



City Revitalization



Garland Strategic Plan

Halcyon created a Strategic Plan for Garland Texas, a first tier Dallas suburb facing significant demographic changes, retail vacancy and manufacturing obsolescence.

Tasks included an Economic Business Plan for supporting existing Industry Clusters, and drafting Vision Plans for selected Investment Zones to transforming vacant sites with up-zoning to new higher-density Live-Work-Learn Districts.

Sizeable Tax Increments thus produced would facilitate the distribution of Civic amenities with a deliberate focus on magnet schools for Science & Math, Environmental Sciences and Digital Media Arts.

Halcyon advised on shifting Economic Development efforts to focus on Strategic Industry Clusters suitable for the DFW Region and extra effort dedicated to Garland's existing largest employers. Direct solicitation for re-use of vacant Shopping Centers as Tech Industry Back office was recommended.

We also drafted enhanced Public Relations and Industry Outreach Strategies, with Garland as host to organized Symposia and starting a Developer Roundtable Series.

With JHP Architects

Boston City Hall Plaza Revitalization

For GSA's New England Division prepared a series of Development Scenarios for the agency's use in responding to Civic/Private efforts underway for the Revitalization of Boston's City Hall Plaza. Languishing for years, City Hall Plaza has become an enormous, wind-swept, under-utilized space. GSA, also considering the obsolescence and underutilization of their property, was considering alternative use and disposition strategies.

Development Scenarios ranged from minor alterations of existing GSA buildings (adding a "City Room" featuring corporate sponsored interactive kiosks, a Museum of Museums, historical celebrations, expanded live performance/event facilities, etc) to redevelopment of a GSA-sponsored or Joint Venture Hi-Rise Office and new Retail to re-energize one of Boston's greatest public spaces

with E&Y and Koetter Kim





City Revitalization Strategies



New Haven CBD Revitalization

The Town Green Special Services District and the New Haven Foundation requested a CBD Retail Strategy to define a site-specific revitalizing plan for New Haven. The cornerstone effort is the turnaround of an existing troubled city mall at the 100% location --turned inside out through dramatic architectural intervention and deft merchandising ---converted into two-level Urban Entertainment Center , street –facing Specialty Retail, and a Conference Center facility for adjacent Yale University and Hospital.

Concepts include catalytic re-use of historic buildings and several Ninth Square land parcels for a New England Market Hall as a part of the Food Network, a Crafts Bazaar and Regional Antiques Hall, and Retail along Crown and Chapel Streets oriented to Urban Lifestyle . Drawing on identified market support from the CBD Workforce, Yale, the Hospital and regional visitors, the Strategic Plan creates a unique “necklace” of compelling pedestrian experiences and sustainable uses in a street-friendly environment that will offer unique Cultural and Retail attractions to sustain New Haven.

(For Ernst & Young)

Coney Island Regeneration

For NYC Economic Development Commission, Halcyon prepared RFP and selected Team including Davis Brody Bond, Ernst & Young, and StreetWorks, to devise a series of Strategies to revive the Urban Entertainment components of Coney Island and suggest additional uses to stabilize and expand the site as a Live / Play environment.

The residential potentials were intended to create a new hipper neighborhood concept that would also protect the historic character of Coney Island

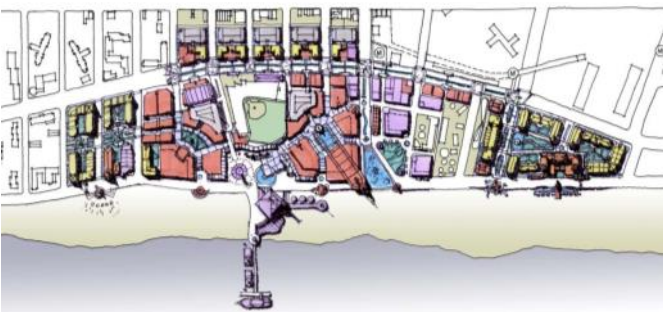
The Halcyon team proposed a significant expansion of 4500 Mixed Use Residential units, 250,000sf of Community Retail with destination Grocery Superstore and new concepts for 500,000 sf of Amusements / Cinema / Lifestyle Retail and Sports Exposition.

Under direction of Prof Buckley the Columbia CHDD Studio also explored more radical Sports Equipment Demonstration such as a Snowboarding Pavilion with collections of themed Specialty Retail and Ethnic Foodservice concepts

StreetWorks / Columbia CHDD with Prof Buckley



X Sports Concept



Neighborhood + Amusements +Aquarium Concept