



Prince
George's
county

MARYLAND



ECONOMIC
DEVELOPMENT
CORPORATION

PRESENTATION TO PHED COMMITTEE
COUNTY COUNCIL OF PRINCE GEORGE'S COUNTY

OCTOBER 17, 2024



Strong Places: Improving Places Across Prince George's County and Enhancing the Core Business Environment



Situational Analysis

Build on Strengths and Opportunities

- Capitalize on County's development momentum, especially the high concentration of new development taking place in and around transit-oriented development districts
- Implement recent changes to County's zoning and permitting

Address Weaknesses and Gaps

- Raise the awareness of quality places found in Prince George's County
- Overcome hurdles with development processes
- Address need to repurpose strip malls that are no longer viable

Activities and Assets

- Maryland-National Capital Park and Planning Commission (MNCPPC) Placemaking Activities
- Prince George's County Economic Development Corporation
- Prince George's County Office of the Executive and County Council

ECONOMIC DEVELOPMENT PLATFORM



GOALS

Increase the number of people who both live and work in the County

Increase commercial tax collections by \$100M

Increase population by 50,000 and density in transit-oriented development areas (Metro, MARC, Amtrak, Purple Line) and other local growth centers to promote a mix of incomes, housing options, amenities and job growth

Preserve housing affordability & diversify the County's housing stock

Increase the amount of healthy food retail square footage in Low Income, Low Access areas by 100,000 SF

Increase areas in the County with identifiable character and a sense of place

ROLE OF EDC IN TOD STRATEGY

- Support County Goals to Maximize Development at Metro Stations
- Focus on Placemaking by Identifying and Attracting Retail, Multi-family, and Commercial Development at Mixed-Use TOD Destinations
- Coordinate TIF and PILOT Requests with Decision-Makers in County Executive's Office

THE PROMISE

A TRANSFORMATIVE TOD NEXT TO SOUTHERN AVE METRO

-ACTIVATING A NEW GATEWAY INTO PRINCE GEORGES COUNTY
AND UNREALIZED POTENTIAL

- 808,000 square foot class “A” mixed-use development
- Located at 1501 Southern Ave. less than a quarter mile from the Green Line Metro, encompassing 15 acres in unincorporated Oxon Hill
- Sustainably designed and developed by Petra, and to be delivered in 4 phases between 2027 – 2030
- 841 residential units of all types, including senior living and over 100 affordable units @ 65% AMI
- Strategic commercial amenities include grocery, retail & day care along a walkable community “main street” bisecting the property into two sides lined with a variety of mixed-use buildings, plazas and parklike open spaces



Major Economic Development Projects: Priority Transit Oriented Development

Blue Line Corridor

- Corridor represents an opportunity to create the next big destination for the County, region and State.
- Dense, multi-modal, amenity-rich sports and entertainment destination.
- Accelerates real estate market through public investment in infrastructure.
- Spurs other private investments in facilities and amenities.
- This project will support development around the Capitol Heights, Addison Road, and Morgan Boulevard Metro stations in addition to Largo and MD-214.
- \$74 million capital and \$400 million of Maryland Stadium Authority bond funding from the State (supported by lottery revenue) committed to date for infrastructure & vertical construction.
- Solicitations for work on signature projects beginning, including:
 - Civic Plaza (Design) - Awarded 2023
 - Youth Sports Fieldhouse (Site Feasibility) - Awarded 2024



Blue Line Corridor Project Area



Addison Road Project



Morgan Boulevard Project Area



Downtown Largo Project Area



Central Ave Connector Trail Bridge



Vision – Youth Sports Fieldhouse

Major Economic Development Projects: Priority Transit Oriented Development

Largo Metro Station

- University of Maryland (UM) Capital Region Medical Center – Construction is complete on the \$543 million project. The hospital opened in June 2021.
 - 2,200 jobs transitioned from the Cheverly site.
 - Center for Advanced Medicine (New Cancer Center) - \$67 million secured for a new \$80M cancer center at the hospital site. The project broke ground in April 2022 and is expected to open in Spring 2024.
- Carillon (former Boulevard at the Capital Center) - \$1 billion mixed-use project to include:
 - 3,000+ residents, 300,000 SF of retail and 525,000 SF of office space.
 - Phase I consists of 131,000 SF of medical office and retail. The first new building – Ella at Carillon – a medical office building is substantially complete.
 - Phase II – 25,000 SF of commercial development and 351 residential units; anticipated start 2025.
 - 2,633 permanent jobs at full build-out.



University of Maryland Capital Region Medical Center



UM Capital Region Health Center for Advanced Medicine



Carillon Project



Ella at Carillon (Medical Office Building)

Major Economic Development Projects: Priority Transit Oriented Development

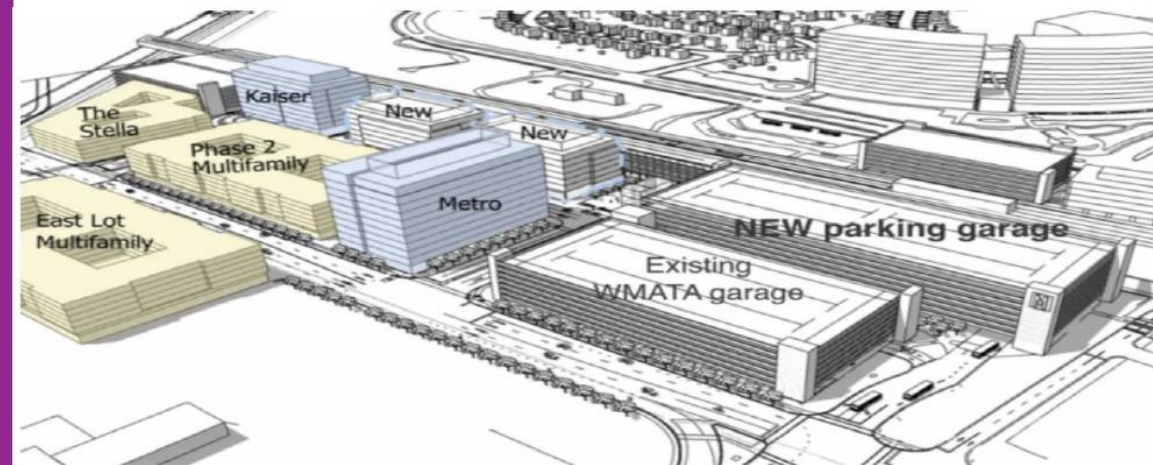
New Carrollton Metro Station

Urban Atlantic

- Transforming 49 transit-oriented acres a mixed-use and income employment center and residential community. Public-private partnership will create a new 2.5 private-square-foot Opportunity Zone-designated neighborhood resulting in \$465 million in increased revenues over 30 years.
- 1,500 residential units, 1.1 million SF of offices, 150,000 SF of retail and a 200-key hotel including 8,430 temporary jobs (during construction), and 4,175 permanent jobs at full build out.
- WMATA has fully occupied the next office building adjacent to the New Carrollton station. Kaiser opened an administrative building at the site in 2019.
- The Margaux apartment project was substantially complete in 2023.
- Urban Atlantic/ Brookfield property approved for 4 multi family buildings.
- \$100 million in local, State and federal funds secured for a new train hall, station plaza, bi-ped improvements, transit connections and wetlands restoration.



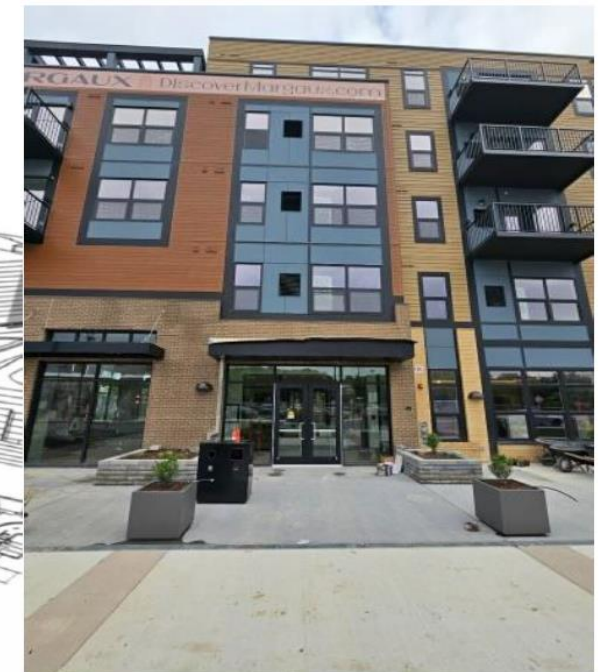
Urban Atlantic vision of the New Carrollton project



Elevation drawing of the Urban Atlantic project



Rendering of the Margaux project – 291 workforce residential units which is supported by the Amazon Housing Equity Fund (\$25.4 million).



Margaux project (Substantially complete)

Major Economic Development Projects: Priority Transit Oriented Development

Suitland Metro Station

Towne Square at Suitland Federal Center

- \$400 million mixed-use investment including the construction of 219 townhouses, 351 residential units, 137 senior multi-family units, 87,000 SF of retail space and 50,000 SF of public space. The project is projected to increase property taxes by \$150 million over a 30-year period.
- 5,384 new federal and private jobs anticipated for the area (+6,000 jobs at the site currently).
- The project is currently under construction by the County's Redevelopment Authority & Revenue Authority, with the next phases to include 90,000 SF Retail, 300+ multifamily residential and a hotel.



The Lewis – Senior housing residential project completed by the Redevelopment Authority with development partner, Mission First (137 units)

Vision (above) & Site Plan (below) - Suitland Towne Square Development



Completed townhouses at Towne Square (219 units)

Major Economic Development Projects: Priority Transit Oriented Development

Greenbelt Metro Station

- Selected in 2023 as the new FBI headquarters with an anticipated draw of 7,500 new jobs.
- The project is anticipated to be a 2M SF, \$4B project - the largest GSA procurement ever.
- Pending IG report
- In April 2024 after a challenge by the VA delegation, GSA released their report recapping their process and affirmed their intention to proceed with the Greenbelt site, and to spend \$845M on site acquisition and other predevelopment activities.
- 61-acre surface parking lot at Greenbelt Metro Station to site the new HQ.
- Walkable Metro, MARC, and bus service.
- Capacity for up to 1.6 million SF of commercial development.
- 2,500 parking space WMATA Garage.
- \$200M+ in State funds committed for infrastructure improvements.



Selected site of the FBI HQ-Greenbelt



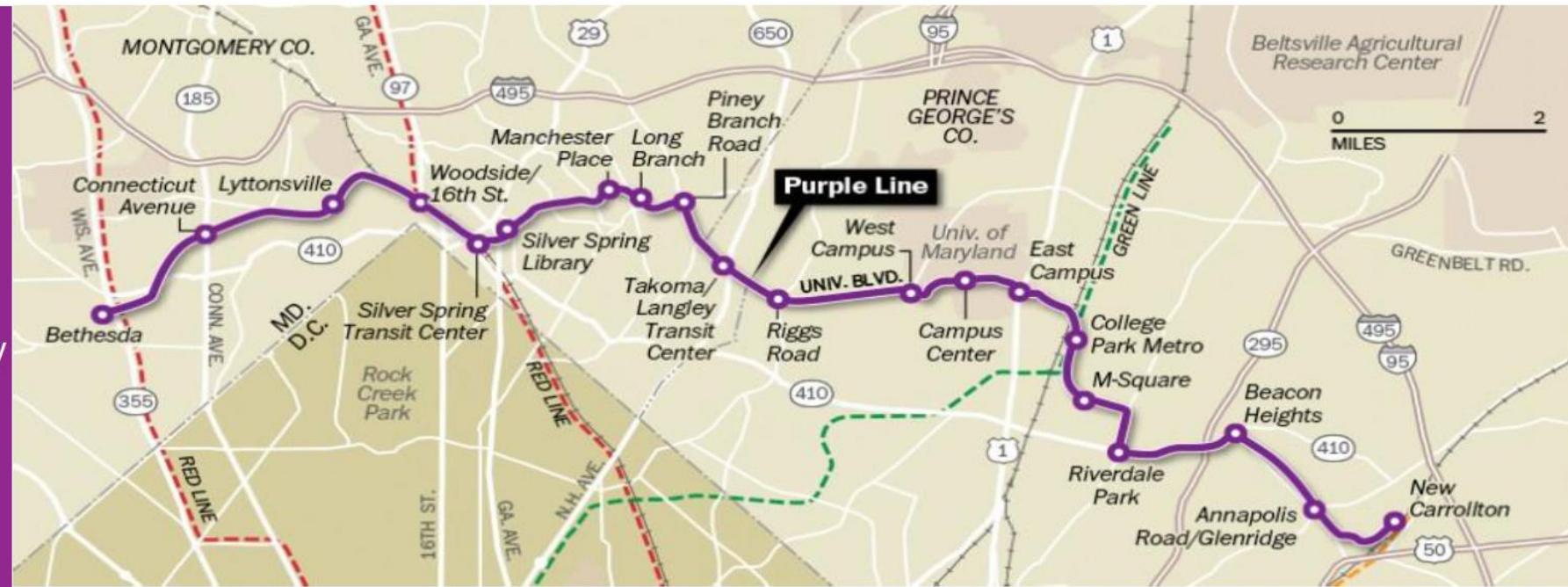
Existing Greenbelt Site



Major Economic Development Projects: Priority Transit Oriented Development

Purple Line

- Construction of the 16-mile Purple Line will provide an east-west connection between Prince George's County (11 stations) and Montgomery County (10 stations).
- The operations and maintenance facility for the system will be in the County as well.
- Under construction and service scheduled to begin in 2027.
- County development focus on affordable and student housing along the corridor. New tools (HITF, ROFR) and existing tools (PILOT, HOME, Impact Fee Waivers) are being leveraged at almost every proposed stop on the line. Since 2021, \$9.7M + PILOTS have supported the construction and/or preservation of 1,652 units (1,358 of the affordable) along the Purple Line.



Purple Line Route



The Atworth – College Park (451 units supported by HITF + PILOT + impact fee waivers)



Villas at Langley (590 units)

Major Economic Development Projects: Priority Transit Oriented Development

Cheverly Hospital Site

- 26-acre site at the former Prince George's Hospital.
- Inner beltway site connected to trails, bike paths and transit.
- The Urban Atlantic Master Plan proposed mix of residential and commercial uses around an activated community square.
- Residential – multifamily rental, senior, condo and townhomes (1,300 units).
- Commercial – hotel, office, food hall, grocer and small, neighborhood serving retail (110,000 SF).
- Community Space – dog park, pedestrian and bike trails, children's play area.
- \$25 million in State funds secured for site work.



Existing Site

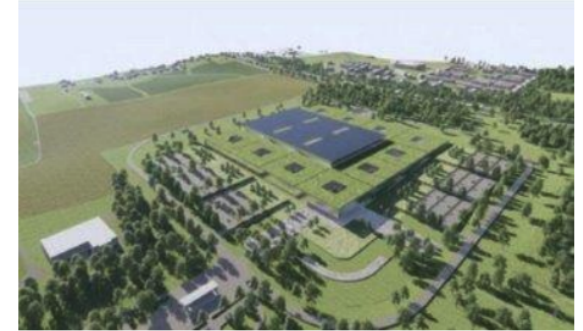


*Proposed
Conceptual
Site Plan*

Major Economic Development Strategy: Federal Jobs Attraction

Major Economic Development Strategy: Federal Jobs Attraction

- Home for 20% of the region's federal workers but hosting only 4% of the region's federal jobs, has made federal jobs attraction a key County economic development priority.
- Federal jobs have traditionally been clustered on the western side of the Beltway which, as a result, has seen incredible growth over the past 5+ decades.
- Rebalancing the federal jobs portfolio provides an opportunity for jurisdictions like the County on the eastern side of the Beltway to share in that growth, while also helping the entire region to balance transportation and housing demand.
- The County set a goal to increase its federal jobs share to 10% in the coming decade, adding 40,000 federal jobs, and several recent attractions are proving the strength of the County's market, including relocation of:
 - Bureau of Engraving and Printing (BEP) to the Beltsville Agricultural Reserve Center (1,600 jobs)
 - Bureau of Labor Statistics (BLS) jobs to the Suitland Federal Center at the Suitland Metro Station, which currently houses the US Census Bureau (1,800 jobs)
 - Citizenship and Immigration Service to the Branch Ave Metro Station (3,300 jobs)
 - Federal Bureau of Investigation (FBI) to the Greenbelt Metro Station (7,500 jobs)



Bureau of Engraving and Printing (BEP) at the Beltsville Agricultural Reserve Center

POLICY DISCUSSION

Do Official County TOD/Inside Beltway
Density Strategies Work in Coordination
With or Against Market Forces?



THANK YOU

The EDC acknowledges the leadership of DCAO Rodgers and her staff in providing many of the slides presented