

**NEIGHBORHOOD PLAN AMENDMENT REVIEW SHEET**

**NEIGHBORHOOD 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 23, 2014  
August 12, 2014

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

**SITE AREA:** Approx. 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:** On August 12, 2014, the motion to postpone to September 23, 2014 by request of the applicant was approved on the consent agenda. [S. Oliver, N. Zaragoza- 2<sup>nd</sup>] Vote 8-0-1 [B. Roark - absent]

On September 23, 2014, the motion to approve the applicant's request for Mixed Use land use was approved. [J. Nortey, S. Oliver – 2<sup>nd</sup>] Vote 7-1-1 [J. Stevens abstain; R. Hatfield absent]

**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.

*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.

**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.

#### **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.

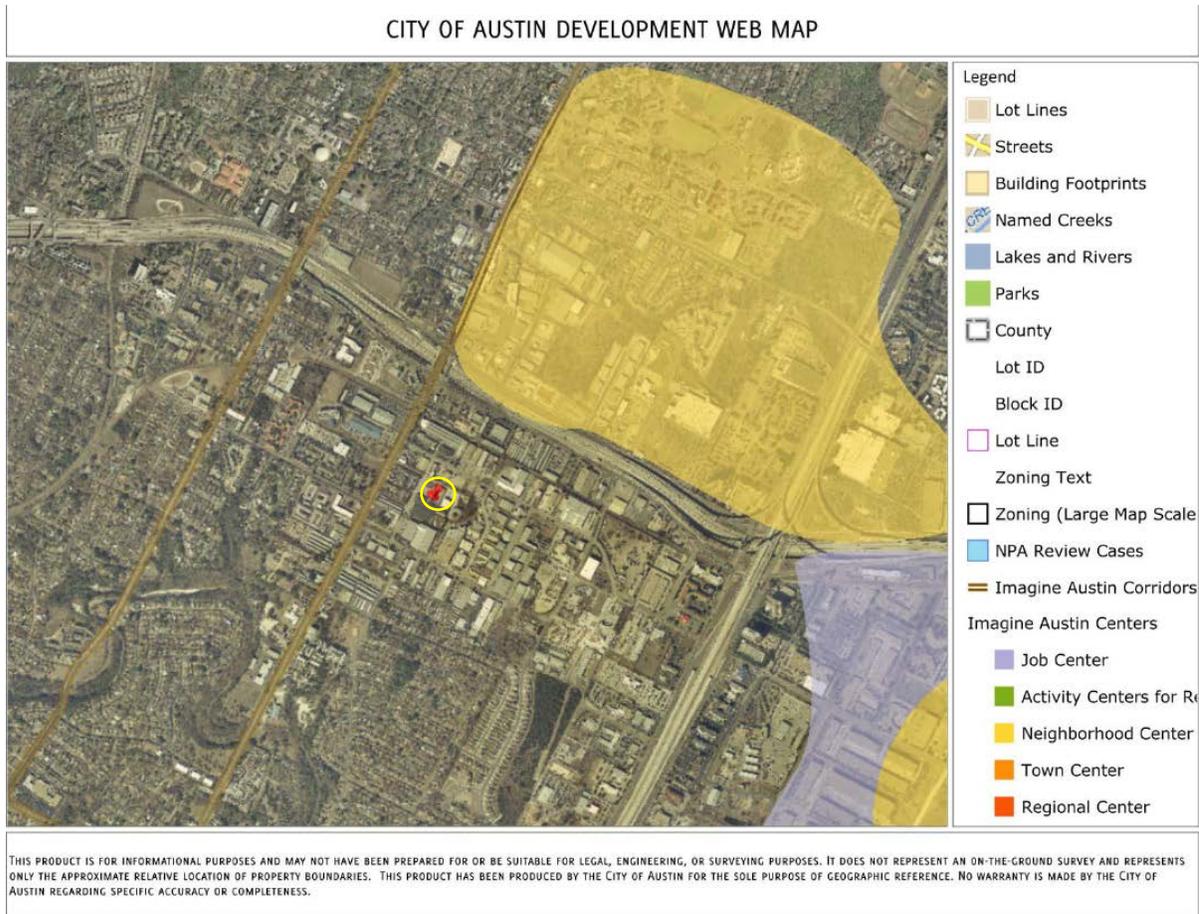
#### **Application**

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.
  - *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.*
  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.*



Proximity to Imagine Austin Activity Corridor and Centers

**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.

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.

The South Congress Planning Contact Team's letter of support is on pages 13-14.

**CITY COUNCIL DATE:** September 25, 2014

**ACTION:** Postponed to October 2, 2014

October 2, 2014

**ACTION:** Pending

**CASE MANAGER:** Maureen Meredith

**PHONE:** (512) 974-2695

**EMAIL:** Maureen.meredith@austintexas.gov

ALICE GLASCO CONSULTING

February 25, 2014

**Updated: September 15, 2014**

Greg Guernsey, Director  
Planning and Development Review Department  
505 Barton Spring Road, Suite 500  
Austin, Texas 78704

RE: 4323 S. Congress Ave. & 113 Industrial Blvd.

Dear Greg:

I represent GFD Holdings, LLC, the potential buyer of the above referenced property in two cases – rezoning, and a plan amendment (FLUM change to the South Congress Combined Neighborhood Plan). The rezoning request is from LI-NP to LI-PDA-NP, while the plan amendment is to change the Future Land Use Map (FLUM) from Industry to Mixed Use.

**Background:**

The subject site is currently developed with the following uses:

- Current businesses: Office Furniture dealer, Building Materials dealer, Household Appliances Retailer, Custom Furniture manufacturer, Parts Rentals supplier, Hotel Laundry(135,000 square feet).
- Future Use: shopping center of approximately 45,000 square feet and 450-650 apartments.

**Justification Rezoning/Plan Amendment**

The property is currently zoned LI-NP. The proposed rezoning is LI-PDA-NP, which is intended to allow commercial and residential uses.

1. As part of the South Congress Combined Neighborhood Planning process, the properties to the north of the subject site, south of Ben White Blvd. and along the south IH-35 frontage Road, were zoned LI-PDA-NP to allow for mixed use.

The proposed rezoning of LI-PDA-NP, would allow a mixed use development with the same site development regulations and uses as those specified in

Greg Guernsey, Director  
Planning and Development Review Department  
RE: 4323 S. Congress Ave. & 113 Industrial Blvd.

**Ordinance no. 20050818-Z004, Part 8.** Additionally, the proposed mixed use development would be consistent with Goal Two of the South Congress Combined Neighborhood Plan, which reads as follows:

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

The proposed PDA standards for the subject property would be as follows:

- a. Development of the PDA property shall comply with Section 25-2-648 (Planned Development Area Performance Standards) of the City Code.
- b. Except as provided in sections c and d below, all permitted and conditional uses under LI, Limited Industrial Services, zoning are permitted and conditional uses for the subject property.
- c. The following uses are additional permitted uses:
  - Bed and breakfast residential (Group 1)
  - Bed and Breakfast residential (Group 2)
  - Condominium residential
  - Group residential
  - Multifamily residential
  - Townhouse residential
  - Family home
  - Guidance services
  - Hospital services (limited)
  - Private primary educational facilities
  - Private secondary educational facilities
  - Public primary educational facilities
  - Public secondary educational facilities
- d. The following uses are conditional uses:
  - Cocktail lounge
  - Hospital services (general)

Greg Guernsey, Director  
Planning and Development Review Department  
RE: 4323 S. Congress Ave. & 113 Industrial Blvd.

- e. The following uses are prohibited uses:
- Monument retail sales
  - Scrap and salvage
  - Basic Industry
  - Recycling center
  - Resource extraction
- f. The following site development standards apply to the PDA property:
- **The maximum height is 60 feet**
  - The minimum front yard setback is 25 feet.
  - The minimum street side yard setback is 25 feet.
  - The minimum interior side yard setback is 0 feet.
  - The minimum rear yard setback is 15 feet.
  - The maximum building coverage is 85%
  - The maximum impervious cover is 85%
  - **The maximum floor-to-area ratio is 1.5:1**

2. **Justification for Plan Amendment:** the request to change the FLUM from industry to mixed use is consistent with Goal number two of the adopted South Congress Combined Neighborhood Plan, which **calls for vibrant, accessible, mixed use development projects similar to what is proposed.**

To assist in the review of the proposed rezoning and plan amendment, **ordinance number 20050818-Z004** is attached for your information. Please let me know if you have any questions or need additional information.

Sincerely,



Alice Glasco, President  
AG Consulting

Cc: Brandon Bolin, GFD  
Justin Bailey, MJM Group  
Maureen Meredith, Neighborhood Planner  
Wendy Rhoades, Zoning Planner

Letter from the South Congress Combined  
Planning Contact Team

Chair **Fayez Kazi**  
Vice Chair **Vacant**  
Secretary **Catherine Bacon**  
Marketing **Kristi Cohen**  
HOA Liaison **Richard Maness**  
Mobility Chief **Mario Cantu**



**SOUTH CONGRESS COMBINED NEIGHBORHOOD CONTACT TEAM**

City of Austin Planning Commission  
C/O City of Austin Planning Department  
505 Barton Spring Road, Suite 500  
Austin, Texas 78704

RE: 4323 S. Congress Ave. & 113 Industrial Blvd.  
C14-2014-0034 and NPA-2014-0020.01

Dear Planning Commissioners,

There have been a total of six meetings held with the applicant/developer regarding the proposed mixed use project. Three meetings were hosted by the contact team, one hosted by city staff (Maureen Meredith) and two hosted by the applicant/developer.

At its third meeting held on September 15, 2014, the South Congress Combined Neighborhood Plan Contact Team voted to **support** the applicant's request to amend the East Congress Neighborhood Plan from Industrial to mixed use and to support the rezoning request from CS-MU-NP and LI-NP to LI-PDA-NP with the following conditions:

1. Maximum height is 60 feet (as currently allowed)
2. Maximum floor-to-area-ratio is 1.5:1
3. 400 residential units
4. Comply with TIA recommendations
5. Construct a shared walkway/bike path from Congress Ave to the proposed market.
6. Obtain required city permits for any outdoor music
7. Agree to develop market rate units only
8. On-site security will be provided if the project is for sale or rent and will have key card entry only.
9. Conduct background checks of prospective buyers/renters to exclude registered sex offenders.
10. Provide adequate sound proofing through professional acoustic engineering consultation for the indoor music venue so music is not heard outside.



The recommendation of the neighborhood contact team is supported by goals number two and three of the plan and related objectives, which read as follows:

1. **Goal no. 2:** South Congress Avenue should become a more vibrant, accessible mixed-use corridor and a destination for nearby residents and the citizens of Austin.

**Recommendation no. 9 of objective 2.2:** create internal and automobile circulation patterns reflecting traditional street networks in new commercial or mixed use development on larger tracts.

We understand that plan recommendation no. 9 is reflected in the commercial design standards of the City Code, which will apply to this site.

2. **Goal no. 3:** Focus mixed-use development and commercial uses along major commercial corridors and in specialized districts.

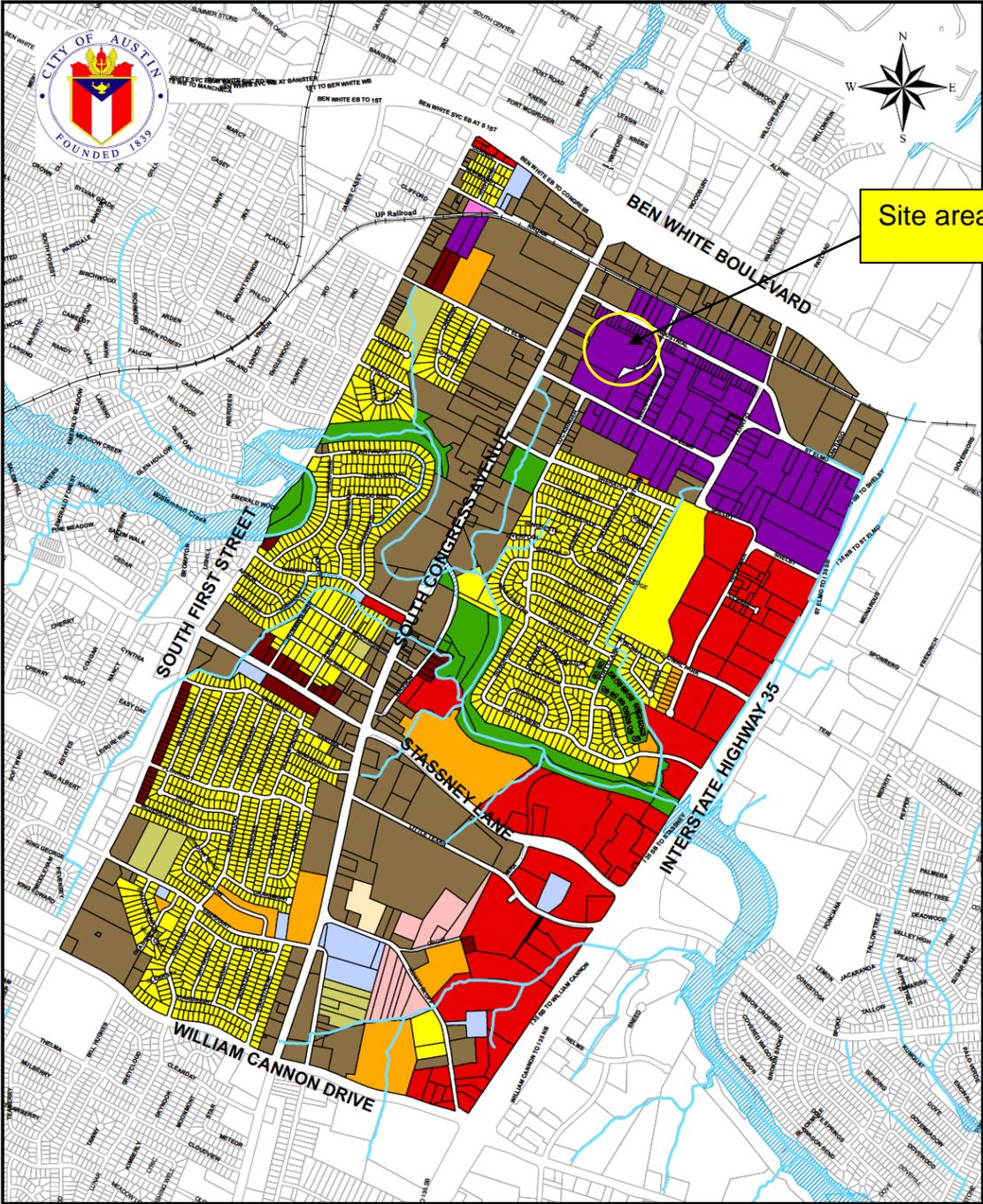
**Objective 3.12:** The St. Elmo Industrial District should be preserved and enhanced where appropriate. The proposed mixed-use project will enhance the St. Elmo Industrial District and surrounding areas.

Sincerely,



Faye Kazi, Chair

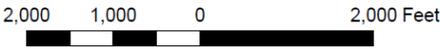
South Congress Combined Neighborhood Contact Team



**South Congress Combined Neighborhood Planning Area: Future Land Use Map**

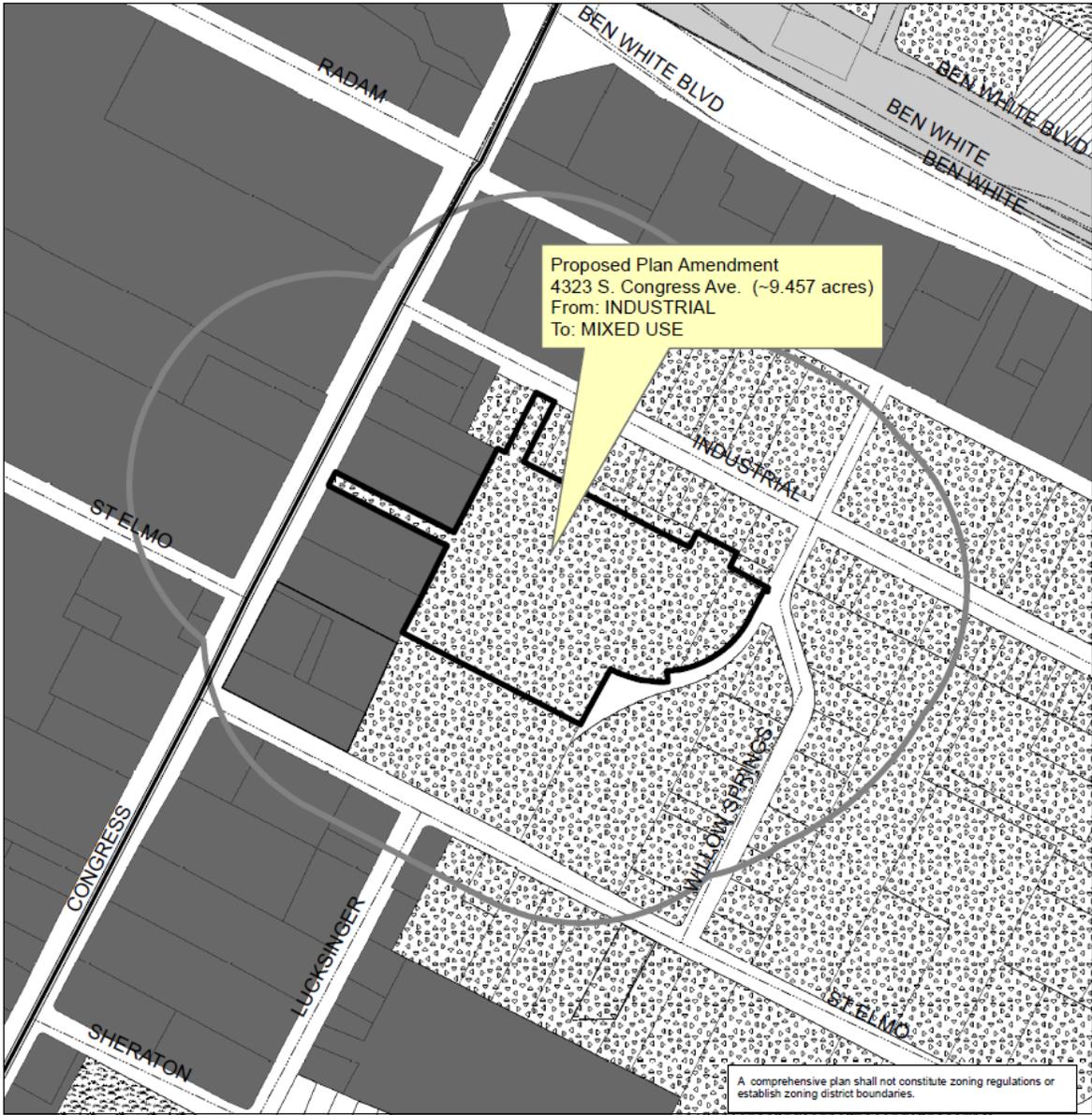
Produced by the City of Austin  
 Neighborhood Planning and Zoning Department  
 Adopted August 18, 2005  
 Updated September 2, 2010

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**Legend**

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



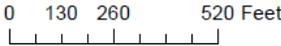
**South Congress Combined Neighborhood Plan (E. Congress)  
NPA-2014-0020.01**

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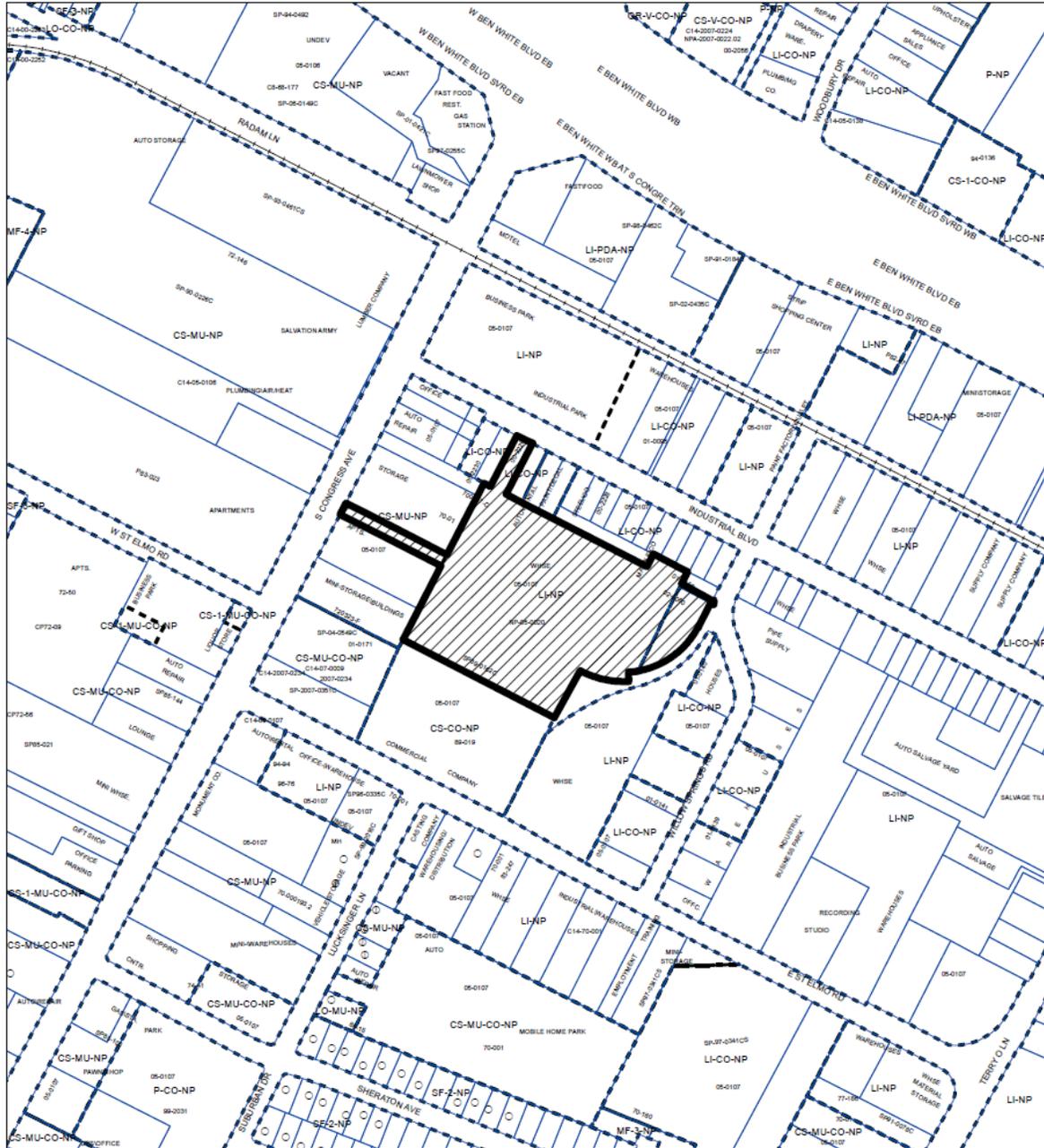
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City of Austin  
Planning and Development Review Department  
Created on March 3, 2014\_M Meredith



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



-  N
-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

**ZONING**  
ZONING CASE#: C14-2014-0034

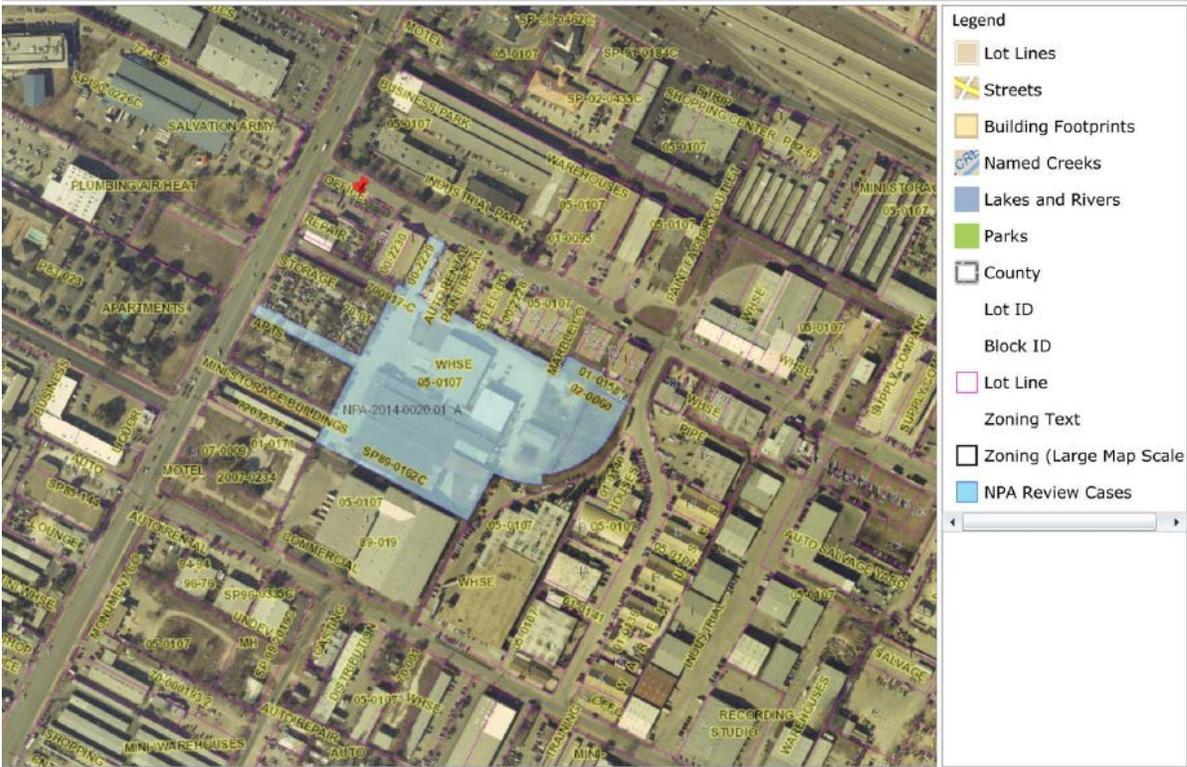
1" = 400'

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CITY OF AUSTIN DEVELOPMENT WEB MAP



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CITY OF AUSTIN DEVELOPMENT WEB MAP



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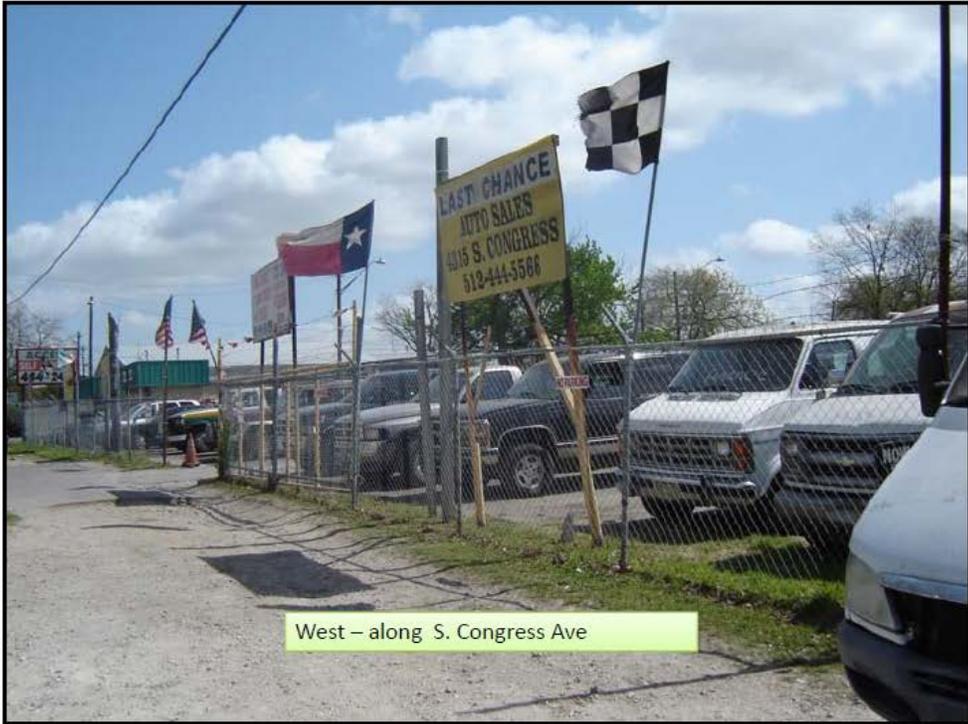
Site – 4323 S. Congress Ave



North – along Industrial Blvd.

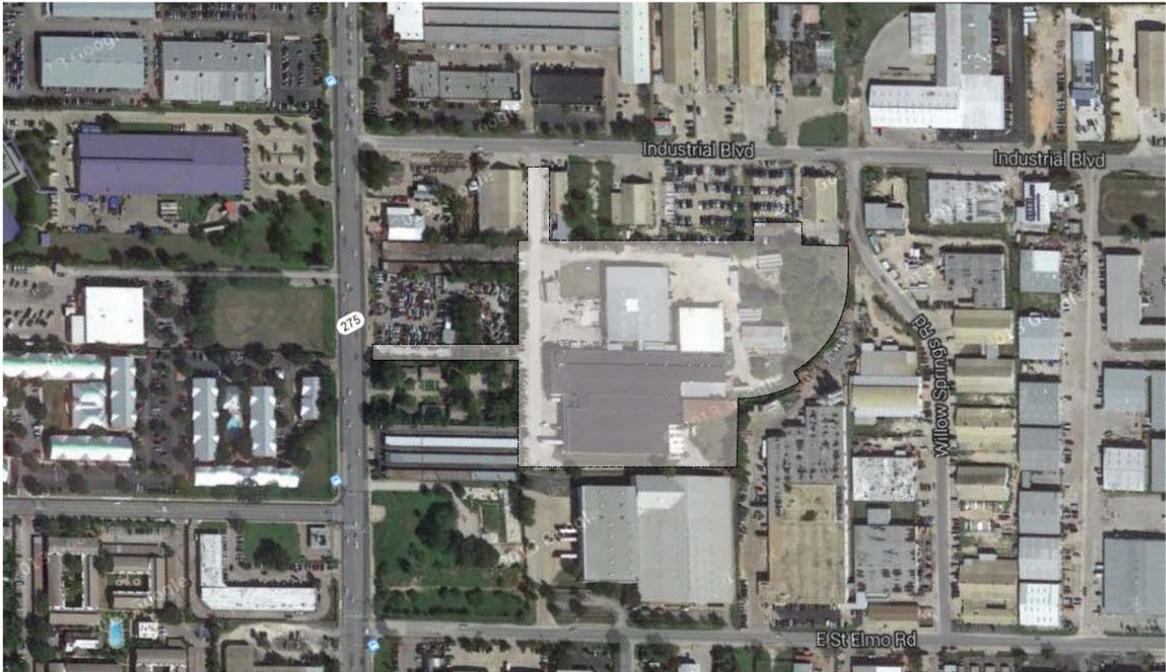






Applicant's Concept Plans Presented at April 2, 2014 Community Meeting





SOCO @ ST ELMO

Existing Context



SOCO @ ST ELMO





SOCO @ ST ELMO



SOCO @ ST ELMO





SOCO @ ST ELMO



Emails/Letters from Citizens

**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.

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

*DJ-X, INC.*

August 4, 2014

To Whom It May Concern:

It is with great pleasure that I write this letter of recommendation for the proposed 113 Industrial Blvd, St. Elmo Lofts Market project.

I am a business owner at 4714 S. Congress Ave., and am in full support redevelopment of the S. Congress Ave. area.

You may contact me directly at 512.422.7300, if you would like verbal confirmation.

Sincerely,



Curtis W. Sutherland, CEO

DJ-X, Inc.

4714 S. Congress Ave.

Austin, TX 78745

(512) 444-2509

**From:** Amy Sanford <  
**To:** <[maureen.meredith@austintexas.gov](mailto:maureen.meredith@austintexas.gov)>;  
**Subject:** St. Elmo Market and lofts  
**Sent:** Tue, Aug 12, 2014 8:29:55 PM

Dear Maureen,

I am writing in support of the construction of the St. Elmo Market and Lofts on Industrial Blvd. My husband and I live in the Greenwood Hills neighborhood across from the Hills Cafe. We have owned our home for 4 plus years and would love to see the area more developed and especially businesses to walk to. The Market would give us all of that plus a local farmers market. At the same time increasing our home value and supporting local business.

Also, our home flooded twice in October of 2013 along with 8 others. We discovered that the water is collected in the industrial area, where the site is planned to be, and travels through a 42inch pipe and lets loose behind our neighborhood with no detention basin. We obviously think this is very poor city planning and very unfair to those of us who flood. We are not in a flood zone and this should not be happening. The developers have told us they would do anything they can to help with the flooding issue and detain all the water from their site. This is much more than the city is willing to do for us, which is nothing, and could very well save our home. I have gone to the city many times and was told that we are just not a priority. When there are 9 homes are flooded by the city, with no way to protect ourselves, how can we not be a priority? It's not as if we bought a home next to a creek or in a flood zone. Lastly, as the area stands now it is nothing but a site for sore eyes. We are not asking you to rezone the entire industrial area, just the area that faces S. Congress. Most of this area seems to be undeveloped or if it is developed is not pleasing to look at. Nor does it give anyone in our neighborhood anything fun or even useful to walk to, help our property value or support local farmers and artisans.

I hope you take our home and need for businesses that we can walk to as this city grows into account as you consider rezoning this area.

Thank you,  
Amy and Adam Kennedy  
212 Rowland Dr.  
Austin, TX 78745  
512-656-0246

**From:** Frank Salinas  
**Sent:** Monday, September 15, 2014 6:48 PM  
**To:** Meredith, Maureen  
**Cc:** Rhoades, Wendy  
**Subject:** St. Elmo's Lofts C14-2014-0034 for Planning Commission Backup

Good afternoon. Please include the below email in the Planning Commission backup documentation.

Many neighbors of Battle Bend Springs do not support the St. Elmo's loft development. We concur with the City's determination to not recommend this development because of similar objections.

First, the South Congress Combined Neighborhood plan, approved in 2005, includes Objective 3.12 for the St. Elmo to remain as a commercial and industrial district, and to be preserved and appropriately enhanced. This is not an outdated plan because Imagine Austin supported this plan in 2012 after they reviewed it. The text pasted below comes from the approved South Congress Neighborhood Plan on pg. 71:

“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.”

Second, the CodeNext Community Character East Congress team specified in 2014 that the St. Elmo area should remain industrial.

Finally, below are a series of concerns we have if the loft development is allowed to happen.

- Residential use is not appropriate in the St. Elmo industrial district.
- Traffic increase from the St. Elmo's loft development will affect our neighborhood directly. The TIA states that 5,208 daily adjusted trips will be added by this development, and that most residents of the St. Elmo's lofts will use the back roads to avoid entering into S. Congress. Our neighborhood is the back road. We already have traffic problems in our neighborhood streets due to the car dealerships on IH 35 and IH35 diverted traffic. Traffic calming islands have been installed in Battle Bend Blvd., but not yet on Suburban.
- We are also very concerned with the additional traffic that would be added to St. Elmo where the Foundation Communities is already being affected.

Children have trouble crossing the road to get to the elementary school.

- We don't want our neighbors that work in the commercial and industrial area to be displaced.
- The foundation of Imagine Austin is sustainable planning that respects community character and provides buffers from commercial/industrial zones to residential zones. Allowing residential use in an existing industrial area is against those basic principles. Residential in the middle of an industrial area is something that you find in Dallas or Houston, but not in Austin.

Please do not set a bad precedent for the city with a development that our neighborhood does not want.

Thank you for your attention to this matter.

Frank Salinas

Battle Bend Springs Homeowners Association President

**From:** Olivia Gutierrez  
**Sent:** Tuesday, September 16, 2014 1:31 PM  
**To:** Rhoades, Wendy  
**Cc:** Meredith, Maureen  
**Subject:** Re: St.Elmo's Market & Loft

Wendy & Maureen,

I've taken quite a bit of time to review the information provided, listened to those for and against the development and poured over the information provided by the Developer, including the TIA and related developments in other cities. I would like to formally express that I am very much opposed of this development - as currently proposed. I would like my email to be included in the backup to the Planning Commission.

I live one block away from the development site but unfortunately do not have a vote as part of the contact team due to our neighborhood's by-laws. I do not feel the the current contact team adequately represents the neighborhood, especially the area closest to the development site. The contact team is made up of individuals that do not currently reside in the East Congress area nor do they represent the needs and desires of those of us that make this area home, and not simply a piece of property to flip. This part of S. Congress and Ben White is already beginning to suffer large amounts of traffic, long light times and heavier use of our residential streets. I don't want the very residential streets I use to walk my dogs and visit with neighbors to be congested with even more traffic from the mixed use residential site. I love my community, the character and charm it has, the fact that I personally know the majority of my immediate neighbors. None of the ideas the developer has proposed alleviates the negative aspects of this development and in my opinion, it does not add any additional community value to it.

I live and work for the City, and am fortunate enough to live, work and play all nearby but could manage if I were pushed further out. The majority of the citizens in this area however, are under-represented, of lower income and may not have the economic means to deal with the inevitable result of this type of development. Please consider their needs as well.

Those that currently live in this immediate area greatly benefit from the proximity of public transportation, schools, and public facilities nearby. The micro units proposed by the developer are not marketed as an alternative to the residents that live here. Nor are the micro units appropriate for an industrial area. It is only logical to assume that if this re-zoning and subsequent development is approved, others will soon follow - which will drastically change the area myself and so many of neighbors call home.

Thank you for your time and consideration in this issue and for providing a means to have a "voice".

Sincerely,

Olivia Gutierrez  
512-903-7815

**From:** zoila vega  
**Sent:** Wednesday, September 17, 2014 11:09 AM  
**To:** Meredith, Maureen; Rhoades, Wendy  
**Subject:** St. Elmo's Lofts C14-2014-0034, for Planning Commission Backup

Maureen, Wendy,

Please, include this email in the Planning Commission backup for the Sept. 23rd meeting regarding the St. Elmo development C14-2014-0034.

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Planning Commissioners,

I have lived in the South Congress Combined Neighborhood Planning area for 23 years and I am against the St. Elmo's Lofts project. I ask you to please deny approval of the zoning change and neighborhood plan amendment requested by the agent and property owner.

I agree with the City's determination to not recommend this development due to the several reasons listed in more detail below. Our approved 2005 neighborhood plan is not outdated but was reviewed and supported by Imagine Austin in 2012, and the recent CodeNext Community Character exercise last April confirmed that we, the East Congress neighbors, want for the St. Elmo district to remain industrial as is. Allowing residential mixed use in an industrial area is against our approved neighborhood plan, against what Imagine Austin wants, against the best judgment of experienced City planners that have reviewed the case carefully, and against what the East Congress neighbors want.

In addition, I have serious concerns with the SCCNP contact team not representing our East Congress neighborhood. The contact team approved by narrow majority (7 yes, 5 no, 1 abstain) to send a letter to support the development. The contact team represents 3 combined neighborhoods of thousands of citizens, but meeting attendance is low due to late meeting notices being sent inconsistently to a small number of people. Consequently, only 13 people in the contact team were eligible to vote. Six out of the seven who voted in favor of the development live in the West Congress neighborhood, farther away from the development that would be built in East Congress, and they will be impacted much less by this development. Their perspective and priorities are different than ours. While most of us in East Congress call our neighborhood home and have lived here for over 10 years, the representatives from West Congress admitted that most own several properties and want the development so that their property values increase.

Finally, I would like to point out that Representative Eddie Rodriguez does not represent our neighborhood, and does not live, own property or work in the planning area, but he sent a letter of support to the Contact team chairman. I'm pasting the letter at the end of this email.

**Objections to the St. Elmo's Lofts:**

- Objective 3.12 of the 2005 approved South Congress Combined Neighborhood plan states that the St. Elmo district should remain a commercial and industrial district, and to be preserved and appropriately enhanced. Our plan is not an outdated plan and our goals are not outdated goals because Imagine Austin supported this plan in 2012. East Congress neighbors confirmed during the CodeNext Community Character exercise last April that the St. Elmo area should remain industrial.

The text pasted below is from the approved neighborhood plan, pg .71:

**South Congress Combined Neighborhood Plan**

**The St. Elmo Industrial District**

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.***

- It is not appropriate to allow residential use in an industrial district. There is heavy truck traffic in and out of that district, and significant associated commercial activity.
- Many citizens own and work at the St. Elmo district. The developer explained that he sees this zoning change as the first one of many, to set precedent for the entire St. Elmo district to be changed to Mixed Use because it's one of the last largest areas in the City that have not been re-developed and it's close to downtown.

We think that some areas of the City should remain industrial because it is a valid use. A walkable city also means to be able to walk to work. We don't want our neighbors that work and pay taxes in the commercial and industrial area to be displaced. Contrary to this, the developer said in two meetings that "it's time for the paint and pipe shops to move to Buda" and let developers revitalize that area. He had a complete lack of respect and disregard for fellow citizens.

- There will be significant increase of traffic from the St. Elmo's loft development in an area that is already very congested several times a day, and this will affect our neighborhood directly. 5,208 adjusted trips will be added by this development daily. The TIA states that most residents of the St. Elmo's lofts will use the back roads to avoid entering into S. Congress. This means that those residents will use our neighborhood streets as throughways to get in and out of the area. We already have so much speeding and a high volume of cars driving in our neighborhood streets that traffic calming islands have been installed in a few streets, but we need more.
- We don't want this case to set a bad precedent for the city with a development that our East Congress neighborhood does not support because MU residential use does not belong in an industrial area. We asked the developer to not have the residential component, to build his vision of the food market, boutique hotel and small indoor music venue, all of which are allowed with the current zoning, but developer said that it wouldn't be profitable, that the residential 400 micro-units is what makes the profit.

**Concerns with the Contact Team:**

- Different priorities among the 3 combined neighborhoods causes the contact team to not represent the 3 neighborhoods. Most of the contact team members from West Congress invest in real estate and want their property values to increase so that they can sell. Most of the contact team members from East Congress work very hard to pay their current property taxes and have lived in the area since the 80s.
- There were no major concessions from the developer to address neighbors concerns. The contact team chairman will be sending a list of items for the covenant restrictions with the letter of support, but the neighbors did not ask for a single major thing different than what the developer

offered. The list of restrictions is what the developer offered, 400 micro-units, 60 ft. high, etc. When the developer filed the application with the City, he talked about 600 micro-units and 6 stories high, but reduced them to 400 and 4 stories high on his own, not because of the neighbors. The development is high density. The only allowances from the developer, to be sent by the developer in a letter, are that affordable housing will not be built at all, and that music will be controlled (acoustic engineer to participate in design of indoor music venue, and special event permit for outdoor music).

- West Congress representatives have not read the PC backup and are not familiar with the case. They made up their minds regardless of facts or other neighbors concerns. They say that the approved neighborhood plan is outdated and that we will get a really bad development in that lot if we don't take this offer.
- Procedural irregularities: The meeting was ran by the contact team chairman in a very biased manner, allowing interruptions and lengthy discussions from those in favor of the development while those against were promptly cut off due to the meeting rules. The contact team will add a list of required covenant restrictions that were discussed in the meetings, but the list itself was not discussed with the neighbors but with only a few that were around the chairman after the meeting ended. I don't think the 7 neighbors who voted for the development care about what is in the list.

The secretary of the contact team up to a few months ago and currently the "Political Affairs officer" does not live, work or own property in the planning area. He did not vote due to our objections on eligibility.

- Somebody alerted State Representative Eddie Rodriguez to attend one of the contact team meetings dedicated to listen to the developer. Eddie sent a letter of support in official state letterhead to the contact team chairman, but Eddie does not even live in the neighborhood and it's the first time we see him in the contact team meetings. Eddie didn't even talk to the neighbors, only listened to the developer's presentation in one meeting and told the neighbors that he represent us, that Austin is growing and it's better that it grows the right way. I spoke to Eddie as he left that meeting and explained that the City did not support this development because it is inappropriate to put residential in an industrial area, that our neighborhood plan has a goal to preserve that area industrial and our remaining concerns. Eddie listened but was visibly uncomfortable, and told me that he needed to leave.

In his letter, Eddie writes that the "developer has shown a willingness to modify his plans". How can this be if the developer didn't want to reduce residential density even though some neighbors asked him? How does Eddie know that "the result is a shared vision of the development" when he didn't attend the last meeting?

It's strange that Eddie claims that there are no markets, coffee shops and restaurants in my neighborhood when we have the Central Market, the organic food market at the Burger Center and 2 other markets, Penn Field with the Java Coffee and plenty of restaurants at First, Stassney, William Cannon, Congress and Ben White, and throughout the area. In addition, Lamar and Soco are near by.

Zoila Vega  
5100 Suburban Dr.  
Austin, TX 78745

TEXAS HOUSE OF REPRESENTATIVES



EDDIE RODRIGUEZ FIFTY-FIRST DISTRICT

September 11, 2014

Planning Commissioners  
Austin City Hall  
301 W. 2nd Street  
Austin, TX 78701

Dear Mr. Kazi: 

I'm writing to express my support for the St. Elmo Market mixed-use development project located at 113 Industrial.

As the State Representative for Texas House District 51, which encompasses much of South Central Austin, the St. Elmo Market project lies squarely in my legislative district.

Austin is one of the fastest growing cities in the country and much of my district has been experiencing this dramatic growth. I believe that it is most important for us to determine now what our City and neighborhoods will look like tomorrow. For me, the unique vision of St. Elmo Market with its combination of food hall, residential units and boutique hotel is unlike anything we have in South Central Austin today, and I hope you will join me in supporting it.

In particular, the market component of the project will provide the surrounding neighborhood with access to fresh local foods, cafés and restaurants that are largely unavailable today.

I have personally seen GroundFloor Development and Brandon Bolin engage the neighborhood to discuss his vision for St. Elmo Market. He has shown a willingness to listen to residents and modify his plans in order to do what is best for the community. I think that the result is a shared vision for this development.

I encourage your support of this project.

Sincerely,

  
Rep. Eddie Rodriguez

POST OFFICE BOX 2910  
AUSTIN, TEXAS 78768-2910  
512-463-0674



**From:** Michael  
**Sent:** Wednesday, September 17, 2014 11:32 AM  
**To:** Meredith, Maureen; Rhoades, Wendy  
**Subject:** PC backup, St. Elmo's Lofts C14-2014-0034

Maureen, Wendy,

Please, include this email in the Planning Commission backup (Sept. 23rd meeting), St. Elmo development C14-2014-0034.

---

Planning Commissioners,

I bought my home in the South Congress Combined Neighborhood Planning in 1985 and have lived in the East Congress neighborhood since then. I am against the St. Elmo's Lofts project. Please, deny the zoning change and neighborhood plan amendment requested by the agent and property owner.

I agree with the City's determination to not recommend this development (against). Our approved 2005 neighborhood plan is not outdated but was reviewed and supported by Imagine Austin in 2012, and the recent CodeNext Community Character exercise last April that I co-lead with a neighbor confirmed that we, the East Congress neighbors, want for the St. Elmo district to remain industrial as is. Allowing residential mixed use in an industrial area is against our approved neighborhood plan, against what Imagine Austin wants, against the best judgment of experienced City planners that have reviewed the case carefully, and against what most of the East Congress neighbors want.

It is my opinion that the SCCNP contact team does not represent our East Congress neighborhood. The West Congress neighborhood is farther away from this development that would be built in East Congress. Consequently, the West Congress neighbors will be impacted much less by this development. We have different priorities. While most of us in East Congress call our neighborhood home, the contact team members from West Congress related that most own several properties and want the development for various reasons including increases in property value.

We have plenty of accessible markets, restaurants and music in our neighborhood. We are very close to Lamar, Soco, downtown and Rainey St., but we don't want to become like them. We want to maintain our community character, to be a relatively calm neighborhood where people enjoy living and call it their home.

Sincerely,  
Michael Fossum  
5100 Suburban Dr.  
Austin, TX 78745



Chair **Fayez 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, Zoila 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 Meokfessel, Marilyn Martinez , Alba Donajhi  
Developer Group Present:

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

Welcome to location from Foundation Communities from Alba Donahjhi Sereno

#### CITIZEN GENERAL:

Michael Jackson and Zoila 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. 7<sup>th</sup> Battlebend /Greenwood Hills hosting an event.

Zoila Vega: Nominated Jackson Michael for Vice Chair

#### APPROVAL OF LAST MONTHS MEETING MINUTES:

Catherine motioned to postponed. Cynthia seconded.

No Old Business

#### New Business:

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



Chair **Fayez 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 is 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.



Chair **Fayez 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 23<sup>rd</sup> 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.

Zoila: 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.



Chair **Fayez 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.

Fayez: 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 1<sup>st</sup>. 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?



Chair **Fayez Kazi**  
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?

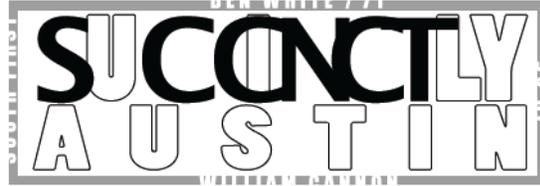
Brandon: no.

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.



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

**SOUTH CONGRESS COMBINED NEIGHBORHOOD CONTACT TEAM**

Catherine motion to postpone city announcements. Cynthia Seconds.

Meeting adjourned at 8:45ish

Send out Alice's contact for sending questions.

**From:** Ivanna Neri [  
**Sent:** Wednesday, September 17, 2014 1:46 PM  
**To:** Meredith, Maureen; Rhoades, Wendy  
**Cc:** Alba Sereno  
**Subject:** PC backup, St. Elmo's Lofts C14-2014-0034

Hi Maureen and Wendy,

Please, include this email in the Planning Commission backup (Sept. 23rd meeting), St. Elmo development C14-2014-0034.

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Planning Commissioners,

We are 40 leaders from La Voz de San Elmo, who live in the South Austin Combined Neighborhood Planning area. We are against the St. Elmo's Lofts project. Please, deny the zoning change and neighborhood plan amendment requested by the agent and property owner.

We agree with the City's determination to not recommend this development (against) because:

- We support our approved 2005 neighborhood plan. This plan was supported by Imagine Austin in 2012. We want for the St. Elmo district to remain industrial as is. Allowing residential mixed use in an industrial area is against our approved neighborhood plan and against what Imagine Austin recommends.
- We are concerned about our children crossing St. Elmo to get to St. Elmo Elementary School with 327 students. We are also concerned with the students from Bedicheck Middle School (that has 1042 students) and Crockett High School (that has 1651 students) who take the bus at St. Elmo St. We already have heavy traffic problems and have formed a group of 45 leaders that are working on the Local Area Traffic Management Program. In addition, the Sierra Ridge Learning Center After School Program has 60 students that cross the St. Elmo St. to go from the St. Elmo Elementary School to the Sierra Ridge Learning Center.

There will be significant increase of traffic from the St. Elmo's loft development in an area that is already very congested several times a day. The TIA states that 7,000 trips will be added by this development daily. We are concerned that some of that additional traffic will come to St. Elmo St.

- We don't want workers at the St. Elmo district to be displaced and have to drive to Buda as was proposed by the developer.

Best regards,

Rosario Lopez  
Yolanda Miranda  
Martha Delgado  
Ivanna Neri  
Alba Sereno

201 W. St. Elmo  
Austin, TX 78745

*Ivanna Neri*  
**GO! Austin/VAMOS! Austin**  
GAVA Program Assistant-78745  
Mobile: 512-998-3648

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**From:** Elaine Martinez  
**Sent:** Thursday, September 18, 2014 7:50 PM  
**To:** Meredith, Maureen; Rhoades, Wendy  
**Cc:** Alfonso Hernandez; Brian Roark; Danette Chimenti; James Nortey; Jean Stevens; Jeff Jack; Lesley Varghese; Nuria Zaragoza; Richard Hatfield; Stephen Oliver  
**Subject:** Against St. Elmo's Lofts C14-2014-034, for Planning Commission Backup

Planning Commissioners:

My name is Elaine Martinez and I am a homeowner in Battle Bend Springs. I have lived in this neighborhood for over 25 years. This neighborhood is located in the South Congress Neighborhood Planning Area.

I am writing this email in regards to the proposed development plan at 113 Industrial Blvd., 4323 S. Congress Avenue and 4300 Willow Springs Road also referred to as the **St. Elmo's Lofts**. The proposed plan does not comply with our approved neighborhood plan that Imagine Austin reviewed and supported in 2012. I support the City's decision to deny the zoning change and plan amendment.

I have attended the last three South Congress Combined Neighborhood Contact Team meetings (August 5th, August 26th and September 15th) and I can report that our discussions have included increase traffic and the loss of our neighborhood's community character if this development is approved.

I am requesting that the Planning Commission consider my concerns and decide to leave the St. Elmo district industrial as it currently is.

Sincerely,  
Elaine Martinez  
409 Chihuahua Trail

P.S. I would like to be included in future transmittals concerning my neighborhood. Please include my email address ([@email.com](mailto:@email.com)) in your address contact list.



September 22, 2014  
(Via Email)

IN RE: NPA-2014-0020.01 and C14-2014-0034 located at 113 Industrial Boulevard, 4323 South Congress Avenue and 4300 Block of Willow Springs Road generally known as SOCO @ ST ELMO project.

Mayor and Member of the City Council  
Chair and Members of Planning Commission

Mayor Leffingwell and Members of the Council, Chair Chimenti and Planning Commission:

As the owner of a business on property located at 4341 South Congress Ave., west of and adjacent to the above referenced project (SOCO @ ST ELMO), I wish to communicate my general support for the project as proposed. This is an area of Austin that has long been underutilized. The appropriate conversion to higher density residential and retail commercial uses will ultimately improve the livability of the area and provide more moderate cost housing opportunities close to the central city utilizing existing transportation corridors.

I believe this is a logical first step in the ultimate transition of this area (north of St Elmo to Ben White), away from its industrial character to a high density residential/commercial mixed use area that will be well buffered from the existing single family neighborhoods to the south.

Someone has to be the first to start this process with a tract of land large enough to create a commercially viable project. Other tracts that have proper zoning along the east side of South Congress Avenue are too small to be economically viable and workable.

I urge you to pass the proposed plan amendment and zoning change to allow this project to proceed.

Cordially,

Robert D. Benson  
Congress Access LTD.

EC: Alice Glasco  
Wendy Rhoades  
Maureen Meredith

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1502 W. Sixth Street • Austin, Texas 78703 • (512) 474-5043 • Fax (512) 474-5049

Written comments must be submitted to the board or commission (or the contact person listed on the notice) before or at a public hearing. Your comments should include the board or commission's name, the scheduled date of the public hearing, and the Case Number and the contact person listed on the notice.

Case Number: C14-2014-0034  
Contact: Wendy Rhoades, 512-974-7719  
Public Hearing: August 12, 2014, Planning Commission  
September 25, 2014, City Council

I am in favor  
 I object

ROBERT BENSON  
Your Name (please print)  
4243 S. BENSON DR. E.  
4341 S. CONGRESS AVE

Your address(es) affected by this application

9-22-14  
Date

Signature

Daytime Telephone:

Comments: I AM IN FAVOR OF THIS  
ZONING CHANGE TO  
REINSTATE THE  
REVISION OF THIS  
PLAN

If you use this form to comment, it may be returned to:

City of Austin  
Planning & Development Review Department  
Wendy Rhoades  
P. O. Box 1088  
Austin, TX 78767-8810

**JIMMY NASSOUR**  
ATTORNEY AT LAW

3839 BEE CAVES ROAD, SUITE 200  
AUSTIN, TEXAS 78746

TELEPHONE (512) 474-2900  
FAX (512) 474-4547

September 22, 2014

RE: St. Elmo Market and Lofts – 4323 South Congress  
C14-2014-0034 and NPA-2014-0020.01

Dear Mayor Lee Leffingwell, City Council Members and Members of the Planning Commission:

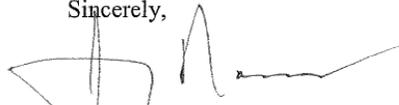
As an adjacent property owner on South Congress Ave., I would like to express my support for the proposed mixed use project at 4323 South Congress Avenue. The main entrance to the proposed project adjoins my lot at 4329 South Congress Avenue. While I have CS-MU zoning, with a height limit of 60 feet and a Floor-Area-Ratio of 2:1, similar to the majority of the lots on the east side of South Congress Avenue south of Ben White Blvd., my property does not have enough depth to accommodate a mixed use project. Any meaningful mixed use development will require more land area than the frontage strip of commercially zoned property along South Congress Ave.

I urge you to approve the requested zoning of LI/PDA for the zoning case referenced above. This zoning request, which if approved, promotes the type of mixed use development that is contemplated by the neighborhood plan. Additionally, the project meets the following goals of Imagine Austin Comprehensive Plan:

1. LUT – P4: Protect neighborhood character by directing growth to areas of change that includes designated redevelopment areas, corridors, and infill sites.
2. LUT-P7: Encourage infill and redevelopment opportunities that place residential, work, and retail land uses in proximity to each other to maximize walking, bicycling, and transit opportunities.

Thank you in advance for your careful consideration of this zoning request.

Sincerely,



Jimmy Nassour



Ben White & South Congress  
113 Industrial Blvd. Building B  
Austin, Texas 78745  
OfficeFurnitureNOW.com

September 23, 2014

RE: St. Elmo Market and Lofts – 4323 South Congress  
C14-2014-0034 and NPA-2014-0020.01

Dear Mayor Leffingwell, Austin City Council Members, and Members COA Planning Commission

I am writing to express my support for the mixed-use project at 4323 South Congress Avenue. My wife Paula and I are the owners of the subject property. Additionally, we are the Co-Founders and Owners of Office Furniture Now which is the major tenant at this location. We are also the property managers servicing the seven other businesses located on the property.

At present, there are approximately 60 employees working for the tenants on the property. To my knowledge, none of these employees walk to work here, and at most only a handful live nearby. Our business has three employees who take the bus to work here. Most of our 30 employees drive from 10 to 30 miles away to work here.

With the proposed new development, it is my understanding that 100's of employees could be employed between the dozen or more businesses that would operate in the 40,000 sf market, the new boutique hotel, the indoor music venue, and those working in the condominium complex. Given the diversity of these jobs, I suspect that many of the jobs would be attractive to people living in the nearby neighborhood.

As a final note, over the past 15 years, I have personally exposed thousands of people to the special 40,000 sf room that would become the St. Elmo Market. If you have not experienced it yourself, I hope you get to enjoy it one day. Its interior architecture is extremely special and very hard to find in Austin. It's truly one of a kind. I am grateful that Mr. Bolin has the vision to see why it should be saved and that this special room can be shared with so many more Austinites for decades to come.



I urge you to support the proposed plan amendment and zoning change to allow this special project to move forward.

Sincerely,

  
Bill Coon, CEO

512.845.8801 (m)



# Brenda E. Reese

**3 Curley Mesquite Cv, Austin, Tx 78745 (512) 789-7200**

September 23, 2014

RE: Case – C14-2014-0034-St. Elmo's Market & Lofts  
Strongly Oppose

Dear Planning Commission Members:

As a property owner on Industrial Blvd, I would like to state my opposition to this project. There are very few industrial areas remaining inside the City Limits that are still available to small businesses. Allowing any type of residential housing, places our businesses and their employees in jeopardy.

While there are huge industrial areas being built by large conglomerates where a small business can lease a space, there is very little available to own. This area has been manufacturing and industrial since the 1950's and there are many small businesses

located here. If residential housing is allowed, it will not be long before those folks are showing up at Planning Commission and City Council meetings complaining about their peace and quiet being disturbed by the businesses down the street. It will not matter that the businesses were there first.

Also, the traffic at the intersection of Industrial Blvd and South Congress is already a bottleneck every morning and afternoon and it is very difficult to turn across the traffic

to enter Industrial going south on Congress. I cannot imagine what a nightmare it would

be if an additional 450 to 530 cars were added to the daily congestion.

I agree with the Staff, "that residential development adjacent to industrial uses and corresponding truck traffic does not promote an orderly relationship among land uses and would be detrimental to public health, safety and welfare".

Please vote against this & support local small business.

Sincerely,

Brenda E. Reese

