



**Community-Driven, Transformative Redevelopment**

**Crowdsourcing Triple-Bottom-Line Development**

# Total Current Development Pipeline

**23 Million SF Overall**

**14,000 Residential Units**

**9 Million SF**

**Additional Mixed Use**



# WHY CALIFORNIA???

## LOCAL INFRASTRUCTURE INVESTMENTS CREATED THROUGH ‘SELF-HELP’ INITIATIVES

- Uncertainty Around Federally Funded Programs
- Transformative Climate Communities Program (Statewide)
- “SB-1” (Statewide)
- Caltrain Modernization Program (Bay Area)
- “Measure X” (Monterey County)
- “Measure M” & “Measure R” (LA County)
- “Measure JJJ” & “Measure HHH” (LA City)
- LA Metro’s “28-by-28” (2028 Olympics)
- EIFD – Enhanced Infrastructure Financed Districts
- Prospects for re-enactment of *Redevelopment* in CA
- “SB-35” State mandate for housing developments for non-compliant cities



# **ATTAINABLE** HOUSING STRATEGIES

- Nonprofit Land Leases supported by private tax deductible donations
- LIHTC
- Community Benefits Agreements & PLA's
- Unit Sizes / Modular – UNIS = Extension of living area
- Social Impact Investing (Family Office / High Net-Worth Individuals / Foundations)
- Inclusionary Housing Mandates
- Local 'Self-Help' Initiatives
- A New "P3" Paradigm
- RRIF – Railroad Rehabilitation & Improvement Financing
- TIFIA – Transportation Infrastructure Finance & Innovation Act
- TIF – Tax Increment Financing PIF Pilot Incremental Financing
- CEQA Reform
- Car-free downtowns – 10-12K per year – TOD- UBER / ZIPcar
- TOC's – Transit Oriented Communities

**MEDICI EFFECT – THE INTERSECTION OF IDEAS WITH LIKE-MINDED PEOPLE FROM DIFFERENT WALKS OF LIFE**

# New Challenges for Millennials



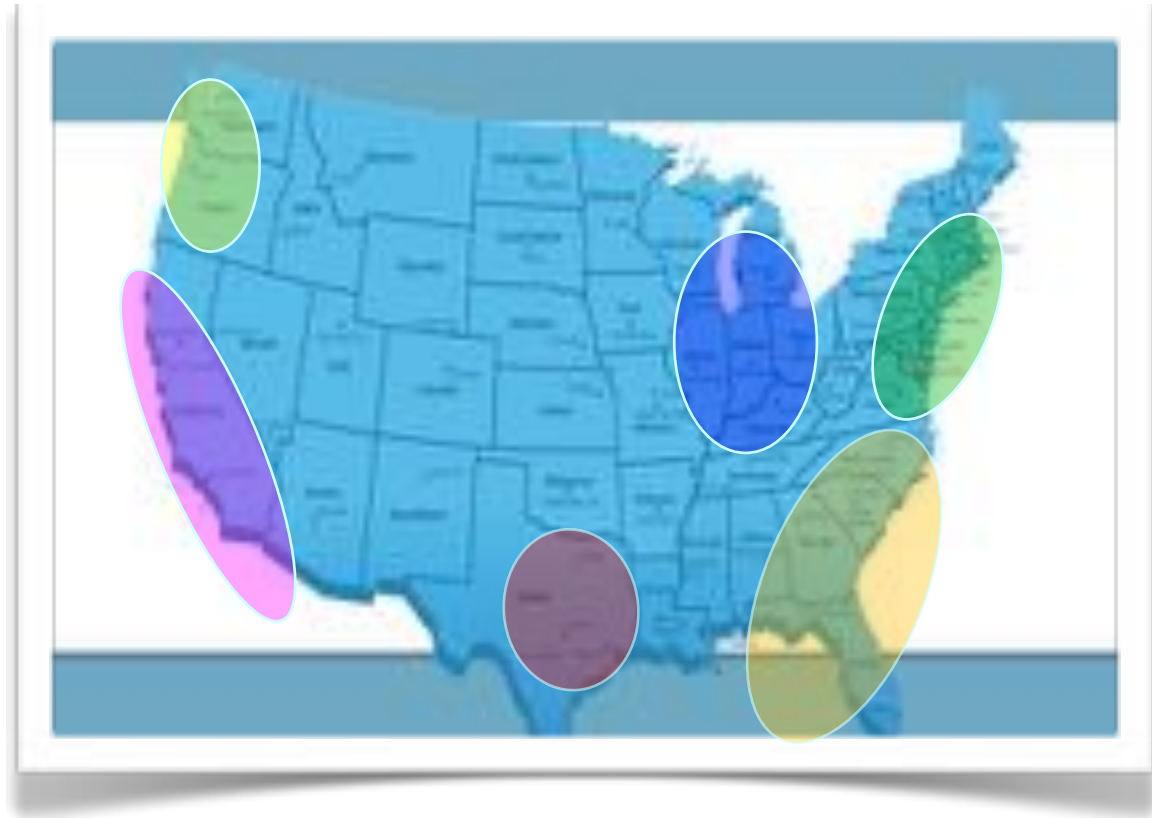
Student debt has exceeded credit card  
and auto loan debt

**\$1.5 Trillion**  
Aggregate Student Debt  
And Rising

**40%** of 18-34 Year  
olds still "live with  
parents"

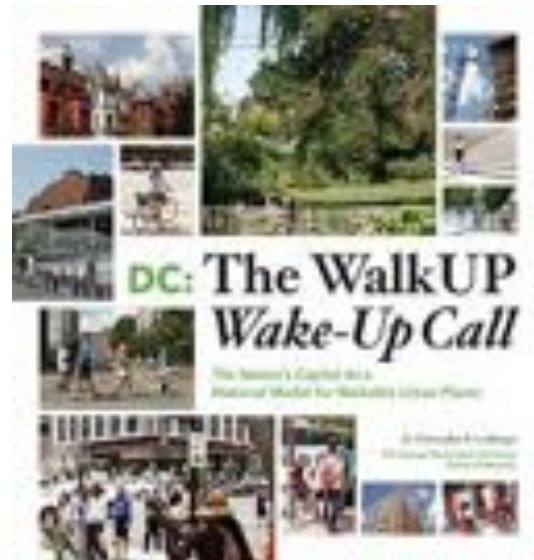
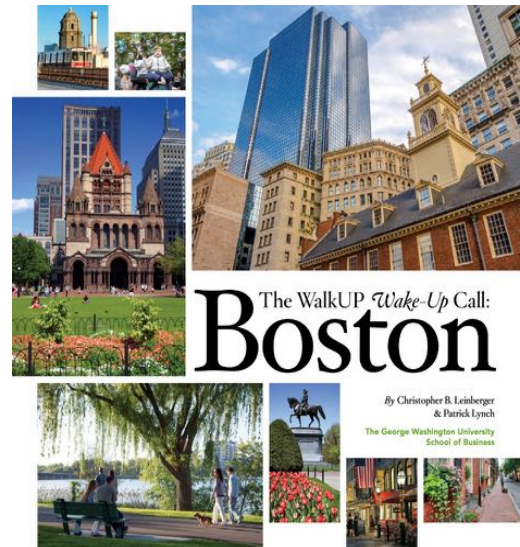
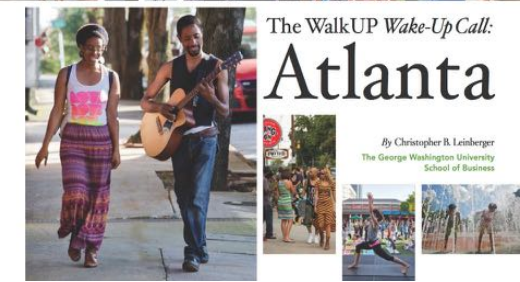
# WHY SUBURBAN DOWNTOWN REDEVELOPMENT?

- U.S. Urban Population to DOUBLE (150M to 300M) by 2050
- Two-Thirds of this Demand to be met by **“Urban Nodes in Suburbia (UNiS)”**
- WHY NOT IN MAJOR CITIES?
  - Spatial Restraints
  - Pricing Restraints
  - Preference Restraints
- 30% Market Demand vs. 2% Supply



U.S. Megaregions

# INVESTMENT OPPORTUNITIES for *this* MARKET DEMAND



*Suburban office parks and malls becoming an endangered species.*

*The new norm is suburban downtown offices and retail where people can **LIVE, WORK, SHOP, LEARN & PLAY***

*Massive re-development opportunities in less than 2.5% of the entire country's land mass.*



***Why not CA?***

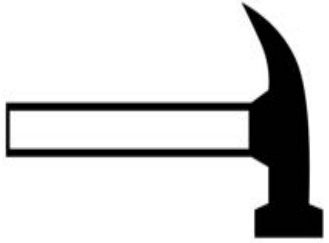
# Triple-Bottom-Line Development



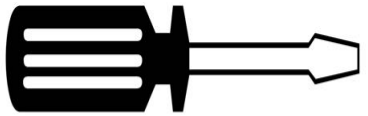
***Dedication to the  
“Triple-Bottom-  
Line”***



# Our Toolbox



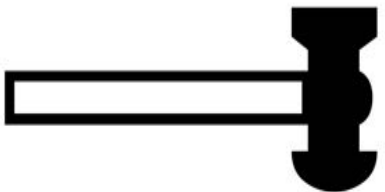
Public Private Partnerships (P3)



Unified Development Approach (UDA)



Form Based Code (FBC)



Crowdsourced Placemaking (CSPM)



# Public-Private Partnerships (P3)

*Partner with Municipality*

*Partner with Private Property Owners*

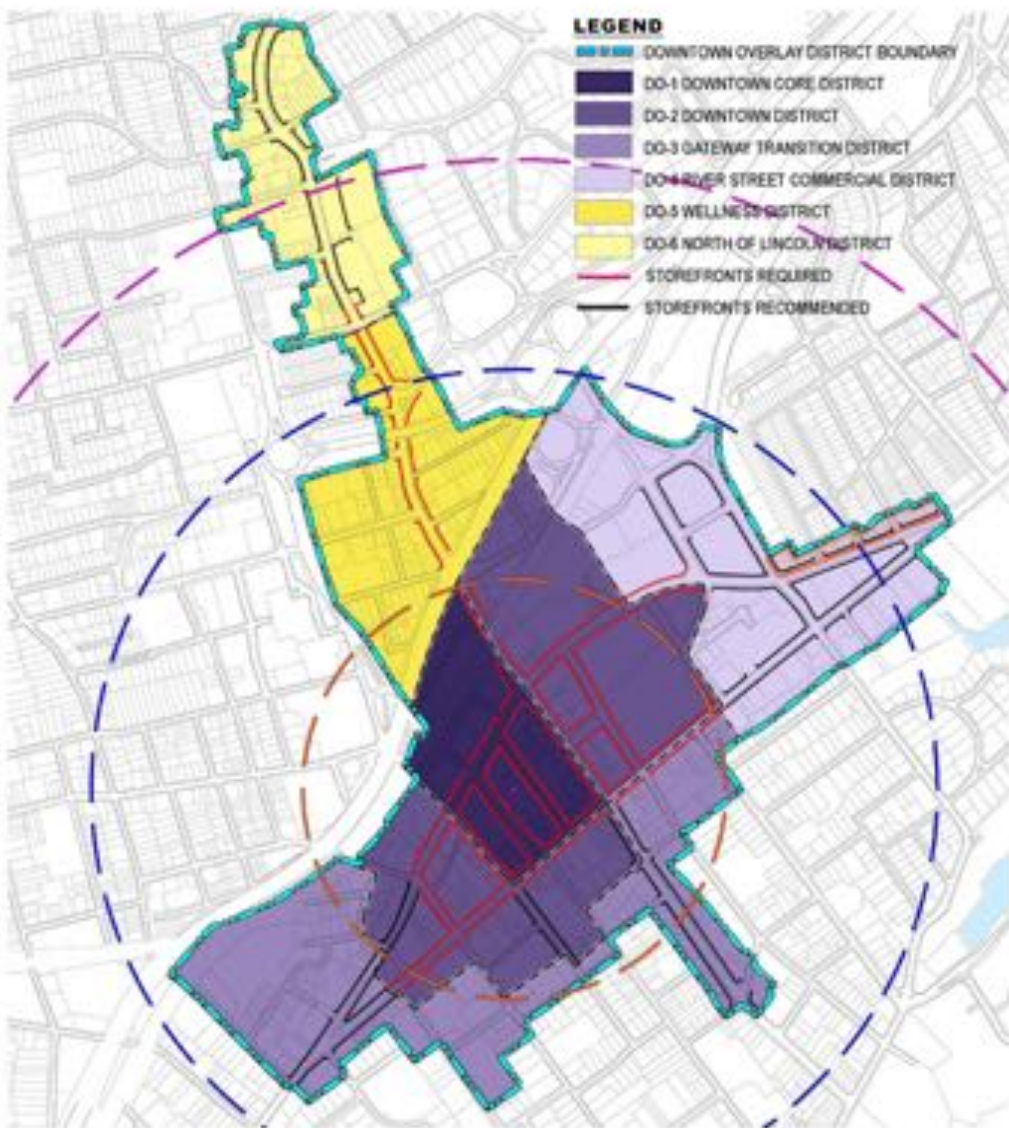
*Partner with Key Community Stakeholders*

*Partner with Transit Agencies*



# United Development Approach (UDA) - Form Based Code (FBC)

FIGURE 207-1-A. DOWNTOWN OVERLAY DISTRICT MAP



## 210. C. 1. STOREFRONT FRONTAGE

FR-1

Storefront Frontage FR-1

### PRIVATE FRONTAGE

ACTIVE EDGE REQUIRED - DOOR DISTANCE 50' MAX

ALLOWED FRONTAGE EDGING ELEMENTS

EE-1 EE-2 EE-4 EE-5 EE-7

### GLAZING REQUIREMENT

(a) A minimum of 65% of the street-level, street-facing building area located between 3' & 10' above the sidewalk shall provide clear, non-reflective glass.

### FUNCTION OF THE BUILD TO ZONE (BTZ)

- (a) Allows for entrance alcoves and expanded sidewalk area for outdoor dining.
- (b) Allows for facade articulation and inclusion of recessed building elements.
- (c) Allows for alignment with existing neighboring buildings.

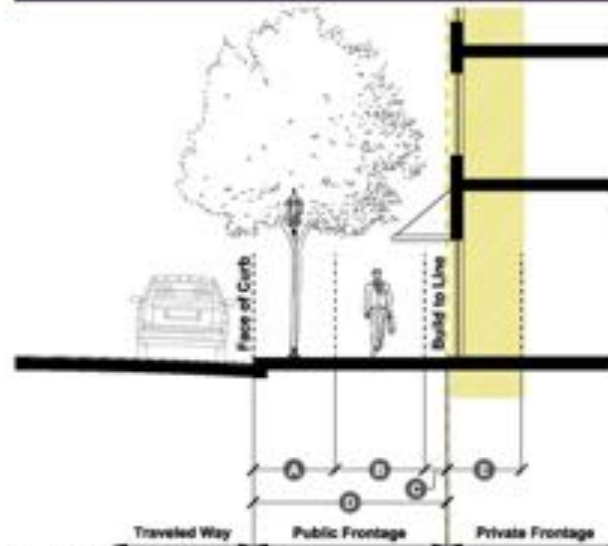


Figure 210-16. Storefront frontage build-to-zone



Figure 210-17.

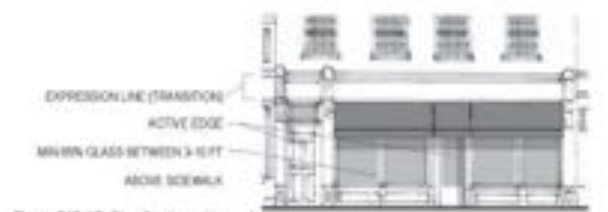
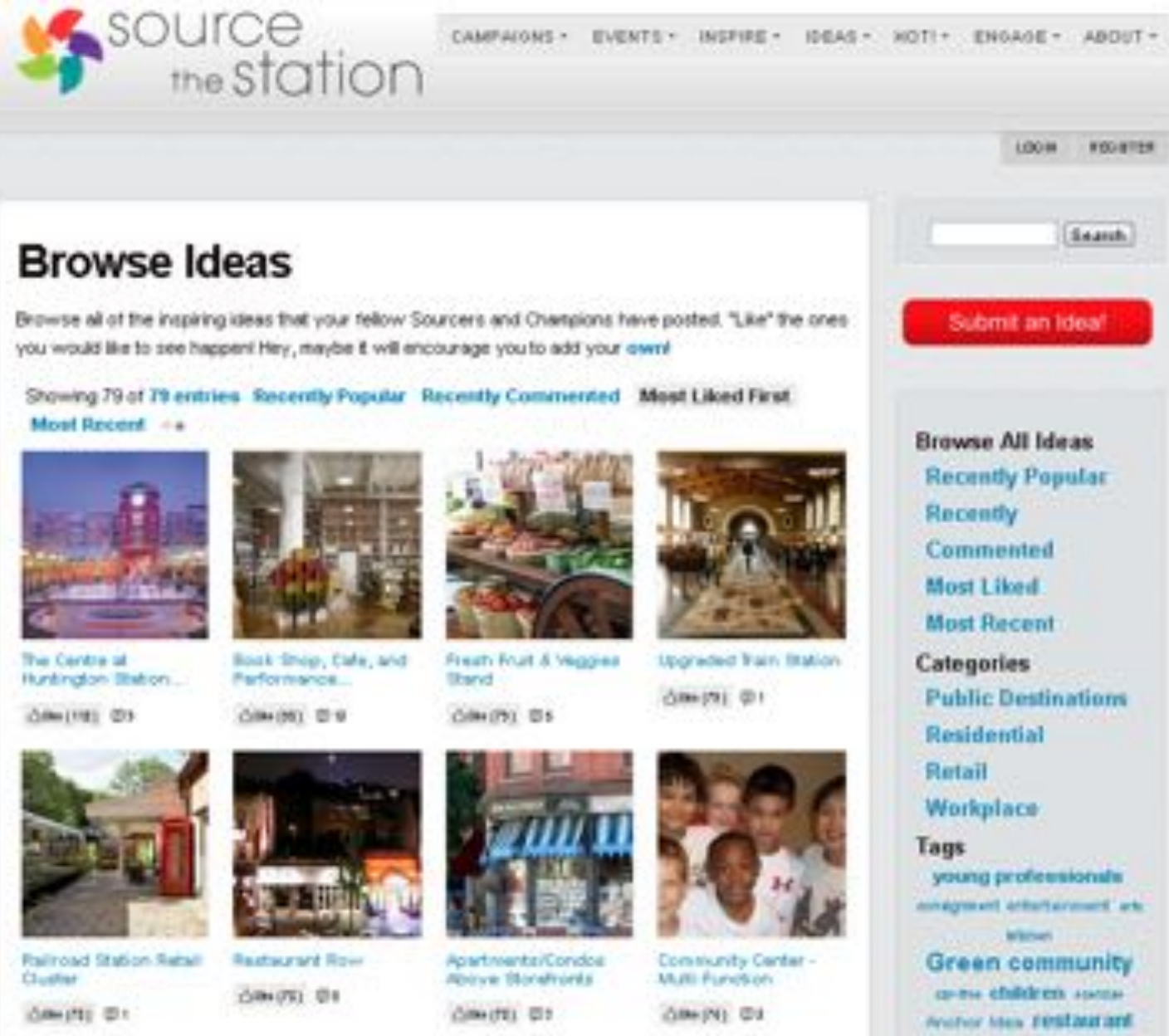


Figure 210-18. Storefront requirements

# Crowdsourced Placemaking (CSPM)



source the station


CAMPAIGNS • EVENTS • INSPIRE • IDEAS • HOT! • ENGAGE • ABOUT •

LOGIN REGISTER

## Browse Ideas


Browse all of the inspiring ideas that your fellow Sourcers and Champions have posted. "Like" the ones you would like to see happen! Hey, maybe it will encourage you to add your [own!](#)

Showing 79 of 79 entries Recently Popular Recently Commented Most Liked First Most Recent




The Central Huntington Station...

Like (18) 0




Book Shop, Cafe, and Performance...

Like (6) 0




Fresh Fruit & Veggies Stand

Like (7) 0




Upgraded Train Station

Like (7) 0




Railroad Station Retail Cluster

Like (7) 0




Restaurant Row

Like (7) 0



Apartments/Condos Above Storefronts

Like (7) 0



Community Center - Multi-Function

Like (7) 0

Browse All Ideas

Recently Popular

Recently Commented

Most Liked

Most Recent

Categories

Public Destinations

Residential

Retail

Workplace

Tags

young professionals

emerging entertainment arts

Green community

children's

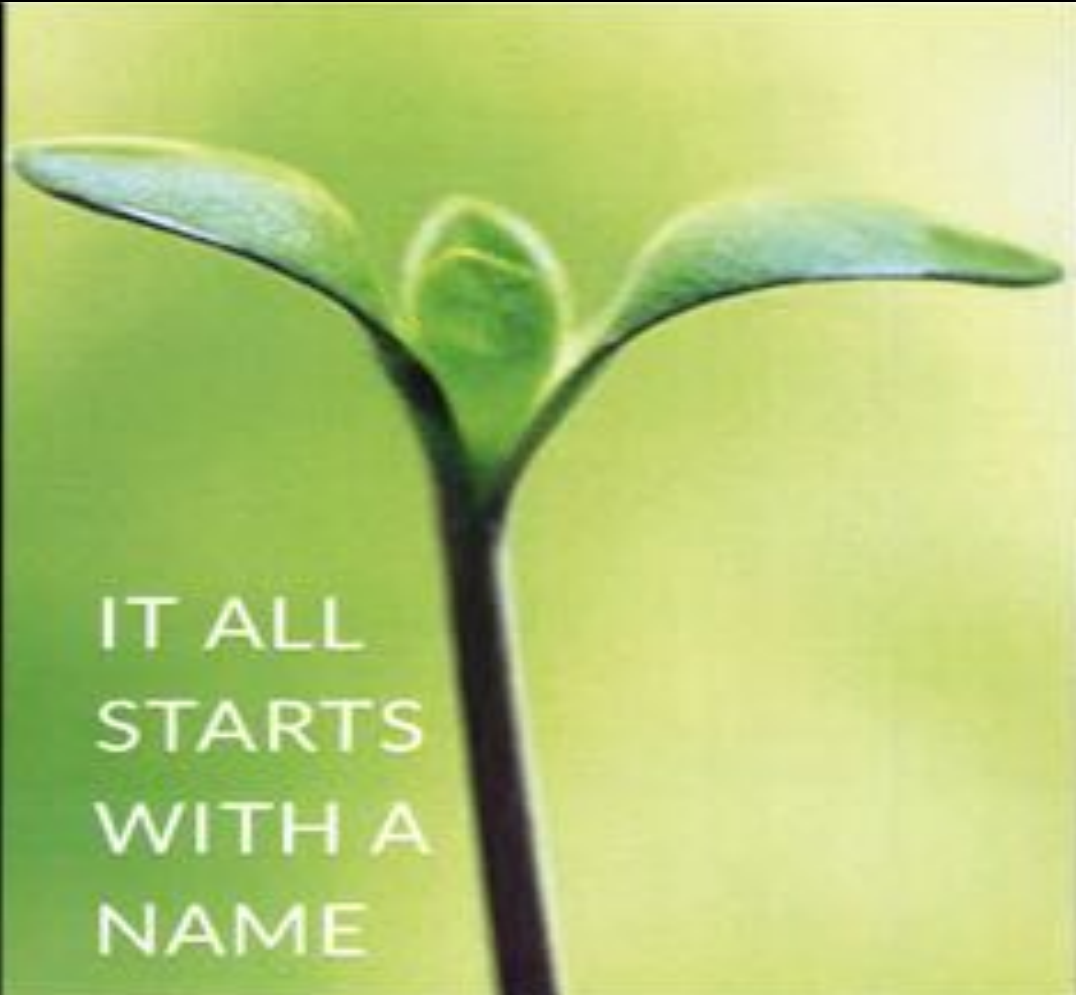
Another idea

restaurant



Our "Secret Sauce"

1

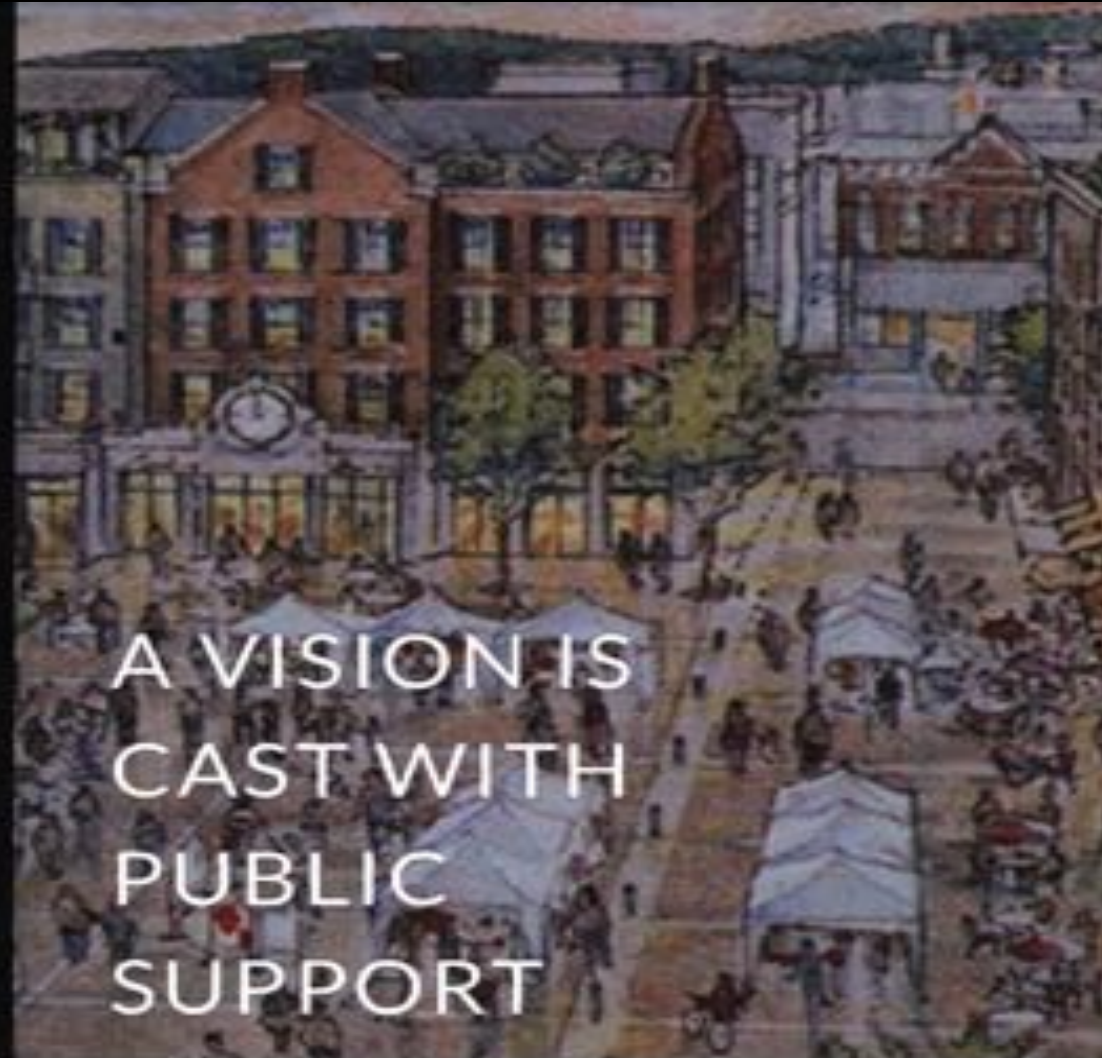


IT ALL  
STARTS  
WITH A  
NAME

2

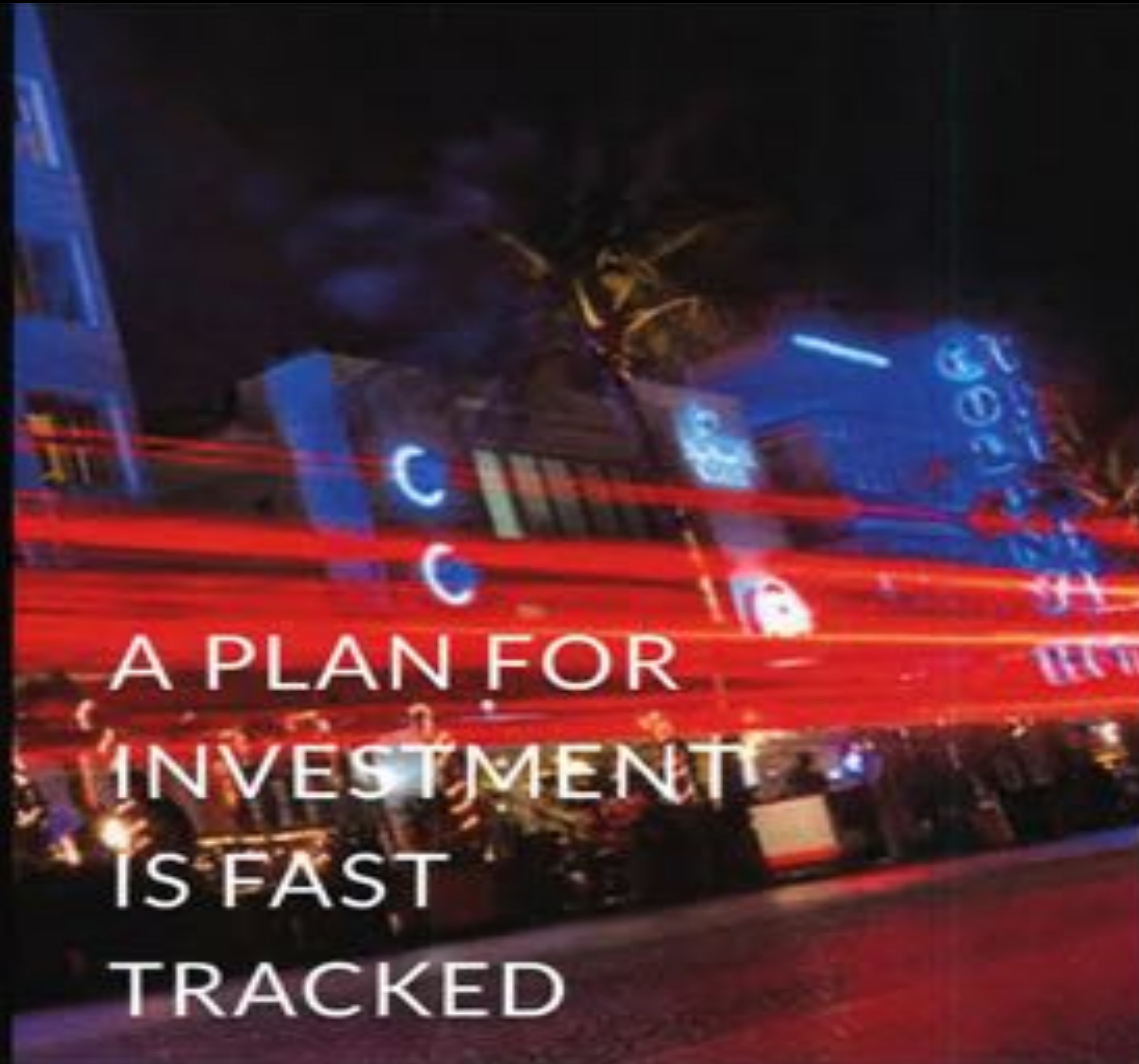


3



A VISION IS  
CAST WITH  
PUBLIC  
SUPPORT

4

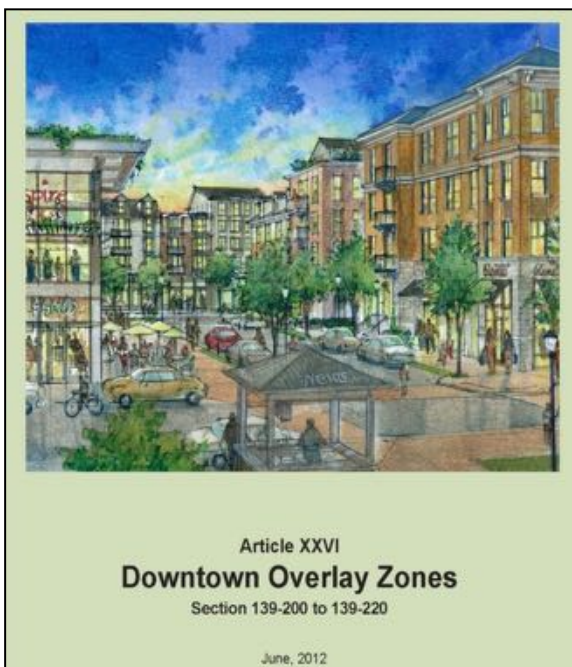


A PLAN FOR  
INVESTMENT  
IS FAST  
TRACKED

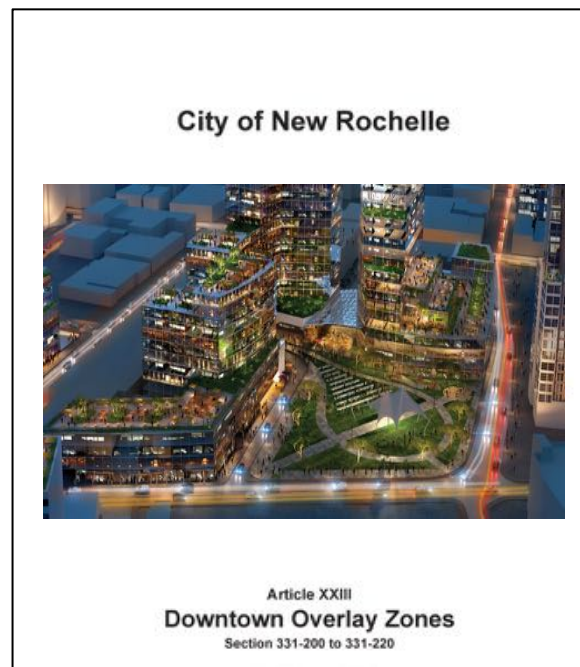
# CASE STUDIES

- **Hempstead, NY** = 5-0 Bipartisan Approval | 5.2M Square Feet | Approved 127 days
- **New Rochelle, NY** = 7-0 Bipartisan Approval | 11.3M Square Feet | Approved 96 days
- **Southampton, NY** = 5-0 Bipartisan Approval | 3.2 M Square Feet | Approved 106 days

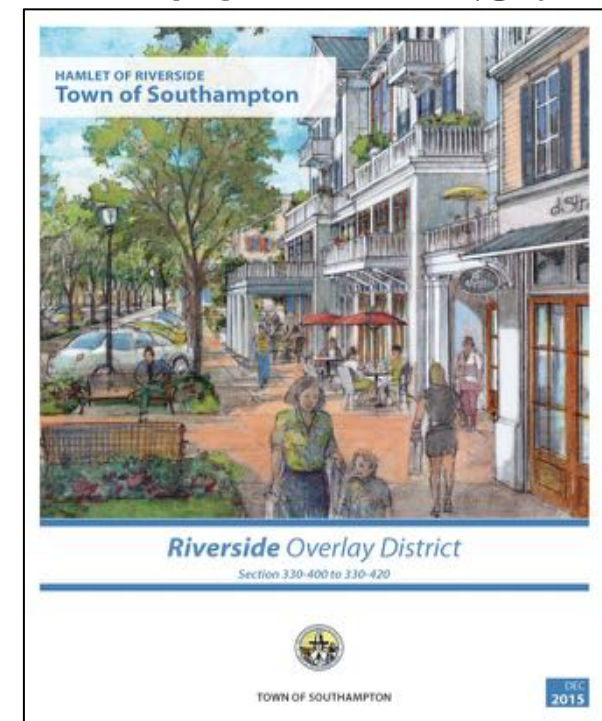
## 127 DAYS!



## 96 DAYS!



## 106 DAYS!



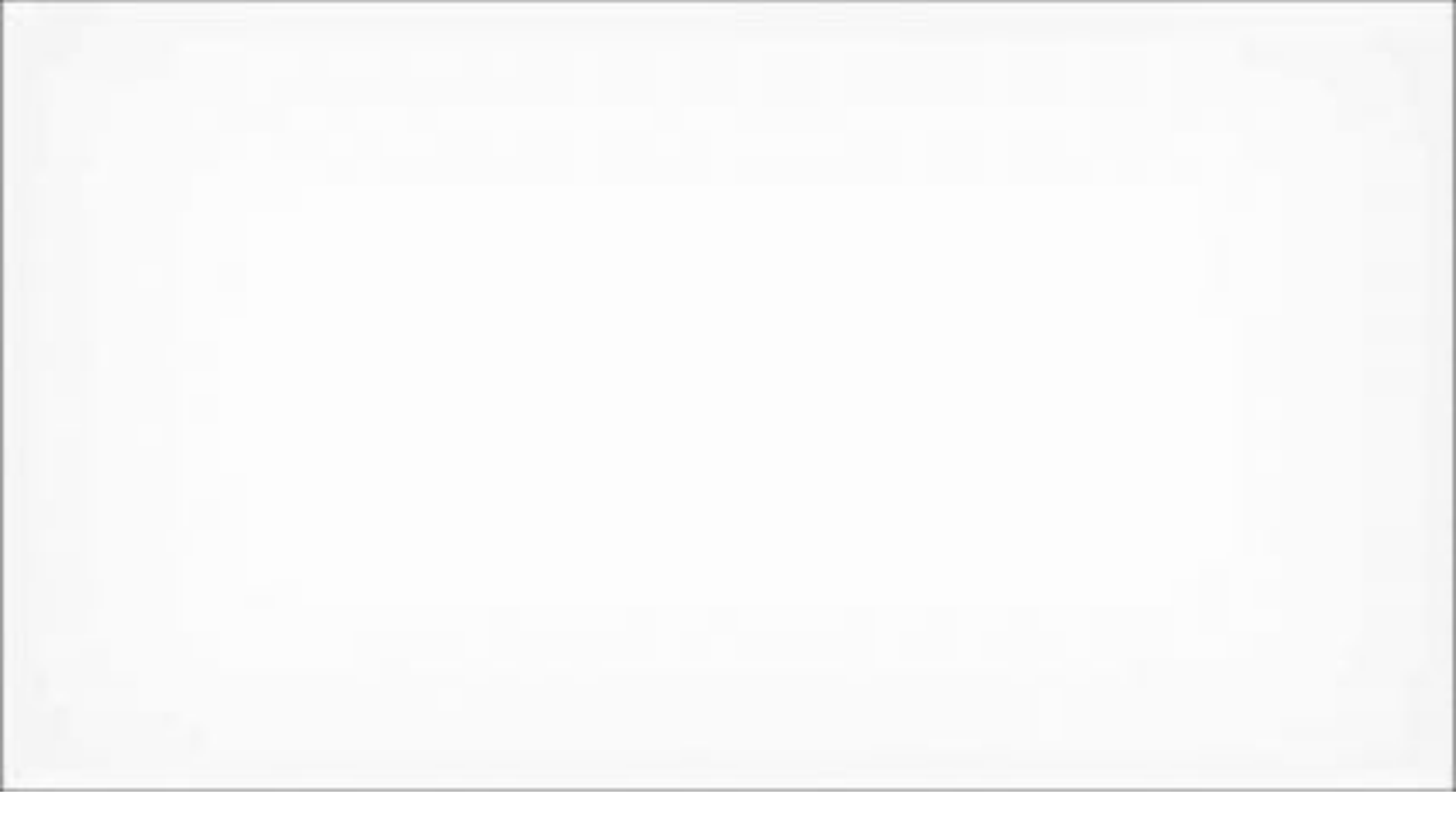
5



IT ENDS  
WITH  
COLLECTIVE  
INVESTMENT

# COMING SOON!!!!

**A visualization and analytical  
real estate development tool**





**Community-Driven, Transformative Redevelopment**

**Crowdsourcing Triple-Bottom-Line Development**