



January 22, 2024. Urban Renewal Board

Request for Proposal (RFP) Process initiating Phase II

Focus: Development
Team & Vision/Approach

Focus: Project
Specifics/Finances

Phase I

Phase II

**RFP
Registration
and Release**

**Evaluation
Committee
reviews
proposals and
selects a
shortlist**

**Evaluation
Committee
conducts
interviews
with
shortlisted
teams**

**Shortlisted
teams record
short
presentation
for
community
feedback**

**AEDC releases
requirements
and
community
feedback to
shortlisted
teams**

**AEDC releases
requirements
and
community
feedback to
shortlisted
teams**

**Urban Renewal
Board votes on
recommended
team**

**City Council
votes on
recommended
team**

Aug-Oct 2023

Nov 2023

Nov 2023

Dec 2023

Jan 2023

Feb 2024

May 2024

June 2024

Anticipated Schedule: Jan-June 2024



- **2 Proposals Advancing to Phase 2**
- **National and Local Collaboration**
- **Conceptual Vision and Project Team**
- **Final Developer Selection Follows Phase 2**

**Proposing Team Vision:
Austin Revitalization Authority (ARA),
Legacy Real Estate Developers**

Proposing Team : ARA / Legacy

Please see team's full presentation, below is only a brief selection



BLOCK 16



BLOCK 18



Please see team's full presentation, below is only a brief selection

➔ **BLOCK 18**
Perspective view from courtyard

BLOCK 18

Perspective view from Juniper and Waller St ➔

Proposing Team : ARA / Legacy



Proposing Team Vision:
Servitas/Guadalupe Neighborhood Development
Corporation
aka: Pleasant Hill Collaborative

Proposing Team : Pleasant Hill Collaborative

Please see team's full presentation, above is only a brief selection

BLOCK 16



BLOCK 18



Please see team's full presentation, below is only a brief selection



➔ **BLOCK 16**
Adjacent to the Austin African
American Culture and Heritage
Facility

BLOCK 18

Perspective along Juniper St



Program Distribution

	PHC 16 ¹	PHC 18 ²	TOTAL	ARA/ Legacy 16	ARA/Legacy 18	TOTAL
Total Project	131,509	195,984	327,493	188,626	171,357	359,983
Residential						
Multifamily GSF	108,023	33,386	141,409	102,347 ³	56,688 ⁴	159,035
Townhome GSF	0	17,374	17,374	7,140	0	7,140
Retail	0	0	0	5,703	1,552	7,255
Food-based Retail	6,942	6,542	13,484	2,729	4,228	6,957
Affordable Retail/Working Spaces	0	0	0	0	0	0
Community Uses*	0	0	0	0	0	0
Cultural Venue(s)	0	27,084	27,084	0	27,457	27,457
Office	0	13,451	13,451	9,680	18,659	28,339
Parking	0	86,615	86,615	61,027	62,773	123,800
Other	16,544	11,532	28,076	0	0	0

Inconsistencies between appendix data above & proposal:

¹ Proposal = 105,138 GSF-Multifamily; 5,932 GSF-Retail; 1,010 GSF-Office; 4,000 GSF-Other

² Proposal = 0 GSF-Food-based Retail; 0 GSF-Office; 2,200 GSF-Other

³ Proposal = 118,125 GSF - Multifamily

⁴ Proposal = 49,295 GSF - Multifamily

High Priority Program

	PHC	ARA/Legacy
Affordable Housing	x	x
Cultural Venue(s)	x	x
Small neighborhood-serving retail business	x	x
Food-based retail/small grocery store	x	x
Affordable commercial space		

Desired Program

	PHC	ARA/Legacy
Implementable pathways to ownership and/or equity building rental opportunities for affordable housing	X	X
Implementable alternative business models that permit equity building options for small businesses, and creative organizations		
Publicly accessible greenspace to help facilitate special events, outdoor performance (100-person minimum), and other community-based uses	X	X
Family & student/staff-friendly accommodation strategies, including multi-bedroom sizes to support their needs. Unit design should support long-term flexibility of housing options	X	Nothing more than two bedrooms provided
Marketing and incentive strategies to attract and retain creatives in housing and/or workspace	X	X
District management support, such as security, maintenance, and marketing	X	X

Additional Analysis

The following items were also reviewed, and feedback would be provided to both teams:

- Project Team Experience and Financial Capacity
- Alignment with Equitable Development Goals
- Preliminary Financial Plan (Sources & Uses)
- Program Costs & Rent ranges as provided
- Preliminary Project Execution Strategies

Selected Questions Raised by Evaluation Committee/ Stakeholder Working Group

- How will your large team ensure community benefit amid high project costs, and who leads day-to-day operations? Clarify Roles & Responsibilities
- What part of the program is the main challenge, and how do you balance community benefit with financial feasibility?
- Can you elaborate on your past efforts to include and retain small businesses, particularly those owned by people of color? How do you plan to identify and ensure affordability for future businesses in this project?
- What housing types are proposed, and how will you ensure true affordability, providing specific monthly rent ranges for the described MFIs?
- Describe the parking arrangements for the project. Is it intended for residents/businesses only, or will it be available to the neighborhood? Additionally, would public access to parking be paid or free?
- Provide more articulation of any ownership options you may have in your proposal, including residential and commercial

Phase 2 RFP Priorities for Discussion

Project Team

Phase 1 requirements

All required to provide relevant experience in at least 3 project of similar size and scope:

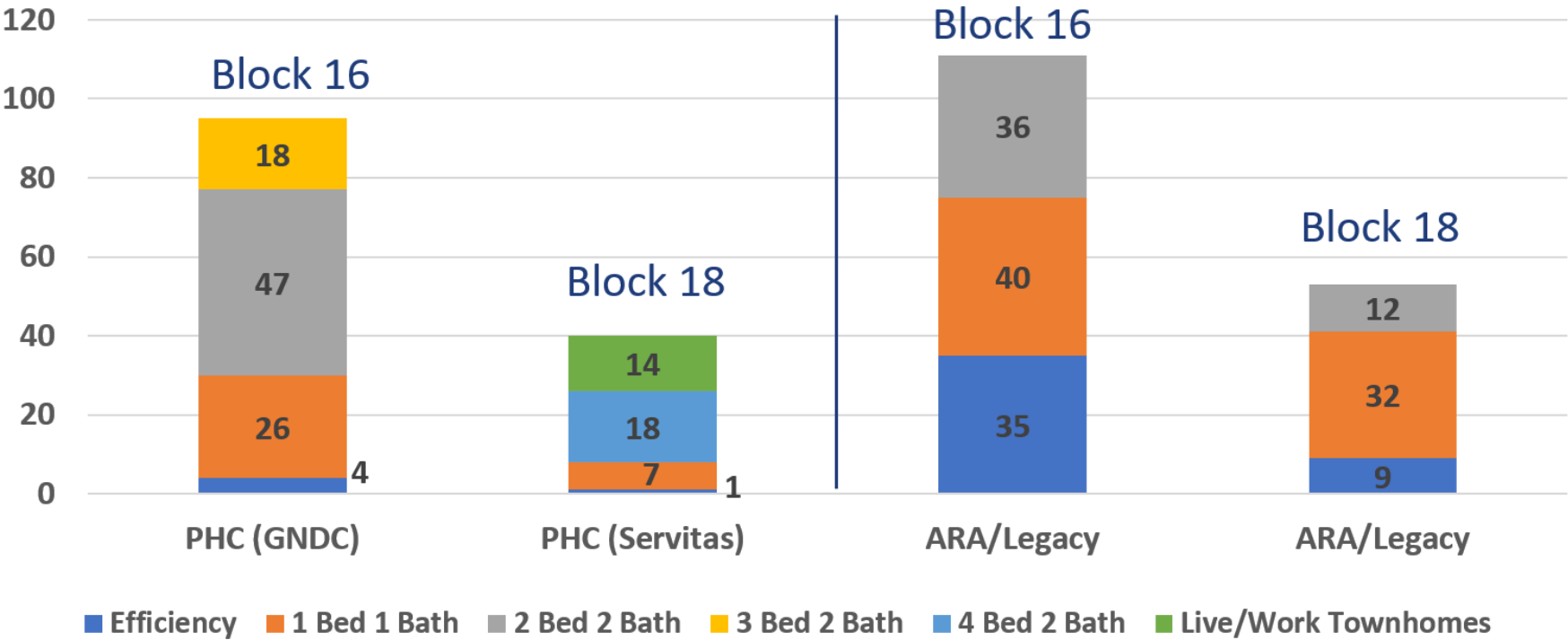
- o Principal in Charge;
- o Developer Senior Project Manager;
- o Planner/Urban Designer;
- o Design Program Manager; and
- o Arts/Placemaking/Engagement Professionals
- o Housing operations partner

Phase 2 Requirements (in addition):

- o General Contractor (GC)- must appoint a Construction Senior Project Manager with experience on three similar projects.
- o Operator must specify the commercial components operator and list major predevelopment subcontractors.
- o Ensure at least 30% of proposed project contracts go to M/WBE & historically underutilized businesses.

Housing

Development Program – Unit Mix Summary

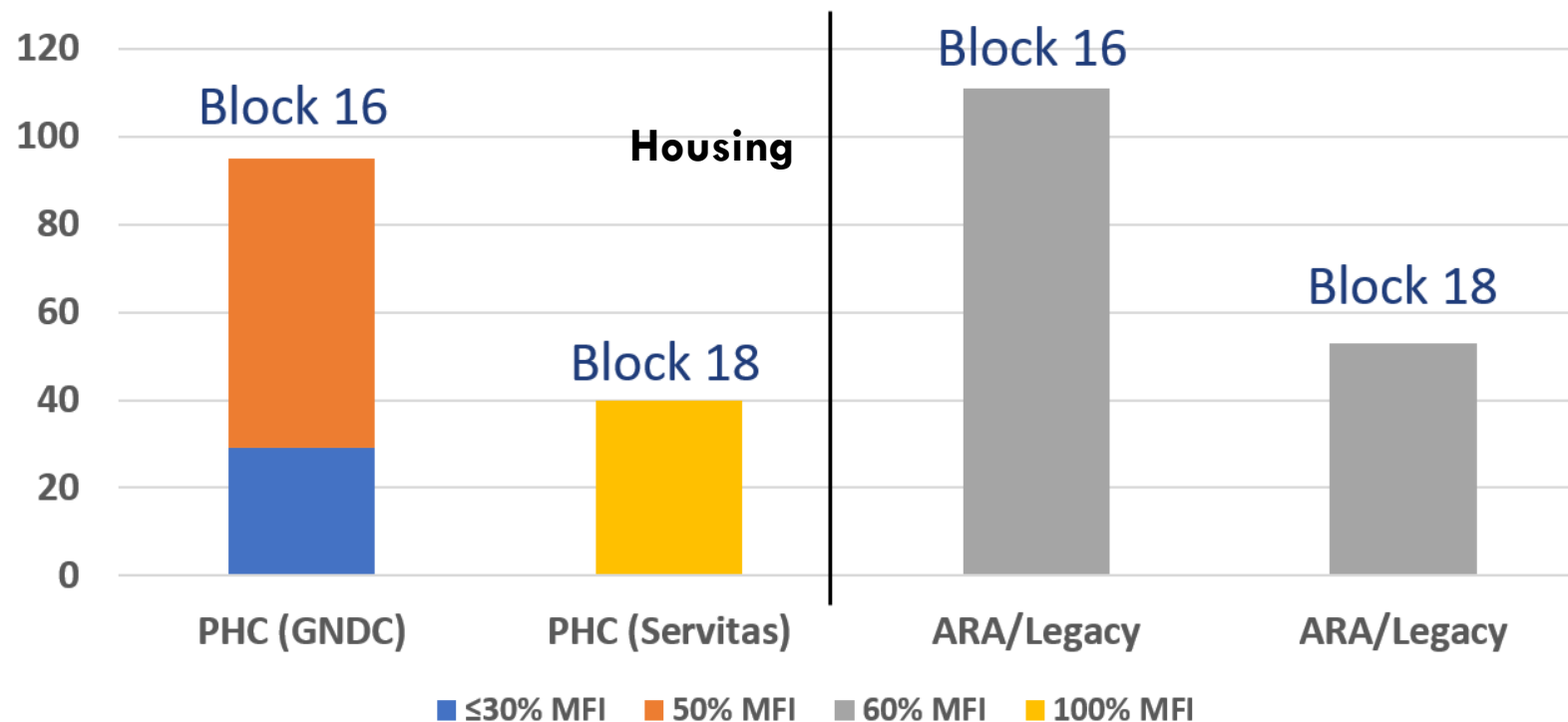


Combined Blocks 16 & 18

	PHC	ARA / Legacy
Efficiency	5	44
1 Bed 1 Bath	33	72
2 Bed 2 Bath	47	48
3 Bed 2 Bath	18	
4 Bed 2 Bath	18	
Live/Work Townhomes	14	
TOTAL	135	164

Housing

Development Program – Affordability Summary



Combined Blocks 16 & 18

	Block 16 PHC (GNDC)	Block 18 PHC (Servitas)	Block 16 ARA Legacy	Block 18 ARA Legacy
≤30% MFI	29			
50% MFI	66			
60% MFI			111	53
100% MFI		40		
TOTAL	95	40	111	53

Housing

Phase 1 requirements

- Maximize the number of affordable housing units, with no less than 50% of units restricted to households earning at or below 60% MFI (on average) for rental units and at or below 80% MFI for ownership units if provided
- Ensure such affordability levels are maintained throughout the life of the project
- Provide a mix of unit sizes to accommodate varied household types. Projects that only have studios and one-bedroom units will not be considered a 'variety'.

Phase 2 Requirements (in addition):

- **Projects with a majority multi-bedroom units will be prioritized**
- **3-4 Bedroom Units—provide units that can be family units and/or adaptable to student housing**
- **For any student housing proposals, please provide clarification on accessibility and security to the building, and if these units will be available broadly or dedicated to any particular institution.**
- **Clarify any ownership or pathway to ownership opportunities**

Parking

Phase 1 parking provided by proposing teams:

ARA/Legacy Parking		
	Below Grade	Above Grade
Block 16	151	16
Block 18	152	14
Estimated total cost/space	35k	

PHC		
	Below Grade	Above Grade
Block 16	137	155
Block 18	0	0
Estimated total cost/space	41K	

Phase 2 Parking Priorities:

- Refined, efficient parking strategy, accounting for the City of Austin's recent elimination of parking minimums
- Clear delineation of above- and below-grade spaces in the refined proposals.
- Clear delineation of parking operations and proposed use of parking facilities (tenants only or open to the public)
- Proposers should submit a revised a site plan in context for any refinements to the development program, including, street elevations, building elevations, including stacking diagrams, open space, and urban design.

Small Business/Retail

Phase 2 requirements (In addition to Phase I)

- The Operator must include the intended operator of commercial components of the Project. The operator shall demonstrate experience with affordable commercial spaces, including marketing, leasing, maintenance, and temporary and long-term site activation in the urban realm. The operators of any commercial spaces must align with the intent of this RFP and financial proformas, leasing projections, specifically as it relates to affordability.
- Specific types of retail that will be targeted and any anticipated challenges attracting those tenants
- The Proposer is not required to identify an operator for the cultural venue. Instead, AEDC will work with the Developer to select the operator through the Austin Cultural Trust

Urban Design

Phase 2 requirements (in addition to Phase I):

- The Cultural Venue entrance shall be visible and located on the ground floor
- Primary program areas should be visible to the public and articulate which spaces address Council recommendations.
- Uses along 11th Street shall be active and engage with vehicular and pedestrian traffic
- Open space should be of sufficient size and dimension to allow for programming, a mix of hard and soft landscaping, outdoor seating, and engaging spaces for a lively, pedestrian-oriented environment.
- Assure that the maximum of public space is accessible and feels accessible to the public, and delineate 'public' spaces that may be only accessible to residents/occupants of building.

Evaluation Criteria

Phase I

Project Team (25%)

Development Program (25%)

Community Impact (20%)

Financial Plan (15%)

Project Execution and Risk (15%)

Phase II requirements

Project Team (15%)

Development Program (15%)

Community Impact (10%)

Financial Plan (30%)

Project Execution and Risk (30%)

Phase 2 Schedule

Team Proposal Presentations posted on Project Website	January 22, 2024
Public Feedback on Presentations	January 22-February 2, 2024
Phase II Kick Off	February 2024
Phase II Developer/Partner Networking (Shortlisted Proposers Only)	February 2024
Proposing Teams present to Urban Renewal Board	March 18, 2024, 6pm CT
Phase II Proposals Due	April 2024
Final Evaluation	April 2024
Interviews with Evaluation Committee	April 2024
Urban Renewal Board Selection of Final Proposer to be recommended to City of Austin City Council	May 20, 2024*
Selection/Council Approval to proceed with an Exclusive Negotiating Agreement (ENA)	May or July 2024*

Community Input/Survey

Inviting the community to review the posted video presentations and accompanying slide decks from each team. The input, along with Stakeholder Working Group input and evaluation committee feedback, will be synthesized and included as part of Phase 2. The purpose of this feedback is to support the advancement of the projects, not to select a proposal.

Survey open from January 22nd-January 31st

Updated Website:

<https://www.austinedc.org/16and18>

Survey

<https://joseaadc.wufoo.com/forms/community-voice-survey/>

Thank You



Question, please Contact Jose Lopez:

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