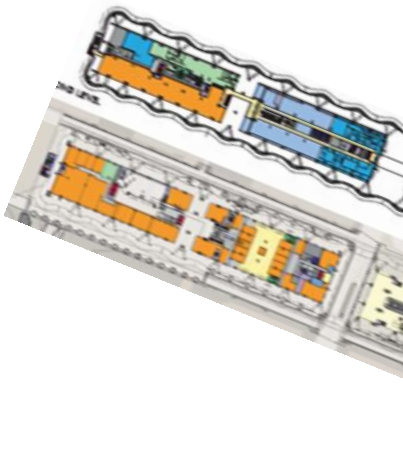




## Transit Oriented MXD Development



### Transbay Terminal San Francisco

Transbay Joint Powers Authority asked Halcyon to create Retail /Cultural concepts for a new Terminal to serve Regional Buses, Caltrans, and the Fast Train from LA.

We established a Merchandise Mix for Concourse, Ground, and Second Levels featuring the Natoma Street of Cafes, Shaw Alley Food Hall , Park level Restaurant and Overlook Bar Pavilions, with Stage and Media Board, Activation Strategy for performances / festivals, and a prototype exposition “Digital Loft” for Media Arts.

We drafted an Interim Use Strategy for lower levels during the six-year phase-in of Train Service, analyzed Park / Retail customers, projected Park Level Event Schedules and Revenues, and Foodservice / Retail/ Media revenue model to project ten-year NOI / NPV Cash Flows and potential excess allocation to reduce CAM expenses, Implementation advice included Base Building HVAC and System improvements and Master Operator / Lessee options.

*with Pelli Clarke Pelli + Karin Bacon Events*

### East Side Access Project NYC New LIRR Concourse at Grand Central

For the MTA /LIRR Consortium building the rail tunnel for long Island Railway deep under Park Ave to Grand Central Station, Halcyon served as Advisors for the new Concourse Retail and Foodservice Layout and Merchandise Mix.

We assisted the Consortium in redesigning the Concourse to feature Foodservice Clusters at the dramatic Escalator entry's and identified a mix of Mini-Anchors and complementary Specialty Retail as amenities to both LIRR / MTA Ridership and Midtown Manhattan workforce and visitors.

Halcyon also identified a site adjacent the concourse along with a high-rise Mixed Use Office concept — enabled by a Zoning Bonus for providing a new Transit Portal —could also be the driver for new Midtown Development surrounding the transit improvements.

*with UTA Advanced Design Studio + ESA Consortium*

