An aerial photograph of a city street grid. Two cars are visible on the streets. In the bottom left corner, there is a circular logo with the letters 'St' inside. The text 'Eric C.Y. Fang' is overlaid in the upper right quadrant.

Eric C.Y. Fang

Mixed-Use
Development &
Consulting Group

*We make
great urban **places**
that people love.*

Street-Works

Street-Works Experts in Creating Great Urban Places



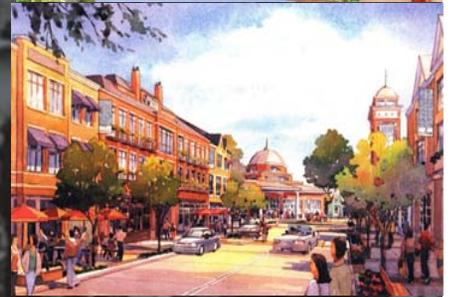
Woodlands Houston

Reston Washington DC



Park Place Kansas City

Crocker Park Cleveland



Rockville Washington DC

University Village Seattle



Lighthouse New York

Celebration Orlando



Four Development Filters

Physical

Master Planning
Urban Design
Architecture
Streetscape
Storefronts
Graphics
Imaging

Market

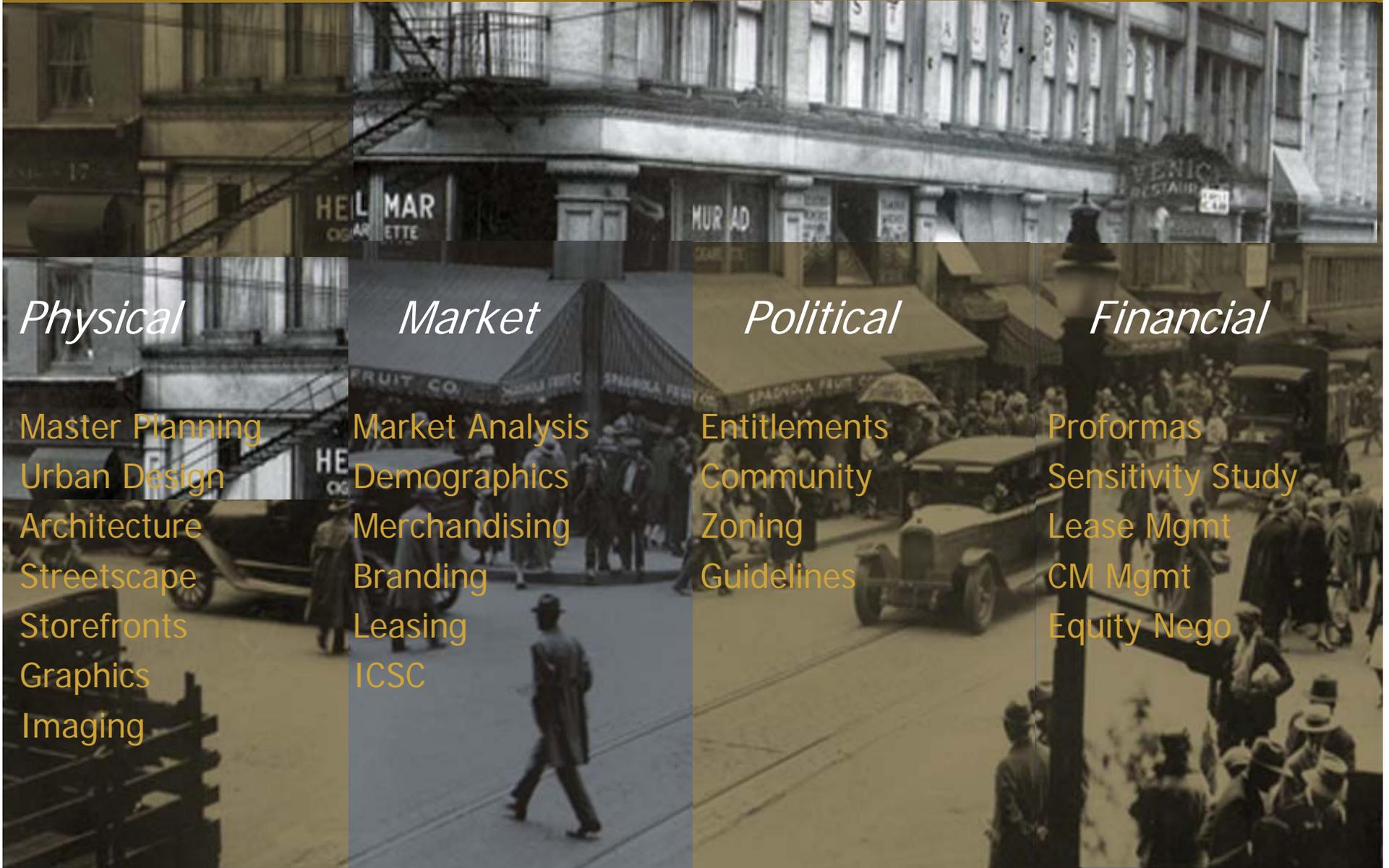
Market Analysis
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Sensitivity Study
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CM Mgmt
Equity Nego



Four Development Filters

Physical

Urban Planning
 Urban Design
 Architecture
 Site Conditions
 Traffic
 Streetscape
 Imaging

What Is Downtown 'Really'? Downtown's 'Functionality Zones' Don't Work.

1 DOWNTOWN HARTFORD CONSISTS OF FIVE 'FUNCTIONALITY ZONES'

Because no one actually lives there, the downtown doesn't have neighborhoods but rather 'functionality zones'. The commercial/cultural downtown district can be defined by five distinct functional zones:

- The Civic Center Office/Hotel/Arts
- Main Street North Office/Hotel/Educational
- Main Street South Office/Cultural
- Constitution Plaza Office
- Convention Center Hotel/Convention Center

2 HARTFORD'S LEGACY IS A TALE OF 'SILVER BULLET' STRATEGIES

Each zone can currently be defined by the challenges and unintended consequences created by imposing large scale, urban mega-structures on the historic context. These 'silver bullets' include:

- The Civic Center The Civic Center
- Main Street North State Street Project
- Main Street South Bushnell Towers
- Constitution Plaza Constitution Plaza
- Adrien's Landing Skyway
- Convention Center Convention Center

3 HARTFORD'S DOWNTOWN IS COMPACT BUT HOSTILE

The scale of each zone and the commercial/cultural downtown is compact. You can walk from corner to corner in ten minutes. However, it seems much larger and people won't do it because the urban environment is so hostile to the pedestrian.

VIEWPOINT

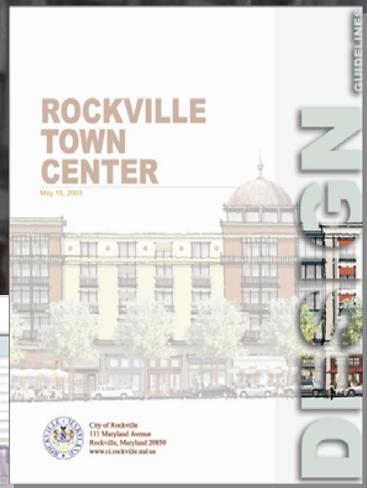
SO WHAT :

Focusing only on function is dysfunctional

A strategy based purely on the location of important, regionally based functions, no matter their size, will not address Hartford's difficult downtown situation. We must have a strategy that makes downtown livable not merely functional. Downtown must become a neighborhood. People must want to LIVE there, not only visit there.

THIS MEANS :

Reclaim downtown's livability with 4,000 residential units.



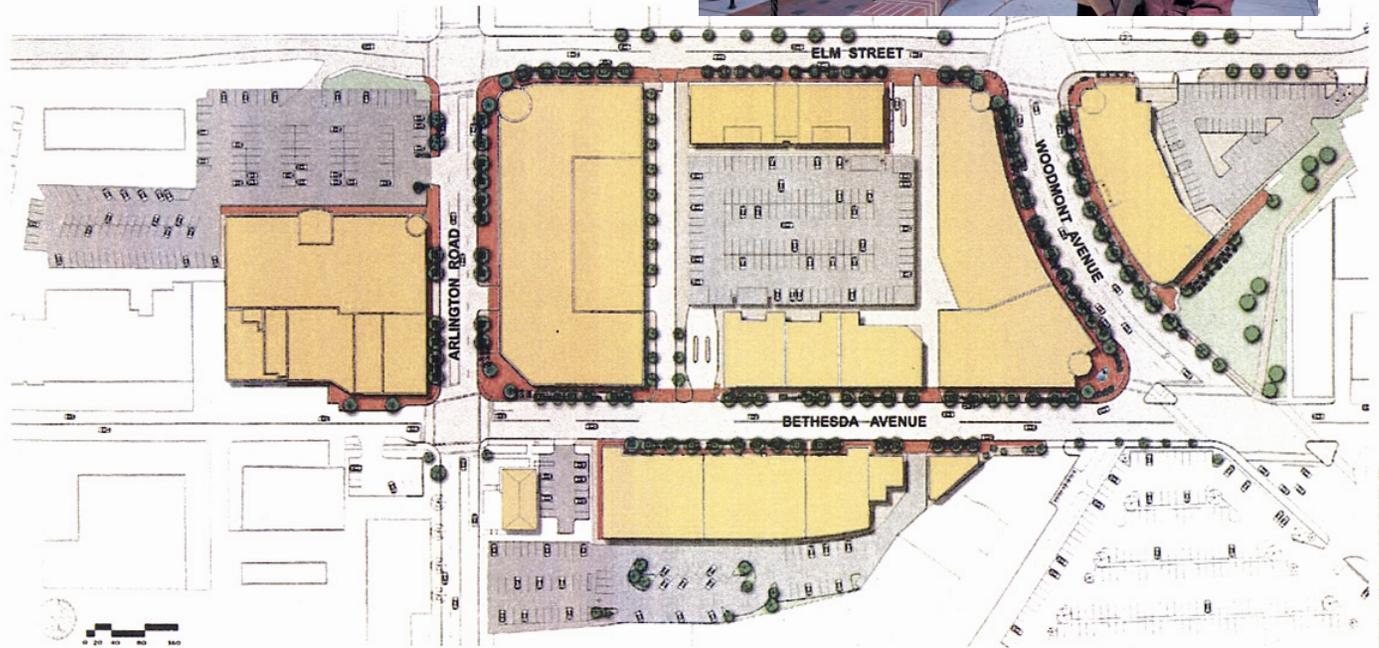
Four Development Filters



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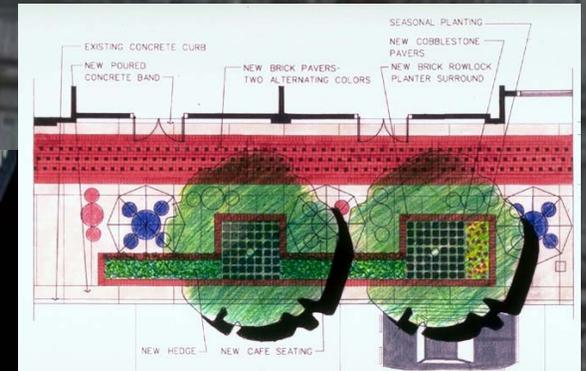
Four Development Filters

Place	Street	Cross Streets (Begin/End)	Length	Width	Building Height	Tree Spacing/ Min. Limb Height	Sidewalk (Total/Clear/Type)	Lighting	Parking	Comments
Los Gatos	North Santa Cruz Ave	Saratoga/Hoodman Street		60	1-Story Mostly	40' o.c. 10' plus	5'500 Concrete with brick band	Historic Style Cobra	Parallel/Free 2 Hour	Town gear at end of street
High Alt	Alvordville Avenue	Alvord/Jagot	2100	78	2-3 Stories	40' o.c. 10' plus	1'017 Concrete	Historic	Parallel/Free 2 Hour	Free 2 Hour
Burlingame	Burlingame Avenue	El Camino/California Drive	1350	78	1-2 Stories	40' o.c. 10' plus	1'1 Aggregate	Newborn	Angled	Angled
Durlingame	Burlingame	El Camino/California	1350	66	2-3 Stories	40' o.c. 10' plus	95% Concrete	Historic	Angled	Angled
San Mateo	3rd Street	El Camino/Alameda	1500	70	1-2 Stories	30' mixed decid. understory trees	1'09	Cobra	Parallel	Parallel
San Mateo	4th Street	El Camino/Alameda	1500	66	1-2 Stories	30' mixed decid. understory trees	1'09	Cobra	Parallel	Parallel
Santa Cruz	Franklin Avenue	Diablos/Jagot	2600	71	2-3 Stories plus	Double staggered on side walk	2'0137 Concrete	Historic	Parallel/Parallel	1 Way - Local/Local 2 Way - Local/Church
Carroll	Coogan Avenue	Monte Verde/Jumpers	1200						Parallel	Center park bike median
Mark Park	Santa Cruz Avenue	El Camino/Kennedy	1300	65	1-Story		5'500 Brick & Aggregate	Wood pole/low fixture	Parallel	Center park bike median
Coronado	4th Street	Heart		70	1-2 Stories	27' o.c. 8-1' clear w/ 14' tree	17' 0' 14' 0' Concrete	Historic, 100' clear in middle of job walk	Parallel	Parallel
Marshall Hill	Castro Street	1st/2nd/3rd/4th		60	1-2 Stories	30' o.c. 10' plus	1'017 Concrete	Historic	Parallel/Free Flow	Side walk up 2 steps from parking, mid block crosswalk, strong area and parking spaces and better turning lane
Los Altos	Main Street	1st/2nd/3rd/4th		60	1-2 Stories	30' o.c. 10' plus	1'017 Concrete	Modern Linear S&B	Angled/Free 2 Hours	Angled
Santa Monica	S. Main Street	1st/2nd/3rd/4th		60	1-2 Stories	30' o.c. 10' plus	1'017 Concrete	Cobra	Parallel/Free 2 Hours	1 lanes with center turning lane
	3rd Street	Diablos/Wilde		60			2'0137 Concrete	High Mast	No Cars Allowed	Parking 2 Hours Free \$5.00 1/2 hour \$1 Maximum Some D.H. Miles
Westwood	Montana Avenue	1st/2nd/3rd/4th		60			1'017 Concrete	Historic	Parallel/Free 2 Hours	Center Median with Trees
LA	Montrose Avenue	1st/2nd/3rd/4th		60			1'017 Concrete	Historic	Parallel/Free 2 Hours	Center Median with Trees
San Francisco	Golden Gate	1st/2nd/3rd/4th		60			1'017 Concrete	Historic	Parallel/Free 2 Hours	Center Median with Trees
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Long Beach	King	1st/2nd/3rd/4th		60			1'017 Concrete	Historic	Parallel/Free 2 Hours	Center Median with Trees
Marlborough	Madison Avenue	1st/2nd/3rd/4th		60			1'017 Concrete	Historic	Parallel/Free 2 Hours	Center Median with Trees
	1st Avenue	1st/2nd/3rd/4th		60			1'017 Concrete	Historic	Parallel/Free 2 Hours	Center Median with Trees
	Woodfield Center	1st/2nd/3rd/4th		60			1'017 Concrete	Historic	Parallel/Free 2 Hours	Center Median with Trees
Los Altos	1st Avenue	1st/2nd/3rd/4th		60			1'017 Concrete	Historic	Parallel/Free 2 Hours	Center Median with Trees
2 Miles				NA						1/2 20' Plaza
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San Jose	28 Avenue	1st/2nd/3rd/4th		60			1'017 Concrete	Historic - "wide hooded gas lamp style" than 100' o.c. at corners	Parallel/Free 2 Hours	Market Street North - 1 way - Market Street South - 2 way
Wash Park	W. Central	1st/2nd/3rd/4th		60			1'017 Concrete	Historic	Parallel/Free 2 Hours	Center Median with Trees
San Jose	W. Central	1st/2nd/3rd/4th		60			1'017 Concrete	Historic	Parallel/Free 2 Hours	Center Median with Trees
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street width/row;
 building heights/uses;
 hot blocks/anchors;
 parking systems;
 tree species/spacing;
 urban amenities;
 paving materials;
 lighting techniques.

Sidewalk Design

20' Sidewalk Zones



Sidewalk Design



The Four Development Filters



Physical

Urban Planning
Urban Design
Architecture
Site Conditions
Traffic
Streetscape
Imaging

- *Double-sided with activities*
- *Mostly Continuous, with few gaps*
- *Rarely over 100' wide, better at 70-80'*
- *1,000' to 2,000' long*
- *Two-way Vehicular Traffic*
- *Parallel Parking*
- *Regional character (local and comfortable)*
- *Connected to surroundings*



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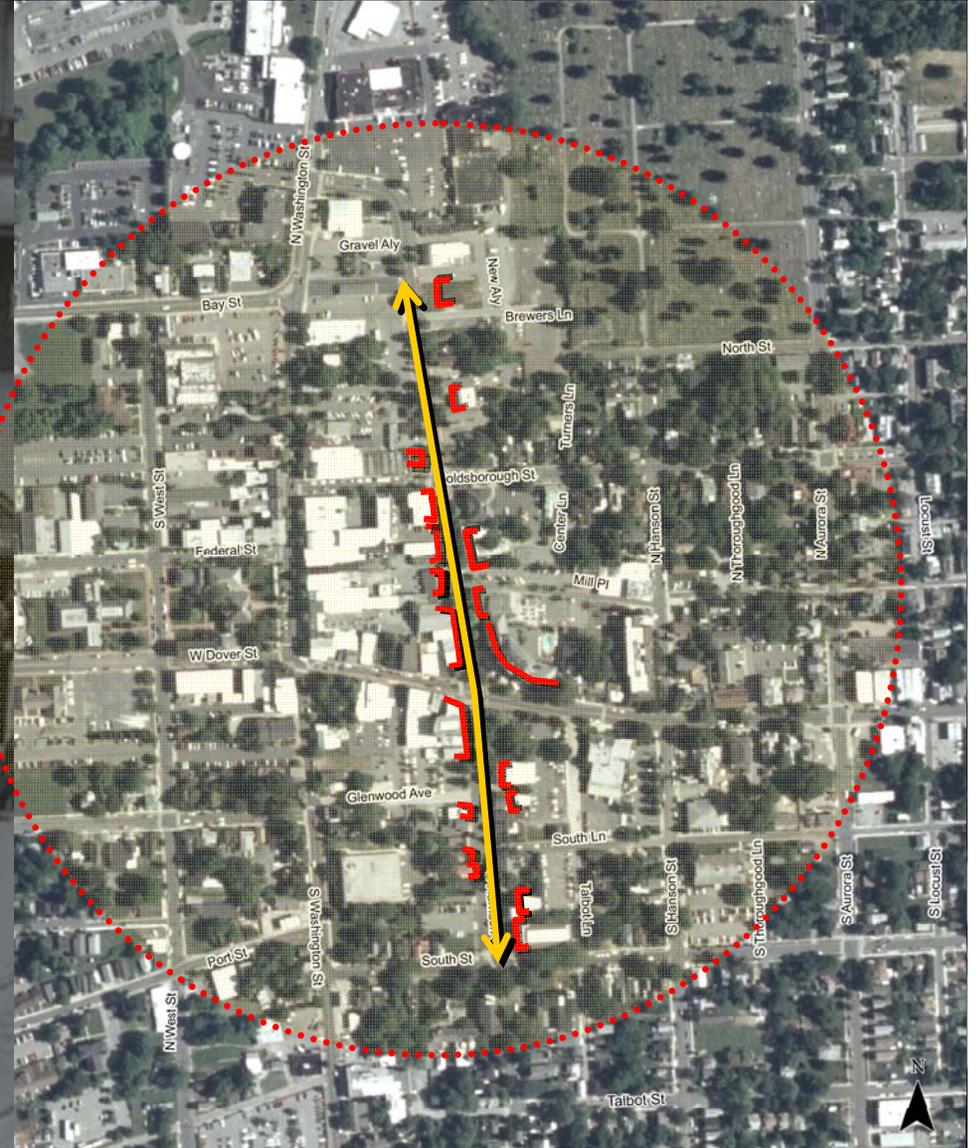
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Four **Development** Filters

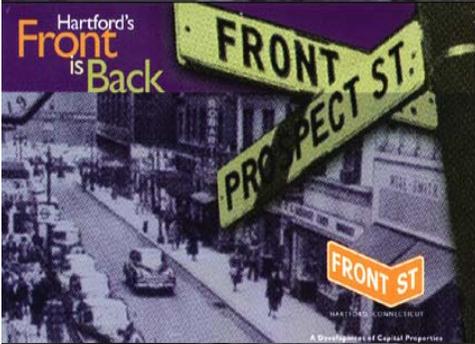


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The Four Development Filters



Physical



Market



The Reston resident is suburban minded

25% "Winner's Circle"

- Suburban married couples, with or without children
- Travel internationally
- Brand conscious, regardless of price
- College graduates in managerial positions
- Primarily white
- Median age between 35-44

20% "Executive Suites"

- White-Collar Couples
- Mostly golf and belong to health clubs
- Brand loyalty to mid-scale products
- College graduates in professional jobs
- Although predominantly white, includes high Asian population
- Most live in single-family homes

20% "Upward Bound"

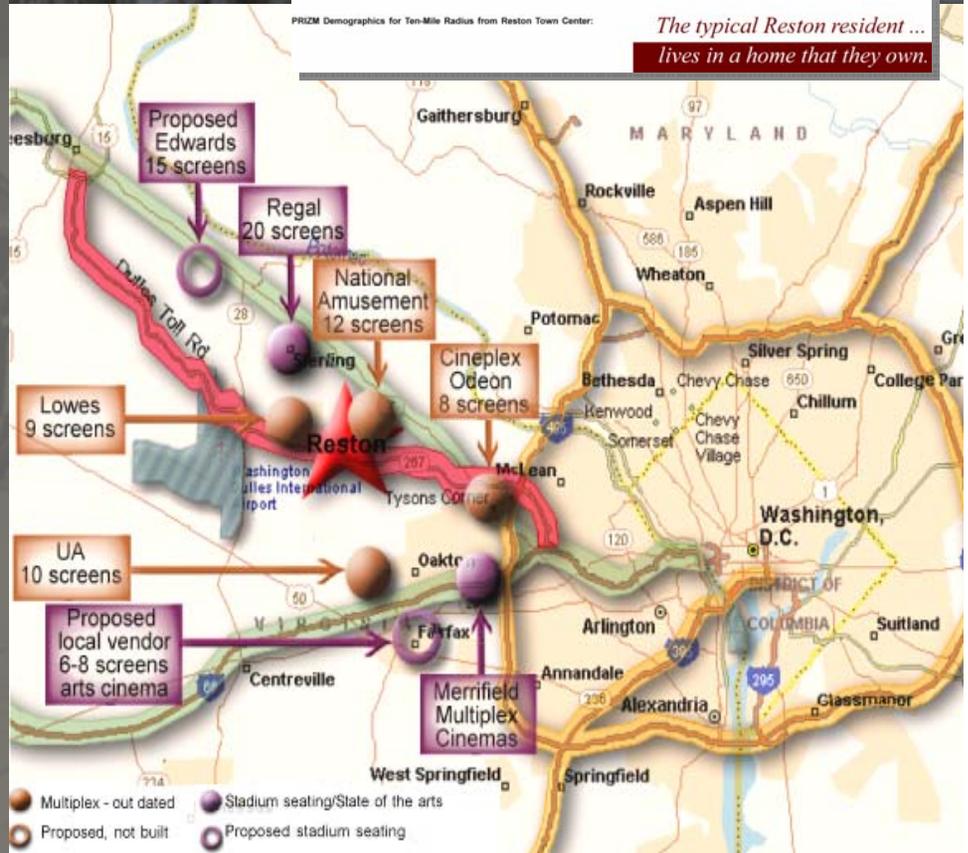
- Dual-income families
- They fly frequently
- Loyal to brand names, but
- Also value driven (will hunt for bargains)
- College graduates in managerial positions
- Primarily white
- Two-thirds live in homes they own.

PRIZM Demographics for Ten-Mile Radius from Reston Town Center:

The typical Reston resident ... lives in a home that they own.



Market Analysis
Demographics
Merchandising
Branding
Leasing
ICSC



The Four Development Filters



The Four Development Filters



Market

**Market Analysis
Demographics
Merchandising
Branding
Leasing
ICSC**



The Four Development Filters

Storefront Guidelines Overview



Storefront Components

Storefronts are the face of a building and a critical component of a project's identity and success. The quality and quantity of entries and signage are reflective of a great retail center. The best storefronts, however, are strongly encouraged. The criteria is summarized below as a set of rules for storefront components, or zoning goals, for existing buildings, or as a set of standards for new buildings. Storefronts are an integral part of a building's identity, and should be designed to be attractive and functional.

Entries & Doors



Canopies & Awnings



Windows & Glazing

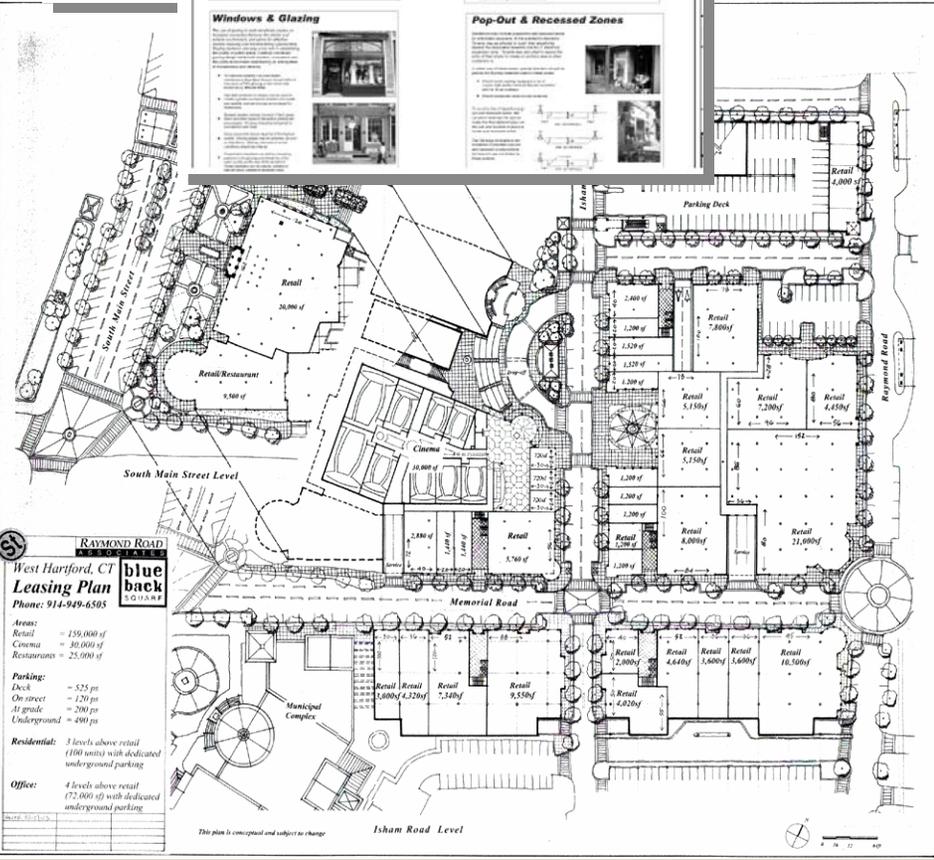


Pop-Out & Recessed Zones



Key:

■ Corner of storefront
□ Other than corner



Political

Zoning
Entitlements
Consensus-Building

The Four Development Filters



LEASING ANALYSIS

- Over 130,000 sf of space will turn over within the next 5 years. The retail space in Building 7 (the Office Tower) for the mall will be 45% of the remaining inline space.
- Where is that space located? It's heavily concentrated on the northside of the mall.
- Except for a 5 yr. Option for the Disney Store, the entire Building 2 will be available.
- Building 3 is also available except for the Gap but prospects may be high to potentially relocate elsewhere in the development. This will need to be explored further as we develop an overall merchandising plan that is tied to a phasing plan.
- Building 1 will prove a bit more difficult as Burger King has a 6 year option and leases for Lane Bryant and Applebees extended to 2011 and 2017, respectively. In our Brookwood development, for instance, we were able to create pad sites to attract tenants with long term leases "away" from the mall. Similar "pad site" strategies as well as a few other buy-outs may be needed to free up the remaining space. The cost of these buy-outs will require additional analysis as we start to market and determine the value and triple net rent of alternative tenants.
- Given the size that would be available by Year 5, there are a number of options to consider: a repositioned and expanded cinema, additional square footage and restaurant opportunities, etc.
- By Year 10, another 80,000 sf comes online, excluding the base retail of the office building in Building 7.

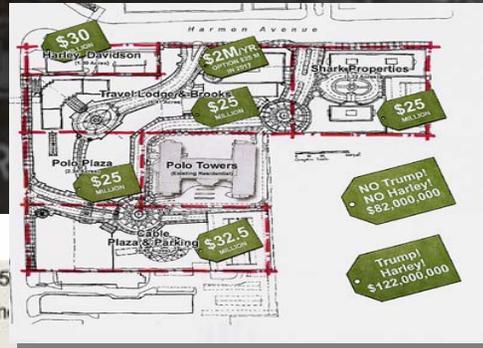


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Proformas
Sensitivity Study
Lease Management
CM Management
Equity Negotiation

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Financial

Does mixed-use make sense?
Is there enough critical mass to justify investment?

