

FOREST CITY'S CORE COMPETENCY: PUBLIC/ PRIVATE

8 SPRUCE - NYBG

PACIFIC PARK BROOKLYN OVERVIEW: LOCATION & HISTORY

FORESTCITYRATNER

C O M P A N I E S

- Headquartered in Brooklyn, New York
- 16.7m SF in 42 buildings
- Most prolific ground-up developer in last decade
- Specialty: Large Scale, Urban, Public/Private Projects

Long-term owner/builder/operator

Subsidiary of Cleveland-based Forest City Enterprises (FCE), a publically traded company in business for 86 years

WE REVITALIZED DOWNTOWN

MetroTech Center



Public/Private Partnerships. New Product Type. Sparked Brooklyn's Renaissance.

WE BUILD DESTINATIONS



WE REVOLUTIONIZED CONSTRUCTION



WE DEVELOP ICONIC PROPERTIES



Visionary Architecture. Complex Construction. Record Breaking Rents.

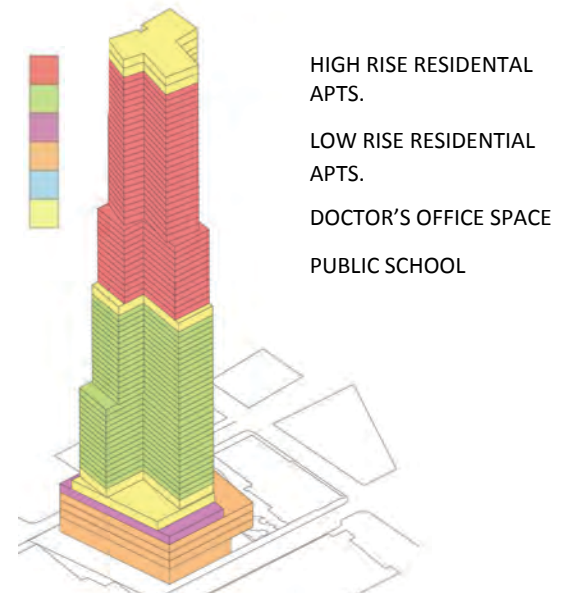
8 SPRUCE LOCATION



- 1 Acre site purchased from NY Downtown Hospital
- 808,000 zsf with potential for bonus SF
- No height restriction
- Proximity to 10 subway lines, PATH
- Liberty bonds

A GREAT PUBLIC USE

- Vertical city
- 2 public plazas
- 1st public school on private land



A GREAT ARCHITECT



“Frank Gehry has the most profound impact because he bridges the “serious” world of architecture and popular culture” – Paul Goldberger, *Architecture critic, The New Yorker*

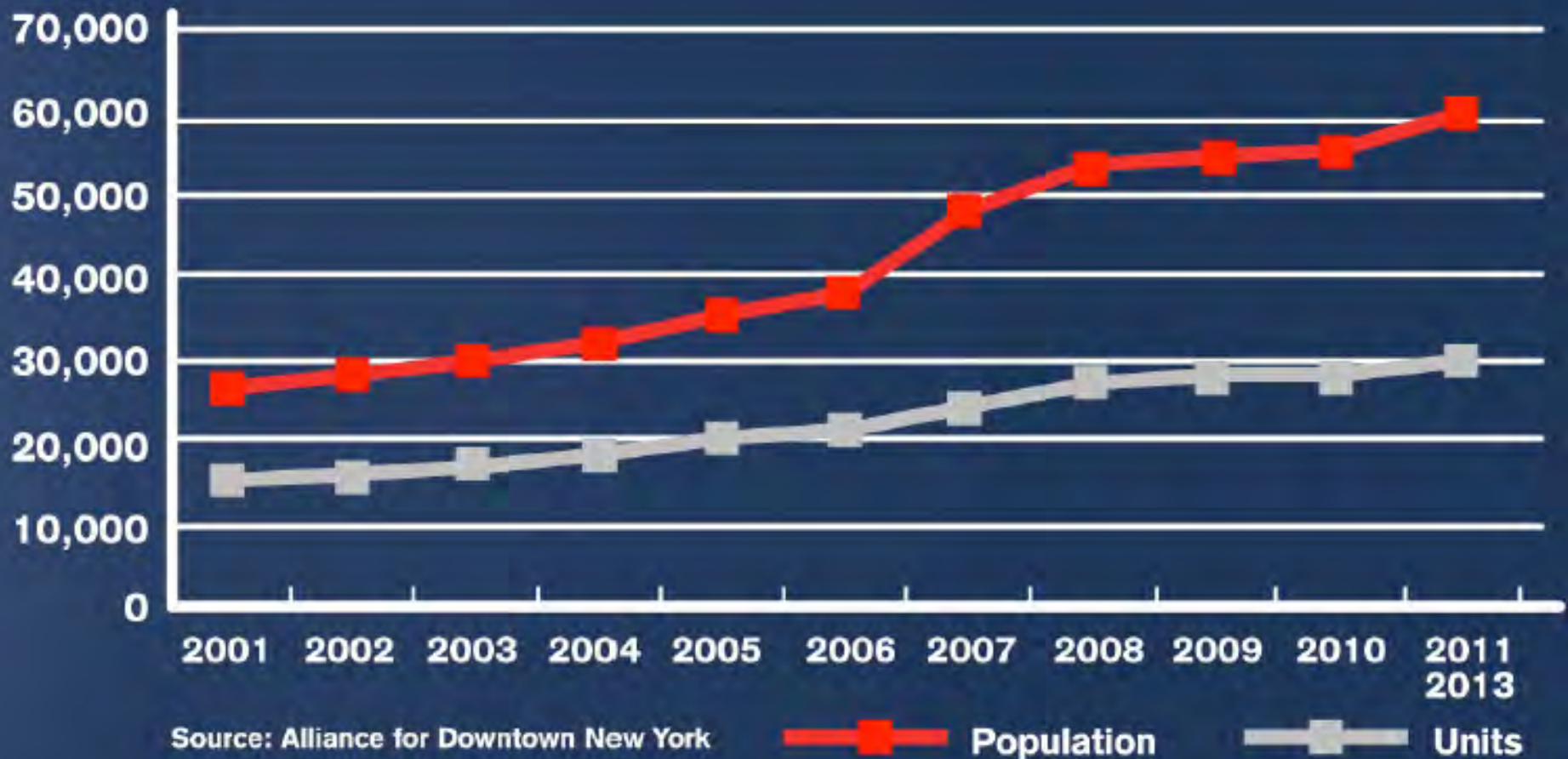


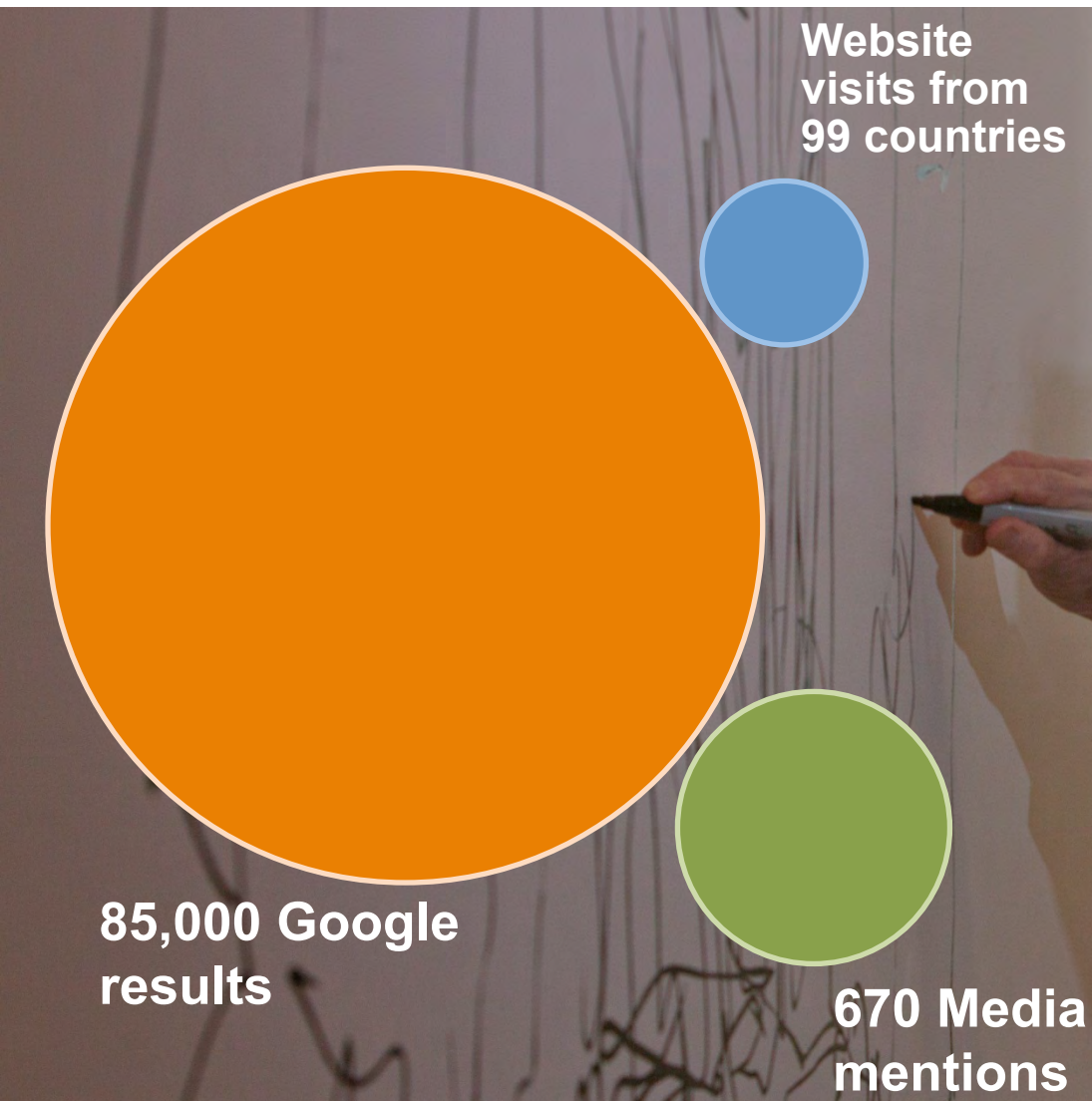


“Developer cuts tower from 76 stories to 38” – *Crain’s New York*, March 19, 2009

“Savings on Labor Allow Work on Residential Skyscraper to Resume” - *New York Times*, May 28, 2009

- Lower Manhattan Population and Residential inventory growth





NEW ICON IN THE CITY

New York by Gehry is “the finest skyscraper to rise in New York since Eero Saarinen’s CBS building went up 46 years ago... 8 Spruce Street seems to crystallize a particular moment in cultural history, in this case the turning point from the modern to the digital age.” –*Nicolai Ouroussoff, Architecture critic, New York Times, February 9, 2001*



OUR BROOKLYN PROJECTS





- **4TH Largest city in the US**
- **More than 400 cultural institutions**
- **Thriving office market**
- **Brooklyn's Value Proposition: Rich Neighborhood & Lifestyle**

TRANSIT ORIENTED DEVELOPMENT



- Project located at 3rd largest transit hub in NY.
- 9 subway lines, 11 bus lines

- **Job growth continues to drive strong demand**
 - **2014**: over 85,000 jobs added; 4th straight year annual growth exceeded 80,000.
- **Brooklyn neighborhoods are top choices**
 - Average Rental Price for Brooklyn was \$3,160 compared to \$4,093 for Manhattan.
 - Average Manhattan luxury rental price was \$76.16/SF compared to \$58/SF - \$60/SF for Downtown Brooklyn and ~\$69/SF in North Williamsburg.
 - According to Douglas Elliman Feb '15 report, Manhattan's luxury entry threshold is \$6,415 compared to Brooklyn's \$4,400. Comparable well amenitized new Brooklyn developments offer a significant value compared to comparable Manhattan developments.

BROOKLYN RESIDENTIAL - CONDOMINIUM

- As of 1Q 2015, the growth in price has continued and the supply continues to be constrained.

		Manhattan		Brooklyn	
Average Price		PSF	Agg.	PSF	Agg.
	Active Listings	\$2,681	\$8.0 MM	\$1,391	\$2.27 MM
	Contract Signed	\$2,314	\$5.27 MM	\$1,271	\$1.55 MM
	Closed	\$1,928	\$3.32 MM	\$1,049	\$1.02 MM
Inventory	Total Inventory (units)	6,790		1,089	
	Inventory Growth (% QoQ)	7%		-22%	
	% Closed or Contract Signed	49.7%		49.0%	

Source: Halstead Property Development Marketing. New Development Report, 2015 First Quarter. 6 April 2015.

- Located at the center of Brooklyn's most dynamic, diverse & desirable neighborhoods



- 8M GSF of Mixed-Use, Mixed-Income, LEED Certified Development
- 6,400 Residential Units (2,250 Affordable)
- Barclays Center Arena
- 8 Acres of New, Publicly Accessible Open Space
- Historic Community Benefits Agreement
- MTA Transit Improvements, New LIRR Railyard



SITE CONDITIONS (BEFORE THE PROJECT)

PACIFIC PARK BROOKLYN SITE



LIRR Vanderbilt Yard



Empty lots, gas stations,
auto repair shops



Underutilized or vacant
industrial buildings



Low-density commercial

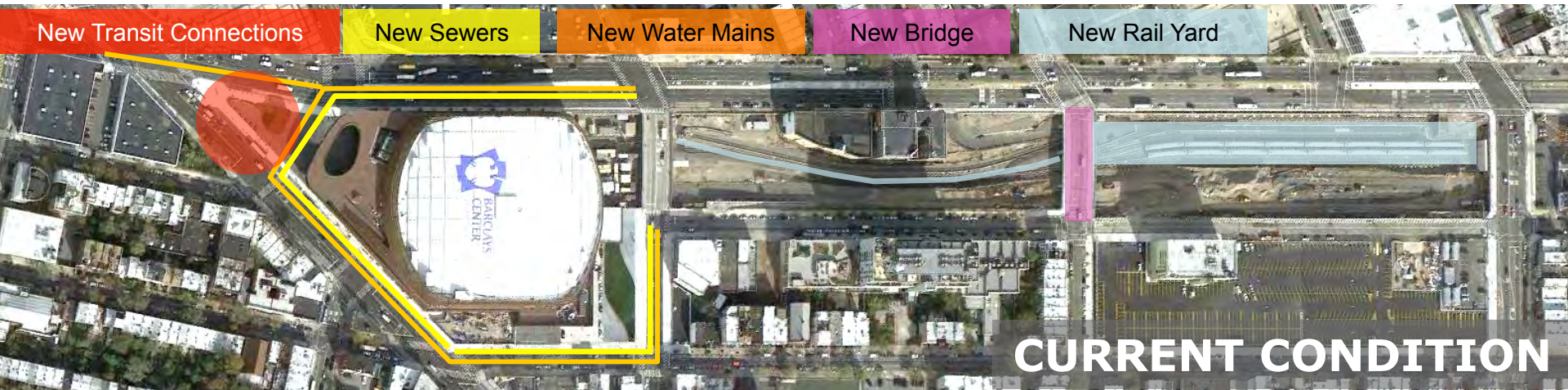


Residential

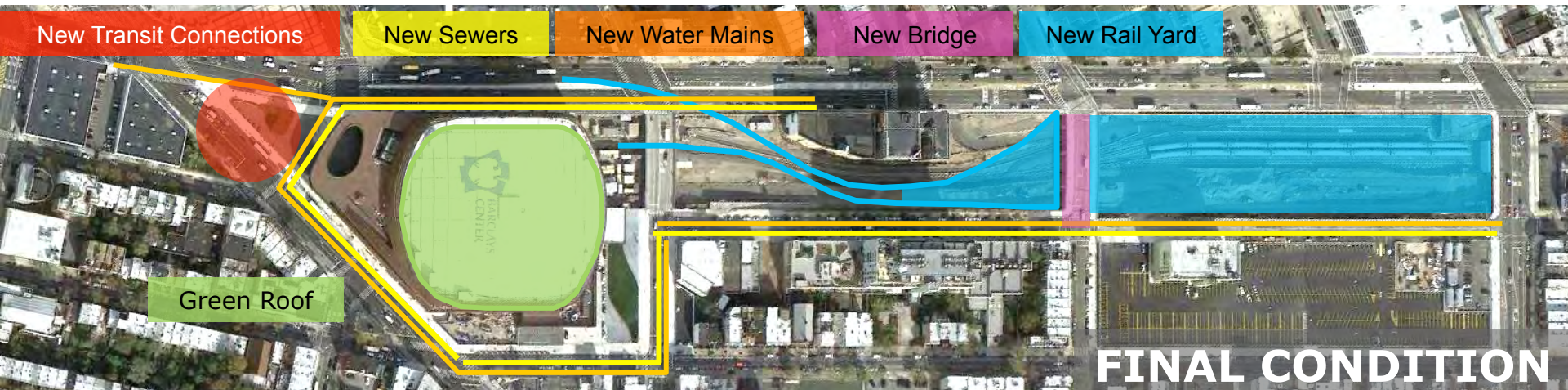




– Completed Infrastructure (Including Demo and Remediation)



– Additional Infrastructure (Including Permanent Yard, Platform, Green Roof, Open Space, Utilities, Demo)





- Project Certified Leed For Neighborhood Development.
- Leed Certification Required With Goal Of Silver For All Buildings.
- Sustainable Measures To Include:
 - Stormwater Management
 - Use Of Recycled, Renewable And Local Materials
 - Energy Efficient Lighting and Controls

PUBLIC BENEFITS

- Jobs: Construction & Permanent.
- Housing: 50% Of 4,500 Rental Apartments To Be Affordable
- Arena:
 - Home Of The Brooklyn Nets.
 - 200+ Events Per Year: Concerts, Family Shows, College Sports, Etc.
- Programming Of Public Plaza.
- Public Open Space.
- New Transit Connections.
- Elementary And Intermediate School In B15.

COMMUNITY BENEFITS AGREEMENT

- Affordable Housing.
- Health Care Center In B3.

ECONOMIC DEVELOPMENT ENGINE

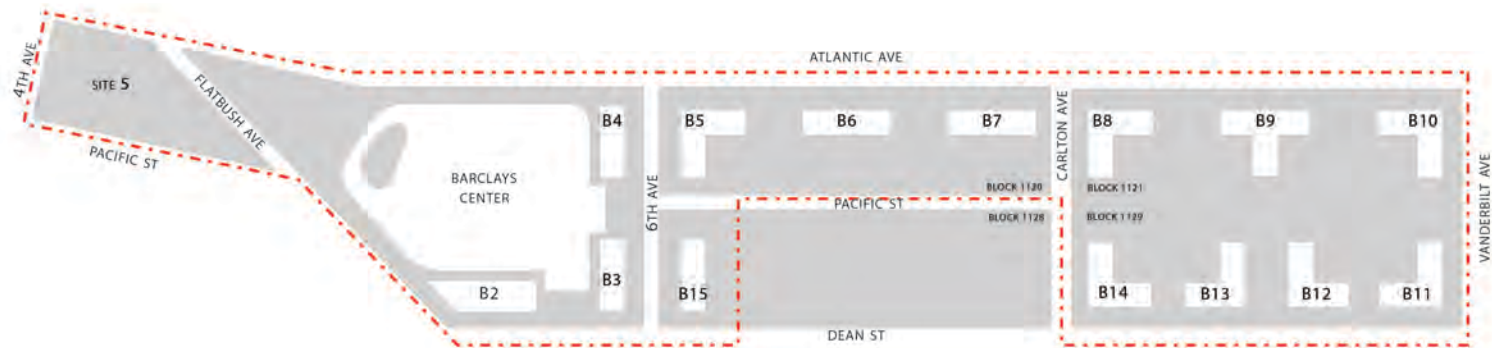


- \$5 Billion Development Cost
- 17,000 Union Construction Jobs
- Up To 8,000 Permanent Jobs

- More than 400 Events and 4M visitors in the first two year of operation
- Top-grossing US arena in 2013: #2 in the world
- Recipient of numerous venue and architectural awards
- New Subway Entrance on Site
- Direct Connection to Arena, Plaza & Project
- Public Programming in Plaza



- All affordable housing units to be built by 2025
- Greenland Forest City commenced construction on one fully affordable building and one market rate building in December 2014, will commence construction on another fully affordable building by the end of June 2015
- 35% of all units will be affordable during construction of entire project until construction of 1,050 units and thereafter must be maintained at least 25%



Pacific Park

brooklyn's newest neighborhood

- 22- acre site at the crossroads of Brooklyn's most desirable neighborhoods
 - 6,400 Residential Units including 2,250 Affordable Units
 - 250,00 SF of retail space
 - 8 acres of landscaped open space
 - Transit and Infrastructure Improvements
- Excellent access to public transportation nearby - 12 subway lines, the Long Island Railroad, and 16 bus lines





Wednesday, April 29, 15





Wednesday, April 29, 15









Wednesday, April 29, 15



Wednesday, April 29, 15



