Generation Park Developer Hopes New Project Will Have Everybody Gone Surfing

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October 11, 2022
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A Houston master-planned business and lifestyle destination is getting a new occupant that could make waves as the world of experiential retail expands into urban surfing.

California-based Beach Street Development, which says it is "pioneering [a] new segment of barefoot lifestyle destinations and resorts anchored by man-made surfing lagoons," is bringing one of its first projects to Houston's Generation Park.

HTX Surf, set to open in fall 2024, will feature up to 1,000 ocean-like waves per hour and conditions that can be tailored to surfers of all skill levels.

The project will include a 6-acre man-made surf lagoon, a large beach area, food and beverage offerings, and perks such as a private members' club, hot tubs, fire pits, a swimming pool and an event lawn for bands and festivals.

"We're thrilled to welcome this innovative, world-class surfing destination to Generation Park," Ryan McCord, president of McCord Development, the owner and developer of Generation Park, said in a release. "The amenities and experiences at HTX Surf will rival a best day on the water, whether you're an expert or new to the sport."

According to its website, Beach Street has seven similar projects underway in the U.S. and two overseas. The company's first such project was approved in Palm Desert, California, in late January, per the Orange County Register. That project was touted as the first luxury surf resort of its kind in the world.

Construction in Houston is set to begin early next year.

"As a fast-growing, international destination, Houston continues to attract the investment of new industries and world-class leaders," Beach Tree partner Alex Bergman said in a statement explaining why the company had targeted the city for one of its first man-made surf resorts. "Houston also has a large and thriving surf population, despite limited access to high quality surf."