



Em Johnson Interest

Real Estate Development

Palm Villas

Date: 1998 - 2004

Location: Oakland, CA

Concept: Palm Villas Single-Family Housing Development includes affordable and elegantly designed homes for moderate income households. This unique urban infill development location marks the site of an important community-based initiative for positive change.

Land Use: The approximately six acre site includes 78 housing units (14 units per acre). All homes are two-stories and include three bedrooms/two baths. Typical home size is 1,200 square feet (not including garage). Adaptable and accessible units were also developed. As designed and constructed, all homes are centered on six distinct cul-de-sacs, thereby creating safe and centralized gathering spaces for all families. As well, Palm Villas includes a unique pedestrian access/alley way system that promotes leisurely strolls through Palm Villas and opportunities to interact with residents.

Size: 78 single-family homes.

Project Costs: \$19.0 million

Role: Em Johnson Interest formed MacArthur Park Development Associates, LLC (MPDA) as the development entity to undertake this important community housing development. MPDA was a joint venture of Em Johnson Interest and Baines and Robertson Development, LLC, two local minority-owned real estate development firms. Em Johnson Interest served as the Managing Member and Lead Developer responsible for managing the project day to day, including overseeing the financing and project funding, design, entitlements, construction lending, and the marketing and sales efforts.

Project Status: Construction completed and sellout of all 78 homes has been achieved

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