



REDEVELOPMENT VISION FOR FREIGHTWAY SITE  
SCARSDALE, NEW YORK

OCTOBER 15, 2018

EAST END CAPITAL  
3D PROPERTIES  
ROBERT A.M. STERN ARCHITECTS

# TABLE OF CONTENTS

	PROJECT SUMMARY	1
1	DESIGN PROPOSAL	
	VIEWS	5
	DIAGRAMS	11
	SITE AND PROGRAM	28
	SECTION	35
	ZONING NARRATIVE	38
	FINANCIAL AND LEGAL NARRATIVE	39
2	BACKGROUND OF FIRM	
	EAST END DEVELOPMENT TEAM	40
	RELEVANT TEAM EXPERIENCE	44
	TEAM BIOS	58

## CONTACTS

DAVID PERETZ  
EAST END CAPITAL  
T: 212-600-2118  
E: DPERETZ@EASTENDCAP.COM

DOUG BROUT  
3D PROPERTIES  
T: 914-623-8482  
E: DBROUT@3DPROPERTIESLLC.COM

DAVID STEINMETZ  
ZARIN & STEINMETZ  
T: 914-682-7800  
E: DAVID@ZARIN-STEINMETZ.COM

# PROJECT SUMMARY



Our design for the Freightway Redevelopment Site proposes a family of buildings in the Tudor vocabulary that defines Scarsdale in the public mind and incorporates the goals and principles of the Vision Study as described in the RFEI. Addressing the center of Scarsdale to the east and accessed primarily by car from Garth Road and Popham Roads to the west and north respectively, this premier Village-owned site provides the opportunity to significantly enhance the Village Center, while at the same time constructing several levels of subterranean parking running below the entire site to replace and improve the existing commuter parking experience. The beautiful design the team is presenting was conceived by Robert A.M. Stern and his firm, to faithfully capture and extend the unique and classic Scarsdale neighborhood feel.

Fundamental to our proposal is the incorporation of two critically important and privately-owned parcels of property that are contiguous to the Freightway Site (2-20 Garth Road & 54-56 Garth Road, the “Developer Parcels”), allowing East End’s design to exclusively provide unique features that others will be unable to reproduce:

1. Dramatically improved circulation for both vehicular and pedestrian traffic – essential for Metro-North commuters and residents alike – through an expansion of the Beatty Alley. Because the East End Development Team owns the property known as 54-56 Garth Road (bordering the current narrow Beatty Alley), the current one-lane alley entrance can be widened to create a critical three-lane second means of access into and out of the site;
2. An important practical and architectural presence at the corner of Garth Road – as this corner acts as the first impression visitors see upon entering the Village of Scarsdale from the west. This is only possible because the East End Development Team owns the property known as 2-20 Garth Road, situated at the corner of Garth and Popham; and

3. An enlarged contiguous footprint for below-grade parking, possible only due to the inclusion of the Developer Parcels in the redevelopment.

The design of the buildings and publically accessible open space in our proposal establishes a much-needed social and architectural connection between the Village Center east of the Metro-North tracks and the Garth Road commercial and residential corridor to the west and south of the site. An energized retail presence is critical to the project (with a focus on much needed additional restaurants), but will be limited to 10% of the total development – thereby supporting the new development, complementing and not competing with the existing retail in the historic Village Center. Two sweeping plazas east and west of the tracks will anchor the development and create a visual invitation to amble from one side to the other. We anticipate that these pedestrian-friendly connections and plazas will be activated with food and/or retail establishments with proper scale to meet the needs of the new development and enhance the vibrancy of the existing Village Center commercial environment. In addition, the mix of 125 for-sale and 100 rental apartments will create attractive options for many potential occupants, from the starter-home set to empty nesters, with broad demographic appeal from millennials to seniors.

The northernmost of our three mixed-use residential buildings will include a community theater, as well as convenient access to the southbound Metro-North platform below. A 30-foot-wide linear park envisioned as a town-scaled “High Line” is also contemplated adjacent to the train tracks elevated along the eastern edge of the site, connecting the various courtyards and two other buildings.

The Hoff-Barthelson Music School (HBMS), a nationally recognized community music school located in Scarsdale, will be an integral part of the project – relocating their facilities from their current location to this more centralized venue (thereby also relieving traffic and parking issues in their current location – an otherwise purely residential area). HBMS is known as a cultural and educational gem in Scarsdale, held back only by the confines of its current facility and residential neighborhood location. At the important intersection of Garth Road and Popham Road, the main entrance to HBMS will stand on an honorific forecourt; and the school will enjoy access to the new community theater programmed into our design. When the theater is not being used by the school, there will be an opportunity for the community to program performances for wider audiences, enhancing cultural life in the Village Center.

Along Scarsdale Avenue, the proposal also incorporates a matched pair of retail buildings on town-owned land. This enables the creation of an open plaza on each side of the Metro-North tracks on the south side of Popham Road, providing connectivity and activity from Scarsdale Avenue to Garth Road, and adding vibrant commercial space across from existing shops located on the east side of Scarsdale Avenue. Visually, these buildings and plazas provide a consistency of design to architecturally link the development with Scarsdale Avenue to the east.

Along Garth Road, the Developer Parcels will enhance automobile and service access to the new shops and residential buildings, as well as easy-in, easy-out access for commuter parking. A northerly access drive leads to concealed loading docks, a motor court serving two residential buildings, short-term parking, and drop-off areas for car sharing services and “kiss and ride”. A southerly access drive leads to a second residential motor court and also serves the entrance to (and exit from) improved below-grade commuter parking. We have deliberately placed this self-park commuter entrance to the south to extend the queuing distance from the parking lots to the traffic signal at the intersection of Garth Road and Popham Road. Commuter traffic and parking will be able to enjoy uninterrupted automobile circulation through the garage from the south and north, in a pattern that will relieve the congestion that is currently occurring during peak hours when exiting the only existing Freightway Lot access way.

In addition to our careful study of local conditions in order to optimally plan our buildings for both pedestrian and vehicular circulation, our academic and research-based approach affirms that our buildings will feel both contemporary and authentically Tudor-style, with character not merely applied but rather molded into the forms of the structures. Our buildings will exhibit a variety of expressions within the established vocabulary, with brick and stucco facades accented with stone and cast stone. Building heights will generally vary between one and five stories closer to the Village Center, with one seven-story building at the southern edge of the site to be consistent with the rising grade and uilding heights along Garth Road in Eastchester. Architecturally, our buildings will be topped with roof lines that are variously hipped, gabled, jerkinhead, and flat with crenelated parapets, carrying forward the historic pattern that gives the older Tudor buildings in Scarsdale’s historic center sustained charm and variety.

The development team is highly motivated and uniquely well-composed to deliver an excellent product for the Village of Scarsdale and the surrounding community. Members of the development team live in Scarsdale, further solidifying their desire to develop something fitting for the location, and another member built the last major development project in the downtown Village area – Christie Place, recognized by Scarsdale in the Freightway Development Study as a case study for successful redevelopment in the Village.

We would welcome the opportunity to work with the Village of Scarsdale to redevelop this valuable and underutilized community asset.

#### SUMMARY:

East End and its development team have carefully considered the goals and principles set forth by the Village of Scarsdale in its RFEI

and have attempted to thoughtfully address each concept comprehensively, as follows:

### **Principle 1 - Improve Parking and Circulation**

- Vastly improved vehicular access made possible by transforming Beatty Alley into a 3-lane ingress and egress roadway (by utilizing contiguous developer-owned land), connecting all parking throughout the garage.
- Approximately 25% increase in the number of striped parking spaces vs. current configuration.
- Subterranean parking decks extending the length of the site both (i) hide visually unappealing parking structure, and (ii) provide a more efficient parking experience vs current configuration.
- State-of-the-art modern parking structure with electronic wayfinding features and wide access ramps for vastly improved parking experience, also incorporating recharging stations for electric vehicles.
- Increased valet and queuing capacity due to consolidated and lengthened parking decks.
- Generous drop-off and pick-up areas for car-sharing services and residents.

### **Principle 2 - Ensure that public benefits are achieved by any development**

- Dramatically improved parking for commuters and additional ingress and egress through new 3-lane public entranceway.
- Publicly accessible open spaces, including plazas, pedestrian paths, and “High Line” features designed for public benefit, connecting the project with the Village Center.
- Improved Metro-North waiting areas and boarding access.
- Pedestrian bridge improvements on Popham Road and the Scarsdale Avenue overpass.
- A new home for the Hoff-Barthelson Music School – relieving its current residential location of its traffic impact, while bringing a vibrant arts education facility to the Village Center.
- Theater space integrated within the development for community programming when not in use by HBMS.

### **Principle 3 - Ensure contextual development (scale, bulk, height)**

- Robert A.M. Stern Architects’ design is oriented to “fit” contextually into the Village Center. A classic Tudor vernacular mixed-use project will be developed to replace the towering industrial parking structures and unsightly open parking lots currently on the site.
- The scale, bulk, and height of the structures in the design proposal fit within established norms, and protect the classic neighborhood feel of downtown Scarsdale – all while requiring a minimum of zoning modifications.

### **Principle 4 - Encourage mixed-use development supportive of Village Center**

- The cornerstone of the development, sitting atop the state-of-the-art parking structure, is a vibrant mixed-use development, with a curated mix of residential apartments, pedestrian-friendly retail establishments, and community space included with the HBMS theater.
- The focus of the retail component of the development will be much-needed new restaurant to provide activity during the hours currently dormant.
- Only 10% of the new development will be reserved for retail – supporting and enhancing the entire Village Center.

### **Principle 5 - Connect and integrate the Freightway Site with the Village Center**

- The proposal envisions an energetic retail and residential social focal point for the Village, which will replace the obsolete parking structures in disrepair which currently inhabit the site.
- Landscaped public plaza facing the Village Center to draw people toward Garth Road.
- The design incorporates many pedestrian-friendly pathways and open plazas that are perfect for connecting the site to its surroundings and encouraging social interaction among residents.
- Architectural features contemplated for both sides of the railroad tracks (such as an open plaza on each side of the tracks on the south side of Popham Road) will provide connectivity from Scarsdale Avenue to Garth Road.

### **Principle 6 - Include environmentally sustainable development**

Our design is contemplated to include the following:

- Compact Commuter Parking Low-emitting and fuel efficient parking (Charging stations)
- Green Roof and Open spaces (heat Island (roofs) reductions)
- LED Lighting Fixtures
  - » Dark sky lighting
- All Interior Materials and Finishes To Be:

- » Recycled Content
- » Fast-Growth Woods
- » Low/No VOC
- » Local Sourcing
- LEED - Equivalent

**Principle 7 - Plan for the long term future, within a reasonably practicable time horizon**

- The proposal creates both additional and more efficient parking so that the Village isn't just replacing existing capacity, but also planning for the long term.
- The parking structure will be constructed with the needs of electric charge parkers in mind – right-sized for today, but wired to accommodate more in the future, while also preparing for a likely reduction in parking demand created by technological innovations, such as driverless cars.
- Wide and flat parking decks suitable for repurposed uses in the future in connection with potential reduced parking demand.
- The residential component of the development is designed to meet the needs of changing demographics - housing for mature adults and seniors seeking to age in-place near their children and grandchildren, with nearby public transportation; and young families seeking starter homes in a walkable suburban location with great schools, a classic small-town feel, and an easy commute to Manhattan.

# VIEWS

# AERIAL VIEW LOOKING SOUTHWEST



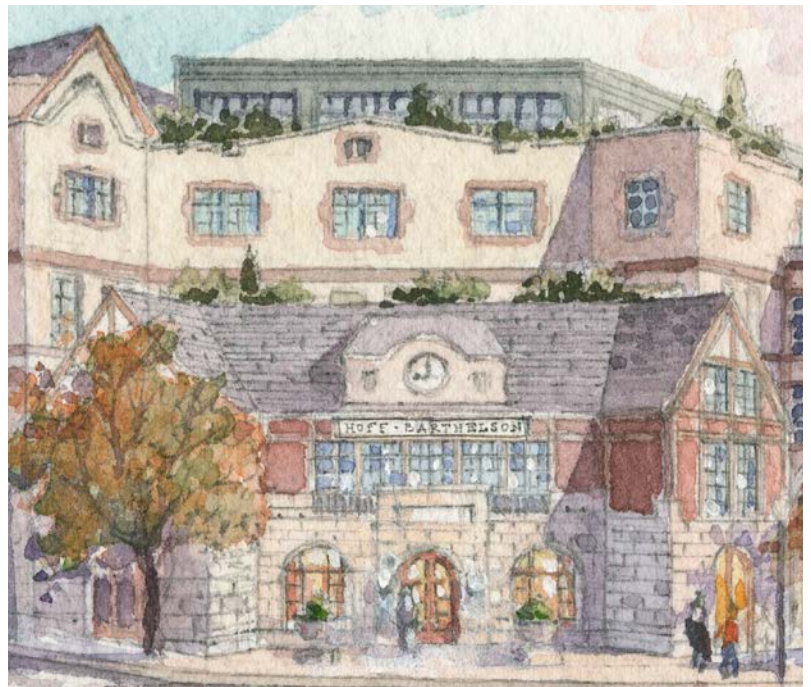
Our design proposes a family of buildings in the Tudor vocabulary—the style that defines Scarsdale in the public mind—addressing the center of Scarsdale in a way that captures and extends its charm and variety. Public plazas on either side of the Metro-North tracks invite people into the development and ease access to parking and to the southbound train platform.



# GARTH ROAD GATEWAY: VIEW AT THE INTERSECTION OF GARTH AND POPHAM ROADS



The Developer Parcel at 2-20 Garth Road will enable our proposal to greet those who approach Scarsdale from the west with a charming Tudor composition that will be the new location of the Hoff-Barthelson Music School, an integral part of the cultural life of Scarsdale that will benefit from a more central location, set behind an honorific forecourt.



# TOWN PLAZA: VIEW FROM SCARSDALE AVENUE AT POPHAM ROAD



Plazas on either side of the Metro-North tracks, embraced by our northernmost proposed residential building and punctuated by lattice-work open-air structures, will create a visual gateway to the new development from Scarsdale's Village Center. A pair of retail pavilions proposed for city-owned land on the west side of Scarsdale Avenue east of the railroad tracks will transform this stretch of Scarsdale Avenue into a two-sided street of shops.



# SCARSDALE LINEAR PARK: VIEW ALONG THE ELEVATED LINEAR PARK



Our design proposes a publicly-accessible path running the full length of the site, from the plaza off Popham Road to the south motor court, alternately open and arcaded, and providing easy pedestrian connections to the southbound train platform, new below-grade commuter and public parking, and our new residential buildings.

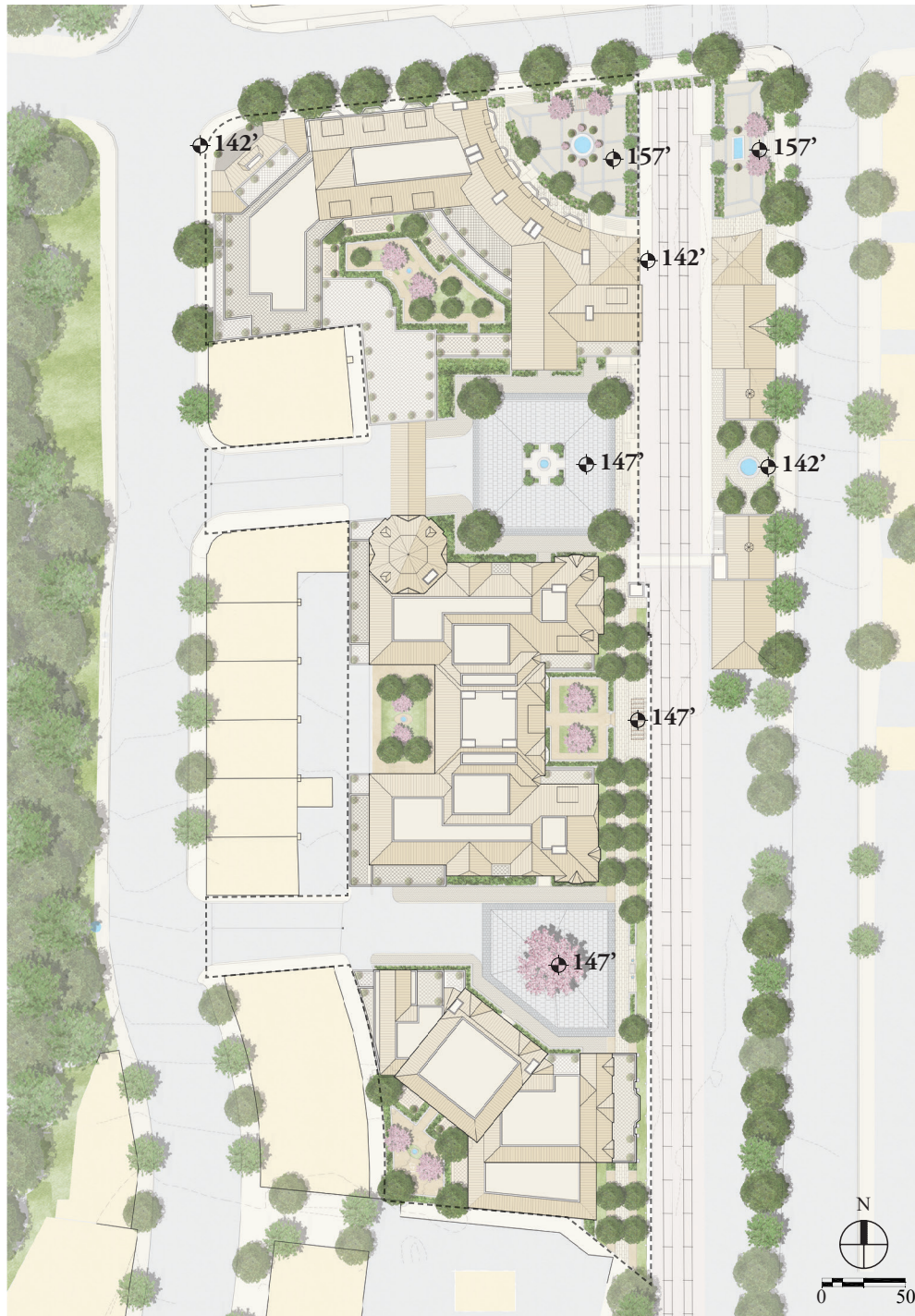
# DIAGRAMS

# SITE BOUNDARY PLAN



This diagram shows clearly how crucial the two additional Developer Parcels will enhance the success of the new development of the Freightway site. The south parcel, at 54-56 Garth Road, will transform narrow Beatty Alley into a three-lane entrance and exit drive serving the commuter and public parking as well as the south residential motor court. The north parcel, at 2-20 Garth Road, will give the new development control of the prominent corner of Garth and Popham Roads—the gateway to Scarsdale for those approaching from the west—with an honorific courtyard and the formal entry to the Hoff-Barthelson Music School, an integral part of the cultural life of Scarsdale.

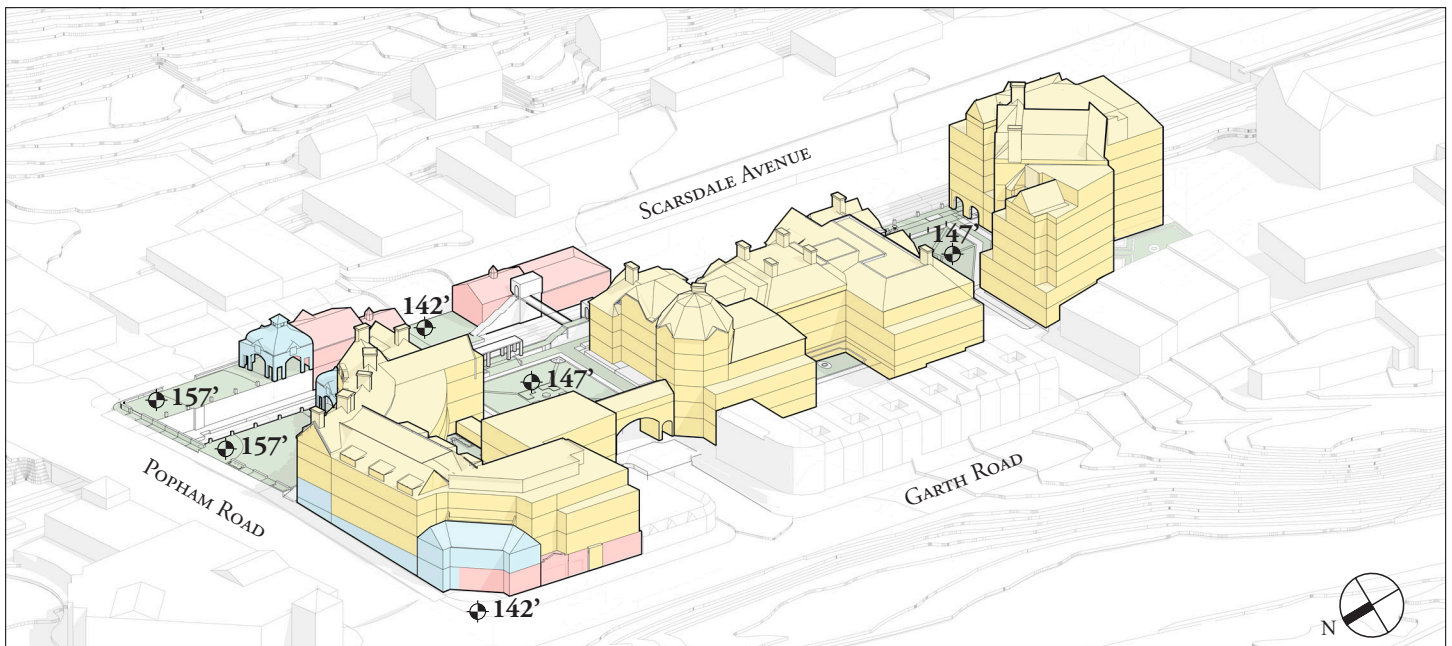
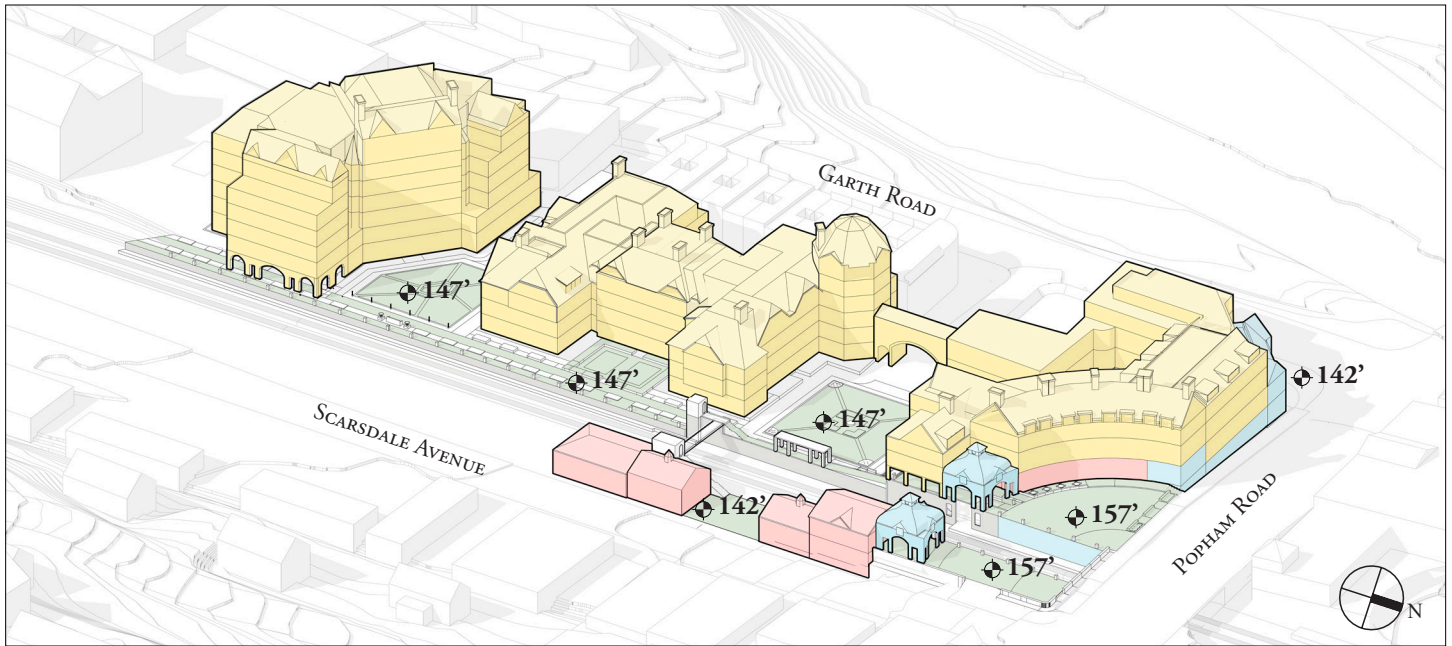
# OVERALL ROOF PLAN



- ◆ 142' - MUSIC SCHOOL MAIN ENTRANCE, TRAIN PLATFORM ACCESS, SCARSDALE RD. LOWER RETAIL PLAZA
- ◆ 147' - MOTOR COURTS, MAIN ENTRANCE TO APARTMENT BUILDINGS, LINEAR PEDESTRIAN PARK
- ◆ 157' - MAIN PLAZA & COMMUNITY ENTRANCE TO BLACK BOX THEATRE, SCARSDALE RD. UPPER RETAIL PLAZA
- PROPERTY LINE

Our proposal organizes the development with three residential buildings served by two motor courts, the northernmost building flanked by the Hoff-Barthelson Music School and a civic-scale plaza appropriate for community events. Our plan also proposes two retail pavilions that will transform this stretch of Scarsdale Avenue into a double-sided retail street.

# BUILDING USES

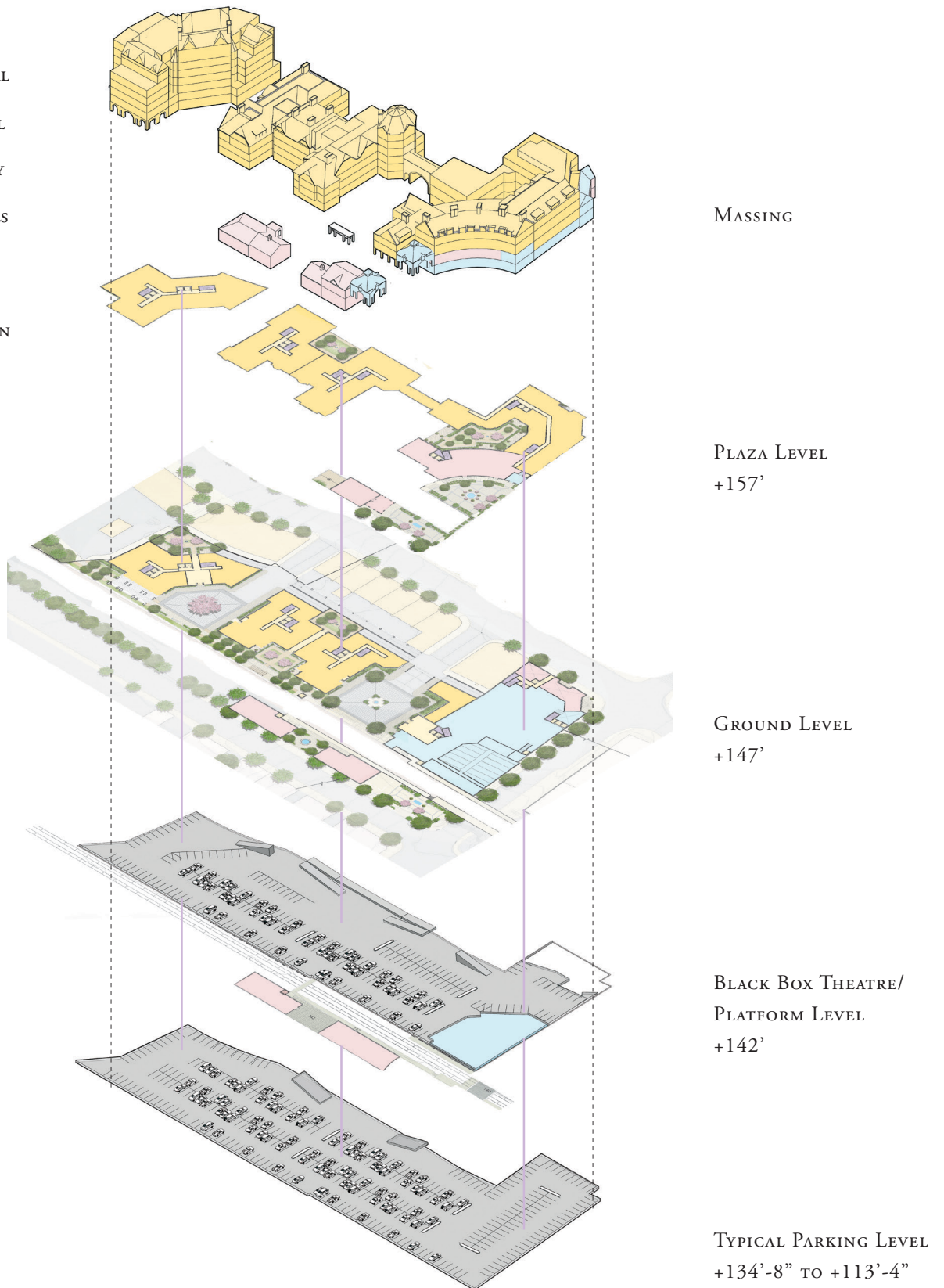


- COMMERCIAL
- RESIDENTIAL
- COMMUNITY
- OPEN SPACES

Our proposal will be a true mixed-use development. Above the three levels of commuter, public, and resident parking (not shown in the diagram), our plan proposes retail and community uses wrapping both of the development's publicly-accessible open spaces, in freestanding buildings to on Village-owned land to the east of the Metro-North tracks, and on the lower floors of our northernmost residential building.

# AXONOMETRIC

- COMMERCIAL
- RESIDENTIAL
- COMMUNITY
- OPEN SPACES
- PARKING
- VERTICAL CIRCULATION



This diagram shows how the three levels of below-grade parking will work with the superstructure of our development.

# TRAFFIC AND PARKING

## **Pedestrian Circulation**

The East End proposal, a Transit Oriented Development (TOD), provides exceptional pedestrian circulation and connection to the various nearby roadways and the central business district. A beautifully landscaped plaza at the northeast corner of the site creates a pedestrian gateway linking the Village Center to the project. The development also provides pedestrian access along the two driveway connections to the Garth Road sidewalk. Pedestrian access and improved streetscapes are also provided at the corner of Popham Road and Garth Road as well as along Garth and Popham Roads. Additionally, the development will provide improved connections to both the northbound and southbound Metro-North commuter platforms, including a renovation of the existing pedestrian bridge. New development amenities, including covered waiting areas for commuters, and a linear “High-Line” park, will benefit commuters and residents alike.

## **Vehicular Circulation**

Vehicular access is proposed via two driveway connections to Garth Road. The Freightway access will continue to provide two-way access. The existing entrance-only driveway (southern driveway), known as the Beatty Alley, will be improved to provide one ingress and two egress lanes (one right and one left turn exit only) for easier access to Garth Road. This can only be accomplished since East End controls additional property adjacent to the existing configuration of the alley (54-56 Garth Road). The southern driveway is also proposed to be signalized. Signalization of this driveway would allow coordination of this driveway with the Popham Road signal improving overall operations along Garth Road during peak commuting hours. The proposed removal of the on-street parking along the east side of Garth Road allows for improved traffic flow conditions by the creation of left turn lanes to access the development and the parking areas. In addition, the redevelopment project proposes to provide “do not block the box” pavement markings at the northern site driveway which allows for the unimpeded flow of traffic to access the site.

The two proposed driveways provide the ability to separate commuter parking from residential and retail parking. The improved southern driveway is proposed to be utilized for the commuter parkers and the Freightway driveway is proposed to be utilized for residential and retail traffic as well as valet services.

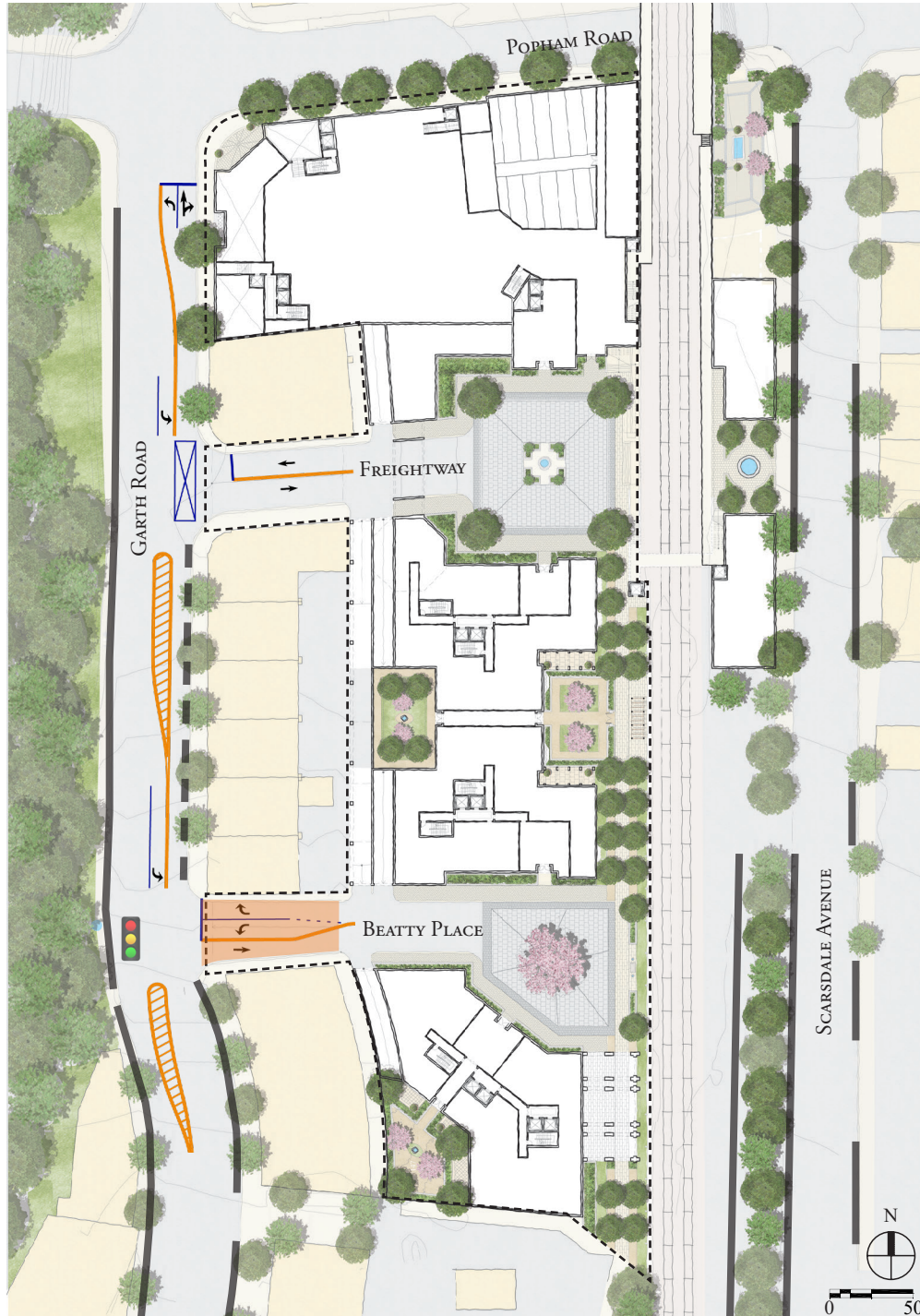
The potential removal of on-street parking along the west side of Garth Road would allow for additional improvements to be constructed along the Garth Road frontage. Additional improvements could include four lanes to enhance overall traffic flow in the vicinity of the property.

Several improvements along the Garth Road frontage have been previously recommended by the Village and the State, some of which have been implemented. The additional lane configuration improvements which only East End can provide (by widening Beatty Alley into a 3-lane entranceway) would further enhance and improve traffic conditions.

## **Parking**

The proposed redevelopment will increase the number of striped spaces by over 20% and provide for an even greater number of valet spaces versus current operations. This includes replacement of the existing commuter parking spaces as well as additional parking required for the proposed residential and retail components of the project. Valet parking will also continue to be incorporated in the proposed redevelopment for commuters but will also allow for retail, community, and residential use. Valet drop off and pick up would occur at the northern driveway (Freightway), where significant queueing space is available for vehicles. Transit Oriented Developments (TODs), such as the proposed project, tend to have reduced parking ratios for land uses due to their close proximity to train stations or other means of transit. In addition to the concept of TODs, there are also other factors to consider such as declining car ownership among millennials as well as the rise of ride-sharing services such as Uber or Lyft, and eventually, autonomous self-driving vehicles. Another concept to consider would be shared parking where parking spaces would be shared for different land uses. For example, residents of the TOD could obtain permits to park in the parking spaces at night and during non-peak commuting hours, while train commuters would utilize the parking spaces during the day.

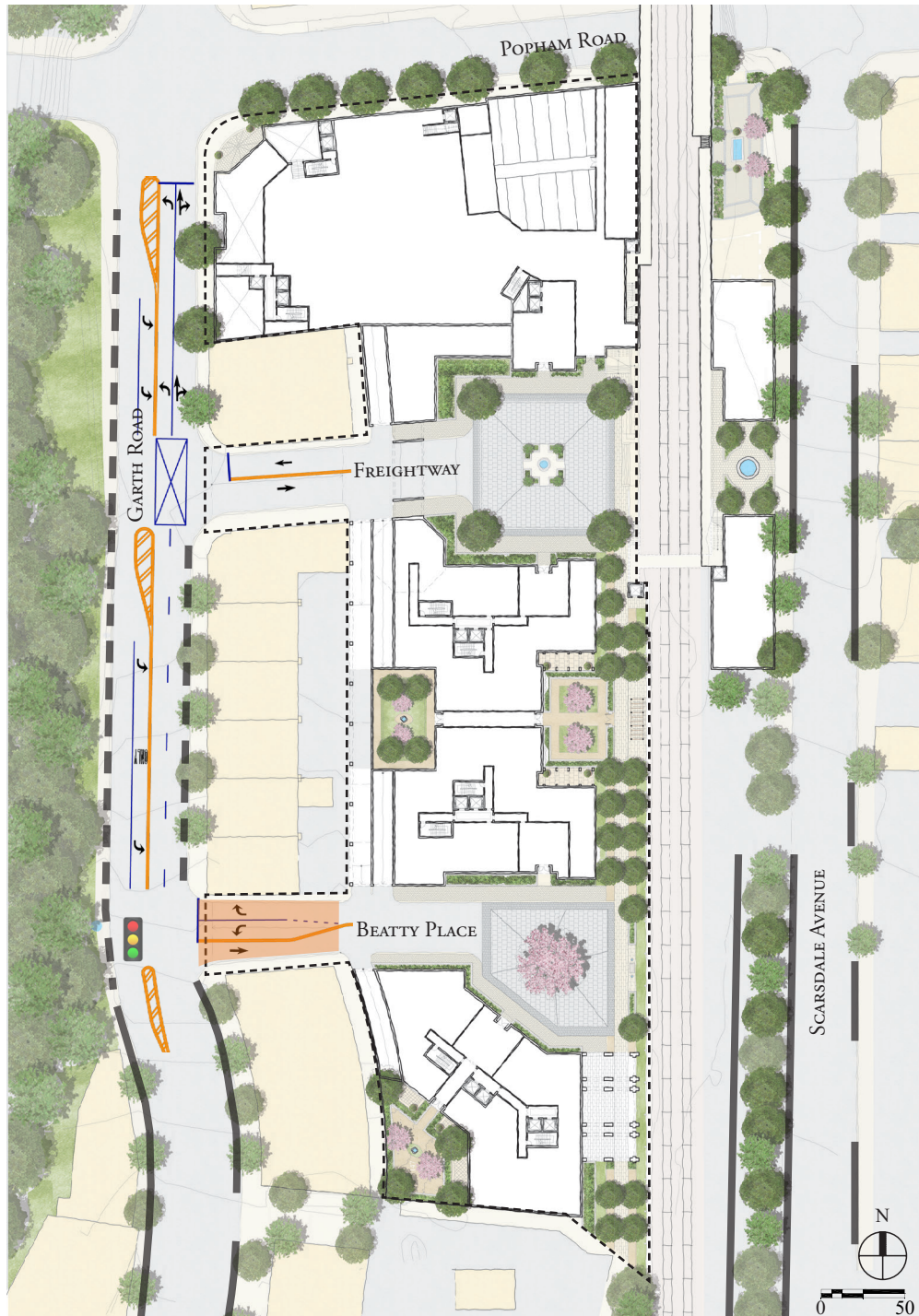
# TRAFFIC PLAN - OPTION 1



- TRAFFIC MEDIAN / LANE DIVIDER
- PROPOSED TRAFFIC LIGHT
- EXISTING ON-STREET PARKING TO REMAIN
- ADDITIONAL LOT ALLOWS FOR WIDENED ACCESS
- REMOVE EXISTING ON-STREET PARKING AS INDICATED IN DIAGRAM ABOVE

This plan illustrates improvements that could be made along Garth Road. Existing on-street parallel parking along the west side of Garth would remain; Garth Road would be converted to a three-lane roadway section with the creation of left-turn lanes for vehicles entering Freightway and Beatty Place. As a result of the additional land area controlled by East End Capital, Beatty Place has been improved to accommodate two exit lanes and one entrance lane.

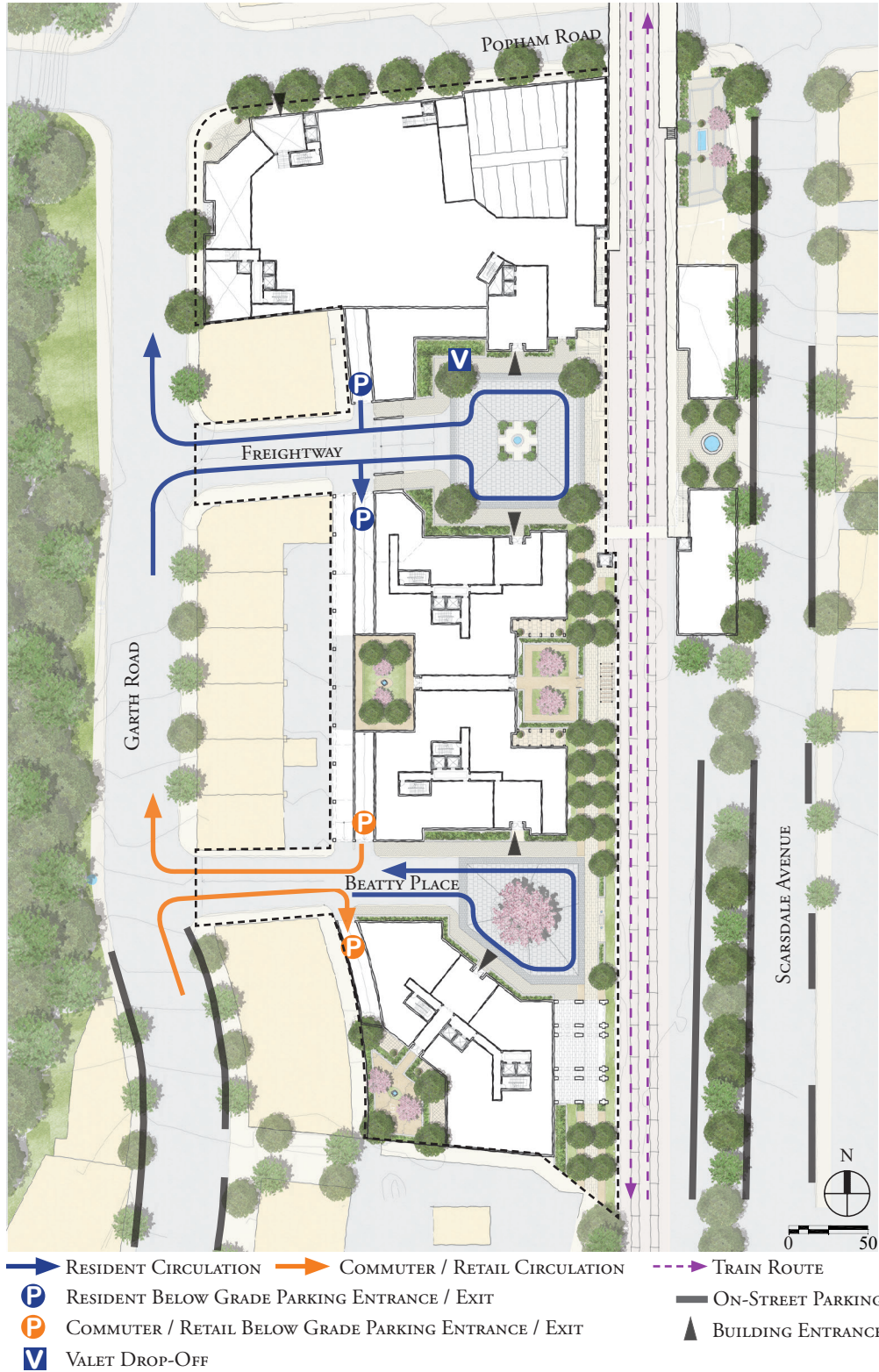
# TRAFFIC PLAN - OPTION 2



- TRAFFIC MEDIAN / LANE DIVIDER
- PROPOSED TRAFFIC LIGHT
- EXISTING ON-STREET PARKING TO REMAIN
- ADDITIONAL LOT ALLOWS FOR WIDENED ACCESS
- REMOVE EXISTING ON-STREET PARKING AS INDICATED IN DIAGRAM ABOVE

This plan illustrates additional improvements that could be made along Garth Road if the on-street parking on the west side of Garth Road is eliminated, enabling the creation of a four-lane roadway section. This option proposes left-turn lanes for vehicles entering Freightway and Betty Place as well as two northbound travel lanes from Betty Place to Popham Road. Similar to Option 1, Betty Place has been improved to accommodate two exit lanes and one entrance lane.

# VEHICULAR CIRCULATION



The Freightway and Beatty Place connections to Garth Road provide the flexibility to separate resident and commuter traffic. Residential and retail traffic will use the Freightway entrance, as will valet traffic. Commuter parking traffic will access the garage via Beatty Place.

# PEDESTRIAN EXPERIENCE



- ➔ ROUTE TO TRAIN TRACKS
 ➔ PUBLIC ROUTE
➔ STAIRS TO PUBLIC PLAZA
- P PEDESTRIAN ENTRY TO BELOW GRADE PARKING
 ▲ PEDESTRIAN BUILDING ENTRANCE
- S TO SOUTHBOUND TRAIN PLATFORM
 --- CROSSWALK
- N TO NORTHBOUND TRAIN PLATFORM

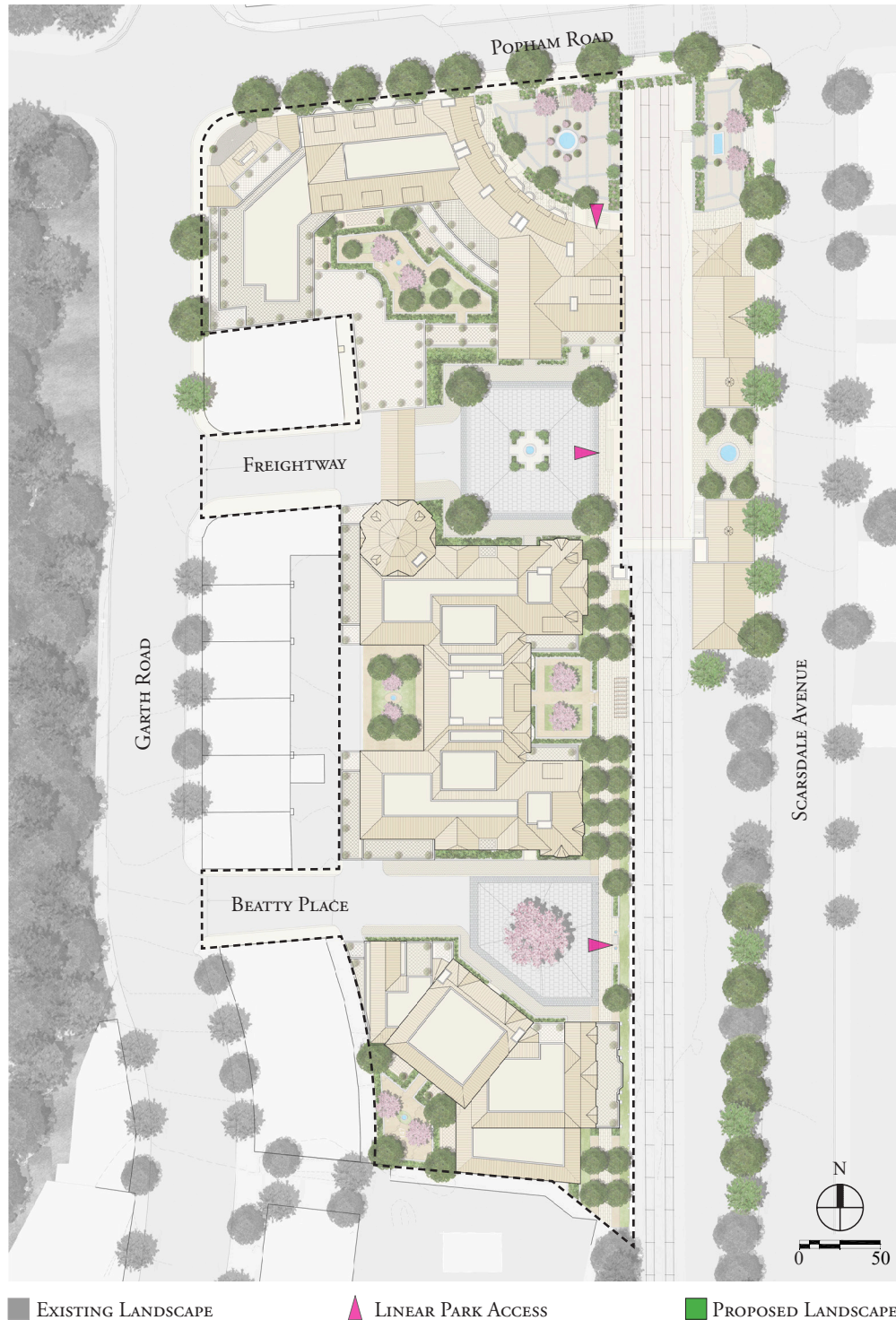
Our plan proposes exceptional pedestrian circulation through the site, with convenient pedestrian access via both stairs and elevator from the civic plaza on Popham Road to the southbound Metro-North platform.

# PUBLICLY-ACCESSIBLE OPEN SPACE



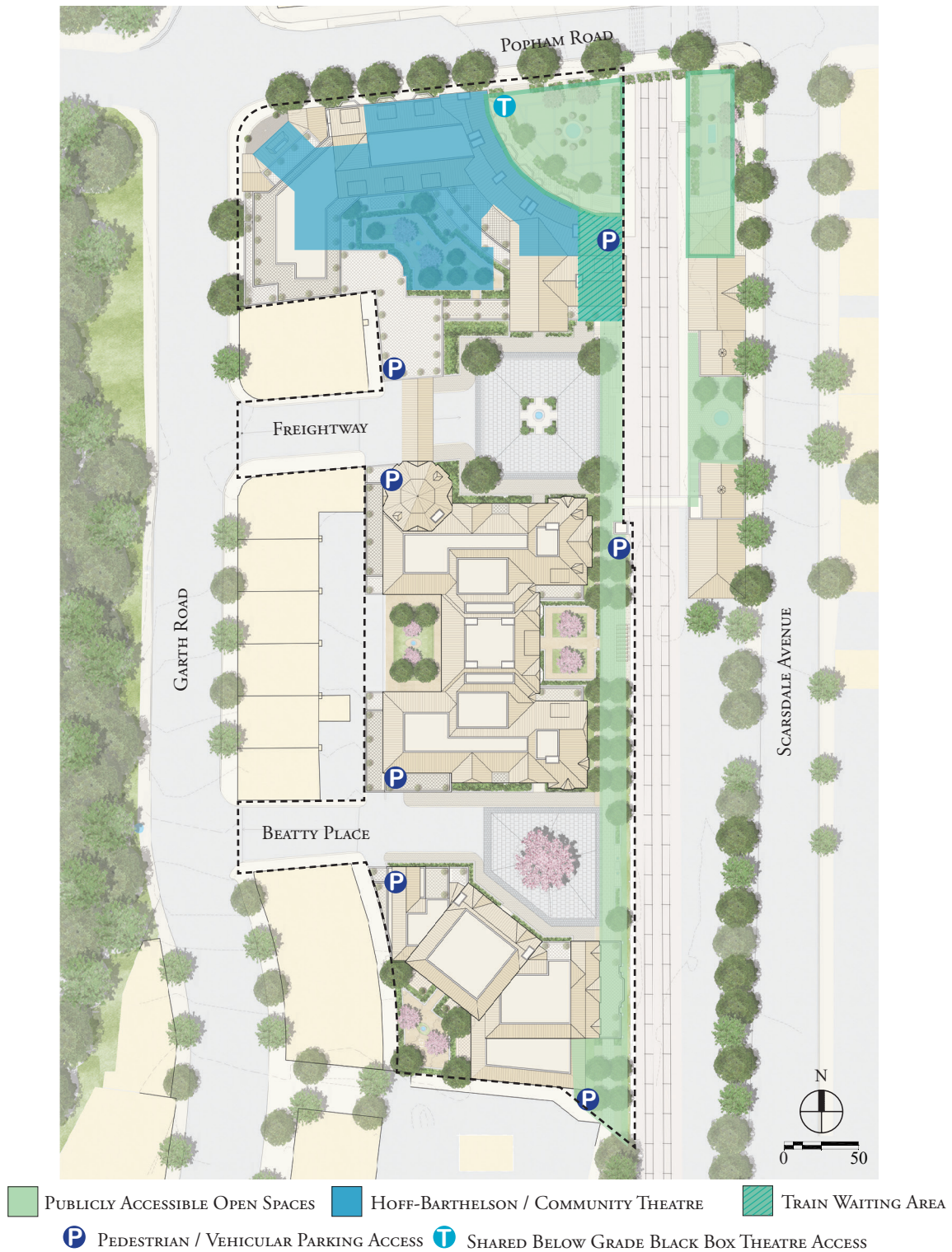
Our plan proposes continuous landscaped publicly-accessible path, alternately open and arcaded, linking the civic plazas at Popham Road with the motor courts and residential buildings to the south. In addition, landscaped courtyards will be amenities of the three proposed residential buildings.

# LANDSCAPE ENHANCEMENTS



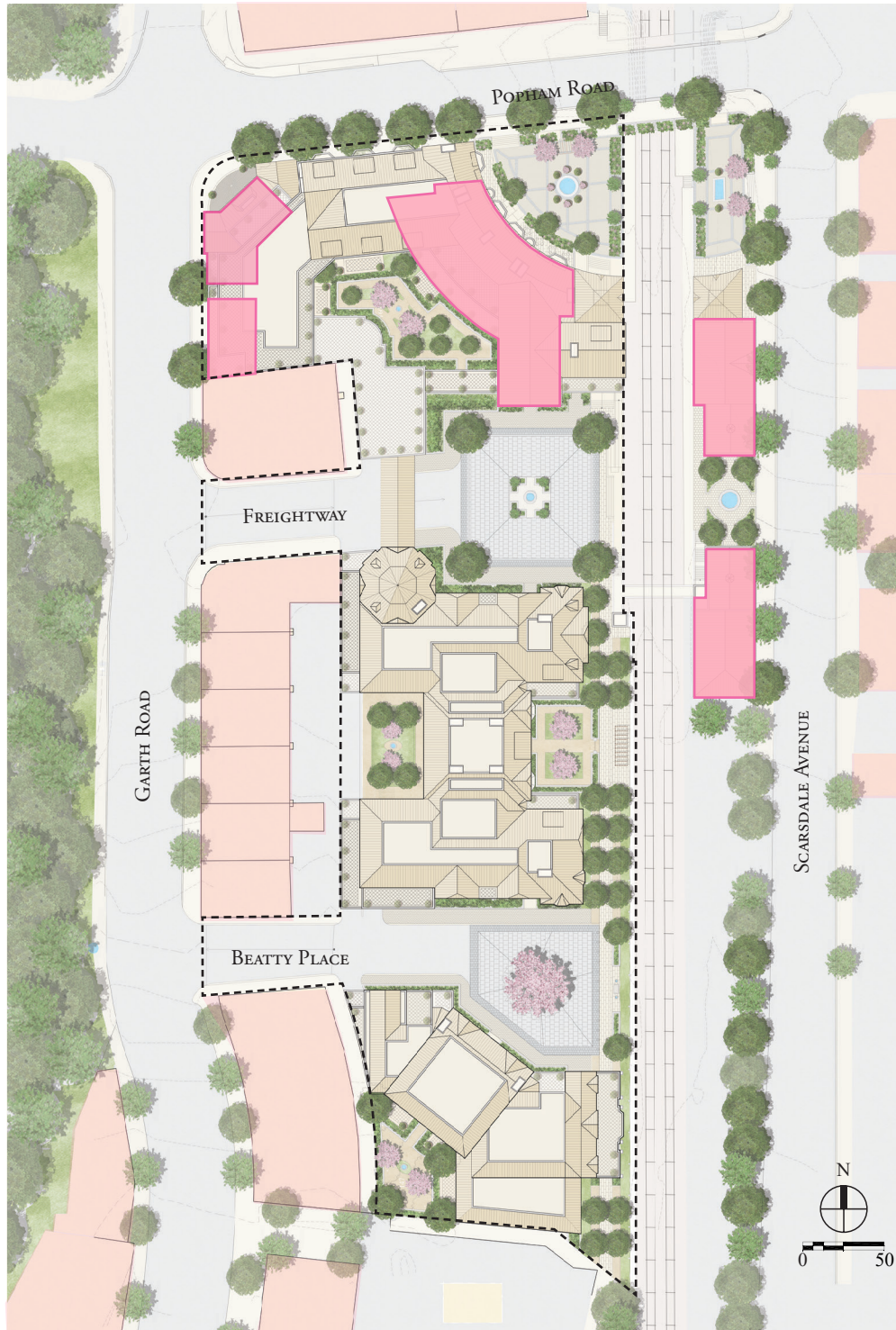
The hardscaped pair of plazas at the corner of Popham Road and Scarsdale Avenue, have perimeter planters that delineate our site and provide a visual connection from the Village Center. These guide a visitor down the community accessible linear park, which acts as a green aisle that ties our buildings to the town, as well as offering a landscaped buffer from the train tracks. Additionally, by increasing the number of street trees on Scarsdale Avenue, Popham Road and Garth Road, our site is more closely tied into the mature canopies down Popham Road.

# COMMUNITY USES



Integrating the Developer Parcel at 2-20 Garth Road, at the corner of Popham Road, enables our proposal to provide space for a significant institutional user—Scarsdale’s Hoff-Barthelson Music School—as well as a community theater, in the base of our northernmost residential building. Two civic-scale plazas, on either side of the Metro-North tracks along Popham Road, are designed to accommodate a wide variety of public uses, from fundraisers to farmers’ markets to public performances; the plaza on the west side of the tracks offers access to the southbound platform, also connects to the arcaded path that runs the length of the site.

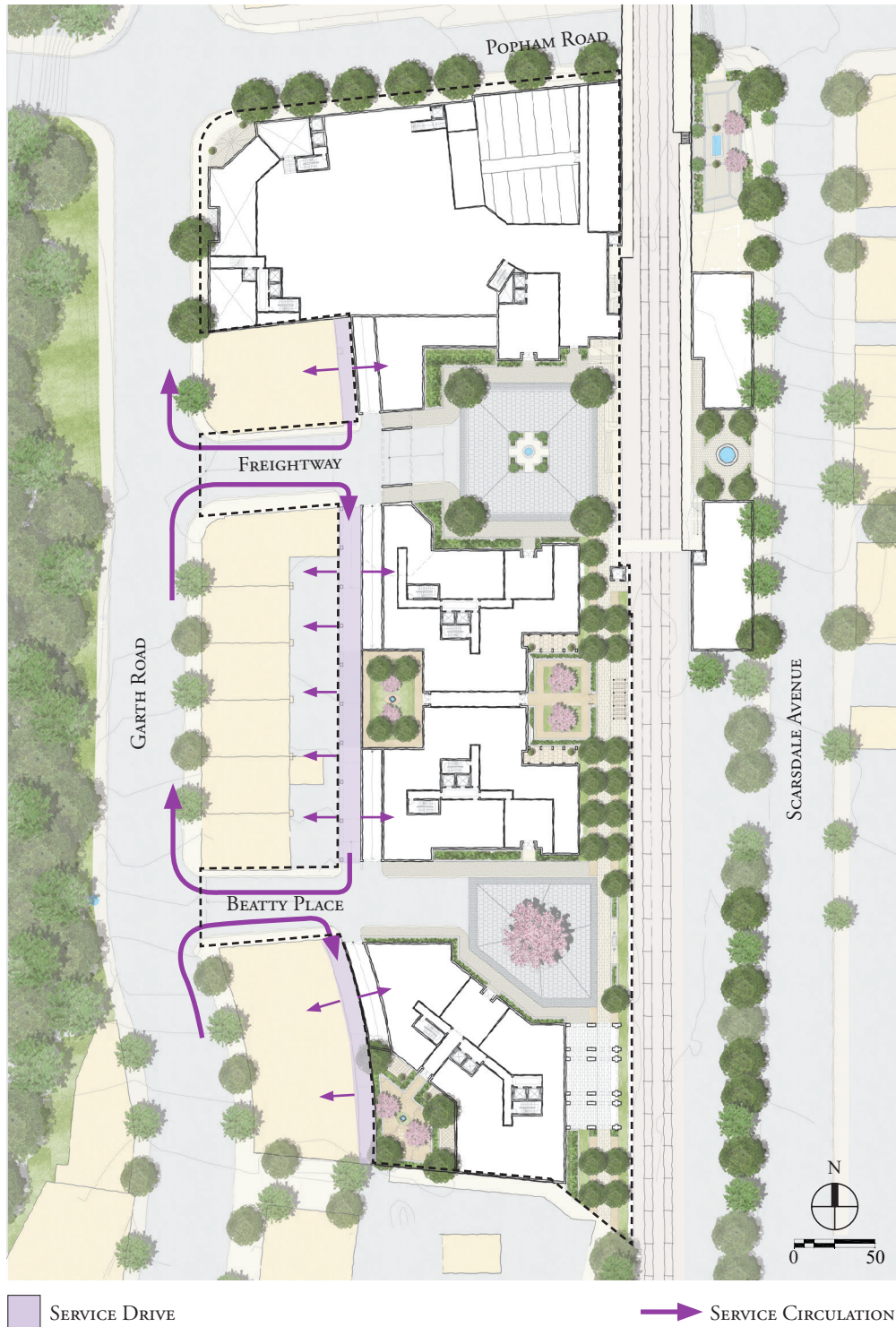
# RETAIL



PROPOSED GROUND FLOOR RETAIL FRONTAGE
  EXISTING GROUND FLOOR RETAIL FRONTAGE

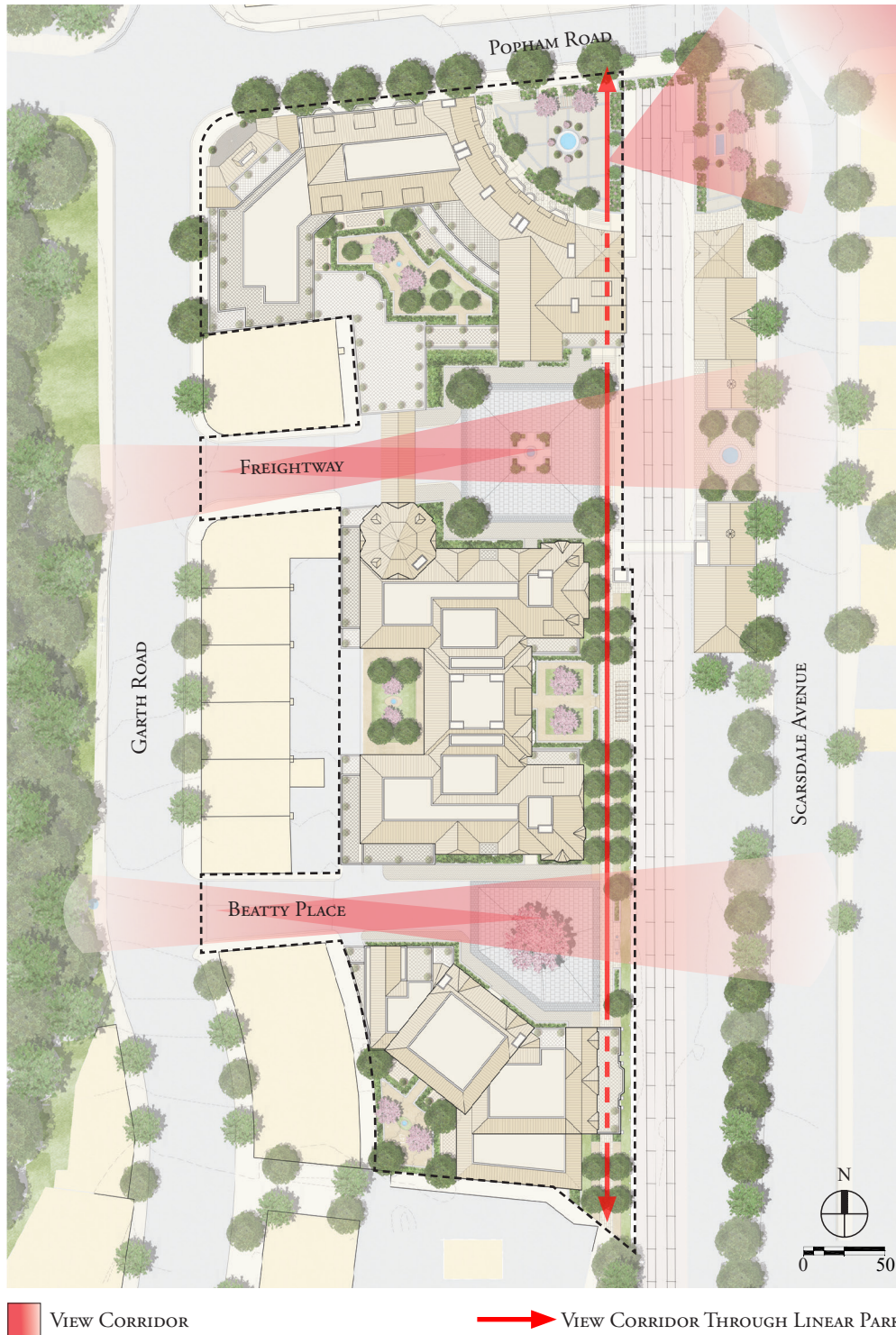
Our plan proposes retail embracing the civic-scale plazas at Popham Road; a pair of retail pavilions on Village-owned land on the west side of Scarsdale Avenue to create a double-sided shopping environment; and shops at the intersection of Garth Road and Popham Road, to either side of the entrance to the Hoff-Barthelson Music School. A service drive between the Freightway drive and Betty Place will improve access to existing retail along Garth Road.

# SERVICE



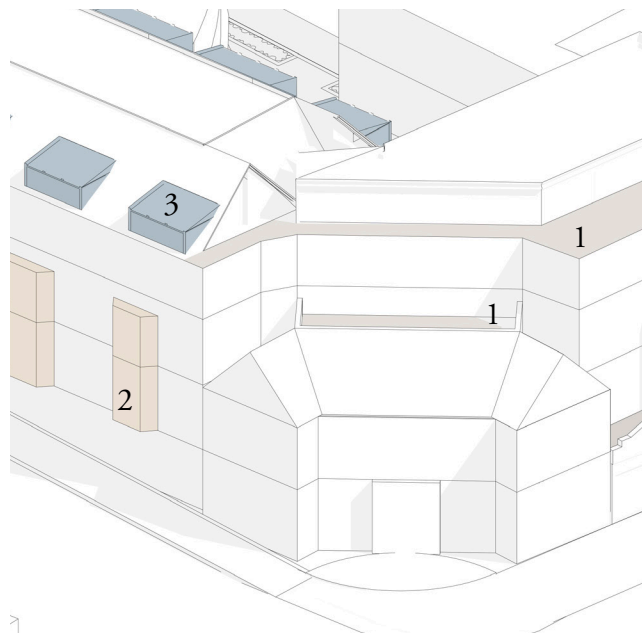
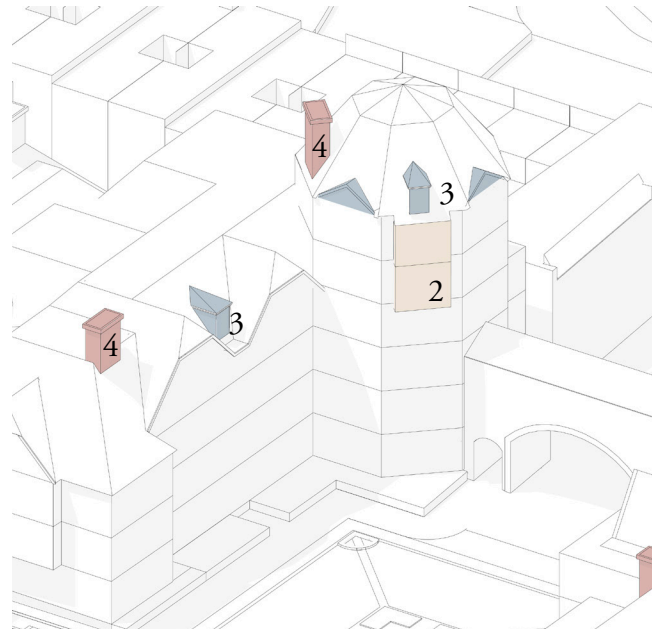
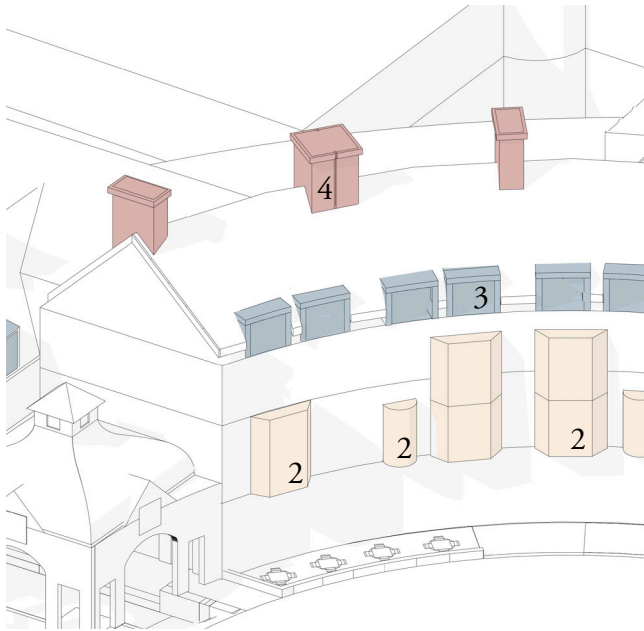
Our plan segregates service circulation from both commuter and public-parking access and from resident and drop-off circulation.

# VIEW CORRIDORS



Our proposal will open view corridors east-to-west through the site, helping to further the visual connections between Scarsdale Avenue and Garth Road. The publicly-accessible walkway proposed to run along the west side of the train tracks will also provide views along the full length of the site.

# SCALE REDUCING STRATEGIES



**1** SETBACKS

**2** BAY WINDOWS

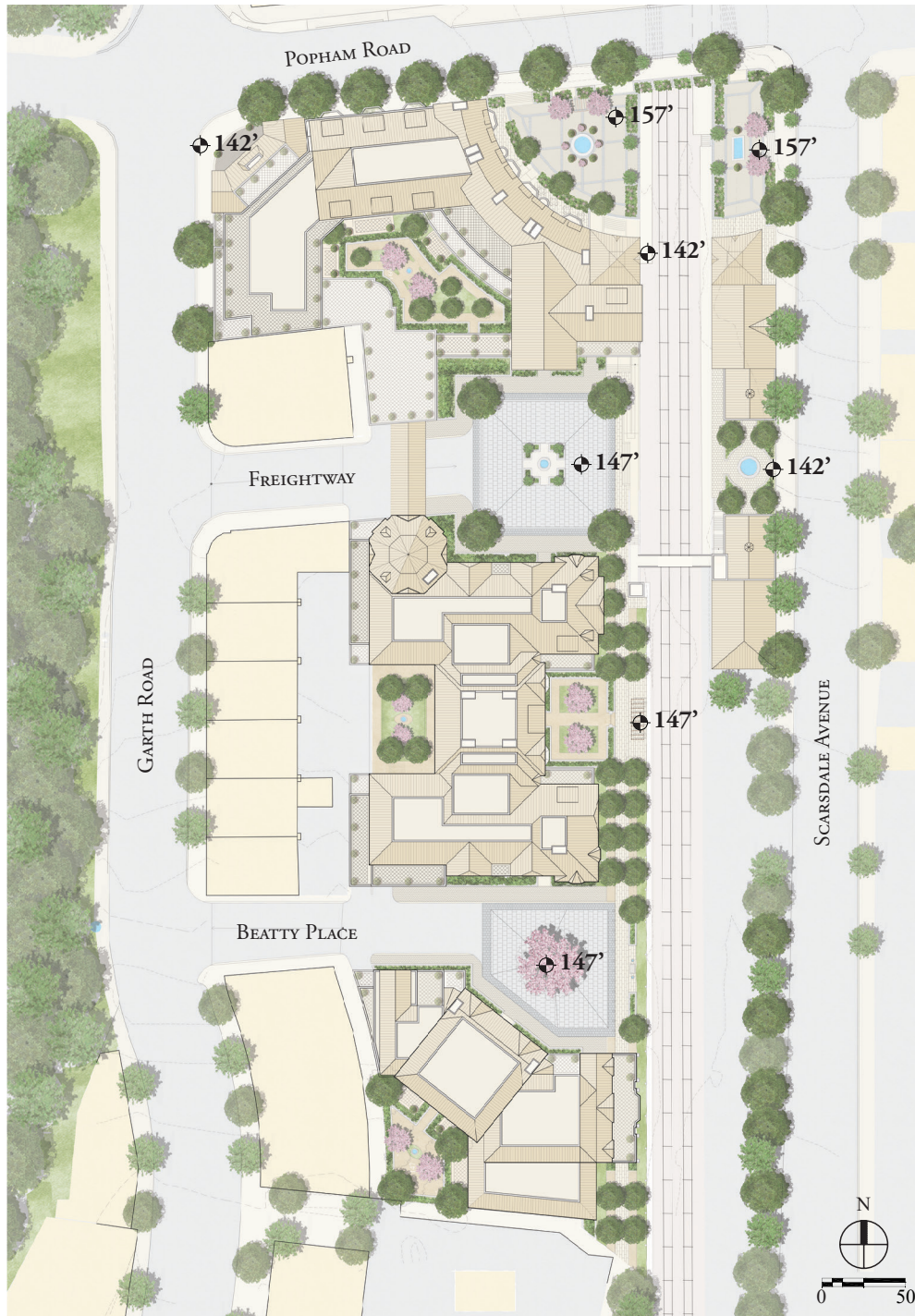
**3** DORMERS

**4** CHIMNEYS

To reduce the perceived scale of our proposed buildings, Robert A.M. Stern Architects has researched strategies deployed in Scarsdale’s historic Village Center, working within its characteristic Tudor architectural vocabulary to articulate the mass and to break down the scale of the facades. Strategies for communicating a human scale include setbacks, bay windows, dormers, and chimneys. Facades present a variety of stone, brick, and stucco fields and trim, and rooflines are variously hipped, gabled, jerkinhead, and flat with crenelated parapets.

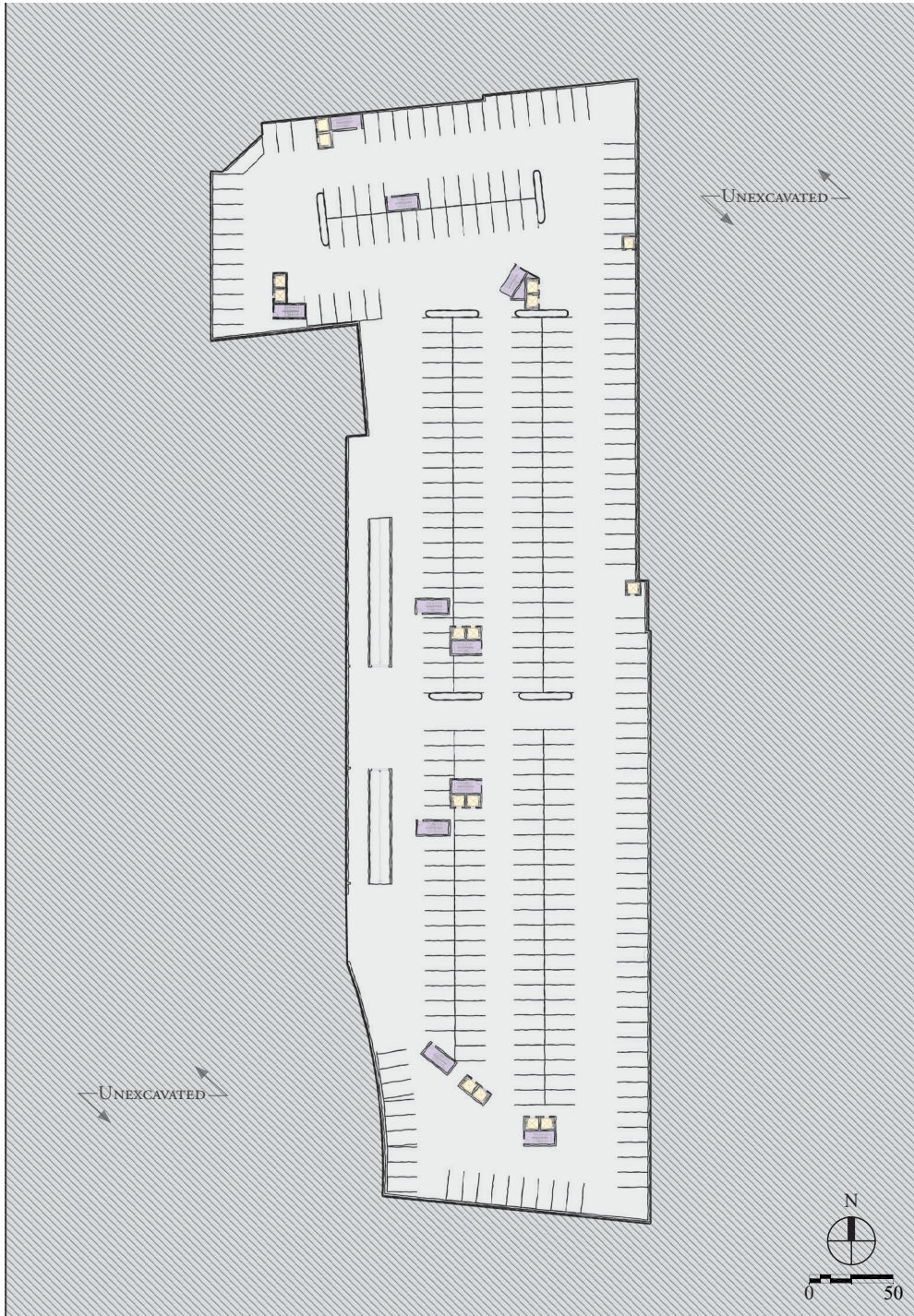
# SITE & PROGRAM

# OVERALL ROOF PLAN



- ◆ 142' - MUSIC SCHOOL MAIN ENTRANCE, TRAIN PLATFORM ACCESS, SCARSDALE RD. LOWER RETAIL PLAZA
- ◆ 147' - MOTOR COURTS, MAIN ENTRANCE TO APARTMENT BUILDINGS, LINEAR PEDESTRIAN PARK
- ◆ 157' - MAIN PLAZA & COMMUNITY ENTRANCE TO BLACK BOX THEATRE, SCARSDALE RD. UPPER RETAIL PLAZA

# PROPOSED PLAN - TYPICAL PARKING LVL. +124'



- SERVICE
- PARKING
- CIRCULATION
- UNEXCAVATED
- MAIN BUILDING ENTRANCE



KEY SECTION

# PROPOSED PLAN - TRAIN PLATFORM +142'

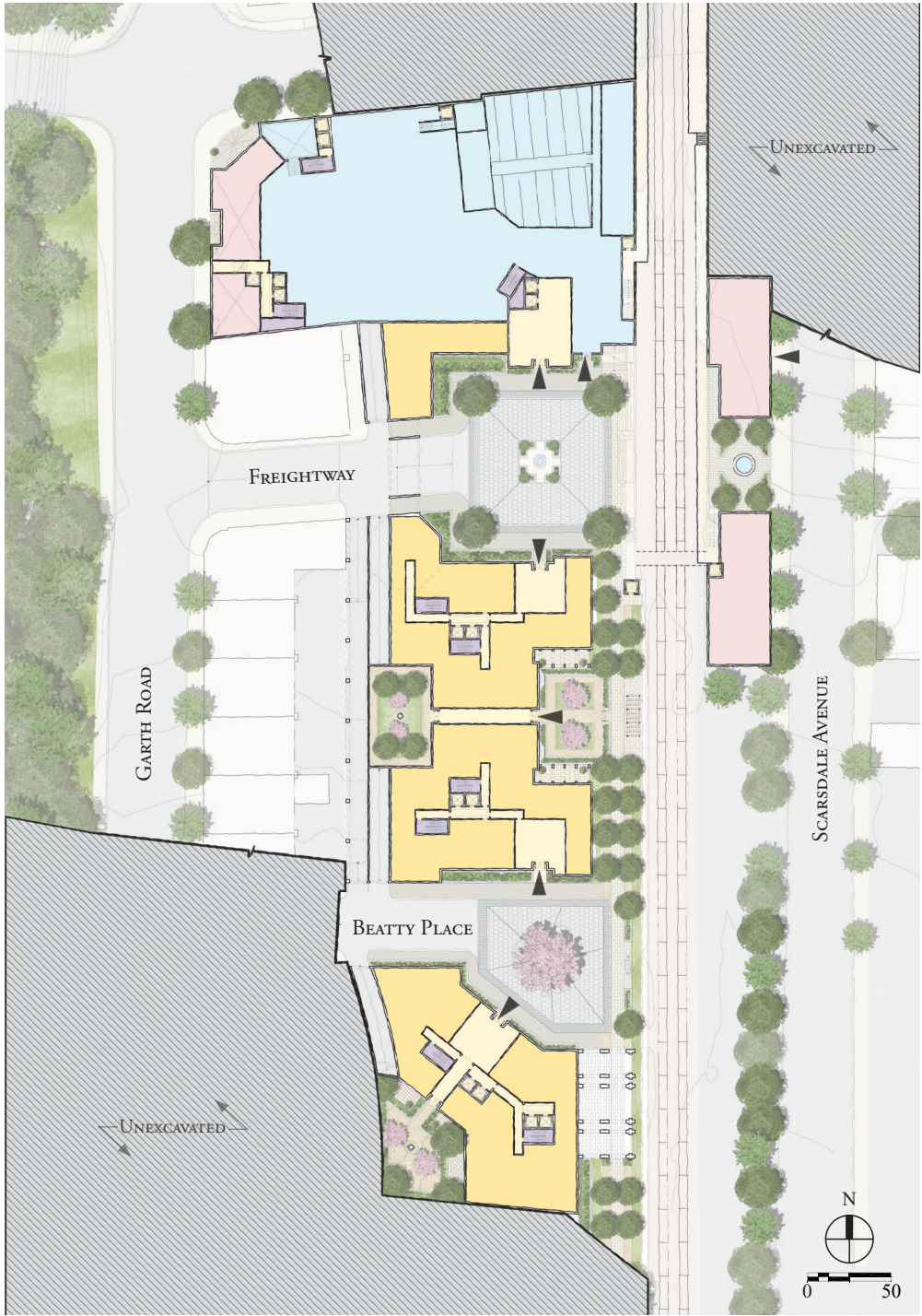


- |   |  |  |
|---|--|--|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #f08080; border: 1px solid black; margin-right: 5px;"></span> COMMERCIAL   | <span style="display: inline-block; width: 15px; height: 15px; background-color: #add8e6; border: 1px solid black; margin-right: 5px;"></span> COMMUNITY   | <span style="display: inline-block; width: 15px; height: 15px; background-color: #d3d3d3; border: 1px solid black; margin-right: 5px;"></span> PARKING     |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #a9a9a9; border: 1px solid black; margin-right: 5px;"></span> SERVICE  | <span style="display: inline-block; width: 15px; height: 15px; background-color: #ffd700; border: 1px solid black; margin-right: 5px;"></span> CIRCULATION   | <span style="display: inline-block; width: 15px; height: 15px; background-color: #808080; border: 1px solid black; margin-right: 5px;"></span> UNEXCAVATED |
| <span style="display: inline-block; width: 0; height: 0; border-left: 5px solid transparent; border-right: 5px solid transparent; border-bottom: 10px solid black; margin-right: 5px;"></span> MAIN BUILDING ENTRANCE | <span style="display: inline-block; width: 0; height: 0; border-left: 5px solid transparent; border-right: 5px solid transparent; border-bottom: 10px solid purple; margin-right: 5px;"></span> TRAIN PLATFORM |  |



KEY SECTION

# PROPOSED PLAN - MOTOR COURT + 147'

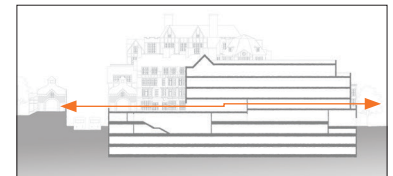


- COMMERCIAL
- RESIDENTIAL
- COMMUNITY
- SERVICE
- CIRCULATION
- MAIN BUILDING ENTRANCE



KEY SECTION

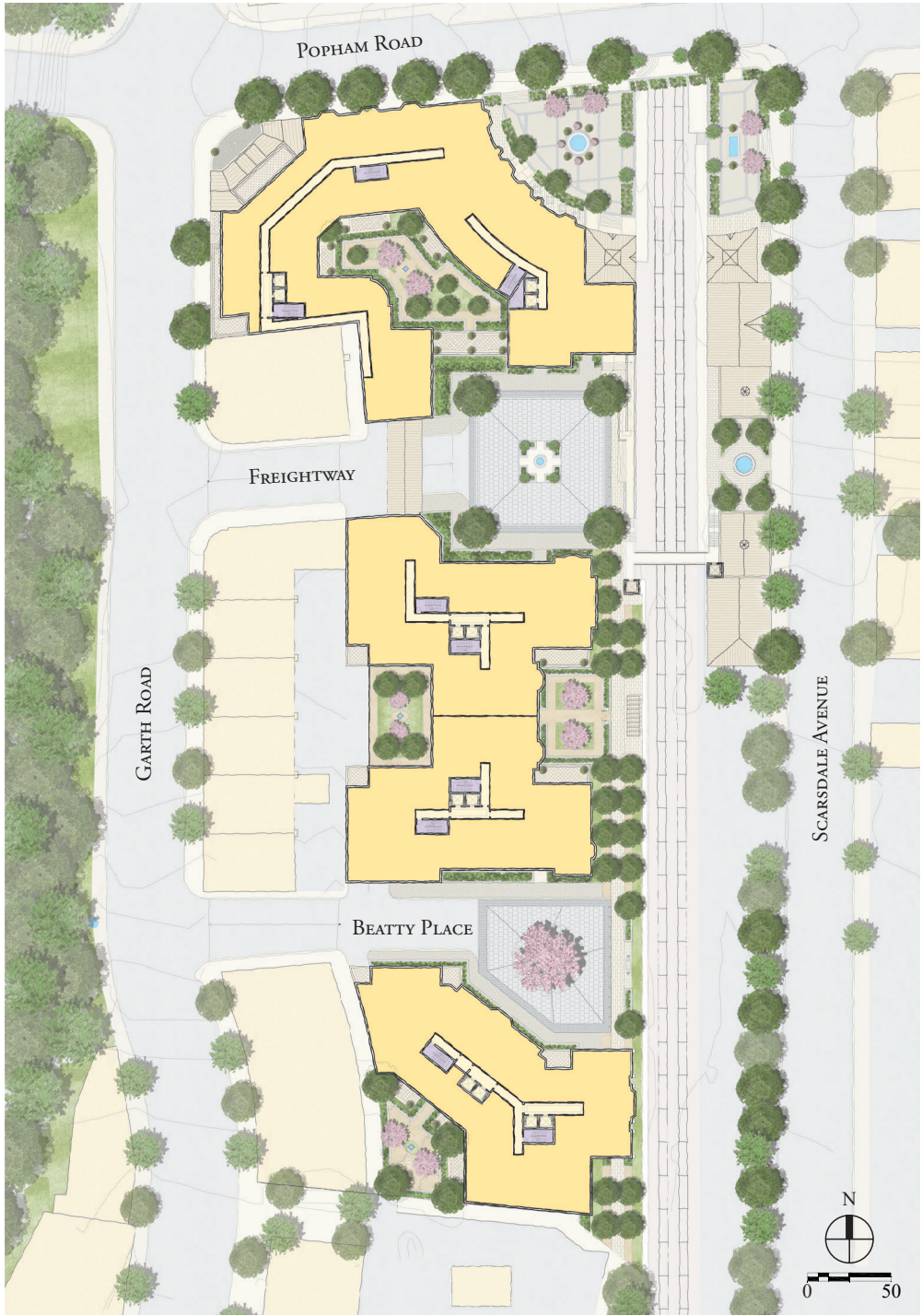
# PROPOSED PLAN - PUBLIC PLAZA +157'



KEY SECTION

- COMMERCIAL
- RESIDENTIAL
- COMMUNITY
- SERVICE
- CIRCULATION
- MAIN BUILDING ENTRANCE
- TRAIN PLATFORM ACCESS

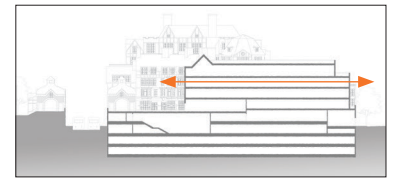
# PROPOSED PLAN - TYPICAL APARTMENT LVL.



■ SERVICE

■ CIRCULATION

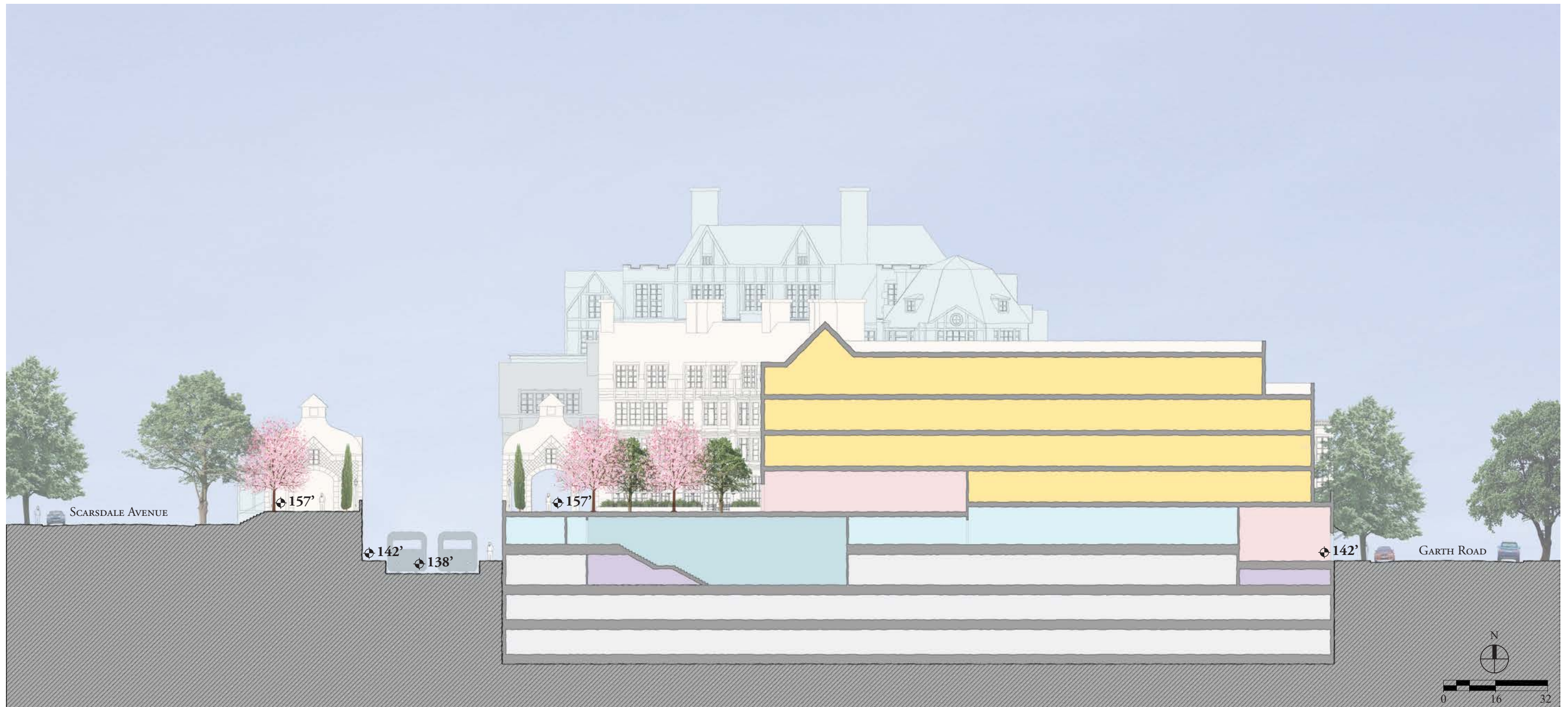
■ RESIDENTIAL



KEY SECTION

# SECTION

# SITE SECTION EAST-WEST



- COMMERCIAL
- RESIDENTIAL
- COMMUNITY - MUSIC SCHOOL
- COMMUNITY - BLACK BOX
- SERVICE
- PARKING



KEY PLAN

## ZONING NARRATIVE

Formulating and enacting appropriate zoning for the Freightway Site must not only be visionary and forward-looking to advance creative land development, but – in order to secure the support of the community – also respect the history of Scarsdale and its previously adopted land use policies. The Freightway Site is presently located entirely within a Planned Use Development (“PUD”) Zone, specifically PUD 1.0. The PUD 1.0 Zone allows for a mix of residential and commercial uses, including restaurants, retail stores, offices, and personal service establishments. However, as currently written, the PUD 1.0 Zone seems inconsistent with the goals and objectives of the Comprehensive Plan and the Freightway Redevelopment Study.

Encouraging smart growth and density at the nexus of mass transit, existing commercial and retail establishments, cultural or other gathering places is integral to maintaining vibrancy in the Village Center. Likewise, introducing additional residential units along with appropriate accompanying support retail, commercial and entertainment uses will attract residents to the Village Center throughout the day and on weekends and enhance the existing business community.

More appropriate for the redeveloped site is a Transit Oriented Development (“TOD”) zoning paradigm which creates a new, more predictable incentive system by amending the current existing Code to promote developments which intelligently leverage the Village Center’s premier access and location to the Metro North train line.

The proposed plan anticipates working collaboratively with the Village to formulate this new zoning paradigm for the Freightway Site, and potentially the surrounding area, by incorporating some or all of the following:

- Establishing a minimum as-of-right Floor Area Ratio (“FAR”) of 2.0 – as the site has historically been zoned for significantly higher density than the current 1.0 FAR.
- Establishing an incentive zoning paradigm to support TOD growth, with incentives taking the form of density bonuses for improvements made to public spaces and amenities, as well as dedicated community facilities.
- Establishing new building height standards to allow construction in a manner consistent with the aesthetic and cultural features of the Village Center.
- Encouraging adequate parking by maintaining and enhancing the current number of parking spaces dedicated for commuters, as well as exploring and implementing innovative parking concepts that account for shared parking, technological advances and societal change.
- Improving vehicular circulation by providing multiple ingress and egress points for better commuter and consumer access to concentrated parking areas;
- Improving pedestrian access, connection and flow to all areas of the Village Center.
- Devoting floor area to community uses which enhance the educational, cultural environment of the Village;
- Promoting retail, restaurant, and café uses in sufficient amounts to provide activation of the streetscape and connectivity between disparate Village Center areas.
- Developing offsite improvements for the public benefit
- Granting the Planning Board discretion to implement flexible set back requirements.
- Achieving LEED certifiable status;

Any new zoning paradigm could be implemented in a cooperative public-private partnership where the Village and Preferred Developer would execute a Memorandum of Understanding and Land Disposition Agreement setting forth the critical goals, timeframes and requirements for the State Environmental Quality Review Act (“SEQRA”). The available methods of revising the Zoning Ordinance are numerous, and include:

- Amending the text of the PUD 1.0 Zone to incorporate the changes above, requiring the least amount of legislative action;
- Creating an entirely new TOD Zone separate and distinct from the PUD 1.0 Zone, by taking the basic framework of the existing PUD 1.0 Zone and revamping it to further promote a modern and vibrant TOD, like the East End Concept Plan; or
- Establishing an alternative development scheme without strict bulk requirements other than density, wherein a developer could present a Concept Design Plan containing a variety of proposed uses first to the Village Board of Trustees for approval, then before the Planning Board for a site specific Site Plan review.

The above list is not meant to be exhaustive, and the East End Team proposes that it will present what it determines is ultimately the most appropriate means of codifying the developmental goals of the Village should it be asked to submit a response to an RFP.

# FINANCIAL AND LEGAL NARRATIVE

## **Financial**

A fully integrated real estate development firm founded in 2011 with over 20 professionals, East End has acquired over 2.5M SF of office, retail, and apartments, valued in excess of \$1.3 BB. East End has undertaken over \$500 million of construction projects, including dense ground up urban infill development projects in New York and Miami.

East End has financed multiple projects with a variety of institutional lenders to source a combination of balance sheet, CMBS, and other complex structured project debt, including M&T Bank, Berkadia, Annaly, LoanCore, Acore, Capital Source, Canyon, and Bank OZK (references available upon request). In order to evaluate the availability of construction financing for the proposed development, East End has consulted with Jones Lang LaSalle (JLL), who has acted as a financial advisor to East End on numerous past projects. JLL has reviewed the financial underwriting related to the Freightway Redevelopment Project, has had several discussions with potential lenders, and has verified the availability of debt capital for the project, given the strength of the sponsor and the projected economics of the redevelopment itself. A confirmatory letter from JLL is available upon request.

## **Legal Structure**

East End proposes that the transaction be structured as (i) a sale of the fee interest in the Freightway Site from the Village of Scarsdale to a single-purpose development entity controlled by East End (Development Owner), together with (ii) a parking agreement between the Development Owner and the Village of Scarsdale with respect to the Public Parking Structure. Substantially similar to the Christie Place Transaction entered into between the Village and the developers of Christie Place, the fee interest would be sold to the Development Owner pursuant to a Purchase, Sale, and Development Agreement, in accordance with which, the Development Owner would take title to the Property and agree to construct the Freightway Development (upon the Freightway Site and the Developer Parcels currently owned by East End, an affiliate of East End) in accordance with agreed-upon plans and specifications. Once the new Public Parking Structure was completed, the Village would assume management and control of the structure and would govern its operations pursuant to a Parking Agreement which would be recorded against title to the Property. Assuming management and control of some portion of the Parking Structure would be retained by the Development Owner for use by the residents of the new development, maintenance and repair obligations would be proportionally shared between the Village and the Development Owner pursuant to the Parking Agreement.

## EAST END DEVELOPMENT TEAM

**East End, together with 3d Properties, the co-developer of Christie Place, has assembled a best-in-class development team for the Freightway Redevelopment Project, including (a) Robert A.M. Stern Architects, as design architect, (b) Granoff Architects, as architect of record, (c) JMC, as engineering, planning, and traffic consultant, (d) Zarin & Steinmetz, as land-use counsel, and (e) Al Gatta, the former long term village manager of Scarsdale, as a municipal consultant.**

**Together with nationally recognized industry leaders in design, project management, and development, the team has thoughtfully integrated the best local consultants with extensive experience developing similar projects not only in Scarsdale, but other surrounding high-end Westchester and Connecticut communities. Specifically, a crucial asset of the team is the experience and institutional knowledge gained during the development of the successful Christie Place project, developed by 3d Properties.**

### East End Capital Partners, LLC

A fully integrated real estate development firm founded in 2011 with over 20 professionals, East End has acquired over 2.5M SF of office, retail, and apartments, valued in excess of \$1.3 BB. East End has undertaken over \$500 million of construction projects, including dense ground up urban infill development projects in New York and Miami.

Adding value through cutting-edge design, cost-conscious renovation, timely development, and meticulously curated art installations are mainstays for the firm. East End is currently constructing over 600,000 square feet of ground-up construction projects, comprising residential, office, and retail uses. East End utilizes integrated architectural and project management expertise to execute projects ranging from dense urban infill 450,000 square foot ground-up office/residential/retail mixed-use developments to 2,000 square foot office renovations. In addition to its ground-up development projects, recent ventures have included facade restorations, gut lobby renovations, roof deck installations, and multitudes of interior tenant fit-outs. East End has been laser focused on activating public spaces and amenities within its developments with inspiring art – over the past 5 years, East End’s projects have displayed the work of world renowned artists such as Tristan Eaton, El Mac, Sean Kolodny, FAILE, TYPOE, and Hitotzuki. In addition, East End is actively planning ground-up construction for a significant portion of the approximately 1.4 million square feet of development rights that the firm controls.

The East End team has decades of prior experience in law, finance, architecture, investment management, asset management, cost analysis, construction management, property management, portfolio accounting, and traditional financial underwriting. The wide array of in-house skill sets allows East End to transact quickly and with confidence. By integrating the investment and operating teams, real-time and accurate leasing, sales and construction cost data is efficiently reflected in all underwriting. Complexity is frequently an ally.

Comprised of a team of senior level executives from diverse backgrounds who have been working together for over 10 years, East End owns and manages all of its assets. East End is headquartered in New York City, with a separate office in Miami.



### 3D Real Estate Development & Investment Properties



3D Properties and its Principal Doug Brout together with Corey Rabin and Steve Rock have been responsible for over \$1 billion in development projects throughout his 35-year career in the industry. The Company focuses its efforts on maximizing investment returns by pursuing innovative and complex ground up development projects, major rehabilitations and adaptive reuse projects including Historic restorations. Since its inception in 2003, 3D has specialized in mixed-use development including public-private partnerships, with an emphasis on multi-family and retail components on challenging infill sites requiring environmental remediation, structured and below ground parking and extensive excavations in difficult soil conditions.

The Company is directly responsible for the purchase of 6 development sites, four in Scarsdale, NY, one in the DUMBO neighborhood of Brooklyn and one in Miami FL. Five of these projects have successfully been developed or re-developed for a total value of over \$220 million, with the remaining project currently advancing through the planning stage.

3D has joined forces with Corey Rabin to develop this and other projects. Corey is currently developing The Collection, in White Plains, New York, and has previously developed numerous other projects, including River Towns Square in Dobbs Ferry, New York.

### Robert A.M. Stern Architects, LLP



Robert A.M. Stern Architects, LLP, is a 260-person firm of architects, interior designers, landscape designers, and supporting staff. Over its forty-nine-year history, the firm has established an international reputation as a leading design firm with wide experience in residential, commercial, and institutional work. As the firm's practice has diversified, its geographical scope has widened to include projects in Europe, Asia, South America, and throughout the United States. The firm maintains an attention to detail and commitment to design quality which has earned international recognition, numerous awards and citations for design excellence, including National Honor Awards of the American Institute of Architects, and a lengthening list of repeat clients.

The firm has built an unparalleled portfolio of multifamily residential buildings, a body of our work that unites our longstanding dedication to the design of private residences with our deep commitment to urban place-making. The firm has designed apartment and condominium buildings—many incorporating hotel and retail components—in New York, Boston, Philadelphia, Washington, Arlington, Charleston, Atlanta, Dallas, Chicago, San Francisco and Los Angeles; in Toronto and Vancouver, Canada; and overseas, in London, Moscow, Lima, Taipei, Shanghai, and Hong Kong. Wherever we build, we apply lessons learned over decades of designing private houses about how people want to live, and lessons learned from our urban planning expertise about how to repair and reinforce frayed urban fabric.

Robert A.M. Stern Architects is a Limited Liability Partnership organized under the laws of the State of New York, and at present comprises 16 general partners: Robert A.M. Stern, Gary L. Brewer, Randy M. Correll, Melissa DelVecchio, Sargent C. Gardiner, Preston J. Gumberich, Michael D. Jones, Alexander P. Lamis, Daniel J. Lobitz, Grant F. Marani, Meghan L. McDermott, Roger H. Seifter, Kevin M. Smith, Jennifer L. Stone, Paul L. Whalen, and Graham S. Wyatt.

**Granoff Architects, LLP**

Granoff Architects, established in 1989, is a full-service design firm dedicated to providing outstanding client service and achieving excellence in architecture. With a team of 26 professionals, it is the largest architectural practice in Greenwich, CT. Granoff Architects designs a wide variety of projects in four integrated disciplines: residential architecture, commercial architecture, landscape architecture and interior design. The firm's design philosophy is balanced between respect for the past and excitement about the future, which has resulted in work of great variety, vitality and enduring quality.

Granoff Architects is well known in the northern suburbs of New York and Connecticut for the design of mixed use developments, multi-family buildings, unique homes, corporate offices, restaurants and spectacular landscapes. The firm credits its success on the close and long-term relationships with its clients. The diverse team conducts designs with energy and enthusiasm, challenging itself to make each project even better than the last. Problems are viewed from multiple perspectives and solutions are not limited to an architectural style. At Granoff Architects, "Green" design is critical and sustainable strategies are incorporated into each project.

One of the firm's notable projects is Armonk Square, a redevelopment of downtown Armonk, NY. In addition, Granoff Architects has designed large multi-family buildings in Harrison, New Rochelle, Greenwich, Old Greenwich, Shelton and Newtown, CT. It has also designed headquarters buildings for Chase Bank, Tudor Investments, BNY Mellon and Catterton. Granoff Architects is also well-known for its historic restorations. These include The River House, Restoration Hardware at the former Greenwich Post Office and the Granoff Architects Building, which was the former C,L&P Building.

**JMC Planning Engineering Landscape Architecture & Land Surveying, PLLC**

JMC was founded in 1980. The firm is a team of more than 50 highly skilled and experienced professional engineers, planners, landscape architects, surveyors, LEED® Accredited Professionals and support staff.

We work collaboratively to provide services such as condominiums, townhouses, apartments and planned communities; residential subdivisions; shopping centers, restaurants, banks, movie theaters and specialty retailers; industrial, warehousing and manufacturing facilities; office, corporate and head-quarter campuses; schools, universities and learning centers; highways, roundabouts, traffic signals and intermodal transportation projects; assisted living and retirement facilities; recreation facilities, sport fields, track, tennis and stadium projects; and governmental public works. The firm's engineers, landscape architects and surveyors are licensed throughout much of the United States.

Our 'one-stop-shop' firm offers a full range of site development services including planning, civil engineering, traffic and transportation engineering, environmental impact studies, landscape architecture, land surveying, design management and construction observation services. Thorough due diligence research, expert zoning interpretation and excellent design skills result in efficient entitlements.

JMC has been in the forefront of the recent market trends toward Transit Oriented Development or "TODs", having recently completed design and construction in several Westchester communities including White Plains, Mount Vernon, Harrison and Tuckahoe. Nearly all of these projects involved mixed uses, combining retail, office and recreational components within a primarily residential land use. JMC has also been involved in many projects in Village of Scarsdale as a Land Use Planner and Engineering Consultant to private land owners and developers.

Our clients have constant access to the complete resources of the firm. Each project is under the direction of a principal, assisted by project managers, designers and dedicated support staff. Conservation of the environment and energy resources using "green" opportunities and alternative solutions are explored through cost-benefit analyses. State-of-the-art computer and software systems coupled with the in-house capabilities of the firm enable the team to maintain demanding project schedules without reliance on outside resources while minimizing the possibility of delay.

## Zarin & Steinmetz



Zarin & Steinmetz is one of the pre-eminent law firms in the Metropolitan Area concentrating in land use, zoning, real estate, environmental law, transactions and development, and public-private partnerships. Its sixteen attorneys hail from backgrounds ranging from large New York City law firms to the public sector, and bring with them a wealth of experience in mixed-use redevelopment.

The attorneys at Z&S have unique expertise in guiding both private parties and municipalities through the labyrinth of federal, state and local land use issues, specifically including the State Environmental Quality Review Act ("SEQRA"), Eminent Domain Procedure Law, New York State General Municipal Law, and provisions relating to Urban Renewal, brownfield development, local zoning requirements, and general real estate and creative financing transactions. In these matters, Z&S works closely with numerous engineering, architectural and environmental consultants to develop strategies and approaches to comply with multiple governing laws and regulations.

Z&S's experience in complex land use matters is best reflected in the success of several recent matters the Firm has handled, including: a 468 apartment unit redevelopment of a former office building in downtown White Plains; the adaptive re-use and repurposing for a former hotel site into a mixed-use residential, office and retail development; the Garvies Point Waterfront Project in Glen Cove, New York; Adelaar Resort and Casino in the Town of Thompson, New York; final phase and 25 story residential tower in the Hudson Park North mixed-use waterfront project; a new business school for Iona College; 135,000 sf shopping center in the Town of Cortlandt; and several assisted/independent living projects. Z&S is uniquely positioned to advise the East End development team and work productively with the Village in connection with this exciting development of the Freightway Site.

## Hoff-Barthelson Music School



Hoff-Barthelson Music School (HBMS) was founded in 1944 by Virginia Hoff and Joyce Barthelson, two talented musicians who believed that music and the skills needed to perform it should be available to everyone. In the decades since, the School has achieved national recognition as one of America's premier community music schools for its unsurpassed leadership in education, performance, and community service. Open to people of all ages and abilities, Hoff-Barthelson serves as a center where everyone can pursue their interests in music and reach their highest potential. Through its Early Childhood, K-12, Adult, and Summer Divisions, more than 800 students, between 9 months and 87 years old, encounter a rigorous yet nurturing musical learning community, often forming relationships that last a lifetime. The School's comprehensive and sequential program provides not only private lessons but also musicianship classes, ensemble opportunities, and numerous performance classes and concert opportunities throughout the year. As a result of their studies at HBMS, students acquire understanding, appreciation and skills which lead to a lasting and joyful involvement with music while also developing critical thinking, creative, social and other learning and life skills. Master classes and guest appearances by world-renowned performers further enhance student development. Visiting artists have included violinist Midori, soprano Dawn Upshaw, flutist Paula Robison, members of the New York Philharmonic, and pianists Richard Goode, Dick Hymen, Garrick Ohlsson and Menahem Pressler, among many others. Guided by its commitment to accessibility, the School provides need-based financial aid to scores of students each year and offers performances and masterclasses to the public free-of-charge, or at nominal ticket prices.

# RELEVANT TEAM EXPERIENCE

**W25**  
**Wynwood, Florida**  
**2019**



**Project Relevance:**

- Project Location – Urban Infill
- Mixed-use retail/residential
- Subsurface Rock
- Unique Drainage Requirements
- Concerned abutters
- Subsurface Parking Facility
- Extensive cooperation with local municipal agencies
- Extensive cooperation with local utilities
- Extensive cooperation with local planning board
- Required Zoning Code Modifications



The 2.3 acre development site is located on NW 24th and NW 25th Streets immediately west of NW 2nd Avenue. The property sits at a premier “main-and-main” urban infill location, directly in between the Wynwood Walls and Panther Coffee. Wynwood 25 is an eight-story, 425,000 square foot project containing 289 rental apartments, 31,000 square feet of ground floor retail space, 340 (mostly subsurface) parking spaces, and a block-through paseo which operates as a pedestrian amenity for the neighborhood. The development targets Miami’s creative class – millennial workers who value Wynwood’s existing values and are seeking highly amenitized living environments within vibrant, walkable neighborhoods. Anchoring the project from an artistic perspective (critical to the Wynwood intelligentsia) will be two installations created by world famous muralists. The project topped-off in July 2018, and will deliver to retail tenants in early 2019, with delivery to residential tenants following shortly thereafter in Summer 2019.

The dense urban infill location necessitated close attention to and cooperation with neighbors, multiple municipal agencies, and all public utilities. In addition, a principal of East End sits on the Wynwood Business Improvement District Board, and was instrumental in negotiating and implementing a rezoning of the entire 50-block district – which made the full scope of the project possible.

**141 East Houston Street**  
**New York, New York**  
**2020**



On East Houston Street, East End is developing a modern best-in-class office building – a first in the rapidly evolving Lower East Side. 141 East Houston will offer cutting-edge design from Roger Ferris Architecture (the architect behind renovations to Philip Johnson’s Wiley House, in New Canaan, CT, and the Topping Rose House and The Bridge, both in Bridgehampton, NY), huge windows with expansive views, high ceilings, column-free efficient space, and high profile retail frontage – all on top of a subway stop in a unique and exciting location. Ground breaking is expected in the fourth quarter of 2018.

As the property sits directly above a subway tunnel East End and its structural engineering team designed the demolition procedures of the existing structure and the foundation of the new building in close cooperation with the Metropolitan Transit Authority.

**Project Relevance:**

- Project Location – Urban Infill, above public transportation
- Mixed-use retail/office
- Subsurface Rock
- Unique Drainage Requirements
- Concerned abutters
- Extensive cooperation with local municipal agencies
- Extensive cooperation with local utilities

**The Annex**  
**Wynwood, Florida**  
**2019**

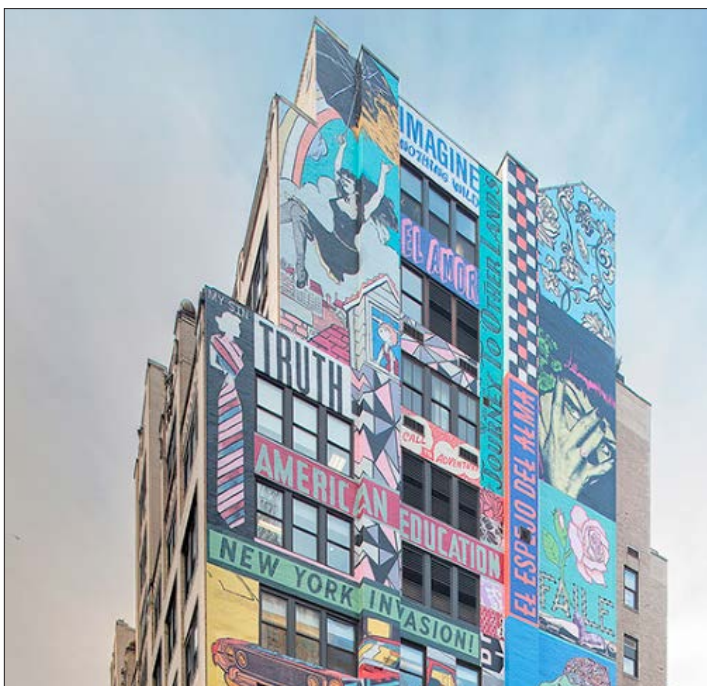


The Annex is a ground-up, 8-story, 60,000 SF boutique office development project located in the heart of the Wynwood Arts District in Miami – one of the first two purpose-built office projects in the neighborhood. The Kobi Karp-designed project continues the aesthetic themes of W25, incorporates almost 4,500 SF of prime retail frontage, will incorporate a high profile 80-foot art wall, and will target office tenants in the TAMI sector with suites ranging from 3,000 to 6,000 SF, a shared rooftop deck, and private outdoor terraces on select floors.

**Project Relevance:**

- Project Location – Urban Infill
- Mixed-use retail/office
- Subsurface Rock
- Unique Drainage Requirements
- Concerned abutters
- Subsurface Parking Facility
- Extensive cooperation with local municipal agencies
- Extensive cooperation with local utilities
- Extensive cooperation with local planning board
- Required Zoning Code Modifications

**The Plant at 321 West 44th Street**  
**New York, New York**  
**2014**



At the Plant, East End set out to re-imagine the workplace with modern environments, cutting-edge technology, and inspirational design. Everything dated and bland was upgraded in a \$130MM redevelopment, including the lobby, elevators, and corridors. Contemporary and creative offices were constructed with the expanding TAMI sector in mind, unlocking business potential and creativity one tenant at a time. A proprietary, state of the art, fiber-optic technical communications backbone was wired into The Plant's infrastructure. An 8-story mural by world renowned artist FAILE was painted on the eastern facade – further enhancing the building's appeal with creative tenants. And to literally top it off, a park-inspired roof deck with conference center was installed so that tenants could work efficiently outside their own space, sponsor private events, and simply recharge their batteries with a panoramic view of the Manhattan skyline.

**Project Relevance:**

- Project Location – Urban Infill
- Mixed-use retail/office
- Concerned abutters
- Extensive cooperation with local municipal agencies

**100 Biscayne Boulevard**  
**Miami, Florida**  
**2018**



100 Biscayne Boulevard is a 30-story, 310,000 square foot office building and 450 space garage located in Downtown Miami across from Bayfront Park. East End undertook a massive renovation in 2018, intending to create the best small-tenant office building in Miami. The upgrades included a modern facade and streetscape, a new modern lobby (anchored by an 80-foot digital art installation by Obscura, the leading creative digital design firm), and garage access, modernized valet/garage controls, and the installation of best-in-class fiber, colocation and telecom infrastructure.

**Project Relevance:**

- Project Location – Urban Infill
- Mixed-use retail/office

**Wynwood Arcade**  
**Miami, Florida**  
**2018**



The Wynwood Arcade is a through-block retail complex located Wynwood, the arts district of Miami. East End designed and executed an extensive multi-million dollar renovation to the existing warehouse and won numerous architectural awards, including the American Institute of Architects Award of Excellence for Adaptive Re-Use and an AIA Merit Award for Excellence in Architecture. Four entrances now connect three interwoven corridors lined with stores, restaurants and galleries. The open-air central atrium with a cascading staircase, that also serves as a public seating area, leads to a rooftop bar and event space.

**Project Relevance:**

- Project Location – Urban Infill
- Retail
- Extensive cooperation with local municipal agencies
- Extensive cooperation with local utilities
- Extensive cooperation with local planning board

**424 Bedford**  
**Brooklyn, New York**  
**2017**



Newly constructed in 2010, 424 Bedford is a twenty-one story residential tower located in South Williamsburg, the even “hipper” neighbor of North Williamsburg. The building boasts unusually expansive and unobstructed views of the Manhattan skyline to the west, and Brooklyn and Queens to the east. A short walk to the J, L, M & Z subway lines and the East River Ferry Terminal provides residents an efficient commute to almost any office in Manhattan in less than thirty minutes.

East End designed and executed renovations to the building’s exterior, roof, fitness center, and mechanical systems, and selective unit upgrades – which transformed 424 Bedford into the most unique apartment building south of Broadway.

**Project Relevance:**

- Project Location – Urban Infill
- Residential

**285 Madison Avenue  
New York, New York  
2015**



An iconic pillar of the celebrated New York advertising landscape for 87 years, the development team composed of East End, RFR, and Greenoak, intelligently transformed the 27-story building into a contemporary office building with street presence, a striking new lobby and new current technological functionality. It is both a bridge between Grand Central and Bryant Park, and a place where Midtown and Midtown South converge.

Designed and engineered as a model of 21st-century work/life balance, the building was updated to support both conventional and creative enterprises, with amenities such as a landscaped outdoor roof space, bike storage, a tenant lounge, and a gym facility with showers and lockers.

**Project Relevance:**

- Project Location – Urban Infill
- Mixed-use retail/office
- Concerned abutters
- Extensive cooperation with local municipal agencies

**Christie Place Condominiums and Retail  
Scarsdale, New York  
2009**



Christie Place, a former Village owned parking facility in disrepair was transformed into a vibrant renewal of the northern end of the Village Center. As co-developer, 3D was responsible for the origination, strategy and execution of the winning RFP response to the Village of Scarsdale. 3D also negotiated the Designated Developer Agreement, managed the design, development, construction management and retail leasing. The mixed-use project includes: 42 luxury residential condominium units, 12,000 square feet of first-class retail, over 300 below ground parking spaces for Village commuters and residents with 67 at grade, covered short-term retail spaces.

The project required detailed negotiations with the Village of Scarsdale to accomplish the ownership structure, shared parking arrangements and shared maintenance and operations agreements. Construction of the project required a \$2 million clean-up of a toxic environmental condition caused by an Exxon/Mobile gas station formerly on site, and excavation and blasting of the 25-foot deep garage of primarily rock throughout the entire site. This was achieved while managing the communities parking needs due to the temporary removal of the former parking facility, keeping traffic flowing in a busy Village center and avoiding disruption to adjacent neighbors living in close proximity to the construction. The garage is both underground and below the water table requiring state of the art waterproofing and dewatering systems.

**Project Relevance:**

- Referenced in the Freightway Site Redevelopment Study as a Case Study and example of successful mixed-use development
- Public/Private Partnership
- Below ground Commuter Parking
- Rock removal and Environmental Clean-up
- Construction phasing and temporary parking solutions
- Sensitive negotiations with adjacent properties
- Documentation and legal structure negotiation with the Village of Scarsdale

**One Palmer Avenue  
Scarsdale, New York  
2013**



**Project Relevance:**

- Located at a key gateway corner of Scarsdale
- Removal of eye-sore and improvement of ingress, egress and traffic at a high-volume traffic corner
- Below grade parking structure
- Rock removal with blasting in sensitive area
- Difficult community review and approval process

3D Properties is the managing member of the ownership group, in partnership with Brad Perkins, Scarsdale resident and managing partner of Perkins Eastman Architects for this mixed-use office and retail property who was responsible for Design and Construction Administration. The group purchased the property, a former gas station and auto repair shop that had been an eye-sore at a major intersection and gateway to the Village of Scarsdale. 3D improved the parking areas, circulation, and traffic flow by reconfiguring the spaces and negotiating a shared parking agreement with the adjacent property and 3D worked with the Village to close a “cut-through” street annoyance to the abutting neighborhood. The new design includes a new single entry from Palmer Avenue into both properties sharing the parking facilities, thus greatly improving traffic conditions. The redevelopment of this critical high-traffic corner property also included the elimination of 4 traffic interrupting and dangerous ingresses and egresses from the gas station and created a much improved traffic flow and safety condition along with the improved parking lot.

Construction of this approximately 10,000 square foot building and below ground parking facility required, an excavation of approximately 30 feet of soil and rock requiring both mechanical excavation and rock blasting. The property was also a major environmental hazard from many years of leaking fuel tanks requiring the remediation of water and soils affecting this location.

**Scarsdale Medical Building – 259 Heathcote Road  
Scarsdale, New York  
2013**



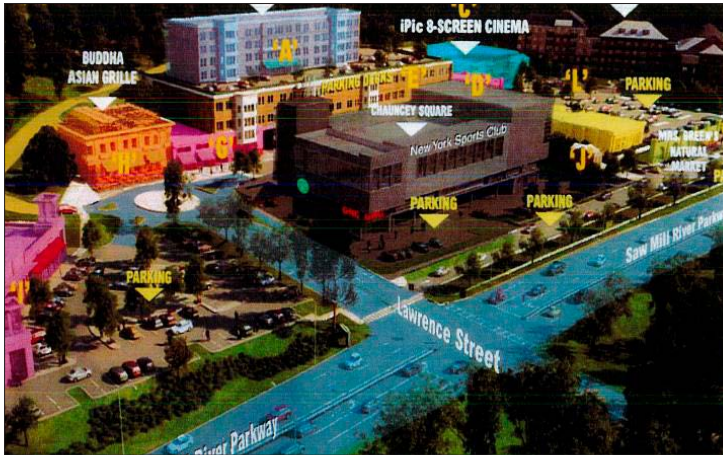
3D Properties is the managing member of the owner for this Medical Office property that was the original location for the Scarsdale Medical Group (SMG), a community service that was vital and highly regarded by area residents. SMG was in the process of leaving the area to the dismay of local residents until 3D stepped in, purchased the property, facilitated a complete rehabilitation of the main building and kept the medical group in the community with only a brief interruption of services. Construction included the complete removal of asbestos containing materials and an installation of a resilient operating system to mitigate the buildings location in a flood zone.

3D is currently working with SMG’s successor entity, White Plains Hospital to further improve the main building and address the currently vacant annex building.

**Project Relevance:**

- Property location in Scarsdale
- Understanding the needs of the Scarsdale community
- Negotiating multiple Village Board approval processes

**Rivertown Square**  
**Dobbs Ferry, New York**  
**2018**



Corey B. Rabin, Esq. co-developed Rivertowns Square, a mixed use development project completed in 2018, located on the 18 acre former Akzo Nobel campus in Dobbs Ferry, NY. Situated on the Saw Mill River Parkway at Lawrence Street, the project includes a 125,000 square foot iPic anchored retail center, 202 luxury rental apartments and a 126 room hotel. Rivertowns Square has enhanced the Westchester communities it serves and is thought to have contributed to a revival of the nearby downtown business district.

**Project Relevance:**

- Project Location – Infill Location
- Mixed use retail and residential
- Concerned abutters
- Extensive cooperation with municipality
- Below grade parking/rock removal
- Public/Private land transactions

**The Collection**  
**White Plains, New York**  
**2018**



Located near the intersection of Westchester Avenue and Bloomingdale Road in White Plains, NY, Rabin purchased the former home of Key Ford property in 2018. As co-developer, he obtained approvals for a project known as The Collection, a mixed use project including 276 luxury rental apartments and 25,000 square feet of retail. The project is slated for construction in 2019.

**Project Relevance:**

- Project Location – Infill Location
- Mixed use retail and residential
- Concerned abutters
- Extensive cooperation with municipality
- Below grade parking/rock removal
- Public/Private land transactions

**Fifteen Central Park West**  
**New York, New York**  
**2008**



**North Market Street Mixed-Use Project**  
**Charleston, South Carolina**  
**In Design**



**RAMSA**  
 ROBERT A.M. STERN ARCHITECTS

Central Park West is one of the city’s most glamorous streets, both architecturally and in terms of the mix of people who have been drawn to live here over many years. With its almost continuous palisade of romantically silhouetted apartment towers bounding Central Park, Manhattan’s front lawn, Central Park West is an internationally acknowledged archetype of Manhattan and of modernity.

Fifteen Central Park West is designed to complement its neighbors. The nineteen-story House joins the palisade of park-facing apartment houses that stretches for more than two miles along Central Park West. The thirty-five-story Tower takes its place among the 1920s towers punctuating that palisade – the Century, the Majestic, the San Remo, and the Eldorado – as well among as the post-war towers that line Broadway to form a back range to the skyline. On the west, shopfronts participate in the active pedestrian life of the stretch of Broadway between the great cultural anchors of Lincoln Center and Jazz at Lincoln Center, now located at Columbus Circle.

Fifteen Central Park West is completely clad in limestone, complementing the light-toned brick and stone of the older towers and contrasting with the dark reflections of the newer buildings around Columbus Circle. The warmth and natural variation of limestone has made it the material of choice for New York’s most important buildings, those with the highest architectural ambitions, from the Metropolitan Museum of Art to the Frick Museum to the Empire State Building to some of the great apartment houses like 998 Fifth Avenue and 740 Park Avenue; no material takes the light more beautifully.

**Project Relevance:**

- Large residential development
- Strong city significance

**RAMSA**  
 ROBERT A.M. STERN ARCHITECTS

Our design for 167,900 square feet of mixed-use development on a prominent site on Market Street, in the heart of Charleston’s well-known historic district where the Ansonborough neighborhood meets the French Quarter, combines a five-star hotel above street-level shops and private residences. The project’s signature building, a five-story brick-and-masonry hotel on Market Street, will be joined by an additional hotel building fronting Church and Anson Streets, designed to reflect the lower scale of the Ansonborough neighborhood to the north; facing Pinkney Street, three-story maisonettes encompassing a residential courtyard will recall the traditional Charleston “single house” with their use of brick, painted clapboard, and porches running perpendicular to the street. An east-west pedestrian passage of shopfronts maintains existing through-block access at the center of the site, anchored by a large plaza at the western entrance and smaller garden along the site’s eastern edge.

**Project Relevance:**

- Mixed-use residential/retail
- Pedestrian passageway
- Large public plaza

**Musikwartier**  
**Arnhem, The Netherlands**  
**2006**



**Courier Square**  
**Charleston, South Carolina**  
**Under construction, completion 2018**



**Philadelphia Navy Yard**  
**Philadelphia, Pennsylvania**  
**2005**



**RAMSA**  
 ROBERT A.M. STERN ARCHITECTS

A 42,000-square-meter mixed-use project in the historic Dutch city of Arnhem, Musikwartier enlivens the formerly industrial part of the city through the creation of a market square surrounded by new buildings incorporating ground-floor retail with residential space above. The new structures are carefully woven into and around existing historic buildings, in an idiom that complements but does not mimic the surrounding fabric of the city. A glass-covered arcade offers shoppers shelter during the long, rainy Dutch winter, and provides an important connection from the established shopping destination Land van de Markt through to the new market square on the Brouwerstraat. Musikwartier won a Charter Award of Excellence from the Congress for the New Urbanism in 2006.

Project Relevance:

- Mixed-use residential/office/retail
- Public market square

**RAMSA**  
 ROBERT A.M. STERN ARCHITECTS

Courier Square, Evening Post Industries' redevelopment on Upper King Street, will continue the expansion of Charleston's urban fabric north from the city's already bustling Broad Street area over three phases of construction. The first phase is composed of two distinct buildings: an office building along Meeting Street and a residential building at Columbus Street side by side, with a greenway serving as a city park and a passage to downtown for pedestrians and cyclists. Sharing its northeast edge with the Meeting Street building, The Guild, – an eight-story loft-style brick apartment building – recalls the industrial character of the late nineteenth- and early twentieth-century warehouses in the area. The building provides 220 apartments; storefronts line Columbus Street.

Project Relevance:

- Mixed-use residential/office/retail
- Downtown center for pedestrians and residents

**RAMSA**  
 ROBERT A.M. STERN ARCHITECTS

The Philadelphia Navy Yard lies 3.5 miles south of City Hall at the foot of the historic Broad Street axis. The 1,000 acre former Navy Base, comparable in size to Center City, contains an active shipyard west of Broad Street, six miles of waterfront along the Schuylkill and Delaware Rivers, and over 187 historic buildings within the nationally registered Philadelphia Naval Shipyard Historic District. After a six week competition, Robert A.M. Stern Architects was chosen by a public private partnership of the Philadelphia Industrial Development Corporation and developer Liberty Property Trust/Synterra Partners to lead a multi disciplinary design team in the creation of a master plan to guide development of 522 acres of the 1,000 acre site.

Project Relevance:

- Mixed-use residential/office/retail
- Collaboration with the city of Philadelphia

**70 Vestry**  
**New York, New York**  
**2018**



**Residences on Steamboat Road**  
**Greenwich, Connecticut**  
**In Design**



**Celebration**  
**Celebration, Florida**  
**1997**



**RAMSA**  
 ROBERT A.M. STERN ARCHITECTS

70 Vestry provides 46 condominium apartments in a 14-story building that extends the much-admired architectural character of Tribeca to the Hudson River. The building is clad in Beaumaniere limestone, selected for its subtle patterning and warm pink glow. Expansive windows open the residences to 360-degree views; vertical articulation—metalwork and pilasters that define multi-story fenestration patterns—breaks down the facades into bays that recall the scale of Tribeca’s treasured cast-iron structures and their machine-age interpretation of Renaissance Revival forms.

Project Relevance:

- Large residential development
- Sustainable building and site design

**RAMSA**  
 ROBERT A.M. STERN ARCHITECTS

Located on the southern tip of a peninsula just east of Greenwich Harbor, this 14,000-square-foot apartment house offers eight condominium residences ranging from 800-square-foot one-bedroom units to 2,000-square-foot three-bedroom apartments, all with porches sized for dining and entertaining and private underground parking. Sited to favor views to the harbor to the west and Smith Cove to the east, the building is conceived as a large house or inn in the New England Shingle-style tradition, expressed in fieldstone and cedar shakes. Landscaped terraces descend to a waterside promenade.

Project Relevance:

- Project location in New England
- View corridors

**RAMSA**  
 ROBERT A.M. STERN ARCHITECTS

Located outside of Orlando, Florida, Celebration encompasses 4,900 acres and about 20,000 residents. This office’s role, working in partnership with Cooper Robertson and Partners and the developer, the Celebration Company, is to develop the Full Build-Out master plan. Completed to date are a Downtown and approximately 3,500 houses and apartments. The Downtown is focused on a new lake that overlooks the existing wooded wetlands, creating an intimate relationship between town and nature. Residential neighborhoods radiate out from this center in a warped grid plan that allows for easy visitor orientation while creating picturesque views down curved streets.

Project Relevance:

- Mixed-use development in city center
- Transit-oriented development

**Armonk Square**  
**Armonk, New York**  
**2013**



Armonk Square is a suburban downtown redevelopment, on 3 acres in the center of Armonk. The 100,000 s.f. mixed-use project includes retail stores, restaurants, apartments and an upscale grocery store. The design uses local vernacular and scale to blend in with the surrounding historic and small-scale buildings. A key feature is a pedestrian mall, off Main Street, with a fully developed landscaping plan. The project was transformational for the community and has caused a thriving downtown for the village.



**Project Relevance:**

- Mixed-use Project
- Downtown Suburban Re-Development
- Transformational project for Armonk

**Greenwich Shore Apartments**  
**Greenwich, Connecticut**  
**2011**



This project was designed on the site of a former rock quarry. With spectacular views of Long Island Sound to the south and the I-95 highway to the north, siting challenges were turned into opportunities. Granoff Architects designed three buildings atop a below-grade parking garage. The 76 units total 112,000 s.f., including a fitness center. The buildings are all single-loaded, with hallways on the highway side, so that every apartment has water views. There is a mix of unit sizes and 10% are affordable.



**Project Relevance:**

- Large multi-building residential development
- Underground parking lot
- Spectacular views from each apartment

**Watermark Pointe**  
**New Rochelle, New York**  
**2018**



Watermark Pointe is located on a 10-acre waterfront site, that was formerly a beach club. The 300,000 s.f. project is comprised of nine 5-story buildings arranged along the waterfront. There are only two condominiums per floor, so that each one has a spectacular view of Long Island Sound. There are 2-bedroom and 3-bedroom units, with sliding glass walls. Granoff Architects also designed the clubhouse, which has a gathering space and fitness center, adjacent to a swimming pool and outdoor terraces. The site includes a 3-acre park, walking trails and gazebos. Under construction now, Watermark Pointe is expected to be completed in late 2019.



**Project Relevance:**

- Re-development of under-utilized suburban site
- Large multi-building residential development
- Diversified housing type for the community

**Harrison Lofts**  
**New Rochelle, New York**  
**Ongoing**



JMC was responsible for Civil Engineering, Landscape Architecture, Land Surveying, Environmental Studies and Entitlements. The Harrison Playhouse Lofts property is located between Harrison Avenue and Purdy Street on the block between Halstead Avenue and Colonial Place. The project is an adaptive reuse of the old Harrison movie theater and involved the redevelopment and change of use of a 20,695 square foot property containing existing shops along Harrison Avenue. The mixed-use, transit-oriented development will add 36 luxury rental units as well as a new street level cafe on Purdy Street. Designed by noted architect, Stephen Tilly Architects, known for their “Green building” projects and historical restoration work, the Playhouse Lofts will incorporate several environmentally sustainable design elements to be one of the first Westchester County buildings to satisfy the FitWel™ standard, the world’s leading healthy building certification. The subject property has received full approvals to be redeveloped with a 4 story, 36 unit residential building with structured parking spaces below.

Project Relevance:

- Mixed-use residential/retail
- Transit-oriented development
- Sustainable building and site design

**Multi-Family Redevelopment at 550 Halstead Avenue**  
**Harrison, New York**  
**2017**



The JMC design team worked with the architectural consultant to secure site plan approval and several area variances for a redevelopment located at 550 Halstead Avenue in the Town/Village of Harrison. The site of a former lumber yard provided an opportunity to add value and an aesthetic enhancement to what the Town/Village considered an “eyesore” along the gateway to the community. Located in a transitional residential and commercial zone of Harrison in close proximity to the Train Station, the 5-story, 36-unit multifamily residential redevelopment was approved and recently constructed.

JMC’s responsibilities include site planning, civil engineering, landscape architecture and traffic consulting services. The building and the site are considered to be an example of a “green” redevelopment, incorporating a green roof, covered parking and a “state of the art” stormwater treatment system.

Project Relevance:

- Multifamily residential
- Transit-oriented development

**PepsiCo-Purchase Campus Renovation**  
**Harrison, New York**  
**2015**



PepsiCo Project Renew, was the first major renovation to PepsiCo's World Headquarters in Purchase, NY since it was constructed in the late 1960's. Project Renew included a complete renovation of 453,000 s.f. office space, expanded parking areas and updates to the site's aging infrastructure. The Project's site improvements respect the campus's World Renown Donald M. Kendall Sculpture Gardens, which attract over 150,000 visitors per year.

JMC was engaged to provide multi-disciplinary permitting, site design and construction administration services for Project Renew – a major renovation of the PepsiCo Corporate Headquarters in the Town/Village of Harrison, New York. World-renowned for its mid-20th century modern design by Edward Durrell Stone and also for the Donald M. Kendall Sculpture Gardens, designed by E.D. Stone, Jr. and later expanded by famed garden designer M. Russell Page.

**Project Relevance:**

- Major office campus redevelopment
- Sustainable building and site design
- Historic relevance

**Landmark at Eastview**  
**Mt. Pleasant & Greenburgh, New York**  
**Ongoing**



JMC has worked with various owners on the Landmark at Eastview property since the late 1980's. Our involvement included analysis and upgrades to the site's infrastructure and preparation of several master plans for the property's redevelopment. Completed projects include 600,000 s.f. of Research and Development (Lab), a Home Depot and the MSG (Madison Square Garden) Training facility for the NY Knicks, Rangers and Liberty.

The Landmark at Eastview site is more than 200 acres in size and is divided by the municipal boundaries of Greenburgh and Mount Pleasant, at the centerline of Old Saw Mill River Road, just east of the Saw Mill River Parkway. Our current work includes both SEQRA DEIS and FEIS document preparation, including traffic analyses, and civil engineering and landscape architecture design on behalf of Regeneron a biomedical research company. Ongoing plans include adding more than one million square feet of research and development space in two municipalities. Regeneron will likely be the largest employer in Westchester County by year 2020.

**Project Relevance:**

- Major research and development campus
- Sustainable building and site design

**Tuckahoe Mixed-Use Development**  
**Tuckahoe, New York**  
**2016**



JMC was responsible for providing Site Design and Civil Engineering for the Station Lofts which is a three-story mixed-use development consisting of 3,600 square feet of ground level commercial space and 47 residential rental units and associated parking. This redevelopment is a true transit oriented development designed to appeal to professionals, empty-nesters, and second-homeowners who value the location, design and features above unit size and do not need to house more than themselves. JMC prepared all SEQRA documents required to allow a “negative declaration” to be adopted by the municipality.

JMC worked closely with the Village of Tuckahoe to create a street presence that embraces its proximity to the busy train station. The developer agrees to add a lower level commercial retail component. Street frontage improvements included new sidewalks and landscape, as well as coordination with Con Edison to place all overhead utilities underground.

Project Relevance:

- Mixed-use residential/office/retail
- Transit-oriented development
- Former commuter parking lot
- Public private partnership

**Rivertowns Square**  
**Dobbs Ferry, New York**  
**2017**



JMC’s involvement included working closely with the municipality’s staff on zoning legislation to enable a substantially vacant office complex to be transformed into a modern mixed-use development. Thereafter, JMC worked as part of a team of consultants to assess SEQRA impacts and prepare documents as part of a DEIS/FEIS process.

JMC continues to be responsible for providing Site Planning, Civil Engineering and Landscape Architecture as the development nears its final phases of construction. Rivertowns Square is the redevelopment of the AkzoNobel industrial facility, creating a multi-story residential building with approximately 223 rental units and a parking structure within the building, and a mixed use commercial development consisting of a 138-room inn/hotel, an approximately 18,000 s.f. market, an 8-screen cinema building and approximately 49,000 s.f. of various retail space. As part of the application, a major local connector road was extended and reconfigured, and improvements were made to the intersection of Lawrence Street and the Saw Mill River Parkway. The traffic studies analyzed 35 intersections, traffic calming along nearby roadways including, speed bumps, speed tables (raised crosswalks), sidewalks and bicycle lanes.

Project Relevance:

- Mixed-use residential/retail/hospitality
- Regional traffic analysis and associated improvements

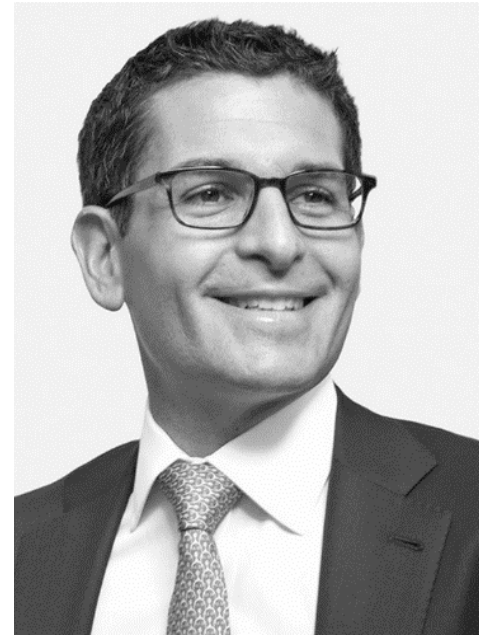
# TEAM BIOS

## DAVID PERETZ

FOUNDER, MANAGING PRINCIPAL

David manages all activities and growth at East End, along with co-founder Jonathon Yormak. David's primary areas of focus include the sourcing and arranging of development opportunities, acquisition of other new investments, establishing acquisition strategy and target market focus, and growing the firm's capital relationships.

Prior to founding East End, David was a Director at Broadway Partners responsible for running acquisitions in the Eastern United States. In that role, David was directly responsible for the acquisition of 4.5 million square feet of assets in New York, Boston, Washington, D.C., and Florida. As one of the firm's first employees, David was instrumental in the growth of the company and building out the infrastructure of the firm. David was also involved in asset management, dispositions, and new business initiatives. Earlier in his career, David was in the real estate investment banking group at Lazard Frères & Co, where he was involved in transactions totaling over \$1.4 billion in value. David holds a B.S. from the Wharton School of Business at the University of Pennsylvania.

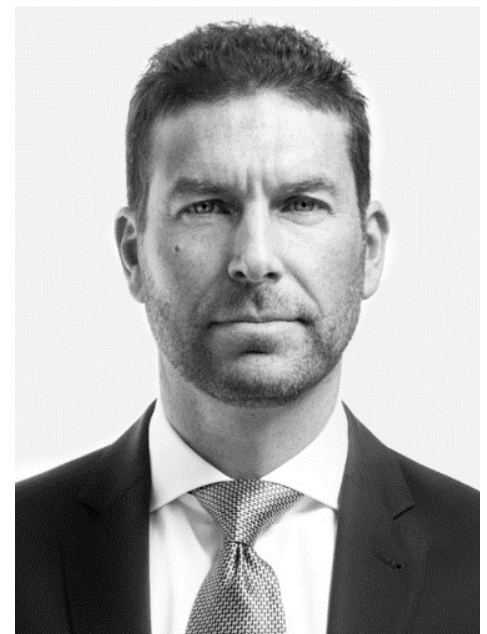


## JONATHON YORMAK

FOUNDER, MANAGING PRINCIPAL

Jonathon manages all activities at East End, along with co-founder David Peretz, with a focus on development, design, and asset management execution. For Jonathon, each day represents an opportunity to further establish East End as an institutionally governed best-in-class real estate investment firm capitalizing upon trends that others have yet to see. In addition, Jonathon oversees and manages all development and asset management activities at the firm.

Prior to founding East End, Jonathon was a Managing Principal at both Ruben Companies and Broadway Partners. On a combined basis, he acquired, repositioned, and managed an office portfolio exceeding fifteen million square feet located throughout the U.S., as well as 1,000 residential units within New York City and Boston. Jonathon has extensive capital market knowledge, having sourced and structured billions of dollars of equity and debt. He also has broad platform-building experience, having started and grown various real estate related businesses.



## CHRISTOPHER SMITH

MANAGING DIRECTOR



Chris is an operational hub at East End, joining together his capital allocation and operating company experience. He works collaboratively with everyone at the firm to ensure quality process, product, and execution throughout the ownership/investment cycle – from thoughtful acquisition, to aggressive asset management, to nimble disposition. Utilizing his legal and fiduciary training, Chris also helps guide the team to maintain a strong commitment to transparency and compliance.

Before joining East End, Chris was the Chief Transactions Officer at Penzance, the value-add Washington D.C. real estate operator, where he guided the firm's acquisitions, asset management, and capital raising efforts. Prior to that, Chris was a partner at CityView, the Los Angeles-based opportunity fund. There, he was instrumental in investing and managing over \$750 million of institutional capital in real estate development projects in thirteen states domestically, and developing institutional investment and management processes for the expanding business. Originally trained as a lawyer at the New York University School of Law, Chris spent the first six years of his career as a commercial real estate lawyer at Fried Frank in New York and Paul Hastings in Los Angeles.



## NICHOLAS POLITO

HEAD OF CONSTRUCTION



Nick manages all aspects of construction management, and capital investment diligence for East End. Utilizing his broad background in both architectural design and project management, Nick oversees design document production and review and manages all formal bid processes and general contractor selection. In addition, he supervises all capital budgeting for portfolio assets and acquisition targets, and serves as a field general with respect to all of East End's construction activities.

Over a 30-year career prior to joining East End, Nick worked at several prestigious architecture and construction firms, including Studios Architecture and Lehr Construction, where he designed and managed countless real estate projects, including such high-profile installations as the Bloomberg Headquarters at 731 Lexington, the Condé Nast Headquarters at 4 Times Square, the Clear Channels Headquarters at 32 Avenue of the Americas, and the Cadwalader, Wickersham & Taft offices at 1 World Financial Center. On a combined basis, Nick has drafted the construction documents and directly managed the construction of projects totaling over \$800 million in value. Nick holds a B.A. in architectural design from the New Jersey Institute of Technology.



## DENIS ISEROVICH

VICE PRESIDENT OF CONSTRUCTION

Denis leads ground up construction efforts for East End. He specializes in the management and execution of development projects - utilizing his experience to streamline all aspects of the building process.

Prior to joining East End, Denis worked as a project manager for Tishman Construction where he was actively involved in the construction and fit-out of over 2 million square feet of residential and retail spaces. Significant past projects include the Kohn Peterson Fox designed, 47-story Waterline Square development in Manhattan's Upper West Side, a cultural center that was part of the Essex Crossing mixed-use development in the East Village, and several Broadway theater renovations. Denis is also a licensed Structural Engineer and spent the early half of his career consulting on a variety of new building and renovation projects.

Denis holds a Masters of Engineering in Structural Engineering from Cornell University and a B.S. in Civil Engineering from Syracuse University



## DOUG BROUT

PRINCIPAL

As principal of 3D, Doug Brout has developed multi-family, retail, and medical office properties; including complex mixed-use projects with public/private partnerships and environmental clean-ups.

This vast national and local experience as principal and fiduciary with both institutional and private clients included; sourcing, analyzing, performing due diligence, design coordination, entitlement processing, transaction structuring, debt financing, development execution, acquisitions, dispositions, joint venture structuring and facilitation, investment banking, personnel and property management, strategic planning and execution. This extensive background makes 3D Properties and its principal able to provide the highest quality of service in the real estate industry. This service is provided with a hands-on practical approach emphasizing thoughtful execution with the creativity to achieve superior results while managing risks.

Mr. Brout received a Bachelor of Science in Accounting from the University of South Florida. He has participated in Continuing Education courses with the University of North Carolina and Cornell University.



## COREY B. RABIN, ESQ

PRINCIPAL



Corey B. Rabin, ESQ is a practicing attorney, admitted to the New York, New Jersey and Florida Bars. For more than thirty-five (35) years, he has also acted as a principal owner and managing member of various real estate investments and ventures.

During the past five years, Mr. Rabin acquired and co-developed three projects in Westchester County, as follows: (1) Rivertowns Square, a mixed use project in Dobbs Ferry, NY, including a 125,000 square foot retail shopping center, with 202 residential units and a hotel. The construction was completed in 2017; (2) Country Club Estates in White Plains, NY, a fifteen unit residential new construction project which was successfully completed in 2016; and, most recently, (3) “The Collection” F/K/A “Keystone Square”, a mixed use project with 276 residential apartment units and 25,000 square feet of retail space in White Plains, NY, which has been approved (construction will commence in 2019).



## STEVEN B. ROCK

SENIOR DIRECTOR-CAPITAL MARKETS



Steven B. Rock is the Senior Director of Marcus & Millichap Capital Corp in the Manhattan and Westchester offices. Mr. Rock is a structured financing professional for Institutional Property Advisors (IPA) a division of MMCC. He is responsible for securing senior debt, equity, preferred equity and mezzanine financing for commercial real estate of all property types including multifamily, office, industrial, retail, senior housing and hospitality. Mr. Rock has enormous experience in structuring complex financial transactions, including large construction and development projects. Mr. Rock has many valuable long term relationships with national and regional funding sources including, agency lenders (e.g. Fannie Mae, Freddie Mac), commercial banks, CMBS lenders, Life Insurance companies, Private equity and public funds, REIT’s, bridge lenders, family offices, hedge funds, high-net worth and institutional investors.

Mr. Rock has more than 25 years of combined commercial real estate finance and capital markets experience and has originated and closed more than \$2 billion in commercial real estate financing.

Mr. Rock’s holds a real estate license in the State of New York and expertise also includes financial and estate planning, insurance and portfolio asset management and previously held Professional Licenses in, Series 7 & 63 Securities Licenses and Life, Health and Accident and P&C Insurance Licenses. Mr. Rock is also a member of the International Council of Shopping Centers (ICSC) and Mortgage Bankers Association (MBA)



## ALFRED A. GATTA

MUNICIPAL CONSULTANT

Mr. Gatta served as the Village Manager of Scarsdale for twenty years between 1995-2015. In that capacity, he served as chief administrative officer for a local government of 264 employees with combined budget of \$40M. He was responsible for overall operations, including finance, budget, personnel, capital planning/department management and 13 departmental programs. Additionally, Mr. Gatta oversaw capital improvement programs that included downtown infrastructure, the bridge replacement, library and pool rehabilitations and other public projects.

Over the past forty years he has served in some of the more progressive local governments as the city manager including Hartford, Connecticut and Ann Arbor, Michigan. Mr. Gatta has expertise and firsthand experience in government budgeting/finance, the planning and implementation of local government programs including property taxes, government organization, infrastructure, personnel management and labor relations. He has consulted at both the local and county government levels and is an honorary life member of the International City Management Association (ICMA). Mr. Gatta holds a Masters degree in public administration from NYU.



## DAVID S. STEINMETZ, ESQ

MANAGING PARTNER

Mr. Steinmetz is a founding member and managing partner of Zarin & Steinmetz. He concentrates his practice in the areas of zoning, land use, real estate, environmental law and litigation.

Mr. Steinmetz maintains an active practice representing numerous major developers and other clients on a wide variety of residential, commercial, mixed-use and industrial projects. He also counsels private clients, municipalities, not-for-profits and institutional entities on environmental and regulatory issues, and he supervises the firm's real estate and transactional practice. He regularly appears before planning, zoning and legislative boards processing subdivision, site plan, special permit, rezoning and other land development applications. Mr. Steinmetz has also successfully litigated numerous complex cases in state and federal court, at both the trial and appellate levels.

Mr. Steinmetz received his Juris Doctor, cum laude, from American University, Washington College of Law in 1985, where he received the International Academy of Trial Lawyers Advocacy Award. He also received a Bachelor of Arts in Political Science and Philosophy from the State University of New York at Binghamton in 1982. Prior to forming Zarin & Steinmetz in 1997, he was a partner at a leading Westchester County real estate and land development law firm. Mr. Steinmetz began his legal career as an associate at the New York City office of Kaye, Scholer, Fierman, Hays & Handler in its Litigation Department.

Mr. Steinmetz has secured an "AV" peer rating and has been designated as a "SuperLawyer" from 2015-present. He has also been selected as one of "New York's Top Attorneys" for his zoning and land development practice. Mr. Steinmetz is frequently called upon as a continuing legal education speaker, he has served as an expert witness, and has guest lectured at area law schools.



# ROBERT A.M. STERN, FAIA

## SENIOR PARTNER

**RAMSA**  
ROBERT A.M. STERN ARCHITECTS

Robert A.M. Stern is a practicing architect, teacher, and writer. He is a Fellow of the American Institute of Architects, and in 2017 received the Topaz Medallion, awarded jointly by the AIA and the Association of Collegiate Schools of Architecture in recognition of outstanding service to architectural education. Mr. Stern is the 2011 Driehaus Prize laureate and in 2008 received the tenth Vincent Scully Prize from the National Building Museum. In 2007, he received both the Athena Award from the Congress for the New Urbanism and the Board of Directors' Honor from the Institute of Classical Architecture & Art. He has been a Fellow of the American Academy of Arts & Sciences since 2007 and a member of the American Academy of Arts & Letters since 2011. As founder and Senior Partner of Robert A.M. Stern Architects, he personally directs the design of each of the firm's projects.

Mr. Stern served as Dean of the Yale School of Architecture from 1998 to 2016; he was named J.M. Hoppin Professor of Architecture in 2000. Before returning to Yale, where he received his Master of Architecture degree in 1965, he was Professor of Architecture and Director of the Historic Preservation Program at the Graduate School of Architecture, Planning, and Preservation at Columbia University. Mr. Stern served from 1984 to 1988 as the first director of Columbia's Temple Hoyne Buell Center for the Study of American Architecture. He has lectured extensively in the United States and abroad on both historical and contemporary topics in architecture. He is the author of several books, including *New Directions in American Architecture* (Braziller, 1969; revised edition, 1977); *George Howe: Toward a Modern American Architecture* (Yale University Press, 1975); *Modern Classicism* (London: Thames & Hudson; New York: Rizzoli, 1988); *The Philip Johnson Tapes: Interviews by Robert A.M. Stern* (Monacelli, 2008); *Architecture on the Edge of Postmodernism: Collected Essays 1964–1988* (Yale University Press, 2009); *Tradition and Invention in Architecture: Conversations and Essays* (Yale University Press, 2011); *Paradise Planned: The Garden Suburb and the Modern City* (Monacelli, 2013), coauthored with David Fishman and Jacob Tilove; and *Pedagogy and Place: 100 Years of Architecture Education at Yale* (Yale University Press, 2016), coauthored with Jimmy Stamp. Mr. Stern's profound interest in the development of New York City's architecture and urbanism can be seen in his books, *New York 1900* (Rizzoli, 1983) coauthored with John Massengale and Gregory Gilmartin; *New York 1930* (Rizzoli, 1987) coauthored with Thomas Mellins and Gregory Gilmartin, which was nominated for a National Book Award, an unusual distinction for a book about architecture; *New York 1960* (Monacelli, 1995); *New York 1880* (Monacelli, 1999) coauthored with Thomas Mellins and David Fishman; and *New York 2000* (Monacelli, 2006), coauthored with David Fishman and Jacob Tilove. *The New Residential Colleges at Yale: A Conversation Across Time* (Monacelli, 2018), coauthored with Gideon Fink Shapiro, was released in 2018.

Twenty books on Mr. Stern's work have been published: *Robert Stern* (London: Academy Editions, 1981); *Robert A.M. Stern Buildings and Projects 1965-1980* (New York: Rizzoli, 1981); *Robert A.M. Stern: Buildings and Projects 1981-1985* (New York: Rizzoli, 1986); *Robert A.M. Stern: Modernità e Tradizione* (Rome: Edizioni Kappa, 1990); *The American Houses of Robert A.M. Stern* (New York: Rizzoli, 1991); *Architectural Monographs no. 17, Robert A.M. Stern: Selected Works* (London: Academy Editions, New York: St. Martin's Press, 1991); *Robert A.M. Stern: Buildings and Projects 1987-1992* (New York: Rizzoli, 1992); *Robert A.M. Stern: Buildings* (New York: Monacelli, 1996); *Robert A.M. Stern: Houses* (New York: Monacelli, 1997); *Robert A.M. Stern: Buildings and Projects 1993-1998* (New York: Monacelli, 1998); *Robert A.M. Stern: Buildings and Projects 1999-2003* (New York: Monacelli, 2003); *Robert A.M. Stern: Houses and Gardens* (New York: Monacelli, 2005); *Robert A.M. Stern: Buildings and Towns* (New York: Monacelli, 2007); *Robert A.M. Stern: Buildings and Projects 2004-2009* (New York: Monacelli, 2009); *Robert A.M. Stern: On Campus* (New York: Monacelli, 2010); *Evidence: The Work of Robert A.M. Stern Architects* (New York: Monacelli, 2012); *Designs for Living: Houses by Robert A.M. Stern Architects* (New York: Monacelli, 2014); *Robert A.M. Stern Architects: Buildings and Projects 2010-2014* (New York: Monacelli, 2014); *City Living: Apartment Houses by Robert A.M. Stern Architects* (New York: Monacelli, 2015); and *Designs for Learning: College and University Buildings* by Robert A.M. Stern Architects (New York: Monacelli, 2016).

Mr. Stern's work has been exhibited at numerous galleries and universities and is in the permanent collections of the Museum of Modern Art, the Metropolitan Museum of Art, the Deutsches Architekturmuseum, Centre Pompidou, the Denver Museum of Art, and the Art Institute of Chicago. In 1976, 1980, and 1996, he was among the architects selected to represent the United States at the Venice Biennale, and he served as Chair of the International Jury in 2012. In 1986 Mr. Stern hosted "Pride of Place: Building the American Dream," an eight-part, eight-hour documentary television series aired on the Public Broadcasting System. Mr. Stern served on the Board of Directors of The Walt Disney Company from 1992 to 2003. Mr. Stern is a graduate of Columbia University (B.A., 1960) and the Yale School of Architecture (M. Architecture, 1965).



# DANIEL LOBITZ, AIA

## PARTNER



Daniel Lobitz, Partner, joined Robert A.M. Stern Architects in 1986. He has been responsible for the design and management of a diverse body of work including large-scale town and urban planning projects, multifamily residential buildings, hotels and resorts, mixed-use developments, private houses, and institutional buildings. He also leads the design of the firm's licensed product program. Mr. Lobitz is co-author of the monograph *City Living: Apartment Houses by Robert A.M. Stern Architects* (2016).

Mr. Lobitz has been Project Partner for residential towers including 30 Park Place in New York, an 82-story tower that accommodates 157 top-end condominium apartments and a 189-key five-star Four Seasons hotel; Abington House on the High Line in New York; and the Century in Los Angeles. He is currently Project Partner leading the design teams for 261 Hudson Street and 70 Vestry Street in New York; Lovejoy Wharf in Boston; One Bennett Park in Chicago; 875 California Street in San Francisco; Audley Square House in London; Damrak 70 in Amsterdam; and 875 California Street in San Francisco.

Mr. Lobitz's planning projects include one of the most important and influential of our time: the new town of Celebration, Florida, as well as towns in San Diego, California; Heiligendamm, Germany; and Lisbon, Portugal; and large-scale urban infill projects in Arlington, Virginia, and Amsterdam and Arnhem, the Netherlands. His project in Arnhem won a 2006 Charter Award from the Congress for the New Urbanism. Mr. Lobitz's resort work includes projects in Florida, Jamaica, France, Croatia, Cyprus, and the Canary Islands. Mr. Lobitz has contributed to the design of private residences in Toronto and Connecticut, and his institutional projects include the Museum for African Art on New York City's Museum Mile.

Mr. Lobitz's work has been published in *The New York Times*, *The Miami Herald*, *The New Yorker*, *Architectural Record*, and *Architectural Digest* and exhibited at the Parrish Art Museum, the Denver Art Museum, the West Orange Public Library, and the Litchfield Historical Society. His projects have received awards from the New York Chapter of the American Institute of Architects and the Congress for the New Urbanism. Mr. Lobitz was an editor of *Architecture and Body* (Rizzoli International Publications, 1987).

Mr. Lobitz received his Bachelor of Science degree in Hotel Administration from Cornell University in 1982 and his Master of Architecture degree from Columbia University in 1986. He is a registered architect in the State of New York and many other states. He is a member of the American Institute of Architects, the Congress for the New Urbanism, and the Cornell Hotel Society. He serves on the Board of Directors of Puppies Behind Bars.



## GAYLIN BOWIE

ASSOCIATE



Gaylin Bowie, Associate, has been with Robert A.M. Stern Architects since 2002. Ms. Bowie currently serves as a senior project manager for residential buildings including Lovejoy Wharf in Boston; Audley Square House in London; and 875 California Street in San Francisco. She has previously served as project manager on projects including the Residences at the Ritz-Carlton, Dallas, Texas; a residential community in Charlottesville, Virginia; and Abington House on the High Line and One Museum Mile, both in Manhattan. Her other projects include the Clarendon, a residential building in Boston, Massachusetts; a residential building with a retail component in Tacheles, Germany; a resort community in Panama City, Florida; the adaptive re-use of buildings in the Philadelphia Navy Yard; and a mixed-use residential complex in Reston, Virginia. Her work also includes a space program and concept design for the University of Illinois at Urbana-Champaign College of Law. She has been involved as project manager in the development of product lines in the Robert A.M. Stern Collection, including lighting for Remains, tiles for Walker Zanger, and several collections of fabrics for CF Stinson.

Prior to joining the firm, Ms. Bowie worked for STUDIOS Architecture in New York, where she focused on high-end office interiors for Bloomberg and Goldman Sachs; and Rockwell Group, where her project design and management experience included high-end residential, hospitality, and restaurant projects.

As an independent designer, Ms. Bowie completed a private residence in St. James, Barbados, the West Indies.

Ms. Bowie received a Bachelor of Architecture degree from The Cooper Union for the Advancement of Science and Art in 1994.



## KYUNG SOOK GEMMA KIM, AIA

SENIOR ASSOCIATE



Kyung Sook Gemma Kim, Senior Associate, first joined Robert A.M. Stern Architects in 2003. Her urban master planning experience includes the Presidio Heights Residences in San Francisco; Metropolitan Park in Arlington, Virginia; the residences at Keswick Hall in Charlottesville, Virginia; and a competition design for a 65-acre master plan for a mixed-use project on the Las Vegas Strip. Ms. Kim contributed to the design and management of the 30 Park Place and 261 Hudson Street residential tower projects in New York City. She also worked on the design teams for One Museum Mile, 70 Vestry, and Abington House on the High Line, both in Manhattan. She has been involved in the design of mixed-use and residential projects in Atlanta, Georgia; Arlington, Virginia; and Los Angeles; a collection of street furniture for JCDecaux North America; and a line of fabrics for CF Stinson. Her current projects for the office include Audley Square House in London; One Bennett Park in Chicago; and 875 California Street in San Francisco.

Ms. Kim's work has been published in *Turbulence* (New York: W.W. Norton, 2011) and *Retrospecta*, and exhibited at the International Contemporary Furniture Fair and the Architectural League of New York.

Ms. Kim received her Master of Architecture degree from Yale University, where she was nominated for the H.I. Feldman Prize. Prior to that, she received her Bachelor of Architecture degree from Syracuse University. She is a registered architect in the State of New York and a member of the American Institute of Architects.



## RICHARD S. GRANOFF, AIA, LEED AP FOUNDER AND MANAGING PRINCIPAL



Richard Granoff is the Founder and Managing Principal of Granoff Architects, the leading architectural firm in Greenwich, CT. Since its inception in 1989, Rich has grown the company into a thriving design studio with over 25 professionals. Today, Granoff Architects offers design services throughout the country in four disciplines: residential architecture, commercial architecture, landscape architecture and interior design. The firm's projects include ground up multi-family, mixed use, commercial, residential, retail and restaurants. Granoff Architects has earned the reputation as a "go to firm" in the FairChester area north of NYC.

Mr. Granoff's accomplishments have been widely recognized. He has appeared in the national media on programs such as Good Morning America, High Net Worth, and MTV Cribs. His work has also been featured in numerous publications including The New York Times, Fine Homebuilding, Veranda, Modern Estate, Country Club Quarterly, At Home, Hamptons Magazine, Westchester Home and Greenwich Magazine. Rich has lectured on sustainable design and taught courses in home design and renovation. He is also an active real estate developer. Rich started his career with noted architect David Rockwell in New York City, working on many large restaurant and residential design projects.

Rich is a registered architect in the states of Connecticut, New York, and New Jersey. He is also a LEED-accredited professional, focused on sustainable building practices and green design. Rich earned his Bachelor of Architecture degree from the Syracuse University School of Architecture, where he is a member of the Board of Advisors and has established the Richard S. Granoff Endowed Scholarship Fund.

Active in community affairs, Rich currently serves on the boards of Kids in Crisis, the Arch Street Teen Center, ONS Foundation, Chabad and the Greenwich Chamber of Commerce. In prior years, Rich served on the boards of the American Red Cross, the Rock Ridge Association and the Whitby School, the oldest and largest Montessori school in the nation. He recently received the "Light a Fire" Award from Greenwich Magazine for his local philanthropic endeavors.

## ERIK J. ZAMBELL, AIA PRINCIPAL



Erik joined Granoff Architects in 1999 and was promoted to Principal in 2016. Erik infuses his passion for design and diverse expertise into all manner of projects. A seasoned design professional, Erik continues to bring the same enthusiasm and skill to every aspect of his work: from the careful development of the smallest detail, to the comprehensive design and construction of large developments. Mr. Zambell is a leader in the firm's Commercial Architecture studio. He was the Project Architect for many FairChester projects including Armonk Square, Shelter Ridge, the Modern on Field Point, Beacon Hill and the Chabad Synagogue of Greenwich.

A native mid-westerner, Erik grew up in Ohio, where he received both his Bachelors and Masters Architecture Degrees from the Knowlton School of Architecture at the Ohio State University (in 1994 and 1996, respectively). Erik has also studied urban planning and design at the prestigious Architecture Association (AA) in London. He has a love for contemporary philosophy and art, two disciplines that greatly influences his architecture and building design. Erik is inspired by the combination of these more theoretical pursuits with the reality of construction: he has extensive hands-on experience with furniture design and construction, as well as custom home building and steel plant factory construction. Erik is a Registered Architect in the State of New York and a member of the American Institute of Architects.



## JAMES A. RYAN, RLA, ASLA

MANAGING PRINCIPAL



James Ryan joined JMC in 1985 and has been a Managing Principal of the firm since 2004. With more than 33 years in the industry, Mr. Ryan maintains a depth and breadth of experience in site planning, landscape architecture, civil engineering and site development construction. Mr. Ryan has been involved in a wide array of projects for national retailers, developers, senior housing providers, institutions and municipalities.

Mr. Ryan's responsibilities at the firm include design and supervision of zoning and environmental analyses, landscape architecture, site planning, site grading, stormwater management, utilities and cost estimating services. He has represented the firm extensively as an environmental and land planning consultant to several municipalities and handles presentation of projects before approval agencies and community groups.

A 1980 graduate of the University of Rhode Island, Mr. Ryan holds a Bachelor's degree in Environmental Sciences.

He has completed advanced studies in master planning, civil engineering, stormwater management and sediment and erosion control. He is a member of the American Society of Landscape Architects, Urban Land Institute and International Council of Shopping Centers. He is a Registered Landscape Architect in New York, Connecticut, New Jersey, Rhode Island, Virginia, Maryland and Pennsylvania.



## DIEGO VILLAREALE, PE

ASSOCIATE PRINCIPAL



Mr. Villareale is an Associate Principal with JMC and is a licensed Professional Engineer with experience in civil engineering, site planning, traffic engineering, highway design, environmental analysis and construction related services. He also has extensive experience assisting developers in navigating various entitlement processes experienced in various States and Municipalities.

Since joining the firm in 1998, Mr. Villareale's responsibilities include the supervision and preparation of site plan approval documents, construction documents, stormwater management and treatment systems, traffic impact studies and sewage treatment systems. He also has experience in the interpretation of Zoning Ordinances and the preparation of environmental and engineering reports as well as providing construction related services such as cost estimating, construction observation and construction administration services.

Mr. Villareale holds a Bachelor of Science Degree in Civil Engineering from Manhattan College and is licensed in New York, Connecticut and Massachusetts. He is a member of the National Society of Professional Engineers and is a past President of the Westchester/Putnam Chapter of the New York State Society of Professional Engineers.





MCCANN '18