



Quannah Partners and Fortum Ventures Announce Redevelopment Vision for 1612 South Congress

Partners plan to preserve and revitalize the site with a vision rooted in South Congress' character and history

AUSTIN (March 2026) — [Quannah Partners](#), a Denver-based private equity real estate firm, alongside Austin-based Fortum Ventures, announced the acquisition of 1612 South Congress Ave. The transaction marks a significant investment in one of the city's most iconic commercial corridors, where Quannah Partners and [Fortum Ventures](#) plan to preserve and adapt the existing buildings into a cohesive, street-level retail concept that complements the character and culture of South Congress.

Quannah Partners' senior leadership indicated that this project represents the exact kind of opportunity the firm seeks: opportunistic investments in markets with strong cultural identity and long-term value. South Congress is an extremely compelling destination, and Quannah Partners is excited to invest in its story to preserve what makes it special and to deliver something that will feel authentic to Austin for years to come.

The redevelopment will preserve the existing buildings and street character while adapting the space for modern retail tenants. Quannah Partners' plans call for a combination of adaptive reuse and new construction that will nearly double the property's current footprint, from roughly 6,000 square feet to approximately 10,700 square feet. The focus will be on maintaining the pedestrian-friendly energy and design continuity that have long defined the corridor and drawn both local and national visitors, restaurants, and retailers.

Over the last two decades, South Congress has evolved from a stretch of mom-and-pop shops and music venues into a nationally recognized destination for dining, design, and local culture. Quannah Partners' approach prioritizes preserving and honoring what South Congress has been, which is reflected in the plans to maintain and upgrade the existing buildings thoughtfully rather than replacing them with new construction. The firm views the authenticity and grit as characteristics that define not only the street, but Austin's community - a philosophy illustrated in the decision to preserve the original buildings and brick façade on the northern portion of the property.

"South Congress is one of the most distinctive and desirable streets in the country, and this property represents a rare opportunity to contribute meaningfully to its next chapter," said Quannah Partners. "Retail is an asset class we know well, and this site stands out for its authenticity and lasting value. The fundamentals made this investment compelling, and we look forward to shaping what comes next in a way that reflects the same spirit that's made SoCo iconic."

About Fortum Ventures

Fortum Ventures is a real estate investment firm based in Austin, Texas. The partners combine for over \$2 billion of urban real estate experience, with a proven track record in acquiring and



managing ground-up developments and opportunistic value-add investments. To learn more about Fortum Ventures, visit www.fortumventures.com.

About Quannah Partners

Quannah Partners is a private equity commercial real estate investment and development company headquartered in Denver. Quannah's senior management team has over 70 years of experience as principal investors in value-add and opportunistic acquisitions and developments and has been responsible for investing more than \$4 billion of capital in commercial real estate across all property types. For more information and to register to invest with Quannah Partners, visit <http://www.quannahpartners.com>.