

NEIGHBORHOOD PLAN AMENDMENT REVIEW SHEET

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NEIGHORHOOD PLAN: South Congress Combined Neighborhood Plan

CASE#: NPA-2014-0020.01

DATE FILED: February 26, 2014

PROJECT NAME: St. Elmo Market and Lofts

PC DATE: August 12, 2014

ADDRESS: 4323 S. Congress Ave., 113 Industrial Blvd., and 4300 Block of Willow Springs Rd.

SITE AREA: 9.457 acres

OWNER/APPLICANT: JFP Industrial Interests, Inc. (Bill Coon)

AGENT: Alice Glasco Consulting (Alice Glasco)

TYPE OF AMENDMENT:

Change in Future Land Use Designation

From: Industry

To: Mixed Use

Base District Zoning Change

Related Zoning Case: C14-2014-0034

From: LI-NP and LI-CO-NP

To: LI-PDA-NP

NEIGHBORHOOD PLAN ADOPTION DATE: August 18, 2005

PLANNING COMMISSION RECOMMENDATION:

STAFF RECOMMENDATION: Not recommended.

BASIS FOR STAFF'S RECOMMENDATION: The 9.47 acre tract is located within an industrial area that appears to have active industrial uses. Although the property has a narrow entrance off South Congress Avenue, which the plan supports for mixed use developments, staff believes it should continue to function as an industrial use since it has industrial land uses and/or zoning to the north, east and south sides of the property. The residential uses proposed (apartments and hotel) are not compatible with the industrial uses that currently operate near the property. In addition, the South Congress Combined Neighborhood Plan recommends that the area stay commercial and industrial.

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Vision and Goals (Page 13 of plan)

Vision

The neighborhoods of the South Congress Combined Neighborhood Planning Area should be quiet and safe communities. Tree-lined neighborhood streets should allow residents to safely travel by foot, bicycle, or car. Commercial streets, especially South Congress Avenue, should become more pedestrian-friendly and safely accessible from nearby neighborhoods. South Congress Avenue should become a mixed-use corridor serving local and regional needs. Parks should be places where people can play, relax, or simply enjoy the outdoors. Public open spaces and natural areas should be preserved as places for wildlife and where people can enjoy nature in the middle of the city.

Goals

GOAL ONE: Preserve and enhance the existing single-family neighborhoods and retain the affordability of these neighborhoods.

GOAL TWO: South Congress Avenue should become a more vibrant, accessible mixed-use corridor and a destination for nearby residents and the citizens of Austin.

GOAL THREE: Focus mixed-use development and commercial uses along major commercial corridors and in specialized districts.

GOAL FOUR: Improve the accessibility, convenience, and safety for all forms of transportation.

GOAL FIVE: The public open spaces should be preserved and enhanced.

GOAL THREE

Focus mixed-use development and commercial uses along major commercial corridors and in specialized districts.

The St. Elmo Industrial District (Page 72 of plan)

The St. Elmo Industrial District is becoming eclectic and more diverse. The wide variety of home improvement and music industry-oriented businesses makes it a vibrant district. Within a half-mile, there are twenty-two construction supply houses of various types and five plumbing supply houses. This area is also home to a several light manufacturing concerns. Throughout the planning process, it was noted that this area is an asset and is one of the few districts of its kind functioning well in the City. Although traffic is a concern, this area should continue to be utilized as a commercial and industrial district.

Objective 3.12

The St. Elmo Industrial District should be preserved and enhanced where appropriate.

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LAND USE DESCRIPTIONS

Existing Land Use

Industry - Areas reserved for manufacturing and related uses that provide employment but are generally not compatible with other areas with lower intensity use. Industry includes general warehousing, manufacturing, research and development, and storage of hazardous materials

Purpose

1. To confine potentially hazardous or nuisance-creating activities to defined districts;
2. To preserve areas within the city to increase employment opportunities and increased tax base;
3. To protect the City's strategic advantage as a high tech job center; and
4. To promote manufacturing and distribution activities in areas with access to major transportation systems.

Application

1. Make non-industrial properties in areas with a dominant industrial character compatible with the prevailing land use scheme;
2. Where needed, require a buffer area for industrial property that abuts residentially used land;
3. Industry should be applied to areas that are not appropriate for residential or mixed use development, such as land within the Airport Overlay; 4. In general, mixed use and permanent residential activities are not appropriate in industrial areas. An exception may be the edge of an industrial area along the interface with an area in which residential activities are appropriate. Such exceptions should be considered case by case, with careful attention to both land use compatibility and design;
5. Industry should not be either adjacent to or across the road from single family residential or schools;
6. Use roadways and/or commercial or office uses as a buffer between residential and industry; and
7. Smaller scale "local manufacturing" districts may be appropriate in some locations to preserve employment opportunities and cottage industries of local artisans. In these areas, hazardous industrial uses (i.e. basic industry, recycling centers, and scrap yards) should be prohibited.

Proposed Land Use

Mixed Use – An area that is appropriate for a mix of residential and non-residential uses.

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Purpose

1. Encourage more retail and commercial services within walking distance of residents;
2. Allow live-work/flex space on existing commercially zoned land in the neighborhood;
3. Allow a mixture of complementary land use types, which may include housing, retail, offices, commercial services, and civic uses (with the exception of government offices) to encourage linking of trips;
4. Create viable development opportunities for underused center city sites;
5. Encourage the transition from non-residential to residential uses;
6. Provide flexibility in land use standards to anticipate changes in the marketplace;
7. Create additional opportunities for the development of residential uses and affordable housing; and
8. Provide on-street activity in commercial areas after 5 p.m. and built-in customers for local businesses.

Application

1. Allow mixed use development along major corridors and intersections;
2. Establish compatible mixed-use corridors along the neighborhood's edge
3. The neighborhood plan may further specify either the desired intensity of commercial uses (i.e. LR, GR, CS) or specific types of mixed use (i.e. Neighborhood Mixed Use Building, Neighborhood Urban Center, Mixed Use Combining District);
4. Mixed Use is generally not compatible with industrial development, however it may be combined with these uses to encourage an area to transition to a more complementary mix of development types;
5. The Mixed Use (MU) Combining District should be applied to existing residential uses to avoid creating or maintaining a non-conforming use; and
6. Apply to areas where vertical mixed use development is encouraged such as Core Transit Corridors (CTC) and Future Core Transit Corridors.

IMAGINE AUSTIN PLANNING PRINCIPLES

1. Create complete neighborhoods across Austin that provide a mix of housing types to suit a variety of household needs and incomes, offer a variety of transportation options, and have easy access to daily needs such as schools, retail, employment, community services, and parks and other recreation options.

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- ***Although the proposed development would offer a mix of housing types in the form of apartments, the location of those residential units within an industrial area is not appropriate.***
2. Support the development of compact and connected activity centers and corridors that are well-served by public transit and designed to promote walking and bicycling as a way of reducing household expenditures for housing and transportation.
 - ***The property is near an Activity Corridor, which is compatible with mixed use developments; however, the request to add residential uses to an industrial area is not compatible.***
 3. Protect neighborhood character by ensuring context-sensitive development and directing more intensive development to activity centers and corridors, redevelopment, and infill sites.
 - ***The proposed development is within an industrial area, with an entrance off an activity corridor. An infill development is the development of vacant or underutilized land within areas that are already largely developed. The property could be utilized for another industrial or commercial use without the residential component that makes it incompatible for the area.***
 4. Expand the number and variety of housing choices throughout Austin to meet the financial and lifestyle needs of our diverse population.
 - ***Although the proposed development would offer a mix of housing types in the form of apartments, the location of those residential units within an industrial area is not appropriate.***
 5. Ensure harmonious transitions between adjacent land uses and development intensities.
 - ***The large component of residential uses proposed is not appropriate for this location in an industrial area.***
 6. Protect Austin's natural resources and environmental systems by limiting land use and transportation development over environmentally sensitive areas and preserve open space and protect the function of the resource.
 - ***Property is not within an environmentally sensitive area.***
 7. Integrate and expand green infrastructure—preserves and parks, community gardens, trails, stream corridors, green streets, greenways, and the trails system—into the urban environment and transportation network.
 - ***Not applicable.***
 8. Protect, preserve and promote historically and culturally significant areas.
 - ***Not applicable.***
 9. Encourage active and healthy lifestyles by promoting walking and biking, healthy food choices, access to affordable healthcare, and to recreational opportunities.
 - ***Property is within walking distance to the Battle Bend Neighborhood Park.***

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10. Expand the economic base, create job opportunities, and promote education to support a strong and adaptable workforce.

- ***Proposed project could create new jobs for the area, but might also cause existing industrial uses to move to an area further away from this established industrial area.***

11. Sustain and grow Austin's live music, festivals, theater, film, digital media, and new creative art forms.

- ***Applicant proposes a "listening room" that could help grow the live music scene in Austin. Staff's recommendation to not approve the proposed change to the future land use map relates more to the residential component which is not compatible within the industrial area.***

12. Provide public facilities and services that reduce greenhouse gas emissions, decrease water and energy usage, increase waste diversion, ensure the health and safety of the public, and support compact, connected, and complete communities.

- ***Applicant proposes a green, LEED-designed development, which could meet this goal.***

CITY OF AUSTIN DEVELOPMENT WEB MAP



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Proximity to Imagine Austin Activity Corridor and Centers

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BACKGROUND: The application was filed on February 26, 2014, which is in-cycle for areas located on the east side of I.H.-35 with City Council-approved neighborhood plans. The applicant proposes to change the land use on the future land use map from Industry to Mixed Use. The applicant proposes to change the zoning on the property from LI-NP to LI-PDA-NP to build a mixed use development with apartment, boutique hotel, a 43,000 square foot European-style marketplace, and a 5,000 square foot listen room. For more information on the zoning case, please see associated zoning case C14-2014-00034.

PUBLIC MEETINGS: The ordinance-required plan amendment meeting was held on April 2, 2014. Three hundred and thirty-three meeting notices were mailed to property owners, utility account holders within 500 feet of the property, in addition to neighborhood organizations and environmental groups registered on the community registry who requested notification for the area. Six people attended the meeting.

After city staff gave an overview of the application request and the planning process, the prospective buyer of the property, Brandon Bolin, provided the attendees the following information.

Brandon Bolin said the property is currently being used as a furniture business. Prior to that, in 1955, it was a business that made school buses. He has a contract to purchase the property and his vision is for a European-style marketplace and urban center. There is an existing 43,000 sq. foot warehouse that would be used as a place for individual artists to sell their work, maybe some restaurants, and/or mobile food vendors. He also proposes is a listening room for bands to play, which the number of seats has not been determined, but it will be less than 5,000 square feet in size. The residential component is 450 multifamily dwelling units in three buildings, a 75-100 room boutique hotel and a stand-alone parking garage with approximately 1,100 parking spaces. The vision is for it to be a cultural fabric of the community.

Q. You said the warehouse was built in 1955. What was it built for?

A. To make school buses.

Q. What is the building height for the condo building?

A. The proposed building height is 85 feet and they will be rental units, not for sale units.

Q. What will be rents of the apartments?

A. We haven't done a market study yet, but we're interested in micro units, as well. People want smaller apartments in a good location at lower rents. They want a sustainable development in a walkable area that is well-designed, so people don't have to drive.

Q. As far as the layout, what will the market are look like?

A. We are in the early stages of designing the market, but our initial thoughts are we will have the restaurant facing the north side, with four to five restaurants and maybe a food court for mobile food vendors, in addition to local artists selling their merchandise.

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Q. You mention a music venue. What size will it be?

A. We're thinking of something like Strange Brew listening room. It won't be a large area. We don't know the number of seats at this time, but we want adequate parking so people don't have to worry about finding a parking space.

Q. My concern about your proposed development is that this is a blue-collar area for people to work and to buy industrial-related things. I don't want to be pushed out by the zoning you're proposing.

A. (Owner of property to be rezoned) – I've had the furniture business for 15 years on this property and from my office on the second floor I haven't been exposed to any noise from the surrounding businesses, except for noise from trucks.

Q. There have been crimes and break-ins in this area within the last 6 months. We've had to ask for more police to drive around to watch our property.

A. With our proposed development and people living on the property, there will be eyes on the street so people can look after the property after hours. Right now it's deserted here at night.

Q. I own a welding business in this area and right now my business is thriving. I don't want people to move in here then start complaining about the noises from the industrial uses.

A. We don't want to eliminate the industrial-feel of the area, we want to build on it. Maybe some of the artists in the market place would be interested in using your welding services for their art. Besides, when your welding shop is operating during the day, people will be at work. When they are home at night, your business will be closed, so I don't see how it will affect them.

Q. My business hours are not always 8:00 a.m. to 5:00 p.m. If I get a lot of work orders, then I may need a second shift where my people work after 5:00 p.m. and on weekends. My concern is the ripple effect this could cause and ultimately harm my business.

A. This will be brand new construction that will be sound-proof.

People are moving to Austin and to this area. Apartments are going up in this area. We could sit back and watch or we can help shape the development of the entire area. You're sitting on very valuable property. We could help guide this area.

Q. Do you propose green elements to the building such as roof water capture, cisterns, and things like that?

A. This will be a LEED development and will be very green. We have a rain garden system proposed.

Q. What is a PDA?

A. This is a combined district that allows residential uses to be added to the LI zoning district.

At the time of writing this report, the South Congress Planning Contact Team has not submitted a letter of recommendation. A letter is pending after the team meets with the agent

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and proposed developer to learn more about the project, since few members were at the April 2, 2014 city-facilitated meeting.

CITY COUNCIL DATE: September 25, 2014

ACTION:

CASE MANAGER: Maureen Meredith

PHONE: (512) 974-2695

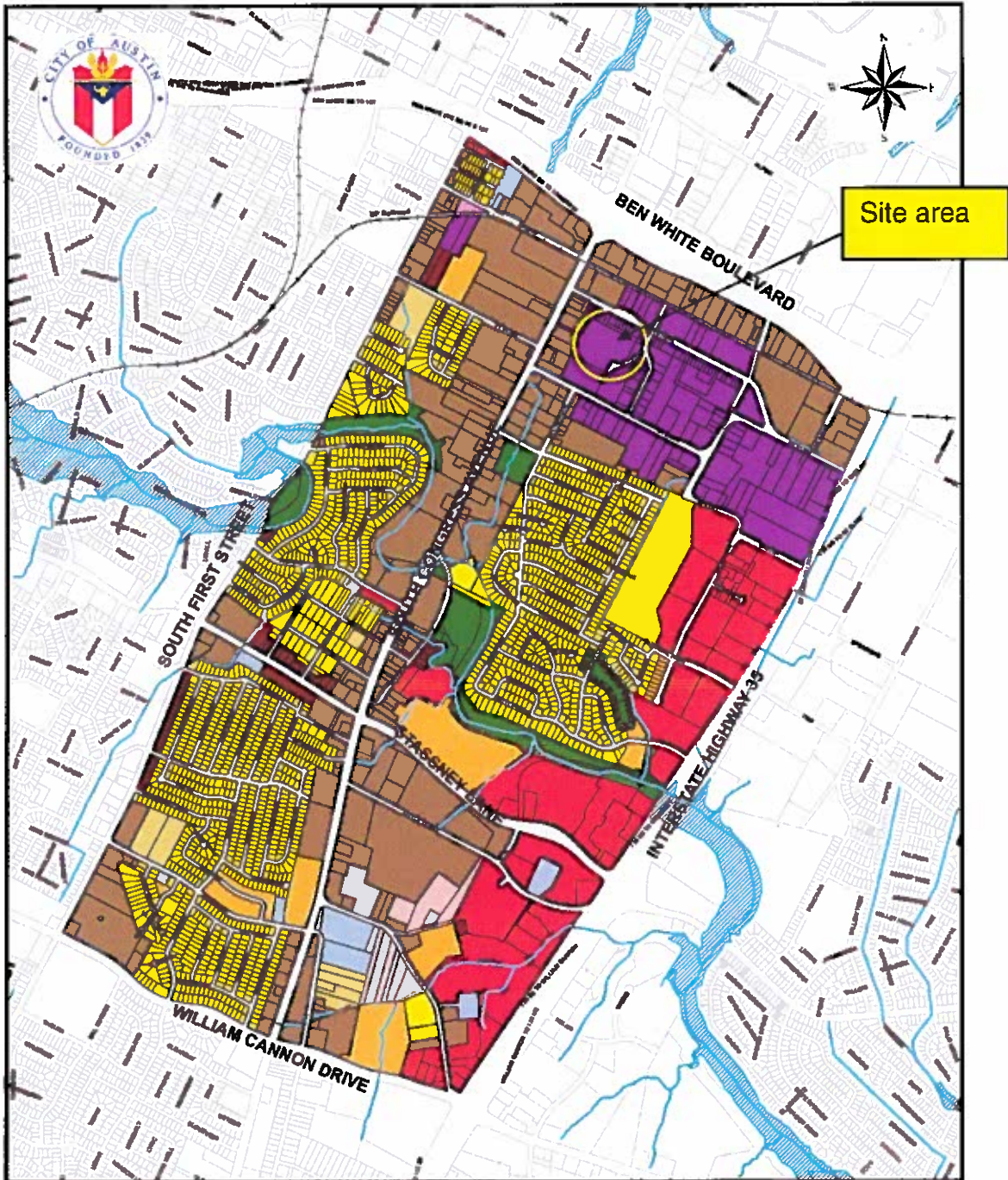
EMAIL: Maureen.meredith@austintexas.gov

Letter from South Congress Planning Contact Team

(Letter is pending, but meeting minutes from the Team's August 5, 2014 meeting with the applicant is at the back of the report)

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South Congress Combined Neighborhood Planning Area: Future Land Use Map

Produced by the City of Austin
Neighborhood Planning and Zoning Department
Adopted August 18, 2005
Updated September 2, 2010

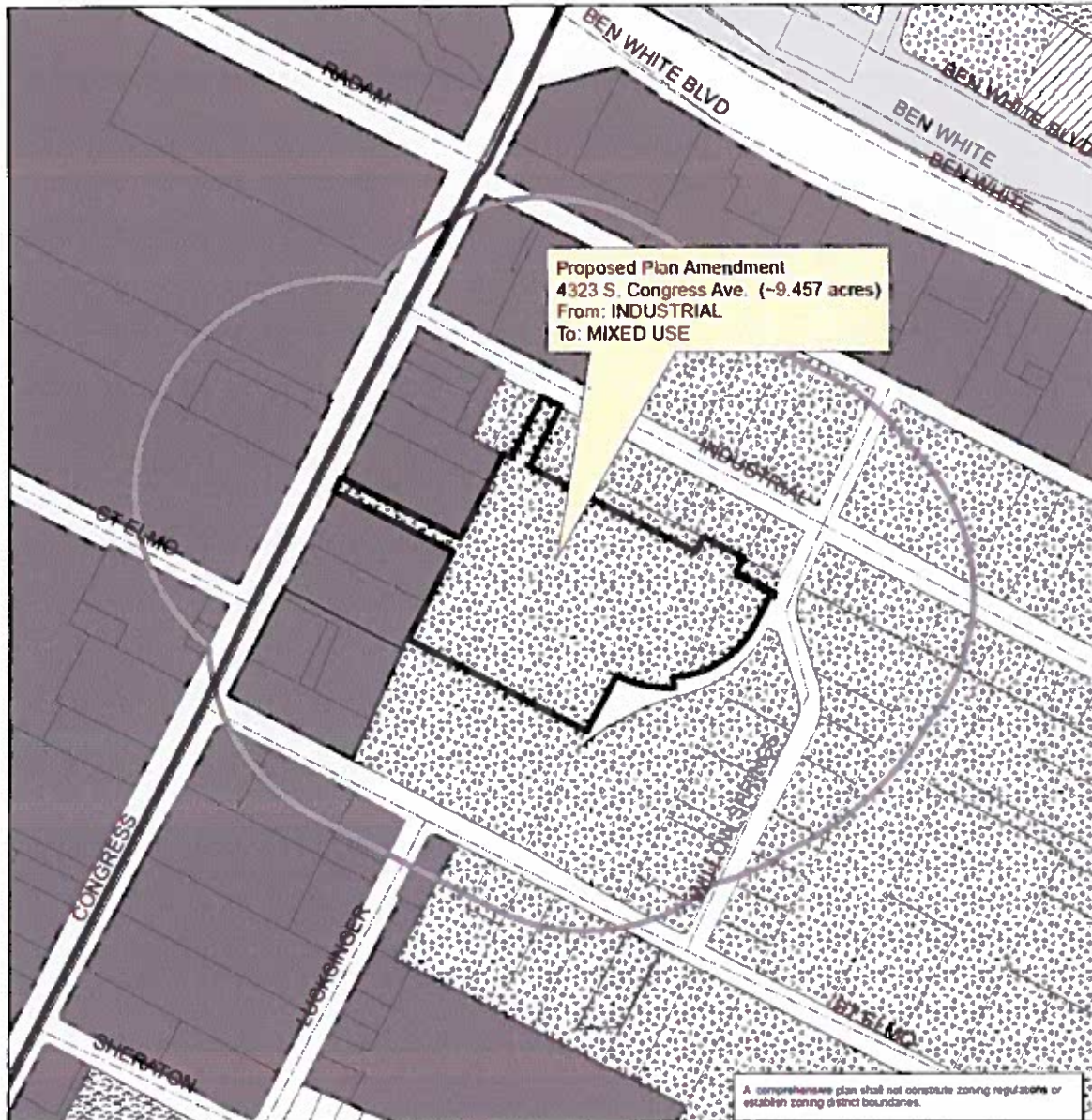
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Legend

- | | |
|------------------------------|-------------------------|
| Single-Family | Mixed Use |
| Higher-Density Single-Family | Office |
| Mobile Homes | Mixed Use/Office |
| Mixed Residential | Industry |
| Multifamily | Civic |
| Commercial | Recreation & Open Space |
| | 100-year flood |
| | Creeks |

2,000 1,000 0 2,000 Feet

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South Congress Combined Neighborhood Plan (E. Congress) NPA-2014-0020.01

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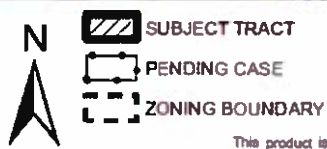
City of Austin
Planning and Development Review Department
Created on March 3, 2014_M Meredith

0 130 260 520 Feet



Legend

- Core Transit Corridors
- 500ft notification boundary
- NPA CASES
- Commercial
- Industry
- Mixed Use
- Recreation & Open Space
- Single-Family
- Transportation



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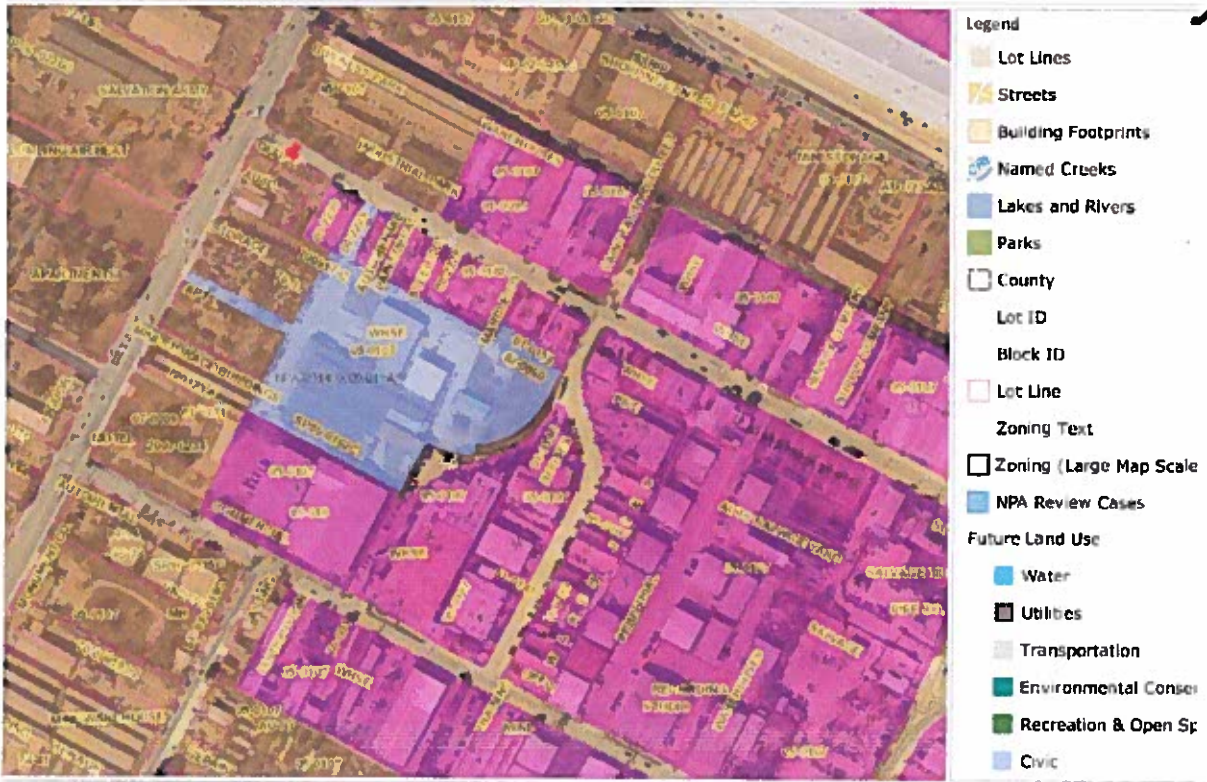
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CITY OF AUSTIN DEVELOPMENT WEB MAP



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CITY OF AUSTIN DEVELOPMENT WEB MAP

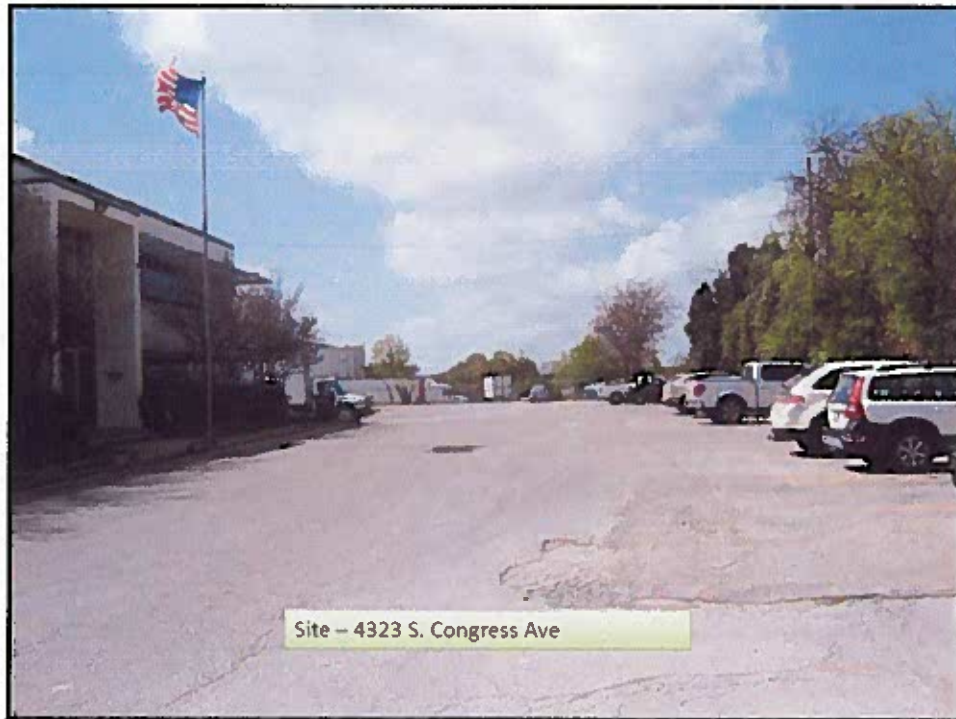


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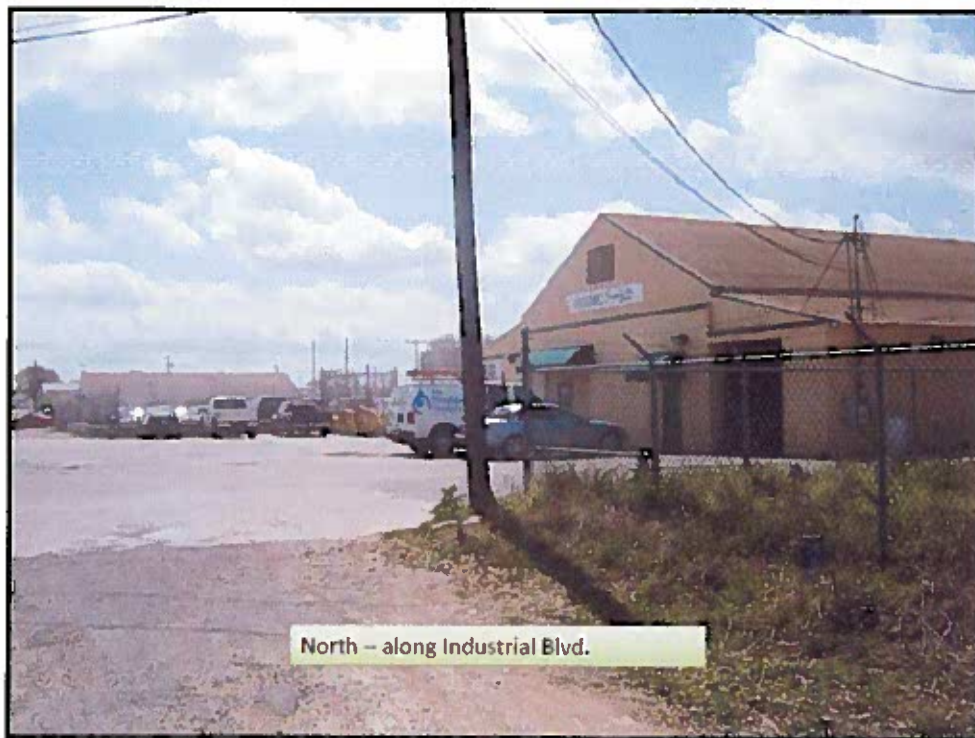
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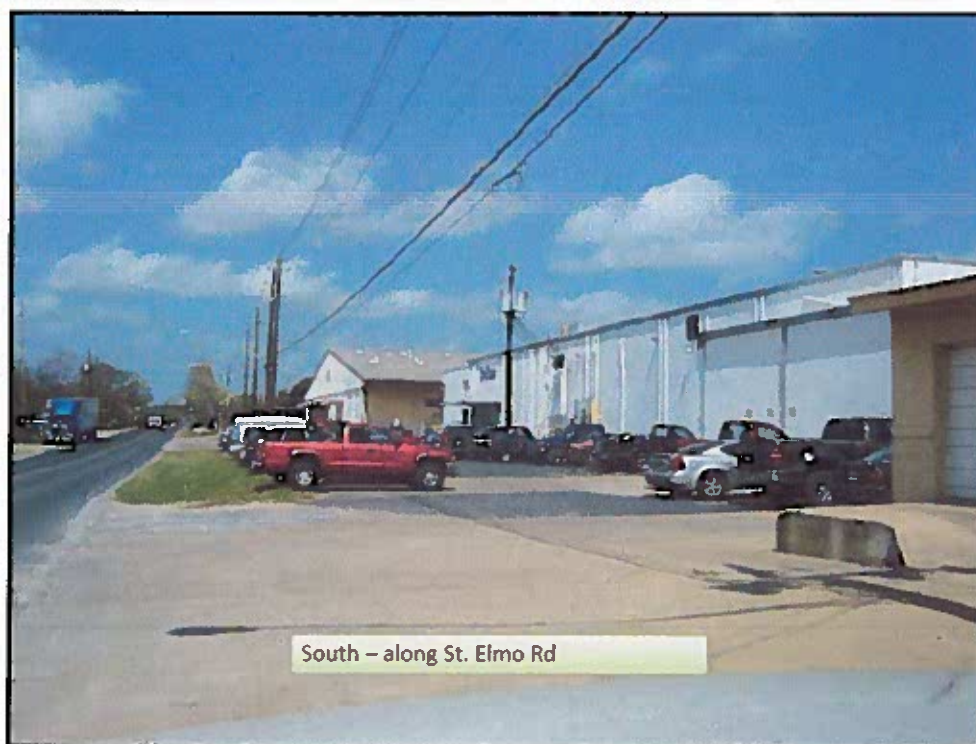
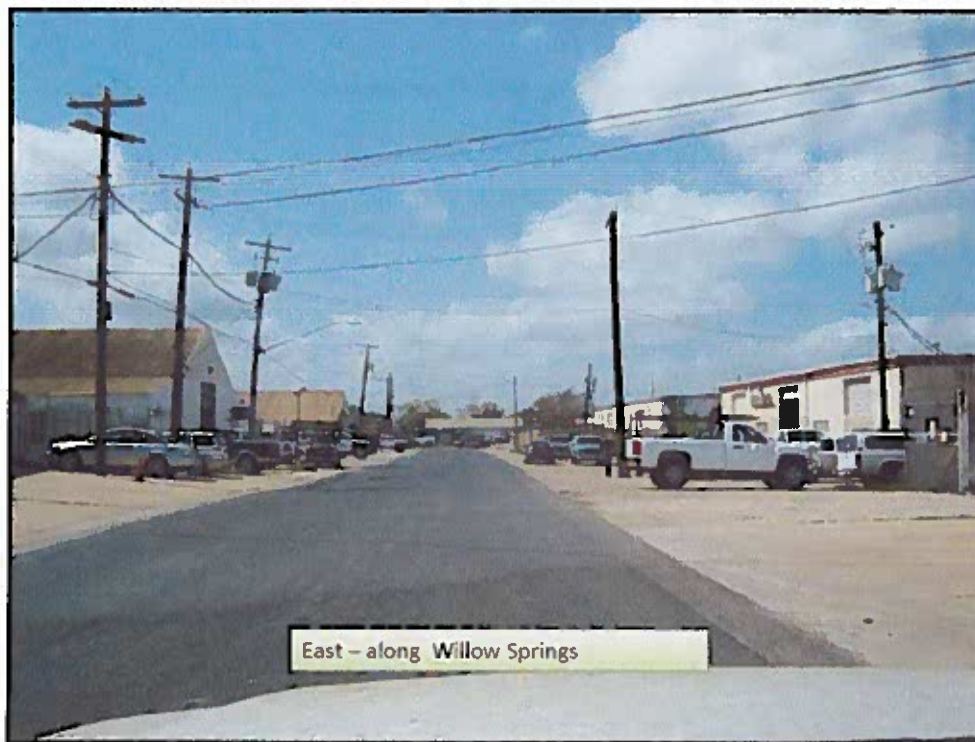
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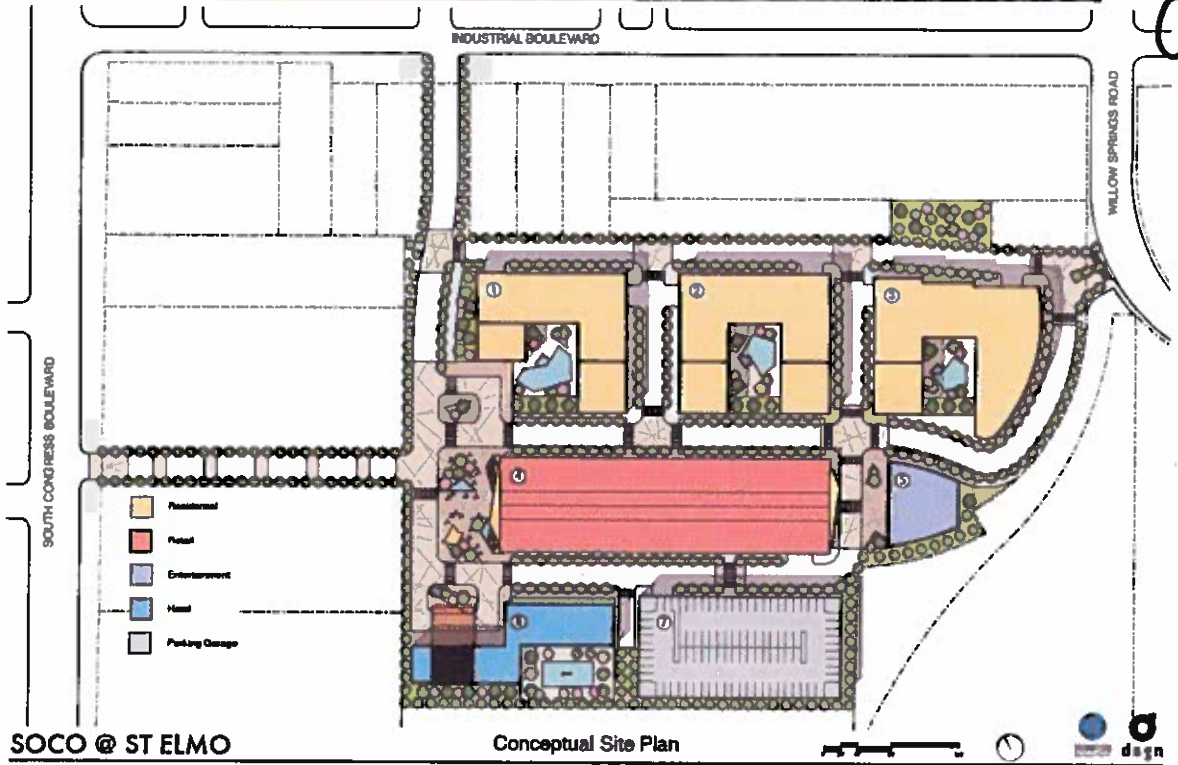
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Applicant's Concept Plans Presented at April 2, 2014 Community Meeting



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SOCO @ ST ELMO

Existing Context



SOCO @ ST ELMO



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SOCO @ ST ELMO



SOCO @ ST ELMO



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SOCO @ ST ELMO



Emails/Letters from Citizens

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From: Greg Steinberg
Sent: Friday, August 01, 2014 12:49 PM
To: Rhoades, Wendy; Meredith, Maureen
Cc: Alix Horton; Adam Kennedy; alice@agconsultingcompany.com
Subject: Case # C14-2014-0034 / NPA-2014.0020.01

Ms. Rhoades / Ms. Meredith...and anybody else who may eventually receive this email,

I received information indicating that City of Austin plans to deny the proposed redevelopment of the industrial site near St. Elmo.

I own a home adjacent to the site and believe it would be beneficial to me as well as the other residents in the neighborhood and the City to allow the redevelopment of the site for the following reasons:

1) The area is currently underutilized.

-Many of the tracts along Congress, part of and adjacent to the proposed redevelopment, are either empty or populated by car lots and/or car graveyards. I would assume that development of empty lots and better use of the lots on which the car graveyard(s) exist would be in the best interest of everybody.

-Much of the proposed redevelopment land within the industrial site appears to be parking for tractor trailers or overflow parking for the car dealerships. That would be a loss to somebody of course, but not to the local residents.

2) The development that currently exists in the industrial site is haphazard.

-I surmise that much of what currently exists in the industrial site was built at a time with very little City oversight. The infrastructure in the site in the form of drainage systems and roads is more consistent with an undeveloped rural area than that of a developed City.

-I and many of my neighbors currently suffer from the aforementioned inadequate infrastructure during times of heavy rains and heavy traffic. The heavy rains result in runoff into our neighborhood due to unmitigated runoff from the industrial site. Redevelopment of some of these areas will address some of these runoff issues. Traffic to be discuss below.

To my knowledge the concerns that have led the City and/or Residents to oppose the redevelopment are:

1) The proposed redevelopment is not in alignment with City redevelopment plans (City and Resident Concerns)

-I believe it was proposed that the area remain an Industrial area by many of the residents that had time to take part in the City's future planning. Unfortunately I, and I would surmise many in the currently-low-income neighborhood nearby, were not able to take part in those activities due to the unfortunate need to make a living by means other than day trading. So while the residents who had the time to opine on the future of the area around our neighborhood might like for it to remain an Industrial site, there remains some of us more closely involved that might disagree.

-I agree with providing for Industrial area and many of the businesses in the Industrial site seem to be viable long-term businesses; however, the viable long-term business are currently located outside the proposed redevelopment area, and as such, would not be impacted by the redevelopment. I walk or drive through the area frequently so I have a pretty good idea of what is happening in the area during a typical business day.

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2) Traffic (City and Resident Concerns)

-Not sure traffic could really get worse as many commuters from downtown cut through the neighborhood to get from Congress to 35. To the contrary, I would think that steps could be taken to encourage flow from Congress to 35 through the industrial site...much more preferable to me and not sure how anybody in the same neighborhood could oppose.

-In regards to an actual increase in the traffic in the area due to redevelopment: the increased amenities in the area may actually lessen the number of car trips by persons such as myself who often head north of Ben White to get to many of the things that the redevelopment plans include. I'm hardpressed to see the more well-serviced residents leaving areas in other parts of the City to visit the redevelopment area, save for maybe the rare event, and as such, the redevelopment is likely to mostly service those of us who live nearby. As much as I would like to see it happen, I can't imagine the area will be as popular as SoCo or East Austin areas - see the development just to the north of Ben White for an example...just not a popular area for anybody that doesn't already live nearby.

-Traffic in most areas of Austin sucks, not sure why we would be attempting a miraculous change in this part of town.

3) Increased Property Values (Resident Concerns)

-For better or worse, property values are going up. I bought in the area because at the time it was somewhat undesirable and thus affordable with low taxes, but alas, as with the rest of Austin, those days are going to pass and property values will rise. Those of us who saw increased property values and taxes the area of town near the industrial site saw those increases without any redevelopment of the area because we are now in an area that has become more desirable due to limited supply. This is an unfortunate situation in any city that is a desirable place to live, and trying to avoid tax increases by limiting redevelopment doesn't really make sense to me but I am open to hearing the argument for such. The bigger issue is that the City needs to act help all fixed-income elderly residents in all areas of the city to obtain relief from excess taxes - that is a City issue, not a neighborhood issue....sorry to end on a soapbox.

Best Regards,
Greg Steinberg
300 Sheraton Ave, 78745

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Chair Fayer Kazi
Vice Chair Emily Layton
Secretary Catherine Bacon

SOUTH CONGRESS COMBINED NEIGHBORHOOD CONTACT TEAM

Meeting Minutes – Meeting Tuesday, August 5th, 2014 at 201 W. Elmo Street

CALL TO ORDER: 7:10pm

Attendees: Alix Horton, Bryan Krueger, Jeff Madden, Richard Maness, Leslie Pollack, Bill Corsello, Elaine Martinez, Lisa Jackson, Zola Vega, Michael Fossum, Denise Vasquez, George Kraber, Catherine Bacon, Susan Adams, Gene Adams, Nhat Ho, Danielle Martinex, Cynthia Garona, Lois Pattie, Susana Almansa, Alba Sereno, Ashley Svriek, Lisa Jackson, Michael Jackson, R. Sprung, William, VanHorn, Frank Salinas, Keena Miller, Robert Meckfessel, Marilyn Martinez, Alba Donajhi

Developer Group Present:

Brandon L. Bolin, Ground Floor Development, bbolin@groundfloordev.com, 214.991.8331
Alice Glasco, alice@agconsultingcompany.com, 512.231.8110
Leslie Pollack, leslie.pollack@hdrln.com, 512.904.3700 (Traffic analysis)
Chad Kimbell, P.E., chad@kbge-eng.com, 512.439.0400 (engineering consulting)
Robert Meckfessel, rmeckfessel@dsgn.com, 214.746.2706

Welcome to location from Foundation Communities from Alba Donahjhi Sereno

CITIZEN GENERAL:

Michael Jackson and Zola Vega request to speak

Michael Jackson: Discusses park upgrades to Battlebend, and current work on playscape improvements. The city has budgeted for new playscape and, fitness equipment. For more information speak with Michael after the meeting. Also mentioned National Night Out Oct. 7th Battlebend /Greenwood Hills hosting an event.

Zola Vega: Nominated Jackson Michael for Vice Chair

APPROVAL OF LAST MONTHS MEETING MINUTES:

Catherine motioned to postpone. Cynthia seconded.

No Old Business

New Business:

- a. Presentation by St. Elmo Lofts/Market Developer

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Chair Fayer Kazi
Vice Chair Emily Layton
Secretary Catherine Bacon

SOUTH CONGRESS COMBINED NEIGHBORHOOD CONTACT TEAM

Brandon Bolin (BB) introduces himself from Ground floor Development, lives in Barton Hills.

He explains the core of project is to take the existing warehouse, renovate and make it into the St. Elmo Market. 50,000 sq feet of the market. He sees it being an Artisan's market. He mentioned JuiceLand, coffee shops, and local entrepreneurs. His inspiration is Faneuil Hall in Boston, the Fish market in Seattle. There will be residential component to the project. The current plan is to have condos for sale and a small boutique hotel. Parking garage to service market. Condos would have own parking garage.

The current zoning allows all the plans expect the residential piece. The zoning they have applied for is a mix use overlay. Properties that face S. Congress already have the mixed-use zoning. He claims that at the time when the zoning was settled it wasn't the political possible to extend the mixed use to the industrial area. He wants to opt into the zoning that is along S. Congress to include the residential. Brandon is an attorney by training, worked seven years in Dallas for Jackson Walker. He was a land use attorney on zoning matters. He feels this project has the opportunity to become part of the local fabric, in line with Keep Austin weird and promoting local entrepreneurs. He believes St. Elmo market has the opportunity to become what is cool and great about Austin.

Robert Meckfessel: Some of the plans have shifted from a 150 room hotel to a 50/70 hotel. They want the hotel to be boutique. Crowd that wants to stay at hotel like San Jose, those rooms stay occupied, and the proximity to 71 will make it successful.

Questions from the neighbors, with no names offered: Will it be more affordable than St. Cecilia, and San Jose?

Response: They are thinking \$100/\$200 a night.

Questions: Condos price range?

Response: Offer units for under \$300,000.

Questions: What is a micro unit.

Response: 600-650 sq micro unit. Millennial are interested in buying something smaller but well built.

At the moment, not planning on any rental; 100% condo.

Question: but the plan before was for rental?

Response: We thought there is an opportunity for sale, to switch to condo projects.

Question: Any for families

Response: 1 and 2 bedrooms. Maybe just a few 3 bedrooms.

Question: Height for condo

Response: The current zoning allows 50 ft. The proposed project for condos 4 stories over two levels of parking with half of the bottom garage below street level. So 5 stories about 65ft.

M. Jackson: A question about their companies focus on affordable housing based on their website.

Response: This one is market rate.

M. Jackson: Can we get a written guarantee on what your plan is today?

Brandon: He would be willing to put it in writing that it wouldn't be low-income housing.

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Chair Faye Kazi
Vice Chair Emily Layton
Secretary Catherine Bacon

SOUTH CONGRESS COMBINED NEIGHBORHOOD CONTACT TEAM

Questions: Can we get some guarantee that it will be for sale condos and not rental apartments?

Response: They have every intention of having for sale condos, but those things are determined by the market, and so it is dependent on the timing of the project. It will go up in phases and there is no guarantee that the market conditions will remain the same throughout the project.

Question: Can we know what kind of venues will come into the market?

Response: It is too early to say, but he has a vision of food and local entrepreneurs.

Alice: She will send a letter and cc us to the city to postpone the city meeting until September 23rd And she explains the handout that has details on what is allowed in the zoning.

Robert M : Talking about Brandon: stating that his affordable housing was all that was able to be done during the recession, and that he always had the intention to move to market rate. His affordable housing was great. Robert repeated the vision of the project.

Leslie: the traffic engineer: Looked at Intersections on S. Congress, on Industrial and St. Elmo. Main driveway on S. Congress will have delay. All the intersections are able to handle the additional trips.

Zolla: About traffic, adjusted trips are 5200 trips, how can they keep up with it?

Leslie: A good portion will enter off Congress. With three access points the trips will be distributed through several access points, which will help keep it from overloading any individual one.

Z: People not using Congress during peak hours. They go to side roads: Industrial, St. Elmo.

Z: How many levels on the garage?

Response: 4 plus the roof, maybe reduced. Hotel levels, 4 levels, but maybe reduced to 3.

Z: Last question for neighbor plan about keeping that area to remain industrial, this area should continue to be used as commercial and industrial.

Brandon: He says that in order to keep rents affordable at the market, to subsidize the market, they need to have some residential component. To afford the land, got to be able to show market rate return, which is done by the hotel and condo. If you don't have that, you can't do the market.

Question (Didn't get name): Leader of another Contact Team. He says they created restrictive covenant with developers, and the city honored those. For example the owner of land had a restricted covenant that zoning would return after the sale of the land. He says you can have whatever criteria you want. Also Wanted to ask, for the housing component, would any units building be in the 30-65% MFI.

Response: Legal owner of the property signed the zoning application, but developer is open to possible covenant.

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Chair Faye Kazi
Vice Chair Emily Layton
Secretary Catherine Bacon

SOUTH CONGRESS COMBINED NEIGHBORHOOD CONTACT TEAM

Alice speaks to the restrictive covenant, as possible. Some aspects the city would enforce, some would be between the neighborhood and the developer. The number of units for sale can't be enforced by the city.

Faye: If the zoning is approved, could someone else take it on?

Alice: The zoning goes with the land. If the project isn't done by this developer, the zoning stays.

Brandon: On 30-60 Area medium income: For low income housing, in order to make those projects work, you have to have tax credits, this one is not doing that. The city could ask to have 10% be affordable and offer a get density bonus.

Alba: 40 leaders talking about traffic on St. Elmo corridor. Neighbors are already finding traffic on St. Elmo problematic. School age kids walking to the school at St. Elmo and 1st. Gava (sp?) Team of Leaders working on it.

Cynthia: Clarification: Brandon is developer, Koon (sp?) is owner. Who is managing the future of the property?

Brandon: Bill K. wants to sell the property, and wants to move his own company to Buda. He is selling it to Brandon, but Brandon is bringing in other partners in building the condos, will be general partner in market, but bring in other partners, and same with hotels. He is the operating parent.

Nyatt: Wants to say that he likes the plan, and to state that he believes affordable housing not bad (as an aside). He brings up the mixed use along congress is different zoning and his only concern is the PDA designation doesn't limit the density. Would they consider matching density to CMU rather than PDA? Also, with traffic: concern about the main driveway out the area, which could create problems with the sidewalks on Congress.

Brandon: Wants to get back about the density component.

Richard Strong/ Greenwood hills: Traffic and parking. Already clogging up.

Leslie, wants to respond.

George C: Isn't sure about how they get the numbers for the traffic analysis, since the difference depending on how many people in a unit.

Leslie: Explains the traffic engineering traffic rates, and we did do traffic counts on that street.

M.Jackson: one last thing on the traffic, can we work with the city to bring better traffic solutions?

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Vice Chair **Emily Layton**
Secretary **Catherine Bacon**

SOUTH CONGRESS COMBINED NEIGHBORHOOD CONTACT TEAM

Brandon: He wants the neighborhood leadership to work with us all throughout the planning process. He wants the neighborhood invested.

Catherine makes the motion to postpone the vote on the letter of support or not of zoning change, Nhatt seconds. Letter postponed to follow further meetings.

Lisa Jackson: She is in marketing and curious on who the development is targeting.

Brandon: High end is a lot more risk. He thinks that doing quality and market rate but not super high end is the right move. Impossible to find brand new 1000sq homes for under \$300,000. Not affordable to everyone, but people moving here can't find that middle price range. Provide for people living in the city that can't afford \$600,000

Cynthia: What about the Industrial neighbors?

Brandon: Thinks that the area is changing anyway, that its future is not Industrial. Creative users are coming in which creates more value, making it not cost effective for industrial users. The manufacturing isn't going to be a long term for area. With how massive this area is he believes it will be walkable mixed use area.

Alba: information about the jobs that this development would bring?

Brandon: 50,000sq retail and restaurants will bring jobs, and the hotel. Doesn't have numbers.

Zoila: any plans for either property on the side?

Brandon: one of the owners is very amenable to working with us, about widening up the entryway to the project. One of them on congress wants to be part of the project.

George: Area with the housing being taken down, is that yours?

Brandon: No

Nyatt: If you don't get the residential zoning can you do it?

Brandon: no.

Nyatt: If you can get congress facing would the residential go there?

Brandon: They aren't big enough to hold. You got to have the residential component.

Question about Music Venue

Brandon: It is not an outdoor venue. Inside like Strange Brew, 150 person venue.

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Chair **Fayez Kazi**
Vice Chair **Emily Layton**
Secretary **Catherine Bacon**

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Catherine motion to postpone city announcements. Cynthia Seconds.

Meeting adjourned at 8:45ish

Send out Alice's contact for sending questions.