

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

CASE NUMBER: SPC-2016-0119A **PC DATE:** January 24, 2017
January 10, 2017 (postponed)
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;

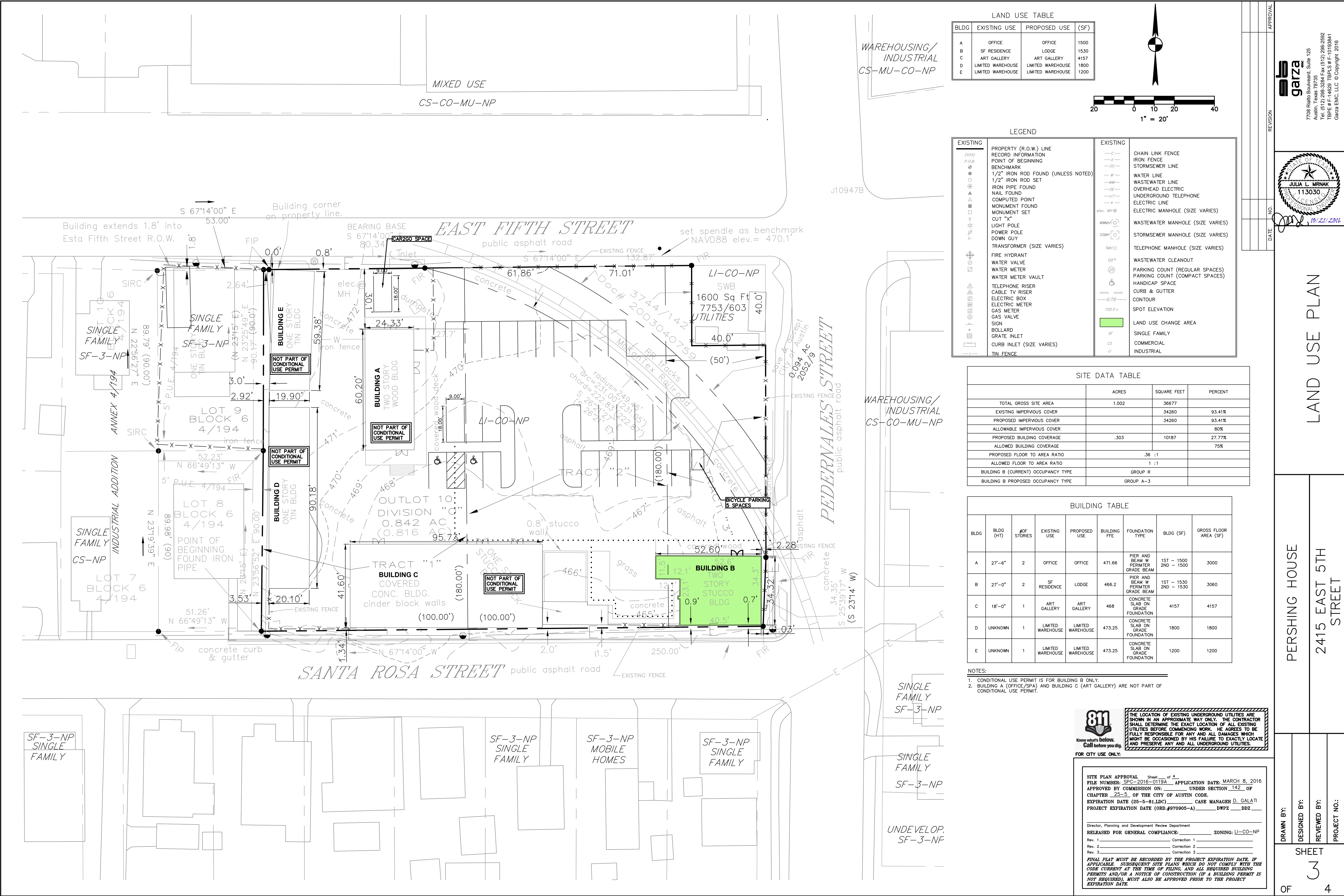
A construction sales and service will have no more impact on adjoining properties than other permitted uses in the LI zoning district which could operate with similar or later hours than the proposed Club or Lodge.

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)
□	MONUMENT SET	SSMH	STORMSEWER MANHOLE (SIZE VARIES)
✱	CUT "X"	TMH	TELEPHONE MANHOLE (SIZE VARIES)
✱	LIGHT POLE	CO	WASTEWATER CLEANOUT
✱	POWER POLE	23	PARKING COUNT (REGULAR SPACES)
✱	DOWN GUY	67B	PARKING COUNT (COMPACT SPACES)
✱	TRANSFORMER (SIZE VARIES)	100.0 x	HANDICAP SPACE
✱	FIRE HYDRANT	LAND USE CHANGE AREA	CURB & GUTTER
✱	WATER VALVE	SF	CONTOUR
✱	WATER METER	CS	SPOT ELEVATION
✱	WATER METER VAULT	LI	SINGLE FAMILY
✱	TELEPHONE RISER		COMMERCIAL
✱	CABLE TV RISER		INDUSTRIAL
✱	ELECTRIC BOX		
✱	ELECTRIC METER		
✱	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.

Know what's Below.
Call before you dig.

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-B1.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:

DESIGNED BY:

REVIEWED BY:

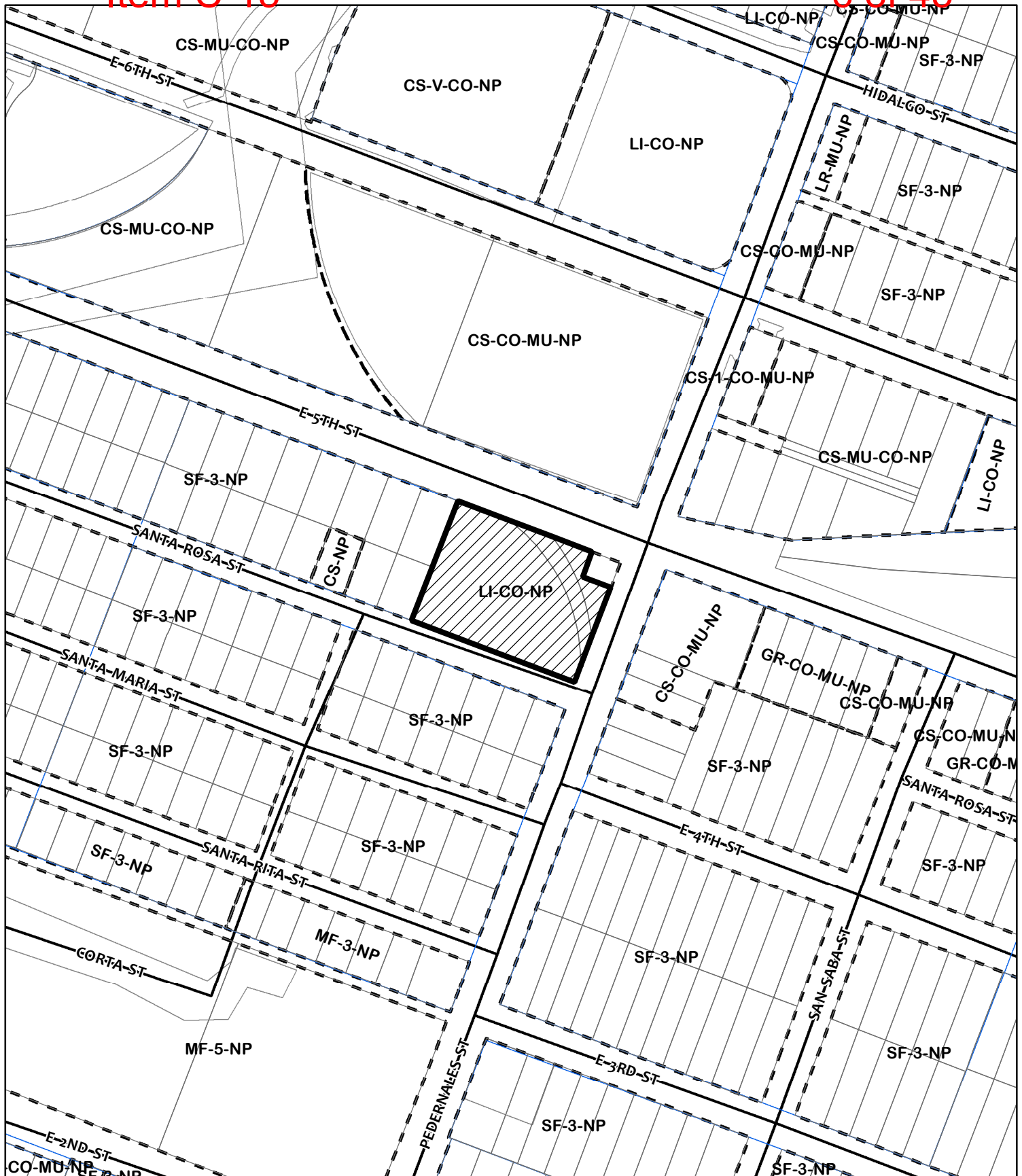
PROJECT NO.:

SHEET

3

OF

4



 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

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
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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.

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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.

☐ I am in favor
☒ I object

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

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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 W1/S01

Your Name (please print)

2401 e. 6th # 1030

Austin, TX 78702

Your address(es) affected by this application

J. Wilson

Signature

Daytime Telephone:

12/6/2016

Date



Comments:

how many zoning requests are allowed for our address?

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 <foley31@gmail.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 <tommyhannan@gmail.com>
Sent: Tuesday, November 29, 2016 11:08 AM
To: Galati, Donna
Cc: kip@thepershing.com
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

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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 <lindsey@loopandtie.com>
Sent: Wednesday, November 30, 2016 7:18 PM
To: Galati, Donna
Cc: kip@thepershing.com; stephanie@thepershing.com
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
Lindsey@LoopandTie.com



Galati, Donna

From: Lisa Hickey <lisakayehickey@gmail.com>
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
ahursh@artallianceaustin.org
512-820-9429

Neely Hutchins
2400 Santa Rosa St.
Austin, TX 78702
(512) 638-0533
neely.hutchins@gmail.com

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

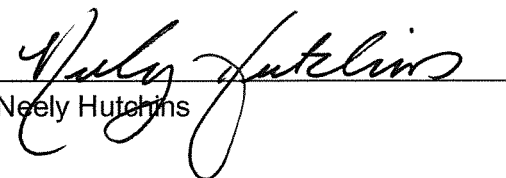
To whom it may concern:

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
Jennyhutchinson1@gmail.com

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:

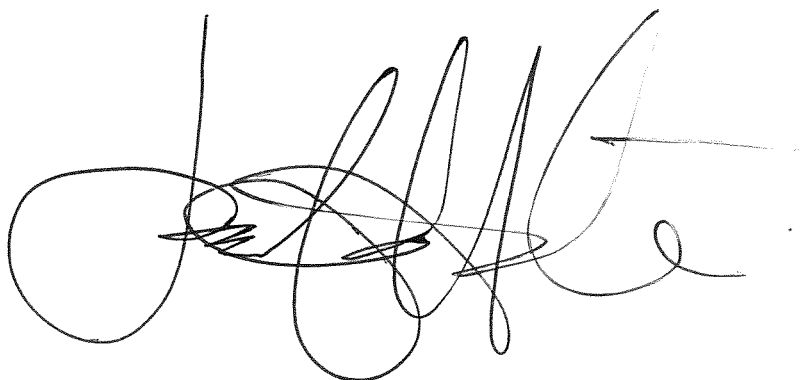
My name is Jenny Hutchinson and live just two blocks down the street from The Pershing located at 2415 East 5th St. When I first found out about a private social club serving food and alcohol in my neighborhood I was ecstatic. East Austin is in need of an establishment that promotes positive, respectable 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 <longhorn4peat@gmail.com>
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

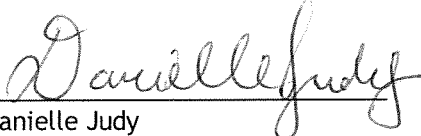
November 15, 2016

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 <txkemp@gmail.com>
Sent: Tuesday, November 29, 2016 10:20 AM
To: Galati, Donna
Cc: stephanie@thepershing.com; kip@thepershing.com
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,
DocuSigned by:

Loren Kirkpatrick

David Mendoza

2217 Santa Rita Street
Austin, TX 78702
davidleemendoza@gmail.com

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 <reidrb@gmail.com>
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
autumn@autumnrichco.com
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



Steve Salinas
2405 Santa Rosa St.
Austin, TX 78702
(737) 734-1637
Salinassteven62@gmail.com

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: Jac Saltzgiver <jac@trago.co>
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 circular scribble.

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.

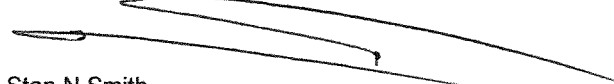
This event was a far different experience from the other bars/events I have attended over the years at other locations!

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

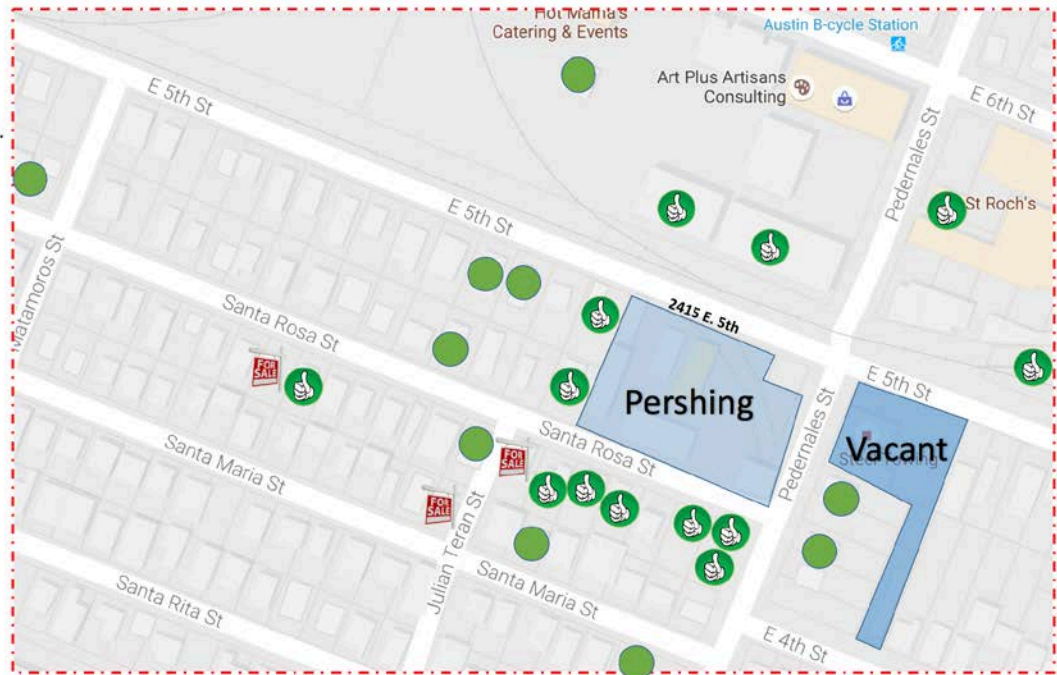
PERHSING SUPPORT MAP

AND

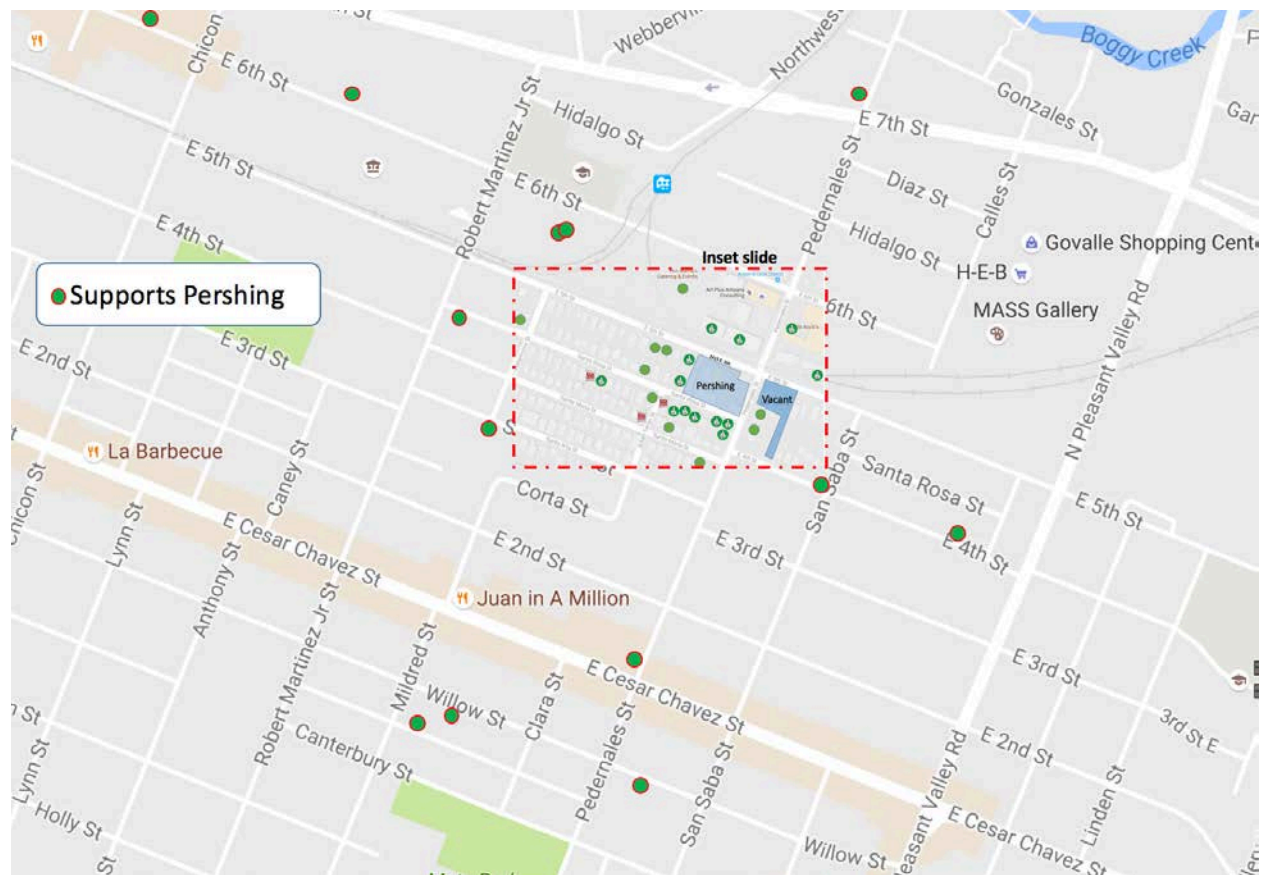
ADDITIONAL LETTERS OF SUPPORT FOR PERSHING

To date, Pershing has received over 30 letters of support from our East-side neighbors.

Pershing has been met with consistently positive feed back from neighbors.



Larger View / Pershing support map



ADDITIONAL LETTERS OF SUPPORT

Dear Ms. Galati,

I am writing to support the effort of The Pershing in East Austin to operate as a private club serving food and alcohol. As a neighbor and landowner in close proximity to The Pershing, I have been to many events there. I believe that they are a great addition to the neighborhood and are a good fit. They have taken a rundown property and made it a showcase! We will be there at the hearing on the 24th to support them.

Thank you for your consideration.

John Scott

Dear Donna,

Through my company, Texas Growth Fund Regional Center, LLC, I have been invited to several events at the Pershing and feel that it is an essential part of what makes Austin uniquely Austin. Without venues such as these, we are simply just another city. Having our office located in East Austin gives me and Texas Growth Fund a unique perspective and desire to help shape this side of our great city. While condo box buildings certainly play a role in providing housing we need a diversity of buildings and places including older, one of a kind structures like Pershing. Thank you for your consideration.

Respectfully,

Brittany Burris on behalf of Paul Kennedy
Director of Production
Texas Growth Fund Regional Center
1115 Holly Street
Austin, Texas 78702

P: [512.637.8879](tel:512.637.8879)

C: [805.798.7873](tel:805.798.7873)

F: [512.346.9249](tel:512.346.9249)

Dear Donna:

I am a “nearly 30-year Citizen of Austin” (with some New York and California career stuff in the middle) - since graduating from UT in 1987. I am now a proud resident of the East-side, living at 1115 Holly Street – just a bit Southeast of Pershing.

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

Over the past several months, I have had the pleasure of attending numerous events at The Pershing, ranging from art galas to “conscious cultural leadership” discussions that have helped me become more excited about being back in Austin full-time as a resident – and that factored into my choice to live on the Eastside.

The events were extremely well managed. To one recent event, I brought two friends who have lived in Austin their entire lives. Both happen to be single women (and Mom’s) who were was at first uncomfortable with the location based on their outdated notions of safety on the Eastside of Austin. It was immediately apparent to them that something different is taking place in this area today, and the fact that the Pershing security team was present and observing the surroundings added to the comfort that they had in their first experience in the area. It is my strong opinion – based on first-hand experience – that Pershing itself is an important initiative that benefits Austin by not only keeping a lesser-known area of the East-side neighborhood safe but also by acting as something of a “first ambassador” of the greater neighborhood’s safety and renewal. On each occasion that I was able to attend the facility, it was apparent that Pershing’s management were proactively respectful of the neighborhood in terms of limiting noise, smoothly facilitating on-site parking, etc.

Aesthetically, the facility shows that top-notch architecture and design; it is the kind of unique space that I think we’d like Austin to continue to be known for... The facility blends so seamlessly into the neighborhood and the noise levels have been so low that I have had trouble finding it in each one of my handful of visits. It looks as if it has grown organically on the site over a period of many years, and it seems to naturally complement and fit in the flow from the neighborhood to the industrial area – with a pretty invigorating suggestion of higher and better potential cultural uses for the other industrial spaces around it...

The fact that the building’s scale is modest and consistent with its surroundings is wonderful. It is not a new multi-story building, for example, of the type that might have been more lucrative for a developer but loomed awkwardly over the nearby houses. It always impresses me when an owner/developer makes the choice to give up economic gain in order to create a “fitting and character-rich” renovation that respects the existing conditions of both the original and the surrounding sites. The interior reflects an equal ethos and vibe. I frankly haven’t seen anything else that has a more discerning visual appeal to the professional and creative class that is core to Austin’s ideally-balanced future of culture and prosperity.

I particularly enjoyed the integration of the Eastside into the other areas of the City that I observed in attending one lecture, hosted at the Pershing, through which I learned about the history of the UMLAUF sculpture garden that is more centrally-located near Downtown. Overall, the project feels uniquely Austin in its outside-the-box, authentic vibe that is the cornerstone of Austin’s brand and appeal – that must be alive and demonstrable in new projects that are not soul-less, cookie-cutter maximization of profit exercises.

My guests who joined me to attend the UMLAUF lecture completely appreciated what this space offered, and were converted in that one visit to the kind of respectful “new appreciators” of the neighborhood – and the type of professional ‘grown ups’ whom I now know and trust to be the type of smaller and more targeted folks whom Pershing will attract as a destination that is distinctly more intimate and serene than the larger, more rowdy, beer-keg crowds that line the streets of East Sixth Street.

I am individually interested in supporting the practice and patronage of the visual arts in Austin (in addition to music for which it is so well-known), and I believe that the addition of the Pershing clientele to this Eastside neighborhood can be a key part of the kind of “place-based” visitation and exposure that can benefit the many artists who inhabit the area.

I appreciate the complex challenges of moving forward and retaining as is culture, and how the sometimes contradictory set of building and land development codes may not automatically abide the best solutions; however, I feel strongly that there’s a common sense headline to simply support when a project honors the older existing structures, and the culture of place is respected, saved and re-purposed = at apparently great expense, and in such exceptionally good taste.

I care deeply about, and have volunteered to help plan for and increase affordable, workforce housing in the City – in a way that not only preserves but also adds much-needed multifamily residential stock. Amidst the new, and the less-descript but affordable housing, we certainly also need a diversity of buildings and places, including older, one-of-a-kind structures that lend character. This diversity in buildings and places can only be achieved when someone is willing to invest the time, energy and capital to make it happen, as Mr. McClanahan is doing with Pershing.

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 [805-340-1545](tel:805-340-1545).
Sincerely,

Rob Gritz
'87 UT BBA Graduate
Resident of and "Carer-about-the" Eastside
1115 Holly Street, Austin, Texas, 78702
Email: rgritz@scalestrategic.com
Mobile: [805-340-1545](tel:805-340-1545)
January 4th, 2017

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

Dear Donna,

I live and work within blocks of the Pershing in East Austin. My management company oversees a dozen HOA communities located in East Austin and Downtown and I have enjoyed watching the evolution of existing, new and revitalized businesses thriving side by side in our neighborhood. The Pershing, in particular, offers a special addition to our area. Unlike a typical bar or restaurant, the Pershing provides a unique venue where local business, art, music, culture and neighborhood involvement can come together to share and socialize.

After having attended several events at the Pershing, I am truly excited for its future and the cultural and social programming they will curate with refreshing perspective.

I feel the Pershing is an important addition to our community and give my full support of its designation as a private social club. Please don't hesitate to contact me if you have any questions or wish to discuss this further.

Kind regards,

Lisa McTiernan
President
Perch Management

Ashley Arthur
1500 Summit St #7
Austin, Texas 78741
Direct Number: (210) 793-6163
January 3, 2017

To whom it may concern:

My name is Ashley Arthur and I live in the East Austin area, just a few minutes from The Pershing, located at 2415 East 5th St. I was so excited when I found out that there was a private social club in Austin serving food and alcohol, and the excitement only grew when I realized it was just within minutes from my home. I couldn't wait to attend their events and surround myself with other like-minded individuals. The fact that it is so close to my home as well was an added bonus. Not only do I live in East Austin but my office is also in the area and it is such a great advantage to be able to bring associates and co-workers to an establishment that promotes positive, respectable and educational socializing. Over the last couple of months I have attended numerous events at The Pershing and met other business owners and hard working professionals like myself. The events I have attended were very well managed and put together. They host seminars, art galas, yoga seminars,

as well as business seminars which have really helped us all learn a thing or two on diverse subjects. I feel privileged to be a part of such a knowledgeable group of people. The events offer an eclectic array of foods, and end at reasonable times. The music is never too loud, or would disrupt any neighbors. It has been a great advantage socializing with other members and getting their thoughts and advice on diverse topics and business related subjects. The space itself is beautiful and modern and very well kept by the staff. It is a place you that makes the community feel safe and seems welcomed by its neighbors. I believe The Pershing has been an extremely positive addition to my neighborhood and fully support them as a neighbor. I hope that you can see their positive impact as well so that I can enjoy these events in the future. If anyone at the city would like to discuss any other details regarding the Pershing I would be more than happy to talk. You can reach me at (210) 793-6163.

Warm Regards,
Ashley Arthur

To whom it may concern:

My name is Chuck Gordon and I live close to 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 and I immediately joined. East Austin is in need of an establishment that promotes positive, respectable and educational socializing. Today we have nothing but hipster bars.

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. I also have gotten to know the security team for the Pershing and feel really good about the fact that them being there makes the entire surrounding neighborhood safer. The Pershing is very respectful of the neighborhood and noise is practically unnoticeable to anyone around the property.

The Pershing also did an amazing job of repurposing the existing old structures. You can feel the history in the building even though they created a truly unique atmosphere that you can't get anywhere else. I happened to see the property before the work was done so every time I go into the old lumber yard, I think about how cool it is that I'm there living in the next chapter of this property's evolution.

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 fully open for business.

If anyone at the city would like to discuss any of this further, I'm happy to chat. You can reach me at [202-257-2111](tel:202-257-2111).

Thanks,

Chuck Gordon
1175 San Bernard Street
Austin, TX 78702

Texas Reserve Properties
2500 Milfoil Cove
Austin, TX 78704
October 14, 2016
VIA E-MAIL

Donna Galati
Development Services Department
City of Austin
P.O. Box 1088
Austin, TX 78702
RE: Pershing – 2415 E 5TH ST

Dear Donna:

Through my company, Texas Reserve Properties II, LP, I own the property at 2700 E 5th Street in the block immediately east of Pershing, basically diagonally across the street.

Accordingly, I am writing to you as a neighboring property owner and 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 shows that top-notch architectural, engineering and design expertise were employed, resulting in the creation of a truly unique, one-of-a-kind, iconic, Austin place.
- #2. The overall exterior design reflects a post-industrial aesthetic, which allows the facility to blend seamlessly into the neighborhood. It looks as if it has grown organically on the site over a period of many years.
- #3. The design preserves and honors the older buildings on the site, and beautifully integrates the former residential component into the overall project in a creative way.
- #4. The design notably does not include the addition of new multi-story buildings that would have loomed over the nearby houses. Based on my thirty-plus years experience in real estate development, this means that the owner/developer was willing to give up economic gain in order to create an iconic place, tailored to the existing conditions of this specific site.
- #5. The interior design reflects an eclectic, yet tasteful combination of minimalist contemporary design, exceedingly well executed, such that it looks like it came out of the pages of Dwell Magazine, along with a more whimsical, worldly, almost time-traveler vibe that is equally well curated. Taken together it is a powerful combination offering a strong appeal to the discerning visual palette of the professional, creative, class.
- #6. Another unique aspect of the overall design is the flowing outdoor open space that links together a number of different rooms, or vignettes, providing the flexibility to host a variety of events, from celebrity chef showcases to high-tech or venture capital board room presentations to exclusive F1 car unveilings, effectively positioning the venue as an “alternative” to the more sterile hotel ballrooms that have limited appeal to the creative class.
- #7. The concept has already been embraced as an “alternative” venue by virtue of booking events with 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.
- #8. Overall, the project feels uniquely Austin, and both supports and extends that outside-the-box, authentic, DIY, vibe that has been the cornerstone of Austin’s brand and appeal. Pershing adds something new and distinct to that offering.
- #9. The target market for the project is clearly the more educated, executive, professional, creative class, a target market that will appreciate what the space offers, and I am comfortable that this professional clientele 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, beer-keg crowds that line the streets of East Sixth Street.
- #10. I worked tirelessly for ten years on behalf of the artists at Artpost Austin to bring arts collectors and supporters to the Eastside, and I can say with confidence that another benefit of having the Pershing clientele in the neighborhood will be additional exposure for the many artists who inhabit the area.

Shifting gears a bit, there’s no doubt the City of Austin has a challenging, complex, and sometimes contradictory set of building and land development codes, and those characteristics seem to be particularly acute when applied to a project where older existing structures are honored, and saved, and re-purposed.

I think we can all agree that we don’t want an urban landscape composed entirely of these newer, condo box buildings. They certainly have a role to play in providing more dense housing, but we also need a diversity of buildings and places, including older, one-of-a-kind structures that lend character. This diversity in buildings and places can only be achieved when someone is willing to invest the time, energy and capital to make it happen, as Mr. McClanahan is doing with Pershing.

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) 638-7705.

Sincerely,
James E. McCurry Jr. (Jim), CEO
Texas Reserve Properties

November 23, 2016

Opie Salinas
2468 Santa Rosa St
Austin, Texas 78702
[512-422-1637](tel: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](tel:512-422-1637).

Sincerely,

Opie Salinas
os270m@att.com

November 23, 2016

Opie Salinas
404 Pedernales St
Austin, Texas 78702
[512-422-1637](tel: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 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.

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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](tel:512-422-1637).

Sincerely,

Opie Salinas
os270m@att.com

November 23, 2016

Opie Salinas
406 Pedernales St
Austin, Texas 78702
[512-422-1637](tel: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 third property is also 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](tel:512-422-1637).

Sincerely,

Opie Salinas
os270m@att.com