Renaissance
Downtowns

Vibrancy
Diversity
Green Building
Authenticity
Economic Development
Quality of Life
Creative Class
Transit Oriented
Culture
Innovative, Full Service Real Estate Investment and development Firm with 35+ years Industry Experience

- Residential
- Commercial
- Cultural
- Entertainment
- Marine Uses
- Hotel
- Hospitality
- Mixed Use
Must Adjust To the New Norm

- U.S. Urban Population to DOUBLE (150M to 300M)

- Two-Thirds of This Demand to be Met by Urban Nodes in Suburbia

Our Nation’s Suburbs Must Meet This Demand
The Market Demands Downtown Living…

The Market Wants Urban Suburbia and Downtown Living

- Cultural venues
- Artist lofts
- Entertainment venues
- Ethnic restaurants
- Educational opportunities
- Reduced Crime
- Retail/Commercial
- Vibrancy and Energy
- A true sense of place

The Public Must Understand The Process and the Benefits
Branded Leader in Comprehensive Downtown Redevelopment

- Hempstead, NY
  Master Developer

- Huntington Station, NY
  Master Developer

- Glen Cove, NY
  Master Developer

- Bristol, CT
  Master Developer

- Nashua, NH
  Master Developer

- Waterbury, CT
  Master Developer
Glen Isle Mixed Use Development

- True Mixed Use, Transit Oriented Walkable Neighborhood
- “Project of Regional Significance”
- Vision Long Island “Best Mixed Use Project” – 2010
- Long Island’s Largest Approved Project (at Time of Approvals)
- 7 Years In the Making is Just Too Long!!!
We go nowhere without public support
A Brief History of Entitlement Work...
Plan Over Process:

A Divisive and Exclusive Approach
“LEAVE THE THINKING TO US.”

—THE Oligarchy
Traditional Approach:
Us v. Them Confrontational, Lines Drawn in the Sand, The Negotiation
“Leave the thinking to us.”

—The Oligarchy
If You Don’t Manage the Conversation...
It Will Manage You!
Process Over Plan:

An

Inclusive and Constructive Approach
Crowdsourcing is the act of sourcing tasks traditionally performed by specific individuals (within a Company / Corporation) to an undefined large group of people or community (the crowd) through an open call.
Crowdsourced Placemaking is the act of sourcing placemaking tasks traditionally performed by planners and real estate developers to a large group of community members (the crowd) through an open call.
Crowdsourced Placemaking: Turning Apathy into Energy

- First Of Its Kind Crowdsourced Placemaking Program
- Patent Pending
- Transparent Process
- Online Forum / Community (ala Facebook)
- Online Voting Application (ala YouTube)
- In Person Meetings
- 2500 Members Strong!
Crowdsourced Placemaking: Turning Apathy into Energy

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Pop Up Piazza Bristol, CT – 15,000+ !!!
Celebrating Bristol’s Approval

Bristol CT, October 11 2011: 7-0 Unanimous Vote
**The New York Times**

**SUNDAY JULY 10, 2022**

**IN THE REGION/Connecticut**

**You ‘Like’ It, They Build It**

By LENA ROYSTON

Mark Vollenak, Jr., now 77 years old, said he didn’t remember a time when the town wasn’t surrounded by roadways, or a time when he didn’t drive to school or work. He remembers the beauty of living in a small town, where everyone knew each other and the streets were quiet.

After completing college and law school, Mr. Vollenak moved home to Freedom with one goal in mind: to get out of the city and start a new life. At the urging of his family, he decided to try his hand at farming.

“I want to be a member of the community,” he said. “I want to get involved in things that are important to the town.”

And so, Mr. Vollenak joined the local planning board, helping to shape the town’s future. He found that he loved being involved in making decisions that would affect the lives of others.

Mr. Vollenak is not alone in his passion for community involvement. The town of Freedom has seen an increase in residents over the past few years, and many of them are eager to get involved.

The town is known for its beautiful scenery, its close-knit community, and its many options for recreation. And, as residents continue to flock to Freedom, the town is working hard to ensure that everyone feels welcome and valued.

**Using social media to get the word out to residents**

It’s not just on social media that the town is making efforts to engage with its residents. The Freedom municipal website is also a valuable resource for residents, offering information on events, local businesses, and other important topics.

In addition, the town hosts a number of events throughout the year, such as the annual Freedom Fair and the Freedom Festival. These events bring residents together and help to foster a sense of community.

If you’re interested in getting involved in the town of Freedom, there are many ways to do so. Whether you’re interested in volunteering, participating in a community project, or simply meeting new friends, there’s something for everyone in Freedom.

So, if you’re looking for a place to call home, where you can get involved in the community and make a difference, look no further than the town of Freedom. We’d love to have you join us!”

**Using social media to get the word out to residents**
The Community Lives On

- Summer Street Clean Up
- Crowdsourced Summer St.
- 2nd Annual Pop Up Piazza
- Building Typologies
- Rent Up Efforts
Ongoing Efforts

Join efforts to support local with Bristol’s first...

CASH MOB

April 28
Click for Details

Bristol Rising Will Outlast the Development!!!
Crowdsourced Placemaking in Hempstead, NY

• Early Struggles and a Need to Adapt
• Digital Divide – Paper Ballots
• Need to Reach Spanish Speaking Population
• Trust Building
  • Jobs
  • Infrastructure
  • Benefits to Community
• Need for Local Champions
Existing Conditions

No Eminent Domain nor Displacement of Residents or Businesses
Culture, Arts &
Mixed Income Residential for Local Residents
Class A Offices, Public Places, Parks & Locally Owned Independent Businesses
LESSONS LEARNED

• Community Sentiment Necessitates Bringing in the Silent Majority (not the Oligarchies)
• The “Conversation” Will Happen So Engage the Community
• It is a Dialogue, Not Just Information
• Be Earnest and Authentic
• Social Media is a Tool – Need Fertile Soil & Practitioner
• Process Over Plan
• At Root, We Are All Human, Social Beings
IT’S ALL ABOUT ROI

• Significantly Decrease Entitlement Timeframe – From Years to Months

• Gain Public Support and Acceptance for High Density Mixed-Use Development

• Gain Key Market Insights