

# 2015 Landmark Awards Category: Mixed-Use Project

**Winner: Blvd Place Phase II, Post Oak Blvd, Houston, Texas**



*Staff Houston Business Journal*

The innovative Blvd Place in the Galleria area has set an example for the rest of Houston in terms of utilizing mixed-use space with natural light and high-tech, underground parking.

The 284,000-square-foot development by Wulfe & Co. has 160,000 square feet of retail — including Whole Foods Market, which houses the first brewery in a grocery store in the U.S., and 124,000 square feet of office space, like the 55,000-square-foot regional headquarters for Frost Bank.

Other retail includes the Southwest's only Verizon Destination store — a new concept that enhances the consumer experience.

The development, which began assembling land in 2007, struggled during the acquisition phase, and the 2008-2010 economic downturn added its own set of challenges, such as enticing prospective tenants.

But Blvd Place managed to hold on to its financial partners and bankers, and has since signed on high-end tenants such as Elaine Turner and highly anticipated restaurants such as Peska and North, which join True Food Kitchen in this hot new dining destination.