

Sustainable Residential Living • World Class Entertainment • Giving Back to Austin



## VIOLET CROWN AMPHITHEATER AND MIXED-USE DEVELOPMENT

### WHAT IS THE VIOLET CROWN AMPHITHEATER?

**The Violet Crown Amphitheater and Mixed-Use Development (VCA)** sits along state highway 71 in Travis County, Texas in an area covered by the Save our Springs (SOS) water quality ordinance. SOS is one of the toughest ordinances of its type in the United States. VCA is in full compliance with SOS and is not requesting any variances or exceptions from these stringent standards whatsoever. VCA has honored SOS, technically, and in spirit. Our intent is that VCA will be award winning on many levels.

#### AMPHITHEATER FEATURES

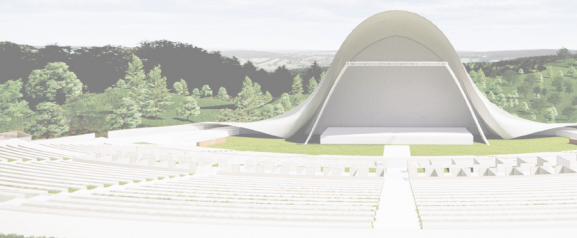
- The largest music-specific venue in the region
- The finest performing arts stage in the region serving popular and classical music as well as theater and opera
- In conformance with the Austin 2040 zero waste initiative
- The design is unique to Austin but based on Red Rocks Amphitheater and Hollywood Bowl, both life altering experiences
- Shows and events will take place in a healthy, outdoor, and aesthetically beautiful environment

#### SITE FEATURES

- 71 acres including a spectacular outdoor amphitheater, residential towers, offices, and entertainment
- 80% open space, surrounded by thousands of acres of preserve
- Convenient highway access from all directions via Southwest Parkway, 290, 71, and 620 with onsite parking



Rather than another sprawling apartment complex, redundant strip center, or ugly mini-storage, **VCA creates something magical that honors the land, community, and civil society.**





## HOW IS VCA GOOD FOR THE COMMUNITY?

VCA is being built upon land where the prior owners had proposed dense utilitarian apartments on the highest point, a redundant strip center and gas station along the highway, and mini-storages behind. Instead, we are choosing to invest in a development foundational to the performing arts, which is low density, architecturally beautiful, and socially conscious.

**ENVIRONMENTAL BENEFITS** include seating areas of alternating limestone and grass bands in the bowl, vertical gardens on the residential towers, stringent storm water controls, and strict adherence to the toughest water ordinance in the country.

### RESIDENTIAL FEATURES

- Maximized water quality protections, adhering to SOS utilizing best practices and technologies
- Minimized density, 80% of the land remains open
- Dense vertical gardens on the towers along the lines of successful projects in Europe and Asia
- Maximized use of natural and local building materials and minimized atmospheric carbon emissions
- We are investing in beautifully stunning, environmentally responsible, socially conscious design and construction

**VCA is committed to being an asset to the community** by allocating a portion of all ticket sales to local charities in a large scale demonstration of the social enterprise.

The project requires no public money. When not in use for shows and events VCA will be open to the public, and will host stargazing parties from permanently installed observatories, along with other educational activities.

Visit [violetcrownaustin.com](http://violetcrownaustin.com) to hear from experts and learn more about our mission to make a positive impact on the local community, our society, and the natural environment.



Permanently installed observatories will host stargazing parties



Morning Yoga at the Red Rocks Amphitheater near Denver



LA Philharmonic on Stage at the Hollywood Bowl under the stars



**Violet Crown will be a celebration** of the arts and nature, living in the moment while conserving for the future.

