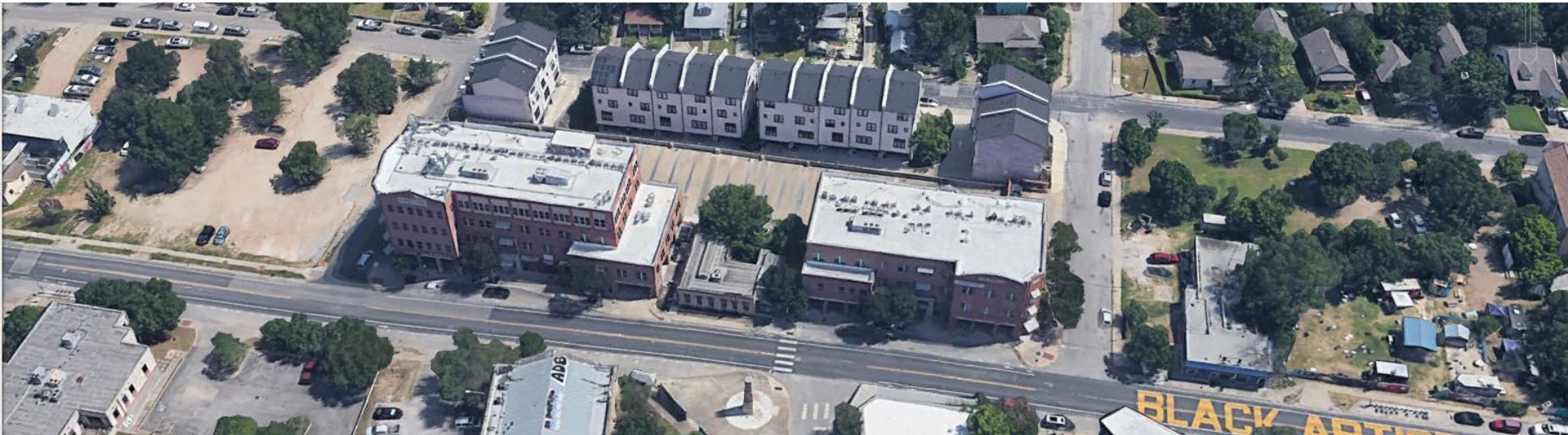


AEDC Urban Renewal District Planning

Urban Renewal Board

15 August 2022





AGENDA

/01

Learning from Prior Studies

/02

Commercial / Cultural Program

/03

Housing Program

/04

Engagement

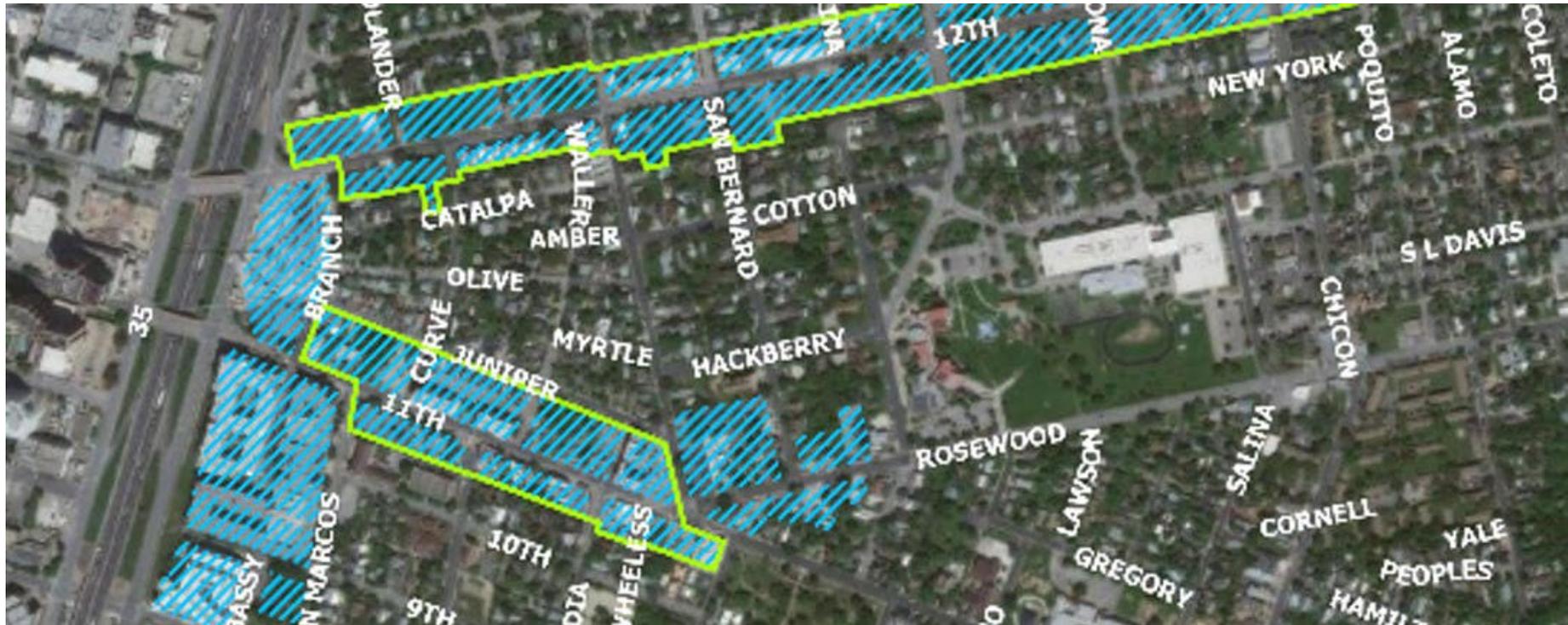
Framing the Study

The Austin Economic Development Corporation (AEDC) has been engaged by the Urban Renewal Agency of the City of Austin to **facilitate real estate transaction support** on key parcels within the Urban Renewal District.

The work **builds on many years of engagement and planning efforts** (2012, 2019 and recent Urban Renewal Plan/NCCD alignment work).

The work in the next few months, **leading up to a Request for Proposals for development**, is intended to be informed by prior material developed, and focusing the conversation around the implementation and market feasible options that would provide an effective road map to potential developers of the property.

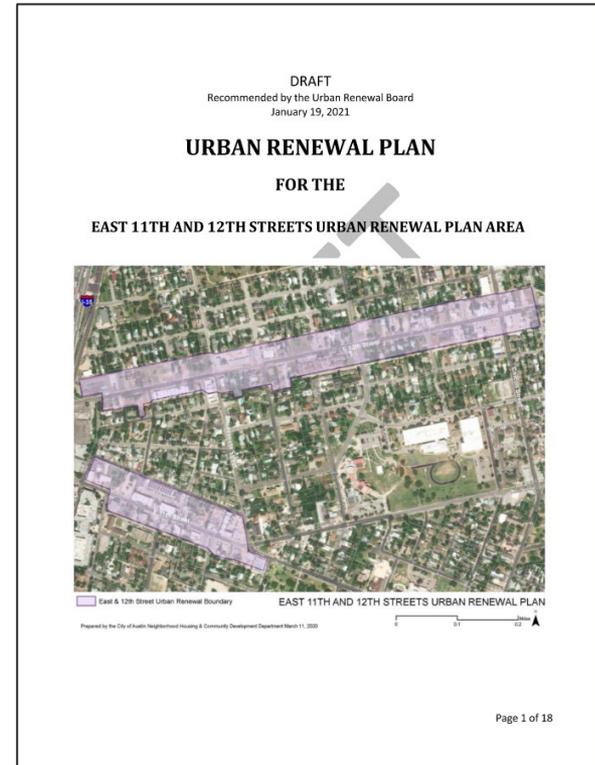
Learning from Prior Studies



Prior Studies

- East 11th and 12th Street Development Strategy (2012) Questionnaire Responses
 - Small, neighborhood serving businesses
 - Mixed-use projects
 - Local-serving retail
 - Grocer store and sit-down restaurants

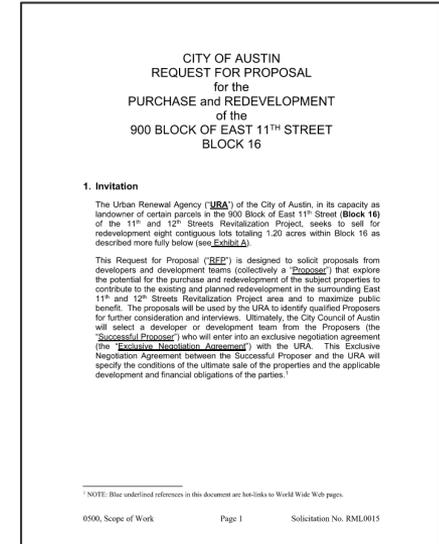
- General RFP Public Comments (February 11, 2019)
 - Affordable grocery store
 - Mix of uses
 - Neighborhood serving retail
 - Affordable housing
 - Green space
 - Green building
 - Design compatible with existing neighborhood
 - Public performance space
 - Minority- and women-owned businesses



Council Resolution

In September 2021, City Council resolution (20210902-048) outlined the program that should be considered on the district parcels available, such as Blocks 16 & 18:

1. Outdoor performance space / amphitheater and publicly accessible green space
2. Indoor performance space
3. Audio/video recording studio
4. Rehearsal space
5. Classroom, meeting room, and conference space
6. Small studio rooms for practice, lessons, and artmarking
7. Shared work/office space for nonprofit arts organizations that reflect the intent of the AACHD (African American Cultural Heritage District)
8. An art gallery
9. The Kenny Dorham Museum (active research project / educational site documenting Black Music History of Austin and the cultural history of Central East Austin and the AACHD
10. Street-level retail
11. Residential units (at or below 60% MFI, working creatives)



Program Elements Prioritization

- Commercial / Grocery – 15,000-25,000 GSF minimum



- Cultural Venue – 20,000-30,000 GSF



- Housing – 50-70 units minimum (deeply subsidized)
80-100 units minimum (workforce/market)



Cultural / Commercial Program

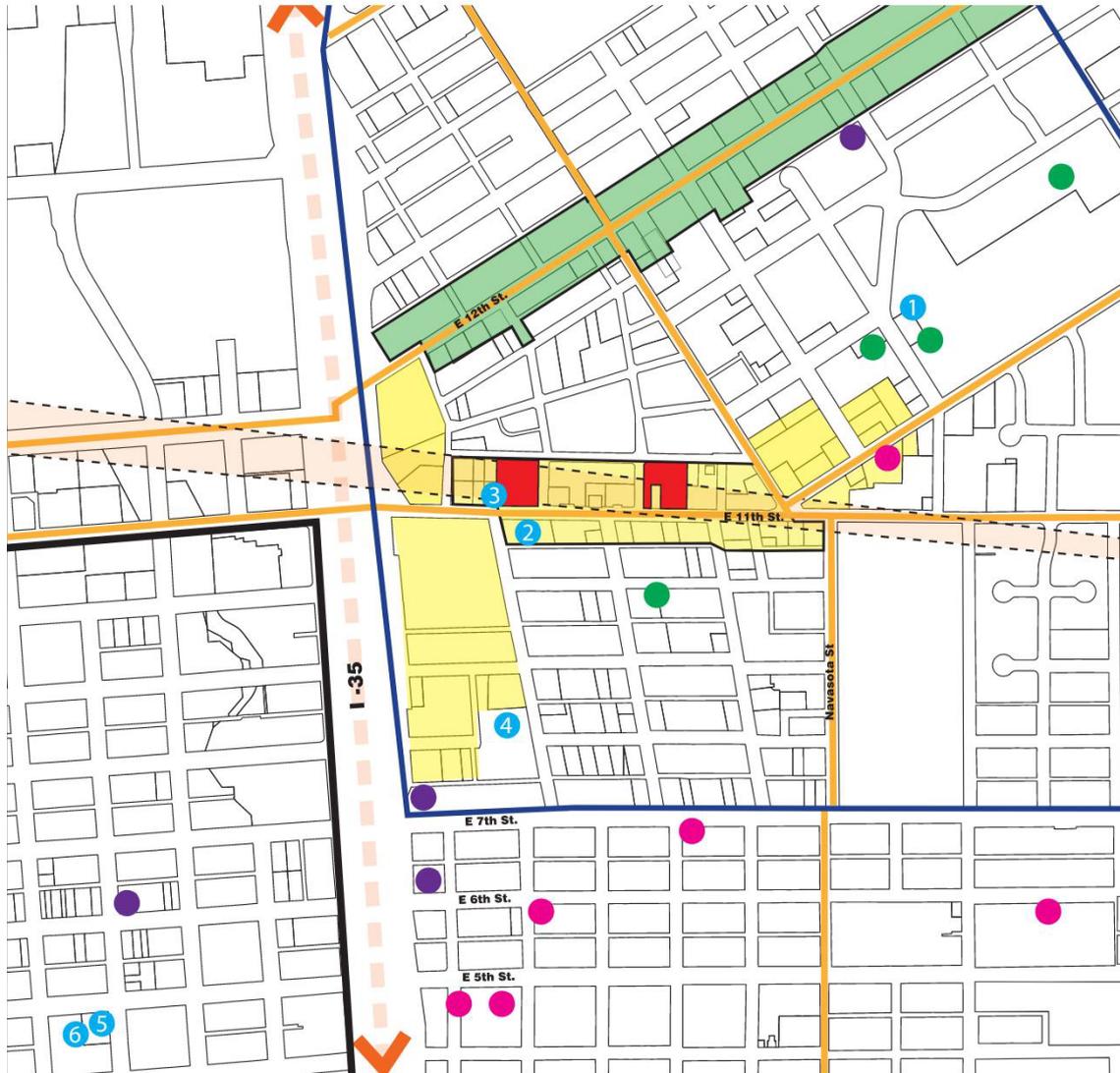


Site Context

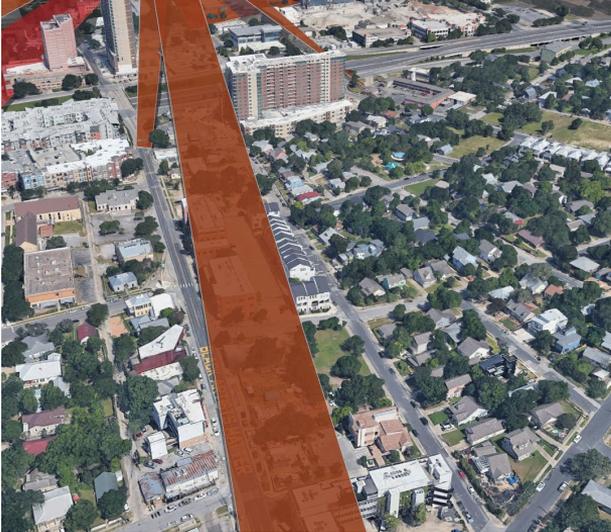
-  E. 12th Street NCCD
-  E. 11th Street NCCD
-  E. 11th & 12th Urban Renewal Plan Boundary
-  Zoning Ordinance: 011213-42
-  Capital View Corridor
-  Block 16 + 18
-  Cultural Institutions
-  Education
-  Grocery
-  Convenient Stores

CULTURAL INSTITUTIONS

1. George Washington Carver Museum
2. Texas Music Museum
3. African-American Cultural & Heritage Facility
4. French Leation State Historic Site
5. Joseph and Susanna Dickinson Hannig Museum
6. O. Henry Museum



Capitol View Corridor Restrictions



Neighborhood Development Potential

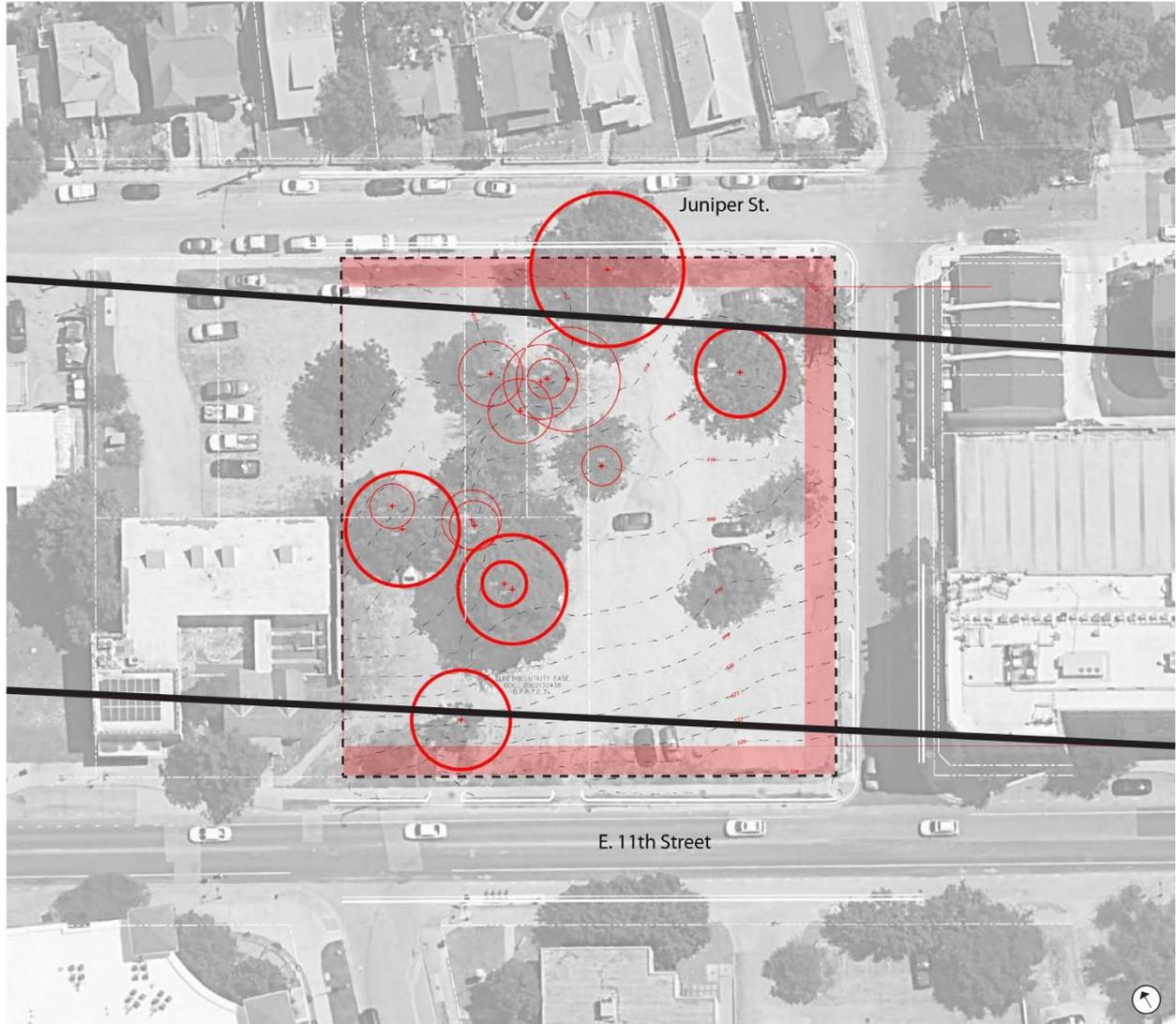
-  Capital View Corridor
-  Block 16 + 18
-  Undeveloped land parcels



Block 16

Site Constraints

- Site Boundary
- Block 16 + 18
- ROW
- Trees
- Protected Trees
- Capital View Corridor



Block 18

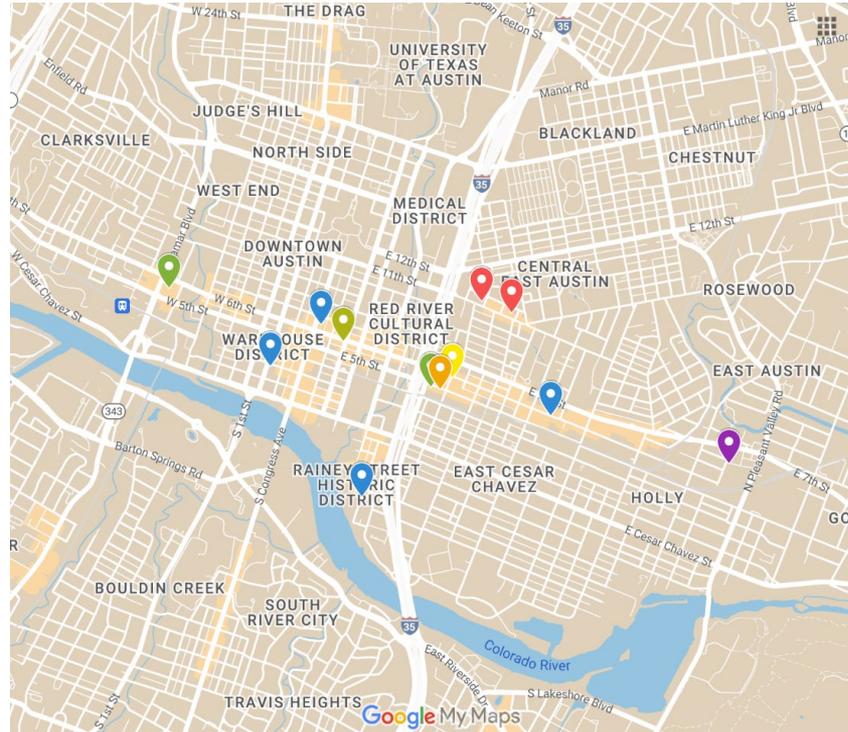
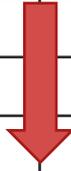
Site Constraints

- Site Boundary
- Block 16 + 18
- ROW
- Trees
- Protected Trees
- Capital View Corridor



Urban Format Grocery Stores

Grocer Name	Square Feet
HEB	90,000
Safeway	45,000
Meijer	37,000
QFC – Kroger	28,000
Sprouts Farmers Market	25,000
Block 16	25,000
Trader Joe's	15,000
Royal Blue	7,000
Little Red Box Grocery	800



Nearby Grocery Stores

- 📍 Block 16
- 📍 Block 18
- 📍 The Bee Grocery
- 📍 Whole Foods Market
- 📍 Royal Blue Grocery
- 📍 Royal Blue
- 📍 Target Grocery
- 📍 Mini Mart
- 📍 H-E-B
- 📍 Royal Blue Grocery
- 📍 Whole Foods Market
- 📍 Royal Blue Grocery

Urban Format Grocery Stores

- HEB has urban locations with program stacked above
- Smallest footprint is approximately 12,000 SF in San Antonio
- Majority of stores are still 90,000 SF and above



Urban Format Grocery Stores



Sprouts Farmers Market

25,000 SF

Urban, small format stores are opening across the US.

(Tampa, FL store pictured)



Royal Blue Grocery

7,000 SF

Operates six urban, small format stores throughout Austin

(1629 E. 6th Street store pictured)



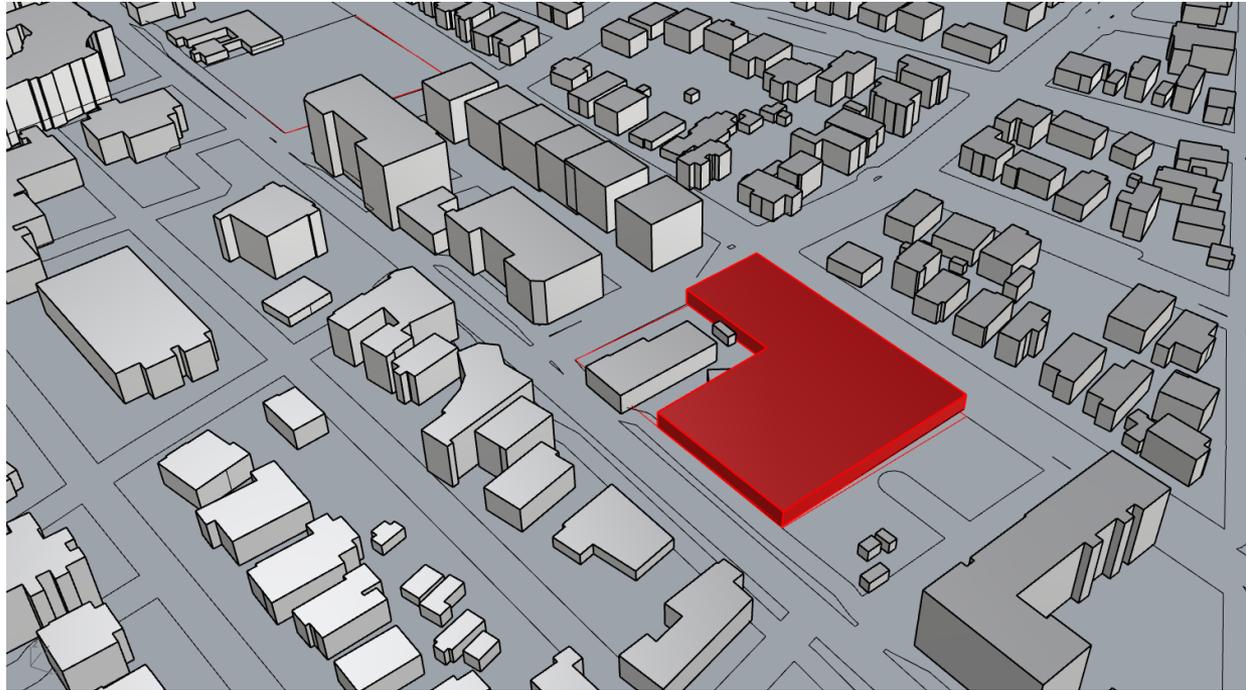
Little Red Box Grocery

800 SF

Only store located in Houston at 3401 Harrisburg Blvd. Model incorporates online ordering and curbside pick-up.

Cultural Venue

- Target 20,000-30,000 GSF for a cultural venue
- One level of Block 18 can accommodate approximately 35,000 GSF of program area



Housing Program



Typologies

- Townhomes
- Multi-family



Levels of Affordability

- Blend of Market + Affordable
- Blend of Workforce + Affordable
- 100% Affordable / Deeply Subsidized

Alternative Funding Sources

- Low Income Housing Tax Credits (LIHTC)
- New Market Tax Credits (NMTC)
- Community Development Financing Institution (CDFI)
- National Housing Trust Fund (NHTF)
- Community Housing Development Organizations (CHDOs)
- Housing Authorities / Corporations & Non-profits

Affordability Levels

HOME Program Income Limits

Income Limit	1 Person	2 Persons	3 Persons	4 Persons
20%	15,450	17,650	19,850	22,050
* 30%	23,200	26,500	29,800	33,100
40%	30,900	35,300	39,700	44,100
* 50%	38,650	44,150	49,650	55,150
* 60%	46,380	52,980	59,580	66,180
65%	50,200	57,350	64,550	71,700
70%	54,050	61,750	69,500	77,200
* 80%	61,800	70,600	79,450	88,250
100%	77,200	88,250	99,250	110,300
120%	92,650	105,900	119,100	132,350
140%	108,100	123,550	139,000	154,400

Minimum Wage

AISD Teacher

* Income provided by HUD.

Other income limits calculated by NHCD based on the formula used by HUD.
 HUD rounds to the nearest \$50 dollars

MFI Chart was expanded to include other percentages used by NHCD.

Affordability Levels

HOME Program Rent Limits

	Efficiency (1 person)	1 BR (2 persons)	2 BR (3 persons)	3 BR (4 persons)	4 BR (5 persons)
30% Rent Limit	\$ 580.00	\$ 662.00	\$ 745.00	\$ 827.00	\$ 893.00
* 50% Rent Limit	\$ 828.00	\$ 887.00	\$ 1,065.00	\$ 1,230.00	\$ 1,372.00
* 65% Rent Limit	\$ 1,056.00	\$ 1,133.00	\$ 1,362.00	\$ 1,564.00	\$ 1,725.00
80% Rent Limit	\$ 1,545.00	\$ 1,765.00	\$ 1,986.00	\$ 2,206.00	\$ 2,383.00
120% Rent Limit	\$ 2,316.00	\$ 2,647.00	\$ 2,977.00	\$ 3,308.00	\$ 3,573.00
* LOW HOME Rent Limit	\$ 828.00	\$ 887.00	\$ 1,065.00	\$ 1,230.00	\$ 1,372.00
* HIGH HOME Rent Limit	\$ 931.00	\$ 1,086.00	\$ 1,315.00	\$ 1,564.00	\$ 1,725.00
For Information Only (Below)					
* FAIR MARKET RENT	\$ 931.00	\$ 1,086.00	\$ 1,315.00	\$ 1,734.00	\$ 2,099.00

Average rent in East Austin - ~\$1,835

Minimum Wage

AISD Teacher

Engagement



Engagement

- Collecting names and information on stakeholders for outreach
 - Property owners
 - Businesses
 - Residents

- Setting up project page on AEDC website (austinedc.org)

- Coordinating schedule for near-term opportunities for engagement leading up to RFP
 - End of August – Virtual Introduction
 - September/October – Public Information Sessions

Contact Anne Gatling Haynes for more information: anne@austinedc.org