

Alloy

April 3, 2017

80 Flatbush is an incredibly exciting and complex opportunity that's being proposed at a unique moment in Brooklyn's history. In case we don't get a chance to meet in person, this letter is an attempt to lay out how we're approaching the project, and our goals and aspirations.

As an architect-led development company, we founded Alloy with two core ideas: we wanted to only take on projects in places that had personal relevance and meaning to us, and we wanted our work to improve our communities by letting thoughtful design carry the day. In the past two years, we've designed projects that meet the highest sustainability standards (Passive House and LEED Gold), received eight nationally recognized design awards, and have created and/or funded four public art projects and spaces including Recess Assembly, a performance-art space for court-involved youth, which is currently on the site of 80 Flatbush. These are the values we bring to each project and how we approach this opportunity.

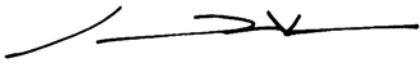
80 Flatbush really started with the Khalil Gibran International Academy, an Arabic language public high school in Downtown Brooklyn. In 2015, we purchased property adjacent to the school and approached the City about acquiring the school's excess air rights. Understanding the urgent capital needs at the school, the NYC Department of Education issued a Request for Expressions of Interest ("RFEI") which asked developers to build a new facility for Khalil Gibran. We responded to the RFEI with a master plan that included two new schools, affordable housing, Class A office space and a donation of cultural space. We are thrilled to have been designated to realize this vision.

Brooklyn is the 4th largest city in the country, and we want to support its responsible growth and celebrate its history and diversity. Communities suffer when their growth is not supported by necessary infrastructure and when the needs of a community are ill-considered or worse, not considered at all. The proposed program at 80 Flatbush is tailored specifically to address many of those essential needs: new schools and affordable homes for families who've invested in the borough long before we did. Finally, we did this knowing this growth would be supported by an extensive mass-transit hub just across the street.

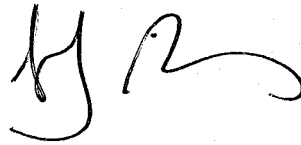
For us, 80 Flatbush is a once-in-a-lifetime opportunity to contribute to the borough's identity. But while our aspirations for the skyline are high, it's actually the bottom few stories where any project's success can be measured most. That's why we've spent the bulk of our design effort focusing on the street level experience and the development's relationship with its neighbors. To do that, we sat down with many of them over the past several months. Those meetings were valuable and helped us recognize that two existing buildings – on the corner of 3rd and Schermerhorn and on the corner of 3rd and State – merit preservation and incorporation into the master plan. Further, we came to understand that a collection of buildings – rather than a single building on a large podium – would be the most accurate way to expand upon the history and character of this particular block. Through all of this work, we were careful to consider each street wall contextually and pay particular attention to the quality of the pedestrian experience and massing strategy in each instance. 80 Flatbush should be both memorable at a distance and integral to the fabric of the block.

We live, work, and are raising our families in Brooklyn. We care tremendously about our work and the impact it has on the built environment. We know that there are many views about how development can best meet the area's needs – and we want to hear them as we continually work to make the project better. Our sincere hope is that as neighbors we can work collaboratively to design and develop 80 Flatbush in a way that achieves numerous community goals and serves as a future model for successful community-oriented development in Brooklyn, and across the city.

Sincerely,

A handwritten signature in black ink, consisting of a series of connected, fluid strokes that form the name Jared Della Valle.

Jared Della Valle
CEO

A handwritten signature in black ink, featuring a large, stylized initial 'A' followed by a series of loops and a long horizontal stroke, representing the name AJ Pires.

AJ Pires
President