

AUSTIN CITY COUNCIL WORK SESSION BRIEFING

COLONY PARK REQUEST FOR QUALIFICATIONS



AUGUST 29, 2017

AGENDA

- Purpose
- Development Opportunity
- Project History/Project Phasing
- Solicitation Process and Schedule
- Advertising and Marketing Plan
- Next Steps

PURPOSE:

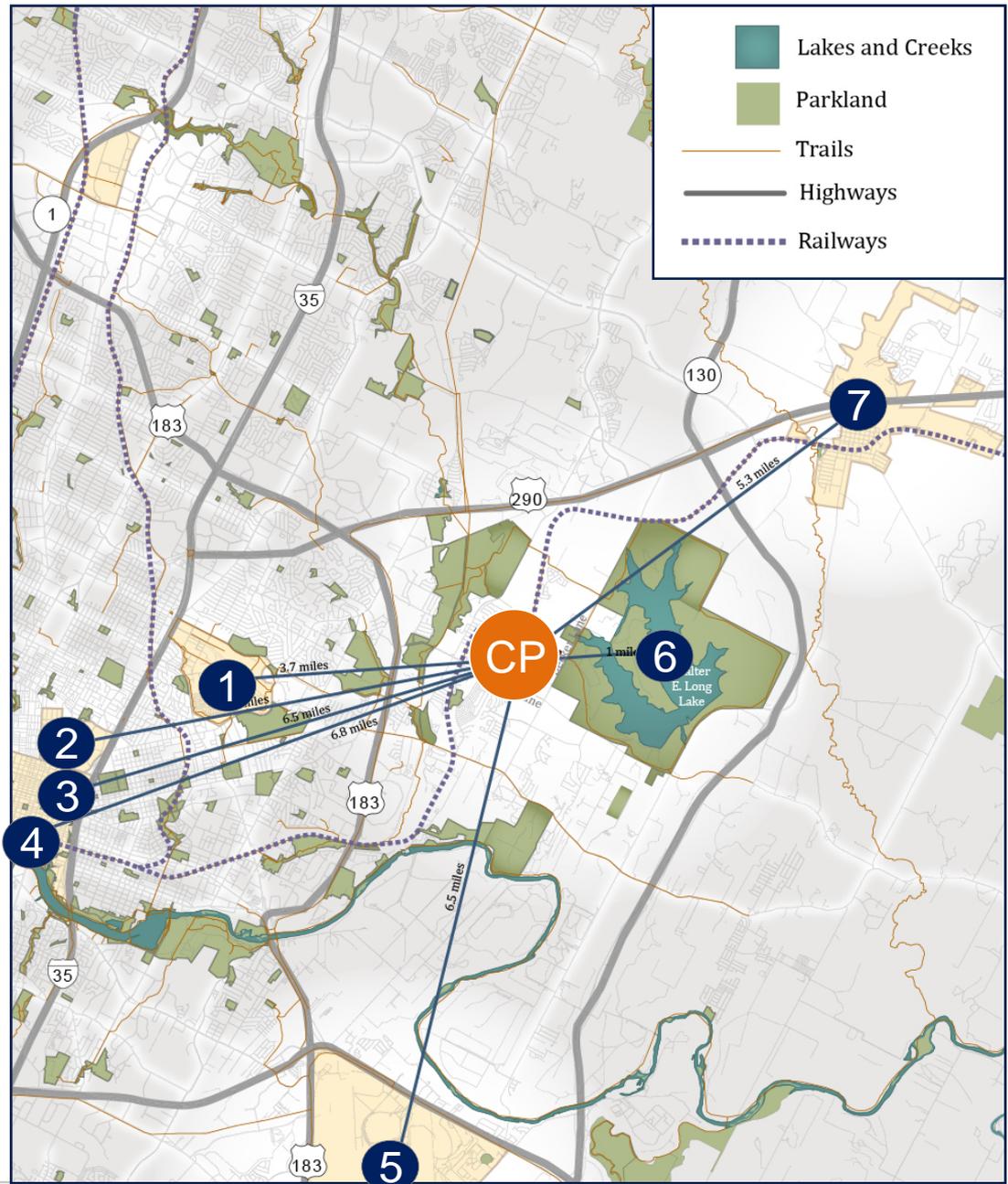
“We seek to create a healthy, safe and active community where families and neighbors enjoy an ever-improving quality of life supported and sustained through education; cultural enrichment; job growth and business opportunities; shared prosperity; mobility choices; neighborhood amenities and recreation.”

- CPSCI Community Vision Statement (adopted December 11, 2014)

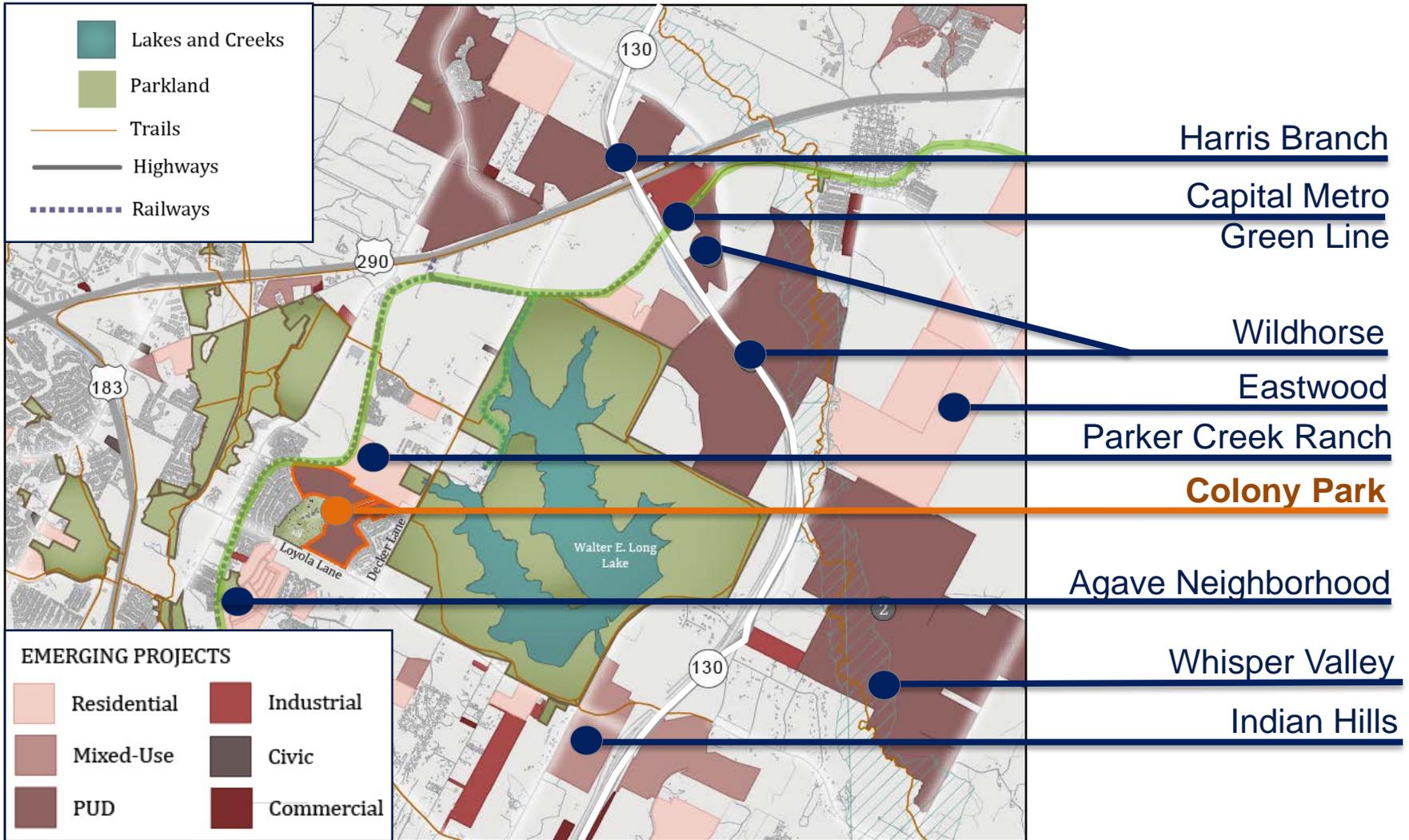
DEVELOPMENT OPPORTUNITY:

Regional Context in Eastern Crescent

- 1 Mueller (3.7 miles)
- 2 University of Texas (6 miles)
- 3 State Capital Complex (6.5 miles)
- 4 Downtown (6.8 miles)
- 5 ABIA Airport (6.5 miles)
- 6 Walter E. Long Park (2 miles)
- 7 Manor (5.3 miles)



DEVELOPMENT OPPORTUNITY: Proximity to Emerging Master Planned Communities



SITE HISTORY:

View from Colony Park Site towards Downtown Austin



- ❑ Project site was annexed by the City of Austin in **1973**

- ❑ Austin City Council purchased **258 acres in 2001**
 - **50** acres dedicated for parkland
 - added to **43** acres of existing adjacent parkland
 - creates the **93** acre Colony Park District Park
 - Turner-Roberts Recreation Center, and Overton Elementary School built **2004-2007**

- ❑ Remaining **208** acres held in Austin Housing Finance Corporation (**AHFC**)

PHASE I: Master Planning (completed)

Community-Driven Planning Process

- ❑ 2012 - US Department of Housing and Urban Development (HUD) awards \$3 million Sustainable Communities Challenge grant to the City of Austin
- ❑ 2012-2014 – Colony Park Team conducts robust community outreach and engagement in and around the Colony Park Neighborhood
- ❑ 2013 - 2014 – Master Plan visioning and development
- ❑ 2014 - City Council adopts the Colony Park Master Plan and Design Guidelines, Planned Unit Development (PUD) Zoning District, and Amendments to Imagine Austin Comprehensive Plan (Resolution 20141211:120, 150, 197)



Master Plan vision crafted through robust community input



Core Team, Consultants, and City Staff accept American Planning Association – Texas Chapter - Project Planning Award for the Colony Park Master Plan

PHASE I: DEVELOPMENT PROGRAM

CREATING VALUE THROUGH LAND PLANNING



- ❑ **208 acres** of publicly-owned land (AHFC)
- ❑ **+ 960,000 SF** commercial
- ❑ **+ 3,000** housing units
- ❑ **Mixed Income** with **20%** affordable
- ❑ Town Center/Innovation District
- ❑ Proposed Capital Metro Green Line Station Transit-Oriented Development opportunity
- ❑ **55 acres** open space
- ❑ Model for sustainable, mixed-use, mixed-income community.

PHASE II: TRANSITION



Date	Item	Action
12/2014	Resolution 20141211-120	Direction to staff to evaluate funding options for implementation
9/2015	Ordinance No. 20150908-001	Adoption of FY 2016 Budget: one-time appropriation of \$400,000
8/2016	Ordinance No. 20160818-074	Adoption of 2016 Mobility Bond: Preliminary engineering Colony Loop Drive
8/2016	20160804-041	Authorize negotiation/ execution of community engagement consultant contract
9/2016	Ordinance No. 20160901-051	Amendment to Imagine Austin Comprehensive Plan Map
9/2016	Ordinance No. 20160914-001	Adoption of FY 2017 Budget: one-time appropriation of \$172,665
6/2017	20170615-053	Authorize negotiation and execution of engineering services for Colony Loop Drive

PHASE II: PRE-SOLICITATION



1396
Print Media
Ads

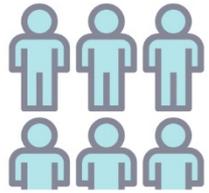


693
Mailchimp
Emails



2190
Facebook
Views

PHASE II: PRE-SOLICITATION



918

Participants



307

Stakeholders



12

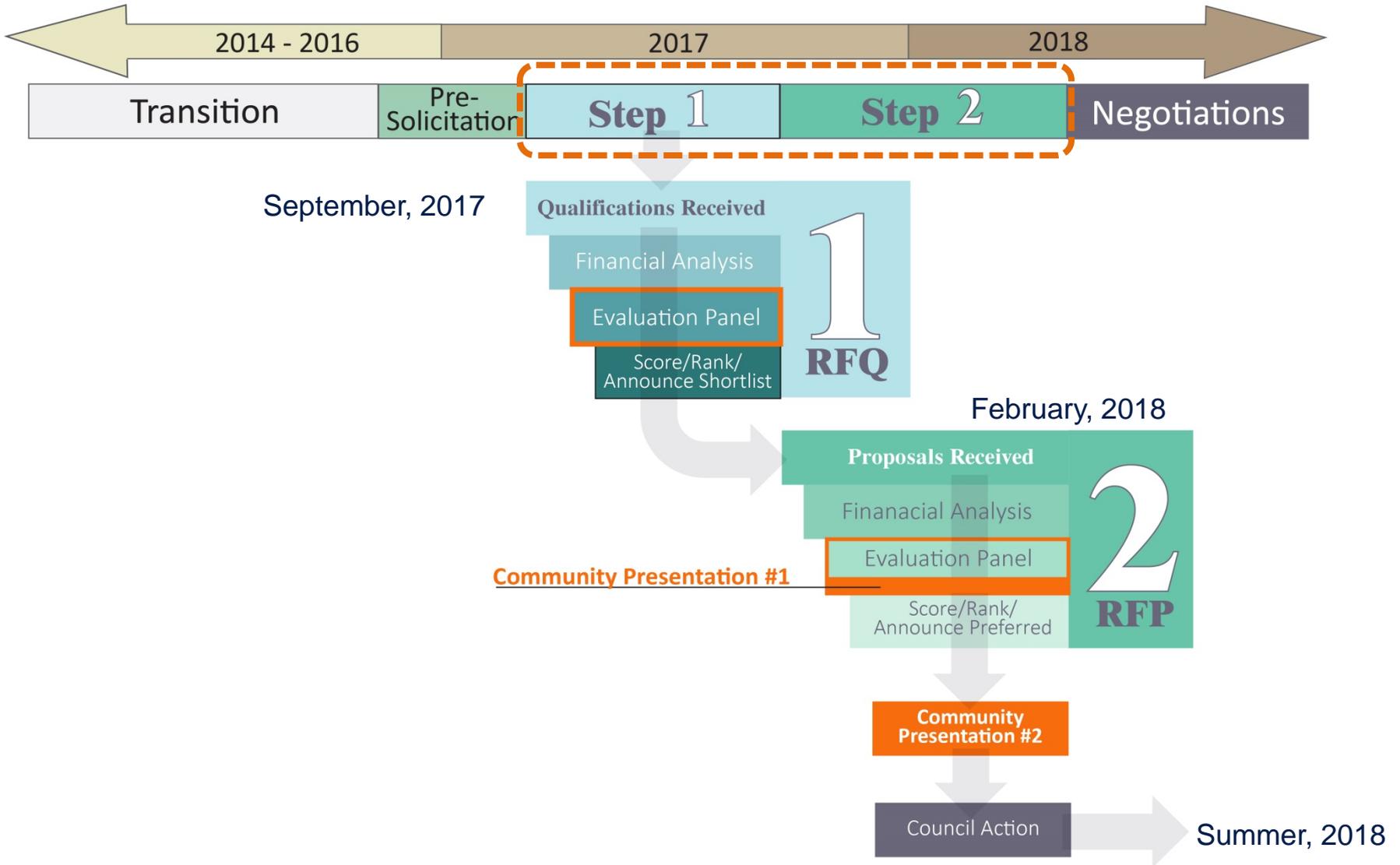
Core Team Meetings



2

Northeast Austin Economic Development Committee Meetings

PHASE II: SOLICITATION (2 - Step Process)



RFQ ADVERTISING/MARKETING PLAN

REQUEST FOR QUALIFICATIONS

Colony Park Master Developer Opportunity

208 Acre Mixed-use
Development in
Austin, Texas



Economic
Development
CITY OF AUSTIN



VISIT AUSTINTEXAS.GOV/COLONY-PARK-RFQ

RFQ ADVERTISING/MARKETING PLAN

Advertising/Marketing the Request for Qualifications

Purchasing Office

- City of Austin Vendor Connection – direct email campaign to 1,200+ developers

City of Austin Website (multiple department pages)

Local Print and Digital Media

- Austin American Statesman, Austin Business Journal, TODO Austin, KAZI...

National/International Print and Digital Media

- Urban Land Institute (39,000 members - 80 countries), Congress for the New Urbanism
- American Planning Association, American Institute of Architects,
- National Association of Housing and Redevelopment Officials
- Greater Austin Black/Hispanic/Asian Chambers of Commerce

Social Media

- Facebook, Twitter

NEXT STEPS

- ❑ Issue the Request for Qualifications-September, 2017
- ❑ “No-Contact Period” begins with RFQ issuance
- ❑ Authorized Contact Person - Danielle Lord-Procurement Manager
- ❑ Facilitate “Pre-Submission Conference and Site Tour”-October, 2017
- ❑ Evaluate RFQ responses–January, 2018
- ❑ Issue RFP to shortlist of qualified master developer candidates-February, 2018
- ❑ Request Council Approval of “Selected Master Developer”–Summer2018

Thank you,

City of Austin Economic Development Department



Redevelopment

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT