green

matt hopkins
aia aicp leed bd+c
streetsense.
Bring it on.

streetsense.
the lab...

real estate
- land acquisition
- tenant rep
- market analysis
- site analysis
- investment sales
- roll-out strategies

development
- feasibility studies
- due diligence
- tenant coordination
- entitlements
- pro forma analysis
- value engineering
- financing

design
- architecture
- prototype development
- retail store design
- interior design
- master planning

creative services
- branding
- copywriting
- graphic design
- 3-D visualization
- marketing
- web design
- video production
- social media

retail
- enterprise positioning
- business plan creation
- strategic capital investment
- competition analysis
context
design
You can’t buy a green building on Amazon

LEED
GreenGlobes
BREEAM
Enterprise Green Communities
Smart Growth Awards

separate from efficient buildings

Energy Star
Green Homes
NAHB
we are consumers in transition

Quantity  Product  Based Consumption

to

Quality  Experience  Based  Consumption
open space animation = open wallet activation

pedestrians are the lead species indicator of a healthy community
Great Site

For Redevelopment

Infill Development
Synergy
Walkable Services / Amenities
Greyfield Reclamation
Utilities
Services
Transit
Mixed Use
Urban Street Retail
Pedestrian Focused
High Performance Skin
Engaging Design
Amenities
&
Efficiency
Defining the Trade Area

• Well-established existing communities
• Good regional & local road system to support the university & city of College Park
• Strong demographics and disposable dollars
• Many choices… but more of the same
Place-Based Competition & Dinner and a Movie

• Entertainment is both food & other… i.e. cinema

• A four hour experience to extend a mixed-use environment

• Anchors that co-tenant off each other

• Meets the Market Demand
the suburbs can be cool

William Wimsatt
Please Don’t Bomb the Suburbs
“And this app shows what’s right in front of me.”
if it doesn’t make green

its not sustainable
Fact:
Selling prices of homes in District neighborhoods are 30%-60% higher than their non-district counterparts

Comparison:
Rockville Town Center Townhome (District):
2 Bedrooms, 2 Baths, 1,200 Square Feet
Sold in September 2011 for $535,000

Rockville Townhome (Non-District):
2 Bedrooms, 2 Baths, 1,583 Square Feet
Sold in June 2011 for $435,000
Fact:
Lease rates of apartments in District neighborhoods are 25-50% higher than apartments located in non-district neighborhoods.

Comparison:
North Bethesda Market (District):
2 Bedroom, 2 Bath, 1130 Square Feet
Rents for $2,850/month ($2.52/SF)

Avalon at Grosvenor Station (Non-District):
2 Bedroom, 2 Bath, 1000 Square Feet
Rents for $1,980/month ($1.98/SF)
Fact:
Lease rates of retail & office spaces in District Neighborhoods are 30%-60% higher than commercial spaces in non-district neighborhoods

Comparison:
Kentlands Market Square (District)
$45.50/SF
The Shops at Potomac Valley (Non-District)
$32.00/SF

6011 Executive Blvd
$28.00/SF
Park Potomac Bldg1
$41.50/SF
Higher Density: Important Considerations Before Integrating a Mix of Uses

MIXED USE VS MULTI USE

Zoning / Financing / Designers / Contractors
Ownership / Market / Cores / Parking / Phasing
& Building Codes
demand
land value
parking/transit
Development Models & Building Codes

This chart assumes IBC 2006 Group R2 multi-family residential use.

<table>
<thead>
<tr>
<th>Garden Apartments</th>
<th>Garden Apartments</th>
<th>Garden Apartments</th>
<th>Wrap Apartments</th>
<th>Wrap Apartments</th>
<th>Mixed-Use Podium</th>
<th>Mixed-Use Podium</th>
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### "What to Build" Summary

<table>
<thead>
<tr>
<th>Development Models &amp; Building Codes</th>
<th>Mid-Rise Apartments</th>
<th>High-Rise Apartments</th>
<th>Professional Small Office</th>
<th>Large Commercial</th>
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<td>10'6'' x 8 stories &lt;=75/stair</td>
<td>20'base+13'4''x12stories</td>
<td>12'6'' x 4 stories</td>
<td>13'4'' x 5 stories</td>
<td>13'4'' x 6 stories</td>
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<td></td>
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</tbody>
</table>

This chart assumes IBC 2006 Group R2 multi-family residential use.
The Five Step Process

The Customer

The Market

Site Grading

Strategy

The Story
Metro Richmond Population: 1,007,900

Median Household Income: $49,047
More on Markets... Where do they shop?

Know Your:
- Primary
- Secondary
and
- Tertiary Markets
Consumer Demand

Retail Potential for Scenario 2

**Scenario 2 Program**
- Commercial: 1.2 million sf
- Residential: 5.3 million sf

**Residents**
- Projected residents: 7,950
- Existing population: 12,054
- Total market: 20,004

**Office Population**
- Projected workers: 4,200
- Existing workers: 80,000
- Total office influence: 84,200

**Tenant Demand for Current Trade Area + Projected MVT Population**

**Trade Area 2002:**
- Number of people needed for:
  - Grocery Store:
  - Drugstore:
  - Hardware:
  - Cardstore:
  - Deli:
  - Electronics:
  - Florist:
  - Shoe store:
  - Bagel/Bakery:
  - Drycleaner:
  - Coffee Shop:
  - Kinko’s:
  - Small Bookstore:
  - Restaurant:

**Trade Area 2012:**
- Number of people needed for:
The Strategy
The Ladder of Needs

“Retail Placemaking”

Sound Strategy that’s been Tested

Value Creation…Highest and best use for Land

Getting Retail to Locate Here…The Market

Every retail district develops at its own pace.
show me
district
show me

infill

starter
Site Conditions:
- Easements & Separations
- Slope At West Lake Terrace
- Bldg Height Limit
- Existing Site Buffers
- Prominent Views
- Future Neighboring Developments
- Existing Neighboring Developments
- Site Climate Conditions
Motor City Masterplan
Mixed Use Development

URBAN VILLAGE
VILLAGE STREET / VILLAGE MARKET / VILLAGE GREEN
Motor City Masterplan
Mixed Use Development

URBAN VILLAGE STREET SECTIONS
VILLAGE RETAIL STREET & MONTGOMERY MALL AVENUE


½″ INTERIOR GYPSUM BD.
WOOD STUD WALL,
EXTERIOR SHEATHING,
AIR BARRIER MEMBRANE,
2″ RIGID INSULATION,
MIN. 1 1/2″ AIR SPACE,
MASONRY UNIT

DOUBLE TOP PLATE
INSULATION RETAINER
ADJUSTABLE WALL TIE

AIR BARRIER
6″ MIN. LAP OVER
FLASHING MEMBRANE

FLASHING MEMBRANE
SURFACE ADHERE
TO SUBSTRATE
OVERLAP SS FLASHING
TO FACE OF BRICK

MORTAR DROP
CONTROL

UNOBSTRUCTED
WEEP SYSTEM @ 24″ O/C

STAINLESS STEEL

CORROSION PROTECTED
STEEL ANGLE LINTEL

COMPRESSIBLE BACKER
ROD AND SEALANT
AROUND ENTIRE WINDOW
FRAME BOTH SIDES

INSULATING AIR SEAL
AROUND ENTIRE FRAME T.B.
INSTALLED AFTER WINDOW
show me infill missing tooth
Miracle Mile
Coral Gables, Florida
Miracle Mile
Coral Gables, Florida

Small-scale Shops

Mostly, except 45-65
District Use Summary

- 650,000 SF Retail
- 65,000 SF Restaurants
- 250,000 SF Office
- 211 Apartments

What Else is Missing?
What’s Needed

Better Small Shops

Apartments

Outdoor Dining
Mixed-Use Project

Aragon Avenue

Miracle Mile
Concept Diagram

184 Luxury Apartments

615 Parking Spaces

30,000 sf Office

40,000 sf Retail/Restaurants
Miracle Mile Elevation

Café Dining

Civic Space
“Street” Challenges
It's the Ground Plane

Sidewalk Zone

Plaza

Activity Space

Plaza

Plaza
Redefining Public Space

- Obtain Easement for DOT Right of way
- Negotiate new tree maintenance system
- Relocate Parking Meters/Type
- Negotiate w/ DOT Light Levels
- Change Parks/Planning Lighting Pole Standard
- Warrantee larger tree size
- Change tree size & spacing
- Donate Easement to DOT for County Right of way
- Design Physical Barrier System
- Change Liquor Board Licensing Procedure
- Underground Utilities
- Negotiate Parks/Planning on pedestrian path width
- Provide & Change Parks/Planning Brick Paving System
- Negotiate Parks/Planning Lighting Pole Standard
Redefining Public Space
Signage and Tenant Identity

Current Design/Planning Standards Enforce Conformity over Diversity
Signage and Tenant Identity

Greater Design Flexibility can lead to a more creative and pedestrian friendly street
site

structured parking
paving materials
pervious pavement

bioswales
rain gardens
tree shading

drought tolerant
landscaping
drip irrigation
rain water cistern

bioswales
rain gardens
tree shading
exterior

wall design
durable materials
high performance windows

pollutant control
PV solar arrays
energy modeling

reflective roof
green roof
sun shading
interior

light self recycled materials sustainable materials

efficient appliances raised floors views & daylight

recycling VOCs life cycle analysis
efficiency

coolants

targeted HVAC

common HVAC

grey water

water fixtures

light fixtures

BIM / commissioning

ground source heat pumps

specialized systems
big picture

mixed use / urban design
compact land use
LEED

shared parking district
transit incorporation
pedestrian focused design

flexible use design
building orientation
shared service
green buildings
in
green neighborhoods
in
green cities
Every member of our team is a strategist first and an architect, broker, designer, or planner second. It’s because of this that we’re greater than the sum of our parts.
perspective...