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Architect wanted: GasPedal.com accelerates plans for cool corporate campus (slideshow)

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Attention architects: A cool opportunity to design and retrofit a warehouse in Northeast Austin has emerged now that Austin-based GasPedal.com has purchased an unusual property for its growing staff.

"We are looking for a partner with real vision," said [Andy Sernovitz](#), CEO of GasPedal.com, a company that runs peer-to-peer communities for major brands, including SocialMedia.org and 350 companies on the Fortune 1000 list. "This is a unique opportunity to take a huge amount of space and land and do something that hasn't been done before. We're going to do something amazing."

Gaze across the landscape at the GasPedal.com property at 10300 Springdale Road and rural Texas appears in all its glory. But truth be told, the property is near the convergence of U.S. 290, I-35 and U.S. 183, just a short distance south of [Samsung Inc.](#)'s large facilities

Click on the photo to see photos of the site and a conceptual plan.

[Conley Covert](#) of [SkylesBayne Co.](#) is the real estate broker who represented GasPedal.com for the deal that closed last week. He lauds the company for seeing far beyond the sagebrush, prickly pears, oak trees and banks of Walnut Creek.

"They're really pioneering a submarket poised for creative offices," Covert said. "Plus this is just going to be a great investment for them."

Sernovitz, [who has been profiled previously in ABJ](#), had been looking in all the logical places for new digs for his creative staff of about 24 that is projected to double in 2015.

He wanted to emulate [GSD&M](#), the downtown Austin-based advertising agency, that provided free space to Sernovitz when he relocated his business from Chicago a few years ago. He admires the longevity of that company, the legacy it's left for many folks who've departed over the years and the popular campus that helps anchor the west side of the Central Business District.

"But downtown is so expensive. We were looking for a place to be for years to come," Sernovitz said.

It really hadn't dawned on Covert to look way off the beaten track, but serendipity came into play when GasPedal held a corporate retreat at Barr Mansion and Artisan Ballroom, an event venue near Springdale and Sprinkle roads.

Sernovitz saw a for-sale sign down the street and Covert took the lead. The 20-acre property includes a 20,000-square-foot warehouse that had been used for a time by a company named City Produce, but it was vacant.

"We immediately thought, 'Wouldn't it be great to have an office here?'" Sernovitz said.

Covert connected Sernovitz with Horizon Bank and the Central Texas Certified Development Co. to access real estate financing through the U.S. Small Business Administration's 504 loan program.

"I was really excited about how Horizon stepped up and provided some really great terms," Covert said.

In addition to the primary property that will be designed and remodeled into corporate headquarters, GasPedal also purchased an adjacent property at 9601 Sprinkle Road, which includes another 24-acres and a small bungalow. The team will continue to brainstorm how to best utilize that site.

"We're going to create the single best office campus in Austin," Sernovitz said.

He's also considering the possibility of building a soccer field and other unconventional amenities that will appeal to employees and aid in retention.

GasPedal has had some conceptual drawings done but plans to hire a creative development team with a vision to match its own.

Covert said it's fortunate that the property is just outside the city limits in the Austin Extra Territorial Jurisdiction, so hopefully the planning, review and construction process won't be as lengthy and painful as some small business owners have discovered over the past couple of years.

"It's an area that's probably close to being annexed but right now they have some flexibility," Covert said.

Another huge plus, he said, is fact that there's plenty of parking and employees will not have to fight traffic into downtown.

"Some companies are hesitant to go into an area that's not established, but (GasPedal) is going to prove this is an area with so much potential," Covert said.

No one would disclose how much GasPedal paid for the properties, although the Travis Central Appraisal District values the 10300 Springdale Road warehouse and land at \$1,235,504. An entity named Duck Holdings LLP in Taylor is listed as the previous owner. Information about the other seller and value of the other property was not readily available.

[Al Martin](#) of Martin Commercial Properties in Austin represented the sellers.



View Photos

GasPedal.com

GasPedal plans to take a warehouse built in the 1960s and convert it into something very contemporary, as shown in this rendering sketch. Click on the image to see the rural geography all around the property.



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