



## FOR IMMEDIATE RELEASE

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### **Iconic Lincoln Village Shopping Center is Now The Linc at Highland Providing Permanent Mixed-Use and Pop-Up Spaces in the Heart of Central Austin**

**Austin, TX (April 17, 2014)** – Formerly the Lincoln Village at Highland Mall, The Linc is a new urban infill redevelopment poised to become a vibrant culinary, retail and entertainment district providing permanent and pop-up space for unique local and national businesses. Misuma Holdings, a commercial real estate development firm based in California, acquired the 180,000 square foot Lincoln Village in last year and is on a quest to fill the space with Austin-centric businesses.

“We appreciate the creativity and energy of the Austin community and are looking for great local businesses with innovative concepts and best-in-class operators. We are excited to lead the enhancement of the Highland neighborhood,” says Allan Davidov, partner at Misuma Holdings.

The Linc is strategically located at the intersection of I-35 and US-290 and across from the former Highland Mall which is now transforming into the newest campus for Austin Community College (ACC). With hundreds of thousands of people driving down I-35 each day and the foot traffic that ACC will provide, The Linc is a compelling option for businesses looking for space.

Currently the center houses Chase Bank, Gold's Gym, the Marchesa Hall & Theatre and Men's Warehouse, but is seeking new tenants that embrace the unique vibe of Austin. Marchesa Hall & Theatre is an official venue for the Austin Film Society and was the first venue outside of downtown Austin to officially host SXSW events and film screenings.

“The development plans for The Linc were especially appealing to us, and we appreciate the owners wanting to keep the space Austin-centric,” says Marchesa Hall & Theatre owner, Deb Gill. “The redevelopment of the property has already begun, and we’re excited about the future of The Linc.”

Improvements to the center are slated to begin in 2014 and include modifications to the existing landscape, site and storefronts, creating a more pedestrian-friendly environment. Updates are planned to the center’s existing façade with an emphasis on areas for outdoor seating and meeting places. Modern signage will replace the existing signs and be prominent along the interstate. Tenants will be encouraged to have creative signs that will reflect the diversity and energy of the surrounding communities.

For more information about Misuma Holdings, please visit [www.MisumaHoldings.com](http://www.MisumaHoldings.com).

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### About The Linc

The Linc is strategically situated at the intersection of highway I-35 and US-290 and is poised to become the epicenter of Austin's vibrant culinary, retail and entertainment district. The Linc is where local meets worldly, urban meets homey, and comfort meets convenience.

### About Misuma Holdings

Los Angeles-based Misuma Holdings is a value-added developer of commercial real estate specializing in improving and repositioning retail and office properties. The company has owned and developed over three million square feet of retail centers in Texas along with other commercial properties nationwide, with an emphasis on redeveloping large retail properties in Central Texas.