

MAKINA (mah – kee – nah)

Development Skills Supporting Sustainable Communities, Products and Services



MAKINA Real Estate Services

MAKINA offers a range of services to suburban and rural land owners who wish to pursue a sustainable development market strategy.

These services include:

- Project Management
- Public Approval Management
- Marketing & Project Packaging

Projects

MAKINA seeks property owners pursuing sustainable development who have the following kinds of needs:

Sale

- Determination of the most valuable development approach
- Setting the conditions of sale
- Packaging the project for sale

Regulatory Improvements

- Change in land use or density
- Mitigation of environmentally constrained land uses

Development

- Development Management
- Brand and Marketing development

Approach

Project development with a sustainable market strategy has both the underlying complexity of traditional development plus the added complexities of rapidly evolving consumer trends, regulatory practices, building products, construction methods and financial analysis.

With that in mind MAKINA emphasizes the following development approaches:

Strategic Market Positioning

Because the market for sustainable development is evolving and more dynamic a well defined – consumer product

like - market strategy is required.

Interdisciplinary Process Management

The skill sets required to pursue sustainable development are more wide ranging and scarce. Creative and profitable development approaches come from a well disciplined management of more complex interdisciplinary teams.

Government Relations

Many times government produces regulatory frameworks that don't allow the best development approaches to be put forth. Getting the best projects done comes from a properly defined and executed government relations strategy of technical excellence, the ability to communicate effectively and well developed political support.

Paul Reinhart

Paul Reinhart leads the Real Estate Practice for MAKINA.

Trained as an Architect and Urban Designer Paul brings together a unique set of skills which support the creation of unique and effective sustainable development projects.

These skills include:

- Development Management
- Architecture & Urban Design
- Marketing and Brand Development
- Financial Packaging
- Software and Web Development
- Community Involvement

Paul's Professional Highlights

70's:

- Co-founded Ilium a company that provided interdisciplinary design and marketing solutions for the development of public transportation systems in the US .
- Co-founded Workshop for Community Projects, a community planning firm which created urban development plans through broad based community participation programs.

80's:

- Managed the development of large scale mixed use commercial real estate projects involving public and private interests.
- Managed joint public/private development projects involving public transportation.

90's:

- Managed the development of web applications for fortune 500 companies.
- Managed the development of one of the leading online collaborative environments involving streaming and collaborative tools.

Early 00's:

Managed the UI development of software applications for Microsoft and other companies.

2004:

- Managed the Program Development of Gresham Civic Neighborhood – a sustainable light rail transit village.
- 194th Project

Online Documents

Project Backgrounder on Paul Reinhart

http://www.makina.us/documents/PaulReinhart_BackgroundbyDiscipline.pdf

Gresham One Sheet

<http://www.makina.us/documents/GreshamOneSheet.pdf>

194th Residential Project:

<http://www.makina.us/documents/194thOneSheet.pdf>

For more information:

Paul Reinhart paul.reinhart@makina.us 206.850.3955