

EXHIBIT A
LETTER OF INTEREST

May 12, 2017

To: Boston Planning & Development Agency

Re: RFI for the Activation of the Charlestown Navy Yard Waterfront & Water's Edge

Being duly authorized to represent and act on behalf of Biederman Redevelopment Ventures (the "Applicant"), and having reviewed and fully understood all of the requirements and information provide, the undersigned hereby submits the attached Application and supporting materials and hereby applies for the opportunity to provide or submit a proposal for the activation of the Charlestown Navy Yard waterfront and water's edge as described in the RFI for the Activation of the Charlestown Navy Yard Waterfront and Water's Edge (the "RFI"). Capitalized terms used herein but not otherwise defined shall have the meanings ascribed to such terms in the RFI.

The BPDA is hereby authorized by the Applicant to conduct any inquiries and investigations to verify the statements, documents, and information submitted in connection with this Application, and to seek clarification from references and other third parties regarding any financial and experience issues.

If the BPDA has any questions regarding this Application, please contact the following individual(s):

Dan Biederman
President
110 West 40th Street, Suite 2008
New York, New York 10018
212-390-1122
dbiederman@brvcorp.com

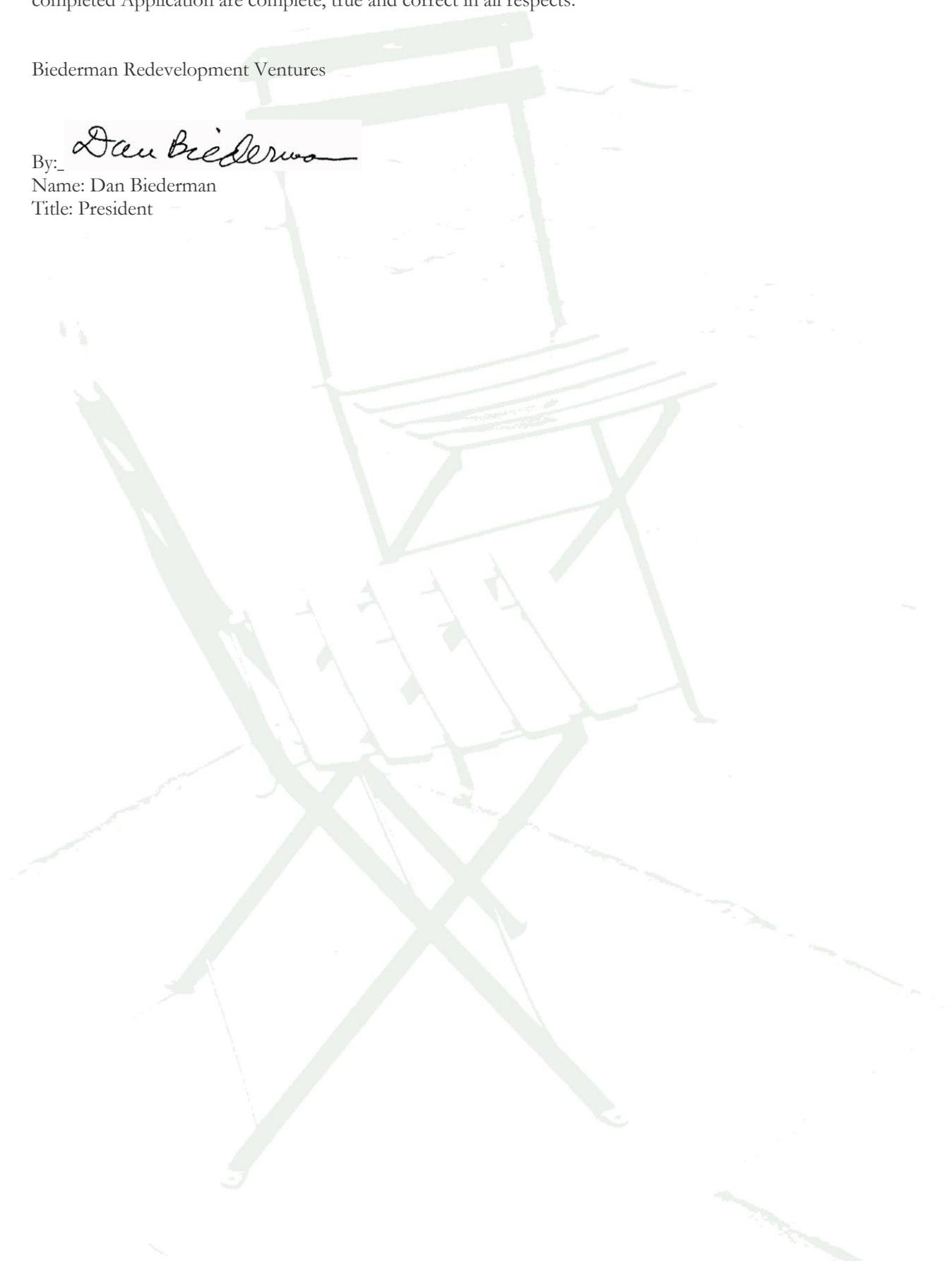
The undersigned confirms and warrants that there is no officer, director, partner, employee or spouse of any of the foregoing categories of individuals who is:

- (a) An elected official of the City of Boston or an employee of the City of Boston; or
- (b) Related to or has any business or family relationship with any elected official of the City of Boston or any employee of the City of Boston, such that there would be any conflict of interest or any appearance of conflict of interest in the evaluation or consideration of this Application by the BPDA.

The undersigned declares that the statements made and the information provided in the duly completed Application are complete, true and correct in all respects.

Biederman Redevelopment Ventures

By: 
Name: Dan Biederman
Title: President





Activation of the Charlestown Navy Yard Waterfront

Letter of Interest from

Biederman Redevelopment Ventures

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Organization Structure



Biederman Redevelopment Ventures
225 Franklin Street, 26th Floor
Boston, MA 02110

Primary contacts and titles:

Ted Furst, Project Manager, Boston Office
617-217-2236, tfurst@brvcorp.com

Ashley Langworthy, Director, San Francisco Office
415-613-5431, alangworthy@brvcorp.com

Biederman Redevelopment Ventures (BRV) specializes in creating, programming and activating, redeveloping, operating, and financing public urban redevelopment projects. BRV works for real estate developers, government agencies, and non-profit organizations (and often a combination of the three) to create clean, safe, active, and beautiful spaces.

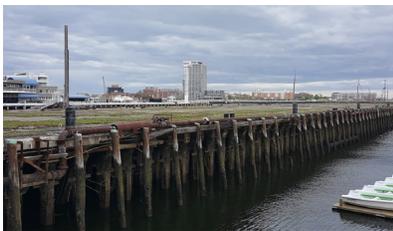
BRV prioritizes the community first and foremost; we believe a public space only succeeds if it caters to the wishes of the public. This community-driven programming guides our process and helps us shape new and existing parks and public spaces into well-loved destinations. BRV emerged from the work of Dan Biederman in Manhattan, where he became known as the “mayor of Midtown” after creating and operating the largest contiguous public realm redevelopment area in United States history, revitalizing the neighborhoods around Bryant Park, Grand Central Terminal, and 34th Street/Penn Station. In the 1970’s and 1980’s, Bryant Park was New York’s most dangerous park - it was often referred to as “Needle Park” - and was the site of many muggings and murders. When the park reopened in 1992 to widespread acclaim, the park launched a slate of programming and interactive amenities designed to bring the community together. Today, Bryant Park has become an international model of urban vibrancy, providing programs and amenities to the public all year.

In 1998, Dan formed BRV to apply the techniques and principles developed at these projects to cities far and wide. Over the years, BRV has consulted on a wide variety of projects, ranging from small parks to waterfronts to large urban districts. BRV is not just a planning firm—we implement the work. With extensive experience in developing and redeveloping public amenities, BRV is exceptionally equipped to invent realistic, achievable strategies to create active and attractive public spaces. And, as the operator of several high-profile public spaces, BRV understands the ins and outs of managing large-scale, prestigious public amenities. With these skillsets, BRV not only imagines new public spaces; we have the on-the-ground expertise to make them a reality.

Website: www.brvcorp.com



Summary of Activity



The Charlestown Navy Yard has all the makings of a world-class public amenity. We know that it is the city's priority to generate year-round interest and attract uses to the ground floor facilities along the Harbormwalk. To accomplish this, BRV advocates for a holistic approach that considers all programming possibilities. Amazing public spaces succeed through the cooperation of both the ground-floor retail and the surrounding public realm. When these two types of public spaces work together to create a special, one-of-a-kind experience, that is when the public takes notice.

Description of Proposed Activity

The Charlestown Navy Yard is a remarkable public asset, with the potential to be a world-class destination for the neighborhood, greater Boston area residents, and visitors to the city. Its prime waterfront location, views and proximity to downtown, historic assets, and nearby residential population all make it ripe for a comprehensive calendar of programming, activating the spaces on a day-to-day basis, allowing for larger events, generating seasonal interests to create a year-round destination, and encouraging interactions with the water.

Our Process

With a careful eye for creating lively and attractive public spaces, BRV leads a comprehensive effort of programming and activation for urban civic spaces. Along with the programming, BRV develops operating plans with self-sustaining revenue and expense budgets. By prudently executing the programming and operating plan, BRV ensures that the vision for the redevelopment can be made into a reality.

BRV offers a comprehensive programming and activation philosophy that is both highly creative and grounded in market realities, as well as a proven track record in devising redevelopment strategies for complicated projects that balance economic and programmatic goals. We believe that public outreach, rigorous research and market analysis, and inventive ideas form the backbone of any successful redevelopment project.

At BRV, we place programming at the forefront of the discussion. To ensure a space is vibrant and welcoming in all seasons, the public must have some reason to be there. Programming comes first and guides our vision for the redevelopment of public spaces. In our public spaces, we craft densely-packed schedules of activities, ranging from smaller-scale programs like weekly yoga, author panels, and children's magic shows to grand events like music festivals and season-long markets. This diverse mix of amenities and activities appeals to people of all ages and lifestyles, bringing a community together.

Public and stakeholder engagement is critical to our strategy. As we consider the development of a site, we first eagerly involve the public and other key stakeholders. We do this by meeting with the public in a variety of formats, and encouraging discussion and participation—not by making presentations. Our public outreach often takes the form of roundtable discussions, interactive exhibits and exercises, and multimedia

Summary of Activity

aides to frame a discussion while encouraging the community to voice their ideas, concerns, and desires. These meetings focus not just on how different groups in various communities currently use (and want to use) relevant public spaces, but also on the challenges they face in doing so—whether that’s a complicated permitting process or a lack of temporary or permanent infrastructure. We ask the community to walk with us during mobile workshops, map out their desired amenities and activities on site plans, and participate in other activities to guide our programming planning and urban management philosophy. At these discussions and workshops, we meet with a combination of stakeholders and officials, as well as the community at large, to pinpoint specific goals and reconcile multiple interests. We base our recommendations and strategies on these discussions, a process that ensures our market-based solutions are grounded in the actual wishes of the community.

The strategies we identify and refine imply a range of projects. Some are small, temporary, and can be completed in just a few months; some are large, permanent, and may be phased over many years; and of course, many are in between. BRV works with our clients to identify all of the partners needed to successfully execute those projects and begins the work of creating those partnerships with local businesses, non-profits, and other organizations.

This focus on results – instead of process – leads to public spaces with opportunities for the business community, foundations, and the public sector to immediately take ownership of their new amenity.

Goals for This Project

Current revitalization efforts position the Charlestown Navy Yard to be a popular and lively public and historic asset for the City of Boston. We understand that it is your goal to create a destination that attracts people of all ages and backgrounds all year-round, allowing them to interact with the waterfront, gather, play, and relax together, further their understanding of sea-level rise and climate resilience, and participate in cultural, historical, and educational programming.

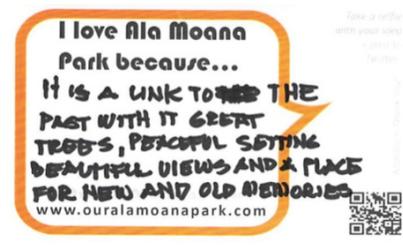
In our public spaces, we target all potential user groups, which vary depending on time of day and day of the week, to ensure that every person can find something worthwhile in the district. We see this going hand-in-hand with perceptions of safety and inclusivity. Active spaces are safe, welcoming spaces. The more people present, the more accountability – for this reason, our programming strategies serve to both give people a reason to visit the district, and give them a reason to stay.

CASE STUDY

Ala Moana Regional Park Honolulu, HI



BRV is currently leading this park redevelopment Master Plan for the City and County of Honolulu. An on-going extensive public outreach process has shaped and informed the park redevelopment. Public outreach goals include creating a comprehensive platform for robust and inclusive engagement; soliciting both qualitative and quantitative input; and capturing the spirit and emotions behind the feedback. The strategy comprises three main phases: Listen, Engage, and Refine. This BRV-led process has included the distribution of 2000 Twitter postcards, OurAlaMoanaPark.com (an interactive website and forum for public comment), meetings with park employees, open interactive public workshops, stakeholder conversations (state agencies, neighborhood associations, ocean recreation clubs, land recreation clubs, abutting residents, public safety officials), and casual conversations on site.



Summary of Activity



Designing for people is central to our mission. Throughout our work, we have created many public spaces across the country that appeal to how people want to use public space.



After the visioning phase, in which we imagine all the site's possible programs, we reach out to local businesses and organizations to translate our ideas into actual programs. These partnerships are mutually beneficial - the public realm receives programming for free or at a very low cost, and businesses and organizations get better exposure.



As the operators at many high-profile public spaces throughout the country, BRV has the expertise to deliver realistic, implementable redevelopment strategies. We have the know-how to design with staffing, maintenance, security, and operations in mind.

As is demonstrated in the Request for Letters of Interest and the supporting document, many ideas have been generated that may be viable and worthwhile. There may also be ideas that have not yet been conceived. We will comprehensively bring together a holistic programming plan that fits with the goals for the Charlestown Navy Yard, and then implement that plan.

How We Accomplish These Goals

We accomplish these goals by first creating an overall programmatic vision for the space. In this stage, we facilitate inclusive public engagement sessions to both learn from the community and to guide our programmatic vision. In these sessions, we will encounter new program ideas and test our own ideas to determine the right vision for the Charlestown Navy Yard. Using this input, we then devise a physical layout that best accommodates all the varied desires of the community. These preliminary program maps are then fleshed out into full placemaking plans that illustrate the program, vision, and physical layout of the ideas. Besides food and beverage and/or retail, we aim for all programming to be free and open to the public.

Next, we contact and develop programming partners, as well as advise on leasing of any available interior spaces. A dense programming schedule can be achieved through developing programming partnerships with local businesses and organizations. Programming partnerships benefit the public space by providing free or low-cost programming, while the business or organization benefits from marketing exposure or furthering the mission of their nonprofit.

Concurrently, we build a practical budget, one that outlines the expenses and revenues generated by our slate of programming. In doing so, we ensure the financial stability of the project in the long-term. At this stage we also set up a governance structure to run programming in perpetuity, including staffing plans, revenue generation, budget, and a management plan.

Finally, we help implement and execute the programming plan with the programming partners, bringing the ideas and vision to full realization.

Summary of Activity

Achieving Goals Set by the RFI

Our full programming plan would be envisioned and implemented using the process outlined above. In conceptualizing that plan, we would work with the City and the stakeholders to incorporate the goals detailed in the RFI, and further described in Massachusetts General Law Chapter 91 and the Waterfront Activation Network Plan. Programming ideas would work towards bringing the public to the waterfront, enjoying the historic resources, extending the season of visitation, and promoting and enhancing the understanding of climate resilience of the site. In all cases, we aim for programming to be beneficial to the public, to be specific to the context and site, to be inclusive and grounded in the community, and to encourage lively use and enjoyment of the site.

Above all, our approach will ensure a cohesive and realistic programmatic vision for the Charlestown Navy Yard. In developing a comprehensive plan that addresses all types of programming and activation and seeing it through to implementation, BRV will transform Charlestown Navy Yard into a well-loved destination – one that seamlessly integrates all the goals for this new waterfront amenity.



BRV already has a strong presence in Boston. At South Station, BRV implemented a slate of programming that transformed the station from a transient space to a new public commons.



BRV is also working with the Kendall Square Initiative to realize MIT's ambitions of a new east campus and public realm. BRV has worked closely with MIT and the landscape architects to shape the design for the new public space with emphasis on public programming to enliven the plaza.



At Faneuil Hall Marketplace, BRV created a pilot season of free public programming including drop-in art classes, dance classes, and kids' entertainment. BRV also revamped the outdoor furniture and layout of the space, making the marketplace an improved destination for Bostonians and tourists alike.

Financial Viability and Capability



At Military Park in Newark, NJ, BRV orchestrated the turn-around of a neglected park in the heart of Newark's downtown. The revamped park has catalyzed a new wave of investment in Newark and sparked economic growth in the area.

As a space that BRV manages, Military Park operates on a lean budget that weighs operations and programming costs with in-park revenue streams, sponsorships, and grants. Despite this, BRV has expanded programming at Military Park every year and has grown its revenue-producing assets.



Canalside, a waterfront redevelopment district in Buffalo, NY, has spurred major economic growth. By retooling the slate of programming offered, BRV strengthened Canalside's position as a premiere destination and leveraged this to improve revenue streams for more in-park programming.

BRV's track record on projects like New York's Bryant Park, Dallas's Klyde Warren Park, and Buffalo's Canalside—all projects that have successfully catalyzed massive economic development and have combined created billions of dollars in real estate value—gives us the experience and expertise to help transform the Charlestown Navy Yard into a world-class destination. We have decades of experience structuring public private partnerships across the country and developing new models for financing and operating public spaces.

These include projects in very challenging markets like Newark, New Jersey, to healthy ones like Houston, Texas. We have pioneered techniques like having a nonprofit corporation issue bonds on the public market to pay for building public improvement projects, and worked with developers to secure ground lease payments to pay for the ongoing operations of public assets. The programming and management practices we have developed at Bryant Park are held up as a model and emulated around the world.

Ultimately, Charlestown Navy Yard must be financially sustainable, and the plan for the district must be financially realistic—both with regards to upfront capital expenses and ongoing maintenance costs. As we develop our plans, we comprehensively estimate capital expenses as well as operational considerations – ranging from sanitation and security to programming and administration – as well as, explore revenue generating strategies. We are not just planners, but also developers and operators of public spaces. We understand the realities and struggles of successfully building and then operating public spaces, and our budgets reflect this on-the-ground expertise.

We would work with the BPDA to determine the right financing strategy for building improvements at Charlestown Navy Yard, with the aim of minimizing public expenditures. There are a variety of tools we see as realistic. Our revenue plan would aim to avoid any public money being spent operating and maintaining Charlestown Navy Yard. We would combine multiple revenue streams—rent from food and beverage concessions or restaurants, corporate sponsorships, philanthropic donations, event fees, and several others—so the district's budget is diverse and less likely to suffer shortfalls.

Organization Programming and Service Delivery

Please see section 2.0 above to understand our programming process and service delivery, including the stakeholder and public engagement process to better understand the needs of potential user groups. Our programming targets a broad, diverse audience in terms of age, gender, socio-economic status, and user groups near (neighborhood residents/workers, community groups/organizations, local schools) and far (visitors from the greater Boston area and beyond).

Please see the attached project sheets for examples of our programming success stories.



A major component of our strategy is to work closely with local organizations and businesses to curate programs that highlight and bolster their missions. Our public spaces are designed to not just address the needs of the local user groups, but also to showcase the community.

Collaboration Opportunities

As we find and develop our programming partners, we will collaborate with many local organizations (libraries, schools, symphony, music groups), businesses (fitness, café, restaurants, local retail), and non-profits (educational, cultural, sustainability).

As we go through our programming and implementation process, we anticipate collaborating with the BPDA and other City agencies as desired and needed. We anticipate frequent check-ins to ensure we are meeting the City's goals and vision for the public waterfront, and to make sure we are utilizing the institutional knowledge the BPDA and City agencies have within their organizations.



BRV, in partnership with Sasaki, brings to the table all the skills to develop a comprehensive programmatic plan for Charlestown Navy Yards. By seamlessly integrating the work already done by Sasaki into our own analyses, BRV is exceptionally equipped to create a unified public realm.

We have a strategic partnership with Sasaki, and have collaborated with Sasaki numerous times in the past, including working together on Faneuil Hall and Schenley Plaza in Pittsburgh. If the opportunity fits, we would welcome collaborating with Sasaki on the ideas and process put forward in this response. Given Sasaki's in-depth knowledge of the Charlestown area, including the firm's current work with the City and NPS on the Charlestown National Historic Park and the Charlestown Climate Vulnerability Assessment, Sasaki would complement our skill-set and add a comprehensive knowledge of the site and surroundings to the team. Please see the attached Sasaki firm bio, contacts, and previous Charlestown project work summary for additional information.

Collaboration Opportunities



Over the years, Sasaki has had great presence in Boston. The firm has continually created imaginative new urban spaces throughout the city. Above, Sasaki has recently tackled Boston City Hall Plaza, proposing a newly redesigned space bustling with civic and cultural activities.

Sasaki

For over sixty years, Sasaki has shaped the places we live. Our disciplines are integrated and engaged, bringing together the best in urban design, planning, landscape, architecture, interior design, civil engineering, graphic design, place branding, and data science. Together, our ideas create lasting value to clients and communities internationally.

With offices in Boston and Shanghai, we are a diverse practice of 275 professionals who share a singular passion for creating spaces and places around the world that prove human potential, redefining what's possible along the way.

At Sasaki, we believe in the transformative power of place. Places transcend physical spaces, becoming the context and the content of our experience of life.

Sasaki has been recognized by over 750 national and international awards.



Matching with BRV's philosophy, public engagement is central to Sasaki's mission. Sasaki's approach ensures that the community has say in the future of their cities and that the final product meets the public's wishes.

Past Project Experience

BRYANT PARK

New York, NY



Bryant Park New York, NY

Beginning in 1988, BRV oversaw the turnaround of a park dominated by drug dealers and criminal activity into the most vibrant park in New York City. BRV partnered with the premier landscape architecture firm OLIN to collaborate on the redesign of the park. Together with OLIN, BRV injected vitality into park by bringing the landscape closer to the level of the sidewalk, reshaping planting beds to encourage positive behavior, and adding hundreds of movable tables and chairs throughout the park.

Reopening the park in 1992, BRV managed the programming of Bryant Park, the construction of park concessions including a restaurant and four permanent food kiosks, plus dozens of daily, weekly, and occasional program elements, and introduced movable tables and chairs that bring crowds of 5,400 people at lunchtime on an average, non-event day.

Bryant Park has become a vital part of the culture of Midtown Manhattan, inviting office-workers, residents, and tourists to socialize together in one place. The regular schedule of free programs draws visitors of all kinds to this urban oasis. Since 1992, the rehabilitated park has drastically improved business in the area and has promoted new development, prompting the idea of a “green premium” on buildings that abut popular urban parks.

BRV, through President Dan Biederman, continues to manage the day-to-day operations of the Bryant Park Corporation.





FANEUIL HALL MARKETPLACE

BOSTON, MA

Faneuil Hall Marketplace Boston, MA

Historic Faneuil Hall and Quincy Market are the two original market buildings of Boston’s bustling Market District from over 200 years ago. In the 1970s, this area was reborn as a festival marketplace, today known as Faneuil Hall Marketplace. Over the past 40+ years, the marketplace has been home to some of Boston’s most cherished attractions. More recently, the ownership, Ashkenazy Acquisition Corporation, saw the need to reposition the asset to better appeal to local visitors, as well as visitors from around the country and abroad.

BRV was retained by Ashkenazy Acquisition Corporation to partner with the design team to formulate a new master plan for Faneuil Hall Marketplace. Under BRV’s guidance, the new vision for the marketplace included regular, free programming, new movable seating, better lighting, smartly designed wayfinding elements, and retail strategies that modernize the marketplace and attract Bostonians and tourists alike, while highlighting the site’s history.

As one of the goals of the master plan strategy, BRV successfully launched a programming plan with over 30 programs, which have now become a mainstay for the marketplace. These programs invite passersby to participate, increasing the liveliness of the space and encouraging visitors to linger longer. The programs are open and free to all visitors seven days a week during the warm weather months of the year.



CANALSIDE

BUFFALO, NY



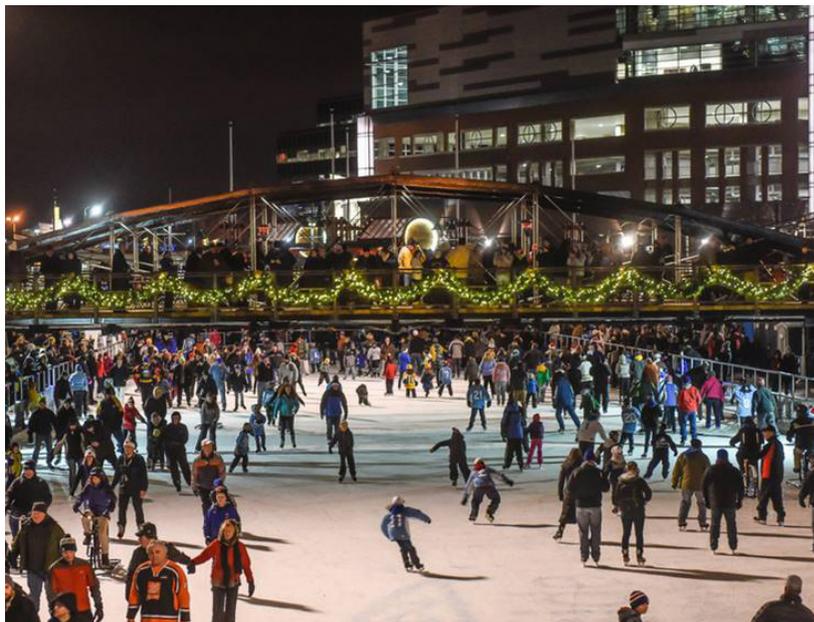
Canalside Buffalo, NY

BRV was hired by the Erie Canal Harbor Development Corporation (a subsidiary of the New York State's Empire State Development Corporation, a public entity) to improve the programming, operations, and governance of the public spaces at Canalside, a 23-acre redevelopment area at the historic terminus of the Erie Canal on the Buffalo waterfront.

In 2014, BRV brought in a leading, international venue management firm to takeover day-to-day operations of Canalside; transformed a hot dog stand into a thriving outdoor bar and grill; and opened the largest outdoor ice rink in the northeastern United States.

Attendance at Canalside has more than doubled since BRV began its involvement, and the successful transformation of the waterfront has catalyzed economic growth in Buffalo. The public spaces now anchor a burgeoning mixed-use entertainment district that includes new hotels, office space, and retail, with the first two of the district's many development sites being completed in 2014.

Canalside received the Society of American Travel Writers' Phoenix Award in 2016, an honor that recognizes Canalside's success in the beautification, preservation, and overall improvement of the district.



Appendix A

Resumes

Dan Biederman

President

Dan Biederman is the founder and president of BRV Corp., as well as co-founder of Grand Central Partnership, the Chelsea Improvement Company, 34th Street Partnership, and Bryant Park Corporation; he currently serves as the President of the latter two of those downtown management organizations. Mr. Biederman consults public and private parties on, among other things, the art of downtown management, economic development, and rehabilitation in New York, Toronto, Los Angeles, Chicago, Dallas, Houston, Atlanta, Miami, Pittsburgh, Baltimore, Newark, and a host of other cities in various countries. Mr. Biederman has written, lectured, and taught extensively in the field of urban management, and advises a number of cities and private property-owners on the establishment or turnaround of parks and plazas, Business Improvement Districts, and self-financing neighborhood redevelopment projects; his publications include articles in *Urban Land* and the *Harvard Business Review*. He graduated magna cum laude from Princeton, and with distinction from the Harvard Business School.

Mr. Biederman and his work have received over 40 local, national, and international awards, including the first-ever William E. Simon Lifetime Achievement Award in Social Entrepreneurship from the Manhattan Institute in 2007.



EDUCATION

Harvard University
*Master of Business
Administration with distinction*

Princeton University
*A.B., Public and International
Affairs, Magna Cum Laude*

MEMBER

Urban Land Institute

International Downtown
Association

Ashley Langworthy

Director, San Francisco Office

Ashley is the director of BRV's San Francisco office. Ashley's professional passion lies at the intersection of public space activation, urban design, planning, and landscape architecture. In addition to these capabilities, Ashley has extensive project management experience overseeing complex projects with multiple consultants, stakeholders, and significant community outreach. Ashley is instrumental in activating, developing, and rehabilitating urban projects, and is currently working on projects in the Bay Area in California, Green Bay, WI, and in Honolulu.

In Old Oakland, Ashley is leading a team of strategists and designers to update an important historic corridor into a thriving and contemporary district. The strategy employs both physical improvements to the streetscape including signage, street furniture, horticulture, and lighting, and also activates the public realm with a host of activities including a farmers' market and proposed movie nights, musicians, dance classes, and storytime hours for children.

Ashley is a licensed landscape architect and certified planner with extensive design experience. In addition to her work with BRV, Ashley is also a senior designer with SWA in San Francisco. At City Creek Center in Salt Lake City, Ashley managed a team of designers to transform two large downtown blocks, formerly an indoor mall, into an open and walkable mixed-use district. This transformation is complete and has been wildly successful in making downtown Salt Lake City a destination for both residents and visitors.

Ashley received her Masters of Urban Planning at Harvard University where she concentrated her studies on the overlap and integration of the design disciplines, and she also holds a BA from Tufts University in Economics and Environmental Science.



EDUCATION

Harvard University
Masters of Urban Planning

Tufts University
*B.A., Economics and
Environmental Science*

MEMBER

Urban Land Institute
American Planning Institute

LICENSURE

American Institute of
Certified Planners

Registered Landscape
Architect – Hawaii LEED
AP

CONTACT

alangworthy@brvcorp.com

Ted Furst

Project Manager

Ted Furst is a Project Manager for BRV Corp. and heads the Boston office. He combines his professional training and hands-on experience in areas of development, design, and construction to work with clients on public parks and private land projects.

At BRV, Mr. Furst has advised developers on how to create activity and generate revenues in the public realm within mixed-use and waterfront projects across the country and abroad.

Prior to joining BRV, Mr. Furst worked for Vail Resorts in Colorado as a Manager in the Resort Development Department, where he managed a team of researchers. Using his team's findings, he collaborated with senior management on planning initiatives for property development, resort expansion, and infrastructure improvements across four ski resorts.

Mr. Furst has expertise in public-private partnerships through his non-profit board affiliations. His combination of business and community-based experience allows him to bridge the gap between developers and community activists that often slows urban revitalization projects. He is a member of Urban Land Institute (ULI), former Director of the Beacon Civic Association, former Chairman of the Beacon Hill Architecture Committee, and Director of the Cambridge Street Community Development Corporation.

Mr. Furst attended Union College earning two degrees. He holds a degree in Economics, writing his thesis on resort development, and a second degree in Visual Arts.



EDUCATION

Union College
B.A., Economics
B.A., Visual Arts

MEMBER

Urban Land Institute

Brie Hensold

APA

Principal | Urban Planner

SASAKI



Brie is a principal and urban planner in Sasaki's Urban Studio. With a passion for understanding and improving cities and urban institutions, Brie brings a focus on integrating communities, context, and the human experience to Sasaki's planning and design ideas.

Her work includes museum master planning, park systems, urban campuses, resilience strategies, downtown environments, and urban neighborhoods. Brie's current projects include the Chinati Foundation Master Plan, the Charlestown Navy Yard Conceptual Plan and an update to Denver's parks and recreation master plan. She has extensive experience with community engagement processes and an understanding of the complex range of constituencies involved in implementing a successful planning project.

Brie's work encompasses multiple scales and regions across North America. Brie frequently bridges disciplines, integrating design perspectives into strategic planning work.

EDUCATION

Harvard University Graduate School of Design

Master of Urban Planning,
Urban Design Concentration

Rice University

Bachelor of Arts, Architectural
Studies and Art History

PROFESSIONAL AFFILIATIONS

American Planning Association

ACADEMIC POSITIONS

Harvard Graduate School of Design

Studio Research Assistant
Seminar Teaching Assistant
Studio Juror

Northeastern University

Visiting Instructor; Urban
Landscape program, 2014

PROJECT EXPERIENCE

Albany State University Master
Plan; Albany, Georgia

Allegheny Riverfront Green
Boulevard Study; Pittsburgh,
Pennsylvania

Anjur New Community; Mumbai,
India

Boston Convention and
Exhibition Center, Urban
Design Services; Boston,
Massachusetts

Bridgeport Park Master
Planning Services; Bridgeport,
Connecticut

Buffalo Riverbend Commerce
Park Master Plan, Buffalo, New
York

Burlington Parks System
Professional Master Planning;
Burlington, Vermont

Cedar Rapids Neighborhood
Planning Process; Cedar
Rapids, Iowa

Cherokee 2007 Sustainability
Report; Charlotte, North
Carolina

Denver Parks and Recreation
2017 Game Plan; Denver,
Colorado

Grand Rapids Parks and
Recreation Strategic Master
Plan; Grand Rapids, Michigan

Corpus Christi Downtown
Vision Plan; Corpus Christi,
Texas

Dalton State College Master
Plan; Dalton, Georgia

Downtown Greenville Master
Plan; Greenville, South Carolina

Downtown Rochester Master
Plan; Rochester, Minnesota

East Baltimore Implementation
Plan; Baltimore, Maryland

Hartford 2014 Capital City
Parks Master Plan; Hartford,
Connecticut

Hospital Hill District Master
Plan; Kansas City, Missouri

Kendall Connects Open Space
Competition; Cambridge,
Massachusetts

Monterrey Tec University Urban
Campus Regeneration Plan;
Nuevo Leon, Mexico

New Bedford Waterfront
Planning; New Bedford,
Massachusetts

Newport Parks and Open
Space Master Plan;
Newport, Rhode Island

New York Rising Community
Reconstruction Program, New
York State

The Ohio State University
Framework Plan; Columbus,
Ohio

The Ohio State University
Energy Plan; Columbus, Ohio

The Ohio State University Green
Building Policy; Columbus, Ohio

Rebuild By Design Hurricane
Sandy Regional Planning and
Design Competition; NJ, NY,
and CT

Raleigh Downtown Plan;
Raleigh, North Carolina

SUNY Upstate Medical
Center Facilities Master Plan;
Syracuse, New York

Syracuse University Master
Plan; Syracuse, New York

Thu Thiem Master Plan;
Vietnam

Troy City Hall Redevelopment
Plan; Troy, New York

University of Minnesota
Rochester Master Plan;
Rochester, Minnesota

University of the Sciences
Facilities Master Plan;
Philadelphia, Pennsylvania

University of Wisconsin-
Milwaukee Master Plan;
Milwaukee, Wisconsin

Virginia Beach Oceanfront
Resort Area Master Plan;
Virginia Beach, Virginia

Webster University
Comprehensive Master Plan,
Webster Groves, Missouri

Wilkes University Master Plan,
Wilkes-Barre, Pennsylvania

PUBLICATIONS AND AWARDS

Bridgeport Park Master
Planning Services; Bridgeport,
Connecticut

Honor Award in Landscape
Analysis and Planning,
Boston Society of Landscape
Architects

Tecnologico De Monterrey
Urban Regeneration Plan;
Monterrey, Nuevo Leon, Mexico

Honor Award for Excellence
in Planning - Existing Campus,
Society for College and
University Planning

Cedar Rapids Neighborhood
Planning Process; Cedar
Rapids, Iowa

National Planning Excellence
Award for Best Practices in
Hazard Mitigation and Disaster
Planning, American Planning
Association, 2011

Excellence Award for
Innovation for Sustaining
Places, American Planning
Association Iowa Chapter, 2010

Planning Achievement Award
for a "Hard Won Victory"
Category, American Planning
Association Iowa Chapter,
2009

Pinnacle Award, International
Downtown Association
Achievement Awards. 2009

Martin Zogran

LEED® AP

Principal | Urban Designer

SASAKI



Martin Zogran is a principal in the Urban Studio. Current projects include an urban design study for Pennsylvania Avenue between the White House and the Capitol in Washington, DC; Congress Avenue Streetscape and Urban Design Initiative, design guidelines for Boston's Avenue of the Arts, and PlanHouston, a development framework for Downtown Houston.

In addition to ongoing work for a variety of mixed-use districts and multi-modal corridors across the United States, he continues to work on new town master planning in China and India. Other projects include master planning for a mixed-use waterfront in Portland, Maine; master planning for a vibrant mixed-use district at Yas Island, Abu Dhabi; the Boston Convention and Exhibition Center D Street Corridor Plan; Transit Oriented Development Standards for Knoxville Tennessee; and master planning and sustainable design guidelines for the Khalifa University of Science, Technology and Research at Masdar, Abu Dhabi.

Prior to joining Sasaki, Martin taught for nearly 10 years

at the Harvard Graduate School of Design in the urban design core studio, most recently as an assistant professor of urban design from 2004 until 2010. He conducted seminars for both urban planning and design students focusing on revitalization strategies for urban districts within rapidly expanding low-density cities. At Harvard, Martin co-taught the first urban planning and design studio that addressed climate change and its impact on urban form.

As an urban designer and architect with the Cambridge firm Chan Krieger & Associates | NBBJ, he managed urban design and waterfront planning projects for the cities of Louisville, Kentucky; Washington, DC; Davenport; and New York City, working on long-term development plans, streetscapes, and public space design.

Martin received his bachelor of arts, with majors in architecture and art history, from Rice University, after which he worked in Barcelona, Spain, for two years on large-scale urban projects in Europe and the United States. Subsequently he worked in the offices of Rafael Vinoly and Margaret Helfand in New York City, and later was head of his own architectural firm in New York before going to Harvard to earn his master of architecture in urban design, which he received in 1999 with distinction. His work has been published in Domus, Interior Design, and Places magazines.

EDUCATION

Harvard University

Master of Architecture in Urban Design with Distinction

Rice University

Bachelor of Architecture

Rice University

Bachelor of Arts in Architecture and Art History

ACADEMIC POSITIONS

Harvard Design School's Executive Education

Instructor of annual "Team Project" for the Advanced Management Development Program, 2004 - 2013

Harvard University

Assistant Professor of Urban Design 2004-2009

Harvard University

Design Critic in Urban Design 2000 - 2004

Everblue Institute

Lecturer for LEED accreditation 2009 - 2010
Building Design and Construction & Operations and Maintenance

PROJECT EXPERIENCE

58 Fore Street Mixed Use Community and Harbor; Portland, Maine

Arizona State University Athletics Facilities District; Tempe, Arizona

Avenue of the Arts Design Guidelines; Boston, Massachusetts

Bayer Residential Community Master Plan; Thane, Mumbai, India

Beijing Technology Business District; Beijing, China

Boston Convention and Exhibition Center Expansion Master Plan; Boston, Massachusetts

Boston Greenway Links Charrette; Southampton Street, Boston Massachusetts

Brighton Marine Health Center Campus Master Plan; Brighton, Massachusetts

City of Clearwater, The Bluff Master Plan; Clearwater, Florida

Charlestown Navy Yard Visitor Experience Planning; Boston, Massachusetts

Congress Avenue Streetscape Improvements; Austin, Texas

Denver International Airport Land Planning; Denver, Colorado

Downtown Houston Development Framework; Houston, Texas

Economic and Urban Design Framework Strategies for the Pennsylvania Avenue Corridor; Washington, DC

Fairfax County BRT; Fairfax, Virginia

Florida State University Arena District Master Plan; Tallahassee, Florida

George Mason University Master Plan; Fairfax, Prince William and Arlington Campus, Virginia

Georgia Gwinnette College Master Plan Update; Gwinnette County, Georgia

Georgia State University Master Plan; Atlanta, Georgia

Godrej: THE TREES Mixed Use Urban District, Mumbai, India

Gonghuacheng Technology Business District; Beijing, China

Hobe Grove Master Plan; Hobe Grove, Florida

Hofstra University Campus Master Plan; Hempstead, New York

Jinan New Urban District; Jinan, China

Khalifa University of Science, Technology, and Research, Masdar, UAE

Knoxville Regional Transit Corridor Analysis; Knoxville, Tennessee

Lake Jinnui Master Plan; Jinnui, China

Seaport Square Master Plan; Boston, Massachusetts

Songzhuang Arts District Master Plan; Beijing, China

Texas Facilities Commission Master Plan; Austin, Texas

The National Creative Cluster; Beijing, China

UMass Medical Campus; Worcester, Massachusetts

University of Bridgeport Master Plan; Bridgeport, Connecticut

University of Nebraska Master Plan; Lincoln, Nebraska

Yas South Concept Master Plan; Abu Dhabi, UAE

Yas Marina Circuit Master Plan and Strategic Redevelopment Plan; Abu Dhabi, UAE

Yongqing Caojiawu Project Master Plan and Key Urban Area Urban Design; Beijing, China

PREVIOUS PROJECT EXPERIENCE

Almere Sustainable Master Plan for New Town Expansion; Almere, The Netherlands

Anacostia Riverfront Initiative Regional Framework Plan; Washington D.C.

Battery Park City Administrative Center; New York, New York

Chinatown Access and Circulation Study; New York, New York

Downtown Development Plan and Clarksdale Neighborhood Plan; Louisville, Kentucky

Kohlberg Hall, Swarthmore College; Swarthmore, Pennsylvania

Port Imperial Mixed Used Development; Weehawken, New Jersey

RiverVision: Waterfront and Urban Design Plan; Davenport, Iowa and Rock Island, Illinois

South Capital Street Urban Design Study; Washington D.C.

The National Capital Urban Design and Security Plan; Washington D.C.

Tokyo International Forum: Multi-Theatre, Exhibition Hall, and Conference Center; Tokyo, Japan

Urban Restructuring, Research and Master Planning Studies; Midtown Phoenix, Arizona

Zarqa Master Plan and Charrette for Future City Expansion; Zarqa, Jordan

PUBLICATIONS

"Climate Change, Water, Land Development, and Adaptation: Planning with Uncertainty (Almere, the Netherlands)," Ecological Urbanism, 2009. (co-authored with A. Carbonell, and D. Sijmons)

"Sidewalk Bulwarks: Park Benches Fight Terror," Harvard Magazine, July 2003. Graff, Garret

"From Shopping Centers to Village Centers," Sprawl and Public Space, 2002. Smiley, David J., editor

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