

HOUSTON

luxe.

interiors + design®



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.



Röhe&Wright
BUILDERS

InTown
LIVING

BUILDING MORE INTO YOUR HOME

CRAIN
SQUARE
SOUTHSIDE PLACE USA



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



CRAIN SQUARE

SOUTHSIDE PLACE USA



TRADITIONAL. WALKABLE. SOUTHSIDE PLACE.

STARTING AT \$1.2 MILLION

Gated community of 61 residences | 1.3 miles to the Texas Medical Center | Over 2 acres of green space

With a Walk Score of 71, residents of Crain Square can walk in minutes to the Weekley Family YMCA, Whole Foods, Starbucks, Little Matt's, and many other local restaurants, shops, schools, and parks. Come experience Crain Square and fall in love with its timeless architecture and southern charm.



Röhe & Wright
BUILDERS

InTown
LIVING

BUILDING MORE INTO YOUR HOME

www.rohewright.com

WWW.CRAINSQUARE.COM

Visit our furnished model home open 7 days a week at 3737 Bellaire Boulevard



Röhe & Wright Builders

**ANDERSON
CANYON, LLC**
DESIGN + PLANNING

Unique architectural designs:
our projects range from high-end residential, to multi-family and mixed-use developments, retail, commercial and healthcare, with award-winning builders.

www.andersoncanyon.net
info@andersoncanyon.net
713-942-2126



Röhe & Wright Builders



City Homes of Houston



Private Residence



Private Residence



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 Alldredge 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 subtly 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.

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

SOUTHSIDE PLACE: A TROPHY LOCATION





AW ALLIE WOOD
DESIGN STUDIO

- SIMPLY FURNISHINGS
- RENOVATION
- NEW CONSTRUCTION

alliewood.com

713-818-8931

studio@alliewood.com

- HOUSTON
- NEW YORK
- CONNECTICUT



kw LUXURY HOMES
INTERNATIONAL

BRAD HERMES

Brad Hermes
KW Luxury
Homes International
950 Corbindale Road
Houston, TX 77024
713.816.3200
Brad@BradHermes.com
BradHermes.com



MODERN AV DESIGNS

ABOVE: Modern AV Designs specializes in challenging installations, like mounting TVs on mirrored, brick or plaster surfaces. **BELOW:** Control all major systems in the home with one simple interface. Modern AV Designs custom designs the user controls on touchscreens, smartphones or tablets to make the most complex systems easy and intuitive to operate.

FORWARD- THINKING TECHNOLOGY PACKAGES



and sidewalks. "Every material chosen at Crain Square is unique in its own way. Each item is meticulously hand-picked with the absolute care and thought of what the outcome will be," he says. A collaborative effort among the builders, architects and sales team, Hermes commends the team's ability to accomplish every goal planned. "It is rewarding to experience what it takes to make each home come together and see that everyone is happy in the end," he enthuses.

TECHNOLOGY-INFUSED INTERIORS

Modern AV Designs is the technology provider for Crain Square Development. Each unit in the development will include a Crestron integration foundation consisting of a Technology package and a Connectivity package. The Technology package includes a fully expandable home automation processor, integrated security system, video-enabled door station and control of the garage doors, thermostats and lighting control system, which can be expanded to serve the entire home. The Connectivity package includes a high-speed gigabit router with seamless roaming and an eight-port switch to distribute wired connectivity throughout the house. "We assume that our clients want the best technology available for their homes;



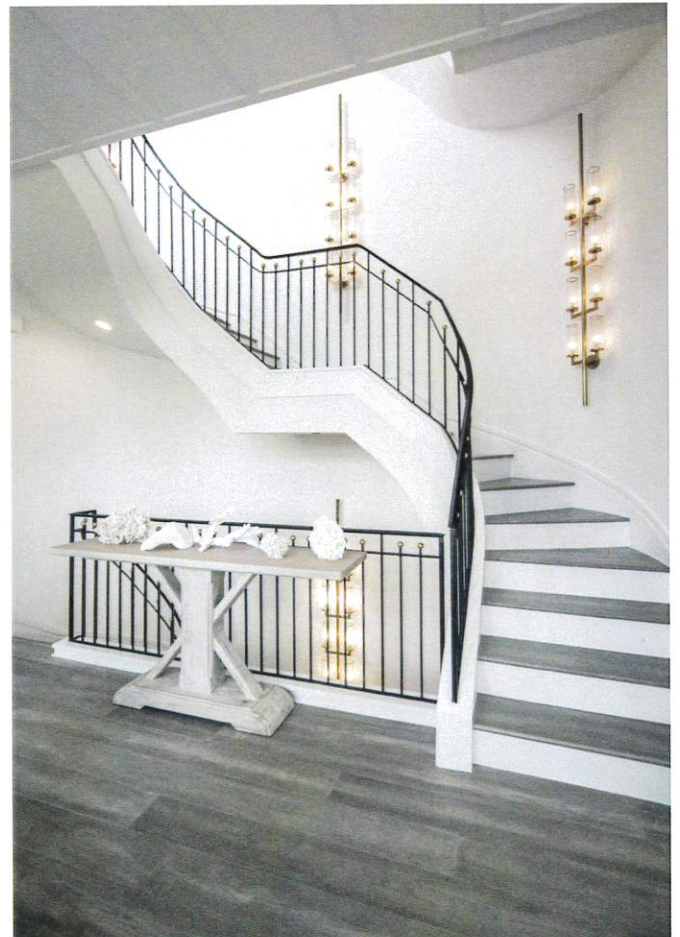
DESIGNER FLOORS OF HOUSTON

ABOVE: This open-concept dining room shows off Crain Square's wood floors beautifully. BELOW: A perfect example of the gorgeous wood floors and custom stairs.

it is important that we make it intuitive and easy to use," says Jose Juarez, owner of Modern AV Designs. The company starts by developing a set of architectural drawings that locate all technology components and wiring in the home. Then, they meet with the clients to custom tailor the package to their personal requests. Finally, the system is installed and clients are instructed on how to use the system utilizing their smartphones or tablets. "A successful project is one in which the client and their entire family can easily operate all major systems of the house and enjoy the experience that the Modern AV and Röhe & Wright teams have provided," Juarez says.

ENDURINGLY ELEGANT FLOORS

Designer Floors of Houston meticulously and artfully provided as well as installed the striking wood floors, custom stair treads and premium carpet for Crain Square. Locally owned and operated, the high-end flooring purveyor offers a robust product selection, including one-of-a-kind materials for countertops, engineered wood flooring, carpet and tile. Working closely with the Crain Square design team, from designers to builders to installers, Designer Floors of Houston was able to successfully supply the project with all of its flooring needs. Linda Marshall, principal of Designer Floors of Houston, noted how important it was for her work to follow the architecture and color scheme of Crain Square with classic materials. "The timeless elegance of the townhomes influenced our approach to find refined items that would complement the development,"

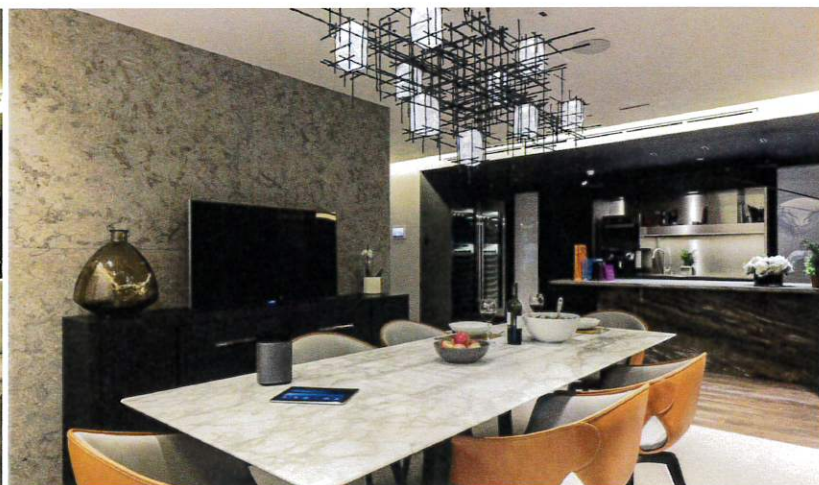
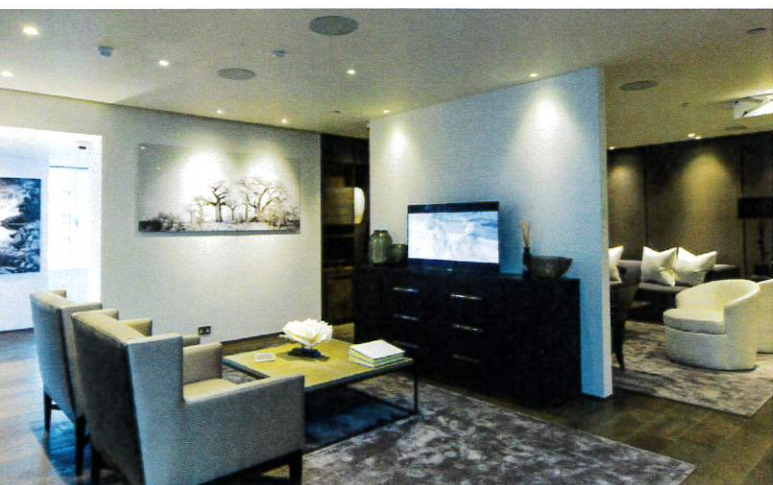




Modern AV Designs

« WATCH, LISTEN, & ENJOY »

281.866.0055 | modernavd.com





DESIGNER FLOORS OF HOUSTON

WOOD • STONE • TILE • CARPET • COUNTERTOPS • MOSAICS • RUGS

4245 RICHMOND AVE, #400 • HOUSTON, TX 77027

T: 713.355.7500 • F: 713.355.7511

DESIGNERFLOORSOFOUSTON.COM



COSENTINO NORTH AMERICA

ABOVE: Eternal Marquina by Silestone. The Eternal collection includes a range of colors and is the only Silestone collection with N-Boost technology that helps achieve a greater intensity of color and surface brightness.

she says. "We found exquisite grayish silver wood floors that suited the design perfectly." Marshall regards the project highly, grateful for the awe-inspiring architecture, which acted as the creative springboard for the floor design.

"We found so much inspiration from the neoclassical design with a sophisticated twist at Crain Square," she says. "Our goal is to offer a complete source for all surface needs, and we pride ourselves on carrying a vast array of products catering to all styles."

THE DESIGN FITS PERFECTLY INTO MODERN HOUSTON

INNOVATIVE & AESTHETIC COUNTERS

A long and successful relationship between **Cosentino North America** and Röhe & Wright Builders has led to the creation of many chic and contemporary kitchens. Cosentino, a leading producer and distributor of high-value, innovative surfaces, partners with the world's pioneers in advanced surface materials, including Silestone®, Dekton® and Sensa by Cosentino®. For Crain Square, Cosentino acted as manufacturer and distributor of Silestone quartz, specifically the new Eternal collection, a beautiful replica of natural marble and soapstone, and Dekton ultra-compact surface—two remarkably aesthetic and durable materials. "Cosentino understands that each project is unique, so we strive to create materials that adapt well to a variety of design needs," says Eduardo Cosentino, CEO and president of the company. Embracing the Southside Place culture, Cosentino says the design of Crain Square fits perfectly into modern Houston. "The architecture of the project gives you an 'Old South' charm with a modern twist," he says. Cosentino adds that the sophistication of the area presented the opportunity to feature the newest color selections available. "This upscale neighborhood will continue to evolve," he says.



LEADING-EDGE APPLIANCES

As the orchestrator of arguably the two most important rooms of a home, **K&N Builder Sales** brings classic yet cutting-edge products to the kitchens and bathrooms of Crain Square. Based in Houston, K&N Builder Sales is a family-owned and operated local mainstay for appliances and cabinetry. Five decades in the industry has led to a near-lifetime of experience and insight into the realm of high-end residential living. The appliances at Crain Square will be from the Thermador Professional Series collection and will be featured in all 61 townhome residences. Thermador, synonymous with innovation and performance, elevates the culinary and overall kitchen experience. "Thermador appliances are perfect for those who love to experience exceptional performance and design in cooking technology. It is for those who want to discover real innovations in cooking," says Joe Gonzales, District Sales Manager. "This brand is the epitome of luxury and versatility. Right from its microwaves to its ranges, each product offers the texture, taste and quality to match one's passion for cooking." K&N Builder Sales will also provide the cabinetry for the townhomes. "Our full-time cabinet designers have decades of experience creating kitchens, bathrooms, laundry rooms and closets," says Justin Hawes, sales manager for K&N. "We have selected the brands we carry because of their quality, consistency and customer service—criteria we value." With fashion-forward cabinet designs underscored by meticulous craftsmanship, Crain Square's most valued workspaces will be equally elegant and functional.

K&N BUILDER SALES

ABOVE: Tedd Wood Fine Cabinetry in the kitchen and bar. Tedd Wood's paint finishes are first rate, and all 1500 Sherwin-Williams paint selections are standard finishes. **BELOW:** The 48-inch Thermador Pro Range, featuring a true convection oven, 18K BTR burners, X-Lo simmer burner and griddle with fusion non-stick surface coating.





TOPS ON TOP




Cindy Crawford on Silestone Countertop



On Top

Color: Eternal Marquina



Discover more on silestoneusa.com / Follow Us   

A product designed by Cosentino®

COSENTINO CENTER HOUSTON

1315 W. Sam Houston Pkwy N. / Suite 150 Houston, TX 77043 / 281.207.4500



Dream bigger
WITH THERMADOR

SAVE UP TO \$8,346 WITH ONE-TWO-FREE®

Our popular **ONE-TWO-FREE®** program is bigger than ever. Buy any range – or any cooktop and any wall oven – and we'll give you a **FREE** dishwasher. Add selected refrigeration, and your Thermador choices expand to include even more **FREE** appliances and upgrades.* From cooktops to ovens to wine columns, choose from a suite of our premium products to create countless combinations, and save up to \$8,346* toward your dream kitchen.

VISIT WWW.THERMADOR.COM

K&N
SALES
APPLIANCES CABINETS KITCHENS
SINCE 1954

1401 Shepherd Drive | Houston, TX. 77007 | 713.868.3611

WWW.KNSALES.COM



*PROMOTION VALID ONLY ON SELECT THERMADOR MODELS. TO BE ELIGIBLE FOR THE FREE APPLIANCES OFFERED IN THIS PROMOTION, ALL OTHER APPLIANCES MUST BE PURCHASED AT THEIR REGULAR PRICE, IN ONE ORDER, AND AT THE SAME TIME. PRODUCTS MUST BE PURCHASED AND DELIVERED DURING THE PROMOTION PERIOD OF JANUARY 1, 2017 THROUGH DECEMBER 31, 2017. NO SUBSTITUTIONS WILL BE ALLOWED. PLEASE SEE SALES ASSOCIATE FOR COMPLETE DETAILS.

©2017 BSH HOME APPLIANCES CORPORATION. ALL RIGHTS RESERVED.



BUILDER'S CHOICE

ABOVE: Elegant windows and doors create beautiful views.

ARCHITECTURAL WINDOWS

Designed to encourage ample natural light while complementing a specific architectural style, Crain Square's unique design required highly efficient and aesthetically pleasing windows. **Builder's Choice** procured the perfect product from renowned window manufacturer Sierra Pacific Windows. "We knew we wanted to highlight the beauty and timeless appeal of wood, a classic element in Southern architecture. The benefit of the aluminum-clad windows we provided is that the homeowner experiences the warmth of wood from the interior while the exterior is protected from the elements with the enduring strength of aluminum," explains Ivan Madrigal, principal owner of Builder's Choice. With a longstanding history of providing windows and doors for Röhe & Wright Builders, notably at Cadogan Place and Winfield Gate, Builder's Choice is known for its accountability and high standards. "Accountability and quality are integral parts of every successful business. That's why we have made ourselves accountable not only to our builders, but also to the homeowners who will enjoy our products for years to come," Madrigal says. "We always aim to provide the highest quality windows and doors within the scope of our client's budget and needs. We pay careful attention to selecting products that will integrate with the overall design of the home and community."

Crain Square at a Glance

- + 61 residences inspired by Southern traditional architecture
- + 3- and 3 1/2-story homes ranging from 3,000 to 5,000 square feet
- + Secure and gated for a lock-and-leave lifestyle
- + 60 percent open space and over 35 percent green space
- + 4 common areas: 2 common quads, 1 central fountain and 1 fire pit lounge area
- + Centrally located in historic Southside Place
- + Within walking distance to a host of local shops, schools, restaurants and community centers



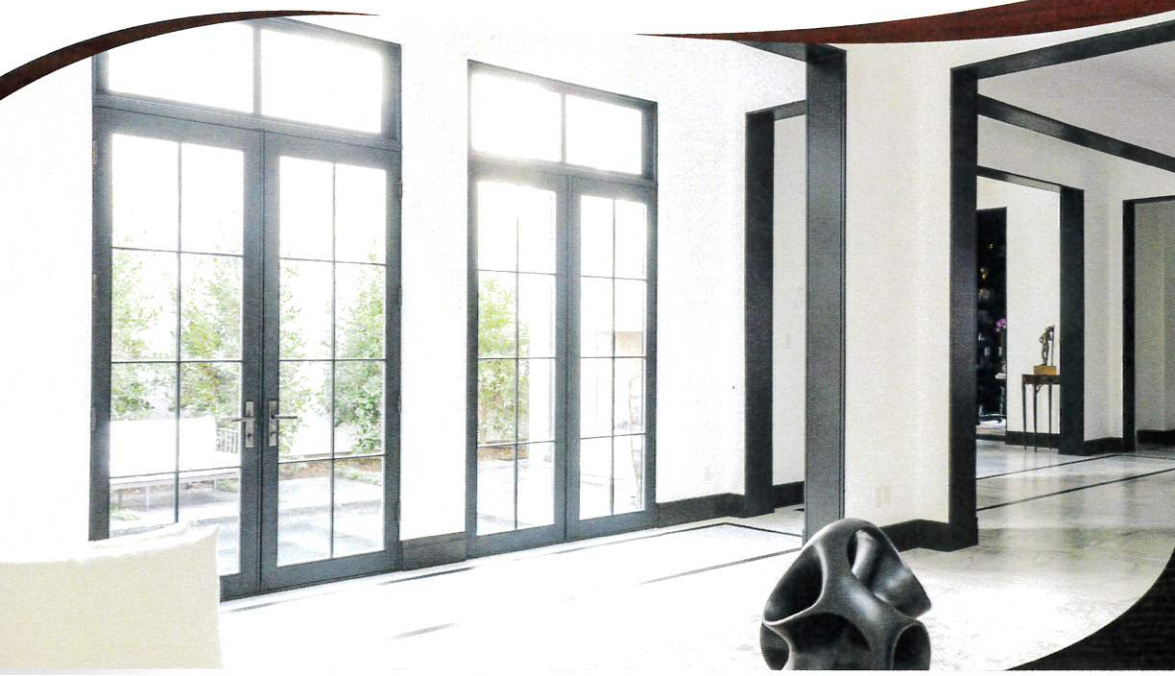
BUILDER'S CHOICE

PROUDLY SERVING THE HOUSTON AREA WITH
SIERRA PACIFIC'S PREMIUM WINDOWS AND DOORS

2750 Fort Royal Dr. | Houston TX 77038 | www.bcicabinets.com | (281) 820-6771



MIRADOR GROUP



SIERRA
PACIFIC
WINDOWS

A DIVISION OF  SIERRA
PACIFIC
INDUSTRIES

REPRINTED FROM



luxe.
interiors + design®

For more information about *Luxe Interiors + Design™*, visit us at luxesource.com

Content for this brochure has been reprinted and/or repurposed from *Luxe Interiors + Design™* magazine with the express permission of its publisher. © 2017 SANDOW. All rights reserved.