



# NOVEL

RIVER OAKS

BY CRESCENT COMMUNITIES

# NATURALLY ELEGANT

Grace and elegance aren't static. They're alive. They're intertwined with lush live oaks and flow between manicured hedges. At the heart of this ecosystem sits River Oaks. It is refined yet free — a natural elegance.

At NOVEL River Oaks, we honor the heritage, elegance and natural beauty of our historic neighborhood. Our mixed-use luxury apartments gather from the natural elements and reflect back an oasis of pure serenity. Here, silk dresses belong in the breeze, adding pops of color under storied oaks. You can recline from the city's bustle on a botanical rooftop or wander among green spaces as you walk minutes away to upscale boutiques. At the iconic address of Willowick and Westheimer, come experience NOVEL River Oaks — naturally elegant.



# HOUSTON'S RETAIL DESTINATIONS



**609**  
RETAILERS



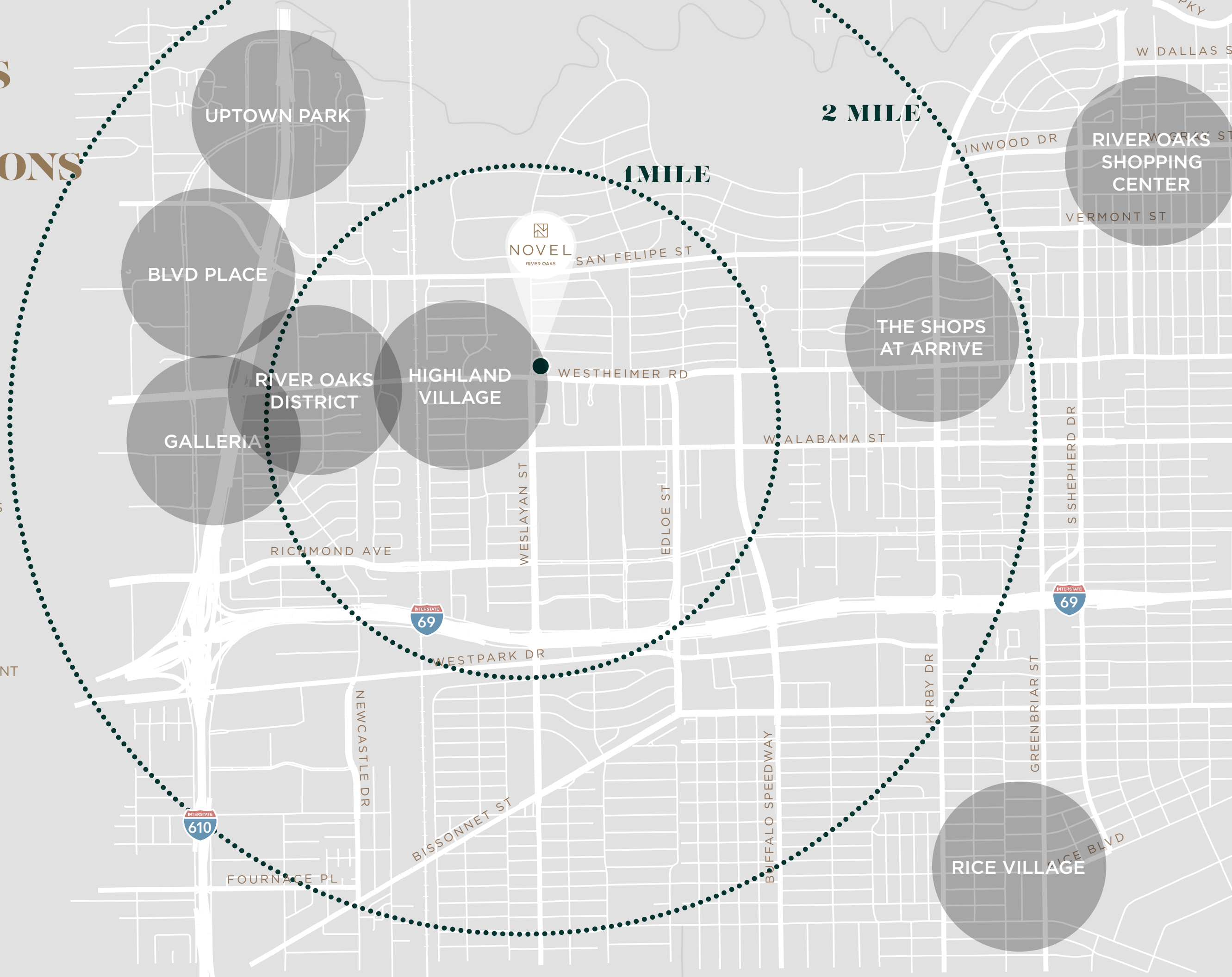
**260**  
RESTAURANTS



**22**  
ENTERTAINMENT



**363**  
SERVICES



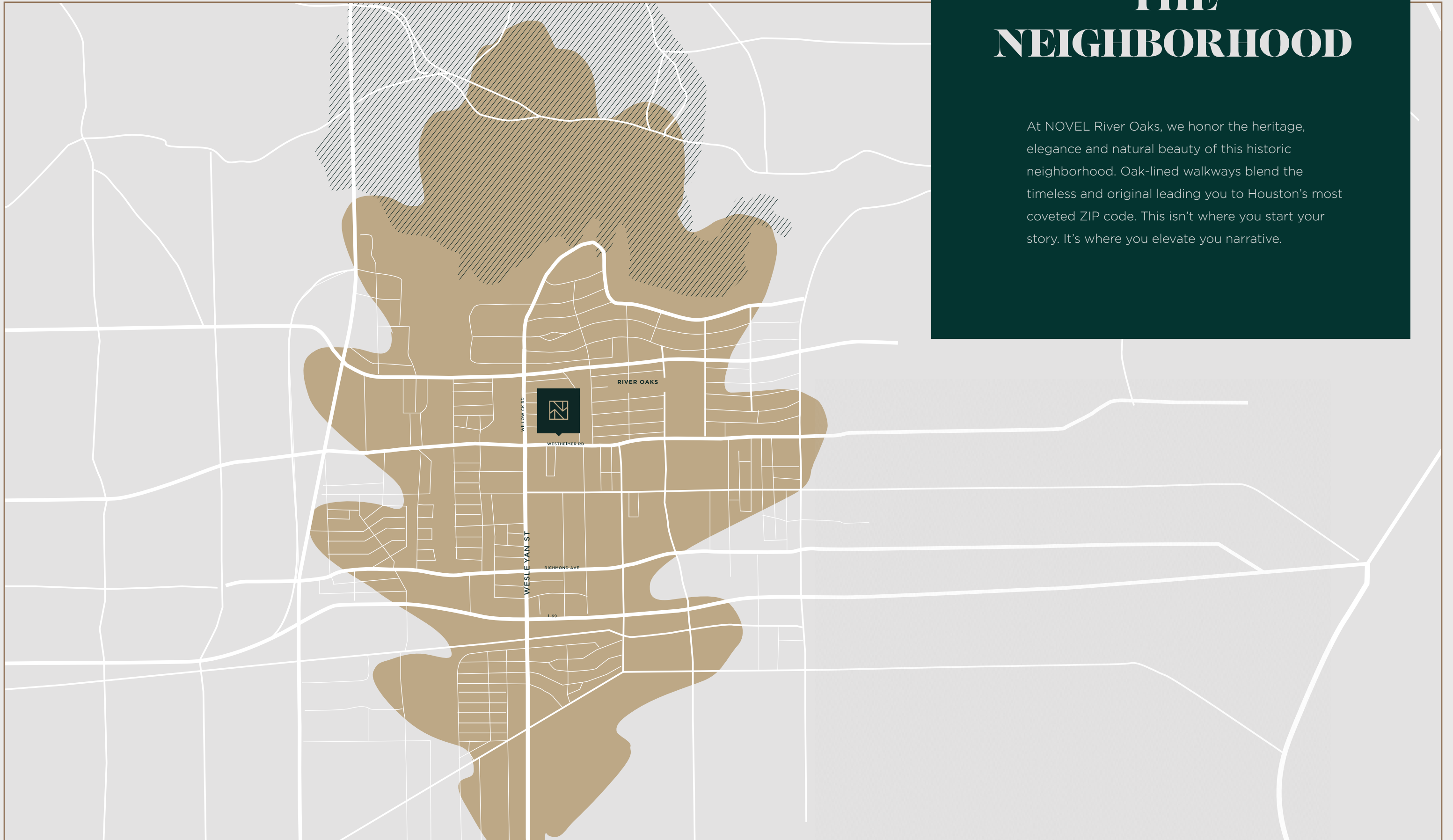
# HOUSTON'S INNER LOOP

NOVEL River Oaks provides a brilliant backdrop at the corner of Westheimer and Wesleyan inside Loop 610 just north of Highway 59 and Greenway Plaza, central to major business districts and thoroughfares while surrounded by wealthy rooftops. It is situated in River Oaks and a quick car ride from West University and Tanglewood; three of Houston's most mature and affluent areas, with the bulk of the City's most coveted retail and restaurants nearby.



# THE NEIGHBORHOOD

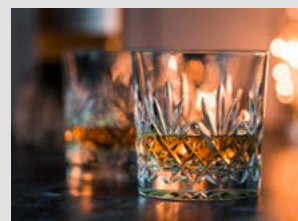
At NOVEL River Oaks, we honor the heritage, elegance and natural beauty of this historic neighborhood. Oak-lined walkways blend the timeless and original leading you to Houston's most coveted ZIP code. This isn't where you start your story. It's where you elevate your narrative.





# DEMOGRAPHICS

	1 mile	3 mile	5 mile
Population	21,009	197,885	534,412
# of Households	12,521	101,355	252,504
Daytime Population	46,212	310,827	857,671
Average HH Income	\$151,753	\$155,383	\$126,926
Bachelor's Degree Above	80.8%	76%	64.4%

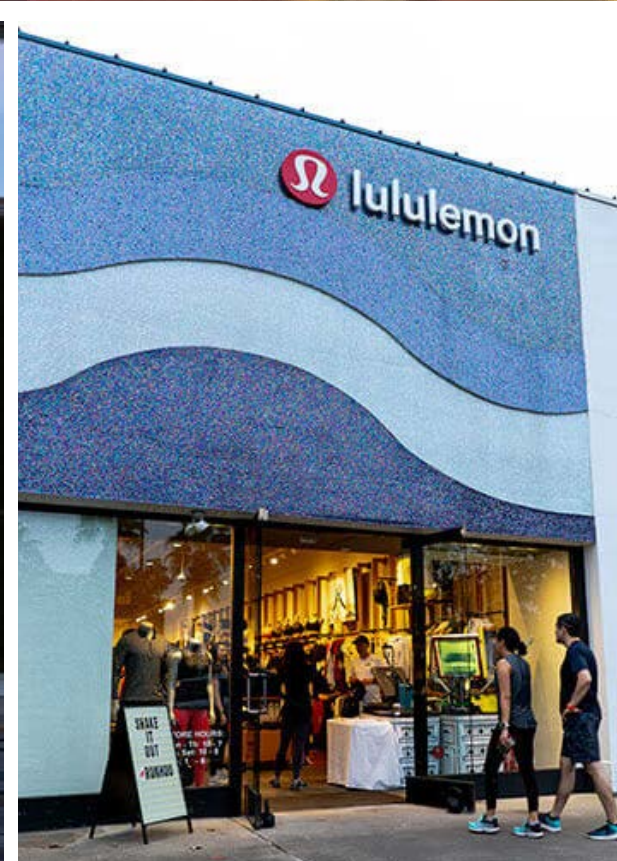


## DESIGNED FOR REFINED TASTE

River Oaks is Houston's first master planned community. It was first envisioned in 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.

# NEIGHBORING RETAILERS

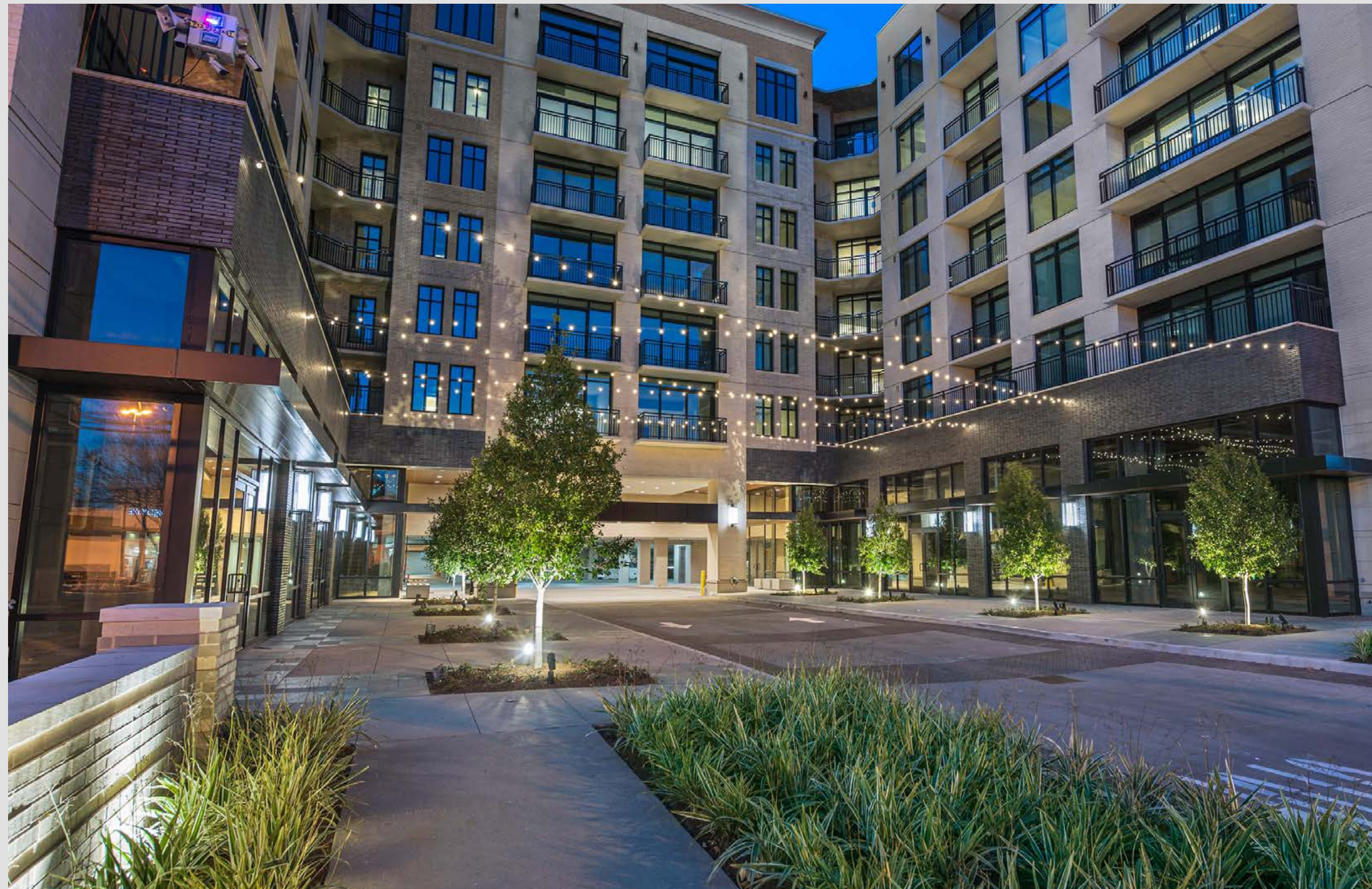


# PROJECT HIGHLIGHTS



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.

- 14,000 SF of ground-floor retail/restaurant space
- 300+ luxury apartment homes, including two-story townhomes
- Dedicated retail surface parking and valet lane
- 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



# SITE PLAN





# NOVEL

## RIVER OAKS

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