

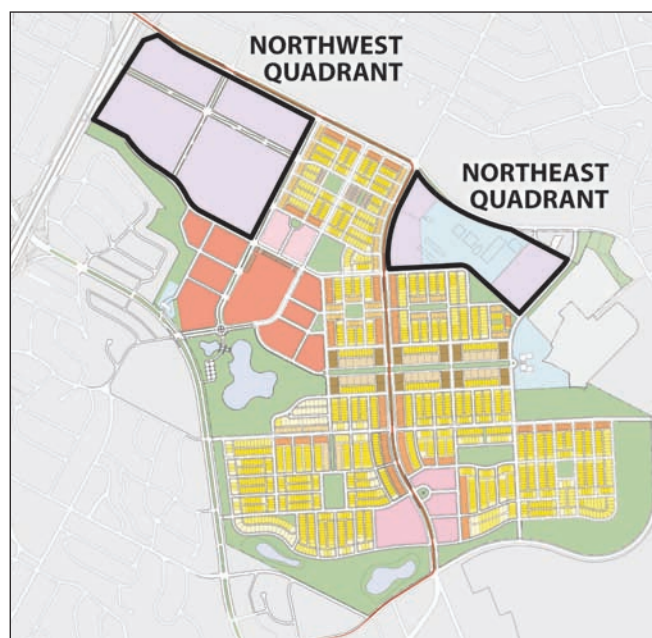
4 THE EMPLOYMENT CENTERS

Introduction

Two employment centers are established within Mueller to encourage economic development and job creation. These include the Northwest Quadrant at I-35 and East 51st Street, and the Northeast Quadrant to the east of the Transit Boulevard along East 51st Street. The Northwest Quadrant, west of Mueller Boulevard and north of Philomena Street, is planned as a mixed-use commercial and employment district that includes the 32-acre campus of the Dell Children's Medical Center of Central Texas (the Children's Hospital) and approximately 50 acres of additional properties adjacent to I-35 and East 51st Street. The Northeast Quadrant includes the 20-acre Austin Film Studio production complex and approximately 22 acres of adjacent properties to the east and west of the Film Studios, that are envisioned for a range of commercial and employment uses.

Because of its strategic location, the Northwest Quadrant has long been targeted for regionally-oriented uses that can benefit from freeway proximity and access, and create a diversity of employment opportunities within the community. In addition to the Children's Hospital, which establishes a strong employment anchor in the district, the Northwest Quadrant may include a mix of retail, office and residential uses, configured to create a cohesive district with strong pedestrian and bicycle linkages to the surrounding neighborhoods. Within the Northwest Quadrant, three distinct subareas have emerged: the I-35 Frontage Blocks, the Children's Hospital complex, and the North of Hospital Campus along East 51st Street.

The Northeast Quadrant has evolved into an important film production campus that has recycled several general aviation hangars into sound stages and production facilities. The facility has helped to establish Austin as a competitive film production venue, contributing to both the economic base and the unique identity of the

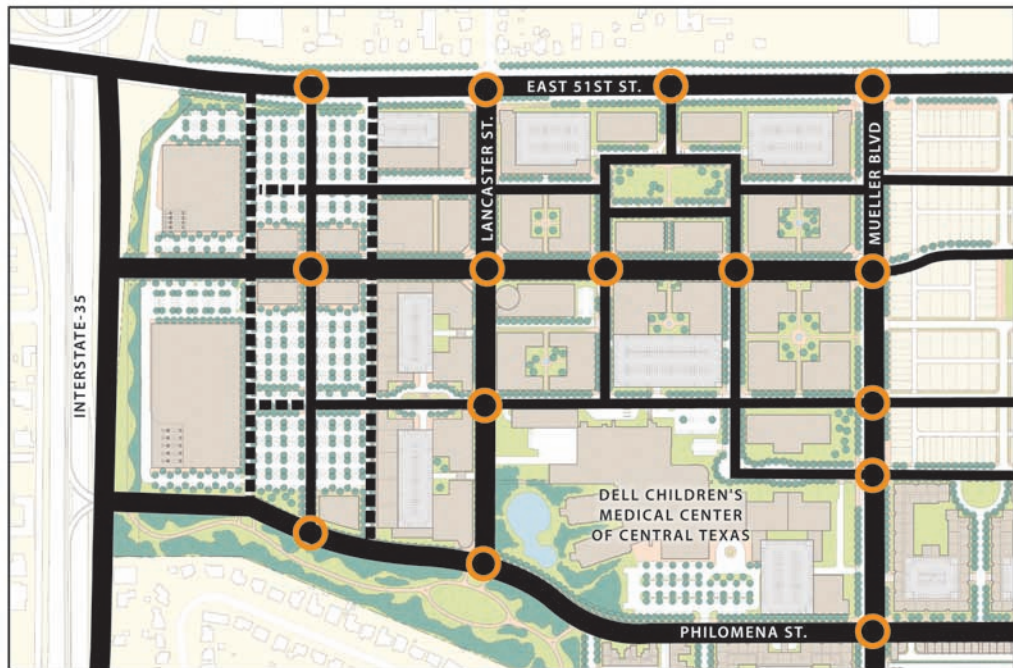


City. Within the Northeast Quadrant, two subareas are delineated, the Austin Film Studio campus, and the adjacent blocks to the east and west.





Rather than “stand-alone” projects, all of the subareas of the Northwest and Northeast Quadrants are envisioned as an integral part of the Mueller community, utilizing the same principles of compact development and pedestrian and transit orientation. Prior to the review and approval of individual building projects within each of the five subareas, an architectural master plan for each area must be submitted to the NCC. These master plans, once approved by the NCC will provide the basis for subsequent building projects within each of the subareas. The architectural master plans must comply with the design guidelines set forth in this chapter.

Although each of the subareas within the Northwest and Northeast Quadrants will be programmed with a diversity of uses (e.g., a major hospital complex, a regional retail center, a film production campus, and office and multi-family residential developments), the site and building design of each will promote the following common design characteristics:

Within the Northwest Quadrant, each subarea should be planned with an existing and future network of streets that can allow a finer-grained pattern of development to emerge over time.



Illustrative Pattern of Existing and Future Streets

-  BACKBONE STREETS
-  ON-SITE STREETS
-  ADDITIONAL POTENTIAL FUTURE STREETS
-  FULL MOVEMENT INTERSECTIONS

Connectivity: A pattern of streets and pedestrian and bicycle ways will extend the movement system of the overall community, break down the large “superblocks”, and provide strong pedestrian, bicycle and vehicular linkages between each of the subareas of the Northwest and Northeast Quadrants.

Amenity: On-site publicly-accessible open space in the form of parks, squares, gardens, courtyards, etc., will be provided within each of the subareas for the year-round enjoyment and comfort of workers, visitors and residents.

These open spaces, designed to provide shade during summer months, will be linked by trail, sidewalks, etc., to the overall open space and street system of the Mueller community. Within larger sites, as outlined in these guidelines, such amenities will be the responsibility of individual developers.

Intensity: Each of the subareas will be designed to allow for intensification over time, providing for the replacement of surface parking with structures, and for activities to be clustered in a way that promotes a compact human scale and pedestrian-oriented environment.

Compatibility: New development in the Northwest and Northeast Quadrants will be designed to be compatible with adjacent existing and future neighborhoods, providing appropriate scale relationships and buffering.

Identity: Because of the gateway location of the Northwest Quadrant and its visibility from I-35, each of the subareas within this quadrant will be designed to contribute to a cohesive and coordinated visual identity of the overall Mueller community.

Sustainability: Development within the Northwest and Northeast Quadrants will exemplify the City’s sustainability goals, creating an urban environment that has lasting value, that addresses objectives for resource efficiency, and that utilizes green building and integrated sustainable development practices.

The remainder of this chapter provides guidelines for the preparation of the architectural master plans for each of the five subareas of the Northwest and Northeast Quadrants. At the end of the chapter, common design guidelines for the treatment of all employment center sites and buildings are described.



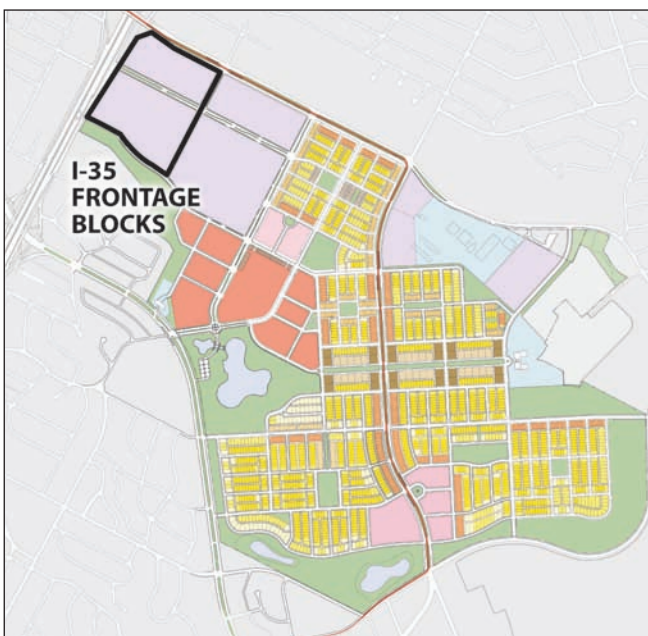
On-site publicly-accessible open space in the form of parks, squares, gardens, courtyards, etc. will be provided within each of the employment subareas.

4.1 I-35 FRONTAGE BLOCKS

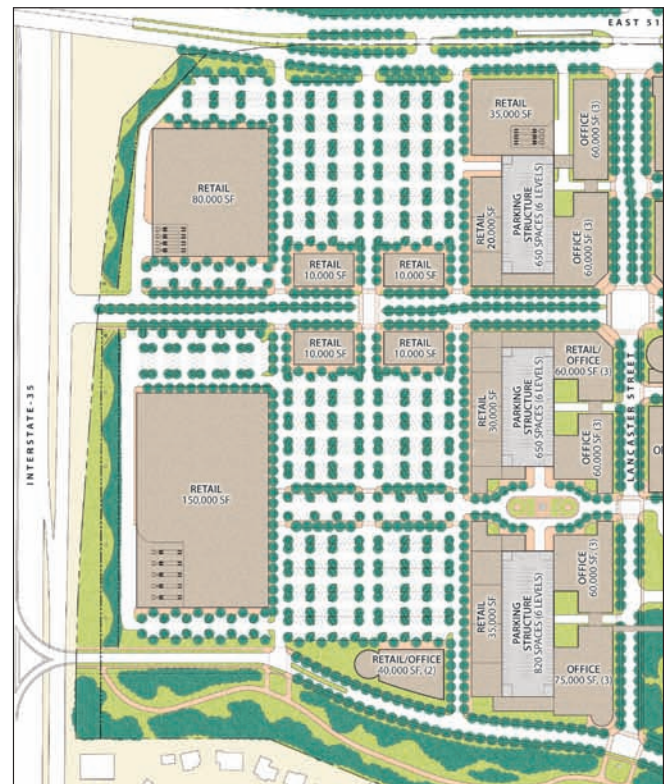
Along the I-35 frontage, two “superblock” sites totaling approximately 34 acres have been created on either side of Barbara Jordan Boulevard. These properties have the highest levels of visibility and access within the Mueller community, and as such have been targeted for regional retail and employment uses that can contribute to the City of Austin’s economic development objectives. Rather than a “stand-alone” project, however, the development of this subarea is envisioned as a mixed-use regional destination that exemplifies the highest levels of design quality consistent with the fundamental principles of the Mueller community.

The Site Plan: The site plan for the two I-35 frontage blocks should be a spatial composition of buildings, open spaces and parking fields. Conventional “strip” development, characterized by individual building pads surrounded by parking lots and oriented to arterial streets, is prohibited. The site plan should create a distinctive sense of place, and adhere to the following principles:

- A clear pattern of streets will be established within the subarea to break down the scale of the “superblock” and to provide pedestrian, bicycle and vehicular linkages to adjacent activity centers including the Children’s Hospital. This pattern of streets may evolve over time as uses within the area intensify. To the extent possible, future rights-of-way will be identified within the I-35 frontage blocks to allow a finer-grained pattern of development to emerge over time. These “rights-of-way” will be laid out and designed so as not to preclude their future development and dedication as public streets.
- Surface parking lots should be planned as outdoor “rooms”, spatially defined by buildings, and with a significant tree canopy (i.e., one tree for every four cars) and surface level vegetation to mediate the harsh summer sun, mitigate against heat island effect and reduce stormwater runoff.



- The pattern of streets and surface parking should be designed to allow for future intensification and infill of the parking lots over time. In this regard, utilities should be aligned along streets in such a way as to avoid the need for utility relocations in the future.
- The eastern portion of the I-35 blocks adjacent to Lancaster Drive will be programmed and designed with a mixture of higher intensity “liner” uses (e.g., office and/or residential) that create activity and provide a transition between the regional retail center, the Children’s Hospital and the remainder of the community. Retail uses that adhere to the guidelines in this section may also be considered for liner uses, subject to NCC approval.
- Regional retail uses will not be oriented to the I-35 frontage, but rather to interior parking areas. The I-35 frontage should comply with the setback and street frontage guidelines described below.
- Continuous pedestrian ways will be provided to connect all development components within the subarea with one another, and with the sidewalks along the perimeter streets and the greenway. Particular emphasis will be given to linking existing and future transit stops with planned development. All pedestrian ways must be well-lit and designed with continuous tree canopy and/or architectural cover to provide shade and weather protection throughout the year. Active ground level uses will be oriented to the pedestrian ways and sidewalks to the maximum extent practicable.
- Plazas, courtyards, pocket parks and other open spaces will be designed as an integral part of the development, to promote the attractiveness of the subarea as a people-oriented and pedestrian-friendly destination within the community.
- Bike parking must be provided in compliance with City of Austin standards throughout the district to maximize convenience for cyclists.
- Service and loading areas must be oriented away from public and pedestrian intensive areas, and screened from predominant public view.



I-35 Frontage Blocks Illustrative Plan



Like this example near Los Angeles Airport, a major identity program of landscaping and public art is envisioned along the I-35 edge.

Building Height and Massing: Buildings will generally step down in height along Philomena Street adjacent to the Delwood II neighborhood, in conformance with the City of Austin Compatibility Standards. Along East 51st Street, buildings will be no higher than four stories or 60 feet to create an appropriate transition to the Windsor Park neighborhood to the north.

Building Setbacks and Street Frontage Relationships: Buildings will be designed to reinforce the spatial definition of streets and parkland frontages in a way that enhances the visual legibility and cohesiveness of the community. More specifically:

- **The I-35 Edge:** Buildings will be set back from the I-35 property line by a minimum of 40 feet. At least 30 feet of this setback will be set aside for landscaping and screening that is designed to create a strong visual identity for the Mueller community along the freeway frontage. While limited signage for the regional retail center is permitted, subject to approval of the NCC (see Signage p.89) at the Barbara Jordan/I-35 intersection, the predominant visual identity along I-35 should be established with landscaping, walls and public art elements designed to create a distinctive and appropriately-scaled front door to Mueller. All rooftop equipment and service and loading areas must be visually screened. No driveway access will be permitted from the I-35 frontage road.
- **The Barbara Jordan and East 51st Street Edge:** Buildings fronting Barbara Jordan Boulevard or East 51st Street will be built to within 10 feet of the property line along these two gateway streets to reinforce their spatial definition, and to promote ground level street-oriented activity. At least 35% of the frontage along these streets should be lined with buildings, with their primary or secondary public entries oriented to the fronting sidewalks. Up to three driveway access points at intervals of at least 250 feet will be permitted along Barbara Jordan Boulevard and East 51st Street between the I-35 frontage road and Lancaster Drive.
- **The Lancaster Edge:** Buildings fronting Lancaster Drive will be built to within 10 feet of the property line to create a complementary urban edge between the mixed-use regional retail district, the Children's Hospital complex, and mixed-use development on the North of the Hospital blocks. At least 75% of the frontage along Lancaster Drive should be lined with buildings with their primary public entries oriented to the street. Multi-family development that is constructed along this frontage will have ground level units along the street with

porches or entries designed subject to the same guidelines for multi-family development within the neighborhoods (see Chapter 2). Commercial office or retail development will have its primary frontage oriented to the street. Service and loading areas will not be visible from Lancaster Drive. One driveway access will be permitted along Lancaster between East 51st Street and Barbara Jordan Boulevard. Three additional driveways will be permitted between Barbara Jordan and Philomena Street; one of these must be located to extend the main east-west driveway of the Children's Hospital into the regional retail district

- **The Philomena Edge:** Philomena Street creates an important edge between the mixed-use regional center and the recreational greenway. It has been designed as a lushly landscaped parkway connecting the Northwest and Northeast Quadrants of the community. The westernmost segment of Philomena Street is designed as a high-occupancy vehicle ramp that will ultimately connect to HOV lanes above the retrofitted I-35 freeway. At least 50% of the frontage along Philomena Street east of the HOV ramp should be lined with buildings. Development will be set back from the street by 25 feet with a landscaped treatment that extends the parkway character of the corridor. Service and loading areas will not be visible from Philomena Street or the greenway. Up to three driveway curb cuts at intervals of approximately 250 feet or greater will be permitted along the frontage.

Architectural Approach and Treatment of Buildings: A coordinated architectural design concept should be developed for all of the buildings within the mixed-use regional retail center, subject to the following principles:

- Buildings should be designed to contribute to the larger spatial composition and identity of the district.
- Brand buildings or formulaic “stand-alone” solutions that have no regard to their context are strongly discouraged.
- Similarly, architectural building concepts that promote an overly themed approach are also discouraged.
- Buildings should have a clear architectural relationship with one another, employing common building materials or architectonic elements, while creating visual diversity and interest. (See end of chapter for building materials and treatment standards.)

As illustrated in this photo simulation, mixed-use “liner” buildings along Lancaster Drive should provide a transition between the regional retail center and the remainder of the community.





Like this example, regional retail uses should be designed with transparent storefronts that contribute to the pedestrian experience.

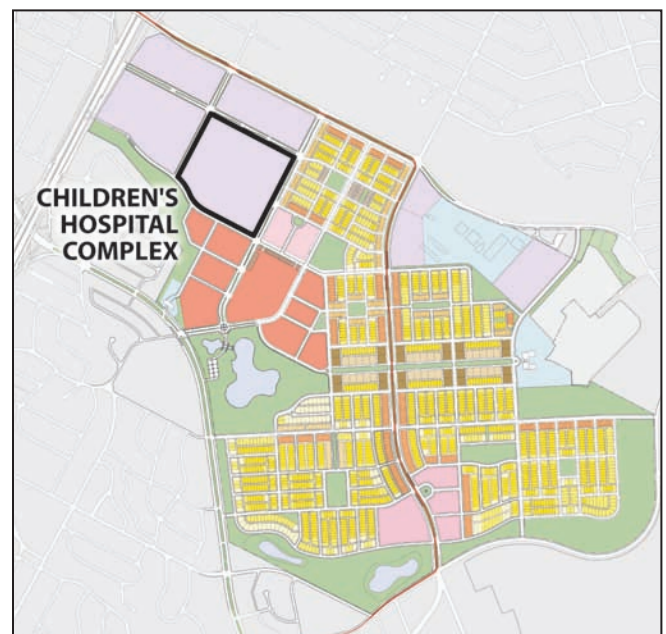
- Buildings should be designed with “four-sided” architecture that emphasizes the volumetric features of the structure. Exceptions will be made for portions of the building that are not publicly visible.
- Buildings should be designed to be flexible to accommodate resource efficient change over time and permit reuse by other tenants. Highly specialized buildings suitable for only one user are discouraged.
- Buildings should be appropriately scaled in response to the public spaces that they are defining. For example, the creation of a fine-grained village scale may not be appropriate in the context of large buildings and parking areas, while such a scale is appropriate for smaller buildings organized around a public space or along a pedestrian-scaled street.
- Building entries should be carefully placed in conjunction with an overall pedestrian and bicycle circulation plan. Buildings should employ awnings, canopies and/or arcades to provide pedestrians with shelter from the sun and the elements.
- Retail buildings should be designed with transparent storefronts and display windows to create visual interest; blank internalized “boxes” are discouraged.
- Smaller scaled “liner” retail is particularly encouraged as feasible along the face or side of larger retail structures to promote diversity and a finer-grained pedestrian scale.
- Multi-level buildings with upper-level office or residential uses are also encouraged, particularly in the eastern portions of the subarea along Lancaster Drive.
- Truck docks and loading areas must be located within buildings, away from pedestrian areas, or architecturally screened from predominant public view with walls and landscaping for visual screening and noise reduction.

4.2 CHILDREN'S HOSPITAL COMPLEX

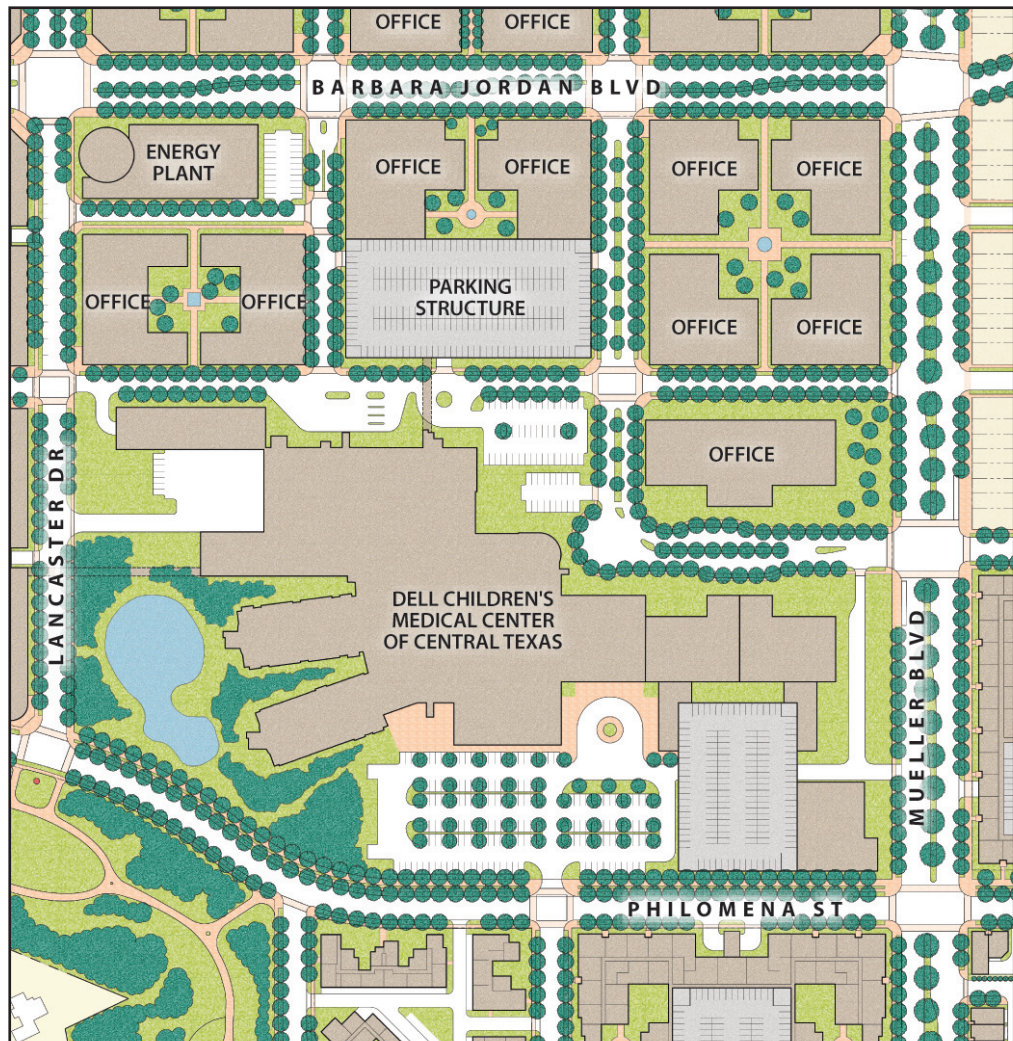
The 32-acre campus of the Dell Children's Medical Center of Central Texas is defined by Mueller Boulevard on the east, Barbara Jordan Boulevard on the north, Lancaster Drive on the west and Philomena Street on the south. The complex, part of the Seton Healthcare Network, will serve the surrounding 46 county region, bringing together a full spectrum of pediatric medical specialties essential to caring for the needs of critically ill or injured children. The facility is an important anchor in the Mueller community, providing a prestigious destination of regional significance, a broad range of employment opportunities, and a population of potential residents who will be able to walk or bike to work. The hospital complex will help to energize the Town Center as well as the mixed-use regional retail center, both of which are positioned on adjacent sites.

The build-out of the Children's Hospital complex is expected to occur over many years. The first phase will include the principal hospital facility and the district power heating and cooling plant, both of which are currently under construction. Subsequent phases of development will replace parking lots with garages and include additional office, educational and research facilities. Prior to the approval of subsequent building projects, Seton will submit an overall architectural master plan to the NCC describing the site plan and landscape approach, as well as the location, massing and architectural character of individual buildings. The first phase of the architectural master plan, has been approved by the City and Master Developer. The build-out of the architectural master plan is still subject to review and approval. The architectural master plan and any future amendments must comply with the following design guidelines:

The Site Plan: While meeting operational requirements for access and parking, the site plan for the Children's Hospital campus should also complement and extend the surrounding town fabric of the Mueller community. More specifically:



- Streets or driveways must be extended into the campus to promote connectivity with adjacent residential and commercial districts. Along each perimeter street of the complex (i.e., Mueller Boulevard, Philomena Street, Lancaster Drive, Barbara Jordan Boulevard), there must be at least one street extension into the Children's Hospital campus.
- Street extensions and driveways should include sidewalks to provide convenient pedestrian access to all public entries. Particular emphasis should be placed on pedestrian linkages between public entries and transit stops, the Town Center, residential neighborhoods, and the adjacent regional mixed-use retail center.
- Walkways should be well-lit while not contributing to light pollution and include generous tree cover and/or shading devices (e.g., trellises, awnings, arcades, etc.) that provide relief from the hot summer sun.



Children's Hospital Campus Illustrative Plan

- With the exception of street lighting and irrigation, which will be the responsibility of the Master Developer, the improvement of perimeter street frontages will be the responsibility of the Children's Hospital (i.e., Seton).
- A continuous hike and bike path of 10 feet in width will be provided along the northern edge of Philomena Street (see Appendix B: Street Sections) to extend the community system of recreational trails.
- A contiguous open space of at least two acres will be provided on the southwest corner of the campus at the intersection of Lancaster Drive and Philomena Street. This space (known as the "Healing Garden") will be for the use of hospital patrons but visible to the public, accessible on special occasions, and designed to visually extend the adjacent greenway system.
- Buildings should be oriented toward the perimeter backbone streets to provide activity along the streets and a complementary and positive edge to the adjacent community (see Building Setbacks and Street Frontage Relationships below). As the campus expands, surface parking lots along the perimeter streets should be replaced with buildings that have a strong orientation to the streets with public entries and fenestration.
- Parking garages should be located in the interior of the site to the maximum extent practicable.
- Bike parking will be provided in compliance with City of Austin standards throughout the district to maximize convenience for cyclists.
- Service and loading areas will be screened from predominant public view through architectural and landscaping treatments, which will also be designed to attenuate sound.



The Children's Hospital will include a 120' tower at the main building entry to create a strong community landmark (Karlsberger Architects).

Building Height and Massing: The predominant height of non-hospital buildings within the Children's Hospital campus will be three to six stories or up to 85 feet in height. A tower element of up to 120 feet in height is encouraged at the main hospital building entry to promote a sense of place within the hospital campus and the larger community. The NCC may consider additional height for this tower element,

Schematic Design Concept for the Children's Hospital building (Karlsberger Architects).



subject to zoning and demonstration by the applicant that additional height is consistent with urban design objectives of the Employment Center district.

Building Setbacks and Street Frontage Relationships: Buildings within the Children's Hospital campus will be designed to reinforce the spatial definition of streets and parkland frontages in a way that enhances the visual legibility and cohesiveness of the Mueller community. More specifically:

- ***The Barbara Jordan and Mueller Boulevard Edges:*** Buildings along these key interfacing streets will be built to within 10 feet of the property line to reinforce their spatial definition, and to promote ground level, street-oriented activity. Front yard landscaping in conjunction with sidewalk extensions and building entries will be combined to create an interesting and varied streetscape. In the final phase of implementation, at least 50% of the frontage along these streets should be lined with buildings, with their primary or secondary public entries oriented to the fronting sidewalks. Within 400 feet of the Philomena Street/Mueller Boulevard intersection, building frontages along Mueller Boulevard should, to the maximum extent practicable, include active ground level uses (e.g., retail, financial, personal or customer-oriented services, etc.) to activate this key corner adjacent to the Town Center. Three driveway access points at intervals of no less than 200 feet (centerline to centerline) will be permitted along Barbara Jordan Boulevard between Mueller Boulevard and Lancaster Drive. Five driveway access points at intervals of no less than 175 feet will be permitted along Mueller Boulevard between Barbara Jordan Boulevard and Philomena Street.

- ***The Lancaster Edge:*** Campus buildings along Lancaster Drive will either be built to within 10 feet of the property line with entries oriented to the street to create a complementary urban edge with the mixed-use regional retail district, or be set back by at least 25 feet to create a landscaped edge that extends the park-like character of the proposed Healing Garden. Three driveway access points will be permitted along Lancaster Drive at intervals of no less than 175 feet.
- ***The Philomena Edge:*** With the exception of buildings within 400 feet of Mueller Boulevard, development along Philomena Street will be designed to step back from the street by a minimum of 25 feet with a landscaped treatment that extends the parkway character of the corridor. Within 400 feet of Mueller Boulevard, buildings will be built to within 10 feet of the property line to help to activate this important intersection near the Town Center. Building entries and active ground level uses (e.g., retail, financial, personal or customer-oriented services, etc.) will be concentrated at this key corner. Up to two driveway curb cuts at intervals of approximately 200 feet or greater will be permitted along the Philomena frontage.

Architectural Approach and Treatment of Buildings: A coordinated architectural design concept should be developed for all of the buildings within the Children’s Hospital campus. More specifically:

- Buildings within the campus should have a clear architectural relationship with one another, employing common building materials or architectonic elements, while creating visual diversity and interest. (See end of chapter for building materials and treatment standards.)
- Building entries should have strong architectural expression to promote a sense of orientation for visitors to the complex. Entries should be situated along key streets and pedestrian ways where there is clear visibility and accessibility for pedestrians as well as motorists.
- Building activities throughout the hospital campus (e.g., entry lobbies and reception areas, supporting retail uses, public-oriented offices, etc.) should be oriented to perimeter streets and to interior pedestrian ways to the maximum extent practicable.
- Structured parking garages must be designed as an integral part of the architectural vocabulary of the campus, and, to the extent practicable, be encapsulated within a building complex. Parking access should be organized in a way that minimizes conflicts or disruption of the pedestrian environment.

- The district heating/cooling/power plant to be located at the intersection of Barbara Jordan Boulevard and Lancaster Drive will be designed as a distinctive visual landmark appropriate to this gateway location. It should artfully express the function of the plant by revealing the cooling tower and chiller equipment.
- Building materials should be durable, sustainable and of a high quality, with sufficient variation to create visual interest and diversity, and to reduce the scale of large building masses. A coordinated palette of stone, pre-cast concrete, stucco and metal is recommended. (See requirements for all employment center buildings below).
- Where buildings are adjacent to pedestrian ways, awnings, canopies and/or arcades should be employed to provide shelter from the sun and the elements.
- Truck docks and loading areas must be located within buildings, away from pedestrian areas, and architecturally treated with walls and landscaping to reduce sound and to screen views.

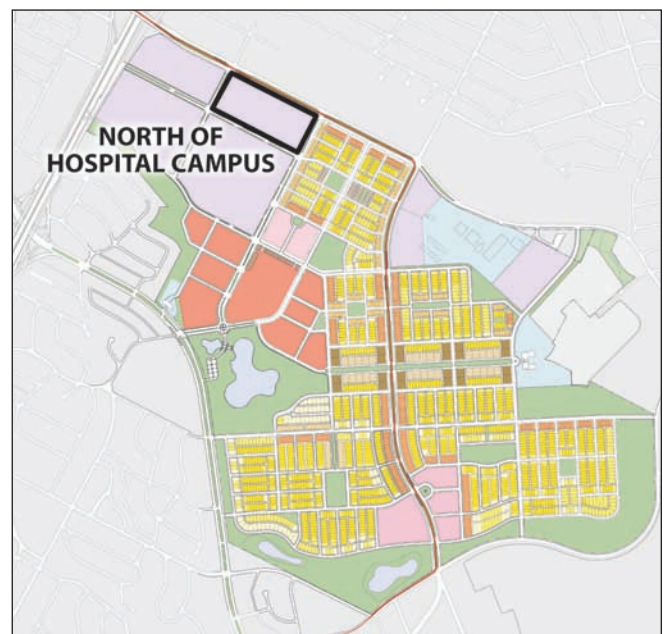
4.3 NORTH OF HOSPITAL CAMPUS

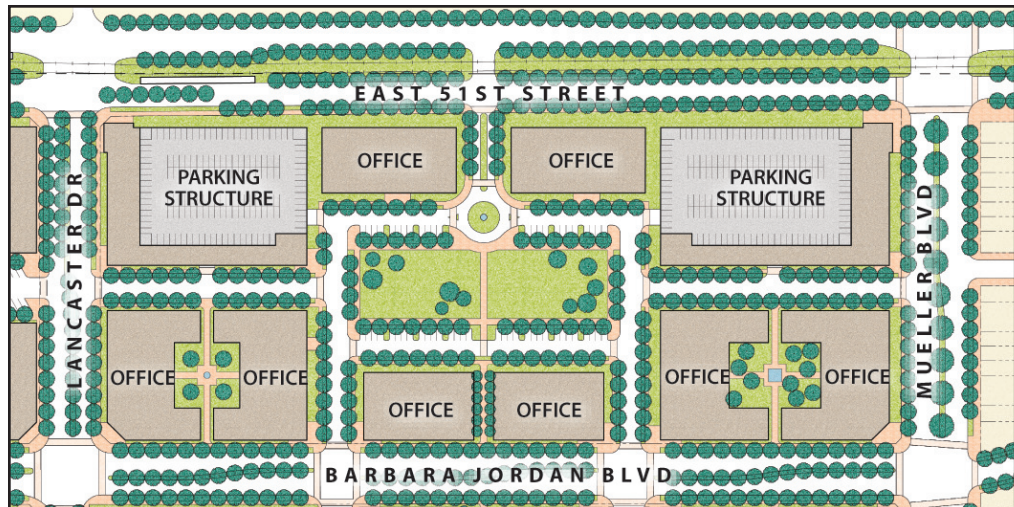
The approximately 14-acre block immediately north of the Children's Hospital complex is targeted for a major employment use, designed in an urban campus configuration. The block could be programmed as a mixed-use office campus and/or as an academic and research campus that may offer a synergistic relationship to the hospital across the street. In either case, the entire block should be planned as a cohesive grouping of buildings and open spaces that is coordinated with and connected to the surrounding community.

An architectural master plan must be submitted to the NCC, prior to the approval of individual building projects, describing the overall site plan and landscape approach on this block, as well as the location, massing and architectural character of individual buildings. The master plan, once approved by the NCC, will provide the basis for subsequent building projects within the campus. Amendments to the architectural master plan will also be reviewed and approved by the NCC. The architectural master plan must comply with the following design guidelines:

The Site Plan: The site plan for the North of Hospital Campus will complement and extend the surrounding town fabric of the Mueller community. More specifically:

- Streets will be extended into the campus to promote connectivity with the adjacent hospital complex, and with the East 51st Street frontage. Two street extensions will be provided across Barbara Jordan Boulevard to the Children's Hospital campus, and at least one street access should be provided along East 51st Street. One street extension is permitted along Lancaster Drive, and one from Mueller Boulevard between East 51st Street and Barbara Jordan Boulevard.





North of Hospital Campus Illustrative Concept

- Street extensions and driveways will include sidewalks to provide convenient pedestrian access to all public entries. Particular emphasis will be placed on pedestrian linkages between public entries and existing and planned transit stops.
- To the extent practicable, driveway curb cuts leading to garages or service areas should be from the internal streets rather than the perimeter streets.
- Walkways will be well-lit and include generous tree cover and/or shading devices (e.g., trellises, awnings, arcades, etc.) that provide relief from the hot summer sun.
- The improvement of perimeter street frontages will be the responsibility of the block's developer, as per Streetscape standards set forth in Chapter Six.
- A contiguous open space or quadrangle of at least one acre in area will be provided by the block's developer as a focal point and gathering place within the building complex. This space must be publicly accessible, with sidewalk connections to the perimeter streets (i.e., East 51st Street, Barbara Jordan Boulevard, Lancaster Drive, Mueller Boulevard), and should include generous tree cover. Buildings will be oriented to the open space to reinforce its role as an activity center.
- Buildings will also be oriented toward the perimeter backbone streets to provide activity along the streets and a complementary and positive edge to the adjacent community (see Building Setbacks and Street Frontage Relationships below). As the North of Hospital Campus expands, surface parking lots along the perimeter streets will be replaced with buildings that have a strong orientation to the streets with public entries and fenestration.

Building Height and Massing: Buildings and parking structures within the North of Hospital Campus will be three to four stories or up to 65 feet in height. Additional height up to six floors is permitted subject to NCC findings that the additional height will not adversely impact adjacent residential or commercial districts or public spaces, and that it is complementary with the image and identity of the Mueller community. Tower elements and gateway buildings that promote a sense of place within the campus and the larger community are encouraged.

Building Setbacks and Street Frontage Relationships: Buildings within the North of Hospital Campus will be designed to reinforce the spatial definition of the perimeter streets and the central campus quadrangle. As such, buildings along all perimeter streets (i.e., East 51st Street, Barbara Jordan Boulevard, Lancaster Drive, Mueller Boulevard) will be built to within 10 feet of the property line to reinforce their spatial definition, and to promote ground level street-oriented activity. Front yard landscaping in conjunction with sidewalk extensions and building entries should be combined to create an interesting and varied streetscape. At build-out of the campus, at least 75% of the frontage along each of the perimeter block faces should be lined with buildings, with their primary or secondary public entries oriented to the fronting sidewalks.

Architectural Approach and Treatment of Buildings: A coordinated architectural design concept should be developed for all of the buildings within the North of Hospital Campus. More specifically:

- Buildings within the campus should have a clear architectural relationship with one another, employing common building materials or architectonic elements, while creating visual diversity and interest. (See end of chapter for building materials and treatment standards.)
- Building entries should have strong architectural expression to promote a sense of orientation for visitors to the complex. Entries should be situated along key pedestrian routes and adjacent to the central quadrangle or other public open spaces.
- Building activities throughout the campus (e.g., entry lobbies and reception areas, supporting retail uses, public-oriented offices, etc.) should be oriented to perimeter streets and to interior pedestrian ways and open spaces to the maximum extent practicable.

A central open space or quadrangle of at least one acre will provide a central gathering place for the North of Hospital campus.

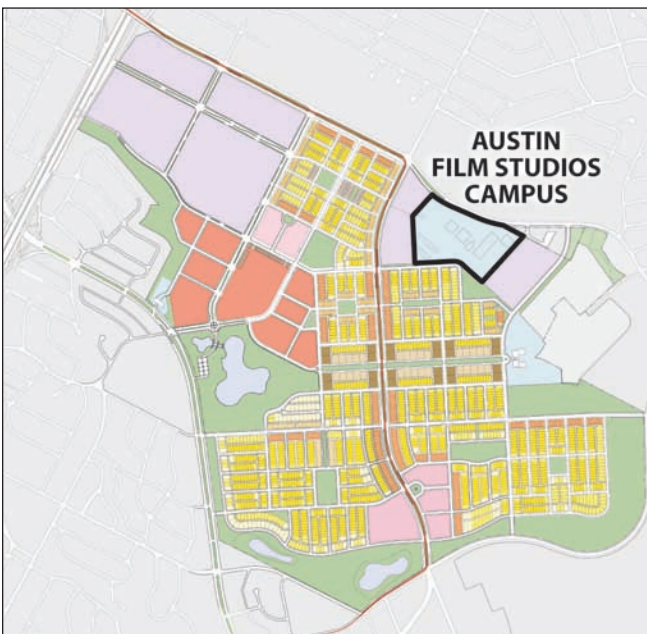


4.4 AUSTIN FILM STUDIO CAMPUS

Since 2001, the Austin Film Studio (AFS) has been operating a film production facility in several former general aviation buildings on the airport site along East 51st Street. This non-profit operation has been responsible for the production of several major motion pictures and television features, that have helped to reinforce Austin as one of the most important film making centers in North America. The AFS has also been effective in promoting local and East Austin employment on film projects.

The plan for Mueller calls for the AFS and its production facility to remain and expand within a 20-acre campus in the Northeast Quadrant of the new community. It is important, however, that the development of the AFS campus be implemented in a way that assures compatibility with adjacent commercial and residential neighborhoods, while meeting its own operational and functional requirements. To this end, an architectural master plan must be prepared for the 20-acre campus, and reviewed and approved by the NCC. The architectural master plan must comply with the following guidelines:

- Land uses within the campus will be limited to film production and support uses.
- The campus will be developed with a maximum of 220,000 gross square feet of development. Any additional development will be consistent with the Traffic Impact Analysis (TIA) for Mueller.
- The maximum height of buildings within the AFS campus will not exceed 50 feet, unless the NCC makes a finding that additional height is compatible with adjacent neighborhoods and the overall character of the community.
- All truck and vehicular access to the AFS campus will be from driveways connecting to East 51st Street.



- Development along the East 51st Street frontage will be set back from the property line by at least 50 feet to provide for landscaping that extends the open space character of Bartholomew Park, and offers visual screening and drainage opportunities.
- Service and parking areas will not be visible from East 51st Street, nor any of the adjacent streets within the Mueller community.
- The maximum impervious coverage of the campus will not exceed 75 percent. Open space, swales planting beds, etc., should be distributed throughout the campus to intercept and reduce runoff.
- Perimeter security fencing and/or walls will be architecturally treated to present an attractive public appearance. The use of wrought iron and other decorative high quality materials and treatments is particularly encouraged along fronting streets.
- Along the northern edge of Philomena Street, the AFS will be responsible for constructing an eight-foot wall to screen views into the production facility, and to provide sound attenuation between the facility and the adjacent residential neighborhood. The wall must be architecturally treated in a way that presents an attractive face to the neighborhood, utilizing high quality materials (e.g., pre-cast concrete, brick or masonry); it must be set back from the property line by at least three feet to provide for ground cover and landscaping against the wall. Integral murals or other artistic elements that convey the creative film-making activities of the complex are encouraged.
- Pedestrian and bicycle access between the AFS campus and the hike and bike trail along Philomena Street should be provided at one or more points as practicable.
- To the extent practicable, community and public-oriented uses within the AFS campus are encouraged along the Neighborhood Park and Philomena Street, with entries and windows oriented to the neighborhood. Such uses could include screening rooms or event spaces, public information or interpretive centers, gift or bookshops, etc. Parking for such uses should be confined to the street and to interior parking lots within the campus.



The plan for Mueller calls for the AFS and its production facility to remain and expand within approximately a 20-acre campus in the Northeast Quadrant.

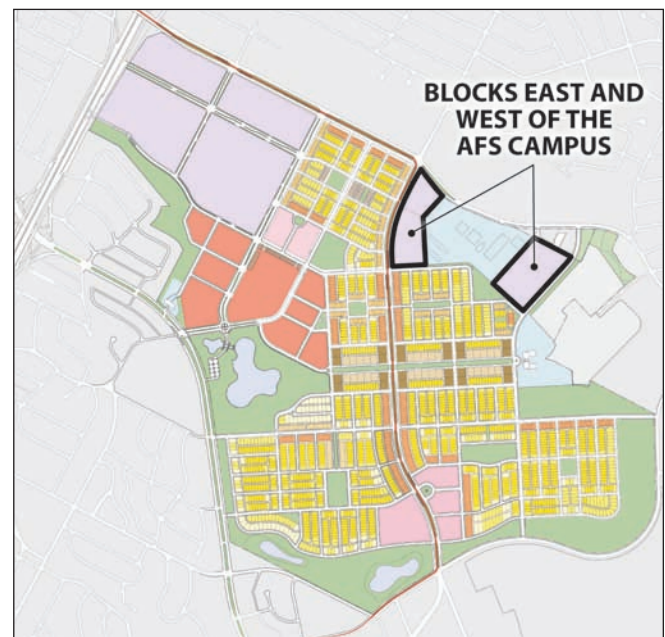
4.5 BLOCKS EAST AND WEST OF THE AFS CAMPUS

Sites have been reserved to the east and west of the AFS campus for commercial and/or residential uses that will be compatible with the film production facility, and provide an appropriate transition to adjacent planned neighborhoods. Prior to development on these properties, an architectural master plan must be submitted to the NCC for review and approval. The eastern and western portion of these plans may be developed separately from one another or as an integral part of the AFS architectural master plan. In any case, the architectural master plan(s) must comply with the following design guidelines:

- Buildings within this area should not exceed 50 feet or three floors in height unless the NCC determines that additional height (up to 75 feet) is compatible with adjacent neighborhood scale and character.
- Development of the western blocks must be designed to create a positive edge along Berkman Drive and East 51st Street, compatible and complementary with the adjacent planned residential neighborhood to the west. As such:
 - Active ground level uses and treatments that promote “eyes on the street” and reinforce the role of Berkman Drive as a transit boulevard are encouraged. Such uses include small retail shops and restaurants, live-work shop houses, public-oriented offices or service uses, and/or residential row houses with front entries oriented to the street. (The design treatment of these fronting uses should be consistent with the building types described in Chapter Two: Neighborhoods.)
 - Buildings along Berkman Drive (i.e., the Central Transit Boulevard) will be built to within 10 feet of the front property line, with entries oriented to the street. Parking lots or structures are prohibited from fronting on Berkman Drive; all parking must be provided at the rear of the property in lots and/or in parking structures.
 - Driveways from Berkman Drive should, to the maximum extent practicable, be located at “T” intersections along the street to allow for controlled pedes-

trian crosswalks and vehicular left turns. Driveways will not be provided at intervals of less than 250 feet.

- Development will step down in height to 40 feet, within 20 feet of the property line along Berkman Drive to create an appropriate transition to the neighborhood, and provide spatial consistency on both sides of the street.
- The pattern of streets and surface parking will be designed to allow for future intensification and infill of the parking lots over time. In this regard, utilities will be aligned along internal streets in such a way as to avoid the need for utility relocations in the future.
- Similarly, buildings facing Philomena Street on either side of the AFS campus must present a complementary edge to the residential neighborhood to the south. More specifically:
 - Active ground level uses and treatments that reinforce the role of Philomena Street as a pedestrian and bicycle corridor and complement the neighborhood are encouraged. Such uses could include live-work shop houses, public-oriented offices or service uses, and/or residential row houses with front entries oriented to the street. (The design treatment and materials for these fronting uses must be consistent with building types described in Chapter Two: Neighborhoods.)
 - The NCC, at its discretion, may allow the decorative wall required for the AFS campus to be extended along the Philomena Street frontage, if it is deemed that this treatment would be beneficial to the adjacent neighborhood. If the NCC approves a wall along this edge, it must comply with the guidelines described for the AFS campus above.
 - Buildings along Philomena Street will be built to within 10 feet of the front property line, with entries oriented to the hike and bike trail and the street. Parking lots or structures are prohibited from fronting on Philomena Street; all parking must be provided at the rear of the property in lots and/or in parking structures.



- All buildings along Philomena Street will step down to 40 feet within 20 feet of the front property line to create an appropriate transition to the residential neighborhood to the south.
- Development of the eastern block (on the current National Guard site) will be oriented to the main north-south street connecting East 51st Street with Manor Road. More specifically:
 - Building entries and activities will be oriented to the street to the maximum extent practicable; parking lots and service areas will be located at the rear of the property, screened from public view.
 - Buildings will be constructed within 25 feet of the fronting property line, with the setback area landscaped in a manner that complements the greenway treatment on the east side of the street.
- Building materials and treatments for all structures must be consistent with those described in Chapter Two: Neighborhoods, and Chapter Four: Employment Centers, depending upon the building type.

EMPLOYMENT CENTER: SITE AND BUILDING MATERIALS AND TREATMENTS

The following guidelines are intended to promote a cohesive environment with complementary high quality buildings throughout all of the Employment Center subareas:

Treatment of Surface Parking: Rather than residual or leftovers spaces, surface parking lots should be designed as spatially defined outdoor “rooms” that give structure and legibility to the district. Depending upon the program of uses, these could be arranged in a series of smaller spaces and/or several larger ones. The layout and design of surface parking areas must adhere to the following guidelines:

- a. At least one tree must be planted for every four parking spaces, such that after 10 years a canopy of tree cover is created over at least 30 percent of the parking area. Temporary parking and staging areas (e.g., within the AFS campus) are exempt from this requirement.
- b. Vegetated islands, swales, ribbon curbs and pervious paving should be considered to the maximum extent practicable to reduce stormwater runoff impacts.

- c. Parking lots should provide designated pedestrian walkways of at least eight feet in width, at intervals of approximately 600 feet or less. These walkways should have tree and/or architectural cover to mitigate the harsh summer sun.
- d. Buildings should, to the extent practicable, provide perimeter activity and spatial definition to parking areas on at least three sides.
- e. Lighting must conform to City of Austin standards and be designed to reinforce the spatial qualities of the area. Lighting must be fully shielded to avoid light pollution.
- f. Light-colored concrete is the preferred paving material to reduce heat island effect.

Treatment of Structured Parking Facilities: Structured parking garages, if necessary, should be designed as an integral part of the architectural vocabulary, and to the extent practicable, be encapsulated within a building complex. Parking access should be organized in a way that minimizes conflicts or disruption of the pedestrian environment.

Building Materials: The architectural master plans for each subarea must provide samples and specifications of the materials to be used for all buildings within the mixed-use regional retail center. The palette of materials should be of a high quality, low maintenance, durable and complementary with one another. Materials should also meet the guidelines outlined in Chapter Seven: Sustainability.

Signage Program: A coordinated signage program for each subarea within the employment centers must be prepared and submitted to the NCC for their review and approval. The signage program must conform to City of Austin standards, as well as the following guidelines:

- a. A clear hierarchy of signage should be established within each of the employment center subareas, ranging from larger monument or “tower” signage oriented to the freeway edge, to smaller monuments along Barbara Jordan Boulevard and East 51st Street, to signs that are in scale and proportion with the buildings on which they are mounted.
- b. The signage program for the mixed-use regional retail center should be visually subservient to the landscape, public art and other identity treatments that are established for Mueller along the I-35 frontage.
- c. The one exception to Item b. may be a major architectural signage element (e.g., tower, wall, etc.) in conjunction with the I-35 identity treatment for Mueller, if, subject to NCC findings, it is designed as a high quality landmark feature. Smaller elements in a similar configuration may be appropriate along Barbara Jordan Boulevard and East 51st Street. Signage along Philomena Street should be carefully scaled and located in consideration of the parkway edge and the adjacent Delwood II neighborhood.
- d. Advertising, electronic or flashing signs are prohibited, unless approved by the NCC.



Recreational Open Space

1. PERIMETER GREENWAY
2. LAKE PARK
3. PLAYFIELDS
4. ELEMENTARY SCHOOL AND RECREATION CENTER
5. NEIGHBORHOOD PARKS
6. POCKET PARKS
7. TOWER PARK