



UPTOWN PARK

Houston, Texas



# A NEW RETAIL ENGAGEMENT IN HOUSTON

Uptown Park embodies a uniquely dynamic neighborhood — blending the allure and luxury of Uptown’s residential neighborhoods with the diversity and design-forwardness of the Heights and Montrose.

Uptown Park is an eclectic, holistic urban lifestyle not found anywhere else — a place that arouses one’s curiosity and interest.





# HOUSTON BY THE NUMBERS

**6.9M**  
RESIDENTS

Houston MSA is the 5th most populous in the US

**4,800**  
ENERGY-RELATED COMPANIES

Energy jobs account for only 10% of Houston’s headcount and 34% of its GDP due to a more diversified economy

**#1**  
MILLENNIAL DESTINATION

Educated millennials are moving to Houston more than ever — 50% increase in millenials with a college degree since 2000

**+45%**  
HOME VALUE

Growth over the last 10 years, the 3rd highest of any city in the US

**99.4**  
COST OF LIVING INDEX

Compared to 232 in New York City, 181 in San Francisco and 146 in Boston

**59**  
MEDICAL & RESEARCH INSTITUTIONS

Texas Medical Center is the largest medical complex in the world with 106,000 employees and 160,000 visitors each day

**25**  
FORTUNE 500’S

Houston MSA has the 3rd highest concentration of Fortune 500 companies in the country, only behind Chicago and New York.

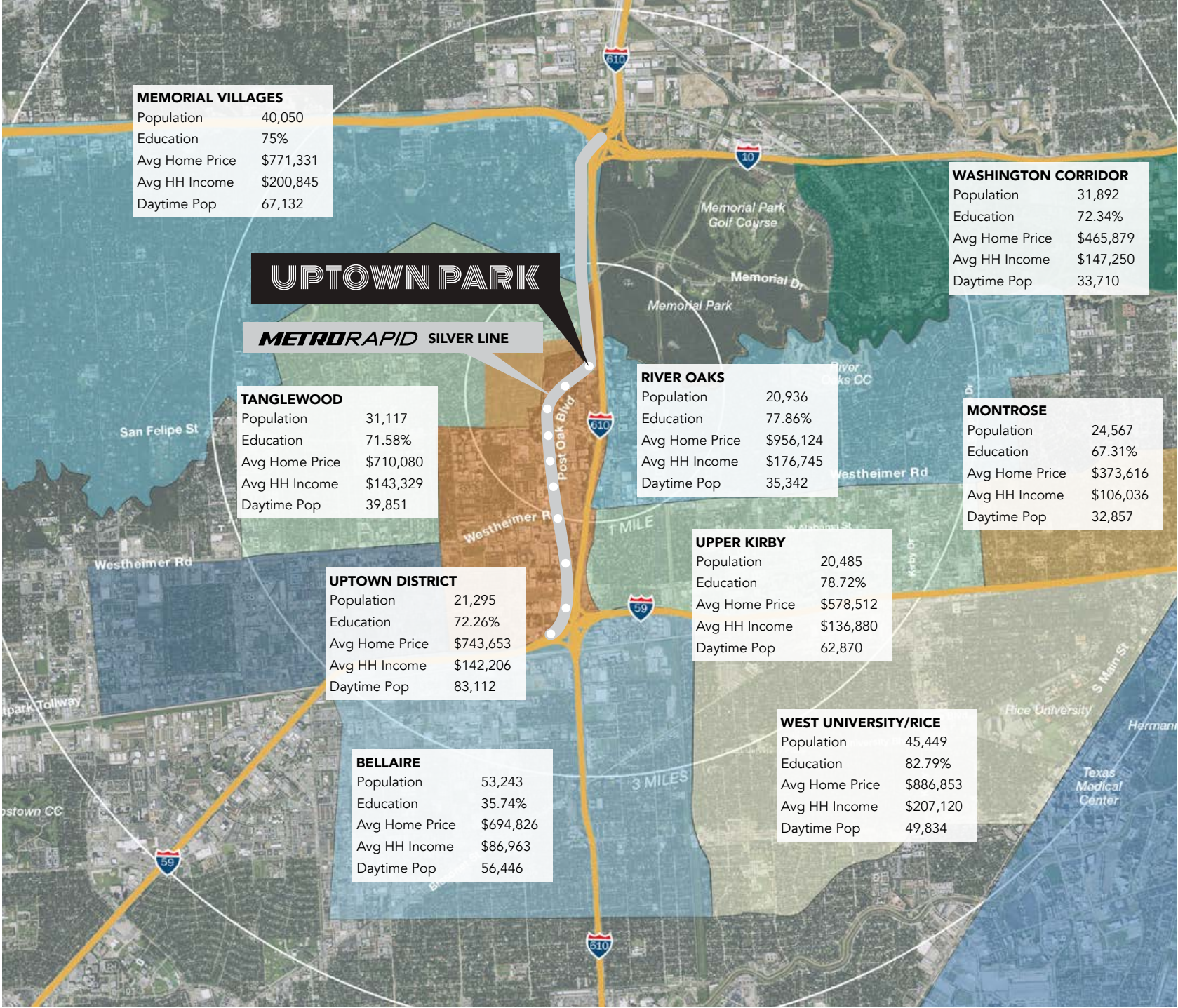




# ABOUT THE NUMBERS

DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
Population	16,652	178,187	531,707
Households	9,837	92,172	249,078
Daytime Pop.	63,918	317,405	883,243
Avg. HH Income	\$180,010	\$163,052	\$149,076
Education Attn.	81.12%	74.34%	66.20%

**METRO RAPID**  
Silver Line - Uptown Park Station  
Runs every 10 minutes, Daily, 5am-midnight







## UPTOWN HOUSTON DENSITY

**28M SF**  
OFFICE  
SPACE

**7.3M SF**  
RETAIL  
SPACE

**8,400**  
HOTEL  
ROOMS

## BOOMING DISTRICT

### 35 MILLION RETAIL MECCA

35 million annual visitors to the Uptown Houston district.

### +173,000 URBAN DENSITY

More than 173,000 residents within a 3-mile radius projected to 193,00 by 2025.

### \$161,473 WEALTHY

Average household income of \$161,473 within 3 miles. Average home values of \$767,976 with 27% over \$1M.

### 238,000 CAREER DRIVEN

238,000 white-collar employees and over 2,000 companies, within Uptown Houston. 15th largest business district in the US, and one of the largest outside a downtown core.

### \$3.6B HIGH SPENDING

Annual retail sales in Uptown Houston. The average Houston household spends \$44,883 on retail annually vs. \$41,313 in the US.

### TOURIST DESTINATION

39 hotels with more than 8,400 rooms

### 300,000 HIGH VISIBILITY

Average daily traffic passing Uptown Park on the I-610 West Loop is 300,000 and expected to trend upward

### 73% WELL-EDUCATED

73% of people within 3 miles of have a bachelor's degree or higher. 75% within 1 mile. Compared to 32% nationally.



# PROPOSED SITEPLAN & RENT ROLL



NO. RETAILERS	SF	NO. RETAILERS	SF	NO. RETAILERS	SF
100 Polestar	3,420	290 Dear Paris	880	510 Available	3,828
115 Mendocino Farms	3,205	300 Ethen Allan	11,595	520 J. Alexander's	7,993
130 Kindbody	5,360	310 Belvedere	3,833	540 M. Penner	6,500
140 E*Trade	3,250	350 Rejuvenation	7,000	550 Elizabeth Anthony	5,570
150 Uptown Park Dental	2,030	370 Uptown Sushi	4,622	560 1661 Tanglewood Showroom	3,600
160 Linda's Couture Alterations	1,338	380 M&S Seafood   Steaks   Oysters	8,822	570 Longoria Collection	6,127
170 Utopia Plastic Surgery & Medspa	1,577	400 Postino	3,643	580 Urbe	5,919
180 Sugared + Bronzed	1,241	420 Van Leeuwen Ice Cream	1,182	590 Flower Child	3,543
190 Hi, skin	2,261	430 Crave Cupcakes	1,337	610 Lombardi	7,980
200 Available	1,784	440 Araya Chocolate	727	630 Top Drawer Lingerie	3,600
210 Little Bird	1,693	450 Lewis Jewelers	2,436	640 Étoile Cuisine Et Bar	3,167
220 JuiceLand	700	460 Drybar	1,783	650 Rocambolesc Gelateria	1,499
230 Available	3,400	470 Skin Laundry	972	660 Songkran Thai Kitchen	2,300
250 The Rustic	15,100	480 Sweetgreen	2,908	885 Giant Leap	-
280 High Gloss	983	500 Natuzzi	6,393	887 Krewe	-

Leased

Available

Lease / LOI



# RETAILERS

## URBE

URBE is the fifth concept by celebrated Restaurateur Tracy Vaught and James Beard Award-winning Executive Chef Hugo Ortega of H Town Restaurant Group. URBE honors the city of Mexico and its street food; an integral part of the local culture.



**Best Chef: Southwest**  
- 2017 James Beard  
Foundation Awards



## KREWE

At just under 155 square feet, KREWE's Tiny House is a clever retail experience, bringing the brand's quality, handcrafted sunglasses, and optical frames to Houston's Uptown Park audience.

## THE RUSTIC

For years, The Rustic has kept their focus simple — Kitchen. Backyard. Bar. Live Music — and the kept that spirit at their latest outpost in Uptown Park. Enjoy home style meals made with farm-to-table ingredients, local craft beers and cocktails under the stars or catch a performance by local and national artists.





POSTINO

Featuring a chic design with a wall of vintage luggage recognizing Houston as an international travel deastination, Postino is a popular upscale fine-dining experience offering a selection of fine wines in addition to their signature bruschetta, pressed paninis, salads, soups, and cheese and charcuterie boards. Sophisticated while remaining decidedly unpretentious, each location is designed with elements that recognize the neighborhood.



ELIZABETH ANTHONY

Elizabeth Anthony, a renowned specialty store in Houston's newly renovated Uptown Park, offers an exceptional selection of designer apparel for social events, career, lifestyle and glamorous evenings. The venerable boutique features well-known and exclusive American and European designers whose styles range from timeless to the vanguard.



GIANT LEAP COFFEE

Giant Leap Coffee's first location launched in January 2018 in Houston's East End. Their second location opened in Uptown Park in September 2020. Offering stellar premium locally-roasted coffee, cosmic baked goods as well as a succinct and diverse selection of tea, Giant Leap brings you one small step toward a better morning





## LOMBARDI CUCINA ITALIANA

Lombardi Cucina Italiana is a celebration of authentic Italian cuisine with a modern touch. The menu features a large selection of “fatto a mano” pastas as well as extensive array of fresh fish, meats and produce. The atmosphere reminds you of an open air villa in Italy surrounded by olive trees, Italian marble and Venetian Chandeliers and a luxurious bar and cocktail lounge - the perfect setting for an evening of relaxation, while listening to live entertainment.



## HI, SKIN

Hi, skin provides personalized skincare through customized treatments, expert advice, and curated product recommendations.



## ETHAN ALLEN

Ethan Allen’s new Uptown Design Center has a unique, urban aesthetic designed with an array of inspirational room vignettes, plus accessible touchscreens and workstations where Ethan Allen designers can partner with clients utilizing 3D space planning.





## J. ALEXANDER'S

J. Alexander's is a chef-driven, boutique-style restaurant emphasizing high-quality food and polished professional service in a uniquely designed environment. The restaurant has a full-service bar that includes an outstanding selection of wines both by the glass and bottle as well as handcrafted cocktails.

## TOP DRAWER LINGERIE

Top Drawer Lingerie is Houston's premier bra-fitting boutique located in Uptown. Offering a simple, easy and comfortable bra selection and fitting process.



**"Store of the Year"**  
- The Best of Intima, 2022, 2021 and 2020



## POLESTAR

Serving as Volvo's performance and electric-vehicle brand, Polestar's goal is to blend high-tech offerings with modern Swedish styling. Uptown Park hosts Houston's first and only Polestar showroom.

## NATUZZI ITALIA

Natuzzi Italia is the world's best known furniture brand, designing sofas, chairs, tables, beds and more to create harmony throughout the home.





## FLOWER CHILD

At Flower Child, every last bite is made from scratch, using fresh ingredients from close to home and serving healthy food that takes you to a happy place. A perfect spot to relax and dine in, or just grab a quick healthy bite to go.



## CRAVE CUPCAKES

Using premium ingredients like luxurious European chocolates, Madagascar bourbon vanilla, seasonal fruits and dairy from Texas farms, Crave crafts the most delectable cupcakes and creamy frostings, baked on-site daily in small batches.



## JUICELAND

Fueled by fun and the belief that fresh foods can be life-changing, JuiceLand creates raw, cold-pressed juices and superfood smoothies from the most interesting and delicious fruits, vegetables, and ingredients around.



## REJUVENATION

Uptown's source for period-authentic lighting and hardware, vintage reproduction light fixtures and hardware for restoration and renovation. Handcrafted and built-to-order.



## DUCHESS

A casual dining spot blending Mediterranean, Asian, and South American flavors. Inspired by live flame cooking, the menu offers all-day dining, in a setting that combines modern Victorian design with an inviting atmosphere. Embodying unpretentious allure, Duchess offers a populist approach to cuisine and cocktails.



## SUGARED+BRONZED

S+B is the nation's top destination for sugaring hair removal and sunless tanning. They've transformed airbrush tanning with an exclusive blend of beets, water, and bronzer, alongside the ancient Egyptian hair removal method of sugaring using lemons, sugar, and water. With a commitment to exceptional services, their trained team delivers smooth skin and the perfect bronze.



## M PENNER

M Penner offers not only luxury clothing for men and women, but a five-star shopping experience. From their drink bar to flat screen TV, the store has been designed to make you feel at home. Even their made-to-measure room is casual and comfortable with its roomy conference table.



# GATEWAY TO MEMORIAL PARK

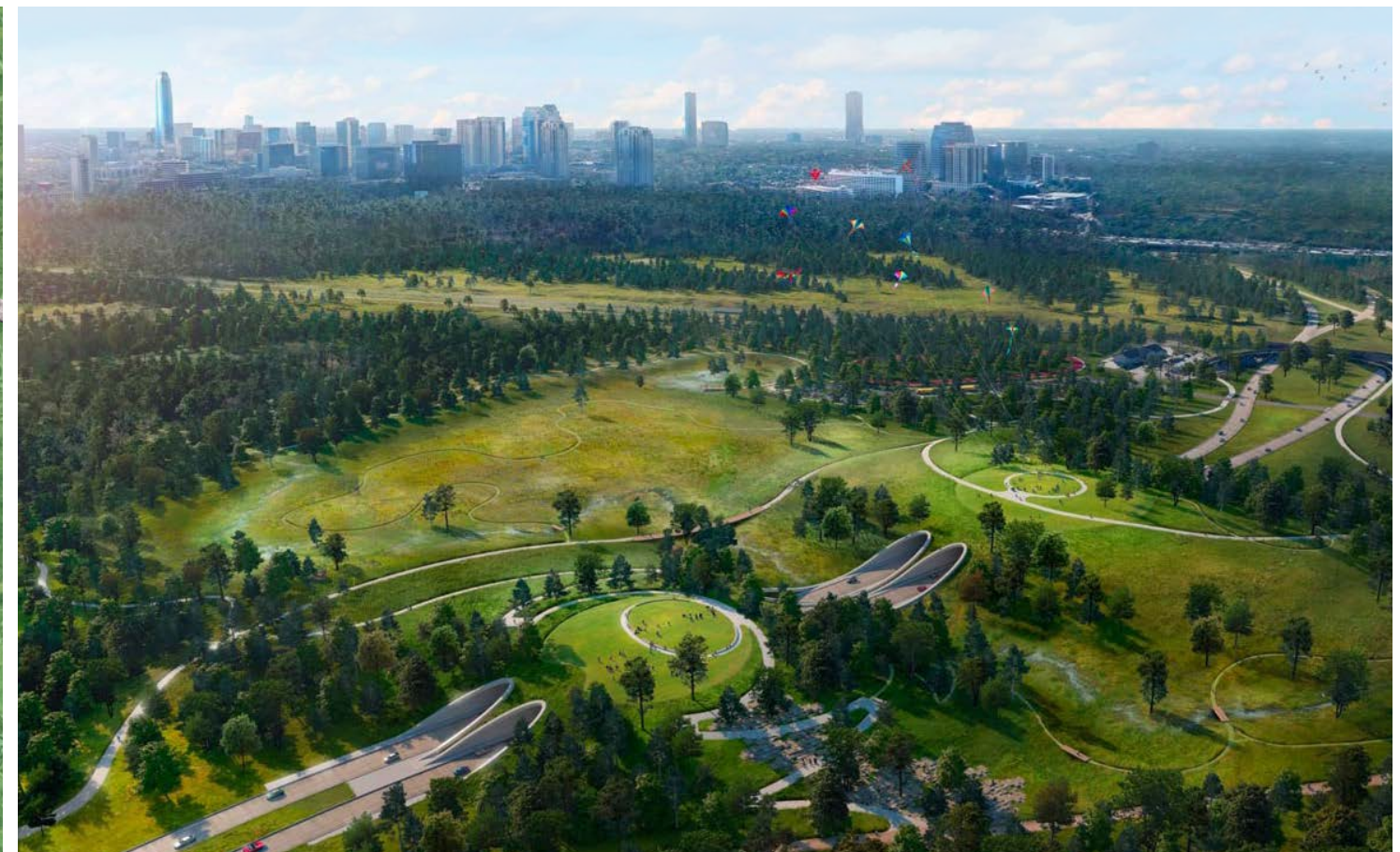
Just north across Buffalo Bayou via the W Loop bikepath, Uptown Park connects Memorial Park – Houston’s largest urban wilderness – to the greater Uptown Houston District.



## MEMORIAL PARK

The Memorial Park Master Plan, which is a private-public partnership aimed at improving one of Houston’s most-visited assets, launched a 100-acre, \$70 million expansion that connects the segmented areas of the park by creating a land bridge over Memorial Drive.

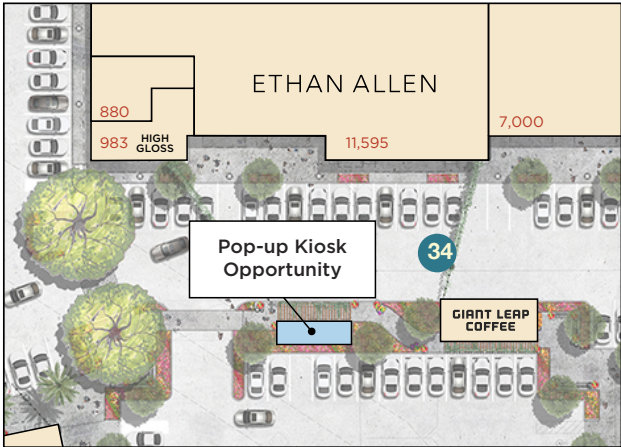
- Twice the size of Central Park (1,500 acres)
- Home to the PGA Houston Open
- One of the largest urban parks in the U.S.





# POP-UPS WELCOME

EDENS embraces innovative retail and has seen numerous succesful pop-ups hosted across our portfolio.



**KASTLES CONTAINER SHOP**  
Union Market - Washington, DC



**PICKLETOWN FLOWER CO.**  
RiNo Art District - Denver, CO



**ONWARD RESERVE AIRSTREAM**  
Park Road - Charlotte, NC



**M. GEMI MOBILE TOUR**  
Union Market - Washington, DC



**RHOBACK TRUNK SHOP**  
Closter Plaza - Closter, NJ



**EVERLANE CASHMERE TOUR**  
Union Market - Washington, DC



# EDENS AT A GLANCE

EDENS is a retail real estate owner, operator and developer of a nationally leading portfolio of 110 places. Our purpose is to enrich community through human engagement.

We design our places to achieve 3.5 trips per week and 5 hours of dwell time. We know that when people come together, they feel a part of something bigger than themselves and prosperity follows — economically, socially, culturally and soulfully.

Our work is bigger than real estate; we are in the business of humanity.

<b>\$6.8B</b>	<b>100</b>
in real estate assets	community-focused places
<b>\$8B</b>	<b>15M</b>
in average buying power	daily reach at our places
<b>13</b>	<b>215</b>
major markets	team members
<b>3</b>	
institutional investors	



# THE EDENS APPROACH





# EDENS PORTFOLIO







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## Information About Brokerage Services

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

### TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

### A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

### A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

#### AS AGENT FOR OWNER (SELLER/LANDLORD):

The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

### AS AGENT FOR BUYER/TENANT:

The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any

material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

### AS AGENT FOR BOTH—INTERMEDIARY:

To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
  - Must not, unless specifically authorized in writing to do so by the party, disclose:
  - that the owner will accept a price less than the written asking price;
  - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

### AS SUBAGENT:

A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first. TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

### LICENSE HOLDER CONTACT INFORMATION:

This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

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