

CASE STUDY – URBAN INFILL

## The Shore – Austin Texas

### Challenge

For 20+ years, the homes within the Rainey Street Neighborhood sat in various states of decay and disrepair pending a zoning change. In May 2005, the Rainey Street Neighborhood was up-zoned to Central Business District zoning, Austin's densest zoning category. The area has since been re-named the Waterfront District and will soon become one of the most desirable places to live in downtown Austin. The primary challenge with this project was the appearance of the neighborhood and the limited retail surrounding the location. However, this is offset by the benefit of the location fronting Town Lake as well as the proximity to the hike and bike trail and popular 6th Street and downtown night life.

### Strategy

The business plan consisted of developing a project with luxury condos at affordable prices due to their moderate sizes (avg. – 1,150 sf), taking advantage of the spectacular views and access to the hike and bike trail, and being first to market on the next wave of condos.

### Result

The Shore pre-construction reservation process began on December 1st, 2005. As of June 2006, our sales team has reservations on 80% of the building's units. Construction on the Shore will be completed in January 2008.



### Product

- 22 Stories
- 192 units
- 1,150 sf. avg. unit size

### Amenities

- 24/7 Concierge and security
- Valet parking
- Fitness center
- Café
- Maid Service
- Outdoor pool and bar

Please contact High Street Residential, Art Lomenick at 214.863.3088 or [alomenick@trammellcrow.com](mailto:alomenick@trammellcrow.com) for more information.