

BETHESDA DOWNTOWN SECTOR PLAN

DESIGN ADVISORY PANEL APPOINTMENT



Description

The Bethesda Downtown Design Advisory Panel (DAP) is a volunteer body that provides design critique of Optional Method Development projects in Downtown Bethesda during monthly meetings open to the public. The DAP advises Applicants, Staff, and the Planning Board on the number of Design Excellence Public Benefit points merited for a project. DAP Rules of Procedure limit panel membership to two consecutive terms. The tenure has expired for the panel member representing the Development Community in Bethesda. Staff recommends the Planning Board appoint John Tschiderer for a term of three years from November 2023 to November 2026.



COMPLETED: 11.02.2023

MCPB
Item No. Preliminary Matters
November 09, 2023

2425 Reddie Drive
Floor 14
Wheaton, MD 20902

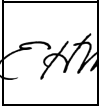




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MASTER PLAN

2017 Bethesda Downtown Sector Plan



Summary

- Staff recommends the Planning Board appoint to the Bethesda DAP one new member, from the greater Montgomery County development community, for a three-year term (November 2023 to November 2026).

SECTION 1: BACKGROUND

The Bethesda Downtown Design Advisory Panel (DAP) is an integral part of the Bethesda Overlay Zone. The role of the DAP is to provide advice and recommendations that will heighten design excellence and improve the quality of architecture, urban design and landscape architecture in downtown Bethesda.

The DAP is composed of five volunteer members and an ex-officio member representing the Planning Director's Office. Per the DAP's Rules of Procedures (Attachment B) the panel includes a registered architect, landscape architect, community member, developer, and a member of academia.

The Planning Board appointed the original DAP members in 2017 to serve staggered initial terms of two, three and four years. The Board reappointed three-year-term panel member Damon Orobona, representing the development community, in 2020 for a three-year term which expires this fall.

SECTION 2: METHOD OF SELECTION & PROFILE OF RECOMMENDED APPOINTMENT

For the open panel seat, Staff sent requests for nominations to the Greater Bethesda Chamber of Commerce, Urban Land Institute (ULI) Washington, the Bethesda Implementation Advisory Committee, and the local Commercial Real Estate Development Association (NAIOP). Staff received three total nominations from well-qualified candidates with a real estate development background.

Staff recommends the Planning Board appoint John Tschiderer, Senior Vice President of Development with Federal Realty Investment Trust. Mr. Tschiderer will bring over 40 years of commercial real estate development experience to the Panel, with an educational background in Planning and Landscape Architecture. Aside from his education and experience, he frequently speaks at ULI functions and has served on various committees and councils including Bethesda Green and Alvernia University and West Virginia University.

Attachments:

- A. John Tschiderer CV
- B. DAP Rules of Procedure

John R. Tschiderer

August 2023

Federal Realty Investment Trust
Senior Vice President - Development

PROFESSIONAL BACKGROUND

John Tschiderer is a Senior Vice President of Development at Federal Realty Investment Trust (FRIT) with 40 years of commercial real estate development experience. Thirty-five of those years have focused on value-add planning, analyses and investment execution of land development pursuits working with three prominent real estate development organizations: Federal Realty, Faison Associates and Western Development. The first five years of professional experience were in design consultation working with HOK Architects and VIKA Civil Engineering & Site Design. John lives in the Washington DC region with his wife Patty where they raised a family of three children.

FEDERAL REALTY EXPERIENCE – 1998 to present:

With Federal Realty, John is responsible for the comprehensive management and execution of all phases of project development and redevelopment for the Trust's Core Property Portfolio. Projects under John's management range from public-private partnerships & mixed-use development to core portfolio value-add redevelopment. The investment capital under John's management direction fluctuates annually from \$ 80M to \$120M depending on project type and overall investment strategy. Management oversight includes a team of Development Managers, Construction Managers and Design Management.

Executive management responsibilities include:

- Development/Re-Development Feasibility Analyses for FRIT Core Property Regional Portfolios & Acquisition Due Diligence and Underwriting.
 - Regulatory Feasibility
 - Market Feasibility
 - ROI Feasibility
- Development Program Master Planning – Core Property Portfolios
- Land Use Entitlement and Public Relations Management.
- Design & Construction Management.
- Internal Investment Committee Approvals
- Investment Oversight and Reporting: Pre-Development, Development Pro-forma maintenance, Project Close-Out & Delivery to Operations.

PROFESSIONAL DEVELOPMENT EXPERIENCE

FEDERAL REALTY INVESTMENT TRUST 1998 - Present

Rockville, Maryland

- Senior Vice President 2014 – Present
- Vice President 2002 – 2014
- Director of Development 1998 – 2002

FAISON ASSOCIATES 1994 - 1998

Bethesda, Maryland

- Managing Director of Retail Development

WESTERN DEVELOPMENT CORPORATION 1988 - 1994

Washington D.C.

- Vice President Development 1992 – 1994
- Development Manager 1989 - 1991

Design Consultant Firms:

HOK ARCHITECTS 1985 – 1988

Washington D.C.

- Planner/Landscape Architect

VIKA ENGINEERS 1983 – 1985

Bethesda, MD

- Planner/Landscape Architect

REPRESENTATIVE PROJECTS – select few

Throughout John Tschiderer’s tenure at Federal Realty, his key role in Development Management has been to identify and analyze value-creation opportunities within the Core Portfolio which has expanded into the value-add planning efforts in the MXD-U portfolio. At any-one-time, John and Team manage approximately 15+/- development/redevelopment pursuits. Additionally, John regularly works with the Acquisitions Group providing critical

value-add redevelopment investment underwriting support (i.e. regulatory analysis, planning and density modeling, cost, revenue and investment yield analysis).

GRAHAM PARK, Fairfax, VA.

Redevelopment of Existing Retail Center into a MXD-U project: Residential & Retail

- Conceptualize redevelopment of non-productive retail space - 11 acres
- Entitlement - Zoning Text Amendment, Fairfax County, VA. Achieved April 2018.
- Development Program Master Plan (200 apartments & 55K of retail)
- Site Plan Approval and Construction Start: 2Q 2018 – 4Q 2019.
- Project Executive for \$55M development budget.

BETHESDA ROW, Bethesda, MD

Phases 4, 5, 6, 7 and Property Improvement Program (PIP)

- Project Executive for \$150M of mixed-use investment: retail, residential, office, theater and structured parking.
- Created and managed pre-development budgets and pro-forma to ensure cost and rent commencement goals were obtained.
- Managed extensive entitlement and coordination of public facility agreements with Montgomery County, MD
- Managed the design and construction functions of project execution – GMP contract. Coordinated leasing and marketing efforts with operations team throughout development and through pro-forma close-out.

HOUSTON STREET, San Antonio, TX

Public-Private Partnership and Redevelopment of 13 buildings

- Project Executive for the \$85M public-private investment in downtown San Antonio.
- Sourced and executed five public funding source agreements totaling \$28M of public investment:
 1. City of San Antonio and Urban Development Action Grant (UDAG)
 2. City of San Antonio Parking Revenue Bonds – 500 space public parking garage
 3. City of San Antonio General Obligation Bonds
 4. Created a Tax Increment Reinvestment Zone – City of San Antonio (TIRZ)
 5. United States Economic Development Administration (EDA)

- Secured municipal approvals for the redevelopment of 13 existing structures and one new hotel on Houston Street which is one of the City's central business avenues in downtown San Antonio.
- Projects included two critical connections to the historic San Antonio River Walk, a vest-pocket park and the ability to demolish five buildings while improving the remaining 8 in the Houston Street Historical District of the City.
- Created and managed project pro-forma through project completion.
- Development Program: 215 room boutique hotel, 135,000 sf office, 82,000 of street retail and a 500 space parking garage.

WESTGATE MALL – San Jose, CA
\$20M mall redevelopment

ROCKVILLE TOWN SQUARE – Rockville, MD
Pre-Development Planning Analysis and City Public/Private Partnership structure
\$40M redevelopment of existing one-level shopping center

THE SHOPS AT WILLOW LAWN – Richmond, VA
\$35M redevelopment – retail, office

BOWIE GATEWAY CENTER – Bowie, MD (Faison)
425,000 SF Retail Power Center and pad site program

FRANKLIN MILLS – Philadelphia, PA (Western Development)
2M SF Outlet Mall and pad site program

RESIDENTIAL DEVELOPMENT EXPERIENCE

- Six Federal Realty apartment investment projects have been executed under John's management totaling 635 dwelling units. The six properties are:

Stories - Apartments (Phase I) @ 147 du, Rockville, MD. Type 3A construction with precast parking structure.

Stories – Apartments (Phase II) @ 50 du. Rockville, MD. Type 3A construction on concrete podium with on-grade parking.

Upstairs at Bethesda Row @ 180 du, Bethesda, MD. Type 3A construction with below grade parking structure.

Chelsea Commons @ 68 du, Chelsea, MA. Type 5A modular construction on a podium with parking on-grade.

Towson Flats @ 105 du, Towson, MD. Type 3A construction – five stories on two levels of podium parking.

The Delwyn at Bala Cynwyd @ 87 du, Bala Cynwyd, PA Type 3A construction – four stories on podium parking

- Currently, John and Team are managing the analysis underwriting and entitlement process for three residential endeavors with the potential of dwelling units. These pursuits are:

Bala Residential, Bala Cynwyd, PA – Lord & Taylor Department Store redevelopment.

Entitlement 3Q 2022. Construction Start 2Q 2024. 220 du over 15,000 SF of retail and podium parking. Development Cost @ \$75M

Willow Grove Residential, Willow Grove. PA. Existing community center redevelopment: 260 du, precast parking structure, 60,000 of street retail. Entitlement 3Q 2023. Development Cost @ \$85M

301 Washington – HOBOKEN, NJ. Type 5 construction – 4 residential floors (45 units) over 1 street retail floor (10,000 sf). Approvals to re-development: Historic Preservation Commission – complete, and Board of Zoning Adjustment – in progress. Development Cost @ \$45M

EDUCATION & PROFESSIONAL AFFILIATIONS

WEST VIRGINIA UNIVERSITY, Morgantown, WV - 1983

B.S. Landscape Architecture with Honors.

UNIVERSITY OF PENNSYLVANIA

Graduate Studies in City Planning while working on Princeton Forrestal Village & Philadelphia Mills development projects.

Professional Affiliations:

Urban Land Institute – Past Community Shopping Center Council Member. Frequent industry speaker.

International Council of Shopping Centers – frequent industry speaker

2011 – 2017: **Center Build** Planning Committee

2018 Co-Chair for national **CenterBuild** Planning Committee & Conference

2019 Chair for **CenterBuild** Conference

Bethesda Green, Board Member, 2008 - 2014

A founding Board Member for Bethesda Green - a nonprofit business, government & community partnership promoting sustainable growth.

Alvernia University, Reading, PA – President’s Advisory Council, 2012 – 2017

West Virginia University – Davis College – Landscape Architecture Advisory Committee

2019 - 2023

John R. Tschiderer Landscape Architecture Education Experience Fund (LEEF)

Established in 2016 with the WVU Foundation

The **LEEF** endowment supports students and faculty activities both inside and outside the Landscape Architecture classrooms in the WVU - Davis College, School of Design and Community Development.

Bethesda Downtown Sector Plan – Design Advisory Panel

Rules of Procedure Revised September 23, 2020

PURPOSE

The Design Advisory Panel (DAP) is an integral part of the Bethesda Overlay Zone. The primary goal of the DAP is to provide advice and recommendations that will heighten design excellence and improve the quality of architecture, urban design and landscape architecture in Bethesda. The DAP will be guided by the Bethesda Downtown Sector Plan and the related Design Guidelines. To remain competitive within the greater Washington, DC region and to attract the best and brightest to the Bethesda community, it is essential to design great places in which people of all ages, ethnic and economic backgrounds will want to live, work and play. The DAP will help to achieve this outcome.

RELATIONSHIP TO CR ZONES

The Commercial – Residential Zones (CR Zones) were created and adopted with an emphasis on creating great mixed-use, walkable places. Development proposals under the CR Zones are required to provide public amenities and need to focus on design intent to make sure quality is paramount to the applications and that an attractive public realm will be the outcome.

The Bethesda Overlay Zone creates a system for density allocation above and beyond the CR Zone density mapped in the 1994 Bethesda CBD Sector Plan. The requirements for getting additional density from the Bethesda Overlay Zone pool of density include review by the DAP. The additional “BOZ” density should only be allocated if a high degree of design excellence is achieved and the DAP will advise the staff and the Planning Board on this issue.

MAKE UP OF THE DESIGN ADVISORY PANEL

The Design Advisory Panel will have five members. According to the Bethesda Overlay Zone, the DAP must be “composed of relevant independent professionals including at least one resident of the Bethesda community.”

Nominations for members will be solicited from the community and from organizations including but not limited to: CBAR, NAIOP, the Bethesda Chamber of Commerce, AIA, and ULI.

The DAP should, at a minimum, have the following expertise:

1. One registered architect representing academia and/or other jurisdictions in the region with a design review panel.
2. One registered architect from the greater Montgomery County community.
3. One member of the development community. This person may be a developer, real estate professional or involved in real estate investment.
4. One Bethesda community member who has a professional interest in urban design, architecture, and/or landscape architecture.

Members of the DAP will act in a professional manner, provide comments to Planning Department staff and the Planning Board, and be mindful of any conflicts of interest from associations with development teams, property owners or associations. The DAP should include the Planning Department’s Senior

Urban Designer as an ex-officio member, and another Planning Department staff member will serve as a liaison to the panel. If conflicts of interest arise, the specific panel members will recuse themselves from the discussion and recommendations. For reviews of Site Plan application projects that require an official vote on the number of Design Excellence Public Benefit points, if the quorum of voting members results in a split vote, the Senior Urban Designer may cast the deciding vote.

DAP members must be approved by the Planning Board and will serve three-year staggered terms. At initial appointment, two members will serve for two years, two members will serve for three years, and one member will serve for four years. The terms of membership will be staggered from this point onward.

Upon official acceptance of an appointment, each voting member may serve two consecutive three-year terms. After serving two terms, DAP members must take a one-year absence at a minimum from service before being considered for an additional term. Prior to completion of their first term, DAP members interested in remaining on the panel must submit a letter requesting to renew their term to the Planning Board for approval. If a DAP member's term is ended early, a new member may be approved by the Planning Board to serve the remainder of the term. If approved, the new panel member may renew for two additional terms.

Members of the DAP may vote to make minor revisions to the Rules of Procedure as necessary to improve the panel review process and logistics. These revisions are subject to Planning Director approval, but do not require approval from the Planning Board. The Planning Board will be updated on minor revisions at the next major change update.

ROLE OF THE DESIGN ADVISORY PANEL IN THE REGULATORY PROCESS

The DAP will review:

- **All Optional Method Development Projects** – All optional method projects in Bethesda will be presented to the DAP. Although the optional method typically begins with Sketch Plan submission, applicants are strongly encouraged to go through the Concept Plan process and meet with the DAP at this Concept Plan stage. If the applicant does not wish to file a Concept Plan, they must meet with the DAP to review their project early in the Sketch Plan process.
- **Projects Seeking Additional Density through the BOZ, Bonus Points through the CR Amenity Guidelines, and/or Height as a MPDU Bonus** – In order for projects to be considered for additional density or height, the applicant must meet with the DAP early on to review point allocations and to assess urban and architectural design implications.

The DAP will be guided by the Bethesda Downtown Sector Plan, the Bethesda Downtown Design Guidelines, the Bethesda Overlay Zone and the CR Zone criteria for granting density incentives for exceptional design.

The DAP will meet regularly once a month and more often as development applications are submitted and in need of review. This is a significant time commitment and panel members will need to respond within the timelines set forth by our zoning ordinance and development application schedules. The DAP will receive all the review drawings and/or access to the drawings one week in advance of the review meeting.

Written comments from the panel will be provided to Planning Department staff at Concept, Sketch and Site Plan stages. The assigned staff liaison will assist with the comments as needed.

DESIGN ADVISORY PANEL MEETINGS

While DAP meetings are primarily for panel members to consider and comment on proposed developments, meetings should be collaborative, and input from developers, their consultants, and members of the public is encouraged. Because panel members are volunteers, however, the DAP is not expected to meet for more than one hour on any single project.

Members of the public who wish to participate in a DAP meeting should notify the DAP's staff liaison before the meeting. Those who have not notified the staff liaison in advance may sign up to participate the day of the meeting. Citizens will be invited to participate in the order in which they sign up. In certain cases, there may not be sufficient time for all interested citizens to participate. Members of the public who wish to ensure their comments are considered by the DAP should submit them in writing to the DAP's staff liaison no later than twenty-four hours before the DAP meeting. Any written comments submitted to the DAP will also be sent to the Planning Board before the Board meets to consider the proposed development.

Although DAP meetings are intended to be informal, it may be necessary in certain cases, such as meetings with many interested citizens, for the DAP to impose equitable time limits on public comments or other reasonable rules of order. When possible, the staff liaison will announce time limits at the start of the DAP meeting.

RECONSIDERATION REQUESTS

The DAP will only entertain requests to reconsider votes from the Planning Board.