



# Unique commercial condo concept XSpace lands in Texas: “It’s an evolution from traditional development”

BY BRANDI SMITH

“We thought there had to be an innovative way to reimagine how people can use and think about space.”

The story has reached a level of infamy at this point, but it bears repeating. The weekend after Thanksgiving, Byron Smith sat at a Houston restaurant with a margarita in his hand.

“I was in a strip mall, but looking out, I saw a church, a school next to it, an ugly office building and then a strip club,” he laughs. “I just thought, ‘Well, that’s a bit on the nose, isn’t it?’”

Smith and his business partner Tim Manson had been looking for a market to expand their Australian-based XSpace concept.

“Until now, you were either in an office building or a warehouse or self-storage,” says Smith. “We thought there had to be an innovative way to reimagine how people can use and think about space.”



The result is XSpace, which blurs the lines between commercial and creative space. Success in Australia helped the partners see the gap in the market in America.

“It’s an evolution from traditional commercial development,” Smith says.

However, the versatile condo-style units didn’t seem to be a fit in New

York, where Smith was living, or in LA, where Manson called home.

“That was a catalyst for us to do a road trip from Houston to Austin and that’s when we decided to build XSpace in Texas,” says Smith. “We

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said, ‘Let’s go build in Texas, lay a platform within the U.S. and grow it nationally.’

Austin ended up getting the first Xspace development, 106 customizable units ranging in size from 300 to 3,000 square feet across three levels. The

spaces, which can be used for storage, office or just about anything the owner can dream up, boast 17-foot ceilings and a bioclimatic UI-approved, needlepoint ionization air filter system.

“We are creating cool, high-caliber space that you can buy rather than lease,” Smith adds. “It resonates so much, particularly with small- and medium-sized businesses, as well as individuals.”

That’s drawing quite the roster of tenants.

“We have a lot of ex-pro athletes, comedians, podcasters,” says Smith. “The caliber of people in our buildings has blown me away.”

Roger Clemens, for example, will showcase his memorabilia and house his charitable organization in the Austin location. The Astros’ Alex Bregman and former Texans player Kasey Studdard will have units there too. Other units are owned by car enthusiasts, a tech company and small business owners.

“It really creates a great community dynamic,” says Smith.

That’s important to Smith and Manson, who added a 3,000-square foot, fourth-floor business lounge and terrace to cultivate that vibe with community events and panoramic views of Lake Travis and Texas Hill Country. The facility amenities also include 24-hour video surveillance, secure 24/7 access, janitorial services, landscaping maintenance, a kitchenette, restrooms and showers.

“XSpace is super customer-oriented,” Smith says, adding that the company is capitalizing on consumers’ flight to quality by offering upscale space and top-tier amenities.

Due to the versatility of the units, XSpace has seen owners use them professionally, personally and for investment purposes.

“Ownership is a big piece that resonates with a lot of people,” says Smith. “For the same amount it would cost you to lease a space, you can own one.”

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The demand is clear. The Austin XSpace almost sold out prior to completion. Houston, Smith says, is up next, then Dallas.

“We have more in the pipeline with a couple of high-profile partners that will be announced around the end of the year,” he adds.

For more information about XSpace ownership opportunities, visit [XSpacegroup.com](http://XSpacegroup.com).

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