

Bowie State MARC Station Development Board

9/27/2011

The Honorable Ingrid M. Turner
Chair, Prince George's County Council
14741 Governor Oden Bowie Drive
Upper Marlboro, MD 20772

Dear Chair Turner:

On behalf of the Bowie State MARC Station Development Board, enclosed please find the Development Board's second quarterly status report submitted in accordance with the requirements of CR-5-2011 (DR-2). To date, the Development Board has held six meetings with the next monthly meeting scheduled for November 7, 2011. The Development Board remains committed to participating and moving forward in implementation of the Bowie State MARC Station Sector Plan project.

If you or your colleagues have any questions about the status report or would like a briefing on the Development Board's work to date, please do not hesitate to contact me at (301) 552-3000, Ext. 13 or at Boyd@BoydCampbell.com.

Sincerely,

A handwritten signature in blue ink, appearing to read "Boyd J. Campbell".

Boyd J. Campbell
Chairman
Bowie State MARC Station Development
Board

Enclosure



Bowie State MARC Station Development Board

QUARTERLY STATUS REPORT (July 2011 - September 2011)

TO: Prince George's County Executive
Prince George's County Council

FROM: Bowie State MARC Station Development Board

The Bowie State MARC Station Development Board comprises the following **members**:

Boyd J. Campbell, Development Board Chairman; Tomeka C. Bumbry, Prince George's County Council; Vanessa Akins-Mosley, M-NCPPC/Prince George's County Planning Department; Aubrey Thagard, Office of the County Executive; Stephen Paul, Prince George's County Redevelopment Authority; Troy Thompson, Prince George's County Revenue Authority; Joseph Hamlin, Prince George's County Office of Law; Gwen McCall, Prince George's County Economic Development Corporation; Dr. Karl Brockenbrough, Bowie State University; Timothy Adams, Bowie State University Foundation; Kenneth Glover, Dimensions Health Care; Andrew Scott, Maryland Department of Transportation; Diana Jackson, Maryland Department of Business and Economic Development.

The Bowie State MARC Station Development Board is assisted by the following **staff**:

Jackie Brown, Prince George's County Planning, Zoning, and Economic Development; Barbara Stone, Prince George's County Planning, Zoning, and Economic Development; Rajesh Kumar, Prince George's County Council; Robert J. Duffy AICP, M-NCPPC/Prince George's County Planning Department; Kierre McCune, M-NCPPC/Prince George's County Planning Department; Tamara Jovovic, M-NCPPC/Prince George's County Planning Department; Betty Smoot, M-NCPPC/Prince George's County Planning Department.

PURPOSE:

In accordance with the Bowie State MARC Station Development Board bylaws, 4.04.11, Article II (B) and Resolution CR-5-2011, the Board shall submit quarterly status reports to the County Council and the County Executive. The following report summarizes the tasks completed by the Board between July and September 2011.

STATUS REPORT AS OF OCTOBER 4, 2011:

In this quarter, the board continued to meet monthly, and meetings were typically held on the first Monday of each month, with the exception of some meetings that had been rescheduled to accommodate the schedules of board members. Meeting dates were July 11, August 8, and September 26, 2011. Most meetings were held in the County Administration Building, Committee Hearing Room 2027.

Several important milestones have been accomplished during this quarter and all meetings were subject to appropriate notification and are open to the public, as required by the Open Meetings Act. The following important milestones were accomplished:

Meeting 4 – July 11, 2011

- At the July 11, 2011 Board meeting, Mr. David Iannucci, Assistant Deputy Chief Administrative Officer for Economic Development and Public Infrastructure with the Office of the County Executive, briefed the board on the feasibility of relocating the Washington Redskins headquarters and training facility from Loudoun County, Virginia to the Bowie State MARC Station site. Mr. Iannucci indicated that an economic feasibility study will be commissioned by the Maryland Stadium Authority. The Board has requested regular updates from the Office of the County Executive regarding the study and any further information regarding use of the site.
- The Board drafted a six-month work program through December 2011. The work program will serve as a guide and ensure that the board advances its mission in a timely manner (see Attachment 1 – Six-month Timeline).
- M-NCPPC staff provided a presentation to the board regarding the purpose and objectives of convening a Technical Assistance Panel (TAP) through the Urban Land Institute's (ULI) Washington District Council. The ULI TAP program provides expert advice on complex land use and real estate issues, ranging from site specific projects to public policy questions. Panel members may include developers, investors, land-use attorneys, designers, planners, engineers, market

and financial analysts, as well as members of the public and nonprofit sectors. Following discussion, the Board convened a subcommittee, comprising several board members and staff, as well as Mr. Joe Meinert with the City of Bowie Planning and Economic Development Department, to draft a proposal for the ULI TAP (see Attachment 2 - Proposal) to assist the Board with formulating its recommendations. The first draft of the ULI TAP proposal was reviewed and approved by the Board and submitted to ULI for consideration.

Meeting 5 – August 8, 2011

- Chairman Campbell announced the resignation of Board Member Timothy Adams representing the Bowie State University Foundation. The board is currently awaiting an official letter of resignation and will be notified of his replacement.
- The Board's ULI TAP subcommittee presented a revised draft of the proposal to the Board. The Board approved the revised draft of the proposal and voted to enter into an agreement with ULI for the Technical Assistance Panel. The cost of the TAP would not exceed \$15,000, and would be covered by funds budgeted for the Bowie State MARC Station Development Board implementation initiative.
- The ULI TAP is scheduled for October 17-18, 2011 at Bowie State University's, J. Alexander Wiseman Student Centre. The two-day event will include a site tour of the study area, briefings, work sessions, and a presentation of recommendations to the Board, key stakeholders and the public (see Attachment 3 - Agenda).

Meeting 6 – September 26, 2011

- The Board reviewed a draft of a briefing book for the ULI TAP. The briefing book provides a summary of existing land use, demographic, transportation and other conditions relevant to the study area, and will be provided to the TAP to assist with their work during the two-day event.
- Board and staff members Aubrey Thagard, Josh Hamlin, and Rajesh Kumar provided a briefing on the county's land disposition process for surplus and county-owned property.

Bowie State MARC Station Development Board

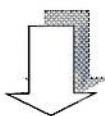
July 11, 2011

SIX-MONTH ACTIVITY TIMELINE

DRAFT – For Discussion Purposes Only

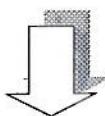
JULY

- Report on Washington Redskins training facility feasibility study
- Report on County's legislated process, procedures and authorities associated with the leasing or sale of public property
- Review and approval of Urban Land Institute (ULI) Technical Advisory Panel (TAP) proposal
- Review and approve six-month work program
- Convene subcommittee to prepare Request for Information and/or Qualifications (RFI/RFQ)



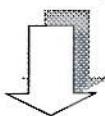
AUGUST

- Update on Washington Redskins training facility feasibility study
- Update on October ULI TAP program
- Report from RFI/RFQ Subcommittee – Preliminary RFQ/RFI outline of structure and content



SEPTEMBER

- Approve second Progress Report for submission to County Council
- Report on Washington Redskins training facility feasibility study



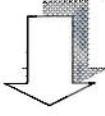
OCTOBER

- Presentation of preliminary ULI TAP conclusions and recommendations
- Report from RFI/RFQ Subcommittee – Preliminary draft of RFQ/RFI



NOVEMBER

- Review final ULI TAP report
- Report from RFI/RFQ Subcommittee – Final draft of RFQ/RFI



DECEMBER

- Approve final RFQ/RFI for submission to the County Council
- Approve third Progress Report for submission to County Council

2010 Bowie State MARC Station Sector Plan and Sectional Map Amendment (SMA)

PROPOSAL

Submitted by

Bowie State MARC Station Development Board

and

The Maryland-National Capital Park and Planning Commission

Prince George's County Planning Department

to the

Urban Land Institute – Washington District Council

for

Technical Advisory Panel (TAP)

Assistance

Revised August 2011

Introduction

The Bowie State MARC Station Development Board (the Board), working in collaboration with the Prince George's County Planning Department of the Maryland-National Capital Park and Planning Commission, is seeking the assistance of an Urban Land Institute-Washington District Council Technical Advisory Panel (TAP). The following provides background information on the proposal and outlines the Board's questions for the TAP.

2010 Bowie State MARC Station Sector Plan

The Prince George's County Council, acting as the District Council, approved the Bowie State MARC Station Sector Plan and Sectional (Zoning) Map Amendment (SMA) on January 10, 2010 (*see Attachment 1*). The Plan was prepared through a comprehensive public participation process that involved the administration, faculty and students of Bowie State University, the City of Bowie, community residents and businesses, and county and state agencies.

The Plan's vision for the Bowie State University and Maryland Area Regional Commuter (MARC) station area "is a close-knit community consisting of many diverse residential neighborhoods, an expanded and improved world class educational institution at Bowie State University (BSU), and high quality office and research park facilities, all oriented around a vibrant and active community center. The Bowie State MARC Station area offers residents, students, workers, and visitors with retail options, attractive parks and open spaces, trails, multiple transportation modes, public safety, and other public facilities." A summary of the approved plan's recommendations is provided by the enclosed illustrative plan brochure (*see Attachment 2*).

The planning area consists of 3.6 square miles in northeastern Prince George's County. It comprises the properties within approximately one-mile of the MARC station and includes key properties that have development, redevelopment and conservation potential. The sector plan project area is bounded by the

Patuxent Research Refuge to the north, the Potomac Electric Power Company (PEPCO) easement to the west, the City of Bowie border to the south, and the Patuxent River to the east (see *Attachment 3*).

To protect the rural character of the broader community, the primary land use and economic development focus of the Plan is a 219-acre tract of land owned by Prince George's County. Building on the 2006 Bowie and Vicinity Master Plan, the Plan's recommendations for the County property are organized into three distinct areas (see *Attachment 4*) that, along with several smaller privately-owned properties, will form a new "community center" (see text box) and an extension of the Bowie State University campus. The community center consists of the land directly north of the MARC station and includes the station and its northern parking lot.

Based on their market orientation, intensity of development, and density, the 2002 *Prince George's County Approved General Plan* defines three types of development "centers" in the County. Of the three types, "community centers" have the lowest concentrations of activities, services and land uses and are targeted towards those communities immediately surrounding them. They typically include a variety of public facilities and service-integrated commercial, office, and residential development and should be served by mass transit.

Community Center Development Program

The following is a summary of the recommended development programs for each of the three areas: Village Center, North Village, and the Bowie State MARC Office and Research Campus.

Village Center

The Village Center, the core of the community center located adjacent to the MARC Station, is attractive to new businesses and suited to student needs. The center contains a small grocery store and a cluster of neighborhood-oriented retail to serve students and faculty, attract residents from the larger Bowie area, and provide a convenient retail amenity to MARC commuters. Old Jericho Park Road, which links the community center to the university, acts as the center's "main street" and primary focus area. An extensive variety of residential options are provided in the Village Center, including townhomes, live-work units, age-qualified or assisted living facility, graduate/student family housing, as well as multifamily buildings, and apartments located over retail. BSU campus uses are integrated into the Village Center, providing for a convocation center, student and community fitness center, and range of academic or university office, classroom, or research uses. These uses remain flexible to accommodate the specific needs of the university at a later time. Flexible office incubator space for start-up companies has been planned for the Village Center to promote university research and business opportunities in the open market. The plan also provides BSU with the opportunity to establish a small hotel and meeting center for university guests and conferences.

The program for the Village Center contains the following:

- 55,000 square feet of retail (includes 20,000 square-foot grocery store).
- 45,000 square feet of office.
- 75,000 square feet for the university convocation center (includes conference center and hotel).
- 65,000 square feet for a university fitness center.
- 200,000 square feet for university flex space (classrooms, academic offices, laboratories, etc.).

- 221,000 square feet (209 units) of multifamily residential (includes 46,000 square feet (54 units) of multifamily above retail).
- 157,500 square feet (175 units) for university graduate and student family housing.
- 106,250 square feet (125 units) for age-qualified/assisted-living facility.
- 12 live-work units.
- 106 townhouses.

A new consolidated transit center and commuter parking facility is located near the MARC station entrance on the western side of the tracks at the Village Center. The enhanced MARC Station is relocated approximately 800 feet to the east of the current location and aligned with a new connector underpass street between the community center and the university. This new location allows the station to serve as a gateway to the “main street” and creates a direct physical connection to the university’s Loop Road and campus. It also positions the station in the middle of the proposed MARC surface parking area. A new consolidated transit center adjacent to the station services will expand local and regional bus services, encouraging university students, faculty, staff, and area residents to utilize mass transit.

North Village

North Village is a predominantly residential area supporting the mix of uses in the Village Center. It comprises townhouses and single-family homes with a majority of these residences available for faculty, staff, graduate, and married-student housing. Higher density townhomes and smaller single-family lots are located closer to the Village Center with progressively larger single-family lots at the periphery of the neighborhood. North Village features direct access to the university with a pedestrian bridge over the MARC tracks. Similar to the Village Center, it is expected that these buildings would frame a public realm and face towards streets with parking located to the rear.

The program for the North Village contains the following:

- 78 townhouses.
- 39 small single-family lots (42' average width).
- 31 large single-family lots (65' average width).

Bowie State MARC Office and Research Campus

The Bowie State MARC Office and Research Campus fulfills an objective of the sector plan to serve as a revenue generator for BSU and to provide superior educational opportunities for BSU students while enhancing the economic base of the county. The office and research campus, with a total employment of approximately 500, is composed of a Class-A office facility and laboratory school with state-of-the-art architecture and sustainable building elements. The office component is suitable for one large or several moderately sized federal, state, or county government agencies that mandate secure facilities and whose missions prevent them from co-locating with other uses. Its proximity to the MARC Station and Village Center, which offer office workers a variety of transportation options and amenities, in conjunction with its relative proximity to the state capital in Annapolis and the nation’s capital in the District of Columbia, make the campus a particularly attractive location for state or federal government agencies. All other office uses in the community center that do not require special security features are integrated into the Village Center, with the highest densities concentrated at the MARC station. The laboratory school component provides an

enhanced and accessible learning experience for BSU students enrolled in the Department of Education and Leadership program by providing hands-on training opportunities. The school also provides a specialized learning environment for Prince George's County students enrolled in K-12. Night classes are also offered at the laboratory school for Prince George's County adults with learning disabilities.

The program for the Bowie State MARC Office and Research Campus contains:

- 150,000 square feet of office space.
- 10,000 square feet for the laboratory school.

As a result of the three area programs, the following is a total program for the community center:

- 55,000 square feet of retail (includes 20,000 square-foot grocery store).
- 195,000 square feet of office space.
- 10,000 square-foot laboratory school.
- 75,000 square-foot university convocation center.
- 65,000 square-foot university fitness center.
- 200,000 square feet of university flexible space (classrooms, academic offices, laboratories, etc.).
- 221,000 square feet (209 units) of multifamily residential (includes 46,000 square feet—54 units—of multifamily above retail).
- 12 live-work townhouses.
- 157,500 square feet (175 units) for university graduate and student family housing.
- 106,250 square feet (125 units) for age qualified/assisted living facility.
- 184 townhouses.
- 136 small single-family lots (42' average width).
- 87 large single-family lots (65' average width).

To realize this vision, the plan recommends the use of the Mixed Use-Transportation Oriented (M-X-T) Zone for the entire community center. The M-X-T Zone is imposed as the closest mixed-use zoning technique currently available to the county to adequately implement the vision of the sector plan. If more appropriate mixed-use zoning tools and techniques are developed that will more adequately implement the goals and vision for this plan, consideration should be given to rezoning of the area identified for the future mixed-use zoning tool. Land outside the community center area—but located within the larger project boundary—will remain in its current land use and zoning classifications. New development in these areas will be subject to the design guidelines outlined in Chapter 5 of the Plan and should be compatible with existing development and the significant natural features of the site. In addition to the design guidelines, the Plan includes strategies to protect established residential neighborhoods, natural features, and landmarks within the larger project boundary, as well as to promote a thriving center at the MARC station.

uses? What is the feasibility of private sector office space development that can also serve the needs of the University, including future academic offices, classrooms and laboratories? Are there successful local and regional examples? Would a government office (federal, state, or county) tenant be important to enhancing the feasibility of private office development?

5. The Plan defines the potential for the community center to provide space for a number of facilities that will serve the university student body, including a convocation center and fitness facility. What will be the feasibility for these facilities as potential joint University and private sector development projects? Will these facilities add value to the short and/or long range phases of development of the community center?
6. The Plan also proposes the addition of supporting retail, hospitality, and related space, including a 20,000 sq. ft. grocery store. How should supporting retail space be addressed as part of a phasing plan for the community center development? Will there be short-term potential for vertical mixed retail and residential development? At what phase in the development program should a grocery store be considered? When and what type of hotel development will be feasible for the community center development?

Supporting Infrastructure

1. Significant public and private investments in infrastructure improvements will be necessary to support the plan's development objectives. Many of those investments are identified by the Plan's Action and Phasing Plan (see pages 114-118). Which infrastructure investments will need to proceed and/or be concurrent with the initial phases of development? Which infrastructure investments should be funded by the public sector, private developers and/or the University? What will be the appropriate funding mechanisms to support infrastructure investment to support short- and long-range development?
2. The Plan recommends a number of improvements to the MARC station facility to increase accessibility and safety, support growth in transit ridership and intermodal connections, enhance the station's physical appearance and environment, and provide physical and visual connections between the University and the future community center. What, if any, are the opportunities for joint MARC and private development? If there are opportunities for joint development, how can those opportunities leverage station revitalization and improvements? How should those opportunities be pursued as part of the overall development phasing plan?

Public-Private Partnerships

1. The Development Board will advise the County Council on the future disposition of the property that is proposed for development as a mixed-use community center. The Board is considering the structure of a RFI and/or RFQ. What alternative structures and approaches should the Board consider in terms of issuing an RFI or RFQ? Should the Board consider issuing an RFI or RFQ for a master developer or for separate developers for each phase?

**BOWIE STATE MARC STATION
URBAN LAND INSTITUTE WASHINGTON DISTRICT COUNCIL
TECHNICAL ASSISTANCE PANEL AGENDA - DRAFT**

DAY ONE: Monday, October 17, 2011

Bowie State University, Thurgood Marshall Library, Conference Room, 2nd Floor

| | | |
|------------|---------------------------------------|---|
| 12:30 p.m. | Welcome and Introductions (Luncheon): | <i>Council Chair Ingrid Turner Chairman Boyd Campbell</i> |
| | Sector Plan Presentation: | <i>Planning Department Staff</i> |
| 2:00 p.m. | Site Tour | <i>Technical Assistance Panel Development Board (optional) Planning Department Staff Other Invitees</i> |
| 4:00 p.m. | Sponsor Briefing: | <i>Planning Department Staff Other Invitees</i> |
| 6:00 p.m. | Panel Debriefing (Dinner Off-Site): | <i>Technical Assistance Panel</i> |

DAY TWO: Tuesday, October 18, 2011

Bowie State University, Thurgood Marshall Library, Special Collections Room, 2nd Floor

| | | |
|------------|---|--|
| 9:00 a.m. | Discussion of Panel Objectives (Breakfast): | <i>Technical Assistance Panel</i> |
| 9:30 a.m. | Panel Worksession: | <i>Technical Assistance Panel</i> |
| 12:30 p.m. | Working Lunch | <i>Technical Assistance Panel</i> |
| 5:00 p.m. | Presentation of Summary Recommendations/Q&A: | <i>Council Chair Ingrid Turner Technical Assistance Panel Development Board Planning Department Staff Other Invitees</i> |
| 6:30 p.m. | Adjourn | |