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Tower to rise near the Galleria

355 luxury apartments will add to urban style of BLVD Place

By Nancy Sarnoff

A luxury apartment tower is set to break ground early next year just off Post Oak Boulevard, developers said Wednesday.

The project represents the continued progression of BLVD Place, the redevelopment of 21 acres at the southwest corner of Post Oak and San Felipe into an urban-style complex.



Construction started back up at the Galleria-area site last month, three years after the first building opened. BLVD Place was among numerous projects that were delayed or dropped altogether as a result of the economic slowdown.

At completion, the development is expected to include high-end shops and restaurants as well as office space, a boutique hotel and 1,000 high-rise residential units.

"We're really creating an urban center," said Ed Wulfe, chairman of Wulfe & Co., managing partner of BLVD Place.

The new residential building will be developed by Houston-based Hanover Co. The company just closed on the purchase of 1.2 acres on Post Oak Lane for the project.

The building will go up 29 stories and include 355 high-end apartments with rents commensurate with the nicest rental buildings in town, said John Garibaldi, Hanover's executive vice president of development.

The tower is being designed with a contemporary look, similar to the existing retail and office building at BLVD Place. The design will optimize views of the Galleria and downtown, Garibaldi said.

"The reasons to live in a high-rise are security, exclusivity and views. This is going to provide all of those," he said.

Architecture firm Solomon Cordwell Buenz of Chicago is designing the building, which will be called Hanover Post Oak.

Units will range in size from 650 square feet to more than 3,000 square feet for those at the top of the building.

The recent construction activity at BLVD Place includes a structure that will include a Whole Foods Market, restaurants, shops and office space. Frost Bank recently



Hanover Post Oak, shown in this rendering, will be 29 stories tall and include 355 high-end apartments.

agreed to lease 53,000 square feet of space in the new building.

The first component of the development opened in 2009 and includes high-end restaurants, shops and offices.

Hanover has built two other multifamily projects on the boulevard.

Garibaldi believes having a Whole Foods next door to the new residential tower will be a strong selling point.

"That convenience you get in living in an urban environment on Post Oak," he said, "plus having a great food store right there is unparalleled."