

Austin Luxury Real Estate Writer

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A Standard-Bearer for the Evolution of Austin

Since its arrival on the downtown skyline in 2010, The Austonian has presided over some of the most rapid growth Austin has ever seen. And while previous growth spurts have seen expansion out into the suburbs, the last eight years have been all about downtown. Austin built its reputation on being a casual, creative town with abundant nightlife, but it was not often considered a sophisticated city center. The last few years have changed all that! Downtown denizens now have big cosmopolitan city choices while still enjoying the laid-back Austin vibe.

The number of restaurants within a few steps of the front door of The Austonian has more than doubled, from internationally-noted restaurants like Red Ash Italian, Coopers BBQ to food trailers hoping to be the next hot thing. The Austonian residents can merely gaze out their living-room windows to choose the night's dining, shopping, and/or entertainment options.

A sunny spring afternoon may include a walk around Lady Bird Lake, a stop at the new acclaimed Central Library then a bite at Fareground at One Eleven Plaza - an underground food court where you can get local items like Antonelli's mac and cheese and wild boar cochinita pibil tacos from Dai Due. A vibrant nightlife is also just a walk away. Jazz aficionados can get their groove on at the Elephant Room, blues can be heard at the legendary Antone's, you could even catch the Redheaded Stranger at a show at the ACL Theater. Want a more cinematic experience? Austin-born Violet Crown Cinema, with its luxurious seats and craft cocktails, is the way to go. As downtown has added more residential options, additional conveniences have popped up as well; no more getting in the car to grab a quart of milk! There are four Royal Blue Groceries within four blocks of The Austonian! The Whole Foods flagship store and Trader Joe's is also just down the street. Unique shopping along Second Street includes national brands like Modcloth (with their ONLY brick and mortar store!) and Urban Outfitters complemented by locally owned stores like Eliza Page Jewelry, PRIZE Interiors and Gifts and Toy Joy.

Employers are flocking to downtown as well, adding to its vibrancy. Large employers like Google, Facebook, Under Armor and Dropbox and emerging companies – many taking advantage of the 200,000 square-feet of co-working space – are providing jobs aplenty and services are expanding to accommodate all the new employees.

Downtown Austin has truly blossomed in the last ten years and The Austonian is proud to be at the vanguard. Providing the most luxurious base from which to explore all Austin has to offer has been our privilege.

