



500 SOUTH CONGRESS

MIXED-USE
DEVELOPMENT

RELATED

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RELATED

A GLOBAL REAL ESTATE COMPANY

Widely recognized as one of the most innovative and prolific developers in the U.S., The Related Companies is one of the most prominent privately-owned real estate firms in the country with over \$60 billion in assets owned, managed, or under development. Founded in 1972 by Stephen M. Ross, Related has become a fully-integrated, highly diversified industry leader with experience in virtually every aspect of development, design, construction, acquisitions, management, finance, marketing, leasing, and sales.

Led by visionaries who are passionate about real estate and the future of cities, Related Companies has an extensive track record executing complex transactions across the country with the resources necessary to deliver successful development projects. Related's capabilities include residential development ranging from affordable and workforce housing to luxury rental and for-sale residences; large format retail and industrial developments; hotel and hospitality opportunities; office developments; and unparalleled expertise incorporating all of these uses, along with verdant and reflective open spaces, into dynamic city centers.

Headquartered in New York City, Related has additional offices and major developments in Austin, Boston, Chicago, Los Angeles, Miami, San Francisco, Washington, D.C., West Palm Beach, Abu Dhabi, and London - and boasts a team of over 4,000 professionals.



WORLD CLASS OPERATOR

RELATED EXPERIENCE

\$60+ Billion Real Estate Portfolio

Owned, and/or managed, and under construction

67,500 Residential Units

5,500 luxury condominiums
12,000 luxury rental apartments
50,000 *affordable and workforce apartments*

Focus on Gateway Cities

New York, Boston, Chicago, San Francisco, Los Angeles, Washington DC, Miami/South Florida, Abu Dhabi, London *and now* **Austin**

Innovator in Mixed-Use Development

Hudson Yards, Deutsche Bank Center (f.k.a. Time Warner Center), The Square Downtown West Palm, Al Maryah Central, Related Santa Clara, The 78, The Grand Los Angeles and Brent Cross Town

30 Million SF of Commercial Space

Including retail, office and hotel

Developer of Hudson Yards, New York

The largest private real estate development in US history, 28 acres, including 20 million SF of development



OUR FOCUS
*HELPING TO CREATE
AUSTIN'S NEXT GREAT
NEIGHBORHOOD.*

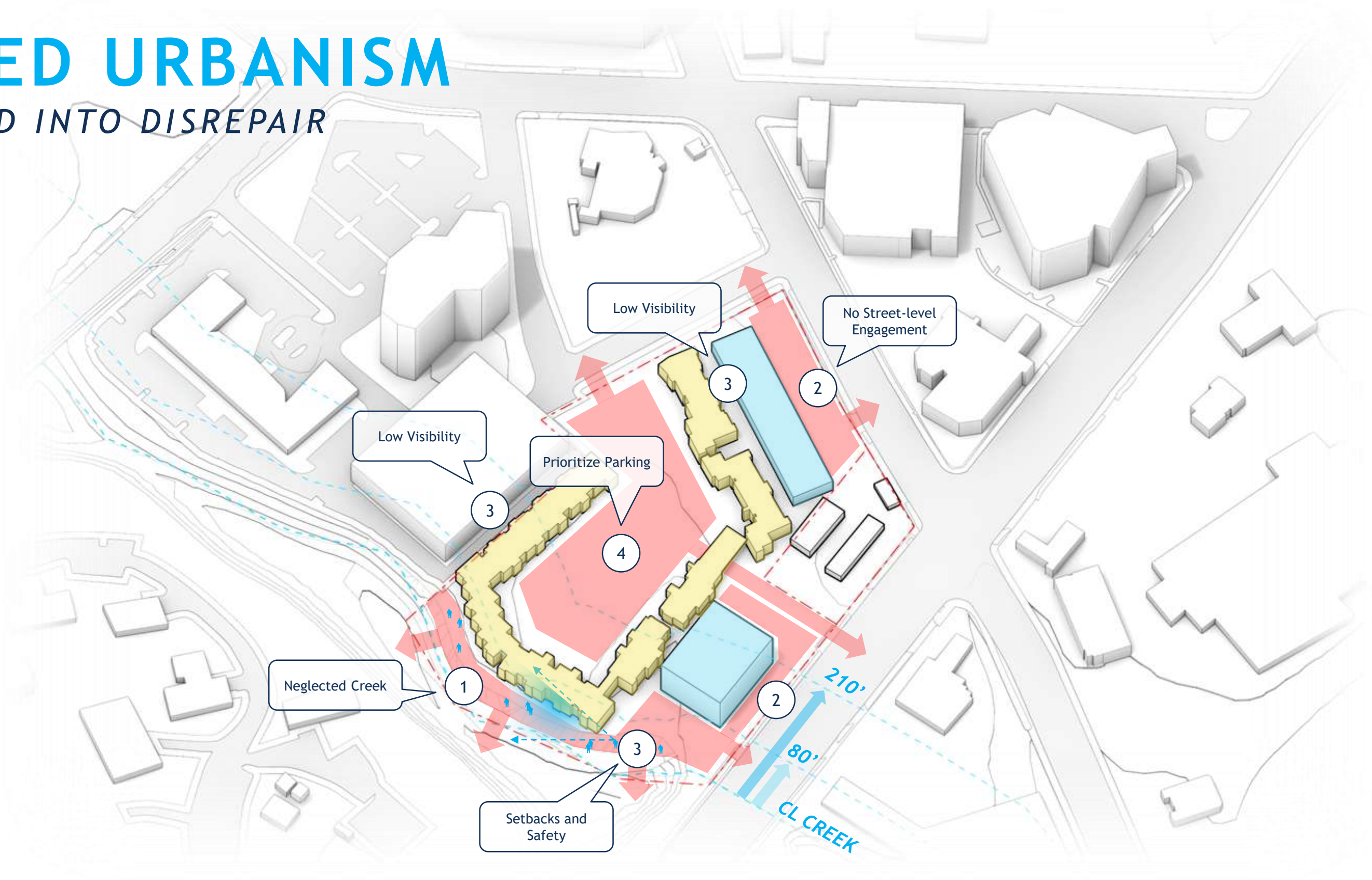
EXISTING CONDITIONS

Observations and Analysis

FAILED URBANISM

DESIGNED INTO DISREPAIR

- OFFICE
- RESI RENTAL
- RESI CONDO
- HOTEL
- RETAIL



NO PERIMETER ENGAGEMENT

SOUTH CONGRESS AND RIVERSIDE DRIVE



- (1) Elevated surface parking on South Congress creates a wall and platform, adding significant distance between the property and the sidewalk.
- (2) Surface parking on Riverside Drive generates additional distance from sidewalk and public access, alienating pedestrians from the building frontage.
- (3) Parking structures on South Congress renders the site uninviting - devoid of clear identity, safety and charm.

PRIORITIZING PARKING

CENTER OF SITE



- (1) An impervious concrete desert of parking displaces people, public activity and nature. There is no 'open' space.
- (2) Surface parking on Riverside Drive generates additional distance from sidewalk and public access, alienating pedestrians from the building frontage.
- (3) Site access from Haywood is delineated through fencing that transitions into surface parking. This lack of identity and the difficulty in lighting the site, renders it unwelcoming.

DISREGARD FOR NATURE AND SAFETY

EAST BOULDIN CREEK



HOW WOULD WE DO IT?

PRINCIPLES OF PLACEMAKING

*Crafting Places for People to Gather
in the Heart of South Congress*

PRIORITIZING PEOPLE

ALIGNING VALUES

We want to create a successful development – a place that present and future generations will take pride in, play, live and work in. To do this, we have to put people first.

“If you see a city with many children and many old people using the city’s public spaces it’s a sign that it’s a good quality place for people.”

- Jan Gehl





STREET WALL
HUMANIZING SCALE

PERMEABLE PERIMETER
CRAFTING CONNECTION

PEDESTRIAN FRIENDLY
PRIORITIZING PEOPLE

MAKING PLACE

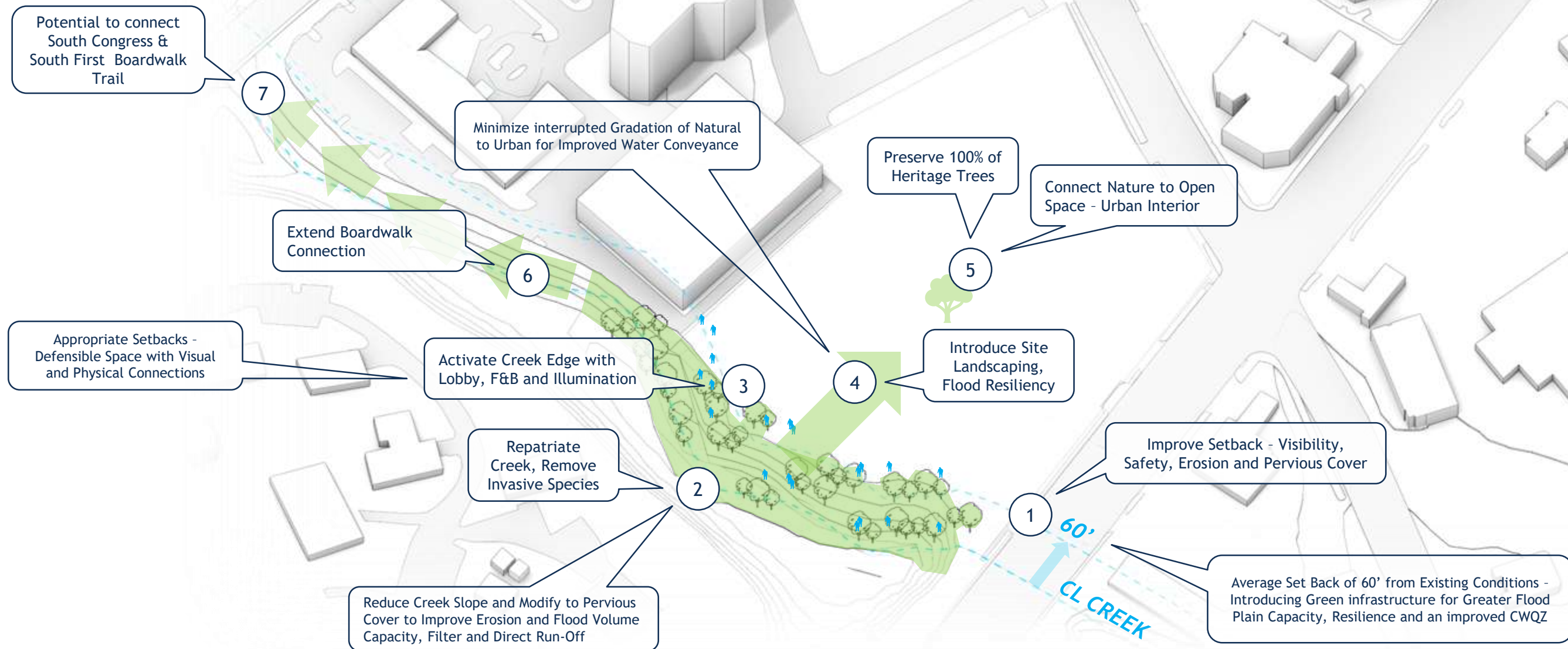
EXCEPTIONAL EXPERIENCES

Development is not just about building buildings. It is just as much about the spaces that surround the structures. What is residual. That is the public realm – mostly at grade, but at times an elevated experience. A sustainable characteristic of any successful experience, is that it curates personal moments within an intimate setting - because it is a fact of life that the greatest interest of people is other people.



NURTURING NATURE

PERVIOUS PROMENADE



SITE PLAN

ILLUSTRATIVE PROGRAM





MASTER PLAN

CONTEXTUAL MASSING



200 FOR SALE CONDO

300 FOR RENT RESIDENTIAL

300 FOR RENT RESIDENTIAL

300,000 GSF - OFFICE

300,000 GSF - OFFICE

150,000 GSF - RETAIL

225 KEY HOTEL

CREEK EDGE

ARTICULATED AXES



PUBLIC SPACE

ENGAGEMENT AT EYE-LEVEL



CONNECTIVITY

CRAFTING CORNERS



HUMAN-CENTRIC

APPROPRIATING SCALE



PERMEABILITY

PUBLIC PASSAGEWAYS



SELECTIVE PRIVACY

RESIDENTIAL EXPERIENCE



SCWF PLAN PRIORITIES

KEY CONSIDERATIONS

- 1 *Utility Infrastructure Requirements*
- 2 *Construction Rules*
- 3 *Affordable Housing*
- 4 *Density Bonus Fee Calibration*
- 5 *Above Grade Parking*
- 6 *Community Benefits (Fees)*
- 7 *Environmental Setbacks*
- 8 *Prescribed Design - Challenges*