

Developing Mixed-use Centers through Public-Private Partnership



Presentation Overview

- Provide examples of best practices
 - Project Overview
 - Public/Private Partnerships created
 - End Results
- Other plans w/ similar ideas
- Conclusions

Here's a few best practices...

- One University Place
 - Jackson State University
- University Village
 - Old Dominion University
- The Village at Hendrix
 - Hendrix College
- Eddy Street Commons
 - University of Notre Dame

What is Mixed-Use?

- A mix of activities, services, and land uses integrated into the development
 - Retail/Shopping
 - Restaurants
 - Residential
 - Office Space
 - Civic Space
 - Open and Recreational Space
 - Other land uses



JACKSON STATE UNIVERSITY

UNIVERSITY PLACE

QUICK FACTS

University: Public, Historically Black University

Student Body: 8,700

Campus: 125 acres

Location: Jackson, Mississippi – 130,700 pop.

Regional Perspective: Located in the Capital City and the political, geographic, and business center of the State



ABOUT THE PROJECT

- Mixed-use development project that will connect the University to the city's downtown.
 - The largest private real estate development the city has seen in 30 years

Project Overview

Types of Uses: Residential, Commercial, Recreation, Parking, Open Space

UNIVERSITY PLACE	Phase 1	Total Build-out
Size:	<ul style="list-style-type: none">• 1 building	<ul style="list-style-type: none">• 50 acres
Estimated Completion Date:	<ul style="list-style-type: none">• Complete (2010)	<ul style="list-style-type: none">• Plans Underway
Residential Units:	<ul style="list-style-type: none">• 78 apartments	<ul style="list-style-type: none">• 300 single-family homes (mixed-income, workforce housing)• multi-family housing
Commercial/Office/Retail Space:	<ul style="list-style-type: none">• 22,000 sq. ft. retail	<ul style="list-style-type: none">• 50,000 sq. ft. retail
Additional Amenities or Distinctive Features:	<ul style="list-style-type: none">• Bike paths• Parks and green space	<ul style="list-style-type: none">• Community center (to be restored in conjunction with neighborhood associations)• Parking Deck
Project Cost:	<ul style="list-style-type: none">• \$18 million	<ul style="list-style-type: none">• \$125-\$150 million



Background

- **Collaborative Partners:**

- City of Jackson
- Downtown Jackson Partners
- UniDev LLC (developer)
- Jackson State University
 - JSU Development Foundation
 - JSU Center for RE Development

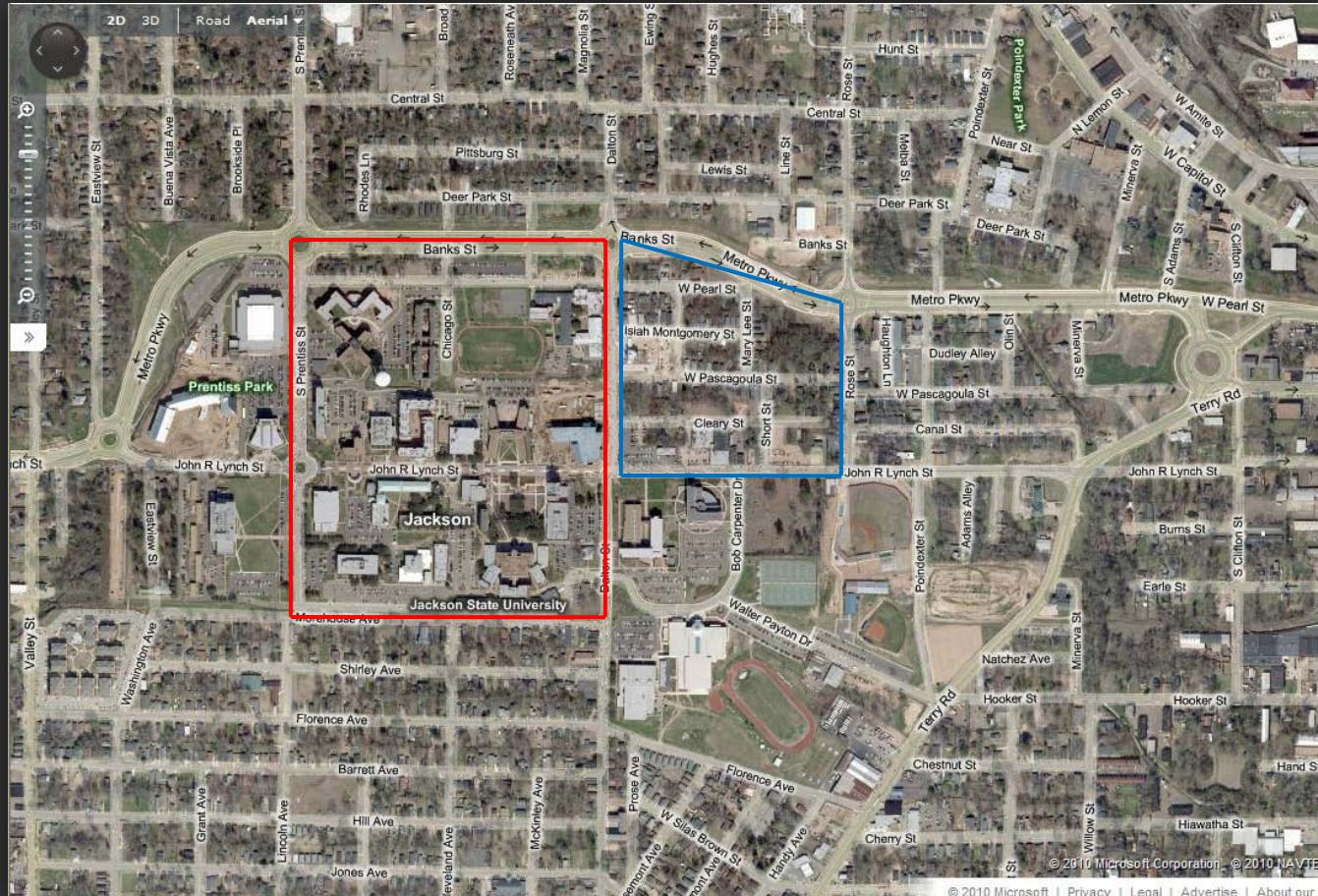
- **Funding Mechanisms:**

- New Market Tax Credits
- Private funding



Boundaries

Main JSU campus and Project Site



Mixed-use



Bowie State MARC Station Sector Plan



Residential

Renderings of future phase residential



End Results

- 155 full-time jobs created
 - Minority Contracting and local hiring
- \$5.8 million in sales tax revenue generated for city and county
- Waiting list for multi-family units



OLD DOMINION UNIVERSITY

UNIVERSITY VILLAGE

QUICK FACTS

University: Public, state-assisted Metropolitan University

Student Body: 21,000

Campus: 188 acres

Location: Norfolk, Virginia - pop. 233,000 (Hampton Roads Metro Area 1.8 million)

Regional Perspective: Located 20 miles from Virginia Beach, 40 miles from Williamsburg



ABOUT THE PROJECT

- Mixed-use development located adjacent to campus
- Provides new center for staff, students, and community
- Supported by Federal and State economic programs

Project Overview

Types of Uses: Residential, Retail, Office and Research, Civic, Recreation, Commercial

University Village	Total Build-out
Size:	<ul style="list-style-type: none">• 75 acres
Estimated Completion Date:	<ul style="list-style-type: none">• Complete
Residential Units:	<ul style="list-style-type: none">• 52 single-family detached homes (with optional garage apartments)• 50 townhomes• 60 apartments
Commercial Space:	<ul style="list-style-type: none">• 20,000 sq. ft. of retail space• 200,000 sq. ft. of research/office space
Additional Amenities or Distinctive Features:	<ul style="list-style-type: none">• Village Square (a common area serving as social gathering place for community)• 100,000 sq. ft. wellness/athletic center• 1 hotel• Convocation Center• 2 art galleries
Project Cost:	<ul style="list-style-type: none">• \$260 million

BACKGROUND

○ Collaborative Partners:

- City of Norfolk
- Norfolk Redevelopment and Housing Authority
 - Used eminent domain and negotiated purchases in order to acquire properties around the university
- Old Dominion University
 - ODU Real Estate Foundation

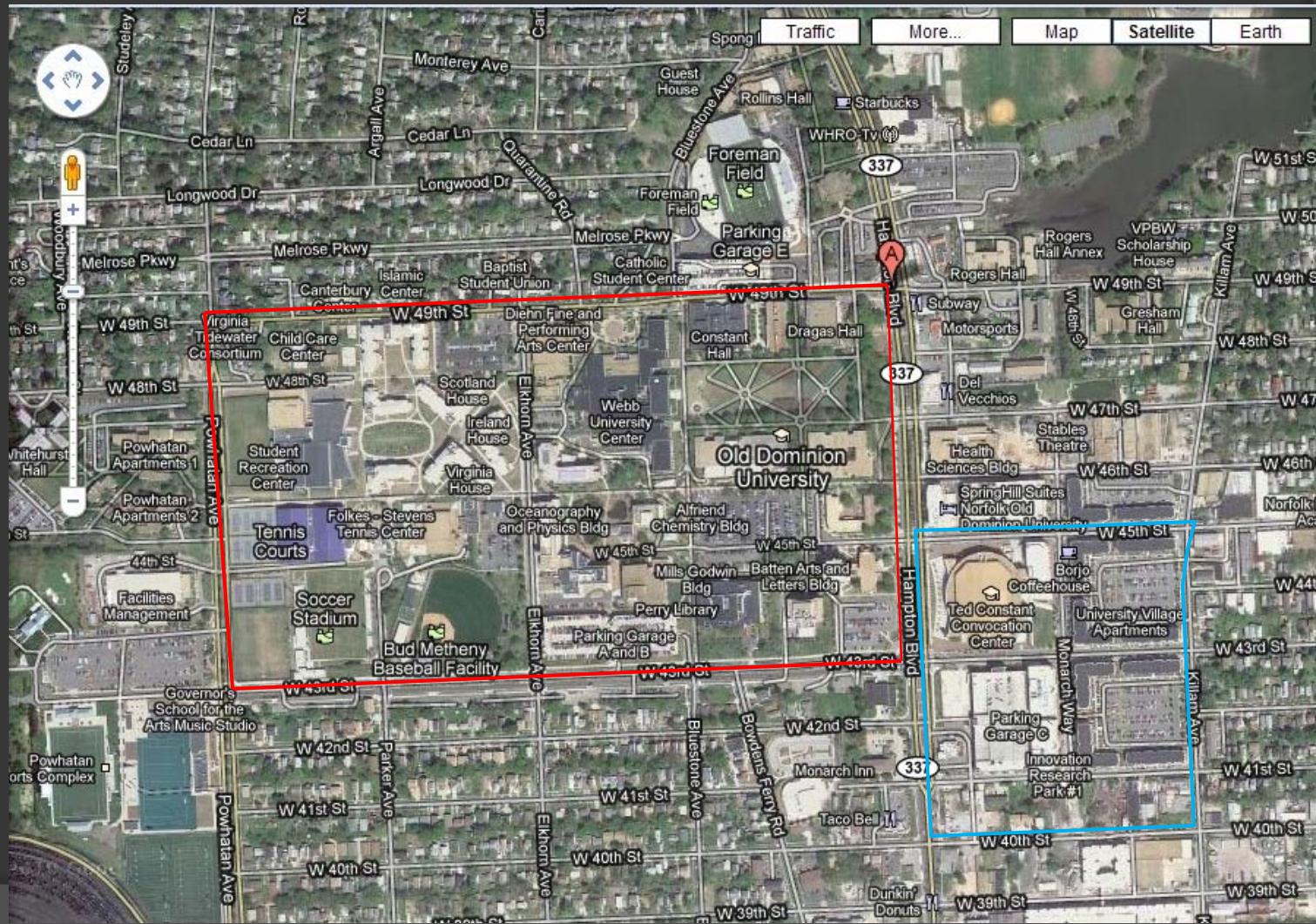
○ Funding Mechanisms:

- New Market Tax Credits
- Bond Financing



Boundaries

ODU Main Campus and Project Site



Mixed-use



Residential



Commercial/Office



Innovation Research Park



Village Bookstore



End Results

- Brought 3.2 million in tax revenue in FY2009
- Created nearly 400 jobs
- Provided a new “Village Square” for university and the community



HENDRIX COLLEGE

Village at Hendrix

QUICK FACTS

University: Private, affiliated with the United Methodist Church

Student Body: 1,500

Main Campus: 180 acres

Location: Conway, Arkansas – 57,500 pop. (27% increase since 2000)

Regional Perspective: Located in County Seat, 30 miles NW of Little Rock



ABOUT THE PROJECT

- Mixed-use village center adjacent to campus
 - First fully-developed neighborhood in Arkansas to adopt New Urbanism principals
 - Creates a community-centered neighborhood that serves the college community as well as the Town of Conway

Project Overview

Types of Uses: Residential, Commercial, Civic, Recreation, Institutional

VILLAGE AT HENDRIX	Phase 1	Total Build-out
Size:	<ul style="list-style-type: none">• 25 acres	<ul style="list-style-type: none">• 90 acres
Estimated Completion Date:	<ul style="list-style-type: none">• Complete	<ul style="list-style-type: none">• 2015
Residential Units:	<ul style="list-style-type: none">• 52 single-family detached homes (with optional garage apartments)• 60 apartments• 50 townhomes or live/work units	<ul style="list-style-type: none">• 600-700 units
Commercial/Office Space:	<ul style="list-style-type: none">• 20,000 sq. ft.	<ul style="list-style-type: none">• 171,000 sq. ft. to include:□ Grocery store□ Cinema□ Hotel□ Academic Buildings
Additional Amenities or Distinctive Features:	<ul style="list-style-type: none">• Village Square (a common area serving as social gathering place for community)• 100,000 sq. ft. wellness/athletic center	<ul style="list-style-type: none">• Civic/open space (parks)• Proposed Charter School• Track, lacrosse/field hockey facility• Soccer field• Baseball/softball field
Total Cost:	<ul style="list-style-type: none">• \$15-20 million	<ul style="list-style-type: none">• \$85 million

Boundaries

Hendrix College and Village Square



Background

- **Collaborative Partners:**

- Town of Hendrix
- The Traditional Neighborhood Development Partners, LLC (Developer)
- Hendrix College (land owner)
 - The two formed a cooperative entity, The Village at Hendrix, LLC

- **Funding Mechanisms:**

- Private funding



The Site



Mixed-Use

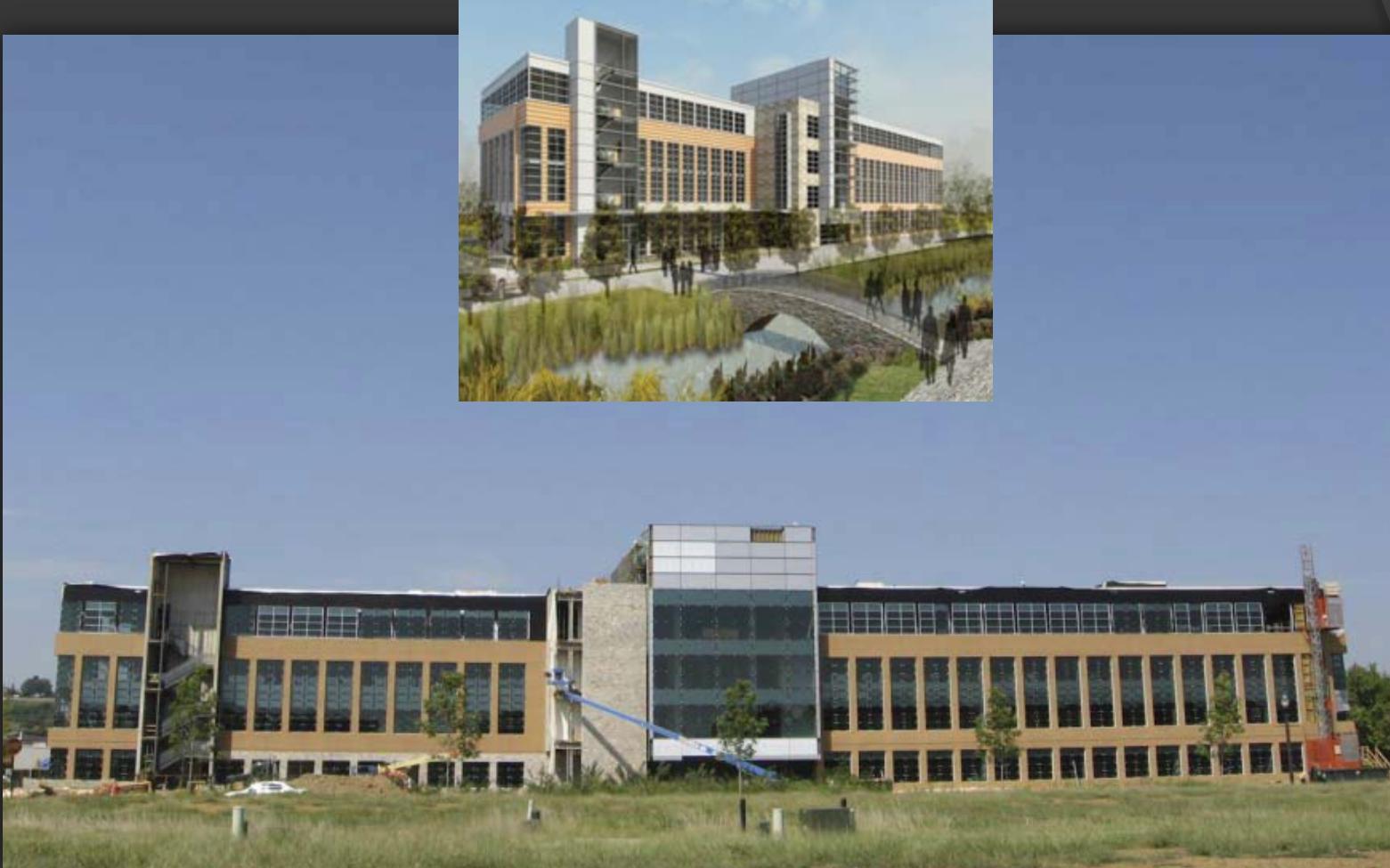


Live/work unit

Residential



Offices



Future home of Southwestern Energy Company Regional Offices

END RESULTS

- Development and growth in the town has resulted in the second largest job market in Central Arkansas
- The development serves as a model and catalyst for future development in the town
- Provided recreational facilities for use by community



UNIVERSITY OF NOTRE DAME

EDDY STREET COMMONS

QUICK FACTS

University: Private, Catholic University

Student Body: 11,500

Main Campus: 1,250 acres

Location: South Bend, Indiana – 107,800 pop.

Regional Perspective: 90 miles east of Chicago



ABOUT THE PROJECT

- ◎ A mixed-use urban community with Main Street appeal
 - Reorients the Notre Dame campus with the City of South Bend
 - The region's first mixed-use development in a decade and one of the largest development projects in decades

Project Overview

Types of uses: Residential, Office and Retail, Parking, Open space

Eddy Street Commons	Phase 1	Total Build-out
Size:	• N/A	• 25 acres
Estimated Completion Date:	• Complete (2009)	• Plans currently underway
Residential Units:	• 268 apartments	• 54 luxury condominiums (above hotel) • 49 apartments • 22 townhomes • 63 single-family homes
Commercial Space:	• 90,000 sq. ft. of retail • 75,000 sq. ft. of office	• Two Hotels
Additional Amenities or Distinctive Features:	• 1,280-space parking garage • Bike lanes	• 12-acre “town common” (green space)
Project Cost:	• \$160-\$180 million	• \$215 million

The Site



Background

- Collaborative Partners:

- City of South Bend
- Kite Realty Group Trust (Developer)
- University of Notre Dame

- Funding Mechanisms:

- Public incentives and federal funding
- Bonds through the creation of a Tax Increment Financing District



Mixed-use



Residences



Hotel Condominiums (Future Phases)



Infill housing for faculty and staff

End Results

- Created more than 1,100 jobs
- Property and Sales tax revenue for the city of South Bend (approximately \$1.5-3million annually)
- Preserved sensitive environmental areas and created a “town common”



Other Plans w/ Similar Ideas

- University of Connecticut, Storrs Center (Storrs, CT)
- University of Rochester, College Town District (Rochester, NY)
- University of Toledo, Gateway District (Toledo, OH)
- University of Mary Washington, Eagle Village (Fredericksburg, VA)

Additional Resources

- Lincoln Institute of Land Policy:
 - University RE Development Database (URED)
<http://www.lincolninst.edu/subcenters/university-real-estate-development>
 - Working Paper: Campus Expansion in Urban Settings
https://www.lincolninst.edu/pubs/dl/1285_Wiewel%20Final.pdf

Conclusion

Common Elements

- Public Private Partnerships were key
- Mixed-use development to define a sense of place
- Realized economic and institutional benefits

The Bowie MARC Plan is Unique:

1. Onsite access to regional rail service
2. Suburban/Rural setting is within a major metropolitan area
3. Opportunity to create a new college town

Thank You!

The Maryland-National Capital Park and
Planning Commission

Prince George's County Planning Department
Community Planning North Division