

## W Austin Hotel & Residences and Austin City Limits Theater Breaks Ground

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Stratus Properties And The Canyon-Johnson Urban Fund Break Ground On \$260-Million Block 21 Mixed-Use Development In Austin And Debut W Austin Hotel & Residences Sales Center

Austin-based Stratus Properties and the Canyon-Johnson Urban Fund officially broke ground on Block 21 Friday and simultaneously debuted the sales center for the W Austin Hotel & Residences, a key component of the 35-story, \$260-million mixed-use development. Occupying a former vacant lot in downtown Austin's burgeoning 2nd Street District, Block 21 is being considered for Platinum LEED Certification for its implementation of green building techniques, materials and operational standards under the guidance of sustainability leading expert Gail Vittori, Co-director of the Austin-based Center for Maximum Potential Building Systems. Upon completion in 2010, the project will offer residents and visitors a compelling and architecturally significant environment that will incorporate 196 luxury condominium residences, 250 hotel guestrooms, world-class spa, signature restaurant, approximately 47,000 square feet of premium, ground- and second-floor retail plus engaging public spaces. A 2,200-seat, state-of-the-art theater and music venue to be managed by Live Nation will also serve as the new home of KLRU-TV's venerable Austin City Limits, the longest running televised concert series.

Local dignitaries, VIPs and development partners who participated in the afternoon groundbreaking ceremony included Mayor Will Wynn, basketball-legend-turned-business-tycoon, Earvin 'Magic' Johnson of the Canyon-Johnson Urban Fund, legendary University of Texas football coach and UT Austin stadium namesake, Darrell Royal, Canyon-Johnson Urban Fund Managing Partner, Bobby Turner, Ross Klein, President of Starwood's Luxury Brands Group (W Hotels, St. Regis Hotels & Resorts and The Luxury Collection hotel brands), lead design architect, Arthur W. Andersson, AIA of Andersson?Wise Architects, Bob Roux, President of Live Nation's South division, KLRU-TV CEO and General Manager, Bill Stotesbery, Austin City Limits Producer, Terry Lickona, and Freddy Fletcher, Pedernales Records partner. The groundbreaking was timed to coincide with the KLRU-TV 'Block Party' fundraising gala, which benefits the station that produces ACL. Stratus Properties hosted pre- and post-party cocktail and dessert events in the W Austin Hotel & Residences sales center for supporters of the Block Party, which took place in an adjacent tent.

'We are thrilled to deliver a project of this caliber to our hometown of Austin,' said Beau Armstrong, CEO of Stratus Properties. 'This assemblage of development partners, including the Canyon-Johnson Urban Fund, designers and sustainable development experts is truly a 'dream team' that will ensure Block 21 is an asset to our community and an incomparable destination for future residents and visitors for many years to come,' he continued.

'We are big believers in Austin, and in the commitment that Mayor Wynn has made to continuing the revitalization already underway here,' said Canyon-Johnson partner Earvin 'Magic' Johnson. 'Austin is a growing, dynamic and entertaining city, and through Block 21, we will work to enhance that by creating opportunities for the people of Austin, and making sure that it reaches its absolute fullest potential.'

### **Location**

Ideally suited to take advantage of business and leisure offerings, Block 21 is in the core of downtown Austin and within walking distance of the Capitol, famed Sixth Street, a popular destination for live music fans, and festive Warehouse District. Bounded by 2nd Street, 3rd Street, Guadalupe and Lavaca, the project is just one block north of Town Lake, known for its picturesque hike and bike trails, and steps from the numerous restaurants, boutiques and nightlife venues that have made the 2nd Street District a favorite gathering place for locals and travelers.

### **W Austin Hotel & Residences**

Residences at Block 21 will be located on floors 16 to 35, providing each level with superb views over surrounding buildings to Town Lake, the Hill Country or the city skyline. One-, two- and three-bedroom homes will range in size from approximately 643 square feet to 3,183 square feet, excluding outdoor living areas. Four penthouse plans, available on floors 32 to 35, will offer up to 3,779 square feet of indoor living space with three bedrooms. Residence highlights will include limestone, marble, luxury carpet and imported European wide-plank wood flooring treated with natural oil, floor-to-ceiling windows, Bulthaup cabinetry, Miele kitchen appliances, Vola and Grohe faucets, Philippe Starck designed Duravit bathtubs and black honed slate, honed granite or Carrera marble countertops.

W Austin Hotel & Residences will feature all of the brand's celebrated comforts including its signature Living Room experience and Whatever/Whenever(R), the hotel's 24-hour concierge service that can provide whatever guests want (from a pair of running shoes at 2 a.m. to private jet service) whenever they want it. Other highlights of the property will be several innovative restaurants and clubs, a street-level plaza, an outdoor elevated garden incorporating a swimming pool, a full-service Sweat fitness facility, a 5,000-square-foot spa, 13,000 square feet of meeting space and 4,300 square feet of banquet rooms. Owners of W Austin Residences will have full use of all the hotel's facilities as well as access to 24-hour room service, daily housekeeping service and concierge services.

### **Austin City Limits Studio & Theater**

Beginning with the Willie Nelson pilot in 1974, Austin City Limits has presented live music to audiences across the world on PBS. The award-winning series - including The National Medal of Arts presented in 2003 - spotlights artists of every genre, from rhythm and blues to rock, jazz and alternative. In total, Austin City Limits has featured more than 600 artists. The new theater, which will have more than five times the capacity of the current soundstage, is being developed in partnership with the iconic Nelson and his nephew, Freddy Fletcher, of Pedernales Records. Live Nation has been selected to oversee a range of ongoing entertainment programming for the more than 300 nights a year when it will not be in use by ACL. ACL is a production of KLRU-TV, Austin PBS and C3 Presents.

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