

Community Outreach for The Grove at Shoal Creek

Since January 2015, MileStone Community Builders has conducted an energetic Community Outreach Program for The Grove at Shoal Creek. We seek to build a shared vision for The Grove through an inclusive and productive process.

The following pages contain an overview of what we've done, what we've said, and what we've heard.

- I. Meeting List
- II. Vision Survey Station Questions
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- IV. Gradient Plan
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- VI. Direct Mail
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- VIII. Email Campaigns
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- X. Media Coverage
- XI. BCRC Consensus Feedback to MileStone Conceptual Plan
- XII. Sign In Sheets

List of Meetings

Meeting for Idlewild Road Residents

May 27, 6:30-8 PM

Westminster Retirement Community

4100 Jackson Avenue

At this meeting, Garrett Martin and MileStone representatives met with residents to hear their concerns about storm drainage and the Conceptual Master Plan.

These conversations were especially important following the rain event and flooding along Shoal Creek on May 25, 2015.

MileStone/BCRC Meeting

May 21, 7-9 PM

Westminster Retirement Community

4100 Jackson Avenue

At this meeting, Garrett Martin and MileStone representatives met with the BCRC to discuss their reactions to the Conceptual Master Plan. The conversations largely focused on traffic and other Commitment items proposed by MileStone Community Builders.

MileStone/BCRC Meeting

May 7, 7-9 PM

Westminster Retirement Community

4100 Jackson Avenue

More information at:

<http://www.milestonebullcreek.com/blog/2015/5/8/commitments-discussions-begin-at-recent-milestonebcrc-meeting>

MileStone/BCRC Meeting

April 30, 7-9 PM

Westminster Retirement Community

4100 Jackson Avenue

At this meeting, Garrett Martin and MileStone representatives met with the BCRC to discuss their reactions to the Conceptual Master Plan and their official feedback regarding the plan.

Rosedale Neighborhood Association

April 27, 6:45-8:00 PM

Austin Public Library Yarborough Branch

2200 Hancock Drive

At this meeting, Garrett Martin and MileStone representatives met with the Rosedale Neighborhood Association to take questions and gather input regarding the Conceptual Master Plan.

Planning Meeting for 45th Street Residents

April 18, 9:30-10:30 AM

Westminster Retirement Community

4100 Jackson Avenue

At this meeting, Garrett Martin and MileStone representatives met with residents who live along 45th Street who wanted to voice their concerns about the Conceptual Master Plan. The residents were positively unanimous about the creation of a proposed alleyway for residents on 45th Street living closest to the intersection of 45th Street and Bull Creek Road.

Planning Meeting for Idlewild Road Residents

April 15, 7-8 PM

Westminster Retirement Community

4100 Jackson Avenue

At this meeting, Garrett Martin and MileStone representatives responded to a request from residents who live along Idlewild Road who wanted to voice their concerns and ask questions about the Conceptual Master Plan.

MileStone/BCRC Design Principles Workgroup Meeting

April 9

Westminster Retirement Community

4100 Jackson Avenue

At this meeting, Garrett Martin and MileStone representatives met with the BCRC Design Principle Workgroup to answer questions and gather input regarding the Conceptual Master Plan.

Shoalmont/Allandale Neighborhood Meeting

April 8

Northwest Recreation Center

2913 Northland Drive

Garrett Martin and MileStone representatives attended a meeting of Shoalmont and Allandale neighbors to answer questions and gather input regarding the Conceptual Master Plan.

Oakmont Neighborhood Meeting

April 8

Westminster Retirement Community

4100 Jackson Avenue

MileStone representatives attended a meeting of the Oakmont Neighborhood Association to answer questions and gather input regarding the Conceptual Master Plan.

Planning Meeting to Review Conceptual Master Plan for Westminster Residents

April 6, 2-3 PM

Westminster Retirement Community

4100 Jackson Avenue

At this Planning Meeting, Westminster residents were invited to review the Conceptual Master Plan for the development of the site. The meeting included numerous questions from attendees.

Planning Meeting to Review Conceptual Master Plan

April 2, 6-8 PM

Smith Auditorium at Congregation Beth Israel

3901 Shoal Creek Blvd.

At this Planning Meeting, the community was invited to review the Conceptual Master Plan for the development of the site. The meeting included numerous questions from attendees.

More information at:

<http://www.milestonebullcreek.com/blog/2015/4/16/great-meeting-with-neighbors>

Allandale Neighborhood Association Executive Committee Meeting

April 1

Northwest Recreation Center

2913 Northland Drive

Garrett Martin went to this meeting to answer questions and offer information about the upcoming announcement of the Conceptual Master plan.

MileStone/BCRC Meeting to Preview Conceptual Master Plan

March 19

Westminster Retirement Community

4100 Jackson Avenue

At this meeting, MileStone offered a preview of the Conceptual Master Plan to members of the BCRC in advance of the Community Meeting scheduled for April 2.

Planning Meeting for Oakmont Residents

March 12

Westminster Retirement Community

4100 Jackson Avenue

At this meeting, MileStone responded to a request to meet with residents who live in the Oakmont Neighborhood along Bull Creek Road to voice their concerns and talk about ideas for the development of MileStone Bull Creek.

Planning Meeting for Idlewild Road Residents

March 4

Westminster Retirement Community

4100 Jackson Avenue

At this meeting, MileStone responded to a request from residents who live along Idlewild Road who wanted to voice their concerns and talk about ideas for the development of MileStone Bull Creek.

More information and notes at:

<http://www.milestonebullcreek.com/blog/2015/3/18/notes-from-meeting-with-idlewild-road-residents>

MileStone/BCRC Meeting

February 26

Westminster Retirement Community

4100 Jackson Avenue

This was the first meeting following the release of the results of the Vision Survey.

More information and meeting notes at:

<http://www.milestonebullcreek.com/blog/2015/3/4/feb-26-notes-from-milestone-bull-creek-and-bcrc-meeting>

Planning Meeting for 45th Street Residents

February 14, 9:30-10:30 AM

Westminster Retirement Community

4100 Jackson Avenue

At this meeting, Garrett Martin invited residents who live along 45th Street to voice their concerns and talk about ideas for the development of MileStone Bull Creek.

Planning Meeting for Westminster Residents

February 12, 2-4 PM

Westminster Retirement Community

4100 Jackson Avenue

At this meeting, Garrett Martin and MileStone representatives went over the results from its Vision Survey for the residents of Westminster. The Vision Survey was conducted online and at two Vision Workshops. MileStone and attendees discussed what the survey results meant for development of the site.

Planning Meeting

February 11, 6-8 PM

Smith Auditorium at Congregation Beth Israel

3901 Shoal Creek Blvd.

At the Planning Meeting, Garrett Martin and MileStone representatives went over the results from its Vision Survey, which was conducted online and at two Vision Workshops. MileStone and attendees discussed what the survey results meant for development of the site.

More information at:

<http://www.milestonebullcreek.com/blog/2015/3/4/planning-meeting-details>

Community Meeting: Vision Workshop

January 28, 6-8 PM

Westminster Retirement Community

4100 Jackson Avenue

MileStone Community Builders held two Vision Workshops to gain input about the creation of “a new community near you.” The first workshop was Jan. 21, it was repeated on Jan. 28.

More information and photos at:

<http://www.milestonebullcreek.com/blog/2015/2/8/jan-28th-vision-workshop-redux>

Community Meeting: Vision Workshop

January 21, 6-8 PM

Westminster Retirement Community

4100 Jackson Avenue

MileStone Community Builders held two Vision Workshops to gain input about the creation of “a new community near you.” The first workshop was Jan. 21, it was repeated on Jan. 28.

More information and photos at:

<http://www.milestonebullcreek.com/blog/2015/1/21/tonight-the-first-of-two-vision-workshops>

Site Walk with MileStone/BCRC

January 8

MileStone Bull Creek Land

MileStone representatives and members of the BCRC walked the site to gain their perspective on the site, how the community uses it today, and what aspects are most critical to maintain

First Meeting with MileStone/BCRC

January 7

Westminster Retirement Community

4100 Jackson Avenue

The meeting officially introduced Garrett Martin and MileStone representatives to the BCRC and began set expectations for the series of meeting that would come to develop a shared vision for the development of what was then called MileStone Bull Creek.

General Information

1. In which neighborhood do you live?
 - (A) Allandale
 - (B) Brykerwoods
 - (C) Highland Park West / Balcones
 - (D) Oakmont Heights
 - (E) Ridgelea
 - (F) Rosedale
 - (G) Westminster
 - (H) Other: _____

2. Where is your home / business in relation to the site
 - (A) Abutting (shares a property line).
 - (B) Directly adjacent (across a street).
 - (C) Within one block.
 - (D) Within three blocks.
 - (E) Further than three blocks.

Station #1 – Residential Character

To what extent are the following types of residential development appropriate for this site? This only refers to the developed areas and does not include future open space. Disregard architectural style and materials for this exercise.

Please rate each image on a 1 to 4 scale, based on the following criteria. The type of development shown is:

1. Not appropriate on the site in any situation.
2. Appropriate in Low Density areas of the site.
3. Appropriate in High Density areas of the site.
4. Appropriate in all areas of the site.

1.1	_____	1.5	_____	1.9	_____
1.2	_____	1.6	_____	1.10	_____
1.3	_____	1.7	_____	1.11	_____
1.4	_____	1.8	_____	1.12	_____

Station #2 – Commercial Character

To what extent are the following types of commercial development appropriate for this site? This only refers to the developed areas and does not include future open space. Disregard architectural style and materials for this exercise.

Please rate each image on a 1 to 4 scale, based on the following criteria. The type of development shown is:

1. Not appropriate on the site in any situation.
2. Appropriate in Low Density areas of the site.
3. Appropriate in High Density areas of the site.
4. Appropriate in all areas of the site.

2.1	_____	2.5	_____	2.9	_____
2.2	_____	2.6	_____	2.10	_____
2.3	_____	2.7	_____	2.11	_____
2.4	_____	2.8	_____	2.12	_____

Station #3 – Open Space Character

The following images reflect various characters and types of open space that may be developed or preserved on the site. To what extent should each type of open space be represented on the site?

Please rate each image on a 1 to 4 scale, based on the following criteria. The type of open space shown:

1. Should not be present on the site.
2. Should be minimally present on the site.
3. Should be well represented on the site.
4. Should be the majority of open space on the site.

3.1	_____	3.5	_____	3.9	_____
3.2	_____	3.6	_____	3.10	_____
3.3	_____	3.7	_____	3.11	_____
3.4	_____	3.8	_____	3.12	_____

Station #4 – Park Amenities

What amenities would you like to have available within the public parks and open spaces on this site?

Please list the 5 amenities you would most like to see and list *up to 5* amenities that you think would not fit into the site's public parks and open spaces:

Most Like to See:	Would not fit:	Feel free to list your own ideas:
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Station #5 – Development Density

1. Based on the bubbles shown and labeled on the map, please rank from 1 to 6 the bubbles which represent areas most appropriate for higher density development and those most important for preservation of open space:

<i>For higher density development:</i>	<i>For open space preservation:</i>
Most Appropriate _____	Most Important _____
_____	_____
_____	_____
_____	_____
_____	_____
Least Appropriate _____	Least Important _____

This survey was conducted at two community workshops (January 21st and 28th, 2015) as well as being available online. 216 surveys were collected at the workshops and 488 were taken online, for a total of 704 surveys. The surveys received break down by neighborhood as follows:

75	Allandale
19	Brykerwoods
53	Highland Park West / Balcones
104	Oakmont Heights
90	Ridgelea
172	Rosedale
70	Westminster
121	Other

Station 1: Residential Character

To what extent are the following types of residential development appropriate for this site? This only refers to the developed areas and does not include future open space. Disregard architectural style and materials for this exercise.

Please rate each image on a 1 to 4 scale, based on the following criteria. The type of development shown is:

1. Not appropriate on the site in any situation.
2. Appropriate in Low Density areas of the site.
3. Appropriate in High Density areas of the site.
4. Appropriate in all areas of the site.

Image 1.1: Average Score = 2.6



Image 1.2: Average Score = 2.5



Image 1.3: Average Score = 2.3



Image 1.6: Average Score = 1.3



Image 1.4: Average Score = 2.1



Image 1.7: Average Score = 2.7



Image 1.5: Average Score = 1.8



Image 1.8: Average Score = 2.4



Image 1.9: Average Score = 1.9



Image 1.11: Average Score = 2.2



Image 1.10: Average Score = 1.5



Image 1.12: Average Score = 2.1



Station 2: Commercial Character

To what extent are the following types of commercial development appropriate for this site? This only refers to the developed areas and does not include future open space. Disregard architectural style and materials for this exercise.

Please rate each image on a 1 to 4 scale, based on the following criteria. The type of development shown is:

1. Not appropriate on the site in any situation.
2. Appropriate in Low Density areas of the site.
3. Appropriate in High Density areas of the site.
4. Appropriate in all areas of the site.

Image 2.1: Average Score = 2.3



Image 2.4: Average Score = 1.2



Image 2.2: Average Score = 1.4



Image 2.5: Average Score = 2.3



Image 2.3: Average Score = 1.7



Image 2.6: Average Score = 1.4



Image 2.7: Average Score = 2.9



Image 2.10: Average Score = 1.9



Image 2.8: Average Score = 2.4



Image 2.11: Average Score = 2.7



Image 2.9: Average Score = 1.5



Image 2.12: Average Score = 2.9



Station 3: Open Space Character

The following images reflect various characters and types of open space that may be developed or preserved on the site. To what extent should each type of open space be represented on the site?

Please rate each image on a 1 to 4 scale, based on the following criteria. The type of open space shown:

1. Should not be present on the site.
2. Should be minimally present on the site.
3. Should be well represented on the site.
4. Should be the majority of open space on the site.

Image 3.1: Average Score = 3.2



Image 3.3: Average Score = 2.6



Image 3.2: Average Score = 2.9



Image 3.4: Average Score = 2.6



Image 3.5: Average Score = 2.4



Image 3.8: Average Score = 3.0



Image 3.6: Average Score = 1.7



Image 3.9: Average Score = 2.8



Image 3.7: Average Score = 2.1



Image 3.10: Average Score = 2.0



Image 3.11: Average Score = 3.1



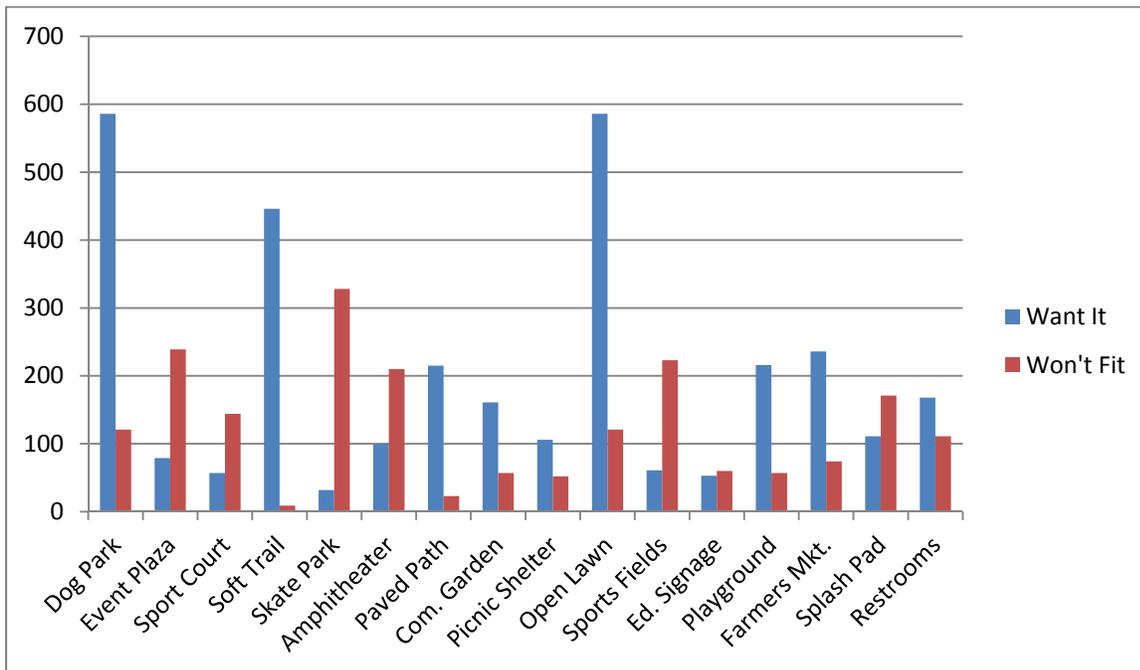
Image 3.12: Average Score = 2.8



Station 4: Park Amenities

What amenities would you like to have available within the public parks and open spaces on this site?

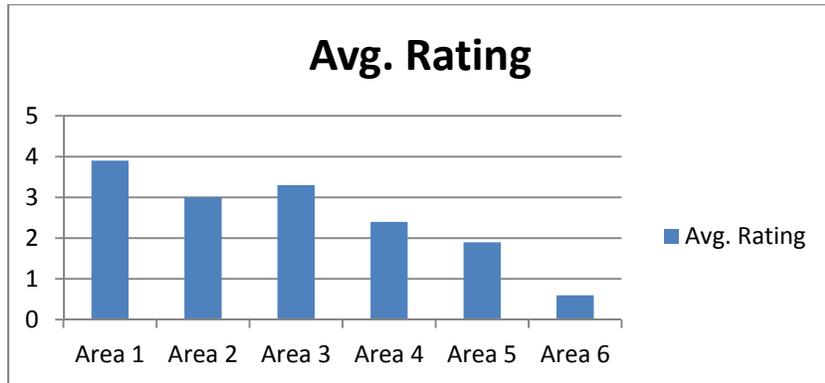
Please list the 5 amenities you would most like to see and list up to 5 amenities that you think would not fit into the site's public parks and open spaces:



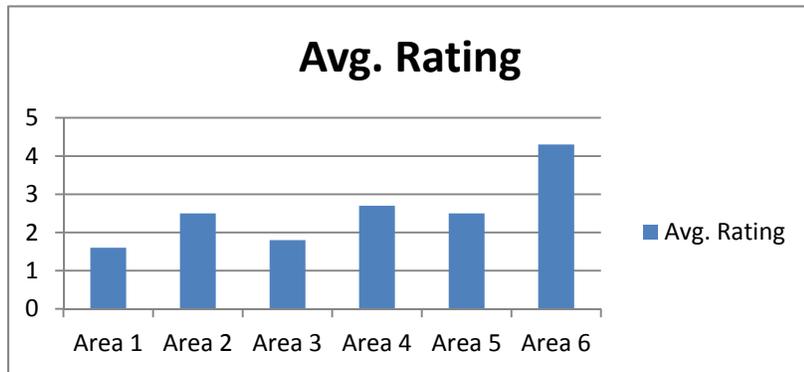
Station 5: Development Density

Based on the bubbles shown and labeled on the map, please rank from 1 to 6 the bubbles which represent areas most appropriate for higher density development and those most important for preservation of open space:

Most Appropriate for Higher Density



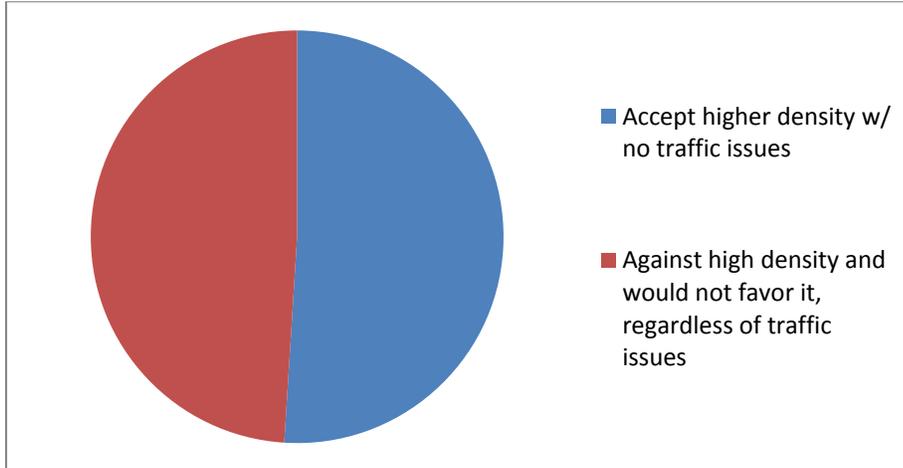
Most Appropriate for Open Space



Density of Development on the Site

Which of the following statements better depicts the direction you generally lean regarding density of development on this site?

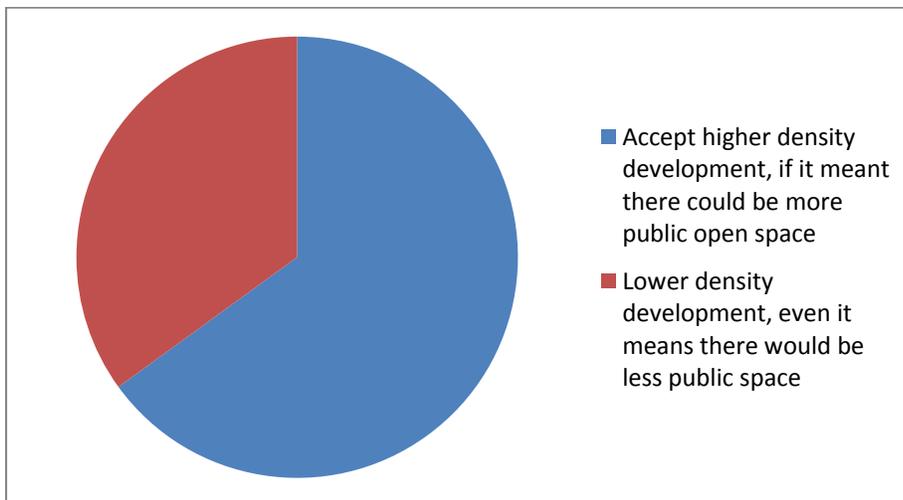
- (A) I would accept higher density development if it did not have adverse effects on traffic congestion.
- (B) I am against high density development and would not favor it, regardless of the effects on traffic.

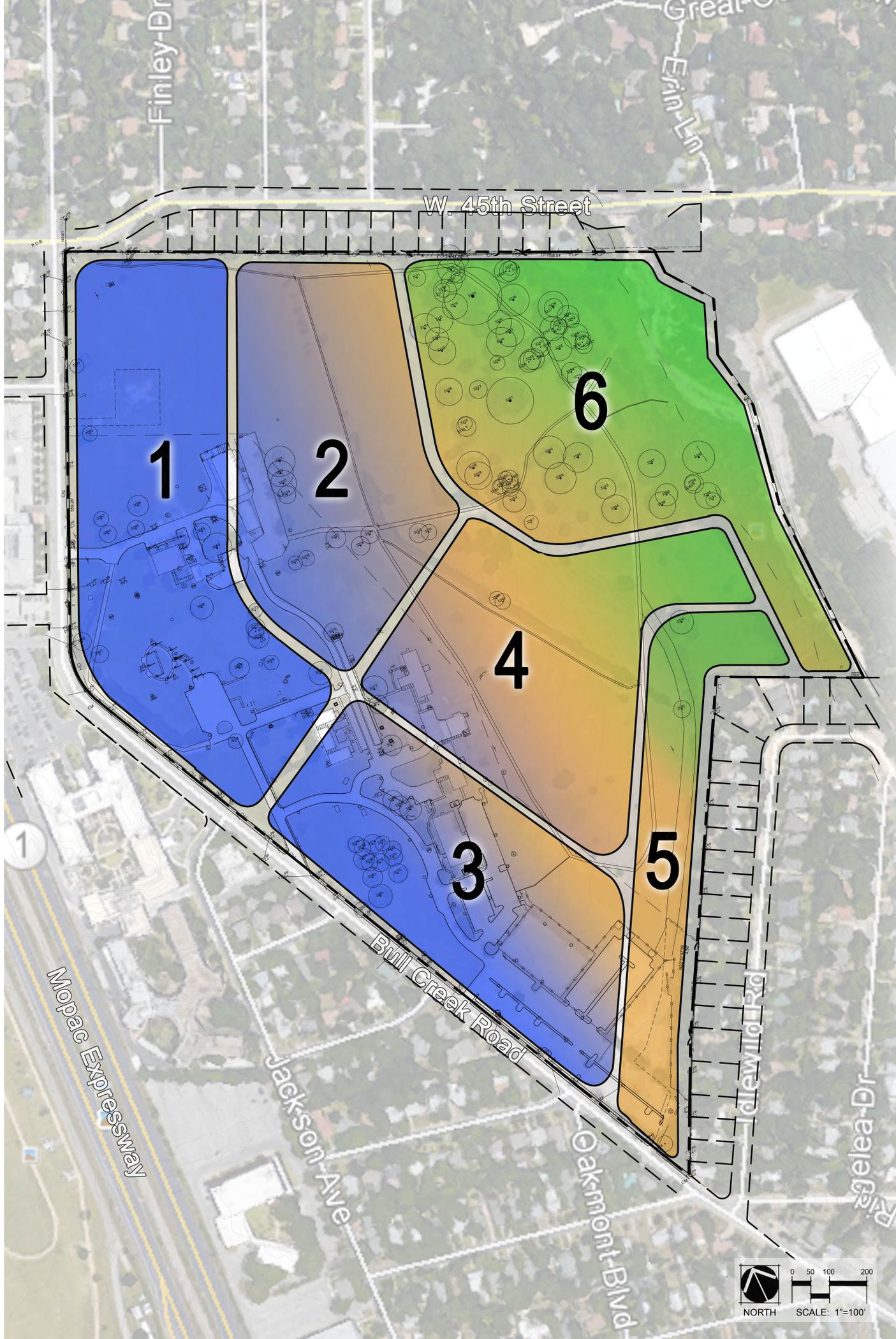


Disregarding Traffic Issues, Density Development on this Site

Disregarding traffic issues, which of the following statements better depicts the direction you would generally lean regarding density of development on this site?

- (A) I would accept higher density development if it meant there could be more public open space.
- (B) I want lower density development, even if it means there would be less public open space.





Finley-Dr

Erin Ln

W. 45th Street

1

2

6

4

3

5

Bull Creek Road

Mopac Expressway

Jackson-Ave

Oakmont-Bldg

Clewley Rd

Ridgelea-Dr



Signs and Notifications

To get the word out about each of our Vision Meetings, Planning Meetings and Tree Care, we printed hundreds of signs and placed them throughout the neighborhoods adjoining The Grove at Shoal Creek.

COMMUNITY MEETING NOTICE BULL CREEK VISION WORKSHOPS

**Jan. 21st & 28th at 6:00-8:00 PM
Westminster**

4100 Jackson Ave

Let's build a community.

Go to www.MileStoneBullCreek.com for more details.



PLANNING MEETING MILESTONE BULL CREEK

February 11th at 6:00-8:00 PM

Smith Auditorium at Temple Beth Israel

3901 Shoal Creek Blvd

Let's build a community.

www.MileStoneBullCreek.com



PLANNING MEETING MILESTONE BULL CREEK

Thursday, April 2nd at 6:00-8:00 PM
Smith Auditorium at Congregation Beth Israel
3901 Shoal Creek Blvd.

Let's build a community.

www.MileStoneBullCreek.com



Let's keep our trees healthy!

TREE CARE AND REPAIR SCHEDULED

May 26 - July 15

By Davey Tree Experts for MileStone Community Builders



For more information go to: www.thegrovesatshoalcreek.com/trees or contact: 512-553-9188

Direct Mail

To get the word out about our Vision Meetings, we sent a direct mail piece to 5,474 household addresses throughout the neighborhoods adjoining The Grove at Shoal Creek.



COMMUNITY MEETING NOTICE BULL CREEK VISION WORKSHOPS

You're invited to Community Workshops on Jan. 21 and Jan. 28.

MileStone Community Builders invites you to attend an upcoming Vision Workshop, where we seek to gain your input about the creation of a new community near you.

The first workshop is Jan. 21, and it will be repeated on Jan. 28. We're not asking you to come to both of them. This means there are two opportunities to participate!

Our Austin-based company recently purchased the 75-acre tract of land located near the intersection of 45th Street and Bull Creek Road in north central Austin.

We invite you to attend a Vision Workshop on either Jan. 21 or Jan. 28 from 6:00-8:00 PM at Westminster Retirement Community at 4100 Jackson Avenue.

We look forward to seeing you at a workshop and hearing from you.

Jan. 21 & 28, 2015 6:00-8:00 PM
Westminster
4100 Jackson Ave



Go to www.MileStoneBullCreek.com for more details.

Website Metrics Report for www.TheGroveAtShoalCreek.com

Since being launched on Thursday, June 22, we have maintained a live website with a Blog, Calendar, FAQs, Survey, PDFs, links to screencasts and much more.

We are constantly updating our website in an effort to deliver informative content.

The site initially was hosted at www.milestonebullcreek.com. It is now live at www.thegroveatshoalcreek.com. Both URLs work.

Site traffic has been impressive:

The site has gained a total of 6,280 Visits for an average of 1,256 per month.

The site has gained 14,242 Page Views for a monthly average of 2,848.

The total audience size for the website to date is 4,728.

Email Campaigns for The Grove at Shoal Creek

MileStone Community Builders has used email to issue meeting notices, reminders, and to share information. The Subscriber List, which now totals 706, continues to experience growth with only a few “unsubscribes,” which is normal. The Average Open Rate for the 15 emails we have sent is 54%, which far exceeds the industry average open rate, which is 22.26%

Here are emails that have been sent to date:

Planning Meeting Announcement – Postponement

“Meeting on May 27th Postponed”

This email informed recipients about the postponement of the meeting to go over revised Conceptual Master Plan on May 27 at Congregation Beth Israel.

Sent on May 22 to 706 Subscribers

Open rate of 49.9%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Tree Care and Repair

“Let’s Keep Our Trees Healthy”

This email informed recipients about MileStone’s plans to prune and repair oak trees on its property from May 26-July 15.

Sent on May 21 to 709 Subscribers

Open rate of 59.7%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Planning Meeting Announcement

“Meeting Notice from MileStone Community Builders”

This email invited recipients to a presentation of the revised Conceptual Master Plan on May 27 at Congregation Beth Israel.

Sent on May 20 to 707 Subscribers

Open rate of 53.3%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

The Grove at Shoal Creek Conceptual Master Plan - Video

“Watch the Screencasst of the Conceptual Master Plan”

This email informed recipients about the availability of a screencast of the presentation made on April 2nd. It is narrated by Garrett Martin, CEO of MileStone, and Robert Deegan, Principal at Norris Design.

Sent on April 8 to 662 Subscribers

Open rate of 55.3%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

The Grove at Shoal Creek Conceptual Master Plan

This email informed recipients about the new name for the community: The Grove at Shoal Creek. It also offered a PDF of the presentation made on April 2.

Sent on April 3 to 642 Subscribers

Open rate of 63.8%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Planning Meeting Announcement – Reminder

“Meeting Notice from MileStone Community Builders”

Reminder email sent to recipients about the upcoming Planning Meeting on April 2 at Congregation Beth Israel to review the Conceptual Master Plan.

Sent on March 31 to 629 Subscribers

Open rate of 48.5%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Planning Meeting Announcement

“Meeting Notice from MileStone Community Builders”

Sent moments after the first one due to a mistake about the date. Again invited recipients to the upcoming Planning Meeting on April 2 at Congregation Beth Israel to review the Conceptual Master Plan.

Sent on March 24 to 627 Subscribers

Open rate of 55.7%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Planning Meeting Announcement

“Meeting Notice from MileStone Community Builders”

Invited recipients to the upcoming Planning Meeting on April 2 at Congregation Beth Israel to review the Conceptual Master Plan.

Sent on March 24 to 630 Subscribers

Open rate of 45.7%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Naming Contest - Reminder

“The Name Contest Ends Soon!”

Reminded recipients to submit name ideas for MileStone Bull Creek before the contest ended. This email also urged recipients to read our blog.

Send on March 12 to 629 Subscribers

Open rate of 45.5%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Naming Contest

“What Should We Name Our New Community?”

Asked recipients to submit name ideas for MileStone Bull Creek. This email also urged recipients to read our blog.

Send on March 6 to 645 Subscribers

Open rate of 59.6%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Planning Meeting Coming Up – Reminder #2

“Meeting Notice from MileStone Community Builders”

Reminder to recipients about the upcoming Planning Meeting on Feb 11 at Congregation Beth Israel.

Sent on Feb 11 to 565 Subscribers

Open rate of 48.1%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Planning Meeting Coming Up – Reminder #1

“Meeting Notice from MileStone Community Builders”

Reminder to recipients about the upcoming Planning Meeting on Feb 11 at Congregation Beth Israel.

Sent on Feb 9 to 562 Subscribers

Open rate of 51.1%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Planning Meeting Announcement

“Meeting Notice from MileStone Community Builders”

Invited recipients to the upcoming Planning Meeting at on Feb 11 at Congregation Beth Israel.

Sent on Feb 3 to 581 Subscribers

Open rate of 62.7%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Vision Workshop Survey Closes

“The Online Survey Closes at Noon”

Reminded recipients that the online Vision Survey would soon be closing.

Sent on Jan 30 to 141 Subscribers

Open rate of 51.4%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Vision Workshop Survey Email

“We Want to Hear From You”

Invite people to attend the Vision Workshops on Jan 21 and Jan 28 or participate online.

Sent on Jan 23 to 165 Subscribers

Open rate of 60.2%

Also sent to Rosedale and Allandale Yahoo Groups, and directly to leaders in all the neighborhood areas, including BCRC.

Notable Emails Received

Since we launched our website and began sending emails in January 2015, we have received approximately 182 emails from individuals asking everything from general questions, seeking information about how they can buy property or open a business at The Grove, or offer an opinion about the development. The email responses have been overwhelmingly positive. Here are a few excerpts from notable emails that we received.

May 7, 2015

Newell Kay

Message:

“If not Fresh Plus then perhaps Whole Foods new chain

<http://www.bloomberg.com/news/articles/2015-05-06/whole-foods-to-introduce-new-line-of-stores-aimed-at-millennials>”

April 30, 2015

Natalie Gauldin

Message:

“I recently attended the Rosedale Neighborhood Association’s April meeting in which your group gave a presentation on the plans the Bull Creek land’s future development as well as answered several questions from the group ... I was also excited to see a development that incorporates a lot of features that will add to the walkability/ bikeability of the property and adjacent neighborhoods. If completed as designed, it will definitely end up as the legacy quality project that you’re intending to build.”

March 13, 2015

Kent Hemingson

Message:

“...thanks for the very informative updates / status / etc. for neighborhood opportunities in dealing with the Milestone development on Bull Creek Road ... You have, to date, successfully managed neighborhood concerns about the property and should be positively recognized for that.”

February 15, 2015

Ed Wallace

Message:

“All- On Wed evening, Garrett Martin mentioned one of Overland Partners new projects on the river in Georgetown...I am pleased Overland is doing the overall design of the Bull Creek Road property ... My hope is that Garrett's commitment to a LEGACY project for MileStone will keep his eye on that vision. I would also be pleased to see a variety of design focused architects like Overland to do several signature buildings that clearly establish the design character of the project.”

February 13, 2015

John Berry

Message:

“...Congratulations on getting so much neighborhood involvement, and also for getting what seems to be quite a consensus from the neighbors. Thank you for listening to us and for a very clear summary of the results.”

February 12, 2015

Jeannie Bryant

Message:

“I wanted to commend you on the presentation last evening. It was obvious how much work and forethought has gone into your planning. I was impressed with your intent to really hear and act on the current community's concerns. Also, it was very thoughtful of you to provide snacks, for those of us who came straight from work.”

February 12, 2015

Iris Frank

Message:

“I just wanted to thank you for the Bull Creek meeting last night. I found your presentation very well thought out, the speakers were very informed and personable. However, what I am really thankful for is the logical approach. It is almost unheard of that a builder take such time to gather neighborhood/community concerns and wishes, much less actually include those wishes in a plan.

I do understand that there is intention to do what you can to keep it as close to those wishes. As you stated, it has to be financially viable for your company as well. In your introduction you used the word COMPROMISE. I know going forward that word will be used many times. I just hope that our hood and your company can get there without the loss of that logic and with a eye on the final goal.”

February 11, 2015

Judy Sargent

Message:

“Thank you for holding these meetings to keep the neighbors informed about the project. It means a lot for you to be open. Hopefully, by holding open discussions, revealing your plans, and explaining your decisions (some of which will be based on economics), it will promote more positive responses.”

January 31, 2015

Buddy Miller

Message:

“i fought The Triangle development until they finally listened to the neighborhoods and created a livable plan. i hope we get off to a better start than that one did. i appreciate the seemingly sincere invitation to participate in the plan for Milestone Bull Creek. i am an active homeowner in Rosedale NA.”

January 28, 2015

Karen Frost

Message:

“I have walked my dogs & made dear friends on this area of land every day for almost 13 years. Thank you for asking what the surrounding neighborhoods believe should happen w this special plot of land.”

January 28, 2015

Vonda Bloomquist

Message:

“Thank you for hosting the community meetings and soliciting neighborhood opinions with your survey. I’m looking forward to seeing the results of the survey and finding out how you will incorporate the results in your plans for the property.”

January 22, 2015

David Downing

Message:

“I have lived in Rosedale since before Central Market and the Triangle. I have never had any delusion that the state held land in our area would be kept as green space in perpetuity. I like Central Market. I like the Triangle. I would like to see Bull Creek be nicer than both of those projects. I would like to see you maximize the potential of the site.”

Media Coverage about The Grove at Shoal Creek

Community Impact

“Community compromise helps shape development”

By Jennifer Curington

April 22, 2015

<http://impactnews.com/austin-metro/central-austin/community-compromise-helps-shape-development/>

Austin American-Statesman

“Austin developer plans \$500 million project on Bull Creek land”

By Gary Dinges and Shonda Novak

April 2, 2015

<http://www.mystatesman.com/news/news/local/austin-developer-plans-500-million-project-on-bull/nkmBN/#06e43888.3392366.735725>

Austin American-Statesman

“Neighbors express concerns over plans for Bull Creek tract”

By Shonda Novak

April 3, 2015

<http://www.mystatesman.com/news/business/neighbors-express-concerns-over-plans-for-bull-cre/nkmcn/#4c2bc0f5.3392366.735725>

KVUE

“New development planned for Central Austin”

By Christy Millweard

April 3, 2015

<http://www.kvue.com/story/news/local/2015/04/03/new-development-planned-for-central-austin/25263735/>

Community Impact

“Plans revealed for Rosedale neighborhood development”

By Jennifer Curington

April 3, 2015

<http://impactnews.com/austin-metro/central-austin/plans-revealed-for-rose-dale-neighborhood-development/>

Community Impact

“Bull Creek Road developer expresses optimism after first visioning workshop”

By Jennifer Curington

January 23, 2015

<http://impactnews.com/austin-metro/central-austin/bull-creek-road-developer-expresses-optimism-after-first-visioning-workshop/>

Community Impact

“Bull Creek Road development plans to be released in March”

By Jennifer Curington

February 20, 2015

<http://impactnews.com/austin-metro/central-austin/bull-creek-road-development-plans-to-be-released-in-march/>

Community Impact

“Developer to host meeting with neighborhood groups for Bull Creek Road property”

By Jennifer Curington

January 20, 2015

<http://impactnews.com/austin-metro/central-austin/developer-to-host-meeting-with-neighborhood-groups-for-bull-/>

Time Warner Cable News

“Bull Creek Land Sold to Home Building Company”

By Alex Stockwell

12/04/2014

<http://austin.twcnews.com/content/news/312288/bull-creek-land-sold-to-home-building-company/>

Statesman

“Austin builder is highest bidder for Bull Creek land”

Dec. 3, 2014

<http://www.statesman.com/news/business/austin-builder-is-highest-bidder-for-bull-creek-la/njLFt/>

KXAN

“TxDOT’s 75-acre tract in Central Austin sold to developer”

By Angie Beavin

December 3, 2014

<http://kxan.com/2014/12/03/txdots-75-acre-tract-in-central-austin-sold-to-developer/>

BuildingATX

“Austin Homebuilder Submits Winning Bid For Bull Creek Land”

<http://buildingatx.com/2014/12/austin-homebuilder-submits-winning-bid-for-bull-creek-land/>

Bull Creek Road Coalition Consensus Feedback on MileStone Community Builders’ “The Grove at Shoal Creek” Conceptual Plan

The proposed mixed use development has the potential to be a great addition to the area, but there are a lot of details that need to be worked out before the neighborhoods of the Bull Creek Road Coalition can support the project. These comments are our first reaction and not necessarily a final version of the issues that may arise concerning the development. They are based on the information currently available and may be amended as additional information becomes available. Also, these comments are intended as a general overview from the BCRC and as such cannot cover the wide range of concerns of individual landowners. Milestone should continue to work with individual landowners to address their concerns to the greatest extent possible.

We greatly appreciate MileStone’s willingness to engage with the BCRC and area neighborhoods to create a “legacy-quality project” that all the surrounding neighborhoods can support. We look forward to working cooperatively with MileStone, the BCRC, the City, and the State over the coming months to ensure the project realizes its bold vision while comprehensively and equitably addressing all of the following:

Traffic, Parking, and Connectivity. The most-cited concern of residents of the surrounding neighborhoods about the proposed development is the potential impact of increased traffic, not only on Bull Creek Road but throughout the area. In an effort to move forward productively, the BCRC would like to partner with MileStone to develop a comprehensive transportation enhancement plan for the area that addresses:

- **Total vehicular trips:** The transportation enhancement plan and updated multi-modal transportation impact assessment need to provide adequate assurance that the total number of vehicular trips will not create a level of congestion that outweighs the positive aspects of the plan. Residents do not view currently proposed traffic mitigation as adequate and view the proposed new traffic levels as problematic.
- **Parking:** the potential impact of non-resident parking on surrounding neighborhood streets in Oakmont Heights, Ridgelea, and Allandale, both short-term with the closure of the TxDOT/TxDMV parking lot on Bull Creek Rd. and long-term with possible spill-over from the development.
- **Traffic calming and sidewalk and streetscape improvements:** along key streets in Oakmont Heights and Allandale to address cut-through traffic.
- **45th and Bull Creek multi-modal improvements:** that add vehicular capacity and improve transit, pedestrian, and bicycle access.

- **Additional Bull Creek Road connections:** pedestrian/bicycle connections from the development along Bull Creek Road.
- **Internal street layout:** reconfigure to minimize traffic impact on Bull Creek Road by routing internal traffic through the development.
- **Shoal Creek bridge:** pedestrian/bike bridge or possibly a low-water crossing of Shoal Creek from MileStone to Shoal Creek Blvd; the BCRC will work proactively with MileStone to secure the necessary easements from the State to make this connection.
- **45th Street pedestrian crossing improvements:** Create a safe and convenient pedestrian/bike crossing of 45th somewhere between Bull Creek Road and Shoal Creek through installation of a pedestrian hybrid beacon or other appropriate traffic controls.
- **45th Street Bridge trail connection:** A separated-grade trail connection under the bridge connecting the Milestone trail system to the existing sidewalk on the north side of 45th.
- **Bull Creek road trail:** connect the new Milestone Bull Creek Road trail via a cycle track or shared use path all the way down 38th to the Shoal Creek Trail at 35th.
- **Shoal Creek trail connection:** extend a trail connection along Shoal Creek from the MileStone development at least as far as the Ridgelea Greenbelt.

The BCRC will partner with MileStone to jointly approach the City with a plan to equitably fund the full range of off-site mitigation efforts through value capture, tax rebates, parking benefit districts, or other mechanisms. MileStone's participation and demonstrated commitment to this issue is a critical component to achieving a true partnership with surrounding neighborhoods.

Land use/zoning. We are concerned that the intensity of allowable density in the Development Assessment that MileStone submitted to the City is too open-ended and far greater than the level of density it presented in its April 2 conceptual plan, which itself proposes density much greater than now exists in the surrounding neighborhoods. Any zoning/Planned Unit Development plan approved by the City will establish the parameters for how the property may be developed in the future regardless of who manages or owns it. Therefore, it is crucial that reasonable, enforceable limits on the use and intensity of development on the property be established before the BCRC can consider whether to support any proposed development plan.

The overall plan is generally responsive to the BCRC Design Principles regarding compatibility and integration with the surrounding neighborhoods, but the following issues have been identified:

- The mixed-use office/commercial/multi-family residential portion of the development should be restricted to the area across from the existing multi-family housing on Bull Creek Rd., and this part of the Grove conceptual plan should be locked into the zoning/PUD plan.
- The commitment in the conceptual plan to the public plaza, parks, greenbelts, and other amenities should be locked into the zoning/PUD plan.
- The area of the development across Bull Creek Road from and adjacent to existing single-family residences should be limited to single-family residential uses, and this part of the conceptual plan should be locked into the zoning/PUD plan.
- Additional setback and height limitations are required for lots abutting Idlewild and 45th Street properties, as well as compatible size and configuration of those lots. Additional information, including scale cross-sections, will be needed to assist with this discussion and in continuing to work with the residents.
- The PUD plan should ensure compatibility of commercial uses with surrounding residential areas by addressing issues like deliveries and noise and light pollution.

Open Space and Public Amenities. There is concern that the amount of open space shown in the conceptual plan is insufficient. The BCRC neighborhoods appreciate the green space in the conceptual plan and want to save as much of the existing natural area and green space as possible. This tract is unique in being historic open space, so residents feel protective of that attribute, especially as the surrounding neighborhoods already are greatly underserved by parkland under City of Austin standards.

We appreciate MileStone's commitment to dedicate the open space permanently to public use. However, more information is needed about a variety of issues, including the extent of the space, design details, ownership, maintenance, and public access to other amenities, in order to adequately assess open space needs and amenities. The tract should be staked to show the actual boundaries of the proposed open space "on the ground" so that our neighbors can make an informed assessment.

The heritage trees in the northeast area of the tract should be protected. Trails should be kept to minimum in this section, and amenities like playscapes and swing sets should be located away from root zones of the trees to protect the soil from becoming overly compacted. There should be a long-term commitment to management of this area by an appropriate non-profit entity.

Drainage. Substantively address drainage impacts to adjacent homes on Idlewild and also ensure no adverse drainage effects to other properties in Ridgelea and downstream on Shoal Creek.

Shoal Creek Restoration and Enhancement. The Grove at Shoal Creek has the opportunity to be a model for Shoal Creek restoration and enhancement. One of the goals of the BCRC Design Principles is to "restore Shoal Creek to a live, flowing creek while controlling flood potential with well-designed, appropriate flood controls." The BCRC looks forward to working with Milestone, the Shoal Creek Conservancy, and the City of Austin to identifying and equitably funding ecologically sensitive solutions to the issues of erosion and flooding.

Flooding and Storm Water: Our area was hard hit by the tragic deaths of our neighbors in the 1981 Memorial Day floor, so we are especially sensitive to additional run-off potentially exacerbating flooding on Shoal Creek. Examination of the conceptual plan indicates up to 50 acres of impervious cover on the tract, which will mean massive run-off. The plan should address both stream-flow flooding and surface sheet-flow flooding as well as contributions the tract will make to flooding downstream.

In areas north of 45th where the creek banks have been stabilized, the 100-year flood levels have risen year by year and now are at the back doors of homes. To be a 100-year 'Legacy Project,' the plan should ensure that in 25 years, 50 years, or 100 years homes there are not flooded or subject to erosion hazard.

Affordable Housing: The BCRC neighborhoods are experiencing rapidly declining affordability. The Grove represents a unique opportunity to incorporate housing that is affordable to people who live and work in the area. Recognizing that PUD zoning requires the demonstration of a "superior" development, MileStone should work to maximize the number of onsite affordable units, in excess of any affordability requirements. MileStone should work with area employers, including Westminster Manor and Seton, to ensure that housing that is built onsite is affordable for employee rental and ownership.

Construction Staging and Security. Ensure that construction staging is located well away from nearby residents, especially those on Idlewild and 45th, and construction hours and noise are limited. Sufficient barriers and oversight should ensure security during the construction phase.

Other significant areas of interest:

- Ecologically sensitive design, including analysis of the project under independently verifiable standards like LEED-ND and SITES as outlined in the BCRC Design Principles.

- School impacts, including whether the new development might impact the elementary, middle, and high school “tracks” of existing neighborhoods.
- Supporting local businesses and contractors.

Ongoing Collaboration throughout the life of the project: The BCRC welcomes MileStone’s outreach efforts and willingness to work with us on mutually beneficial revisions to its conceptual plan. We look forward to a similar cooperative effort during the zoning/PUD process and the continuing development and implementation of the plan. We believe a solutions-oriented dialogue has the greatest potential for reaching mutually acceptable outcomes.

We are interested in working together to establish a process and forum to ensure that commitments made during the review and approval stage are locked in during the zoning/PUD process and implemented throughout the life of the project.

We propose a series of focused working group meetings to cooperatively explore solutions for these issues with MileStone, the City and other stakeholders as appropriate.