

THE
ISABELLA
@MIDTOWN



Own a Piece of
Midtown

SURGE HOMES®

HOUSTON'S
DEVELOPER OF THE YEAR*
PRESENTS

THE
ISABELLA
@ MIDTOWN

Designed with a unique, upscale, urban lifestyle in mind, The Isabella at Midtown is elegant, affordable and centrally located at 4001 Main Street. This 165-plus condominium mid-rise building emerges as an architectural joy and jewel of the neighborhood, and stands as the ideal choice for first-time homebuyers and anyone wanting to simplify and enrich their lifestyle.

*Houston Agent Magazine



A Lux Life OUTSIDE AND IN



PRELIMINARY DESIGN



The Isabella at Midtown offers residents unique, exotic, urban and comfortable living in the most vibrant of growing neighborhoods in the center of the nation's fourth-largest city. From a dynamic, exterior of color to the lavish European-inspired interiors and classic city views, Houston's Main Street condo community offers constant luxury and convenience to residents.

165
LUXURIOUS
HOMES

Each detail of The Isabella at Midtown is thoughtfully designed and built so you have a luxurious experience in your own community and home. Enter the common areas and you are surrounded by sophistication and luxury: the central courtyard features an in-house fitness club, outdoor pool with hot tub, and owners' lounge equipped with a fully-functioning kitchen, large-screen TV, and entertaining.

Enjoy open-floor plans in your home and be assured that elegance, comfort and ease are the heart of your new home design. Each home has a private outdoor space, some with stunning panoramic views of Houston's ever-changing distinctive skyline.

5,500<sup>S
Q
F
T</sup>
OUTDOOR TERRACE
AND POOL DECK*



THE PARTICULARS

- Fifteen floor plans, including lofts, condominiums, and penthouses
- One-, two- and three-bedroom layouts
- Price points from the \$150s to the \$600s
- Reasonable monthly homeowner association fees
- Property maintained by professional condo management company
- Insured 10-year transferable homebuyer warranty
- Resort-style amenities
- Private outdoor space for each home
- Gated, secure access to the community
- Reserved car parking in the private garage
- Secure guest parking
- Secure indoor bicycle rack
- Trash chute on every floor for your convenience
- On-site private storage available as an option

2,551^{SQ FT}

OWNERS' LOUNGE
AND FITNESS CENTER*

*Actual square footage is approximate and subject to change.



LIVING By Design

15

FLOOR PLANS
TO CHOOSE FROM





SPECTACULAR DESIGN PACKAGES

The Isabella at Midtown merges spectacular professional interior design packages and personalized finishes typically found in properties at much higher price points. Offering 70 design combinations of European-inspired interiors that meet the highest standards for durability, design and value. The packages feature flooring, cabinetry, backsplash, countertops and wall tiles in both modern and traditional styles to ensure a match for a homebuyer's personal design aesthetic. Options such as home automation are also available.

70
DESIGN
PACKAGES

THE
ISABELLA

@MIDTOWN



ONE OF THE MANY
SPECTACULAR VIEWS
FROM THE ISABELLA AT MIDTOWN



TRANSFORM Your Lifestyle

Living an Inner Loop lifestyle transforms life for new homeowners and those downsizing and simplifying alike. It is a unique experience to live within steps of some of the most prestigious and vibrant areas of Houston, not to mention the distinction of a Main Street address in the nation's fourth-largest city.

WALK

The Isabella at Midtown lies in the heart of a cluster of food, entertainment, art and commercial attractions. Easy access to these venues is illustrated by a Walkscore.com rating of 88 out of a possible 100 on its "walkability index," one of the highest in town...and the state.

GOING FARTHER? METRORail and Houston BCycle

METRORail's Red Line trains stop within eyesight of the Isabella at the Ensemble/HCC station. Hop on and off the light-rail and take advantage of all three of METRORail's lines to get where you want to go: downtown Houston, NRG Park, the Museum District, the Texas Medical Center, Hermann Park/Houston Zoo, BBVA Compass Stadium, the Theater District and more. Or, rent a bike with Houston's BCycle program, currently operating 38 stations with 275 bikes around the central city, including a station right outside the doors of The Isabella at Midtown.

OR DRIVE

Life is for living, not for sitting in traffic. Commuting to most of the major business centers of polycentric Houston is a breeze from Midtown.

Regardless of the mode of transportation you choose, the ease of getting around this neighborhood means more time for you and the things that are important to you.



TRANSFORM Your Life

LOCAL EATERIES AND OTHER GOODIES

Within three short blocks from The Isabella at Midtown are iconic breakfast, lunch and late-night destinations. The Breakfast Klub—a unique breakfast restaurant serving signature items in a soulful, relaxed community environment. TACOS A GO GO—the perfect walk-to-almost-any-time-day-or-night taqueria. A block away: DOUBLE TROUBLE caffeine & cocktails— The name says it all.

UNIQUE ENTERTAINMENT VENUES WITHIN STEPS

Explore, engage and be entertained, all within minutes of your front door.

Imagine a lovely evening out that connects you to your neighbors and neighborhood. Several renowned theaters, music venues and art galleries are within walking distance—there are many from which to choose!

The Midtown Arts and Theater Center Houston (MATCH) is home to a broad spectrum of Houston's arts organizations. As a hub of the arts, live performances in dance, music, and theatre inspire creativity.

The internationally acclaimed Ensemble Theatre hosts one of the only theater troupes in the country dedicated to portraying the African-American experience through the preservation of traditional artistic expression.

The Continental Club—known world-wide as a premier live music venue for nearly 20 years.

A collective of art galleries in Isabella Court, listed in the National Register of Historic Places, is next door to The Isabella at Midtown. Each gallery features award-winning artists, exhibitions, and an enriching community-centric focus.

PUPPY PLAY SPACE

Elizabeth Glover Park, which is listed as one of "The 10 Best Dog Parks in Houston" by the Houston Press and other dog oases are nearby.





NEIGHBORHOOD MAP

RESTAURANTS

- 1 Boba Cafe
- 2 The Breakfast Klub
- 3 Chipotle Mexican Grill
- 4 Kim Tai Restaurant
- 5 Les Givral's
- 6 Luigi's Pizzeria
- 7 Mai's Restaurant
- 8 Pho Saigon Noodle House
- 9 Reef
- 10 Shipley Do-Nuts
- 11 Tacos A Go Go
- 12 Thien An Sandwiches
- 13 Weights + Measures

ENTERTAINMENT

- 14 13 celsius
- 15 Alley Kat
- 16 Axelrad Beer Garden
- 17 Barbarella
- 18 Capitol Bar Midtown
- 19 Continental Club
- 20 Double Trouble Caffeine & Cocktails
- 21 GAGE Lounge
- 22 Leon's Lounge
- 23 Mongoose versus Cobra
- 24 Natachee's Supper 'n Punch
- 25 Nouveau Antique Art Bar
- 26 Proof Rooftop Lounge
- 27 Spotlight Karaoke
- 28 The Maple Leaf Pub
- 29 Wooster's Garden

ART, PARKS & SCHOOLS

- 30 Baldwin Park
- 31 Community Artists' Collective
- 32 DiverseWorks
- 33 Elizabeth Glover Park
- 34 The Ensemble Theatre
- 35 Heinen Theatre
- 36 Houston Metropolitan Dance Center
- 37 MATCH - Midtown Arts and Theater Center Houston
- 38 Midtown Art Center
- 39 Midtown Park
- 40 Station Museum of Contemporary Art

SHOPPING & SERVICES

- 41 24 Hour Fitness
- 42 CVS
- 43 Ensemble/HCC Stn SB
- 44 High Fashion Home
- 45 My Flaming Heart
- 46 Sig's Lagoon
- 47 Whole Foods Market
- 48 Zipcar - surface lot
- 49 Art Supply on Main
- 50 Mustard Seed Resale Shop

50+

DESTINATIONS
WITHIN A MILE OF
YOUR DOORSTEP

METRORail STATIONS

RED LINE

- 1 UH Downtown
- 2 Main Street Square
- 3 Downtown Transit Center
- 4 Ensemble/HCC/
(The Isabella at Midtown)
- 5 Museum District
- 6 Hermann Park/Rice
- 7 Memorial Hermann Hospital/
Houston Zoo
- 8 Stadium Park/Astrodome

GREEN LINE & PURPLE LINE

- 9 Theater District
- 10 Discovery Green/
Convention District

25

STATIONS ON THE RED LINE INCLUDING:

- Downtown
- Theater District
- Museum District
- Houston Zoo
- NRG Stadium and More





IMPRESSIVE GROWTH in Midtown

MIDTOWN PARK

The Midtown Redevelopment Authority (MRA), launched in 1994, fosters neighborhood economic development and promotes local long-term investment, each contributing to the impressive and consistent growth in Midtown.

The Authority facilitates widening sidewalks in the area, the addition of lighting to pedestrian pathways, the installation of street furniture like park benches and waste receptacles, the integration of shops and residences, all in order to create a homey, clean and exciting walking environment in the heart of Houston.

The Authority recently completed the major Holman Streetscape project to enhance pedestrian areas and encourage mixed-use development. The transformation of Main Street to a pedestrian-friendly avenue is already underway.

Midtown Park (aka “Superblock”), scheduled for completion in phases throughout 2017, will be the pride of Midtown. If you are looking for the perfect picnic spot, a sunny oasis or shaded area to relax, green space, even a wetland stream and trail, the new Midtown Park has something for you and yours. Midtown Park, six acres grand, will offer a mixed-use space that includes a retail plaza and restaurant, pavilion with lawn and stage areas designated for live performances, and a parking garage.

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Be Savvy!

HOMEOWNERSHIP AND EQUITY

Homeownership contributes to the overall economic and social well-being of a neighborhood and is one of the savviest investments one can make. According to several sources, including Zillow and Trulia, Houston is a city where buying is a better financial choice than renting.

A CLOSER LOOK

Home values in Midtown have seen a steady increase in recent years and is well-positioned to continue this upward trend. According to Zillow.com's "Breakeven Horizon" report, home values rose 6.6 percent in 2016, meaning it is a wise move to buy.

The Isabella at Midtown offers transformational living in the heart of the Inner Loop. New and experienced homebuyers, whether moving from an apartment, downsizing, or simplifying, are prioritizing experiences, people, and choice over day-to-day obligations of a single-family home and suburban living. Make this smart decision for your present and future and be closer to the things that allow you to **live life to the fullest. Own a Piece of Midtown.**



PRELIMINARY DESIGN





SALES GALLERY

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The proposed renderings, descriptions and prices contained in this brochure are subject to modification. Furniture and decorations depicted herein are for demonstration purposes only. There is no guarantee current views will remain unchanged if redevelopment occurs in currently unobstructed view corridors, that nearby shops and attractions will continue to exist, nor that there will be no future changes and/or substitution.