

# Drewery Place

Information Memorandum

Retail Space





Artist Impression

Caydon is a successful, diverse developer backed by over 20 years' experience. The team takes pride in achieving outcomes that will make a lasting, positive impact on the city's future and shares the vision that every development creates a connection with the community and surrounding environment.

**Houston is one of the fastest growing cities in the US and where there is growth, there is opportunity.**

"The possibilities of Midtown were obvious to me from the beginning. The area is undergoing a rapid transformation as investment in infrastructure and employment opportunities take hold. I like the location of Drewery Place being across the road from the new Midtown park, along the light rail and surrounded by great bars and restaurants. We are creating a substantial mix of apartments including a 27 level tower and the inclusion of 13,000 square feet of retail space. Midtown is obviously the next big thing for Houston and will become the main center for the city. I encourage you to take advantage of this new commercial opportunity in one of the fastest growing cities in the US."



**Joe Russo**  
Principal  
Caydon Property Group



# Site overview



Midtown has the population density of Washington DC.

Only limited space remaining for retailers, eateries, bars and specialty stores. Delivering this Summer.



# Our retail spaces

Join Earth Craft Juicery, Caydon and popular Houston yoga studio, Black Swan on the ground floor of Drewery Place.

This is an exciting opportunity to literally get in on the ground floor of a 357 apartment unit building opposite Midtown Park and serviced by the Metro Rail. There is nothing like this available in Houston and Caydon's track record of developing mixed use spaces ensures the project's success.

The landmark building will be a major draw card for the new Midtown and the retail component will become a popular destination for residents and visitors.

98 parking spaces for exclusive use by retail customers.



Retail spaces





# Houston's Surroundings

Houston is one of the fastest growing cities in the US and will become the third largest city in the country by 2030. It is the most diverse city in the US, with vibrant communities from every corner of the globe creating a welcoming environment.

Houston is the global center for the oil and gas industry. 2018 has seen substantial growth once again as the industry indicators are on the rise.

“Third largest city in the country by 2030 and the most diverse city in the US”

Houston is home to the world’s largest Medical Center. It is a leader in innovation and job creation with over 100,000 employees.

The city is also home to NASA, the second largest port in the nation and 24 fortune 500 company headquarters.

Last year saw 20.5 million people traveling to Houston. On top of being an international hub for business, Houston hosts major sporting events including the Superbowl and Final Four.

20.5 million annual visitors.

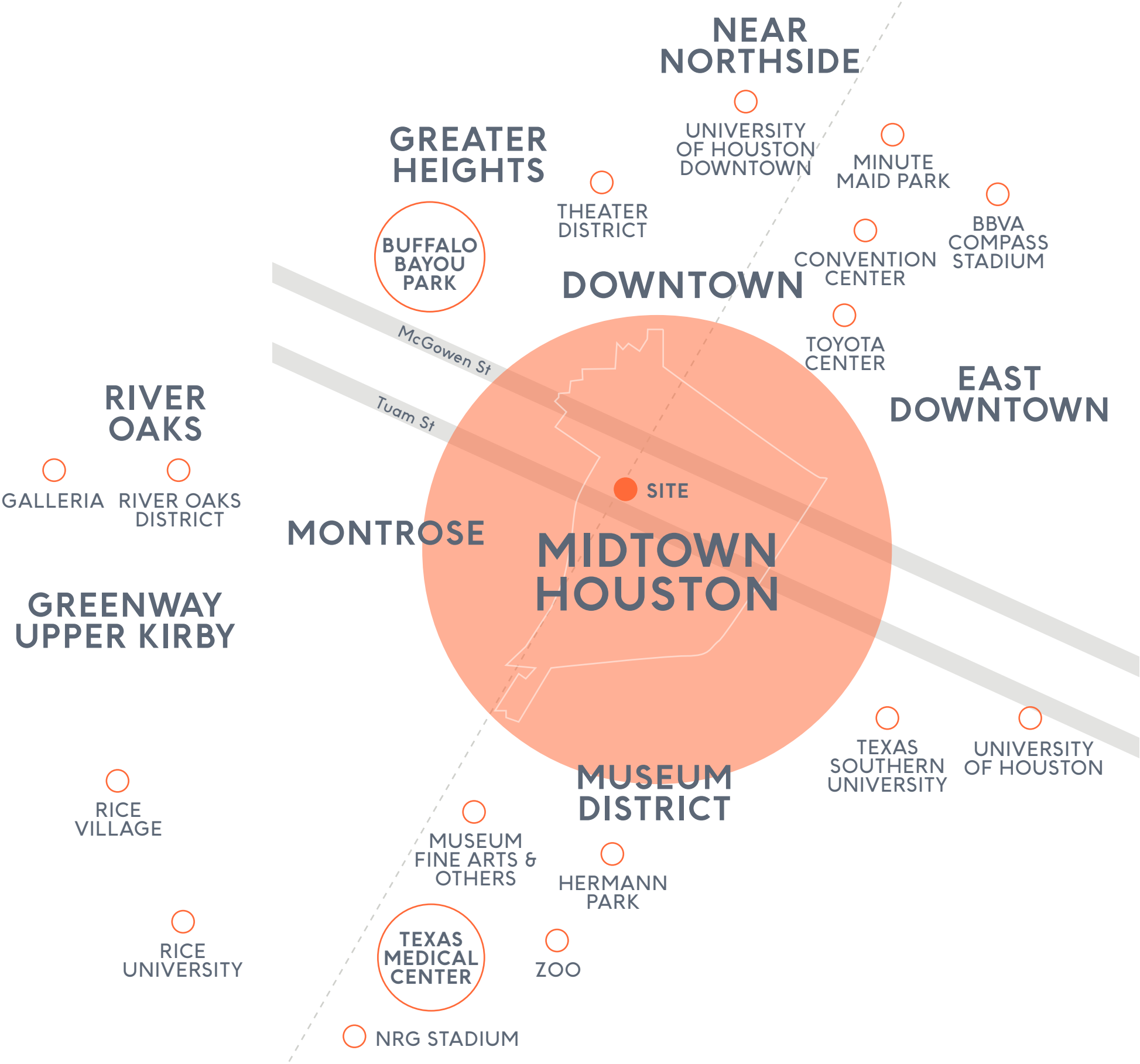


The Houston Medical Center  
Covering 1,300 acres and  
employing 106,000 people.  
Annually more than 10m patients.  
Providing more than  
\$25b economically.  
Planned expansion in the  
next 5–10 years \$3 billion.



# Around Houston

Midtown is  
at the center of  
everything.





# Midtown



# The neighborhood



Located directly between the two major employment centers, Midtown is quickly becoming Houston's most vibrant and active neighborhood.

It is the most walkable area in the city.

It is the most walkable area in the city, with an abundance of local restaurants, cafés and bars, as well as the imminent arrival of the area's first Whole Foods. Midtown Houston is quickly establishing itself as the retail, restaurant and residential heart of the city and Drewery Place is poised to become the center piece of this urban rejuvenation.





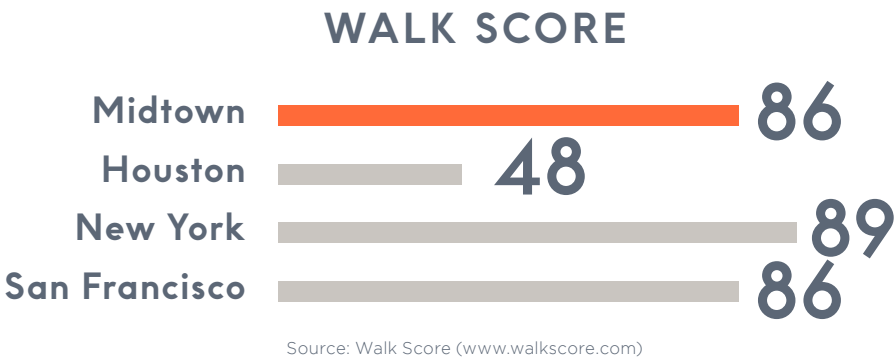
SURROUNDING THE SITE:

- 1 PHO SAIGON
- 2 LES GIVRAL'S
- 3 STARBUCKS
- 4 CHIPOTLE
- 5 PROOF ROOFTOP LOUNGE
- 6 GAGE LOUNGE
- 7 REEF
- 8 CAPITOL BAR
- 9 MONGOOSE VERSUS COBRA
- 10 KIM TAI
- 11 THIEN AN SANDWICHES
- 12 SAIGON CAFE
- 13 WEIGHTS AND MEASURES
- 14 13 CELSIUS
- 15 NOUVEAU ANTIQUE ART BAR
- 16 HCC
- 17 YOGA ONE
- 18 CALI SANDWICH
- 19 SIMPLY PHO

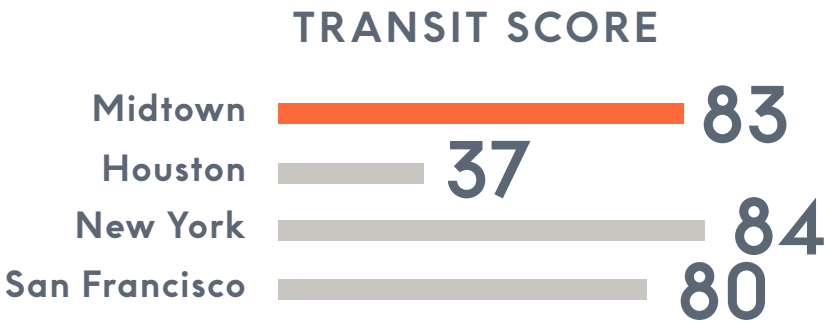


# An urban neighborhood

Midtown is Houston's true dense, urban, walkable neighborhood. With an abundance of restaurants, cafés and bars, Midtown is establishing itself as the heart of the city.



Source: Walk Score (www.walkscore.com)



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## POPULATION DENSITY

CITY	PEOPLE PER SQUARE
MILE	
New York City	27,012
Washington DC	9,856
Midtown Houston	8,687
Seattle	7,251
Denver	3,923
Houston	3,502
Atlanta	3,154
Austin	2,653

## LIFESTYLE



Over 200 restaurants, bars & shops.

# Midtown leads the way

Over the last 10 years, Midtown has transformed into one of Houston's premier neighborhoods. Residents earn and spend more than almost any other part of Houston and the area is booming.

As a result, Midtown continues to attract public and private investment and its regeneration has created a densely populated neighborhood similar to those found on the East Coast. Midtown residents spend substantially more of their money outside the home than the average person.

53 more on retail goods,  
81 more on restaurants  
88 more on alcohol.

AREA	POPULATION	MEDIAN HOUSEHOLD INCOME	% OF POPULATION WITH AT LEAST A COLLEGE EDUCATION
Midtown	9,025	\$92,905	65%
3-Mile Radius	166,061	\$72,251	63%
5-Mile Radius	407,957	\$60,758	59%

Source: Esri & Census



# Big and getting bigger

Already the most densely populated area in Houston, Midtown continues to attract apartment development. Over 3,000 apartment units will come online in Midtown over the next few years.

GROWTH IN APARTMENT UNITS BY NEIGHBORHOOD			
Place	Today	2022	% of Growth
All of Houston	478,053	500,490	5%
Midtown	5,091	8,168	60%
Downtown	4,091	6,098	49%
Washington	5,560	7,887	42%
Upper Kirby	6,721	7,989	19%
Galleria	8,685	10,102	16%
Montrose	5,122	5,956	16%
Heights	2,739	3,029	11%
Rice/Museum District	3,441	3,645	6%
Medical Center	7,147	7,522	5%





# The Team

## ABOUT CAYDON

Caydon, an Australian-based specialist developer of apartment buildings with ground floor retail, will drive the project.

The group delivers developments that stand out in their location and stand the test of time. Caydon understands the opportunity presented by the resurgence of Midtown and they also understand the complexity of the issues to be dealt with.

Caydon has a very definite retail strategy for all developments. The team understands delivering as many people as possible, as quickly as possible is the key to long-term sustainable retail.

Every retail mix is sourced to complement the refined nature of each development and meet the on-going needs of potential residents. Every mixed use sector operates through the day and into the night creating a vibrant, viable urban district.

Caydon has created memorable places for people to live, work and enjoy the world around them for over 15 years. Every past project is now a thriving complex well integrated into its local community. Caydon has a reputation for finishing projects on budget and on time and will bring this work ethic and high standard of delivery to Houston.



1. Trilogi, Prahran

2. The Malt District, Cremorne

3. Ivanhoe Apartments, Ivanhoe

4. S.T.K, St Kilda

5. ONLY Flemington, Flemington

6. The Malt District, Cremorne

7. Focus on Mason, Moonee Ponds

8. Ettaro, East Brunswick

9. Atria, Hawthorn

10. Hall St, Moonee Ponds

11. Coppins Corner, Cremorne

12. Queens Street Hotel





L A N E  
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P L A C E

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**CAYDON**

**SHOP<sup>COS.</sup>**