



# HOUSTON PAVILIONS

**FOR IMMEDIATE RELEASE**  
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## **HOUSTON PAVILIONS UNVEILS MODEL OF LANDMARK URBAN DEVELOPMENT Announces Legendary House of Blues® As First Tenant**

HOUSTON – Three city blocks are being transformed into downtown Houston's premiere entertainment, retail and urban living hub. Houston Pavilions today announced that the famed House of Blues® will be the first member of its stellar starting lineup.

Houston Pavilions, a \$200 million project encompassing almost 700,000 square feet, will be bounded by Dallas St. to the north, Polk St. to the south, Main St. to the west and Caroline St. to the east. Developed by Geoffrey Jones and William Denton, who separately have been responsible for numerous residential and commercial developments in Houston, the multi-use project is expected to open in the fourth quarter of 2007.

"Houston Pavilions will bring new jobs to downtown, boosting our efforts to keep the area an exciting place to live, work and play," said Houston Mayor Bill White.

House of Blues Entertainment, Inc., a Los Angeles-based global entertainment company, represents the definitive brand in live music, operating clubs and concert venues in locations across the country including Atlantic City, Chicago, Las Vegas and the Sunset Strip. Visitors to Houston Pavilions will be

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able to enjoy House of Blues' unmatched combination of Southern-inspired signature cuisine and a diverse offering of live music. In its commitment to serving the local community, House of Blues also supports the International House of Blues Foundation, a non-profit charitable organization dedicated to bringing the arts to schools and communities through programs that promote cultural understanding and creative expression.

Geoffrey Jones, a Houston real estate developer and investor, has developed several shopping centers, office buildings, warehouses and residential projects in the greater Houston area. His projects include the Compass Bank Building and the Cedarstone Office Complex in The Woodlands, Northdale Plaza in Kingwood, April Pointe Plaza on Lake Conroe and Theiss Oaks Square in the FM 1960 area. Jones is also one of the original founders of the First National Bank of the Woodlands.

As vice president of regional mall development for Homart Development Co. in Chicago, William Denton was responsible for the development of Baybrook Mall, Deerbrook Mall and Willowbrook Mall in the Houston area. Today, Denton, as president and CEO of Entertainment Development Group, Inc., is responsible for the widely acclaimed Denver Pavilions, downtown Denver's premier entertainment and retail complex. With its exclusive group of dynamic tenants, Denver Pavilions changed downtown Denver overnight. Houston Pavilions, LP, in which Jones and Denton are co-general partners, plans to bring about a similar transformation in downtown Houston with the Houston Pavilions project.

"Minute Maid Park, the Toyota Center, Reliant Stadium, and the MetroRail light rail system are powerful economic engines that helped trigger the rebirth of downtown Houston. The Houston Pavilions will be another building block in ensuring the economic vitality of downtown Houston," said Harris County Judge Robert Eckels. "Harris County will continue to be a partner in the economic growth and prosperity of our city and county."

Houston Pavilions will include 350,000 square feet of retail space that will occupy the first two levels of the development, with entertainment venues

located on the third floor. A central courtyard and people-friendly streetscapes will allow for alfresco dining and window-shopping. The entire second floor of the development will be connected through walkways spanning Fannin St. and San Jacinto St.

On Caroline St., atop the retail and entertainment area, will be a 12-story condominium tower offering 140 luxurious units totaling almost 134,000 square feet. Approximately 200,000 square feet of loft office space will be available on the mid-block between Fannin and San Jacinto Streets, offering businesses an edgy but professional space with 13 1/2-foot ceilings, polished concrete flooring and spiral duct work. Residential parking will be provided underground, with an above-ground attached parking structure at Polk and Main for visitors and office tenants.

"Houston Pavilions represents one more turning point for the evolution of downtown. As a major activity center, Houston Pavilions will create sustainability and synergy with downtown's other uses and adds another dimension to Main Street and to our quality of place," said Bob Eury, president of Central Houston, Inc. and executive director of the Houston Downtown Management District.

The Texas Minor Emergency Center and Wellness Clinic has signed an agreement for about 37,000 square feet of space on the third level of the project. TMEC has three other locations in the metro Houston and Montgomery County areas.

"We want to break the mold as far as urban mixed-use hubs are concerned," Jones said. "Houston is a major international city, and it needs to have an urban core befitting its stature. Houston Pavilions will help keep the heart of the city active around the clock."

The BlackRock Realty Tower Fund is the principal financial partner of Houston Pavilions, LP and Houston Catalyst, LP is also an investment partner. Houston Pavilions, LP has lined up an \$8.8 million development grant from the

City of Houston and \$5.5 million from Harris County as partial funding. The site of the development will be part of the Main Street/Market Square Tax Increment Reinvestment Zone.

"We will transform this prime downtown location into a destination for Houstonians looking to experience innovative dining, retail, residential and office opportunities," Denton said. "Houston Pavilions will provide a shot in the arm to downtown convention booking, drawing groups from all over the world to downtown's top-notch meeting facilities."

Architects for the project include internationally recognized architecture and design firm Hellmuth, Obata + Kassabaum, Inc. (HOK) and Dallas-based retail design architecture group Laguarda.Low.

#### **About Houston Pavilions**

Houston Pavilions will be the premiere entertainment, retail and urban living hub in downtown Houston. Bounded by Dallas St. to the north, Polk St. to the south, Main St. to the west and Caroline St. to the east, Houston Pavilions will span three city blocks, offering nearly 700,000 square feet of retail, loft office space, condominiums and much more to inhabitants and visitors. The development will open in the fourth quarter of 2007, adding a valuable component to downtown's convention corridor.