

Waterfront Area Development Services

A significant transformation has occurred in the waterfront areas throughout the United States. Areas that once served as gateways to the city and significant centers of transportation, trade, manufacturing and warehousing are now becoming new places with civic identities where shopping, recreation, residential, entertainment and lodging projects have been built. Spurred by the changing functional role of waterfront properties for transportation and commercial facilities to more pedestrian uses, these areas have been the focus of attention for redevelopment projects and building reuse conversions. Simply stated, these areas have changed from what was once the working waterfront to the walking and working waterfront.

Many of these communities involved in waterfront efforts have asked BBP LLC staff to assist them in the predevelopment and project packaging phases of these efforts. These waterfront redevelopment projects are regarded as beneficial additions to citizens in these communities who built on the dramatically improved environmental quality of waterfront locations and an increased interest in urban living and heightened demand for urban recreational opportunities.

Long active in providing economic feasibility counseling and development packaging for more typical waterfront projects (such as commercial ports, shopping, residential, lodging, group meeting and recreation and entertainment projects) and for transportation projects (economic impacts, joint development needs analysis, benefit/cost evaluation and project financing), BBP LLC is increasingly asked to combine these skills to provide advice on interrelationships between transportation, real estate development and urban waterfront planning, including waterfront-related transportation alternatives.

Our feasibility efforts have included preparing and managing developer solicitations, negotiating developer agreements, and packaging these projects on behalf of a broad range of public, private and quasi-public entities. Services and projects include:

Waterfront Development Services

- Development Programming
- Market & Economic Analysis
- Financial Feasibility
- Public/Private Partnerships
- Economic & Fiscal Impact Evaluations
- Investment Strategies
- Funding Strategies
- Development Solicitation/Evaluation
- Development Packaging

Waterfront Projects

- Mixed Use
- Retail
- Residential
- Hotel/Meeting Space
- Recreation/Entertainment
- Industrial/Port Related
- Office

The projects listed below include those managed and/or completed by senior BBP LLC staff, including assignments by Basile and Prost, when they were principals and senior technical staff at other consulting firms.

RECREATION / RESORT

Atlantic City, NJ – \$350M tourist-oriented recreation and entertainment facility on a 30 acre site along the world famous beachwalk which includes the 800 room Showboat Casino Hotel and the 1,250 room Trump Taj Mahal Casino resort.





Atlantic City, NJ – Won unanimous approval for a \$500M public/private sector redevelopment plan leading to construction of 3,000 dwelling units in a deteriorated residential and waterfront area proximate to Atlantic City's boardwalk casinos and gaming facilities; received major awards from the American Planning Association (APA), the National Association of Housing and Redevelopment Officials (NAHRO) and the New Jersey Governor's Excellence in Housing Award for Best Urban Design.



Asbury Park, NJ – Assisted the City in renegotiation of a Master Development Agreement governing activities in the waterfront redevelopment area of Asbury Park, which until recently served as an entertainment mecca along the mid-Jersey shore. A density shift request by the master developer triggered a valuation study prepared by staff at BBP LLC detailing several public extractions possible if the developer's request is granted.



Belhaven, NC - As part of a multi-disciplinary team led by the planning firm of Allison Platt & Associates, BBP LLC senior associates conducted a market feasibility analysis in support of a master plan for downtown Belhaven. The conceptual development plan included waterfront condominiums, and a full-service marina positioned to accommodate both permanent and transient boats.

Cape May, NJ – A case study evaluation of similar historic, East Coast, waterfront resort communities that have embarked upon similar public realm master planning processes.

Cleveland, OH – Harbor improvements, including a festival park, Rock-N-Roll Hall of Fame and an NFL stadium.



Cobb County, GA – Two public golf courses on Lake Acworth.

Colonial Beach, VA - BBP LLC assisted the town in conducting economic, market and redevelopment planning along the historic waterfront on the Potomac River. BBP LLC formulated and helped implement development planning and rezoning which led to the creation of mixed-use development along the waterfront in this once neglected resort community.

Hollywood, FL – Evaluated developer proposals for a mixed-use development of a six-acre Oceanfront/Intracoastal Site and provided support to the City during two rounds of developer oral presentations.

Jacksonville, FL – A public riverwalk/esplanade.

Kansas City, MO – Urban recreational facilities along Brush Creek.

Kenosha, WI – Park and marina improvements.





Manchester, NH – Analyzed financial feasibility and economic development benefits of several redevelopment scenarios for 3.5M SF of historic textile mills along the Merrimack River.

Milwaukee, WI – Recreational facilities at the Summerfest site on Lake Michigan in the downtown area.

New Orleans, LA – Planning for a park and recreational improvements on a 700acre island including a small destination resort, conference center/hotel facilities and condominium housing.

Port Arthur, TX – Development impact assessments for a hotel/casino development on an island across from the downtown area.

Pueblo, CO – Identified several sites for office, retail, hotel and residential uses that have been marketed by the Historic Arkansas Riverwalk.

State of Kansas – Assessed the market potential at eight (8) US Army Corps of Engineers water reservoir lakes statewide for residential, hotel and resort development and recreational development opportunities, such as golf course and marina development.

Virginia Beach, VA – Planning for an entertainment mall and planetarium.



RETAIL



Bal Harbour, FL – Conducted a feasibility study for the relocation of the Bal Harbour city hall and public works facilities. The study recommended construction of a new Village Hall and police station on a waterfront site occupied by Public Works. A fiscal and economic impact analysis demonstrated a recurring net benefit from the expansion of Bal Harbour Shops onto the old city hall site.

Belhaven, NC - As part of a multi-disciplinary team led by the planning firm of Allison Platt & Associates, BBP LLC senior associates conducted a market feasibility analysis in support of a master plan for downtown Belhaven. The conceptual development plan included waterfront condominiums, and a full-service marina positioned to accommodate both permanent and transient boats.

Columbus, OH – Planning for a festival retail project on the Scotio River.

Jacksonville, FL – 187,000 SF/\$44M festival marketplace known as Jacksonville Landing.

Long Branch, NJ – Packaging of a new mixed-use project with 100,000 SF of retail space along the boardwalk in this oceanfront community.

Long Branch, NJ – Guided development of Pier Village, an \$87M mixed-use project with 420 residential units and 100,000 SF of retail.





Norfolk, VA – Development framework facilitating a festival marketplace known as the Waterside project built by the Enterprise Development Company (a Rouse Company subsidiary).

Norfolk, VA – Conceptualized, planned, analyzed and packaged a series of projects including waterfront retail, major department store retail, museums, stadia and other attractions and a wide range of private housing on the waterfront, in the downtown and in adjacent neighborhoods.

Panama City, FL – Several market studies for downtown and waterfront areas.

Reading, PA – Master Plan along the shoreline of a portion of the Schuylkill River to reposition the retail market to attract quality development.

Shreveport, LA – Development potential for a unique downtown waterfront site for a multi-use/festival market development at the site of a steam-generated pump station, once the home of a Confederate Naval Shipyard, which is now designated as a national historic landmark; includes a children's water park, a wild-life exhibit and a museum complex.

Virginia Beach, VA – Planning for a retail project along the beach area.

RESIDENTIAL

Alexandria, VA – Planning for over 1,900 units at Potomac Yard.

Baltimore, MD – Residential project on the former Bethlehem Steel ship repair yard property at Baltimore's Inner Harbor.

Bayonne, NJ – Redevelopment of a 600 acre site to include over 2M SF of residential space.

Belhaven, NC - As part of a multi-disciplinary team led by the planning firm of Allison Platt & Associates, BBP LLC senior associates conducted a market feasibility analysis in support of a master plan for downtown Belhaven. The conceptual development plan included waterfront condominiums, and a full-service marina positioned to accommodate both permanent and transient boats.

Cincinnati, OH – 1,500-unit housing complex on the Ohio River known as Adams Landing.

Clemson, SC – Programming of a lakefront retirement center.

Colonial Beach, VA - BBP LLC assisted the town in conducting economic, market and redevelopment planning along the historic waterfront on the Potomac River. BBP LLC formulated and helped implement development planning and rezoning which led to the creation of mixed-use development along the waterfront in this once neglected resort community.





Hoboken, NJ – Mixed-use development containing 2.7M SF of office space, 1,500 residential units, 1M SF of research and development space, festival retail, hotel and marina facilities.

Kenosha, WI – A 100 unit condominium project on Lake Michigan.

La Crosse, WI – Managed the Master Plan Study for a key six acre waterfront site. The study included market and financial feasibility analyses, project programming, the preparation of an illustrative site plan, and assistance with the developer solicitation process. The project is programmed for three residential condo towers, a boutique inn, a spa, and a waterside restaurant.



Long Branch, NJ – Packaging of three new multi-family housing projects involving over 1,200 units along the oceanfront.

Pensacola, FL – Economic analysis of the downtown waterfront area for mixed-use residential, office, retail, entertainment, hotel and port-related uses.

Rochester, NY – Reuse of the Gorsline Building overlooking the river gorge in downtown Rochester into residential units.

St. Petersburg, FL – Renovation of the old Vinoy Hotel into a condominium project.



Washington, DC – Redevelopment of the Poplar Point site and the Anacostia Metro Station area to delineate future public parks, new neighborhood development, memorial sites, restored wetlands, and improved access to the river from Ward 8 neighborhoods.

West Haven, CT: Engaged by the City of West Haven to evaluate potential housing and mixed-use development focusing on: a new commuter rail station, the traditional downtown area, potential waterfront sites and areas proximate to the expanding University of New Haven.

INDUSTRIAL / PORT RELATED

Baltimore, MD – Reuse of former General Motors Plant at the Port of Baltimore.



Delaware County, PA – Coastal Zone Management study of several industrial properties along the Delaware River outside of Philadelphia.

Lowcountry Region, SC – Strategies to decrease the region's economic dependence on the Beaufort area military installations, including Marine Corps Air Station (MCAS) Beaufort, Parris Island MCRD and Beaufort Naval Hospital.

Miami, FL – Reuse study of property along the Miami River.

Newport News, VA – Prepared the market analysis and identified supportable development opportunities as part of a vision plan for the Southeast Community in Newport News. The plan will identify open space and land use categories that will take advantage of new development opportunities while ensuring a framework for community benefits such as affordable housing, retail and job opportunities and shared public access to the waterfront.



Sandusky, OH – Economic and market feasibility study for a Port Development Plan.

HOTEL / MEETING SPACE

Annapolis, MD – Planning for a riverfront hotel.

Cambridge, MD – Market analysis leading to construction of the Hyatt Regency Chesapeake Bay Golf Resort Spa and Marina, a 400 room luxury complex with an 18 hole championship golf course along the Choptank River.

Cobb County, GA – Proposed 350 unit hotel on Lake Ackworth built in conjunction with two golf courses.



Hampton, VA – A new \$22M Radisson Hotel and Visitors Center on the Hampton River adjacent to the City's downtown area.

New Bern, NC – \$22M development program including a 150 unit condo-hotel, a 100 slip marina, a 400 person banquet hall and 40,000 SF of specialty retail space.

Norfolk, VA – A Sheraton Hotel next to the World Trade Center office building and Waterside Festival Marketplace in the downtown area.



Paterson, NJ – Identified market support for catalyst project opportunities, demonstrating financial feasibility for these projects, and positioning the entire downtown waterfront for presentation to the real estate investment and development community.

Port Isabel, TX - Conducted a feasibility analysis for both a hotel as well as a complementary planned Visitor's and Events Center in Downtown Port Isabel.

St. Petersburg, FL – Reuse of the Vinoy Hotel into a waterfront hotel (Renaissance Vinoy).

Vicksburg, MS – Hotel/convention center along the Mississippi River.



OFFICE

Biloxi, MS – Development program for a new 153 bed medical center and surrounding facilities in the Vieux Marche waterfront area of downtown Biloxi.



Cape Coral, FL – Devised an economic development plan for the downtown area of Cape Coral, which is built around a series of waterways comprising the Malaga Canal and contains few of the typical activities and characteristics of a central business district.

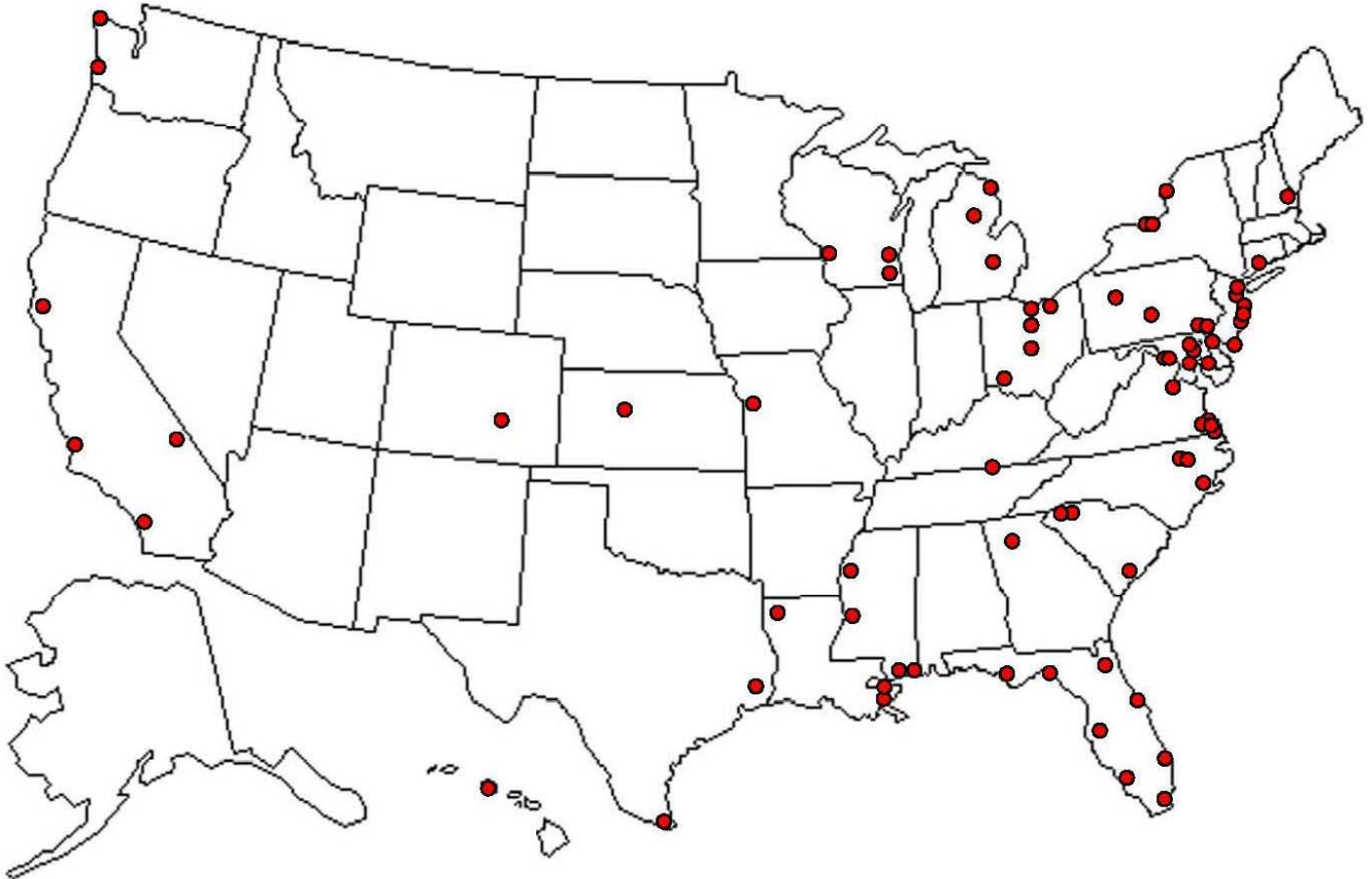
Pascagoula, MS - Preparing market analysis of the office, hotel, residential and retail sectors, financial evaluation of project viability, and developer solicitation.

Pueblo, CO – Identified several sites for office, retail, hotel and residential uses that have been marketed by the Historic Arkansas Riverwalk built along the most popular whitewater-rafting river in the nation.

Rochester, NY – Potential for development and revitalization of Brown’s Race area along bluffs on the Genesee River.



Waterfront Area Development Experience



Projects have been managed and/or completed by senior BBP LLC staff, including assignments by Basile and Prost, when they were principals and senior technical staff at other consulting firms.