



E. 11th Block 16 & 18

7.2024 Community Update



**Theresa
Alvarez**

CEO and
President

Rally Austin Board of Directors

Rally Austin is a real estate nonprofit formed **to facilitate community development projects that foster equitable and inclusive economic growth**. The organization is both a local government entity as well as a 501c3 organization.

Rally Austin, formerly AEDC, is governed by a “blue-ribbon” board consisting of 20 voting-members who are nominated by the City and other external agencies in the community.

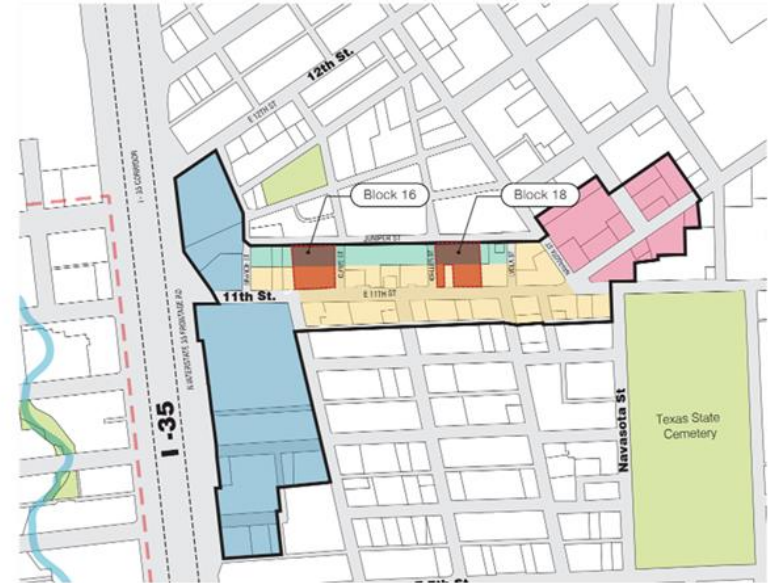


Urban Renewal Agency, Board, Plan

The Urban Renewal Agency is the landowner of Blocks 16 & 18. Established in 1999 by state statute, the organization has Board members appointed by the Mayor, confirmed by Council. The organization is staffed by City of Austin Housing Department .

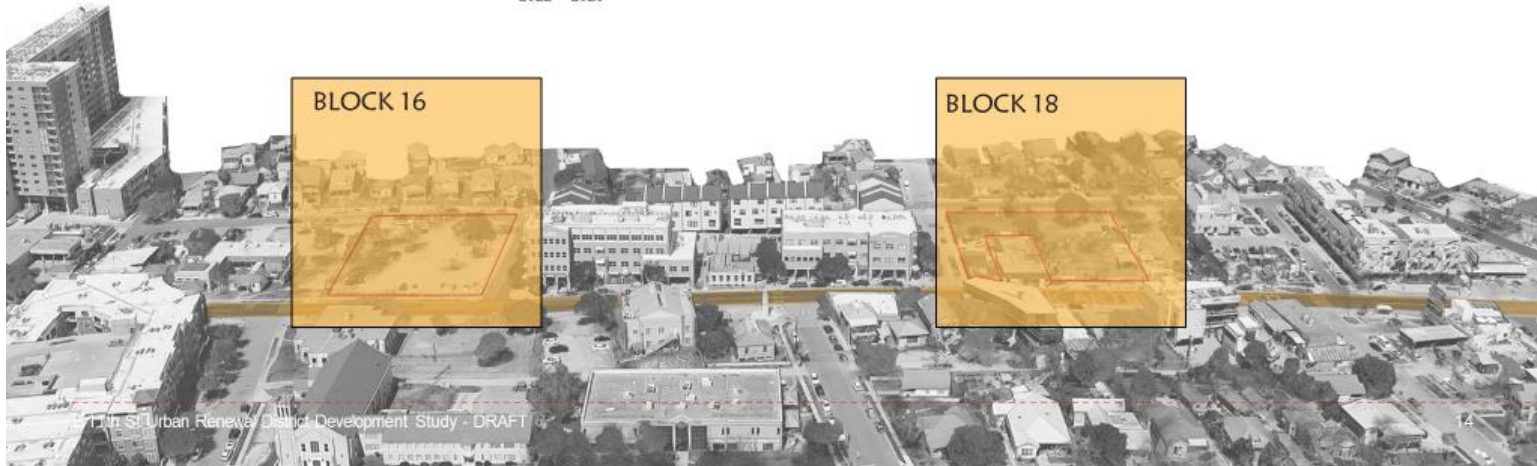
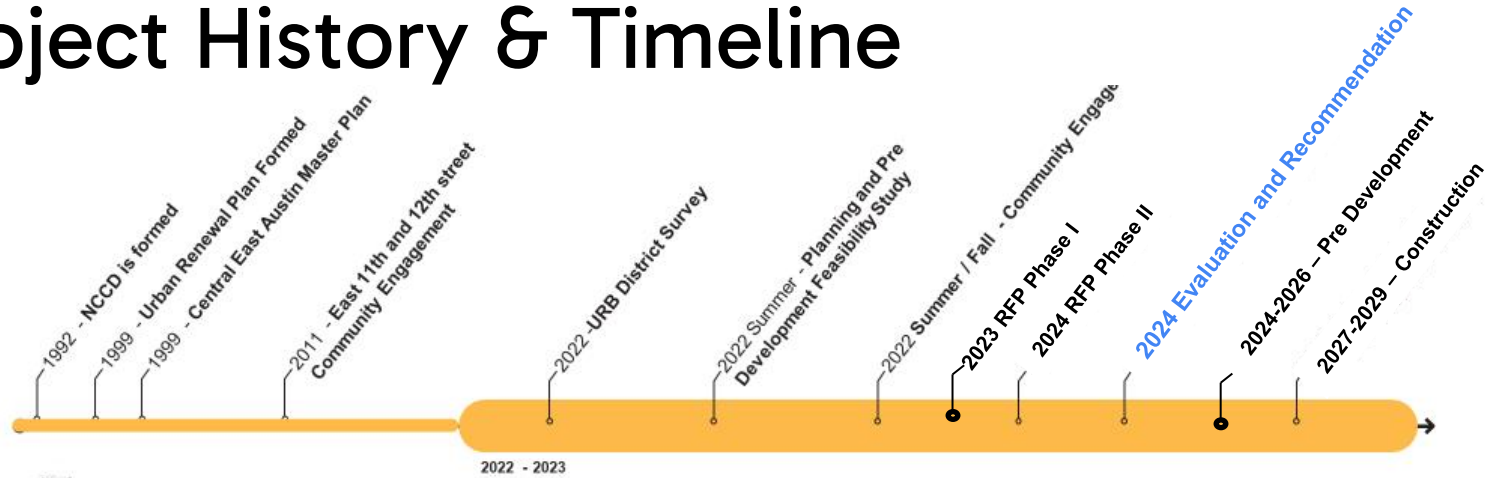
The 12th amendment to the Urban Renewal Plan was most recently updated in September 2023.

It meets the third Monday of the month, at 6pm, at the Permitting and Development Center: [Urban Renewal Board | AustinTexas.gov](https://www.austintexas.gov/urban-renewal-board)

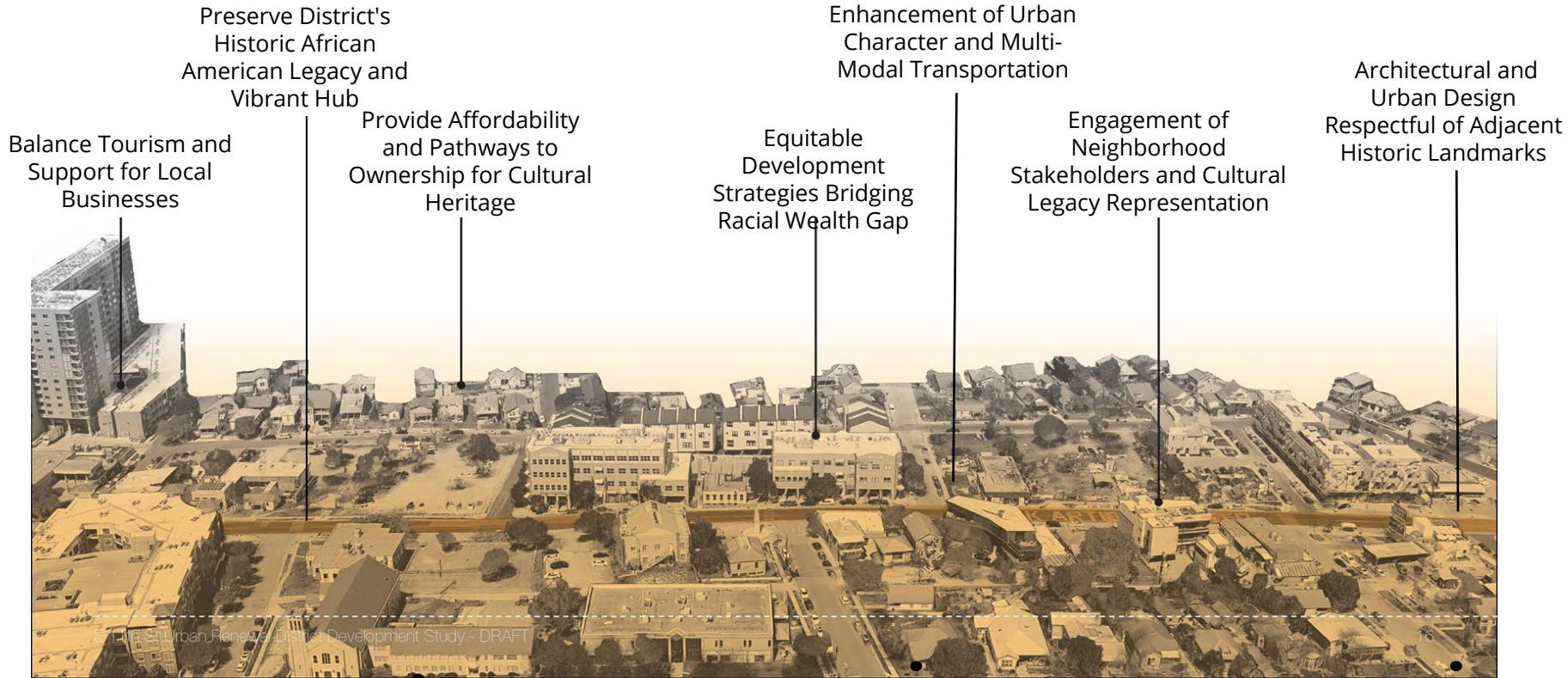


Zoning NCCD Overlay & Urban Renewal Plan.

Project History & Timeline



Equitable Development Goals





Community Engagement

Significant efforts to poll local residents, businesses, institutional leaders, and legacy communities.

- 10 in-person and virtual public meetings
- 20+ Urban Renewal public discussions
- 7 Commission updates
- Formed Stakeholder Working Group
- Office hours, one-on-ones

This effort built on over 20 years of prior planning efforts, studies, and community meetings.



Pop up open house community conversation.

Pre-Development Feasibility



**The Drawing above is conceptual and serves illustrative purposes only. Developer proposal will supercede this drawing.*

[Pre-development Report Link](#)

RFP Process



This was a multiphase process lasting from August 2023-April 2024

- PHASE I: Vision and Team
- Community Input : Public presentations and survey
- PHASE II: Financial Capacity & Execution Strategy
- Evaluation Committee
- Urban Renewal Discussion and Recommendation to Council
- City Council to vote (anticipated July 18, 2024)

On June 17, 2024, the Urban Renewal Board voted to recommend Pleasant Hill Collaborative as the Proposed Development Team to Austin City Council.

Pleasant Hill Collaborative

The team is comprised of multiple developers :

- Servitas (National)
- GNDC (Local)
- Topo (Local)

The developers are complemented and supported by numerous firms, organizations, and individuals such as Creative CultureWorks, Forge Craft, Carter Design Associates, Moody Nolan, Swinerton, Raasin in the Sun, Bingham Group , AusBos, and more.



Block 16 from East 11th Street



Block 18 from East 11th Street



Proposed Development Program

- 145,000 SF/130 units of diverse residential unit types (deep affordability to workforce incomes, apartments to townhomes) with a majority affordable at below 50% MFI.
- 13,000 SF of commercial space including small food-based retail spaces
- 27,000 SF of cultural space including a music venue and working spaces as aligned to the City of Austin's resolution
- Exterior courtyard/plaza spaces, and proposed rooftop amenities
- 184 structured parking spaces

BLOCK 16 & 18 SITE CONTEXT PLAN



Site Plan

Anticipated Timeline



The process is just beginning!

- 2024 Exclusive Negotiating Period
- 2025 Final Design & Secure Financials
- 2026 Begin Construction (anticipated)
- 2027-8 Occupancy (anticipated)

There will be additional opportunities to engage with the Developers after the initial terms are finalized



THANK
YOU

QUESTIONS? anne@rallyaustin.org



THANK
YOU