

Jonathan Rose Companies



# 5

most populated cities in:

## 1950

1. New York
2. Tokyo
3. London
4. Paris
5. Moscow

## 2010

1. Tokyo
2. Delhi
3. Sao Paulo
4. Mumbai
5. Mexico City

# FACT

No country has  
sustained economic  
growth without  
urbanization

# 10

*PROJECTED*

most populated cities in:

# 2025

1. Tokyo
2. Delhi
3. Mumbai
4. Sao Paulo
5. Dhaka
6. Mexico City
7. New York
8. Kolkata
9. Shanghai
10. Karachi

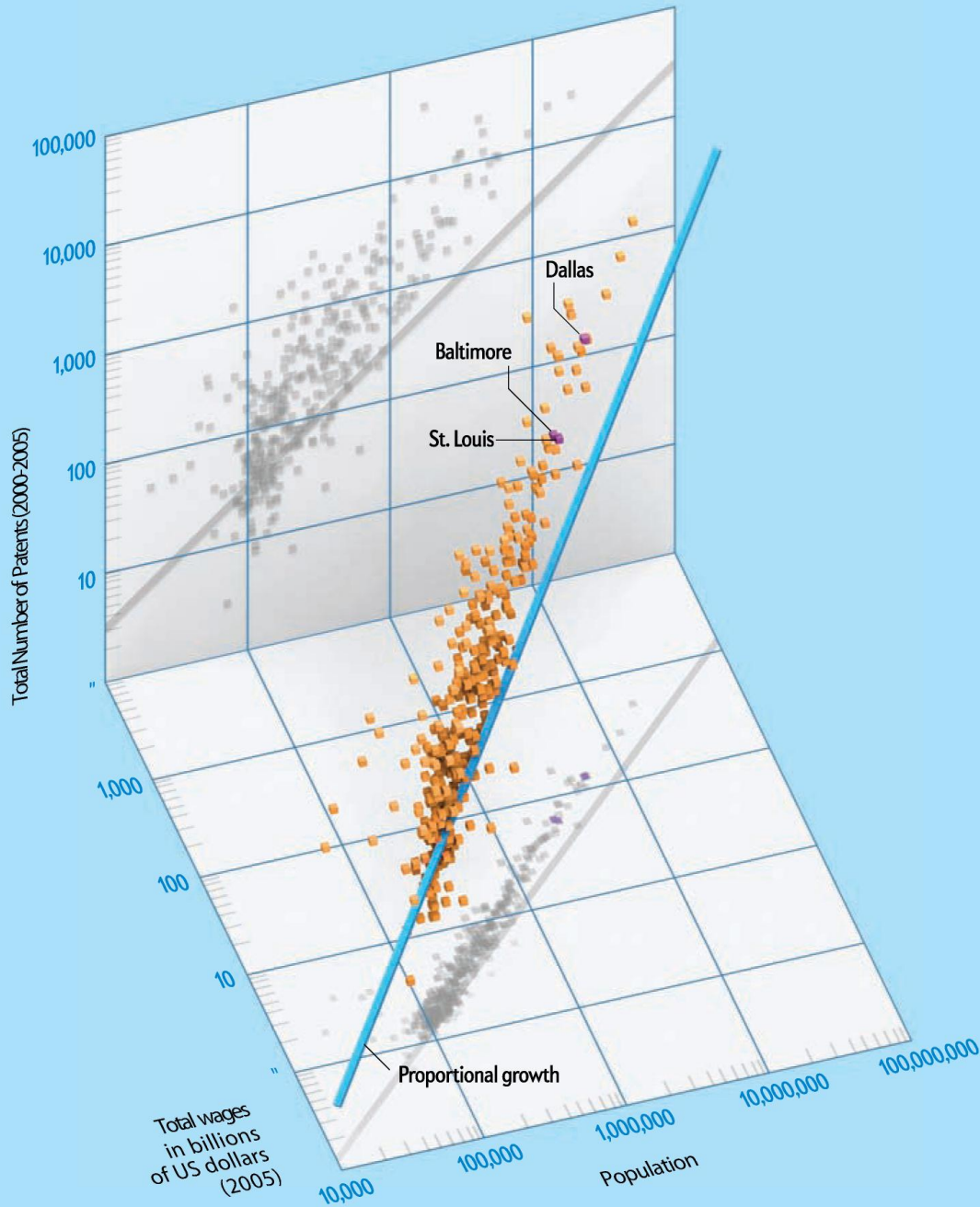
# FACT

**227 Million =**

The total number of  
people who have  
moved

out of slums since 2000

*United Nations: Un-Habitat*



# FACT

**Greater Population =  
Greater Dividends**

On average, larger cities produce more wealth and innovation per capita than smaller ones do.

*Scientific America*

*U.S. Bureau of Economic Analysis  
U.S. Patent and Trademark Office  
Courtesy of D. Strumsky, J. Lobo*

GREAT PROJECTS

SMART GROWTH

GOOD HUMAN CAPITAL

WHAT





Photo: sockeyed (Flickr)

Via Verde - Urban, Green, Affordable, Mixed-Income





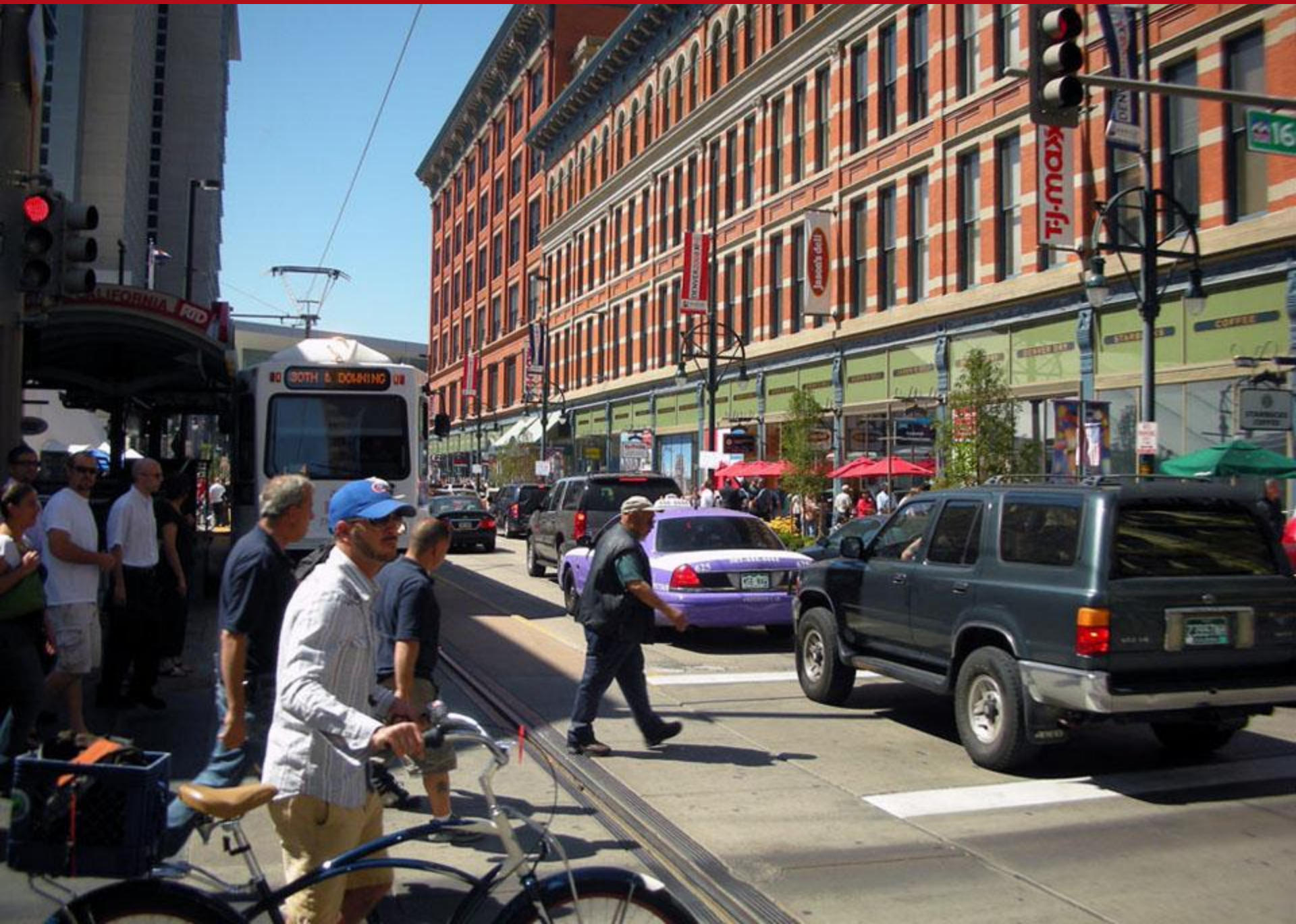






Photo: lisa\_bwnj (Flickr)



Photo: itdp (Flickr)



H ISBAR

Corneo 200

ARBEJDE  
Kaffe, Cylindere,  
Apparater  
h. tspot



ZU 27 105

# LEVERAGING ARTISTS & THE CREATIVE SECTOR



\*  
future hub. hot spot. the place for creative energetic people.

# TO INVIGORATE, ENLIVEN, IMPROVE LOWER MANHATTAN



BOSCO MATTEL

[www.boscomattel.com](http://www.boscomattel.com)



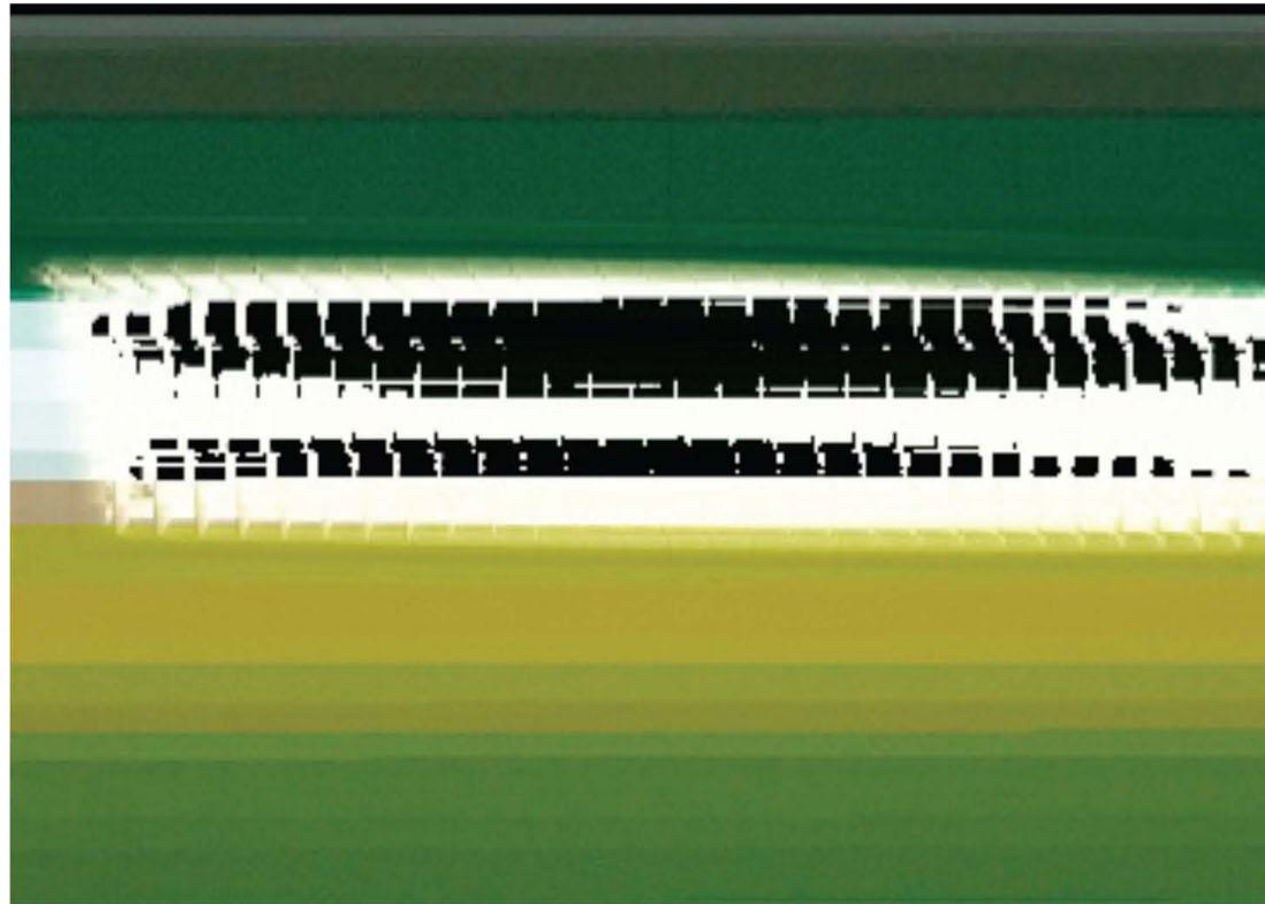
DIGITAL PAINTING

**WHAT DO THEY MAKE?**



EVAN MEANEY

[www.evanmeaney.com](http://www.evanmeaney.com)



DIGITAL MEDIA

**WHAT DO THEY MAKE?**



LUCY SOLE

[sometwoudsaygamine.blogspot.com](http://sometwoudsaygamine.blogspot.com)



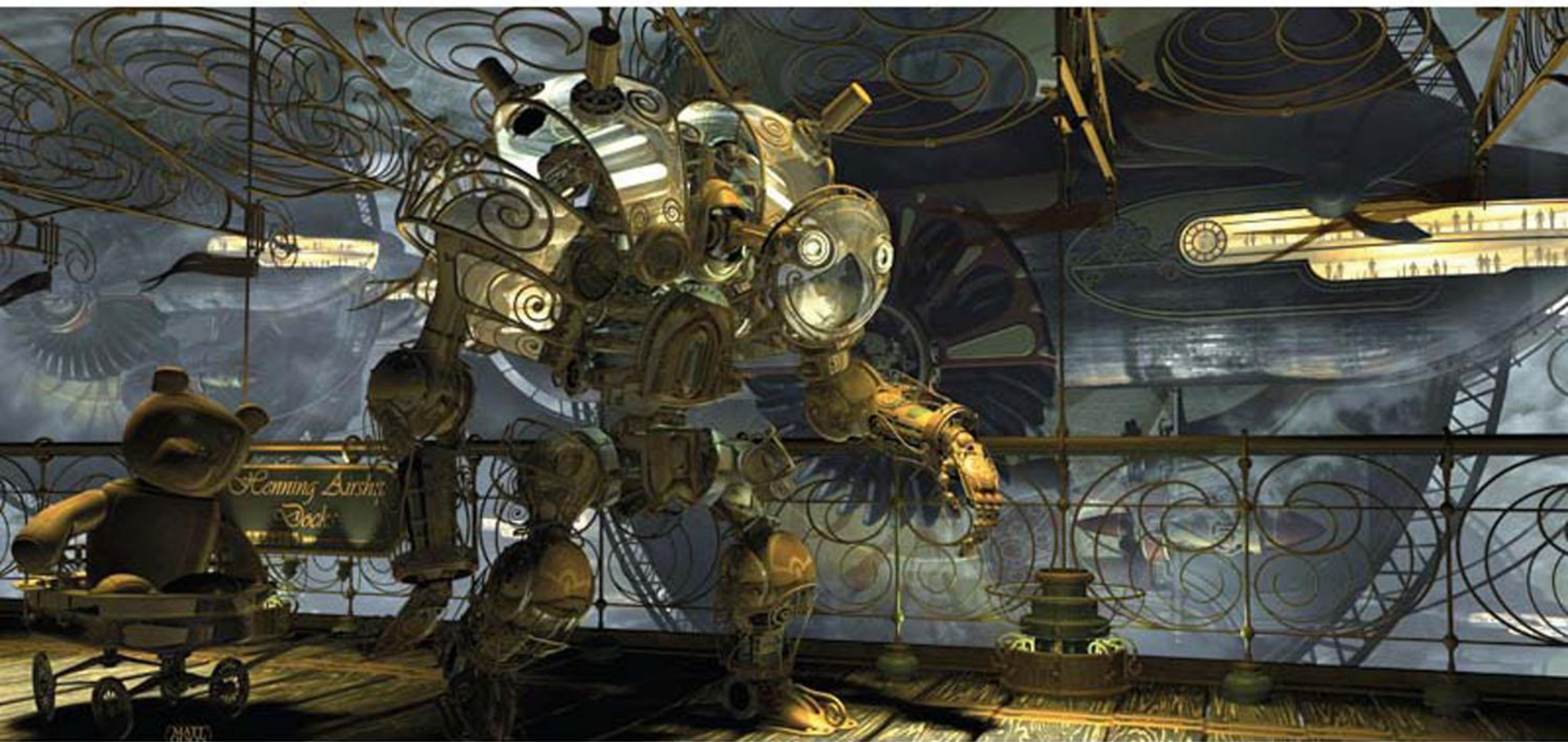
DIGITAL COLLAGE

**WHAT DO THEY MAKE?**



MATT OLSON

[www.mattolsongallery.com](http://www.mattolsongallery.com)



3D MODELING/RENDERING

**WHAT DO THEY MAKE?**



KHRISTIAN A. HOWELL

[www.khristianahowell.com](http://www.khristianahowell.com)



bryant park  
[nacht]

bryant park  
[sere]



PRINTS/TEXTILES

**WHAT DO THEY MAKE?**



THE OLD MODEL



VS.



ART

COMMERCE







FLEXIBLE  
COLLABORATIVE  
WORKSPACES

AFFORDABLE  
ARTIST  
WORKSPACES

PROGRAMMING  
EXHIBITIONS  
EVENTS SPACE

WORK + LEARN + EXPLORE  
COLLABORATE + CONNECT  
SHARE + PRODUCE + PLAY

=  $\frac{532 \text{ [blue] [green] [purple]}}{\text{NTBD}}$





Photo: Scientific American

LIVABLE PLACES

MARKET DEMANDS AND DESIRES

ECONOMY, ENVIRONMENT & EQUITY

WHY







Photo: Scientific American



Photo: Arup



Kontorene  
Restaurantsalg  
Til Leje

Kroen

Liwetter

BARFOOT



Photo: dbarchitect.com







Photo: village\_mouse (Flickr)



HBO



HBO BRYANT PARK SUMMER FILM FESTIVAL



Photo: nylons and cake (Flickr)



REPAIRING THE FABRIC OF COMMUNITIES:

# LOCATION EFFICIENCY AND GREEN URBAN SOLUTIONS >>

JONATHAN ROSE COMPANIES

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# HOUSING TYPES



# Single Family Detached

# HOUSING TYPES



# Single Family Attached

# HOUSING TYPES

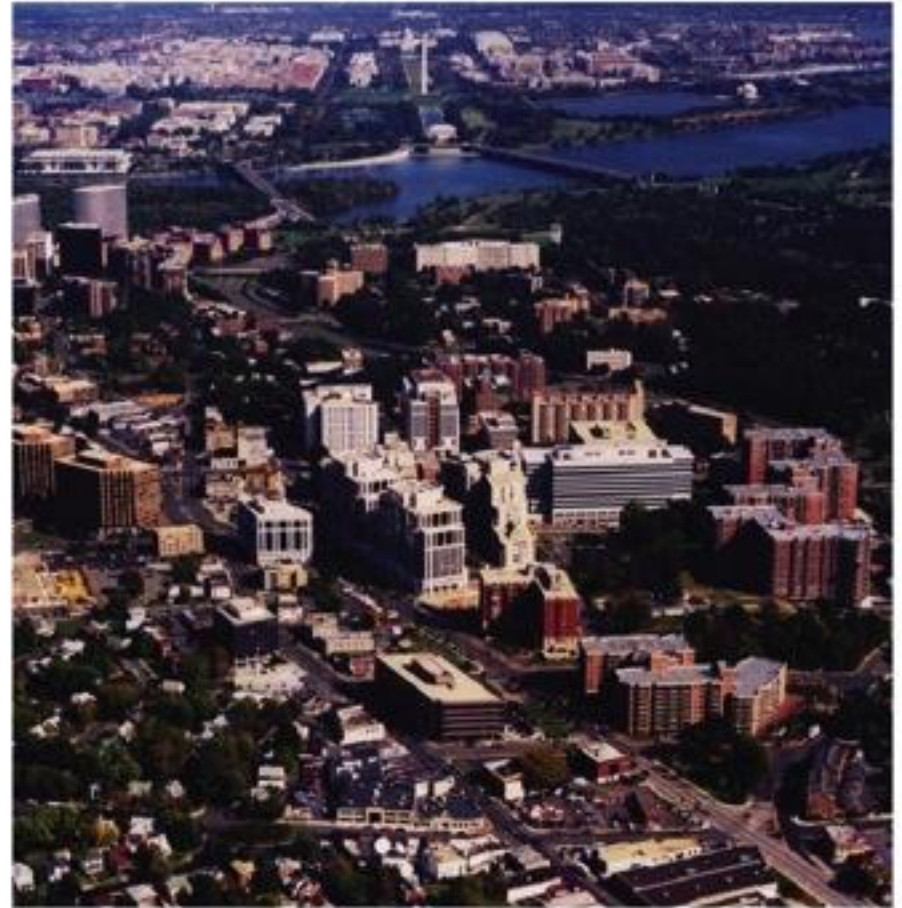


## Multi-Family

# CONVENTIONAL SUBURBAN DEVELOPMENT



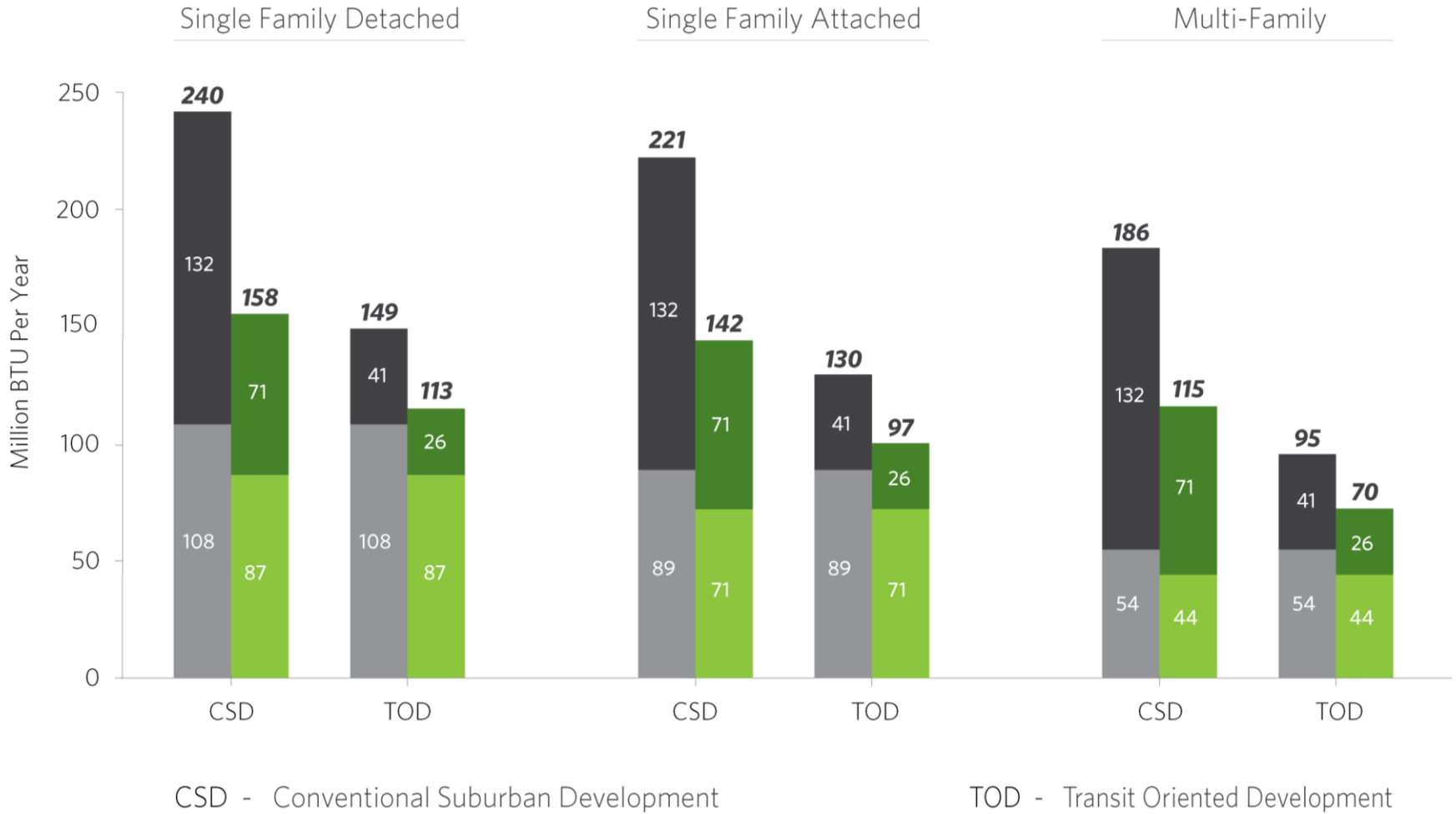
# TRANSIT ORIENTED DEVELOPMENT





# Location Efficiency: Household and Transportation Energy Use by Location

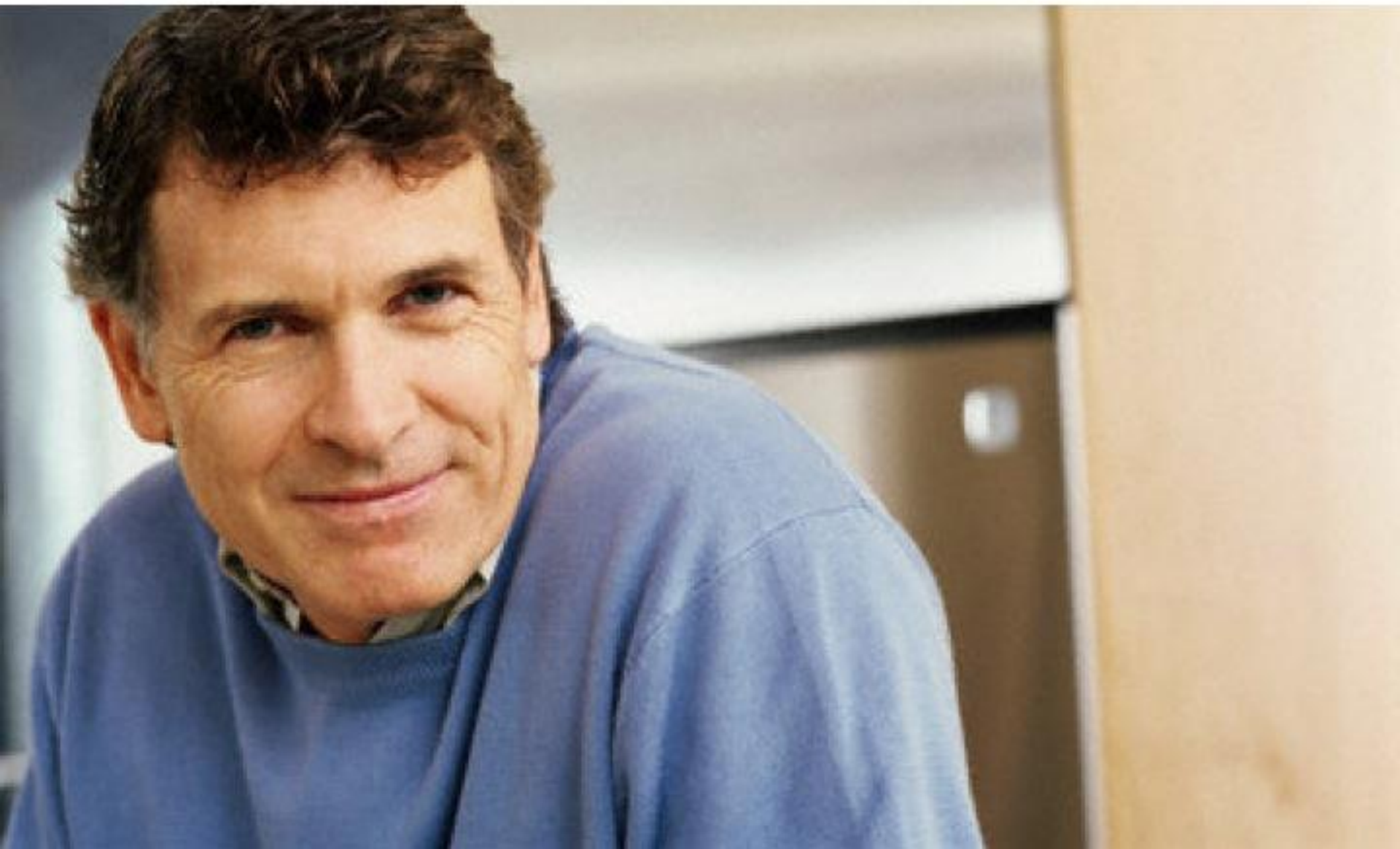
■ Transportation Energy Use ■ W/ Green Automobiles ■ Home Energy Use ■ W/ Green Buildings



CSD - Conventional Suburban Development

TOD - Transit Oriented Development

**THIS IS DAVE...**



**DAVE LIVES HERE**

**MILTON, GA**



**AND WORKS HERE**

**ATLANTA, GA**



# THIS IS DAVE'S NEIGHBORHOOD



**THIS IS DAVE'S HOME...**



**IT'S 4,000 sf**

**THIS IS DAVE'S CAR...**



**IT GETS 20 MPG**

# A DAY IN THE LIFE OF DAVE

## TRIP MILES

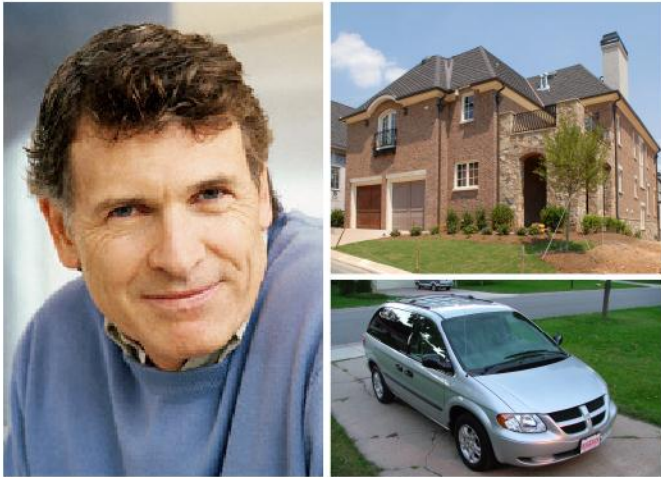
Home to Starbucks	5
Starbucks to Office	42
Office to Gym	20
Gym to Grocery Store	18
Grocery Store to Home	5

**TOTAL MILES 90**

**TOTAL TIME 100**



# CSD | SINGLE FAMILY DETACHED



  
TRANSPORTATION  
ENERGY USE

108  
MILLION  
BTU PER YEAR

132  
MILLION  
BTU PER YEAR

  
HOME  
ENERGY USE

**DAVID** >>

HOUSING TYPE:

*Single Family Detached*

TRANSPORTATION:

*Automobile*

HIS BTU SCORE:

240

AMOUNT HE  
SPENDS ON  
ENERGY / YEAR:

\$5,595



**THIS IS KAREN...**





**KAREN WORKS HERE**

**PITTSBURGH, PA**

**AND LIVES HERE**

**MT. LEBANON, PA**

THIS IS KAREN'S HOME...



**THIS IS KAREN'S CAR**



# SHE TAKES LIGHT RAIL TO WORK



# A DAY IN THE LIFE OF KAREN

**TRIP**                      **MILES**

Home to Café                      .05

Café to Train                      .1

Train to Office                      6

Office to Gym                      .05

Gym to Train                      .1

Train To Grocery Store                      6

Grocery Store to Home                      .1

**TOTAL MILES**                      **12.4**

**TOTAL TIME**                      **54**

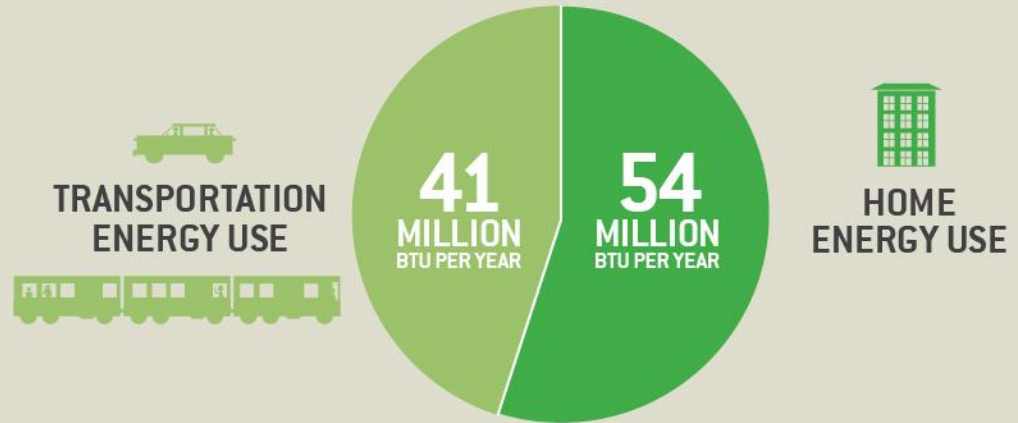
**WORK - DOWNTOWN PITTSBURGH, PA**



**HOME - MT. LEBANON, PA**



# TOD | MULTI FAMILY



**KAREN >>**

HOUSING TYPE:

*Multi Family*

TRANSPORTATION:

*Automobile and Transit*

**HER BTU SCORE:**

**95**

**AMOUNT SHE  
SPENDS ON  
ENERGY / YEAR:**

**\$2,079**



# HOW DO RISING ENERGY COSTS AFFECT US?

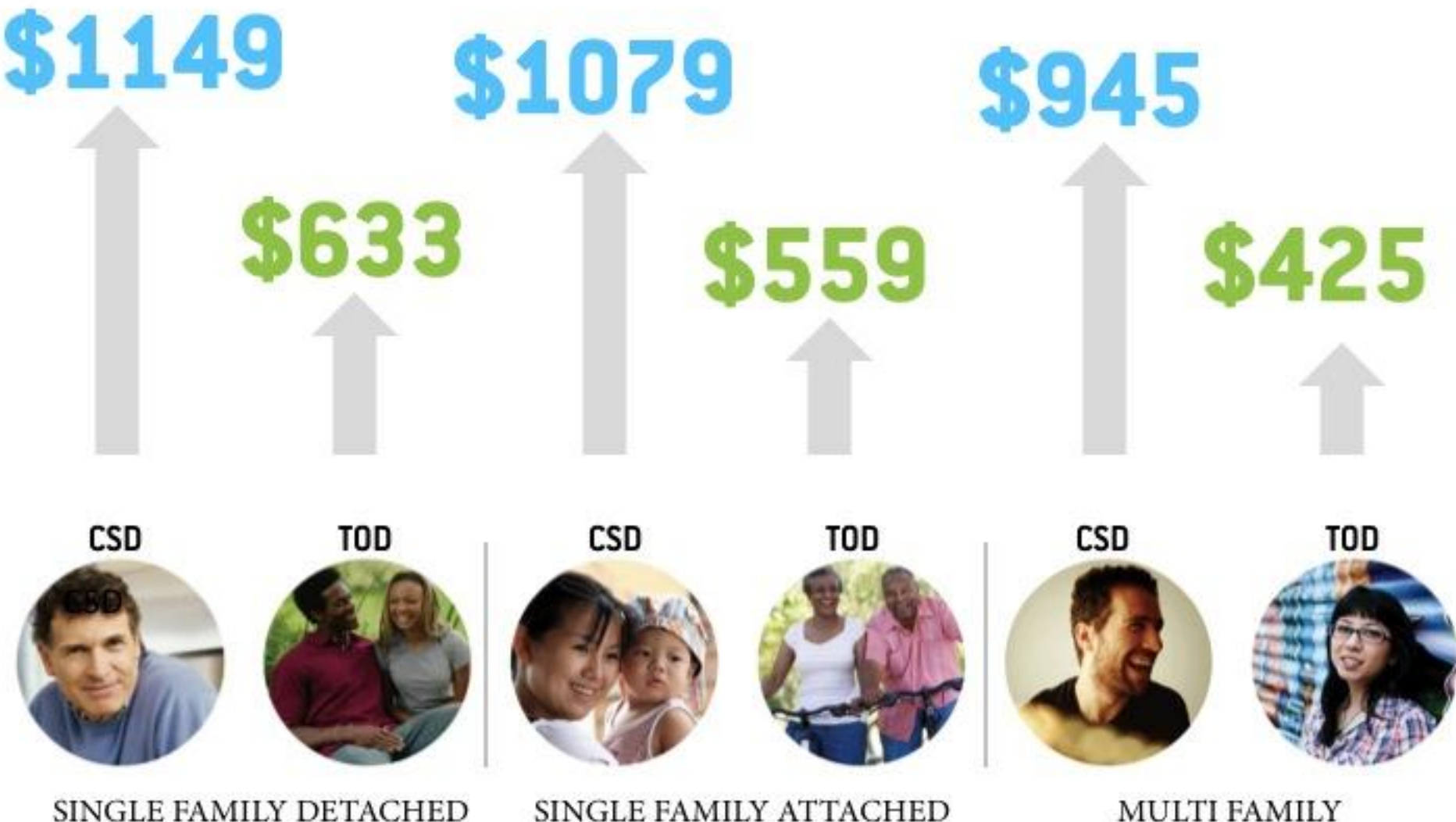


**IF HOME & TRANSPORTATION  
ENERGY COSTS INCREASE BY**



**20%**

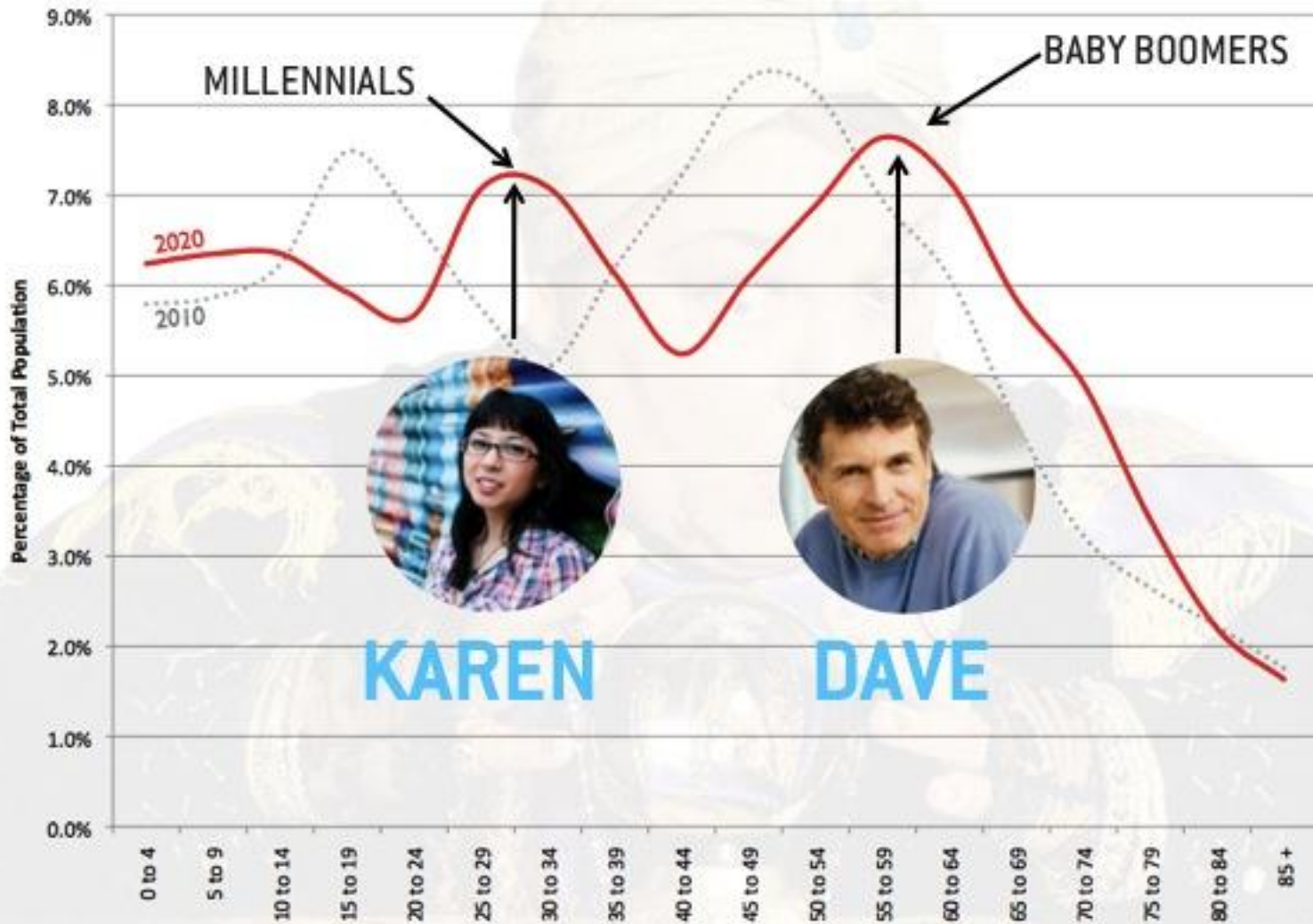
# TOTAL ENERGY COSTS PER YEAR INCREASE:



# LET'S LOOK INTO THE FUTURE...



# LET'S LOOK INTO THE FUTURE...



# TRANSIT ORIENTED DEVELOPMENT

Compact

Connected

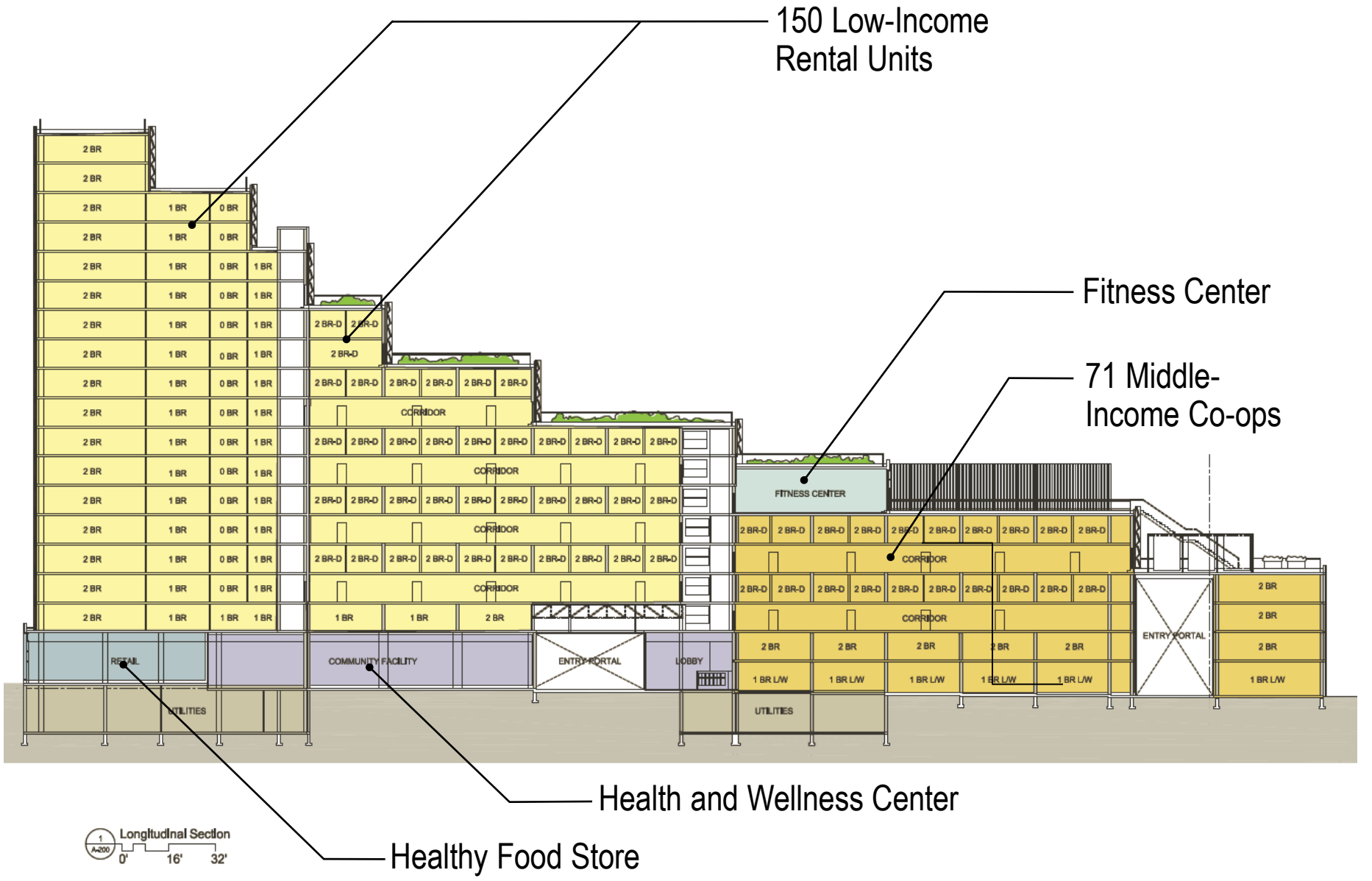
Walkable

Transit Integrated

Mixed Use

Mixed Income





1 Longitudinal Section  
A-200  
0' 16' 32'

PUBLIC PRIVATE PARTNERSHIPS

TOOLS FOR SUCCESS

ROLES AND RESPONSIBILITIES

HOW

# plan NYC

UPDATE APRIL 2011

**A GREENER,  
GREATER  
NEW YORK**



The City of New York  
Mayor Michael R. Bloomberg

Photo: NYC.gov,  
L Magazine



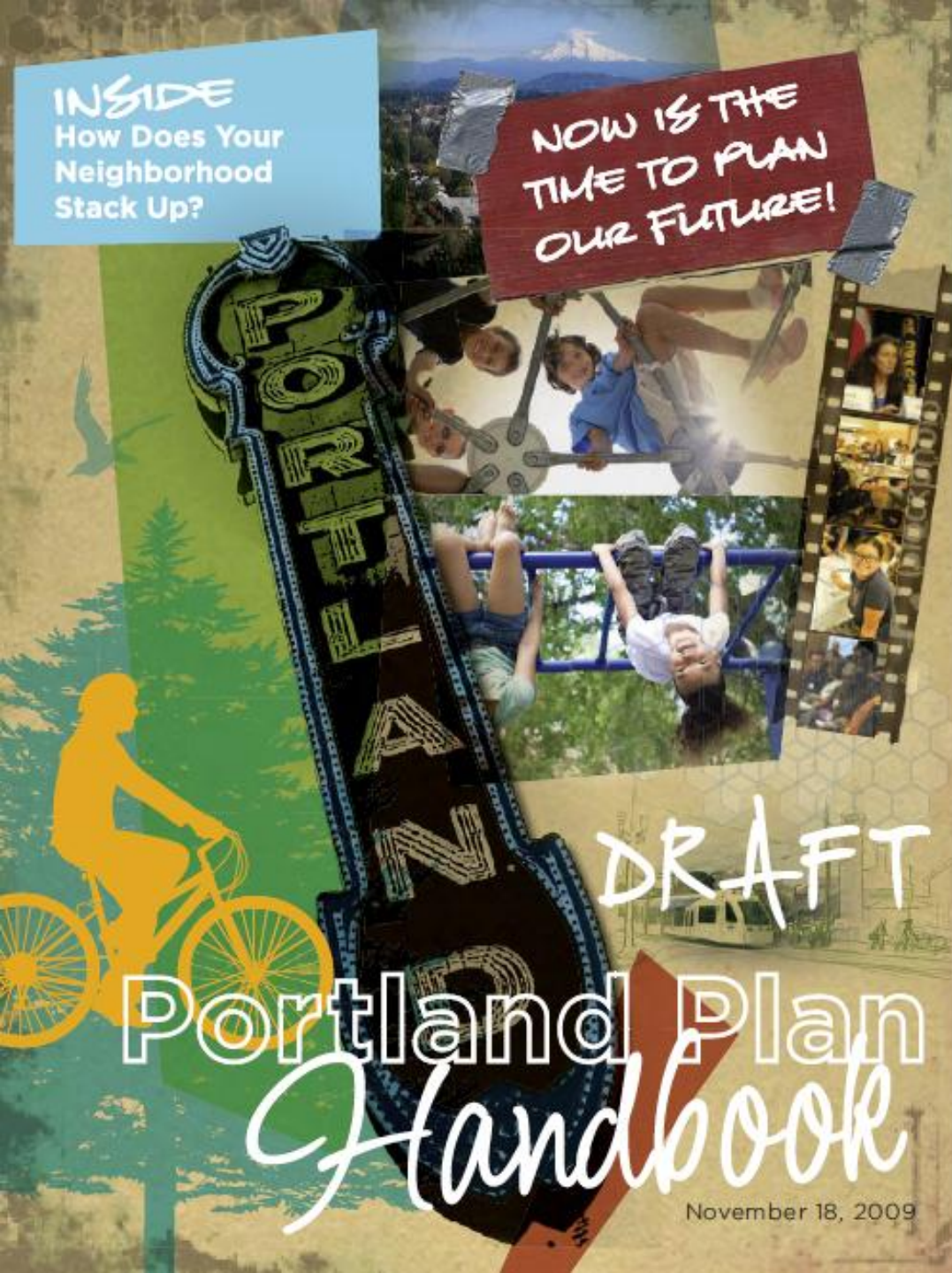
Ensure Strong and  
Focused Leadership

Follow Through

INSIDE

How Does Your  
Neighborhood  
Stack Up?

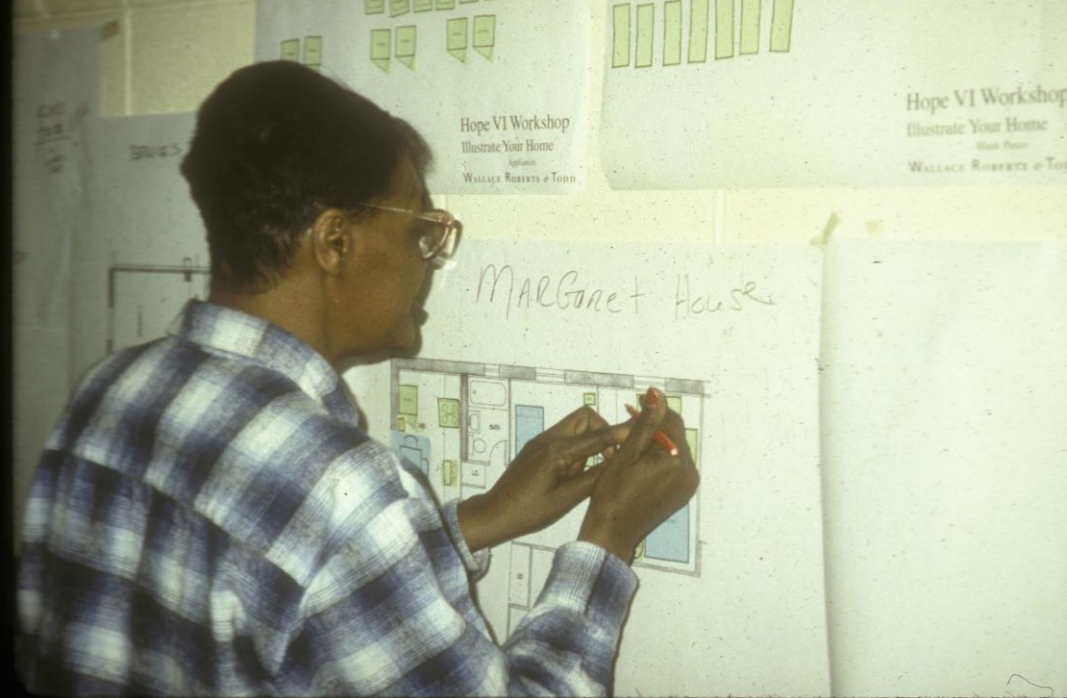
NOW IS THE  
TIME TO PLAN  
OUR FUTURE!



Create a Shared  
Vision with the  
Public

## Engage People

– The Human Capital of  
our Cities





# NEWARK'S MASTER PLAN

**OUR CITY,  
OUR FUTURE**

**ECONOMIC DEVELOPMENT**

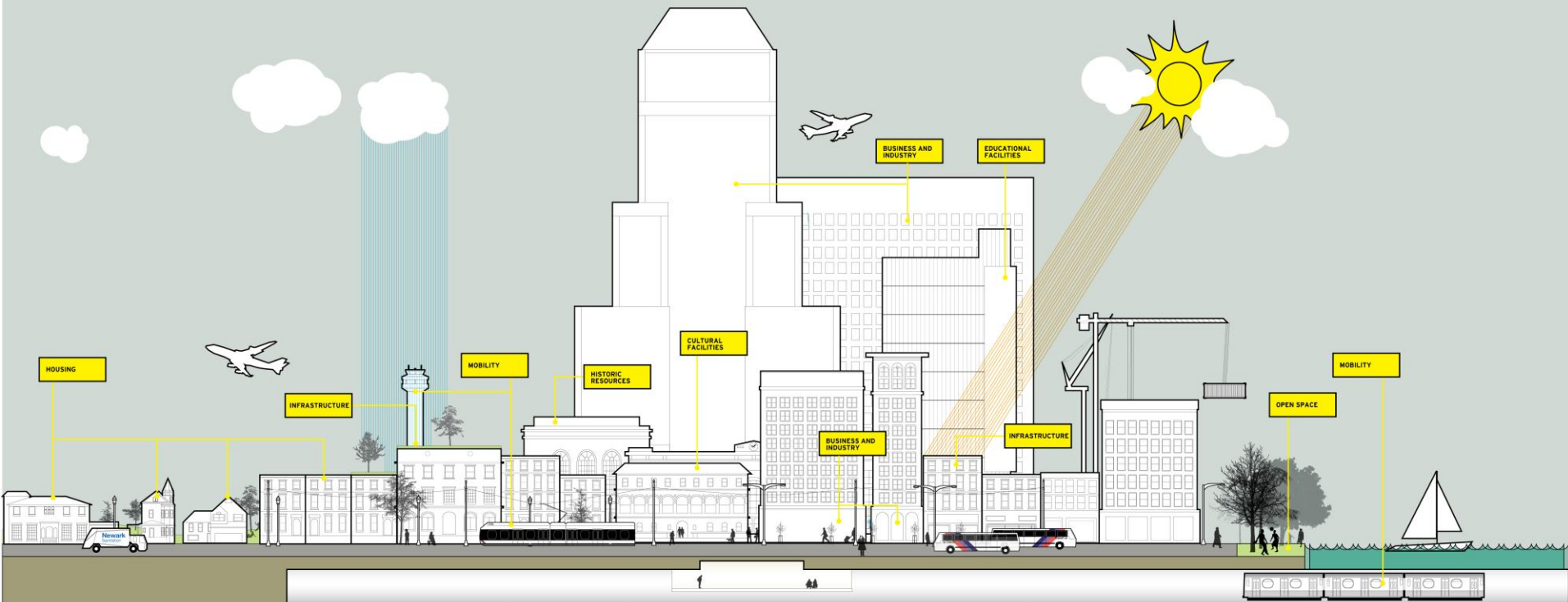
Jobs for Residents

**NEIGHBORHOOD ELEMENT**

Safe & Healthy Neighborhoods

**SUSTAINABILITY ELEMENT**

City of Choice







Focus Resources and Incentives to  
Areas of Greatest Economic Need

Zoning Incentives  
Privately Owned Public Space



Increase the Value of  
Locating in Cities  
Public Investment  
in Infrastructure



September 6, 2011

## Public/Private Partnership Toolkit: Affordable Housing Development

Ensure Transparent  
Negotiations  
and Land Disposition

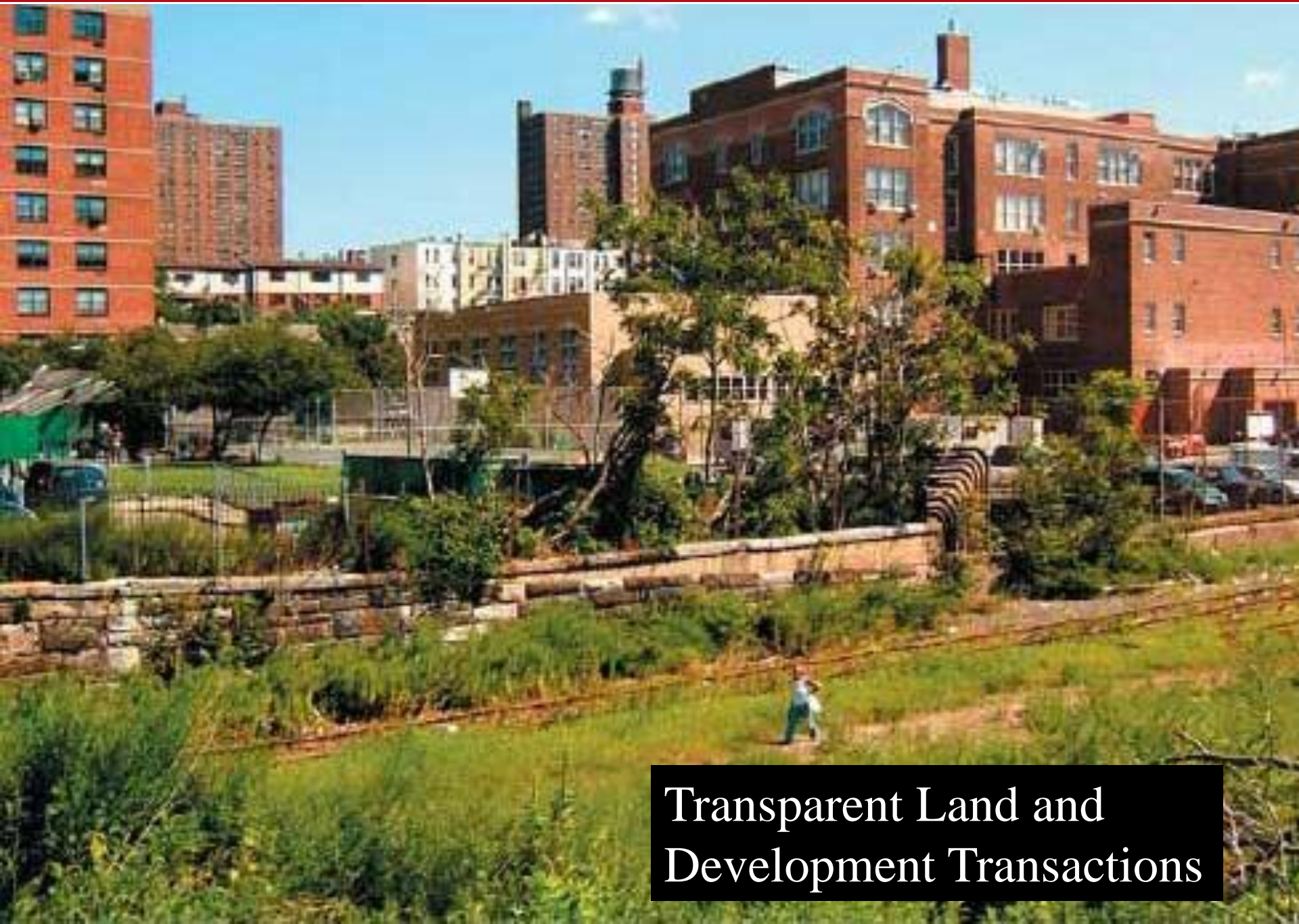


Submitted to:

Alessandro Vedrossi  
Diretor Executivo UN SP  
Brookfield Incorporações S.A.  
Condomínio Rochaverá Corporate Towers  
Av. das Nações Unidas, 14.171, Marble Tower - 14º andar  
Brooklin Novo, São Paulo, SP, 04794-000, Brasil

Submitted by:

Jonathan Rose Companies  
551 Fifth Avenue, 23rd Floor  
New York, NY 10176



Transparent Land and  
Development Transactions



# NEW HOUSING NEW YORK

Announcing a request for proposals to design and build **INNOVATIVE, SUSTAINABLE, and AFFORDABLE** housing in the South Bronx.



New Housing  
New York



New York City Department  
of Housing Preservation  
and Development



American Institute of Architects  
New York chapter



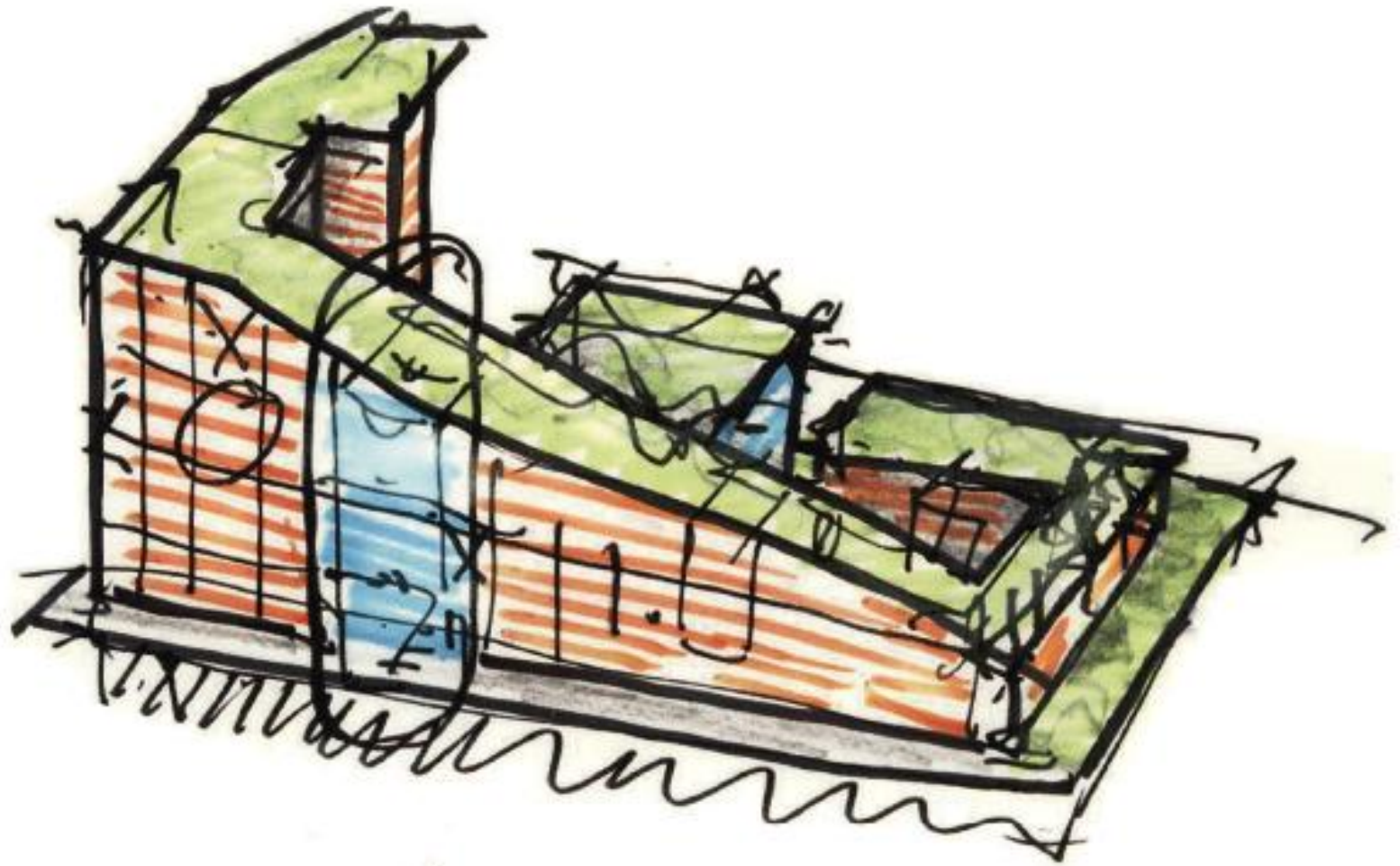
New York State  
Energy Research  
and Development



# In the Bronx, Blight Gave Way to Renewal

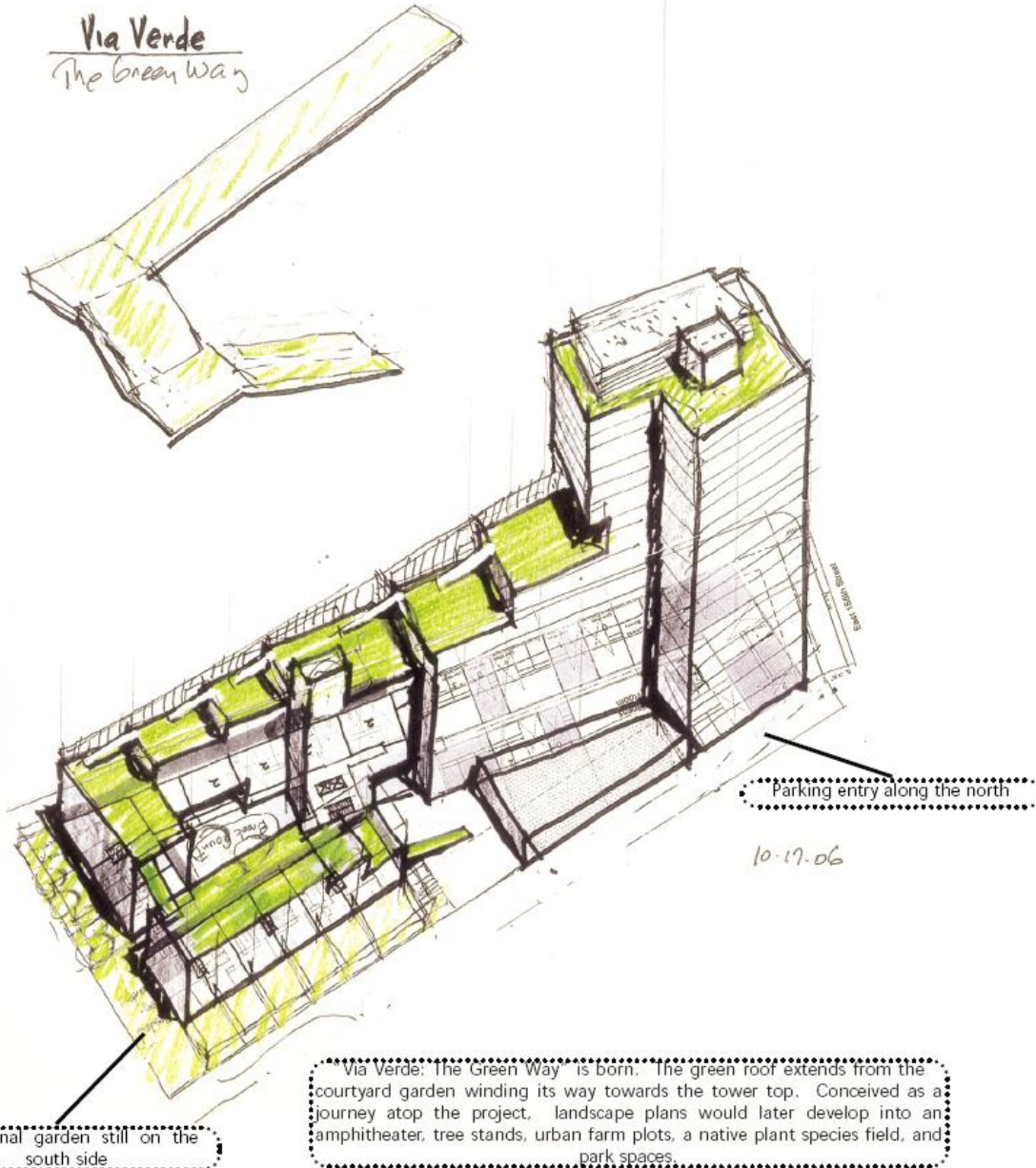
Teresa Zabala/The New York Times

President Jimmy Carter toured the decaying landscape of Charlotte Street on Oct. 5, 1977. "See which areas can still be salvaged," he told his housing chief.

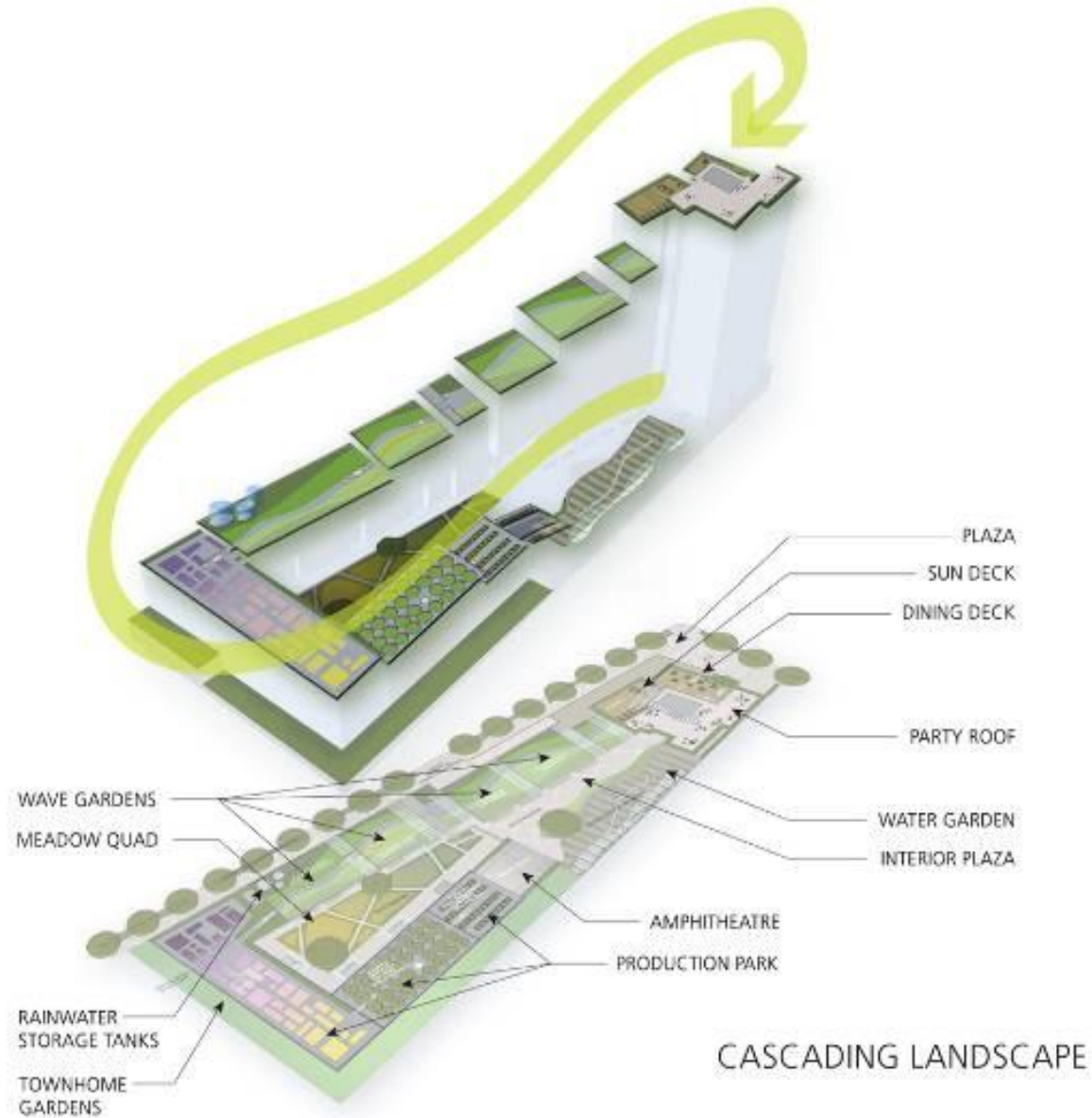


# Making the Green Systems Work at the Neighborhood Scale

Via Verde  
The Green Way



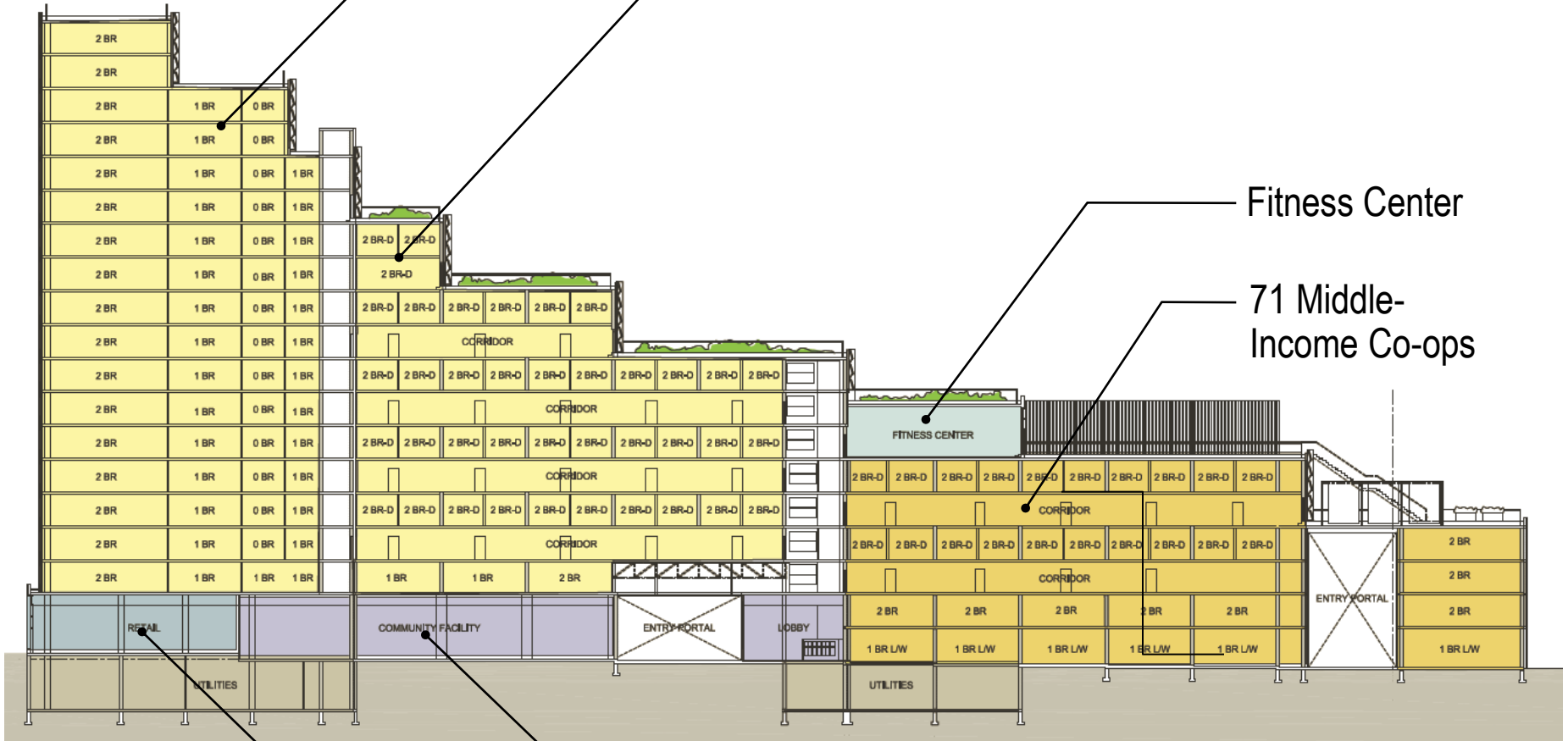
# Inter-Relation Between Site, Building Systems, and Development Program



150 Low-Income  
Rental Units

Fitness Center

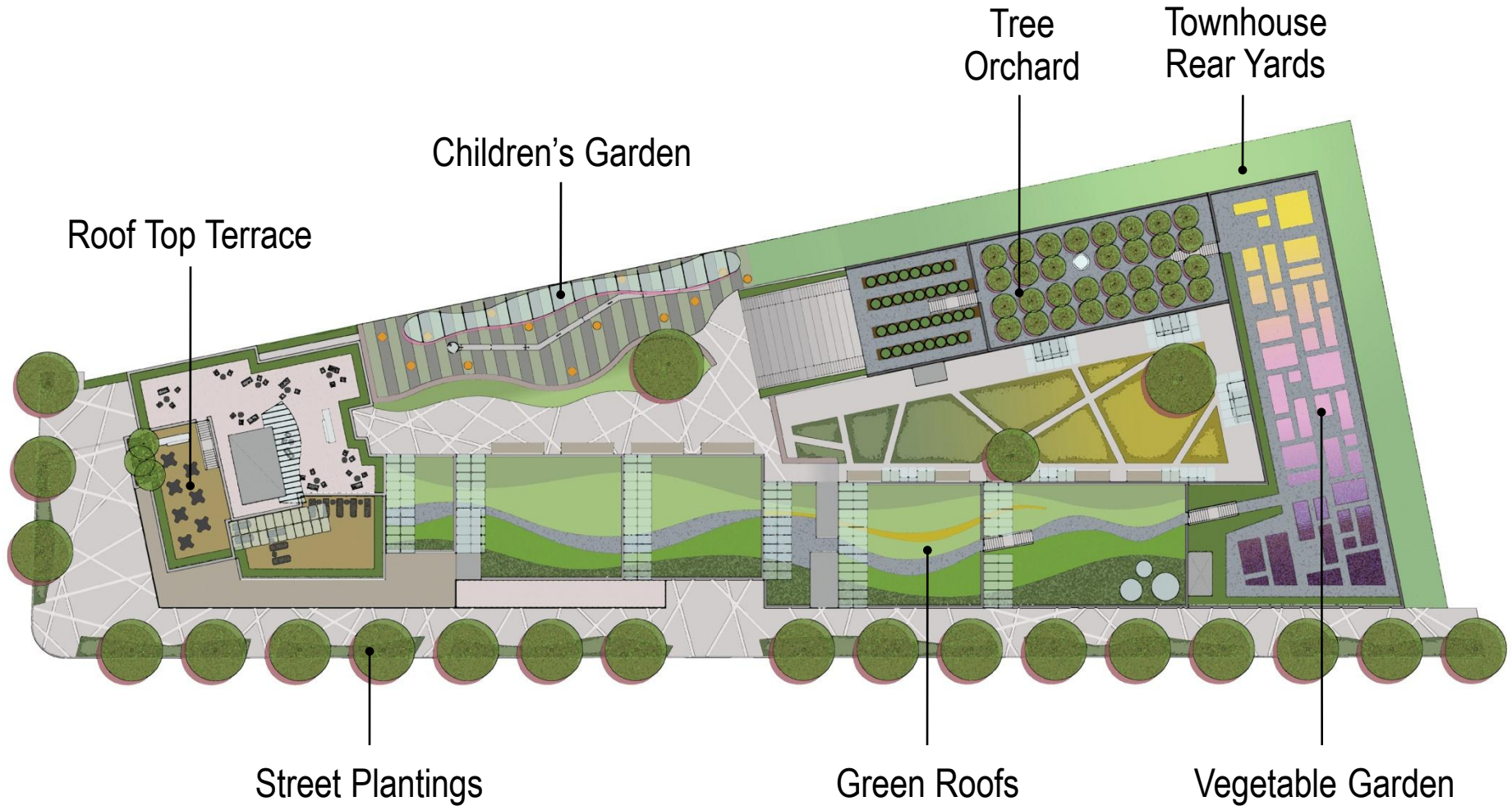
71 Middle-  
Income Co-ops



Health and Wellness Center

Healthy Food Store

1 Longitudinal Section  
A-200  
0' 16' 32'



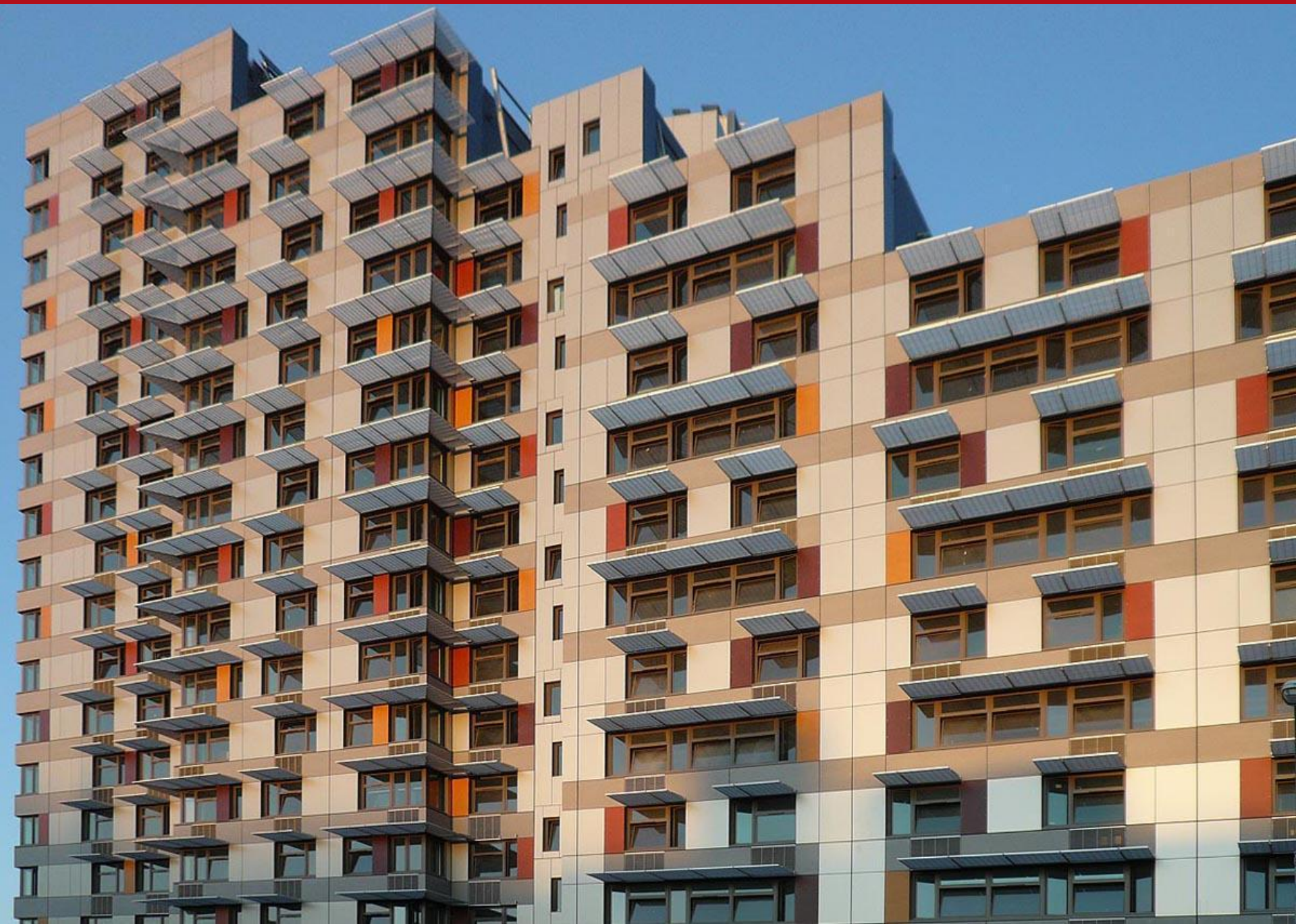














# i<sup>2</sup>e Campus Transformation



# The Center for Urban Science and Progress

An aerial photograph of a city, likely New York City, showing a dense urban grid, a large river (the Hudson River) flowing through the center, and a bridge crossing it. The image is used as a background for the slide.

# The Center for Urban Science and Progress

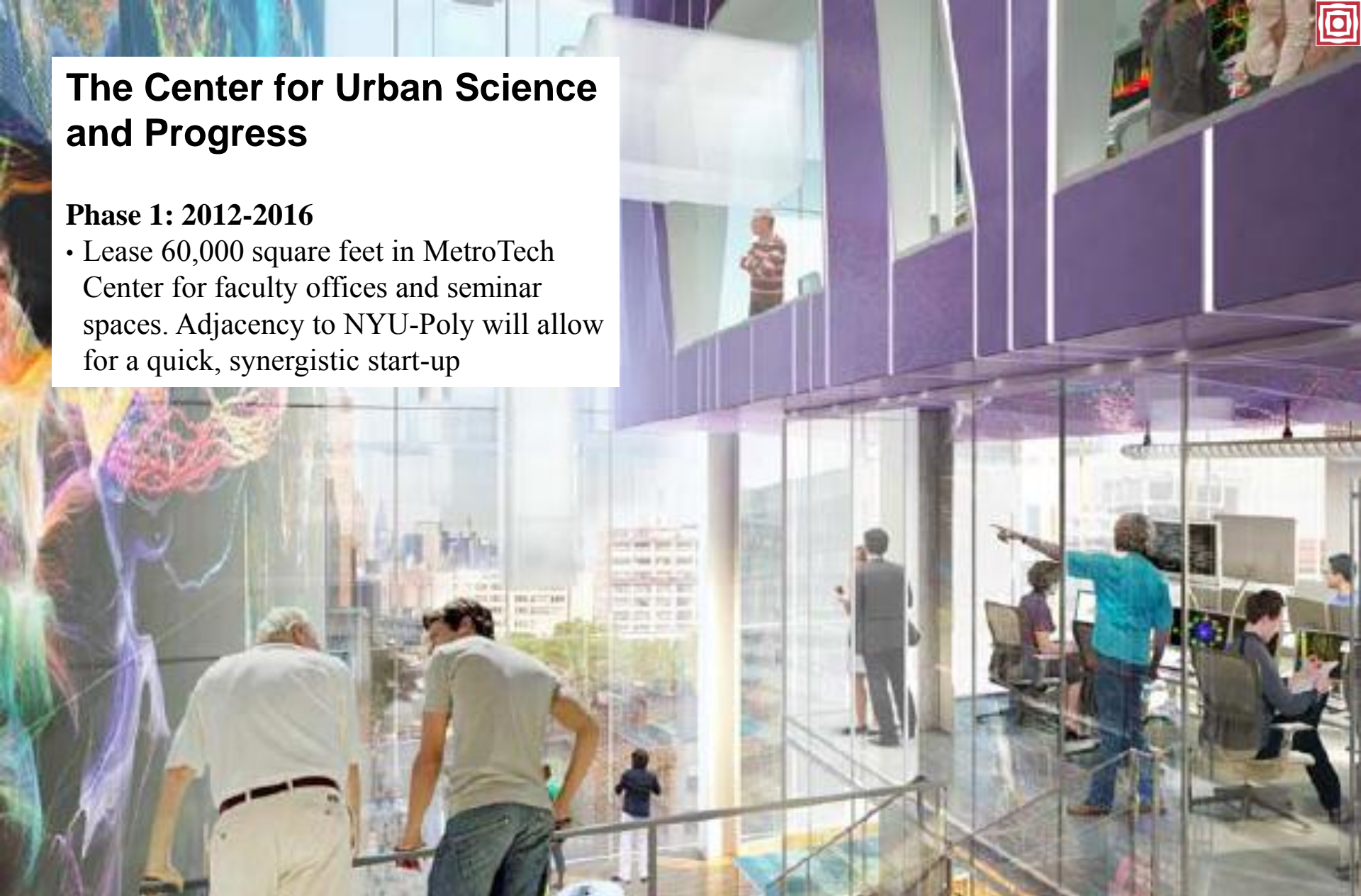
## Project Overview

- Brings together great minds across disciplines to tackle the challenges of an increasingly urbanized planet: how to sustainably accommodate more people in cities.
- Partners New York University and NYU-Poly with City University of New York, Carnegie Mellon University, University of Toronto, University of Warwick, Indian Institute of Technology Bombay, IBM, and CISCO
- Teams 50 leading researchers (30 from the academic partners and 20 from the industry partners), 100 Ph.D students, and more than 400 Master's students working and learning together

# The Center for Urban Science and Progress

## Phase 1: 2012-2016

- Lease 60,000 square feet in MetroTech Center for faculty offices and seminar spaces. Adjacency to NYU-Poly will allow for a quick, synergistic start-up





# The Center for Urban Science and Progress

## Phase 2: 2016

- Renovate 370 Jay street to consolidate CUSP, using about 180,000 square feet for classrooms, offices, lab space, and business incubators.
- Lease remainder of 370 Jay street, about 270,000 square feet, to commercial and industrial tenants who seek to collaborate with CUSP





# Rogers Hall Master Plan 2012



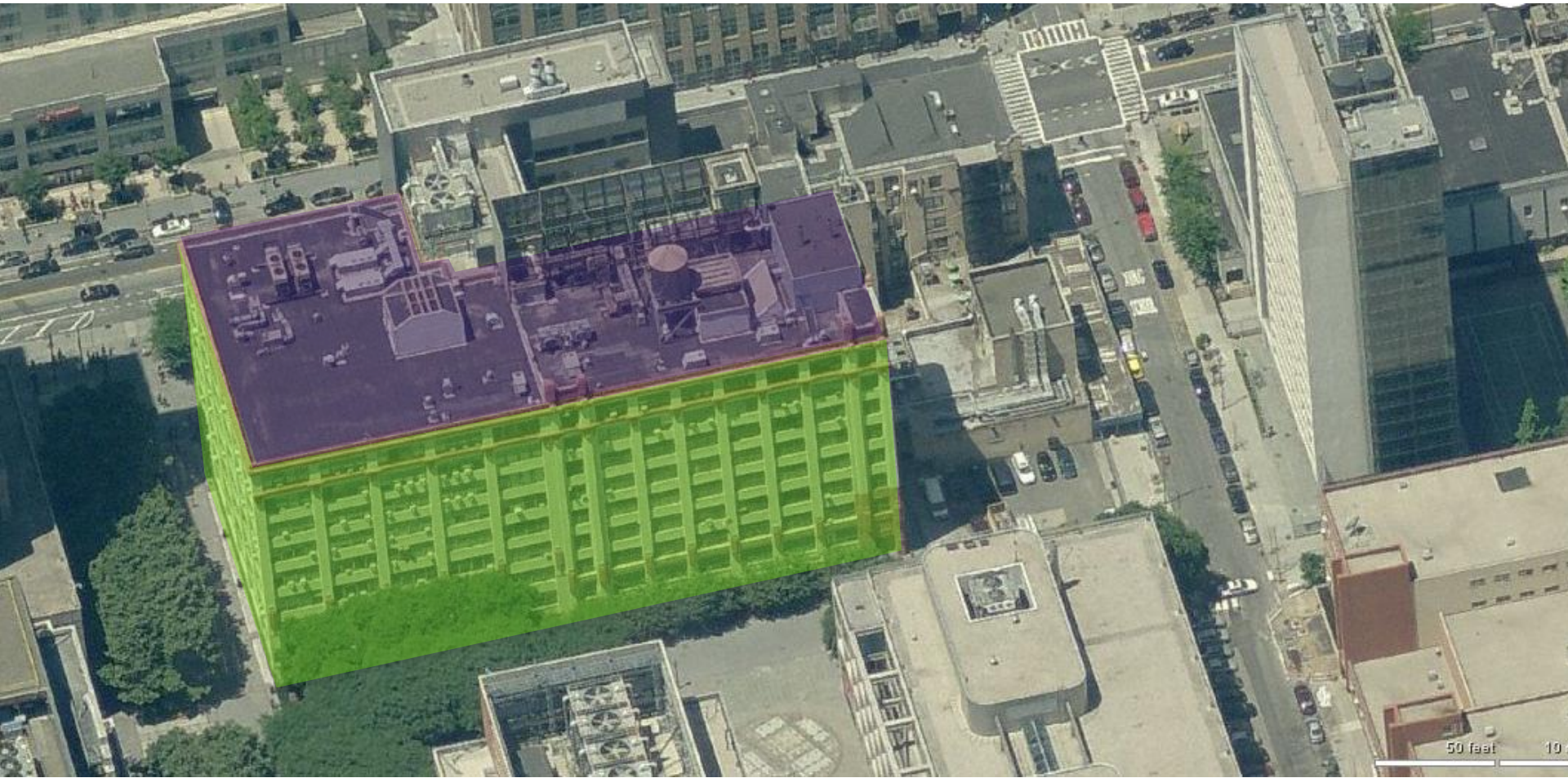
*“i<sup>2</sup>e permeates the curriculum from the classroom  
to the laboratory”*

- NYU-Poly website

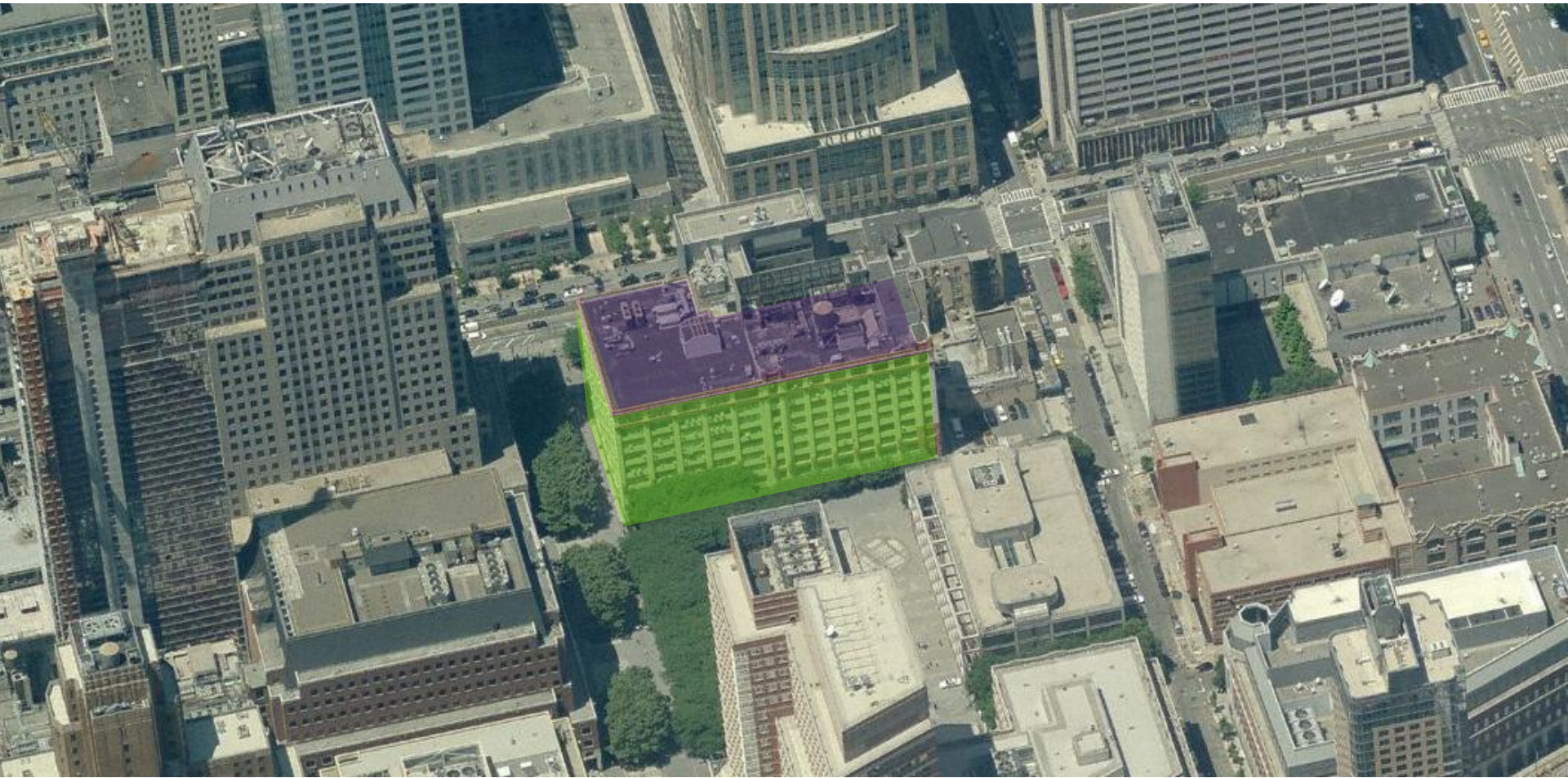
Proposal:

Let's imagine a future where i<sup>2</sup>e permeates the spaces  
and places of Roger's Hall

# How Might We Design and Organize the Spaces of Roger's Hall?



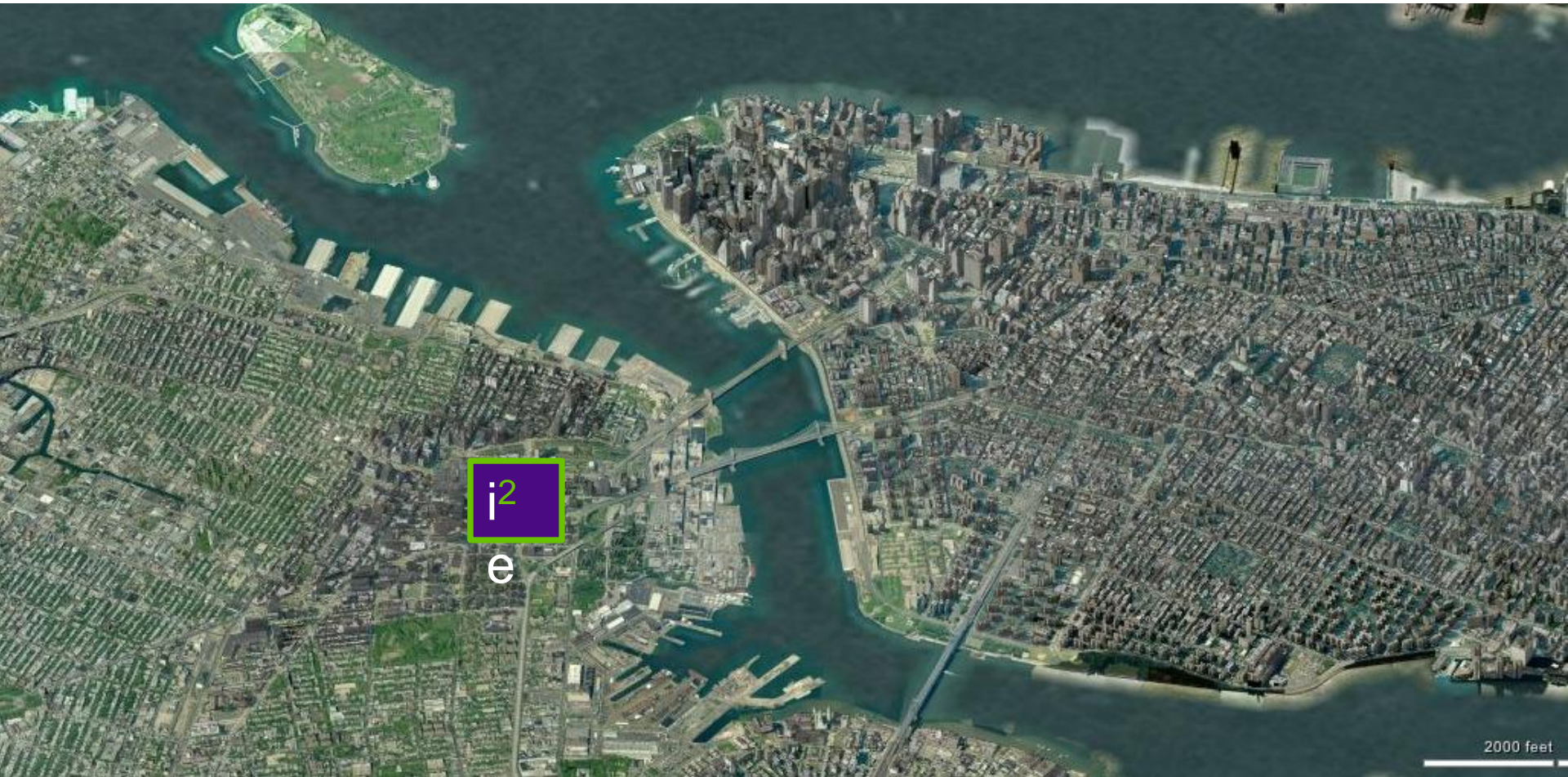
# Roger's Hall at the Center of a Campus



# Participating and connecting to its urban neighborhood



# Leveraging the power of New York City



# The Power of A Global Institution



*“NYU-Poly graduates are ready to join the inventors, innovators and entrepreneurs of the 21<sup>st</sup> century in a transnational flow of talent and ideas that has no borders”*