



Developer begins construction on 'Class A' building Frontera Vista to be premier corporate address in RR, north Austin

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If Frontera Vista proves as elegant as the development's groundbreaking ceremony, held Sept. 27, Simmons Vedder & Company executives aren't kidding about constructing a Class A office building in Round Rock.

Staff from Simmons - who specializes in the acquisition and development of commercial real estate and multifamily properties across the country - and designer Kirksey Architecture, both Austin-based, gathered with civic leaders around an open bar, mariachi band and appetizers ranging from quesadillas to key lime tarts before breaking ground.



Civic leaders and staff from Simpson Vedder & Company and Kirksey Architecture Thursday break ground for the 257,000-square-foot Frontera Vista office building.

The ceremony marked the beginning of the first phase of development - two 5-story office buildings totaling 257,000 square feet - at the site located where Interstate 35, state Highway 45, state Highway 130 and the North Loop-1 extension converge. The 43-acre end product, to be completed in three to four phases, will total 2 million square feet of office, retail and multifamily dwelling space.

"Our goal is to make this the premier corporate address in Round Rock and north Austin," said Jeff Pace, vice president of office development for Simmons. "We are going to accomplish this by building a Class A, LEED-certified, high performance building with elegant finishes - granite floors, limestone and wood walls - and a signature zinc roof that will create a great skyline presence," said Pace.

In its Office Development Handbook, the Urban Land Institute characterizes Class A office space as buildings constructed of high quality materials with competitive rents that have excellent location and access, attract high quality tenants and are managed professionally.

In addition to providing Class A office space, the new development will be certified by the Leadership in Energy and Environmental Design, whose Green Building Rating System is the nationally accepted benchmark for the design, construction and operation of high performance green buildings. Such buildings use design and construction practices that focus on sustainable site planning, safeguarding water and water efficiency, energy efficiency and renewable energy, conservation of materials and resources, and indoor environmental quality.

"It is all about creating a sustainable building and a healthy environment for people to work in," Pace said. "This development - with the nearby retail and mobility of the location - will come together to create a sense of place."

The property is in close proximity to the La Frontera Marriott North Hotel, Dell headquarters, two urban-density high-end apartments and 880,000 square feet of existing retail.

Mayor Nyle Maxwell said he is proud to have Simmons in Round Rock and recognized the company's risk-taking with the development, which is being built on a speculative basis with no prospective tenants.

"Though they know well this is a risk, they also know what a valuable piece of dirt this is," said Maxwell. "This is not just Class A office space - this is Class A development."

"It sits at the hub of transportation for central Texas and the mobility the location provides will help it sell out tremendously fast. I have not been this excited about a groundbreaking in a long time."