

617 Colorado – Downtown Austin Design Guidelines
Density Bonus Application

Area-Wide Guidelines			
	Urban Design Guideline	Achieved?	Applicant's Comments
AW.1	Create dense development	YES	This project will deliver 132,655 square feet of hotel space comprising 344 rooms within Downtown Austin by utilizing additional FAR through the Downtown Density Bonus Program to 13:1. The project is situated on a very small site (+/- 10,000 sf) and will replace what is currently a surface parking lot.
AW.2	Create mixed-use development	YES	The development will contain 332 rooms of hotel space and 4,827 SF of community amenity space and cocktail lounge. Free use of this community amenity space will be made available to local teachers.
AW.3	Limit development which closes Downtown streets	YES	No streets will be permanently closed with this project.
AW.4	Buffer neighborhood edges	YES	The project will comply with applicable ordinances and regulations.
AW.5	Incorporate civic art in both public and private development	YES	The project will incorporate a mural sourced from local artists at the pedestrian level, both within the lobby along the Colorado façade and on the exterior of the building along the 7th Street façade.
AW.6	Protect important public views	YES	The project is not located in a Capitol View Corridor.
AW.7	Avoid historical misinterpretations	YES	This project is not designed to replicate any historical styles.
AW.8	Respect adjacent historic buildings	YES	The project is not adjacent to any historic buildings.
AW.9	Acknowledge that rooftops are seen from other buildings and the street	YES	The rooftop partially serves as an amenity deck for guests, providing a landscaped area that is visually appealing to both guests and adjacent buildings. Equipment on the rooftop will be screened on all sides either with parapet walls or architectural louvers integrated into the overall building design.
AW.10	Avoid the development of theme environments	YES	This will not be a themed development.
AW.11	Recycle existing building stock	N/A	No buildings exist on the property, therefore building stock cannot be recycled.

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Public Streetscape Guidelines			
	Urban Design Guideline	Achieved?	Applicant's Comments
PS.1	Protect the pedestrian where the building meets the street	YES	The pedestrian pathway will be protected by a 8-foot clear zone, including street trees, and approved furniture and bike racks.
PS.2	Minimize curb cuts	YES	The project is not proposing new curb cuts.
PS.3	Create a potential for two-way streets	YES	The abutting roadways are two-way streets; the project will be designed in a way that does not disrupt adjacent directional traffic.
PS.4	Reinforce pedestrian activity	YES	The ground floor, while quite small, serves to activate the street through modern design which invites both guests and the community to experience the open staircase connecting to the public community amenity space on the second level. This area will feature seating areas set up for individual workspaces, a bar serving coffee, cocktails and small bites, as well as numerous living rooms which will serve as a neighborhood social hub to relax and play. Second floor balconies, together with the highly visible monumental stair on the first floor, will provide visible activity and connection to the street level.
PS.5	Enhance key transit stops	YES	The project is adjacent to CapMetro bus stops with a covered awning and seating for several routes. This development will enhance the stop by providing Great Streets improvements and bringing activity to what is now an inactive area adjacent to a surface parking lot.
PS.6	Enhance the streetscape	YES	The project will improve the streetscape with lighting, shade trees and vegetation.
PS.7	Avoid conflicts between pedestrian and utility equipment	YES	All utility equipment will be installed indoors or underground.
PS.8	Install street trees	YES	The project will add street trees on both 7 th Street and Colorado Street frontages. Shade trees will be provided in structured soil planters to encourage better growth and shade canopy for pedestrians.
PS.9	Provide pedestrian-scaled lighting	YES	Pedestrian-scale lighting will be provided. Such lighting will be in accordance with applicable City regulations.
PS.10	Provide protection from cars/promote curbside parking	YES	Pedestrians are protected from cars coming to proposed hotel by providing drop off/pick up traffic adjacent to the building in the street. The existing driveway will be maintained for loading and deliveries at off-peak times, and which will

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			be closed to other traffic with a gate. The ground level of the project on Colorado Street will be recessed, providing a larger pedestrian pathway for added safety and comfort.
PS.11	Screen mechanical and utility equipment	YES	Mechanical and utility equipment will be screened from street view.
PS.12	Provide generous street-level windows	YES	The project's ground floor will consist of floor-to-ceiling windows connecting the interior to the street.
PS.13	Install pedestrian-friendly materials at street level	YES	The ground level will include floor-to-ceiling windows and planters to provide a comfortable environment for pedestrian traffic.

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Plazas and Open Space Guidelines			
	Urban Design Guideline	Achieved?	Applicant's Comments
PZ.1	Treat the four squares with special consideration	N/A	The project is not adjacent to one of the four Downtown Austin squares.
PZ.2	Contribute to an open space network	N/A	
PZ.3	Emphasize connections to parks and greenways	N/A	The project is not adjacent to a park or greenway connection.
PZ.4	Incorporate open space into residential development	N/A	
PZ.5	Develop green roofs	N/A	
PZ.6	Provide plazas in high use areas	N/A	The project site is not large enough to include a plaza.
PZ.7	Determine plaza function, size, and activity	N/A	
PZ.8	Respond to the microclimate in plaza design	N/A	
PZ.9	Consider views, circulation, boundaries, and subspaces in plaza design	NA	
PZ.10	Provide an appropriate amount of plaza seating	N/A	
PZ.11	Provide visual and spatial complexity in public spaces	YES	The entry staircase will be designed as an architectural feature that draws the public into the space from the street. Visual and spatial complexity components will be incorporated into the community amenity space.
PZ.12	Use plants to enliven urban spaces	YES	In addition to Great Streets, additional planters are being added to the streetscape near the entry to enliven the area.
PZ.13	Provide interactive civic art and fountains in plazas	YES	The project will contribute public artwork, at the street level, with a mural from a local artist that will be visible to pedestrians, cyclists, and motorists.
PZ.14	Provide food service for plaza participants	N/A	
PZ.15	Increase safety in plazas through wayfinding, lighting, and visibility	N/A	
PZ.16	Consider plaza operations and maintenance	N/A	

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Building Guidelines			
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B.1	Build to the street	YES	This project will be built up to the property line on both sides of the project.
B.2	Provide multi-tenant, pedestrian-oriented development at the street level	YES	The street level features an open, inviting lobby that uses stylish modern design (through furniture, lighting, and art) to welcome both guests and the community to the community amenity space on the second level. This community amenity space is conceived as a neighborhood social hub, an inspiring place to work, relax, and play. The 7,625 square foot space will include over 50 seats set up for individual workspaces, a 30-seat bar serving coffee, cocktails and small bites, as well as numerous living rooms where the public will be welcome to feel at home. Additionally, the second floor will have a large outdoor terrace, with seating for 24, that connects the inner life of the community amenity space to the outer life of the street and neighborhood.
B.3	Accentuate primary entrances	YES	The pedestrian approach to the entry of the building will be accentuated and visible at the corner on the project, closest to the intersection of 7 th Street and Colorado Street.
B.4	Encourage the inclusion of local character	YES	The project is planning for collaboration with local artist(s) from the Austin and Central Texas area for the art installation at the ground-level of the building.
B.5	Control on-site parking	YES	There will be no on-site parking and there will be a dedicated pick-up and drop-off area along Colorado Street.
B.6	Create quality construction	YES	The exterior design of the building includes enduring modern elements, including a mixture of aluminum and reinforced concrete panels, as well as insulated glazing. The design will engage the pedestrian-level streetscape at the first and second levels through vibrant murals, lush plantings, and active lobby and balcony spaces. The project, as designed, will achieve a minimum 3-star rating under the Austin Energy Green Building Program.
B.7	Create buildings with human scale	YES	The building will be designed to a scale and proportion at the street level appropriate and inviting to pedestrians. The first and second

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			floor of the building will differentiate itself architecturally from the upper guestroom floors.
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