


TRANSIT ORIENTED DEVELOPMENT (TOD) STRATEGY

**Presented to Prince George's County Council
Planning, Housing and Economic Development Committee
February 6, 2020**



Agenda

Points to Cover

- Prince George's TOD County Value Proposition
- TOD Development Strategy/Incentives
- WMATA TOD Future Development Strategy
- Update on (5) TOD Sites
- Future TOD Development Opportunities (7) Stations
- Strategy Summary
- Additional Recommendations
- Next Steps



County TOD Value Proposition

Why TOD?

4% of land in DC Metroplitian area creates 28% property tax revenues

Source: WMATA

County office vacancy rate within 1/2 miles of Metro from 34% to 14%

PRINCE GEORGE'S COUNTY TOD SWOT ANALYSIS

STRENGTHS

15 County Metro Stations (with large acreage available); County incentives, WMATA Partnership

WEAKNESSES

Missing notable retail and restaurant brands hinder amenities and options that accompany vibrant mixed-use development communities; Lower ROI to investors

OPPORTUNITIES

Region's lower COL option, increased density creating a demand for new commercial and residential development

THREATS

Community Opposition to increased density, NIMBY, lender skepticism, rising construction costs, potential recession



Develop Vibrant Mixed-Use Communities Around Transit-Hubs

Maximize Newest Transportation Mode

The Purple Line Project

\$5.6 BILLION PROJECT

- Greater Access for Government Employees
- Reduced Commute Time
- 16 miles from Bethesda to New Carrollton
- Scenic Above-Ground Commutes with 21 stations



PRINCE GEORGE'S COUNTY TRANSIT ORIENTED DEVELOPMENT (TOD) STRATEGY FOCUSES ON

REFRESHER FROM 2019 PRESENTATION

1

Five (5) Targeted Metro Stations

4

Fast Track Approval Process for High Impact Projects

2

Ongoing Development of Public Infrastructure at each Station

5

Easily Developable TOD Sites

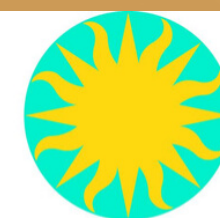
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Financial Incentives such as Tax Credits, Grants, Low Cost Loans, Bond Financing and Fee Reductions to reduce Private Development Costs (i.e. TIF , PILOT)

FEDERAL AGENCIES CURRENTLY LEASING COUNTY TRANSIT HUBS



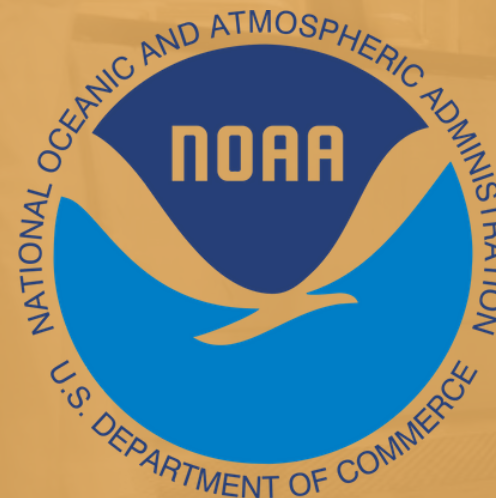
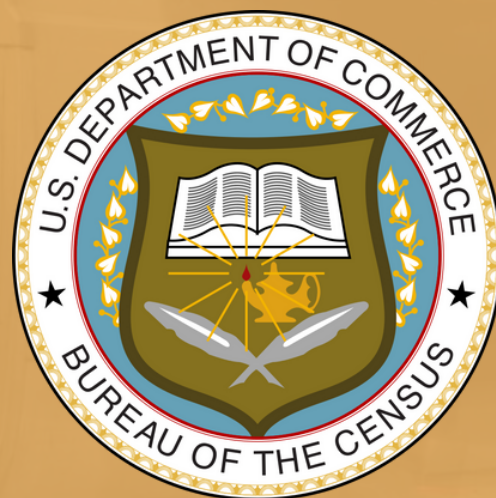
Department of the Treasury
Internal Revenue Service



Smithsonian
Museum Conservation Institute



U.S. Citizenship and
Immigration Services



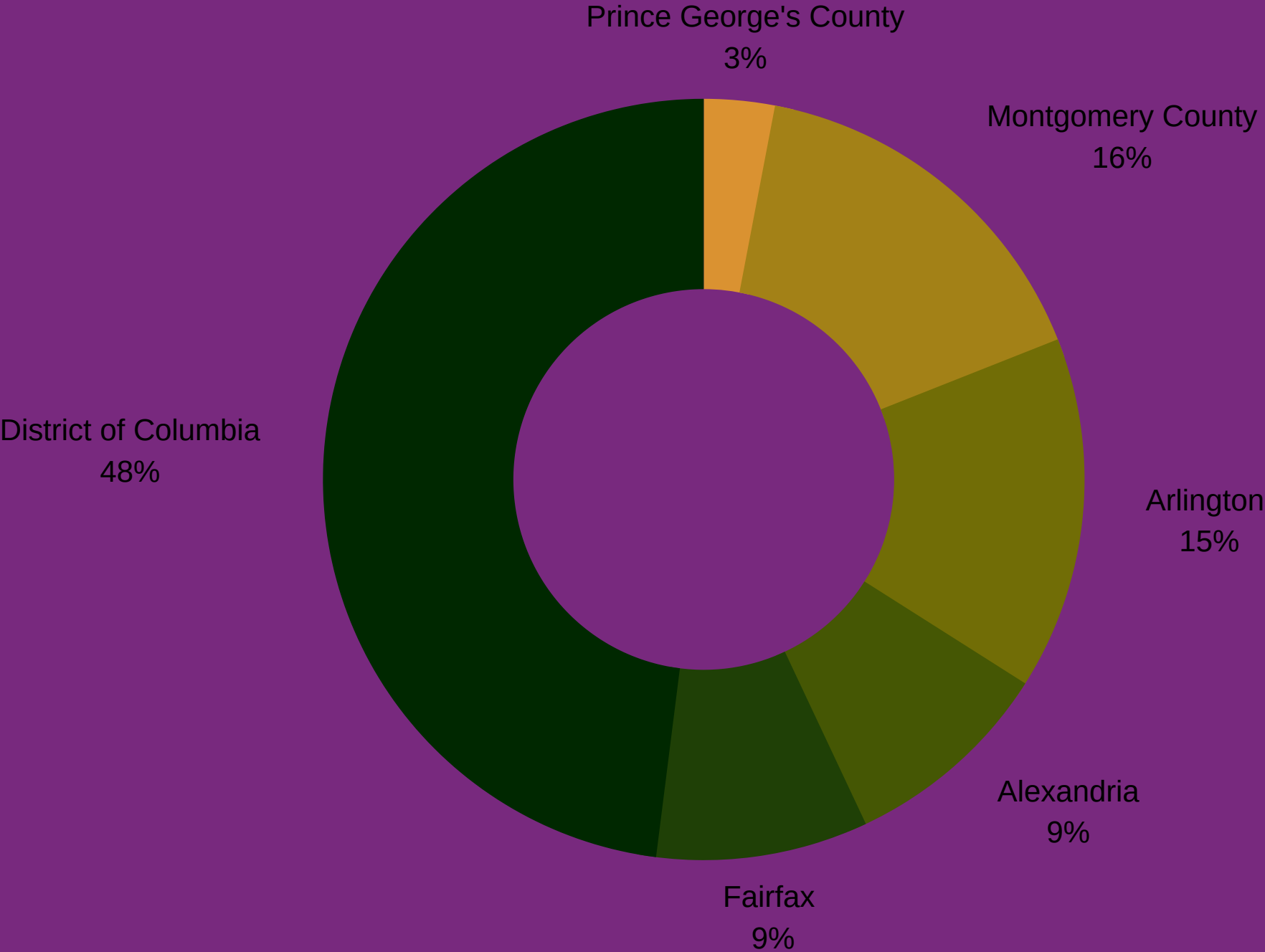
FEDERAL LEASES

More TOD-Development Opportunities will position the County to pursue new GSA Leases

Office Leases

	Total SF	% of Office Leases	Average Office SF
Prince George's	1,405,907 SF	3%	\$25.86/SF
Montgomery	6,895,142 SF	16%	\$39.46/SF
Arlington	6,569,050 SF	15%	\$31.22/SF
Alexandria	3,844,572 SF	9%	\$30.85/SF
Fairfax	3,670,255 SF	9%	\$30.24/SF
District of Columbia	20,773,564 SF	48%	\$46.04/SF
Total	43,158,490 SF		

*CoStar Data



WMATA/ Prince George's County Joint Development Program



Disposition of WMATA-owned and publicly-owned land around stations to spur commercial and residential development



Collaboration with private and public stake-holders to create and vibrant sustainable communities, and to increase county tax-base, jobs, and ridership



Develop a seamless partnership with county government and private developers to promote projects and plans

Joint Development Program Agreement

WMATA TO-DO LIST:

- Focus on implementation – advancing those County TOD projects that are already approved
- Actively market remaining TOD sites to the development community in alignment with County Priorities and on sites where there is strong market interest.
- Streamline WMATA internal policies and processes to facilitate joint development
- Work with County and State stakeholders to remove impediments that may impact TOD projects at WMATA-owned sites

COUNTY TO-DO LIST:

- Become the “first mover” and catalyze the market for TOD by locating those resources under County control for Metro stations
- Continue to refine/revise the zoning codes to remove impediments to TOD implementation
- Communicate and gain stakeholder buy-in on the County’s priority areas for TOD implementation
- Focus financial incentives on TOD sites rather than greenfield development. Consider creating even stronger incentives (ie. eliminating TOD development impact fees in their entirety; property tax abatements for TOD development)

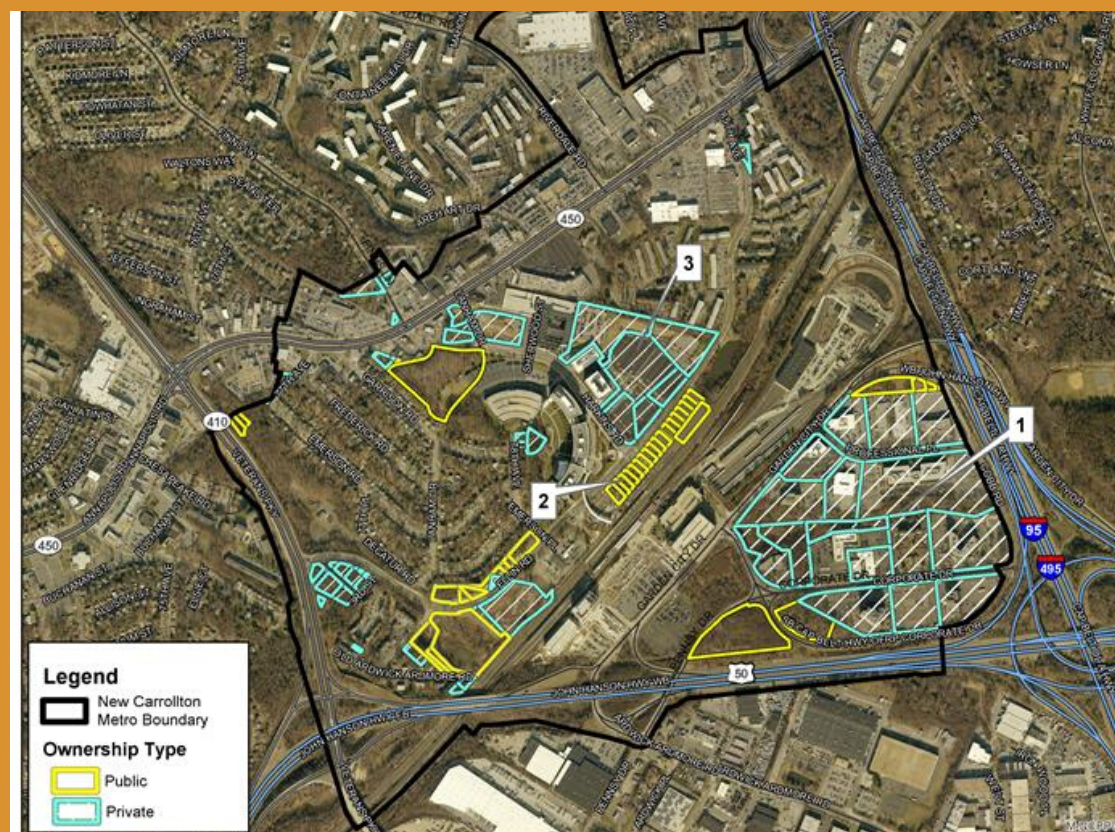


UPDATE

(5) Current Priority Stations



NEW CARROLLTON STATION



- Unmatched accessibility: Interstate Bus, Amtrak, MARC, planned Purple Line, Metro, I 95, US 50 and MD 450.
- 640 acre area destined to become premier urban downtown center.
- Anchored by Internal Revenue Service
 - Employs 5,000 federal workers.
- Planned 4.5 million SF of commercial office space; 1.6 million SF of retail space
- Significant remaining development opportunities - 131.4 Total Acres

NEW CARROLLTON STATION DEVELOPMENT

North Side of Metro

\$165 million planned mixed-use development

The Remy

2 Phase
Residential Project

Maryland
Department of
Housing and
Community
Development

2U, Inc

Renovated the Harkins Road
office building

South Side of Metro

Urban Atlantic

Mixed-use
development with
office, residential,
restaurants and retail

WMATA

Maryland
Headquarters
Location

Kaiser Permanente Chooses New Carrollton for New Corporate Home

- New office complex adjacent to Prince George's County's busiest transportation hub
- 176,000 square foot administrative and IT facility by New Carrollton Metro station
- 1,000 employees, accommodating Kaiser's growth in region's health system
- Location chose, in part, due to easy Metro access and walk-able surroundings
- Building includes a modern fitness center on-site dining options, and a full conference center

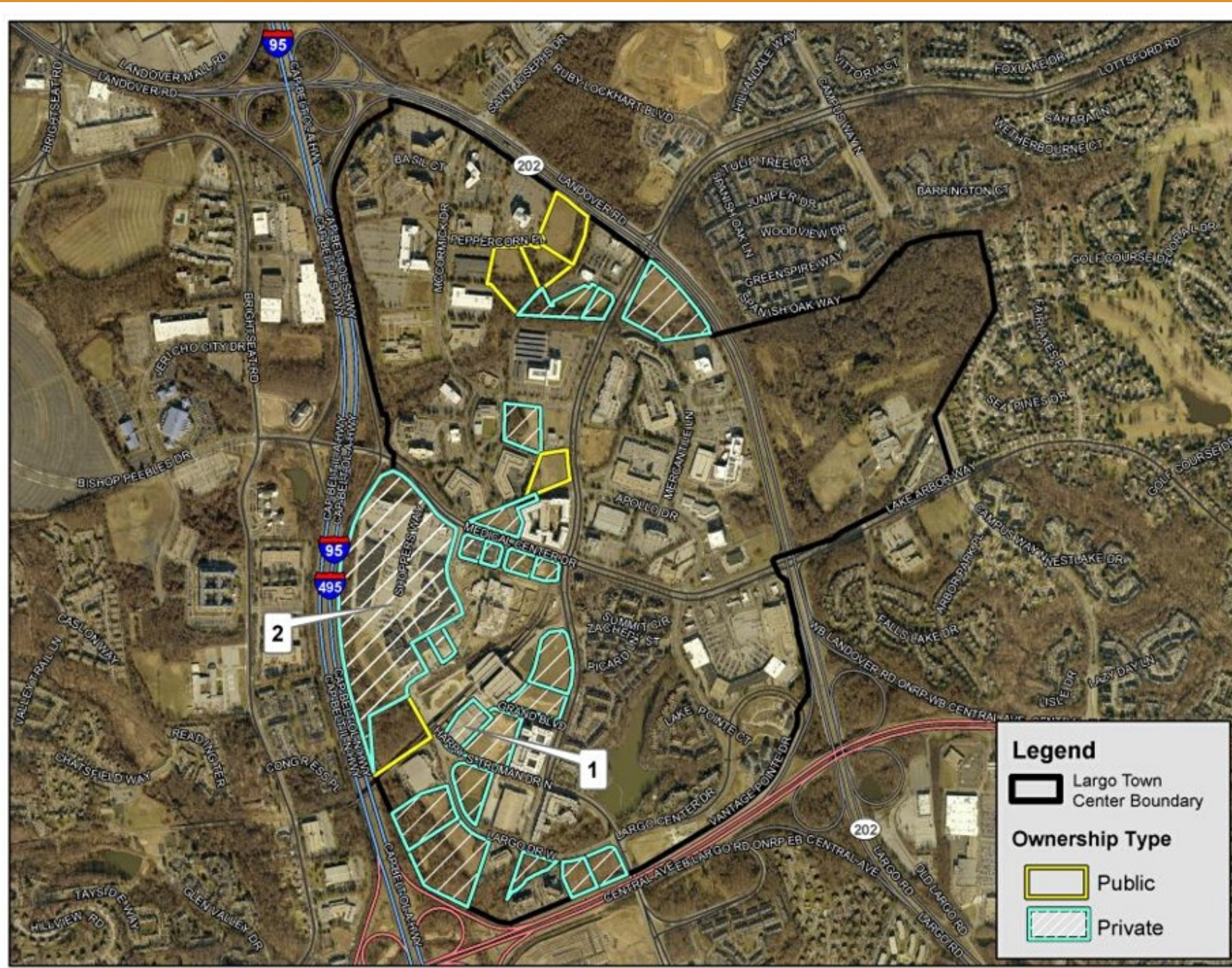
CURRENT MASTER PLAN – SOUTH CORE

New Carrollton

16



LARGO STATION



- \$85 million in additional infrastructure improvements
- Walking distance to Metro
- Directly off the Capital Beltway
- 2 minutes to Interstate 95
- Build-to-suit sites available
- Significant remaining development opportunities - 143.5 Total Acres

LARGO METRO STATION DEVELOPMENT

- Plan for 4,530 residential units
- 5 million SF of Commercial/Institutional space
- 400,000 SF of retail space

ASCEND APOLLO

- \$180 million mixed-use project consists of 800 apartment units
- Phase I - (400 units) is open
- Phase II begins construction in CY2020

RPAI

- Multi-phased redevelopment plan of 50 acre site includes 1.2 million SF of retail, commercial, hotel, and 3,000 residential units
- Phase 1 Ground Breaking - APRIL 2020
- \$1 Billion Capital Investment



REGIONAL MEDICAL CENTER



- University of Maryland Capital Region Health - \$650 million project. Projected opening is March 2021
- World-class teaching hospital; Cardiac and Cancer Care, Level One Trauma Center, with over 200 beds



PRINCE GEORGE'S PLAZA STATION



THE MALL AT PRINCE GEORGE'S
\$25 Million in renovations completed in 2017

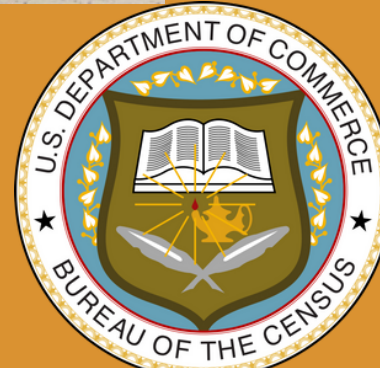
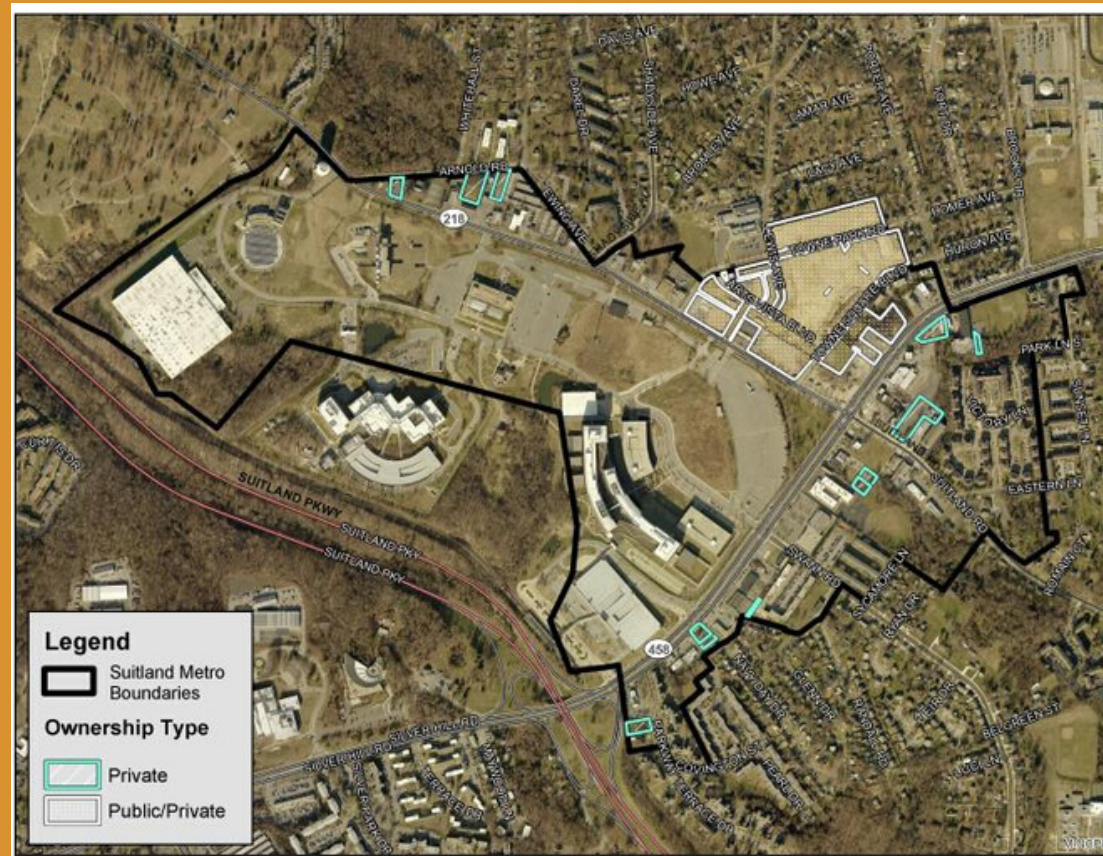
UNIVERSITY TOWN CENTER

- \$24 Million Commercial Development
- 500,000 SF of Office Space
- Project includes anchor grocery store, Safeway - 54,000 SF
- Residential Conversion - Highline Apartments

SIGNIFICANT REMAINING DEVELOPMENT OPPORTUNITIES

- 70.1 Total Acres

SUITLAND STATION



- 10,000 federal employees
- Anchored by US Census Bureau, National Oceanic and Atmospheric Administration (NOAA), Naval Maritime Intelligence, and Bureau of Labor Statistics
- Access to Suitland Parkway, Pennsylvania Avenue, and Branch Avenue
- Remaining development opportunities
 - 28.9 Total Acres

SUITLAND METRO STATION DEVELOPMENT

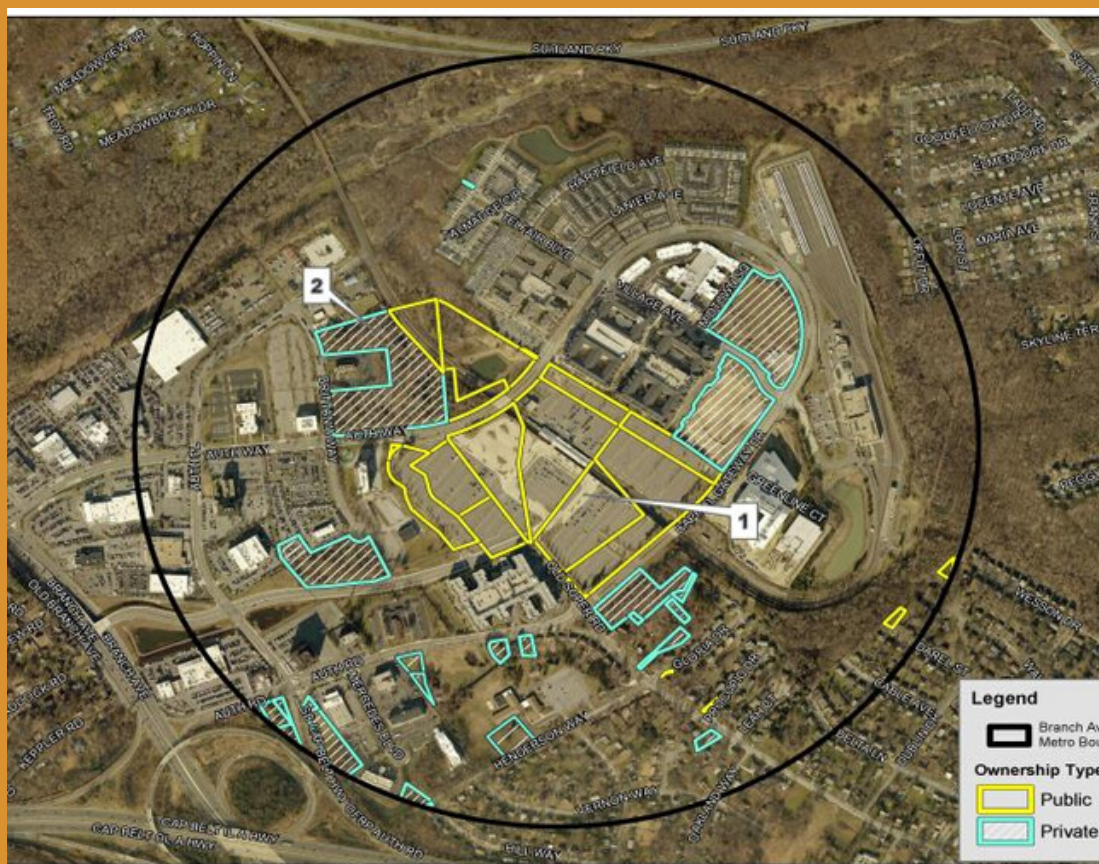
TOWN SQUARE AT SUITLAND FEDERAL CENTER

- \$402 Million mixed-use investment including 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
- Townhouse units currently under construction

REVENUE AUTHORITY

- \$28 Million special obligation bonds to purchase additional parcels

BRANCH AVENUE STATION



- Directly off of the Capital Beltway
- 30 acres of transit parking
- 40,000 SF of Retail and Restaurants planned
- Significant remaining Development Opportunities - 82.5 Total Acres

DEPARTMENT OF CITIZENSHIP AND IMMIGRATION SERVICES



- \$256.6 million build-to-suit project includes
- 575,000 SF office building
- 1,000 space parking facility
- 40,000 SF of Retail and Restaurants Planned
- Occupancy in 2020



U.S. Citizenship and
Immigration Services

New leasing arrangement is expected to save the federal government \$21.4 Million annually



Future TOD Development Opportunities

THE BLUE LINE CORRIDOR (CENTRAL AVE. GATEWAY)

CAPITOL HEIGHTS
ADDISON ROAD-SEAT PLEasant
MORGAN BOULEVARD

THE GREEN LINE CORRIDOR

SOUTHERN AVENUE
NAYLOR ROAD
WEST HYATTSVILLE
COLLEGE PARK
GREENBELT

Approved Development

Proposed Development

THE BLUE LINE CORRIDOR (Central Ave. Gateway)



0 250 500 Feet

Image Date: Dec 2018

CAPITOL HEIGHTS STATION



Capitol Heights Metro Station Joint Development Project

WMATA considering conversion of station surface parking lot to multi-family residential project with self-contained parking for residents, and retail space. Proposed project anticipated to include:

- 180-200 units housing
- Approximately 18,000 square feet of retail space
- Landscaped pedestrian plaza between existing Kiss & Ride and bus-loop
- Four townhouse units across Davey Street
- Current bus loop and Kiss & Ride area to remain
- To implement the proposed joint development project, Park & Ride surface lot would be eliminated.



Approved Development

Proposed Development

CAPITOL HEIGHTS METRO STATION DEVELOPMENT ACTIVITY

WMATA

- Planned Mixed - Use
- 180 Units
- 18,000 SF Retail
- Status: RFP



210 Maryland Park

PRINCE GEORGE'S COUNTY REDEVELOPMENT AUTHORITY (210 MARYLAND PARK)

- 179 Units
- 2,000 SF retail
- Status: Project Approved



Capitol Heights

WMATA Site

M

The Ascent

Capitol Heights RFP

- Planned Mixed - Use
- 180 Units
- 6,000 SF Retail
- Status: RFP

CAPITOL HEIGHTS

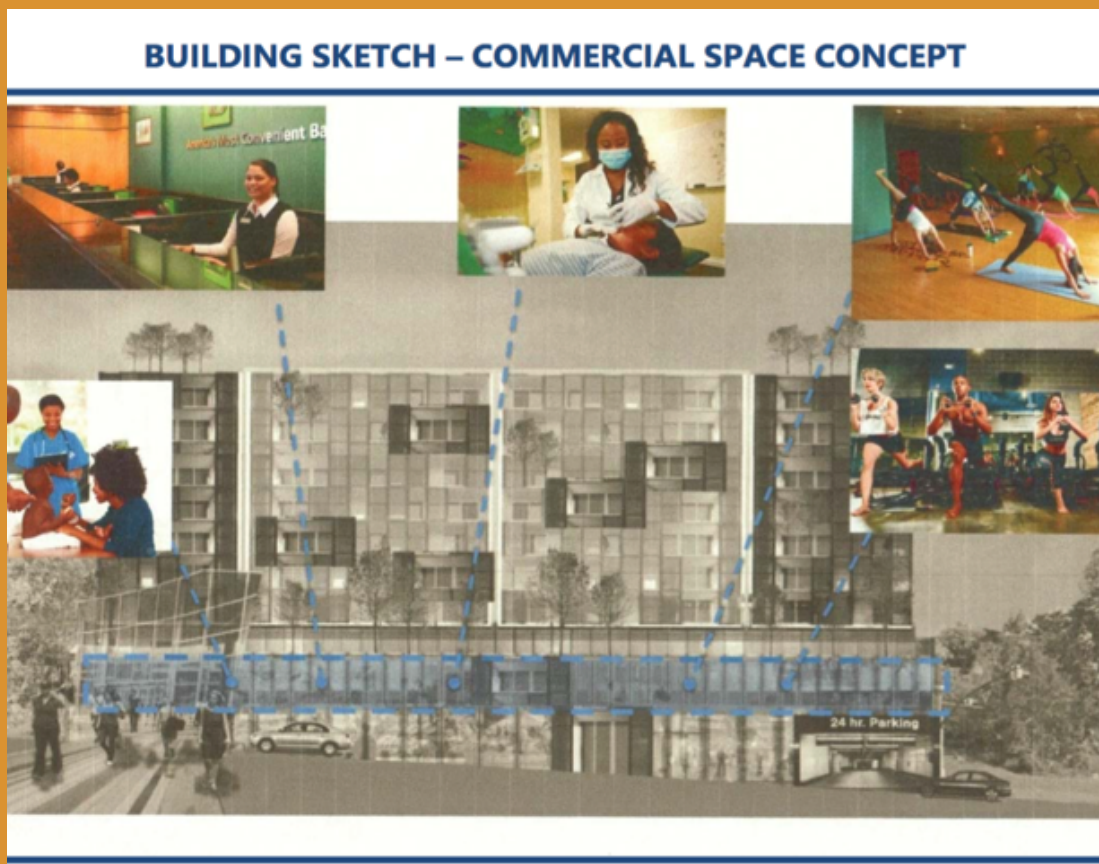
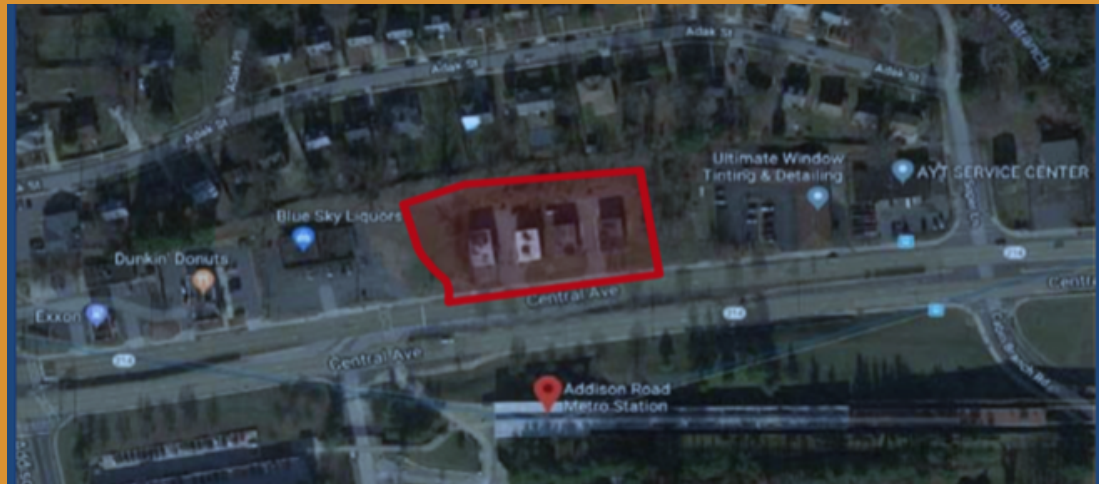


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Feet

Image Date: Dec 2018

ADDISON ROAD STATION



- 6500 Central Avenue
- Walkable transit facilities
- Immediately adjacent to I-95/I-495
- Metro Green and Yellow Line – Direct Metrorail connection to D.C.
- MARC Camden Line – Direct rail connection to Baltimore
- 18 bus routes serve the site
- Metrorail connection to National Airport on Yellow Line. Bus and MARC service to BWI Airport. Access to Dulles Airport via transfer at Union Station
- Bolt Bus –coach service with direct routes to NYC

ADDISON ROAD - SEAT PLEASANT STATION



Addison Road- Seat Pleasant

New Testament
Senior
Apartments

Commons At
Addison Road
(Banneker)

THE COMMONS AT ADDISON ROAD (BANNEKER)

- Planned Mixed - Use
- 22,700 SF Commercial
- 170 Units
- Library and offices
- Status: Project Approved



MORGAN BOULEVARD STATION



- Site contains total of 82.24 developable acres
- 1,270 structured parking spaces on the property directly off Capital Beltway
- Assemblage of significant acreage could create vibrant Transit oriented development opportunities

SOUTHERN AVE. STATION



The Promise (Determined Seed)

- Opportunity Zone Project (OZ)-22-acre including WMATA assemblage (7 acres)
 - 1300 Residential Units (½ Market and ½ workforce and senior housing)
 - Primrose School
 - Green-space
 - 90,000 SF Commercial Office/Flex
 - Small Box Grocer 20,000 SF
 - 40,000 SF of Retail and Restaurants
 - 2.5 miles from National Harbor and MGM Resort

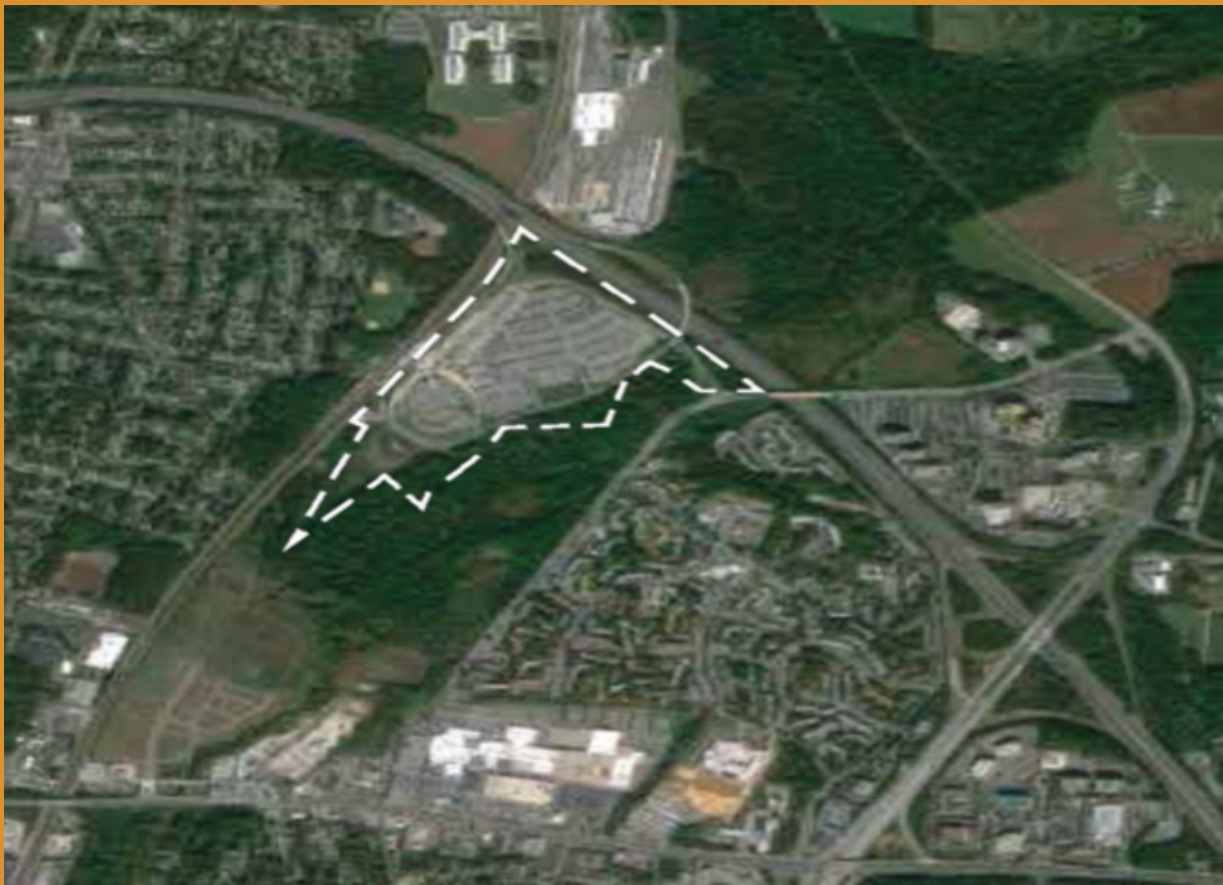
Project requires acquisition of approximately 5-acres of WMATA owned-land needed to gain entrance into the development and to give visibility to the retail component

NAYLOR ROAD STATION



- 3100 Branch Avenue, Across From Naylor Road Metro (14.8-acre site)
- 14.8 acre Naylor Road property was finalist for consolidation of Department of Homeland Security
- Prince George's County Incentives
 - Enterprise Zone Focus Area
 - Revitalization Tax Credit
- Site far along in entitlement approval process
- Natural Resource Inventory NRI-039-08 - August 2008

GREENBELT STATION



- Site contains a total of 82.24 acres, Metro and MARC stations, 3,700 space surface commuter parking lot, kiss-and-ride, HOV parking and bus facilities.
- Potentially 4 Million Square Feet Total
- Finalist for 2.1 million net rentable square foot consolidated FBI Headquarters facility.
- Approximately 1.6 million square foot private mixed use development containing:
 - 350,000 SF commercial office
 - 800 residential units
 - 300 room hotel with 20,000 SF conference center
 - 70,000 SF retail

WEST HYATTSVILLE STATION



Riverfront at West Hyattsville (Gilbane)

Project will transform 18.5-acre vacant industrial property with environmental contamination and significant floodplain impediments.

- 183 Townhomes
- 400+ Apartments
- 4.5-acre park
- 1,100 feet of bike & pedestrian trails
- Lighting and landscape improvements
- Acquisition of a 5.5 acre site from WMATA at the West Hyattsville to develop and additional 250+ apartment units
- Project also requires significant infrastructure improvements and offsite utility improvements as required by WSSC





COLLEGE PARK STATION

ATWORTH COLLEGE PARK
Transit-Oriented Development



SITE PLAN



Atwood College Park (Gilbane)

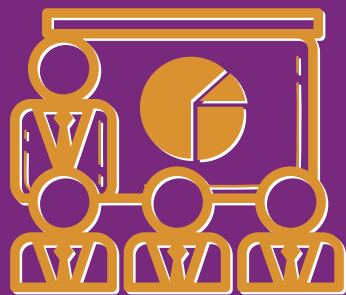
Project will convert current surface parking acreage into a vibrant mixed-use development.

- 451 Residential Apartment
- 5,000 SF of Retail Space
- 324 Garage Residential Parking Spaces
- 80 Residential Surface Parking Spaces
- Project has estimated assessed value of \$90 million upon stabilization and estimated to generate more than \$1,000,000 in annual tax revenue to County

Republic Development former County site to be transformed into Marriott Suites Hotel

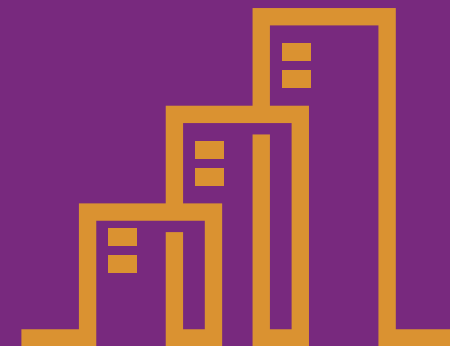
COPT
Two Spec Office Buildings

Additional Recommendations



COLLABORATION

Collaborate with the Greater Washington Partnership and Ernst & Young or PGC TOD-Study



CONNECT

Maximize the investment potential for Opportunity Zone (OZ) projects by connecting private capital to County TOD OZ projects



COMBINE EFFORTS

Work with DCHD and MD Commerce to identify potential statutory and discretionary incentives that could help mitigate TOD project cost for developers

Thank You

For More Information

DAVID IANNUCCI

President and CEO, Prince George's County
Economic Development Corporation

JOHN MASON

Director of Economic Development, Prince George's
County Economic Development Corporation

EMAIL ADDRESS

Dsiannucci@co.pg.md.us

Jamason@co.pg.md.us

PHONE NUMBER

301.583.4650

