



MEMORIAL CITY

Forbes

High-End Apartment Amenities Not Just A High-Rise Expectation

BY CYNTHIA LESCALLEET SEPTEMBER 9, 2019, 7:15 PM

IN THE NEWS

METRONATIONAL
945 BUNKER HILL
SUITE 400
HOUSTON, TEXAS 77024

MAIN
713.973.6400

LEASING
713.984.1001



As the line between posh hotels and plush high-end housing continues to blur, a luxury apartment development on Houston's west side is bringing resort-style amenities to mid-rise living.

The McAdams is an eight-story rental property of 333 units developed and owned by Houston-based MetroNational, with Slate Real Estate Partners. The project team included Ziegler Cooper Architects, with interiors by Marly+Co.

The apartment development recently launched its 9,000-square-foot amenity level, an indoor-outdoor alignment of rooftop spaces for residents to gather, relax, work and entertain.

Extensive top-of-the-line amenities and concierge services are "expected" by today's apartment tenants — and not just the ones looking at high-rise living, said MetroNational's Harry C. Hadland III, vice president of property management.

The 325,650-square-foot apartment project occupies a three-acre site in Memorial City, which is MetroNational's mixed-use district located 14 miles west of downtown. Its 9 million square feet of shopping, restaurants, entertainment, offices and hotels sit on on 265 acres.

Hadland said The McAdams' proximity and access to the entire Memorial City mix furthers the tenant experience.



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UP ON THE ROOF

A media reveal of the property held earlier this month highlighted the rooftop “oasis.”

The open-air terrace is co-anchored by an oculus-capped lounge with fire pit and a “cocktail pool,” though the latter stretches a lap-friendly 25 meters and incorporates an infinity edge with through-views of the treetops over adjacent neighborhoods.

An open-plan stretch of indoor spaces, meanwhile, incorporates a media theater, work and meetup spaces, catering kitchen and bar, party place and game room.

And for the pets? A park of their own, with washing stations.

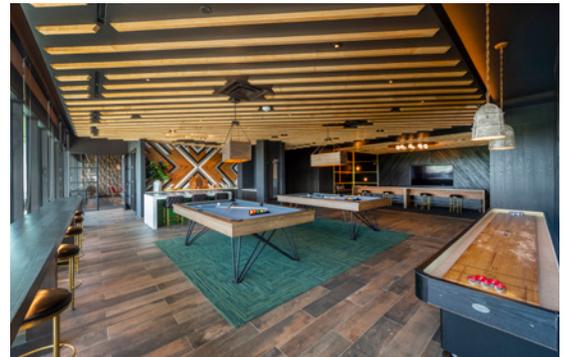


ROOMS WITH ROOM

The apartments, meanwhile, feature high ceilings, modern high-end finishes and appliances, and storage, lots of storage.

Floor plans range from studios (563 square feet) to three-bedrooms (1,821 square feet), with rates \$1,515 to \$4,865, respectively.

Some units on the first level have yardlets with direct access to a neighborhood street — and enough real turf to require weekly tending, something handled as part of property maintenance.



Overall, the property’s vibe, at least in the interior’s common areas, has a modern twist but connotes an old-school hotel, one fitted with dark panels, muted metal finishes, and a lot of cozy spaces. The ground level courtyard has also been fitted with outdoor living options, from cabanas and fire pits to trimmed grounds for lawn games.

Amenities, programming and events for residents are meant to encourage them to feel at home throughout the property and to live beyond their apartment space, said Ashley Childress, the apartment community’s manager.

To date, the McAdams’ tenant mix appears to be split equally between families eyeing the area’s well-ranked schools, young professionals working nearby, and empty-nesters downsizing, Childress said.

Out by the pool during the tour, a recent resident seemed to embody several of those categories, having moved from a larger home (to escape taking care of it, flooding and having to drive everywhere) and to send her children to area schools. “I came. I toured. I leased,” she said.