



RENAISSANCE DOWNTOWNS **USA**

IMPACT REAL ESTATE DEVELOPMENT

At **RDUSA** we believe that it often takes
Respectful Disruption to bring about *Positive Change*

≡ TRIPLE-BOTTOM-LINE ≡

IMPACT Real Estate Development

Measures Social & Environmental Impacts alongside Financial Returns



≡ SOCIAL ≡



≡ ENVIRONMENTAL ≡



≡ ECONOMIC ≡

RESPONSIBLE DEVELOPMENT

Over 80 completed projects...

Current Development Pipeline

1000

20

10

Community
Ideas Garnered


Million SqFt of
Development Entitled

Billion of dollars of
Real Estate Value

New Rochelle entitlements for 11M SqFt in 96 days!



 CAPITOL WEEKLY PRESENTS

CALIFORNIA HOUSING CRISIS 

L.A.'s traffic congestion is world's worst for sixth straight year, study says



Los Angeles Times

The Los Angeles region once again topped the list of areas with the worst traffic congestion for the sixth year in a row, according to a report by INRIX, a company that specializes in car services and transportation analytics.

LA
Times

By CITY NEWS SERVICE FEB 06, 2018

Drivers in and around Los Angeles spent 102 hours battling traffic congestion during peak hours in 2017, INRIX's said. By contrast, New York City motorists spent 91 hours battling peak-hour congestion. New York was No. 3 on the INRIX list. No. 2 was Moscow.

Apologies from Levittown, Long Island – the birthplace of sprawl

Recovered Developer – 2009 Epiphany



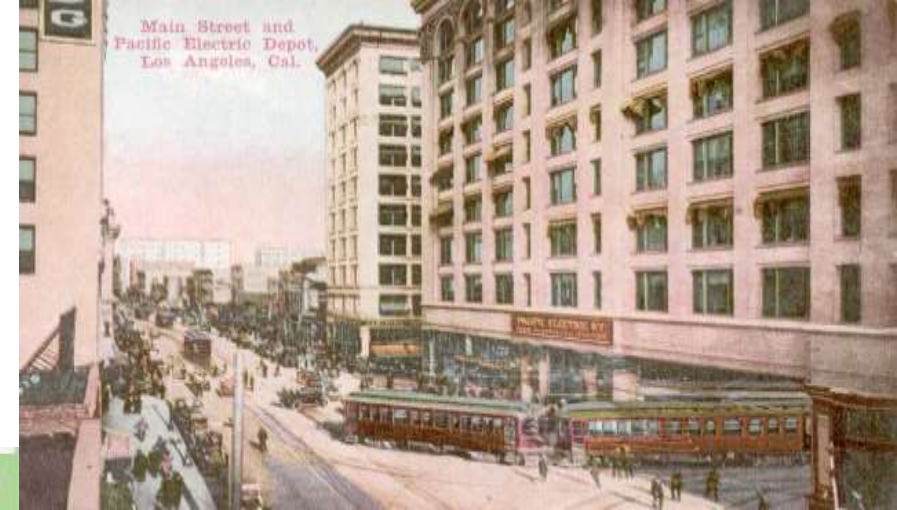
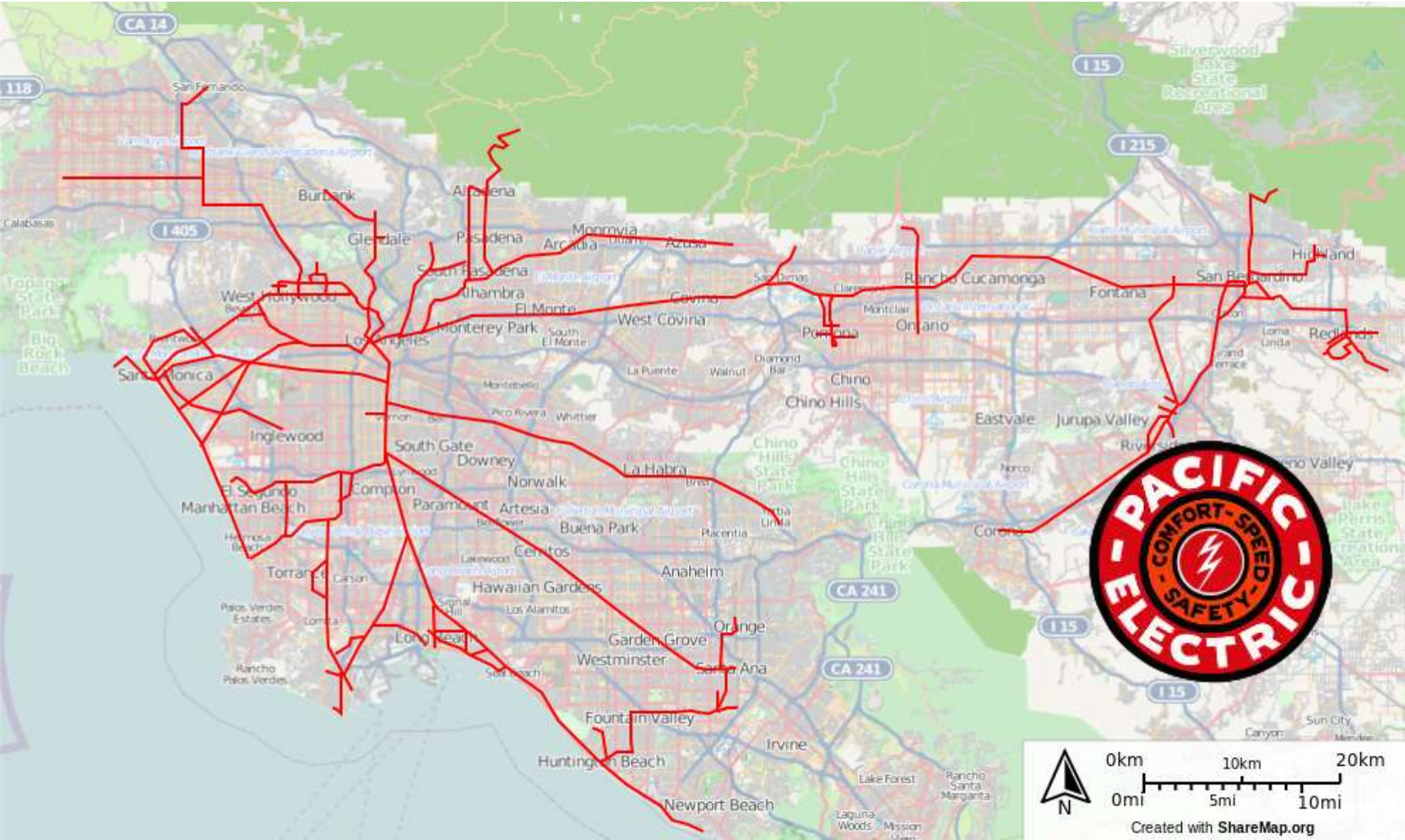
Thousands have been forced to evacuate their homes as the Thomas fire burns in the Ventura area charring more than 45,500 acres.



The Solution:

BACK TO THE FUTURE

A ROBERT ZEMECKIS FILM



Our CORE REVITALIZATION METHODOLOGY

To create Attainable Housing in mixed-use environments.



1

PROCESS BEFORE PLAN



2

MASTER DEVELOPER



3

CROWDSOURCED PLACEMAKING



4

UNIFIED DEVELOPMENT APPROACH
REVITALIZATION ACTION PLAN



5

TRIPLE-BOTTOM-LINE ANALYSIS



6

FORM-BASED ZONING



7

COMMUNITY BENEFITS AGREEMENT



8

GROUNDBREAKING




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The Starting Gate...

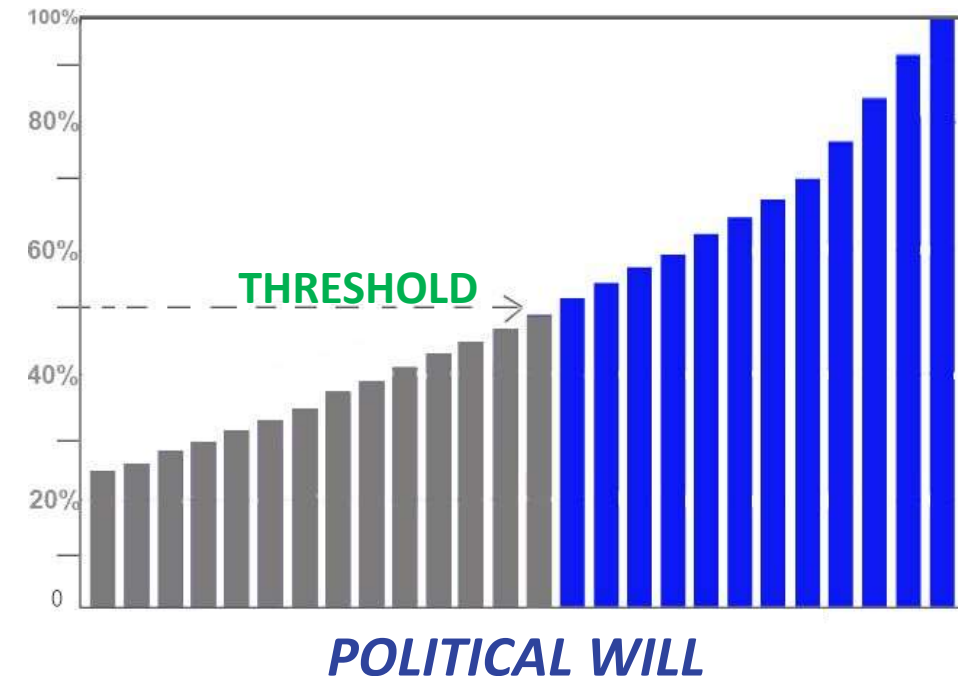
PROCESS *Before* PLAN



- RFP **X** - *too much specificity!*
- RFQ  - *Innocuous*
- Sole Source *(sometimes)*

Co-Create

Community Stakeholders
Municipality
Private Sector



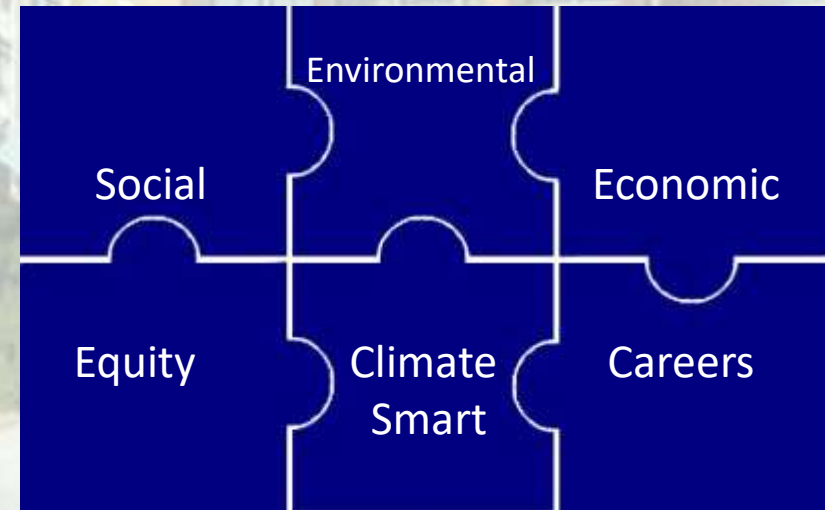


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Round 2

Selection of a MASTER DEVELOPER

- Partnerships require:
 - Shared Vision
 - Confidence
 - Trust



GOAL = Holistic & Comprehensive development strategy!
Bigger is better & easier!



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“Secret Sauce”

Round 3

Crowdsourced Placemaking (CSPM)



- *Community* – Informational Office
- *Community* – Self-Names
- *Community* – Signs *Triple-Bottom-Line* agreement
- *Community* – Thousands of participants
- *Community* – Top ideas voted on

Campaign? YES! 😊



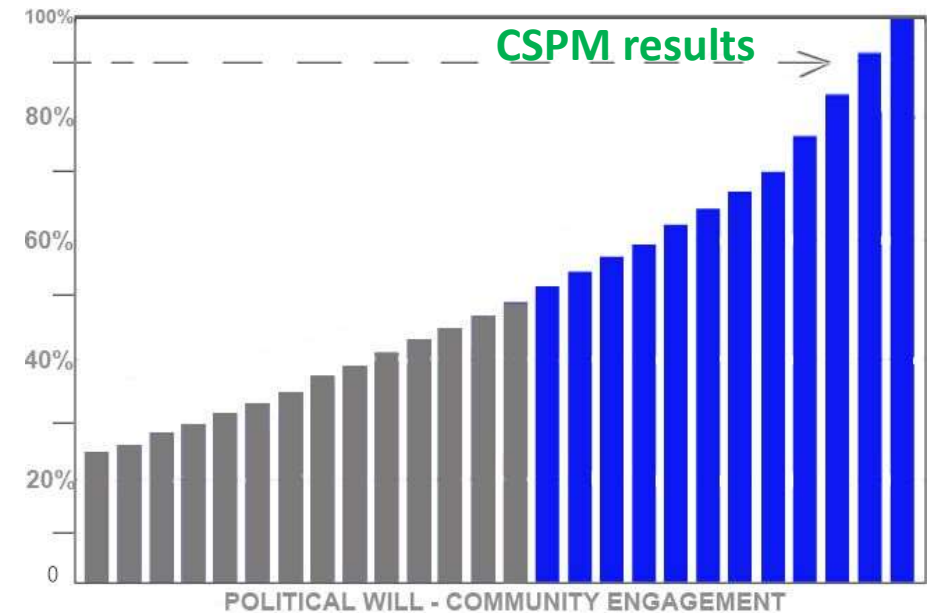
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Round 4

Unified Development Approach (UDA)



Revitalization Action Plan (RAP)



“Political Will”

Round 5

Triple-Bottom-Line Analysis



Social Responsibilities

- Attainable Housing Analysis
- Social Impact & Equity Study
- Social Returns on Investment (SROI)

Environmental Responsibilities

- *Climate-Smart Land Use*
- *Healthy Land Use* metrics
- CEQA & tomorrow's generation.

Economic Responsibilities

- Sustainable fiscal certainties – 80%
- *Stimulus Package* waiting to happen – 25 DT's
- Act now or pay later.



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- **Euclidean Zoning (the “Old Norm”)**
 - Separation of “uses”
 - Paralysis – inability to react
- **Form-Based Zoning (the “New Norm”)**
 - *A solution to the Housing Crisis!*
 - Overlay opt-in → play by the “**Rules of Certainty**”
 - **Contribute to HTF’s & Land Trusts**
 - **Incentives → carrots, not sticks!**
 - Resilience – ability to react
 - Encourages property owner collaboration

Round 6

Form-Based Zoning



**Equitable
TOD**

*The Intersection of
Land Use & Transportation*



Round 7

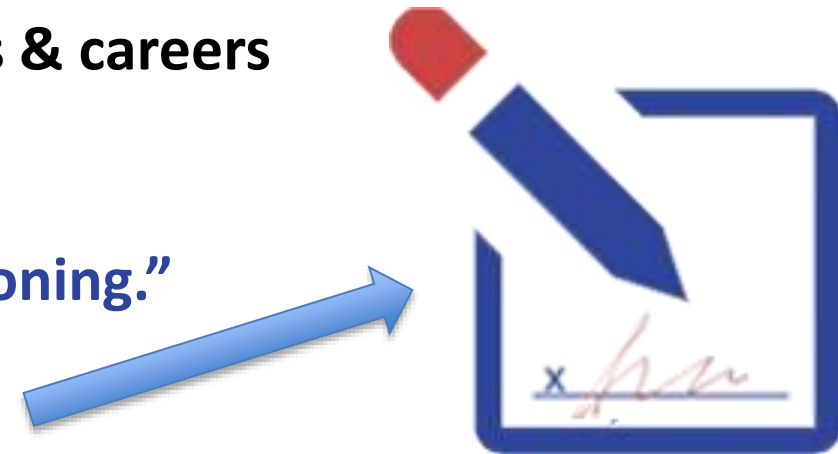
Community Benefits Agreement (CBA)



- **HIRING** mechanisms for each municipality.
 - **Construction jobs**
 - **Contracting opportunities**
 - **Permanent jobs & careers**

Baked into the “Zoning.”

It's now the Law.





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What one might perceive as the end of RDUSA's collaborative revitalization process in fact represents a *"New Beginning."*

The Finish Line...

Groundbreaking

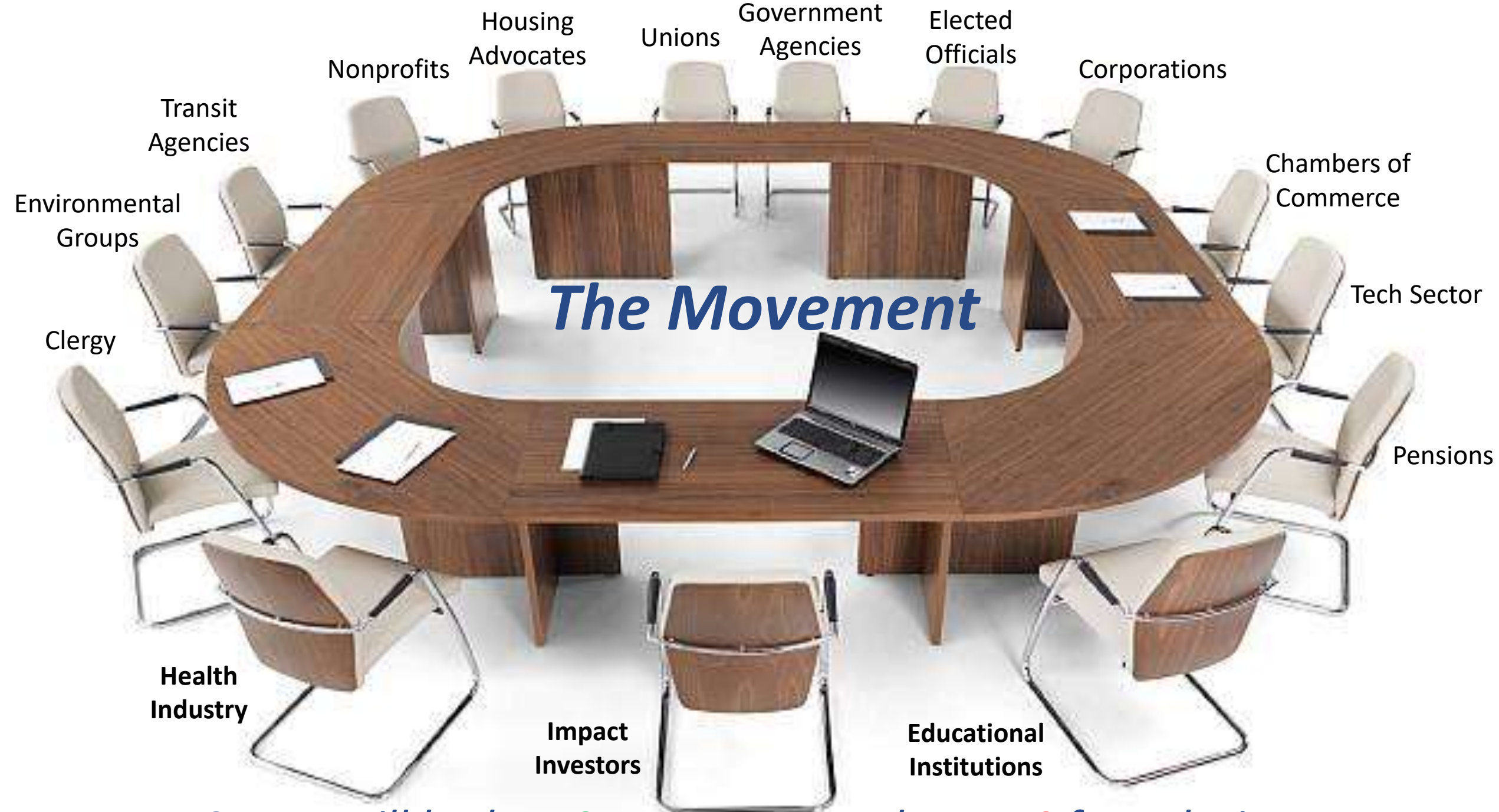




The next ***DISRUPTIVE TECHNOLOGY...***



Visualization & Data-Driven Solutions



*States will look to **Sacramento** and not **DC** for solutions.*

THE RESULTS: SOUTHERN CALIFORNIA'S ATTAINABLE HOUSING STIMULUS PACKAGE

- 100,000 new housing unit pipeline – my commitment (3 years)
- 40 Million SF of mixed-use commercial pipeline
- 500,000 construction job years
- 250,000 permanent jobs
- \$100 Billion of Economic Development Impact
- Billions in Income Tax, R/E Tax & Sales Tax Revenues



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