

The East Tower – Downtown Austin Design Guidelines
Density Bonus Application

Area-Wide Guidelines			
	Urban Design Guideline	Achieved?	Applicant's Comments
AW.1	Create dense development	YES	The project is applying to exceed the density of 15:1 FAR permitted administratively through the density bonus program by 5.45:1 FAR through City Council approval. The total density requested is 21:1 FAR.
AW.2	Create mixed-use development	YES	The midblock project site is limited to 120' of street frontage on East Avenue, with a very limited 15,115 sf floor plate. The ground floor contains an active lobby space with access to both the primary entrance, facing east, as well as a second entrance to the ground-floor to the west where residents may access a bike storage and have a direct route to the Rainey Street District and future transit options.
AW.3	Limit development which closes Downtown streets	YES	This project will not close any Downtown Streets.
AW.4	Buffer neighborhood edges	YES	This project will be developed similarly in shape and size to other mid-rise and high-rise construction within the Rainey neighborhood.
AW.5	Incorporate civic art in both public and private development	YES	The western entry point will feature a large mural highlighting the entry access and public art gallery space that will be visible to pedestrians along Rainey Street.
AW.6	Protect important public views	YES	The Project does not obscure important public views and is not located in a Capitol View Corridor.
AW.7	Avoid historical misinterpretations	YES	The exterior design aesthetic for the Project will be contemporary minimalist and will not appear to be built earlier than it was.
AW.8	Respect adjacent historic buildings	YES	No historic properties are adjacent to the site.
AW.9	Acknowledge that rooftops are seen from other buildings and the street	YES	All equipment will be screened from views from the street. The two amenity decks on levels 12 and 41 incorporate large planting areas and pedestrian-scaled amenities that will enhance the view from adjacent properties.
AW.10	Avoid the development of theme environments	YES	This project will not be a themed development.
AW.11	Recycle existing building stock	NO	The only existing building on the site is in need of repair and will not be preserved or 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 ground floor building facade is recessed from the projected building line above to provide shade and weather protection at the main entry. The sidewalk design meets TXDOT's ROW requirements for this district which includes a 2' paving buffer zone that contrasts the sidewalk in texture and color to make pedestrians aware of adjacent vehicular traffic and drivers aware of the pedestrian space.
PS.2	Minimize curb cuts	YES	Two curb cuts currently exist, and this project is proposing to reduce to one, which closely matches the existing southern curb cut.
PS.3	Create a potential for two-way streets	N/A	This project does not impact the street configuration in any way, which is currently a one-way traffic lane governed by TXDOT. The vehicular entry to the parking garage can function in both a one-way and two-way street system.
PS.4	Reinforce pedestrian activity	YES	This project proposes a much wider sidewalk than previously existed on site, connecting to the sidewalk in the right of way on each side. The recessed ground floor façade provides space for planting and pedestrian scale elements. The interior dual-entrance ground floor design facilitates a pedestrian connection through the alley to the Rainey Street district.
PS.5	Enhance key transit stops	N/A	No transit stops exist near the site.
PS.6	Enhance the streetscape	YES	The recessed ground floor façade provides space for planting and pedestrian scale elements, such as an artistic sculpture, to enhance the streetscape experience.
PS.7	Avoid conflicts between pedestrian and utility equipment	YES	No utility appurtenances are proposed in the pedestrian zone of the streetscape with this project.
PS.8	Install street trees	N/A	Street Trees and canopies are not permitted by TXDOT in the ROW.
PS.9	Provide pedestrian-scaled lighting	YES	The pedestrian realm will be lit to provide a safe and interesting place; TXDOT will not allow additional lighting in the ROW adjacent to this property.
PS.10	Provide protection from cars/promote curbside parking	YES	A 2' paving buffer and curb separates vehicular traffic from the pedestrian zone. This buffer zone is walkable and the existing parallel

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			parking will remain, providing additional protection.
PS.11	Screen mechanical and utility equipment	YES	All mechanical equipment is screened in accordance with Commercial Design Standards Section 2.6.2.
PS.12	Provide generous street-level windows	YES	The ground-floor will consist of approximately 80% generous floor-to-ceiling windows along East Avenue street frontage, exceeding Subchapter E requirements.
PS.13	Install pedestrian-friendly materials at street level	YES	The sidewalk design will include pedestrian scale and friendly materials, planting, and bike racks.

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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	The site has no connectivity to adjacent greenspace
PZ.3	Emphasize connections to parks and greenways	N/A	The site has no connectivity to adjacent greenspace
PZ.4	Incorporate open space into residential development	YES	The building will have two large amenity decks with ample open space for tenant interaction. Level 12 will have an outdoor seating area, fitness yard, and a large dog park for tenant use. Level 41 will have a pool deck, lounge area, and outdoor kitchen/dining area.
PZ.5	Develop green roofs	N/A	The small site will not support a public urban plaza.
PZ.6	Provide plazas in high use areas	N/A	The small site will not support a public urban plaza.
PZ.7	Determine plaza function, size, and activity	N/A	The small site will not support a public urban plaza.
PZ.8	Respond to the microclimate in plaza design	N/A	The small site will not support a public urban plaza.
PZ.9	Consider views, circulation, boundaries, and subspaces in plaza design	N/A	The small site will not support a public urban plaza.
PZ.10	Provide an appropriate amount of plaza seating	N/A	The small site will not support a public urban plaza.
PZ.11	Provide visual and spatial complexity in public spaces	YES	In the spirit of activating public spaces, we are featuring a large mural viewable from Rainey Street activate the public art gallery space entry.
PZ.12	Use plants to enliven urban spaces	YES	We have incorporated as many plantings possible. Including a green wall that can reach approximately 110 feet in height on the building, in order to enliven the urban space along our building.
PZ.13	Provide interactive civic art and fountains in plazas	YES	The rear entry will include a mural across the rear entry to the public art gallery and entry to the building.
PZ.14	Provide food service for plaza participants	N/A	The small site will not support a public urban plaza.
PZ.15	Increase safety in plazas through wayfinding, lighting, and visibility	N/A	The small site will not support a public urban plaza.

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PZ.16	Consider plaza operations and maintenance	N/A	The small site will not support a public urban plaza.
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Building Guidelines			
	Urban Design Guideline	Achieved?	Applicant's Comments
B.1	Build to the street	YES	The facade will extend to the property line along the only street frontage at East Avenue.
B.2	Provide multi-tenant, pedestrian-oriented development at the street level	YES	The midblock project site is limited to 120' of street frontage on East Avenue, with a very limited 15,115 sf floor plate and frontage only on East Ave. We are utilizing the Public Access Easement at the rear of the building to connect residents and users of the public art gallery space to Rainey Street.
B.3	Accentuate primary entrances	YES	The main entrance will open to East Avenue (the only street frontage available) and will be accentuated with large areas of glass, have dedicated signage, and be recessed from the sidewalk pedestrian zone. The western pedestrian entrance will be visible from Rainey Street and accentuated with an artistic mural by a local artist and creative signage.
B.4	Encourage the inclusion of local character	YES	The tower's façade design seeks to achieve a timeless "contemporary minimalist" aesthetic with a mix of modern glass and metal panel systems. The interior design of the building and the street-level experience will be focused on conveying the unique local character, historical context and urban feel of the adjacent Rainey Street neighborhood. The Owner, Architect, and General Contractor all have strong local ties and a shared commitment to fostering high-quality design and contextualism in all of their Austin projects.
B.5	Control on-site parking	YES	The parking will be open decoupled from the cost of the residential units in the building.
B.6	Create quality construction	YES	The project seeks to achieve a high-design aesthetic and will utilize a palette of quality materials with deference to durability, sustainability, and a long-term lifespan. The project is seeking a three-star AEGB certification and will incorporate bird deterrent strategies to mitigate the impact to local bird colonies.
B.7	Create buildings with human scale	YES	The design incorporates the Urban Design recommendations where applicable, and will have the appropriate pedestrian scale, level of detail, architectural variety, and vertical

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			massing relief to satisfy the intent of this section.
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