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# Switch partners: Dirt under Broken Spoke dance hall has new owner after big apartment deal

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[Jan Buchholz](#)

Senior Staff Writer- *Austin Business Journal*

[Email](#) | [Twitter](#) | [LinkedIn](#)

See correction at end of article.

The 704 luxury apartment community, built around the iconic Broken Spoke dance hall on South Lamar Boulevard, has been sold to an undisclosed buyer for an untold price. The deal was announced by sellers Transwestern and Amstar and makes no mention of the music venue — even though public records indicate that partnership also owned the dance hall's land.

Sources inside the real estate community and a resident who received a written notice said **CWS Capital Partners** is the buyer. CWS has a major presence in Austin, but is based in California and has focused on the luxury apartment market in select cities since 1969.

The company prefers to maintain a low profile, though it [own millions of dollars in apartments locally](#).

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The most recent appraised value for The 704 property, located at 3401 S. Lamar Blvd., is \$76.9 million, though that could be much lower than the actual sales price. The development includes 378-units, a resort-style pool and lap pool, outdoor kitchens and 20,000 square feet of retail space. The dance hall — which was kept intact despite adjacent land going vertical — covers about 9,000 square feet, records show. It separately was last valued at \$1.2 million.

[Charles Cirar](#) with **CBRE Group Inc.** represented the sellers in the blockbuster deal. Transwestern is based in Houston but is very active in Austin. Amstar is a Denver-based investment firm.

Cirar also was involved in the sale of The Whitley in 2014, which was another huge transaction —

[estimated at more than \\$100 million](#). It was one of the first new luxury apartments delivered following the recession.

The 704 garnered particular attention because the developers decided to save the Broken Spoke from the wrecking ball. Numerous times, the quaint club had come close to extinction. The dance hall has hosted some of the most famous names in country music from [Willie Nelson](#) to [George Strait](#). It's still a favorite among newer country western performers such as Weldon Henson.

Broken Spoke owner James White could not be reached for comment but his daughter, Ginny White-Peacock, said the music institution is in a position to keep operating as-is.

**Lincoln Property Co.** had been handling property management on behalf of Transwestern and Amstar. In a tersely worded letter to residents delivered Aug. 21, Lincoln Property representatives said the new manager is CWS effective that date.

The apartments were built in 2013 on six acres. Previous to the construction, the land and existing buildings were valued at a comparatively paltry \$457,388.

Wilder Belshaw Architects of Addison, Texas, was the designer. DPR Construction built it.

### **Correction**

This article has been updated to clarify the owner of The Broken Spoke and information from the owner's family has been added.

Jan Buchholz covers commercial and residential real estate, construction and architecture and retail and restaurants for the Austin Business Journal.