

THE  
GUILD  
So. 1<sup>ST</sup>



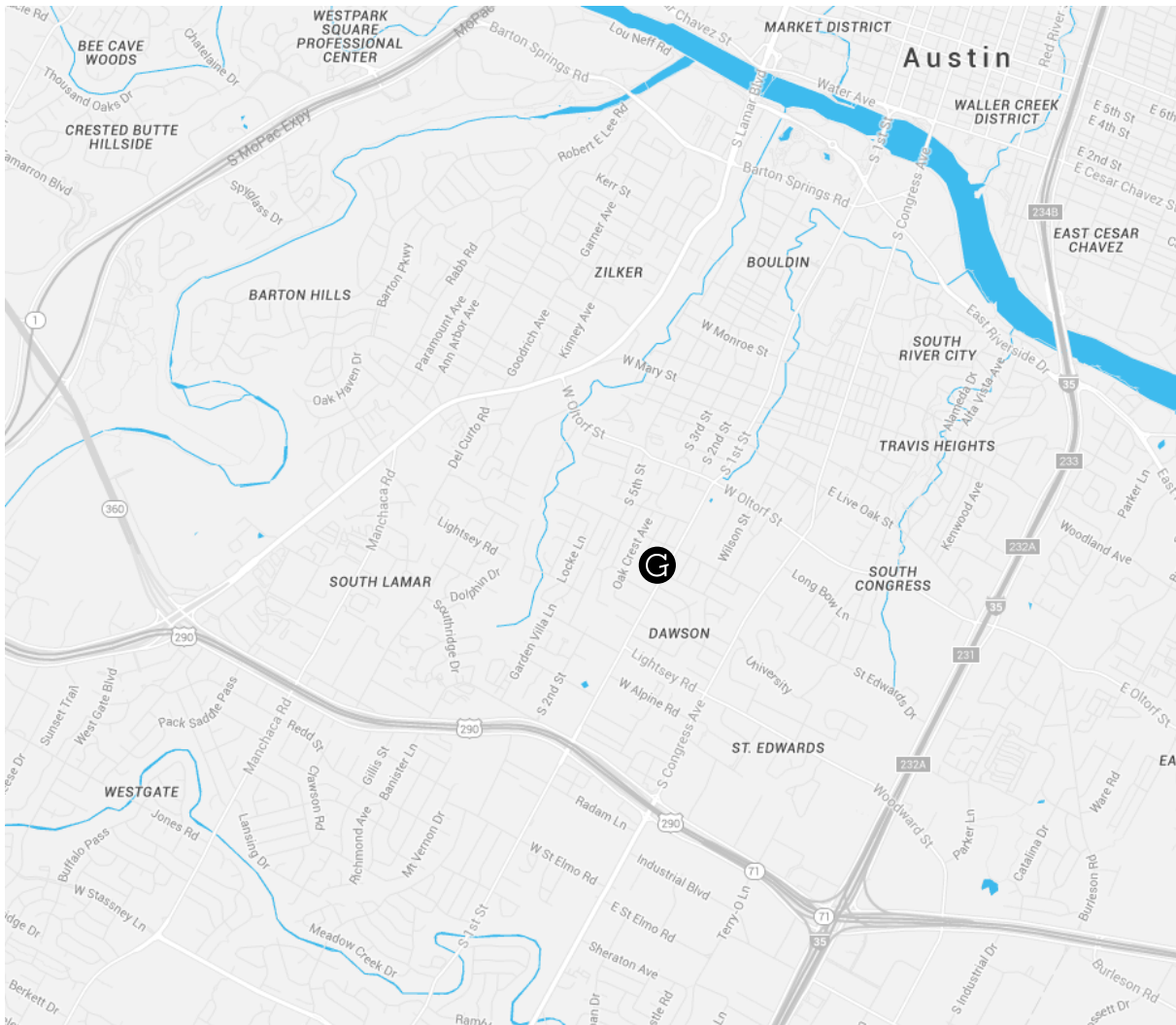
dc+a

kbge

ECOLAND

BMG

2804 SOUTH FIRST STREET, AUSTIN, TX 78704



<b>LOCATION</b>	2804 South 1st., Austin TX 78704
<b>LOT SIZE</b>	Approx 1 Acre (43,717 SF)
<b>CURRENT ZONING</b>	MF-3 & GR-V (variances not required)
<b>UTILITIES</b>	Existing Water/Wastewater to the site. Detention/Water Quality not required. Can opt for fee in lieu.
<b>EXISTING USE</b>	Mechanic Shop in the front half of site and residence in back half. Existing Antenna tower is decommissioned and can be removed.
<b>LOT STATUS</b>	Approved as a legal lot & is exempted from the requirement to plat.
<b>ENVIRONMENTAL</b>	Phase 1 Environmental Complete by Terracon. (There are no Recognized Environmental Conditions (RECs) or Controlled RECs.)
<b>SURVEY</b>	Current Survey including Tree & Topo available.
<b>DEVELOPMENT PLAN</b>	Condo development to consist of 21 Townhomes, 4 Flats, & 1 Retail Space for a total of 33,406 SF of Conditioned Space. Townhomes to include rooftop decks from the master bedroom.
<b>SITE PLAN/ CIVIL ENGINEERING</b>	Site Development plan submitted to City of Austin. Anticipated site plan permit approval date is 7-31-16. Civil Engineering provided by KBGE Engineering.
<b>ARCHITECTURE</b>	50% DD's for Architecture (Dick Clark), DD's for Structural (DCI) & MEP (Big Red Dog)
<b>OWNER'S PROGRAM/ MARKETING/BRANDING</b>	Developed by Brandon Miller Group

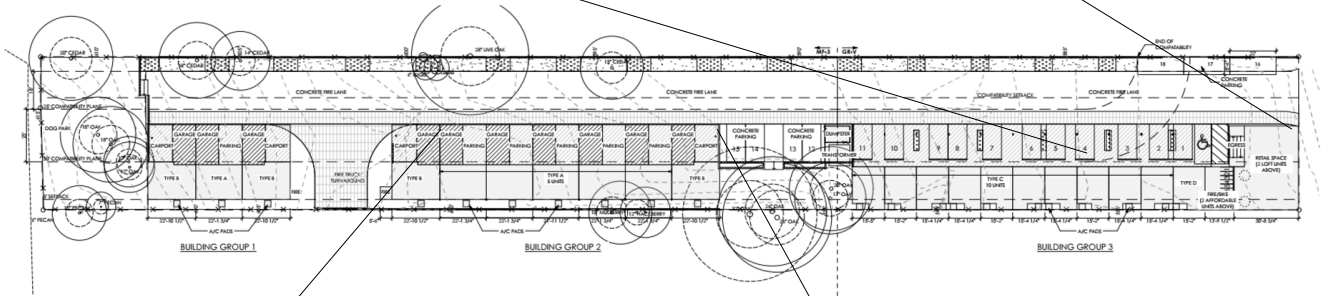
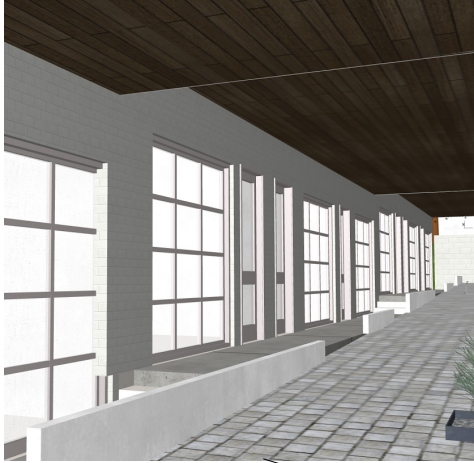
UNIT	FLOOR PLAN	SIZE (SF)	BED / BATH	PRICE	PPSF
<b>FLATS</b>					
2	LOFT	1,054	1/1.5/STUDY	\$299,000	\$284
3	LOFT	1,054	1/1.5/STUDY	\$299,000	\$284
4	AFF	493	1/1	\$189,000	\$383
5	AFF	493	1/1	\$189,000	\$383
<b>TOWNHOMES</b>					
6	D	1,374	1/1.5/STUDY	\$409,000	\$298
7	C	1,185	1/1.5/STUDY	\$379,000	\$320
8	C	1,185	1/1.5/STUDY	\$379,000	\$320
9	C	1,185	1/1.5/STUDY	\$379,000	\$320
10	C	1,185	1/1.5/STUDY	\$379,000	\$320
11	C	1,185	1/1.5/STUDY	\$379,000	\$320
12	C	1,185	1/1.5/STUDY	\$379,000	\$320
13	C	1,185	1/1.5/STUDY	\$379,000	\$320
14	C	1,185	1/1.5/STUDY	\$379,000	\$320
15	C	1,185	1/1.5/STUDY	\$379,000	\$320
16	C	1,185	1/1.5/STUDY	\$385,000	\$333
17	B	1,561	2/2.5/STUDY	\$485,000	\$311
18	A	1,544	2/2.5/STUDY	\$479,000	\$310
19	A	1,544	2/2.5/STUDY	\$479,000	\$310
20	A	1,544	2/2.5/STUDY	\$479,000	\$310
21	A	1,544	2/2.5/STUDY	\$479,000	\$310
22	A	1,544	2/2.5/STUDY	\$479,000	\$310
23	B	1,561	2/2.5/STUDY	\$485,000	\$311
24	B	1,561	2/2.5/STUDY	\$489,000	\$313
25	A	1,544	2/2.5/STUDY	\$484,000	\$313
26	B	1,561	2/2.5/STUDY	\$489,000	\$313
<b>TOTAL/AVG</b>				<b>\$10,018,000</b>	<b>\$318</b>

TOTAL BUYOUT: \$9M X 1% = \$90,000

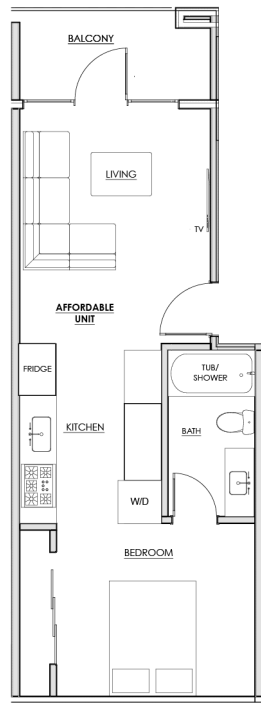
<b>100</b>	<b>MARKETING DESIGN</b>	
101	LOGO DESIGN	BMG
102	BUSINESS CARDS	BMG
103	STATIONARY	BMG
104	PRINT AD CAMPAIGN	BMG
105	DIGITAL AD CAMPAIGN	BMG
106	SOCIAL NETWORKING CAMPAIGN	BMG
107	E-NEWSLETTER	BMG
108	TEASER RESIDENTIAL WEBSITE	BMG
109	FINAL RESIDENTIAL WEBSITE	BMG
110	SIGNAGE DESIGN	BMG
111	SALES CENTER GRAPHICS	BMG
112	MASTERPLAN SITE GRAPHIC	\$1,000
113	FLOOR PLAN & FLOOR PLATE DESIGN	\$1,000
114	ARTIST COMMISSIONS	\$2,000
115	AREA PHOTOGRAPHY	\$500
116	EVENT INVITATIONS	BMG
117	COPY WRITING	BMG
118	RENDERINGS	\$9,000
<b>200</b>	<b>MARKETING CENTER &amp; OPERATIONS</b>	
201	DESIGN	BMG
202	SALES OFFICE & EQUIPMENT	BMG
203	WALL EXHIBITS & DISPLAYS	\$3,000
204	INTERIOR FINISH BOARDS	\$5,500
205	OPERATIONS	\$2,000
<b>300</b>	<b>MARKETING MATERIALS PRODUCTION</b>	
301	PROJECT BROCHURE	\$2,000
302	FLOOR PLANS & FEATURE SHEETS	\$1,500
303	BUSINESS CARDS & STATIONERY	\$500
304	EVENT INVITATIONS	\$500
305	CLOSING GIFTS	\$2,500
306	CONTRACT BINDERS	\$2,000
<b>400</b>	<b>MEDIA PLACEMENT</b>	
401	LAUNCH ADVERTISING	\$30,000
402	ADVERTISING RESERVE	\$17,500
<b>500</b>	<b>PUBLIC RELATIONS</b>	
501	CO-BROKERAGE EVENTS	\$500
502	BUYER RETENTION GIFTS/EVENTS	\$2,000
<b>600</b>	<b>SIGNAGE</b>	
601	SITE SIGNAGE	\$6,500
602	BANDIT SIGNS	\$500

**TOTAL MARKETING COSTS \$90,000**

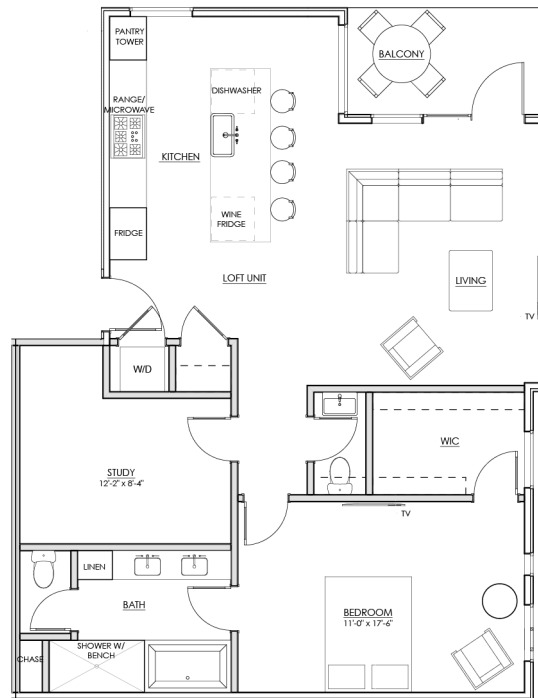


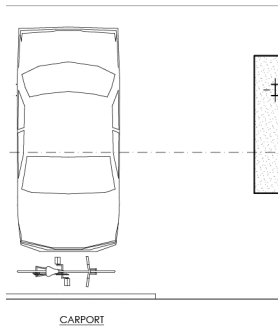


AFFORDABLE - 1/1  
493 SF

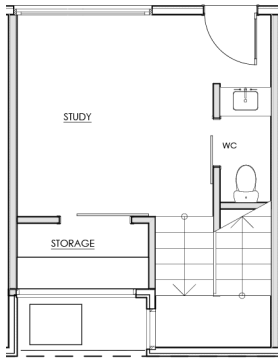


LOFT - 1/1.5/STUDY  
1,054 SF

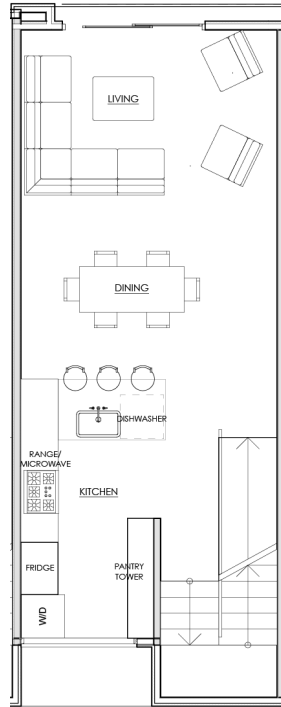




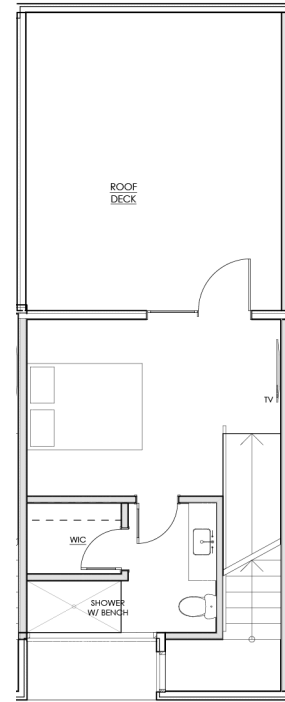
CARPORT



1ST FLOOR

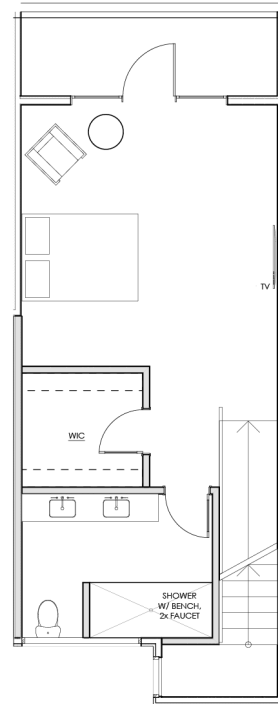


2ND FLOOR



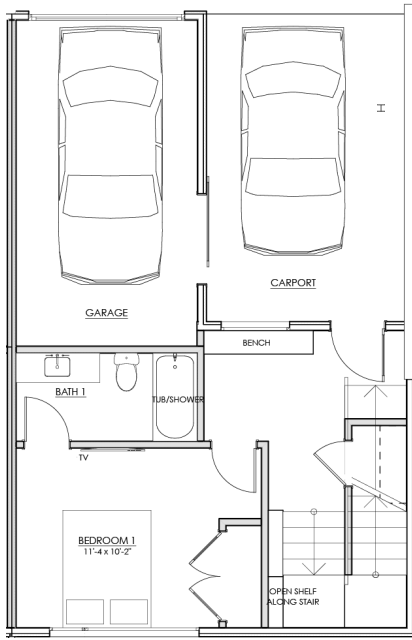
3RD FLOOR

LIVE/WORK TOWNHOME  
 TYPE C - 1/1.5/STUDIO  
 1,185 SF

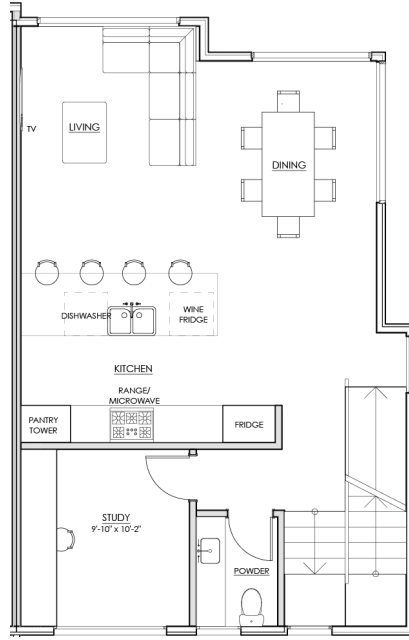


TYPE D - 3RD FLOOR  
 1,374 SF

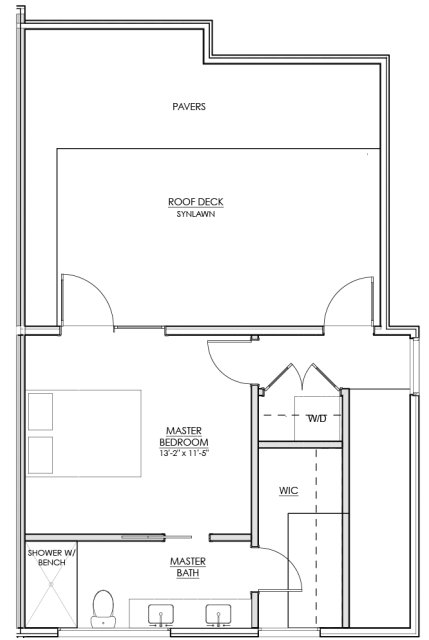




1ST FLOOR

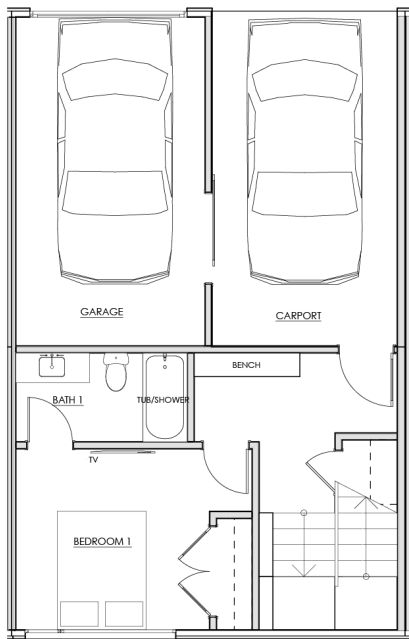


2ND FLOOR

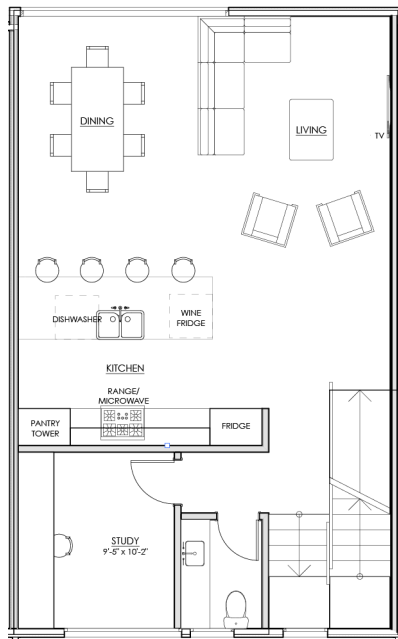


3RD FLOOR

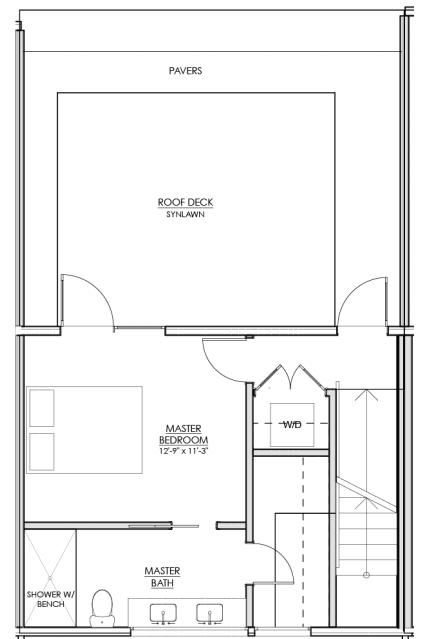
TOWNHOME TYPE B - 2/2.5/STUDY - 1,561 SF



1ST FLOOR

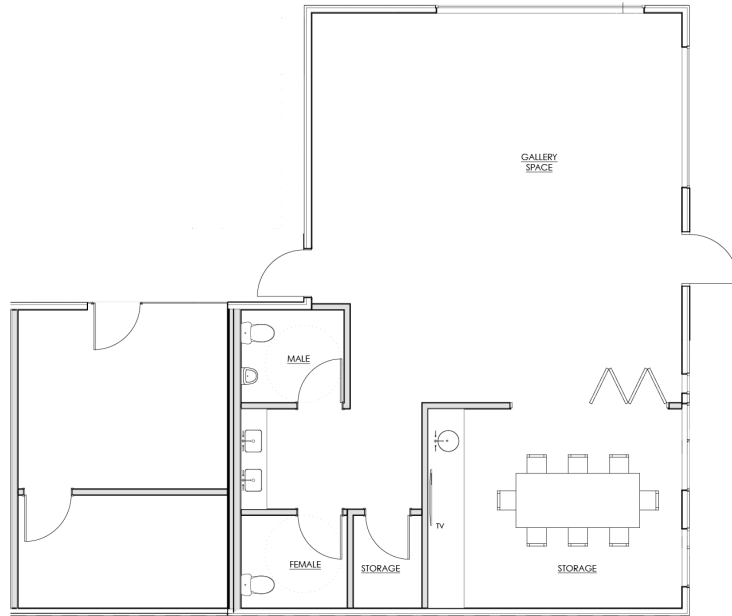


2ND FLOOR

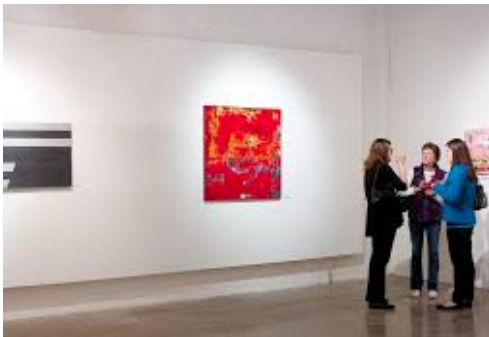


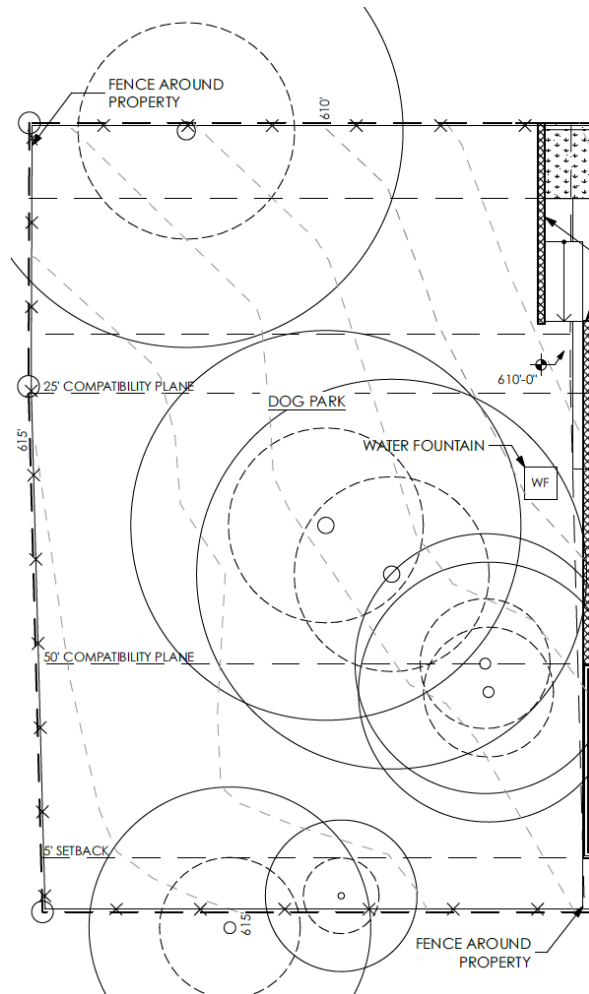
3RD FLOOR

TOWNHOME TYPE A - 2/2.5/STUDY - 1,544 SF



GALLERY SPACE



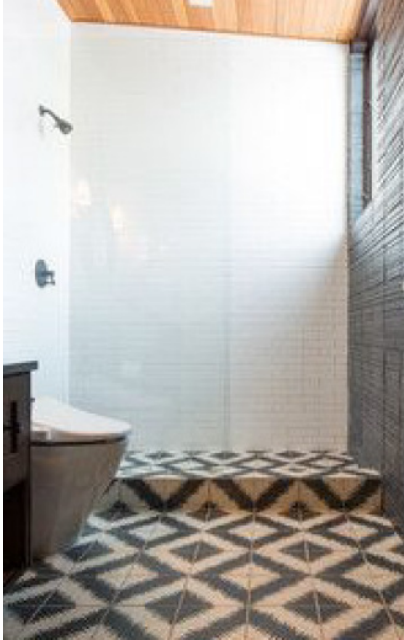
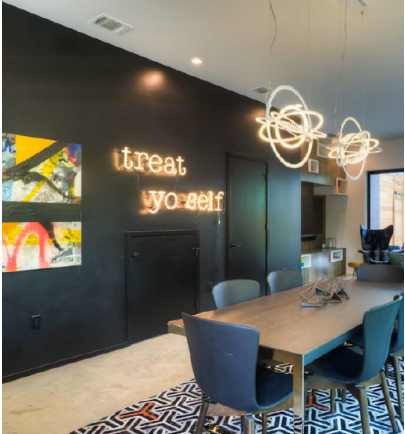


COMMUNITY PARK

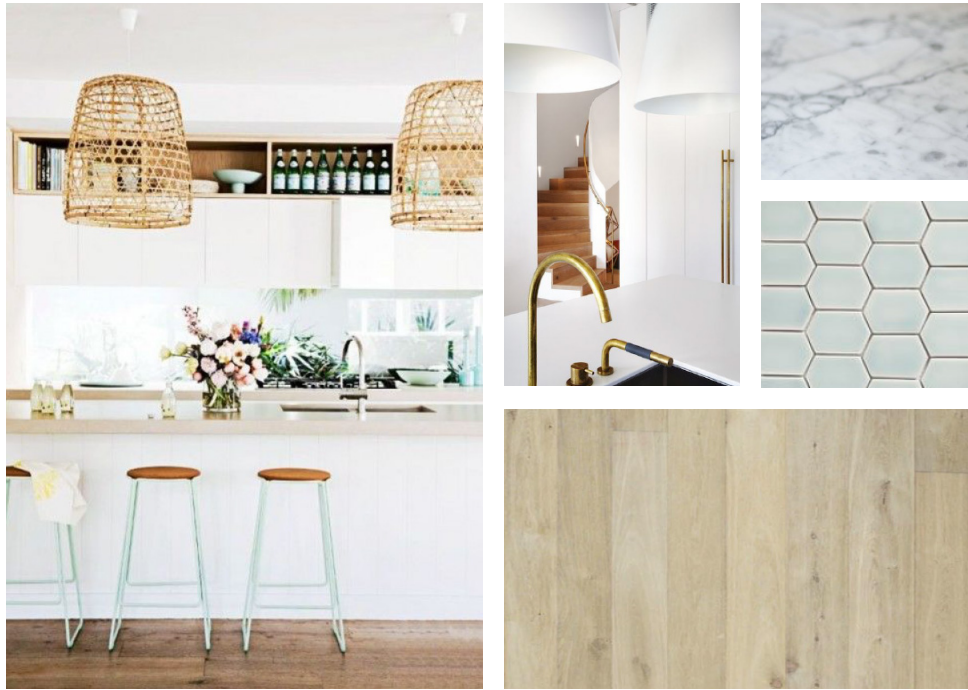




## THE GUILD LIFESTYLE

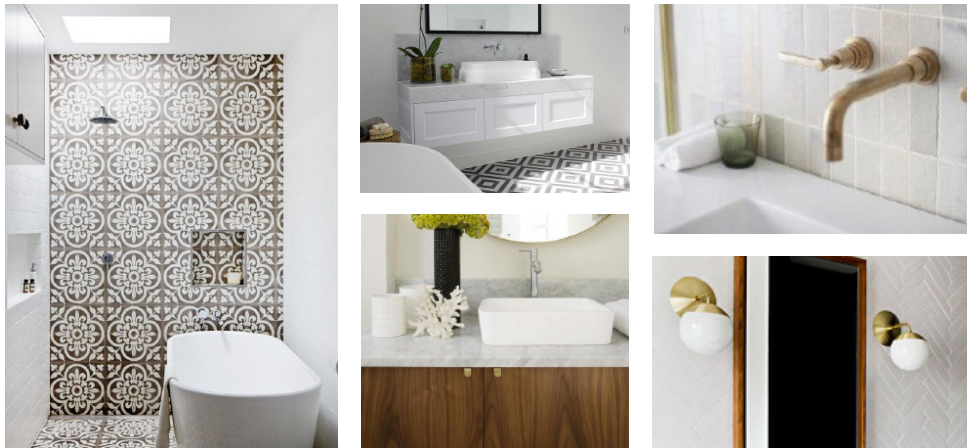


## FINISH SCHEME A - "LIGHT MODERN"



### **KITCHEN/LIVING:**

WHITE CABINETS, BRASS FIXTURES, MARBLE-LOOK COUNTER, COLORFUL BACKSPLASH, WIDE PLANK WHITE OAK FLOORS



### **BATH:**

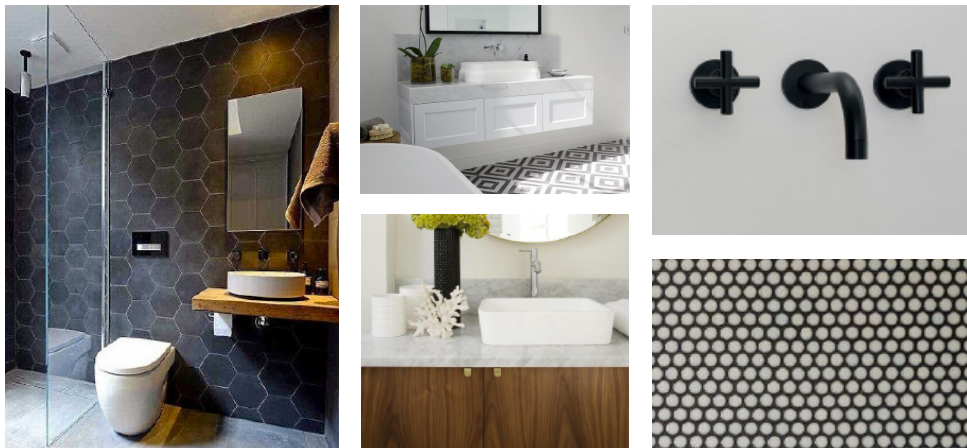
ENCAUSTIC TILE FLOOR & ACCENT WALL, MARBLE-LOOK COUNTER, WALL-MOUNT FAUCETS, WHITE WALL TILE, WOOD VANITY



## FINISH SCHEME B - "ECLECTIC LOFT"



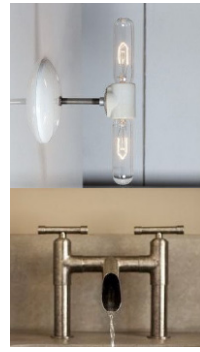
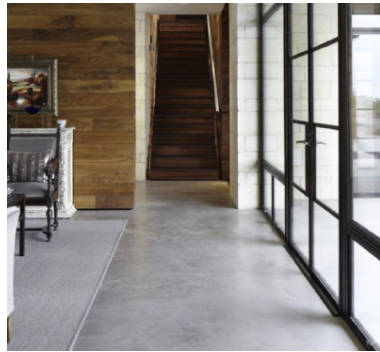
**KITCHEN/LIVING:**  
WOOD CABINETS, BLACK FIXTURES, MARBLE-LOOK COUNTER, GLAZED BRICK BACKSPLASH,  
CONCRETE TILE FLOORS



**BATH:**  
ENCAUSTIC TILE WALL WALLS, MARBLE-LOOK COUNTER, WALL-MOUNT FAUCETS,  
MOSAIC FLOOR, WOOD VANITY

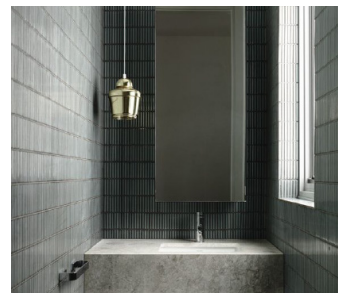
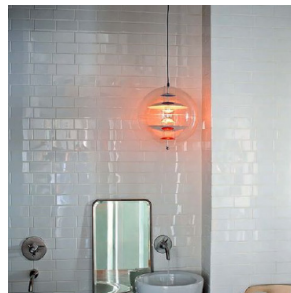
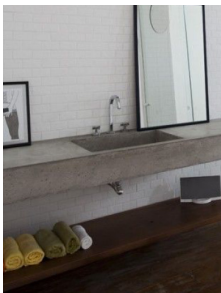


## GUEST & POWDER BATHS



### **GUEST BATH:**

TWIST ON CLASSIC SUBWAY TILE WITH DARK GROUT, POLISHED CONCRETE FLOOR, WOOD VANITY, INDUSTRIAL DETAILS



### **POWDER BATH:**

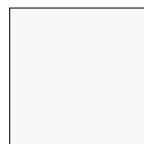
FLOATING VANITY, VESSEL SINK, WALL-MOUNT FAUCET, PENDANT LIGHTING, TILE ACCENT WALL



#333333

C: 69%  
M: 63%  
Y: 62%  
K: 58%

R: 51  
G: 51  
B: 51



#F7F7F7

C: 2%  
M: 1%  
Y: 1%  
K: 0%

R: 247  
G: 248  
B: 249



#CCCDE9

C: 18%  
M: 6%  
Y: 4%  
K: 0%

R: 204  
G: 221  
B: 233



#577F91

C: 70%  
M: 41%  
Y: 34%  
K: 5%

R: 87  
G: 127  
B: 145



#82AA75

C: 53%  
M: 17%  
Y: 67%  
K: 1%

R: 130  
G: 170  
B: 117