

# Owner's Representative Services

Project Nexus | Pflugerville, Texas



+



September 9, 2025

# With you today

Sean Blonquist  
Vice President



Project Manager /  
PCDC's Primary Point  
of Contact

James Birkey  
Senior Vice President



Project  
Principal

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Senior Vice President



Master Planning  
Lead

Steve Garven  
Senior Regional Director



Client  
Relationship

Nina Farrell  
Executive Director



Platform  
Resources



## Texas-Based Platform Resources

ECONOMIC  
INCENTIVES

PROJECT  
MANAGEMENT

MARKET  
RESEARCH

COST  
ESTIMATING

BROKERAGE  
SERVICES

SCHEDULE  
MANAGEMENT

CAPITAL  
MARKETS

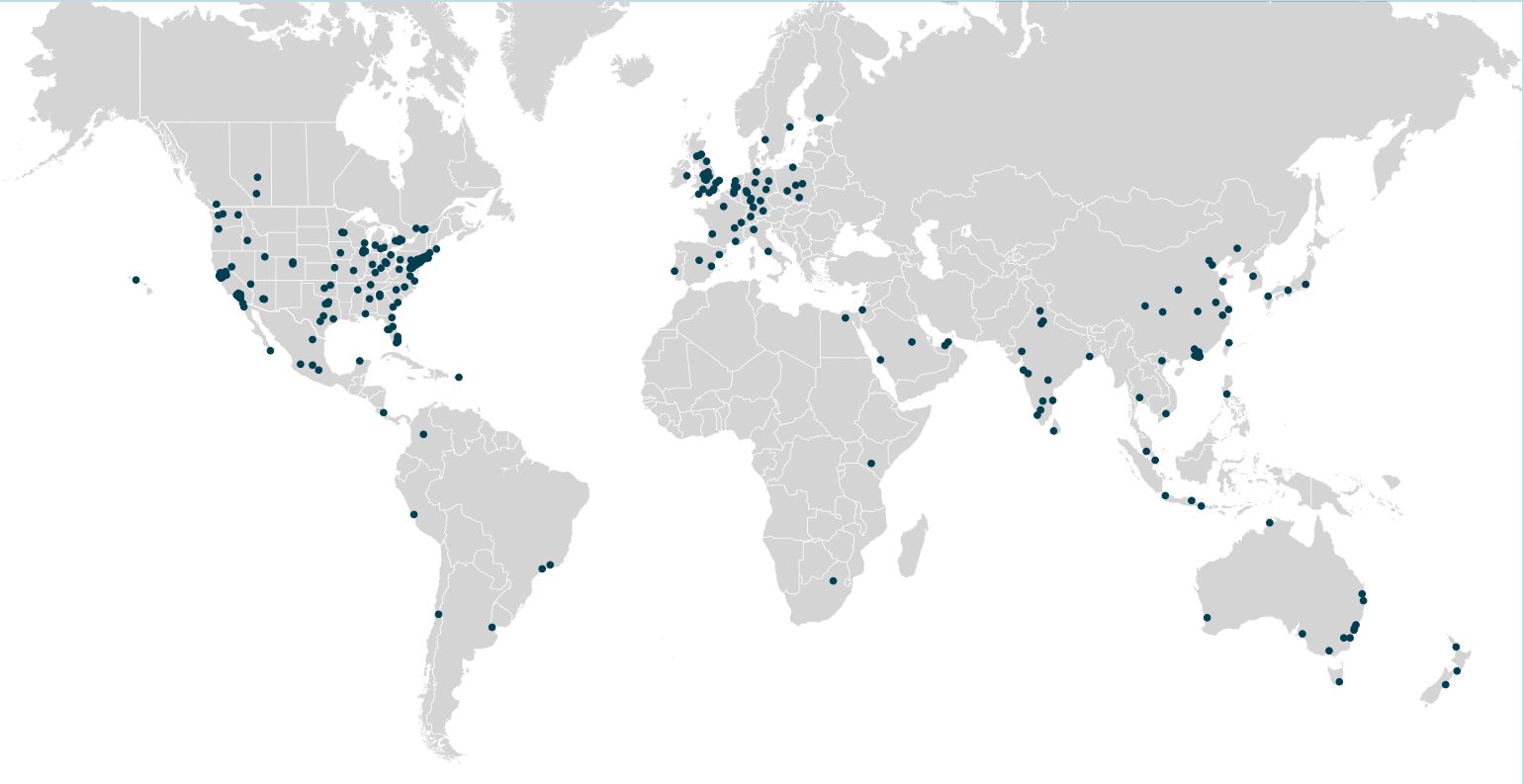
SUSTAINABILITY  
CONSULTING



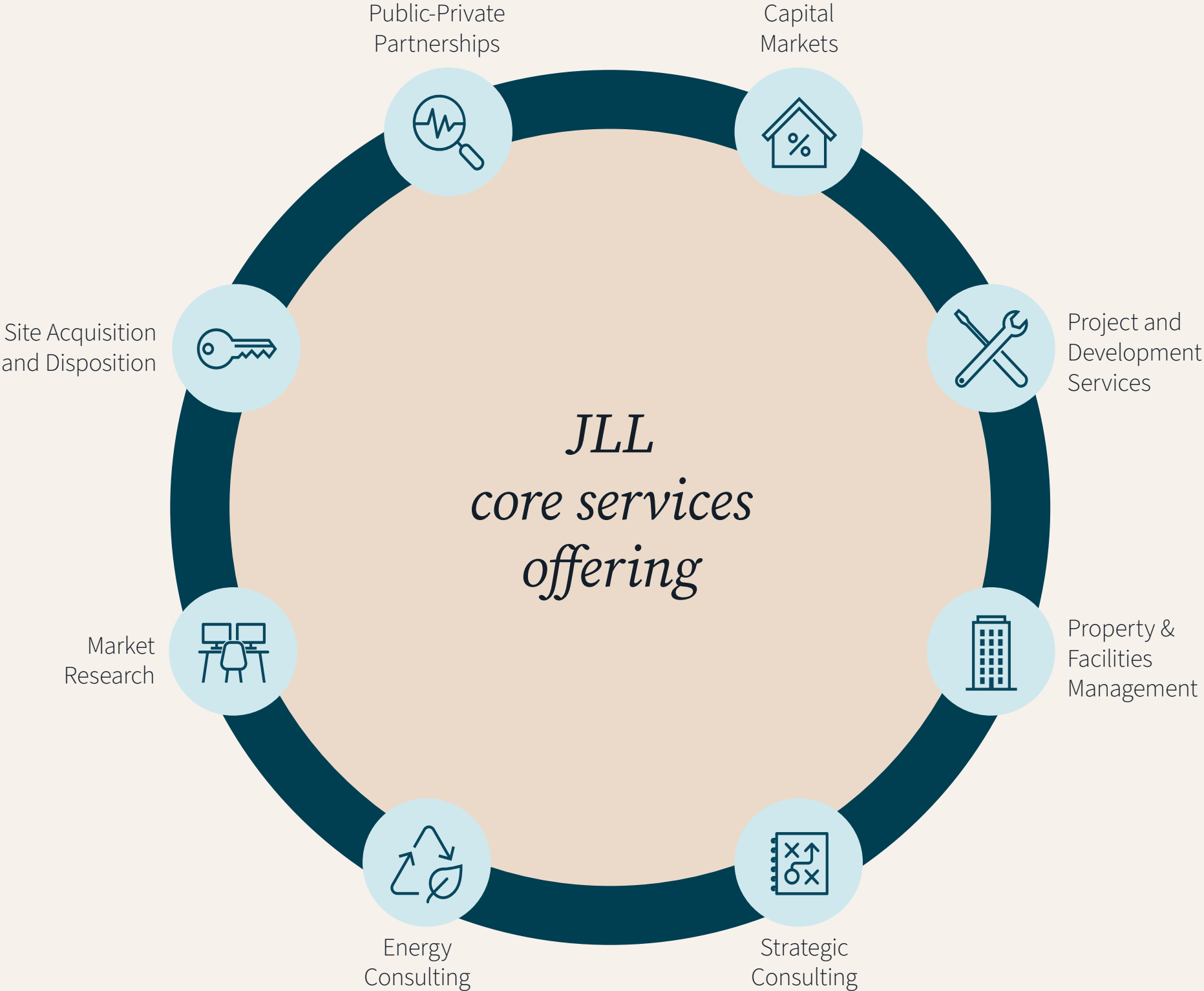
# Who is JLL?

With roots dating back to 1783, today JLL (NYSE: JLL) is a premier professional services firm focused on the future of real estate for a better world.

A global Fortune 500 company with annual revenue of \$23.4 billion in 2024, JLL has operations in over 80 countries and a global workforce of more than 115,000.



*JLL provides services to half of the Fortune 500 companies and 88% of the Fortune 100 companies*



# JLL's leadership in the public sector

With a specialty practice group within JLL, with unique skill sets to conceptualize, advance, and execute mission-driven real estate.

We serve governments, higher education, and select non-profits in their most ambitious, complex, and transformative endeavors.

We bring the capabilities of JLL's private sector real estate resources to serve the mission of our nation's "social infrastructure."

## Cities, Counties and Local Governance



## States



## Federal



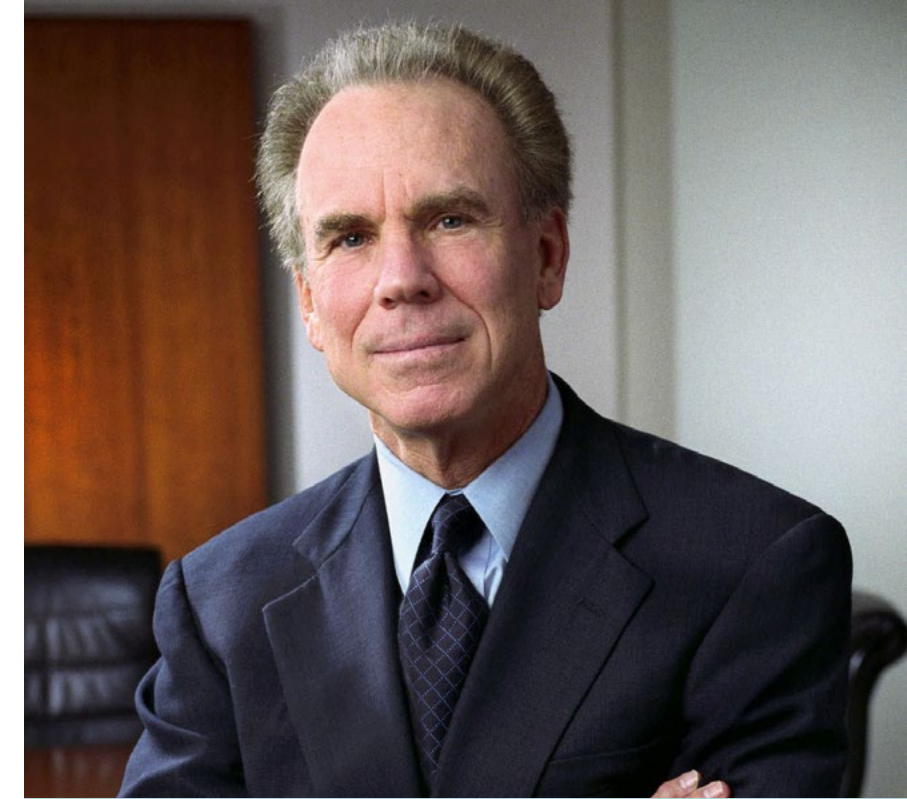
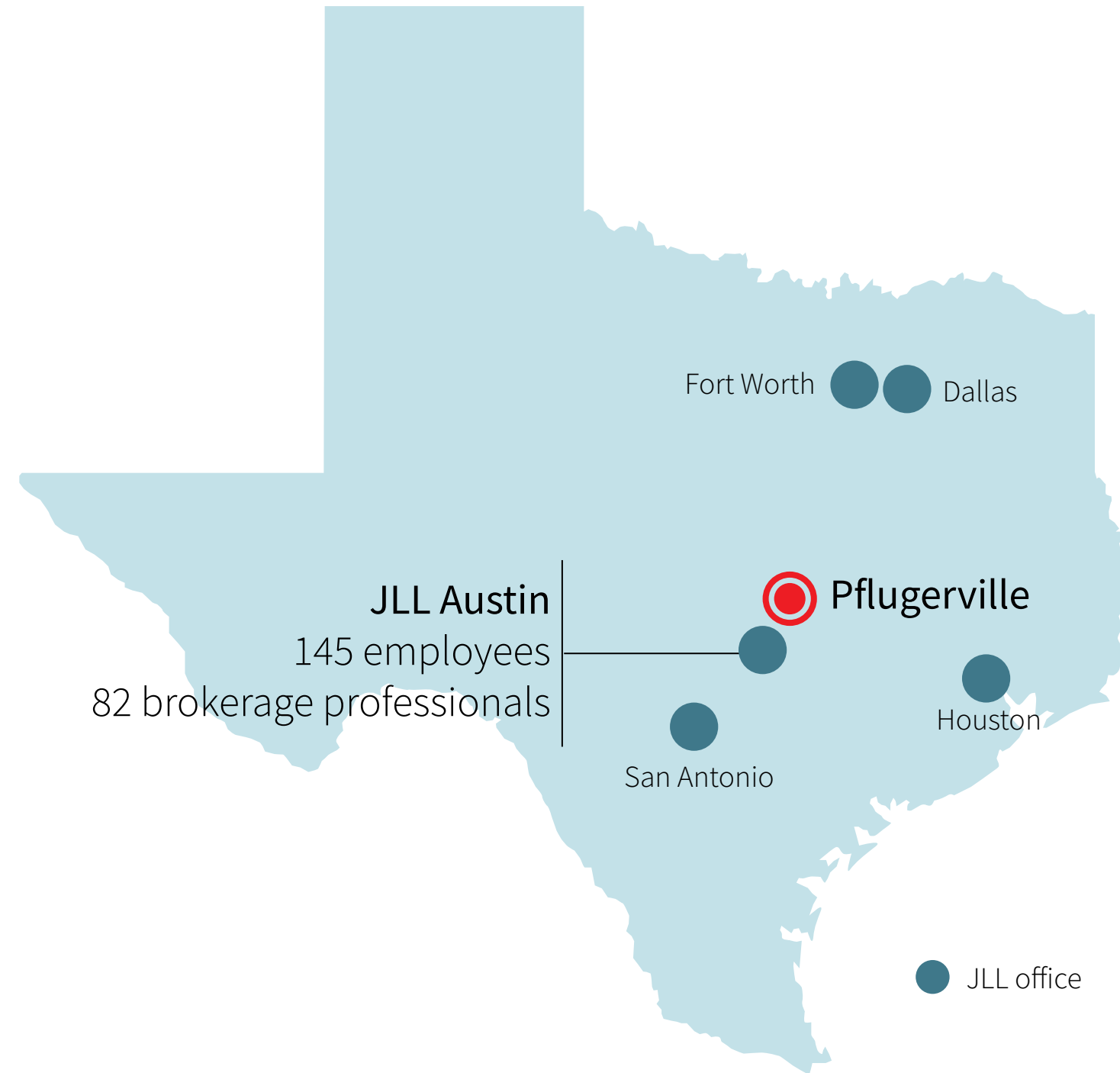
## Higher Ed



# JLL in Texas

For the past three decades, JLL's Austin office has been the leading full-service commercial real estate firm in Central Texas, bringing together strong ties and involvement in the local community and the resources of the world's pre-eminent real estate firm.

We have earned the confidence of public institutions, corporations and investors throughout Central Texas and around the world.



**Roger Staubach, former JLL Executive Chairman**  
(The Staubach Company acquired by JLL in 2008)







Pflugerville Park



Northeast Metropolitan Park



Lake Pflugerville

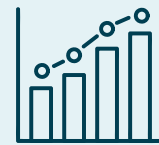
# Market summary



Located just 18 minutes northeast of Austin, offering a blend of small-town charm and urban amenities



Population reached 82,222 in January 2025, with a remarkable growth rate of 21.3% over the past decade



Growing job market with major employers in technology and manufacturing sectors



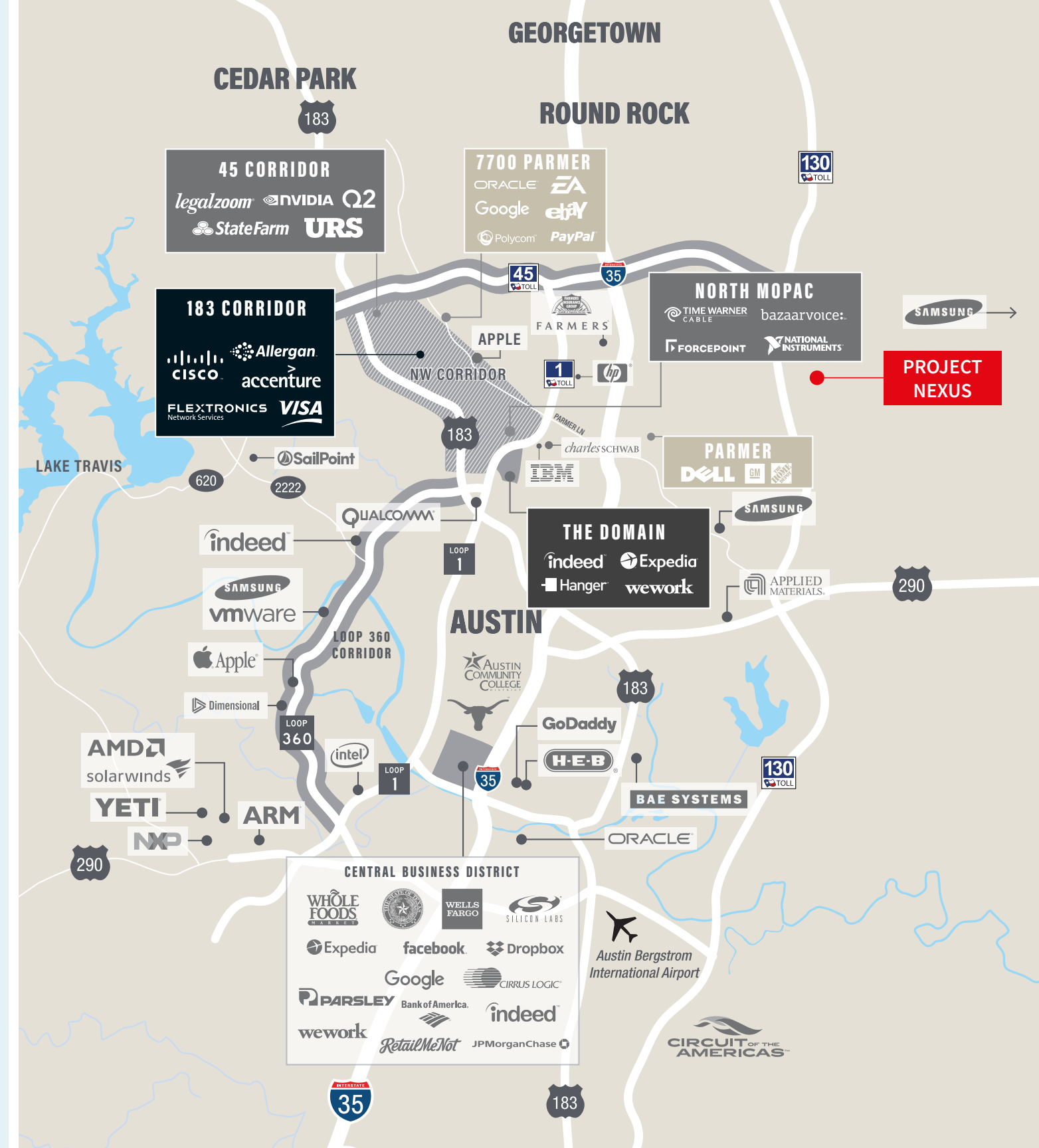
Relatively affordable cost of living compared to nearby Austin and other suburbs of Austin



Excellent schools, with the Pflugerville Independent School District consistently receiving high ratings and awards



Numerous parks and trails, including Lake Pflugerville for outdoor activities like fishing, swimming and kayaking

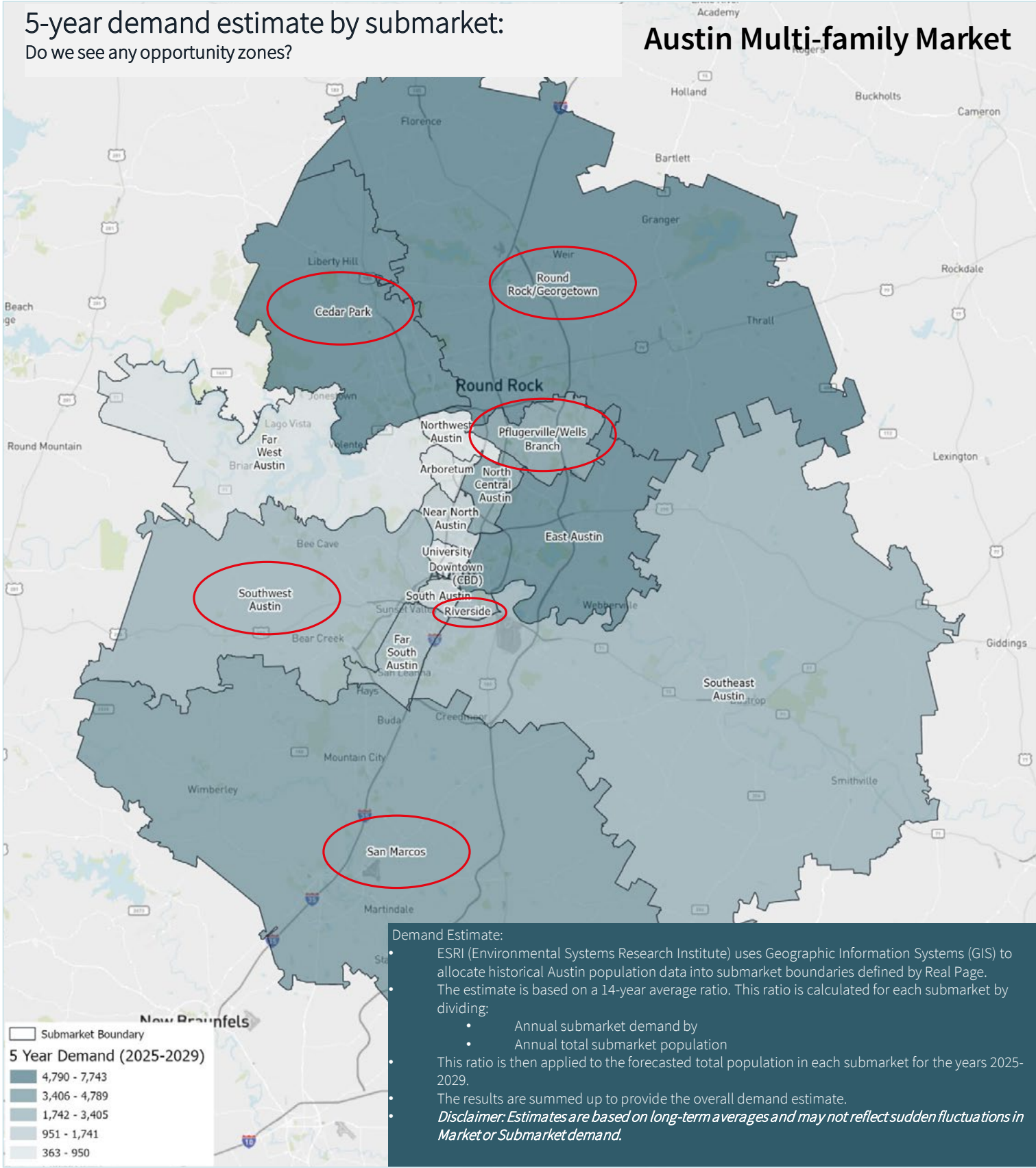




# Market summary

## Project Nexus area demographics

Income			
Variable	Project Nexus (1 mile)	Project Nexus (3 miles)	Project Nexus (5 miles)
2025 Median Household Income	\$148,583	\$136,252	\$116,157
2025 Average Household Income	\$183,262	\$153,677	\$138,367
2025 Per Capita Income	\$58,943	\$52,965	\$48,305
Key Facts			
Variable	Project Nexus (1 mile)	Project Nexus (3 miles)	Project Nexus (5 miles)
2025 Total Population	2,518	57,297	165,392
2030 Total Population	2,508	63,048	179,762
2025-2030 Growth Rate: Population	0.3%	1.9%	1.7%
2025 Median Age	36.2	36.4	35.3
2025 Total Households	823	19,836	56,961
Housing Stats			
Variable	Project Nexus (1 mile)	Project Nexus (3 miles)	Project Nexus (5 miles)
2025 Median Home Value	\$508,523	\$482,434	\$404,980
2023 Median Contract Rent (ACS 5-Yr)	\$2,365	\$1,797	\$1,634
2023 Owner Occupied HUs	796	13,837	22,281
2025 Renter Occupied HUs	95	3,747	10,794





# Project understanding

## *Key themes*



### Quality of life

- Live, work, play
- Regional draw
- Community engagement



### Economic investment

- Tax revenue
- Job creation



### Placemaking

- Catalytic development
- Lake activation



COMMUNITY  
ORIENTED

DIVERSE &  
EQUITABLE

ECONOMIC  
OPPORTUNITIES

FISCALLY  
RESPONSIBLE

HEALTH & SAFETY

ENVIRONMENTALLY  
SUSTAINABLE



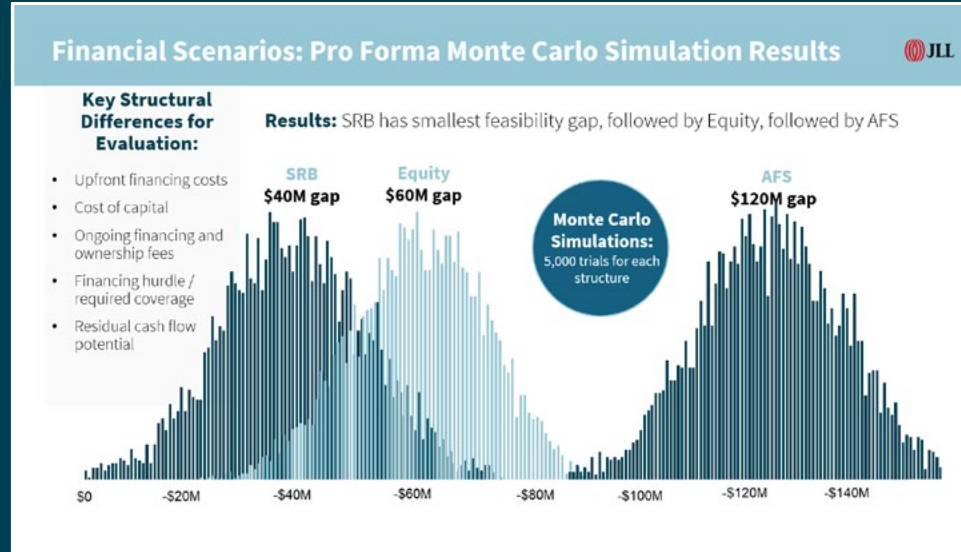
# JLL's integrated approach | *Vision to ribbon*

We will assist the core team in developing a framework on how to interpret and unlock the potential of this site to achieve the City's specified goals. This helps frame not just what is possible, but **what is worth pursuing**.

## STRATEGY



## ANALYSIS



### Projected Return on Cost -Project Viability Sensitivity Analysis

Rental Rate per sf	Interest Rate									
	4.00%	4.25%	4.50%	4.75%	5.00%	5.25%	5.50%	5.75%	6.00%	
	\$1.75	7.64	7.23	6.81	6.40	5.98	5.57	5.16	4.74	4.33
	\$1.85	7.71	7.30	6.88	6.47	6.05	5.64	5.23	4.81	4.40
	\$1.95	7.88	7.47	7.05	6.64	6.22	5.81	5.40	4.98	4.57
	\$2.05	7.92	7.51	7.09	6.68	6.26	5.85	5.44	5.02	4.61
	\$2.15	8.11	7.70	7.28	6.87	6.45	6.04	5.63	5.21	4.80
	\$2.25	8.48	8.07	7.65	7.24	6.82	6.41	6.00	5.58	5.17
	\$2.35	8.89	8.48	8.06	7.65	7.23	6.82	6.41	5.99	5.58
	\$2.45	9.22	8.81	8.39	7.98	7.56	7.15	6.74	6.32	5.91
\$2.55	9.65	9.24	8.82	8.41	7.99	7.58	7.17	6.75	6.34	

## EXECUTION





# Approach

*Attracting the desired investment in Project Nexus*

First 60 days		Next 120 days		After 180 days	
STRATEGY		ANALYSIS		EXECUTION	
Vision and development strategy	Community and stakeholder engagement	Project program and planning	Costing and financial underwriting	Partnership procurement & transaction	Construction and occupancy
<ul style="list-style-type: none"><li>Define engagement objectives, scope and schedule</li><li>Data collection and review; market info</li><li>Establish project governance and identify stakeholders</li><li>Strategic visioning and criteria for success; project charter</li></ul>	<ul style="list-style-type: none"><li>Stakeholder mapping</li><li>Development of engagement strategy</li><li>RACI document</li><li>Conceptual community outreach plan</li></ul>	<ul style="list-style-type: none"><li>Market and demand analysis</li><li>Site feasibility and land use assessment</li><li>Entitlement considerations</li><li>Initial development vision / concepts</li></ul>	<ul style="list-style-type: none"><li>Economic incentives</li><li>Target costing</li><li>Financial analyses across asset types</li><li>Considerations on transaction structures</li><li>Combined project development vision</li></ul>	<ul style="list-style-type: none"><li>Market engagement around project development vision</li><li>RFQ/RFP; partner selection</li><li>Negotiation and design oversight</li><li>Transaction management and financial close</li></ul>	<ul style="list-style-type: none"><li>Permitting oversight</li><li>Construction oversight</li><li>Monitoring of budget, construction spend, schedule</li><li>Certificate of occupancy; move-in/lease-up, close out</li></ul>



# Driving value | *Civic & economic anchoring*

To drive value to sites outside of advanced markets, definition and differentiation become critical to getting the most out of the City's investment. Early in the process, we'll work with you to develop & define that around the City's goals. Examples from other recent and current projects include:

## GOVERNMENT MIXED-USE TOD

Austin, TX



## WATERFRONT ENTERTAINMENT

Detroit, MI



## HIGHER ED SUPPORTING USES

San Marcos, TX



## MARINA VILLAGE WATERFRONT MIXED-USE REDEVELOPMENT

Riviera Beach, FL



## AGRI-CULTURAL RESIDENTIAL

Chino, CA



## CONFERENCING & EVENTS

Lynnwood, WA





# JLL's value to the City of Pflugerville and PCDC



Deep local  
knowledge



Broad platform of capabilities  
and market connectivity



Unmatched public sector  
experience



Implementation-oriented  
solutions



Single point of  
accountability



Tried-and-true  
public processes



A wide-angle photograph of a serene sunset over a body of water. In the foreground, there are tall, thin reeds on the left and a wooden pier extending from the right. A person is standing on the pier, looking out at the water. The sun is low on the horizon, creating a bright reflection on the water's surface. The sky is filled with soft, golden clouds. The overall mood is peaceful and contemplative.

# Thank you.

**PCDC**  
PFLUGERVILLE  
COMMUNITY DEVELOPMENT CORP.

+

**JLL**



# JLL's integrated approach | *Vision to ribbon*

## JLL's PM approach for Project Nexus

JLL takes a purpose-driven approach to development, focusing on converging on solutions rather than iterating through them. This strategy ensures more efficient and effective use of capital and resources while delivering comprehensive experiences, not just buildings.

Throughout this process, we will actively engage with your team to ensure continual alignment with your success criteria.

While strategically leveraging a wealth of JLL resources, **your core team stays the same throughout the project**—from vision to ribbon.

