



---

# 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 18<sup>th</sup> and March 5<sup>th</sup>; both meetings were held in Upper Marlboro at the County Administration Building, 2<sup>nd</sup> 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 6<sup>th</sup> 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.