

PEOPLE, PLACES, & THE MAKING OF INNOVATION DISTRICTS



Proverb

TRAVIS MCCREADY



MASSACHUSETTS
LIFE SCIENCES CENTER


DAREN BASCOME



Proverb

AGENDA

1 Capturing Emotional Momentum

2 Be The Story

3 You can't be what you can't see:
Authenticity

4 Our Approach

5 The Importance of Individual
Leadership

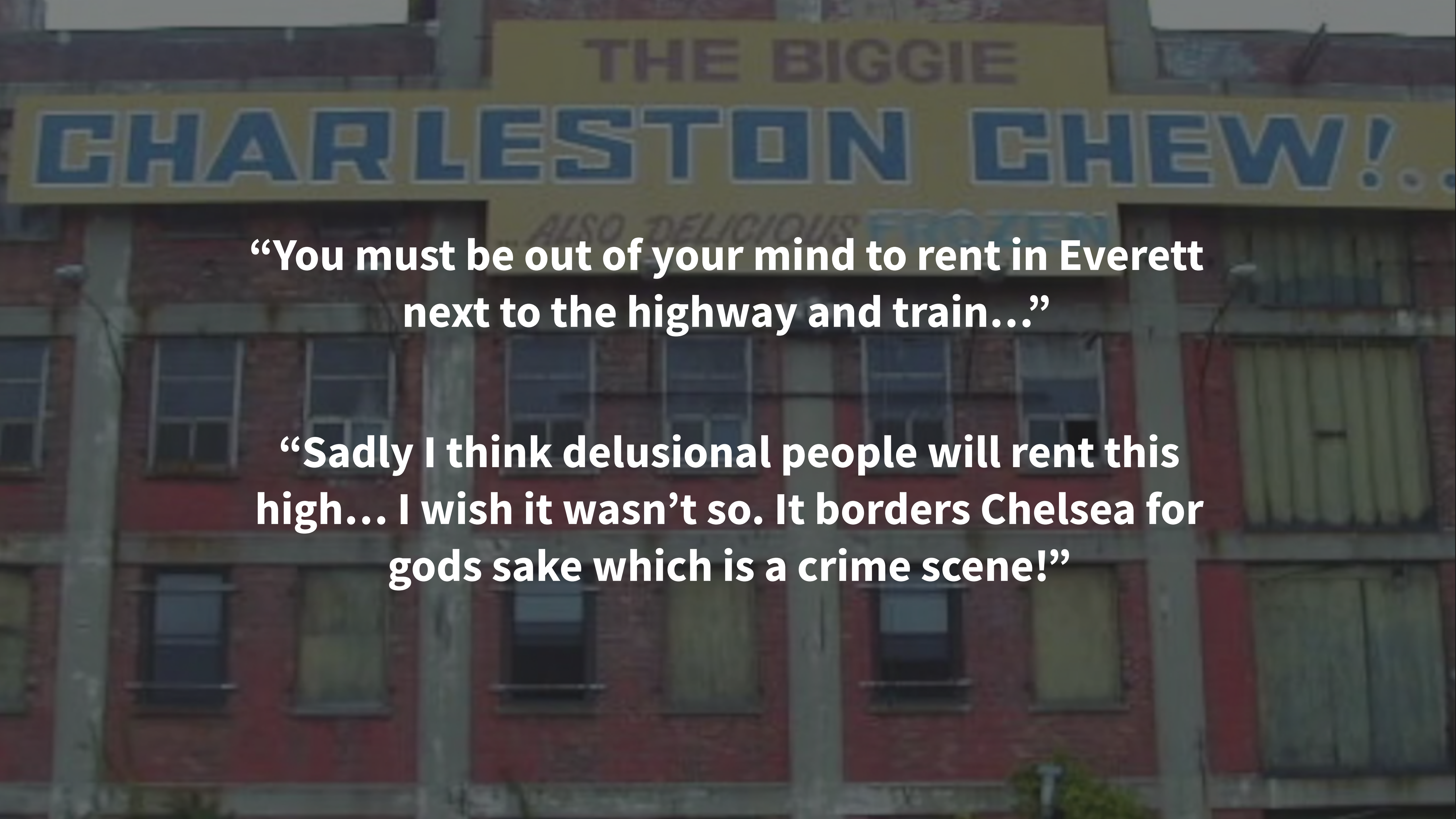
6 Discussion

CASE STUDIES

mimosa
PLANETA
DESIGN GROUP
Proverb



the BATCH
YARD



“You must be out of your mind to rent in Everett next to the highway and train...”

“Sadly I think delusional people will rent this high... I wish it wasn't so. It borders Chelsea for gods sake which is a crime scene!”

South Boston

Downtown

Back Bay

East Boston

Charlestown

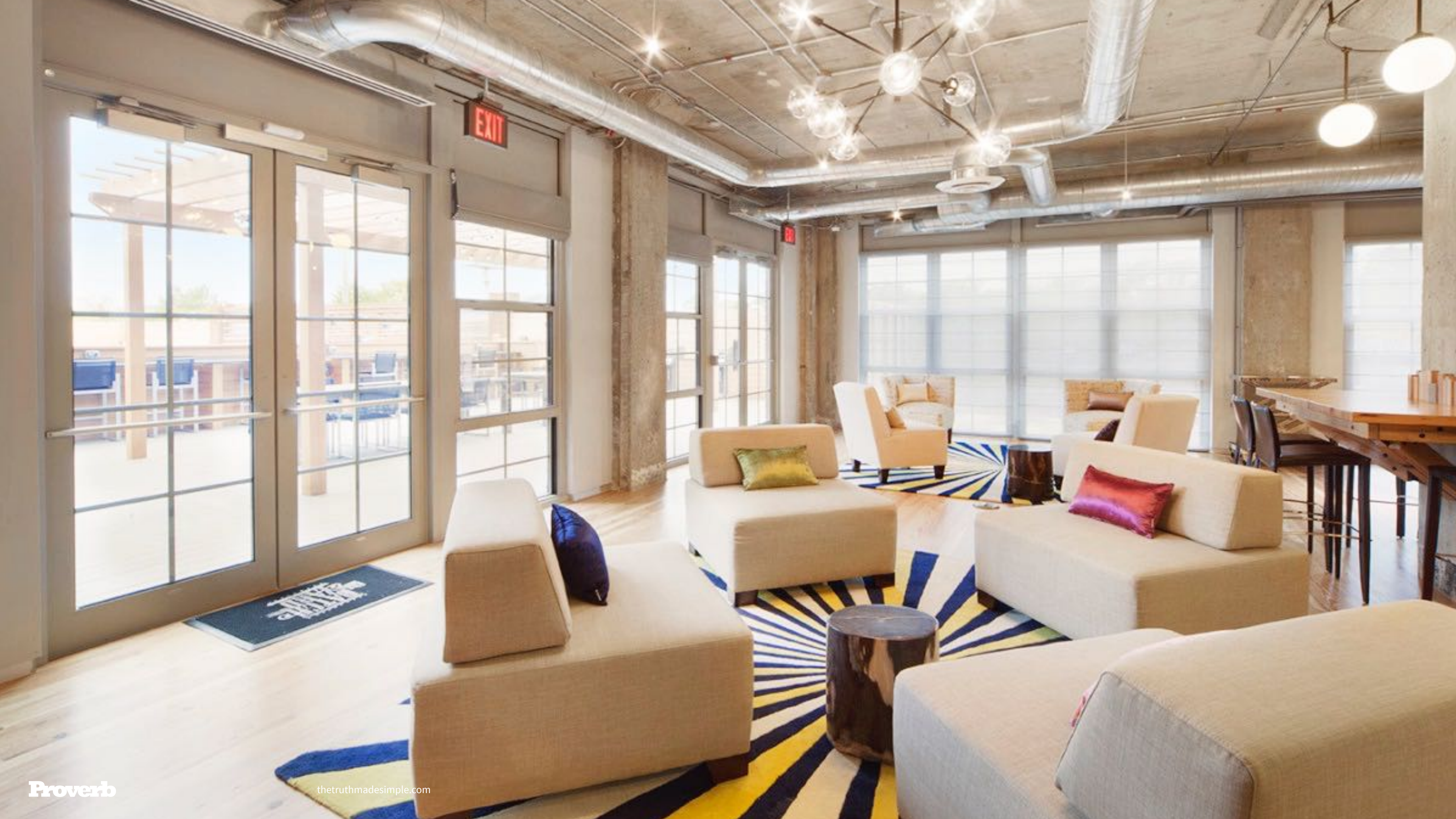
 The Batch Yard





THE BIGGIE
CHARLESTON CHEW

FROZEN



EXIT

THE TRUTH MADE SIMPLE









MORE THAN AN APARTMENT, A DESTINATION

“I have lived at the Batch Yard since it opened a few years ago. It’s a sad day but I have to leave this place to be closer to my family.”

Peter P. (Yelp)

“\$10-15 Uber to anywhere in Boston you’d want to go.”

Athena D. (Yelp)

CREATING A "THERE" THERE

NEW CATEGORY

- **New to Boston then...
Unique in Boston now**
- **Boston Design Week
2015**
- **Shifting perceptions**
- **10 in 10**

DESIGN EXPERIENCE

- **Complete set of
amenities on site**
Gym, pool, parties, dog
care, food trucks, social
spaces
- **Investment in shared
space over individual
units creates demand
for the social spaces**

VOICE & IDENTITY

- **Audience-relevant
marketing strategy
through social channels**
- **Leveraging location to
drive buzz**
- **Programming
supporting the identity**



The Batch Yard shared JJArtworks Paint Party Professionals's album.
February 10 · 🌐



JJArtworks Paint Party Professionals added 49 new photos to the album: Feb. 2, 2017 - The Batchyard Apartments Paint Party — at The Batch Yard.
February 3 · 🌐 [Like Page](#)

We had some very special visitors at our 4th event with the Batch Yard residents. You all captured every detail of your pets & did such incredible jobs on the ...

[See More](#)

[Like](#) [Comment](#) [Share](#)

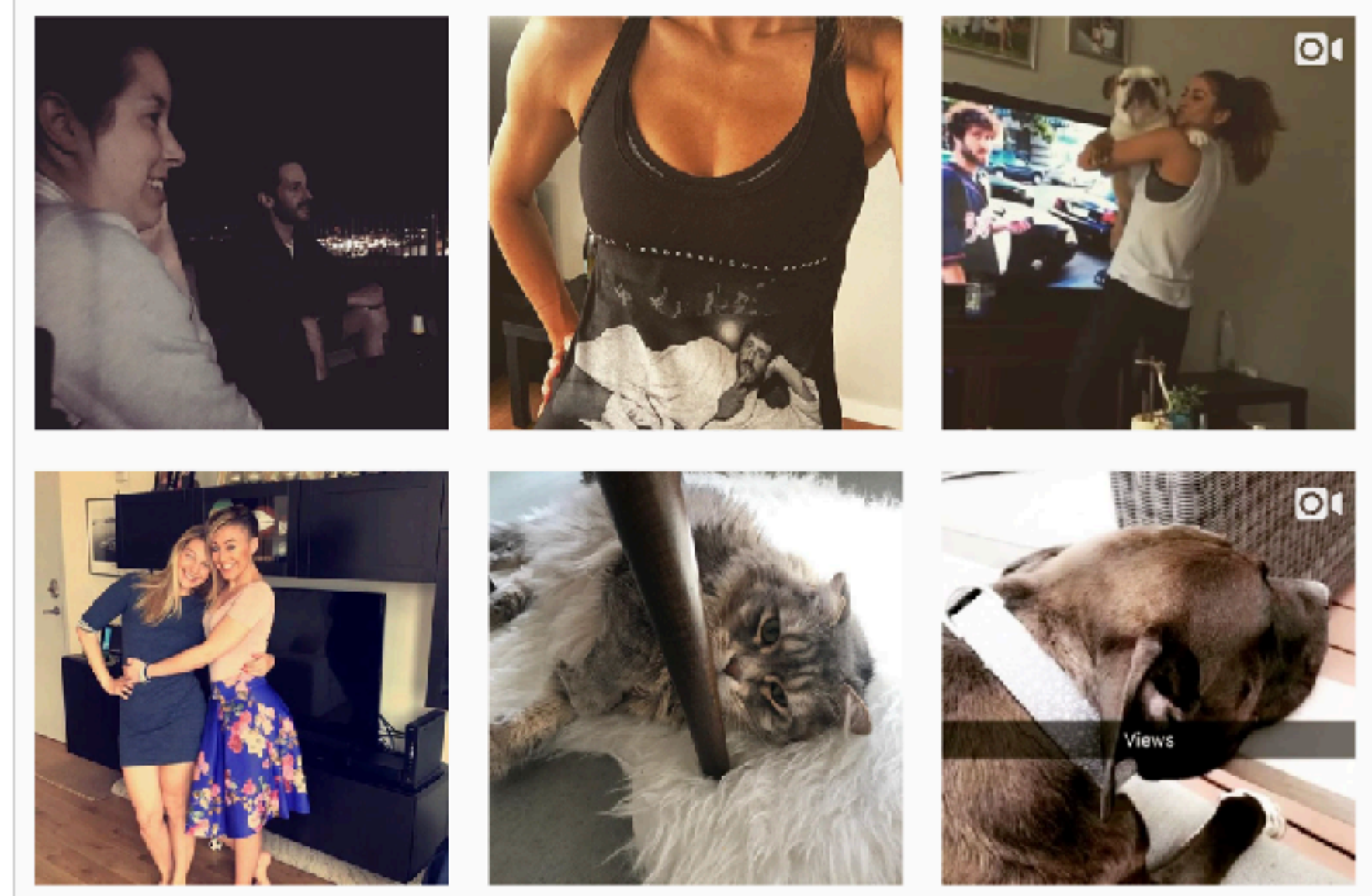
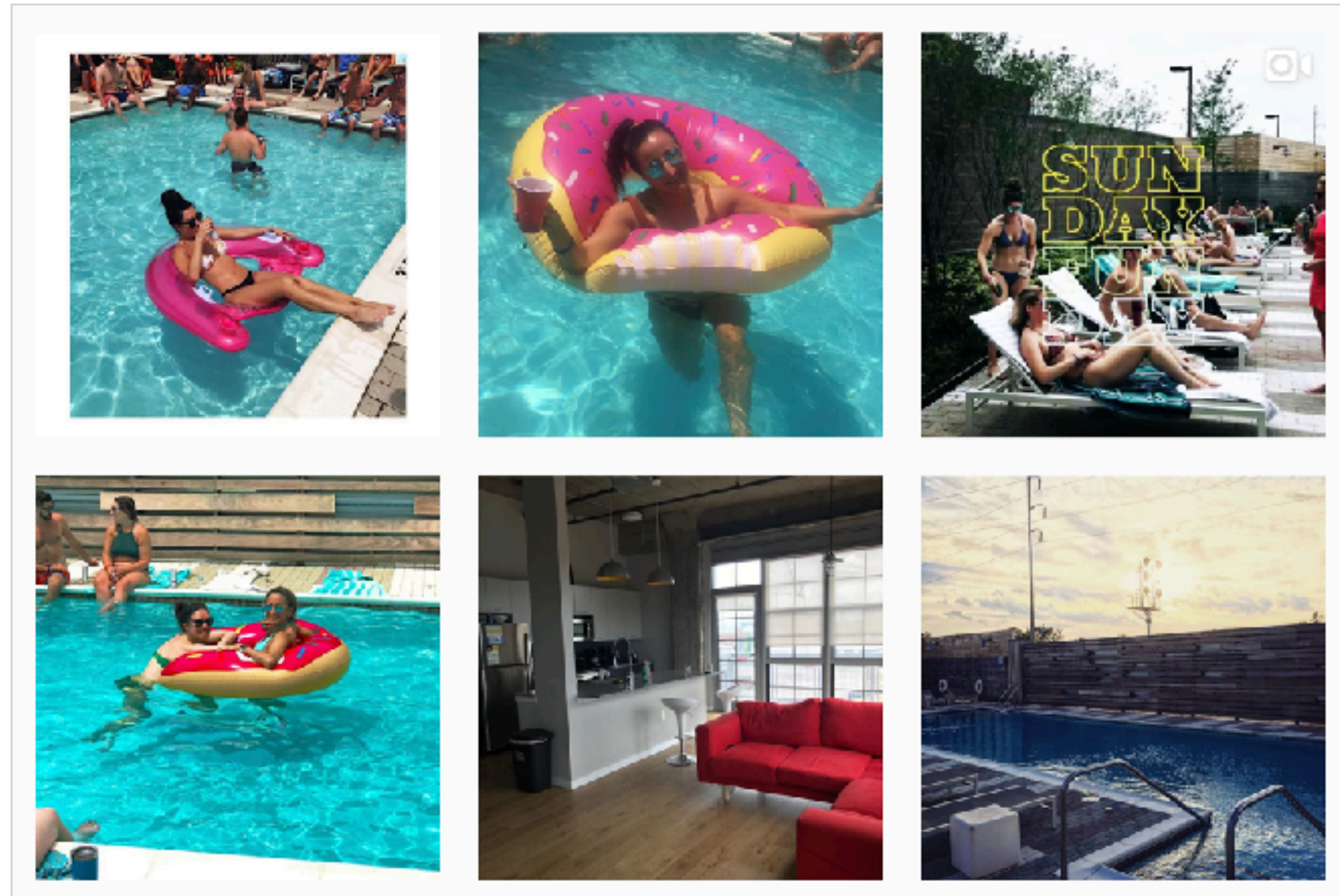
Community

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The Batch Yard
April 14 · 🌐

It's officially grilling season at The Batch Yard. Come christen the brand new grills at the poolside amenity area #sunsoutgrillsout #batchyard #bozzutoboston #thesweetlife #lovewhereyoulive #teamwalkerbringonspring



[Like](#) [Comment](#) [Share](#)

PREMIUM PRICING AT LAUNCH AND 3 YEARS OUT

AT LAUNCH

"Rents start at \$1,875 for studios and run to \$3,700 for 3-BRs. Unlike several newer rental complexes in the Boston area, the Batch Yard is not offering any incentives like rent-free months and no security deposits to lure tenants; though the final asking rents pre-opening are actually lower than what they were said to be a month back. All in all, it's a big bet on Everett's turnaround. Stay tuned."

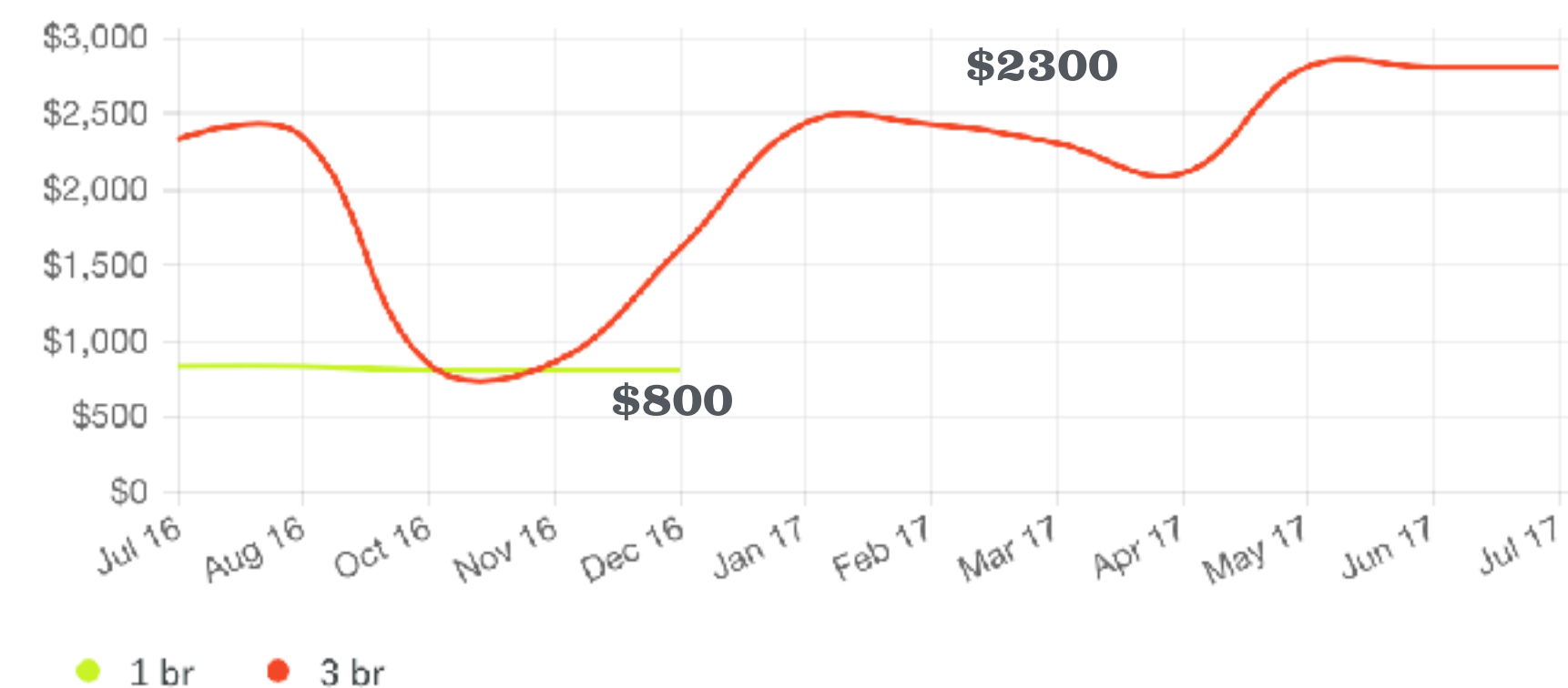
3 YEARS OUT

Batch Yard Typical Rents (3/17)

1-Br: \$2,420 (3X Everett)

3-Br: \$3,480 (1.5X Everett)

Everett Rent Market Trend





TRADE **CORSAIR** MARK





FLY HOME

In a relaxed corner of Elm City, an old World War II fighter plane propeller factory finds a new kind of glory.

A NEGLECTED WAREHOUSE...

In 2015, Post Road Residential decided to turn a beat-up old warehouse in East Rock, a charming neighborhood in New Haven, into a design-driven apartment community. Looking for a distinctive brand to attract tenants in a competitive market, Post Road tasked us with crafting a compelling story.





THE [DIFFICULT] WE DO IMMEDIATELY.
THE IMPOSSIBLE [WILL] TAKE
A WEEK ~ 10 DAYS AT [MOST.]



...WITH A PATRIOTIC PAST

First, we needed to learn more about the building's past. Since it was first constructed, the site has been home to makers of everything from corsets and oak barrels to cigars and locks. Our interest was piqued when we found out that it was a manufacturing facility that built airplane propellers for the F4U Corsair—a remarkable WWII-era fighter plane with folding wings and a massive, roaring engine.

IVY LEAGUE GOES BLUE COLLAR

We knew our audience would draw heavily from the grad student population at nearby Yale University. But what do airplane propellers have to do with Ivy League scholars? We realized that this building couldn't just represent the American war effort—it had to represent generations of hard work and sweat. And that's something Yale students might know a thing or two about.



**This is where airplane propellers, cigars,
corsets, galvanized metals, auto parts,
textiles, carriage locks and oak barrels
were built. What will you build?**



HOME OF THE BRAVE

MADE BY HAND, RIGHT HERE

Taking cues from heritage and workwear brands like Redwing and Levi's, we created a brand identity system that celebrates over a hundred years of American craftsmanship. We designed a throwback newsprint brochure and hand-sketched logos for the building's many former companies. We called the resident lounge the "Quittin' Time Bar" and designed custom airplane propeller door handles and retro bottle openers.





BACK IN ACTION!

FIGHTER PLANE PROPELLER FACTORY RESTORED TO FORMER GLORY AS 'CORSAIR'

Man About Town: A Weekend in East Rock

There's a transformation afoot in this relaxed corner of the Elm City. East Rock is home to an impressive cast of local haunts, well-educated residents, and one massive slab of basalt rock.

10 Amenities That Will Knock Your Socks Off

From the courtyard movie theater to the Quittin' Time Bar, you'll see why there's nothing out there quite like Corsair. Are you holding onto your socks? Good.



04 **DETAILS & DESIGN MADE BY HAND**
From custom-made steel kitchen islands to painstakingly restored ceiling beams, every square inch of Corsair has been crafted with care.

06 **MAN ABOUT TOWN A WEEKEND IN EAST ROCK**
Starting with a Friday night pizza tour and ending with a Sunday afternoon stroll to the farmers' market, this is your perfect weekend itinerary.

08 **CENTERFOLD NEIGHBORHOOD MAP**
Step 1: Remove map from newspaper; Step 2: Grab a handful of thumbtacks; Step 3: Bingo—your first wall decoration!

10 **FEATURED 10 AMENITIES THAT WILL KNOCK YOUR SOCKS OFF**
Yes, there is a house court. No, this is not a drill.

12 **SNEAK PEAK THE QUITTIN' TIME BAR**
Get the first look at Corsair's very own watering hole, featuring a bar made from huge slabs of reclaimed pine.

14 **BACKSTORY ROLL UP YOUR SLEEVES**
From its humble beginnings as a steam laundry and fabric dyeing plant, this site has always been home to those who get their hands dirty.



Welcome aboard.

Corsair Apartments, Est. 2015.

Notes on Pride

Seven decades ago, on the ground where these apartments now stand, scores of factory workers were called upon by their country. Their task? Manufacture thousands of Corsair fighter planes for America's fleet of F4U airplane propellers—and do it fast. The spirit of pride, ingenuity and hard work that pushed those workers to succeed lives on today. It lives on through our dedication to outstanding craftsmanship, our commitment to top-notch services, and our inspiring community of makers and doers. Welcome to Corsair—the home of the brave.

— The Corsair Team



10 AMENITIES THAT WILL KNOCK YOUR SOCKS OFF

1 1000+ FITNESS ON DEMAND CLASSES
Not to mention the spin studio, cardio machines, free weights and everything else you need to chisel those abs. Now drop and give me twenty!

2 ACTUAL BOCCIE COURT
Regulation size. Clay surface. This is not a drill.

3 THE OFF DUTY POOL
Heated? Check. Lap lanes? Permission to...?

4 (YOGA) ROOM WITH A VIEW
Stretch your Dabbal! See how you can...?

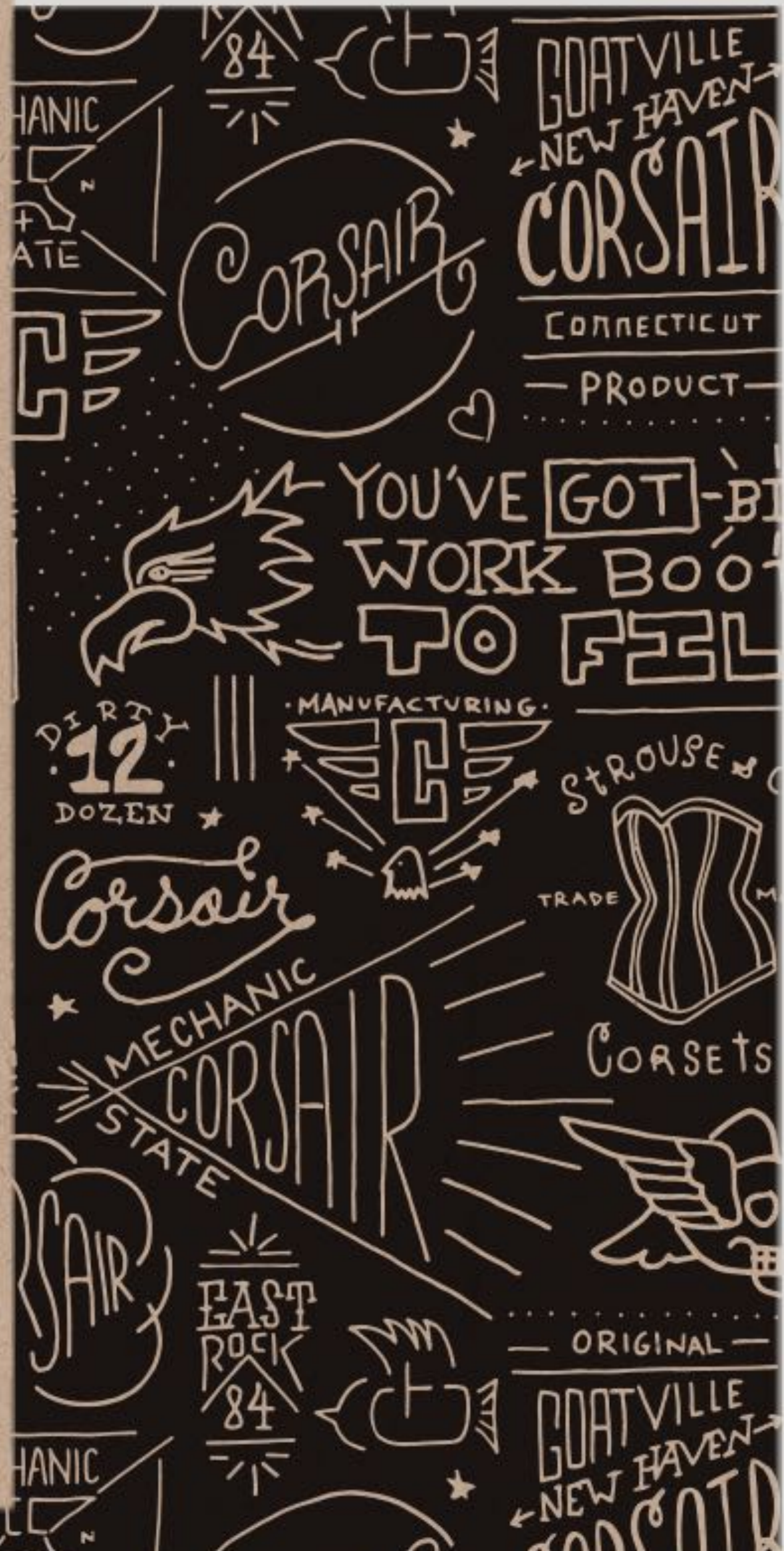




corsairapartments.com

203 307 0521
1050 State St. New Haven, CT 06511

▲BOZZUTO ◀ ◻ ◂



Andy Montelli
top gun

andy@bozzuto.com
203 307 0521

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New Haven, CT 06511
corsairapartments.com

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HOME OF THE BRAVE







CORSAIR

THE DIFFICULT WE DO IMMEDIATELY
THE IMPOSSIBLE TAKE
A WEEK - 10 DAYS AT MOST

Corsair
MECHANIC
STATE

BROTHER
4000
-OF-
RAE
ORIGINAL

HAND MADE

1880
EIM CITY
DTE WORKS
STEAM LAUNDRY
CT-

Fair Game
2020

JOHN VILLE
NEW HAVEN
CORSAIR

STERV CO

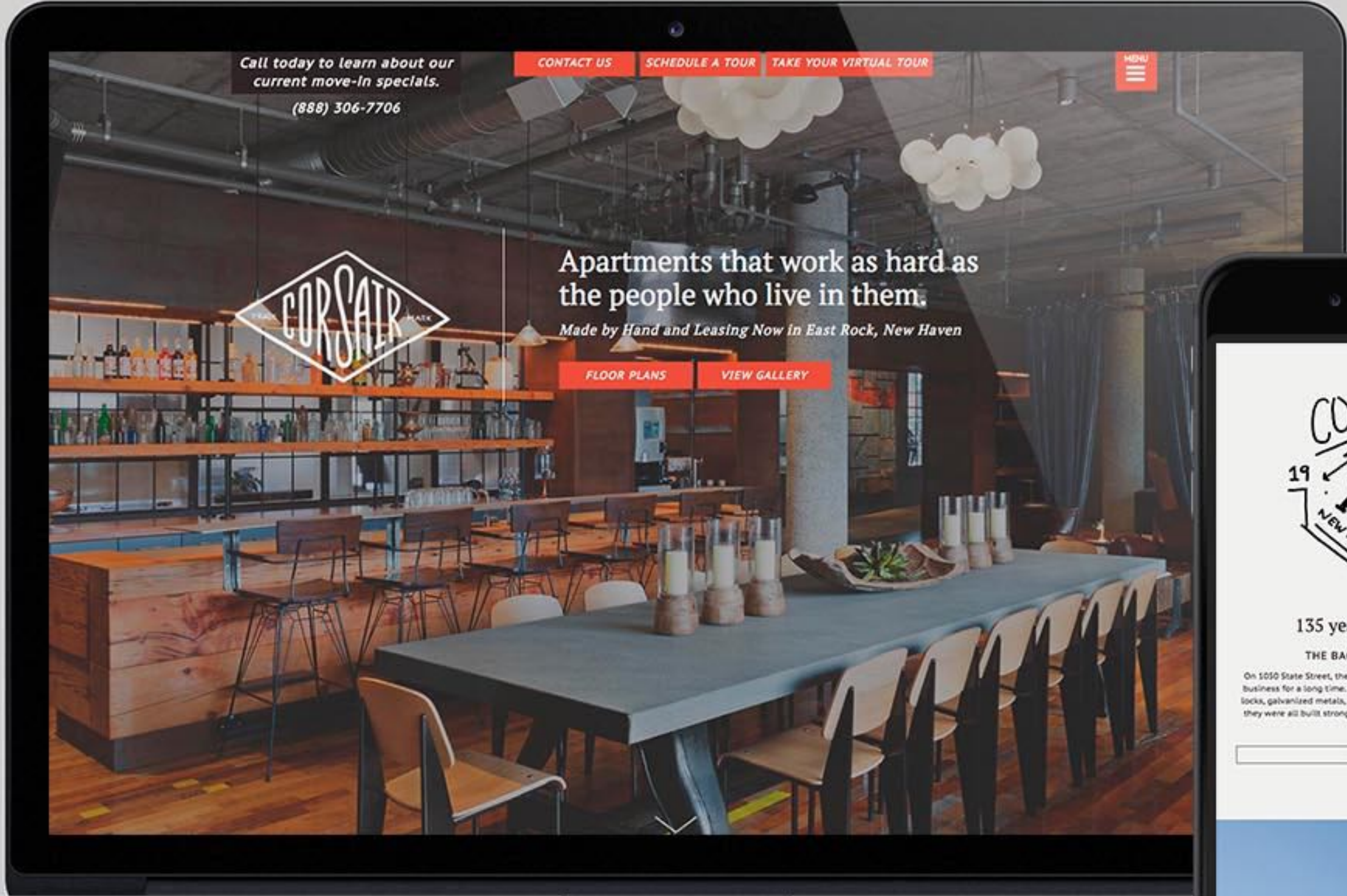
MECHANIC

STATE

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Apartments that work as hard as the people who live in them.

Made by Hand and Leasing Now in East Rock, New Haven

[FLOOR PLANS](#) [VIEW GALLERY](#)



135 years of hard work.

THE BACKSTORY OF CORSAIR

On 1010 State Street, the American worker has been getting down to business for a long time. Cigars, corsets, rifles, cement pipes, carriage locks, galvanized metals, oak barrels, car wheels, airplane propellers—they were all built strong, built to last, built right here. What will you build?

[READ THE STORY](#)

CREATING A “THERE” THERE

NEW CATEGORY

- **40% of Leases Signed Site Unseen**
- **Won CT Property of the Year 2016**

DESIGN EXPERIENCE

- **Outdoor Pizza Oven to capitalize on local culture**
- **Design elements crafted specifically to recognize the space’s rich history**

VOICE & IDENTITY

- **Programming supporting the identity**

The
HECHT
WAREHOUSE
▪ AT IVY CITY ▪



TRUE GRIT

In a long-forgotten corner of Washington, D.C., a real estate developer boldly goes where no one else would.

LANDMARK STYLE

Throughout the golden age of American Department stores, Hecht's was a favorite destination for stylish Washington, D.C. shoppers. In 1936, to serve its growing collection of stores, The Hecht Company built an iconic, Streamline Moderne-style warehouse along D.C.'s New York Avenue—a landmark that would stand for decades to come.



Draped Drama...

*Played strictly for applause—
our figure enhancing
Dorothy O'Hara Original—with contoured lines
aimed directly at your audience.
“Good theatre”—from the drama
of its dipped hemline to its scene-setting
draped torso and far-flung sleeves.
Emotional black in star material:
Sanchilla, a superb rayon crepe.
Sizes 10 to 18. \$35
Third Floor of Fashions.*

The **HECHT CO.**



WASHINGTON, D.C.

A Great Store in the Nation's Capital

“Something wonderful happens when you wear clothes from California”



A FORGOTTEN NEIGHBORHOOD

Ivy City has long been one of DC's lesser-known corners. Plagued by urban planning decisions that nearly demolished it entirely, this small-but-proud neighborhood survived its toughest years thanks to the fierce resilience of its residents. In Ivy City, we saw an underdog story waiting to be told.

“IT’S A NEW DAY IN IVY CITY”

Douglas Development believed in Ivy City, too. Our client envisioned a vibrant, dynamic blend of shops, restaurants, and loft-style apartments—all centered around the painstakingly restored Hecht Warehouse building. Our job was to change the general perception of Ivy City and ensure that people would show up, sign leases, and fall in love with the neighborhood.





**A PLACE FOR THE BOLD.
A HOME FOR THE PIONEERS.**

**DO +
DARE**

A TAGLINE 79 YEARS IN THE MAKING

In targeting “urban pioneers,” we didn’t try to gloss over the gritty feel of our surroundings—we embraced it. American whiskey and denim brands inspired the brand’s lo-fi aesthetic, lending it a sense of authenticity and attitude. We even discovered a newspaper clipping from the building’s 1936 groundbreaking in which a local senator praised Hecht for its “do and dare” attitude—a quote that would become our tagline and guiding philosophy.

DARE

HECHT
WAREHOUSE
AT IVY CITY

**IT'S A NEW DAY
IN IVY CITY**

**ALL
APARTMENTS
ARE NOT
CREATED
EQUAL**

The
HECHT
WAREHOUSE
AT IVY CITY

**THIS IS MORE
THAN A BUILDING.
IT'S A STORY**

79 YEARS
IN THE MAKING

**WHERE EVERY
NIGHT IS A
GOOD**



Dear Matthew,

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1401 NEW YORK AVENUE NE
WASHINGTON, DC 20002

LEASING OFFICE
571-267-2905

HECHTWAREHOUSE.COM



Johnathan Doe
Leasing Director

571-267-2905
John@hechtwarehouse.com
HECHTWAREHOUSE.COM





DO +
DARE

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Development

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The
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- AT IVY CITY -









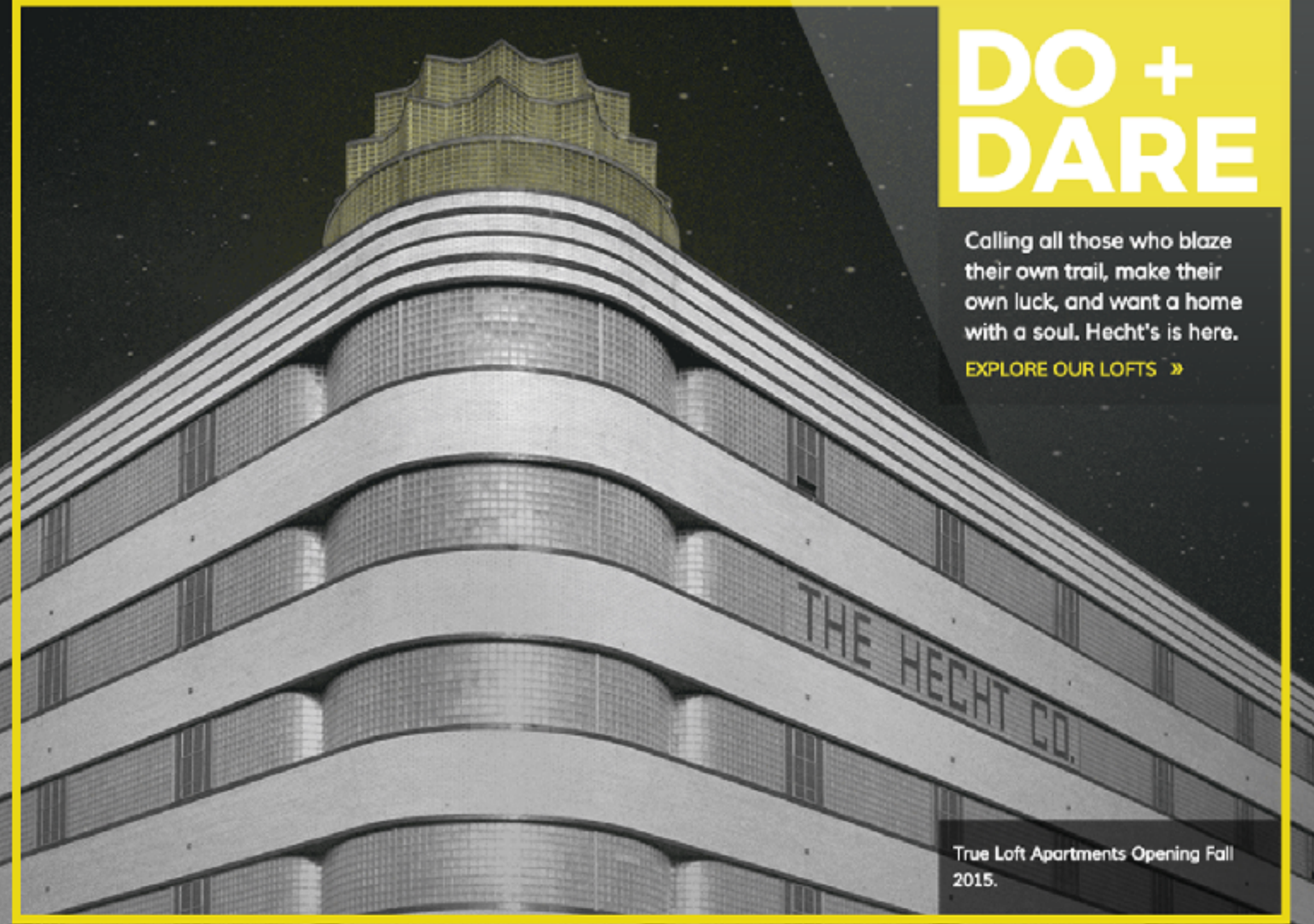
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Washington, DC 20002

TUNE IN
For updates, openings and
more

*FIRST NAME
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SUBMIT



DO + DARE

Calling all those who blaze their own trail, make their own luck, and want a home with a soul. Hecht's is here.

[EXPLORE OUR LOFTS »](#)

True Loft Apartments Opening Fall 2015.



CREATING A “THERE” THERE

NEW CATEGORY

- **NY Post described Ivy City as DC’s “next hot neighborhood”**

DESIGN EXPERIENCE

- **Hecht’s brand helped drive its price per square foot to an average of \$3.31**
- **Investment in shared space over individual units creates demand for the social spaces**

VOICE & IDENTITY

- **Audience-relevant marketing strategy through social channels**
- **Leveraging location to drive buzz**
- **Programming supporting the identity**

A grayscale photograph of a busy city street, likely in New York City, with tall buildings and a car in motion. The image is overlaid with text.

**PLACES
PEOPLE
LOVE**

THANK YOU

Travis McCready

Massachusetts Life Sciences Center

tmccready@masslifesciences.com

Daren Bascome

Proverb LLC

daren@proverbagency.com