

Natural Gas Helps Define Luxury

in New Upscale Condominiums

AT A GLANCE

- ▶ Natural gas defined as a luxury amenity
- ▶ Professional-style cooking attracts buyers
- ▶ Endless hot water enhances spa experience

Natural gas is increasingly being promoted as a resource for luxurious living. It offers precision control for cooking, an endless supply of hot water for in-suite spas and outdoor pools and the lovely ambience created by the flickering flames of gas lights and gas fire pits.

In Houston, Texas, awareness of the benefits of natural gas in high-end condominium developments has led several prominent developers to sign on as participants in the Luxury on Demand program offered by CenterPoint Energy. These developers understand that natural gas appliances such as professional-caliber cook tops, ovens and gas water heaters enhance the overall comfort, elegance and marketability of their designs.

“If you were purchasing a million dollar-plus home, naturally you would expect that home to feature the finest amenities and the best high-end appliances,” says Steve Landrum, Manager, Marketing Communications, for CenterPoint Energy. “The same is true for purchasers of mid- or high-rise luxury condominiums. These condominium developments define luxury. And part of that definition of luxury is high-end gas amenities and appliances.”

LUXURY ON DEMAND CONCEPT AIMED AT HIGH-END REAL ESTATE

Luxury on Demand is a way to showcase the attributes of natural gas that play so well to an audience demanding the finest in high-rise living, according to Landrum. “More and more people are moving into downtown and the Inner Loop of Houston,” Landrum says. Many of these prospective buyers of condominium homes are empty nesters from the Houston suburbs — couples who want to be closer to cultural events, museums, sporting venues, and the other attractions a big city offers. “They are coming out of very nice homes where they have used natural gas for cooking, heating and water heating. Because they have



already developed preferences for natural gas, these condo shoppers have high expectations that will not be satisfied by the slow recovery of electric water heaters or imprecise electric cooking.” The natural gas products in Houston’s finest new Luxury on Demand residential properties fit the very definition of luxury.

These include such amenities as:

- ▶ Professional-quality natural gas cooking equipment – the type used by top chefs around the world
- ▶ Gas water heating to supply extra-large tubs with continuous hot water for a spa-like experience.

“To create the luxury experience, you need renowned brands of cooking equipment such as Viking, Dacor and Miele. And you need ample hot water with no worries about it running out,” explains Landrum.

The Sonoma, a 210-unit condo for Houston’s Rice University area, will feature luxury amenities, powered by natural gas.



**Top: Spa living in each bath.
Below: Professional-line cooking in each kitchen.**

Luxury on Demand properties in Houston use environmentally-friendly natural gas water heating via central boiler systems or tankless water heaters. Several developers use Teal System™, a preferred vendor whose large natural gas-fired central hot water plant delivers an unlimited supply of hot water directly to condominium residents.

In common areas, natural gas sets a special mood with outdoor fireplaces, open-flame carriage lights and torch lights. Whirlpool spas and outdoor pools are maintained at pleasantly comfortable temperatures with natural gas pool and spa heaters. In some developments, residents can enjoy outdoor grilling on natural gas flames in common-use “summer kitchens.”

FOUR HOUSTON PROJECTS FEATURE NATURAL GAS AMENITIES

The first four Luxury on Demand developments in Houston are in various stages of design, sales and construction. All feature natural gas for cooking, water heating and common area uses.

“Gas is an amenity that buyers of our properties have come to expect,” affirms a member of the marketing team for Randall Davis Company, developer of two of the properties. One, the Sonoma, is a mid-rise condominium property with 210 residences in the upscale Rice University area. It offers top-of-the-line Viking stove cooktops and ovens as standard equipment, along with a natural gas-heated boiler system that provides instantaneous, limitless hot water.

Another Randall Davis Company project is the Cosmopolitan, an 80-unit condominium residence being developed in Uptown Houston.

“We’re providing our residents with the experience of complete relaxation through the luxury style of spa living,” said Randall Davis, in an interview describing the Cosmopolitan’s amenities. “Luxury on Demand emphasizes our standards of offering world-class kitchens, baths where you can rejuvenate in a hydro-thermo massage tub, and other features, such as the raised infinity pool and spa.”

A 30-story high-rise condominium by MDA Holdings, 2727 Kirby offers 90 residences ranging in size from 1,250 to 6,100 sq. ft. Located near Houston’s prestigious River Oaks community, residents of 2727 Kirby will enjoy gas cooking and planned innovations such as energy-efficient tankless gas water heaters in a manifold arrangement for domestic hot water and for heating comfort as part of a closed-loop water source heat pump system. 2727 Kirby also features an infinity pool looking east towards downtown, a private hot tub area, cabañas and outdoor fireplaces, and a resort-style private fitness center and spa.

The fourth project is Endeavour Parkside, a planned 146-unit residential high-rise overlooking Houston’s Clear Lake. The developer is Endeavour Holdings, Inc. Currently under construction, it will include gas cooking and hot water,



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plus an on-site concierge, 24-hour fitness center, rooftop lounge and terrace, and a courtesy boat dock.

Beyond the comfort, savings and reliability of natural gas, developers and residents alike enjoy the satisfaction of knowing that they are reducing greenhouse emissions, according to Landrum.

“Heating water with natural gas is going to have far less of a carbon footprint than an electric water heater because of the greater air emissions associated with generating electricity,” he explains. In addition, using natural gas as a fuel in place of electricity results in reduced demand on power plants, and, conse-

quently, reduced need to build costly new electric generating facilities.

“People are becoming much more aware of the issue of global warming,” says Landrum. “Natural gas can help you move to lower emissions.”

For more information about Luxury on Demand, click luxurywithnaturalgas.com or call 1-877-LUX-4GAS.

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