

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

Asian American Resource Center
Master Plan
DRAFT Final Composite Document

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ASIAN AMERICAN RESOURCE CENTER

Austin, Texas

MASTER PLAN



Workshop #3: Community Forum

October 28, 2006

**BROADDUS
& ASSOCIATES**

Environmental Planning, Measurement, and Compliance

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*

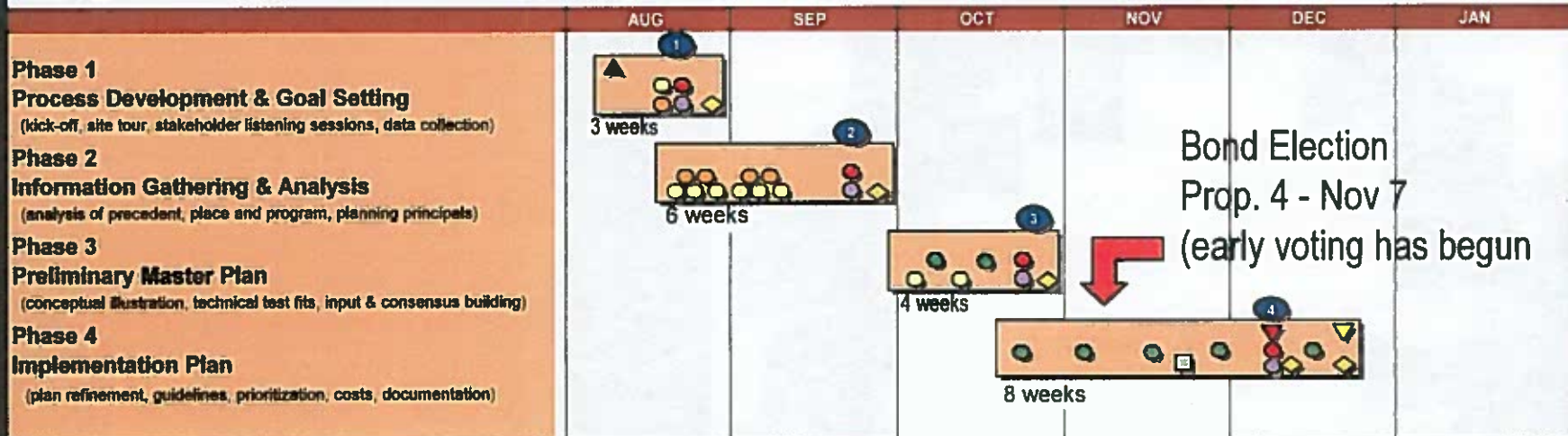
MASTER PLANNING PROCESS



NAAO - Asian American Resource Center Master Plan Process Flow Chart

22-Aug-06

BROADDUS
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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

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

Next
Workshop
Dec 9

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

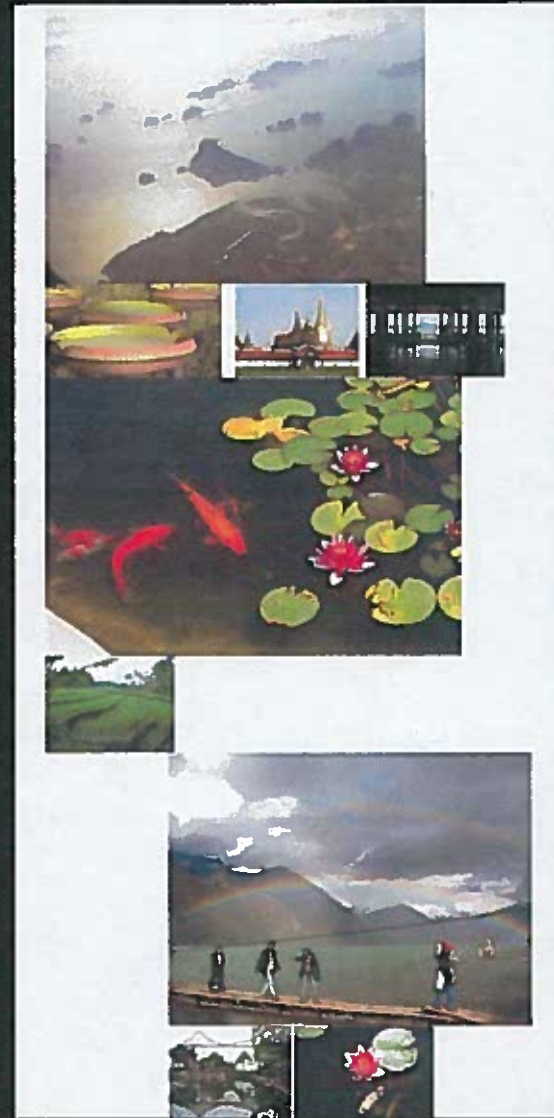
Asian American Employee Network
Asian Construction Trades Association
Austin Asian American Chamber of Commerce
Austin Filipino American Association
Austin Taiwanese Association
Austin Taiwanese Chamber of Commerce
Bangladesh Community of Austin
Cambodian Foundation
Chinese Society of Austin
India Community 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

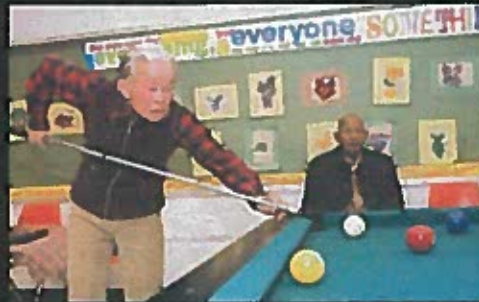
AARC VISION

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

Increase commerce and showcase the best of Asian culture

To educate;





To congregate;

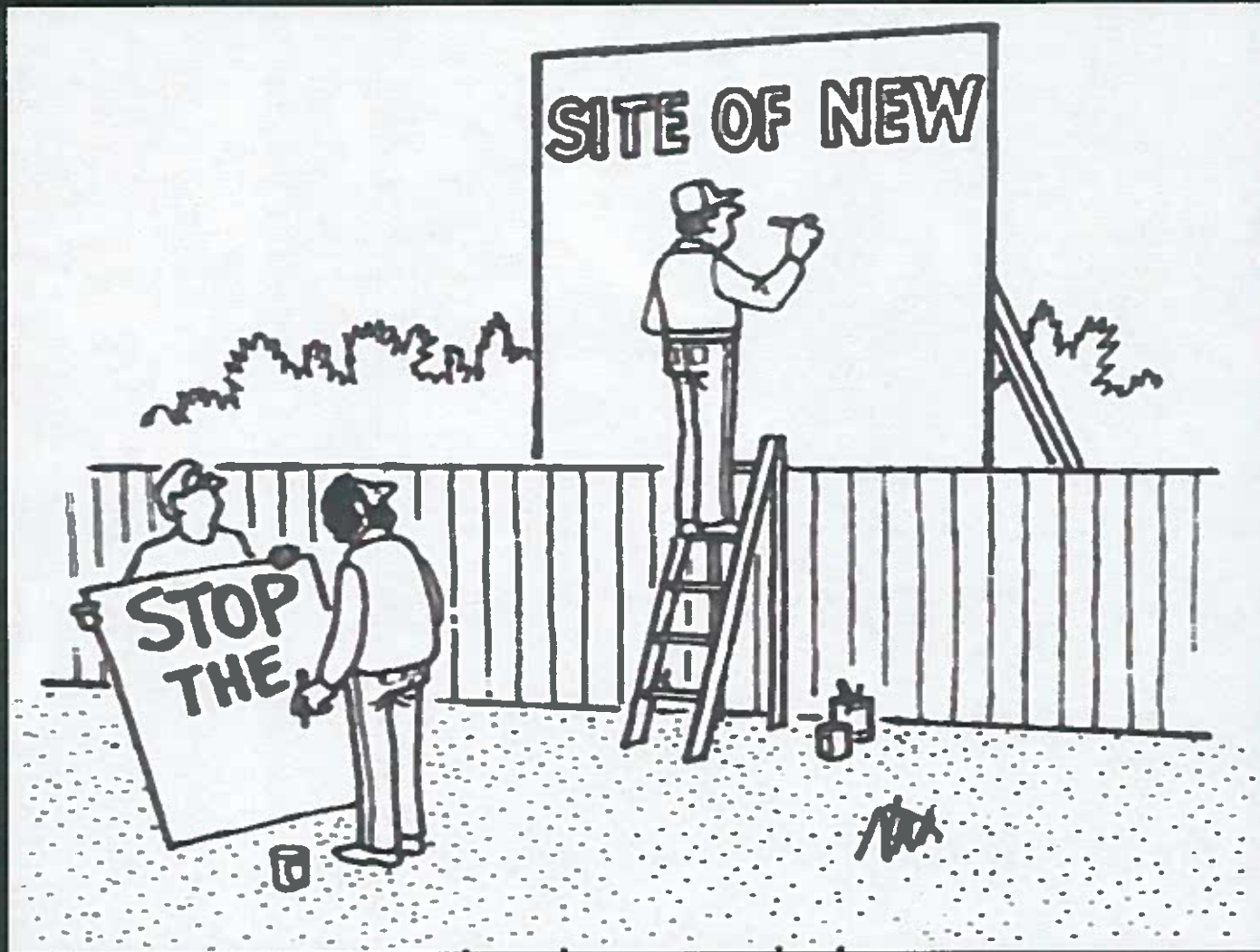




And to celebrate the heritage



The Process is as Important as the Product



Listening

Asian American Community

AID - Austin
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 Hindu Temple & Community Center
Austin Kannada Sangha
Austin Marathi Mandal
Austin Taiwanese Association
Austin Taiwanese Chamber of Commerce
Bangladesh Community of Austin
Barsana Dham
BAPS Swamonnarayan Sanstha
Bengali
Cambodian Foundation
Chimnaya Mission
Chinese Society of Austin
Gujarati Samaj of Austin
Indian American Coalition of Texas
Indian Classical Music Circle of Austin
India Community Center
India Fine Arts, Inc
Jain Community

Korean Community of Austin
Korean American Association of Austin
Korean American Coalition of Central Texas
Korean American Senior Association
Korean Chamber of Commerce
Network of Asian American Organizations
Om Kara
Pakistani American Association of Greater Austin
Pratham, Austin
SAHELI for Asian Families
Singh Sabha Gurudwara
Sri Lankan Community of Austin
Tamil Cultural Association at UT
Tanjore Performing Arts
Telugu Cultural Association, Austin
Vietnamese American Community of Austin
Vietnamese Senior Associate
Vietnamese Veterans Association
Vietnamese Chamber of Commerce



Listening

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
Telugu Cultural Association -- Mela
India Community Center Visa Camp

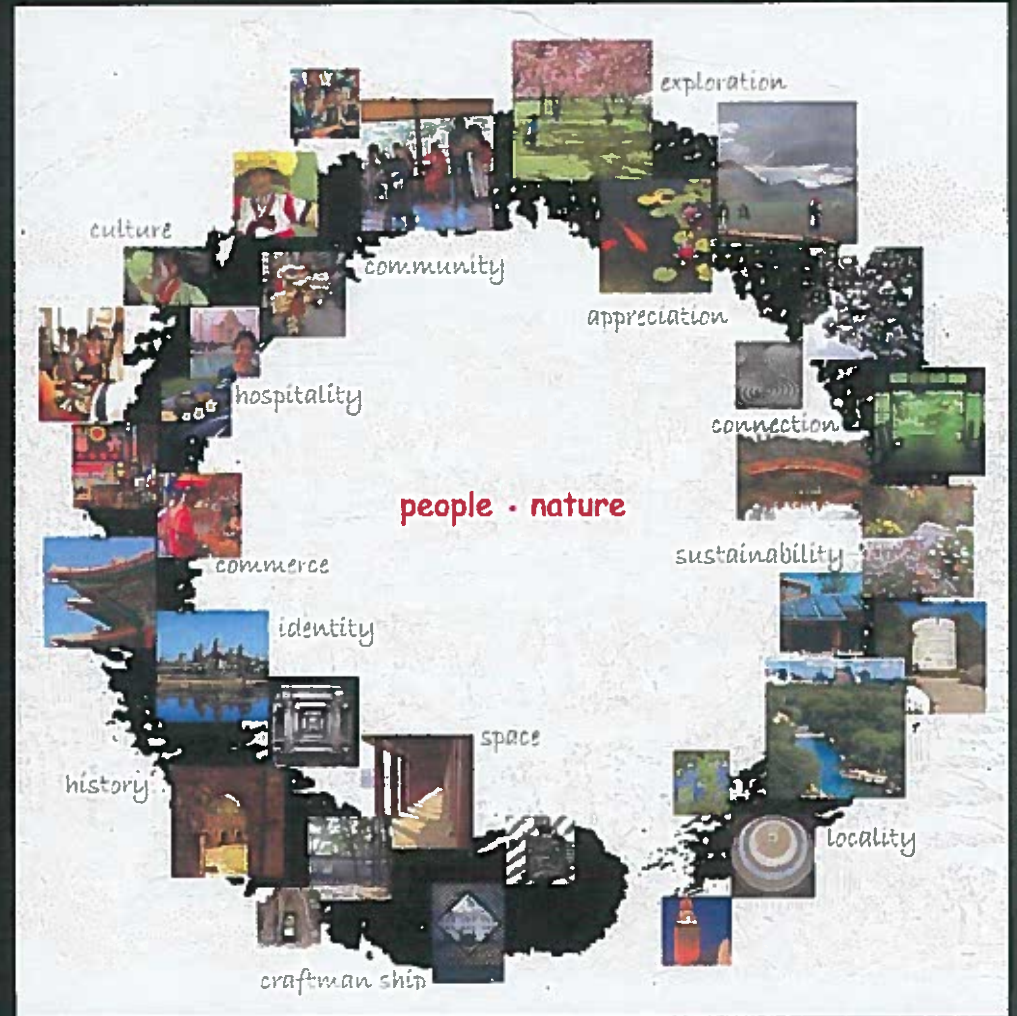


Phase 1: Process
Development & Goal
Setting

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**

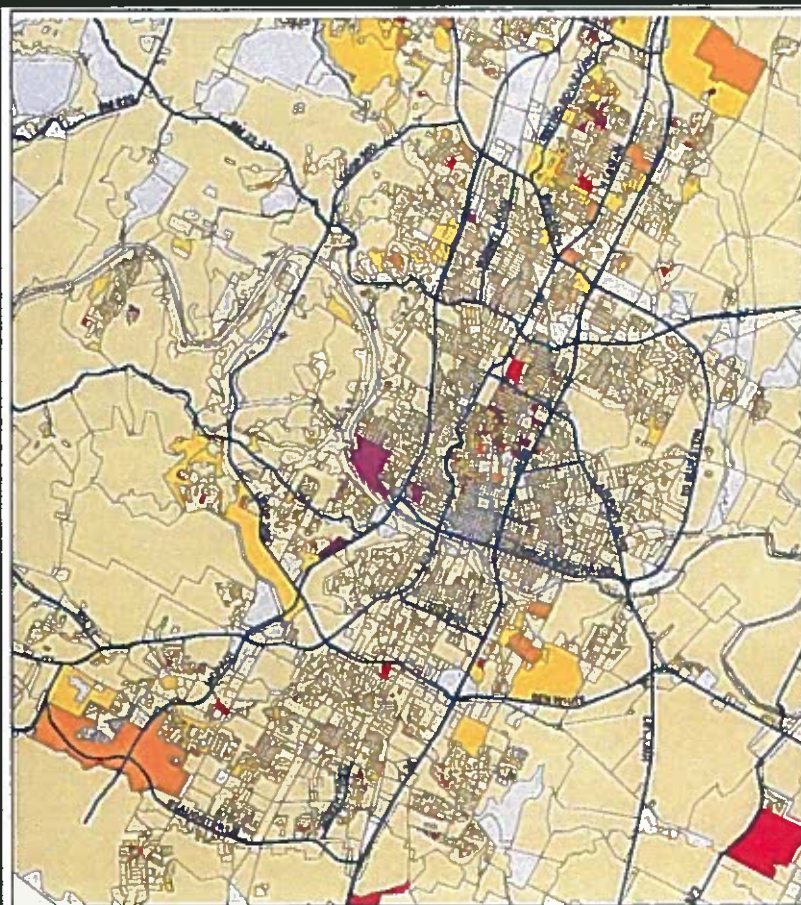
Economic Impacts

- **Review:** Demographic analysis
- **Review:** Benchmarking results
- **New:** Market considerations
- **New:** Operating considerations

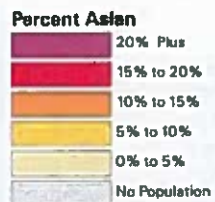
Characteristics of Austin's Asian American Population

- ✓ **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

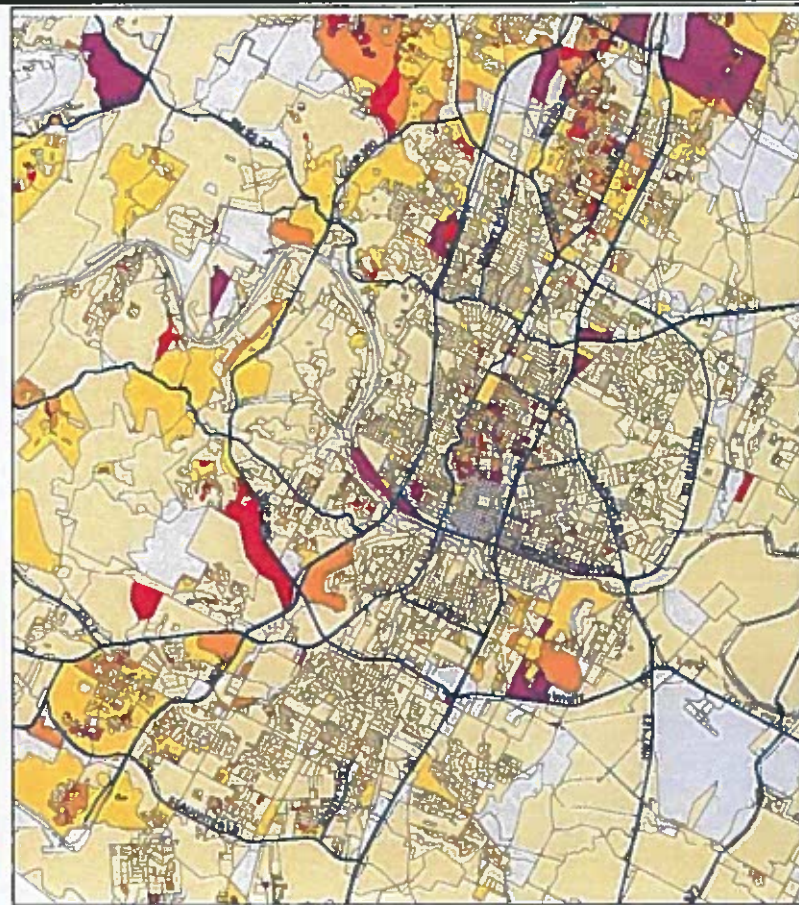
Austin's Asian Population Change — 1990-2000



1990 Population



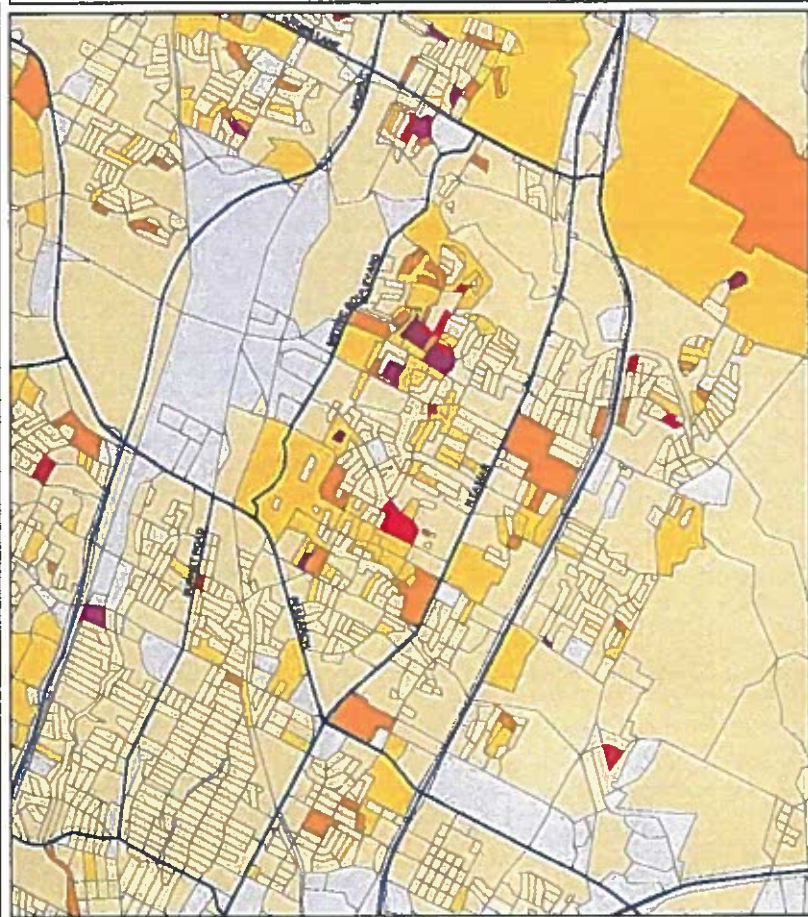
Map prepared by The City Development, Department of Planning, City of Austin, October 2001



2000 Population



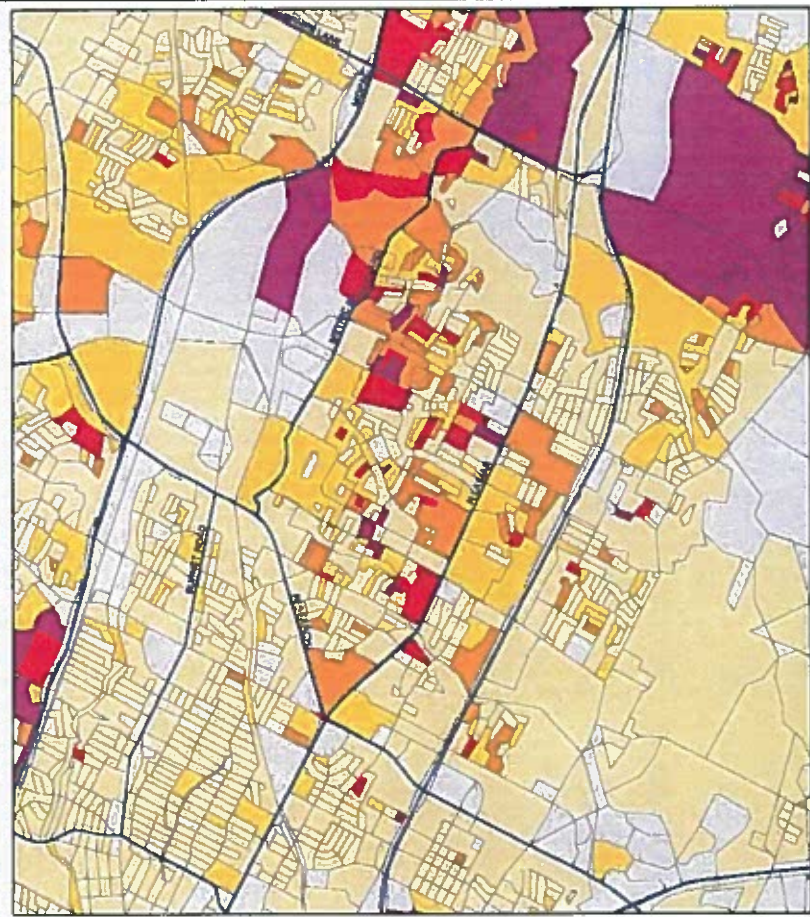
Austin's Asian Population Change — 1990-2000



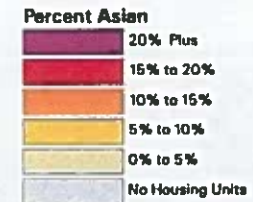
1990 Population



Map prepared by The City Demographic Department of Planning, City of Austin, October 1991



2000 Population



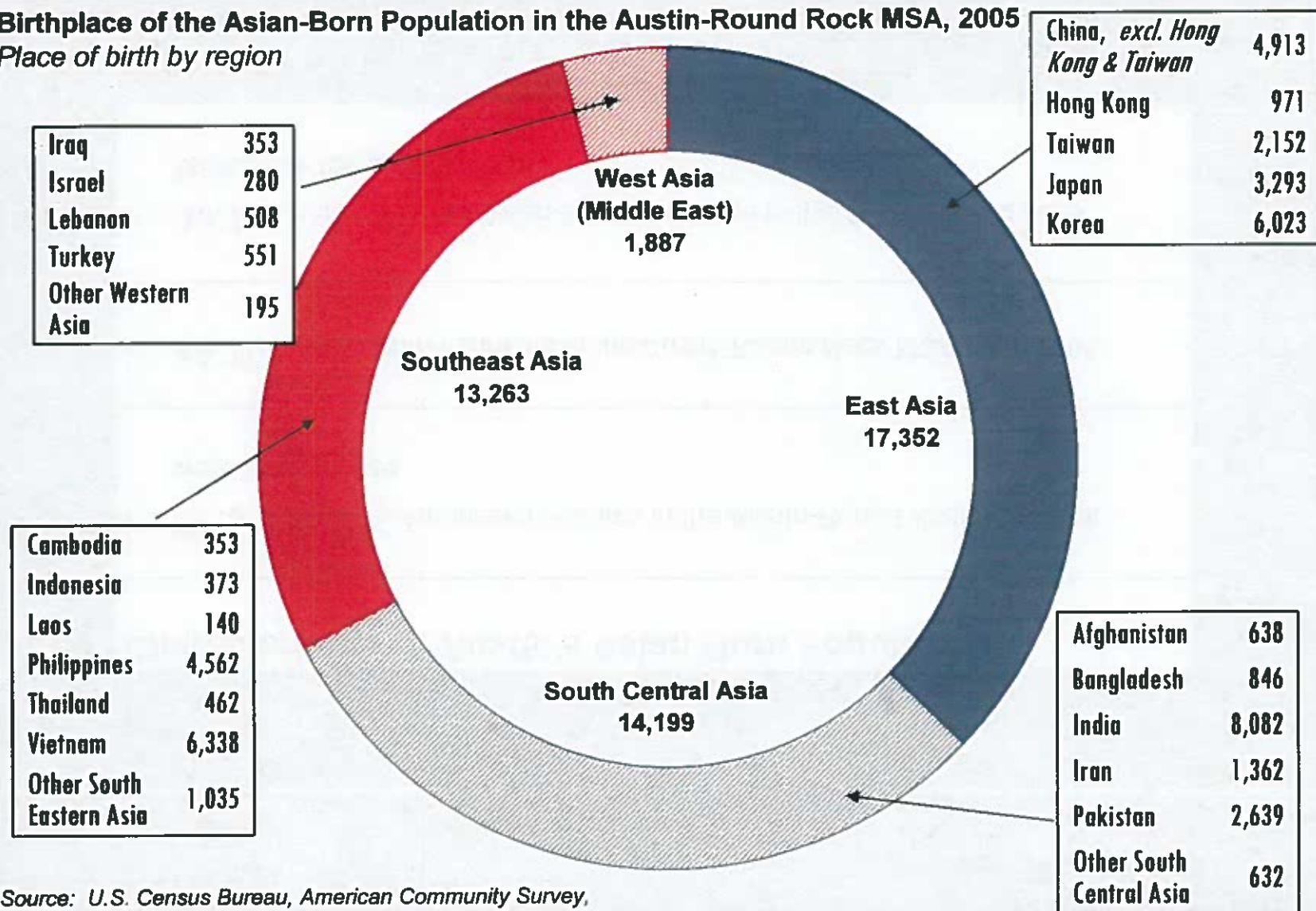
Characteristics of Austin's Asian American Population

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.

Benchmarking: Organizations

- Hmong Cultural & Resource Center, St. Paul
- Chinese Community Center, Houston
- Asia Society Texas / Asia House, Houston
- Japanese American Cultural & Community Center, Los Angeles (*in progress*)
- Dell Jewish Community Center / Jewish Community Association of Austin (*in progress*)
- National Association of Asian American Professionals-Seattle
 - State chapter of a national professional association (NAAAP)
 - No physical address / only P.O. Box
 - Rotating leadership — organization “moves” with that person

Key Characteristics

- ✓ 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)*

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”

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.

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.

Proposed Commercial Space Scenario

Property Type	Proposed SF	(Median SF ¹)
Retail		
Grocery	10,000	34,187
Restaurant with Liquor	2,000	3,200
Restaurant without Liquor	2,000	2,500
Specialty retail (dry cleaner)	1,200	1,450
Specialty retail (pharmacy)	1,200	8,993
Specialty retail (unisex hair)	1,200	1,260
TOTAL	17,600	N/A

(1) National median square footage from ULI's *Dollars & Cents of Shopping Centers* for specified type of retail operation in a "neighborhood center." Provided for comparison purposes only.

Property Income Characteristics: Retail

Property Type	Proposed SF	\$/SF ¹	Sample Gross Annual Rent ²
Retail			
Grocery	10,000	\$7.25	\$72,500
Restaurant with Liquor	2,000	\$16.82	\$33,640
Restaurant without Liquor	2,000	\$12.24	\$24,480
Specialty retail (dry cleaner)	1,200	\$15.44	\$18,528
Specialty retail (pharmacy)	1,200	\$8.00	\$9,600
Specialty retail (unisex hair)	1,200	\$16.00	\$19,200
TOTAL	17,600		

- (1) National median retail rents by store format in a "neighborhood center" are from ULI's *Dollars & Cents of Shopping Centers*.
- (2) Gross annual rent reflects full occupancy. Average vacancy rate for retail in the Austin metro area for 2006Q3 was 13.6 percent according to Property & Portfolio Research

Property Income Characteristics: Office

- Office uses are not currently under consideration. Property income data provided for comparative purposes only

Property Type	Proposed SF	\$/SF ¹	Sample Gross Annual Rent ²
Office			
General office	10,000	\$17.00	\$170,000
TOTAL	10,000		

(1) Average asking rate for Class A space east of IH-35 according to CB Richard Ellis's 2006Q3 report for Austin.

(2) Gross annual rent reflects full occupancy. Average vacancy rate for office in the Austin metro area for 2006Q3 was 19.0 percent according to Property & Portfolio Research

Operating Considerations

- Currently developing framework for operating budget for AARC 501(c)3 organization
- Focused on general operating expenses (not programmatic)
 - What are potential sources of income
 - Outside sources — Government, Corporations, Foundations
 - Revenues — Property Income, Member Services
 - Major categories of expenses
 - Debt Service
 - Staffing
 - Operations & Maintenance
- Understanding magnitude of the differential will help to focus fundraising efforts

Selected Operating Information for Benchmarks

Organization (Year Established)	Staffing	Operating Budget	Three (3) Largest Sources of Revenue
Chinese Community School, Houston (1979)	22 employees (9 administration)	\$2.1 million	35% program & service fees, 26% government grants, 8% contributions
Asia Society (NYC worldwide office est. 1956) / Asia House, Houston (1979)	5 in Houston office, numerous staff worldwide	\$26.4 million <i>worldwide</i> \$2.3 million combined for regional offices (outside NYC)	62% contributions & grants, 10% fundraising events, 9% membership fees
Jewish Community Association of Austin (1996)	54 employees (29 administration)	\$7.2 million (FY 2006)	39% tuition, program charges, camps, etc., 27% monthly fees & registration charge, 24% fundraising campaigns & events
Hmong Cultural & Resource Center, St. Paul (1992)	4 Full-time 7 Part-time	\$314,058 (FY 2005) *Does not own facility	51% government grants, 39% foundation grants, 10% contributions, fundraising, fees, & other sources
Japanese American Cultural & Community Center, Los Angeles (1971)	38 employees	<i>unknown</i>	<i>unknown</i>

Operating Considerations: Staffing

Personnel Services	Number (Phase I)	Base Salary	Amount
ADMINISTRATIVE PERSONNEL			
Executive Director	1	\$80,000	\$80,000
Assistant Director	1	\$60,000	\$60,000
Administrative Assistant	1.5	\$30,000	\$45,000
Total Administrative Personnel	3.5		\$185,000
PROGRAM PERSONNEL			
Program Coordinator	1	\$45,000	\$45,000
Total Program Personnel	1		\$45,000
Total Administrative & Program Personnel	4.5		\$230,000
Benefits (25%)			\$57,500
CONSULTING SERVICES			
Bookkeeping		\$500 / month	\$6,000
Fiscal (audit)		\$3,500 annually	\$3,500
Legal		\$2,500 annually	\$2,500
Marketing		\$1,000 / month	\$12,000
Computer Specialist		\$500 / month	\$6,000
Total Consulting Services			\$30,000
TOTAL PERSONNEL SERVICES			\$317,500

NOTE: Figures are for discussion purposes only. Actual staffing patterns & salaries will vary. Consulting services may be considerably higher or may be available *pro bono* from members.

Next Steps

- Continue to refine commercial space scenario and income projections
- Continue to fill-in and refine operating budget

Space Programming
Updated Findings

Programming – What has occurred so far ?

Over the last three weeks we have met with the following 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
- SAIHELI for Asian Families
- Sri Lankan Community of Austin
- Vietnamese American Community of Austin
- Singh Sabha Gurudwara
- Austin Hindu Temple & Community Center
- Austin Kannada Sangha (AKS)
- Austin Marathi Mandal
- BAPS Swamionarayan Sanstha
- Barsana Dham
- Bengali
- Chinnaya Mission
- Gujarati Samaj of Austin
- India Community Center (ICC)
- India Fine Arts, Inc (IFA)
- Indian American Coalition of Texas (IACT)
- Jain Community
- Om Kara
- Pratham, Austin
- Tamil Cultural Association at UT Austin
- Telugu Cultural Association, Austin
- AID - Austin
- Indian Classical Music Circle of Austin (ICMCA)
- Tanjore Performing Arts

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	L-g. 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	■	■	■		■	■	■						■	■				

Phasing Strategy

Department/Area	Phase I	Future Phases	Total Project
<i>Shared Areas</i>			
Shared Public Spaces	17,725	4,722	22,447
<i>Subtotal AARC Shared Facilities</i>	17,725	4,722	22,447
<i>Dedicated Areas</i>			
Operations Office	1,215	0	1,215
Business Assistance Center	3,463	0	0
SAHELI	0	2,075	2,075
Vietnamese Senior Association	0	1,275	1,275
<i>Subtotal Dedicated Areas</i>	4,678	3,350	4,565
Total Programmed Space	22,403	8,072	30,475
Programming Contingency (5%)	1,120	404	1,524
Total Assignable Space	23,523	8,476	31,999
Identified Non-Assignable Space			0
Gross Area (70%)	33,605	12,108	45,713
Construction Cost (est. \$180/sf)	\$6,048,810		
Total Project Cost (AARC)	\$7,863,453		

Phasing Strategy

In addition to the AARC areas the site will should accommodate the following commercial spaces:

- Restaurants
- Grocery Market
- Commercial Lease Spaces
- Child Care Center

These areas are in addition to the phasing plan shown on the previous slide. It is intended that a private developer would design, construct and ultimately pay for these spaces. Revenues generated from these areas are intended to fund the operating expenses of the cultural center.

Programs

Shared Spaces:

Name of Space	Occup.	Number and Size of Rooms/Areas	Total	Phase I	Future Phases
Event Hall					
Seating	600	1 @ 7,500 sq.ft.	7,500		
Stage		1 @ 600 sq.ft.	600		
Catering Kitchen		1 @ 500 sq.ft.	500		
Storage		2 @ 150 sq.ft.	300		
Back-of-the-house circulation		1 @ 500 sq.ft.	500		
		Subtotal	9,400	9,400	
Welcome/Reception Center		1 @ 500 sq.ft.	500	500	
Classrooms	25	10 @ 525 sq.ft.	5,250	5,250	
Classroom Storage		5 @ 50 sq.ft.	250	250	
Language Library		1 @ 500 sq.ft.	500		500
Exhibit Display Areas		20 @ 100 sq.ft.	2,000		2,000
Lg Meeting Room	75	1 @ 1,125 sq.ft.	1,125	1,125	
Med. Meeting Room	30	2 @ 600 sq.ft.	1,200	1,200	
Sm. Meeting Room	15	2 @ 375 sq.ft.	750		750
Shared Office Cubicles	1	20 @ 74 sq.ft.	1,472		1,472
		Total Sq. Ft.	22,447	17,725	4,722

Programs

Dedicated Areas:

Operations Office

Name of Space	Occup.	Number and Size of Rooms/Areas	Total	Phase I	Future Phases
Director's Office	1	1 @ 175 sq.ft.	175	175	
Staff Office	1	1 @ 140 sq.ft.	140	140	
Volunteer Workroom		1 @ 375 sq.ft.	375	375	
Waiting Area	5	1 @ 150 sq.ft.	150	150	
Conference Room	15	1 @ 375 sq.ft.	375	375	
		Total Sq. Ft.	1,215	1,215	0

Programs

Dedicated Areas:

Business Assistance Center

Name of Space	Occup.	Number and Size of Rooms/Areas	Total	Phase I	Future Phases
AAACC					
Director's Office	1	1 @ 140 sq ft.	140		
Staff Office	1	1 @ 64 sq ft.	64		
Volunteer Workroom		1 @ 175 sq ft.	175		
Conference Room	1	1 @ 175 sq ft.	175		
Other Chamber Offices		3 @ 140 sq ft.	420		
Business Assistance Offices		3 @ 140 sq ft.	420		
Construction Trades Office					
Staff Offices		2 @ 140 sq ft.	280		
Plan Room		1 @ 300 sq ft.	300		
Storage		1 @ 100 sq ft.	100		
Conference Room		1 @ 375 sq ft.	375		
Breakroom		1 @ 375 sq ft.	375		
Workroom		1 @ 375 sq ft.	375		
Reception Station		1 @ 64 sq ft.	64		
Waiting		1 @ 200 sq ft.	200		
		Total Sq. Ft.	3,463	3,463	0

Programs

Dedicated Areas:

SAHELI

Name of Space	Occup.	Number and Size of Rooms/Areas	Total	Phase I	Future Phases
Director's Office	1	1 @ 175 sq.ft.	175		
Professional/Client Rooms	2-3	6 @ 175 sq.ft.	1,050		
Family Client Room	6	1 @ 175 sq.ft.	175		
Volunteer Workroom		1 @ 375 sq.ft.	375		
Reception Area		1 @ 200 sq.ft.	200		
Storage		1 @ 100 sq.ft.	100		
		Total Sq. Ft.	2,075	0	2,075

Programs

Dedicated Areas:

Vietnamese Senior Association

Name of Space	Occup.	Number and Size of Rooms/Areas	Total	Phase I	Future Phases
Senior Association					
Staff Office Area		1 @ 200 sq.ft.	200		200
Sm Community Room		1 @ 375 sq.ft.	375		375
Lg Community Room		1 @ 600 sq.ft.	600		600
Storage		1 @ 100 sq.ft.	100		100
		Total Sq. Ft.	1,275	0	1,275

Programs

Commercial Spaces:

Name of Space	Occup.	Number and Size of Rooms/Areas	Total	Phase I	Future Phases
Restaurant		2 @ 5,000 sq.ft.	10,000	10,000	
Grocery Market		1 @ 10,000 sq.ft.	10,000	10,000	
Commercial Lease Spaces		3 @ 600 sq.ft.	1,800	1,800	
Child Care Center:					
Infant Room	12	1 @ 360 sq.ft.	360		
Toddler Room	15	1 @ 450 sq.ft.	450		
2-year Old Room	11	1 @ 330 sq.ft.	330		
3-year Old Room	15	1 @ 450 sq.ft.	450		
4-year Old Room	18	1 @ 540 sq.ft.	540		
5-year Old Room	22	1 @ 660 sq.ft.	660		
Diaper Changing Areas		3 @ 50 sq.ft.	150		
Kitchen		1 @ 150 sq.ft.	150		
Storage		1 @ 100 sq.ft.	100		
Reception		1 @ 200 sq.ft.	200		
Staff Toilet		2 @ 50 sq.ft.	100		
Childrens' Toilet		6 @ 25 sq.ft.	150		
Manager's Office	1	1 @ 140 sq.ft.	140		
Staff Area		1 @ 200 sq.ft.	200		
		Total Child Care		3,960	
		Total Sq. Ft.	21,800	21,800	0

Budgeting Reminder

Early Phasing Recommendations were:

Phase I – \$8 Million

Phase II - \$5 Million

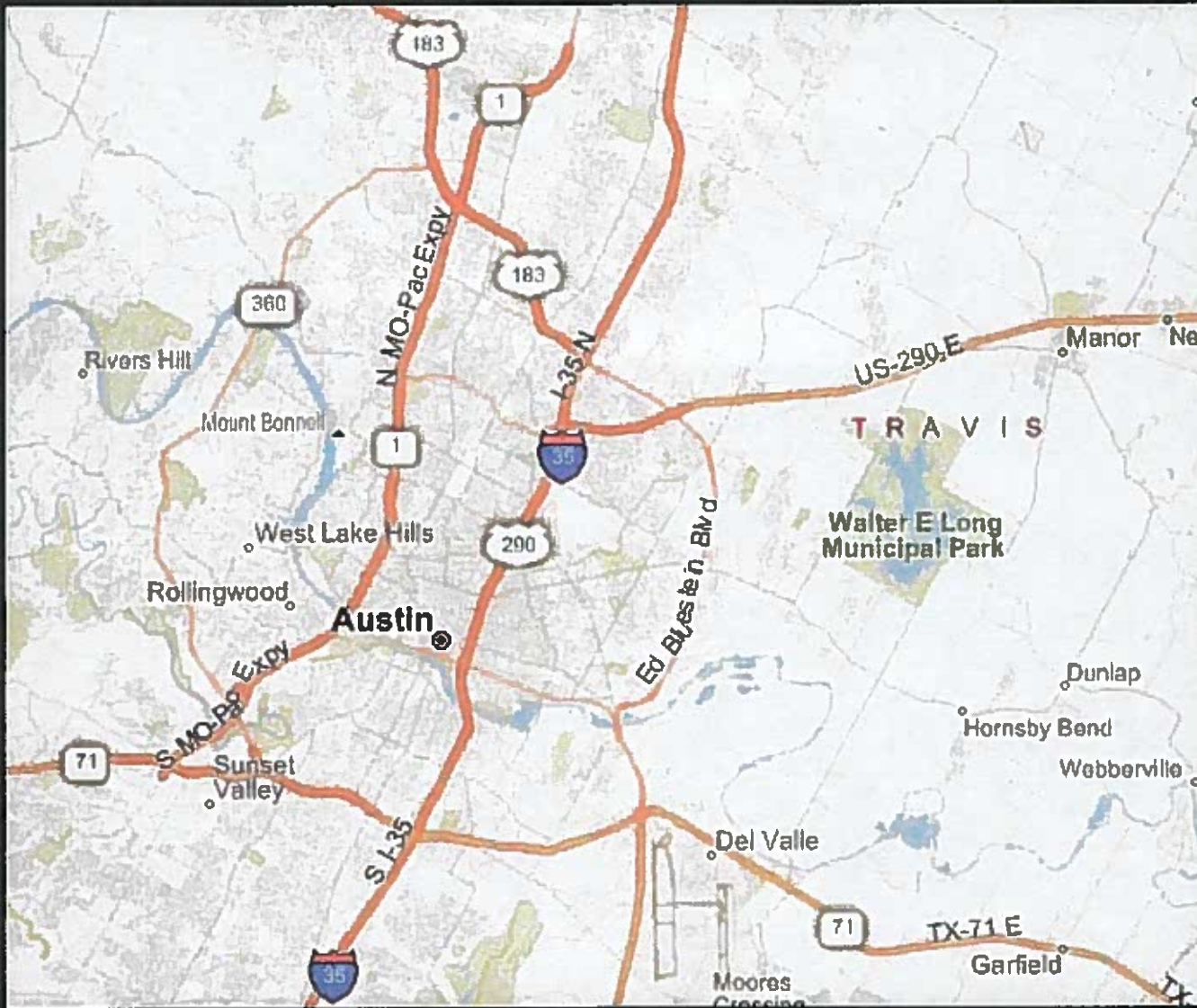
Phase III - \$10 Million

Phase IV - \$7 Million

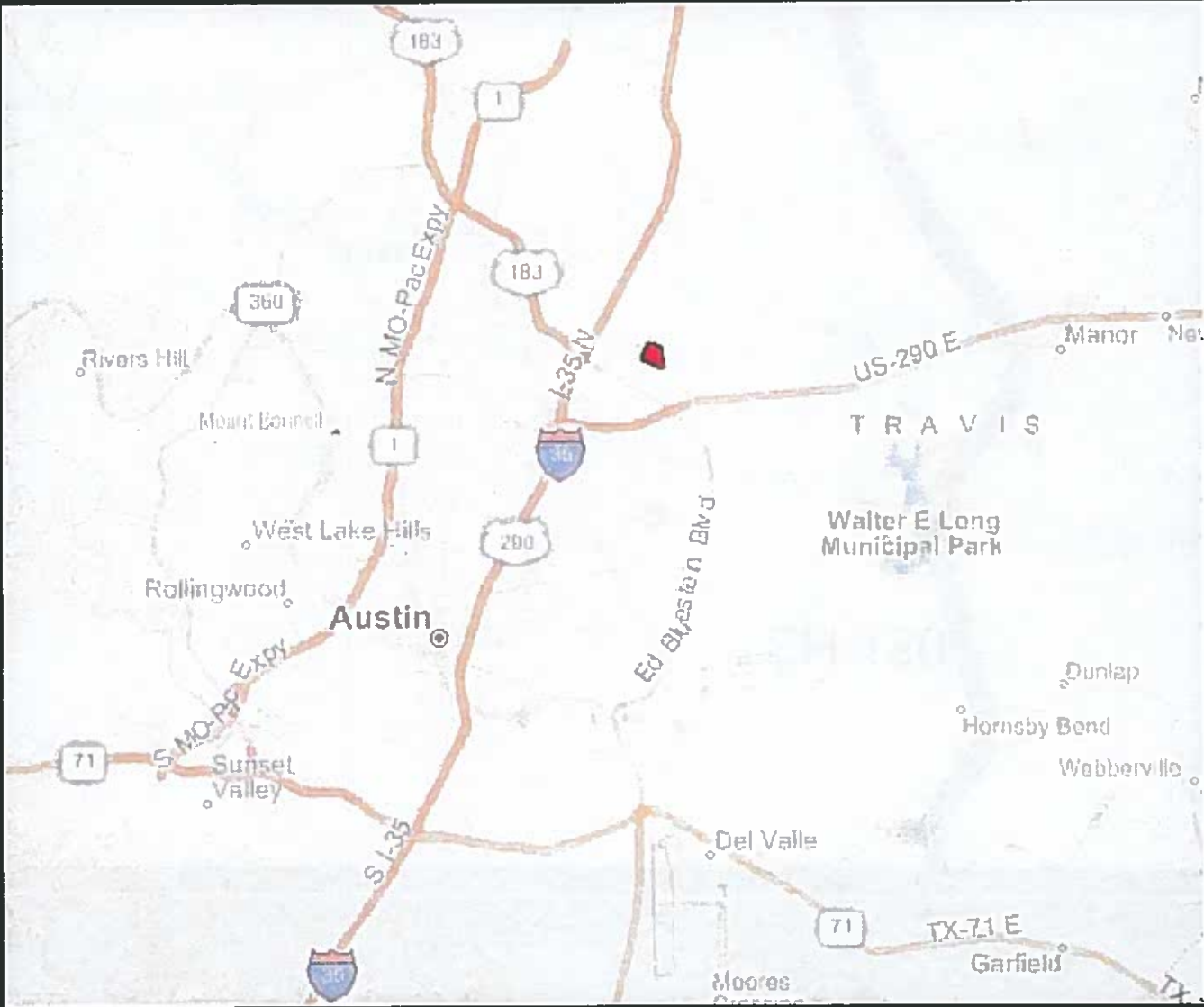
Preliminary Site Analysis & Conceptual Beginning



Austin, Texas - Site Location



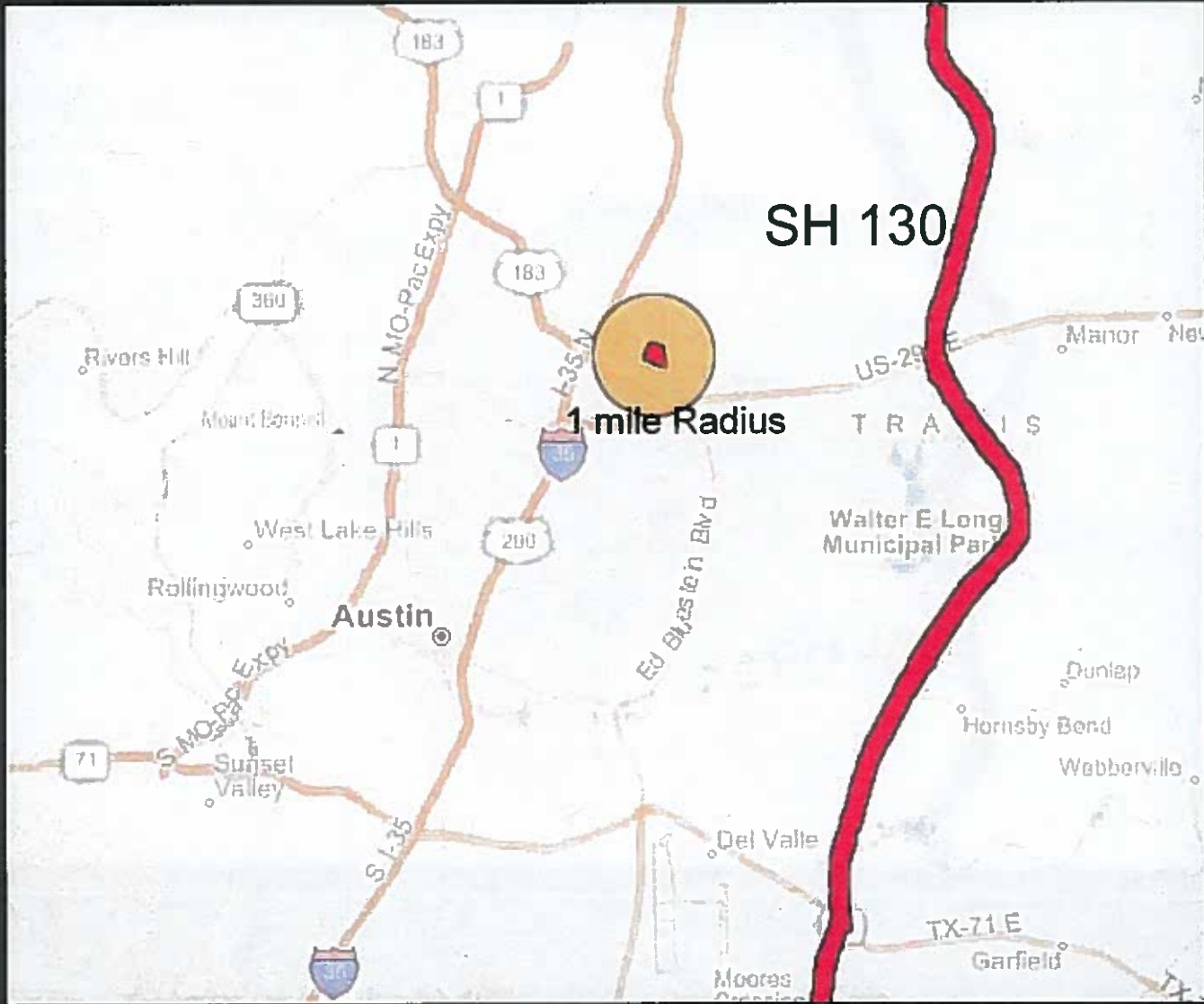
Austin, Texas - Site Location



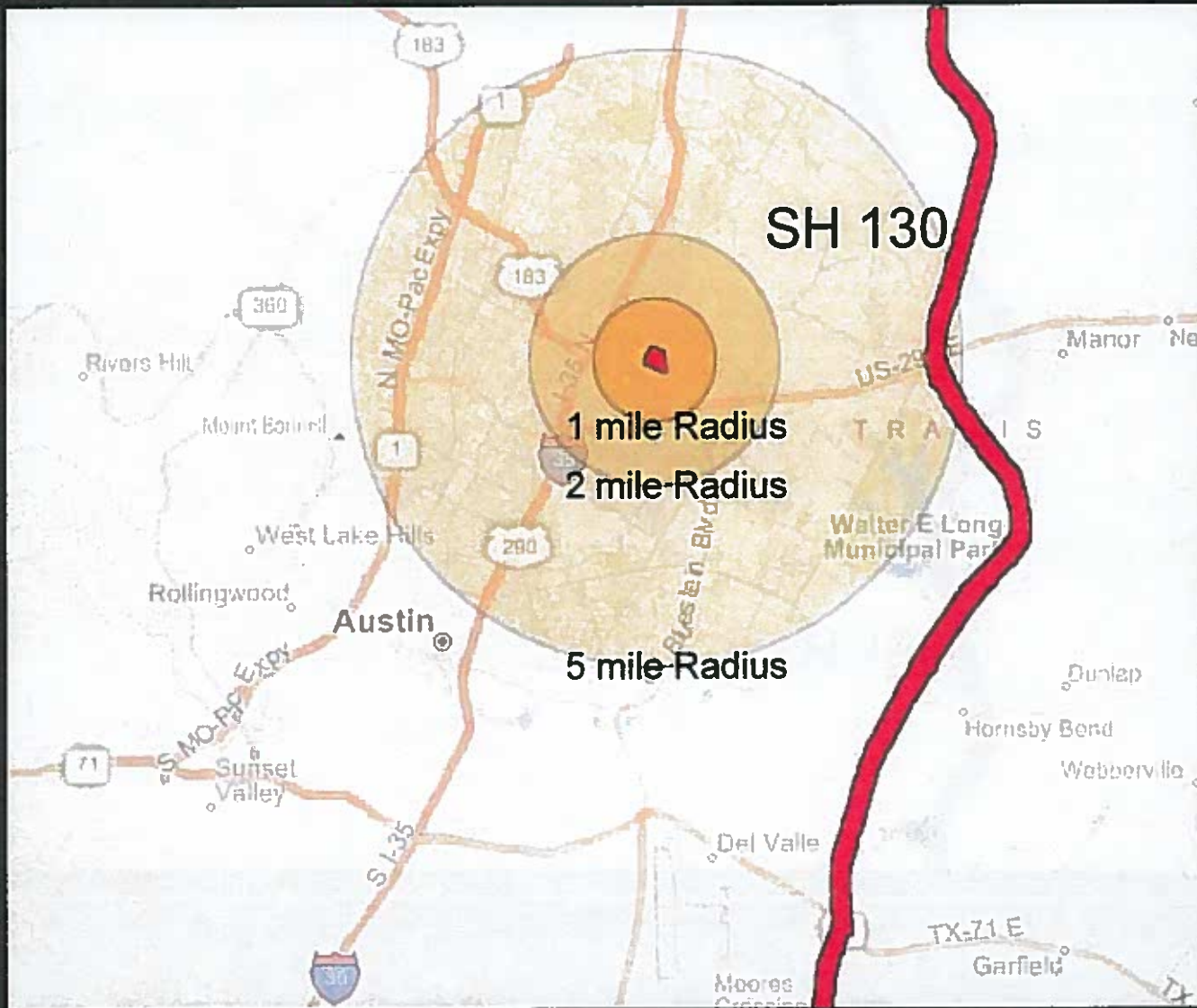
Austin, Texas - Site Location



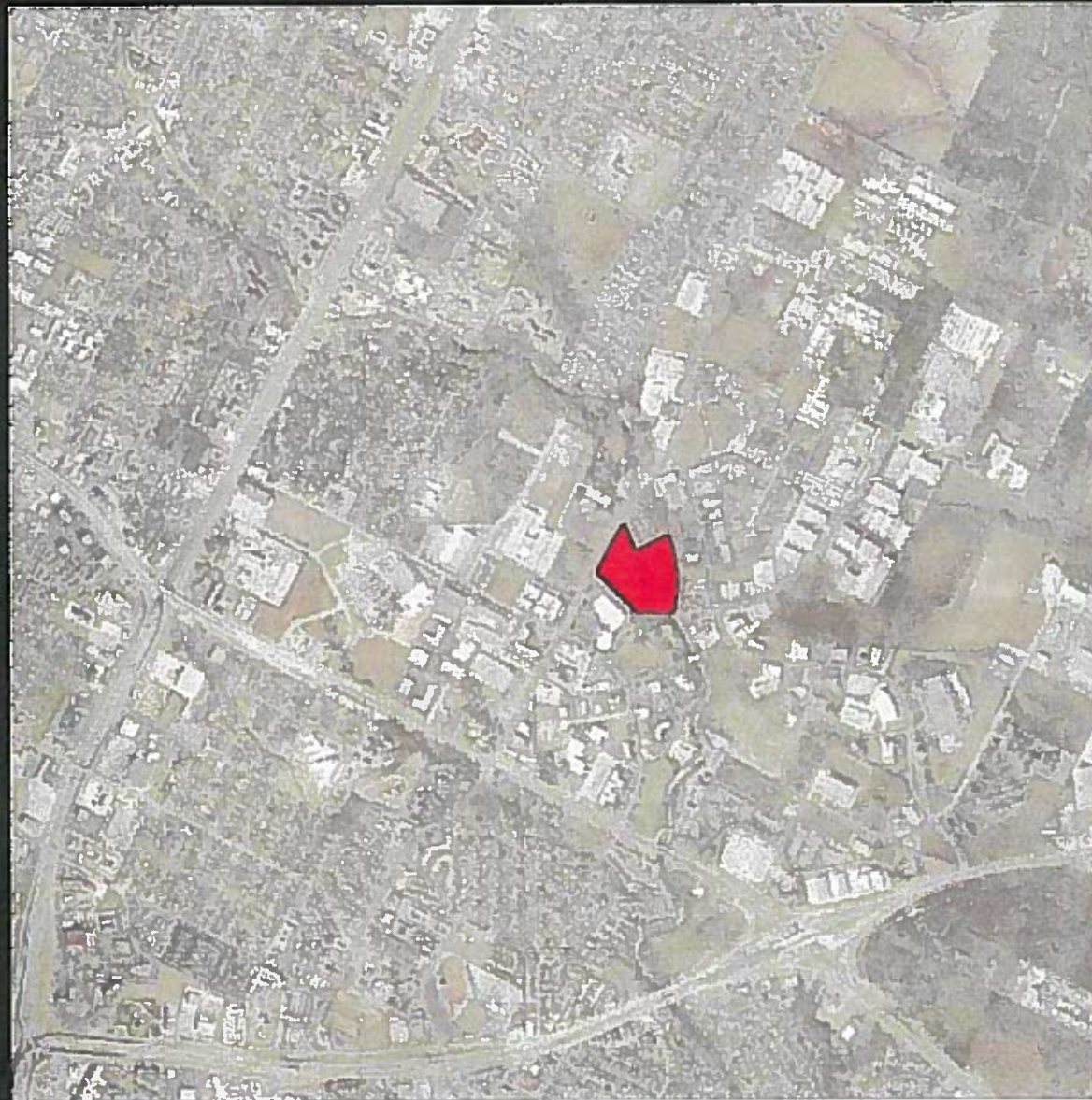
Austin, Texas - Site Location



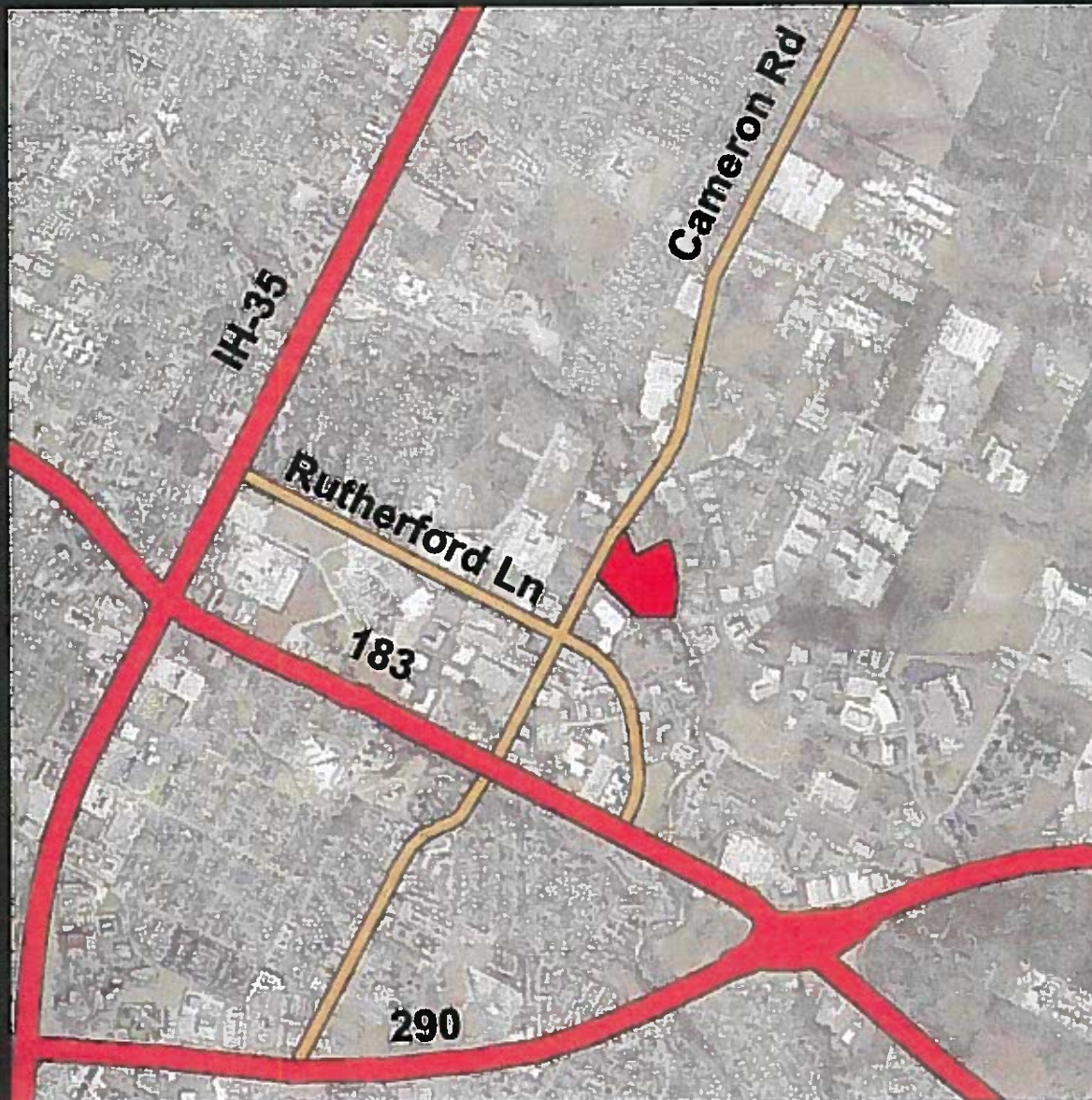
Austin, Texas - Site Location



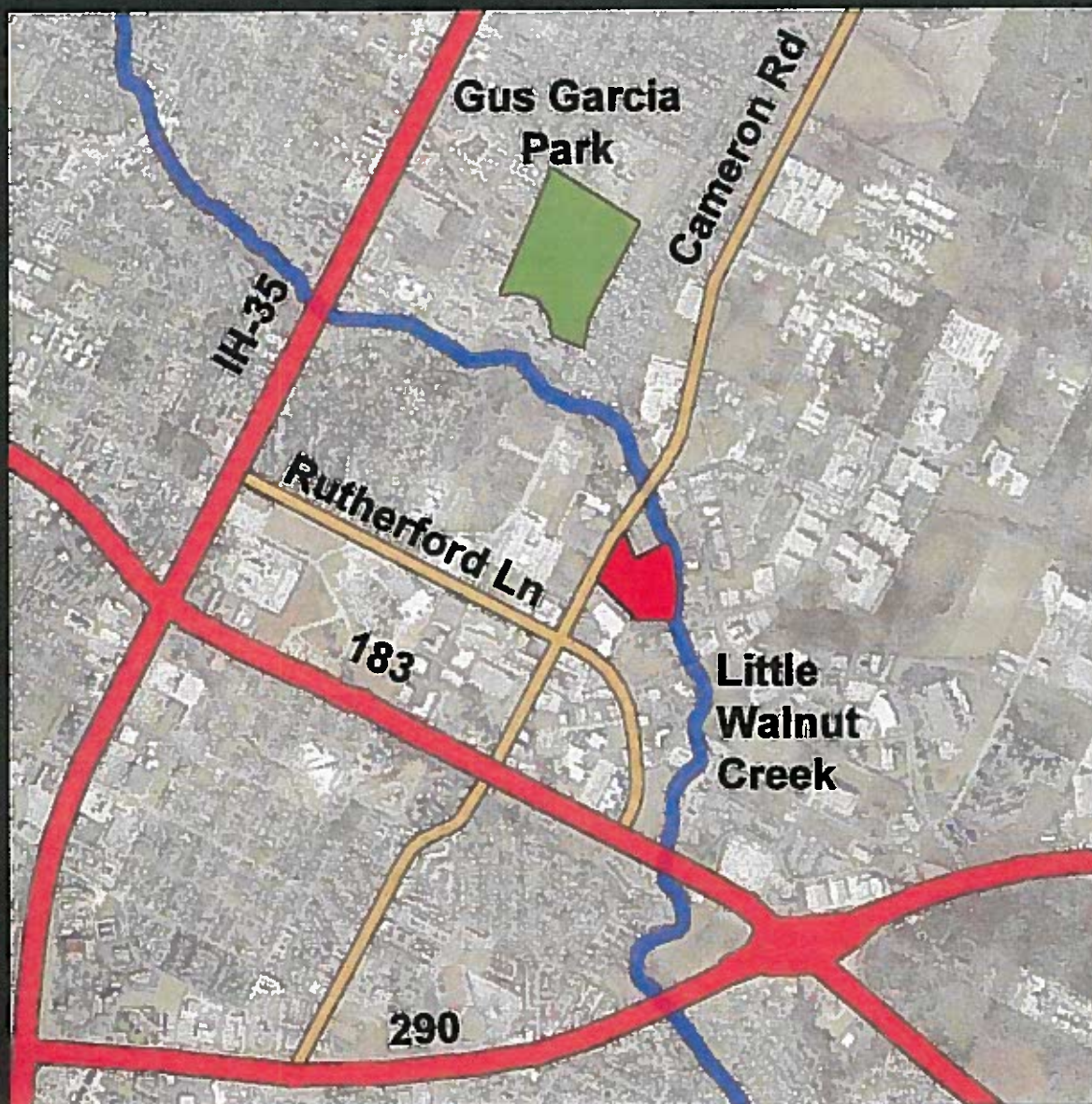
Site Location



Major Roads



Little Walnut Creek and Gus Garcia Park



A View of the Site



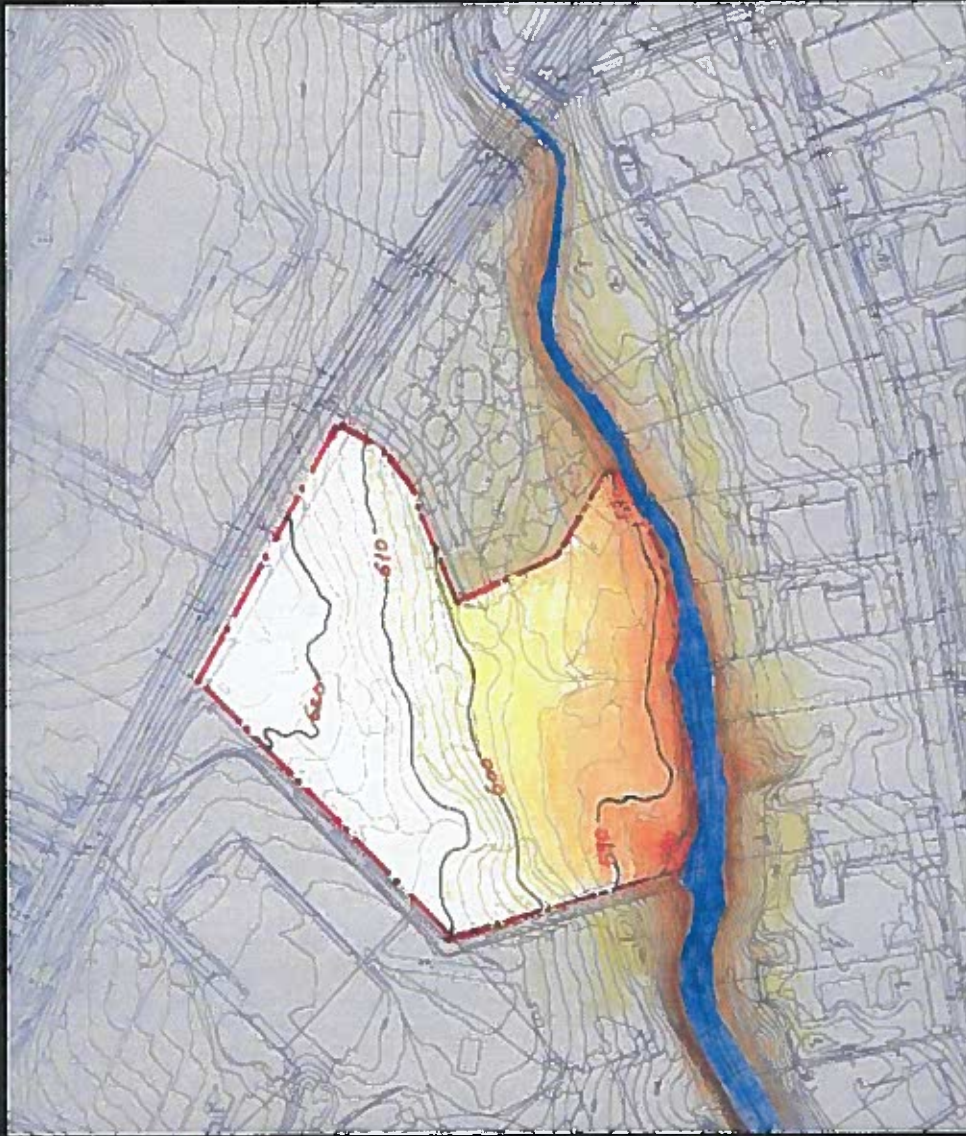
Future Home to the AARC



Utilities



Topography



Steep Slopes



 <5%  5-10%  10-15%  >15%

Survey of Existing Trees



Adjacent Neighbors



office



duplex



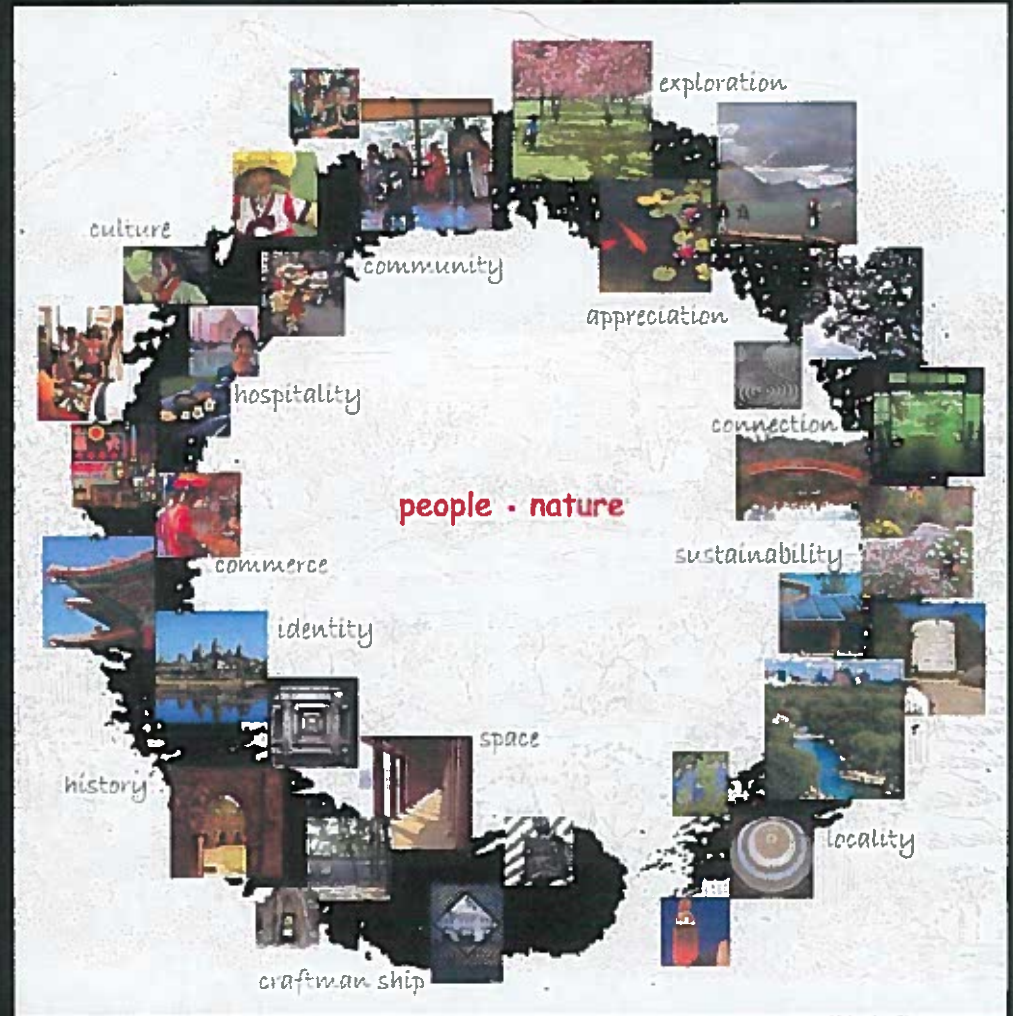
hospital

Phase 1: Process
Development & Goal
Setting

Phase 2: Information
Gathering & Analysis

Phase 3: Preliminary
Master Plan

Phase 4: Implementation
Plan





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.

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.

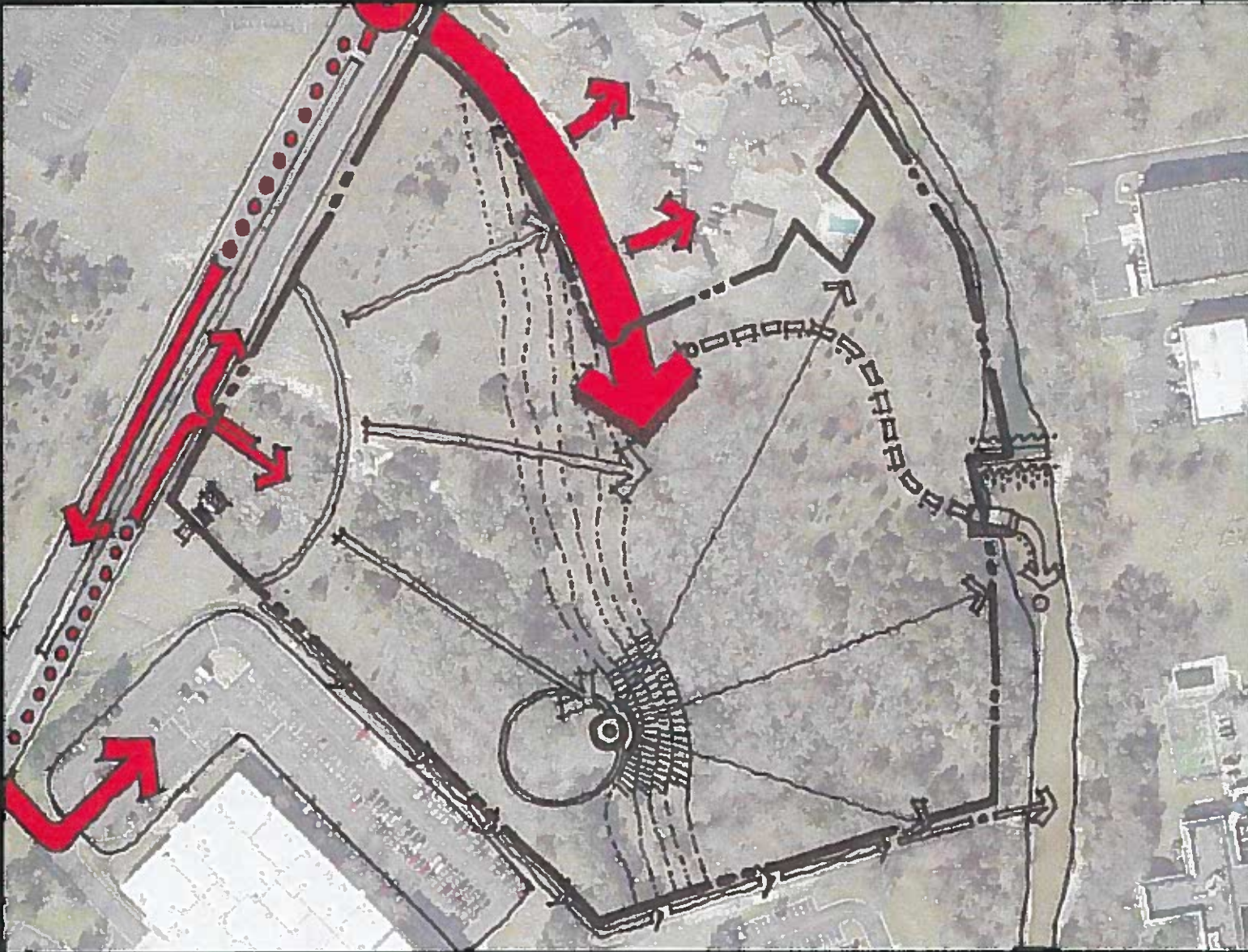
Planning Principals

- 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



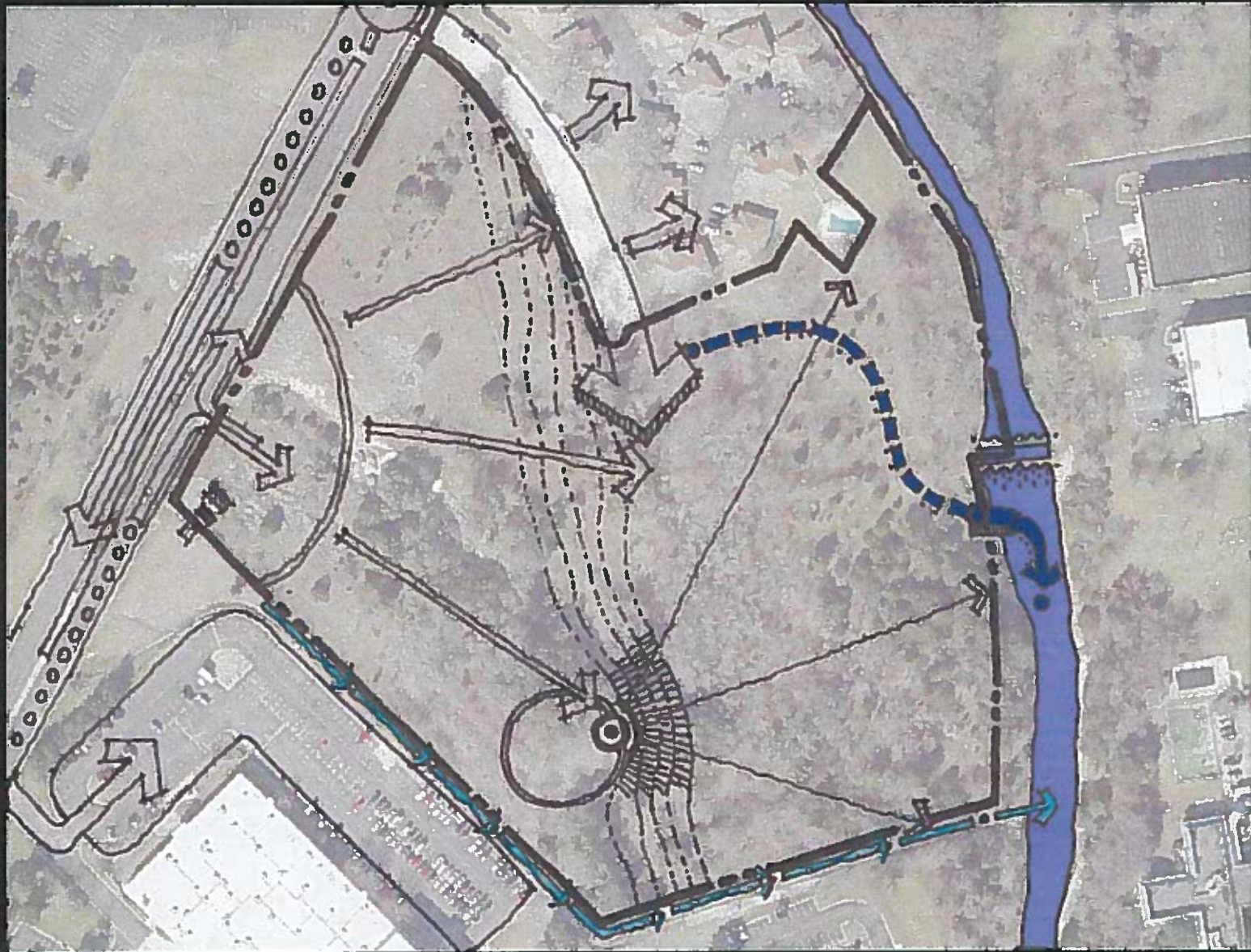
Opportunities & Constraints - Topography



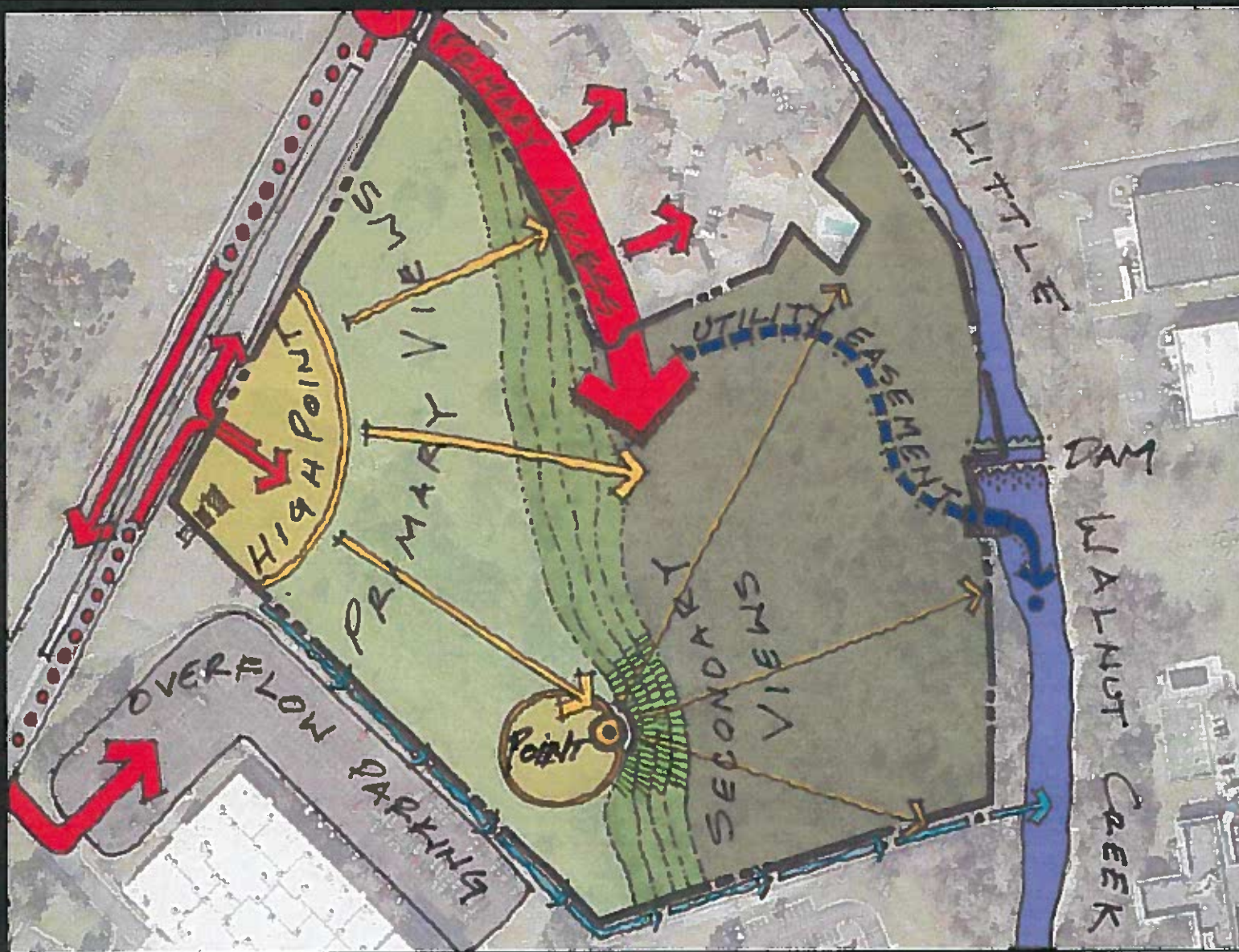
Opportunities & Constraints — High Points / Views



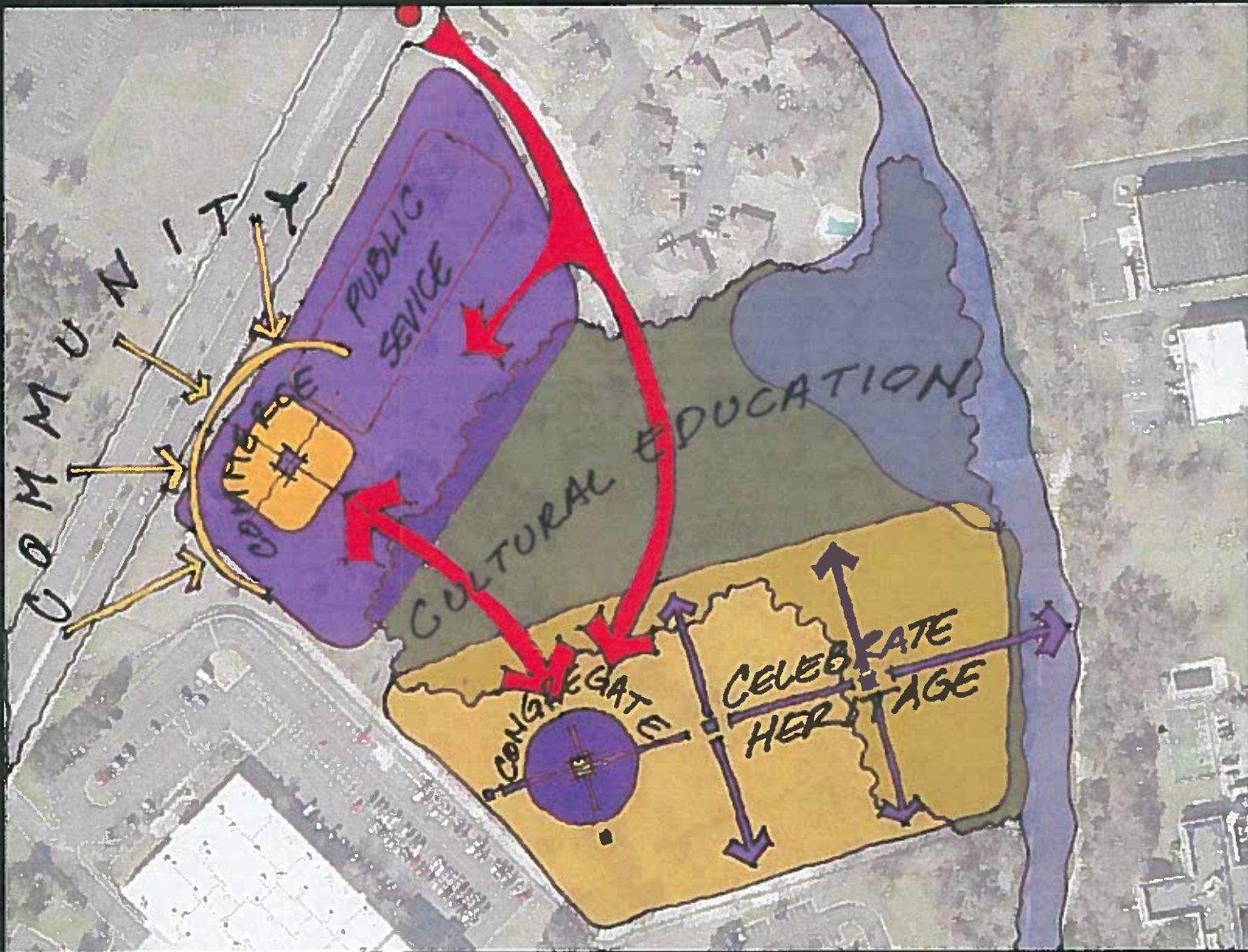
Opportunities & Constraints - Easements



Opportunities & Constraints Diagram



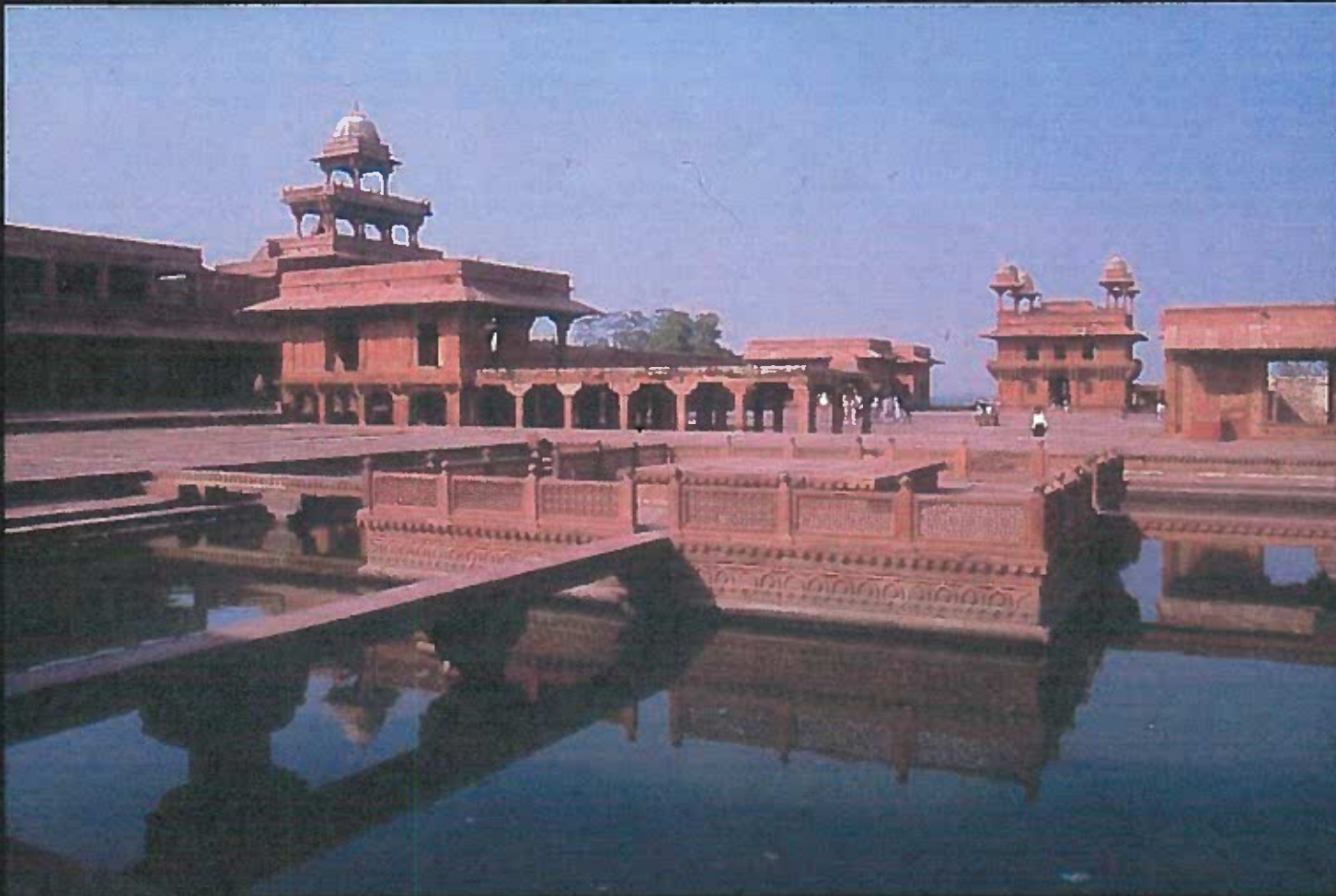
Concept Diagram



Site Design



Site Design



Site Design



Site Design



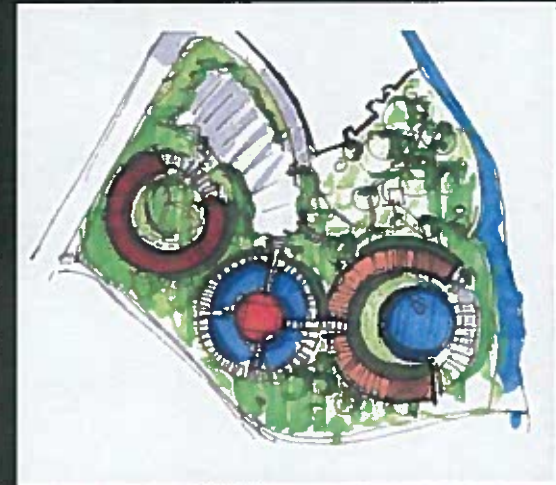
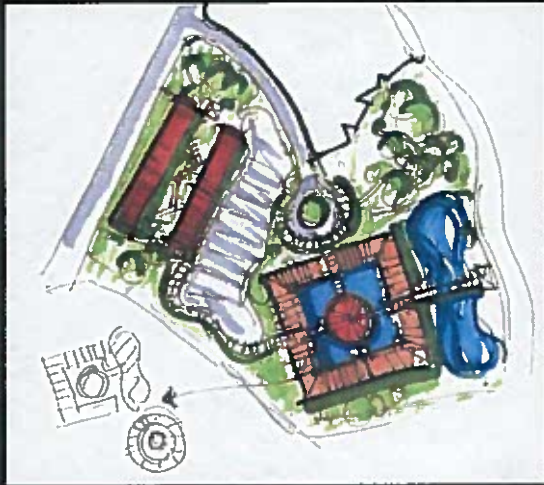
Site Design



Site Design



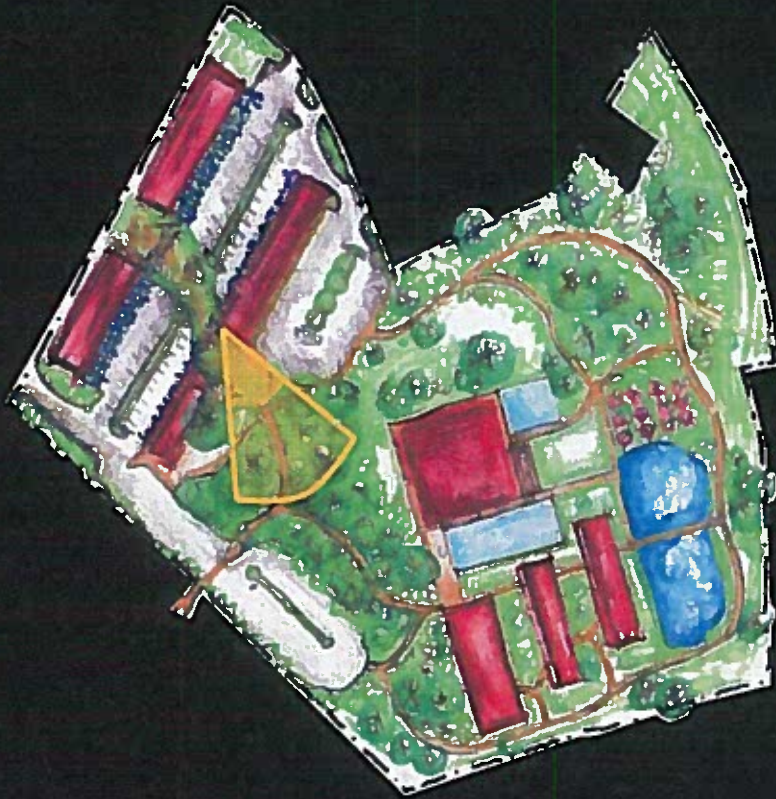
Preliminary Sketch Diagrams



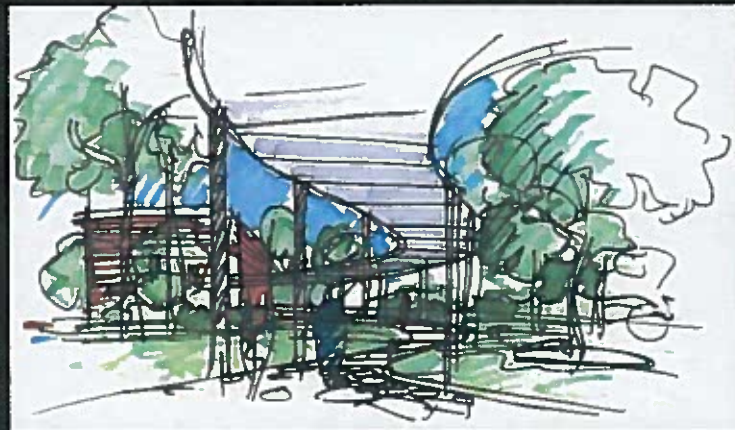
AARC - SITE MASTER PLAN



Cultural Center Vignettes



Inspiration ~ Sense of Place



Conceptual Translation

Cultural Center Vignettes



Inspiration ~ Sense of Place

The meandering trail through the gardens offers many opportunities for sitting areas and informal gathering spots.

Conceptual Translation

Cultural Center Vignettes

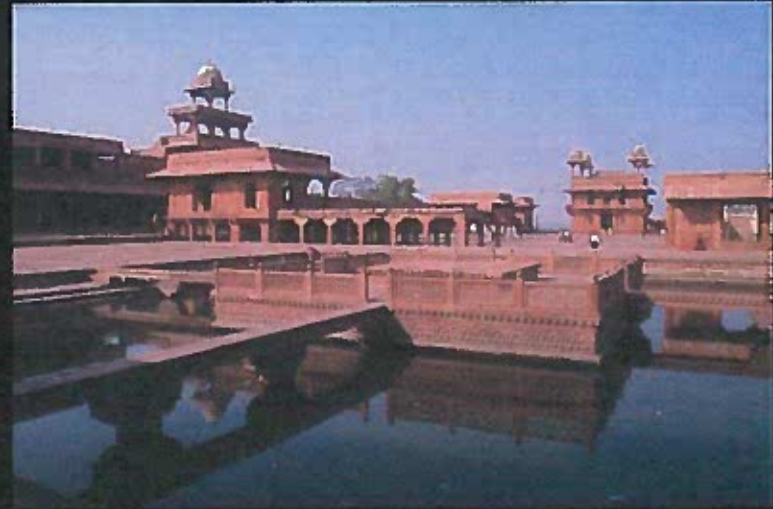


Inspiration ~ Sense of Place

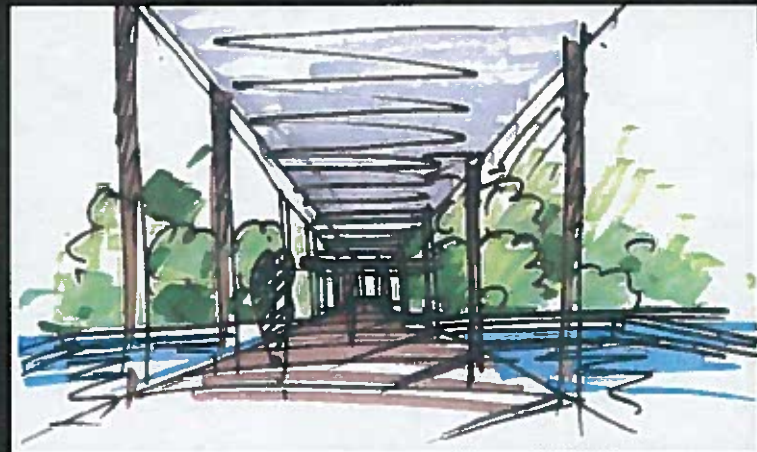


Conceptual Translation

Cultural Center Vignettes



Inspiration ~ Sense of Place



Conceptual Translation

Cultural Center Vignettes

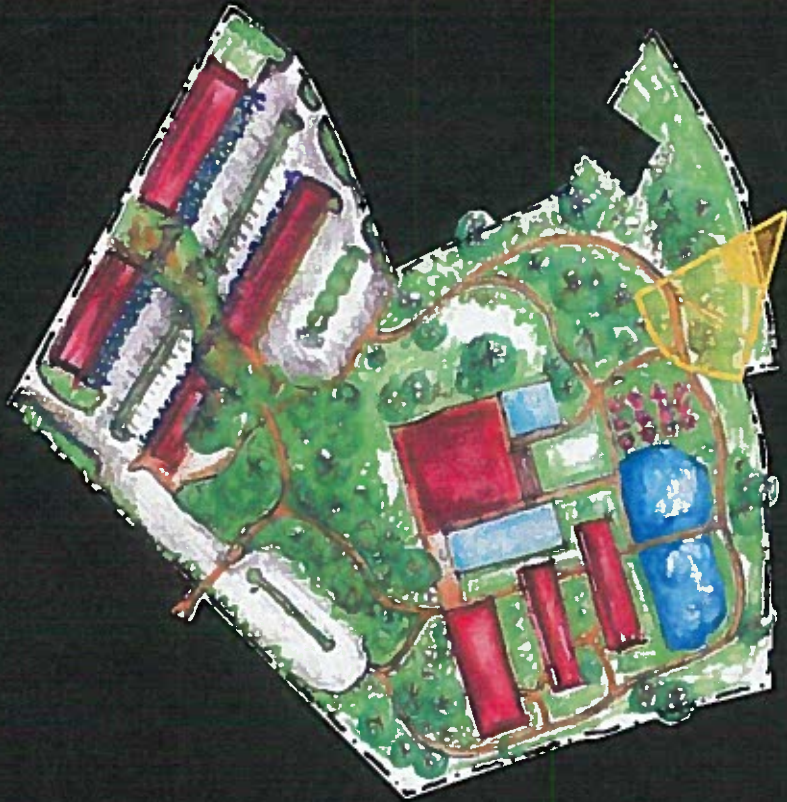


Inspiration ~ Sense of Place



Conceptual Translation

Cultural Center Vignettes



Inspiration ~ Sense of Place

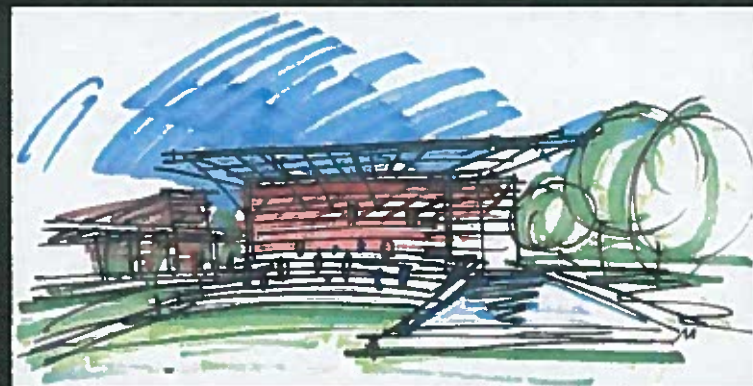


Conceptual Translation

Cultural Center Vignettes

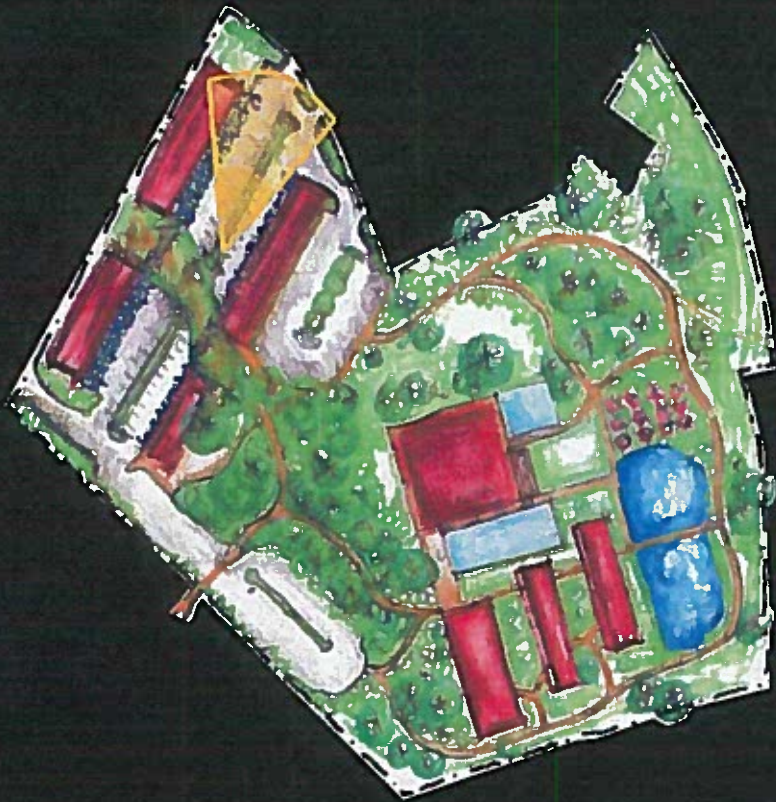


Inspiration ~ Sense of Place



Conceptual Translation

Cultural Center Vignettes

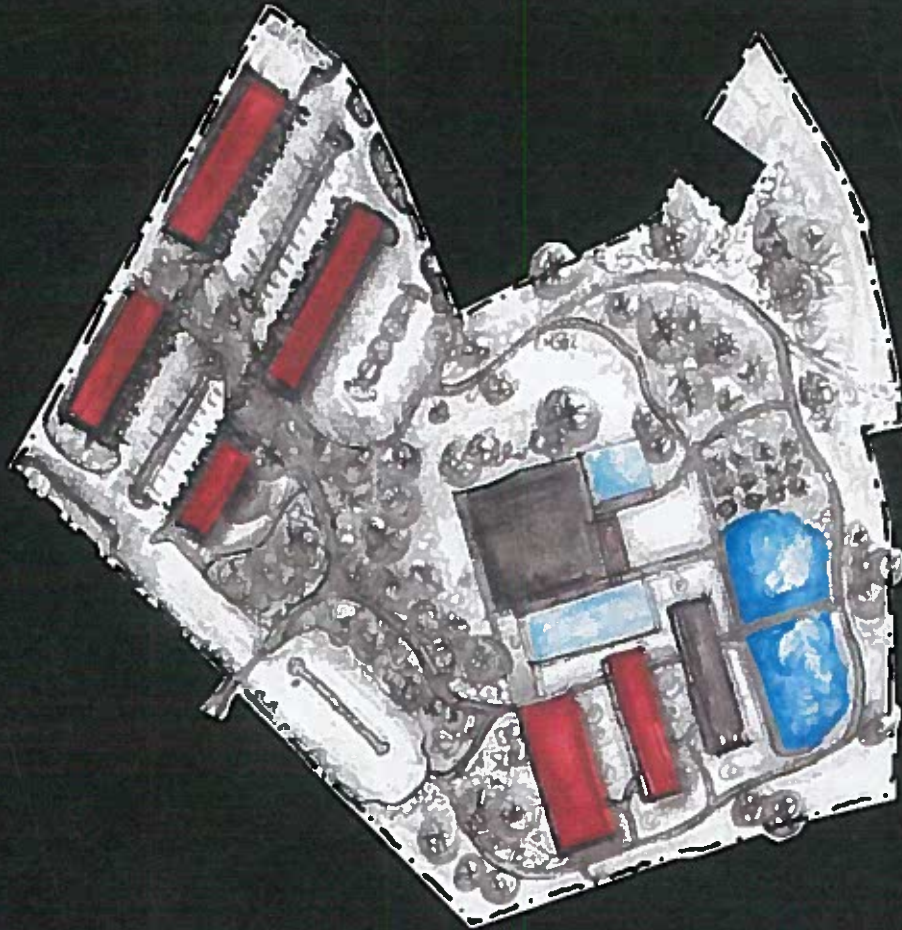


Inspiration ~ Sense of Place



Conceptual Translation

Phase 1 Build-Out



Cultural Component :

Event Hall - 12,000 sqft

Welcome Center - 500 sqft

General Office Space - 1250 sqft

Classrooms - 5,250 sqft

Meeting Rooms - 3075 sqft

Commercial Component :

Grocery - 10,000 sqft

Restaurants - Two @ 4,000 sqft

Specialty Stores - 3-4 @ 4,800 sqft

Classrooms - 5,250 sqft

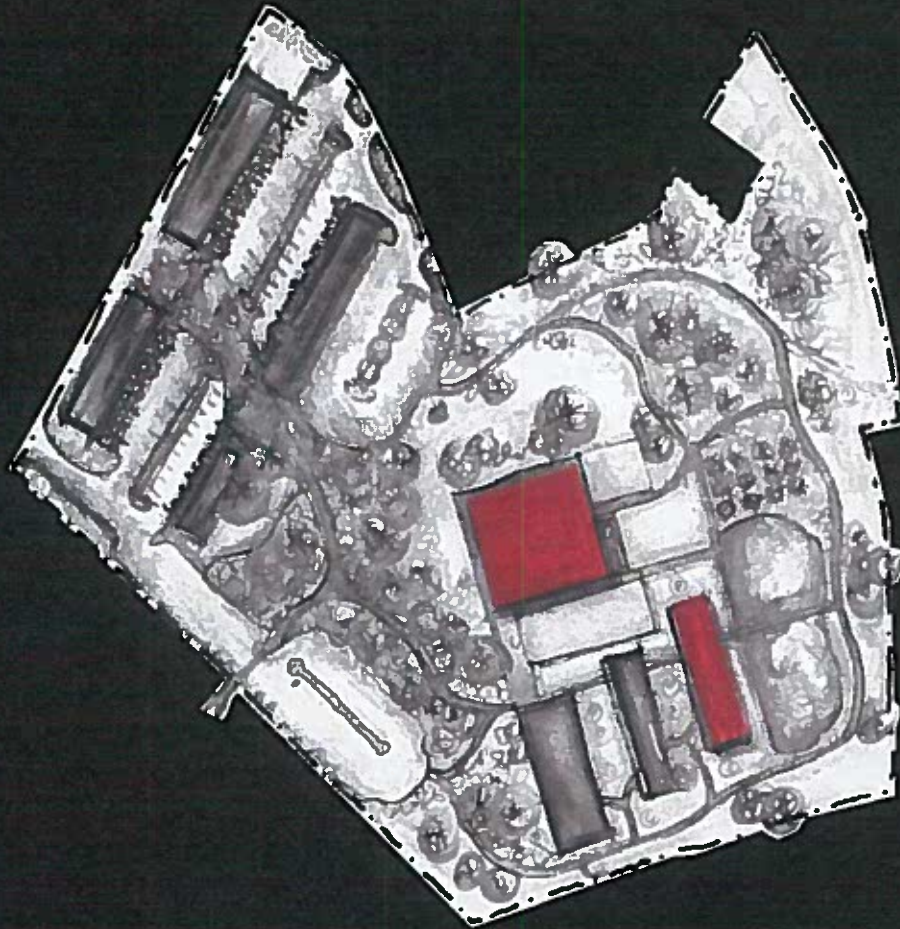
Site Work :

Detention Ponding / Water Feature

260 Parking Spaces

Some Landscaping

Phase 2 Build-Out



Cultural Component :

Dedicated Offices - 4,125 sqft

Performance Hall - 22,500 sqft

Auxiliary Spaces - 1500 sqft

Language Library - 500 sqft

Exhibit/ Display Areas - 2000 sqft

Shared Office Space - 1280 sqft

Café - 1000 sqft

Site Work :

40 Parking Spaces

w/ 150 shared parking with the adjacent city owned Emerson Track for Large Performances

Additional Landscaping

Vote YES on Bond Issue #4 on Nov. 7th !

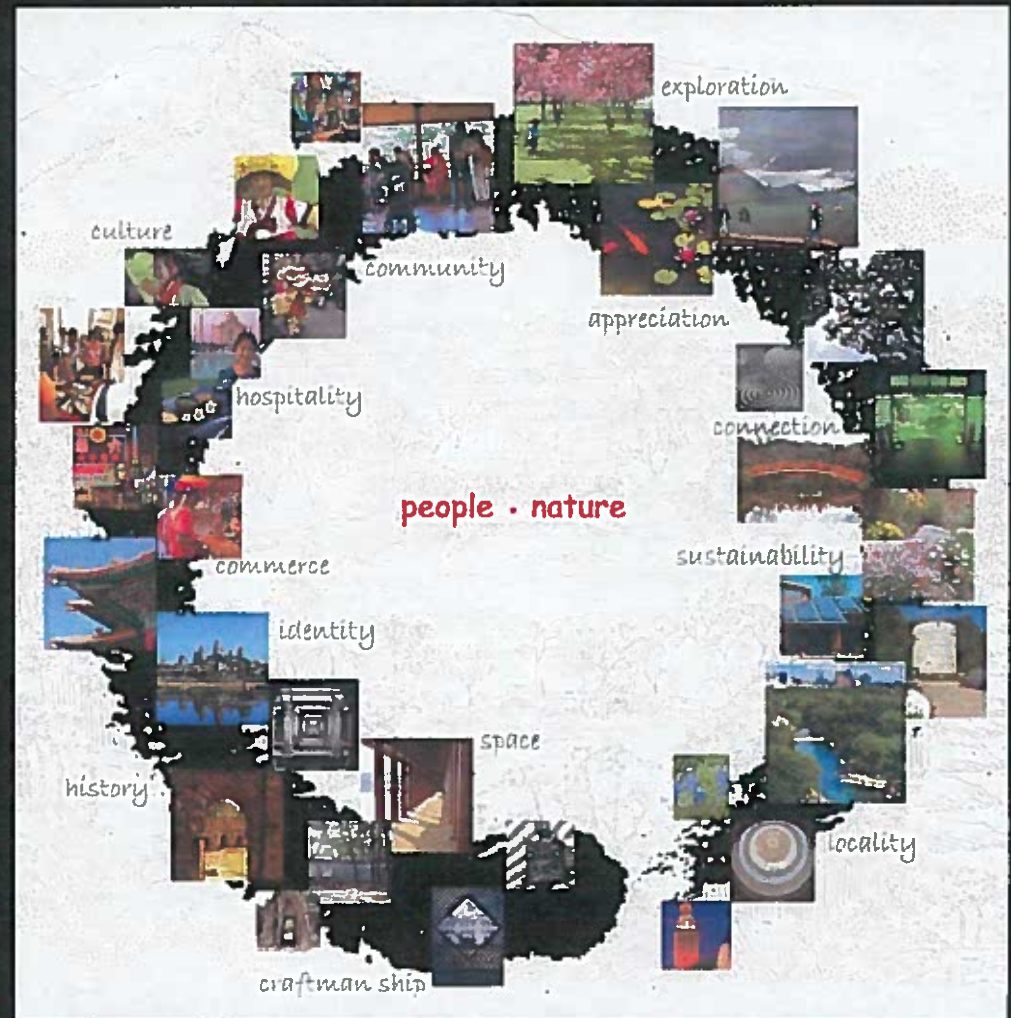


Phase 1: Process
Development & Goal
Setting

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

By Veronica Gaste



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 Neuharth 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 Neuharth 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 for the ability to run the late open program," Neuharth said.

The 10-year plan was prepared by the firm and Associates of Austin with Architects and Planners of Baton Rouge. It was developed after months of input from faculty, 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, a new student center, and a new library building.

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

With the idea of a university will and they will implement what more students

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-

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

- Austin-based Broadbuss & Associates Inc., a construction project management firm.
- Baltimore architecture firm Ayres/Saint/Gross Architects + Planners.
- Austin-based landscaper Robert J. Anderson.
- Utility infrastructure firm Stah 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 2006. 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

San Marcos Daily Record

Texas State Master Plan

By JEFF WALKER - Staff Reporter
Published Wednesday, May 27, 2005 12:49:23 PM CDT



Aerial photograph with San Marcos on left and Texas State on right.

growth in that every dollar spent expanding the physical campus also supports the traditional educational mission, and that the state's investment in higher education is a long-term return.

University President George Tetzlaff said the state's Texas State University is to be seen as a "premier university."

He also wants the university to be public as far as it relates itself and its needs to the state through its programs and research opportunities.

San Marcos President Arthur Lohrer said that the university needs better access to national events that happen on campus.

"From a strategic perspective," Lohrer said, "if you're a research and post-secondary institution, you likely to get a lot of the best faculty."

AUSTIN BUSINESS JOURNAL © austinbizjournal.com A3

Texas State plans for growth



Some changes pushed as much as possible.

Process is as important as Product



Top Stories

Thursday, June 2, 2005

Master plan in place for Texas State U

6/1/2005 9:34 PM
By Veronica Garcia



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 Nordman 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 Nordman 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 she notices a change in the campus from gray 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

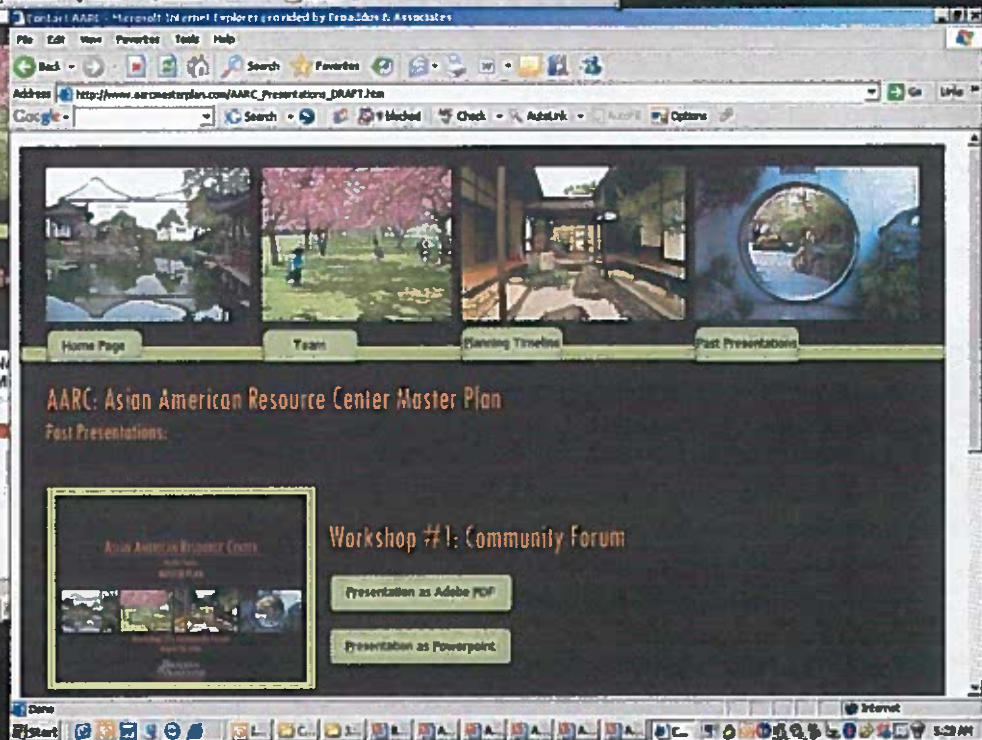
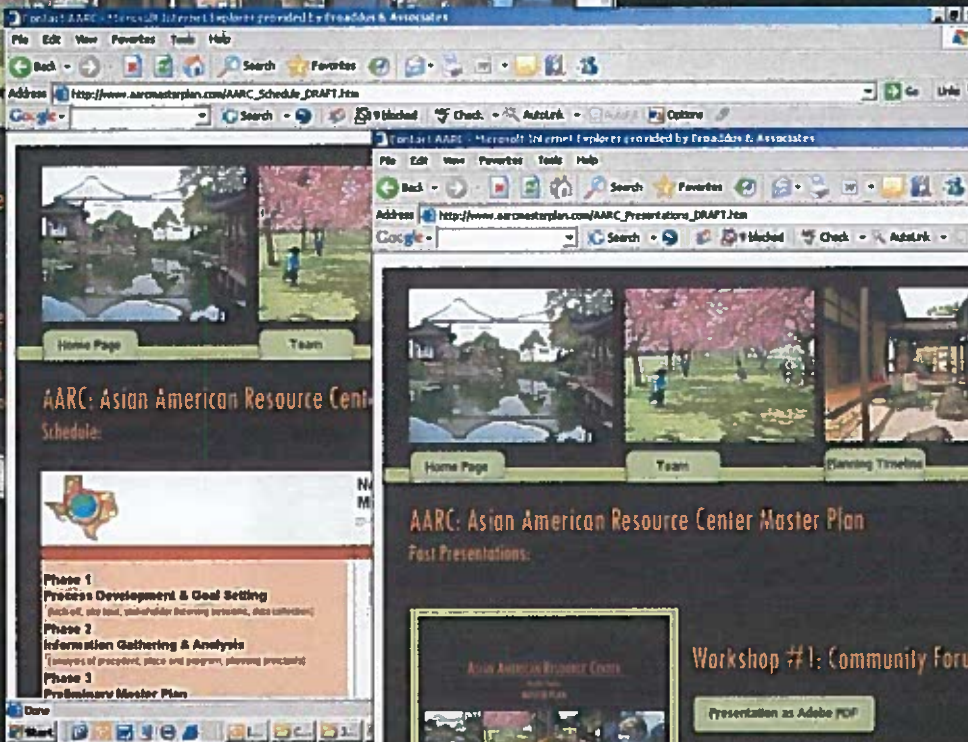
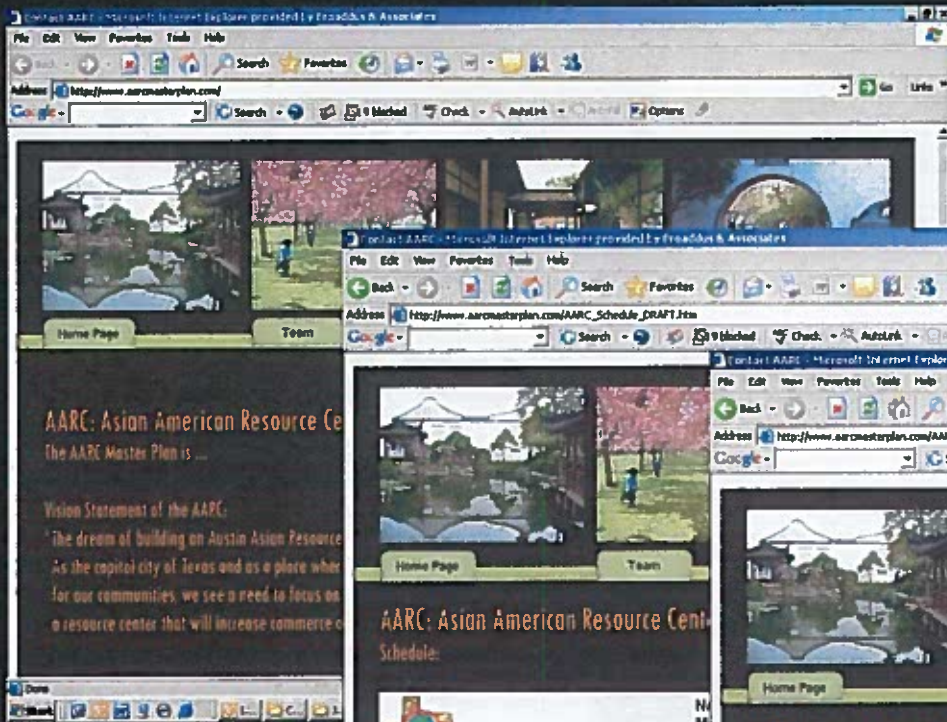
which one line...
ing at the seams."
The university's Board of Regents was scheduled to meet May 7 with the master plan committee to choose several compa

WHM Transportation
Engineering Consultants Inc., a

See UTV



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: Dec 9

**BROADDUS
& ASSOCIATES**
ARCHITECTURE, PLANNING, MANAGEMENT AND CONSULTING

ASIAN AMERICAN RESOURCE CENTER

Austin, Texas

MASTER PLAN



Workshop #4: Community Forum / Final Plan

December 9, 2006

**BROADDUS
& ASSOCIATES**
LANDSCAPE ARCHITECTS

Team

AARC

Schiller Liao
Shanker Reddy
George Chang

Phil Hoang
Raymond Chan

Planners

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

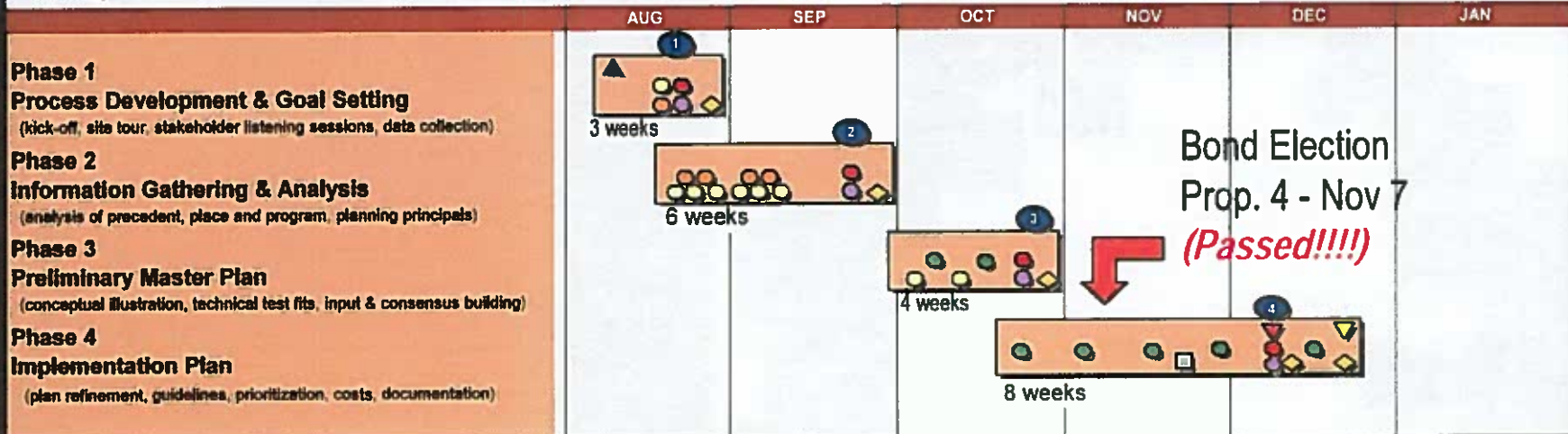
MASTER PLANNING PROCESS



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

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

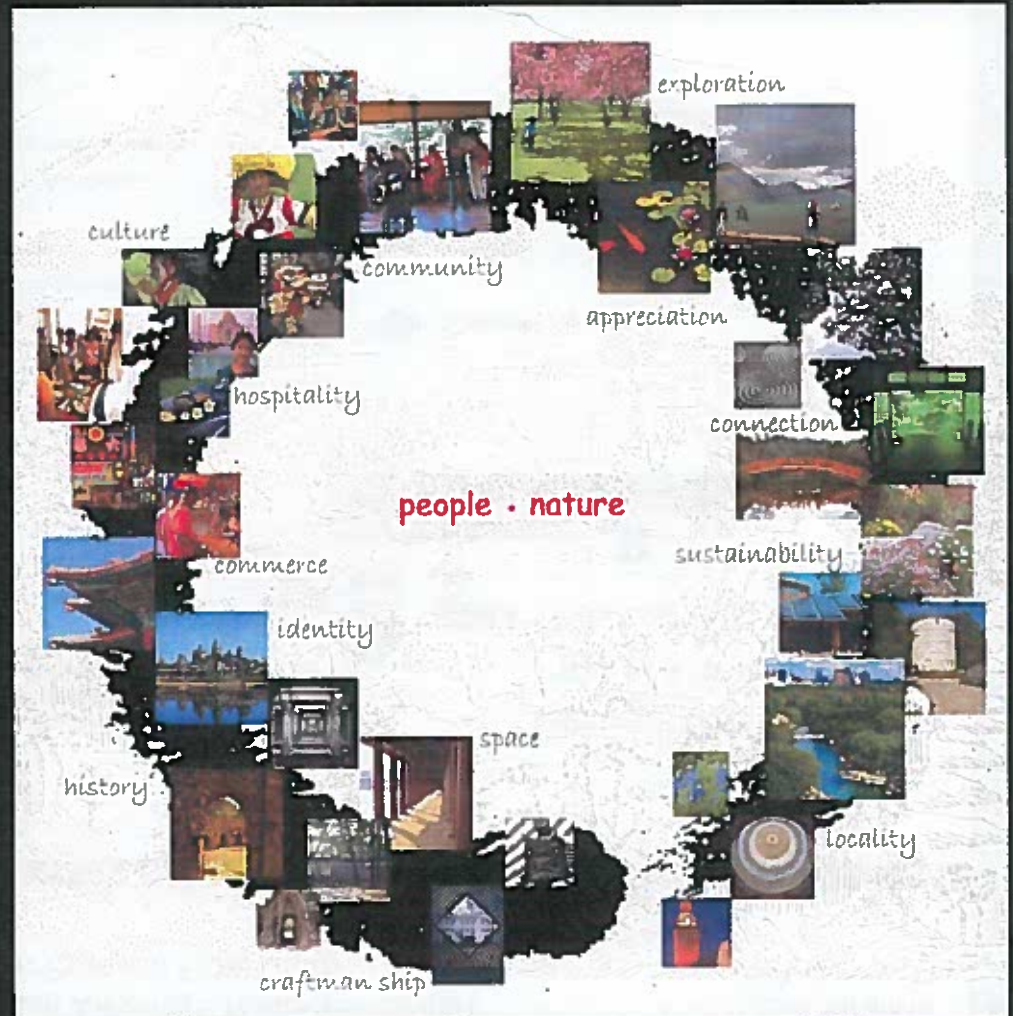
Final
Plan
Dec 9

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

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

Listening

Asian American Community

AID - Austin
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 Hindu Temple & Community Center
Austin Kannada Sangha
Austin Marathi Mandal
Austin Taiwanese Association
Austin Taiwanese Chamber of Commerce
Bangladesh Community of Austin
Barsana Dham
BAPS Swamonarayan Sanstha
Bengali
Cambodian Foundation
Chimnaya Mission
Chinese Society of Austin
Gujarati Samaj of Austin
Indian American Coalition of Texas
Indian Classical Music Circle of Austin
India Community Center
India Fine Arts, Inc
Jain Community

Korean Community of Austin
Korean American Association of Austin
Korean American Coalition of Central Texas
Korean American Senior Association
Korean Chamber of Commerce
Network of Asian American Organizations
Om Kara
Pakistani American Association of Greater Austin
Pratham, Austin
SAHELI for Asian Families
Singh Sabha Gurudwara
Sri Lankan Community of Austin
Tamil Cultural Association at UT
Tanjore Performing Arts
Telugu Cultural Association, Austin
Vietnamese American Community of Austin
Vietnamese American Heritage Foundation
Vietnamese Senior Associate
Vietnamese Veterans Association
Vietnamese Chamber of Commerce



Listening

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

Worksessions

Feng Shui collaboration
Developer feedback (2)

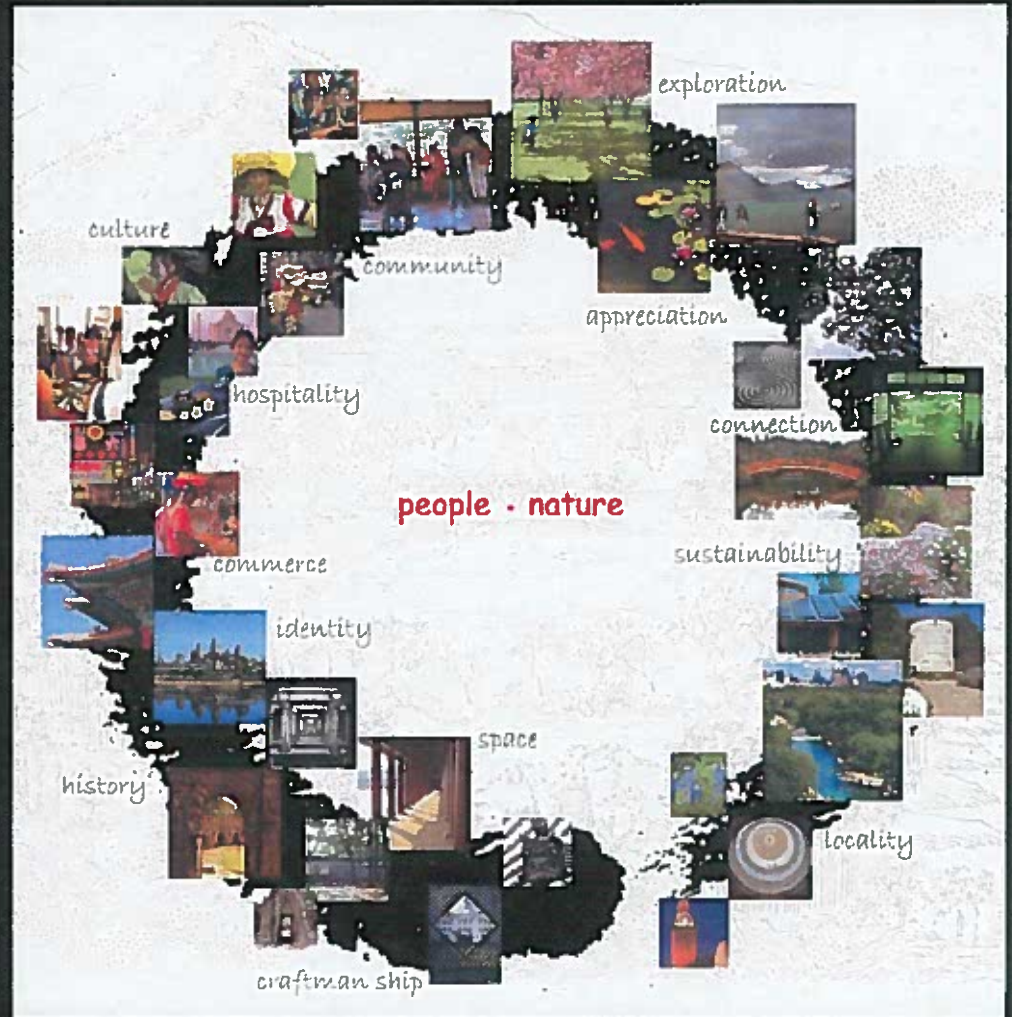


Phase 1: Process
Development & Goal
Setting

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

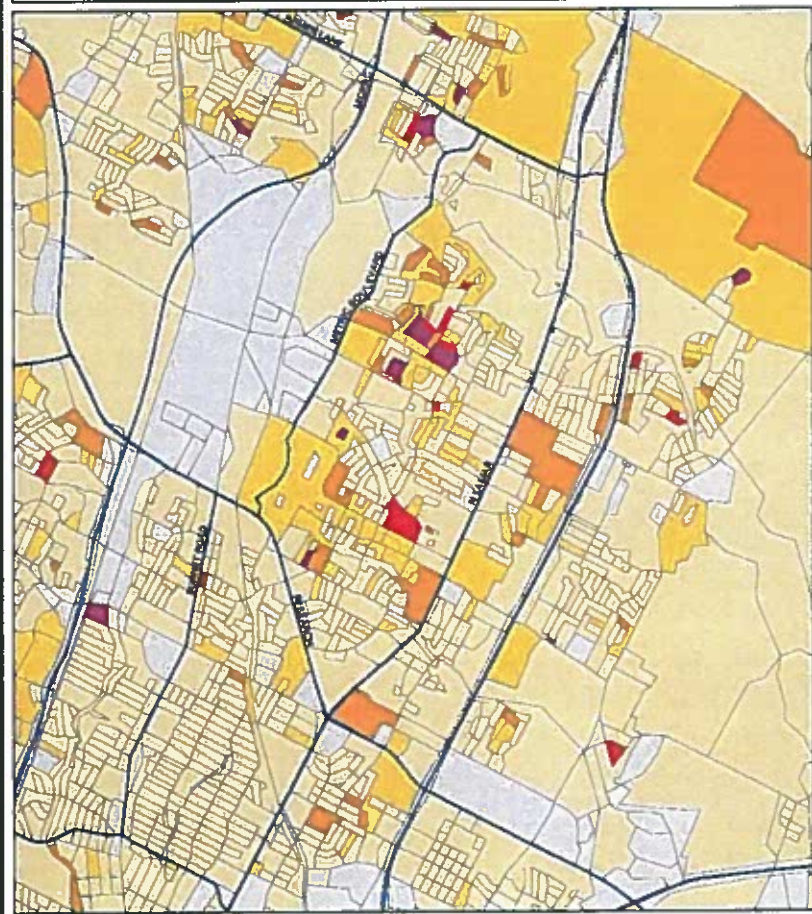
2002 Needs Survey
Primary & Support Spaces
Ancillary Programs

Physical – Site Analysis

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

**Inform Concept
Development**

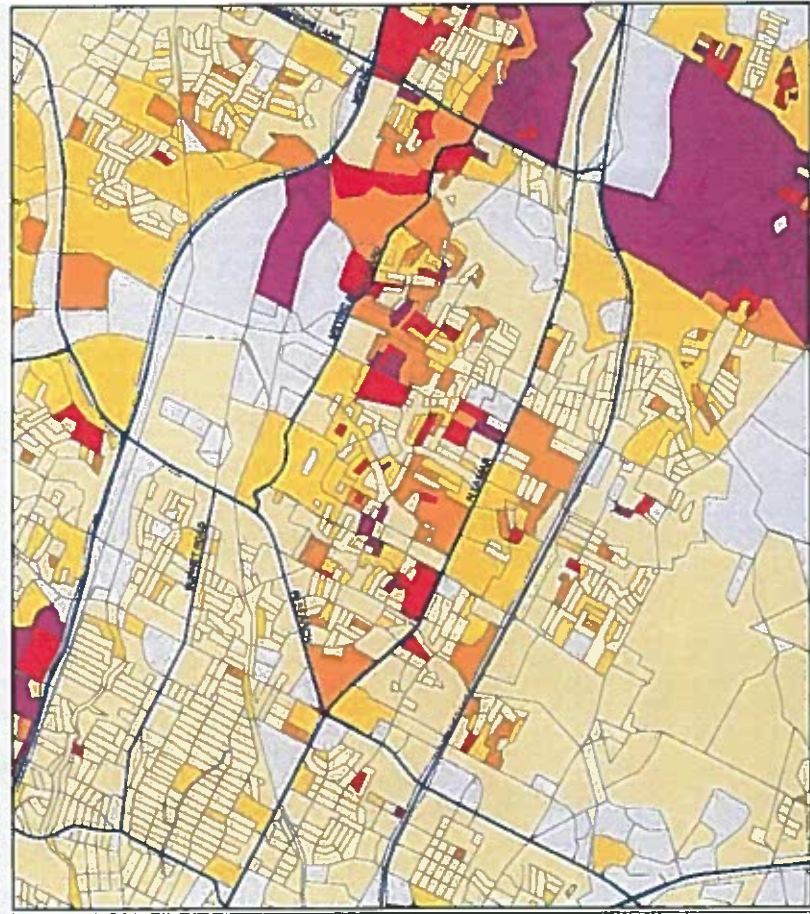
Austin's Asian Population Change — 1990-2000



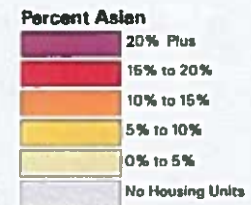
1990 Population



Map produced by The City Demographic Department of Planning, City of Austin, October 1999



2000 Population



Benchmarking: Organizations

- 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
- National Association of Asian American Professionals-Seattle
 - State chapter of a national professional association (NAAAP)
 - No physical address / only P.O. Box
 - Rotating leadership — organization “moves” with that person

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.

Space Programming
Updated Findings

Programming – What has occurred so far ?

Have included meetings with the following 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
- SAHEL for Asian Families
- Sri Lankan Community of Austin
- Vietnamese American Community of Austin
- Singh Sabha Gurudwara
- Austin Hindu Temple & Community Center
- Austin Kannada Sangha (AKS)
- Austin Marathi Mandal
- BAPS Swamonarayan Sanstha
- Barsana Dham
- Bengali
- Chimnaya Mission
- Gujarati Samaj of Austin
- India Community Center (ICC)
- India Fine Arts, Inc (IFA)
- Indian American Coalition of Texas (IACIT)
- Jain Community
- Om Kara
- Pratham, Austin
- Tamil Cultural Association at UT Austin
- Telugu Cultural Association, Austin
- AID - Austin
- Indian Classical Music Circle of Austin (ICMCA)
- Tanjore Performing Arts

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

Phasing Strategy

Department/Area	Phase I	Future Phases	Total Project
<i>Shared Areas</i>			
Shared Public Spaces	7,620	11,352	28,372
<i>Subtotal AARC Shared Facilities</i>	7,620	11,352	28,372
<i>Dedicated Areas</i>			
Operations Office	1,279	0	1,279
Business Assistance Center	3,228	0	0
SAHELI	0	2,075	2,075
Vietnamese Senior Association	1,275	0	1,275
<i>Subtotal Dedicated Areas</i>	5,782	2,075	4,629
Total Programmed Space	13,402	13,427	26,829
Programming Contingency (5%)	670	671	1,341
Total Assignable Space	14,072	14,098	28,170
Identified Non-Assignable Space			0
Gross Area (70%)	20,103	20,141	40,244

Shared Public Spaces

1st Phase Spaces

- ❑ Community Event Hall (600 seats)
- ❑ Welcome/Reception Center
- ❑ Classrooms (6)
- ❑ Language Library
- ❑ Meeting Room (30p)
- ❑ Meeting Room (15p)

Future Phase(s) Spaces

- ❑ Performance Hall (500seats)
- ❑ Classrooms (9)
- ❑ Meeting Room (30p)
- ❑ Shared Office Cubicles (20)

Dedicated Areas

1st Phase Spaces

- ❑ Operations Office
- ❑ Business Assistance Center
 - AAACC Offices
 - Other Chamber Offices
 - NAOO Board Office
 - Business Assistance Offices
 - Support Areas such as:
 - Conference
 - Breakroom
 - Reception
 - Waiting
- ❑ Vietnamese Senior Association
(Elderly Support Center)

Future Phase(s) Spaces

- ❑ SAHELI (if appropriate)

Phasing Strategy

In addition to the AARC areas the site will should accommodate the following commercial spaces:

- Restaurants
- Grocery Market
- Retail / Commercial Lease Spaces

These areas are in addition to the phasing plan shown on the previous slide. It is intended that through a ground-lease from AARC a private, 3rd party entity would design, construct and ultimately pay for these spaces. Revenues generated from these areas are intended to provide partial funding for operating expenses of the cultural center.

Programs

Shared Spaces:

Name of Space	Occup.	Number and Size of Rooms/Areas	Overall Total	Phase I	Future Phases
Community Event Hall					
Seating	600	1 @ 7,500 sq.ft.	7,500	7,500	
Stage		1 @ 600 sq.ft.	600	600	
Catering Kitchen		1 @ 500 sq.ft.	500	500	
Storage		2 @ 150 sq.ft.	300	300	
Back-of-the-house circulation		1 @ 500 sq.ft.	500	500	
		Subtotal	9,400		
Performance Hall:					
Seating	500	1 @ 4,250 sq.ft.	4,250		4,250
Stage		1 @ 600 sq.ft.	600		600
Sm. Storage		1 @ 100 sq.ft.	100		100
Lg. Storage		1 @ 300 sq.ft.	300		300
Audio/Visual		1 @ 100 sq.ft.	100		100
		Subtotal	5,350		5,350
Welcome/Reception Center		1 @ 1,000 sq.ft.	1,000	1,000	
Classrooms	20	15 @ 420 sq.ft.	6,300	(6) 2,520	(9) 3,780
Classroom Storage		8 @ 50 sq.ft.	400	400	
Language Library		1 @ 500 sq.ft.	500	500	
Exhibit Display Areas		20 @ 100 sq.ft.	2,000	2,000	
Lg Meeting Room	75	0 @ 1,125 sq.ft.	0	0	
Med. Meeting Room	30	2 @ 600 sq.ft.	1,200	1,200	
Sm. Meeting Room	15	2 @ 375 sq.ft.	750		750
Shared Office Cubicles	1	20 @ 74 sq.ft.	1,472		1,472
		Total Sq. Ft.	28,372	7,620	11,352

Programs

Dedicated Areas:

Operations Office

Name of Space	Occup.	Number and Size of Rooms/Areas	Overall Total	Phase I	Future Phases	Phasing Total
Executive Director's Office	1	1 @ 175 sq.ft.	175	175		175
Program Analyst	1	1 @ 140 sq.ft.	140	140		140
Admin Assistant	1	1 @ 64 sq.ft.	64	64		64
Volunteer Workroom		1 @ 375 sq.ft.	375	375		375
Waiting Area	5	1 @ 150 sq.ft.	150	150		150
Conference Room	15	1 @ 375 sq.ft.	375	375		375
Total Sq. Ft.			1,279	1,279	0	1,279

Programs

Dedicated Areas:

Business Assistance Center

Name of Space	Occup.	Number and Size of Rooms/Areas	Overall Total	Phase I	Future Phases
AAACC					
Director's Office	1	1 @ 140 sq.ft.	140	140	
Staff Office	1	1 @ 64 sq.ft.	64	64	
Volunteer Workroom		1 @ 175 sq.ft.	175	175	
Conference Room	1	1 @ 175 sq.ft.	175	175	
Other Chamber Offices		3 @ 140 sq.ft.	420	420	
Business Assistance Offices		3 @ 140 sq.ft.	420	420	
NAOO Board Office	1	1 @ 140 sq.ft.	140	140	
Construction Trades Office					
Staff Offices		2 @ 140 sq.ft.	280	280	
Plan Room		1 @ 300 sq.ft.	300	300	
Storage		1 @ 100 sq.ft.	100	100	
Conference Room		1 @ 375 sq.ft.	375	375	
Breakroom		1 @ 0 sq.ft.	0	0	
Workroom		1 @ 375 sq.ft.	375	375	
Reception Station		1 @ 64 sq.ft.	64	64	
Waiting		1 @ 200 sq.ft.	200	200	
Total Sq. Ft.			3,228	3,228	0

Programs

Dedicated Areas:

SAHELI

Name of Space	Occup.	Number and Size of Rooms/Areas	Overall Total	Phase I	Future Phases
Director's Office	1	1 @ 175 sq.ft.	175		175
Professional/Client Rooms	2-3	6 @ 175 sq.ft.	1,050		1,050
Family Client Room	6	1 @ 175 sq.ft.	175		175
Volunteer Workroom		1 @ 375 sq.ft.	375		375
Reception Area		1 @ 200 sq.ft.	200		200
Storage		1 @ 100 sq.ft.	100		100
Total Sq. Ft.			2,075	0	2,075

Programs

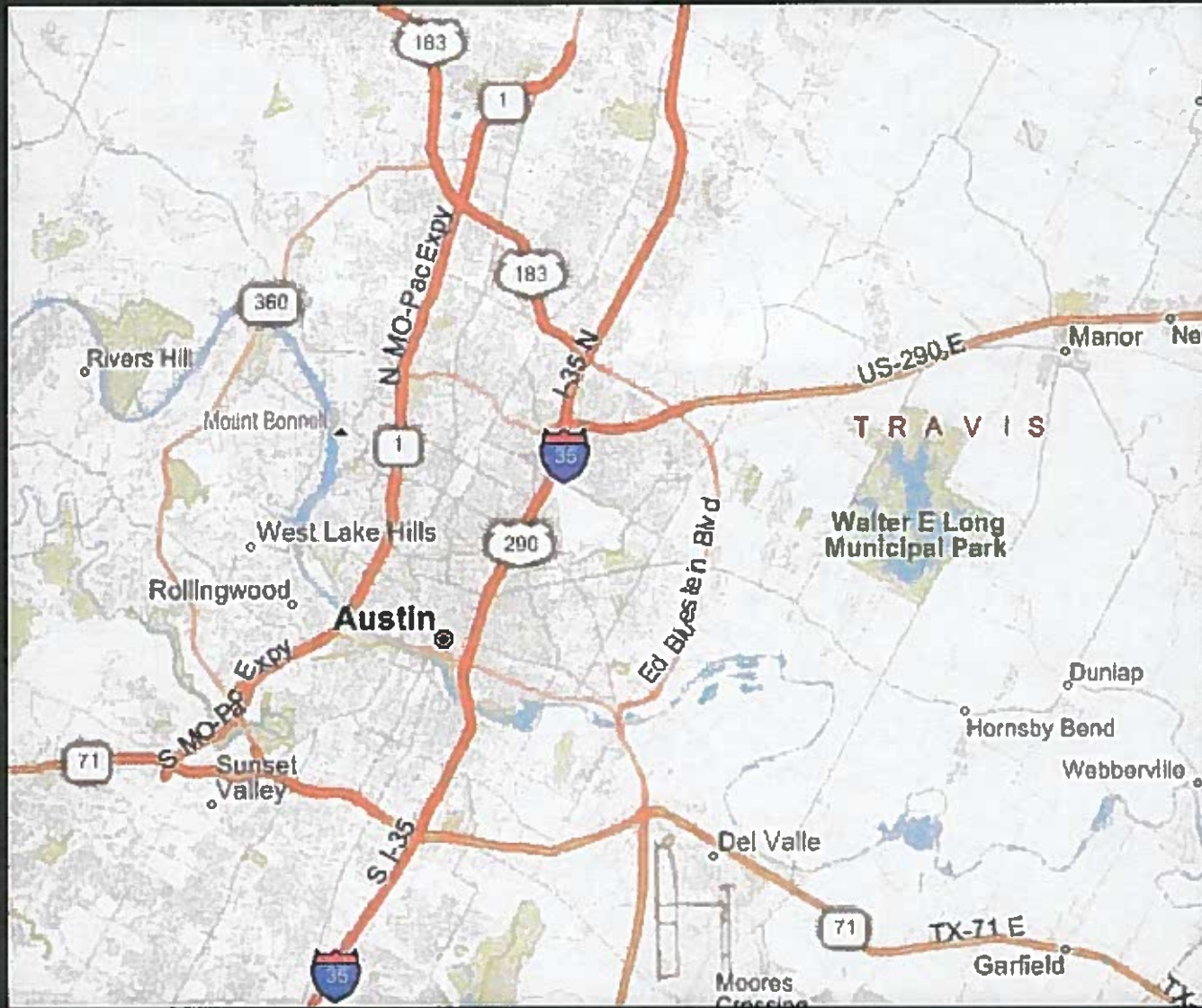
Commercial Spaces:

Name of Space	Occup.	Number and Size of Rooms/Areas	Overall Total	Phase I	Future Phases
Restaurant		2 @ 2,000 sq. ft.	4,000	4,000	
Grocery Market		1 @ 10,000 sq. ft.	10,000	10,000	
Specialty Retail		3 @ 1,200 sq. ft.	3,600	3,600	
Office Lease Space		1 @ 10,000 sq. ft.	10,000	10,000	
Total Sq. Ft.			27,600	27,600	0

Preliminary Site Analysis & Conceptual Beginning



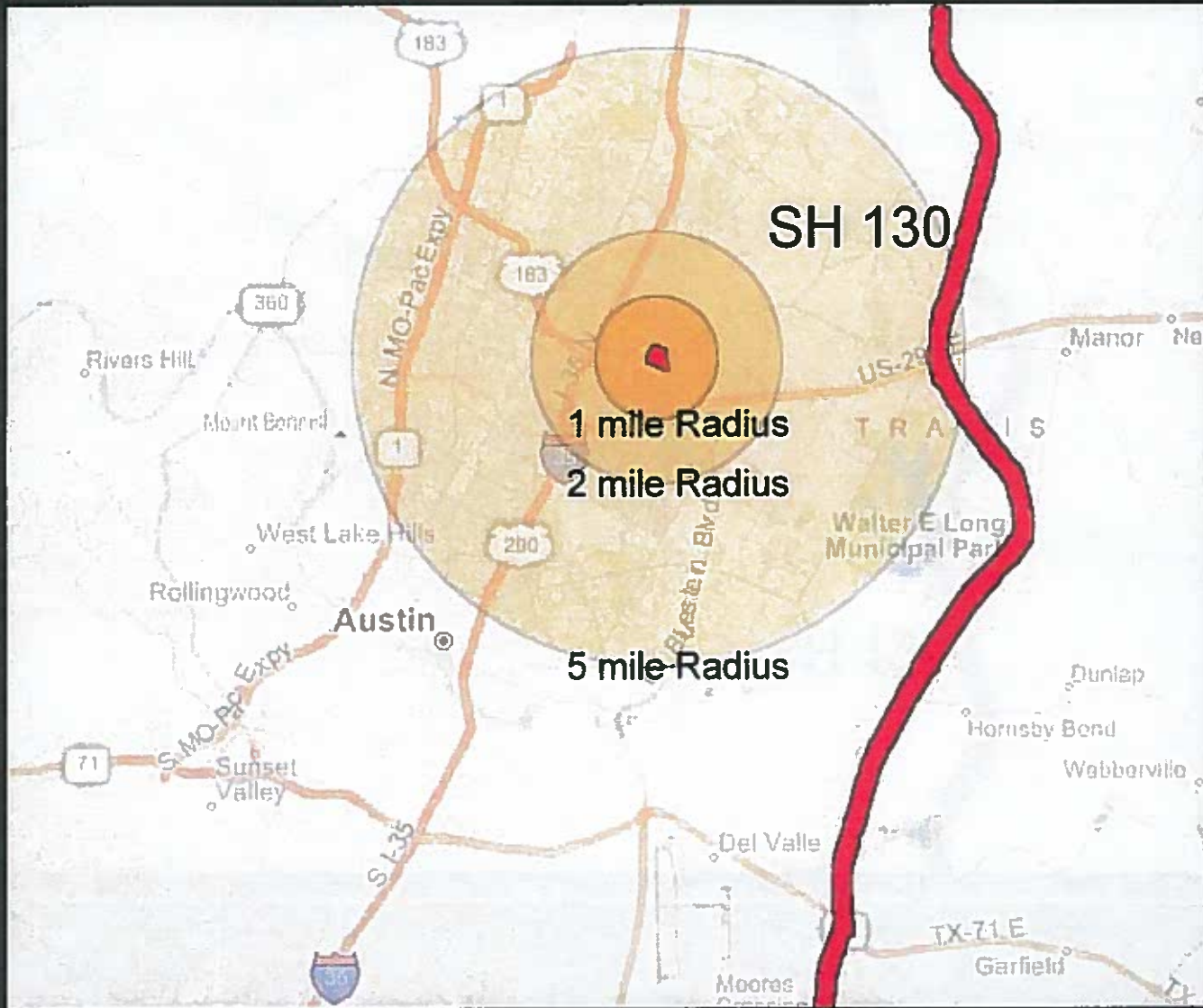
Austin, Texas - Site Location



Austin, Texas - Site Location



Austin, Texas - Site Location



Little Walnut Creek and Gus Garcia Park



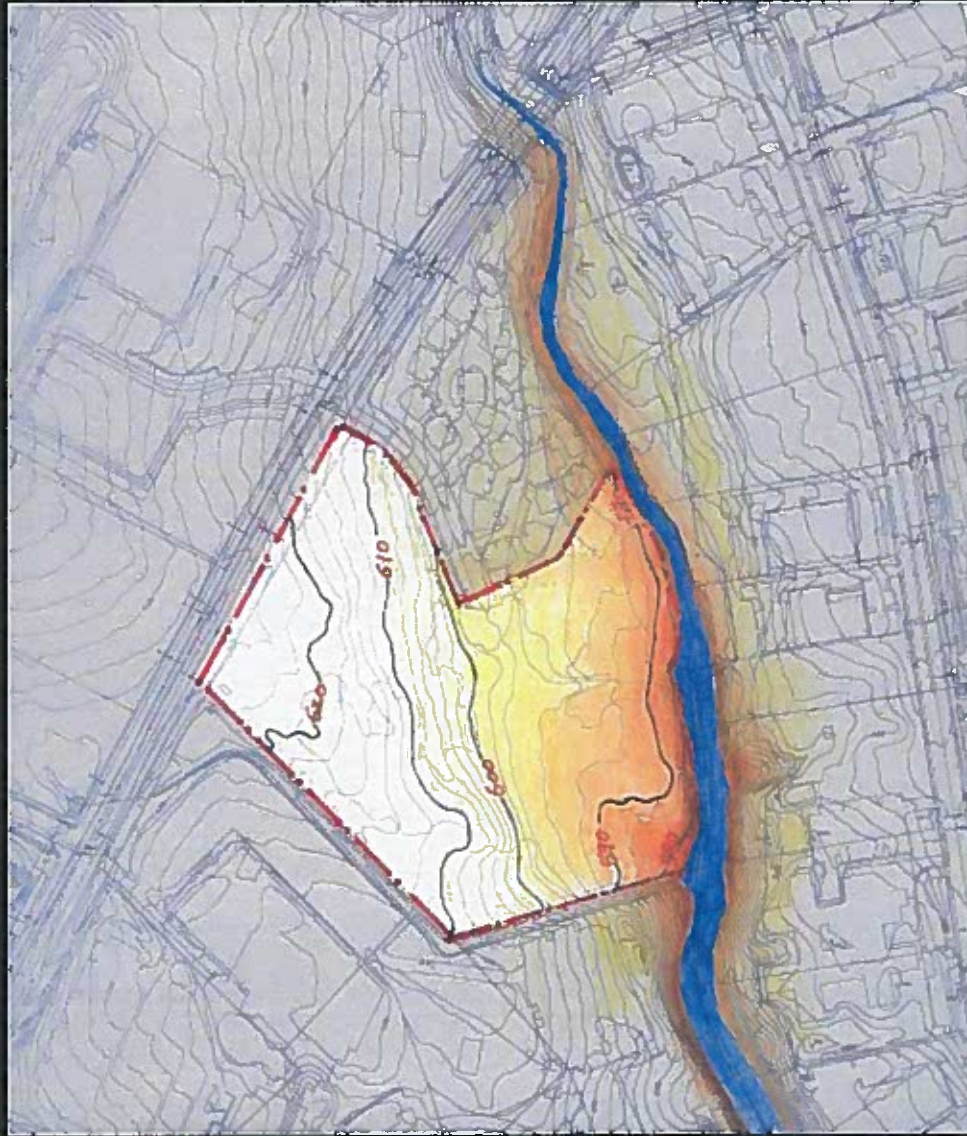
A View of the Site



Future Home to the AARC



Topography



Survey of Existing Trees



Adjacent Neighbors



City of Austin



office

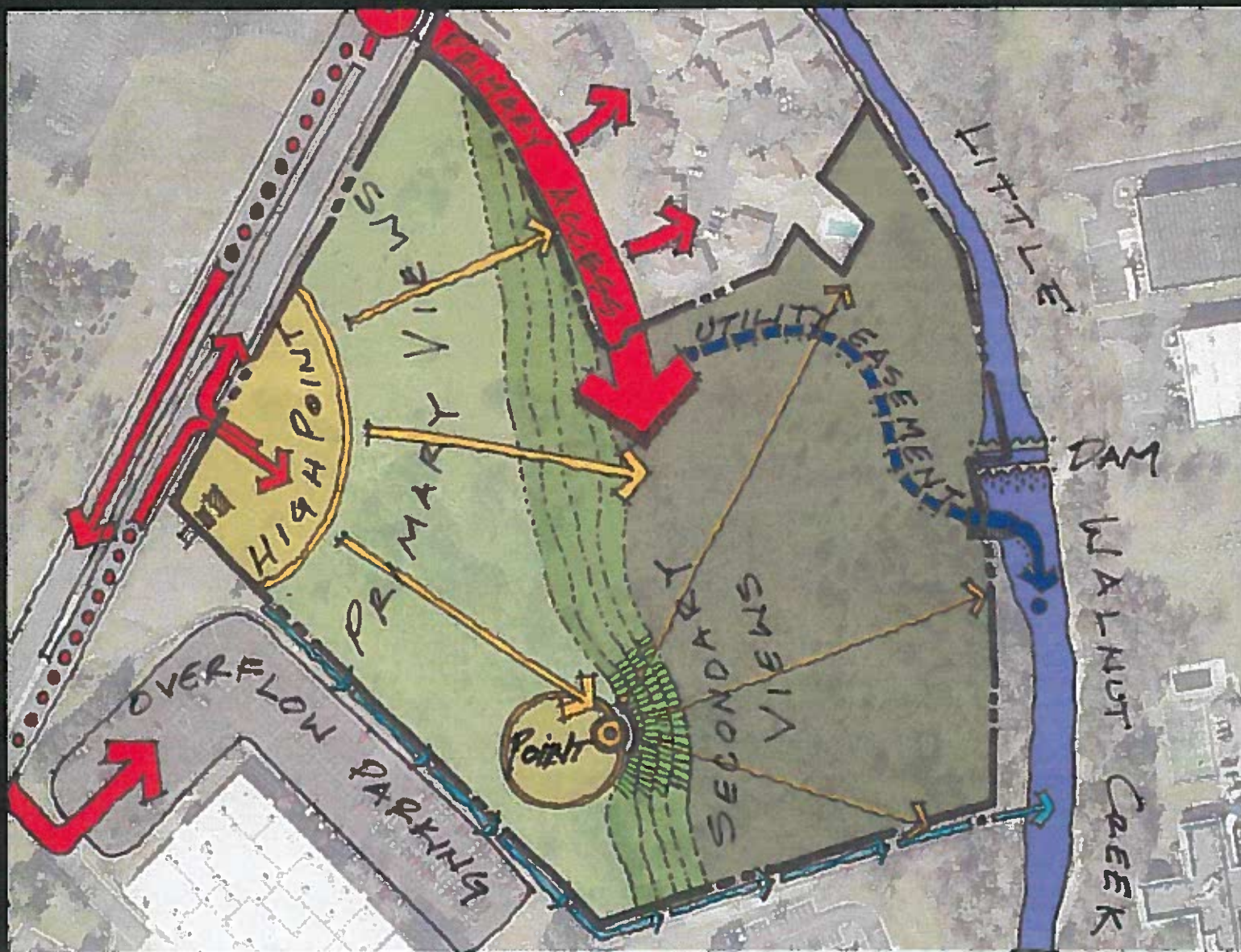


duplex

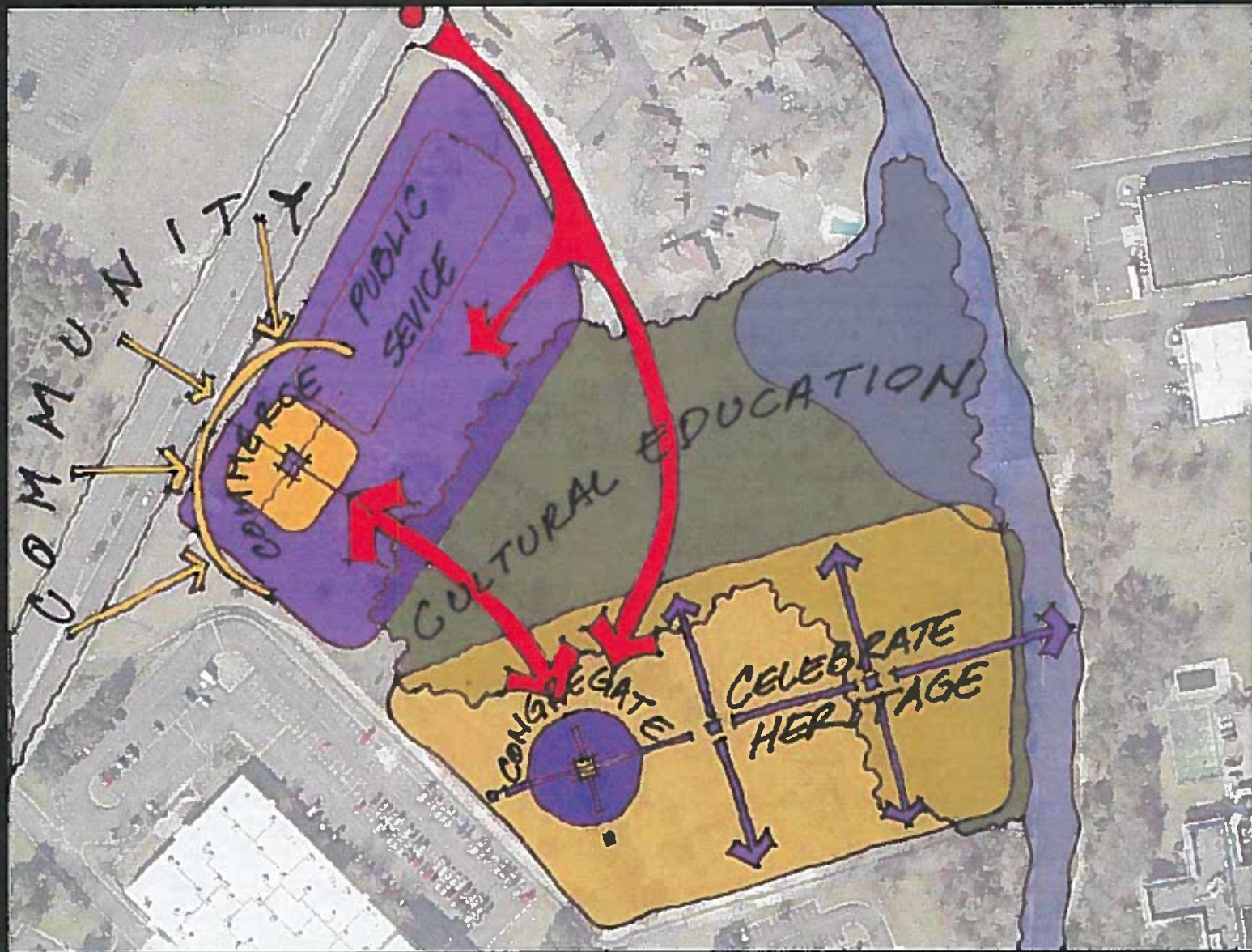


hospital

Opportunities & Constraints Diagram



Concept Diagram

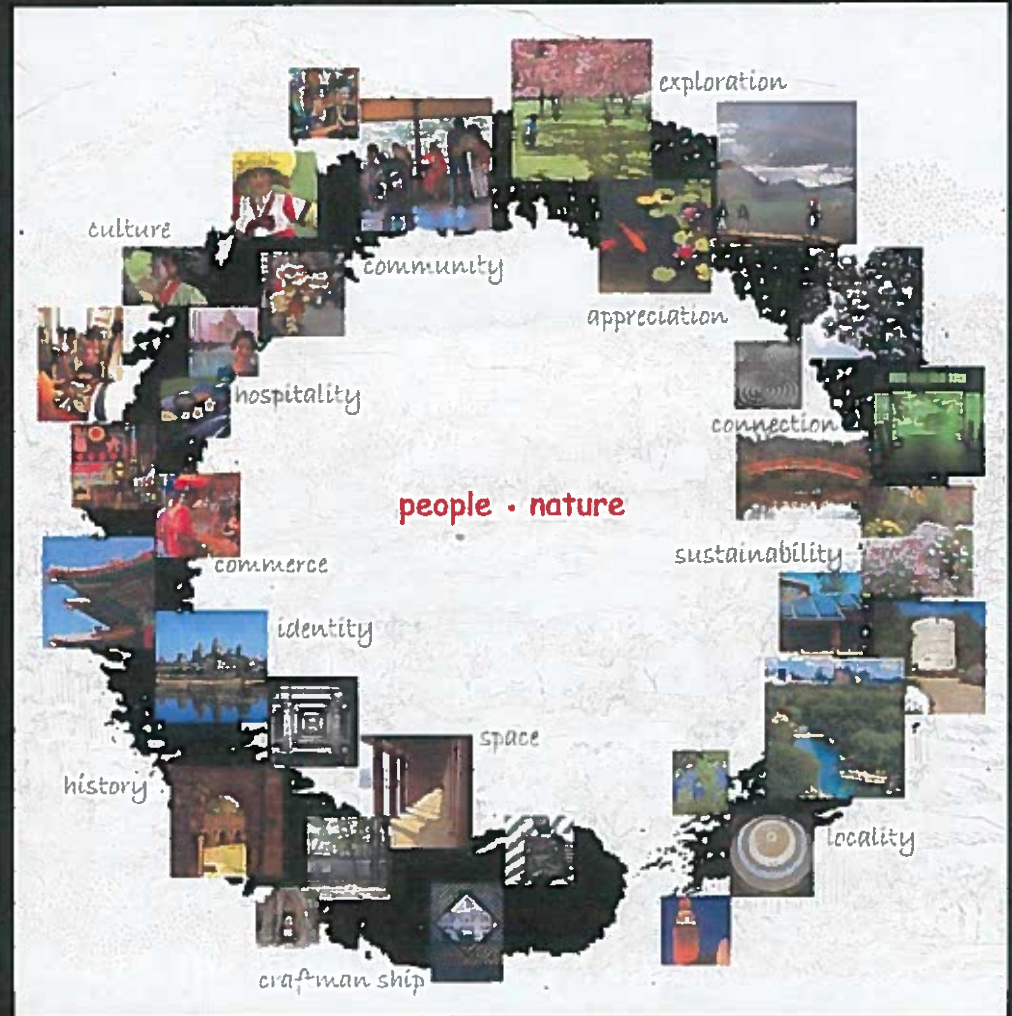


Phase 1: Process
Development & Goal
Setting

Phase 2: Information
Gathering & Analysis

Phase 3: Preliminary
Master Plan

Phase 4: Implementation
Plan





VISION

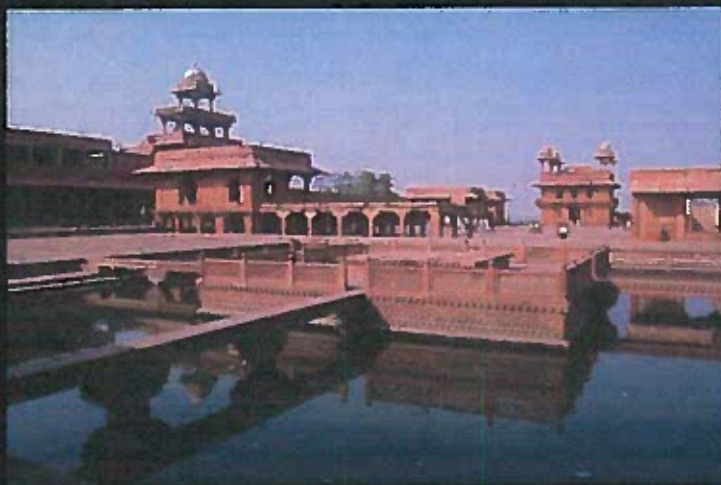
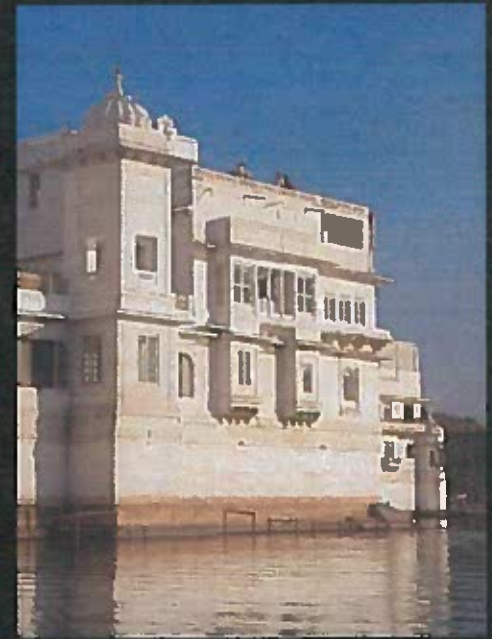
A Center that will increase commerce and Showcase the best of Asian culture

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

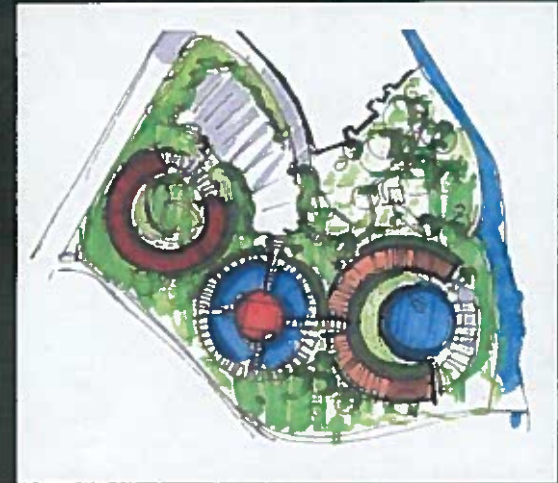
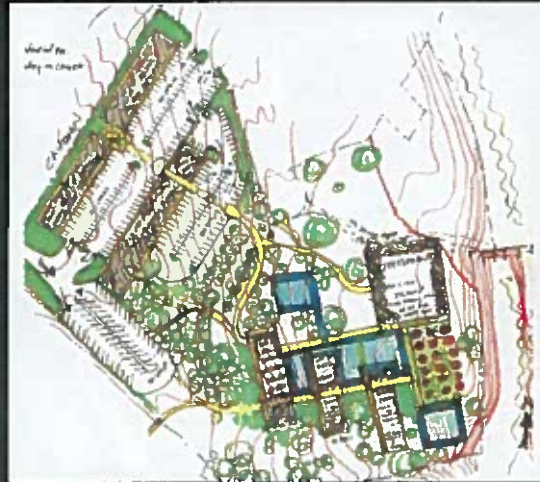
Planning Principals

- 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.

Planning Inspiration

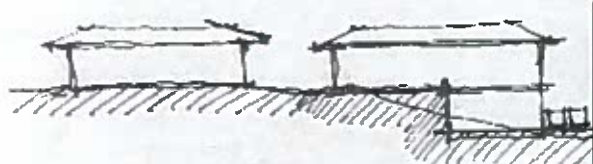
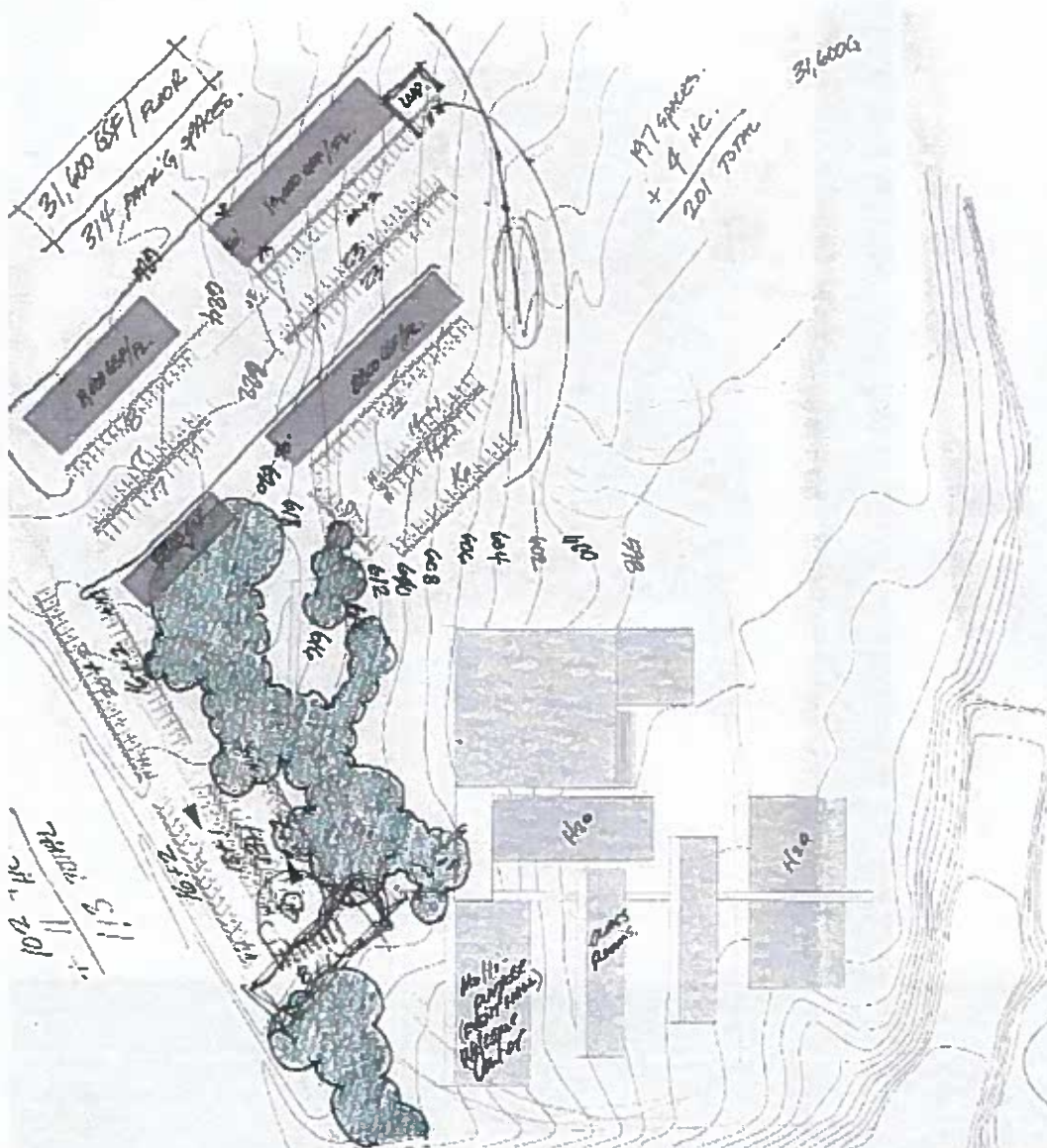


Preliminary Sketch Diagrams



Concept Plan



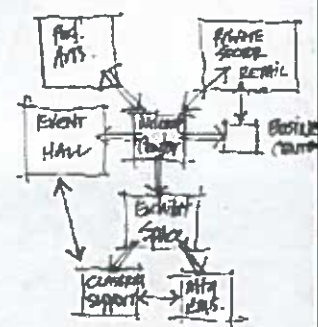


1) Stage
 2) Hall - Hearing Committee - Program Review.
 RETAIL: 17.6 net = 25K GSF @ 2nd fl
 OFFICE 15K GSF @ 2nd fl
 40 GSF TOTAL

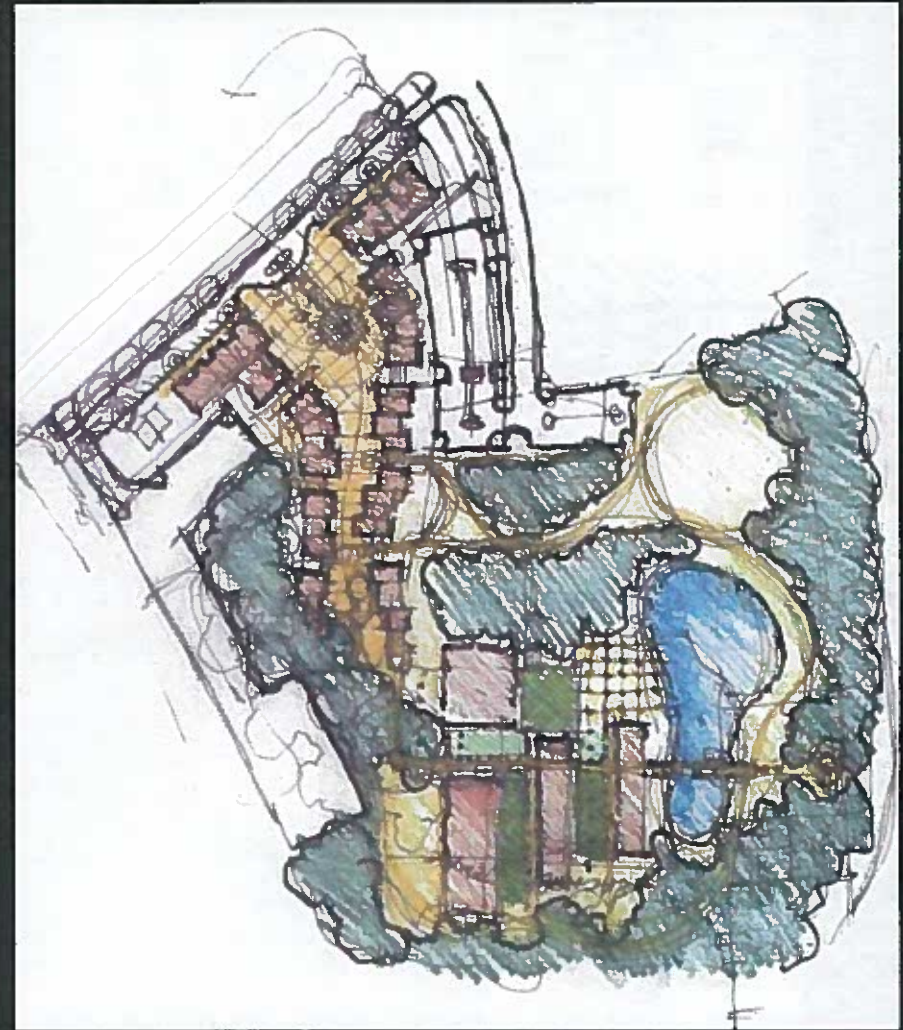


Catered Parking 2
 MEETINGS. to be classrooms. - 1:50 vs 1:00

1-25



Cultural Center Vignettes — ADDITIONAL SCHEMES



AARC - SITE MASTER PLAN



AARC — PHASE 1A



Parking for 275 cars

Reception Center w/ Event
Hall & Outdoor Activity Area
(14,150 GSF)

SWM Pond
(92,000 cu ft)

AARC — PHASE 1B



Meeting Rooms
(3,300 GSF)

Classrooms
(7,860 GSF)

AARC — PHASE 2



Parking for 75 cars

AARC "Main Street" with
Retail / Mixed Use
(40,000 GSF)

COA shared parking

AARC — PHASE 3



Landscaping

Amphitheater

Additional Sitework

Exhibit Display / Mtg Rms
(6,750 GSF)

Performance Hall
(500-seat / 33,000 GSF)

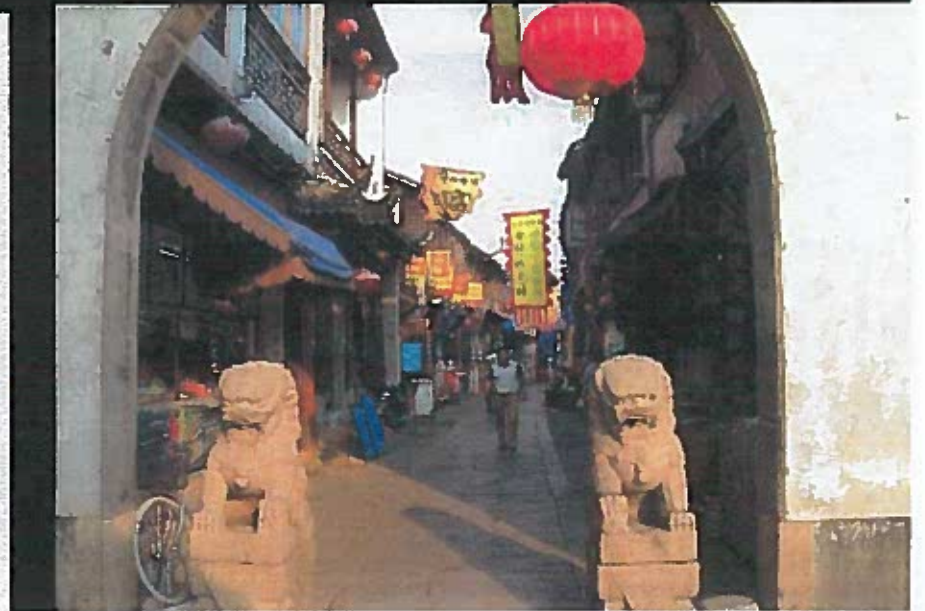
AARC — FINAL MASTER PLAN



AARC — FINAL MASTER PLAN



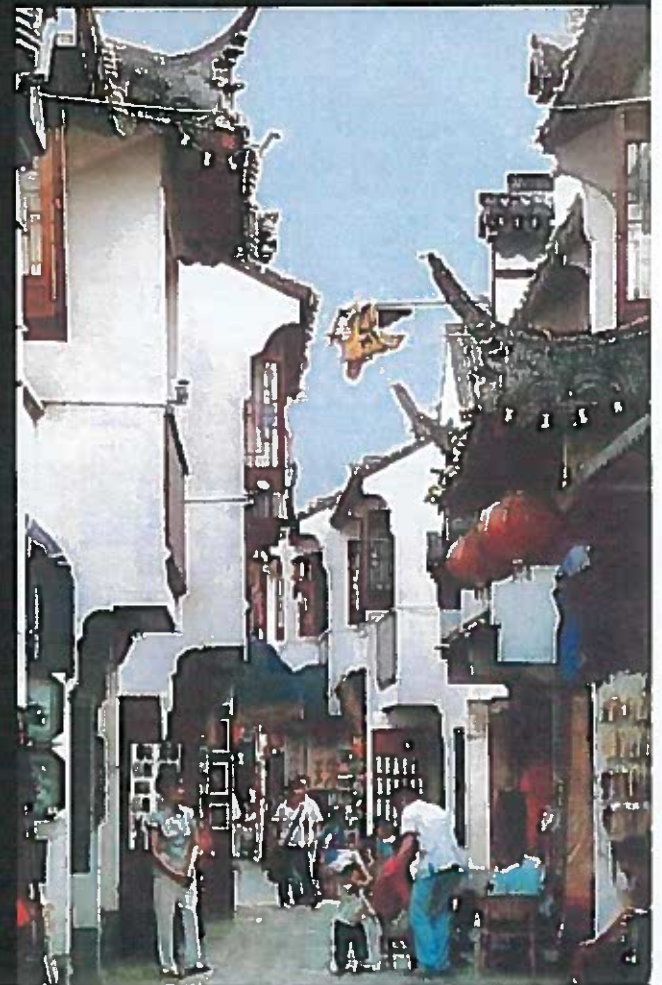
Cultural Center Vignettes — ENTRY PLAZA



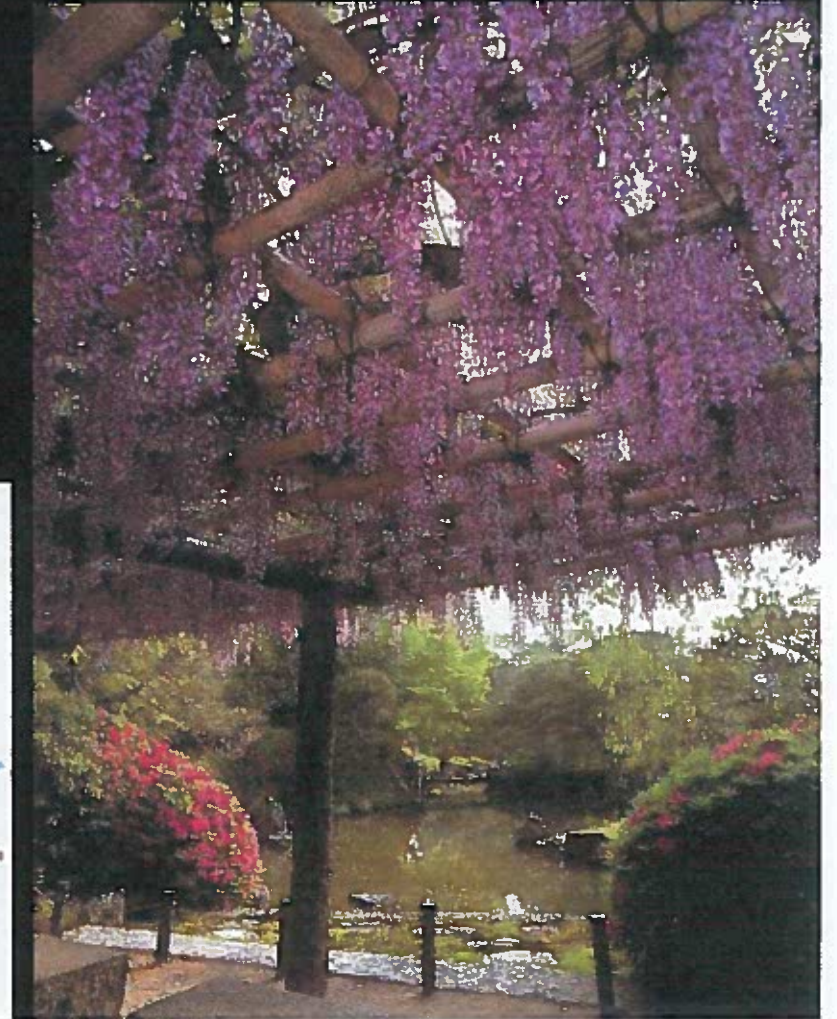
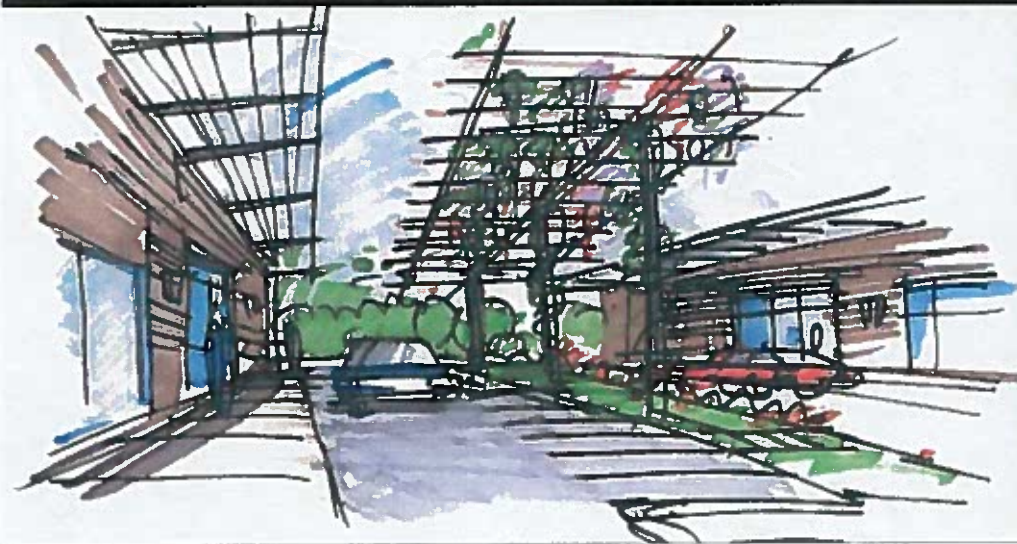
Cultural Center Vignettes — MAIN STREET



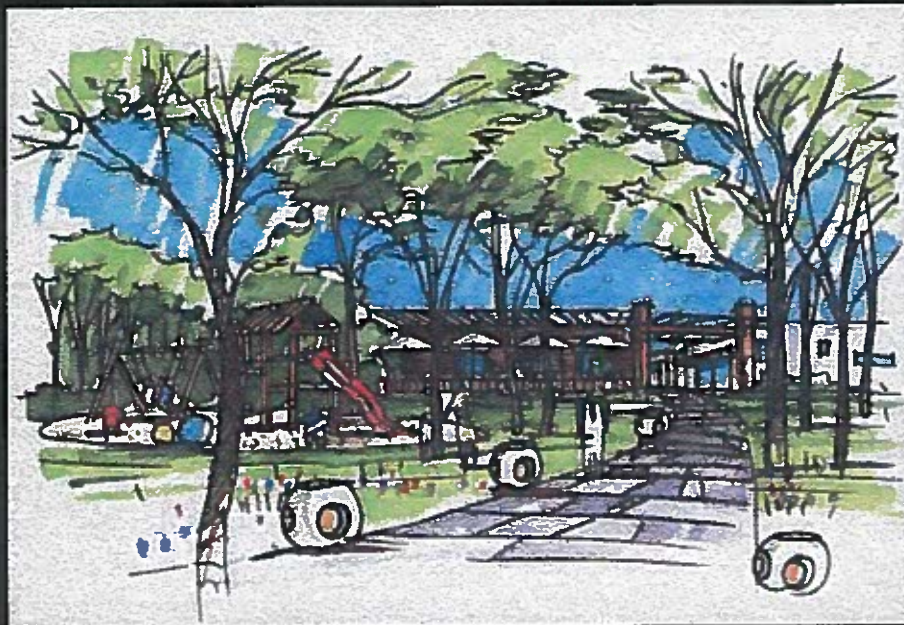
Cultural Center Vignettes — MAIN STREET



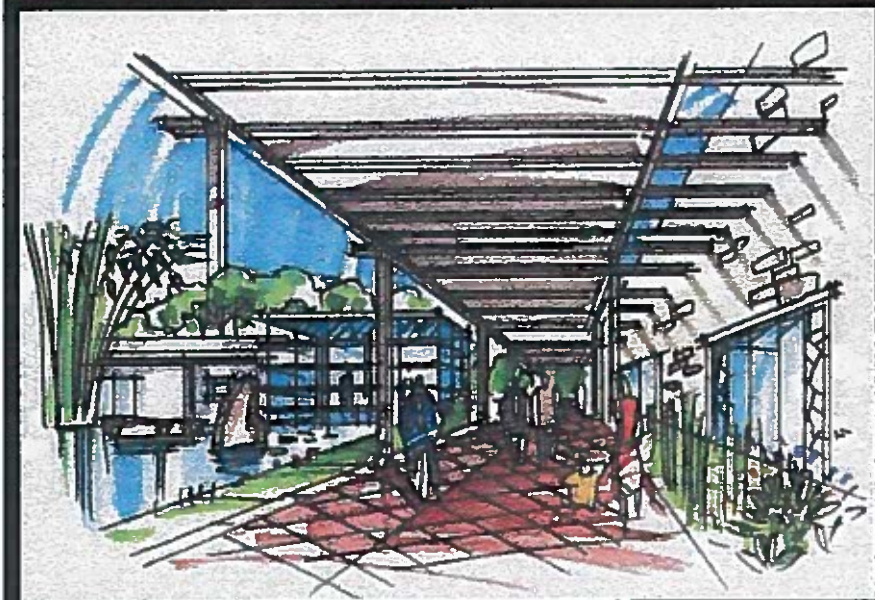
Cultural Center Vignettes — PARKING LOTS



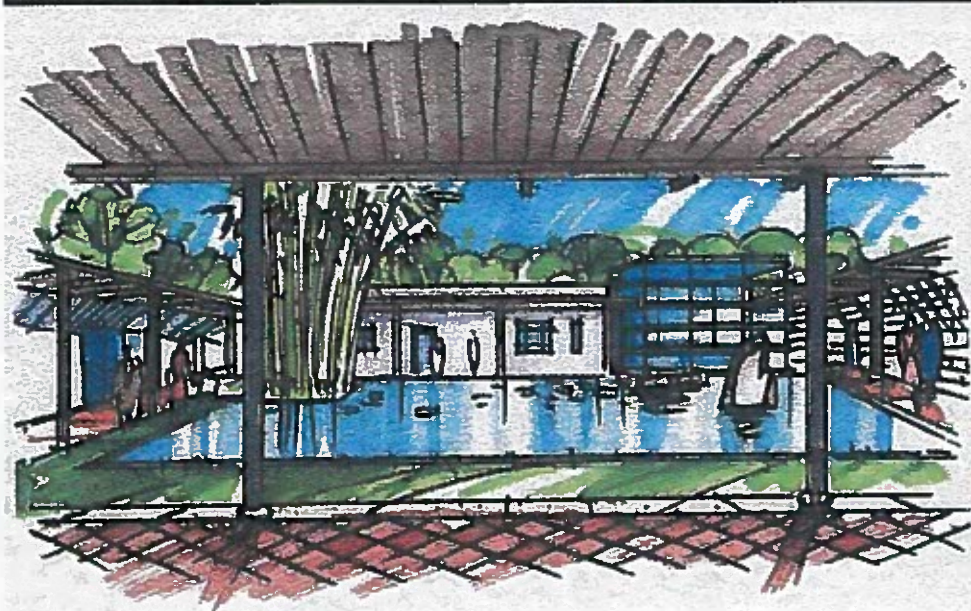
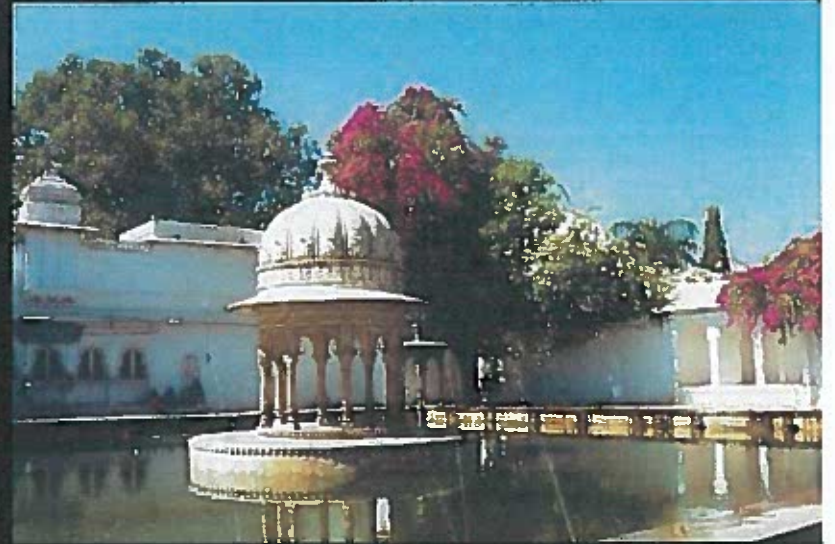
Cultural Center Vignettes — PARK



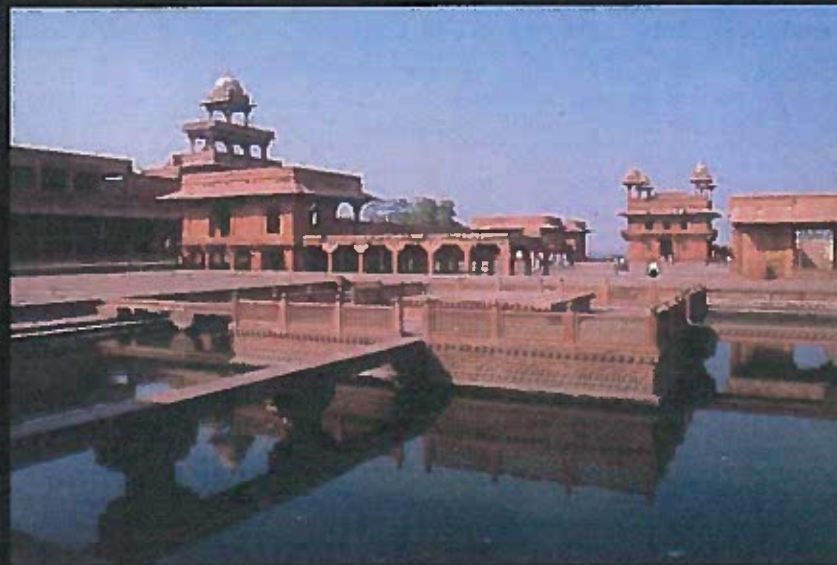
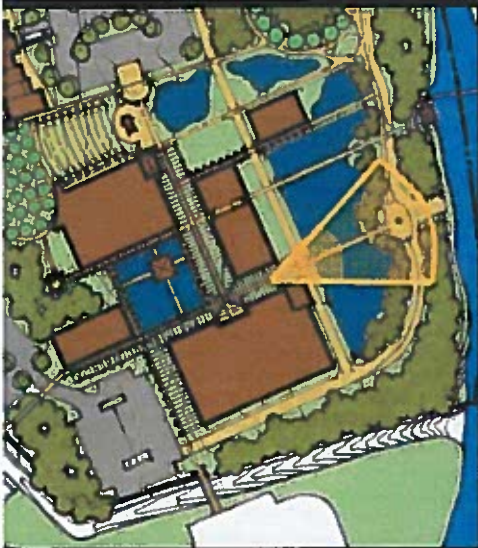
Cultural Center Vignettes — COURTYARD WALK



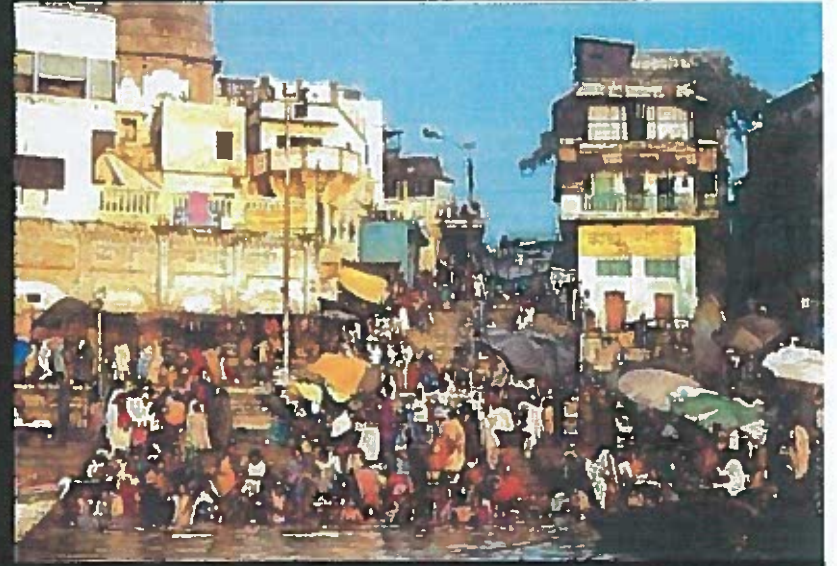
Cultural Center Vignettes — CENTRAL POND



Cultural Center Vignettes



Cultural Center Vignettes — AMPHITHEATER



Operational Budget

**Preliminary Program Requirements
Shared Spaces**

Name of Space	Occup.	Number and Size of Rooms/Areas	Overall Total	Future		Phasing Total	Parking Classification	Parking Requirement
				Phase I	Phases			
Event Hall:								
Seating	600	1 @ 7,500 sq. ft.	7,500	7,500		7,500		
Stage		1 @ 600 sq. ft.	600	600		600		
Catering Kitchen		1 @ 500 sq. ft.	500	500		500		
Storage		2 @ 150 sq. ft.	300	300		300		
Back-of-the-house circulation		1 @ 500 sq. ft.	500	500		500		
Subtotal			9,400	9,400		9,400	Public Assembly	120
Performance Hall:								
Seating	3000	1 @ 22,500 sq. ft.	22,500		22,500	22,500		
Stage		1 @ 600 sq. ft.	600		600	600		
Sm. Storage		1 @ 100 sq. ft.	100		100	100		
Lg. Storage		1 @ 300 sq. ft.	300		300	300		
Audio/Visual		1 @ 100 sq. ft.	100		100	100		
Subtotal			23,600		23,600	23,600	Public Assembly	600
Welcome/Reception Center		1 @ 500 sq. ft.	500	500		500	Cultural Svcs	1
Classrooms	25	10 @ 525 sq. ft.	5,250	5,250		5,250	Primary Educ	15
Classroom Storage		5 @ 50 sq. ft.	250	250		250		
Language Library		1 @ 500 sq. ft.	500		500	500	Cultural Svcs	1
Exhibit Display Areas		20 @ 100 sq. ft.	2,000		2,000	2,000	Art Gallery	4
Lg Meeting Room	75	1 @ 1,125 sq. ft.	1,125	1,125		1,125	Public Assembly	15
Med. Meeting Room	30	2 @ 600 sq. ft.	1,200	1,200		1,200	Public Assembly	6
Sm. Meeting Room	15	2 @ 375 sq. ft.	750		750	750	Public Assembly	3
Shared Office Cubicles	1	20 @ 74 sq. ft.	1,472		1,472	1,472	Bus & Prof Offices	5
Total Sq. Ft.			46,047	17,725	28,322	0	46,047	770

**Assignable s.f.
= 25,320 GSF**

**Assignable s.f.
= 40,460 GSF**

**Preliminary Program Requirements
Commercial**

Name of Space	Occup.	Number and Size of		Phase I	Future Phases	Phase III	Phasing Total	Parking Classification	Parking Requirement
		Rooms/Areas	Overall Total						
Restaurant		2 @ 2,000 sq ft.	4,000	4,000			4,000	Rest. <2,500	40
Grocery Market		1 @ 10,000 sq ft.	10,000	10,000			10,000	Food Sales	36
Specialty Retail		3 @ 1,200 sq ft.	3,600	3,600			3,600	Gen. Retail Sales	13
Office Lease Space		1 @ 10,000 sq ft.	10,000	10,000			10,000	Bus. & Prof.	36
Total Sq. Ft.			27,600	27,600	0	0	27,600		126

**Assignable s.f.
= 39,400 GSF**

Proposed Commercial Space Scenario

Property Type	Proposed SF	(Median SF ¹)
Retail		
Grocery	10,000	34,187
Restaurant with Liquor	2,000	3,200
Restaurant without Liquor	2,000	2,500
Specialty retail (dry cleaner)	1,200	1,450
Specialty retail (pharmacy)	1,200	8,993
Specialty retail (unisex hair)	1,200	1,260
TOTAL	17,600	N/A

(1) National median square footage from ULI's *Dollars & Cents of Shopping Centers* for specified type of retail operation in a "neighborhood center." Provided for comparison purposes only.

Property Income Characteristics: Retail

Property Type	Proposed SF	\$/SF ¹	Sample Gross Annual Rent ²
Retail			
Grocery	10,000	\$7.25	\$72,500
Restaurant with Liquor	2,000	\$16.82	\$33,640
Restaurant without Liquor	2,000	\$12.24	\$24,480
Specialty retail (dry cleaner)	1,200	\$15.44	\$18,528
Specialty retail (pharmacy)	1,200	\$8.00	\$9,600
Specialty retail (unisex hair)	1,200	\$16.00	\$19,200
TOTAL	17,600		

(1) National median retail rents by store format in a "neighborhood center" are from ULI's *Dollars & Cents of Shopping Centers*.

(2) Gross annual rent reflects full occupancy. Average vacancy rate for retail in the Austin metro area for 2006Q3 was 13.6 percent according to Property & Portfolio Research

Property Income Characteristics: Office

Property Type	Proposed SF	\$/SF ¹	Sample Gross Annual Rent ²
Office			
General office	10,000	\$17.00	\$170,000
TOTAL	10,000		

- (1) Average asking rate for Class A space east of IH-35 according to CB Richard Ellis's 2006Q3 report for Austin.
- (2) Gross annual rent reflects full occupancy. Average vacancy rate for office in the Austin metro area for 2006Q3 was 19.0 percent according to Property & Portfolio Research

Selected Operating Information for Benchmarks

Organization (Year Established)	Staffing	Operating Budget	Three (3) Largest Sources of Revenue
Chinese Community School, Houston (1979)	22 employees (9 administration)	\$2.1 million	35% program & service fees, 26% government grants, 8% contributions
Asia Society (NYC worldwide office est. 1956) / Asia House, Houston (1979)	5 in Houston office, numerous staff worldwide	\$26.4 million <i>worldwide</i> \$2.3 million combined for regional offices (outside NYC)	62% contributions & grants, 10% fundraising events, 9% membership fees
Jewish Community Association of Austin (1996)	54 employees (29 administration)	\$7.2 million (FY 2006)	39% tuition, program charges, camps, etc., 27% monthly fees & registration charge, 24% fundraising campaigns & events
Hmong Cultural & Resource Center, St. Paul (1992)	4 Full-time 7 Part-time	\$314,058 (FY 2005) *Does not own facility	51% government grants, 39% foundation grants, 10% contributions, fundraising, fees, & other sources
Japanese American Cultural & Community Center, Los Angeles (1971)	38 employees	<i>unknown</i>	<i>unknown</i>

Operating Considerations

- Developed framework for operating budget for AARC 501(c)3 organization — intended as tool
- Focused on general operating expenses (not programmatic)
 - What are potential sources of income
 - Outside sources — Government, Corporations, Foundations, Individuals
 - Revenues — Property Income, Member Services
 - Major categories of expenses
 - Debt Service
 - Staffing
 - Operations & Maintenance
- Understanding magnitude of the differential will help to focus fundraising efforts

Operating Considerations: Income

INCOME		ASSUMPTIONS
Government	\$ -	
Foundations	\$ -	
Corporations	\$ -	
Memberships	\$ 100,000.00	2,500 members/\$40 annual dues
Fees for Service	\$ 20,800.00	52 clients average value \$400 each
Publication Sales	\$ -	
Fundraising Events	\$ -	
Annual Community Appeal	\$ -	
Individual Contributions	\$ -	
Property Income	\$ 81,458.33	Partial site ground sub-lease (4.25 acres)
Interest	\$ -	
TOTAL INCOME	\$ 202,258.33	

Operating Considerations: Expenses, Slide 1

PERSONNEL SERVICES	Number (Phase I)	Base Salary	Amount
ADMINISTRATIVE PERSONNEL			
Executive Director	1	\$80,000	\$80,000
Assistant Director			
Administrative Assistant	1.5	\$30,000	\$45,000
Total Administrative Personnel	2.5		\$125,000
PROGRAM PERSONNEL			
Program Coordinator	1	\$45,000	\$45,000
Total Program Personnel	1		\$45,000
Total Administrative & Program Personnel	3.5		\$170,000
Benefits (25%)			\$42,500
CONSULTING SERVICES			
Bookkeeping		\$500 / month	\$6,000
Fiscal (audit)		\$3,500 annually	\$3,500
Legal		\$2,500 annually	\$2,500
Marketing		\$1,000 / month	\$12,000
Computer Specialist		\$500 / month	\$6,000
Total Consulting Services			\$30,000
TOTAL PERSONNEL SERVICES			\$242,500

NOTE: Figures are for discussion purposes only. Actual staffing patterns & salaries will vary. Consulting services may be considerably higher or may be available *pro bono* from members.

Operating Considerations: Expenses, Slide 2

EXPENSES		ASSUMPTIONS
TOTAL PERSONNEL SERVICES	\$ 242,500.00	Separate slide
OTHER THAN PERSONNEL SERVICES (OTPS)		
Ground Lease	\$ 1.00	
Debt Service	\$ 228,000.00	\$8.3m project cost (Phase I non-commercial space) less \$5m bonds = \$3.3m on 30-yr note @ 5.7%
Operations & Maintenance	\$ 320,517.00	Assumes \$9.00/sf for 35,613 sf
Utilities	\$ 53,419.50	Assumes \$1.50/sf for 35,613 sf
Equipment/Software Purchases	\$ 12,250.00	Initial year only -- includes computers, software, & telephone system. Subsequent years assume \$2,000 / employee every 3 years
Equipment Repairs and Leases	\$ 1,750.00	\$500/employee/year
Telephone	\$ 2,400.00	\$200/month
Printing	\$ 1,200.00	\$100/month

Continued next slide

Operating Considerations: Expenses, Slide 3

EXPENSES			ASSUMPTIONS
Liability Insurance	\$	6,300.00	\$525/month
Office Supplies	\$	1,050.00	\$300/employee/year
Postage/Delivery	\$	3,000.00	\$250/month
Staff Development/Conferences	\$	-	<i>None assumed for initial year</i>
Travel Expenses	\$	3,000.00	2 in-state trips for executive director @ \$1,500 ea.
Payroll/Bank Charges	\$	300.00	\$25/month
TOTAL OTPS	\$	633,187.50	
TOTAL EXPENSES	\$	875,687.50	

Operating Considerations: Summary

INCOME

TOTAL INCOME	\$	202,258.33
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EXPENSES

PERSONNEL SERVICES	\$	242,500.00
--------------------	----	------------

OTPS	\$	<u>633,187.50</u>
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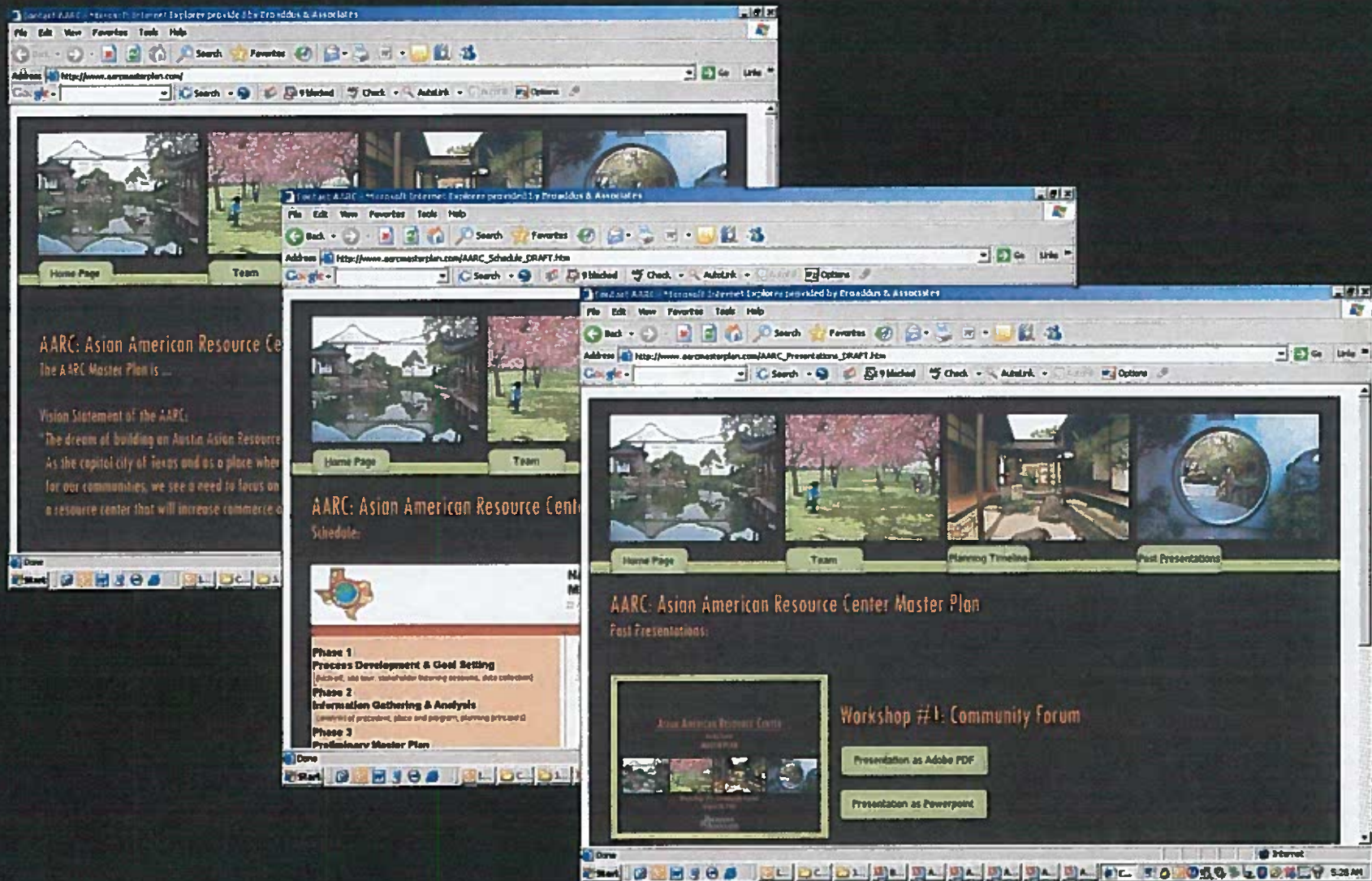
TOTAL EXPENSES	\$	875,687.50
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SURPLUS (DEFICIT)	\$	(673,429.17)
--------------------------	-----------	---------------------

Next Steps

- Develop Fundraising Strategy
 - Retain development consultant (fundraising)
 - Prioritize fundraising objectives and timeline
 - Identify major contributors (corp., gov., grant, individual, etc.)
- Develop Board Composition
 - Individuals which compliment fundraising strategy
- Implementation
 - Staffing of AARC organization and operations
 - Coordinate w/City on Bond allocation
 - Coordinate AARC interests/program with COA design/construction
 - Apply contributed funds from AARC for any funding delta
- Continuity in Perpetuity

Web Site: www.AARCmasterplan.com



QUESTIONS & DISCUSSION

For further information:

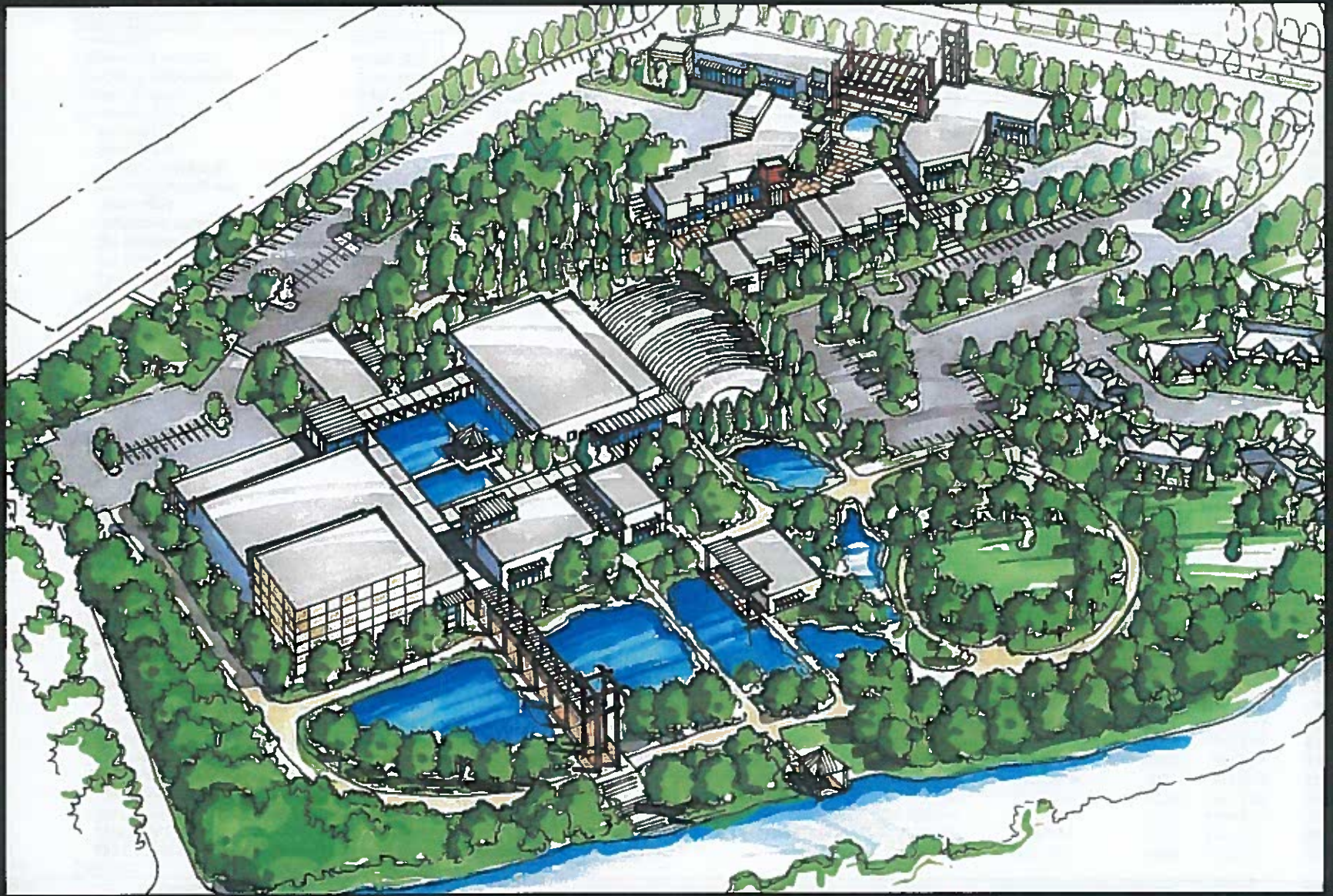
www.AARCmasterplan.com

Schiller Liao
(512) 499-4697

AARC Board of Directors
SL1206@sbcglobal.net



**BROADDUS
& ASSOCIATES**
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& ASSOCIATES

Resort Project Management Company

Asian American Resource Center Master Plan
 Austin, TX
 Order of Magnitude Estimate
 08-Dec-08

Broadbuss & Associates

Phase	Project	Area	Cost per Unit	2006 Construction Cost	Furnishings and Fixtures Allowance 20%	Owner Costs Allowance 15%	Project Contingency 20%	Total Project Cost	Anticipated Construction	10.00% Annual Inflation	Adjusted Total Project Cost	
Phase 1A Culture	Sitework:											
		Site Exc/Fill, Clearing, Erosion	1 ls	\$165,000.00	\$165,000		\$24,750	\$37,950	\$227,700	2009	\$75,369	\$303,069
		SWM Pond	1 ls	\$368,000.00	\$368,000		\$55,200	\$84,840	\$507,840	2009	\$168,095	\$675,935
		125 Parking Spaces	1 ls	\$403,625.00	\$403,625		\$60,544	\$92,834	\$557,003	2009	\$184,368	\$741,370
		Site Utilities	1 ls	\$250,000.00	\$250,000		\$37,500	\$57,500	\$345,000	2009	\$114,195	\$459,195
		Plantings & Irrigation	1 ls	\$165,000.00	\$165,000		\$24,750	\$37,950	\$227,700	2009	\$75,369	\$303,069
		Hardscapes	1 ls	\$100,000.00	\$100,000		\$15,000	\$23,000	\$138,000	2009	\$45,678	\$183,678
		Retaining Walls, Ramps, Steps	1 ls	\$100,000.00	\$100,000		\$15,000	\$23,000	\$138,000	2009	\$45,678	\$183,678
		Parking Lot Lighting	20 EA	\$4,500.00	\$90,000		\$13,500	\$20,700	\$124,200	2009	\$41,110	\$165,310
		Site Lighting	1 ls	\$50,000.00	\$50,000		\$7,500	\$11,500	\$69,000	2009	\$22,839	\$91,839
		Site Signage	1 ls	\$35,000.00	\$35,000		\$5,250	\$8,050	\$48,300	2009	\$15,987	\$64,287
		Arbors, Trellis, etc.	1 ls	\$100,000.00	\$100,000		\$15,000	\$23,000	\$138,000	2009	\$45,678	\$183,678
		Event Hall Building	14,143 GSF	\$170.00	\$2,404,310	\$480,862	\$360,647	\$649,164	\$3,894,982	2009	\$1,289,239	\$5,184,221
		Technology	14,143 GSF	\$8.50	\$120,216		\$18,032	\$27,650	\$165,897	2009	\$54,912	\$220,809
	SUBTOTAL			\$4,351,151		\$652,673	\$1,096,937	\$6,581,622		\$2,178,517	\$8,760,139	
Phase 1B Culture	Sitework:											
		Site Exc/Fill, Clearing, Erosion	1 ls	\$100,000.00	\$100,000		\$15,000	\$23,000	\$138,000	2011	\$84,250	\$222,250
		Plantings & Irrigation	1 ls	\$125,000.00	\$125,000		\$18,750	\$28,750	\$172,500	2011	\$105,313	\$277,813
		Hardscapes	1 ls	\$175,000.00	\$175,000		\$26,250	\$40,250	\$241,500	2011	\$147,438	\$388,938
		Pools, Reflecting, etc.	1 ls	\$125,000.00	\$125,000		\$18,750	\$28,750	\$172,500	2011	\$105,313	\$277,813
		Site Lighting	1 ls	\$75,000.00	\$75,000		\$11,250	\$17,250	\$103,500	2011	\$63,188	\$166,688
		Site Signage	1 ls	\$50,000.00	\$50,000		\$7,500	\$11,500	\$69,000	2011	\$42,125	\$111,125
		Arbors, Trellis, etc.	1 ls	\$50,000.00	\$50,000		\$7,500	\$11,500	\$69,000	2011	\$42,125	\$111,125
		Classroom Building	7,857 GSF	\$195.00	\$1,532,115	\$308,423	\$229,817	\$413,671	\$2,482,026	2011	\$1,515,302	\$3,997,328
		Meeting Rooms/Office Building	3,321 GSF	\$165.00	\$547,965	\$109,593	\$82,195	\$147,951	\$887,703	2011	\$541,952	\$1,429,655
		Technology	11,178 GSF	\$8.50	\$95,013		\$14,252	\$21,853	\$131,118	2011	\$80,049	\$211,167
	SUBTOTAL			\$2,875,093		\$431,264	\$744,475	\$4,466,848		\$2,727,055	\$7,193,903	
								\$0				
Phase 2 Retail	Sitework:											
		Site Exc/Fill, Clearing, Erosion	1 ls	\$175,000.00	\$175,000		\$26,250	\$40,250	\$241,500	2009	\$79,937	\$321,437
		175 Parking Spaces	1 ls	\$565,000.00	\$565,000		\$84,750	\$129,950	\$779,700	2009	\$258,081	\$1,037,781
		Site Utilities	1 ls	\$125,000.00	\$125,000		\$18,750	\$28,750	\$172,500	2009	\$57,098	\$229,598
		Plantings & Irrigation	1 ls	\$200,000.00	\$200,000		\$30,000	\$46,000	\$276,000	2009	\$91,356	\$367,356
		Hardscapes	1 ls	\$175,000.00	\$175,000		\$26,250	\$40,250	\$241,500	2009	\$79,937	\$321,437
		Pools, Reflecting, etc.	1 ls	\$75,000.00	\$75,000		\$11,250	\$17,250	\$103,500	2009	\$34,259	\$137,759
		Parking Lot Lighting	25 EA	\$4,500.00	\$112,500		\$16,875	\$25,875	\$155,250	2009	\$51,388	\$206,638
		Site Lighting	1 ls	\$75,000.00	\$75,000		\$11,250	\$17,250	\$103,500	2009	\$34,259	\$137,759
		Site Signage	1 ls	\$30,000.00	\$30,000		\$4,500	\$6,900	\$41,400	2009	\$13,703	\$55,103
		Restaurant Building	5,714 GSF	\$170.00	\$971,380	\$194,276	\$145,707	\$262,273	\$1,573,636	2009	\$520,873	\$2,094,509
		Grocery Building	14,286 GSF	\$155.00	\$2,214,330	\$442,866	\$332,150	\$597,869	\$3,587,215	2009	\$1,187,368	\$4,774,583
		Specialty Retail Building	5,143 GSF	\$155.00	\$797,165	\$159,433	\$119,575	\$215,235	\$1,291,407	2009	\$427,456	\$1,718,863
	Office Retail Building	14,286 GSF	\$155.00	\$2,214,330	\$442,866	\$332,150	\$597,869	\$3,587,215	2009	\$1,187,368	\$4,774,583	
	Technology	39,429 GSF	\$8.50	\$335,147		\$50,272	\$77,084	\$462,502	2009	\$153,088	\$615,590	
	SUBTOTAL			\$8,064,852		\$1,209,728	\$2,102,804	\$12,616,824		\$4,176,169	\$16,792,993	

Phase 3		Sitework:											
Culture	Site Exc/Fill, Clearing, Erosion	1 ls	\$200,000.00	\$200,000	\$30,000	\$46,000	\$276,000	2013	\$261,846	\$537,846			
	Amphitheater	14,000 GSF	\$45.00	\$630,000	\$94,500	\$144,900	\$869,400	2013	\$824,815	\$1,694,215			
	50 Parking Spaces	1 ls	\$164,450.00	\$164,450	\$24,668	\$37,824	\$226,941	2013	\$215,303	\$442,244			
	Site Utilities	1 ls	\$75,000.00	\$75,000	\$11,250	\$17,250	\$103,500	2013	\$98,192	\$201,692			
	Pools, Reflecting, etc.	1 ls	\$75,000.00	\$75,000	\$11,250	\$17,250	\$103,500	2013	\$98,192	\$201,692			
	Parking Lot Lighting	5 EA	\$4,500.00	\$22,500	\$3,375	\$5,175	\$31,050	2013	\$29,458	\$60,508			
	Site Lighting	1 ls	\$25,000.00	\$25,000	\$3,750	\$5,750	\$34,500	2013	\$32,731	\$67,231			
	Site Signage	1 ls	\$25,000.00	\$25,000	\$3,750	\$5,750	\$34,500	2013	\$32,731	\$67,231			
	Plantings and Irrigation	1 ls	\$175,000.00	\$175,000	\$26,250	\$40,250	\$241,500	2013	\$229,115	\$470,615			
	Hardscapes	1 ls	\$175,000.00	\$175,000	\$26,250	\$40,250	\$241,500	2013	\$229,115	\$470,615			
	Traits, Biking, etc.	1 ls	\$225,000.00	\$225,000	\$33,750	\$51,750	\$310,500	2013	\$294,577	\$605,077			
	Arbors, Trellis, etc.	1 ls	\$50,000.00	\$50,000	\$7,500	\$11,500	\$69,000	2013	\$65,461	\$134,461			
	Performance Hall Building	33,714 GSF	\$225.00	\$7,585,650	\$1,517,130	\$1,137,848	\$2,048,126	\$12,288,753	2013	\$11,858,550	\$23,947,303		
	Library/Exhibit Building	3,571 GSF	\$170.00	\$607,070	\$121,414	\$91,061	\$163,909	\$983,453	2013	\$933,019	\$1,916,472		
	Small Meeting	3,174 GSF	\$171.00	\$542,754	\$108,551	\$81,413	\$146,544	\$879,261	2013	\$834,170	\$1,713,432		
	Technology	40,459 GSF	\$8.50	\$343,902		\$51,585	\$79,097	\$474,584	2013	\$450,246	\$924,830		
	SUBTOTAL				\$10,921,326		\$1,638,199	\$2,861,324	\$17,187,943		\$16,287,521	\$33,455,464	
Total phases one, two and three				\$26,212,421		\$3,931,863	\$6,805,539	\$40,833,237		\$25,369,262	\$66,202,499		

Workshop 4 Photos: Feng Shui-December 2006-Contact Sheet



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