

HOUSTON★CHRONICLE

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North restaurant has a place at BLVD Place

By Nancy Sarnoff

An Italian restaurant called North has leased space in the second phase of BLVD Place, the newest tenant to sign on to the mixed-use development at the corner of Post Oak Boulevard and San Felipe.

The restaurant is expected to open next summer, along with a 55,000-square-foot Whole Foods, a Pinkberry yogurt shop, True Food Kitchen and other retailers.

“We think the North restaurant is a great addition,” said Ed Wulfe, chairman and CEO of Wulfe & Co., managing partner of the development. “It’s something that’s not anywhere else in Houston, a new restaurant concept - not that Houston isn’t booming with them.”

This will be North’s seventh restaurant in the U.S. In Texas, it also has a location in Austin.

North and True Food Kitchen are part of Phoenix-based Fox Restaurant Concepts.

The 4,300-square-foot space will have a casual feel with community tables and a “pasta station” where diners can see their meals being prepared. The restaurant makes its pasta and pizza dough from scratch daily.



A rendering of the second phase of BLVD Place with the new North restaurant.

Its wine selections will include items from hard-to-find producers and vintages from the central and northern regions of Italy, the company said.

Mike Wheeler and Jack Breard of United Commercial Realty represented North, and Elise Weatherall of Wulfe & Co. represented the developer.

The first phase of BLVD Place includes a 70,000-square-foot retail and office building housing RDG Restaurant & Bar Annie, Phillippe Restaurant, Hermes, Herman Miller and New Balance.

The 215,000-square-foot second phase, which is about 60 percent leased, will have a 55,000-square-foot regional headquarters for Frost Bank.

A third phase will be a concept similar to the first two, combining office and retail on multiple levels.

Another component to the project will be a 29-story luxury residential tower being constructed by Houston-based Hanover Co.

Apache Corp. acquired land there for a headquarters office complex.

Wulfe said there are two more parcels left for development.