



# **College Park: Smart Growth College Town?**

**Saturday, October 25, 2014**

**Led by**

**Council Member Eric Olson**  
Prince George's County Council

**Mayor Andrew Fellows**  
City of College Park

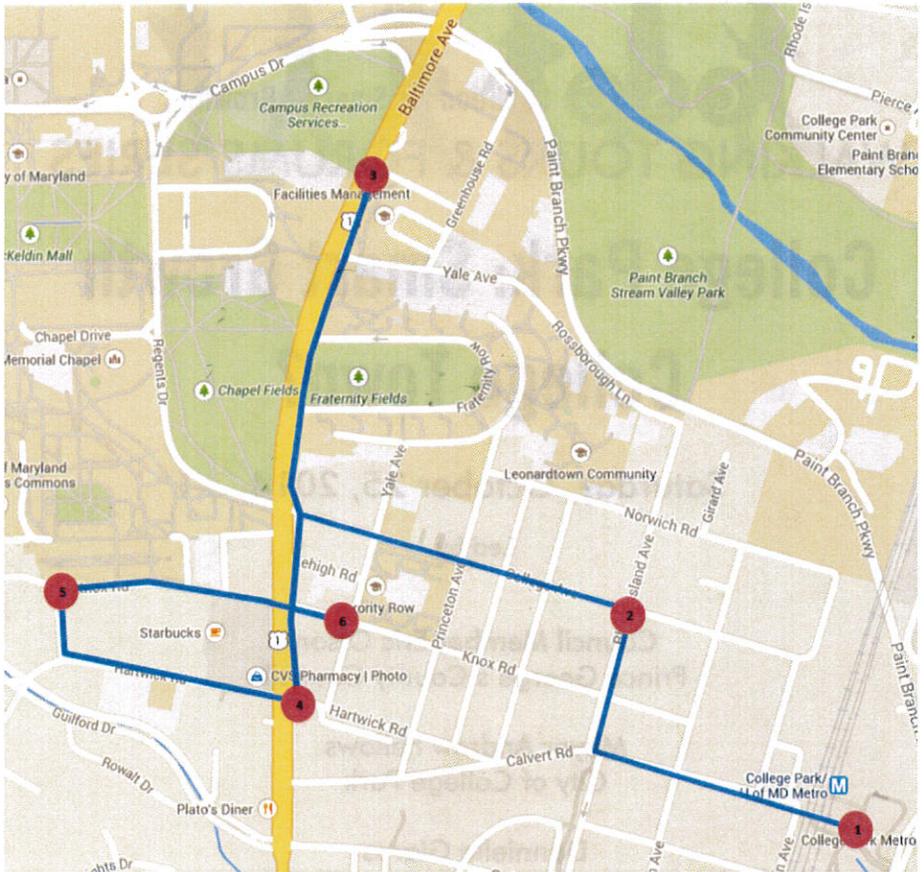
**Dannielle Glaros**  
Chief of Staff to Council Member Olson

**Terry Schum, AICP**  
Director, Department of Planning, Community and  
Economic Development

**Steven Teitelbaum**  
WMATA Office of Real Estate and Station Planning

**Cheryl Cort**  
Coalition for Smarter Growth

# Tour Route



This tour is made possible by the generous support of the National Association of Realtors.



Coalition for Smarter Growth

DC • MD • VA

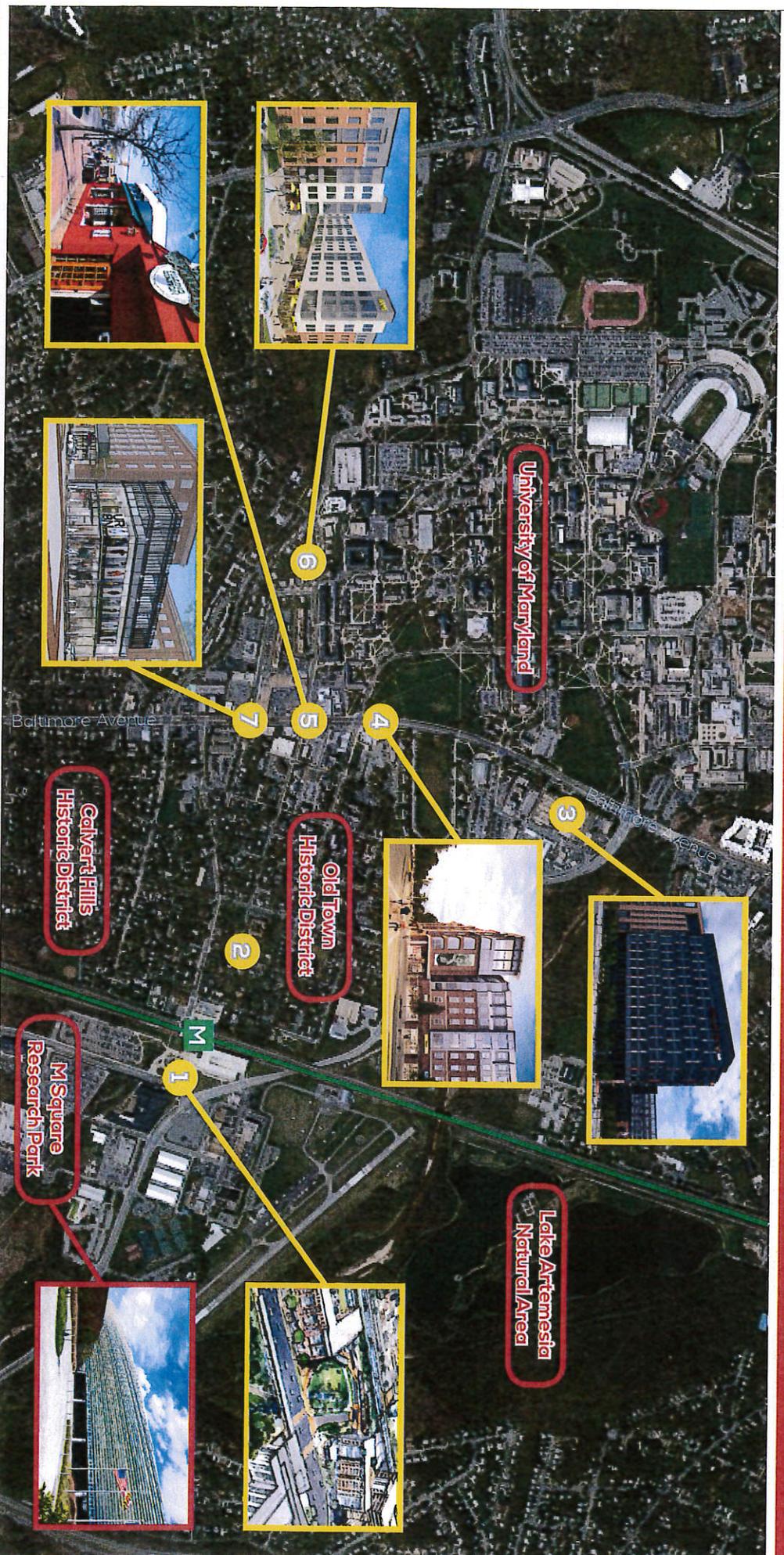
For upcoming events or to learn more about the Walking Tours & Forums Series, visit [www.smartergrowth.net/events](http://www.smartergrowth.net/events)

# College Park Walking Tour

Coalition for Smarter Growth - October 25, 2014



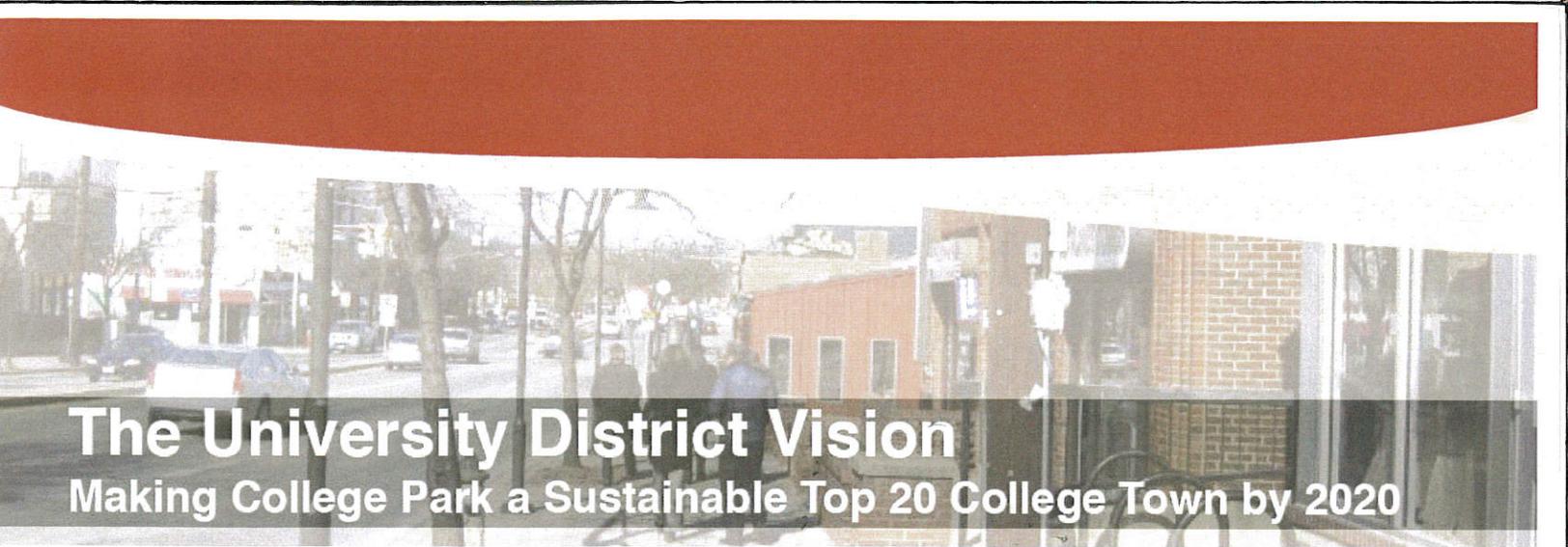
A Smart Place to Live



## WALKING TOUR STOPS

- 1 Metro Station Development Concept
- 2 Old Parish House
- 3 The Hotel at the University of Maryland

- 4 Landmark Student Housing
- 5 Downtown College Park - Retail Core
- 6 Terrapin Row Redevelopment Project
- 7 Proposed Redevelopment - Route 1 & Hartwick Road



# The University District Vision

## Making College Park a Sustainable Top 20 College Town by 2020

Today's college campuses aspire to be more than isolated centers of learning. Increasingly, universities are working hand-in-hand with adjacent neighborhoods and local governments to create dynamic communities that are mutually enriching and benefit everyone who lives, works, plays and learns in the area.

Maryland has worked hard to make the University of Maryland (UMD) a Top 20 academic success — now UMD, the state, the county and the city are focused on making the City of College Park a Top 20 college town.

Our campus is outstanding; we want our town to be equally renowned. But there are challenges. For example, currently only 4 percent of the UMD faculty and staff live in College Park, and College Park's "walkability" is far below such college towns as Chapel Hill and Ann Arbor.

Our goal is to change that. We will create a thriving, sustainable University District, consisting of the City of College Park and the UMD campus, along with interested neighboring communities.

We envision UMD staff living and raising their families close to their workplace, and College Park residents benefitting from the student and intellectual community in their neighborhood. We want to attract high-paying jobs and make our community safer and greener. And we want Prince George's County — and the State of Maryland — to benefit as well, as they provide critical support.

The College Park City University Partnership (CPCUP) is the non-profit local development corporation created by UMD and College Park that has been working for more than 18 years to improve public safety, transportation, housing, sustainability and K-12 education in the community.

Building upon this history of success, in 2011, at the request of University President Wallace Loh and Mayor Andrew Fellows and the Council of the City of College Park, CPCUP developed a vision for the University District to be achieved by the year 2020. This University District Vision 2020 has been endorsed by the campus and the City, as well as county and state leaders.

The City of College Park, Prince George's County, the University of Maryland and the State of Maryland are all working together to create and implement this integrated, comprehensive community development strategy for the University District around College Park, Maryland. Our unified goal is to make the University District of College Park a great college town by 2020.

## University District Vision for 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 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.”

The Top 20 College Town by 2020 plan focuses on five core areas, all of which aim to attract residents and businesses; create a vibrant, attractive district; reduce commute times and create a more pedestrian, biking and transit-friendly environment.

To achieve our vision, CPCUP outlined the following goals with measureable outcomes.

### K-12 Education -- Workgroup Chair: Dean Donna Wiseman

Providing high quality public education for University District children 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.

#### 2020 Vision

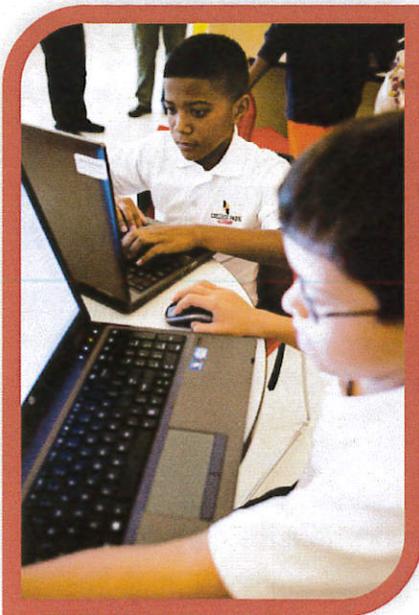
- UMD faculty, staff and others move to College Park so their children can attend local schools.

#### Accomplishments

- UMD partnership with Paint Branch Elementary School provided the first Chinese language instruction for elementary school students in Prince George’s County.
- In August 2013, opened the College Park Academy (CPA), the rigorous college prep middle and high school.

#### Goals

- Identify a permanent home for the College Park Academy in College Park and continue to grow its enrollment.
- Establish an exceptionally high quality extended day and summer enrichment program (CPA Plus), open to students in the University District in and beyond College Park Academy.
- Integrate UMD Center for Young Children preschool program into the community.



## Public Safety -- Workgroup Chair: Chief David Mitchell



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

### 2020 Vision

- College Park is safer — and perceived as safer — than most of the nation's best college towns as well as those communities in the Washington, D.C., area where UMD faculty and staff currently live.

### Accomplishments

- Extended the UMD Code of Student Conduct throughout the City of College Park (and beyond) to promote family-friendly behavior in local neighborhoods.
- Expanded jurisdiction of UMD police force to a number of City neighborhoods, including Lakeland, Crystal Springs, Calvert Hills, and the area of relatively new high rise student apartment residences along the west side of Route 1, north of the University's Founder's Gate.
- Seventeen security cameras and six license plate readers placed off campus in the City.

### Goals

- Continue to expand the number of off-campus security cameras along with 24 hour surveillance.
- Integrate all sworn officers (including University of Maryland Police Department, Prince George's County Police, College Park City contract officers), 911 dispatch personnel and the new cameras into an effective and efficient system.
- Expand efforts to educate all community residents about how to respond to inappropriate and/or illegal student resident behaviors.
- Explore establishing a "safety ambassador" program (unarmed police aides) to efficiently enhance the effectiveness of our police.

## Transportation -- Workgroup Chair: Delegate Joseline Peña-Melnyk

Finding more efficient and cheaper ways to get people to work, school and home again will result in happier, healthier residents.

### 2020 Vision

- Reduce commute times for University District residents and UMD employees and expand the walkability of the University District.

### Accomplishments

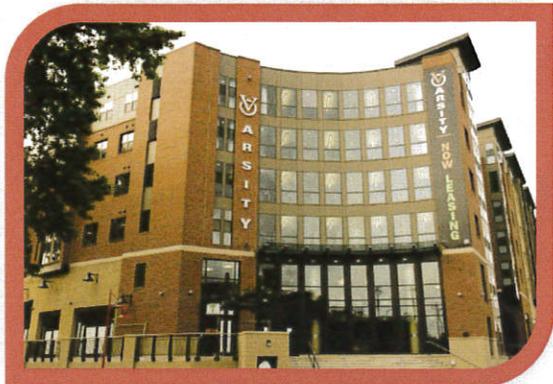
- Successfully won inclusion of University District priorities in Governor Martin O'Malley's and the Maryland General Assembly's 2013 transportation packages, which will add more rail cars and two more trains per day to the MARC commuter rail line, fund the Purple Line and invest \$20 million to proceed with rebuilding Route 1.
- Expanded and improved the quality of the bus service serving City and Route 1.

### Goals

- Continue our focus on implementing the Purple Line and rebuilding Route 1.
- Further improve MARC service.
- Expand pedestrian and bike infrastructure within the University District.
- Enhance Route 1 Ride Bus Service – increase frequency, add evening & weekend service.



## Housing and Development -- Workgroup Chair: Councilman Eric Olson



Ensure that current and future residents find a variety of housing and employment options in the University District.

### 2020 Vision

- Increase single family home ownership. Expand the number of UMD affiliated businesses. Expand private, professional employment and housing for young professionals and families as part of redeveloping Route 1, the East Campus and the College Park Metro Station with walkable, mixed use, smart growth development. Increase undergraduate housing west of Route 1 and provide more graduate student housing.

### Accomplishments

- Creation of housing and development strategy in the University District with broad support on and off campus.
- Completion of major student housing/mixed use projects on west side of Route 1.
- Assemblage and launch of redevelopment of "Knox box" properties.
- Appointment of nationally recognized, locally experienced UMD senior advisor on community development (Omar Blaik).
- Opening of mixed use housing project for professionals (Domain).
- More than a dozen other redevelopment projects in the works on Route 1 and at College Park Metro Station.

### Goals

- Redevelop downtown College Park into a vibrant, walkable mixed use neighborhood offering attractive new housing, office and retail options.
- Redevelop the East Campus into a center of innovation and entrepreneurship that attracts businesses that are affiliated with or wish to be near UMD.
- Major walkable, mixed-use development at College Park Metro stop.

## Sustainability -- Workgroup Chair: Mayor Andrew Fellows

### 2020 Vision

- The University District will protect and conserve our natural resources, increase the use of clean, renewable energy sources, reduce greenhouse gases, provide green spaces and build green.

### Accomplishments

- 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.

### Goals

- Increase the percent of energy consumption from renewable energies
- Increase recycling rate (City/University)



## College Park City University Partnership

**Eric Olson, Executive Director,**  
eolson@collegetparkpartnership.org

**Valerie Woodall, Program Associate,**  
vwoodall@collegetparkpartnership.org;

[www.collegetparkpartnership.org](http://www.collegetparkpartnership.org)

### Board of Directors

Senator Jim Rosapepe, Chair  
Brian Darmody, UM Associate Vice President for Corporate and Foundation Relations, & Vice Chair  
Edward J. Maginnis, UM University Counsel and acting treasurer  
Andy Fellows, Mayor of College Park  
Michael King, UM Assistant VP for Admin, University Relations

Carlo Colella, UM VP for Admin and Finance  
Richard Wagner, Architect and City Resident  
Steve Brayman, former Mayor of College Park  
Maxine Gross, City Resident and former City Councilmember  
Dave Iannucci, Assistant Deputy Chief of Staff, County Executive's Office

# College Park Development Update

September 2014



**College Park Place - DSP-12034**  
8315 Baltimore Avenue  
**Status:** Building Permit Review

The first phase of College Park Place is located on the site of the former Koon's dealership and will contain a 157-room Courtyard by Marriott, 23,615 SF of retail, and a 275-space parking garage at its completion.

The developer, Keane Enterprises, submitted plans for a grading permit in February and is nearing approval to begin work on the site.

The retail portion of the project is slated to be anchored by CVS, while the developer is seeking dining options for the remaining spaces.



**College Park Place - DSP-12034-1**  
4700 Berwyn House Road  
**Status:** Approved Detailed Site Plan

An amendment to the first phase of the project, this development proposes a 7-story, 275-unit apartment building with up to 1,000 SF of retail.

The DSP was accepted for review on April 16th and was unanimously approved with conditions by the City Council on July 15th, while the County Planning Board also approved the DSP on July 17th.

The next step for the developer is to certify their plans and obtain building permits to move forward with a groundbreaking in 2015.



**Monument Village - DSP-06095**  
9122-9128 Baltimore Avenue  
**Status:** Building Permit Review

While Monument Realty awaits final approval to begin grading work on the 3.78-acre site, the developer completed the purchase of the site for \$4.2 million, or roughly \$25 per square foot, on July 17th.

The development is expected to begin in September or October and includes 235 apartments (185 one-bed or studios and 50 two-beds), 4,800 SF of ground floor retail, a 355-space parking garage, and pool.

A mid-2016 opening is anticipated for this long-envisioned project.

## Contact Info:

Michael Stiefvater  
Economic Development Coordinator  
(240) 487-3543  
mstiefvater@collegeparkmd.gov



A Smart Place to Live

# Development Spotlight



**The Hotel At The University of Maryland**  
Baltimore Avenue South of Paint Branch  
**Status:** Awaiting Detailed Site Plan Submission

The planned \$115 million hotel and conference facility across from the main gate to campus is expected to submit their Detailed Site Plan in the coming weeks. The development is currently scheduled to be reviewed by the County Planning Board on December 18th, while the City will weigh in on the plan in late November.

The Board of Public Works agreed to sell the 3.1-acre site for \$5.43 million to the University of Maryland College Park Foundation, which is negotiating a ground lease with the development team led by David Hillman of Southern Management.

Current plans call for a 13-story facility with 293 rooms, 20,000 SF of conference space, a cafe and upscale restaurant on the ground floor along with other retail, and a rooftop lounge overlooking campus.

**Terrapin Row - DSP-13025**  
Knox Road and Guilford Drive  
**Status:** Approved Detailed Site Plan

The redevelopment of the Knox Boxes took a major step towards becoming a reality, as developer Toll Brothers finalized its purchase of the property in August. Since then the apartments have been vacated in preparation for demolition and site work.

The final product will include a mix of apartments and townhomes with 445 units (+/-1,575 beds) split between seven buildings on the 6.20-acre site. The project is designed to meet LEED Silver standards.

The project will also feature 11,909-12,325 SF of retail, a 470-space parking garage, and a variety of community amenities including a pool, volleyball court, fire pits, fitness center, and internal living learning spaces.

The seven buildings will be organized around a pedestrian-oriented village green, while a grand staircase connects the development with the University campus.



# Current Development Projects

## Metropolitan College Park - DSP-03098

9091 Baltimore Avenue

Status: Approved Detailed Site Plan

The revised plan from Metropolitan Development Group received approval in December and includes 238 apartments, 45 townhomes, and 4,133 SF of retail on the 4.22-acre site.

A fine grading permit was applied for in July and construction on the townhomes is expected to begin in late 2014 or early 2015 with the apartments and retail following next summer.



## Landmark College Park - DSP-10028

7501 Baltimore Avenue

Status: Under Construction

Construction at the student housing site has topped out and is on track to finish by fall 2015.

When completed, the six-story building will house 829 students along with 13,844 SF of retail. Floorplans available include studios, 1-beds, 2-beds, and 4-beds ranging from \$899 to \$1,700 per person each month.



## TownePlace Suites - DSP-06018

9620-9624 Baltimore Avenue

Status: Approved Detailed Site Plan

The nearly \$6 million project by Baywood Hotels will consist of a 75-room extended stay hotel that will be operated by Marriott. Features include a fitness center and pool.

With their plan approved in December, construction is expected to begin later this year and take approximately twelve months.



## Riverdale Park Station - DSP-13009

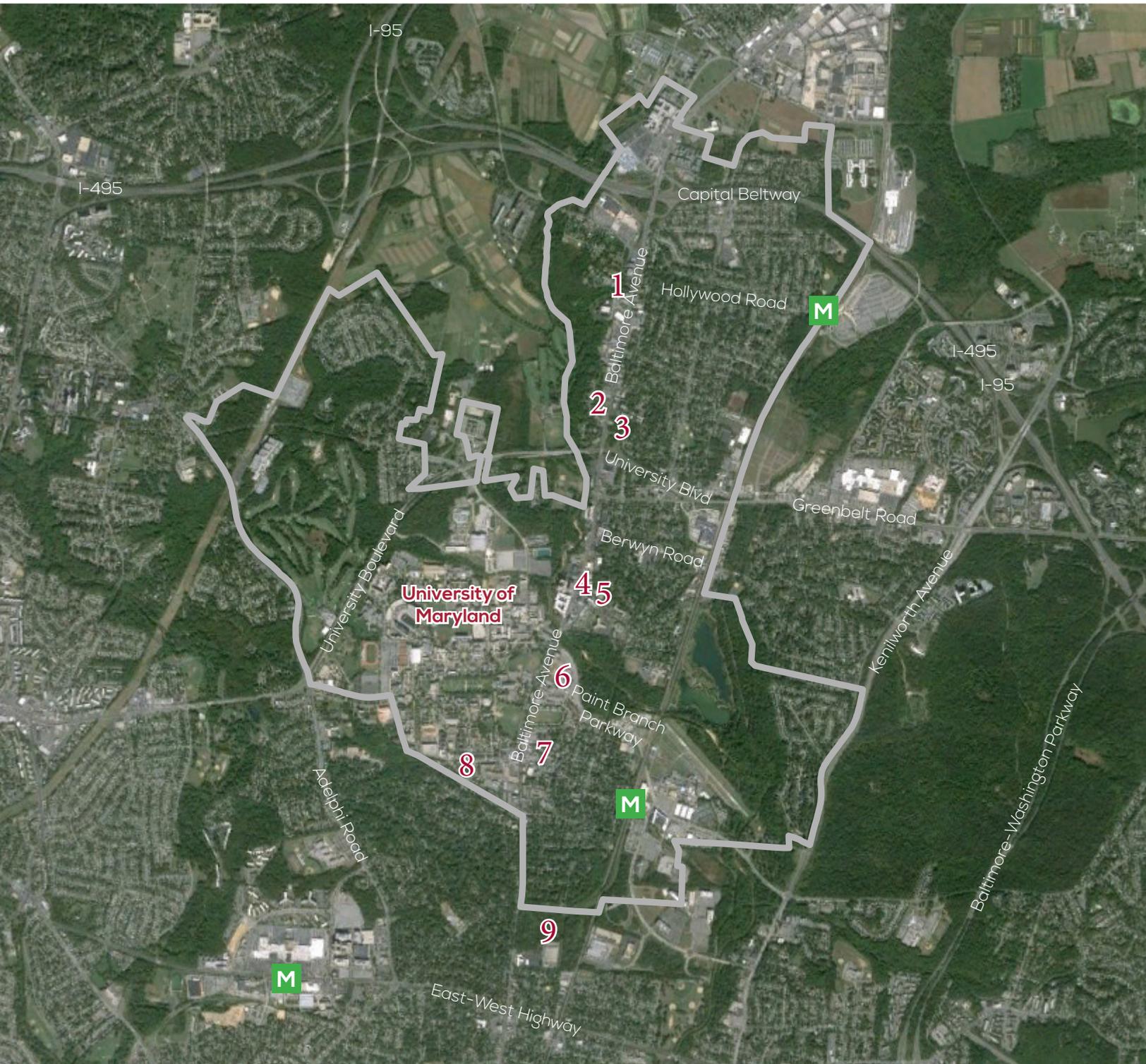
Baltimore Avenue in Riverdale Park

Status: Under Construction

The mixed-use project on 37.55 acres of land was approved by Prince George's County in 2013. The first phase includes a Whole Foods Grocery store, an additional 100,000 SF of retail, and 22,000 SF of office space. The second phase includes 981 residential units and a 120-room hotel.

Construction of the Whole Foods building is now well underway and on schedule to open in fall 2015.

# Development Map



- 1) **TownePlace Suites** - 9620-9624 Baltimore Ave
- 2) **Monument Village** - 9122-9128 Baltimore Ave
- 3) **Metropolitan College Park**- 9091 Baltimore Ave
- 4) **College Park Place Phase 1** - 8315 Baltimore Ave
- 5) **College Park Place Phase 2** - 4700 Berwyn House Rd

- 6) **University of Maryland Hotel** - Baltimore Ave
- 7) **Landmark College Park** - 7501 Baltimore Ave
- 8) **Terrapin Row** - Knox Rd and Guilford Dr
- 9) **Riverdale Park Station** - Baltimore Ave in Riverdale Park

## Submittal Period for WMATA Development Closes

After issuing a Joint Development Solicitation in April for three sites, including the College Park - University of Maryland station, the Washington Metropolitan Area Transit Authority received one bid by the close of the application window on July 11th.

The bid was submitted by Metropolitan Development Group, who is starting construction this winter on another housing project at 9091 Baltimore Avenue.

Their proposal calls for 500 residential units with 10,000 SF of retail on the 5.16 acre-site adjacent to the existing Metro and MARC and the future Purple Line.

WMATA previously pursued joint development on this site with the team of Fairfield Residential and Manekin for nearly a decade, but a final deal could not be made in the end and the arrangement was terminated in late 2013 to allow for this solicitation.

## Greenbelt Remains in the FBI Relocation Picture

After a lengthy review, the General Services Administration narrowed its search for a new FBI headquarters down to three sites in late July: Greenbelt, Landover, and Springfield.

The next step in the process includes a federal National Environmental Policy Act review and obtaining public comment on the finalists. The GSA expects to issue a request for proposals to find a development partner before making a final decision, which is anticipated to take place in early 2016.

The new headquarters will house 11,000 employees in a minimum 2.1 million square foot building that is estimated to cost \$2 billion to build.

Sites were required to be no more than 2 miles from a Metro station and 2.5 miles from the Capital Beltway.

## Multi-Family Development Nears Full Occupancy

As the first non-student apartment complex to open in College Park since Camden in 2007, The Domain's leasing efforts have been watched by a variety of parties interested in the demand for such product.

While leasing got off to a modest start after the initial units opened in the summer of 2013, the building recently reported that nearly all of its 256 units, which are a mix of one- and two-bedroom models, have been leased and there is now a waiting list for some of the apartment models.

With a location just steps from the University of Maryland campus, it should come as no surprise that the majority of residents are affiliated with the school, including faculty, staff, and students. However, there is also a sizeable group that are categorized as professionals unaffiliated with the university.

## College Park Lands County's First EB-5 Deal

Metropolitan Development Group made further headlines recently with their project at 9091 Baltimore Avenue, as the project became the first recipient of EB-5 foreign investment in Prince George's County.

The Immigrant Investor Program is a financing tool that allows foreign investors to acquire U.S. Green Cards in exchange for a minimum \$500,000 investment. Developments are required to create at least 10 full-time jobs per investor to qualify for this program. The Metropolitan development is expected to create 330 temporary and permanent jobs.

This specific project received roughly \$16.5 million of the \$63 million needed to finance it through this program. While this is a first for the County, it has been used in Maryland previously, included the Maryland Live! Casino in Hanover.