



VILLITA
ASSEMBLY HALL

Where The San Antonio Riverwalk Meets La Villita

For Lease – Retail/Restaurant Space Available



Jones Lang LaSalle Americas, Inc.



ESCALERA
CAPITAL



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

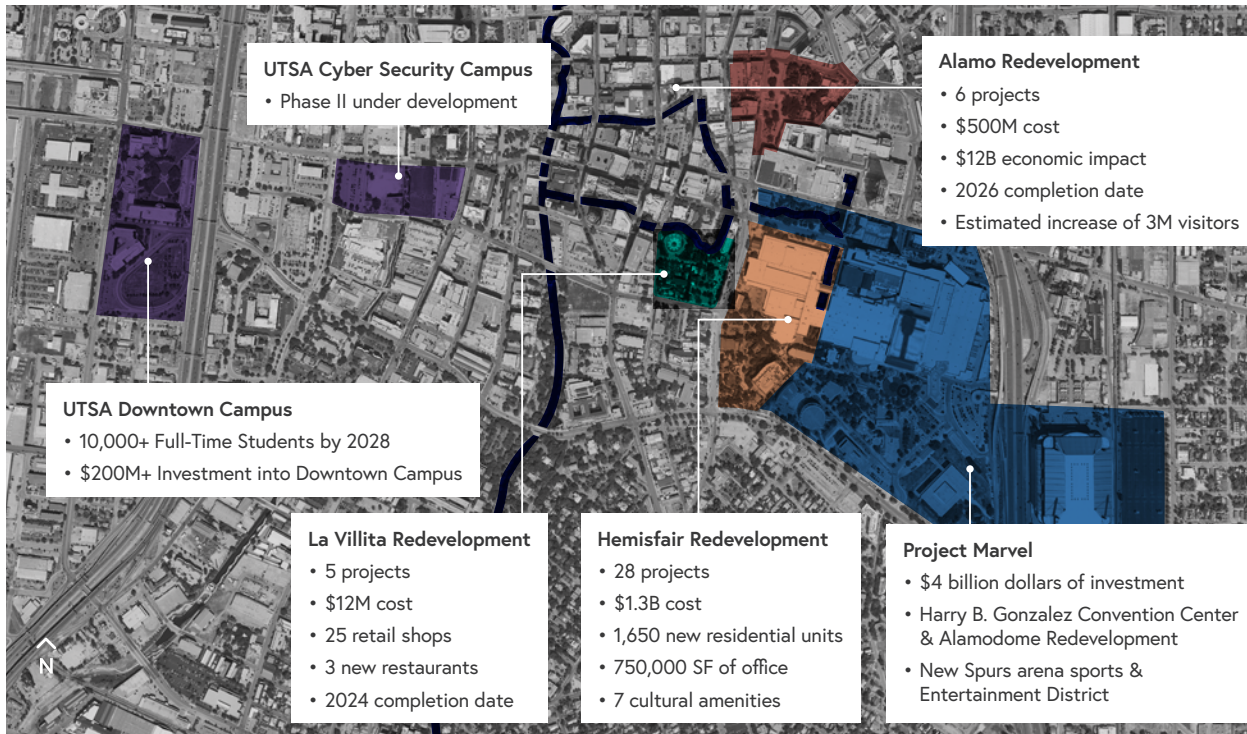


Zoning:
Downtown
(H, HE, RIO-3)

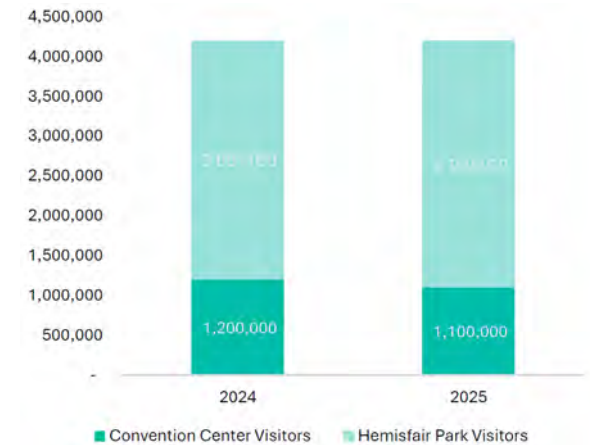


Why this Location Wins

- 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

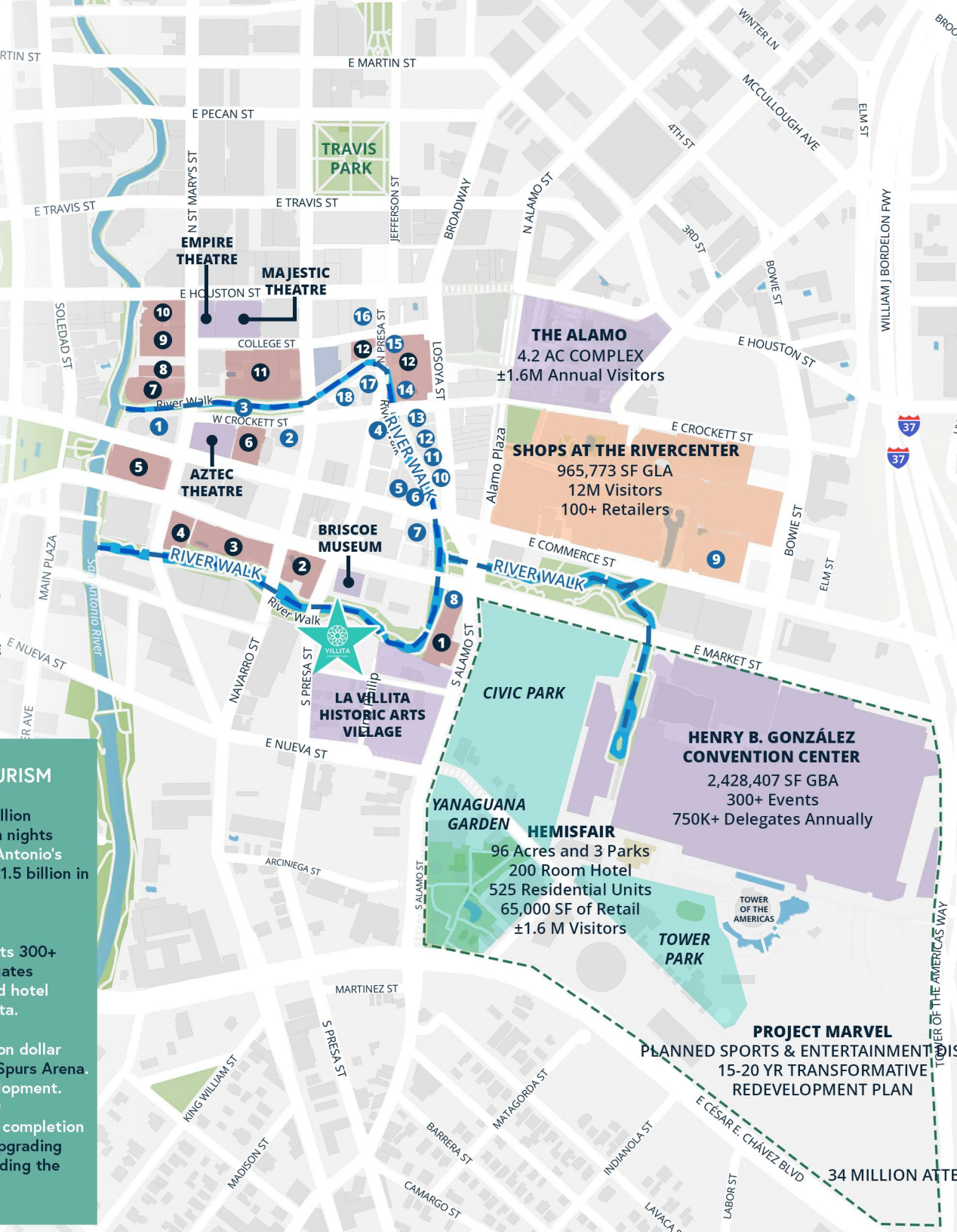


HOTELS

- 1 **HOTEL PALACIO DEL RIO**
485 ROOMS
- 2 **HOTEL CONTESSA**
265 ROOMS
- 3 **WESTIN RIVERWALK**
473 ROOMS
- 4 **HOMWOOD 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 WYNNDHAM 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 RIVERWALK
- 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 **RAINFORREST 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
HOWL AT THE MOON
REGULAR LIVE DUELING PIANOS
34 MILLION ATTENDEES SINCE 1993

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

Shops at Rivercenter

HENRY B. GONZÁLEZ CONVENTION CENTER

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

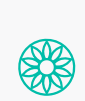
DAYTIME POPULATION	RESIDENTS	WORKERS	BUSINESSES
 1,655,691 <small>Total Daytime Population</small>	 714,313 <small>Daytime Population - Residents</small>	 941,378 <small>Daytime Population - Workers</small>	 53,153 <small>2025 Total Businesses</small>



The Vision

- Food & beverage and experiential concepts are the dominant performers on the San Antonio River Walk, supported by strong tourism, consistent foot traffic, and proven consumer spend.
- This project represents a unique opportunity to establish a best-in-class dining and entertainment anchor at the southern bend of the River Walk—an area poised for outsized growth as surrounding investment and density accelerate.
- Dual-level configuration and seamless indoor-outdoor connectivity create a highly flexible platform for revenue generation, enabling everything from high-volume F&B to premium private events and full-site activations.
- A reimagined historic asset with modern infrastructure, offering operators a rare combination of character, functionality, and positioning to capitalize on the continued evolution of Downtown San Antonio.





Project Renderings



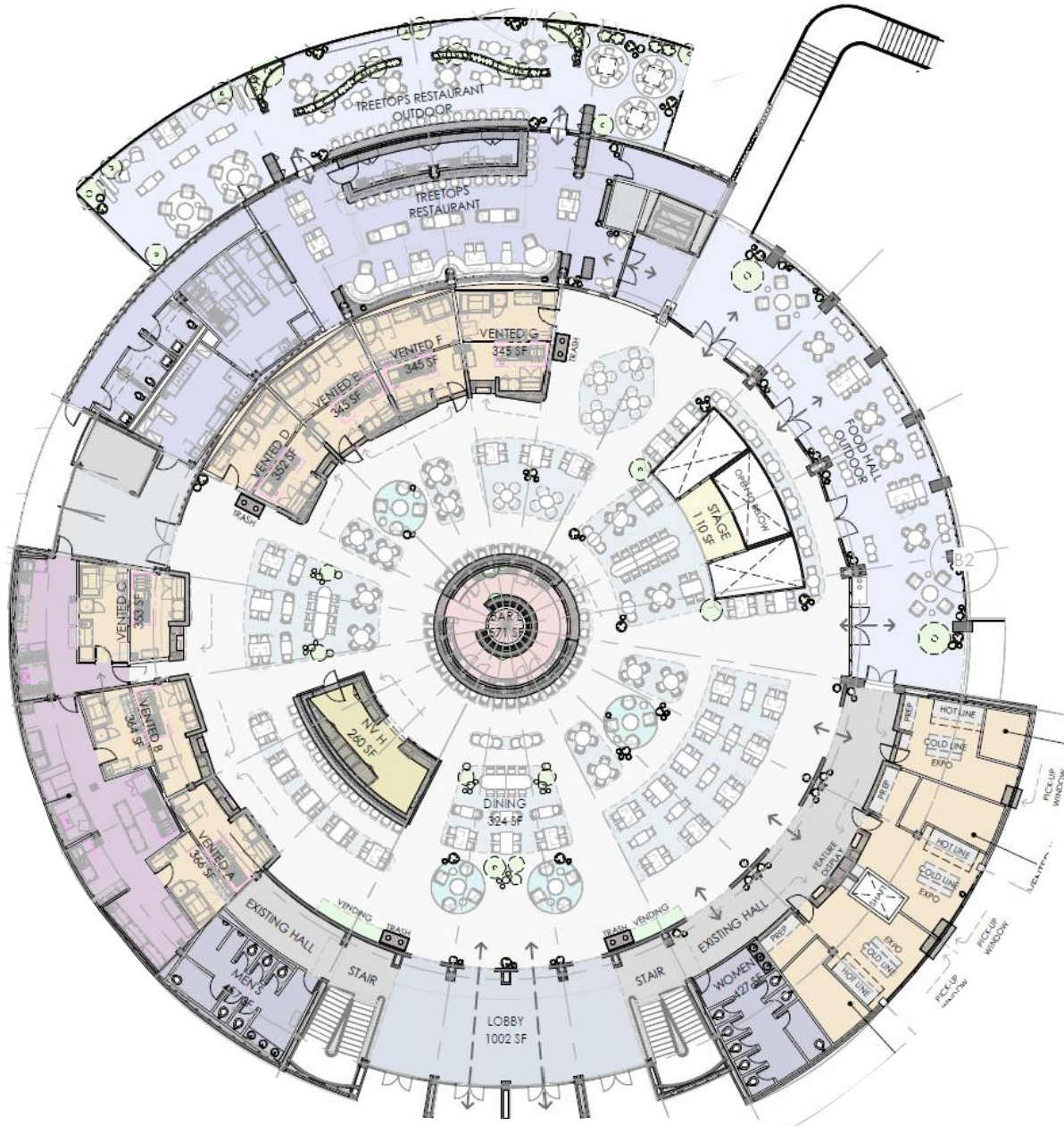


Project Renderings





Street Level Floor Plan – Test Fit



PROGRAM

- TERRACE
- DINING
- VENDOR DINING
- LOUNGE
- VENDING
- STAGE
- NON-VENTED VENDOR
- VENTED VENDOR
- BAR
- TRASH / CONDIMENTS
- TREETOPS RESTAURANT
- SHARED BOH
- RESTROOMS
- UTILITY
- LOBBY
- LOADING / RECEIVING
- VERTICAL CIRCULATION
- CIRCULATION

VENDOR COUNT - FOOD HALL

BAR L

BAR: 1

MV N

MV O

MV P

MICROVENDOR: 3

NV H

NON-VENTED VENDOR: 1

VENTED A

VENTED B

VENTED C

VENTED D

VENTED E

VENTED F

VENTED G

VENTED J

VENTED K

VENTED L

VENTED VENDOR: 10

TOTAL VENDOR COUNT: 15



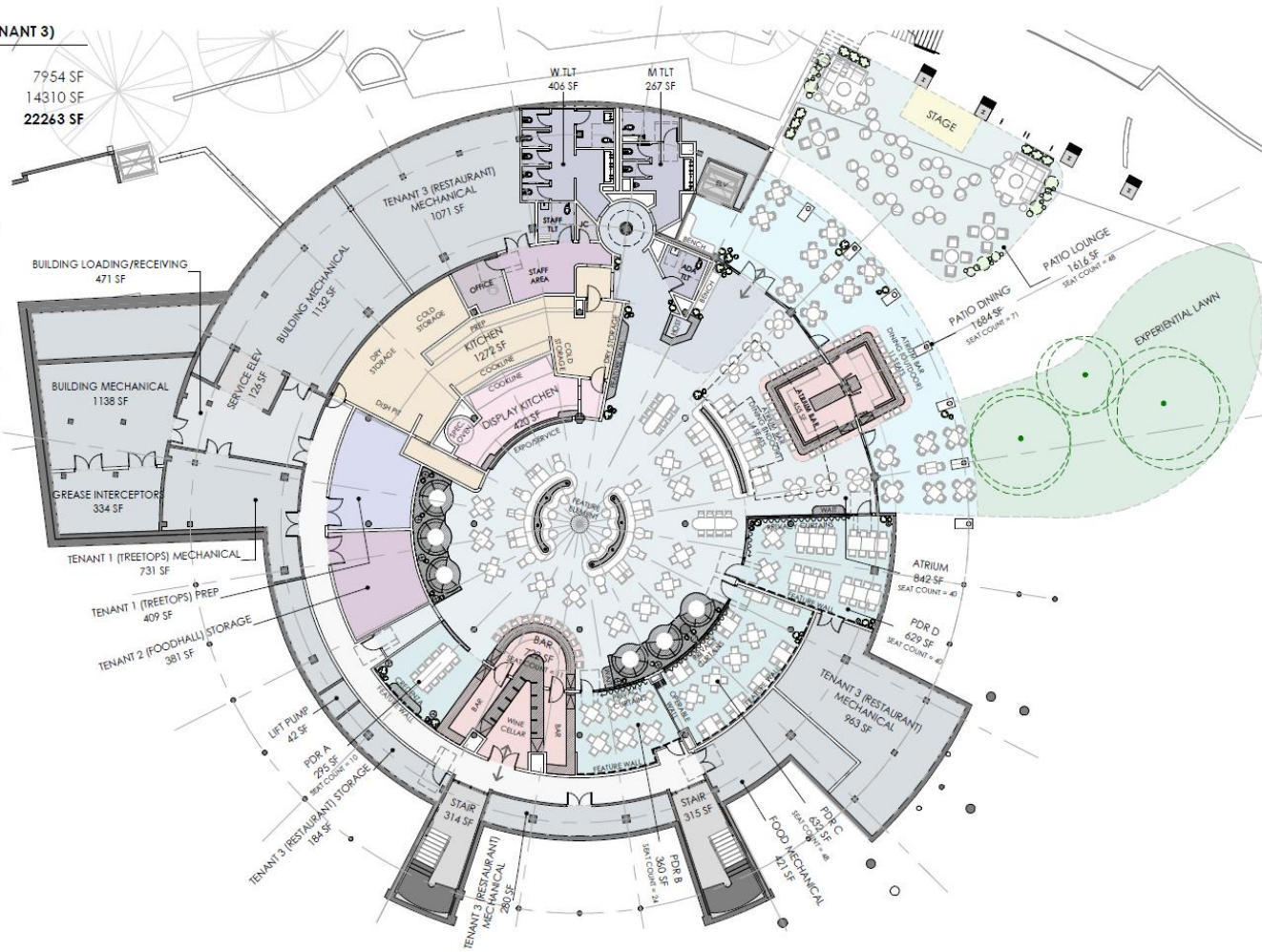
River Level Floor Plan – Test Fit

TENANT AREA - STEAKHOUSE CONCEPT (TENANT 3)

RIVER LEVEL FF	
TENANT 3 - RESTAURANT OUTDOOR	7954 SF
TENANT 3 - RESTAURANT	14310 SF
TENANT 3 INTERIOR + EXTERIOR AREA	22263 SF

SEAT COUNT - RIVER LEVEL - RESTAURANT - STEAKHOUSE CONCEPT

BAR DINING (ATRIUM INDOOR)	14
BAR DINING (ATRIUM OUTDOOR)	11
BAR DINING (INDOOR)	11
INDOOR ATRIUM	40
INDOOR DINING	139
INDOOR PRIVATE DINING	122
OUTDOOR PATIO DINING	71
OUTDOOR PATIO LOUNGE	48
TOTAL	456



PROGRAM

- DINING
- PRIVATE DINING
- PATIO DINING
- PATIO LOUNGE
- LANDSCAPED AREA
- STAGE
- KITCHEN
- DISPLAY KITCHEN
- BAR
- TREETOPS RESTAURANT
- SHARED BOH
- OFFICE
- JANITOR'S CLOSET
- RESTROOMS
- UTILITY
- LOBBY
- LOADING / RECEIVING
- VERTICAL CIRCULATION
- CIRCULATION



Pedestrian Traffic Flow





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

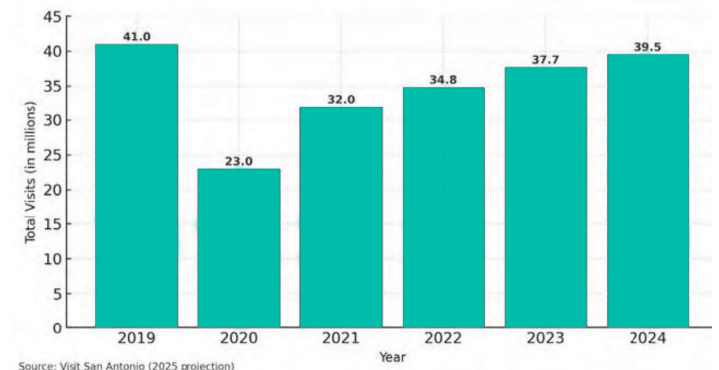
- San Antonio is a top-tier U.S. travel destination, welcoming ~38–40 million visitors annually and generating over \$15B in economic impact. Anchored by iconic attractions like the River Walk, The Alamo, and a strong convention base (~1M delegates annually), the city benefits from consistent year-round 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.

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

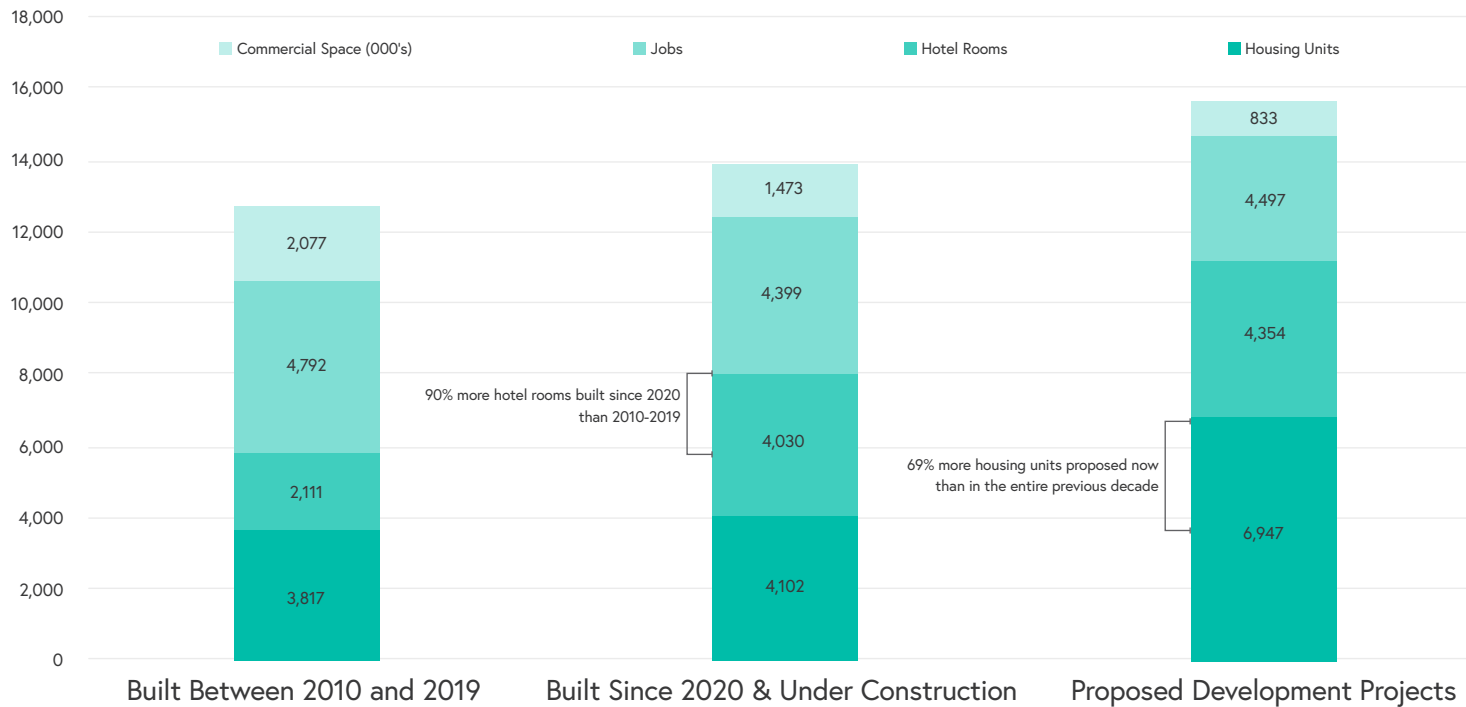
Since 2010

>5,100
New Multifamily
Apartment Units



8,400
Apartment Units
Total Inventory

Development Activity in San Antonio CBD



>1.2M SF
New Commercial
Space



17.3M SF
Commercial SF
Total Inventory

>2,300
New Hotel
Rooms



14,100
Hotel Room
Total Inventory



Demand Drivers in 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.

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



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