

# 2ND STREET DISTRICT

## DEMOGRAPHIC INFORMATION

### **Built-in traffic generators**

Traffic from public, private and civic sectors naturally feed into the 2ND Street District, which is a joint venture of AMLI and the city of Austin. The city has invested in extra-wide, tree-lined sidewalks, making it inviting for window shopping, dining or people-watching at a sidewalk cafe. The District's six blocks are already well-traveled and will only become more active with pedestrian traffic from surrounding offices, numerous new downtown residences, the thriving Warehouse District, the convention center, spirited public forums at the new City Hall, and people visiting surrounding museums and parks.

### **An untapped market with very healthy numbers**

Much is already happening in Austin, but downtown has huge potential for retail and residential growth. With a population of 750,525, Austin is the 16th largest U.S. city. From 1990 to 2000, Travis county population increased by 40.9 percent. And in case you're wondering whether it's lasting love or fleeting infatuation, consider this: the population in the Greater Austin Region doubled every 20 years in the past century.

And as one of the nation's top tech employers, the state capital, a cultural mecca, and home to the second-largest university in the country, Austin has enviable stats:

1. 67,000 people work in the Central Business District, and 90,000 people work within a one-mile radius of the 2ND Street District.
2. 5,900 downtown residents and 363,000 live within a 10-minute drive time to downtown.
3. Seven million tourists visit annually.

Additional demographical data is available through the Downtown Austin Alliance and the City of Austin's Demographics Workprogram.