

BROADWAY EAST



±14.7-Acres in San Antonio's premier submarket

San Antonio, Texas



SAN ANTONIO CBD

SUBJECT PROPERTY
±14.7 ACRES

PEARL DISTRICT

SAN ANTONIO RIVER WALK

BROADWAY ST

Broadway East: in the heart of San Antonio's premier live, work, play environment

Jones Lang LaSalle ("JLL"), on behalf of the owner, is pleased to present the opportunity to purchase the fee simple interest in Broadway East (the "Property"), a ±14.7-acre development site immediately adjacent to San Antonio's mixed-use gem, Pearl. With significant barriers to entry due to the historic nature of the surrounding neighborhoods along Broadway St., Broadway East is, and will be, the only development site with scale in the submarket. Located 1-mile from downtown San Antonio, 2.5 miles from Alamo Heights, and 0.3 miles from the River Walk, Broadway East is ideal for a variety of asset classes and allows investors the ability to develop San Antonio's next premier mixed-use project.

Investment Highlights

- Significant barriers to entry and the only development site with scale on Broadway near Pearl, San Antonio's premier live, work, play development
- Tremendous retail, office, multi-housing, and hospitality demand in the area
- Beneficiary of the city-funded Broadway Corridor Improvements
- Easy walking distance (1/3 mile) to the famous San Antonio River Walk
- Ease of access to all parts of the city with immediate proximity to Hwy 281 and I-35
- Flexible entitlements allow future development to meet market demand
- Immediately adjacent to assets with the highest multi-housing rents, in line with the highest office rents, and the highest RevPAR in the city





FROST TOWER
462K SF Class AA Office
Delivered 2019 • 80% Leased

TOBIN CENTER
San Antonio's leading arts
performance center & venue

THE ART RESIDENCES AT THE THOMPSON HOTEL
Under Construction
162-Key Hotel • Condos 83% Pre-sold

HEMISFAIR PARK | 96-ACRES
\$200M Mixed-Use
Redevelopment Approved 2018

THE LIGHT BUILDING
Creative Office Redevelopment
Delivering 2021

819 AUGUSTA
260 Class A Multi Units
Under Construction

**METHODIST
METROPOLITAN HOSPITAL**

THE SOTO | 141K SF CLASS A OFFICE
First Mass Timber Mid-Rise in Texas
Delivered June 2020

CPS
\$200M HQ • Deliv 2Q 2020

SOUTH MUSEUM REACH DISTRICT
San Antonio Museum of Art
1,500 Class MultiFamily Units
(1,200 UC or Delivered since 2014)

PEARL | 22-ACRES
23 Restaurants & Bars • 14 Shops & Services
Award Winning Hotel Emma
498K SF Class A Office
550+ Class A Residential Units

CREDIT HUMAN HQ
Delivering 2021

THE OXBOW
(Bank of America)

SUBJECT PROPERTY
±14.7 ACRES

THE MOSAIC ON BROADWAY
120 Class A Multifamily Units

**ENCORE MULTIFAMILY
DEVELOPMENT**
Delivering 2022

FUTURE JEFFERSON BANK HQ
185K SF Class A Office Tower
Under Construction

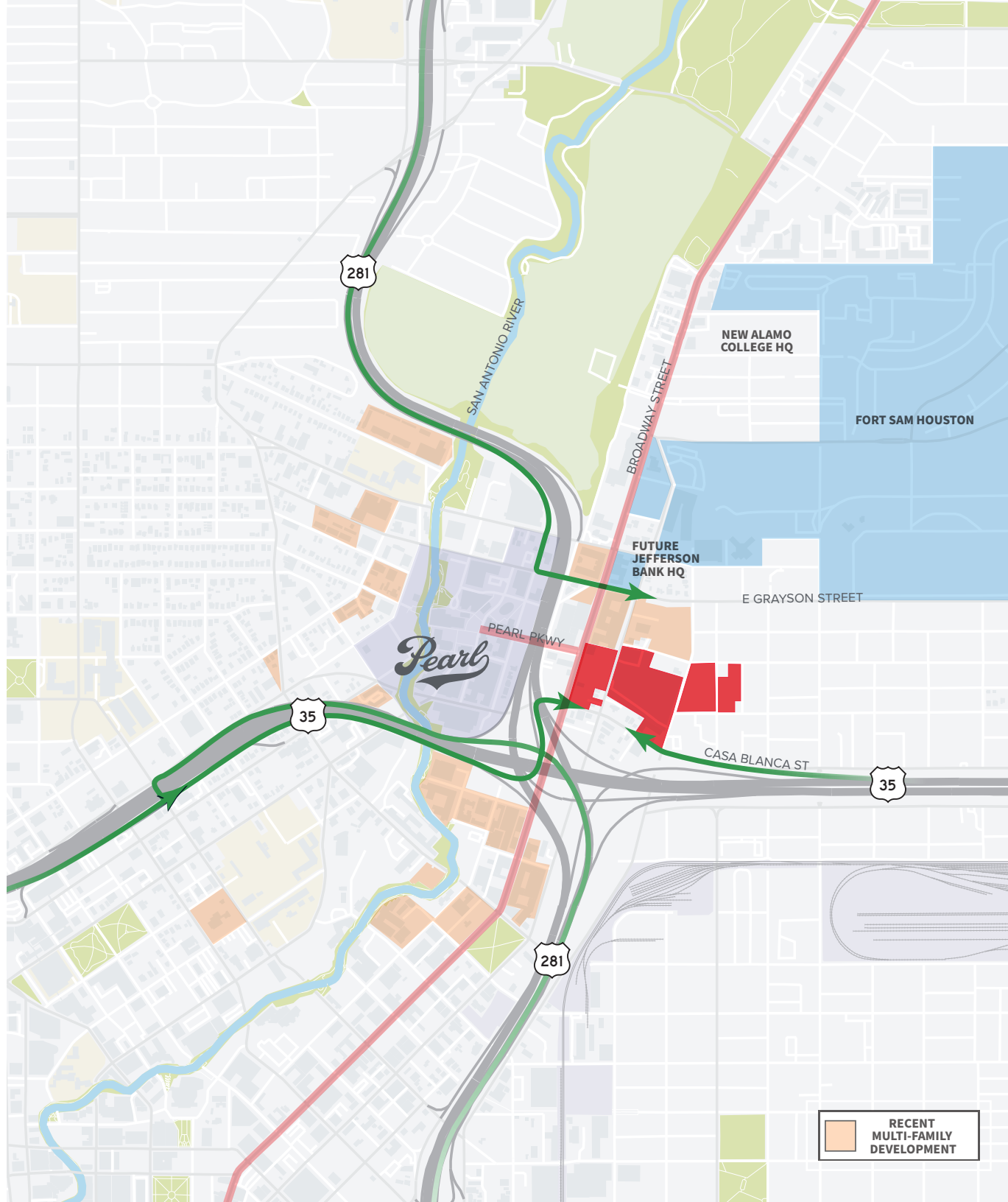
1800 BROADWAY
230 Class A Multifamily Units



Emerging Broadway Street Corridor

Positioned on the eastern edge of Pearl, Broadway East is the gateway to Broadway Street, experiencing urbanization on all fronts

The roughly 3-mile stretch along Broadway Street connecting Uptown (Alamo Heights) to downtown San Antonio is amid a robust revitalization movement from both public and private investment. Catalyzed by the success of Pearl's redevelopment, which is centrally located along the corridor, the city and county government seized on the opportunity to support the area's growth by investing nearly \$57.8 million into improvements on this part of Broadway Street. The government funded improvements such as adding traffic improvements, sidewalks, bicycle amenities, lighting, as well as other enhancements to create a more pedestrian friendly thoroughfare. Phase I of the construction began July 2020 and will encompass improvements along the lower Broadway area that ranges from downtown to the Highway 281 and Interstate 35 intersection. Construction along Broadway East's frontage of Broadway Street is estimated to commence in a couple of years.



THE OXBOW
(BANK OF AMERICA/MERRIL LYNCH)
Developer: Silver Ventures
Delivered: Q4 2020
Asking Rents: \$38.00/NNN
112,446 RSF
80+% leased

CREDIT HUMAN TOWER:
Developer: Silver Ventures
Est. Completion: Q1 2021
221,000 SF
95+% preleased

BROADWAY EAST



Immediately adjacent to San Antonio's newest trophy office buildings



PEARL PKWY: Pedestrian Walkway + Pearl Parking
(Over 120k visitors/month through COVID)

GRAYSON ST: Pedestrian Walkway + Pearl Parking

THE OXBOW
(Bank of America)

CREDIT HUMAN HQ

THE MOSAIC ON BROADWAY
120 Class A Multifamily Units

BRACKENRIDGE GOLF COURSE

FUTURE JEFFERSON BANK HQ
185K SF Class A Office Tower
Under Constructon

1800 BROADWAY
230 Class A Multifamily Units

ENCORE
Multifamily U/C

PEARL | 22-ACRES
23 Restaurants & Bars • 14 Shops & Services
Award Winning Hotel Emma
498K SF Class A Office
550+ Class A Residential Units

TRINITY UNIVERSITY
125-Acre Campus
Private University
2,600 Students • \$1.3B Endowment

JAPANESE TEA GARDENS

ALAMO QUARRY MARKET

ALAMO HEIGHTS
Avg. Home Value \$400K - \$2.75MM

SAN ANTONIO ZOO

UNIVERSITY OF THE INCARNATE WORD
Private University
10,200+ Students

281

35

N. ALAMO ST

BROADWAY ST

AUSTIN ST

I-35 FRONTAGE RD

CARSON ST

N HACKBERRY ST



LA CANTERA
RESORT & SPA

FiestaTexas
A SIX FLAGS THEME PARK
SAN ANTONIO

RIM

1604

281

1604

MarathonOil

UTSA VALERO

SHAVANO PARK

HILL COUNTRY VILLAGE

NORTHWEST SIDE

USAA

10

CASTLE HILLS

San Antonio International Airport

35

ALAMO COLLEGES

JBSA-Randolph Air Force Base

rackspace
HOSTING

CONVERSE

1604

South Texas MEDICAL CENTER

LEON VALLEY

281

ALAMO HEIGHTS

410

ALAMO COLLEGES

FAR WEST SIDE

410

BALCONES HEIGHTS

10

TRINITY UNIVERSITY

SAN ANTONIO ZOO

JBSA-Fort Sam Houston

KIRBY

10

SeaWorld
ADVENTURE PARKS

HYATT REGENCY
HILL COUNTRY RESORT & SPA

ST. MARY'S UNIVERSITY

Pearl

BROADWAY EAST

1604

MEMORIAL HEIGHTS

DOWNTOWN

SAN ANTONIO SPURS

151

MISSIONS
SAN ANTONIO

90

UTSA

H-E-B

ALAMODOME

ALAMO COLLEGES

90

JBSA-Lackland Air Force Base

PORT SAN ANTONIO

410

SOUTH SAN ANTONIO

35

HARLANDALE

HOT WELLS

BROOKS CITY BASE

410

PECAN VALLEY

ALAMO COLLEGES

410

Pearl

A catalytic development on the front line of San Antonio's urban revitalization

22-Acres | 23 Restaurants & Bars | 14 Shops & Services | Award Winning Hotel Emma | 498K SF Office | 650+ Class A Residential Units



The Pearl Aerial Key

Commercial / Mixed-Use

1. **1703 Broadway - Credit Human HQ**
2. **Oxbow - Bank of America**
3. **Can Recycle Building**
 - Bike World
 - 3 Residential Units
4. **Garage Building**
 - CHEF - Culinary Health Education for Families
 - City Education Partners
5. **Lab Building**
 - RBC Wealth Management
 - Silver Ventures
 - San Antonio Area Foundation
 - Adelante Boutique
 - Botika
 - Dos Carolinas
 - Feliz Modern POP
 - LeeLee
6. **Full Goods Building**
 - Prologis
 - San Antonio Business Journal
 - WestEast Design Group
 - Green Vegetarian Cuisine
 - Savor
 - 6 Residential Units
7. **CIA Building**
 - Culinary Institute of America
 - Lick Honest Ice Creams
 - 8 Residential Units

8. Bottling Dept. Food Hall

- Bud's Southern Rotisserie
- Jazz, TX
- Chilaquil
- Fletcher's Hamburgers
- Tenko Ramen
- The Bar at Bottling Dept.
- Mi Roti

9. Boiler House Texas Grill & Wine Garden

10. Cured

11. Best Quality Daughter

12. La Gloria

13. Blue Box Bar

14. Brasserie Mon Chou Chou

Residential / Mixed-Use

15. The Cellars at Pearl (122 Units)

- 122 Units
- Hiatus Spa + Retreat
- Achieving highest multi-housing rents in San Antonio

16. Can Plant (293 Units)

- High Street Wine Co
- Local Coffee
- Bakery Lorraine
- Bank of San Antonio
- The Sporting District
- Ten Thousand Villages
- Niche
- The Twig Book Shop

17. Southline (223 Units)

Hospitality

18. Hotel Emma (5-Diamond Award)

- Curio
- Larder
- Southerleigh Fine Food and Brewery
- Sternewirth
- Supper

Public Spaces & Venues

19. Pearl Stable

20. Parkito

21. Park at Pearl

- (Bi-Weekly Farmers Market)

22. Amphitheatre

Parking

23. Sub-Hwy 281 Lots

24. Koehler Garage

25. South Newell Lot

26. Full Goods Lot

27. La Gloria Parking Lot

28. River West Parking Lot

29. Daytime Overflow Parking

Future Development Tracts

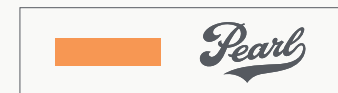
30. North Tract

31. West Tract

- New Development: Silver Ventures' Elmira Apartments (265 Units)

32. South Tract

33. Northwest Tract



GRAYSON ST.
(Pedestrian Walkway + Pearl Parking)

JEFFERSON BANK BUILDING

BROADWAY ST

MOSAIC APARTMENTS

PEARL PKWY
(Pedestrian Walkway + Pearl Parking)

BROADWAY ST

25

281

35

281

35

GRAYSON ST.

NEWELL AVE



1

2

3

23

11

30

4

19

5

20

10

16

17

26

7

21

8

6

24

14

15

27

22

18

12

28

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32

33



Location Overview



The cultural and culinary heart of San Antonio

Pearl is an authentic, world-class and iconic mixed-use development located just north of downtown San Antonio. Home to luxury high-end residences including the city's most prestigious multi-housing development in Cellars at Pearl, eclectic retailers, popular eateries, Fortune 500 and major regional employers, Pearl perfectly infuses its mixed-use elements on a 22-acre site with picturesque greenspace and a riverside amphitheater. Embracing the former brewery's historic past, the development features historic and rustic architecture with environmentally sustainable design and construction. Centrally located along the emerging Broadway Corridor at the confluence of US Highway 281 and Interstate 35, Pearl is poised to capitalize on the areas' continued growth over the coming years.



ULI Global Awards for Excellence Winner (2017-2018)



A culinary centric project offering some of the city's best dining

Developed with a penchant for the culinary, Pearl has successfully put together a food-focused mixed-use destination that thrives from bringing people together over some of the best dining and drinks San Antonio has to offer. Pearl contains 23 venues including restaurants, bakeries, cafés and bars, offering a diverse array of culinary options, from high-end southern inspired cuisine to Peruvian-Asian fusion, and everything in between. In

addition to eateries, outdoor farmers markets are held twice a week at Park at Pearl, hosting over 45 local vendors offering a wide range of food products.

Pearl is also home to one of four campuses around the world for the Culinary Institute of America ("CIA"), a premier private culinary college. The 30,000 square foot campus on-site focuses its education on Latin Cuisine and baking and pastry arts. The CIA runs the staple restaurant, Savor, where customers can enjoy tailored three to four-course meals created by advanced CIA students under the faculty's professional guidance. The school also offers regularly scheduled cooking, wine and beverage classes to non-students.



CURED

CURED



SUPPER

SUPPER



BOTIKA

BOTIKA 



Pearl

Hotel Emma, authentic Texas hospitality

The Hotel Emma is a 146-room boutique hotel operating in the former 19th century brewhouse. Featuring original brick walls, pillars, mezzanine, and décor, the award-winning hotel is the third highest revenue generating hotel in the state of Texas, averaging around \$296 RevPAR, well above San Antonio's average RevPAR of \$77. In addition to first-class service and luxurious rooms, Hotel Emma's amenities include a rooftop pool, fitness center, Sternewirth Bar, and their flagship restaurant Supper, in addition to dozens of the more walkable restaurants, bars, services and entertainment located at Pearl and immediate area.

AAA's Five Diamond Award Designation

#8 on Traveler's Choice Hotel Awards Top Hotels in the Nation

Best 50 Hotels in the U.S. & The Only Texas Hotel to Make the List

A piece of Texas history preserved and transformed for future generations

Operating as a brewery for 118 years, the original brewery was founded in 1883 and kickstarted by a group of local businessmen who formed the San Antonio Brewing Association and Pearl Beer brand several years later. The brewery's prominence was elevated in 1916 when it became the largest brewery in Texas, producing 110,000 barrels per year under the leadership of Emma Koehler. When the Prohibition era began in 1919, the brewery's operations proved resilient under the continued leadership of Emma Koehler, shifting production to bottling near beer and soft drinks, dry cleaning and

ice cream over the 14-year period. Within minutes of prohibition ending on midnight of September 15, 1933, 100 trucks and 25 railroad boxcars loaded with beer rolled out of the brewery grounds. The Brewery continued operations business as usual over the next decades until 1985 when Pabst Brewing Company (PBC) purchased the Brewery, operating it for the next 16 years before ceasing operations in 2001.



Drive Time from Broadway East

4 min
FORT SAM HOUSTON

5 min
DOWNTOWN

7 min
ALAMO QUARRY/
ALAMO HEIGHTS

8 min
SAN ANTONIO
INTERNATIONAL AIRPORT

8 min
SOUTHTOWN/KING
WILLIAM DISTRICT

9 min
AT&T CENTER

20 min
THE RIM

20 min
LA CANTERA/
EILAN

Coveted central location at the confluence of regional traffic ways

Broadway East's prime central location boasts exceptional connectivity to the rest of San Antonio via Highway 281, Interstate 35, and Broadway Street. Connectivity is further boosted as Broadway serves as one of the main routes for the San Antonio Via Bus and Rapid Transit systems.

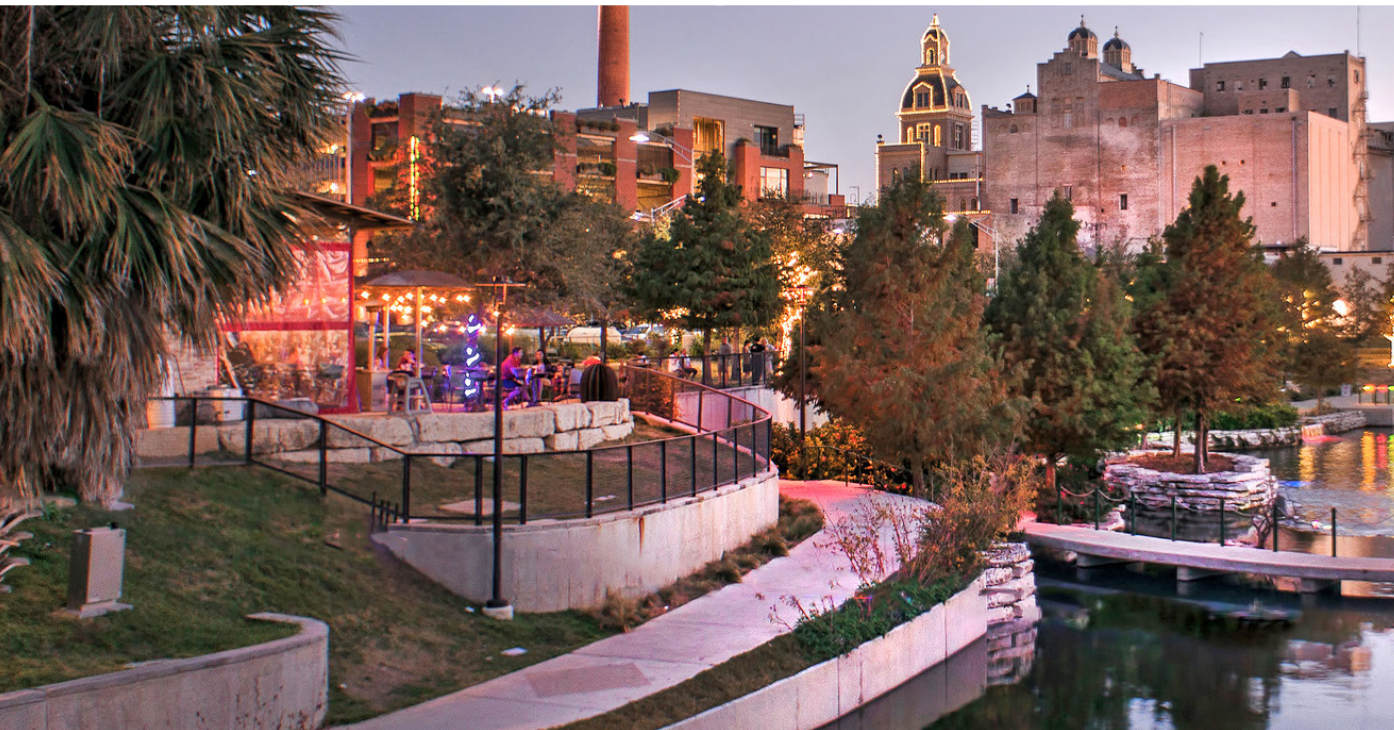
An amenity rich location distinct to San Antonio's core

Broadway East is within walking distance of 42 bars, restaurants and cafés, not including those at Pearl, and in close proximity to some of the city's most popular attractions including downtown, the San Antonio Zoo, Japanese Tea Gardens, Botanical Gardens, the Riverwalk, and Museum Reach District, which has seen over \$2B in public and private investment since 2009.

Broadway transformation connecting midtown to downtown

A three-phased renovation project by the city of San Antonio set to begin this year will transform the 3-mile stretch of Broadway from E Hildebrand Road to E Houston Street and encompass improvements to traffic and bicycle lanes, street parking, approaches, drainage, underground utility conversion, and pedestrian friendly renovations to lighting, landscaping, and sidewalks.

San Antonio Economic Overview



Accolades

**NO. 1
AMERICA'S NEXT BOOM TOWN**

FORBES

**TECH HOTSPOT
INC.**

**NATION'S 2ND HIGHEST
GROWTH OF MILLENNIALS**

BROOKINGS

**TOP 5 FOR
ECONOMIC PERFORMANCE**

BROOKINGS

**TOP 10 MUST-VISIT
DESTINATIONS**

FORBES

**TOP 25 MARKET FOR
REAL ESTATE INVESTMENT
2020**

ULI'S EMERGING TRENDS IN REAL ESTATE®

Population Trends

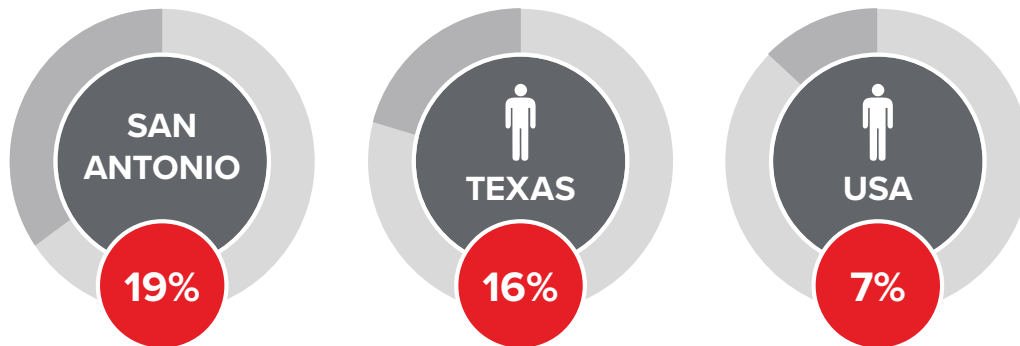
- Second fastest growing city in the U.S. with 20,824 new residents between 2017-2018
- 2.5+ million MSA residents: second most populous city in Texas, 7th largest in the U.S.
- One of the Nation's fastest growing millennial populations in the U.S.

Employment Trends

- Healthy job market credited to diverse industries: established financial services, rapidly growing life sciences, new energy, and a booming IT and cybersecurity presence
- Educated, young workforce, low business costs, and city-backed financial incentives continue to attract startups and corporate relocations
- Top market for job seekers: steady employment growth and low unemployment levels

POPULATION GROWTH

2010-2019



EMPLOYMENT GROWTH

August 2019

Jobs (T-12)	22,000	San Antonio Unemployment Rate	3.2%
Lowest Unemployment Rate (MSA)	14th	Texas	3.4%
		U.S.	3.8%



2ND FAST GROWING CITY IN THE COUNTRY

Increase of 20,824 residents between 2017-2018



120 PEOPLE MOVING TO SAN ANTONIO PER DAY

Population of 1.6M expected to double by 2040



MILLENNIAL POPULATION AMONG FASTEST-GROWING IN THE NATION



COMPETITIVE COST OF LIVING, 13.1% LESS THAN U.S. AVERAGE



INTERNATIONALLY RECOGNIZED AS A LEADING PROVIDER OF CYBERSECURITY



LARGEST ACTIVE & RETIRED MILITARY POPULATIONS IN THE U.S.

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