

THE
ROW

Deep roots, new horizons in southeast Austin.

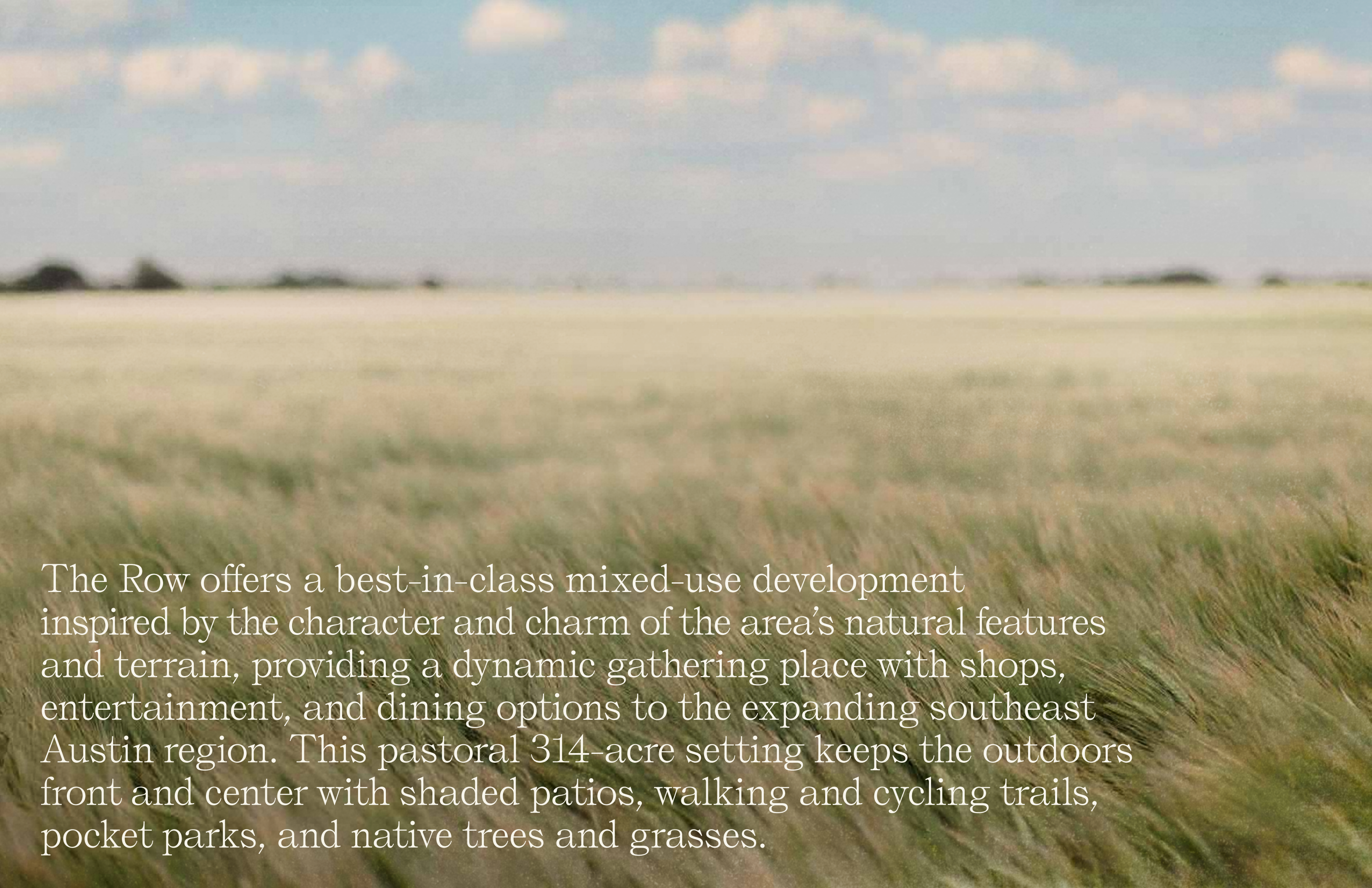
 PRESIDIUM



SECTIONS

- 1 Introduction
- 2 Market Snapshot
- 3 Vision
- 4 Retail
- 5 Appendix & LODs

Introduction

A wide, flat field of tall grasses under a blue sky with scattered clouds. The grasses are a mix of green and yellow, suggesting a late summer or autumn setting. The horizon is flat and distant, with a few dark silhouettes of trees or structures visible. The sky is a clear, pale blue with soft, white clouds.

The Row offers a best-in-class mixed-use development inspired by the character and charm of the area's natural features and terrain, providing a dynamic gathering place with shops, entertainment, and dining options to the expanding southeast Austin region. This pastoral 314-acre setting keeps the outdoors front and center with shaded patios, walking and cycling trails, pocket parks, and native trees and grasses.

PROJECT TEAM



Founded in 2003, Presidium is a Dallas and Austin, Texas-based real estate developer, owner, and operator with a 22-year operating history and an existing real estate portfolio totaling approximately \$2.6 billion AUM. We represent a spectrum of disciplines, including acquisitions, development, property management, asset management, construction, law, finance, accounting, special servicing and public-private partnerships. At Presidium, our mission is to craft vibrant and unique communities, deliver exceptional returns for our partners and nurture a collaborative, supportive atmosphere for our employees. Together, we strive to make a meaningful impact on the lives we touch and the neighborhoods we enrich.



Since its founding in 1990, Weitzman has grown to become the dominant retail-focused commercial services firm based in Texas. The privately held firm operates offices in all of Texas' major markets of Austin, Dallas-Fort Worth, Houston, and San Antonio and represents more than 44 million square feet of retail and commercial properties statewide. The headquarters is located in Dallas, and all four offices are full-service.

Our track record of success for our clients makes us one of the most dominant regional commercial real estate services firms in the United States. Through client service delivered with professionalism and results, we have grown to become one of the most respected and honored regional real estate firms in the country. Our services are provided by the industry's top professionals, who utilize market knowledge, networking and up-to-the-minute research to get results for our clients.



Master Planning



Civil Engineering



Retail Architecture



Landscape Architecture



Hotel Architecture



Multifamily Architecture



Branding, Marketing, Signage



Parking Consultant



MEP Engineering



Structural Engineering



8 miles to
Downtown
Austin

EXCEPTIONAL HIGHWAY VISIBILITY

150,000+
vehicles per day
on SH-71 and SH-130



A CUSTOMER BASE WITH
BUYING POWER

\$126,000

Austin-area average family income



97% retail
occupancy

15-MILE DAYTIME POPULATION

1,144,659
(and growing)

5 min. to Tesla
Gigafactory
20,000 daytime employees right next door



AUSTIN'S NEXT RETAIL DESTINATION

- LEGEND**
- RETAIL DISTRICT
 - PROPOSED TRAIL
 - EXISTING TRAIL
 - OPEN SPACE
 - 5-MILE RADIUS
(25-minute bike ride)



Market Snapshot






TOP AUSTIN EMPLOYERS

By number of employees

20,000+

 24,000	 23,900	 20,000
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10,000 - 20,000

 14,000	 13,000	 12,000
 11,000	 10,000	

2,000 - 10,000

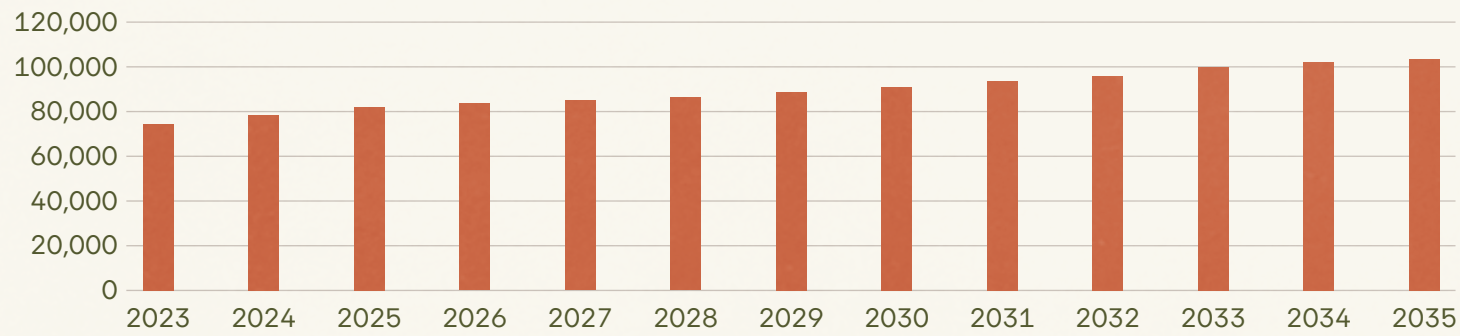


DEMOGRAPHICS

15-MINUTE DRIVE TIME	THE ROW 2025	THE ROW 2024	KYLE CROSSING
Population	338,404 (+2.4%)	330,410	167,098
Households	140,218 (+4.1%)	134,711	61,728
Employment base	214,950 (+9.7%)	195,629	60,261
Average household income	\$123,373 (+4.2%)	\$118,461	\$109,416
Average household income >\$100K	61,696 (+14.5%)	53,884	26,543
% of average household income >\$100K	44% (+10.0%)	40%	43%
Average home value	\$600,230 (+2.8%)	\$583,949	\$426,060
% college educated	69% (+1.5%)	68%	66%
Food away from home – average spent	\$4,729 (+5.3%)	\$4,491	\$4,065
Personal care services – average spent	\$1,173 (+5.58%)	\$1,111	\$979

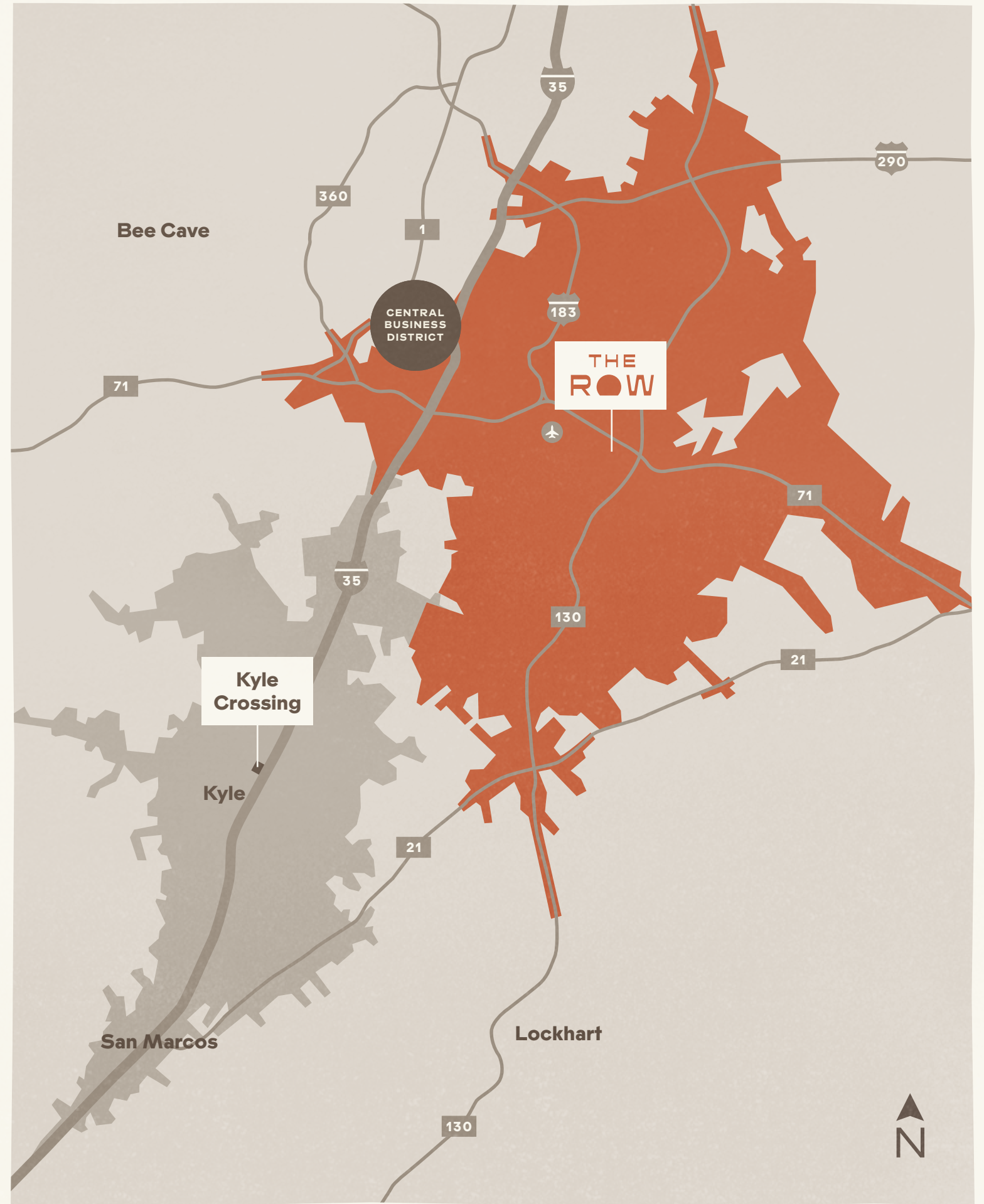
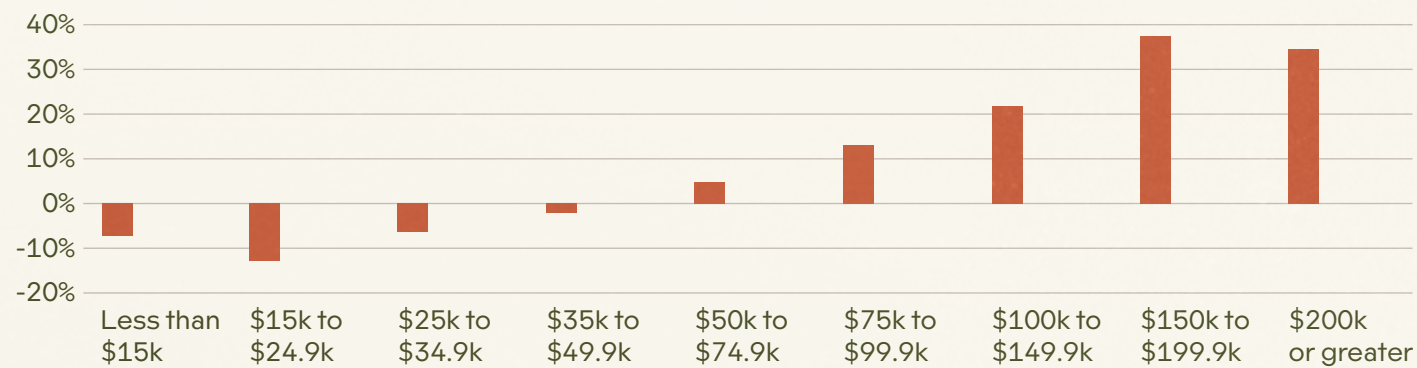
TOTAL OCCUPIED HOUSING UNITS

7-mile radius



HOUSEHOLD GROWTH (2008 VS. 2023) BY HOUSEHOLD INCOME RANGE

7-mile radius



VISITOR COUNTS – TRADE AREA STARBUCKS

Source: Placer.ai Jan. 1 – Dec. 31, 2024



Vision

THE ROW

The Row offers a walkable, casual, approachable, natural, and *dynamic* destination. It brings to life a master-planned retail vision where folks can linger, or stroll among shops, cafes, green spaces, and a hotel, all conveniently accessible at the intersection of SH 71 and SH 130 in southeast Austin.



With an occupancy level of ~97% at year-end, Austin maintained its long-held position as the healthiest major retail market in Texas in terms of occupancy and balanced supply and demand.
2025 Weitzman Forecast



THE ROW OVERALL PLAN



THE ROW MIXED-USE CORE

Blocks 1-8

Retail
300,000+ SF

Retail Parking
5:1000

AC Hotel
144 keys

Residential—Multifamily
1,000 units

Gathering Space & Parks
3.9 Acres





SH 130

Texas Division of Emergency Management HQ

SE Travis ACC Campus

Austin-Bergstrom International Airport

Future Development Parcel

Capsum Cosmetics

Movie Theater
45,000 SF



Block 3 Retail
87,475 SF

Del Via Apartments

Block 2 Retail
21,944 SF

Anchor
148,500 SF

Drive-Thru Pad

Jr. Anchor
22,350 SF

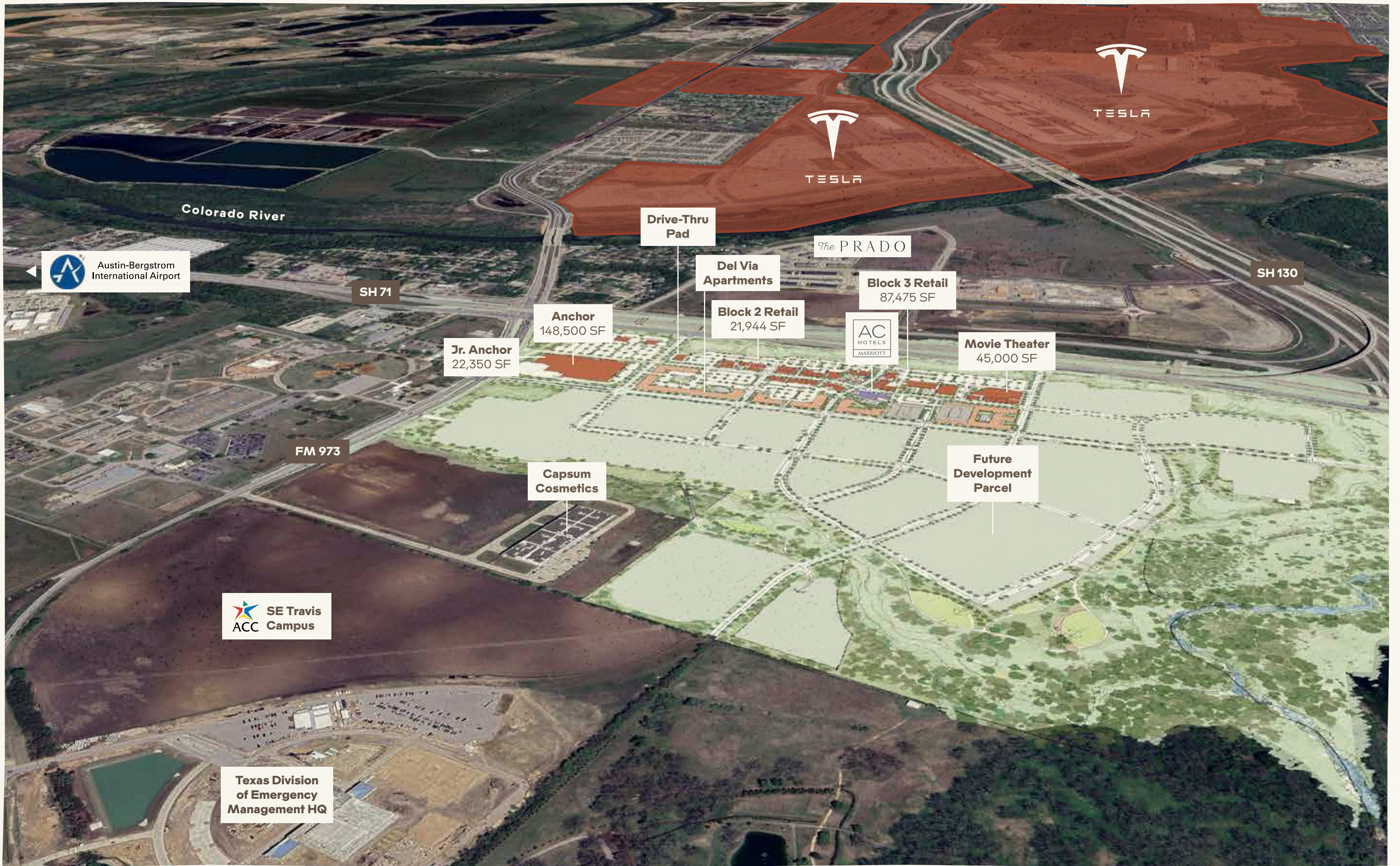
TESLA

The PRADO

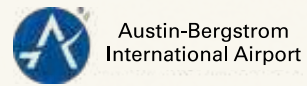
SH 71

FM 973





Colorado River



Austin-Bergstrom International Airport

SH 71

FM 973

SH 130

Drive-Thru Pad

The PRADO

Del Via Apartments

Block 3 Retail
87,475 SF

Block 2 Retail
21,944 SF



Movie Theater
45,000 SF

Anchor
148,500 SF

Jr. Anchor
22,350 SF

Capsun Cosmetics

Future Development Parcel



Texas Division of Emergency Management HQ



RETAIL PHASING

BLOCK 1 (IN PLANNING)

Block 1 fronts Highway 71 with excellent visibility and easy entry, anchored by a 148,000 SF major retail tenant and Jr. Anchor. Canvas Lane connects Block 1 directly to the heart of The Row.

BLOCK 2 RETAIL: (OPENING 2026)

BLOCK 6 APARTMENTS: (OPEN SUMMER 2025)

Block 2 rounds out the construction progress already underway for the Del Via Apartments on Block 6. Block 2 also offers 10 retail spaces totaling over 22,000 SF all surrounding a central green plaza, as well as a prime drive-thru ready pad site.

NEXT PHASES (BLOCKS 3 & 7) (IN PERMITTING)

Block 3 and Block 7 form the next phase of The Row's west-to-east construction. Block 3 features 87,475 SF of freestanding retail, anchored by an indoor/outdoor entertainment concept, central green with jewel box retail kiosk. Directly across Canvas Ln., Block 7 will add 300+ apartments, 150-key AC Hotel with ground floor restaurant and a shared parking garage.

NEXT PHASES (BLOCKS 4 & 8) (IN PLANNING)

Block 4 is expected to deliver alongside Block 3 and offers a 45,000 sf premier movie theater with an additional 16,200 SF of retail. Block 8 will be the final phase of the mixed use core bringing additional apartments and ground floor retail to The Row.

STATE HWY 71



- BLOCK #
- RETAIL
- MULTIFAMILY
- HOTEL

Retail

BLOCK 2 RETAIL VISION

Block 2 creates a multi-purpose destination for southeast Austin. This easily accessible retail pocket balances sought-after anchor tenants and diverse local favorites.



BREAKING GROUND
Aug. 2025

OPENING
2026

BLOCK 2 RETAIL PLAN

- LEASED
- IN LEASE
- LOI x ACTIVE DISCUSSION
- AVAILABLE

▲
TO SH 71

113 Parking Stalls

74 Parking Stalls

Suite 100
6,250 SF

Suite 200
1,698 SF

Skip's 205
1,930 SF

Suite 210
1,863 SF

Keke's 300 + 305
3,519 SF

Suite 310
1,919 SF

LUXE NAIL BAR 315
3,490 SF

PRESIDIUM 215 + 220
4,094 SF

Orange Theory Fitness 320 + 325
3,146 SF

CANVAS LN.

BLOCK 3 RETAIL ▶

DEL VIA APARTMENTS
Now Open

MOMENTUM WAY

PRIVATE DR. A

400
3,776 SF

425 420
1,506 SF 1,480 SF

1000 1005
2,353 SF 2,567 SF

A place
designed to
connect



BLOCK 3 RETAIL VISION

Expanding upon the Block 2 retail program, Block 3 will deliver a robust retail cluster focused on a series of verdant open spaces with ideally located restaurant opportunities. A 144-key AC Hotel by Marriott will anchor the main intersection across from the central green and corner retail with 2nd-level office. Once complete, Blocks 2 and 3 will result in the culmination of The Row's core neighborhood serving residents and the greater Southeast Austin region.



BREAKING GROUND
Early 2026

OPENING
2027

BLOCK 3 RETAIL PLAN

- LEASED
- IN LEASE
- LOI x ACTIVE DISCUSSION
- AVAILABLE

199 PARKING STALLS

242 Parking Stalls

PRIVATE DR. A



Central Green

FOUNDRY AVE.

CANVAS LN.



← Garage Entrance

Paseo

Paseo

Paseo

Paseo to Garage



Open spaces,
endless
possibilities



The Row brings it all together.

Located at the highly visible and heavily traveled intersection of SH 71 and SH 130, The Row is strategically positioned to be a regional retail destination for the greater Austin market. The diverse and dynamic retail collection will include both emerging and established brands across all categories including best-in-class dining and entertainment – all situated within an open-air environment surrounded by paths, patios, and gathering places.



weitzman[®]

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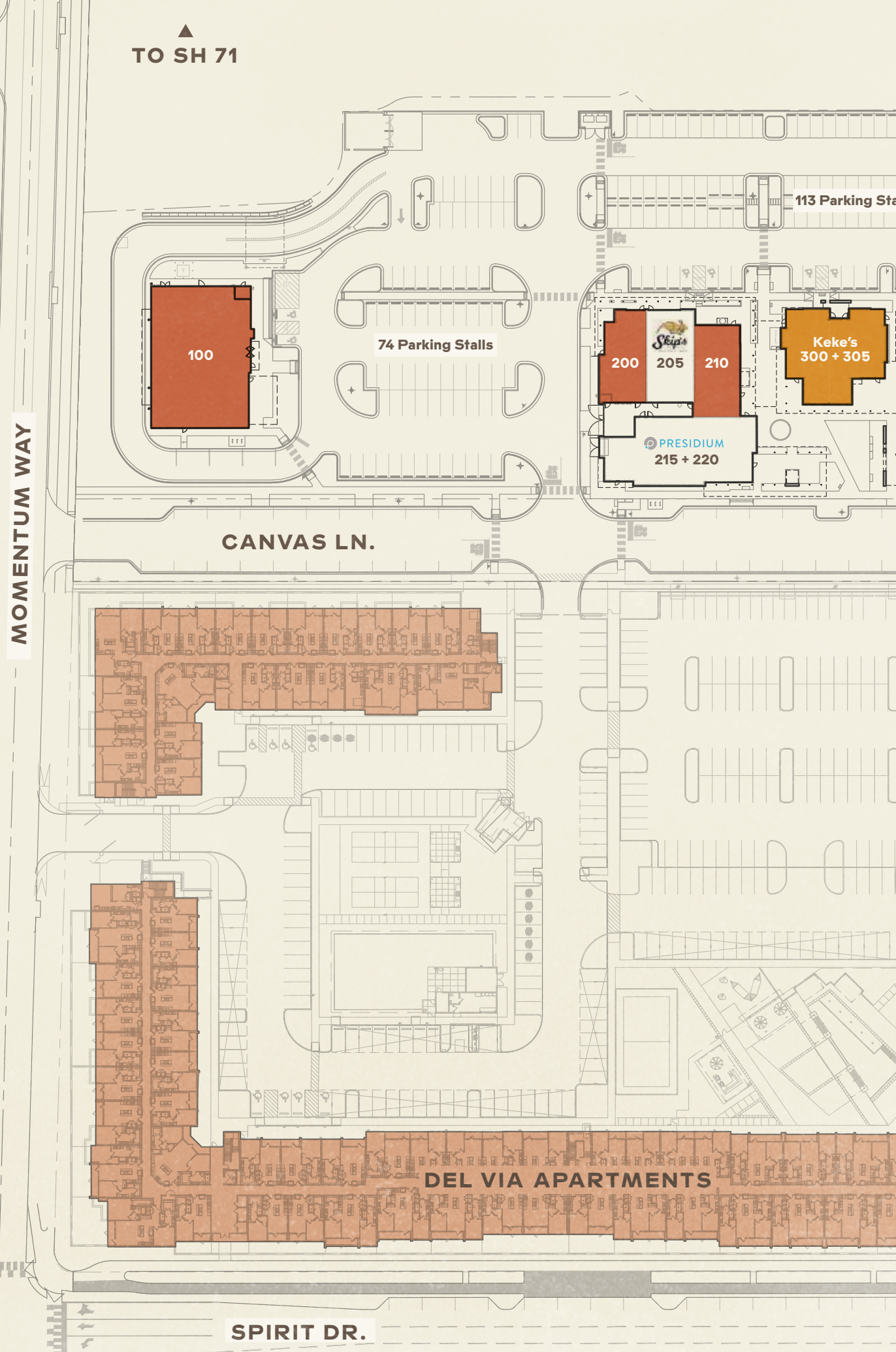
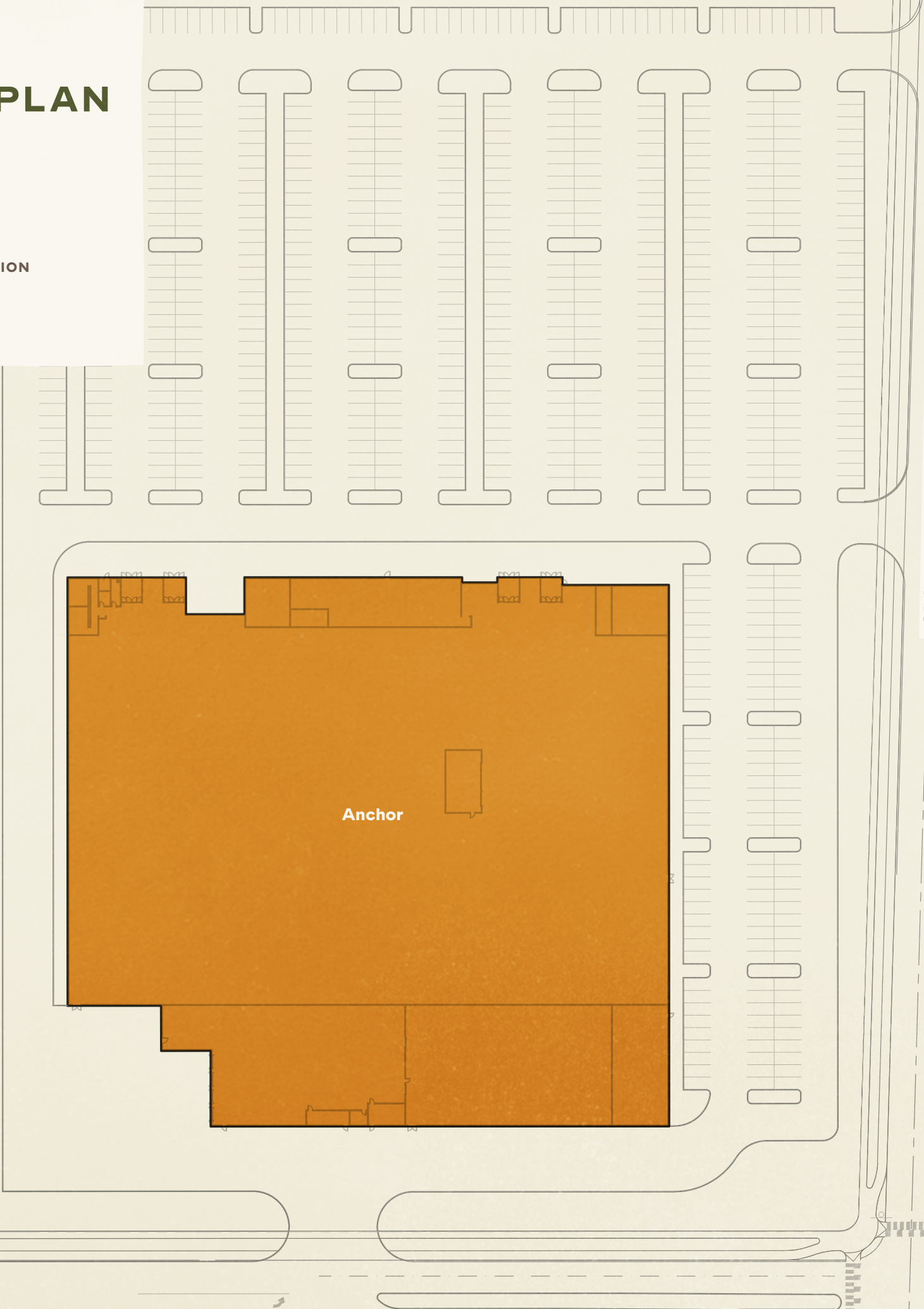
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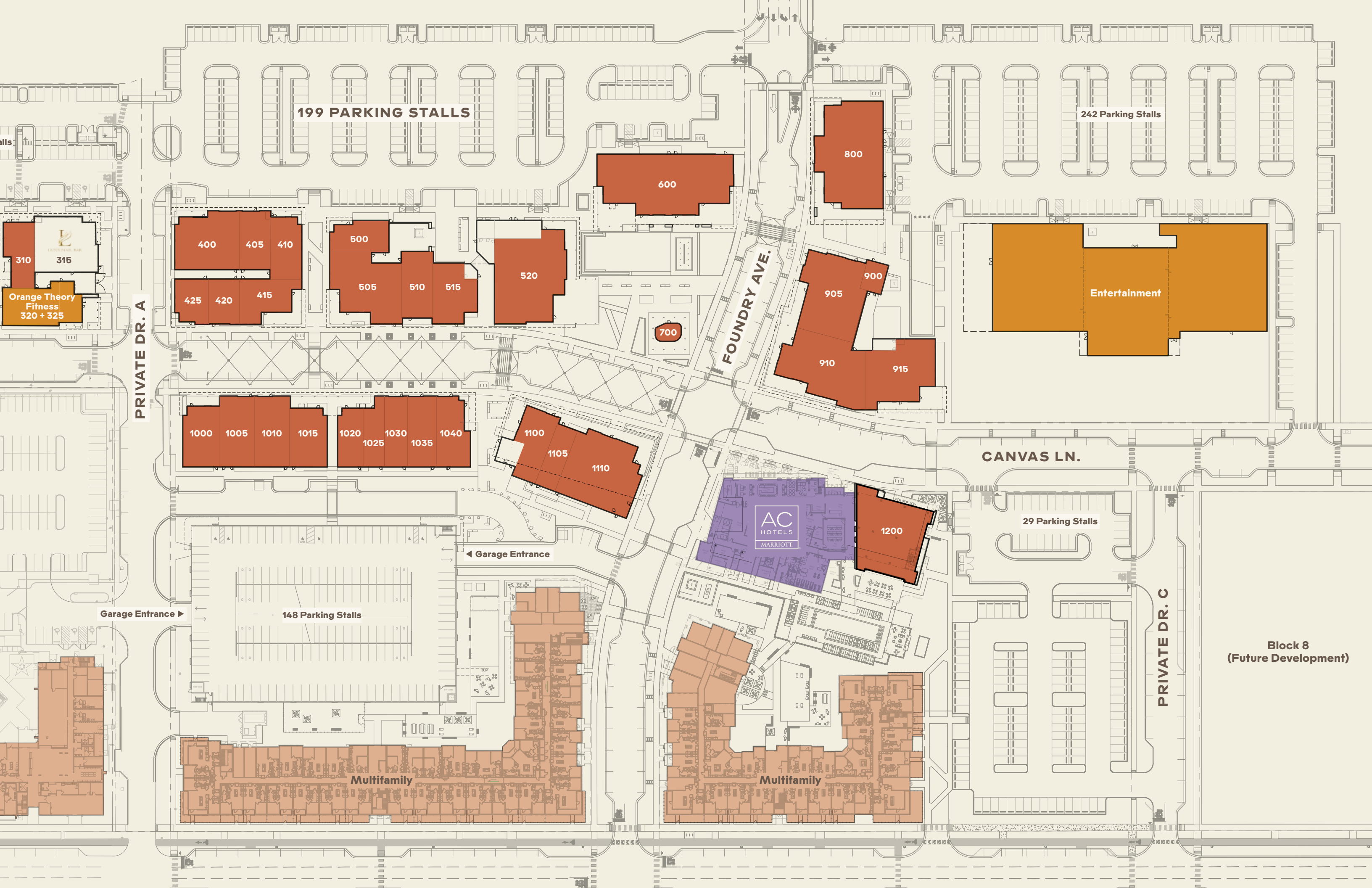
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Appendix \mathcal{E} LODs

THE ROW OVERALL PLAN

- LEASED
- IN LEASE
- LOI x ACTIVE DISCUSSION
- AVAILABLE





199 PARKING STALLS

242 Parking Stalls

PRIVATE DR. A

FOUNDRY AVE.

CANVAS LN.

PRIVATE DR. C

Block 8
(Future Development)

Orange Theory
Fitness
320 + 325

400 405 410
425 420 415

500
505 510 515

520

600

700

800

905 900
910 915

Entertainment

1000 1005 1010 1015
1020 1025 1035 1040

1100 1105 1110

AC
HOTELS
MARRIOTT
1200

29 Parking Stalls

Garage Entrance

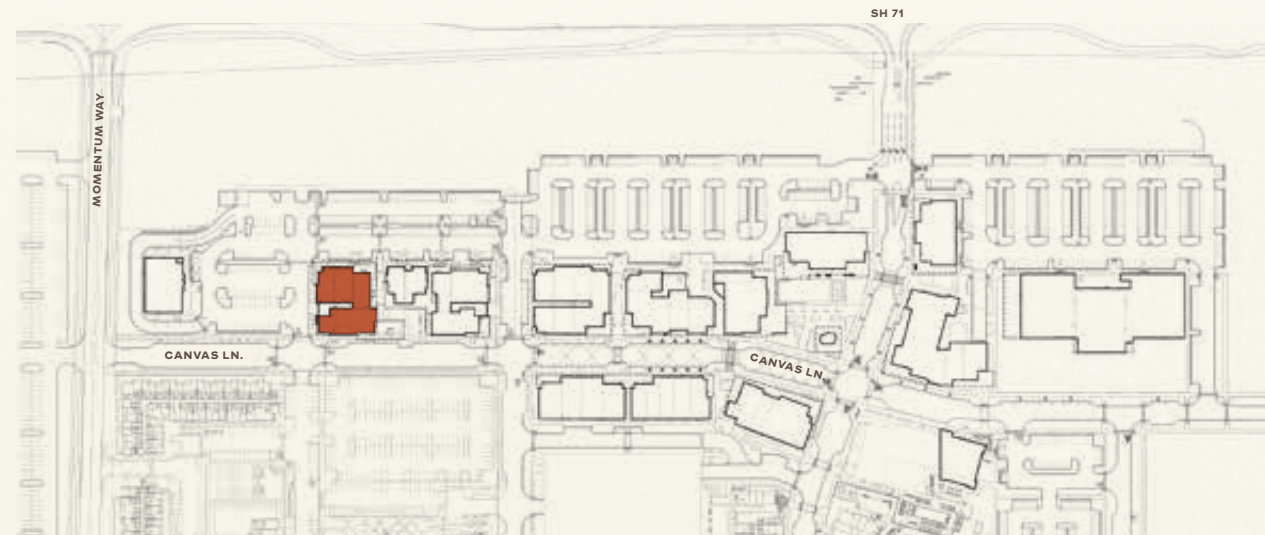
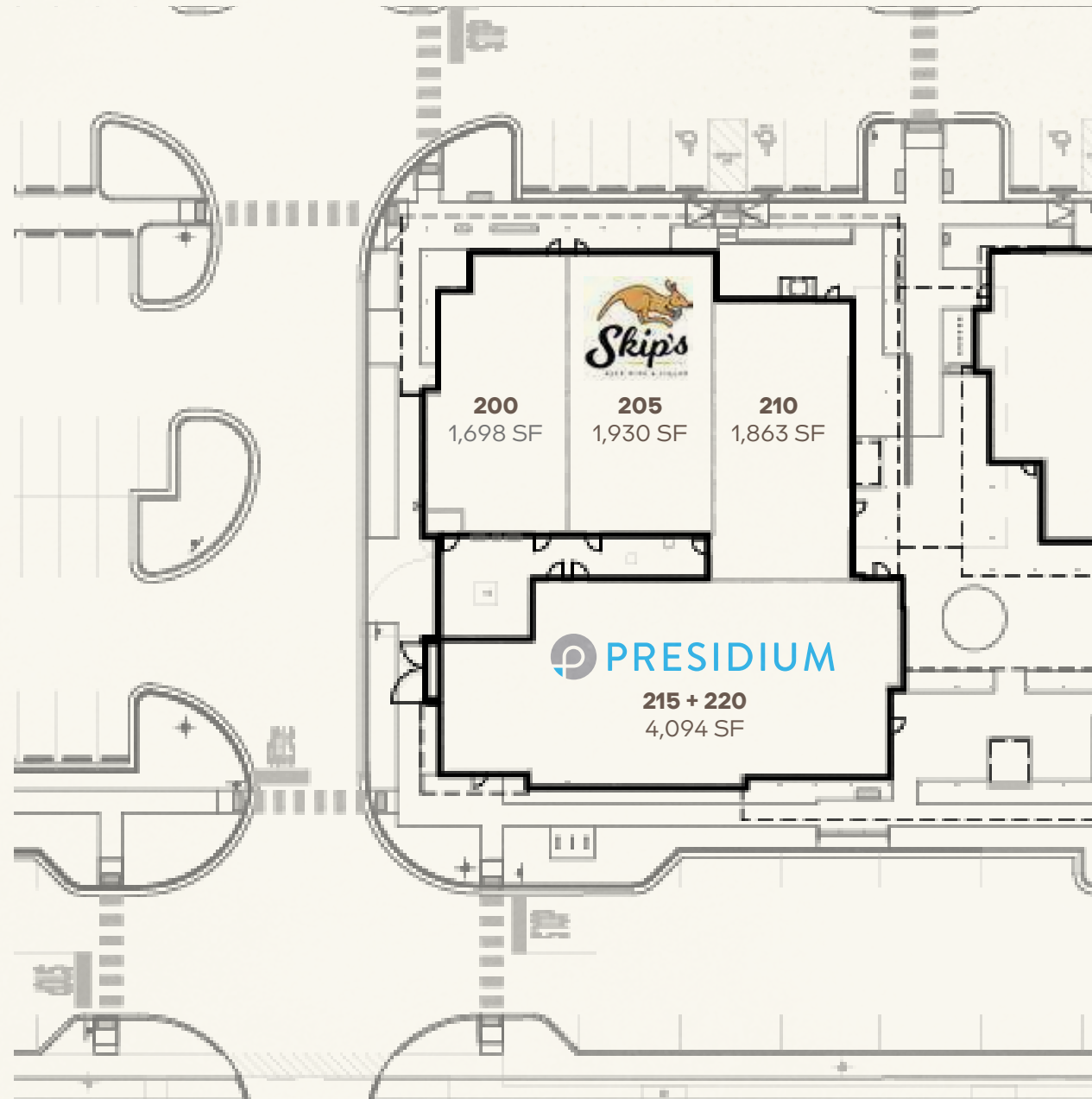
148 Parking Stalls

Garage Entrance

Multifamily

Multifamily

BUILDING 2 • DELIVERING 2026



200 | 1,698 SF | Available



205 | 1,930 SF | Leased

Skip's Beer, Wine & Liquor



210 | 1,863 SF | Available



215 | 3,172 SF | Leased

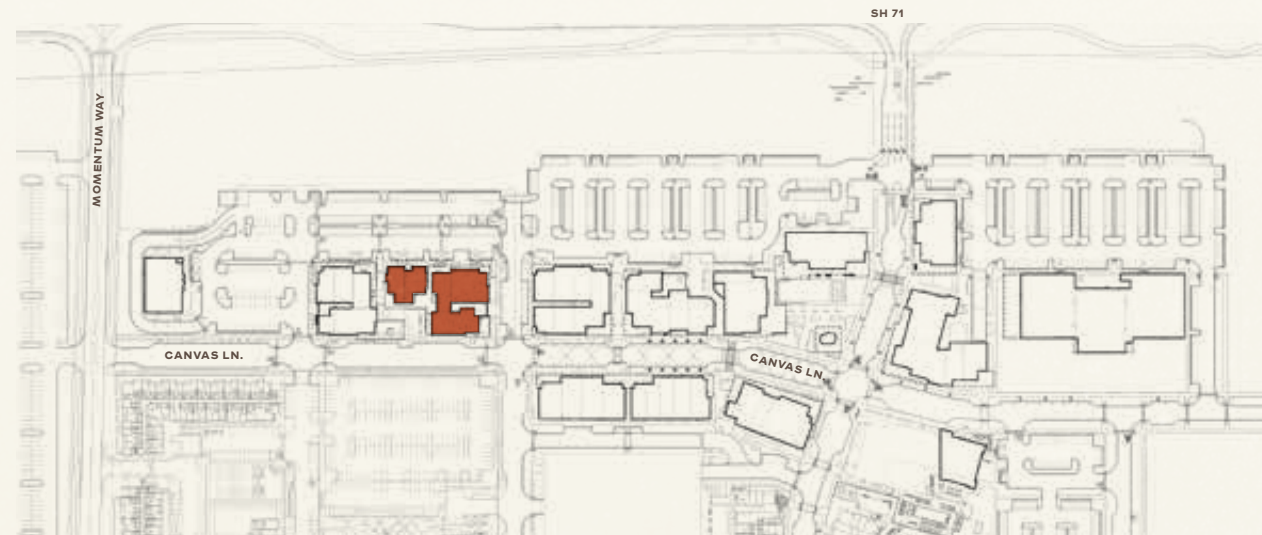
Tin Top Burgers & Beer



220 | 922 SF | Available



BUILDING 3 • DELIVERING 2026



300 | 1,631 SF | Available



305 | 1,888 SF | Available



310 | 1,919 SF | Available



315 | 3,490 SF | Leased
Luxx Nails



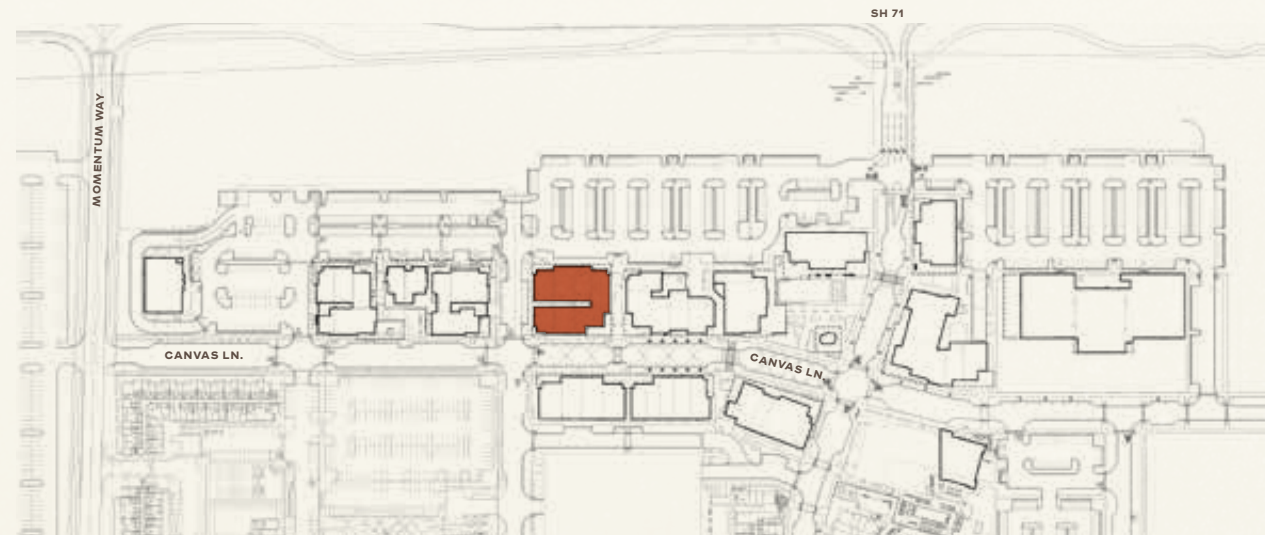
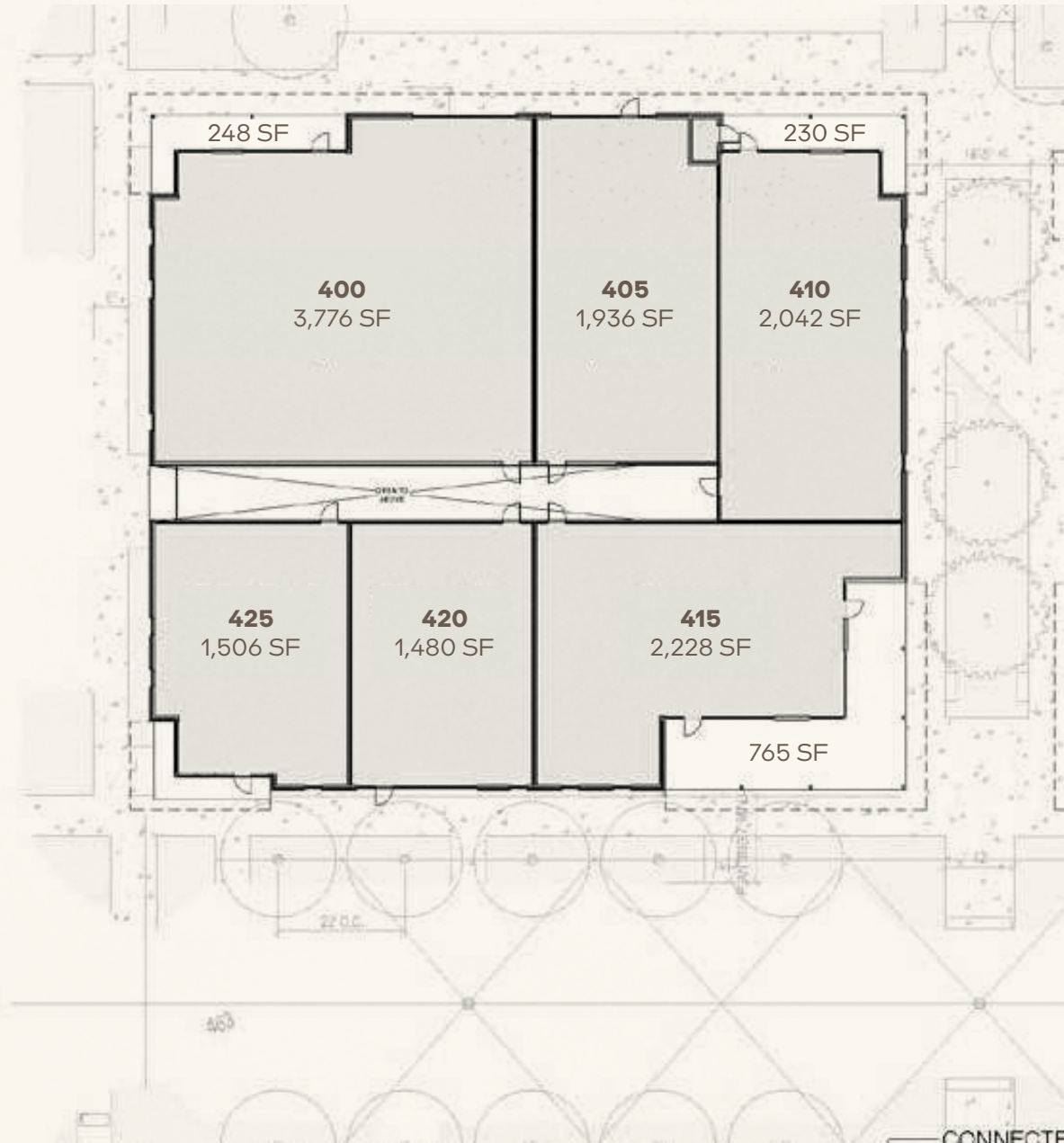
320 | 2,244 SF | Available



325 | 902 SF | Available



BUILDING 4 • DELIVERING IN 2027



415 | 2,228 SF | Available

415 cont.



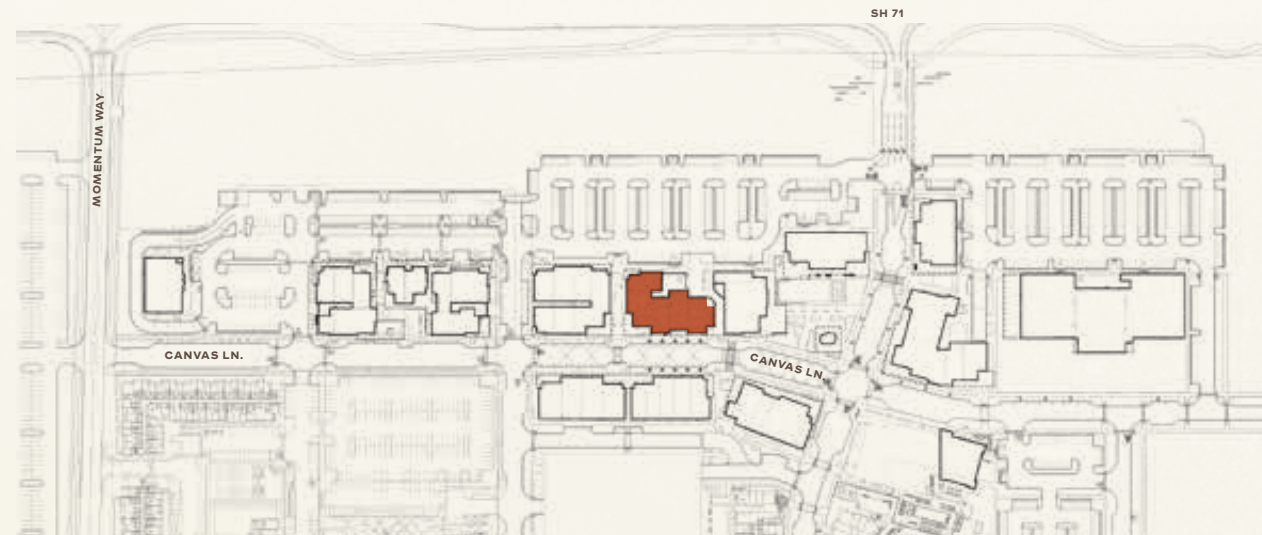
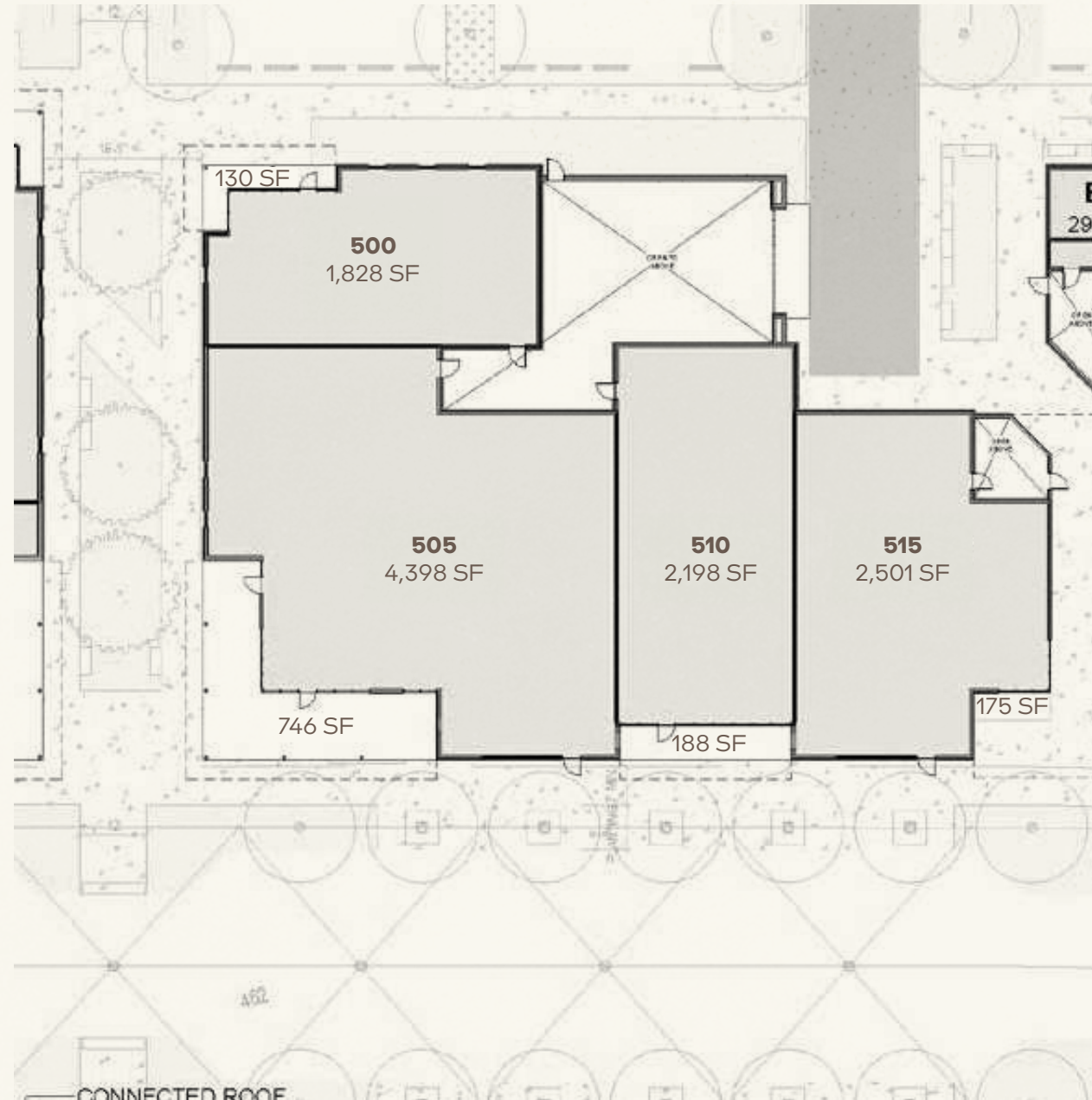
420 | 1,480 SF | Available



425 | 1,506 SF | Available



BUILDING 5 • DELIVERING IN 2027



500 | 1,828 SF | Available



505 | 4,398 SF | Available



505 cont.



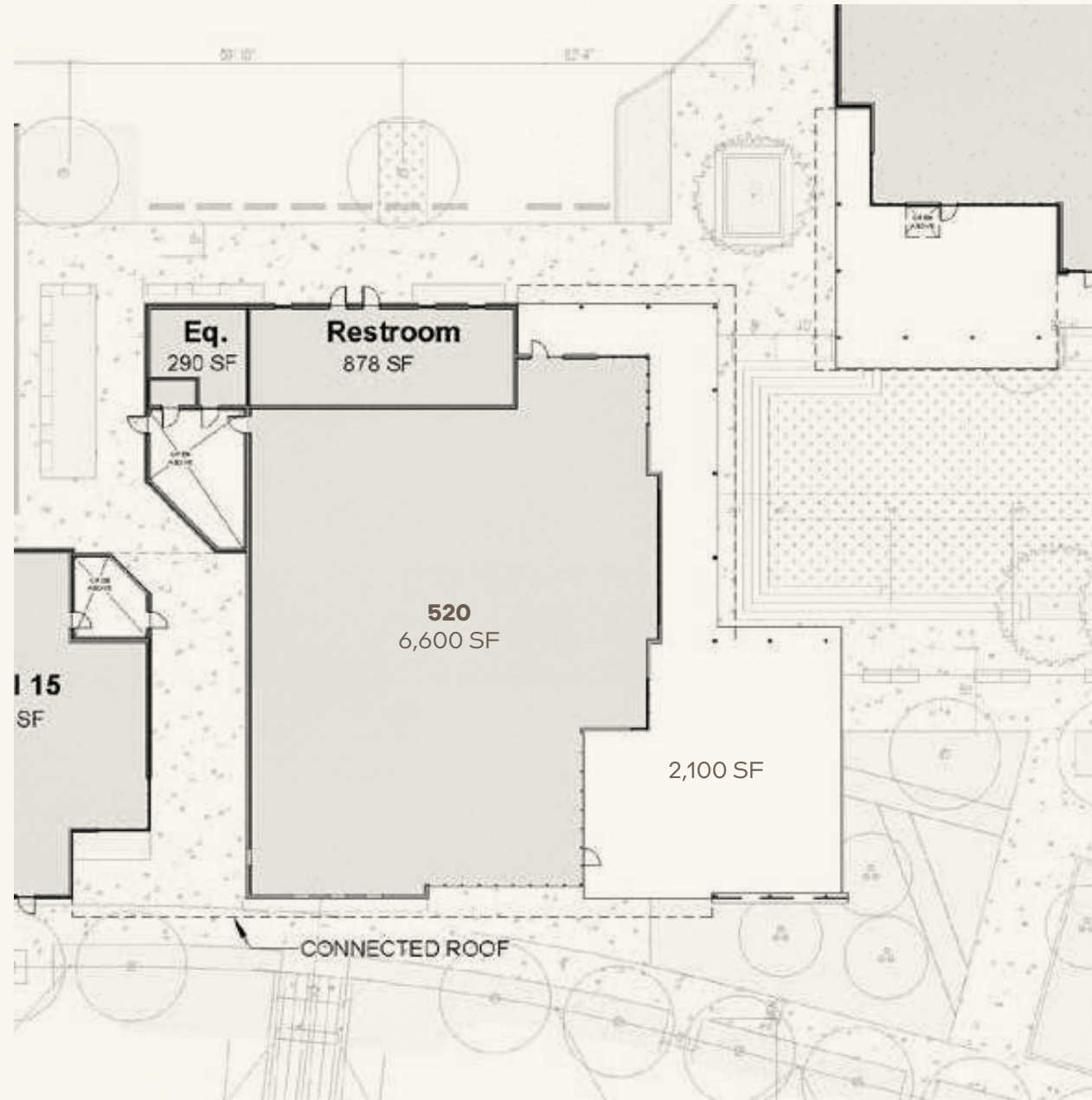
510 | 2,198 SF | Available



515 | 2,501 SF | Available



BUILDING 5 • DELIVERING IN 2027

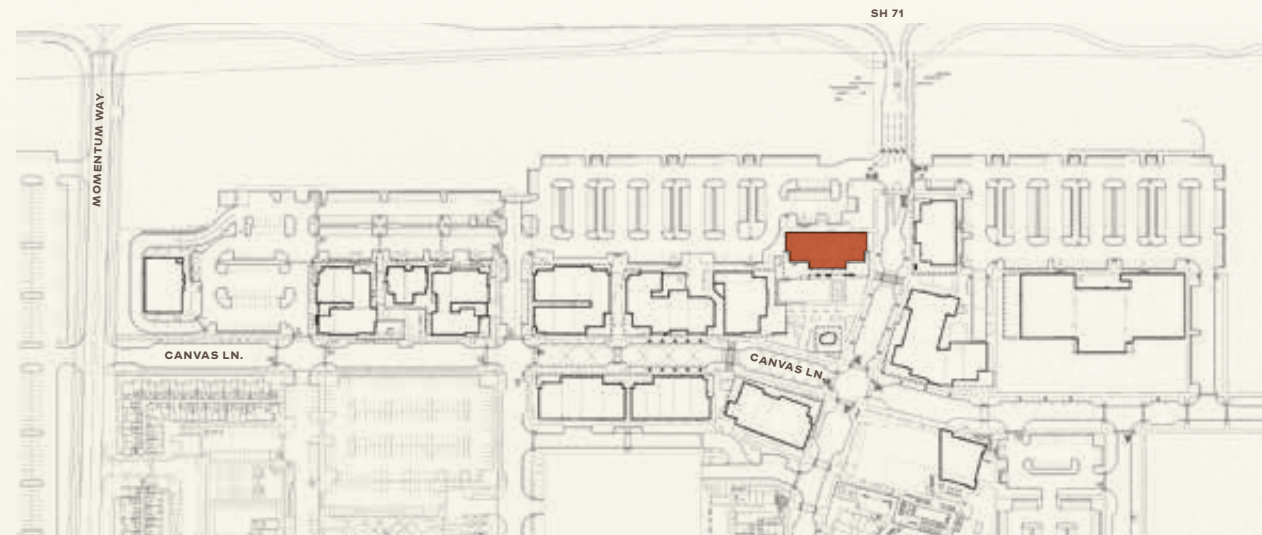
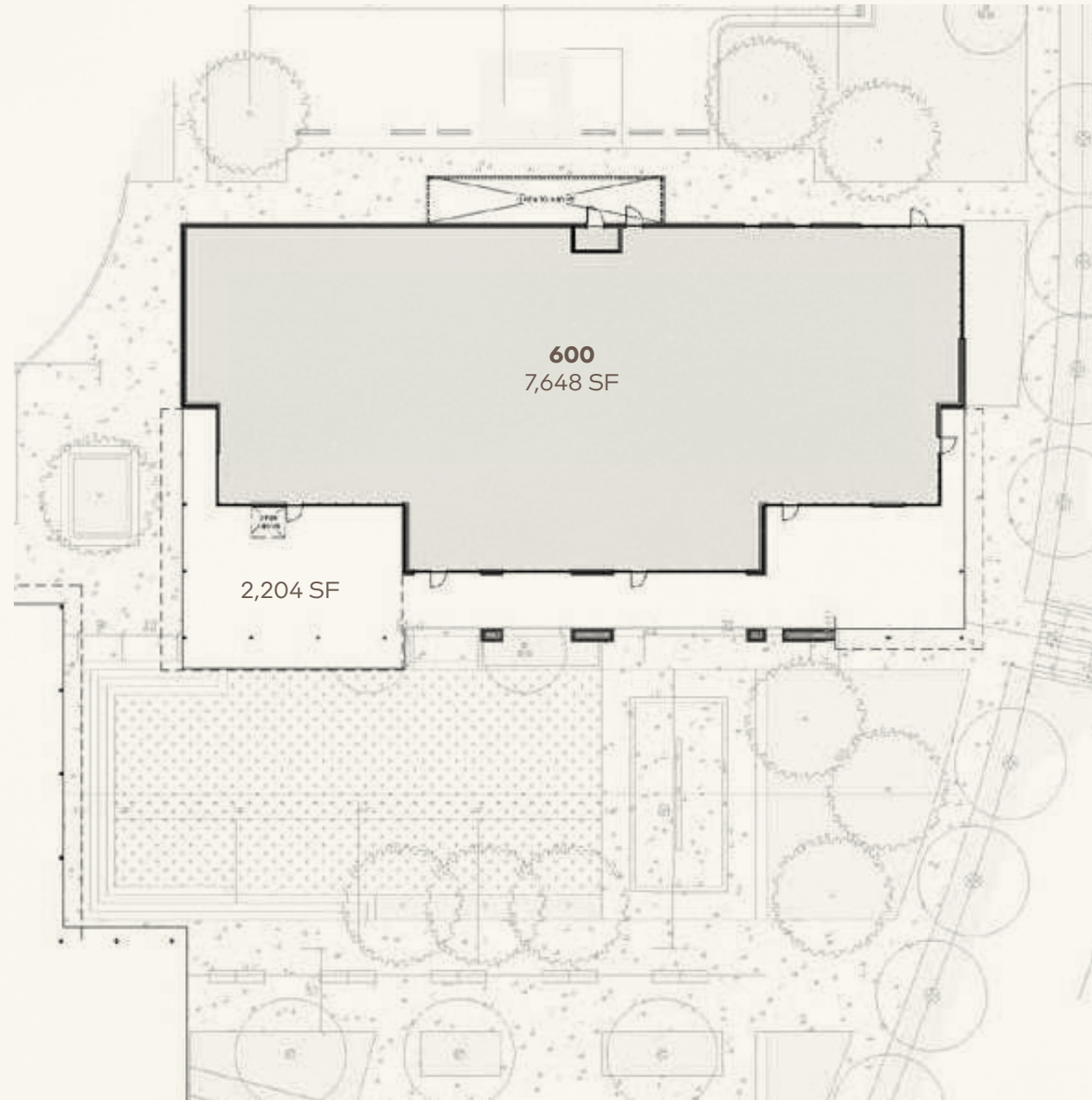


520 | 6,600 SF | Available



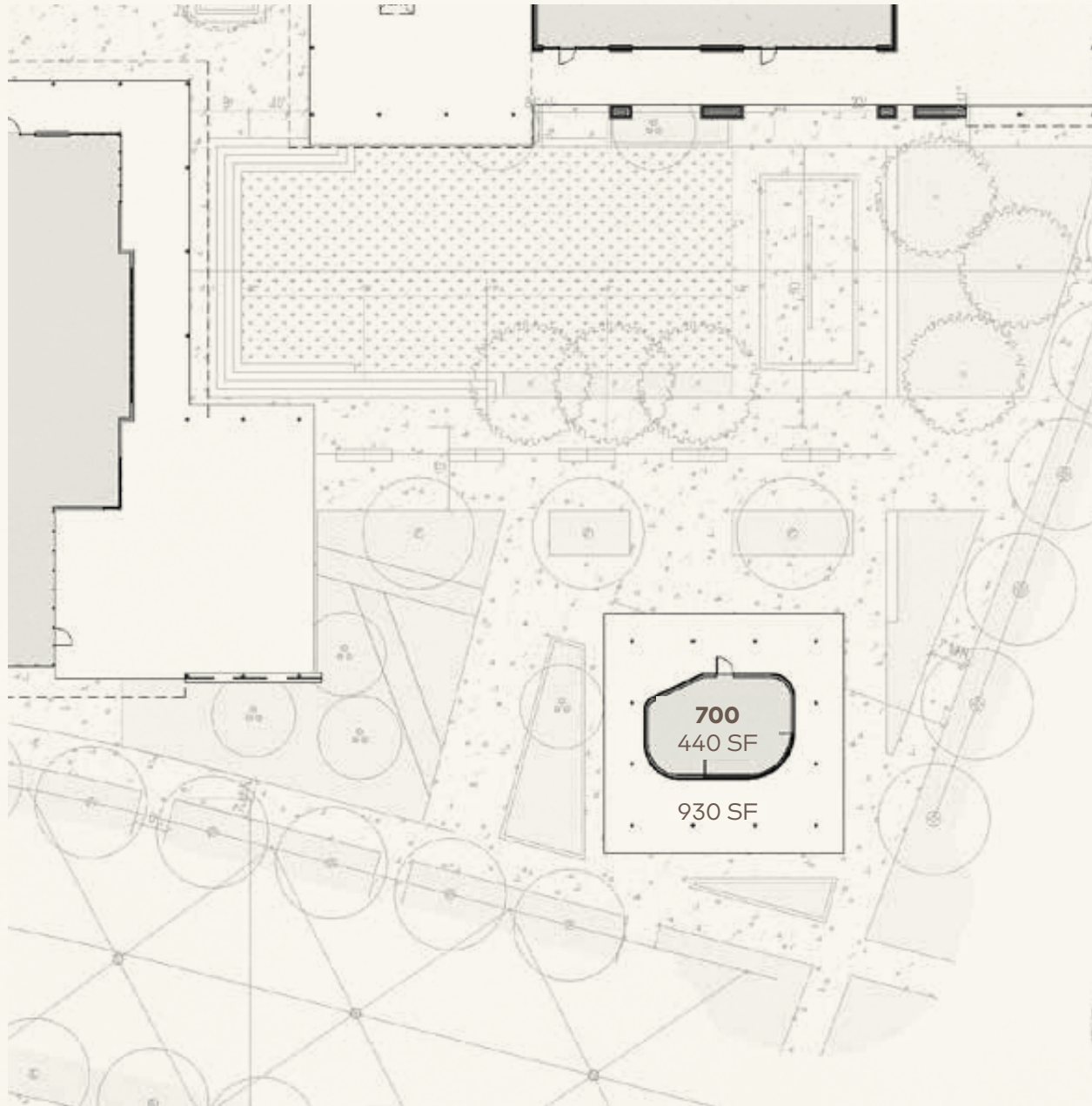
BUILDING 6 • DELIVERING IN 2027

600 | 7,648 SF | Available



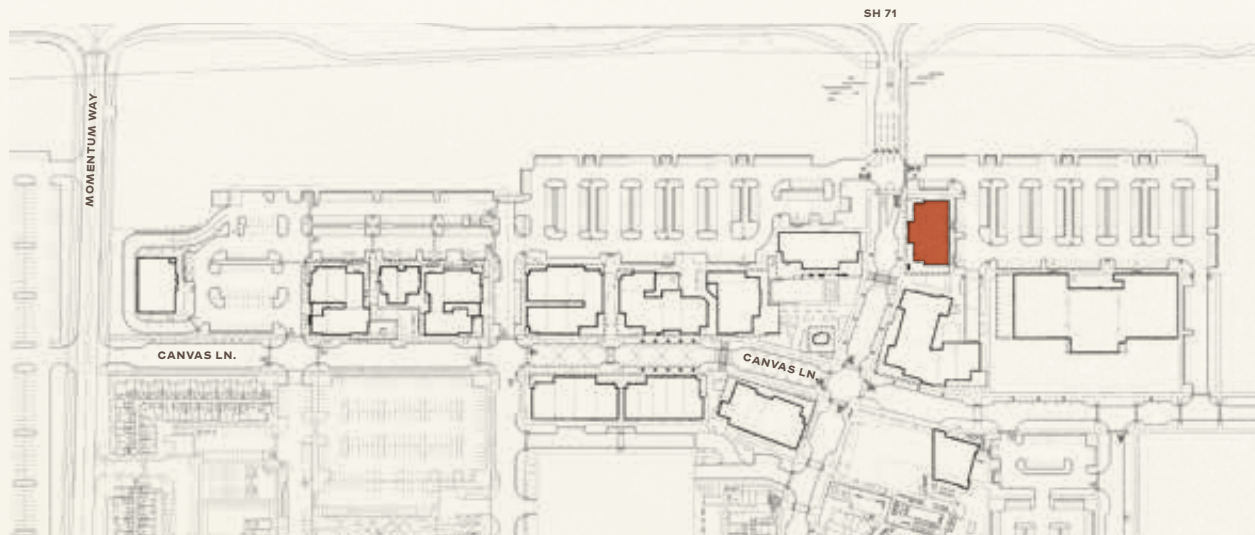
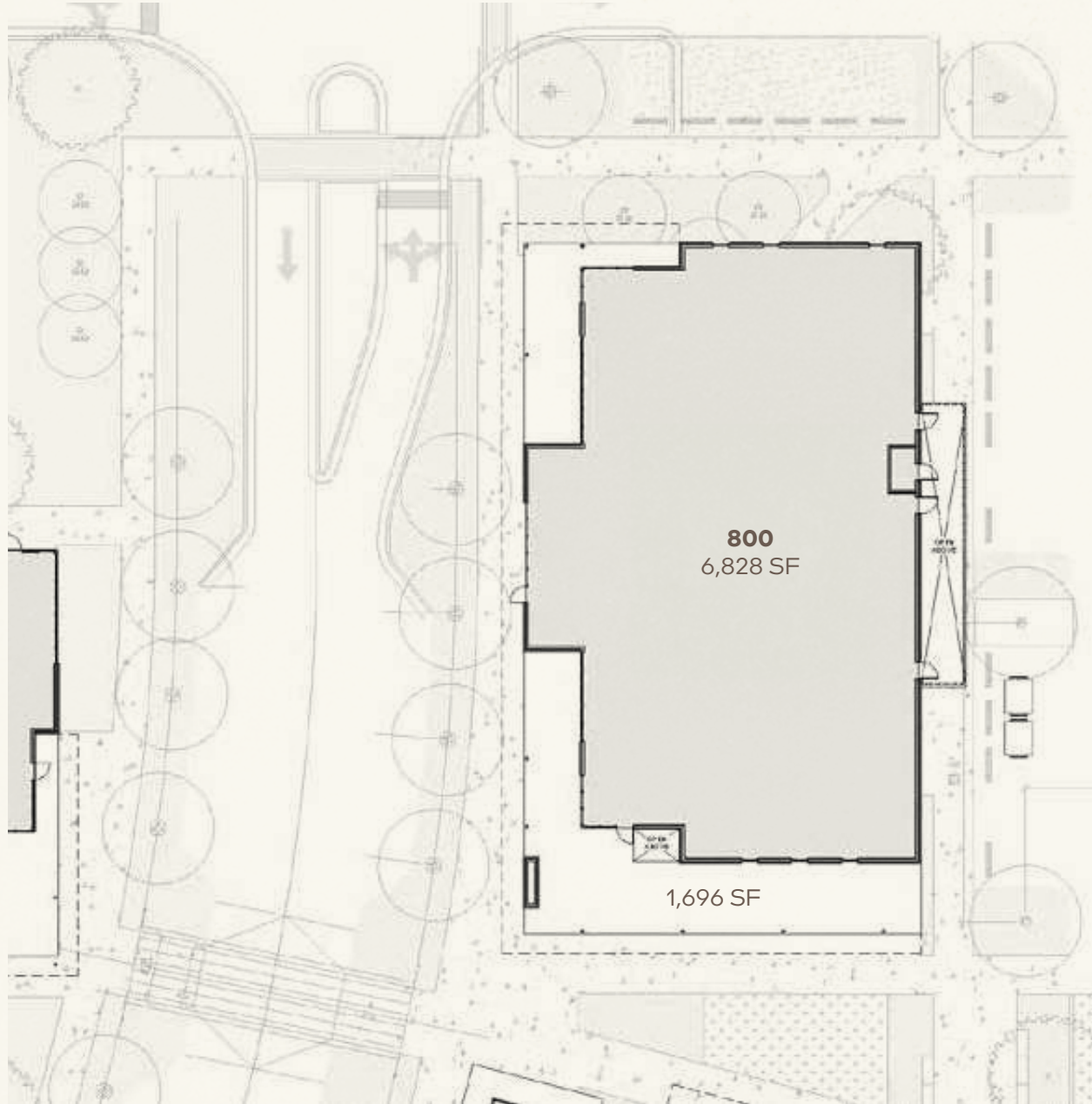
BUILDING 7 • THE JEWEL BOX

700 | 440 SF | Available

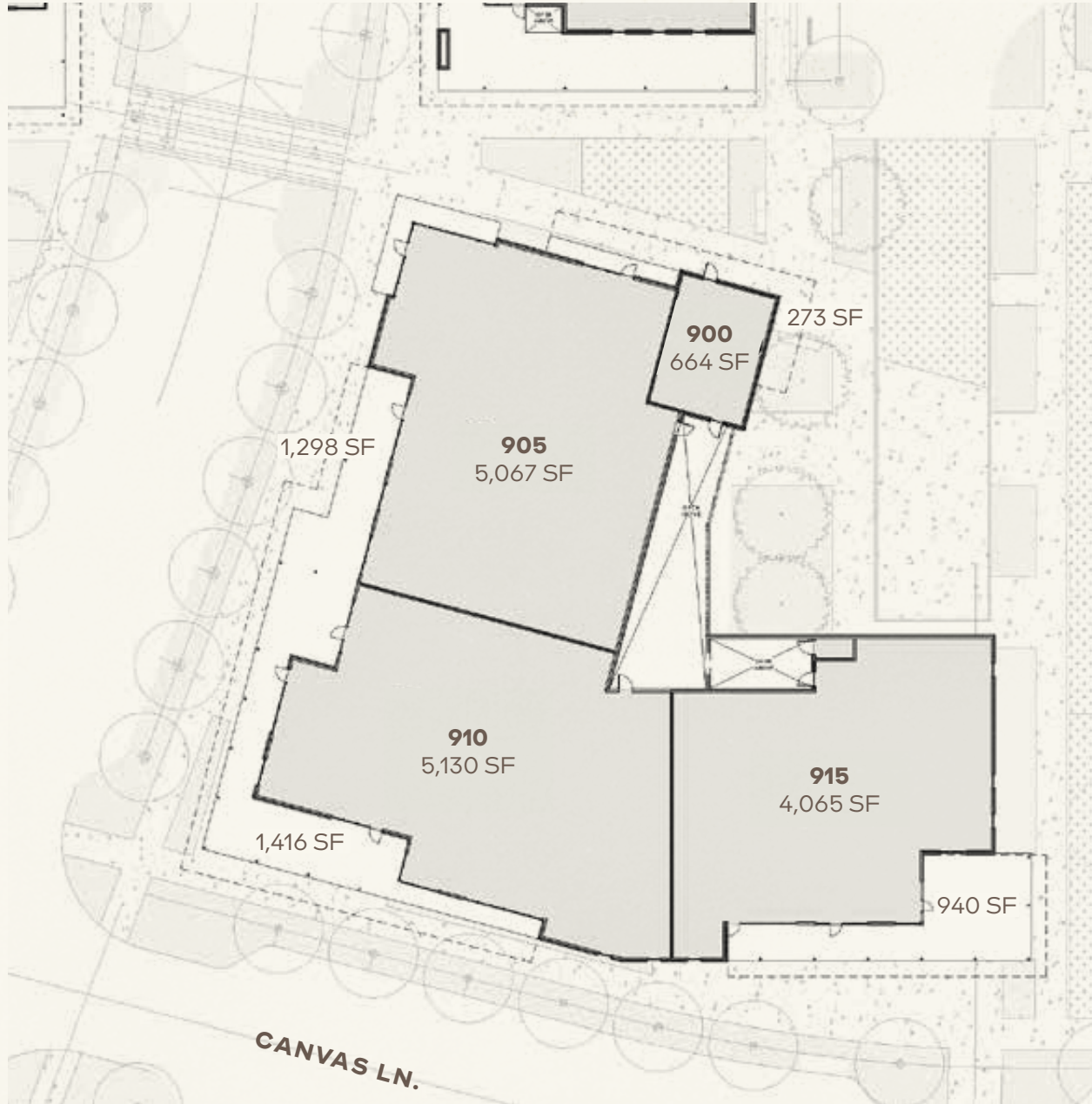


BUILDING 8 • DELIVERING IN 2027

800 | 6,828 SF | Available



BUILDING 9 • DELIVERING IN 2027



900 | 664 SF | Available



905 | 5,067 SF | Available



905 cont.



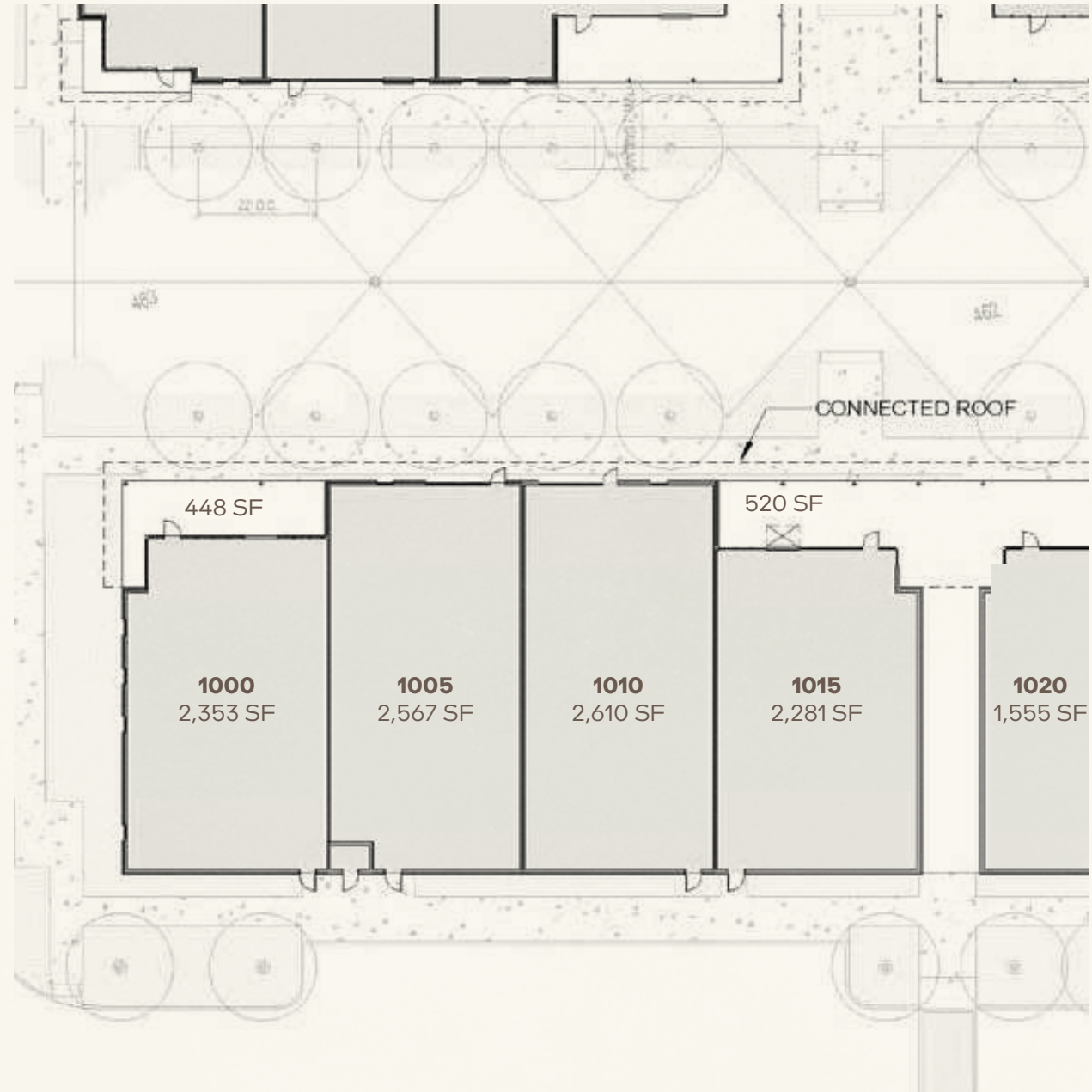
910 | 5,130 SF | Available



915 | 4,065 SF | Available



BUILDING 10 • DELIVERING IN 2027



1005 | 2,567 SF

1000 | 2,353 SF



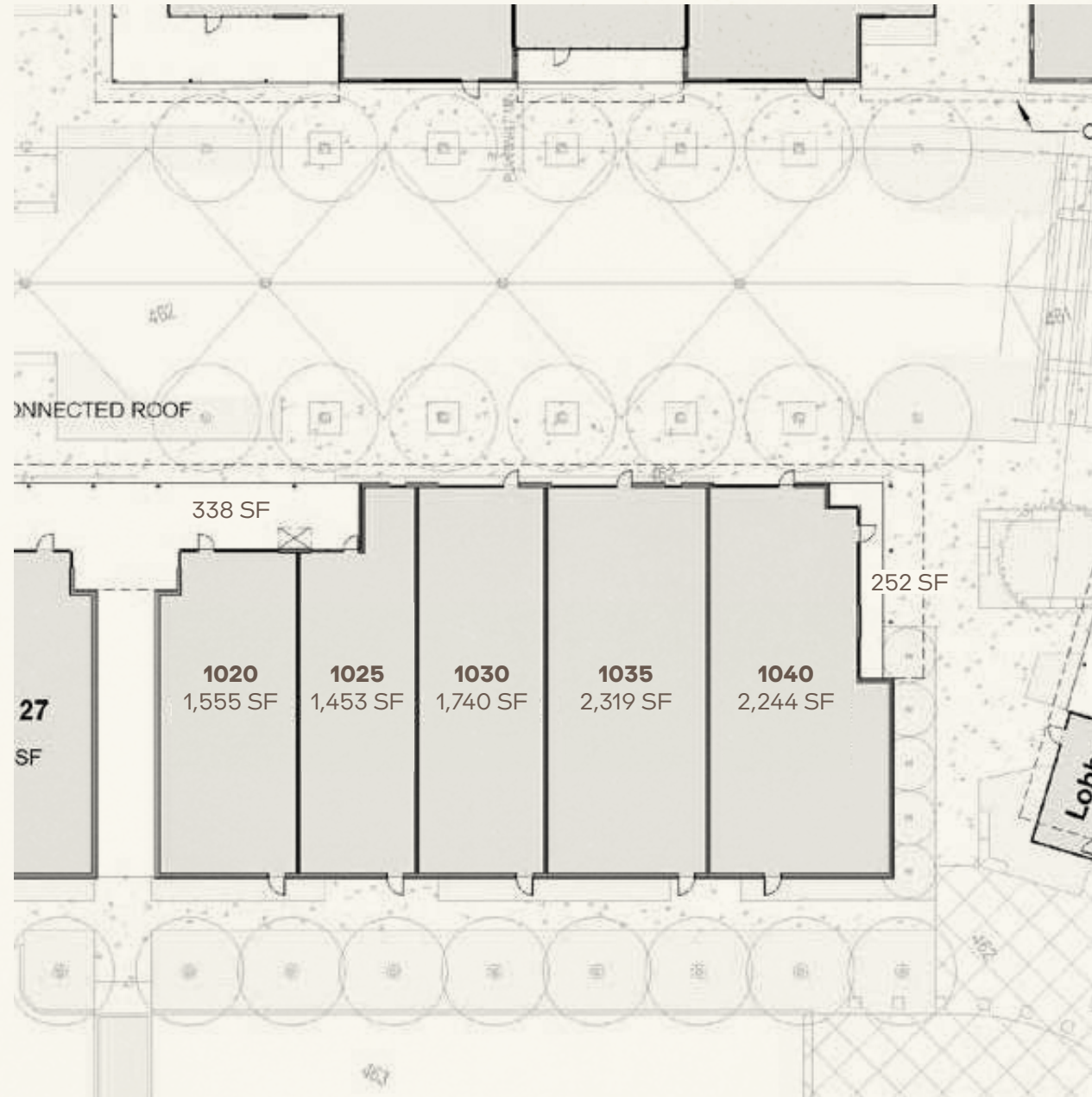
1010 | 2,610 SF

1005 | 2,567 SF

1015 | 2,281 SF | Available



BUILDING 10 • DELIVERING IN 2027



1025 | 1,453 SF 1020 | 1,555 SF 1035 | 2,319 SF 1030 | 1,740 SF



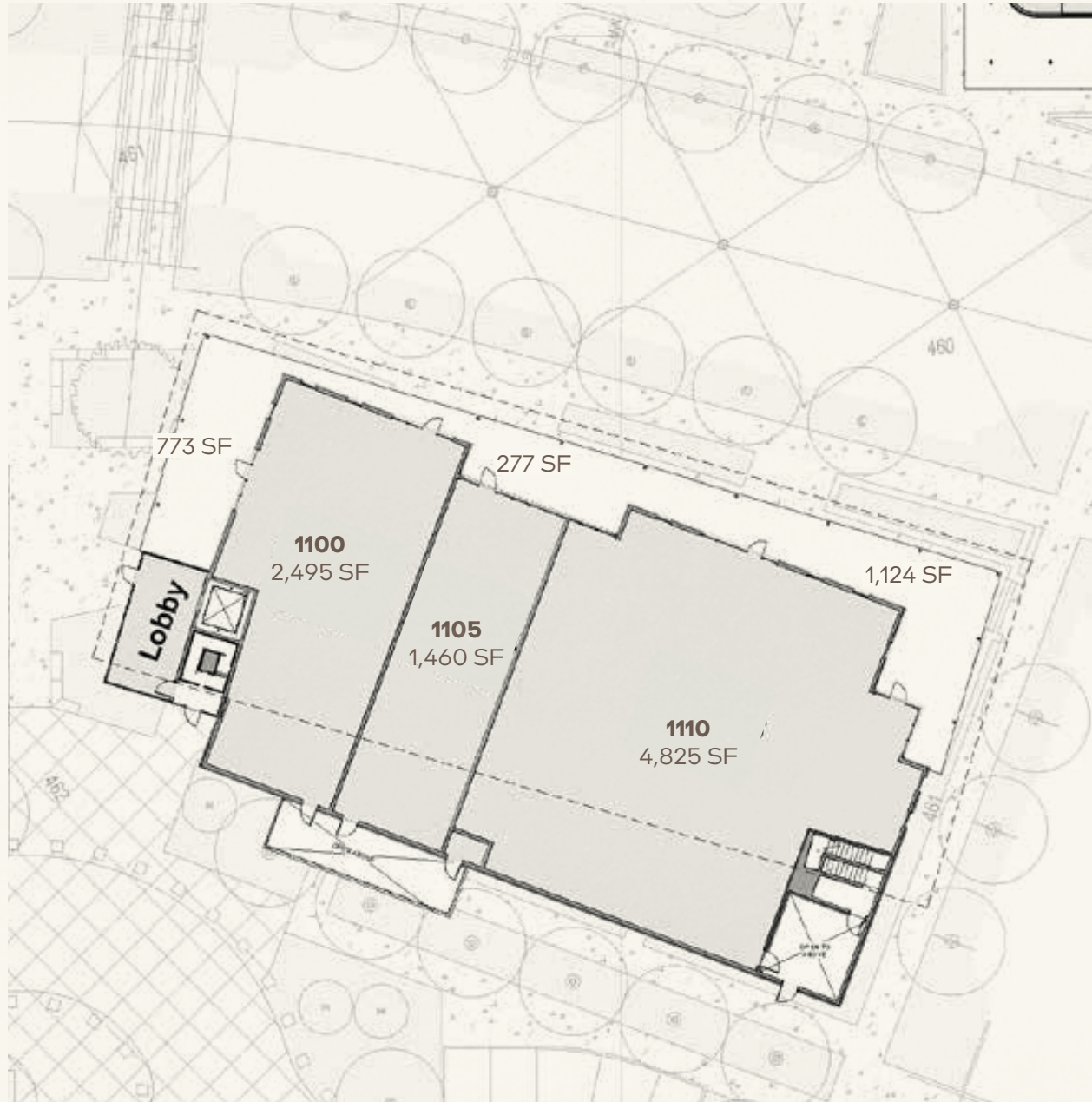
1040 | 2,244 SF | Available



1040 cont.



BUILDING 11 • LEVEL ONE



1100 | 2,495 SF | Available



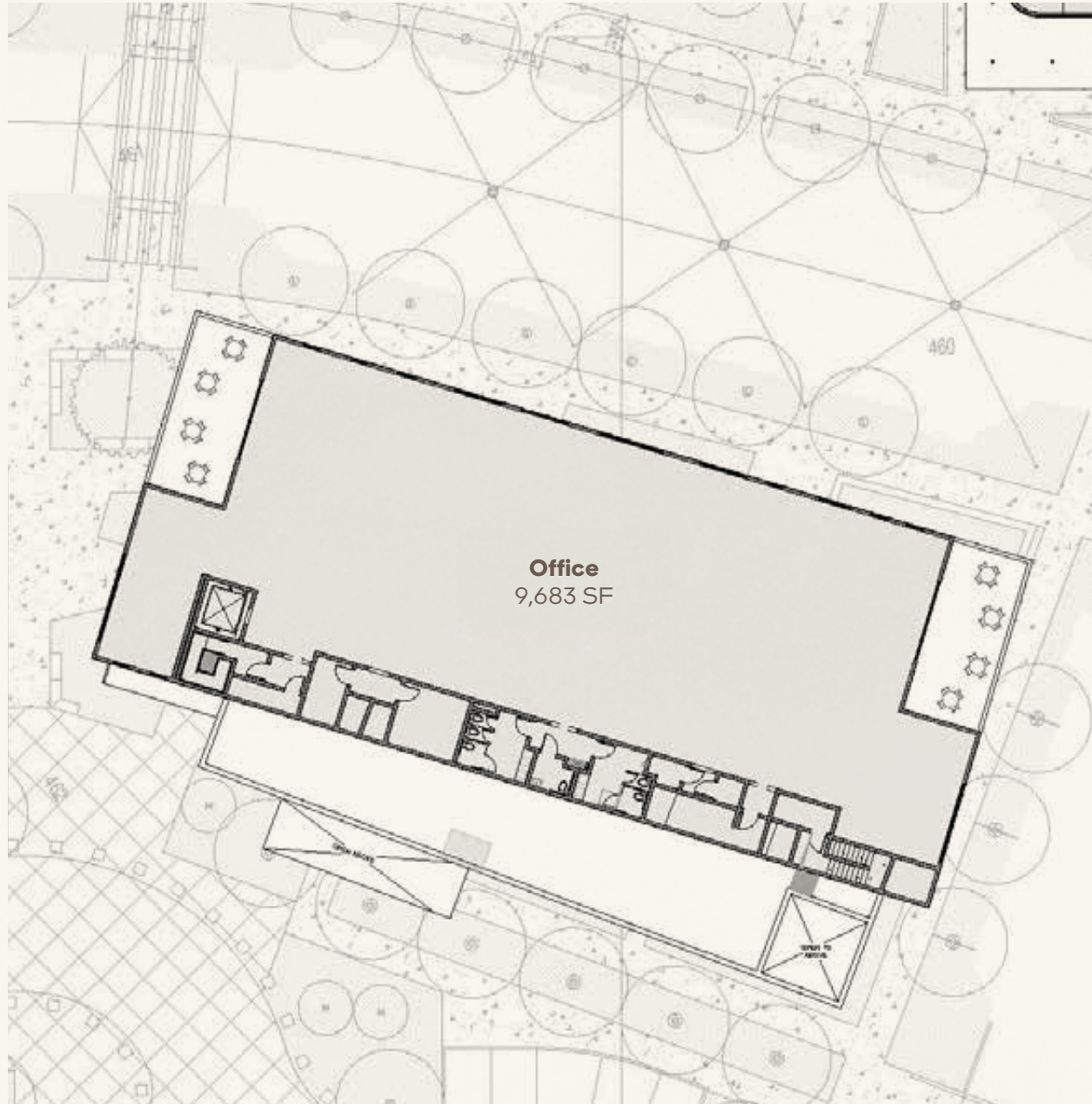
1105 | 1,460 SF | Available



1110 | 4,825 SF | Available



BUILDING 11 • LEVEL TWO OFFICE



AC HOTEL RESTAURANT

1200 | 5,305 SF | Available

