

DEAL OF THE WEEK

Peska Seafood Culture joins eateries in BLVD

By Katherine Feser

Peska Seafood Culture, a fresh market seafood restaurant with a contemporary vibe, has opened in a 6,000-square-foot space in BLVD Place in the heart of the Uptown/Galleria area.

It is the third of five restaurants to open in Phase II of BLVD Place, an upscale development at the southwest corner of Post Oak Boulevard and San Felipe, anchored by Whole Foods Market and Frost Bank.

“It’s another piece of the puzzle of assembling a wide range of restaurant options in a concentrated area in this mixed-use development,” said Ed Wulfe, chairman and CEO of Wulfe & Co.

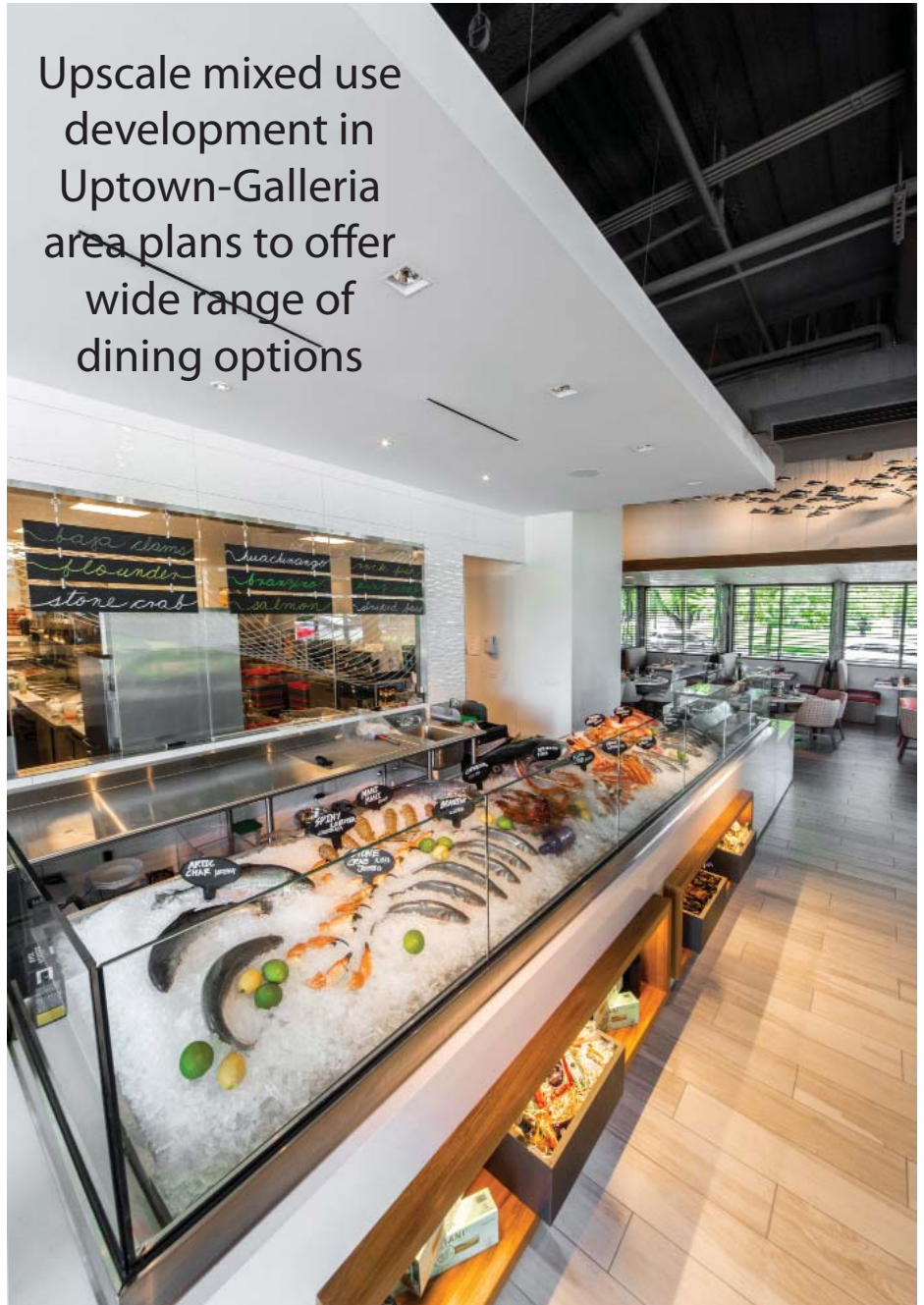
Peska joins True Foods Kitchen and North, an Italian casual concept, which are both among the top performers in the Fox Restaurant Group chain, Wulfe said.

The restaurants are seeing strong demand from residents of the recently opened Hanover Post Oak tower as well as employees at area office buildings, many within walking distance.

“The Uptown area is experiencing a boom in both office and residential, which is part of the densification and urbanization of the market,” Wulfe said.

The two remaining restaurant spaces in Phase II have been claimed by Sozo Sushi, taking 3,900 square feet, and Rise No. 2, a French bistro concept, with 2,800 square feet. The concepts are planned to open later

Upscale mixed use development in Uptown-Galleria area plans to offer wide range of dining options



Peska Seafood Culture in BLVD Place features a long display case of fresh fish on ice from around the globe.

this year.

They will join RDG Restaurant & Bar Annie and The Table Restaurant in Phase I of BLVD Place.

Peska represents the first U.S. location for La Trainera Group, a family-owned operator of seafood restaurants with locations in Acapulco and Mexico City.

Omar Pereney serves as executive chef of the new restaurant, which features a long display case of fresh fish on ice from around the globe. The design, by Gensler, has a contemporary feel, with touches such as schools of metal fish that appear to be swimming overhead.

“Peska is a sophisticated, fresh seafood restaurant with a high energy vibe,” design director Lisa Pope-Westerman of Gensler said in an announcement. “Upon arrival, diners are greeted by fresh seafood offerings in a marketplace setting. Interior finishes include light-colored, raw stone and plaster walls, and driftwood textured floors, rustic wood feature walls and upholstered pieces, covered in unexpected outdoor fabrics.”

Whole Foods and Frost Bank take up about half the second phase of BLVD Place, which consists of 215,000 square feet. Among the office tenants are Business Suites, with 12,500 feet, and Virage Capital, with 3,750 feet.

Remaining to be leased in Phase II are 12,000 square feet of retail space and 32,000 square feet of office space, Wulfe said.

Emil Wulfe of Wulfe & Co. represented Peska in the lease.

Houston-based Wulfe & Co. is the managing partner of BLVD Place, which is owned by Bailard Inc. Stockbridge Capital Group of San Francisco serves as asset manager for Bailard.