Why Local Developers and Investors Are Vital for CNY's Transformation

Guy Hart, Jr., Managing Partner

November 9, 2023

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Do we have a local attitude problem? Analytics over Bias in Assessing Risk/Reward

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Do we have a local attitude problem? Analytics over Bias in Assessing Risk/Reward

1

Is the Central New York history of relocations causing too much skepticism?

2

Why aren't more local investors and developers part of the coming expansion?

3

International, national and super-regional interests will benefit, and that's a good thing!

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Do we have a local attitude problem? Analytics over Bias in Assessing Risk/Reward

4

Can local investors and others be part of the growth?

5

How can our projects help attract more quality employers, captivate talent and support continuous growth?

6

How can our region have projects that look like they do in other parts of the country?

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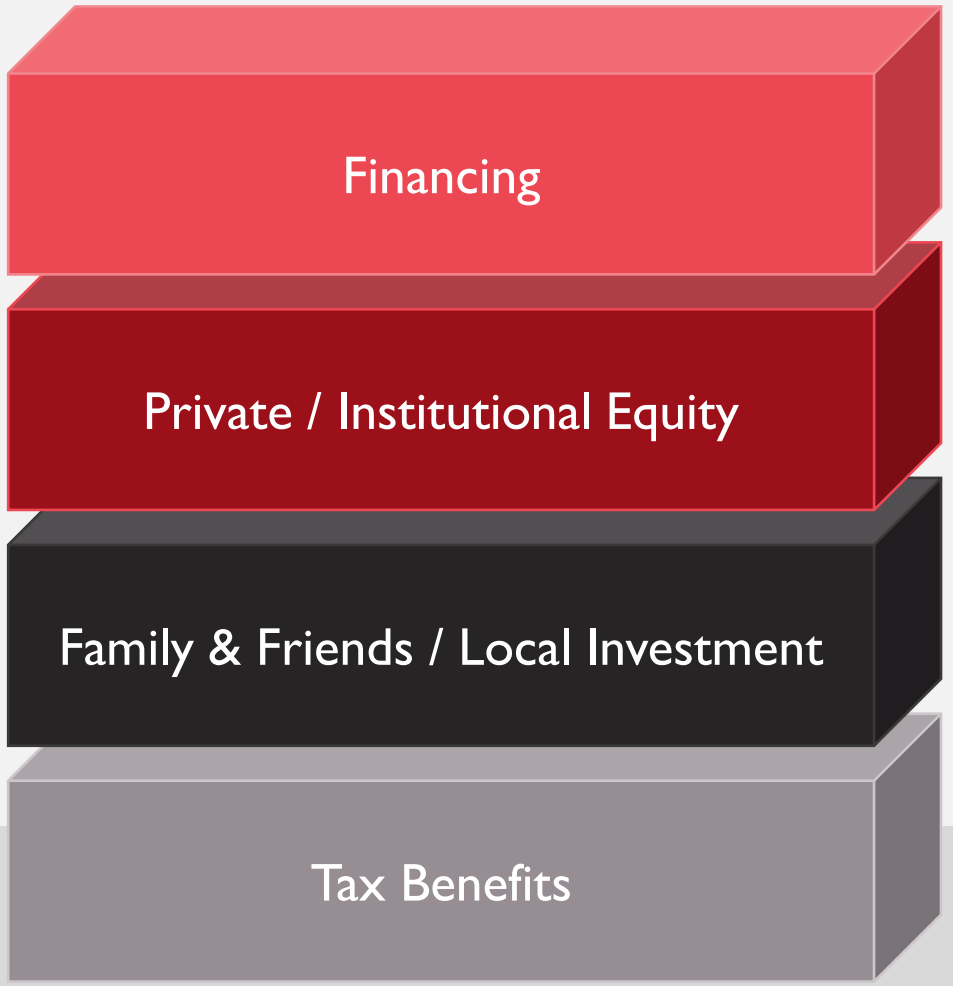
Understanding the Capital Stack and How It Needs Balance to Drive Excellence



With a strong capital investment stack, you get better development.

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Who is Hart Lyman?

- Full-service, vertically integrated real estate development firm founded and headquartered in Syracuse, NY.
- Leader in building strong industry relationships enable the firm to develop high quality, contextual projects.
- Community focused real estate developer that builds a legacy of growth, innovation, and prosperity for the neighborhoods they serve.

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Our History

- A second-generation 50+ year old firm deeply rooted in Central New York with experience across the U.S. and internationally
- Proudly developed over 3 million square feet of commercial property, totaling over $1 billion through the eastern U.S.

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Great Northern Mall

- The visionary project is the first of its kind in upstate NY, inspired by County Executive Ryan McMahon's comprehensive plan to create vibrant "town centers" throughout the county.
- The project reflects our local commitment to addressing the housing shortage and accommodating expected growth from Micron.
- The project will be a live work play community that will include heath care, entertainment, grocery, retail and a range of community amenities.

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Great Northern Mall Today

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Conifer / Hart Lyman Partnership

New Partnership with Conifer Realty

- Over 200 apartment communities in New York, New Jersey, Pennsylvania and Maryland.
- Expanding into new markets across the
  East Coast to fulfill the dire need for high-quality, affordable housing.

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conifer®
REAL ESTATE DEVELOPMENT, CONSTRUCTION & MANAGEMENT

Conifer / Hart Lyman Partnership

New Partnership with Conifer Realty

- Leading Rochester-based real estate development, construction and management and ownership of high-quality, affordable housing communities.
- Since inception in 1975, Conifer has grown considerably, owning and managing nearly 15,000 multifamily apartments.

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1530 East Genesee Street | Syracuse, NY 13210

QPK Design
Recent Successes

QPK DESIGN

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Great Northern Mall

- Construction is anticipated to commence next year after further refinement of the project's concept and site planning.
- Teams at Conifer and Hart Lyman, comprising myriad multidisciplinary dedicated professionals and best-in-class third parties, are prepared to drive the project forward with measured determination.

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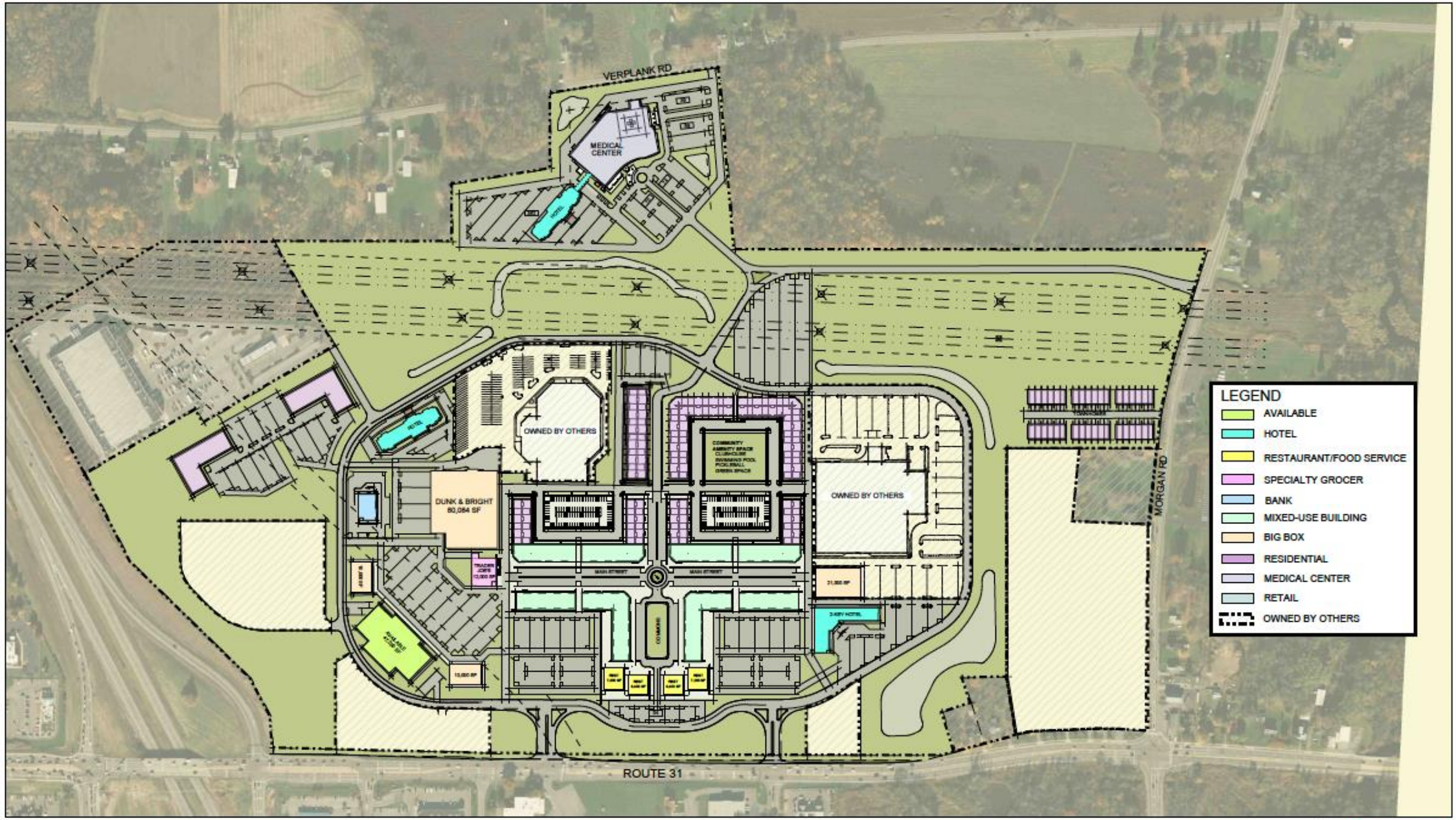

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OVERALL CONCEPTUAL MASTER SITE PLAN

GREAT NORTHERN MALL REDEVELOPMENT

NORTH

CHA

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AXONOMETRIC VIEW

GREAT NORTHERN MALL REDEVELOPMENT

NORTH

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QPK DESIGN

Lakeshore Village

- Consistent with Onondaga County's comprehensive plan to create vibrant "town centers."
- Reimaging a country club into a flourishing lakefront resort village.
- Upscale community with restaurants, entertainment, retail shops and residential housing.
- Essential for attracting and recruiting employees to Central New York; just a short drive from the growing White Pine site.
- When complete, this $500 million+ investment will create a first-of-its-kind lakefront community on the shores of Oneida Lake.

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Lakeshore Village

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Site Plan

HART·LYMAN COMPANIES

0 150 300
Scale in feet

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PROPOSED LAKESHORE VILLAGE

LAKESHORE ROAD
CICERO, NY 13039

No.	Submittal / Revision	App'd.	By	Date

Designed By:	Drawn By:	Checked By:
BB/AMV	AMV	JFT
Issue Date:	Project No:	Scale:

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With collective efforts,
Central New York can become
a shining city on the hill.
Are you ready?

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Thank you!

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