

The Crescent: A grocery store, gourmet bakery and bookstore that will draw you back again and again — oh and much more!

October 26, 2018 by [Jan Buchholz](#) [Leave a Comment](#)





Cameron Longmire, left, and Britt Morrison of Weitzman are part of the team leasing **The Crescent** in North Austin.

Converting a drab strip center into a snappy marketplace with unique retailers just pushes all my buttons. That's why I can't say enough about **The Crescent** at the intersection of Lamar and Airport Boulevards.

Owner **Misuma Holdings**, based in Beverly Hills, California, has not just succeeded with an appealing facelift, but also brought to Austin stores that usually end up on the coasts but not in the middle of Texas.

99 Ranch Market anchors the center, and it offers groceries, produce, seafood, meats and take-out you can't easily find close to downtown. I've never seen fruits and vegetables like those at **99 Ranch Market**. They're beautiful to look at. The store is squeaky clean, too. Just to see the dozens of soy sauces and Asian condiments is worth the trip. But until you scoot on over there, I've posted photos below to whet your tastebuds.

Nearby, bookstore **Kinokuniya USA** is a wonderful retreat — a mashup of books, colored markers, pretty papers, stuffed animals and some goods with an Asian flair. Choose between English or Japanese versions. You'll love it all, especially with the holidays just around the corner.



Kinokuniya is an amazingly curated store — Japanese language books, manga, Hello Kitty, Asian cookbooks, stuffed animals, children's books and gifts — but also U.S. bestsellers. Can you believe the rainbow of markers?

The **Kura Sushi**, the conveyer-belt sushi restaurant so popular in Southern California, is up and running, and recently **85°C Bakery Cafe**, the most popular bakery in Taiwan, opened its doors. I guarantee you haven't seen pastries like the mango bread I noshed on while visiting recently with **Britt Morrison** and **Cameron Longmire** of **Weitzman**. The sweet scent of pastries baking welcomed us before we set foot inside.



I had the hardest time deciding what to eat but I settled on the Mango Bread. Photo Credit: 85°C Bakery.

Weitzman recently took over leasing for the center. Brett Maze is also part of the team.

“It’s just been wild all the people that are calling us from all over,” Morrison said.

Tenants, who may not have a presence in Austin, are particularly interested in keeping company with the unconventional mix of retailers that have debuted at The Crescent.

“But we’re being really selective. We’ve turned down three or four because we didn’t think it was the right fit,” Morrison said.

Morrison and Longmire said it’s not necessary for tenants to have an Asian product or connection. They’d like to see other cultures represented and just solid local tenants — maybe brand new, maybe local icons seeking to expand.

You really have to visit this center to get a sense of the novel and top notch approach to what had been for many years was a collection of bland storefronts.

Here are more details about The Crescent:

Allan and Dean Davidov are the partners of developer Mizuma Holdings, which has retrofitted numerous properties in the past and built strong relationships with specialty retailers, especially in California. [I wrote about them](#) when I was at the *Austin Business Journal* and they were in the midst of remodeling and rebranding The Linc, 6406 N. I-35. Both The Linc and The Crescent are in close proximity to the massive redevelopment of Highland Mall by Austin Community College and Redleaf Properties.

With hundreds of new multifamily units delivering across North Austin, thousands of residents are moving to the area — and retail is sure to grow with that influx.

Currently there are more than 20 tenants at The Crescent, and several spaces are available, ranging from 7,464 square feet to 750 square feet. More spaces may become available when other leases expire. A site plan is the roll of photos below.

99 Ranch Market is the largest tenant with 37,239 square feet, and its affiliated 99 Ranch Liquor occupies 1,207 square feet. Hailyu Cosmetics is the smallest tenant with 922 square feet.



99 Ranch Market is the anchor tenant at The Crescent. It's immaculate. Photo courtesy of Weitzman.



Soy, what kind of sauce did you say you wanted?



Oh my, the papaya. And check out those prices!



Duck, anyone? By the way, there is take-out with yummo combo plates. A seating area is provided if you just can't wait to dig in.



The book selection at Kinokuyina is eclectic and everything is displayed in attractive fashion.



The Crescent site plan. Courtesy of Weitzman.