



Bowie State MARC Station Development Board

QUARTERLY STATUS REPORT

(January 2012 - March 2012)

Prepared for the:

PRINCE GEORGE'S COUNTY EXECUTIVE and

PRINCE GEORGE'S COUNTY COUNCIL

March 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 completed by the Board between January and March 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 in the subsequent months' meeting. The approved agendas and minutes for January and March 2012 are attached. (Attachment A)

STATUS REPORT AS OF MARCH 15, 2012:

In this quarter, the meeting dates were January 18th and March 5th; both meetings were held in Upper Marlboro at the County Administration Building, 2nd floor, Committee Hearing Room 2027.

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.

Washington Redskins Relocation and Feasibility Study

For its January meeting, the Board requested the attendance of Mr. David Iannucci from the Office of the County Executive to provide an update on the relocation and feasibility study for the Washington Redskins headquarters and training facility. Mr. Iannucci, Assistant Deputy Chief Administrative Officer for Economic Development and Public Infrastructure, informed the board of the ongoing efforts by the Maryland Stadium Authority to conclude the study and are anticipating being able to show favorable

economic impacts for the County (see 1/18/12 minutes in Attachment A for further notes). The Board will continue to request regular updates as the study is ongoing until completion.

Selection of a Master Developer

In early January, the Pre-Development and Implementation subcommittee met to formulate the working principles that would help guide the board in selecting a Master Developer for the property (see Attachment B). The principles took into consideration the recommendations provided thus far by the Bowie State MARC Station Sector Plan, the Bowie State University Campus Facilities Master Plan, and the ULI TAP report (further discussed in the next section). The Board anticipates releasing a Request for Proposals and/or Request for Qualifications (RFP/RFQ) in the near-term. The Board agreed that the principles can change and may be revised as it moves forward in its work and as further information becomes available through that work, and especially the release of the Redskins feasibility study.

Urban Land Institute's Washington District Council Technical Assistance Panel Report

On October 17-18, 2011, the Urban Land Institute (ULI) Washington conducted a Technical Assistance Panel (TAP) sponsored by the Development Board, as reported in the December 2011 Quarterly Status Report. The ULI TAP assisted with formulating recommendations and determining the overall economic feasibility of the sector plan's proposed development program. The TAP prepared a report of its recommendations for the Bowie State MARC Station project area. The final report was delivered and presented to the Board in its March 6th meeting. (Attachment C)

In short, the TAP found that the study area has "a unique opportunity to serve as an example of a university-oriented regional asset, served by transit." Although the TAP suggested that the MARC station would not be the main catalyst for development in the area, many of the key recommendations for the development were consistent with the Bowie State MARC Station Sector Plan, while other new recommendations were also offered for the near-term (five to ten years):

Market Potential

- The university must be the driver for any near-term demand within the study area
- More residents would generate more activity.
 - Potential for new urban townhomes or other starter homes as well as graduate and faculty housing.
 - Retailers and further investment will come once housing has been built.
 - The bulk of residential demand would come from enrollment growth at the university.

- Consider smaller-format specialty convenience store instead of large-scale grocery store.
- A “second-anchor” to the site would help generate further demand for retail and housing as called for in the sector plan, such as a Lab School/Learning Center, Hotel/Conference Center, Environmental Research Facility, and/or Washington Redskins Training Facility.

Planning and Design

- Greater connectivity between the university, MARC Station and the county-owned property
 - “Bring the community to the university” by keeping the focus on the university.
 - Reduce the need for commuter parking and bring on additional on-campus buildings.
 - Strategic placement of various uses so that they work together and with the university.

Development Strategies

- The county and the university should partner to identify and lure anchor use that is complementary to the University’s core competencies.
- The university should build upon strengths in a strategic manner and articulate them to the market.
- The university should accelerate on-campus undergraduate housing through capital funds and partnerships with private developers.
- Explore ways to incentivize development, such as tax abatements, infrastructure, or expedited processes.

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

The Board began working, in coordination with the Office of Central Services, Prince George’s County Department of Housing and Urban Development, and M-NCPPC Parks Department, to draft a Request for Qualifications to solicit surveyors and consultants to conduct a Topographical and Boundary survey as well as a Phase 1 Environmental Assessment of the site. The Board reviewed a draft of the RFQ in its March meeting and anticipates release of the RFQ by April 2012.

ATTACHMENT A:

Meeting Minutes for January 18, 2012

Meeting Minutes for March 5, 2012

BOWIE STATE MARC STATION DEVELOPMENT BOARD
County Administration Building (CAB) – Committee Hearing Room 2027, 2nd floor
Upper Marlboro, MD
Meeting 9: 1/18/12
11:30 a.m. – 1:00 p.m.

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

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

Other Attendees: Joe Meinert (City of Bowie), Virginia Terhune (Bowie Star), David Iannucci (Office of the County Executive)

In order according to the agenda:

- I. Welcome/Administration
 - a. The meeting began with a welcome from the Board Chairman, Boyd Campbell.
- II. Review and approval of November 11, 2011 minutes
 - a. The minutes were approved unanimously by the Board with no further discussion.
- III. Update on Redskins relocation and feasibility study
 - a. Mr. David Iannucci presented the Board with an update from the study currently being conducted by the Maryland Stadium Authority.
 - The Maryland Stadium Authority is currently concluding interviews with stakeholders. They are anticipating a draft of the report to be available by March.
 - One component of the study examined several NFL training camps and looked at where NFL players were living in relation to the camp, taking note of any maximum distances players were willing to travel between where they lived and where they trained.
 - It is expected that players will want to live within 10 miles of their training facility due to potential fines imposed on players if they are late for practices.
 - The study is also considering how new training facilities are typically being financed, the types of tax incentives they provide, and the economic revenue the facility could generate.
 - The study is analyzing preliminary architectural and site design issues that may be associated with the county-owned property, such as, would this type of facility fit on the site, can both the Redskins' uses and the mixed-use development uses be accommodated on the site, and how would environmental issues affect development.
 - He noted that the feasibility study may show stronger economic impact numbers than expected with this type of facility.

- Mr. Iannucci also stated that there was interest by the District of Columbia and other jurisdictions to attract the facility. The stadium is under a 30 year lease in Largo and the Redskins are obligated to play there at least until 2037. Specific clauses in the contract also stated that Prince George's County would have the right of first refusal if the Redskins wanted to relocate their stadium, and would have to show considerable efforts of relocating within the county.
- The possible proximity of the Stadium and the training facility/headquarters would give a number of positive benefits.
- The development would anticipate an average of approximately 7,000 persons to the site daily during training season, and a maximum peak of 15,000 persons daily. The study is considering transportation options that would effectively address traffic demand.

IV. Discussion of ULI TAP Final Report

- a. Vanessa Akins reported that staff has received a draft of the report and is currently conducting a review. The final report is expected to be provided to the Board by March.

V. Discussion of Meeting with Floyd Holt, Deputy Director, Office of Central Services

- a. The Predevelopment and Implementation subcommittee met with Mr. Holt and determined that his expert knowledge of the county-owned property will be beneficial to several of the key next steps of the Board.
 - Mr. Holt is expected to provide a draft RFQ/RFI for the board's review.
 - The timetable is much lengthier than anticipated and could take approximately one year or more for the entire process to conclude.
 - The County Executive will recommend that the property is surplus. The County Council will ultimately act on a resolution to surplus the property.
 - An RFQ/RFI could be released without the surplus process.
 - Any proposals received would have to align with the desires of the county, as well as the sector plan. Then a recommendation could be made to the County Executive.
 - Mr. Holt did not object to the proposal of a site survey and Phase 1 environmental assessment.
 - He noted that the process must allow all involved parties a sufficient amount of time for review and to respond to the proposals. An average of 12-18 months should be expected.
 - The environmental and economic studies will need to be the first steps, but the economic study should not be done until receipt of the Redskins feasibility study.
 - Once the board has received the specified documents from Mr. Holt, it can move forward with the environmental analysis.
 - All of the information provided within the studies should be shared with the County Executive, as he would not surplus the land without having the essential information.

VI. Discussion of RFI/RFQ Guiding Principles

- a. The Pre-Development and Implementation Subcommittee met on January 11th to discuss the guiding principles.

- Dr. Lucas stated that he believed the language should be changed slightly to further recognize the university's relationship to the property
- Aubrey Thagard stated that the Board should avoid any inferences that would show impartiality to the university.
- The sector plan does specifically speak to the development providing opportunities for students, such as housing, internships, and employment.
- Although it does not speak specifically to the university's vision, the principles suggest that the development would be complimentary to the university's plan.
- These principles reflect careful consideration of the sector plan, the university's master plan and the ULI TAP report, and are a good working framework to help the Board move forward.
- Stephen Paul suggested that these principles can be expounded as we move forward and as more specific and detailed information becomes available.
- Vanessa Akins agreed that these guiding principles should be considered as a working draft that may be adjusted as the Board proceeds with their work.
- The Board does not have to vote on the approval of this document, as it is a working draft subject to changes as the Board moves forward.

VII. Next Steps/Other Business

- a. Chairman Boyd Campbell was asked to give a presentation to the City of Bowie City Council.
 - Questions were raised regarding the Redskins relocation, transportation issues, and members of the Council also mentioned they were awaiting the ULI TAP final report.
 - Council members also asked if a community meeting could be held for the Old Town Bowie residents to provide input and be informed of the Board's mission.
 - Board members confirmed that various community meetings had been held throughout the sector plan process, no additional community meetings are planned at this time.
 - Finally, he stated that the City of Bowie Mayor, G. Frederick Robinson expressed his appreciation of the Board and its work thus far, and that the City supports the plan and embraces mixed-use development.
- b. Next steps include:
 - Monitoring the Redskins relocation and feasibility study
 - Continuing moving forward on the survey and Phase 1 environmental assessment
 - Modify guiding principles as recommended
 - Anticipate receipt of the ULI TAP final report

VIII. Adjournment

- a. Meeting adjourned at 12:42 p.m.

NEXT MEETING: Monday, March 5, 2012 at 10:00 a.m. (February 2012 meeting was cancelled)

BOWIE STATE MARC STATION DEVELOPMENT BOARD
County Administration Building (CAB) – Committee Hearing Room 2027, 2nd floor
Upper Marlboro, MD
Meeting 10: 3/5/12
10:00 a.m. – 11:30 a.m.

Member Attendees: Boyd Campbell (Board Chairman), Vanessa Akins, Josh Hamlin, Jerry Sanford, Gwen McCall, Stephen Paul, Andrew Scott, Troy Thompson

Staff Attendees: Rajesh Kumar, Barbara Stone, Betty Smoot, Robert Duffy, Jackie Brown

In order according to the agenda:

- I. Welcome/Administration
 - a. The meeting began with a welcome from Chairman.
 - b. The Chairman also introduced new board member Jerry Sanford whom will represent the Maryland Department of Business and Economic Development. Mr. Sanford's work entails business attraction and retention in the State.
- II. Review and approval of January 18, 2012 minutes
 - a. The minutes were approved by the Board with no further discussion or amendments.
- III. Review and approval of Quarterly Status Report due to Council on March 15, 2012
 - a. The Quarterly Status Report was approved by the Board with no further discussion or amendments.
- IV. Discussion of ULI TAP Final Report
 - a. As a product of the ULI Technical Assistance Panel conducted in October 2011, the final report of recommendations has been released to the Board, and included the following key points:
 - Market Potential:
 - The university should be the driver and catalyst for any near-term demand within the study area.
 - Additional housing (people) would generate more activity.
 - A second anchor, such as a lab school/learning center, Washington Redskins training facility, hotel/conference room, or environmental research facility, would help generate further demand for retail and housing.
 - Planning and Design:
 - Greater connectivity between the University, the MARC station, and the development site.
 - Development Strategies:
 - The university should accelerate on-campus housing through capital funds and partnerships with private developers.

- This is an opportunity for university-oriented development, not meaning that the university develops the land, but that uses should be focused on the market in which it serves, which largely would be the university.
- The Chairman stated that the Board should ensure that the University's master plan and any future development are in sync.
- Mr. Robert Duffy added that the ULI TAP report reiterated what the Bowie State MARC Station sector plan also recognized, which is that the university would have a key role in the site's development, such as maintaining student housing, and building relationships and partnerships with private developers.
- Chairman Campbell ended the discussion stating that the ULI TAP was a great opportunity and begins to bring everything together as the Board continues in its mission.

V. Update on Topographical and Boundary Survey and Phase 1 Environmental Assessment

- a. The subcommittee continues to work on drafting an RFQ/RFI for the consultant services.
 - It is awaiting receipt of requested documents from the Office of Central Services, which includes a deed description of the property and any information regarding previously completed surveys or assessments.
 - A request was submitted to Mr. Floyd Holt, Deputy Director, for these documents. He was also asked to designate staff from the OCS to work with the future tasks. As of date of this meeting, a response has not been received from Mr. Holt, but staff will continue to reach out to him. Mr. Troy Thompson and Ms. Gwen McCall have agreed to contact Mr. Holt as well.

VI. Next Steps/Other Business

- a. Chairman Campbell mentioned that the District of Columbia has also been vying for the Redskins Training facility, so the board should ensure that it stays abreast and informed of their pursuit.
- b. Next steps include:
 - Update from David Iannucci regarding the Redskins relocation and feasibility study
 - It is important that the Board hears of the results from the feasibility study prior to moving forward with its own economic impact analysis.
 - The budget has designated funds for the economic analysis and is required to be used prior to June 30, 2012. A contract, at least, will need to be in place by this date.
 - Gwen McCall has agreed to speak with David Iannucci regarding an update for the Board.
 - The guiding principles will continue to serve as a working document and can be revisited and revised as seen fit, especially upon completion of the Redskins feasibility study and the environmental assessment.
 - Draft scope of services for the RFP for the economic impact analysis.

VII. Adjournment

- a. Meeting adjourned at 10:38 a.m.

NEXT MEETING: Monday, April 2, 2012 at 1:30 p.m.

ATTACHMENT B:

Working Principles Prepared for RFQ/RFI for Master Developer

Working Principles DRAFT Prepared for RFQ/RFI for Master Developer

1.18.12

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.

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, and Howard County.

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.

Recognizes the Importance of Public-Private Partnerships

- 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.

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.

ATTACHMENT C:

ULI Washington Technical Assistance Panel – Final Report