

316

CONGRESS

316 Congress Avenue, Austin, TX 78701 | Mixed-Use Investment Opportunity



SRS

CAPITAL
MARKETS

Offering Overview

SRS Capital Markets has been exclusively retained to offer qualified investors the unique opportunity to acquire the W.B. Smith Building ("**316 Congress**" or the "Property"), a **14,770 SF mixed-use building on 0.17 acres in Downtown Austin.**

The Property's location on Congress Avenue provides visibility and access **in the heart of Downtown Austin on the most iconic street in Texas.** 316 Congress is pedestrian to some of Austin's largest private and public employers, critically acclaimed restaurants, thriving nightlife, and notable tourist attractions.

Anchored by the Capitol Building to the North and stretching south of the Colorado River, Congress Avenue is a central piece of Austin's thriving economy attracting tenants and tourists alike. Annual events including SXSW, ACL, and F1 continue to bring millions of visitors downtown throughout the year. Continued investment by the City such as Project Connect, Waterloo Greenway, and the new Austin Convention Center emphasize the continued importance of **Downtown Austin as the economic hub of Austin MSA.**

316 Congress offers investors an opportunity to acquire a historic and architecturally significant asset on Congress Avenue. With the ground floor leased on a short-term basis to Patagonia, investors have optionality when capitalizing on the continuous evolution of Downtown Austin.

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14,770± SF

Offering GLA



0.17± AC

Land Area



1884

Year Built



45%

Occupancy




CBD-H

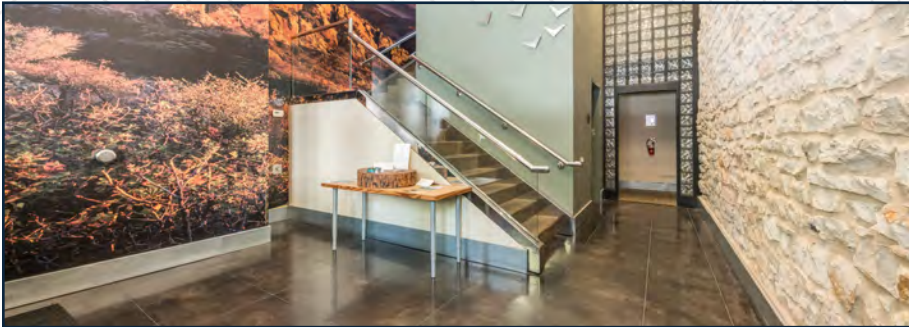
Zoning



Near Term Value Creation Opportunity



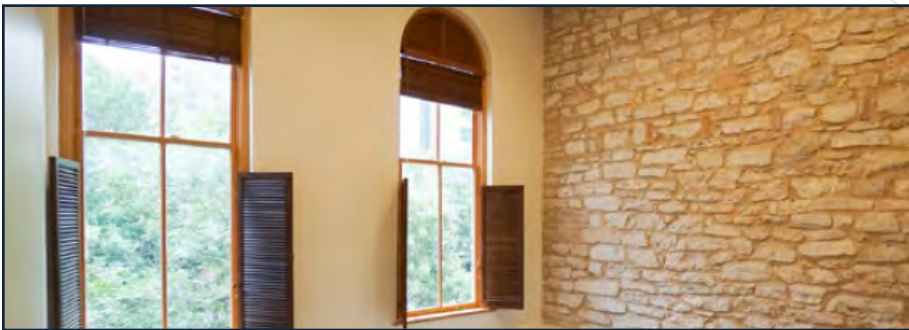
 **Blank Slate Opportunity for Investors and Owner Users**




 **Two Story Configuration Offers Ground Floor Retail Opportunity** with Flexible Walk-Up Second Floor Retail, Creative, or Event Space with Dedicated Entrance



 **Ground Floor Leased to Patagonia since 2008** (Expires 2026)



 **Full Block Depth Offers Natural Light** via Windows and Skylights

Downtown Austin Location

Destination for Tourism & Entertainment

 **15K+**
TOTAL HOTEL ROOMS

 **775**
ROOMS UNDER CONSTRUCTION

1 Hotel

Autograph Collection
Austin Downtown



251 Luxury Rooms
Delivering 2026



258 Upscale Rooms
Delivering 2027

40.2M
OUT OF MARKET
VISITORS IN 2024



\$3B
TOTAL DIRECT
EARNINGS
FROM TOURISM



\$9.3B
TOTAL TRAVEL
SPENDING



Source: Downtown Austin Alliance

SXSW



SXSW

- 38K± Estimated Attendance (2025)
- \$370M+ Estimated Economic Impact (2024, Greyhill Advisors)

AUSTIN CITY LIMITS



ACL

- 450K+ Average Attendance
- \$535B± Estimated Direct & Indirect Economic Impact (2025, ACL)

F1



F1

- 430K± Average Attendance
- \$1B Estimated Direct & Indirect Impact (2024, Visit Austin)
- Contract Extended in 2025 through 2034

THE PARAMOUNT THEATRE



Paramount Theater (Renovation & Restoration)

- 110-Year-Old Theater
- Privately Funded \$65M Renovation to Further Support Downtown Arts & Entertainment

Located in Downtown Austin: Economic Hub of Central Texas



131,833
Daily Employees



40.2M Annual
Visitors Contributing
\$9.3B in Travel
Spending



15,000+
Hotel Rooms



15,330
Full Time Residents



4,429
Condo Units



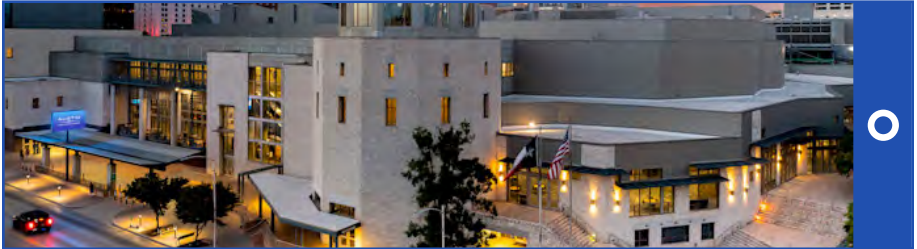
14,162
For Rent Units



- CAUDI** (Congress Avenue Urban Design Initiative)
- Congress Avenue Traffic and Safety Improvements for Pedestrians, Bicycles, and Vehicles
 - Improvements on Congress Avenue Between 1st and 7th Streets with a Focus on Urban Design



- Old 6th Street Revitalization**
- Preservation and Redevelopment of Austin’s Famous “6th Street” Just Steps from 316 Congress
 - 31 Buildings to Be Preserved and/or Redeveloped
 - Mix of Uses: Soft Goods, Restaurants, Retail, Hospitality, and Office



- Convention Center Redevelopment**
- \$1.6B Complete Redevelopment
 - Completion in 2026-2028



- Project Connect**
- Downtown Stop to Be Located at 3rd & Congress
 - 9.8 Mile Light Rail Connecting UT Austin, Downtown, South Congress, & East Riverside (future Austin Bergstrom International Airport)
 - Opening in 2033



Downtown and Citywide Mobility Initiatives

Project Connect Light Rail

- 9.8 Mile Light Rail System Connecting UT with Downtown, South Congress, and East Riverside Corridor
- Planned Expansion of Existing 32-Mile Commuter Light Rail System
- Downtown Stations Run Every 5 Minutes*
- Planned Downtown Station on 3rd Street Between Colorado and Congress
- System is Projected to Open in 2033

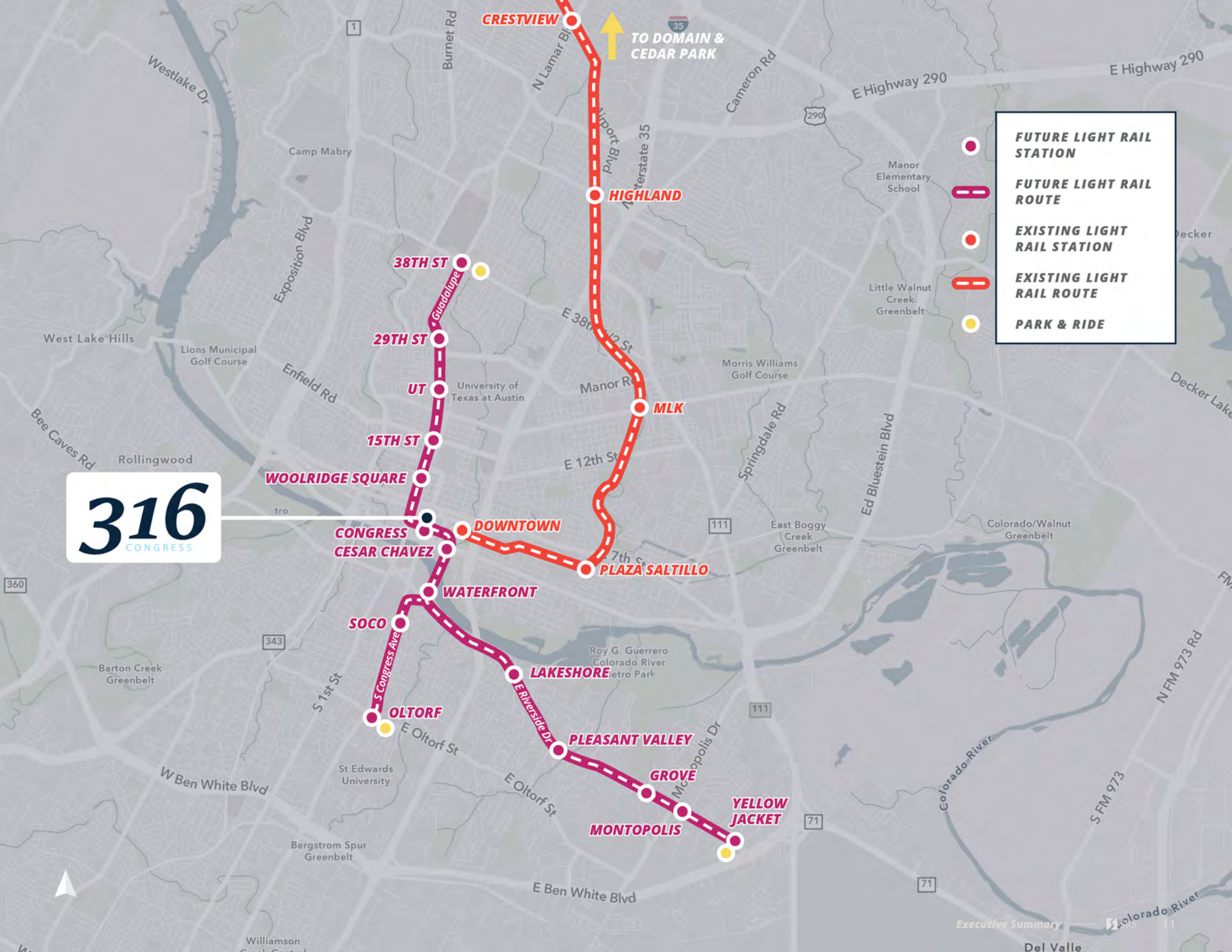
*During Peak Hours, Every 7.5 Minutes During Off Hours



RENDERING OF PROJECT CONNECT LIGHT RAIL - 3RD ST STATION



ProjectConnect.com | For More Information, **CLICK HERE**



Downtown and Citywide Mobility Initiatives

CAUDI - Congress Avenue Urban Design Initiative

Expected to begin in 2026, the first phase of CAUDI aims to create a pedestrian focused Congress Avenue. Upon completion in 2027, the project will create a friendly and walkable district between Lady Bird Lake and 7th Street. Future phases include improvements north of 7th Street, Congress Avenue Bridge improvements, and Improvements connecting to South Congress.

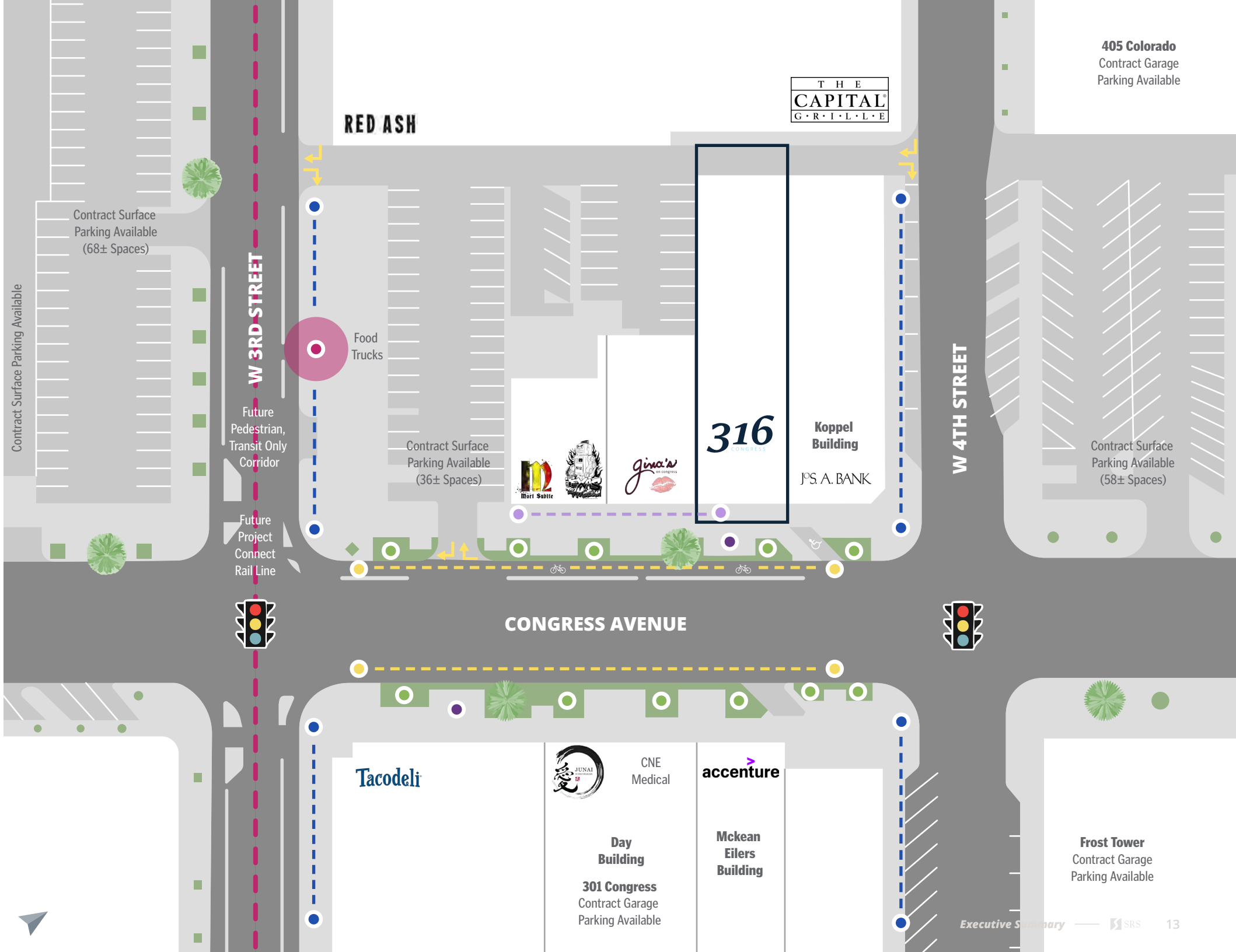
The pedestrian space offered on the east and west sides of the 300 block would be expanded by converting the parking bays to pedestrian space for the purposes of dining, shopping, and other street life. A concrete bicycle barrier would replace the current flex posts and rubber curb stops to improve the comfort and safety of the bikeway barrier. Consistent with all blocks, the design also proposes new planting areas that integrate trees with potential lighting and plants.

Planned Improvements

- ENHANCED BIKE LANES**
Converted Parking Spaces to Bike Lanes Protected by Concrete Curb
- LARGER PEDESTRIAN ZONES**
Offer Better Connectivity Downtown
- DESIGNATED RETAIL PATIO SPACE**
Enhanced Front Door Patios for Restaurants and Cafes
- SPECIFIC DROP OFF/PICK UP ZONES**
Designated Zones for Safer Drop Offs And Pickups Along Congress Avenue
- NEW PLANTING AREAS**
Further Enhancement of Street-scape to Deliver More Approachable Areas for Tenants and Visitors
- PLANNED PROJECT CONNECT STOP**



CAUDI (Congress Avenue Urban Design Initiative) | For More Information, [CLICK HERE](#)



[SRSRE.COM/316Congress](https://srsre.com/316Congress)

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