



July 23, 2004

MEMORANDUM

TO: Montgomery County Planning Board

FROM: Partnerships Manager,
William Mooney
Strategic Planning Division
Melissa Banach, Chief *MB*
Ronald Cashion, Project Coordinator *RC*
Advisor Evaluation and Selection Committee
William Mooney
Ronald Cashion
John Carter
Nancy Keogh
Terry Brooks

SUBJECT: SilverPlace: Headquarters and Mixed Use Project:

A New Idea for a Public-Private Partnership providing Mixed-Use Development, Affordable Housing, an Urban Park, and a new Headquarters for Park and Planning in the Heart of Silver Spring

RECOMMENDATION: Acknowledge selection of ZHA, Inc. and Mr. Donald Zuchelli as the Project Advisor to provide development management services.

During the past eight months, staff has assisted with:

1. Requests for FY04 and FY05 Project planning funding, with guidance from Patti Barney, Secretary-Treasurer, and Bette McKown, CIP Coordinator;
2. Preparation of RFP24-155 for solicitation of Advisor candidates;
3. Evaluation, interviews, and selection of the Advisor;
4. Preparation, coordination, and execution of the Agreement for Advisor services for Project Phases I and II.

Attachment One provides a profile of the selected Project Development Advisor.

Attachment One

Project Development Advisor: Donald Zuchelli, President and CEO, ZHA, Inc.

The Department is pleased to have selected ZHA, Inc. as the Development Advisor for assistance with continued planning of the M-NCPPC Silver Spring Headquarters and Mixed Use Project.

ZHA, located in Annapolis, Maryland, is led by Mr. Donald Zuchelli an urban economist having extensive experience in joint public/ private development projects. ZHA will lead a group of professionals who together will comprise the Project Development Advisor for the next two planned project phases. The first phase will determine requirements for a competitive development proposal process and the second will include implementing the process and selecting the recommended Development Partner as project developer.

ZHA, as the selected Advisor, will team with the Commission staff to advance the project and provide recommendations to the Planning Board and County Council. Following the general approach as set forth in the September 2003 Consolidated Headquarters Study and with initial funding approval in December, the selection of the Advisor provides expertise required for the solicitation and evaluation of private sector competitive development proposals, financial programming, and business term negotiations for future development agreements. In May the County Council approved a Planning Board recommendation for a Capital Improvement Program allocation for added funding to allow for the provision of continued project planning through the 2005 fiscal year.

The Advisor entity, in addition to ZHA, Inc., includes professional participant advisors: RTKL Architects (design); GMAC Commercial Holding Capital Markets Corp. (financing); J. Harrison Architects (green design); Sasaki Assoc. (landscape architecture); Wells & Assoc. (transportation); Kimmer & Associates, Inc. (construction); and Venable LLC (legal).

With identification of the Development Partner, and Planning Board and Council approvals of the resulting recommendations, the Project would continue with Facility Planning including detailed design.

In the submittal to the Commission Mr. Zuchelli of ZHA placed emphasis upon the Advisor participants' depth of experience and direct involvement in public sector office and mixed-use development and described the project and assignment as extraordinary.