



Lantana Place

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Lantana Place

OVERVIEW

Lantana is a 500-acre mixed use development located on Southwest Parkway immediately south of the Barton Creek community.

Lantana Place is a mixed-use retail and entertainment project anchored by a 39,000 square foot ten-screen Moviehouse & Eatery and a Marriott AC boutique hotel.

The retail section of the project will have approximately 60,000 square feet of high quality retail, restaurant and medical space with abundant patio and outside dining options. The surrounding communities offer high-end housing, dense multi-family, solid daytime office demographics and several large private schools such as St. Andrews and Regents.

***Restaurant & Retail Opportunities In One
Of The Most Affluent & Underserved
Areas In The City Of Austin***

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OVERVIEW

325,000 TOTAL SF | 150 ROOM HOTEL | 60,000 RETAIL SPACE SF | 140,000 OFFICE SPACE SF

2018 BUSINESSES

1 Mile - 134 businesses

3 Mile - 1,513 businesses

5 Mile - 5,819 businesses

2018 EMPLOYEES

1 Mile - 2,303 employees

3 Mile - 19,801 employees

5 Mile - 67,943 employees

2018 POPULATION

1 Mile - 5,135 people

3 Mile - 47,476 people

5 Mile - 123,436 people

2018 AVERAGE HOUSEHOLD INCOME

1 Mile - \$134,160

3 Mile - \$138,269

5 Mile - \$129,400

2018 DAYTIME POPULATION

1 Mile - 7,374 people

3 Mile - 46,907 people

5 Mile - 137,812 people

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TRAFFIC COUNTS

TRAFFIC COUNTS W WILLIAM CANNON DR.

NB - 3,837 ADT
WB - 5,367 ADT
Total - 9,204 ADT

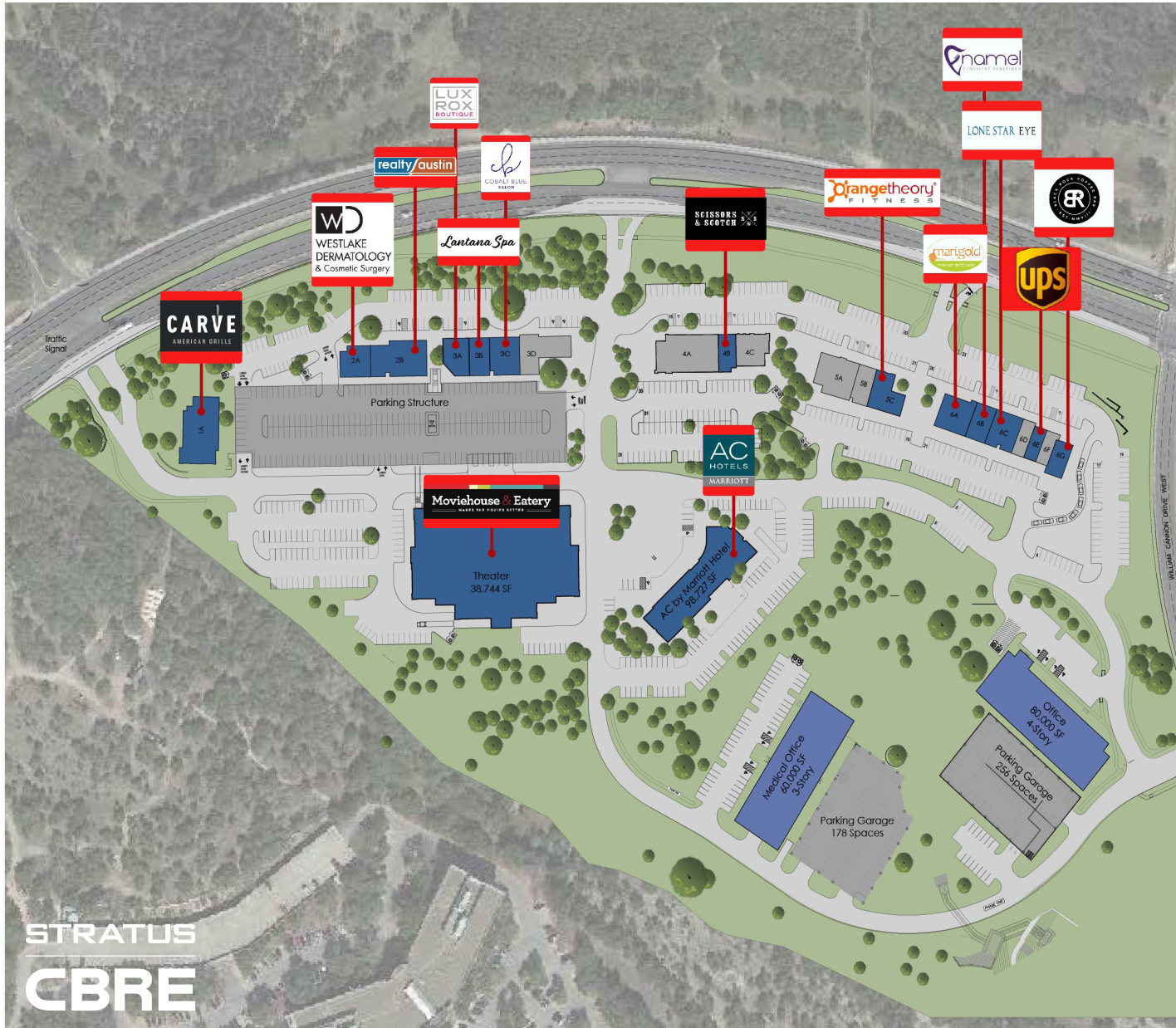
TRAFFIC COUNTS SOUTHWEST PARKWAY

NB - 18,896 ADT
WB - 19,134 ADT
Total - 36,030 ADT

COMPARED TO 15,000
CARS PER DAY IN 2015

SITE PLAN

SIGNED LEASE
 PENDING
 AVAILABLE



 AC by Marriott Hotel	98,727
 Moviehouse & Eatery	38,744
 1A Carve	7,009
	7,009
 2A Westlake Dermatology	2,600
 2B Realty Austin	5,446
	8,046
 3A Lux Rox Boutique	2,090
 3B Lantana Spa	2,309
 3C Cobalt Blue Salon	2,138
 3D Available (Restaurant)	3,471
	10,083
 4A Available (Restaurant)	5,500
 4B Scissors & Scotch	2,670
 4C Available (Restaurant)	1,914
	10,084
 5A Available	2,500
 5B Available	4,310
 5C Orange Theory Fitness	3,252
	10,062
 6A Marigold Market	3,581
 6B Enamel Dental	1,950
 6C Lone Star Optical	4,080
 6D Available	1,083
 6E UPS	1,221
 6F Available	1,700
 6G Black Rock Coffee	1,810
	15,425
Total	198,104

THE PEOPLE



1 15 MINUTE DRIVE TIME

POPULATION	286,689
2023 PROJECTED POP	316,185
MEDIAN HH INCOME	\$73,166
AVERAGE HH INCOME	\$108,826
DAYTIME POPULATION	343,108

2 5 MILE RADIUS

POPULATION	123,436
2023 PROJECTED POP	134,102
MEDIAN HH INCOME	\$90,793
AVERAGE HH INCOME	\$129,400
DAYTIME POPULATION	137,812

3 3 MILE RADIUS

POPULATION	47,476
2023 PROJECTED POP	52,193
MEDIAN HH INCOME	\$98,312
AVERAGE HH INCOME	\$138,269
DAYTIME POPULATION	46,907

MEDIAN HOUSEHOLD INCOME





THE PEOPLE

33.6%

ENTERPRISING PROFESSIONALS

Enterprising professionals residents are well educated and climbing the ladder in stem (science, technology, engineering, and mathematics) occupations.

This young market makes over one and a half times more income than the US median.

- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Prosperous married couples living in older suburban enclaves.
- Ambitious and hard-working.
- Active in fitness pursuits like bicycling, jogging and aerobics.
- Early adopters of new technology.
- Buy name brands and trendy clothes.

18.1%

IN STYLE

in style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading.

Professional couples or single households without children, they have the time to focus on their homes and their interests.

- College educated, low unemployment.
- Live and work in the same county, creating shorter commute times.
- Invest wisely, well-insured
- Second largest Tapestry group, comprised of Gen X married couples, and a growing population of retirees.
- Affluent market - income supplemented by investments and substantial net worth.

17.9%

LAPTOPS & LATTES

Laptops and lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations.

Residents are more interested in the stock market than the housing market. They are cosmopolitan and connected—technologically savvy consumers.

- Three out of four have a bachelor's degree or higher.
- Active and health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.
- Intelligent, hard-working and averse to traditional commitments of marriage and home ownership.
- Early adopters of new technology.
- Buy name brands and trendy clothes.

16.5%

TOP TIER

the residents of the wealthiest tapestry market earn more than three times the us household income and have an average net worth of over 1.5 million dollars.

They fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping.

- Select upscale salons, spas, and fitness centers and shop at high-end retailers for their personal effects.
- More than one in three residents has a postgraduate degree.
- Established wealth—educated, well-traveled married couples with children ranging from grade school to college.
- Expect quality; invest in time-saving services.
- Participate in their communities - active in sports and enthusiastic travelers.

For More Information Please Contact:

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