

 NOVEL | RIVER
OAKS

BY CRESCENT COMMUNITIES

Retail & Restaurant Opportunities Leased By

WATERMAN  STEELE
REAL ESTATE ADVISORS

 NOVEL | RIVER OAKS

NOVEL River Oaks celebrates the gracious lifestyle and garden experience of this iconic neighborhood.



RIVER OAKS HISTORY

River Oaks is Houston's first master planned community. It was first envisioned in the the early 1920s when two prominent young Houstonians – Hugh Potter and Michael Hogg partnered to create a neighborhood that modeled permanence, beauty, and stability within the burgeoning city of Houston.

Today, River Oaks sits in the center of it all with landmark shopping destinations such as Highland Village, the luxury mixed-use development River Oaks District, and Texas' largest shopping center The Galleria only minutes away.

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Why buy only 200 acres?
Why not buy 1,000 acres
more? Why not make
this something really big,
something the city can be
proud of?

Will Hogg

*With the support of Will Hogg,
River Oaks became exactly that.*

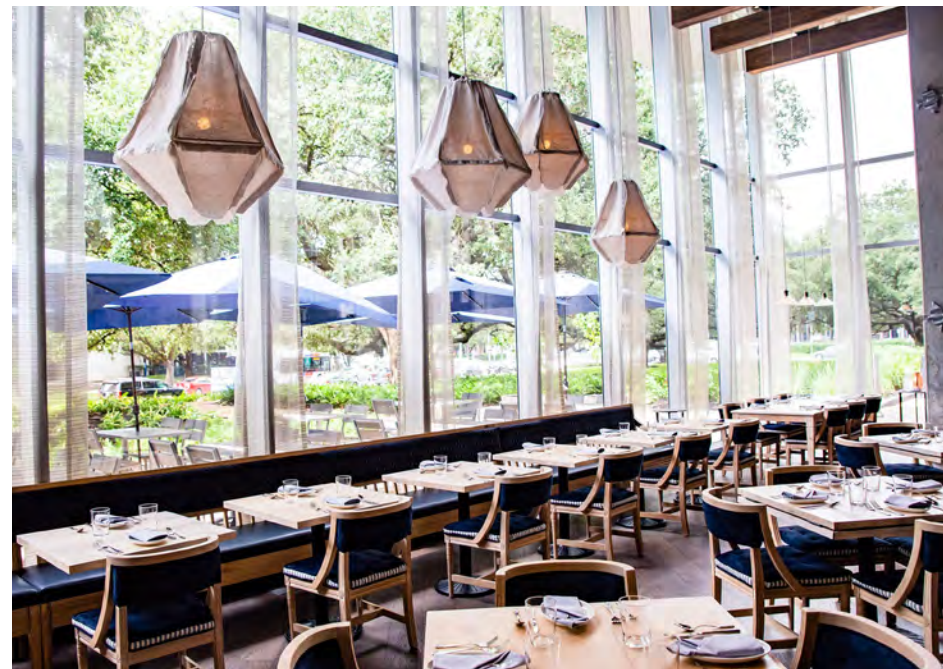


NOVEL | RIVER OAKS

Accessible from all parts of the city, NOVEL River Oaks combines living in a historic, tree-lined neighborhood with the convenience of being in the center of Houston's exclusive and affluent district, River Oaks.

COMMUNITY HIGHLIGHTS

- 14,000 SF of ground-floor retail/restaurant space
- 300+ luxury apartment homes, including two-story townhomes
- Dedicated retail parking spaces available
- Located on a landmark corner along Westheimer and Willowick Rd
- Adjacent to the newly renovated HEB Central Market and Highland Village
- The median home value in River Oaks: \$2.2 million
- Nearby neighborhoods include Afton Oaks, Lynn Park Greenway/Upper Kirby, Hyde Park, Montrose, Boulevard Oaks, Southampton, and West University Place
- Developed by Crescent Communities – a premier national mixed-use developer



The design will focus on a restrained scale, gracious living, bespoke service, and the lush landscaping that River Oaks is known for. Affluent residents from the surrounding area will enjoy the walkability and neighborhood dining experience just off Westheimer.

AREA TENANTS



The buzz of energy along Westheimer from both foot and car traffic will make the retail on the ground floor active and engaging for both community members and building residents. The property will have tremendous exposure during the day and at night, with the retail being an additional amenity to residents, who value the special feel of a restaurant that's just an elevator ride away.



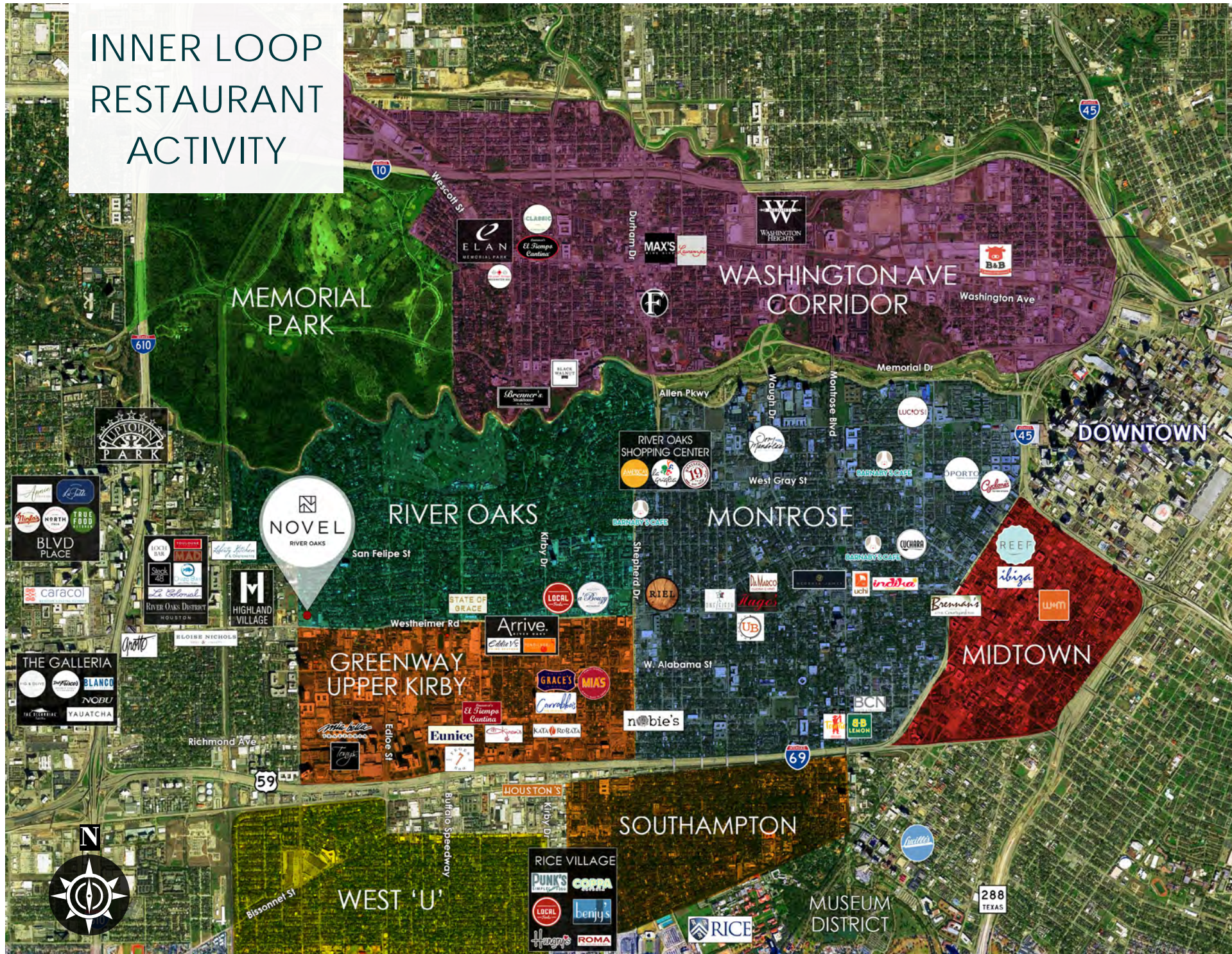
DEMOGRAPHICS {2019}

	1 MILE	3 MILE	5 MILE
ESTIMATED POPULATION	19,919	182,609	501,678
ESIMATED DAYTIME POPULATION	52,962	275,819	889,735
ESTIMATED AVG. HH INCOME	\$163,306	\$172,594	\$137,827

TRAFFIC COUNT

WILLOWICK RD NORTH OF WESTHEIMER RD	15,238 CPD
WESLAYAN RD SOUTH OF WESTHEIMER RD	26,466 CPD
WESTHEIMER RD EAST OF WILLOWICK RD	20,187 CPD
WESTHEIMER RD EAST OF WILLOWICK RD	25,441 CPD

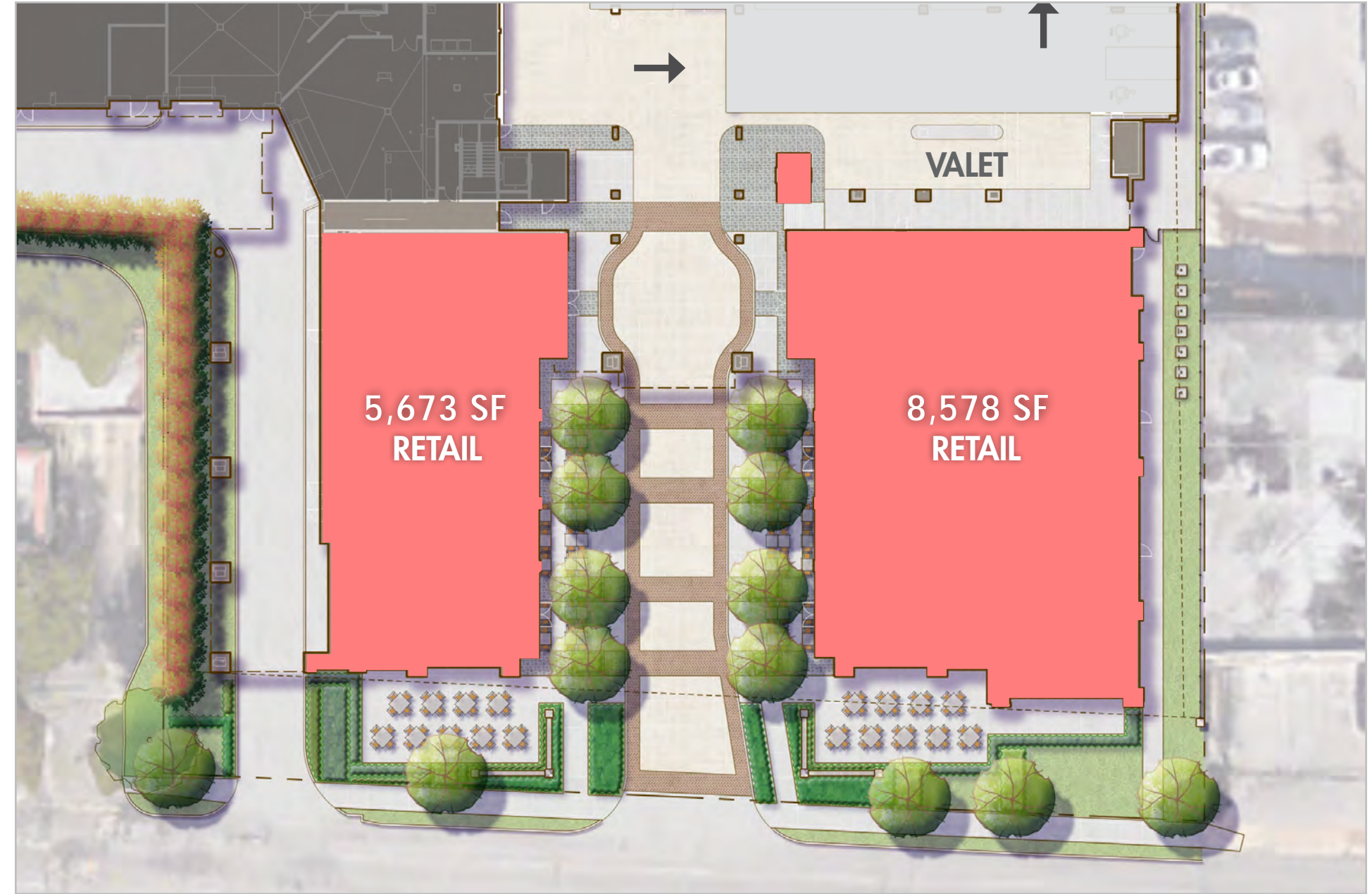
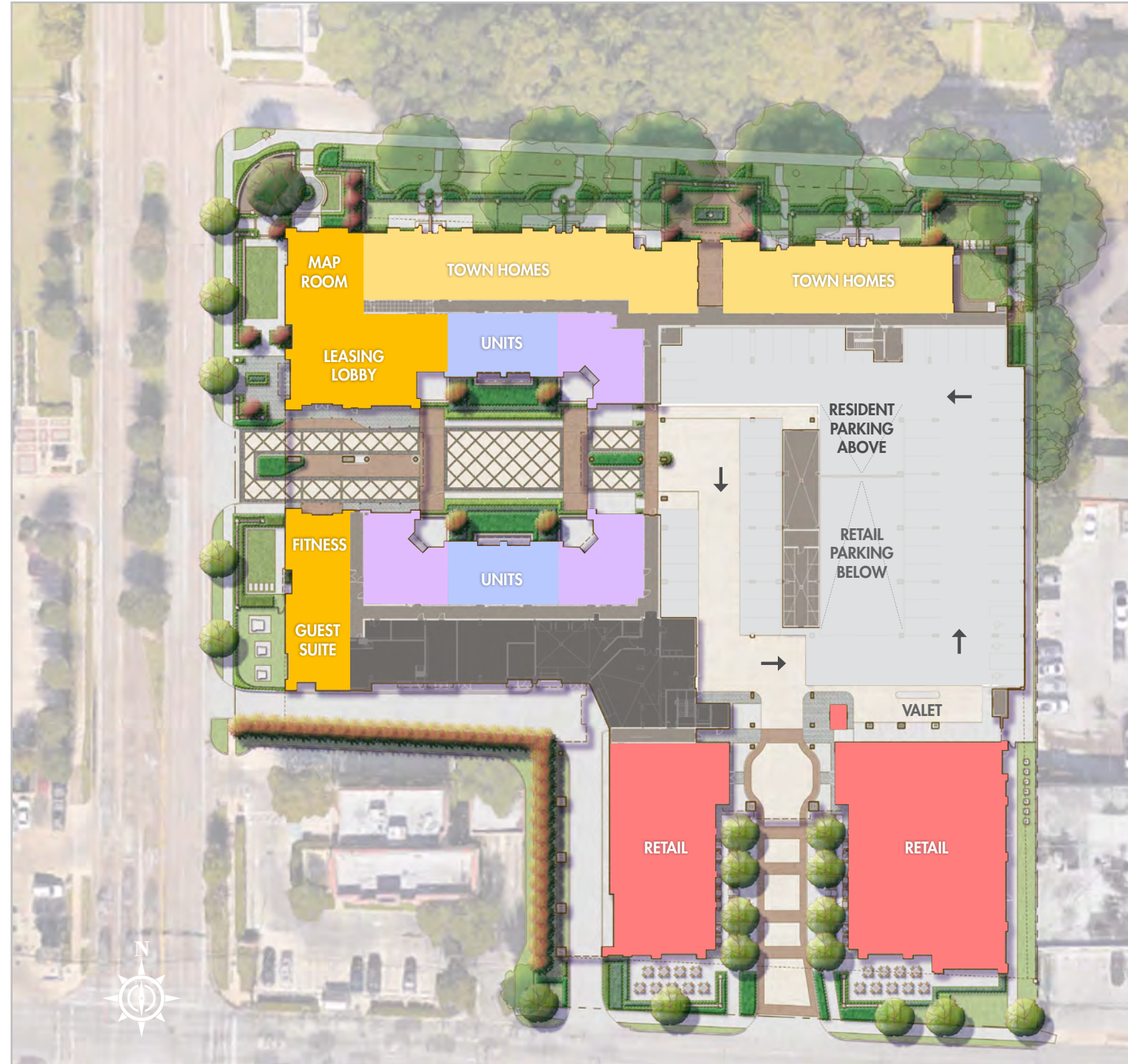
INNER LOOP RESTAURANT ACTIVITY



SOUTHWEST AERIAL VIEW FROM NOVEL



SITE
PLAN
&
RETAIL
PLAN



14,000 SF of Ground-Floor Retail/Restaurant Space Available



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