

OTHER FEATURES

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Capital Gains

Shoring up downtown

Have you seen the trailers parked at the northwest corner of Fifth and Colorado streets, across from Kenichi?

They're not housing for hurricane victims. They're the new sales and marketing center for The Shore (www.theshorecondos.com), a 192-unit condo project planned along Town Lake.

The project's developer is High Street, a subsidiary of Dallas-based Trammell Crow Co. Al Coker & Associates is handling the marketing.

The four trailers first appeared on the site earlier this month and will be there until April 2008, says Jamil Alam, principal in the Austin office of Trammell Crow.

The center will include a 6-foot model of the project, a cascading waterfall, examples of kitchens and bathrooms, and information about Austin's downtown.

"It's really more like an economic development center," Alam says.

Already, 100 of the 192 condos units have been reserved.

- Mary Alice Kaspar