



RETAIL/OFFICE DELIVERY .....	OCTOBER 2010 <small>(OR SOONER)</small>
HOTEL OPENING .....	DECEMBER 2010
INITIAL CONDO DELIVERY .....	DECEMBER 2010
VENUE OPENING .....	JANUARY 2011
FINAL CONDO DELIVERY .....	MAY 2011

# BLOCK 21'S PREMIER COMMERCIAL ADDRESS

Block 21 in downtown Austin's exciting 2<sup>nd</sup> street district will be the new home of the W Austin Hotel and Residences. A 36 story mixed use project anchored by the 251 room W branded luxury hotel, the project also includes 159 residences, 53,600 square feet of retail, restaurant and office space, a 2,550 seat multi-purpose entertainment venue and a 3 level, 490 space underground parking facility.

The hotel is scheduled to open in December 2010 along with the first level of residences on the 18<sup>th</sup> floor and the venue.

The state of the art, multi-purpose venue is a private and musical event space with a fully equipped television studio that will serve as the new home of local PBS affiliate KLRU's *Austin City Limits* TV show. Along with the hotel, this premier entertainment venue is expected to attract significant additional pedestrian traffic to the district in and around Block 21.

Live music concerts will be booked and operated by Live Nation, who will also co-operate venue private events with the hotel operator Starwood Hotels.

### PROJECT OVERVIEW

- 1.76 ACRES ON ONE ENTIRE CITY BLOCK
- 800,000 GROSS SF
- 251 HOTEL ROOMS
- 159 LUXURY CONDOS
- 18,341 SF OF RETAIL SPACE ON GROUND-LEVEL
- 35,285 SF OF OFFICE SPACE ON LEVELS 2 AND 3 WITH PRIVATE ENTRY/ELEVATOR
- 2,550 CAPACITY LIVE MUSIC VENUE & TELEVISION PRODUCTION/BROADCAST STUDIO
- 490 UNDERGROUND PARKING SPACES ON THREE LEVELS

### FEATURES

- HIGH CEILINGS WITH MEZZANINE OPPORTUNITIES
- EASY ACCESS TO LOADING AND RECYCLING BAYS
- ON-SITE SPA
- HOTEL BARS AND LOUNGES
- PRIVATE MEETING SPACE AT HOTEL

# BLOCK 21



## DOWNTOWN AUSTIN FACTS

### EMPLOYEES

67,000 employees work in the core of Downtown

90,000 employees work within 1-mile radius of 6<sup>th</sup> Street & Congress Avenue

### TOURISM

7 million people visit Downtown Austin annually

\$2.84 billion in economic impact generated by visitor spending in 2006

### RESIDENTS

783,000 City of Austin residents in 2009

8,000 residents live Downtown

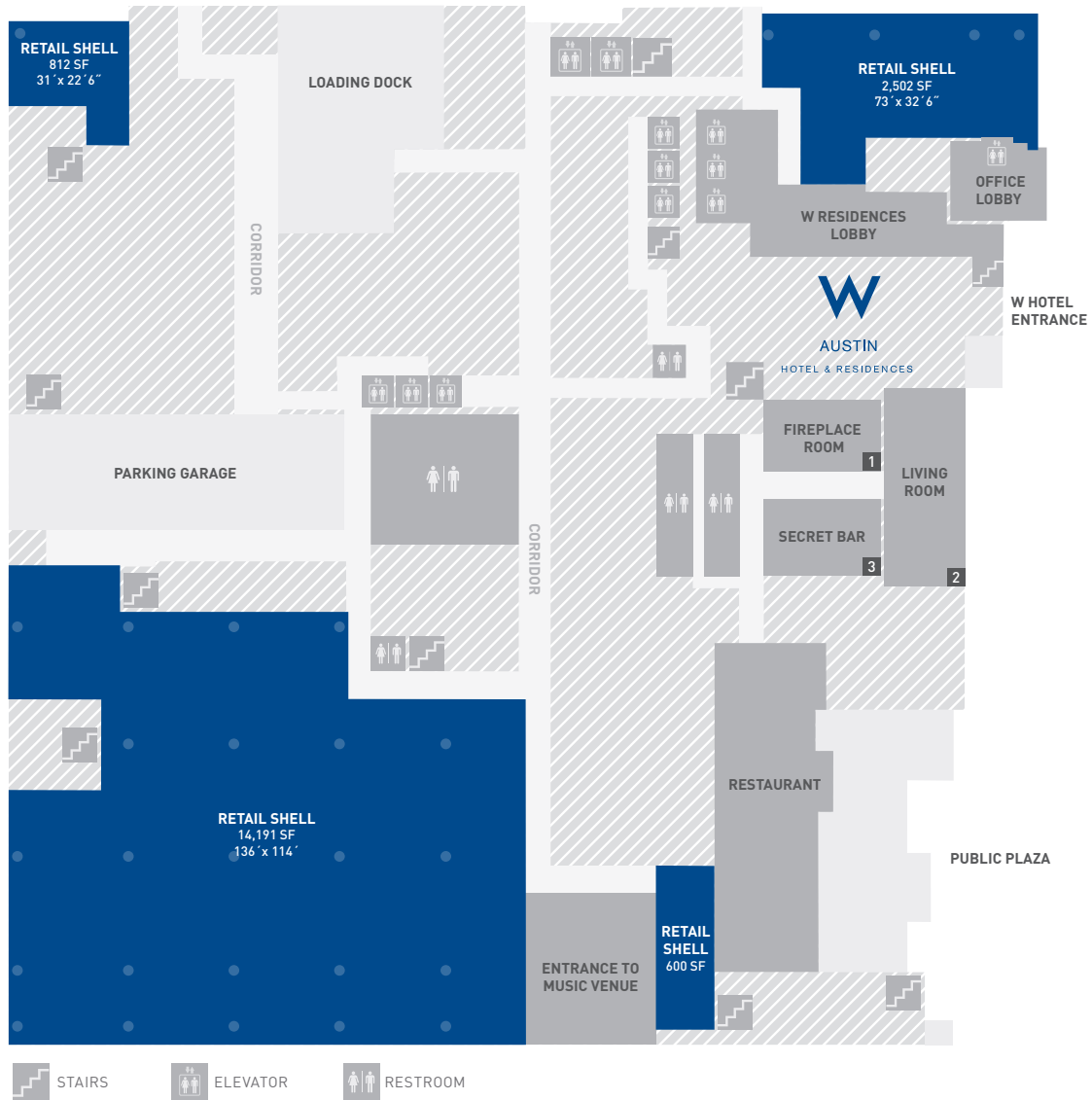
363,000 residents live within 10 minute drive-time of Downtown

### OFFICE

85.6% office occupancy in the CBD in 2009

# BLOCK 21

## LEVEL 1 STREET LEVEL WITH RETAIL

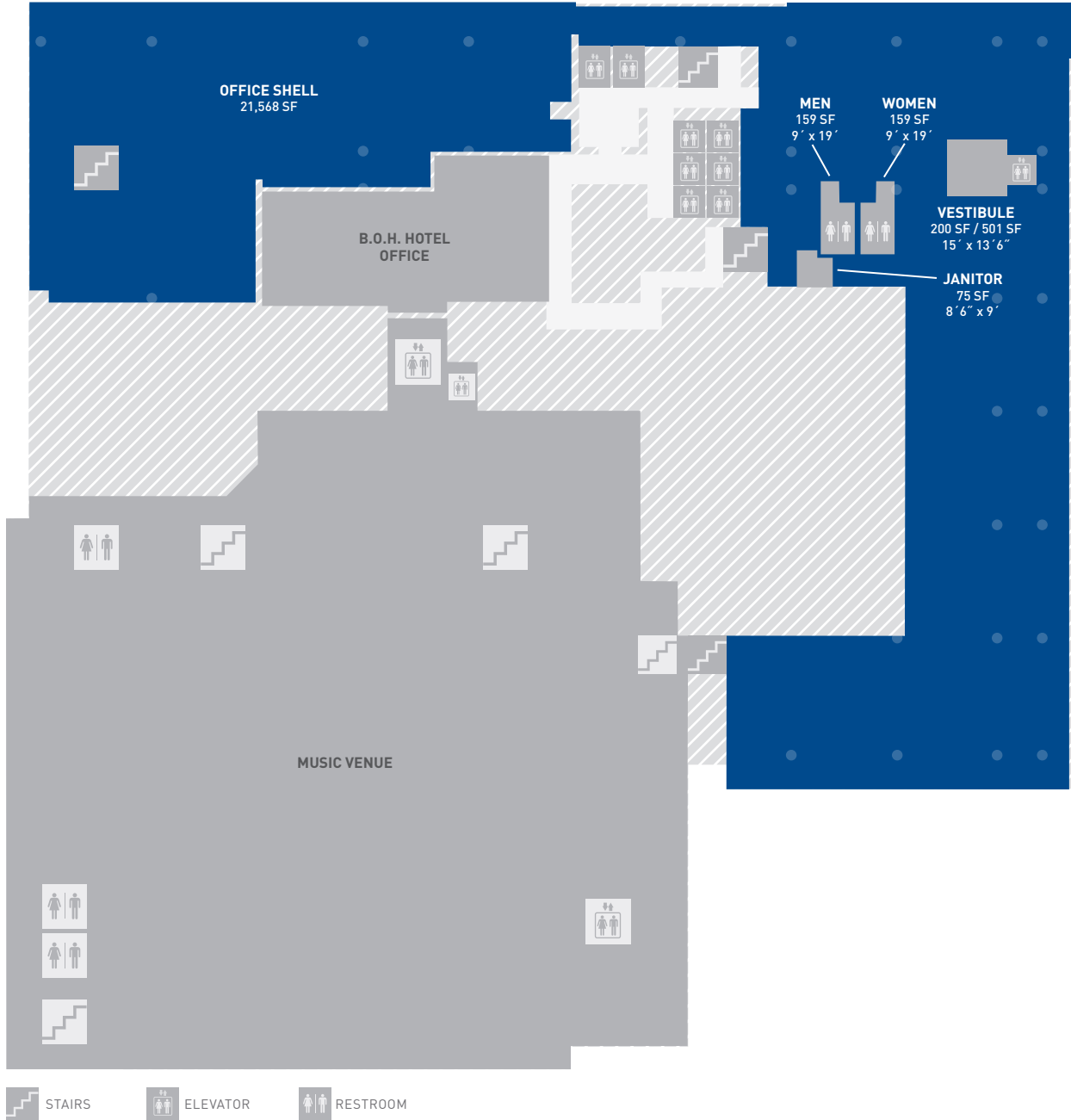


**BLOCK 21**

**LEVEL 2 MUSIC VENUE MAIN LEVEL AND OFFICE SHELLS**



**LEVEL 3 MUSIC VENUE SEATING AND OFFICE SHELLS**



**BLOCK 21**

**LEVEL 4 MUSIC VENUE SEATING AND POOL DECK**

