
\kən-'səl-tɪŋ
+ plan-ɪŋ\

consulting & planning
client sampling

bethesda row

● Architecture

○ Interior Design

○ Prototype Development

● Brokerage

○ Development

○ Entitlements

○ Market Analysis

○ Merchandising Strategy

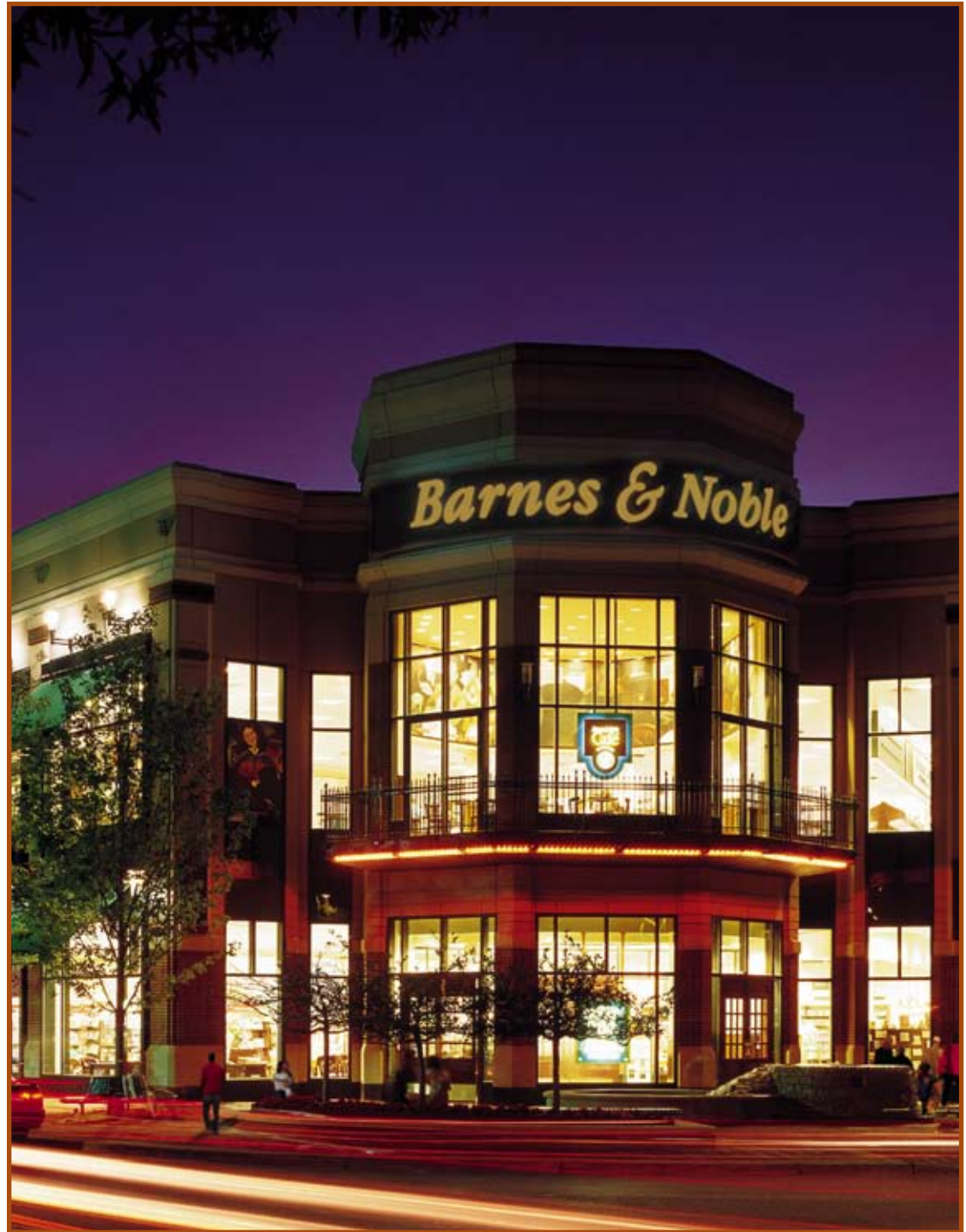
● Planning

○ Branding

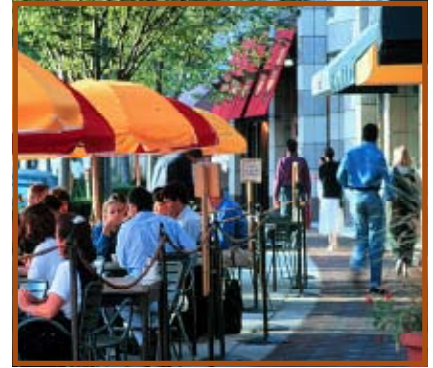
○ Graphic Design

○ Multimedia

○ Marketing



Located just a few miles from Washington, DC, Bethesda Row is an authentic, urban, mixed-use environment with a dynamic mix of retail, restaurants, and entertainment uses. This nationally recognized development has been a tremendous success, both with investors and with the community, and has provided a thriving commercial core for Bethesda's upscale residential neighborhoods. Streetsense team members played a key role in the planning, architectural design, and leasing of the project.



streetstats.

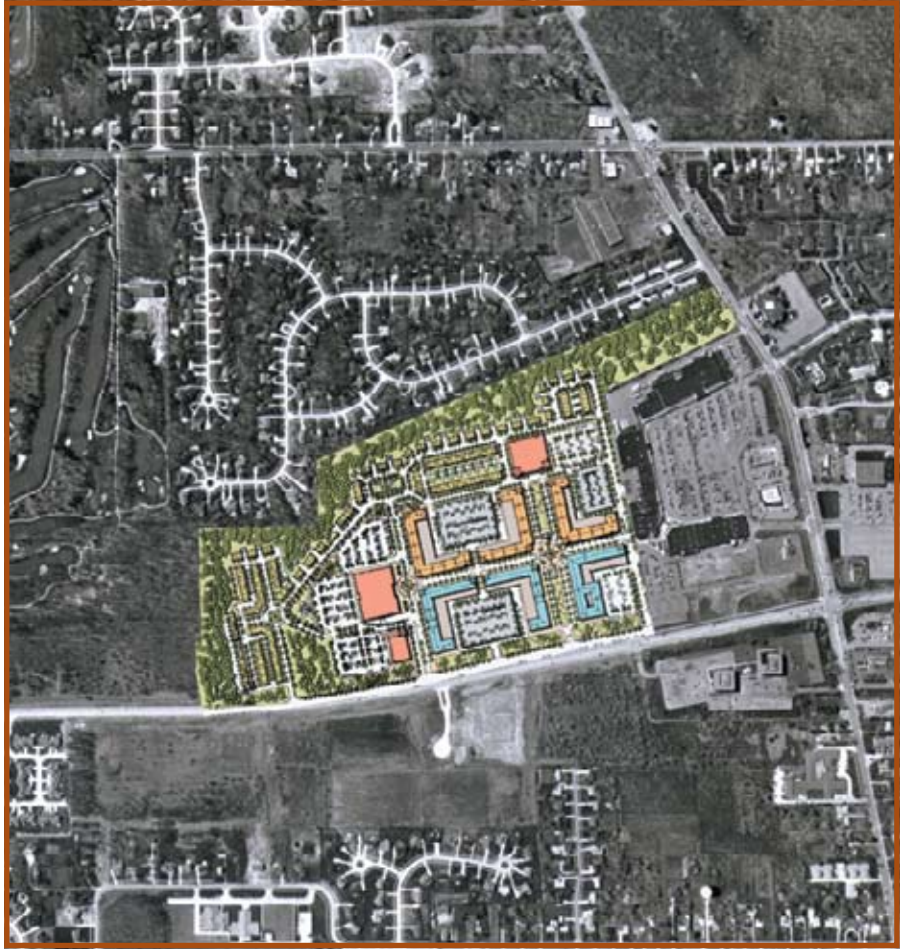
- Construction costs: \$2 Billion
- Developed the project's mixed-use master plan

crocker park

- Architecture
- Interior Design
- Prototype Development
- Brokerage
- Development
- Entitlements
- Market Analysis
- Merchandising Strategy
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Crocker Park, located just outside Cleveland, Ohio, is a lively mixed-use development with retail-friendly streets and welcoming public open spaces. Streetsense principals provided planning, design, and entitlement work for Crocker Park and created a merchandising strategy and design guidelines for this successful mixed-use town center.



streetstats.

- 12 city blocks
- 900,000sf residential
- 550,000sf retail/restaurants
- 250,000sf Class A office

village at valley forge

- Architecture
- Interior Design
- Prototype Development
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The Village of Valley Forge is a mixed-use town center adjacent to the King of Prussia Mall, the largest retail center on the east coast. Streetsense worked with the client to develop a flexible, plug-and-play master plan that could respond to a variety of market conditions and opportunities as the project is developed over the next 10 years. Streetsense also worked as the primary design architect and managed a large consulting staff of environmental/lighting designers, landscape architects, and production design firms. Pennsylvania's first Wegman's store is currently under construction here with several additional housing, retail, and office components in the design phase.



streetstats.

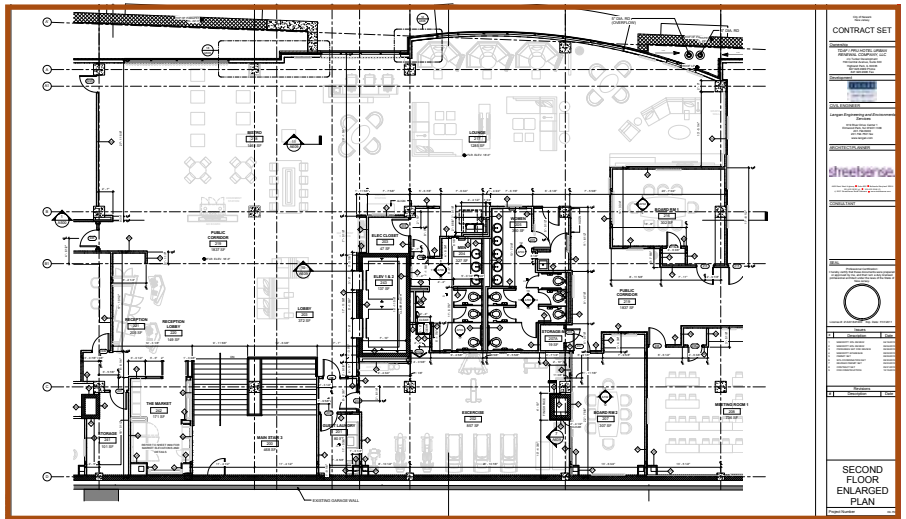
- Project is being developed over the next 10 years
- Adjacent to King of Prussia Mall

marriot newark

- Architecture
- Interior Design
- Prototype Development
- Brokerage
- Development
- Entitlements
- Market Analysis
- Merchandising Strategy
- Planning
- Branding
- Graphic Design
- Multimedia
- Marketing



Streetsense is currently providing full architectural services for Tucker Development Corporation on a key component of Downtown Newark's economic revitalization and Broad Street redevelopment. The new Courtyard by Marriott is designed as a conference center-focused, urban hotel just two blocks from City Hall, three blocks from NJ Transit and Amtrak, and adjacent to the exciting new Prudential Center. When completed, the project will be 112,000 square feet in total, with 150 rooms on 6 floors atop a full ground floor of street retail and restaurant space. Final delivery is expected in late 2011.

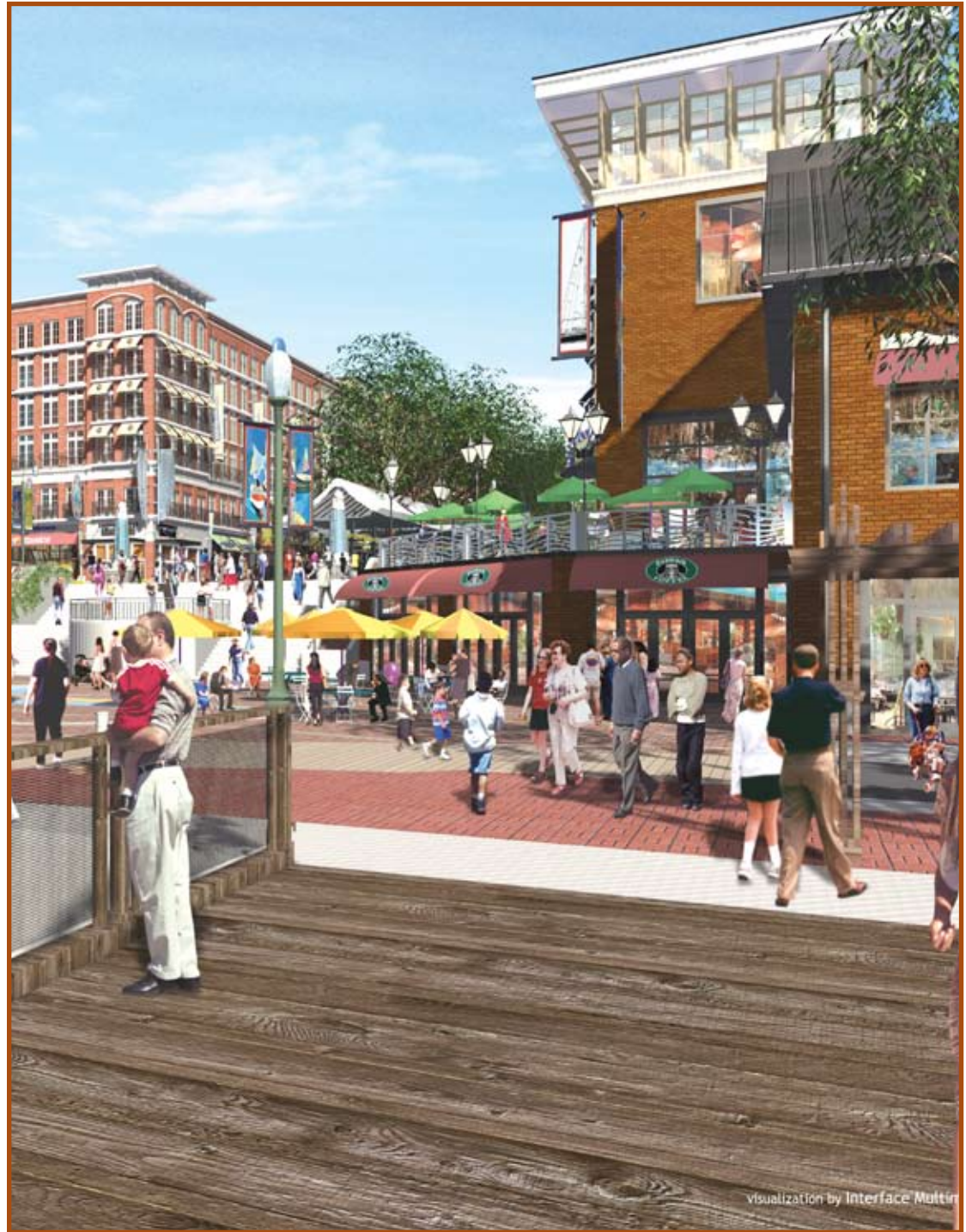


streetstats.

- 112,000sf
- 150 rooms on six floors
- 2011 delivery

national harbor

- Architecture
- Interior Design
- Prototype Development
- Brokerage
- Development
- Entitlements
- Market Analysis
- Merchandising Strategy
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- Graphic Design
- Multimedia
- Marketing



With a first phase construction cost of close to \$2 billion, National Harbor is one of the largest and most ambitious waterfront developments ever undertaken. Streetsense developed a mixed-use master plan for the site and worked with the client to develop a merchandising and development strategy for this multi-phase project. An extensive manual of design guidelines which outlined site lighting, storefronts, and landscape design elements was also a part of this major work effort.



streetstats.

- Construction costs: \$2 Billion
- Developed a mixed-use master plan