



# FrameSwitch



**MEGASITE** | LAND DEVELOPMENT OPPORTUNITY

*201 FM 3349 | Taylor, Texas (Austin MSA)*

## CONTACT

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# FrameSwitch

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MEGASITE  
**DEVELOPMENT**  
OPPORTUNITY

## Introduction

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JLL has been exclusively retained to offer for sale the Frame Switch development site, comprised of four plots of land located in Taylor, Texas. The site is located centrally between Texas' thriving metros (San Antonio, Dallas and Houston) near Austin. Positioned between Taylor and Hutto, the 767 acre offering provides the opportunity to develop the site with ease. ETJ zoning in Taylor/Hutto will allow for expedited timing and flexibility in the project in the quickly developing area.



## Site Highlights

- Oncor Electric Substation with 10MW at the site
- Overhead Water Storage on site with 3.0MW GPD
- Aggressive incentives available to developer including tax abatements, development fee waiver, Triple-Freeport Exemption, Foreign Trade Zone
- Utilities located at the site: Dual Rail, (Up & BNSF) Water, Electric, and Fiber-Optic
- Utilities located near the site: Waste Water, Natural Gas

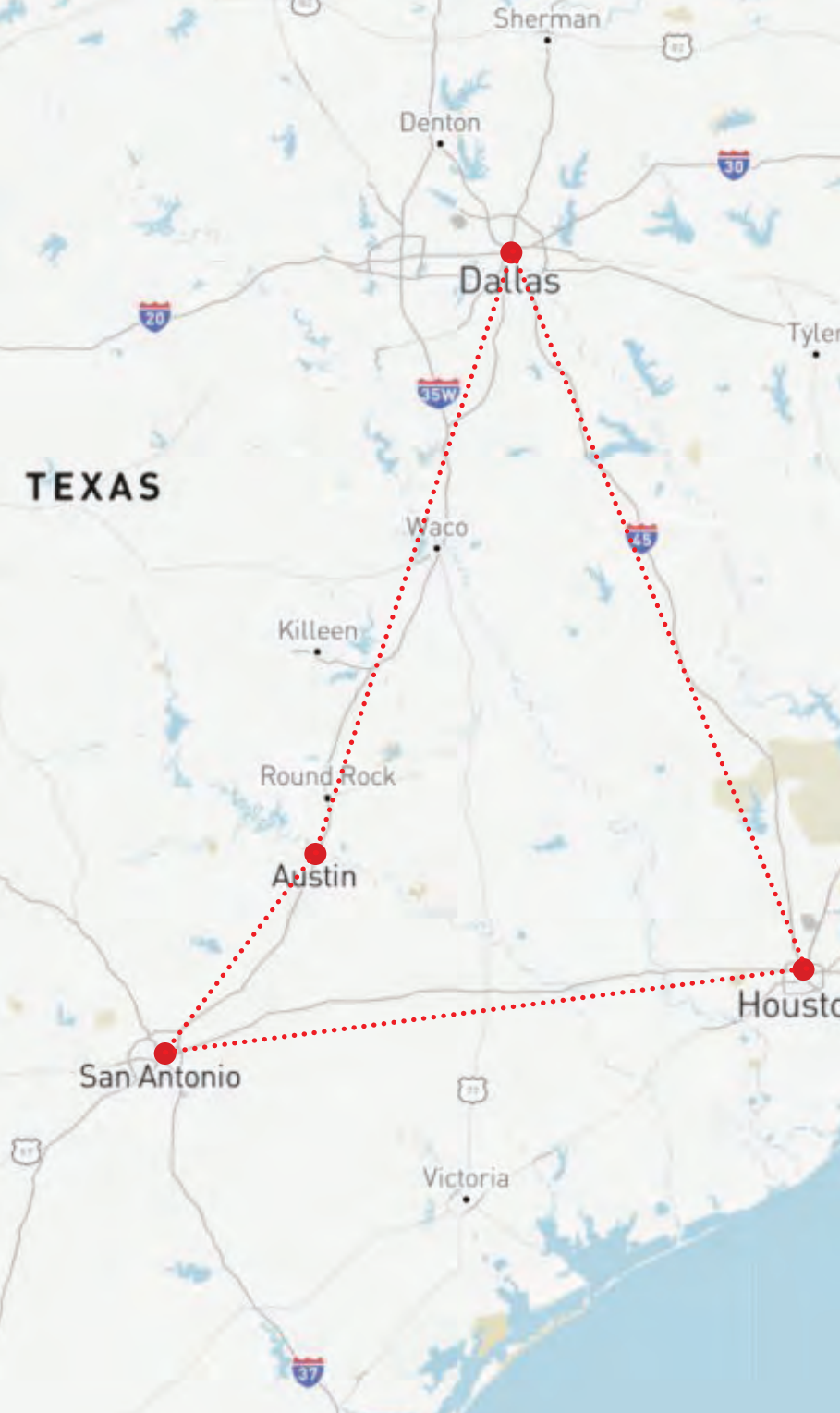
# FrameSwitch

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*Located within 20 miles of Austin city limits*

- SIZE** +/- 767 acres
- PRICE** Call Broker for Pricing
- ZONING** Taylor ETJ
- FRONTAGE** 2,800 feet adjacent to HWY 79
- FEATURES** Rail is adjacent to property  
Ease of Access & Transportation  
Fastest Permit Timing (ETJ Permits)  
Property is between Hutto and Taylor  
Located off HWY 79
- UTILITIES** Water tower is located adjacent to site with 1.5M gallon excess capacity. Power distribution with 10MGW excess capacity within 1,500 feet. 12" waste water line aligning property.
- RAIL ACCESS** Main Union Pacific line runs adjacent to property along HWY 79
- ROAD ACCESS** Proposed widening of road along FM 3349 is under consideration





# The Texas Triangle

*Anchored by Austin, Dallas-Fort Worth,  
Houston and San Antonio areas*

The 60,000 square mile region, which includes Dallas, Houston, Austin and San Antonio, has seen significant population increase, particularly in the I-35 corridor, during the past decade. More than 17 million Texans, or about 75 percent of the state's population, live in the region. Each of the four large cities in the Texas Triangle were ranked in the 20 fastest growing cities list by Forbes in 2014. And it's not just people moving to the area. The Texas Triangle is home to 53 of the State's 54 Fortune 500 Companies. The area is projected to have 21.65 million residents in 2030 and is home to 18.14 million residents (2015). It is also home to seven of the state's 10 biggest universities.

# *Austin, Texas*

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Situated on the Colorado River in central Texas, Austin is the capital of the nation's most business-friendly state and is one of the fastest growing job markets and economies in the United States. Austin recently surpassed Indianapolis and Jacksonville to become the 11th largest city in the U.S. and is globally recognized for its high-tech economy, intellectual talent and high quality of life. Austin is home to four Fortune 500 companies: Whole Foods Market, Freescale Semiconductor, Samsung (U.S.) and Dell. Nicknamed "Silicon Hills," Austin has seen an influx in emerging technology companies either relocating or expanding in the city, including Accenture, Amazon, Dropbox, Google, Oracle, Silicon Labs, Facebook, IBM, eBay/Paypal, Intel, National Instruments, Sun Microsystems, Hewlett Packard, Indeed, and many more.

The Austin-Round Rock five-county metropolitan statistical area (MSA) is a dynamic region with an estimated population of over 2 million people – currently ranked fourth largest in terms of population of all Texas metropolitan areas. Since 1990, Austin has added over 1 million residents and the momentum continues to build. The city's population is projected to grow at over 3% a year through 2025, approximately double the national average.

# Austin Market

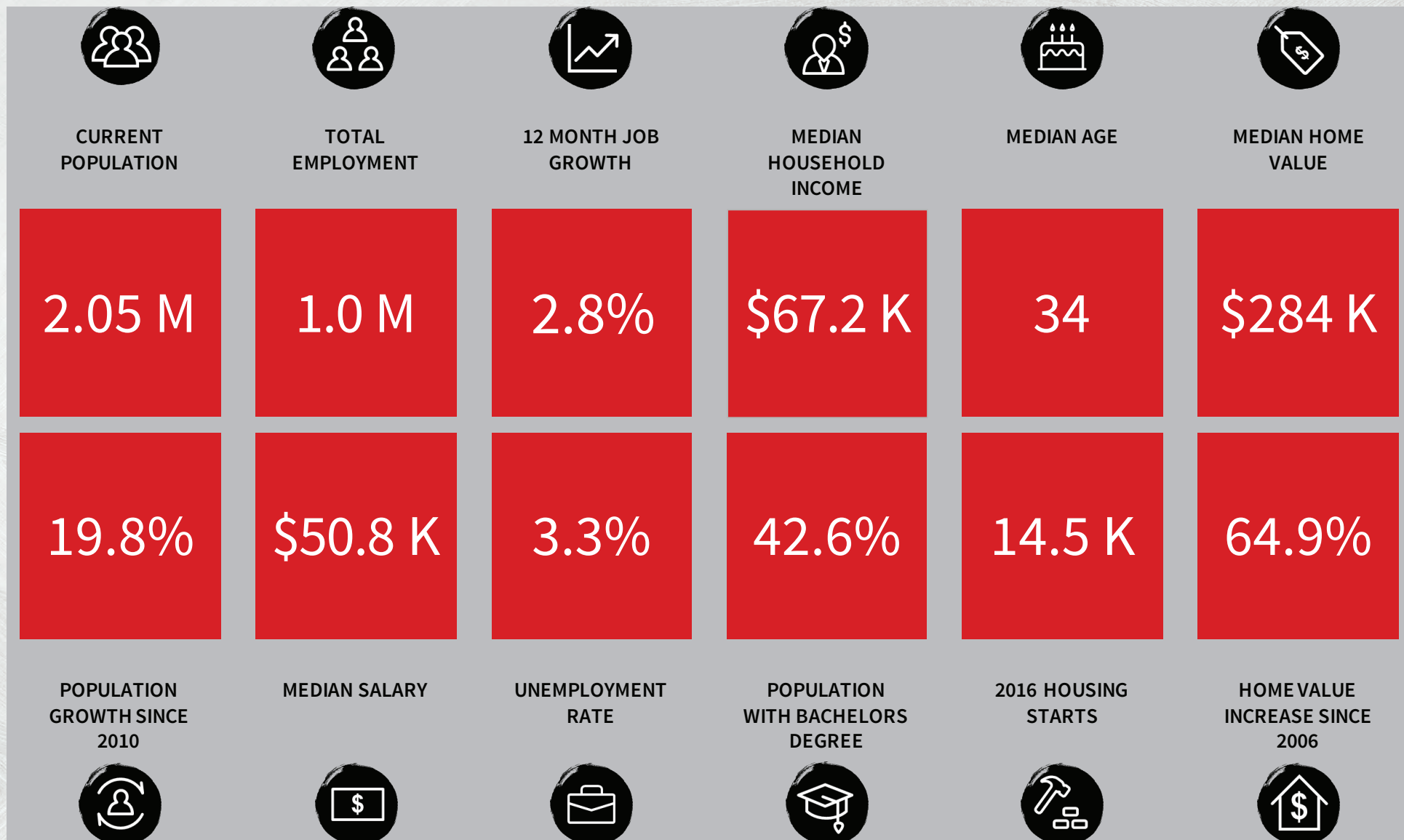
Austin, the capital of Texas, is the eleventh largest city in the United States and one of the nation's fastest growing metropolitan areas. According to the Texas Workforce Commission, Austin has added 28,300 jobs in the past 12 months, expanding the workforce by 2.8 percent. The city has a dynamic and diverse economy, with a healthy mix of jobs in the government, professional services, education, healthcare and high tech sectors. Austin also has a well-established entertainment and convention industry with world-renowned festivals such as Austin City Limits and South by Southwest that contribute significantly to the local economy and have driven recent growth in the city's leisure/hospitality sector. Additionally, the local economy is bolstered by a community-wide consensus for business development and quality job creation.

***Austin is world renowned for its knowledge-based economy, built on outstanding university research. The city has an entrepreneurial culture, a broad array of support services, and a rich pool of intellectual talent & leadership.***





# Austin Market



# Austin Market

Exhibit 3-19 South and Mid-Atlantic: Sector and Local Outlook Scores

Overall rank		Investment prospect scores, by sector						Local outlook score*
		Office	Retail	Industrial	Multifamily	Hotel	Housing	
1	Austin	3.57	3.84	3.90	3.50	3.60	3.82	4.10
2	Dallas/Fort Worth	3.62	3.79	3.90	4.00	3.53	3.95	4.12
6	Nashville	3.77	3.78	3.63	3.69	3.47	4.00	4.07
7	Raleigh/Durham	3.68	3.63	3.75	3.55	3.41	4.36	3.91
9	Charlotte	3.66	3.64	3.71	3.67	3.32	3.83	3.97
15	Atlanta	3.62	3.56	3.66	3.86	3.30	3.76	3.80
20	Tampa/St. Petersburg	3.48	3.44	3.67	3.41	3.36	3.93	3.70
22	Orlando	3.02	3.31	3.62	3.81	3.50	3.80	3.79
24	Washington, DC—District	3.31	3.87	3.62	3.21	3.59	4.00	3.82
25	Miami	3.59	3.90	3.68	4.13	3.21	2.57	3.81
29	Washington, DC—Northern VA	3.06	3.70	3.53	3.22	3.18	3.89	3.72
31	Charleston	3.20	3.40	3.19	3.70	3.31	4.30	4.01
32	San Antonio	3.01	3.27	3.56	3.43	3.25	3.72	3.72
33	Washington, DC—MD suburbs	2.78	3.55	3.57	3.18	3.42	3.82	3.49
35	Fort Lauderdale	2.71	3.59	3.83	3.42	3.45	2.05	3.71
37	Greenville	3.11	2.81	3.18	3.23	3.12	1.76	3.93
40	Houston	2.48	3.20	2.98	3.39	3.00	3.16	2.69
43	Palm Beach	2.33	2.61	2.90	2.66	2.38	2.57	3.82
47	Jacksonville	2.43	2.38	2.85	2.27	2.55	3.26	3.19
51	Louisville	2.25	2.25	2.70	2.50	2.63	2.63	3.38
54	Oklahoma City	2.02	2.45	2.48	2.57	2.45	2.80	3.40
56	Knoxville	2.13	2.50	2.68	2.55	2.00	3.00	3.15
59	New Orleans	1.87	2.13	2.67	2.40	3.04	2.00	3.03
60	Cape Coral/Fort Myers/Naples	2.10	2.36	2.70	1.75	2.28	2.45	3.62
63	Gainesville	1.50	2.44	2.63	2.25	1.88	1.88	2.90
66	Tallahassee	2.06	2.25	2.57	2.25	2.50	2.00	3.02
67	Memphis	2.44	2.50	2.17	2.63	2.00	3.00	2.81
68	Birmingham	1.94	2.33	2.32	2.33	2.80	2.10	3.01
69	Richmond	2.13	1.85	2.22	1.98	2.59	2.45	3.18
74	Virginia Beach/Norfolk	1.80	2.10	2.10	2.10	2.10	1.40	3.17
76	Deltona/Daytona Beach	2.10	1.93	1.63	1.75	2.10	2.10	2.87
	<b>South average</b>	<b>2.73</b>	<b>2.98</b>	<b>3.08</b>	<b>2.98</b>	<b>2.91</b>	<b>3.04</b>	<b>3.51</b>

Source: Emerging Trends in Real Estate 2017 survey.

\*Average score of local market participants' opinions on strength of local economy, investor demand, capital availability, development and redevelopment opportunities, public/private investments, and local development community.

*The Urban Land Institute  
has ranked Austin the  
number one spot in markets  
to watch during 2017.*

“ In a compressed cap rate environment with low interest rates, I like markets that can generate attractive cash-on-cash returns. That is very difficult in the gateway markets, but more possible in markets like Dallas & Austin ”

- ULI

# Major Employers

## Seton Healthcare Family

The Seton Healthcare Family is a faith-based nonprofit health care system founded in 1902 by the Daughters of Charity. Called to be a sign of God's unconditional love for all, Seton strives to expand access to high-quality, low-cost, person-centered care and services. Seton is a part of Ascension, the largest nonprofit health system in the U.S. and the world's largest Catholic health system.

Seton operates more than 100 clinical locations, including four teaching hospitals that will be training sites for Dell Medical School at The University of Texas starting in 2016.

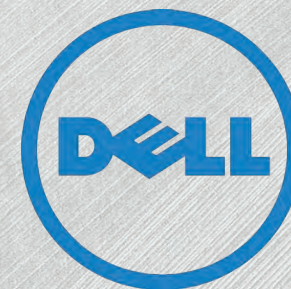


## IBM

The International Business Machines Corporation (IBM) is a multinational technology company with operations in over 170 countries. Originating in 1911, it was renamed to "International Business Machines" in 1924. The company manufactures and markets computer hardware, middleware, and software. Additionally, they offer consulting services. Over 6,000 people are employed by IBM in Austin.

## Dell

With over 6,000+ employees in Austin, Dell Technologies is a unique family of businesses that provides the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset: information. The company services customers of all sizes across 180 countries – ranging from 98 percent of the Fortune 500 to individual consumers – with the industry's most comprehensive and innovative portfolio from the edge to the core to the cloud.



## Apple

Apple designs, develops and sells consumer electronics, computer software, online services and personal computers all over the globe, but their presence in Austin has grown significantly throughout the last few years. The iPhone maker recently moved into a massive 1.1-million-square-foot campus in north Austin, as well as another smaller 216,000 square foot campus in southwest Austin. In total, Apple now has more than 6,000 employees in Austin, and 116,000 in total.

## Freescale

Freescale and its predecessor, Motorola Semiconductor, played a huge part in getting Austin started in the chip business. In 1974, Motorola expanded from its base in the Phoenix area to build the first chip plant in Central Texas. Motorola wound up building five chip plants in Austin and hiring thousands of workers to design products to be made in those plants.

The company reached its peak local employment of more than 11,000 in the late 1990s. Freescale now employs about 5,000 people in the Austin area.



# Strong Fundamentals & Economy



The Austin/Round Rock five-county metropolitan statistical area (MSA) is a dynamic region with an estimated population of more than 1.9 million people - currently ranked fourth largest in terms of population of all Texas metropolitan areas. Headlining the MSA is the City of Austin which was named “America’s Fastest Growing City” by Forbes magazine in 2013 & 2014, and the second fastest growing city in 2015. Since 1990, Austin has added 1 million residents, more than the entire population of the city of Detroit, and the momentum continues to build—the city’s population is projected to grow at 2.14 percentage a year through 2018, more than double the national rate.

The Austin MSA’s economy is both diverse and exceptionally stable. Continued diversification of the Austin economic base has resulted in the migration of the nation’s most influential corporations into the region, such as Apple Inc. and Google Inc. The Austin economy thrives on a strong balance of technology industries, business services, education, and government. Home to nearly 51,000 undergraduate and graduate students and more than 24,000 faculty and staff, the University of Texas at Austin is a major center for academic research, with an annual budget exceeding \$400 million. Austin’s educated population, world class research facilities, exceptional quality of life and considerably lower occupancy costs compared to other major tech hubs in the US have enticed many global tech companies to establish major campuses in the region.

Seton Healthcare Network, Dell, IBM, Apple, Freescale Semiconductor, 3M Company, Hewlett-Packard, AMD, Applied Materials, Cirrus Logic, Cisco, EBay/PayPal, Google, Intel, National Instruments, Samsung, Silicon Laboratories, Sun Microsystems, and United Devices are just some of the technology companies that call Austin home, giving the city its nickname “Silicon Hills.”

# Transportation

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Austin is served by a network of freeways that encircle Central Austin: Interstate 35 to the east, the Mopac Expressway to the west, U.S. Highway 183 running from northwest to southeast, and State Highway 71 crossing the southern part of the city from east to west. Interstate 35 connects Austin with San Antonio to the south and the Dallas-Fort Worth Metroplex to the north. Highway 290 and State Highway 71/Interstate 10 link Austin with Houston, and U.S. Highway 183 leads northwest of Austin to Abilene, San Angelo, Lubbock, Amarillo, Albuquerque, New Mexico and Denver, Colorado.

Austin-Bergstrom International Airport (ABIA) is located five miles from downtown Austin and served over 12.4 million passengers in 2016. In October 2015 the Aviation Department, Gensler, and Hensel-Phelps contracted up to \$289 million to complete the additional gates to the east end of the current terminal. The expansion, starting near Gate 2, will increase the number of contact gates with boarding bridges at ABIA from 24 to 33 and is anticipated to be completed in 2019. The airport expanded its non-stop service to 52 destinations in the United States, Mexico and Canada in May 2008. In 2011 ABIA was ranked the best performing airport in North America. All major American airlines serve ABIA, with more than 250 commercial passenger flights per day, more than 50 nonstop destinations, and 119 direct (same plane) destinations.



# Technology

Austin continues to rank on JLL's Tech Report. This year, Austin ranked within the top 10 markets with the highest concentration (relative to population) of both computer programmers and software developers. Austin is one of five markets that ranked on both lists. Research, not noted in this report, goes further on to point out that of these markets, Austin has one of the lowest median average annual salaries, which continues to bode well for tech employers moving to Austin.

Ex. Dell and IBM each employ thousands, as does Apple, which recently completed a massive campus. In Austin, over 6,000 people work in federal or state government jobs.



## Austin Overall Facts & Figures

Q1 2017

**11.0%**  
Overall vacancy

**\$37.61**  
Average full service  
rental rate

**514,005 sf**  
2017 YTD total net  
absorption

**51,011,731 sf**  
Office inventory at the  
end of Q1 2017

**818,944 sf**  
Expected to deliver in the  
CBD in 2017

**2,046,321 sf**  
Still under construction  
market-wide

Jobs	Venture Capital	Cost	Office Supply
<b>129,700</b> High-tech Employees	<b>\$834</b> Past 12 Months	<b>\$37.61</b> Average Asking Rent (\$ Psf)	<b>11%</b> % Of Total Supply Available
<b>+1.1%</b> Annual Growth	<b>1.4%</b> Of U.S. Total	<b>11.5%</b> Annual Growth	<b>2.0 msf</b> Under Construction

COMPANY	JOB CREATED	LOCATION	TYPE OF ACTION
LeanDNA	15	Austin	Expanded
Northwest Mutual	30	Austin	New
Novati Technologies	68	Austin	Expanded
Republic National Distributing	300	Austin	Expanded
Urban Mining Co.	100	San Marcos	New
Visual Lighting Technologies	38	Cedar Park	New
Zenoss	30	Austin	Expanded
Accent Food Services	115	Pflugerville	Expanded
BigCommerce	70	Austin	Expanded
ModSquad	60	Austin	New
MW Builders	30	Pflugerville	New
Mythic	10	Austin	Expanded
Peregrine Semiconductor	20	Austin	N/A
TG (formerly Texas Guaranteed Student Loan)	300	Round Rock	Expanded
TurnKey Vacation Rentals	100	Austin	Expanded
Babson Diagnostics	20	Austin	New
Baylor Scott & White Healthcare	125	Pflugerville	Expanded
FloSports	175	Austin	Expanded
Gerson Lehrman Group	100	Austin	Expanded
Volition America	20	Austin	New
Yeti Coolers	250	Austin	Expanded
Blue Prism	10	Austin	New
Coast Flight Training	40	San Marcos	New
Heartland Acoustics & Interiors	30	Austin	New
Purple	25	Austin	New
Qowiso	10	Austin	New
World First	25	Austin	Expanded
YouEarnedIt	50	Austin	Expanded

# Austin Manufacturing



## Regional Comparison

Austin's manufacturing sector outperformed other major metropolitan areas in Texas, as well as state and national growth rates, in 2014. Manufacturing accounts for a smaller share of total employment in Austin (6.0%) compared to Dallas (7.6%) and Houston (8.2%), but was a much more significant contributor to job creation state-wide than the larger metropolitan areas. Fifty-six percent of net new manufacturing jobs in Texas in 2014 were created in Austin.

# 56%

of net new manufacturing jobs in Texas were created in Austin

Manufacturing Employment in Selected Metropolitan Areas of Texas <sup>(iii)</sup>

	Establishments	Employment	Average Earnings Per Worker	Job Change 2013–2014	Job Growth 2013–2014
DALLAS	6,277	265,410	\$87,141	-95	0.0%
HOUSTON	6,121	257,150	\$99,131	1,536	0.6%
AUSTIN	1,483	57,644	\$106,089	4,089	7.6%
SAN ANTONIO	1,367	46,344	\$63,342	-157	-0.3%
TEXAS	22,978	896,803	\$85,249	7,318	0.8%
UNITED STATES	337,310	12,311,577	\$76,958	103,808	0.9%

<sup>(iii)</sup> Source: EMSI. Employment includes self-employment. Average earnings per worker is calculated as total industry earnings divided by the number of jobs. Includes wages, salaries, supplements (additional employee benefits), and proprietor income.



# Education

The Dell Medical School & the Seton Medical Center at the University of Texas are expected to have an economic impact of over \$2 billion annually and create more than 15,000 new permanent jobs for Central Texas.

## Other Institutions in the Region

*Concorida University*

*Houston Tillotson University*

*Texas State University*

*Texas A&M Health Science Center*



# Education

## The University of Texas at Austin



The University of Texas is one of the largest employers in the Austin area, employing over 24,000 faculty & staff.



UT has more than 51,000 students enrolled and is one of the largest student bodies in the country.



The University offers students 115 different majors through 13 different colleges.



The campus sits 30 miles from Frame Switch



For every \$1 of tax money given to UT, \$18 is returned to the State economy



Dell Medical School recently opened in the Fall of 2016 and is the first medical school built at a Tier-1 University in 50 years. The Seton Medical Center at the University of Texas is a 211-bed teaching hospital that opened earlier in 2017. Together, the two have formed the recently dubbed “Innovation District” in downtown Austin.



UT is rated the 26th best school for higher education in the world, making it the 7th best public university in the United States.

## St. Edwards University



Founded in 1885, St. Edward’s has over 5,000 students and over 90 academic programs



The University is recognized among the nation’s best Catholic universities and colleges, and as one of “America’s Best Colleges”



Nation’s #1 producer of Fulbright Scholars Among Master’s Institutions



The campus sits 32 miles from Frame Switch



# Entertainment

Austin's residents are exposed to the highest level of entertainment in the country. Austin is known as the "Live Music Capital of the World" and home to diverse entertainment. Home to the University of Texas, Austin City Limits Music Festival, South by Southwest, and Formula 1 United States Grand Prix, Austin offers residents an ideal balance of business and pleasure.



## Austin City Limits Music Festival (ACL)

ACL is going on its 15th year of selling out and has expanded to two consecutive weeks

- Generates over \$200 million per year for the city
- 8 stages and more than 130 bands
- Attracts 450,000 people annually
- Frame Switch is just over 34 miles from Zilker Park, where the ACL festival is held



## South by Southwest (SXSW)

Now in its 30th year, SXSW is one of the world's most recognized Film, Music and Interactive festivals and is the premier global stage for musicians and cultural leaders to showcase their latest works

- 9 days of conferences, trade shows, and festivals featuring industry leaders and top performers
- Over 300,000 visitors annually
- At night, SXSW Music brings downtown alive with over 100 stages and more than 2,200 artists from around the world



## The Circuit of the Americas

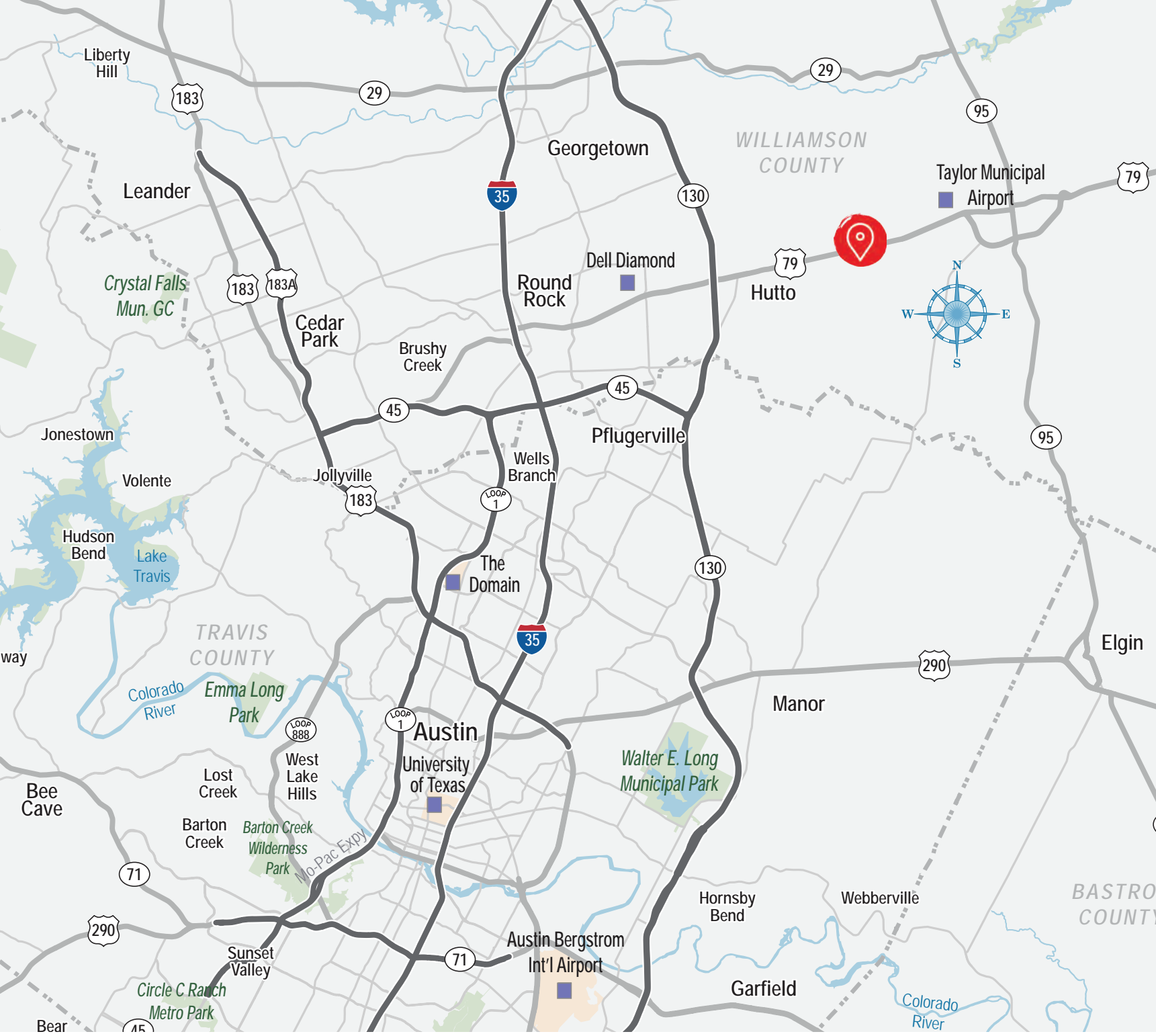
First racing facility in the United States purposely built for Formula 1 racing and is designed to host a variety of sports and entertainment events and has put Austin on the International map gaining exposure to the world's top companies

- Home to the Formula 1 United States Grand Prix
- Attracts over 260,000 people from across the world
- Main grandstand features permanent seating for 9,000
- Austin360 Amphitheater has the capacity for 14,000 guests



## Sixth Street

Registered as a National Historic Place, Sixth Street is lined with bars, clubs, restaurants, and music venues. Popular events such as SXSW and the Pecan Street Festival are hosted here every year. On the weekends, the streets are blocked off for pedestrian traffic creating an electric atmosphere.



  
**35**  
 MINUTE DRIVE  
**AIRPORT**

  
**2.5**  
 HOUR DRIVE  
**HOUSTON**

  
**2.5**  
 HOUR DRIVE  
**DALLAS**

  
**1.75**  
 HOUR DRIVE  
**SAN ANTONIO**

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