

228 PACKARD

DESIGN REVIEW BOARD NARRATIVE

ANN ARBOR, MICHIGAN, DECEMBER 2023



esg subtext

subtext

Subtext is a St. Louis based, integrated real estate development company that creates better ways for young professionals and students to live and connect.

We've built communities housing over 10,000 residents and have a pipeline over the next three years to house an additional 5,400. Collaborating with our partners, we're able to both maximize project value and build communities that foster belonging.

As we develop housing, we uncover what it means to be home.



subtext

At Subtext, we develop purpose-built rental properties across the country. By fusing a hospitality mindset with experience-based design principles, we create spaces that help our residents be their best selves and live their best lives.

So we always do our homework, to make sure our homes work for them – whether that’s a young professional moving to a new city, an empty nester entering their next life stage, or a student just starting college. And to make sure it’s the right fit, we use advanced location economics and market analytics to choose prime locations.

We then thoughtfully customize each new building’s design based on the community it’s joining. But it doesn’t stop there. We continue to evolve each building’s experience based on our residents’ feedback, even after it’s built, to guarantee it’s always up to their wants, needs, and standards.

At Subtext, we always have and always will start from the foundation: our residents.



verve

Under the VERVE brand, Subtext develops purpose-built student housing. VERVE properties focus on 4-bedroom and 5-bedroom unit mixes to foster a shared student experience during this critical moment in life.

VERVE properties include a clubhouse, game room, and gathering spaces to enrich student’s lives.

verve

ANN ARBOR

Student Housing University of Michigan

741
BEDS

217
UNITS

STUDIO, 2-, 3-, 4-, 5- BEDROOM
FLOORPLANS

17,000 SF
LEASING & AMENITY

FALL 2025
DELIVERY

DEVELOPED BY
SUBTEXT

MANAGED BY
SUBTEXT

subtext



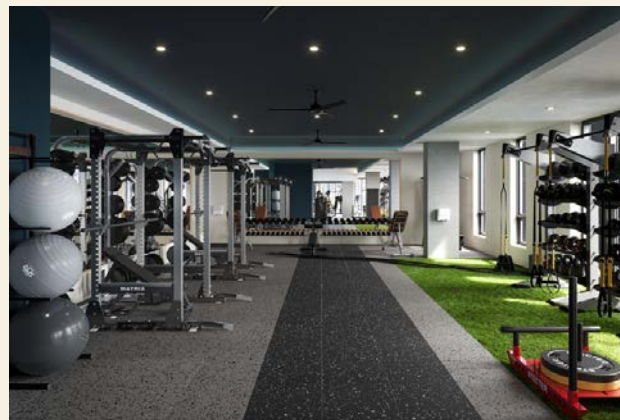


verve

MADISON

506 W. Johnson St, WI

Student Housing | University of Wisconsin



536

BEDS

142

UNITS

1-, 2-, 3-, 4 - AND 5- BEDROOM
FLOORPLANS

10,395 SF
LEASING & AMENITY

FALL 2024
DELIVERY

DEVELOPED BY
SUBTEXT

MANAGED BY
SUBTEXT

subtext

verve

WEST LAFAYETTE

150 S. Chauncey, West Lafayette, IN
Student Housing | Purdue University



751

BEDS

235

UNITS

1-, 2-, 3-, AND 4- BEDROOM
FLOORPLANS

13,574 SF
LEASING & AMENITY

2,375 SF
COMMERCIAL RETAIL

FALL 2024
DELIVERY

DEVELOPED BY
SUBTEXT

MANAGED BY
SUBTEXT

subtext



SIX11

611 East University, Ann Arbor, MI
Student Housing | University of Michigan

350
BEDS

91
UNITS



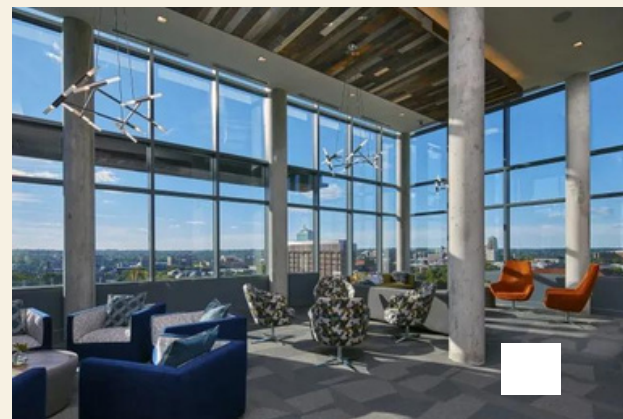
STUDIO, 1-, 4-, AND 5- BEDROOM
FLOORPLANS

6,000 SF
LEASING & AMENITY

FALL 2018
DELIVERY

DEVELOPED BY
SUBTEXT & CAMPUS APARTMENTS

MANAGED BY
CAMPUS APARTMENTS



DEVELOPMENT
EXPERIENCE

“VERVE ST. LOUIS”

3765 Lindell Blvd, St. Louis, MO
ST. LOUIS UNIVERSITY

- 79 Units / 162 Beds
- Studio, One Bedroom, Two Bedroom and Four Bedroom Units
- Outdoor courtyard and 4,000+ SF of Indoor Amenity Space



PROPERTY OVERVIEW

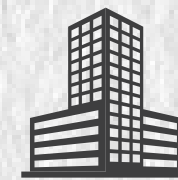
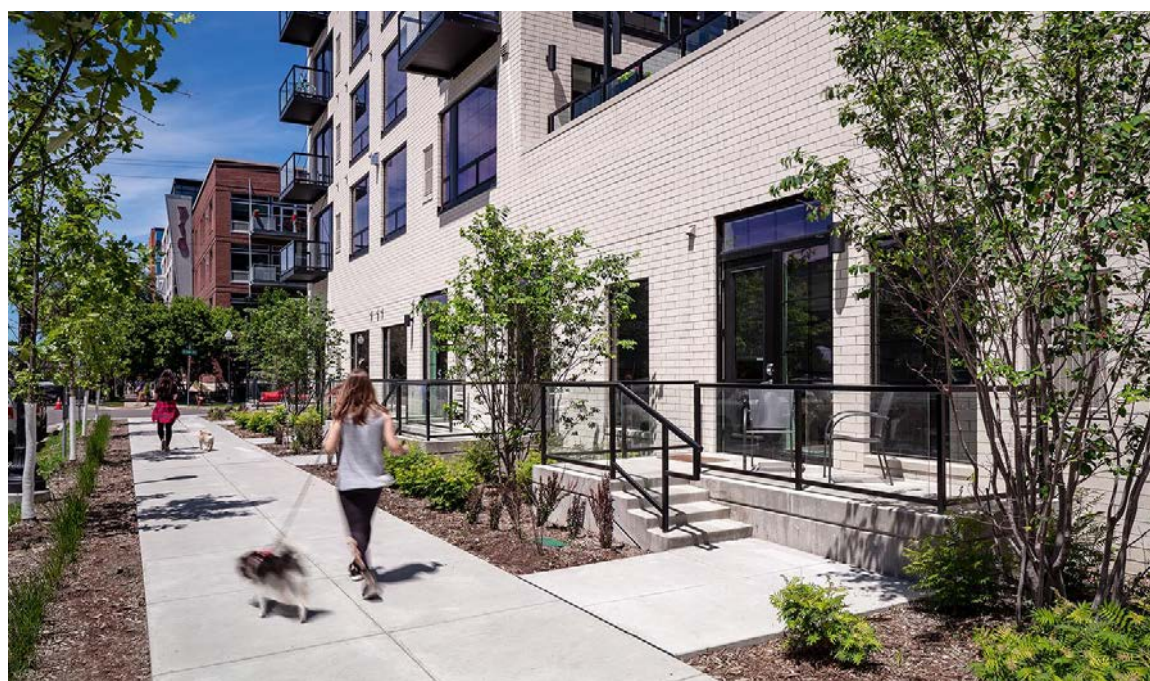
Type: Student Housing
Completed: Fall 2021
Developer: Subtext
Property Management: Subtext Property Management

subtext

DEVELOPER PROFILE

Our mission is to enrich the built environment by designing projects that artfully differentiate our clients in the marketplace, tell vibrant stories of people and place, and uplift the human spirit.

Focusing on four primary markets—residential, hospitality, workplace and science and technology design—ESG brings a wealth of expertise and interdisciplinary knowledge to every project bringing the best and most thoughtful design solutions to our clients.

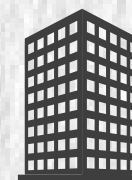


RESIDENTIAL

MULTI-HOUSING
STUDENT HOUSING
SENIOR HOUSING

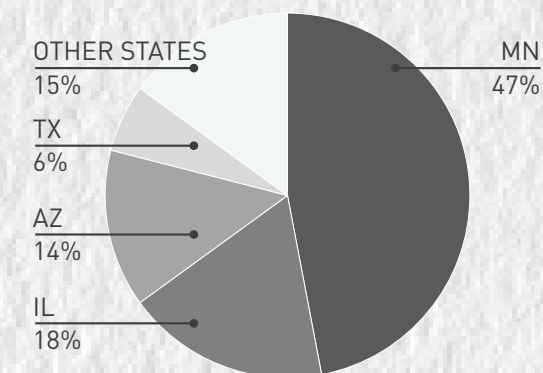
40

YEARS IN BUSINESS



WORKPLACE

CREATIVE WORKPLACE
SCIENCE & TECH
CORPORATE OFFICE
TENANT IMPROVEMENT



ESG PROJECTS THROUGHOUT THE UNITED STATES



HOSPITALITY

HOTEL
RESTAURANT
RETAIL/SPA



125

EMPLOYEES

Architects
Interior Designers
Graphic Designers
Drafters
Spec Writers
Construction Admins.

PROJECT NARRATIVE

The proposed 228 Packard building is located in the heart of Ann Arbor on the block between Packard and Madison on the north and south and 4th and 5th Avenues on the west and east. The site is located in close proximity to both the University of Michigan to the East and to downtown Ann Arbor to the north.

The proposed building is a 1500-1550 bed / 450-475 unit residential tower with above-ground parking and a 16,000 square foot active use retail space in the southwest corner on Madison and 4th Ave. The proposed building varies from a 12-13 story residential tower with retail at ground level to a 5-6 story residential arm with residential lobby and amenity uses and walk-up units at ground level.

The project also includes an internal multi-level above-ground parking garage with 320 parking stalls serving the residents. This parking garage is bounded on the street-facing sides with residential units and amenity spaces. Below this garage is a separate parking facility with 110 parking stalls for retail customers, accessed from the south. Service and loading spaces are consolidated along the west side of the site, while resident parking access, pickup, and dropoff are consolidated along the east side of the site, tucked under the building.

An amenity deck with an outdoor pool is located on top of the parking garage, adjacent to indoor amenity spaces where residents can access views of the surrounding landscape.

