

**MICHAEL A. FILLER**

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**LAND DEVELOPMENT/MASTER PLANNED COMMUNITY PROFESSIONAL**  
**“Understanding, Enhancing & Capturing Land Values”**

***Land Strategies - Project Feasibility - Planning & Design - Entitlements***  
***Management – Development – Construction - Investment***

Over twenty five years experience in land development projects for large scale, integrated master planned communities; residential and golf tourism resort communities; and mixed-use waterfront communities in the real estate industry. Consistently successful in managing teams of employees, consultants and contractors in completing projects on schedule and within budget. Extensive qualifications and expertise in the production and implementation of large scale master planned communities and managing complicated private and public sector negotiations; land development strategies; conceptual land use planning; residential land development; product development; golf course development; resort development; village center development; recreational development; private membership clubs; grading design and hillside lot development; custom lot development; sensitive open space and environmental issues; marine and coastal development; sensitive cultural matters; community and homeowners association negotiations; implementation of marketing communications; thematic architectural and landscape design; consultant selection and contract negotiations; land acquisitions and site selection; project feasibility analysis; infrastructure and technical planning; phasing, budgeting and scheduling; and the financial bottom line.

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**PROFESSIONAL EXPERIENCE:**

**Vice President Corporate/General Manager – Master Planned Community Division**  
**EMAAR – John Laing Homes**  
**John Laing Homes**  
Newport Beach, CA, USA

**2006-2008**  
**2003-2006**

I was responsible for directing all daily operations of the Lake Elsinore Master Planned Community Division including entitlements, office management, planning/design, construction, development strategy and land disposition. Other areas of responsibility included leadership, consultant management, financial management, public agency relations, industry relations, land positioning; and management of related companies Laing-CP Lake Elsinore LLC, The Links at Summerly LLC, and WL Genpar, Inc.

I initiated all land development activities for the new 706 acre master-planned community called Summerly, located in the City of Lake Elsinore situated off Interstate 15 and within the 3000 acre East Lake Back Basin Specific Plan. The community included 331 acres of open space, a community recreation center, parks, trails and a unique 18 hole Scottish links style golf course and club house. Summerly also included four residential neighborhoods of 1484 detached homes and a commercial/retail village center located across the street from the Lake Elsinore Storm minor league baseball stadium.

The project area was originally dedicated as excess flood storage capacity for overflow drainage from Lake Elsinore. For a period of thirty years, numerous developers attempted to entitle the property with various public agencies to no avail. Under my leadership and vision, we successfully entitled the property consisting of a Tentative Tract map for 1,484 units; Development Agreement; General Plan Amendment; Supplemental Environmental Impact Report; and Specific Plan Amendment.

A sampling of the numerous public agencies I worked with to obtain entitlements and permits included the City of Lake Elsinore; Army Corps of Engineers; California Department of Fish and Game; Elsinore Valley Municipal Water District; Lake Elsinore Unified School District; County Riverside Flood Control District - Transportation Department - MSHCP; and Community Environmental Groups.

I was also responsible for construction which included grading of 10,000,000 yards of cut/fill material creating a 300 acre flood storage area; the construction of an 18 hole golf course and clubhouse; and a 300 acre elevated pad representing all backbone infrastructure for 1,484 residential units.

**President**  
**BDS – Building Data Solutions**  
Irvine, CA, USA  
Building Area Measurement and Space Management System for Commercial Office Buildings

**2001-2003**

**Director of Land Development Division**  
**Manila Southcoast Development Corporation**  
Makati, Metro Manila, Philippines

**1998-2001**

I was responsible for land development activities for a large estate/land holding company consisting of approximately 8,000 hectares (20,000 acres) called Southcoast Development. This included strategic land development direction and implementation of approximately five zonal townships/destination communities phased over a five to forty year development program. The communities consisted of residential, international signature beach front resort hotels, 18 hole resort golf courses, seaside village centers, beach clubs, country clubs, marina/yachting center, sports club facilities, boutique resort hotels, mountain lodge resort, multi-purpose trails, and open space preservation.

I was also responsible for the reorganization of MSDC's land development division, including management and implementation of product strategy and programming for all development; due diligence of technical studies and assembly of reports for site analysis; topographic mapping and aerial photography; geotechnical and soil studies; hydrological and water resource studies; water demand analysis studies; oceanography and marine environmental studies; water management plan; constraints and opportunities study; slope analysis and hillside grading studies; traffic analysis; solid waste analysis; exploratory wells; budgets and schedules; design objectives; consultant selection and negotiations; management of all consultants; the forward planning development process for conceptual framework master plan; alternative concepts/studies; final land use development master plan; final land use summary and descriptions; master grading plan and earthworks; master open space, recreation and entry feature plan; master amenities and phasing plan; master circulation and road classification plan; master landscape, walls and fencing plan; master design and development guidelines; and marketing communications and managed master improvement plans for phasing implementation of infrastructure; roadways and streetscapes; sewer facilities; water facilities; utilities; drainage facilities; and improvement costs.

**Vice President, Land Development Division**  
**Landco Pacific Corporation**  
Makati, Metro Manila, Philippines

**1996-1998**

As a member of the Central Management Committee, my primary responsibilities were to provide strategic direction, leadership and monitoring of 14 large-scale new residential, resort and mixed-use communities and operational teams located throughout Luzon, the Visayas and Mindanao, ranging in size from 20 hectares (50 acres) to 1,800 hectares (4,500 acres) in the Philippine Islands. Responsibilities included origin of new design ideas and technology; site evaluation and project feasibility; product programming; technical and environmental studies; sourcing various types of consultants; managing consultants; chief negotiator of consultants; overall manager and coordinator of forward planning and development process; and land development master planning.

**PRIOR EXPERIENCE:**

**Senior Project Director** 1995-1996  
**RTKL International/Associates**  
Los Angeles, CA, USA,  
Planning and Urban Design Group

**President** 1993-1995  
**The Ashby Group**  
Irvine, CA, USA  
Land and Residential Development Consultant

**Director Forward Planning** 1988-1993  
**Long Beach Equities**  
West Los Angeles, CA, USA  
Real Estate Development/Home Builder

**Project Manager** 1983-1988  
**The Planning Center**  
Newport Beach, CA & Tucson, AZ. USA  
Comprehensive Land Use Planning Consultant

**EDUCATION:**

Leadership Advantage Program, John Laing Homes, Newport Beach, California 2005-2006  
Center for Creative Leadership, Leadership Development Program, San Diego, California 2005  
Real Estate, University of California (UCLA) Extension Program, California 1988  
Design, University of California (UCI), Extension Program, California 1985  
Bachelor of Science, Washington State University, Pullman Washington 1978-1982  
Kubasaki High School, Okinawa, Japan 1977

**INTERNATIONAL EXPERTISE:**

Resided in: United States, Philippines, Thailand, Japan, Morocco and Liberia  
Worked in: United States and Philippines  
Traveled extensively throughout: Southeast Asia, United States/Canada, Europe, Africa, Mediterranean, Mexico  
Caribbean, Pacific Rim, Asia, and Australia

**PERSONAL:**

Married with one daughter  
Interests include outdoor activities and world travel

## REFERENCES

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**Mitchell Bradford**  
**President**  
**Sycamore Urban Properties**  
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