



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



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



BLACK ARTISTS MATTER

10

10

10. Available Public Parking

10



**Harold McMillan**  
Cultural Advisor



**Sean Garretson**  
Project Manager



**Sean Garretson**  
Project Manager

## Things that keep us up at night

- Cost vs source
- Demand
- Parking
- Community

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



NEW TO THE TEAM



TERESA BOWYER  
LIHTC CONSULTANT



# 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



Garrett Scharton  
Lead Developer

## Keep the project in bounds and on target

- Units on par with like product
  - Student Housing
  - Affordable Housing
  - Missing Middle Housing
  - Affordable, creative commercial
- Reduce reliance on private capital and private gain
- Gap financing is a tool, not a crutch
- Tension between code-minimum parking vs lease-up best practices
- Diverse methods of finance means a diverse neighborhood
- Ground Lease term that extends beyond the debt term, but not longer





# MAINTAIN A PROACTIVE PARTNERSHIP THROUGH FINANCIAL OR MARKET CHALLENGES

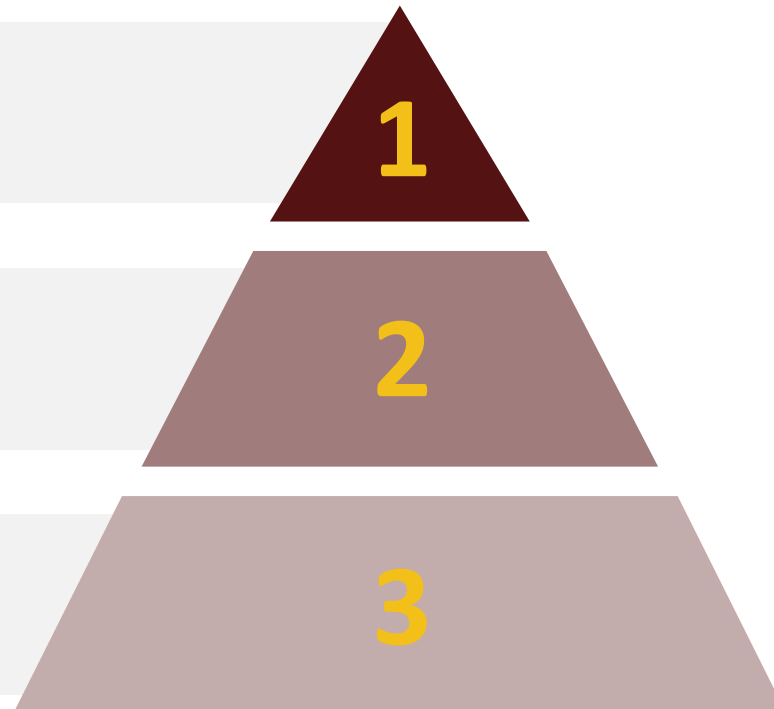
## Rents Should Cast a Wide Net

- Block 16: residential will be 100% affordable housing prioritizing people with generational ties to the neighborhood
  - GNDC waitlist has over 900 people from East Austin trying to return to/remain in their community
  - Majority seeking 2- and 3- bedrooms, 50% MFI
  - Experience in low-income housing tax credit financing and filling gaps with fundraising
- Block 18: Target whomever YOU want to target on block 18 (arts, culture, music, Huston Tillotson)
- 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)

- Right to Return & Displaced
- HBCU
- African American Creatives

- Small Businesses, poised for growth
- Folks with generational ties to East Austin
- Arts / Culture / Music

- Any other workers employed within East Austin with priority for income-eligible workers



Rachel Stone  
Block 16 Developer

# 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

- 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

Step 3 - analyze post construction for necessary modification



Kim Shipman  
Commercial Operations





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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Cultural Advisor



THANK YOU!