



MERGE

When private capital meets untapped potential...

- 
1. Developer Experience
 2. Investor Capital Gains
 3. City willing / ready to participate

MERGE

(VERB)

: to cause to combine, unite, or coalesce
: to blend gradually by stages that blur distinctions

Merge Urban Development Group is a development team focused on real estate development in Qualified Opportunity Zones across the Midwest. Our passion is creating mixed-use developments in the urban core that reflect both a community's history and its aspirations. Our individual team members bring experience in real estate, economic development, construction, city planning, space making, technology startups, and small business.

Our logo incorporates a crosswalk to reflect both our walkability principles and our desire to encourage people to move around – meet unique individuals – find ways to work together.

Built for People.

WHAT WE DO

We partner with progressive communities to curate, build, and sustain urban areas for people.



CURATE

We engage community to refine mixed-use development projects that connect and enhance the area's existing assets. Every project is unique; designed to reflect the area's history and its aspirations.



BUILD

Our developments are built for long-term ownership. We pay special attention to designs that drive both affordability and environmental sustainability.



SUSTAIN

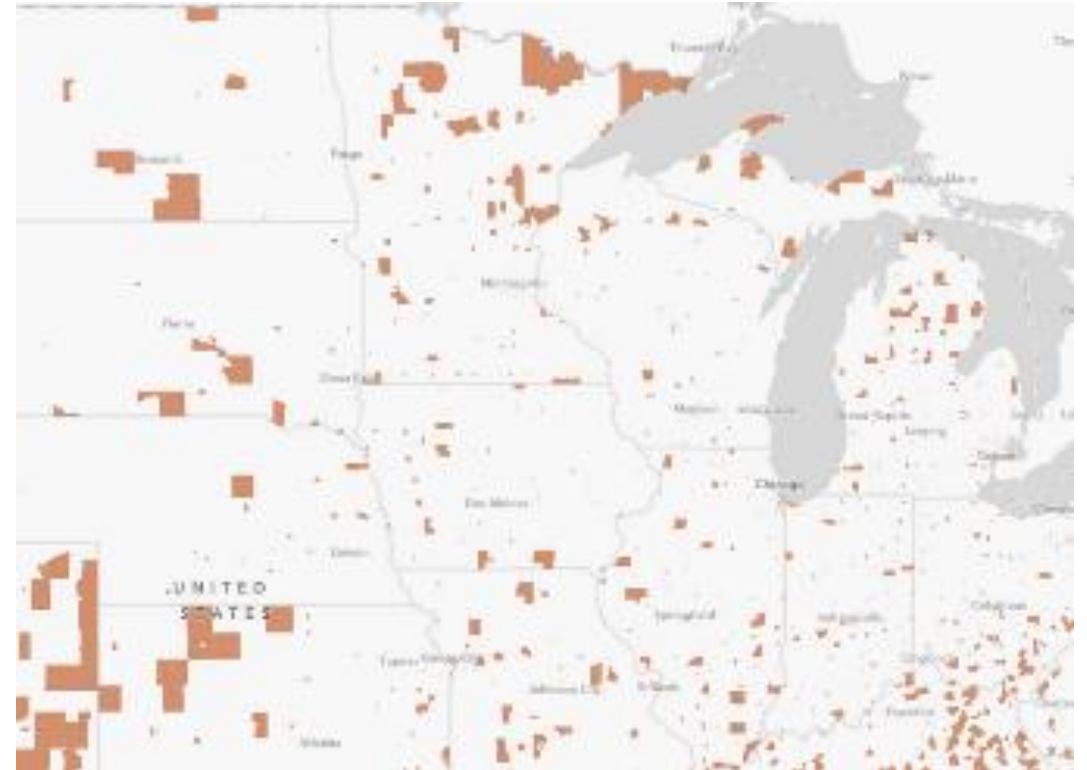
We retain property management and leasing services in-house. This model allows us to enhance both the value and attention we provide our residents and retail tenants.



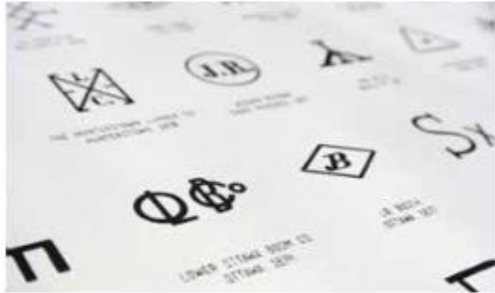
BUILT FOR PEOPLE

Finally, our mission is to create developments for people. We believe walkability is a simple and powerful determinant of public health, safety, affordability, and ultimately economic opportunity.

- Qualified Opportunity Zones
- Midwest cities
- Populations < 150,000
- College towns
- Downtowns with connection to natural resource assets - water, trails



NORTH SIDE YARD



ADJACENCY

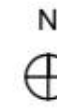
SITE ACCESS

STEVENS POINT MIXED USE

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- Comfortable Bike Routes
- Two-Way Vehicle Circulation
- One-Way Vehicle Circulation
- Paved Pedestrian Path
- Pedestrian Path
- Building Footprint
- Public Park
- Primary Entrance
- Property Lines
- Bus Transfer Hub



ONITSHOT
ARCHITECTURE



**BOLTON
& MENK**
Real People. Real Solutions.

SITE DIAGRAM

THE NORTH SIDE YARD



LEGEND:

-  Void
-  Wood Grain Edge
-  Raised Base
-  Cut Edge

STEVENS POINT MIXED USE

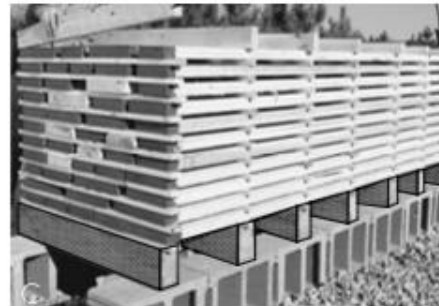
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SITE SCALE:

Not To Scale

Precedents

- A. Stacked Cut Lumber
- B. Stack Lumber Piles and Voids
- C. Air-Drying Stack on Raised Base and Shims
- D. Wood Grain and Cut Edge



PULLBACK

PROJECT DATA

SITE PLAN INFORMATION:

Residential Quantities : Assumed equal unit mix

- Micro 400 sqft - 20% (+/- 37 units)
- Studio 500 sqft - 20% (+/- 37 units)
- 1 Bed 650 sqft - 20% (+/- 37 units)
- 1 Bed 700 sqft - 20% (+/- 37 units)
- 2 Bed 900 sqft - 20% (+/- 37 units)
- 11 Town Homes (4 Three Story units)
- 15 Walk-Up Units (Building 1)
- 211 Total Units

LEGEND:

-  Pedestrian Circulation
-  View Shed/Hard Edge
-  Existing Lines
-  Softscape
-  Pedestrian Nodes

STEVENS POINT MIXED USE

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TOTAL BUILDING GROSS AREA	
BUILDING #	GROSS SQ. FT.
BUILDING 1	39,599
BUILDING 2	74,109
BUILDING 3	77,539
TOWNHOME 1	11,918
TOWNHOME 2	10,066

213,231 sq ft

RESIDENTIAL RENTABLE AREA			
BUILDING #	PROGRAM USE	RENTABLE SQ. FT.	NON-RENTABLE SQ. FT.
01	RESIDENTIAL	32,180	5,858
02	RESIDENTIAL	46,540	13,649
03	RESIDENTIAL	49,290	12,867
TH1	RESIDENTIAL	10,703	1,215
TH2	RESIDENTIAL	9,047	1,019

147,760 sq ft

33,707 sq ft

COMMERCIAL RENTABLE AREA		
BUILDING #	PROGRAM USE	SQ. FT.
02	RETAIL	13,920
03	RETAIL	15,382
29,302 sq ft		

COMMON SHARED AREA		
BUILDING #	PROGRAM USE	SQ. FT.
01	SHARED EVENT	1,561

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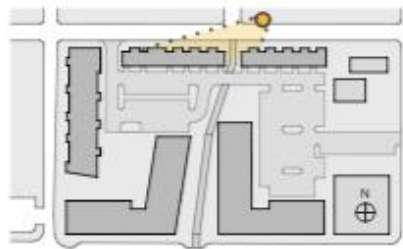
TOWNHOMES

3D CONCEPT



STEVENS POINT MIXED USE

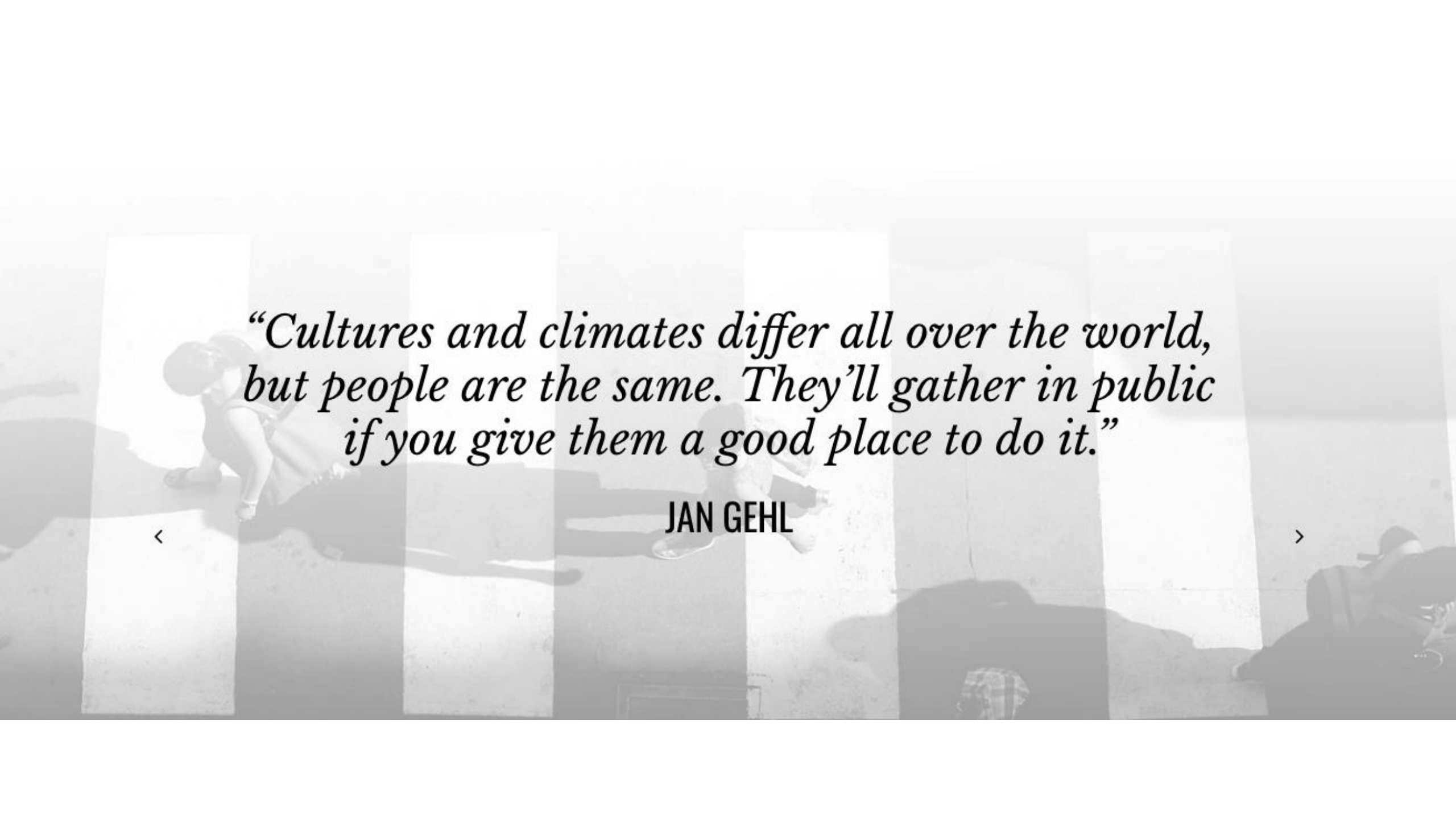
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A black and white photograph of a public space, possibly a park or plaza, featuring several vertical columns. People are sitting on the ground in various poses, some leaning against the columns. The scene is captured from a low angle, emphasizing the height of the columns and the shadows cast on the ground. The overall atmosphere is one of public gathering and social interaction.

*“Cultures and climates differ all over the world,
but people are the same. They’ll gather in public
if you give them a good place to do it.”*

JAN GEHL

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Challenges...

- Cost of construction continues to increase
- Investors and developers avoid risks and unknowns
- Oftentimes no comparable construction in 10+ years
- Pace of generational changes in needs/wants in housing
- Inability to attract talent – slowing population growth

	Madison	< 150,000
Square feet	600	600
Cost to Build	\$ 160.00	\$ 150.00
	\$ 96,000.00	\$ 90,000.00
Total Rent	\$ 1,400.00	\$ 875.00
Expenses	\$ 490.00	\$ 393.75
NOI	\$ 910.00	\$ 481.25
Cap Rate	0.05	0.075
Value (Monthly)	\$ 18,200.00	\$ 6,416.67
Value (Annual)	\$ 218,400.00	\$ 77,000.00
Value to Cost	2.28	0.86

WHAT OTHER COMMUNITIES ARE

- TIF
- New home tax abatement or cash back
- Infrastructure incentives for lot shortages
- Free land
- Public or private partnerships on commercial spaces within mixed-use developments

CONTACT US



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Available for:

- 2019 and beyond development opportunities
- Technical assistance

Built for People.