MAA TEAM INTRODUCTIONS

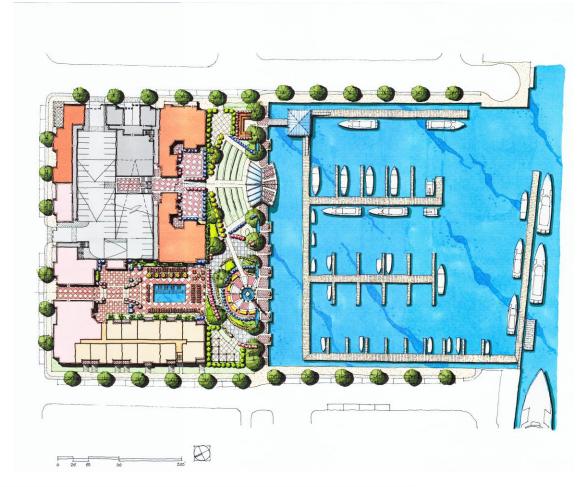
DESIGN, DEVELOPMENT AND MANAGEMENT

Agenda

- Communicate MAA design vision and concepts for making The Ford on Bay distinct and unique.
- Review MAA preliminary concept design.
- Affirm why MAA is the best choice for Jacksonville.

Team

- Matthew Smith Development
- Elizabeth Long Development
- Bob Donnelly- Management
- Dan Joy-Architect, RJTR



JANUARY 5, 2002

MAA SUMMARY

THE RIGHT TEAM

- MAA (NYSE: MAA) is a \$26 billion REIT focused on the acquisition, development, redevelopment and management of multifamily and mixed-use properties.
- The company's real estate investments are diversified across 15 states (and DC) of the Sunbelt region of the United States with a portfolio comprised of 289 properties and over 97,000 apartment units.
- MAA also owns and operates over 900,000 square feet of commercial assets including 606,000 SF of retail and 297,000 SF of office and employs an in-house commercial management team.



MAA Midtown, Atlanta, GA

- MAA owns and operates 3,496 apartment homes in 10 different communities in the Jacksonville area.
- In December of 2016, MAA merged with Atlanta-based Post Properties, Inc. providing MAA with a proven development platform. MAA is headquartered in Memphis, TN with offices in Dallas and Atlanta.



MAA SUMMARY

THE RIGHT TEAM

- MAA develops and owns communities long-term, investing in the neighborhoods we select.
- Development focus on 3-4 projects at one time, rather than 10-12.
- Skilled, creative development team with extensive experience in developing urban, mixed-use communities.
- Proven track record for executing on deals we select.
- Legacy of creating catalytic developments at the forefront of urban renewal.
- MAA self-funds all of its development projects and is not dependent on outside sources of capital.
- MAA's commitment endures all market conditions.
- Our difference is in the details.



MAA Robinson, Orlando, FL





DESIGN APPROACH

- Our management team is the "client" and a resource.
- Placemaking Create unique experience for residents and community through design elements.
- Retail is an amenity for our residents and the neighborhood.
- Activate all streets retail, resident amenities, private-entry, residential stoops.
- Develop a project that is compelling and feasible.
- Distinctive, high-quality building design with a memorable sense of arrival.
- State of the art resident amenities and product features, including SmartRent®.
- Ensure market needs are met with thorough study utilizing third-party consultant *Red Propeller*.
- Achieve National Green Building StandardTM (NGBS) Green Multifamily Certification.



Courtyard at MAA Uptown, Charlotte, NC



DESIGN APPROACH

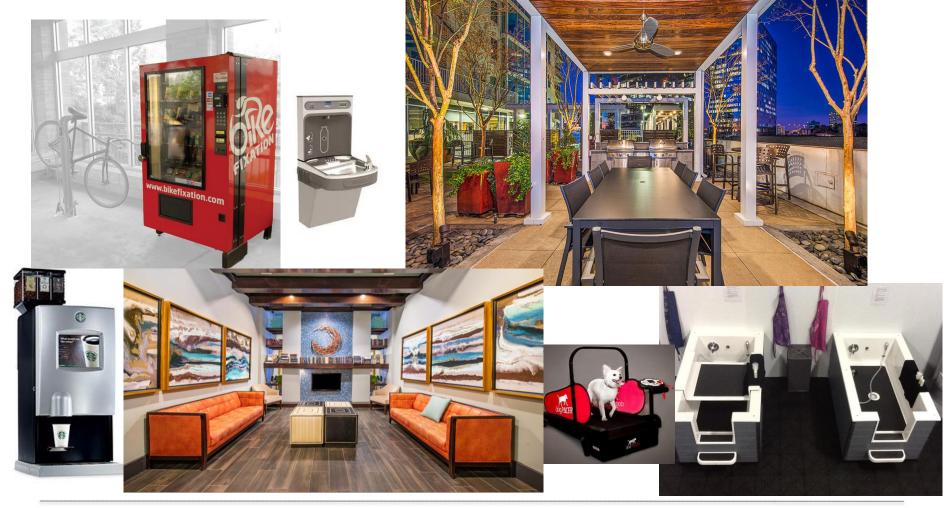
- Resident Amenity Spaces:
 - Unique use of wall textures and flooring, creative light fixtures, designed to meet the needs of residents.
 - Cyber café Quiet work spaces with appropriate seating (together/alone) and conveniently located USB ports and coffee machine.
 - MAA Ecoactive electric car-charging spaces.
 - State of the art fitness with Fitbit® compatible equipment. Separate group fitness room with Fitness on Demand®.
 - Pet spa / wash. Bike repair / storage. Work-from-home spaces.
 - Conveniences such as Package Concierge®, Bike Fixation®, Wifi throughout.
 - Expansive, elevated pool deck and courtyard overlooking river.
 - Placement of historical elements as artwork / sculptures (that tell the story) throughout the property.
 - Use of native materials and local artists to increase interest and prestige.







RESIDENT AMENITY FEATURES





DISTINCTIVE AMENITY DESIGN



MAA Afton Oaks, Houston, TX



MAA / POST DESIGN & CONSTRUCTION

DISTINCTIVE AMENITY DESIGN



MAA Centennial Park, Atlanta, GA



MAA / POST DESIGN & CONSTRUCTION

DISTINCTIVE AMENITY DESIGN



Post South Lamar, Austin, TX



DESIGN APPROACH - UNIT FEATURES

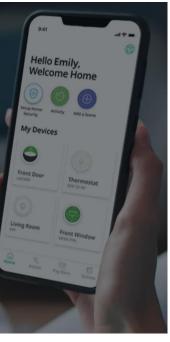
- Unit Finishes & Features:
 - Two separate design schemes with high end finishes.
 - Eight-foot entry doors. Ten-foot ceiling height at first and top floors.
 - Distinct features such as built-in shelving / desks / bar.
 - Quartz countertops and hardwood cabinets.
 - Stainless GE Energy Star® appliances.
 - Kohler® / Moen® plumbing fixtures, Google Nest® thermostats.
 - Elfa® adjustable closet systems.
 - Ceiling fans, front-load washers and dryers, mecho-shades, framed vanity mirrors, under cabinet lighting, all LED lighting.
 - SmartRent® integration throughout the community allows for keyless entry, access-control, thermostat programming from smart phone.











DESIGN APPROACH - RETAIL PROGRAMMING

- Sized and merchandised appropriately for vertical integration with residential use.
- Designed with attention to infrastructure needs and operational considerations.
- Street level reflects distinct retail architecture.
- Patio seating activates the sidewalk.
- Sufficient garage and onstreet parking.
- Patient leasing to select right operators.

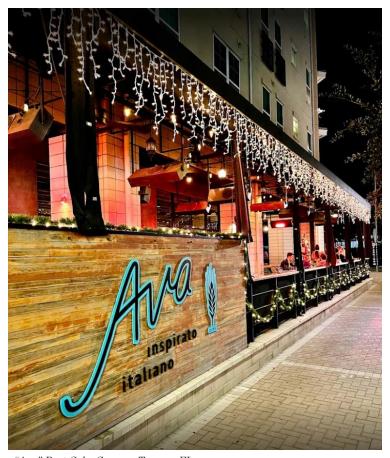


"Izakaya" Post Midtown Square, Houston, TX

DESIGN APPROACH - RETAIL PROGRAMMING



"Barlatta" Post South Lamar, Austin, TX



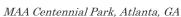
"Ava" Post Soho Square, Tampa, FL



DESIGN APPROACH - BUILDING MASSING



MAA Uptown, Charlotte, NC





DESIGN APPROACH - BUILDING MASSING



MAA River North, Denver, CO

MAA National Landing, Arlington, VA



DESIGN APPROACH - CONCEPT PROGRAM

- Mission Develop a vibrant, welcoming residential community and gathering place that will continue to enhance Jacksonville's urban core now, and for years to come.
- Site Layout
 - Pull residential building back 100' from the river, creating a nearly one acre riverfront park enhancing the City's investment in the adjacent marina.
 - Mix of residences, shops, restaurants and public spaces designed to create 24/7 activation.
- Proposed Design Program
 - 306 apartment homes, 17,959 SF of retail.
 - Seven story, podium slab above retail and amenities.
 - Eight-level, wrapped hidden parking garage for retail and residential uses.
- · Building Design and Massing
 - Preliminary conceptual design only at this point.
 - Flexibility with exterior skin materials and organization.
- Program Elements
 - Riverfront Over 12,000 SF retail pavilion with outdoor dining terrace overlooking the river, and connecting to the riverfront park, enhancing the City's investment in the marina.
 - Bay Street Over 10,000 SF of resident amenities, 5,759 SF of retail, and open paseo connecting the residential pool/courtyard to the street.
 - Market Street Private residential stoop entrances.



DESIGN APPROACH - CONCEPT PROGRAM- RIVERFRONT PARK









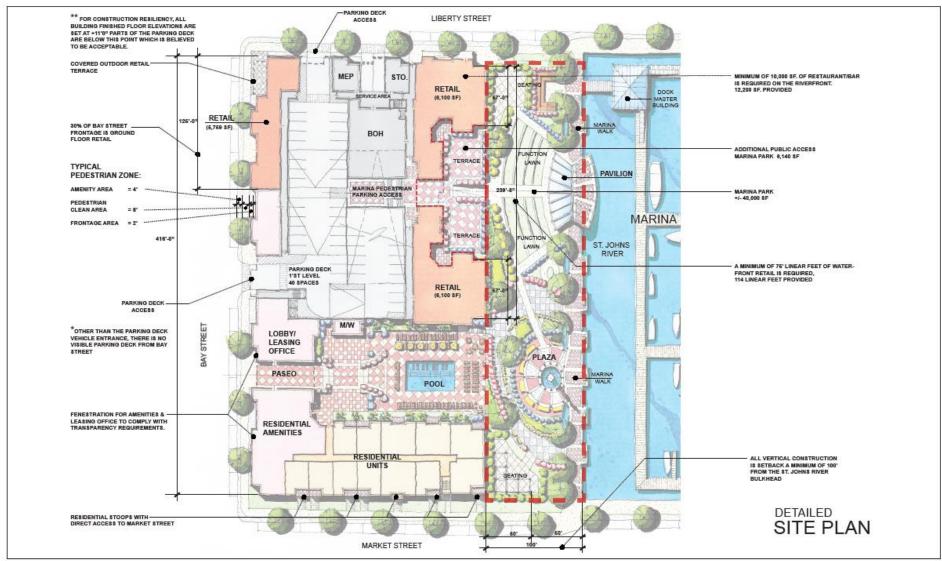
DESIGN APPROACH - CONCEPT PROGRAM-RETAIL PAVILION



DESIGN APPROACH - CONCEPT PROGRAM- BAY STREET



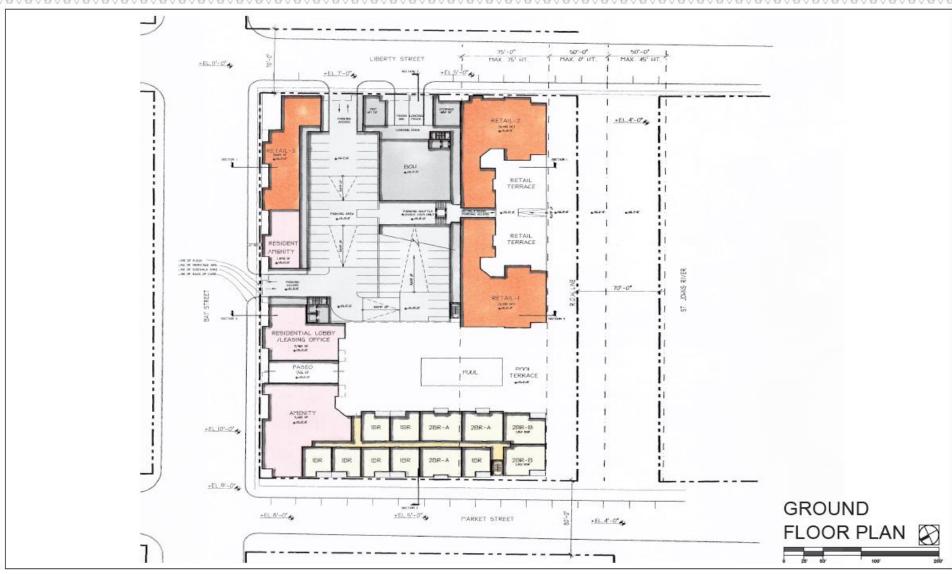










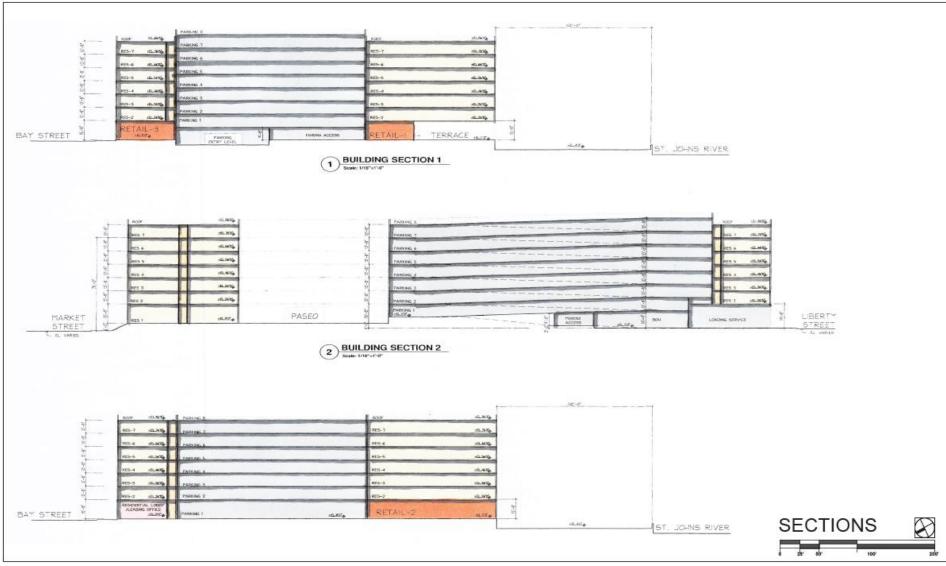




















RULE FOY TRAMMELL RUBO
Architecture Interior Design
Architecture Interior Control

6 to the same of the State of the State of the State
COMMISSION NO. 11-191.10 DECEMBER 17, 221

COMMISSION NO. 11-191.10 DECEMBER 17, 221





















MAA MANAGEMENT

PROPERTY MANAGEMENT - OUR PEOPLE MAKE THE DIFFERENCE

- Talent Acquisition:
 - Focus hard on attracting great talent and finding the right people.
 - Seek associates aligned with our mission, values and service-driven culture.
- Associate "On-Boarding":
 - Coaching/mentoring relationship for new employees.
 - Emphasis on compliance, clarification, culture and connection in dealing with resident prospects.
 - We do extensive customer service and sales training to enhance new employees comfort level in dealing with the diversity of our resident and prospect population.
- Leadership Training:
 - Ongoing leadership training and associate development using a blended approach of instructor led training, webinar training, and online training.
 - Supports the strengthens depth of talent to prepare our associates for future opportunities.
- Associate Recognition Programs:
 - Quarterly and annual celebrations of associates' success. Awards are given out for success, complimentary letters from residents are read aloud.

















SERVE EACH



MAA SUMMARY

THE RIGHT PARTNER

- MAA shares the DIA's vision to develop an iconic, energetic and catalytic project that continues to enhance Jacksonville's downtown and riverfront.
- MAA has extensive experience working with local stakeholders to achieve urban renewal.
- MAA's capital structure and long-term commitment make it the ideal partner.
- MAA Our difference is in the details.

