

Endeavor Real Estate Group & Columbus Realty

PLAZA SALTILLO

CAPITAL METRO BOARD PRESENTATION



April 15, 2014

Plaza Saltillo



Is....

East Austin
Accessible
Genuine
Inclusive
Sustainable
Familiar
Comfortable
Connected
Neighborhood
Communal
Everyday
Discovered
Local
Creative
Energetic
Innovative
Playful
Nested
Rooted
Everyday
Home



The Team

- The Development Team has been assembled specifically for this Project and brings together repeated successful development, construction and project execution experience, with particular expertise in serving the needs of central Texas' communities
- Extensive experience entitling, planning, designing, obtaining government/ stakeholder approvals, meeting timelines and budgets, and constructing successful projects in Austin
- A Collaboration between Capital Metro and the Development Team



The Team cont.

➤ Developers

- Endeavor Real Estate Group
- Columbus Realty Partners (Robert Shaw)

➤ Design Team

- Torti-Gallas.....Master planner and Conceptual Architect
- Michael Hsu.....Local Design Architect
- JHP.....Multi-family Interior/Coordination Architect
- Bury.....Civil
- TBG.....Landscape Achitect
- 3Point Partners.....Community Outreach
- Pink Consulting.....MBE/WBE/DBE Consultant

➤ Leasing and Management Team

- Retail: Endeavor
- Multi-Family: Lincoln Property Company (Columbus Asset manager)



Continuing a Successful Partnership

➤ EREG, Columbus, & Bury have worked together on seven mixed-use projects in Austin:



- Together we have developed 770 multi-family units and 30,000 sf of retail
- Currently we have an additional 875 multi-family units designed & permitted to start this year
- Totals **1,645** multi-family units together (1,000 of which are above retail)

➤ Successful track record of creating projects that meet the Austin community's needs and demands

➤ History, familiarity & trust in the Team = Successful Collaborative Effort





HISTORY & EXPERIENCE



Endeavor History

- Founded in 1999, Endeavor Real Estate Group, Ltd. (EREG) is a full-service commercial real estate company headquartered in Austin, Texas. From developing Austin's largest outdoor shopping center to owning / managing high-rise office buildings in downtown Austin and creating vibrant mixed-use projects, EREG creates value through the management, leasing, development and acquisition of mixed-use, retail, office, and industrial properties
- Partners at Trammell Crow and then at EREG - collectively over 155 years of experience in acquiring, developing, and managing commercial real estate
- EREG has developed and/or acquired 12.6M sf of commercial real estate and has owned and actively managed real estate assets in which \$466.4M of equity has been invested
- One of the largest full-service real estate companies in Austin with 75 employees that handle the leasing and management of approximately 5.9M square feet of office, industrial and retail product
- EREG's work in Central Texas has created a reputation and a brand that both customers and citizens are proud to have in their communities

“We live where we work and we shop where we build”



Endeavor Experience

- Currently responsible for leasing over 2M sf of office & 1.8M sf of retail space in Austin
- In December, EREG completed creative office project at 2021 E. 5th St, ½ mile from Plaza Saltillo
 - 100% Leased to three local firms
 - EREG meeting the community needs for an employment center while increasing the day time population to help support neighboring businesses
- Developed the largest project within the North Burnet/Gateway Regulating Plan TOD Sub-District
- The Domain - Commonly referred to Austin's "second downtown", EREG has master planned, designed & executed a vertical mixed-use, mid-rise, dense urban project built out over 10 years
 - Over 1.2M sf of retail space, a new Whole Foods Market, 1,350 multi-family apartments, & 675,000 sf of office. 491 multi-family units and 340,000 sf of office are under construction. Soon to being is an additional 590,000 sf of retail and **with Columbus** 875 multi-family units
- Awards include: ABJ Best Office Project - Domain 5, ABJ Best Retail Center - South Park Meadows & University Oaks (IKEA), Costar Leasing Top Firms and Texas Forest Service Gold Leaf for community landscape beautification projects (SPM)



Columbus History

- Columbus has developed over 15,000 apartments, condominiums and townhomes, & 200,000 sf of neighborhood based retail space. Much of that development has been in urban areas in such diverse neighborhoods as
 - Uptown Austin
 - Uptown Denver
 - Midtown Houston
 - Downtown Dallas
 - Uptown Plano
 - Museum District in Fort Worth
 - Roosevelt Historic District in Phoenix
- Worked with the City of Plano and DART, Columbus built the light rail station along with 450 apartments and 100,000 sf of neighborhood retail in Plano's historic downtown
- A leader in creating walkable mixed-use neighborhoods with significant involvement in award-winning projects such as Legacy Town Center, Addison Circle & The Domain (with EREG)
- Legacy Town Center Project consisting of 2,700 multi-family units built over nine years within an existing business park incorporating numerous parks
- Executed numerous adaptive reuse projects including The Rice Hotel (Houston) and the H.L. Green building (Dallas) and has worked with 5 different cities on PPVs



Columbus Experience

Proponent of “New Urbanism” – Our communities are designed to be an important element in the pedestrian experience. Our buildings are designed with minimal setbacks, frequent entrances and very high quality public improvements to ensure a frequent and lively streetscape experience.

Unique and exciting living spaces – Each community has a wide variety of unit types including lofts, artist garrets, standard and affordable one and two bedroom units. While each property is tailored to the area, their experience in providing urban housing in metropolitan areas has given them a deep understanding of what the market is looking for in an urban product.

Mixed use neighborhoods in urban form – It is Columbus’ belief that real neighborhoods have a dense population that can support retail services at the ground floor level and create a real pedestrian experience on the sidewalks. Their neighborhoods include apartments, town homes, condominiums, retail, storage space and home office/flex space.

Renovation of historic buildings – Columbus has experience in adaptive reuse, ranging from restoring the Rice Hotel in Houston into lofts, to renovating the American Beauty Mill and the Wilson Building in Dallas, into unique living space.

Awards include:

Greater Dallas Planning Council

City of Dallas Urban Design Advisory Committee
Dallas Urban Design Award
 State Thomas 1994
 Uptown Village 1995

Dallas Chapter of the American Institute of Architects

Merit Award
 Addison Circle 1996

American Planning Association

North Central Texas Section
Excellence in Development
 Addison Circle Urban Center 1995

Congress of New Urbanism

Successes of the New Urbanism
 Uptown Village 1996

NAHB’s Multifamily Council

Pillars of the Industry
 Uptown Village 1996

International Downtown Association

1997 Downtown Achievement Awards
Merit Award for Best Physical Project
 Columbus Square

American Planning Association

North Central Texas Section
Best Contribution to Urban Fabric Through
Good Design & Execution
 Addison Circle 1996

AIA Dallas Citation – 1999

In recognition of outstanding achievement
For revitalizing in-town housing and bringing
architectural diversity to Dallas multi-family housing

QUOIN

2003 Sir Award for Vision and Leadership in Industry

Local Government Commission

1997 Ahwahnee Award for
Best Master Planned Community
 Addison Circle

Greater Dallas Chamber

Momentum Award – Community Catalyst

NAHB’s Multifamily Council

Pillars of the Industry
 Addison Circle 1998

Torti-Gallas History & Experience – Master Planner

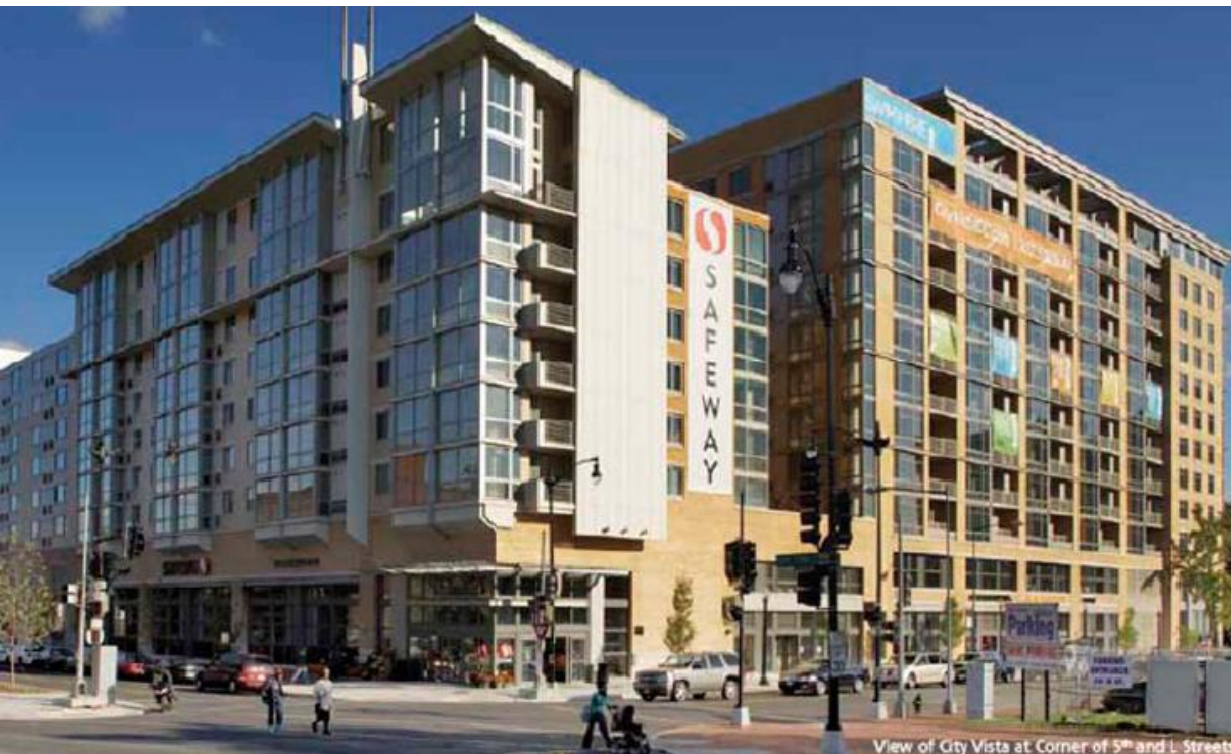


Torti Gallas and Partners Transit Oriented Developments (TOD):	
70+	TOD Projects Completed
36 +	Cities in which Torti Gallas has designed a TOD
5	Integration of different transit systems (subway, light rail, heavy rail, bus, ferry)
50+	TODs at subway sites
15+	TODs at heavy rail sites
12+	TODs with a multiplicity of transit systems
162,000	Population living/working in Torti Gallas designed TODs
81,000	Cars off the road because of Mixed Use TODs
843,300	Metric tons of CO2 eliminated from going into the atmosphere
96.1 mil	Gallons of gas eliminated per year
117,400	Homes being powered by electricity through energy savings
300,000	Tons of eliminated waste from going to recycle centers/landfills



Torti-Gallas History & Experience – Master Planner

Torti Gallas is a national leader in the master planning and architectural design of mixed-income, mixed-use & mixed-tenure neighborhood revitalizations that provide an increased tax base for city & transit line



- Torti Gallas has won over 400 international, national, and local honors for planning and design over their 60-year history
- Torti Gallas and Partners have been involved with more than 70 transit-oriented developments
- Maximize access to public transportation
- Under the HOPE VI program Torti Gallas planned and designed 19 senior housing affordable developments



Michael Hsu History & Experience – Local Design Architect

Michael Hsu Office of Architecture (MHOA) was formed in 2005 with the goal of producing locally-engaged, design-driven architecture and interiors in Austin. MHOA endeavors to create livable, neighborhood-oriented urban spaces. Our projects range from mixed-use developments to one-off commercial interiors and residences that include local artists, artisans, and crafts people to produce custom installations binding a project to its locale

P. Terry's - Lakeway



More Home Slice



Amy's Ice Cream & Phil's Icehouse – Burnet



South Congress Hotel



Michael Hsu History & Experience – Local Design Architect

ZACH Theatre



4200 N. Lamar
(Uchiko)



Mellow Johnny's



04 Mixed-Use
Development (Perla's)



Michael Hsu History & Experience – Local Design Architect

Lamar Union
(Alamo Draffhouse)



Lamar Union
(Alamo Draffhouse)



Elan East

Additional Team Members History & Experience

Bury – Civil Engineer

- Since their start in 1984, Bury has built its reputation on a high-performance, service-driven culture, & annually ranked in the Engineering News-Record's Top 500 Design Firms. In 2013 was ranked No. 28 in ENR Texas and Louisiana's Top 100

TBG – Landscape Architect

- Premier service, exceptional design, and consistent excellence are hallmarks that define TBG Partners, a landscape architecture and planning firm founded in Austin, Texas in 1987. With more than 100 professionals — featuring experts in landscape architecture, planning, and environmental graphic design

3Point – Community Outreach

- 3 Point Partners is an experienced, full-service public affairs firm based in Austin. Projects: COTA, Villas on 6th, Balcones Resources, Water Treatment Plant #4, WillCo Road Bonds

Pink Consulting – MBE/WBE/DBE Consultant

- Providing communication and implementation of minority community initiatives since 1997. Projects: Regional Mobility Authority (CTRMA), Bergstrom Expressway – CTRMA US 183 South, ABIA & Downtown Hilton, SW Key National HQ, CSC Project, & Austin ISD HUB



Team Public-Private Partnerships

Columbus

City of Houston:	Rice Hotel – Adaptive re-use, historical tax credits, use of spot TIF
City of Phoenix:	Roosevelt District – Urban Housing, adjacent to urban core
City of Denver:	Adaptive re-use of historic hospital, new urban apartments, and retail
City of Fort Worth:	Urban mixed use, housing, retail, and office
City of Dallas:	Wilson Building – Former H.L. Green Dept. Store, converted to apartments Heights of State Thomas – New urban apartments
City of Austin:	Pole Yards Site (West 3 rd St.) – Ground lease with the City of Austin

Endeavor

Fort Sam Houston Lifestyle Center

Endeavor is currently developing the 442,000 sf Army & Air Force Exchange Service Freedom Crossing Retail Lifestyle Center at Fort Sam Houston in San Antonio

Selected from > 15 groups that responded to the RFP in 2009

City of Austin, Cedar Park & Round Rock





COMMUNITY BENEFITS

Community Benefits – Est. Value in Excess of \$10 Million

- A Project requiring no variances from the Regulating Plan for Plaza Saltillo TOD SAP
- 25% affordable housing, half of which will be in a dedicated senior residential building and half of which will be mixed in with the market rate multifamily residences
- Increased ridership, pedestrian and bicycle connectivity through LAB extension, new pedestrian paseos, improved streetscapes, and north-south connections
- 1.7 acres of activated Parkland to be dedicated to the city (plus an additional fee) with a connection from the parkland to the Plaza Saltillo station and will include pedestrian amenities
- 1.8 acres of elevated, private open space including amenities on top of the podium parking decks for residents

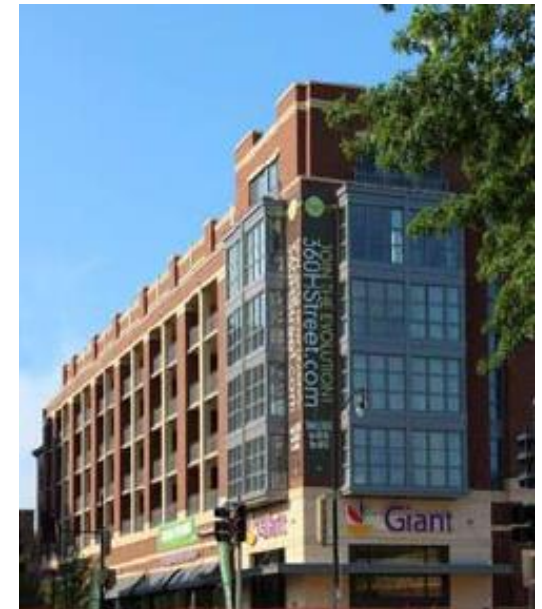


COLUMBUS



Community Benefits – Est. Value In Excess of \$10M

- Provided for a 60,000 sf full service grocery store to serve the surrounding community, located in the block facing I-35 to create a strong connection and draw from the west side of I-35
- 50,000 sf of service retail located along 5th Street and north south connections – this will vary from restaurant, to service, to soft goods. By providing a range of affordable housing and creating jobs the Project will enable neighbors to live where they work and to work where they live
- Human scaled buildings with design emphasis on the activation of the public realm
- Re-purposed historic buildings
- Inclusion of disadvantaged, minority and women-owned / local businesses





CONCEPTUAL PLANS

Existing Site



Conceptual Site Plan



Rental Housing Mix:

# Units		
100	Affordable Senior Apts.	(12.5%)
100	Affordable Apts.	(12.5%)
538	Apartments	(67%)
36	Townhouses (2-story)	(5%)
26	Live-Work units	(3%)

800 Total Units

Retail Mix:

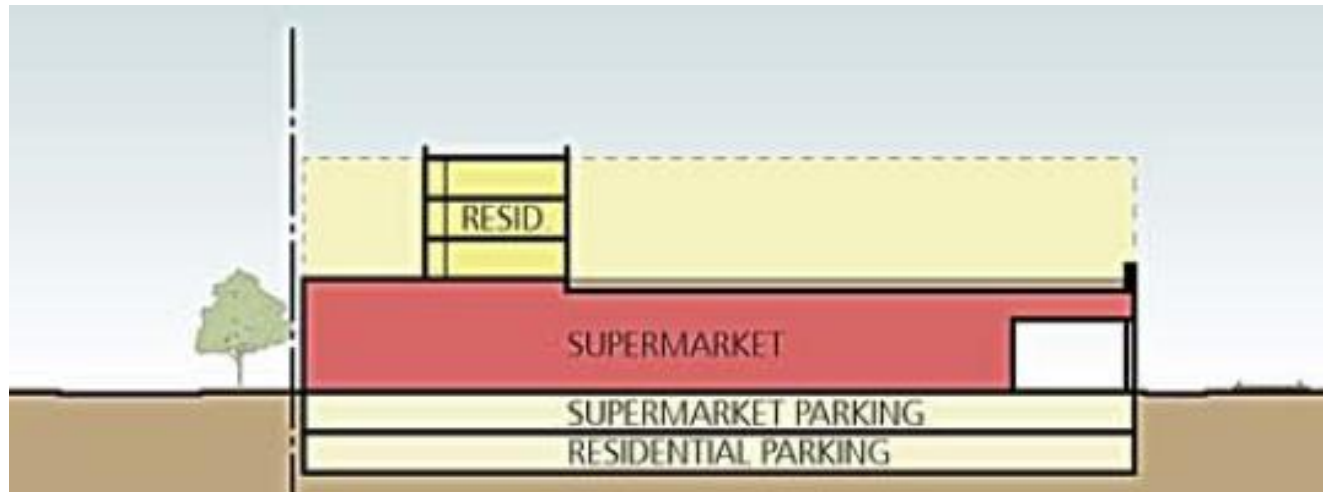
sf		
60,000	Full-Service Grocer	(53%)
25,000	Service Retail	(22%)
17,500	Restaurant	(16%)
10,000	Café/Coffee	(9%)

112,500 sf Total Retail

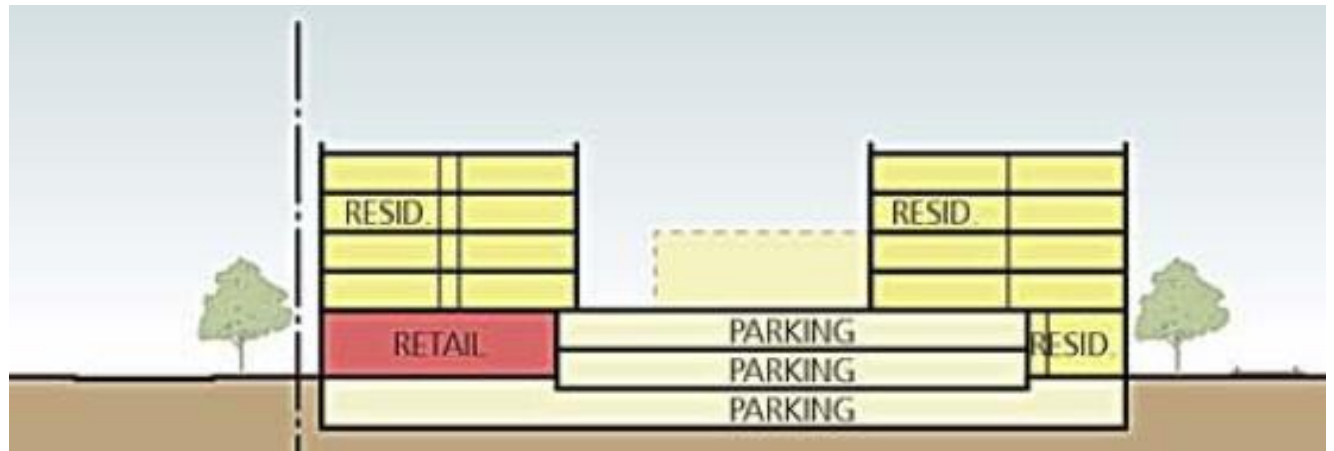


Conceptual Site Plan – Sections

Section A – Block 1



Section B – Blocks 2, 3 & 4



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Conceptual Site Plan – Imagery



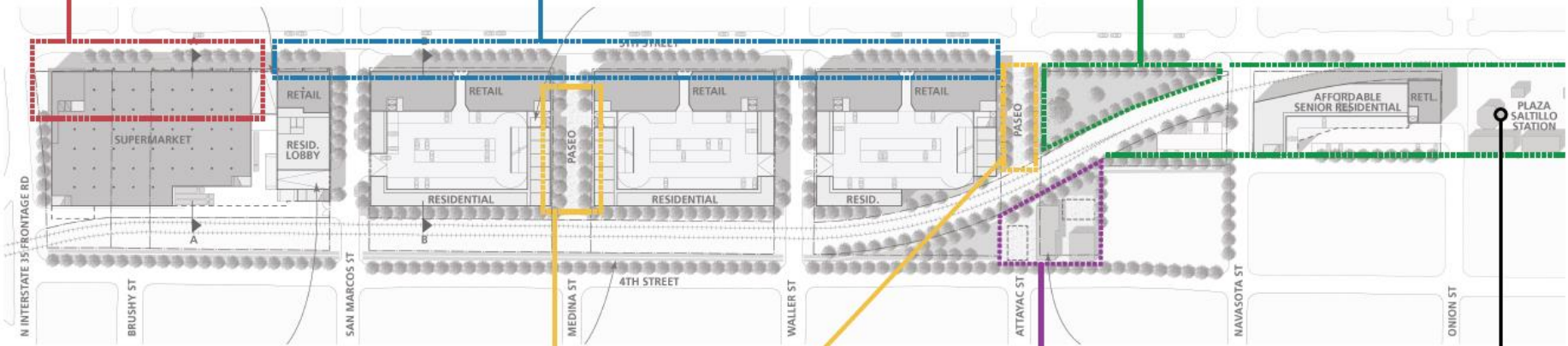
Supermarket:
Large focal entry sets the tone for the new Satillo district and makes a connection across the highway.



Streetscape:
Pedestrian oriented retail with activity, seating, planting, and trees on wide sidewalks.



Urban Green:
Park space stitched into the paseo and flexible use for food, craft and art markets.



Pascos:
Sidewalk cafes engage the calmer area. Walk up living units and generous, orchard landscaping.



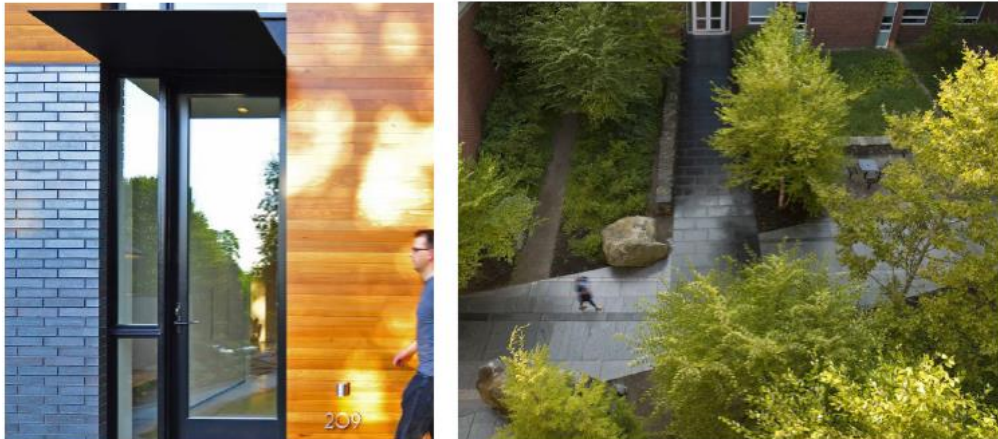
Market:
Adaptive reuse of existing historic structures with permanent artisan and craft shops.



Design

- We welcome Capital Metro's input and will provide Capital Metro with Design Approval rights at the time of Schematic Design





COMPARABLE PROJECTS

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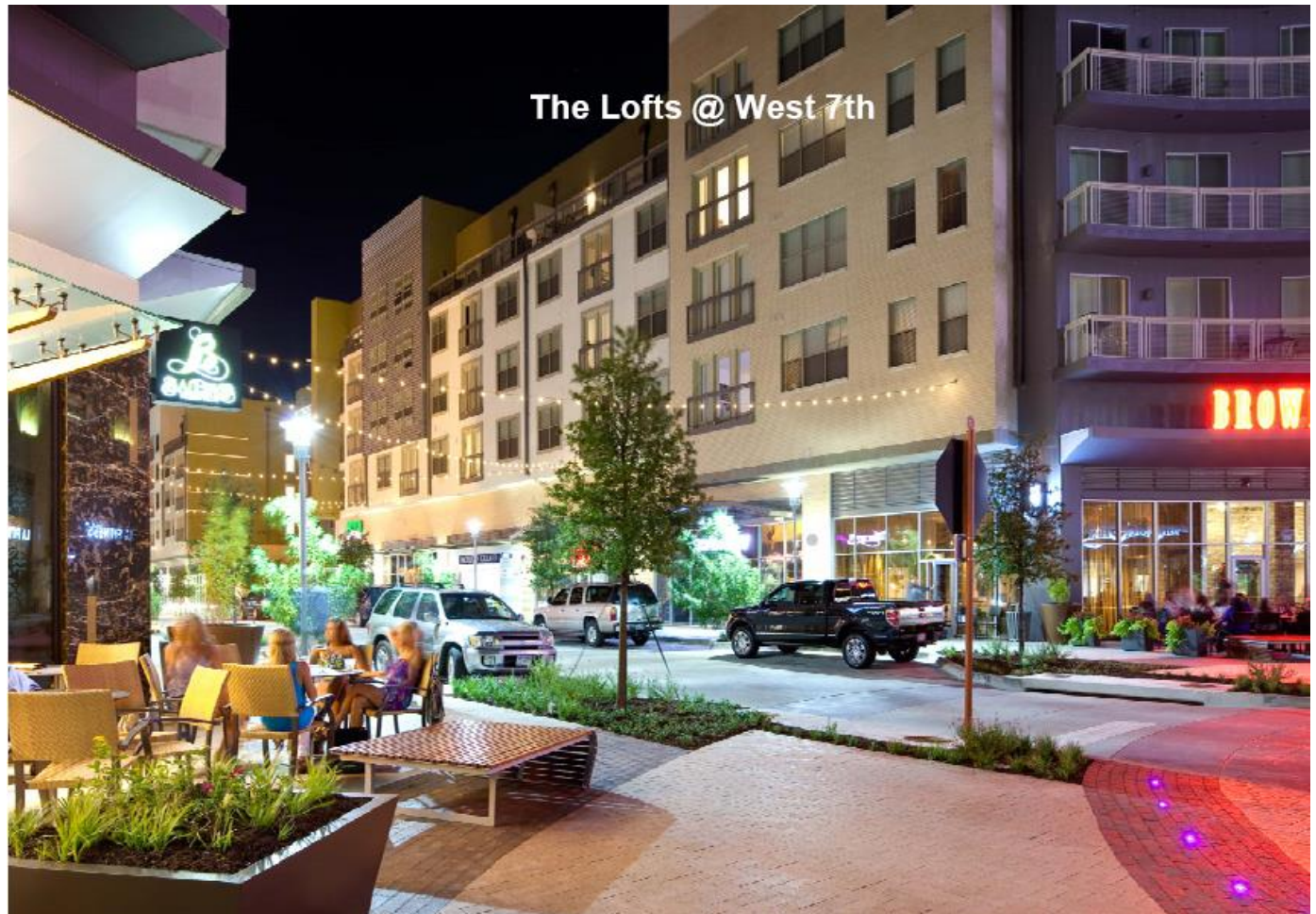
Comparable Projects – Indicative Design & Quality

Plano Transit Village – 480 multi-family units and 29,000 sf of retail complement the development of the new DART Light Rail Station which connects Plano to the Dallas CBD and beyond. Use of Municipal Bonds to fund public infrastructure Land lease with City of Plano at favorable terms in Plano, TX, built between 2002-2003



Comparable Projects – Indicative Design & Quality

The Lofts @ West 7th – 537 multi-family units, 15% affordable housing in Fort Worth, TX



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Comparable Projects – Indicative Design & Quality

Legacy South & North – 2,717 multi-family units built between 2003–2012 in Plano, TX.

- Urban style luxury apartments near offices, shops and parks
- Full service, 400-room Doubletree Hotel with conference facilities
- Unique 2nd and 3rd floor office settings with pedestrian-oriented retail space on ground floors
- Community entertainment district featuring a movie theater and upscale restaurants
- 3-acre landscaped park and smaller pocket parks throughout



Comparable Projects – Indicative Design & Quality



Villages, Parkside and Residences at the Domain
1,416 multi-family units across three Phases have been constructed to-date at the Domain

Additional phases are under construction & in design with Endeavor



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Comparable Projects – Indicative Design & Quality

Downtown Austin Project (West 3rd St) – 239 multi-family units, 12,000 SF of Retail/Office space, built in 1998 in the CBD of Austin, TX



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Comparable Projects – Indicative Design & Quality

Addison Circle – 915 multi-family units, 109,000 sf of Retail, 41,000 sf of Office, 137 Room Hotel, 30,000 sf of Storage in Addison, TX. Public-Private Partnership. Jointly created master planned urban center and zoning ordinance with policymakers, staff and stakeholders.



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Comparable Projects – Indicative Design & Quality

Post Square Uptown – 220 multi-family units, 21,270 SF of Retail, built in Dallas, TX. Use of Intown Housing Institute to fund public infrastructure.



Comparable Projects – Indicative Design & Quality

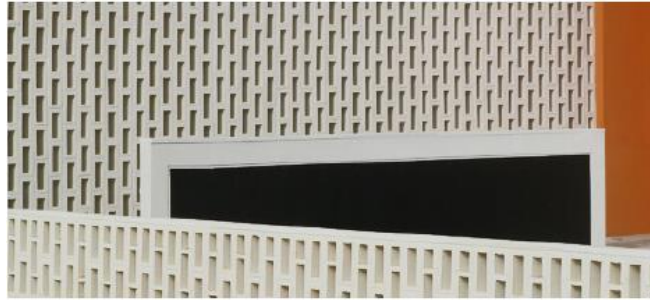


2021 East 5th Street Office – This 32,000 sf creative office space is located just 1/2 mile from Plaza Saltillo in East Austin and was completed in December 2013



The project is 100% leased to three local firms

We are Excited to be a Part of This Project



Thank You for Your Time

