

Briarhouse Presentation



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Tonight's Presentation

- Introductions to the Briarhouse Team
- Review of RFEI Objectives
- Over \$13.5MM in Public Improvements
- Original Briarhouse Proposal
- Revisions to Briarhouse Plan
- Questions

Briarhouse, LLC Introductions

- Developer – Builder Partnership of
 - Excelsior Housing, LLC - Patrick Normoyle
 - Moodna Creek, LLC - Mark Reed
 - Konover Residential – Greg Konover
 - The Sisca Group – Joe Sisca, Rob Masiello

Patrick Normoyle

- Lead Developer and Primary Contact
- Lifelong Westchester County resident – born in Hastings-on-Hudson and now a resident of the Village of Pelham
- Excited to be here

Mark Reed

- Lead Equity Participant and Guarantor
- Developed over 2,000 units of residential housing and over 200,000SF of commercial space
- Focus: undertaking important community redevelopment projects which have a transformative impact on the local community
- Double Bottom Line: Financial success and positive community impact

The Sisca Group

- Development Partner + General Contractor
- Multigenerational family contracting company led by Joe Sisca, Jr., Joe Sisca, III, and Rob Masiello
- Completed over \$1 billion in construction work from high-end luxury apartments to public improvements

Konover Residential

- Development Partner + Property Manager
- Manages over 6,500 apartment units across 50+ communities in the northeast
- Extensive experience with small-scale suburban apartment development

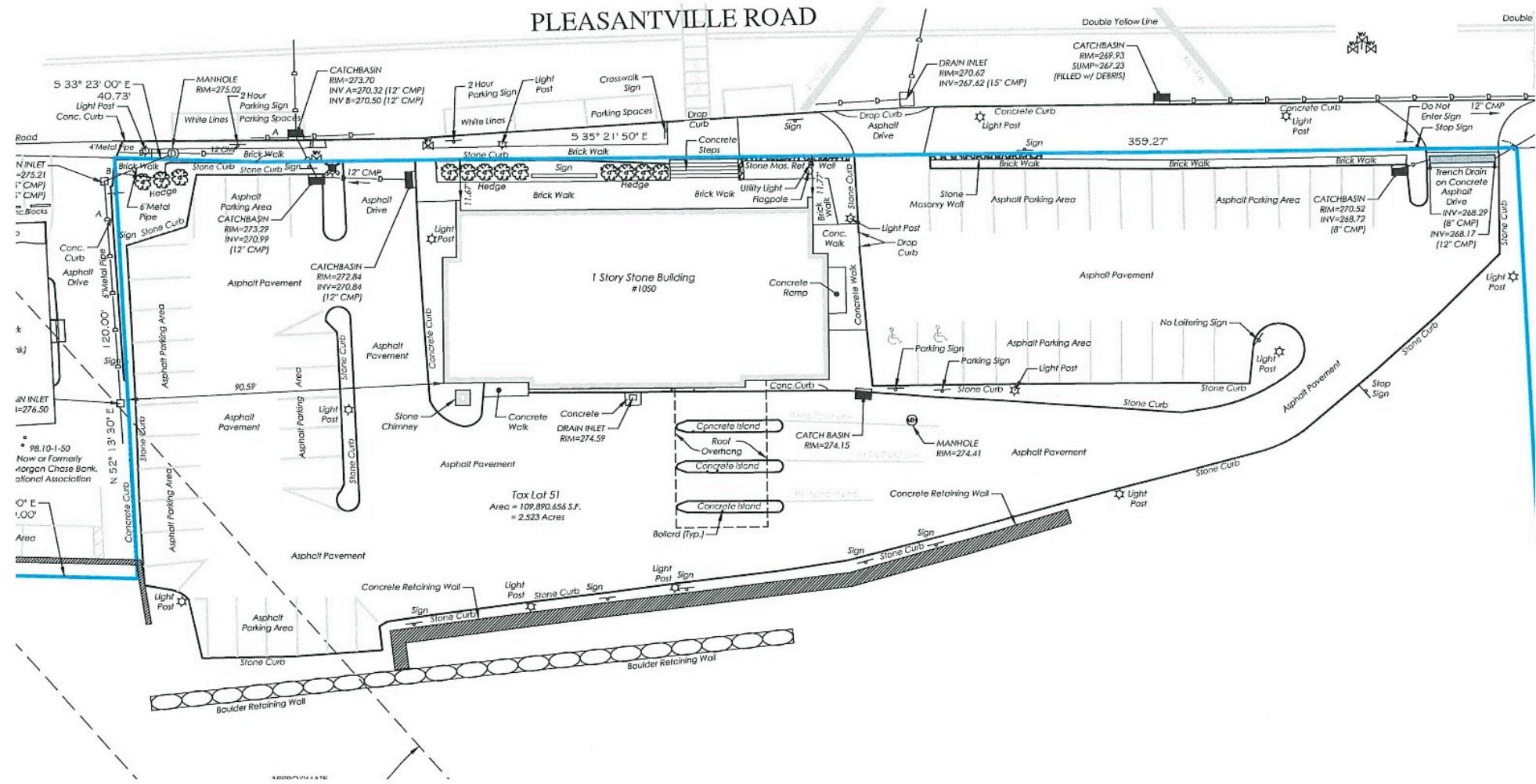
Briarhouse Team

- David Cooper of Zarin & Steinmetz - Land Use Attorney
- Leo Torres of Leto Architecture - Master Planner and Architect
- Justin & Nicolle Lustig of The Lustig Group – Retail Real Estate Advisors

RFEI Development Objectives

- #1: Partner with a private developer to construct a new Police headquarters and Village Court
 - *To alleviate the space constraints of the existing municipal building*
- #2: Promote a vibrant, pedestrian-friendly mixed-use neighborhood which complements and enhances the existing downtown

RFEI Site - Survey



Leverage Private Development Opportunity to Create over \$13.5 Million in Public Improvements

- Briarcliff Manor Justice Center = \$11.3 Million
 - Police + Village Court
- Public Plaza and Trail System = \$2.2 Million
- ***A return of more than 6 times the Village acquisition of \$2.0 Million***

Justice Center – Turnkey Project

- Briarhouse team will manage the entire design and approval process and will construct the new Police Station and Village Court at its cost & expense
- Briarhouse will pay the following project costs:
 - All hard costs
 - All design costs including lead architect, public safety design architect, and all engineers
 - All furniture, fixtures, and equipment (FFE)
 - All low voltage, security, and access control systems
- Briarhouse assumes all project risks

Briarhouse Distinctions

- Builder-Developer Team
- Public-Private Partnership with the Village of Pelham to construct new Municipal Center and Mixed-Used Development
- Exceptional financial strength
- Vast construction expertise
 - Both luxury market rate residential projects AND public improvement projects
- Long term commitment to the Village of Briarcliff Manor

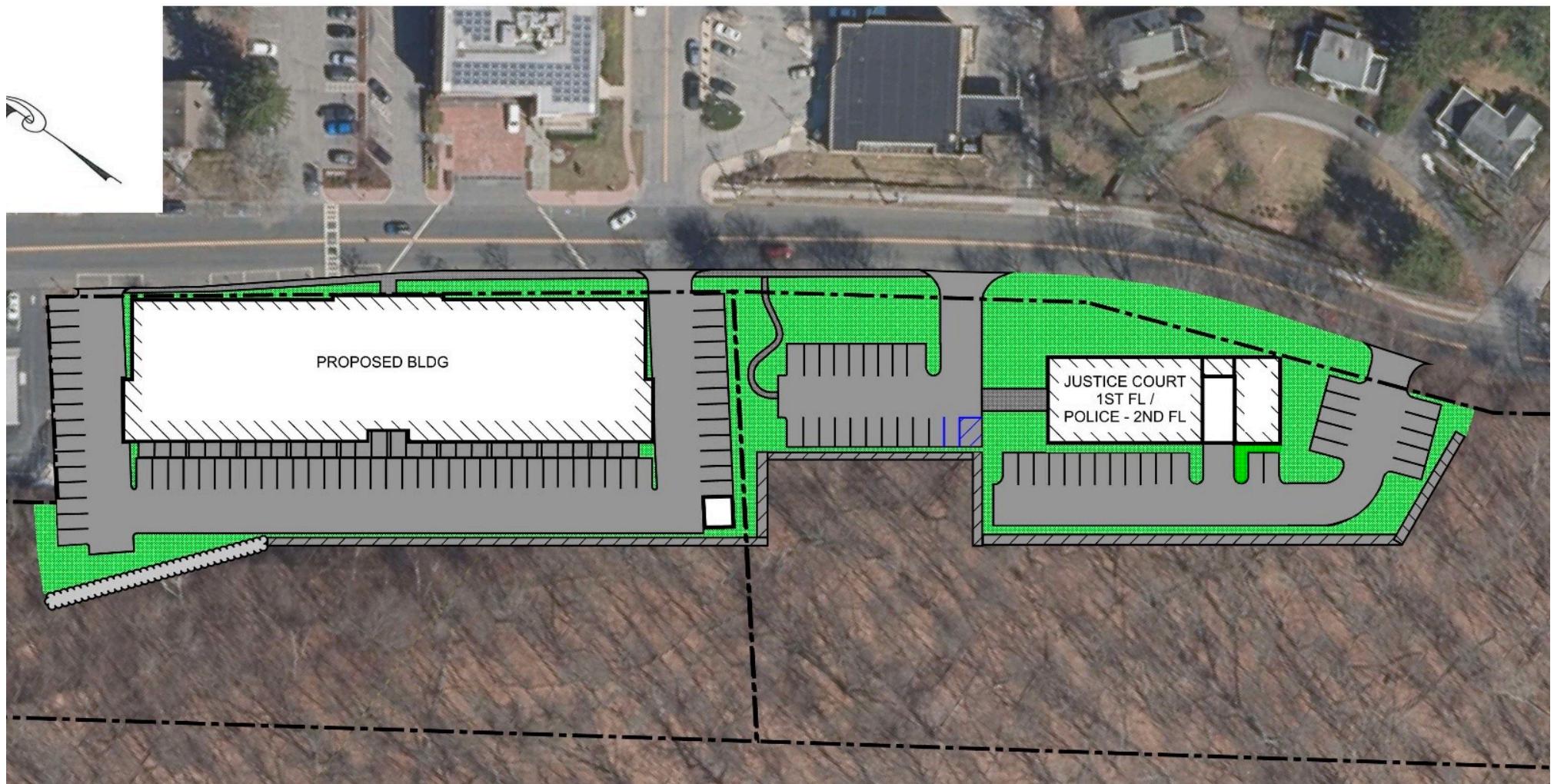
Pelham – Final Rendering



Pelham – Completed Project



RFEI Objective #2:
Promote a vibrant, pedestrian-friendly mixed-use
neighborhood which complements and enhances
the existing downtown



Briarhouse Original Design



Briarhouse Plan

-Board of Trustees Feedback-

- Placemaking & Integration into the Downtown
 - “Goal was to create a vibrant gathering space for the Briarcliff Manor community and to create interesting places that would draw people to the downtown”
 - “Create a sense of place and be a destination for Briarcliff residents and visitors”
 - “Act as a catalyst for the redevelopment of the rest of the downtown corridor”
 - “Wow! This is Briarcliff.”
- Increase the amount of first floor retail space

Revised Design with Public Plaza



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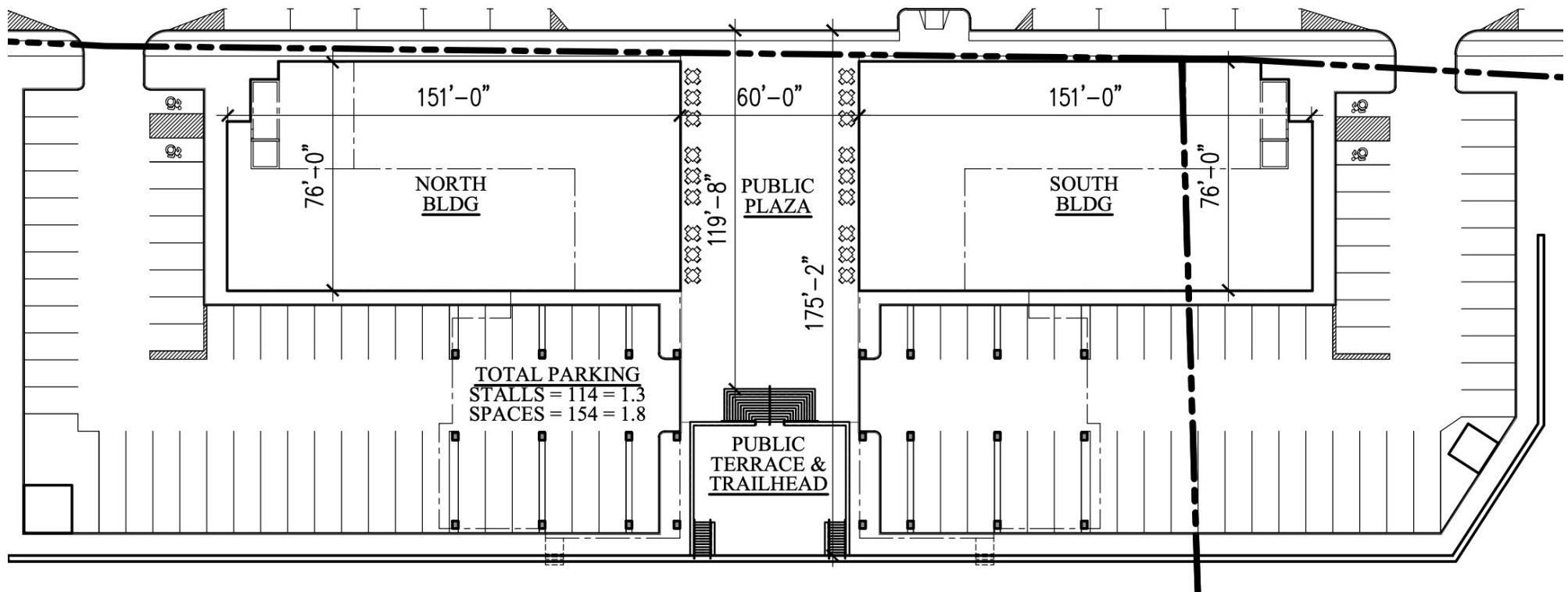
Dynamic, Engaging Public Plaza



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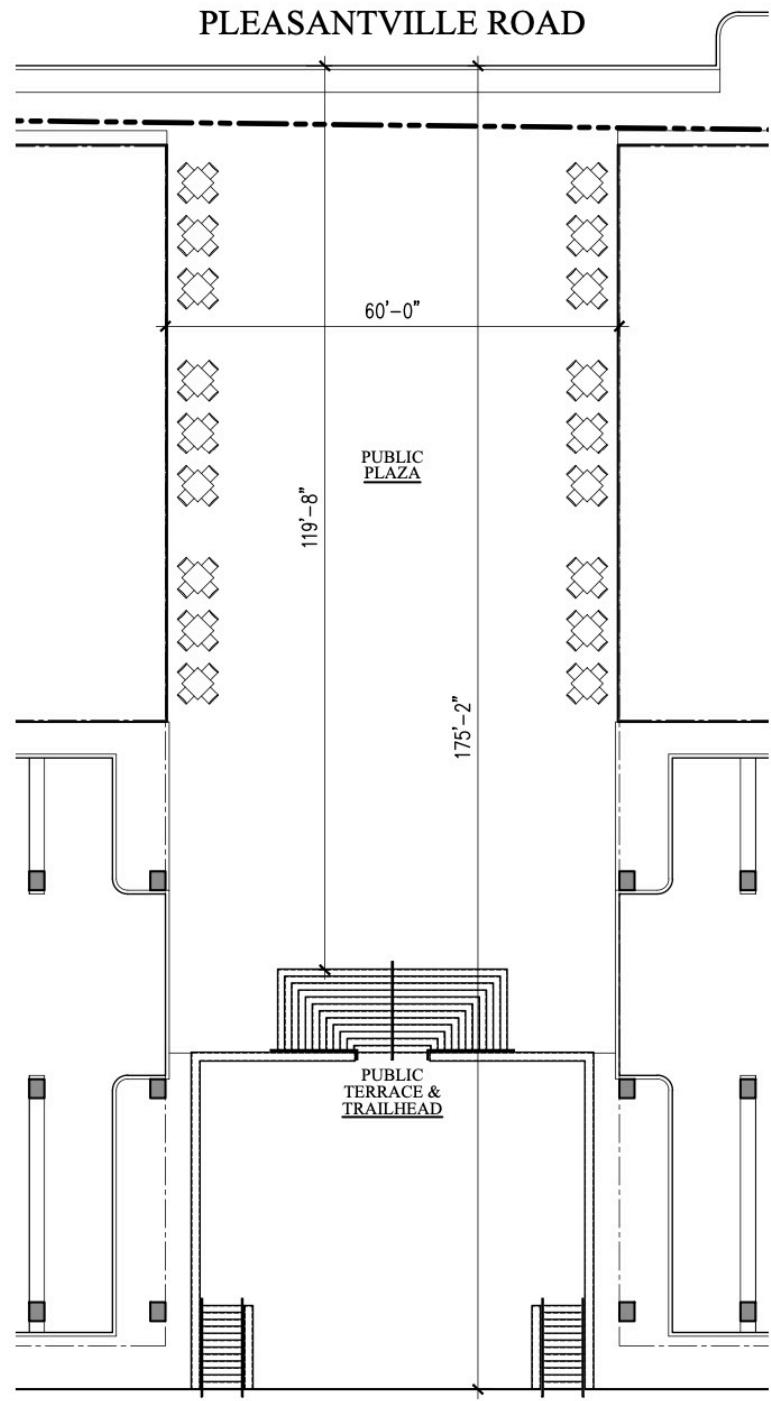
Revised Site Plan with Public Plaza

PLEASANTVILLE ROAD



Public Plaza, Elevated Terrace + Trailhead

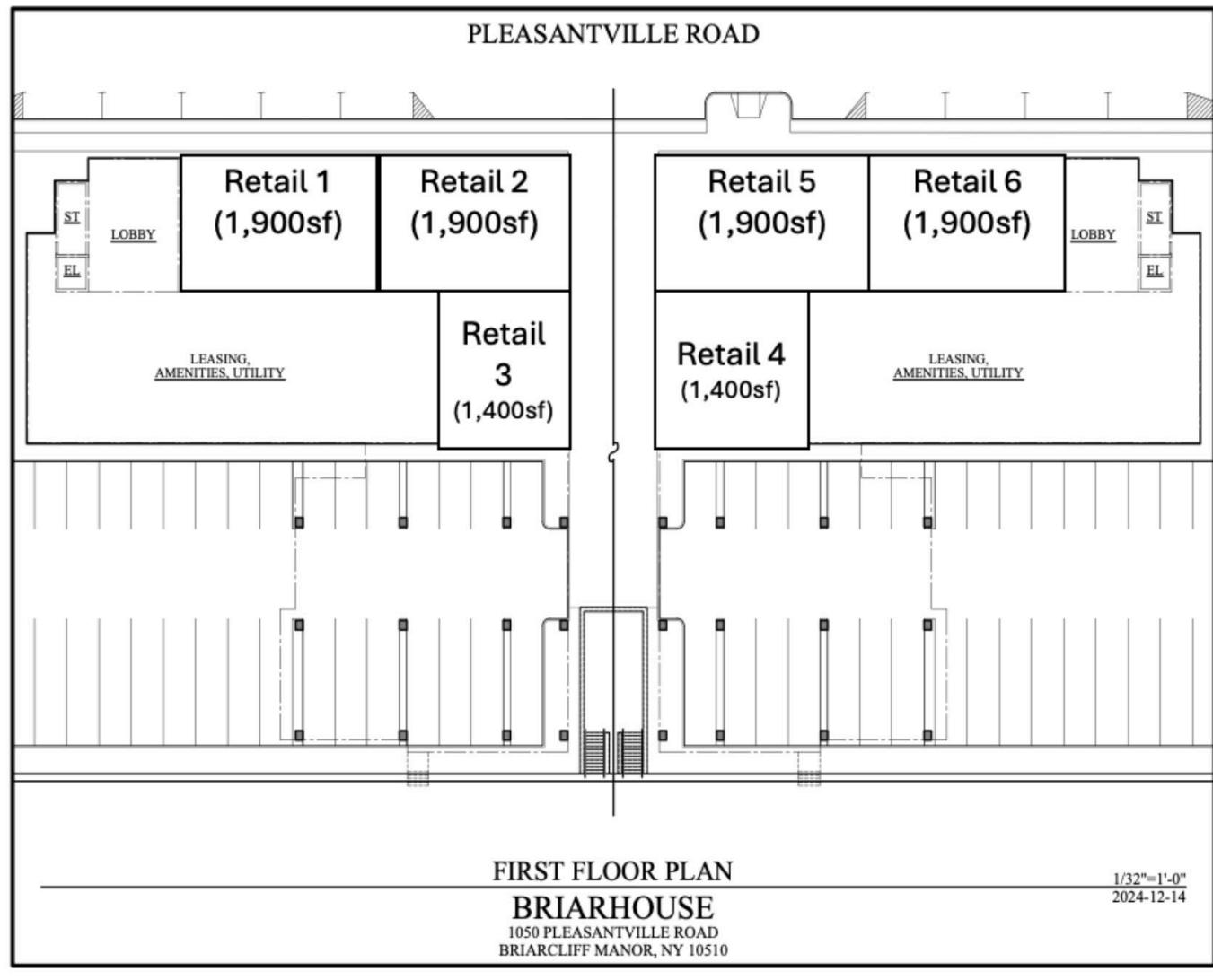
- **Areas:**
- Lower Plaza = 7,500sf
- Elevated Terrace = 3,000sf



Retail + Public Plaza

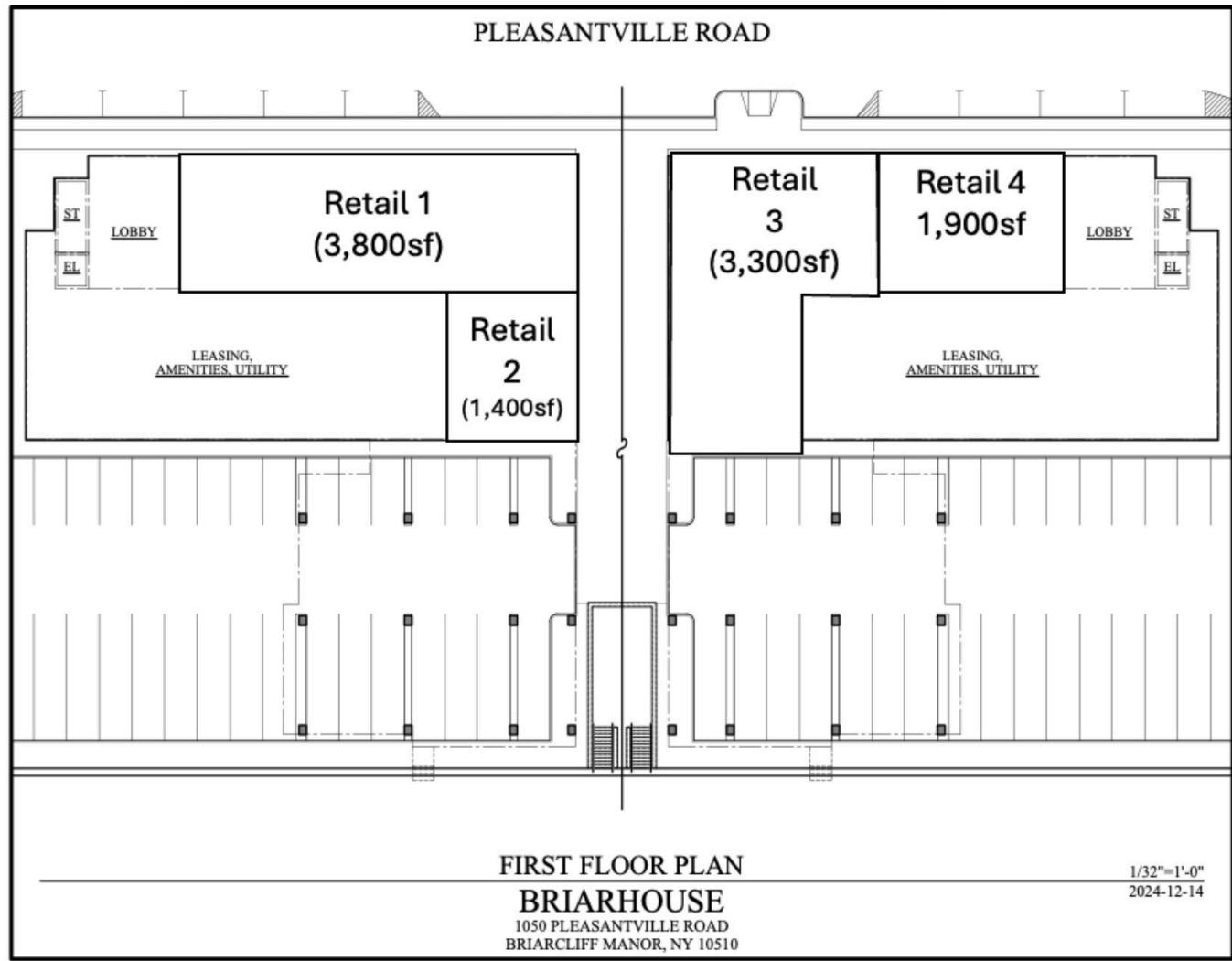
Area	Original Plan	Revised Plan
Retail SF	4,080SF	10,570SF
Public Plaza		
-Main Plaza	NA	7,500SF
-Elevated Terrace	NA	3,000SF
Public Plaza – Total SF	NA	10,500SF

Retail Plan – Small Shop Curation



Retail Plan – Large Concepts

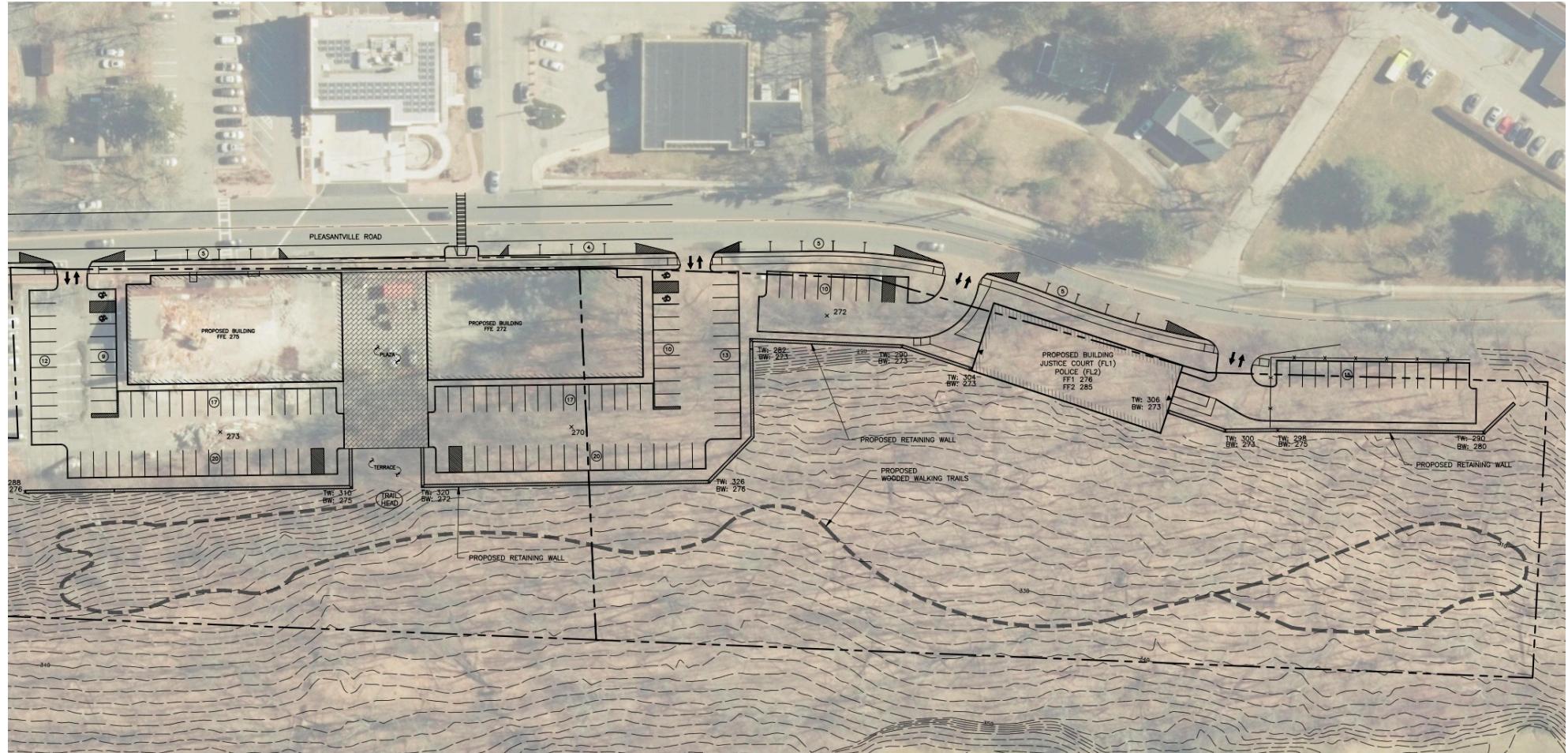
Retail Plan (Large Concepts):



-Provide More Open Space + Public Access-

- Creation of public plaza with elevated terrace
- Trail system throughout RFEI site and southern site with 3 trailheads
- Complete streetscape improvements along Pleasantville Road

Public Trailway System

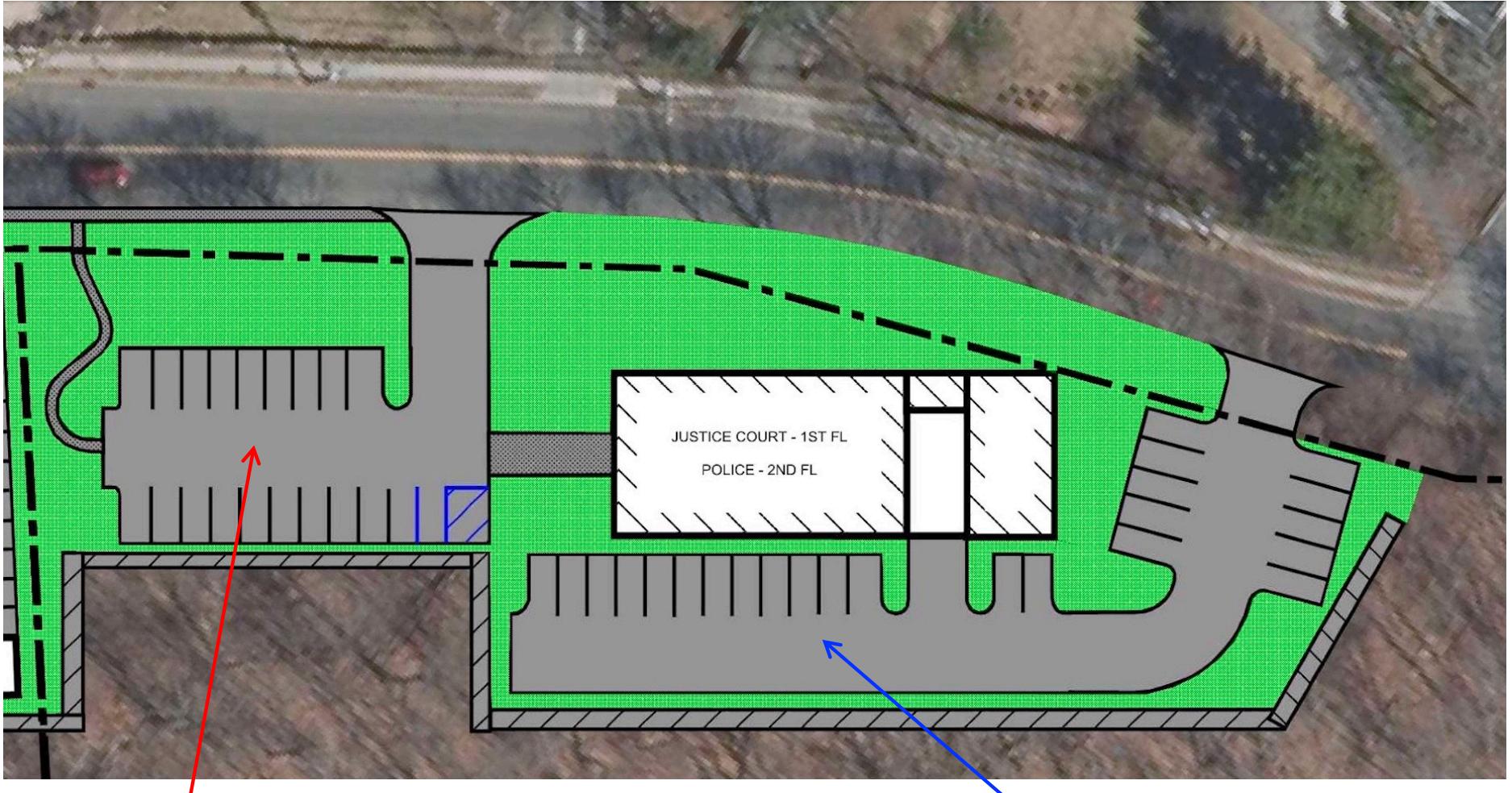


-Increase Parking for All Uses-

Category	Original	Revised	Change
BRIARHOUSE SITE			
-Residential	118	132	+14
-Retail	0	28	+28
-TOTAL	118	160	+42
JUSTICE CENTER PUBLIC LOT	20	29	+9
JUSTICE CENTER SECURE LOT	24	30	+6
STREET PARKING (RETAIL)	9	9	No Change
Total	171	228	+57

Briarhouse is also paying for a parking study commissioned by the Village

Justice Center – Parking Revisions



Public Parking Lot

- Re-orient direction
- Serves court during court hours
- Available to public all other times
- Expand to 29 total spaces**

Police + Court Staff Parking Lot

- Secure parking lot for staff
- Exclusive use of Police + Court
- Access drive to Sallyport
- Expand to 30 dedicated spaces**

Apartments - Unit Mix

Studios	– 10 units	- \$2,500 - \$3,000/m
1BR	– 28 units	- \$3,250 - \$3,500/m
2BR	– 48 units	- \$4,950 - \$5,950/m
TOTAL	– 86 units	

Expected Municipal Fees

- Building Permit Fee = \$400,000-\$450,000
- Other Municipal Permits = \$100,000
- Recreation Fees = \$612,000
- **TOTAL FEES = \$1,112,000 to \$1,162,000**

Questions

Appendix

Expected Renters



Younger Generation

- Students
- Single / Roommates
- Married No Kids
- Married w/ Young Kids

Older Generation

- Empty Nesters
- Retirees

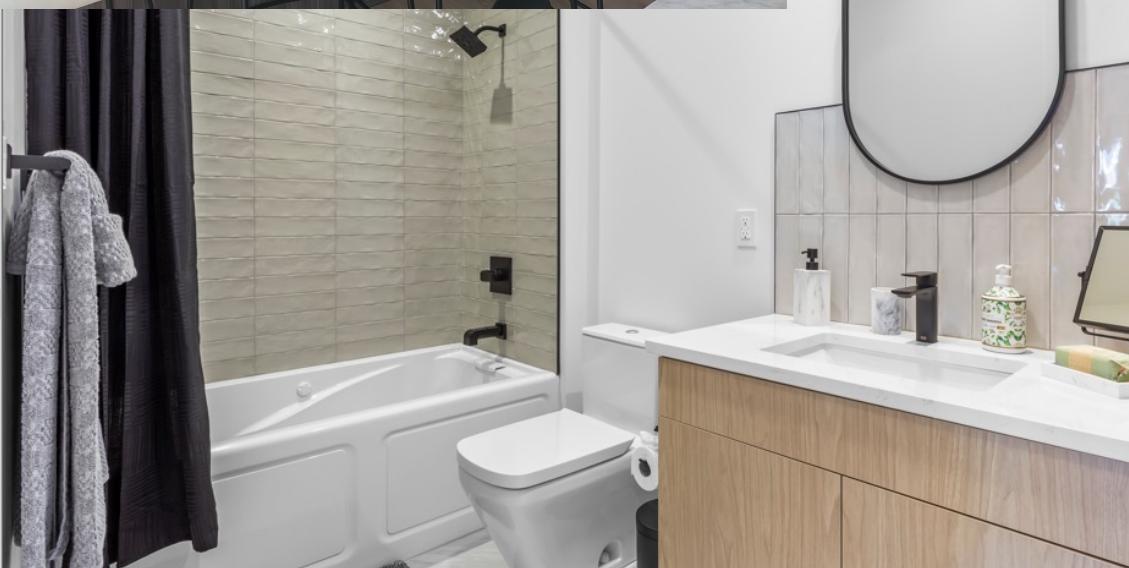
Expected Renters

- Benefit to the Community
 - Renters will live, work, and spend within the community, supporting local businesses.
 - Rental communities provide both real estate and personal property taxes to the community.
 - Rental communities provide a housing option that allows towns to attract young residents and retain older residents
 - Affordable housing provides income diversity and housing for local teachers, service-workers, etc.

Exceptional Finishes

- Condo quality finishes – wide-plank flooring, solid core doors, Euro-style kitchens with custom cabinetry, quartz countertops, stainless steel appliances and a porcelain tile backsplash; designer baths with porcelain tiles and due hand-held and rain-style shower heads; walk-in closets; and in-unit washer & dryers

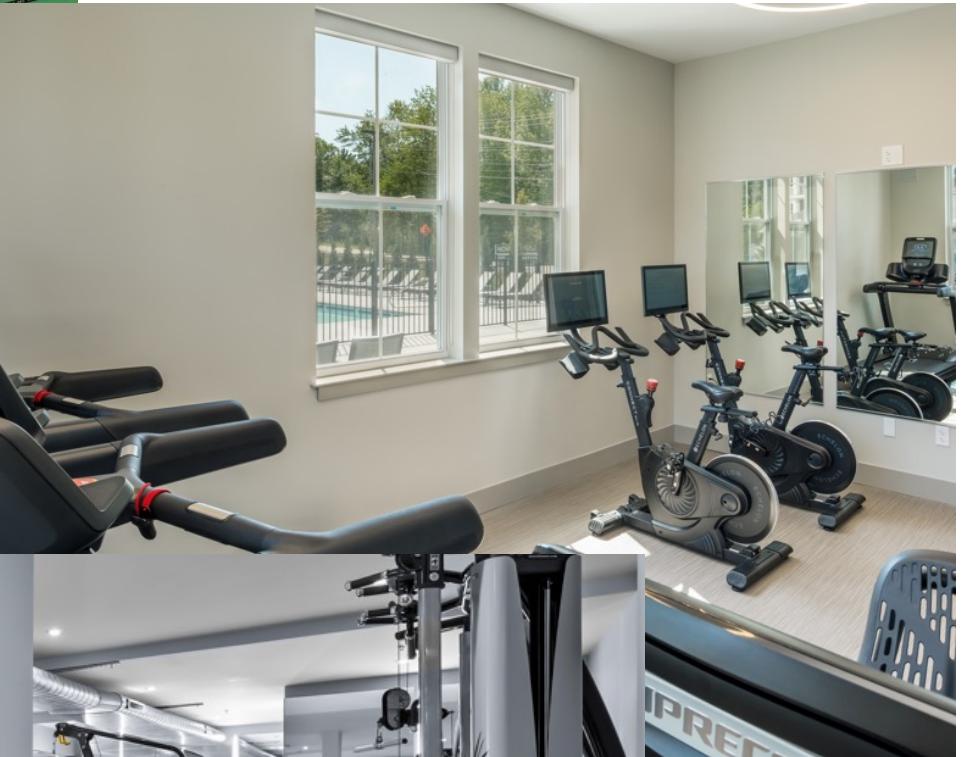
Representative Apartment



Building Amenities



Building Amenities



Building Amenities

