



EL  DISTRICT

PRODUCT 01 · TWO FORMATS

# UPD & Gaby Reca Padel Academy

One brand engine. Two delivery formats — the urban insertion (UPD) and the standalone destination racquet club (Gaby Reca Padel Academy).

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THE PADEL CLUB, BUILT FOR THE CITY.

# Different sites. Different scale. Same operating standard.

|                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>FORMAT A — UPD · URBAN PADEL DISTRICT</b></p> <p><b>Installed inside existing &amp; new buildings</b></p> <p>The urban padel product — rooftops, podiums, terraces, mezzanines and courtyards. From a single court amenity to a full Boutique club.</p> <p><b>Footprint</b> · ≤5,000 → ~18,000 SF</p> <p><b>Formats</b> · Nano · Micro · Boutique · Ultra-Private</p> <p><b>Best for</b> · Residential, hotel, mixed-use, office</p> | <p><b>FORMAT B — PADEL DISTRICT · STANDALONE</b></p> <p><b>Ground-up destination racquet club</b></p> <p>The full programmed flagship — courts, recovery, F&amp;B, retail, academy and member clubhouse. Designed to be the daily destination.</p> <p><b>Footprint</b> · 44,000–47,000 SF</p> <p><b>Format</b> · Flagship</p> <p><b>Target site</b> · East River, Houston TX</p> |
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STANDALONE TARGET SITE

## East River — Houston, TX.

East River is a 150-acre master-planned development on the Buffalo Bayou waterfront — 60 downtown Houston blocks, one ownership entity, Section I infrastructure complete with 980K SF already delivered. Gaby Reca Padel Academy is targeted at the three remaining Section I land parcels.

|                             |                             |                             |                                                  |
|-----------------------------|-----------------------------|-----------------------------|--------------------------------------------------|
| <p>3.5 ac</p> <p>SITE 1</p> | <p>1.5 ac</p> <p>SITE 3</p> | <p>1.6 ac</p> <p>SITE 5</p> | <p>The Laura · Port HQ</p> <p>ANCHORS NEARBY</p> |
|-----------------------------|-----------------------------|-----------------------------|--------------------------------------------------|

Master plan · Midway · Collaborate Architects · Adjacency · BBP trail system, pedestrian bridge (2028)



Aerial — three available Section I sites along Clinton Drive, fronting Buffalo Bayou.



Section I site plan — parcels 1, 3 and 5 currently available.



FIVE FORMATS

Right-size to the opportunity.

| Format        | Size             | CAPEX        | Stabilized Revenue | Build    | Role                                |
|---------------|------------------|--------------|--------------------|----------|-------------------------------------|
| Nano          | ≤5,000 SF        | \$80K–\$350K | \$420K–\$825K/yr   | 6–16 wks | Market seeding · building retro-fit |
| Micro         | 6,000–10,000 SF  | \$1.5M–\$3M  | \$500K–\$1.25M/yr  | 4–6 mo   | Luxury residential & hotel amenity  |
| Boutique      | 14,000–18,000 SF | \$3M–\$8M    | \$1.5M–\$3.2M/yr   | 5–8 mo   | Mixed resident / public club        |
| Flagship      | 44,000–47,000 SF | \$8M–\$18M   | \$2.65M–\$5.5M/yr  | 10–14 mo | Full destination racquet club       |
| Ultra-Private | 16,000–20,000 SF | \$2M–\$6M    | \$500K–\$1.25M/yr  | 9–15 mo  | HNW residential amenity             |

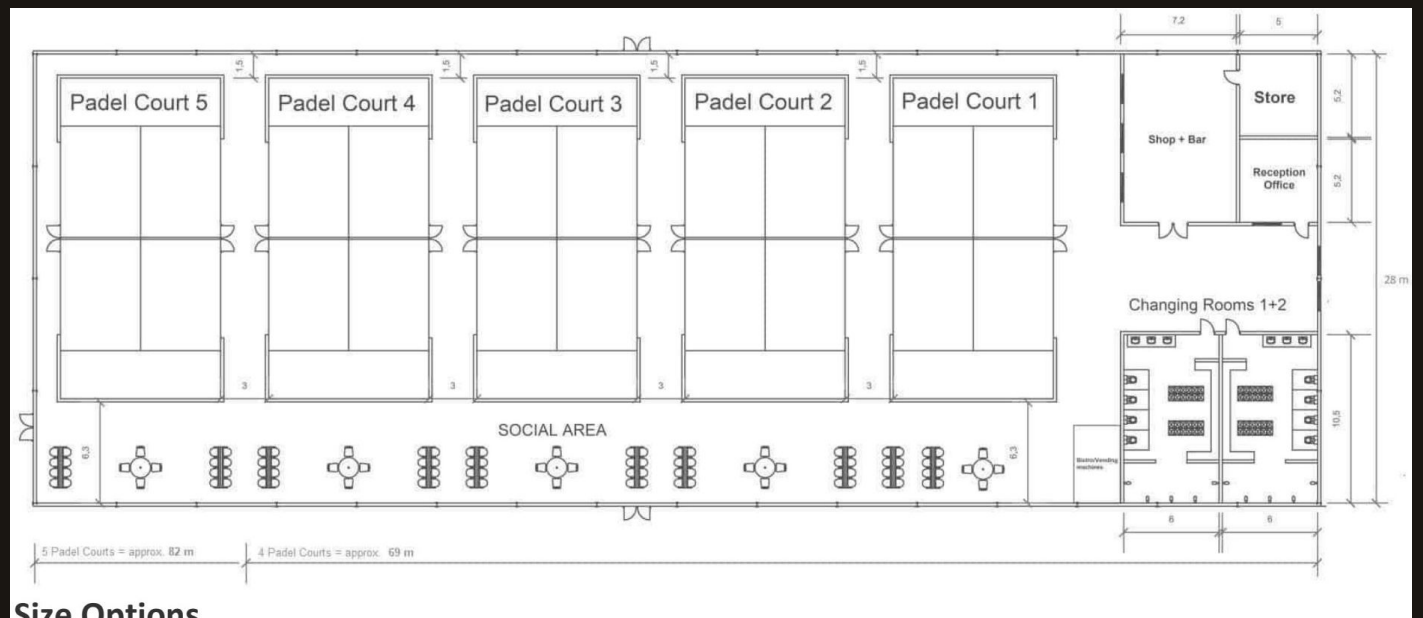


Exterior approach — urban insertion



Brand presence at street level

## Five-court configuration with social spine.



### Size Options

Conceptual indoor layout — 5 courts, shop + bar, reception office, dual changing rooms and continuous social area.

**Size options.** 5-court configuration with shop/bar, office and restrooms with lockers and showers — approx. 18,000–20,000 SF. 4-court indoor configuration (stacked) — approx. 12,000 SF.

**Reference** — 1 court · indoor private club amenity — New York City's only private padel court at 111 West 57th Street, Manhattan.

| Court Spec              | Value                                                                                |
|-------------------------|--------------------------------------------------------------------------------------|
| Court dimensions        | 20 m × 10 m playing surface — 200 m <sup>2</sup> (2,178 SF) per IPF spec.            |
| Total footprint / court | 231 m <sup>2</sup> (2,486 SF) including 0.5 m safety perimeter.                      |
| Minimum clear height    | 6 m (20 ft) of cleared space above the lowest point.                                 |
| Back wall               | 4 m (≈13 ft) high — solid panel.                                                     |
| Sidewalls               | Stepped: 4 m panel at back wall, 3 m second panel — joined by 3 m transparent glass. |
| Net                     | 88 cm at center, spans the full 10 m width.                                          |
| Service line            | 6.95 m (≈23 ft) from net; back wall to service line ≈3 m.                            |
| Line markings           | 5 cm (≈2 in) wide; service area split by perpendicular line.                         |

**Lighting** — Indoor and outdoor courts require an adequate, glare-controlled lighting system. Even illumination across the full playing surface is non-negotiable for player performance and safety.

# Property types & best-fit formats.

| Asset Type                         | Best Format                                | Why It Works                                                 |
|------------------------------------|--------------------------------------------|--------------------------------------------------------------|
| Luxury Residential Tower / Condo   | Micro → Ultra-Private                      | Differentiates lease-up; rent premium; resident community    |
| Hotel Rooftop / Terrace / Pavilion | Micro → Flagship                           | Drives ADR, F&B; spend, and repeat guest loyalty             |
| Mixed-Use Podium / Mid-Rise        | Boutique → Flagship                        | Activates underperforming podium; corporate memberships      |
| Class A Office Campus              | Boutique → Flagship                        | Reduces vacancy; retains tenants; non-office revenue density |
| Lifestyle / Entertainment Center   | Flagship                                   | The daily destination anchor for the broader district        |
| SilliS Hub (embedded)              | Gaby Reca Padel Academy zone within SilliS | Padel club-within-a-club alongside multi-sport               |



Lounge overlooking the courts.

## Format-by-format space program.

**Format 1 — Nano** · The market-seeding insert. Hotels, retail voids, office amenity floors. ~3,836–6,572 SF · 20–22 ft clear · 4–8 active players

| Space                        | Qty | Dimensions     | Total SF    | Notes                                 |
|------------------------------|-----|----------------|-------------|---------------------------------------|
| Padel Court (indoor/covered) | 1–2 | 65.6 × 32.8 ft | 2,486–4,972 | Turf / glass — IPF spec               |
| Compact Members Lounge       | 1   | —              | 300–600     | Seating, screen, booking kiosk, water |
| Locker / Change Area         | 1   | —              | 200–400     | Bench, hooks, day lockers             |
| Pro Wall / Retail Nook       | 1   | —              | 100–200     | Rental, grip tape, balls, merch       |
| Reception / Check-In Kiosk   | 1   | —              | 100–150     | Smart access, QR court gates          |
| Equipment Storage            | 1   | —              | 150–250     | Ball machines, racquets, supplies     |

**Format 2 — Micro** · Luxury residential & hotel amenity. ~4,386–6,872 SF · 22–24 ft clear · 8–16 active players

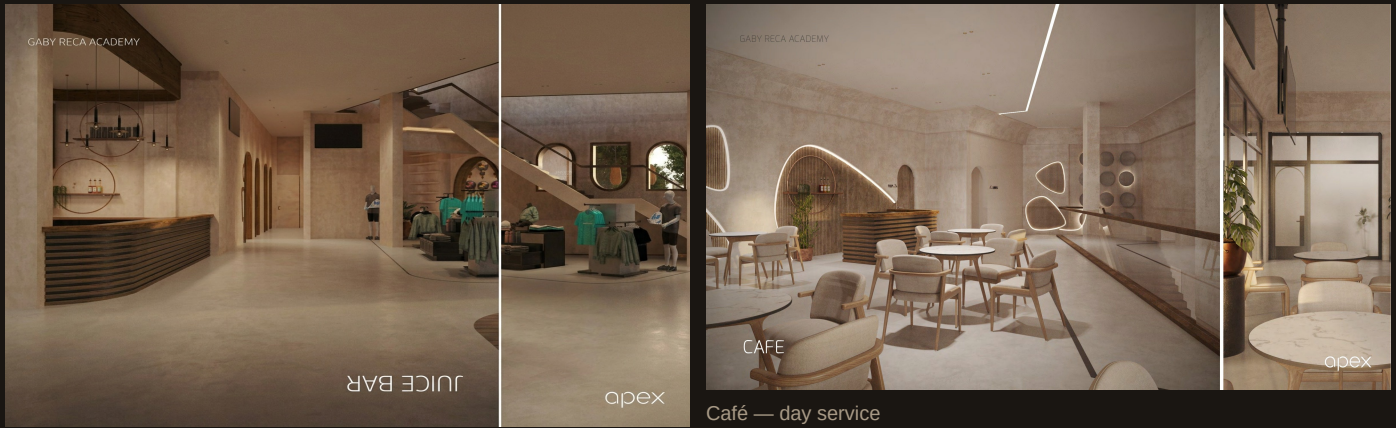
| Space                        | Qty | Total SF    | Notes                          |
|------------------------------|-----|-------------|--------------------------------|
| Padel Court (indoor/covered) | 1–2 | 2,486–4,972 | Turf / glass enclosure         |
| Members Lounge / Arrival     | 1   | 800         | Seating, bar, AV, brand wall   |
| Pro Shop / Retail Nook       | 1   | 300         | Racquets, apparel, grips       |
| Locker Room / Restrooms      | 1   | 600         | Full WC, showers, lockers      |
| Storage / Equipment          | 1   | 200         | Ball machines, racquet rentals |

**Format 3 — Boutique** · Urban podium & mixed-use club. ~14,940–17,426 SF · 22 ft padel · 24–36 active players

| Space                        | Qty | Total SF    | Notes                              |
|------------------------------|-----|-------------|------------------------------------|
| Padel Court — Indoor/Covered | 2–3 | 4,972–7,458 | Turf / glass                       |
| Pickleball Court (optional)  | 2   | 3,968       | Cushioned hardcourt                |
| Members Lounge / Social Bar  | 1   | 1,500       | Full bar, AV wall, DJ deck         |
| Group Fitness Studio         | 1   | 1,000       | Yoga, HIIT, stretch — sprung floor |
| Recovery Corner              | 1   | 600         | Cold plunge, sauna, compression    |
| Pro Shop / Retail            | 1   | 500         | Racquets, apparel, accessories     |
| Locker Rooms (M + F)         | 2   | 1,400       | Full lockers, showers, vanity      |
| Café / Juice Station         | 1   | 400         | Smoothies, coffee, grab-and-go     |

| Space                | Qty | Total SF | Notes                       |
|----------------------|-----|----------|-----------------------------|
| Reception / Check-In | 1   | 300      | Smart access, booking kiosk |
| Storage / Equipment  | 1   | 300      | —                           |





Juice bar — recovery-focused nutrition

Café — day service

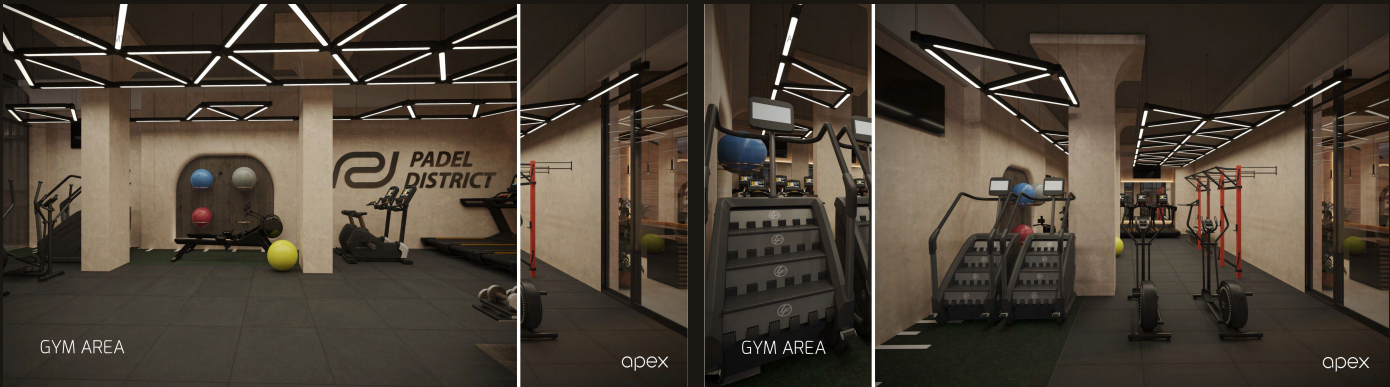
**Format 4 — Flagship** · Destination urban racquet club. ~44,700–47,000 SF · 64–80 active players · 150–200 simultaneous guests

| Zone      | Space                                    | Qty | SF    | Notes                                   |
|-----------|------------------------------------------|-----|-------|-----------------------------------------|
| Padel     | Indoor Padel Court — Premium (all-glass) | 4   | 9,944 | Turf / Gaby Reca Padel Academy branding |
| Padel     | Padel Court — Outdoor/Covered            | 2   | 4,972 | Premium AstroTurf / shade               |
| Racquet   | Pickleball Court — Indoor                | 4   | 7,936 | Cushioned Sport-Court                   |
| Racquet   | Pickleball Court — Outdoor               | 2   | 3,968 | Hardcourt / coated asphalt              |
| Amenities | Members Clubhouse / Lounge               | 1   | 3,500 | Bar, AV wall, DJ deck                   |
| Amenities | Event / Hospitality Space                | 1   | 2,000 | Corporate events, league finals         |
| Amenities | Group Fitness Studio A (Yoga)            | 1   | 1,200 | Sprung wood, mirrors                    |
| Amenities | Group Fitness Studio B (Spin/HIIT)       | 1   | 1,200 | Bikes, rower, rubber floor              |
| Amenities | Fitness Floor (weights + cardio)         | 1   | 2,500 | Free weights, cables, TRX               |
| Amenities | Recovery Suite                           | 1   | 1,500 | Cold plunge, IR sauna, compression, PT  |
| Amenities | Café / Juice Bar (full operator)         | 1   | 1,200 | Smoothies, bowls, coffee, wine          |
| Amenities | Pro Shop / Retail Wall                   | 1   | 800   | Racquets, strings, apparel              |
| Amenities | Locker Rooms (M + F + VIP)               | 3   | 2,700 | Lockers, showers, sauna                 |
| Amenities | Reception / Welcome Hub                  | 1   | 600   | Concierge, booking wall                 |
| Amenities | Academy / Coaching Room                  | 1   | 800   | Video analysis, Gaby Reca curriculum    |

| Zone      | Space                             | Qty | SF  | Notes                          |
|-----------|-----------------------------------|-----|-----|--------------------------------|
| Amenities | Storage / Equipment / Maintenance | 1   | 600 | Rental rack, ball machine bays |

Format 5 — Ultra-Private · HNW residential / privacy-first amenity. ~16,840–20,000 SF · 16–32 active players

| Space                        | Qty | Total SF | Notes                                     |
|------------------------------|-----|----------|-------------------------------------------|
| Padel Court (indoor/covered) | 2   | 4,972    | Glass / premium turf                      |
| Pickleball Court             | 2   | 3,968    | Cushioned hardcourt                       |
| Wellness Spa & Recovery      | 1   | 2,500    | Cold plunge, sauna, massage, IV lounge    |
| Members Lounge (private)     | 1   | 2,000    | Luxury finishes, fireplace, concierge bar |
| Locker Rooms (M + F + VIP)   | 3   | 2,100    | Premium finishes, steam, sauna            |
| Coaching / Video Analysis    | 1   | 600      | Gaby Reca curriculum, private instruction |
| Pro Shop / Reception         | 1   | 500      | Resident-facing, curated stock            |
| Storage / Equipment          | 1   | 200      | —                                         |



Performance gym

Strength floor

MEMBERSHIPS

Tiers with monthly allowances.

All Sport Memberships include monthly allowances. Once allowances are exhausted, members pay *member rates* — not non-member rates.

| Tier                             | Monthly Price    | Included Allowances                                                                                             |
|----------------------------------|------------------|-----------------------------------------------------------------------------------------------------------------|
| Social / Lounge                  | \$100–\$250      | Lounge & F&B; · daily coffee/tea · snacks · member-rate court access                                            |
| Sport Single                     | \$200–\$600      | 4 court bookings · 1 group clinic · 1 private 30-min · 1 fitness class · 1 sports massage (Boutique+)           |
| Sport Family (2+2)               | \$300–\$900      | 6 court bookings · 2 clinics · 1 junior academy · 2 fitness · 1 massage                                         |
| Founder / VIP                    | \$500–\$1,500    | 8 bookings · 2 private 60-min · 2 clinics · 2 fitness · 2 massages · 21-day priority · VIP locker · F&B; credit |
| Corporate Block (5–20 employees) | \$1,500–\$10,000 | All Sport Single allowances per employee · monthly corporate league · quarterly private event credit            |



Member lockers — premium finishes.

FULL PRICING SCHEDULE

By format.

| Line Item                        | Nano               | Micro              | Boutique           | Flagship            |
|----------------------------------|--------------------|--------------------|--------------------|---------------------|
| Social / Lounge Membership       | N/A                | N/A                | \$100–\$150/mo     | \$150–\$250/mo      |
| Sport Single                     | \$125–\$200/mo     | \$200–\$350/mo     | \$300–\$450/mo     | \$350–\$600/mo      |
| Sport Family (2+2)               | N/A                | \$300–\$500/mo     | \$450–\$700/mo     | \$500–\$900/mo      |
| Founder / VIP                    | N/A                | \$500–\$750/mo     | \$650–\$1,000/mo   | \$750–\$1,500/mo    |
| Corporate Block                  | \$1,200–\$3,500/mo | \$1,500–\$3,000/mo | \$2,500–\$6,000/mo | \$4,000–\$10,000/mo |
| Day Pass                         | \$25–\$45          | \$40–\$60          | \$35–\$60          | \$35–\$75           |
| Padel — Member / Non-Member      | \$25–35 / \$40–55  | \$25–35 / \$45–60  | \$28–38 / \$48–65  | \$30–45 / \$50–70   |
| Pickleball — Member / Non-Member | N/A                | N/A                | \$12–18 / \$20–30  | \$15–20 / \$22–35   |
| Private Coaching 60-min          | \$75–\$120         | \$100–\$130        | \$100–\$140        | \$110–\$160         |
| Group Clinic (up to 6)           | \$25–\$40/hd       | \$35–\$50/hd       | \$30–\$50/hd       | \$30–\$50/hd        |
| Junior / Youth Program           | N/A                | N/A                | \$100–\$200/mo     | \$150–\$250/mo      |
| Corporate League (season)        | \$2K–\$4K/team     | \$2K–\$4K/team     | \$3K–\$6K/team     | \$4K–\$8K/team      |
| Recovery Suite                   | N/A                | N/A                | \$30–\$45/session  | \$35–\$60/session   |
| Group Fitness Class              | N/A                | N/A                | \$18–\$25          | \$20–\$30           |
| Café / Juice Bar (avg ticket)    | N/A                | N/A                | \$8–\$18           | \$8–\$22            |
| Private Event Hire / day         | \$500–\$1.5K       | \$500–\$1.5K       | \$1K–\$3K          | \$2K–\$6K           |
| Naming / Sponsorship / yr        | \$25K–\$75K        | \$25K–\$75K        | \$75K–\$200K       | \$150K–\$500K       |



Café — evening atmosphere.



Stabilized annual revenue by stream.

| Revenue Stream                    | Nano          | Micro         | Boutique      | Flagship      |
|-----------------------------------|---------------|---------------|---------------|---------------|
| Memberships                       | \$120K–\$420K | \$500K–\$900K | \$800K–\$1.6M | \$1.3M–\$2.5M |
| Court Rentals (non-member)        | \$25K–\$100K  | \$80K–\$150K  | \$120K–\$250K | \$200K–\$450K |
| Private Coaching (facility share) | \$20K–\$80K   | \$75K–\$120K  | \$120K–\$250K | \$200K–\$420K |
| Group Clinics & Leagues           | \$15K–\$75K   | \$40K–\$80K   | \$80K–\$180K  | \$150K–\$320K |
| Recovery Suite                    | N/A           | N/A           | \$50K–\$100K  | \$90K–\$200K  |
| Group Fitness Classes             | N/A           | N/A           | \$50K–\$100K  | \$80K–\$180K  |
| Café / F&B;                       | N/A           | N/A           | \$80K–\$160K  | \$200K–\$440K |
| Pro Shop / Retail                 | \$8K–\$30K    | \$15K–\$30K   | \$30K–\$80K   | \$60K–\$150K  |
| Events / Private Hire             | \$15K–\$75K   | \$20K–\$60K   | \$80K–\$200K  | \$200K–\$500K |
| Sponsorships / Naming             | \$15K–\$40K   | \$25K–\$75K   | \$75K–\$200K  | \$200K–\$600K |
| Total Conservative                | \$218K        | \$755K        | \$1.5M        | \$2.65M       |
| Total Stabilized                  | \$825K        | \$1.5M        | \$3.2M        | \$5.5M        |



Recovery suite — cold plunge, sauna, compression therapy.

CAPEX

Cost build-up by format.

| Cost Component                             | Nano         | Micro         | Boutique      | Flagship       |
|--------------------------------------------|--------------|---------------|---------------|----------------|
| Court infrastructure (courts + enclosures) | \$30K–\$150K | \$500K–\$900K | \$800K–\$2.0M | \$2.5M–\$5.5M  |
| Structure / MEP / HVAC                     | \$20K–\$80K  | \$300K–\$600K | \$700K–\$1.5M | \$1.5M–\$3.5M  |
| Interior fit-out / FF&E;                   | \$20K–\$80K  | \$150K–\$400K | \$600K–\$1.5M | \$1.5M–\$4.0M  |
| Tech / smart systems                       | \$5K–\$20K   | \$50K–\$100K  | \$100K–\$250K | \$250K–\$600K  |
| F&B; bar build-out                         | N/A          | N/A           | \$150K–\$400K | \$400K–\$1.5M  |
| Permits + soft costs                       | \$5K–\$20K   | \$100K–\$200K | \$200K–\$500K | \$500K–\$1.5M  |
| Contingency (10%)                          | \$8K–\$35K   | \$110K–\$220K | \$275K–\$615K | \$665K–\$1.66M |
| Total CAPEX                                | \$80K–\$350K | \$1.5M–\$3M   | \$3M–\$8M     | \$8M–\$18M     |

DEPLOYMENT

4-phase rollout playbook.

|                                                                                                                                                  |                                                                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>MONTH 0–1</p> <p><b>Phase 1 · Feasibility Sprint</b></p> <p>Structural, acoustic, wind, zoning, egress. CAPEX scoped. Go/no-go.</p>           | <p>MONTH 1–2</p> <p><b>Phase 2 · Concept Package</b></p> <p>Site plan, court mix, design brief, operating model, membership tiers, partnership.</p>                 |
| <p>MONTH 2–8</p> <p><b>Phase 3 · Design, Pre-Sales &amp; Build</b></p> <p>Operator lock. Founding Member campaign — target 200–400 pre-sold.</p> | <p>MONTH 8–12</p> <p><b>Phase 4 · Launch &amp; Optimize</b></p> <p>Open with memberships, leagues, coaching, F&amp;B.; 90-day KPI review. Replication playbook.</p> |

**De-risking** — Founding member pre-sales (\$3,000–\$5,000/yr Founder rate) generate \$600K–\$2M before construction completes — materially offsetting carry on any Boutique+ format.

|                 |                   |         |             |
|-----------------|-------------------|---------|-------------|
| 231 m²          | 6 m               | 5       | 6 wks–14 mo |
| COURT FOOTPRINT | MIN. CLEAR HEIGHT | FORMATS | BUILD TIME  |