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New Haven RFP Proposal
26 July 2021

MeierPartners

New Haven RFP

Confidential Document

Letter of Introduction

City of New Haven,
Bureau of Purchases
200 Orange Street, Room 301
New Haven, CT 06510

Attention Michael V. Fumiatti, Sr
Purchasing Agent

Dear Mr. Fumiatti,

On behalf of Meier Partners Architects LLP, I am pleased to submit our response to your Request for the Proposal of the New Haven Pandemic Recovery, RFP 2021-07-1392. We are eager to assist the City of New Haven with the Planning and Economic Strategy, Program Development, and Urban Planning opportunities. In partnership with architect Katherine Platis Grace, AIA, we present our proposal. Katherine has studied in detail the downtown area of New Haven, and has prepared a number of important white papers on the City's recovery. Our team will work with City officials, businesses, the general public, and others to strategize on the City's recovery. We will study the existing infrastructure in the center of the City, as well as transportation challenges and opportunities for greater connectivity within the City. We will assist the City to request additional funding from the DOT to address the study of defined improvements. Our goal is to build upon New Haven's success as a key city in the Northeastern Corridor to strengthen the City's growth.

Meier Partners is the successor firm to Richard Meier & Partners Architects LLP, building upon nearly 60 years of experience in urban design, planning, and architecture. We have planned a number of buildings in Connecticut, including: The Bridgeport Center, the iconic Smith House in Darien, and the Hartford Seminary. Past projects by the firm have continually played a significant role in revitalizing city centers. An example of this is the SoMA Masterplan in downtown Newark. An important part of the plan was the construction of Teacher's Village. We worked with the City and developers to design this new district to provide housing, community spaces, educational facilities, sports facilities, offices, and retail spaces within the existing center city.

Other projects of note include the Getty Center in Los Angeles, which is recognized as one of the most significant museums in the country. The planning efforts included the incorporation of a People Mover to provide access between a central parking area and the museum's entry. To alleviate traffic congestion in the center of New Haven, we will consider such a connector, which may be a candidate for government funding. Another significant project is the Pankrac City Masterplan in Prague, Czech Republic. This project has also contributed to significant development of the City.

We confirm the receipt of the three addendums posted to the RFP. The requirements for insurance as listed in Rider Four are acceptable as written, as is the proposed form of agreement between the City of New Haven and Meier Partners Architects LLP. Our time frame for the study is approximately three months, beginning in September. An initial fee of \$150,000 is proposed, and we plan to work with the City for additional funding through DOT, CIG, and the Build America Program. We will also pursue outside sources to supplement the fee.

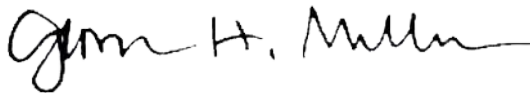
We request that relevant traffic studies conducted by the City be made available. It may be necessary to engage a traffic or transportation consultant to enhance our study. The fees of such a consultant are not included in our proposal. A block model of the study area is suggested to further describe development opportunities, which will also be a separate fee if requested.

Maps that outline our area of study are included in our proposal, and we ask for confirmation of this area of study. We look forward to working with other City consultants as needed to achieve an effective and actionable report.

We are pleased to be considered as the consultant for this important and pivotal project. We look forward to the next steps in your selection process.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "George H. Miller". The signature is fluid and cursive, with a long horizontal line extending from the end.

George H. Miller, FAIA
Chief Operating Officer

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1.00 Team Introduction

1.10 MeierPartners

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Tel 212 967 6060
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Partners:

George H. Miller, FAIA, COO
Dukho Yeon, AIA

Associate Principals:

Stefan Scheiber-Loeis
Guillermo Murcia

Meier Partners approach is intensely collaborative. Led by a core team of highly accomplished designers with many decades of collective experience, the firm's New York Studio employs a multinational staff of vibrant professionals who have provided comprehensive design services in 20 countries, working in 16 languages, and who are ready to engage with clients anywhere in the world.

The studio thrives by embracing diversity, and believes that each project reaches its full potential by incorporating a wide range of perspectives. Meier Partners encourages designers to participate across all phases of each project, ensuring that each team member plays a holistic role and has a comprehensive understanding of the entire project. This comprehensive approach is crucial for the mentorship and education of the young architects on staff, and helps Meier Partners train well-rounded designers who are poised to make multi-faceted contributions to a wide array of projects.

This studio structure also has a direct benefit for the firm's clients, because principals play a hands-on role across the entire scope of every project, and all team members are equally accessible. The studio's expert teams and close-knit community offer a more personalized approach that can be customized across all aspects of project realization, from the initial concept design to interiors, custom furniture and lighting, FF&E, graphics, art curation, and identity.

George H. Miller FAIA, Partner & Chief Executive Officer



George H. Miller FAIA was appointed as the chief operating officer of the firm in 2019 and became a Partner in 2021. He is responsible of all of the firm's business activities including new business, contracts, managing staff operations, and all financial affairs. Formerly the managing partner of Pei Cobb Freed & Partners between 1989 and 2018, he has over 45 years of experience in the field. In 2011, he received the William Kideney Gold Medal, the highest award that AIA New York State can bestow on one of its members. He is a former president of the American Institute of Architects, a former president of the New York Chapter of the AIA, and a former member of the AIA New York State Board of Directors and its executive committee. He has also served as a trustee of the New York Foundation for Architecture. He currently serves on the New York State Licensing Board for Architecture and chairs Region 2 of the National Council of Architectural Registration Boards.

He has worked on significant projects in the United States, including: the Meyerson Symphony Center in Dallas; the Rock and Roll Hall of Fame in Cleveland; the National Constitution Center on the Mall in Philadelphia; the John Moakley Federal Courthouse and Harbor Park in Boston; the Johnson & Johnson World Headquarters in New Jersey; the NASCAR Hall of Fame in Charlotte; the American Association for the Advancement of Science Headquarters in Washington DC; the IMF Headquarters 2 in Washington DC; the United States Air Force Memorial in Arlington; the School of Law and McKeon Residence Hall at Fordham University in New York; 200 West Street Global Financial Company Headquarters in New York; 7 Bryant Park in New York; and, One Dalton Four Seasons Hotel and Private Residences in Boston, among others.

His international projects include: the Raffles International Center in Singapore; the Museum of Contemporary Art in Luxembourg, Quarter 206 in Berlin; CSFB Offices in London; Tour EDF in Paris; the OECD Headquarters in Paris; Torre Espacio in Madrid; Soyak Kristalkule Finansbank Headquarters in Istanbul, the IESB Brasilia Campus, Minmetals Financial Center in Shenzhen, China, Global Financial Company India Headquarters in Bangalore; the Charles Darwin Center in Darwin, Australia; the Palazzo Lombardia, Milan; the Essensa Residential Towers in Manila, among others.

A graduate of the Pennsylvania State University (Bachelor of Architecture), he has received the University's Distinguished Alumni Award. He has lectured widely and served as a visiting critic and juror at many Universities.

Dukho Yeon AIA, Partner



Dukho Yeon was named Partner in 2021. During his thirty years of distinguished tenure, he has served as principal designer, managing and directing teams on projects ranging from houses to museums, hotels, high-rise office and residential buildings, and urban design.

Mr. Yeon's critical thinking and rigorous design process has yielded a rich array of acclaimed work. He now leads the studio firmly in building its future legacy. His contribution to the firm's creative portfolio spans across the globe including the 685 First Avenue residential tower in New York City, Vitrum in Bogota, the Seamarq Hotel in Gangneung, JEI Commercial Building in Seoul, Italcementi i.lab in Bergamo, the OCT Clubhouse in Shenzhen, SoMa Master Plan and Teachers Village in Newark, Pankrac Master Plan, City Tower, City Point, City Green Court and the Parkview Office buildings in Prague, Canon Headquarters and Harumi Towers in Tokyo, the Cittadella Bridge in Alessandria, and the Jubilee Church in Rome. As Design Partner, he currently oversees projects that include a resort master plan in Spain, a residential enclave in Italy, a corporate headquarters tower in Seoul, and the Solol Museum in Gangneung,

Mr. Yeon received his Master of Architecture from Harvard University in 1989 and holds a Bachelor of Architecture from Cornell University. He received the highest honors and distinction from both universities including the Seipp Memorial Prize, the Charles Goodwin Sands Memorial Medal, and the Clifton Beckwith Brown Medal from Cornell University. He has given lectures in Europe and Asia on the firm's constant vs. evolving design philosophies with case studies of current work on the boards. His unique background of growing up in Germany, Switzerland, Holland, Denmark, Spain, and Kenya as well as Korea and the US, has given him wide perspective in his work and in his focus on diversity and inclusion. He has been a visiting critic and juror at Cornell University, Columbia University, Harvard University, and the City College of New York. He is a registered architect in New York State since 1993 and a member of the American Institute of Architects.

Stefan Scheiber-Loeis Associate Principal



Since over 25 years, Stefan Scheiber-Loeis has been a collaborative member of the firm's senior management team, instrumental in shaping a wide range of projects as a principal designer, manager and technical advisor. His expertise expands from master plan studies, cultural, commercial, hospitality and in recent years a focus on residential high rise projects in the US and abroad. Under his leadership thoughtfully crafted buildings applying latest construction technologies have led to some of the firm's most distinctive projects in recent years.

Notable projects throughout his tenure include the 685 First Avenue Residential Tower in New York City, CDC Xin-Yi Residential Tower in Taipei, the Frieder Burda Museum in Baden-Baden, the Arp Museum in Rolandseck, the Department Store for Peek & Cloppenburg in Mannheim, the Beach Houses and Beach Hotel in Jesolo, ECM Pankrac City Master Plan in Prague, Siemens Headquarters OVMR, Munich as well as multiple competition entries in collaboration with international consultants and design partners. As an Associate Principal he currently oversees the development of the JLDD Master Plan in Italy

Prior to joining Richard Meier & Partners Mr. Scheiber-Loeis has collaborated on numerous projects with Hans Hollein, Austria, including the Generali Media Tower, Vienna, the Guggenheim Museum, Vienna, the Residence and the office for the Chancellor of the Republic of Germany and was responsible for the development of the Vulcania Museum in Saint-Ours-Les-Roches, Auvergne, France.

Mr. Scheiber-Loeis received his education at the Technical College for Civil Engineering and Art, Innsbruck, Austria, the School of Architecture McGill University Department of Architecture, Montreal, Canada and the Technical University of Vienna, Austria where he received his Master of Architecture degree. He was awarded a Fulbright Scholarship in 1994 to pursue his studies at Columbia University, New York, Graduate School of Architecture, Planning and Preservation where he received his Masters of Science degree in Architecture and Urban Design in 1996 with highest honors for excellence in design. He has been a Guest Critic for design reviews at Columbia University, City College of New York, School of Visual Arts New York and the Architekturzentrum Vienna. Mr. Scheiber-Loeis is a registered architect in Germany and member of the Bund Deutscher Architekten (BDA).

Guillermo Murcia Associate Principal



Mr. Murcia was named Associate Principal in 2018. Since joining the firm in 2004, he has embraced a wide number of roles in urban design, residential, hospitality, and commercial projects. His contributions to the firm range from conceptual aspects of design and development to cultivating strong relationships with clients. Mr. Murcia has nurtured and honed his design and managerial skills within the firm at which he commenced as a Senior Designer. His early collaborations were instrumental in the fulfillment of large projects in the Czech Republic and Newark, followed by a robust period of conception and design of numerous projects in Latin America, Asia, Europe and the United States. Some notable exemplars include the Seamarq Hotel and JEI Commercial Building in South Korea, the Vitrum Residential Towers in Colombia, the SoMa Master Plan in Newark, One Waterline in New York and Parkview in Prague. As an Associate Principal, he currently oversees several projects in South Korea and Spain.

Prior to joining the firm in 2004, Mr. Murcia worked at Skidmore, Owings & Merrill in New York as a Senior Designer for a 4 million square foot new terminal airport in Toronto and for the renovation and expansion of the Museum of American History in Washington D.C.

In his spare time, Mr. Murcia is an enthusiast of photography, a craft he practices to complement and enrich his professional career as an architect. He earned his Bachelor of Architecture from Universidad de Los Andes in Bogotá, Colombia and a Master of Architecture from Pratt Institute in New York, the latter at which he was awarded the Sidney Katz Award for Design Excellence. He has lectured at the Universidad Autónoma de México as well as in Colombia and Sao Paulo, Brazil. He has been a LEED accredited professional since 2006 and is a registered architect in Colombia.

1.20 ÀRIIA

185 Fifth Avenue, 3rd Floor
New York, New York, 10010
Tel 917 375 7420

Founder & Director:
Katherine Platis Grace, AIA

I have a story to tell — it is that of my deepest admiration for the great City of New Haven. My story is one of gratitude for my many years of learning and involvement with the wonders offered by New Haven's great civic and educational institutions, its history and culture.

Initially, it was my sudden, first impression and admiration of its rich architecture and urban design, and many-centuried heritage, both "town and gown" as its great buildings sited elegantly on the Long Island Sound. After visiting and then living in New Haven, my perception expanded as I noticed the people, with their devotion to their City and their deep humanistic commitment to society as a whole.

At first, I was in awe of the very visible, high level of intellectual and professional achievement of its citizenry, the well-structured City Government and the rich educational offerings available to all. I later came to love and appreciate the residents for their thoughtful, caring kindness for their neighbors and devotion to improving the world around them. It is therefore my great honor to be invited to be of service to the City of New Haven as it approaches a new era of growth in all sectors.

My company, ARIIA is a new concept in our professional sector, combining architecture, urban design, strategic planning and real estate economics, encouraging us all to stop, look, think, listen and hopefully spark "Ideation" to create better cities as we design large scale developments for our clients. By combining all disciplines, we can participate in a meaningful way, offer our professional services and invest our own capital as well in development projects in this new professional practice area. Our motto, "not for us alone" is an architect's statement of hope.

I am pleased to collaborate with Meier Partners to develop and present a New Ideation for the Downtown Crossing area and beyond. Through strategic design and quantitative analysis, we will be designing a grand new entrance to the City, which we are calling the Tower district, complete with a formal arrival point. It is a learning and growing opportunity for all, and we hope to meet your expectations and to serve New Haven with our best professional, creative efforts.

Thank you for allowing us a voice in your progress and future growth.

Kind regards,



Katherine Platis Grace, AIA

Architect, New York
Architects' Realty ideation and Investment Advisory

Katherine Platis Grace Architect, New York



Ms. Grace is a licensed architect in New York, working as a private consultant to architecture firms, developers, and cities.

Her early career started in New York with SOM, IM Pei & Partners, and Richard Meier & Partners.

Working on a large range of commercial projects including civic, office, mixed use commercial, transportation, urban design and restoration, Ms. Grace progressed to working as a consultant to firms for specialty large-scale development projects centered on zoning and strategic planning, as well as office design, airports, tower design, exterior envelope design, transportation, and urban design.

Notable projects as a senior designer and project manager include: The Jeddah Airport Terminal, The World Trade Center Hotel, The Javits Center, The Bridgeport Bank Tower, Macau Airport, The Bank of Luxembourg, The Bank of Spain, IBM Headquarters, the New York Appellate Court Restoration and the Zoning and Assembly Recommendation for the acquisition of the Four Seasons Hotel, and many others of this type.

Most recently, Ms. Grace founded ÀRIIA, Architects Realty and Ideation Advisory, as a niche advisory for architecture firms, assisting clients in finding development opportunities and in developing ab-initio strategies for new commercial development. As a result of founding ÀRIIA, Ms. Grace is now a JV Partner in two commercial development projects from 200K to 400K sf in CT, with additional condominium projects in design and development in Malibu and Greenwich.

Ms. Grace received her professional degree in Architecture from Cornell University. She also taught Urban Design with a focus on The Urbanism of the Enlightenment Period in Paris, teaching at the original Institute of Architecture and Urban Studies in New York, then under the leadership of Peter Eisenman.

Ms. Grace is a member of the American Institute of Architects and is also a member of various urban and architectural societies, advocating vigorously for strong urban preservation and progressive regional and urban planning strategies, offering professional white papers on a wide range of current urban development topics.

2.00 Team Projects

2.10 The Getty Center



A hilltop village for culture that weaves together art, architecture, and landscape into a unified cultural experience.

The Getty Center occupies a unique 110-acre site jutting southward from the Santa Monica Mountains. The program brings the seven components of the Getty Trust into a coherent unity, while maintaining their distinct identities. The individual buildings of the campus—which include the Museum, a 450-seat auditorium, the Conservation Institution, the Center for Education, and the Research Institute, which itself includes a million-volume library—are organized along two of the site's topographical ridges, seamlessly integrating the architecture into the surrounding landscape.

The approach begins when visitors leave their vehicles in the underground parking garage and board the tram that transports them to the hilltop. Exploring the campus, visitors encounter smaller pavilion buildings, connected by gardens, that break down the scale of the museum experience, allowing for pauses and encouraging interplay between the interior and exterior. Throughout, buildings are designed to take advantage of the climate through the use of loggias, pergolas and full height glazing at the external perimeter.

The design for the Getty was inspired by Hadrian's Villa and the spectacular site, and seeks to establish a complete harmony between art, architecture, and nature. Throughout the Getty complex, landscape design has been deployed to integrate the buildings into the mountainous topography and link each individual structure to the others. Garden sequences extend beyond the enclosed volumes, connecting smaller pavilions to break down the scale of the museum experience, allowing for pauses and encouraging a fluid interplay between the interior and exterior that makes the most of this extraordinary site. The project's sensitivity to its environment has been recognized with a LEED Existing Building certification, underscoring the firm's longstanding commitment to principles of sustainability.



Los Angeles, California

Area: 110-acre site

- 940,000 square feet for program areas
- 435,000 square feet for food service, storage, maintenance, mechanical equipment and service areas.

Awards:

- AIA National Honor Award, Excellence in Architecture Design, National Honor Award
- AIA New York, Honor Award Architecture, 1999 Design Awards
- AIA New York, Honor Award Architecture, 1992 Honor Award
- LEED Silver Existing Building
- LEED Bronze Existing Building

2.20 SOMA Newark Masterplan



A revitalizing master plan that realizes a comprehensive vision for the key downtown district, transforming the surrounding urban fabric.

This master plan offers a comprehensive vision for the growth and regeneration of Newark's downtown district South of Market Street (SoMa). The proposal's focus is trained on the revitalization of the area, maintaining a respectful approach to the city's history while building a longstanding foundation for future growth in housing as well as ongoing economic and cultural development. By combining a cluster of tall towers with low rise volumes to create a series of critical public greenspaces, the scope of the master plan is intended to activate not only the area it occupies but the greater urban context as well, functioning as the first stage in a process of renewal for downtown Newark.

The unusually wide scope of this master plan—which totals over 20,000,000 square feet of proposed space—is comprised of four main areas: at the heart of the development a low and mid-rise group of buildings defines the streetscape around a central public space, establishing the spirit behind the entire project. Also proposed are a row of mid-size towers scaled in proportion to the wider expanse of the adjacent thoroughfares of Washington Street and Broad Street; a group of tall towers fronting Market Street, one of the city's busiest commercial corridors, will create the future skyline of Newark. The resulting variety of function, scale, and density infuses the area with a vibrant presence designed to address both the community's current needs and future potential.

The heart of the SoMA development is a group of low and mid-rise buildings that defines the streetscape around a central public space. This inviting plaza establishes the spirit behind the entire project with its emphasis on human scale and on providing a variety of venues for social interaction. In concert with other critically important greenspaces integrated throughout the project, this civic amenity is intended to activate not only the area it occupies but the surrounding blocks as well, functioning as one of the first stages in an ongoing process of revitalization for downtown Newark. Teachers Village is the first phase of the Master Plan that has been completed and has been recognized with certification as one of the first LEED Neighborhood Development (ND) projects in the nation



Newark, New Jersey

Certification: LEED ND

Area: 20,000,000 sf

2.30 Teacher's Village



Teachers Village is a mixed-use development envisioned for downtown Newark south of Market Street and west of Broad Street. It will encompass six new buildings, including workforce housing, schools and small to mid-scale retail located along Halsey Street between Branford Street and Hill Street. These elements will provide 204 residential units for teachers, three charter schools, a daycare center and a variety of retail spaces at street level. Sustainable design, new landscaping and streetscape improvements are integral to the goal of creating an exemplary development for a flourishing community in Newark.

Each new building is site specific and designed relative to its context. The new Halsey Street retail corridor is at the heart of the development and offers a mix of venues for vibrant street life. The residential spaces and schools are designed with generous windows that are open to the light and activity of the streets below.

Teachers Village is one of the first developments in America to pursue the LEED Neighborhood Development designation by the US Green Building Council, indicating that the project meets the highest levels of sustainable design and that the neighborhood integrates the principles of smart growth, urbanism and green building strategies. Former parking lots are transformed into a sustainable new neighborhood that offers its teacher residents opportunities to live where they work and to experience high-quality healthy living in an affordable, safe environment downtown.

Teachers Village will restore a sense of place by activating the streetscape, along Halsey and William Streets, attracting residents, students, and visitors to this dynamic new community and to the existing cultural, entertainment and educational infrastructure with institutions such as the New Jersey Performing Arts Center, the NJ Historical Society, Newark Museum, the main branch of the Newark Public Library and the Prudential Center Arena. Access to open space for Teachers Village residents includes proximity to three city parks and community gardens. Surrounded by six universities with a community of 50,000 people, each with its own library and cultural facilities, there is potential for collaboration between Teachers Village and the surrounding corporate and academic community.



Newark, New Jersey

Certification: LEED ND

2.40 Pankrac City Masterplan

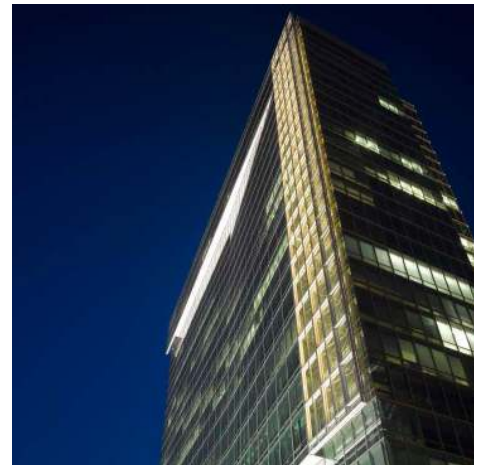
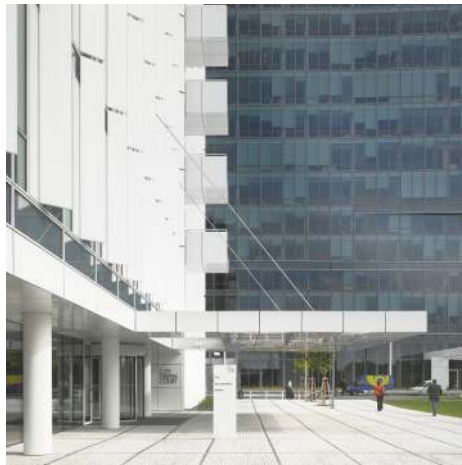


A visionary plan creating a unified urban experience by interweaving modern business, retail and entertainment zones in a multi-functional development project for the capital city of the Czech Republic.

The plan maximizes opportunities inherent in the site, carefully responding to the size, location, and characteristics of the land and the existing buildings, while also thoughtfully accommodating the anticipated programs well into the future. The design is structured around a framework of pedestrian and vehicular circulation that minimizes loads on public infrastructure, while seamlessly integrating public spaces that complete the urban fabric of the district.

The development's elevated site is visible from all approaches, and the master plan takes full advantage of this prominence. The firm has already completed four buildings on the site: City Point, City Tower, City Green Court, and the Parkview Office Building and planned development includes refurbishment of existing structures to encompass a new shopping center, entertainment facilities, and parking, collectively creating vibrant new urban center.

The heart of the project is the recently completed Parkview Office Building, a 9 story, U-shaped building organized around a hyper-sustainable atrium envisioned as a green urban enclave. Seamlessly integrated into the master plan, this design creates an iconic image that represents a vital and modern part of the city with a lasting addition to the skyline of Prague.



Prague, Czech Republic

Area: 371,300 sqm

3.00 Urban Ideation

3.10 Ideation & Mapping

Two Study Areas:

Roads and ramps - Downtown Crossing

An evaluation of the Downtown Crossing proposed infrastructure and road will be conducted with the suggestion to redesign it into a primarily underground vehicular by-pass system. This will create a large campus for potential new construction, greatly increasing the buildable surface and landscaped area.

Tower and Tower Ramp - A New Entrance to the City of New Haven

Design:

New Tower Massing Study

The team will design a tall slim tower as a strong conceptual image. It will be contextual and compatible with the historic city, yet fresh and new with bright and lyrical imagery. The goal will be a total floor area of 600-725 K sf of hotel and condos with an adjacent conference center on site.

Strong Views

The Tower will not only be clearly visible, but will also have strong views on all sides, with an additional clear view of New Haven's graceful Pearl Harbor Memorial Bridge.

On-axis Approach

The road will be designed on a spatial axis with the new tower campus with an arrival point at Church Street.

Museum-Type People Mover

Starting at the east [back] façade of Union Station, the team will design a people mover to connect Union Station with both the new tower campus and the medical campus at the York Street transit hub, citing our example, the Getty Museum People Mover — an all electric transit system which rides on air.

Future Extensions of the People Mover

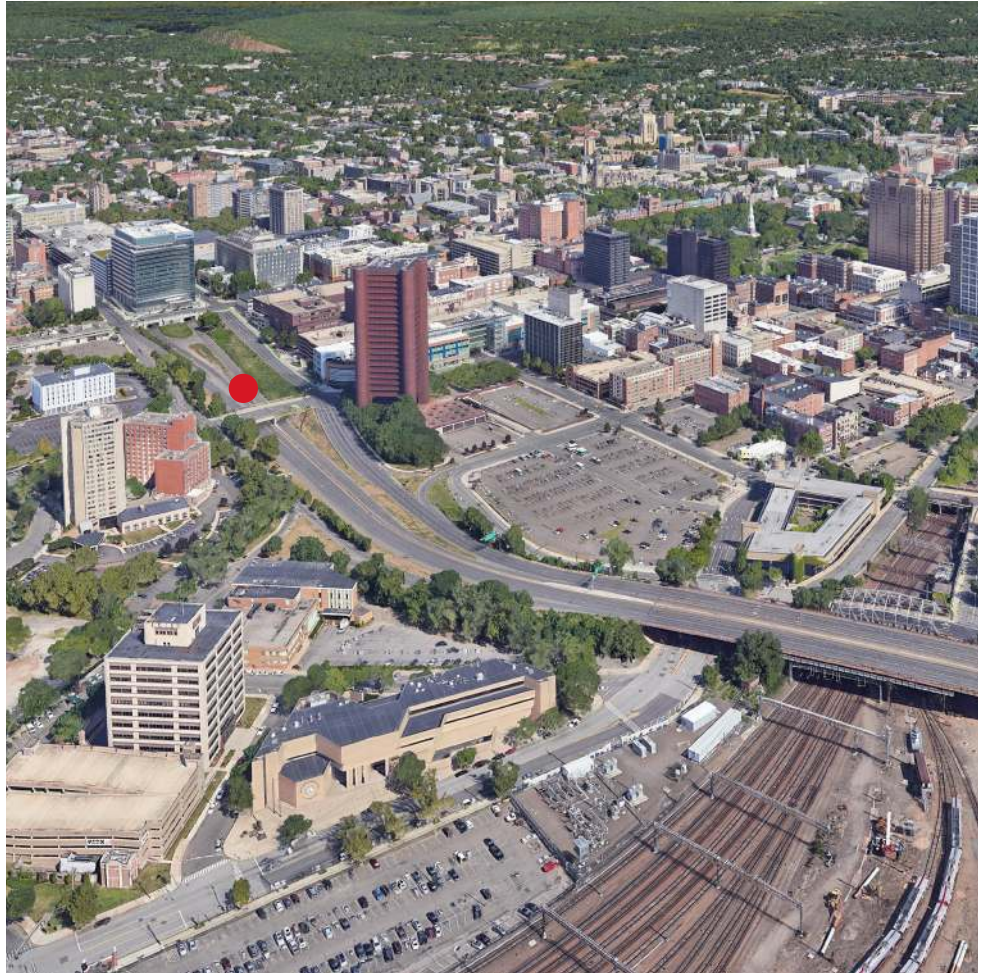
The Study will also map potential future extensions of the People Mover to connect:

- York Street Transit Hub/YNHH campus with the St. Raphael's Campus and Sherman Lots, including the location of future garages
- Union Station and the Long Wharf development area and waterfront

The New Amtrak Avelia "Liberty"

Amtrak has announced the launch the Liberty, which will serve the Northeast Corridor. The world's fastest train from Alstom will run on track one, adjacent to the proposed site for the people mover creating an efficient and seamless interface for passengers traveling to New Haven.

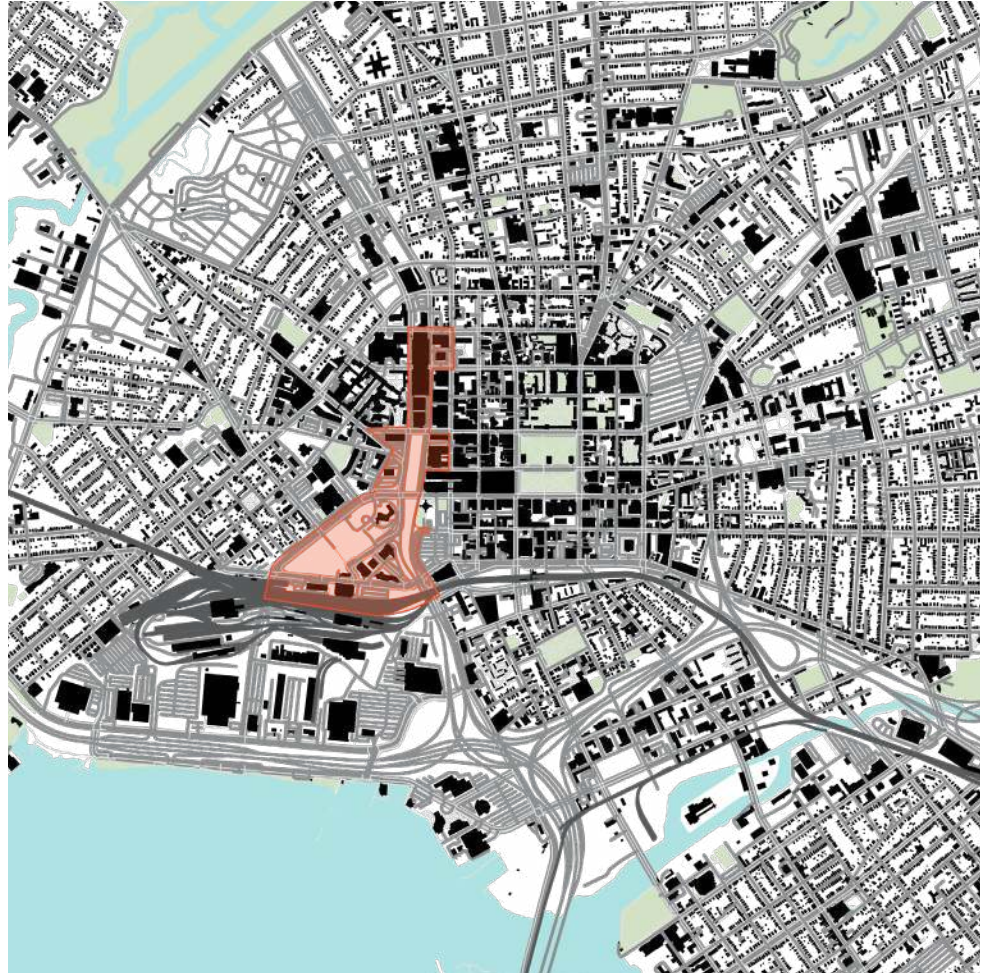
3.11 City View



Philosophical Principles for Urban Design:

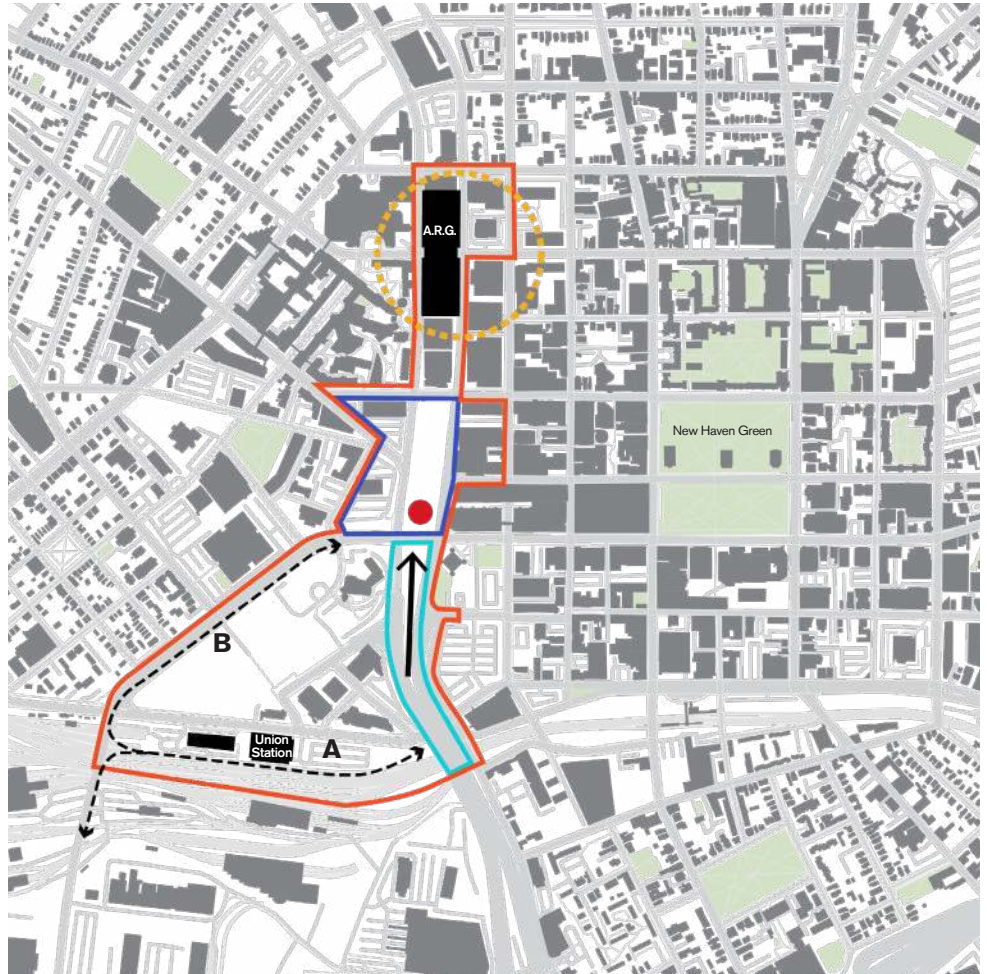
- Spatial Layering of Urban Space
- Transparency within Urban Assembly
- Historical Texture
- Contextual Scale
- Natural Light
- Hierarchy
- Definitive Visual imagery
- Power of Design

3.12 City Mapping








Contextual Overview of the Study Area

3.13 Site Mapping



Study Area and Focus Area

-  People Mover - Scheme A & B
-  Approach to City
-  Transit Hub at York Street
-  Study Area
-  Tower Campus Area
-  Crossover Study Area
-  Proposed Tower Location

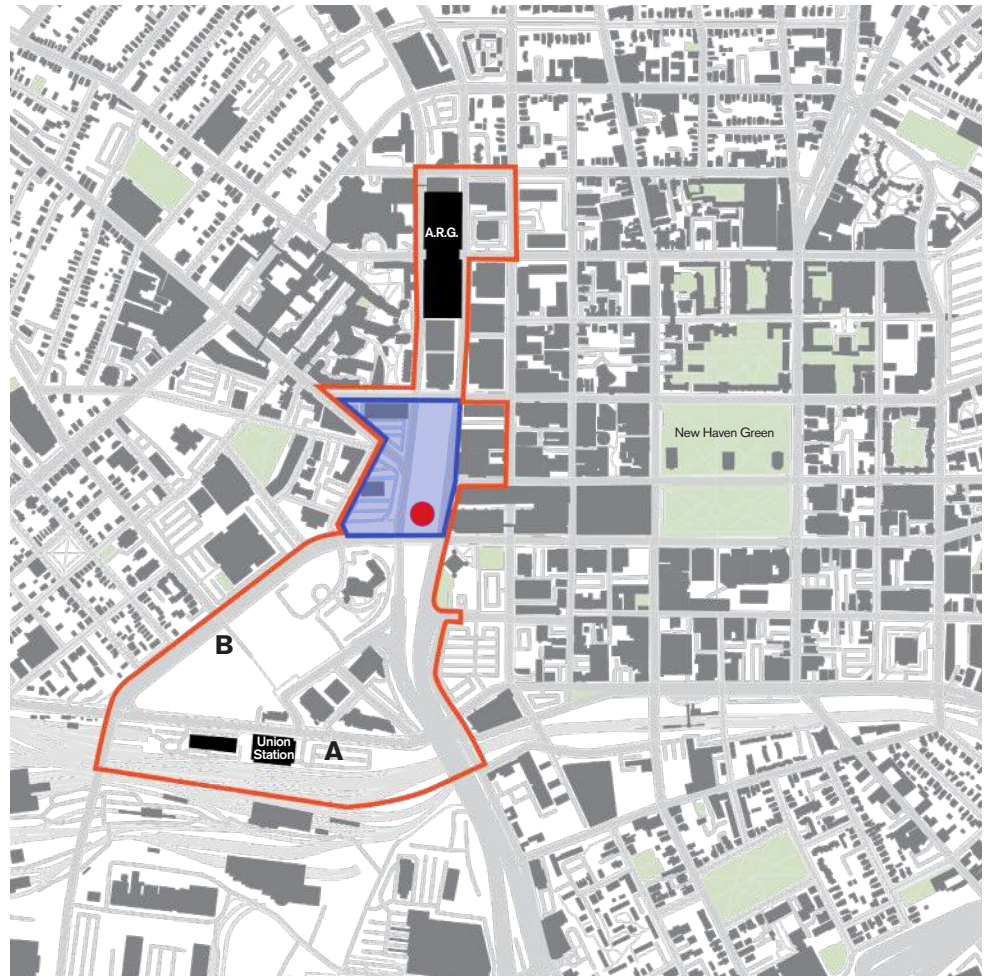


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3.14 Site Ideation

To be designed as a museum-like campus, with vehicular circulation relocated to underpasses, the tower district will integrate into the city for scale while creating strong imagery on the approach to New Haven.

The proposal will include a location for a lighted people-mover as a featured sculptural element.

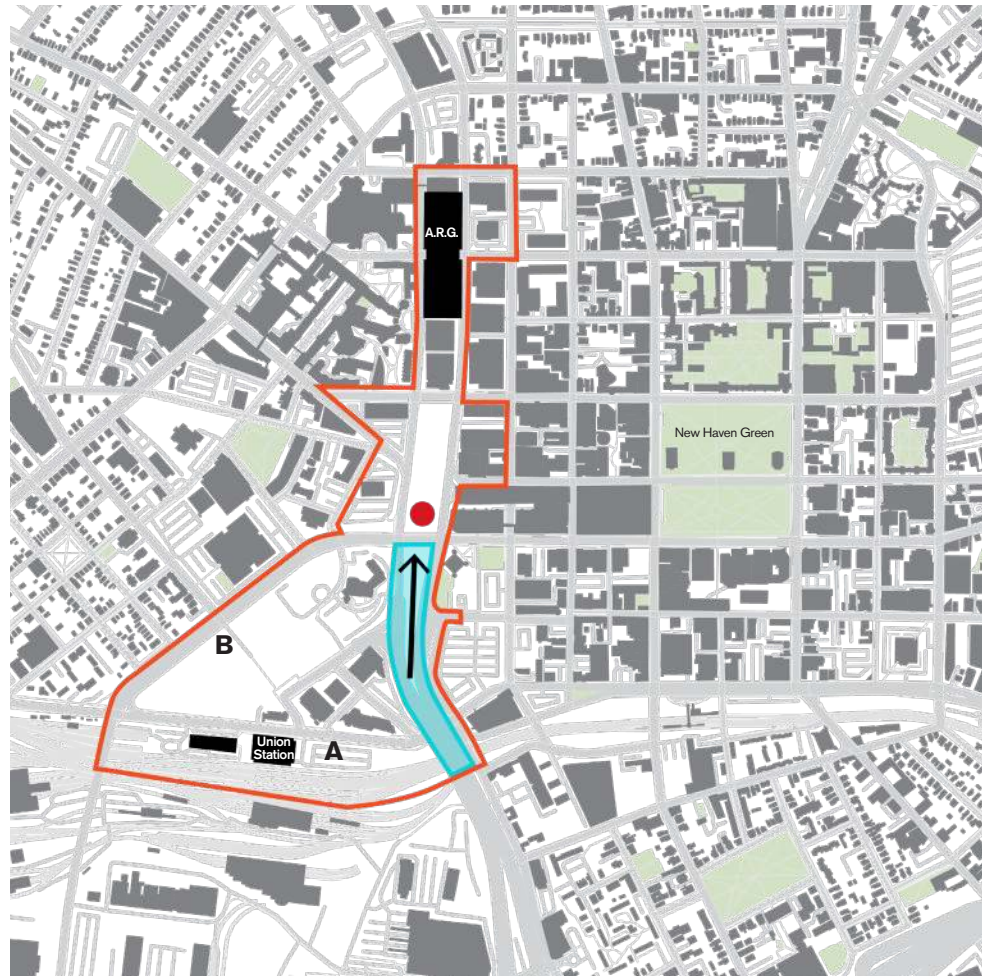


Study Area and Focus Area

-  Study Area
-  Tower Campus Area
-  Proposed Tower Location

3.15 Crossover Mapping

We have identified a valuable redesign of the approach to create a safer road system leading directly to the underpasses and garages, with a central arrival point on Church Street in direct relation to the New Tower.



Study Area and Focus Area

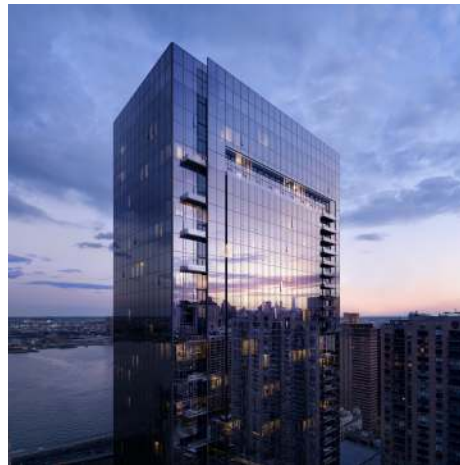
- Approach to City
- Study Area
- Crossover Study Area
- Proposed Tower Location



3.16 Urban Tower Imagery

The following examples visualize the design philosophy of similar tall slim towers by the team, built and unbuilt in similar urban settings.

- A strong Urban Identity for this new district directly at the new arrival point for New Haven
- Contextual to scale with the City
- Sculptural Museum-like Campus
- Bright
- Lyrical



3.20 New Value Proposition

Task

Put theory into practice

Purpose

Maximize land area for value, with space for additional buildings

Methodology

- Minimize surface “highway-type” streets with new vehicular underpasses
- Create a Tower District and Redesign the Downtown Crossing

Concept

Our team will design a larger urban canvas for this new tower district, creating a “museum-like campus” as an upgrade to the Downtown Crossing Proposal.

This study will propose as a basic ideation: vehicular underpasses for through traffic, removing surface “highways” and replacing them with contextual, landscaped, surface, local-access streets in keeping with New Haven’s historical texture, scale and functionality.

- New Tall Slim Tower: 600 K sf to 725 K sf Possibly Hotel and Condominium
- Iconic Imagery: Bright, lyrical yet historically sensitive in scale and texture
- New Conference Center to serve the full district, in proximity to the Tower
- Additional Buildings that offer cultural venues, possibly a specialty museum

Create Added Value for both New Haven and to Investors through:

- **Creating a Campus:** Design a larger land surface area for buildings with a campus quality
- **A New Front Entrance:** Create a new, highly visible front entrance to the City of New Haven and a new Tower District which is very valuable to high level investors for branding and marketing
- **A New Tower:** Creating a new, tall, slim tower at the entrance to the city, with dedicated approach ramps that make this special site a prime capital and establish branding/marketing value
- **A New Life Science Hub:** Raising the Life Sciences Market Rank of New Haven in the US
- **New Urban Outdoor Spaces:** Increasing the quality and quantity of the urban outdoor spaces for public and private use
- **Scale sensitive:** A stronger relationship to the existing historical scale and texture, adding visual value for residential and all commercial user groups, being “part of” New Haven rather than a transitional vehicular area with a car-centric “highway” language.
- **Marketing opportunity:** The iconic structures will establish a clear identity for the new district that offers a high marketing and branding value
- **Clearly Branded Identity:** The naming of the new district will offer a clear identity for Life Sciences development as well as the Condo District, with longer-life, high value towers with amenities in steel frame construction rather than the platform framed construction, as seen in New Haven’s recent new low and mid-rise structures
- **Low Capital Investment:** A low entry rate for public land based upon a ground lease principle
- **A People Mover:** A new transportation to connect Union Station with the Tower District and Medical Campus at a proposed new transit hub at York Street. This People Mover is a museum-like, quiet, above grade small transit system — an all-electric system that rides on air without track. This was designed for the Getty Center Museum in Los Angeles.

- **Lower Initial Infrastructure Cash Infusion:** As opposed to projects that require a large capital cash infusion from investor-developers at the onset, this project starts with low initial infrastructure capital for start-up and includes access to grant funding. This will include DOT and EPA grants and funding, which also covers up front Design and Engineering professional fees to the City of New Haven. Specifically, these are under all DOT programs, including but not limited to FTA sectors such as CIG as well as NTSB for improvements in transit safety. Additional Grants may be available from the EPA for reducing emissions through the design team's People Mover Proposal.
- **Located in the Opportunity Zone:** Our Study Area will maximize buildable land area in the Tower District and include adjacent sites as they become available.
- **Transportation:** The design team will outline upgrades in the Northeast Corridor, including the new high-speed Amtrak Avelia "Liberty" scheduled to start service in 2022. This will add great value to companies relocating to New Haven that have a need for city-to-city connections (ex. New Haven to Boston and New York Medical Campuses and Universities)
- **Policy Change Recommendations:** The team will make policy change recommendations to offer maximum value to the entire city development through capital contributions to land use and master planning studies going forward, in the short and long range. This contribution may come in the form of advance capital from larger scale developments towards master planning within the full CBD for large scale developments of a stated size. This will alleviate devoting grant money in a proprietary manner for the benefit of only select developers and work the canvas in a broader manner. It is further recommended that zoning changes be all inclusive so as to avoid the creation of restrictive uses in areas — including the Tower District — which should work as an integrated neighborhood with multiple user groups.
- **Long-range Master Planning:** The team will recommend a long-range planning study to include transportation upgrades that will facilitate the manner in which people get to the City of New Haven with mass transit, adding value.

4.00 Summary

In addition to a lower acquisition rate and operating costs of building in New Haven, compared to Boston and New York, the introduction of the new Amtrak high speed train from NYC in 2022 coupled with our proposed People Mover will offer great value to users coming from cities with highly-used and well-defined mass transit systems.

Most of all, adding a highly visible, tall, slim, bright tower will focus attention on the City within the Northeast as an emerging center for new commerce and be a catalyst for growth in all sectors to include Long Wharf and the waterfront with a definitive connection to Union Station by virtue of an elegant, upscale People Mover.

The bright focus of the Tower District will also connect seamlessly to the Chapel and College Street Districts' wide range of cultural offerings and entertainment venues.

By adding a People Mover, there will be a significant reduction in commuter and special events traffic, which also invites significant grant funding from both the DOT and the EPA, and will reduce the long-term maintenance cost of roadways, lessening the burden of continuing maintenance costs from infrastructure budgets.

Overall, greater value can be expected through the redesign of the Downtown Crossing for maximum benefit to the city and community of New Haven.