



**TOWN OF LEVERETT**  
**Massachusetts 01054**

*OK Adam  
Leverett  
8/21/24  
Emailed to  
Judy  
Waller  
8/21/24  
Sent to  
website  
8/21/24*

August 15, 2024

Dear Mr. Wallack,

The Selectboard has reviewed the proposed development project. Before we can consider any further steps, we kindly request the following information:

1. Business Plan:

1. Detailed financial projections for the development.
  - a. A breakdown of the number and types of units (stand-alone, attached, and apartment units).
  - b. A comprehensive layout of the development, with more detail than the previously provided image.
  - c. A clear distinction between the Amherst and Leverett portions of the project, including associated costs (maintenance, tax, insurance, etc) for the existing structures and amenities on the property.

2. Financial Backers:

- a. Identification of the financial backers to ensure confidence in the project's financial viability.

3. Development manager credentials:

- a. Information about your credentials as development manager (beyond what was previously provided to the Planning Board)—specifically including your history of successfully completed affordable housing projects of similar scale, particularly related to 40B developments.

At this time, we have limited information in writing. Without the requested details, it will be challenging for us to engage the town in a meaningful discussion about the project.

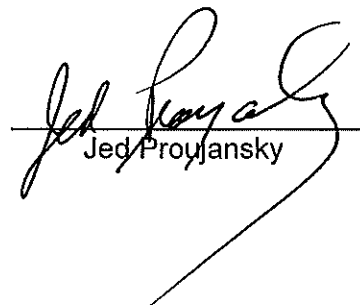
Please provide the above information so that we can proceed to the next steps.

Sincerely,

Leverett Selectboard

  
Thomas Hankinson, Chair

  
Patricia Duffy

  
Jed Proujansky

*Sent to  
webhook  
11/1/24*

**From:** Joshua Wallack | www.mangos.com <joshua.wallack@mangos.com>  
**Sent:** Friday, November 1, 2024 4:16 PM  
**To:** townadministrator@leverett.ma.us; pduffytownofleverett@gmail.com;  
jproujan@gmail.com; trhank@gmail.com; gtuzzolo@gmail.com  
**Subject:** 55 + 40B at Juggler Meadow  
**Attachments:** Joshua Wallack - Resume 2.pdf

*4 maps  
+ resume*

Dear Margie,

Thank you for your patience. We have had to get the property and proposed site surveyed (no easy task) and we're able to find a surveyor who had done some work there in the 90s who has the files in his database. This saved us months.

At this time I will answer your questions below and attached as best as possible. Always feel free to reach out for more data now that I have a whole lot of pre dev completed.

1. The attached 2 plans both contain 400 owner owned units 55+ age restricted, 300 market, 100 affordable

A. One has 48 units in Leverett, 352 in Amherst. This represents 6% of the existing housing stock in Leverett and would bring 36 market rate, 12 affordable with the rest in Amherst. This is what is allowable as a 40B.

B. The 2nd was where I believe we were prior to our onsite meeting in August after my associate Paul Staropulos has discussed (w Greg and others) and we believe had some understanding on 150 units in Leverett and 250 in Amherst.

You can see each site plan has the number of units and unit types.

Both plans show the clear delineation between Leverett and Amherst town line.

The cost piece is at this time the site is sitting empty costing more than \$1.5M a year to maintain.

2. Financial backers: this is a large real estate development, and at this stage, the crucial points are the have site control and zoning. Once much of this is codified, lenders then get much more serious. However, our application to MassHousing does require a letter of interest from a lender who is also going to be working with MassHousing. This can be shared with you as soon as we have it in hand.

Kittredge owns the entire site with no mortgage, so there is tremendous equity and the liquid assets are present to continue this pre-process without worry that we are going to run out of money. This should give the town great confidence that the site will remain in control, and the development team will remain working until the comprehensive permit is issued.

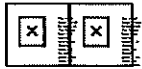
Currently, the hard cost budget is nearly \$200M. The taxable income would be greater for Leverett with the 150/250 split.

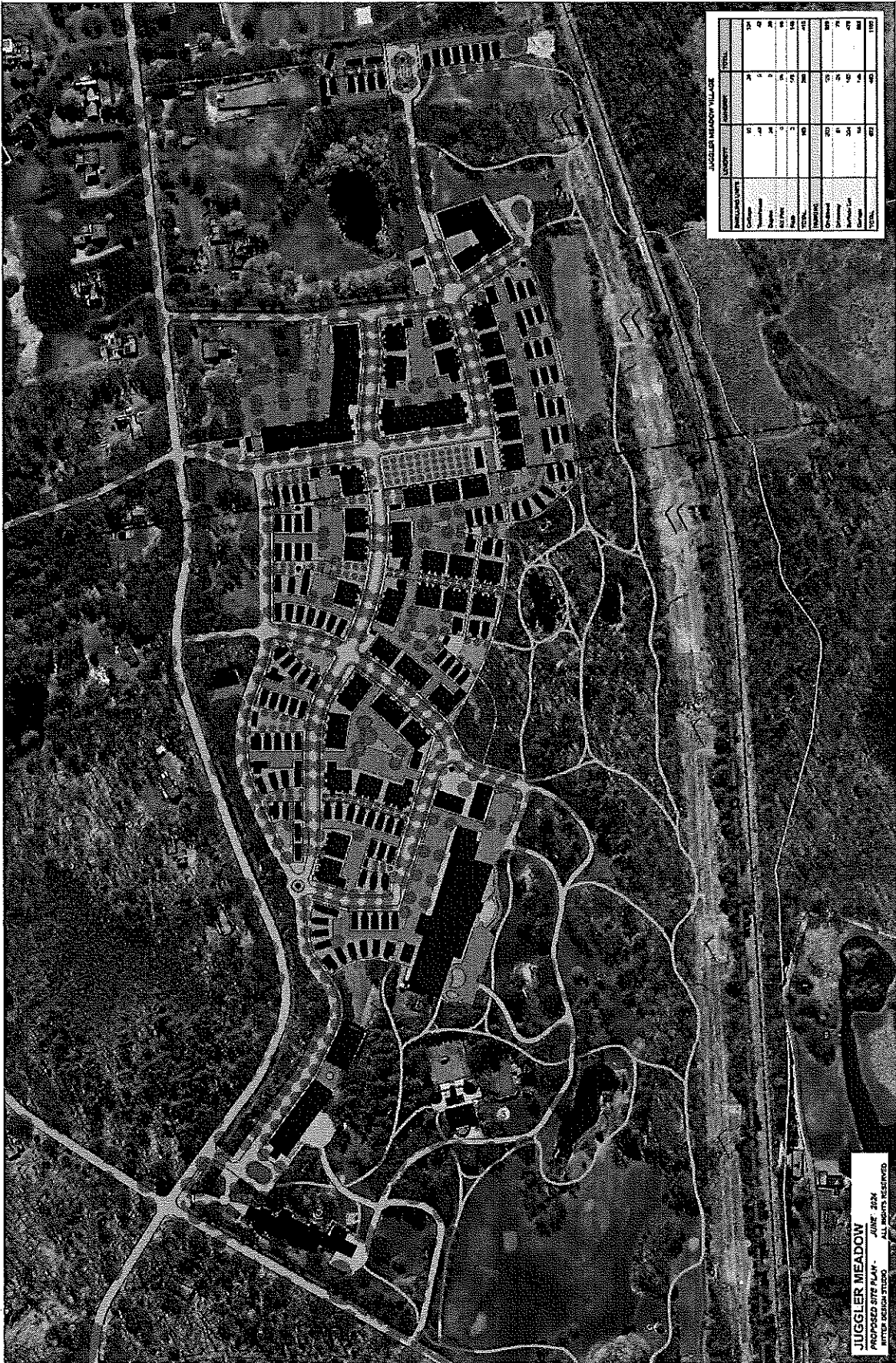
### 3. Team Credentials

Joshua Wallack, Development Manager

SEB HOUSING (Robert Engler) - 40B consultant and lottery agent (<https://sebhousing.com/>)  
Callahan Contrsuction - pre dev / general contractor in Massachusetts (<https://callahan-inc.com/>)  
Attorney Mark Bobrowski (<https://www.bbhsllaw.net/mark-bobrowski>)  
Paul Stavropoulos, CFO Kittredge Industries  
Attorney Thomas Reidy - Amherst MA

Our team has world class 40B and land use expertise. My resume is attached for your review.





**JUGGLER MEADOW VILLAGE**

Category	Count	Area (sq ft)	Area (sq ft)	Total
<b>BUILDING TYPES</b>				
Office	10	100,000	100,000	100,000
Residential	100	1,000,000	1,000,000	1,000,000
Public	5	50,000	50,000	50,000
Other	2	20,000	20,000	20,000
<b>TOTAL</b>	<b>117</b>	<b>1,170,000</b>	<b>1,170,000</b>	<b>1,170,000</b>
<b>LANDSCAPE</b>				
Plantings	100	100,000	100,000	100,000
Water Features	5	50,000	50,000	50,000
Other	2	20,000	20,000	20,000
<b>TOTAL</b>	<b>107</b>	<b>170,000</b>	<b>170,000</b>	<b>170,000</b>

**JUGGLER MEADOW**  
 PROPOSED SITE PLAN - JUNE 2024  
 INTERIOR DESIGN STUDIO  
 ALL RIGHTS RESERVED

Received 11/4/24



JUGGLER MEADOW		TOTAL	
NO.	AREA (SQ. FT.)	NO.	AREA (SQ. FT.)
1	10,000	1	10,000
2	20,000	2	20,000
3	30,000	3	30,000
4	40,000	4	40,000
5	50,000	5	50,000
6	60,000	6	60,000
7	70,000	7	70,000
8	80,000	8	80,000
9	90,000	9	90,000
10	100,000	10	1,000,000
11	110,000	11	1,100,000
12	120,000	12	1,200,000
13	130,000	13	1,300,000
14	140,000	14	1,400,000
15	150,000	15	1,500,000
16	160,000	16	1,600,000
17	170,000	17	1,700,000
18	180,000	18	1,800,000
19	190,000	19	1,900,000
20	200,000	20	2,000,000
21	210,000	21	2,100,000
22	220,000	22	2,200,000
23	230,000	23	2,300,000
24	240,000	24	2,400,000
25	250,000	25	2,500,000
26	260,000	26	2,600,000
27	270,000	27	2,700,000
28	280,000	28	2,800,000
29	290,000	29	2,900,000
30	300,000	30	3,000,000
31	310,000	31	3,100,000
32	320,000	32	3,200,000
33	330,000	33	3,300,000
34	340,000	34	3,400,000
35	350,000	35	3,500,000
36	360,000	36	3,600,000
37	370,000	37	3,700,000
38	380,000	38	3,800,000
39	390,000	39	3,900,000
40	400,000	40	4,000,000
41	410,000	41	4,100,000
42	420,000	42	4,200,000
43	430,000	43	4,300,000
44	440,000	44	4,400,000
45	450,000	45	4,500,000
46	460,000	46	4,600,000
47	470,000	47	4,700,000
48	480,000	48	4,800,000
49	490,000	49	4,900,000
50	500,000	50	5,000,000
51	510,000	51	5,100,000
52	520,000	52	5,200,000
53	530,000	53	5,300,000
54	540,000	54	5,400,000
55	550,000	55	5,500,000
56	560,000	56	5,600,000
57	570,000	57	5,700,000
58	580,000	58	5,800,000
59	590,000	59	5,900,000
60	600,000	60	6,000,000
61	610,000	61	6,100,000
62	620,000	62	6,200,000
63	630,000	63	6,300,000
64	640,000	64	6,400,000
65	650,000	65	6,500,000
66	660,000	66	6,600,000
67	670,000	67	6,700,000
68	680,000	68	6,800,000
69	690,000	69	6,900,000
70	700,000	70	7,000,000
71	710,000	71	7,100,000
72	720,000	72	7,200,000
73	730,000	73	7,300,000
74	740,000	74	7,400,000
75	750,000	75	7,500,000
76	760,000	76	7,600,000
77	770,000	77	7,700,000
78	780,000	78	7,800,000
79	790,000	79	7,900,000
80	800,000	80	8,000,000
81	810,000	81	8,100,000
82	820,000	82	8,200,000
83	830,000	83	8,300,000
84	840,000	84	8,400,000
85	850,000	85	8,500,000
86	860,000	86	8,600,000
87	870,000	87	8,700,000
88	880,000	88	8,800,000
89	890,000	89	8,900,000
90	900,000	90	9,000,000
91	910,000	91	9,100,000
92	920,000	92	9,200,000
93	930,000	93	9,300,000
94	940,000	94	9,400,000
95	950,000	95	9,500,000
96	960,000	96	9,600,000
97	970,000	97	9,700,000
98	980,000	98	9,800,000
99	990,000	99	9,900,000
100	1,000,000	100	10,000,000

**JUGGLER MEADOW**  
 PROPOSED SITE PLAN - SEPTEMBER 2024  
 BITTER DESIGN STUDIO  
 ALL RIGHTS RESERVED

Plan 2 Received 11/4/24

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# JOSHUA WALLACK

Orlando, FL | 786-246-2621 | JOSHUA.WALLACK@gmail.com | [LinkedIn](#) | [www.Joshuawallack.com](http://www.Joshuawallack.com)

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- Renown executive with decades long record of success in land acquisitions, site development, and property management. Proven record of successfully identifying, negotiating, and closing high-value land deals (most of the time sites not for sale) assembling large contiguous sites and getting highest and best rezoning *no matter what*, driving substantial growth and profitability for each project.
- Mastery of administering end-to-end acquisition processes, including site selection, financial evaluation, relationship building with sellers and contract negotiations. Proficient in establishing and maintaining strong alliances and trust with property owners, brokers, government agencies, elected officials and community leaders.
- Highly skilled in directing due diligence processes, including environmental impact assessments and zoning compliance checks. Extended research and use of existing resources to establish hidden value and unlock potential of overlooked sites. Experience in identifying lucrative investment opportunities, negotiating complex transactions, and driving large-scale projects from inception to completion.
- Extreme expertise in implementing rigorous due diligence processes to mitigate risks and ensure compliance with all zoning, environmental, and legal regulations. Remarkable acumen to oversee multiple tasks, perform within demanding environment, work effectively under pressure, and meet tight deadlines.
- Ensuring smooth closings without drama and worry by managing relationships across all paradigms associated with every line of the transaction.
- Management of all governmental and municipal relationships to foster long term synergies.

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## CORE SKILLS AND COMPETENCIES

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|----------------------------------|------------------------------------|------------------------------------|
| ▪ Land Acquisition Management    | ▪ Multimillion Budget Management   | ▪ Cross-Functional Collaboration   |
| ▪ Real Estate Development        | ▪ Regulatory and Safety Compliance | ▪ Contract Negotiation             |
| ▪ Risk Assessment and Mitigation | ▪ Stakeholder Management           | ▪ Project and Portfolio Management |
| ▪ Strategic Planning & Execution | ▪ Team Building and Leadership     | ▪ Relationship Management          |
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## PROFESSIONAL EXPERIENCE

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WF I DRIVE REALTY LLC & HOLLYWOOD PLAZA GARAGE REALTY, FL

(Feb 2013 to Present)

### *Managing Principal*

Assembled 14 acre contiguous site of 7 parcels and owners, buying out extremely difficult sellers, tenants amidst complex, antiquated zoning regulations, land use codes, and permitting processes to secure necessary approvals (prior to leading charge for zoning overlay becoming law).

- Worked for 4 years with The Walt Disney Company on the 338' Dynamic Digital Art installation on International Drive and first WDW Store
  - George Kalogridis, Josh D'Amaro, Claire Bilby
- *Lead all aspects of land acquisition projects, from identifying potential parcels to negotiating purchase agreements and closing deals and entitlements*
- *Develop effective strategies to upzone the property into desired PUD, obtained FAA approval for 700'*

- *Manage and foster robust relationships with local landowners, developers, brokers, and other stakeholders to stay on pulse in territory*
- *Setting market trends, zoning regulations, and land use policies to inform decision-making and identify opportunities for value creation*
- *All zoning and leasing for tenants (Walt Disney World, Tom's Watch Bar, Baires Grill, Avis). Rezoned building 4 times to continue adding retail footage and additional floors of parking*

INTERNATIONAL DRIVE BUSINESS IMPROVEMENT DISTRICT, FL

(Oct 2017 to Present)

**Member of the Board of Directors**

Appointed by Orange County Mayor Teresa Jacobs and subsequently reappointed by Mayor Jerry Demings.

- *International Drive 2040 Vision Plan and code*
- *Manage \$10M a year budget of public/private funds – trolley service, sheriff's deputies, homeless outreach*

JUGGLER MEADOW ESTATE, LEVERETT, MASSACHUSETTS

(Jul 2022 to Present)

**Project Development Manager - Pioneer Pointe, a 55+ Active Adult Community**

Strategic, adaptive reuse of one of the most famous mansions & estates in America, the Yankee Candle founder's home in Leverett/Amherst Massachusetts. 60 acres, 125,000 sq ft of buildings, \$150,000,000 replacement value. Develop detailed project site plans, rezoning in a contentious environment using the state's civil rights era affordable housing law, Chapter 40 B.

- *use of Chapter 40 B 55+ active adult, market rate and affordable (25% @ 90% AMI)*
- *Assembled dream team of renown experts in Chapter 40 B*
- *leading the community meetings and activist and NIMBY management – politicians, political campaigns and contributions*
- *managing relationships with municipalities, selectboards, powerful residents and all other players to ensure all agree on a common vision for the redevelopment*
- *Working with MassHousing and EOHLIC on Local Initiative so both projects are "friendly"*
- *Total of 400 units, 300 market, rate 100 affordable 55+ active adult units*

WALLACK HOLDINGS LLC, ORANGE COUNTY, ORLANDO AND MIAMI BEACH, FL

(Jun 1999 to Present)

**Chief Operating Officer**

Management and acquisition of all major commercial real estate and entitlements on International Drive in Orlando for expansion of Mango's Tropical Cafe Orlando. Manage building at 900 Ocean Drive in Miami Beach (Mango's South Beach)

- *Direct operations as COO for #10 highest-grossing restaurant/nightclub in the United States according to Restaurant & Bar Magazine 1999-2012*
- *Facilitate purchase of I Drive Walgreens property to construct 115-foot parking garage/retail complex, featuring rooftop restaurant, with building receiving its Certificate of Occupancy in 2019*
- *Produce numerous television and film projects at Mango's and on South Beach, including CBS's coverage of Super Bowl XXXVIII, ESPN's Monday Night Football, and ESPN and FOX's coverage of BCS National Championship Games in 2001, 2005, 2009, 2013, and 2018*

**Early Career (2003 – 2009)**

**PRESIDENT & CHIEF EXECUTIVE OFFICER – CR MEDIA CORP. DEPLOYED 1000 NICKELODEON BRANDED PLAYERS IN 46 AIRPORTS WITH THE HERTZ CORPORATION (RFID HELPS KEEP 'NICK ON THE GO' – (NICK ON THE GO AT HERTZ)) : SOLD TO HERTZ CORPORATION 2009**

**PRESIDENT & CHIEF EXECUTIVE OFFICER – RAILWAY MEDIA LLC DEPLOYED 1000 PORTABLE MOVIE PLAYERS ON AMTRAK'S NATIONAL SYSTEM (TRAVEL WEEKLY - AMTRAK DIGEPLAYER)**

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## SELECTED CAREER ACHIEVEMENTS

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- *Between December 2012 and December 2014: Executed perhaps the most sophisticated rollup of real estate at Main and Main of Orlando's tourism corridor:*
  - *8126 International Drive (future Mango's Orlando) \$10,400,000 (oversaw \$30M renovation) Seller was extremely difficult, religious NYC family all suing each other. Found common ground, closed deal.*
  - *8050 International Drive (Walgreens Corporate store razed for Mango's parking garage) \$5,400,000*
  - *7667 International Drive (Burger King on 2 acres site) \$4,100,000 – Seller was under federal indictment – able to negotiate sale while seller used funds to make restitution.*
  - *7679 International Drive – 7Eleven Corp store with difficult franchisee \$3,800,000 long liner buyout to overcome embedded tenant*
  - *6739 W Sand Lake Road \$3,100,000 – Seller was aloof professional who didn't need the money*
  - *7540 Canada Ave \$12,500,000 acquisition of large bowling alley from extremely difficult real estate investor who had a strict policy not to sell assets*
  - *Perkins Florida Portfolio (in order to gain 1 hard corner site) \$29,000,000 Seller GE Capital*
    - *Against the vehement, multi-tiered attack against rezoning the site, won 7-0 for rezoning against Comcast/NBC*
    - *Vision Plan for the I Drive 2040 overlay district to upzone billions in real estate became law in 2017*
    - *Used "Dynamic Art" provision in the overlay to create one-in-a-million deal with The Walt Disney Company (NYSE: DIS) for the world's largest digital art display of 338' long on the Mango's parking garage*

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## PROFESSIONAL REFERENCES

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**CHRIS SANTORO, VP GLOBAL REAL ESTATE**  
THE WALT DISNEY COMPANY  
[CHRIS.SANTORO@DISNEY.COM](mailto:CHRIS.SANTORO@DISNEY.COM)

**JODI BAINTEK, VP DOMESTIC LEISURE SALES**  
WALT DISNEY WORLD  
[JODI.BAINTEK@DISNEY.COM](mailto:JODI.BAINTEK@DISNEY.COM)

**AMBRISH BAISIWALA, CEO PORTMAN HOLDINGS LLC**  
[ABAIWALA@PORTMANHOLDINGS.COM](mailto:ABAIWALA@PORTMANHOLDINGS.COM)

**DEREK WHITE, EVP PORTMAN HOLDINGS**  
[DWHITE@PORTMANHOLDINGS.COM](mailto:DWHITE@PORTMANHOLDINGS.COM)

**MICHAEL MCSHEA, EXECUTIVE VICE PRESIDENT, CBRE**  
CO LEADER, CBRE'S STATE AND LOCAL GOVERNMENT PRACTICE  
[MICHAEL.MCSHEA@CBRE.COM](mailto:MICHAEL.MCSHEA@CBRE.COM)

**CHARLES WHITTALL, CEO, UNICORP NATIONAL DEVELOPMENTS**  
[CHUCK@UNICORPUSA.COM](mailto:CHUCK@UNICORPUSA.COM)

**JOHN MORGAN, FOUNDER & CEO, MORGAN & MORGAN**  
[JMORGAN@FORTHEPEOPLE.COM](mailto:JMORGAN@FORTHEPEOPLE.COM)



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## LANGUAGES

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ENGLISH – PROFICIENCY | Spanish – PROFICIENCY

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## BOARD MEMBERSHIPS

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BOARD OF DIRECTORS: MIAMI BEACH CHAMBER OF COMMERCE (VICE CHAIRMAN) | MIAMI BEACH POLICE ATHLETIC LEAGUE | MIAMI BEACH CONVENTION CENTER ADVISORY BOARD (COMMISSIONER APPOINTEE) | OCEAN DRIVE ASSOCIATION | MOUNT SINANI MEDICAL CENTER FOUNDATION | INTERNATIONAL DRIVE RESORT AREA CHAMBER OF COMMERCE | INTERNATIONAL DRIVE IMPROVEMENT DISTRICT (3 TERM COUNTY MAYOR APPOINTEE) | UNIVERSITY OF CENTRAL FLORIDA ROSEN SCHOOL OF HOSPITALITY MANAGEMENT DEAN'S ADVISORY BOARD

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## LINKS TO PRESS OF ENTITLEMENTS, REZONINGS, OVERLAYS, PUBLIC VISION PLANS

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[BREAKING: DISNEY TO BUILD MASSIVE ART DISPLAY ON INTERNATIONAL DRIVE](#)

[BEHIND THE DEAL: MANGO'S MEETING, PERSISTENT EMAILS LED TO JOSH WALLACK AND DISNEY STRIKING DYNAMIC ART DEAL](#)

[EXCLUSIVE: GLASS-ENCLOSED EATERY TO TOP I-DRIVE PARKING GARAGE](#)

[BATTLE VICTOR: MANGO'S GETS OK FOR NEW \\$14M I-DRIVE PARKING COMPLEX](#)

[EXPANSIVE HOUSING VISION UNVEILED FOR LEVERETT ESTATE](#)

[HUGE HOUSING COMPLEX EYED FOR YANKEE CANDLE FOUNDER'S LEVERETT ESTATE](#)

[GUEST COLUMNIST ERIC COCHRANE: WELCOME TO NEIGHBORHOOD IN LEVERETT](#)

[MY TURN: LEVERETT HOUSING A COUNTER TO INJUSTICE](#)

[MANGO'S OWNER LINES UP I-DRIVE LAND FOR SKYPLEX COMPLEX](#)

[ORLANDO SENTINEL ANATOMY OF A DEAL PARTS 1 & 2 \(HOW WALLACK PIECED TOGETHER MANGO'S ORLANDO & SKYPLEX, SKYPLEX SENDS WALLACK ON PARCEL SHOPPING SPREE\)](#)

[UNIVERSAL STUDIOS AND 'CONCERNED CITIZENS' SEND OUT ANTI-SKYPLEX MAILERS](#)

[ORANGE COUNTY COMMISSIONERS APPROVE ZONING FOR SKYPLEX](#)

[MANGO'S OWNER PROPOSES NEW I-DRIVE PEDESTRIAN BRIDGE - 2013](#)

[HERE'S WHEN CONSTRUCTION STARTS ON I-DRIVE PEDESTRIAN BRIDGE - 2023](#)

[MIAMI HERALD: MANGO'S MAY LEAD THE WAY IN THE REINVENTION OF SOUTH BEACH](#)

[WALLACKS PARTNER WITH WRESTLER HULK HOGAN TO OPEN I-DRIVE STORE BEFORE WRESTLEMANIA](#)

[ORLANDO BUSINESS JOURNAL CEO OF THE YEAR 2017](#)

[ORLANDO BUSINESS JOURNAL POWER PLAYERS 2022](#)

[ORLANDO BUSINESS JOURNAL 40 UNDER 40 - 2014](#)

[FEDERAL RESERVE'S MAIN STREET LENDING PROGRAM HELPS MANGO'S TROPICAL CAFE STAY IN BUSINESS](#)

[DR. PHILLIPS CENTER, MOVIE THEATERS AMONG ORLANDO GROUPS SLATED FOR SHUTTERED VENUE OPERATOR GRANTS](#)

[WALL STREET JOURNAL - BANKS HAVE BARELY TOUCHED THE FED'S MAIN STREET LENDING PROGRAM. EXCEPT THIS ONE.](#)

[SKYPLEX DEVELOPER BUYS 7 EXTRA PERKINS SITES JUST TO GET ONE ON I-DRIVE](#)

[EXCLUSIVE: SKYPLEX DEVELOPER NABS ANOTHER I-DRIVE PARCEL](#)

[MIAMI BEACH: A VOICE OF REASON](#)

[IF MIAMI BEACH BUILDS THE CONVENTION HOTEL, ITS SPRING BREAK PROBLEM WILL BE SOLVED | OPINION](#)

[SKYSCRAPER ROLLER-COASTER PLAN CLEARS FAA - ORLANDO SENTINEL](#)