

THE
Plant
SECOND WARD

RXR

Concept Neighborhood Team

A real estate acquisition, development and management company committed to innovative and inclusive retail and multifamily in connected urban corridors.

More than 70 years of collective commercial real estate experience in every major asset class including retail, office, medical, industrial, and multifamily.

CN aims to create authentic, connected and inclusive projects that serve and embrace the neighborhood.



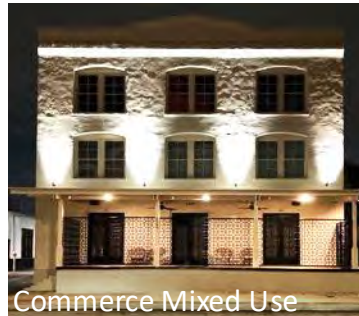
Memorial City Mall



Cohousing Houston



EaDo Shops at Delano



Commerce Mixed Use



Axelrad



Finn Hall at Jones on Main

“What’s different about Concept Neighborhood’s approach is its efforts to create a transit-oriented neighborhood of hyperlocal businesses where everyone’s from the community and they can get around without being car dependent. That’s the part where they really are breaking new ground and not just for the neighborhood, but...for Houston.”

- Veronica Chapa Gorczynski, President of the East End District

Concept Neighborhood Team



David Kelley
Managing Partner
Projects & Finance

David Kelley oversees Concept Neighborhood's projects and financing. David co-founded Concept Neighborhood with more than 35 years of commercial real estate experience, holding leadership positions at MetroNational including Senior Vice President of Finance, Chief Financial Officer, Chief Operations Officer, and President. During his tenure, David was involved in planning, developing, and financing over 2 million square feet of projects in the multi-family, senior living, medical, office, retail, lodging and self-storage sectors. In 2020 David formed Cohousing Houston, LLC, and is leading the development process for the first cohousing project in Texas. David is an active member of the Advisory Board for The Cohousing Association of the United States and has been a CFA Charterholder since 2005.



Jeff Kaplan
Managing Partner
Brokerage & Hospitality

Commercial real estate veteran and successful serial entrepreneur since 2003, Jeff Kaplan leads Concept Neighborhood's brokerage and hospitality operations with an emphasis on urban impact and economic development. Prior to co-founding Concept Neighborhood, Jeff served as NextSeed's first Texas principal and co-founder of NextSeed Space, an incubator to create move-in ready spaces for hyper-local merchants. Jeff also held positions with University of Houston as an adjunct professor teaching ethical consumption and local community-based retail models and as an Urban Retail and Urban Land Specialist with commercial brokerage, Wulfe & Co. He is a member of the City of Houston Planning Department's Livable Centers Task Force, National Committee on U.S. China Relations-Young Leaders Forum and Blackwood Educational Land Institute.



Dave Seeburger
Managing Partner
Asset Management
& Investor Relations

As the Managing Director of Concept Neighborhood, Dave Seeburger leads asset management and investor relations. Prior to co-founding Concept Neighborhood, Dave founded an investment management company that focused on real estate and early growth capital. He also served as Director of Finance for NextSeed. Since 2012, Dave has underwritten over \$300 million of debt and equity investments and structured and executed \$100 million of investments into both commercial and residential real estate as well as small business growth. Before focusing on investment management, Dave started a multi-award winning real estate development company and led a team of real estate experts that evaluated \$50 million of investments and acquired \$20 million of property while creating a construction organization from the ground up. Dave is an active member of the Rice Entrepreneurs Organization and serves as the VP of Community Affairs for his neighborhood civic association.

Concept Neighborhood Team



Jeremy Roberts
Managing Partner
Projects & Legal

A seasoned real estate attorney, broker and developer, Jeremy Roberts co-founded Concept Neighborhood where he oversees project management and legal matters. In addition to Concept Neighborhood, Jeremy serves as Principal at JAR Real Estate which specializes in development of suburban retail and manages a 400,000-square-foot commercial real estate portfolio valued at approximately \$100 million. Prior to joining Concept Neighborhood, Jeremy practiced law as a transactional real estate attorney with Weycer Kaplan Pulaski & Zuber and Harberg Huvad Jacobs & Wadler. He obtained his JD from the University of Texas of Law and is a licensed member of the real estate section of the State Bar of Texas.



Zach Samet
Managing Partner
Property Management

Zach Samet, a third-generation multifamily property manager and developer, co-founded Concept Neighborhood and serves as the property manager including property maintenance and repairs and tenant relations as well as contract negotiations, vendor service contracts, and insurance coverage. Prior to joining Concept Neighborhood, Zach successfully closed seven apartment properties consisting of over 1,800 units valued at over \$90MM over in four years. And in his career has overseen the management of more than 2,000 units totaling over 1 million square feet of rentable space.



Monte Large
Partner
Design & Placemaking

With over 20 years of retail and real estate experience specialized in urban planning and experiential design, Monte Large executes Concept Neighborhood's design and placemaking strategy. Previously, Monte co-founded NextSeed Space, an incubator for local merchants and was with Midway's retail team. He was Chair for the Urban Planning Committee with the Houston Midtown Management District, Monte also spearheaded the Downtown Retail Incentive Program with The Houston Downtown Management District, that led to the resurgence of the historic Market Square area now valued at over \$2 billion. Monte is a TIRZ 21 board member, overseeing new infrastructure and the creation of new parks in the district.

Houston's first development connecting light rails to bayou trails, the 17-acre district is just east of downtown and south of Buffalo Bayou Partnership's transformative \$310 MM East Sector Park and East River, Midway's 150-acre mixed-use project.



The Plant
In Second Ward

Harrisburg Blvd

Sampson St

Navigation Blvd

Planned Bayou Park "Finger"

Buffalo Bayou

East River
150-acre
mixed-use project

Tony Marron Park +
Planned Extension

Parks+

1. Buffalo Bayou East Sector*
2. Navigation Finger*
3. Swimming Hole*
4. Commerce Street. Bikeway*
5. Sampson Complete Street*
6. Navigation Esplanade
7. Settegast Park
8. Plant/Second Ward Rail Stop
9. Harrisburg Bike Trail
10. Tony Marron Park
11. Discovery Green Park
12. EaDo/Stadium Rail Stop
13. Columbia Tap Bike Trail
14. North Downtown Bike Trail
15. Guadalupe Plaza Park
16. Bayou Trail
17. Eastwood Park

Places

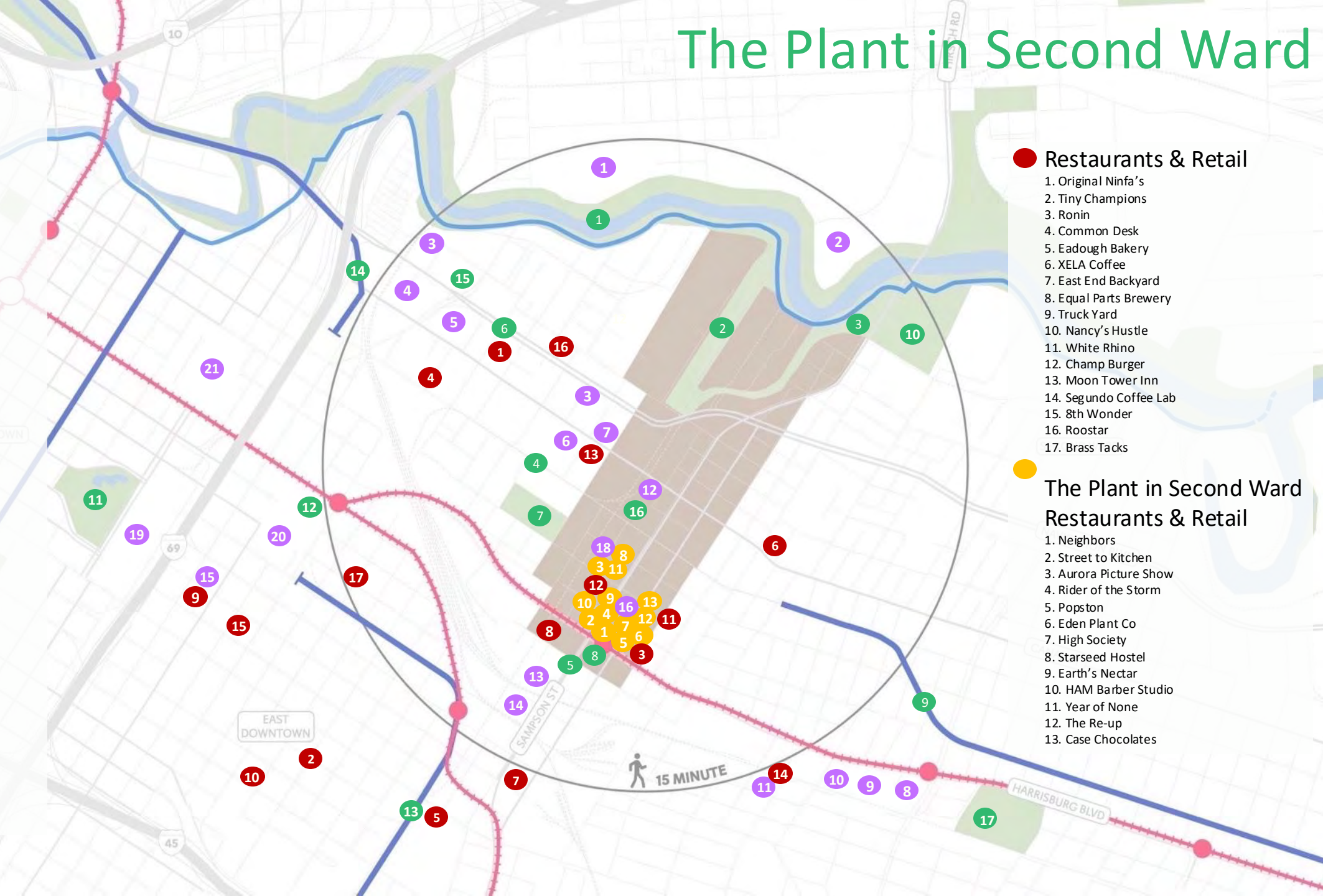
- 1-2. East River
3. East End Lofts
4. The Mill
5. Forth at Navigation
6. HBS Redevelopment
7. Pruitt Redevelopment
8. Baker Ripley HQ
9. The Center
10. Harrisburg Art Museum
11. Ironworks
12. Headquarters
13. Wanderstay Hostel
14. Sampson Lofts
15. East Village
16. The Plant House
17. Delano
18. Printhouse
19. GRB Convention Center
20. PNC Stadium
21. Minute Maid Park

Restaurants & Retail

1. Original Ninfa's
2. Tiny Champions
3. Ronin
4. Common Desk
5. Eadough Bakery
6. XELA Coffee
7. East End Backyard
8. Equal Parts Brewery
9. Truck Yard
10. Nancy's Hustle
11. White Rhino
12. Champ Burger
13. Moon Tower Inn
14. Segundo Coffee Lab
15. 8th Wonder
16. Roostar
17. Brass Tacks

The Plant in Second Ward Restaurants & Retail

1. Neighbors
2. Street to Kitchen
3. Aurora Picture Show
4. Rider of the Storm
5. Popston
6. Eden Plant Co
7. High Society
8. Starseed Hostel
9. Earth's Nectar
10. HAM Barber Studio
11. Year of None
12. The Re-up
13. Case Chocolates





1 Buffalo Bayou East Sector*



2 Navigation Finger*



3 Swimming Hole*



4 Commerce Street Bikeway*



5 Sampson Complete St*



6 Navigation Esplanade



7 Settegast Park



8 Plant / Second Ward Rail Stop



9 Harrisburg Bike Trail



10 Tony Marron Park



11 Discovery Green



12 EaDo Rail Stop



13 Columbia Tap Trail



14 N Downtown Trail



15 Guadalupe Plaza



16 Bayou Trail*



17 Eastwood Park

*Planned

Neighborhood Restaurants & Retail



1 Original Ninfa's
Restaurant institution



2 Tiny Champions
Acclaimed Italian restaurant



3 Ronin
Event space



4 Common Desk
Coworking and hot desks



5 EaDough
Bakery



6 XELA
Coffee roaster and café



7 East End Backyard
Beer garden and bar



8 Equal Parts Brewery
Craft brewery and tap room



9 Truck Yard
Beer garden and entertainment



10 Nancy's Hustle
Acclaimed restaurant



11 White Rhino
Neighborhood cocktail bar



12 Champ Burger
Classic burgers



13 Moon Tower Inn
Restaurant and beer garden



14 El Segundo
Coffee roaster in Ironworks



15 8th Wonder
Brewery and beer garden



16 Roostar
Vietnamese restaurant



17 Brass Tacks
Café and bar

Nearby Development & Places



1 East River



2 East River



3 East End Lofts



4 The Mill



5 Forth at Navigation



6 East Blocks*

1
0



7 Pruitt Redevelopment*



8 Baker Ripley HQ



9 The Center



10 Harrisburg Art Museum



11 Ironworks



12 Headquarters



13 Wanderstay



14 Sampson Lofts



15 East Village



16 The Plant House



17 Delano



18 WKM Campus



19 GRB Convention Center



20 PNC Stadium



21 Minute Maid Park

*Planned

The Plant
In Second Ward

Connected to significant current and planned park, pedestrian, bike, and transit infrastructure, CN owns a collection of existing and historic structures that create an authentic district in the middle of one of the fastest growing neighborhoods in the country.

A three-step urban neighborhood development strategy.

Step 1
2020 - 2023

Acquisition

Assembled 17 acres and 22 underutilized buildings (~300ksf) in Houston's most connected neighborhood at a good basis.

Step 2
2024 - 2026

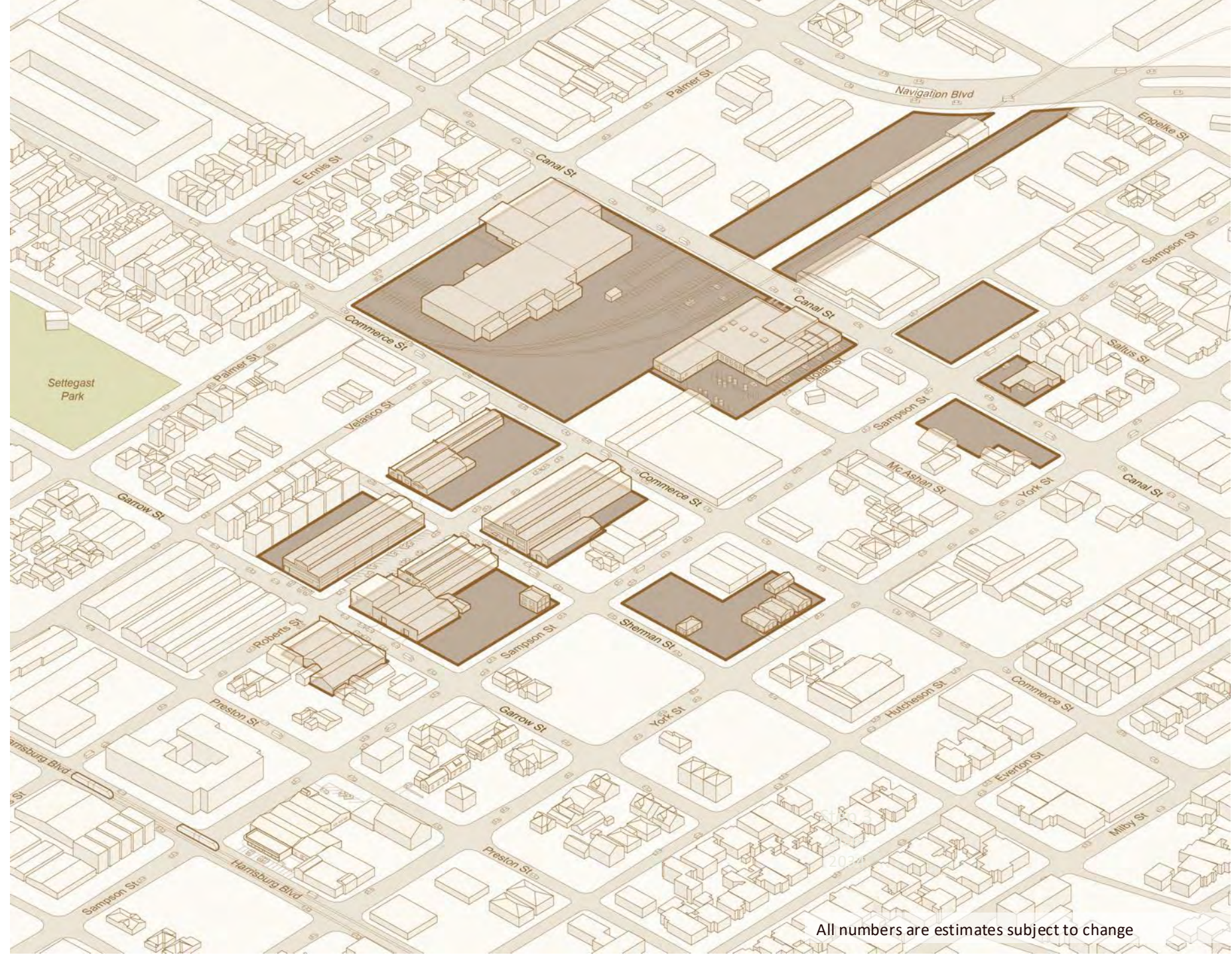
Adaptive Reuse

Adding major value through adaptive reuse of 220ksf of old warehouses into retail and office space with a central greenway.

Step 3
2026 - 2029

Vertical Mixed-Use

Capitalize on the value created with vertical mixed development including >1,200 apartments and another 30ksf of retail and commercial space.



Step 1: Acquisition

- 17 acres and over 250,000 sf of buildings including Historic buildings and an 8-acre developable tract.

\$35.4M
Invested

- VS -

\$47.8M
Value

Incentives & Policies

Qualified Opportunity Fund, Historic Tax Credits, Economic Development Agreements, Transit Oriented Development, Complete Communities, East End District, and TIRZ 23.

Step 1

Step 2

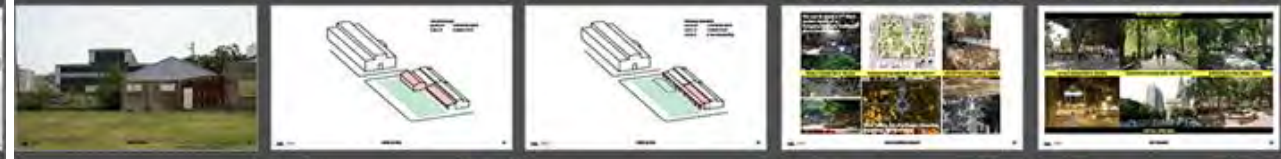
Step 3



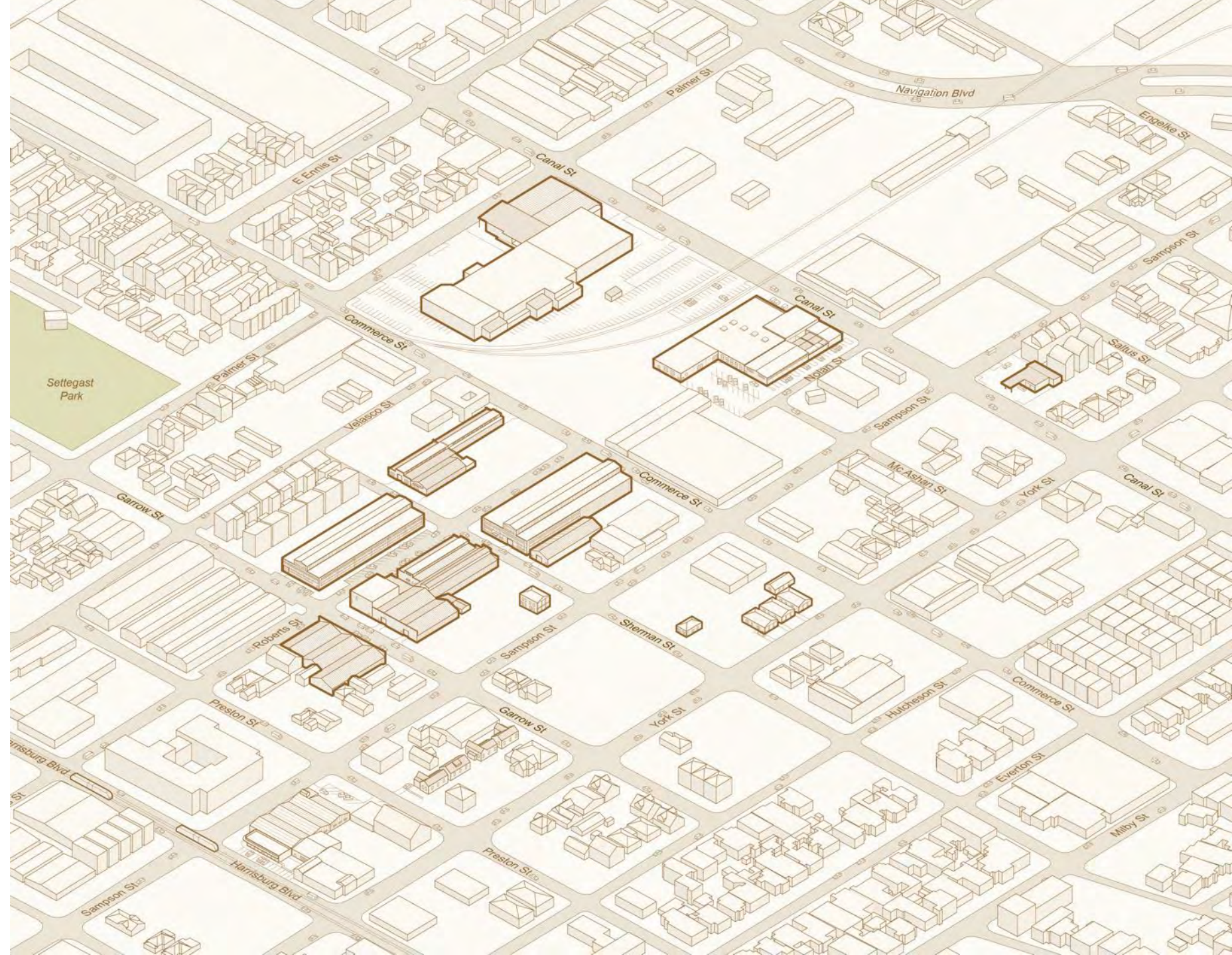
A walkable district in Houston's Second Ward, where creatives thrive. By adaptively reusing existing buildings and creating true destinations, values are premium, resulting in a halo effect where additional upside is captured in substantial adjacent land holdings.



District Masterplan



Step 1 :
Existing Building Assemblage



Step 1

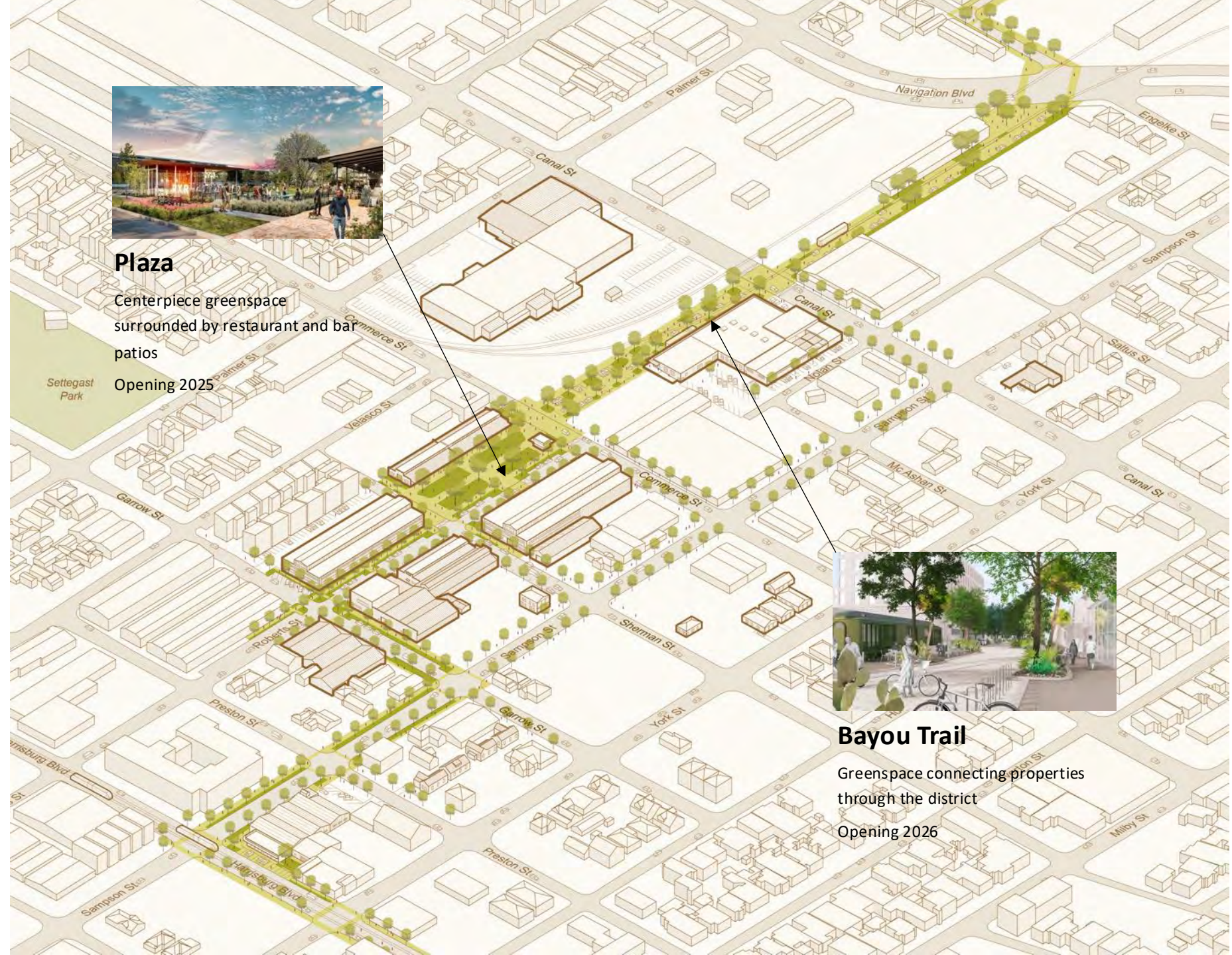
Step 2

Step 3

Step 2 :
Link assemblage with a green
spine/trail to create a district



Step 2 :
Create a central Plaza and
Bayou Trail



Plaza
Centerpiece greenspace
surrounded by restaurant and bar
patios
Opening 2025



Bayou Trail
Greenspace connecting properties
through the district
Opening 2026







RXR





Step 2:

Plaza and Bayou Trail will define two districts, Roberts Row and Trail Village



Plaza

Centerpiece greenspace surrounded by restaurant and bar patios
Opening 2025

Trail Village

Roberts Row



Bayou Trail

Greenspace connecting properties through the district
Opening 2026

Step 1

Step 2

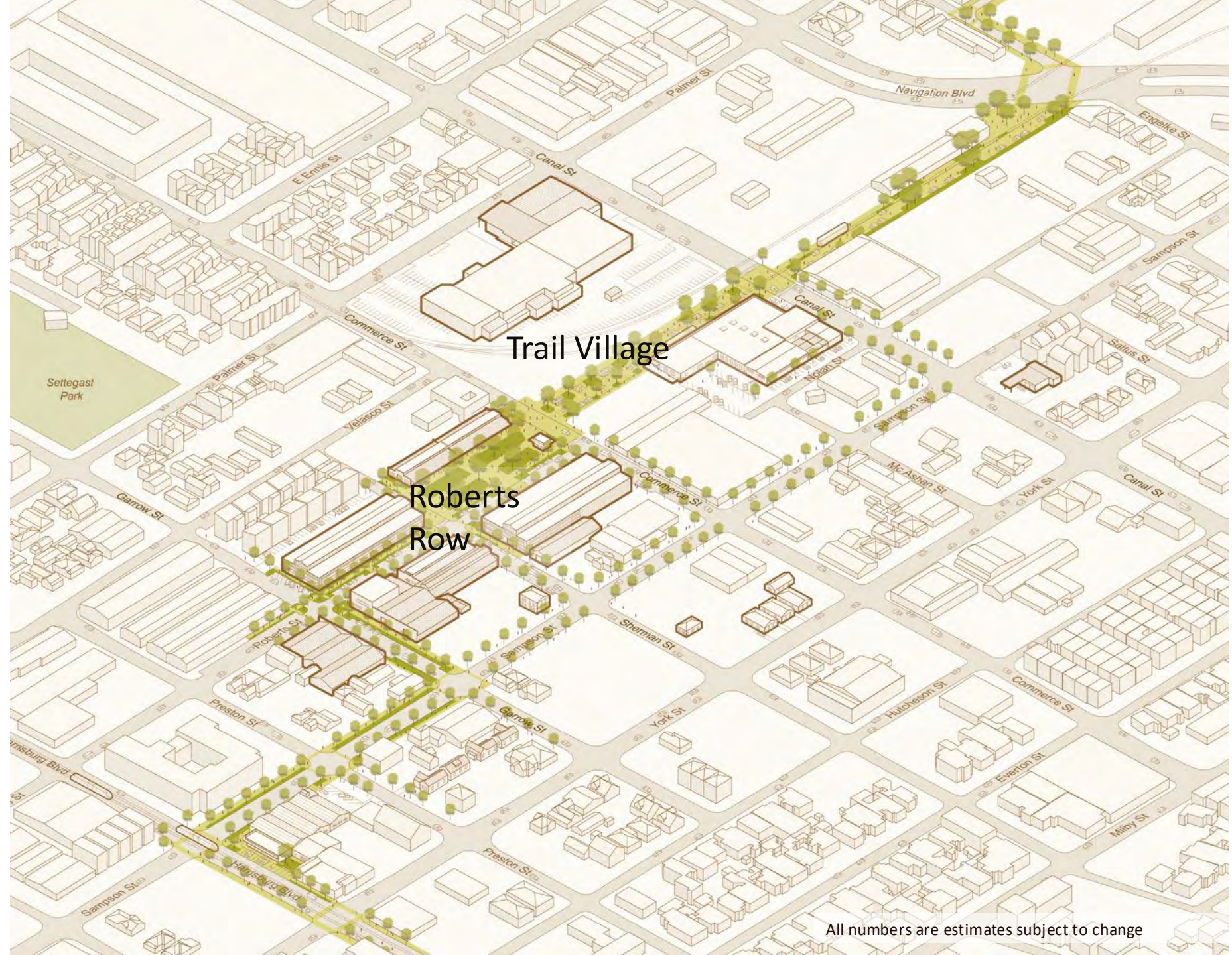
Step 3

Step 2: Adaptive Reuse

Adaptive reuse of 220,000 sf of industrial property into retail and commercial in two zones:

- Roberts Row
- Trail Village

Connected with common green space to create a district.

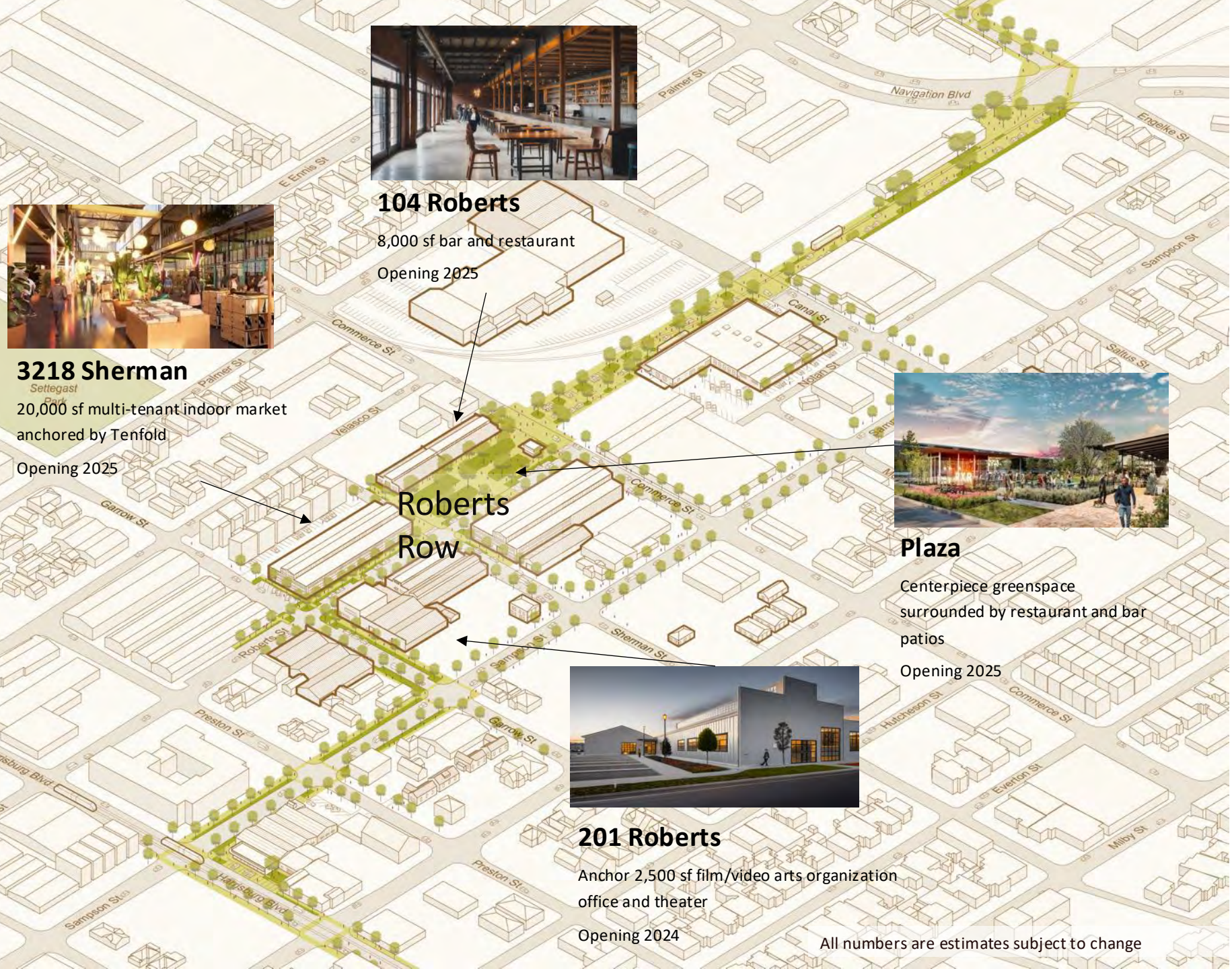


Step 2: Adaptive Reuse

Roberts Row

An historic campus of unique WW2-era structures well-suited for a wide variety of retailers, restaurants, offices, artisans, and artists.

The centerpiece of the historic campus, will be Roberts Row Plaza, an approx. half-acre space that will be surrounded by restaurants, bars, and retail.



104 Roberts
8,000 sf bar and restaurant
Opening 2025

3218 Sherman
Settegast
20,000 sf multi-tenant indoor market
anchored by Tenfold
Opening 2025

Roberts Row



Plaza
Centerpiece greenspace
surrounded by restaurant and bar
patios
Opening 2025



201 Roberts
Anchor 2,500 sf film/video arts organization
office and theater
Opening 2024



Step 2: Adaptive Reuse

Trail Village Pt. 1

Anchored by Crux Climbing Center, 3100 Canal is ~6 acres of retail, including the adaptive reuse of a former factory, and future multi-family.

The Headquarters is a mixed-use complex with co-working, creative office, childcare, retail, and restaurant/bar spaces.

Bayou Trail connects Trail Village to Roberts Row and Buffalo Bayou.



Canal - Market

Greenspace connecting 3100 Canal and HQ through the district
Opening 2026



3100 Canal - Crux

6-acre adaptive reuse anchored by Crux
Opening 2025



The Headquarters

30,000 sf co-working and retail center
Currently operating



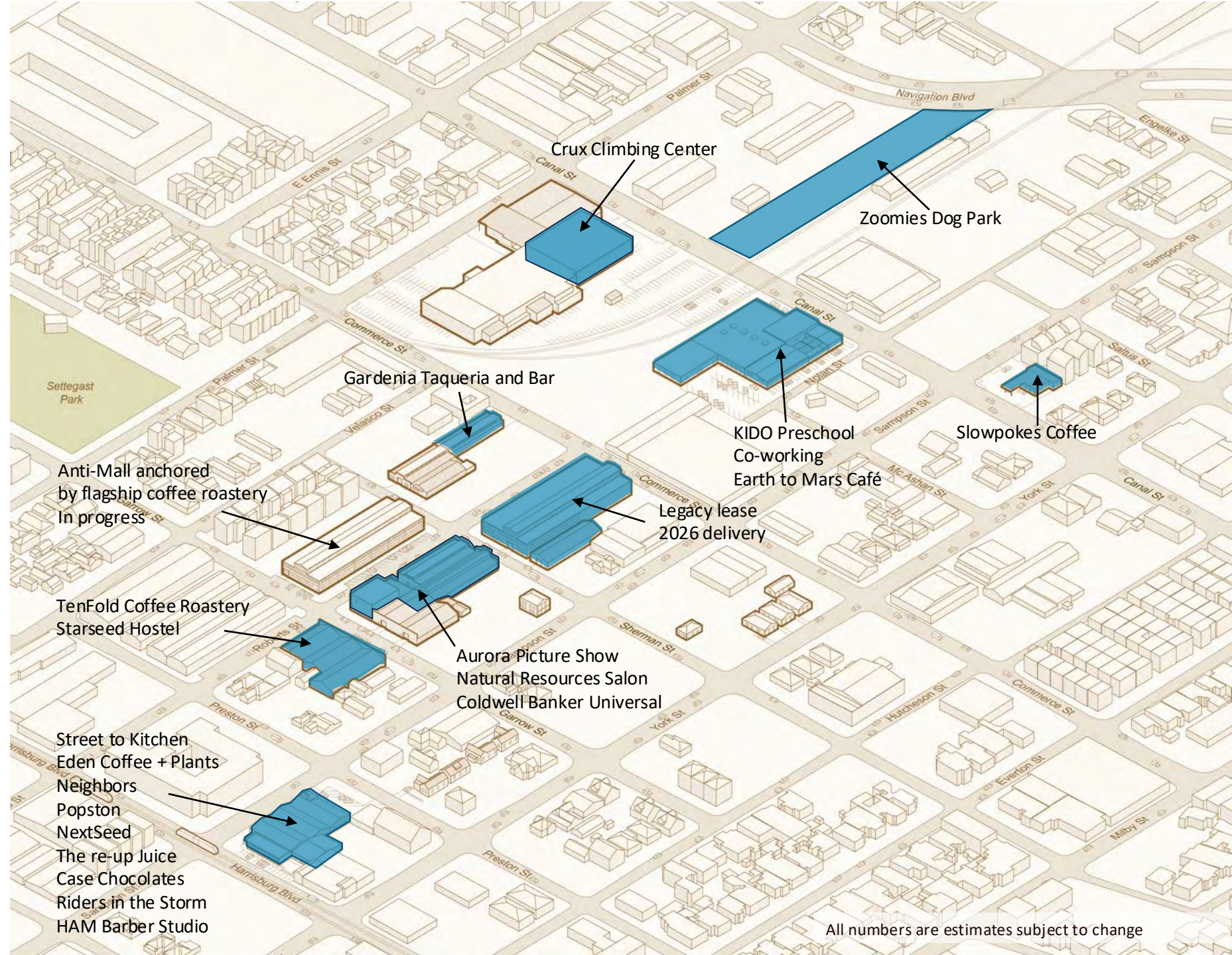
Bayou Trail

Greenspace connecting properties through the district
Opening 2026

Step 2: Adaptive Reuse

Leasing

>50% of available space is pre-leased to a highly curated mix of authentic tenants that will drive awareness, traffic and value





Crux Climbing Center

- Bouldering, yoga and fitness: 22,000 sf
- Trail Village
- Opening Q2 2025



Case Chocolates

- Handmade chocolate store and bar: 900 sf
- The Plant at Harrisburg
- Opening Q2 2024



Street to Kitchen

- James Beard Award “Best Chef of Texas” 2023; 2,500 sf
- The Plant at Harrisburg
- Opened Q4 2023



Tenfold Coffee

- Coffee roastery: 5,000 sf
- Roberts Row
- Opening Q2 2024



Slowpokes Coffee

- Neighborhood coffee shop and bar; 2,500 sf
- Headquarters adjacent
- Opening Q3 2024



Eden Plants + Coffee

- Plant store and neighborhood coffee shop; 3,500 sf
- The Plant at Harrisburg
- Opened 2023



Kido

- International preschool and childcare; 7,500 sf
- Headquarters
- Opening Q4 2024



Aurora Picture Show

- Film/video arts organization office and theater; 2,500 sf
- Roberts Row
- Opening Q2 2024

All numbers are estimates subject to change

Value of Place Forecast:
Before vs After

Concept Neighborhood
+
City
+
Halo Effect

Before Redevelopment - Economic Baselines



After Redevelopment - Forecasted Impacts

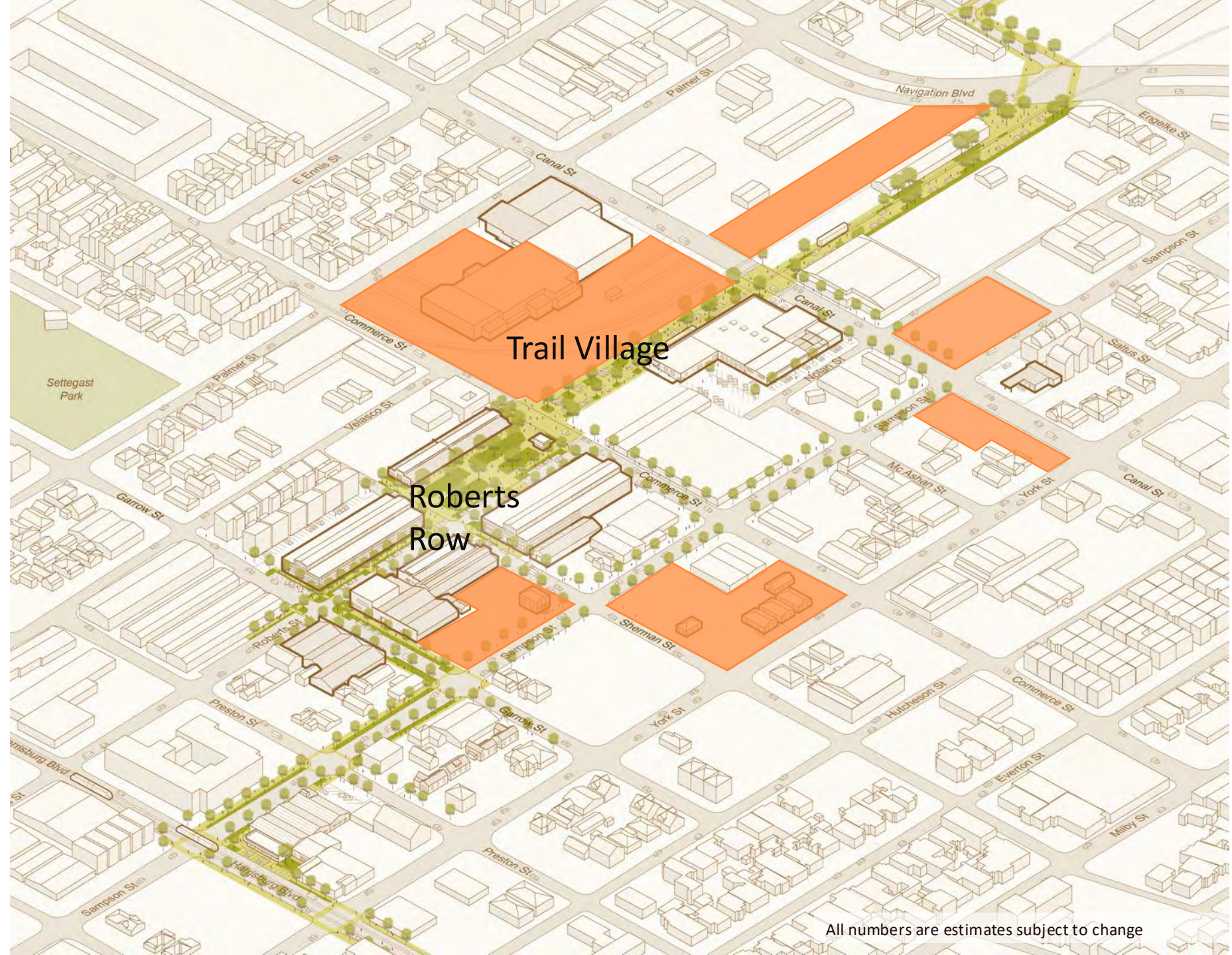
Project Area	50,000 Sq. Ft.	200,000 Sq. Ft.	200,000 Sq. Ft.	1500 Units	N/A
State of Place Premium	\$12.14	\$10.35	\$262.42	\$586.83	\$124.69
Additional Transit Premium	\$2.65	\$8.61	\$143.14	\$14.48	\$10.91



Step 3: Vertical Mixed Use

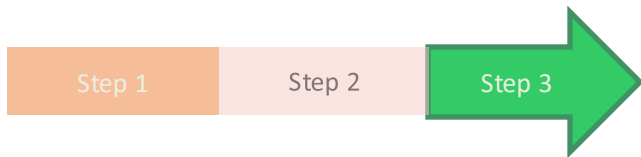
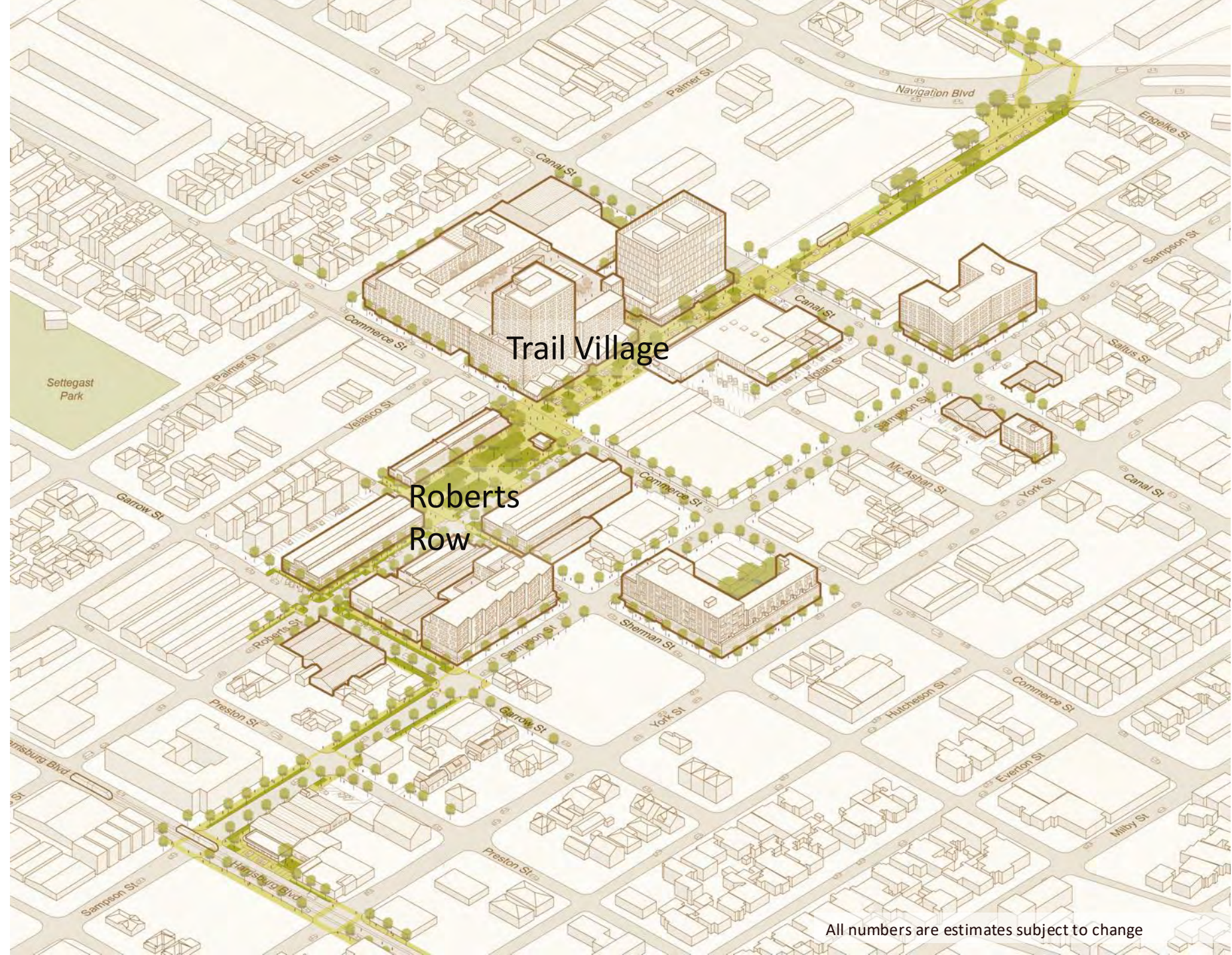
Halo Effect

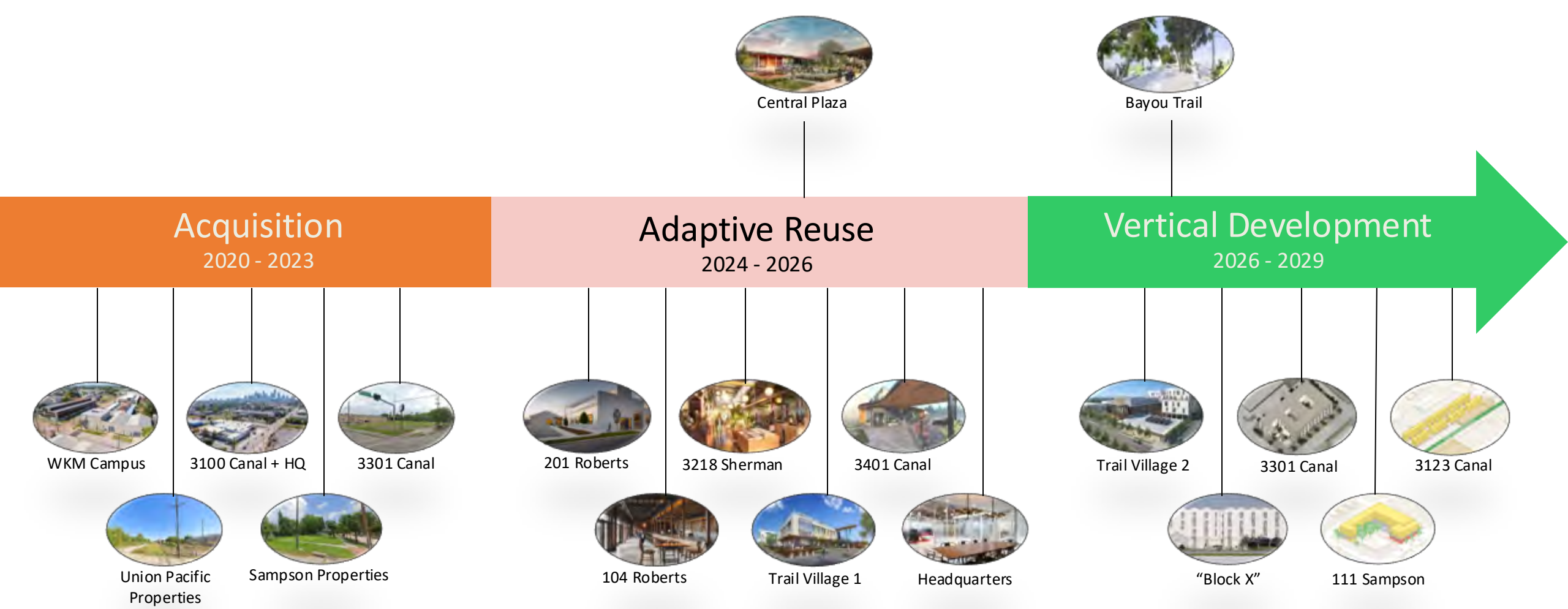
Approximately 11 acres of developable land for higher-density development



Step 3: Vertical Mixed Use

- Add density on 11 acres of developable land
- 1,200+ new multifamily units
- Mixed-use retail and commercial
- Financial model assumes sale





Similar Projects



M-K-T, Houston Heights

840k SF retail, ~\$48 PSF rent. Opened 2021
Built on M-K-T hike/bike trail



The Pearl, San Antonio

264 res units. 1,775 units in permit/construction. \$2.80 PSF
540k SF retail, ~\$58 PSF rent. Opened 2009



Plaza Saltillo Station, East Austin

800 residential units 324-828 SF. \$3.15 PSF
110k SF retail, ~\$60 PSF rent. Opened 2020



Bishop Arts District, Dallas



Beltline, Atlanta



Mid Main, Houston Midtown



45

59

10

Harrisburg Blvd

The Plant
In Second Ward

Sampson St

Navigation Blvd

Planned Bayou Park "Finger"

Buffalo Bayou

East River
150-acre
mixed-use project

Tony Marron Park +
Planned Extension