

the warshaw way

Do you remember seven years ago when the East side had that dreaded stigma attached to it of being unsafe? Well, Larry Warshaw is the man you can thank for getting rid of that notion.

One of the developers of Pedernales, Saltillo Lofts, and Este, Warshaw has been helping to turn old industrial sites in East Austin into thriving communities for people who were looking for lofts in the downtown area but could not afford it. "I looked around and saw all these young creative people who were placed out of buying in Austin, and I thought 'Why buy in Buda when you love the downtown urban environment?'" Warshaw says to me over coffee while his young son plays with his pancakes.


Warshaw's vision was to create residential and commercial buildings that centered around a walkable environment to invoke a stronger sense of community. "We're not just building buildings," Warshaw says, "We're creating communities." With a heavy emphasis on businesses that would be beneficial to residents as well as wide sidewalks to promote street traffic, Warshaw's goal was to make properties feel alive.

Not only has he created buildings that incorporate businesses into their communities, but he's also made beautiful housing affordable to young couples who don't want to move to the aforementioned Buda (no offense, Buda, honest!). Most of his lofts are under \$200K, and he's intent on keeping this figure intact while making his buildings urban and modern. "I don't sacrifice the aesthetics for budget," Warshaw states.



He's also proud to have played a hand in the new East Austin environment. "When we went to do Pedernales, everyone thought we were crazy, but now the whole paradigm has shifted and it is a desirable place to live." Warshaw also admits it was his background in environmental organizations that also cast the die towards the East side. "I wanted to promote growth in the right places and curb it in the wrong ones." Instead of making Austin bigger and having people move out into the 'burbs, Warshaw and his partner Perry Lorenz have bought previously uninhabitable land and created blossoming communities.

While Warshaw has many more development projects on his plate, including his first building south of the river, he'll first and foremost be the man who rightly told us "You belong East."

 darcieDUTTWEILER

saltillolofts.com
esteastin.com
thepedernales.com