

# THE HOBBY BUILDING

Redevelopment Site

## LANDMARK HIGH RISE REDEVELOPMENT SITE

Full Block Site with Defined View Corridors  
Located in the Heart of Downtown Austin

Property Land Area 1.76 Acres / 76,666 SF | 1.9 Million Maximum Buildable SF





# The Offering

## Full Block Site with Defined View Corridors Located in the Heart of Downtown Austin

CBRE, as exclusive advisor, is pleased to present to qualified investors and developers the opportunity to acquire by long term ground lease interest, or other means acceptable to the owner, a premier mixed-use vertical redevelopment site in the heart of Downtown Austin, Texas.

Located at 333 Guadalupe Street, the offering provides developers the opportunity to control one of the last remaining full city blocks with the potential to develop 1.9M square feet of mixed-use space.

The ±1.76 acres of prime real estate is a pinnacle site in the Austin Central Business District and is bound by West 4th Street, Guadalupe Street, West 3rd Street & Lavaca Street and is unencumbered and outside of the Capitol View Corridors. With no height limits and max potential FAR of 25:1, the scale, visibility and defined view corridors of the site provide immense flexibility for a landmark development in the nation's most sought after investment market.

The size and location of the property offer a unique opportunity to develop a mixture of high quality uses on the site. While the owner is interested in all offers from qualified developers, there is a specific interest in providing transformational workforce housing within the overall project. The owner will consider more creative transaction structures, such as a joint venture partnership, to help achieve a higher level of workforce housing within the project.





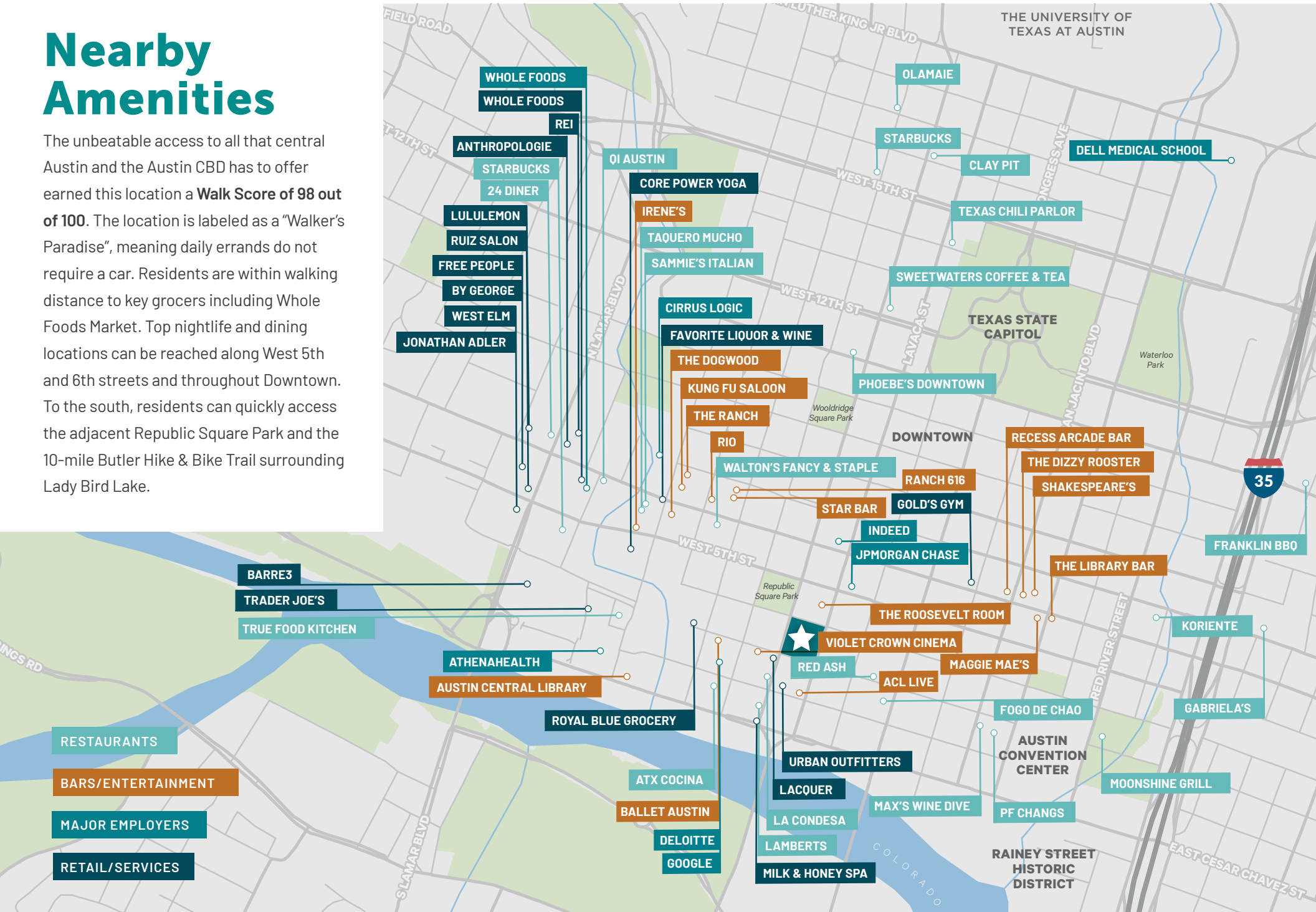


# Property Details

<b>Total Site Area</b>	76,666 Square Feet (1.76 Acres)
<b>Address</b>	333 Guadalupe Street Austin, TX 78701
<b>Street Frontage</b>	Guadalupe Street, W. 4th Street, Lavaca Street, W. 3rd Street
<b>Existing Square Footage</b>	Three Office Towers: 216,488 131,408 47,576 <b>395,472 Total SF</b> (plus parking per TCAD)
<b>Tax Parcel ID</b>	194280
<b>Existing Improvements</b>	Constructed in 1983
<b>Zoning</b>	CBD (Central Business District)
<b>By-Right FAR</b>	8:1 FAR
<b>Max Potential Downtown Density Bonus FAR</b>	25:1 FAR
<b>Max Potential Gross Building SF</b>	1,916,650 Square Feet
<b>Maximum Building Height</b>	No Maximum Height Restrictions
<b>Parking Requirement</b>	No Minimum Parking Requirement in the CBD
<b>Capital View Corridor Restrictions</b>	No CVC Restrictions
<b>Impervious Cover</b>	100% Impervious Cover
<b>Floodplain</b>	Not in 100-year Floodplain

# Nearby Amenities

The unbeatable access to all that central Austin and the Austin CBD has to offer earned this location a **Walk Score of 98 out of 100**. The location is labeled as a “Walker’s Paradise”, meaning daily errands do not require a car. Residents are within walking distance to key grocers including Whole Foods Market. Top nightlife and dining locations can be reached along West 5th and 6th streets and throughout Downtown. To the south, residents can quickly access the adjacent Republic Square Park and the 10-mile Butler Hike & Bike Trail surrounding Lady Bird Lake.





## Within a 10-Minute Walk of 333 Guadalupe Street

**300+**

Restaurants & Bars

**250+**

Retail Businesses

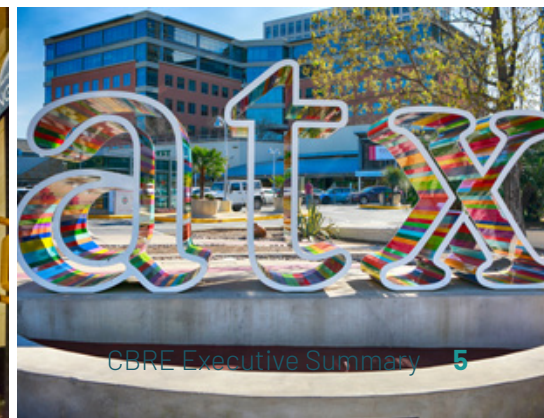
**10+**

Miles of Hiking & Biking Trails

**9,100+**

Keys Spread Across More  
Than 30 Hotels

Residents have unbeatable access to all that the Austin CBD has to offer. The location is highly walkable with an abundance of amenities in the surrounding blocks and more to come as the new construction is completed.



**98**

Walk Score



**96**

Bike Score



# Capitol View Corridors

The site is not located within any of the permanently protected Capitol View Corridors and will benefit from protected site lines surrounding the building. There are limited high density tower sites remaining to the west of the property as the Downtown Density Program is reduced to 15:1 FAR just two blocks west of the site at Nueces Street. Additionally, much of the area surrounding the site is restricted by Capitol View Corridors. These unique restrictions will combine to provide permanent protected site lines for the future building.

----- 25:1 FAR boundary







## Existing Improvements

This site currently has three multi-story towers: A 13-Story building with 216,488 SF; a 9-story building with 131,408 SF; and a 5-story building with 47,576 SF along with two levels of underground parking that was constructed in 1985. Built for and occupied exclusively by Texas Government Agencies, these buildings hosted multiple government offices. The three distinct buildings merge together, forming a courtyard area which faces northwest and abuts against the intersection of Guadalupe Street and 4th Street. The land associated with the property is square shaped and occupies an entire city block.



# 333 Guadalupe Yield Study

**TWO TOWER PHASES** 1,847,300 Gross Square Feet

## Office

18 Stories

**37,630 SF**

Office Floor Plates

**677,940**

Office Gross Square Feet

## Multifamily

104 Stories

**653**

Multifamily Units

**1,100 SF**

Average Unit Size

## Retail

1 Story

**10,000 SF**

Retail Gross Square Feet

## Hotel

20 Stories

**606**

Total Keys (31 Per Floor)

**351 SF**

Average Room Size

## Parking

16 Stories

**1,219 Spots**

Office (1.8/1,000 SF)

**849 Spots**

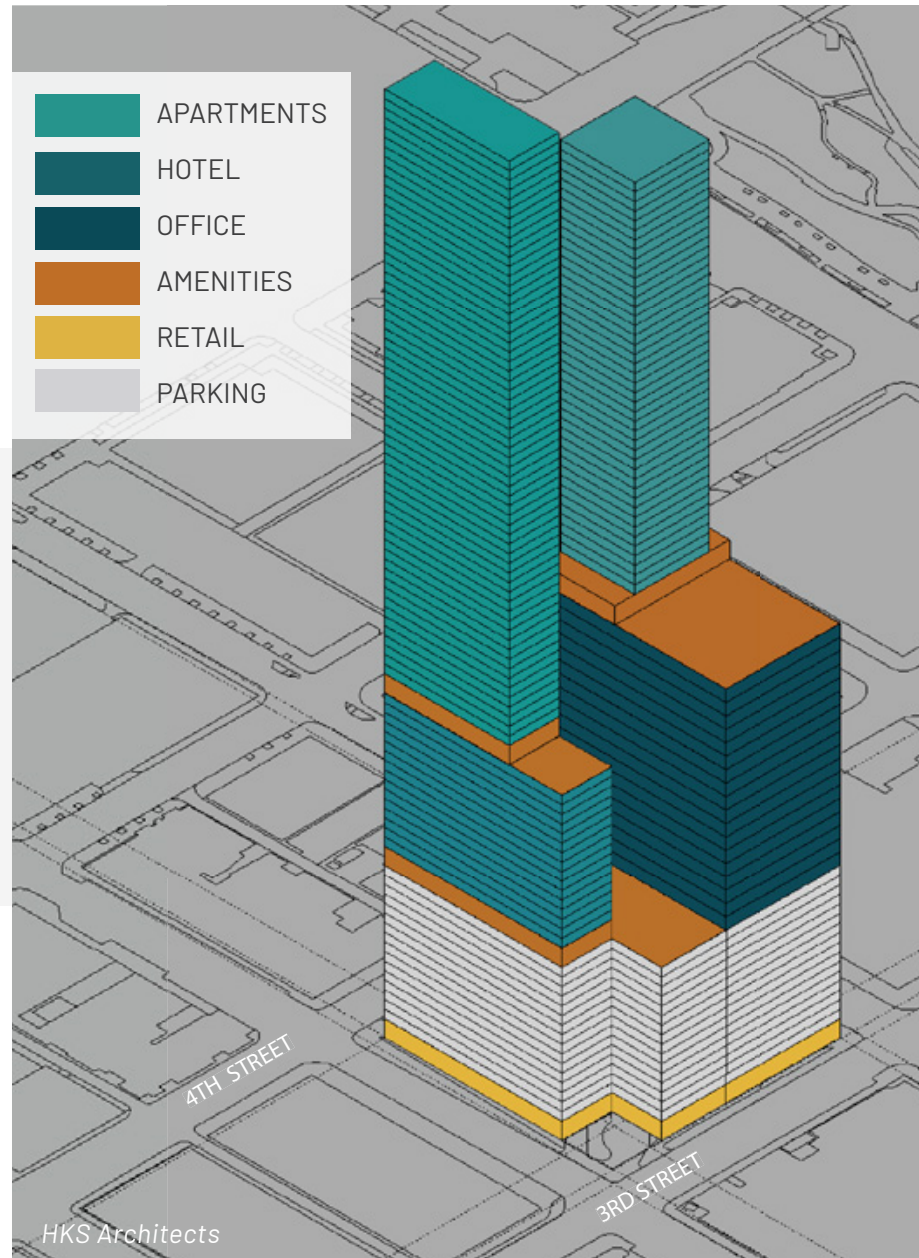
Multifamily (1.3/Unit)

**36 Spots**

Retail (1/275 SF)

**2,069 Spots**

TOTAL PARKING





# THE HOBBY BUILDING

Redevelopment Site

PHASE 1 TOWER - APARTMENTS  
61 LEVELS

PHASE 1  
16 LEVELS OF HOTEL

HOTEL AMENITIES

PHASE 1 TOWER - 16 LEVELS OF  
PARKING

PHASE 1 TOWER - CIVIC SPACE

PHASE 1

PHASE 2

PHASE 2 POINT TOWER -  
APARTMENTS 43 LEVELS

APARTMENT AMENITIES

18 LEVELS OF OFFICE SPACE

PHASE 2 -  
16 LEVELS OF PARKING  
1 LEVEL OF COMMERCIAL



# Austin CBD Area Overview

## Premier City Center with a Dynamic 24/7 Environment

Austin's dynamic urban core - the Central Business District - features some of the highest levels of tenant and resident demand across the country. A confluence of factors ensure that this unprecedented momentum will continue attracting multinational, national and local growth-oriented companies.

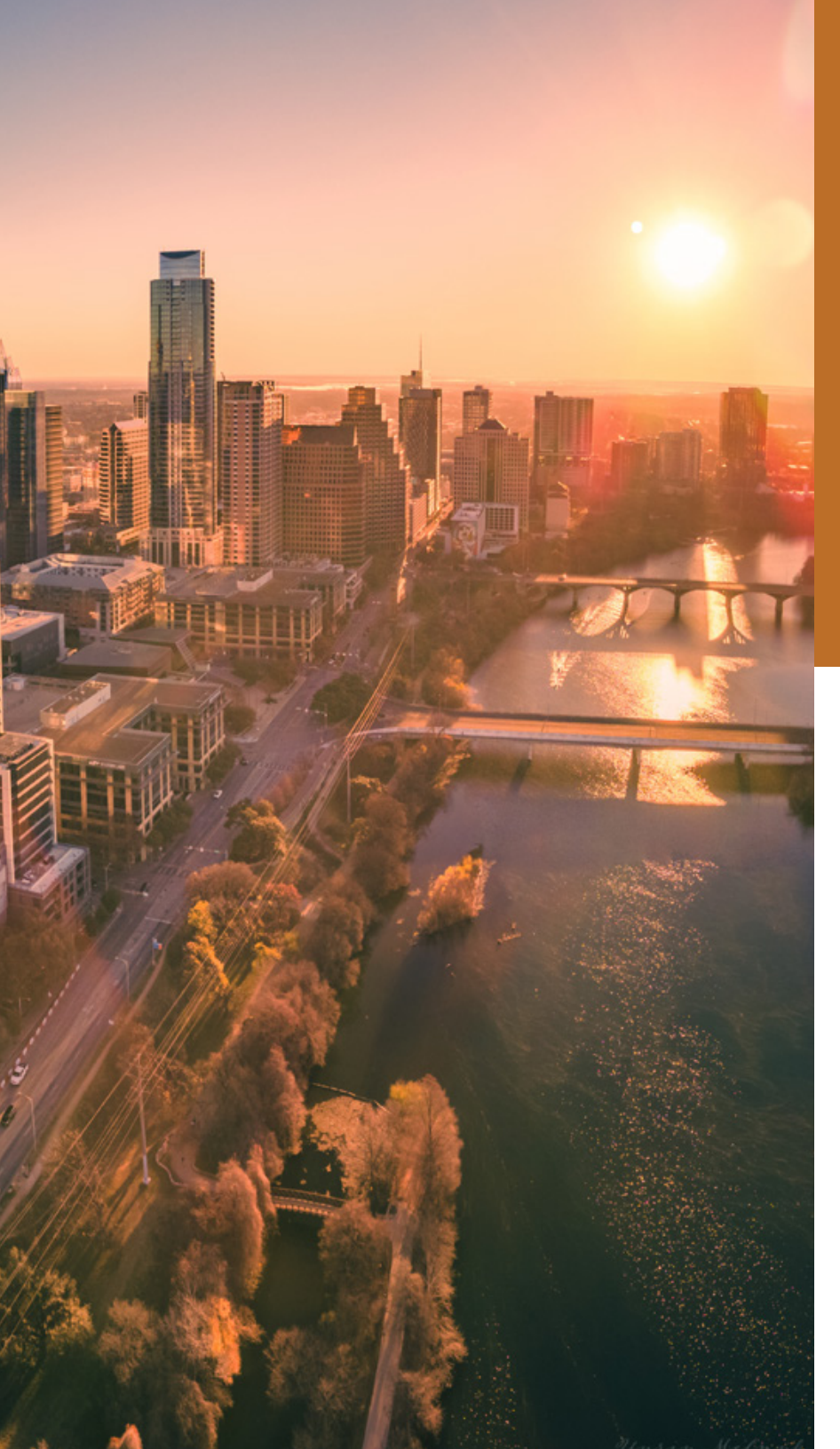
Downtown Austin's long-established 24/7, live-work-play environment, coupled with its high energy and unique atmosphere, make it unlike any other central business district in the nation. As the epicenter of government, education, culture, and ideas for the Lone Star State, the Austin CBD is also the city's economic hub with a daytime employment population of approximately 76,401.

Bound by The University of Texas to the north, Lady Bird Lake to the south, I-35 to the east, and Lamar Boulevard to the west, downtown Austin measures just two square miles and presents significant barriers to entry. Access to a highly educated workforce, as well as built-in recreational and renowned entertainment venues, make Austin's CBD an ideal location for today's top users whose millennial employees desire the lifestyle amenities it offers.

Its emergence as a "Downtown Digital District" and the addition of upscale retail, luxury hotels and exclusive residential towers, have ensured that the CBD will remain Austin's leading destination for residents and businesses alike.







# Area Demographics

0.5-Mile Radius from 333 Guadalupe



Average Household Income

**\$197,000**



White Collar Employment

**86.5%**



Bachelor's Degree or Higher

**81.3%**



Avg. Housing Value

**\$815,000**



Population Growth

**3.97%**

2022-2027 Annual Growth Rate



Household Growth

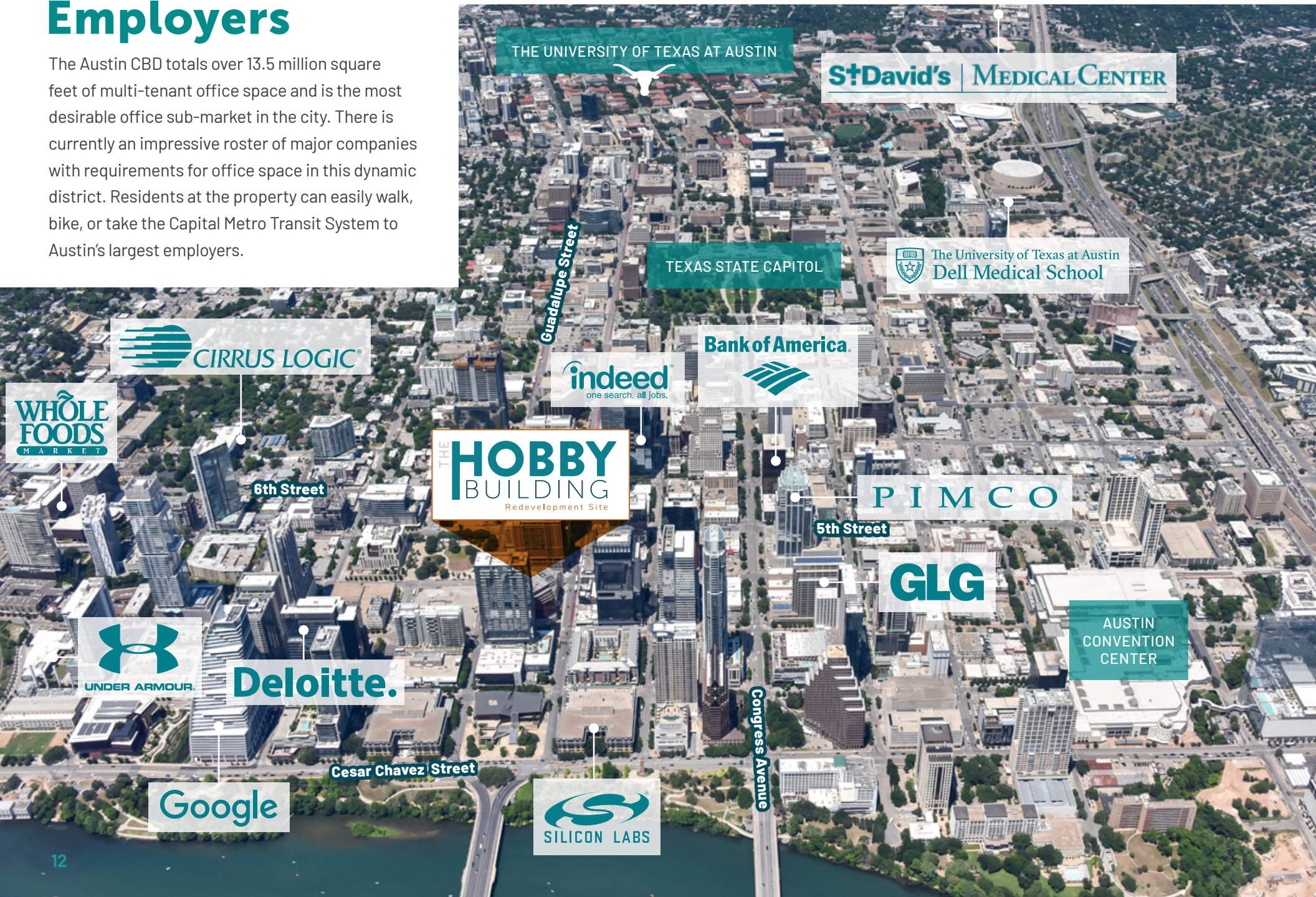
**4.53%**

2022-2027 Annual Growth Rate



# CBD Major Employers

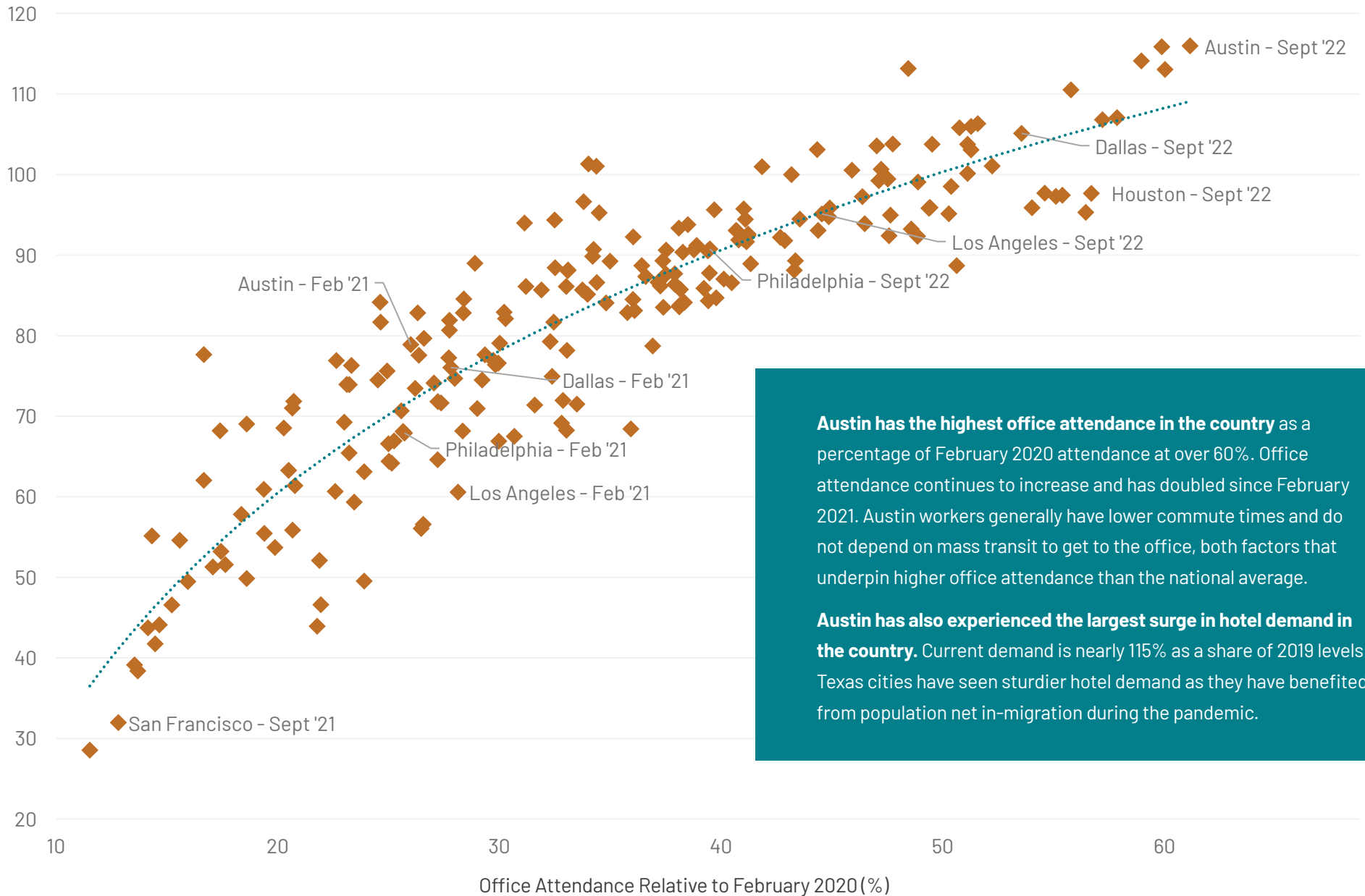
The Austin CBD totals over 13.5 million square feet of multi-tenant office space and is the most desirable office sub-market in the city. There is currently an impressive roster of major companies with requirements for office space in this dynamic district. Residents at the property can easily walk, bike, or take the Capital Metro Transit System to Austin's largest employers.





# Hotel Demand and Office Occupancy

Hotel Demand as a Share of 2019 Levels (%)



**Austin has the highest office attendance in the country** as a percentage of February 2020 attendance at over 60%. Office attendance continues to increase and has doubled since February 2021. Austin workers generally have lower commute times and do not depend on mass transit to get to the office, both factors that underpin higher office attendance than the national average.

**Austin has also experienced the largest surge in hotel demand in the country.** Current demand is nearly 115% as a share of 2019 levels. Texas cities have seen sturdier hotel demand as they have benefited from population net in-migration during the pandemic.



# Epicenter of Residential Demand

Austin's desirable lifestyle and affordability is attractive to all ages, but it is especially drawing educated Millennials, who make up nearly half of the downtown population. Downtown Austin grew from 4,000 residents in the early 2000s to more than 14,600 today, or a 370% increase, forcing developers to establish and maintain a robust housing construction pipeline. Estimates have the residential requirement in downtown Austin doubling over the next twenty years.

## Austin CBD Submarket & Construction Activity

- + Multifamily construction in the Austin CBD has been constrained by a lack of available sites and rapidly increasing construction costs.
- + With a population that has increased by 96% since 2010, nearly 28% of downtown Austin's 6,282 multifamily units have been completed in the last five years.
- + Downtown communities offer a popular urban lifestyle including walkability, entertainment and cultural amenities — targeting young professionals and empty nesters, the metro's largest group of renters.
- + Another 3,451 units are currently under construction, and developers plan to deliver roughly 42% of the submarket's small inventory over the next few years.

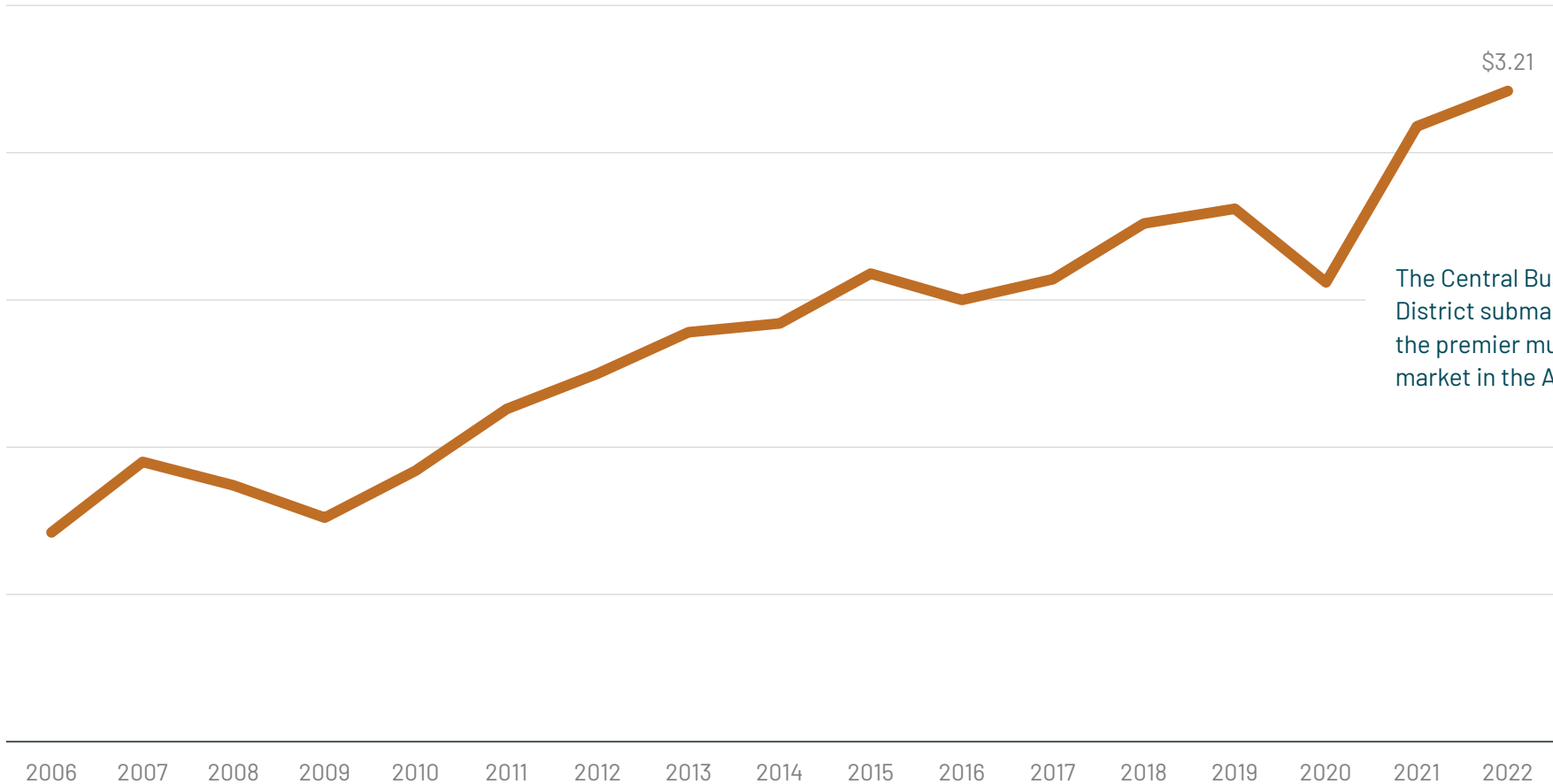
## Multifamily Snapshot

Inventory:	<b>5.5 MSF</b>
Occupancy:	<b>93.6%</b>
Avg Asking Rent:	<b>\$2.91</b>
12 Month Absorption:	<b>1,025 Units</b>
Under Construction:	<b>3,451 Units</b>





# Austin CBD Multifamily Rent Growth



The Central Business District submarket is the premier multifamily market in the Austin area.

*Data per Austin Investor Interests*

**Austin  
CBD  
Overview**

**Stabilized  
Average Occupancy**  
**92.5%**

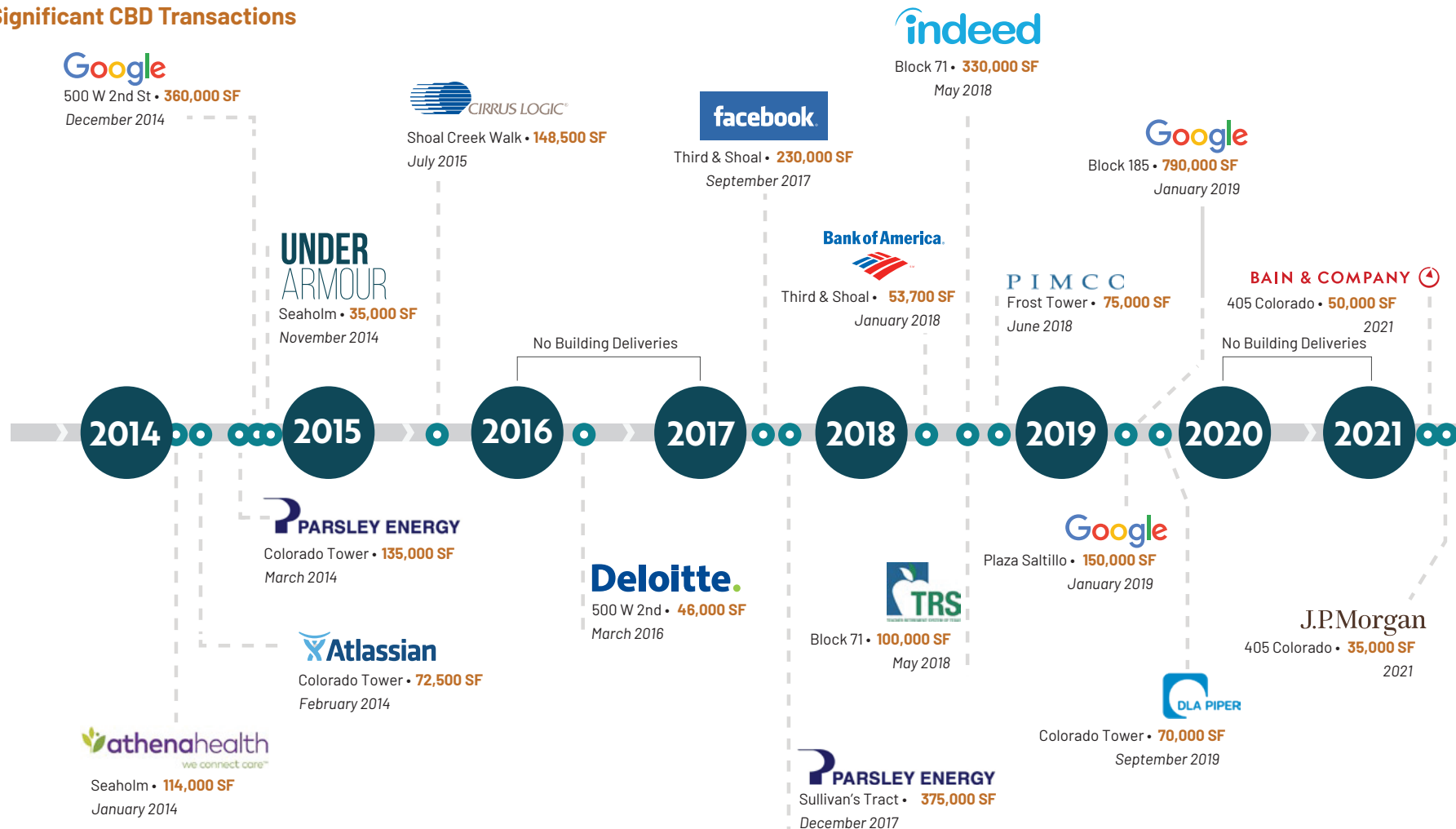
**Average Rent PSF**  
**\$3.21**



# Austin's Leading Office Submarket

Home to the State Capitol and the cultural heart of Austin, the CBD continues to experience strong tenant demand. The Austin CBD is a hotbed of global high-technology companies that validate the desirability of the CBD to major tech employers and will drive continued demand for the area. The Austin CBD office submarket is characterized by its quality, historical performance/ stability and future growth prospects that are being fueled by continued, robust demand. With 14.5 million square feet within 91 single- and multitenant buildings, the CBD is perennially Austin's strongest submarket with respect to occupancy, rents and absorption. High-quality, Class A space accounts for 10.3 million square feet, over 70% of the CBD's total inventory.

## Significant CBD Transactions





Over 60 high-tech Tenants are located in the CBD with expanding commitments from Google (700,000 SF new lease), Facebook (600,000 SF new lease) and Cirrus Logic (121,000 SF new lease).



## 2Q 2023

### True Class A Office Snapshot



Inventory:  
**9.4 MSF**



Occupancy:  
**91%**



Avg. FSG Asking Rents:  
**\$74.31 PSF**



Under Construction:  
**2.74 MSF**



Year-over-Year Rent Growth:  
**4.6%**

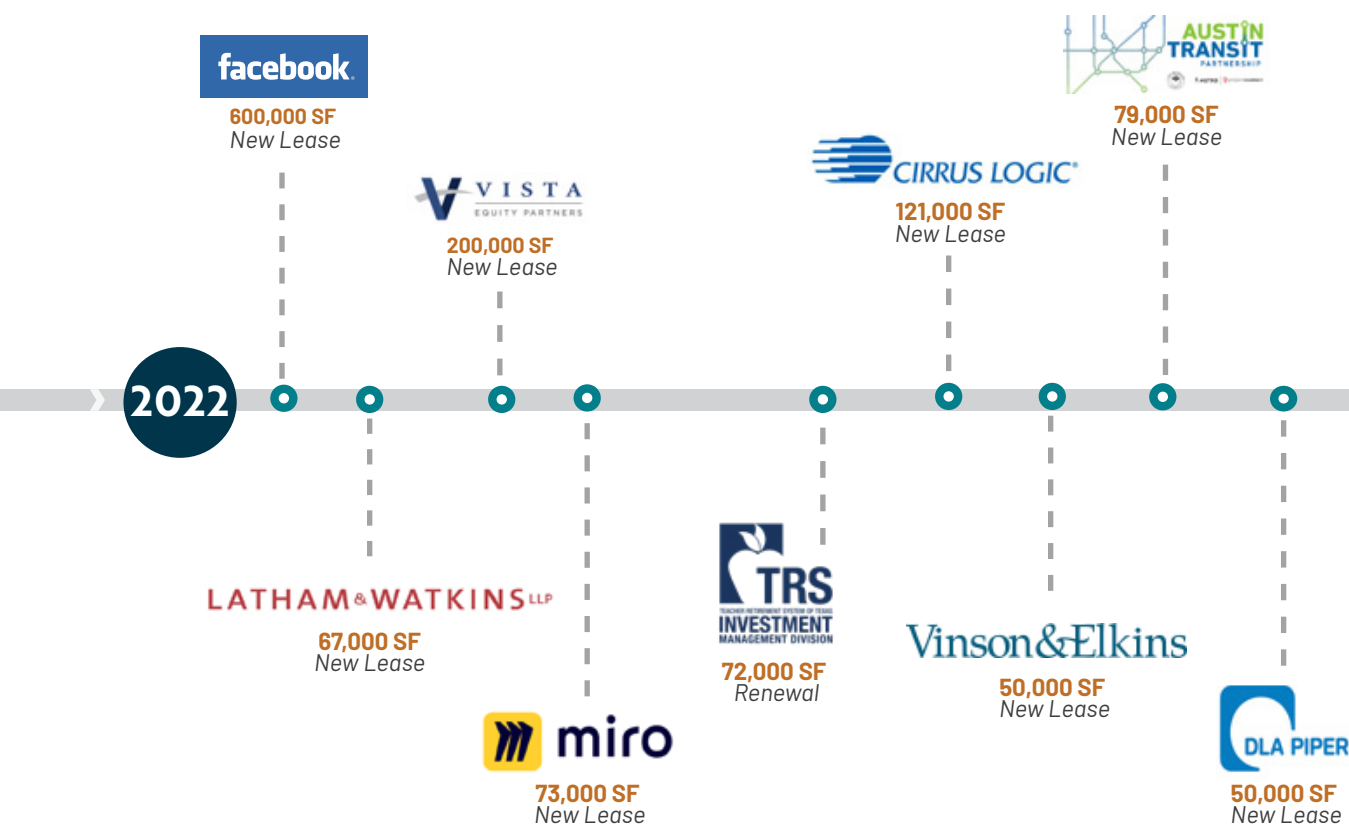


Average Parking Cost (Unreserved)  
**\$223/Month/Space**



Average Parking Cost (Reserved)  
**\$318/Month/Space**

True Class A includes the top 25 Class A office buildings in the CBD Submarket.



# Workforce Housing Overview

- + From 1970 to 1990 Austin was one of the most affordable cities in the country. However, since roughly 2000 Austin has rapidly become less affordable for many residents, including Austinites who embody the city's character and who provide critical services in the community such as our teachers, public safety workers and government employees. The city's growing economy and vibrant cultural assets continue to attract businesses and families, creating a steady population increase which further stresses housing supply and costs.
- + As economic prosperity and Austin's frequent listing as one of the best places to live make it an increasingly attractive community, population increases have resulted in rising property values. Longstanding residents in many urban and central neighborhoods are finding it difficult to remain in their homes or places of business. The process of gentrification, where more affluent people move into older, and often disinvested areas, has increased property values and resulted in the displacement of lower-income residents. The phenomenon is occurring not just in Austin, but in cities throughout America.
- + Affordability is not just defined by the price of housing, but also where one lives and if one has access to daily needs, public transportation, employment opportunities as well as greenspace and cultural amenities.
- + Median family incomes continue to increase at a significant pace across the Austin MSA. The 2023 Austin Median Family Income reached \$122,300, an increase of \$12,000 from the 2022 level.

## Austin MSA 2023 HUD Income Limits Summary

FY 2023 Income Limit Area	Median Family Income	FY 2023 Income Limit Category	Persons in Family							
			1	2	3	4	5	6	7	8
Austin- Round Rock, TX MSA	\$122,300	Very Low (50%) Income Limits (\$)	40,900	46,750	52,600	58,400	63,100	67,750	72,450	77,100
		Low (80%) Income Limits (\$)	65,450	74,800	84,150	93,450	100,950	108,450	115,900	123,400







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