

## **David Franco**

Mr. Franco is currently a managing member of Level 2 Development, LLC where he shares operational and managerial responsibilities with co-founder, Jeff Blum. Mr. Franco is a native Washingtonian and a successful entrepreneur who has been in various local real estate and retail businesses since 1984. Mr. Franco was a co-owner of his family's 5 unit retail chain stores, Discount Mart, operating in the District. He also served as managing member of Brentwood Limited Partnership and led the acquisition and management of Brentwood Village Shopping Center, a 2 acre retail center in Northeast, Washington, D.C.

Mr. Franco has a track record of success in Washington business. Between 1985 and 1993, he founded or co-founded, operated, and sold for a profit the following businesses: Discount Mart retail stores. Trumpets restaurant, and Tracks nightclub).

In 1992, Mr. Franco founded Universal Gear, a five (5) unit men's retail chain with stores in Washington, D.C., New York, Atlanta, Chicago and on the world wide web. He now directs the company's executive management team.

Mr. Franco currently directs all acquisition and pre-development activities for Level 2. He is an active member of the 14<sup>th</sup> and U neighborhoods and regularly attends both ANC and local neighborhood group meetings. He is a member of the Meridian Hill Association and serves as president of the Lofts at Meridian Hill Condominium Association. He also currently serves on Mayor Adrian Fenty's Economic Development Transition Team.

Mr. Franco attended The University of Maryland.

**MARTIN J. WELLS, P.E.**  
**PRESIDENT**

**PROFILE:**

Mr. Wells has over 30 years of experience in traffic, transportation, transit, parking, and pedestrian planning and engineering. He has worked for private real estate developers; federal, state, and local governments; and institutions in 30 states and overseas. This experience includes traffic impact studies, transportation analyses of mixed-use developments, travel demand management studies, parking policy and needs studies, transit planning, and highway and parking facility design. Mr. Wells has provided expert testimony before numerous planning boards, elected officials, administrative hearing officers, and citizens groups.

**EXPERIENCE:**

**Traffic Impact Studies.** Conducted numerous traffic impact studies for large and small residential, commercial, and mixed-use projects in every major jurisdiction in the Washington metropolitan area and in 15 other states. This includes preparation of reports and expert testimony in support of rezoning, subdivisions, site plan approvals, and comprehensive plan and proffered condition amendments.

**Mixed-Use/Town Center Developments.** Conducted multi-modal transportation studies for 12 million square foot mixed-use residential, office, retail, and hotel projects for the Potomac Yard in Alexandria/Arlington, Virginia; Reston Town Center, Fairfax County, Virginia; The Village at Shirlington, Arlington County, Virginia; Columbia, Maryland; WorldCom and Evergreen Mills in Loudoun County, Virginia; The Gallery at Harborplace in Baltimore, Maryland; Carlyle and Mark Center in Alexandria, Virginia; Xerox Landsdowne in Loudoun County, Virginia; Colgate-Palmolive Company in Jersey City, New Jersey; River Walk in New York City; Eden Isles in Slidell, Louisiana.

**Major Event Use Studies.** Prepared traffic, parking, and traffic management plans for stadiums and entertainment complexes including: The John F. Kennedy Center for the Performing Arts in the District of Columbia; FedEx Field (Washington Redskins), Landover, Maryland; Jordan Hare Stadium, Auburn, Alabama; Arlington County Major League Baseball Stadium; Merriweather Post Pavilion, Columbia, Maryland; Nissan Pavilion, Prince William County, Virginia; Middle River Racing Associates in Anne Arundel County, Maryland; and Oriole Park at Camden Yards, Baltimore, Maryland.

**Interchange Justification Studies.** Conducted studies for modifying existing interchanges and for new interchanges on Interstate highways in Virginia, Maryland, New Jersey, Texas, and Louisiana.

**Travel Demand Management Studies.** Developed travel demand management programs, including: group riding, transit, flexible work hour, and other actions, for major development projects in Montgomery and Prince George's County, Maryland; and Arlington County, Alexandria, Vienna, and Fairfax County, Virginia.

**Travel Demand Forecasting.** Forecasted regional and corridor travel demand in Arlington, Fairfax, and Loudoun County, Virginia; Jersey City, New Jersey; Columbia, Gaithersburg, Howard County, and Prince George's County, Maryland; Arlington, Virginia; Birmingham, Alabama; Fort Meyers, Florida; and Buenos Aires, Argentina.

**Neighborhood Traffic Management Studies.** Identified actions to reduce through traffic and vehicle speeds in East Bethesda, Chevy Chase Section IV, Maryland; Fairfax County, Virginia; and Paulus Hook, Jersey City, New Jersey.

**Retail Traffic and Parking Studies.** Prepared traffic, parking, transit, and pedestrian studies for Main Street, town center, regional shopping centers, large-scale value retail centers, and power strip centers in Arlington, Fairfax County, Loudoun County, and Richmond, Virginia; Owings Mills, Baltimore City, Columbia, Gaithersburg, Anne Arundel County, and Prince George's County, Maryland; North Barrington, Illinois; Atlanta, Georgia; Plano, San Antonio, and Fort Worth, Texas; Coral Gables, Tampa, and Orlando, Florida; New Haven, Connecticut; Boston, Massachusetts; and Puebla, Mexico.

**Parking Studies.** Conducted parking policy, needs, feasibility, and shared-use studies for public agencies, parking operators, and real estate developers, including: the District of Columbia; Arlington County, Fairfax County, Loudoun County, Alexandria, and Middleburg, Virginia; Montgomery, Prince George's, and Howard Counties, Maryland; Nashville/Davidson County and Memphis, Tennessee; Hartford, Connecticut; Coral Gables and Jacksonville, Florida; Syracuse, New York; the Washington Metropolitan Transit Authority; and The Rouse Company.

**Transit Station Impact Analyses.** Conducted site access, joint development, parking, and pedestrian impact studies at numerous bus and rail transit stations in the Northeast Corridor, metropolitan Washington, San Antonio, Atlanta, Jersey City, and Buenos Aires, Argentina.

**Transit Studies.** Devised transit circulator systems for various downtowns and major activity centers, and prepared transit development programs throughout Pennsylvania and North Carolina.

**Health Care Facilities.** Prepared traffic and parking plans for hospitals, universities, professional office buildings, and nursing homes, including: the Yale-New Haven Medical Center; Georgetown University Medical Center; Fairfax (Virginia) Hospital; Inova Fairfax (Virginia) Hospital; Fair Oaks (Virginia) Hospital; Washington Adventist Hospital; Shady Grove Adventist Hospital; Montgomery County, Maryland; Washington Hospital Center; Loudoun Memorial Hospital; Mission Memorial Hospital, Asheville, North Carolina; Baptist Medical Center, Birmingham, Alabama; and University of Rochester.

**Schools.** Conducted traffic, parking, bus, and pedestrian analyses of public and private elementary, middle, and high schools, including: Cranbrook, Bloomfield Hills, Michigan; St. Patrick's Episcopal Day School, Washington, D.C.; Edmund Burke School, Washington, D.C.; Sidwell Friends School, Washington, D.C. and Bethesda, Maryland; The Sheridan School, Washington, D.C.; The Potomac School, McLean, Virginia; The Langley School, Fairfax County, Virginia; French School, Montgomery County, Maryland; Garrison Forest School, Baltimore County, Maryland; and public schools in Arlington and Fairfax County, Virginia, and Montgomery and Howard County, Maryland.

**Environmental Impact Studies.** Prepared the transportation components of environmental documents in Washington, D.C.; Prince George's County, Maryland; New York, New York; Jersey City, New Jersey; Slidell, Louisiana; and Charleston, South Carolina.

**EDUCATION:** Master of Science, Civil Engineering, Carnegie-Mellon University, Pittsburgh, Pennsylvania, 1975.

Bachelor of Science, Civil Engineering, Wayne State University, Detroit, Michigan, 1973.

**REGISTRATIONS:** Registered Professional Engineer: Virginia, Maryland, New Jersey, Florida, Illinois, Texas, Pennsylvania, Colorado, Ohio, Missouri, Connecticut, North Carolina, New York, Michigan, West Virginia, Indiana, Oregon, and the District of Columbia.

**AFFILIATIONS:** Institute of Transportation Engineers  
American Planning Association  
Congress for the New Urbanism

**PUBLICATIONS:** "Colgate-Palmolive Site Traffic Impact Assessment Case Study," American Society of Civil Engineers, Site Impact Traffic Assessment Conference, June 1992.

"Neo-Traditional Neighbor Developments: Can You Go Home Again?," National Trust for Historic Preservation, National Meeting on Main Street, April 1992.

"Parking and Easy Access - The First Steps Toward Recovery," Health Facilities Management Magazine, December 1991.

"Review of Methods for Assigning Work to Part-Time Operators," Annual Meeting of the Transportation Research Board, Washington, D.C., 1985.

"Integrating Public Transportation into the San Antonio, Texas Street System," International Public Works Congress and Equipment Show, Atlanta, Georgia, 1981.

"Neighborhood Automobile Restraint: The Chevy Chase Section Four, Maryland Experience," Annual Meeting of the Transportation Research Board, 1981.

"Planning for Shared-Ride Taxi Service," 58th Annual Meeting of the Institute of Transportation Engineers, 1978.

## **EMPLOYMENT HISTORY**

**1991 - Present**

**Wells & Associates, LLC  
McLean, Virginia  
President**

Responsible for business development, administration, management of professional, technical, and clerical staff, technical analyses, quality control, documentation, and expert testimony.

**1981 - 1991**

**Gorove/Slade Associates, Inc.  
Washington, D.C.  
Principal Associate**

Responsible for the transportation planning practice. Responsibilities included business development, project administration, management of professional, technical, and clerical staff, technical analyses, quality control, documentation, and expert testimony.

**1980 - 1981**

**San Antonio Metropolitan Transit Authority (VIA)  
San Antonio, Texas  
Director of Planning**

Responsible for long-range, short-range, and day-to-day operations planning for a 550-bus transit system serving a metropolitan area of over 1,000,000 people.

**1975 - 1980**

**Barton-Aschman Associates, Inc.  
Washington, D.C.  
Associate/Senior Associate**

Responsible for transportation planning, transit planning, and traffic engineering analyses.

**DANIEL B. VANPELT, P.E.**  
**SENIOR ASSOCIATE**

**PROFILE:**

Mr. VanPelt has more than 10 years of experience in a wide range of traffic and transportation projects including: traffic impact studies, site access and circulation planning, functional parking lot and garage design, parking demand analyses, corridor studies, campus master planning, major data collection efforts, loading dock design, intersection improvement design, signal design, and signing and pavement marking design. He has worked for public, private and institutional sector clients nationally and internationally.

**EXPERIENCE:**

**Traffic Impact Studies.** Conducted numerous traffic impact studies in support of rezoning, subdivision, site plan approvals and EIS applications for large and small residential, commercial, office, retail, and institutional developments. His work includes experience in Pennsylvania, Ohio, Virginia, Maryland, Washington, D.C., New Jersey, New York and Connecticut.

**Retail Traffic and Parking Studies.** Prepared traffic, parking, site access and site circulation studies for grocery stores, lifestyle centers, power centers, regional centers and urban retail including Citadel Harris Teeter, Washington, DC; Mondawmin Mall Redevelopment, Baltimore, Maryland; DC USA Target and Best Buy, Washington, DC; Trotwood Town Center, Trotwood, Ohio; The Avenue Viera, Viera, Florida; The Avenue Carriage Crossing, Collierville, Tennessee; Woodbridge Center, Woodbridge, New Jersey; Kendall Town Center, Miami, Florida; Summerlin Mall, Summerlin, Nevada; and Chicago Premium Outlets, Aurora, Illinois.

**Hospitality/Entertainment Developments.** Conducted traffic studies, site access and circulation planning, and parking needs assessments for projects such as Mohegan Sun Casino Resort, Uncasville, Connecticut; Turning Stone Casino Resort, Verona, New York; W Mexico City, Mexico D.F.; Marriott Orlando World Center, Orlando, Florida; Gaylord Texan, Grapevine, Texas; Gaylord National Harbor, Prince George's County, Maryland; and Pikes Peak International Raceway, Colorado Springs, Colorado.

**Mixed-Use Developments.** Prepared traffic studies, parking analysis, site access planning, loading access design, site circulation planning and signal designs for projects including: Monaco I/II and Sanremo, Jersey City, New Jersey; Children's Museum and Air Rights Buildings at L'Enfant Plaza, Washington, DC; Shamrock Business Center, Painesville, Ohio; Auyare I/II, Caracas, Venezuela; and Oaklawn in Leesburg, Leesburg, Virginia.

**Master Plans.** Worked as a part of the planning team to address traffic, pedestrian, transit, truck, streetscape, regional access, security and parking issues in master plans prepared for the Princeton University Campus Master Plan, Princeton, New Jersey; Capitol Complex Master Plan, Washington, DC; Hartford Strategic Framework, Hartford, Connecticut; and Yale Medical Center District, New Haven, Connecticut.

**Parking Studies and Parking Garage Design.** Performed parking needs studies and garage planning for projects such as the Dubai International Finance Center, Dubai, UAE; National Cathedral Bus Garage Design, Washington, DC; City View Condos; Hyattsville, Maryland; ER One – Washington Hospital Center, Washington, DC; and Ronald Reagan National Airport, Arlington, Virginia.

**Schools and Health Care Facilities.** Conducted traffic, parking, bus and pedestrian analyses of institutions including: Two Rivers Public Charter School, Washington, DC; Georgetown University McDonough Business School and the Multisport Facility, Washington, DC; Georgetown Preparatory School, Bethesda, Maryland; TC Williams High School, Alexandria, Virginia; Alexandria Country Day School, Alexandria, Virginia; Sibley Hospital, Washington, DC; and INOVA Alexandria Hospital, Alexandria, Virginia.

**Data Collection Studies.** Conducted large-scale data collection efforts including traffic counts, pedestrian counts, vehicle classification counts, speed studies and origin-destination studies. Examples include managing a long-term data collection program for the New Jersey DOT in northern New Jersey and supervising data collection efforts at both the Lincoln and Holland Tunnels for the Port Authority of New York and New Jersey.



**EDUCATION:** Master of Science in Civil Engineering, Washington University in St. Louis; St. Louis, Missouri, May 1999

Bachelor of Science in Civil Engineering, Washington University in St. Louis; St. Louis, Missouri, May 1997

Bachelor of Science in Physics, Bethany College; Bethany, West Virginia, May 1995

**REGISTRATIONS:** Registered Professional Engineer: Virginia

**AFFILIATIONS:** Institute of Transportation Engineers  
Transportation Research Board  
International Council of Shopping Centers

**PUBLICATIONS:** "Lot's to Learn; Don't let parking and traffic problems sink your entertainment business," Casino Journal, December 2003, p. 28.

"A Study and Optimization of the Saint Louis Freeway Service Patrol Program," Master's Thesis, Sever Institute of Technology, Washington University in Saint Louis, February 1999.

## **EMPLOYMENT HISTORY**

<b>2006 - Present</b>	<b>Wells &amp; Associates, LLC</b> <b>McLean, Virginia</b> <b>Senior Associate</b>
<b>2000 - 2006</b>	<b>Gorove/Slade Associates, Inc.</b> <b>Washington, DC</b> <b>Director of Engineering/Senior Associate/Project Manager/Associate</b>
<b>1998 - 2000</b>	<b>Garmen Associates / Urbitran</b> <b>Montville, New Jersey</b> <b>Traffic Engineer</b>
<b>1997 - 1998</b>	<b>Washington University in St. Louis</b> <b>St. Louis, Missouri</b> <b>Graduate Research Associate</b>
<b>1996 - 1997</b>	<b>Missouri Department of Transportation</b> <b>St. Louis, Missouri</b> <b>Traffic Studies Engineering Intern</b>

**ERIC SMART**  
**Managing Principal**

**BOLAN SMART ASSOCIATES, INC.**

Mr. Smart is managing principal of Bolan Smart Associates, Inc., a national real estate economic consulting firm based in Washington DC. Prior to that, he was Vice President and Manager of the Washington office of Leggat McCall Advisors, Inc., which was acquired in 1990 to form Bolan Smart Associates. He has over twenty five years of diversified experience in planning and development practice, with expertise in marketability, valuation, financial analysis, negotiations and strategic planning. His clients have included investors, financial institutions, developers, architects, law firms, major users and government. Bolan Smart Associates has been affiliated with Grubb & Ellis, one of the largest multi-disciplinary real estate service firms in the United States.

Before joining Leggat McCall Advisors, Inc. in 1985, Mr. Smart was a senior research associate at ULI - the Urban Land Institute, an international land use development research and education organization based in Washington, DC. He was project manager responsible for creating development guidelines for a variety of forms of real estate, including mixed-use, housing, recreational and infill development, each resulting in a major publication. During his six years at ULI, Mr. Smart was senior editor for Urban Land, ULI's monthly periodical on land use and development.

Mr. Smart has also worked as a planner for local jurisdictions in the State of Virginia and for PRC Jacobs, a real estate appraisal firm in Buffalo, New York. He is a frequent speaker and writes regularly on real estate and development planning issues. He has served on the Development Review Board in Arlington County, Virginia. Mr. Smart has testified in a variety of municipal and federal hearings and has acted as an expert witness in court proceedings. He was a member of the University of Maryland University College Real Estate Advisory Board and was Chairperson of the Urban Land Institute's District Council for the 1,800 member Washington, DC area for four years. Mr. Smart currently teaches as an adjunct professor in the Master of Science in Real Estate program at Johns Hopkins University, is a member of the program's advisory board, and chairs the Johns Hopkins University DC Forum.

**EDUCATION**

Bachelor of Arts in Economics, University of Toronto  
Masters of Urban & Regional Planning, Virginia Polytechnic and State University

**PUBLICATIONS**

Editor, Urban Land; Author, Making Infill Projects Work, Housing for a Maturing Population, and Recreational Development Handbook; Contributing author, Urban Waterfront Development, Mixed-Use Development Handbook, Shopping Center Development Handbook, New Uses for Obsolete Buildings, Resort Development Handbook, and annual editions of Development Review and Outlook, all published by the Urban Land Institute. Mr. Smart has contributed often to a variety of real estate periodicals.

**AFFILIATIONS**

The Urban Land Institute  
Johns Hopkins University  
American Society of Urban Economics  
American Planning Association  
Lambda Alpha, International Honorary Land Economic Society  
Real Estate Salesperson - State of Maryland



**Steven E. Sher**, Director of Zoning and Land Use Services, has more than 30 years' experience as the leading consultant in the Zoning Regulations and development processes in the District of Columbia. For more than 18 years, he has advised developers and property owners on the interpretation and application of development regulations and approval processes in the city. He has appeared as an expert witness in zoning and planning before the District of Columbia Zoning Commission, Board of Zoning Adjustment, Historic Preservation Review Board and the Mayor's Agent for the historic preservation act, before the Zoning Hearing Examiner and the Planning Board in Montgomery County, Maryland, and in local and federal courts. Recent major cases in which he has played a leading role include the MCI Center, the new Washington Convention Center, the residential/retail/hotel complex at 2200 M Street for the Ritz Carlton, and the planned redevelopment of the old Hecht's block at 7<sup>th</sup> and F Streets, the Station Place office development adjacent to Union Station, to be the new headquarters for the SEC, the International Monetary Fund's Headquarters II office building at 1900 Pennsylvania Avenue, the new headquarters for the U.S. Department of Transportation at the Southeast Federal Center and the redevelopment of the Capper/Carrollburg public housing projects in Southeast using a HOPE VI grant.

For more than 14 years, Mr. Sher was employed in the various zoning and planning offices of the District of Columbia. As one of the chief technical staff persons for the Zoning Commission, he played a significant role in drafting major portions of the present Zoning Regulations, including the waterfront and mixed use (CR) districts, the regulations concerning community based residential facilities, the planned unit development regulations and the regulations governing parking and loading.

For eight years, Mr. Sher served as the Executive Director of the Zoning Secretariat. As such, he was the chief executive/operating/administrative officer for the Zoning Commission and the Board of Zoning Adjustment of the District of Columbia. Mr. Sher supervised the handling of over 1,600 cases before the Board of Zoning Adjustment and numerous rezoning, planned unit development and text amendment cases before the Zoning Commission. Matters which he assisted the Zoning Commission in resolving included the rezoning of the Dupont Circle area, the Hotel-Residential Incentive District, implementation of the Foreign Missions Act and major development cases such as McLean Gardens, Techworld, Lafayette Center and the Sumner-Magruder schools redevelopment. Mr. Sher represented the Zoning Commission and the BZA before Congress, the Council of the District of Columbia, the Mayor and other public agencies.

Mr. Sher is a member of Lambda Alpha, the honorary land economics society, and the American Planning Association. He also served on the Mayor's Commission on Downtown Housing, various task forces of the Greater Washington Board of Trade and the D.C. Building Industry Association and the Metropolitan Washington Council of Government Metropolitan Development Community Advisory Committee. He has also served as guest lecturer at various universities on planning and zoning issues.

Mr. Sher received a Bachelor of Arts in Urban Studies from Brooklyn College of the City University of New York and a Master of Regional Planning from Cornell University.