

MID-PIKE PLAZA

Community Meeting

Preliminary Plan of Subdivision & Phase 1 Site Plan

June 13, 2011



FOUNDATIONS OF OPPORTUNITY



Federal Realty History



- 1962 – Founded by two local Federal government employees and acquires 2 apartment complexes
- 1965 – Acquires first shopping center, Congressional Plaza (location of our current Corporate Headquarters)
- 1969 – Acquires Wildwood Shopping Center
- 1984 – Federal Realty listed on NYSE, ticker FRT
- 1997 – Begins the first of 10 future phases of redevelopment at Bethesda Row
- 2007 – Rockville Town Square opens with 42 new shops and restaurants
- 2008 – Bethesda Lane opens at Bethesda Row

Today – Federal Realty owns and operates 2.3 million square feet in Montgomery County, 5.3 million square feet in the DC metro area, and 19.9 million square feet across the country



Federal Realty Properties in Rockville Pike Retail Brand Area



Rockville Town Square

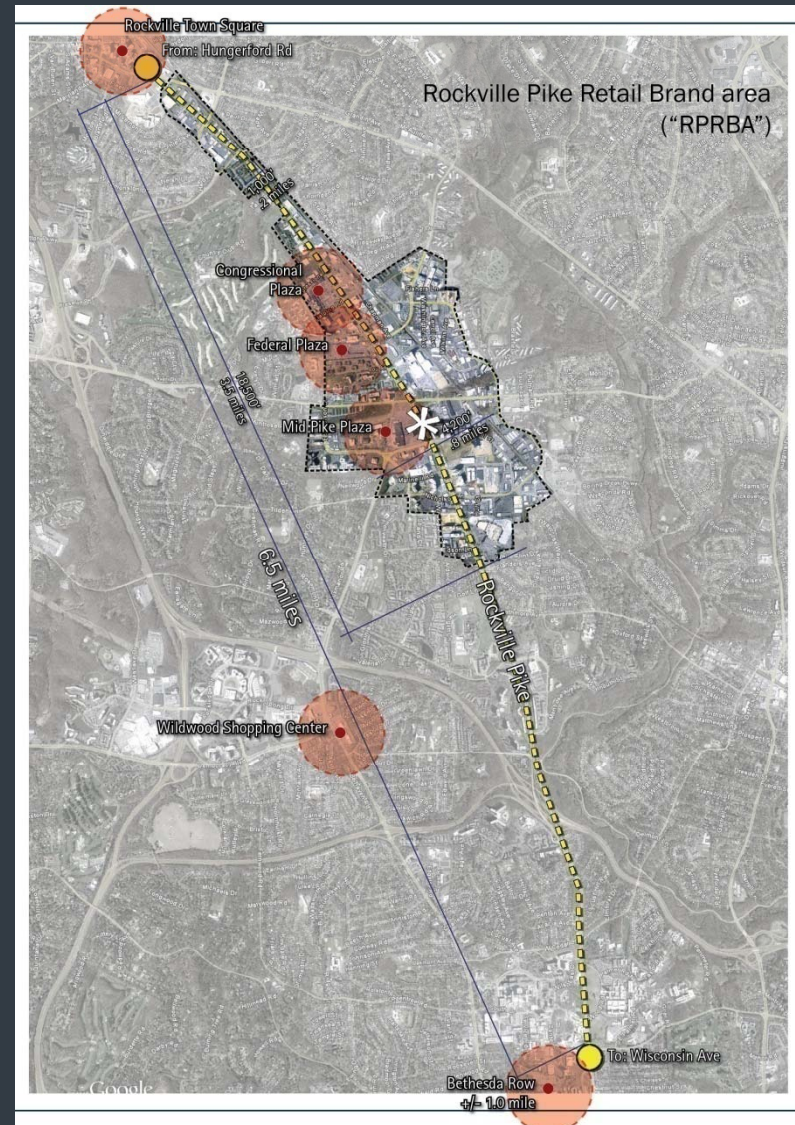
Congressional Plaza

Federal Plaza

Mid-Pike Plaza

Wildwood Shopping Center

Bethesda Row





Our retail tenants in Montgomery County generate nearly **\$1 billion** in annual sales.



Generates **\$60 million** in sales tax + **\$11 million** in real estate tax

Our properties in Montgomery County contain over 300 retail tenants which generate over **7,300 jobs**

Federal Realty is the largest retail owner on Rockville Pike

Community Events



The Front Row



The Front Row



Congressional Plaza Mommy & Me



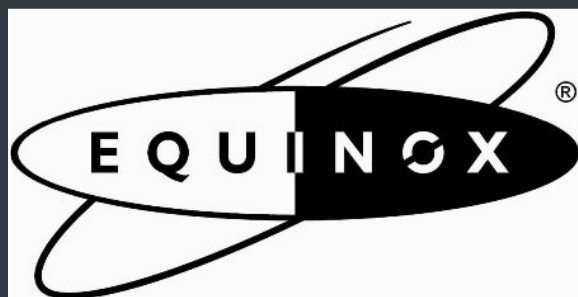
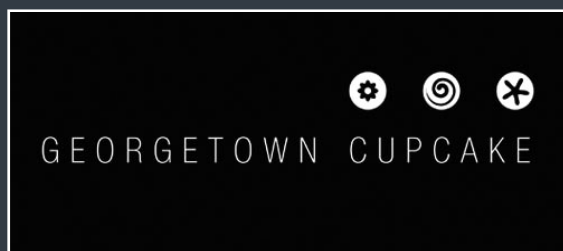
Rockville Home & Garden Show



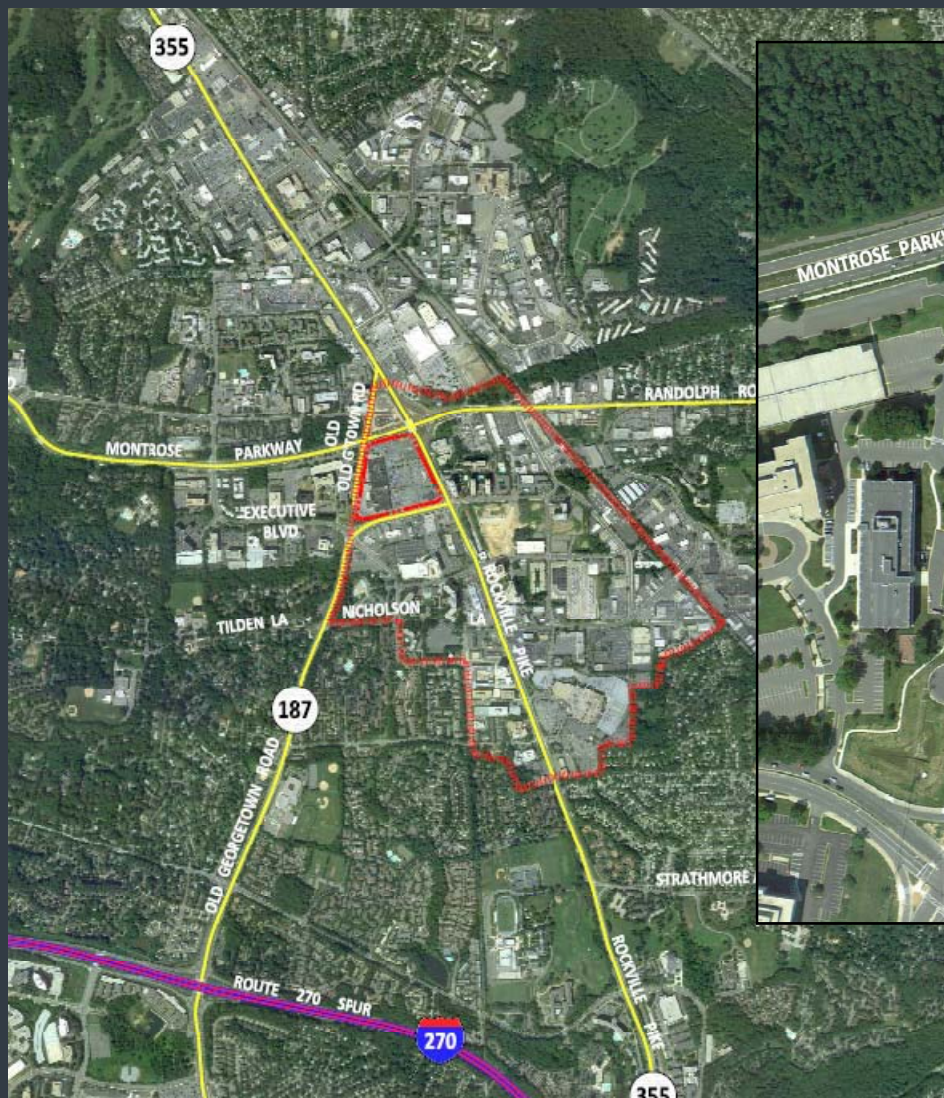
Bethesda Row Arts Festival

New retailers to Montgomery County

Federal Realty
INVESTMENT TRUST



Existing Mid-Pike Plaza



Sketch Plan - First Floor



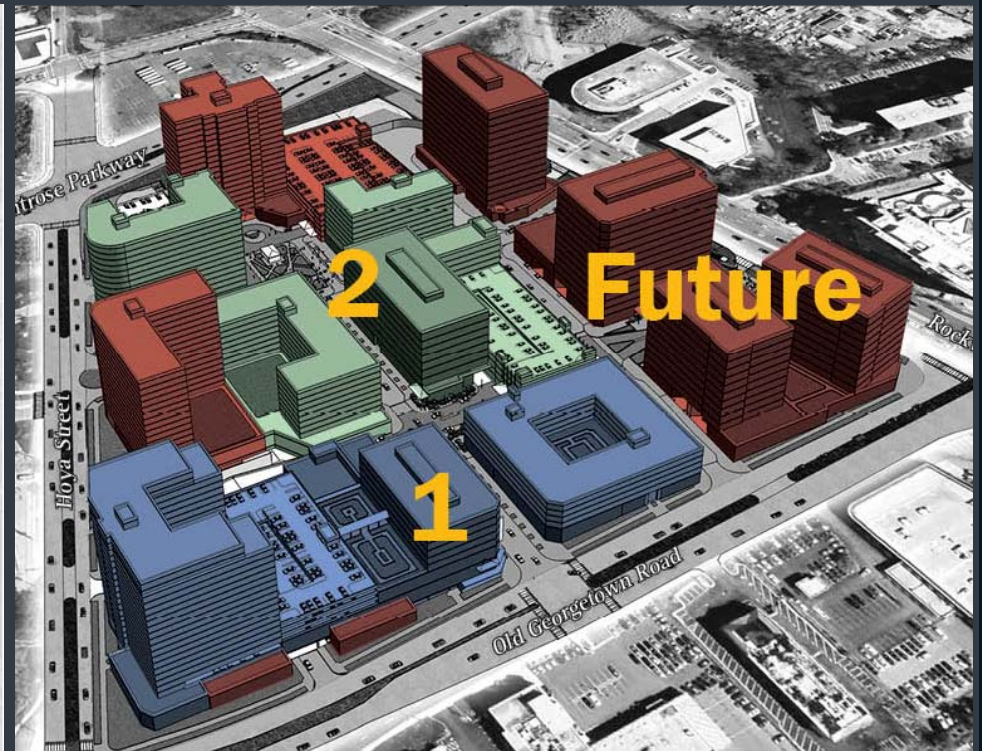
Program

Retail	433,900 sf
Office	1,192,346 sf
Residential	1,726,642 sf 1,544 du
Hotel	90,000 sf 125 keys
Total	3,442,888 sf
FAR	3.24

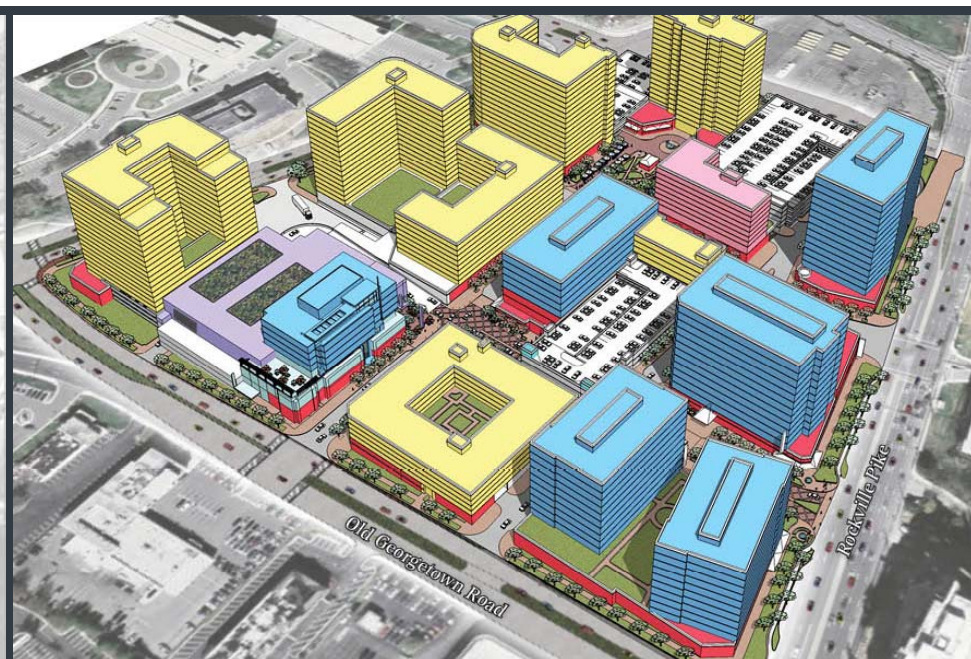
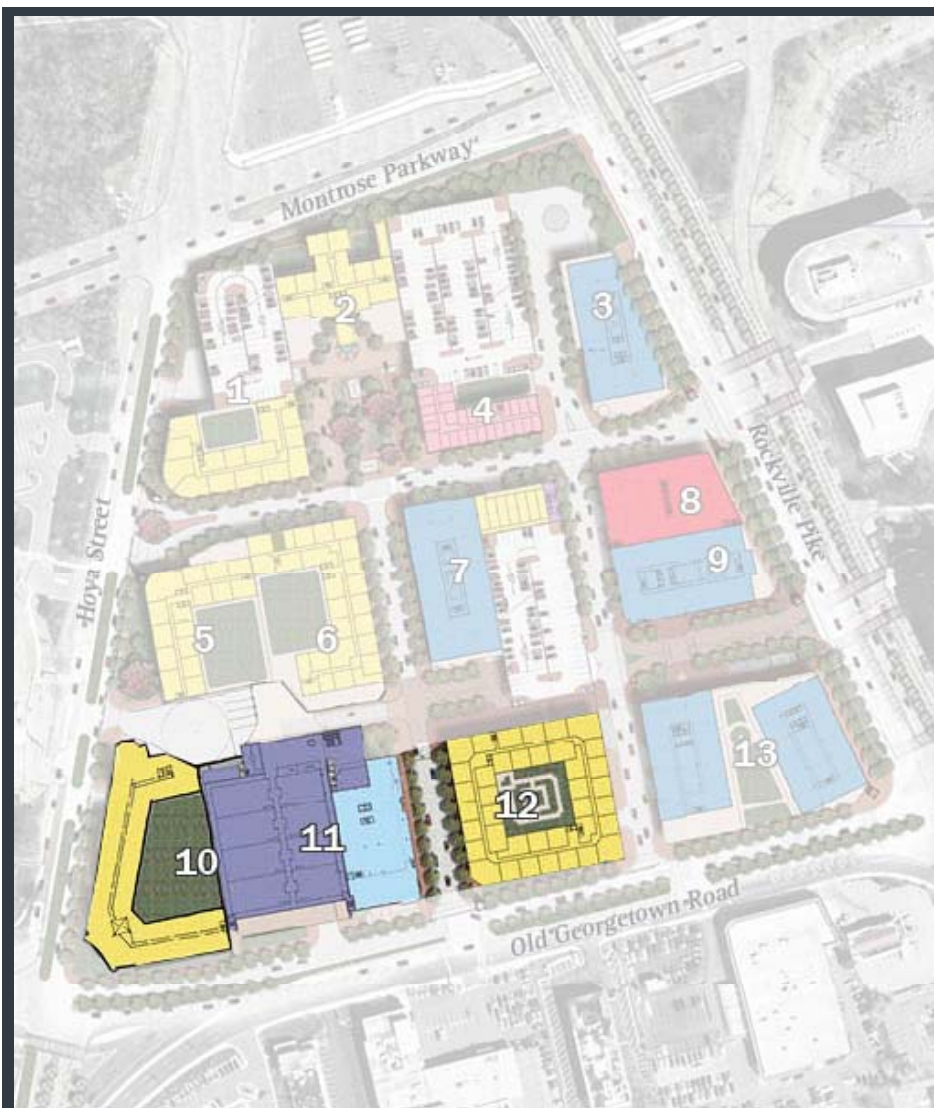
Legend

- Retail
- Office
- Residential
- Hotel

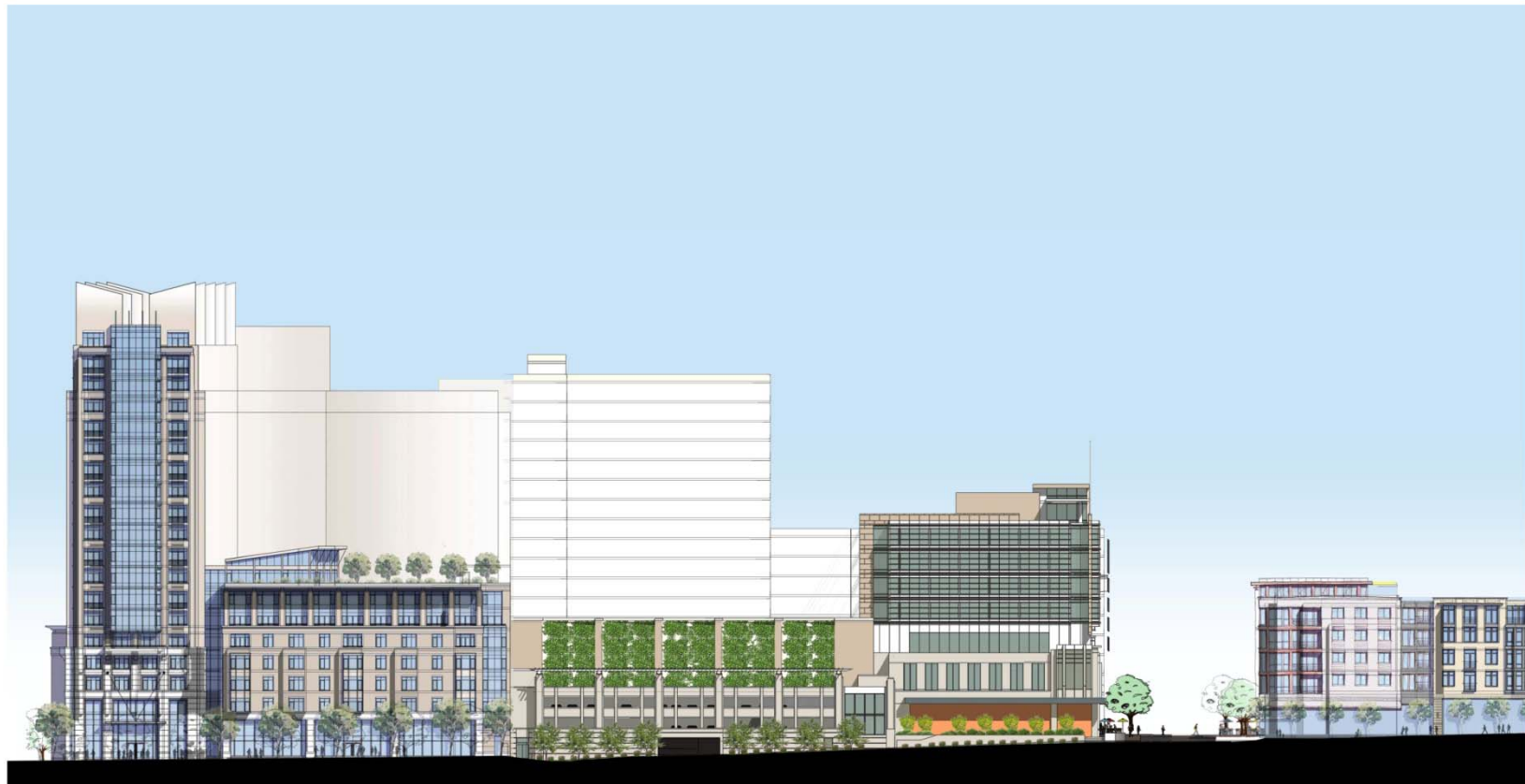
Phase 1 Site Plan – First Floor



Phase 1 Site Plan – Typical Upper Level



Phase 1 Site Plan – Old Georgetown Road Elevation



White Flint Mid-Pike Plaza, Block 11

ELEVATION

Federal Realty
INVESTMENT TRUST



WA10044

June 9, 2011

Northwest View – Block 11

Old Georgetown Road & Main Street



Southwest View – Block 11

Main Street Plaza



Northeast View – Block 12

Old Georgetown Road & Main Street



Northeast View – Block 10

Old Georgetown Road & Hoya Street



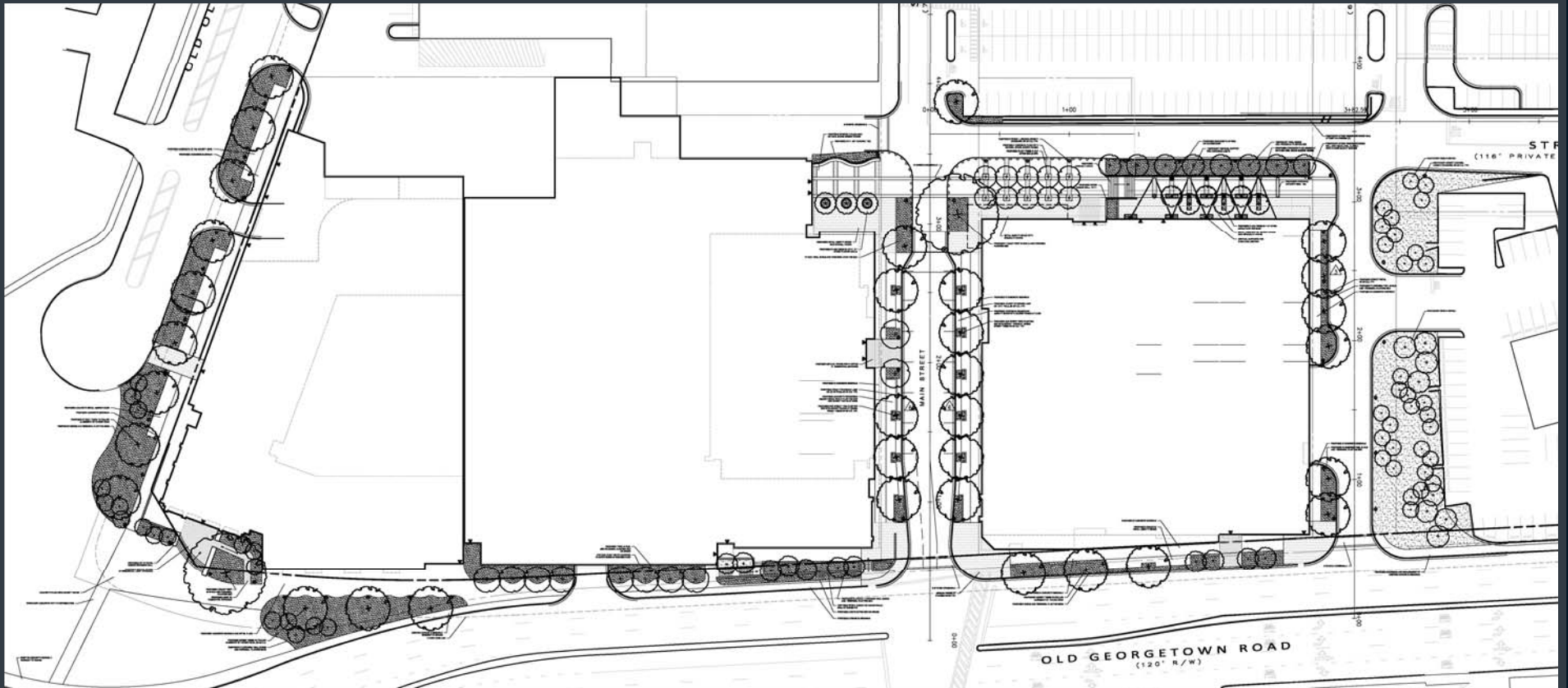
WEST ELEVATION
7/14/17



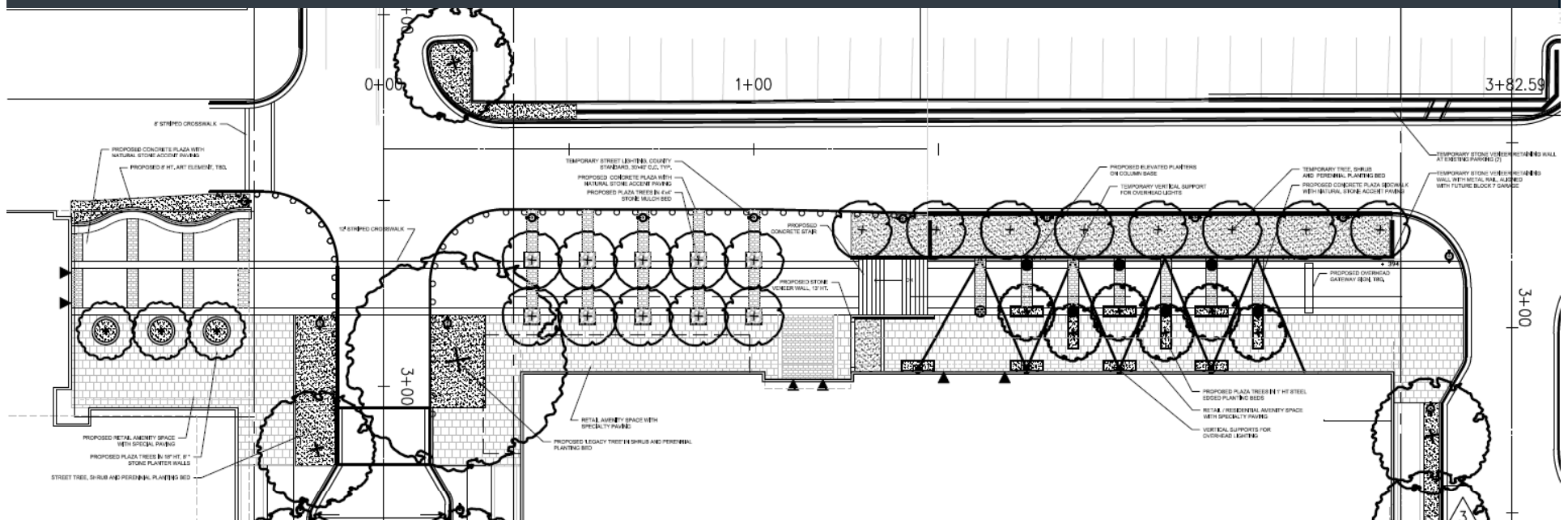
SOUTH ELEVATION
7/14/17



Landscape Plan



Landscape Plan

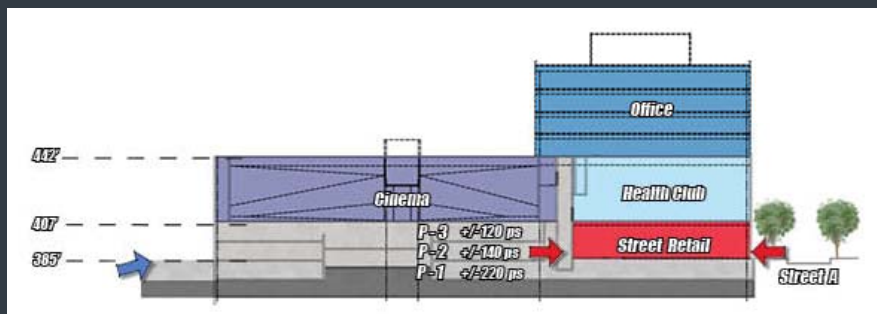


Green Roofs



Retail Parking – Block 11

Federal Realty
INVESTMENT TRUST



Retail Parking – Block 12

Federal Realty
INVESTMENT TRUST



Phase 1 Site Plan - Public Benefits: CR Zone Incentives From 13 Categories

- Connectivity and Mobility: approx 10%
 - Neighborhood Services, Minimum Parking, Through-Block Connection, Public Parking
- Diversity of Uses and Activities: approx 2%
 - Adaptive Buildings, Dwelling Unit Mix
- Design Quality: approx 5%
 - Structured Parking, Public Art
- Natural Environment: approx 5%
 - BLT's, Tree Canopy, Vegetated Roof
- Advanced Dedication of ROW: approx 4%
- Transit Proximity: approx 7.5%

TOTAL: **33% of public benefits**
 23% of density

Public benefits weighted toward phase 1

Sketch Plan - Infrastructure & Mobility Benefits From Mid-Pike

- 10% Special Tax creates \$118M of revenue for transportation infrastructure (\$24M in NPV)
- Two newly constructed public roads
- Two private roads with public use easements
- Undergrounding of all non-district utilities
- 1,000+ bike racks and showers/changing areas in all commercial buildings
- Dramatic parking reductions for office to induce Metro usage
- Recreation Loop Extension

Sketch Plan - Public Benefits From Mid-Pike

- \$1.1 Billion Net New Tax Revenue (\$202M in NPV)
- 12% public use space including 1.3 acres of land dedicated to parks and urban plazas
- All buildings will be LEED certified
- LEED-ND (Neighborhood Development)
- Approximately 215 Moderately Priced Dwelling Units



www.federalrealty.com

Feel Free to Contact with Questions:

Evan Goldman, Tommy Mann

301-998-8100

midpike@federalrealty.com



FOUNDATIONS OF OPPORTUNITY