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# New apartments at Houston's East River will include workforce housing

*Marissa Luck*

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Construction of the first set of apartments at the [150-acre East River development](#) is nearing completion and more commercial tenants are beginning to move into Midway's' mixed-use project transforming Houston's East End.

Residents are expected to start moving in December into the first phase of the Laura, a five-story, 359-unit apartment complex featuring a mix of market-rate and so-called workforce housing apartments. The infusion of new residents will start to bring to life the vision for the broader [\\$2.5 billion mixed-use development](#), roughly from Jensen to Hirsch along the north side of Buffalo Bayou.

Parkway, the new company formed by Midway and the legacy Parkway Property Investments, has launched preleasing efforts for the apartment community.

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Midway reserved 54 units for housing meant to be affordable to residents who earn 80 percent of the area's median income, or

under \$74,560 annually, according to the company. Those studios, and one- and two-bedroom units will range in price from \$1,304 to \$2,109.

Market rate apartments — also studios, and one- and two-bedroom units — will rent from \$1,599 to \$3,369 monthly. Parkway will handle property management for the community.

The Laura's design is inspired by the industrial history of the property along the bayou. Design elements are meant to evoke steamboat steel cylinders, valves, paddlewheels and spokes to the terrain of railroads, warehouses, glass mosaics and the port's shipping containers.

A resident lobby made of five shipping containers will provide a social hub, collaborative workspace and coffee bar for residents. Amenities include a fitness center, pool, outdoor kitchen, catering kitchen, game lounge, dog park and pet spa, bicycle storage and workshop and refrigerated package storage room. The exterior of the building also will house ground-floor retail.

**REAL ESTATE:** [Midway, Parkway form new real estate firm with Sun Belt focus](#)

The layout of the apartment buildings maximizes views of downtown Houston.

“With its authentic architecture, balance of amenities, access to East River’s retail, dining and entertainment offerings, and connection to the Buffalo Bayou trail system, The Laura will bridge rich culture and commerce within East River’s 150-acre mixed-use destination,” said Larry Sloan, executive vice president of investment and development for Midway.

Apart from the Laura, Parkway recently signed EaDo Eye Studio for a 2,005-square-foot between URBN Dental and Borham Fine Soul Food & Groceries. Other retail tenants planned for the larger project's phase one include Lick Honest Ice Creams, Houston Maritime Center, Tomi Jewelry and the event venue Le Tesserae by The Astorian.

*Correction (October 2, 12:14 p.m.): An earlier version of this article misstated the nature of the new company formed by the legacy Parkway Investment Properties and Midway. It represents a third new company, not a merger. Additionally this article has been updated to clarify that Midway remains the developer of East River while the new Parkway will manage the property.*