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MODERATOR



Linda McMahon
Dallas Economic
Development Corporation



Monica Luera
Trademark Property
Company



Gabriel Barbier-Muller
Harwood International



Marty Wieder
Arlington Economic
Development Corporation



Moody Younger
Younger Partners

The Intersection of Placemaking & Transformative Urban Developments

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THE DISCUSSION

This panel explores how placemaking and transformative urban development are shaping the future of North Texas cities. Leaders from real estate, economic development, and civic sectors will discuss how curated districts, public-private partnerships, and cultural investments are redefining the urban experience. The conversation will highlight the importance of intentional design, mobility infrastructure, and community engagement in creating authentic, resilient, and economically vibrant places. Panelists will share insights from major projects in Dallas, Arlington, Fort Worth, and beyond, showcasing how development strategies integrate arts, entertainment, retail, and public space. They will also reflect on balancing long-term vision with short-term pressures and the evolving role of brand experience and adaptive reuse in placemaking. Ultimately, the session will frame placemaking as a critical competitive advantage in attracting residents, businesses, and investment in a rapidly growing region.

BIOS

Linda McMahon is the inaugural CEO of the newly formed Dallas Economic Development Corporation (Dallas EDC). The Dallas EDC is a nonprofit Local Government Corporation created to support business development, business retention and serve as the public developer for the City of Dallas. The Dallas EDC will be responsible for marketing Dallas nationally and internationally. As an independent

organization, the Dallas EDC was created to expand and strengthen the city's economic development growth by attracting significant business investments, fueling job creation, and ensuring long term economic advancement.

Prior to joining DEDC, Linda was the President and CEO of The Real Estate Council organization, which includes The Real Estate Council, TREC Community Investors, TREC PAC and TREC Special Events. The Real Estate Council (TREC) is the largest and most influential commercial real estate organization in the State of Texas with over 2,000 members and 650-member companies. TREC focuses on Public Policy, Leadership Development and Community Investment through TREC Community Investors (a certified Community Development Financial Institution). Linda led transformative change within The Real Estate Council through her tenure. Linda was instrumental in the creation of the Dallas Housing Opportunity Fund in partnership with Local Initiatives Support Corporation which was seed funded by the City of Dallas with \$6MM. This fund will provide equity and debt for affordable housing. Under her leadership, TREC Community Investors created the Dallas Catalyst Project that has created over \$140MM of leveraged investment in the Forest District over the past five years. She also created the Dallas Collaboration for Equitable Development with a \$6MM investment from JPMorgan Chase.

Prior to leading TREC, Linda spent three decades in banking, including 15 years at JPMorgan Chase Bank leading the Southwest Region Community Development group.

McMahon is a board member of Downtown Dallas, Inc., and the North Texas Commission. She is a member of the Dallas Assembly, the National Association of Corporate Directors, the Texas Economic Development Corporation, the Texas Economic Development Council, Site Selectors Association, International Economic Development Corporation, Forward Dallas, Texas Lyceum Alumnae Association, Leadership Dallas Alumnae Association, the Texas Blueprint Steering Committee and the Urban Land Institute.



BIOS

Monica Luera

Monica joined Trademark in June 2010 and currently serves as Vice President – Development, bringing over 18 years of experience in commercial real estate development, due diligence, and project management. Throughout her career, she has led a wide range of development activities, including entitlements, public-private partnerships, incentive negotiations, and full project execution. Known for building strong, collaborative relationships with owners, municipalities, and partners, Monica has played a key role in advancing Trademark projects across multiple markets.

Her project portfolio includes the \$70 million redevelopment of Victory Park in Dallas, TX, where she managed \$16 million in city incentives, as well as leading predevelopment and entitlement efforts for several of Trademark's projects. These include regional mall, mixed-use, and retail developments in Florida, Georgia, Maryland, New Jersey and Texas. Currently, Monica is leading the redevelopment of Lincoln Square in Arlington, TX, while also supporting a range of active pursuits in key growth markets across the country.

Beyond her core responsibilities, Monica is actively engaged in both community and industry leadership. She serves on the boards of the Real Estate Council of Greater Fort Worth (RECGFW) and Goodwill North Central Texas and holds the role of Foundation Champion Director for the CREW Network Foundation. Monica is also an active member of Innovating Commerce Serving Communities (ICSC) and the Fort Worth chapter of CREW Network, where she is a Past President and continues to contribute through ongoing committee involvement.

Gabriel Barbier-Muller

Born and raised in Geneva, Switzerland, Gabriel Barbier-Mueller founded Harwood International in 1988. For almost four decades as Founder and Chairman, he has built a global real estate firm that has transacted over \$4 billion of real estate acquisition, dispositions, commercial leases, development, construction, design, and management of both commercial and multi-family residential mid-rise and high-rise properties in Dallas, Beverly Hills, Geneva, Paris, Zurich and London. Gabriel serves as Honorary Consul of Switzerland for North Texas and previously served on the board of SMU's Cox School of Business where he was honored as a Distinguished Alumni.

He is an active member of Young Presidents' Organization (YPO) and served on the board of Chief Executive Organization (CEO). In addition to founding the Ann and Gabriel Barbier-Mueller Samurai Art Collection, he is the Treasurer of the International Council of the Museum of Modern Art of NY (MoMA) and Honorary Member of the Dallas Chapter of the American Institute of Architects (AIA). In 2023, he received a Certificate of Commendation from the Minister for Foreign Affairs of Japan in recognition of his distinguished service in promoting mutual understanding between Japan and the United States of America, which has contributed to the advancement of friendly relations between Japan and other nations. In 2020, he was named Pioneer of the Year Award by D CEO. Gabriel holds an Executive MBA from Southern Methodist University.



BIOS

Marty Wieder

Marty Wieder became Executive Director of the Arlington Economic Development Corporation in February 2024. Prior to joining the Arlington EDC, he served as the City of Grand Prairie's Director of Economic Development for almost 8 years—and also previously worked with the City of Colleyville as Director of Economic Development, GSBS Architects as Director of Marketing, Planning & Project Development, as well as either Director, President or in economic development-related

positions with the City of North Richland Hills, the Northeast Tarrant and Arlington Chambers of Commerce and the North Central Texas Council of Governments (NCTCOG).

Marty grew up in Arlington—where he observed the work of (and early in his career got the opportunity to work with) longtime Mayor and then-Congressman Tom Vandergriff, who is known for attracting the General Motors Assembly Plant and a Major League Baseball franchise that became the Texas Rangers. Marty attended the University of Texas at Arlington, where he earned a bachelor's degree in communication (1983) and later a master's degree in urban affairs (1988). He taught as an adjunct professor in the Master of Public Administration program at UT Arlington's College of Architecture, Planning and Public Affairs from 2021 to 2023.

Marty is a member of the International Economic Development Council, Urban Land Institute, and the International Council of Shopping Centers and its Community Advancement Advisory Committee. He's been a Director on the North Texas Commission (NTC) Board of Directors and is a Class 4 (2012-13) graduate of the NTC's Leadership North Texas program. He served as the first Board Chairman of the North Central Texas Economic Development District.

Marty and his wife Bonnie have four children and five grandchildren (with the sixth due in the Summer of 2025).

Moody Younger

Moody Younger serves as Co-Managing Partner of Younger Partners, the Dallas-based commercial real estate firm he co-founded with Kathy Permenter in 2012. The firm has grown into a leading, full-service platform with more than 110 professionals offering brokerage, property management, and investment services to a broad range of clients across North Texas.

In his leadership role, Moody is responsible for the strategic direction and performance of all business lines. He oversees a brokerage team of more than 50 professionals and plays an active role in sourcing investment opportunities, recruiting top talent, and guiding the firm's long-term growth. He also draws on decades of experience to promote the firm's brand and drive business development across its service offerings.

Moody brings more than 35 years of industry experience to his role. He has held senior positions at top-tier firms including Grubb & Ellis, CBRE, Trammell Crow Company, JLL, and Transwestern. Throughout his career, he has completed over 1,400 lease transactions totaling more than 8.1 million square feet, establishing himself as one of the most respected and trusted real estate professionals in the Dallas/Fort Worth market.

Expanding on his vision for value-driven investment, Moody co-founded Younger Partners Investments (YPI) in 2020, a retail-focused platform that acquires grocery-anchored and lifestyle shopping centers throughout Texas. In 2021, he and Kathy also launched Apricus Realty Capital, a national investment firm that targets strategic real estate opportunities across multiple sectors. Both ventures reflect his deep market insight and commitment to creating long-term value for investors.