



Monarch sales center to open this weekend

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With construction continuing at full speed, The Monarch by ZOM Inc. will be among the first in the current crop of new downtown high-rise condominium projects to hit the market. This Sunday, the development's presentation and sales center will open at 800 West Fifth Street.

Though built to condominium specifications, the 305 units of Monarch were originally slated to be rented as apartments. However, as the 29-story project progressed and demand for downtown condos continued to build, the development team opted to transition the project into a for-sale endeavor. The first units should be ready for move-in early next year. ZOM tapped urbanspace to market the condos, which range in price from the low \$200,000s to \$1.75 million. The project located at 801 West Fifth is going up across the street from urbanspace's offices.

"Because of our close proximity to the property, it just made sense to convert part of our office to accommodate The Monarch Presentation Center," says Kevin Burns, principal broker with urbanspace. Burns says 10 percent of the building's units have already been sold through word of mouth alone.

The Monarch will feature more than 9,500 square feet of ground-floor retail space. The development is also in close proximity to Whole Foods' flagship store and Lady Bird Lake.

Courtesy of JB Goodwin