



Kerilands

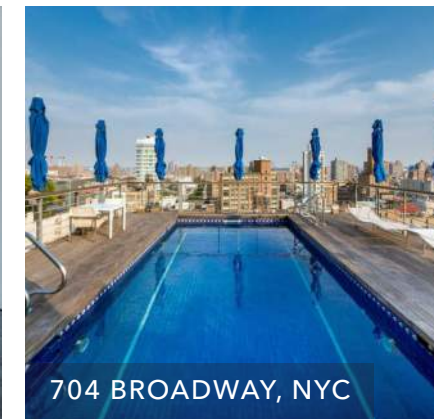
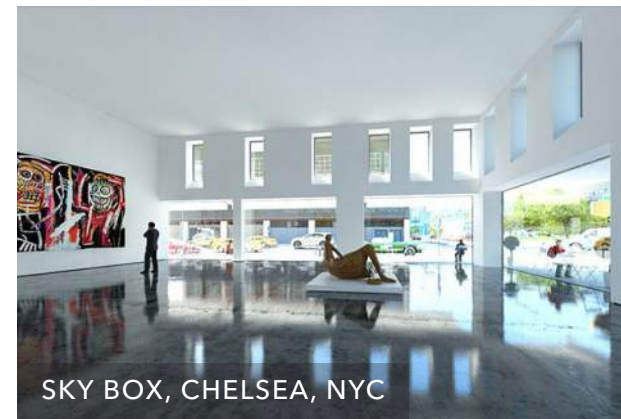
a community for sustainable people

TOWN OF NEVERSINK PRESENTATION
APRIL 26, 2021

Jonathan Leitersdorf

Architect Developer

The 3,150 acre Kerilands property has been in the Leitersdorf family for over 60 years, originally acquired by Jonathan's grandfather and remaining protected for much of that history.



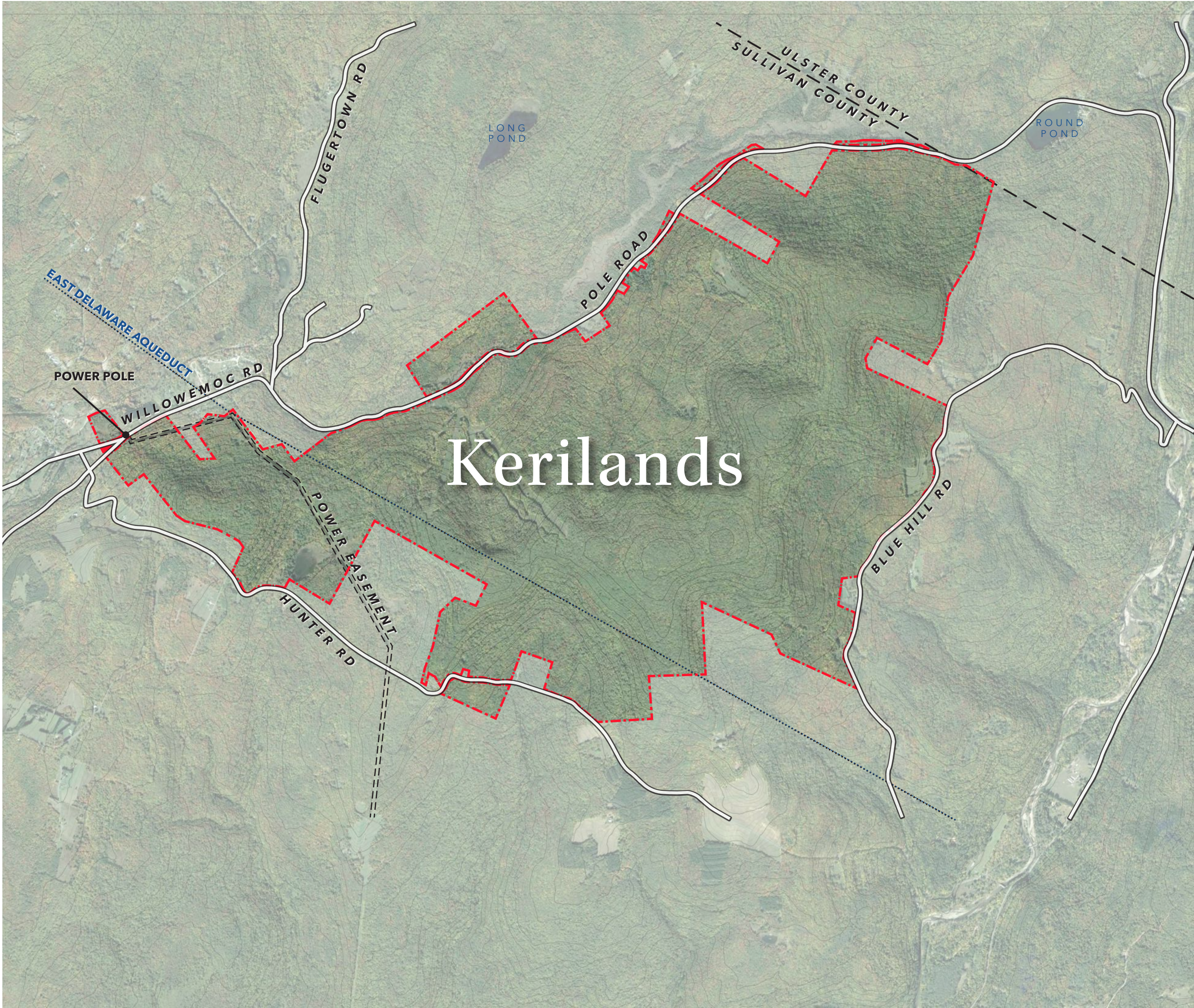
Jonathan is the founder of Savanna Partners, a New York based real estate firm and president and owner of Marcent, a land and commercial real estate firm in Orlando, Florida.

He has over 30 years of experience in global real estate and development projects, including:

- Chalet L. Raphael, Verbier, Switzerland
- Shalom Tower Penthouse, Tel Aviv, Israel
- 704 Broadway - 59,000 SF
- 141 Fifth Avenue - 102,000 SF
- Sky Box, Chelsea, NYC
- 125 North 10th Street - 130,000 SF
- Zephyr Lofts - 104,000 SF
- 325 Spring Street - 100,000 SF
- 1220 North Market Street - 97,545 SF
- 17 Battery Place - 423,142 SF
- Hudson Valley Business Center - 522,800 SF

Site Location

- ~3,150 acres.
- 20 minutes east of Livingston Manor.
- Positioned between Pole Road, Hunter Road and Blue Hill Road.



A Vision Continued

60 years ago Jonathan's grandfather envisioned a ski resort for the property, hoping to expand outdoor recreational opportunities for the Catskills.

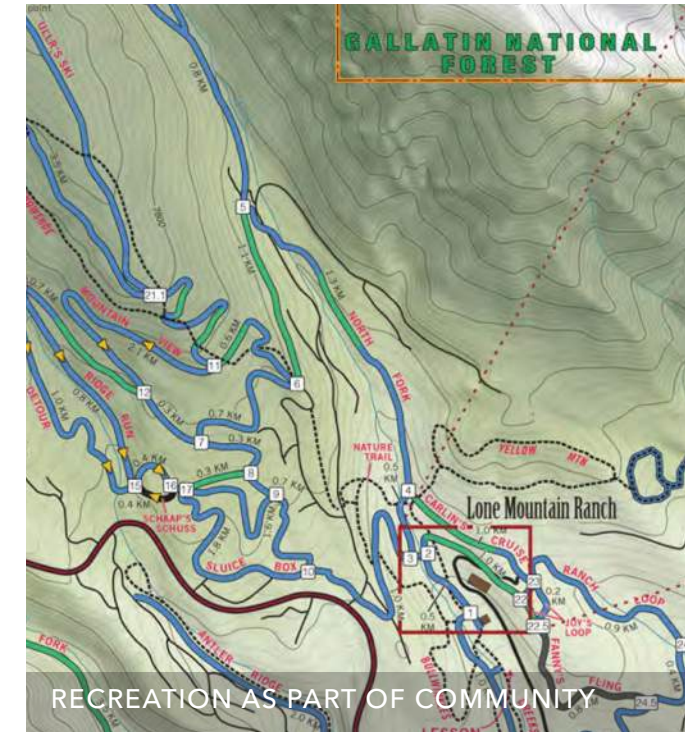
Today Jonathan is continuing that vision, bringing recreation and world-class outdoor activities to Kerilands in response to new trends in living.



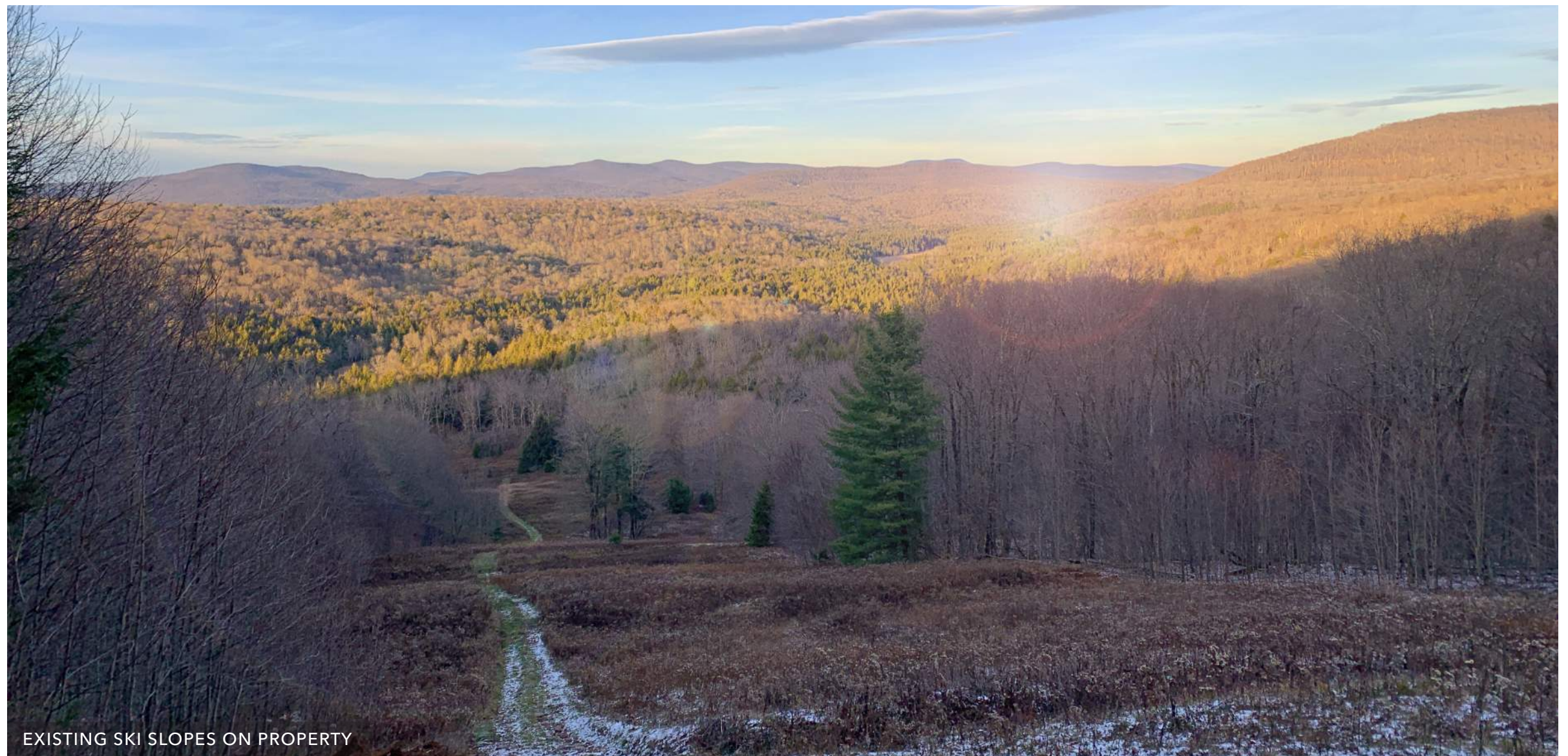
MOSHE MAYER
JONATHAN'S GRANDFATHER



WORLD CLASS SKI TOURING



RECREATION AS PART OF COMMUNITY



EXISTING SKI SLOPES ON PROPERTY

A New Category of Living

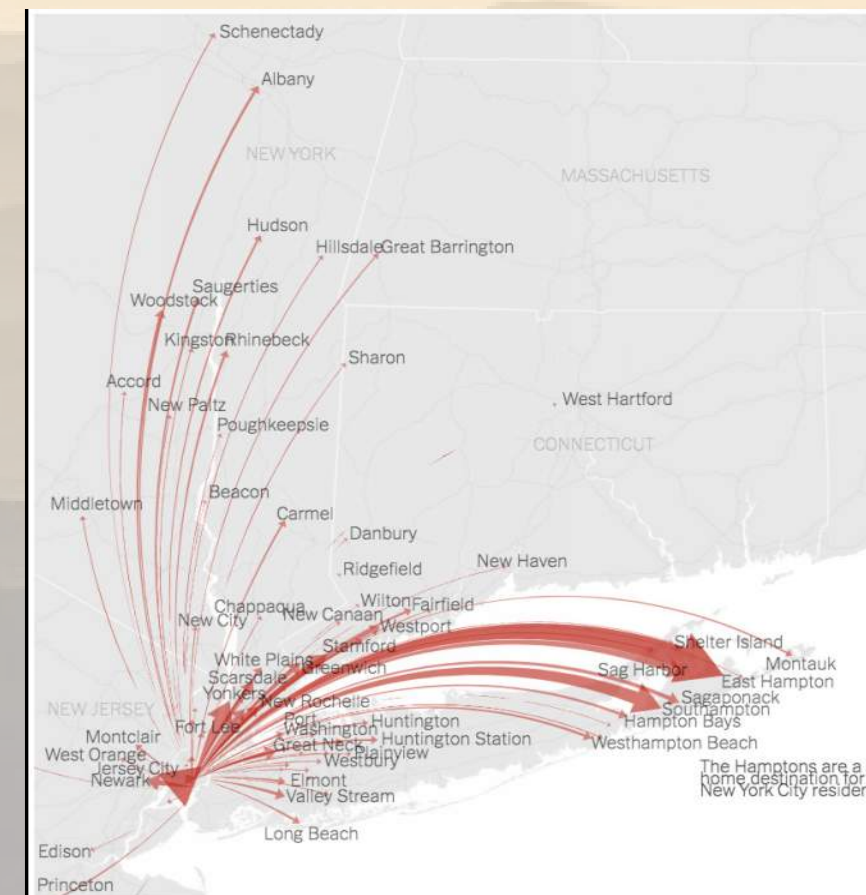
Global Longevity Market



Longevity Industry

The US is expected to have a leading share in the global market, which is estimated to reach USD \$21.36 Billion by 2024

New York City During COVID-19



Urban Exit

New Yorkers and urbanites are looking for a lifestyle that offsets city living

Philosophy

Kerilands will introduce unique programs with specialized techniques in the quest for longevity, similar to methods identified by Dan Buettner in his explanation of Blue Zones.

Kerilands' focus on restoring longevity through the 10 principles as...

*Community
Environment
Health
Sexuality
Movement
Diet
Purpose
Spirituality
Sleep
Mentality*

Blue Zone communities promote health and wellness through holistic lifestyle approaches, guiding community wellness.



Utopia 360° 365

*The minute you arrive the pulse goes down. We will bring a certain quality of life to our customers, a sustainable life. We are creating a **Utopian village** out of **Live Layers** full of endless experiences, which makes the community alive, exciting and full. This is our charter: science, music, spirituality, constantly curating and inventing very healthy routines, that stimulate you.*



Live Layers

Live Layers enforce the idea that Kerilands will always be breathing new enrichments in all aspects of life:

- **The Great Outdoors**– Four Seasons Recreation; cross-country skiing, hiking, snow shoeing, mountain biking, trail running, nature walks, etc.
- **Community**– a constant calendar of events and programming
- **Social**– Silo, catered to families and adults
- **Architecture & Design**– homage to the local context
- **Longevity**– evolving curriculum by RoseBar and Orgenesis
- **Active Life**– trainers, studios, dance, etc.
- **Music**– new music recorded in our studio and live performances
- **Mindfulness**– meditation, yoga, retreats, etc.
- **Art**– continuous art exhibitions
- **Culinary**– seasonal menu changes curated by Eyal Shani
- **Service**– best service in the world

Recreation as a Live Layer



Six Senses Ibiza

- Owned, developed, and designed by Jonathan Leitersdorf.
- A resort and residential community.
- Capturing the magic of authentic Ibiza, pushing the boundaries of what it means to be well - for the mind, body and earth.





“Kerilands is a community for sustainable people. We are building a Utopian world that offsets urban life.”

Jonathan L

*Sustainability begins with the construction of Kerilands.
Designing environmentally conscious buildings and
incorporating natural materials throughout the
property.*

*Sustainability continues to support our residents well
being with anti-aging biotechnology and science.*

Global Partners

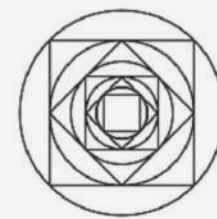
Orgenesis: Global Longevity Partner
RoseBar: Health and Wellness Partner

- A Kerilands and Orgenesis partnership forged to create new longevity services for residents and visitors alike.
- Paired with a comprehensive RoseBar subscription program addressing genetic and epigenetic (environment related) factors that influence the pace of aging thru proprietary science, supporting happy and healthy longevity solutions.



ROSE

B A R



Global Partners

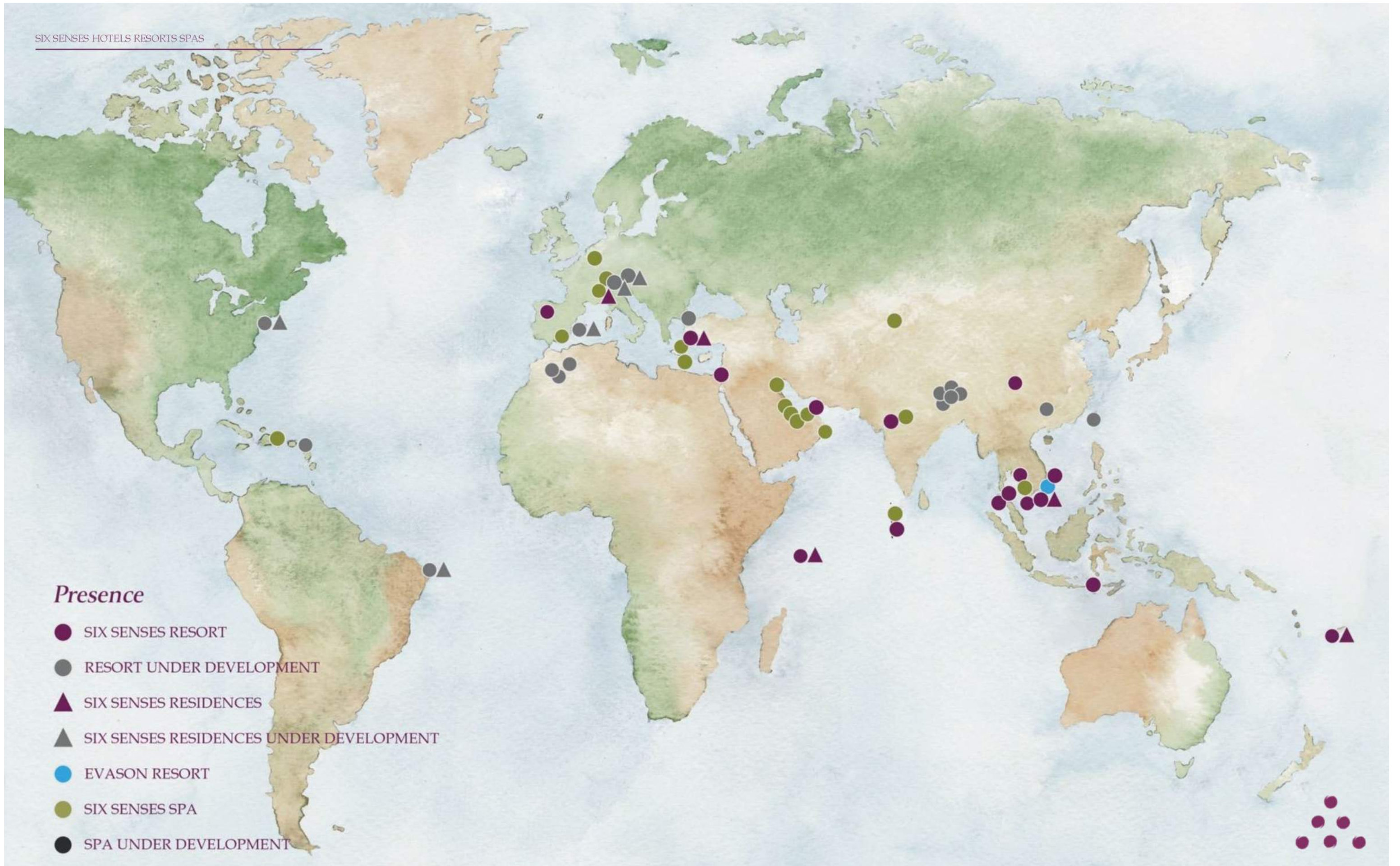
*Six Senses: Sustainable
Operating Partner*

- Six Senses creates places that are in harmony with the local environment.
- Voted the world's Best Hotel Brand for three consecutive years, from 2017 to 2019.

Six Senses Core Values

1. Local Sensitivity, Global Sensibility
2. Responsible and Caring
3. Crafted Experiences
4. Pioneering Wellness
5. Emotional Hospitality
6. Fun and Quirky

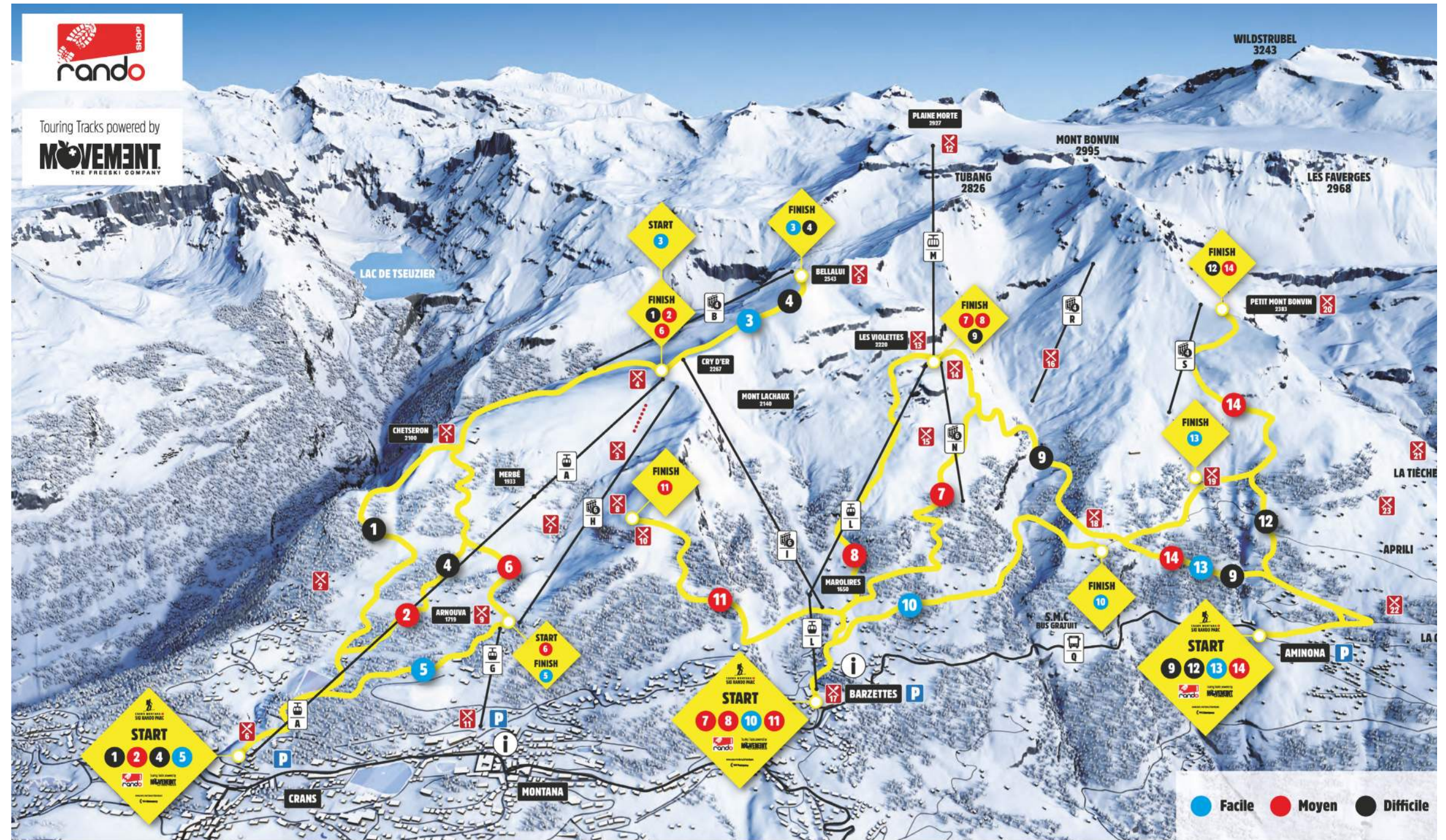




Global Partners

Alpine Expert: Ski Touring and Recreation Program

- Nicolas and Séverine Combe bring years of instructional and competitive outdoor expertise to site specific outdoor program operations and design.
- Creative team behind Crans-Montana Rando Parc, a 4-season alpine park in the Swiss Alps.



1 ZAMOUREUX
757 d+ | 4,8 km
Crans > Cry d'Er

2 LA LIGNE BLEUE
755 d+ | 5 km
Crans > Cry d'Er

3 SUMMIT
253 d+ | 1,3 km
Cry d'Er > Bellalui

4 LE 1000+
1'009 d+ | 6,3 km
Crans > Bellalui, parcours 2 et 3

5 ROOKIES
212 d+ | 1,8 km
Crans > Arnouva, **Initiation**

6 L'ARNOU D'ER
546 d+ | 3,9 km
Arnouva > Cry d'Er

7 LA VIOLETTE
729 d+ | 4 km
Barzettes > restaurant des Violettes

8 COLORADO
737 d+ | 3,6 km
Barzettes > restaurant des Violettes

9 LA PLUME
725 d+ | 5 km
Aminona > restaurant des Violettes

10 ROOKIES-BIS
236 d+ | 2,8 km
Barzettes > Plumachit, **Initiation**

11 LA DAME
440 d+ | 2,9 km
Barzettes > Amadeus 2006

12 VACHE NOIRE
873 d+ | 4,2 km
Aminona > Vache Noire

13 PETIT LOUP
325 d+ | 2,9 km
Aminona > Colombire, **Initiation**

14 GRAND LOUP
871 d+ | 5,6 km
Aminona > Vache Noire

15 LA X'TRÈME
3'059 d+ | 34,7 km
Parcours 4, 8, 12 et 11



CRANS MONTANA  **SKI RANDO PARC**
www.crans-montana.ch/skirandoparc

Hart Howerton

Designing Complete
Environments



Landmark Addresses



BAHAMAS



THE ROCKY MOUNTAINS



HAWAII



THE SERENGETI

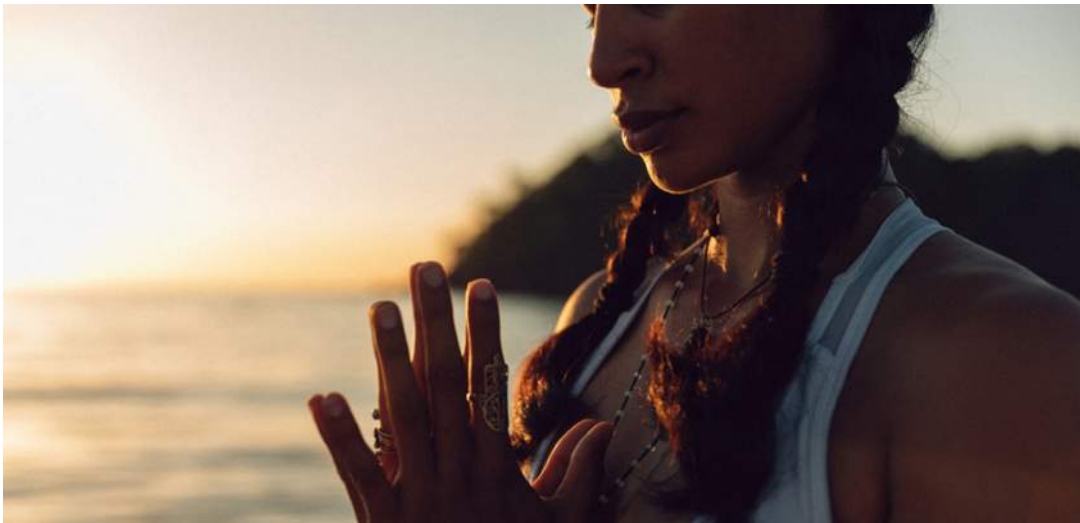


THE HAMPTONS

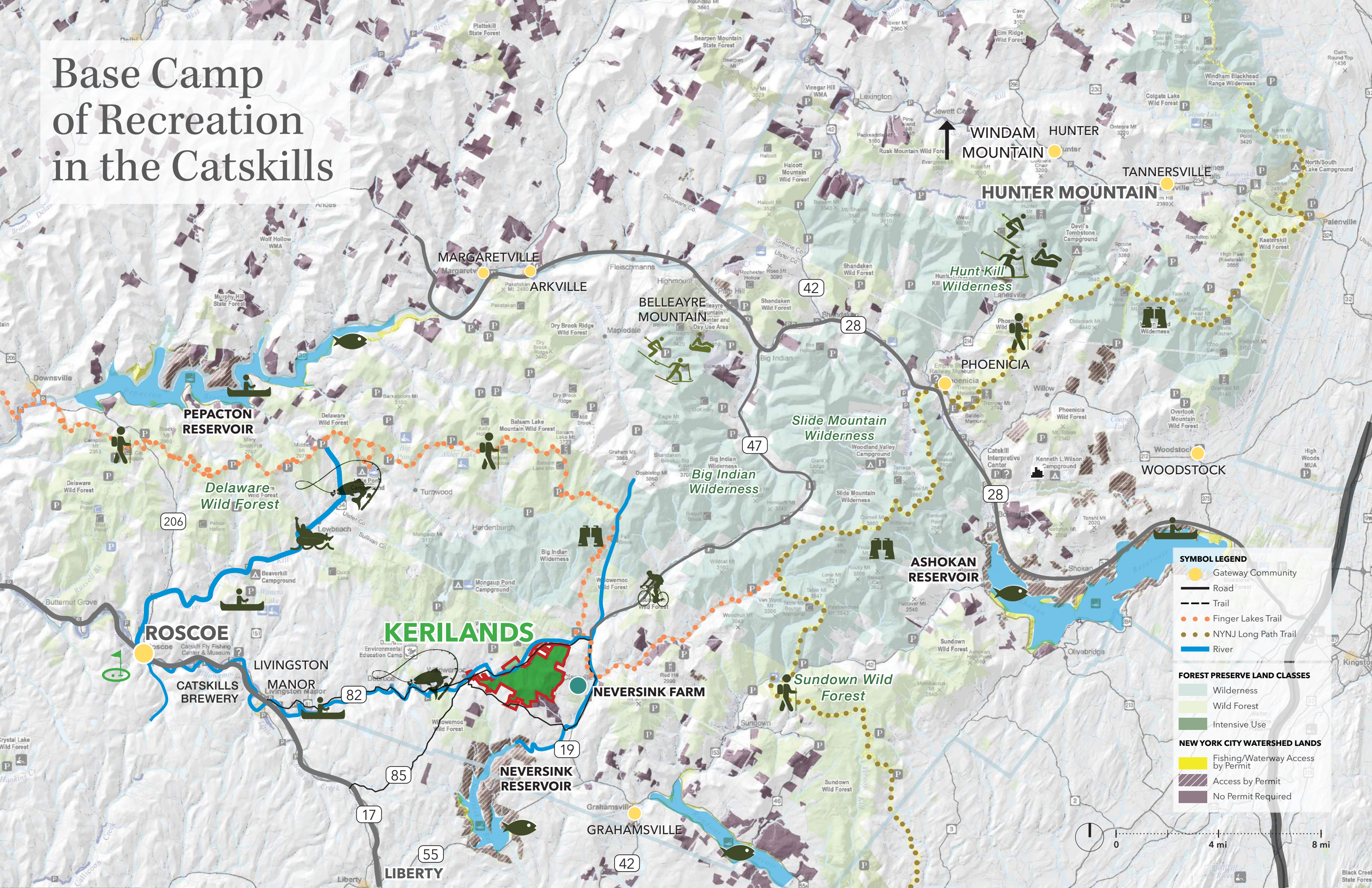


SEA ISLAND

Designing for Healthy Living



Base Camp of Recreation in the Catskills



SYMBOL LEGEND

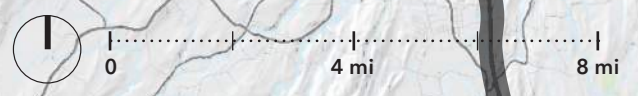
- Gateway Community
- Road
- Trail
- Finger Lakes Trail
- NYNJ Long Path Trail
- River

FOREST PRESERVE LAND CLASSES

- Wilderness
- Wild Forest
- Intensive Use

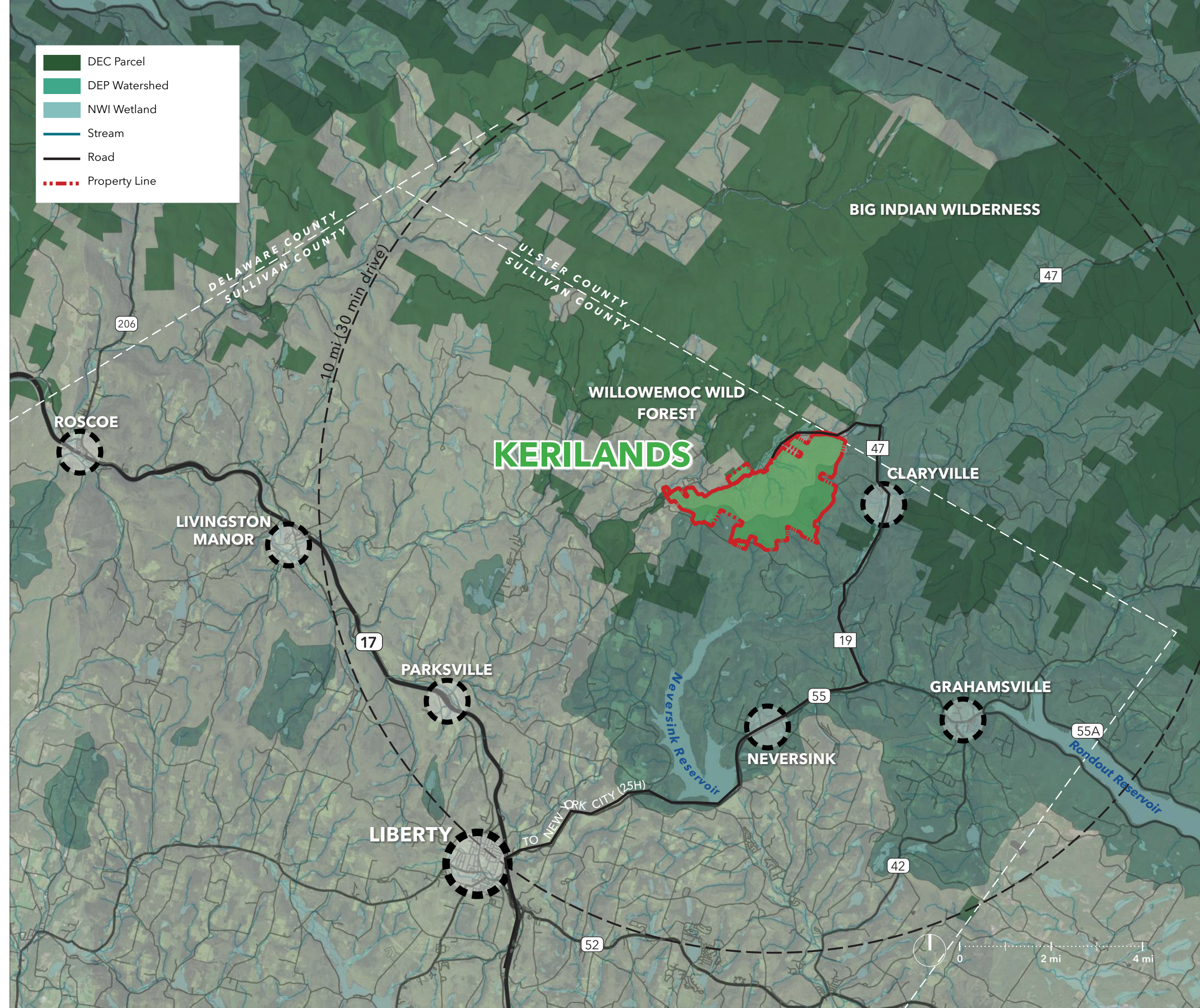
NEW YORK CITY WATERSHED LANDS

- Fishing/Waterway Access by Permit
- Access by Permit
- No Permit Required

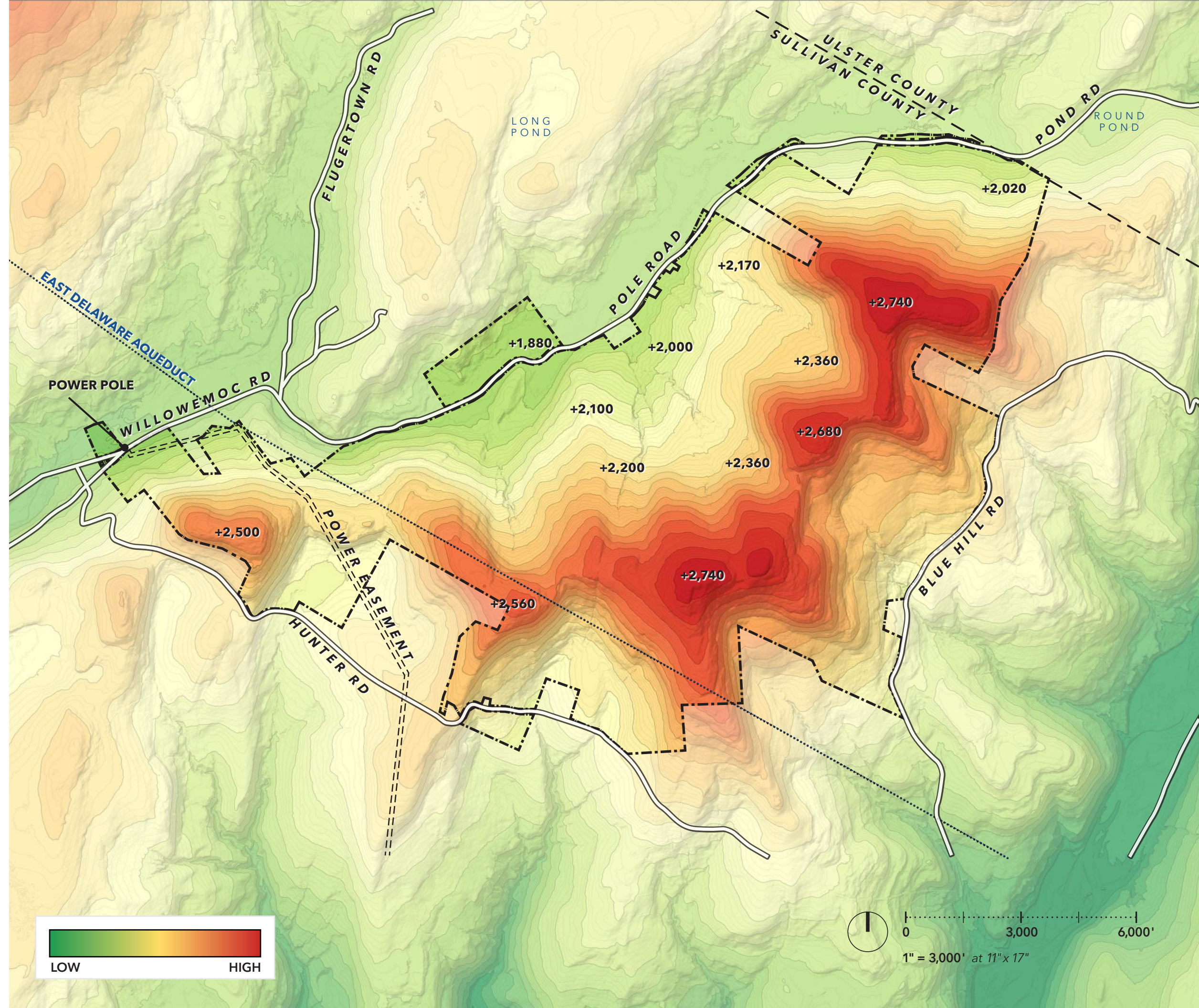


Regional Conservation

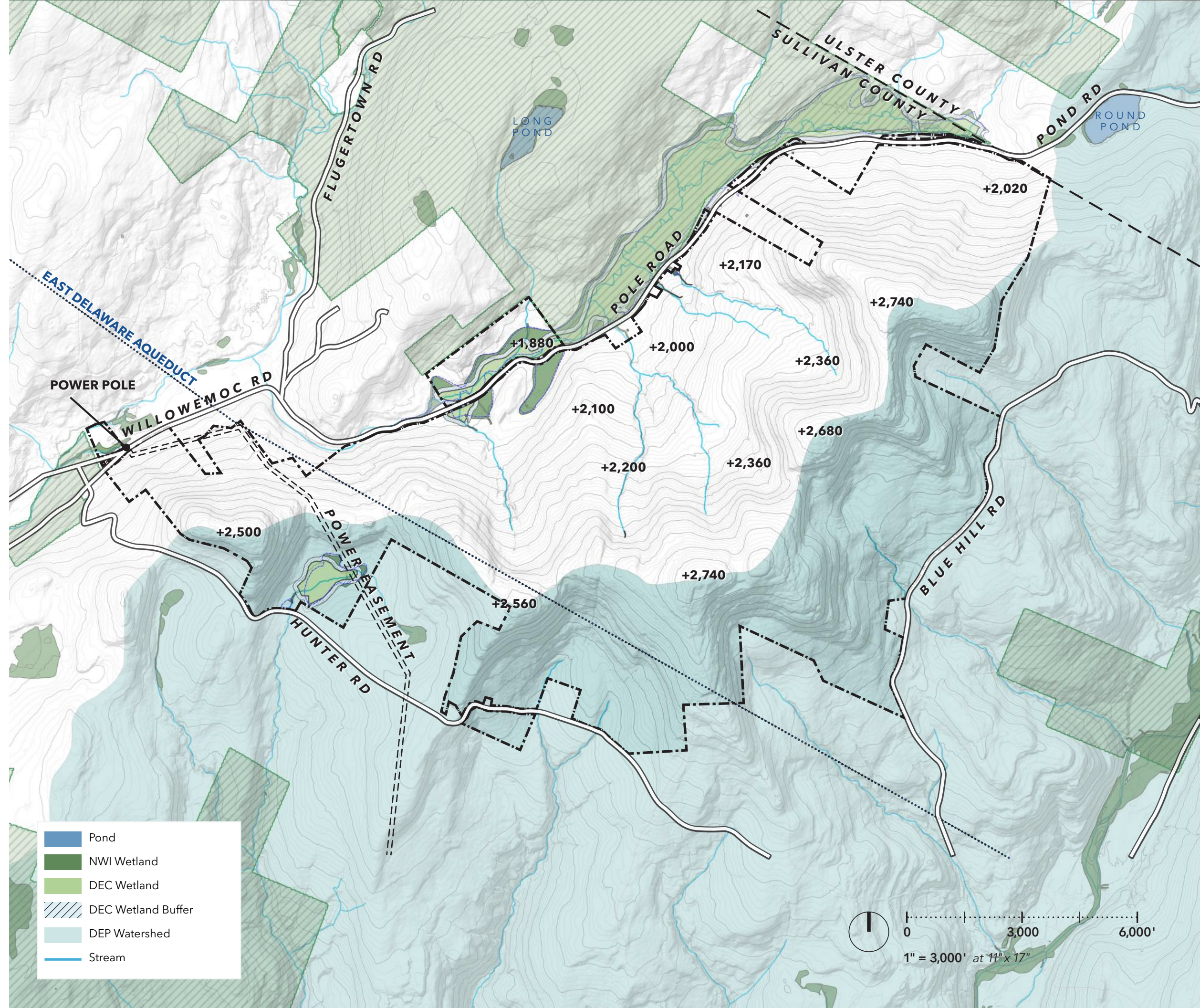
- A key link between the Willowemoc Wild Forest and the DEP Watershed.



Elevation

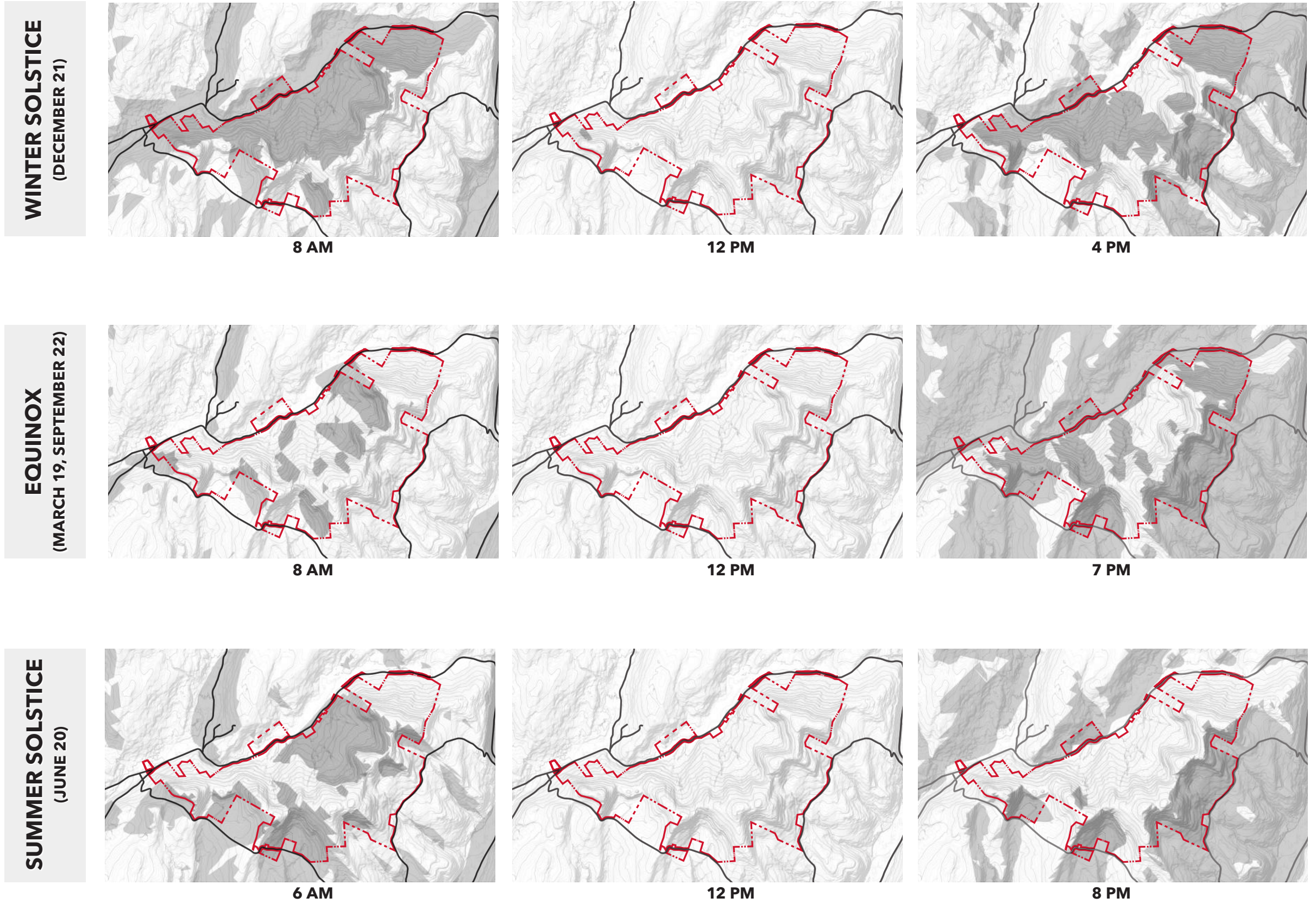


Hydrology

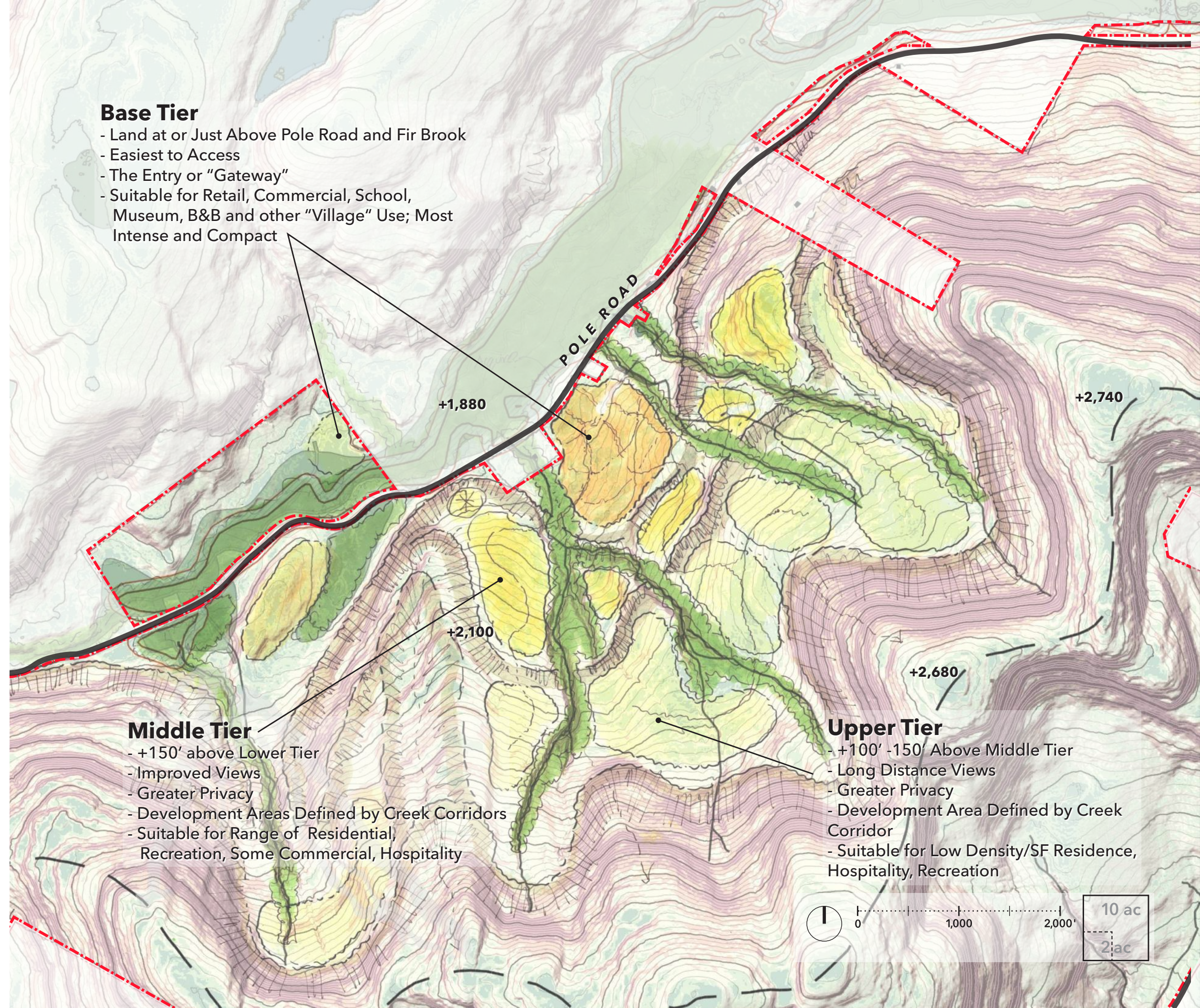




Solar Study



Development Framework



Base Tier

- Land at or Just Above Pole Road and Fir Brook
- Easiest to Access
- The Entry or "Gateway"
- Suitable for Retail, Commercial, School, Museum, B&B and other "Village" Use; Most Intense and Compact

Middle Tier

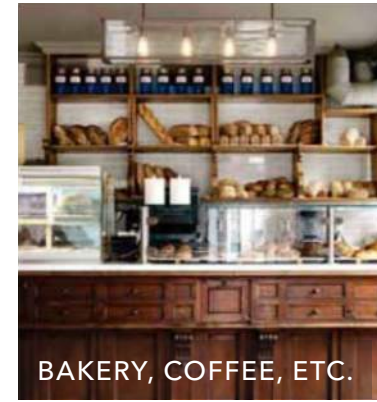
- +150' above Lower Tier
- Improved Views
- Greater Privacy
- Development Areas Defined by Creek Corridors
- Suitable for Range of Residential, Recreation, Some Commercial, Hospitality

Upper Tier

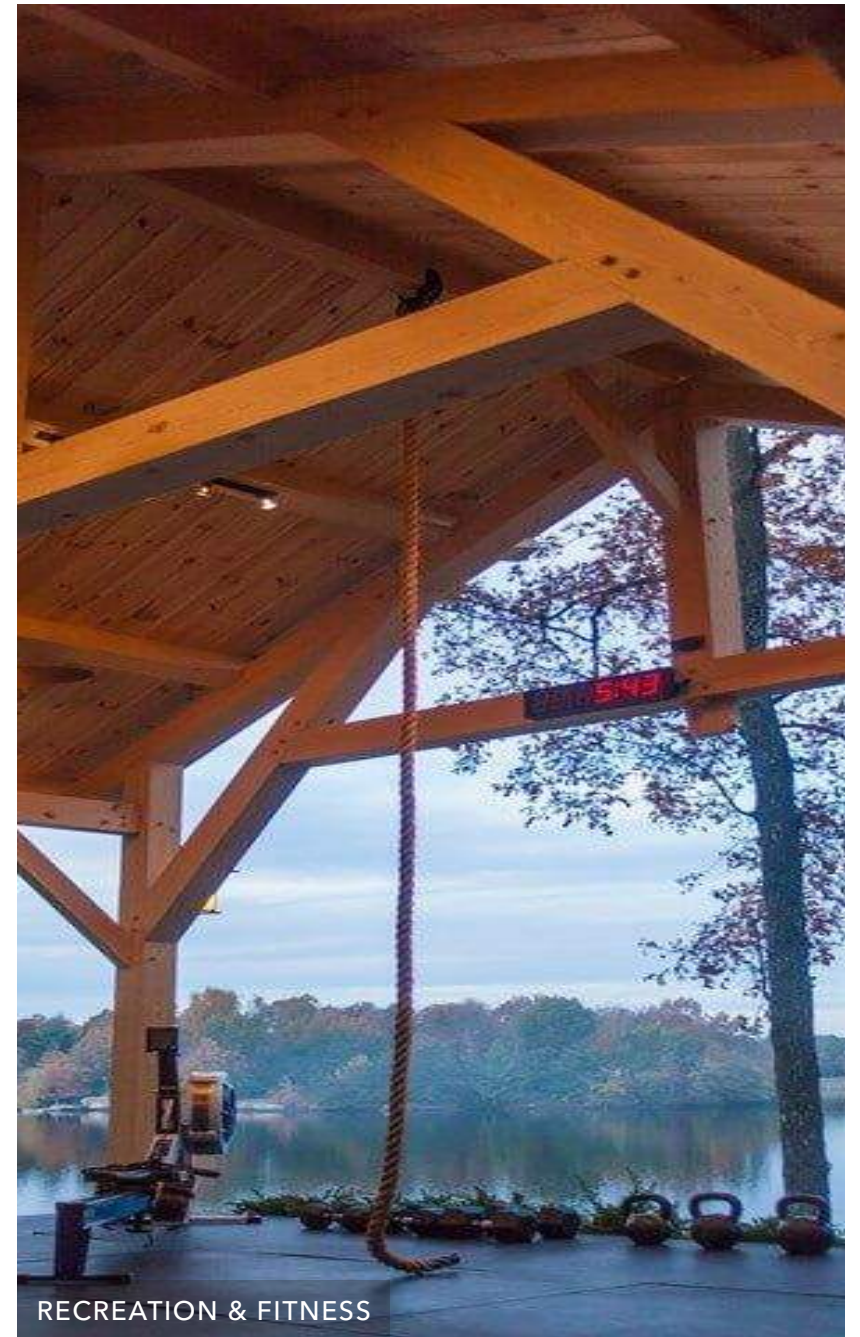
- +100' -150' Above Middle Tier
- Long Distance Views
- Greater Privacy
- Development Area Defined by Creek Corridor
- Suitable for Low Density/SF Residence, Hospitality, Recreation



Base Tier



Middle Tier



Upper Tier



WILDERNESS HOSPITALITY



SINGLE FAMILY HOMES



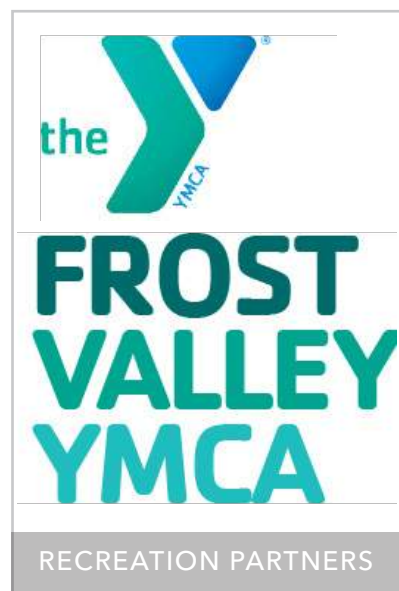
QUARRY SWIMMING



Recreation Throughout



Potential Local Partnerships



Community Visioning

Sullivan County Visitors Association

**Sullivan County Partnership for
Economic Development**

Frost Valley YMCA

Bethel Woods

Monticello Motor Club

SUNY Sullivan

Large Neversink Land Owners

‘**Respect the spirit of place** and authenticity that is the Catskills.’

‘**Extend the seasonal interest of the Catskills**, so much to do in the summer, **developing winter program is key**, bringing people to the region year-round.’

‘Great to see **something for everybody** approach, reaching out to multiple generations, skill levels, interests, to attract visitors while **being part of the local community**.’

‘Strong potential for synergies & community collaboration.’

‘Use Kerilands to **get more people invested in the community**, visitors and local youth, new residents able to work remotely, international tourism industry, all!’

‘People want to know about their **connection to the land**, food, natural systems... as part of a holistic approach to health and wellness.’

‘The world is changing and **people want more time with family, each other, and nature**.’

‘Outdoor interest is booming, trail heads are packed, outdoor stores sell out, **the rush outdoors is here!**’

‘What matters to (hotel) guests in the Catskills is **a real fire place after a great hike and a good meal**.’

Day in the Life



Six Senses Hotel Guest

Fun Multi-Generational Family

- Looking for a health and wellness respite, close to NYC but a world away
- Two parents, one younger child, and one teenager



Resident Owner

Active Empty Nesters

- Locally engaged
- Professionally active
- Sustainably minded
- Interested in a holistic approach to wellness focused community living



Local Visitor

Within an hour drive, outdoor enthusiast passionate about the area

- Interested in exploring new, local amenities that build on the areas strengths and established offerings
- Active outdoors with a sport for all 4 seasons



Day Tripper

Within a days drive, looking for an adventure

- Catskills Mountain Club and Local Food Coop member
- Focused on maintaining a healthy lifestyle, mind, body and soul
- Multi-sport enthusiast, with a rescue dog

Six Senses Hotel Guest

Fun Multi-Generational Family

- Looking for a health and wellness respite, close to NYC but a world away
- Two parents, one younger child, and one teenager

- 8:00 am Family breakfast at the Six Senses then out the door for a guided morning nature walk, led by students from the **SUNY Sullivan Catskill Hospitality Institute**.
- 9:30 The parents attend an longevity consultation and treatment at the **Orgenesis 'RoseBar'**.
- 9:30 The kids walk through the green, dropping the child off at the Kids' Club while the teen gears up for a group bike ride.
- 11:30 The parents take the concierge electric shuttle up to the ridge for a partners Yoga class on the sky deck.
- 1:00 pm All regroup for a lunch and swimming at the swimming quarry.
- 5:00 After swimming, a quick freshen up back at the hotel before wondering out to the green for a s'mores happy hour, a round of yard games, and a sunset drink.
- 7:00 Dinner of fresh trout and local greens at the new **Eyal Shani** farm-to-table restaurant.
- 10:30 As the day wraps up, the teen sneaks off to the **Six Senses Music Studio** for a late night jam session.



Resident Owner

Active Empty Nesters

- Professionally active
- Sustainably minded
- Interested in a holistic approach to wellness focused community living

- 6:00 am Up and moving for a sunrise run on the Mid Mountain Loop with the local 'Kerilands Run Club'.
- 8:00 Walks down to the Village to pick up the paper and a coffee before heading into to a flexible workspace for a morning meeting.
- 12.00 pm Takes a leisurely drive to **Livingston Manor** for wood fired pizza at the **Kaatskeller**
- 2:00 Enjoys an afternoon of shopping for ingredients for an evening dinner party:
 - Stops at **Main Street Farm** for fresh trout from **Beverkill Hatchery** & local greens from **Agrarian Feast**
 - Grabs some grass-fed ribeye from **Van Smokeys**
- 6:00 Cooks a great local dinner for friends then shares a bottle of biodynamic wine from **Upstream Wines** and a few Darbee's Irresistible brews from **Catskill Brewery** on the back deck with well-fed friends.
- 10:30 Escorts the party out and falls asleep **in tranquil silence**.



Local Visitor

Within an hour drive, outdoor enthusiast passionate about the area

- Interested in exploring new, local amenities that build on the areas strengths and established offerings
- Active outdoors with a sport for each season

- 7:30 am Departs from Bethel, 25 miles to the southwest.
- 8:15 Breakfast and a coffee to go at the **Neversink General Store**.
- 9:00 Arrives at the **Kerilands Nordic Center** for a **Cross-Country Skiing** session. Lessons and rentals available as needed.
- 12.00 pm Lunch at the base lodge of a local **Thunderview Farms** hamburger topped with a few slices of **Tonjes Cheese** and **Sullivan County Farms bacon**.
- 2:00 Relaxes for a minute in an Adirondack chair to people watch, enjoy the main street camp fire, and roast a marshmallow.
- 4:00 Heads home with the sun is still up for a home cooked meal.



Day Tripper

Within a days drive, looking for an adventure

- **Catskill Mountain Club** and **Local Food Coop** member
- Focused on maintaining a healthy lifestyle, mind, body, and soul
- Multi-sport enthusiast, with a rescue dog

- 9:00 am Arrives on site after 2 hour coffee-fueled drive from Brooklyn. Parks the car and forgets about it for the day.
- 10:00 After picking up a bagged lunch at the Green Grocer, hits the trail with the dog and some good friends for a 5 mile loop hike.
- 12.00 pm Joins fellow hikers at the peak observatory for lunch with a view and a **Sullivan County Audubon Society** guided bird watching tour.
- 2:00 Back to the village to stroll retail, creating skin care products at the **RoseBar** and picking up new hiking gear at the Outfitter.
- 4:00 Pops into a **Do Good Spirits** outpost to hear some live music and enjoy a well earned post hike craft cocktail.
- 7:00 Dinner at **Piccolo** or **The DeBruce** before hitting the road back to Brooklyn, home by 11 pm, successfully avoiding any NYC rush hour traffic.



1. Request a joint Town & Planning Board visioning session.

- Discuss zoning approach and best path forward.
- Discuss environmental review and SEQR process.

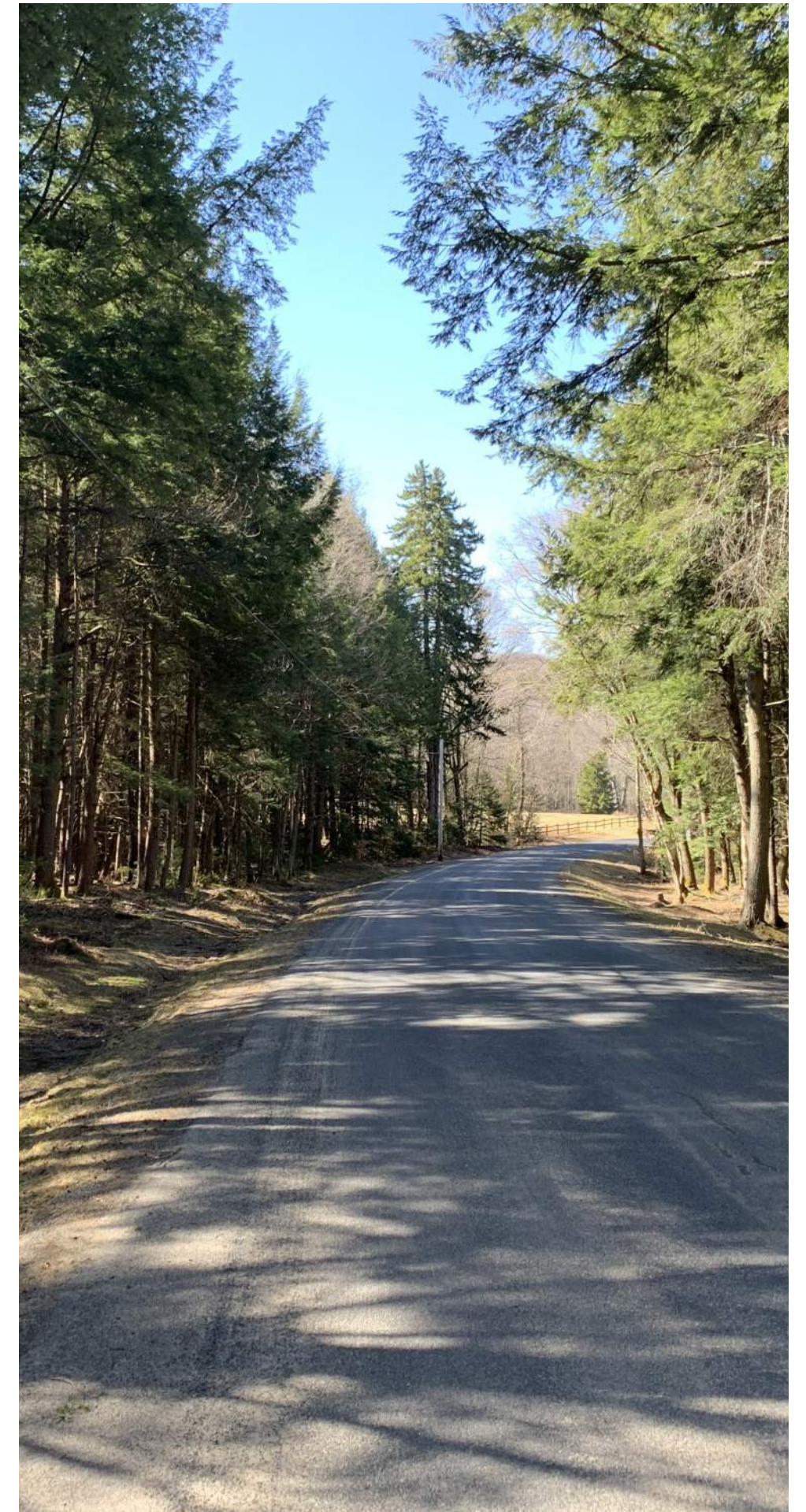
2. Refine plans based on Town, Planning Board, and community feedback.

3. Organize a review session to present and discuss refined concept plans.

4. Prepare and apply for zoning amendments.

5. Develop subdivision and site plan documents in parallel with the environmental review process.

Next Steps





Thank You!

- Kerilands