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Introduction to Townhome

By Invitation Only

The community comes first. Those we share our time with inevitably shape our lives. At Townhome, we are carefully curating a cohort of Austin's most curious, driven, and dynamic people.

What We're Building

A true second home for people who want more from their everyday life, and from the people they share it with.





Rooted in Hospitality

A Signature Project By Nova

Nova was born in 2015 from a love of hospitality and the desire to bring people together through unique concepts. The team at Nova obsesses over every detail and remains committed to innovation.

With years of building some of Austin's most intentional and beloved gathering places, now is the time to introduce our most comprehensive project yet: Townhome.



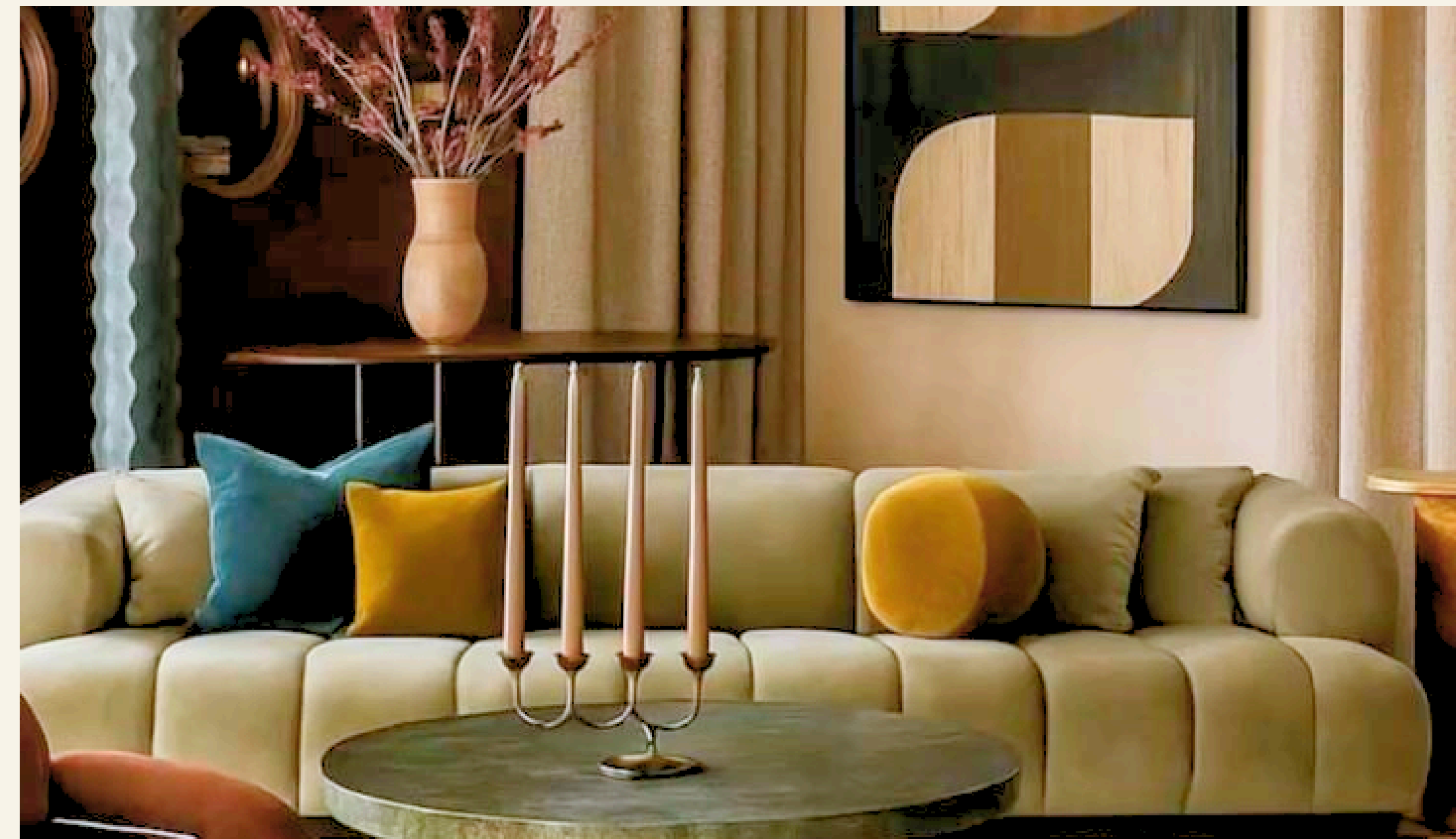
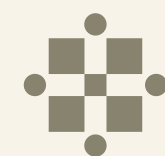


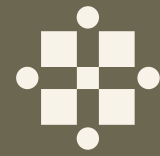
The Clubhouse

Our main Townhome space lives within one of downtown Austin's most storied hospitality addresses.

For decades, this venue welcomed celebrations, deals, milestones, and conversations. It has long been a place where people gathered with intention. Now, it evolves again.

Reimagined as Townhome, a private home base designed for a new era of Austin. More intimate, more curated.





Connection, *Curated*

We're Reimagining The Private
Social Club In Austin

Townhome was created for people who want more from their everyday life. More connection, balance and meaning. We are hyper-local, intentionally curated, and member-led. A place for thought leaders and change makers. Your place to call home.

Our Members

The Room We're Building

Our membership is intentionally balanced across industries, demographics, and perspectives, creating a distinct, grounded energy that feels both expansive and deeply human.

Townhome members make the most of their time. Curious, thoughtful, and always creating. They seek growth, share generously, and bring a presence that elevates every room.

- Community builders and connectors
- Entrepreneurs, operators, and founders
- Creatives & cultural contributors
- Makers & movers, drivers & doers



A Day in the Life



Coffee's ready.
Fresh pastries
are out. A
familiar hello.
You ease into
the day.

A quiet corner,
your favorite
couch, or the
perfect setting
for a meeting.
Enjoy breakfast,
focus, or relax.

Downstairs, a reset.
Movement,
recovery, or a
guided session.
The pause you
needed.

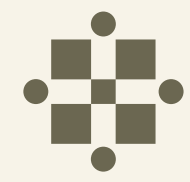
Above, the energy
shifts.
A conversation, a
shared table,
familiar faces.
Effortless
connection.

Dinner, a program,
or a chance to
connect. You're
exactly where you
want to be.
Celebrate the day.

A drink at the
central bar. A
laugh. You leave
lighter than you
arrived. Life is
good.



What We Stand For



Intention

Every choice with meaning.

Community

The right people, carefully curated.

Growth

Your full potential, fully supported.

Hospitality

Feel at home, always.





Nourishment

Simple, Elevated, Thoughtful



We're Here To Look After You

Warm hospitality and carefully considered ingredients. Our all-day, European bistro menus are free of seed oils and refined sugars. Proteins are grass-fed, pasture-raised, and intentionally sourced. Food you can enjoy every day.



From The Café To The Bar

Our beverage program follows the kitchen's lead. Everything selected with purpose: freshness, locality, and sustainability are top of mind. What you'd pour at home. Something for everyone, tailored to your needs.



Design, Environment, *Atmosphere*

Bringing The Vision To Life

A curated environment that blends comfort with high design. Thoughtful circadian lighting throughout the space shifts with the rhythm of the day. Supporting focus in the morning, ease in the afternoon, warmth as evening sets in, and vibrance at night.

Every corner is an invitation to stay a while.

Expect local, handmade ceramics, curated decor, and a lush integration of fresh flowers and plant life throughout the home.





Events & Programming

For Members To Host & Be Hosted

Programming at Townhome is intentional, bespoke and engaging. Members are empowered to co-host and contribute. A rich calendar to include:

- Intimate dinners and chef collaborations.
- Cultural salons and off-record conversations.
- Wellness mornings, listening rooms, & evening soirées.
- LZR, designated for larger Townhome-exclusive events and concerts, and beyond.
- Events and programming for the parts of life that matter most, family included.





Offsite Perks & Experiences

Membership At Townhome Extends Well Beyond Our Walls

Townhome is your base camp, but the community moves with you. Membership unlocks access to the wider Nova ecosystem, preferred treatment at partner properties, and offsite experiences rooted in wellness, movement, connection, and celebration.





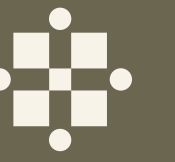
An Icon, *Reclaimed*

Just blocks away, we have LZR, an extension of our main house, available for moments that call for more space or audiovisual capabilities. Once La Zona Rosa, the iconic Austin venue that provided decades of connection and culture, the space carries a legacy we are proud to continue.

LZR is Townhome's 17,000 sqft event and gathering house. Designed primarily for our community, it hosts member programming and offers priority access for private gatherings. The lounge and shaded garden patio invite connection, while the event hall anchors larger occasions. Members will have preferred pricing when hosting their own private experiences.



We Can't Imagine Doing This Without You



Meet Jack, CEO and Founder of Nova Hospitality

Jack's career commenced in Austin, followed by stretches in Las Vegas, Miami and Dubai, before returning to Austin in 2015. With his talented team at Nova, Jack has a passion for developing best-in-class hospitality projects. As the perfect union of Nova's themes, Townhome brings hospitality, community, entertainment and intentional F&B together under one roof.



Meet Gabby, Executive Director of Membership

Gabby's life's work has centered around bringing people together and making them feel like they belong. With a background in private membership communities and now building Townhome, her focus is grounded in curation, care, and connection. She's not building a list. She's building a room that matters. If you're reading this, it's because she believes you'd make it better.



Meet Laura, Head of Events & Programming

Laura has built her work around turning moments into memories at some of hospitality's most coveted spaces, from Dorsia to The Supper Club. Her events don't just happen. They're felt. With a background across member clubs, cultural programming, and brand experiences, she brings Southern warmth and sharp instincts to everything she touches. "If it's on the calendar, it's worth showing up for."

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Your Second Home

400 Colorado St.

Austin, Texas