

AUSTIN CITY COUNCIL WORK SESSION BRIEFING

# COLONY PARK REQUEST FOR QUALIFICATIONS



AUGUST 29, 2017

# AGENDA

- Purpose
- Development Opportunity
- Project History/Project Phasing
- Solicitation Process and Schedule
- Advertising and Marketing Plan
- Next Steps

# PURPOSE:

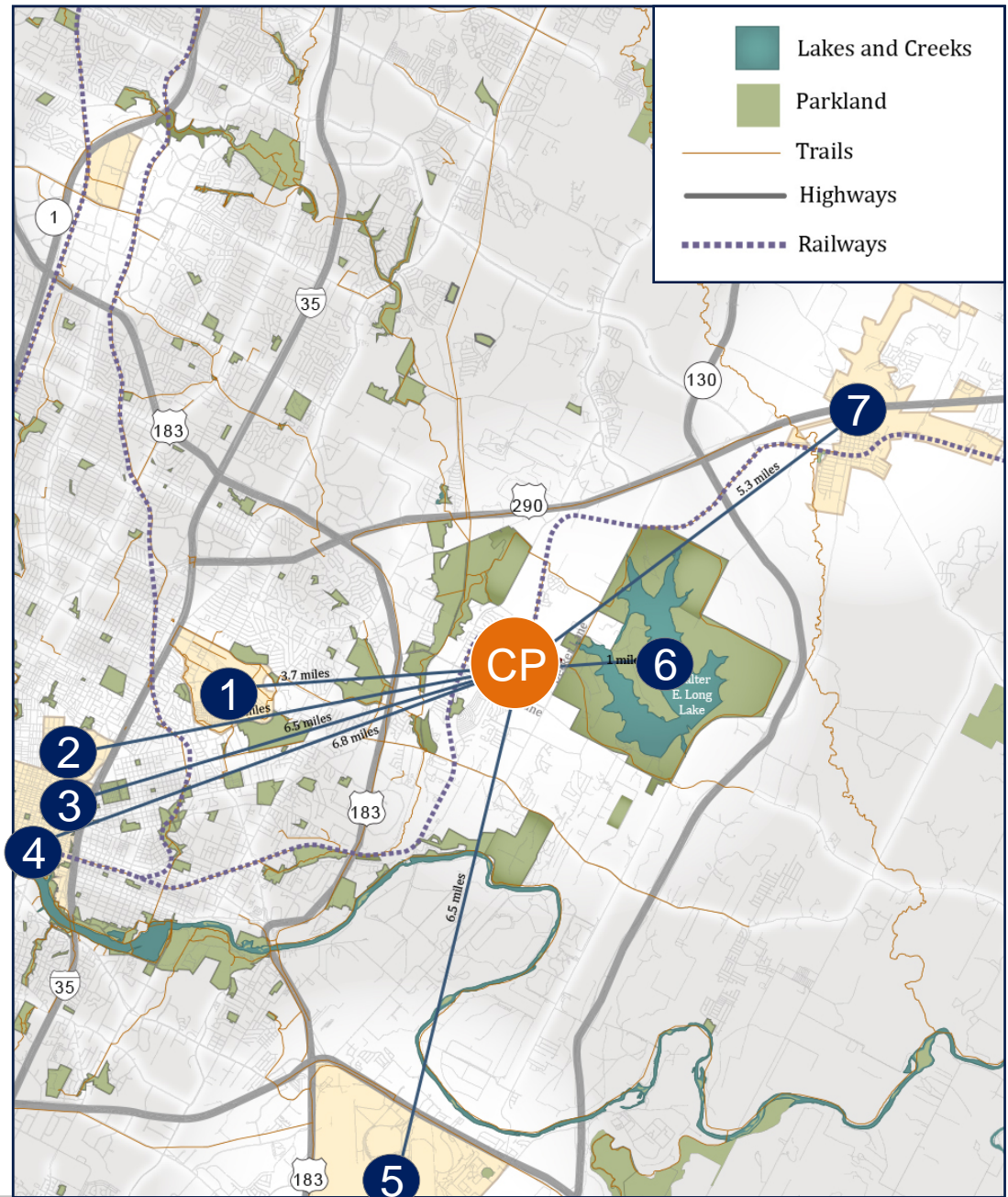
*“We seek to create a healthy, safe and active community where families and neighbors enjoy an ever-improving quality of life supported and sustained through education; cultural enrichment; job growth and business opportunities; shared prosperity; mobility choices; neighborhood amenities and recreation.”*

*- CPSCI Community Vision Statement (adopted December 11, 2014)*

# DEVELOPMENT OPPORTUNITY:

## Regional Context in Eastern Crescent

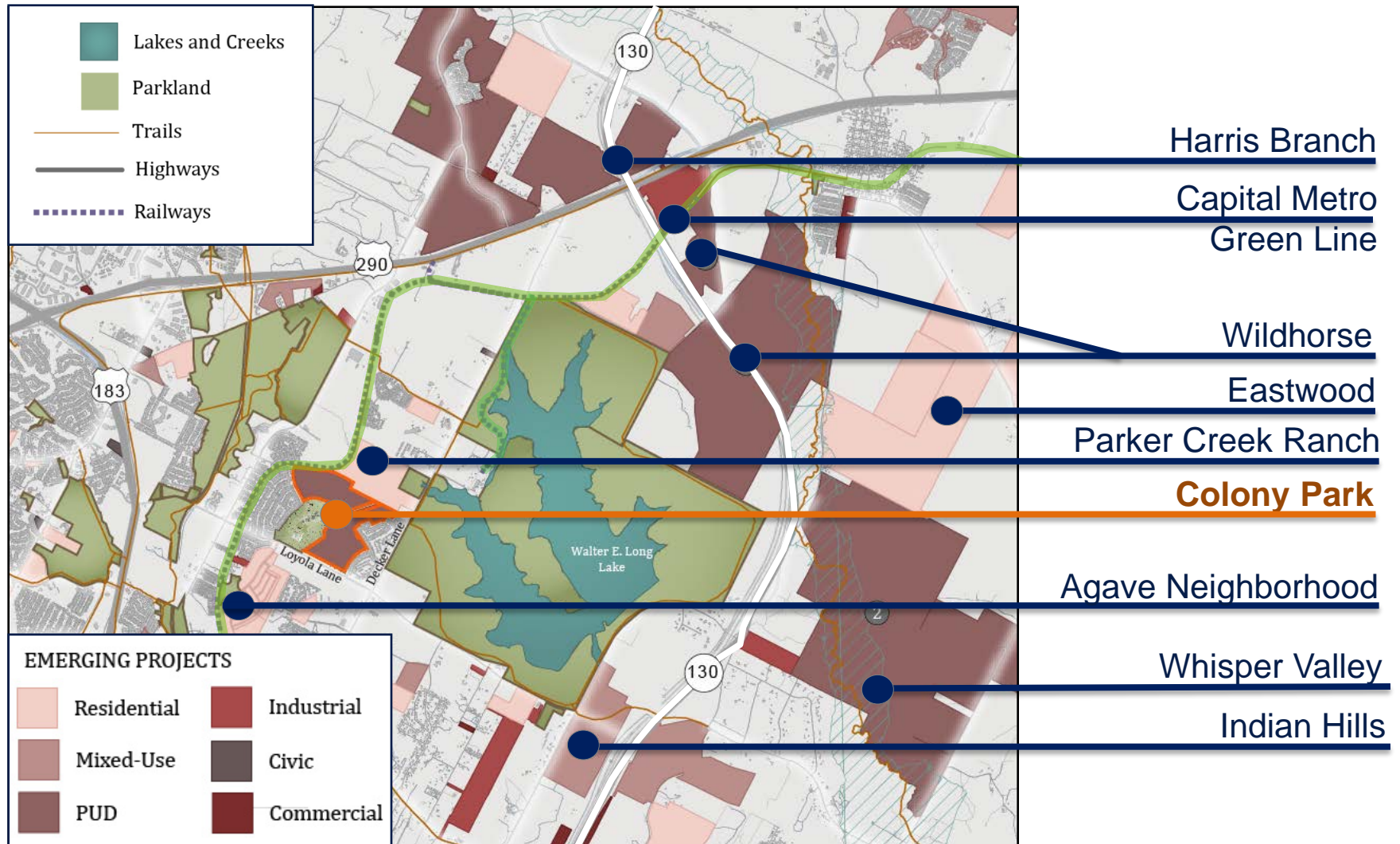
- 1 Mueller (3.7 miles)
- 2 University of Texas (6 miles)
- 3 State Capital Complex (6.5 miles)
- 4 Downtown (6.8 miles)
- 5 ABIA Airport (6.5 miles)
- 6 Walter E. Long Park (2 miles)
- 7 Manor (5.3 miles)





# DEVELOPMENT OPPORTUNITY:

## Proximity to Emerging Master Planned Communities



# SITE HISTORY:

*View from Colony Park Site towards Downtown Austin*



- ❑ Project site was annexed by the City of Austin in **1973**
- ❑ Austin City Council purchased **258 acres in 2001**
  - **50** acres dedicated for parkland
  - added to **43** acres of existing adjacent parkland
  - creates the **93** acre Colony Park District Park
  - Turner-Roberts Recreation Center, and Overton Elementary School built **2004-2007**
- ❑ Remaining **208** acres held in Austin Housing Finance Corporation (**AHFC**)



# PHASE I: Master Planning (completed)

## Community-Driven Planning Process

- ❑ **2012** - US Department of Housing and Urban Development (HUD) awards \$3 million Sustainable Communities Challenge grant to the City of Austin
- ❑ **2012-2014** – Colony Park Team conducts robust community outreach and engagement in and around the Colony Park Neighborhood
- ❑ **2013 - 2014** – Master Plan visioning and development
- ❑ **2014** - City Council adopts the Colony Park Master Plan and Design Guidelines, Planned Unit Development (PUD) Zoning District, and Amendments to Imagine Austin Comprehensive Plan (Resolution 20141211:120, 150, 197)



*Master Plan vision crafted through robust community input*



*Core Team, Consultants, and City Staff accept American Planning Association – Texas Chapter - Project Planning Award for the Colony Park Master Plan*





# PHASE I: DEVELOPMENT PROGRAM

## CREATING VALUE THROUGH LAND PLANNING



- ❑ **208 acres** of publicly-owned land (AHFC)
- ❑ **+ 960,000 SF** commercial
- ❑ **+ 3,000** housing units
- ❑ **Mixed Income** with **20%** affordable
- ❑ Town Center/Innovation District
- ❑ Proposed Capital Metro Green Line Station Transit-Oriented Development opportunity
- ❑ **55 acres** open space
- ❑ Model for sustainable, mixed-use, mixed-income community.

# PHASE II: TRANSITION



Date	Item	Action
12/2014	Resolution 20141211-120	Direction to staff to evaluate funding options for implementation
9/2015	Ordinance No. 20150908-001	Adoption of FY 2016 Budget: one-time appropriation of \$400,000
8/2016	Ordinance No. 20160818-074	Adoption of 2016 Mobility Bond: Preliminary engineering Colony Loop Drive
8/2016	20160804-041	Authorize negotiation/ execution of community engagement consultant contract
9/2016	Ordinance No. 20160901-051	Amendment to Imagine Austin Comprehensive Plan Map
9/2016	Ordinance No. 20160914-001	Adoption of FY 2017 Budget: one-time appropriation of \$172,665
6/2017	20170615-053	Authorize negotiation and execution of engineering services for Colony Loop Drive

## PHASE II: PRE-SOLICITATION



**1396**

Print Media  
Ads



**693**

Mailchimp  
Emails

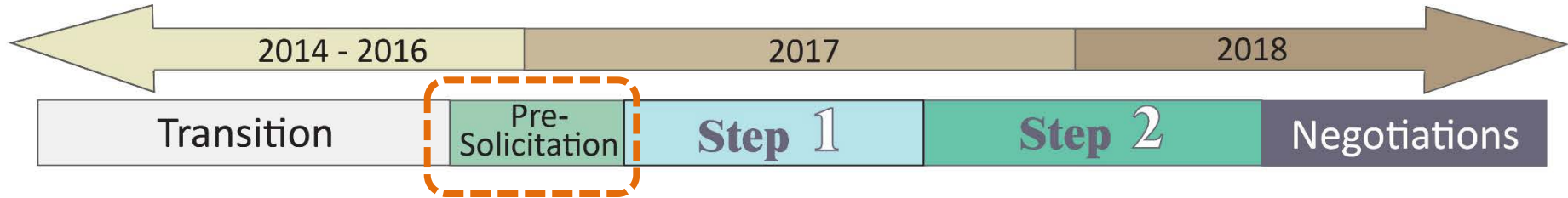


**2190**

Facebook  
Views



## PHASE II: PRE-SOLICITATION



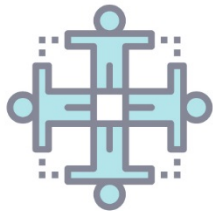
**918**

Participants



**307**

Stakeholders



**12**

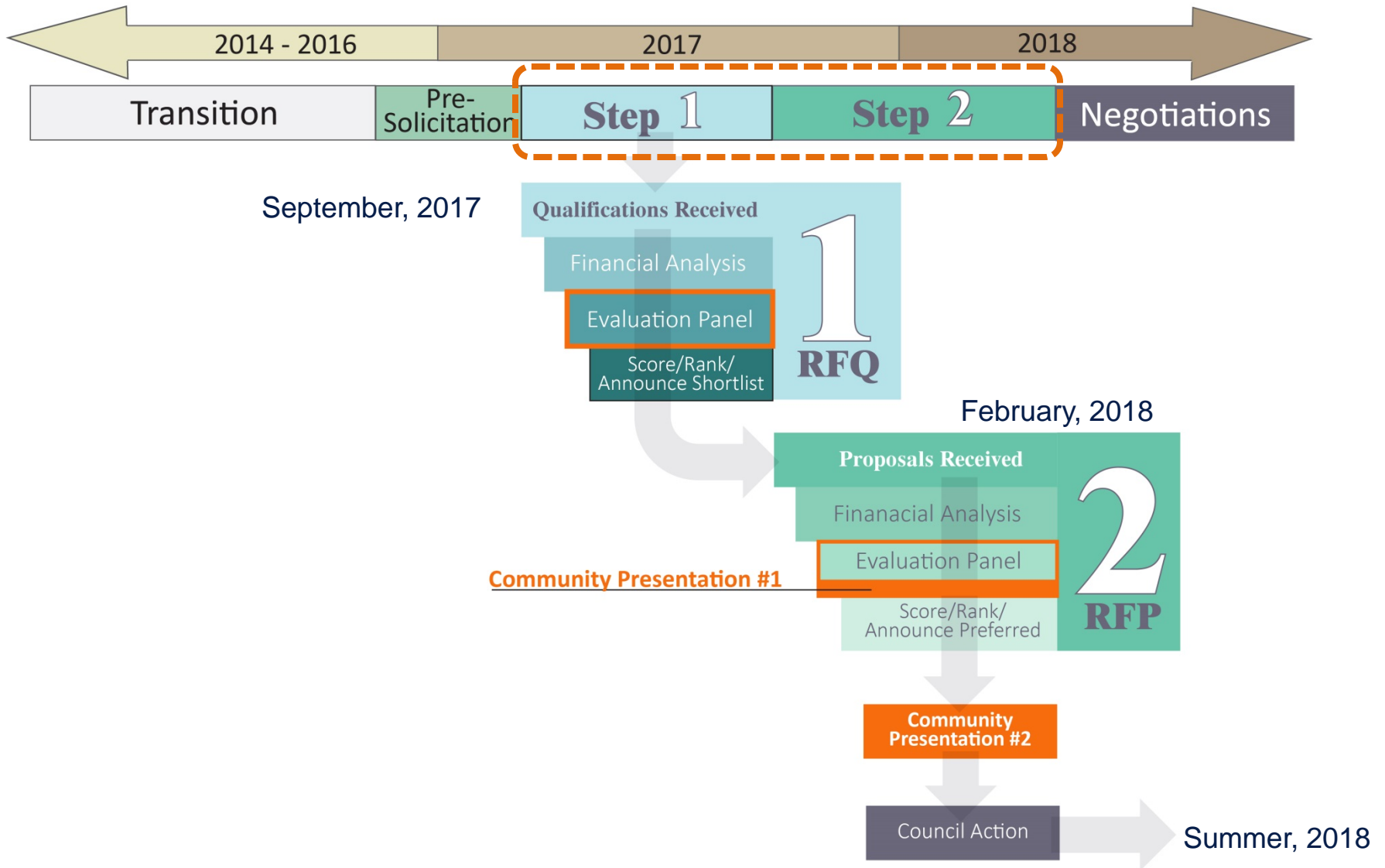
Core Team  
Meetings



**2**

Northeast Austin  
Economic Development  
Committee Meetings

# PHASE II: SOLICITATION (2 - Step Process)



# RFQ ADVERTISING/MARKETING PLAN

## REQUEST FOR QUALIFICATIONS

# Colony Park Master Developer Opportunity

208 Acre Mixed-use  
Development in  
Austin, Texas



VISIT [AUSTINTEXAS.GOV/COLONY-PARK-RFQ](http://AUSTINTEXAS.GOV/COLONY-PARK-RFQ)



# RFQ ADVERTISING/MARKETING PLAN

## *Advertising/Marketing the Request for Qualifications*

### ☐ Purchasing Office

- City of Austin Vendor Connection – direct email campaign to 1,200+ developers

### ☐ City of Austin Website (multiple department pages)

### ☐ Local Print and Digital Media

- Austin American Statesman, Austin Business Journal, TODO Austin, KAZI...

### ☐ National/International Print and Digital Media

- Urban Land Institute (39,000 members - 80 countries), Congress for the New Urbanism
- American Planning Association, American Institute of Architects,
- National Association of Housing and Redevelopment Officials
- Greater Austin Black/Hispanic/Asian Chambers of Commerce

### ☐ Social Media

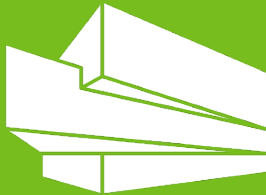
- Facebook, Twitter

# NEXT STEPS

- ☐ Issue the Request for Qualifications-September, 2017
- ☐ “No-Contact Period” begins with RFQ issuance
- ☐ Authorized Contact Person - Danielle Lord-Procurement Manager
- ☐ Facilitate “Pre-Submission Conference and Site Tour”-October, 2017
- ☐ Evaluate RFQ responses–January, 2018
- ☐ Issue RFP to shortlist of qualified master developer candidates-February, 2018
- ☐ Request Council Approval of “Selected Master Developer”–Summer2018

Thank you,

City of Austin Economic Development Department



**Redevelopment**

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT