

Daniel Hernandez – Curriculum Vitae

Personal Profile

- *Experienced:* Grounded practice in urban development and planning in the private and public sectors.
- *Strategic:* Inclusive, integrated thinker and strategic problem-solver on complex issues requiring multiple perspectives and disciplines.
- *Intelligent:* Ability to manage and interact in highly politicized situations with stakeholders to achieve desired outcomes.
- *Innovative:* Excels in leading change collaboratively toward innovative and transformative solutions that achieve shared goals.
- *Leader:* Executive communicator and negotiator to influence policy perspectives and decisions, alter work practices, and to resolve conflicts.
- *Manager:* Decision-maker and team builder to effectively prioritize and deploy resources to achieve agreed upon objectives.
- *Personable:* Highly ethical, resilient, motivator to create enjoyable, creative, results-oriented environments – enjoys working and interacting with people.

Strengths

- Over 25 years as a planner, developer, project manager in leadership positions.
- Management of large multi-disciplinary project teams and staff.
- Development and advancement of complex urban development policies and programs.
- Participation in a broad range of urban planning, design, and policy forums.
- Facilitation of inter-sector and inter-agency collaborations.
- Development and implementation of public/private partnerships on large-scale projects.
- Leadership in strategic thinking and innovation – building good teams.
- Economic acumen in development and investment with a triple bottom line approach

Career

Proyecto, LLC

Founder/ Managing Member

March 2017 – Present

Upon returning to California, established a new real estate advisory development, planning, and project management firm that builds upon a successful 30+ years in development of mixed-use projects, large-scale sites and neighborhoods, as well as educational and cultural facilities. Initial clients include:

- Program Manager for the redevelopment of the Midtown Santa Fe, a 64-acre site that was previously a university campus. The development program includes a mix of urban uses including mixed-use residential and anchored by arts and culture, higher education, technology sector business, as well as the film and multi-media digital industry.
- Owner's Representative for the City and County of San Francisco Real Estate Division in the development of a new 65,000 square foot, \$93 million, museum/ cultural facility in the SOMA/ Yerba Buena Gardens district in downtown San Francisco, in partnership with Millennium Partners as the master developer
- Project Manager for the Community Arts Stabilization Trust (CAST) managing pipeline projects to provide affordable commercial space for arts and cultural organizations in San Francisco, including a new performing arts facilities at Pier 70.

- Owner's Representative for the Georgia O'Keeffe Museum managing the design and other predevelopment and development activities to create a museum campus including a new 50,000 square foot museum building, the renovation of existing commercial buildings to create new educational facilities, and outdoor private space for public use.
- Project Manager for Mercy Housing California and Related California in the development of a new 30,000 square foot Community Center and a new Recreational Facility & Gymnasium on an adjacent San Francisco Park at Sunnydale in Visitacion Valley.

NYC Department of Housing Preservation and Development

Deputy Commissioner – Office of Neighborhood Strategies

2014 - 2017

Serving as the Deputy Commissioner of New York City's Department of Housing Preservation and Development (HPD), led the Office of Neighborhood Strategies (ONS) – a new office in the mayor's administration. The office was created, as part of the mayor's landmark Housing New York Plan, to transform the way in which the Department of Housing Preservation and Development invests in neighborhoods. ONS is comprised of three critical divisions – Planning and Predevelopment, Neighborhood Partnerships, and Inclusionary Housing. The Deputy Commissioner reports directly to the Commissioner and Deputy Mayor's office, and works across agency departments, as well as facilitating collaborations with other city agencies to ensure that housing investments are leveraging resources to build healthy, stronger, diverse, livable neighborhoods. ONS has 60 employees, as part of HPD's 2,200 employees.

Significant accomplishments include:

- Working as an agent of change, established the vision, mission, organizational structure, and staffing for the new office that has transformed the role of planning within the organization, and its presence in the city.
- Developed community planning processes for neighborhood investments to leverage public financing with private investment.
- Developed inter-agency task teams to analyze strategic development proposals for implementation and financing.
- Involved with the offices of the mayor, deputy mayor, and inter-governmental and community affairs to develop and implement complex policies and programs.
- Participated on all aspects of the political outreach and approval process for the city's major planning and housing proposals.
- Represented the agency and the city regarding the mayor's housing policy in lectures, panels, political groups, community meetings, planning commission hearings, and city council hearings.
- Participated with the city's core executive leadership to analyze and develop the city's most aggressive mandatory inclusionary housing program in the country.
- Established and directs the ONS management team to oversee budget, business plans, human resources, and other operational matters.

Topology, LLC

Founder/ Managing Member

2007 – April 2017

Established a real estate advisory, urban planning, and project management firm. As a principal of the firm, leads major projects and works closely with clients and project teams to create and implement master plans for development. Significant projects include:

- Served as the Morristown Town Planning Director creating and overseeing large-scale redevelopment plans, the town's new master plan, and providing advice on local housing and economic development policy.

- Project Managed the redevelopment of a previous 70-acre steel mill site in Pittsburgh (Almona) for the Regional Industrial Development Corporation into a mixed use research and development, and residential, district.
- Program Managed the predevelopment of the Irish Arts Center in Hells Kitchen Manhattan – a new facility with a complex array performing arts spaces and entertainment venues.
- Developed the economic and market strategy for the redevelopment of and public investment in two significant existing manufacturing districts for the NYC Economic Development Corporation – Brooklyn Army Terminal and Bush Army Terminals.
- Directed a master planning for East Midtown NYC for capital investments in the public realm in NYC's center financial and businesses district.
- Served as the Director of the Telesis Corporation New York regional office, and project managed the development of two large-scale, multi-phased residential and mixed-use projects located in Baltimore and Pittsburgh.
- Project managed the predevelopment for the construction of a new multi-use charter school facility for the Harlem Children's Zone on 125th Street, New York City.
- Financed and developed a conservation residential development in the Hudson Valley.

Jonathan Rose Companies

Managing Director – Planning Practice

2008 - 2013

1. Established the Planning Practice with Jonathan Rose. Managed a staff of development planners providing real estate consulting services to municipalities, federal government, universities, and developers working on large-scale development projects and campus expansions plans. The Planning Practice group provided services informed by the company's core expertise in real estate development, investment, and project management. The Practice analyzed market potential of sites and districts, developed and implemented strategies for redevelopment, and procured and managed large project teams and development projects from concept through construction. The Planning Practice served as an owner's representative in all phases of predevelopment for arts organizations and educational institutions with plans for new facilities and program expansion.

Jonathan Rose Companies

Managing Director – Development Practice

2001 – 2005

Prior to establishing the Planning Practice, served as a Managing Director of Development overseeing all aspects of real estate project development.

Pratt Institute

Adjunct Professor – City and Regional Planning

2010 - present

Taught a graduate studio on large-scale, sustainable urban redevelopment. Structured the new Real Estate Practice at Pratt Institute, which was accredited in 2017.

Yale University

Visiting Professor – School of Forestry and Environmental Studies

2008 - 2009

Taught a graduate course focused on sustainable land use and development.

Stockard, Engler, Brigham
Redevelopment Program Manager
1999 – 2001

Managed the redevelopment of a multi-year, mixed-use, mixed-financed, multi-tenured project in the historic port neighborhood of Elizabeth, NJ. The project sponsor was the Elizabeth Public Housing Authority and City of Elizabeth, in collaboration with various partners at the municipal, state, and federal levels. Developed and managed all redevelopment budgets, negotiated public/private development agreements, secured predevelopment and permanent financing for additional infrastructure, acquisition, and brownfield remediation. Negotiated the acquisition of properties in the designated redevelopment area, and the subsequent disposition for private development. Oversaw and guided the work of private developers in the implementation of the HUD approved redevelopment plan.

The Presidio Trust
Residential Portfolio Director
1998 – 1999

Conducted the initial feasibility analysis of the residential portfolio upon the establishment of the Presidio Trust, which was created to transform a military base into a national park with multiple uses. Developed financial models and worked with market analysts to determine the repositioning, phasing, and reuse of the residential neighborhoods and buildings in the Presidio. Managed conceptual redevelopment designs with architecture and engineering teams to determine development program and site capacity underwriting assumptions based on projected market demands.

Mission Housing Development Corporation
Executive Director
1991 – 1997

Directed the organizational growth and real estate portfolio of a non-profit affordable housing development corporation, and its affiliate for-profit property management company. Created and secured the necessary financial partners, public policy associations, community advocates, and developer and other professional affiliations to expand the existing portfolio, and develop a large and diverse portfolio, of residential properties in the Mission District, a multi-cultural, mixed-use neighborhood in San Francisco. Oversaw and responsible for all acquisition, development, finance and asset management activity for the organization. Launched the organization into a national model for economic and community development focused on design, complex financial structures, and equitable development.

Mission Housing Development Corporation
Project Manager
1989 – 1991

Served as a construction manager for several residential rehabilitations after the 1989 Loma Prieta earthquake and worked closely with the Mayor's Office to structure and implement the financing program to bring privately-owned structurally damaged residential and mixed-use properties into code compliance. Secured financing and project managed one of San Francisco's first Low-Income Housing Tax Credit multi-family development projects.

United States Peace Corp – Honduras
Peace Corps Volunteer – Architectural Designer and Planner

1987 – 1989

Volunteered in the country's Peace Corp program. Served in San Pedro Sula, Honduras and worked in the mayor's office planning, designing, and managing the construction of several civic infrastructure projects, such as primary schools, fire stations, community centers, and recreational facilities.

Power of Place

Planner

1986 – 1987

Researched various historic neighborhoods and documentation related to the building of Los Angeles for the development of the book, *Power of Place*, by Dolores Hayden. The book has been recognized as one of the most influential books in place-making and historic preservation of urban places.

People's Housing

Architectural Draftsperson

1984 – 1986

Served as a draftsperson creating design and construction documents of various housing developments located in Southern California for developer clients.

EDUCATION

Harvard University - Graduate School of Design

Loeb Fellowship Program

1997 – 1998

As a selected Loeb Fellow, studied public policy at the Kennedy School, real estate finance at the Business School, and urban planning at the Graduate School of Design.

UCLA Graduate School of Architecture and Urban Planning

Master of Architecture I

1983 – 1986

Completed the program studies for a Masters of Architecture I with a focus in urban planning.

California State University – Fullerton

Bachelors of Science – Human and Social Services

1976 – 1980

Completed program studies for a Bachelors degree with an emphasis on human and social behavior in the built environment.

PROFESSIONAL AFFILIATIONS (*not complete*)

Congress for the New Urbanism

Juror – CNU Awards

2016

www.cnu.org

Jurors review regional planning, neighborhood development, and building projects for awards.

Municipal Arts Society, New York City

Board of Directors

2012 – 2014

www.mas.org

Smart Growth America

Board of Directors

2010 – 2013

www.smartgrowthamerica.org

Mayor's Institute on City Design, with American Architectural Foundation and U.S. Conference of Mayors
Member of expert team

Various sessions

www.micd.org

Leading design and planning experts work with mayors to develop solutions to critical design issues facing cities.

Enterprise Community Partners, with MetLife Foundation

Juror – Awards for Excellence in Affordable Housing

Various sessions

www.enterprisecommunity.com

Jurors review housing developments from around the country for excellence in design and community development.

United States Green Building Council (USGBC)

LEED – Neighborhood Development Core Committee

2004 – 2007

www.usgbc.org

Core Committee was responsible for drafting the LEED-ND rating system.

CONTACT INFORMATION

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