

**BROADDUS  
& ASSOCIATES**  
*INNOVATIVE PROJECT MANAGEMENT AND PLANNING*

**Asian American Resource Center**  
Master Plan  
**DRAFT** Final Composite Document

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## Asian American Resource Center Master Plan

### Executive Summary

It is the mission of the Asian American Resource Center (AARC) to provide a place where Austin's Asian American community can proudly express their cultural backgrounds and house their economic and educational interests, while reinforcing the City's reputation for ethnic diversity.

The vision of the AARC is to build a resource center that will increase commerce and showcase the best of Asian culture to educate, congregate, and celebrate the heritage.

The AARC vision was born of Asian American leaders in the Austin metropolitan area in 1996. In 2002 in order to determine community interest and support, the AARC Sub-Committee of the Network of Asian American Organizations (NAAO) conducted a need survey. Its findings became the basis of the AARC project. NAAO successfully worked with the City of Austin to pass a City Ordinance in May 2003 to establish the Asian American Resource Center Advisory Board as an entity to bring forward the public opinions of this project. The City of Austin has been also very supportive of the project by contributing the land resource for AARC site.



In 2006, the NAAO retained Broaddus & Associates, an Austin, Texas-based planning and program management services firm, to prepare a new master plan for the AARC. Broaddus and its sub-consulting team comprised of Bercy Chen Studio, ERO International, TIP Strategies, Raymond Chan & Associates, and J. Robert Anderson, FASLA, worked closely with NAAO's AARC Sub-Committee, which subsequently evolved into the Asian American Resource Center organization, an independent, not-for-profit 501(c)(3) organization headquartered in Austin, Texas.

The Broaddus team engaged the AARC, the City's AARC Advisory Board, the NAAO, and the broader Austin community in a collaborative planning process which resulted in a master plan to assist the Asian American community in realizing its shared vision. The process involved four public community workshops hosted at State of Texas and City of Austin facilities, as well as numerous group and individual meetings with key stakeholders willing to contribute value to the plan outcomes.



This collaborative and interactive process resulted in a set of key planning principals which have informed the overall master plan:

- Create a campus environment that supports an effective union between the cultural aspects and increases in commerce.

**Asian American Resource Center Master Plan**

- Integrate the natural and physical aspects of the site with a mixture of local and Asian influences.
- Plan a campus that is inherently flexible to accommodate the future success of AARC.



The fifteen acre final master plan includes a complex of two and three story buildings, structured and informal open space, and supporting parking, which aligns with the project planning principals and supports the AARC vision. The plan includes approximately 40,250 square feet of educational, recreational, and cultural facilities and approximately 27,500 square feet of mixed-use specialty retail and commercial space, as well as on-site parking for 350 cars.

The AARC site is centrally located in Austin less than five miles in either direction from State Highway 130 to the east and N. MoPac Expressway to the west. The fifteen-acre site is east of IH-35 and north of State Highway 183 at the intersection of Cameron Road and Clear Creek Drive. It is bounded on the south by City of Austin property which includes office facilities and offers a potential resource for overflow parking for AARC during peak event periods. The properties to the east across Little Walnut Creek and west across Cameron Road are primarily office park area, including commercial office, manufacturing and warehouse space. North of the site across Clear Creek Drive is an area of duplex housing.



The property slopes more than forty feet from a high point along the Cameron Road street frontage on the west down to the banks of Little Walnut Creek to the east. Much of the site is heavily wooded with cedar and other scrub brush; however there are several fairly significant stands of mature deciduous trees worth preserving. Slightly less than two acres of the site on the northeast portion of the property stand within a dedicated floodplain above a small dam which creates a pond on Little Walnut Creek.





## Asian American Resource Center Master Plan

The master plan depicts frontage along the east side of Cameron Road, earmarked by the AARC Economic Center, a collection of mixed-use retail and commercial spaces, including a community business support center. Beyond the water feature and demarking the major entry plaza of the Economic Center is a pedestrian “Main Street” of mixed-use retail and commercial space which winds its way toward the heart of the AARC campus. A market analysis included in the master plan study suggests the potential demand for approximately 27,500 square feet of restaurant, grocery/specialty market, and specialty retail and office lease space. The Economic Center, which is anticipated to be developed by an independent third party and provide a potential revenue source for the AARC organization, reflects a character and aesthetic consistent with the overall campus master plan.

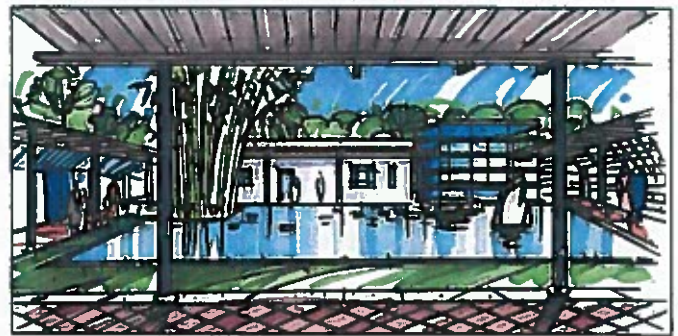


The southernmost end of the Main Street opens to an open air park featuring a grove of trees, a children’s play area, and informal outdoor spaces intended to accommodate a variety of cultural and recreational programs. The multi-use park extends eastward to a large open-air amphitheater. The amphitheater takes advantage of the steep topography of the site and views to the east of the campus and is anchored on the south by the main Reception Center and Event Hall.

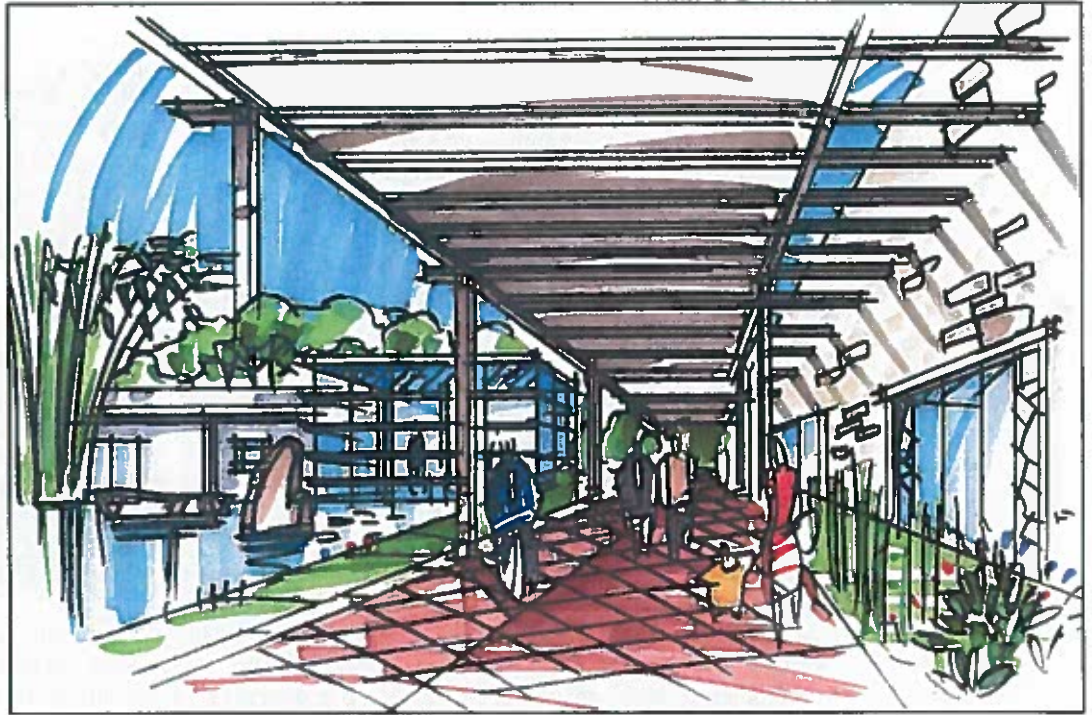


The multi-purpose Reception Center/Event Hall, or community event center, is included in the first phase of development of the property along with the Economic Center, which is anticipated to provide a revenue stream to help support the AARC operations. This building is the cornerstone of the AARC campus, which includes several buildings framing an ordered, landscaped water feature and pavilion referred to as the Cultural Courtyard. With this pond-feature at the center of the campus, a view from above reveals a plan with a “pin-wheel” shaped configuration and a physical orientation which integrates the Asian planning principals of Feng Shui and Vastu.

The use of water, vegetation, and sensitivity to the natural landscape and topography are harmoniously woven into the programs of the cultural center facilities. Buildings designed with environmentally sensitive principals in mind are connected by a series of outdoor covered pathways, punctuated by thoughtful use of water and native landscaping.







This cultural center of the campus is a complex of approximately 40,250 square feet of educational, recreational, and cultural facilities. Spaces range from classrooms, meeting rooms and exhibit space to multi-purpose facilities and a large, 500-seat performance hall. Located along the easternmost edge of the buildings is an uncovered, paved pedestrian walkway designed to accommodate emergency services vehicles.

On-site parking is located along the edges of the property to the west and northeast, allowing for a safe, pedestrian-friendly central campus. Bridge connections are proposed to link the site to the City of Austin parking lots to the south and southwest, allowing the opportunity for a shared parking resource during peak evening or weekend events.

On the east of the site, providing a combination natural and structured landscape transition between the cultural facilities and Little Walnut Creek, are a series of water quality and storm water detention ponds. The ponds are planned to accommodate 92 cubic feet detention.

North of the storm water management ponds, providing a natural buffer between the AARC campus and the residential community to the north is a wooded, park-like landscaped area. This natural outdoor space also includes approximately two acres within the flood plain.



Meandering along the easternmost portion of the site and within the landscape buffer along Little Walnut Creek is a pedestrian pathway. This trail is intended to be designed and sized so that it may accommodate service and emergency vehicle access, while utilizing natural materials consistent

## **Asian American Resource Center Master Plan**

with the overall site development. This pathway also serves as a City of Austin easement, which is necessary for service vehicles to access utilities along the Little Walnut Creek waterway.

The master plan is anticipated to be implemented in three phases over a five to six year period. A cost estimate and total project budget addresses each incremental phase of development, including allowances for escalation, project contingencies and other owner project-related costs. With initial project construction anticipated to begin in 2009 and the final phase commencing in 2013, the total project budget is projected at \$40,833,237, including the mixed-use retail and commercial spaces proposed to be developed by others.

The master plan included an economic analysis and market assessment which responds to the proposed overall development scenario and informs the space program requirements for commercial and retail facilities. A preliminary operational budget is also provided with the plan.

In November of 2006, voters within the City of Austin supported a bond election proposition which provides \$5,000,000 in funding support for the initial phases of the project. This funding source together with additional private contributions and related grant funding, as well as the volunteer resources and leadership of the Asian American, will help transform the master plan for the Asian American Resource Center into reality.





**Project Kick-Off**

**August 2006**



**Asian American Resource Center (AARC) Master Plan**

4 August 2006

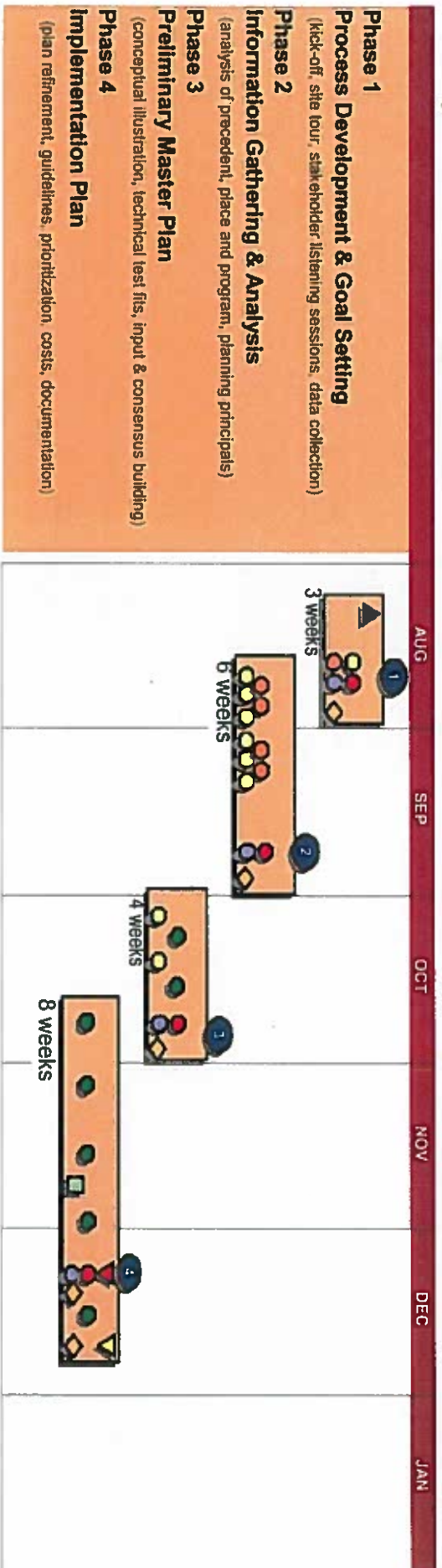
**Informal Kick-off Agenda**

1. Introductions: AARC Sub-Committee / Broaddus Team
2. Organization / Roles / Communications Protocol
  - Owner
    - NAAO
    - Sub-Committee (Steering Committee)
    - Decision-making Structure
    - P.O.C.
  - Broaddus Team
    - P.O.C.
3. Planning Objectives
  - Mission / Vision Statements
  - NAAO / AARC Strategic Plan
  - Project Planning Goals
4. Project Work Plan
  - Process Overview
  - Schedule
  - Milestones
5. Stakeholder Identification
  - NAAO (14 members)
  - City of Austin (Council, Econ. Devel., Planning/Zoning)
  - Cultural / Art / Education Groups
  - Business Groups
6. Next Steps: Data Collection & Analysis
  - Site Analysis
  - Economic Analysis
  - Program Analysis (Stakeholder Meetings)
7. Other Items



# NAAO - Asian American Resource Center Master Plan Process Flow Chart

22-Aug-06



### Legend

- Project Kick Off, Aug 4
- Information Collection/Review/Analysis
- Resource Group Interviews
- Workshops
- Steering Committee Progress Meeting
- Plan Development/Refinement/Documentation
- Data Submission
- Cost / Economic Modeling
- Present Final Master Plan, Dec 8
- Final Plan Document and Final Reports, Dec 20
- Workshop #1 - Aug 26
- Workshop #2 - Sep 23
- Workshop #3 - Oct 28
- Workshop #4 - Dec 9