



Quarterly Status Report

(January 2016 - March 2016)

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

From: Largo Town Center Development Board

The 15 Members of the LTC Development Board include:

Dr. Jacqueline L. Brown, Development Board Chairman; **Nellvenia Johnson**, Chief of Staff for Council-member **Derrick L. Davis**, District 6; **Vanessa Akins-Mosley**, Prince George's County Planning Department; **Kenneth Baker**, RPAI; **Armin Groeschel**, Atapco Properties, Inc.; **Dr. Rodney Harrell**, Resident; **Larry Hentz**, Prince George's County Economic Development Corporation; **David Iannucci**, Economic Development and Public Infrastructure; **Donny James**, Revenue Authority of Prince George's County; **John Lupo**, Kaiser Permanente; **Louise McNairn**, Resident; **Charles Renninger**, Resident; **Kelvin Robinson**, Resident; **Andrew Scott**, WMATA; **Mark Wasserman**, University of Maryland Medical System



Introduction

The Largo Town Center Development Board was created through County Resolution 32-2014 on May 13, 2014, pursuant to Charter Section 506 for the purpose of implementing land use and policy recommendations for the development of land within the Approved 2013 Largo Town Center Sector Plan and Sectional Map Amendment area, including a new regional medical campus as a major public health institution. By establishing a multi-agency, public-private partnership the Board's mission is to undertake an in-depth assessment of all recommendations in the [sector] plan, evaluate existing conditions, and recommend a strategic implementation plan that maximizes development potential within the Largo Town Center [sector] plan area, builds consensus of vision in the community, and provides procedural certainty of process.

The Board is comprised of 15 members. Meetings are open to the public and are held monthly (on a Monday) alternating between daytime (3pm) and evening (6pm) meeting times. Meeting minutes are kept by staff and are available to the public. To date, all meetings have been held in the County Administration Building, Room 2027.

Status as of March 31, 2016

The Board met for the ninth time on January 11th, 2016 (minutes attached). At this meeting, the Board was introduced to the newly designated Chair: Dr. Jacqueline Brown. During the meeting the Board discussed the ULI TAP Presentation and the findings of the panel. Additionally, the Board discussed the ongoing minor amendment process affecting the Largo Town Center Sector Plan – CR-79-2015 relating to building heights and CR-4-2016 relating to monumental signage. Lastly, the Board discussed the bylaws and voted on attendance requirements and discussed changes to meeting times.

The Board met for the tenth time on March 7th, 2016 (minutes attached). At this meeting, the Board discussed the Referral Request for a “pre-review” of Largo Height Modification for consideration of future site plan. The potential applicant was looking to build a single-story ALDI grocery store in the TOD Core which represented a significant departure from the existing standards. The Board voted to respond by expressing that the project does not conform to, nor meet the goals of the sector plan. During the meeting, the Board also voted to adopt the bylaws. Lastly, the Board voted to change the meeting schedule to bi-monthly and to start at 7pm.



9th Meeting
January 11, 2016
5:00 p.m. – 7:00 p.m.

AGENDA

I. Introduction of New Board Chair

- Dr. Jacqueline L. Brown - Director of Community and Government Affairs for Prince George's County Community College

II. Welcome, Approval of Meeting Minutes and Quarterly Reports

- Chair Jacqueline L. Brown

III. Discussion on Urban Land Institute (ULI) Technical Advisory Plan (TAP) for Largo Town Center

IV. Revised Largo Town Center Development Board Bylaws

- Leroy Maddox - Legislative Officer for County Council

V. Next Steps

VI. Adjourn



MEETING MINUTES

Largo Town Center Development Board

County Administration Building, Room 2027

14741 Governor Oden Bowie Drive

Upper Marlboro, MD

Monthly Meeting: January 11th, 2016

5:00pm – 7:00pm

Member Attendees: Dr. Jacqueline Brown, Vanessa Akins, Kenneth Baker, Dr. Rodney Harrell, David Iannucci, Nellvenia Johnson, John Lupo, Charles Renninger, Kelvin Robinson.

(Quorum Achieved)

Staff Attendees: Jackie Brown, Barbara Stone, Jordan Exantus, Leroy Maddox, Karen Zavakos.

Absent: Larry Hentz, Kenneth Battle, Armin Groeschel, Donny James, Louise McNairn, Andrew Scott and Mark Wasserman.

In order according to the agenda:

I. Introduction of New Board Chair – Dr. Jacqueline L. Brown

- i. Dr. Brown introduced herself to the Board as the newly designated Chair and provided the following information on her background.
 - a) 20 years working at Prince George's Community College (Community and Governmental Affairs).
 - b) Long-time resident of Prince George's County (District 6) and president of local civic association.
 - c) Community affairs/Governmental affairs professional.

II. Welcome, Approval of Meeting Minutes and Quarterly Reports

- i. The board reviewed, accepted and approved the October, 2015 and November, 2015 meeting minutes as well as the March – June, 2015 and July – September, 2015 Quarterly Reports.

III. Discussion on Urban Land Institute (ULI) Technical Advisory Plan (TAP) for Largo Town Center

- i. Mrs. Johnson opened the discussion on the ULI TAP process which many Board members contributed to.
 - a) Mrs. Johnson informed the board that the TAP Panel felt that the potential for Largo Town Center is even greater than initially conceived. The Panel recommended expanding the scope of the TAP recommendations to incorporate valuable assets in the surrounding area.
- ii. Mr. Iannucci – when can we expect to see the final report?
 - a) Mrs. Akins – it will take approximately three months for report to be finalized.
- iii. Mr. Renninger – how were interview participants selected?

- a) Mrs. Johnson – the Panel reached out to all Board members and additional recommendations were made by key stakeholders. Interviews were conducted in a panel format.
- iv. Dr. Brown – what was the scope of the TAP?
 - a) Mrs. Akins – the sector plan area was the defined scope but panel also looked at the surrounding context. The general recommendations fall in line with Board discussions and sector plan recommendations. The Panel placed special emphasis on the government needing to be a catalyst for development, placemaking and walkability, as well as promotion of Transit Oriented Development (TOD).
 - b) Mrs. Johnson – Largo study area is bounded by major highways, representing a key node for the county. However, there are some challenges due to large blocks.
 - c) Dr. Harrell – the area started out suburban, but assets lend themselves to an urban environment (Metro, jobs, hospital, etc.). One of the key recommendations was the need for a center (Event center, gathering space). The recommended name change for marketing/branding purposes could be very controversial in the community.
 - Mrs. Johnson – Name change was suggested because there are two “Largo Town Centers” there is the geographic place and there is the shopping center.
 - d) Mrs. Johnson – the Panel stressed the importance of place-making, saying there is no “there” there. Largo needs better signage, way-finding and a central gathering place (preferably programmed).
 - e) Dr. Harrell – related the experience of fans walking from FedEx field not being able to find their way back to the metro and how it is indicative of the need to establish a friendlier pedestrian environment. Also, he liked the recommendation of a purpose built County Government Building at the Metro site
 - Mr. Renninger – the Panel also stated that the County needs to do something with the Real Estate North of Arena Drive in order to get it back on the tax rolls and producing revenue.
 - f) Mr. Renninger – ULI felt that the Largo Town Center Development Board needed to have standing in Land Use decisions.
 - Mrs. Johnson – Right now various entities handle different pieces, so coordination is needed. So there is a question of implementation: who would coordinate this effort?
 - Mrs. Zavakos – Board could vet proposals affecting the sector plan area, but would require change in zoning law
 - g) Mrs. Johnson – the Panel also recommended establishing a Downtown Improvement District or similar vehicle with dedicated staff committed to plan implementation.
 - Mr. Iannucci – we should wait for the final report before reading too much into presentation.
 - Mrs. Akins – discussion is for reflection on the process as a broad exercise
 - Mrs. Johnson – we are not taking action on anything, just sharing insights
 - Dr. Brown – we can make recommendations on the final report.
 - h) Dr. Harrell – it is important to note that this was a public presentation and community members were there and are also discussing Panel recommendations.

- i) Mr. Lupo – the Board should take some action on the final report; have a discussion and vote on recommendations.
 - Dr. Brown – Yes, there should be a reaction.

IV. Revised Largo Town Center Development Board Bylaws

- i. Prior to the Bylaws discussion, Karen Zavakos announced that there is an ongoing minor amendment process which will affect the Largo Town Center Sector Plan.
 - a) CR-79-2015 – related to building heights
 - b) CR-4-2016 – related to “monumental” signage adjacent to the beltway
 - There will be a joint public hearing on February 16th for both resolutions
 - c) Mr. Renninger – proposed amendments have not come before the board, what is the source?
 - Mrs. Akins provided the Board with the background on the resolutions which were proposed in order to correct inconsistencies in the Sector Plan.
 - Mr. Exantus explained that CR-79-2015 will correct plan text to ensure that building height recommendations match the illustrative map.
- ii. Mr. Maddox re-introduced the bylaws discussion to the Board.
 - a) Mr. Renninger – why are we showing three year term limits? Have terms been added to the resolution?
 - Mrs. Johnson – we should drop term limits from the bylaws until the resolution is amended.
 - Mr. Iannucci – motion – to drop term limits from bylaws language until resolution is changed
 - Vote – Yes – all references to term limits will be removed
 - b) Mr. Iannucci – suggested language in E(2) be changed from “shall” to “may” when considering a board member for replacement due to excessive absences.
 - Dr. Harrell – not all members are representing an entity and have consequently not been appointed by a supervisor on behalf of their organization. Some members represent the community. Clarification language could be that the Council Chair would appoint replacement of non-affiliated Board members.
 - c) Motion – 50% of meetings attendance requirement
 - Vote – 5 yes/ 4 no
 - d) Several board members weighed in on meeting times and dates. Resolution specifies that board shall meet monthly and report quarterly. Currently meeting on 2nd Monday at alternating times. Dr. Brown stated that a long term schedule should be developed.

V. Next Steps

- i. Discussion on ULI TAP
- ii. Revised Bylaws
- iii. Meeting Schedule

VI. Adjourn

i. Next meeting – March 14th at 5pm



10th Meeting
March 7, 2016
5:00 p.m. – 7:00 p.m.

AGENDA

I. Welcome, Approval of Meeting Minutes

- Chair Jacqueline L. Brown

II. Referral Request - Pre-review of Largo Height Modification (for consideration of future site plan)

III. Revised Largo Town Center Development Board Bylaws

- Leroy Maddox - Legislative Officer for County Council

IV. Scheduling of Future Board Meetings

V. Next Steps

VI. Adjourn



MEETING MINUTES

Largo Town Center Development Board

County Administration Building, Room 2027

14741 Governor Oden Bowie Drive

Upper Marlboro, MD

Monthly Meeting: March 7th, 2016

5:00pm – 7:00pm

Member Attendees: Dr. Jacqueline Brown, Donny James, David Iannucci, Nellvenia Johnson, Charles Renninger, Louise McNairn, Kierre McCune, Kelvin Robinson, Dr. Rodney Harrell (attended via phone).

(Quorum Achieved)

Staff Attendees: Jackie Brown, Barbara Stone, Jordan Exantus, Leroy Maddox, Vanessa Akins.

Absent: Larry Hentz, Kenneth Baker, Armin Groeschel, John Lupo, Andrew Scott and Mark Wasserman.

In order according to the agenda:

I. Welcome, Approval of Meeting Minutes – Dr. Jacqueline L. Brown

- i. Minutes were reviewed and approved unanimously.

II. Referral Request – Pre-review of Largo Height Modification (for consideration of future site plan)

- i. Dr. Brown introduced the discussion topic of the Referral Request.
- a) Mr. Exantus – Referral Request submitted to the Board by the Development Review Division of the Prince George's County Planning Department. Seeking comments from the board on the pre-application proposed development scenario at Largo Town Center.
- b) Mr. McCune – Pre-application is used to gauge perception of a project.
- c) Mr. Renninger – Community groups within the Largo Town Center area are in opposition to the proposed development. The Referral Request seems like an effort to circumvent the Sector Plan, specifically, the height requirements.
- d) Mr. Iannucci – There is tremendous controversy regarding the minimum building heights requirements. The ULI TAP members criticized the height regulations. This process represents a request for a waiver from the height regulations. Difficulties during the hospital negotiations saw the development of legislation granting developers the right to depart from height requirements by 1-story.
- e) Mr. Renninger – Allowing this development to occur would set a very bad precedent. If we want to truly encourage TOD, we need to build "up" to achieve the vision of the plan and density at the Metro station. This is the reason why heights were included as part of the Sector Plan. We understand that the market is "spongy" but we are planning for the future, if we start changing our standards for each development, you create a "me too" dynamic in your planned downtown.
- f) Mrs. Johnson – a 3-4 story departure from the requirements is very significant. This would have a detrimental impact on the sector plan.
- g) Dr. Brown – If we approve, what's to stop everyone from going around the plan?
- h) Mr. McCune – There is consideration in this context of the "core" versus "edge" → this property is located towards the edge of the TOD core and thus does not need to be as dense as the core. There are issues with the massing and look of the building, perhaps two-stories would be more appropriate.

- i) Dr. Harrell – The sector plan does establish edges with slightly looser regulations than the core. However, it defeats the purpose of the plan to grant exceptions to the “first person through the door”. Not our job to redefine the vision of the plan, it is our job to promote the vision of the plan.
- j) Mr. James – You cannot force the developer to build something the market does not support. Height restrictions present a real challenge.
- k) Mrs. Johnson – The Largo Town Center Sector Plan was a collaborative 18-month effort by the County and the community. We need to push for the desired vision.
- l) Mr. Renninger – public sector can (and should) be driver of development. Years ago, the community fought for a metro station to help achieve high density development at Largo. There has been millions in capital investment in infrastructure to support growth of Largo Town Center.
- m) Mr. Iannucci – the reason the County chose to put the Regional Medical Center at Largo was to help achieve the Sector Plan Vision. A 5-14 story hospital will be the driver for density at the core. Market is not yet there, lease rates are much lower than other areas. You can’t force a developer to build up, it will be a choice between no development or low-density development.
- n) Mrs. Johnson – We have to make a decision what we want to become. We can continue to allow suburban sprawl or we can encourage more urban development. Already an ALDI on 202. Already a discount grocer at Largo Town Center. We need development that will complement the hospital development.
- o) Dr. Harrell – Not necessarily opposed to not developing site if what we want isn’t achievable. If we are going to make an exception, it should be for something we really want.
- p) Dr. Brown – Plan was put in place for a reason. Profit and costs are the motivation in this scenario. Urban markets have multi-level retail, so plan conformance does occur! There is a problem with requesting for an exception without any negotiations or compromise.
- q) Mr. Renninger – read from CR-32-2014 – The Largo Town Center Development Board was created to help achieve the vision of the Largo Town Center Sector Plan and Sectional Map Amendment, “recommend a strategic implementation plan that maximizes development potential within the Largo Town Center plan area, builds consensus of vision in the community, and provides procedural certainty of process...”
- r) Mr. Renninger - Motion – respond to this referral with language that states that this request does not conform to, or meet the goals of the sector plan.
 - 2nd – Mrs. Johnson
 - Discussion:
 - Mrs. Brown – what will text to Henry say?
 - It is not consistent with the sector plan, goals, nor does it help achieve consensus of vision.
 - Vote - Passed

III. Revised Largo Town Center Development Board Bylaws – Leroy Maddox

- i. Mr. Maddox opened the topic by stating that all references to term limits have been removed from the bylaws text.
- ii. Mr. Iannucci – at the last meeting, there was a positive vote for a provision stating that the attendance requirement would be 50% of meetings in a calendar year.
- iii. Mr. Renninger – Motion – Adopt bylaws as amended with 50% meeting attendance requirement added.
 - a) Vote – Passed unanimously

IV. Scheduling of Future Board Meetings

- i. Dr. Brown – 5pm is challenging
- ii. Motion – Bi-Monthly meetings starting at 7pm
 - a) Vote – Passed

V. Adjourn

- i. Next meeting – May 9th at 7pm



March 14, 2016

Re: Referral Request
Pre-review of Largo Height Modification (for consideration of future site plan)

Dear Henry Zhang:

The Largo Town Center Development Board has had an opportunity to review and comment on the Pre-review of Largo Height Modification (for consideration of future site plan) concerning the Statement of Justification for Building Height Modification of PRV/Jones Properties in Largo, Maryland (parcels located at the Northwest corner of the intersection of MD 202 – Landover Road and Arena Drive). The proposed development scenario includes buildings that are 1 to 1.5 stories in height, representing a significant departure from the Largo Town Center Approved Sector Plan and Sectional Map Amendment Design Standards.

The Largo Town Center Development Board met and discussed the content of this referral request at its March 7, 2016 meeting, and offers the following comments for inclusion in the record. In the Largo Town Center Sector Plan, the preferred land-use for the area in question is “predominantly office and institutional”, to support development complementary to the medical services sector. The Development District Standards provide that any new development in this portion of the Sector Plan area should be 5 to 8 stories in height. Furthermore, it is noteworthy that there was a recent amendment process initiated relating to building heights in the Largo Town Center Sector Plan as outlined in CR-79-2015. This minor amendment process to the 2013 Largo Town Center Sector Approved Sector Plan and Sectional Map Amendment was specifically intended to clarify the Development District Overlay standards for building heights, thereby eliminating any discrepancies in the plan text and maps which might enable development divergent from the Sector Plan’s vision to occur.

It is the position of the Largo Town Center Development Board that the proposed development scenario outlined in the referral request is not in compliance with the Largo Town Center Sector Plan’s vision, the Development District Standards, nor is it eligible for exemption from these standards without an amendment to the Plan. As such, in keeping with the mission of the Board to maximize development potential within the Largo Town Center Sector plan area, build consensus of vision in the community, and provide procedural certainty of process, the Board cannot support the findings in the “Pre-review of Largo Height Modification (for consideration of future site plan)” as they do not contribute towards achieving the vision for the Largo Town Center Sector Plan Area. The Board’s mission is to encourage development that is more compatible with the Sector Plan’s Vision.

Sincerely,

Jacqueline Brown, PhD., Chair
Largo Town Center Development Board