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Houston's first St. Regis condo tower breaks ground with all penthouses sold



The team behind the St. Regis Residences Houston at 102 Asbury St., including developer Satya Inc. CEO Sunny Bathija (center, gold jacket), celebrated the project's official groundbreaking during a May 6 ceremony.

JEFF JEFFREY/HBJ



By [Jeff Jeffrey](#) – Senior reporter, Houston Business Journal
May 6, 2026

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Story Highlights

- Satya Inc. broke ground on Houston's first St. Regis ultra-luxury condo tower.
- Forty-five percent of the 90-unit building's residences have already sold.
- The 38-story tower is expected to be complete in the first quarter of 2029.

Construction work on [Houston's first St. Regis ultra-luxury condo tower](#) is officially underway.

Houston-based commercial real estate company Satya Inc. hosted a May 6 groundbreaking ceremony for The St. Regis Residences Houston at 102 Asbury St. in the Rice Military area to celebrate the construction milestone. The project, which sits on 3.8 acres along Memorial Drive, is slated for completion in the first quarter of 2029.

Satya CEO Sunny Bathija told the Houston Business Journal that the 38-story, 90-unit condo tower already is receiving impressive demand from buyers.

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Forty-five percent of the building's units have been sold, and all seven of its penthouse units are spoken for. Residences start at \$3 million.

The building's penthouses, which include three duplexes and four sub-penthouses, span between 4,500 and 6,500 square feet.

In addition to its seven penthouses, the building will have 57 Sky Collection units – larger units at a sub-penthouse price point – from the 22nd to the 35th floor.

At the end of 2025, the tower secured \$80 million in sales in less than 30 days, Bathija said in January. Gross sales totaled \$180 million at that point. Penthouse units in the building [have set new records for the Houston condo market](#), with some going for \$15 million to \$18 million.

The last penthouse to sell was listed at \$14.5 million.



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In the lobby, which will share some of the natural stone work as the porte-cochere, residents will find a 24/7 concierge.

SHIMAHARA VISUAL

“I was worried that we did too many penthouses and would be stuck with them,” Bathija said. “But the demand was so strong that [we added a floor to make more available](#). Now, I wish we had added three floors.”

Bathija also said he was somewhat surprised that many of the buyers have been seeking larger units, pushing Satya to allow them to purchase multiple units and combine them into a single home. Some of the combined units cover 9,000 square feet in the building.

“People want the luxury and the lifestyle St. Regis offers,” Bathija said. “They have the money, and they don’t want to leave the luxury of their existing home for something ordinary. And they want to be neighbors with like-minded people who are partners in the building.”

Bathija said the idea that some buyers might want to acquire multiple units was factored into the building's initial design, which was overseen by New Haven, Connecticut-based Pickard Chilton in collaboration with Houston-based Kirksey Architecture and Dallas-based interior design firm ForrestPerkins.

“We have the flexibility to combine select units to accommodate homeowner requests for larger floorplans,” Bathija said. “When you consider that prior to today's groundbreaking (ceremony) penthouses have achieved record-breaking prices and pre-sales, it is evident Houstonians are responding to the new paradigm of residential experience we are offering. And this is Texas, where everything is bigger.”

In December, the Houston Business Journal reported that [Satya expects to spend at least \\$220 million on construction of the condo tower](#), according to a filing submitted to the Texas Department of Licensing and Regulation. The Real Deal previously reported that Satya Inc. [has secured a \\$255 million construction loan](#).

The project's 2,800-square-foot sales center, which showcases the high-end finishes and features condo buyers can expect, [opened in August](#).



This will be Texas' first all-residential St. Regis branded building.

COURTESY OF SATYA INC

Each unit will have oversized, floor-to-ceiling windows; sweeping views of downtown and the nearby Memorial Park; and a covered terrace with a pet-relief area. The units also will have a butler closet where packages can be stored. The appliances, fixtures and finishes in each unit will be top of the line, Bathija said.

Bathija has said his goal for the project is to offer a level of frictionless comfort and top-of-market amenities that Houston has never seen before.

Houston's first St. Regis Residences

Satya first announced the St. Regis Residences Houston project in 2023, but the project really started to come into focus in 2024.

Bathija's vision was to take all of the benefits Marriott International Inc.'s St. Regis brand has to offer – high-end living, white-glove service and best-in-class amenities – and put them in a condo building. However, importantly, Bathija did not want the project to have a hotel component.

For comparison, [DC Partners' new 35-story The Residences at The Allen tower](#) includes both condo units and the Thompson Houston hotel, and [the Ritz-Carlton project planned in the Galleria area](#) also will offer both condo units and hotel rooms. Meanwhile, Howard Hughes Communities [is developing Texas' first standalone Ritz-Carlton condominiums in The Woodlands](#).

Bathija has said he has lived in condo buildings in the past where residents had to share the amenities with hotel guests, which he said creates frustrations.

By going all in on condos, St. Regis Residences Houston will be able to offer something new to Houston, he said.

In addition to the St. Regis concierge service – which includes valet service and doorstep package deliveries – the building will have over 40,000 square feet of amenities, including a resort-style lap pool, hot and cold plunge pools, private cabanas, men's and women's steam rooms, saunas, locker rooms, a full spa, a fitness studio, yoga and movement studios, a meditation garden and a yoga lawn, outdoor grills, a catering kitchen and a bar.

Other fitness amenities will include direct access to the future Buffalo Bayou Trail, as well as kayak- and bike-storage rooms.

Elsewhere, residents will have access to a pet spa, a dog run and park, a card room, a children's activity center, a gaming lounge, a media room, a theater and an event space.

The sky terrace on the 26th floor will have a private dining room, a cognac bar, coworking spaces and the Astor board room, named for the family that founded

the St. Regis.

Finally, two guest suites can be booked for visiting family members, and three generators will be installed to keep the entire building powered in the event of a power outage.

Several months ago, Douglas Elliman Development Marketing, which is managing sales and marketing for the project, announced that The St. Regis Residences Houston marked the highest price per square foot ever recorded in the history of condominium sales in Houston.

“The St. Regis Residences, Houston is a rare offering: a truly standalone branded residence with no hotel component, which is exactly what today’s Houston buyer is looking for,” Catherine Lee, president of Douglas Elliman Development Marketing for Texas, said in a statement. “At the top of the market, there’s a clear shift toward privacy, discretion, and a more residential scale of living. The record-breaking price-per-square-foot penthouses reinforce that demand and signal something bigger: Houston isn’t just keeping pace, it’s delivering a level of exclusivity and product that stands alongside the world’s most established luxury markets.”

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