

Hayden Flour Mill

Introduction Overview
April 2022

Overview Items:

- Section 1 – Team Background
- Section 2 – Relevant Projects
- Section 3 – Inspiration Projects
- Section 4 – Project Vision
- Section 5 – View & Scale
- Section 6 – Activate & Program
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VENUEPROJECTS
INSPIRED REDEVELOPMENT

SUNBELT  HOLDINGS

Section 1

Team and Company Background

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- Founded in 2008
- Focus on Creative Infill, Adaptive Reuse & Redevelopment Projects
- Entrepreneurial & Opportunistic
- Community Building & Placemaking
- Context & Cultural Sensitivity Approach
- Story Telling
- Designers, Builders, Developers, Investors and Owner Operators
- Arizona & Civic Pride

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- Highly respected firm founded in 1979
- Recognized leader in commercial real estate development
- Tenured team with extensive experience across multiple sectors
- Demonstrated understanding of complex transactions and public-private partnerships
- Multiple successful projects using land-lease agreements

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Section 2

Relevant Projects

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Rise Uptown, Phoenix, AZ – September 2020

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- Joint Venture – Roles focused on areas of strength
- Transit Oriented – Fronting Light Rail (2 Stations) / Bus Route
- Blend of Old & New Construction – Hybrid Project
- Historic Preservation – NPS, SHPO, City of Phoenix Preservation Office
- Community & Economic Development – Placemaking & City of Phoenix Prioritization
- Story Telling – Architect's Row / Between the 7's / Desert Modern Mid-Century Architecture
- Mixed Use Hospitality Campus in Urban Context
- Arizona & Civic Pride

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- Cultural Facilities
- Activation Spaces in Desert Environments
- Exposure to Programming Possibilities & Infrastructure
- Blend of Old & New Construction – Hybrid Project
- Arizona & Civic Pride

Desert Botanical Garden – (7) Fee For Service Construction Projects, Phoenix, AZ



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- City of Tempe – Public & Private Partnership
- Land & Improvements Lease
- Transit Oriented and Tempe Town Lake Adjacency
- Joint Venture

Marina Heights, Tempe, AZ



- City of Tempe – Complex Entitlements
- Mixed Use Campus
- Transit Oriented
- Joint Venture

Culdesac, Tempe, AZ

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Section 3

Inspiration Projects

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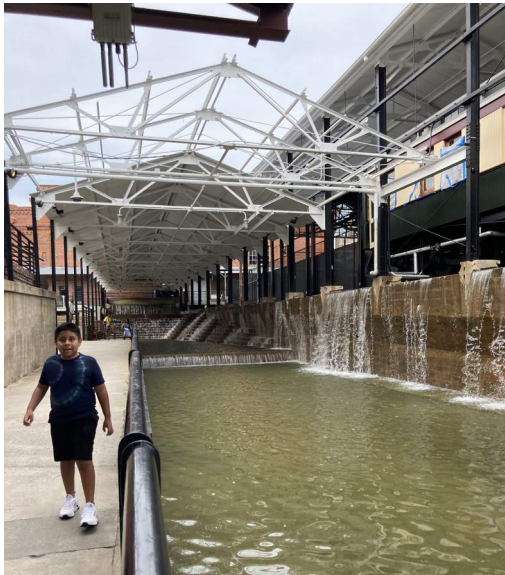
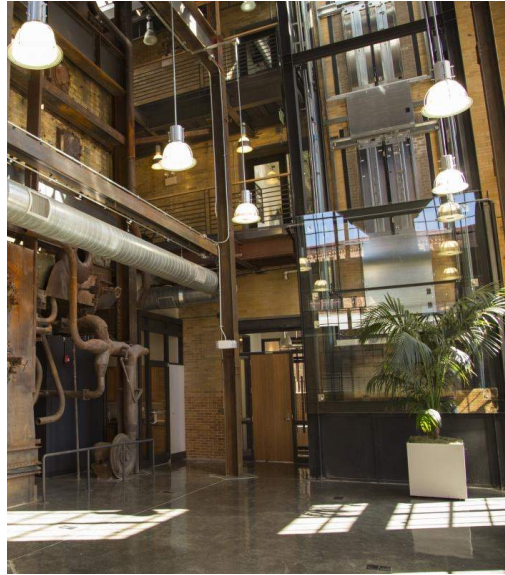
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American Tobacco Campus – Raleigh/Durham, NC

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Magnolia Silos — Waco, TX

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Buda Mill & Grain Co. – Buda, TX

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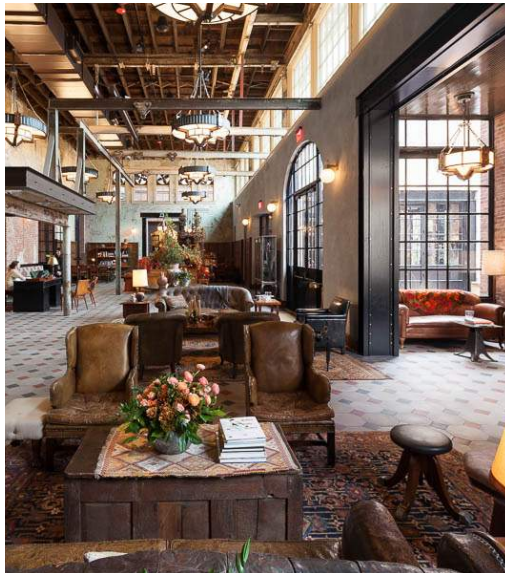
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Pearl Brewing District – San Antonio, TX

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Section 4

Vision for the Hayden Flour Mill

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VISION

- Commercial Mixed Use campus - Tempe's "Millenium Park"
- Gateway Icon to Downtown Tempe
- Take a light touch and sensitive approach to the site & structures.
- The 1918 Mill and 1950's Silos are the Stars of the Campus.
- New structures are subordinate and secondary in scale & placement.
- An indoor/outdoor program of interconnected terraces & spaces.
- Work within the existing constraints as much as possible to create a "one-of-a-kind" experience.
- An inclusive & welcoming facility for all of Tempe's Residents and Visitors.
- Proactive community outreach and informed design and development process.
- A place that educates, enlightens, nurtures, entertains and nourishes.
- Activation and programming of spaces.
- 5 C's of HFM - Culture, Community, Collaboration, Commerce, Culinary.

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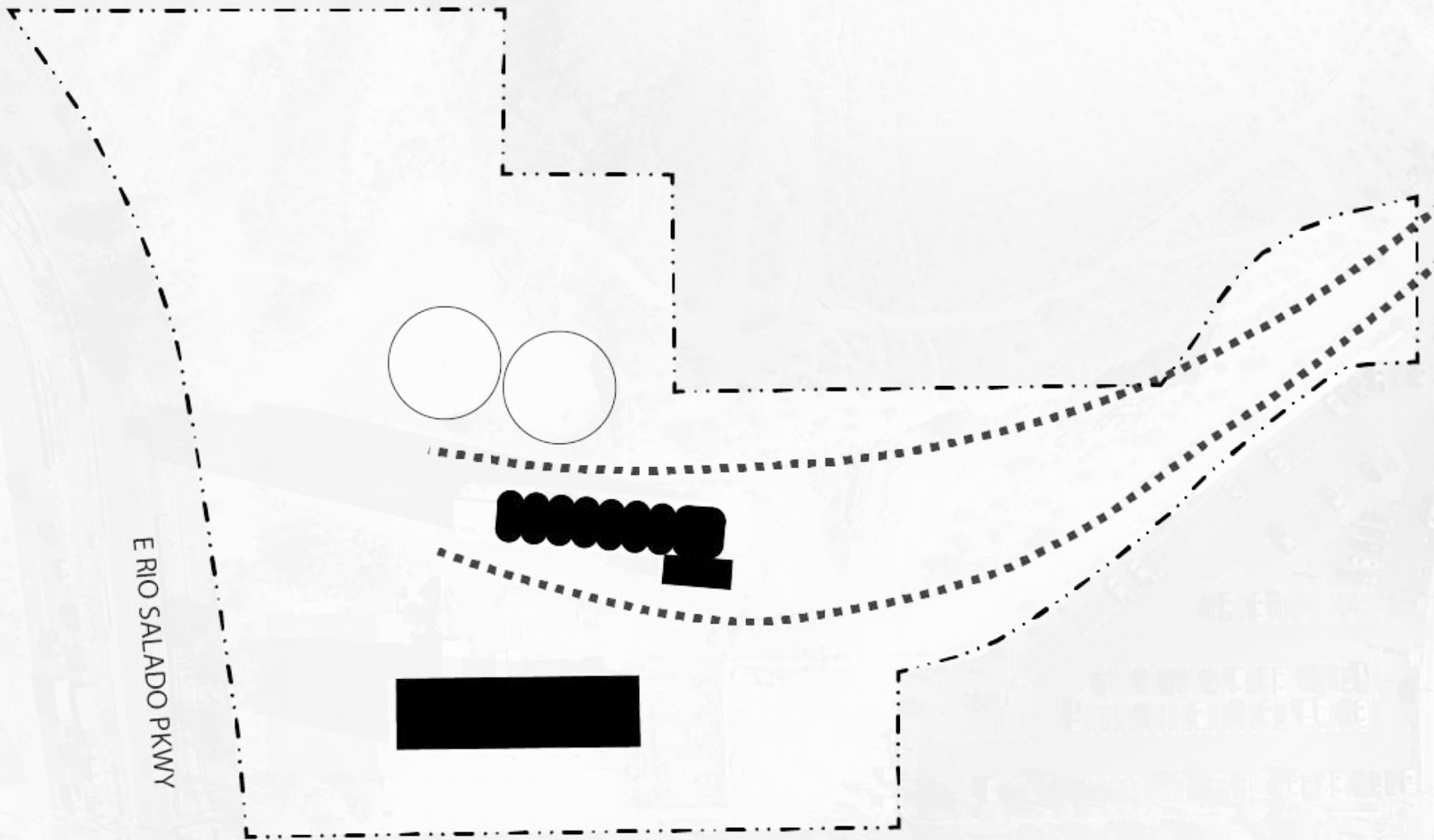
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E RIO SALADO PKWY

S MILL AVE

EXISTING STRUCTURES
& KEY FEATURES



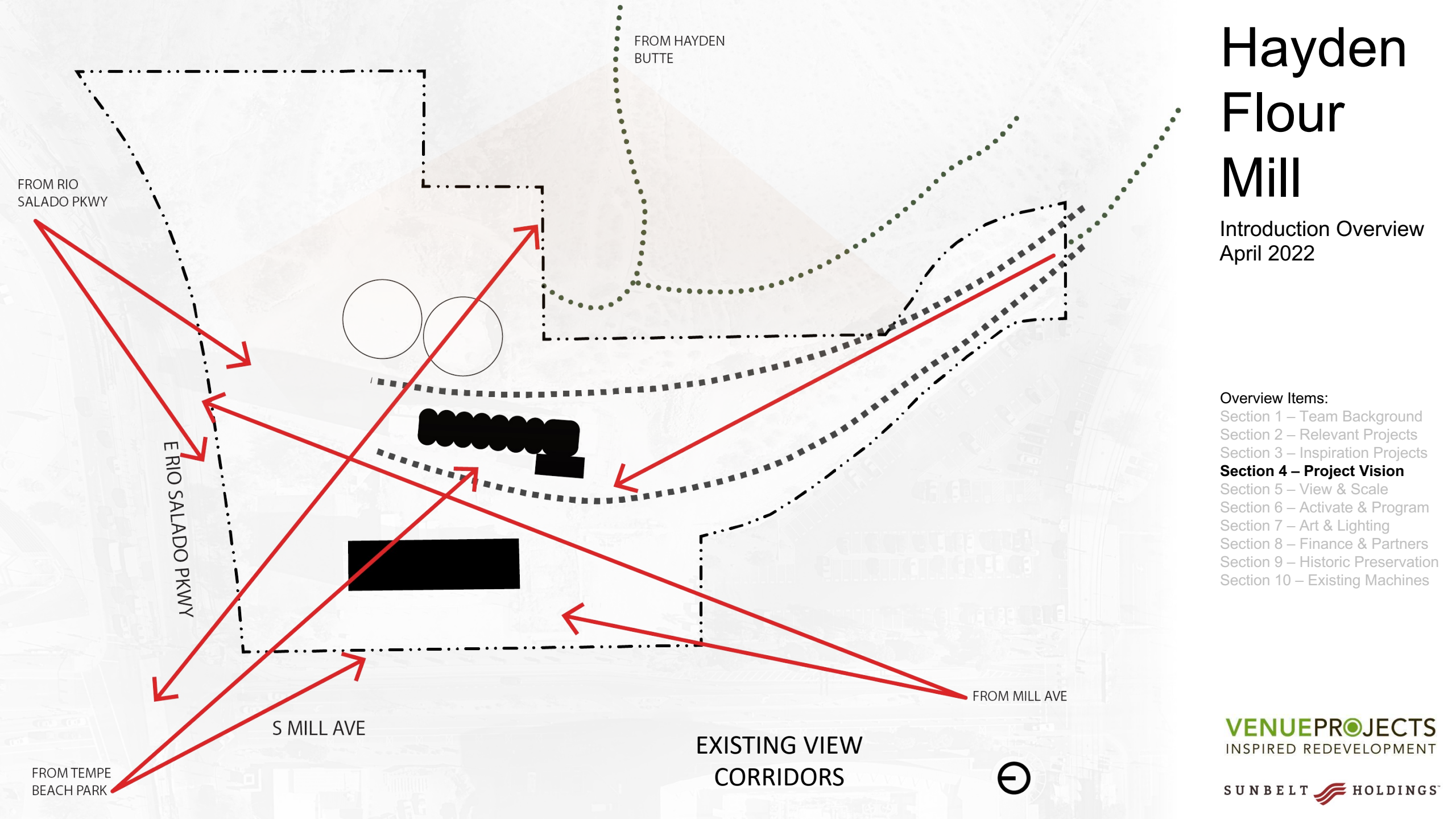
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EXISTING VIEW
CORRIDORS

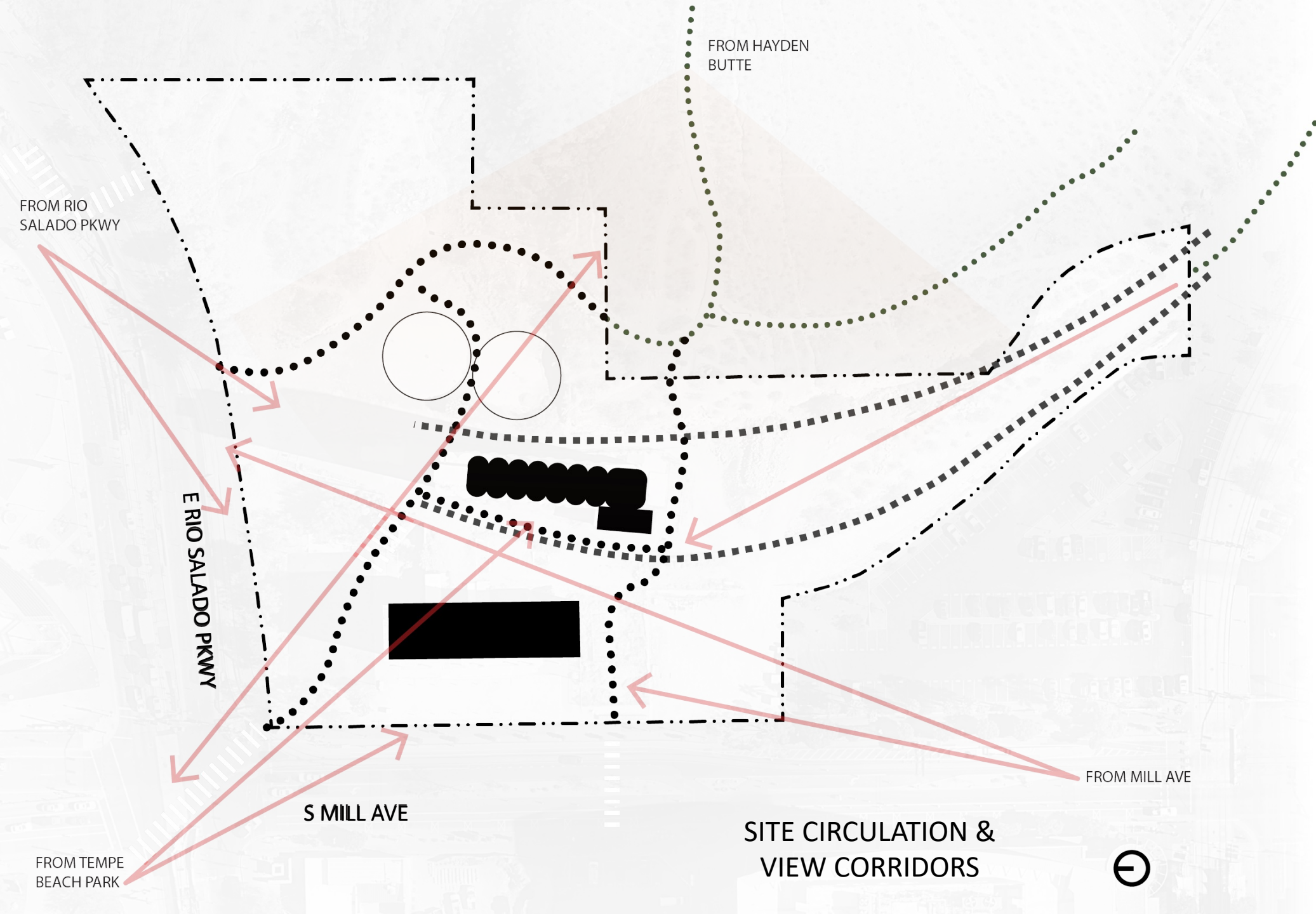
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SITE CIRCULATION &
VIEW CORRIDORS



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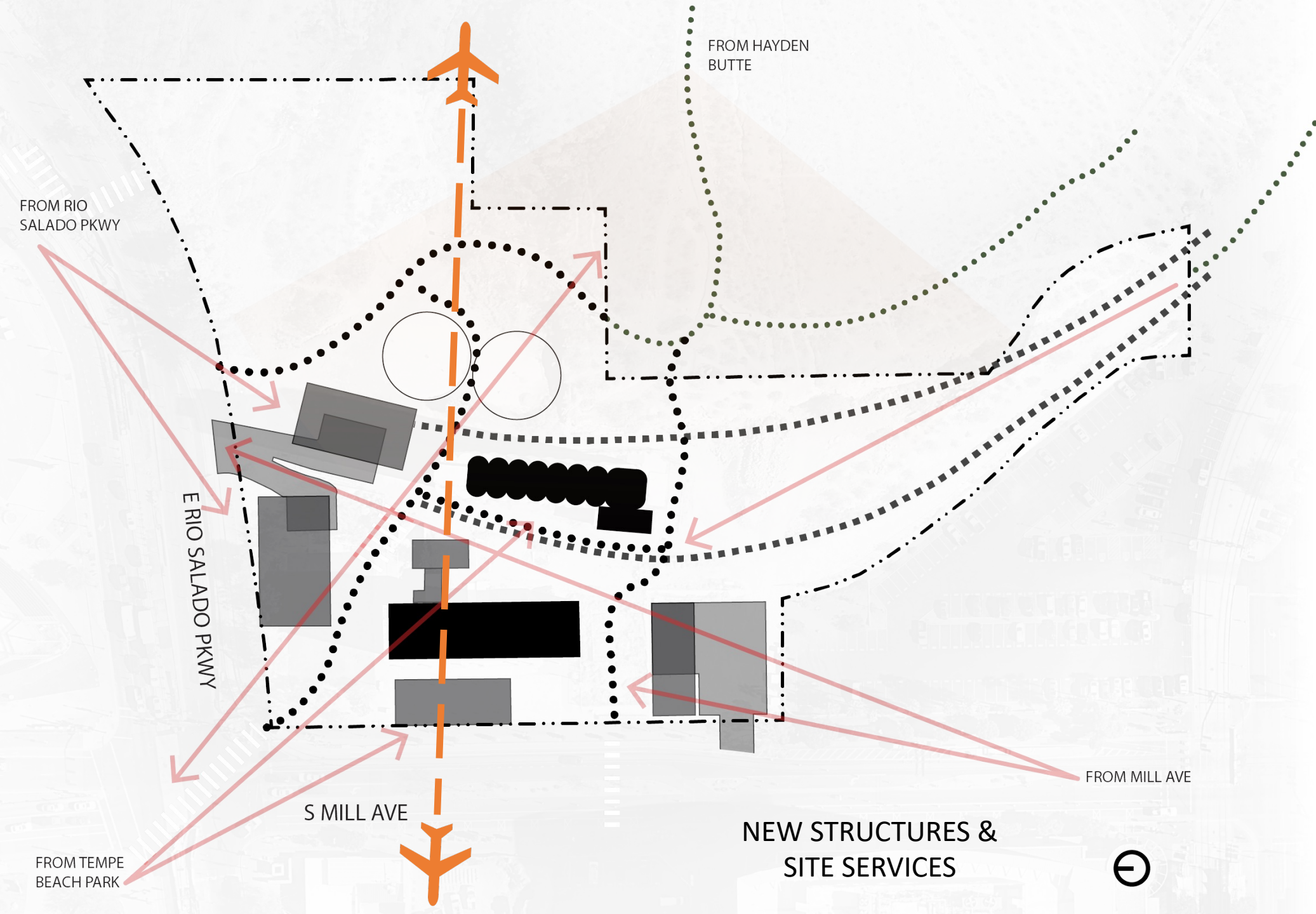
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SUNBELT  HOLDINGS



FROM RIO SALADO PKWY

FROM HAYDEN BUTTE

E RIO SALADO PKWY

S MILL AVE

FROM MILL AVE

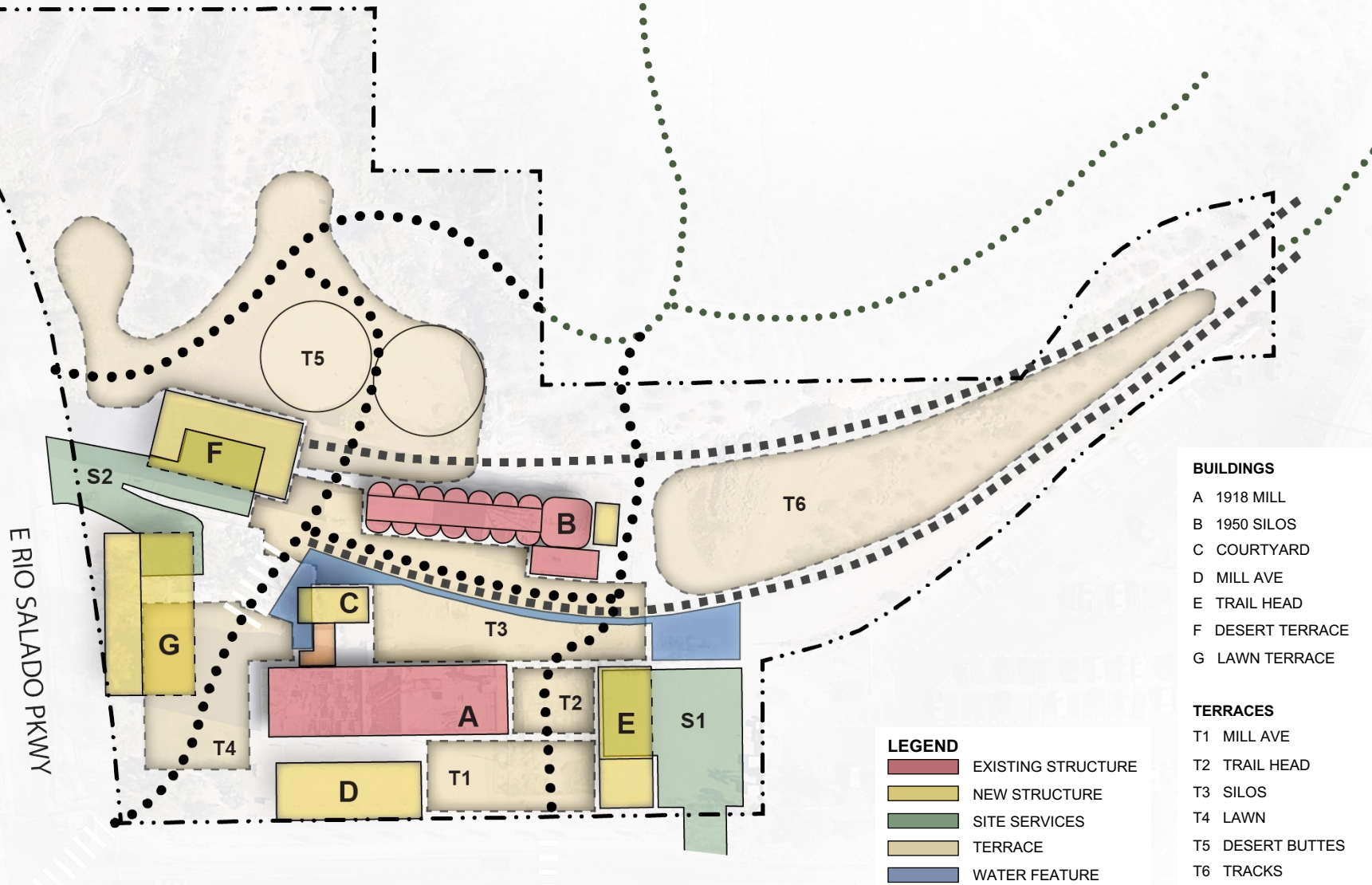
FROM TEMPE BEACH PARK

NEW STRUCTURES &
SITE SERVICES



Hayden Flour Mill

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- BUILDINGS**
- A 1918 MILL
 - B 1950 SILOS
 - C COURTYARD
 - D MILL AVE
 - E TRAIL HEAD
 - F DESERT TERRACE
 - G LAWN TERRACE
- TERRACES**
- T1 MILL AVE
 - T2 TRAIL HEAD
 - T3 SILOS
 - T4 LAWN
 - T5 DESERT BUTTES
 - T6 TRACKS

- LEGEND**
- EXISTING STRUCTURE
 - NEW STRUCTURE
 - SITE SERVICES
 - TERRACE
 - WATER FEATURE

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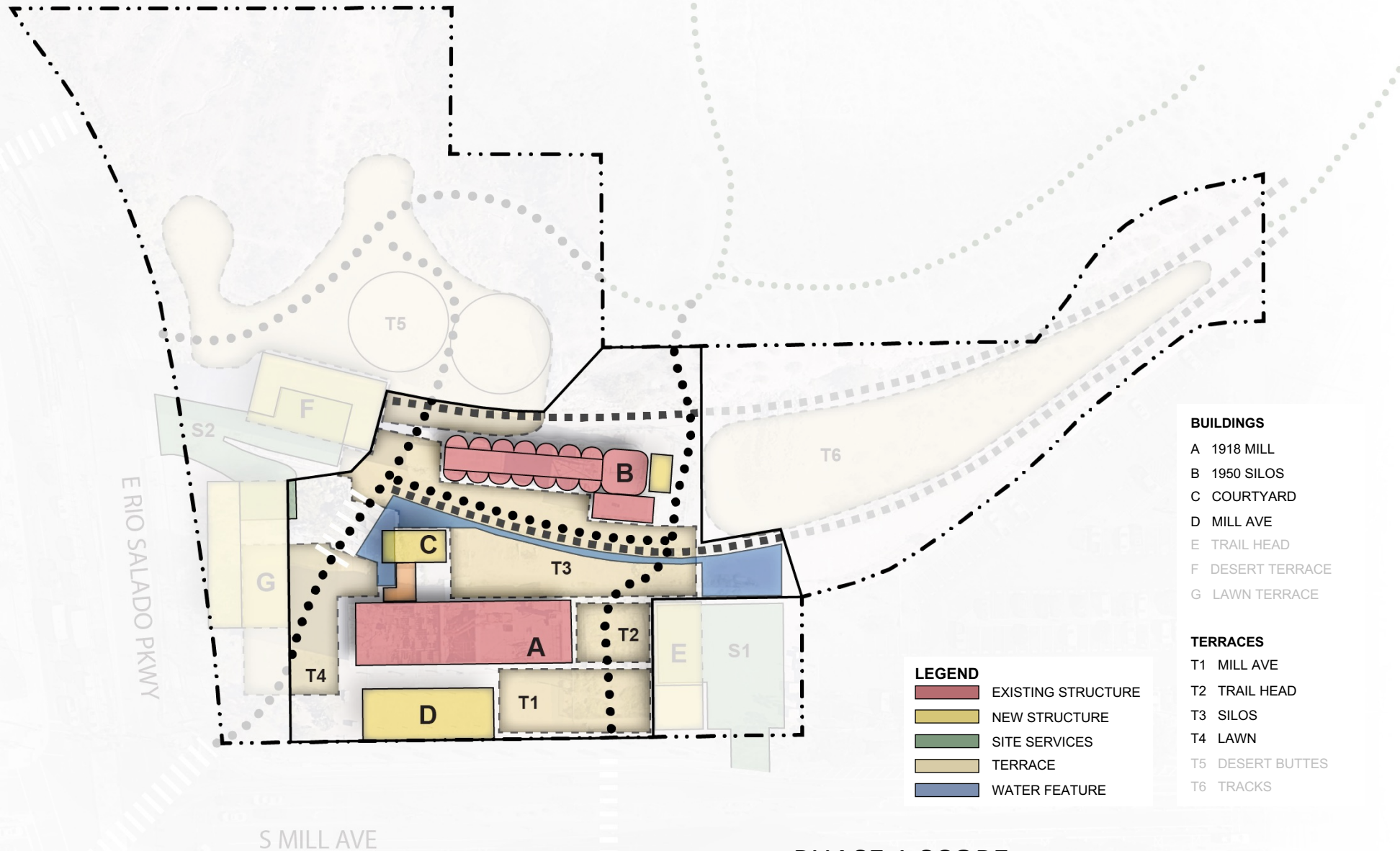
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DEVELOPMENT OVERVIEW



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BUILDINGS

- A 1918 MILL
- B 1950 SILOS
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- G LAWN TERRACE

TERRACES

- T1 MILL AVE
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S MILL AVE

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PHASE 1 SCOPE

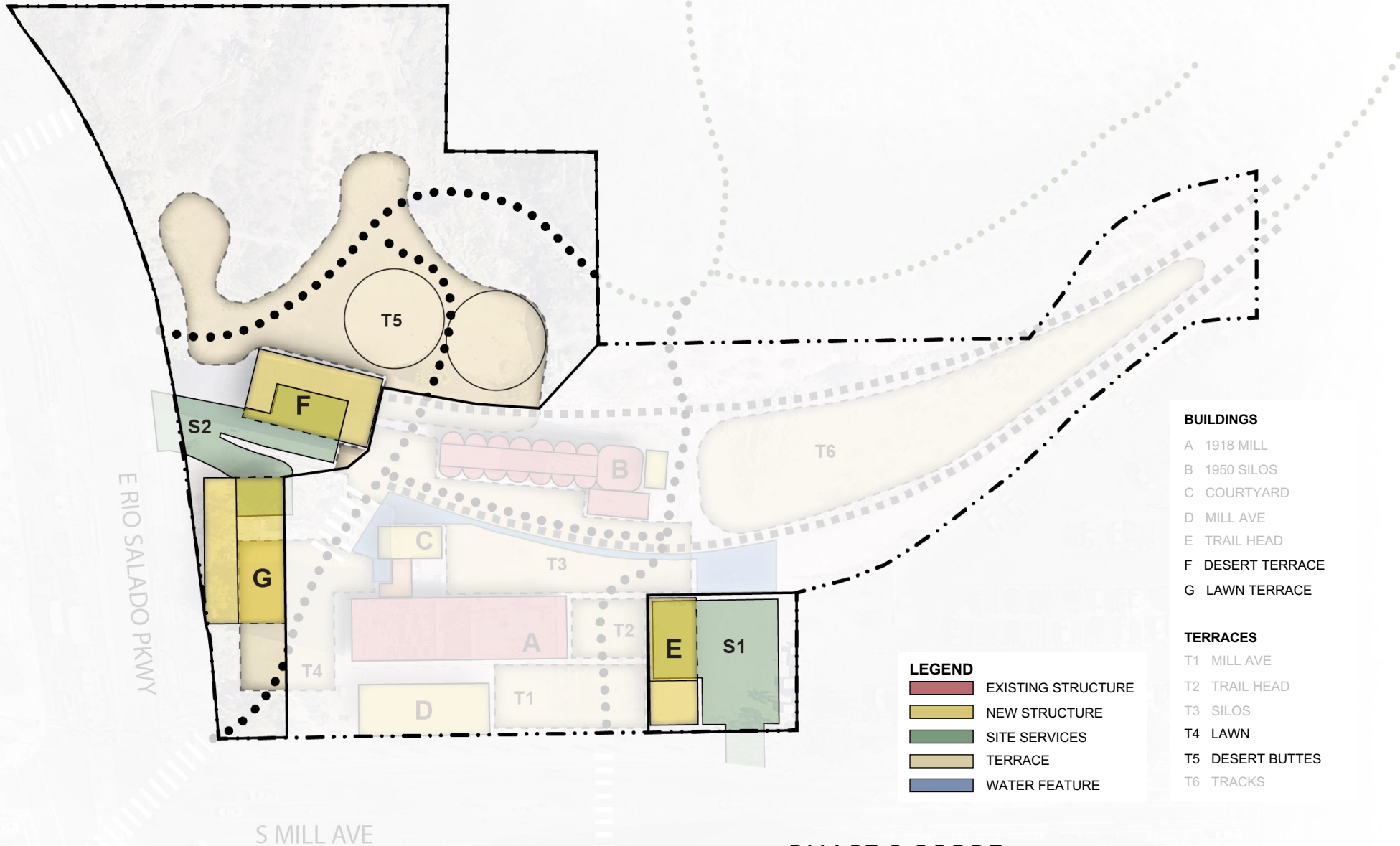


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SUNBELT HOLDINGS

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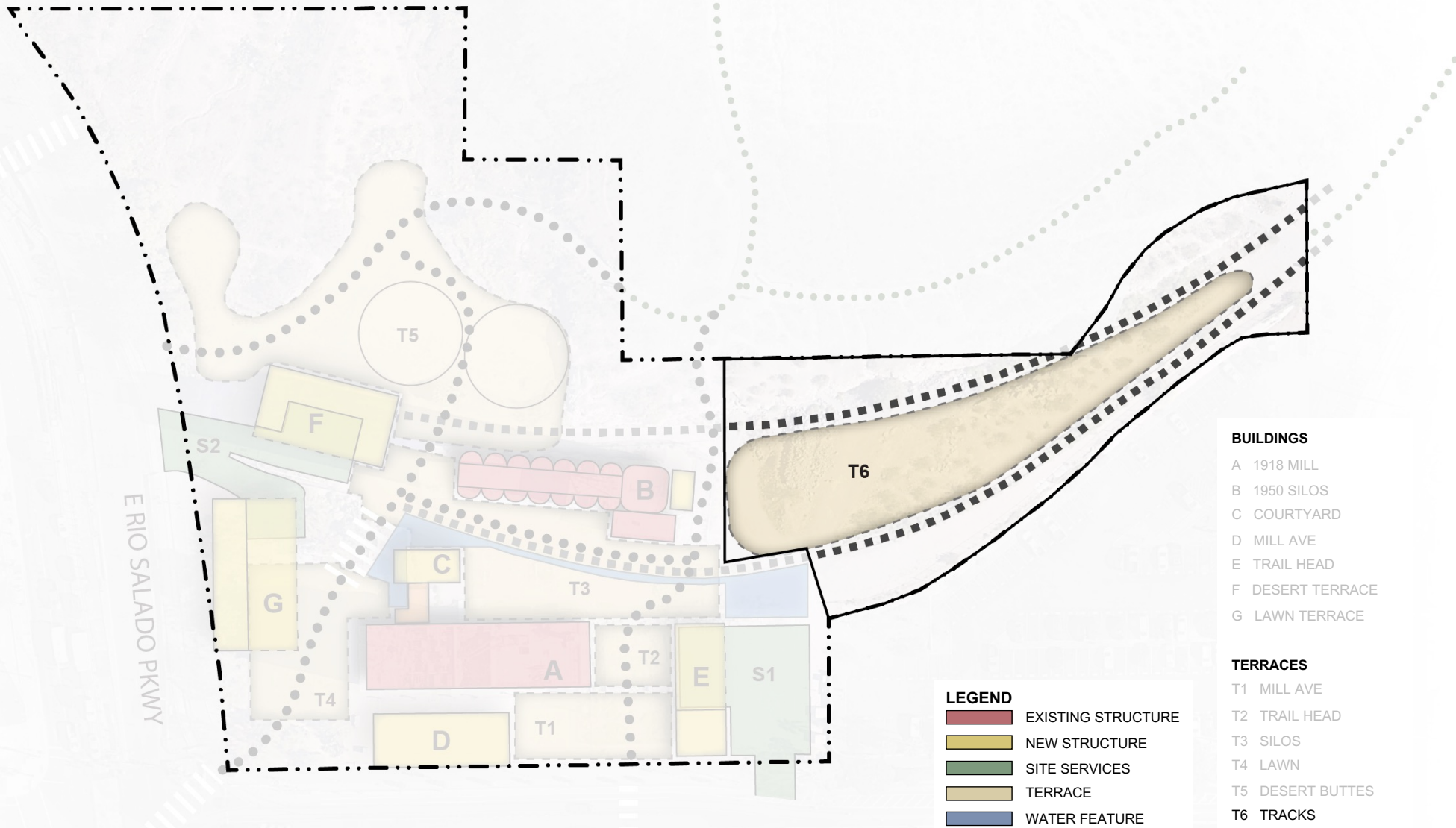
PHASE 2 SCOPE

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PHASE 3 SCOPE

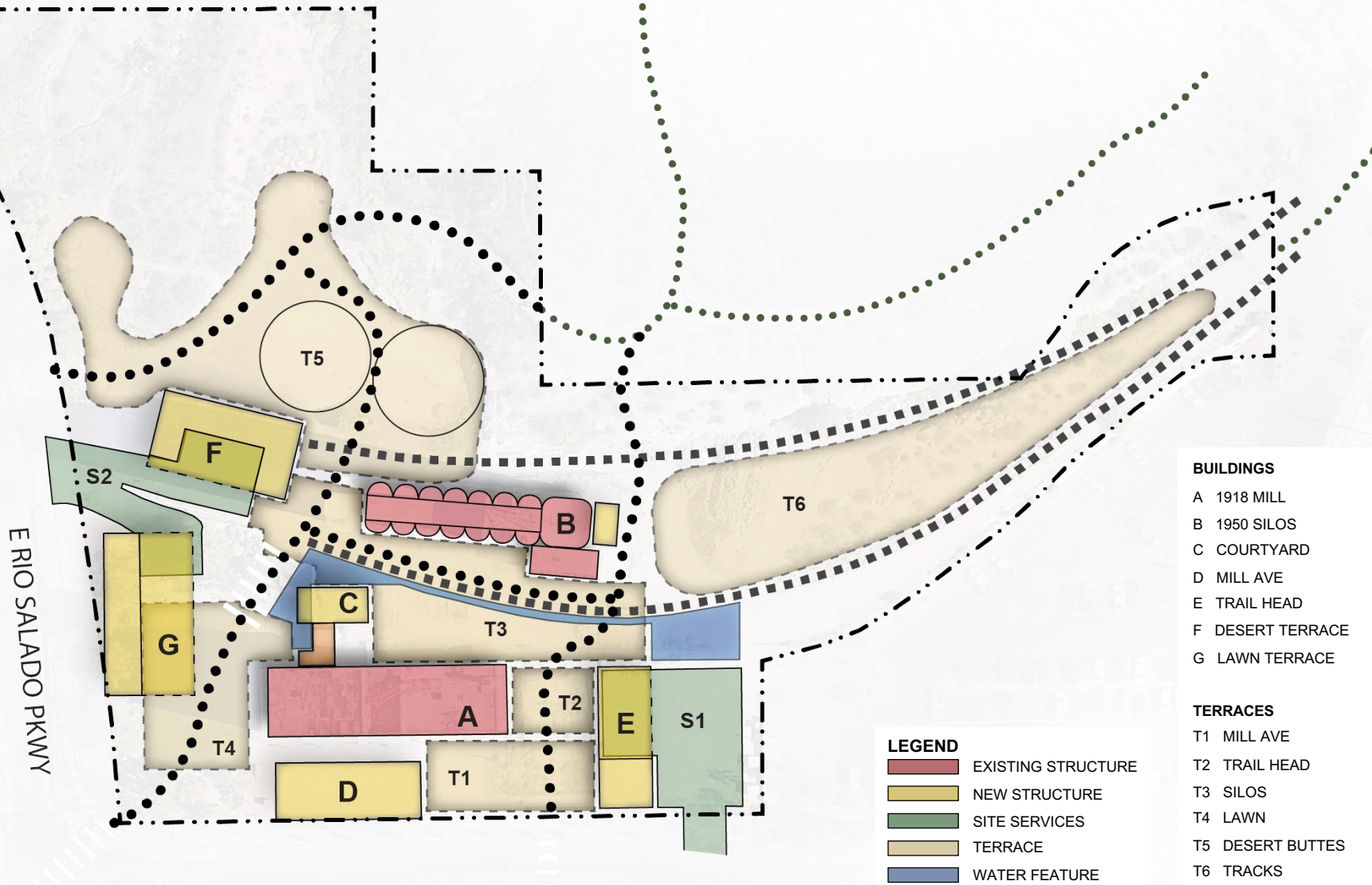


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S MILL AVE

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DEVELOPMENT
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Section 5

View & Scale Strategy

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- Intentional placement of new structures
- Attention to scale and design
- New buildings are subordinate and secondary

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- Acknowledge and respect the butte's cultural and historical significance to the Salt River Pima-Maricopa Indian Community, Gila River, Ak-Chin, Tohono O'odham tribes
- Frame and maintain views of the buttes
- Sensitive integration of the Tempe (Hayden) Butte Trailhead into the project campus
- Recognize and celebrate Tempe's landmark

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Section 6

Activation & Programming

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Cultural Events



Cultural Events

- History related to the founding of Tempe, Native American & Latino cultures
- Understanding cultural sensitivity tied to the site and mill

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- Proactive Outreach to Stakeholders
- Utilize outreach information to inform and inspire creative and responsive design and programming

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Performance & Visual Arts

Community Events

Section 7

Art & Lighting Opportunities

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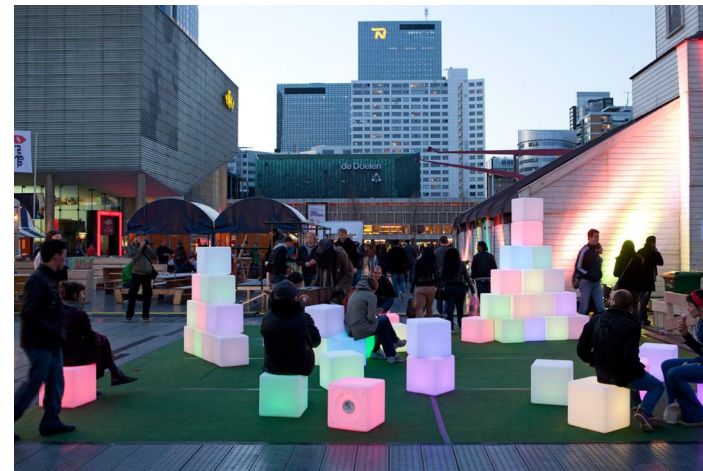
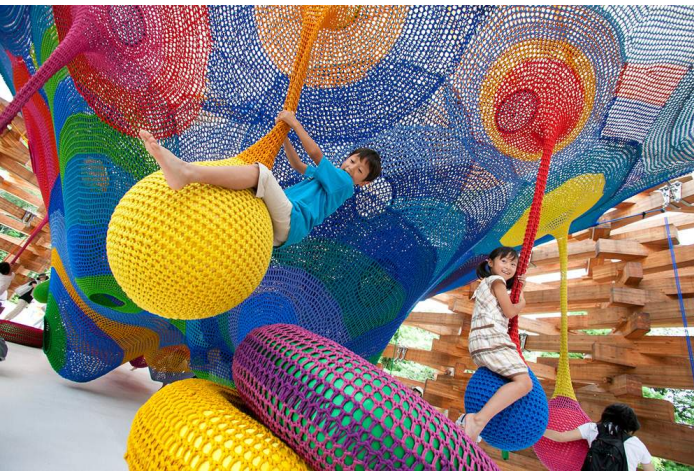
- Each installation is an opportunity to include and represent local artists and designers.
- Art can be a way to show and honor the history of Tempe and the site.
- Creative and playful art installations make for a dynamic and unique experience during each visit.

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- Creative lighting is critical to delivering a compelling environment and atmosphere.
- Due to Sky Harbor flight path, we'll work with lighting consultants to meet any FAA requirements for building and landscape lighting.
- Lighting and projection mapping offer opportunities to create dynamic, exciting and artful experiences.

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Section 8

Creative Finance & Partnerships

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- We support any public or private financing opportunities to capitalize the project.
- The redevelopment vision welcomes and facilitates the ability for multiple levels of corporate, organizational and individual sponsorship in addition to conventional financing vehicles.

Examples: Naming and sponsoring trail heads, fountains, buildings, plazas, terraces, site features, art installations/performances and events.



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Section 9

Historic Preservation Strategy

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INSPIRED REDEVELOPMENT

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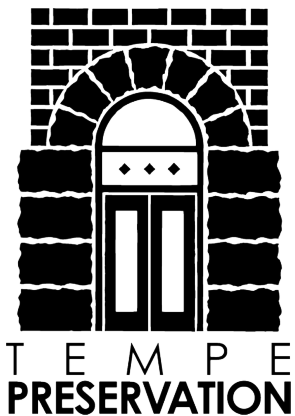
Hayden Flour Mill

Introduction Overview
April 2022

- The process can be bureaucratic and is better if initiated as soon as possible.
- Significant scholarly work and research has already been completed. HFM has been determined eligible for listing and conditional Part II improvements via past collaborations between developers, SHPO & NPS
- Depending on the timeline of future RFP and development agreement processes, we aim to work with consultants and SHPO to prepare the new determination of eligibility or nomination form by end of 2022, targeting Historic Site Review Committee meetings in Nov '22 or Mar '23

Overview Items:

- Section 1 – Team Background
- Section 2 – Relevant Projects
- Section 3 – Inspiration Projects
- Section 4 – Project Vision
- Section 5 – View & Scale
- Section 6 – Activate & Program
- Section 7 – Art & Lighting
- Section 8 – Finance & Partners
- Section 9 – Historic Preservation**
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Section 10

Existing Structures, Equipment & Material

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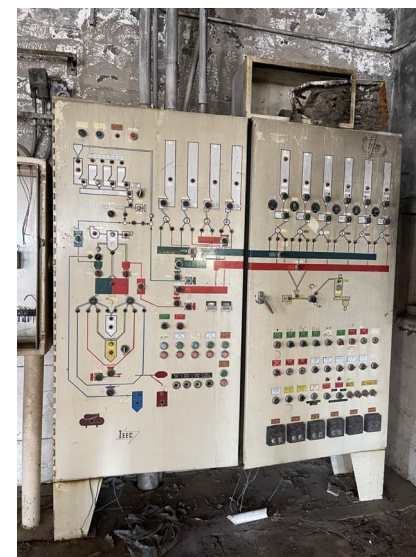
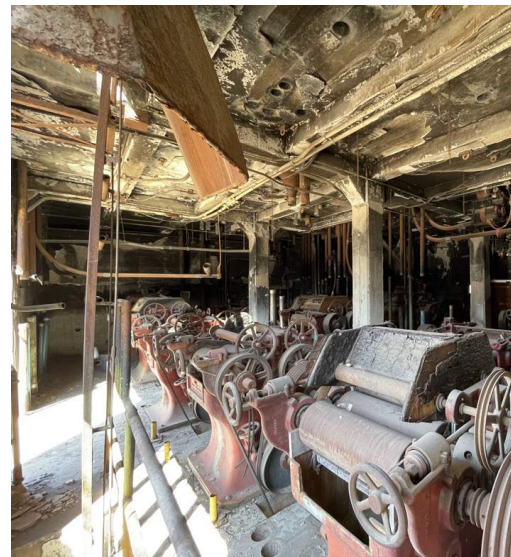
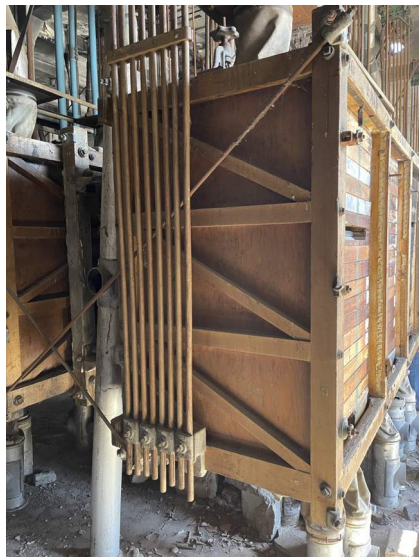
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Hayden Flour Mill

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- We will take a reverent, thoughtful, and restrained approach, with interior components salvaged, saved, and creatively reused where possible.
 - Some components may remain in place to be creatively integrated into the interior design/program of new uses
 - Some components may be selectively reused in interpretive educational and art installations throughout the property
 - Those significant components that cannot remain or be reused, will be catalogued, removed, and either stored or relocated/donated to relevant community institutions, such historical societies and museums.

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Other best-in-class industrial redevelopments from around the country can serve as inspiration and best practice in this regard

The Hotel Emma, San Antonio, TX
- Machinery used as sculptural pieces

American Tobacco Campus, Durham, NC
- Infrastructure left in place as backdrops to the exterior spaces

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Thank You for your time and support as we work together to sensitively redevelop the historic Hayden Flour Mill and Silos site into a legacy, world class community destination.

Our Promise

- Deliver a compelling vision
- Best-in-class Arizona team
- Experience-based process



Hayden Flour Mill

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