

[Austinville opening in Northwest Austin by summer's end](#)

By Amy Deis Friday, 25 February 2011

NORTHWEST AUSTIN — Steve Simmons, who co-owns Amy's Ice Creams with wife, Amy, has finished demolition on a tract of land in Northwest Austin for the couple's second Austinville location.



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"It's a balancing act, and the time is right to open in Northwest Austin," he said.

Austinville in Northwest Austin, 13265 Research Blvd., will feature an Amy's Ice Creams along with a mix of dining and retail options, and is scheduled to open by summer's end. Other tenants have not yet been signed, Simmons said.

The project has been in the works for a few years. It will feature locally owned businesses and have a similar feel to Austinville 78704, which opened last year at South Lamar Boulevard and Barton Skyway.

Simmons said he does not want his prospective tenants competing for business.

"The synergy is so important to Amy and me" he said.

Once construction gets under way, Simmons also will oversee a remodeling project at the neighboring shopping center at 13219 Research Blvd. Attorney Paul Terrell, who owns the center, plans to expand to 6,000 square feet and add a restaurant and two retailers.

Michael Hsu Office of Architecture is designing both projects, and project manager Micah Land said the expanded mixed-use center will be more visible to traffic along US 183.

“We’re maximizing glass for the center so people can see what’s on the inside, but we’re also going to be sensitive to shading,” Land said.

Plans also include adding vehicular and pedestrian paths to connect to Austinville.

“[They will] work together; one fuels the other,” Land said of the design.

Land said a timetable has not been set, but he is hoping to get both projects under way simultaneously.

Courtesy of JB Goodwin