
MICHAEL D. SMITH

(202) 798-3354

450 K Street NW, #607
Washington, DC 20001

m.despard.smith@gmail.com

Senior Level Real Estate Executive

22 years of real estate development experience, with a successful track record in development, leasing, design and management of landmark, urban retail destinations.

Areas of Expertise

- Real Estate Design/Development
- Retail Merchandising/Leasing
- Retail Finance/Economics
- Site Selection
- Masterplanning/Concept Development
- Property Management
- Real Estate Marketing
- Food Hall Concepting/Economics

STREETSENSE – *Washington, DC*

2014 - Present

Streetsense is a 185-person, experience-focused real estate strategy and design firm. Experts in the real estate, retail, and hospitality industries, Streetsense create brands and experiences using strategy, design and sound economic principles.

Director of Real Estate

2014 - Present

Reporting to company Vice President, duties include overseeing a team of 4, directing all of firm's real estate strategy efforts and place-based retail leasing. Role includes directing Leasing Manager and leasing team and day-to-day collaboration with planning and architecture team, touching virtually every point of development process. Member of 8-person group of Principals and Directors tasked with leading company's business development efforts.

The Collection – *Chevy Chase, MD*

Client: Chevy Chase Land Co.

Active: 2015 - Present

300,000 SF landmark retail center. Shift in luxury market required a complete overhaul and reposition to top-tier neighborhood center.

- Developed retail plan/vision for \$20M repositioning of the center.
- Directing development and design process.
- Directing 5-person leasing team, focusing on first-to-market fashion and tier 1 local food and beverage.

Market Common Clarendon – *Arlington, VA*

Client: Regency Centers

Active: 2016 - Present

Merchandising strategy and leasing for redevelopment of 300,000 SF retail component of 1M SF mixed-use project.

- Project to receive \$50M facelift and merchandising/leasing overhaul.
- Directing 6-person leasing team, focusing on best-in-class national and local retail brands.

Parks at Walter Reed – *Washington, DC*

Client: Hines

Active: 2017 - Present

Design peer review, merchandising strategy and leasing of 150,000 SF retail component of 3.1M SF project.

- High profile project will be home to best in class anchors and local retail and food and beverage operators.
- Directing all strategy and leasing efforts for 2020 opening.

WILLIAMS JACKSON EWING (WJE) – Baltimore, MD

2000 – 2014

WJE is a premier retail development and leasing company, specializing in landmark urban projects; most notably Grand Central Terminal in New York, Union Station in Washington, DC, Sansom Common (now University Square) in Philadelphia, and CityCenterDC in Washington, DC (under construction).

Vice President of Development / Leasing Agent

2011 – 2014

Reporting to company President, duties span full spectrum of the firm's services, including concept development, masterplanning, economic analysis and retail leasing. Duties also include design oversight (schematic design, storefront design, tenant criteria, mechanical, electrical and plumbing design) as well as marketing.

CityCenterDC – Washington, DC

Client: Hines

Active: 2001 - 2014

10-acre site in Downtown Washington. This highly publicized, \$1.5B, 2.2M SF (325,000 SF retail), LEED-certified project by Norman Foster will be a one-of-a-kind, world class, landmark shopping and dining destination. Project is largest in WJE history, with fees representing 40% of annual revenue.

- Developed retail plan/vision for award-winning RFP response.
- Managed all design, development and leasing processes for consulting team, from RFP through project opening.
- Lead 4-person leasing team, managing day-to-day tenant prospecting and marketing, collaborating on tenant deals that include Hermes, Burberry, Salvatore Ferragamo, Daniel Boulud and Richard Sandoval.

Industry City – Brooklyn

Client: Jamestown

Active: 2010 - 2014

6.5M SF, 18 warehouse, adaptive reuse mixed-use project in Sunset Park area of Brooklyn. Participated in retail visioning, predevelopment portion of retail and manufacturing ("maker") components of project, which WJE went on to lease.

- Co-developed merchandising plan and leasing strategy for retail and "maker" portions of project.
- Prepared predevelopment retail proforma for developer (FBE Limited at the time).

Grand Central Terminal – New York

Client: MTA

Active: 2005

WJE produced and executed the vision and leasing for the Terminal's redevelopment, which was completed in 1999. The firm continues to handle ongoing leasing for the MTA.

- Produced RFP response that resulted in awarding of 5-yr ongoing contract for re-leasing of 89,000 SF, including a new 23,000 SF Apple Flagship store – the brand's largest.
- Sales have increased 25% over 5 years during this period, despite economic downturn.

General Manager – Belvedere Square

2003 – 2004

General Manager of 100,000 SF, 35-tenant, high profile retail center, during highly-publicized 12-month redevelopment effort. Developed and oversaw annual operating budget and managed staff of 10 and 30 service vendors, reporting to ownership consortium of 3 of city's most accomplished developers.

- Trained gourmet market vendors new to retail on skills of product selection, display, marketing and operations, resulting in sales increase of 67% (\$300/SF to \$500/SF) in Year 1 and 150% (to \$750/SF) over 5 years.
- Renegotiated existing service contracts, resulting in cost reduction of 15%.
- Promoted center's renaissance by launching weekly family-oriented outdoor summer music series, drawing 1,500 people each Friday evening.

Director of Business Development / Project Manager

2000 - 2003

Responsibilities included the overseeing of all company and project marketing duties and managing all responses to requests for proposals. Participated in design and development of select projects.

- Participated in design/development on Bowery Place, a \$250M project in Manhattan. Project includes 650 apartments and 130,000 SF of retail, including two-level, 85,000 SF Whole Foods, DBGB (by Daniel Boulud), Momofuku Ko (by David Chang) and Blue Ribbon. Project's retail credited with sparking renaissance of Bowery and Lower East Side - now among Manhattan's trendiest areas.
- Participated in securing of contract and design/development of Pier Village, a \$400M project with 120,000 SF of retail and 550 apartments on Atlantic Ocean in Long Branch, NJ. Awarded ULI "2006 Project of the Year."
- Managed \$175,000 of annual company and project marketing efforts, with exhibition at 3 annual retail conventions, including ICSC's RECon retail convention in Las Vegas.
- Initiated overhaul of corporate website and approach to all corporate and project-related marketing.

EDUCATION

Johns Hopkins University – MS in Real Estate Development, In Progress

Arizona State University – BS in Housing and Urban Development

MEMBERSHIPS/SKILLS

- Canadian citizen, with permanent resident status ("green card") in United States
- Secondary skills in retail-related fields that include branding, marketing, store design and merchandising
- Urban Land Institute – Baltimore District Council Board of Directors – Memberships Chair (2005 – 2007)
- Downtown Partnership of Baltimore – Ongoing development-related panels (2004 – Present)
- Licensed Real Estate Salesperson – State of Maryland and District of Columbia
- Proficient in Microsoft Office Suite, Argus, Adobe Illustrator, Adobe Photoshop and Adobe Acrobat

NOTABLE CLIENTS

- Hines
- Brookfield
- AvalonBay
- Lionstone Investments
- JBG
- Akridge
- EYA
- Forest City
- Regency Centers
- Urban Atlantic Real Estate
- Chevy Chase Land Co.
- Crescent REIT
- Midway Companies
- Howard Hughes Corporation
- Trammell Crow
- Jamestown

SAMPLE PROJECTS

Past Assignments

CityCenterDC – Washington, DC

Client: Hines

Retail Vision/Strategy/Leasing

Industry City – Brooklyn, NY

Client: FBE Limited

Retail Vision/Strategy

The Wharf – Washington, DC

Client: Madison Marquette/PN Hoffman

Market District Plan and Merchandising

McMillan Reservoir – Washington, DC

Client: Jair Lynch | EYA | Trammell Crow

Development Peer Review/Retail Strategy

Lexington Market – Baltimore, MD

Client: City of Baltimore

Redevelopment Plan

Avalon Bowery Place – New York, NY

Client: AvalonBay

Retail Strategy

Belvedere Square – Baltimore, MD

Client: Williams Jackson Ewing

Property Management

Current Assignments

The Collection – Chevy Chase, MD

Client: Chevy Chase Land Co.

Redevelopment Strategy/Leasing

The Parks at Walter Reed – Washington, DC

Client: Hines | Urban Atlantic Real Estate

Retail Strategy/Leasing

Market Common Clarendon – Arlington, VA

Client: Regency Centers

Retail Strategy/Leasing

Chevy Chase Lake – Chevy Chase, MD

Client: Bozzuto | Chevy Chase Land Co.

Retail Strategy/Leasing

Potomac Yard (Redevelopment) – Alexandria, VA

JBG | Lionstone Investments

Retail Strategy

Greenstreet (Redevelopment) – Houston, TX

Client: Midway Companies | Lionstone

Retail Strategy/Leasing Oversight

Bakery Square (Redevelopment) – Pittsburgh, PA

Client: Walnut Capital | Lionstone Investments

Retail Strategy/Leasing Oversight

NOTABLE TRANSACTIONS

- Whole Foods
- Barnes & Noble
- Hermes
- Louis Vuitton
- Momofuku (David Chang)
- DBGB (Daniel Boulud)
- Kona Grill
- Sullivan's Steakhouse
- Loro Piana
- Dior
- Barre3
- Burberry
- Arc'teryx
- Paul Stuart
- Del Frisco's
- Tiffany & Co.
- Longchamp
- CH by Carolina Herrera
- Fig & Olive
- Dolcezza