

**PLANNING COMMISISON SITE PLAN
CONDITIONAL USE PERMIT REVIEW SHEET**

CASE NUMBER: SPC-2016-0119A **PC DATE:** January 10, 2017
December 13, 2016 (postponed)

PROJECT NAME: Pershing House

ADDRESS: 2415 E 5th St.

NEIGHBORHOOD PLAN: Holly

APPLICANT: Pershing East, LLC (Kip McClanahan) 512-413-9594
1000 Rio Grande St.
Austin, TX 78701

AGENT: Armbrust & Brown (Richard Suttle) – 512-435-2378
100 Congress Ave, Suite 1300
Austin, TX 78701

AREA: 36,677 sq. ft. site area (3,060 sq. ft. club or lodge)

DISTRICT: 3

WATERSHED: Town Creek (Urban)
WATERSHED ORDINANCE: Comprehensive
C.I.P. STATUS: N/A
T.I.A.: N/A
CAPITOL VIEW: N/A

PROPOSED DEVELOPMENT:

The applicant is requesting approval of a conditional use permit for Club or Lodge use in LI-CO-NP zoning.

EXISTING ZONING:

The property is zoned LI-CO-NP. Club or Lodge is a conditional use in LI zoning.

STAFF RECOMMENDATION:

Staff recommends approval of the conditional use permit. The site plan will comply with all requirements of the Land Development Code prior to site plan approval.

CASE MANAGER: Donna Galati Telephone: 512-974-2733
Donna.Galati@austintexas.gov

PROJECT INFORMATION: 36,677 sq. ft. site area

EXIST. ZONING: LI-CO-NP

ALLOWED F.A.R.: 1:1

MAX. BLDG. COVERAGE: 75%

MAX. IMPERVIOUS CVRG.: 80%

REQUIRED PARKING: 27

Proposed Access: E 5th St. & Pedernales

PROPOSED F.A.R.: 0.36:1

EXISTING BLDG. CVRG: 27.77%

EXISTING IMPERVIOUS CVRG: 93.41%

PROVIDED PARKING: 28

SUMMARY COMMENTS ON SITE PLAN:

Land Use: The proposed club or lodge use is a Conditional Use in LI base zoning. The existing office/spa (Building A) and art gallery (Building C) are not part of this Conditional Use request. This CUP will a Club or Lodge in Building B only. No construction is proposed.

“A Club or Lodge use is the use of a site for provision of meeting, recreational, or social facilities by a private or nonprofit association, primarily for use by members and guests. (Land Development Code, 25-2-6(B)(5).

Environmental: This site is located in the Town Creek Watershed. All Environmental comments are cleared.

Transportation: All Transportation review comments have been cleared.

SURROUNDING CONDITIONS:**Zoning/ Land Use**

North:	E 5 th St., then CS-CO-MU-NP (multifamily)
East:	Pedernales Street, then CS-CO-MU-NP (Towing)
South:	Santa Rosa, then SF-3-NP (Single Family)
West:	SF-3-NP (Single Family)

NEIGHBORHOOD ORGNIZATIONS:

Austin Heritage Tree Foundation
Austin Independent School District
Austin Neighborhoods Council
A.N.T. Artists and Neighbors Together
Barrio Unido Neighborhood Assn.
BikeAustin
Buena Vista Neighborhood Association
Capital Metro
Claim Your Destiny Foundation
Cristo Rey Neighborhood Association
Del Valle Community Coalition
East Austin Conservancy
El Concilio Mexican-American Neighborhoods
Friends of Austin Neighborhoods
Guadalupe Neighborhood Development
Holly Neighborhood Coalition
Homeless Neighborhood Association
Pedernales Neighborhood Association
Preservation Austin
SelTexas
Sierra Club, Austin Regional Group
Tejano Town
United East Austin Coalition

CONDITIONAL USE PERMIT

D. 25-5-145. A site plan may not adversely affect the public health, safety, or welfare, or materially injure property. If the Land Use Commission determines that a site plan has an adverse effect or causes a material injury under this subsection, the Land Use Commission shall identify the adverse effect or material injury.

§ 25-5-146 CONDITIONS OF APPROVAL.

(A) To make a determination required for approval under Section 25-5-145 (Evaluation Of Conditional Use Site Plan), the Land Use Commission may require that a conditional use site plan comply with a condition of approval that includes a requirement for:

- (1) a special yard, open space, buffer, fence, wall, or screen;
- (2) landscaping or erosion;
- (3) a street improvement or dedication, vehicular ingress & egress, or traffic circulation;
- (4) signs;
- (5) characteristics of operation, including hours;
- (6) a development schedule; or
- (7) other measures that the Land Use Commission determines are required for compatibility with surrounding uses or the preservation of public health, safety, or welfare.

CONDITIONAL USE PERMIT REVIEW AND EVALUTATION CRITERA

A. The following evaluation is included to provide staff position on each point of the conditional use permit criteria. Section 25-5-145 of the Land Development Code states: “The Planning Commission shall determine whether the proposed development or use of a conditional use site plan complies with the requirements of this section. A conditional use site plan must:

B.

1. Comply with the requirements of this title;

Staff Response: This site plan complies with all regulations and requirements of the Land Development Code.

2. Comply with the objectives and purposes of the zoning district;

Staff Response: The proposed Club or Lodge use is a conditional use in LI base zoning.

3. Have building height, bulk, scale, setback, open space, landscaping, drainage, access, traffic circulation, and use that is compatible with the use of an abutting site;

Staff Response: The site plan complies with all requirements of the Land Development Code. No construction is proposed.

4. Provide adequate and convenient off-street parking and loading facilities; and

Staff Response: The site plan complies with off-street parking and loading facility requirements. The required parking spaces are located on site.

5. Reasonably protect persons and property from erosion, flood, fire, noise, glare, and similar adverse effects.

Staff Response: The site plan will comply with all requirements of the Land Development Code and reasonably protects the health, safety, and welfare of persons and property.

C. In addition, a conditional use site plan may not:

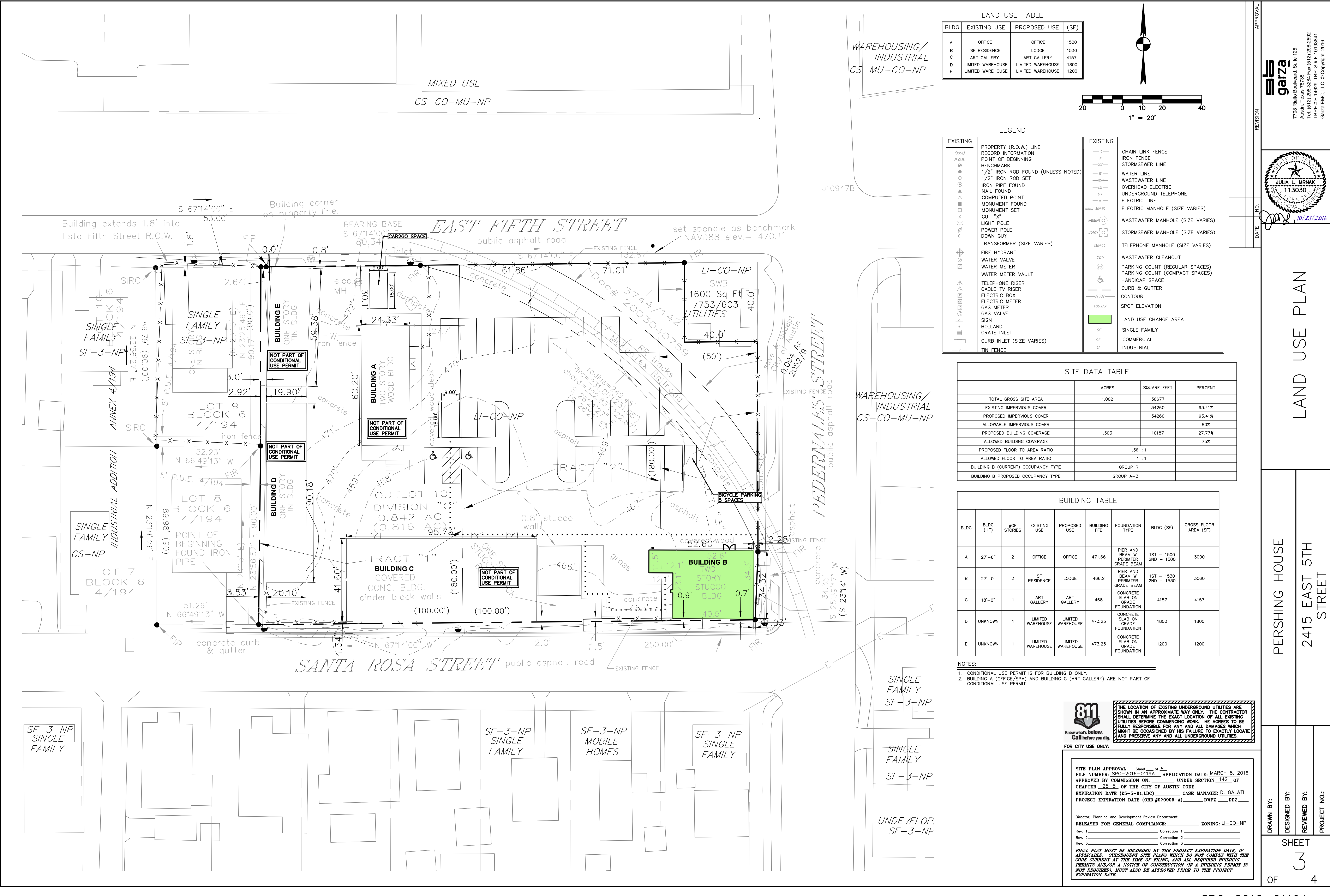
6. More adversely affect an adjoining site than would a permitted use;

A construction sales and service will have no more impact on adjoining properties than other permitted uses in the LI zoning district which could operate with similar or later hours than the proposed Club or Lodge.

7. Adversely affect the safety or convenience of vehicular or pedestrian circulation, including reasonably anticipated traffic and uses in the area; or

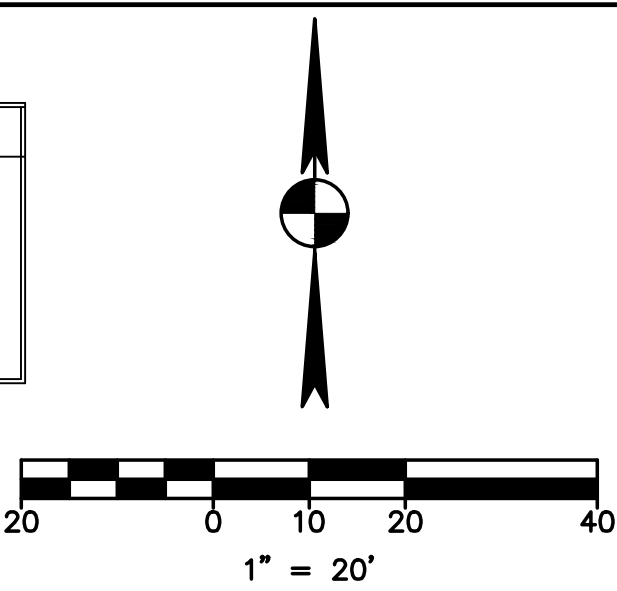
Staff Response: The site plan does not adversely affect the safety and convenience of vehicular and pedestrian circulation.

8. **Adversely affect an adjacent property or traffic control through the location, lighting, or type of a sign.** Staff Response: All signs and lighting will comply with the Land Development Code.



LAND USE TABLE

BLDG	EXISTING USE	PROPOSED USE	(SF)
A	OFFICE	OFFICE	1500
B	SF RESIDENCE	LODGE	1530
C	ART GALLERY	ART GALLERY	4157
D	LIMITED WAREHOUSE	LIMITED WAREHOUSE	1800
E	LIMITED WAREHOUSE	LIMITED WAREHOUSE	1200



LEGEND

EXISTING	PROPERTY (R.O.W.) LINE	EXISTING	CHAIN LINK FENCE
(DOW)	RECORD INFORMATION	—C—	IRON FENCE
P.O.B.	POINT OF BEGINNING	—X—	STORMSEWER LINE
●	BENCHMARK	—SS—	WATER LINE
○	1/2" IRON ROD FOUND (UNLESS NOTED)	—W—	WASTEWATER LINE
○	1/2" IRON ROD SET	—OE—	OVERHEAD ELECTRIC
▲	IRON PIPE FOUND	—UT—	UNDERGROUND TELEPHONE
△	NAIL FOUND	—e—	ELECTRIC LINE
□	COMPUTED POINT	elec. MH	ELECTRIC MANHOLE (SIZE VARIES)
■	MONUMENT FOUND	WMMH	WASTEWATER MANHOLE (SIZE VARIES)
×	CUT "X"	SSMH	STORMSEWER MANHOLE (SIZE VARIES)
☆	LIGHT POLE	TMH	TELEPHONE MANHOLE (SIZE VARIES)
☆	POWER POLE	CO	WASTEWATER CLEANOUT
☆	DOWN GUY	25	PARKING COUNT (REGULAR SPACES)
☆	TRANSFORMER (SIZE VARIES)	678	PARKING COUNT (COMPACT SPACES)
☆	FIRE HYDRANT	100.0 x	HANDICAP SPACE
☆	WATER VALVE		CURB & GUTTER
☆	WATER METER		CONTOUR
☆	WATER METER VAULT		SPOT ELEVATION
☆	TELEPHONE RISER		LAND USE CHANGE AREA
☆	CABLE TV RISER		SINGLE FAMILY
☆	ELECTRIC BOX		COMMERCIAL
☆	ELECTRIC METER		INDUSTRIAL
☆	GAS METER		
☆	GAS VALVE		
☆	SIGN		
☆	BOLLARD		
☆	GRATE INLET		
☆	CURB INLET (SIZE VARIES)		
☆	TIN FENCE		

SITE DATA TABLE

	ACRES	SQUARE FEET	PERCENT
TOTAL GROSS SITE AREA	1.002	36677	
EXISTING IMPERVIOUS COVER		34260	93.41%
PROPOSED IMPERVIOUS COVER		34260	93.41%
ALLOWABLE IMPERVIOUS COVER			80%
PROPOSED BUILDING COVERAGE	.303	10187	27.77%
ALLOWED BUILDING COVERAGE			75%
PROPOSED FLOOR TO AREA RATIO		.36 :1	
ALLOWED FLOOR TO AREA RATIO		1 :1	
BUILDING B (CURRENT) OCCUPANCY TYPE		GROUP R	
BUILDING B PROPOSED OCCUPANCY TYPE		GROUP A-3	

BUILDING TABLE

BLDG	BLDG (HT)	#OF STORIES	EXISTING USE	PROPOSED USE	BUILDING FFE	FOUNDATION TYPE	BLDG (SF)	GROSS FLOOR AREA (SF)
A	27'-6"	2	OFFICE	OFFICE	471.66	PIER AND BEAM W PERIMETER GRADE BEAM	1ST - 1500 2ND - 1500	3000
B	27'-0"	2	SF RESIDENCE	LODGE	466.2	PIER AND BEAM W PERIMETER GRADE BEAM	1ST - 1530 2ND - 1530	3060
C	18'-0"	1	ART GALLERY	ART GALLERY	468	CONCRETE SLAB ON GRADE FOUNDATION		4157
D	UNKNOWN	1	LIMITED WAREHOUSE	LIMITED WAREHOUSE	473.25	CONCRETE SLAB ON GRADE FOUNDATION		1800
E	UNKNOWN	1	LIMITED WAREHOUSE	LIMITED WAREHOUSE	473.25	CONCRETE SLAB ON GRADE FOUNDATION		1200

NOTES:
1. CONDITIONAL USE PERMIT IS FOR BUILDING B ONLY.
2. BUILDING A (OFFICE/SPA) AND BUILDING C (ART GALLERY) ARE NOT PART OF CONDITIONAL USE PERMIT.

811 Know what's Below. Call before you dig.

THE LOCATION OF EXISTING UNDERGROUND UTILITIES ARE SHOWN IN AN APPROXIMATE WAY ONLY. THE CONTRACTOR SHALL DETERMINE THE EXACT LOCATION OF ALL EXISTING UTILITIES BEFORE COMMENCING WORK. HE AGREES TO BE FULLY RESPONSIBLE FOR ANY AND ALL DAMAGES WHICH MIGHT BE OCCASIONED BY HIS FAILURE TO EXACTLY LOCATE AND PRESERVE ANY AND ALL UNDERGROUND UTILITIES.

FOR CITY USE ONLY:

SITE PLAN APPROVAL Sheet 4 of 4
FILE NUMBER: SPC-2016-0119A APPLICATION DATE: MARCH 8, 2016
APPROVED BY COMMISSION ON: UNDER SECTION 142 OF CHAPTER 25-5 OF THE CITY OF AUSTIN CODE.
EXPIRATION DATE (25-5-81.DC) CASE MANAGER D. GALATI
PROJECT EXPIRATION DATE (ORD.#970905-A) DWP2 DDZ

Director, Planning and Development Review Department
RELEASED FOR GENERAL COMPLIANCE: ZONING: LI-CO-NP
Rev. 1 Correction 1
Rev. 2 Correction 2
Rev. 3 Correction 3

FINAL PLAT MUST BE RECORDED BY THE PROJECT EXPIRATION DATE, IF APPLICABLE. SUBSEQUENT SITE PLANS WHICH DO NOT COMPLY WITH THE CODE CURRENT AT THE TIME OF FILING, AND ALL REQUIRED BUILDING PERMITS AND/OR A NOTICE OF CONSTRUCTION (IF A BUILDING PERMIT IS NOT REQUIRED), MUST ALSO BE APPROVED PRIOR TO THE PROJECT EXPIRATION DATE.

garza

7708 Riata Boulevard, Suite 125
Austin, Texas 78735
Tel. (512) 298-3284 Fax (512) 298-6592
TBPE # F-14629 TBPLS # F-1019341
Garza EMC, LLC © Copyright 2016

LAND USE PLAN

PERSHING HOUSE

2415 EAST 5TH STREET

DRAWN BY: SHEET 3 OF 4

DESIGNED BY:

REVIEWED BY:

PROJECT NO.:

PUBLIC HEARING INFORMATION

Although applicants and/or their agent(s) are expected to attend a public hearing, you are not required to attend. However, if you do attend, you have the opportunity to speak FOR or AGAINST the proposed development or change. You may also contact a neighborhood or environmental organization that has expressed an interest in an application affecting your neighborhood.

During a public hearing, the board or commission may postpone or continue an application's hearing to a later date, or recommend approval or denial of the application. If the board or commission announces a specific date and time for a postponement or continuation that is not later than 60 days from the announcement, no further notice is required.

A board or commission's decision may be appealed by a person with standing to appeal, or an interested party that is identified as a person who can appeal the decision. The body holding a public hearing on an appeal will determine whether a person has standing to appeal the decision.

A zoning ordinance amendment may include a conditional overlay which would include conditions approved by the Land Use Commission or the City Council. If final approval is by a City Council's action, there is no appeal of the Land Use Commission's action.

An interested party is defined as a person who is the applicant or record owner of the subject property, or who communicates an interest to a board or commission by:

- delivering a written statement to the board or commission before or during the public hearing that generally identifies the issues of concern (*it may be delivered to the contact listed on a notice*); or
- appearing and speaking for the record at the public hearing; and:
- occupies a primary residence that is within 500 feet of the subject property or proposed development;
- is the record owner of property within 500 feet of the subject property or proposed development; or
- is an officer of an environmental or neighborhood organization that has an interest in or whose declared boundaries are within 500 feet of the subject property or proposed development.

A notice of appeal must be filed with the director of the responsible department no later than 14 days after the decision. An appeal form may be available from the responsible department.

For additional information on the City of Austin's land development process, visit our web site: www.austintexas.gov/devservices.

Written comments must be submitted to the board or commission (or the contact person listed on the notice) before or at a public hearing. Your comments should include the name of the board or commission, or Council; the scheduled date of the public hearing; the Case Number; and the contact person listed on the notice.

Case Number: SPC-2016-0119A

Contact: Donna Galati, 512-974-2733 or

Elsa Garza, 512-974-2308

Public Hearing: Planning Commission, December 13, 2016

JULIE DINECH
Your Name (please print)

2401 E. 6TH ST. # 2029

Your address(es) affected by this application

[Signature]
Signature

12/11/2016
Date

Daytime Telephone: _____

Comments:

This business is an exclusive club that brings no revenue to the neighborhood and increases noise. Please respect the families that live next door - no clubs on this block, please.

If you use this form to comment, it may be returned to:

City of Austin
Development Services Department - 4th floor
Donna Galati
P. O. Box 1088
Austin, TX 78767-8810

☐ I am in favor
☒ I object

PUBLIC HEARING INFORMATION

Although applicants and/or their agent(s) are expected to attend a public hearing, you are not required to attend. However, if you do attend, you have the opportunity to speak FOR or AGAINST the proposed development or change. You may also contact a neighborhood or environmental organization that has expressed an interest in an application affecting your neighborhood.

During a public hearing, the board or commission may postpone or continue an application's hearing to a later date, or recommend approval or denial of the application. If the board or commission announces a specific date and time for a postponement or continuation that is not later than 60 days from the announcement, no further notice is required.

A board or commission's decision may be appealed by a person with standing to appeal, or an interested party that is identified as a person who can appeal the decision. The body holding a public hearing on an appeal will determine whether a person has standing to appeal the decision.

A zoning ordinance amendment may include a conditional overlay which would include conditions approved by the Land Use Commission or the City Council. If final approval is by a City Council's action, there is no appeal of the Land Use Commission's action.

An interested party is defined as a person who is the applicant or record owner of the subject property, or who communicates an interest to a board or commission by:

- delivering a written statement to the board or commission before or during the public hearing that generally identifies the issues of concern (*it may be delivered to the contact listed on a notice*); or
- appearing and speaking for the record at the public hearing; and
- occupies a primary residence that is within 500 feet of the subject property or proposed development;
- is the record owner of property within 500 feet of the subject property or proposed development; or
- is an officer of an environmental or neighborhood organization that has an interest in or whose declared boundaries are within 500 feet of the subject property or proposed development.

A notice of appeal must be filed with the director of the responsible department no later than 14 days after the decision. An appeal form may be available from the responsible department.

For additional information on the City of Austin's land development process, visit our web site: www.austintexas.gov/devservices.

Written comments must be submitted to the board or commission (or the contact person listed on the notice) before or at a public hearing. Your comments should include the name of the board or commission, or Council; the scheduled date of the public hearing; the Case Number; and the contact person listed on the notice.

Case Number: SPC-2016-0119A
Contact: Donna Galati, 512-974-2733 or
Elsa Garza, 512-974-2308
Public Hearing: Planning Commission, December 13, 2016

briefed w/1501
Your Name (please print) _____

2401 e. 6th # 1030 Austin, TX 78702
Your address(es) affected by this application _____

J. Wilson
Signature _____

Daytime Telephone: _____

Comments: _____
how many zoning requests are allowed for our address?

☒ I am in favor of this project

12/6/2016
Date

If you use this form to comment, it may be returned to:

City of Austin
Development Services Department – 4th floor
Donna Galati
P. O. Box 1088
Austin, TX 78767-8810

December 10, 2016

Donna Galati
Development Services Department
City of Austin
P.O. Box 1088
Austin, TX 78702

RE: Pershing - 2415 E 5TH ST

Dear Donna:

I am writing to you as the owner of Licha's Cantina located on 1306 east 6th street ATX 78702

I would like to clearly voice my support and the support of my organization for Pershing as a private club and event space located at 2415 East 5th Street. I am not affiliated with Pershing in any way, our experience with Pershing is knowing Kip McClanahan and Amal Safdar thru the years and creating a social friendship.

I have spent time with them and understand, first-hand, the plans for the Pershing location and business in East Austin. In particular:

Pershing has invested deeply in their neighborhood and their remodeling design preserves and honors the older buildings on the site. Pershing is beautiful and unique among more recent East-side projects.

I have attended several of their events and have been impressed with the organization of their operation and the how respectful they have been of their surroundings.

Pershing has hosted events in the past, including birthdays, holiday parties, corporations such as Apple Corp. and McLaren, as well as the Art Alliance of Austin and the UMLAUF sculpture garden, and such events have worked hard to be un-intrusive to the neighborhood and professionally managed. In many ways, we've seen Pershing go out of its way to include the neighborhood and neighbors in the events themselves. Pershing as an event space is professional, inclusive and extremely well managed.

We fully support Pershing getting in business as a private, membership club with both food and alcohol services for it's members as soon as possible. Already, Pershing's early membership base has been highly interested and helpful to our organization. Pershing members have attended our event and supported our cause!

Please feel free to contact me to discuss any aspect of this matter.

At your service,

Daniel Brooks

1306 east 6th street

Db.lichas@gmail.com

512.619.0993

Galati, Donna

From: Sean Foley <foley.s@eggham.com>
Sent: Wednesday, December 14, 2016 11:04 AM
To: Galati, Donna
Cc: Kip McClanahan
Subject: RE: Pershing – 2415 E 5TH ST

Donna Galati
Development Services Department
City of Austin
P.O. Box 1088
Austin, TX 78702

Greetings Donna:

I am a proud homeowner in East Austin; 1123 3/4 Henninger Street a bit north / east of Pershing. I moved to Austin in 1999 to attend the University of Texas and Austin quickly became home.

I am writing to you as a stakeholder in the neighborhood, and am not affiliated with Pershing in any way.

The owner and developer of Pershing, Kip McClanahan, reached out to me and offered to provide a tour of his facility so that I could see and understand first-hand what it encompasses, and this letter documents my observations and conclusions following that fact finding tour.

#1. The facility is truly unique, one-of-a-kind, iconic, Austin. This facility quickly became a beautiful piece of fabric for our neighborhood.

#2. The facility blends seamlessly into the neighborhood.

#3. The design preserves the older buildings on the site.

#4. This is not a new multi-story building like these other facilities going up. This is authentic and honorable.

#5. The interior design is smart and eclectic.

#6. Overall, the project feels uniquely Austin.

#7. The target market will tend to be mindful of being guests in the neighborhood. I would much rather have the smaller, more targeted crowds of Pershing, than the larger, more rowdy crowds.

#8. The Pershing clientele will really HELP with exposure for the artists and their studios in the area.

This is what Pershing, and Austin, are all about: the promotion of creativity across diverse crowds of people coming together in a way that is unique to our community. I am a full supporter of what Pershing will bring to the neighborhood and would ask and encourage all those involved, from the city staff to the council chambers, to work creatively toward an accord that will allow Pershing to take its rightful place as an Austin icon.

Please feel free to contact me to discuss any aspect of this matter.

I can be reached 9-5, Monday-Friday, at 512.699.2351.

Best,
Sean

--

Galati, Donna

From: Jada Garrison <jadagarr@gmail.com>
Sent: Thursday, December 01, 2016 10:47 AM
To: Galati, Donna
Subject: The Pershing

Donna,

I am writing in support of The Pershing, a club located at 2415 East 5th Street. As a longtime resident of East Austin (I moved to 2103 East 22nd Street in 2004), I am always glad to see unique new places that help promote the creative and artistic vibe for which this area is known. I am the former board chair of Art Alliance Austin and was thrilled with the group's selection of The Pershing for its annual preview party for the East Austin Studio Tour. The gallery at The Pershing was definitely a highlight of the entire tour.

Please don't hesitate to contact me if I can provide additional information.

Sincerely,

Jada Garrison

Galati, Donna

From: Tommy Hannan
Sent: Tuesday, November 29, 2016 11:08 AM
To: Galati, Donna
Cc: I
Subject: Pershing – 2415 E 5TH ST

Donna Galati
Development Services Department
City of Austin
P.O. Box 1088
Austin, TX 78702

Donna,

I want to write a letter of support for The Pershing, a private club located at 2415 East 5th St. I am excited about the beautiful redevelopment just 5 blocks north of my home on 2307 Willow St. It is great to have another place in the neighborhood just a short walk away from my home.

The Pershing has been a welcoming, new, artistic, cultural and social hub for the East Austin community. I have attended two neighborhood events at the Pershing most recently visiting their venue during a fundraiser for a 501(c)3 veterans-run non-profit.

I am in full support of their dynamic programming and designation as a private social club. The Pershing is a great addition to our growing, vibrant and diverse neighborhood. If you would like to contact me to discuss this further, please do not hesitate to email or call me at 512-762-5628.

Sincerely,

Tommy Hannan

PUBLIC HEARING INFORMATION

Although applicants and/or their agent(s) are expected to attend a public hearing, you are not required to attend. However, if you do attend, you have the opportunity to speak FOR or AGAINST the proposed development or change. You may also contact a neighborhood or environmental organization that has expressed an interest in an application affecting your neighborhood.

During a public hearing, the board or commission may postpone or continue an application's hearing to a later date, or recommend approval or denial of the application. If the board or commission announces a specific date and time for a postponement or continuation that is not later than 60 days from the announcement, no further notice is required.

A board or commission's decision may be appealed by a person with standing to appeal, or an interested party that is identified as a person who can appeal the decision. The body holding a public hearing on an appeal will determine whether a person has standing to appeal the decision.

A zoning ordinance amendment may include a conditional overlay which would include conditions approved by the Land Use Commission or the City Council. If final approval is by a City Council's action, there is no appeal of the Land Use Commission's action.

An interested party is defined as a person who is the applicant or record owner of the subject property, or who communicates an interest to a board or commission by:

- delivering a written statement to the board or commission before or during the public hearing that generally identifies the issues of concern (*it may be delivered to the contact listed on a notice*); or
- appearing and speaking for the record at the public hearing; and:
- occupies a primary residence that is within 500 feet of the subject property or proposed development;
- is the record owner of property within 500 feet of the subject property or proposed development; or
- is an officer of an environmental or neighborhood organization that has an interest in or whose declared boundaries are within 500 feet of the subject property or proposed development.

A notice of appeal must be filed with the director of the responsible department no later than 14 days after the decision. An appeal form may be available from the responsible department.

For additional information on the City of Austin's land development process, visit our web site: www.austintexas.gov/devservices.

Written comments must be submitted to the board or commission (or the contact person listed on the notice) before or at a public hearing. Your comments should include the name of the board or commission, or Council; the scheduled date of the public hearing; the Case Number; and the contact person listed on the notice.

Case Number: SPC-2016-0119A
Contact: Donna Galati, 512-974-2733 or
Elsa Garza, 512-974-2308
Public Hearing: Planning Commission, December 13, 2016

Your Name (please print) Kimberly Harding

☒ I am in favor
☐ I object

Your address(es) affected by this application 2500B East 3rd St.

Daytime Telephone: _____

[Signature] 12/16/2016
Signature Date

Comments: _____

If you use this form to comment, it may be returned to:

City of Austin
Development Services Department – 4th floor
Donna Galati
P. O. Box 1088
Austin, TX 78767-8810

Galati, Donna

From: Lindsey Harvey Jordan
Sent: Wednesday, November 30, 2016 7:18 PM
To: Galati, Donna
Cc:
Subject: The Pershing - 2415 E 5th St

Donna Galati
Development Services Department
City of Austin
P.O. Box 1088
Austin, TX 78702

RE: Pershing – 2415 E 5TH ST

Donna,

I am reaching out to express my excitement and support for The Pershing, a private club located at 2415 East 5th St. The Pershing is a unique addition to the east side neighborhood, walking distance from my apartment, Este, at 2235 E. 6th St.

The Pershing will create a cultural and social hub that will be welcoming to the entire community. For example, recently the Pershing staff donated their space to allow a non-profit organization I support to host an event and bring awareness to their cause, helping women and children affected by ISIS in the middle east. Their beautiful space was well received by the 65 attendees and the Pershing staff were most accommodating.

With that said, I believe The Pershing will continue to support great causes and events Austinites feel passionate about, and their space will provide a beautiful setting for members and non-members in the community.

Lastly, I'd like to state that I support their efforts to rezone their property designation as a private social club. The Pershing is a great addition to our neighborhood and I hope you have the opportunity to check it out in the near future!

Feel free to contact me to discuss this further at 512.660.2766

Best,

Lindsey
Harvey
Loop & Tie, Director of Sales
512.660.2766



Galati, Donna

From: Lisa Hickey <
Sent: Friday, December 02, 2016 4:56 PM
To: Galati, Donna
Cc: kip@thepershing.com; Stephanie Spurrier
Subject: Pershing – 2415 E 5TH ST

Dear Donna,

I am writing to you as an owner of Panacea Collection, a boutique furniture rental company specializing in events and home staging.

I would like to voice my support and the support of our organization for Pershing as a private club and event space located at 2415 East 5th Street. I do not have an interest in Pershing. Our experience has been as a vendor that supports special events and gatherings with our furnishings and decor.

I have spent time with the owners and operators of Pershing and understand the plans for the Pershing location and business in East Austin. Pershing is a beautiful project that adds value to the community as not only a stunning design project, but more importantly, support of East Austin-based nonprofits and businesses. The owners and operators of Pershing support community artists, nonprofit organizations, restaurants, and other East Austin-based businesses such as ours. They strive to integrate these stakeholders into their each of their events and programming.

The Pershing group has been a wonderful partner. In our experience supporting their events, their team is extremely professional and maintain the highest standards of excellence. We are excited about what this project will bring to the neighborhood, and businesses like Panacea.

Please let me know if you have any questions.

Kind regards,
Lisa Hickey
512.808.8207



Donna Galati
Development Services Department
City of Austin
P.O. Box 1088
Austin, TX 78702

RE: Pershing – 2415 E 5TH ST

Dear Donna,

I am writing to you as Executive Director of Art Alliance Austin, a nonprofit organization that connects the public to Austin's contemporary art community.

I would like to clearly voice my support and the support of my organization for Pershing as a private club and event space located at 2415 East 5th Street. While we are not affiliated with Pershing in any way, our experience with Pershing is producing a museum quality Austin contemporary art exhibition that is open to the public during both weekends of the East Austin Studio Tour (EAST). Additionally, we held artist talks, EAST recommendations from industry experts, dance performances – all of which were open to the public either with tickets or for free.

We have spent time with the owners and operators of Pershing and understand, first-hand, the plans for the Pershing location and business in East Austin. In particular:

1. Pershing has invested deeply in high-end architectural, engineering and design expertise. The design preserves and honors the older buildings on the site, and beautifully integrates the former residential component into the overall neighborhood in a creative way. Pershing is beautiful and unique among more recent East-side projects.
2. This month we hosted Art Alliance Austin's ARTBASH at Pershing. The event is centered on a museum quality exhibition of some of Austin's most celebrated and exciting artists. The main event was a gathering that celebrated art and creativity with live dance and art performances. The exhibition remains up and open to the public for both weekends of the East Austin Studio Tour, punctuated by educational artist talks and other art industry experts recommending other stops on the tour.
3. Pershing has hosted events in the past, including some of Austin's most prized corporate citizens including Apple Corp. and Formula 1 powerhouse McLaren, as well as with the Art Alliance of Austin and the UMLAUF sculpture garden, and such events have worked hard to be un-intrusive to the neighborhood and professionally managed. In many ways, we've seen Pershing go out of its way to include the neighborhood and neighbors in the events themselves. Pershing as an event space is professional, inclusive and extremely well managed.
4. We fully support Pershing getting in business as a private, membership club with both food and alcohol services for its members as soon as possible. Already, Pershing's early membership base has been highly interested and helpful to our organization. Pershing members have attended our event and supported our cause!
5. In conclusion, I would like to say that Pershing is among the very best event venues that Art Alliance has partnered with, and that list is numerous. Pershing has a professional staff that voices consideration for their neighbors, community, and partners. They clearly have created a unique and wonderful place in Austin that reflects the city's authenticity, energy, creativity, and excellence.

Please feel free to contact me to discuss any aspect of this matter.

Sincerely,

Asa Hursh
Executive Director of Art Alliance Austin
PO Box 5705 Austin TX 78763

512-820-9429

Neely Hutchins
2400 Santa Rosa St.
Austin, TX 78702
(512) 638-0533

October 25, 2016

City of Austin
Development Services Department
Attn: Donna Galati, Donna.Galati@austintexas.gov
P. O. Box 1088
Austin, TX 78767-1088
512-974-2733

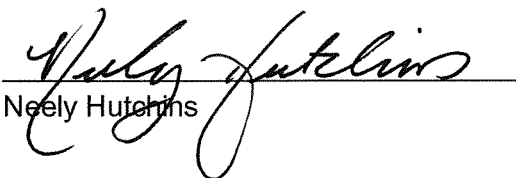
To whom it may concern:

My name is Neely Hutchins and live directly behind The Pershing located at 2415 East 5th St. Over the last couple of months I have come to know a majority of the staff of this establishment. Their security team is constantly watching out for our surroundings as well as the Pershing. I am a single woman who lives alone and knowing that I can rely on them to be watchful of my street and my neighbors is very comforting.

This establishment has been nothing short of amazing for our neighborhood. I fully support my Pershing neighbors and anything they do from here on out in order to make their establishment operating for business.

One additional thing I'd like to point out is that they have had several larger events over the past months and, while I live next to the property, the noise and commotion from the events has been absolutely unnoticeable to me. I support Pershing being able to serve alcohol and host events as their business sees fit.

Thank you very much and please feel free to contact me with any questions.


Neely Hutchins

Jenny Hutchinson
720 Pedernales St Unit. B
Austin, TX 78702
(469) 323-0379

November 18, 2016

City of Austin
Development Services Department
Attn: Donna Galati, Donna.Galati@austintexas.gov
P. O. Box 1088
Austin, TX 78767-1088
512-974-2733

To whom it may concern:

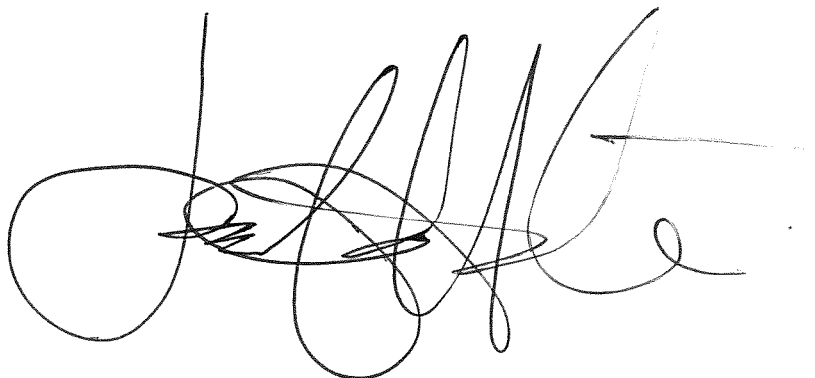
My name is Jenny Hutchinson and live just two blocks down the street from The Pershing located at 2415 East 5th St. When I first found out about a private social club serving food and alcohol in my neighborhood I was ecstatic. East Austin is in need of an establishment that promotes positive, respectable and educational socializing.

Over the last couple of months I have attended numerous events at The Pershing ranging from art galas, health seminars and world issue discussions that have helped me become more educated and cultured as a person. The events are extremely well managed as they keep them small and secured. Also, as a single woman living in East Austin it's very comforting to know that the security team is constantly observing the surroundings and keeping my neighborhood safe.

The Pershing is very respectful of the neighborhood and noise is practically unnoticeable to me. The Pershing has been an extremely positive addition to my neighborhood and my life. I fully support my Pershing neighbors and anything they do from here on out in order to make their establishment operating for business.

If anyone at the city would like to discuss any of this further, I'm happy to talk. You can reach me at 469-323-0379.

Thanks,
Jenny

A handwritten signature in black ink, appearing to read 'Jenny Hutchinson', with a large, stylized flourish at the end.

Galati, Donna

From: Shaun Jordan
Sent: Tuesday, November 29, 2016 6:54 AM
To: Galati, Donna
Cc: Kip McClanahan; Stephanie Spurrier
Subject: A letter of support for The Pershing.

Donna Galati
Development Services Department
City of Austin
P.O. Box 1088
Austin, TX 78702

RE: Pershing – 2415 E 5th ST

Donna,

I want to write a letter of support for The Pershing, a private club located at 2415 East 5th St. I am excited about the beautiful redevelopment just one-half block from my apartment at 2235 E. 6th St. It is great to have another place in the neighborhood just a short walk away from my home.

The Pershing has been a welcoming, new, artistic, cultural and social hub for the East Austin community. I have attended three neighborhood events at the Pershing most recently visiting their venue during the East Austin Studio tour. It was one of the best spots on a grand tour.

I am in full support of their dynamic programming and designation as a private social club. The Pershing is a great addition to our growing, vibrant and diverse neighborhood. If you would like to contact me to discuss this further, please do not hesitate to email or call me at [512-256-8475](tel:512-256-8475). Additionally, please keep me posted on any upcoming public hearings on this issue.

Sincerely,



Shaun Jordan
Este
2235 E. 6th St. 413
Austin, TX. 78702

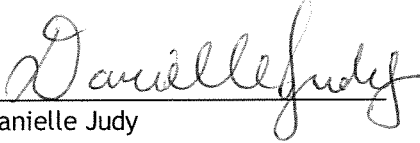
November 15, 2016

Danielle Judy
2407 Santa Rosa
Austin, TX 78702
(281)818-0617

Donna Galati
Development Services Department
Attn: Donna Galati, Donna.Galati@austintexas.gov
City of Austin
P.O. Box 1088
Austin, TX 78702

Dear Donna:

My name is Danielle Judy and I live directly behind the Pershing. I am writing to you to let you know that I fully support the Pershing in every way. They have had numerous events at their site and none of them have ever been loud enough or disturbing to me in any way. My drive way has never been blocked or parked in. I have always been informed when an event is happening whether it be large or small and I greatly appreciate that. With that being said, I am in support of Pershing and their members! I feel that Austin needs establishments like this that are not like the bars on west 6th. Their members have never recklessly driven down my street and they all seem to be very responsible and have rideshare companies drop them off. I look forward to when Pershing is fully open and selling alcohol. Thank you and if you have any question or would like to contact me please feel free to email or call me at anytime.


Danielle Judy

Galati, Donna

From: Chris Kemp <[REDACTED]>
Sent: Tuesday, November 29, 2016 10:20 AM
To: Galati, Donna
Cc: [REDACTED]
Subject: The Pershing - 2415 E 5th ST

Donna,

I am writing in support of The Pershing, a private club in East Austin.

I have lived in East Austin for the last two years and I love this neighborhood. The Pershing has done a great job of creating a beautiful property that fits in with the area vibe. I recently attended a charity event that was held there helping military veterans raise money for a great cause. It was a wonderful event and everyone I spoke with in attendance really loved the space and it's location in the heart of East Austin.

I really look forward to attending more events there in the future and want to voice my support for them to be able to operate as a private club. I believe it's a great addition to our neighborhood.

Best,

Chris
407.782.9800

Loren Kirkpatrick
1101 E. 8th St.
Austin, Texas 78702

November 30, 2016

Donna Galati
Development Services Department
City of Austin
P.O. Box 1088
Austin, TX 78702

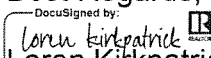
RE: Support for Pershing Request to Designate as a Private Club – 2415 E. 5th St., Austin, Texas 78702

Dear Ms. Galati:

I am reaching out to you to express my support of the Pershing located at 2415 E. 5th St. Austin, Texas 78702 in their request of the City of Austin to accept its designation as a private club. I am a resident of East Austin in the Guadalupe Neighborhood currently residing at 8th and Waller - walking distance to the Pershing.

I am familiar with the organization and its goals to foster a creative and cultural/social hub serving the adjacent local community, its members, and Austin as a whole. The concept to provide a space for both events and cultural events is needed in East Austin. While this is not a traditional development and zoning request, the idea for a facility available to host events of all types with food and beverage services is well established in other areas of town and across the state. There are other examples of private clubs that have added value to Austin community at large as well as their members, i.e. Elks (Lions) Lodge, the Austin Club, and Moose Lodge. I believe that The Pershing will be a great addition to East Austin.

I support approval of the Pershing's request to register as a private social club and it will provide ample cultural dividends to the surrounding area. For the record, I am not a member of the Club, nor do I plan to join. However, I have attended events at the space – East Austin Studio Tour & other non-profit events (most recently to support victims of ISIS). These events and their impact to local non-member participants is an example of how the Pershing can serve greater local community. The past and future event schedules are not of the variety to present noise or sound issues. The development is first rate, and a nice addition to the neighborhood with ample parking within the facility. This is the type of request that makes sense in further reimagining east Austin and enhancing an underused industrial area.

Best Regards,

Loren Kirkpatrick

David Mendoza

2217 Santa Rita Street
Austin, TX 78702

October 3, 2016

Donna Galati
City of Austin Development Services
PO Box 1088
Austin, TX 78767-1088

To whom it may concern,

I am writing this letter in support of Pershing and its private membership club located at 2415 East 5th Street. I have lived in the neighborhood for 10 years and the Santa Rita, Santa Rosa and Santa Maria streets that adjoin the corner property are a tight knit community that are very watchful of new businesses and redevelopment. I was invited by Pershing to experience the beautiful renovation and programming and have been impressed with their respect for their direct neighbors and the neighborhood in general.

Their approach and outreach has been very professionally done; all members of their team have been very helpful and open, and they have managed to contain all traffic for their privater events on their secured, private parking lot. With all of the rapid redevelopment happening in our neighborhood it is very nice to have careful, respectable businesses like Pershing operating on a scale that honors our existing little neighborhood. They have proven to be a welcome addition and I look forward to their innovative programming sooner than later.

Sincerely yours,

A handwritten signature in black ink, consisting of a stylized 'D' followed by a long horizontal line that curves slightly upwards at the end.

David Mendoza

512-656-5289

Galati, Donna

From: Ryan Reid
Sent: Tuesday, December 13, 2016 11:42 PM
To: Galati, Donna
Subject: Supporting The Pershing

Hi Donna,

I've grown up the past 33 years in Austin as one of those rare born-and-raised Austinites. My parents started businesses here, I started my own business here, and I've specifically dedicated the last 15 years as a homeowner and community member within East Austin.

As a business owner and resident out here on the east side, I want to bring support and attention to The Pershing, a venue at 2415 East 5th Street. What has always made Austin a vibrant and attractive city for residents and visitors alike has been the artistic, ambitious, and diverse local enterprises that pop up. Especially those that have grown organically and demonstrate their own individuality in the face of an increasingly paint-by-numbers tourist economy.

The Pershing has been a source of local and wonderful respite from the redundant bars and music venues working their way further east along 6th Street. The Pershing is a welcome and distinct neighborhood locale that should serve as role model for new artistic venues on the east side, and I am proud and excited to have it nearby.

Again, I want to voice my full support for The Pershing, their location, their purpose, and what they bring to the area. Feel free to reach out to me if my opinion can lend any support, and please keep me posted on any public hearings or issues related to The Pershing.

Sincerely,

Ryan Reid
1025 Lott Avenue
Austin, Texas 78702



Dear Donna:

As the owner of Autumn Rich & Co. a private events company, I would like to voice my undivided support for Pershing as a private club and event space at 2415 East 5th Street. I am in no way affiliated with Pershing, our personal experience with Pershing is that they have been our landlords for two and a half years, and I have personally assisted with the development of the project.

I have spent time with the owners and operators of Pershing to understand the plans for The Pershing location and business in East Austin. For instance:

Looking at The Pershing's design, it's easy to see how they have done an excellent job at maintaining and honoring the older buildings on site. This is one of the most unique and alluring projects to take place on the East-side.

Furthermore, The Pershing has done an amazing job at designing a space that would not be disruptive to its neighbors due to the controlled noise levels. As well as having spaces for patrons to park in on site. This will help make sure they respect not only their neighbors, but the surrounding neighborhoods as well.

Pershing has hosted a variety of different events, including birthdays, holiday parties, corporations, and many more. Each event that takes place at the Pershing has done an amazing job at being professionally managed and being respectful to the surrounding neighborhood, often including neighbors in the events that take place. Pershing is a professional, inclusive, and is extremely well managed.

Autumn Rich & Company gives our full support to Pershing becoming a business as a private, membership club with both food and alcohol services for its members as soon as possible. The interest in Pershing's early membership base has been highly interested and beneficial for our organization. Pershing members have attended our events and support our cause.

Please feel free to contact me to discuss any aspects of this matter,

Sincerely,

Autumn Rich
2415 E 5th Street, Building E, Austin, Texas, 78702

512.423.7079

November 23, 2016

Opie Salinas
404 Pedernales St, 406 Pedernales, 2468 Santa Rosa St.
Austin, Texas 78702
512-422-1637

VIA E-MAIL and POST
Donna Galati
Development Services Department
City of Austin
P.O. Box 1088
Austin, TX 78702

Topic: Pershing, private social club - 2415 E 5TH ST

To whom it may concern:

My name is Opie Salinas and my second property is directly across the street from Pershing's property. The Pershing located at 2415 East 5th St. I support Pershing's business and believe that East Austin is in need of an establishment that promotes positive, respectable and educational socializing that includes food and alcohol service.

Over the last couple of months there have been numerous events at The Pershing. Pershing events are NOT disruptive to the neighborhood and are extremely well managed as they keep them small and secured.

I also appreciate knowing that the Pershing security team is constantly observing the surroundings and keeping my neighborhood safe. The Pershing is very respectful of the neighborhood and noise is unnoticeable to me.

The Pershing has been an extremely positive addition to my neighborhood. I fully support my Pershing neighbors and anything they do from here on out in order to make their establishment operating for business.

If anyone has any questions or would like to discuss anything further, please feel free to call me at 512-422-1637.

Sincerely,

Opie Salinas
os270m@att.com

A handwritten signature in black ink, appearing to read "Opie Salinas", with a stylized, flowing script.

Steve Salinas
2405 Santa Rosa St.
Austin, TX 78702
(737) 734-1637

September 28, 2016

City of Austin
Development Services Department
Attn: Donna Galati, Donna.Galati@austintexas.gov
P. O. Box 1088
Austin, TX 78767-1088
512-974-2733

To whom it may concern:

I am writing in support of Pershing East, LLC, located at 2415 East 5th Street. I live directly across Santa Rosa from Pershing and would like to let the city know that they are good neighbors, respectful of the neighborhood and I support them opening Pershing as a private club as soon as possible.

I have come to know Dre Wright who runs day time operations and security for Pershing. I feel like Dre's team helps make my neighborhood safer and Pershing has taken a neighborhood watch approach for our entire block. These guys are a great addition to the neighborhood!

Best regards,

Steve Salinas

(737) 734-1637

A handwritten signature in black ink, appearing to read "Steven Salinas", with a long horizontal flourish extending to the right.

Galati, Donna

From:
Sent: Thursday, December 01, 2016 10:52 AM
To: Galati, Donna
Subject: The Pershing - 2415 E 5th St.

Hi Donna,

My name is Jac Saltzgiver, and I live in the building close by the Pershing at 2235 E 6th St. I understand that the site at 2415 E 5th St. (The Pershing) is going through a rezoning process and I just wanted to reach out and express my overwhelming support for this location to be designated as a private club.

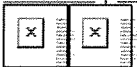
It is a short skip around the corner from my home, and I'd love the addition of this private club in our neighborhood. The Pershing has historically been a cultural and artistic social hub in our neighborhood, and one of my favorite locations is our neighborhood. We're happy to support The Pershing as it evolves to meet the needs of our diverse community.

Please feel free to contact me at 719.351.8522 if you have any questions, or would like to discuss further.

All my best,

Jac Saltzgiver

Co-founder, CEO
TRAGO | 719.351.8522





November 29, 2016

Dear Council Member Renteria,

I am writing to you today as Executive Director of the UMLAUF Sculpture Garden & Museum in support of Pershing as a private member's club and event space located at 2415 East 5th Street.

Please note that the UMLAUF is not affiliated with Pershing in any way, our experience with Pershing is as a nonprofit partner that has been an excellent benefit to the organization and our supporters. Pershing recently hosted the UMLAUF's annual Collectors Evening where we had the opportunity to showcase Charles Umlauf's works to an exclusive audience interested in the collection, the preservation of Umlauf's work and the renewal of the UMLAUF gardens. Since our event, the membership of Pershing has been highly interested in the efforts of our nonprofit.

Throughout our event planning process, we learned through the owners and members of Pershing their level of commitment to East Austin, and the investment that they have made in high-end architectural design and engineering. Just as the UMLAUF is recognized for the preservation of one of Austin's most renowned artists that showcases the city's arts heritage through the garden and venue for its citizens and visitors, I believe that Pershing has honored the footprint of its space with the older buildings on the site, the fence for privacy, and how Pershing beautifully integrates the former residential component into the overall neighborhood in a creative and inviting way as a unique addition to recent East-side projects.

We have also witnessed a number of nonprofit organizations that Pershing has supported with their venue space as one of Austin's newest private social clubs that supports its nonprofit community. These nonprofits include Big Medium, Art Alliance Austin, the UMLAUF Sculpture Garden & Museum as well as corporate partners with Apple, Formula 1 and others.

We have mutually invested time learning about the potential for Pershing and its unique plans and location that is inclusive and respectful of its neighbors and the possibility that this venue brings to the businesses in East Austin.

As a citizen, taxpayer, and engaged member of this community, I whole-heartedly support the request before City Council to adequately provide for the business and private use of Pershing as a membership club that provides both food and alcohol service for its members, and in support of nonprofit organizations like the UMLAUF.

Thank you,

A handwritten signature in black ink, appearing to read "Nina Seely", written over a faint circular line.

Nina Seely
Executive Director

cc: Donna Galati
Nicholas Solorzano
David Chincanchan

December 6, 2016

City of Austin
Development Services Department
Attn: Donna Galati, Donna.Galati@austintexas.gov
P. O. Box 1088
Austin, TX 78767-1088
512-974-2733

To whom it may concern;

Hello, my name is Stan Smith, I am a resident of nearly 10 years of East Austin and currently live just a few blocks away from The Pershing located at 2415 East 5th Street. I am also a business owner who has operated out of East Austin as well for the past 4 years.

East Austin has changed quite a bit over the past few years! I realize you and your team have your hands full trying to find a balance between satisfying the needs of the long term East Austin residents while simultaneously satisfying Developers and allowing for new developments, growth and opportunities.

I have been in Austin long enough to witness bars pop up on Rainey Street and even on East Cesar Chavez where the music blares on until 2:00pm, if not later, sometimes just a few feet from a neighboring house still being occupied by residents. I recognize the issues created in those situations.

The Pershing does NOT fit in this category!

I had an opportunity to attend a Pershing event recently and what I experienced was a well thought out event, an absolutely beautifully restored building and architecturally stunning finish out. The event was attended by a well-mannered group and amazing staff! The volume of music was so low that at times I didn't even realize that music was actually playing. The event wrapped up at 9:00pm.

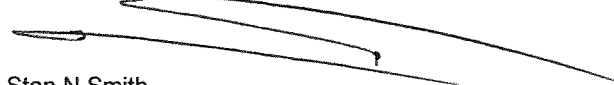
This event was a far different experience from the other bars/events I have attended over the years at other locations!

I enjoyed the event so much that I am now considering becoming a member myself.

I hope you continue to allow The Pershing to operate in its current location. I have no doubt it will be a great addition for us residents and for the every growing and evolving East Austin neighborhood!

Thank you, have a wonderful day!

Sincerely,



Stan N Smith
Owner
512.552.8825
Indigo Painting, Cleaning & Carpet Cleaning



Dear Donna,

I am the Founder and CEO of Ubuntu (previously CTC International), a local nonprofit that serves communities in Kenya. We have been working with thousands of underserved families and individuals in Kenya for almost 15 years and we have happily called Austin our home for 10 of those years. The growth we have experienced and the impact we have been able to create wouldn't be possible without Austin's unique ability to attract and foster conscientious and community-focused businesses.

I am writing to voice my support and the support of Ubuntu for one of those businesses, Pershing, as a private club and event space located at 2415 East 5th Street. While we are not affiliated with Pershing in any way, our experience with Pershing this year is the perfect example of what conscientious businesses can unlock in our community. The Pershing team not only gifted us a beautiful venue for our Annual fundraiser, the whole team went above and beyond to help us organize the event, spread the word in the community and attract some amazing long-time supporters for Ubuntu's work. It was the most successful event we've had in Austin after having worked with and paid for numerous other venues. That one night will fund several Education and Healthcare initiatives in Kenya, but it wouldn't have happened without weeks of support and guidance from Pershing.

We have spent time with Pershing's owners and operators and we are excited by the plans for the Pershing location and business in East Austin. Pershing has already been an exemplary neighbor raising the bar for local businesses:

1. Pershing supports local organizations/nonprofits like Ubuntu and has already opened its doors, its network, and its staff's expertise to us and others. This sense of collaboration and support for other local organizations is necessary to East Austin's growth. We previously officed in East Austin for several years but the lack of supportive and collaborative businesses in the area was a big drawback for us. We look forward to seeing more businesses with this mindset take root in such an important piece of Austin. As Austin as a whole continues its growth as a hub for nonprofit and social enterprise innovation, businesses with this mindset are increasingly crucial to the city's business landscape.
2. Pershing has also hosted some of Austin's most prized corporate citizens such as Apple Corp. and Formula 1 powerhouse, McLaren. Additionally, Pershing has hosted other local organizations like the

Art Alliance of Austin and the UMLAUF sculpture garden. For each event, the Pershing staff works hard to be un-intrusive to the neighborhood, while presenting a professional and elegant environment. In fact, we've noticed Pershing actually go out of its way to include the neighborhood and neighbors in the events themselves.

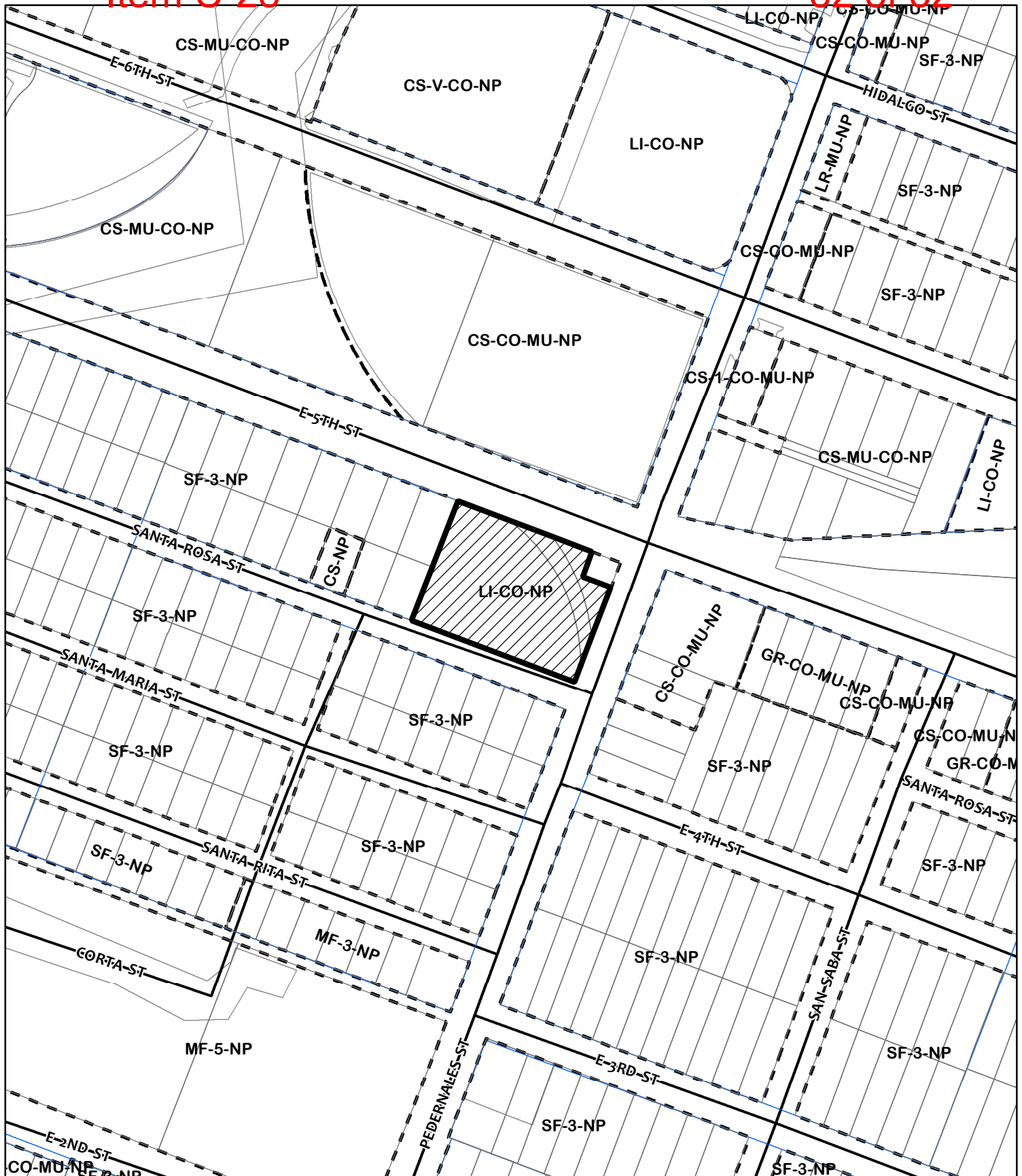
3. Pershing has shown an increasingly rare commitment to high-end architectural, engineering and design expertise. This commitment means the venue is not just a beautiful addition to the East Side, it actually enables the venue to integrate fully with its neighborhood instead of overpowering it. The design preserves and honors the older buildings on location, and beautifully integrates with the overall residential vibe of the neighborhood in a creative way.
4. Pershing has done a remarkable job of integrating smoothly into the East Austin community in practice as well. Ubuntu previously ran an event venue on East Cesar Chavez to supplement our fundraising efforts and I know firsthand the delicate touch required to run a venue that embodies and enhances the neighborhood, without detracting from it. The mindful construction of the venue and the way the Pershing staff run their events demonstrate that respecting their neighbors and abiding by City ordinances has and remains to be their number one priority. Pershing as an event space is professional, inclusive and extremely well managed.
5. We fully support Pershing getting into business as a private, membership club with food and alcohol services for its members as soon as possible. Already, Pershing's early membership base has been highly involved and helpful to our organization. Pershing members have attended our events and continue to support our work in Kenya!

I am happy to discuss Ubuntu's experience with Pershing and my personal experience with the generous team behind it anytime. Please feel free to contact me to discuss any aspect of this matter.

Sincerely,

Zane Wilemon
Founder & CEO

Ubuntu
611 Baylor Street, Unit 203
Austin, TX 78703
ZaneWilemon@ubuntu.life
(512) 547-7479



 SUBJECT TRACT

 ZONING BOUNDARY

0 87.5 175 350 Feet

CASE#: SPC-2016-0119A
ADDRESS: 2415 E 5th St.
CASE NAME: Pershing House
MANAGER: Donna Galati

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by the Planning and Development Review Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.



OPERATOR: D. Galati