



# MCKALLA DISTRICT VISION DOCUMENT

10414 MCKALLA PLACE, AUSTIN, TEXAS

August 3, 2018

WHITFIELD/CHEN DEVELOPMENT TEAM • MCKALLADISTRICT.COM



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# 01 EXECUTIVE SUMMARY

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# MCKALLA DISTRICT » REGENERATION

## The development will include:

- Affordable housing
- Public parkland
- Environmental protection
- Connected internal hike & bike trail
- Artist live-work studios
- Wellness center
- Flexible creative space for the visual & performing arts
- Office spaces
- Local & regional retail
- Mid-sized grocery store

The proposed McKalla District development was specifically designed to bridge the gap between the established North Austin neighborhoods, the newer Domain development, and the future developments designed in accordance with the North Burnet Gateway Plan. The immediate area was traditionally industrial in nature and the adjacent rail line – now the new MetroRail – serves as the catalyst for a pedestrian-centric multi-use development with an emphasis on affordable housing, local artisan spaces, and a wellness center located alongside outdoor areas and educational facilities.

The project will consist of seven midrise buildings and one high-rise, with an estimated project value of \$525,000,000. It will include 843 affordable units: 194 family-friendly, 250 senior, 120 supportive, 120 for-sale, 105 live-work, and 54 artisan studios.

We have already submitted a written offer to purchase the property fee-simple for \$22.5 million or to enter into a lease for an annual rent payment of \$2.5 million plus escalations. We will take responsibility for all site-related infrastructure costs (estimated to be \$25 million), including the establishment of the new MetroRail station.

McKalla District is designed to be accessible to all and to bring people from all ages, incomes, and walks of life coming together to build the best future that we can envision.

# MCKALLA DISTRICT » REGENERATION



## Office Grocery & Retail

The McKalla District is anchored by vibrant outdoor space that brings people together and serves as a gateway to a grocery-anchored office building. Mutual support between neighbors occurs when revenues from high quality office space create resources that support the nonprofit facilities and community services at the McKalla District.

## Nature as a Model

The McKalla District is designed to not only inspire an appreciation and connection to nature but also to show how humans can create positive environmental change.

## Intergenerational Living and Wellness

The McKalla District envisions a thriving community for all ages where community members benefit from living and learning together. An on-site wellness center promotes resident and community health and incorporates the environment for stimulating mind and body.

## Affordable Live-Work Community

In addition to providing on-site affordable housing, the McKalla District aims to address Austin's affordability challenges by creating economic opportunities for community members, including artists and small local business owners.

## Education & Youth Empowerment

The McKalla District seeks to promote education and human development for all Austinites. Through its location in Austin's "Second Downtown", a unique opportunity exists to bring together different communities and broaden opportunities.

## 02 REGENERATIVE DESIGN VISION

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# REGENERATIVE DEVELOPMENT

**Regenerate:**

*To bring new and more vigorous life. Creating greater vitality, viability and capacity for ongoing evolution.*



**Regenerative Development**

Regenerative Development is the process of cultivating the capacity and capability in people, communities, and natural systems to renew, evolve, and thrive. It is not about sustaining what is, or restoring something to what it was. Rather, it is about creating the capacity for ongoing development toward increasing states of health and vitality.

**Living Environments**

Living Environments are settings that are thriving, healthy, and resilient because their ecological, social, and economic systems relate in ways that elevate individual and collective vitality.

# KEY CONCEPTS OF REGENERATIVE DEVELOPMENT



**Working in Wholes, Not Parts:** The world works as systems of nested wholes, not as a bunch of pieces and parts. Through seeing and working with wholes, we come to understand the interconnections and relationships that are essential to effectively engaging people, Districts, and organizations.



**Being of Service:** Being of service is about becoming indispensable to a larger whole – just as your heart is indispensable to you, we seek to become indispensable as professionals in our work, as organizations to our customers and industry, and as communities to our larger geographic region. We are more likely to succeed when we fill a critical need and others see us as necessary for their success.



**Account for Uniqueness:** Every District, organization, or community has its own unique qualities and patterns. Through working to understand and connect to uniqueness, we become increasingly able to activate authentic, inspired change across natural, social, and economic systems. This principle includes the wisdom of being interested in something foreign, unique or different than what we already know. This is how babies learn after all. As adults, we can learn from each other without our preconceptions.



**From Separate to Aligned with Nature:** Humans are embedded in, and dependent upon, natural systems; yet, many of our activities deplete and compromise the very systems that we depend on for survival. By recognizing and appreciating our intimate relationship with natural systems, we have the opportunity to explore and realize how humans can be positive contributors in natural systems. This journey begins with learning from and following nature, and then emulating and enhancing nature's processes.



**From Problems to Potential:** Regenerative Development involves recognizing opportunities that increase vitality and viability at every turn. Instead of focusing on solving problems, we shift our focus to realizing potential. Just like each child has unique potential and characteristics, so does each District, organization, and ecosystem. While problem-solving plays a useful role in certain situations, focusing on potential opens up our projects and endeavors to a whole world of possibility and, more importantly, relevancy.

Courtesy of CLEAR- Center for Living Environments and Regeneration

# 03 KEY COMPONENTS

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# INTERGENERATIONAL LIVING + WELLNESS



The McKalla District envisions a thriving community for all ages where community members benefit from living and learning together. An on-site wellness center promotes resident and community health. All encompassing environment for stimulating mind and body.

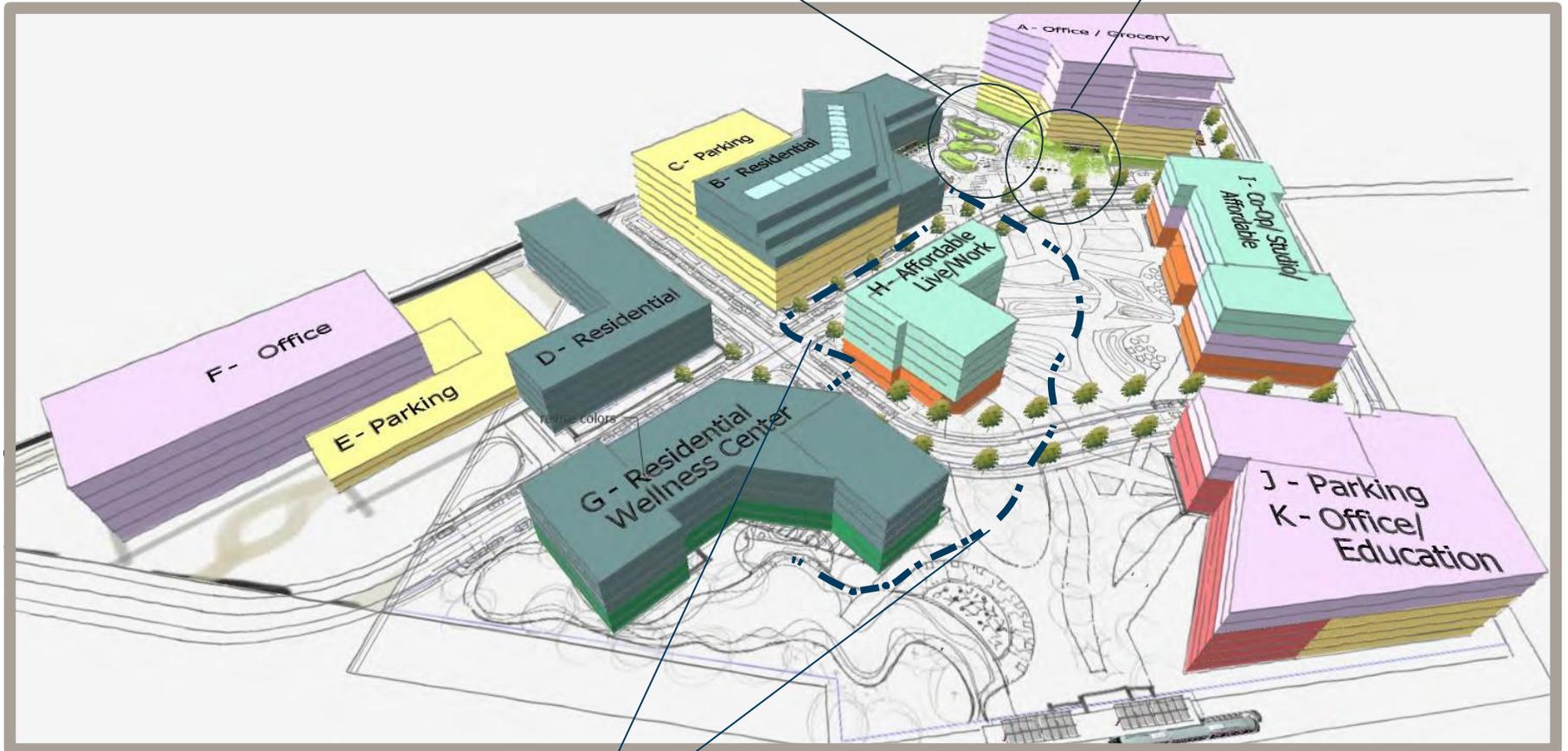
- Community design and amenities support seniors' desire for an active and vibrant lifestyle.
- Facilities and programs foster opportunities for shared support between generations, providing opportunities for intergenerational learning.
- Intergenerational engagement is fostered by time-banking programs where community members can earn and spend time credits for providing childcare, elder care and other support services.
- Nature play center where people of all ages can maintain an active mind and body.
- Indoor/outdoor pool for senior strength training and water therapy, along with indoor and outdoor circuit training.



### 03 Key Components

Residential living - elders keep an eye on the nature-play area from their tranquil terraces.

Young families have elders to watch over their children.



Seniors traverse vibrant areas to reach wellness center.

# AFFORDABLE LIVE- WORK COMMUNITY



In addition to providing on-site affordable housing, the McKalla District aims to address Austin's affordability challenges by creating economic opportunities for community members including artists and small local business owners.

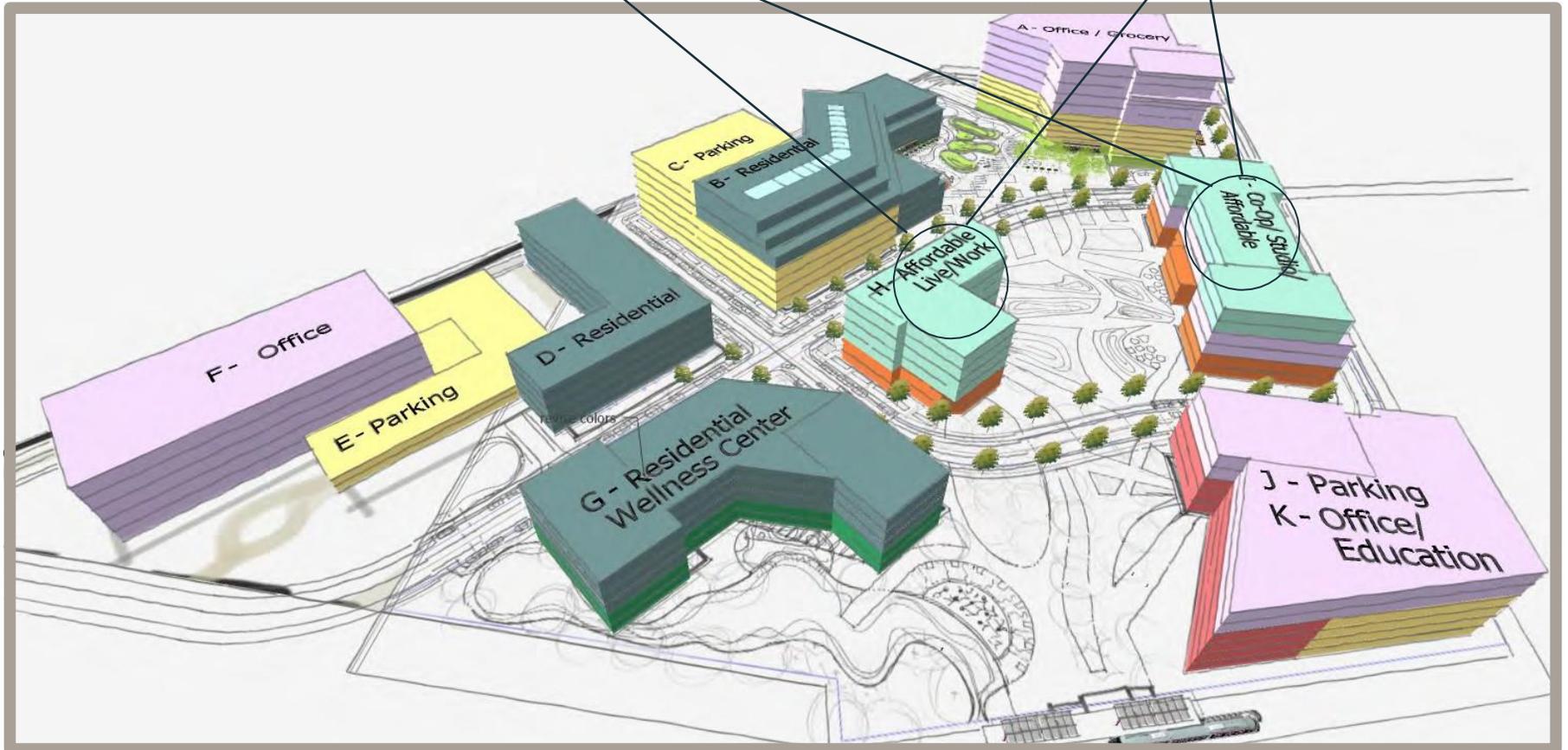
- Retail spaces centered around daily essentials along with artisanal products from local producers.
- Grocery store targeted for everyday needs.
- Support for budding entrepreneurs through educational organizations and startup incubator housed on site.
- Huge maker space for engineering, metals, material experimentation.
- Local craftspersons benefit from affordably priced gallery and live-work spaces to create and market their work.



### 03 Key Components

Affordable studio/arts/maker spaces allow for people to craft and sell

Young families can afford to live and work here and be near their aging parents



# EDUCATION & YOUTH EMPOWERMENT



The McKalla District seeks to promote education and human development for all Austinites. By virtue of being adjacent to the Domain, a unique opportunity exists to bring together different communities and broaden opportunities.

- Space to house entrepreneurship, (STEM) education and career development programs.
- Proximity to major technology companies creates opportunities for partnerships that encourage STEM education and career opportunities.
- Auditorium and conference space to host conferences and events such as local Ted Talks.
- Office space targeted at nonprofits as well as co-working spaces for musicians, artists and entrepreneurs.



### 03 Key Components

Outdoor educational lab with digital kiosks tracking experimentation and study

Intergenerational and multi-disciplinary learning teams



# NATURE AS MODEL



The McKalla District is designed to not only inspire an appreciation and connection to nature but also to show how humans can create positive environmental change.

- 6.4 acres of parkland and green spaces are integrated throughout the site.
- Interactive kiosks transmit real-time rainfall measurements and information about natural events.
- Optimized infrastructure for transportation of people and management of storm water.
- Green spaces and recreational features encourage nature exploration.
- An artistic expression of storm water from cisterns for people to sit in.
- Possibility of incorporating food forests/edible landscapes irrigated through roof captured rain.



### 03 Key Components

Three landscape "rooms" on the site offer a variety of educational and tranquil outdoor experiences

Children immersed in a diverse natural play space



Outdoor creation lab for artists and craftsmen & women for free-thinking idea exchanges

# LIVE, WORK + PLAY



The McKalla District is anchored by vibrant outdoor space that brings people together and serves as a gateway to retail and offices, with grocery on the ground floor. Mutual support between neighbors occurs when revenues from high quality office space create resources that support the nonprofit facilities and community services at the McKalla District.

- Anchored with office space designed for forward-thinking social innovators.
- Music venue, dining, park and playscape create opportunities for Austinites of all ages to interact.

### 03 Key Components

Grocery designed to serve everyone from families to executives and students, and retail amenities walkable from residences



# MCKALLA DISTRICT » BUILDING SUMMARY

- Affordable Housing
- Senior and Family Affordable Housing
- Office spaces
- Grocery (mid-size)
- Educational Space
- Studio/Arts/Maker Space
- Parking
- Wellness

## Building A

McKalla District is anchored by a 10 story building occupied on the ground floor with neighborhood grocery and the upper floors of offices. The full uses and functions are:

- Grocery
- Offices
- Structured dedicated and visitor parking
- Full service cafe
- Social space for entertainment and inter-generational gathering
- Nature play zone

## Building B

The seniors and families building is for affordable residential clients and near market rate clients. Using the successful model of joining seniors with families for shared resources and community values for the enrichment of lives on three generations of community living together. Within this building are the following features:

- Multi-generational living environments
- Adjacencies to vibrant social spaces for interaction between families, children and the whole community
- Easy access to the grocery
- Ground floor patios with outward connecting pathways
- North and east facing terraces on upper floors for later sun protection and parkland viewing

## Building C

Building C is a parking garage that serves seniors and families living in Building B, but also has the capacity to be serving the larger community with visitors and transit riders.

## Building D

Addressing the need for additional affordable housing for families, Building D is positioned to support families with the appropriate services and building needs as a for-sale option. With many families having a car, this building shares spaces in parking garage E to allow for families to park in a secure environment with a direct connection to the residential building.



## 03 Key Components

### Building E

Building E is a parking garage that serves the office Building D, but also has the capacity to be serving as a park and ride for transit riders.

### Building F

With this building it is anticipated that related industries may be interested in joining the McKalla District community by relocating there. Included in the building are:

- Multiple floors of office space
- Associated dedicated parking
- Capital Metro Red Line park and ride spaces

### Building G

A key component to the overall concept is wellness and healthy life skills. Building G is a center that brings together mental and physical wellbeing.

- Senior residences (In addition to Building B) so that seniors choosing to, or needing to be closer to these services (Enhanced disability services).
- Centering whole body work and therapy including yoga and related activities and meditation.
- Healthy nutrition prep kitchen and cafe serving fresh salads of greens and fruit. This cafe is sourcing food from an on-site pantry allowing clients of less means to use coupons for menu offerings. Cafe staff with chef and wait staff and food prepped in a warming kitchen.
- The building situated with an urban context in front and passive parkland spaces on the southside for meditative, quiet spaces.

### Building H

At the heart of the creative campus is Live-Work studio space where visual artists can live and create. The front of these units feature ground floor access to the street for the purpose of small individual gallery space which can feature the works of that artist. The building also has a larger cooperative gallery that will feature shows in a collaborative program that may also include other elements of the creative campus.

- Affordable Live-Work space for artists
- Craftsman spaces for individual makers of products uniquely Austin
- Efficient living space with ample studios for visual artists
- Cooperative gallery space with programming of events
- Retail street frontage for each unit at ground floor
- Building joined as part of the creative campus sharing parkland space with other creative initiatives and works

### Building I

Performance arts are in critical need in Austin and this building is dedicated to supplying space for these creative activities. Dance, theatre, and music work in a cooperative setting allowing for the creative processes to flourish. The adjacent parkland is also an extension of these spaces with small gathering places to sit outside for impromptu performances, organized festivals, or discussions.

- Studio spaces for performance arts and music
- Full audio setup for music writing and sound design
- Dance and theatre space
- Parking under the building and on the adjoining street

### Building J

Building J is a parking garage that serves the workforce training and supportive housing building, but also has the capacity to be serving as a park and ride for transit riders.

### Building K

The building adjacent to the Red Line train supports a blend of uses containing training environments for individuals and groups coupled with supportive housing. These facilities will provide training for adults and youth for employment, entrepreneurial endeavors, and skills sets useful in the workplace. This portion of the site is dedicated to bringing to life the eagerness to be a strong contributor to society through good work and creative activities.

There is a strong need for supportive housing in Austin and this building also seeks to provide space for this community group to live and thrive. Here, there are opportunities to enrich their lives through multiple engagement processes in training, education, food and health and provide a living environment where residents that need assistance can live again in peace and safety.

- Computer labs with training and full suite of hardware and software
- Assistance with employment preparations and processes
- Adjacent access to the Capital Metro rail stop
- Educational kiosks in the plaza to engage young people with topics of interest with either information about the project concepts or other engagement tools
- Youth training and ideological spaces for stimulating curiosity and learning
- Supportive living environment
- Services and supporting programming for residents
- Easy access to all features of the site programming to assist lifting residents to a higher level of mental and physical health and life skills
- Training rooms and offices centered on workforce training

# THE PUBLIC REALM

The McKalla District master plan establishes a special place that embodies the spirit of Austin. We are not “Off the shelf” and we are not “Anywhere USA”. We are unique, expressive, powerful, creative, urban sexy, smart, families, natural, neighbors, techies, hippies, and entrepreneurs -- diverse, yet determined to keep that Austin spirit.

We are Austin and we are proposing a community that can guide the next evolution in thinking for Austin moving forward.

The site is designed to promote an enjoyable outdoor experience through the inclusion of interesting outdoor places to traverse or spend time in. A variety of outdoor spaces create a vibrant environment for enjoying a musical performance, savoring a healthy lunch or playing with kids in a naturally inspired place. A dense tree canopy runs throughout the site and shades pedestrians moving between buildings. Other green spaces take on water quality functions with the goal of filtering all water that comes onto the site to a higher degree.



## 03 Key Components

### Arrival Plaza

Upon arrival at the MetroRail station, a visitor will experience several landscapes of different character as they walk toward the main café at the grocery. Each of these “rooms” serves as outdoor places related to the buildings that front them. The site is intended to be a pedestrian-centric place so that the streets that cross the rooms are designed to have low curbs and raised crosswalks. Pavement patterns call out these areas in styles and materials that suggest a pedestrian priority.



- A** Education, Reflection, Refreshment
- B** Walkable Urban Environment with Juice Bar
- C** Central Plaza
- D** Pedestrian Centric Corridor
- E** West Plaza

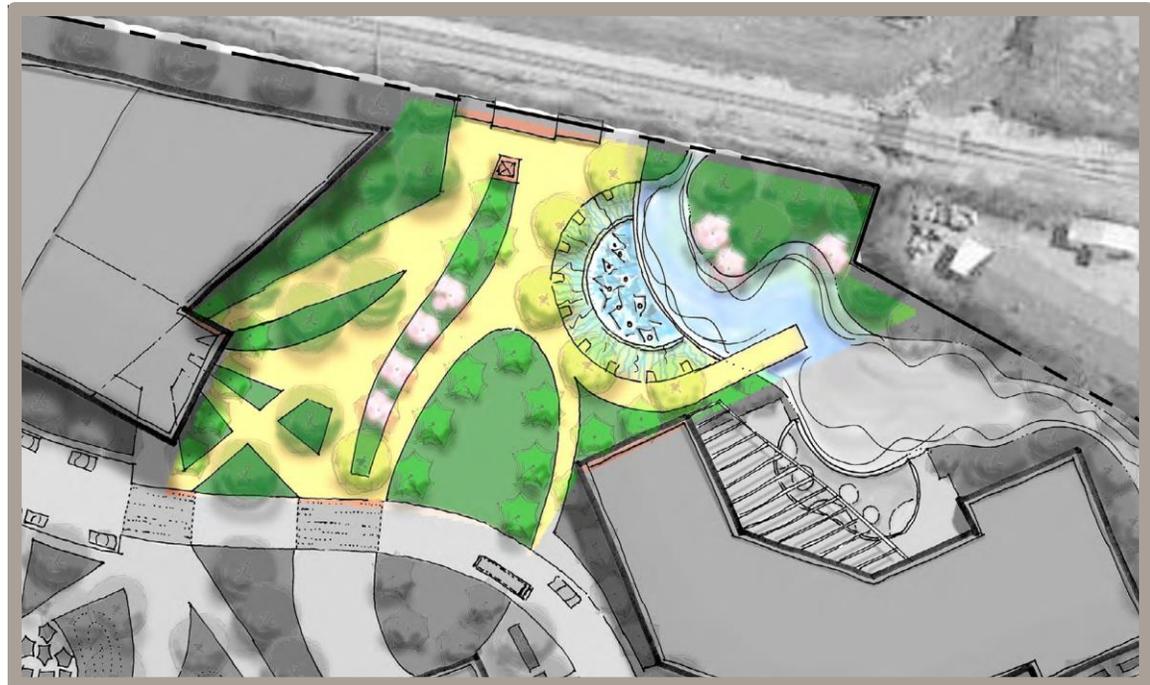
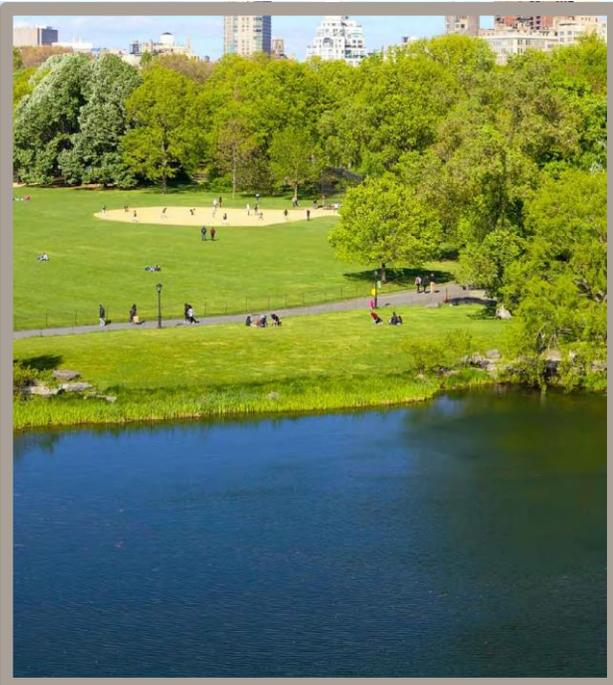


# AREA A



## A Education, Reflection, Refreshment

Workforce training and wellness facilities are situated on the east end of the site. There, a broad plaza welcomes visitors who arrive by rail as the space opens up with a large water feature on the south side. More than an aesthetic component, the feature treats storm water from the site and is the last in a series of treatments designed on the site. A structured plaza edge allows people to engage with the flowing water. This feature is coupled with the storm water pond filled with lush landscape but the waters are not co-mingled.

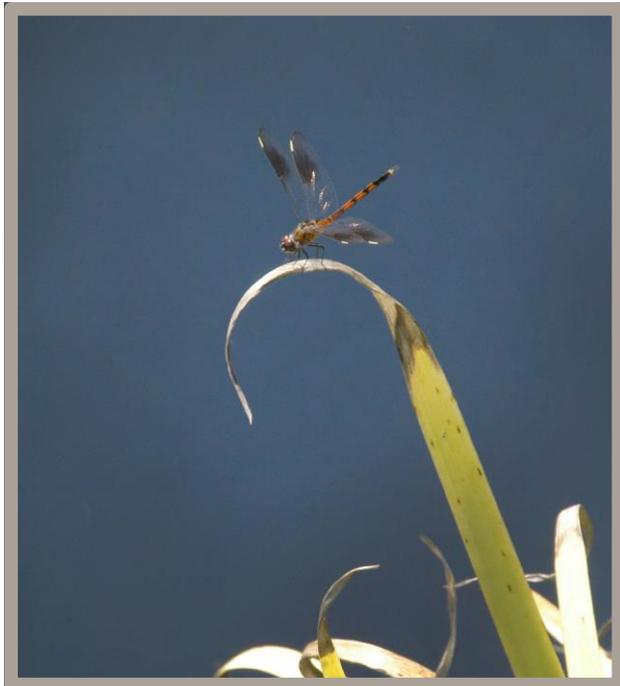


# AREA B



## **B** Walkable Urban Environment with Juice Bar

Throughout the campus there are pockets of more formal seating areas comfortably situated under the cover of shade structures where residents, patrons, and the public alike can find shade from the sun and a place to rest and enjoy refreshments or snacks. One such place is in the wellness center where the building is also home to an affordable food pantry that supplies a special slate of fresh produce and other healthy food options that are served to the clients in an adjacent outdoor café.

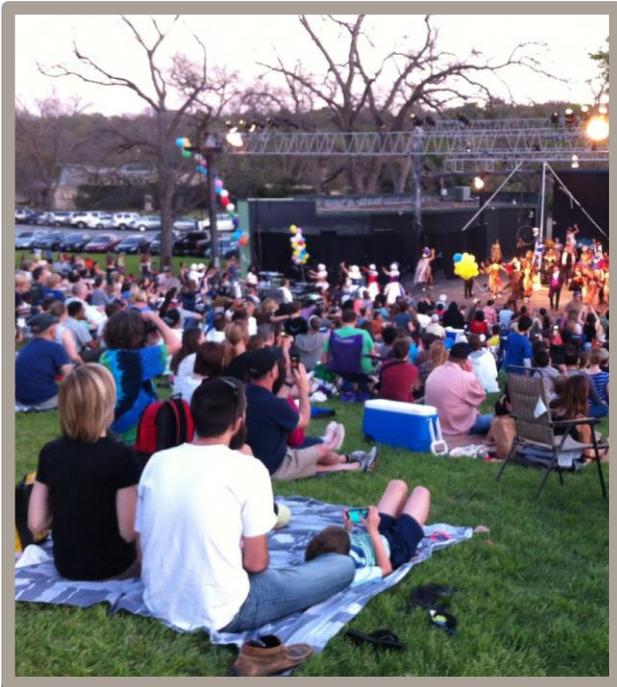


# AREA C



## C Central Plaza

The central plaza is bounded on the north and south by activities of creativity. These are the buildings that will house dance, music, performance and visual arts as a cooperative campus. Spaces in this plaza are to serve these activities by providing a variety of outdoor seating places to enjoy impromptu performance and other activities so extend the creative space into the landscape under the shade of trees. The scale of this area is large enough to have small festivals of arts, dance, music, food and more.



# AREA E



## E West Plaza

Anchoring the west end of the project is the central social place where food, music, arts, people watching, games, and play are all intertwined. The West Plaza is situated between the grocery café containing a cluster of umbrellas and seating, children's nature play park, and affordable senior and family residences.

The design of the play area incorporates the principles of intelligent natural play, which seek to stimulate the cognitive and innate abilities of children such as music, spatial thinking, problem-solving, and sensory experience. All of the elements are natural such as tree logs and grassy hills, and dense forest experience, so that kids are in touch with natural systems combating what is now recognized as "Nature Deficit Disorder".



## 04 STRENGTHS OF THIS LOCATION

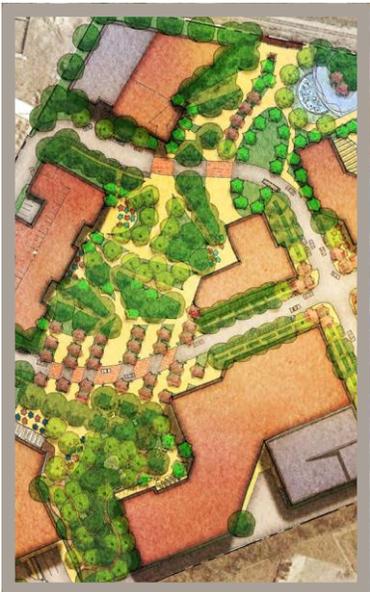
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# CONSISTENT WITH ADOPTED STRATEGIC & MASTER PLANS

As reflected in the North Burnet-Gateway Neighborhood Plan's survey of area residents and business owners, *"In general, it was felt that the North Burnet-Gateway area could be transformed into a unique destination in the Austin area – a vibrant, pedestrian-friendly, mixed-use district served by transit."* McKalla District would promote these goals by providing significant parkland and open space, and it would be consistent with the Future Land Use Map that calls for "high density mixed use" development of the site. The project would also be consistent with the 2035 Conceptual Master Plan calls for McKalla Place to have a mix of buildings, parkland, and open space.

### Addressing the Future of the Surrounding Area

A key vision of the Neighborhood Plan is "to enhance the area's character by encouraging redevelopment that reflects a vibrant, urban, mixed-use neighborhood." This is important since, "the 2035 North Burnet/Gateway Master Plan anticipates the area could accommodate the development of approximately 40,000 residential dwelling units, 12 to 13 million square feet of office and commercial space, and 4 to 5 million square feet of retail space." Moreover, "Another key ingredient in changing the nature of the North Burnet/Gateway area is to add a significant number of residents. People living in the area will have the most profound effect on its ultimate desirability. This will be an absolute necessity to making the area a successful Transit-Oriented Development (TOD)."



### McKalla District would be consistent with many of the Neighborhood's key elements, including:

- *"Bringing a significant number of new residents into the area to begin to accommodate some of the Central Texas Region's expected population growth over the next 30 years."*
- *"Encouraging multi-story, mixed use buildings whose primary orientation would be toward new multi-functional streets, and away from the highways and access roads."*
- *"Capitalizing on the location and market position of the area by introducing residential uses."*
- *"Redeveloping City of Austin parcels to serve as catalyst sites for Transit-Oriented Development."*
- *"Expanding street networks to improve the mobility and access within the study area, as well as enhanced connections to surrounding areas."*

## 04 Strengths of this Location

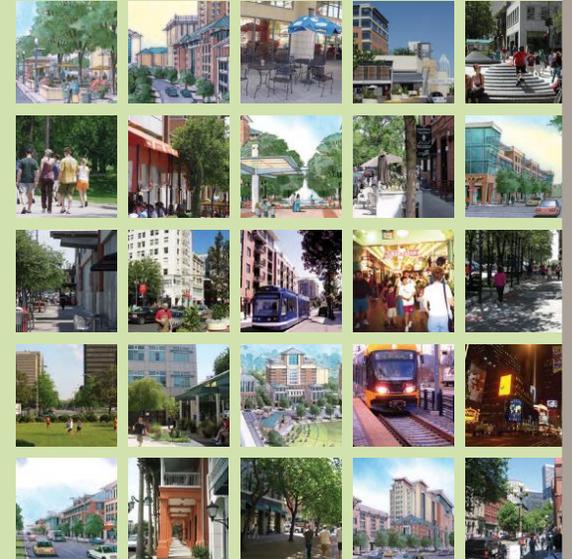
### EXCERPT FROM NORTH BURNET GATEWAY PLAN:

- *“Encourage high quality design, connectivity, and a mix of uses to begin accommodating Central Austin.*
- *Texas Region’s expected population growth over the next 30 years.*
- *Introduce dense housing types such as townhouses and condos to accommodate more residents with less land.*
- *Integrate housing above commercial to create transitions into surrounding neighborhoods.*
- *Expand the existing street network to improve mobility and access within North Burnet/Gateway while providing enhanced connections to surrounding neighborhoods.*
- *Redevelop City of Austin parcels to serve as catalysts for Transit-Oriented Development.*
- *Encourage multi-story mixed use buildings oriented toward new multi-functional streets rather than highways and access roads.*
- *Provide direct pedestrian links to rail stations and other transit uses in the district.*
- *Encourage active and livable places that serve our daily needs and provide people with a sense of belonging and ownership within their community.”*

# NORTH BURNET GATEWAY



2035 MASTER PLAN DOCUMENT



City of Austin  
Neighborhood Planning  
And Zoning Department

November 1, 2007

### EXCERPT FROM CITY OF AUSTIN STRATEGIC DIRECTION:



#### CITY OF AUSTIN STRATEGIC DIRECTION

#### OUR VISION (from [Imagine Austin](#)):

*Austin is a beacon of sustainability, social equity, and economic opportunity; where diversity and creativity are celebrated; where community needs and values are recognized; where leadership comes from its community members, and where the necessities of life are affordable and accessible to all.*

In working toward this long-term vision and our aspiration of being one of the most unique, thriving, livable cities in the country, this City Council has chosen to pursue the following strategic outcomes at this time:

#### OUR STRATEGIC OUTCOMES

Together we strive to create a complete community where every Austinite has choices at every stage of life that allow us to experience and contribute to all of the following outcomes:

- 1 **Economic Opportunity & Affordability:** Having economic opportunities and resources that enable us to thrive in our community.
  - **Mobility:** Getting us where we want to go, when we want to get there, safely and cost-effectively.
  - **Safety:** Being safe in our home, at work, and in our community.
- 2 **Health & Environment:** Enjoying a sustainable environment and a healthy life, physically and mentally.
- 3 **Culture and Lifelong Learning:** Being enriched by Austin's unique civic, cultural, ethnic, and learning opportunities.
  - **Government That Works for All:** Believing that city government works effectively and collaboratively for all of us—that it is equitable, ethical and innovative.

STRATEGIC DIRECTION 2023 – 1

## Economic Opportunity & Affordability

1

- How might we maintain a resilient economy, e.g. supporting small businesses and skilled workforce, that provides equitable opportunities for people and business?
- How might we ensure Austin's land use policies, processes and programs help create more complete communities (i.e. communities where people's basic needs can be met with short trips) in our city?
- As cost of living rises, how might we increase equitably distributed options for household affordability in all parts of town?

## Strategies

- Programs that support entrepreneurship and designated small, minority-owned, women-owned, and disadvantaged businesses and optimize for participant success (e.g. business expansion, revenue, profitability).
- Implement "highest potential impact" actions identified in Austin's Strategic Housing Blueprint.
- Support a resilient business environment that supports a climate of innovation, entrepreneurship, and investment and reflects our community values

### 2

## Health & Environment

- How might we proactively create conditions that result in optimal physical, mental, and behavioral health, and ensure access to health services are available to all Austinites?
- How might we ensure race, ethnicity, gender, age, sexual orientation, education, geographic location, and income level do not predetermine whether individuals are able to achieve better health?
- How might we create equitable access to parks, trails, open space, and recreational opportunities?
- How might we achieve success on ambitious sustainability goals, preserving the quality of the environment and availability of natural resources as we adapt to a changing climate?

### Strategies

- Improve community health, social cohesion and connections, and resilience through programs and amenities that strengthen families, foster an increased sense of community, and enhance support networks.
- Leverage innovative financing models and partnerships to support, maintain, and expand parks, open spaces, recreational facilities, and our urban trail network.
- Integrate nature into the city by developing and implementing a green infrastructure plan, as envisioned by Imagine Austin, that creates a network of natural lands and other open spaces while dispersing environmental risks to people and property equitably across the city.

### 3

## Culture & Lifelong Learning

- How might we ensure Austin is equitably and effectively supporting lifelong learning?
- How might we ensure the creative ecosystem has equitable access to capacity building and revenue development resources and capital?
- How might we increase the supply of affordable public and private spaces (e.g., housing, work, studio, performance ) for our creative ecosystem to survive?

### Strategies

- Leverage City-owned assets (buildings and land) to increase the amount of affordable creative space that is available to working artists, and incentivize the equitable and inclusive development, redevelopment, and use of other publicly and privately owned assets for creative space.
- Assist artists and creatives in all disciplines in developing a road map to secure capital, patronage, and build capacity to ensure their long-term prosperity.

## 04 Strengths of this Location

EXCERPT FROM IMAGINE AUSTIN:

Each level of our complete communities... will be livable, safe, and affordable; promote physical activity, community engagement, and inclusion; ensure that amenities and services are easily accessible to all; and contribute to Austin's unique community spirit.

### WE WILL BECOME A CITY OF COMPLETE COMMUNITIES

To successfully realize *Imagine Austin*, all of our residents must benefit from its outcomes. To help fulfill the vision statement, the comprehensive plan points us toward becoming a city of complete communities throughout Austin. Such communities are defined by amenities, transportation, services, and opportunities that fulfill all Austinites' material, social, and economic needs. They achieve these outcomes while protecting our important environmental resources and preserving our identity, culture, and sense of place. A complete community provides access to employment, shopping, learning, open space, recreation, and other amenities and services. Establishing complete communities will require monitoring different services at different scales. Some needs, like parks and healthy food, should be within or near every neighborhood. Others, like hospitals, will draw from many neighborhoods.

These communities will be for Austinites of all ages. They will provide environments that support children at every stage of their development, young adults beginning their professional lives and families, and seniors aging gracefully in the neighborhoods where they raised their families. These places will be safe and affordable; promote physical activity, community engagement, and inclusion; make amenities and services easily accessible to everybody; and contribute to Austin's unique community spirit.



#### LIVABLE



- 3 Healthy & Safe Communities
- 3 Housing Diversity and Affordability
- 3 Access to Community Amenities
- 3 Quality Design/Distinctive Character
- 3 Preservation of Crucial Resources

#### MOBILE AND INTERCONNECTED



- 3 Range of Transportation options
- 3 Multimodal Connectivity
- 3 Accessible Community Centers

#### VALUES AND RESPECTS PEOPLE



- 3 Access to Community Services
- 3 Employment, Food, and Housing options
- 3 Community/Civic Engagement
- 3 Responsive/Accountable government

#### PROSPEROUS



- 3 Diverse Business opportunities
- 3 Technological Innovation
- 3 Education/Skills Development

#### EDUCATED



- 3 Learning opportunities for All Ages
- 3 Community Partnerships with Schools
- 3 Relationships with Higher Learning

#### CREATIVE



- 3 Vibrant Cultural Events/Programs
- 3 Support for Arts/Cultural Activities

#### NATURAL AND SUSTAINABLE



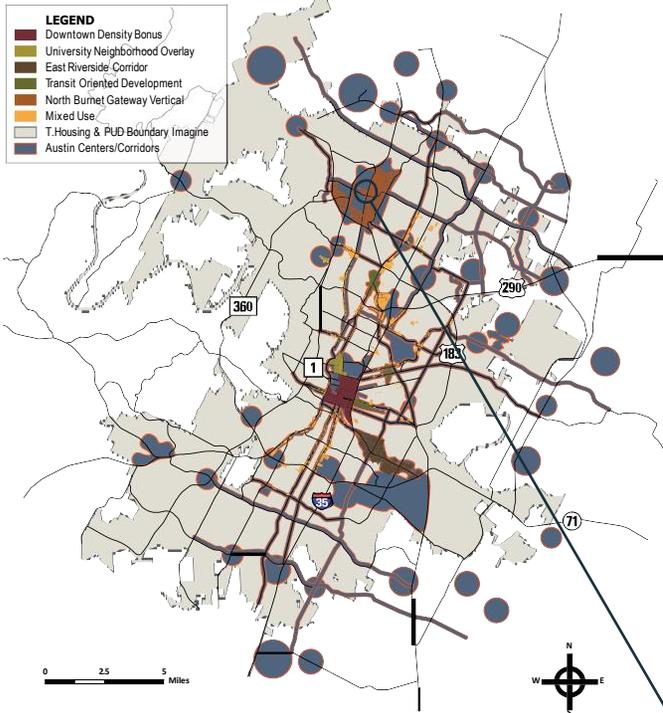
- 3 Sustainable, Compact, and Walkable Development
- 3 Resource Conservation/Efficiency
- 3 Extensive green Infrastructure

# 04 Strengths of this Location

## EXCERPT FROM AUSTIN STRATEGIC HOUSING BLUEPRINT:

### MAP OF EXISTING DENSITY BONUS PROGRAMS WITH IMAGINE AUSTIN ACTIVITY CENTERS AND CORRIDORS

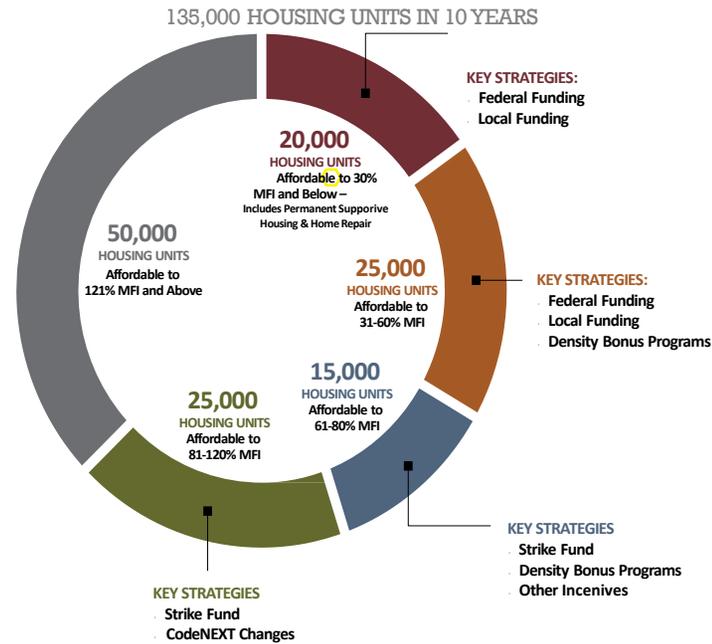
FIGURE 10.



# AUSTIN STRATEGIC HOUSING BLUEPRINT



## AUSTIN COMMUNITY 10-YEAR AFFORDABLE HOUSING GOALS



- At least 75% of new housing units should be within 1/2 mile of Imagine Austin Centers and Corridors (see the Figure 10 map showing Imagine Austin Centers and Corridors)
- Preserve 10,000 affordable housing units over 10 years
- Produce 100 Permanent Supportive Housing (PSH) units each year, with half of those units (50) being Housing First
- At least 25% of new income-restricted affordable housing should be in high opportunity areas.

# TRANSPORTATION

## Analysis

The uses proposed will have varying impact on the existing conditions and levels of service of the surrounding arterials. In order to address future traffic impacts, a preliminary Traffic Impact Analysis has been performed taking in account the following considerations:

- How many trips are predicted based on trip generation models and handbook?
- How will the capacity of the existing facilities will be affected?
- What methods are available to best facilitate bicycle & pedestrian mobility, while safely accommodating future needs, as well as improving the existing conditions in the areas of heavy bike and pedestrian concentration, in particular around the new Rail Station and Arrival Park?

With access to Metro Rail and the addition of new pedestrian and bicycle infrastructure, we expect the development to generate approximately 2,100 vehicle trips per day. Prior to seeking any agreement with the City, we would perform and provide to the City a detailed traffic, pedestrian, and noise analysis that fully assesses the impact on all forms of mobility and levels of service and includes recommended improvements and suggested best practices.



## 04 Strengths of this Location

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### Solutions

#### MULTIMODAL

The McKalla District plan has taken into consideration multiple transportation modes for coming and going from the site. Utilizing the variety of area transportation modes, the master plan takes advantage of all modes to make this an ideal location for residents to be less dependent on cars.

#### BUS

The site is well-situated for residential uses, office uses, and retail, as there are several bus stops along the surrounding road network. Additionally, a part of the proposed development will include the new roadway that traverses the middle of the tract, which roadway will be dedicated to the public as a public street. The developer will work with Capital Metro to provide at least one bus stop along this new roadway to serve the residents and other users of the Property.

#### RAIL

Key of importance to the site is the Capital Metro Red Line stop that allows access to the site and connect people to the site from areas all around the City. Hearing the concerns and priorities of the Council Members and the community, we agree to provide the land for and contribute \$13,000,000.00 toward the construction of the new rail station. Our development plan also calls for this station to be state of the art and include community amenities such as bike lockers to address "last mile" travel and encourage use.

#### CARS

We are still heavily car dependent in Austin and space has been allocated to permit car movement through the site and park both in structured parking and along certain streets. By providing for cars, we have also provided a new through street that connects Braker Lane with McKalla Place in compliance with the provisions of the North-Burnet Gateway Plan which call for the establishment of a new street grid and new connectivity. Our proposed development will include parking structures to sufficiently accommodate the residents and all visitors to the site but will also be organized with a shared parking strategy in order to maximize the site for all modes. Our preliminary assessment shows that controlled intersections to W Braker Ln and Burnet Road with traffic lights, yield signs or stop signs may be warranted. If so, we agree to construct these improvements as part of the development at our expense.

#### PEDESTRIAN

Even though the streets cross the site, the design of these crossings gives priority to residents and visitors moving through the parkland and street intersections. Crossings in the site have broad raised sections of special pavers. The curb line in these areas are 4 inches high instead of 6 inches, coupled with paving graphics, to visually indicate to cars that cars yield across the full length of these pavement sections. The site amenities will also be attractive to all the local residents in neighboring communities. Having a great walkable site with lots of shade trees and park space will be attractive to a broad cross section of people.

# COMMUNITY ENGAGEMENT

The McKalla District concept is based in inclusivity. All voices need to be heard! Our team understands that the processes of refining concepts, design, and programming for development require an intense and dynamic approach to public engagement that can reach all parts of the community. This is most important with the surrounding neighborhoods and businesses but it is also critical for the broad multi-cultural and socio-economic populations in Austin.

Given the location of the tract and the fact that it is City-owned, community participation and buy-in are imperative and will be key in any use or development of the site. As such, we will follow a community engagement plan that will establish ongoing, permanent relationships between the community, the City, and the developers to ensure that the community's desire is realized not only in the actual development of the site but also in the long-term use of the site. Our team is experienced in community and public engagement processes and knows the importance of working with all members of the community toward a collective vision.

Our team will include a community engagement coordinator who will oversee ten community engagement ambassadors. The role of each ambassador is to serve as a resource to a particular City Council district. We will work to select ambassadors who have knowledge of real estate development and planning, who know their communities well, who have the ability to be approachable and accessible to their communities, and who have a great ability to listen and then convey information to and from our team, the City, and stakeholders.



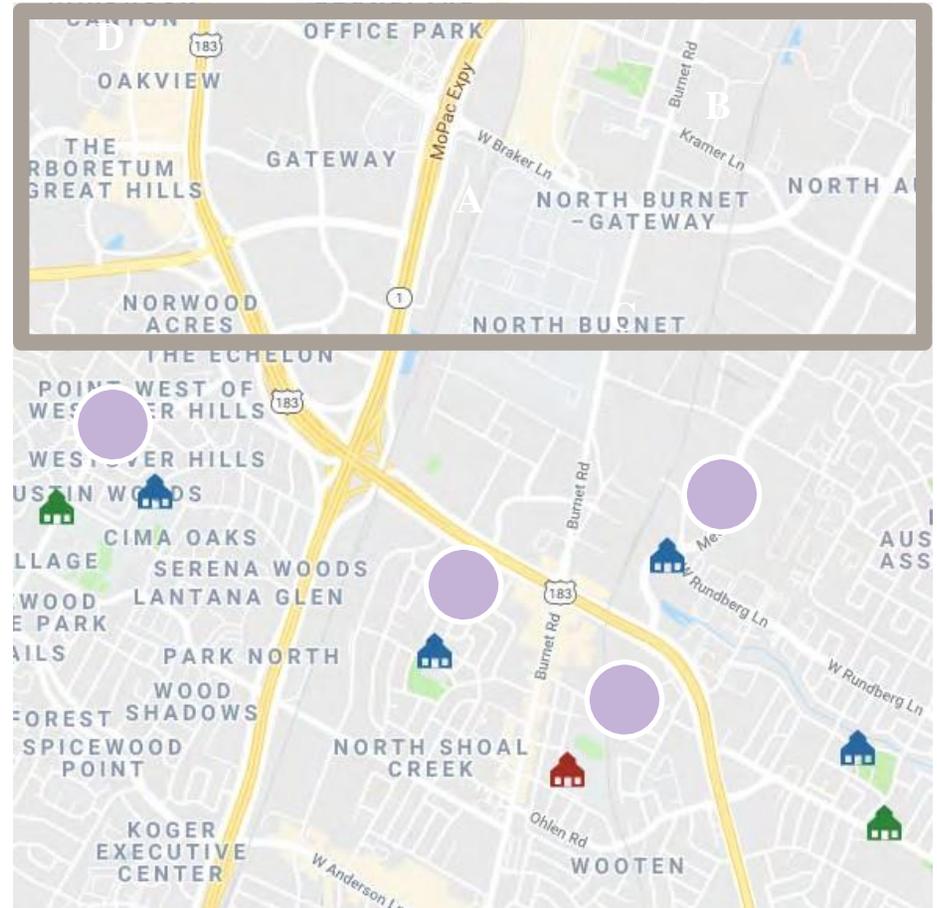
We commit to hosting at least twenty community meetings and to offering at least ½ of those in Spanish so that Austinites can opt to attend whichever meetings best suit them. All meetings will be translated into sign language for the hearing-impaired and all materials will be converted to audio for the visually-impaired.

Although the stakeholders surrounding the McKalla tract are most closely impacted, we realize that the use of City-owned assets necessarily impacts the entire community. So, our community meetings will be held in areas throughout the City. Each of the ten meetings will include not only an opportunity to provide information but also the opportunity for meaningful dialogue about the information and the proposed development.

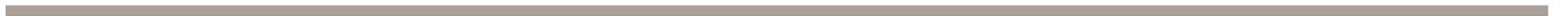
# SCHOOLS

The site is ideally situated in very close proximity to numerous AISD schools including Pillow and Padron Elementary, Burnet Middle School, and Anderson High school. This is paramount to serving the residents of McKalla District with school age children and minimizing transportation and drive times.

- A** PILLOW ELEMENTARY  
74.4% ECONOMICALLY DISADVANTAGED
- B** PADRON ELEMENTARY  
94.6% ECONOMICALLY DISADVANTAGED
- C** BURNET MIDDLE SCHOOL  
90.3% ECONOMICALLY DISADVANTAGED
- D** ANDERSON HIGH SCHOOL  
22.2% ECONOMICALLY DISADVANTAGED



# 05 FINANCIAL SUMMARY



# FINANCIAL SUMMARY

We envision The McKalla District to include eight buildings with an estimated total project cost of \$525,000,000 dollars. This includes 843 affordable housing units, including 194 family-friendly units, 250 senior units, 120 supportive units, 120 “for sale” affordable units, 105 live-work units, and 54 artist units. There will be 2,928 structured parking spaces, of which 229 are allocated for park and ride use, as well as approximately 108 street-level parking spaces. The residents will be in close proximity to a wellness center, educational and workforce training spaces, local artist studio and live-work retail spaces, and a 50,000 square-foot (mid-sized) grocery store on the ground level of a 250,000 square-foot, 10-story office tower. An additional 5-story office tower on the south portion of the site will encompass 168,000 square feet.

The site will be acquired at Fair Market Value with 100% of funding coming from the private sector, not from the tax payers of the City. In fact, we have already submitted to the City of Austin an offer to purchase at \$22.5 million, or to lease the property at annual revenue to the city of \$2.5 million. The Low-Income Housing Tax Credit will be used to develop the affordable housing units independent of any City tax funds whatsoever.

At minimum of 25% of the affordable housing units will be reserved for individuals or families whose income is less than 50% of Austin’s median family income. At least 50% of the affordable housing units will be reserved for individuals or families whose income is less than 60% of Austin’s median family income. The remaining 25% of the affordable housing units will be reserved for individuals or families whose income is less than 80% of Austin’s median family income.

Our offer includes the developer paying for approximately \$25 million of area-wide infrastructure upgrades including water, wastewater, water quality, roadways, sidewalks, streetscape, transit facilities, and a new MetroRail Station on the site.

Given an estimated \$525,000,000 value for the McKalla District, the project would further infuse the local municipalities and taxing jurisdictions with approximately \$11,000,000 annually to fund local Fire, EMS, Austin Community College, Austin Independent School District, Travis County, Central Health, and additional Affordable Housing in the future.



# 05 Financial Summary

## Development Matrix

|                    | SF               | Code Pk Req | PK Provided or assumed | Affordable | Com SF         | PK Need |
|--------------------|------------------|-------------|------------------------|------------|----------------|---------|
| Bldg A Office      | 300,000          | 1,091       |                        | 0          | 300,000        |         |
| Bldg A Pks         |                  |             | 1030                   |            |                |         |
| Bldg B Residential | 230,000          |             |                        | 194        | -              | 194     |
| Bldg C Pks         |                  |             | 618                    | 0          | -              |         |
| Bldg D Residential | 124,800          |             |                        | 120        | -              | 140     |
| Bldg E Pks         |                  |             | 620                    | 0          |                |         |
| Bldg F Office      | 168,000          |             |                        | 0          | 168,000        | 560     |
| Bldg G Seniors     | 206,400          |             |                        | 250        | -              | 374     |
| Bldg H L/W         | 109,800          |             |                        | 105        |                | 194     |
| Bldg I Mix         | 276,000          |             |                        | 54         | 182,400        | 712     |
| Bldg J Pks         |                  |             | 660                    | 0          | -              |         |
| Bldg K Education   | 173,200          | 577         | 1:300                  | 120        | -              | -       |
| Street PKs         |                  |             | 108                    |            |                |         |
| <b>Total</b>       | <b>1,588,200</b> |             | <b>3036</b>            | <b>843</b> | <b>650,400</b> |         |
| Req Parks          |                  |             |                        | 593        | 2,168          | 2174    |

TOTAL PSF \$ 289.14 **63,094,050** **459,220,000**

Land Cost \$ 22,500,000  
 On Site / Off Site Cost per Staff Report, includes rail station \$ 29,949,000  
 Environmental and general Site Prep \$ 10,000,000  
 Soft Costs/Permits/Impact Fee's \$ 2,800,000

**65,249,000**

TOTAL PROJECT: TOTAL PSF \$ 330.23 **63,094,050** **524,469,000**  
 INCOME COST  
 12.03%

## Property Tax Comparison

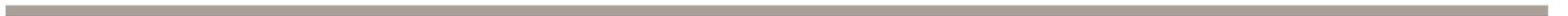
**Stadium Project Value: \$229,500,000**

| Tax Beneficiary | Tax Rate           | 1 Year             | 25 Years             | 50 Years             |
|-----------------|--------------------|--------------------|----------------------|----------------------|
| City of Austin  | \$0.4448000        | \$1,020,816        | \$25,520,400         | \$51,040,800         |
| Travis County   | \$0.3690000        | \$846,855          | \$21,171,375         | \$42,342,750         |
| Central Heath   | \$0.1073850        | \$246,449          | \$6,161,214          | \$12,322,429         |
| Austin ISD      | \$1.1920000        | \$2,735,640        | \$68,391,000         | \$136,782,000        |
| ACC             | \$0.1008000        | \$231,336          | \$5,783,400          | \$11,566,800         |
| <b>Total</b>    | <b>\$2.2139850</b> | <b>\$5,081,096</b> | <b>\$127,027,389</b> | <b>\$254,054,779</b> |

**Mixed Use Project Value: \$525,000,000**

| Tax Beneficiary | Tax Rate           | 1 Year              | 25 Years             | 50 Years             |
|-----------------|--------------------|---------------------|----------------------|----------------------|
| City of Austin  | \$0.4448000        | \$2,335,200         | \$58,380,000         | \$116,760,000        |
| Travis County   | \$0.3690000        | \$1,937,250         | \$48,431,250         | \$96,862,500         |
| Central Heath   | \$0.1073850        | \$563,771           | \$14,094,281         | \$28,188,563         |
| Austin ISD      | \$1.1920000        | \$6,258,000         | \$156,450,000        | \$312,900,000        |
| ACC             | \$0.1008000        | \$529,200           | \$13,230,000         | \$26,460,000         |
| <b>Total</b>    | <b>\$2.2139850</b> | <b>\$11,623,421</b> | <b>\$290,585,531</b> | <b>\$581,171,063</b> |

# 06 DEVELOPMENT TEAM



# DEVELOPMENT TEAM



**Marcus Whitfield » Commercial Real Estate Developer**  
*The Whitfield Company*

*Marcus Whitfield joined The Whitfield Company in 2003. After earning a BBA in finance from Texas A&M, Marcus worked for Goldman Sachs and Capital Commercial Investments, where he was involved in the acquisition of \$3 billion of investment property for more than 30 private entities. His market specialization and focus is the acquisition of investment property and overall portfolio management. Marcus has been integral in expanding The Whitfield Company's development work in the Central Texas market, including retail, multifamily, industrial, affordable housing and educational facilities.*



**John Chen » Commercial Real Estate Developer**  
*The Whitfield Company*

*John Chen is an Austin-based home builder and investor with an extensive legal background in negotiating complex land-use and construction contracts, including \$500 million of project agreements for the development of solar photovoltaic electrical generational facilities. John was previously counsel for top laws firms with assignments in New York, Hong Kong, and San Francisco. He is a graduate of the University of Texas School of Law and earned his BS in Management Science and Engineering and his MS Earth Systems from Stanford University with a focus on energy resources and finance. He currently serves on the board of directors of the UMLAUF Sculpture Garden & Museum.*



**Gail Whitfield » President and Founder**  
*The Whitfield Company*

*Gail Whitfield is the President and founder of The Whitfield Company. Her extensive experience at the helm of The Whitfield Company has provided her with an intricate knowledge of the Commercial Real Estate business. Gail's leadership, reputation, and relationships are the foundation of The Whitfield Company's success. She has represented Randall's grocery stores, Lowe's Home Improvement, IDEA Charter Schools, Pedernales Electric Co-op and Foundation Communities. She received a BBA and an MBA from Sam Houston State University.*



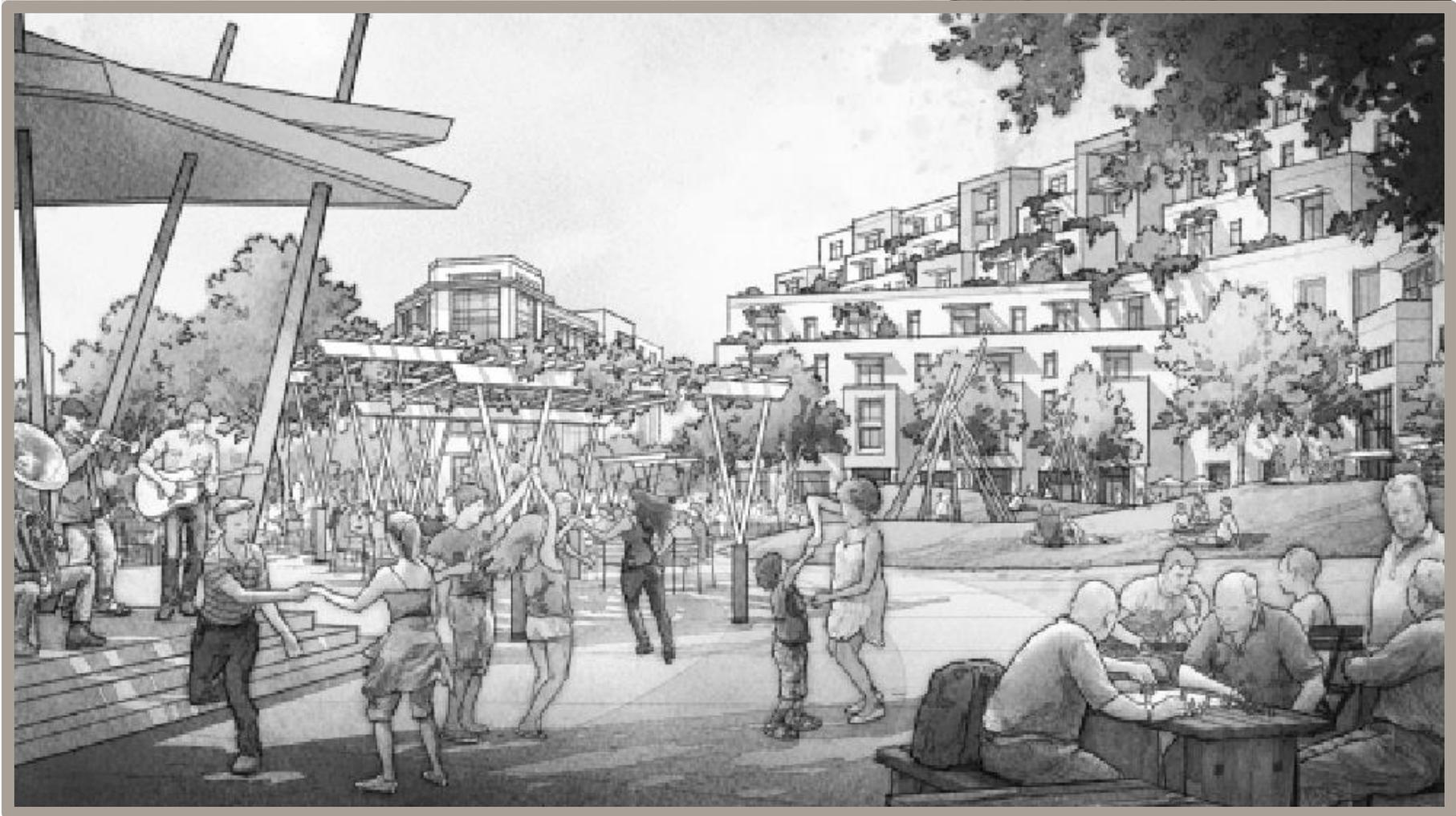
**Jodi Lane » Program Manager**  
*CLEAR Abundance*

*Jodi Lane is a regenerative design and development practitioner who guides individuals and groups toward increased capacity and capability to engage in regenerative work (systems actualization). After 27 years of experience in the architectural and community planning realms, Jodi believes design for future generations must include the art and process of planning and creating, based on a deep understanding of local socio-ecological and economic systems, using technologies and strategies that result in enduring capability for coevolution. Jodi has worked on master planning efforts in Ukraine, Kenya and the U.S. as a graphics champion as well as a key member of strategic planning, master planning and facilitation teams. Jodi is also a certified LENSES Facilitator of systems-thinking design, has designed and trained 3D modeling courses for Google and has been integral in numerous architectural design and construction administration projects since 1991. She holds a Masters Degree in Architecture from the University of Texas. Jodi also enjoys painting, picking ripe things at the Food Forest, creating with teams, her Buddhist practice, and her amazing friends and family.*



**Mitch Wright » Landscape Architecture**  
*Vista Planning & Design*

*Mitch Wright has been practicing Planning & Landscape Architecture for 30+ years, most recently with his company, Vista Planning & Design. The philosophy surrounding all of Vista's work is finding the right balance between high quality design and planning coupled with a high level of environmental stewardship. Mr. Wright believes that detailed site analysis is the only way to orchestrate a well-considered and thoughtful plan. Current research areas with planning & design are wellness and therapeutic spaces, intelligence stimulation including children's natural play, and pedestrian experiences through spatial sequencing. There are volumes of research pointing to the benefits of natural spaces for societies mental and physical health and this carries through with all park and master planning projects. Over the last two years Mr. Wright has also partnered with Texas A&M University on a research project regarding Texas + Mexico border policy and its implications on social, economic, environmental, and city planning and design impacts. Mr. Wright has lectured on the subject at state and national conferences in planning and landscape architecture as well as in Europe. Mr. Wright has created planning and design projects at a variety of scales for public and private clients including small neighborhood places, urban parks, corridor studies, park master plans, mixed use community master plans, and city comprehensive plans. As an award winning photographer, Mr. Wright has also lectured and exhibited on photography.*



# THANK YOU!

Contact:  
Whitfield/Chen  
Marcus Whitfield  
512-476-9900



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