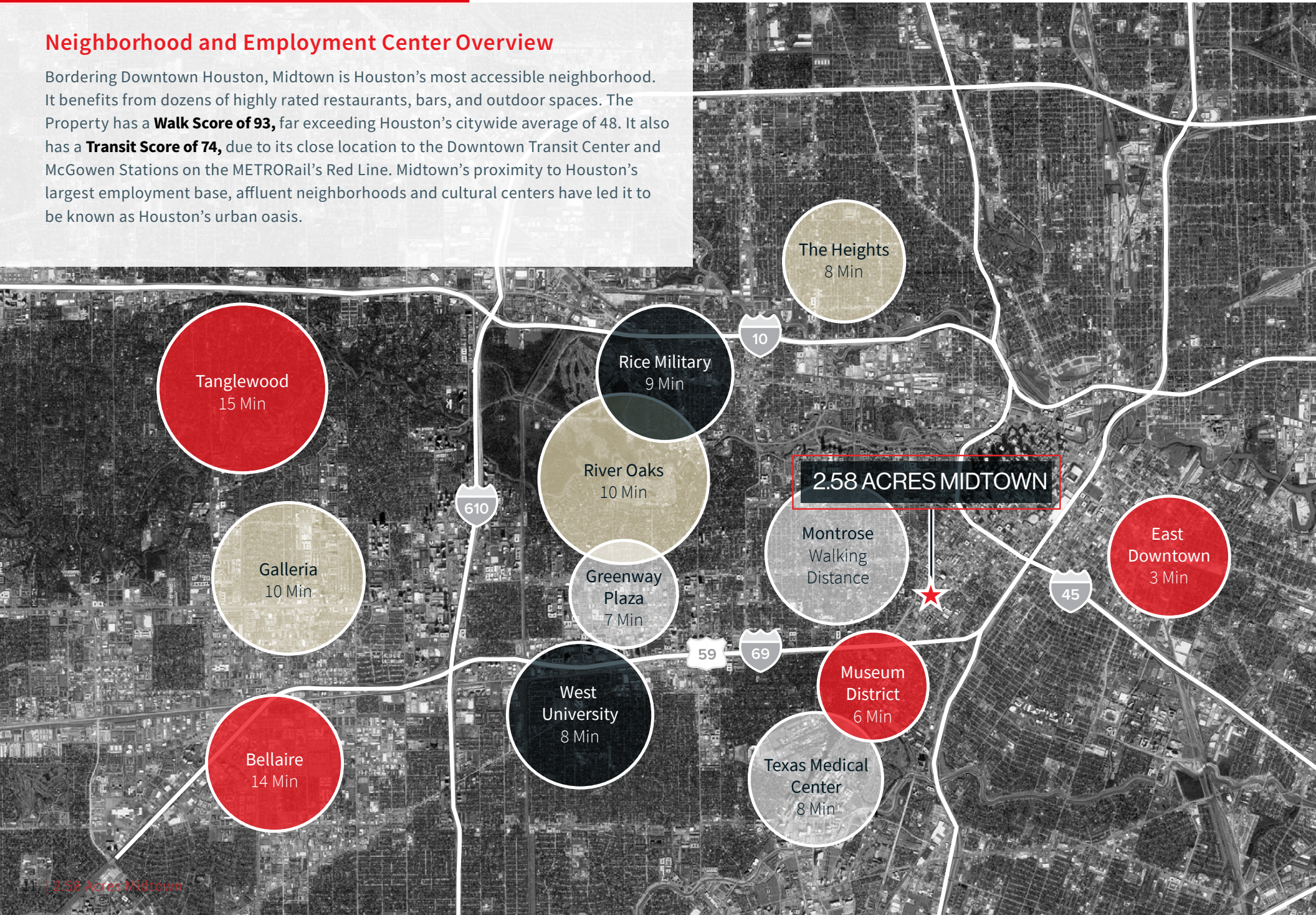
Location Overview



Location Overview

Neighborhood and Employment Center Overview

Bordering Downtown Houston, Midtown is Houston's most accessible neighborhood. It benefits from dozens of highly rated restaurants, bars, and outdoor spaces. The Property has a **Walk Score of 93**, far exceeding Houston's citywide average of 48. It also has a **Transit Score of 74**, due to its close location to the Downtown Transit Center and McGowen Stations on the METRORail's Red Line. Midtown's proximity to Houston's largest employment base, affluent neighborhoods and cultural centers have led it to be known as Houston's urban oasis.



Houston's CBD

Downtown Houston is the city's largest employment center, spanning 1.84 square miles, where over 3,000 companies employ over 150,000 personnel in 92 office buildings totaling over 50 million square feet. Nine of Houston's twenty-one Fortune 500 company headquarters are located Downtown.

Bounded by I-10 on the north, US-69 on the east and I-45 on the south and west, Downtown Houston is easily accessible and offers convenient access to and from Midtown. Downtown is the most sought-after office submarket in Houston, commanding the highest rents in the city with asking gross rents averaging \$38.96 for all classes and \$43.45 for Class A buildings. Since 2000, approximately \$8.2 billion in public and private investments have been made in Downtown Houston, transforming the urban core into a dynamic employment hub.

TOP 10 LARGEST CBD EMPLOYERS

RANK	COMPANY	TOTAL EMPLOYEES
1	Chevron	8,000
2	JP Morgan Chase	2,700
3	Deloitte	2,200
4	Kinder Morgan*	1,900
5	CenterPoint Energy*	1,800
6	Accenture	1,800
7	Ernst & Young	1,740
8	Pricewaterhouse Coopers	1,660
9	Enterprise Products*	1,440
10	United Airlines	1,400



Midtown – the heart of Houston’s Innovation Corridor

The Innovation Corridor runs north to south along Main Street, through Houston’s largest employment districts, cultural centers and affluent neighborhoods. It is Houston’s hub for tech and healthcare related startups. The four-mile-long corridor is connected by light-rail, bike lanes and sidewalks and offers easy access to all of Houston, including some of the regions most admired amenities. Additionally, Rice University is redeveloping the former Sears building to be a central location for Houston’s entrepreneurial, corporate and academic communities to gather. The innovation corridor is Houston’s nexus of business, culture, science and education.

Houston’s key industries and attractions are located along the corridor:

- The Texas Medical Center, the world’s largest medical complex
- Top-ranked and nationally recognized Rice University
- 700-acre Hermann Park and the world-famous Houston Zoo
- The Museum District, the largest concentration of cultural institutions in the country
- Midtown, Houston’s quintessential live, work, play, eat, shop destination
- Downtown Houston, the business hub for America’s fourth largest city and home to nine Fortune 500 headquarters

“The goal of Houston Exponential is to foster an improved environment for startup activity in Houston and the infrastructure of the Innovation Corridor is a big step toward realizing that goal. The group Startup Genome recently cited Houston as one of the world’s most connected cities for startup activity and a city to watch for innovation in life sciences, artificial intelligence and more.”

– Greater Houston Partnership





Texas Medical Center - 8 Minute Drive or 4 Stops Away on Metro

Texas Medical Center is the largest medical center in the world and the 8th largest CBD in the nation, spanning 1,345 acres and encompassing 50 million gross square feet with 110,000 direct employees and 72,000 students. Each year, the Texas Medical Center generates \$25 billion in GDP. The massive employment and research hub is just minutes away from The Mix. The Texas Medical Center has over 10 million patient encounters per year and over 180,000 annual surgeries. Currently, there are over \$3 billion in construction projects underway, including TMC3, the third cost for life sciences. TMC3 will be a 1.5 million square foot research campus. It will generate \$5.2 billion into the local economy and will create more than 25,000 jobs.

Greenway Plaza - 7 Minute Drive

The Greenway Office submarket represents one of the few areas within Houston that offers a thriving environment for living and working underpinned by an abundance of walkable dining, retail, and entertainment amenities. Situated on Highway 59, employees can easily access Midtown and The Mix at all hours of the day. The master-planned, mixed-use development, encompassing nearly 4.3 million square feet of Class A office space in ten buildings. The ten office buildings include 755 businesses and 22,100 employees.

Galleria/Uptown - 10 Minute Drive

The Galleria area contains over 32 million square feet of office space and is home to approximately 2,000 companies comprising a diverse mix of financial, information technology, and professional services firms. The area contains over 13% of the Houston area's office space and more than 15% of its Class A office buildings. The district is anchored by the Galleria Mall, the nation's fourth highest grossing mall in the United States.

Museum District - 3 Minute Drive or 2 Metro Stops

The Houston Museum District is comprised of 19 museums, each with its own specialty. Located in the heart of Houston, between Midtown and the world-renowned Texas Medical Center, the abundance of museums makes it one of the largest walkable cultural districts in the U.S. The Museum district hosts over 7 million annual visitors and generated over \$370 million for the local economy.



River Oaks - 10 Minute Drive

River Oaks is widely considered the most affluent enclave in Texas. River Oaks was developed in the 1920s and immediately rose to prominence as a well-publicized national model for community planning. Its lush 1,100 acres contain some of the finest blocks of mansions and historic homes in the United States including the Rienzi Museum of Fine Arts, Houston. The area includes River Oaks Country Club, Houston's most prestigious golf course, designed by Donald Ross and recently redesigned by Tom Fazio. Homes in River Oaks range in price from \$2.0 to \$20.0 million.

WEST UNIVERSITY PLACE - 8 Minute Drive

West University Place ("West U") draws its name from neighboring Rice University, which US News ranks as the number one University in Texas and 18th nationally. The tree-lined area has been nicknamed "The Neighborhood City" for its appeal to upper-class families, who choose it as a bedroom community with convenient access to Midtown, Greenway, the Galleria, downtown and the adjacent Texas Medical Center. In 2015, the Houston Business Journal ranked the 77005 zip code – which includes West University Place and Southampton – as the 2nd-wealthiest zip code in the Greater Houston Area. The average net worth of residents is over \$2,100,000 and homes range in price from \$1.0 to \$3.0 million.



MONTROSE - Walking Distance or 2 Minute Drive

Established in 1911, the Montrose neighborhood is a diverse area with renovated mansions, bungalows, and cottages located along tree-lined boulevards. Located steps away from The Mix, Montrose is one of Houston's more pedestrian-friendly neighborhoods and is a major cultural hub. The area contains a number of communities popular to local artists and musicians. Montrose is highly renowned for offering an abundance of restaurants ranging from dive bars to nationally ranked fine dining.

EADO – 3 Minute Drive and Accessible by METRORail

East Downtown, or EaDo, is a rapidly gentrifying residential neighborhood that inherently appeals to today's younger generations. EaDo is populated with tech startups, artists, creative adaptive re-uses of industrial buildings and a thriving restaurant and bar scene. Once a warehouse and industrial district, EaDo has clearly benefited from Houston's growing urbanism. It has quickly emerged as one of Houston's hottest residential addresses. It is home to an ever-expanding roster of popular restaurants and bars and the METRO Rail.

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