October 22, 2014

The Ryan Company Attn: David Knoll 111 Congress Ave, Ste 1850 Austin, TX 78701

RE: The Reserve at Springdale SPC-2014-0086C

Dave:

I want to first thank you for meeting with myself and the development review committee over the past several months to work through this proposed development. As you know we challenged you all to meet a number of neighborhood goals tied directly to our neighborhood plan in order to make this a better project, but also one that supported our neighborhood vision.

While you were able to work some of our recommendations into the project, you all failed to meet our number one objective. As was stated at the onset of our communications, homeownership is our highest priority. To that end, we asked you all to look at making this a mixed use project that included homeownership and retail. You all had reservations about that request and stated it was inconsistent with your funding scheme. However, we continued to push for retail on the site as that is the one thing that is sorely missing in our neighborhood.

According to your consultants retail on this site would be hard to meet given the midblock nature of this development. While we disagree this is an inappropriate sight for retail, we realized the site is currently zoned General Retail Community Commercial (GR). That is what we consider to be the best and highest use of that property at this time. For use to give up GR on the site for anything that does not include retail would not be in our best interest. However, the development review committee left the ultimate decision to the general body of the neighborhood.

We had you all attend our October 11th general body meeting and you made a presentation regarding the project. Following your presentation we went into discussion to come up with a final position regarding this development. After a lengthy discussion regarding the pro's and cons of your development, the neighborhood ultimately voted to NOT support the development. It was widely felt that without a real commitment to

Showing We Care"

street front dedicated retail, we could not support the development as it was determined we were giving up much more than we stood to gain by supporting this development. There were other concerns regarding the long-term management of the property as well as concerns about crime.

We believe you have a good project and it would work well somewhere in this community, we just don't feel it best suits our priorities given our rapidly changing demographics and neighborhood.

It is our belief, given the location of the site it will eventually be developed and we would much rather see it remain undeveloped in the short term, so that we get something that respects our neighborhood plan and vision for the area in the long-term.

Sincerely,

DeWayne Lofton

President

Pecan Springs/Springdale Hills Neighborhood Association

cc: Jed Buie
Nikki Hoelter
Austin Planning Commission





