

0
0
+87 Hectares
+217 Acres



LACONIA VILLAGE

Redevelopment Opportunity | July 2024

PILLSBURY REALTY
DEVELOPMENT

City
Collective



July 17, 2024

New Hampshire Department of Administrative Services
c/o Troudy Vaughan, Mark Bezold, and Roger Dieker
CBRE, Inc. and The Boulos Company
650 Elm Street, Suite 102
Manchester, NH 03101

RE: Response to the Lakes Region Facility Offering Memorandum

Members of the Selection Committee-

We at Pillsbury Realty Development are thrilled to submit our letter of intent in response to the offering memorandum for The Lakes Region Facility, known informally as "The Property." We see this opportunity not merely as a project but as the inception of a strategic partnership with this community aimed at realizing the shared aspirations of Laconia, the Lakes Region, and the State of New Hampshire.

Pillsbury Realty Development, proud to have City Collective as our design team partner, brings a comprehensive array of expertise uniquely suited to meet and exceed the challenges highlighted in your memorandum. Our coalition is prepared to integrate seamlessly with representatives on the ground, fostering a collaborative environment where ideas flourish and sustainable solutions emerge.

We are particularly excited about the prospect of developing a new vibrant activity center for the region, which we call Laconia Village. Our concept envisions a year-round hub of community events and natural beauty, seamlessly blending vibrant civic life, lush natural surroundings, and an active recreational spirit. This development celebrates the unique charm of each season while providing daily, weekly, and monthly offerings that foster a sense of belonging and cultural richness.

Laconia Village is designed to be a feasible and implementable project that will stand as a testament to sustainable and resilient community planning. Our approach ensures that each phase of development feels complete and vibrant, creating a well-rounded village that evolves with the community's needs. The master plan strategically expands the region's parks and trails network while preserving and responding to the site's beautiful topography, leveraging the property's natural landscape to establish a one-of-a-kind character and appeal.

We believe that our collaboration can extend beyond individual projects, evolving into a lasting partnership that supports continuous growth and adaptation. This enduring engagement will enable us to provide cohesive and progressive solutions that build upon one another, ensuring a consistent approach to the development of Laconia Village.

As we consider the future of The Property, we are particularly excited about the opportunity to engage with local stakeholders and the community at large. Through open dialogue and mutual understanding, our partnership can lead to outcomes that are both transformative and reflective of the community's values and needs.

Thank you for considering our application. We are eager to contribute to the journey towards a sustainable and vibrant future for Laconia Village.

Michael Kettenbach

Principal/Owner
Pillsbury Realty Development

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Contact:

Kevin Smith
Development Consultant
603.571.4710
kevin@smithhorizon.com



01

The Opportunity

Weaving Together the New
Hampshire Lakes Region



Harnessing 6 Key Site Opportunities for Laconia Village

With a deep understanding the physical site and broader cultural context, the team has identified several compelling opportunities that address present challenges and seize potential, generating substantial value for the city of Laconia and the region.



01. The Opportunity to Create a **Walkable, Mixed-Use Destination** that is cherished by all of Laconia



02. The Potential to **Link Together Surrounding Small Towns** through a **Regional Recreational Heart**



03. The Promise to Work Towards **Closing the 25,000+ Units Affordable Housing Gap**



04. The Opportunity to **Celebrate and Showcase the Natural Landscape** of the Lakes Region



05. The Potential to **Expand Ahern State Park and its Robust Trail Network**, Creating New Experiences



06. The Promise to **Unify the Landscape with High-Quality Civic Spaces** for Locals and Visitors Alike



A 217 Acre Site Ripe in Natural Amenities

This unique property offers an unparalleled natural setting that can unite the region's lakes, forests, parks, and trails into a central hub that celebrates the beauty and recreational spirit of New Hampshire's Lakes Region.

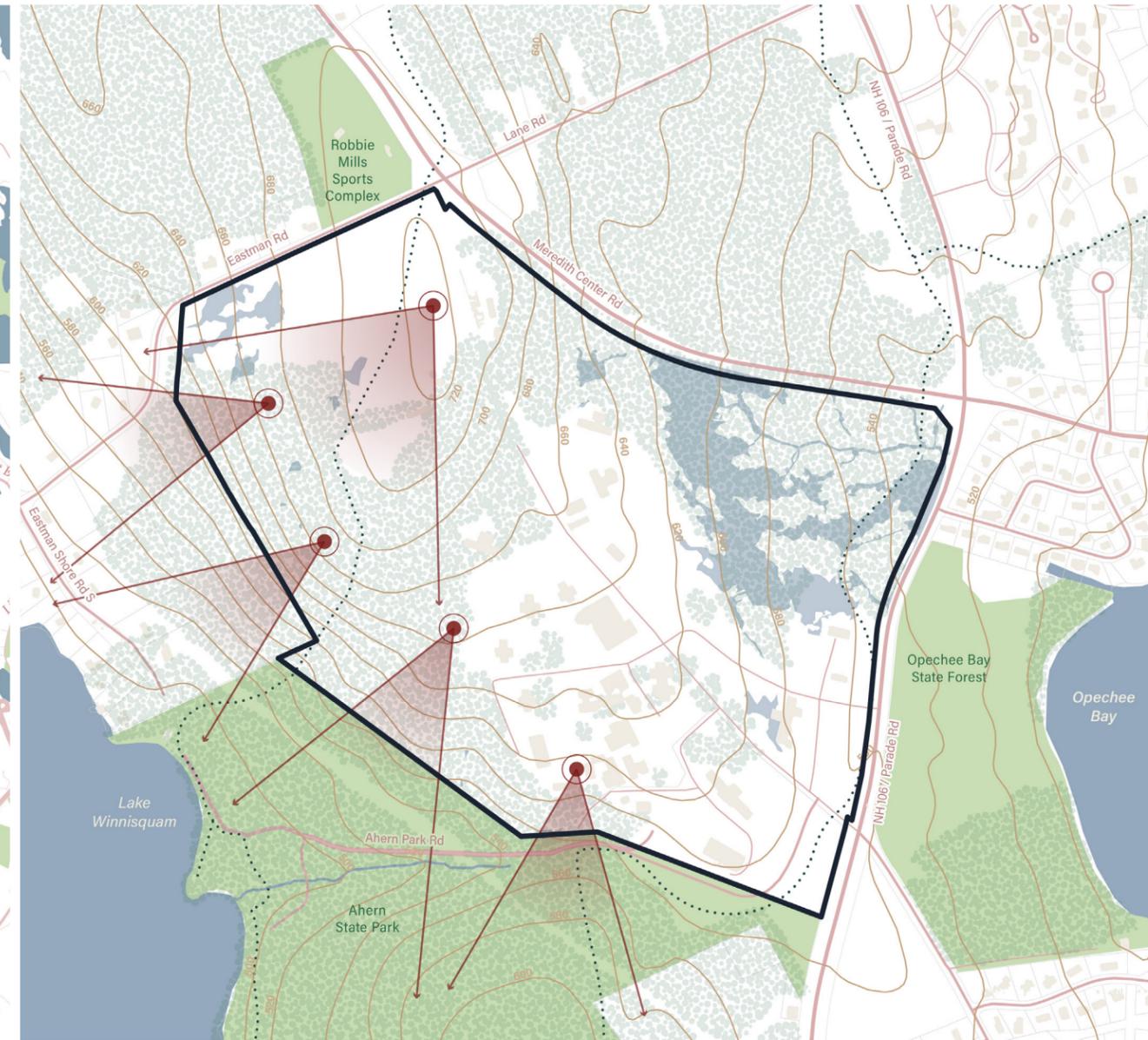
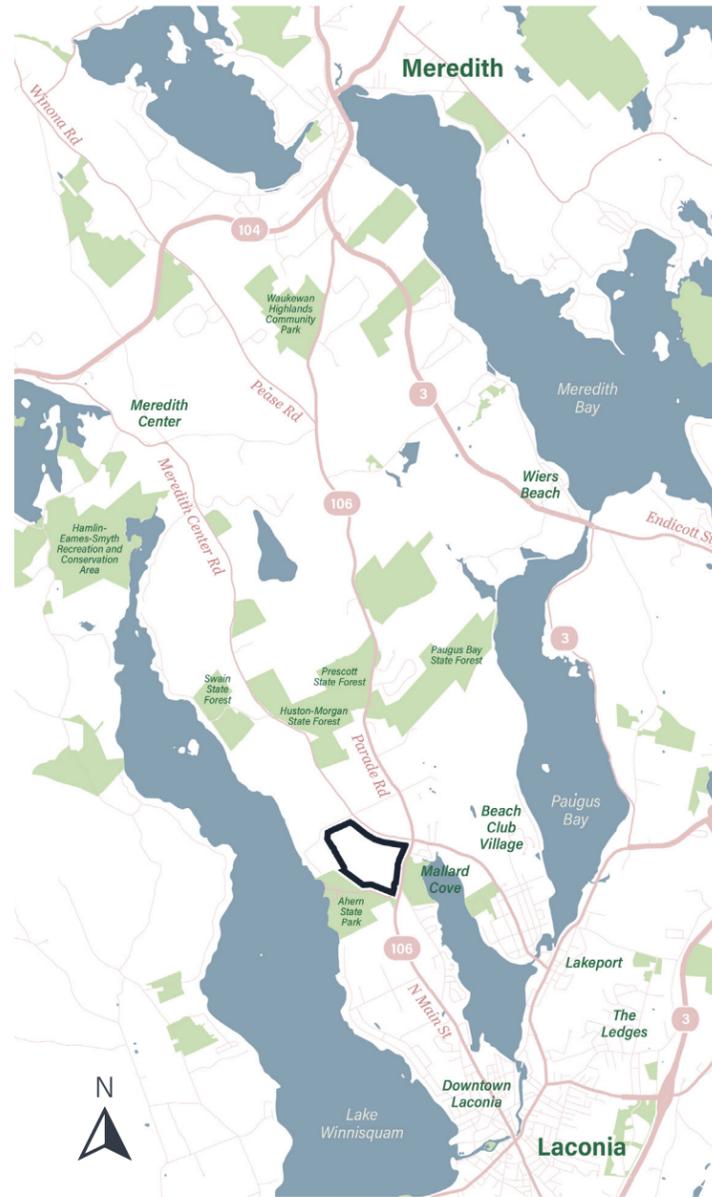
The Lakes Region of New Hampshire is known for its picturesque landscapes and outdoor recreational opportunities, featuring several prominent lakes and state parks. Amid this natural splendor sits The Property, nestled between Lake Winnisquam and Opechee Bay, which draw visitors and locals to their serene waters, and between Ahern State Park and Opechee Bay State Forest, which offer vast beauty and an array of outdoor activities. The Property is just under two miles from Downtown Laconia, less than a five minute drive, which is also a flat bike ride, just under ten minutes in time. Despite the many natural assets in this region and their nearby municipalities, there is very little that binds them together. There is currently no central anchor connecting these disparate sites, cities, and people groups. The property presents an intriguing opportunity to become an iconic destination that can serve as a recreational hub where the charm of these small towns converges around their greatest asset: nature.

Across the property itself, the landscape boasts mature forests, rolling hills, and protected wetlands. The mature forests create a lush canopy, providing a habitat for wildlife and contributing to multiple wildlife corridors. The rolling hills add to the visual appeal, offering elevated viewpoints and sweeping vistas of the region's grandeur. Meanwhile, the protected wetlands enhance ecological value, supporting various species and fostering native ecosystems. The diverse topography offers both beauty and tranquility.

To create the most compelling place, any future development upon The Property should seize upon the site's naturalistic conditions as its undeniable competitive advantage. The landscape presents the ideal setting for a development that integrates with the environment and underscores sustainable development practices. Laconia, the "City on the Lakes," could be home to a "village on the lakes" where civic life exists between and in tandem with the city's two great lakes. The Property must accommodate an entrance to Ahern State Park and the existing snowmobile trails. Both can be powerful assets for a community that embraces its role as a gateway into the park and a trailhead for the trail network. Embracing these natural amenities, Laconia Village can become a beacon of community-centered growth that celebrates the landscape of the Lakes Region.

Key:

-  Property Extents
-  Parks & Greenspaces
-  Trails
-  Tree Cover
-  On-site Wetlands
-  20' Topography Contour
-  Viewshed



02

The Vision

A Walkable, Four Seasons
Destination for the Greater
Lakes Region



A Lively Community with Something for Everyone

Laconia Village blends civic vibrancy, natural beauty, and a recreational spirit, creating a one-of-a-kind recreational community that harmonizes urban and natural ecologies.

Laconia Village- a working title intended to express the spirit of the place- is envisioned as a vibrant trails community, expanding the footprint of Ahern State Park by seamlessly integrating the park with The Property. This innovative concept balances mindful development with landscape preservation, embodying vibrant civic life, lush natural surroundings, and an active recreational spirit.

The civic life in Laconia Village fosters a unique sense of identity, creating a welcoming, easy-going environment that ushers in cultural exchange, neighborly sharing, and community events. The natural environment celebrates everyday beauty, ensuring residents are always inspired the surrounding landscape. The recreational spirit promotes an active, healthy, and fun lifestyle in a fresh, enjoyable atmosphere.

Harnessing its proximity to both rich urban and natural ecologies, Laconia Village blends a wild and picturesque natural setting with a contemporary development. This unique setting combines the charm of a quintessential New England town, the features of an outdoor recreation center, such as a ski resort or National Park lodge, and the cherished community amenities of a contemporary development.

As a new recreational hub, Laconia Village balances the needs of local residents and the second home community, offering a vibrant space for all. It is a place for residents to live fully and a destination for the second home community to engage deeply with the local culture and environment.

01 Vibrant Civic Life

Laconia Village embodies small-town charm with a friendly and family-oriented atmosphere, where neighbors share a strong sense of identity and welcome each other warmly. The vibrant community life is enriched by cultural events and gatherings that celebrate shared experiences and foster a close-knit, inviting environment.



02 Lush Natural Environment

Laconia Village offers a lush natural life that celebrates the landscape's inherent beauty and character, creating a strong sense of place. By seamlessly extending the parks and embracing the natural surroundings, the village enhances its unique charm and provides residents and visitors with an environment rich in natural beauty and outdoor enjoyment.



03 Active Recreational Spirit

Laconia Village fosters an active recreational spirit, promoting a healthy lifestyle with fitness facilities, fun and enjoyable activities, and access to fresh, nutritious food. By providing spaces for play and wellness, it offers families and friends a vibrant community where gaps in medical services are addressed, ensuring a comprehensive approach to health and enjoyment.



VILLAGE COMMUNITY

Laconia Village captures the essence of small-town charm with its friendly, family-focused atmosphere, where neighbors build a strong sense of identity through inviting cultural events and shared experiences. This dynamic community integrates lush natural landscapes and a vibrant recreational spirit, promoting wellness with fitness facilities, fresh food, and diverse activities, creating an enriching environment for all residents and visitors.



The Warm Character of Laconia Village is on Display in Every Beautiful Detail



A Multi-Purpose Setting that is Enjoyed all Year Round

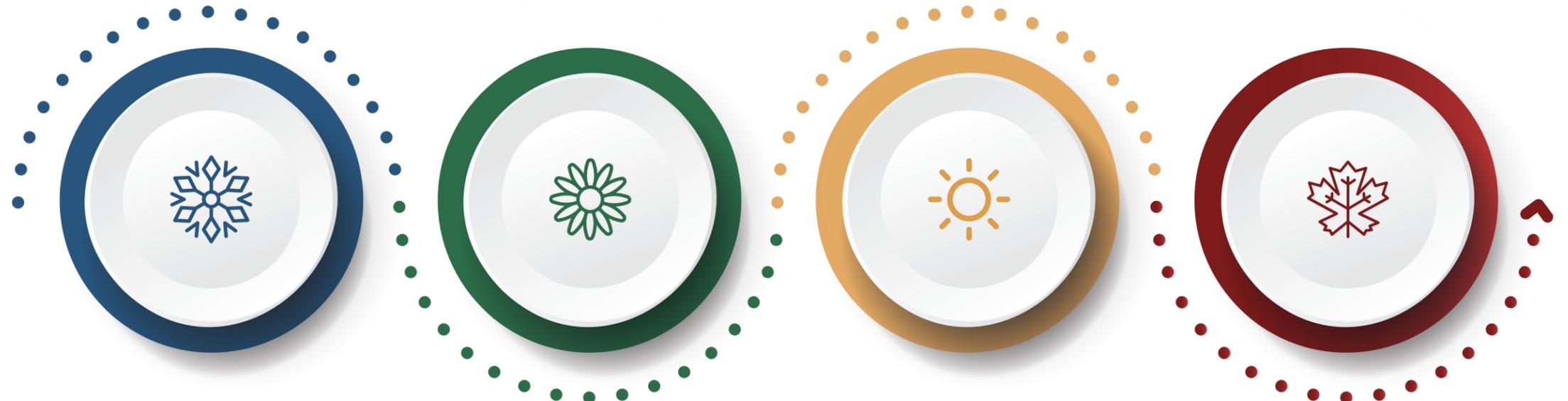
Laconia Village offers 365 days of activities, celebrating each season uniquely, ensuring that a vibrant and engaged community flourishes.

Laconia Village is a vibrant community that offers engaging activities for everyone, all year round. This unique region of the country celebrates all four seasons in distinctive ways, and there is no better place to experience this than Laconia Village. Both Laconia residents and visitors will find themselves longing to return to see what each new season has in store.

In spring, the village comes alive with bird watching, fishing, and nature walks. Summer brings kayaking camping, outdoor concerts, farmers markets, and of course, Bike Week and the Fourth of July. The fall season features leaf peeping, harvest festivals, and hayrides. Winter transforms the village into a wonderland to serve the snowmobiling community, while offering ice skating, snowshoeing, and holiday markets for the Laconia community. The same trails that support group runs on summer evenings also make ways for snowmobiling on bright winter days.

Monthly activities at Laconia Village include celebrations of important holidays and festivals, along with special cultural events that highlight local traditions and heritage. On a weekly basis, residents and visitors can participate in craft making, cooking classes, outdoor yoga, and interest groups for hobbies and community projects.

Daily activities are abundant, with group fitness classes, run clubs, and numerous opportunities for outdoor recreation such as hiking, biking, and exploring the natural landscape. Unlike ski towns that are limited by seasonal offerings, Laconia Village provides a year-round destination. It contrasts with other tourist spots that, while active, lack the community activities that foster local culture, spurring a sense civic pride. Laconia Village blends the best elements of an active lifestyle with robust community engagement, making it a place where residents and visitors alike can thrive.



WINTER DECEMBER - FEBRUARY

Snowmobiling, Holiday Market, Cross-Country Skiing, Ice Skating, Snowshoeing, Holiday Lights, Sled Dog Derby, Ice Fishing & Snowman Building Contests

SPRING MARCH - MAY

Bird Watching, Picnicking, Outdoor Yoga, Flower Planting Workshops, Kayaking, Concert Series, Fishing, Farmers Market, Horseback Riding, Nature Walks & Spring Festivals

SUMMER JUNE - AUGUST

Bike Week, Swimming & Beach Activities, Boat Sports, Camping, Outdoor Movies, Fourth of July, Community BBQs, Group Fitness Classes, Summer Festivals & Kite Flying

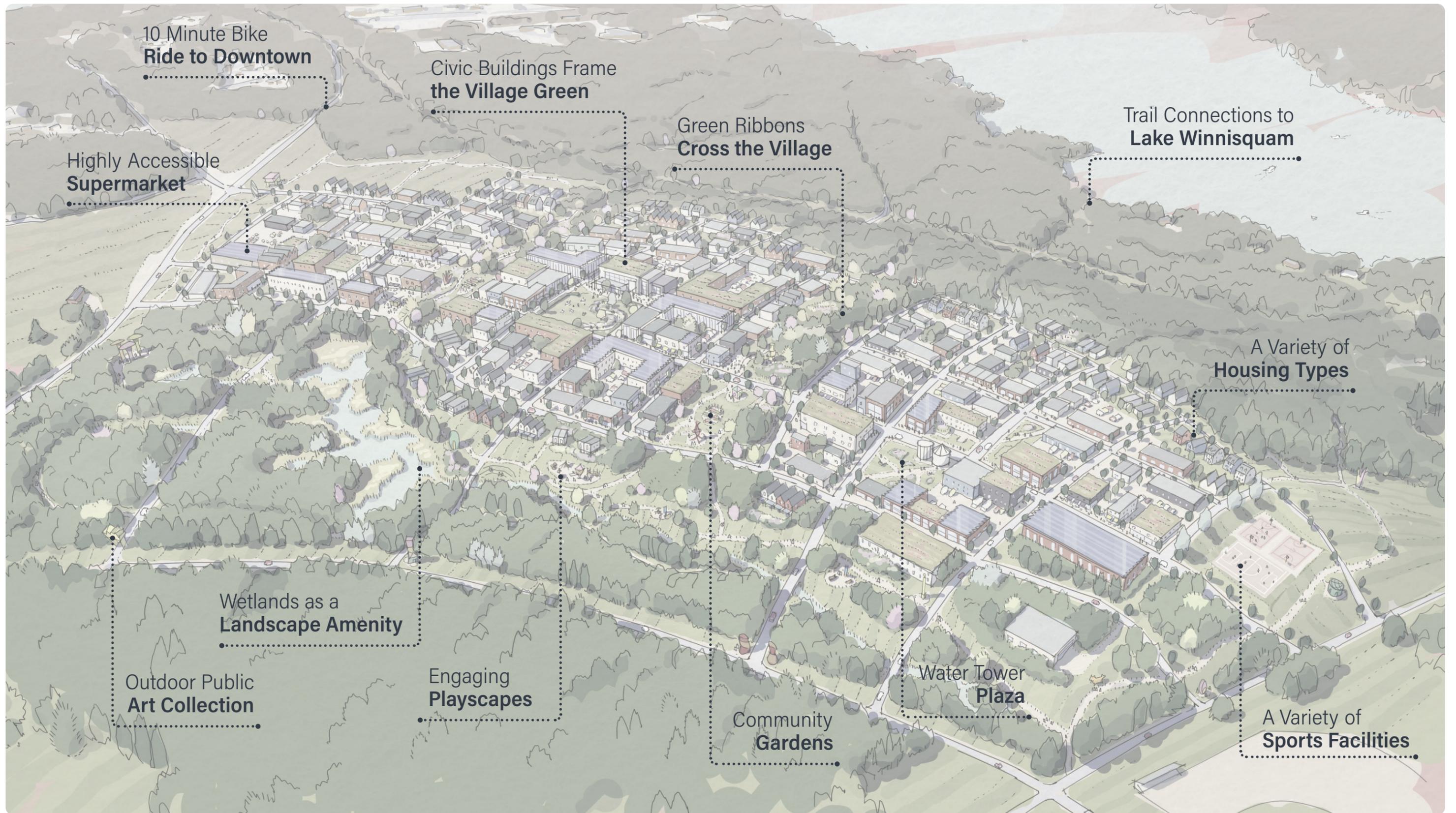
AUTUMN SEPTEMBER - NOVEMBER

Leaf Peeping, Harvest Celebrations, Hayrides, Fall Craft Fair, Trail Running, Bonfires, Outdoor Art Show, Multicultural Festival, Pumpkin Festival & Carving Competitions



Project Vision: Laconia Village

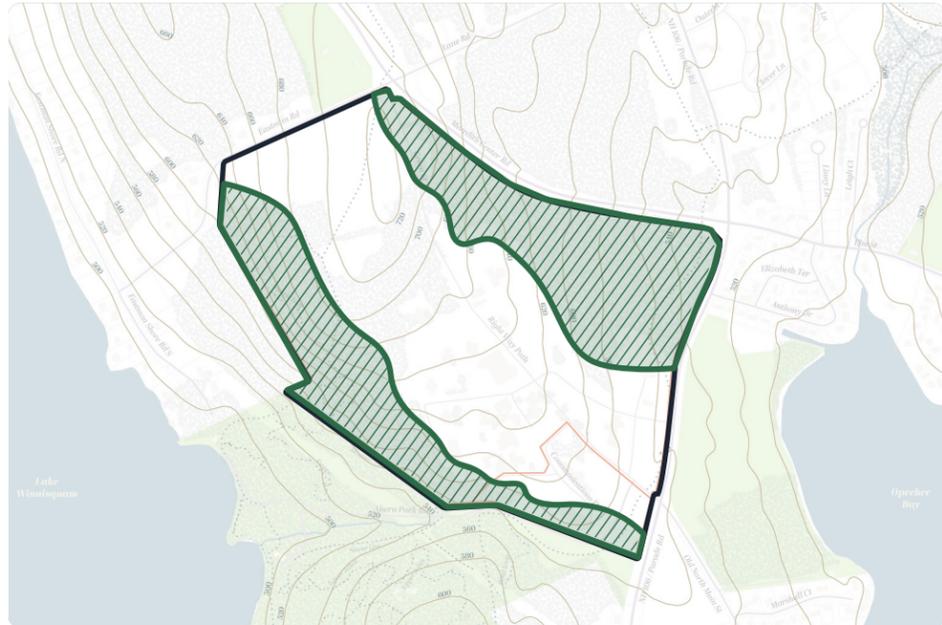
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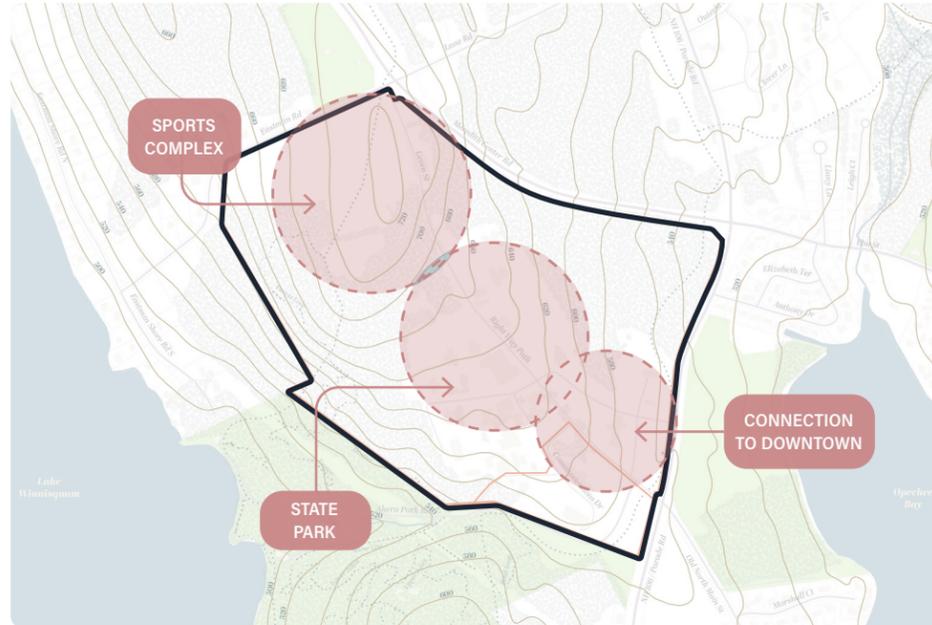
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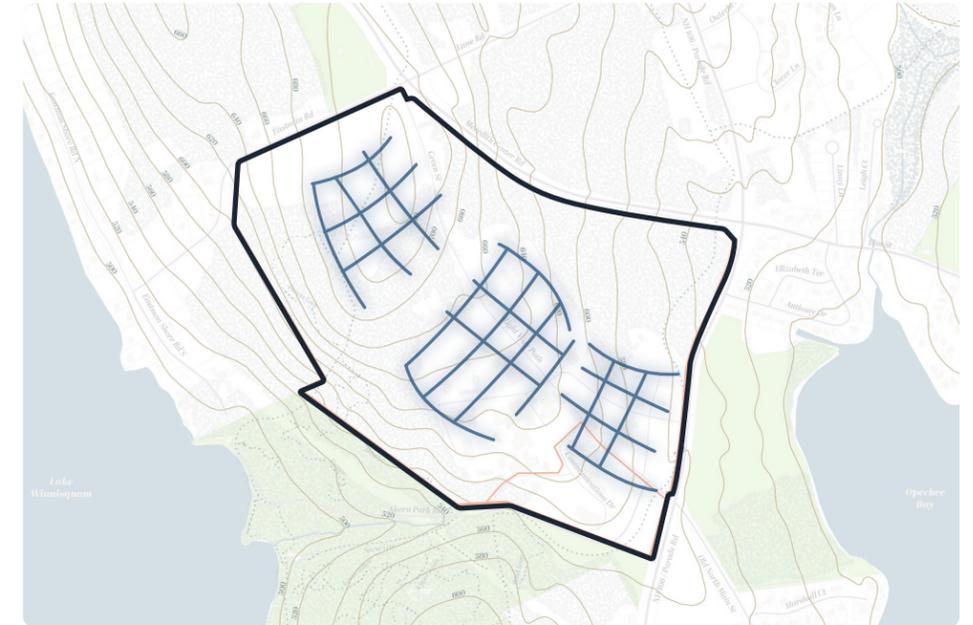
Realizing the Vision through Six Key Design Strategies



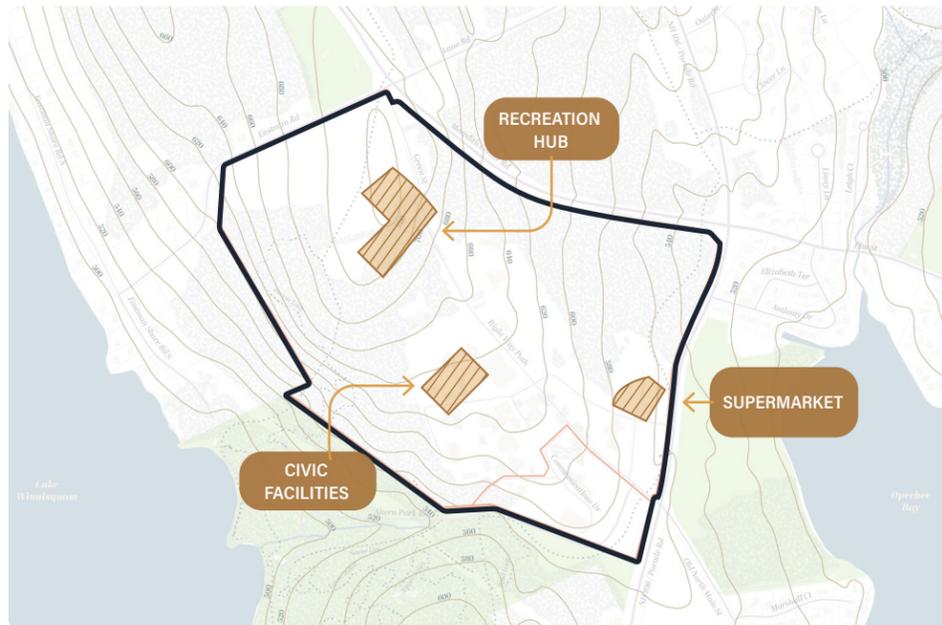
01 Identify and Preserve the Rich Natural Features of the Site



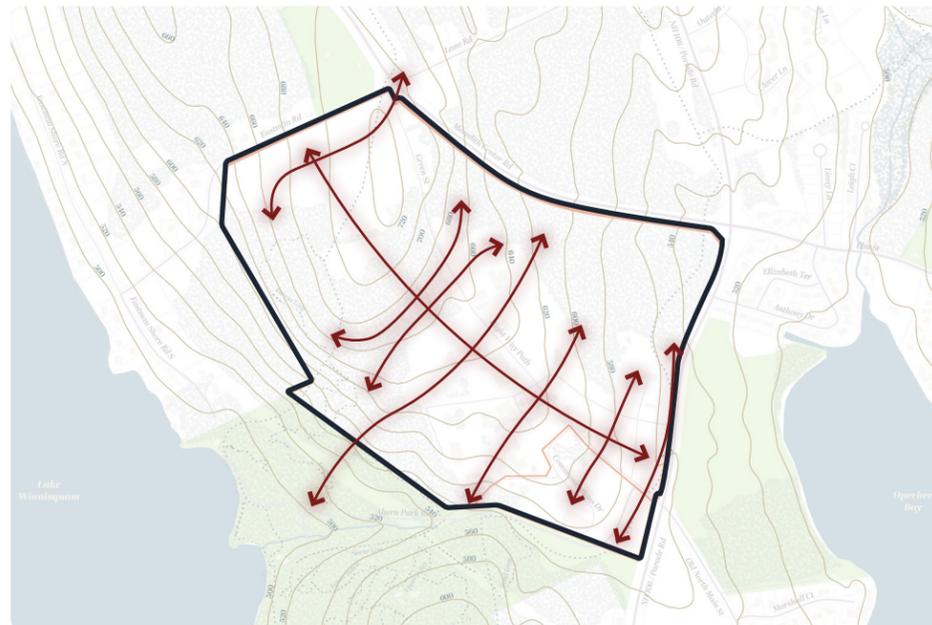
02 Shape Three Developable Nodes that Reflect the Embedded Value Areas of the Site



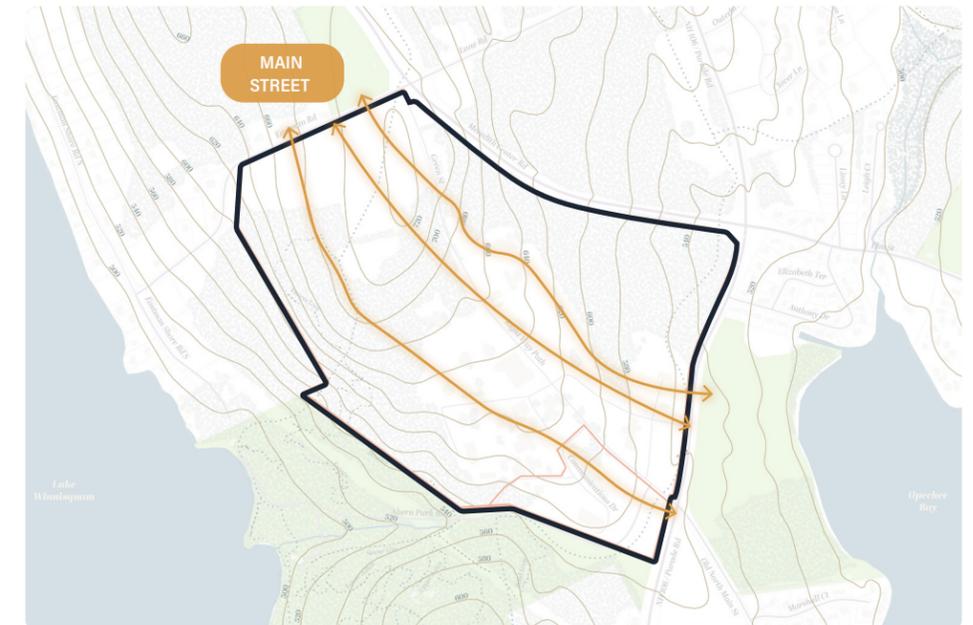
03 Create Flexible and Developable Blocks within Each Node



04 Punctuate Each Node with a Key Anchor



05 Create a Highly-Connected Trail Network Across the Site with Key Trail and State Park Connections



06 Connect Nodes through Three Site-wide Vehicular Streets

A Mixed-Use Plan that Supports a Walkable, Lively Village

The master plan of Laconia Village carefully blends clever design and flexibility, creating a walkable and lively community that incorporates and celebrates its natural surroundings.

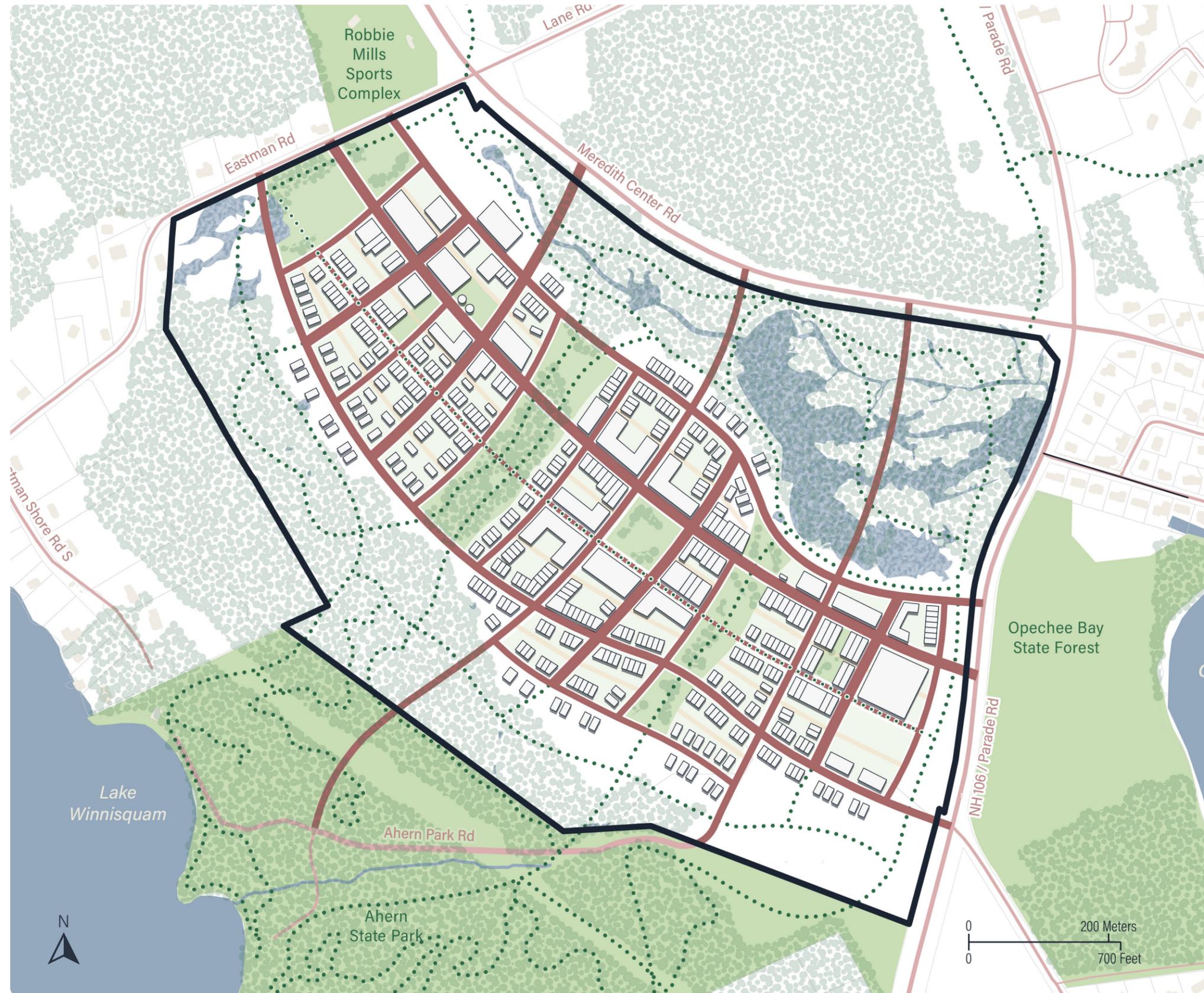
The master plan for Laconia Village has been thoughtfully crafted, cultivating a walkable and lively community amid natural surroundings. The design strategically accommodates existing site conditions, preserving landscape features to create a one-of-a-kind experiential setting. Every resident, employee, and visitor is within two blocks of beautiful open spaces, offering recreational opportunities, a connection to nature, and just a breath of fresh air. The design responds to the site's topography, establishing unique development patterns and holding sacred the stunning views that captivate and inspire every visitor.

Additionally, the plan introduces a new gateway into Ahern State Park, creating an engaging and supportive front door to the park and its wild landscapes. The thoughtful union of trails and open spaces seamlessly connects different parts of the village, making it easy for residents and visitors to navigate and enjoy the environment. The strategic integration of the regional trail networks connects residents to a wealth of area destinations and welcomes recreational visitors to the site during all four seasons.

The street network in Laconia Village is designed to be a flexible framework, capable of adapting to community feedback over time. This flexibility means the village can evolve with changing challenges and opportunities. The plan does not demand specific uses today, nor does it preclude any future possibilities, ensuring long-term sustainability and relevance. Small blocks create comfortable and charming human-scale settings, ensuring that Laconia Village will be a walkable neighborhood that encourages community interaction and that it remains a cherished destination for years to come.

Key:

-  Property Extents
-  New Streets
-  Existing Streets
-  Trail
-  Buildings
-  Greenspace
-  Wetlands



A Plan Designed with Enriching Community Experiences in Mind

The master plan for Laconia Village integrates diverse building programs in order to establish a vibrant, affordable community centered around a strategically designed main street and pedestrian corridor.

The master plan for Laconia Village strategically incorporates a diverse range of building programs within the design. The plan manages to accommodate all the development concepts proposed in previous market studies, ensuring it is guided by viable, implementable, sustainable concepts.

At the heart of the village is the main street, foregrounding commercial and civic uses. This central artery is complemented by a pedestrian street, suited for small-scale commercial offerings and compact housing options that foster a friendly neighborhood corridor. Primary civic spaces connect the main street to the pedestrian street, creating a cohesive and accessible village core.

The development's density is concentrated at the center of the three clusters, where commercial uses and more compact housing typologies are found. These uses gradually disperse, transitioning into less dense residential areas as they move outward. This organic breakup pattern leaves regular voids on the edges of the nodes, offering glimpses of the beautiful landscape beyond. Combined with the site's topography, this ensures that many commercial and civic uses enjoy stunning views. Outdoor dining and happy hours can take full advantage of these unmatched vistas.

The strategic placement of civic uses enhances a sense of community. A community center or civic hall could frame the civic lawn, establishing the heart of the village. Essential services, such as a police station and fire station, are positioned for accessibility and safety. There is potential for a school nestled in the forested areas of the landscape, where nature can provide unmatched, hands-on learning experiences.

Key:

- Commercial
- Mixed-Use (Commercial + Residential)
- Residential
- Civic
- Structured Greenspace



Diverse Uses Meet Residents' Needs While Creating a Sense of Community

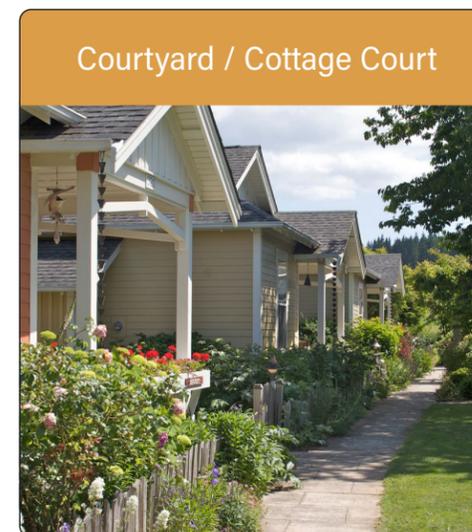
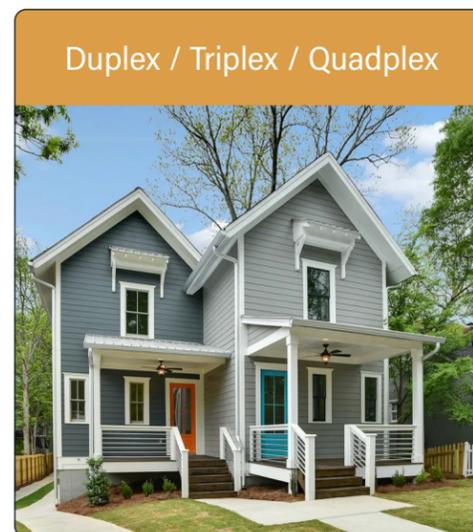
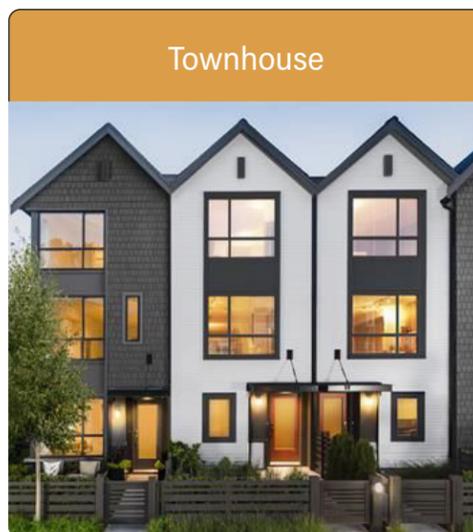
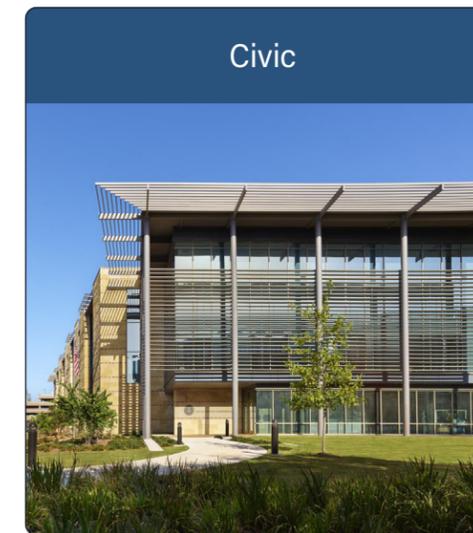
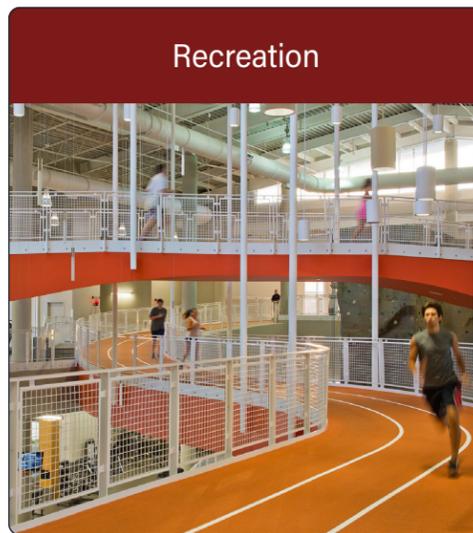
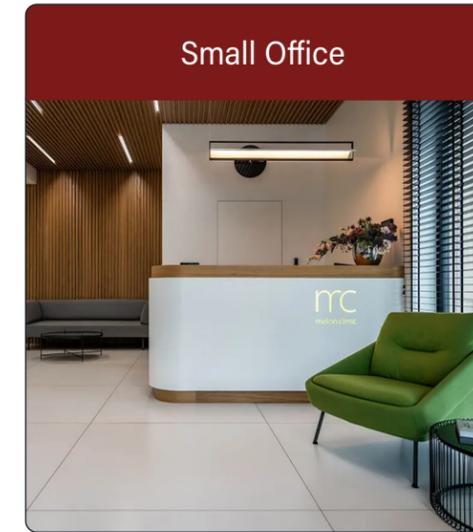
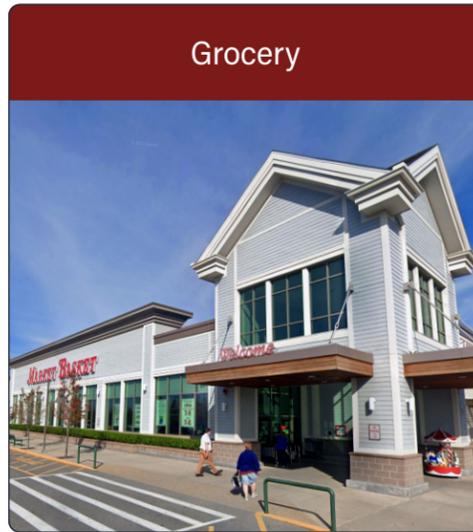
Diverse building typologies in Laconia Village foster vibrancy, community, and affordability, creating a dynamic and inclusive environment that makes a home for all.

The master plan for Laconia Village emphasizes the importance of diverse building typologies to enhance the project's overall value. By integrating a mix of commercial, civic, and residential offerings, the village fosters vibrancy, walkability, and social interaction, while creating a lively and engaging environment. This mix encourages places to linger, window shop, and access walkable grab-and-go services. Such an environment not only builds a sense of community but also enhances the daily experience of residents and visitors alike. Laconia Village also has the ability to pair outdoor goods, services, and lifestyle with the natural setting, thereby cultivating a robust outdoor culture, promoting active living and establishing a recognizable sense of place.

Addressing the affordable housing gap is a crucial aspect of Laconia Village. The project aims to provide affordable housing options for the surrounding workforce, ensuring that those who contribute to the community can also live within it. The majority of the housing units will employ affordable rates, but the plan takes advantage of housing diversity as an additional means of spurring naturally occurring affordability- allowing residents to choose the most streamlined and therefore efficient housing types that meet their needs without unnecessary space or amenities and the associated expenses. The creation of dignified affordable living spaces is a priority, offering quality homes that respect and support many of those who are the backbone of the community, while offering an engaging and immersive sense of place that is in line with what the next generation's workforce is seeking. In this way, the integration of these diverse building typologies not only addresses practical needs but also enhances the aesthetic and social fabric of the village, ensuring a vibrant, inclusive, and sustainable community.

Key:

- Commercial Typology
- Mixed-Use Typology
- Residential Typology
- Civic Typology



A Network of Open Spaces Delivers World-Class Experiences

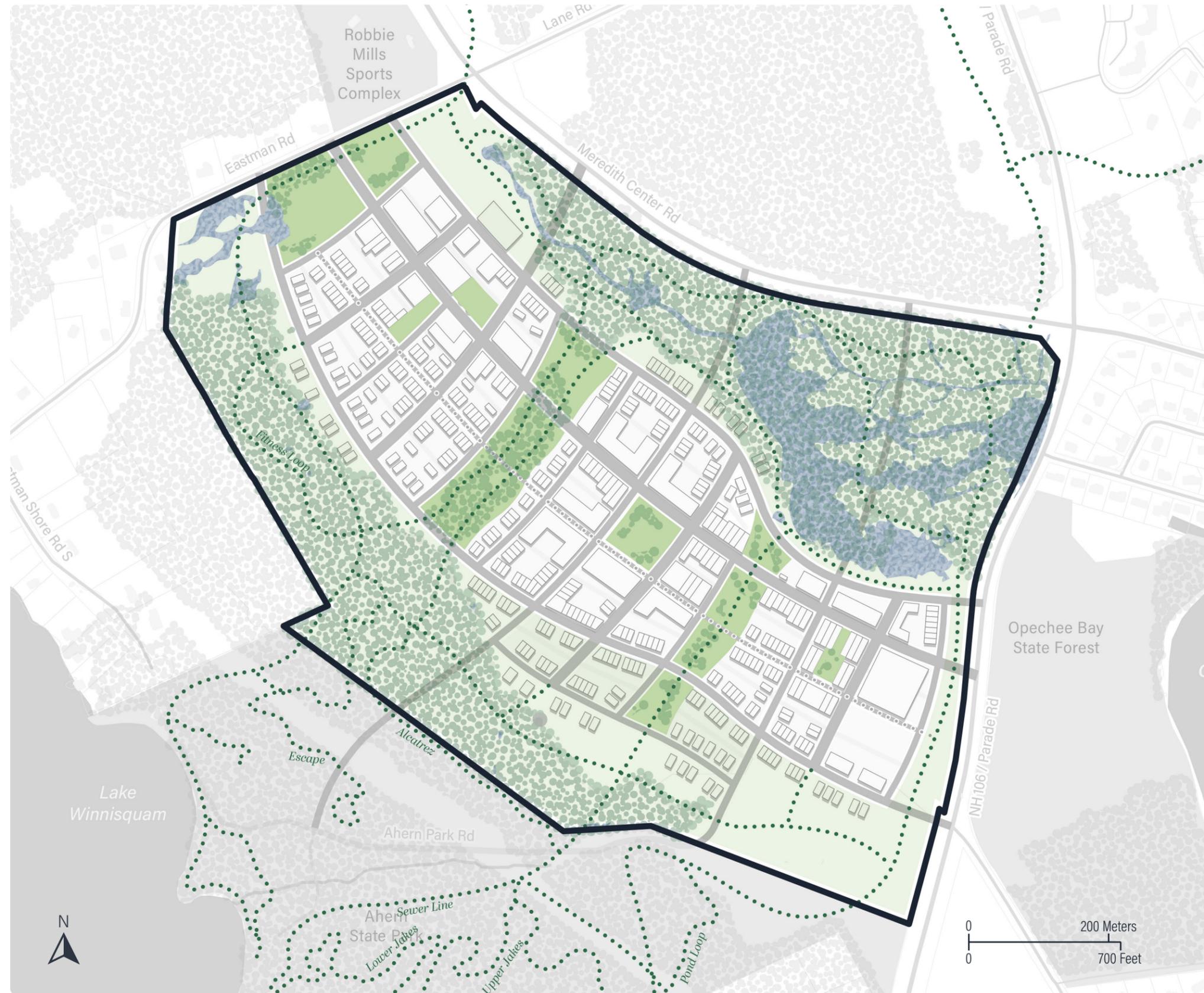
The ribbon of trails and connected open spaces in Laconia Village blends nature, recreation, and cultural heritage while significantly expanding the experiences of Ahern State Park.

The master plan for Laconia Village is defined by its exceptional network of open spaces, encompassing parks, greenspaces, and trails, creating a one-of-a-kind experience. These high-quality civic spaces are designed for interacting with nature, fostering wellness, and sharing social experiences, allowing residents and visitors to connect and see a cross-section of the community. Leveraging the site's forests and wetlands as natural amenities, the open space system offers rich experiences that enhance the overall environment. Comprising roughly 50% of the village's area, the parks and open spaces provide a variety of recreational opportunities, from playgrounds and sports fields to forest parks and fitness equipment. This landscape essentially extends add 110 acres to Ahern State Park's existing 128 acres- with comparable outdoor opportunities- blurring the lines between the two, doubling the park's experiences, and establishing a definitive hub for both active and passive recreation.

The district's open spaces can serve countless additional community goals. They can feature naturalistic public art that showcases local talent and creates a cohesive district identity. Community gardens can offer spaces for residents to hone their green thumb and sustainably grow their own food. Fitness equipment can promote healthy living, while educational signage can teach residents about native ecosystems. Open spaces can also serve as venues for engaging markers that remember the legacy of landscape. Monuments can honor the ancestral lands of native indigenous tribes, such as the Abenaki and Pennacook peoples, while interpretive signage can express the complex histories of the New Hampshire State School and the Lakes Region Correctional Facility. Commemorative elements can provide a space for remembrance and reflection, powerfully integrating the site's history into its vibrant present.

Key:

- Structured Greenspace
- Unstructured Greenspace
- Wetlands
- Tree Cover / Forest
- Trail





A Village Green that Welcomes All of Laconia

Imagine a spring afternoon when friends meet on the town green, their laughter mingling with the sounds of a local band setting up for an evening concert. Families spread out picnics, enjoying the vibrant community atmosphere, while others browse a farmers market filled with fresh produce and handmade crafts. As the sun sets, the green transforms into a gathering space for twilight yoga and impromptu storytelling. This egalitarian greenspace is the heart of Laconia Village where connections are made and community thrives, day in and day out.

A Diversity of Mobility Options Provide Connection, Access, and Engaging Experiences

A diverse mobility system in Laconia Village provides seamless connectivity, enhancing access to opportunities and promoting an active, engaging community experience.

The mobility system within Laconia Village is designed to provide unparalleled connection and engaging experiences, ensuring that every resident and visitor can reach their desired destinations with ease and often in an enjoyable manner. This system considers connectivity as access to opportunity, opening doors to various opportunities including jobs, education, entertainment, and social engagements.

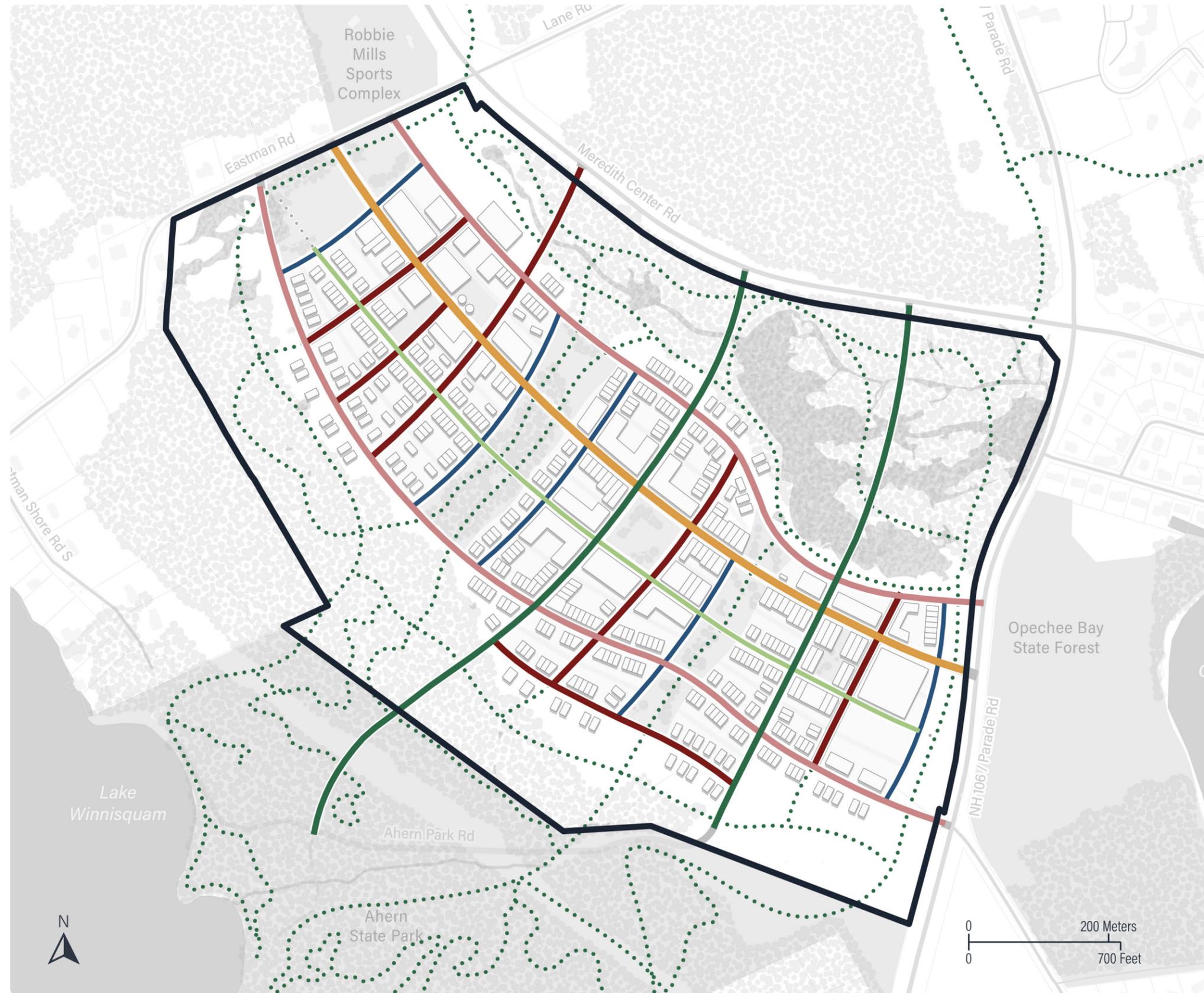
The diverse range of street types in Laconia Village introduces different forms of mobility, commerce, and interaction, allowing residents and guests the options to choose what mode and route is most convenient and enjoyable for them. The Main Street is designed for vibrant commercial and civic activities, while the Pedestrian Streets are for small-scale commerce and social interactions. Drive Streets efficiently move vehicular traffic, while Green Streets offer an exciting, processional route into Ahern State Park. Neighborhood Streets promote social interactions, and Narrow Streets generate human-scale experiences.

Street alignments were strategically designed to allow potential future connections across Meredith Center Road or NH Route 106 if the success of Laconia Village or the needs of the city ever require.

Prioritizing trails as the most charming and efficient way to navigate the village turns them into beloved community assets. This approach not only promotes an active lifestyle but also enhances the region's larger trail network with a variety of trail types and experiences. The integration of these trails within the mobility system ensures that Laconia Village is a place where movement is not just about getting from point A to point B, but about enjoying the journey and engaging with the community along the way.

Key:

- Main Street
- Bike and Ped Street
- Drive Street
- Park Green Street
- Neighborhood Street
- Narrow Street
- Trail





An Engaging Trail Network Celebrates Nature's Beauty

Joggers greet the dawn with morning runs along the scenic trails, while cyclists enjoy the winding paths through lush greenery. Families embark on weekend adventures, discovering hidden spots for picnics and bird-watching. In the evening, couples stroll hand-in-hand, the trails illuminated by the moons and stars guiding their way. This identity-defining linear park system not only connects and encircles Laconia Village but also fosters countless moments of joy and community, day and night.

A Rich Sense of Place through Diverse Public Realm Typologies

Laconia Village's diverse public realm typologies create a dynamic environment, blending recreational spaces with unique pathways to foster a vibrant community atmosphere.

The master plan for Laconia Village showcases a variety of public realm typologies that contribute to a rich and unforgettable sense of place. By incorporating the elements discussed in the mobility and open space pages, the village creates a dynamic environment that caters to both active and passive recreation, while championing sustainable community practices and ecological preservation.

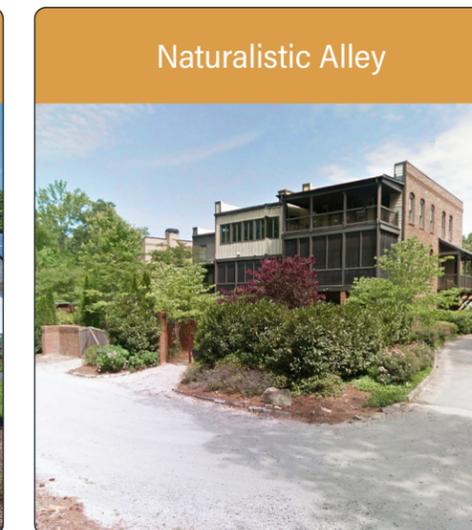
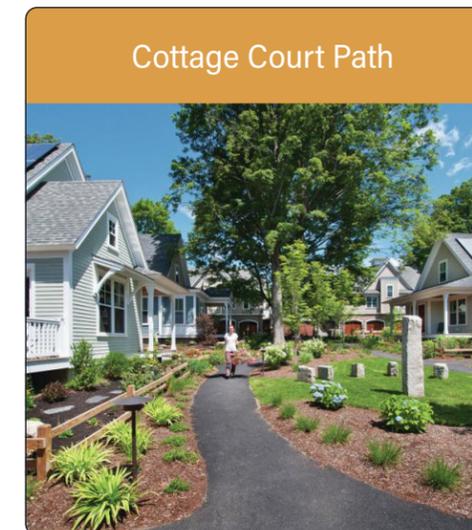
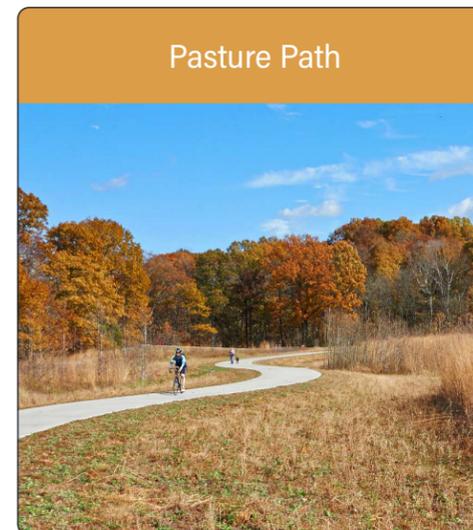
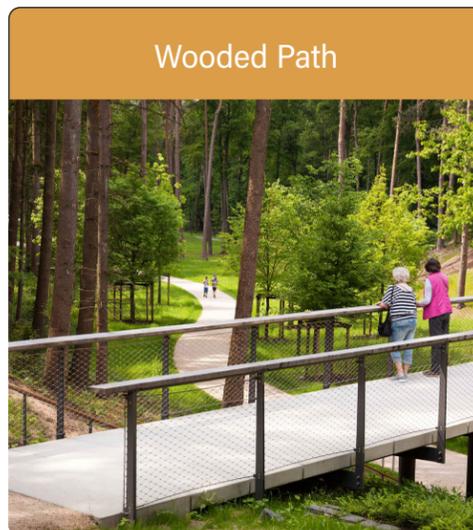
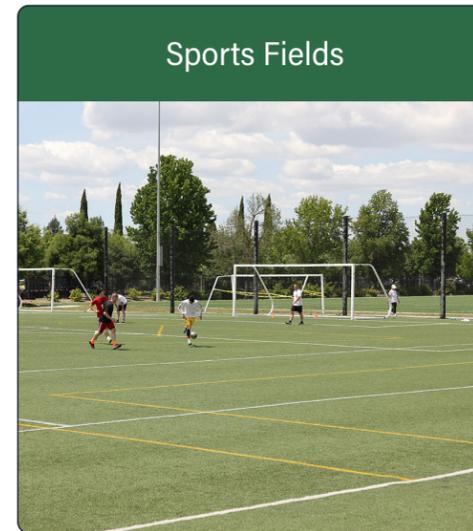
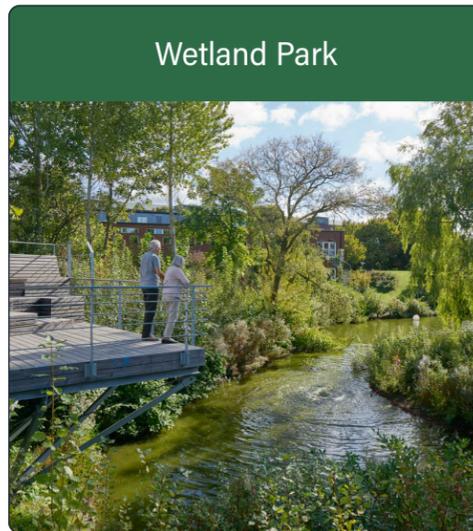
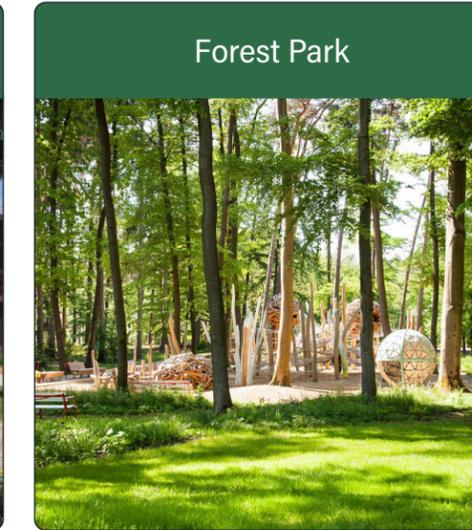
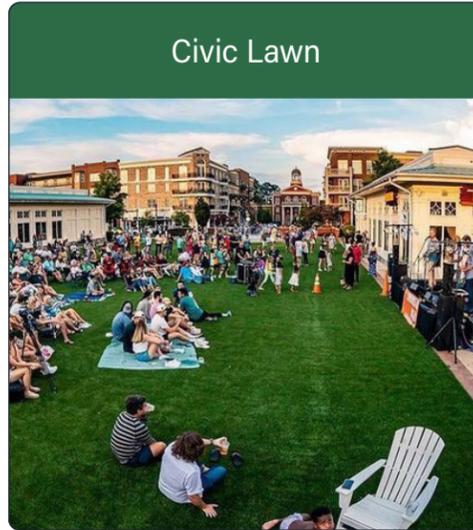
Open space typologies in Laconia Village span a wide range of recreational opportunities. These include a central civic lawn, neighborhood parks, playgrounds, and sports fields. The design also leverages the site's natural features, incorporating forested areas and wetlands to offer unique and immersive experiences.

Corridor typologies in the village include various street types and streetscape elements such as drive lanes, on-street parking, bike lanes, sidewalks, and planting strips. However, the non-vehicular street corridors are the most exciting and recognizable aspect of this development. Pedestrian streets, multi-use paths, wooded paths, pasture paths, cottage court paths, and naturalistic alleys all contribute to a robust and engaging way to navigate the village.

These diverse public realm typologies not only enhance connectivity and access but also enrich the community's daily life. By creating a variety of spaces and pathways, Laconia Village fosters a sense of exploration and discovery, making it a place where residents and visitors can enjoy and share a multitude of experiences.

Key:

- Open Space Typology
- Corridor Typology



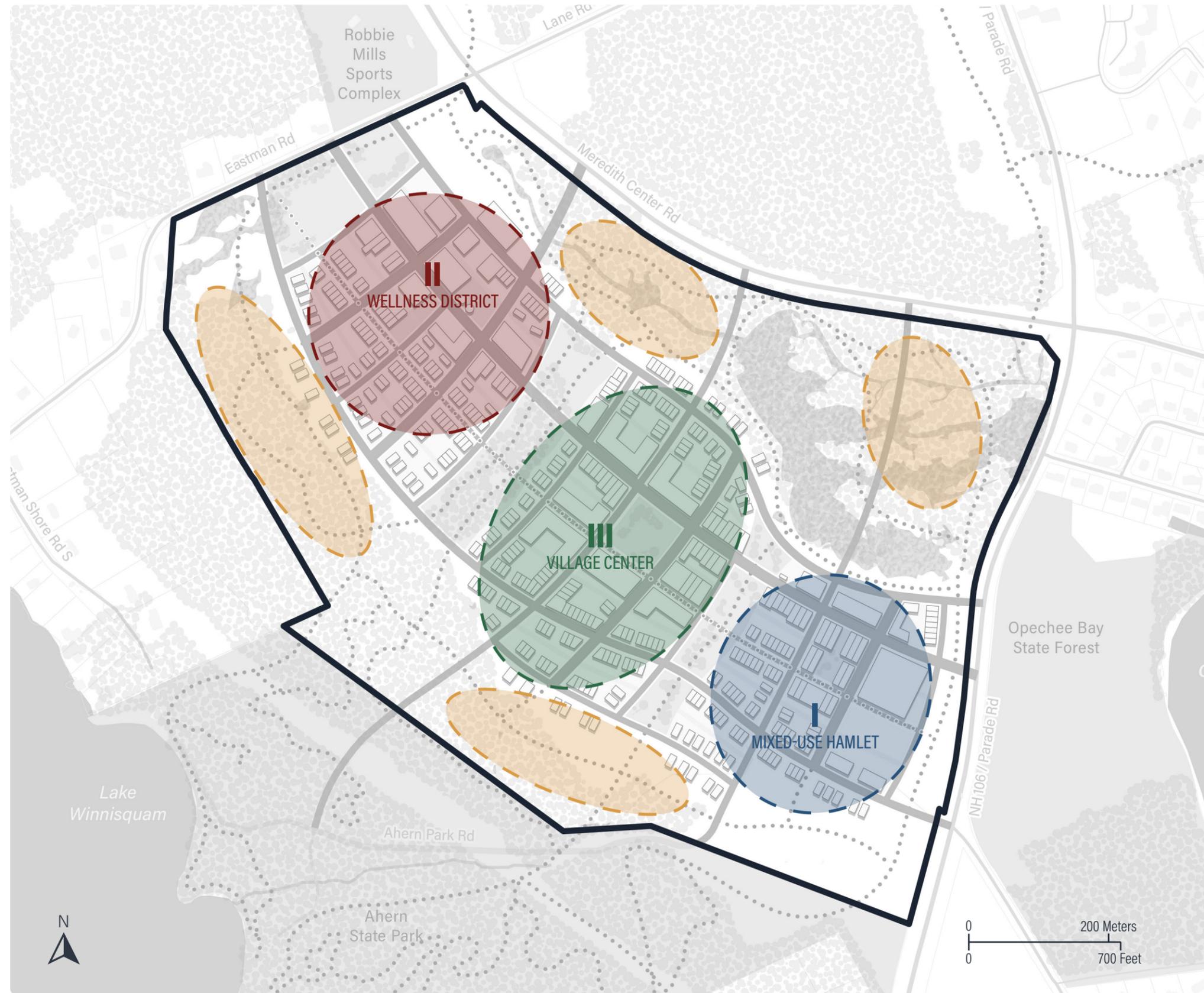
A Responsive Buildout Strategy Ensures Viability

A flexible buildout strategy ensures that Laconia Village remains viable and vibrant, with each phase functioning as a complete community.

The master plan for Laconia Village incorporates a flexible buildout strategy that adapts to on-the-ground conditions, ensuring viability whether the project is built all at once or in staged phases. Each of the three nodes is designed as a self-sufficient, stand-alone community, with all necessary components to function independently. These programmatic elements are largely derived from previous market studies.

The buildout strategy begins with the Mixed-Use Hamlet, the first phase, which includes housing options, neighborhood-serving commercial offerings, and a grocery store. Various thresholds will be identified to determine when this node has been sufficiently absorbed, triggering the development of the next node, the Wellness District, which will feature medical, fitness, and sports facilities. This district will also have a trigger for the final node, the Village Center, ensuring a smooth transition and continuous community development.

This responsive strategy, combined with the concept of complete community nodes, ensures that Laconia Village always feels like a well-rounded, vibrant village, regardless of whether one or all three nodes have been built out. Nodes 1-3 represent the full buildout of the site, while future expansion areas have been identified across the site for potential development only if high needs arise. These zones, currently marked for preservation, show that the property has areas that are still legally developable, but they are set aside in service of environmental protection in accordance with the goals and values of the Laconia Village concept.



I
MIXED-USE HAMLET

Breaking ground and creating a new neighborhood that meets daily needs

II
WELLNESS DISTRICT

Establishing medical and fitness facilities as distinct district anchors

III
VILLAGE CENTER

Providing civic amenities that ground the village and serve all of Laconia

IV
FUTURE EXPANSIONS

Potential sites for additional development if need ever requires

Flexible Buildout Options

Enable Efficiencies

A flexible and responsive development timeline ensures that Laconia Village can adapt to various priorities and conditions, enabling timely completion while aligning with the community's goals and aspirations.

The development of Laconia Village is structured to be flexible and responsive, providing strategic options for buildout through the individual nodes. Initially, a master plan for each node will be developed over a three-month period, followed by a 12-month predevelopment and design phase, and a subsequent 24-month construction period.

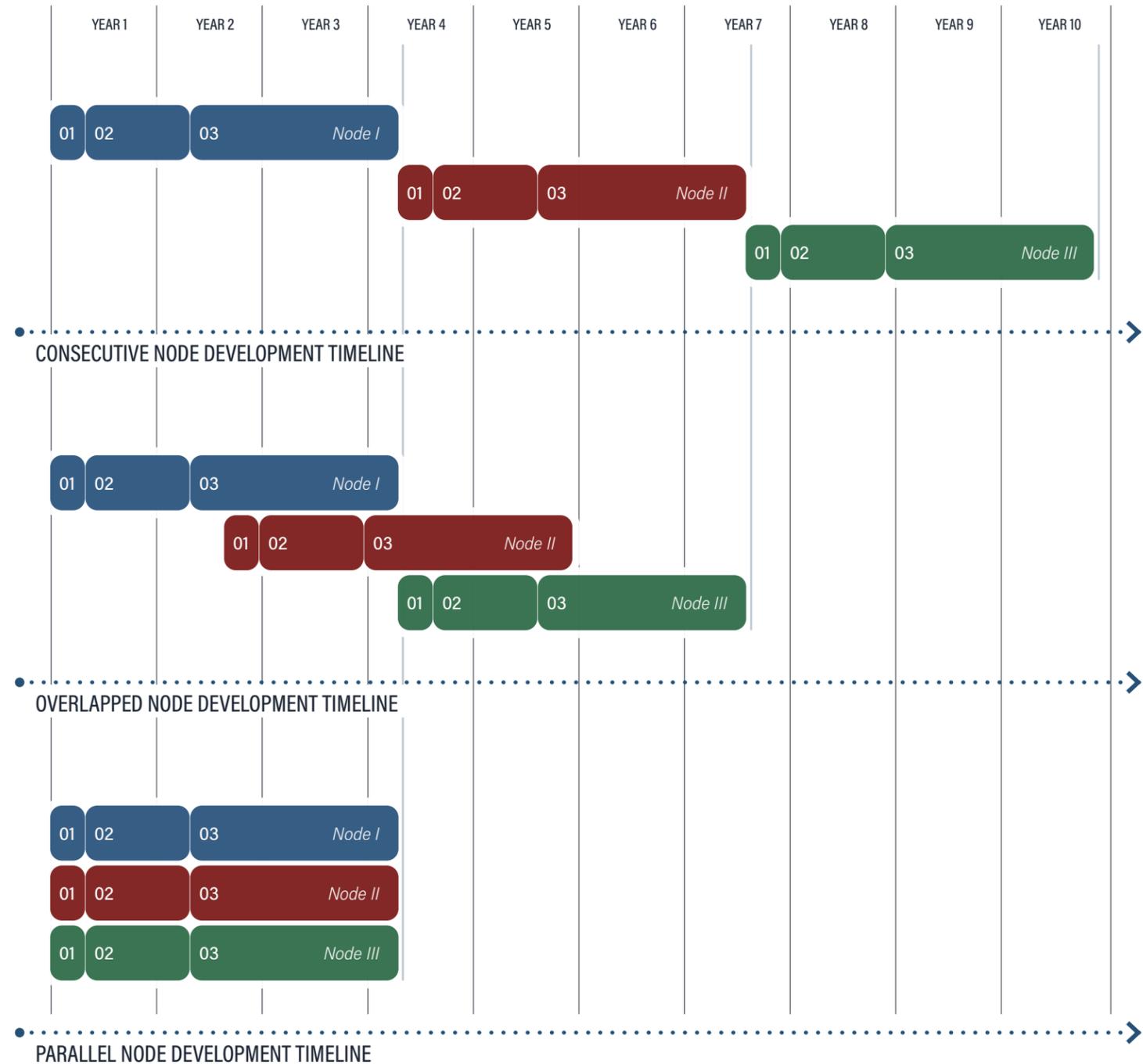
These timelines offer a few pathways for development. The three nodes can be delivered sequentially, where each node undergoes the master plan, predevelopment, and construction phases consecutively. This would extend the overall timeline but allow for a phased and paced approach to development. Alternatively, the nodes can be developed in parallel, significantly reducing the total development time by completing the processes concurrently. There exist some nuanced versions between these two ends of the spectrum, where various degrees of overlap occur.

This flexible approach allows the development to adapt to various priorities and conditions on the ground. Whether the focus is on market fluctuations, city priorities, or community needs, the development can be adjusted to respond effectively. Decision-makers can either play it fast or play it safe, depending on the needs and preferences of all those involved. The City of Laconia can take comfort knowing that the options are flexible in this way.

Regardless of the chosen development strategy, the proposed design ensures that a master plan can be finalized and the master development agreement executed by November of this year. This commitment underscores our dedication to providing a strategic and timely development process that aligns with the community's goals and aspirations.



SINGLE NODE DEVELOPMENT TIMELINE



03

The Expertise

To Deliver Laconia Village



We Leverage Our Local, National, & Global Experience to Bring You Unmatched Expertise

For the next 3 years and beyond, the **needs of Laconia will be ever-changing**. To address these exciting unknowns, the development team consists of **industry leaders, well-versed in this region and these project types**. Leveraging a broad diversity of expertise, the well-rounded team prepared to tackle any challenge.

Pillsbury Realty Development: Leading with Vision and Experience

Pillsbury Realty Development, renowned for its extensive experience in shaping mixed-use community centers, will lead the process of creating Laconia Village. Their expertise ensures that the development is both visionary and implementable. Pillsbury Realty's portfolio includes large-scale mixed-use and planned-unit developments featuring shopping centers anchored by Market Basket supermarkets, diverse housing types, medical facilities, retail spaces, hospitality, and recreational areas. Their commitment to innovative, human-centric strategies ensures they understand and address community needs, creating meaningful experiences for everyone. Pillsbury Realty is dedicated to transforming visions into realities, guiding projects from conceptualization to completion and standing alongside the City of Laconia throughout the journey.

City Collective: Mastering Multidisciplinary Design

City Collective will handle the community planning and design roles, bringing a fresh perspective and innovative solutions to Laconia Village. Recognized for developing vibrant communities across the US and globally, City Collective excels in crafting unique places that integrate development patterns, public spaces, parks, streetscapes, architectural styles, diverse uses, housing options, mobility, infrastructure, and natural resources. Their multidisciplinary expertise spans architecture, urban design, planning, economics, landscape, and interior design, allowing them to provide informed and impactful design choices. City Collective champions communication, collaboration, and exploration, partnering with municipalities and breaking down silos to create unified efforts and meaningful results. Their strategic approach blends dreamers, visualizers, and planners, addressing complex challenges with thoughtful and creative strategies.

Drawing Upon the Best Talent for Each Task

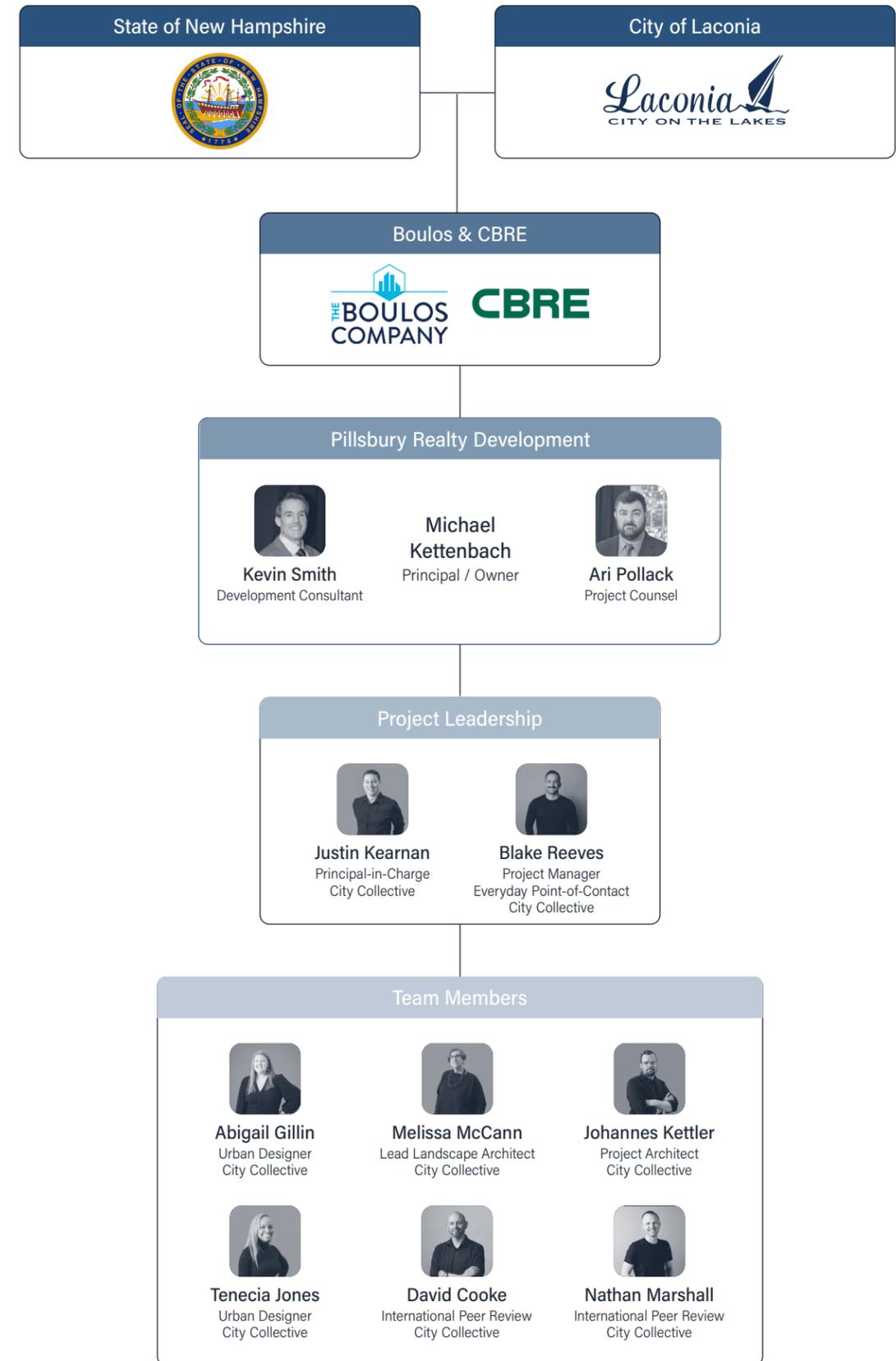
Recognizing the diversity among firms, Pillsbury Realty Development and City Collective prioritize identifying the best-suited expertise for each aspect of the project. This tailored approach maximizes each team member's potential, fostering collaboration and leveraging unique strengths for collective success. This strategy ensures that every aspect of the development is handled by experts, resulting in well-rounded and finely tuned deliverables.

Commitment to Civic Good

The development team is committed to generating the greatest civic good for the City of Laconia and the State of New Hampshire. By drawing upon a broad diversity of expertise and a shared legacy of collaboration, the team is uniquely positioned to tackle any challenge and deliver a project that will stand as a testament to their collective vision and dedication to community-focused development. Laconia Village is poised to become a community activity center for all of Laconia, offering a vibrant, sustainable, and inclusive environment for residents and visitors alike.

Legacy of Implementation

Both Pillsbury Realty Development and City Collective take their commitment to ensuring projects are feasible and implementable very seriously. Pillsbury Realty is known for its meticulous attention to project financing, regulatory approvals, and construction management, ensuring that every development phase is executable and realistic. City Collective complements this with comprehensive planning and design strategies that are not only visionary but also grounded in practical application. Together, these firms have a proven track record of turning ambitious concepts into tangible realities, ensuring that Laconia Village will be a successful, sustainable, and impactful development.



A Project Team Ready to Solve Laconia's Toughest Challenges

PILLSBURY REALTY DEVELOPMENT

Michael Kettenbach
Principal/Owner

Relevant Experience:

With over four decades of expertise in real estate management and development, Michael Kettenbach has demonstrated a remarkable career trajectory marked by significant achievements in both corporate and entrepreneurial realms. Beginning as the Director of Real Estate for Demoulas Super Markets/Market Basket, he played a pivotal role in strategic planning and expansion initiatives for a prominent supermarket chain. Transitioning to co-own and develop RMD, Inc., Michael led the company to specialize in the meticulous planning and development of supermarket-anchored shopping centers, showcasing his proficiency in land planning, design, and leasing strategies.

In 2013, Michael undertook a monumental project as the sole owner, successfully navigating a complex three-year approval process to establish Woodmont Commons, the largest mixed-use development in New Hampshire. Spanning 600 acres across Londonderry, this Planned Unit Development stands as a testament to his vision and leadership, featuring a diverse array of commercial, residential, and community facilities. His strategic approach and attention to detail have earned Woodmont Commons recognition as a model for sustainable and integrated community development.

Why ideally suited for this project:

Michael's extensive experience and accomplishments uniquely qualify him for roles in real estate development and strategic leadership. His proven ability to conceptualize and execute large-scale projects, such as Woodmont Commons, underscores his expertise in managing complex initiatives from inception to completion. Beyond his role as a developer, Michael's contributions extend to community development and infrastructure enhancement, as evidenced by his support for the construction of Exit 4A off I-93, which promises substantial new development opportunities for Woodmont Commons. His comprehensive understanding of real estate dynamics, coupled with a strategic vision for sustainable growth and community integration, positions Michael as an invaluable asset in driving forward impactful development initiatives and fostering economic vitality within the region. Additionally, his hands-on experience with public-private partnerships and navigating regulatory landscapes ensures that projects are delivered efficiently and meet community needs. Michael's ability to balance commercial objectives with community benefits makes him ideally suited to lead transformative projects that drive regional progress.



PILLSBURY REALTY DEVELOPMENT

Kevin Smith
Development Consultant

Relevant Experience:

Kevin Smith brings extensive expertise in municipal management, economic development, and strategic consulting to his role as a Development Consultant. As the former Town Manager of Londonderry from 2013 to 2022, he oversaw a period of remarkable growth, making Londonderry the fastest-growing community in the region. His leadership resulted in significant expansions in industrial and commercial value, greatly enhancing the town's tax base. During his tenure, he established three workforce housing developments, earning him the Housing Champion Award. Smith also served as Chairman of the Pease Development Authority from 2017 to 2022, overseeing a 3,000-acre office and industrial park crucial to New Hampshire's economic infrastructure.

Why Ideally Suited for This Project:

Since becoming a Development Consultant in 2022, Kevin has leveraged his deep understanding of municipal governance and state regulations to facilitate complex development projects. His expertise in navigating municipal and state approvals has been instrumental in securing permits and entitlements for significant ventures such as Woodmont Commons, New Balance's manufacturing facility, and the Village on Technology Hill. Recognized as one of New Hampshire's Top 200 Business Leaders in 2024, and with past distinctions including the Union Leader's 40 Under 40 and New Hampshire Business Magazine's Top 10 Most Influential People, Kevin is a respected leader and innovator in both public service and private enterprise. His multifaceted background, encompassing legislative experience and senior government roles, uniquely positions him to provide strategic counsel and effective solutions in economic development and urban planning.

Qualifications:

Bachelor of Communication (University of New Hampshire-Manchester)



PILLSBURY REALTY DEVELOPMENT

Ari Pollack
Project Counsel

Relevant Experience:

Ari Pollack represents business, construction, land use development, and environmental clients in permitting, development, environmental, and litigation matters. Recognized by peers, he is included in The Best Lawyers in America® for Concord, NH, specializing in Real Estate and Land Use and Zoning Law and Litigation. Ari has been named Concord's "Lawyer of the Year" for Real Estate Law in 2015 and for Land Use and Zoning Law in 2024, 2021, 2017, and 2013, and listed by Super Lawyers® for Land Use/Zoning since 2016. He was part of New Hampshire Union Leader's 2012 "40 Under 40" class and NH Business Review's New Hampshire 200. Ari has managed commercial asset sales and purchases and led state and municipal development, environmental, and excavation permit applications. He handles all phases of construction, permitting, land use law, and real estate development, including mixed-use development, business planning, contractual negotiations, and retaining land use and environmental experts. He also helped acquire rights of way for a natural gas pipeline.

Why Ideally Suited for This Project:

Ari's extensive experience in land use, real estate development, and environmental law positions him to navigate complex legal and regulatory landscapes. His leadership roles, including past chairman and member of the National Association of Home Builders Legal Action Committee, former president, and current management committee member of his law firm, and past-chairman of the Concord Housing and Redevelopment Authority, highlight his project management skills. As Chair-Elect for the Greater Concord Chamber of Commerce and a member of its Executive Committee, Ari is deeply engaged with the community.

Qualifications:

Bach. Business (Colgate University)
J.D. (Boston University School of Law)

A Project Team Ready to Solve Laconia's Toughest Challenges



City Collective

Justin Kearnan AIA
Managing Director

Principal-in-Charge

Qualifications:
M. Urban Design (UC Berkeley),
M. Arch (Wentworth Institute),
BS. Arch (Wentworth Institute)

Relevant Experience:
Justin Kearnan is a Managing Director at City Collective and has founded and led several international design practices across the world. He specializes in affordable and mixed-income housing, emphasizing the creation of sustainable, inclusive communities. He is adept at forming public-private partnerships that combine governmental support and private investment to develop high-quality, cost-effective housing solutions. Justin's portfolio is diverse, ranging from mixed-use developments to large-scale urban renewal projects, demonstrating his ability to manage complex, multi-disciplinary initiatives.

Why ideally suited for this project:
Justin is dedicated to advancing affordable and mixed-income housing solutions that foster sustainable, liveable communities. With extensive experience across various high-impact projects, including Tribute Rising in Durham, NC, and Woodville West in Adelaide, SA, Justin combines a profound understanding of urban policy, development economics, and social equity. His work emphasizes the importance of public-private partnerships and the integration of innovative, comprehensive city-building strategies. Justin's commitment to affordability and liveability ensures that housing developments not only meet financial requirements but also enhance the quality of life for all residents, reflecting his belief in creating inclusive and resilient urban environments

Licensure:

- NH, MA, NC, SC, GA

Recent relevant projects:

- Tribute Rising Phase 1, Durham, NC
- The James, Durham, NC*
- Junction, Raleigh, NC*
- Chapanoke Housing, Raleigh, NC*
- Woodville West, Adelaide, SA
- Bloom, Adelaide, SA
- Panorama, Adelaide, SA
- Morrison Station Master P, Charleston, SC*
- 7th & Tryon, Charlotte, NC*
- Sepia, Boston, MA*
- Ink Block, Boston, MA*
- Southbank, Jacksonville, FL*
- One Seaport, Boston, MA*
- The District, Burlington, MA*
- Boston Landing, Boston, MA*



City Collective

Blake Reeves AICP
Discipline Leader

Project Manager

Qualifications:
MS. Urban Design (GA Tech),
M. City Planning (GA Tech),
Bach. Business (Baylor)

Relevant Experience:
Blake Reeves is a Discipline Leader of Urban Design and Urban Planning at City Collective and has led and advanced significant urban projects across the US and the world.

Blake is a champion for community development and has created a wealth of comprehensive plans and small area plans that employ regulatory frameworks to capture and enable the collective vision of a people.

He is recognized for his inventive community engagement tools that respect each party's role in the planning process. He seeks out opportunities where he can serve as a boots-on-the-ground advocate who makes a space for all people and their stories in a collective design.

Why ideally suited for this project:
An eager urbanist anthropologist, Blake always has his ear to the ground is keenly aware of the ways in which society and culture occupy the human built environment. As a storyteller, he sees urban design as the tool by which communities can creatively transcribe their history, ethos, and identity upon the public realm to create a sense of place and pride in that place.

Blake was born and raised in the Southeast, but has worked with a global practices where he worked on impactful international commissions. Through the Future of Places program, Blake also aided in crafting the public space recommendations for Habitat III, the United Nations' third bi-decennial summit on cities, towns, and villages.

Recent relevant projects:

- Tribute Rising Master Plan, Durham, NC
- Morrison Station Master Plan, Charleston, SC
- Unity Park Plan, Greenville, SD
- Woodfin Town Village Master Plan, Woodfin, NC
- Patriots Point Master Plan, Mt. Pleasant, SC
- Legacy Place Master Plan, Raleigh, NC
- Copper District Master Plan, Clayton, NC
- Summerhill Design Guidelines, Atlanta, GA*
- Huntsville Master Plan, Huntsville, AL*
- Midtown Owners Manual, Atlanta, GA*
- Scranton Waterfront Plan, Cleveland, OH*

A Project Team Ready to Solve Laconia's Toughest Challenges



Abigail Gillin

Senior Designer
City Collective

Proposed Role:

Urban Designer

Qualifications:

B. Arch., B. Env. Design Arch.
(North Carolina State University)

Why ideally suited for this project:

Abigail Gillin is a Senior Designer of Urban Design and Architecture and brings a drive to create accessible, equitable, and contextually-aware places for all. Abigail has a broad spectrum of experience in urban design, urban planning, and architecture-focused projects, working with municipalities and housing authorities across the Southeast. Her notable projects include Tribute Rising Phase 1 in Durham, NC, The James in Durham, NC, Junction in Raleigh, NC, and the Legacy Place Master Plan in Raleigh.

Relevant Experience:

- Tribute Rising Phase 1, Durham, NC
- North Avenue Housing Redevelopment, Atlanta, GA
- The James, Durham, NC*
- Junction, Raleigh, NC*
- Legacy Place Master Plan, Raleigh, NC*
- Morrison Station Master Plan, Charleston, SC
- Unity Park Plan, Greenville, SD
- Woodfin Town Village Master Plan, Woodfin, NC
- Research Triangle Park Master Plan, RTP, NC



Melissa McCann

Team Leader:
Landscape Architecture
City Collective

Proposed Role:

Lead Landscape Architect

Qualifications:

M. Real Estate Dev. (Arizona State University)
BS. Landscape Arch. (Kansas State University)

Why ideally suited for this project:

Melissa is an experienced leader in Urban Planning, Urban Design, Landscape Architecture, and Economics. With a background in Real Estate Development and past project experience including Tribute Rising's Master Plan and Phase 1, Melissa brings a multi-faceted perspective to all housing projects. Melissa's approach to housing and urban development emphasizes the creation of healthy ecosystems, sustainable landscapes, and green urbanism.

Relevant Experience:

- Tribute Rising Master Plan, Durham, NC*
- Copper District Public Realm, Clayton, NC*
- Research Triangle Park Master Plan, RTP, NC*
- Rio Reimagined Greenway Master Plan, Phoenix Metro, AZ
- Living Asheville City Plan, Asheville, NC
- Kiawah City Plan, Kiawah, SC
- Harnett County Plan, Harnett, NC
- Wake Forest Downtown Plan, Wake Forest, NC
- Wilson Downtown Plan, Wilson, NC
- Gateway 42 Small Area Plan, Clayton, NC



Johannes Kettler

Team Leader
City Collective

Proposed Role:

Project Architect

Qualifications:

M. Arch (Bauhaus University),
M. Urban Planning
(Cornell University)

Why ideally suited for this project:

Johannes holds a Master of Architecture from Bauhaus-University Weimar and a Master of City and Regional Planning from Cornell.

In his career so far, Johannes has contributed to and led a wide range of private and public projects bridging the fields of architecture, planning, urban development, and design.

Relevant Experience:

- Tribute Rising Master Plan, Durham, NC*
- Mixed Use Plan, Carey, NC
- Mudcats Stadium District, Wilson, NC
- Wake Forest Downtown Plan, Durham, NC
- Junction, Raleigh, NC*
- Northpoint, Bulloch Co, GA
- NCA&T, Greensborough, NC
- Hillcrest, Wilmington, NC
- Tiergarten, Berlin, ESU
- Winsor-Chavis Community Master Plan and Community Center*
- NCCU Chidley P3 Residence Hall, Durham*
- NCCU Lawson P3 Residence Hall, Durham*
- NCCU George P3 Residence Hall, Durham*
- NCA&T Housing Master Plan*
- Durham Central Library, Durham NC*



Tenecia Jones

Designer
City Collective

Proposed Role:

Urban Designer

Qualifications:

M. Urban Design, BA. Arch
(University of NC Charlotte)
M. Arch (North Carolina State University)

Why ideally suited for this project:

Tenecia Jones is a Designer of Urban Design and Architecture at City Collective and brings a passion for aligning the relationships between the built and natural environment, communities, humans, psychology, and overall health as she designs with inclusivity in mind. Her commitment for inclusive design is inspired by her desire to create safe and equitable places for disenfranchised communities of color. In her career she has worked on various small to large-scale projects in urban design, mixed-use environments, and the public realm.

Relevant Experience:

- Selma Revitalization Plan, Selma, AL
- Fondren Forward Downtown Plan, Jackson, MS
- Copper District Public Realm, Clayton, NC*
- Legacy Place Master Plan, Raleigh, NC*
- Morrison Station, Charleston, SC*
- Tribute Rising Master Plan, Durham, NC*
- Woodfin Town Village Master Plan, Woodfin, NC
- Research Triangle Park Master Plan, RTP, NC
- Patriots Point Master Plan, Mt. Pleasant, SC



David Cooke RAlA, MPiA

Founding Director
City Collective

Proposed Role:

International Peer Review

Qualifications:

M. Urban Design (Berkeley),
M. Planning (UD) (Adel), B. Arch (Hon1 Adel),
B. Design St. (Adel)

Why ideally suited for this project:

David Cooke has the unique skillset of being an internationally qualified Urban Designer, a registered Architect and an accredited Planner.

David's experience sees him tackle complex projects that require a full breadth of his skills in holistic design thinking and stakeholder leadership to deliver successful strategies and outcomes, for Cities, Governments, Institutions and the private sector.

David has earned a reputation for designing and managing urban design and architectural projects from master plan through to completed construction.

Relevant Experience:

- Coffin Bay Master Plan & Structure Plan
- Thebarton Precinct Master Plan, SA
- Oakden Master Plan, SA
- Seaton Structure Plan, SA
- Unley Master Plan & Urban Study, SA
- UnitingSA Eleanora Development, SA
- O-Bahn Interchange Urban \Design & Planning Study, SA
- Melbourne FC Training & Administration Facility, VIC
- MFC MCG & Casey Fields Facility Upgrades



Nathan Marshall

Principal Landscape Architect
City Collective

Proposed Role:

International Peer Review

Qualifications:

M. Landscape Arch., Bach. Design Studies,
(University of Adelaide), Cert. Project Management
(Australian Institute of Management)

Why ideally suited for this project:

Nathan is a Registered Landscape Architect with a background in Capital City Local Government. Nathan has undertaken the delivery of design projects such as parks and reserves within greenfield developments, public spaces including urban and regional parks, in addition to coauthoring of Master Plans and Urban Design strategies.

Relevant Experience:

- Adelaide Central Markets Redevelopment Landscape Master Plan
- Pardipardinyilla/Park 2 Adelaide Park Lands Community Hub & Boulevard
- Gumeracha Federation Reserve and Oval Masterplan
- West End Village Association, Greening the West End Strategy
- Waymouth Street Outdoor Dining Precinct
- Gawler Place Upgrade
- Light Horse Memorial Concept, East Terrace
- Alice Dixon Memorial Garden, Victoria Square
- Park 18 Historic Rockery Refurbishment
- Kingston Gardens/Park 23 Landscape Improvements Historic Band Stand
- West Terrace Landscape Renewal



We Have a Legacy of Delivering Mixed-Use, Walkable, and Vibrant Places



Woodmont Commons A 600-Acre Mixed-Use Development

Company: Pillsbury Realty Development
Location: Londonderry, NH

Woodmont Commons is a transformative mixed-use development in Londonderry, New Hampshire, spanning over 600 acres. Designed to create an urban village-style, walkable community, it seamlessly integrates residential, commercial, and recreational spaces. Located just off I-93 Exit 4, the development offers convenient access to the city, water, and mountains.

The project includes 150 residential units, 100,000 square feet of retail space, multiple restaurants, a brewery, and 87 luxury apartments with 23,000 square feet of ground-floor retail space. Beyond building structures, it fosters a community with parks, walking trails, and community amenities.

Woodmont Commons significantly benefits the community by promoting economic growth, attracting new businesses, and creating job opportunities. It enhances residents' quality of life with high-quality housing, recreational facilities, and spaces that encourage social interaction and a strong sense of community. The project supports local infrastructure development, including the construction of Exit 4A off I-93, improving connectivity and accessibility. Emphasizing mixed-use spaces ensures residents have access to essential services and amenities within walking distance, promoting a healthier, more active lifestyle. Woodmont Commons combines modern urban design with rural charm, poised to become a landmark destination in New Hampshire.



Mixed-Use Development Anchored by Market Basket

Company: Pillsbury Realty Development
Location: Londonderry, NH

The mixed-use development in Londonderry, New Hampshire, anchored by the Market Basket supermarket, is a vibrant community hub designed to cater to diverse needs. Market Basket serves as the central retail anchor, playing a crucial role in centering the community by providing essential services and drawing foot traffic to the area. The development features retail spaces and recreational areas, creating a dynamic and inclusive environment. It aims to blend convenience with community, offering a space where residents can shop and enjoy various amenities in one cohesive setting.



The District Burlington Master Plan

Company: City Collective
Location: Burlington, MA
Client: National Development

Project was completed by Justin Kearnan while at Elkus Manfredi.

The District Burlington is a 49-acre mixed-use campus in Burlington, Massachusetts, developed by National Development and completed in 2017. It transformed the former New England Executive Park into a vibrant business environment with 1.1 million square feet of office space and 22,500 square feet of retail and restaurant space. The campus includes six on-site restaurants, such as Island Creek Oyster Bar and Tuscan Kitchen, nature trails, pedestrian pathways, and pocket parks, promoting wellness and social interaction. Additionally, a 170-key Marriott Residence Inn supports business

The development emphasizes convenience and accessibility, strategically located with easy access to major highways and public transportation. Key tenants like TD Bank enhance its appeal, creating a dynamic, self-sufficient community that blends modern amenities with historical roots. This blend of tradition and innovation reflects the site's evolution from a family farm and town schoolhouse to a contemporary mixed-use development. The District Burlington stands as a testament to forward-thinking development, offering a well-rounded, engaging environment that meets the needs of businesses, employees, and visitors.



Copper District Master Plan

Company: City Collective
Location: Clayton, NC
Client: Craig Davis Properties

Project was completed by team members while at LS3P.

The Copper District is a visionary mixed-use development located in Clayton, NC, blending small-town charm with modern amenities. Situated on land with historical roots as a family farm and a town schoolhouse, the development captures the spirit of agricultural ingenuity and civic good. The branding focuses on creating a vibrant, inclusive community that celebrates Clayton's rich agricultural history while incorporating contemporary urban features.

The Copper District offers walkable neighborhoods, diverse housing options, and robust commercial offerings. The project includes local businesses, cultural assets, and public amenities, providing a high quality of life for residents. Extensive green spaces and community gardens foster a

connection to nature, while pedestrian-friendly pathways encourage active living. Housing types range from single-family homes to modern apartments, catering to various demographics. Cultural and recreational facilities such as parks, playgrounds, and community centers support community engagement and social gatherings. The design incorporates sustainable practices, using local materials and green building techniques. The Copper District aims to be a landmark destination in Clayton, blending historical reverence with modern convenience, offering a unique living experience supported by a mix of local businesses and public amenities.



Assembly Row Master Plan

Company: City Collective
Location: Somerville, MA
Client: Federal Realty

Project was completed by Justin Kearnan while at Elkus Manfredi.

Assembly Row is a vibrant mixed-use development along the Mystic River. The dynamic neighborhood features a blend of retail, dining, entertainment, residential, and office spaces, with over 500,000 square feet of retail space housing diverse stores and restaurants. Entertainment options include LEGOLAND Discovery Center and an AMC theater, providing ample leisure offerings. Housing options consist of modern apartments and condominiums catering to various lifestyles. Diverse office settings foster a bustling work environment. The project is home to a dedicated transit station. Assembly Row is home to parks and waterfront areas offering recreational opportunities and scenic views. This integration of urban living with natural surroundings creates a balanced and engaging community atmosphere.



Boston Landing Master Plan

Company: City Collective
Location: Boston, MA
Client: NB Development

Project was completed by Justin Kearnan while at Elkus Manfredi.

Boston Landing is a premier mixed-use development spanning 15 acres, designed to attract both businesses and residents. The site includes 1.9 million square feet of state-of-the-art office space, featuring the New Balance global headquarters and facilities for Bose and the Boston Celtics. It offers 295 modern residential units, over 80,000 square feet of retail shops, and diverse dining options, creating a vibrant community setting. Notably, it houses the Bruins' 75,000-square-foot Warrior Ice Arena and the Celtics' 70,000-square-foot Auerbach Center, making it an iconic destination for sports and fitness. With a dedicated commuter rail station providing access to downtown and extensive parks, and recreational areas, Boston Landing strategically blends work, living, and play in a dynamic environment.



Woodfin Town Center Plan

Company: City Collective*
Location: Woodfin, NC
Client: Town of Woodfin

Project was completed by team members while at LS3P.

The Town of Woodfin engaged our team to assist with the unique challenges and opportunities facing the burgeoning town to re-imagine a new town hall and civic center. We co-created a conceptual vision and design for a future town hall that better meets the staff and community needs, evaluated optimal town parcels, and provided a tangible implementation strategies to achieve success. Through stakeholder engagement, the master plan identified six key goals that drove decision-making including updating the workplace for all users of the building, promoting community-wide pride, showcasing sustainability, becoming a welcoming community space,

focusing on accessibility and safety, and creating a one-stop shop for civic services that benefits all residents. The Vision focused on the Heart of Woodfin's Celebrations, Civic Life, Education and Outdoor Activities. Our recommendation not only provides a highly functional town facility - 16,500 gsf of flexible program for town administration, the police department & community center, while seamlessly integrating a public park and amenities for the community gather and thrive



A Legacy of Mixed-Use Destinations Across the Globe



Kildaire Farm Road Corridor Plan

Company: City Collective
Location: Cary, NC
Client: Town of Cary

Under an on-call urban design contract with the Town of Cary, our team was tasked with reimagining the Kildaire Farm Road Corridor, slated for major construction due to sewer upgrades. Recognizing the existing necessity for investment in a key section of the road, the Town challenged us to envision comprehensive improvements that would transform the corridor from a suburban arterial road into a community-centered multimodal corridor. Our framework included a range of potential interventions integrating physical enhancements, policy adjustments, and economic development initiatives. Through detailed street section graphics, we illustrated the diverse uses adjacent to the road, the physical context, and necessary interventions across various phases of investment. These graphics allowed us to clearly express the range of potential investments at play as well as phasing strategies, equipping the Town with a thorough understanding of available options for informed decisions aligned with the community's long-term objectives.

Project was completed by City Collective team members while at LS3P.



Morrison Station

Company: City Collective, Integral
Location: Charleston, SC
Client: Charleston Housing Authority

Morrison Station aims to transform a historically significant site in Charleston into a vibrant, mixed-income, and mixed-use community. The project will deliver a total of 1,116 housing units across three phases, with a focus on affordability and attainability. Of these units, 32% will be affordable to families earning at or below 80% of the Area Median Income (AMI), 18% will be attainable for those earning between 80% and 120% of AMI, and the remaining 50% will be market-rate units. This approach ensures a diverse community where residents from different economic backgrounds can live together. The redevelopment also includes a mix of unit types, from micro-units to five-bedroom apartments, catering to various family sizes and needs. Morrison Station is strategically designed to enhance the Eastside Community's connectivity and livability. The plan incorporates extensive green infrastructure, such as lush tree canopies to create walkable streetscapes and public recreational spaces.

Project was completed by City Collective team members while at LS3P.

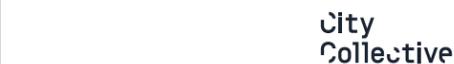


Tribute Rising Mixed-Income Housing

Company: City Collective
Location: Durham, NC
Client: Durham Housing Authority/Integral

The Tribute Rising project aims to reconnect the historic Hayti District in Durham, creating a vibrant and inclusive community that honors its rich history. This master plan focuses on providing over 850 housing units, including affordable senior living, mixed-income residential units, and live/work spaces. The development will feature up to 50,000 square feet of retail space, a healthcare clinic, and over six acres of open and community spaces, including Hayti Hilltop Park and the Community Commons. These amenities are designed to serve all generations, fostering a sense of belonging and community engagement.

Central to the plan is the integration of historical elements with modern needs, creating a seamless connection to the surrounding areas like the American Tobacco Campus and Downtown Durham. Key design strategies include preserving the robust tree canopy, recreating the historical street grid, and anchoring the site with community spaces for local events and gatherings.



Selma Downtown Vision Plan

Company: City Collective
Location: Selma, AL
Client: Melville Charitable Trust

Mired by economic disparities, disinvestment, and overburdened infrastructure all stemming from the systematic racism from the mid-20th century, the City of Selma and PERC (Partnership for Equitable and Resilient Communities), in partnership with the Biden Administration, engaged City Collective to develop a once-in-a-generation vision and action plan for Downtown Selma. City Collective has developed a bold vision for physical interventions, coordinated private investment, projected infrastructure improvements, crafted economic development strategies, and united regulation and policy all to unlock the promise the US made to the Black community 60 years ago: that everyone has an opportunity in Selma and this great nation.



Legacy Place Master Plan

Company: City Collective
Location: Raleigh, NC
Client: Legacy Alliance Group

The master plan for Legacy Place in Southeast Raleigh aims to transform a 74-acre site into a vibrant, community-focused district addressing the area's needs and building on the legacy of the Word of God Fellowship. The project seeks to provide essential amenities such as grocery stores, restaurants, affordable housing, and entertainment options. Leveraging its prime location near downtown Raleigh and key transportation corridors, Legacy Place is envisioned as a hub for innovation, job creation, and community engagement, fostering a mixed-use environment where residents can live, work, and play. The plan outlines six key goals: building upon the legacy of the existing church community, creating an incubator for generational wealth, establishing a place to serve the community, providing diverse housing and employment opportunities, ensuring access to daily necessities for all income levels, and equipping the community with educational and innovative resources.



Junction Housing

Company: City Collective
Location: Raleigh, NC
Client: Kane Realty

The Junction Housing project aims to create a vibrant, mixed-use community near the I-540 corridor, featuring 200-250 residential units with diverse amenities. Key goals include maximizing density, fostering a distinct destination identity, and ensuring efficient, engaging experiences for both pedestrians and drivers. The design integrates active ground-floor uses, intimate residential walk-ups, and private amenity courtyards, with parking strategically placed to enhance the public realm. Leveraging proximity to the Neuse River Trail, the project activates retail and food services, blending neighborhood intimacy with urban convenience.



04

Our Approach

For Viable Implementation



A Well-Rounded Development Strategy

The development strategy for Laconia Village integrates diverse uses across three nodes—residential, wellness, and commercial/civic.

The development strategy for Laconia Village thoughtfully employs a diversity of uses across the three distinct development nodes, ensuring a well-rounded and vibrant community. Each node is designed with a specific focus to cater to various needs while maintaining a cohesive overall vision.

Node One: The Mixed-Use Hamlet

This node prioritizes housing options and neighborhood-serving commercial offerings. It includes a mix of housing types to accommodate different demographics and fosters a sense of community with local shops and services. The presence of a grocery store further anchors this node, providing essential daily needs and enhancing convenience for residents.

Node Two: The Wellness District

This node focuses on health and wellness, featuring medical office space as well as fitness and sports facilities. It provides residents with access to healthcare services and recreational opportunities, promoting a healthy and active lifestyle. The strategic placement of these facilities ensures they are easily accessible, encouraging regular use by the community.

Node Three: The Village Center

The heart of Laconia Village, this node combines commercial, civic, and social spaces. It includes retail shops, restaurants, and public gathering spaces, creating a vibrant atmosphere for social interaction and commerce. The Village Center also hosts key civic buildings, such as a city hall, which serves as a focal point for community engagement and governance.

By diversifying the uses across these nodes, the development strategy ensures that Laconia Village can adapt to changing needs and priorities. This approach creates a dynamic environment where residents can live, work, and play, fostering a strong sense of community and making Laconia Village a desirable place to call home.

	01: Mixed-Use Hamlet		02: Wellness District		03: Village Center		Total Development	
	Units	SF	Units	SF	Units	SF	Units	SF
Commercial	-	93,500	-	163,500	125	118,000	125	375,000
<i>Grocery</i>	-	65,000	-	-	-	-	-	65,000
<i>In-Line Retail</i>	-	16,500	-	16,500	-	22,000	-	55,000
<i>Medical Office</i>	-	-	-	60,000	-	-	-	60,000
<i>Small Office</i>	-	12,000	-	12,000	-	16,000	-	40,000
<i>Recreation</i>	-	-	-	75,000	-	-	-	75,000
<i>Hospitality</i>	-	-	-	-	125	80,000	125	80,000
Civic	-	-	-	-	-	75,000	-	75,000
Residential	372	505,000	782	905,000	862	1,090,000	2,017	2,500,000
<i>Townhouses</i>	84	120,000	84	120,000	112	160,000	280	400,000
<i>Duplexes</i>	30	75,000	30	75,000	40	100,000	100	250,000
<i>Triplex</i>	63	75,000	63	75,000	83	100,000	208	250,000
<i>Quadplex</i>	63	75,000	63	75,000	83	100,000	208	250,000
<i>Courtyard</i>	25	30,000	25	30,000	33	40,000	83	100,000
<i>Cottage Courts</i>	50	60,000	33	40,000	-	-	83	100,000
<i>Live/Work</i>	-	-	-	-	20	100,000	20	100,000
<i>Multifamily - Senior</i>	-	-	250	250,000	-	-	250	250,000
<i>Multifamily</i>	58	70,000	235	240,000	490	490,000	783	800,000
Total	372	598,500	782	1,068,500	987	1,283,000	2,142	2,950,000

The background is a dark green topographic map with white contour lines. A white outline delineates a specific area, likely a village or a project site, which is roughly rectangular but has several irregularities and indentations. The text 'LACONIA VILLAGE' is positioned in the bottom-left corner, with a vertical line to its left.

**LACONIA
VILLAGE**