

Concept
Neighborhood

THE
plan
SECOND WARD



The Plant in Second Ward aims to build impactful connection into a community where entrepreneurs and creatives thrive like never before. By adaptively reusing existing Historic buildings in order to create new destinations, without disrupting Second Wards cultural landscape. Resulting in a halo effect where additional upside is captured in substantial adjacent land holdings – bringing out the value of this neighborhood for everyone who lives, plays, and continues to invest in it's future.

The Path To Connectivity

Buffalo Bayou
Central & Western
Trail System

Downtown
Houston

Harrisburg Blvd

The Plant In Second Ward

Sampson St

Planned Bayou
Park "Finger"

Buffalo Bayou

East River
150-acre
mixed-use
project

The Plant In Second Ward is Houston's first development focused on establishing an easy to navigate, walkable connecting point between the Metro light rails & the Buffalo Bayou Trail System. 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.

Navigation Blvd

Tony Marron Park +
Planned Extension

East Houston Demographics

THE PLANT
IN SECOND WARD



Population

0.5 Miles

4,263

1 Miles

19,148

3 Miles

169,179



2025 Projection

4,818

22,144

184,685

Daytime Workers

1,865

8,234

242,610



Avg HH Income

\$85,939

\$74,619

\$78,868



BIKE SCORE

71



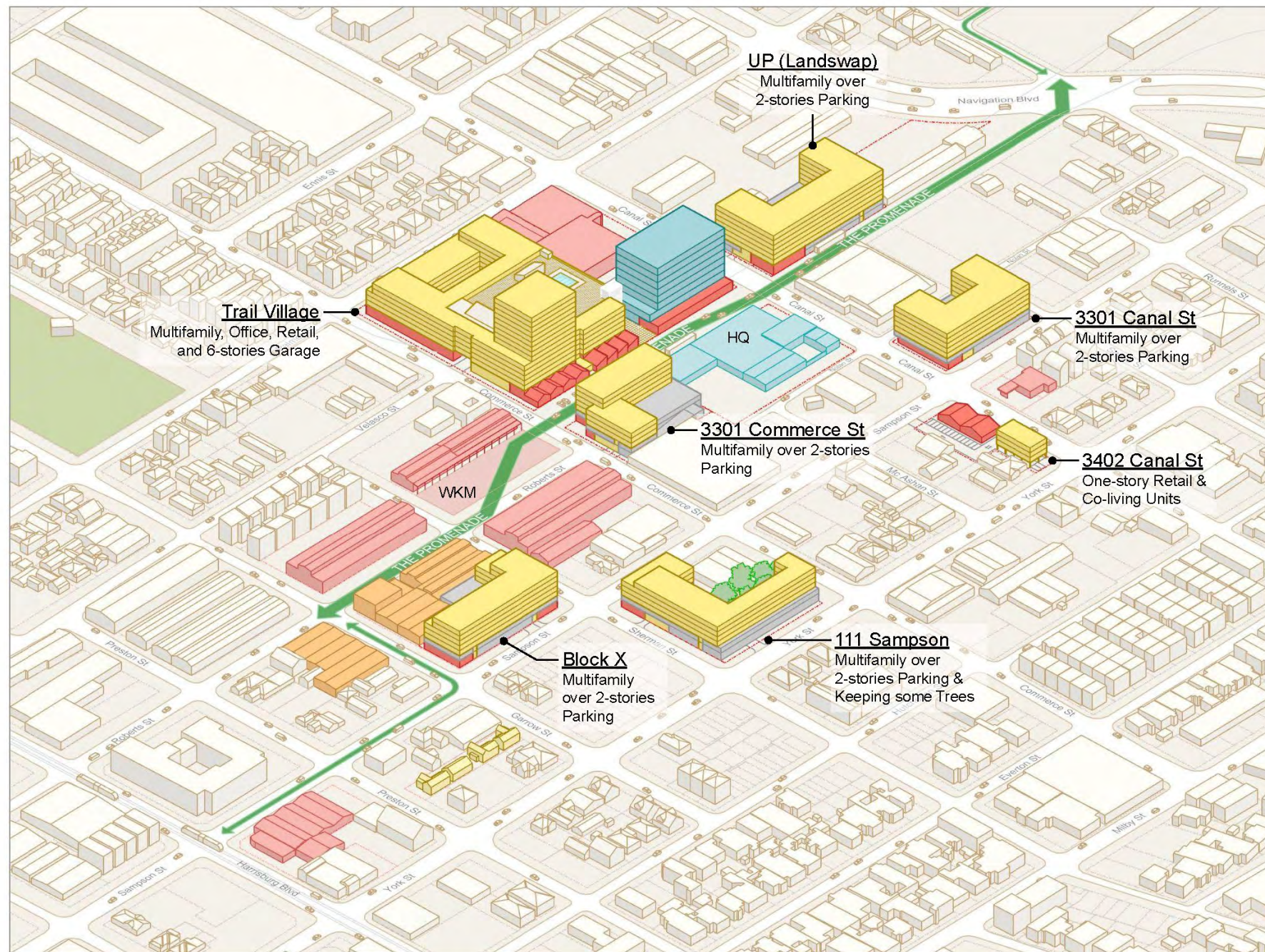
WALK SCORE

78

Campus Buildout: Future Development

As much as our campus has to offer Houston today, the real value for our development lies in the path we are paving for its future: bringing together office, retail, mixed use, and residential spaces into an area that was previously primarily industrial.

- Test-fit Sites
- Promenade
- Office
- Retail
- Mixed-Use
- Residential
- Parking



THE
Plant
SECOND WARD

LEASING HIGHLIGHTS

Concept
Neighborhood

Buffalo Bayou

Sampson St

Navigation Blvd

Canal St

Commerce St

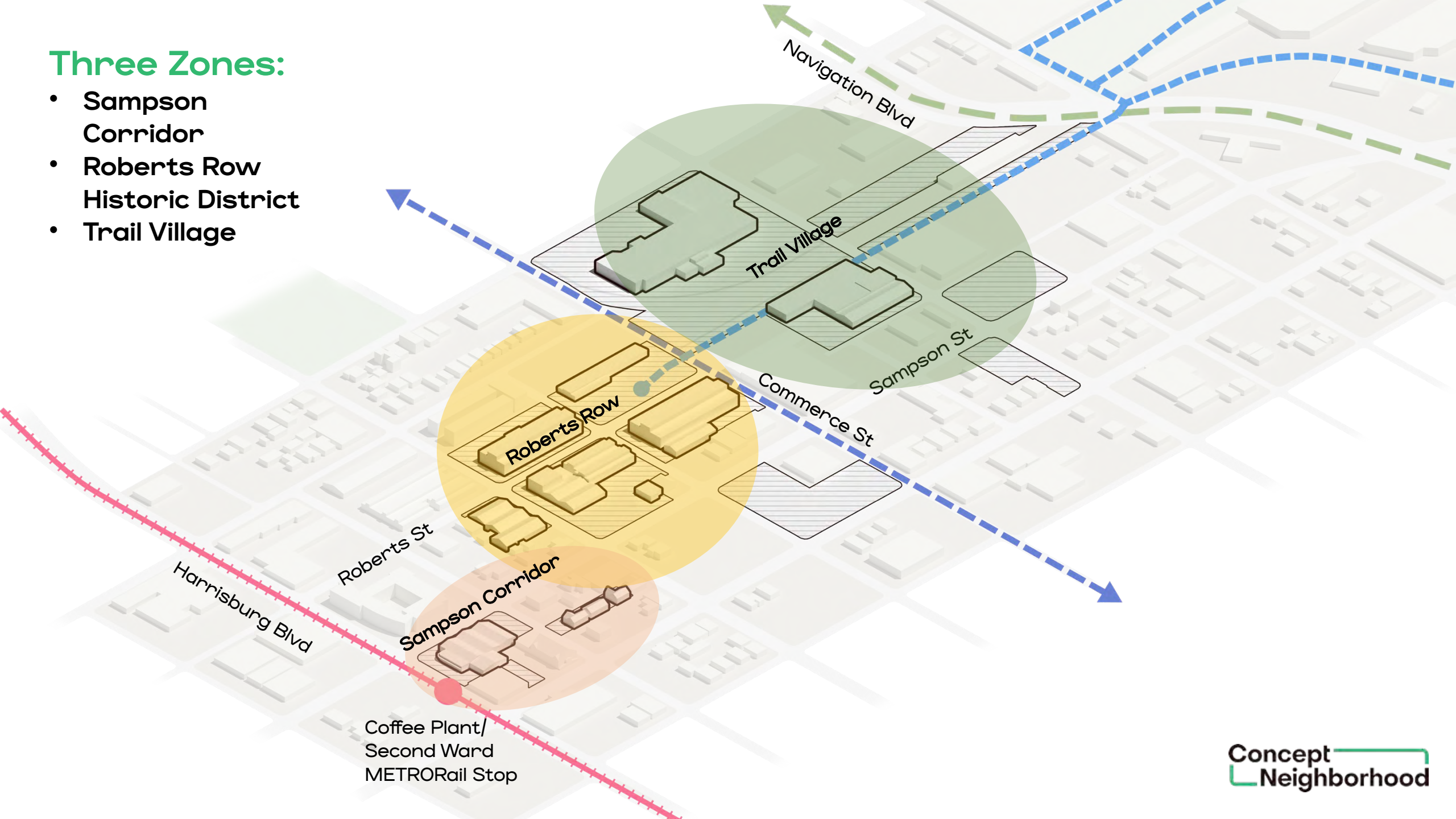
Harrisburg Blvd

Coffee Plant/Second Ward
METRORail Stop

- 500 - 25,000 SF Spaces
- Off-street and on-street parking
- 1-5 Blocks from MetroRail Light Rail Station
- Built-in connection to Buffalo Bayou Trail expansion
- Retail, restaurant, creative office, maker, and artist spaces
- Anchored by Crux Climbing, Live Music Venue, and 300Mil Buffalo Bayou Park Transformation
- 1 Mile from Downtown

Three Zones:

- Sampson Corridor
- Roberts Row Historic District
- Trail Village



THE
plant
SECOND WARD
LEASING MAP



Neighborhood Parks & Infrastructure



Buffalo Bayou East Sector



Discovery Green



GRB Convention Center



Metro Light-Rail



Navigation Esplanade



Tony Marron Park



Japhet Creek*



Navigation Finger*



Harrisburg Bike Trail



Eastwood



Settegast Park



Columbia Tap Trail



N Downtown Trail



Guadalupe Plaza

ROBERTS ROW

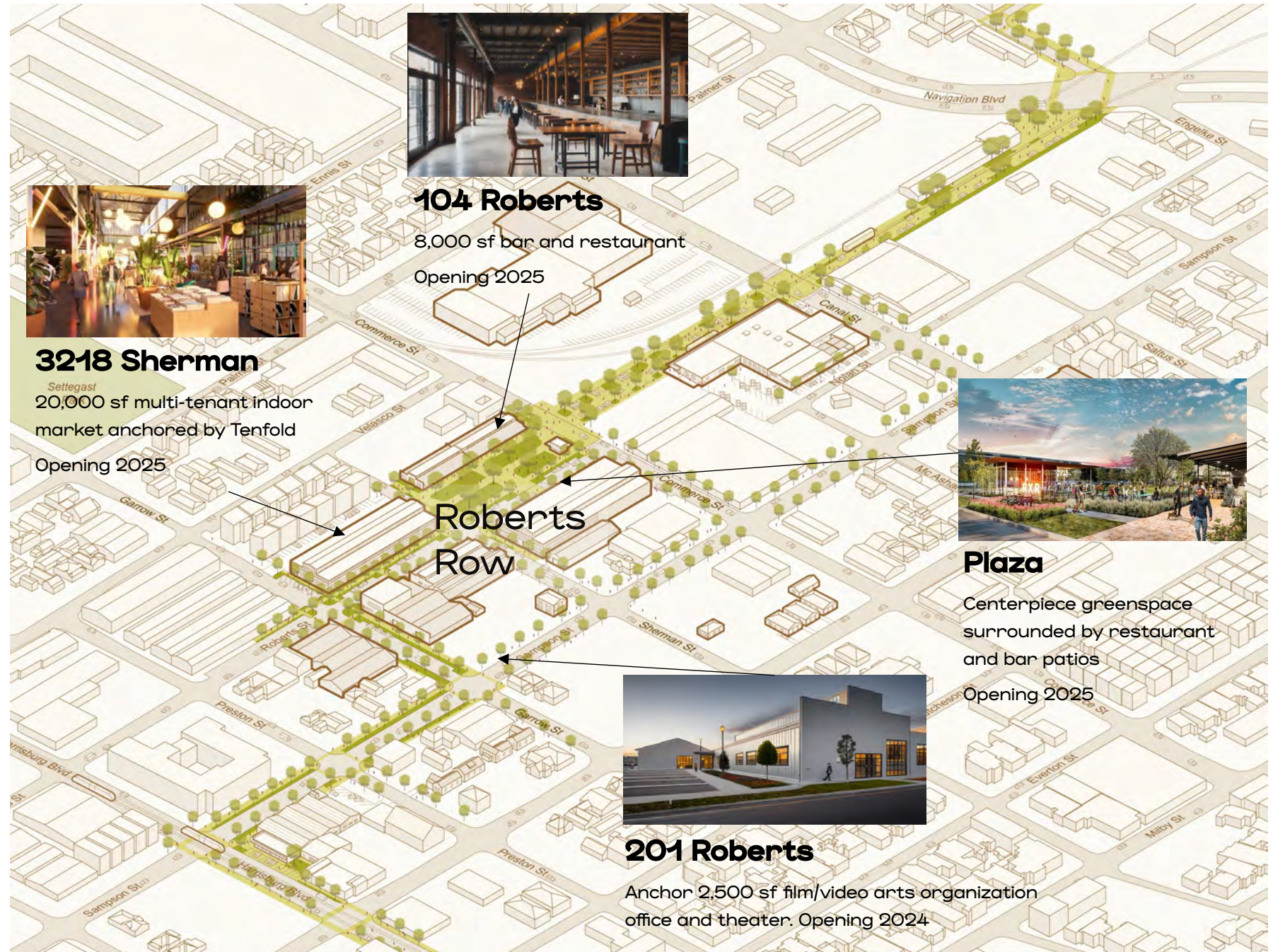
Roberts St

Garrow St

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.





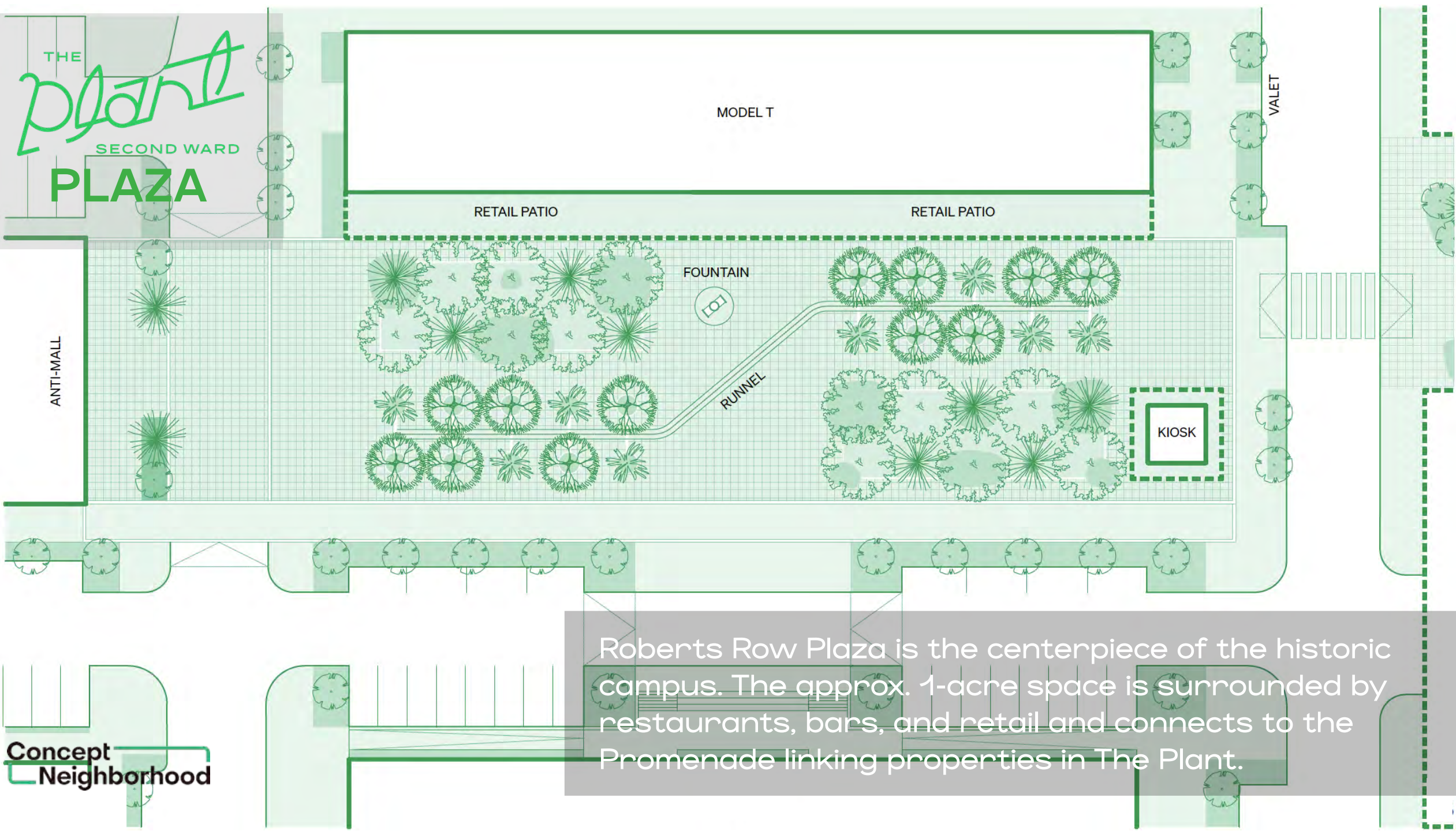
ROBERTS ROW PLAZA



RXR

The Plaza will include restaurant patios, kiosks, shaded areas, a fountain, lawns, and areas for pop-ups, festivals, and events.

THE
plant
SECOND WARD
PLAZA



Roberts Row Plaza is the centerpiece of the historic campus. The approx. 1-acre space is surrounded by restaurants, bars, and retail and connects to the Promenade linking properties in The Plant.

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Trail Village



Trail Village Promenade is the green spine connecting Trail Village to Roberts Row and Buffalo Bayou. Bringing together community focused businesses collectively aimed to improve quality of life for the Second Ward community.



Trail Village

Life-style businesses like Crux Climbing, Headquarters, and Zoomies Dog Park are bringing more than just geographical connectivity – they’re also bridging the gaps of communal connectivity by providing much needed resources for those who live and work in Houston’s Second Ward



Trail Village - Market Building



Anchored by Crux Climbing Center (– estimated to have 1k visitors a day) this 6+ acres of retail development includes adaptive reuse of the former Pita Pal factory re-imagined to host distinctive restaurant and retail spaces.

MARKET BUILDING



3100 CANAL
(300) PARKING STALLS

Sampson Corridor

Harrisburg Blvd

Our first project, “The Plant”, now known as the Sampson Corridor – is the gateway to The Plant In Second Ward corridor. This site is the recipient of awards from the Urban Land Institute Development of Distinction. Former dry-cleaning facility elevated to a mixed use community cornerstone : home to James Beard Award Winning Restaurant, Street To Kitchen, Case Chocolates, Popston, and a variety of other specialty soft-good and service-based retailers.



Concept Neighborhood

The team behind Concept Neighborhood have a long standing history of commitment 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.



Cohousing Houston



EaDo Shops at Delano



Commerce Mixed Use



Alexrad Beer Garden

"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

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The End