

# ST. ELMO MARKETPLACE

SOUTH CONGRESS AVENUE  
AUSTIN, TX 78745

Mixed-Use Development:  
Public Market & Land  
**FOR SALE**



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COMPANIES

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# EXECUTIVE SUMMARY

 42,000 SF  
PUBLIC MARKET

 ±2.3 AC LAND  
OFFICE ZONING

Maker Bros. and Fenix Global Investors (collectively the "Sponsor"), are the current owners of a 9.34 acre mixed-use project in Austin, Texas. The project, St. Elmo Marketplace ("St. Elmo"), is located at the southern end of popular South Congress Avenue in South Austin, Texas. St. Elmo offers the popular "Live-Work-Play" atmosphere of a mixed-use development, consisting of multi-family housing, a creative office building and an artisan food hall (Public Market). The project has three distinctive phases. The first phase is a 387-unit (By Others), 5 story luxury apartment community which is currently under construction. Move-ins are anticipated to begin in Fall 2022.

For the next phase, the Sponsor has completely renovated the shell of an existing 42,000 SF steel frame building and is ready for tenants to begin their interior improvements. The third and final phase is the development and construction of 105,000 SF of creative offices. The office site is currently vacant and fully entitled but could be rezoned for additional multifamily units.

The Sponsors are accepting offers to purchase the newly renovated Public Market and the office site. This is a unique opportunity to acquire two legacy properties in the #1 real estate market in the country.





## ST. ELMO'S HEARTBEAT – RETAIL'S HOTTEST TREND RIGHT NOW

### RISE OF THE PUBLIC MARKETS

While public markets have been a well-established F&B retail format in Europe and Asia, this trend has only started to gain traction in the US during the last few years. The popularity of such multi-faceted F&B retail formats is exploding and spreading quickly across the US, making public markets the single strongest growing retail category currently in the US. St. Elmo Public Market was conceived to tap into this huge future growth potential, drawing inspiration from other successful US public markets such as Chelsea Market in New York, Pike Place market in Seattle, Ferry Building in San Francisco and the Oxbow Public Market in Napa.

### AUSTIN'S OWN LOCAL MARKETPLACE (MEET. GREET. EAT)

With Austin's cultural reputation as the culinary kitchen of Texas, the live music capital of the world, and a growing technology/start-up hub in the US, Austin is inherently well suited for a large central marketplace. Further, it will serve as a gathering place for its eclectic and creative local community...a place to eat, shop and collaborate with peers, or just visit with friends. Adding to this is Austin's 24 million visitors a year, who are keen to experience and interact with the local Austin community. St. Elmo Public Market aspires to be the place where locals and visitors alike can come together to celebrate the local Austin experience, and continue to "Keep Austin Weird!". People can meet and socialize, enjoy food cooked by local chefs, buy fresh quality produce or just 'people-watch' the afternoon away, with a craft beer in hand. This is the heartbeat of St. Elmo.



### +/-2.3 AC LAND PARCEL – ST. ELMO CREATIVE OFFICES

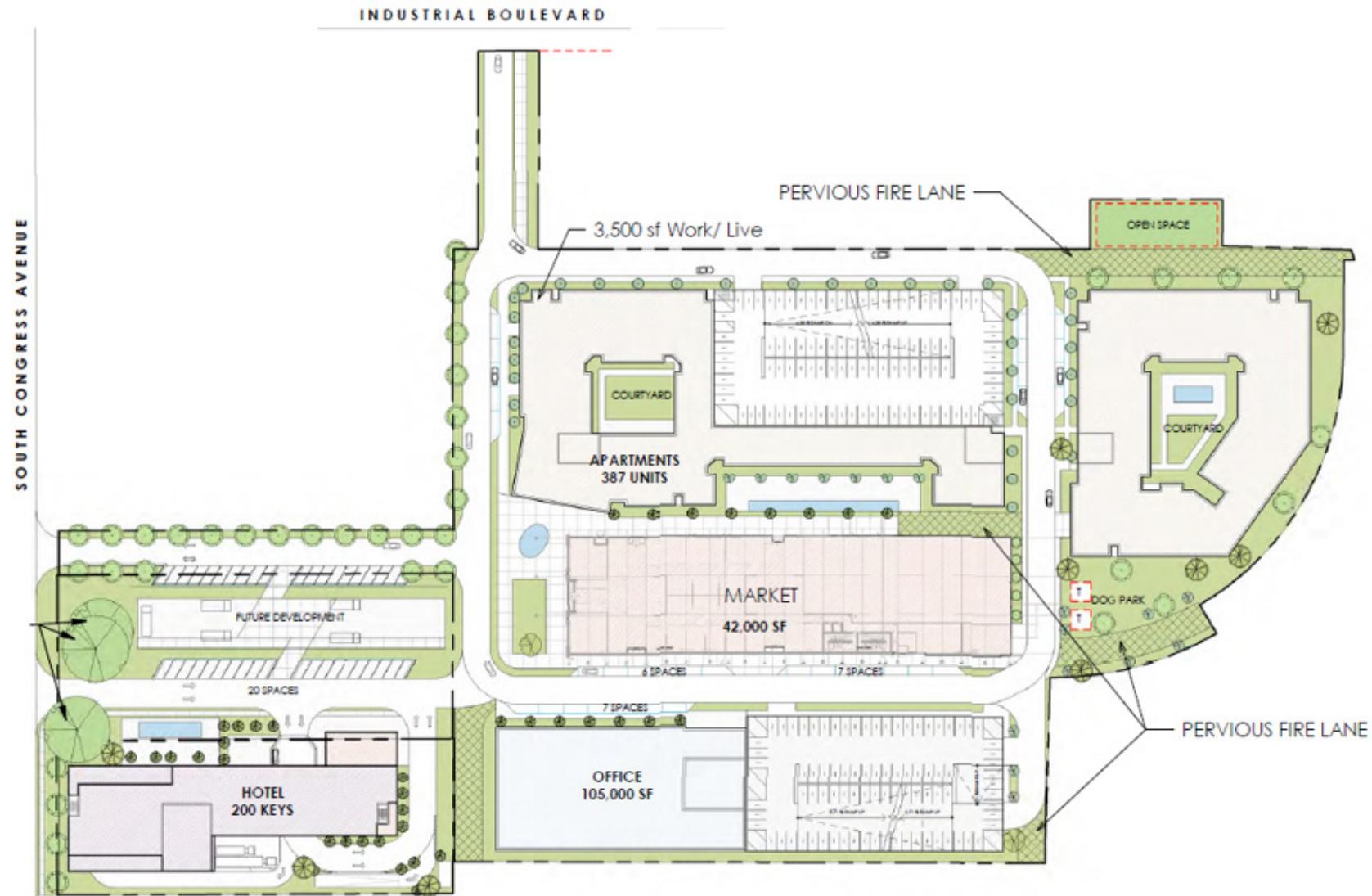
The envisioned 'Work' component of St. Elmo is the 105,000 SF St. Elmo Creative Office building, complete with an adjoining structured parking garage. Sitting on the south side of the market, the office site can support 4 levels of approximately 26,250 SF office space each with the ground level having the opportunity for a 5,800 SF space for a F&B outlet. Furthermore, the planned St. Elmo Creative Offices are complemented by an adjoining 6-story concrete structured parking garage. The garage is estimated provide more than 450 parking spaces for the office users (reserved parking) and visitors to St. Elmo Public Market.

The parcel, currently zoned office, is +/-2.3 acres in total. The office site is now vacant and fully entitled but could be rezoned for additional multifamily units. The new owner can continue to execute the current development plan or reposition the site with their own concepts or commercial use.

# RETAIL MAP



# SITE PLAN



# DEMOGRAPHICS

2021 SUMMARY	1 MILE	3 MILES	5 MILES
Population	15,095	170,718	359,880
Households	6,406	73,058	151,337
Families	2,894	32,374	67,990
Avg HH Size	2.31	2.31	2.30
Median Age	33.5	32.6	32.0
Median HH Income	\$58,746	\$62,942	\$70,339
Avg HH Income	\$80,936	\$88,766	\$98,364

## BUSINESS



**20,066**  
TOTAL BUSINESSES



**266,944**  
TOTAL EMPLOYEES

## INCOME



**\$70,339**  
MEDIAN  
HH INCOME



**\$41,533**  
PER CAPITA  
INCOME



**\$58,083**  
MEDIAN  
NET WORTH

## EMPLOYMENT



72%



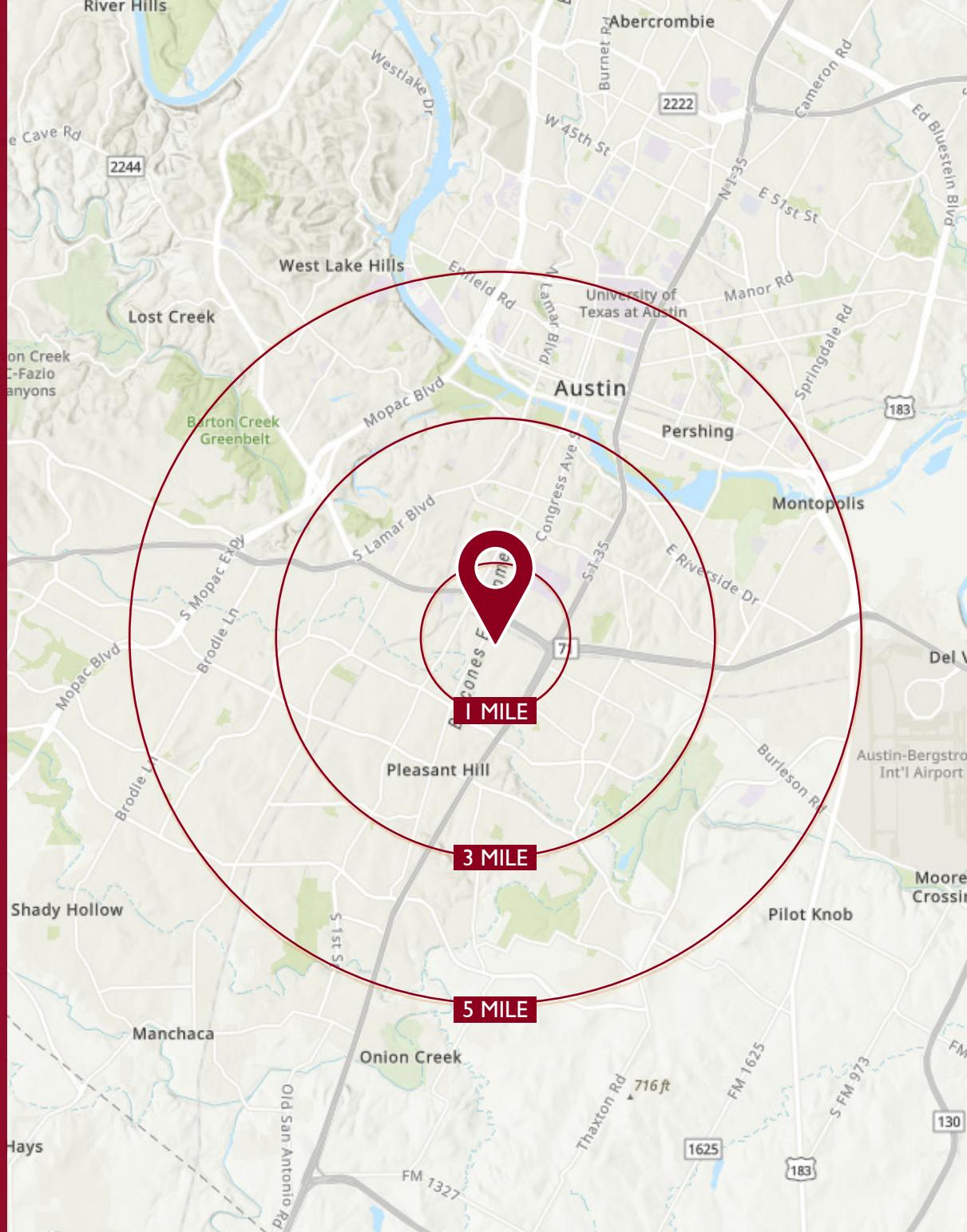
15%



13%

**4.6%**

UNEMPLOYMENT  
RATE







# Austin, TX

Austin is the capital city of Texas and is the economic heart of Central Texas. It is the 11th most populous city in the United States and the 4th most populous city in Texas.

Austin was recently named the No. 1 place to live in America for the third year in a row by Forbes, based on affordability, job prospects and quality of life.

## Technology Hub

It's no secret that Austin, Texas is a hotbed for technology, startups and innovation. There are so many tech companies that Austin has been nicknamed "Silicon Hills." Apple announced in early 2021 that it is creating a \$1 billion campus in Austin with the capacity for 15,000 employees, the first phase of which was recently completed. Tesla also recently completed its Gigafactory in Austin, a \$1.1 billion investment in the rapidly growing Texas city.

Austin has long been the tech center of Texas, with 6,500 startups and tech companies based here, including Dell. A number of Fortune 500 companies have headquarters or regional offices in Austin, including Amazon, Apple, Cisco, General Motors, Google, IBM, Oracle, Texas Instruments, 3M and Whole Foods Market. Oracle's 40-acre Austin campus is located less than five miles from the St. Elmo Marketplace on the riverfront. With over \$1 billion invested to date, the company plans to employ and house up to 10,000 employees there. The city is also the home of South by Southwest (SXSW), which has transformed from an Indie music gathering into one of the world's most trendsetting technology festivals.





# Austin, TX

## One-of-a-Kind Culture

Austin is a special place with an appealing culture. It has an abundance of great parks, river access, hike and bike trails, good food, great music and a collaborative culture. Austin also has a highly educated workforce, thanks in part to the University of Texas and other local universities. Austin's low cost of living adds to its appeal. There's no personal income tax, and the city has more affordable housing than on the coasts, from which it continues to attract a lot of its transplants and new residents.

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