

**BROADDUS
& ASSOCIATES**
INNOVATIVE PROJECT MANAGEMENT AND PLANNING

Asian American Resource Center
Master Plan
DRAFT Final Composite Document

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INNOVATIVE PROJECT MANAGEMENT AND PLANNING

Workshop Outcomes

ASIAN AMERICAN RESOURCE CENTER

Austin, Texas

MASTER PLAN



**BROADDUS
& ASSOCIATES**
LANDSCAPE ARCHITECTS

Planning Team

AARC

Schiller Liao (Chair)

Shanker Reddy

Channy Soeuer

George Chang

Phil Hoang

Raymond Chan

Jay Gohil

Broadus & Associates

- Austin-based Planning & Project Management Firm
- Over \$1.4 Billion in active projects in Texas
- Over 50 full-time employees (over 800 years of PM experience)
- Owner-oriented project expertise for a broad range of institutional clients
- Specialized expertise in Educational / Institutional Projects
- Collaborative/interactive planning process
- Focus on creating implementable plans



U.T. Health Science Center San Antonio Earshop Center



Lakeway City Hall



St. Edwards University Residence Hall Complex



South Texas College Bond Program
26 projects / 5 campuses



Williamson County Events Complex
(GSD / Wmsh Co / COG)



Alamo Community College District
15 projects / 2 campuses



Texas State University-San Marcos
Master Plan

Planning Team

Consulting Team Members

Bercy Chen Studio – *Lead Designer*

ERO International – *Design Support / Facilitation*

TIP Strategies – *Economic Development Planning*

Raymond Chan & Associates – *Civil Engineering*

J. Robert Anderson, FASLA – *Landscape Architecture*

Planning Team



AARC SUB-COMMITTEE

Planning Executive

James A. Broaddus, Ph.D., P.E.
*Planning Executive
(Broaddus & Associates)*

Planning Leadership Team

Stephen B. Coulston, AIA
*Planning Director
(Broaddus & Associates)*

Doug Abraham
*Senior Planner & Programmer
(Broaddus & Associates)*

Master Planning Team

Calvin Chen
*Lead Planner / Designer
(Bercy Chen Studios)*

April Clark
*Planner / Designer
(Bercy Chen Studios)*

Patricia Delgado
*Planning / Facilitator
(ERO International)*

Zhe Wang
*Planner / Designer
(ERO International)*

Sean Garretson, AICP
*Economic Development Consultant
(Broaddus & Associates)*

Raymond Chan, P.E.
*Civil Engineer
(Raymond Chan & Associates)*

Susan Cooper
*Senior Cost Estimator
(Broaddus & Associates)*

Bob Anderson, FASLA
*Landscape Planner
(J. Robert Anderson)*

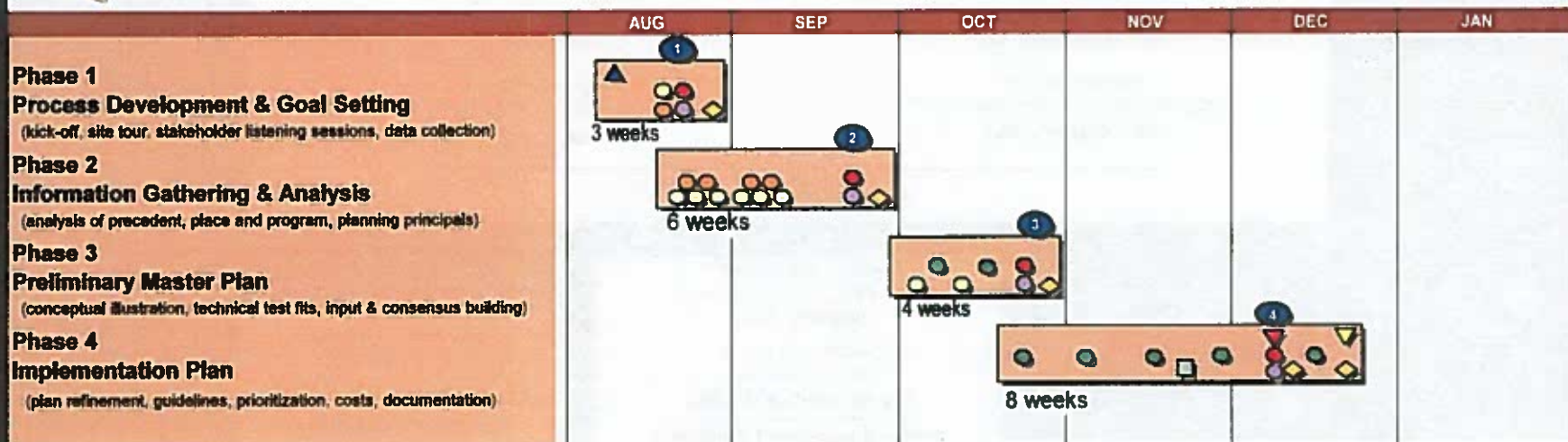
KICK-OFF MEETING SCHEDULE



NAAO - Asian American Resource Center Master Plan Process Flow Chart

22-Aug-06

BROADDUS
& ASSOCIATES



Legend

- Project Kick Off, Aug 4
- Information Collection/Review/Analysis
- Resource Group Interviews
- Workshops
- Steering Committee Progress Meeting
- Plan Development/Refinement/Documentation
- Data Submission
- Cost / Economic Modeling
- Present Final Master Plan, Dec 8
- Final Plan Document and Final Reports, Dec 20

- Workshop #1 - Aug 26
- Workshop #2 - Sep 23
- Workshop #3 - Oct 28
- Workshop #4 - Dec 9

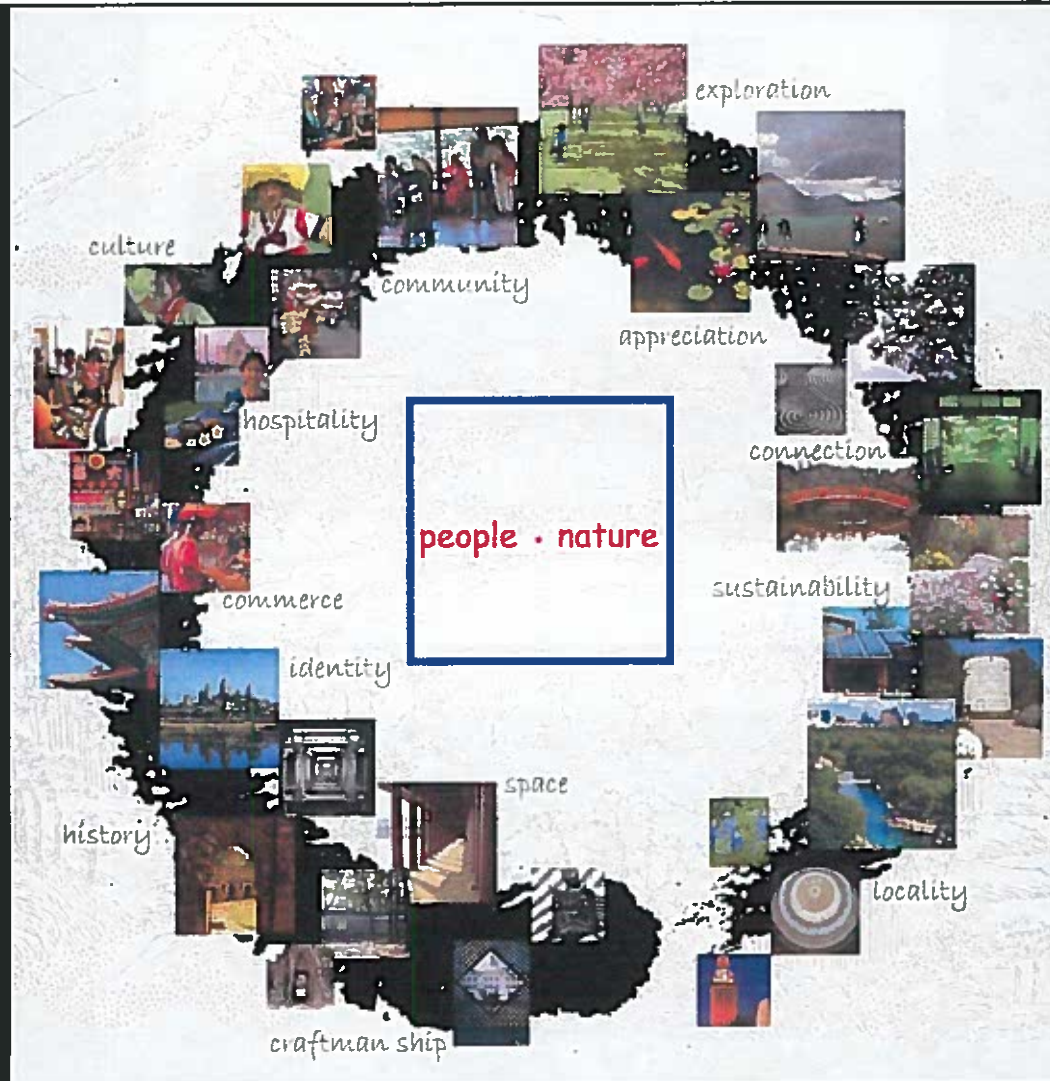
WORKSHOP #1 MEETING SCHEDULE

Aug 4th	4:30-6:30pm	AARC Sub-Committee
Aug 25th	10:30-11:30am	COA - Economic Growth & Redevelopment Services
	1:00-2:00pm	COA - Assistant City Manager
Aug 26th	9:00-10:30am	NAAO Board & Officers Session
	10:30am-12:00pm	NAAO Membership & Community Forum

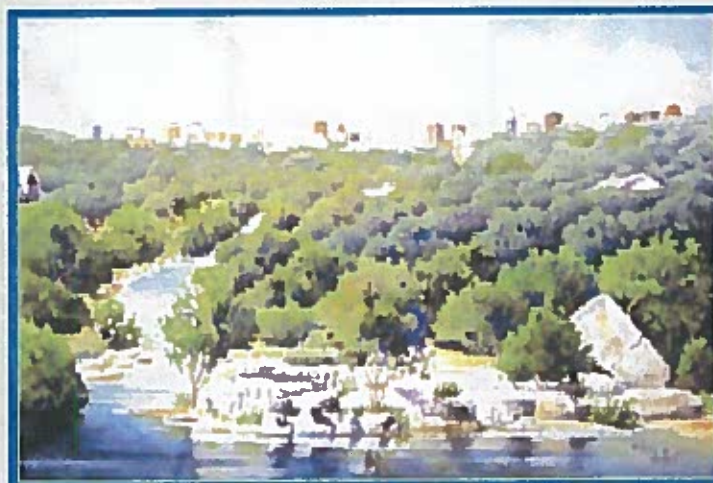
What can we do for the
Asian American Resource Center?



Think outside of the box



And think long term



Painting by Mary Lewis

A Vision for Central Texas

May 2004



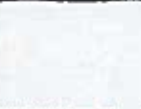
Begin with a shared vision and principles

AARC VISION

To build a resource center that will increase commerce and showcase the best of Asian culture to educate, congregate, and celebrate the heritage

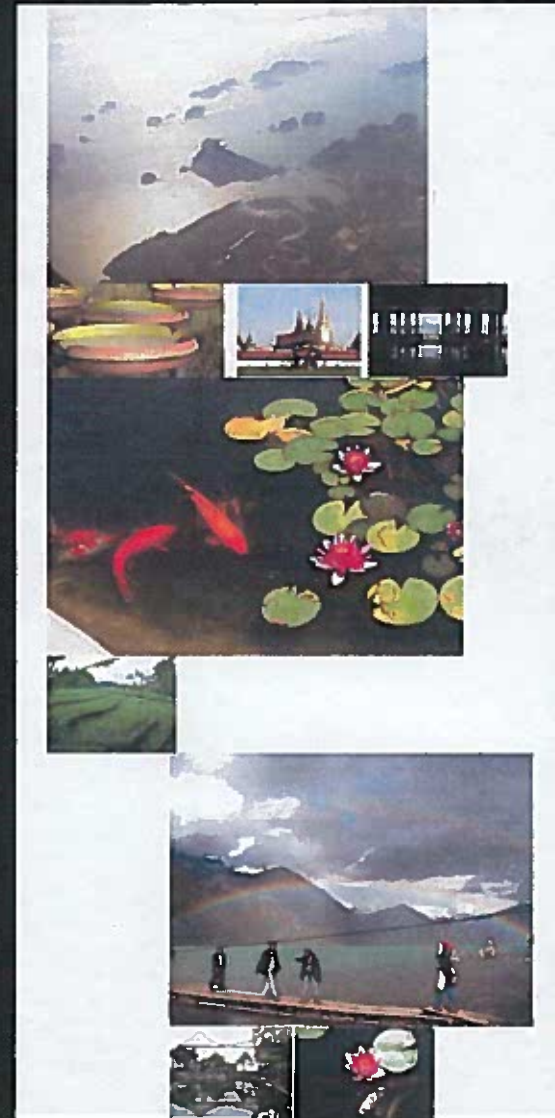
Asian American Employee Network
Asian Construction Trades Association
Austin Asian American Chamber of Commerce
Austin Filipino American Association
Austin Taiwanese Association
Austin Taiwanese Chamber of Commerce
Bangladesh Community of Austin
Cambodian Foundation
Chinese Society of Austin
India Community Center
Korean Community of Austin
Pakistani American Association of Greater Austin
SAHELI for Asian Families
Sri Lankan Community of Austin
Vietnamese American Community of Austin Texas

And stick with that vision and those principles



Why do we need a master plan?

- To plan for growth such that every dollar spent improving the physical campus supports the institution's mission
- So that our daily decisions are part of a long term vision
- To provide an optimistic hopeful outlook for our future
- To chart an implementation path
- To raise our aspirations
- To raise money



“In the middle of difficulty lies opportunity”

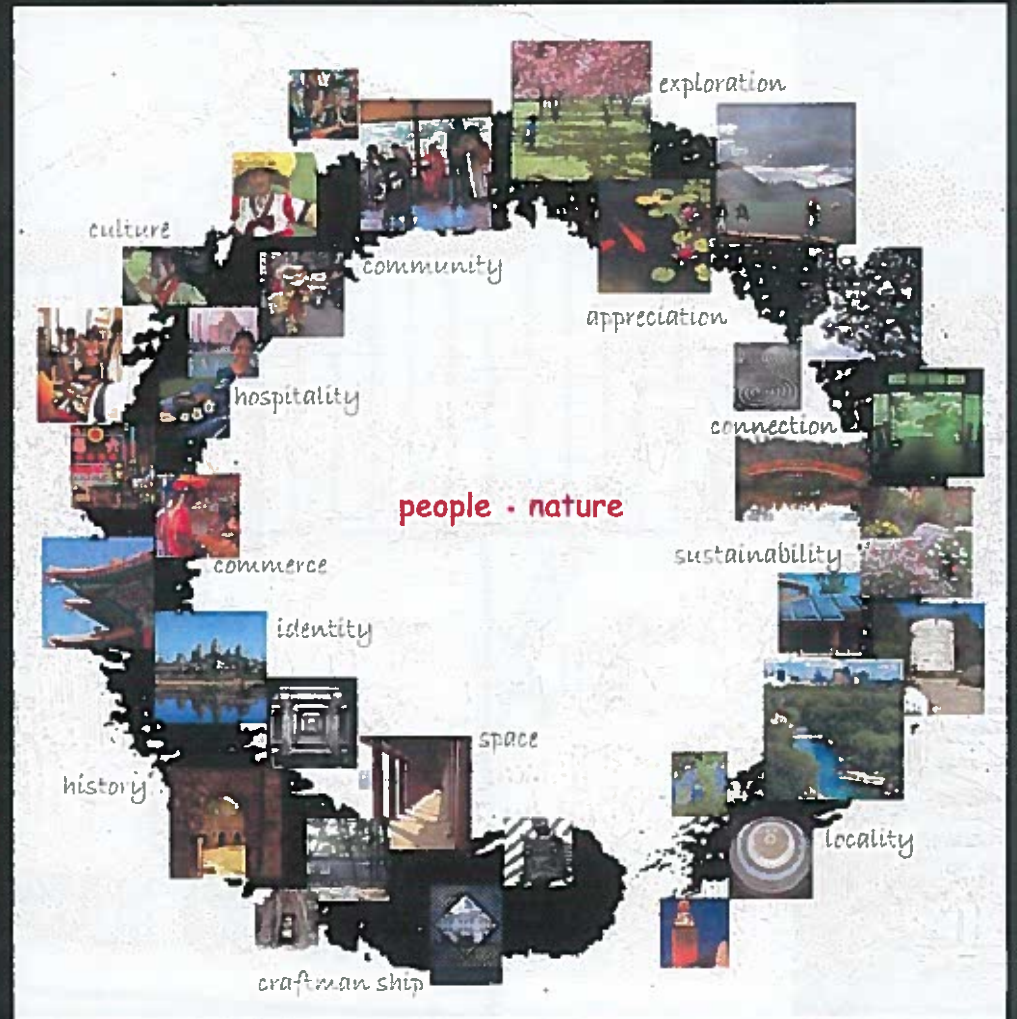


Phase 1: Process
Development & Goal
Setting

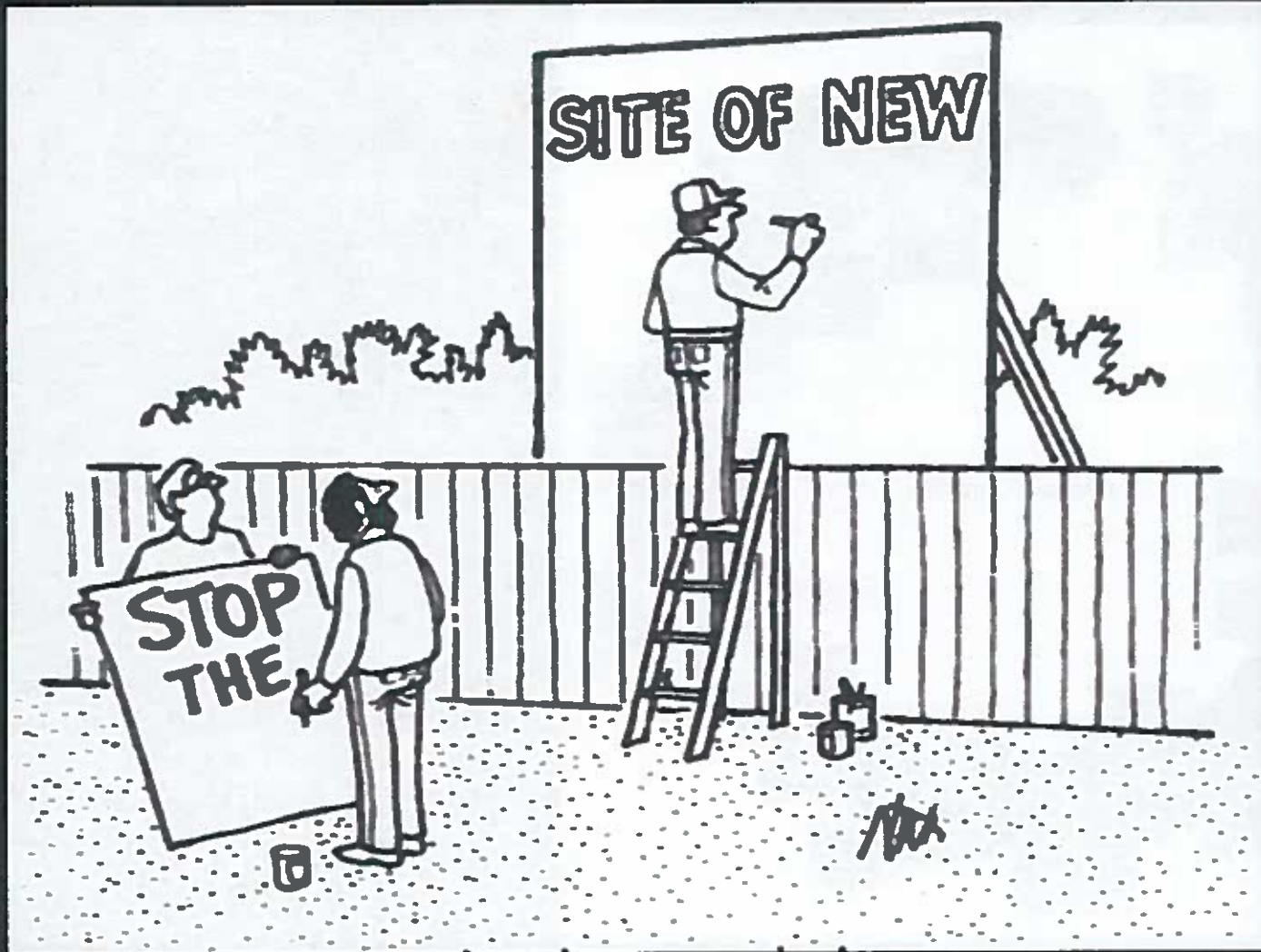
Phase 2: Information
Gathering & Analysis

Phase 3: Preliminary
Master Plan

Phase 4: Implementation
Plan



The Process is as Important as the Product



Listening

Associated Student Government
Faculty Senate
University Council
City Planners/Planning & Zoning Commission
City Managers and Directors
City Council
Council of Applied Arts
Council of Business Administration
Council of Education
Council of Fine Arts
Council of Health Professions
Council of Liberal Arts
Council of Science
Graduate College Council
University College Council
Downtown Advisory Board & Main Street Association
Extended Business Services Council
Extended Information Technology Council
Extended Student Affairs Council
University Advancement Council & Alumni Board
Campus Facilities Planning Committee
Chamber of Commerce
LULAC, Rotary, Kiwanis
Provost and Direct Reports
San Marcos Community
San Marcos Transportation Advisory Board





10/23/2004

STAKEHOLDER MEETINGS, CITIZEN PARTICIPATION, ETC.

AARC MISSION

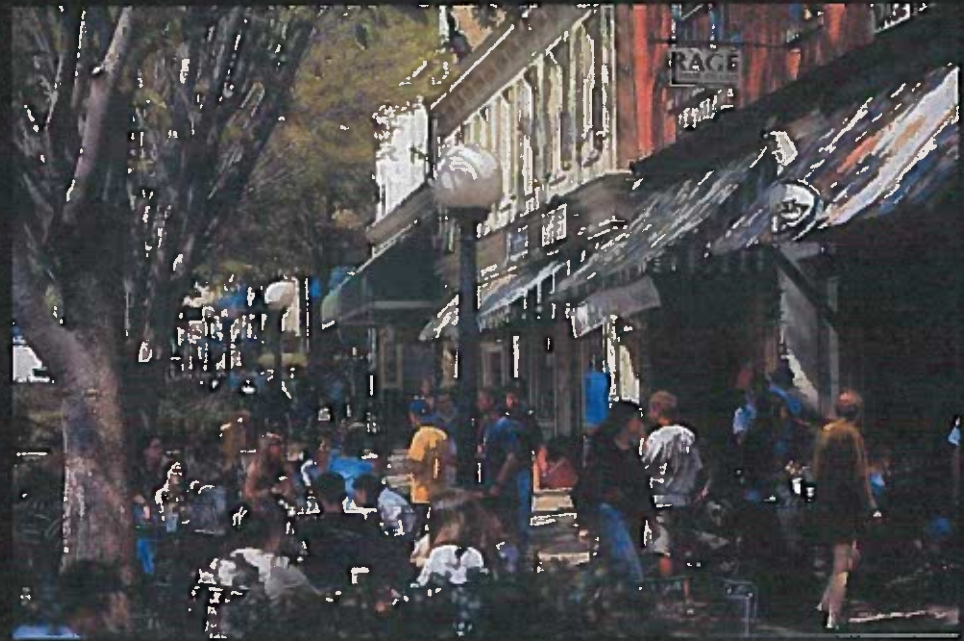
To provide a place where Austin's Asian American community can proudly express their cultural backgrounds and house their economic and educational interests, while reinforcing the City's reputation for ethnic diversity

AARC VISION

To build a resource center that will increase commerce and showcase the best of Asian culture to educate, congregate, and celebrate the heritage



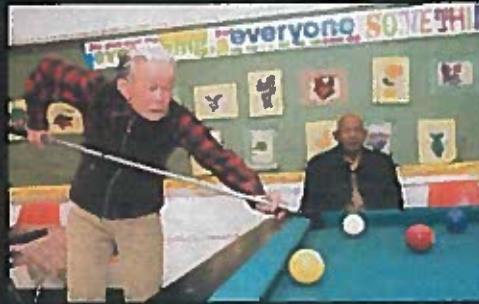
A Center that will increase commerce...





Showcase the best of Asian culture
To educate;





To congregate;



And to celebrate the heritage

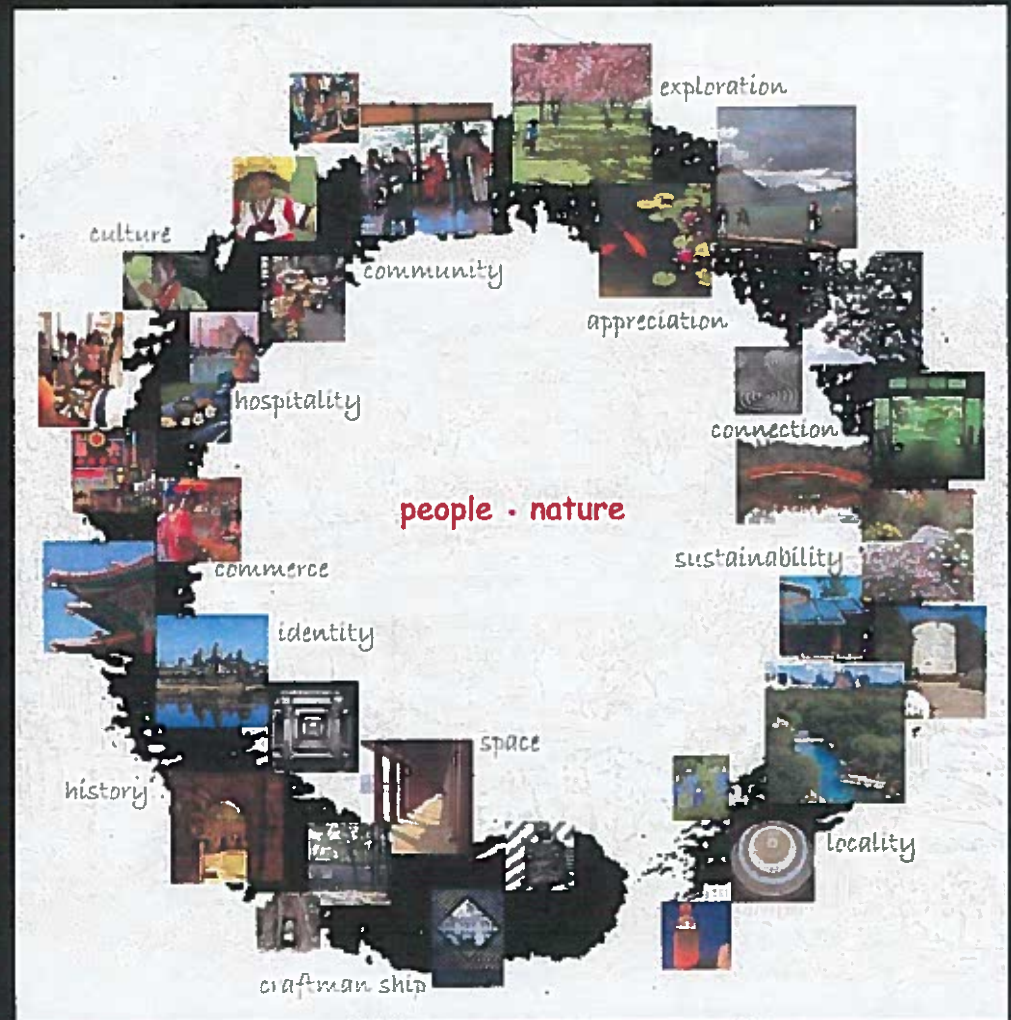


Phase 1: Process
Development & Goal
Setting

Phase 2: Information
Gathering & Analysis

Phase 3: Preliminary
Master Plan

Phase 4: Implementation
Plan



KEY ISSUES

Program – Space Requirements

2002 Needs Survey
Primary & Support Spaces
Ancillary Programs

Economic Analysis

Market Conditions / Strategic Considerations
Demographic Data
Benchmarking
Scenario Development and Impact

Physical – Site Analysis

Land Use/Neighborhood Overlay/Zoning
Land Form/Topography
Utilities Infrastructure
Transportation Network

**Inform Concept
Development**

2002 Community Need Assessment Results

COMMUNITY NEEDS ASSESSMENT
 Asian American Resource Cultural Center
 Sponsored by the Network of Asian American Organizations
 September 2002

Complete Date: 4-15-2004

Name: SchiDee Lina (Counselor)
 Address: 1206 Wildomar Court, Austin, TX 78744
 Telephone number: (512) 326-8120 Email: lina@schidee.com
 Organizations (in the order of responding):
Asian Teachers Association (ATA)
Asian Filipino American Association (AFAA)
Asian Chinese School (ACS)
India Community Center (ICC) TX
Chinese Society of Austin (CSA)
Vietnamese American Community of Austin Texas

Cultural or ethnic community:
Taiwanese Americans
Filipino Americans
Chinese Americans
Indian Americans from South India
Vietnamese

12/07 P:\Media\Assessmnt - Online\ATA-Subsites\ACS\NFO\SA-VAPAT\Results.doc
 Page 1 of 21

September 2002

... (partial view of another survey page) ...

... (partial view of another survey page) ...

... (partial view of another survey page) ...

September 2002

... (partial view of another survey page) ...

... (partial view of another survey page) ...

... (partial view of another survey page) ...

2002 Community Need Assessment Results

Key Survey Elements

	Assignable Space (SF)	SF/Person	Total Assignable Space	Factor of Gross SQ	Total Gross Square Footage
1 <u>Educational Facilities</u>	0		0	0.7	
2 <u>Performance Hall</u>	1,500	15	22,500	0.7	32,143
3 <u>Public Celebrations</u>	400				
4 <u>Language Libraries</u>					
5 <u>Language, Culture and Arts Bookstore</u>					
<u>Recreation</u>					
6 <u>Hall/Gymnasium</u>					
7 <u>Commercial Synergy and Opportunity</u>					
8 <u>Seniors' Activities Center</u>					
9 <u>Pre-Schoolers' Activities/Child Care</u>					
10 <u>Additional Information</u>					
	Capacity (Persons)	SF/Person (UBC)	Total Assignable Space	Factor of Gross SF	Total Gross Square Footage
	100	15	1,500	0.7	2,143
	1,500	15	23,000	0.7	32,857
	25	80	2,000	0.7	2,857
	267	15	4,000	0.7	5,714
	667	15	10,000	0.7	14,286
	2,558		40,500	0.7	57,857
	20	500	10,000	0.7	14,286
	0	500	0	0.7	0
	0	80	0	0.7	0
	20		10,000	0.7	14,286
			50,500	0.7	72,143

Resource Group Interviews

AARC Master Plan
Resource Group Meeting Schedule
8/25/2006

BROADBODUS
& ASSOCIATES

	1-Sep	6-Sep
	FRI	WED
8:00 A.M. - 9:00 A.M.		
Group		
Location	NAAO / 8711 Burnet Road, Suite A-15	NAAO / 8711 Burnet Road, Suite A-15
9:00 A.M. - 10:00 A.M.		
Group		
Location	NAAO / 8711 Burnet Road, Suite A-15	NAAO / 8711 Burnet Road, Suite A-15
10:00 A.M. - 11:00 A.M.		
Group		
Location	NAAO / 8711 Burnet Road, Suite A-15	NAAO / 8711 Burnet Road, Suite A-15
11:00 A.M. - 12:00 P.M.		
Group		
Location	NAAO Offices	NAAO / 8711 Burnet Road, Suite A-15
12:00 P.M. - 12:30 P.M.	Lunch Break	Lunch Break
12:30 P.M. - 1:30 P.M.		
Group		
Location	NAAO / 8711 Burnet Road, Suite A-15	NAAO / 8711 Burnet Road, Suite A-15
1:30 P.M. - 2:30 P.M.		
Group		
Location	NAAO / 8711 Burnet Road, Suite A-15	NAAO / 8711 Burnet Road, Suite A-15
2:30 P.M. - 3:30 P.M.		
Group		
Location	NAAO / 8711 Burnet Road, Suite A-15	NAAO / 8711 Burnet Road, Suite A-15
3:30 P.M. - 4:30 P.M.		
Group		
Location	NAAO / 8711 Burnet Road, Suite A-15	NAAO / 8711 Burnet Road, Suite A-15
4:30 P.M. - 5:30 P.M.		
Group		
Location	NAAO / 8711 Burnet Road, Suite A-15	NAAO / 8711 Burnet Road, Suite A-15

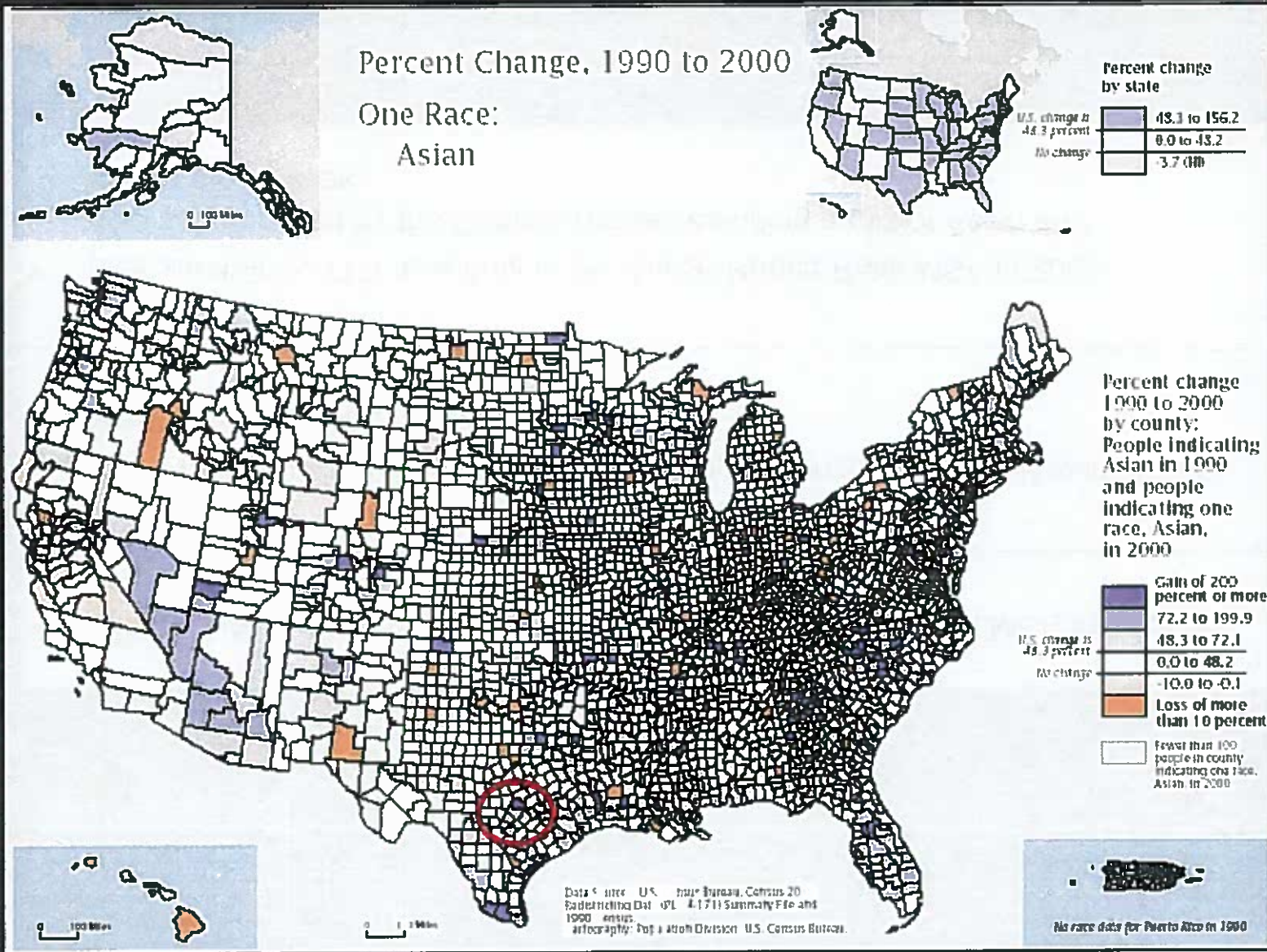
NAAO Member Organizations

- | | |
|---|---|
| Group #1: Asian American Employee Network | Group #18: India Community Center |
| Group #2: Asian Construction Trades Association | Group #11: Korean Community of Austin |
| Group #3: Austin Asian American Chamber of Commerce | Group #12: Pakistani American Association of Greater Austin |
| Group #4: Austin Filipino American Association | Group #13: SAHELI for Asian Families |
| Group #5: Austin Taiwanese Association | Group #14: Sri Lankan Community of Austin |
| Group #6: Austin Taiwanese Chamber of Commerce | Group #15: Vietnamese American Community of Austin Texas |
| Group #7: Bangladesh Community of Austin | Group #16: |
| Group #8: Cambodian Foundation | Group #17: |
| Group #9: Chinese Society of Austin | Group #18: |

Characteristics of Austin's Asian American Population

- ✓ **60,393** Asian-American residents in the Austin-Round Rock MSA as of 2005
- ✓ **37.2%** increase in the Asian-American population in the Austin-Round Rock MSA since the 2000 Census
- ✓ plus another **6,315** residents in the Austin-Round Rock MSA in 2005 who are identified by the Census Bureau as being a mix of Asian and one or more races

Travis County's Asian Population Growth

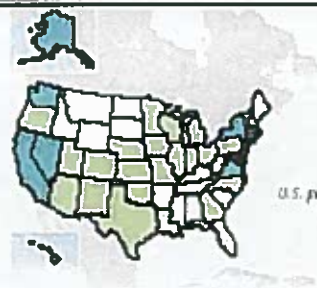


Travis County's Asian Population Growth



Percent of Population, 2000

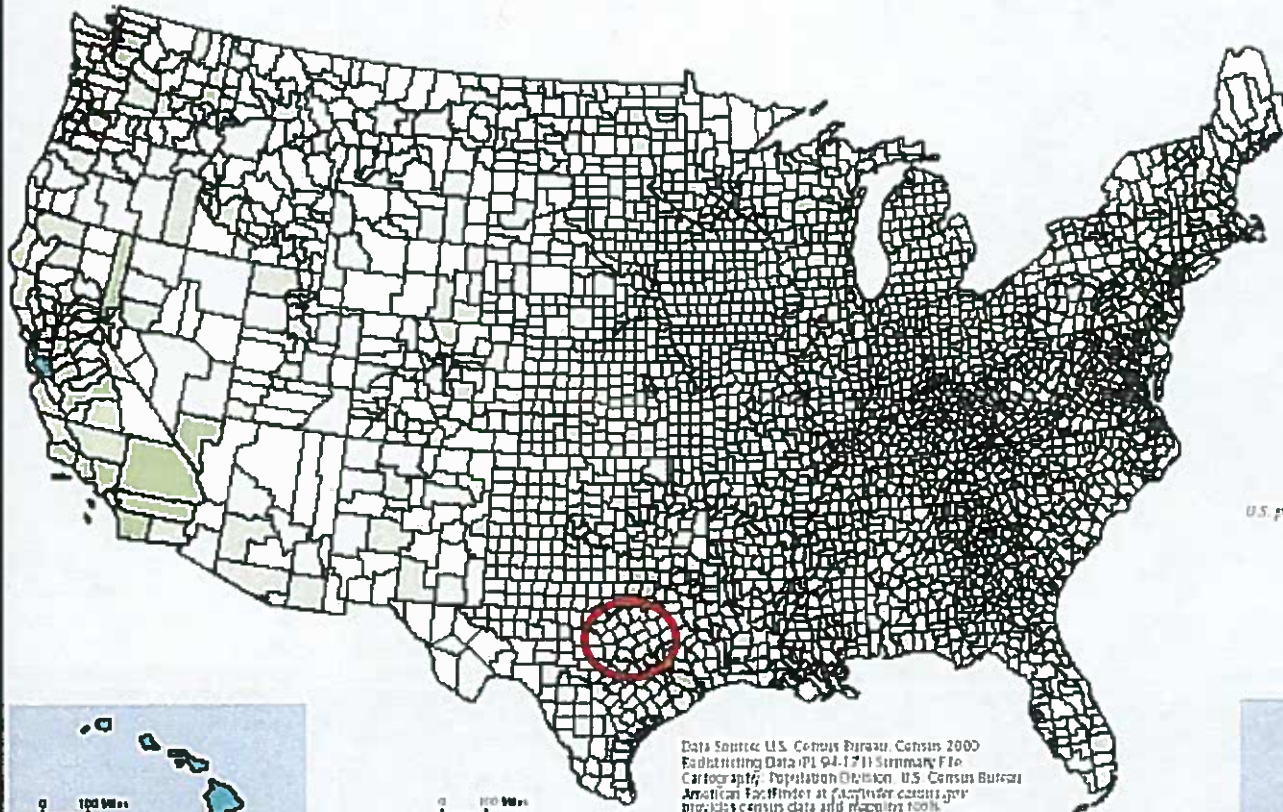
One Race:
Asian



People indicating exactly one race, Asian, as a percent of total population by state

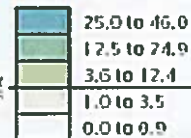


U.S. percent is 3.8



This map is one of a series of 14 "Percent of Population" maps with comparable categories for counties. Breaks defining map categories differ by small amounts among maps in the series to include the U.S. percent for the specific group mapped.

People indicating exactly one race, Asian, as a percent of total population by county

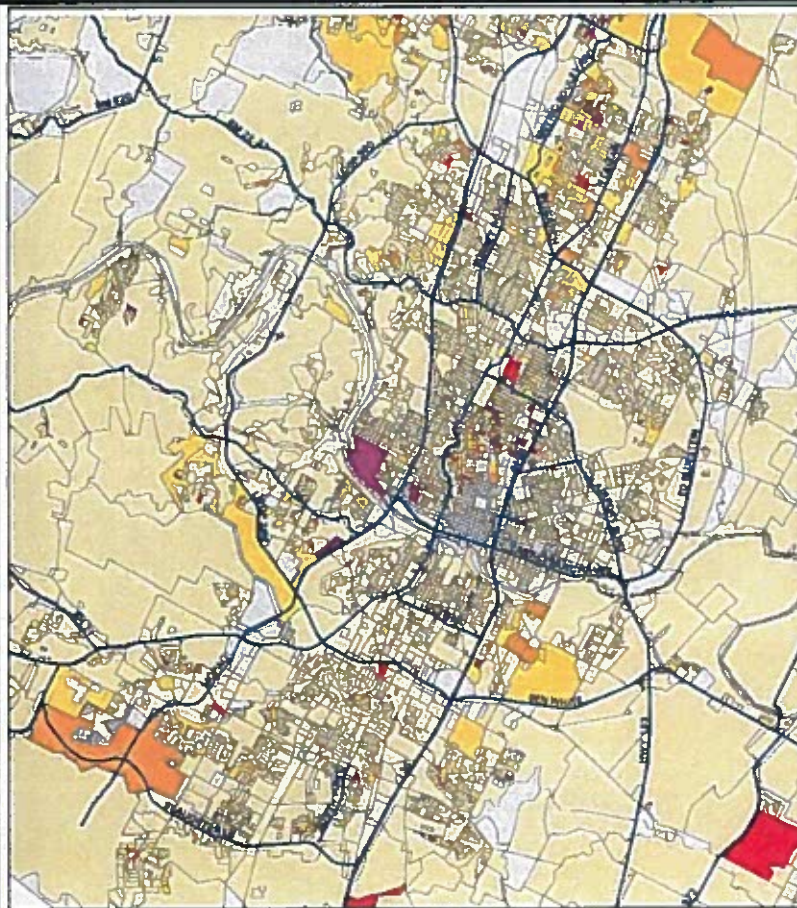


U.S. percent is 3.8

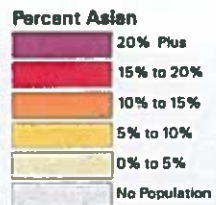
Data Source: U.S. Census Bureau, Census 2000
 Enhancing Data (11-04-1711) Summary File
 Cartography: Population Division, U.S. Census Bureau
 American Factfinder at factfinder.census.gov
 provides census data and mapping tools.



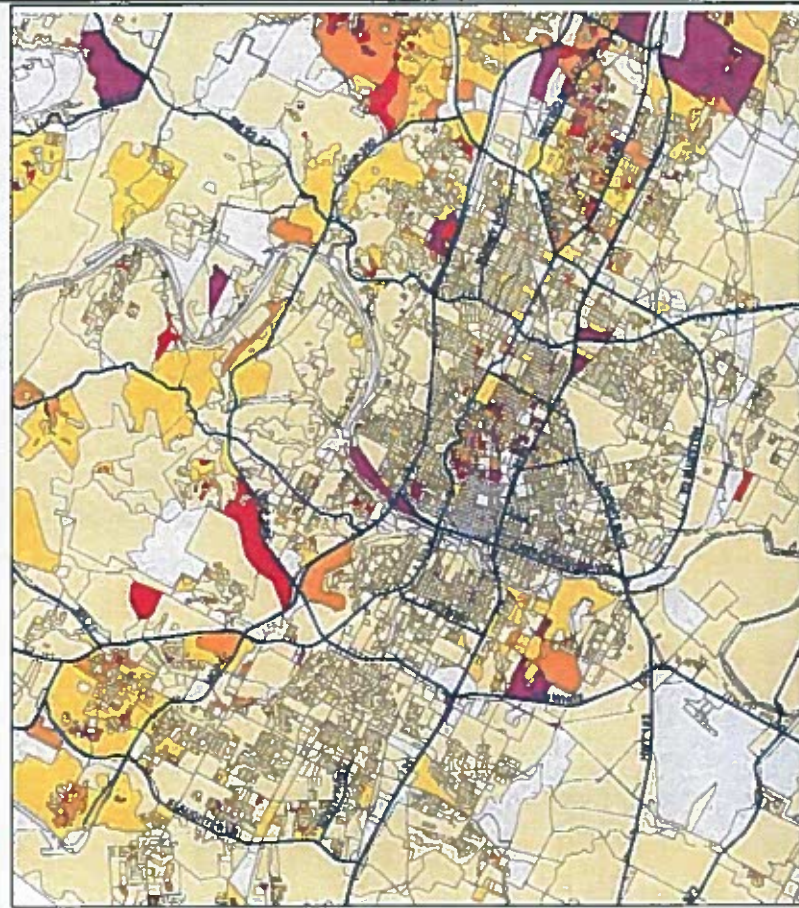
Austin's Asian Population Change — 1990-2000



1990 Population



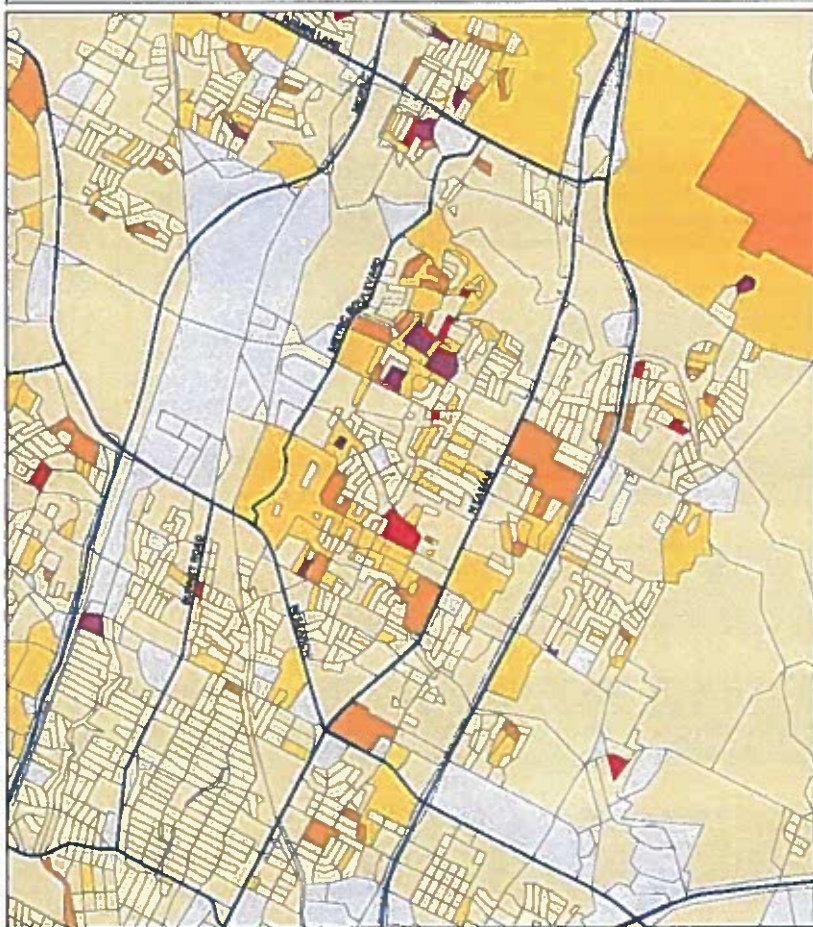
Map produced by The City Demographic, Department of Planning, City of Austin, October 2004.



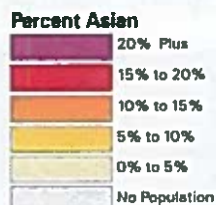
2000 Population



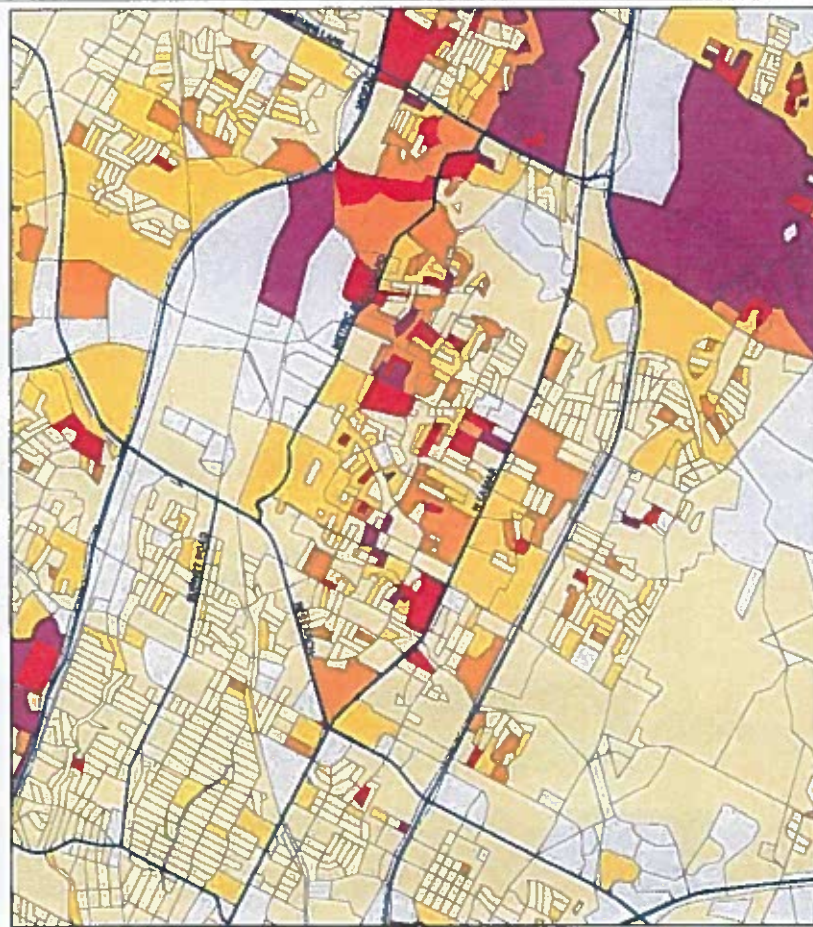
Austin's Asian Population Change — 1990-2000



1990 Population



Map produced by The City Demographer, Department of Planning, City of Austin, October 2001

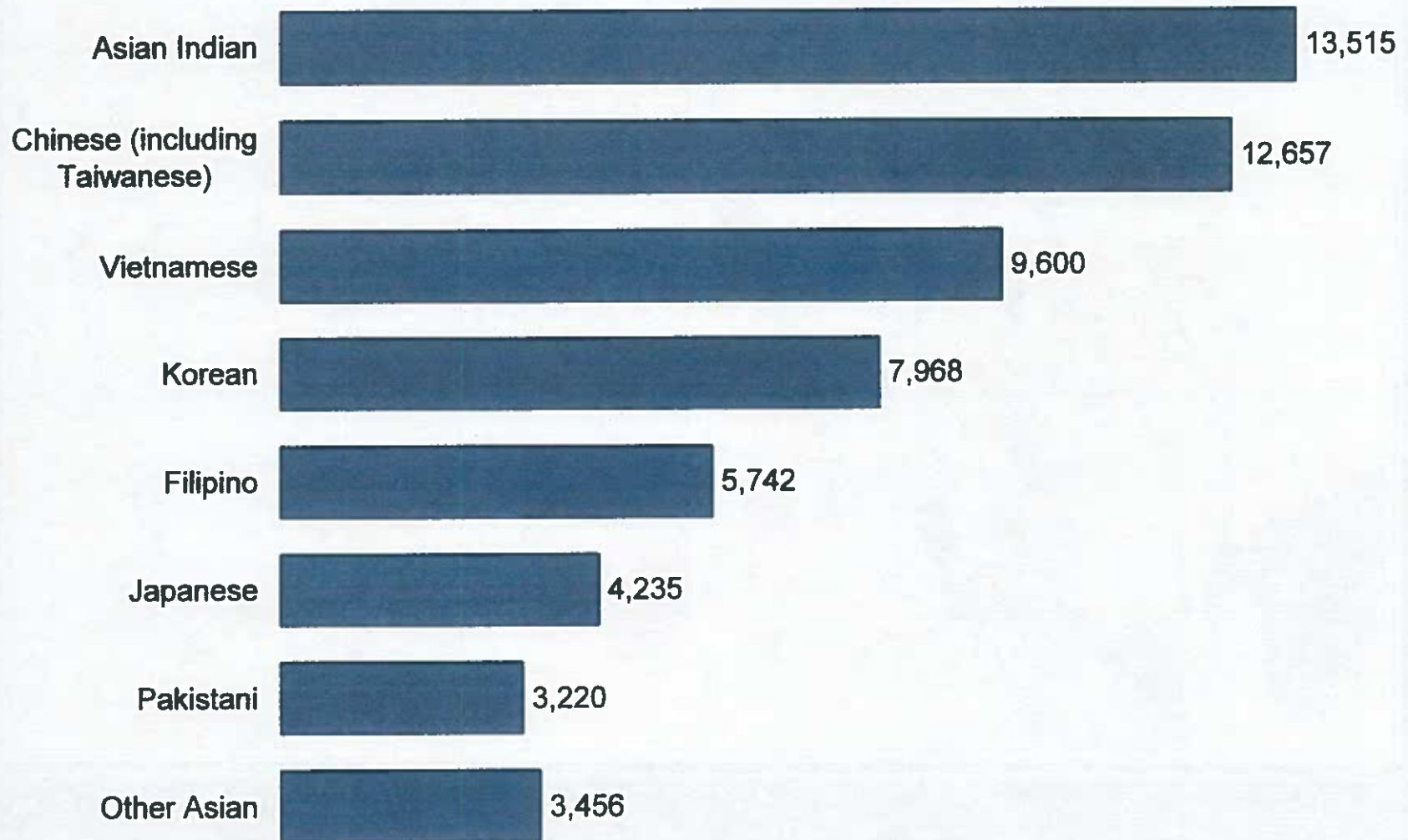


2000 Population



Characteristics of Austin's Asian American Population

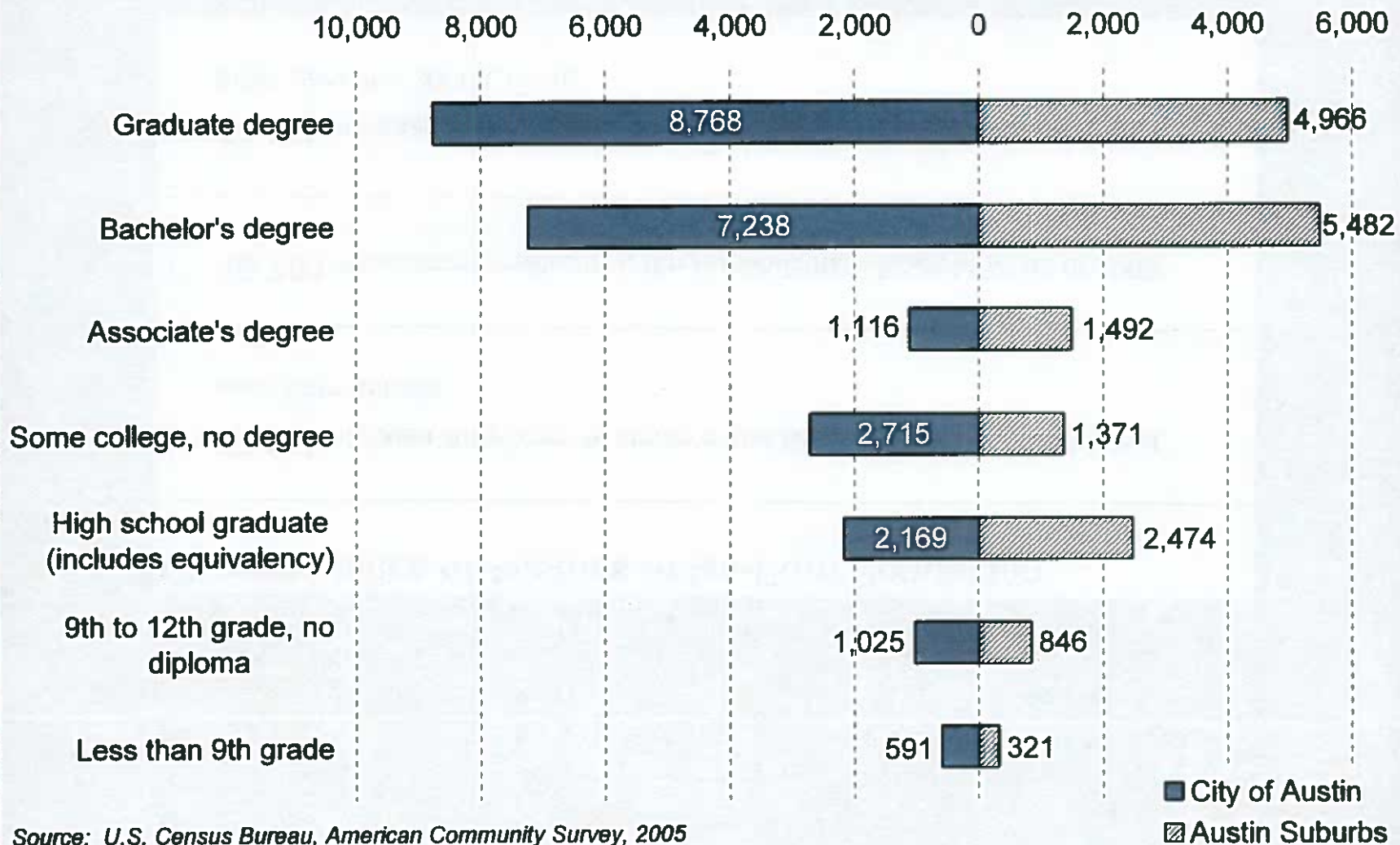
Asian Population in the Austin-Round Rock MSA by Ethnicity, 2005



Source: U.S. Census Bureau, American Community Survey, 2005

Characteristics of Austin's Asian American Population

Highest Educational Attainment of the Asian Population
by place of residence in the Austin-Round Rock MSA, 2005



Source: U.S. Census Bureau, American Community Survey, 2005

Characteristics of Austin's Asian American Population

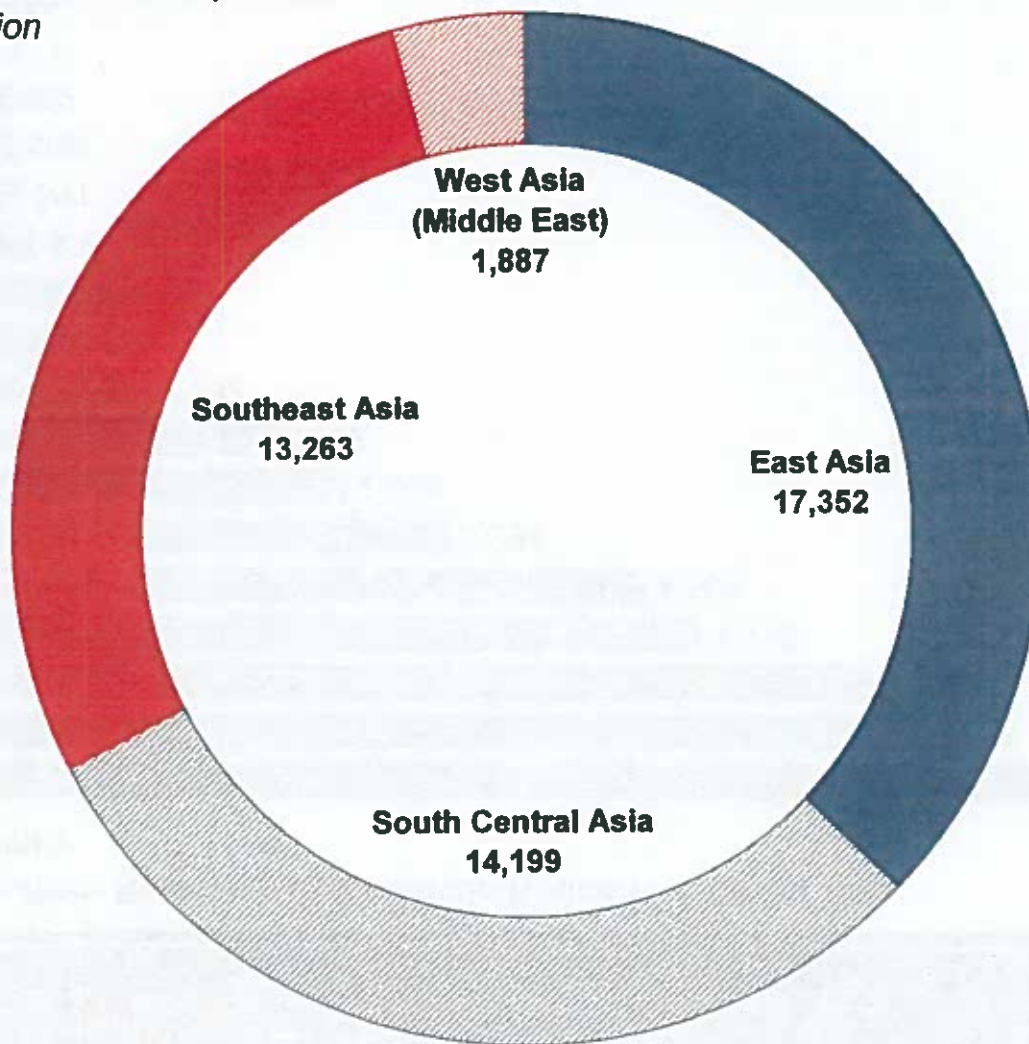
Characteristics of Austin's Asian-Born Population

- ✓ **77.3%** of Asian-American residents in the Austin-Round Rock MSA that were born abroad
- ✓ **46,701** Asian-born residents in the Austin-Round Rock MSA as of 2005
- ✓ **30.7%** increase in the Asian-born population in the Austin-Round Rock MSA since the 2000 Census

Characteristics of Austin's Asian American Population

Birthplace of the Asian-Born Population in the Austin-Round Rock MSA, 2005

Place of birth by region

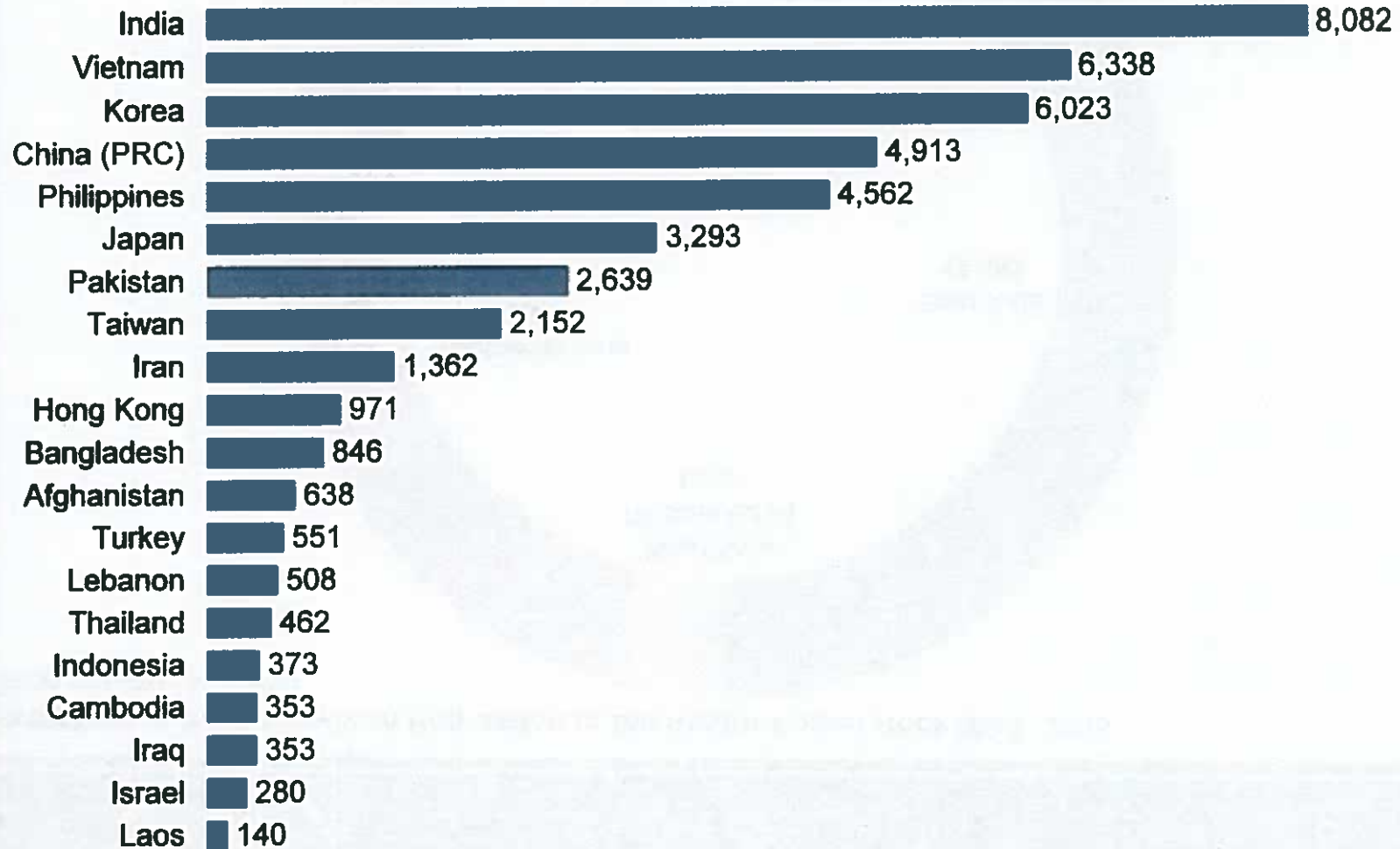


Source: U.S. Census Bureau, American Community Survey.

Characteristics of Austin's Asian American Population

Birthplace of Asian-Born Residents in the Austin-Round Rock MSA, 2005

Place of birth by country



Source: U.S. Census Bureau, American Community Survey, 2005

Potential Benchmarks for Austin's AARC

Hmong Cultural & Resource Center	The Charles B. Wang Center, SUNY at Stony Brook	African American Art & Culture Complex	Asian American Resource Center
<i>Saint Paul, MN</i>	<i>Stony Brook, NY</i>	<i>San Francisco, CA</i>	<i>Atlanta, GA</i>
in the primary Hmong neighborhood, near downtown St. Paul	on a suburban Long Island campus of a state university	in the Jazz Preservation District, just west of Civic Center Plaza	in a suburban industrial park northeast of Atlanta

Asian American Resource Center	Japanese American Cultural & Community Center	Asia House (new home for Asia Society Texas)	Chinese Culture Center of San Francisco
<i>Austin, TX</i>	<i>Los Angeles, CA</i>	<i>Houston, TX</i>	<i>San Francisco, CA</i>
tbd	in Little Tokyo, near downtown LA	in the Museum District between downtown and the Medical Center	in Chinatown, near downtown San Francisco

Others to consider:

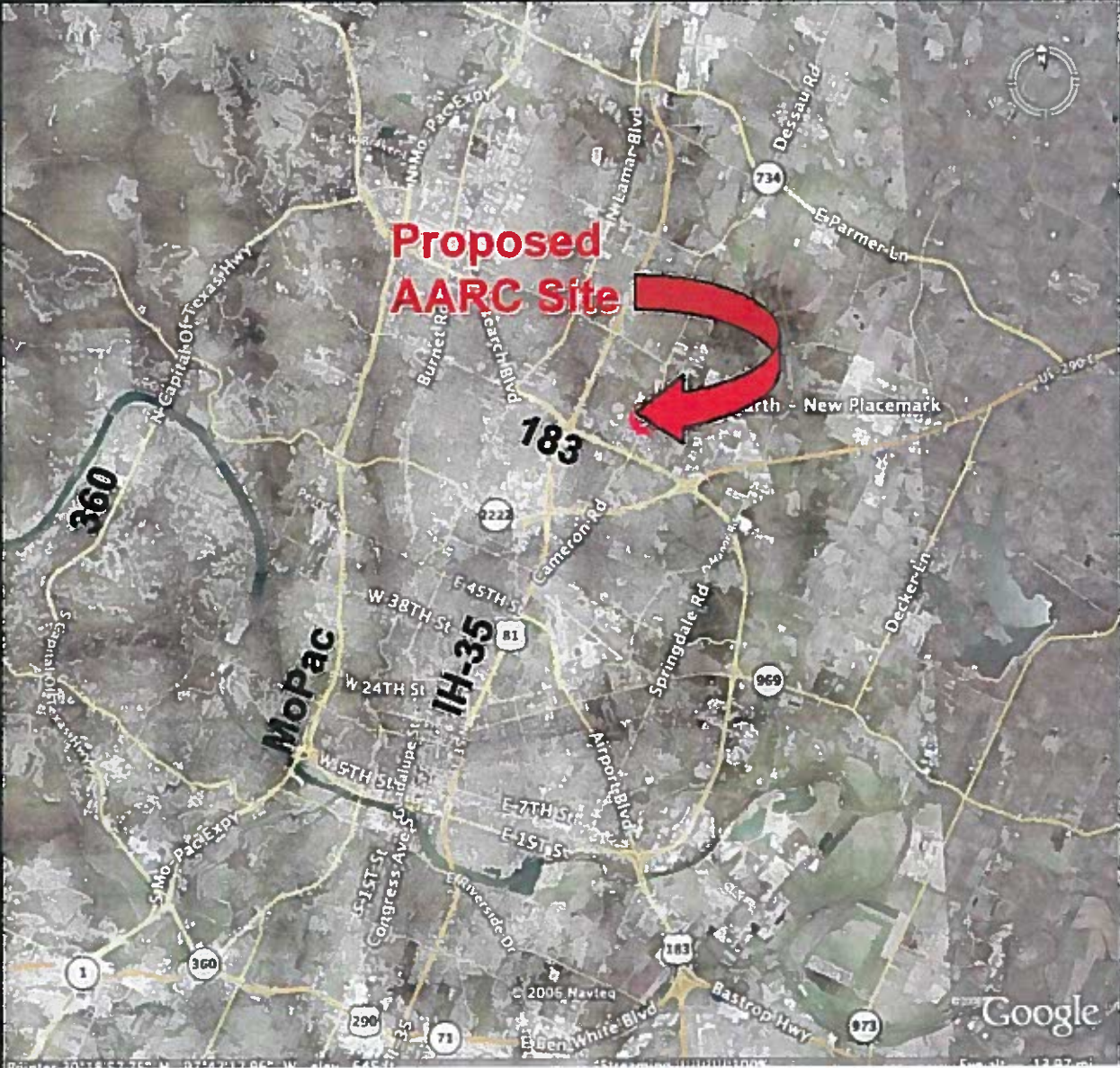
- *Houston's Chinese Community Center*
- *Dell Jewish Community Center*

Key Findings Among Potential Benchmarks

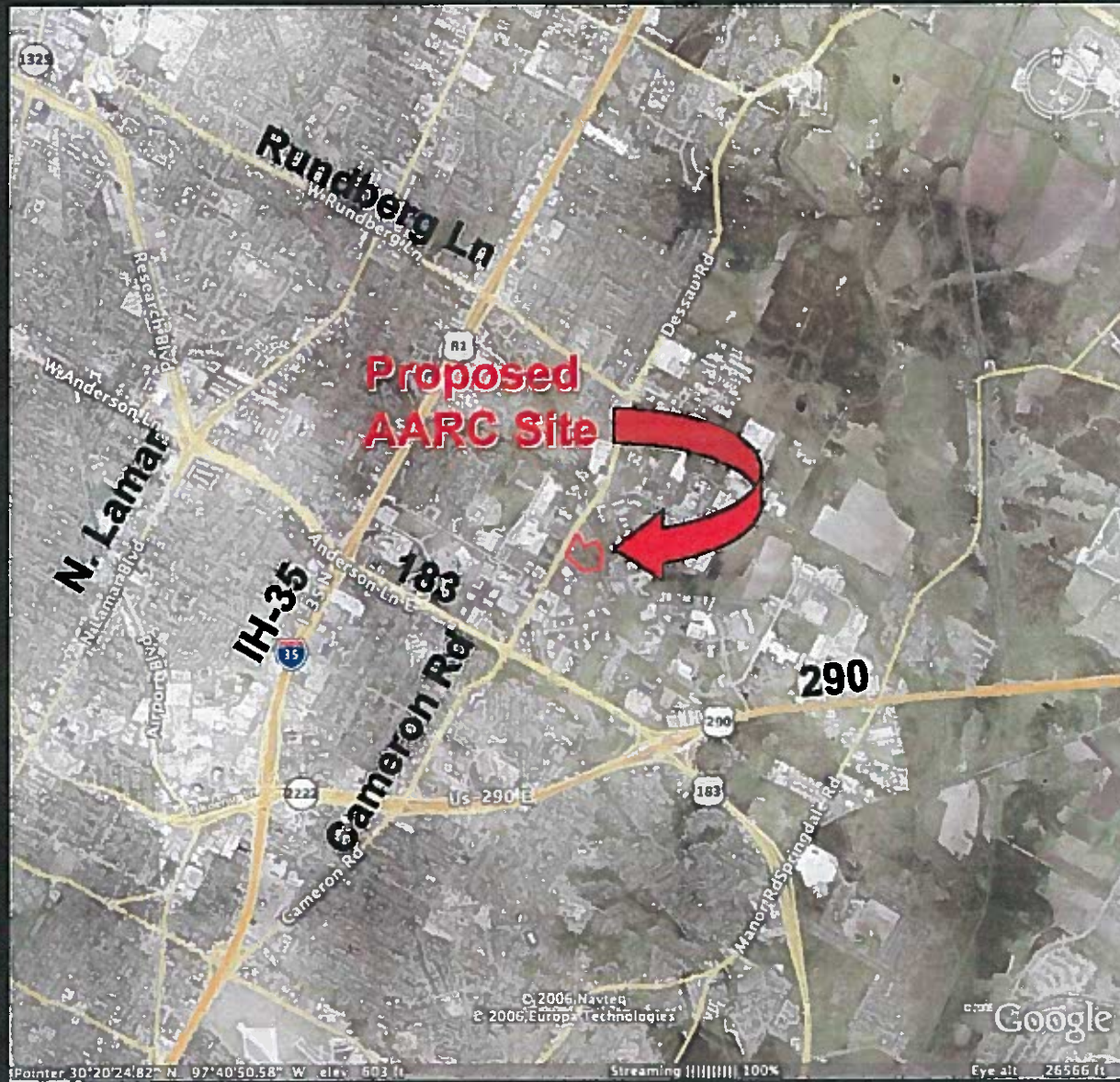
- ✓ most are centrally located in high-traffic, high-visibility neighborhoods that are relevant to their constituencies
- ✓ of the benchmarks reviewed, none had a dedicated private-sector component, such as a hotel, third-party retail, or private-sector office space (*there were, however, instances where office space was provided for local nonprofit organizations and where small museum cafes and gift shops were operated on site*)
- ✓ with the exception of the Hmong Cultural & Resources Center in Minnesota, all of the benchmarks identified were supported by much larger local constituencies than Austin's AARC has now (*on the other hand, it is worth noting that some of the California organizations date back to the 1960s and 1970s when their constituencies may have been more comparable in size to Austin's Asian-American community today*)

Preliminary Site Analysis
& Conceptual Beginning

Austin, Texas - Site Location



1 Mile East of I-35 - 1/2 Mile North of 183



The future AARC will front Cameron Road



Future Home to the AARC



Pointer 30°20'23.09"N 97°40'47.04" W elev 597 ft

© 2006 Navteq
© 2006 Europa Technologies

Streaming 100%

Google

Eye alt 2283 ft

Future Home to the AARC



Information Gathering

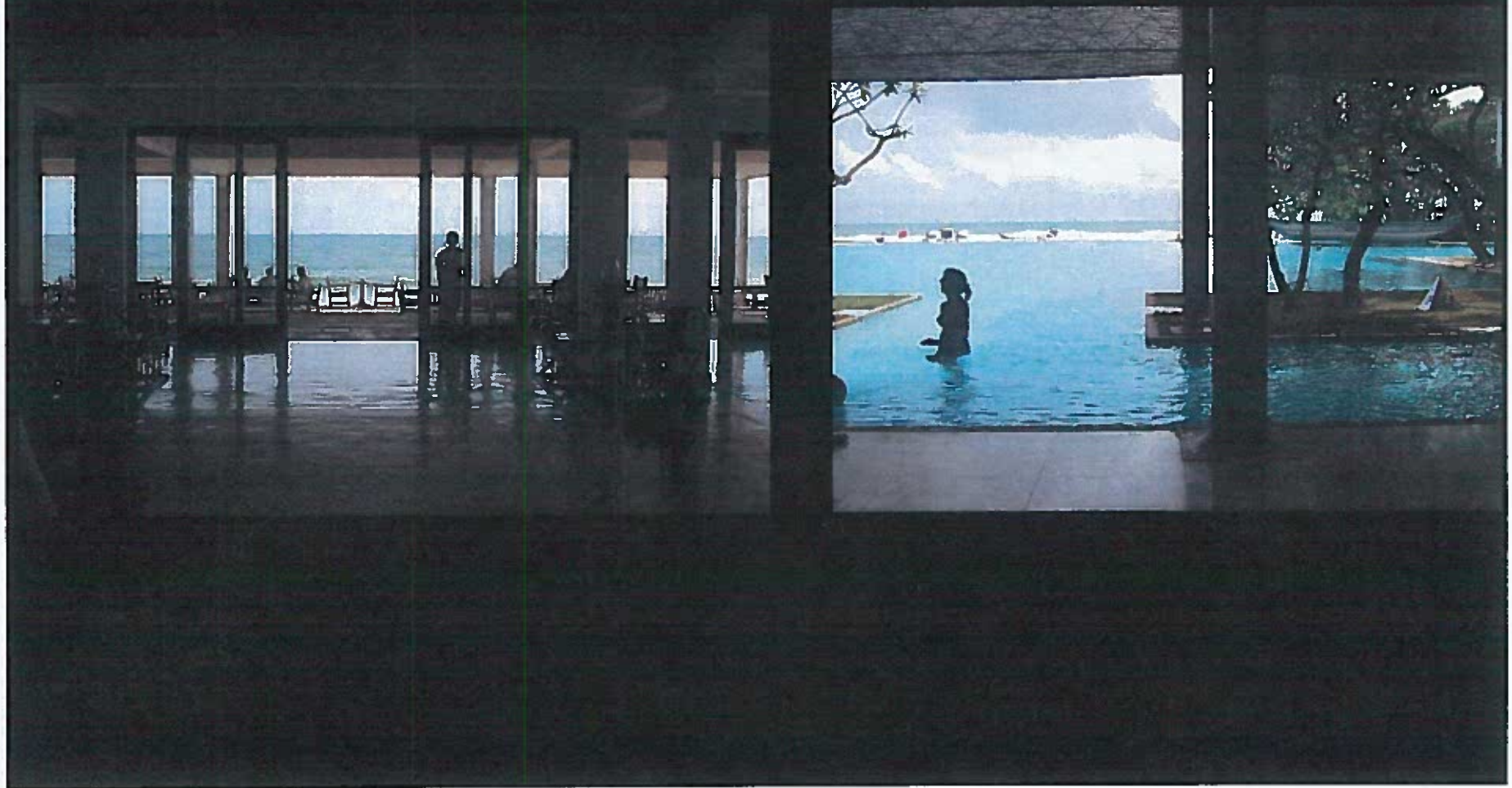
Getting to Know the AARC Site



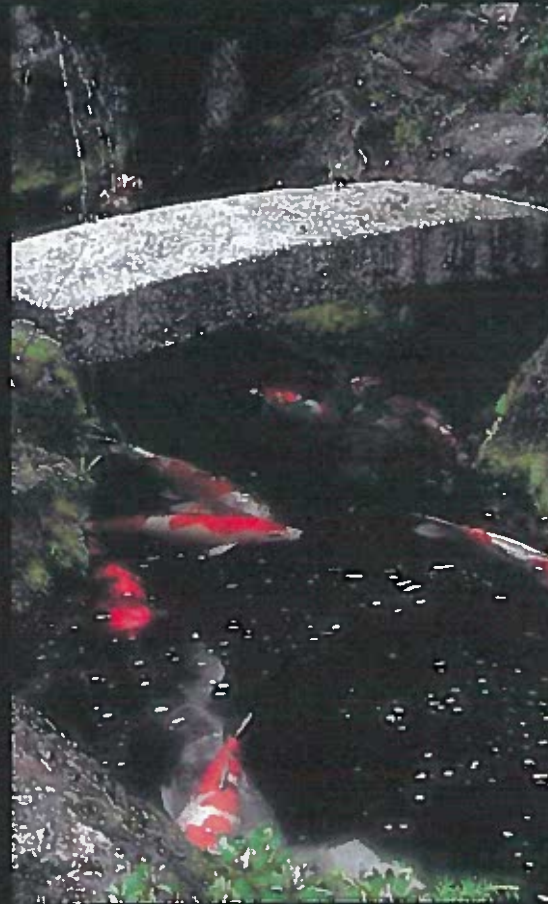
Cultivating a Sense of Place



Cultivating a Sense of Place



Cultivating a Sense of Place



Cultivating a Sense of Place



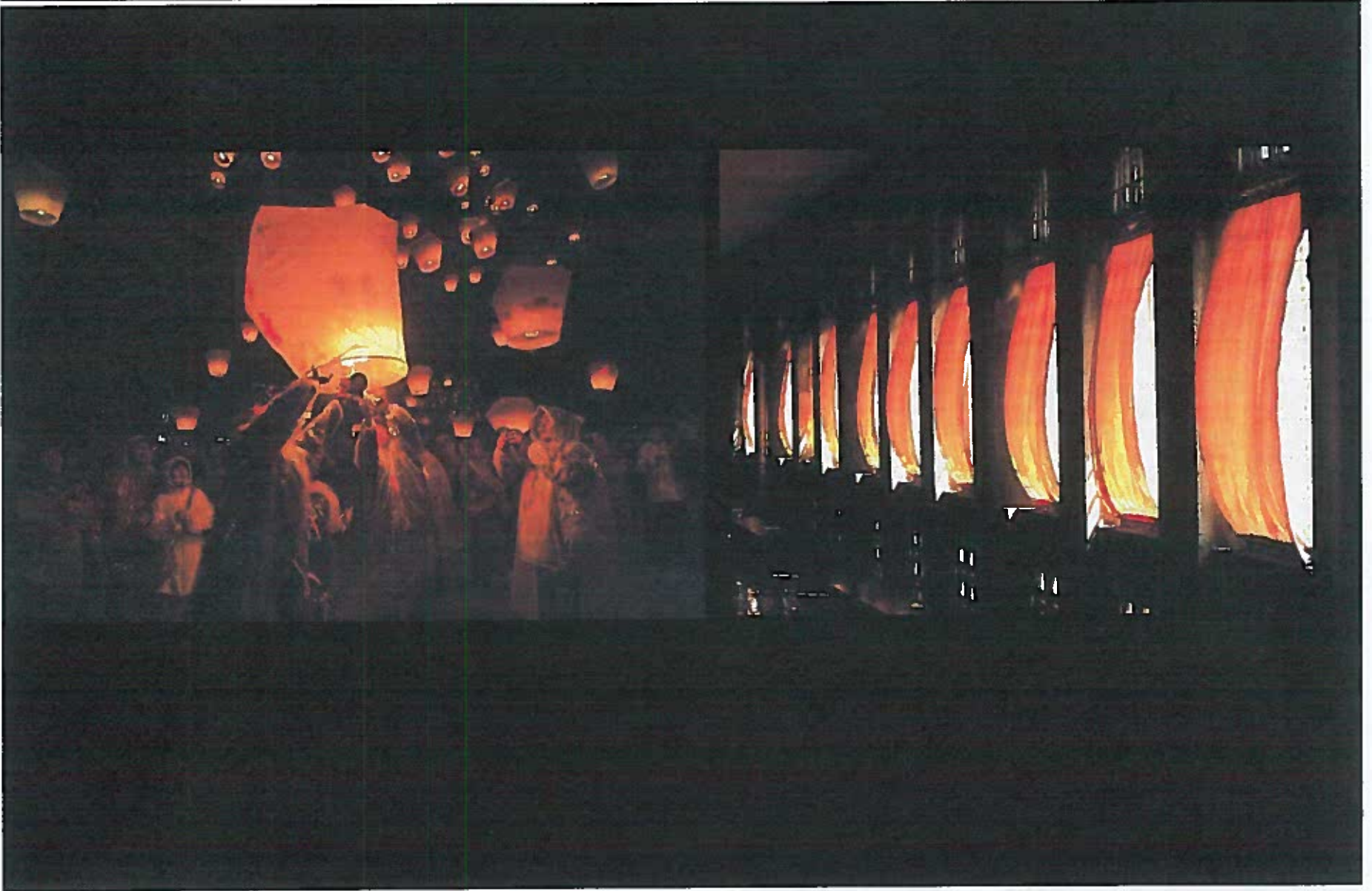
Cultivating a Sense of Place



Cultivating a Sense of Place



Cultivating a Sense of Place



Cultivating a Sense of Place

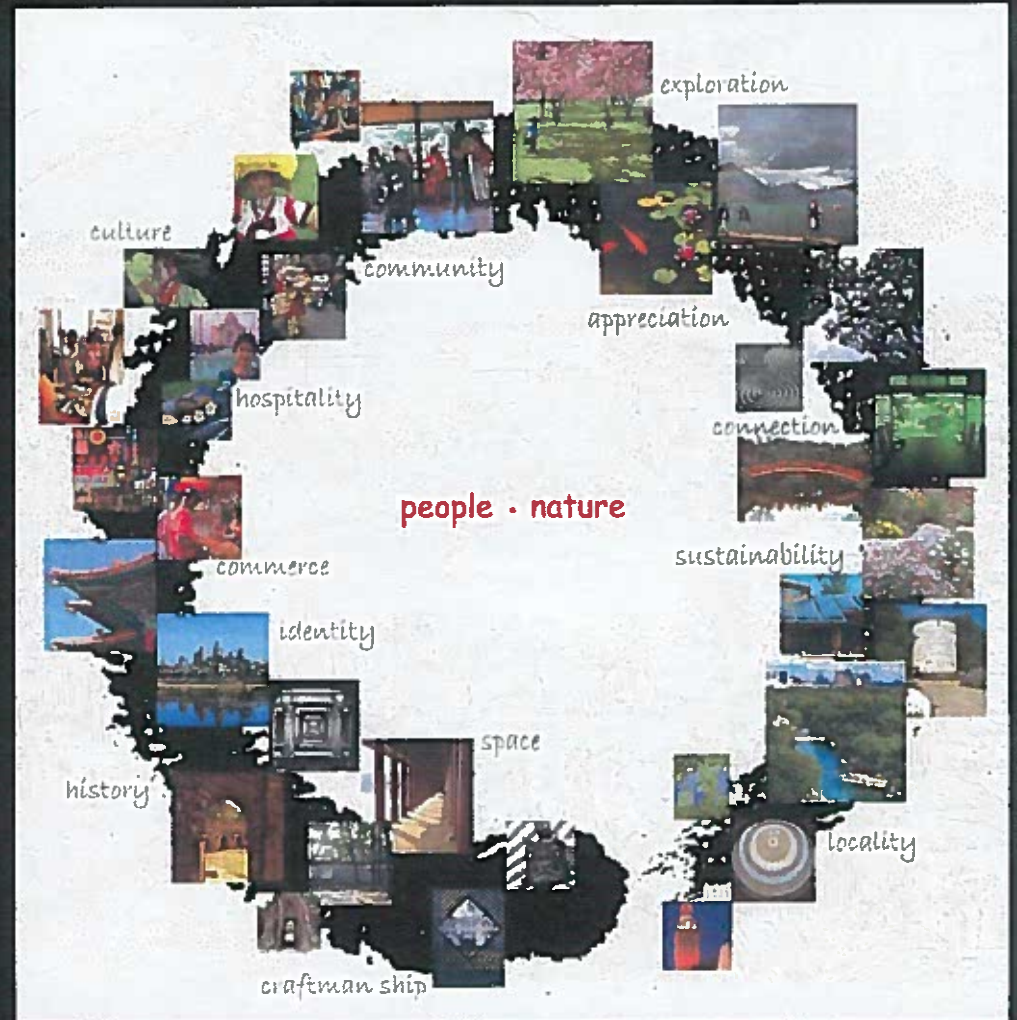


Phase 1: Process
Development & Goal
Setting

Phase 2: Information
Gathering & Analysis

Phase 3: Preliminary
Master Plan

Phase 4: Implementation
Plan



Alternative Approaches

- Scenario 1: Full Public Use Facility/Site
All public purpose usage – educational, recreational, cultural –
with full COA funding
(multiple phases over time)

Alternative Approaches

- **Scenario 1: Full Public Use Facility/Site**
All public purpose usage – educational, recreational, cultural – with full COA funding
(multiple phases over time)
- **Scenario 2: Partial Public Use / Partial Private Use**
Half of property designated for public purpose usage with remaining available for private/revenue generating development
(multiple phases over time)

Alternative Approaches

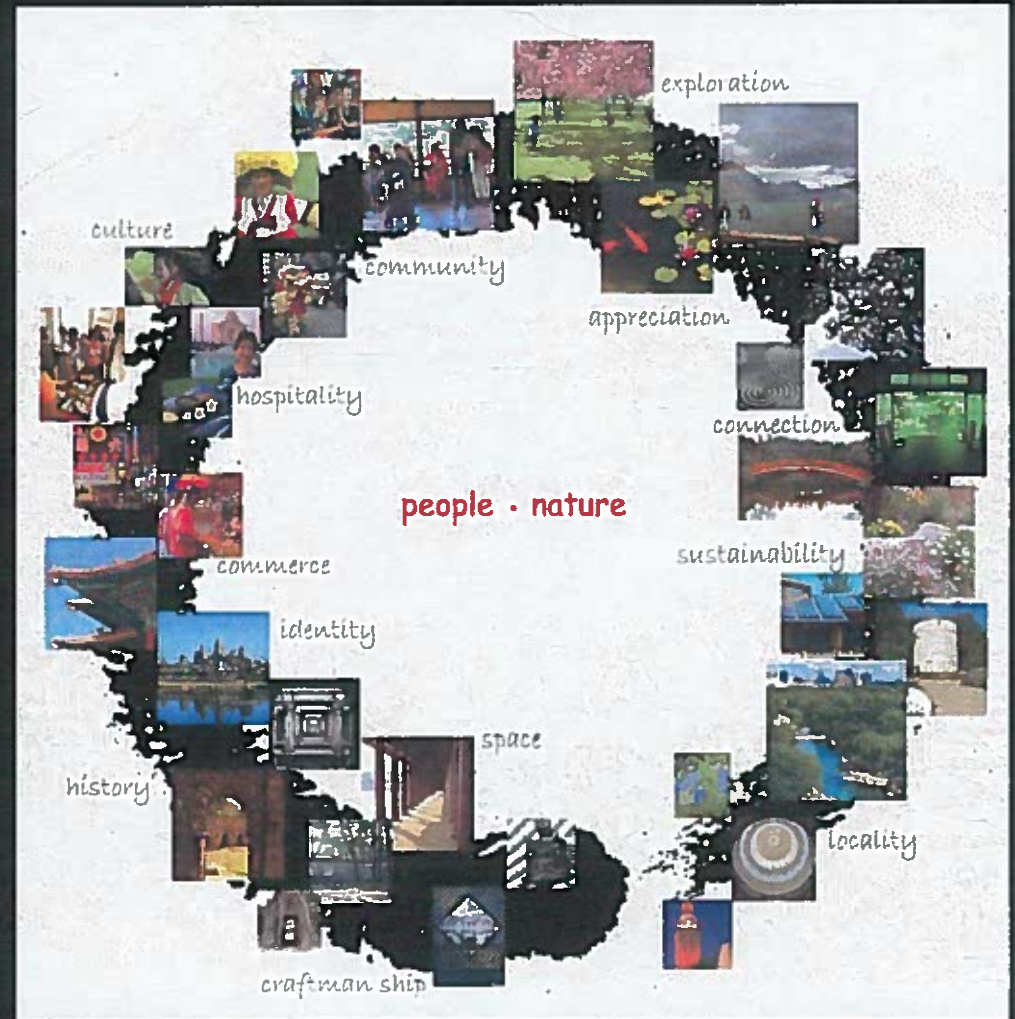
- **Scenario 1: Full Public Use Facility/Site**
All public purpose usage – educational, recreational, cultural – with full COA funding
(multiple phases over time)
- **Scenario 2: Partial Public Use / Partial Private Use**
Half of property designated for public purpose usage with remaining available for private/revenue generating development
(multiple phases over time)
- **Scenario 3: Full Public / Private Development**
All property designated by COA to AARC in a long-term lease, and AARC engages 3rd party entity to develop all public purpose and private/revenue generating components
(implement full build-out)

Phase 1: Process
Development & Goal
Setting

Phase 2: Information
Gathering & Analysis

Phase 3: Preliminary
Master Plan


Phase 4: Implementation
Plan



NOAA Cooperative Oxford Laboratory



Campus Master Plan



Strategic Goals and Objectives

(5 year endstates and strategies)



■ **1.0 Habitat Restoration**

Sustain healthy and productive marine ecosystems that benefit living marine resources.

1.4 Protect and restore shoreline and wetlands.

■ **4.0 Land Use and Coastal Conditions**

■ Integrate the impacts of coastal land use and development into Chesapeake Bay ecosystem management.

■ **5.0 The Partnership**

- 5.1 Solidify the COL strategic partnership and ensure a resident and virtual infrastructure to achieve our collective mission and model a true Center for Action.
- 5.2 Build a world class facility which models wise ecosystem management and has capacities to support scientific research, education, conferences, boat storage and staging, residential life, health and fitness and food services.
- 5.3 Infuse state-of-the-art equipment and technology to provide video conferencing, increased web bandwidth, high hazard labs (BSL2/BSL3), improved water intake and mesocosms.

Program Needs

1. Pier Operations

Boat Storage

8 Boats <25' in open shed

Field Staging

Unisex showers, lockers, storage

2. COL Partnership Facilities

Animal Exposure Station

36 Tanks controlled & exposed areas

Additional Office Space

12 PI's, 10 staff/tech

Compact Library in existing lab

high density shelving

3. Professional Facilities

Conference Center

60 person div. classrm, office, lobby

Dormitory

8 bed capacity, double occupancy

4. Public Facilities

Education Center

Reuse existing Pump House

Educational Outdoor Space

Program Areas

1. Pier Operations

Boat Storage	4,000 GSF	1 st Floor
--------------	-----------	-----------------------

Field Staging	1,000 GSF	1 st Floor
---------------	-----------	-----------------------

2. COL Partnership Facilities

Animal Exposure Station	1,800 GSF	1 st Floor
-------------------------	-----------	-----------------------

Additional Office Space	4,500 GSF	1 st and 2 nd Floor
-------------------------	-----------	---

Compact Library in existing lab	(net gain)	
---------------------------------	------------	--

3. Professional Facilities

Conference Center	4,800 GSF	1 st Floor
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Dormitory	2,700 GSF	2 nd Floor
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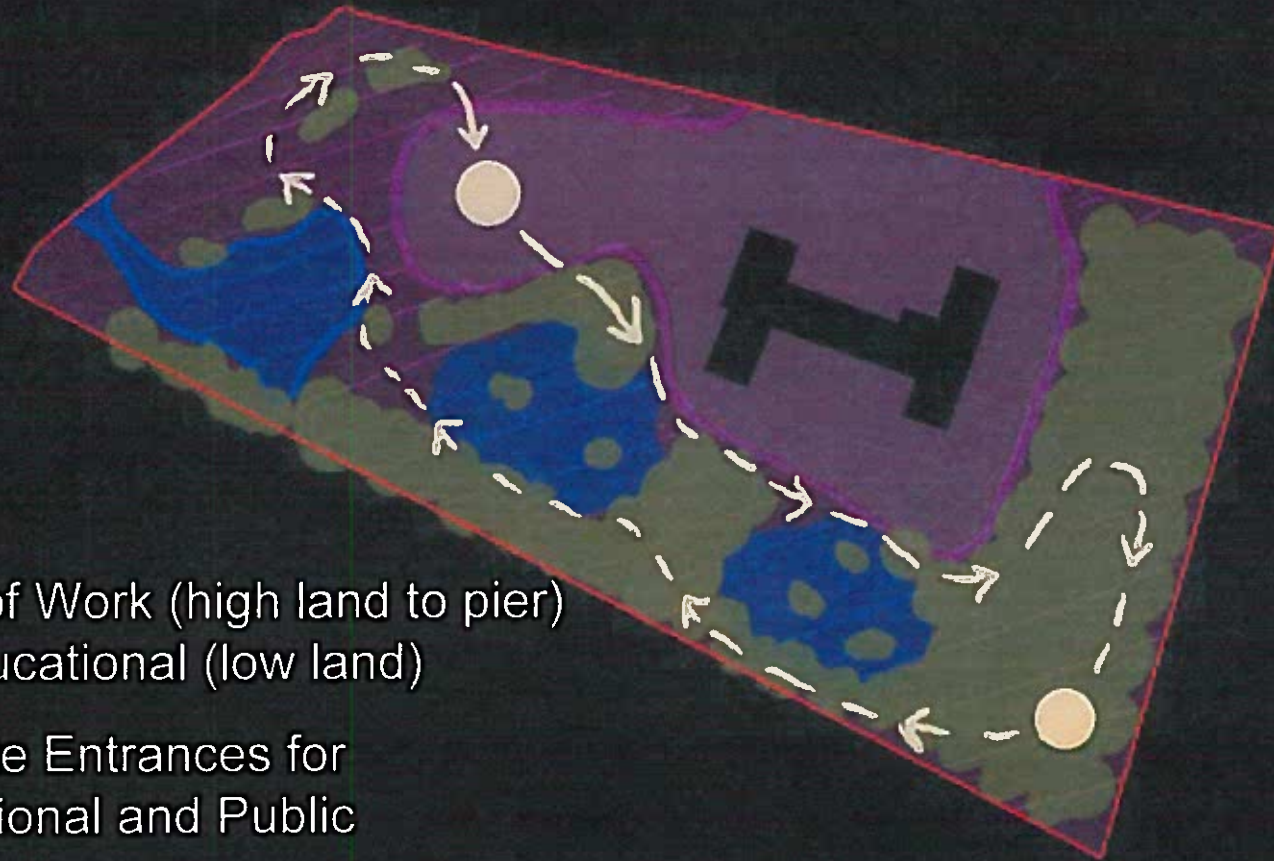
4. Public Facilities

Education Center	1,200 GSF (Pump House?)	
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Educational Outdoor Space	Programmed outdoor space	
---------------------------	--------------------------	--

TOTAL BUILDING AREA	20,000 GSF	
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Concept Diagram



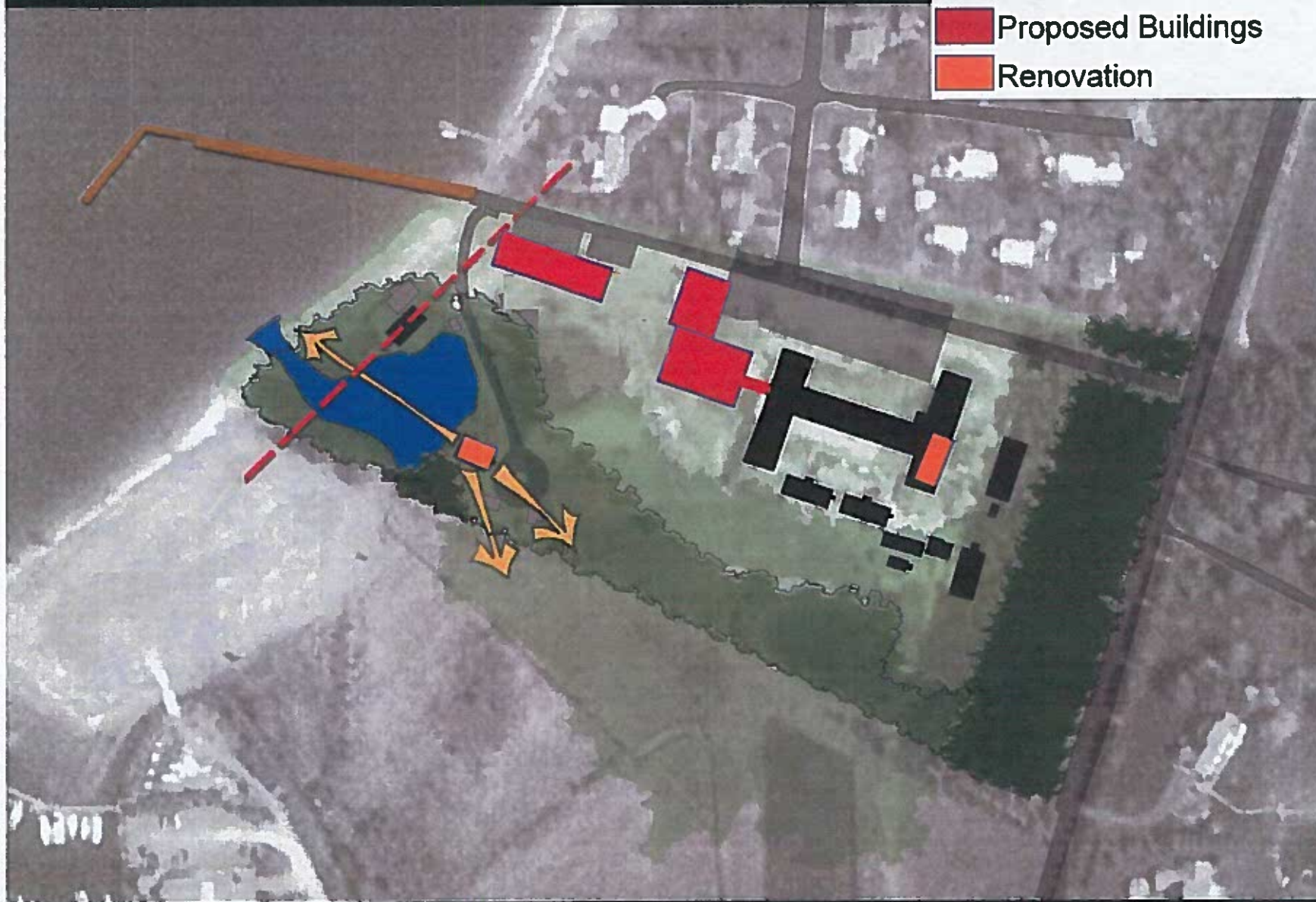
Zones of Work (high land to pier)
and Educational (low land)

Separate Entrances for
Professional and Public

Restoration of landscape as model
of bay development

PHASE 1

- Existing Buildings
- Buildings to be removed
- Proposed Buildings
- Renovation

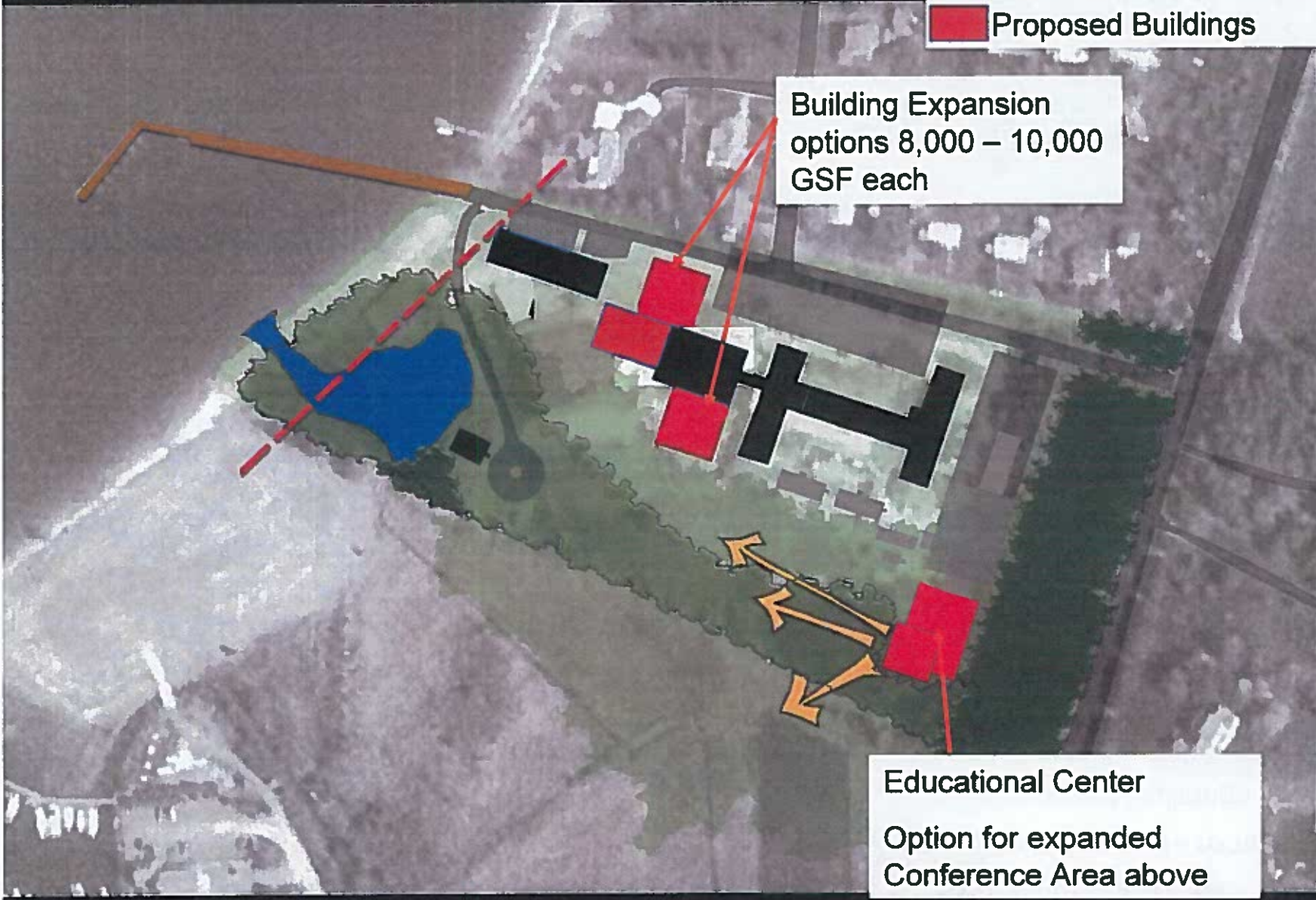


PHASE 2

- Existing Buildings
- Buildings to be removed
- Proposed Buildings

Building Expansion options 8,000 – 10,000 GSF each

Educational Center
Option for expanded Conference Area above



PHASE 3

- Existing Buildings
- Buildings to be removed
- Proposed Buildings



FINAL PLAN



IMPLEMENTATION PLAN

Cooperative Lab
Oxford, MD
Order of Magnitude Estimates
1/8/06

Southwest Research Institute
Broadus & Associates
Ayera/Saint/Gross

Phase	Project	Area	Cost per Unit	2006 Construction Cost	Furnishings and Fixtures Allowance 20%	Soft Costs Allowance 18%	Project Contingency 18%	Total Project Cost	Anticipated Construction	7.50% Annual Inflation	Adjusted Total Project Cost	
Phase 1	Sitework:											
		Site Demo (paving & structures)	1 ls	\$26,708.00	\$26,708		\$4,006	\$4,006	\$34,720	2007	\$5,206	\$39,926
		Site Clearing	1 ls	\$15,179.00	\$15,179		\$2,277	\$2,277	\$19,733	2007	\$2,960	\$22,693
		Demo Ponds & Raise Grade	1 ls	\$319,550.00	\$319,550		\$47,933	\$47,933	\$415,415	2007	\$62,312	\$477,727
		Erosion Control	1 ls	\$15,300.00	\$15,300		\$2,295	\$2,295	\$19,890	2007	\$2,984	\$22,874
		Site Utilities	1 ls	\$72,675.00	\$72,675		\$10,901	\$10,901	\$94,478	2007	\$14,172	\$108,649
		Re-Route Seawater Piping	1 ls	\$76,500.00	\$76,500		\$11,475	\$11,475	\$99,450	2007	\$14,918	\$114,368
		Asphalt Paving	1 ls	\$48,195.00	\$48,195		\$7,229	\$7,229	\$62,654	2007	\$9,398	\$72,052
		Landscaping	1 ls	\$76,500.00	\$76,500		\$11,475	\$11,475	\$99,450	2007	\$14,918	\$114,368
		Three Phase Electric Upgrade	1 Allow	\$153,000.00	\$153,000		\$22,950	\$22,950	\$198,900	2007	\$29,835	\$228,735
		Removal of Beach House	800 GSF	\$6.12	\$4,896		\$734	\$734	\$6,365	2007	\$955	\$7,320
		Educational Outdoor Environment/Trail	1 Allow	\$234,824.00	\$234,824	\$46,965	\$35,224	\$35,224	\$352,236	2007	\$52,835	\$405,071
		Boat Storage Building	4,500 GSF	\$71.67	\$322,521		\$48,378	\$48,378	\$419,277	2007	\$62,892	\$482,169
		Tank Platform Building	1,600 GSF	\$66.63	\$106,610		\$15,992	\$15,992	\$138,593	2007	\$20,789	\$159,382
	Education Center Renovation of Pump House	1,440 GSF	\$219.59	\$316,205	\$63,241	\$47,431	\$47,431	\$474,308	2007	\$71,146	\$545,454	
	SUBTOTAL			\$1,788,663				\$2,435,468			\$2,800,768	
Phase 2	Sitework:											
		Site Demo (paving)	1 ls	\$3,060.00	\$3,060		\$459	\$459	\$3,978	2008	\$895	\$4,873
		Site Clearing	1 ls	\$5,675.00	\$5,675		\$851	\$851	\$7,378	2008	\$1,660	\$9,037
		Earthwork	1 ls	\$8,698.00	\$8,698		\$1,305	\$1,305	\$11,307	2008	\$2,544	\$13,852
		Termite Control	1 ls	\$3,695.00	\$3,695		\$554	\$554	\$4,804	2008	\$1,081	\$5,884
		Site Utilities	1 ls	\$30,600.00	\$30,600		\$4,590	\$4,590	\$39,780	2008	\$8,951	\$48,731
		Demo Temp. Seawater	1 ls	\$7,650.00	\$7,650		\$1,148	\$1,148	\$9,945	2008	\$2,238	\$12,183
		Asphalt Paving	1 ls	\$16,822.00	\$16,822		\$2,523	\$2,523	\$21,869	2008	\$4,920	\$26,789
		Site Concrete	1 ls	\$17,655.00	\$17,655		\$2,678	\$2,678	\$23,212	2008	\$5,223	\$28,434
		Site Furnishings & Structures	1 ls	\$16,065.00	\$16,065		\$2,410	\$2,410	\$20,885	2008	\$4,699	\$25,584
		Landscaping	1 ls	\$15,300.00	\$15,300		\$2,295	\$2,295	\$19,890	2008	\$4,475	\$24,365
		COL Partnership Facility	21,155 GSF	\$234.88	\$4,968,608	\$993,782	\$745,336	\$745,336	\$7,453,362	2008	\$1,677,008	\$9,130,369
		SUBTOTAL			\$5,094,328				\$7,616,408			\$9,330,100
	Phase 3	Sitework:										
		Site Demo (paving & structures)	1 ls	\$77,143.00	\$77,143		\$11,571	\$11,571	\$100,286	2009	\$30,086	\$130,372
		Erosion Control	1 ls	\$3,825.00	\$3,825		\$574	\$574	\$4,973	2009	\$1,482	\$6,464
		Asphalt Paving	1 ls	\$96,803.00	\$96,803		\$14,520	\$14,520	\$125,844	2009	\$37,753	\$163,597
		Site Concrete	1 ls	\$46,611.00	\$46,611		\$6,992	\$6,992	\$60,594	2009	\$18,178	\$78,773
		Site Furnishings	1 ls	\$2,295.00	\$2,295		\$344	\$344	\$2,984	2009	\$885	\$3,879
		Landscaping	1 ls	\$7,650.00	\$7,650		\$1,148	\$1,148	\$9,945	2009	\$2,964	\$12,909
		Renovate Existing Building	18,000 GSF	\$72.74	\$1,309,389	\$261,878	\$196,408	\$196,408	\$1,964,084	2009	\$589,225	\$2,553,309
	SUBTOTAL			\$1,543,716				\$2,268,709			\$2,949,321	
Total phases one, two and three				\$8,426,707				\$12,326,664			\$16,665,389	
Future	Educational Center Building	2,500 GSF	\$150.00	\$375,000	\$75,000	\$56,250	\$56,250	\$562,500	2010	\$210,938	\$773,438	
	SUBTOTAL			\$375,000				\$562,500			\$773,438	
Total all phases				\$8,801,707				\$12,889,164			\$17,438,827	

- NOTES: 1. Statements of probable costs are order of magnitude estimates. Once the scope and schedule are determined, detailed cost estimates will need to be developed.
2. Statement of probable costs are in 2005 dollars. Total project costs are based on the anticipated date of construction with a factor for annual project inflation/escalation.



Existing Aerial Photo



Final Plan Aerial View

Process is as important as Product



Top Stories
Thursday, June 3, 2005

Master plan in place for Texas State University

By Veronica Gaste C



Texas State University officials may have trouble recognizing their alma mater in 10 years. The Texas State University System Board of Regents has approved a Campus Master Plan with major structural changes.

Nancy Nordstrom is the Assistant Vice President for Finance and Support.

Texas State University officials may have trouble recognizing their alma mater in 10 years. The Texas State University System Board of Regents has approved a Campus Master Plan with major structural changes.

Nancy Nordstrom is the Assistant Vice President for Finance and Support Services Planning at TSC - San Marcos and the project leader for the master plan project. She said one noticeable change will be the switch from gray to green.

"We're removing surface parking and moving parking

projects instead. By eliminating the need to have the ability to turn that into 19th Street's main road.

The 10-year plan was prepared by the lead Architect and Associates of Austin with Architects and Planners of San Marcos developed other months of input from staff, and community members.

The plan aimed at creating the following: identity, community, natural environment and mobility.

The Board of Regents approved a plan designed to guide development through 2015. The plan includes projects such as new academic facilities, a new student center, a new library and a new parking garage.

Master plan

The Board of Regents approved a Campus Master Plan designed to guide development through 2015.

With the idea of

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San Marcos Daily Record

Texas State Master Plan

By Jeff WALTON - Staff Reporter
Published: Wednesday, June 2, 2005 11:29:23 AM CDT



Major changes with the changes on left and Texas State on right.

growth so that every dollar spent improving the physical campus also supports the production of additional revenue, and that their investment will be part of a long-term vision.

University President David Tomlinson said the master plan is a "premier opportunity."

He also wants the university to be a leader in the way it delivers itself and also wants to see more structural changes and more research and development.

San Marcos has been a leader in that the university needs better access to cultural events that help in its campus.

"It was an achievement to be finished," Tomlinson said. "It's going to be a great and good experience on campus. You likely to see a lot of the work be revealed."

Texas State plans for growth

Faced with rising enrollment, university crafting master plan

BY GISELE GREENWOOD
AUSTIN BUSINESS JOURNAL STAFF

Texas State University-San Marcos is embarking on a 10-year master plan for the campus, which one official says is "bursting at the seams."

The university's Board of Regents was scheduled to meet May 7 with the master plan committee to choose several compa-

nies that will craft the master plan. The committee has recommended:

- Austin-based Broaddus & Associates Inc., a construction project management firm.
- Baltimore architecture firm Ayres/Saint/Gross Architects + Planners.
- Austin-based landscaper Robert J. Anderson.
- Utility infrastructure firm Shah Smith and Associates of Austin.
- WHM Transportation Engineering Consultants Inc., a

transportation consulting firm in Austin.

- Civil engineering firm Jaster-Quintanilla & Associates Inc. of Dallas.

The master plan is expected to be completed by May 2005. It will identify building, infrastructure and site needs.

Gerald Hill, vice president for university advancement, says the master plan will focus on how the university can accommodate student population growth.

See UNIVERSITY, page A33



AUSTIN BUSINESS JOURNAL • Austin bizjournal.com A3

Products which are easily understood and broadly supported

TEXAS STATE UNIVERSITY
- SAN MARCOS -

EXECUTIVE SUMMARY
CAMPUS MASTER PLAN
2006 - 2015

"We like the idea of having a new building on the hill, and with the city. We pay tribute to all who have loved this place and will love it, as we honor the past and plan the future."
President Donna M. Thomas - Celebration, 100th Anniversary of Texas State, 10/16/06

The University has a long history of providing a high quality education to its students. The University's commitment to academic excellence is reflected in its numerous national and international rankings. The University's commitment to student success is reflected in its high graduation rates and its commitment to providing a supportive learning environment for all students.

The University's commitment to community service is reflected in its numerous service projects and its commitment to providing a supportive learning environment for all students.

The University's commitment to research is reflected in its numerous research projects and its commitment to providing a supportive learning environment for all students.

The University's commitment to diversity is reflected in its numerous diversity programs and its commitment to providing a supportive learning environment for all students.



Web Sites

Texas State Campus Master Plan 2006-2015 - Microsoft Internet Explorer provided by Broadus & Associ...

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Texas State University | SAN MARCOS

Campus Master Plan 2006-2015

Honor the Past, Claim the Future

[Home](#)
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[Letter from the President](#)
[Presentations](#)
[Timeline & Events](#)
[Pre-Master Plan Activities](#)
[Observation Phase](#)
[Principles & Concepts Phase](#)
[Precinct Phase](#)
[Design Guidelines](#)
[Final Product](#)
[Resources](#)

For more information, contact Nancy Husbann by [email](#) or by phone at 512-245-2244.



Texas State today

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- [Preliminary Plan \(Power Point or PDF Presentation\)](#)



- [Draft Final Plan \(Power Point or PDF Presentation\)](#)
- [Final Plan \(Power Point or PDF Presentation\)](#)
- [Executive Summary](#)
- [Final Document available September 2005](#)

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Done Internet

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QUESTIONS & DISCUSSION

For further information contact:

Schiller Liao Chair, AARC Sub-Committee
(512) 499-4697 SL1206@sbcglobal.net



**BROADDUS
& ASSOCIATES**

www.broaddus.com

Meeting Notes

CLIENT: Asian American Resource Center
PROJECT: Campus Master Plan

DATE: August 26, 2006
LOCATION: Reagan Office Bldg., Rm. 140

SUBJECT: Workshop #1 – Boards & Officers Session

ATTENDEES: See Sign-in Sheet

Cc:

ATTACHMENTS: Agenda

1. Introductions and roles of participants
2. Process and development (see PowerPoint slideshow)
3. Discussion:
 - 3.1. Two cultural centers in Seattle, WA should be looked at as good examples of this type of project.
 - 3.2. Every year there are about 7,000 Asian students at UT Austin and they might not be included in the census information provided.
 - 3.3. To what extent are there Asian consulates located near the cultural centers to be benchmarks. It is thought that most times consulate offices are built around other consulate offices but trade offices are more flexible in their location.
 - 3.4. The City of Austin will be locating several offices with about 100 employees at the adjacent Emerson Tract that should provide consumers for any commercial development on the AARC site.
 - 3.5. Gus Garcia Park, just north of the site will develop hiking and biking trails along Walnut Creek adjacent to the AARC site.
 - 3.6. To date, discussions have not taken place with the surrounding homeowners concerning the AARC plans for the site.
 - 3.7. Statistics should be obtained on the crime rates for the AARC site area.
 - 3.8. An Asian themed botanical garden should be constructed in the vegetated areas of the site.
 - 3.9. 100-year flood plain areas are not developable, in any way, without studies to determine the affect of that development on the properties both up-stream and down-stream.

- 3.10. Multipurpose commercial development such as those in Los Angeles, the SOHO area of New York or Shanghai are good examples of what should happen on the AARC site.

~~~~~ End of Notes ~~~~~

Thank you for your participation. If you have any comments regarding these notes kindly forward them via email to [soulston@broaddusassociates.com](mailto:soulston@broaddusassociates.com) or fax at (512) 329-8242 by September 5, 2006.

# Meeting Notes

**CLIENT:** Asian American Resource Center  
**PROJECT:** Campus Master Plan

**DATE:** August 26, 2006  
**LOCATION:** Reagan Office Bldg., Rm. 140

**SUBJECT:** Workshop #1 – Community Session

**ATTENDEES:** See Sign-in Sheet

**CC:**

**ATTACHMENTS:** Agenda

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2. Process and development (see PowerPoint slideshow)
3. Discussion:
  - 3.1. For next meeting please bring pictures of the other resource centers
  - 3.2. Need chamber of commerce/hotel facilities for international conferences
  - 3.3. Need to leverage technology to facilitate communication between the community and the master plan consultants
  - 3.4. How was the site selected? AARC was offered the site by the City of Austin for this project.
  - 3.5. Is the \$5 million already given to the AARC? Master planning services is being paid from a grant applied for by the AARC. The City of Austin has identified the site and will provide to the AARC under some type of lease structure. Proposition 4 in the upcoming bond election will allocate the \$5 million towards the new AARC facility.
  - 3.6. Need to increase the visibility of advertising for this project to increase community interaction.
  - 3.7. What is a major donor offered a significant amount of money. What would you do with it?
    - 3.7.1. performing arts center
    - 3.7.2. change the location
    - 3.7.3. space for community events
  - 3.8. How will having an AARC campus will benefit your participation and community

- 3.8.1. It will benefit by providing needed cultural activity space for large events
- 3.9. Key issues for the AARC campus
  - 3.9.1. If built, if it is unaffordable then no one will use it. A discount should be provided for members.
  - 3.9.2. Have retail/commercial along Cameron then a buffer zone then the retreat.
  - 3.9.3. Parking must be considered – cost will be an issue by daily users
  - 3.9.4. Accessibility and security are major concerns
  - 3.9.5. “Iconic” symbols must reflect and speak to all Asian communities.
- 4. Future questions and comments should be directed to:
  - Schiller
  - (512) 499-4697
  - S11206@sbcglobal.net

~~~~~ End of Notes ~~~~~

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Workshop 1: August 2006-Contact Sheet



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P1010004.JPG



P1010005.JPG



P1010006.JPG



P1010007.JPG



P1010008.JPG

ASIAN AMERICAN RESOURCE CENTER

Austin, Texas

MASTER PLAN



Workshop #2: Community Forum

September 23, 2006

**BROADDUS
& ASSOCIATES**

Architectural Planning, Master Planning, and Construction

Team

AARC

Schiller Liao

Shanker Reddy

George Chang

Phil Hoang

Raymond Chan

Planners

Broaddus & Associates – *Prime Firm / Master Planning & Programming*

Bercy Chen Studio – *Lead Designer*

ERO International – *Design Support / Facilitation*

TIP Strategies – *Economic Development Planning*

Raymond Chan & Associates – *Civil Engineering*

J. Robert Anderson, FASLA – *Landscape Architecture*

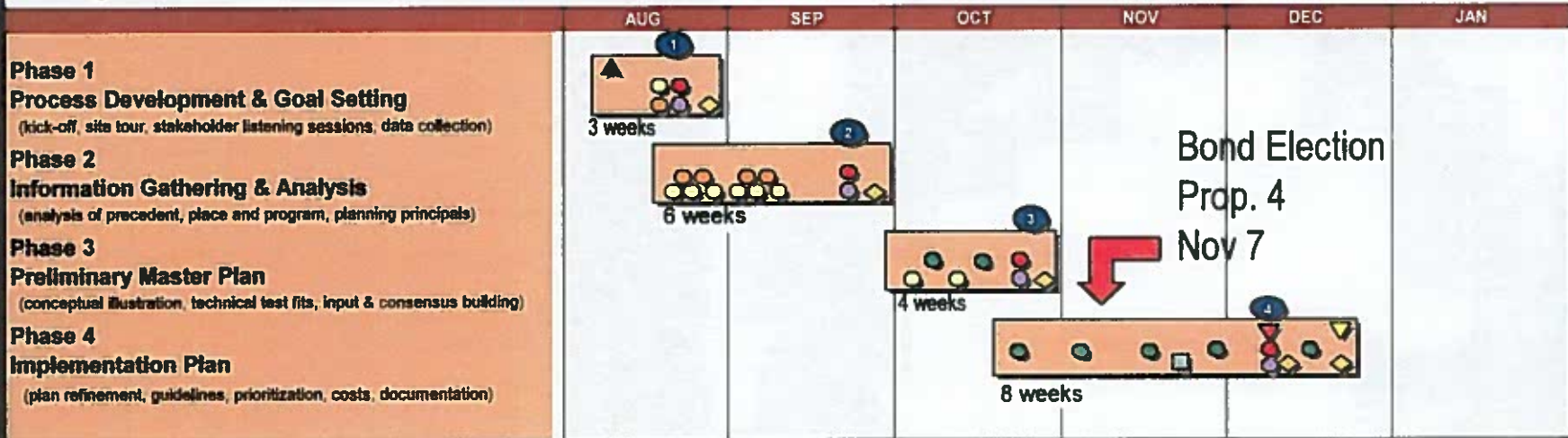
MASTER PLANNING PROCESS



NAAO - Asian American Resource Center Master Plan Process Flow Chart

22-Aug-06

BROADDUS
& ASSOCIATES



Legend

- Project Kick Off, Aug 4
- Information Collection/Review/Analysis
- Resource Group Interviews
- Workshops
- Steering Committee Progress Meeting
- Plan Development/Refinement/Documentation
- Data Submission
- Cost / Economic Modeling
- Present Final Master Plan, Dec 8
- Final Plan Document and Final Reports, Dec 20

- Workshop #1 - Aug 26
- Workshop #2 - Sep 23
- Workshop #3 - Oct 28
- Workshop #4 - Dec 9

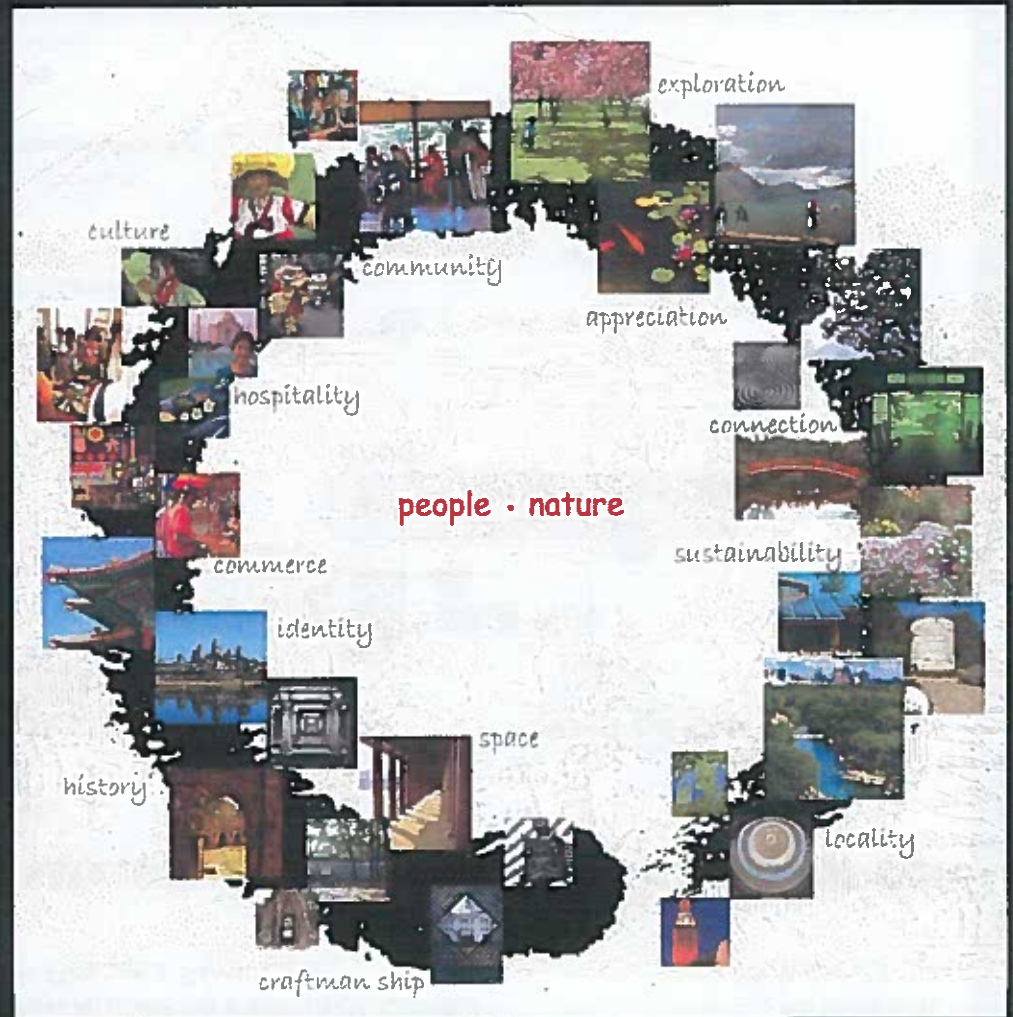
Next
Workshop
Oct 28

Phase 1: Process
Development & Goal
Setting

Phase 2: Information
Gathering & Analysis

Phase 3: Preliminary
Master Plan

Phase 4: Implementation
Plan



Begin with a shared vision and principles

AARC VISION

To build a resource center that will increase commerce and showcase the best of Asian culture to educate, congregate, and celebrate the heritage

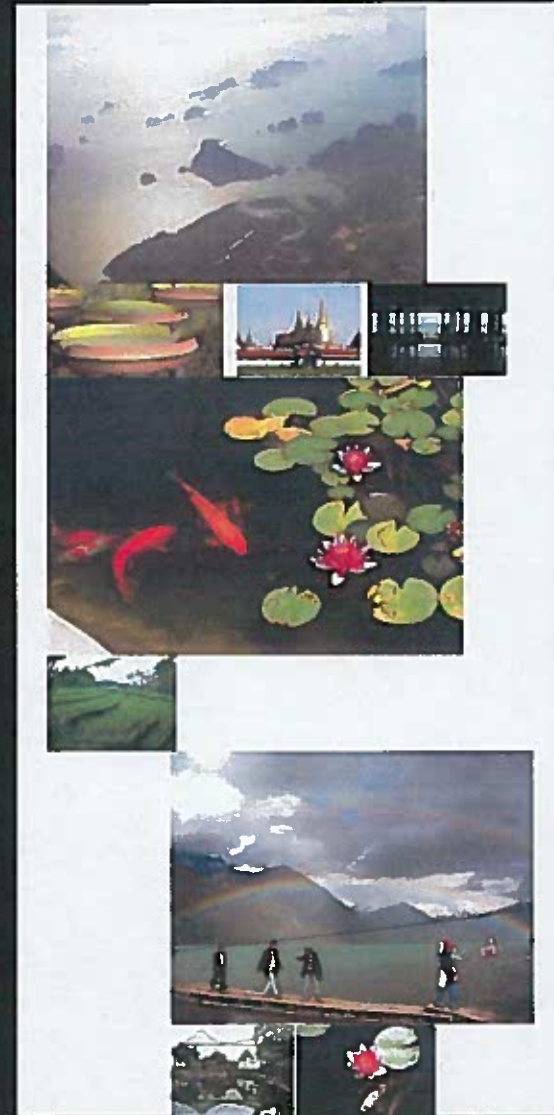
Asian American Employee Network
Asian Construction Trades Association
Austin Asian American Chamber of Commerce
Austin Filipino American Association
Austin Taiwanese Association
Austin Taiwanese Chamber of Commerce
Bangladesh Community of Austin
Cambodian Foundation
Chinese Society of Austin
India Community Center
Korean Community of Austin
Pakistani American Association of Greater Austin
SAHELI for Asian Families
Sri Lankan Community of Austin
Vietnamese American Community of Austin Texas

And stick with that vision and those principles



Why do we need a master plan?

- To plan for growth such that every dollar spent improving the physical campus supports the institution's mission
- So that our daily decisions are part of a long term vision
- To provide an optimistic hopeful outlook for our future
- To chart an implementation path
- To raise our aspirations
- To raise money



AARC MISSION

To provide a place where Austin's Asian American community can proudly express their cultural backgrounds and house their economic and educational interests, while reinforcing the City's reputation for ethnic diversity

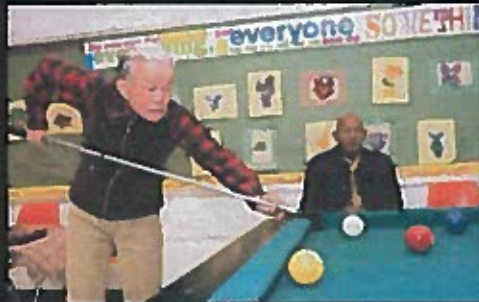
AARC VISION

To build a resource center that will increase commerce and showcase the best of Asian culture to educate, congregate, and celebrate the heritage

Showcase the best of Asian culture

To educate;





To congregate;

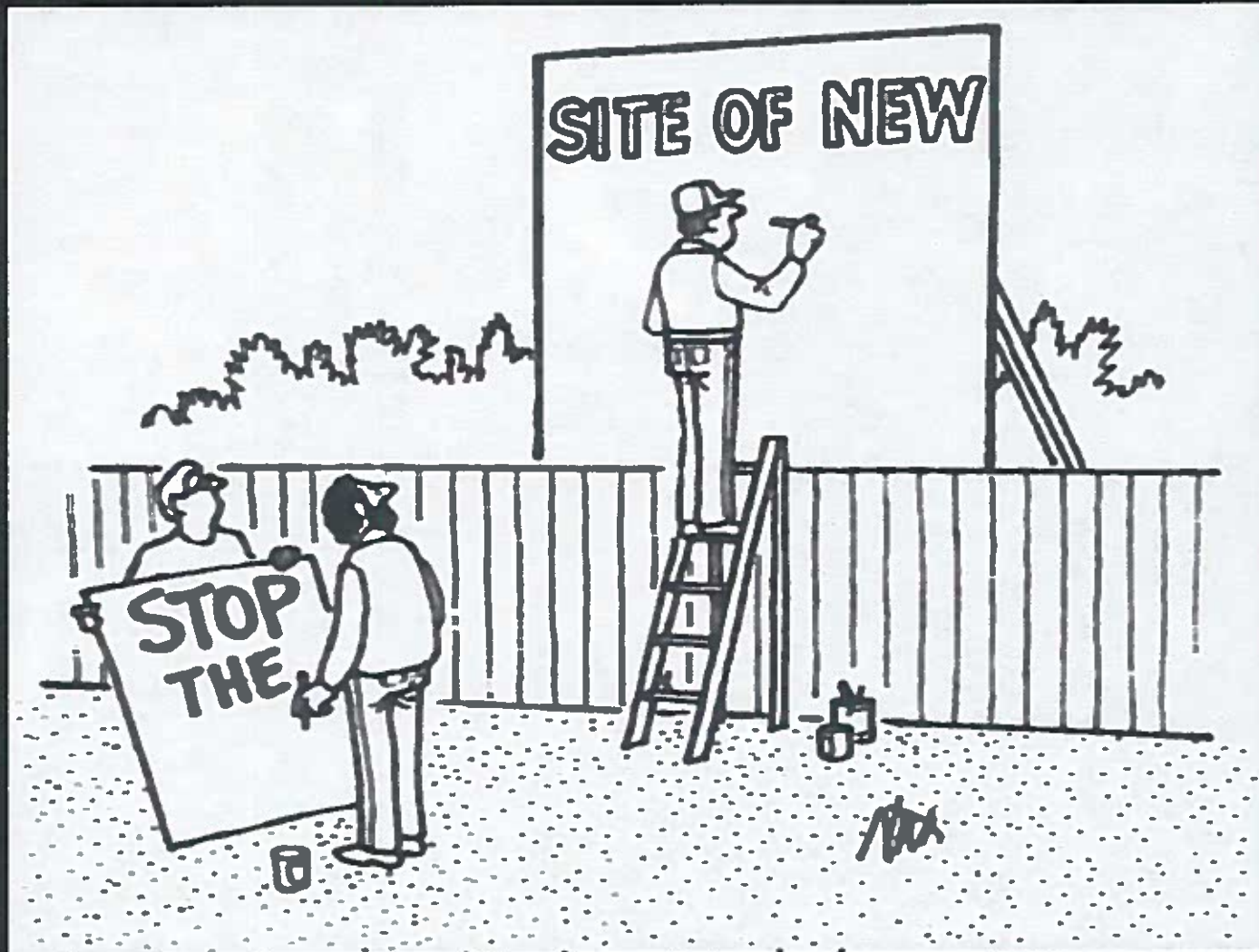




And to celebrate the heritage



The Process is as Important as the Product



The Process is as Important as the Product



“Satisfaction lies in the effort
not in the attainment.”

- Mahatma Gandhi



LISTENING: Stakeholder Meetings, Citizen Participation, Etc.

Listening

Asian American Community

Asian American Advisory Board
Asian American Employee Network
Austin Chinese School
Asian Construction Trades Association
Austin Asian American Chamber of Commerce
Austin Filipino American Association
Austin Taiwanese Association
Austin Taiwanese Chamber of Commerce
Bangladesh Community of Austin
Cambodian Foundation
Chinese Society of Austin
India Community Center
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Korean American Association of Austin
Korean American Coalition of Central Texas
Korean American Senior Association
Korean Chamber of Commerce
Pakistani American Association of Greater Austin
Network of Asian American Organizations Board
SAHELI for Asian Families
Sri Lankan Community of Austin
Vietnamese American Community of Austin
Vietnamese Senior Associate
Vietnamese Veterans Association
Vietnamese Chamber of Commerce

City of Austin

Assistant City Manager
Councilmember Jennifer Kim
Economic & Redevelopment Services
Neighborhood Planning & Zoning
Parks and Recreation Department
Public Works / Water-Waste Water
Real Estate Services
Transportation Services

Community Events

NAAO Asian American Health Fair
Austin Chinese School Program
Telegu Cultural Association – Mela
India Community Center Visa Camp



Listening

Asian American Community

Asian American Advisory Board
Asian American Employee Network
Austin Chinese School
Asian Construction Trades Association
Austin Asian American Chamber of Commerce
Austin Filipino American Association
Austin Taiwanese Association
Austin Taiwanese Chamber of Commerce
Bangladesh Community of Austin
Cambodian Foundation
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Vietnamese American Community of Austin
Vietnamese Senior Associate
Vietnamese Veterans Association
Vietnamese Chamber of Commerce

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Community Events

NAAO Asian American Health Fair
Austin Chinese School Program
Telugu Cultural Association – Mela
India Community Center Visa Camp

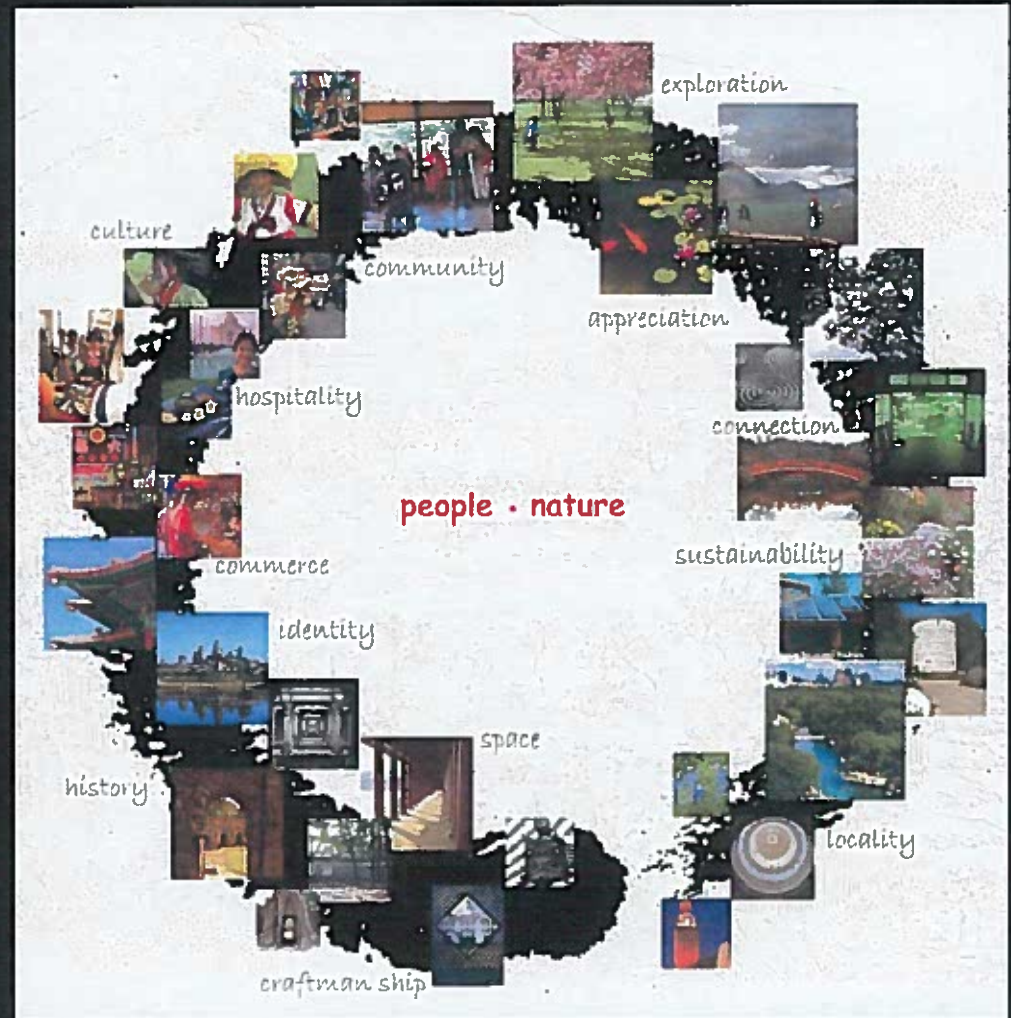


Phase 1: Process
Development & Goal
Setting

Phase 2: Information
Gathering & Analysis

Phase 3: Preliminary
Master Plan

Phase 4: Implementation
Plan



KEY ISSUES

Economic Analysis

Market Conditions / Strategic Considerations
Demographic Data
Benchmarking
Scenario Development and Impact

Program – Space Requirements

2002 Needs Survey
Primary & Support Spaces
Ancillary Programs

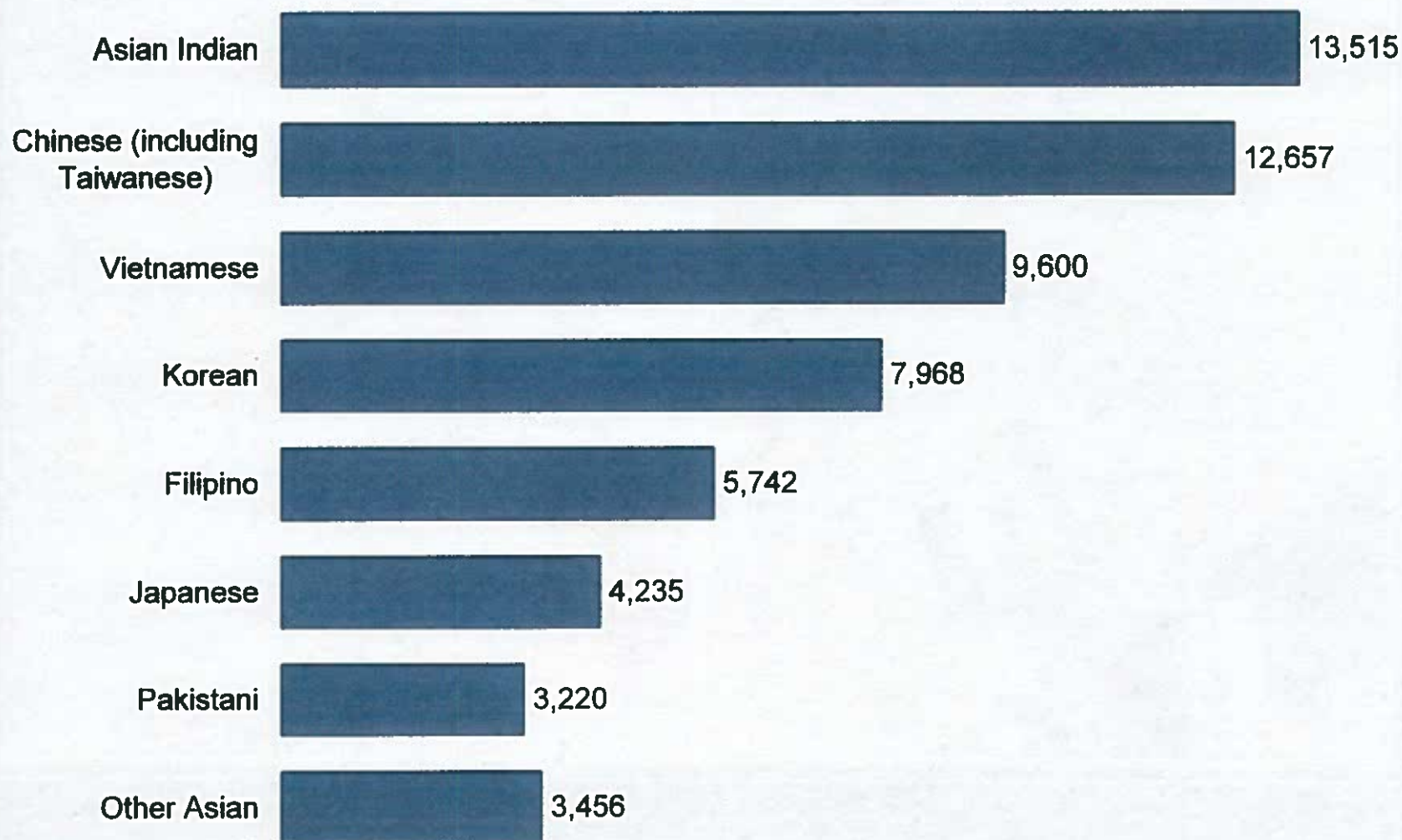
Physical – Site Analysis

Land Use/Neighborhood Overlay/Zoning
Land Form/Topography
Utilities Infrastructure
Transportation Network
Neighbors

**Inform Concept
Development**

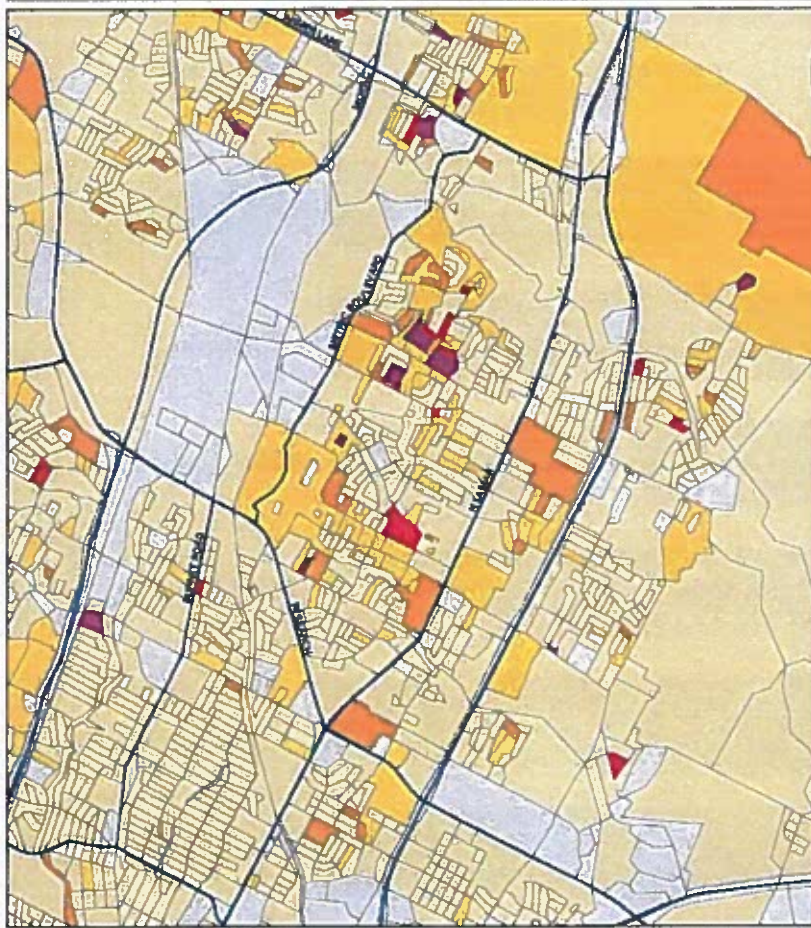
Characteristics of Austin's Asian American Population

Asian Population in the Austin-Round Rock MSA by Ethnicity, 2005



Source: U.S. Census Bureau, American Community Survey, 2005

Austin's Asian Population Change – 1990-2000

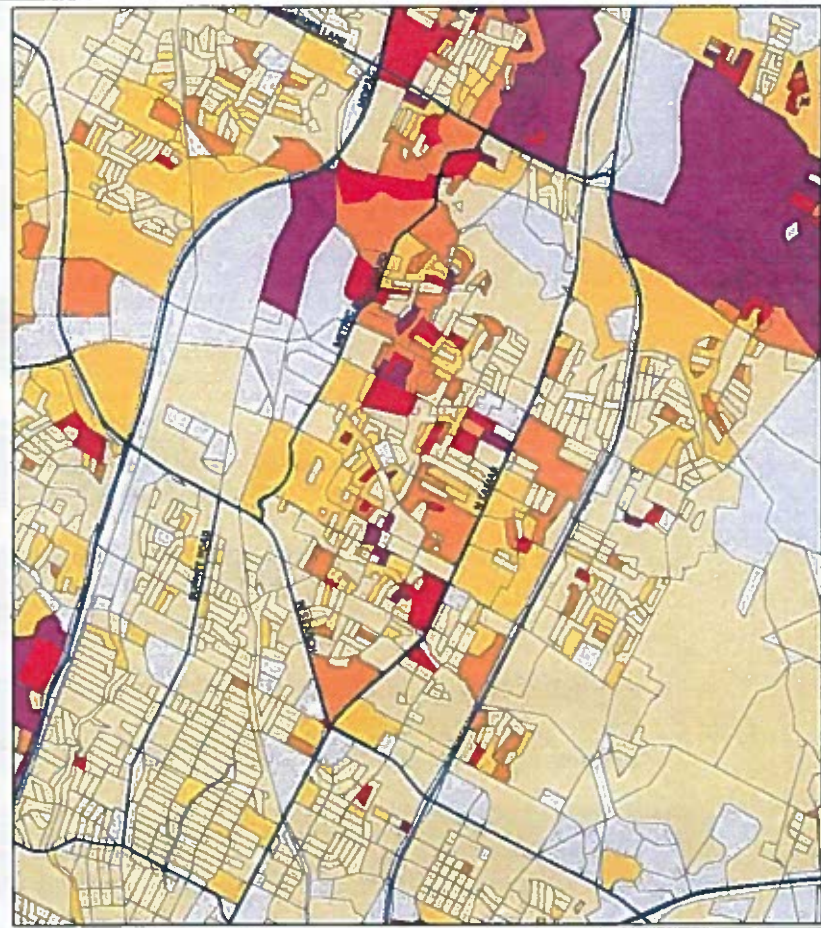


1990 Population

Percent Asian



Map produced by The City Demographic Department of Planning, City of Austin, October 2001



2000 Population

Percent Asian



Benchmarking
Preliminary Findings

Purpose of Benchmarking

- Basis of comparison for planning and operation
- Lessons learned from similar organizations
- Operational structure of facilities/organizations
- Process of design and construction
- Budgets for staff and operations
- Design elements

Benchmarks Analyzed

- Hmong Cultural & Resource Center, St. Paul
- Chinese Community Center, Houston
- Asia Society Texas / Asia House, Houston
- Dell Jewish Community Center / Jewish Community Association of Austin *(in progress)*
- Japanese American Cultural & Community Center, Los Angeles *(in progress)*
- National Association of Asian American Professionals—Seattle

Benchmark Summary

Organizational Mission

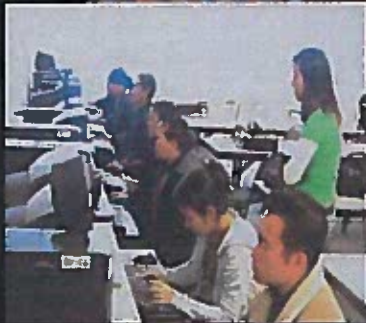
- Promoting “cultural” awareness / “education” was common mission for all.
 - Also common: “art” and “heritage”
- Only Asia Society Texas / Asia House (Houston) mention “business” specifically.
 - Also lists “policy” and “economic development”
- “Social service” mentioned by two organizations:
 - Chinese Community Center (Houston) and Dell Community Center (Austin)
 - Dell Center also lists “religion” and “recreation”

Benchmark Summary

Physical Space

- 4 out of 5 own their space.
 - Smallest = 1 acre (Asia Society Texas / Asia House, Houston)
 - Largest = 40 acres (Dell Jewish Community Center / JCAA)
 - Donated by Michael and Susan Dell
 - Hmong Cultural & Resource Center, St. Paul rents office space (3000 SF total).
- Three organizations that built new facilities reported costs between \$30 to \$40 million.
- Houston's Chinese Community Center acquired existing industrial facility. Cost of acquisition, renovation, and some new construction was \$4.5 million.

Hmong Cultural & Resource Center St. Paul, MN



- Formed in 1992
 - Mission - "...Hmong cultural education, and cross-cultural awareness and understanding between Hmong and Non-Hmong persons
 - 500 paying members nationwide (\$5/year)
- Rents office space
 - 3000 SF total (3 classrooms, 2 offices)
 - Staffing: 4 FT, 7 PT, 20 volunteers
 - Open 7 days/week
- 2005 statistics
 - 3 major events/year (100 to 1,000 attendees)
 - Hmong Resource Ctr = 1,427 users
 - Multicultural programs = 2,000 attendees
 - ESL & citizenship programs = 33,000 hrs.
 - Hmong Arts program = 100 attendees
- 2005 budget = \$314,058
 - 51% govt. grants
 - 39% foundation grants
 - 10% other (contributions, fees, etc.)

Asia Society and Asia House Houston, TX



- Houston office founded in 1979 - Asia Society)
 - "...enhance dialogue, encourage creative expression, and generate new ideas across the fields of **policy, business, education, arts, and culture**"
 - Part of Asia Society, an international organization founded in 1956 in NYC (30 countries)
 - Staffing: 5 total in Houston office
- New facility: Asia House
 - Prompted by Houston's growing Asian population & number of events being held
 - Houston office hosted **116 programs** in 2005
 - "premier venue for all things Asian - discussion, education and celebration of Asian art, heritage, culture and institutions.
 - Groundbreaking 2006 - estimated completion in 2010
 - 35,000 SF on 1 acre in Houston's Museum District
 - Original budget = \$10m. Raised to \$40m when Yoshio Taniguchi agreed to design
- 2005 budget = \$2.3 million for all US regional offices (excl. NYC); \$26.4 million for worldwide organization.
 - 62% contributions & grants
 - 10% fundraising events
 - 9% each from membership fees; program service fees; and investment returns
 - 2% miscellaneous

Chinese Community Center Houston, TX



- Formed in 1979
 - Started as weekends only Chinese language school
 - Grew to 7-day agency providing adult & child education, ESL, job training, childcare
 - Mission- "...bridge East/West thru educational, cultural, and social service programs"
 - Staffing: 22 total
- Acquired existing industrial facility in 2004
 - \$4.5 million (incl. acquisition & const. of new program/classroom space)
 - 5,7000 SF total on 5.7 acres
 - 43,000 SF programs & classrooms
 - 14,000 SF gymnasium & rec facility
- Statistics
 - 5,000 families served annually
 - 600 children in weekend school
 - Adult education 1,000 weekend/1,400 weekday
- 2005 budget = \$2.1 million
 - 35% program & service fees
 - 26% govt. grants
 - 8% contributions
 - Rest (31%) from misc. sources (<10% ea.)

Dell Jewish Community Center / Jewish Community Association of Austin Austin, TX



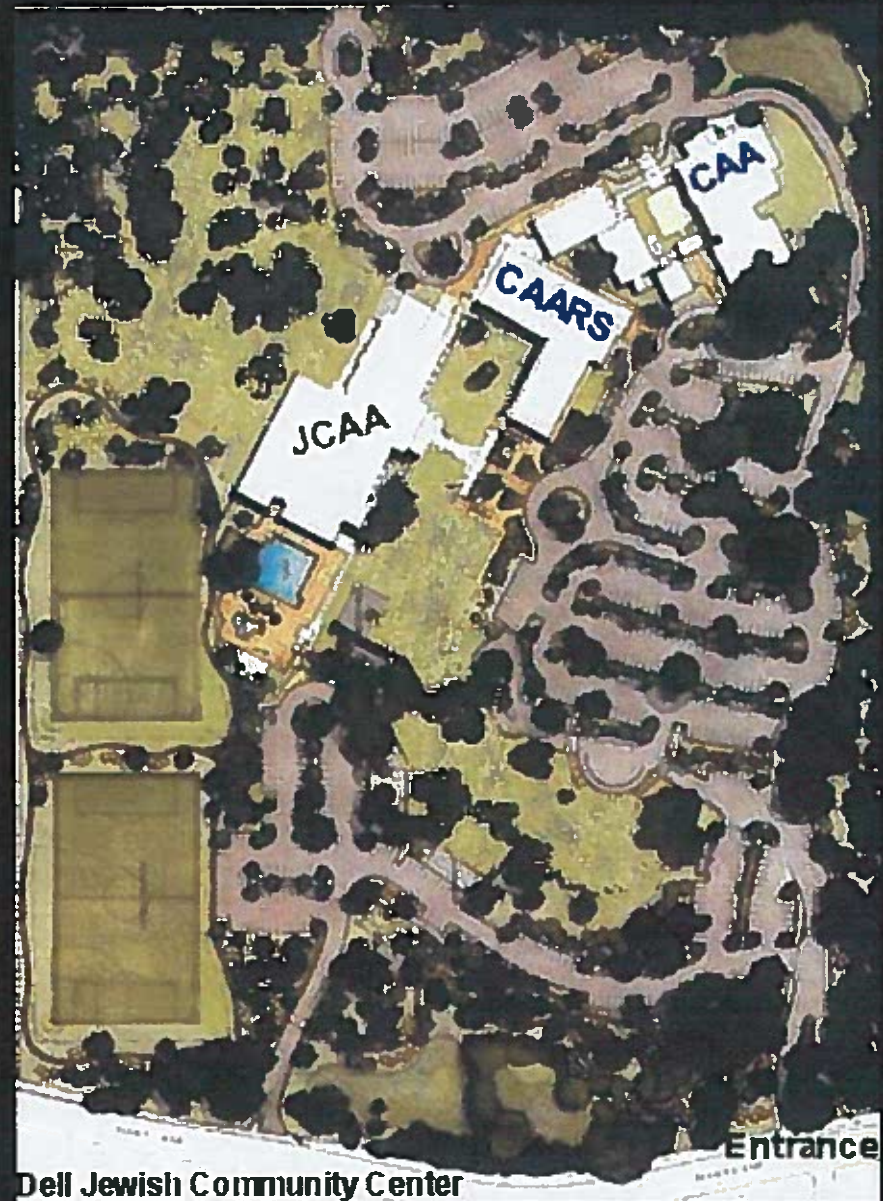
- **Founded in 1996**
 - Formed through the merger of 3 organizations
 - Has four major divisions: Programs, Family Service, Development, and Support
 - Mission - "... enhance the quality of Jewish life in the greater Austin area and around the world, through charitable, educational, social service, cultural, religious, and recreational endeavors"
 - 7000 individual members
 - 54 employees (24 admin; 30 program)
- **Facility built in 2000**
 - 40 acres in northwest Austin donated by Michael and Susan Dell
 - Sports & fitness facility, as well as conference and meeting rooms
 - \$30 million to build
- **Budget = \$7,164,088 (FY 2006)**
 - 39% tuition, program charges, camps, etc.
 - 27% monthly fees & registration charges
 - 24% fundraising campaigns & events
 - 7% endowment, rentals, reimbursements, sales, tributes
 - 3% individual & corporate gifts

Dell Jewish Community
Center / Jewish
Community Association
of Austin

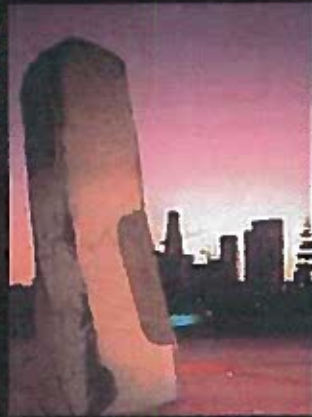
JCAA = Jewish Community
Association of Austin

CAA = Congregation Agudas
Achim (Synagogue)

CAARS = Congregation
Agudas Achim Religious School



Japanese American Cultural & Community Center Los Angeles, CA



- **Founded in 1971**
 - Mission – "...promote Japanese and Japanese American arts and culture. community programs
 - Staffing: 38 total employees
 - 22 General Programs
 - 16 Aratani / Japan America Theatre
- **Constructed facility 1978-1983**
 - Phase 1 completed in 1980
 - Phase 2 completed in 1983
 - Cost = \$15 million at time of construction (approx. \$37 million in 2006 dollars)
 - Initial capital campaign 1976-1983 included
 - Japanese-American individuals and businesses
 - Local government
 - U.S. foundations and corporations, and
 - Japanese businesses in the US and Japan.
 - Second capital campaign (1989) made possible retirement of remaining debt (\$1 million).

Japanese American Cultural & Community Center

JACCC Orientation Page

Home About JACCC Calendar & Tickets Facilities Membership News & Publications Resources

Orientation Page
Conference & Meeting Rooms
Theatre Rental
Outdoor Spaces
The Futures Program

James Irvine Japanese Garden
JACCC Center Building
George J. Doizaki Gallery
The George & Sakaye Aratani Japan America Theatre
JACCC Plaza
Second Street
San Pablo Street
National Japanese American Veterans Memorial Court

Located in Little Tokyo, the historical heart of the Los Angeles Japanese American Community, the JACCC was the dream of visionary Issei and Nisei (first and second generation) Japanese American pioneers to create a permanent center for the community and its future generations.

Lessons Learned

- "Do your homework." Listen to what community (Asian and non-Asian) really wants. Can discover important details this way. Will change aspects of the design, but increases "buy-in" which is very important. Can provide leverage when fundraising
- For pan-Asian organizations, board membership must be chosen very carefully to reflect the community represented.
- It is important to find the right person or persons to run the organization after it is initially established. They must be dedicated to the mission of the organization and willing to spend the hours needed to get it off the ground..
- Building strong community support is very important.

Economic Potential of AARC Site

- **Strategic Location**
 - SH 130, Hwy 183 completed
 - Amidst Asian population centers
 - North Austin and East Austin growth
- **Economic Development Potential of Site**
 - Retail to support residents on Cameron/Rundberg
 - Retail to support business park employees (e.g. City of Austin call center and other CoA offices adjacent to site)
 - Business/Entrepreneurship Center
 - Asian Cultural Training (Asian & non-Asian participants)
- **Fiscal Impact Analysis will be performed after program elements and design have been completed**

Retail Opportunities on Site

- **Retail Leakage in the Area**
 - 5 minute drive time (20,985 people)
 - Potential sales of \$236 million
 - Only includes households (not employees)
 - 4 minute drive time
 - Estimated Actual Sales (of existing merchants) of \$116 million
- **Surplus/Leakage**
 - \$119 million
 - *potentially more with daytime employees*
- **Best retail Opportunities**
 - Restaurants (Asian themed) - \$21 million leakage
 - Grocery Store (Asian themed) - \$10 million leakage)

Alternative Site/Property Approaches

Important Considerations of Development Scenarios

- How will each scenario effect the operation budget?
- Which scenario will give the AARC the most control over the entire development project (15 acres)?
- Which option best serves the Asian community & Northeast Austin?
- Which scenario is the most cost-effective?

Alternative Site/Property Approaches

- **Scenario 1: Full Public Use Facility/Site**
All public purpose usage – educational, recreational, cultural – with full COA funding
(multiple phases over time)
- **Scenario 2: Partial Public Use / Partial Private Use**
Half of property designated for public purpose usage with remaining available for private/revenue generating development
(multiple phases over time)
- **Scenario 3: Full Public / Private Development**
All property designated by COA to AARC in a long-term lease, and AARC engages 3rd party entity to develop all public purpose and private/revenue generating components
(implement full build-out)

Space Needs Assessment

Preliminary Findings

Programming – What has occurred so far ?

Over the last three weeks we have interviewed the following NAAO member organizations:

- Asian American Employee Network
- Asian Construction Trades Association
- Austin Asian American Chamber of Commerce
- Austin Filipino American Association
- Austin Taiwanese Association
- Austin Taiwanese Chamber of Commerce
- Bangladesh Community of Austin
- Cambodian Foundation
- Chinese Society of Austin
- India Community Center
- Korean Community of Austin
- Pakistani American Association of Greater Austin
- SAHELI for Asian Families
- Sri Lankan Community of Austin
- Vietnamese American Community of Austin

We Learned from those meetings

- There are certain facilities that have consistently been asked for:
 - Event hall for several hundred people and larger
 - Meeting spaces of various sizes
 - Workspace to prepare for events
 - Kitchen for catering and/or full service cooking
 - Outdoor event space
- Certain organizations need dedicated space or they cannot exist at the proposed facility
- Some organizations have full-time or part-time staff that would need space at the proposed facility

Needs Matrix

Organization

| Organization | Lg. Meeting Rooms (50p) | Sm. Meeting Rooms (12p) | Med. Meeting Rooms (20p) | Storage | Performance/Event Hall (150) | Access to Office Space | Classrooms | Outdoor Event Space | Permanent Exhibit Areas | Event Workspace Area | Catering Kitchen | Dedicated Office Space | Smaller Community Hall (300) | Dedicated Program Area | Dedicated Entry/Identity | Dedicated Client Space | Library | Plan Room |
|--|-------------------------|-------------------------|--------------------------|---------|------------------------------|------------------------|------------|---------------------|-------------------------|----------------------|------------------|------------------------|------------------------------|------------------------|--------------------------|------------------------|---------|-----------|
| Asian American Employee Network | ■ | ■ | ■ | ■ | ■ | | ■ | ■ | ■ | ■ | ■ | | | | | | | |
| Asian Construction Trades Association | | | | ■ | | | | | | | | ■ | | | | | | ■ |
| Austin Asian American Chamber of Commerce | ■ | ■ | ■ | | | | | | | | | ■ | | | | | | |
| Austin Filipino-American Association | ■ | ■ | ■ | ■ | ■ | ■ | | ■ | ■ | ■ | ■ | | | | | | | |
| Austin Taiwanese Association | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | | | | | ■ | |
| Austin Taiwanese Chamber of Commerce | ■ | ■ | ■ | ■ | | ■ | | | ■ | ■ | | | ■ | | | | | |
| Bangladesh Community of Austin | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | | | | | | |
| Cambodian Foundation | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | | | | | | |
| Chinese Society of Austin | | | | | ■ | | ■ | ■ | | | ■ | | | | | | | |
| India Community Center | ■ | ■ | ■ | ■ | ■ | ■ | | ■ | ■ | ■ | ■ | | ■ | | | | | |
| Korean Community of Austin | | | | | | | | | | | | | | | | | | |
| Korean American Association of Austin | ■ | ■ | ■ | ■ | ■ | | ■ | ■ | ■ | ■ | ■ | ■ | | | | | | |
| Korean American Coalition of Central Texas | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | | | | | | |
| Korean American Senior Association | | | | ■ | | ■ | ■ | ■ | ■ | ■ | ■ | | | | | | | |
| Korean Chamber of Commerce | ■ | ■ | ■ | | | ■ | | | | | | ■ | | | | | | |
| Pakistani American Association of Greater Austin | ■ | ■ | | | ■ | ■ | ■ | ■ | | | | | | | | | | |
| SAHELI for Asian Families | ■ | ■ | ■ | ■ | | | ■ | | | | | ■ | | | ■ | ■ | | |
| Sri Lankin Community of Austin | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | ■ | | | | | |
| Vietnamese American Community of Austin | ■ | ■ | ■ | | ■ | ■ | ■ | | | | | | ■ | ■ | | | | |

Space Request after Programming Interviews

| Department/Area | Sq. Ft. | Usable Subtotals | Total Size |
|--|---------|------------------|---------------|
| <u>Shared Areas</u> | | | |
| Shared Public Spaces | 36,455 | | |
| <i>Subtotal AARC Shared Facilities</i> | | 36,455 | |
| <u>Dedicated Areas</u> | | | |
| Offices | 1,250 | | |
| Dedicated Program Spaces | 4,125 | | |
| <i>Subtotal Dedicated Areas</i> | | 5,375 | |
| <u>Commercial Space</u> | | | |
| Childcare Facility | | 3,980 | |
| <i>Subtotal Commercial Space</i> | | 3,980 | |
| Total Programmed Space | | 41,855 | |
| Programming Contingency (5%) | | 2,093 | |
| Total Assignable Space | | 43,948 | |
| Identified Non-Assignable Space | | | |
| Gross Area (70%) | | | 62,783 |

Shared Spaces

| Name of Space | Occup. | Number and Size of Rooms/Areas | Total |
|--------------------------|--------|--------------------------------|--------|
| Performance Hall | | | |
| Seating | 1500 | 1 @ 22,500 sq.ft. | 22,500 |
| Stage | | 1 @ 600 sq.ft. | 600 |
| Sm. Storage | | 1 @ 100 sq.ft. | 100 |
| Lg. Storage | | 1 @ 300 sq.ft. | 300 |
| Audio/Visual | | 1 @ 100 sq.ft. | 100 |
| Welcome/Reception Center | | 1 @ 500 sq.ft. | 500 |
| Classrooms | 25 | 10 @ 525 sq.ft. | 5,250 |
| Classroom Storage | | 5 @ 50 sq.ft. | 250 |
| Language Library | | 1 @ 500 sq.ft. | 500 |
| Exhibit Display Areas | | 20 @ 100 sq.ft. | 2,000 |
| Lg Meeting Room | 75 | 1 @ 1,125 sq.ft. | 1,125 |
| Med. Meeting Room | 30 | 2 @ 600 sq.ft. | 1,200 |
| Sm. Meeting Room | 15 | 2 @ 375 sq.ft. | 750 |
| Shared Office Cubicles | 1 | 20 @ 64 sq.ft. | 1,280 |
| | | Total Sq. Ft. | 36,455 |

Where we go from here . . .

- Spaces requested need to be verified and adjusted if required
- Spaces need to be “right-sized” to the actual need of the organizations
- React to the market analysis with the proper commercial facilities that will provide income to the cultural center
- Phase the needs of the user organizations to match the budget

Because . . .

Reality Check

Current space requests of 63,000 square feet represent approximately \$12 million of construction

Early Phasing Recommendations were:

Phase I – \$8 Million

Phase II - \$5 Million

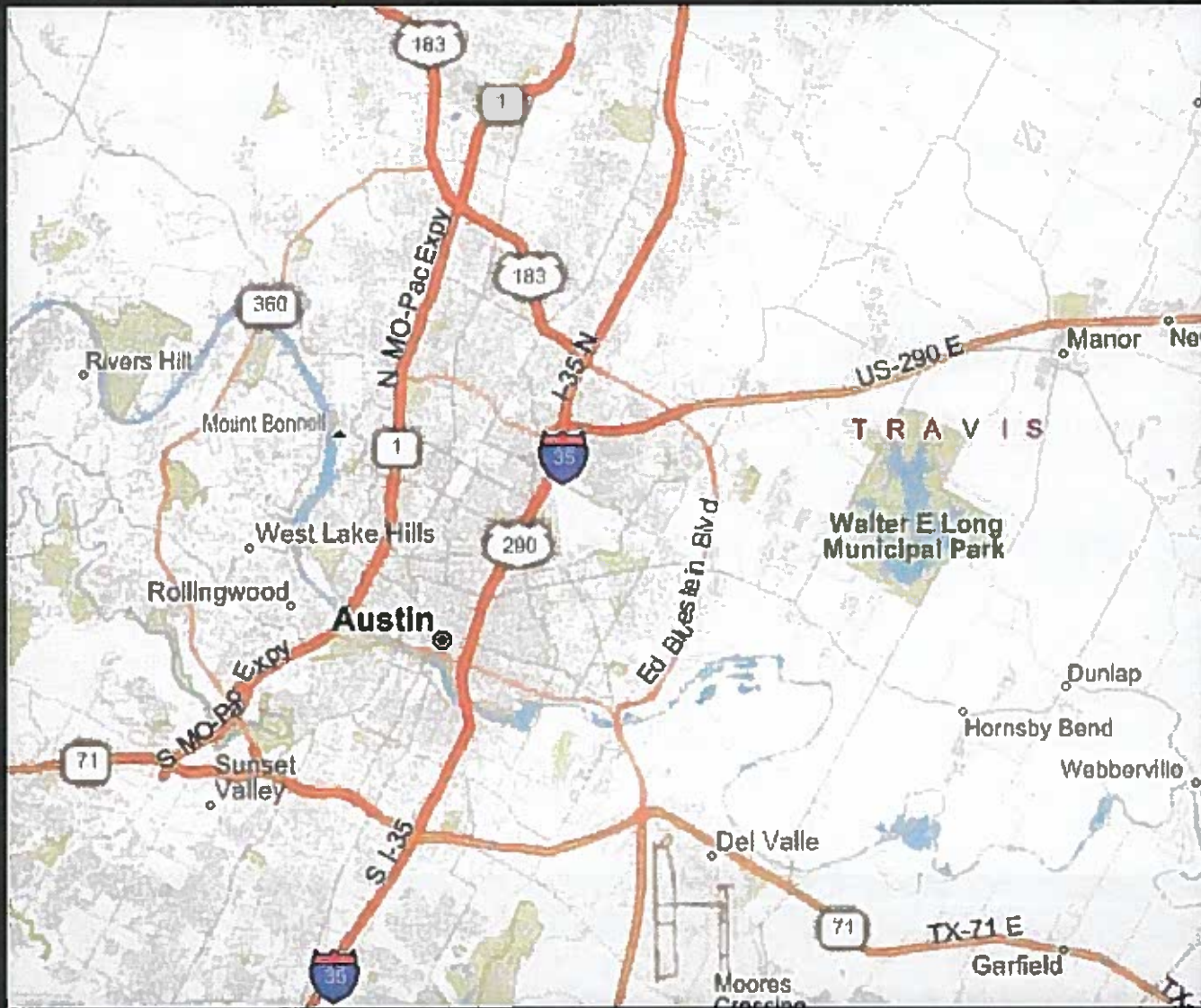
Phase III - \$10 Million

Phase IV - \$7 Million

Preliminary Site Analysis & Conceptual Beginning



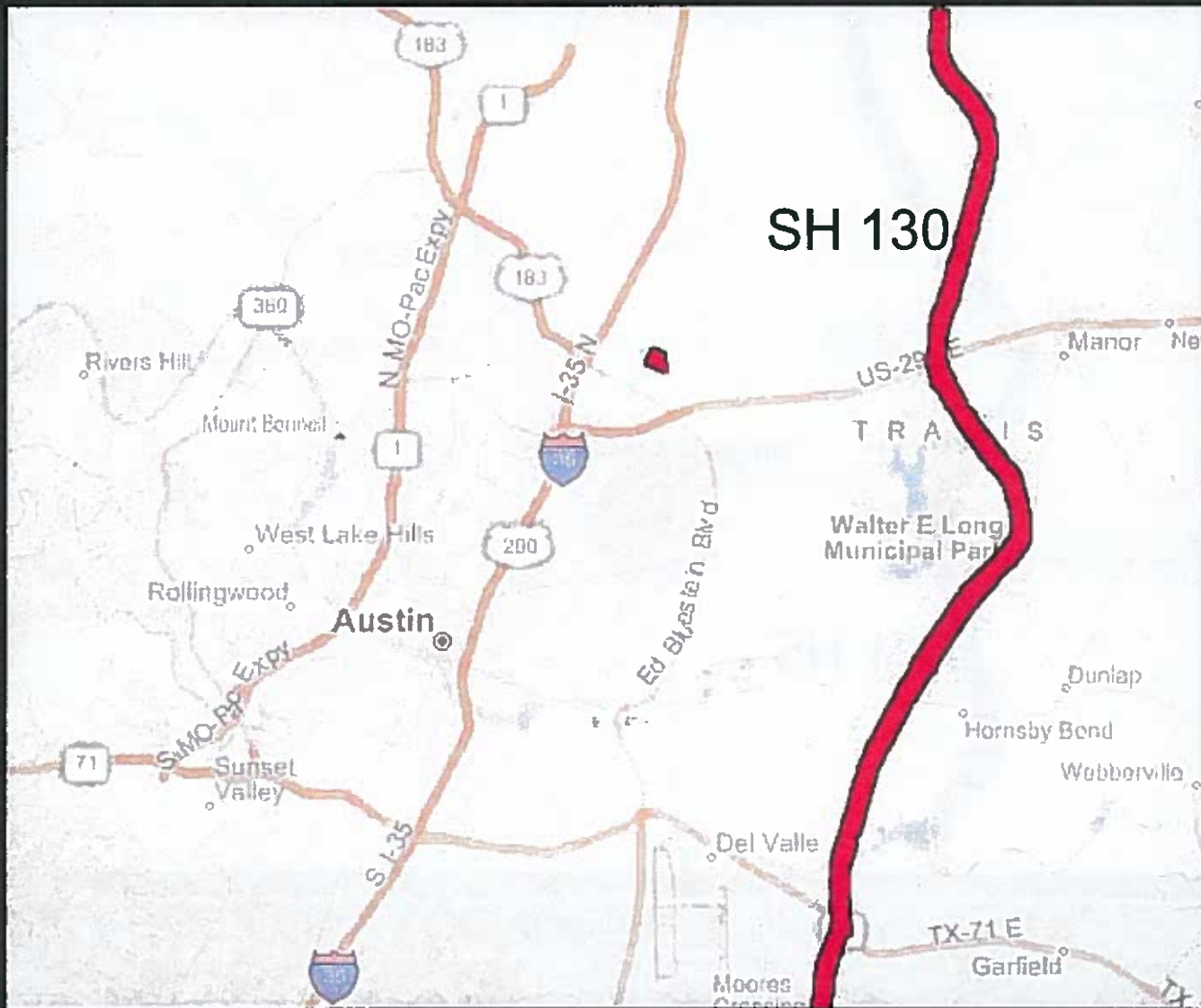
Austin, Texas - Site Location



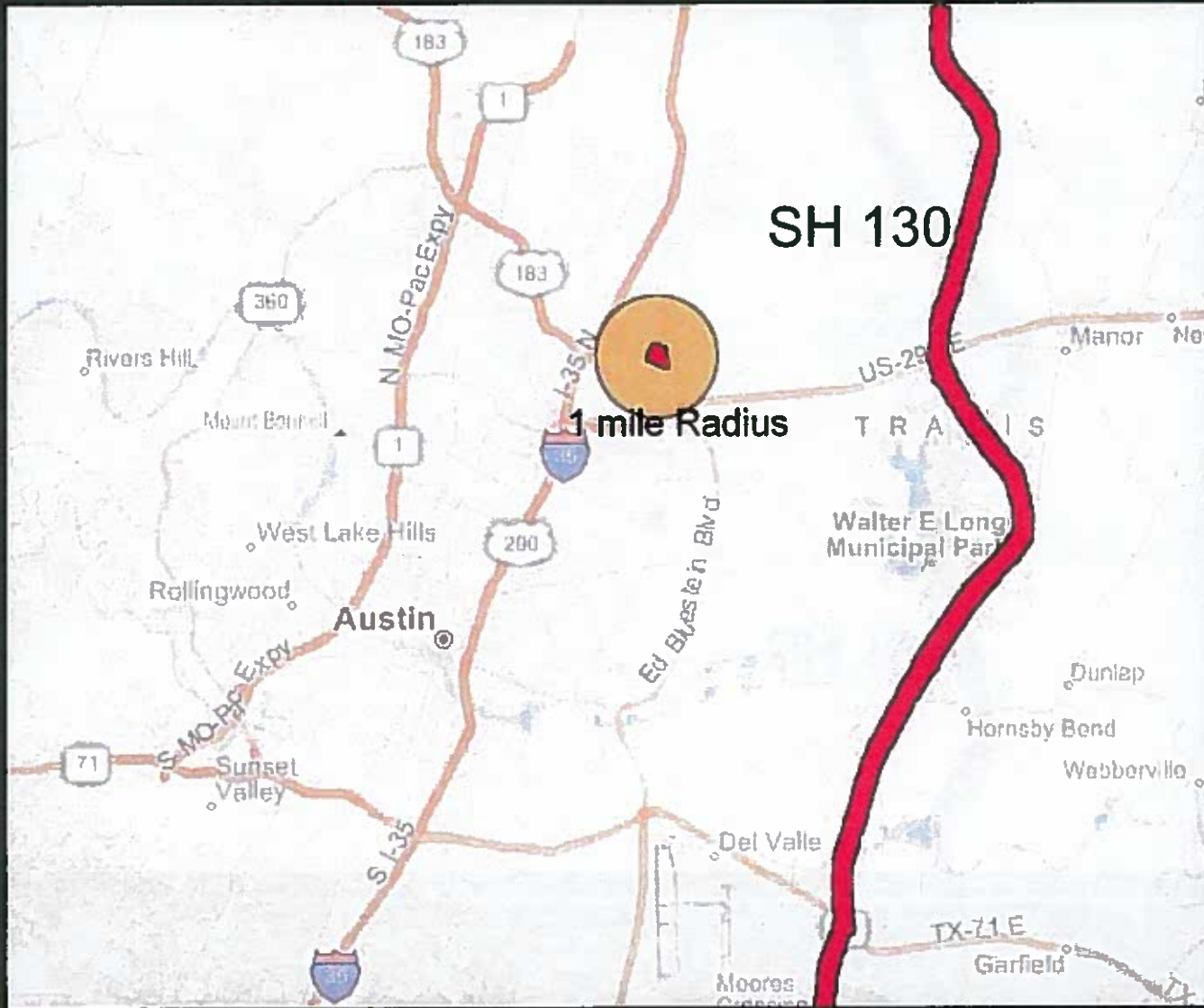
Austin, Texas - Site Location



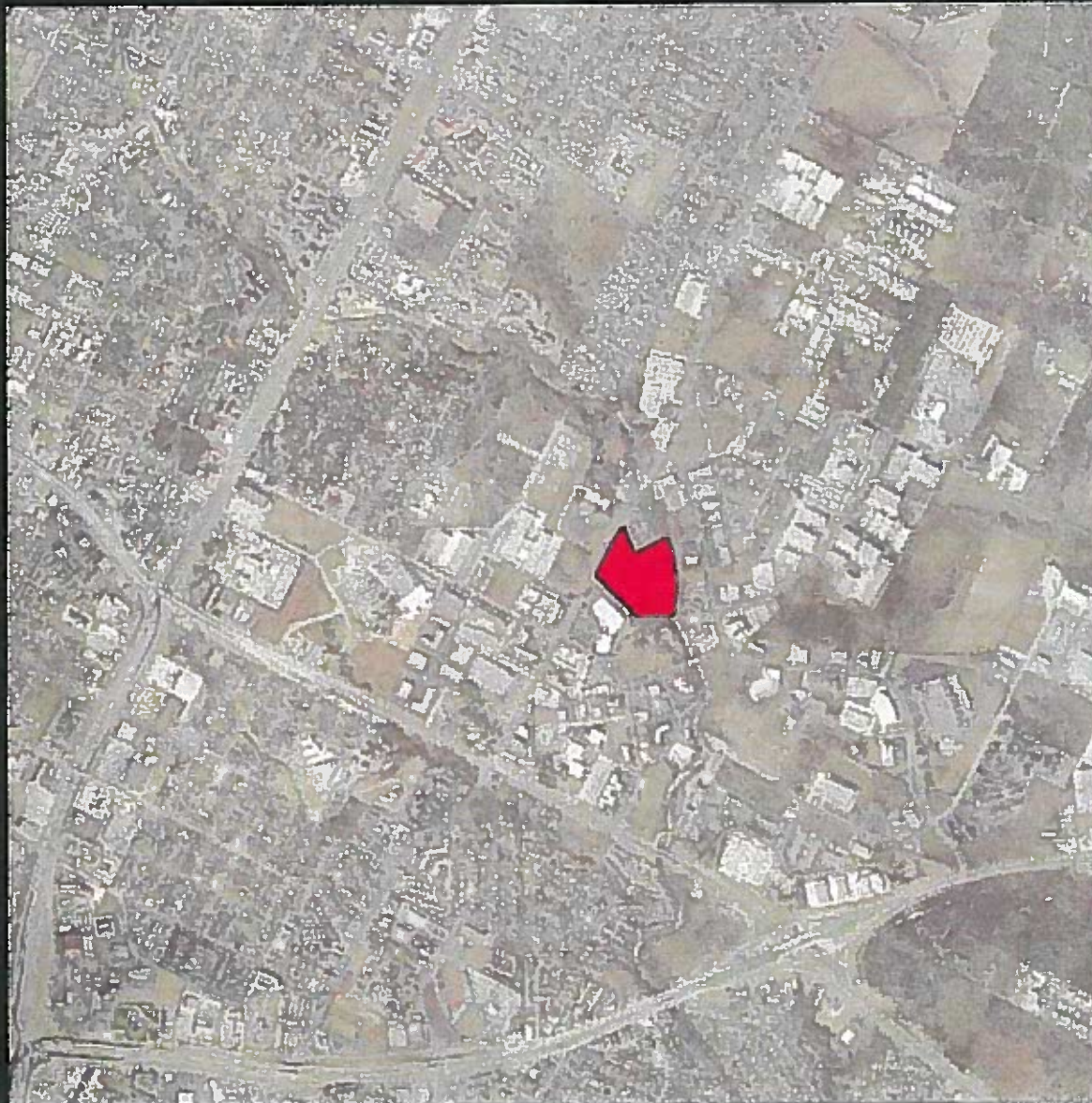
Austin, Texas - Site Location



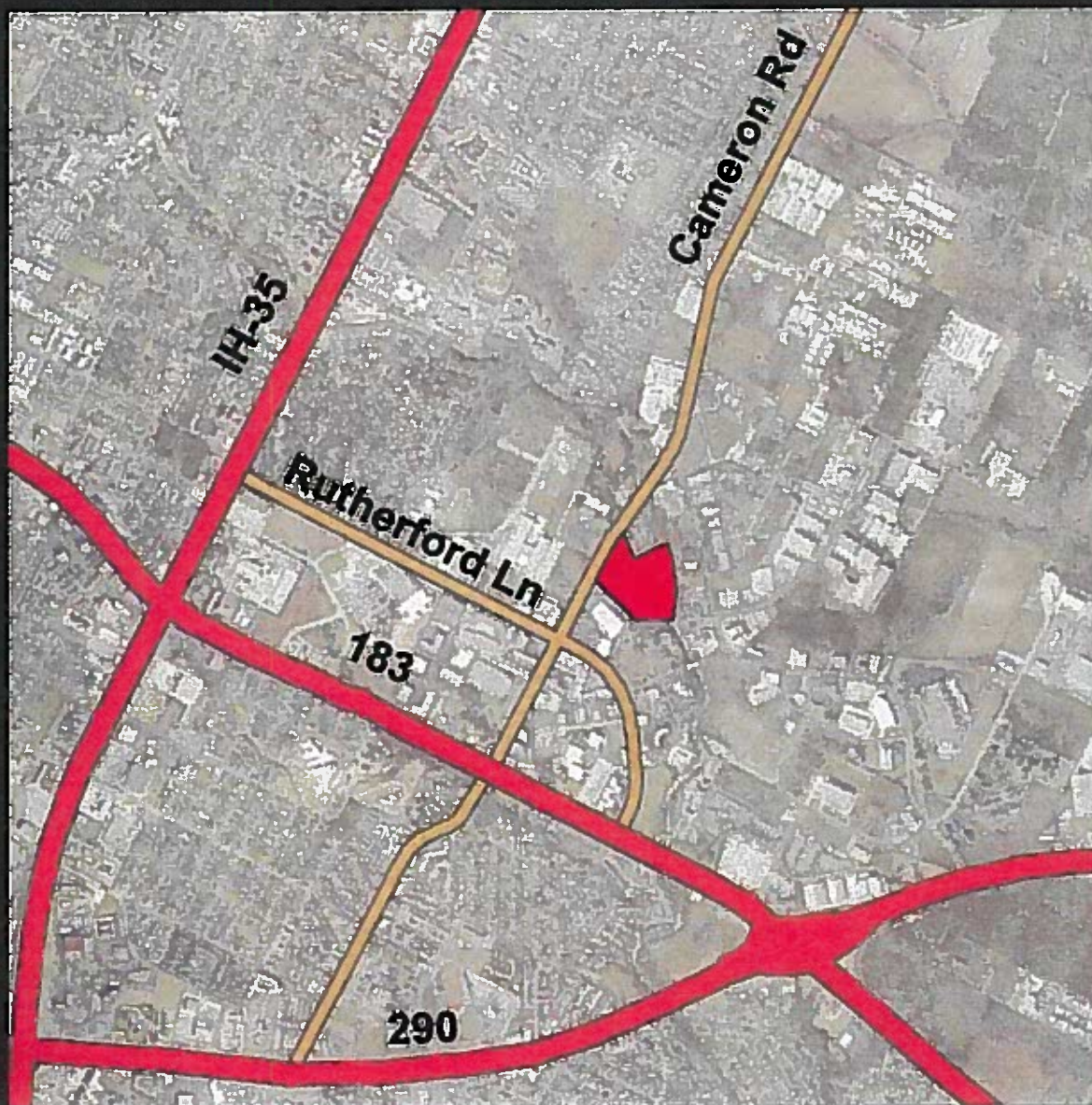
Austin, Texas - Site Location



Site Location



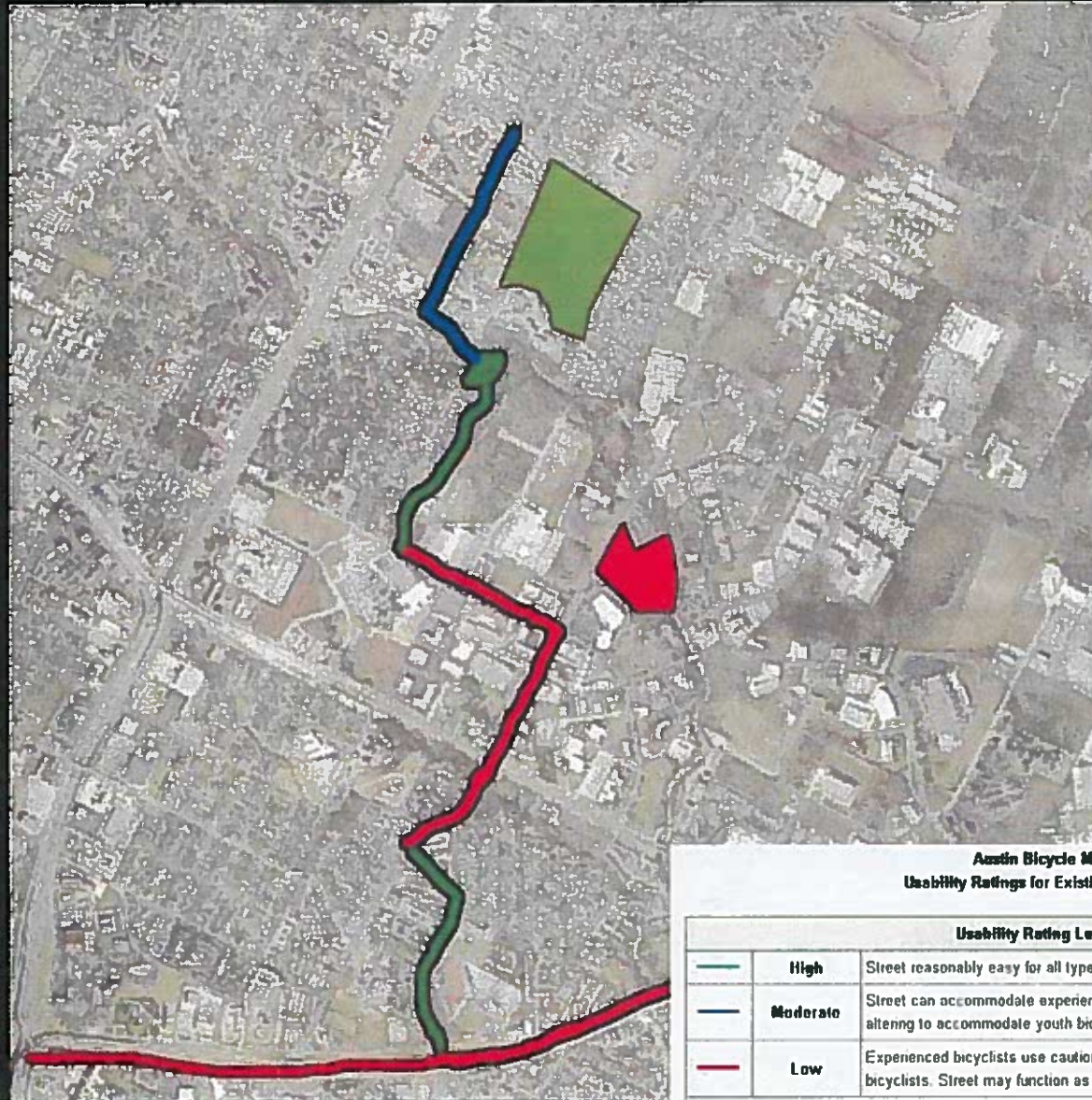
Major Roads






Little Walnut Creek and Gus Garcia Park



Existing Bike Paths



Austin Bicycle Map
Usability Ratings for Existing Facilities

| Usability Rating Levels* | | |
|---|-----------------|--|
|  | High | Street reasonably easy for all types of bicyclists (except children under 10) |
|  | Moderate | Street can accommodate experienced and casual bicyclists, and/or may need altering to accommodate youth bicyclists. |
|  | Low | Experienced bicyclists use caution, not recommended for casual and youth bicyclists. Street may function as a barrier to bicyclists. |

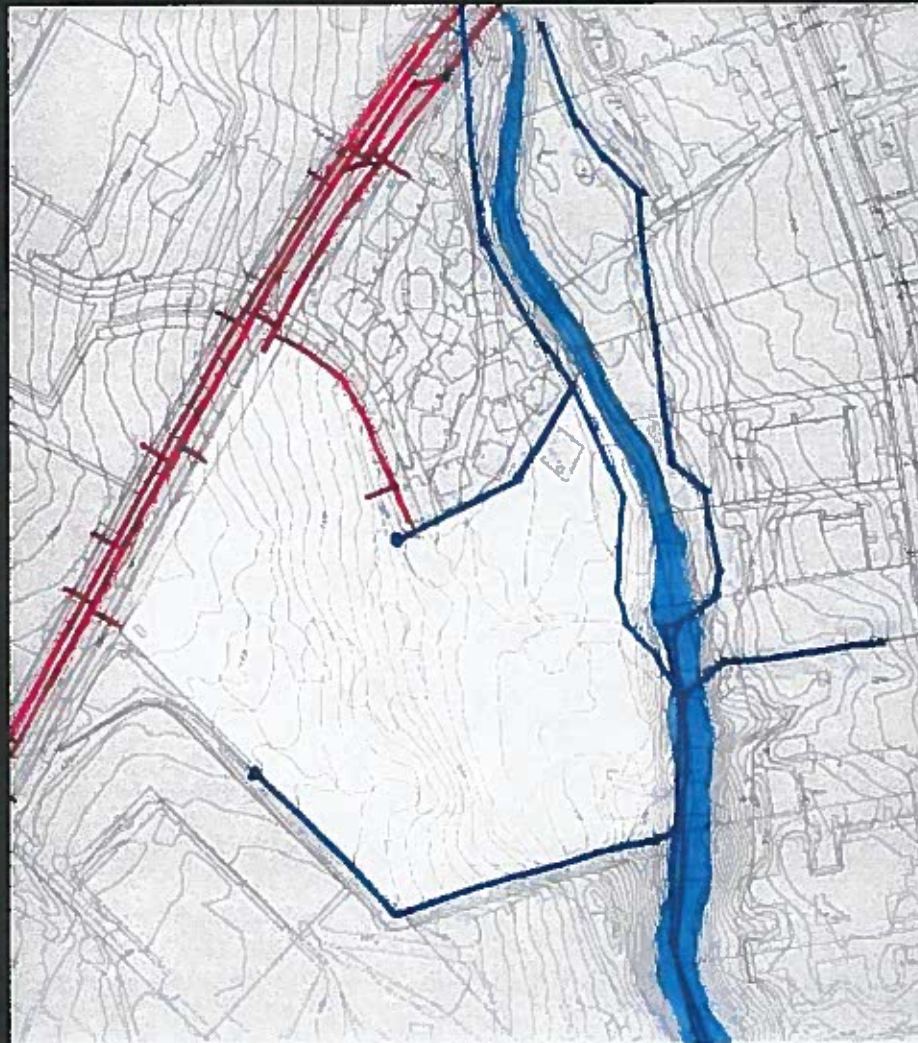
A View of the Site



Future Home to the AARC



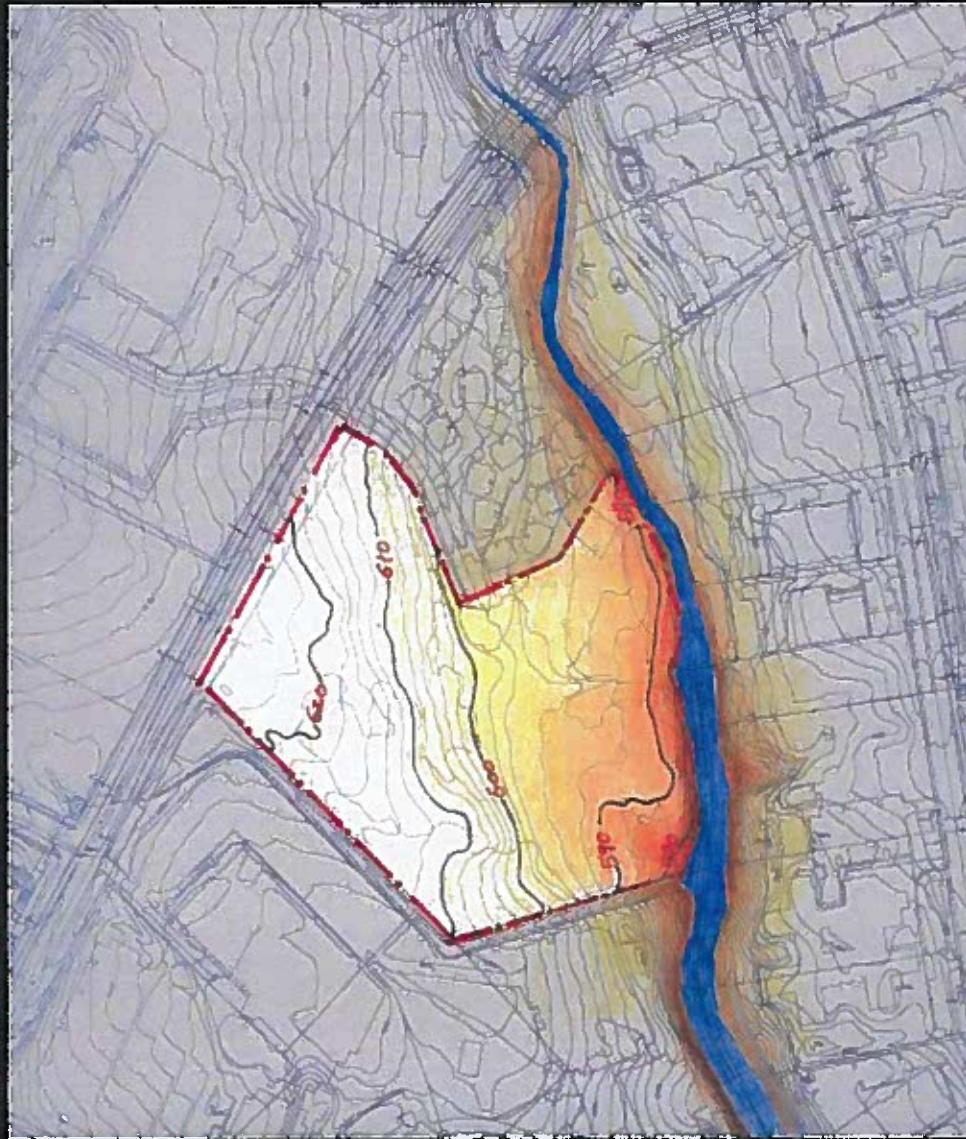
Utilities



— water line

— wastewater line

Topography



Steep Slopes



<5%



5-10%



10-15%



>15%

Survey of Existing Trees



Adjacent Neighbors



office

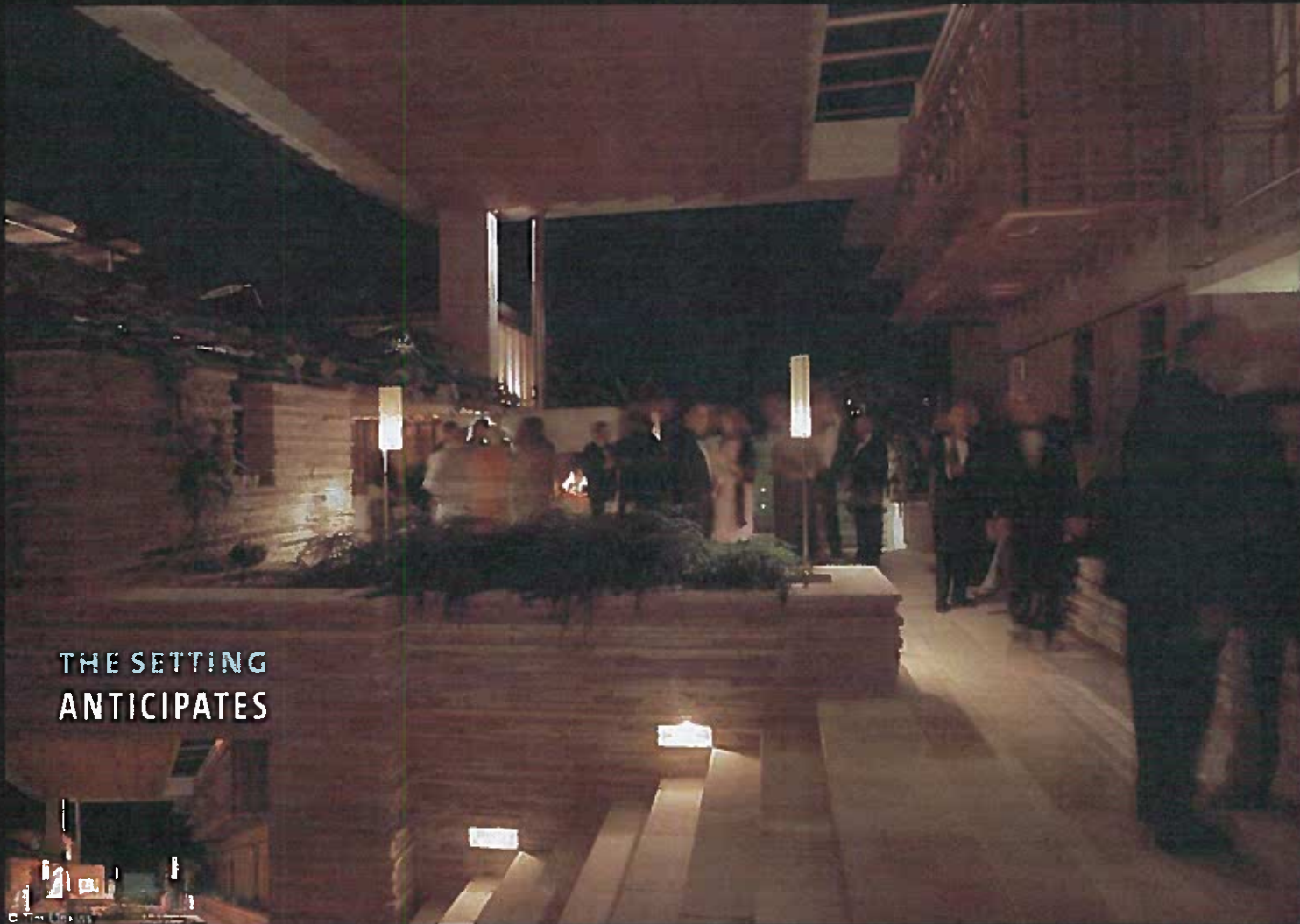


duplex



hospital

Cultivating a Sense of Place

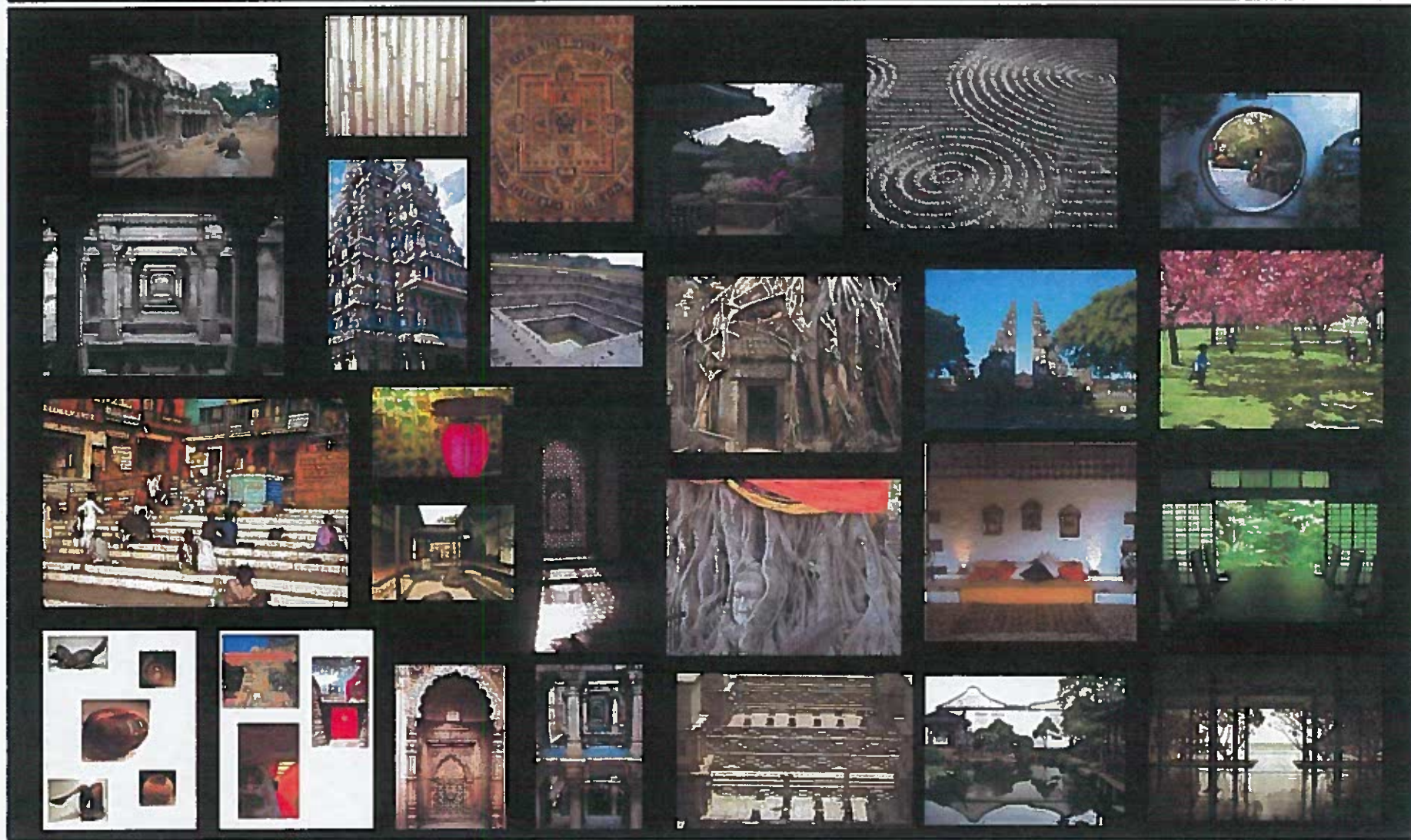


THE SETTING
ANTICIPATES

Site Compositions - Slice Diagram



Community Visual Impressions (Our Top 10 List)



Community Visual Impressions

10

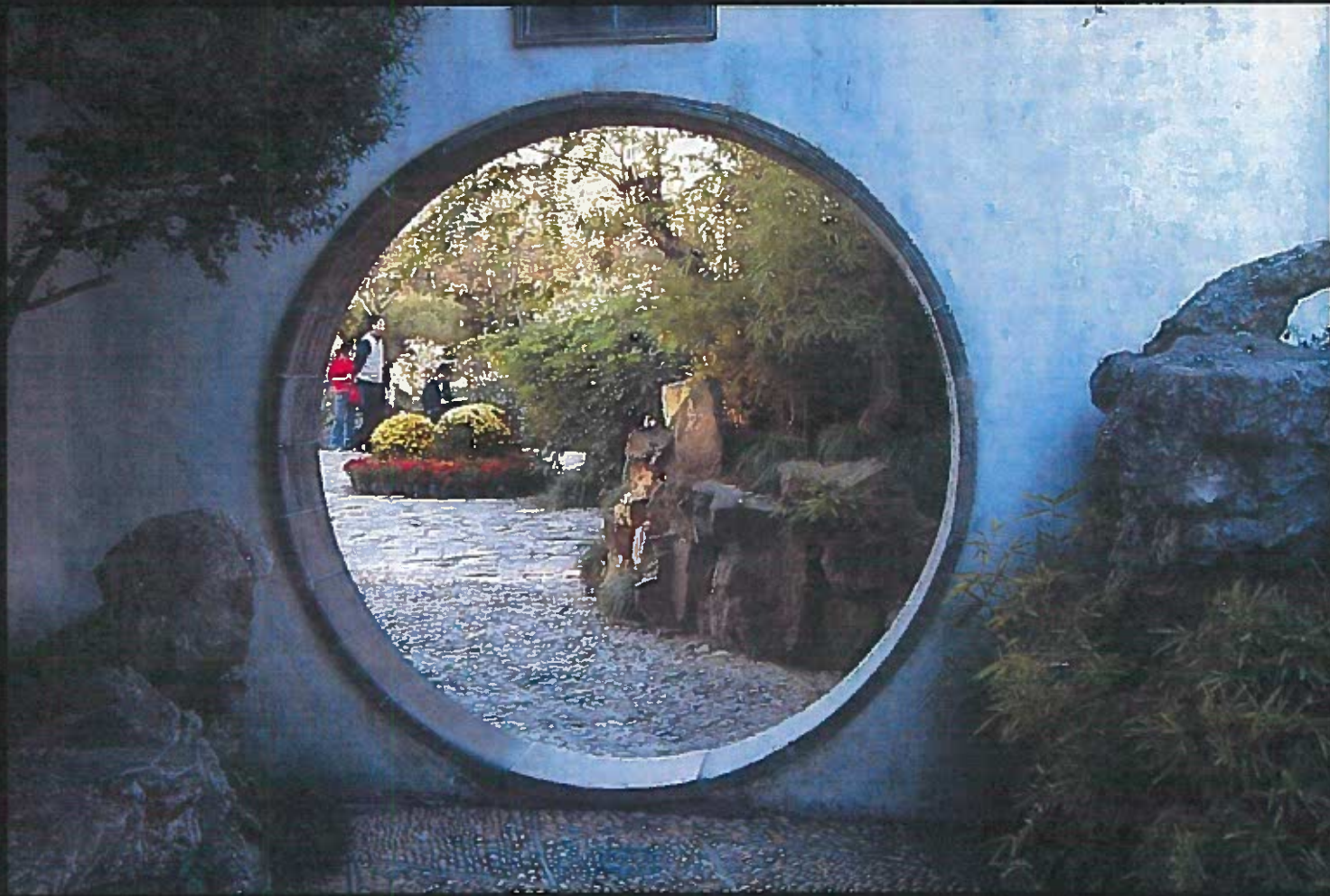


No. 3

3

Community Visual Impressions

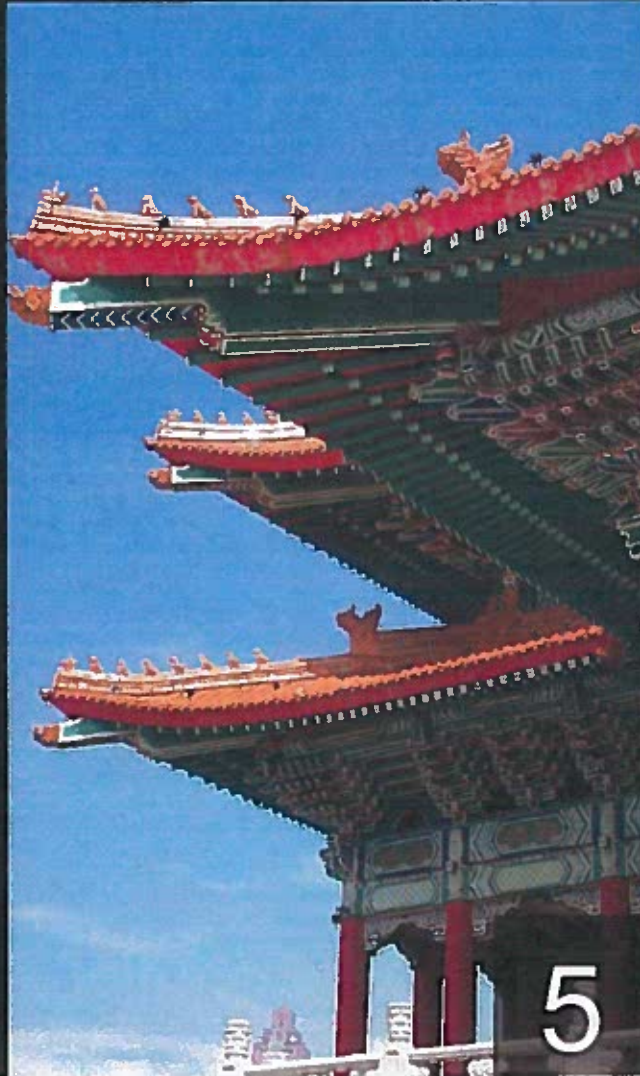
9



No. 32

Community Visual Impressions

8



No. 5

5

Community Visual Impressions

7



No. 36

Community Visual Impressions

6



No. 4

4

Community Visual Impressions

5

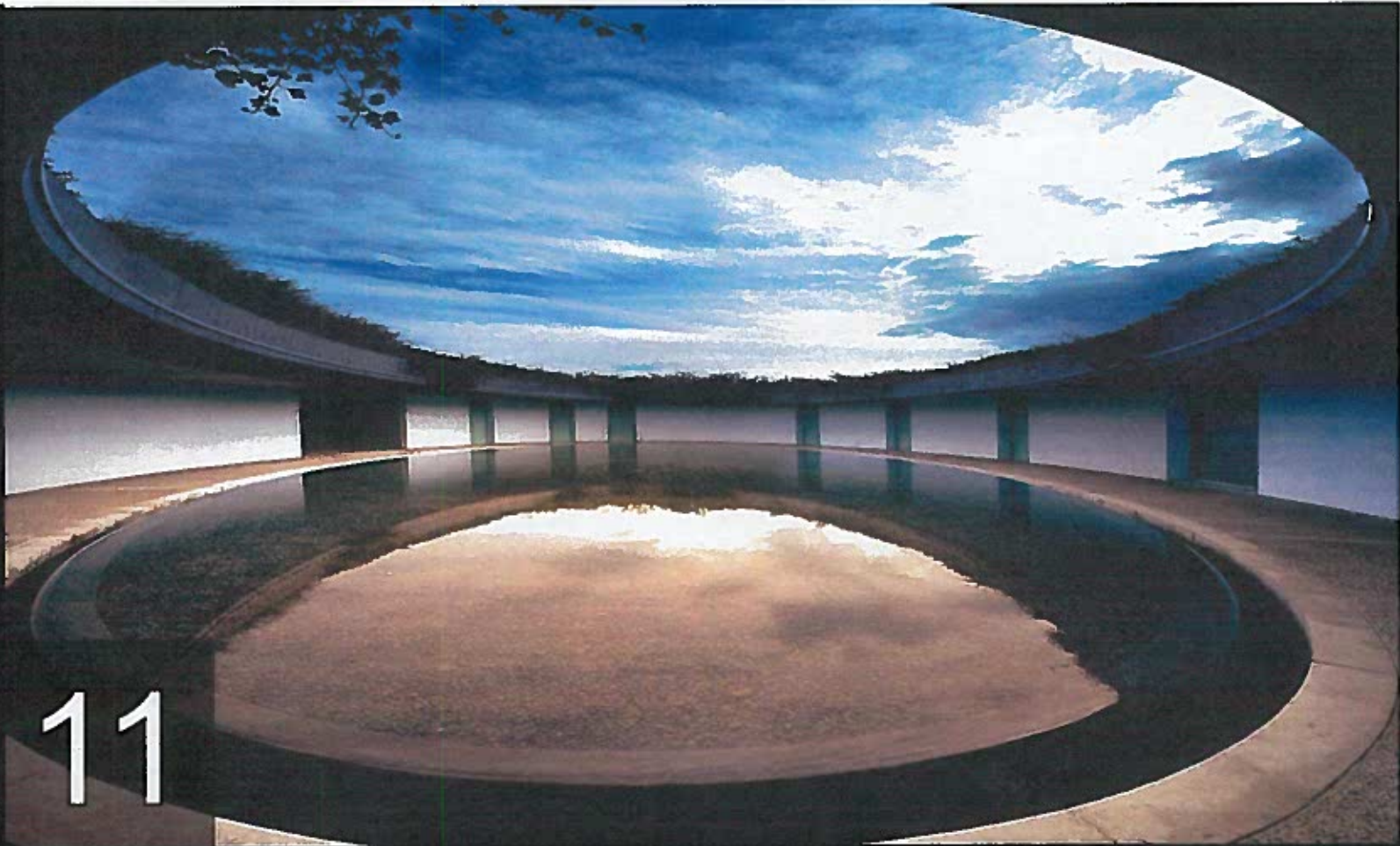


15

No. 15

Community Visual Impressions

4



11

No. 11

Community Visual Impressions

3



14

No. 14

Community Visual Impressions

2



No. 25

1



No. 34



VISION

A Center that will increase commerce and Showcase the best of Asian culture

- To educate;
- To congregate;
- And to celebrate the heritage

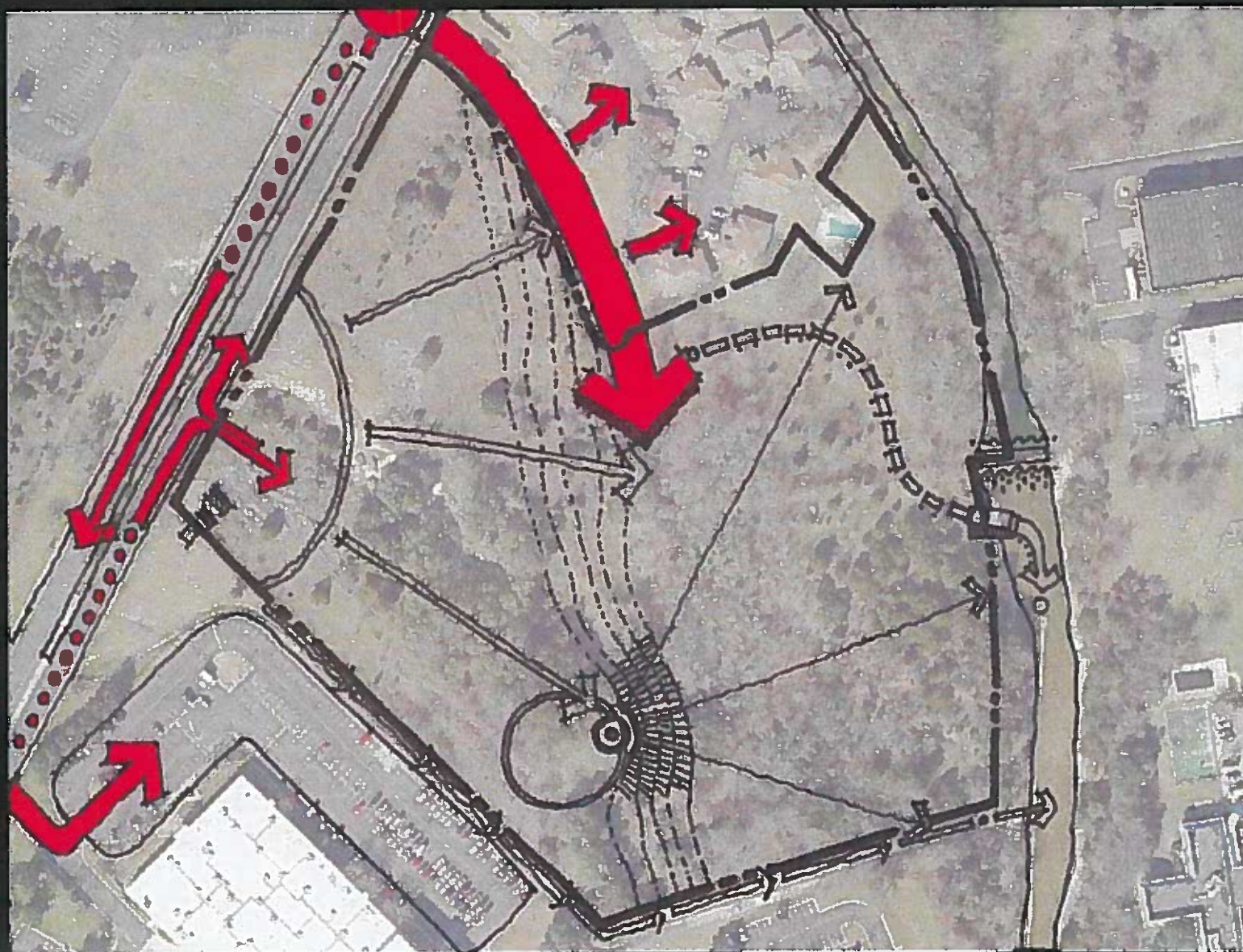
Planning Principals

- Create a campus environment that supports an effective union between the cultural aspects and increases in commerce.
- Integrate the natural and physical aspects of the site with a mixture of local and Asian influences.
- Plan a campus that is inherently flexible in order to accommodate the future, unforeseen success of AARC.

Opportunities & Constraints — Existing Site



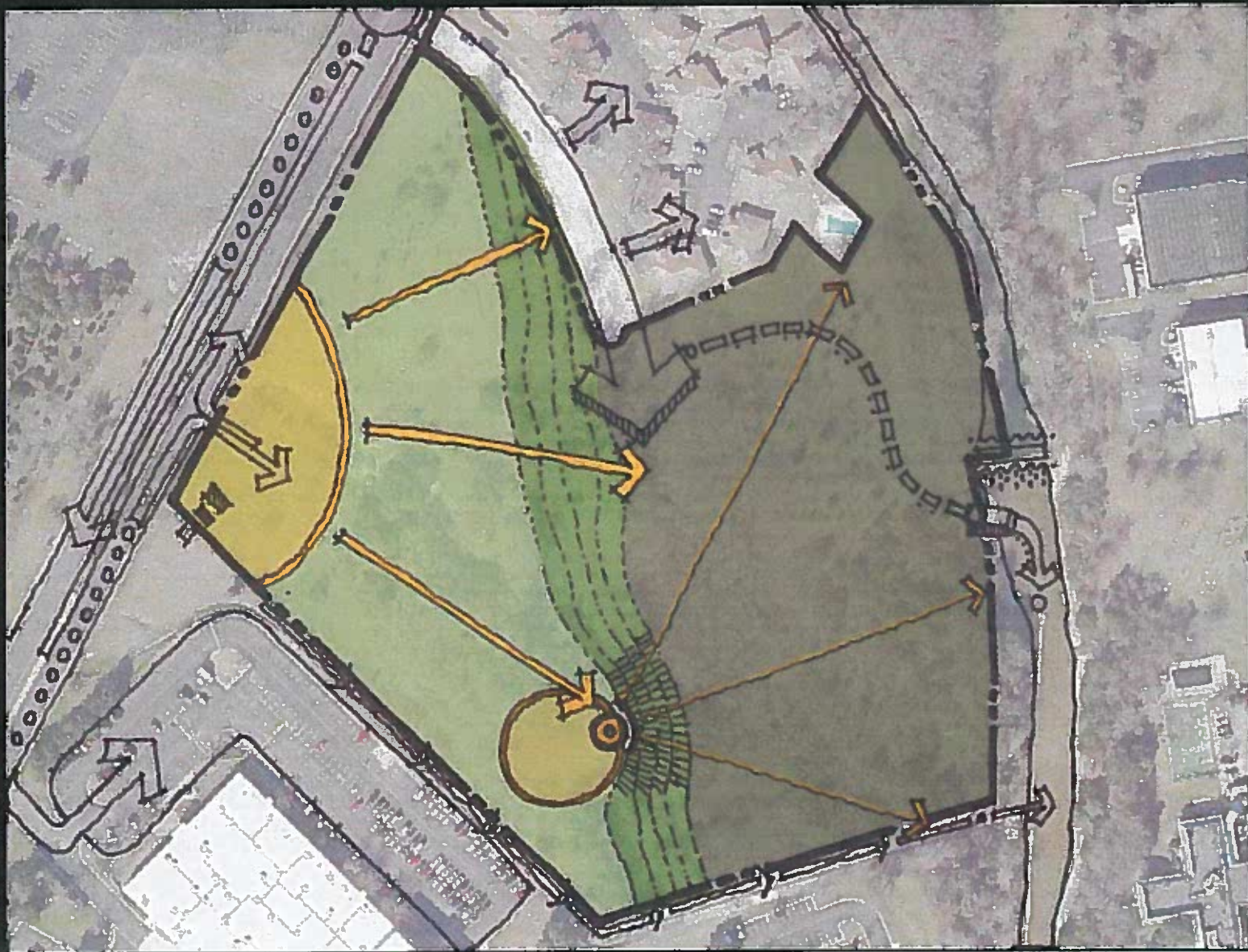
Opportunities & Constraints - Access



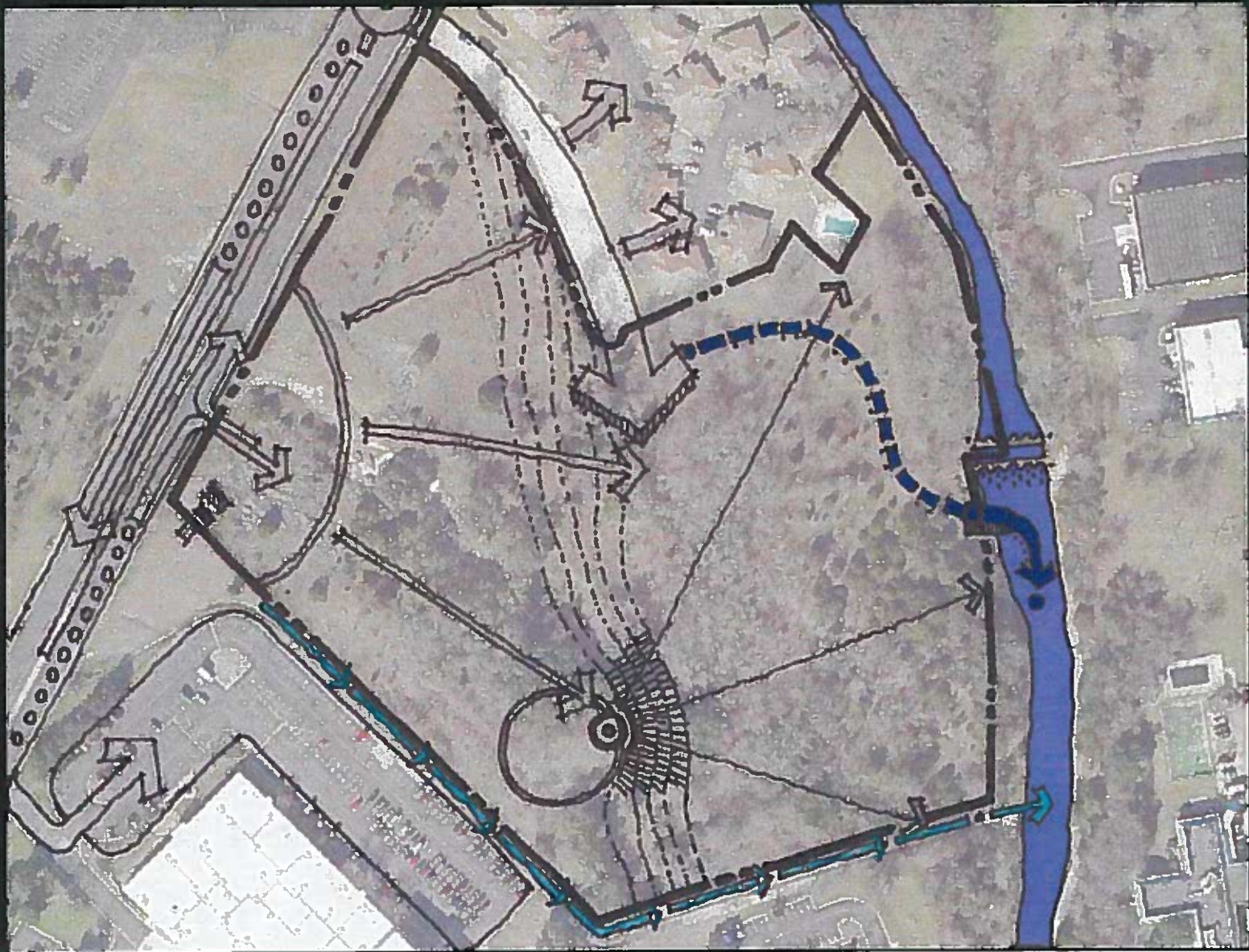
Opportunities & Constraints - Topography



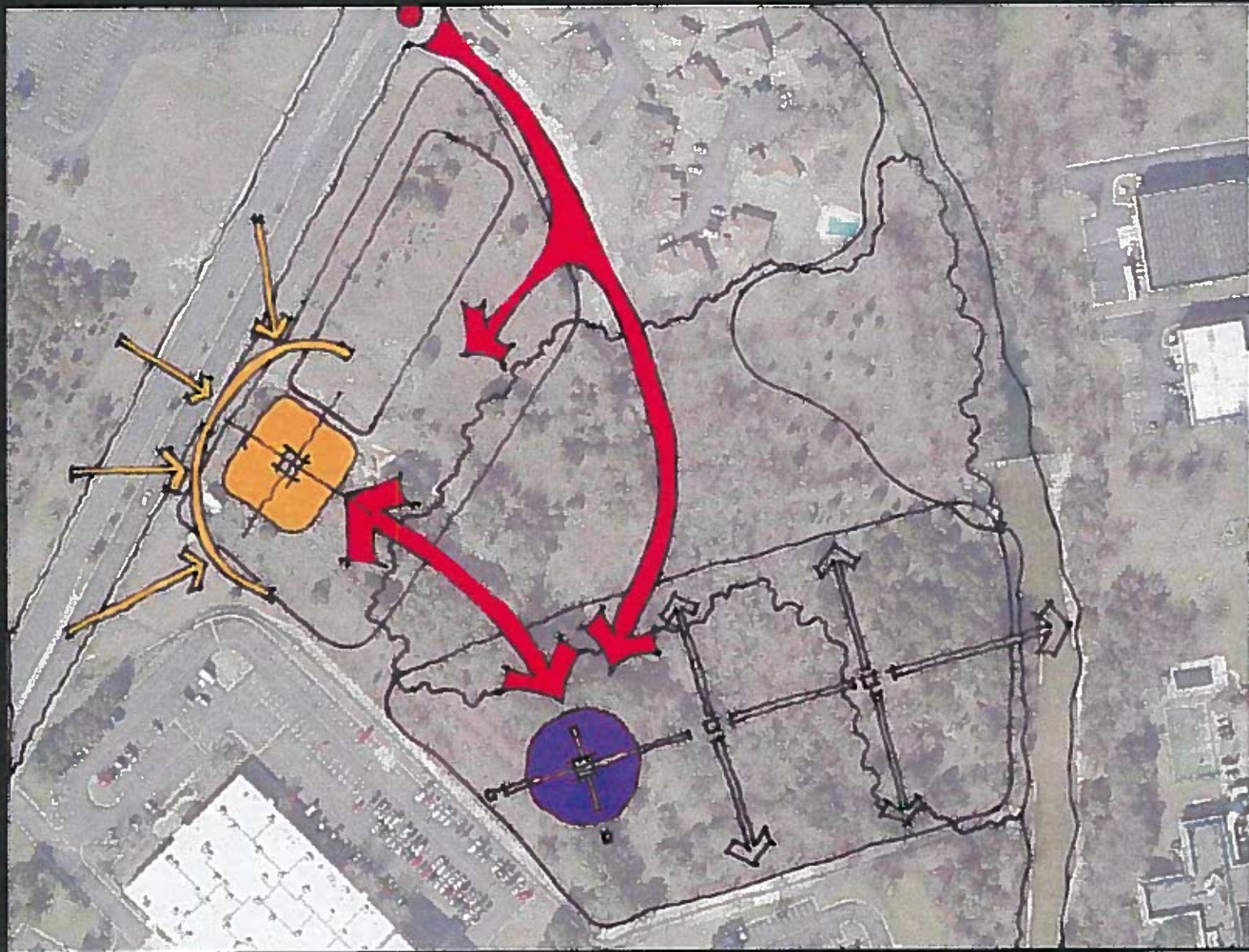
Opportunities & Constraints — High Points / Views



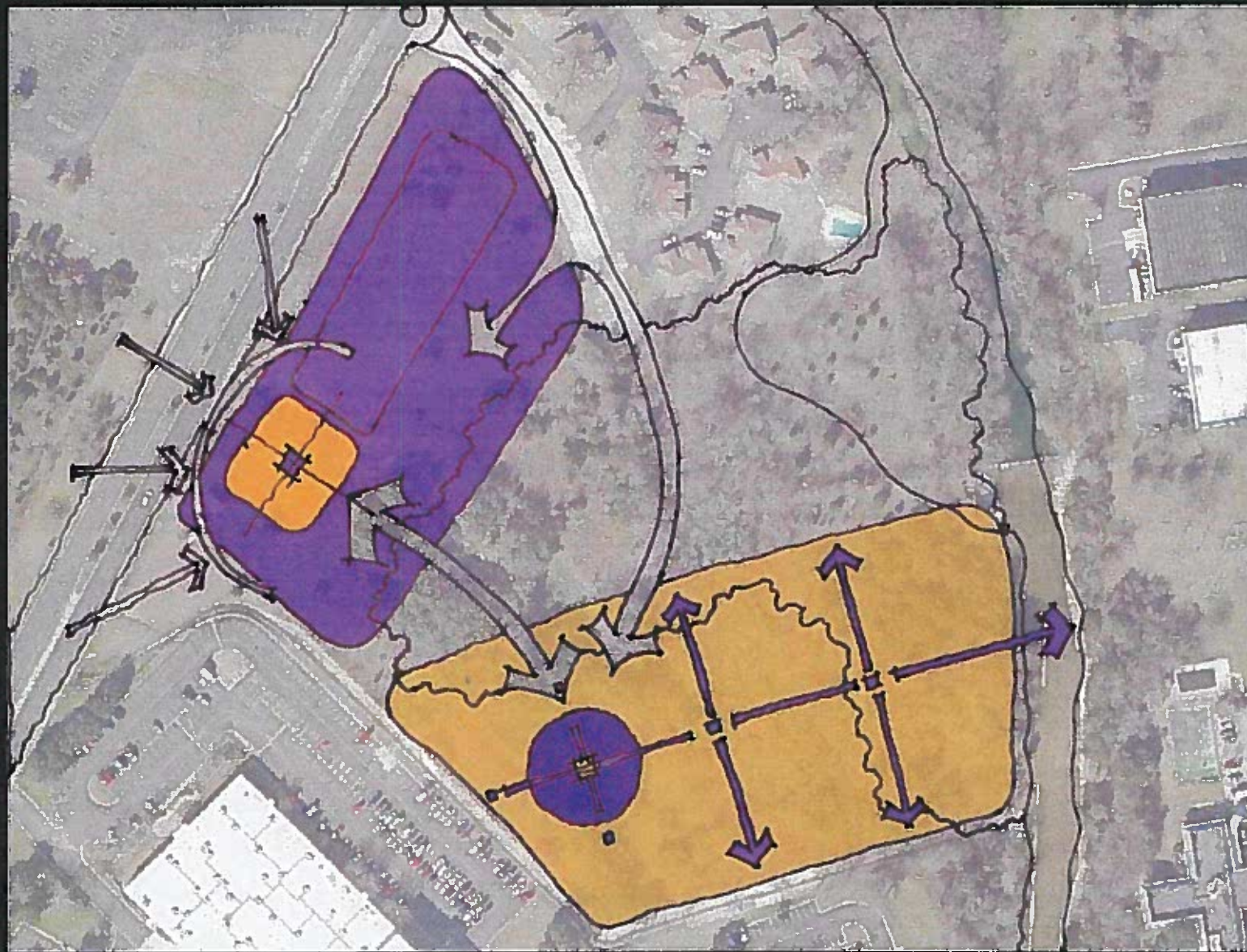
Opportunities & Constraints - Easements



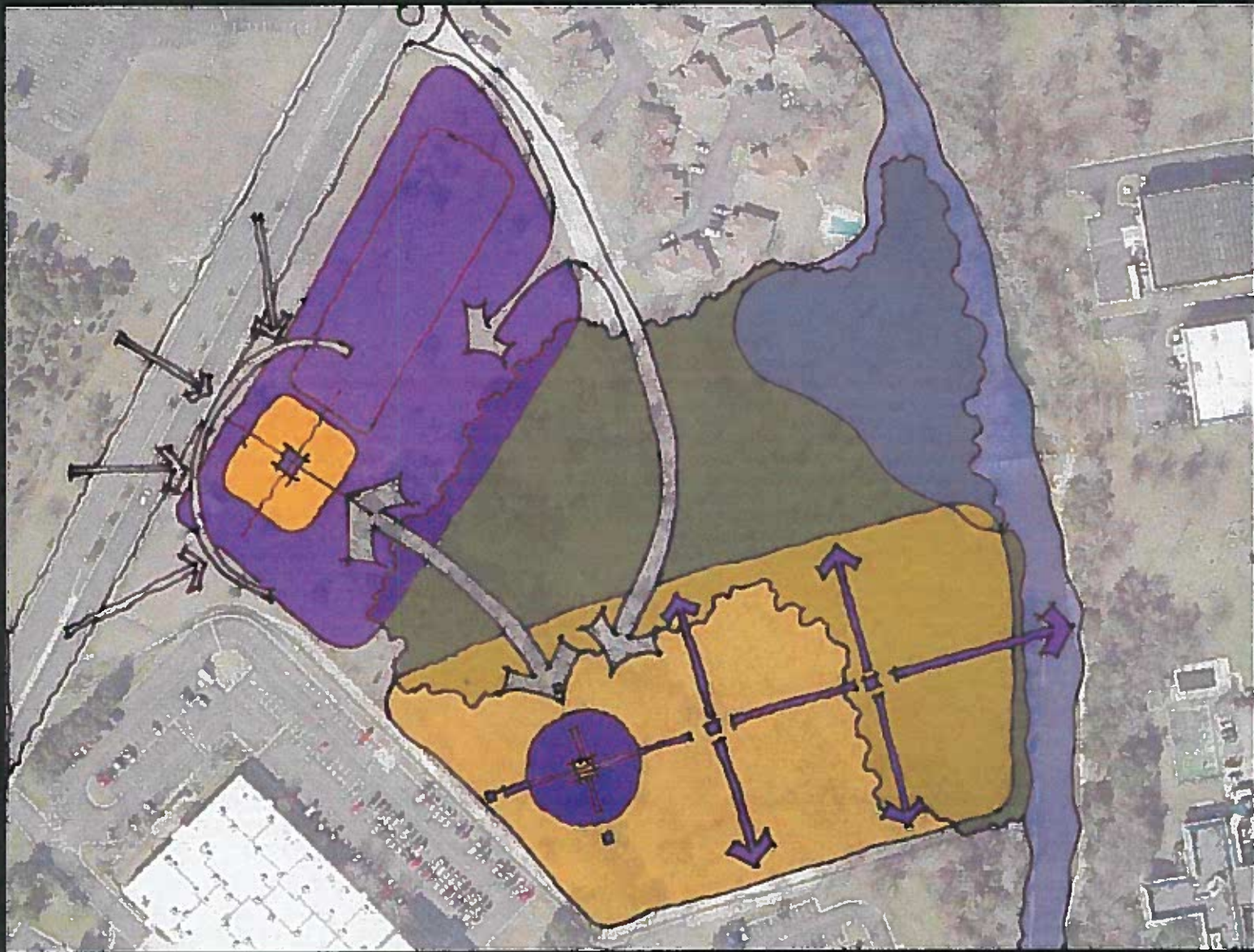
Concept Diagram – Connections to Primary Centers



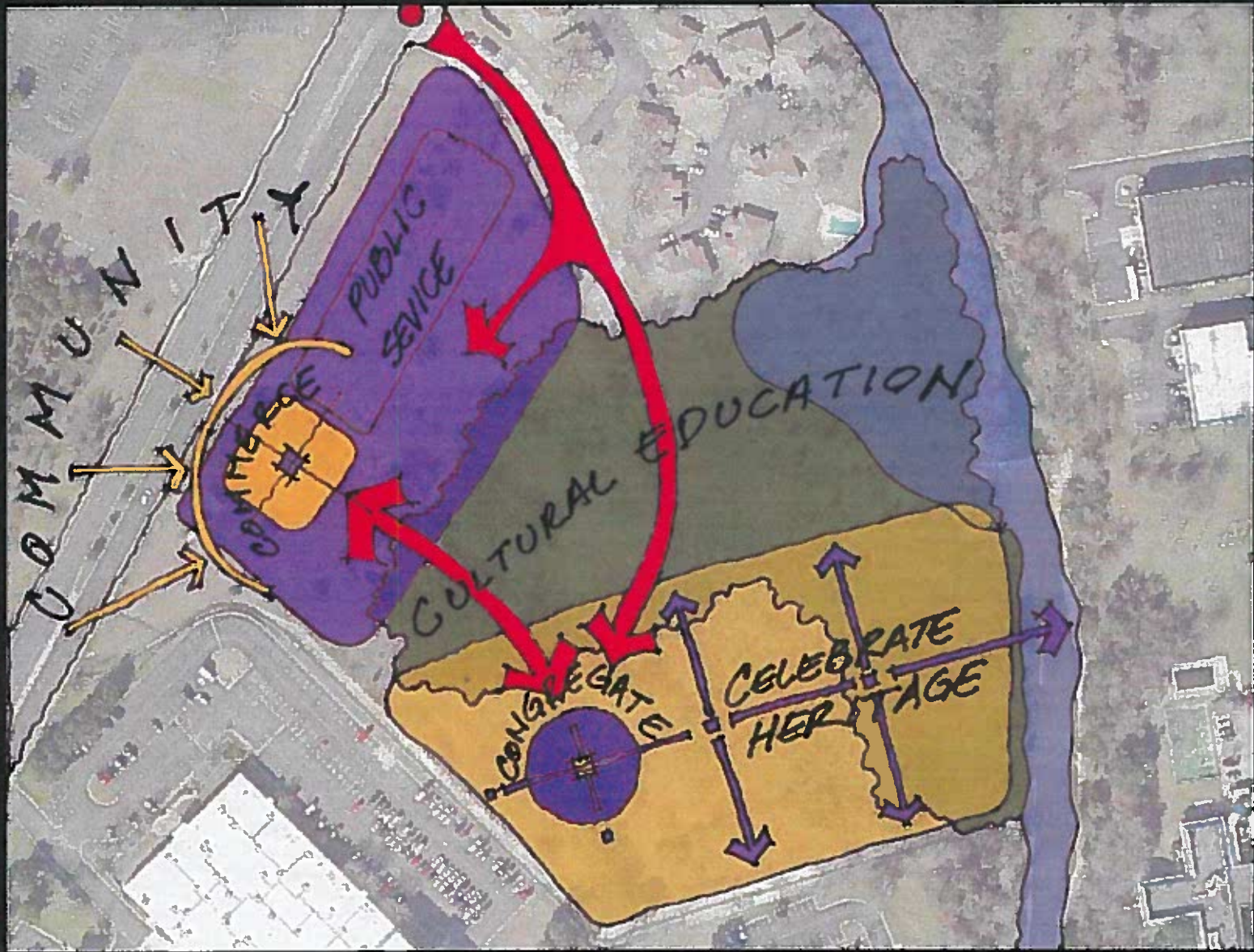
Concept Diagram — Major Areas, Public Vs Private



Concept Diagram – Natural Areas (Cultural Education)



Concept Diagram

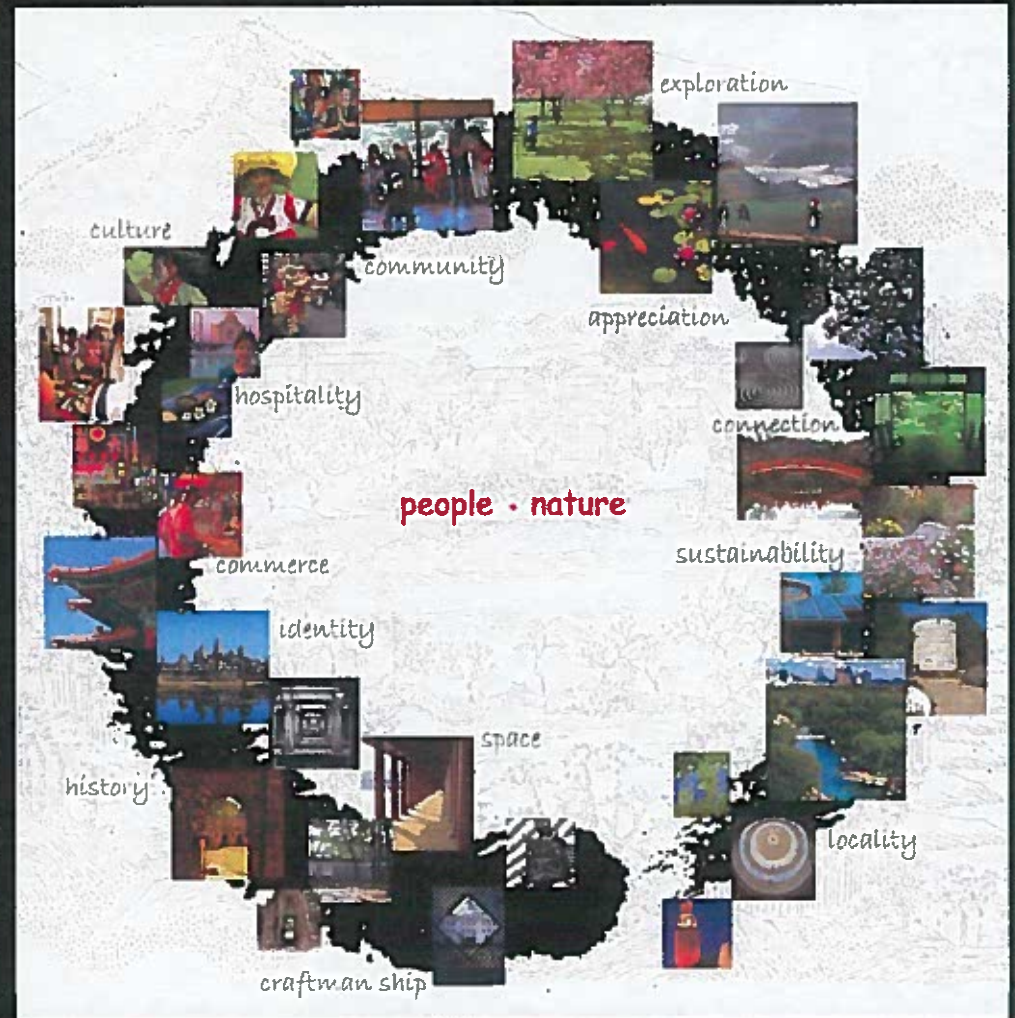


Phase 1: Process
Development & Goal
Setting

Phase 2: Information
Gathering & Analysis

Phase 3: Preliminary
Master Plan

Phase 4: Implementation
Plan



Process is as important as Product



Top Stories
Thursday, June 2, 2005

Master plan in place for Texas State University

5/31/2005 3:34 PM
By Veronica Casco



Texas State University officials may have trouble recognizing their alma mater in 10 years. The Texas State University System Board of Regents has approved a Campus Master Plan with major structural changes.

Nancy Neuhann is the Assistant Vice President for Finance and Support.

Texas State University officials may have trouble recognizing their alma mater in 10 years. The Texas State University System Board of Regents has approved a Campus Master Plan with major structural changes.

Nancy Neuhann is the Assistant Vice President for Finance and Support Services Planning at TSU - San Marcos and the project leader for the master plan project. She said one noticeable change will be the switch from gray to green.

"We're removing surface parking and moving parking

structures instead. By eliminating the surface parking, we have the ability to turn that into open space," Neuhann said.

The 10-year plan was prepared by the firm and Associates of Austin with Architects and Planners of Baltimore. It developed other models of input from staff, and community members.

The plan aimed at tackling the following: identity, community, natural environment and mobility.

The Board of Regents approved a Campus Master Plan designed to guide development through 2015. The plan includes projects such as new academic facilities and a new student center. It also calls for more dorms.

Master plan

The Board of Regents approved a Campus Master Plan designed to guide development through 2015.

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need...
was...

"We don't...
think that we...
can support that...
with..."

With the idea...
university will...
and they will...
implement what...
more students...

San Marcos Daily Record

Texas State Master Plan

By JEFF WALKER - Staff Reporter
Published Wednesday, Jul 22, 2004 12:19:23 pm EDT



growth so that every dollar spent concerning the physical campus also supports the institution's educational mission, and that study decisions will be part of a long-term vision.

University President Charles Gooden said the master plan for Texas State University is to be seen as a "preference not a priority."

He also wants the university to be public as the way it defines itself and the work it does to see more liberal arts offerings and more research, great reputation.

San Marcos has been a 10-year and that the university needs to better manage its financial events that happen on campus.

"Texas Architecture is also the end," Gooden said. "If I give a contract and I don't see it in 10 years, I'm likely to get a contract that I can't be involved in."

AUSTIN BUSINESS JOURNAL • austinbizjournal.com A3

Texas State plans for growth

Faced with rising enrollment, university crafting master plan

BY GISELLE GREENWOOD
AUSTIN BUSINESS JOURNAL STAFF

Texas State University-San Marcos is embarking on a 10-year master plan for the campus, which one official says is "bursting at the seams."

The university's Board of Regents was scheduled to meet May 7 with the master plan committee to choose several compa-

nies that will craft the master plan. The committee has recommended:

- Austin-based Broadbitt & Associates Inc., a construction project management firm.
- Baltimore architecture firm Ayres/Saint/Gross Architects + Planners.
- Austin-based landscaper Robert J. Anderson.
- Utility infrastructure firm Shah Smith and Associates of Austin.
- WHM Transportation Engineering Consultants Inc., a

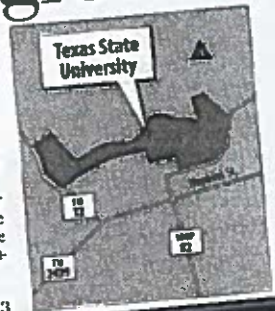
transportation consulting firm in Austin.

- Civil engineering firm Jaster-Quintanilla & Associates Inc. of Dallas.

The master plan is expected to be completed by May 2005. It will identify building, infrastructure and site needs.

Gerald Hill, vice president for university advancement, says the master plan will focus on how the university can accommodate student population growth.

See UNIVERSITY, page A33



...charge paid as much as possible.

Process is as important as Product



Top Stories
Thursday, June 3, 2005

Master plan in place for Texas State U

6/2 (WED) 9:34 PM
By Veronica Garcia



Texas State University alumni may have trouble recognizing their alma mater in 10 years. The Texas State University System Board of Regents has approved a Campus Master Plan with major structural changes.

Nancy Matheman is the Assistant Vice President for Finance and Support.

Texas State University alumni may have trouble recognizing their alma mater in 10 years. The Texas State University System Board of Regents has approved a Campus Master Plan with major structural changes.

Nancy Matheman is the Assistant Vice President for Finance and Support Services Planning at Texas State University. She is the project leader for the master plan project. She said one noticeable change will be to switch from grey to green.

"We're removing surface parking and creating parking...



Don't miss your chance to get involved!
Please come to the next Community Workshop and voice your opinion.

Next Workshop: Saturday, ~~Sept. 23rd~~

~~10:30 am - 12:00 pm~~

Austin City Hall

301 West 2nd Street

The Boards & Commissions Room 1101

Sat., Oct. 28
10:00 a.m.

...which one time...
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The university's Board of Regents was scheduled to meet May 7 with the master plan committee to choose several compa...

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See UNIV...

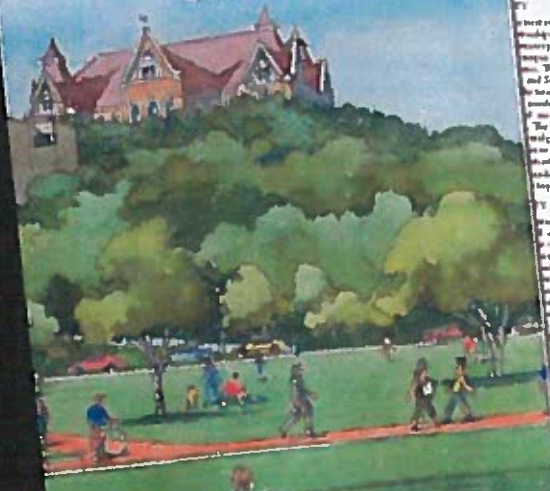
...cases charge posted as much as possible."



Products which are easily understood and broadly supported

**TEXAS STATE UNIVERSITY
- SAN MARCOS -**

**EXECUTIVE SUMMARY
CAMPUS MASTER PLAN
2006 - 2015**



"We're still in the same place as we were 100 years ago and it's because of our roots in this place, on this hill, and with this air. We pay tribute to all who have lived this place and will love it, as we honor the past and vision the future."

President Doctor M. Throckmorton, 1904th Anniversary of Classes at Texas State, 1904 March 2004


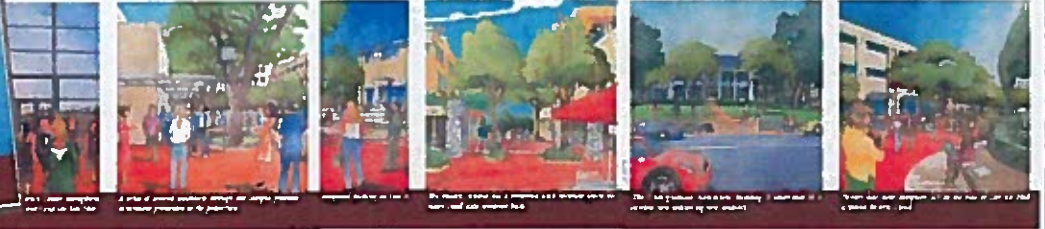
The design is a key factor in the success of a campus. It is a reflection of the university's history, its values, and its vision. The design of a campus is a reflection of the university's identity and its commitment to its students and faculty. The design of a campus is a reflection of the university's history, its values, and its vision. The design of a campus is a reflection of the university's identity and its commitment to its students and faculty.

ARCHITECTURE
Campus buildings are a reflection of the university's history, its values, and its vision. The design of a campus is a reflection of the university's identity and its commitment to its students and faculty. The design of a campus is a reflection of the university's history, its values, and its vision. The design of a campus is a reflection of the university's identity and its commitment to its students and faculty.

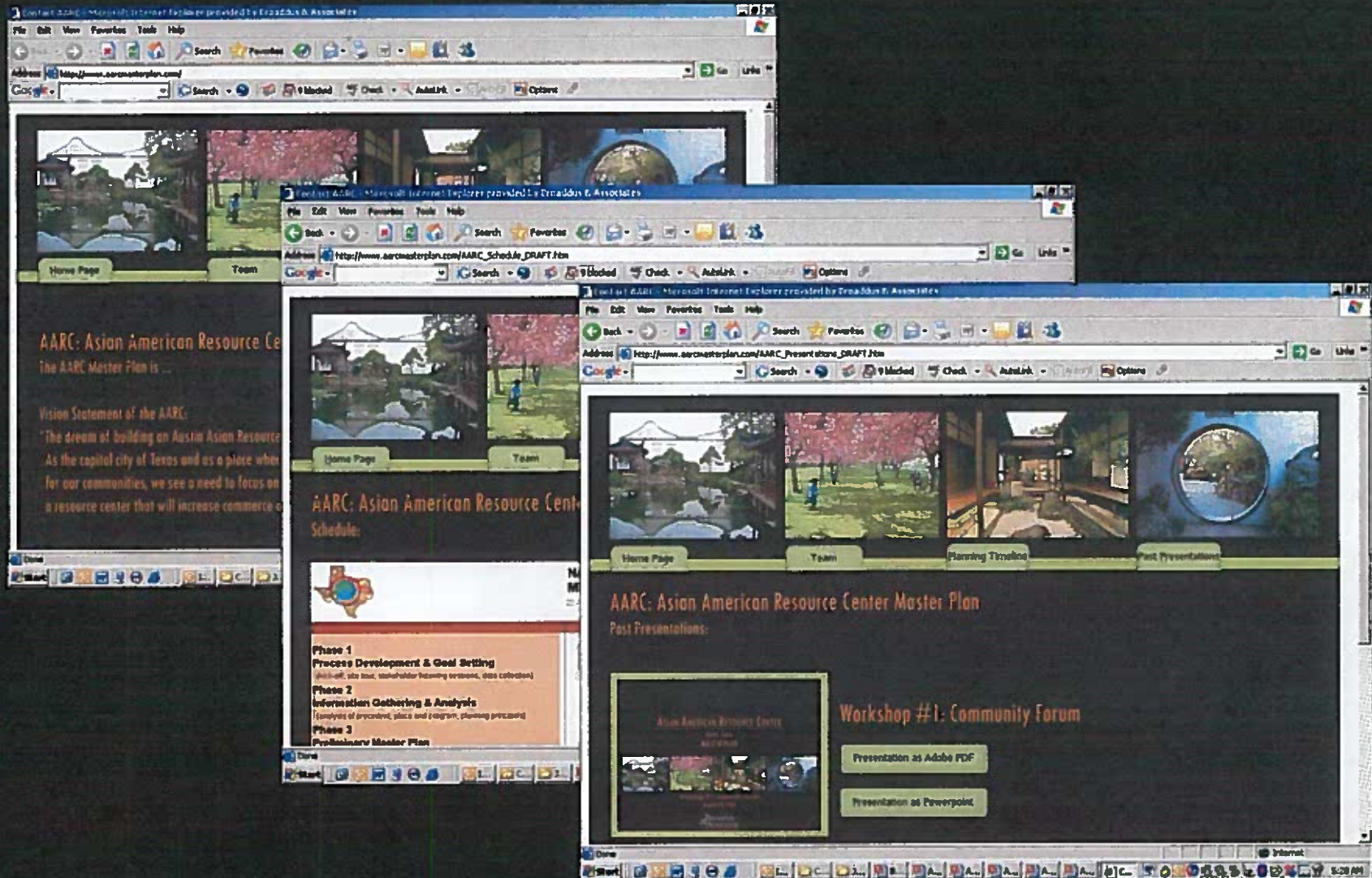
LANDSCAPE ARCHITECTURE
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of search as the search for excellence.

*of the Grand Design, 1983-1985
City of 1970*

Web Site: www.AARCMasterplan.com



QUESTIONS & DISCUSSION

For further information:

www.AARCmasterplan.com

Schiller Liao Chair, AARC Sub-Committee
(512) 499-4697 SL1206@sbcglobal.net



Next Workshop: Oct 28

**BROADDUS
& ASSOCIATES**
LANDSCAPE ARCHITECTS

Workshop 2 Photos: September 2006-Contact Sheet



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Workshop Photos: ERO-September 2006-Contact Sheet



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