



# Bowie State MARC Station Development Board

## QUARTERLY STATUS REPORT

(April 2012 - June 2012)

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Prepared for the:

PRINCE GEORGE'S COUNTY EXECUTIVE and

PRINCE GEORGE'S COUNTY COUNCIL

Submitted: July 15, 2012

## **PURPOSE:**

In accordance with the Bowie State MARC Station Development Board bylaws, 4.04.11, Article II (B) and Article VII, as well as County Council Resolution CR-5-2011, the Bowie State MARC Station Development Board (hereafter referred to as the "Board") shall prepare and present quarterly status reports to the County Council and the County Executive, detailing the Board's work and accomplishments. This quarterly report summarizes the tasks worked on and actions items completed by the Board between April and June 2012.

### **Meeting Agendas and Minutes:**

The board's bylaws also require an agenda for each meeting as well as the recording of minutes, as described in Article VI (C) and VI (H) of the bylaws. The agenda is distributed to board members at least seven days prior to each meeting, along with the previous month's meeting minutes for review. Minutes are approved by board members by a majority vote at the subsequent months' meeting. The approved agendas and minutes for April and May 2012 are attached (Attachment A). The Board did not meet in the month of June.

## **STATUS REPORT AS OF JUNE 30, 2012:**

In this quarter, the meeting dates were April 2<sup>nd</sup> and May 7<sup>th</sup>; both meetings were held in Upper Marlboro at the Lakeside Offices of Maryland-National Capital Park and Planning Commission.

Several important milestones and tasks have been accomplished during this quarter as the Board continues to move forward with its charge of implementing recommendations set forth and approved in the Bowie State MARC Station Sector Plan. The following key action items have been accomplished to-date or will continue to be a part of the Board's work plan into the next quarter.

### **Working Principles for a Potential Master Developer**

At its April meeting, the Board revisited the working principles, originally reviewed in January, to be used to help guide the direction of future development on the county-owned property, and will be utilized during

an RFQ or RFP process for the selection of a Master Developer, to ensure that all objectives of the development are expressed (see Attachment B).

### **Prince George's County Land Disposition Process**

In the May meeting, Mr. Floyd Holt, Deputy Director with the County's Office of Central Services (OCS) provided an overview of the County's land disposition process as it pertains to county-owned properties. This insightful presentation and discussion provided gave the Board timelines to consider as it moves forward with its charge. The potential role that Maryland Economic Development Corporation (MEDCO), the Prince George's County Redevelopment Authority and the County's Revenue Authority could play in the property disposition and development process were also discussed.

### **Washington Redskins Relocation and Feasibility Study**

At the May meeting, the Board was joined by Mr. David Iannucci, Assistant Deputy Chief Administrative Officer for Economic Development and Public Infrastructure, whom has been working with the Maryland Stadium Authority and its feasibility study of the Washington Redskins training facility relocation. The study had been completed by the consultant team as of the date of this meeting, but a final report had not yet been released to the public. Mr. Iannucci summarized several conclusions from the study.

- There would be a significant economic impact for the county that would result from relocating to the county-owned property, up to an estimated \$70 million, in addition to significant tax revenue gains, nearly \$6 million.
- The site would be able to accommodate both the proposed sector plan's recommended community center development program and the Washington Redskins headquarters/training facility, with minor revisions.
- The training center relocation would serve as a catalyst for future development of the community center.
- If the Redskins continue to show interest in the site upon review of the study, next steps would include a Phase II study and a detailed traffic analysis.

\*At the date of this quarterly status report, the Redskins had since released an official statement that they would be relocating the training facility to Richmond, Virginia.

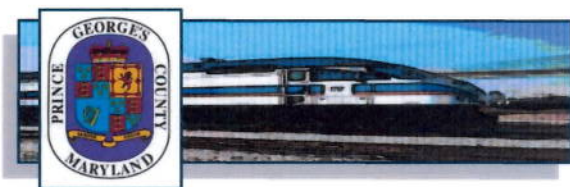
## **Request for Qualifications for Topographical/Boundary Survey and Phase 1 Environmental Assessment**

The Maryland-National Capital Park and Planning Commission released a Request for Proposals (RFP) to five current on-call contractors to conduct a Topographical and Boundary survey as well as a Phase 1 Environmental Assessment of the county-owned property. The selection of a contractor is expected by mid-June in order to ensure that the contract is in place by the end of the fiscal year.

## **ATTACHMENT A:**

Meeting Minutes and Agenda for April 2, 2012

Meeting Minutes and Agenda for May 7, 2012



## Bowie State MARC Station Development Board

April 2, 2012  
1:30 p.m. – 3:00 p.m.

### AGENDA

- I. Welcome/Administration
  - Boyd Campbell, Chairman
- II. Review and approval of March 5, 2012 meeting minutes
  - Boyd Campbell, Chairman
- III. Introduction of Guest: Mr. Floyd E. Holt, Deputy Director, Office of Central Services
- IV. Next Steps/Other Business
- V. Adjournment

NEXT MEETING: May 7, 2012, 1:30 p.m., 2nd Floor, Room 2027



BOWIE STATE MARC STATION DEVELOPMENT BOARD  
M-NCPPC – Lakeside Offices, 14422 Old Mill Road  
Upper Marlboro, MD  
Meeting 11: 4/2/12  
1:30 p.m. – 3:00 p.m.

Member Attendees: Boyd Campbell (Board Chairman), Vanessa Akins, Josh Hamlin, Gwen McCall, Stephen Paul, Troy Thompson, Dr. Richard Lucas, Tomeka Bumbry

Staff Attendees: Council Member Ingrid Turner, Jackie Brown, Barbara Stone, Robert Duffy, Tamara Jovovic, Betty Smoot

Other Attendees: Joe Meinert (City of Bowie), Barbara Richman (NAI Michael)

In order according to the agenda:

- I. Welcome/Administration
  - a. The meeting began with a welcome from the Chairman.
- II. Review and approval of March 5, 2012 minutes
  - a. The minutes were approved by the Board with no further discussion or amendments.
- III. Introduction of Invited Guest: Mr. Floyd Holt, Prince George's County Office of Central Services
  - a. Mr. Holt was unable to attend the meeting, but Gwen McCall will follow up with him to attend an upcoming meeting.
- IV. Discussion and Review of Working Principles (Originally discussed in 1/18/12 board meeting)
  - a. This draft set of principles shall be used to help guide the direction of development of the county-owned property and will be issued in the RFP when soliciting for a Master Developer. Staff utilized the best practices research, the ULI TAP report, and the Bowie Master Facilities Plan to ensure that all key elements of the development will be addressed. As a working document, the Board agreed that these principles should be revisited occasionally as important action items occur, in order to ensure that all objectives of the development are expressed to a Master Developer. The following revisions will be made to the Principles:
    - An additional goal will be added to reflect the expected short- and especially long-term return on investment and fiscal benefit of the development for the county.
    - "*Promotes Transit-Oriented Development*" should be expanded to include other modes of transportation so that the development is not confined to the MARC station.
    - Under "*Enhances Connectivity in Northern Prince George's County*" there should be a reference of neighboring jurisdictions along transit lines and connections, such as Anne Arundel County and the District of Columbia.
    - There should be an emphasis that this property is county-owned, which makes it an entirely atypical and unique development. The solicitation for a Master Developer should

emphasize this fact, and also place an emphasis for public-private partnerships to occur to increase chances of domino development in the area. The Master Developer would play a critical role in gathering key players in the partnerships, to include landowners of nearby parcels.

V. Next Steps/Other Business

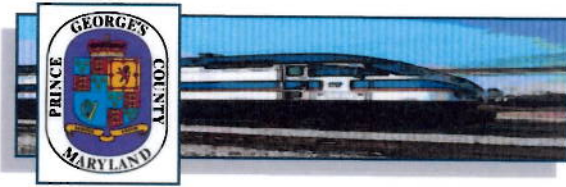
- a. An RFQ to solicit contractors to complete the land survey and Phase I Environmental Assessment has been prepared and is currently under review by M-NCPPC procurement staff. It is expected to be released to current qualified commission contractors by the end of the week. It is anticipated that the work will be concluded within 45 days of release. It is expected that upon completion of this work, the contractors will be able to inform the Board as to the exact amount of developable land.
- b. As the Maryland Stadium Authority nears completion of the Redskins feasibility study, the board will invite the Authority and/or its consultant team to present the findings of the study at an upcoming meeting. Upon receipt of the study, the board will be able to move forward with conducting an economic impact analysis.
- c. To end the meeting, the Chairman and Vanessa Akins thanked board members and staff for their continuous hard work thus far, and reiterated the importance of the work being done now, in order to realize the type of development it wishes to see.

VI. Adjournment

- a. Meeting adjourned at 2:38 p.m.

NEXT MEETING: Monday, May 7, 2012 at 1:30 p.m. at M-NCPPC Lakeside Offices, Jane Jacobs Conference Room





## Bowie State MARC Station Development Board

May 7, 2012  
1:30 p.m. – 3:00 p.m.

### AGENDA

- I. Welcome/Administration
  - Boyd Campbell, Chairman
- II. Review and approval of April 2, 2012 meeting minutes
  - Boyd Campbell, Chairman
- III. Presentation: Prince George's County land disposition process
  - Guest: Mr. Floyd E. Holt, Deputy Director, Office of Central Services
- IV. Update on Topographical/Boundary Survey and Phase I Environmental Assessment
- V. 2013-2016 Bowie State MARC Station Implementation Vision Update
  - Guest: Mr. David Iannucci, Office of the County Executive
  - Guest: Mr. Thomas Himler, Office of the County Executive
  - Guest: Chairman Betty Hewlett, Prince George's County Planning Board
  - Guest: Dr. Fern Piret, Prince George's County Planning Department
- VI. Next Steps/Other Business
- VII. Adjournment

NEXT MEETING: June 4, 2012, 1:30 p.m.

**BOWIE STATE MARC STATION DEVELOPMENT BOARD**  
M-NCPPC – Lakeside Offices, 14422 Old Mill Road, Upper Marlboro, MD  
Meeting 12: 5/7/12  
1:30 p.m. – 3:00 p.m.

**Member Attendees:** Boyd Campbell (Board Chairman), Vanessa Akins, Josh Hamlin, Gwen McCall, Stephen Paul, Dr. Richard Lucas, Jerry Sanford, Aubrey Thagard, Tomeka Bumbry

**Staff Attendees:** Jackie Brown, Barbara Stone, Robert Duffy, Tamara Jovovic, Betty Smoot

**Other Attendees:** Council Member Ingrid Turner, Floyd Holt (Guest Speaker, Office of Central Services), Dr. Fern Piret (Guest Speaker, M-NCPPC), Betty Hewlett (Guest Speaker, Prince George's County Planning Board), David Iannucci (Guest Speaker, Office of the County Executive), Barbara Richman (NAI Michael), Derick Berlage (M-NCPPC)

**According to the agenda:**

- I. Welcome and Introductions
  - a. The meeting began with a welcome from the Board's Chairman.
- II. Presentation: Prince George's County Land Disposition Process
  - a. Mr. Floyd Holt, Deputy Director with the County's Office of Central Services (OCS) provided an overview of the process as it pertains to county-owned property.
    - i. The County Executive determines whether to sell or dispose of county-owned property that has been deemed surplus.
    - ii. Once the property is determined surplus, a resolution is drafted and presented to the county's Office of Law for legal sufficiency. The resolution is then transmitted to County Council for action. There is a public hearing, review by a Council committee, and then formal action by the Council.
    - iii. The property must first be offered to the Washington Suburban Sanitary Commission (WSSC), M-NCPPC, the State of Maryland, or any jurisdiction in which it lies. They are allowed 30 days to express interest in the property.
    - iv. OCS will then hold the property for 30-60 days to determine the proposed use and whether there is substantial means to maintain the property.
    - v. If there is no expressed interest from one of the governmental entities, then it may be offered to the general public for private interest (i.e. developers).
    - vi. If the property does not sit within a specific municipality, the County Executive has the right to offer it to adjacent private property owners at fair market value.
    - vii. Fair market value determination begins with an appraisal, but can also be determined by what a willing buyer and seller negotiates to be fair. The OCS will generally average the two appraisals that are within 5-7 percent range of each other.

- viii. The County Executive has the benefit of determining reasonable public benefit/purpose.
- ix. If there is an interest in pursuing a public/private partnership by the County Executive, the OCS is not involved in the future disposition of the property. OCS would ensure the participation of minority businesses contractors in the selection of contractors.
- x. The development board could present a plan for the property to the County Executive for consideration. If he approves, he would present the plan to council for approval.
- xi. The property can also be directly transferred to another agency, such as the Redevelopment Authority, MEDCO, or Revenue Authority. Many of these agencies were created to expedite the disposition process.
- xii. The board may wish to consider the potential roles that the agencies would play in the development process.
- xiii. A ground lease, such as that in place at the Boulevard, could be an alternative for board consideration and could also consider the lessons learned here.
- xiv. The Board may wish to consider economic development demand and activity within the region.
- xv. Although MEDCO, Revenue Authority, or Redevelopment Authority would be able to effectively manage the disposition process, they do not have the revenue flow.
- xvi. It is also essential to determine the best fit, in terms of which agency could formulate the best package for moving forward development of the site.
- xvii. MEDCO is possibly the most experienced agency on public/private partnerships. They would be able to help with studies (feasibility) but would not bring the developers (funding).

### III. Review and approval of minutes

- a. The minutes were approved by the board with no further discussion.

### IV. Update on Topographical/Boundary Survey and Phase I Environmental Assessment

- a. Two potential contractors responded to the Request for Quotations. A final selection has been made and staff is currently in contract negotiations. It is expected that the contractor will be proceeding with the work program before the July Board meeting.

### V. Washington Redskins Relocation Feasibility Study

- a. This item was added to the agenda as Mr. David Iannucci was present at the Board meeting and able to provide an update on the economic and market analysis that would help determine the feasibility of attracting the Redskins headquarters and training facility to the county-owned property.
  - i. The County split the cost of the study (\$25,000) with the Maryland Stadium Authority, which hired a consultant team to conduct the study.



- ii. A preliminary report has been completed but has yet to be released.
- iii. Summary of study conclusions:
  - 1. The team's current training facility in Loudoun County, Virginia is considered outdated.
  - 2. There would be significant economic impact that would result from relocating to the county-owned property (approximately \$70 million with various scenarios)
  - 3. There would be significant tax revenue gains (approximately \$6 million).
  - 4. Income tax revenue would come from players, as they are strongly encouraged to live within a reasonable distance of the training facility (if late for practices, there are significant fines imposed, typically \$10k).
  - 5. The county would be able to accommodate the highest paid player to the rookie looking for a luxury apartment.
  - 6. The study did not include an environmental or transportation analysis.
  - 7. It was found that the site would accommodate both the proposed sector plan's recommended community center development program and the headquarters/training facility, with minor revisions.
  - 8. The training facility would help jumpstart the remainder of the development.
  - 9. The Redskins has acknowledged receipt of the study. If they continue to express interest, a more detailed Phase II study would be necessary.
  - 10. The county is prepared to split the cost of the phase II study, which would cost approximately \$250k.
  - 11. A phase II environmental survey could cost from \$100-150k and the same for a traffic analysis.

VI. Bowie State MARC Station Implementation Update – 2013-2016

- a. Guest Speakers included Council Member Ingrid Turner, David Iannucci, Elizabeth Hewlett, and Dr. Fern Piret. The speakers were invited to provide an overview of the Planning Board, County Executive, and Councils positions on the future of the county-owned property.
  - i. There was \$300k put in the budget for the sector plan implementation, with the expectation that these funds would be encumbered. Although they were not, all parties involved were able to ensure that the funds would be kept and the work on the sector plan implementation could continue into 2013 fiscal year.
  - ii. There is still support for the vision of the sector plan, but there is concern about marketability of the project.
  - iii. The County Executive has indicated that the board should be diligent and proceed as expeditiously as possible.
  - iv. Although there may be no immediate market demand for the project due to the economy, the long-term opportunities still exist.

- v. The Board should ensure that it is utilizing and working with all key players, such as the city of Bowie and adjacent property owners.
- vi. Regardless of the future of the Redskins facility, the development should have a phased approach.
- vii. Chairman Campbell stated that the Board should ensure that it does not miss an important opportunity. It should be cautious but move at a steady pace as well.
- viii. Councilmember Turner stated that the Board needs to begin seeking funding for short-term implementation projects, so that people can begin to see that something is happening near and around the university.
- ix. The Board should identify priorities for the next few years.
- x. A timeline of next steps would also be beneficial. The implementation and predevelopment subcommittee can work on this.
- xi. Once the development program is determined, the developer could conduct the traffic analysis. The sector plan includes a traffic analysis but an updated analysis will need to be completed that includes the entire development program, including the Redskins training facility.

VII. Next steps/other business

- a. It is anticipated that further updates from the environmental assessment and land surveys will be provided in the July meeting.
- b. The next meeting will be held on Monday, July 9 at 1:30 p.m.

VIII. Adjournment: The meeting was adjourned at 3:04 p.m.



## **ATTACHMENT B:**

Working Principles Prepared for RFQ/RFI for Master Developer

## **Working Principles DRAFT Prepared for RFQ/RFI for Master Developer**

4.2.12

### ***Recognizes the Importance of Public-Private Partnerships***

- It is a priority for the County to realize the highest economic return and positive fiscal impact. To achieve this goal, the County will consider entering into a long-term public-private partnership to manage future development.
- The successful implementation of the development, including the phasing and financing of key infrastructure improvements, will require close coordination between the master developer, the county, and the Bowie State MARC Station Development Board.

### ***Supports Bowie State University's Vision and Master Plan***

- The development respects Bowie State University's campus facilities master plan and vision and accommodates complementary uses such as faculty, graduate and family housing, class-A office, and spin-off business and research institutes.

### ***Complements Old Town Bowie***

- The development respects the City of Bowie's vision for a revitalized Old Town Bowie and incorporates uses, such as neighborhood-oriented retail and restaurants that complement rather than compete with the historic downtown.

### ***Advances County Goals***

- The development advances the county's priorities to promote economic and transit-oriented development.

### ***Serves as a Model Sustainable, Mixed-Use Community in Prince George's County***

- The development treats its surrounding environmental setting as an asset rather than an obstacle.
- The development's sustainable design reflects best practices and innovative thought in implementing pedestrian-friendly, transit-oriented development.
- The development incorporates a complementary mix of uses that encourage walkability.

### ***Promotes Transit-Oriented Development***

- The development capitalizes on and encourages the use of an important, but underutilized transportation asset—the Bowie State MARC station.
- The master developer collaborates with the Maryland Transit Administration to ensure the proposed mixed-use center is coordinated with the agency's long-term goals for the station.
- The development should encourage use of other modes of transportation, such as Metrobus and TheBus.

### ***Enhances Connectivity in Northern Prince George's County***

- The development is integrated with the University and the broader Bowie community through a system of pedestrian and bicycle trails, sidewalks, and transit.
- The development serves as a new transit hub improving transportation options between the City of Bowie, City of Laurel, Anne Arundel County the District of Columbia, and other nearby destinations.

### ***Creates New Employment, Learning, and Recreational Opportunities***

- The development generates new employment, internship, and learning opportunities for county residents and Bowie State University students.
- The development's environmental setting creates opportunities for new trails and passive or active recreational amenities.

***Phased and Flexible***

- The development recognizes the variable nature of current and anticipated market dynamics and proposes appropriate phasing strategies and a range of potential development scenarios.