

Current Site Conditions



Existing skeleton has sat unfinished over 4 years

1123 East 11th Street
Mark & Shelly Vornberg

Proposed Project

- Currently Zoned: CS-1-NCCD-NP:**

- CS-1 zoning is one of the broadest categories available for commercial property (downtown is the only zoning denser)

- Requesting to Make “Hotel” an Allowable Use Under the NCCD and the 11th & 12th Street Urban Renewal Plan for Our Lot Only:**

- No change in size to be built
- No change to total area or density
- Requested change is only for our 70 foot x 100 foot lot, no adjacent properties affected
- Parking will be provided per code including our 10 parking spaces in the rear and 5 spaces allocated in the community lot

- Our Proposed Project:**

- A three-story hotel of about 14 rooms with a small cafe counter for coffee, beer & wine, and light snacks (not a full restaurant)
- Small garage apartment in back of lot so we can reside on site
- Shelly will be hotel manager and run the day-to-day operations (Mark will keep his day job)
- We want the hotel to be contemporary and clean but with a personality of a family-run business

Examples of Successful Hotels on the Edge of Austin Neighborhoods

Heywood Hotel

Cesar Chavez St.



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Hotel San Jose

South Congress



Benefits of Our Hotel Project:

- Family owned, local business
- Hotel's business concerns are aligned with a neighborhood, particularly regarding noise
- Encourages pedestrian activity
- Support other neighborhood businesses
- Brings additional people to experience the East side

Historic Precedent

Deluxe Hotel: 1947-75 at 1101 Navasota

Hot Shot Inn: 1945-59 at 1114 E 11th

Edmonton Rooming House: 1969-79 at 1109 E 11th

Angelina Hotel: 1960-71 at 1322 East 12th

Mae's Tourist Hotel: 1966-79 at 1160 Navasota

Westside Community House: (1945) later

American Woodman Camp. No 3

(same address as the Grand Lodge)



AF - HOTELS, TAVERNS, ETC. H3000(29)
Delux Hotel
PICA 20871



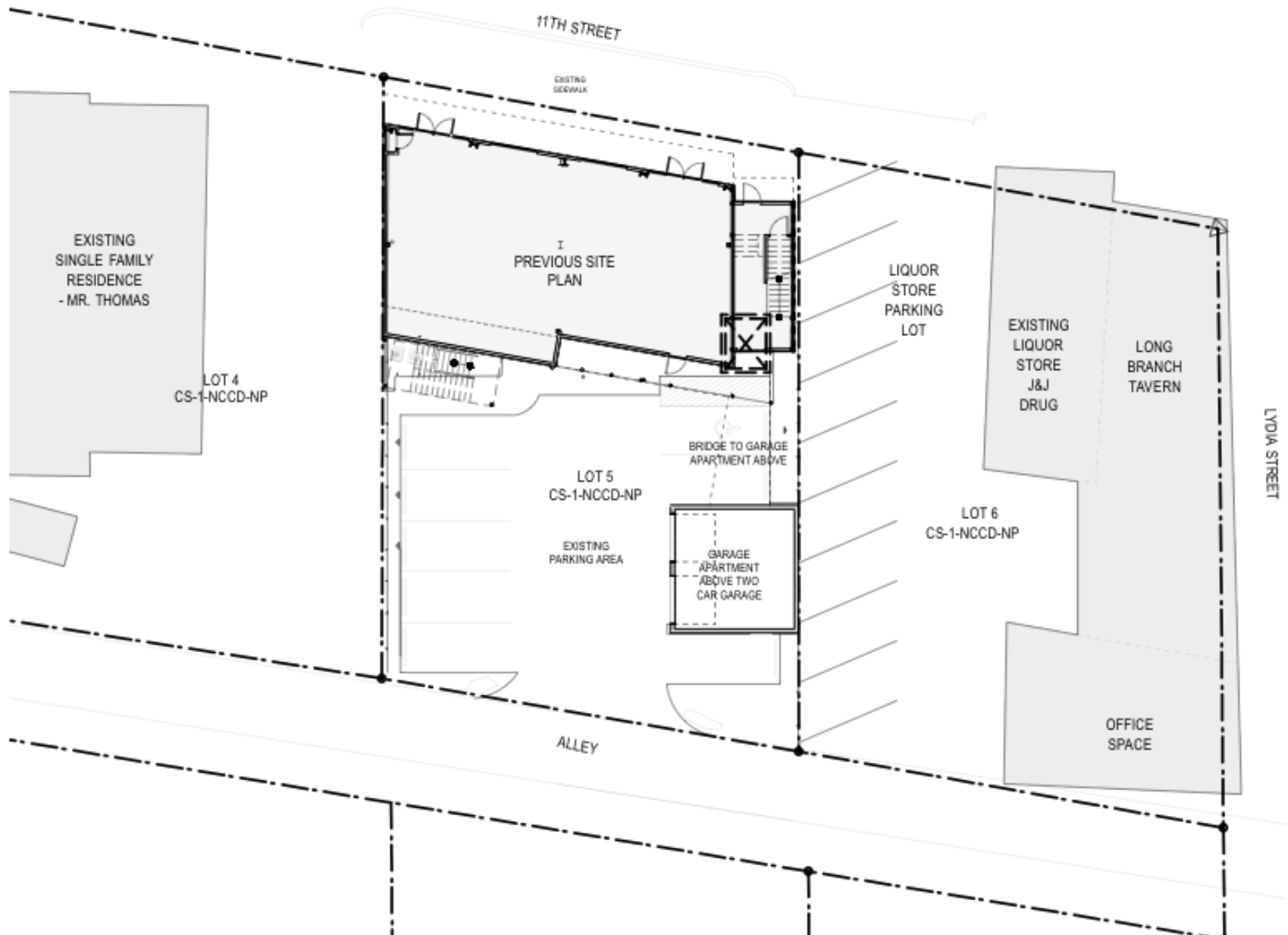
"The first time I came to Austin to play, we stayed at a little hotel over at Navasota and 11th, the Deluxe Hotel," recalls Patterson.

"And here was the show. We were all on the bus: Bobby Blue Bland, B.B. King, Etta James, Hank Ballard & the Midnighters, the Five Royales, Little Willie Jones, and Big Mama Thornton."

An excerpt from: "**Spinning Yarns**," The Texas Trumpet, Nov. 19, 1999

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Current Site Plan – 1123 East 11th st.



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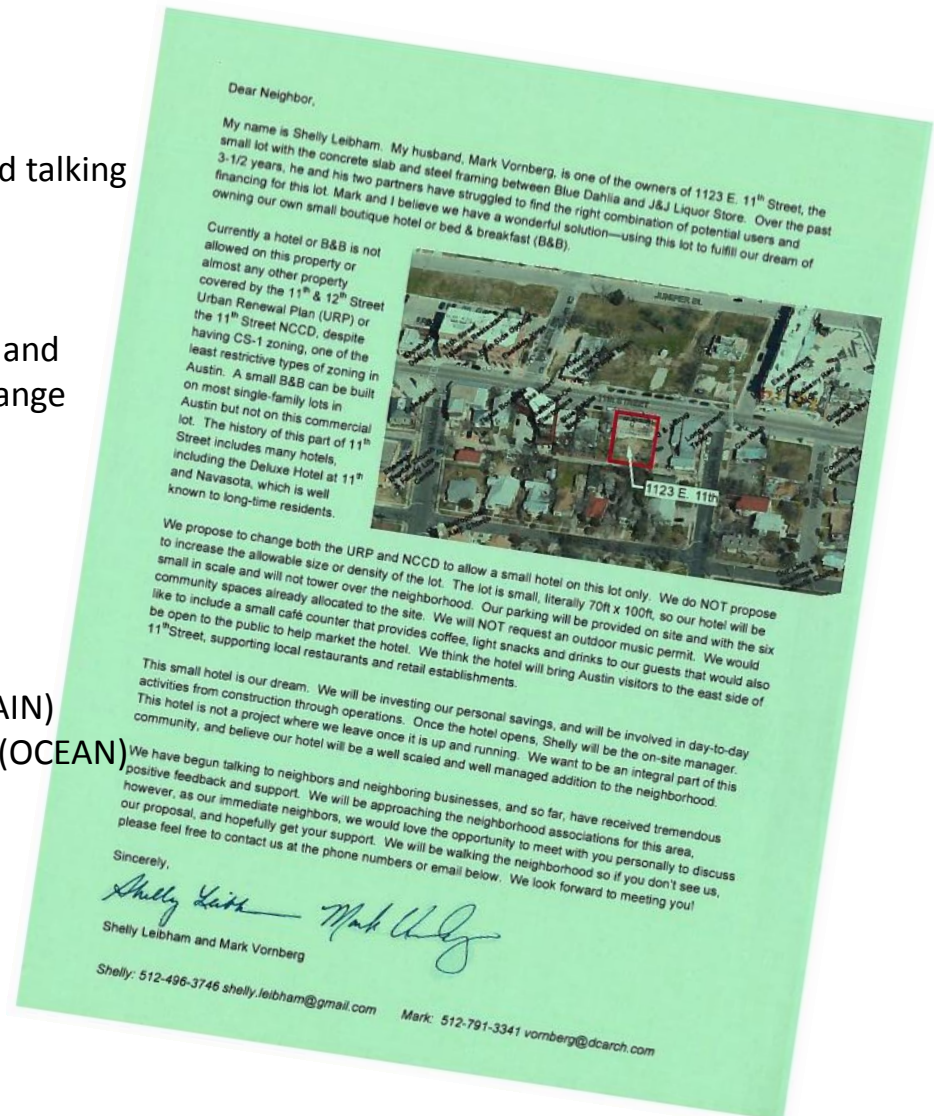
Neighborhood Outreach

Walking the Neighborhood:

- We walked the neighborhood handing out flyers and talking to our neighbors
 - see flyers (in packet)
 - see signature sheets of 60+ names (in packet)
 - see map showing the areas we walked and people and businesses that support our request to make this change

• We met with the Neighborhood Groups:

- Robertson Hill Neighborhood Association (RHNA)
- Guadalupe Area for an Improved Neighborhood (GAIN)
- Organization of Central East Austin Neighborhoods (OCEAN)
- 11th Street IBIZ District



Notifying Adjacent Neighbors



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Listening To Concerns From Neighbors

•Concerns from Adjacent Neighbors (two neighbors on E. 10th Street):

- Privacy: we've addressed privacy concerns with a separate previous agreement
- Noise & Alcohol - issues being addressed through GAIN (see below)



View of Alley from 2nd floor toward 10th Street

•Concerns Regarding Development on 11th Street in General (two neighbors):

- Gentrification – we will be a very inclusive hotel and neighborhood oriented
- Parking Concern - Parking will be provided per code including out 10 spaces on the lot as well as 5 spaces allocated in the community lot

•Concerns Raised by GAIN:

- Generally supportive of our proposal with specific requests
- We agree to a conditional use for the hotel for:
 1. no late hours alcohol permit;
 2. no hard alcohol permit
 3. no outdoor music permit
- We are concerned about their requests to:
 - make garage apartment owner-occupied or long-term rental only,
 - limiting all potential views from decks, balconies, and windows toward any single family property
- We are currently working with GAIN to address these concerns

•No Concerns Raised by OCEAN or Robertson Hill Neighborhood Association

Positive Neighbors Experience on Heywood Hotel, East Cesar Chavez

Neighbors experience with the Heywood Hotel:

One of the neighbors asked what property owners around the Heywood Hotel's experience was like because it opened less than a year ago.

We talked with the neighbors around The Heywood Hotel to get their experience and found that it has been extremely positive. See attached letter.



Hi Mark and Shelly:

I am writing in response to your inquiry about my experience as a resident living directly behind the new Heywood Hotel at 1609 Cesar Chavez Street. The owners of the hotel, Kathy Setzer and George Reynolds, did quite a bit of outreach before building the hotel, to establish themselves and their business plan among the residents and businesses in the area. Due to this initial communication, we were not concerned when they started "breaking ground" and felt connected as we watched the big changes at the site. The work they did took a lot longer than they expected due to strict city requirements to preserve the integrity of nearby trees and meet all the requirements for safety, sidewalks, and off-street parking. We were pleased to be included in updates about the progress of the building of the hotel by way of fun postings on their Facebook site. We never felt the building noise/commotion were any more than could be expected. The hotel opened in January 2012 and we were happy to be included in the invitation to the hotel's grand opening reception. I continue to read news about the hotel on their Facebook site, which also includes interesting information about events and reviews of restaurants in the neighborhood. I feel they have become an asset to the neighborhood and we have had no problem or reports of problems with loud or unruly guests or parking into the neighborhood. These are problems we do feel coming periodically from a bar and the shops at the corner of Comal and Cesar Chavez Streets, both unruly patrons and excessive street parking. Based on our experience, we would say that having a small "boutique hotel" in the neighborhood has been a very favorable addition.

Edie Cassell
East Cesar Chavez Planning Team Sector Representative
1611 Willow Street

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