

## AMBERLEY GREEN

Response to Committee Questions  
from  
Great Traditions & Brandicorp  
Tom Humes, Doug Hinger & Jerry Royce

1. Suggested Next Steps – Grant preferred developer status to our company and sign Letter of Intent outlining key points of Preferred Developer Agreement.

Suggested outline of Planning & Approval Process

### Timeline

90 days

a. Plan Development Phase

- Work with key stakeholders, government officials & marketplace to create recommended Development Plan with alternatives.
- Finalize Development Agreement with Village
- Create marketing concept

90 days

b. Plan Introduction & Stakeholders Feedback

- Introduce concept plan & alternatives to key stakeholders & get feedback.
- Introduce & get feedback from all government institutions required for plan approval.
- Refine plan with Amberley to identify potential inclusion of other public enhancements, i.e. traffic solution, hiker / biker path.
- All open items in Development Agreement finalized

60 days

c. Final Concept Plan Presented for Feedback

- Community officials, residents & stakeholders in public meetings
- Marketing concept finalized

90-180 days

d. Submission of Final Plan for Entitlements & Approvals

All of these stages would be coordinated with Village

2. There are a number of studies required in this process and during the initial 90 day period. We would utilize the existing studies to the greatest extent possible, relying on our team members to provide additional analysis as needed. In the second 90 day period, more detailed studies would be commissioned and the design would advance at an increased pace.

We believe it is in Amberley's best interest to commission studies for Environmental, Wetlands and Traffic as these analyses are relevant regardless of who develops the site. Site engineering, Planning and Design, Geotechnical and Market Studies would be paid for by the Development Team.

3. TBD – depends on final uses & best community plan. Quality, perception & purposefulness of greenspace should be a defining cornerstone of plans.
4. Jerry Royce, VP of Brandicorp & former Cincinnati President of Duke Realty will comment on all office / retail options.
  - He estimates it will take 60 days after completion of plan concept and get quality feedback & real answers to this question. From start of plan development, est. total time required is 120-150 days.
5. Residents would be engaged at every step of plan development as outlined in #1 above. Meetings would occur one on one, in small groups & public forum. We would request Amberley's help to identify key stakeholders.
6. Total numbers & product mix of residential will depend upon final plans, government & community feedback. Our preliminary identification of unit types, size, and price is an estimate / range only.

<u>UNIT TYPE</u>	<u>LOT WIDTH</u>	<u>PRICE POINT</u>	<u>NUMBER RANGE</u>
<b><u>Detached</u></b>			
Courtyard	60-70'	\$ 400- 800	35-50
Club	75-90'	500-1000	30-60
Estate	100' +/-	600-1.200	20-40
Grand Estate	120's +	750-1.700	12-20
<b><u>Attached</u></b>			
Townhomes	30-40'	350-500	15-24
Carriage Homes	Luxury Stacked Flats Elevator building 2 story with parking underneath	375-800	40-80
			152-274

7. Jerry Royce will respond in person
8. Jerry Royce will respond in person

## Great Traditions

1. If your team is selected as the one that the Village wants to partner with, what would you see as the next step in our process? What do you think is the appropriate contractual relationship between your group and Amberley for Amberley Green?
2. There needs to be numerous studies and analysis completed during this initial phase. How would you envision that such costs are handled between your group and Amberley?
3. As indicated in the Long Range Plan for Amberley Green, there is a desire of Amberley residents to maximize the amount of green space on the property. At what percentage, of green space on the property, would your group no longer be interested in pursuing this project?
4. The Amberley Land Development Committee believes that some commercial development on the property is critical to the economics for the Village. At what point do you believe that you will have a good view of the level on commercial development and does your team have an initial view today of what may be possible on the property?
5. The effective engagement of the Amberley residents will be critical for a successful development of the property. At what point(s) in the planning process do you believe that such engagement makes sense and how would you propose to engage residents in an effective discussion?

6. As indicated in the Long Range Plan for the property some residential development is expected on the property. What is your view of:
  - Size of residential units
  - Price point(s) of the units
  - Type of units
  - Number of units
  
7. Brandicorp is an excellent developer of commercial property but most of the experience involves retail. In our case, retail is expected to be minimal but we believe some limited office development is important to the Village. Does your team have the skills to understand whether such development is possible?
  
8. During the presentation, you referenced that there may not be a market for office. How would you make this determination?