
2011 RUDY BRUNER AWARD PROJECT DATA



PROJECT DATA

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name East Village Location Austin, Tx

Owner 11th Street Neighborhood Partners

Project Use(s) Retail, Office, Residential

Project Size 28,000 sq. ft. Total Development Cost \$ 4 million

Annual Operating Budget (if appropriate) N/A

Date Initiated 01/2008 Percent Completed by December 1, 2010 100%

Project Completion Date (if appropriate) 06/2010

Attach, if you wish, a list of relevant project dates

Application submitted by:

Name Calvin Chen Title Principal

Organization Bercy Chen Studio

Address 1111 East 11th Street Suite 200 City/State/Zip Austin, Texas 78702

Telephone (512)481- 0092 Fax (512)476- 7664

E-mail powei@bcarc.com Weekend Contact Number (for notification):

Perspective Sheets:

Organization	Name	Telephone/e-mail
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Public Agencies		
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Architect/Designer	<u>Fred Hubnik</u>	<u>fred@bcarc.com</u>
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Developer	<u>Michael Casias</u>	<u>esperanzadev@gmail.com</u>
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Professional Consultant		
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Community Group		
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Other	<u>Blake Shanley</u>	<u>blakeshanley@yahoo.com</u>
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Please indicate how you learned of the Rudy Bruner Award for Urban Excellence. (Check all that apply).

- Direct Mailing Magazine Announcement Previous Selection Committee member Other (please specify)
 Professional Organization Previous RBA entrant Online Notice
 Bruner/Loeb Forum

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2011
RUDY BRUNER AWARD
PROJECT
AT-A-GLANCE



PROJECT AT-A-GLANCE

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Project Name East Village

Address 1200 East 11th St.

City/State/ZIP Austin, Texas 78702

1. Give a brief overview of the project.

Located in the Revitalization District of East 11th Street, this Vertical Mixed Use project will become a unique focal point in a quickly growing neighborhood. The project includes 11 retail stores and offices, 20 residential condominiums, and roof top decks accessible by all residents. The unique solar screen on the south and west facades is just one of the many aspects of the design that contributes to the 3-Star Green Building Rating.

The East 11th Street neighborhood in Austin has seen considerable change since 2001. Once a largely ignored portion of Austin, E. 11th Street is now home to many different retail shops, restaurants, offices, and cultural groups. Block 19 seeks to capture this diversity by developing a dynamic and creative environment for its residents, combining retail shops and small commercial offices with residential units on the upper floors. On the fourth floor are two green roofs; each with a wonderful view into downtown.

The design of the building incorporates modest materials in creative and dynamic ways. The entire ground level is full height glass mounted in front of a steel structure. This gives the illusion of the entire building floating on cubes of glass. To further enhance the visual 'lightness' of the building, the entrance to the site is under a long span steel truss that supports 2 stories of residential units across a 65 ft span. The upper south and west facades are shielded from the hot Texas sun with a multi-faceted steel panel screen which double as a shading device and guardrails for the residential balconies.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

East Village is one of the first steps taken to revitalize a once neglected neighborhood to the east of downtown Austin, Texas. With the cooperation of the Revitalization Authority, Esperanza Development, and Bercy Chen Studio, East. 11th St. has undergone a gradual change from a once neglected historical area to a lively and celebrated cultural area. East 11 harbors a variety of restaurants including the historic victory grill, an icon of jazz music and southern food since 1945, and Blue Dahlia, a European style bistro located across from victory grill. Adjacent to Block 19 DiverseArts hosts Kenny Dorham's Backyard, an outdoor music venue celebrating the culture of jazz music through the Austin Jazz and Arts Fest along with many other yearly festivals.

Block 19 is another piece to the cultural puzzle that is currently being arranged on the East 11th corridor. East Village is designed in opposition to the culture of gated communities developing across the United States; with it's green roof accessible to the public and communal gardens surrounding the block, East Village welcomes the entire community to enjoy its amenities and gather in communal bliss.

2011
RUDY BRUNER AWARD
PROJECT DESCRIPTION



PROJECT DESCRIPTION

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1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project?

The project aims at bringing a community together through the use of cultural events, such as art galleries, community gardens, and two public rooftop gardens. East Village was designed as an open community with retail and office spaces occupying the first level and residences on the upper three stories. The idea is to have a community live, work, and play in a peaceful, inviting environment. There were indeed a few trade-offs that were encountered during the completion of the project. East Village went into construction in the midst of the economic downturn. As a result, lack of funds hindered the completion of the communal and rooftop gardens; many decisions had to be made on finishes as well as materials. Every attempt not to sacrifice the gardens and communal aspects of the project has been made and it resulted in the planting of trees and vegetation around the site and on the roof. Although the project still brings the community together through a variety of events, funding for the gardens is crucial to fulfill the full intentions of East Village.

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project?

East Village was developed in the heart of the East End Historic District, a historically African American neighborhood with roots dating back to the early 20th century. It is located a few blocks to the east of downtown Austin and is bordered on the north by small single family households. East Village along with other recent developments in the area have brought a once neglected neighborhood back to life. On the fourth Thursday of every month these developments host a variety of events including food, arts and entertainment. Although reluctant at first, the community has accepted the developments and embedded them into the cultural richness of the area.

PROJECT DESCRIPTION (CONT'D)

3. Describe the key elements of the development process, including community participation where appropriate.

The development of East Village was successful in part due to its participation in the Smart Housing Program of the city of Austin during the early development of the project. Through this program the city of Austin waived all development fees in exchange for a more pedestrian friendly and denser development.

Aside from the Smart Housing Program, East Village also participated in the Green Building Program where it received 3 out of 4 stars for its green features.

Finally the project meets the city requirements of providing a minimum of 20% affordable housing.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable.

The project was financed by a variety of sources including a construction loan provided by Wachovia, public and private loans provided by the city of Austin and a variety of private investors.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings?

East Village is a pioneer in many aspects of its design. While most of the country is celebrating closed and gated communities East Village celebrates the the idea of a community open to all. The design of the building incorporates modest materials in creative and dynamic ways; instead of the typical brick or stucco facade East Village displays a vibrant multi-panelled facade serving as a shading device for the residential condos. Instead of relying on expensive, high maintenance green `gadgets`, East Village showcases the architects' incorporation of sustainability into the fundamentals of the building.

East Village is an example of what urban communities should be working towards, a sustainable environment where the public, including residents and workers, can come together to enjoy a space regardless of time or type of activity.

2011
RUDY BRUNER AWARD
ARCHITECT
OR DESIGNER
PERSPECTIVE



ARCHITECT OR DESIGNER PERSPECTIVE

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This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services.

Name Fred Hubnik	Title Architect
Organization Bercy Chen Studio	Telephone (512) 481- 0092
Address 1111 East 11th Street Suite 200	City/State/ZIP Austin, Texas 78702
Fax (512) 476- 7664	E-mail fred@bcarc.com

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Signature _____	Date _____
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1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

The design of the building incorporates modest materials in creative and dynamic ways. The entire ground level is full height glass mounted in front of a steel structure. This gives the illusion of the entire building floating on cubes of glass. To further enhance the visual `lightness` of the building, the entrance to the site is under a long span steel truss that supports 2 stories of residential units across a 65 ft span. The upper south and west facades are shielded from the hot Texas sun with a multi-faceted steel panel screen which double as a shading device and guardrails for the residential balconies.

Instead of relying on expensive, high maintenance green `gadgets`, Block 19 showcases the architects' incorporation of sustainability into the fundamentals of the building. In addition to the steel sunscreen, features such as insulated Low-E glazing, recycled and recyclable materials, no VOC paint, R-19 insulated walls, R-30 insulated roof, passive insect control, construction waste recycling, and low impact native landscaping all work together to make the East Village Lofts a healthy building for the residents and the community.

2. Describe the most important social and programmatic functions of the design.

Located in the Revitalization District of East 11th Street, this Vertical Mixed Use project will become unique focal point in a quickly growing neighborhood. The project includes 11 retail stores and offices, 20 residential condominiums, and roof top decks accessible by all residents. The unique solar screen on the south and west facades is just one of the many aspects of the design that contributes to the 3-Star Green Building Rating.

The East 11th Street neighborhood in Austin has seen considerable change since 2001. Once a largely ignored portion of Austin, E. 11th Street is now home to many different retail shops, restaurants, offices, and cultural groups. Block 19 seeks to capture this diversity by developing a dynamic and creative environment for its residents, combining retail shops and small commercial offices with residential units on the upper floors. On the fourth floor are two green roofs; each with a wonderful view into downtown.

ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

Due to the changes and growth along 11th Street and the surrounding areas, many long time residents have seen their homes change significantly. One of the major disadvantages of such quick growth is increased property taxes for the lower income residents and even displacement of transitory residents housed in existing multi-family developments. One of the major challenges to the success of the East Village was its connection with current residents. To help curb the displacement of current residents, 20% of the residential units at the development qualified for Low Income Housing incentives from the City of Austin. In addition, the developer only courted small local businesses for the retail and office functions.

Another drawback of developing in an area that until recently was considered a "blighted" area is the lack of accurate historical data on rising property values. Due to this, when bank funding was requested, their comparable project costs were extremely low and based on decades of data that included mainly small single family homes, industrial buildings, and sales of derelict retail buildings. This resulted in a much lower cost per square foot allowance from the bank, thus driving down the construction cost. Very few features of the building had to be cut. But, the design team had to find innovative ways to reduce costs such as switching to driven piles instead of concrete piers, and adding diagonal braces to reduce steel costs by almost \$200,000.

4. Describe the ways in which the design relates to its urban context.

The building has many design features that act to bring the residents' focus onto the surrounding neighborhood and highlight its strengths. The roof features two roof top gardens. One is accessible to all residents of the building and features views towards downtown, The University of Texas, and the historic Texas State Cemetery. In addition to the roof access, each residential unit was designed to focus the windows on unique aspects of the neighborhood such the historic Moon Tower and multiple churches surrounding the building. Rather than build another gated and secured complex, the developer sought to create an open environment that welcomes the building's neighbors rather than locking them out. The ground floor's retail shops feature glass walls on two sides, creating a visual openness. The parking lot is not gated, but instead surrounded by vegetation and paths that encourage movement through the site.

2011
RUDY BRUNER AWARD
DEVELOPER
PERSPECTIVE



DEVELOPER PERSPECTIVE

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This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name **Michael Casias**

Title **Developer/Owner**

Organization **Esperanza Development**

Telephone (**512**) **705-6365**

Address **1111 East 11th St.**

City/State/ZIP **Austin, Texas 78702**

Fax ()

E-mail **mcasias@me.com**

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Signature



Date **12/10/10**

1. What role did you or your company play in the development of this project? Describe the scope of involvement.

My company played the role of developer and part owner of the development, My involvement ranged from owner and developer to community participant, resident, and representative. As a current resident of the neighborhood I was a representative and mediator of both sides. Through my involvement in community discussions and involvement I was able to bring a different perspective to each side of the argument. Although the community sought more interest in the 11th street corridor, there were varying opinions on what the interest should be. Along with my my colleagues I presented a proposal for revitalizing the corridor through the construction of a few distinguishing structures, including East Village.

2. What trade-offs or compromises were required during the development of the project?

There were many trade-offs and as a developer there are many risks involved as well, but the most compelling trade-off is the achievement of an innovative design in an area that economically could not support something modern or expressive. There were many reductions in cost, materials and finishes had to be reconsidered many times but the outcome provided aesthetics on a very limited budget.

Neighborhoods always put too much emphasis on height. The market should dictate what the height should be limited to, for this development we were limited to four stories which calls for a complicated and expensive project. We had to re-work many detail in order to meet our budget without sacrificing quality.

The last trade off was the long process and timeline of the project. We tried to satisfy the entire community as well as the investors and donors of the project which called for many meetings on intent and aesthetics. It wasn't until everyone was satisfied that we were able to break ground and officially begin construction.

DEVELOPER PERSPECTIVE (CONT'D)

3. How was the project financed? What, if any, innovative means of financing were used?

While it is a new modern construction in a historically known section of town, neighbors immediately accepted the idea and it brought the community together from the beginning. The project was built on a piece of land where nothing existed for decades, it was empty, nothing but a field of dead grass. The project created 20 new homes and 10 new office spaces for use by small businesses.

Environmentally, East Village was built as a sustainable project. It achieved 3 out of 4 green star ratings and uses innovative materials and systems. It is located within walking distance of downtown Austin, Lake Austin and a variety of different museums therefore it promotes forms of transportation other than the vehicle.

The most successful aspect of the project if the joining of the community for a good purpose. The project was the fourth of a series of projects along the corridor. Because the developers were residents of the community, they were supported by the historically African American community while others were shunned away. The community has not been so together like it is today. The encouraged participation during the planning process and the continued support throughout the developments helped gain acceptance and the results of all the work is seen in the spaces being occupied by all.

4. What do you consider to be the most and least successful aspects of the project?

The project was funded creatively. There were many different sources including private funds, donations, grants, waivers and loans. Once presented with the project, the community came together and donated funds for the completion of their corridor. This in turn attracted investors who were willing to negotiate the project. Once the land was secured from the city at a good affordable price we were able to get loan from some lenders for the completion of the project.

2011
RUDY BRUNER AWARD
OTHER
PERSPECTIVE



OTHER PERSPECTIVE

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Name	Thomas Bercy	Title	Principal
Organization	Bercy Chen Studio	Telephone (512)	481- 0092
Address	1111 East 11th St. Suite 200	City/State/ZIP	Austin, Texas 78702
Fax (512)	476- 7664	E-mail	tbercy@bcarc.com

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Date 12/10/10

1. What role did you play in the development of this project?
Design Principal.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

The project has revitalized an urban corridor in Austin, Texas that had previously been neglected for many years. The addition of East Village as well as a few other developments have made the corridor more pedestrian friendly. East Village supports locally owned businesses like Purple Bean, a small and locally owned food trailer that resides on the East Village site, while providing public spaces used by the entire community. East Village has also added a 20% of affordable housing to the corridor in order to reduce the effects of gentrification.

OTHER PERSPECTIVE (CONT'D)

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

One of the greatest trade-offs during the development of the project was the value engineering of the project. By reducing the overall cost of construction by changing the structure from steel to a combination of steel and balloon framing, the developer was able to reduce the final price of the units to an affordable price. Because East Village participated in many programs prior to construction including the Smart Housing Initiative and the Green Housing Program, the timeline for the project was extended greatly. The added time resulted in different trade-offs including higher construction costs and loan extensions, but led to fee waivers and a 3 star green rating.

4. What do you consider to be the the most and least successful aspects of this project?

One of the most successful aspects of the project was the creation of a building which is open & welcoming to the public. Having an open mixed-use project rather than the typical gated community has led an interesting new typology that has been more than welcomed by the community. East village has engaged the community in both retail and residential components while providing an architecturally compelling building at a very low cost. Lastly, East Village delivered a 3 star Green Building project at an affordable price.

2011
RUDY BRUNER AWARD
OTHER
PERSPECTIVE



OTHER PERSPECTIVE

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Name Blake Shanley Title Sales and Marketing
Organization The East Village/Pauly Presley Realty Telephone (512) 731-4204
Address 555 E. 5th St. #2819 City/State/ZIP Austin, TX 78701
Fax (512) 482-9830 E-mail blakeshanley@yahoo.com

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Signature  Date 12/10/2010

1. What role did you play in the development of this project?

I have been involved for four years in the role of Sales and Marketing, as the Realtor representing the project for sale and for lease. In the process, I have also taken a very active role in the community to bring in, promote and support new businesses, and to learn and understand the history and current workings of the original community and how to best provide a successful vehicle for positive melding of the past, present and future of the neighborhood and every person and business within. I have taken a role as a voice representing, promoting and supporting the project and the community to the rest of the city.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

The project was a vibrant, modern addition to an historic, culture-rich neighborhood that was essentially left to fend for itself amidst a rapidly changing, growing city that spent decades virtually ignoring it. Through the long-term presence, commitment and obvious dedication to the success of the community as a whole of everyone involved in the project, we have been able to bring new energy and new people to the neighborhood without creating a line in the sand between the apprehensive existing neighborhood and the excited newcomers.

There has been an intentional, conscious effort to use the opportunity as a new mixed-use development in the community to bring more business, more bodies and more awareness to the neighborhood. The project has delivered a unique, architecturally interesting, design-conscious project to the market, but with 20% of its residential units intended as affordable units, and having maintained a generally affordable pricing matrix relative to the market, has allowed for a truly diverse pool of owners and tenants. The ground floor has brought five new businesses, four of which are female or minority-owned, to the community. The project has found a way to integrate smoothly into the existing community while also to become a functioning new piece to the puzzle and an accepted new member of a cultural heritage district.

The project's bold design and presence has created a buzz throughout the city, shedding ample new light on the community, providing the ability for us to share the publicity and exposure with all of the other businesses, events and people in the neighborhood. We have hosted numerous music and art events at the project, utilizing any available space as a venue to bring new positive energy and activity to the neighborhood.

OTHER PERSPECTIVE (CONT'D)

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

While still maintaining the integrity of the design and purpose of the project, some design, construction and finish elements were adjusted and altered to intentionally create a more affordable product, enabling better integration of the project into the neighborhood, rather than creating a product that only higher-income purchasers could afford.

Because I am the person responsible for the actual selling of the units in the project, I was involved in many of the discussions around which elements to add, which to alter, which to remove and which to simply pare down. Through my experience with buyers, other real estate agents and the general public, I have tried to identify how each element is, or would be, received, trying to carefully consider how it would affect both the saleability of the project and its important and delicate relationship with the neighborhood and community.

4. What do you consider to be the the most and least successful aspects of this project?

The least successful aspect has been the not knowing exactly how to adjust all of the moving parts most effectively and most efficiently to the rapid downturn of the economy and the deep plunge in the real estate market, a time during which innovative design becomes less important than practicality, affordability and necessity. But that aspect is one with which every development and project, in recent years, has had to struggle continuously to come out favorably in the end.

The most successful aspect has been that we have succeeded in supporting and facilitating the original idea and intention for the project during a very difficult economic time which, to me, was to build a unique, bold, modern mixed-use building in the heart of a richly historic African-American Cultural Heritage District and actually be a positive, accepted addition to the community, rather than an imposing one that lacked an understanding for and a respect for the neighborhood, which is so frequently the case with development. The project delivered something unique that more than one type of person could afford to enjoy.



Historic Victory Grill

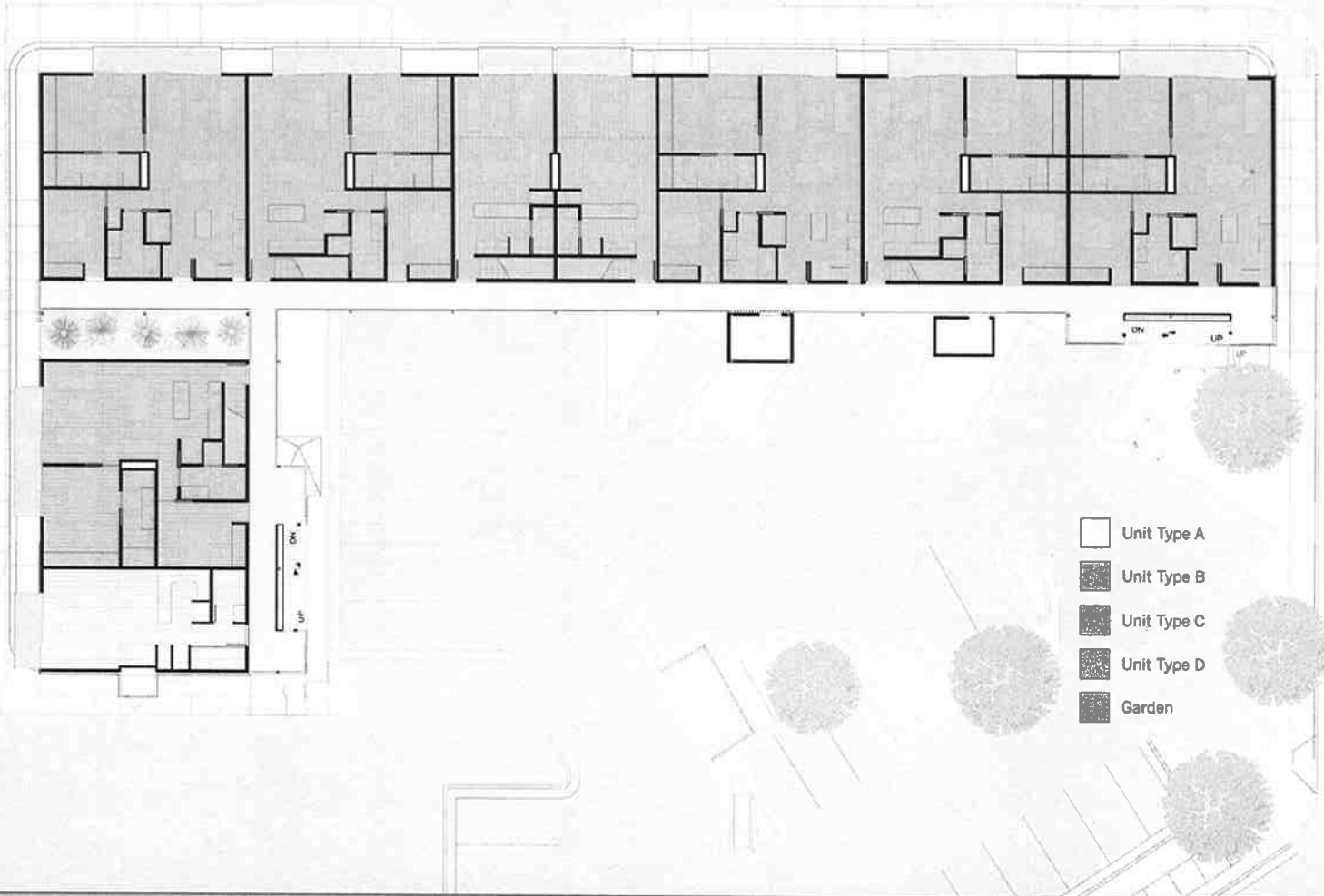
Historic Preservation Site






East Village




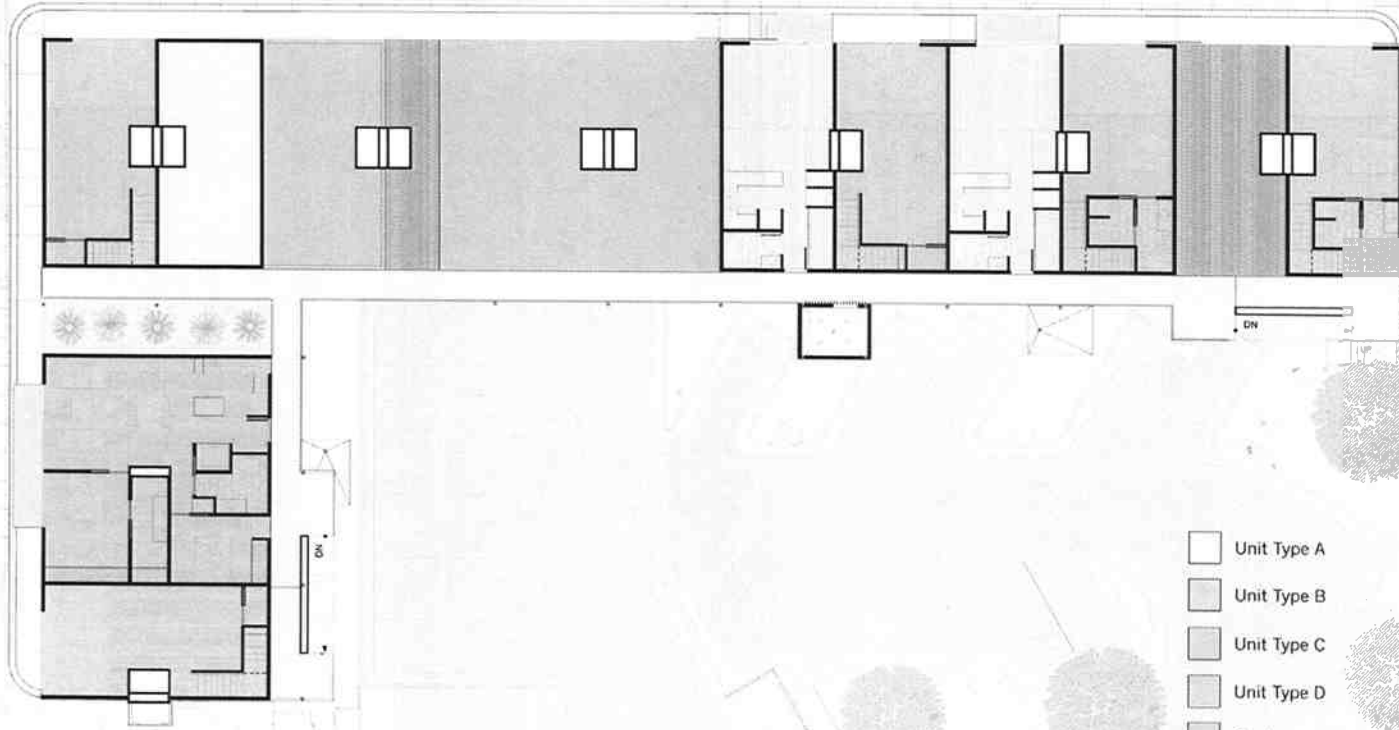
Iconic Moon Tower






East 11th. St. Corridor




-  Unit Type A
-  Unit Type B
-  Unit Type C
-  Unit Type D
-  Garden

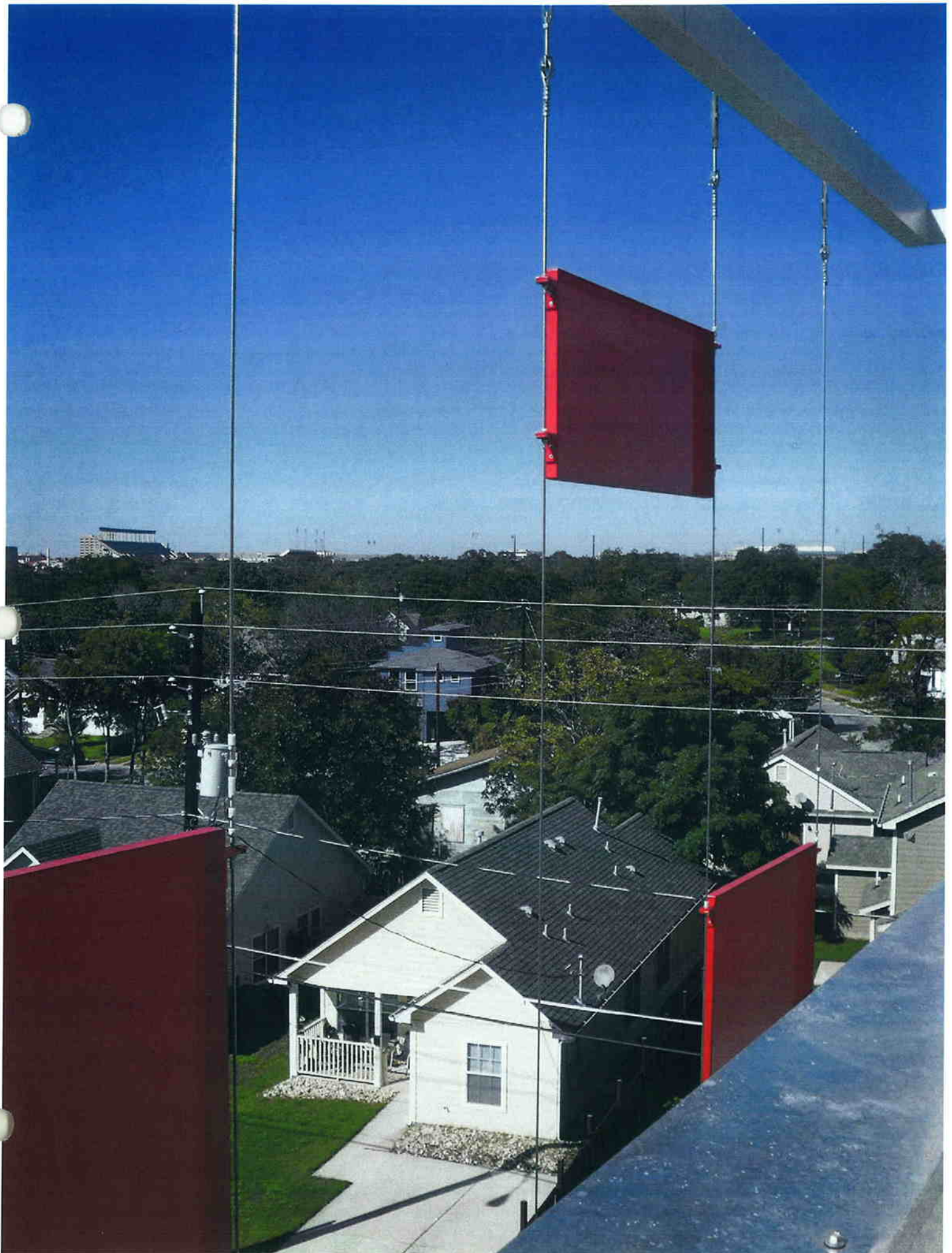
Level 2
1/8" = 1'-0" 



-  Unit Type A
-  Unit Type B
-  Unit Type C
-  Unit Type D
-  Garden

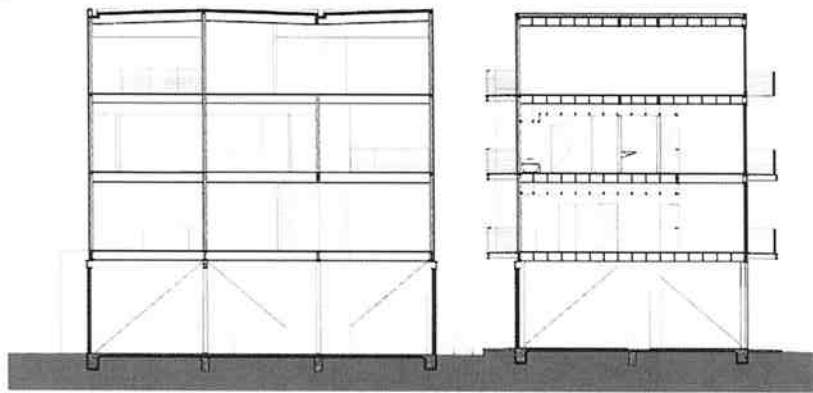
Level 4
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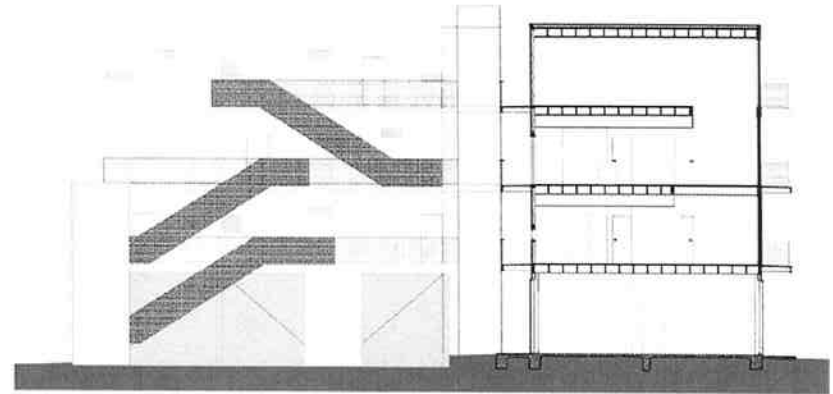






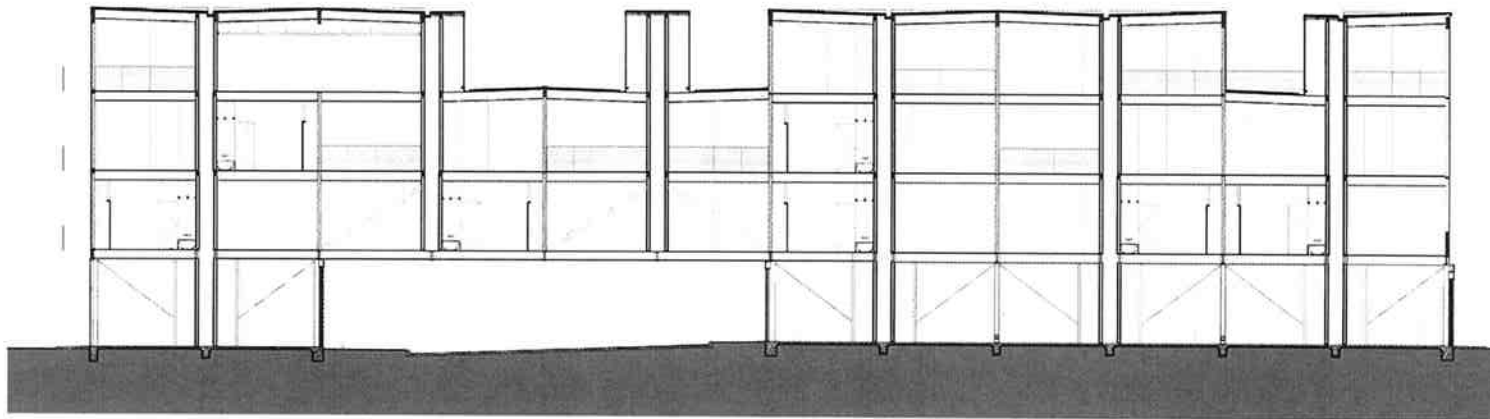
WEST/EAST SECTION

18-1



EAST/WEST SECTION

18-2



NORTH/SOUTH SECTION

18-3

SECTIONS 1/8" = 1'-0"

