

Residential Real Estate

Crescent Real Estate's Texas Hill Country custom-home project lands Houston buyers



< 1 OF 7 >

Crescent Real Estate's Atten Hill community offers lakeside views of Lake LBJ.
COURTESY OF CRESCENT REAL ESTATE



By [Jeff Jeffrey](#) – Senior reporter, Houston Business Journal
Mar 20, 2026 **Updated** Mar 20, 2026 4:12pm CDT

Story Highlights



- Fort Worth-based Crescent Real Estate, which is part of an effort to bring a new mixed-use development to Houston's Galleria area, has a new condo project underway.
- The 92-home Atten Hill community in the Texas Hill Country already has found a number of Houston buyers.
- Crescent Real Estate's Galleria-area project is likely to include an ultra-luxury hotel.

John Goff is one of three high-profile businessmen teaming up on a project in the heart of Houston's Galleria area, but first his company has another project in the works.

Goff is the chairman of [Houston-based Crescent Energy \(NYSE: CRGY\)](#) and Fort Worth-based Crescent Real Estate, which used to own part of [The Woodlands Corp.](#) as well as [Houston Center](#), the Four Seasons, [Greenway Plaza](#) and other Houston-area properties over the years, [Goff previously said](#).

Now, [Crescent Real Estate is developing Atten Hill](#), a 112-acre, 92-home project in Horseshoe Bay in the Texas Hill Country.

While the community is open to any and all buyers, the “overwhelming majority” of the buyers of the eight homesites that already have sold hail from Houston, said Christopher Goff, John Goff's son and senior managing director of capital formation for Crescent Real Estate.

“The way things are going, Houston is going to be very well represented in Atten Hill,” he said.

Atten Hill is designed to have the feel of an Aspen-like resort set in the Hill Country. Each Atten Hill homesite will offer protected views of LBJ Lake. Three homebuilders — Canyon Creek Homes, Modern Homestead and Seven Custom Homes — will ensure that the community has a cohesive aesthetic.

All residents of the community will have access to a range of luxury amenities throughout Horseshoe Bay, including a membership to the exclusive Jack Nicklaus-designed Summit Rock Golf Course, which has three 18-hole courses.

The Atten Hill resident-only lakeside lounge is already open and aims to serve as a waterfront social hub. The venue includes a boat concierge, where a boat can be hired from the marina and brought around to the docks at the lounge.

Christopher Goff said part of the vision to create Atten Hill was to provide a place where Houstonians and other Texans can experience luxury living without having to get on a plane.

“We really liked this opportunity to cater to the Texas Triangle of Austin, Dallas and Houston with San Antonio there too,” said Jeff Dyer, senior vice president of Crescent Real Estate.

“Houston is one of the legs of that stool, so we plan to really do some outreach there.”

One Houston buyer, technology executive Jeff Green, said he and his wife were attracted to the community for its luxury amenities and premier location.

“If you look at the corridors running between Houston and Austin and Dallas, this area is only going to expand as more people see just how nice it is,” Green said.

Crescent's other project aimed at Houstonians

John Goff and longtime friend Doug Schnitzer, chairman and CEO of Houston-based Senterra LLC, partnered with [Leslie Doggett, executive chairman of Houston-based Doggett Industries](#), last year to [purchase a 6.3-acre parcel previously owned by Apache Corp.](#) at the southwest corner of Post Oak Boulevard and Boulevard Place.

The three businessmen formed a joint venture called 1750 Post Oak Partners, with backing from Crescent Real Estate, the Schnitzer family and the Doggett family, to acquire the property.

Their plan is to create a high-end mixed-use development offering a mix of high-end office, hospitality, residential and retail.

Part of the reason the three businessmen teamed up was they all had similar visions for the site.

Doggett wanted to develop the property as a combination hotel-condo project, while Goff and Schnitzer saw it as the perfect location for a mixed-use development, possibly with a hospitality element. Together, the three decided it should be a mix of both.

[Related: Leslie Doggett acquires St. Regis Houston near River Oaks, plans multimillion-dollar renovation \(PHOTOS\)](#)

While the three business partners are playing close to the vest regarding the specifics of what they have planned, Goff said recently that the project is still in the design phase.

“That part of town is in dire need of a high-end luxury hotel,” he said. “But there is also great potential for a mix of multifamily — whether that’s apartments or condos — retail- restaurants and creative office space.”



< 2 OF 7 >

All Atten Hill residents will receive a membership to the exclusive Jack Nicklaus-designed Summit Rock Golf Course, which has three 18-hole courses.
COURTESY OF CRESCENT REAL ESTATE



< 3 OF 7 >

The Club at Horseshoe Bay has a pool and offers sprawling views.
COURTESY OF CRESCENT REAL ESTATE



< 4 OF 7 >

Atten Hill's lakeside Lounge, which is already open, will serve as a social hub for the community.
COURTESY OF CRESCENT REAL ESTATE



< 5 OF 7 >

The community has a private security entrance.
COURTESY OF CRESCENT REAL ESTATE



The community's three exclusive homebuilders will ensure it has a cohesive aesthetic.
COURTESY OF CRESCENT REAL ESTATE



Atten Hill is in the exclusive Horsehorse Bay area.

COURTESY OF CRESCENT REAL ESTATE