

Creating a 21st Century Culture

Moving Forward

Olive Road Revitalization



TOD BROADBAND FIBER

A NEW BUSINESS MODEL

Impressive range of acknowledged professionals

Enlightened approach to economic development

Managing principals are highly successful professionals

Collaborative exists because there is a gap in a marketplace

A more comprehensive approach to economic development

THE TOD/BROADBAND FIBER COLLABORATIVE



TOD/BROADBAND FIBER

A NEW BUSINESS MODEL

Collaborate with government, institutions, community and private business

Control access to fiber backbone and enhance development sites

Our range of expertise, capabilities including financing, makes this possible

We are a new model for social and economic revitalization

THE TOD/BROADBAND FIBER COLLABORATIVE



OUR PROPOSAL TO UNIVERSITY CITY

Determine feasibility of building high speed fiber network for Olive Street Road

Determine highest and best use of city owned land on Olive Street Road

Combined, these two efforts will lead to high quality development focused on a wider range of economic outcomes which will differentiate University City



HIGHEST AND BEST USE STUDY (section 2, item 3)

Identify Development Opportunity Sites

Location, accessibility and traffic counts

Visibility

Current and adjacent uses

Institutional anchors

Site control

Potential to catalyze additional development

Market Analysis – Demand vs. Supply

Demographic and economic conditions

Competition (market positioning, rents and absorption)

Case studies

.



HIGHEST AND BEST USE STUDY (section 2, item 3)

Development Programs and Strategy

Use (office, retail, apartments, condos, etc.)

Size (Units, square footage)

Market positioning (finish, amenities)

Financial Pro Forma Analysis

Income (rents and expenses)

Value

Cost

Gap financing (TIF, CID, TOD, tax abatement, etc.)

Rate of return or return on investment analysis

.



FIBER MARKET STUDY (section 2, item 3)

Situational assessment... differentiate University City... through market analysis and technology assessment

Site survey and AutoCAD drawings of the design

Develop RFP for Bids from service providers

Develop business/feasibility plan

Financial model and business plan for further funding



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WHAT WE DO

Differentiate our clients from their competition

Work with community stakeholders

Develop business/feasibility plan and engineering of fiber networks

Regional vision and collaboration

Economic analysis and public financing

Real estate strategies and revitalization

Create broadband capabilities

Design and development

Foster economic development

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WHY

We believe that that our cities, both large and small, are the economic engine that will continue to drive America to prosperity and a better quality of life.

Our cities, communities and neighborhoods are the social, economic and innovative hub of America and their continued rejuvenation is essential to our quality of life... and our ability to compete in a more complex and competitive world*.

We want to insure that more “voices” have a place at the table where important decisions are made.

We seek a broader definition of success... a more healthy, technologically savvy and economic diverse definition of community.

*Brookings Institute

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TOD BROADBAND FIBER

WHO (people make the difference)

Eric Friedman, Founder of TOD/BFC, Co-Chair TOD/BFC
Founder, President, Friedman Group, LTD. Realtors

Michael Mindlin, Founder of TOD/BFC , Co-Chair TOD/BFC
Principal, Perkowitz+Ruth Architects

Bob Lewis , Co-Chair TOD/BFC
President, Development Strategies

Diane Kruse: President and CEO of Neo Fiber

Eric Freesmeier: President, CEO Pulse Broadband

Marc Jacob: Attorney and Co-Chair of the University City/Olivette Joint Plan

Chris Vineis: Capital Partnerships LLC; public funding and grants

Howard Smith: Smith NMTC Associates; new markets tax credits

Nate Johnson: Real Estate Solutions; real estate consultant & broker

Dorothy White Coleman: Managing Member, White Coleman Associates

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OUR DIFFERENTIAL

We help overcome a lack of cooperation and coordination that can inhibit regional success by creating a compelling shared self interest for community, municipal, educational, corporate and business stakeholders.

We leverage control of fiber backbone and provide a unique range of revitalization expertise to create high quality, sustainable economic development. We bring the *right* team of experts and businesses tailored to each community's needs.

WE ARE COMMITTED TO INSURING THAT PUBLIC ASSETS (FIBER AND PUBLIC PROPERTIES/STREETS) ARE USED TO PROMOTE PROFOUND ECONOMIC BENEFITS FOR OUR COMMUNITIES...



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MEET OR EXCEED CITY'S CRITERIA

Alignment of the project with the City's Comprehensive Plan or other approved planning documents.

Response: The Collaborative brings strong and acknowledged expertise in city planning and the design of successful development aligned with comprehensive plans and other city requirements.

Ability of the applicant to leverage additional financial resources for the project.

Response: The Collaborative has a range of financial resources including possible 20% equity contribution to the financing of fiber installation, tax favored financing and traditional bond financing

Ability of the project to be a long-lasting and value added investment.

Response: The Collaborative members have a strong track record of building value. High speed fiber is a complete game changer.

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Designed by Calatrava

MEET OR EXCEED CITY'S CRITERIA

Ability of the project to redevelop vacant or underutilized commercial and industrial properties located in Olive Corridor areas.

Response: High speed fiber will create a large increase in demand based on what is reported in other areas.

Potential for the project to act as a catalyst for additional development activity.

Response: We have achieved this kind of district or city wide development on behalf of other clients and projects... and now bring all the added advantages of high speed fiber.

Potential for project to provide additional employment opportunities.

Response: Because The Collaborative is organized to create economic development, we are in a better position to further employment opportunities that naturally arise with development and fiber deployment.



MEET OR EXCEED CITY'S CRITERIA

Potential for the project to provide unmet needs, limiting duplication.

Response: We take a broad view of future potential and understand how to carefully determine “highest and best” use... including social needs.

Appropriate alignment of business fit with the target area.

Response: Because we have an integrated approach to creating value and a wide range of expertise, we are better able to understand the often conflicting needs and aspirations of business, community and return on investment.

Other criteria that may be defined on a project by project basis.

Response: Few organizations offer our same range of comprehensive expertise that we offer. This helps insure a more robust outcome. We can stay involved in the process to better insure that actual improvements are achieved and are targeted to the tailored needs of each community served.



MEET OR EXCEED CITY'S CRITERIA

Describe the number of jobs to be created by the specific request.

Response: Long term job creation will be defined by the market analysis and can vary dramatically, depending on the scale and density of future development.

Define the expected outcomes of the project, milestones and how the project success will be measured.

Response: Gigabit fiber is a social “accelerant” that encourages real estate development and attracts a diverse range of “creatives” and businesses. expected outcomes are likely to be: new development; new businesses and technology businesses locating on Olive; higher employment density; increased compensation levels; more job opportunities for residents; and possible job training opportunities with Collaborative partners (already under discussion).



TOD FIBER

MEET OR EXCEED CITY'S CRITERIA

Short term measurement of success

- Increase in demand for office space
- Increase in demand for residential
- Increase in tax base
- Shift in public perceptions about Olive Boulevard

Long term measurement of success

- Greater diversity in the population base
- Continued increase in tax base
- New development and growth as a result of initial success
- Attraction and retention of business and jobs
- Higher paying jobs

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Designed by Suttle Mindlin

SIGNIFICANT SUPPORT

Charlie A. Dooley

St. Louis County Executive

Mike Jones

Chief of Staff to County Executive Charlie Dooley

Councilwoman Hazel Erby

1st District Councilwoman, St. Louis County Council

Alderman Frank Williamson

Alderman, 26th Ward, City of St. Louis

Lyda Krewson

Alderman, Ward 28, City of St. Louis

Ellen Bern

Former Director, Chamber of Commerce, University City

Linda Locke

Chair of Planning Commission, University City



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RELEVANT PROJECTS

Parkview Gardens Neighborhood, University City

Troost Corridor, Kansas City

Historic Tax Credits, State of Missouri

Transit Alliance, St. Louis region

Lewis London Building, Delmar, University City

Plaza Frontenac Repositioning, St. Louis

Renaissance Place Urban Revitalization, Suburban Chicago

Dolce Vita Porto Historic District Revitalization, Portugal.

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