



HARTLAND PLAZA

AUSTIN, TEXAS

URBAN CORE 184,128 SF CLASS A OFFICE | Executive Summary





PROPERTY OVERVIEW

Address	1717 W. 6th Street
RSF	184,128 sf
Occupancy	95%
WALT	4.4 Years
Site (acres)	3.39
Year Built / Renovated	1984 / 2004 / 2017
Avg. In-Place Rent PSF	\$35.14

EXECUTIVE SUMMARY

JLL has been exclusively retained by the Owner to offer qualified investors the opportunity to purchase a fee simple interest in Hartland Plaza (the “Property”), a 95% leased four-story, 184,128-square foot Class A office asset ideally located in Austin’s urban core at the intersection of West 6th St and MoPac, providing direct access to Downtown Austin via West 5th St. and broader connectivity via MoPac. Hartland Plaza is in the heart of Austin’s Urban Core, ideally situated between the affluent neighborhoods in West Austin and Downtown and within walking distance of over 15 bars and restaurants. The Property’s micromarket is exceptionally tight, with a 95% occupancy rate, contributing to base rents that eclipse \$46 PSF NNN. With 4.4 years of remaining lease term to a diverse rent roll of tenants and in-place rents 14% below market, Hartland Plaza represents a rare Core Plus investment opportunity within the nation-leading Austin real estate market.

Investment Highlights



**Diversified In-Place
Cash Flow With
Mark-To-Market
Opportunity**



**Prime Urban
Core Location**



**Austin Urban
Core's Office
Performance**



**Austin Economic
Resilience**

INVESTMENT HIGHLIGHTS

Diversified In-Place Cash Flow With Mark-To-Market Opportunity

Hartland Plaza is 95% leased with 4.4 years of WALT to a diverse rent roll of 35 tenants creating recession-proof cash flow, evidenced by over 84,000 square feet (45% of RSF) of leasing activity and a 14.3% increase in market rents since January of 2020. Due to the exceptionally tight micromarket and demand for smaller blocks of space in the Urban Core, Class A base rents have grown rapidly, producing in-place rents 14% below market. The Property's limited exposure to any single tenant creates a balanced rollover of approximately 12% per year on average, diversifying risk while presenting an opportunity to mark rents to market and capture the continued rent growth in the micromarket.

84,000+ SF

of Leasing Activity Since 2020

4.4

Years of WALT

22

Leases Signed Since 2020

14%

Mark-To-Market Opportunity

14.3%

Increase in Market Rent Since 2020

12%

Average Annual Rollover

95%

Leased

29%

of Active Requirements <10,000 SF

35

Diversified Tenants

14

Different Tenant Sectors

MAJOR TENANTS

ZELLO

ZELLO | Technology

14,667 SF | WALT / 4.1

@ rev

REV.COM | Technology

15,711 SF | WALT / 5.1

AQUILA

AQUILA | Real Estate

10,184 SF | WALT / 6.4

**MUNSCH
HARDT**

MUNSCSH HARDT | Legal

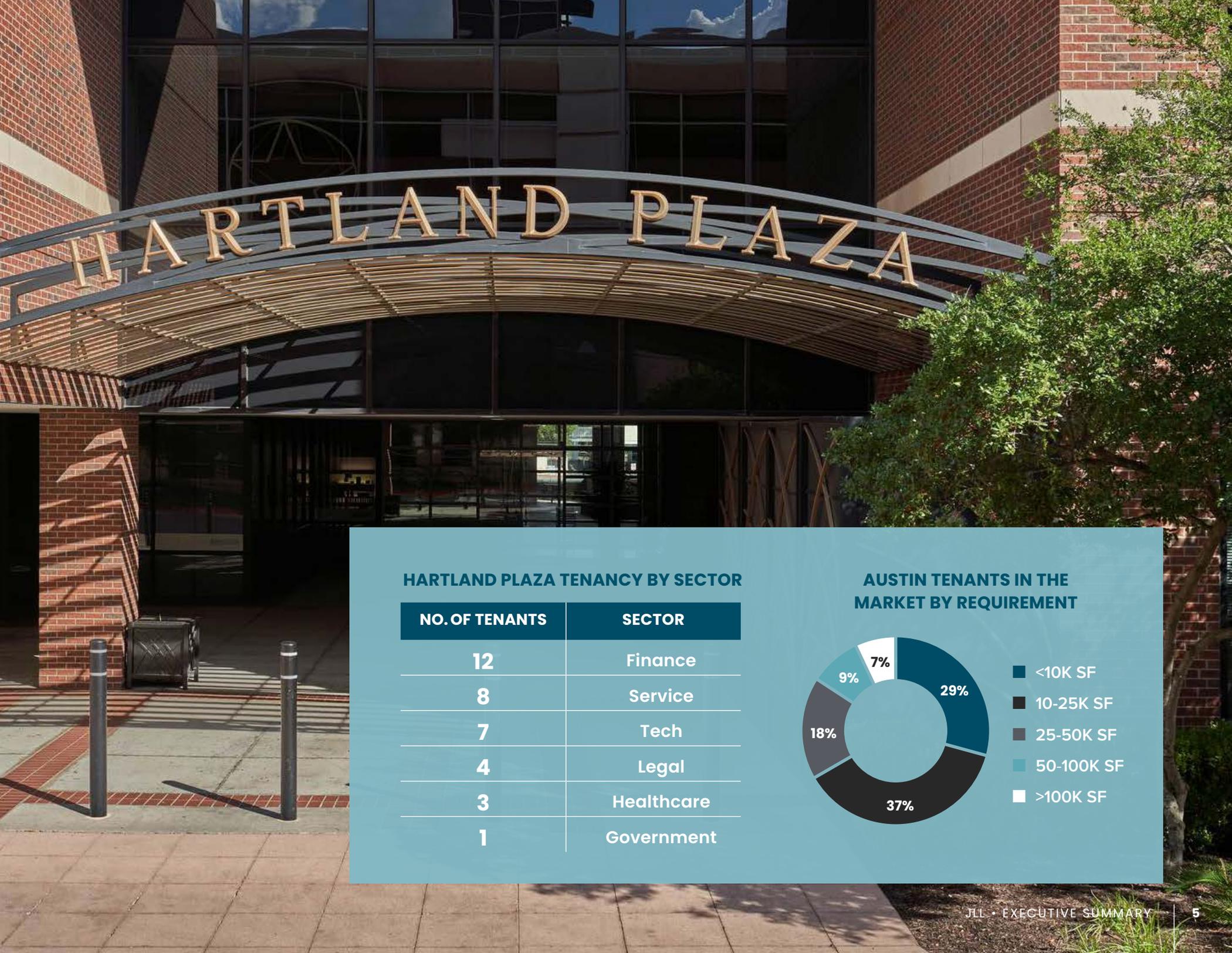
8,553 SF | WALT / 7.4

DISCOVERY
Mood & Anxiety Program

DISCOVERY PRACTICE MANAGEMENT

Healthcare

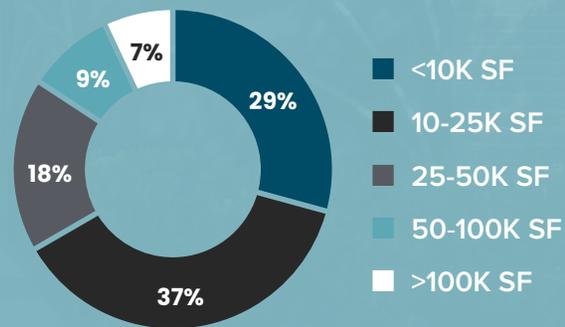
14,347 SF | WALT / 7.5



HARTLAND PLAZA TENANCY BY SECTOR

NO. OF TENANTS	SECTOR
12	Finance
8	Service
7	Tech
4	Legal
3	Healthcare
1	Government

AUSTIN TENANTS IN THE MARKET BY REQUIREMENT

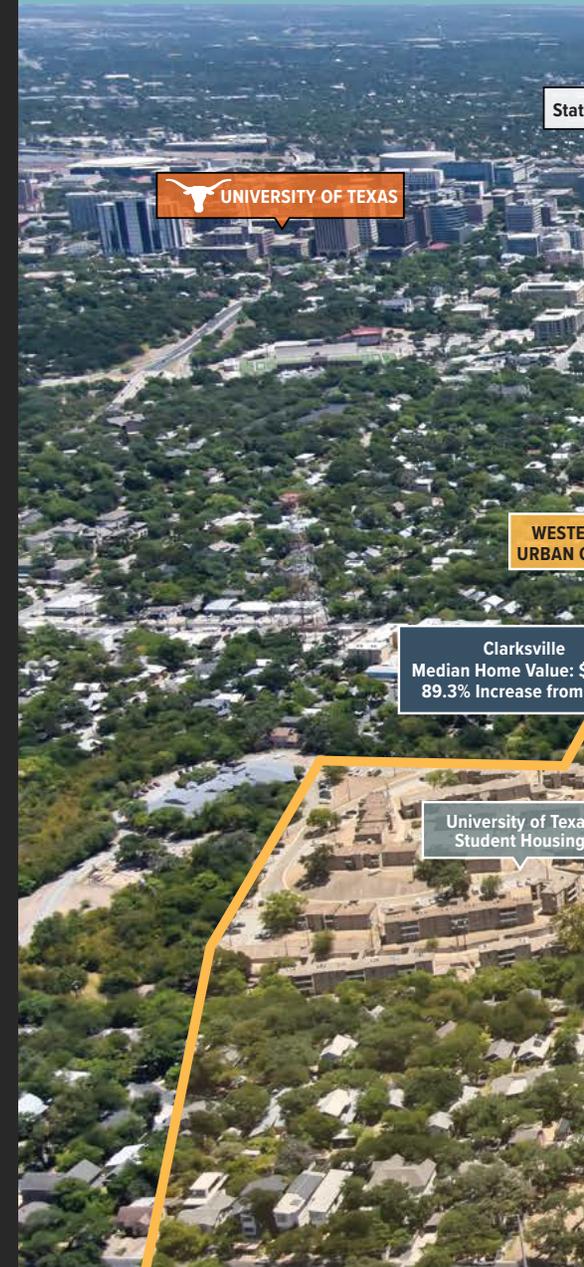


Prime Urban Core Location

Hartland Plaza is ideally located on a full block at the intersection of 5th & 6th Streets and MoPac, adjacent to the affluent neighborhoods of West Austin and Downtown Austin. The Property provides immediate access to Downtown Austin while avoiding the traffic and congestion, appealing to decision makers in affluent West Austin, and reducing commutes by 10-30 minutes compared to Downtown and East Austin. Additionally, the Property boasts an abundance of first-class walkable amenities, as well as access to Ladybird Lake and the Roy & Ann Butler Hike and Bike Trail.

5-Minute Neighborhoods

NEIGHBORHOOD	MEDIAN SALE PRICE	YEAR-OVER-YEAR GROWTH	5-YEAR GROWTH
Austin MSA	\$630,000	6%	68%
Clarksville	\$1,295,000	26%	188%
Tarrytown	\$1,950,000	55%	140%
Pemberton Heights	\$2,975,000	57%	189%
Rollingwood	\$2,650,000	19%	104%
West Lake Hills	\$2,525,600	21%	105%



1 MIN

Loop 1
(Mopac)

3 MIN

Butler Hike
& Bike Trail

5 MIN

6th & Congress

7 MIN

Zilker Park

7 MIN

South
Lamar District

9 MIN

SOCO
District

10 MIN

The University
of Texas

15 MIN

Austin Bergstrom
Int'l Airport



HARTLAND PLAZA

1111 W Sixth St North
Under Construction
86,134 SF | 88% Leased



1111 W Sixth St South
Delivered 2021
70,104 SF | 100% Leased



The Clark
Delivered March 2019
226 MF Units

Clarksvillage
Proposed | 9 Retailers
5 Restaurants | Hotel & MF



Proposed Mixed-Use
Development
200,000 SF

300/301 Pressler St & 1505 W Fifth
Est Delivery 2025 | 282 MF Units

Pressler Apartments
Delivered 2009 | 168 MF Units

1608 W Fifth
Delivered March 2022
46,687 SF | 100% Leased



HARTLAND PLAZA

JLL Plaza
Delivered 2009
115,975 SF | 100% Leased

5th Street Commons
Delivered 2008 | 150 MF Units
41,806 SF Retail

Austin
High School

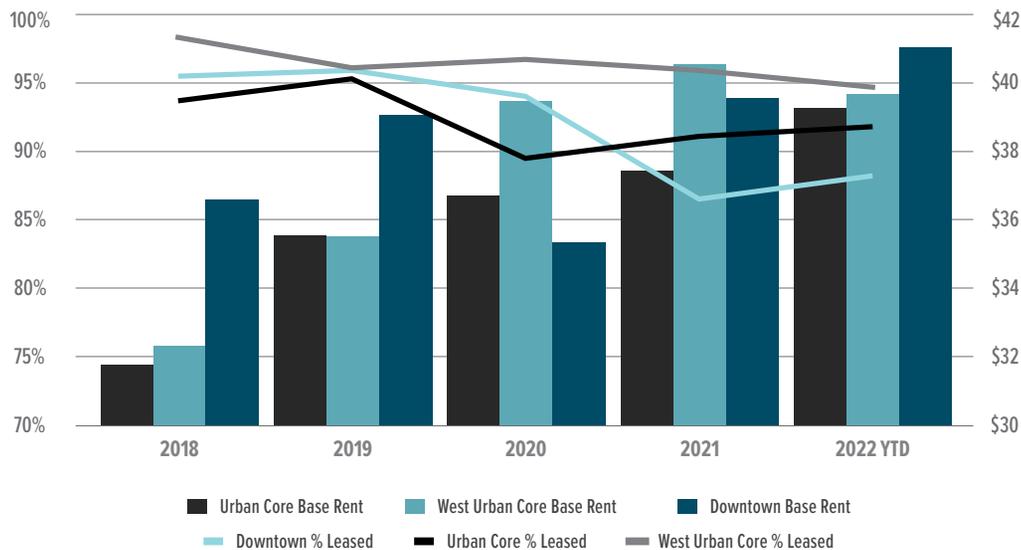
Austin Urban Core's Office Performance

Austin's West Urban Core is bound by MoPac to the West, Cesar Chavez St. to the South, North Lamar Blvd. to the East, and W 9th St. to the North.

TAKEAWAY

With direct accessibility to the affluent neighborhoods concentrated West of Downtown and increased demand for urban, walkable boutique projects, Hartland Plaza is perfectly situated to take advantage of the demand and rent growth of Austin's Urban Core.

**CLASS A BASE RENT VS OCCUPANCY
URBAN CORE VS WEST URBAN CORE VS DOWNTOWN**



9% Inventory Growth Since 2020
West Urban Core

HIGHER BARRIERS TO ENTRY THAN

16% Inventory Growth Since 2020
Downtown

22% Base Rent Growth (2018-2022)
West Urban Core

OUTPERFORMS

12% Base Rent Growth (2018-2022)
Downtown

95% Leased
West Urban Core

OUTPERFORMS

87% Leased
Downtown

**80+%
Pre-Leasing on Last 3
West Urban Core Deliveries**

**3
Consecutive Years of Positive
West Urban Core Net Absorption**

MARKET SNAPSHOT

MARKET	DOWNTOWN	URBAN CORE	WEST URBAN CORE	
% Leased	87%	92%	95%	← Exceptional Occupancy
Inventory	13,382,946	2,814,908	545,337	← Tight Micromarket
Average Base Rent	\$44.12	\$39.24	\$39.66	← More Affordable Than Downtown
Rent Growth (2012 - 2022)	74%	87%	87%	← Faster Rent Growth
Net Absorption (YTD 2022)	1,533,111	280,719	26,010	← Strong Leasing Momentum
Inventory Growth (2018 - 2022)	21%	52%	27%	← Higher Barriers To Entry
Monthly Parking Rate Per Space	\$225	\$150	\$125	← More Parking at Lower Prices
Average NNN Expenses	\$30	\$25	\$25	← Significantly Lower Gross Rental Rates

Austin's Unmatched Economic Performance

BOOMING POPULATION & EMPLOYMENT GROWTH

47%

Employment Growth Since 2012

28%

Population Growth Since 2012

#1

Among Dallas, Seattle, Denver, Phoenix, Atlanta

PROVEN RESILIENCE

9%

Employment Growth (2021)

3x

Employment Growth Rate Of The US (2012-2022)

#1

City For Great Recession Economic Performance

3.9%

Average Annual Employment Growth (2012-2022)

BUSINESS MAGNET

126%

Increase In Corporate Relocations/
Expansions Since 2012

195

Corporate Relocations/Expansions (2021)

26,000+

New Jobs (2021)

525

Corporate Relocations Since 2019

COMPELLING AFFORDABILITY

129

Austin Cost Of Living Index

23%

More Affordable Than Seattle

47%

More Affordable Than San Francisco

24%

More Affordable Than New York





Austin was named the **#1** Market for Global Real Estate Investment by AFIRE in 2022 with real estate investors taking note of it's rapid population growth, large influx of corporate relocations and expansions, quality of life, economic resilience, and relative affordability.

LOOP
1

HARTLAND PLAZA

W LYNN ST

W 6TH ST

W 5TH ST

W CESAR CHAVEZ

DOWNTOWN
AUSTIN

ZILKER PARK



1703 West 5th Street, Suite 850 | Austin, TX 78703
www.us.jll.com/capitalmarkets

Copyright © Jones Lang LaSalle IP, Inc. 2022

Jones Lang LaSalle Americas, Inc. or its state-licensed affiliate ("JLL") has been engaged by the owner of the property to market it for sale. Information concerning the property [properties] described herein has been obtained from sources other than JLL, and neither Owner nor JLL, nor their respective equity holders, officers, directors, employees and agents makes any representations or warranties, express or implied, as to the accuracy or completeness of such information. Any and all reference to age, square footage, income, expenses and any other property specific information are approximate. Any opinions, assumptions, or estimates contained herein are projections only and used for illustrative purposes and may be based on assumptions or due diligence criteria different from that used by a purchaser. JLL and owner disclaim any liability that may be based upon or related to the information contained herein. Prospective purchasers should conduct their own independent investigation and rely on those results. The information contained herein is subject to change. The Property may be withdrawn without notice. If the recipient of this information has signed a confidentiality agreement regarding this matter, this information is subject to the terms of that agreement. ©2020. Jones Lang LaSalle IP, Inc. All rights reserved.

DEAL CONTACTS

INVESTMENT ADVISORY

Andrew Levy

Senior Managing Director
469 232 1961
Andrew.Levy@am.jll.com

Kelsey Shebay

Managing Director
512 532 1927
Kelsey.Shebay@am.jll.com

Drew Fuller

Managing Director
512 532 1931
Drew.Fuller@am.jll.com

FINANCING

Kyle Spencer

Managing Director
512 532 1921
Kyle.Spencer@am.jll.com

Chris McColpin

Managing Director
512 532 1941
Chris.McColpin@am.jll.com

ANALYTICAL SUPPORT

Patrick McCord

Vice President
512 532 1928
Patrick.McCord@am.jll.com

Clayton Knavel

Analyst
512 532 1910
Clayton.Knavel@am.jll.com