



Bethesda Downtown Sector Plan, Implementation Advisory Committee Appointment

- Elza Hisel-McCoy, Master Planner/Regulatory Supervisor, Area 1, elza.hisel-mccoy@montgomeryplanning.org, 301.495.2115
- Michael Brown, Master Planner/Master Plan Supervisor, Area 1, michael.brown@montgomeryplanning.org, 301.495.4556
- Mark Pfefferle, Interim Chief, Area 1, mark.pfefferle@montgomeryplanning.org, 301.495.4730
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Staff Report Date: 4.15.19

STAFF RECOMMENDATION

Appoint one recommended business community representative to the Bethesda Downtown Sector Plan Implementation Advisory Committee to replace an outgoing member.

BACKGROUND

As outlined in the *Approved and Adopted Bethesda Downtown Sector Plan*, the Planning Department created a representative and balanced Implementation Advisory Committee to coordinate and monitor the progress of development and address implementation of the recommendations in the Sector Plan.

DISCUSSION

On March 19, 2019, the business community IAC Co-Chair, identified that business community IAC member Ramsey Meiser needed to step down from the IAC. On April 4, 2019, the IAC nominated Mark Hendrickson from Federal Realty to complete Mr. Meiser's term. Mr. Hendrickson's resume and letter of interest are attached.

ATTACHMENT

A. Implementation Advisory Committee Letters of Interest & Resume



April 4, 2019

Emily Vaias, Esquire
Ballard Spahr
1909 K Street, NW
12th Floor
Washington DC 20006

Re: Bethesda Downtown Sector Plan Implementation Advisory Committee

Dear Emily:

I am submitting my name for consideration to become a member of the Bethesda Downtown Sector Plan Implementation Advisory Committee. Federal Realty has had a presence in Bethesda for many years. Bethesda Row is the heartbeat of Bethesda and is a significant amenity for all of the developers and owners that have built or will be building in Bethesda. As long term holders of real estate we are going to continue our presence in Bethesda for decades to come, so we have a vested interest in how the Sector Plan is implemented. We want to see Bethesda thrive and remain relevant.

Specifically as it relates to my background, I currently oversee the design, development and execution of multiple projects in Federal Realty's Mid-Atlantic region. Throughout my career I've worked for and with many industry leaders in Maryland, Virginia and the District of Columbia. Prior to joining Federal Realty I held positions with Clark Construction, PN Hoffman and Grosvenor. I have been uniquely fortunate to actively participate in the disciplines of architecture, construction and real estate development. I am confident that I can contribute a wide array of experience to the Committee based on my 23 year career.

Thank you for your consideration of my request.

Sincerely,

Mark Hendrickson
Director, Development

Mark E. Hendrickson
Director, Development
Federal Realty Investment Trust

PROFESSIONAL EXPERIENCE:

Director - Development, Federal Realty Investment Trust
December 2018 – Present

- Strategic project planning and execution for multiple development opportunities.
- Secure regulatory land use entitlements, requisite jurisdictional site plan approvals and permits required to proceed with development. Meet with public agencies and neighborhood groups to develop support.
- Comprehensively manage design processes including project master planning, civil engineering, architecture, traffic engineering, geotechnical, environmental, lighting, landscape and graphic design.
- Negotiate partnership deal structures with public agencies and other private developers, if applicable, for components of the developments.
- Partner with leasing agents establishing merchandising plans and lease-up schedule.
- Work with in house construction representatives to manage general contractors through the design process to confirm budgets, schedule and constructability. Assist construction to successfully manage the project through completion.
- Create and manage the development pro-forma. Work with financial analysts and development accounting to create and maintain systems that provide accurate cost reporting.
- Create and manage the development schedule.
- Manage and direct tenant coordinators for the project.
- Work with marketing to appropriately market the projects to tenants and the general public.
- Collaborate with our acquisitions team to identify new opportunities.

Vice President - Development, Renaissance Centro
December 2015 – Present

- Responsible for development and construction efforts in Northern Virginia from due diligence through project completion and stabilization or sale.
- Responsible for project due diligence and recommendation to ownership to include design, budget and product delivery projections.
- Responsible for feasibility studies and establishes best and most valuable use, determines zoning issues relating to development.
- Responsible for the securing of entitlements, financial analysis, design of plans, and scheduling of the project.
- Responsible for the branding, marketing and sales concept development through consultant execution.
- Responsible for establishing and maintaining relationships with financial institutions, consultants and local officials.

Senior Development Manager, Grosvenor Americas
June 2013 – December 2015

- Managed development and redevelopment projects with an emphasis on retail and mixed-use projects.
- Developed feasibility studies for highest and best use with defined zoning issues relating to development.
- Responsible for the securing of entitlements, financial analysis, design of plans, and scheduling of the project.
- Established and monitored development budgets, assembled and coordinated development team.
- Selected, lead and managed (third party) development/consultant teams in the zoning, design and implementation of projects.
- Negotiated legal documents with consultants, vendors and public entities.
- Met with community and business groups to obtain community support for development.
- Collaborated with Portfolio and Marketing teams to achieve property leasing objectives.
- Oversaw brokers and managed lease negotiations with potential tenants.
- Coordinated with property and asset managers to successfully transfer projects into portfolio.
- Prepared property investment and development reports and reports regularly on development progress.

Development Manager, Federal Realty Investment Trust
Oct 2007 – June 2013

- Managed day to day activities of multiple real estate development projects, including master planning, financial analysis, scheduling, budgeting, leasing, legal, government approvals, permits, major public utilities, governmental and community relations.
- Planned and directed the expansion, renovation, and/or new projects through budget creation, control of all expenditures within areas of responsibilities while providing the most economic, efficient maintainable shopping facilities conducive to sales.
- Managed all aspects of the projects pro-forma through effective planning and administration.
- Oversaw coordination among the project architects, contractors, subcontractors.
- Created and managed the development schedule and project budget.
- Worked with general contractors through the design process to confirm budgets, schedules, and constructability.
- Negotiated construction and design service contracts.
- Communicated and managed project objectives among project retail tenant coordinators and construction team members.

Senior Estimator, Centex Construction/ Balfour Beatty Construction Company
July 2005 – Oct 2007

- Estimating/ Preconstruction - Actively participated in the pursuit of project awards to exceed 500 million dollars. Performed estimating, pricing and coordination responsibilities for major trade assignments on all projects. Reviewed and researched project specifications and contract documents in preparation for Bid Day responsibilities. Initiated contact with potential vendors and provided a single point of contact for assigned subcontractor scopes of work. Prepared subcontractors for final proposals and performed final contract and scope review for Bid Day proposal.
- Purchasing – Developed scope of work documents for solicitation of potential subcontractors. Integrated technical information into standard contract document for purchasing operations. Reviewed subcontractor proposals for scope, contract exclusions/ risk potential and price comparisons.
- Leadership/ Mentoring – Actively participated in the summer internship program as an intern supervisor. Developed and customized a summer development plan for intern(s) in an effort to maximize the individual's experience. Provided regular review of intern's performance and ongoing adjustment to the original development plan.
- Training – Assumed responsibilities for the internal "Introduction to Estimating Seminar" which is taught to all entry level employees. Developed additional materials in an effort to better relate the Business Acquisition department's role to the Operations staff. The Seminar includes explanation of terms, project pursuit, team members and corporate strategy. A mock Bid Day exercise provides a capstone for the day-long seminar.

Assistant Project Manager, PN Hoffman Construction Development
Jan 2002 – Jan 2004

- Performed onsite design development, onsite troubleshooting towards conflict resolution and subcontractor installation coordination.
- Responsible for ongoing management and coordination of multiple design professionals, subcontractors and vendors.
- Established project budget for multiple vendors on multi-million dollar projects. Investigated, defined and documented proposed contract scope for prospective vendors. Distributed proposed vendor scopes for proposal analysis, submission for review, cost comparison, contract negotiation and award.
- Coordinated with company executives and vendors for successful completion of scope. Performed offsite visits to monitor progress, verify compliance to schedule and contract scope. Reviewed development, submission and negotiation of scope change orders. Facilitated monthly internal project progress review meetings with executives.

**Supervisor /Project Manager Planning, Integration & Construction, Teleglobe
Communications Corporation
Sep 2000 – Dec 2001**

- Responsible for project management of global sales offices including budget and design development, construction management, and staff relocation for multiple sites (New York, Mexico City, Australia, New York City, And Chicago).
- Responsible for contract initiation, review, management with multiple vendors, contractors and consultants on all projects assigned. Responsible for global corporate space planning achieved through the integration of Aperture software. Monitor closure and re-open of multiple corporate sales offices within the continental United States.
- Performed project accounting through corporate Oracle accounting software for capital expenditure requests and purchase requests. Developed capital expenditure budget template (Excel) for executive summary and approval of all projects. Created and presented multiple executive summaries/ project startup presentations through the integration of digital photos, AutoCAD drawings, and Power point presentation software. Supervised one direct report and various other staff members from parallel departments on multiple projects.

**Assistant Project Manager, HDR Project Development Services
Nov 1998 – Aug 2000**

- Developed and maintained project management workbook (Excel) to track project invoices, additional services and cash flow projections. Monitored progress and compliance of contracts as a representative of the owner. Incorporated and updated existing company reports into bi-weekly and monthly versions for use by the company.
- Responsible for monitoring quality control issues and project completion for tenant occupancy. Organized and administered bi-weekly tenant coordination meetings with the tenant, the developer and the general contractor. Actively pursued coordination of design and construction information for the tenant amongst the architect, tenant, and the general contractor.
- Developed and supervised a year round internship program.

**Project Engineer, Clark Construction Group
Jun 1996 – Nov 1998**

- Reviewed and provided submittal feedback of subcontractor shop drawings. Created and maintained project management database software and onsite computer system.
- Collected and logged information and resolved daily task items from the owner, architects and engineers. Assisted in value engineering and pre-construction exercises with the owner, architect, and engineers. Organized and developed monthly owner requisitions and draws meetings with owner's financial representatives, architect, and consultants.
- Developed and integrated a project closeout summary to track contract requirements, approved change orders, and value engineering credits for final payment for over 50 subcontractors and vendors. Assisted in overall project closeout for construction.
- Conducted weekly meetings with a subcontractor at their fabrication plant to establish recovery schedule for the fabrication and delivery of overdue critical path materials. Assisted in the relocation of onsite field office for Phase III construction team. Assisted in onsite supervision of subcontractors in regards to quality control, scheduling, and material delivery.

EDUCATION:

- Continuing Education:
 - Georgetown University – Real Estate Development Program
 - George Washington University – Real Estate Finance Course
 - UC Berkley – Executive Negotiations Course

- M.S. Architecture/ Construction Management, Virginia Polytechnic Institute & State University, Blacksburg, VA, May 1997

- B.S. Architecture, Virginia Polytechnic Institute & State University, Blacksburg, VA, May 1995