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Drowsy Willow Trail RFQ  
September 22, 2023 11:21 am  
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**Description Area**

Drowsy Willow Affordable  
Ownership&nbsp;Housing&nbsp;Development&nbsp;Opportunity&nbsp;Re  
quest For Qualifications&nbsp;Submissions Due: September 22,  
2023&nbsp;by 11:59 p.m. CST&nbsp;Please fill out this form to submit a  
response to the RFQ for 5901 Drowsy Willow Trail.You can find the RFQ  
here.Note: This application has a "save and resume later" option that saves  
all information you have entered - except for document uploads&nbsp;-  
until you are ready to submit a completed form. Be sure to click the "Save  
and Resume Later" button at the bottom to use this feature, and to upload  
all attachments prior to submitting.&nbsp;If you have any questions about  
this application, please contact Sarah Ramos or Travis Perlman.

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**Exhibit A: RFQ Response Form, Affidavits, and Certifications**

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<b>Description Area</b>	1. Please provide the company name, point of contact name, and point of contact email for each of the following members of your proposed development team for this development.&nbsp;Unscored
<b>Developer Name</b>	Megan Etz
<b>Developer Company</b>	Industry ATX
<b>Developer Email</b>	megan@industryatx.com
<b>Co-Developer Name (if applicable)</b>	Michael Winningham
<b>Co-Developer Company (if applicable)</b>	Industry ATX
<b>Co-Developer Email (if applicable)</b>	michael@industryatx.com
<b>Architect Name</b>	Rommel Sulit
<b>Architect Company</b>	Forge Craft Architecture + Design
<b>Architect Email</b>	rommel@forgecraft.com
<b>Engineer Name</b>	JP Sullivan
<b>Engineer Company</b>	Radius Civil Engineering
<b>Engineer Email</b>	jp@radiuscivil.com

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**2. Please describe why you as developer are best suited to develop the proposed development.**

Industry ATX was founded with the mission to bring affordable living solutions to our hardworking neighbors throughout Austin. We focus on diverse housing options, quality design, and sustainable building approaches while meeting the needs of affordability in a rapidly changing Austin.

Our affordable townhouse product has become one of our most successful paths towards achieving our goal. Compared to affordable rentals and mixed-income communities, there are relatively few affordable ownership projects in Austin, and even fewer that are 100% affordable. Currently under construction, Industry SOMA is a 100% affordable community in the heart of south Austin. SOMA consists of 23 income-restricted townhomes off Menchaca Road. We have partnered with the City of Austin and HomeBase to fill these homes with working families. In designing the project, which sits on a similar site to Drowsy Willow, we felt strongly that the project needed to maintain the park-like setting of the previously vacant property while sparking community and connection through thoughtful design. It's our mission to help more families achieve their dream of home ownership while being able to stay in their neighborhoods, near their schools, their parks, and their churches. The community for Industry SOMA is welcoming, family-oriented, safe, and one the residents are proud to call home. We envision bringing a similar community to Drowsy Willow. In addition to our planning and development experience, we have a solid track record of partnership with community organizations, nonprofits, neighbors and local government. We also prioritize hiring the best architects, engineers, contractors and consultants for each project we undertake and thus, have a strong team around us at all times who can overcome any challenges we encounter. We look forward to continuing to build upon that on future projects such as Drowsy Willow by getting involved with the neighborhood as our team designs and builds a vibrant, new, community everyone can be proud to call their own.

Finally, our team is committed to continuing education and community involvement. Megan Etz is a currently a proud participant in the first Small Development Training cohort hosted by HousingWorks Austin and Capital Impact Partners. Michael Winningham is currently a member of ULI's multifamily council and Land Development Code Work Group. Jordan Scott is active with Austin Housing Coalition, ULI, and the Entrepreneur's Organization.

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**3. Please describe why your proposed architect and engineer for this project are best suited to design and permit the proposed development, including their experience with the Austin permitting process.**

Our Architect, Forge Craft has over 60 years combined experience as architects in the City of Austin. The continual submission and approval of their projects provides them deep insight into the building and planning processes that remain untranslatable for most firms outside of and many even within Austin. With their consultants and engineers, Forge Craft has worked through both conventional and expedited review processes allowing them to be informed and compliant in their designs but also flexible depending on what the city has in store. The firm's principals and staff are deeply involved with various affordable housing, arts, community and cultural organizations. Rommel Sulit serves on the Board of the Austin Creative Alliance and is a member of the Creative Culture Strategic Council of ULI Austin. Jon Hagar serves on the board of Community Powered Workshop, volunteers with Preservation Austin, is a member of the AIA Housing Task Force, and is a voting member and former chair of the East MLK Neighborhood Plan Contact Team. Scott Ginder has served on the board of the Austin Playhouse and is an active member in the Texas Affiliation of Affordable Housing Providers (TAAHP). Trey Farmer is on the Passive House Council and is an organizer of the Humid Climate Conference annually in Austin. We know and love Austin.

Our engineer, Radius Civil Engineering is a boutique civil engineer with experience only in the City of Austin and the immediate vicinity. The firm is led by John (JP) Sullivan, PE a native of Austin who has personally led the design, permitting, and construction coordinating efforts for dozens of land development projects of all sizes totaling well over \$300M in multifamily construction. Radius has experience in all aspects of the Austin processes from entitlements through construction. JP has a unique skill for selling his client's projects to the City and understands the complex art of navigating and resolving the conflicts that inevitably come up between the separate City review disciplines. Radius prides themselves on being experts on the heavily nuanced City of Austin Land Development Code. JP has also worked on several affordable housing projects including navigating SMART Housing, Affordability Unlocked, and understands the strict timelines that must be met for their associated City/State/Federal subsidy, grant, and financing schedules from his previous work with Foundation Communities, Capital A Housing & Industry ATX.

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**4. How many units in multi-unit attached and detached housing similar to the one in this RFQ's Development Concept has the developer constructed and received a Certificate of Occupancy for within the last five years? Please list all developments included in your total number including month/year CO received, name, location, number of units, and whether it was attached or detached housing (i.e. 1. CO June 2022: Sunshine Cove, Austin, TX, 50 detached units; 2. CO April 2023: Congress Flats, Austin, TX, 47 condo units).**

Under Construction (CO expected summer 2024): Industry SOMA, 1903 Keilbar Lane, Austin, TX, 23 attached condo/townhome units

**5. Please describe your proposed construction management practices that will be used as part of this development to act as a good neighbor to the adjacent property owners.**

We believe that clear and frequent communication is essential to maintaining a positive relationship with the adjacent property owners. We plan to provide the neighbors with regular updates on our project timeline and on any activity that may directly affect them such as right-of-way work or unusually loud activities. We will be respectful of working hours and follow all restrictions regarding evening and weekend work. We plan to install a temporary fence around the property to contain the construction materials and debris, prevent unauthorized trespassing on the site during nights and weekends, and to provide the neighbors with some privacy from the bustling construction site next door.

We also intend to ensure the GC maintains a clean jobsite and that the adjacent streets remain free from litter and debris. Further, we will ask the GC to remind all subs to be mindful of their engine noise, car radios, headlights, and overall volume and activity when arriving at the site early in the mornings or if necessity arises for them to work at night.

Finally, we intend to be respectful of the unique environmental features of the site such as the floodplain, watershed, and trees. We will engage consultants as needed to understand which practices such as tree protection, silt fences, and erosion control are necessary to make sure we are not harmful to the site.

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**6. Please describe how your proposed development team will approach community engagement during the design and construction process with a focus on advancing racial equity within the community.**

The City of Austin has begun a robust community engagement process for this site that we are excited to build upon during the design and construction process. We have thoroughly reviewed the community feedback from the initial engagement phase and will continue to study the responses. We will take the feedback received, such as concerns about building height and placement, fencing, parking, ingress and egress, and relay those concerns to our design team from the very beginning of the process. As we design the area of the site containing the water quality zone, we will consider how various outdoor recreation options will benefit the larger community.

Future outreach will continue to be bilingual and offered in several different forms such as in-person townhalls, flyers, virtual meetings, and online submissions.

In selecting our general contractor, we will discuss with them the importance of utilizing subcontractors from the Dove Springs area as well as minority and woman-owned businesses, and historically underutilized businesses. We have already received a commitment from our architects that they will also prioritize HUBs and MBEs in their consultant selection process.

As we prepare for the sales process, we will work on a strategy that ensures current neighbors and those with longtime ties to the area have an opportunity to purchase the homes. We will send mailers, post flyers at churches and local businesses, and communicate with schools so that the current families, staff, and teachers are informed on the homebuying process and qualifications.

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**7. Please describe how your development team will form and leverage relationships with neighborhood groups, and local organizations and business to help support a vibrant and enriching community.**

As part of our engagement plan, we intend to reach out directly to the neighborhood groups and local businesses to learn more about their desires for an affordable ownership community. Residents who have lived in the area for decades and have seen the growth and changes to their neighborhood have valuable insight we can learn from and we look forward to doing so. Local business owners have employees in need of stable housing who are excited at the opportunity of buying their own home for the first time. Local pastors know which members of their congregations would be excited to move into the Drowsy Willow community.

We envision a two-phase engagement plan. During the design phase, we will build upon the city's outreach that has already been completed by following up with community leaders, neighborhood groups, businesses and other interested parties. As well as continuing to reach out to new folks to ensure the feedback we receive is as thorough and diverse as possible. Especially when we think about potential public spaces that may be included in the project, it is critical that we leverage the expertise of the community and we hope they will be enthusiastic partners in the process. There are often misconceptions about income-restricted housing which can lead to uncertainty from the community. We hope that by involving them and being upfront with our plans for the site, we can help to eliminate negative feelings towards the upcoming neighborhood.

During the construction and sales phase, communication is key. We want everyone to feel heard if they come to us with concerns about the construction process. We want to make sure that the sales process is clearly communicated to all interested parties so that nobody misses out on the opportunity to apply for a home. We will also invite the community to the groundbreaking and ribbon cutting ceremonies and any other appropriate events so they can join in the celebrations with their families and neighbors.

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**8. Provide a copy of the most recent certified financial audit or disclosures completed within the last two years from the developer.**

[REDACTED]

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**9. Discuss any litigation (within the last five years) for which the developer or co-developer were party to, either as plaintiff or defendant. What were the circumstances and what was the outcome?**

The developer has not been party to any litigation.

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**10. Please describe any non-AHFC financing you have used in Texas to finance previous attached and detached owner-occupied housing developments within the last seven years, including award amount and date.**

\$4,500,000 construction loan from American Bank for the construction of Industry SOMA condominiums. Closed in November 2022.

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**11. Please describe any additional non-AHFC funds you propose applying for or using to finance this development.**

We intend to apply for funding from the Federal Home Loan Bank of Dallas as well as a construction loan from a local bank or CDFI.

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## **12. Example Development**

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### **Description Area**

Provide a detailed summary of your most innovative and successful owner-occupied development similar to the Development Concept of this RFQ that has received a Certificate of Occupancy in the last seven years; please be sure to include the following. 10 points overall

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### **Project Description**

Industry SOMA is a 100% affordable ownership project located at 1903 Keilbar Lane, Austin, TX 78745. Industry SOMA is a small neighborhood of attached, aesthetically modern, townhomes providing a sense of pride, community, and stability for the families who will live there for decades to come. This project utilized Affordability Unlocked, SMART Housing, OHDA funding and green building standards. There are 23 townhomes in total, 20 three-bedroom homes and 3 four-bedroom, accessible, homes. In addition to the units, the tree-lined neighborhood includes a community garden, gathering spaces, and plenty of room for children to run and play. Each unit includes a carport, despite AU waiving all parking requirements and a Cap Metro bus stop right on the corner. We understand these working families require a vehicle and are providing them the space to park it within their home. The entirely local team on this project includes Industry ATX, Mark Odom Studios, Civilitude, HomeBase & Legacy DCS.

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### **Funders and Owner**

Owner:  
1905 Keilbar LLC (affiliate entity of Industry ATX)

Funders:  
Austin Housing Finance Corporation (OHDA funding)  
American Bank  
512 Asset Management, LLC (equity investor)

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### **Architect, Engineer, and General Contractor**

Architect: Mark Odom Studio  
Engineer: Civilitude  
General Contractor: Legacy DCS

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### **Certificate of Occupancy Year**

2024

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### **City, State**

Austin, TX

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<b>Type of development (e.g., single family detached condo, attached condo, multifamily condo)</b>	This project consists of 23 attached condos in 4 different blocks throughout the property. They are townhome style with a single car carport and 2 stories of living.
<b>Total Number of Units</b>	23
<b>Number of Units by Bedroom Count - Number of Efficiencies</b>	0
<b>Number of Units by Bedroom Count - Number of 1 Bedrooms</b>	0
<b>Number of Units by Bedroom Count - Number of 2 Bedrooms</b>	0
<b>Number of Units by Bedroom Count - Number of 3 Bedrooms</b>	20
<b>Number of Units by Bedroom Count - Number of 4+ Bedroom</b>	3
<b>Average Floor Plan Size</b>	1100.00
<b>Average Development Cost per Unit</b>	366525.00
<b>Final total development cost, relative to that reflected in the budget at the time of financing of construction</b>	8430087.00



**Describe your community engagement efforts during pre-development and construction.**

Throughout the pre-development and construction process at Industry SOMA, there were many opportunities for us to engage with the community. We began during the rezoning process by speaking with curious neighbors who wanted to learn more about our intended use for the site. After a successful rezoning, we kept up our conversations with the Keilbar Lane residents while we worked together to successfully remove a deed restriction on the street. During that time, we really got to know each other and we learned a lot about what they hoped we would bring to their neighborhood. For example, some were concerned about an increase in street parking, and were pleased to learn that despite Affordability Unlocked waiving all parking requirements, we still included off-street parking for each home. In addition to our immediate neighbors, we have had conversations with folks from the Matthews Neighborhood Group, District 5's city council office, and several renters in the area who are excited about the opportunity to purchase a home nearby. As part of our application for OHDA funding, we were required to adhere to the Good Neighbor guidelines for notification and communication, which we were happy to do.

Our groundbreaking celebration in 2022 was quite the party! We invited our neighbors, Ann Kitchen, our council representative at the time, potential homeowners and many more. We expect to have a similar event for the ribbon cutting in 2024. In the meantime, we continue to communicate with the community during the construction phase and address any questions or concerns that arise as quickly as possible. As we prepare for the sales process, we have been reaching out to various groups of folks such as teachers, service industry workers, and others to share the project and make sure they understand the process to submit their information and begin the process to qualify for a home. We don't want anyone in the south Menchaca area to miss out on this opportunity so we have prioritized a robust outreach process.

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**Affidavit of Negotiation**

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## Description Area

THIS FORM MUST BE FULLY COMPLETED AND SIGNED BY THE RESPONDENT TO BE CONSIDERED FOR THE AWARD OF THE DEVELOPMENT OPPORTUNITY. I, \_\_\_\_\_, an authorized representative of \_\_\_\_\_ (developer entity) a legally formed entity, submit this application in response to the RFQ released by the Austin Housing Finance Corporation (AHFC) on August 23, 2023 requesting qualifications for potential developers to partner with AHFC to develop attached and detached housing that AHFC will sell to income-eligible homebuyers upon completion of the homes on a property AHFC owns at 5901 Drowsy Willow Trail in Austin, Texas. If selected for the award of the development opportunity, I do hereby agree to enter into an Exclusive Negotiation Period (ENP) with AHFC the term of which will begin on the date of selection by the AHFC Board of Directors and end 90 days from selection. I have read the Memorandum of Understanding included as a Reference Material to the Drowsy Willow RFQ and understand that AHFC considers that document in the form presented mostly final. I understand the Memorandum of Understanding shall be the primary document executed within the ENP that will govern the selected developers and AHFC's obligations vis-à-vis each other, and this development. During the ENP, I agree to negotiate in good faith any modifications necessary and jointly agreed upon by the Selected Developer and AHFC to the Memorandum of Understanding included as a Reference Material to the Drowsy Willow RFQ and finalize and execute that document prior to the end of the ENP. If after a reasonable time of negotiation AHFC concludes that little progress has been made toward negotiating the necessary agreements, AHFC reserves the right to terminate negotiations with the Selected Developer, and request authorization from the Board to begin negotiations with the next highest scoring respondent. I understand and agree that if the agreements necessary for the development of the property are not executed within the ENP, the ENP may be extended as needed by the mutual agreement of both parties. I understand and agree that AHFC reserves the right to select the next highest scoring respondent or resolicit for new qualifications if, at the conclusion of the ENP, the necessary agreements have not been executed. I understand that I am not liable for any costs associated with this development prior to the execution of the MOU, with the exception of any and all costs associated with the preparation of my submission to this RFQ. I understand that if selected, I will be required to comply with the Mandatory Requirements described in this RFQ as a condition of the award of the development opportunity.

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**Developer Entity Name** Industry ATX

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**Authorized Representative** Megan Etz

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**Authorized Representative Signature**



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**Date Signed** Sep 22, 2023

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**Authorized Representative Email** megan@industryatx.com

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### **Certificate of Non-Suspension and Debarment**

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**Description Area** THIS FORM MUST BE FULLY COMPLETED AND SIGNED BY THE RESPONDENT TO BE CONSIDERED FOR THE AWARD OF THE DEVELOPMENT OPPORTUNITY. I affirm my organization is not currently suspended or debarred from bidding or contracting with the United States Federal Government, State of Texas, or City of Austin.

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**Developer Entity Name** Industry ATX

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**Authorized Representative Name** Megan Etz

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**Authorized Representative Signature**



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**Date Signed** Sep 22, 2023

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### **Affidavit of Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying**

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**Description Area**

THIS FORM MUST BE FULLY COMPLETED AND SIGNED BY THE RESPONDENT TO BE CONSIDERED FOR THE AWARD OF THE DEVELOPMENT OPPORTUNITY. I certify and agree that I have not and will not influence the AHFC RFQ evaluation and award process in any way either directly or indirectly including but not limited to offering or providing any good or service of value to AHFC staff or officers in exchange for more favorable consideration. I certify I have no present knowledge of a potential or existing conflict of interest with AHFC that may give my proposal an unfair advantage over other proposers or unduly benefit my organization in any way. I agree to notify an AHFC Authorized Contact or Project Manager in writing as soon as I become aware of any potential or existing conflict of interest in the future. I understand and agree to comply with the City of Austin's Anti-Lobbying Ordinance (Ordinance No. 20180614-056) while this RFQ is open. <https://www.austintexas.gov/edims/document.cfm?id=301199>

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**Developer Entity Name**

Industry ATX

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**Authorized Representative Name**

Megan Etz

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**Authorized Representative Signature**



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**Date Signed**

Sep 22, 2023

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