



OUR MISSION

INSPIRE people with the beauty of our projects
IMPRESS them with the excellence of our services
IMPROVE the quality of life of all those we touch

December 9, 2021

Mr. Dennis Weber
Real Estate Coordinator
City of St Petersburg
Municipal Service Center
Real Estate & Property Management Dept.
One – 4th Street North, 9th Floor
St. Petersburg, FL 33701

Re: City-owned property - Located at 910 2nd Avenue South, St. Petersburg, Florida 33701

Dear Mr. Weber:

In response to the invitation from the City of St. Petersburg - to provide alternative proposals to the one tendered by Atlas Real Estate Partners - please accept this letter as our unsolicited offer to purchase land from the City and to develop the 2.02 acre site referenced above.

Enclosed with this letter is a formal proposal to purchase the site for \$5.5 million dollars, and to start construction within sixty days of the receipt of building permits, a mixed-use development featuring office, multi-family with an affordable housing component, ground floor retail, and public parking. Also included is an Allen Morris Company Development Portfolio Report; which provides information about our company, its history and its capabilities.

As noted in that report, one of our recent developments was The Hermitage Apartments in St. Petersburg. Based on the success of that property, we look forward to once again building another beautiful mixed-use development in the heart of St. Petersburg.

As described in our proposal, we intend to develop a five-story building with 100,000 SF of Class A office space, a 400-unit Class A apartment building – in which 60 units would be designated for affordable housing – above a 1,126 space parking deck, and 20,000 SF of ground floor space for retail and restaurants.

Regarding the affordable housing, we believe strongly that there should be no difference in the quality of the apartments we produce for either our market rate customers, nor someone whom lives in one of our affordable apartments. To that point, we propose to work with the City to make sure the distribution of the unit types and location within the building supports that commitment and achieves the true purpose of affordable housing.



OUR MISSION

INSPIRE people with the beauty of our projects
IMPRESS them with the excellence of our services
IMPROVE the quality of life of all those we touch

As with the apartment and office buildings we recently completed in Atlanta, and the one we plan to develop next year in Orlando, we propose to incorporate the retail and restaurant space within the lobbies of our office building and residential building. This creates a festive environment for the office workers, the residents and the public while activating the street level and enhancing the surrounding area for all.

In recognition of the City's commitment to provide 226 parking spaces for the use of the Tampa Bay Devil Rays, we propose to replace those surface lot spaces with space inside the new parking deck that we plan to build below the office and residential building. Our intent would be to provide a separate parking area for the City, with a designated entrance and exit to ensure easy access for public parking

In summary, we propose a simple transaction. We wish to purchase this site and start construction within sixty days of the receipt of the development's building permits. And upon the issuance of the final Certificate of Occupancy, provide the City with exclusive use of 226 parking spaces in a dedicated location. A further benefit to the City and the local community will be the addition of 60 affordable apartments in our residential tower.

We look forward to further discussions with the City regarding this offer, and opportunity to bring another exciting real estate use to the Edge District in downtown St. Petersburg.

Best Regards,

Dennis M. Suarez
Managing Director – Development
The Allen Morris Company

cc: Alan DeLisle
Alfred Wendler
Spencer Morris
File



CONFIDENTIAL AND PROPRIETARY



EDGE DISTRICT CENTRE

PROPOSAL TO THE CITY OF ST. PETERSBURG

12/10/2021



EDGE DISTRICT CENTRE MIXED-USE DEVELOPMENT

Office, Residential, Retail with Public Parking



EDGE DISTRICT CENTRE

Proposal for a Mixed-Use Development on a City Owned Site Located at 910 2nd Avenue South, St. Petersburg, FL

I. Project Summary

- i. The Allen Morris Company proposes to build, own and manage a mixed-use development on an approximately 2.2-acre site owned by the City of St. Petersburg.
- ii. When completed, the development would include a 100,000 SF Office Building, a 400-unit Apartment Building, a 1,126 space Parking Deck and 20,000 SF of Retail and Restaurant space.

II. Ownership Structure

- i. The Allen Morris Company proposes to own the Office Building, the Residential Building and the Restaurant and Retail Space.
- ii. The Allen Morris Company proposes to own and operate 900 parking spaces and the City of St. Petersburg would own and manage 226 parking spaces inside a Parking Deck built on the site.

III. Land Value

- i. The Allen Morris Company proposes to purchase the site – fee simple - for \$5.5 million.

IV. Workforce Housing

- i. The Residential Building will include 15% of its units (60 total) for workforce housing at 120% of AMI.



EDGE DISTRICT CENTRE

Program

The Allen Morris Company plans to develop a true mixed-use project providing another high-quality live / work / play Centre for the residents of St. Petersburg – activating more of the Edge District and enhancing the quality of life in downtown.

- **Office:** 100,000 SF Class A Office Space
- **Apartment:** 400 Class A multi-family units with an average SF of 800
 - of the 400 units, 15% (60) will be affordable housing units
- **Retail:** 20,000 SF of street-level retail
- **Parking:** 1,126 total spaces in a structured garage.
 - of the total spaces, 226 will be dedicated for City / Public use

Multi-Family Unit Mix				
Market Unit Type	Beds	Baths	# Units	Sq Ft
Studio	0	1	35	500
Studio / Jr 1BR	0	1	70	620
1 BR	1	1	150	775
2 BR	2	2	85	1,115
Affordable Unit Type	Beds	Baths	# Units	Sq Ft
Studio (120% AMI)	0	1	6	500
Studio / Jr 1BR (120% AMI)	0	1	12	620
1 BR (120% AMI)	1	1	27	775
2 BR (120% AMI)	2	2	15	1,115
Property Total /Avg			400	800

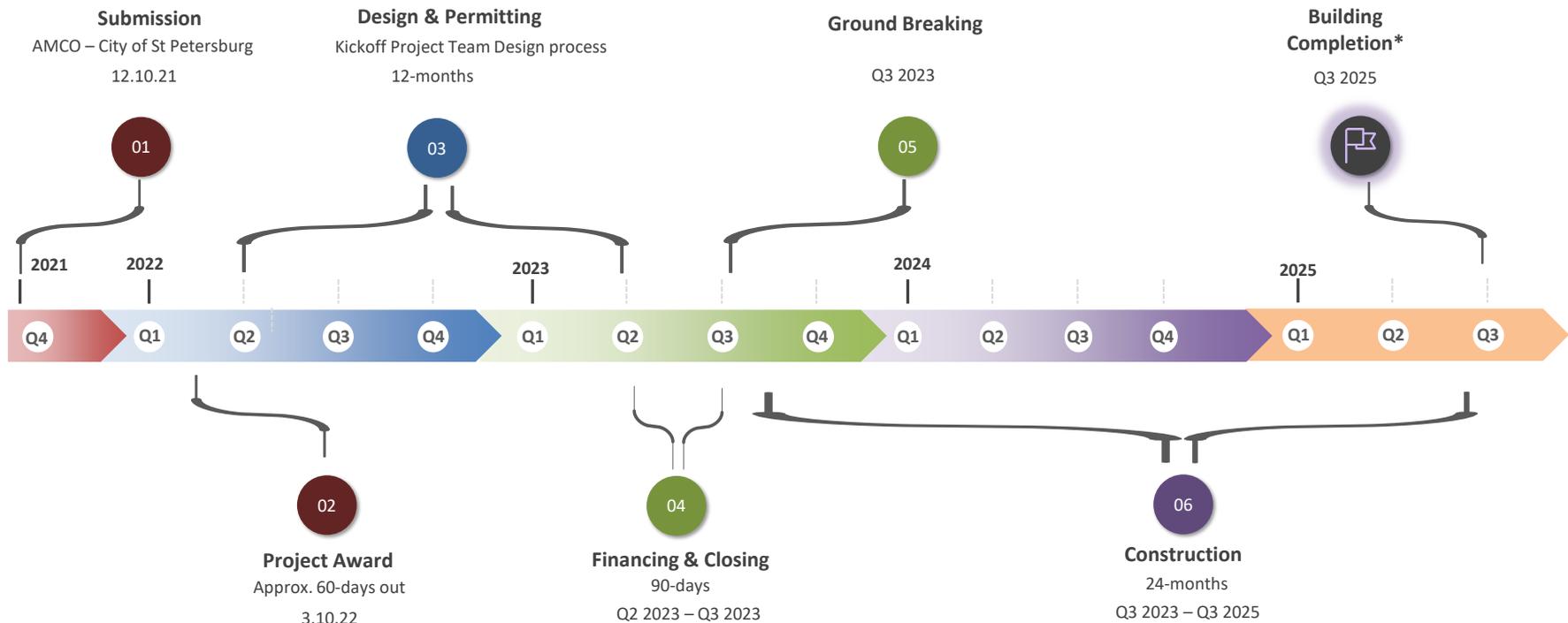


EDGE DISTRICT CENTRE PROJECT TIMELINE

Office & Residential Building



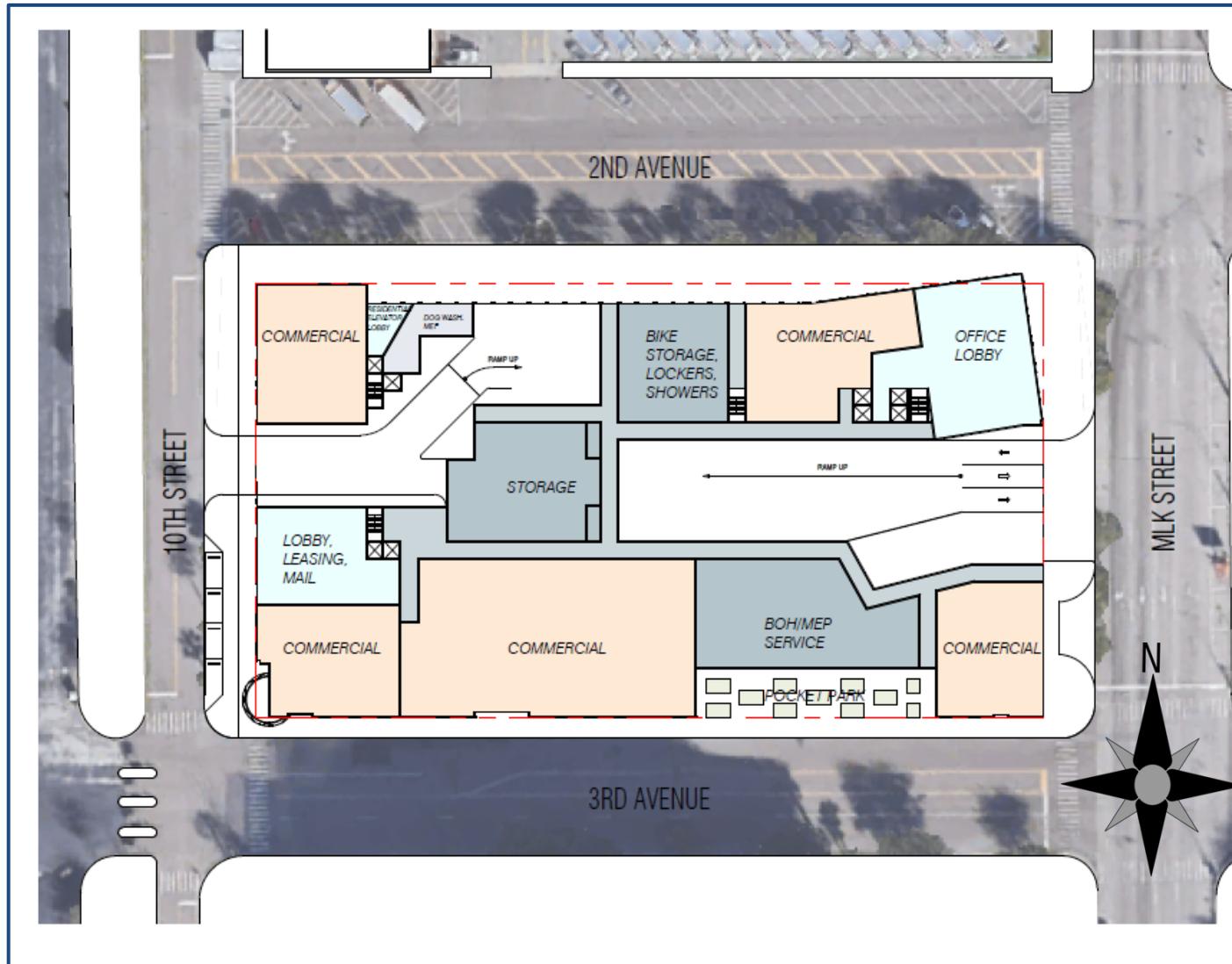
The Proposed Timeline reflects the earliest AMCO projects to break ground on the Edge District Centre – within 60 days of receipt of approved building permits. AMCO is dedicated to working with the City to maximize the project for all beneficiaries and looks forward to completing another exciting real estate project in downtown St. Petersburg.



*At Building completion, the TI work will begin for the office interior

EDGE DISTRICT CENTRE SITE PLAN

Premier Mixed-Use Development



EDGE DISTRICT CENTRE RENDERINGS

Premier Mixed-Use Development



EDGE DISTRICT CENTRE RENDERINGS

Premier Mixed-Use Development



KEY CONSIDERATIONS

Edge District Centre – Project Benefits

- I. **Competitive Economic Proposal:** This development will provide a place for over 2,000 full-time jobs and provide approximately \$2M in annual property taxes to the City and County.
- II. **Flexible Development Strategy:** Development program designed to be to meet the growing needs of the City for housing and office space.
- III. **Workforce Housing:** Providing the City up to 60 (15%) affordable, workforce housing units.
- IV. **Centrally located Parking:** 226 public parking spaces in one location with a dedicated entrance and exit.
- V. **Experienced Developer:** An established Sponsor with a proven track record of over 63 years in commercial, office and multi-family mixed-use developments. The team has recently developed a mixed-use project – The Hermitage – in St. Petersburg.
- VI. **Sponsor Commitment:** The Allen Morris Company proposes to purchase the site and start construction within sixty days of receipt of the development’s Building Permits.

EDGE DISTRICT CENTRE



The Allen Morris Company proposes a simple transaction.

We wish to purchase this site and start construction within sixty days of the receipt of the development's building permits. And upon the issuance of the final Certificate of Occupancy, provide the City with exclusive use of 226 parking spaces in a dedicated location. A further benefit to the City and local community will be the addition of up to 60 class A affordable apartments in our residential tower.

We look forward to further discussions with the City regarding this offer, and opportunity to bring another exciting real estate use to the Edge District in downtown St. Petersburg.

Development Portfolio 2021 Report



Mission.

Inspire people with the beauty of our projects.

Impress them with the excellence of our services.

Improve the lives of all we touch.

The Allen Morris Company.

Table of Contents

01

The Sponsor
pages 7 — 18

04

Recently Completed
pages 65 — 78

02

Under Construction
pages 19 — 38

05

The Team
pages 79 — 82

03

Pre-Development
pages 39 — 64

The Sponsor

01

“Our fundamental philosophy remains the same today as when the company started in 1958: To be worthy of the client’s absolute trust, to know the market thoroughly, to care about the client’s needs, and to be responsive.”

– W. Allen Morris,
Chairman & CEO

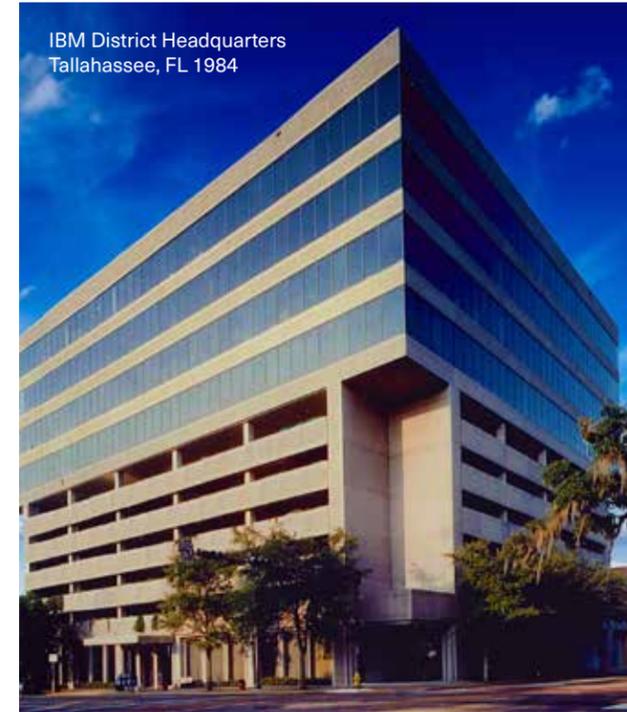
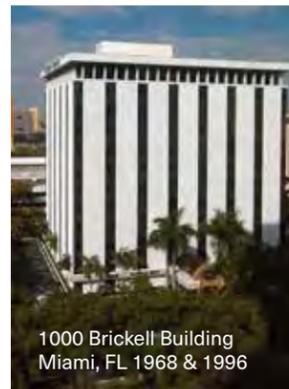
The Allen Morris Company founded in 1958, is a sixty-three-year-old, family-run, real estate development company with a history of building-to-own that lends itself to projects with a higher level of care and finish. The company has more than 85 successful development projects credited to its name.

The Allen Morris Company focuses selectively on developing best-in-class residential, office and mixed-use projects in unique locations with unparalleled amenities and carefully curated retail experiences. Our Mission is to “*Inspire, Impress, and Improve*” – a creed visible in every detail of the business.

Over its history, The Allen Morris Company has never defaulted on a single financial obligation, delayed the remittance of an interest payment or been involved with a single project that has caused its investors to lose their investment. It is a record which the Company protects vigorously.



63 Years of History





1947

L. Allen Morris Moves from Atlanta to Miami

Founder and chairman of The Allen Morris Company, L. Allen Morris moves from Atlanta to Miami to work for Ken Keyes at **The Keyes Company**.



1956

L. Allen Morris Develops First Building

L. Allen Morris develops his first office building, 300 N.E. 3rd Avenue, located in Ft. Lauderdale, housing **Bellsouth's District Headquarters**.

1960

Allen Morris Develops Largest Regional Shopping Center in the Southeast U.S.

L. Allen Morris, with aluminum industry tycoon Arthur Vining Davis, develops the first regional shopping center in Florida and the largest **Sears Roebuck** store in the eastern US. The \$7.5 million mortgage loan was the largest ever made in Florida.



1958

L. Allen Morris Incorporates The Allen Morris Company

L. Allen Morris incorporates The Allen Morris Company on April 1, 1958 in a small office in the Alfred I Dupont Building in Miami. Later that year, L. Allen Morris drafts a development plan and brokers the sale of 300 acres on an island (Key Biscayne) to Miami home builders, the Mackle Brothers, starting the development of **Key Biscayne**.



1964

330 Biscayne Blvd Becomes 17th Project

Allen Morris completes its 17th project, Bayside Plaza at 330 Biscayne Boulevard, which houses the downtown District Headquarters office of **Southern Bell**, the executive offices of the new **Miami Dolphins**, and the **Greater Miami Chamber of Commerce**.



1968

First Multi-Tenant Office Building in Brickell

Allen Morris breaks ground on the first multi-tenant office building in what is considered "no man's land" also known as Brickell Avenue, the 1000 Brickell Building, the company's 23rd project to date, attracts some of the nation's biggest businesses including **Bank of America International**.



1972

909 Brickell Plaza is 2nd Allen Morris Project in Brickell

The 909 Brickell Plaza Building joins 1000 Brickell Building. One half of the building houses the **Travelers Insurance Company** and the other half houses the **Dade County Planning and Zoning Departments**. It was later sold to the **United States Coast Guard** for their 7th District Headquarters.



1982

Allen Morris Develops Perimeter 400 in Atlanta

Allen Morris develops the Perimeter 400 Center, for anchor tenants **Bellsouth** and **US Steel**, a 3-phase project. Phase I begins in Atlanta, Georgia and marks the company's 16th project outside of Florida and its 66th project to date. It includes the first prototype of **Marriott's** new concept – **Courtyard Inn by Marriott**.

1984

Allen Morris Completes Florida Headquarters for IBM

Allen Morris completes the 101 N. Monroe Building, a 111,000 square foot Downtown office tower in Tallahassee, for anchor tenant **IBM**. The building marks Allen Morris's 67th project.



1980

W. Allen Morris Becomes the New President and CEO of The Allen Morris Company

W. Allen Morris, son of the founder, purchases the company and assumes the position of President and CEO. In 1980, W. Allen worked through the ranks of the company starting as a building manager, broker and sales manager.

1995

Morris Family Brickell Land Acquisitions Total 15 Acres

By 1995 Allen Morris becomes the largest land owner in the Brickell area. Land parcels were sold and developed, becoming such projects as: **1010 Brickell**, **Camden Brickell**, **Mary Brickell Village**, **SLS LUX Brickell**.



2003

Builders BEST Overall Product Commercial Office Platinum Award

The Building Association of South Florida (BASF) and The Miami Herald award The Allen Morris Company, **Alhambra Towers** with the "Builders BEST Overall Product Commercial Building in Florida" Platinum Award. Anchor tenants included **Fidelity Investments** and **International Bank of Miami**.



1998

Allen Morris Completes Pembroke Commons in Central Florida

Allen Morris completes Pembroke Commons in Central Florida, a 120,000 square-foot speculative multi-tenant project with **CBS Radio** as the anchor tenant. As the company's 75th project, it is 100% leased upon opening in Maitland.

2013

W. Allen Morris Launches Allen Morris Residential

In conjunction with Dennis Suarez, Managing Director of Development, The Allen Morris Company pivots its development interests to focus on residential and large-scale mixed-use developments.



2014

Developing Luxury Condominiums in Brickell

SLS LUX Brickell, a 58-story, 534 unit building at 1.3 million square feet breaks ground, in partnership with the **Related Group**, **Rockpoint Group** and **sbe Hotels**. Project pre-sells to 95% in 12 months.



2015

Developing multi-family rentals in St. Petersburg

The **Hermitage Apartment Homes™** breaks ground in St. Petersburg, Florida. This is Allen Morris Residential's first multi-family urban rental on a full city block, in joint venture with **A.I.G.**



2016

Developing a new Downtown in Orlando (Maitland), Florida

Maitland City Centre breaks ground marking the company's first public/private mixed-use development (with retail, multi-family, and office space) creating a new downtown adjacent to City Hall and the City's Independence Lane Street, in a joint venture with **Mesirov Financial** and **Loma Linda University** endowment fund.



2018

Developing Market-Rate Housing for Students in Downtown Orlando

409- unit, highly amenitized, Class A apartments as a part of 68-Acre mixed-use development **Creative Village**, with **Ustler Group** Development.



2018-19

Developing Mixed-Use Project in West Midtown Atlanta, Georgia

Star Metals Residences and **Offices** will be a 409 unit Class "A" mixed-use building including multi-family residential and retail, along with a 14-story, Class "A", 267,000 square foot office building directly across the street, also with ground floor retail.



2020

Launch of AMS Hospitality

Launch of **AMS Hospitality**, an enterprise-level partnership between **Stormont Hospitality Group** and **The Allen Morris Company**. **AMS Hospitality** is focused on the development and acquisition of hotels throughout the SE.

2020

AMS Hospitality & Black Salmon Capital Announce \$300 Million Joint Venture

AMS Hospitality and **Black Salmon Capital** launch a \$300 million initiative to acquire hospitality assets starting with the purchase of **The Pelham Hotel**, an historic boutique hotel in New Orleans.



Total Development Pipeline

Total Development Pipeline	\$1.8 _B
Recently Completed Projects	\$497 _{MM}
Under Construction	\$482 _{MM}
Pre-Development	\$795 _{MM}
Total Residential	3,327 _{UNITS}
Total Hotel	924 _{KEYS}
Total Retail	197,800 _{NSF}
Total Commercial	452,000 _{NSF}

For All of Our Developments, We Target

Net Investor Return	18 - 20% ⁺ _{IRR}
Equity Multiple	2.0 ⁺ _x

Cities 6

- Atlanta
- St. Petersburg
- Maitland
- Orlando
- Coral Gables
- Miami



Under Construction

02

Welcome to the Star Metals District



STAR METALS
OFFICES

**Delivered
2021**



STAR METALS
HOTEL

**2023
Delivery**



STAR METALS
RESIDENCES

**Delivered
2020**

01

Project Type

Luxury Rentals

Architect of Record

Dwell Design Studio

Contractor

Juneau Construction

Development Partners

The Allen Morris Company

Limited Partners

ICM Group

Family Offices

Lenders

Pacific Western

Square Mile

Site

3.0 Acres

Management Company

CF Real Estate Services

Star Metals Residences

Atlanta, Georgia

Oppenheim Architecture

9 Floors / 409 Units

Residential 345,500 NSF

Retail 16,500 SF

Total Cost \$134 Million

Development Timeline

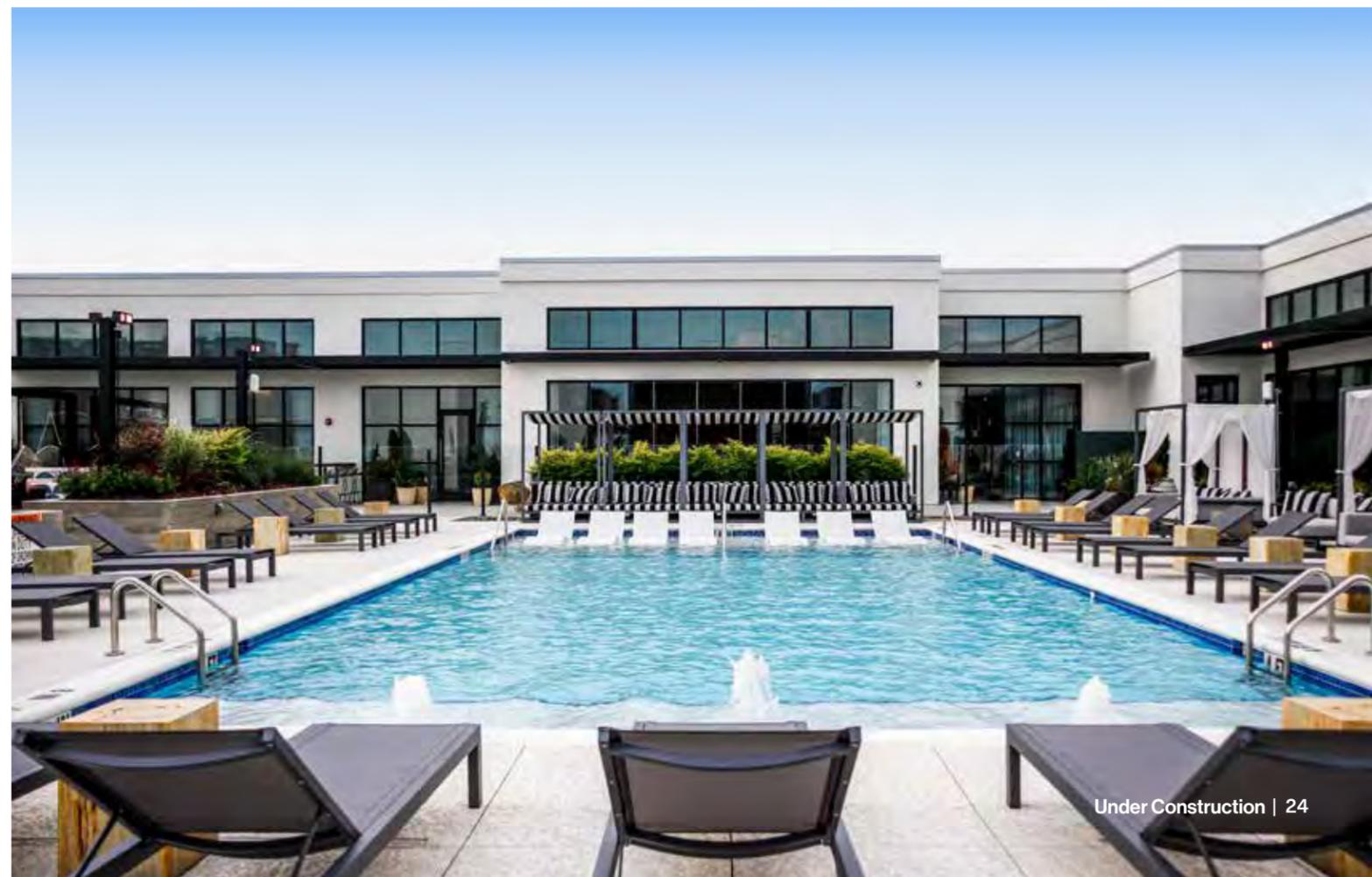
Construction Start Q3 2018

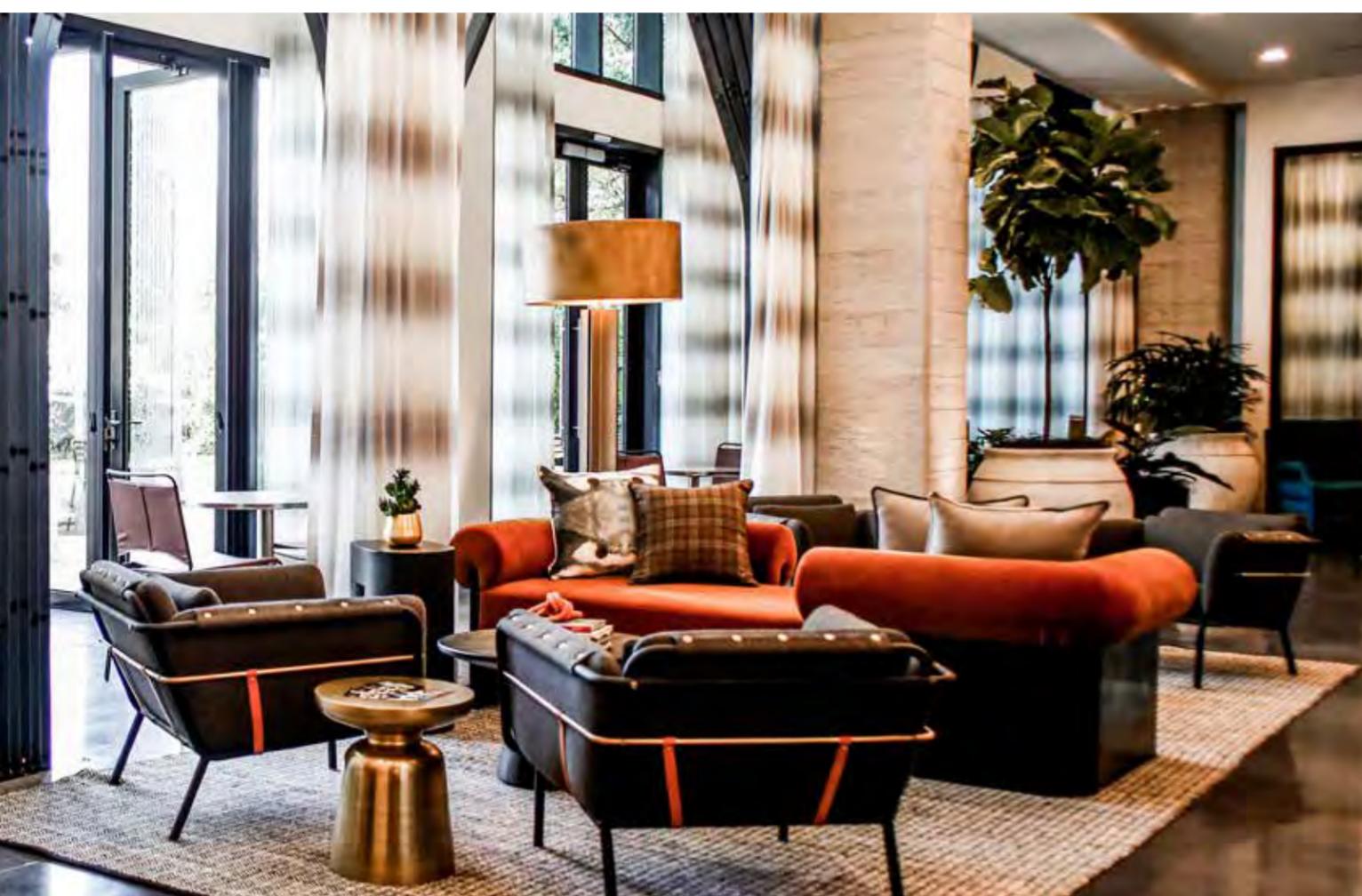
First Units Delivered Q3 2020

Certificate of Occupancy Q1 2021

Located in the heart of the West Midtown design and entertainment district, which is home to both local and national high-end retailers as well as elegant restaurants, popular nightlife, and Georgia Tech's engineering and research campus, Star Metals Residences is set to redefine city living in Atlanta. Atlanta, with its strong economic and demographic indicators, is poised for growth and West Midtown is perfectly situated to take advantage of this trajectory with its close proximity to the city's large employment centers, dynamic retail options, access to Georgia Tech and strong demand from professional, Millennial renters.

Star Metals Residences is, arguably, the best undeveloped site in the West Midtown submarket and the project will provide a level of quality and a package of amenities never before seen in the area. Oppenheim Architecture designed the project, which is reminiscent of the industrial history of West Midtown and balances originality and contextuality.





02

Project Type
Offices and Retail

Architect of Record
Warner Summers
Architecture

Contractor
Brasfield & Gorrie

Development Partners
The Allen Morris Company

Limited Partners
ICM Group
Family Offices

Lenders
Bank OZK
Barings

Site
1.74 Acres

Management Company
The Allen Morris Company

Star Metals Offices Atlanta, Georgia Oppenheim Architecture 14 Floors Office 267,000 SF Retail 55,000 SF Total Cost \$138.3 Million

Development Timeline

Construction Start Q4 2018

Estimated Completion Q2 2021

Star Metals Offices, located directly across the street from Star Metals Residences, will be the first Class A creative office space ever built in West Midtown, Atlanta. Designed by Oppenheim Architecture, the project boasts expansive exterior balconies on every office level as well as an amenity deck on level 7, exclusive to office tenants, replete with a coffee shop, outside picnic tables, outside lounge/workspaces, fire pit and conference center. Reaching a height of 165 feet above grade, the project will be the tallest office building in West Midtown and will provide unobstructed views of Buckhead, Midtown, and Downtown.

The shape of the building allows for a range in floor plate sizes from 21,000 – 33,000 SF, providing flexibility to tenants of varying scale. The office component is 25% pre-leased to *Signature by Regus*, a leading co-working group that exemplifies the entrepreneurial and creative spirit of the Star Metals Offices project. The building design calls for a glass rooftop greenhouse structure which will be activated as a restaurant/café and the ground floor retail will house a variety of Atlanta's hottest food & beverage establishments.





03

Project Type
Lifestyle Hotel

Contractor
Brasfield & Gorrie

Development Partner
AMS Hospitality

Owner
MetLife

Site
0.4 Acres

Kimpton® Midtown Union Hotel

Atlanta, Georgia

Cooper Carry Architects

13 Floors / 229 Keys

Meeting Space 5,000 SF

3 F&B Outlets

Development Timeline

Construction Start Q2 2020

Estimated Completion Q2 2022

The to-be-named Kimpton® Midtown Union Hotel is part of the broader Midtown Union project which will consist of the subject 229-key hotel, 600,000 SF of office space, 355 apartments and 30,000 SF of retail in a prime location in Midtown Atlanta. MetLife will be the owner of the hotel and has selected AMS Hospitality to serve as the Developer of the Project.

The site is bordered to the north by 17th Street, to the west by Spring Street and to the east by W. Peachtree Street. The hotel will rapidly become the hotel destination of choice among business travelers and conferees, as well as tourists and social clientele. The Hotel will have a ground level restaurant and bar that is integrated with a new European-inspired, “pedestrian-friendly” extension of Arts Center Way that bifurcates the broader Midtown Union project.

The Hotel’s program consists of 229 refined hotel rooms and suites, 5,000 SF of meeting space, a chef-driven restaurant, fitness center and a multi-purpose terrace.





04

Project Type
Rental Apartments

Contractor
Brasfield & Gorrie

Development Partners
The Allen Morris Company
Ustler Development

Limited Partners
Athos Capital

Lenders
SunTrust
Santander

Site
1.60 Acres

Management Company
Asset Living

The Julian Apartments at Creative Village Orlando, Florida Baker Barrios Architects 14 Floors / 409 Units Residential 305,067 SF Retail 6,500 SF Total Cost \$108.0 Million

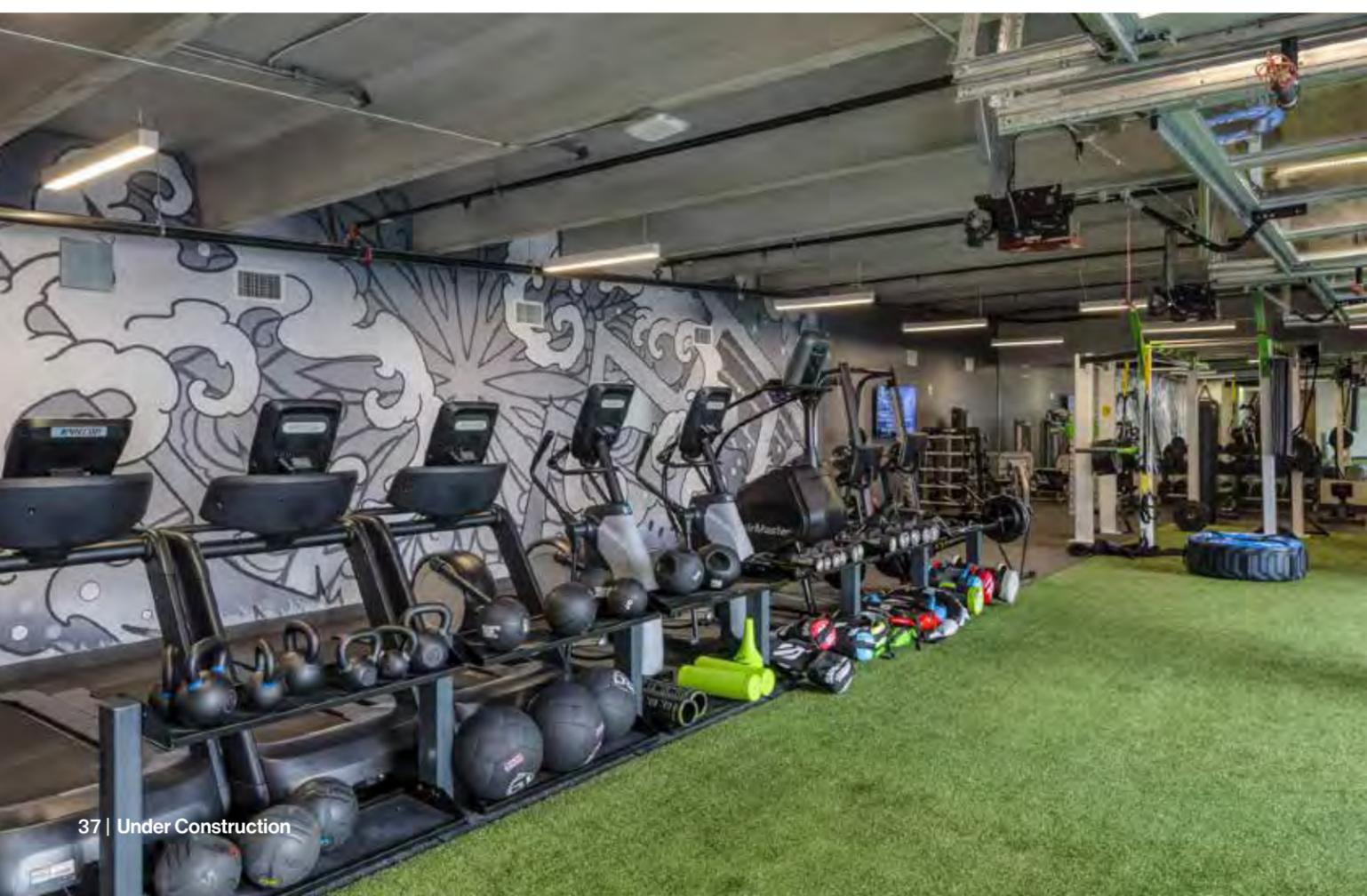
Development Timeline



Located in the heart of Downtown Orlando, The Julian Apartments at Creative Village is a 409-unit residential building with unparalleled amenities including a rooftop pool and clubhouse, a 24/7 open-aired wellness center, and 11,000 SF of collaboration spaces. It was designed to respond to the enormous demand created by the University of Central Florida (UCF) and its partner, Valencia College new technology campuses. It is also responding to the demand created by significant corporate relocations to the area including EA Sports who is building a new 180,000 SF regional headquarter in Creative Village.

The Creative Village Master Plan is a public-private partnership between the City of Orlando and Creative Village Development, LLC. Creative Village builds upon the success of Orlando's digital media industry by transforming the former Amway Arena site into a 68-acre mixed-use, transit-oriented, urban infill neighborhood in the heart of downtown Orlando which will include academic buildings, student housing, market-rate housing, office space, retail and hospitality.





Pre-Development

03

Welcome to Creative Village



Apex Residences

Nexus

UCF/Valencia College
Dr. Phillip Academic
Commons

UnionWest
Student Housing

Parcel X Hotel

Modera Apartments
by Mill Creek

EA Orlando Studio

Creative Village
Park

The Julian Apartments

Amelia Court
Apartments

05

Project Type

Office

Contractor

TBD

Development Partners

The Allen Morris Company
Ustler Development

Limited Partners

TBD

Lenders

TBD

Site

1.1 Acres

Nexus at Creative Village Orlando, Florida Baker Barrios Architects 12 Floors Office 185,000 SF Retail 5,000 SF Total Cost \$97 Million

Development Timeline

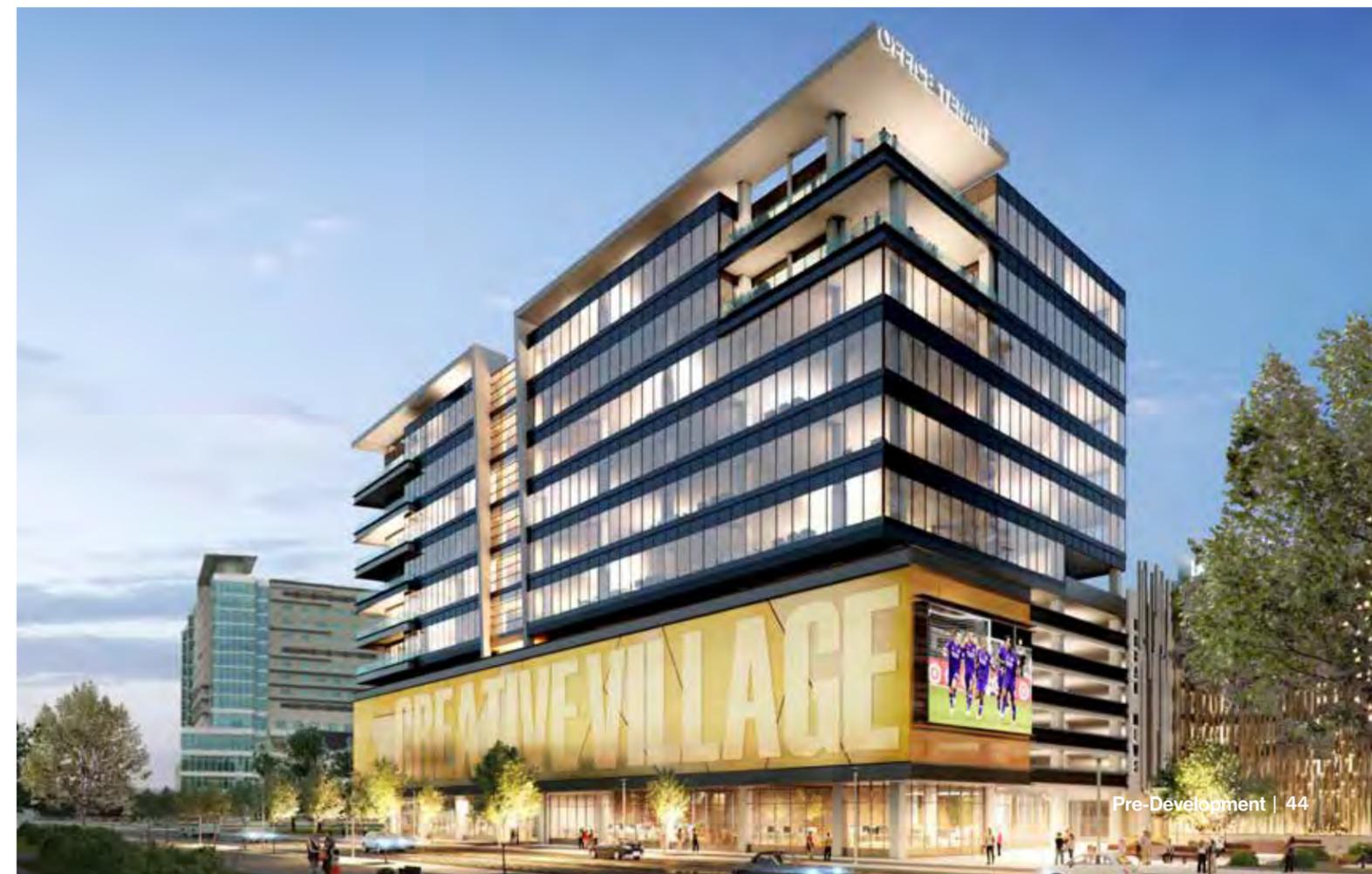
Construction Start Q4 2021

Estimated Completion Q3 2023

The Allen Morris Company continues its partnership with Ustler Development to develop a 185,000 SF Class A office building as the next phase of the 68-acre Creative Village Master Plan. The Project represents the continuation of the initial vision to redevelop the neighborhood with a combination of first-class office spaces, housing, retail, and hospitality to create a new epicenter for growth in Orlando.

The Project is also being designed for a post-COVID-19 environment with touchless access controls, enhanced HVAC filtration, LEED®, and WELL Building® design elements.

The partnership is working in conjunction with JLL® for the initial pre-leasing of the building with strong initial interest.



06

Project Type
Rental Apartments

Contractor
TBD

Development Partners
The Allen Morris Company
Ustler Development

Limited Partners
TBD

Lenders
TBD

Site
0.8 Acres

Apex Residences at Creative Village

Orlando, Florida

Baker Barrios Architects

26 Floors / 324 Units

Retail 4,000 SF

Residential 259,000 SF

Total Cost \$97 Million

Development Timeline

Construction Start Q4 2021

Estimated Completion Q3 2023

The Allen Morris Company, in partnership with Ustler Development, will develop the 324-unit residential project Apex Residences at Creative Village. It will represent the second residential project with Ustler within the Creative Village Master Plan.

Apex Residences will be a 26-story, luxury residential project with unobstructed views of the primary Downtown Orlando market to the east. The Project will have a full suite of amenities including an elevated pool over the parking garage on level 8 and 4,000 SF of retail.

Apex Residences will be able to access the rest of Creative Village through Bob Carr Plaza and a breezeway through Parcel X which provides direct access to the Creative Village Central Park.



07

Project Type

Hotel

Contractor

TBD

Development Partners

The Allen Morris Company
Ustler Development

Limited Partners

TBD

Lenders

TBD

Site

0.4 Acres

Creative Village Parcel X - Hotel

Orlando, Florida

Baker Barrios Architects

10 Floors / 180 Keys

Meeting Space 5,000 SF

Total Cost \$42.0 Million

Development Timeline

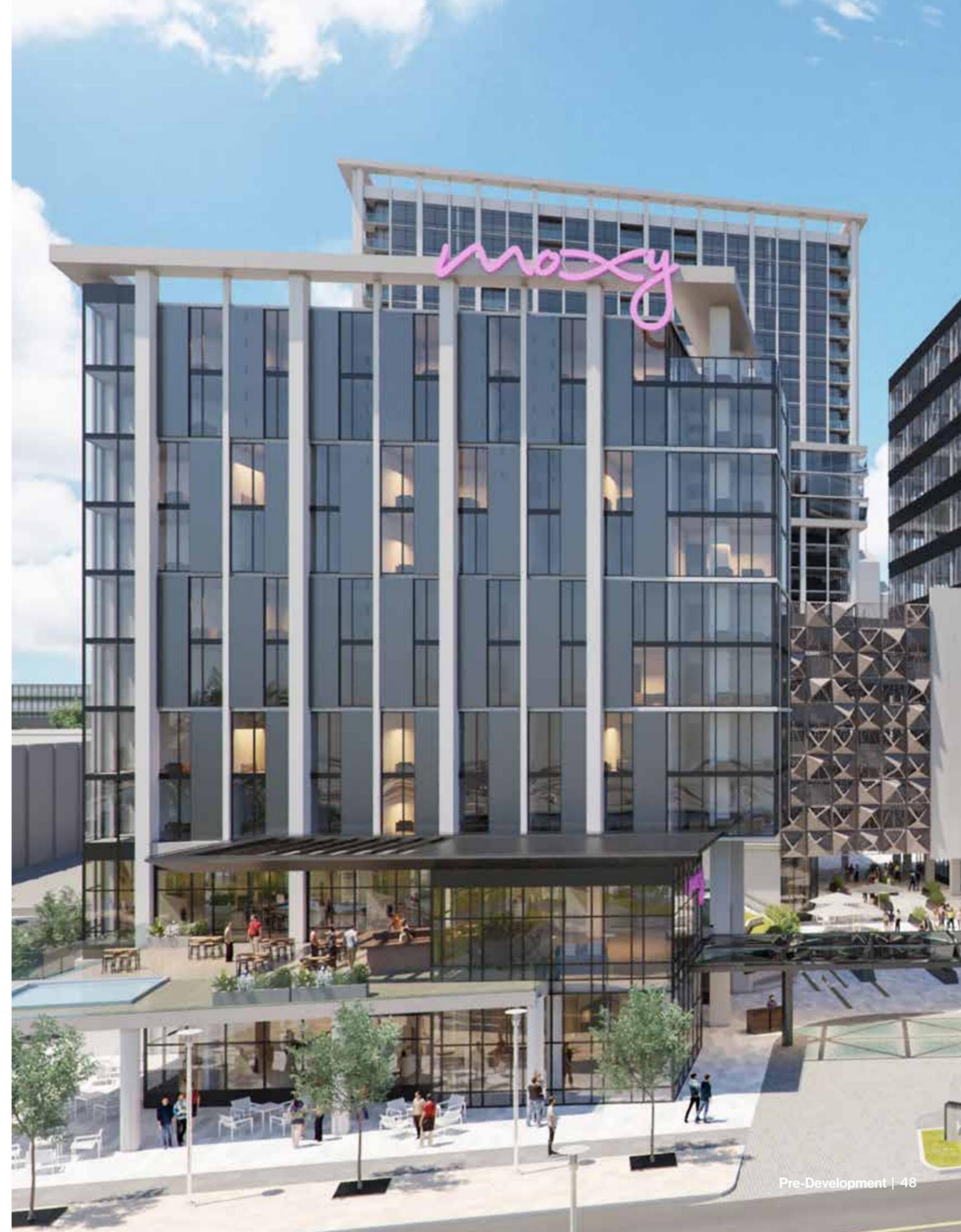
Construction Start Q1 2022

Estimated Completion Q3 2023

AMS Hospitality, an operating affiliate of The Allen Morris Company, is partnering with Ustler Development to develop a 174-key hotel as part of Phase II of the Creative Village Master Plan.

The Project is slated to be a Marriott-branded Moxy® Hotel, which will be the first in Central Florida. The Hotel will also have on-site meeting space and conference rooms to host events for the district.

The Project is being designed in conjunction with the Nexus office building and Parcel Y residences such that the site has a breezeway to provide a seamless pedestrian experience across all 3 projects.



08

Project Type

Residential

Contractor

TBD

Development Partners

The Allen Morris Company
Xenel

Limited Partners

TBD

Lenders

TBD

Site

1.3 Acres

Management Company

TBD

Xentury City Orlando, Florida Dwell Design Studio 5 Buildings / 311 Units Residential 293,000 SF Total Cost \$67.0 Million

Development Timeline

Construction Start Q4 2021

Estimated Completion Q3 2023

Xentury City represents the first phase of a multi-phased development across a 254-acre site. The site is located directly across from the Gaylord Palms Resort & Convention Center.

The location is attractive given its close proximity to Celebration, a community-oriented mixed-development with retail, restaurants, offices and a hospital. It is also located immediately south of US 192 and the Disney World theme parks are both west and northwest of the site.

The Project will contain 5 garden-style story buildings with the leasing center/clubhouse amenities integrated within the first building.



09

Project Type

Residential

Contractor

TBD

Development Partners

The Allen Morris Company

Limited Partners

TBD

Lenders

TBD

Site

1.29 Acres

Management Company

ZRS

Ponce Park Residences

Coral Gables, Florida

Oppenheim Architecture

16 Floors / 171 Units

Retail 18,300 SF

Total Cost \$110.0 Million

Development Timeline

Construction Start Q4 2021

Estimated Completion Q3 2023

Located on the renowned Ponce De Leon Boulevard in Coral Gables, Ponce Park Residences is positioned to become the next iconic building in The City Beautiful. Designed by Oppenheim Architecture, the building features 40-foot arches paying homage to the Mediterranean influences of Coral Gables while also creating an active pedestrian arcade that blends seamlessly into a new city park.

The Project will consist of 18,000 SF of commercial space on the ground floor with 171 residential units in the tower above. The Project will provide residents a boutique lifestyle experience and access to over 100 shops and restaurants located at the \$400MM mixed-use “The Plaza Coral Gables” directly across the street as well as the Miracle Mile corridor located a short walk away.



10

Project Type
Rental Apartments

Contractor
TBD

Development Partners
The Allen Morris Company

Limited Partners
TBD

Lenders
TBD

Site
6.0 Acres

Management Company
TBD

Lofts in North Druid Hills Atlanta, Georgia Dwell Design Studio 5 Floors / 337 Units Residential 315,000 SF Retail 2,000 SF Total Cost \$92.0 Million

Development Timeline

Construction Start Q3 2021

Estimated Completion Q2 2023

Located in the up-and-coming North Druid Hills submarket of Atlanta, the 337-unit multifamily project is perfectly situated in a neighborhood experiencing significant expansion due to job growth.

North Druid Hills is home to the Center for Disease Control and Prevention (CDC), Children's Healthcare of Atlanta (CHOA), and Emory University medical campus. The site contains a strong base of healthcare employees, university employees, and students. Both CHOA & Emory University additionally have plans to expand their medical campuses in the area, adding hundreds of high-paying jobs to the submarket.

The property will feature "must-have" contemporary amenities like a coffee shop and dog park. It is also positioned on major intersections that boast both desirable retailers such as Kroger, Target, Starbucks, and boutique F&Bs such as Spiller Park Coffee, Sublime Donuts, and Flying Biscuit Café.





Project Type
Lifestyle Hotel

Contractor
TBD

Development Partners
AMS Hospitality

Limited Partners
TBD

Lenders
TBD

Site
0.63 Acres

Management Company
Pivot Hotels and Resorts
& QED Hospitality

Star Metals Hotel

Atlanta, Georgia

Gensler & Square

Feet Studio

13 Floors / 176 Keys

4 F & B Outlets

Retail 11,000 SF

Total Cost \$71.5 Million

Development Timeline

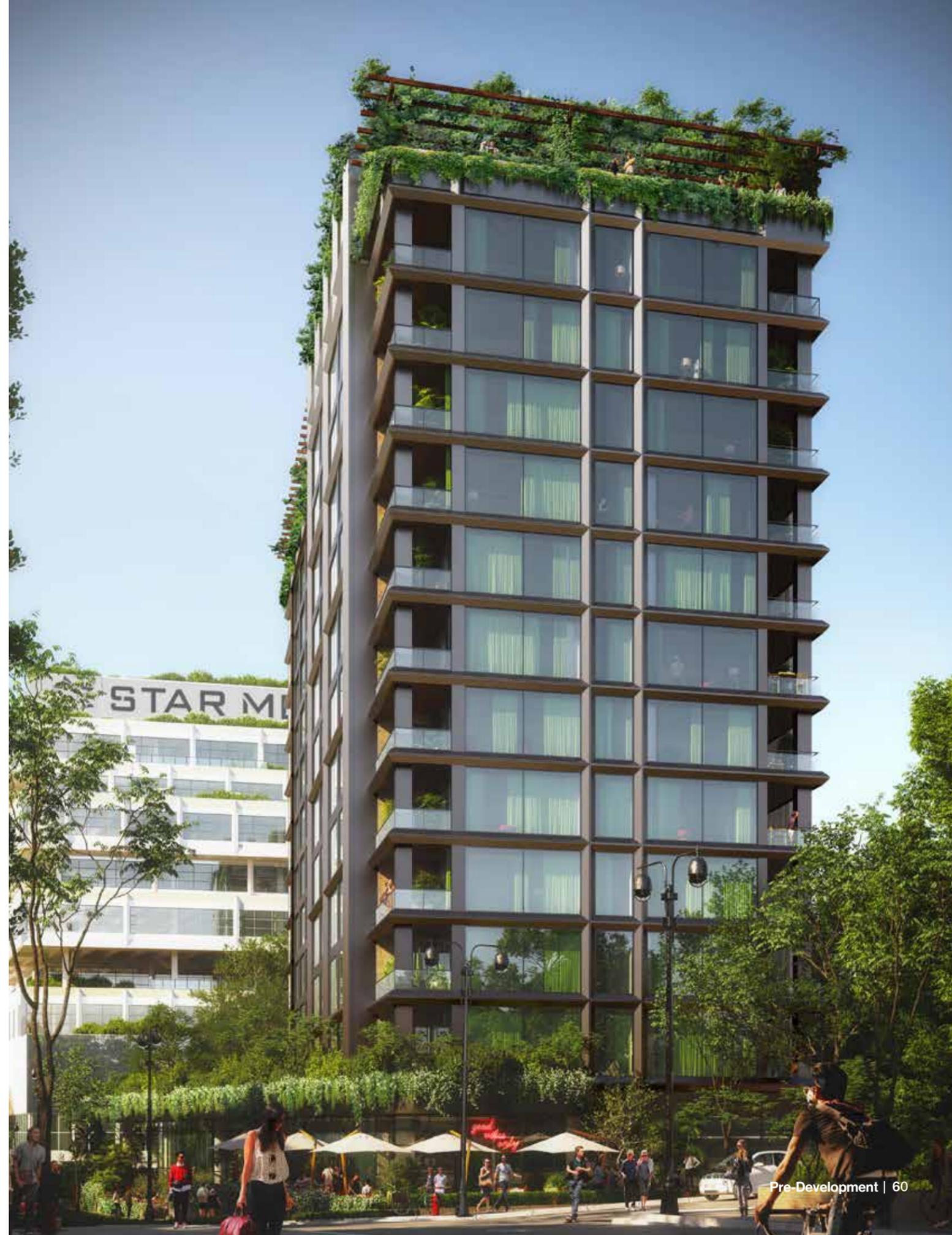
Construction Start Q4 2021

Estimated Completion Q2 2023

The Star Metals Hotel, located in the heart of the West Midtown arts and entertainment district in Atlanta is the third phase of the larger Star Metals mixed-use district. The Hotel will be a boutique offering with 176 keys, best-in-class ground floor food & beverage, a botanical rooftop bar experience, and an underground speakeasy jazz bar serving locally inspired craft cocktails. With the creative direction of branding agency OMFGCo, the Hotel draws upon the historic context and industrial past of the West Midtown neighborhood while simultaneously setting a new standard for refined hospitality within the greater Atlanta area.

Designers Square Feet Studio and Gensler collaborated on the design of the Hotel, which draws upon the steel and glass materiality found in its sister buildings, Star Metals Residences & Offices, but also establishes its own unique identity and architectural character within the neighborhood. The Star Metals Hotel is poised to become the epitome of refinement and design in the city of Atlanta.





Project Type
Rental Apartments

Contractor
TBD

Development Partners
The Allen Morris Company

Limited Partners
TBD

Lenders
TBD

Site
1.7 Acres

Management Company
TBD

Stella Lofts at Star Metals Atlanta Atlanta, Georgia Oppenheim Architecture 16 Floors / 324 Units Residential 312,000 SF Retail 25,000 SF Total Cost \$115.0 Million

Development Timeline

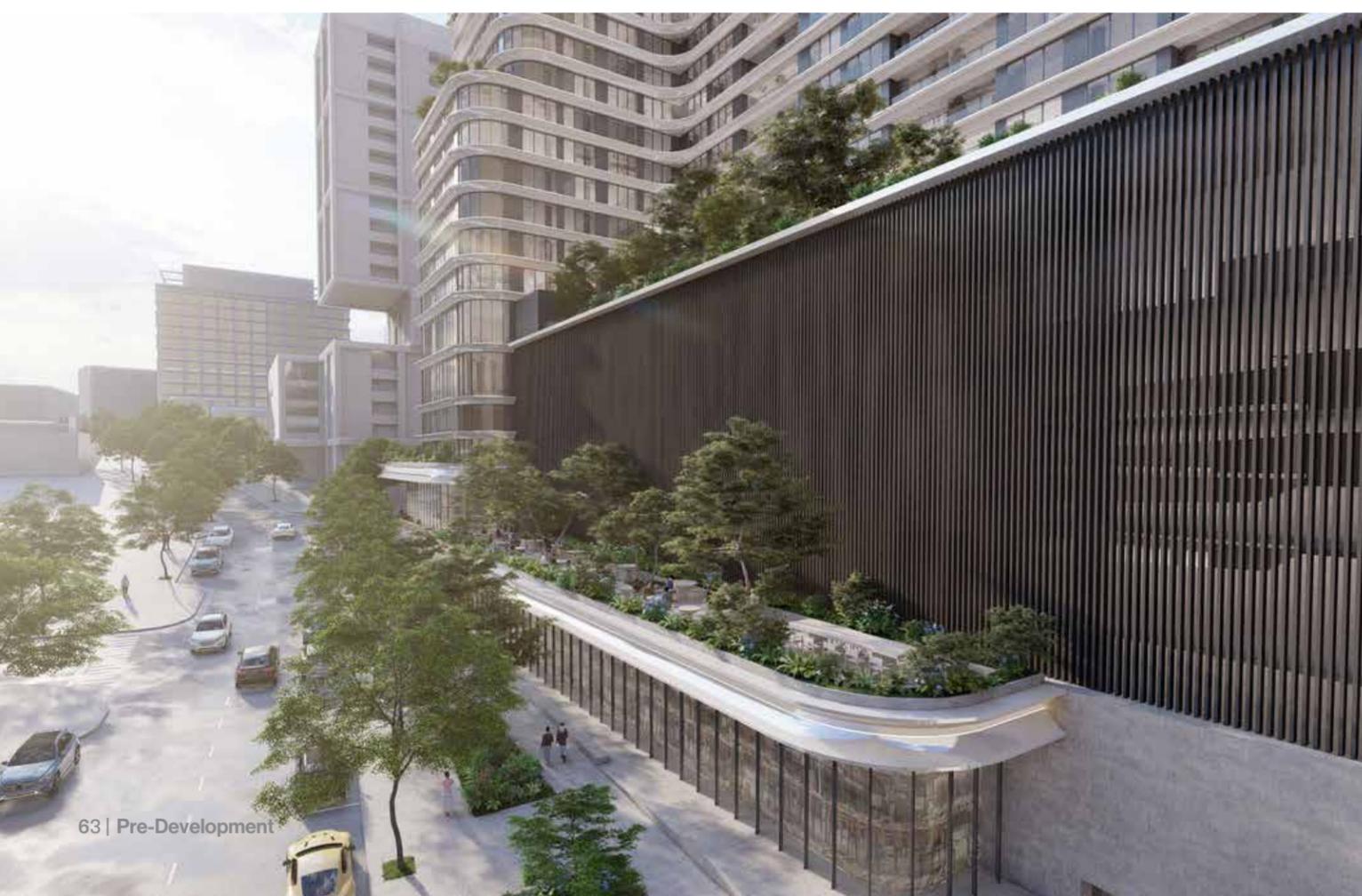
Construction Start Q2 2022

Estimated Completion Q2 2024

The site is located in West Midtown Atlanta, an area known for its dining, shopping, and entertainment offerings. The Project is being designed by Oppenheim Architecture, which has produced a curved façade design to create a unique architectural look and maximize sight lines to Downtown, Midtown and Buckhead.

The Project will be a 16-story tower with best-in-class amenities including a pool similar to Star Metals Residences, a “Sky Lounge” clubroom on the 16th Level, and 25,000 square feet of curated retail that will attract residents to our building and add to the overall fabric of West Midtown.





Recently Completed

04

Project Type

Luxury Rentals

Contractor

Cambridge Swinerton

Development Partners

The Allen Morris Company

Limited Partners

AIG

Lenders

TD Bank
BB&T Bank

Site

2.02 Acres

Management Company

ZRS Management

The Hermitage

St. Petersburg, Florida

CSJM Architects & ACI Architecture

8 Floors / 348 Units

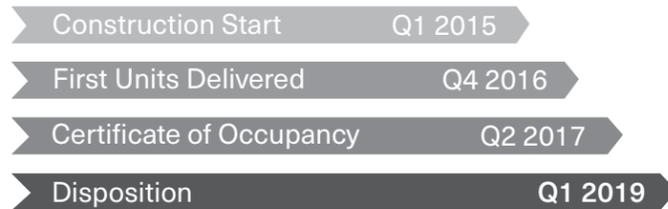
Residential 311,600 SF

Retail 2,000 SF

Total Cost \$73.1 Million

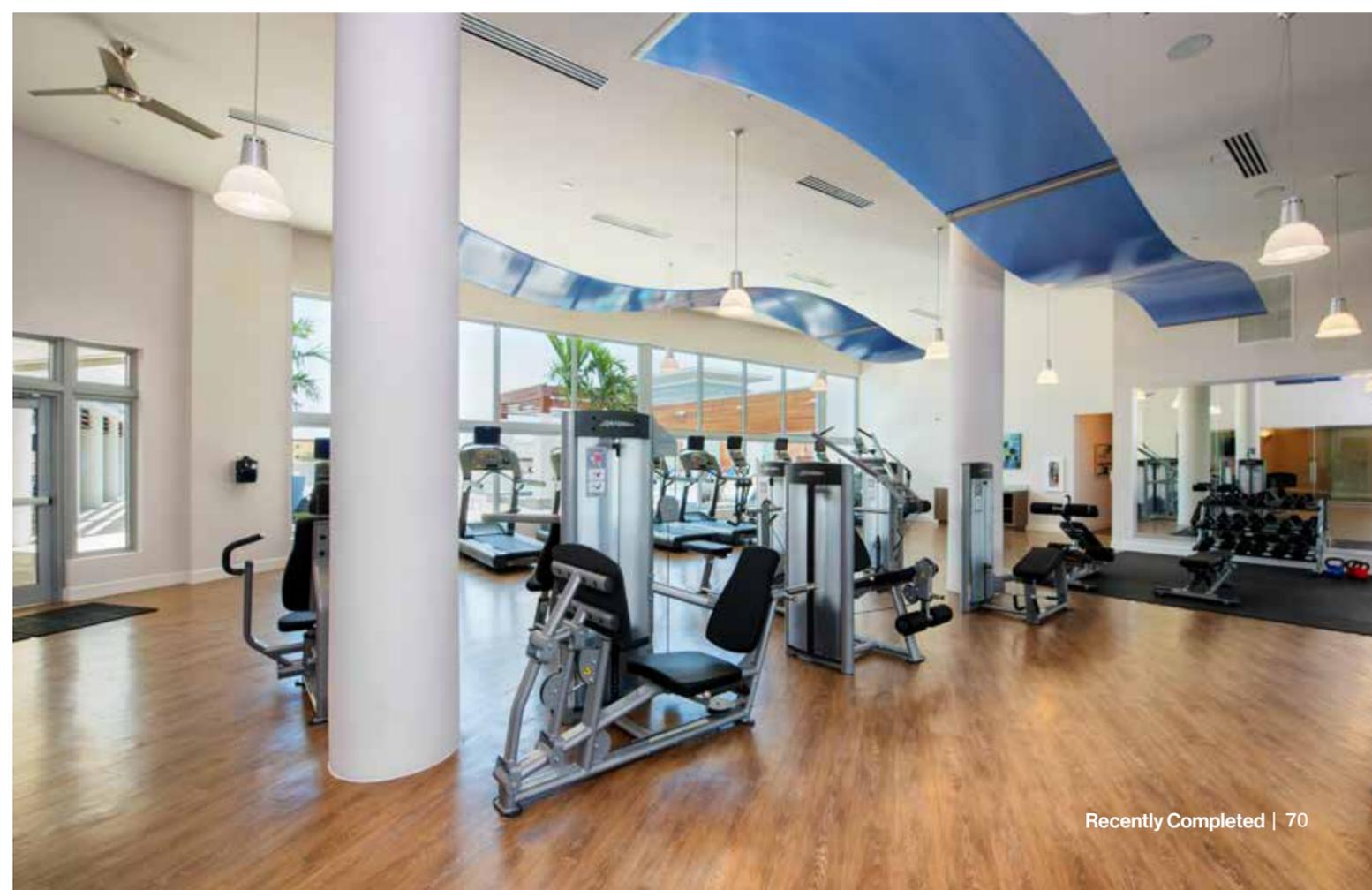
Sale Price \$107.6 Million

Development Timeline



Located within the heart of the Central Arts District in St. Petersburg, Florida, the award-winning The Hermitage Apartment Homes offers a best-in-class living experience within walking distance to the city's most acclaimed galleries, restaurants and nightlife. Paying homage to the Hermitage Museum in St. Petersburg, Russia, the building's lobby features a revolving art gallery furnished by local museums and artists. The building also features a rooftop amenity deck replete with a swimming pool, spa, fully-equipped fitness center, club room, poker room, library and an outdoor grilling area & bar. The rooftop space includes a professional-grade show kitchen designed for private events and monthly cooking tutorials hosted by local chefs. The ground level includes a double-height lobby with a fully-equipped business center, pet grooming station, secured bike storage and Fabrica Woodfired Pizza anchoring the corner retail. At the time of sale, Hermitage was 98.9% leased with rents performing approximately 30% above proforma.





Project Type
Luxury Condominium
& Hotel

Interiors
Yabu Pushelberg

Contractor
Moss

Development Partners
The Allen Morris Company
The Related Group

Limited Partners
Rockpoint Group

Lenders
TPG Capital

Site
1.23 Acres

Management Company
SBE

SLS LUX Brickell

Miami, Florida

Arquitectonica

58 Floors / 450 Condos

84 Hotel Suites

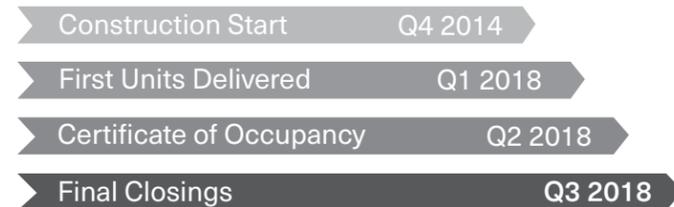
Residential 682,800 NSF

Retail 20,000 SF

Total Cost \$350.7 Million

Sale Price \$469.0 Million

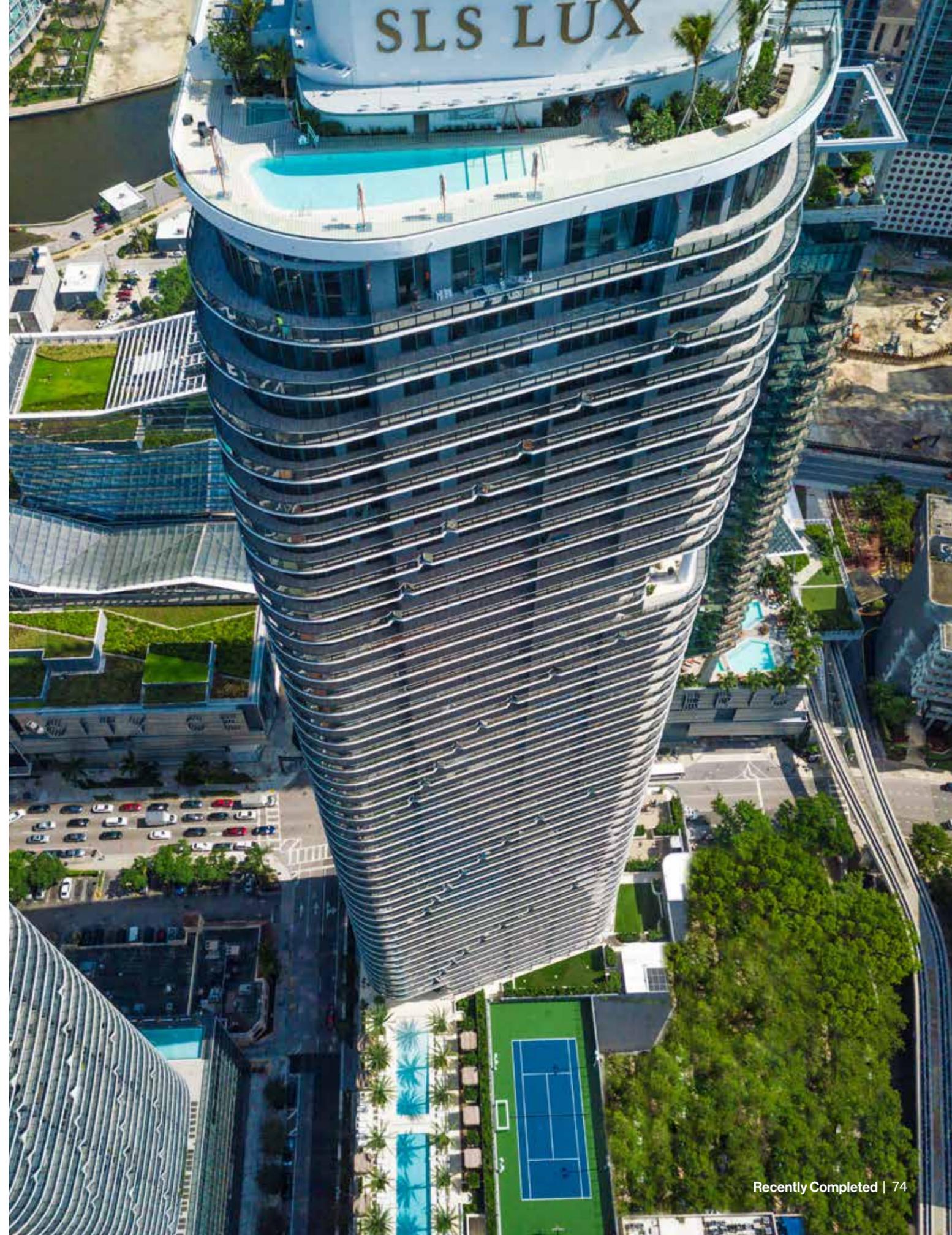
Development Timeline



At the epicenter of Brickell, Miami's financial business district, the award-winning SLS Lux Brickell offers residents the ultimate tier of city living. Museum-quality art is displayed throughout the project, including a mural by Fabian Burgos, a 14-foot tall statue by Fernando Botero, and works by Matias Duville, among others. The ground floor of the project includes a 10,000 SF retail space for a hospitality concept and 10,000 SF of retail boutiques and separate lobbies for the Hotel and Residences.

Four levels of amenities on floors 9, 45, 46, and 59 provide residents and hotel guests with 40,000 SF of amenity space including private bars, 3 pools, 2 spas, gym, club rooms, massage treatment rooms, tennis court and fire pit. SLS LUX Brickell launched sales in April 2014 and all units have closed.





16

Project Type
Luxury Rentals & Retail

Contractor
LAMM & Company
Walker & Company

Development Partners
The Allen Morris Company

Limited Partners
Mesirow Financial
Loma Linda University
Endowment Fund

Construction Lenders
SunTrust Bank
TD Bank

Current Lender
NY Life

Site
3.27 Acres

Management Company
RAM Partners

Maitland City Centre Maitland, Florida ACI Architecture 6 Floors / 220 Units 24 Live / Work Units Residential 234,500 NSF Retail 32,500 SF Total Cost \$73.0 Million

Development Timeline

Construction Start Q2 2016

First Units Delivered Q2 2018

Certificate of Occupancy Q3 2018

Maitland City Centre (MCC), an award-winning mixed-use development encompassing a three-acre full city block, is reshaping the burgeoning suburban city of Maitland less than 10 miles north of Orlando. Located across the street from Maitland City Hall and the city's Independence Square Park, MCC is focused on reactivating this affluent submarket by creating a walkable village in the center of the city. The centerpiece of Maitland City Centre is an open-air festival street facing the park, where shoppers and diners can stroll among fresh produce, bakery goods, specialty food shops, prepared foods and casual dining.

Maitland City Centre's tenants to date include Sanford Brewing Co., Starbucks, Subway, Houndstooth Sauce Co, Outpost Neighborhood Kitchen, 407 Gelato Café, Fleet Feet, Boku Sushi & Grill and Bam Barre Fitness.





05

W. Allen Morris



Chairman & CEO

W. A. Spencer Morris



Executive Vice President & Chief Investment Officer

Yazmin Gil



Treasurer

Dennis Suarez



Managing Director of Development, Florida

Nathan Hedges



Managing Director of Development, Georgia

Scott Flatley



Managing Director of Design & Construction

Daniel Schwimmer



Managing Director of Capital Markets

Henry Piñero



Managing Director of Asset & Property Management

Thad Adams



Managing Director of Brokerage

Derek Suarez



Director of Investments

Ivette Stanziola



Director of Investor Relations & Marketing

Harold Riley



Director of Digital Technology & Innovation

Larry Cardinal



Senior Associate of Acquisitions & Capital Markets

Jim Stormont



AMS Hospitality, President

John Cooper



AMS Hospitality, Executive Vice President

www.allenmorris.com

