

Greater College Park & College Park City-University Partnership

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Briefing to Prince George's County Council

October 2015

Prince George's Competitive Advantage

- **University of Maryland:**
 - **Largest employer in Prince George's County**
 - **The Hotel project's construction and stable operations phases will create 1,637 jobs.**
 - **The Hotel will bring \$4.4 million in state and local tax revenues annually.**
 - **Location, location, location.**
 - **Proximity to our nation's capital.**
 - **Connectivity via major transportation networks such as I-95, the Metro, and the future Purple Line.**
 - **Availability of real estate drives opportunity for growth and development.**

UMD

THE FLAGSHIP UNIVERSITY OF MARYLAND AND THE NATIONAL CAPITAL REGION

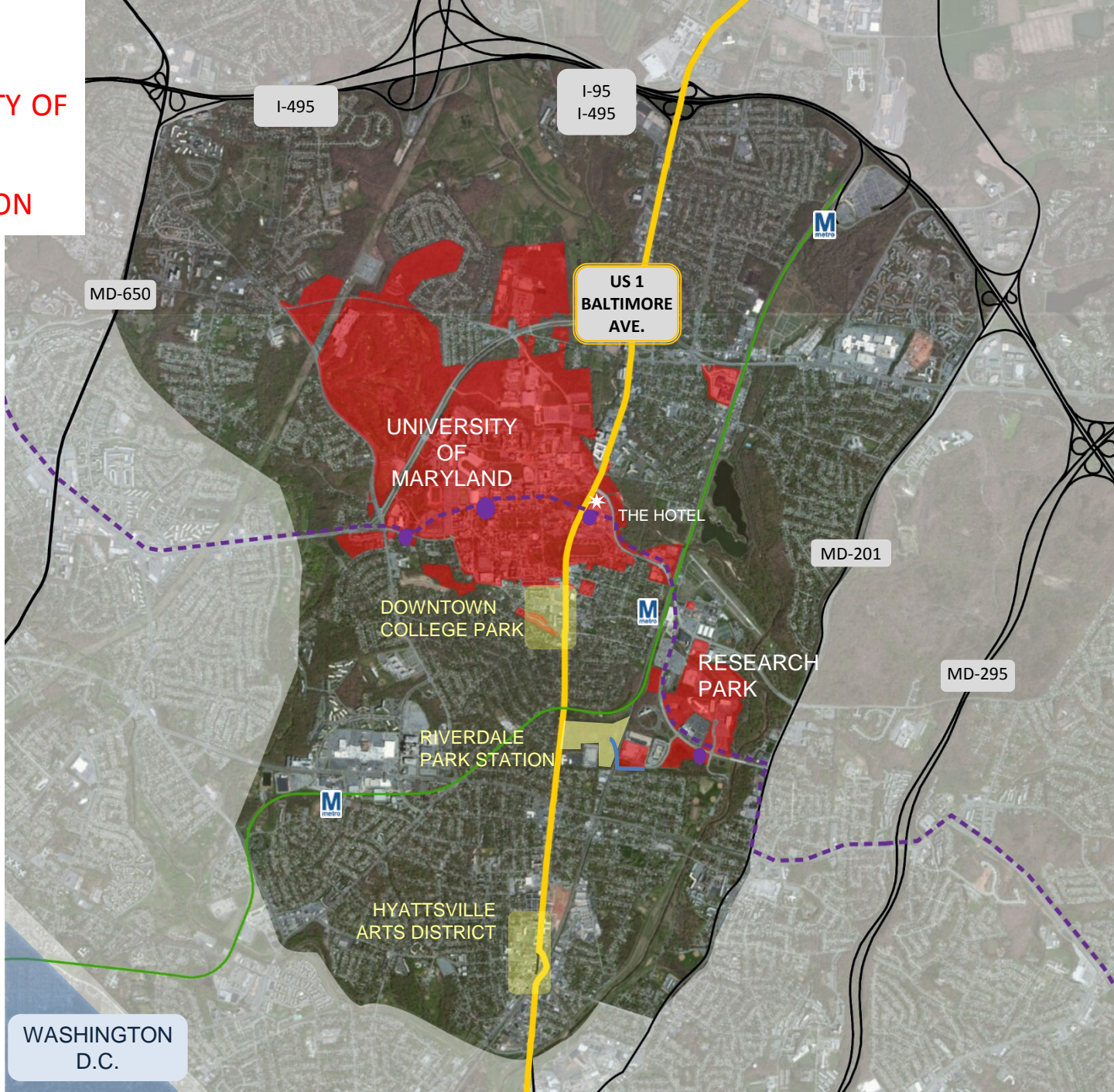
38,000 students at Maryland's flagship university

#19 among national public universities (US News and World Report – 9/2015)

\$550 million in annual research expenditures

8 miles from Washington, DC
25 miles from Baltimore

Member of the **BIG10** athletic conference





The University District Vision

Making College Park a Sustainable Top 20 College Town by 2020

College Park is a diverse, engaged community comprised of **residents** and **businesses**, and the vibrant education, research, cultural and international resources of the University of Maryland. Residents are drawn to a range of housing options from single-family residences to high-density housing that thrives near livable, walkable commercial centers. Diverse businesses – from high tech startups to community retailers – are drawn to a demographic that provides educated workers and consumers. The University District offers its community a high quality of life including a **safe and secure environment**, access to **world-class K-12 schools**, and **attractive commercial districts** that serve families and students alike. The District enjoys excellent pedestrian and bicycle access, public **transportation** options, and efficient roads and parking. Finally, the University District exemplifies a leading **“green”** community, utilizing sustainable building practices, green technologies, and a strong commitment from the community to protect, preserve, and enhance natural resources.

KEY STRATEGY AREAS

**HOUSING AND
DEVELOPMENT**

TRANSPORTATION

EDUCATION

**PUBLIC
SAFETY**

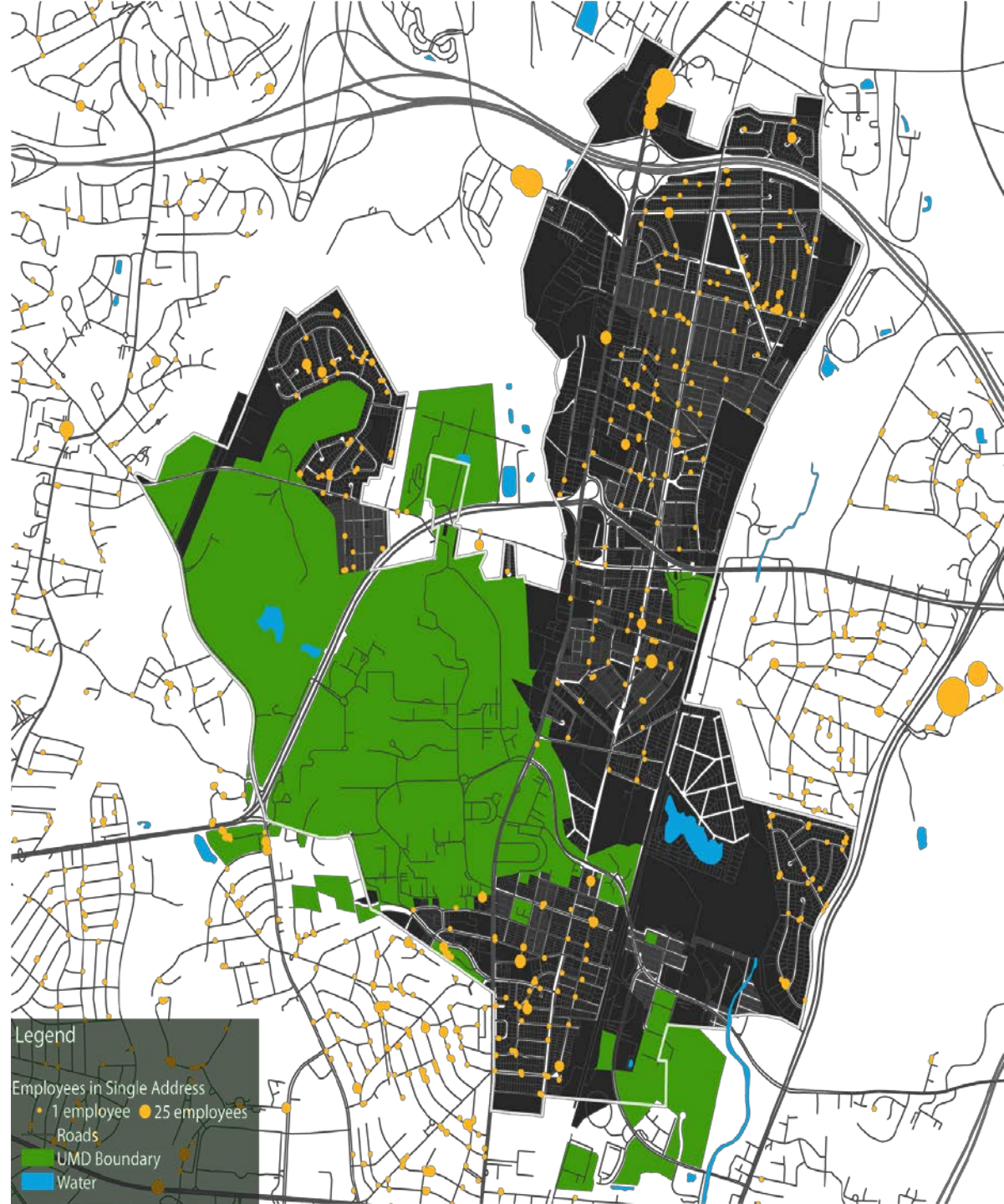
SUSTAINABILITY

FACULTY/STAFF LIVING IN COLLEGE PARK and PRINCE GEORGE'S

Only 4% of full-time faculty & staff live in College Park

Only 18% live in “neighboring towns”

Only 30% live in Prince George's County



HOUSING AND DEVELOPMENT

Local Business Development

Neighborhood Stabilization

Downtown, Midtown, Metro Station

Accomplishments to date:

- ✓ Creation of a housing and development strategy in the University District
- ✓ Student housing/mixed use projects west of Route 1
- ✓ Assemblage and redevelopment of “Knox box” properties
- ✓ Calvert Road School Building and City Hall options
- ✓ RISE Zone Legislation passed
- ✓ Launched Home Ownership Program
- ✓ Koon’s Ford property demolished to make way for redevelopment
- ✓ Auto Parts store becoming Coffee House
- ✓ ArtHouse. CPCUP worked with UMD and U3 Ventures, identifying funding

Ensure a variety of housing, retail and employment options for current and future residents.



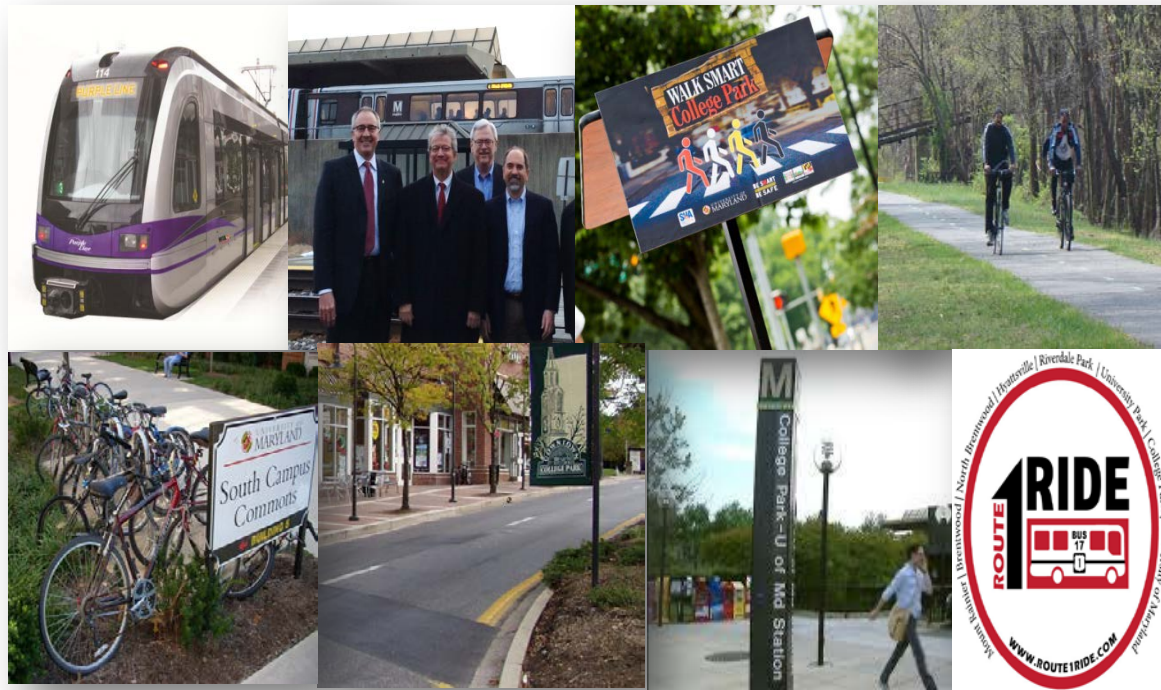
TRANSPORTATION

Purple Line
MARC service expansion
Pedestrian safety
Bike trails
Bike share
Route 1 rebuild
Bus transit

Accomplishments to date:

- ✓ Route 1 Pedestrian Safety Improvements
- ✓ Expanded and improved bus service serving Route 1
- ✓ Expanded MARC Service on the Camden Line
- ✓ Lighting improvements in pedestrian areas, LED lighting
- ✓ Purple Line is moving forward
- ✓ Route 1 Rebuild funded

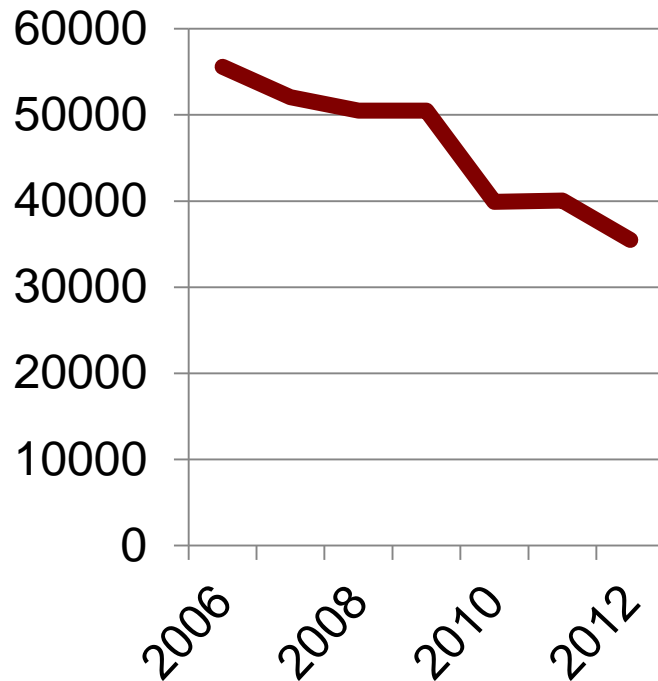
Increasing transportation alternatives, creating a more walkable, bike-friendly community, and getting people around more efficiently. College Park has great location, it can become an even greater place for residents, businesses, and visitors with greater transportation choices.



UMD's and College Park's smart growth strategy is working to reduce traffic on Route 1

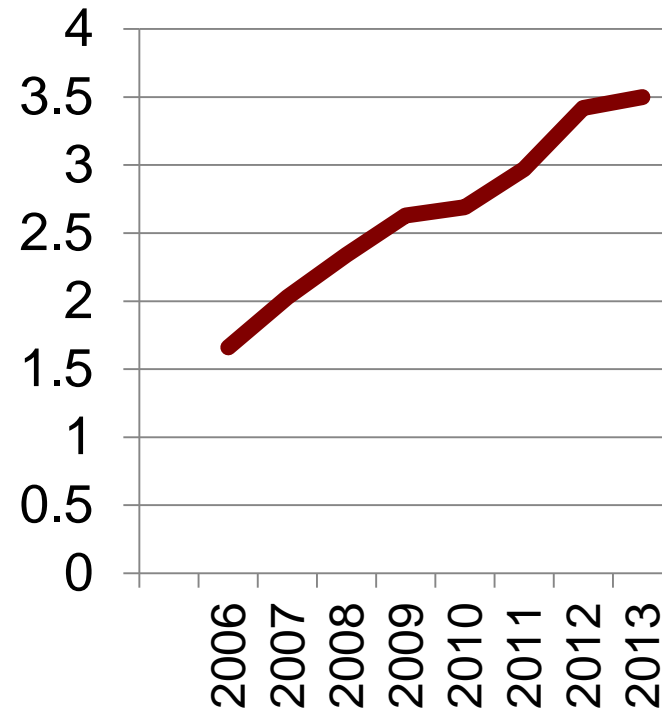
Daily car trips in mid-Park

- College



UM shuttle bus ridership

1.66 million riders in 2006,
now 3.5 million



EDUCATION

Improve local schools

Increase child care

Develop innovative partnerships
with public County schools and
UMD

Accomplishments:

- ✓ UMD Partnership with Paint Branch Elementary School provided the first Chinese Language instruction for elementary students in Prince George's County
- ✓ College Park Academy, a rigorous college prep middle and high school, opened 2013

Providing high quality public education will attract and retain more residents, including UMD staff, while preparing them to be excellent students who will achieve in school, in college and beyond.



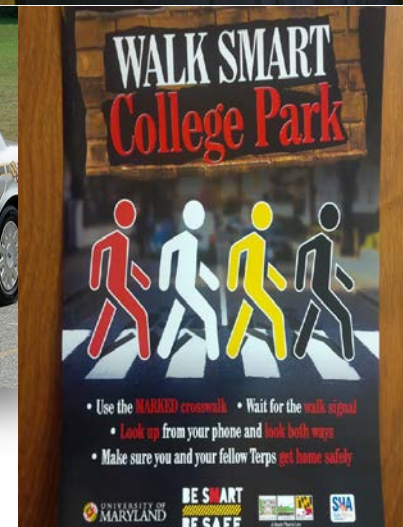
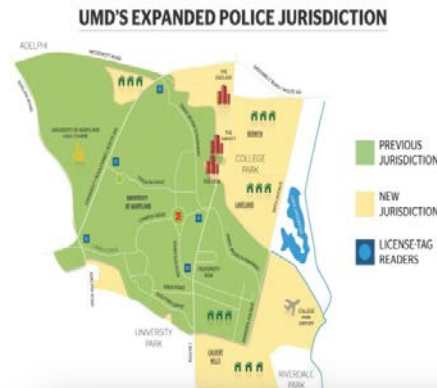
PUBLIC SAFETY

Increased lighting along Route 1
Concurrent police jurisdiction
University code of conduct
Public safety cameras
Advance a community of responsibility

Accomplishments:

- ✓ Expanded UMD Student Code of Conduct
- ✓ Expansion of UMD Police Jurisdiction to more of the City
- ✓ Public Safety Cameras implementation (55 cameras city-wide)
- ✓ Importance of Nuisance Board

Public safety is a core component of quality of life, equally important to college students, employees, businesses, and permanent residents.



SUSTAINABILITY

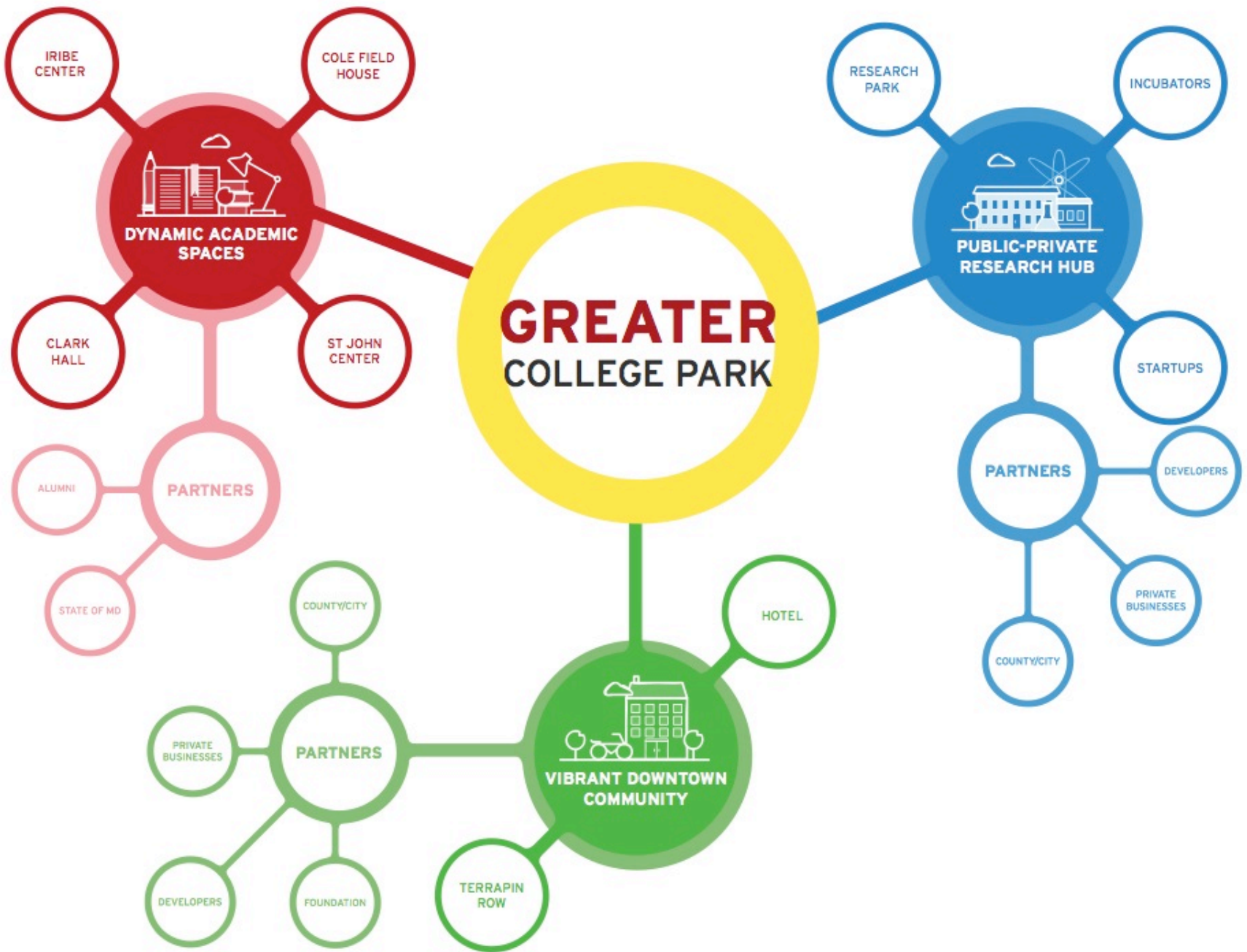
Increase recycling rates
New clean energy options
Community gardens

Accomplishments to date:

- ✓ College Park is a certified Maryland Sustainable Community
- ✓ The City and University are implementing “green” projects to increase residential energy efficiency, reduce stormwater pollution, plant trees, increase use of local food and many more
- ✓ A solar co-op forum was held to explore solar energy options for City residents with the City Committee for a Better Environment

Sustainable communities are healthy, attractive, innovative, and compelling places to live and work.







THE HOTEL

TERRAPIN
ROW

VIBRANT DOWNTOWN
COMMUNITY

PARTNERS

FOUNDATION

DEVELOPERS

PRIVATE
BUSINESSES

COUNTY/CITY

LANDMARK & TARGET EXPRESS





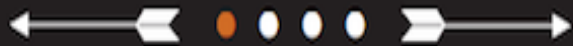
LANDMARK & TARGET EXPRESS



MILKBOY at THE CLARICE



FAT PETE'S BARBEQUE



WASHINGTON POST RANKS

US #1 BBQ

"..display an extraordinary level of commitment to barbecue."



LITTLE TAVERN



CP AUTO PARTS CONVERTING TO COFFEE SHOP & WINE BAR



TERRAPIN ROW



1493 student beds; 12,000 sq ft retail

TERRAPIN ROW



BEFORE

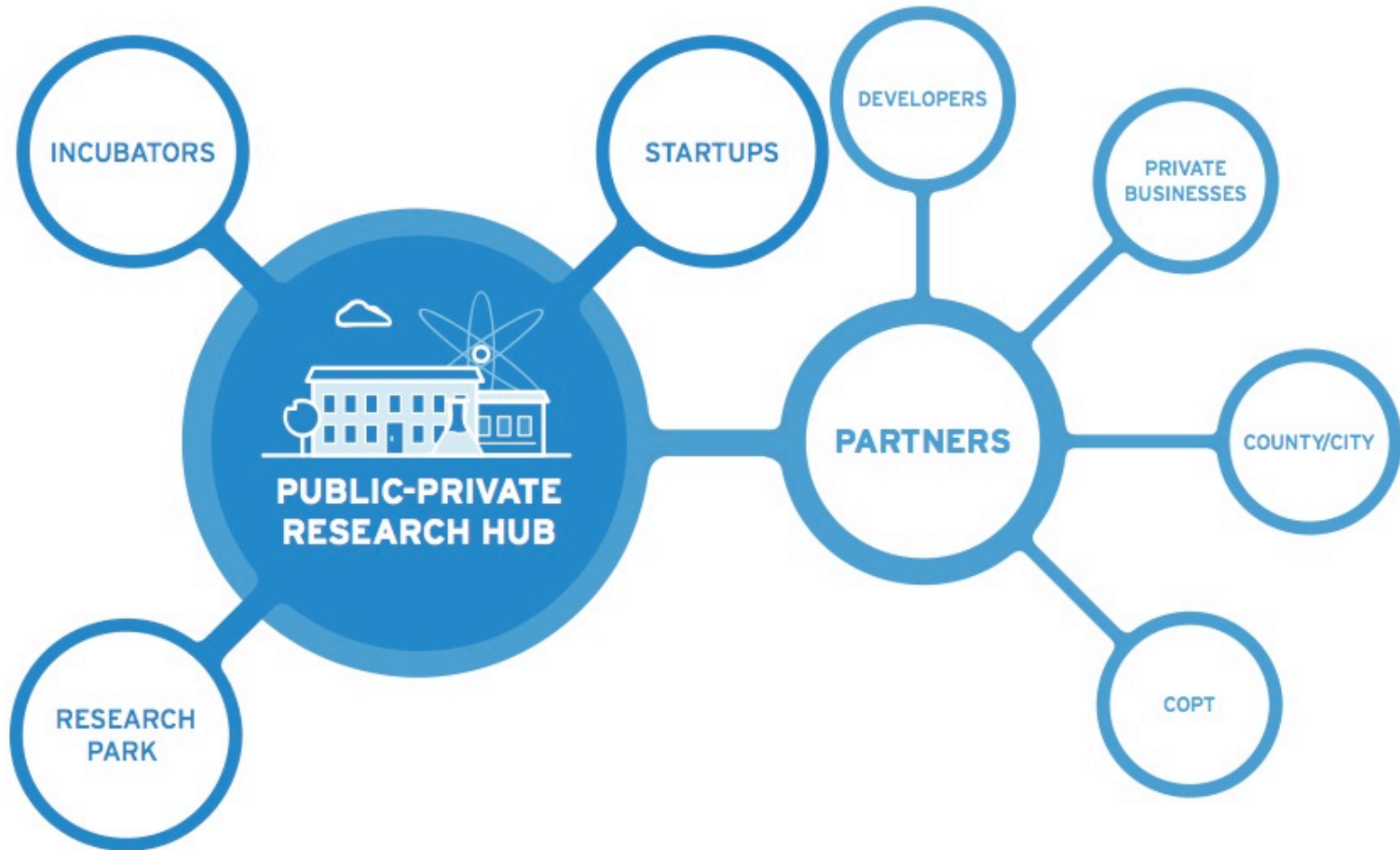


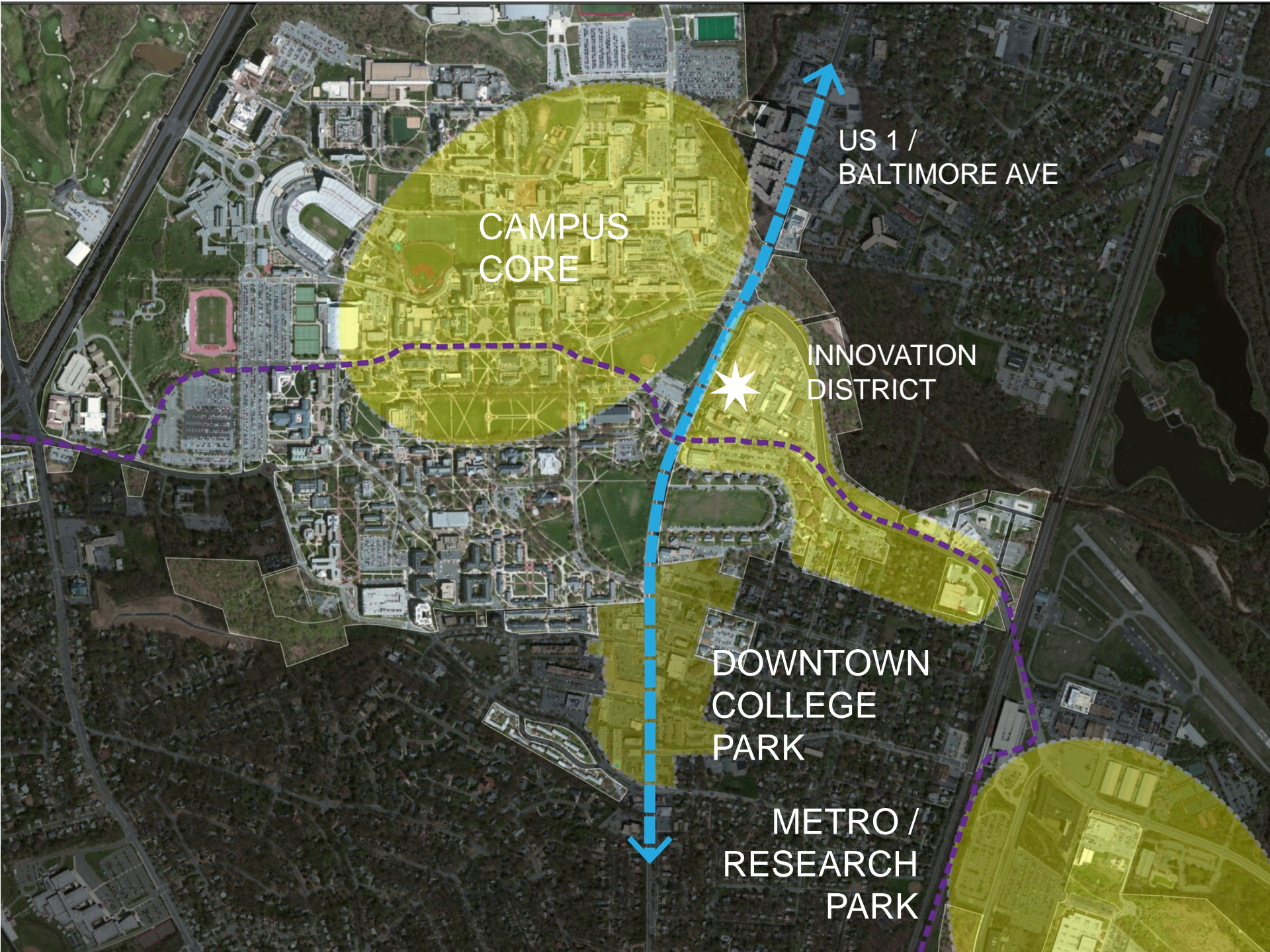
2nd Hotel Under Construction - Cambria

AFTER



156-Rooms; 23K square feet of retail including a CVS





US 1 /
BALTIMORE AVE

CAMPUS
CORE

INNOVATION
DISTRICT

DOWNTOWN
COLLEGE
PARK

METRO /
RESEARCH
PARK

UMD RESEARCH PARK

OVERVIEW

- Approximately 4,000 employees
 - USDA: 1,100
 - American Center for Physics: 246
 - NOAA: 880
 - FDA CFSAN: 765
 - IARPA: 300
- UMD Research Park accounted for 26% of recent construction in Prince George's County

UMD RESEARCH PARK

CURRENT TENANTS

- **Environmental & Earth Sciences**
 - NOAA – National Center for Weather and Climate Prediction
 - UMD/Pacific Northwest National Lab Joint Global Change Research Institute
 - Earth System Science Interdisciplinary Center (ESSIC)
- **Language & National Security**
 - Center for Advanced Study of Language (CASL)
 - National Foreign Language Center (NFLC)
 - Raytheon
 - Deep Thought 2 Supercomputer Center
 - Intelligence Advanced Research Projects Activity (IARPA)

UMD RESEARCH PARK

CURRENT TENANTS

- **U.S. Government**
 - Food Safety and Agriculture Policy
 - USDA Animal and Plant Health Inspection Service
 - UMD/FDA Joint Institute for Food Safety and Applied Nutrition
 - FDA Center for Food Safety and Applied Nutrition
- **Other**
 - American Center for Physics (ACP)
 - Fraunhofer Center for Experimental Software Engineering
 - Mid-Atlantic Crossroads (MAX)
 - Optimal Solutions Group
 - Technology Ventures Building (TVB)

THE HOTEL AT UMD



THE HOTEL AT UMD



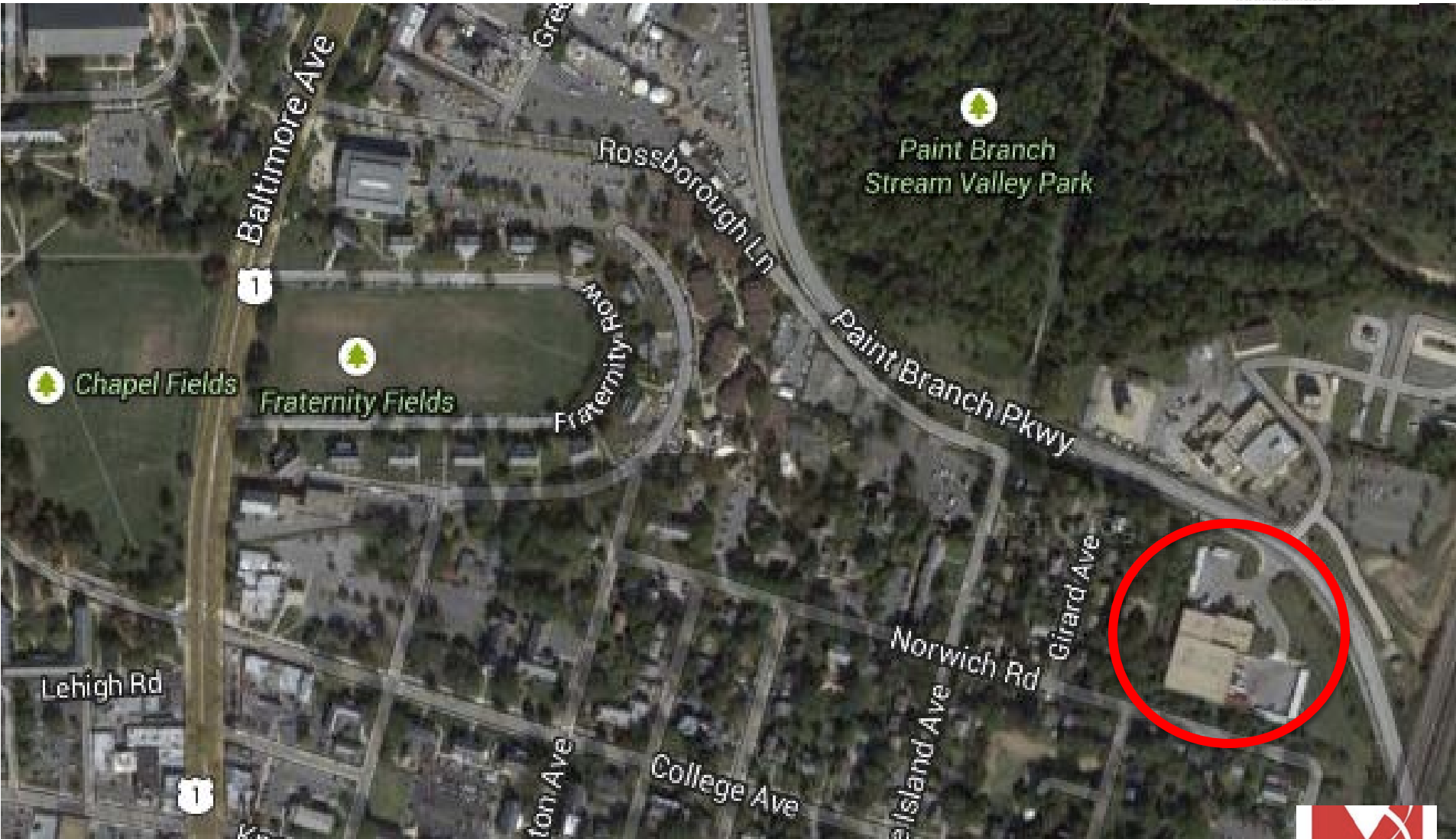
THE HOTEL AT UMD







CAPTURING INNOVATION: FLEXEL



60 new jobs; keeps UMD technology spin-off at home; partnership with state and county



FLEXEL - Interior

September, 2015



UMD Main Campus & Innovation District



Legend

- Active Sites
- Available Sites
- Potential Sites
- Approved Detailed Site Plan
- Camden MARC
- Green Line WMATA
- Purple Line (Proposed)



College Park - UMD - Aerial View
Looking East from College Park - UMD Station

Copyright 2012: Design Collective Inc. April 4, 2012

Vision



College Park - UMD - After
Looking North on River Road at Paint Branch Hwy.



College Park - UMD - Before
Looking North on River Road at Paint Branch Hwy.

Housing & Retail adjacent to the UMD Metro



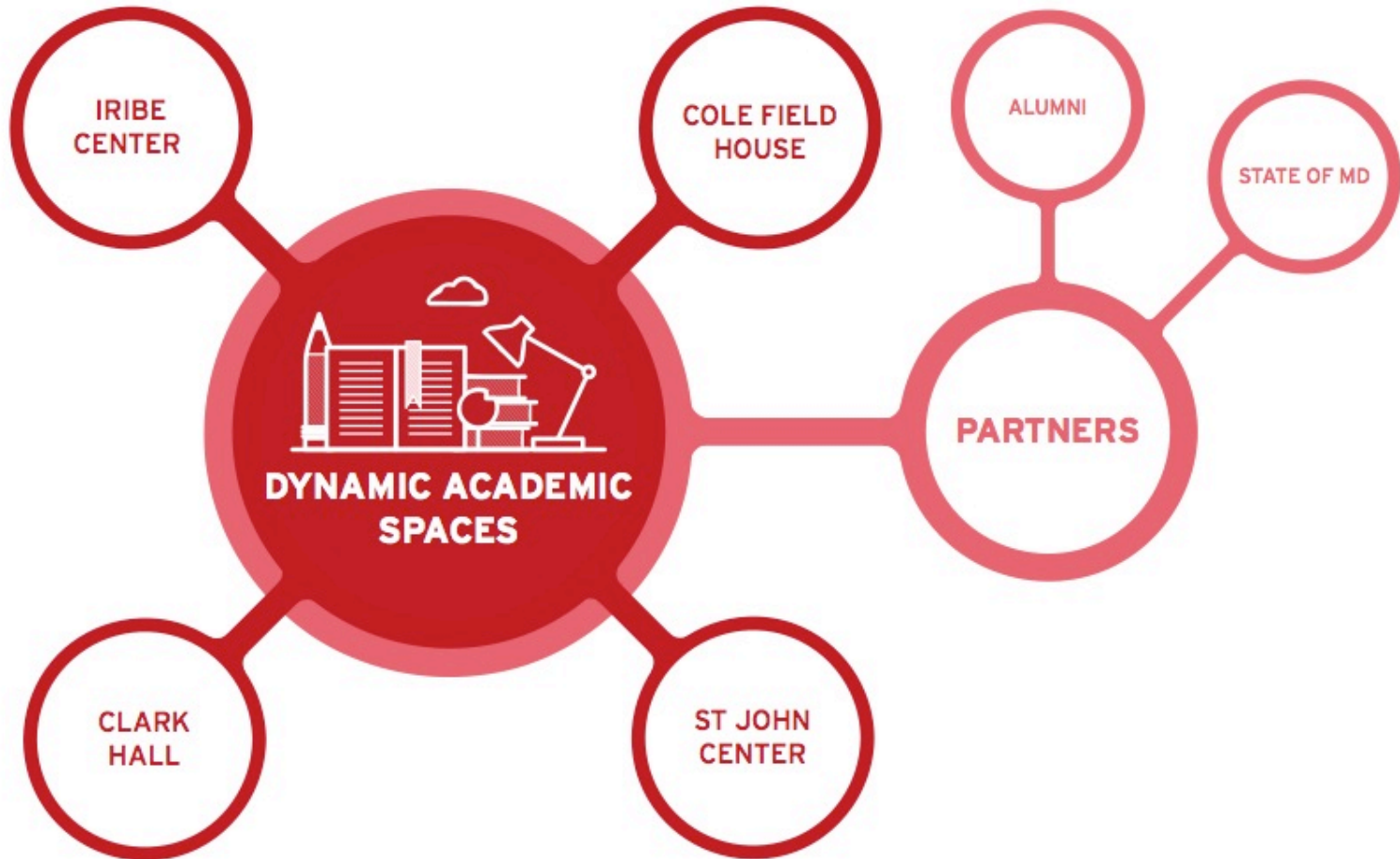
RIVERDALE PARK STATION BRIDGE CONNECTION TO CP METRO



RIVERDALE PARK STATION



120 Townhomes; 900 Multifamily Units
198K SF Retail ; 22K SF Office



IRIBE
CENTER

COLE FIELD
HOUSE

ALUMNI

STATE OF MD

**DYNAMIC ACADEMIC
SPACES**

PARTNERS

CLARK
HALL

ST JOHN
CENTER

DYNAMIC ACADEMIC SPACES



COLE FIELD
HOUSE

ED ST.
JOHN
LEARNING
AND
TEACHING
CENTER

A. JAMES
CLARK HALL

IRIBE CENTER
FOR COMPUTER
SCIENCE AND
INNOVATION

BRENDAN IRIBE CENTER FOR COMPUTER SCIENCE AND INNOVATION



BRENDAN IRIBE CENTER FOR COMPUTER SCIENCE AND INNOVATION





A. JAMES CLARK HALL



EDWARD ST. JOHN LEARNING AND TEACHING CENTER



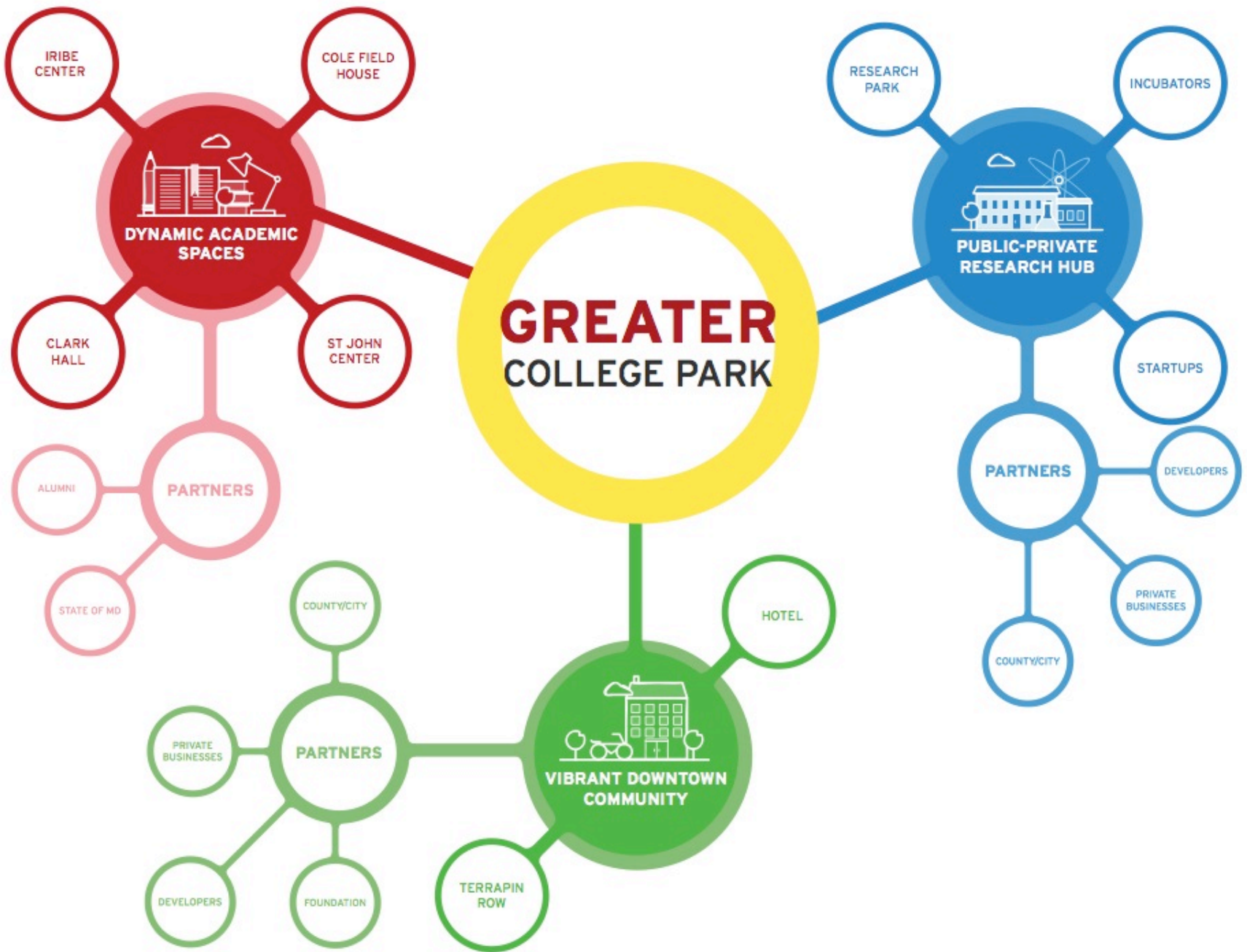
FUTURE AERIAL VIEW



NEW COLE FIELD HOUSE

SOUTH FACADE
ALONG UNION DRIVE





Tech Companies Choosing Prince George's County



immuta

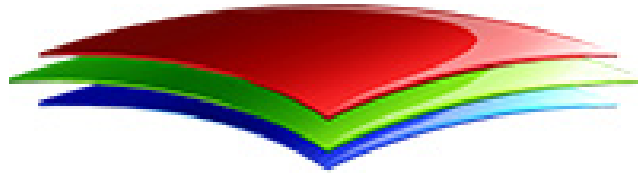


GeekFurb
QUALITY REFURBISHED ELECTRONICS

UMD & CP: AN ECONOMIC ENGINE



Oculus VR



FLEXEL
www.flexelinc.com

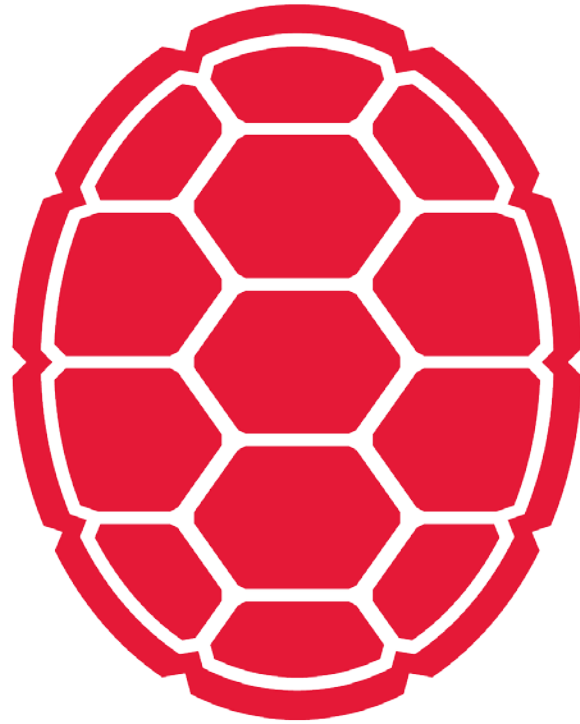
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MARTEK
life enriched.™



FN FiscalNote



Thank you!
Questions?