

THE NEW AMERICAN TOWNHOME

Designed for those who make the most of their days, the new American townhome is high-tech and low-maintenance. Lock-and-leave living gives a heightened sense of personal freedom and peace of mind, while palatial porches, ample green space and inviting sidewalks deliver an unparalleled sense of community and home. Sophisticated townhome living offers both cutting-edge technology to every room of the home and rich opportunities in which to engage neighbors and family outdoors.



BUILDING MORE INTO YOUR HOME





Southern traditional architecture glows with modern spirit at Crain Square, the new residential townhome enclave in Southside Place. Defined by quintessential American neighborhood features, such as oversized porches and balconies, brick-paved sidewalks, trees and outdoor meeting sites, Crain Square embodies homeowners' desires to connect with neighborly people, be within walking distance to local venues and enjoy the outdoors in a beautiful, engaging environment. Sixty-one, three- and three-and-a-half-story townhome residences comprise the private, gated community—each classically designed to honor the aesthetics and congeniality of its Southside Place surroundings. Read on and discover the talent and inspiration behind Crain Square.

THE VISIONARIES

Röhe & Wright Builders has infused Houston with fresh and elegant residential neighborhoods for nearly two decades. Carving a niche in the high-end townhome market—including Winfield Gate, Cheyne Walk and Caceres, to name a few—owners Andy Suman and Chad Muir have perfected the art of carefree living in urban settings with lock-and-leave designs set in place. Every Röhe & Wright-created community is private and gated with classically derived architecture, a trademark of the firm. "By looking to the past for creative inspiration, we escape being trapped by the latest trends, rather focusing the style of our work on the grace of classic architecture," Suman says. Their latest, highly anticipated development, Crain Square, features Southern traditional architecture with heavily treed and manicured open spaces—a picturesque haven for families. "Easy Southern charm describes the West University/Southside Place area.

RÖHE & WRIGHT BUILDERS

ABOVE: Residents at Crain Square can enjoy views from their private balconies, porches or rooftop terraces of the manicured gardens, brick-paved walks and multiple parks throughout the community. Photograph by Rob Muir

Cover image provided by Keller Williams' Luxury Homes International



It was only fitting that the architecture coordinate with the feel and style of the surrounding community," Muir says. Located on the site of the former Shell Oil technology campus on Bellaire Boulevard, inside the loop in Houston, the five-and-a-half-acre site has been reimagined with 61 three- and three-and-a-half-story townhomes, two designated acres of green space and 100 newly planted trees. "Seeing the evolution of the project has been astonishing—from the prior Shell research and development headquarters to demolition to breaking ground and pre-selling units to completing our model home and having a grand opening. It's been a while in the making, but definitely worth the wait with such incredible results," Suman says.

THE ARCHITECTURAL DESIGN

Time-tested collaborations between Röhe & Wright Builders and **Anderson Canyon, LLC** helped solidify the architectural firm as the most fitting choice for the design of Crain Square. Previous projects of note between the two esteemed companies include the multi-family development, Cadogan Place, inspired by the

**BRICK-PAVED
WALKS AND
STOOPS,
MANICURED
GARDENS WITH
FOUNTAINS,
60 PERCENT
OPEN SPACE**



ANDERSON CANYON, LLC

ABOVE: Anderson Canyon, LLC used a combination of brick arched openings and ornate wrought-iron railing details to emphasize large porches and balconies.

Belmond Cadogan Hotel in London, and a private custom home in Bammel Oaks Estates, Upper Kirby. Each project's unique setting and architectural style delivered equally unique design challenges: for Crain Square, it was finding the right balance between open space and the residences. "There are always challenges you have to overcome, especially in projects of this size and scope. Initial challenges for this project included working with the height limitations and building footprints, while maintaining ample green space," shares Tom O'Leary, owner and President of Anderson Canyon, LLC. Without fail, O'Leary, along with Vice President Eddie Ponce de León and the team, achieved their objective, establishing two acres of green space with four common areas (two common quads, one central fountain and one

fire pit lounge). "We generally define success as creating spaces that are open and usable, while incorporating as much indoor-outdoor potential as possible. With a project such as Crain Square, creating gathering areas was a necessity," O'Leary notes. The engaging nature of the community is by design, with Southern life and architecture as the muse. "Southern architecture lends itself to community interaction, encouraging friendliness and outside activities, with people gathering around grand green spaces. The porches and terraces that overlook the community's common green areas, as well as some of the more intimate areas, are reminiscent of the parks and gardens of the Old South," he says.

DETAILING OF BRICK, STONE AND WOOD CREATE THE HARMONY OF MATERIALS FOUND IN THE OLD SOUTH



ALLIE WOOD DESIGN STUDIO

ABOVE: To achieve the formal but inviting style in the living space, horizontal paneling with a narrow reveal in a light gray color was added. The oversized super white marble mantel complements the Alan Allredge piece cast in Lucite. **BELOW TOP:** Elements of warmth were brought to the space with navy velvet drapes and black-painted doors and frames. The room easily accommodated two large captain's chairs, flanked by a navy and brass bar and a wine cellar on the opposite side. **BELOW BOTTOM:** Ample drawers for storage take advantage of the linear nature of the master en suite. The drawers have white-glass inserts for a subtlety added detail. The floor is a vein-cut and cross-cut marble mix in taupe to soften the white contrasting walls and cabinetry.



ROOTED IN TRADITIONAL DESIGN

Brought on the Crain Square team to design all interior trim, make material selections for the homes and furnish and accessorize the model unit, full-service interior design firm **Allie Wood Design Studio** successfully brought the beauty of the buildings' exteriors, inside. "We worked toward creating a home rooted in classic traditional design but with innovative and fresh new details to make it feel more transitional in the end. With all the unique trim details, yet modern finishes, we accomplished that balance," shares Allie Wood, the company's principal. To honor the project's architecture, Wood implemented new applications of established materials, creating an updated traditional look. She procured patterns recently introduced in the U.S. by Silestone in the kitchen, wet bar, powder bath and master bath, and used wallpapers by Phillip Jeffries and Élitis. Plaster around several of the doorways achieved a unique-shaped case opening detail, and Wood brought a custom kitchen vent hood to life using a metal frame and frosted glass panels, which she notes, "really set the kitchen apart." "We created unique patterns and details with common materials more than using unique materials," she says. For the stairway, a mix of iron and unlacquered brass spheres complements the oversized brass sconces from Circa Lighting. In the master bedroom,



KELLER WILLIAMS' LUXURY HOMES INTERNATIONAL.

ABOVE LEFT: Formal living room with custom paint-grade paneling. Wet bar situated between the formal living and dining room. Lighting from Circa Lighting. Custom-detailed archways. **ABOVE RIGHT:** Custom white-oak shelving built on-site as well as wainscoting. Ceramic floral design work on ceiling. **BELOW:** Bright foyer with chandelier from Circa Lighting. Custom millwork. Concentric square pattern in two separate tiles.

Wood combined both vein-cut and cross-cut materials to create a singular pattern. Under the auspices of Wood, the residences evoke a highly custom feel. A longtime local and enthusiast of the area, Wood praises the family-centered lifestyle of Southside Place. "It is a wonderful neighborhood where generations of families continue to return. Crain Square will appeal to the young families that are coming back into the area or the older generation that desires the lock-and-leave aspect, but wants to stay close to the old neighborhood," she says.

SOUTHSIDE PLACE: A TROPHY LOCATION

WORLD-CLASS SALES EXPERTISE

Seventeen years in the luxury home market has given Brad Hermes insight into the qualities that make a residential development successful. An exclusive member of **Keller Williams' Luxury Homes International**, Hermes has been the sales and marketing force behind several of Röhe & Wright Builders' signature projects, including Winfield Gate, Cheyne Walk and Cadogan Place, as well as numerous single-family homes. Hermes and the Röhe & Wright team share a philosophy that does not waver. "We are based on a simple guiding principle that a client's comfort and luxury should never be compromised," he says. Citing West University/Southside Place as a "trophy location," Hermes says Southside Place has the charm and intimacy of a small town with a location in the heart of Houston. "Southside Place is an exclusive city. Residents can walk in minutes to the Weekley Family YMCA, Whole Foods, Starbucks, Little Matt's and many other local restaurants, shops, schools and parks—not to mention the West Houston Medical Center, which is a mile and a half away," he says. To Hermes, Crain Square will be a seamlessly beautiful addition to the area, with its welcoming front porches



Röhe & Wright Builders

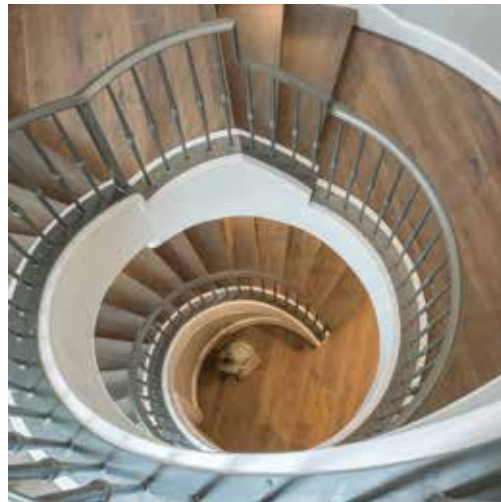


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