



PALLADIUM

U S A

Palladium's Heritage and Strategic Perspectives

« We build with passion and pride to withstand the test of time »

The Palladium Group was founded in Northern Italy during the mid-19th century, when quality residential buildings were required to serve the urban growth generated by the industrial revolution.

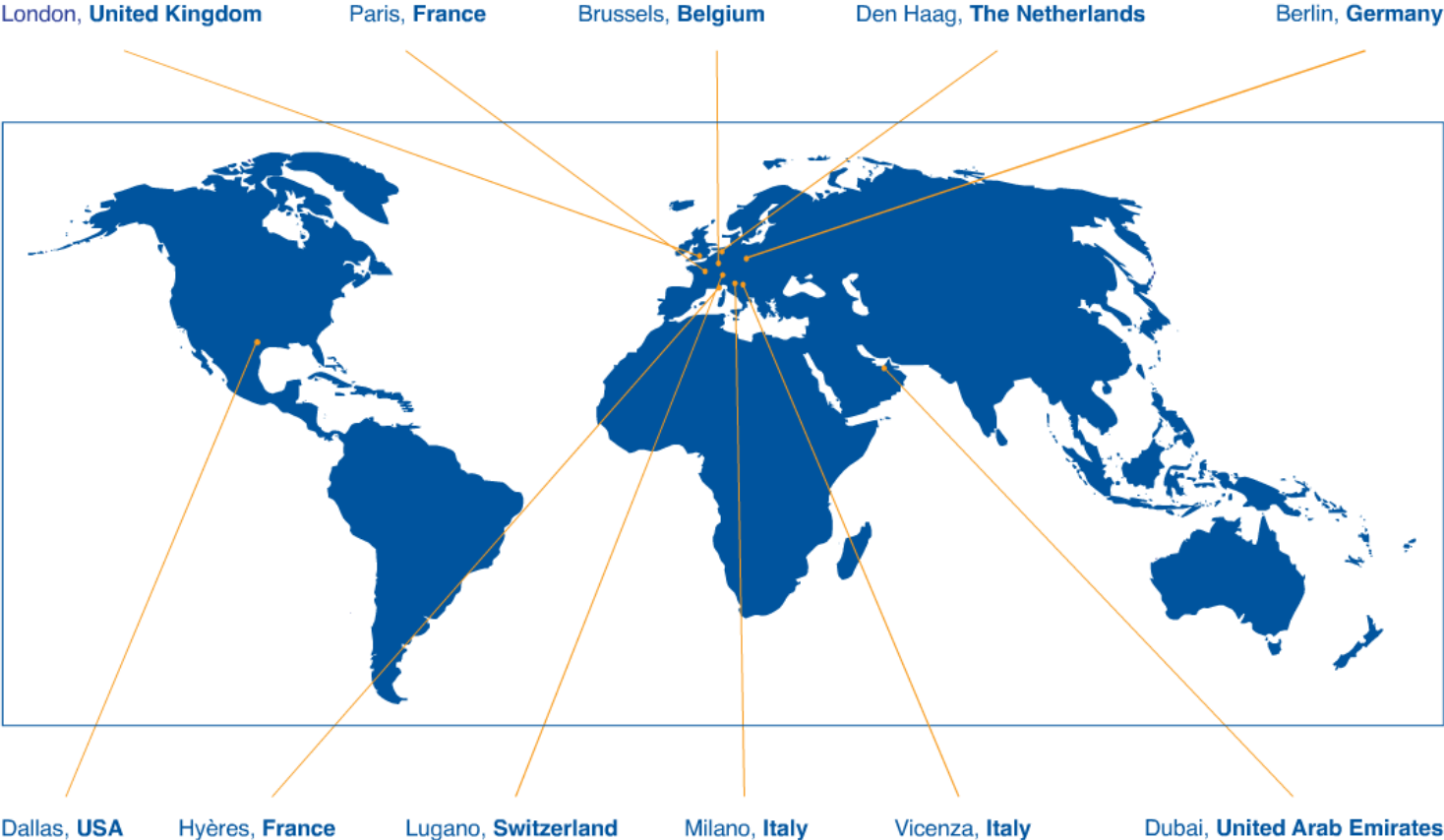
Today, Palladium is an international group, which develops and manages residential and mixed-use projects in major urban areas in Europe and the United States, for its account and in partnership with private and institutional investors.

This strategy is founded on a dynamic balance between innovation and tradition, with the following key operating principles:

- **Global vision** combined with a respect for the culture of each country
- Focus on selected urban areas, each with a **significant Group portfolio** and service capability
- **Creation of long-term value** for the Group, its partners, clients and the ultimate end-users of the real estate
- Implementation of the best technical and managerial practices.



Palladium Office Locations



Portfolio Development and Management

The Palladium Group supports its leadership position by a clear understanding of the need to develop, manage and dispose of single assets within the context of regional portfolios located in selected urban areas which the Group knows well.

This strategy is made possible by the presence of a local Palladium team who can make informed, focused and disciplined decisions based on frequent communications with shareholders, partners and the local community.

It is applied in all areas where the Group is active, in its historic birthplace of Northern Italy as well as in the more recent areas of development (Dallas and Berlin since the mid-1990's).

- 1 *Villa Verona, Dallas, USA*
- 2 *Grand Treviso and Canal Side Lofts, Dallas, USA*
- 3 *Weimarische Strasse, Berlin, Germany*
- 4 *Saechsische Strasse, Berlin, Germany*
- 5 *Methfesselstrasse, Berlin, Germany*
- 6 *Quartiere Giardino, Cesano Boscone, Italy*



Asset Management and Investment Services

The Palladium Group manages individual assets and portfolios in the selected urban areas where it has a standing presence and expertise. Over fifty portfolio and service companies are managed by the Group in Europe and the United States in cooperation with a network of international level advisors and auditors.

The management tools used by the Group are among the best available in the market, including the systematic analysis of yields and cash-flows by building, partnership and portfolio. Debt financing, usually provided by local banks, is geared to balance the need for returns with sound risk management practices.

This expertise is made available to institutional and private investors, generally backed by equity participation from the Group to ensure consistency of objectives. Investment proposals are adapted to the strategy of each investor, including yields and risk profiles.

- 1 *Luetticher Strasse, Berlin, Germany*
- 2 *River Building, Brussels, Belgium*
- 3 *Castagnola, Lugano, Switzerland*
- 4 *Rue Talma, Paris, France*
- 5 *Park Village, Brussels, Belgium*
- 6 *Quartiere Marostica, Milano, Italy*
- 7 *Grand Venetian, Las Colinas, Texas, USA (Sculptures by Egidio Costantini)*
- 8 *Avenue de l'Observatoire, Brussels, Belgium*



Development Technical and Marketing Services

The Palladium Group's traditional activity was the development, construction and long-term ownership of residential projects. Over the last twenty years, this expertise was extended to mixed-use assets (including residential, office, hotel and retail). All projects are conceived, designed and built using the same exacting specifications and attention to detail whether we are developing or building for ourselves or for third parties.

Teams composed of local and international specialists carry out property development and technical supervision activities. This structure provides the best performance the industry can offer and is a determining factor of success in all phases of the projects, from initial conception to commercialization of whole assets or individual units (sale or rental).

- 1 *Villa Arconati, Milano, Italy*
- 2 *Villa Arconati, Milano, Italy*
- 3 *Villa Arconati, Milano, Italy*
- 4 *Villa Arconati, Milano, Italy*
- 5 *Villa Arconati, Milano, Italy*
- 6 *Duinweg, The Hague, The Netherlands*
- 7 *Via Crocefisso, Milano, Italy*
- 8 *Park Village, Brussels, Belgium*
(L'Ange d'Icare, sculptures by Varozza)
- 9 *Boulevard de la Villette, Paris, France*



Property Management Services

The Palladium Group has over a hundred years of property management experience for its own account and on behalf of third parties. As owners, the Group understands the need to optimize the timing and level of cash-flows and yields over the investment period, as well as property renovation and rehabilitation services, debt and equity placement, and partnership governance.

The services provided by the Group include the following:

- Condominium renovations, sales and management
- Full property management
- Expense management and audit
- Technical supervision of building renovations and maintenance
- Debt and equity package submittals
- Partnership operations, reporting and compliance
- Portfolio development and management

- 1 *Willemspark, The Hague, The Netherlands*
- 2 *The Heights at Park Lane, Dallas, USA*
- 3 *Chateau d'Argent, Hyères, France*
- 4 *Boston House, Delft, The Netherlands*
- 5 *Papillon, Paris, France*
- 6 *Faubourg Poissonnière, Paris, France*



Construction and Rehabilitation

This core activity of the Palladium Group includes construction management and general contracting for new construction and rehabilitation projects.


Heavy renovation and rehabilitation of commercial and residential buildings is an area of significant expertise in the Group. It is a prime source of added-value for Palladium and its clients, as well as for future occupants.

The Palladium technical teams build to suit based on owners' requirements, with the ability to integrate design, cost and construction techniques.

Exacting standards of performance are applied on an on-going basis throughout the design and construction process.

- 1 Pordenone, Italy
- 2 Dallas, USA
- 3 Villaverla, Vicenza, Italy
- 4 Dallas, USA
- 5 Villa Rinaldi, Asolo, Italy
- 6 Villa Beatrice d'Este, Padova, Italy
- 7 Castano Primo, Italy
- 8 Limana (BL), Italy
- 9 Pordenone, Italy
- 10 Toulon, France
- 11 Villa Tomitano, Belluno, Italy





Local
Experience



PALLADIUM AT CRAIG RANCH

CLIENT

Palladium USA

PROJECT

Palladium at Craig Ranch is a planned 17-story high rise across the street from Cooper Aerobics Center at Craig Ranch with the focused goal to live well, play well, and eat well. Larger floor plans with interior selections to rival the finest high-end homes.



GRAND TREVISO

CLIENT

Palladium USA

PROJECT

This 247-unit luxury mid and high-rise apartment project is located in a highly visible location adjacent to the Omni Mandalay Hotel in Las Colinas. The property incorporates the best European design elements with an Italian flair including the most modern residential design and amenities.

The Grand Treviso has a warm Italian style architecture featuring limited access entrances, a guest reception area with a full service fitness facility, a modern conference center, individual service vestibules, and a roof top pool.

Grand Treviso enjoyed a robust and quick lease up with the highest rents ever in the Urban Center of Las Colinas. Due to this success and popularity of the building, the property was converted to condominiums.



CANAL SIDE LOFTS

CLIENT

Palladium USA

PROJECT

Canal Side Lofts is a 306-unit project with plenty of open space. The mission statement for Canal Side Lofts is "Loft Life-Style with and Urban Flair – A chic place for the new-age culture with the conveniences and technology of the Internet Age". This project is perfect for the echo boomers and the younger renters that want a modern urban lifestyle. In keeping with an urban theme, the property incorporates design elements taken from industrial and modern design but also has people friendly areas.

Canal Side Lofts is conveniently located on the corner of Las Colinas Blvd. and Wingren Drive. Canal Side Lofts is unmatched in its accessibility and desirability due to the prestigious location. The project features an urban meditation courtyard, canal walkways connecting to office, retail and restaurants, limited access entrances, a guest reception area with an Internet gaming center on large screen television and Wi-Fi connections will be available in all public areas. The property also includes a luxurious swimming pool with numerous fountains, a hot spa, a full service fitness facility with a full-size boxing ring and indoor basketball court



VERONA

CLIENT

Palladium USA

PROJECT

The 273-unit Verona is a luxury mid- and high-rise apartment project in a highly visible location adjacent to the Galleria mall in North Dallas.

Built in 2000, Verona was the first high-rise apartment in North Dallas and became the standard of comparison for future high-rises. The common areas were dramatically and completely redesigned and renovated in 2010 along with updating of all the interiors. Verona is a shining example of rent growth and stability in the North Dallas market.



ÉILAN

CLIENT

Wereldhave USA

PROJECT

Éilan, San Antonio's first true mixed-use development, includes 539 high-end multi-family residences and over 100 different floor plans. Éilan features something for everyone. Residents enjoy luxury interior finishes featuring granite, full height glass tile back splashes, upgraded appliances featuring gas cook tops and "front load" washers and dryers, wood flooring, upgraded lighting and plumbing fixtures, and much more. Life at Éilan is like living in a resort as residents can go anywhere in Éilan on the historic trolley. Éilan also features a puppy park, non-denominational chapel, outdoor amphitheater, fitness center, dance studio, clubhouse, sports courts, and a movie theater. Bike paths, walking trails, mini parks and gardens can also be found throughout this stunning development.

The Éilan development is comprised of two world class office buildings totaling 205,000 square feet, a 4-star boutique hotel, 539 high-end residences, and 34,382 square feet of retail.

All elements of Éilan are second to none and their timely completion will play a vital role in the overall success and lease up of the residences.



GRAND VENETIAN

CLIENT

Palladium USA

PROJECT

Located in the heart of Las Colinas, Grand Venetian offers everything a resident could ever imagine. The property has the best of upscale shopping, entertainment and dining, all virtually right outside their front door. The contemporary apartment homes and incredible amenities provide a place for residents to be proud to call it home. Residents can enjoy the resort-style sunbathing deck and lap pools, 3,500 square foot fitness center, and monthly resident events.



COTTAGES AT TULANE

CLIENT

Palladium USA

PROJECT

The 268-unit garden-style community offers junior one bedroom, one bedroom and two bedroom apartment homes. The property is located on the corner of Preston Road and Tulane.

Cottages at Tulane, a luxurious and amenity-rich community, is designed with a resort-style retreat in mind. Terrific Facilities for golf, basketball, and sand volleyball, combined with a perfect location near one of the city's most vibrant business and shopping areas... all complement a distinctive collection of rental residences.

The luxury and convenience of upscale resident services, and the casually elegant interiors with contemporary color schemes, present lifestyle possibilities which are perfect additions to single or family life.

Cottages at Tulane was completely renovated and updated in 2008 and has achieved successful rent growth of .40 per foot.



VELA

CLIENT

Palladium USA

PROJECT

Vela is a planned 21 story, 130 unit, high-rise in a transit oriented, waterfront property on Lake Carolyn in the Urban Center of Las Colinas across the street from DART's Orange Line Urban Center Station. Beautifully detailed in a casual, yet elegant style with dramatic design and uncompromised views.



THE HEIGHTS AT PARK LANE

CLIENT

PM Realty Group

PROJECT

The Heights at Park Lane, the residential portion of the 33.5 acre mixed-use transit oriented development called Park Lane Dallas, is located next to the Park Lane station of the Dallas Area Rapid Transit (DART) and across from North Park Center, one of the top-grossing malls in the nation. Residents have easy access to 700,000 sq. ft. of retail, restaurant and entertainment space, including Dallas' flagship Whole Foods Market.

The Heights at Park Lane includes The Tower, a 20-story, 62-unit building; The Flats, a 15-story, 218-unit tower, and The Lofts, a four-story, 45-unit low-rise project for a total of 325 units. The Heights at Park Lane was designed to have three different product levels so that it could offer three different price points, therefore attracting a wide demographic range.



1400 HI LINE

CLIENT

PM Realty Group

PROJECT

1400 Hi Line is 23-story multifamily tower with complimentary ground floor retail space. The site includes 228 one bedroom units and 86 two bedroom units for a total of 314 units. There are 19 units per floor from levels 7 through 22, 18 units on level 6 (the amenity deck), and 11 penthouse units at level 23 with a private penthouse terrace. A three story above grade garage with 468 spaces are provided for all residents along with 17 street level spaces. Additionally, there are 168 spaces and eleven street level spaces for all retail parking. Within the unit mix is a variety of floor plans and layouts which include 80 one bedroom one bath units, 180 one bedroom one and one half bath units, 17 one bedroom one and one half bath units with a den, 16 one bedroom two bath units with a den, 34 two bedroom two bath units, 51 two bedroom two and one half bath units, and one two bedroom two and one half bath unit with a den.

A state of the art fitness center and aqua lounge in two free-standing buildings, a spacious pool with wet deck, fire pit, luxurious cabanas, expansive lawn, plaza, fountain and grills. All of the amenities have unencumbered views of Downtown Dallas which generate a living experience and environment that is unique among its high end competition in Uptown and throughout the Design District.



MCKINNEY

T E X A S

Unique by nature.

Then

*Saturday Crowd on Square
McKinney, Texas*

1910. pop. 4,700



Now



Pop. 149,000





COLLIDE VILLAGE

— LIVE • WORK • PLAY —



LIDE VILL

— LIVE • WORK • PLAY —



1995



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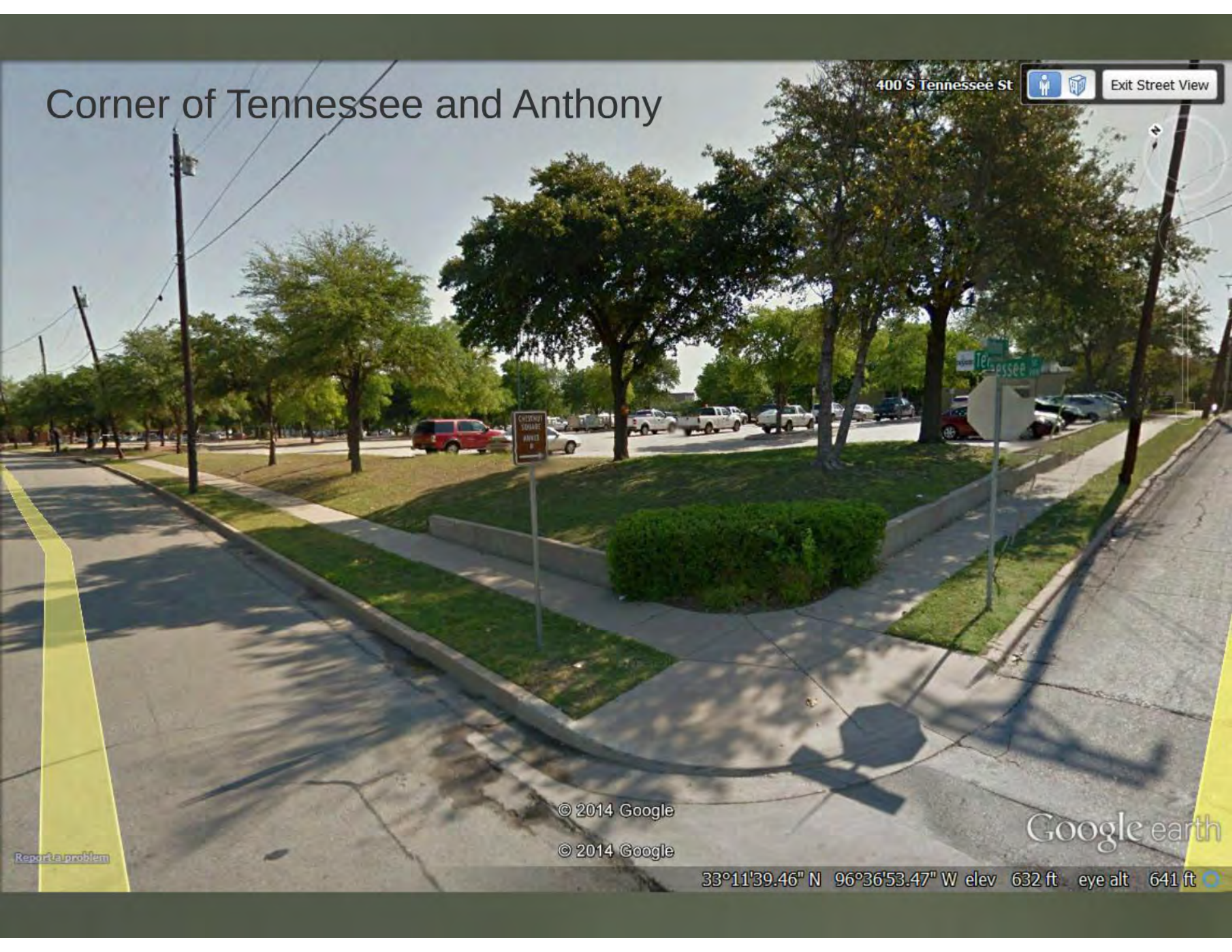
Google earth

Imagery Date: 10/18/2013 33°11'45.05" N 96°36'51.23" W elev 623 ft eye alt 3004 ft

Corner of Tennessee and Anthony

400 S Tennessee St

  Exit Street View



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Google earth

33°11'39.46" N 96°36'53.47" W elev 632 ft eye alt 641 ft

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The Team:

- City of McKinney

- Jason Adams

- Palladium

- Matthew Peterson,
formally of Humphreys
and Partners, now with
Studio 2547

CYPRESS RIDGE

Baton Rouge, Louisiana



CHARACTER ELEVATION SENIOR HOUSING
BLDGS. 1 & 2



CHARACTER ELEVATION - 4 STORY W.
STRUCTURAL PARKING
BLDGS. 3, 4, & 5



TOWNHOME CHARACTER ELEVATION
BLDGS. 6-11



CLUBHOUSE CHARACTER ELEVATION
BLDG. 12



VICINITY MAP

PROJECT TABULATION (SCHEME 1A)

DEVELOP AREA	317 ACRES
NUMBER OF UNITS	625 (205 SF. AVU)
DENSITY	212 UNITS/ACRE
TOTAL FLOOR AREA	1,042,000 SF.
COMMUNITY CENTER	20,000 SF.
COMMUNITY CENTER	30,000 SF.
TOTAL FLOOR AREA	204
OFFICE	204
SURFACE PARKING	462

BUILDING TABULATION (SCHEME 1A)

BUILDING 1-2	4 STORY SENIOR LIVING WITH SURFACE PARKING, 2 BUILDINGS OF 10 UNITS EACH IN 100 SF. AVU. SUBTOTAL: 80 UNITS, 80 PARKING SPACES, 100,000 SF. RESIDENTIAL
BUILDING 3-4	4 STORY RESIDENTIAL BUILDING WITH STRUCTURE PARKING, 2 BUILDINGS OF 204 UNITS EACH IN 100 SF. AVU. SUBTOTAL: 408 UNITS, 408 PARKING SPACES (204 IN 2 GARAGES), 5,400 SF. RESIDENTIAL
BUILDING 5	4 STORY RESIDENTIAL BUILDING WITH STRUCTURE PARKING, 1 BUILDING OF 204 UNITS EACH IN 100 SF. AVU. SUBTOTAL: 204 UNITS, 65 PARKING SPACES (204 IN 2 GARAGES), 2,700 SF. RESIDENTIAL
BUILDING 6-8	2 STORY TOWNHOME, 1 BUILDING WITH ATTACHED 2 CAR GARAGE FOR EACH UNIT. # OF UNITS VARY PER BUILDING. SUBTOTAL: 80 UNITS, 80 PARKING SPACES (204 IN GARAGES), 100,000 SF. RESIDENTIAL, 100,000 SF. AVU
BUILDING 9	2 STORY COMMUNITY CENTER, 20,000 SF., 20 SURFACE PARKING SPACES
BUILDING 10-11	1 STORY COMMUNITY CENTER WITH SURFACE PARKING, 2 BUILDINGS 10,000 SF. EACH. SUBTOTAL: 20,000 SF. RETAIL, NO PARKING SPACES
BUILDING 12-14	2 STORY ONE-HOUSE RESIDENTIAL BUILDING WITH ATTACHED GARAGE, 27 BUILDINGS OF 7 UNITS EACH IN 100 SF. AVU. SUBTOTAL: 80 UNITS, 408 PARKING SPACES (204 IN GARAGES), 2,700 SF. RESIDENTIAL
BUILDING 15	1 STORY CLUBHOUSE, 100,000 SF.

SCALE: 1"=100'-0"



RETAIL CHARACTER ELEVATION
BLDGS. 13 & 14



BIGHOUSE CHARACTER ELEVATION
BLDGS. 15-41

LAS COLINAS TRACT 50

Irving, Texas

PROJECT SUMMARY

TOTAL RESIDENTIAL UNITS: 981
 APTMENT UNITS: 623
 BIG HOUSE UNITS: 90
 TOWNHOME UNITS: 103
 ZERO LOT HOUSES: 165



TEXAS HILL COUNTRY



WEST INDIES



TWO STORY COURTYARD WITH PRIVATE GARAGES

DCRT STATION

VILLAGE GREEN

THREE STORY BUILDINGS WITH STOOPS

VILLAGE GREEN

VILLAGE GREEN

BOATHOUSE AND SPANISH STEPS

CLUBHOUSE AND WATERPARK

BOARDWALK

THREE & FOUR STORY BUILDINGS WITH PRIVATE GARAGES

NANTUCKET

TUSCANY






**Work with the Local
Merchant's Association**



Lease Space on
the square for a
Marketing Center



Meetings on Fridays.
Let us know your ideas.









100 E LOUISIANA ST 200

↑ ONLY
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↙ ↘

OPEN

CHURCHILL'S
BREWERY & TAVERN

CHURCHILL'S

Good Food

Menu



PALLADIUM

U S A

“Changing lives - one apartment home at a time.”

Palladium USA