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St. Regis Houston sells nearly half its condos before building even rises

Project leaders emphasize flexibility as prospective buyers seek larger spaces and empty nesters are attracted to 'lock-and-leave' lifestyle



A rendering shows the view from the crown at the St. Regis Residences Houston, the first standalone condo project without a hotel component from the brand in Texas. (Shimahara Visual)

By [Matt Stephens](#)

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Key takeaways

- The St. Regis Residences Houston broke ground with 45% of its 90 units already sold, signaling strong early demand for ultra-luxury condos despite the project's planned 2029 completion.
- All seven penthouses in the 38-story tower are sold, with prices reaching up to \$18 million as buyers seek larger, customizable homes and developers consider combining units to meet demand for expansive layouts.
- Project leaders say the tower's location near Memorial Park, hotel-level amenities, and the full-service "lock-and-leave" model are attracting empty nesters and high-end buyers seeking lifestyle flexibility rather than timing-driven purchases.

Nearly three years remain until the project's completion, but that hasn't affected early demand at the St. Regis Residences Houston, which broke ground Wednesday, with 45% of its units already presold.

All seven of the penthouses within the 38-story tower have already sold with prices as high as \$18 million —among the highest ever for Houston's residential condo market, officials said at the ceremonial groundbreaking.

"We were worried we were building too many penthouses," Sunny Bathija, CEO of the project's developer, Satya, said at the event. "Now I wish we had three more floors of them."

But demand has been strong overall for its 90 total residences, with Bathija saying project leaders are being flexible about the possibility of combining unit spaces, as the market is demanding larger layouts with prospective buyers looking for up to 9,000 square feet.

Bathija said project officials are even considering combining an entire floor into one large residential space with a 360-degree view of the city and six balconies.

“It’s Texas,” he said. “Everyone wants everything.”

The first standalone residential development from the St. Regis brand in Texas, the curvilinear tower will offer a plethora of hotel-quality amenities when it opens in the first quarter of 2029, including a dining room and cognac bar on the 20th floor, a resort-style pool deck, and over 40,000 square feet of private wellness-focused amenities, according to a press release.



A model in the project's sales office showcases the expected look of the St. Regis Residences Houston upon its completion. (Matt Stephens/Homes.com)

And as a St. Regis property, residents can take advantage of concierge service, valet and St. Regis’ own butler service.

Jay Parker, CEO of brokerage for Douglas Elliman’s Florida region, told the crowd that units are “selling beautifully” and that the “amenitization will be transformational.”

“This will undoubtedly become an iconic destination for residential living in Houston,” Parker said. “I am proud to be a part of this.”

Units start at \$3 million. The latest Homes.com data shows the median sales price for all residential properties within the nearby River Oaks neighborhood rose 2% over the past year to \$1.228 million. But St. Regis’ starting point even exceeds River Oaks’ lofty single-family median sales price of \$2.65 million.



Project officials broke ground on the St. Regis Residences Houston luxury condo project May 6 with 45% of units already sold. (Matt Stephens/Homes.com)

Fighting to develop a luxury project Houston deserves

Three and a half years ago, Bathija said he called Sarah Khalifa, the vice president of mixed-use development for Marriott International, about the potential site in Houston. A Houston native herself, Bathija said Khalifa told him she “knew the site.”

After flying to Houston, the two developers stood in the “mushy” property in the rain, undeterred and ready to put the work in on the project. Bathija told the crowd that Khalifa “fought hard” to get the site’s approval through Marriott.

“And now we are here at this groundbreaking ceremony thanks to all of you,” he said of his team.

For Khalifa, the “watershed” project is “a dream.”

“As a Houstonian, I know the city deserves a top luxury product like this one,” she said at the event. “We always like to say everything’s bigger in Texas, but Houston and Sunny — we don’t just build it bigger but build it better.”

Satya is no stranger to prominent luxury condo projects in the Bayou City. The Houston residential and commercial developer has Tiara on the Beach underway in Galveston.



A rendering shows one of several hotel-quality amenities that will be featured within the St. Regis Residences Houston upon completion. (Shimahara Visual)

Amenities and location ideal for lock-and-leave lifestyle

The 3.8-acre site is close to several nearby attractions. Positioned on the northern bank of Buffalo Bayou and River Oaks, the tower sits within walking distance of retailers, restaurants and the nearly 1,500-acre Memorial Park.

The location was a “huge sell” for Houston couple Amy and Rob Pierce, who have lived in Houston’s nearby Memorial area for over 20 years and bought one of the St. Regis units. The couple are runners and dog owners who love Memorial Park.

“Also, you’ve got access to some of the greatest restaurants and the life that an empty nester would hope to have,” Amy told Homes.com News.



A rendering showcases one of the duplex penthouses in The St. Regis Residences Houston. All seven penthouses within the project have already sold. (Shimahara Visual)

Timing was critical for the Pierce family. They’ve raised their four children in Memorial schools, and their youngest is a junior nearing graduation. Amy Pierce said the couple is excited by the “lock-and-leave” lifestyle, with plans to travel and “have the quality of life that we’ve been saving up for.”

Developers and Houston luxury real estate leaders, including Bathija, continue to tout the rising demand for lock-and-leave living. And data shows condo prices are rising in a metropolitan area struggling with lower sales and falling prices.

The latest Homes.com [Houston market report](#) from [Itziar Aguirre](#), senior director of market analytics in Houston for CoStar

and Homes.com, shows the median condo sales price rose 1.6% from March 2025 to March 2026 compared with 0.5% and 5.3% declines over that period for single-family homes and townhouses, respectively.

Overall, greater Houston’s 2.1% decline in year-over-year median prices in March was the third-highest drop of the 40 U.S. markets studied. Aguirre’s report found the condo price increase occurred even as sales declined 12.8% and active listings grew 19.4%.

Just 5 miles west of St. Regis, another landmark branded luxury condo project is underway. The Ritz-Carlton Residences Houston will bring 112 high-priced units, starting at \$3 million, when it opens in fall 2029. Public sales launched for the Uptown-Galleria-area project in March.

Bathija said he expects the rising trend of branded condo projects could continue, noting that “activity brings activity” and the increasing number of high-end buyers looking to take advantage of the flexibility of lock-and-leave living.

“This project is going to be the most extraordinary,” he said about the St. Regis. “And it’s what Houston deserves.”



Construction is underway on the St. Regis Residences Houston condo tower, set for completion in early 2029. (Matt Stephens/Homes.com)

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