



**VILLITA**  
ASSEMBLY HALL

Where The San Antonio Riverwalk Meets La Villita

For Lease – Retail/Restaurant Space Available



Jones Lang LaSalle Americas, Inc.





# Executive Summary

## La Villita Assembly Hall

- The La Villita Assembly Hall is an iconic, free standing event venue prominent located along the San Antonio River Walk, the #1 tourist attraction in the state of Texas.
- The site benefits from substantial Riverwalk Frontage driving year-round foot traffic and visibility, supplemented by the 3,000+ hotel rooms within a half mile radius of the property.
- Surrounded by walkable amenities, including hotels, restaurants, retail, and entertainment, La Villita offers unmatched accessibility and convenience for both local and visiting guests. Its blend of historic character, prime riverfront location, and connectivity to San Antonio's

## Market Highlights & Major Redevelopments

- San Antonio is the #1 tourist destination in Texas, attracting over 37.7 million visitors annually and generating more than \$15 billion in economic impact. The city's thriving downtown, anchored by the world-famous River Walk, is undergoing a \$3.3B revitalization, driving year-round tourism and investment activity.
- Ongoing Investments
  - Project Marvel, a downtown NBA stadium and adjacent mixed –use less than a ½ mile from the Assembly Hall
  - \$160M development of Minor League Baseball Stadium and 8 Acre mixed-use, with over 1,000 apartments & a full-service hotel
  - \$550M investment into The Alamo to revitalize and transform consumer experience
  - Hemisfair Park, \$1.3B urban master plan that includes Multi-Family & Public amenities immediately adjacent to La Villita
  - UTSA Downtown Expansion, UTSA has invested \$400M into student housing, facilities, and schools with a plan to bring over 10,000 Full-Time students into the Urban core



# Building Information



**Address:**  
401 Villita St.  
San Antonio, TX



**# of Stories:**  
Bi-Level property with  
entrances and patios at both  
downtown and river levels



**Net Rentable:**  
Interior: ±44,993 SF  
Exterior: ±14,596 SF



**Year Built:**  
1958



**Site Size:**  
1.209 Acres

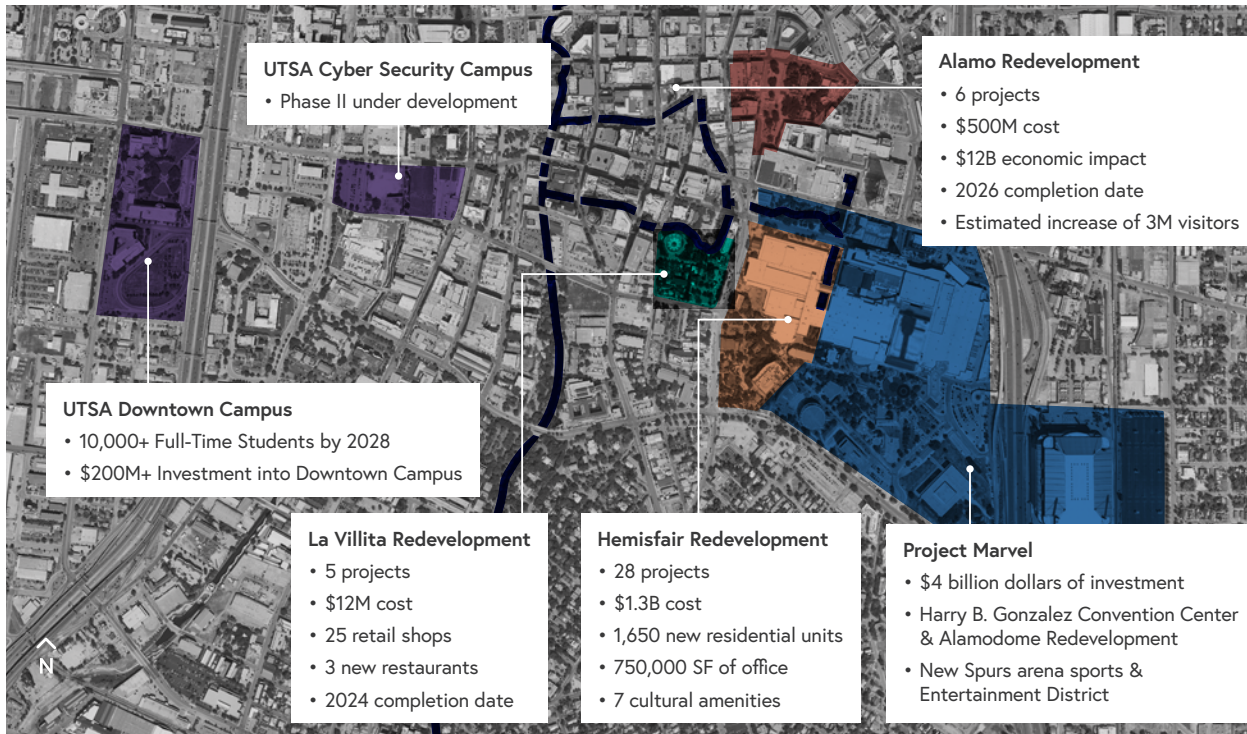


**Zoning:**  
Downtown  
(H, HE, RIO-3)

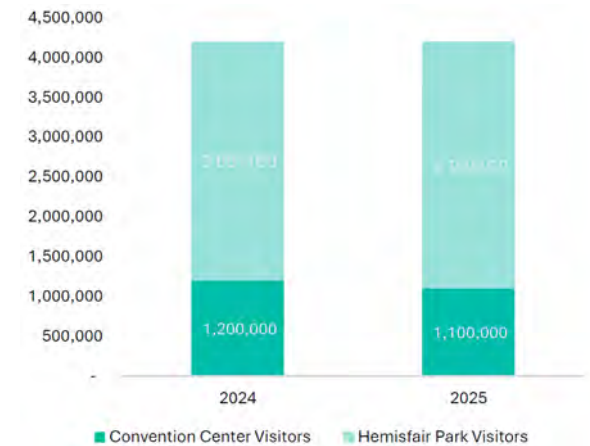


# Why this Location Wins

- La Villita sits at the center of San Antonio's ongoing urban core revitalization, benefiting from concentrated public and private investment across the CBD.
- Anchored by 4M+ annual Convention Center and Hemisfair visitors and 14M+ River Walk visitors—alongside proximate demand drivers including The Alamo, Project Marvel, and UTSA Downtown—the site is positioned for sustained visibility and year-round demand.
- Irreplaceable River Walk frontage, combined with accelerating investment in surrounding entertainment and cultural assets, places the property within the CBD's most durable and high-traffic economic corridor.



Annual Visitor Count Adjacent to Site

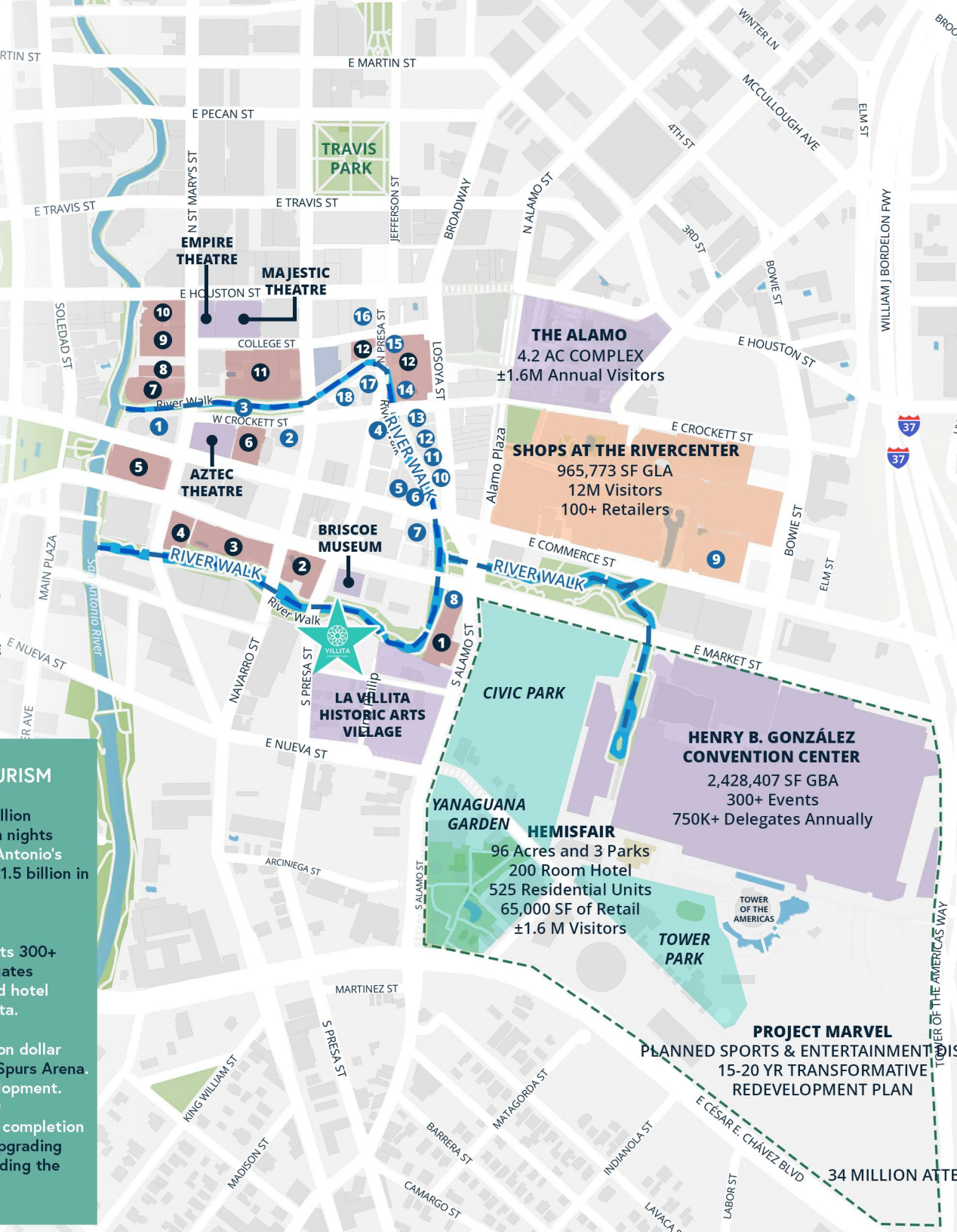


# HOTELS

- 1 HOTEL PALACIO DEL RIO**  
485 ROOMS
- 2 HOTEL CONTESSA**  
265 ROOMS
- 3 WESTIN RIVERWALK**  
473 ROOMS
- 4 HOMEWOOD SUITES**  
146 ROOMS
- 5 DRURY PLAZA HOTEL**  
380 ROOMS
- 6 MOKARA HOTEL & SPA**  
97 ROOMS
- 7 DRURY INN & SUITES**  
150 ROOMS
- 8 COURTYARD BY MARRIOTT**  
220 ROOMS
- 9 HOLIDAY INN**  
313 ROOMS
- 10 HOTEL VALENCIA**  
213 ROOMS
- 11 OMNI LA MANSIÓN DEL RIO**  
338 ROOMS
- 12 CLUB WYNDHAM RIVERSIDE**  
46 ROOMS
- 13 HYATT REGENCY**  
630 ROOMS

### SAN ANTONIO TOURISM

- San Antonio drew 37.65 million visitors with 896,000 room nights booked through Visit San Antonio's sales efforts generating \$21.5 billion in economic impact.
- The HENRY B. GONZÁLEZ CONVENTION CENTER hosts 300+ events and 750,000+ delegates annually, fueling year-round hotel demand steps from La Villita.
- PROJECT MARVEL- \$4 billion dollar investment featuring new Spurs Arena. 25+ AC of Mixed Use Development. Restaurants, Shops, Family Entertainment. Tower park completion and a park/land bridge. Upgrading the Alamodome and expanding the convention center.



# RESTAURANTS

- 1 THE ESQUIRE TAVERN**  
"OLDEST BAR ON THE RIVERWALK"
- 2 RITA'S ON THE RIVER**  
"WHERE WE TAKE OUT FRIENDS FROM OUT OF TOWN"
- 3 IRON CACTUS**  
VOTED BEST ON THE RIVERWALK 6 YEARS RUNNING
- 4 SALTGRASS STEAK HOUSE**
- 5 BOUDRO'S**  
"TOP RIVER WALK DINING DESTINATION SINCE 1986"
- 6 THE REPUBLIC OF TEXAS**  
"HOME OF THE 46 OZ MARGARITA"
- 7 CASA RIO**  
FIRST RESTAURANT TO OPEN ITS DOORS ON THE RIVER WALK ICONIC TEX MEX SINCE 1946
- 8 DURTY NELLY'S IRISH PUB**  
"FAVORITE 'WATERING HOLE' OF BOTH LOCALS AND VISITORS ALIKE"
- 9 FOGO DE CHAO**  
RIVERCENTER ANCHOR
- 10 CAFE OLE**  
LARGE PATIO WITH VIEWS OF THE RIVERALK
- 11 DICK'S LAST RESORT**  
"THE ROWDY OF THE RIVER"
- 12 BRENNER'S ON THE RIVER WALK**  
#6 FINE DINING IN THE US TRAVELERS' CHOICE BEST OF THE BEST 2025
- 13 RAINFOREST CAFE**  
"THREE STORIES OF JUNGLE MADNESS ON THE SAN ANTONIO RIVER"
- 14 ON THE BEND**  
FEATURING LIVE JAZZ MUSIC
- 15 MAD DOGS**  
RIVER WALK'S BRITISH PUB
- 16 BUCKHORN SALOON & MUSEM**  
"WHERE TEDDY ROOSEVELT RECRUITED ROUGH RIDERS" SERVING SINCE 1881
- 17 PAESANOS RIVERWALK**  
"PERFECT BLEN OF OLD WORLD AND NEW" SOUGHT AFTER GROUP DINING
- 18 ALAMODOME**  
160,000 SF 65,000 CAPACITY REGULAR LIVE DUELING PIANOS 34 MILLION ATTENDEES SINCE 993

**THE ALAMO**  
4.2 AC COMPLEX  
±1.6M Annual Visitors

**SHOPS AT THE RIVERCENTER**  
965,773 SF GLA  
12M Visitors  
100+ Retailers

**BRISCOE MUSEUM**

**LA VILLITA HISTORIC ARTS VILLAGE**

**CIVIC PARK**

**YANAGUANA GARDEN HEMISFAIR**  
96 Acres and 3 Parks  
200 Room Hotel  
525 Residential Units  
65,000 SF of Retail  
±1.6 M Visitors

**TOWER PARK**

**HENRY B. GONZÁLEZ CONVENTION CENTER**  
2,428,407 SF GBA  
300+ Events  
750K+ Delegates Annually

**TOWER OF THE AMERICAS**

**PROJECT MARVEL**  
PLANNED SPORTS & ENTERTAINMENT DISTRICT  
15-20 YR TRANSFORMATIVE REDEVELOPMENT PLAN

# MULTI-FAMILY DEVELOPMENTS

- 1 THE SANTA RITA | PROPOSED  
351 UNITS | 2027
- 2 HEMISFAIR | PROPOSED  
300 UNITS | 2027
- 3 SOUTHTOWN ALDEA | PROPOSED  
250 UNITS | 2027
- 4 DURANGO RESIDENCES | PROPOSED  
89 UNITS | 2027
- 5 ST JOHN'S SQUARE | PROPOSED  
252 UNITS | 2027
- 6 TOWER LIFE | UC  
243 UNITS
- 7 CHERRY X COMMERCE | PROPOSED  
342 UNITS | 2027
- 8 CENTRAL AT COMMERCE | PROPOSED  
279 UNITS | 2027
- 9 THE NIX | PROPOSED  
329 UNITS
- 10 VILLITA TOWER | PROPOSED  
226 UNITS | 2027
- 11 309 TRAVIS ST | PROPOSED  
410 UNITS | 2028
- 12 THE YARD | PROPOSED  
271 UNITS | 2028
- 13 1025 FRIO ST | PROPOSED  
150 UNITS | 2027
- 14 801 N MAIN | PROPOSED  
80 UNITS | 2026
- 15 THE COSMOPOLITAN | PROPOSED  
105 UNITS | 2027
- 16 1920 ST MARY' ST | PROPOSED  
575 UNITS | 2028
- 17 THE MIRA | PROPOSED  
323 UNITS | 2027
- 18 COOPERS ROW NORTH | UC  
75 UNITS | 2027
- 19 PEARL BUILD | PROPOSED  
250 UNITS | 2027
- 20 1523 ALAMO ST | PROPOSED  
37 UNITS
- 21 PINE @ CARSON | UC  
21 UNITS | 2026
- 22 624 ALAMO ST | PROPOSED  
2027
- 23 THE WHITNEY | PROPOSED  
220 UNITS | 2027

**UTSA**  
The University of Texas at San Antonio  
**DOWNTOWN CAMPUS**  
14,500 STUDENTS  
EXPANSION PLANNED  
TO ACCOMMODATE 10,000  
STUDENTS BY 2028

**ALAMO COLLEGES DISTRICT**  
San Antonio College  
20,000 STUDENTS

The Children's Hospital  
of San Antonio  
CHRISTUS HEALTH

HISTORIC MARKET SQUARE  
SAN ANTONIO

CORPORATE HEADQUARTERS  
HEB

Rainforest Cafe CVS pharmacy DICK'S  
boudro's SWEETGRASS Brenner's  
Steakhouse

Shops at Rivercenter

H&M SEA LIFE San Antonio  
LEGOLAND DISCOVERY CENTERS IMAX fever  
FOGO DE CHÃO BRAZILIAN STEAKHOUSE  
sugar MEXICO CITY HOLEY MOLEY

Hemisfair PROJECT MARVEL  
HENRY B. GONZÁLEZ CONVENTION CENTER

**LA VILLITA: AT THE CENTER OF DOWNTOWN SAN ANTONIO'S RESIDENTIAL GROWTH**

DAYTIME POPULATION	RESIDENTS	WORKERS	BUSINESSES
1,655,691 <small>Total Daytime Population</small>	714,313 <small>Daytime Population - Residents</small>	941,378 <small>Daytime Population - Workers</small>	53,153 <small>2025 Total Businesses</small>



# The Vision

- Delivered as a fully stabilized shell with new roof, modernized MEP systems, fire sprinklering, and restored historic masonry and mill work, eliminating major capital uncertainty and allowing immediate focus on operations and revenue generation.
- Highly flexible layout with soaring ceiling heights, expansive interior volume, and dedicated back-of-house capacity, supporting a wide range of uses including event venue, food & beverage, entertainment, and hybrid experiential concepts.
- Seamless indoor-outdoor integration and dual-level activation potential, enabling dynamic programming, private events, and day-to-night activation strategies.
- Positioned to capitalize on exceptional pedestrian traffic and tourism demand along the River Walk, providing a built-in customer base for both programmed events and daily F&B operations.
- Combines historic character with modern functionality, offering a differentiated, design-forward environment that commands premium pricing for events, activations, and curated experiences.





# Existing Condition



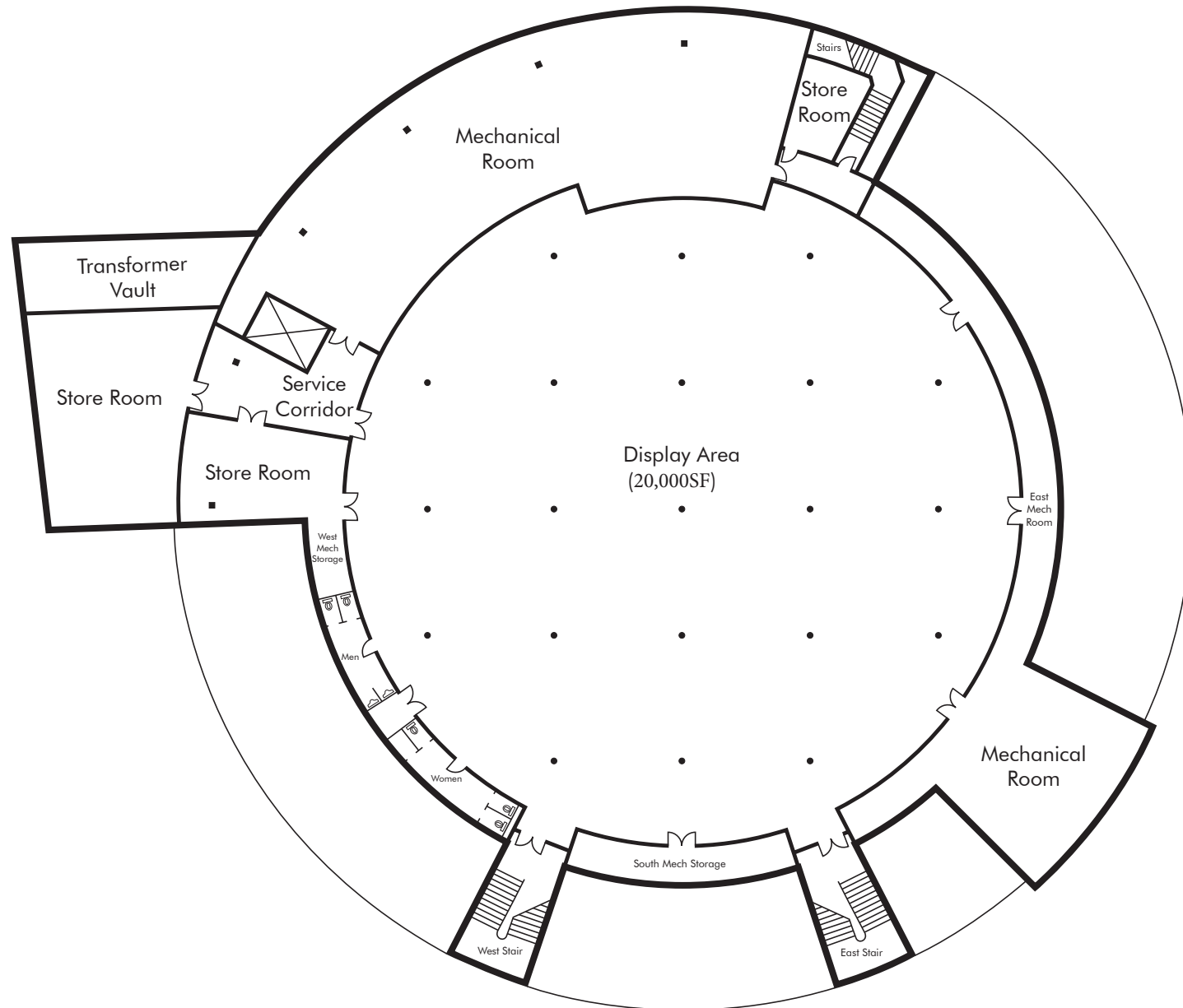


# Exterior Photography



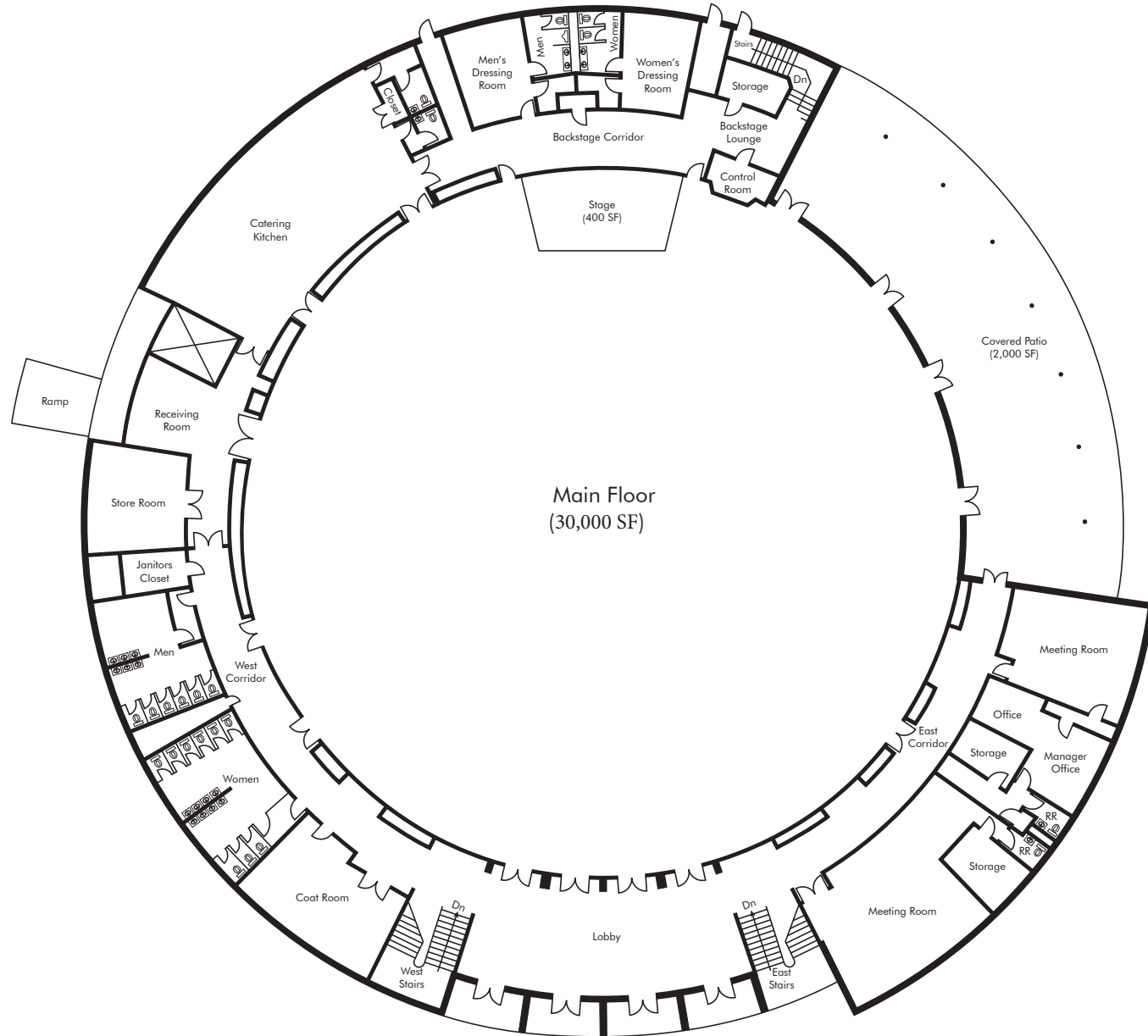


# Basement Level Floor Plan





# Main Level Floor Plan

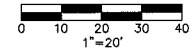




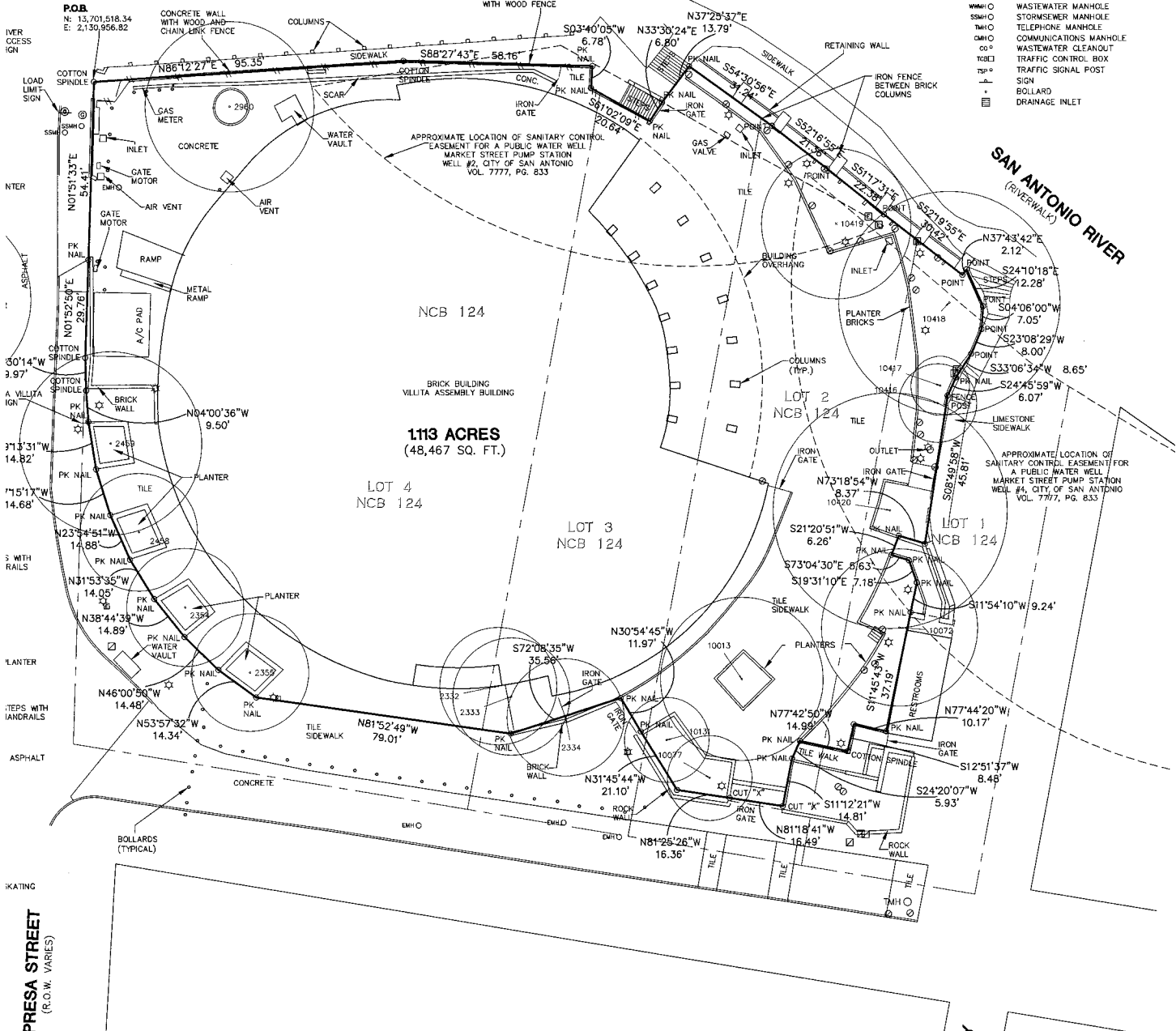
# Survey

VOLUME 2451, PAGE 314, REAL XAS - SUBJECT TO  
PROPERTY CONTROL EASEMENT FOR A PUBLIC WATER WELL, RECORDED IN VOLUME 2451, BEXAR COUNTY, TEXAS

## SAN ANTONIO RIVER (RIVERWALK)



- △ CABLE TV RISER
- ELECTRIC BOX
- ⊕ ELECTRIC METER
- ⊗ GAS METER
- ⊙ GAS VALVE
- ⊖ WOOD FENCE
- CHAIN LINK FENCE
- OVERHEAD ELEC. LINE
- ELECTRIC MANHOLE
- ⊖ WMH O WASTEWATER MANHOLE
- ⊖ SSMH O STORMSEWER MANHOLE
- ⊖ TMH O TELEPHONE MANHOLE
- ⊖ CMH O COMMUNICATIONS MANHOLE
- ⊖ WWC O WASTEWATER CLEANOUT
- ⊖ TCB ⊠ TRAFFIC CONTROL BOX
- ⊖ TSP ⊕ TRAFFIC SIGNAL POST
- ⊖ SIGN
- ⊖ BOLLARD
- ⊖ DRAINAGE INLET



PRESA STREET (R.O.W. VARIES)



# Market Overview: San Antonio, Texas

## Market Overview

- San Antonio is one of the fastest-growing large metros in the U.S., driven by strong population inflows, relative affordability, and expanding regional connectivity along the I-35 corridor. Its economy is highly diversified—anchored by tourism, healthcare, defense, and a growing innovation sector—supporting stability and long-term resilience. With over \$15B in annual tourism spend and sustained demographic growth, the market is well-positioned for continued expansion despite broader Sun Belt competition.

## Tourism

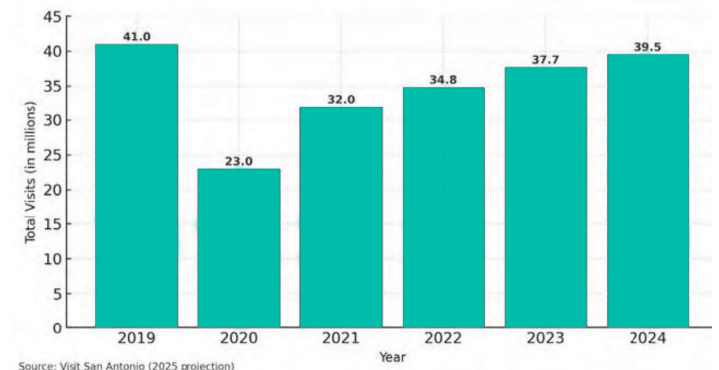
- San Antonio is a top-tier U.S. travel destination, welcoming ~38–40 million visitors annually and generating over \$15B in economic impact. Anchored by iconic attractions like the River Walk, The Alamo, and a strong convention base (~1M delegates annually), the city benefits from consistent year-round demand across leisure and group travel. Ongoing investment in infrastructure, events, and downtown development continues to reinforce its position as one of the most resilient and diversified tourism markets in the country.

## Economy

- San Antonio is a top-25 U.S. metro with over 2.7 million residents and remains one of the fastest-growing large markets, adding ~22,000 residents annually driven by strong in-migration and relative affordability. The economy is highly diversified across healthcare, defense, financial services, tourism, logistics, and emerging tech—anchored by major employers such as Valero, USAA, and Frost—and has added over 40,000 jobs in the past five years. Critically, its significant military and healthcare presence provides a stabilizing, recession-resistant foundation, and with unemployment around 3.7%—below the national average—and strategic positioning along the Austin–San Antonio corridor, the region is well-positioned for sustained, long-term expansion.

<b>\$40B+</b> Economic Impact	<b>2.7M</b> Total Population	<b>40K+</b> Job Growth in last 5 years
<b>#1</b> Military infrastructure in the US	<b>3.7%</b> Unemployment	<b>26.2 Mins.</b> Avg. Commute Time
<b>80K+</b> Military personnel and civilians	<b>#4 in the US</b> Fastest Growing City - US Census Bureau	
<b>6,500+</b> Cybersecurity professionals		

### Annual Visitors Continue to Grow





# Downtown San Antonio

Downtown San Antonio is a prime investment destination, attracting nearly 39 million visitors annually in 2023. The area is home to a vibrant community of 28,000 residents across 11,500 households and supports 75,000 jobs. Over the past decade, substantial investment in new construction and renovations has created numerous opportunities for residents and businesses alike. The development pipeline is set to exceed the growth of the past ten years, highlighting the area's dynamic and promising investment landscape.

Since 2010

**>5,100**  
New Multifamily  
Apartment Units



**8,400**  
Apartment Units  
Total Inventory

**>1.2M SF**  
New Commercial  
Space



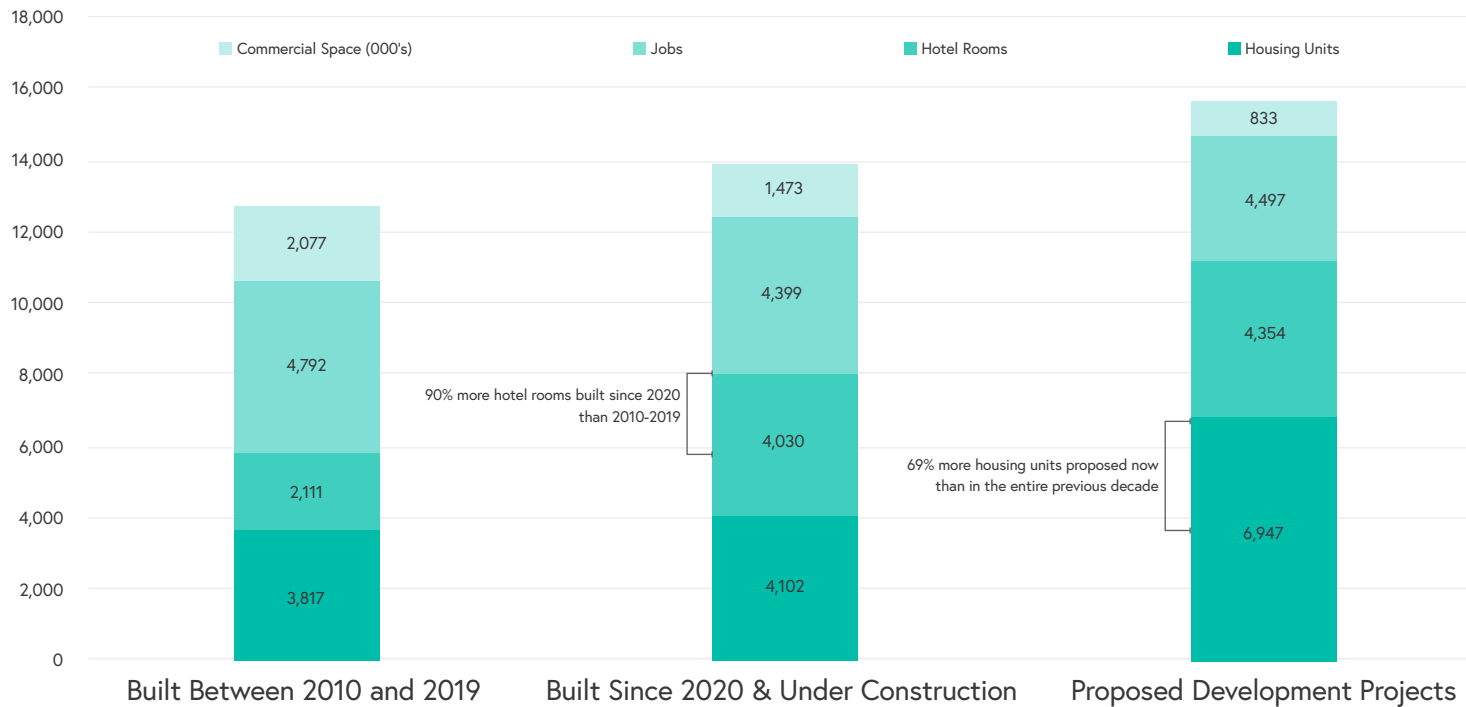
**17.3M SF**  
Commercial SF  
Total Inventory

**>2,300**  
New Hotel  
Rooms



**14,100**  
Hotel Room  
Total Inventory

## Development Activity in San Antonio CBD





# Demand Drivers in Downtown San Antonio

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## Demographic Data

**28K**  
CBD  
Residents

**\$3B**  
Consumer  
Spending

**15%**  
Exp. Growth  
by 2030

**3%**  
Unemployment  
Rate

**35**  
Median Age

**11.5K**  
Households

## Economic Data

**\$19B**  
Economic Impact

**75K**  
Jobs

**39M**  
Annual Visitors

## Development Pipeline

Public

Private

**24**  
Projects

**43**  
Projects

**\$1.5B**  
Investment

**\$1.8B**  
Investment

**14**  
Street Projects

**11.5K**  
Residential  
Units



# VILLITA

## ASSEMBLY HALL

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