



MIXED USE PROJECTS/NEW TOWNS/PUD'S

MARKET FEASIBILITY STUDIES

Services of the Firm

- **Market Analysis**
 - Market study by executives of the firm who are Counselors of Real Estate (CRE)
 - Site evaluation and identification of potential land uses.
 - Survey of existing and proposed competitive developments.
 - Projected demand for each type of potential land use.
 - Identification of market character and gaps/niches.

- **Development Programming**
 - Identification and quantification of each land use that should be planned; their relationship to each other and sequencing issues.
 - Specification of each development element as to features, market niche, size, rents/prices, etc.
 - Input to land planning process.

- **Financial Analysis**
 - Cash flow analysis of extended period development.
 - Identification of debt and equity needs of the project.
 - Highest and best use analysis and use optimization studies.

- **Public Approvals**
 - Fiscal impact analysis of proposed development on host jurisdiction.
 - Expert testimony in rezoning and community impact.

Illustrative of Recent Assignments

- **New Towns**
 - *The Woodlands*, Houston, Texas. 18,000 acre new town developed under Title VII of the New Communities Act and HUD guidelines, beginning in 1973. Many urban land uses evaluated, including conference center, golf resort and regional shopping center, among others. Elaborate financial analysis and extensive public approvals.
 - *St. Charles*, Maryland. A 9,100 acre new town outside Washington, DC. Retail and Office studies as part of an "urbanization" process.

(OVER FOR ADDITIONAL ASSIGNMENTS AND REFERENCES)

Illustrative of Recent Assignments (Cont'd)

- **Large Suburban PUD's**

- *Burke Center*, Fairfax Virginia. 5,000 dwelling unit community in suburban Washington, DC. Services for Yeonas Investment and Hazel/Peterson Companies included market analysis, development programming, financial analysis, pre-development public approval support for rezoning.
- *Ashburn Farm*, Loudoun County, Virginia. 3,000 unit successful, partially completed suburban residential community with a mix of housing types. Market study.
- *Southbridge*, Prince William County, Virginia. 1,700 acre mixed use development with 3,000 housing units and 17,000,000 S.F. of planned commercial space. Market analysis for Anden Development Company and its successor, Legend Properties. Key issue: Impact of outer beltway Potomac bridge crossing on value and development potential.

- **In-City Mixed Use Developments**

- *Milwaukee Redevelopment Corporation*, a quasi-public authority created to revitalize downtown Milwaukee in a mixed-use project called "The Grand Avenue." Market analysis, development programming, financial analysis and fiscal impact evaluation services. Assisted in developer solicitation and final selection of the Rouse Company. Land uses include festive retail, office, housing, hotel, tourism/entertainment and parking for 6,000 autos.
- *The Torpedo Factory*, Historic Waterfront, Alexandria, Virginia. Market study of 170,000 S.F. of offices and festive retail with a 464 space parking structure. Complex land lease and air rights issues as well as huge food court.
- *Potomac Yard*, Arlington/Alexandria, Virginia. Market analysis, development programming and initial land pricing studies of this 350 acre planned project just south of National Airport. Metro subway station, highway access and land use optimization key issues in this analysis.

Mixed Use Development Clients/References

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