



Harold McMillan
Cultural Advisor



PLEASANT HILL COLLABORATIVE Block 16 and 18

VISION TO REALITY



BLOCK 16

1. African American Cultural and Heritage Facility
2. Exterior Amenities

1 2 3 2 4 5

3. Rooftop Amenities
4. Multifamily Housing and Retail
5. Parking Garage
- Serves Blocks 16 and 18

BLOCK 18

6. Exterior Amenities
7. Historic Victory Grill
8. Live/Work Townhomes
9. Restaurants and Cultural Venues

6 7 6 6 8 9



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Sean Garretson
Project Manager

EXECUTE THE PROPOSED VISION

\$1B
**HOUSING
PROJECTS
DEVELOPED**

7,500+
**HOUSING UNITS
DEVELOPED**



STAGE 1
DEVELOPMENT
PLANNING



STAGE 2
DESIGN



STAGE 3
FINANCING &
PRECONSTRUCTION



STAGE 4
CONSTRUCTION
& DEVELOPMENT



STAGE 5
MANAGEMENT
& GOVERNANCE

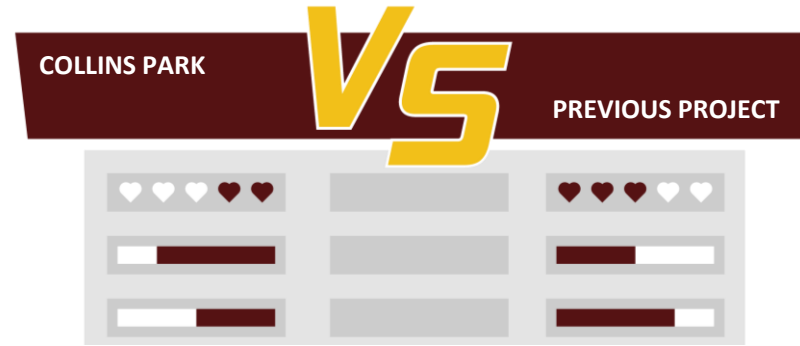


Garrett Scharton
Lead Developer

MAINTAIN A PROACTIVE PARTNERSHIP THROUGH FINANCIAL OR MARKET CHALLENGES

Keep the project in bounds and on target

- Units on par with like product
- Reduce reliance on private capital and private gain
- Tension between code-minimum parking vs lease-up best practices
- Ground Lease term that extends beyond the debt term

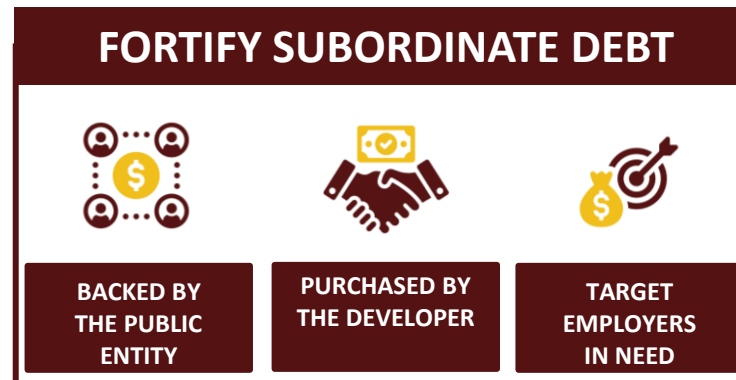


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Gap Financing

Utilize to reduce need for public financial support



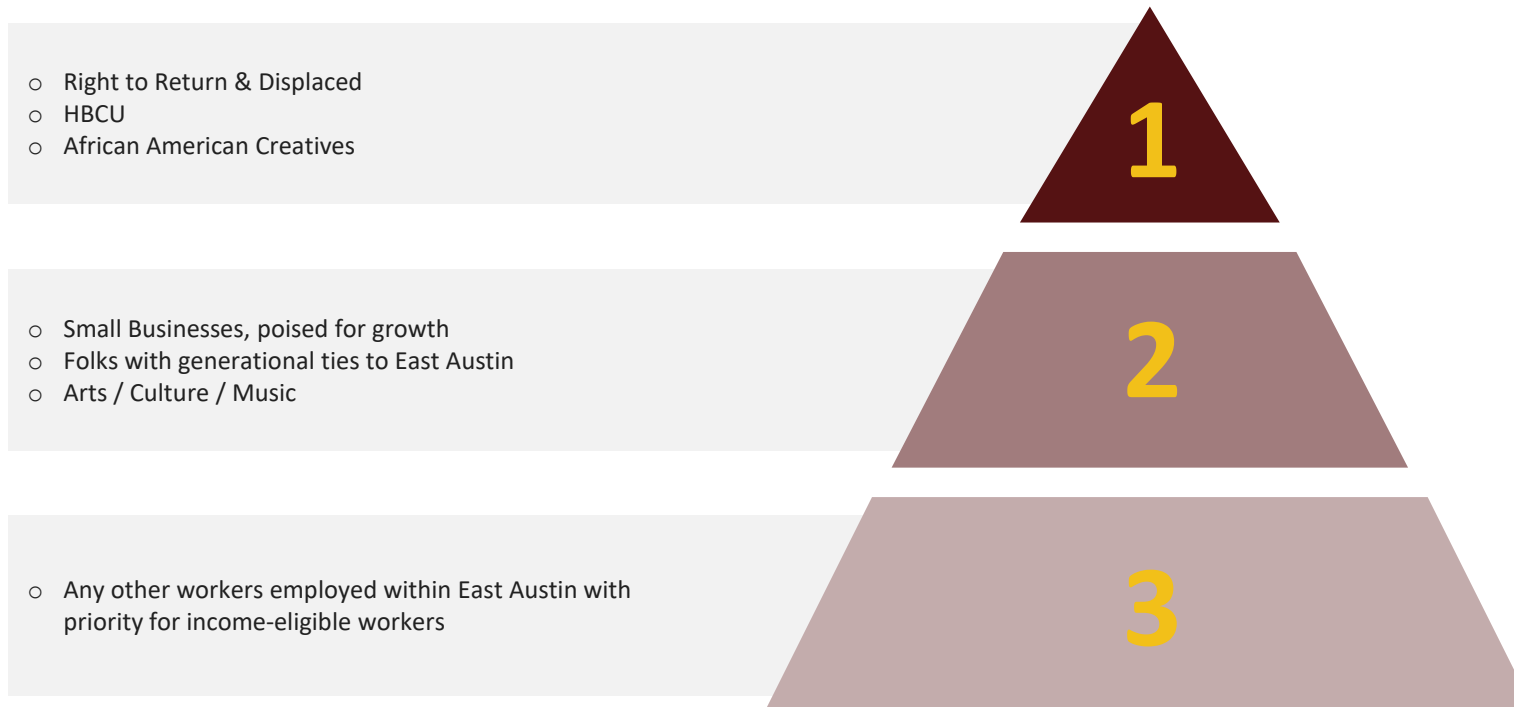
MAINTAIN A PROACTIVE PARTNERSHIP THROUGH FINANCIAL OR MARKET CHALLENGES



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Rents Should Cast a Wide Net

- Target whomever **YOU** want to target on block 18; block 16 conforms with HUD regulations
- Offer relief on maximum income for breathing room (for example, target lower rents, but allow incomes at higher levels)
- Offer that new leases could temporarily reset at higher AMIs, if it cannot maintain debt service
- Resident Eligibility is a priority, not a prohibition (be inclusive of the broader community at the bottom of the waterfall)



COMMERCIAL OPERATIONS

2 Years of curating a list of potential tenants with confirmed LOIs



Kim Shipman
Commercial Operations

Arts and Culture Projects and Nonprofits

Texas Music Museum	Cultural history museum and archive
Kenny Dorham Mini-museum and Listening Room	Component specifically dedicated to Kenny Dorham history/music
East Austin Black History Project	Cultural History research project and archive (public history, academic)
Austin Black Music Archive	Cultural History research project and archive (public, academic)
East Austin Creative Coalition	Venue Management Work Space/co-working space
DiverseArts	Fine art gallery
Austin Professional Musicians (ATX Music Pros)	Administrative office
Women In Jazz Association	Administrative office/Co-working space
Others TBA for Co-working Space	Co-working and office space

Commercial Cultural/Creative Professionals

Deborah Roberts	Fine Art Studio/Gallery
Rejina Thomas—GraphicGlass	Fine Art Studio/Gallery
Marcellus Sapenter	Fine Art Studio/Gallery
Runway Underground/Design Works! Studio	Fashion design and production studio
DM Profits	Fashion design and production studio
Monks Jazz Lounge	Live and Recorded music venue
Jon Deas/Gary Clark, Jr. Band, et. Al. (structure TBA)	Recording studio and rehearsal spaces

Commercial—Ethnic/Culture-based F&B

Hoover's Good Eats	Southern Soul Food restaurant
Nissi Veggie Mex	Vegan Mexican (not TexMex) café
Tony's Jamaican Food	Jamaican/Caribbean soul food

PARKING ANALYSIS

Step 1 - analyze time of day usage for all users

Step 2 - analyze all mobility and parking options for reduction in parking demand, reducing cost but maintaining viable assumptions

Step 3 - analyze post construction for necessary modification

Strategies

- Residents also working in artist/non-profit/rehearsal space
- Day Use offset with Night Use
- RideShare/Events typically multiple people per car
- Valet
- Any shared parking with residential or separate entrance



Kim Shipman
Commercial Operations



PEAK

PARKING

PARTNERSHIP WITH URB/CITY/COMMUNITY

Lessons learned make us a better partner to you, bringing best practices in design, construction, financing and legal structure.



PUBLIC PARTNERS SERVED



Garrett Scharton
Lead Developer

NEW TO THE TEAM



TERESA BOWYER
LIHTC CONSULTANT



PARTNERSHIP WITH URB/CITY/COMMUNITY



AJ Bingham
Community Engagement



5 Phases of Community Engagement

- Initiation – Engage, Inform, and Excite through social media and direct outreach events



- Site-Activation – Engage the community and highlight local creatives through cultural art activations, workshops, residencies, and events



- Pre-Construction – Engage and Inform through a series of open houses, update communications, and community events



- Construction – Engage and Inform through open houses, direct updates to businesses and stakeholders



- Post-Construction - Communicate through updates and a series of opening celebration events including a public awareness campaign.



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THANK YOU!