

Our Team



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NYU Real World Class | Newark 2035 Master Plan





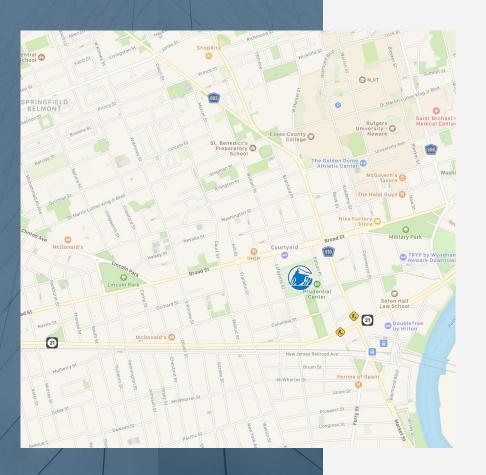
Problem

Since 1960, Newark's total population has plummeted from over 400,000 to about 277,000. As a result of people moving to the suburbs manufacturing jobs relocating elsewhere, real estate development activity has declined and Newark has become obsolete. Newark has been awaiting its urban revitalization and it has incredible potential.



Solution

Our Master Plan will leverage the Prudential center to create a neighborhood that fosters social through job creation, economic growth, and impact investments. Our focus will be on ground-developments that highlight innovative uses, community engagement, and improved living standards.



Background of Newark

- Newark, the largest city in New Jersey, is located just minutes away from New York Clty, and connected to Washington D.C. and Philadelphia.
- Newark is New Jersey's largest employment center with over 100,000 people commuting to the city each day.
- Newark is home to one of the nation's busiest airports and is a regional rail hub with easy train access provided by Newark Penn Station. Its prime location provides seamless transit for local residents and visitors to downtown Manhattan in less than 30 minutes.
- Newark is a culturally vibrant community with a low crime rate (1 in 156), surrounded by higher education institutions like the Rutgers University, historic landmarks, and creative art centers.
- Home to the NHL 3-time Stanley Cup Champion New Jersey Devils, New York Red Bulls MLS soccer, and NCAA Seton Hall basketball.

Preview of the Master Plan

- The master plan consists of **4 phases** starting at the heart of this project- the Prudential Center. By expanding the breadth of activities at and near the Prudential Center, we aspire to transform Newark into a **Live, Work, and Play environment.**
- We will also invest in the community through affordable housing, community centers, schools, as well as other socially impactful opportunities through development and redevelopment in the following land uses: Retail, Commercial, Residential, Open Space, and Hospitality.
- Our master plan offers sustainable solutions to achieve eco-friendly construction and design across all of our projects.
- (3,371,000 sq ft), (3130 units) rental units, (2500 keys) hotel keys, (\$827,875,000) acquisition cost, (\$2,957,796,901) total cost.





Our Goal

- Our master plan for "Newark 2035" is to create successful strategies to drive social impact and outreach through job creation, economic growth, and impact investments.
- By expanding the breadth of activities and community spaces at and near the Prudential Center, we aim to draw patrons to eat, drink, and shop in the area benefitting residents through local activity and neighborhood amenities.
- We plan to partner with local stakeholders; such as parking lot owners (Edison, Lopez, and Fidelco), small businesses and property owners, and the local community.
- We aspire to improve the quality of life for all Newark residents, while also attracting new community members and visitors.



Our Plan 🦠

Phase I

Live, Work, Play: Phase I involves the immediate area surrounding Prudential Center extending to Mulberry Commons. New, mixed-use developments will expand pedestrian activity through the addition of retail, office, residential, and community spaces.

Phase II

Community Expansion: Phase II focuses on providing innovative spaces for local community members and visitors with the development of hotels, theaters, apartments, condominiums, affordable housing, industrial spaces, and community centers.





Our Plan 🦠

Phase III

(Sites T & U)

Economic Development: Phase III reestablishes a lively retail corridor. Mixed-use spaces with new housing and office space will also provide significant space for bottom-floor retail activity - transforming the current state of both Broad St and Market St.



Phase IV

Neighborhood Innovation: Phase IV focuses on perimeter housing developments by significantly increasing affordable housing while also creating a lively and inviting neighborhood atmosphere. This phase will enhance public spaces by re-inventing parks, community centers, and schools.



(Site X)

Current State Assessment

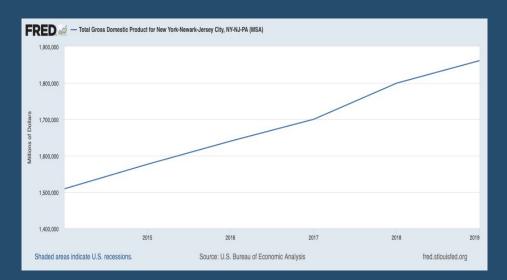
Macroeconomic Indicators

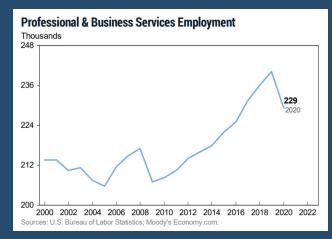
Real GDP increased **↑ 3.34%** in 2019, compared to an increase of 5.84% in 2018. The 2019 GDP was \$1,861,147 - an increase from \$1,799,148 in 2018.

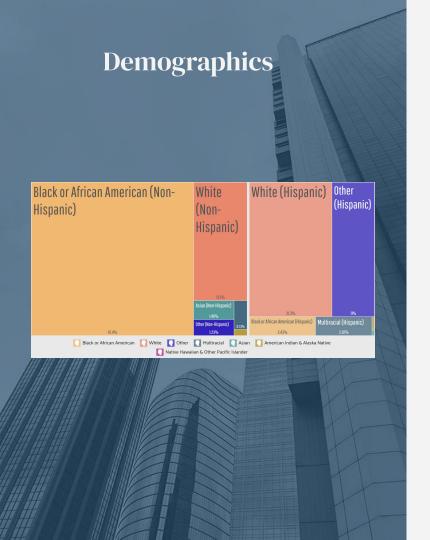
The Consumer Price Index in Newark, NJ for All Urban Consumers (CPI-U) increased ↑ 3.8% between 2020 and 2021.

Employment by Occupations:

From 2018 to 2019, employment in Newark, NJ declined at a rate of **-3.59%**, from 129k employees to 124k employees. Professional & Business Services Employment has steadily increased but saw a decline in 2020 (COVID-19).







Diversity

Newark is home to a population of **282k** people, from which **78.5%** are citizens. As of 2019, **31.7%** of Newark residents (89.5k people) were born outside of the United States, which is higher than the national average of **13.7%**. In 2018, the percentage of foreign-born citizens was **30.4%**, meaning that the rate has been increasing.

Median Household Income

Households in Newark have a median annual income of **\$40,235**, which is less than the national median annual income of \$65,712. This is in comparison to a median income of \$37,642 in 2018, which represents a **6.89% annual growth** in Newark, NJ.

Employment by Industries

The most common employment sectors for those who live in Newark, NJ, are **Transportation & Warehousing** (17,093 people), **Health Care & Social Assistance** (15,796 people), and **Construction** (14,022 people).

Education

In 2019, universities in Newark, NJ awarded **7,502** degrees. The student population of Newark skewed towards men, with 18,021 male students and 15,218 female students.

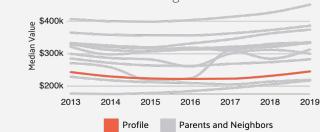
The most popular majors in Newark, NJ are **General Business Administration & Management** (810 and 10.8%), **Information Technology** (428 and 5.71%), and **General Computer & Information Sciences** (411 and 5.48%).

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In 2019, the median property value in Newark, NJ grew to \$270,600 from the previous year's value of \$251,800. (↑7.4%)

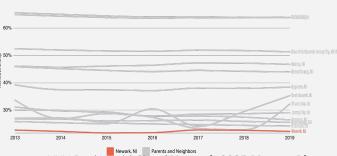
The largest share of households have a property value in the **\$300k - \$400k** range.



In 2019, **24.1%** of the housing units in Newark, NJ were occupied by their owner. This reflects an increase of ↑ **2.2%** since the previous year's rate of 21.9%.

This percentage of owner-occupation is **lower than** the national average of 64.1%.

In 2019, **52.7%** of workers in Newark, drove alone to work, followed by those who used public transit to get to work (**21.5%**) and those who used some unspecified means to get work (**10.3%**).



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DataUSA: Newark, NI

Phasing of Comprehensive Plan

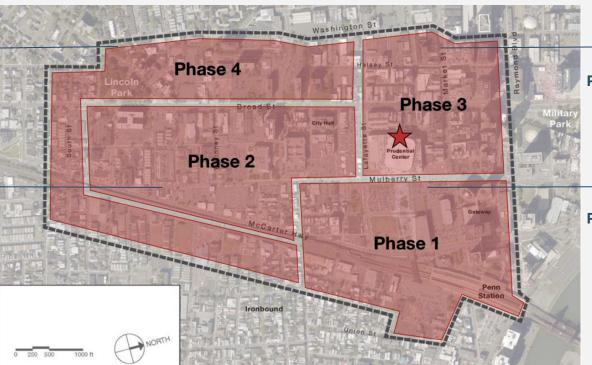
Development Map

Phase 4

- Affordable Housing,
- Multi-family Housing
- Public/ Community
 Spaces
- Parks
- Retail Activity

Phase 2

- Residential
- Hospitality
- Office
- Light Industrial
- Federal & Public Spaces



Phase 3

- Reimagining Retail
- Commercial (Office)
 - Affordable Housing
- Multi-family Housing

Phase 1

- Mixed-use
 Developments
- Shopping
- Office
- Restaurants
- Co-working
- Fitness
- Community Spaces

Phase 1

Phase I is bounded by the area east of Mulberry Street, North of Elm Street, and South of Raymond Boulevard. New developments will catalyze an **increase consumer activity** and include a **mix of housing typologies to attract both renter and owner demographics**.

By in-filling the parking lots on Mulberry Street, Lafayette Street, and Edison Place with mixed-use developments, we expect to attract massive pedestrian activity, creating a community hub centered around the Prudential Center.



Sites A & G: 31-34 Columbia St, Newark, NJ 07102

Sites A & G will each house a 375,000 sq ft **multi-family tower** on a 101,031 sq ft parcel of land (F.A.R.of 5.0).

- 370 Units, 36 stories
- **10,000 sq ft** dedicated to bottom floor retail.
- Retail at Sites A & G will feature trending brands and local vendors along with interactive consumer activities for all ages.





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Site B: 81 Lafayette St, Newark, NJ 07102

Site B will feature **two mixed-use buildings** on two parcels of land totaling nearly 200,000 sq ft.

- The lot on Mulberry St will offer a state-of-the-art food hall and marketplace with a seamless open-air transition to Mulberry Commons.
- Similarly, the lot on Columbia St will offer extensive retail options on the bottom floor from international to local brands.
- Upper levels are designated for corporate office space and a community art gallery and workshop.
- A **rooftop garden with walking trails** will connect the two buildings using a pedestrian bridge over Columbia St.





Salesforce Transit Center (San Francisco, CA)

Development Specifications:

- 50,000 sq ft food hall and marketplace.
- 200,000 sq ft shopping center.
- 500,000 sq ft corporate office space.
- 25,000 sq ft community-led art gallery.
- 10,000 sq ft collaborative space for artists and musicians alike.



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Site C: 81 Edison Pl, Newark, NJ 07102

Site C will erect 190,600 sq ft **multi-family tower** on a 30,396 sq ft parcel of land (F.A.R.of 5.0).

- 200 units
- Market-rate and affordable units.
- The West side of the building (facing Prudential Center) will host bottom floor **luxury retail** and the East side (facing Mulberry Commons) will provide **family and fine dining** options for visitors.
- Site C will also highlight a rooftop restaurant and bar for residents and visiting patrons.



Development Specifications:

- 200 units of residential (20% affordable)
- 50,000 sq ft of luxury retail and sit-down dining at Mulberry Commons
- Rooftop will be occupied by a luxury restaurant and bar.
- Green elements will be displayed throughout the building and most prominently at the rooftop garden.



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Site D: 246 Market St, Newark, NJ 07102

Site D will be home to a 250,000 sq ft **multi-family tower** on a 60,800 sq ft parcel of land (F.A.R.of 5.0).

- 300 units, 32 stories
- State-of-the-art bottom-floor **fitness center** for residents and local community members.
- Coworking lounge for residents and visitor.





Development Specifications:

- **300** units of residential (20% affordable)
- 30,000 sq ft bottom floor **fitness center** on Market St and Mulberry St.
- 20,000 sq ft **coworking lounge** for residents and visitors.
- Site D aims to attract young and career focused individuals.



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Site E: 232 Mulberry St, Newark, NJ 07102

Food and Beverage Plaza:

- Transform the existing lot on Green St to establish and promote nightlife activity with the buildout of more bars and late-night eateries.
- Keep restaurants and bars on the **perimeter** of the lot to create and **open-air plaza** where the current parking lot is.
- Outdoor space can be used to provide additional seating for businesses or may also be converted into **event space** for Prudential Center and community sponsored events.







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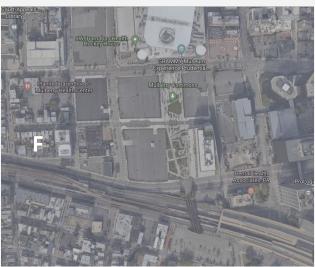
Site F: 50-80 Columbia St, Newark, NJ 07102

Site F will provide 105,000 sq ft of **low-rise affordable housing** on a 85,100 sq ft parcel of land.

- 108 Units
- Low-rise affordable housing promotes diversity and attracts more residents from different demographics.
- Drive community engagement by connecting residents to community spaces.
- Create a sustainable environment that prioritizes a better quality of life.







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Sites Q/R/S: 160 Edison Pl, 8 Bruen St, 28 McWhorter St Newark, NJ 07105

These three lots will provide **Class-A office space**, connected to Phase II of Mulberry Commons and Newark Penn Station.

- Class-A Office Space for growing businesses in tech and other related fields.
- Lot S will also provide retail in the form of restaurants to accommodate new employees.
- **Public green space** will be extended across all three lots in front of each structure.





Phase 2

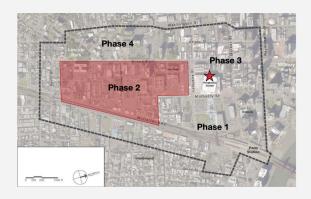
Phase II will focus on development South of the Prudential Center, covering Pennington St. to Lafayette St, and Broad St. to McCarter Highway.

The vision is to redesign vacant parcels and surface lots for multi-family, retail, hospitality, light industrial and public spaces.

Broad Street



McCarter Highway



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Site H-1: 60 Lafayette St, Newark, NJ 07102

Site H-1 will house a 170,000 sq ft **Commuter Hotel** on a 131,460 sq ft parcel of land.

- 2,200 Keys
- Commuter Hotel Amenities
- Technology driven



Broad Street

Lafayette



McCarter Highway



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Site H-2: 56 Green St, Newark, NJ 07102

Community Center

- Tech/Startup Incubator
- Studio spaces and collaborative spaces for musicians, and creators.
- Innovation Hub for startups, students, and entrepreneurs.
- New LGBTQ+ Center for Newark.
- Multi-purpose Event Spaces.





afayette Street





Site I: 299 Mulberry St, Newark, NJ 07102

Site I will house a 185,000 sq ft multi-family tower on a 138,200 sq ft parcel of land.

- **400 Units**, 38 Stories
- Box theater and outdoor event space.
- Restaurants on ground-floor to complement activity at theater.



Street





Broad Street



McCarter Highway

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Site J: 296 Mulberry St, Newark, NJ 07102

Site J will house a 11,200 sq ft **low-rise affordable housing** on a 84,700 sq ft parcel of land.

- 108 Units, 10 Stories
- Low-rise affordable housing promotes diversity and attracts more residents from different demographics.
- Drive community engagement by connecting residents to community spaces.
- Create a sustainable environment that prioritizes a better quality of life.

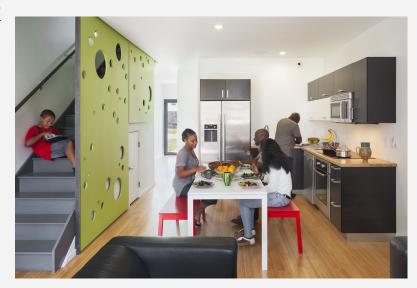
.afayette

Street

Broad Street



McCarter Highway





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Pennington Street

Site K: 127 Orchard St, Newark, NJ 07102

Site K will house a 113,500 sq ft **condominium building** on a 83,560 sq ft parcel of land.

- 209 Units, 26 stories
- Bottom floor will be home to a large grocery tenant: Trader Joe's, Westside Market, etc. (Big-Box Convenience Retail)





Broad Street



Lafayette

McCarter Highway

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Site L: 359 Mulberry St, Newark, NJ 07102

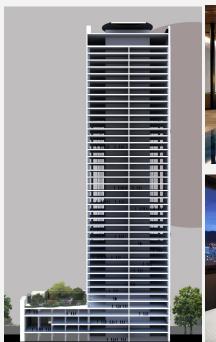
Site L will house a 145,000 sq ft 4-Star Hotel on a 100,700 sq ft parcel of land.

- 300 keys
- Bottom floor dedicated food and beverage.

Broad Street



McCarter Highway



Street





Site M-1: 374 Mulberry St, Newark, NJ 07102

Site M-2: 561 McCarter Hwy, Newark, NJ 07102

- Site M-1 will house a 46,500 sq ft e-commerce distribution center on a 33,660 sq ft parcel of land.
- Site **M-2** will house a **140,200** sq ft **warehouse** on a 103,300 sq ft parcel of land.

Lafayette

Street



Broad Street



McCarter Highway



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Phase 3

Phase 3 covers from Washington St. to Mulberry St., from Lafayette St. to Raymond Blvd, and will focus on establishing a regional plate with a strong atmosphere of sports, entertainment and art surrounding the Prudential Center.

The concept is to develop/redevelop several buildings to be centered around--**RED** (**Retail+Entertainment+Dining**). Some affordable housing and multi-family housing will also be interspersed into our mixed-use developments in this Phase.



Phase 3

Prudential Center Improvements

Activate Street Visibility

- Add additional windows to Prudential's south and west side
- Transfer the storage units into the extension of the lobby/restaurant

Activate the Devils energy with color themed LED screens

- Add colored Beacon
- Replace LED screen facing Mulberry Commons
- Add additional Devils branding and iconography throughout Center

Add a new entrance / Move GRAMMY Museum

Add a grand entrance leading into Prudential through Mulberry Commons

Al Tracking (APPs)

- Guide the audience to key areas like seat/restroom
- Offer the ability to seamlessly order food
- Provide additional directional assistance of Center's key features



Rocket Mortgage Fieldhouse (Cleveland, OH)





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Site T-1:

Site T-2:

- Sites T-1 and T-2 will focus on reimagining retail
 on Broad St behind the Prudential Center
- o 289,200 sq ft.
- We plan to redevelop existing structures to provide additional affordable housing and retail space to promote local business owners and trending retail.







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Site U-1:

Site U-2:

- Sites U-1 and U-2 will further expand retail along Market St with additional storefronts.
 The building will stand at about 200,000 sq ft connecting Broad Street to Market Street.
- Similar to Site T, we plan to redevelop existing structures to provide additional affordable housing and redesigned retail space along the North side of the Prudential Center.







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Site V:

- Redevelop existing structure to provide additional housing both market-rate and affordable at about 158,100 sq ft.
- This building will also provide office space for small businesses and professionals.
- o Bottom floor: **Retail Space 20,000 sq ft**.

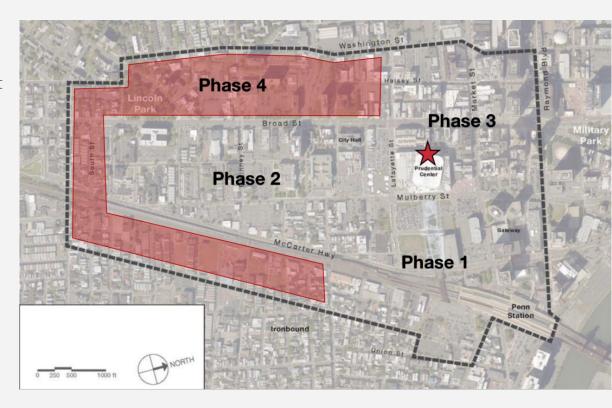




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Phase 4

- Redevelopment of Outskirts
- Prioritize Residential Development (Affordable)
- Design/Redesign public spaces (Parks).
- Community Center and Charter School



Site X-1: Community Recreation/Physical Center

Site X-2: Charter School





Sites Y & Z

Low-rise affordable housing with a total of 293,200 sq ft will build **300 units** across both lots. 2 ground floor retail per building (20,000 sq ft).





Site W

Public Park with Playground and Interactive Water Features







Public Improvements

- Master goal to transform into "green city" by 2035.
- Our approach improves the public realm with the creation of public parks, plazas, community gardens, environmental education centers, and innovation hubs centered around sustainability
- Enhancement of pedestrian experience for local residents and visitors by integrating expansive lawns, pedestrian trails, interactive ecological-experiences into our mixed-use development plan
- Implementation of living green roofs, "vertical forests," and public gardens to further cool the surrounding environment, filter exhaust, and improve air quality
- Anticipated results include spike in community engagement and tourism





Community Engagement

- Local Business Support Program (Phase III)
 - Create fund to help local struggling businesses
- Affordable Housing Program
 - Assist locals in securing/keeping affordable housing
- Mulberry Commons outdoor event calendar
 - Vendor Market at Mulberry Commons
- Weekend Market
 - Invite Ironbound restaurants to set up stalls with local businesses
- Diversity Commitment
 - i.e. Penn's Landing has a \$1 billion commitment to diversity inclusion/outreach





Community Engagement

Performing Arts Program

- o 360 degrees Theatrical Experience
- Local performers, partner with Performing Arts Colleges and Schools

Street Art Program

Support local street artists through mural projects

• Innovation Incubation Sites: E-Sports Hub

- Catalyze the Gaming community in East Coast (Tri-State Area)
- Create a new central hub for E-Sport fans and teams
- Youth Hockey Programs (NJ Devils)





Job Creation

- Construction workers for duration of development
- Upon completion creation of maintenance jobs in Mulberry Commons and alleyways
- 20,000 construction jobs
- 5,000 permanent jobs
- Jobs ranging from low-skilled to high-skilled levels

Major industry group	Direct jobs	Supplier jobs*	Induced jobs**	Total indirect jobs
Utilities	100	515.4	442.2	957.7
Construction	100	88.0	138.1	226.1
Durable manufacturing	100	289.1	454.9	744.1
Nondurable manufacturing	100	184.8	329.5	514.3
Wholesale trade	100	107.3	128.0	235.3
Retail trade	100	46.7	75.4	122.1
Transportation and warehousing	100	112.8	163.3	276.0
Real estate and rental leasing	100	396.6	483.1	879.7







Project Metric			
Units 1,370			
SF Overview	Net		
Residential	1,181,800		
Retail	140,000		
Total	1,321,800		

Total Assumption		
Exit Cap 4.00%		
Rental Growth 3.50%		
Interest Rate 3.90%		
Average Cost of Sales 1.00%		
Average Vacancy Rate 5.00%		

Construction-Sources and Uses(Levered)				
Sources	LTC	Total	\$/Unit	\$/NSF
Equity		\$159,253,702	\$116,244	\$120
<u>Debt</u>	70%	\$371,591,972	\$271,235	\$281
Total Sources		\$530,845,674	\$387,479	\$402
Uses		Total	\$/Unit	\$/NSF
Acquisition Cost		\$24,500,000	\$17,883	\$19
Hard Costs		\$456,914,400	\$333,514	\$346
Soft Costs		\$20,548,800	\$14,999	\$16
Const. Loan Interest		\$24,978,110	\$18,232	\$19
Origination Fee		<u>\$3,904,364</u>	<u>\$2,850</u>	<u>\$3</u>
Total Uses		\$530,845,674	\$387,479	\$402

Project Return Summary				
Metric	Yearly	Ave	. % of Gross	Rev.
Stabilized Annual Gross Revenue	\$46,504,603			
Stabilized Annual NOI	\$30,301,737		64.9%	
Metric	Unlevered		Levered	
Net Profit	\$354,510,641		\$299,200,871	<u> </u>
Average IRR	12.39%		20.68%	
Equity Multiple	1.6x		2.7x	
Stabilized Yield on Cost	5.67%		5.35%	
Valuation at Exit	\$816,524,860		\$816,524,860)

Project Metric				
Units 227,159				
SF Overview	Net			
Residential	718,500			
Retail	277,200			
Total	995,700			

Total Assumption			
Exit Cap 5.00%			
Rental Growth	3.50%		
Interest Rate	3.90%		
Average Cost of Sales	2.20%		
Average Vacancy Rate 5.00%			

	Construction-Sources and Uses(Levered)				
Sources	LTC	Total	\$/Unit	\$/NSF	
Equity		\$605,185,457	\$2,664	\$608	
<u>Debt</u>	70%	\$1,412,099,399	\$6,216	\$1,418	
Total Sources		\$2,017,284,856	\$8,880	\$2,026	
Uses		Total	\$/Unit	\$/NSF	
Acquisition Cost		\$785,125,000	\$3,456	\$789	
Hard Costs	1	\$651,639,754	\$2,869	\$654	
Soft Costs	1	\$175,093,136	\$771	\$176	
Const. Loan Interest		\$394,415,724	\$1,736	\$396	
Origination Fee	1	\$11,011,242	\$48	\$11	
Total Uses	1	\$2,017,284,856	\$8,880	\$2,026	

Project Return Summary				
Metric	Yearly			
Stabilized Annual Gross Revenue	\$155,584,254			
Stabilized Annual NOI	\$137,728,609			
Metric	Unlevered		Levered	
Net Profit	\$1,560,731,802		\$1,159,233,7	14
Average IRR	13.17%		21.00%	
Equity Multiple	1.8x		2.9x	
Stabilized Yield on Cost	6.85%		7.23%	
Valuation at Exit	\$590,432,519		\$590,432,51	9

Project Metric		
Units	750	
SF Overview	Net	
Residential	660,300	
Retail	80,000	
Total	740,300	

Total Assumption		
Exit Cap	4.00%	
Rental Growth	3.50%	
Interest Rate	3.90%	
Average Cost of Sales	1.00%	
Average Vacancy Rate 5.00%		

Construction-Sources and Uses(Levered)				
Sources	LTC	Total	\$/Unit	\$/NSF
Equity		\$87,663,597	\$116,885	\$118
<u>Debt</u>	70%	\$204,548,392	\$272,731	\$276
Total Sources		\$292,211,988	\$389,616	\$395
Uses		Total	\$/Unit	\$/NSF
Acquisition Cost		\$14,250,000	\$19,000	\$19
Hard Costs		\$251,702,000	\$335,603	\$340
Soft Costs		\$11,104,500	\$14,806	\$15
Const. Loan Interest		\$13,110,005	\$17,480	\$18
Origination Fee		\$2,045,484	<u>\$2,727</u>	<u>\$3</u>
Total Uses		\$292,211,988	\$389,616	\$395

Project Return Summary					
Metric	Yearly	Ave. % of Gross Rev.			
Stabilized Annual Gross Revenue	\$24,286,558				
Stabilized Annual NOI	\$15,418,879	63.1%			
Metric	Unlevered	Levered			
Net Profit	\$173,126,304	\$299,200,871			
Average IRR	12.05%	19.78%			
Equity Multiple	1.6x	2.6x			
Stabilized Yield on Cost	5.54%	5.84%			
Valuation at Exit	\$138,765,933	\$138,765,933			

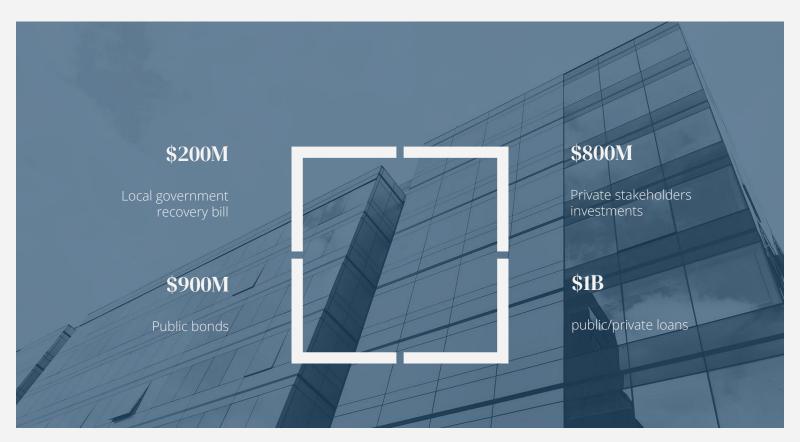
Project Metric		
Units	300	
SF Overview	Net	
Residential	293,200	
Retail	20,000	
Total	313,200	

Total Assumption		
Exit Cap	4.00%	
Rental Growth	3.50%	
Interest Rate	3.90%	
Average Cost of Sales	1.00%	
Average Vacancy Rate	5.00%	

Construction-Sources and Uses(Levered)					
Sources	LTC	Total	\$/Unit	\$/NSF	
Equity		\$35,236,315	\$117,454	\$113	
<u>Debt</u>	70%	\$82,218,067	\$274,060	\$263	
Total Sources		\$117,454,382	\$391,515	\$375	
Uses		Total	\$/Unit	\$/NSF	
Acquisition Cost		\$4,000,000	\$13,333	\$13	
Hard Costs		\$106,488,000	\$354,960	\$340	
Soft Costs		\$4,698,000	\$15,660	\$15	
Const. Loan Interest		\$1,969,878	\$6,566	\$6	
Origination Fee		\$298,504	<u>\$995</u>	<u>\$1</u>	
Total Uses		\$117,454,382	\$391,515	\$375	

Project Return Summary						
Metric	Yearly	Ave. % of Gross Rev.				
Stabilized Annual Gross Revenue	\$3,170,226					
Stabilized Annual NOI	\$1,949,909	61.5%				
Metric	Unlevered	Levered				
Net Profit	20.68%	\$299,200,871				
Average IRR	7.99%	20.68%				
Equity Multiple	1.4x	2.7x				
Stabilized Yield on Cost	4.83%	5.35%				
Valuation at Exit	\$51,697,150	\$51,697,150				

Funding





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