



# Purple Line TOD Study

## Part 2: Market Analysis

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The Maryland-  
National Capital  
Park and Planning  
Commission



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# 1. Introduction

Purpose of Market Analysis

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## Overview

Prince George's County, as part of the thriving metropolitan Washington, D.C., region, continues to gain momentum. As Prince George's County has grown and matured into a housing and employment center, challenges remain as growth outside the suburban core in rural sections of the county stretches resources and pressure mounts to increase development inside the Beltway (I-495) in communities with existing infrastructure. As a priority planning principle for the county, smart growth in these inner Beltway communities focuses on enhancing commercial and residential strengths. Prince George's County benefits from extensive transit service, including, but not limited to, bus and a variety of different rail services (Metro, MARC, and Amtrak). Recently the Maryland Transit Administration (MTA) proposed the creation of a new east–west, high capacity light rail transit line to link Prince George's and Montgomery Counties. This new light rail line, the Purple Line, would serve 16 miles with 11 stations in Prince George's County. Those communities along the proposed Purple Line are well-positioned within the I-495 Beltway and major highways to enjoy geographic access to the District of Columbia and major institutional anchors, including the University of Maryland at College Park.

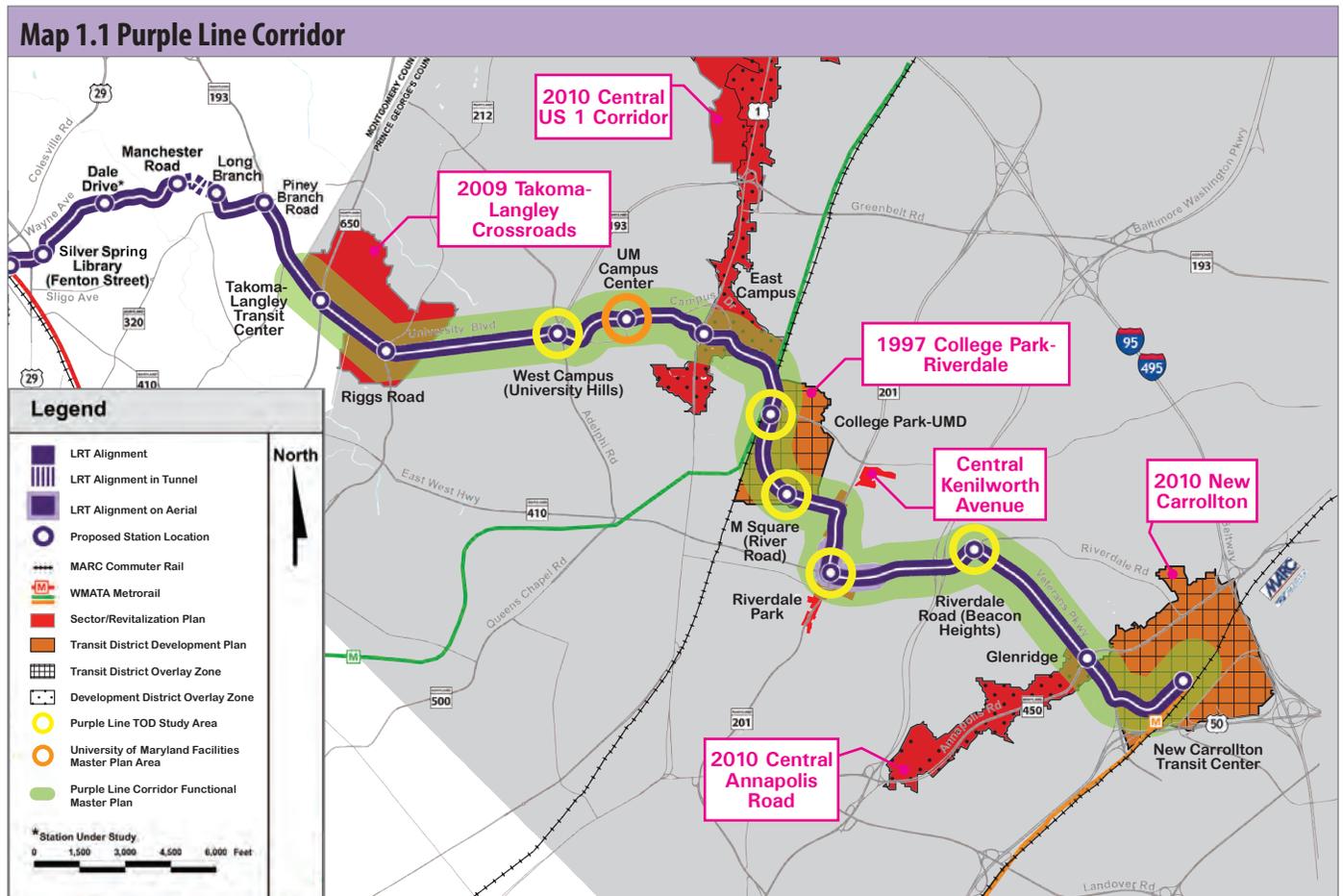
In an effort to capitalize on this major infrastructure improvement, The Maryland-National Capital Park and Planning Commission of Prince George's County contracted a multidisciplinary consultant team headed by Design Collective Inc. to work with area stakeholders and develop future land use plans for four of the key transit station areas along the Purple Line. This work includes a review of existing market conditions by Partners for Economic Solutions. The planning effort focused on the Riverdale Road (Beacon Heights), Riverdale Park, M Square (River Road) and the College Park-UMD stations.

As these Purple Line communities embark on this planning process to accommodate the introduction of the new light rail transit system into their development futures, consideration must be given to the built-out nature of each community, existing development patterns of the area, and the potential to meet community needs while maintaining integrity of the individual station area's identity. Locations along the proposed Purple Line present opportunities for additional infill development and redevelopment within established communities. Some of the station areas also benefit from high levels of existing transit access, such as College Park-UMD, with access to Metro's Green Line. Other station areas represent built-out automobile-oriented residential neighborhoods near major highways such as the Beacon Heights neighborhood at the proposed Riverdale Road station. The dynamics of each station area present unique challenges and opportunities to build on the market realities of today and the potential of future market shifts.

# 1.1 Purpose of Market Analysis

This market analysis explores the areas' past demographic, economic, and real estate market trends as well as regional forecasts in order to estimate future market-supportable development along sections of the proposed Purple Line. The region's economic outlook, competing urban and suburban centers throughout the region, and the push to add substantial new housing and commercial development at the University of Maryland's M Square Research Park campus create a new market reality.

In addition to analyzing market factors, this planning process will test scenarios for redevelopment along the proposed Purple Line that expand on traditional estimates of market support. These market recommendations extend beyond current build-out estimates, relating land supply and density rather than relying solely on market trends and the historic nature of development. This market analysis considers opportunities to expand development capacity along the proposed Purple Line to accommodate future demand generated by this major transit infrastructure upgrade.





## 2. Demographic Profile

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## Overview

The following section profiles recent demographic and economic trends in the region, Prince George's County, and the communities along the proposed Purple Line, examining current real estate market conditions and assessing future market demand for office, housing, local-serving retail, and hotels.

For this portion of the analysis, the boundaries for each station area include a half-mile radius around the proposed station location. Following this demographic profile, the market analysis sections by land use define unique trade areas based on characteristics of potential customers. The larger area is principally defined by its primary transportation corridors—US 1, MD 201 (Kenilworth Avenue), MD 410 (East West Highway) and the MD 295 (Baltimore-Washington Parkway). For context, the demographic section also reviews Prince George's County and the Suburban Maryland area (Prince George's and Montgomery counties) to understand how these demographics compare or contrast with other geographies. An understanding of the regional market dynamics provides further insight and direction for market conclusions by land use.

## 2.1 Regional Economic Overview

The Metropolitan Washington region continues to remain stable after several decades of strong economic growth, resulting from the increased federal procurement captured within the region, advances in numerous technology sectors, and population growth. The Washington regional economy demonstrates remarkable diversity and vitality, especially in leading technology sectors. For example, according to the Bureau of Labor Statistics in November 2011, the Greater Washington metropolitan area had the lowest rate of unemployment, 5.4 percent compared to the other 10 largest metropolitan regions, many of which remained above 10 percent. According to *The Economist*, while most of America frets over a jobless recovery, the Greater Washington's economy is booming. Washington's unemployment rate is easily the lowest among America's large metropolitan areas. Employment in Greater Washington has risen by about 84,000 jobs over the past year—roughly six percent of America's total job growth in a region with just two percent of its population.<sup>1</sup> Households within the Greater Washington region have the second highest household income at \$85,168.<sup>2</sup> Home values reflect the strength of the Greater Washington economy with the Case-Shiller Home Price Index giving Metropolitan D.C. the highest level of housing appreciation at more than four percent during 2011. The Greater Washington Initiative attributes much of this strength in job growth to federal government spending.

Prince George's County as a whole represents a stable part of the Greater Washington regional economy. Since 2001, Prince George's County has increased the total number of business establishments from 14,352 to 15,667 as shown in Figure 2.1. From 2001 to 2007, total employment grew

by 3.9 percent in Prince George's County with 1.1 percent of job growth in the private sector, according to a report on workforce trends.<sup>3</sup> As with much of the nation, Prince George's County suffered job loss and business closures as a result of the economic downturn. Bureau of Labor Statistics data show that from 2008 to 2010 Prince George's County lost 16,771 jobs or 5.3 percent of all jobs, while the State of Maryland and Metropolitan Washington area declined more slowly losing 3.7 and 2.0 percent, respectively. During the same period, the unemployment rate in Prince George's County rose from 4.5 percent in 2008 to an estimated average of 7.0 percent in 2011, based on data from the Maryland Department of Labor, Licensing and Regulation. This mirrors the trends in Maryland, where the unemployment rate increased from 3.6 percent in 2007 to 7.0 percent in 2011, down from 7.5 percent in 2010.

Data from the 2000 census show the types of industries and jobs that area residents hold. This distribution does not quantify the type of industries or jobs available locally but rather the occupations of existing residents. These residents may work locally in Prince George's County or elsewhere. As other metropolitan D.C. communities can attest, the presence of the federal government greatly impacts job opportunities. The majority of jobs for Prince George's County residents are in the service sector, government, and retail trade, based on the 2000 census at place of employment. Data provided by ESRI for 2010 show that both M Square (River Road) and College Park-UMD station areas had a high concentration of white-collar jobs with 74.1 and 83.5 percent of employment. A review of the Riverdale Park station area revealed only 46.2 percent white-collar jobs compared to 59.1 percent for residents

1 *The Economist*, Washington, D.C.'s, economy "Blooming: Boom times in the capital" April 14, 2011, [www.economist.com/node/18561085](http://www.economist.com/node/18561085).

2 Florida, Richard, *The Atlantic Cities*, "D.C., the Economic Superstar" June 6, 2011, [www.theatlantic.com](http://www.theatlantic.com).

3 Battelle Technology Partnership Practice, Jacob France Institute at the University of Baltimore. "Technical Report: A Study of Occupational Shifts and Workforce Characteristics for Prince George's County," December 2011.



in the Riverdale Road (Beacon Heights) station area. It is expected that the West Campus station area also has a high concentration of white-collar jobs.

## 2.2 Demographic Profile

Within the five station areas, data from the 2010 U.S. Census Bureau provide a scale of the size of each community and the nature of the residents that live in these neighborhoods. Along the eastern end of the proposed Purple Line, the Riverdale Road (Beacon Heights) station area is home to 6,169 residents within one-half mile of the station (see Table 2.1 below). This station area gained 982 new residents over the last decade, while the College Park-UMD station area added 713 new residents. The growth in the College Park-UMD station area can be attributed to the expansion of housing opportunities for University of Maryland students. In comparison, the M Square (River Road) station area realized a small amount of growth with the addition of 86 new residents, while the Riverdale Park station area lost 92 residents. In 2010, 2,035 residents lived within a one-half mile radius of the proposed West Campus station. From 2000 to 2010, the area’s population has grown by 542 persons, an increase of 36.6 percent over the ten-year period. This equates to an annual growth rate of 3.15 percent.

Appendix Table A-1 on page 319 shows the distribution of the population by age groups. In the College Park-UMD station area, college age students represent 48 percent of the population. In both the Riverdale Road station area and Riverdale Park, those between the ages of 25 to 44 years represented 33.3 percent and 36 percent of the population, respectively. The age distribution in the M Square (River Road) station area mirrors the characteristics of Prince George’s County and Suburban Maryland. In all three instances the dominant age cohort is 25 to 44 years of age, representing roughly 29 percent. Those over 65 account for 9 to 11 percent of the population. One in five residents within the M Square (River Road) station area is under 20 while a higher proportion of the Prince George’s County population (27.4 percent) is under

20 years of age. When examining the distribution of the population by age cohorts for the West Campus station, the impact of the University of Maryland is noticed immediately. Persons between the ages of 20 to 24 years represent 27.9 percent of the population in the area but only 8.2 percent in the county. There is also a relatively high percentage of persons between the ages of 24 to 29, resulting in a total percentage of persons between 20 to 29 years of 44 percent. Those 65 and over account for 6.4 percent of the population.

Table 2.2 and Appendix Table A-3 on page 321 show households by tenure and number of persons per household in 2010 as well as vehicle ownership. Tenure statistics provide information on the number of renters and homeowners. Along the proposed Purple Line, dynamics shift between the station areas under review with rental communities at the College Park-UMD and Riverdale Park station areas, representing between 66 and 63 percent of occupied units, respectively. In the Riverdale Road (Beacon Heights) neighborhood, the tenure splits almost evenly with 51 percent owner households. A larger share of households close to the proposed M Square (River Road) station area own their homes, estimated at 73 percent in 2010. The household tenure patterns within a one-half mile of the West Campus station differ from the county as a whole. In 2010 the homeownership rate for the county in the area around the station was 43.5 percent. Conversely, the area had a higher rental rate of 56.5 percent. In comparison, Prince George’s County owner households represent 62.8 percent of the occupied units and 65 percent in the Suburban Maryland area.<sup>4</sup>

In terms of household size, the majority of households in all areas were evenly distributed between one- or two-person households and three or more persons in a household. In the Riverdale Park station area more than two-thirds of households had three or more persons. This is reflected in its 2010 average household size of 3.76 persons in the half-mile radius around

<sup>4</sup> Suburban Maryland includes the jurisdictions of Prince George’s and Montgomery Counties.

**Table 2.1: Population Trends, 2000-2010**

	Riverdale Road (Beacon Heights) Station Area	Riverdale Park Station Area	M Square (River Road) Station Area	College Park-UMD Station Area	West Campus Station Area	Prince George’s County	Suburban Maryland
<b>Population</b>							
2000	5,187	9,109	802	1,249	1,493	801,473	1,674,856
2010	6,169	9,017	888	1,962	2,035	863,420	1,793,857
2000-2010 Change	18.9%	-1.0%	10.7%	57.1%	36.6%	7.7%	7.1%
<b>Median Age</b>							
2010	29.8	28.0	33.1	22.9	25.5	35.0	37.3

Source: ESRI, 2012; Partners for Economic Solutions, 2012.

**Table 2.2: Household Size, Tenure, and Vehicle Ownership, 2010**

	Riverdale Road (Beacon Heights) Station Area	Riverdale Park Station Area	M Square (River Road) Station Area	College Park-UMD Station Area	West Campus Station Area	Prince George's County	Suburban Maryland
<b>Percent of Households by Household Size</b>							
One Person	18.6	16.0	22.5	25.0	22.9	24.1	24.3
Two Persons	20.7	17.5	28.2	30.2	39.4	29.0	30.3
Three to Four Persons	33.6	34.4	28.2	22.6	26.1	33.8	33.2
Five or More Persons	27.1	32.2	21.8	22.3	11.6	13.1	12.1
<b>Average Household Size</b>							
Average Household Size	3.52	3.76	3.13	2.20	2.90	2.78	2.73
<b>Household Tenure</b>							
Percent Owner	48.9	39.9	73.2	33.4	43.5	62.8	65.4
Percent Renter	51.1	60.1	26.8	66.6	56.5	37.2	34.6
<b>Vehicle Ownership, 2000</b>							
Vehicles Owned per Household	1.6	1.3	1.8	1.9	1.5	1.6	1.7

Source: ESRI, 2012; Partners for Economic Solutions, 2012.

the proposed Riverdale Park station. As would be expected, one in four households in the College Park-UMD station area are one-person households. This area's student population impacts household formation, and as a result, the households in the half-mile radius support the fewest number of families with per household average size of 2.2 persons. In comparison, Prince George's County and Suburban Maryland had average household sizes of 2.78 and 2.73 persons, respectively. Riverdale Road (Beacon Heights) and M Square (River Road) had an average of 3.52 and 3.13 persons per household, respectively. The West Campus station area had an average household size of 2.9. In Riverdale Park the more transient nature of residents and the underground economy mean that the estimated median household income may underestimate this income due to unreported cash payments for service. The national trend indicates upticks in household size with the increase in multigenerational homes or young adults living with their parents for longer periods of time before forming their own households. Finally, Appendix Table A-2 shows that, according to the 2000 census, the majority of households in all areas own one or more vehicles. Seventeen percent of the Riverdale Park station area residents did not own vehicles.

Appendix Table A-4 on page 323 shows household income distribution for each of the four station areas, Prince George's County, and Suburban Maryland. Over one in five households make between \$50,000 and \$74,999 for all four

station areas; in fact, in the community surrounding the Riverdale Road (Beacon Heights) station 29 percent earned between \$50,000 and \$74,999 in 2010. The M Square (River Road) station area consists of moderate-income households with a median household income of \$60,921 and 45.4 percent of households earning between \$30,000 and \$74,999. The income distribution highlights the presence of University of Maryland students who receive minimal income with approximately one-third of all College Park-UMD station area households earning less than \$25,000. The Riverdale Park community has a median household income of \$49,891, only \$615 more than the median household income for College Park-UMD station area households. The income disparity in College Park-UMD's households remains significant with 5.5 percent of householders earning more than \$150,000 annually. In comparison the Riverdale Park station area households include 19.5 percent earning less than \$25,000 and only 2.3 percent earning more than \$150,000.



# 3. Residential Market

3.1 Housing Stock

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## Overview

The following section provides data on the residential market along the Purple Line Corridor in Prince George's County. Internet research and direct interviews with residential real estate professionals (including brokers/agents, housing builders, and developers) about current housing market characteristics augments information from the 2010 census and the U.S. Department of Housing and Urban Development to characterize current, local housing trends.

In some instances aggregated information provides more detail and insight into housing conditions. At times information available for a larger geography or neighborhood segment provides market insight even when the boundaries exceed the immediate vicinity of the proposed Purple Line Corridor.

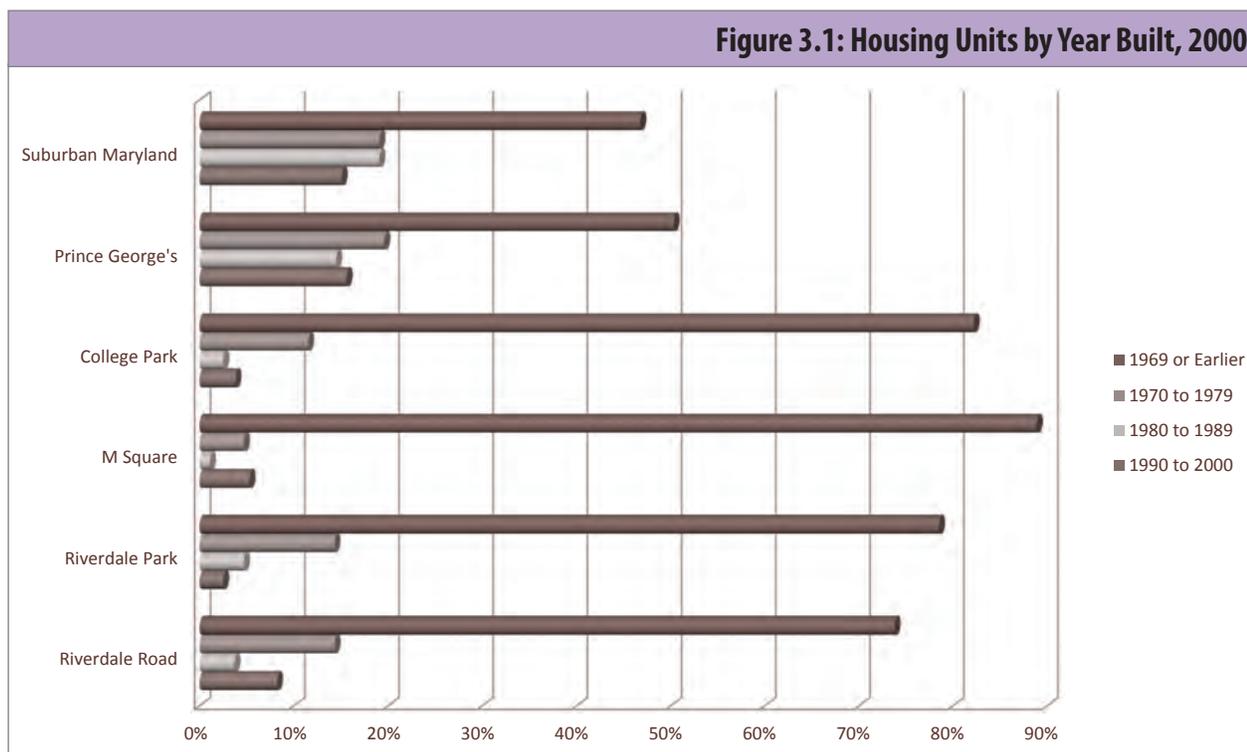
### 3.1 Housing Stock

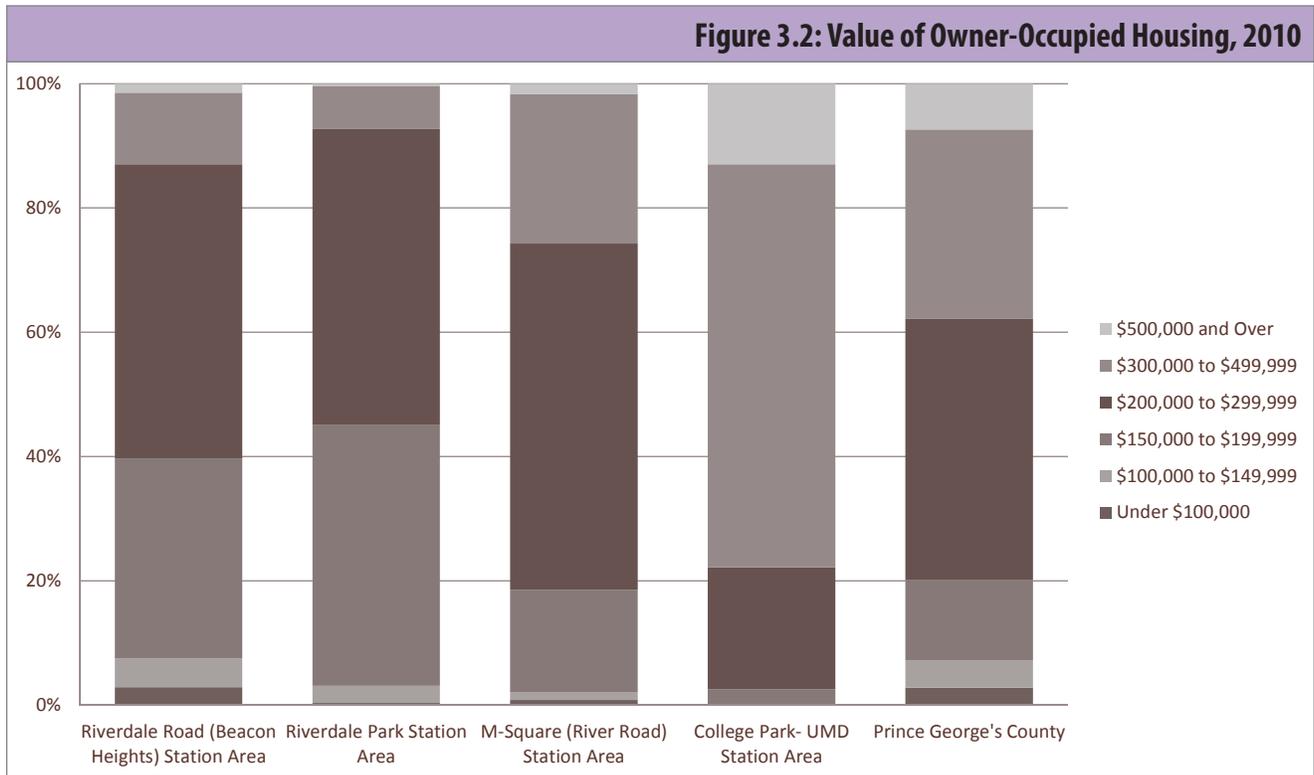
The most recently available data from the 2000 U.S. Census Bureau break down the number of housing units in each of the market areas by the number of units within each structure, as shown in Appendix Table A-6 on page 325. More than two-thirds of housing units around the proposed Riverdale Road (Beacon Heights) station are single-family detached houses and townhouses. In Riverdale Park, 40 percent of housing units are single-family homes, and almost 60 percent are multifamily. There is a notable rental population that makes up 57 percent of households, according to recent 2010 census estimates for the half-mile radius around the proposed Riverdale Park station area. The proposed M Square (River Road) Purple Line station area captures most of the residential neighborhoods in the Town of Riverdale with 85 percent of housing units in single-family homes. Closer to the University of Maryland, the dynamics of the housing units shift as the student population impacts the housing supply. In the half-mile radius around the College Park-UMD and West Campus stations, 37 and 36 percent respectively of all units are multifamily in buildings with five or more units.

The vast majority of housing is older stock. In all five station areas more than 70 percent of the existing housing was built at least 40 years ago, according to the 2000 census. In fact, the median year built ranges from 1949 in the College Park-UMD station area to 1961 in both Riverdale Park and the Riverdale Road (Beacon Heights) station areas and to 1965 in the West Campus station area. This compares to the M Square (River Road) station area's median year built of 1950, and the larger Suburban Maryland area's median year built of 1972.

Appendix Table A-7 shows owner-occupied housing by value in 2010. Overall, the Riverdale Road, Riverdale Park, and M Square (River Road) station areas' housing tend to have much lower values than Prince George's County as a whole. This is reflected in the median housing value of \$245,427 for M Square (River Road), \$217,439 for Riverdale Road (Beacon Heights), and Riverdale Park at \$207,472 compared with \$270,668 for Prince George's County and \$318,201 for Suburban Maryland. Approximately 40.2 percent of housing in the West Campus station area was valued between \$300,000 and \$499,999, and the area had a median housing value of \$307,900. The College Park-UMD station area has the largest group of higher-priced housing—approximately 64.9 percent of its stock was valued between \$300,000 and \$499,999. The median housing value was \$368,557 for College Park-UMD with 15 percent of the housing stock valued in excess of \$500,000.

The U.S. Census Bureau provides data on the new housing units authorized by annual building permits by the number of units in the structure. Appendix Table A-8 on page 327 shows new housing units from 2002 to 2010 in Prince George's County. The county had more than 19,362 new housing units authorized by building permits from 2002 through 2010, slightly less than 10 percent of which were multifamily units. As in most markets, new construction slowed from peak records. Prince George's County's highest level for permits was in 2005 with 3,425 units permitted, and the low point for permit activity reached 707 units in 2010.





### For-Sale Housing

There are many factors involved in the decision to purchase a home. Although monetary considerations are typically primary, physical and social factors also play a determining role. Neighborhood conditions, proximity to retail and services, community amenities, religious institutions, schools, public transit options and highway access are among the most influential factors.

Recent residential sales activity data were compiled using internet research, interviews with local real estate agents, and Redfin and Metropolitan Regional Information System (MRIS) data to profile the sales activity.

A review of home sales across Prince George’s County showed 710 sales for December 2011—a drop of approximately three percent in sales volume from the same month the previous year. The average sales price for homes rose a little over the course of the last year, with an average price of \$185,900 in December 2011. In the Riverdale zip code of 20737, MRIS reports an estimated 17 homes sold in December 2011 with an average sales price of \$110,635. This level of activity is down slightly from December 2010 when 20 homes were sold. The more interesting statistic is the rise in contingent contracts, which represent those homes sold as a part of foreclosure or as short sales that almost doubled compared to the previous year, reaching 46 for December 2011.

The number of home sales shows not only the balance between supply and demand in any given market but also the ability of individuals to purchase new homes. It is important to note that the federal tax credit incentives for first-time home buyers dramatically increased the number of homes sold during the

first two quarters of 2010; comparisons to year over year numbers by month reflected a dramatic drop. In Prince George’s County the sales volume decreased in 2011, reflecting the impact of the 2011 tax credit to stimulate demand for new homes. Perhaps a more telling sign of demand is the amount of supply available in the county in November 2011 compared to the previous November, which shows a drop from 10.5 months of supply to 6 months, according to Long & Foster. The available supply represents the current inventory divided by the current sales to determine how many months would be needed to sell all available inventory based on the current rate of demand.

As homeowners across the country struggle with high unemployment rates, economic displacement, and the recent housing crisis, those neighborhoods along the proposed Purple Line reflect this hardship. Current information on home foreclosures was obtained from RealtyTrac and Redfin for zip code 20737, which represents the majority of the study area. During the course of 2011, almost one in five home sales represented distressed activity (short sales or foreclosures). In total there are currently 257 bank-owned properties in the 20737 zip code.

Prince George’s County’s inner-Beltway communities tend to have a large supply of affordable housing, which is an attractive draw for first-time homebuyers and others in the ownership market, though much of the affordable housing needs significant investment and repair. Because the larger region suddenly has a lot more affordable housing, the competition for this market has increased. The Riverdale Park and Riverdale Road (Beacon Heights) station areas show promise as pioneering locations for infill residential

development and renovation of existing housing. The average list price in Riverdale Road, estimated at \$121 per square foot or a \$140,000 total price, represents a reasonable price for those interested in purchasing a home. In the Riverdale Park station area, the average list price increased to \$200,000, and the broader zip code of 20737 lists homes for an average price of \$135 per square foot.

In the broader market area, there is evidence of demand for newly built single-family detached and attached housing with high-end finishes. For example, the Hyattsville Arts District offers newly constructed products between \$300,000 to \$350,000. Newly constructed townhomes in Westphalia and plans for new stacked townhouse products in nearby Lanham show the interest in newly constructed housing. Unfortunately, the condominium market continues to struggle for market penetration. The county's unproven condominium market and stock of affordable single-family housing make it more challenging to market condominiums. Even sales of condominiums at popular new developments like the signature National Harbor project reflect a slow pace of demand. The 300-acre National Harbor mixed-use development enjoys water views within a newly built community. This project included 423 condominiums in the first phase of residential development and pre-sold approximately 80 percent within the development's initial 18 months; unfortunately, only 60 percent of these sales were completed with the downturn in the national economy. Plans for this large-scale development shifted away from condominium products to \$500,000 luxury townhouses. While this type of development does not represent the anticipated price point for the proposed Purple Line station areas, it indicates the lack of demand for condominiums even in a more attractive setting.

### **Competitive Residential Projects**

Overall economic conditions in the national and regional marketplace are impacting local development and real estate investment. There are limited residential construction projects in Prince George's County. The majority of new residential endeavors consists of previously planned greenfield projects in suburban neighborhoods outside the Beltway (I-495). A number of planned and proposed developments are currently underway in these areas or will be on-line over the next 12 months.

1. The Willows—This residential project started in 2006 with the purchase of 11 acres off of MD 450 by Ryland but stalled with pending approvals from the county's Planning Board and an Adequate Public Facilities moratorium. Now proceeding, this project will include 156 two-over-two condominium units, akin to a stacked townhouse development.
2. Fairview Manor—This development along Church Road and MD 50 continues to build out with recent upticks in home builder activity. Craftmark Homes is constructing homes, and Lonergan Homes plans a second phase of development with home sales prices starting at \$777,900.
3. Westphalia Row—The long-planned and proposed Westphalia residential development off of Ritchie Marlboro Road just inside the Beltway presents an opportunity for new single-family development. Richmond American began its Westphalia Row project with a 20-foot wide, 1,740 square-foot home selling for \$279,900. This initial phase will include 39 homes.
4. Marlboro Ridge—This Toll Brothers' project near FedEx Field represents the largest townhomes in the area with units ranging from 2,500 to 3,700 square feet. These large homes offer two-car garages and many community amenities, including a club house, pool, fitness centers, tennis courts, playgrounds, jogging trails, and picnic areas. These townhomes start as low as \$330,000 up to \$400,000.

### **Rental Housing**

Data on recent apartment trends were obtained from Reis, Inc. (a national data provider), for the Hyattsville and College Park/Greenbelt submarkets and direct interviews with local rental and property management officials within the proposed Purple Line study area.

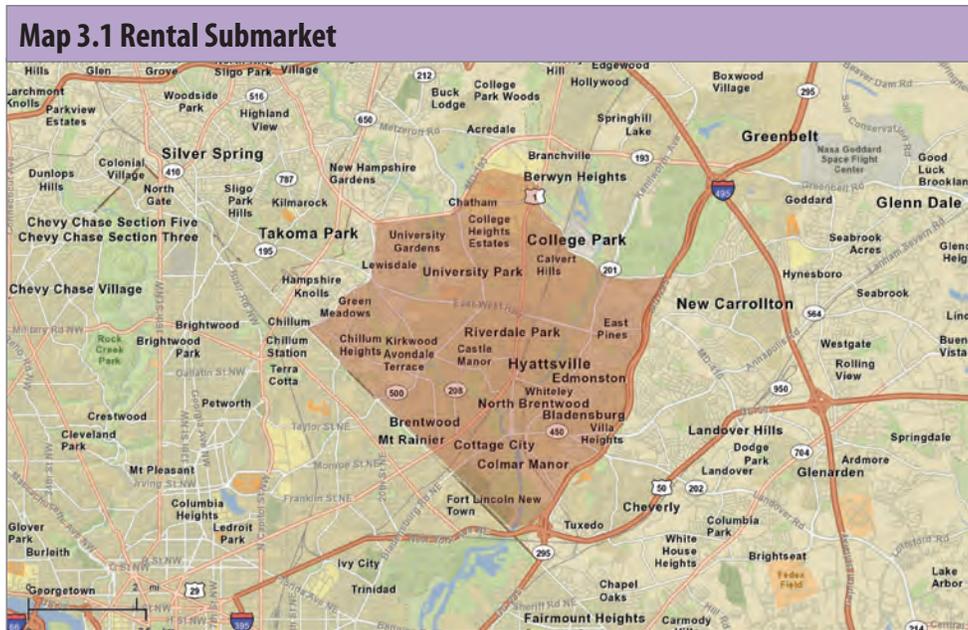
The Hyattsville rental submarket most closely relates to the proposed Riverdale Road (Beacon Heights) and Riverdale Park station areas. See Map 3.1 on page 130 for rental apartment statistic boundaries.

This submarket, in close proximity to the proposed Purple Line, reflects the nature of apartment housing in this broader community. The majority of the apartment complexes in the area are older stock—85 percent were built prior to 1970. In terms of unit mix, 51.2 percent are two-bedroom units, followed by 42.3 percent one-bedroom units, 4.0 percent three-bedroom units, and only 2.5 percent efficiency/studios units.

For the entire Hyattsville submarket, rents vary from \$1.50 to \$1.90 per square foot on average. The average rents by unit type are as follows for the Hyattsville submarket: \$888 for a studio/efficiency; \$1,032 for a one-bedroom unit; \$1,270 for a two-bedroom unit; and \$1,560 for a three-bedroom unit. A survey of sample apartment complexes in the Riverdale Road (Beacon Heights) community suggests slightly lower rents on average between \$1.20 to \$1.50 per square foot, with two to three months of free rent offered as a concession to new tenants.

Statistics from REIS for the Hyattsville submarket highlight a successful 3.3 percent overall vacancy rate and show a higher vacancy of 7.6 percent for multifamily rental units built since 2009. Occupancy rates are well over 95 percent at all of the selected apartment complexes.

The College Park/Greenbelt submarket reaches north of the Beltway (I-495), capturing rental communities often within the search area for University of Maryland College Park related students, staff, and employees. The average rents in the College Park/Greenbelt submarket tended to be higher than the Hyattsville submarket with an average monthly rent of \$1,314. In general, the higher vacancy rate of seven percent shows the recent additions to the rental market community and presence of older multifamily buildings. Multifamily units built before 1970 represent 84 percent of the stock, similar to Hyattsville. One-half of the multifamily units have two bedrooms.



There are a few examples of planned or proposed rental housing products:

1. Beltway Plaza—The redevelopment of Beltway Plaza currently includes an additional 700 rental apartment units.
2. Cafritz Property Redevelopment—The Cafritz property located along US 1 in College Park is proposed for a mixed-use development with 995 residential units. While plans for this development do not specify the price points or housing type, it is anticipated that some portion of these units would be rental apartments.
3. Book Exchange Redevelopment—The redevelopment of the Book Exchange property along US 1 in College Park is proposed to include 341 rental apartments over first-floor retail. The project, led by the development team of Freedom Tower Developer and Josef Mittleman, is designed to redevelop the site while incorporating 14,300 square feet of retail.

**Residential Demand**

In general, demand for new residential development relates to the projected growth in households. With assistance from county staff, the Metropolitan Washington Council of Governments (MWCOC) prepares population and household projections.

The MWCOC growth projections indicate an addition of 3,810 households by 2025, representing only a modest 289 households added annually over the next 15 years for all five of the proposed Purple Line station areas (see Table 3.1 on page 131)<sup>1</sup>. Table 3.1 highlights that much of the growth is anticipated

at the College Park-UMD station area with many of the other long-standing nearly built-out neighborhoods unable to accommodate construction of new housing. However, these estimates do not account for the creation of place likely to occur along the proposed Purple Line. There are likely to be other new households attracted to the area as renovation of the existing housing continues. Some of the more modest products for first-time homebuyers could be upgraded to provide move-up housing alternatives. Along the proposed Purple Line, the existing communities offer homebuyers limited choices when purchasing a newly constructed home, which results in a steady pace of sales for new developments where land is available. For-sale demand appears strongest for single-family attached homes due to the built-out nature of these neighborhoods and the price point for homebuyers in this section of Prince George’s County.

Over the mid- to long-term future, escalating transportation costs and traffic congestion are likely to support continued strong demand for infill housing in close-in, first-ring suburban areas. The vibrancy of neighborhoods with convenient access to Metro and other alternative transportation as well as walkable, amenity-filled urban environments, such as D.C.’s Columbia Heights and Arlington, Virginia’s Clarendon neighborhoods, demonstrates the potential for this type of transit-oriented housing.

Segments of the millennials generation (the population age cohort born between 1982 and 2002) are now forming new households. The National Association of Realtors conducted a study in 2011 to better understand

1 Transportation analysis zones include the following for each proposed station area: Riverdale Road (Beacon Heights): 1001, 1002, 1004; Riverdale Park: 990, 992,

993, 994, 1006; (M Square) River Road: 983,984, 985, 994; and College Park-UMD: 915,981,982, 996.

this market segment's housing preferences. Survey results suggest these new millennial households prefer urban neighborhoods with walkable communities, smaller housing units, and easy access to transit.

### Target Markets

The proposed Purple Line Corridor within Prince George's County will attract private investment to match the public infrastructure investment. These investors and current property owners hoping to capitalize on the trends for transit-oriented housing will search for opportunities at each station area. As the corridor expands its mix of housing choices, new market segments will be attracted to the area seeking an optimal housing alternative that will diminish their reliance on the automobile and provide a unique quality of life, taking advantage of the existing communities' amenities and features.

The market segments attracted to the Purple Line Corridor include a mix of several target groups: students; young professionals and couples without children; beginner families; empty-nesters wanting a closer-in location to the urban core of D.C.; and those employed locally, looking for a close-by residential community. Supportable prices/rents shift between areas.

The target clientele for new residential development in the Riverdale Road (Beacon Heights) and Riverdale Park station areas includes several potential customer types, including, but not limited to, young singles and couples as well as beginner families. The prices for new townhouses in this community likely attract price-sensitive consumers interested in purchasing their first homes.

In the M Square (River Road), College Park-UMD, and West Campus station areas, customers may include those in the other two station areas and university affiliates (students, faculty, and staff). The customer base is slightly larger, and new residential developments along a new light rail line would offer a prime location for students, faculty, and staff interested in a short commute to classes or work at the University of Maryland College Park. They can also take advantage of good Metro access.

The best mix of floor plans, given current demographic trends, prevailing household incomes, and neighborhood attributes unique to the broader community suggests predominantly one- and two-bedroom units. Because of the success of rental communities in the local area and the limited supply of newly constructed rental options, Partners for Economic Solutions (PES) recommends a mixture with more rental as the optimum tenure for all five of the proposed Purple Line stations. Given the success of townhouses and plans for new projects within the broader community, new townhouse products are recommended for any new for-sale construction in the near-term. Once the creation of place is complete and residential infill starts, the for-sale market for more risky ventures such as condominium products may be offered at the stations closest to the University of Maryland. As the housing market accelerates again over the mid-term, the economics of moderate-density residential development close in to the station areas will become more feasible.

Our estimates suggest that new residential development could include one to two new moderate-density apartment complexes (75 to 150 units per building) at each station area except College Park-UMD and West Campus, which might support more extensive rental apartment development with up to 3,120 new apartment units by 2025. It is important to note that the higher density residential products are likely relevant only in the College Park-UMD and West Campus areas. The housing recommendations for the eastern end of the proposed Purple Line by the Riverdale Road and Riverdale Park stations focus on new rental housing alternatives, which represent two-thirds of the total new housing units (or 640 units) by 2025. The existing residential community occupies much of the existing land area in both Riverdale Road (Beacon Heights) and Riverdale Park, but there are several opportunities to redevelop the existing shopping centers and create mixed-use alternatives that incorporate rental housing.

**Table 3.1: Purple Line Projected Household Growth, 2025**

Station Areas	2010 Households	Projected 2025 Households	Increase in Households	Share of County Growth (%)
Riverdale Road (Beacon Heights)	4,567	4,582	15	0.044
Riverdale Park	7,418	7,935	517	1.501
M Square (River Road)	553	731	178	0.517
College Park/UMD	1,352	4,202	2,850	8.273
West Campus	579	829	250	0.726
<b>Total Purple Line Area</b>	<b>14,469</b>	<b>18,279</b>	<b>3,810</b>	<b>11.061</b>
Prince George's County	306,006	340,456	34,450	
Region	2,488,170	2,996,854	508,684	

Source: Metropolitan Washington Council of Governments, Round 8.0, 2011; Partners for Economic Solutions, 2012.

The projected growth would result in a total demand of 19 percent owner-occupied units and 81 percent new rental units for the five station areas reviewed in this analysis, allowing for vacancies of one percent among owner-occupied units and five percent among rental units. Many of these more dense residential apartments in these station areas should locate within a quarter-mile of the proposed Purple Line transit stops. The target audience for new types of residential over retail and more dense townhome developments will be attracted from outside the region to these station areas, representing approximately 10 percent of total demand. These audiences tend to be less risk averse and willing to accept new residential housing types in emerging markets. The following table details the demand for residential housing based on tenure and product type.

Achieving the full level of development supported by the market demand will require the creation of a true neighborhood place at each station area, building on the assets of the existing communities.

While many of the new residential units will be built to take advantage of the proposed transit line, the new development of housing on sites formerly used for commercial development allow for residential development and mixed-use development. The following chapter provides a snapshot of the residential development potential for these redevelopment opportunities.

**Table 3.2: Residential Potential Demand 2010-2025**

Product Type	Riverdale Road (Beacon Heights)		Riverdale Park		M Square River Road)		College Park/UMD		West Campus		Total Units
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	
<b>Rental Residential</b>											
Apartments	170	65	228	60	350	80	2,673	90	500	87	3,921
Townhouses	90	35	152	40	90	20	297	10	75	13	704
<b>Subtotal</b>	<b>260</b>		<b>380</b>		<b>440</b>		<b>2,970</b>		<b>575</b>		<b>4,625</b>
<b>For-Sale Residential</b>											
Single Family	50	56	30	14	20	11	20	6	5	2	125
Townhouses	40	44	190	86	100	53	160	50	15	6	505
Condominiums	0	0	0	0	70	37	140	44	230	92	440
<b>Subtotal</b>	<b>90</b>		<b>220</b>		<b>190</b>		<b>320</b>		<b>250</b>		<b>1,070</b>
<b>Total</b>	<b>350</b>		<b>600</b>		<b>630</b>		<b>3,290</b>		<b>825</b>		<b>5,695</b>

Source: Metropolitan Washington Council of Governments, Round 8.0 Forecast, 2011; Partners for Economic Solutions, 2012.

# 4. Commercial Market

4.1 Office

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## Overview

This section evaluates market opportunities for commercial development—office, retail, and hotel. Employment trends are key indicators for commercial and residential demand. Jobs are integral to where people reside, what they can afford, and how much they are willing and able to pay for housing.

## 4.1 Office

The analysis considers the market support for office space based on review of historic absorption and development data for the region, Prince George's County, and each of the five station areas. This assessment considers each station area's ability to compete for office development based on its competitive advantages and disadvantages, including access, proximity to major employment centers, workforce, office environment, cost, support services, and other factors.

The office market does not consist of one type of office space; rather, distinct users create the need for space that varies greatly in character and construction type, impacting the rents and location. For the purpose of this analysis, the office market assessment includes general office market insights, focusing on a review of research and development (R&D) office space related to University of Maryland M Square Research Park and neighborhood-serving office.

The Greater Washington region's office market supported by federal government activity stabilized more quickly than other metropolitan regions in recent years, showing growth as vacancy rates declined steadily. Prince George's County did not participate fully in the region's office market growth; the county's total office inventory of approximately 26 million square feet of office space enjoyed only a one-percent increase in rent from 2010 to 2011 as much of the older office stock struggled to maintain and increase its occupancy levels. Prince George's County's office vacancy rate reached its highest point at 17.2 percent in 2011 compared to the metropolitan region with an office vacancy rate of 13.2 percent, according to CoStar. Typically, healthy office market vacancy rates range from 8 to 10 percent. Office market key indicators reflect obstacles for new speculative development in Prince George's County due to the slow rate of employment growth and competitive offerings in the regional marketplace. While vacancy rates remained high in 2011, reported construction of new office space in Prince George's County remained stable with plans for approximately 270,000 square feet.

Along the proposed Purple Line Corridor, the nature of office space varies dramatically from those within the M Square Research Park to typical suburban office park development and neighborhood-serving office space along major thoroughfares or on the ground level of other commercial buildings. The office or R&D space offers rents from \$32 to \$36 per square foot, depending greatly on amenities and features of each space, and is more often located close to the University of Maryland College Park if not within the M Square Research Park campus. More price-sensitive office users or those in need of office space close to the neighborhood customers they serve find office spaces within existing shopping centers or stand-alone buildings along Kenilworth Avenue, MD 410 (East West Highway) or Riverdale Road. Rents average \$16 per square foot for neighborhood-serving office space up to \$24, depending on the nature of the space, age of the shopping center, and other lease term options. These rents do not support the cost of constructing new office space.

The proposed Purple Line section within Prince George's County crosses several distinct office submarkets, including Takoma Park, College Park, Hyattsville

and New Carrollton. Map 4.1 delineates the proposed Purple Line submarket for office space. This area reflects the boundaries of the College Park/Takoma Park submarket as defined by REIS. These data only provide a snapshot of office activity and do not capture activity in single tenant or government buildings.

Within the Purple Line office market area, single tenant or government buildings account for approximately 2.6 million square feet of space. To



understand the office market conditions for all of the office space, CoStar data that captures government and single tenant buildings are shown in Table 4.1 on page 136. Office rents average approximately \$20 per square foot according to these data. A closer review shows that some of the Class C office space or older office space constructed in the 1960s and 1970s rents for as little as \$9 up to \$13 per square foot. These rents tend to reflect industrial office space rates as opposed to traditional office space. Flex space within the area includes single-story or low-density structures with a combination of office, warehouse, and/or showroom space. Rental rates in the flex portion of office buildings at M Square range from \$15 to \$18 per square foot. This flex/office space does not provide Class A office space but rather offers lower rents, easy access and surface parking within less than a half-mile of the University of Maryland Metro Station.

Conversations with local brokers revealed that tenants willing to pay office rents from approximately \$30–\$35 per square foot tend to locate in the M Square Research Park or other newly constructed adjacent buildings but not elsewhere in the proposed Purple Line submarket area. The less conventional office space located in mixed-use buildings or adaptive reuse buildings along major thoroughfares tends to rent for \$18 to \$22 per square foot, similar to rents in commercial shopping centers. Neighborhood-serving office users need to be located close to their customer base and tend to pay for visibility along major traffic routes with dedicated parking for customers.

Vacancy rates for office space in this submarket area have varied over time, dipping to a low of 8.9 percent in the second and third quarter of 2002.

The submarket held on and inched up slightly over the next several years with the addition of new office space, reaching 11 percent vacancy rate in 2005. Unfortunately, market pressures from the economic recession and past additions to the office supply impacted occupancy levels, and the vacancy rate jumped to 15 percent in 2006. This submarket continues to gain momentum as space fills in the M Square Research Park and a few other key properties renovate to keep existing tenants. Annual construction averaged 58,000 square feet from 2000 through 2010 as absorption averaged 57,000 square feet. In Prince George’s County, the annual absorption of office space fell from a positive absorption of 480,000 square feet in 2008 to a negative absorption of 1,260 square feet in 2011. CoStar reports vacancy rates in 2011 from 12 to 13 percent for the Purple Line submarket. Despite fluctuations in construction and absorption of office space in the proposed Purple Line office market area, a historical view of this submarket compared to the total office inventory in

Prince George’s County shows that the submarket maintained a relatively stable niche throughout the past decade. In Prince George’s County, the vacancy rate climbed from 12.5 percent in the second quarter of 2007 to 17.3 percent for the fourth quarter of 2011.

More specific data from REIS offers a perspective on private multitenant office space in the College Park/Takoma Park submarket, which shares the same boundaries as the CoStar proposed Purple Line submarket area. The submarket’s average rent for private office space (excluding single-tenant and government buildings) ranges from \$21 to \$23 per square foot with a vacancy of 20.5 percent, which peaked at 22 percent in the third quarter of 2010. Within this submarket approximately 49 percent of the office space was constructed before 1980.

**Table 4.1: Office Space Trends, Purple Line Submarket Area, 1993-2011**

Year	Total Sq. Ft.	Vacant Sq. Ft.	Occupied Sq. Ft.	Occupancy Rate (%)	Average Rent
1993	3,303,069	379,115	2,923,954	89	\$15.70/fs
1994	3,640,569	634,040	3,006,529	83	\$14.86/fs
1995	3,640,569	705,970	2,934,599	81	\$15.05/fs
1996	3,801,161	672,318	3,128,843	82	\$16.15/fs
1997	3,801,161	615,832	3,185,329	84	\$16.26/fs
1998	3,811,161	653,015	3,158,146	83	\$16.98/fs
1999	3,811,161	610,480	3,200,681	84	\$16.93/fs
2000	3,822,341	564,919	3,257,422	85	\$18.61/fs
2001	3,822,341	388,951	3,433,390	90	\$19.86/fs
2002	4,000,791	500,822	3,499,969	87	\$20.82/fs
2003	4,000,791	426,017	3,574,774	89	\$20.45/fs
2004	4,081,468	474,365	3,607,103	88	\$20.35/fs
2005	4,081,468	460,725	3,620,743	89	\$20.48/fs
2006	4,081,468	643,064	3,438,404	84	\$22.94/fs
2007	4,279,952	674,945	3,605,007	84	\$23.33/fs
2008	4,279,952	585,971	3,693,981	86	\$22.87/fs
2009	4,279,952	580,708	3,699,244	86	\$22.44/fs
2010	4,402,952	575,698	3,827,254	87	\$21.73/fs
<b>2000-2010 Change</b>					
Amount	580,611	10,779	569,832	2	\$3.12/fs
Note: Full service average rent, including taxes, utilities, and janitorial.					
Source: CoStar, 2011; Partners for Economic Solutions, LLC, 2012.					

**Table 4.2: Office Space Trends, Prince George's County, 2007-2011**

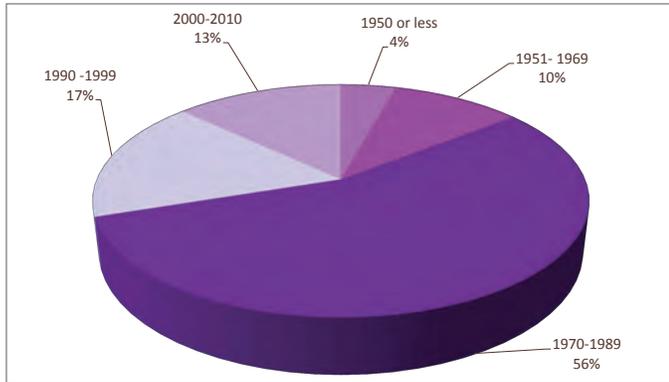
Year	Total Sq. Ft.	New Construction	Vacant Sq. Ft.	Vacancy Rate (%)	Annual Net Absorption
<b>Annual</b>					
2007 2Q	25,553,516	n/a	n/a	12.5	
2007 3Q	25,572,836	0	3,593,814	14.1	
2007 4Q	25,764,609	186,560	3,653,518	14.2	
2008 1Q	25,788,405	23,796	4,102,954	15.9	
2008 2Q	25,952,497	164,092	4,182,046	16.1	
2008 3Q	26,067,797	115,300	4,278,729	16.4	
2008 4Q	26,167,797	100,000	4,257,622	16.3	403,188
2009 1Q	26,383,950	283,277	4,178,814	15.8	-
2009 2Q	26,373,356	0	4,255,688	16.1	-
2009 3Q	26,378,356	5,000	4,568,250	17.3	-
2009 4Q	26,454,572	9,092	4,671,421	17.7	286,775
2010 1Q	26,520,091	144,000	4,646,541	17.5	-
2010 2Q	26,517,747	0	4,570,914	17.2	-
2010 3Q	26,517,747	0	4,662,305	17.6	-
2010 4Q	26,601,515	62,768	4,569,056	17.2	146,943
2011 1Q	26,601,515	0	4,408,533	16.6	-
2011 2Q	26,601,515	0	4,676,141	17.6	-
2011 3Q	26,601,515	0	4,615,994	17.4	-
2011 4Q	26,600,255	0	4,607,679	17.3	(1,260)
Current Qtr	26,869,017	268,762	4,916,153	18.3	
<b>2007-2011 Change</b>					
Amount	1,046,739		1,013,865		
Percent	4.0%		28.2%		
Note: Full service average rent, including taxes, utilities, and janitorial.					
Sources: CoStar; Partners for Economic Solutions, 2012.					

Within the station area submarket, 46 percent of the office space is Class B office space. In comparison 49 percent of Prince George's County's office space consists of Class B office space and 18 percent Class C office space. Classing of commercial space helps to properly evaluate existing supply by differentiating buildings by physical condition and operating performance. Class A represents those buildings that command the highest rents, and Class C represents those properties in average condition receiving lower than average rents. According to data from CoStar, one-third of the office space in Prince George's County could be characterized as Class A space, compared with 37 percent in the proposed Purple Line office submarket area. Within the proposed Purple Line

submarket, Class A office space remains the bright spot with more than 45 percent of the 1.5 million square feet of Class A space built since 1990. The review of the inventory by year built for the proposed Purple Line submarket areas suggests that a large portion of the existing office space may be in buildings that have reached their useful life with approximately 36 percent of the space constructed before 1970.

### Office Demand

Traditional office demand forecasts rely on the expected growth in the number of employees who need a place to work. Industries that use office



**Figure 4.1: Prince George's County Office Space by Year Built**

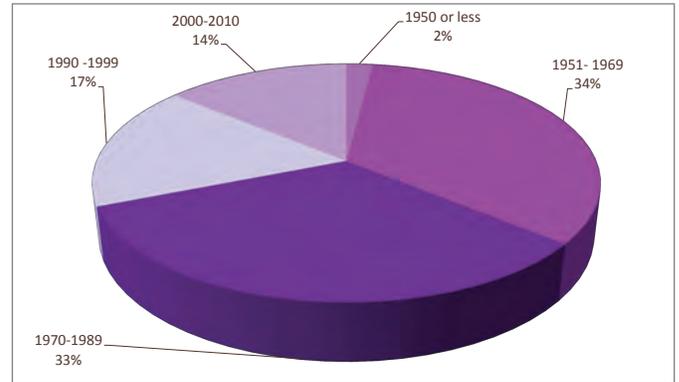
space most heavily include information; finance and insurance; professional, scientific and technical services; health care and social assistance; other services; and government. Typically the first three are most important for the general occupancy office market. It should be noted that state educational institutions, such as the University of Maryland College Park, are captured as public administration or government positions.

Prince George's County has a distinct mix of industry sectors creating jobs in the marketplace. The major industry sectors identified with Maryland Department of Labor and License data suggest that construction, government, transportation/distribution, medical (health and hospitals), and retail rank as the top five industries for Prince George's County based on employment.

Data provided by CoStar and Delta Associates show that from 2006–2010 the percent of space leased by government institutions grew as the tech and telecom industries reduced the amount of space leased. In the third quarter 2011 Transwestern Outlook Report for Suburban Maryland, government leasing increased by eight percent from 2009 to 2010, reaching 22 percent of all 2010 leasing deals. In Prince George's County, office demand is led by the federal government and, to a lesser extent, the health services, technology, and biosciences industry sectors.

Though the technology industry is expanding around the world, it has shown great propensity for clustering in a select set of geographic locations. This clustering is driven largely by the need for a specialized labor pool, advanced science, industry experience, and financing. Human capital is the most critical resource; it is important to be in a location that can attract the talent, offering a good quality of life, good employment opportunities among other similar firms, continuing education opportunities, and other amenities. Most competitive clusters of technology companies have developed near major research universities for access to researchers, graduate students, and specialized equipment. The University of Maryland M Square Research Park offers an opportunity to build on this trend and capitalize on the federal institutions present.

To project future employment growth and office demand, PES used the MWCOC Round 8.0 projections as a base and estimated the changing share of jobs within the metropolitan area. The MWCOC projections provide a



**Figure 4.2: Proposed Purple Line Office Space by Year Built**

snapshot of expected growth based on historic trends, available land, existing zoning, and projects in the pipeline. The proposed Purple Line area would gain 2,903 new jobs over the next 15 years based on these projections, which represents seven percent of all Prince George's County employment growth. While these boundaries capture activity in areas along the proposed Purple Line, the demarcation between station areas does not accurately portray office development patterns. New development may occur within either the M Square (River Road) or College Park-UMD area reflecting the availability of land and/or opportunity to expand a current office product. Almost two-thirds of the employment growth will happen within the M Square (River Road) station area, and the College Park-UMD station area will capture another 491 new jobs.<sup>1</sup> In total the M Square (River Road) and College Park-UMD area represent the majority of all office growth for the proposed Purple Line. This employment growth reflects the anchor institution's popularity and the cluster of office activity in the immediate area. Both the Riverdale Park and Riverdale Road (Beacon Heights) communities will gain minimal new jobs related to the existing office market, which serves area residents with neighborhood-serving office space.

The jobs data were adjusted further by estimating the share of jobs in each industry that requires office space as opposed to hospital, retail, or industrial facilities. Those estimates ranged from 20 percent of other services jobs to 100 percent of finance jobs. Growth in office-using jobs is projected to total 550,000 new metropolitan area jobs by 2025 with more than 24,000 new jobs in Prince George's County. Table 4.3 on page 139 delineates the expected growth within the proposed Purple Line area. Assuming an average of 225 square feet per employee and a stabilized occupancy rate of 95 percent, the projected growth would suggest annual demand for 35,000 to 41,000 square feet of office space by 2025. It should be noted that trends suggest a decline in the amount of office space per employee for general office space as a result of several factors that include the increased popularity of telecommuting, decreased need for storage, and improved efficiency of space layout.

Plans for the development of the M Square Research Park project growth exceed the MWCOC projections with a total of 2 million square feet at

<sup>1</sup> M Square (River Road) area includes transportation analysis zones 983,984, 994

**Table 4.3: Purple Line Projected Employment Growth, 2025**

Station Areas	2010 Employment	Projected 2025 Employment	Increase in Jobs	Share of County Growth (%)
Riverdale Road (Beacon Heights)	1,629	1,767	138	0.335
Riverdale Park	2,946	3,368	422	1.023
M Square (River Road)	5,752	7,604	1,852	4.490
College Park/UMD	3,661	4,152	491	1.190
West Campus	1,834	2,159	325	0.788
<b>Total Purple Line Area</b>	<b>15,822</b>	<b>19,050</b>	<b>3,228</b>	<b>7.826</b>
Prince George's County	358,385	399,635	41,250	
Region	4,012,116	4,921,093	908,977	

Source: Metropolitan Washington Council of Governments, Round 8.0, 2011; Partners for Economic Solutions, 2012.

**Table 4.4: Baseline Office Demand Based on Employment Growth, 2025**

Station Areas	Increase in Jobs	Office Allocation (%)	Office Jobs	Office Demand (SF)	Years	Annual Increase (SF)
				Jobs	Jobs	
Riverdale Road (Beacon Heights)	138	30	41	9,810	15	654
Riverdale Park	422	40	169	39,980	15	2,665
M Square (River Road)	1,852	90	1,667	394,770	15	26,318
College Park/UMD	491	80	393	93,030	15	6,202
West Campus	325	80	260	61,572	15	4,105
<b>Total Purple Line Area</b>	<b>3,228</b>		<b>2,530</b>	<b>599,162</b>		<b>39,944</b>

Source: MWCOC, Round 8.0, 2011; Partners for Economic Solutions, 2012.

buildout. At this time the M Square Research Park provides office space for elite federal government tenants and institutions, including FDA Center for Food Safety and Applied Nutrition, Center for Advanced Study of Language (CASL), American Center of Physics, Raytheon, and National Oceanic and Atmospheric Administration's Joint Climate Change Research Center. It should be noted that these University of Maryland growth plans for the M Square Research Park area rely on many single-user decisions for build-to-suit office development as opposed to speculative office construction. This pattern of development will not match the annual office demand projections as the buildings typically encompass several years' worth of office space growth at one point in time. In fact, the projected development at M Square may extend beyond this study's horizon date of 2025.

The College Park-UMD and M Square (River Road) station areas remain the key office location within the proposed Purple Line submarket with access to Metro. Other growing submarkets compete strongly in Prince George's County for new office tenants. These locations include New Carrollton and Greenbelt.

In order to compete, the area needs to create a better office environment that is more pedestrian oriented and mixed use in nature. The future of the office market reflects not only trends in the types of jobs available but also the workers and how they will work in the future. Over one-half of the American workforce will be millennials (born 1982 to 2002) in the near future, as baby boomers retire. Many of these workers are tech-enabled, transit-oriented individuals interested in working in green, efficient buildings with easily accessible amenities. To capture these future workers, employers will seek office space in places that offer future incentives to attract talent. The M Square Research Park offers an opportunity to expand the current projections for the office market by creating an attractive place for workers and residents. With the creation of a mixed-use environment with access to public transit and amenities, including restaurants, public open space, and some residential options that enliven the space after the business day, projected growth could increase by 40 percent in the M Square (River Road) and College Park-UMD station areas. This increase would result in approximately 45,000 to 50,000

**Table 4.5: Demand Summary Based on Employment Growth, 2025**

Type of Space	Baseline		Creation of Place		Leveraged Demand
	Annual	Total	Annual	Total	
Office	35,800	537,000	48,800	732,000	195,000
Flex/Industrial	6,500	97,500	6,500	97,500	n/a
<b>Total</b>	<b>42,300</b>	<b>634,500</b>	<b>55,300</b>	<b>829,500</b>	

Source: MWCOG, Round 8.0, 2011; Partners for Economic Solutions, 2012.

square feet of annual demand for office space or 730,000 to 745,000 square feet by 2025.

In addition to traditional office buildings, office space also exists in industrial and flex/office buildings. Flex users in incubator space have focused around the College Park/UMD station area but other pockets of flex office space exist around the M Square station area. For flex office space, the employee density per square foot varies based on the type of industry. This requires a variation for the inputs to calculate the baseline demand for flex/industrial space. Flex office users tend to need employee densities estimated at one manufacturing employee per 400 to 450 square feet, one transportation/warehousing employee per 1,250 square feet, and one wholesale trade employee per 1,000 square feet. After a review of existing zoning, development patterns, and market conditions, PES divided the projected employment from MWCOG’s Round 8.0 projections into categories for flex/industrial demand. This does not include the growth in jobs expected in service industrial (auto repair) or those office users (insurance agents) that will locate in shopping center retail spaces. In total, 129 jobs could be categorized as flex/industrial. These new jobs account for approximately 98,000 square feet of future space demand, the majority of which would be located in the M Square station area.

**Retail**

The potential performance of new retailers in the neighborhoods along the proposed Purple Line depends on their ability to compete for and “capture” the expenditures of trade area residents and to attract “inflow” from residents of other areas. For each cluster of retail within the different communities in Prince George’s County there exists a distinct trade area from which retailers expect to draw the bulk of their customers. In some instances these trade areas extend into neighboring jurisdictions, such as the District of Columbia or Montgomery County.

**Competitive Framework**

To better understand the competitive retail environment for the five station areas along the proposed Purple Line, PES examined the existing supply of shopping centers and other commercial retail in this section of the Purple Line.

Much of the study area’s retail stock consists of older commercial strip centers built before 1970. Neighborhood shopping centers with less than 30,000 square feet dominate the landscape, followed by community shopping centers

in excess of 100,000 square feet with a junior or discount department store as an anchor. This retail format caters to smaller, neighborhood-sized market areas. These centers, which include Wildercroft Shopping Center, West Lanham Shopping Center, East Pines Shopping Center, Riverdale Plaza, and Belcrest Plaza, offer an array of neighborhood goods and services from grocers to beauty salons to dry cleaners. For the slightly larger neighborhood centers, grocery stores or pharmacy operations anchor the retail destination.

Map 4.2 on page 141 highlights the national chain grocery stores that operate in the broader Purple Line market area. In addition to these operations and Walmart, area residents have access to more than eight specialty grocers such as YES! Organic Market in the Hyattsville Arts District and Selena International Supermarket, Periyar Asian Grocery, La Grande Supermarket, and others throughout the Riverdale, Hyattsville, New Carrollton, and Landover Hills communities. These independent stores are noted with blue markers on the map.

Larger scale big box community shopping centers, which tend to include national chains, such as Home Depot, Lowe’s, Target, and Kohl’s, draw a larger customer base. These community shopping centers tend to rent out space between \$24 and \$28 per square foot and include the Shops at New Carrollton, Glenridge Shopping Center, and University Town Center.

Many residents travel outside the five station areas to patronize nearby shopping centers that offer a wider variety of stores. This includes The Mall at Prince Georges, Beltway Plaza, and Capital Plaza Mall shopping center, anchored by Walmart along Annapolis Road at the intersection with MD 295. These larger scale community shopping centers outside the immediate neighborhoods that surround the five station areas present competitive locations with recently upgraded or newly constructed retail shopping centers.

Individual storefront and freestanding retailers outside of shopping centers include national chain carry-out or fast food operations, stand-alone banks, and miscellaneous service and entertainment providers. Most of these stores are fully occupied with very little change in tenancy over time. Additional retail space exists along major routes/thoroughfares; the building stock is mature with many structures built for residential use and then converted to commercial uses over time.





PES reviewed the value of each commercial shopping center’s improvements or building in comparison to the value of the total property. This assessment, along with a review of the age for shopping centers, helped to assess the potential for reinvestment or redevelopment for these retail centers. It should be noted that this is only one of a series of indicators to be considered when determining the feasibility of redeveloping shopping centers. For example, a separate surface parking lot without structures would reflect a value disparity, but it may be linked to a neighboring shopping center, serving as necessary parking. Within the M Square (River Road) and College Park-UMD station areas, there is a limited amount of commercial retail property. Map 4.5 on page 143 highlights those properties in red and orange that may be viable for redevelopment and should be reviewed more closely in the Riverdale Road (Beacon Heights) and Riverdale Park station areas.

Table 4-6 on page 144 summarizes retail expenditures of station area residents by retail category and shows the potential expenditures captured by area retailers (i.e., retail sales). Leakage (shown as a positive number) represents the dollars that area residents spend outside the area. The negative values represent inflow or categories for which retailers’ sales exceed the spending of area residents by attracting shoppers from outside the area. In these instances the area has retail stores that capture the market potential from area residents. The table shows many dollars being spent outside the area (positive values), which should be expected given the incomplete retail offerings within the station areas and the presence of highly competitive big box retailers nearby. In some markets it may be possible to reposition stores and the merchandising mix to better align with customers’ needs and stop some of the leakage of retail spending. However, some types of stores, such as apparel stores or general merchandise stores, prefer to locate in shopping malls or risk competing directly with Walmart. Walmart presents such a formidable

challenge that many retailers cannot and should not attempt to compete with this national retailer. In some instances, such as the Riverdale Road (Beacon Heights) station area, an electronics and appliance store could capture retail dollars from local residents, but these types of stores typically require large-format lifestyle shopping centers with high visibility and accessibility for auto-dependent customers. The locations potentially available in the Beacon Heights community could not compete for these types of retailers.

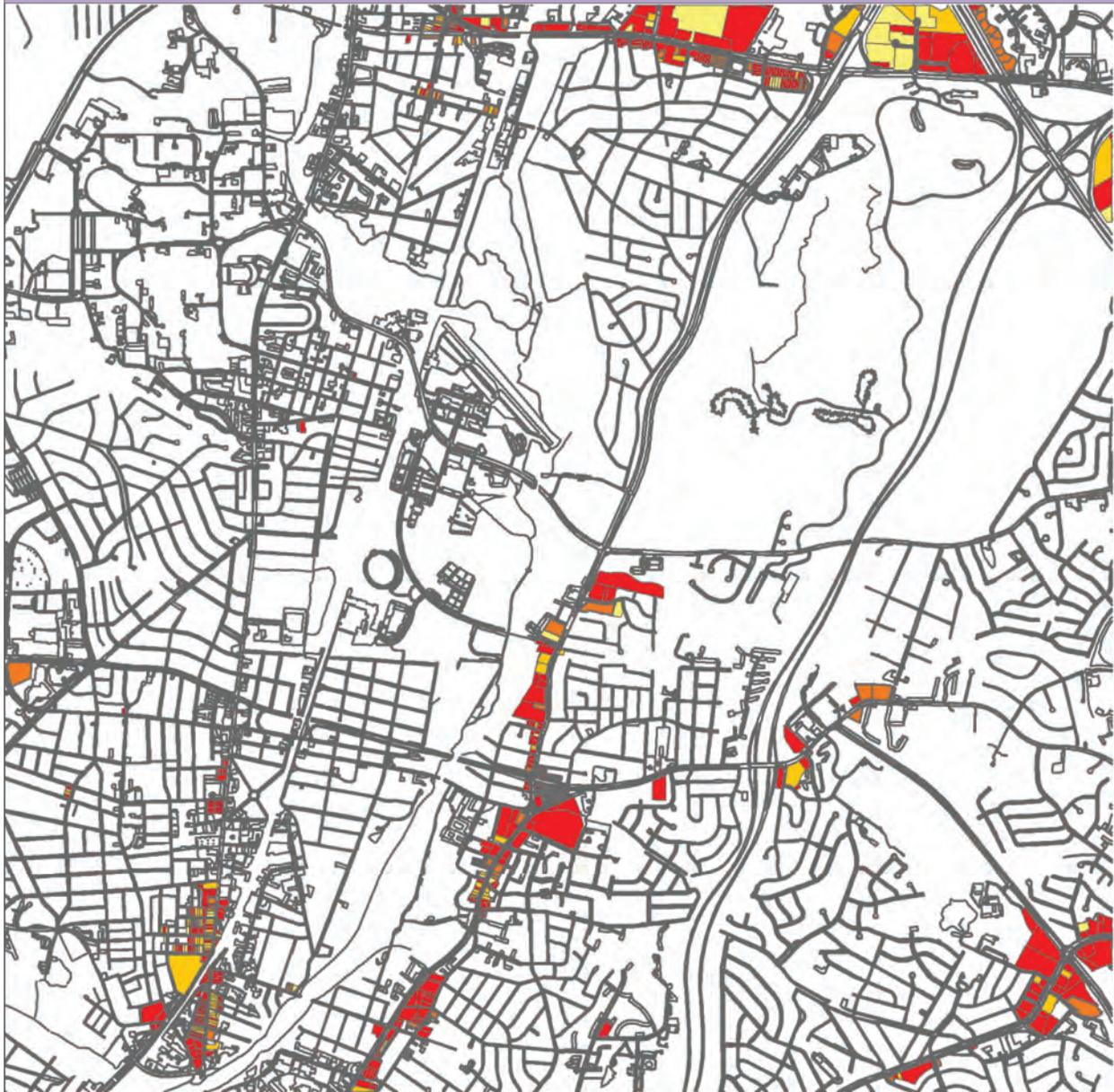
To date, the U.S. Census Bureau and related agencies do not collect or distribute information regarding the population or concentration of unauthorized immigrants. Consequently, retail expenditures by undocumented immigrants are not officially estimated or known.

The following factors have been identified as indicators of an informal economy:

- A concentration of foreign-born immigrants.
- A preponderance of the stores and restaurants in the area named in a language other than English and regularly conducting business in another language.
- An absence of traditional banking centers coupled with an infusion of check cashing and/or money transfer outlets.
- A significant percentage of households declaring that conversations in the home are conducted in a language other than English.

When the Riverdale Park station area’s demographic conditions are evaluated against these criteria, the area is considered likely to include a significant number of residents participating in an informal economy. A windshield survey of area retail surrounding the Riverdale Park station area shows an interesting trend for retail operations. One of every ten retail stores and

Map 4.5 Commercial Improvements as Percent of Value



**Legend**

**Commercial improvements as Percent of Value**

**Undercal**

- 0 - 59%
- 60 - 69%
- 70 - 79%
- 80 - 100%

**Table 4.6: Retail Leakage/Surplus by Industry Group, 2011**

Industry Group	College Park-UMD & M Square (River Road) Primary Market Areas	Riverdale - East Pines (Beacon Heights) Primary Market Area	Riverdale Park Primary Market Area
Motor Vehicle & Parts Dealers (NAICS 441)	\$770,672	-\$79,099,349	\$15,025,686
Furniture & Home Furnishings Stores (NAICS 442)	\$825,153	-\$92,638	\$2,753,870
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	-\$1,082,867	\$5,424,122	\$2,327,842
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	-\$386,078	\$320,549	-\$1,049,285
Food & Beverage Stores (NAICS 445)	\$4,836,775	-\$17,800,606	\$17,548,491
Health & Personal Care Stores (NAICS 446/NAICS 4461)	-\$979,149	\$694,399	\$798,605
Gasoline Stations (NAICS 447/NAICS 4471)	-\$4,136,563	-\$4,539,188	-\$13,309,728
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,014,822	\$561,453	\$5,423,802
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	-\$20,240,909	\$3,139,351	-\$14,477,382
General Merchandise Stores (NAICS 452)	\$2,683,851	\$15,333,241	\$13,277,865
Miscellaneous Store Retailers (NAICS 453)	\$64,385	\$1,673,302	\$722,394
Nonstore Retailers (NAICS 454)	\$575,938	\$5,727,587	\$2,402,178
Food Services & Drinking Places (NAICS 722)	-\$15,274,368	\$15,013,163	-\$7,477,027

Source: ESRI Business Analyst, 2011; Partners for Economic Solutions, 2012.

restaurants is Spanish-named or has Spanish-speaking operators. For every traditional banking center, three to four check cashing or money transfer outlets are present.

In the M Square (River Road) station area, the current and future daytime population changes the dynamics for retail development. The consultant team conducted a survey aimed at this population with questions regarding current retail spending habits during the workday and commuter activity related to transit usage. These questions helped to engage the area workers and expand the understanding of this critical market for area retailers. Appendix B provides a summary of the survey and results.

For the retail analysis, the retail spending of those 178 respondents included estimates of weekly spending on breakfast, lunch, dinner, and social drinking after work hours. On average, those respondents that purchased food items within the building where they worked spent \$33 a week compared to \$88 for food items purchased outside the building within close walking proximity. Estimates of annual spending suggest the potential to capture an additional \$20 million in food and beverage sales, assuming a capture rate of 20 percent for future new workers interested in eating within the immediate area.

**Retail Potential**

In conclusion, the retail analysis for each of the five station areas determined that:

- Riverdale Road (Beacon Heights) station area does not have sufficient unmet retail demand at this time to support new retail development.
- In Riverdale Park, the current configuration of older shopping centers should be adapted to incorporate mixed-use alternatives and a contraction of retail offerings. The Town of Riverdale Park may be able to assist existing retail offerings with loans or grants for façade upgrades. Efforts should be made along the Kenilworth Avenue Corridor to keep key destination retail anchors, such as Rinaldi’s Riverdale Bowl, which attract customers from outside the immediate neighborhoods.
- M Square (River Road) and College Park-UMD have retail potential for ancillary restaurants and service providers to serve the daytime population. While additional retail may be appropriate within a mixed-use environment at the M Square Research Park campus, this retail should be tailored to meet the needs of the daytime population while not cannibalizing the retail in the nearby commercial corridors.
- West Campus station area does not have sufficient unmet retail demand at this time to support new retail development.

**Hotel**

As an industry, lodging relates to business travelers and visitors to a region for a variety of reasons (e.g., passing through on a longer trip to visit family,

tourists, visiting higher education facilities). The hospitality industry links closely with the economy and follows its highs and lows, especially as it relates to business travel.

Hotel development needs close proximity to its customer base and tends to locate on well traveled routes (roadways, rail lines, and waterways) or near employment centers and tourist attractions, depending on the market segment of the particular hotel. Visibility from the highway, aesthetics of the area, and perceived safety also rank top in factors considered when selecting a location. For these reasons interstate hotels, unlike resort hotel operations, cluster around highway exits with easy access. Collocation with retail, restaurants, and entertainment operations enhances a hotel's appeal to potential customers. Prince George's County hotels benefit from high visibility and proximity to generators of room-night demand.

#### **Hotel Market Conditions**

The majority of hotel developments within northern Prince George's County center on employment hubs and interstate travel. The separation among the hotels reflects both the year built and specific location within the county. Most of Prince George's County's hotels cluster around I-495, MD 295 (Baltimore-

Washington Parkway) exits, and major institutional anchors, such as the University of Maryland College Park. The presence of the University of Maryland near the proposed Purple Line attracts hotel patrons. Visitors to the university, business travelers, area visitors/tourists, and those traveling to downtown D.C. in search of more affordable lodging are the area hotels' major client groups. Table 4.7 provides a hotel inventory organized by areas close to the University of Maryland in College Park and those along major roadways and interstates that shows the segmentation of the market focused along the MD 295 (Baltimore-Washington Parkway). This inventory includes more than 1,350 hotel rooms with two independently run operations. The remaining hotels consist of national hotel chains with four economy class, two midscale, and seven upper midscale and upper upscale hotels.

The majority of the inventoried hotels— 57 percent of all rooms— were built in the 1960s with only the Holiday Inn's 220 rooms built in 1971. In the 1990s, 299 rooms were constructed, rounding out the offerings and spurring many of the existing national chains to upgrade their existing hotels. Construction slowed, and only three new hotels entered the market in 2000, adding 165 new rooms. As indicated by this age distribution, much of the hotel inventory is

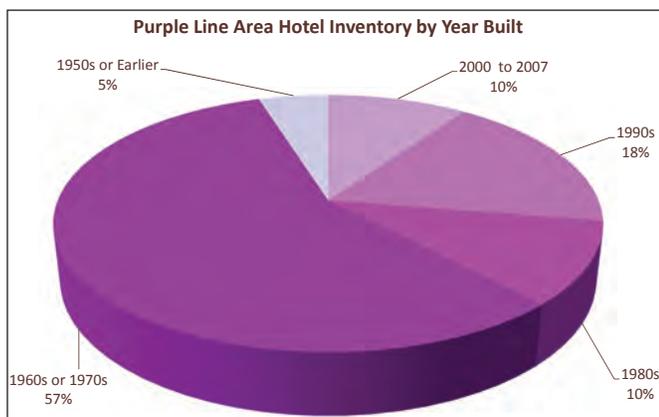
**Table 4.7: Hotel Inventory, Proposed Purple Line Area, 2011**

Property Name	Number of Rooms	Year Opened	Type
<b>College Park Cluster</b>			
Marriott Inn & Conference Center University of Maryland University College	237	1862	Upper Upscale
Ramada Limited College Park	82	1941	Midscale
Quality Inn & Suites, College Park, MD	169	1962	Midscale
Clarion Inn, College Park	118	1964	Upper Midscale
Days Inn College Park MD Washington DC	68	1967	Economy
Holiday Inn Washington College Park	220	1971	Upper Midscale
Comfort Inn & Suites, College Park, MD	125	1985	Upper Midscale
Super 8 College Park Washington, D.C. Area	51	1988	Economy
Econo Lodge (College Park, MD)	30	1990	Economy
Courtyard Greenbelt	152	1991	Upscale
Howard Johnson Express Inn College Park	29	1998	Economy
Budget Inn (College Park, MD)	45	2000	Independent
Hampton Inn College Park, MD	80	2000	Upper Midscale
<b>B-W Parkway (295)</b>			
Howard Johnson Inn Washington DC North/B-W Parkway	151	1963	Economy
Holiday Inn Express Washington DC B-W Parkway	88	1990	Upper Midscale
Deluxe Motel	40	2000	Independent

Source: STR Global, 2011; Partners for Economic Solutions, 2012.

concentrated in older hotels along US 1. Though several have been renovated, these hotels are on small sites that limit expansion potentials. The auto orientation does not compete well with newer hotels on larger mixed-use sites that offer a walkable environment and access to restaurants.

To better understand the potential for a hotel close to the University of Maryland, the analysis focused on the performance of five upper midscale hotels. This cluster of hotels draws clients due to its close proximity to the University of Maryland and is not reflective of the broader hotel market. Review of these five hotels offers a perspective on the existing market conditions for those College Park lodging operations. The other US 1 hotel offerings, excluded from this review, compete based on price and benefit from demand surges for University of Maryland events.



Source: STR Global, 2011; Partners for Economic Solutions, 2012.

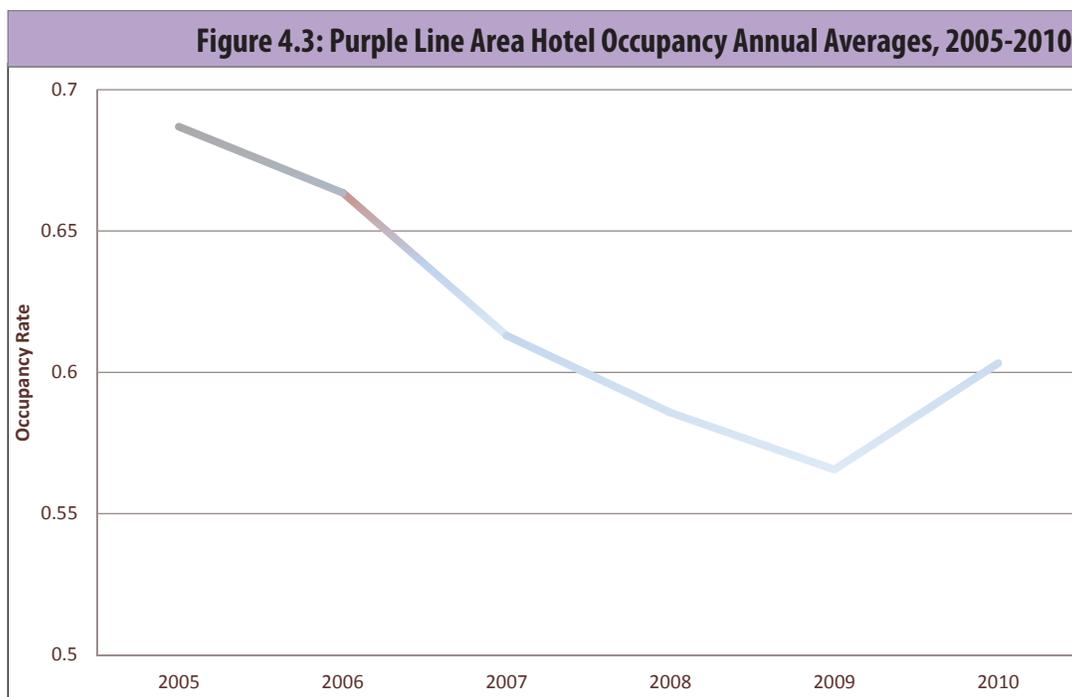
### Hotel Performance

Hotel occupancy rates fluctuate based on the economy. Most hotels require a minimum of slightly more than 60 percent annual occupancy to remain financially viable. These five hotels within the College Park cluster dropped in occupancy from a high of 68.7 percent in 2005 to a low of 56.6 percent in 2009. Fortunately, occupancy began to rise again in 2010. Recent articles in the *Washington Business Journal* suggest the potential for an additional hotel planned for US 1 in the near-term. The proposed 50-room Garden Suites is a Best Western suites hotel product.<sup>2</sup>

The day of the week information from STR Global for the College Park hotel cluster (shown in the Table 4.8 on page 147) suggests that business travelers during the middle of the week boost occupancy rates. A closer look at the data shows relatively high tourist-related occupancy rates on Friday and Saturday evenings, reflecting a customer base that mixes business travelers and visitors to the university and the region.

The hotels in close proximity to the University of Maryland ranged from \$85 per single room to a \$150 per double room with limited amenities. The Marriott Inn & Conference Center, University of Maryland University College, located at 3501 University Boulevard offers single occupancy rooms starting at \$179 up to \$219 for double occupancy. Data from STR Global indicate that the average daily rate, which is the total room revenue divided by the number of rooms occupied, grew from 2005 to 2007 by more than \$10, reaching \$101. After

<sup>2</sup> Sernovitz, Daniel, *Washington Business Journal* "Commercial Real Estate Extra: Road Map College Park," November 18–24, 2011, p 19.



Source: STR Global, 2011; Partners for Economic Solutions, 2012.

**Table 4.8: Day of Week Hotel Occupancy**

	Year Ending		
	Sep-09	Sep-10	Nov-11
Day of the Week			
Monday	42.1%	46.6%	43.2%
Tuesday	56.5%	58.6%	57.3%
Wednesday	63.4%	66.0%	61.7%
Thursday	64.8%	66.8%	64.0%
Friday	58.1%	60.2%	58.2%
Saturday	56.4%	59.4%	56.2%
Sunday	58.3%	59.7%	57.5%
Total	57.1%	59.6%	56.9%
Source: STR Global, 2011; Partners for Economic Solutions, 2012.			

the economic downturn, the average daily rate dropped \$91 and then began to slowly climb in 2010 and 2011 reaching \$94.

#### ***Future Hotel Potential***

Though performing better than hotels in many other sections of Prince George's County, the College Park hotel cluster is still below optimal occupancy and room rate levels, reflecting the overall economy. The expansion of activity at the M Square Research Park has benefited hotels in the College Park hotel cluster. Growth in the M Square area's employment base and the overall economy will improve the College Park hotel submarket conditions.

The College Park submarket is prime for the addition of a new hotel with a walkable environment within a mixed-use development. Ideally the College Park-UMD station area will offer both direct access to the university campus via the proposed Purple Line and access to Washington via the Metro. With expansion of the M Square Research Park and related activity, additional demand will be generated for visitors to the park's institutions and businesses.

The key competition for the demand would be a hotel developed as part of the East Campus mixed-use development. With economic recovery, the College Park-UMD station area could support a hotel of 100 to 150 rooms between 2015 and 2025, particularly if restaurants are developed within close proximity.





connecting **purple** communities **line**

# Purple Line TOD Study

## Part 3: Recommendations

May 2013



The Maryland-  
National Capital  
Park and Planning  
Commission



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# 1. Development Strategy

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## 1.1 Overview

The Development Strategy section provides recommendations for TOD and transportation improvements within the five station study areas. These recommendations are based on existing conditions analysis (see Existing Conditions, Market Analysis, and stakeholder input and feedback from the community workshops (see Section 2, Community Outreach, on Existing Conditions, page 15 and Community Workshop Summaries, on page 18).

### Purpose

The purpose of this section is to provide redevelopment recommendations for each of the five proposed Purple Line Stations that maximize TOD potential and promote lively, walkable, and attractive transit-oriented communities within the five station study areas. To capitalize on the Purple Line's potential to connect communities in Prince George's County, these recommendations will emphasize TOD-based, market-feasible development; enhanced pedestrian/bicycle access and safety; and revitalized neighborhoods.

### Planning Objectives

To achieve the overall goal of lively, walkable, and attractive transit-oriented communities for each of the five station areas, general planning objectives were established for the overall Purple Line study. A list of unique planning objectives based on each station area's existing conditions and opportunities can be found within each station area section. The general planning objectives include:

- Establish complete streets to provide safe and convenient accommodation for all potential users, including pedestrians, cyclists, motorists, and transit riders alike.
- Emphasize mixed-use within a 1/8- to 1/4-mile radius of the Metro station stop to energize this core area and serve transit riders.
- Locate buildings close to the street to help activate the streetscape as well as to provide vertical definition of the street.
- Relegate parking (surface or structured) behind buildings, masking it from the public realm.
- Establish open space to foster a range of activities as well as to provide a gathering space for the community.

### Components

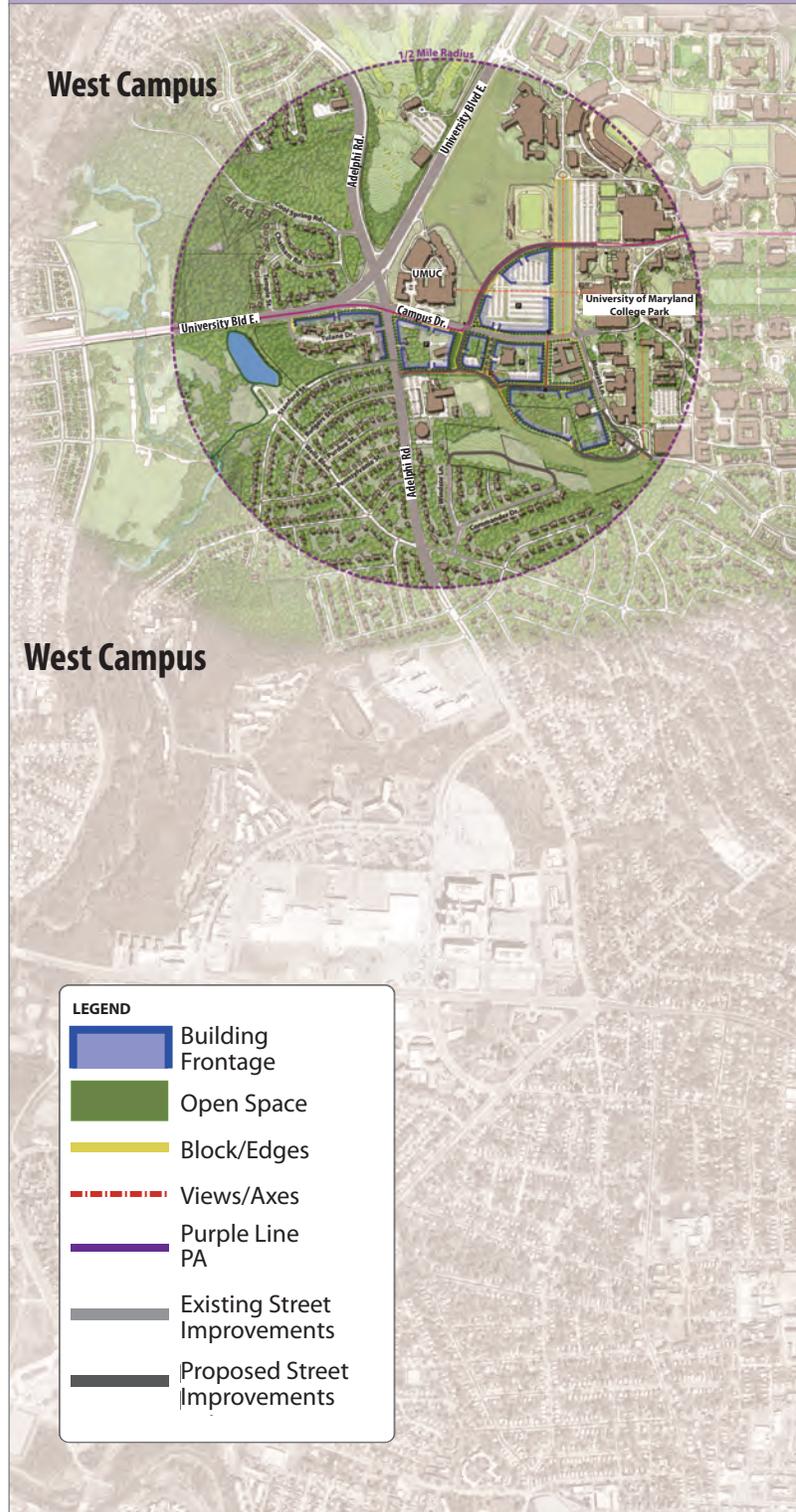
For each station study area, there are five documented components: an overview of the study area, the planning objectives that govern the recommendations, the market conclusions that inform the recommendations, the community input summary, and the recommendations.

The recommendations for each station area begin with the TOD concept plan diagram and list of primary recommendations. Following the TOD concept plan diagram, TOD redevelopment strategies for short-term and long-term periods locate potential redevelopment sites. Next, the open space diagram provides additional details on the recommended types of open spaces and

locations. The street network diagram indicates streetscape types and is accompanied by street sections showing typical dimension and components. To note, the street network diagram for each station study area is focused on streetscape character and street location and do not suggest replacing the roadway types (i.e., arterials, collectors, and local streets) as established in the 2009 *Approved Countywide Master Plan of Transportation*. Following the street network diagram, transportation recommendations address specific transit, pedestrian, bicycle, vehicular, and parking access improvements.

Map 1.1 highlights a portion of the Purple Line Corridor that includes the five station areas included in this study. The diagram shows a comprehensive view of the study area, highlighting the interrelationships of the five stations and the TOD recommendations. The following station study area sections (Sections 1.3–1.7) give further detail regarding specific recommendations for each individual station study area.

**Map 1.1 Purple Line Corridor and TOD Study Area**







## 1.2 Riverdale Road (Beacon Heights)

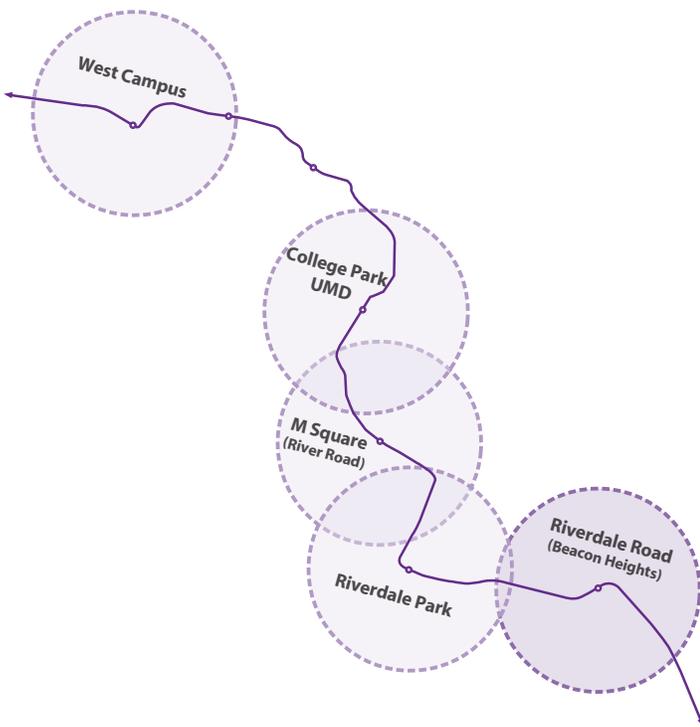
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## Overview

The TOD study area centered on the proposed Riverdale Road (Beacon Heights) Purple Line Station extends outward a half-mile from the station stop as shown in Map 1.3 on the facing page. A half-mile represents an average 10-minute walk. The inner circle represents a quarter-mile radius or an average five-minute walk.

Major vehicular thoroughfares, including the Baltimore-Washington Parkway and Veterans Highway, run through the study area. Area commuters use Riverdale Road to connect between and access these larger thoroughfare corridors. The Riverdale Road (Beacon Heights) station area represents a stable residential community with more than 6,000 residents in approximately 1,750 households. Housing consists of mainly single-family detached houses and townhouses with only a few garden-style, multifamily buildings. Assets within the half-mile radius of the proposed station, with the potential for redevelopment, include several large parcels with close proximity to the proposed station. Two of these parcels are the 5.49 acre County and Park Police Headquarters facility directly across Riverdale Road from the proposed platform and the existing East Pines Shopping Center, on 2.62 acres, at the southeast corner of the intersection of 66th Avenue and Riverdale Road.

## Planning Objectives

As previously listed in Section 1.1 Overview, general planning objectives were established to help achieve the overall goal of lively, walkable, and attractive transit-oriented communities for all five station areas. Based on the Riverdale Road (Beacon Heights) station area's unique existing conditions and opportunities, a more definitive list of planning objectives was established. For Riverdale Road (Beacon Heights), the planning objectives include:

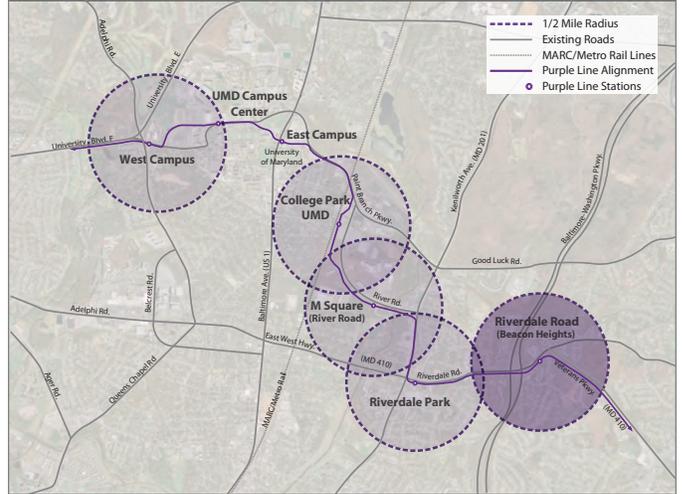
- Define gateways for the study area that establish the “place” and welcome people to the Riverdale Road (Beacon Heights) station area as currently the communities within the study area lack definition and identification.
- Strengthen pedestrian connections to the proposed Purple Line station as currently the pedestrian routes in multiple locations consist of narrow concrete sidewalks or dirt paths providing little buffer between pedestrians and vehicles.
- Provide open space near the station that will reinforce the placemaking within the study area and provide an area for formal and informal activities and community gathering.

## Market Conclusions Summary

Riverdale Road (Beacon Heights) offers a stable neighborhood with small neighborhood-scale commercial offerings. In the station area, there is minimal demand for new office, and retail demand does not exist. The existing, established businesses can be strengthened by investing in façade upgrades as the new light rail begins operation. The housing recommendations at this eastern end of the proposed Purple Line, including the Riverdale Road

and Riverdale Park station areas, focus on new rental housing alternatives, representing two-thirds of the total projected new housing units or 640 units by 2025. The underutilized land parcels along Riverdale Road offer opportunities for infill development. Those sites closest to the station stop could capture up to 300 new residential units, including 170 rental apartments.

Map 1.2 Key Map



Map 1.3 Riverdale Road (Beacon Heights)—Existing Conditions



## Community Input Summary

The community workshops for each of the five stations allowed stakeholders to discuss how their communities and businesses could build on the opportunities created by the proposed light-rail system. In small groups, the stakeholders crafted a shared vision for each station and identified desirable uses and amenities, streetscape enhancements, access improvements, and preferred station character. Below is a summary of input received by topic for the Riverdale Road (Beacon Heights) station area:

### Use Type and Architectural Character

The County and Park Police Headquarters site was identified by stakeholders as a potential location for recreation/fitness center or other uses. Small-scale development with ground level shops and two–three stories of residential or office above was preferred. The stakeholders wanted to retain and relocate the tenants of the East Pines Shopping Center.

### Amenities and Open Spaces

The stakeholders noted the need for open space for children such as a park or playground. A farmers' market was desired as another amenity for the area. Stakeholders preferred gathering spaces buffered from roads.

### Streetscape Character

Stakeholders preferred wider sidewalks with a vegetated planting strip along the street particularly along Riverdale Road. Parallel parking was also desired to provide spaces and shield pedestrians from traffic. At the intersection of MD 410 (East West Highway) and Riverdale Road, the stakeholders wanted to establish a gateway or landmark with lighting.

### Mobility Choices Connectivity and Access

Bicycle lanes along Veterans Parkway and Riverdale Road were desired along with bike storage and possibly a bike-share program. Stakeholders wanted sidewalks leading to the Purple Line Station and curb cuts at the pedestrian crossings. With access from 67th Place to Riverdale Road proposed to be closed to accommodate steep grades and the rail line, stakeholders noted concern for vehicular access through the neighborhood. They would also like shuttle service to extend to Route 450, Capital Plaza, and Furman Parkway.

### Station Character/Identity

Stakeholders identified lighting and shelters as important concerns. They also noted the importance of maintaining the area and keeping it clean.



## TOD Recommendations

The TOD recommendations for the Riverdale Road (Beacon Heights) station area focus on properties (excluding the existing residential single-family lots and parkland) within a half-mile of the proposed station. Properties for redevelopment were selected based on proximity to the proposed station, ownership, size, and the condition of the buildings' property. For these properties, the recommendations address land use, phasing, open space, street network, streetscape, and transportation. Transportation recommendations are separated into five components, including transit, pedestrian, bicycle, vehicular, and parking.

The redevelopment strategy is divided into two phases, short-term (before Purple Line completion) and long-term (after Purple Line completion).

Below, Riverdale Road is envisioned as a livable street, transformed from its existing auto-oriented condition. The rendering below illustrates some of the primary planning objectives for this study area, including complete streets and mixed-use buildings that front along Riverdale Road, activating the streetscape.



Existing view of Riverdale Road at Baltimore-Washington Parkway



Perspective of Riverdale Road at Baltimore-Washington Parkway

## TOD Concept

The TOD concept diagram for the half-mile study area focuses on block configurations, building frontages, open space locations, trail connections, street networks, and important gateways and views.

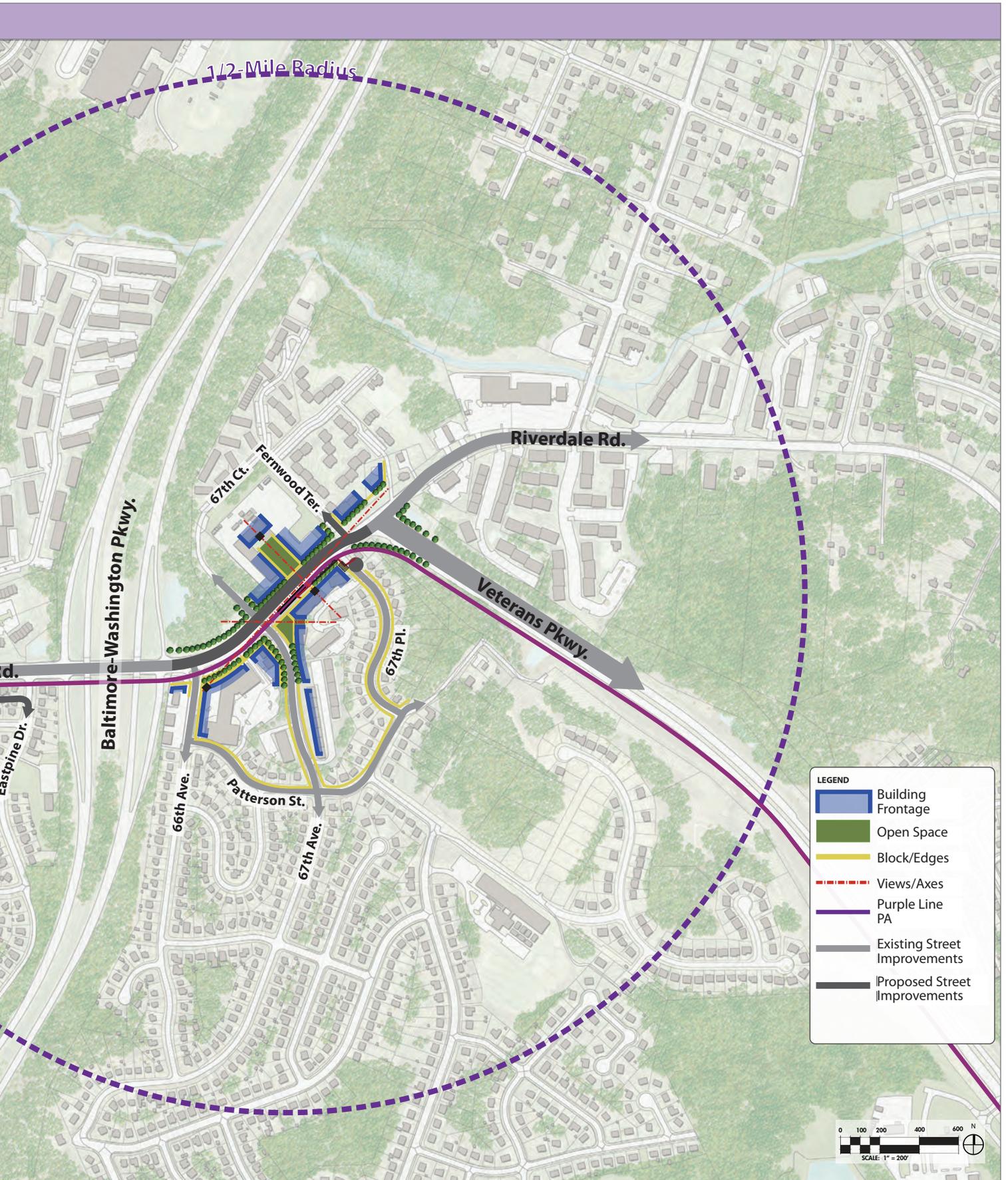
For the Riverdale Road (Beacon Heights) station study area, the primary planning recommendations are:

- An at-grade station that is accessible, well-lit and maintained, provides adequate shelter, and connects to local bus and shuttle services.
- Redevelopment opportunities that include pedestrian-friendly mixed-use development featuring two- to four-story multifamily residential over targeted ground-floor retail and townhouses, open space, and limited neighborhood serving office.
- A station plaza located at the intersection of Riverdale Road and 67th Avenue and a square located on the County and Park Police Headquarters site (see Map 1.7 on page 170).
- Concentrated new commercial uses along Riverdale Road between 67th Court and Fernwood Terrace and between 66th Avenue and 67th Avenue.
- Widen and redesign Riverdale Road to accommodate reconstructed, buffered sidewalks, improved crosswalks, pedestrian-scaled lighting, new left-turn lane at 67th Avenue, and wide lanes to accommodate bicycles along both sides of Riverdale Road.

The final route and station locations will be determined through MTA's Purple Line engineering effort.

Map 1.4 Riverdale Road (Beacon Heights) TOD Concept



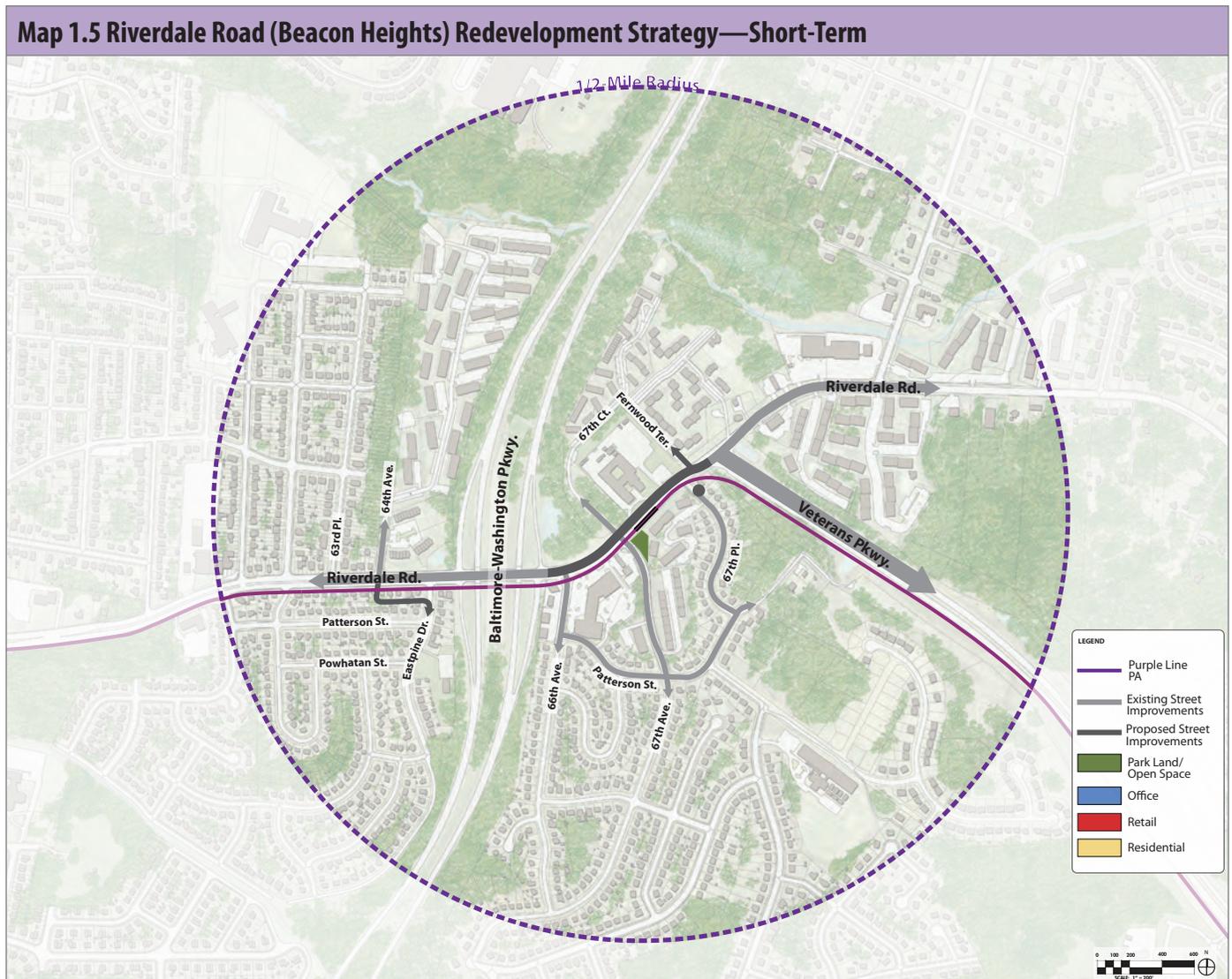


## Redevelopment Strategy—Short Term

The short-term strategy governs development for the time period between the completion of this study and the completion of the Purple Line when the rail line begins service.

Within the short-term period for the Riverdale Road (Beacon Heights) study area, there are no anticipated building redevelopment projects. However, it is important to complete infrastructure improvements to existing streets prior to the opening of the Purple Line to ensure that pedestrian and bicycle connectivity is improved and vehicular access is maintained. The improvements of Riverdale Road will coincide with the construction of the Purple Line route and station. The road reconstruction will include intersection improvements as well as improved pedestrian and bicycle connections along and across Riverdale Road. As part of the reconstruction, 67th Place will become a cul-de-sac, disconnecting the street from Riverdale Road. A pedestrian walkway and ramp will provide access from the end of 67th Place to the station for

pedestrians. Also, Eastpine Drive will be realigned to provide connections/ access to Riverdale Road at 64th Avenue (see Transit Recommendations on page 173).



## Redevelopment Strategy—Long Term

The long-term strategy governs development for the time period after the completion of the Purple Line once rail service begins.

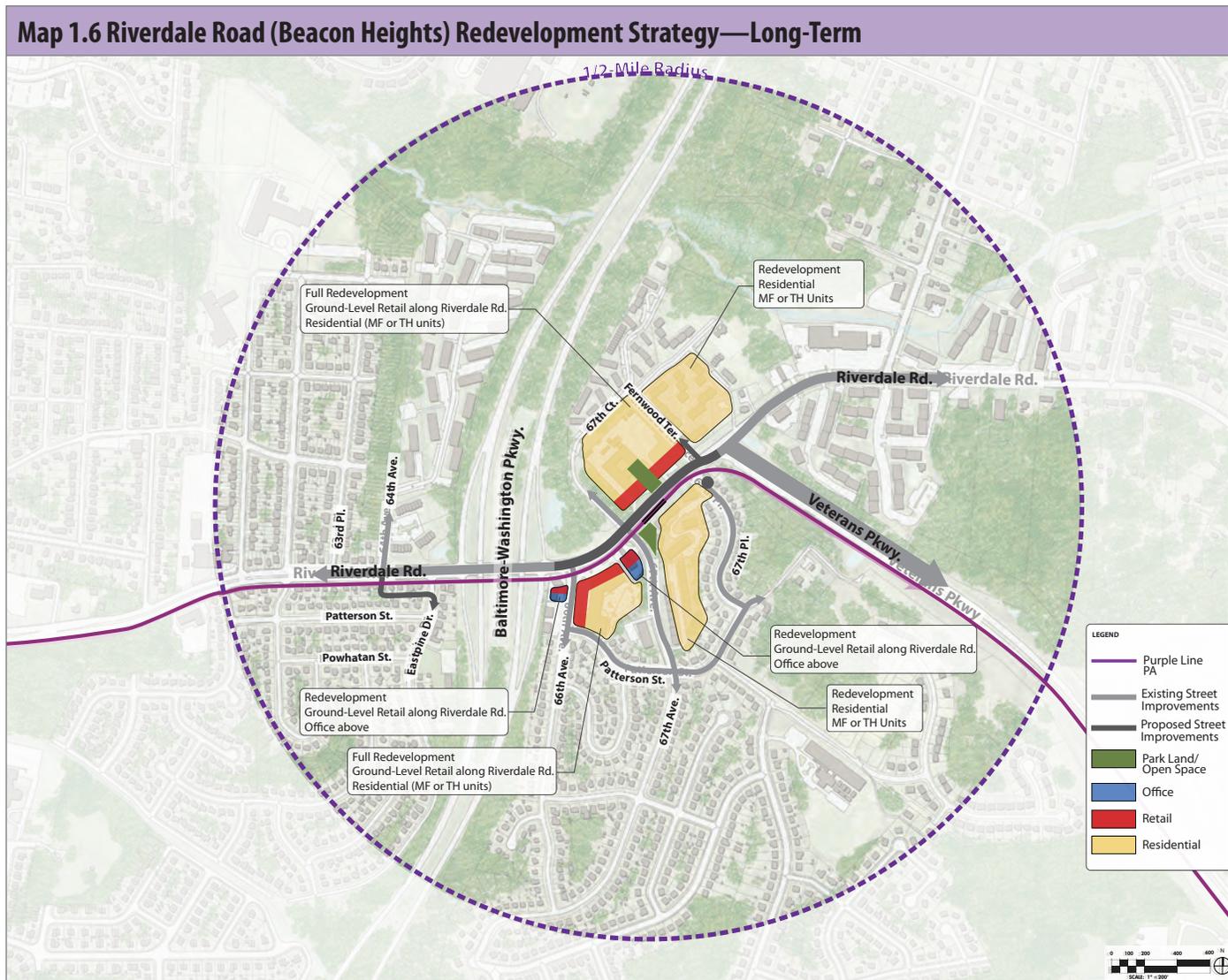
Within the long-term period for the Riverdale Road (Beacon Heights) study area, the major parcels along Riverdale Road are envisioned to be redeveloped as two- to five-story mixed-use projects, including the 5.49-acre County and Park Police Headquarters directly across Riverdale Road from the proposed platform and the existing East Pines Shopping Center, on 2.62 acres, at the southeast corner of the intersection of 66th Avenue and Riverdale Road.

For the County and Park Police Headquarters site to fully redevelop as envisioned, both police operations (county and park) would need to be relocated; at this time, only the park police are planning to relocate.

In the long-term, these two primary properties are anticipated as mixed-use projects with ground-level retail fronting along Riverdale Road and residential above. Additionally, the two parcels on which the gas stations are currently located are planned for ground level retail with office uses above.

Two residential parcels are proposed as redevelopment sites for residential multifamily apartments or townhouses once the life spans of the existing buildings are reached and/or market demand builds. While the market analysis shows a limited demand for new retail, any proposed retail should line Riverdale Road at key points.

To note, although just outside of this station area, an intergenerational community learning center is proposed to the south along Annapolis Road, near the proposed Glenridge Metro station stop.



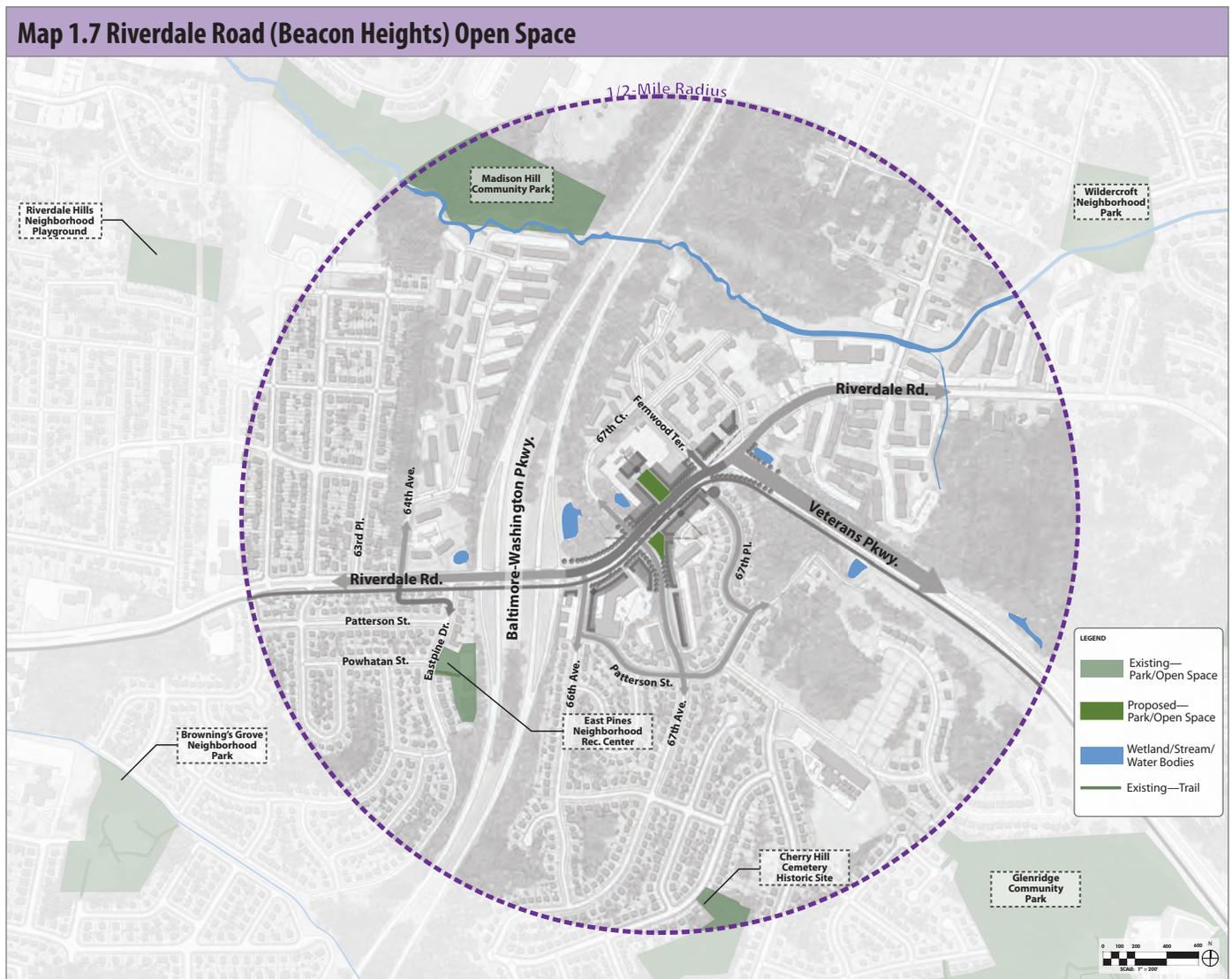
## Open Space

For the Riverdale Road (Beacon Heights) station area, a plaza is proposed adjacent to the station platform area at the intersection of 67th Avenue and Riverdale Road. The plaza design should contribute to the overall station character, integrated into its design, with seating for people waiting for the train. Opposite the station, across Riverdale Road, a green is planned on the County and Park Police Headquarters site. The green is recommended to be adjacent to mixed-use buildings with ground-level retail to energize the space. The green should accommodate various community activities such as a farmers' market or movie night events and provide a needed safe, 'watched' space for children to play within the community's core.

Proper design of these open spaces is critical to their function. Usability, sustainability, and accessibility should be considered. Landscape plantings, walls, grade changes, and similar enhancements should be used to buffer these open spaces from the street traffic for safety and enjoyment of the spaces. Shaded seating areas should be incorporated. Accessibility for those with limited mobility should be considered in the design and material selections. Plant materials should be selected from native species.



View looking at proposed plaza and station from 67th Avenue



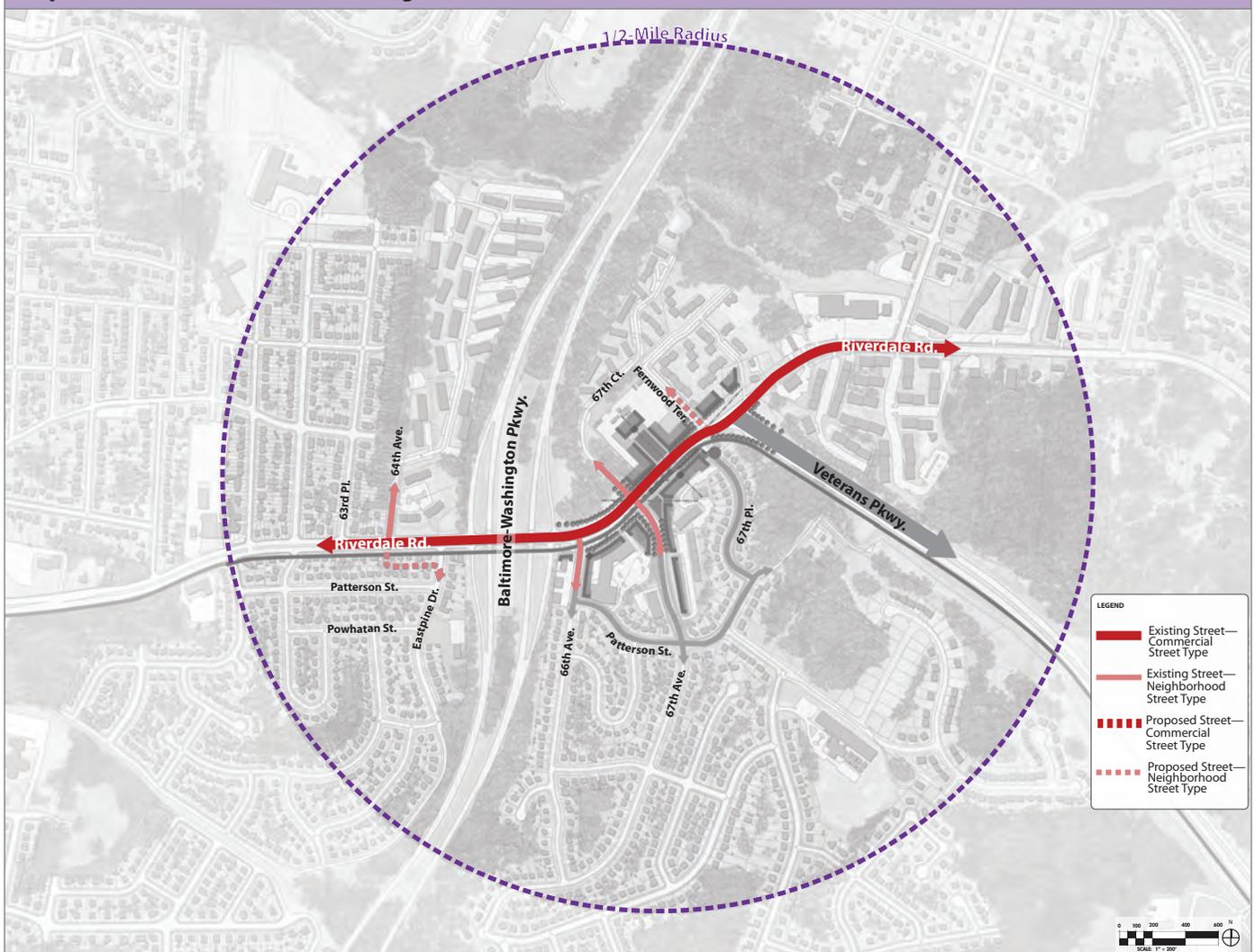
## Street Network

For the Riverdale Road (Beacon Heights) station area, Riverdale Road is the primary commercial street. Components of a successful commercial street in this study area include wide sidewalks to accommodate pedestrian movement and ground-level commercial activity such as outdoor dining; curb-to-building widths ranging between 15–24 feet with a minimum 6-foot clear pedestrian passage; building front setbacks between 0–10 feet; and tree pits or rainwater planters lining the street edge to provide shade and a buffer between the pedestrian zone and vehicular travel lanes. Neighborhood streets within the study area, including 66th Avenue, 67th Avenue, 67th Court, and Fernwood Terrace, connect the surrounding neighborhoods to Riverdale Road and the Purple Line Station. Neighborhood streets are characterized by narrower curb-to-building widths, generally 13-foot wide from curb to building with a 5-foot minimum sidewalk; building setbacks of 5–20 feet allowing front yards for residential properties; and planting strips to provide a continuous buffer between the pedestrian zone and the travel lanes.

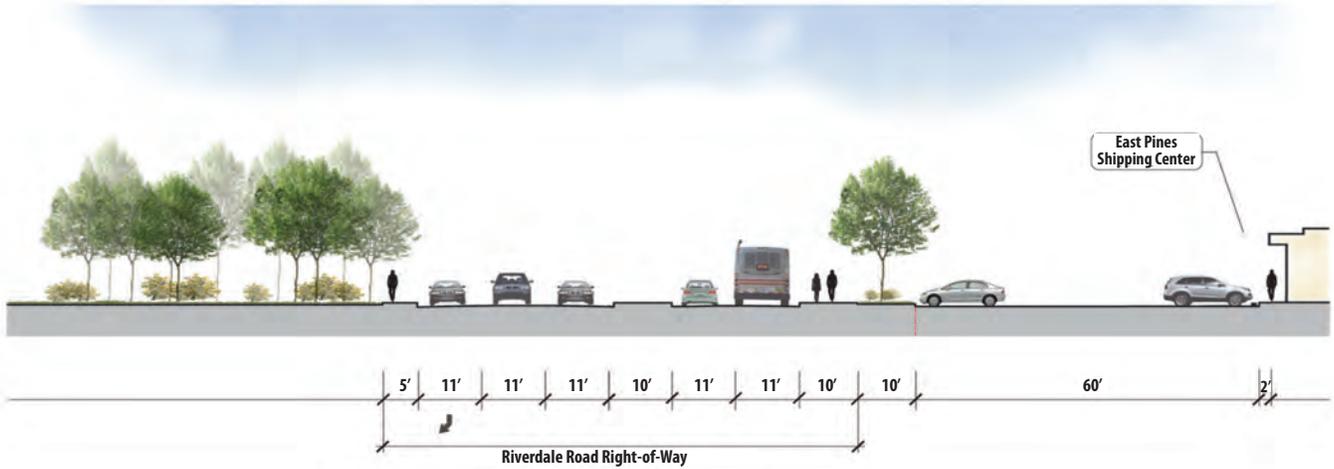


Proposed streetscape for 67th Avenue

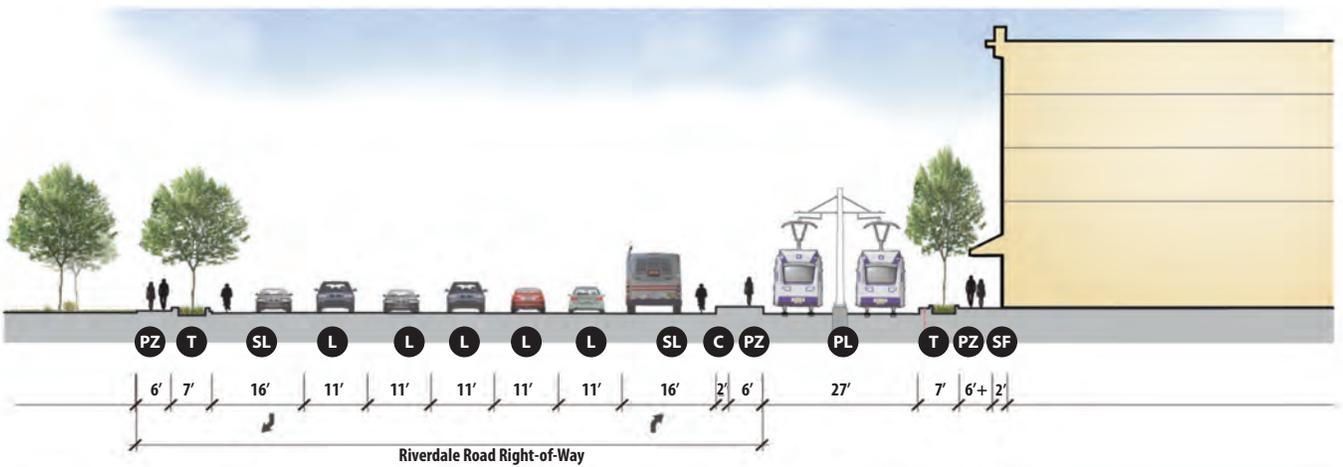
### Map 1.8 Riverdale Road (Beacon Heights) Street Network



## Street Sections



**Fig. 1.1: Riverdale Road (Beacon Heights)—Riverdale Road Existing Street Section Looking East**



**Fig. 1.2: Riverdale Road (Beacon Heights)—Riverdale Road Proposed Street Section Looking East**

**KEY**

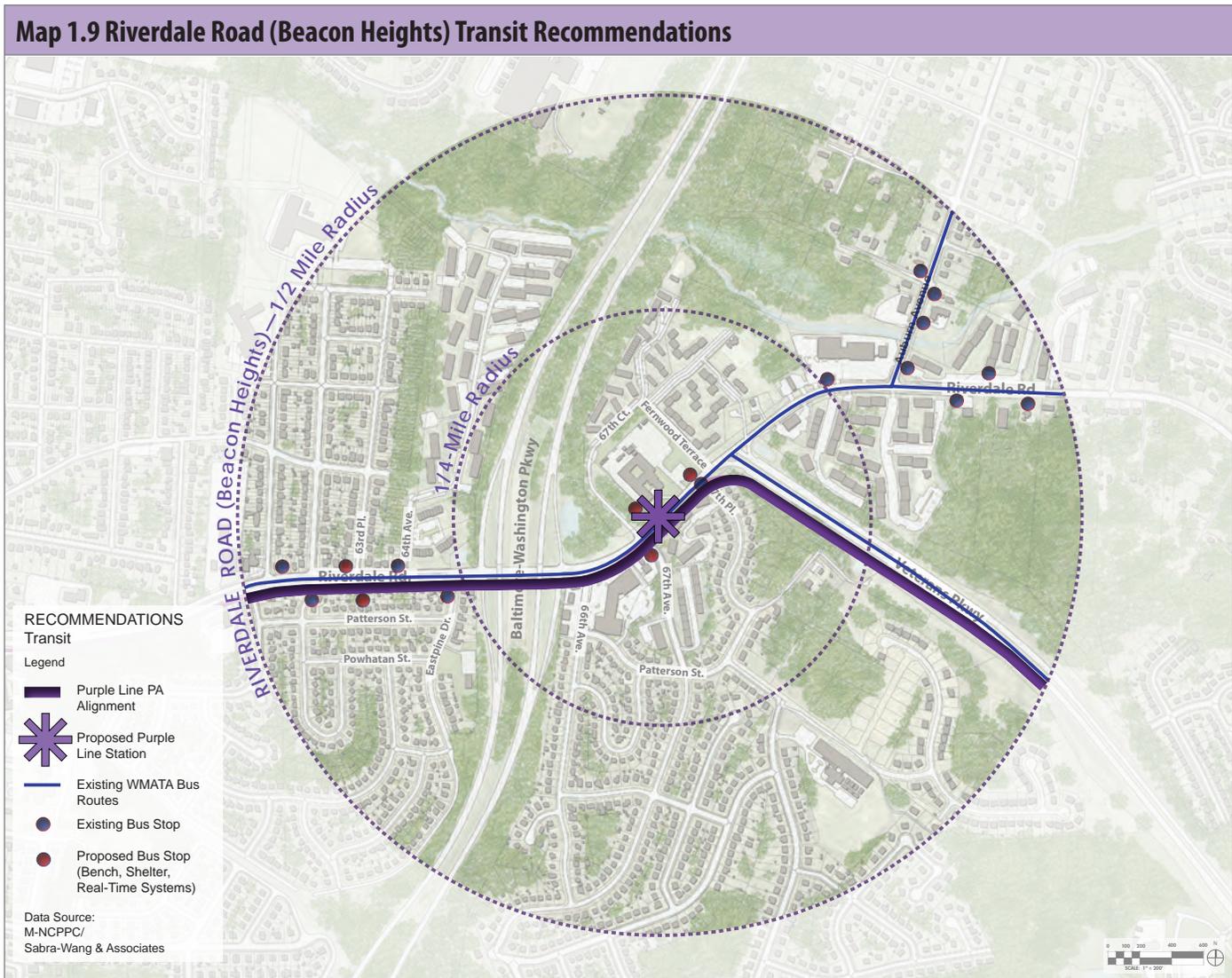
- L** 11' Travel Lane
- SL** 16' Shared Travel Lane
- PL** Purple Line \*
- C** 2' Curb Step-Off Zone
- T** 7' Planting Zone
- PZ** 6-15' Pedestrian Zone
- SF** 2' Storefront Zone

\*Notes: Final dimensions and configuration to be coordinated with MTA, SHA, and DPW&T.

## Transit Recommendations

The key transit improvements recommended for the Riverdale Road (Beacon Heights) station area are the relocation and improvement of bus stops along Riverdale Road. The proposed locations are at 63rd Place and 64th Avenue; 67th Court/67th Avenue at the rail station; and Auburn Avenue as illustrated in Map 1.9. Bus stop improvements include the addition of shelters and benches as well as real-time transit information displays. Existing bus stops and bus routes, also shown in the vicinity of the proposed station, may be consolidated to the proposed locations so as to ensure pedestrian access to transit is accessible (Americans with Disabilities Act (ADA) compliant) and occurs in the most feasible and desirable location available for both operational needs and comfort.

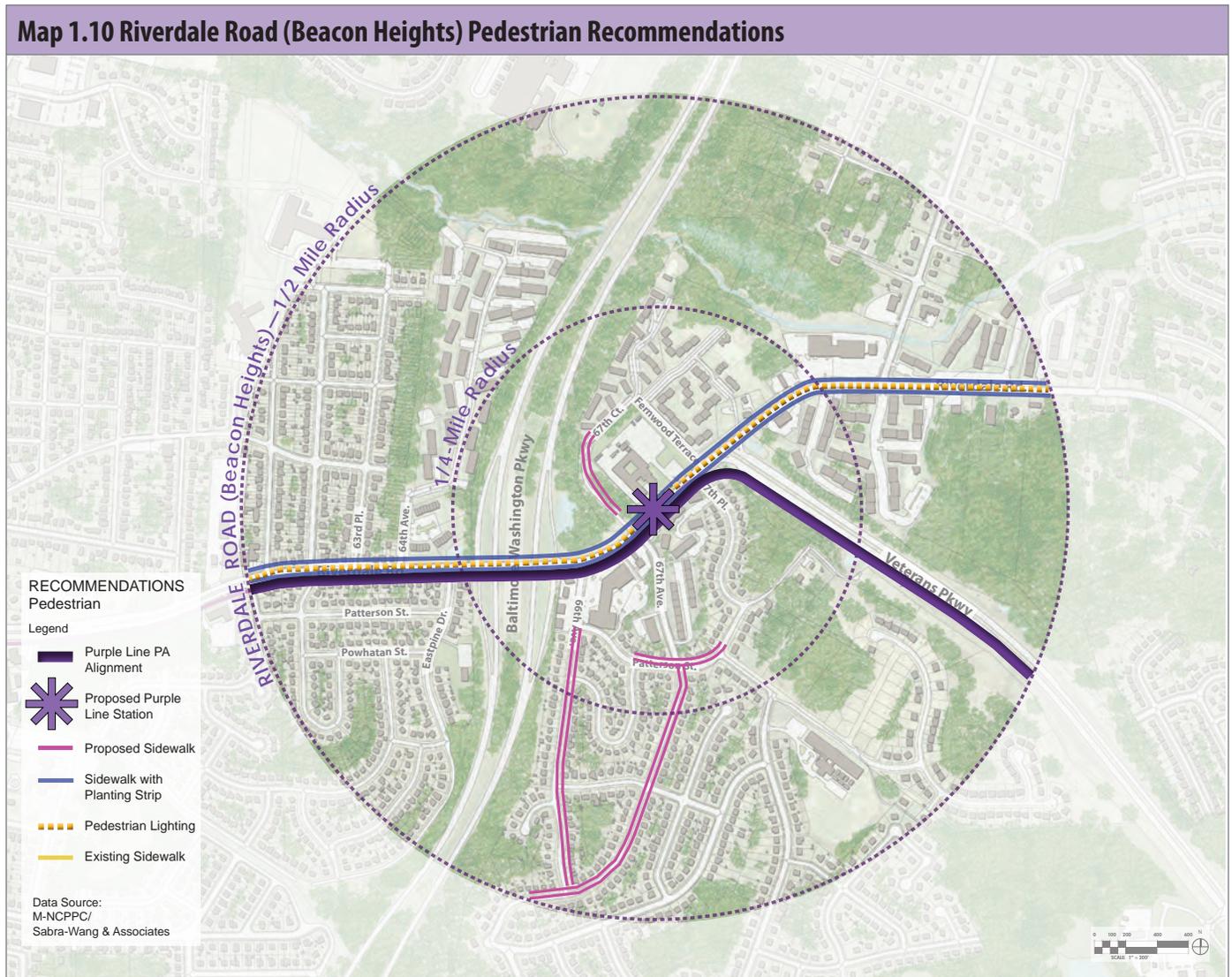
Note: Bus stop locations need to be further studied and coordinated with DPW&T.



## Pedestrian Recommendations

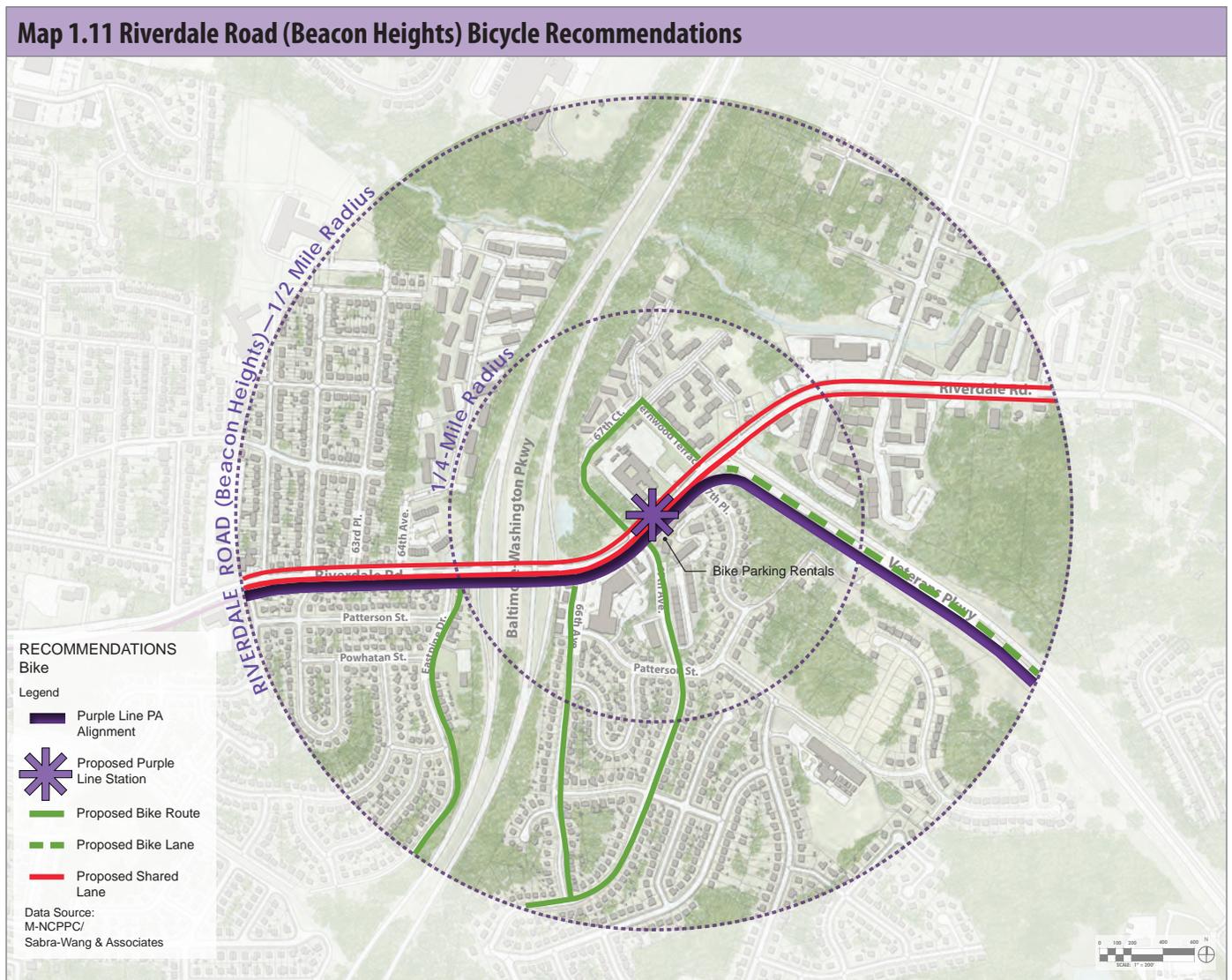
The recommended pedestrian improvements for the Riverdale Road (Beacon Heights) station area are illustrated in Map 1.10 below. To complete a continuous network for pedestrians to access the proposed station by foot within the study area, the recommendations include new sidewalks along 66th Avenue, 67th Avenue, 67th Court, and Patterson Street. Along Riverdale Road, sidewalks with planting strips and tree pits are recommended for both sides of the roadway along with pedestrian lighting.

At crosswalk locations, hatched, reflective crosswalks are recommended along with pedestrian push buttons and priority phasing.



## Bicycle Recommendations

Bicyclists can choose many streets to access the station; however, the recommended bicycle improvements selected for the Riverdale Road (Beacon Heights) station area include a combination of shared lanes, side paths, and bike sharing as illustrated in Map 1.11 below. This combination provides bicyclists clear and direct access along the most desired paths in the adjacent neighborhood, which has many streets with steep grades. Eastpine Drive, 66th Avenue, 67th Avenue, 67th Court, and Fernwood Terrace are proposed to be designated bike routes. A bike route is a street that is anticipated to carry bicycle traffic to and from the transit station through the neighborhood; drivers are alerted to the presence of bicyclists via signage (refer to Appendix A.2 on page 333 for additional information). A bike lane is proposed along Veterans Parkway in the southbound direction adjacent to the southbound travel lanes. A shared lane (a wide outside lane accommodating both vehicles and bicycles) is recommended along Riverdale Road. Bike parking and bike sharing is recommended in the vicinity of the proposed Purple Line Station.

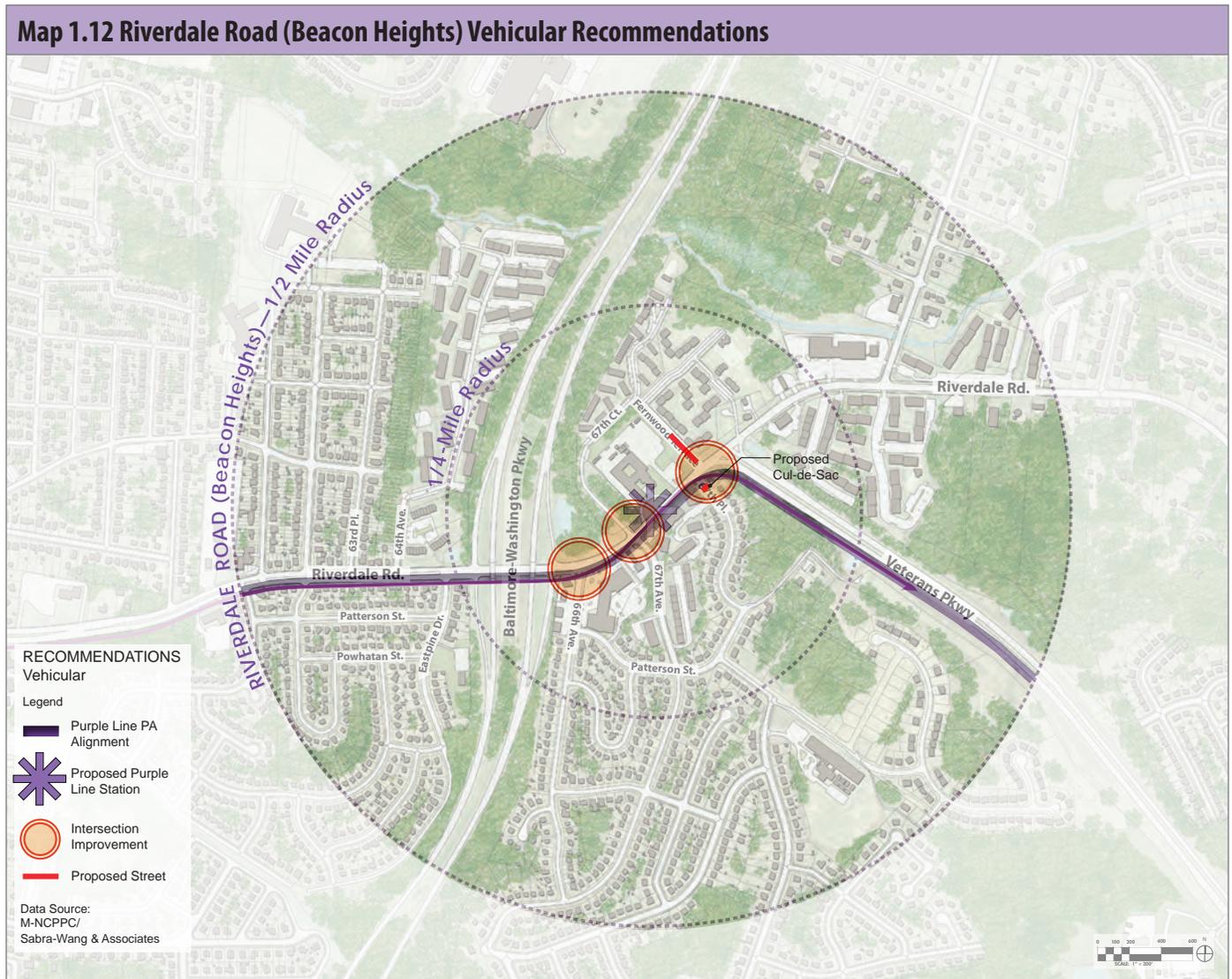


## Vehicular Recommendations

Intersection improvements for the Riverdale Road (Beacon Heights) station area are recommended at Riverdale Road at 66th and 67th Avenues. Additionally, intersection improvements are recommended for the Baltimore-Washington Parkway ramps connecting to Riverdale Road. Improvements include turn lanes for the improved traffic flow at these key neighborhood entrances and new or modified signals to minimize vehicular congestion and maintain good vehicular access in and out of the neighborhood. The intersection improvements will also better accommodate pedestrians through crosswalks, ramps, and signals. Additionally, car sharing is recommended in the vicinity of the station. Additional intersection improvements include access modifications to locations where crossing roadways intersect with the Purple Line alignment.

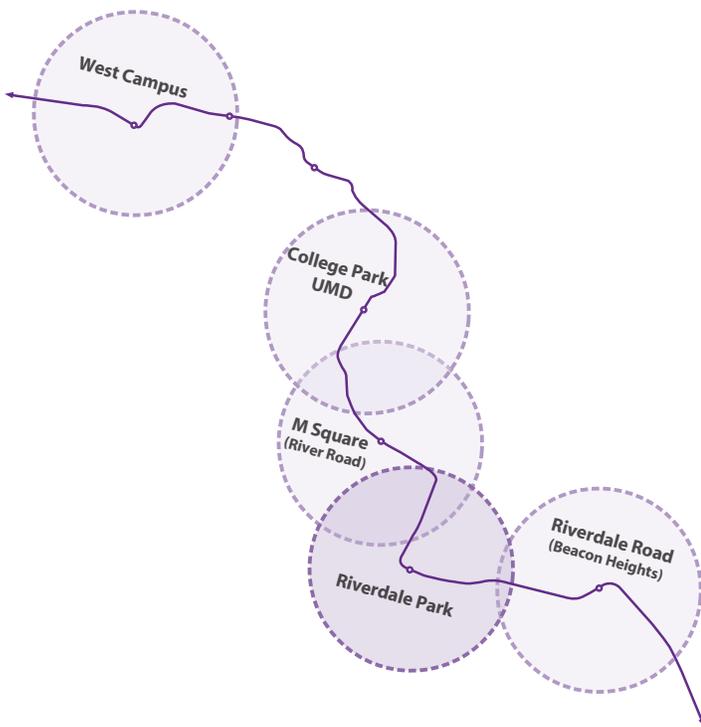
## Parking Recommendations

A parking management program is recommended for the neighborhood and future development. This may include a Kiss & Ride area to allow loading and unloading of passengers in the station vicinity. For recommended TOD parking ratios, see Section 4.2 Zoning Template, page 256.



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## 1.3

## Riverdale Park

<b>Overview</b>	<b>180</b>
<b>Planning Objectives</b>	<b>180</b>
<b>Market Conclusions Summary</b>	<b>180</b>
<b>Community Input Summary</b>	<b>182</b>
<b>TOD Recommendations</b>	<b>183</b>

## Overview

The TOD study area centered on the proposed Riverdale Park Purple Line Station extends outward a half-mile from the station stop, as shown in Map. 1.14 on page 181. A half-mile represents an average 10-minute walk. The inner circle represents a quarter-mile radius or an average 5-minute walk.

Major vehicular thoroughfares, including East West Highway, Kenilworth Avenue, and Riverdale Road, travel through the study area. Area commuters use these roads to access other larger thoroughfare corridors such as the Baltimore-Washington Parkway to the east. Pedestrian and bicycle connectivity throughout the area is heavily divided by East West Highway and to a lesser extent Kenilworth Avenue; pedestrian-vehicle conflicts occur often at the intersection of these roadways. Pedestrian infrastructure along East West Highway and Kenilworth Avenue is minimal and in need of improvement.

Within the study area, Riverdale Park is a small community of 2,400 households and 9,000 residents. Existing area development includes a mix of single-family homes, commercial properties, and large portions of open space. Single-family detached residential properties make up approximately 40 percent of the existing residential units in the Riverdale Park station area and almost 60 percent of housing units in multifamily structures. Along Kenilworth to the north and south of the proposed station lies the Central Kenilworth Avenue commercial area with three shopping centers. The Riverdale Plaza Shopping Center and other adjacent commercial buildings (located within the quarter-mile radius of the proposed station) are in prime locations at the intersection of three major thoroughfares, but have vacancies and are of older building stock. Generally the existing commercial uses are one- and two-story, neighborhood-serving retail and storefront office uses.

Property assets within the half-mile radius of the proposed station, with the potential for redevelopment, include Riverdale Plaza Shopping Center, Kenilfair Plaza, and other large, commercial properties along Riverdale Road and Kenilworth Avenue and some multifamily residential properties. Other assets include large areas of open space with passive and active recreation facilities west of the proposed station area as well as historic sites such as Browning-Baines House and Riverdale Baptist Church (Refreshing Spring Church of God).

## Planning Objectives

As previously listed in Section 1.1 Overview, general planning objectives were established to help achieve the overall goal of lively, walkable, and attractive transit-oriented communities for all five station areas. Based on Riverdale Park station area's unique existing conditions and opportunities, a more definitive list of planning objectives was established. For Riverdale Park, the planning objectives include:

- Establish a street network to reconnect surrounding neighborhoods and provide alternative vehicular and pedestrian routes, relieving congestion on larger thoroughfares and local streets as currently the core area is dominated by auto-oriented development and surface

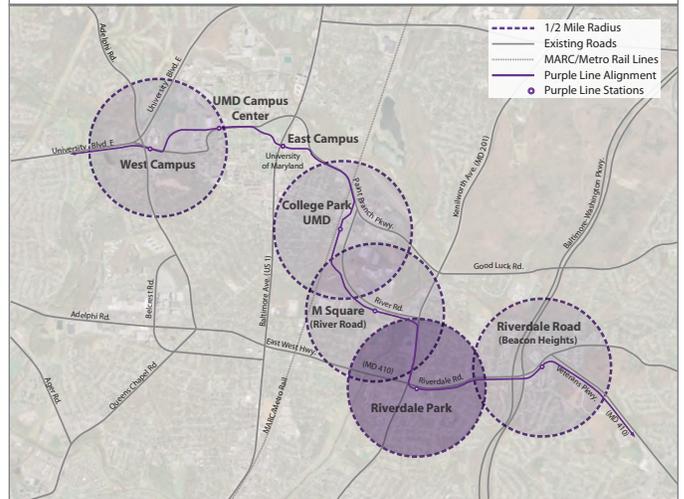
parking lots that are not conducive to clear and safe vehicular and pedestrian movements.

- Reclaim natural amenities to provide pedestrian and bicycle connections to surrounding open spaces and act as an anchor and amenities for future development as currently the stormwater ditch divides the primary redevelopment area and creates an unattractive environment.

## Market Conclusions Summary

As an established inner-Beltway neighborhood, Riverdale Park's existing residential neighborhoods occupy much of the land area; however, older shopping centers offer redevelopment opportunities. The current configuration of older shopping centers should be adapted to incorporate mixed-use alternatives that include new housing and contract retail space. The redevelopment of the shopping centers within Riverdale Park would make room for the addition of a small amount of office development on the second story and some ground-floor, neighborhood-serving retail. This space may total approximately 40,000 square feet after the construction of the proposed Purple Line. The Town of Riverdale Park may be able to assist existing retail developments with loans or grants for façade upgrades. Efforts should be made along the Kenilworth Avenue Corridor to keep key destination retail anchors such as Rinaldi's Riverdale Bowl, which attracts customers from outside the immediate neighborhood. Prior to the construction of the proposed Purple Line, the demand for commercial and residential space will not support new construction. However, with the construction and operation of the new light rail, approximately 600 new residential units are expected in the Riverdale Park area. A large share of these new units will consist of townhouses with more than half, roughly 55 percent, offered as for-sale units.

Map 1.13 Key Map



Map 1.14 Riverdale Park—Existing Conditions



## Community Input Summary

The community workshops for each of the five stations allowed stakeholders to discuss how their communities and businesses could build on the opportunities created by the proposed light-rail system. In small groups, the stakeholders crafted a shared vision for each station and identified desirable uses and amenities, streetscape enhancements, access improvements, and preferred station character. Below is a summary of input received by topic for the Riverdale Park station area:

### Use Type and Architectural Character

Commercial development should focus around anchor businesses. Redevelopment strategy plans should include retaining and renovating existing business (i.e., Bowling Center) where possible as well as encourage adding new businesses to the area. Stakeholders preferred four-story average building heights within the study area and mixed-use development with residential or office over ground-level retail. Additional single-family homes were desired as well.

### Amenities and Open Spaces

Stakeholders wanted a central civic square with lawn space that identified with the proposed station. Parks with seating areas that allow for family and youth activities were also desired by the stakeholders.

### Streetscape Character

Stakeholders noted the need for a walkable environment, including safe, walkable sidewalks buffered from traffic and shaded with trees and pedestrian amenities such as benches and lighting.

### Mobility Choices Connectivity and Access

Stakeholders wanted to close a section of Riverdale Road, between Kenilworth Avenue and East West Highway. They also noted the need for safe, pedestrian-friendly connections through Riverdale Plaza as well as improved sidewalks and pedestrian access throughout the study area, accommodating ADA requirements and promoting additional accessibility.

### Station Character/Identity

A gateway element that is well lit and possibly includes a water feature was suggested by the stakeholders. There was also a strong desire to retain the community's character, building on the diversity of people and architectural style within the study area.



## TOD Recommendations

The TOD Recommendations for the Riverdale Park station area focus on properties (excluding the existing residential single-family lots and parkland) within a half-mile of the proposed station. Properties for redevelopment were selected based on proximity to the proposed station, ownership, size, and the condition of the buildings. For these properties, the recommendations address land use, phasing, open space, street network, streetscape, and transportation. Transportation recommendations are separated into five components, including transit, pedestrian, bicycle, vehicular, and parking.

The redevelopment strategy is divided into two phases, short-term (before Purple Line completion) and long-term (after Purple Line completion).

Below, the canal between the reconfigured Riverdale Road and the proposed Riverdale Plaza is envisioned as a natural greenway with trails and a promenade, transformed from its current concrete stormwater channel condition. The rendering below illustrates some of the primary planning objectives for this study area, including reclaimed natural amenities, complete streets, and mixed-use buildings fronting a new street network.



Existing view of stormwater channel from Riverdale Road



Perspective of proposed canal

## TOD Concept

The TOD concept diagram for the half-mile study area focuses on block configurations, building frontages, open space locations, trail connections, street networks, and important gateways and views.

For the Riverdale Park station study area, the primary planning recommendations are:

- New two- to five-story mixed-use development is integrated with the elevated station in the four-block core area. Efforts should be made to target significantly more intensive redevelopment here with other parcels infilling later.
- Ground-floor retail lining Kenilworth Avenue, Riverdale Road Extended, and the proposed extension of 56th Avenue.
- Neighborhood-serving office populating the upper floors of new development along Kenilworth Avenue.
- A mix of housing types, including new multigenerational units.
- Riverdale Road Extended to Greenvale Parkway is transformed into an east-west greenway and public amenity, connecting the area to the Anacostia Tributary Trail System.
- A plaza and pocket park are planned for the block directly adjacent to the proposed elevated station.
- A community green is planned opposite St. Bernard's Roman Catholic Church for youth and family activities.
- Existing businesses should be retained in place or relocated within the community through coordinated planning, technical and financial assistance, and marking programs to the maximum extent possible.
- Kenilworth Avenue, in the short-term, is transformed into a shared-use street with wide outside travel lanes for shared vehicular and bicycle use and widened sidewalks (to note, widened sidewalks along the east side of Kenilworth Avenue may be limited in some locations due to steep topography and existing front driveways), improved lighting, landscaping, bus stops, and a redesigned intersection at Rittenhouse Street.
- In the longer-term, Kenilworth Avenue, East West Highway, and Riverdale Road incorporate designated bike lanes.
- East West Highway and Riverdale Road east of Kenilworth Avenue, in the short-term, are transformed to accommodate bicycles with wide outside travel lanes for shared use with an improved intersection at 56th Avenue Extended and an enhanced bus stop at 61st Place.

The final route and station locations will be determined through MTA's Purple Line engineering effort.

Map 1.15 Riverdale Park TOD Concept





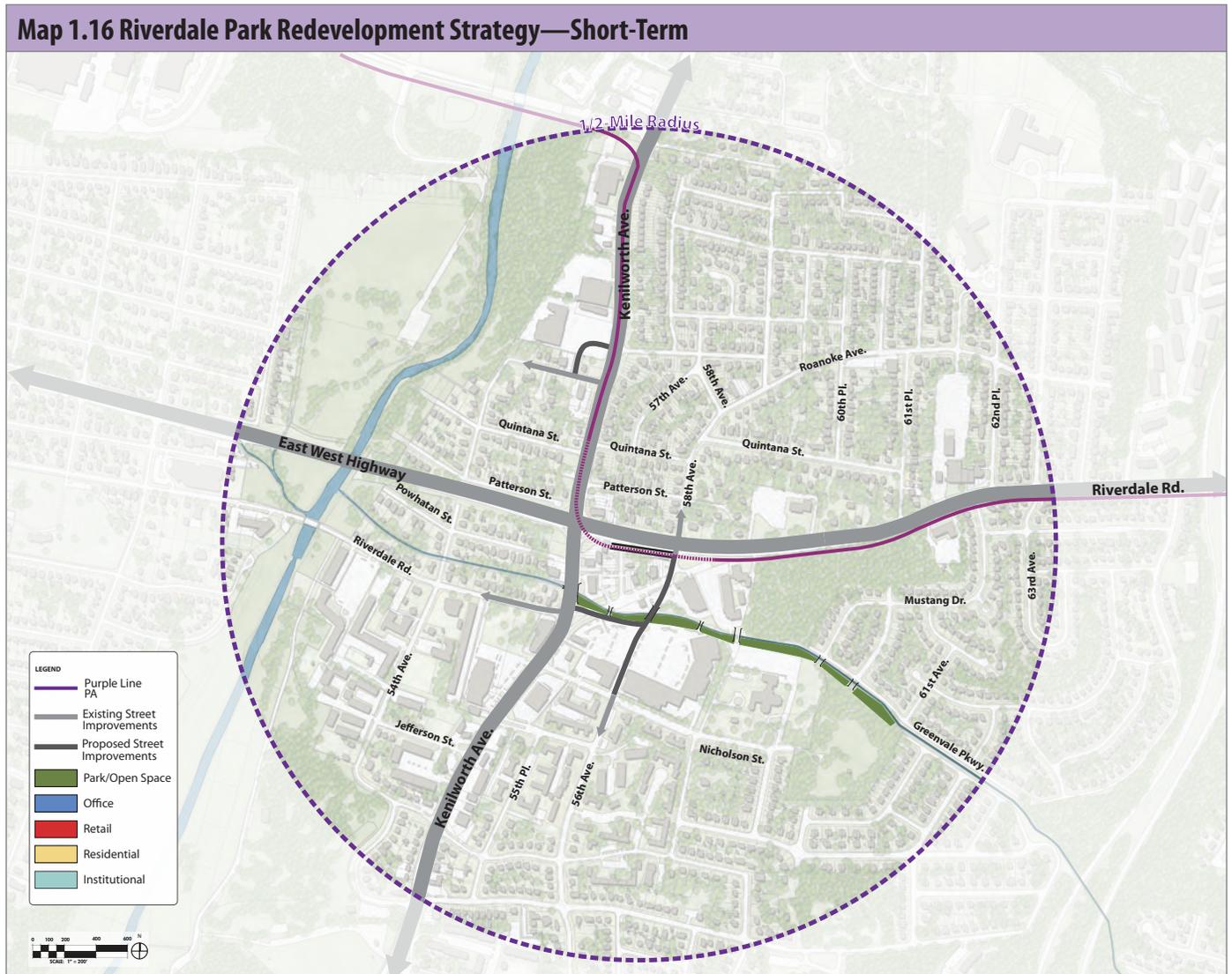
## Redevelopment Strategy—Short Term

The short-term strategy governs development for the time period between the completion of this study and the completion of the Purple Line when the rail line begins service.

Within the short-term period for the Riverdale Park study area, there are no anticipated building projects. However, it is important to complete infrastructure improvements to existing streets prior to the opening of the Purple Line to ensure that pedestrian and bicycle connectivity is improved and vehicular access is maintained and clarified. The improvements of East West Highway, Riverdale Road, and Kenilworth Avenue will coincide with the construction of the Purple Line route and station. The road reconstruction will include intersection improvements as well as improved pedestrian and bicycle connections. Additionally, Riverdale Road Extended between Kenilworth Avenue and East West Highway is realigned south of the existing stormwater channel and connected to the new extension of 56th Avenue. The resulting four

block core area is envisioned as two- to five-story, mixed-use and residential buildings redevelopment occurring in the long-term period (see Map 1.17 on page 187). The block reconfiguration and street infrastructure could start in the short-term without displacing existing businesses, save one, and paired with arrival of the Purple Line would be a catalyst for new development and private investment. Establishing the four-block core is critical to achieving a transition from the current autodomated environment with conflicted vehicular movements to a vibrant walkable, transit-oriented center for the community.

The stormwater channel is reconstructed as a naturalized stream with a greenway trail connecting Riverdale Road Extended and Greenvale Parkway and providing a central amenity for the community.



## Redevelopment Strategy—Long Term

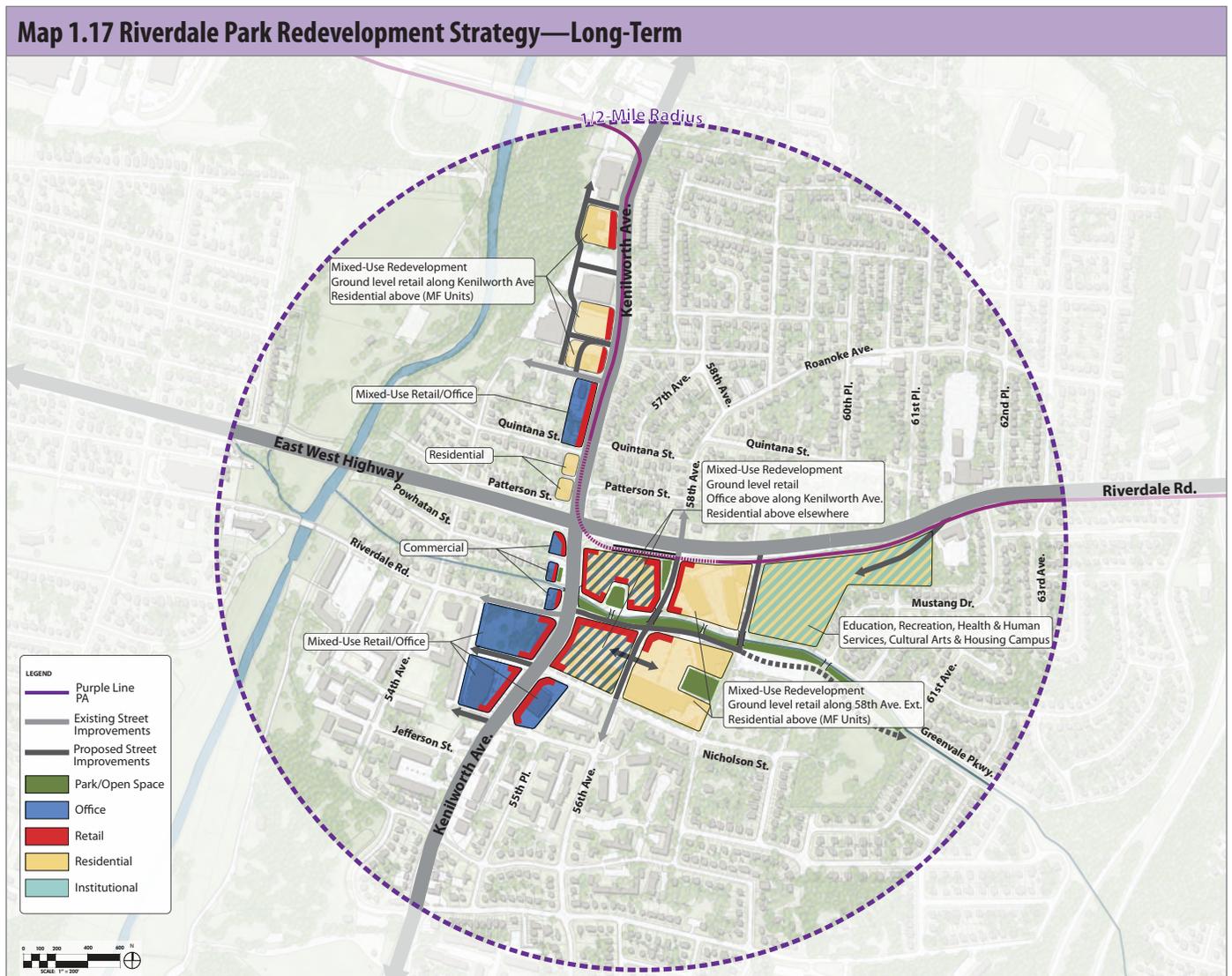
The long-term strategy governs development for the time period after the completion of the Purple Line once rail service begins.

Within the long-term period for the Riverdale Park study area, the major redevelopment parcels are bounded by East West Highway/Riverdale Road, Nicholson Street, Saint Bernards Drive, and Kenilworth Avenue and form a four-block core area envisioned as two- to five-story, mixed-use and residential buildings. A new plaza fronts a greenway running east-west through the core and a new green is planned across from St. Bernard’s Church.

These primary properties are anticipated as mixed-use projects with ground-level retail fronting Kenilworth Avenue, Riverdale Road Extended, and 56th Avenue Extended and multifamily apartments or office above. The properties south of East West Highway along Kenilworth Avenue are planned for ground-level retail with office uses above. Other properties within this core area may include single-family attached residential units (townhouses) depending on market demand.

Additional mixed-use, infill redevelopment may occur in the longer term on the western side of Kenilworth Avenue, between Quintana Street and River Road, once the four-block core is established and market demand exists. Existing low-rise surrounding apartment properties offer further potential for redevelopment and increased density near transit.

Recommendations for the Riverdale Park study area were informed by the 2009 *Central Kenilworth Avenue Revitalization Study* (CKAR). This TOD study’s recommendations include converting the stormwater management ditch into a more natural stream/community amenity; developing plans for the rehabilitation and/or redevelopment of Kenilfair Plaza; implementing comprehensive streetscape improvements to the Kenilworth Avenue Corridor from River Road to Edmonston Road; and developing plans for the rehabilitation and/or redevelopment of Riverdale Plaza Shopping Center, which are consistent with the CKAR study. While both plans recommend mixed-use development, the form may vary from the specific design concepts developed in the CKAR study.





## Street Network

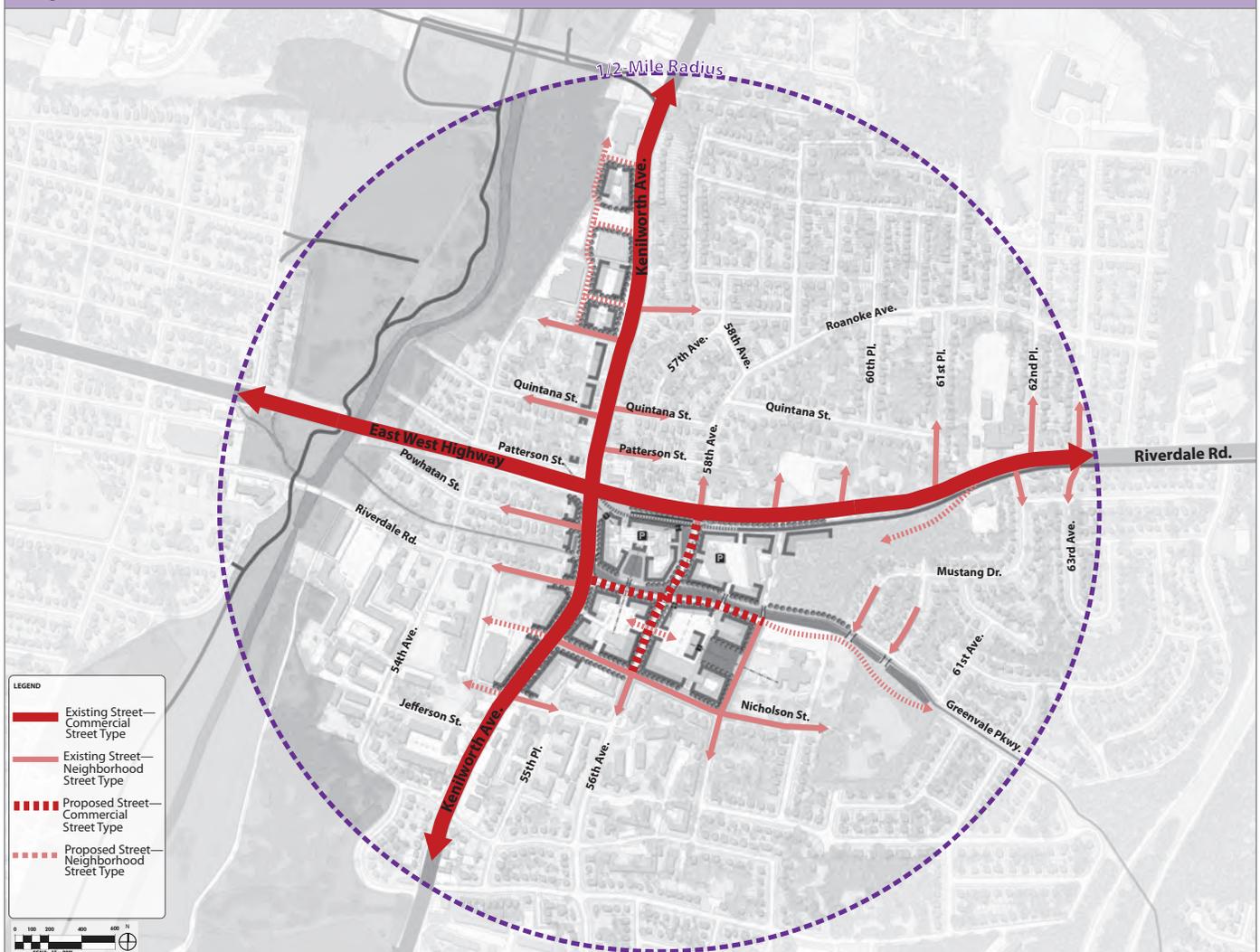
For the Riverdale Park station study area, East West Highway/Riverdale Road and Kenilworth Avenue are the primary commercial streets, and Riverdale Road Extended and 56th Avenue Extended are the secondary commercial streets. Components of a successful commercial street in this study area include wide sidewalks to accommodate pedestrian movement and ground-level commercial activity such as outdoor dining; curb-to-building widths ranging between 15–24 feet with a minimum 6-foot clear pedestrian passage; building front setbacks between 0–10 feet; tree pits or rainwater planters lining the street edge to provide shade; and a buffer between the pedestrian zone and vehicular travel lanes.

Neighborhood streets throughout the study area are characterized by narrower curb-to-building widths, generally 13 feet wide from curb to building with a 5-foot minimum sidewalk; building setbacks of 5–20 feet, allowing front yards for residential properties; and planting strips to provide a continuous buffer between the pedestrian zone and the travel lanes.



View looking west at proposed elevated station from East West Highway

### Map 1.19 Riverdale Park Street Network



## Street Sections

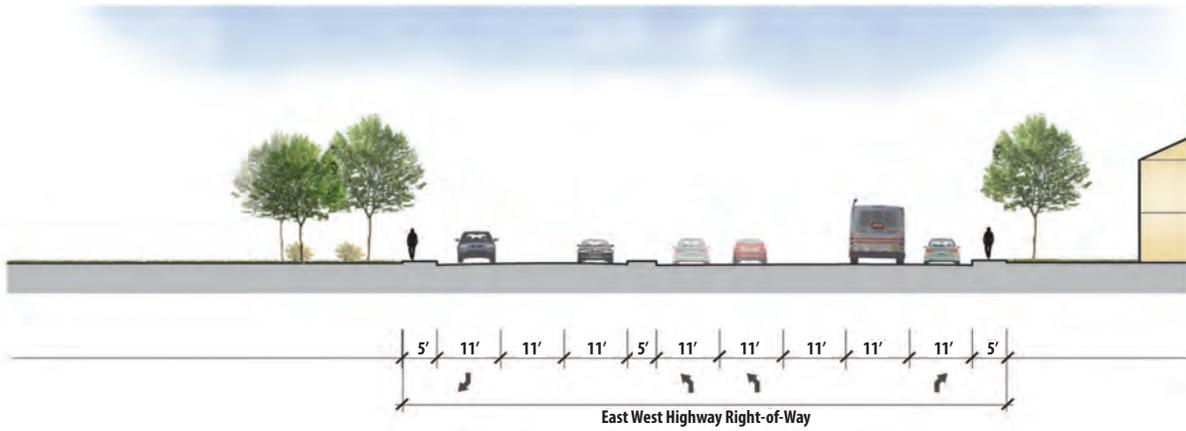


Fig. 1.3: Riverdale Park—East West Highway Existing Street Section Looking West

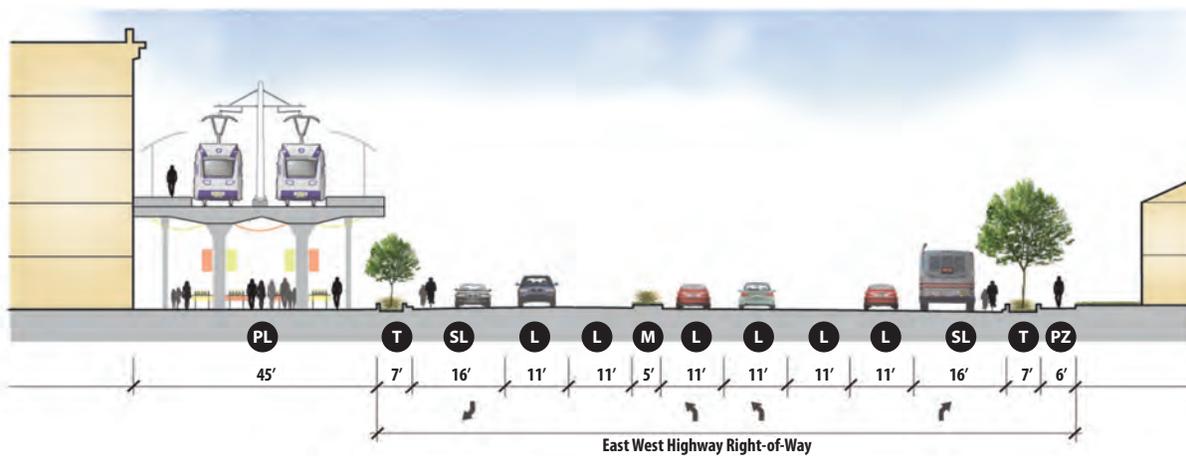


Fig. 1.4: Riverdale Park—East West Highway Proposed Street Section Looking West

KEY

- L** 11' Travel Lane
- SL** 16' Shared Travel Lane
- PL** Purple Line
- T** 7' Planting Zone
- PZ** 6-15' Pedestrian Zone

Notes: Final dimensions and configuration to be coordinated with MTA, SHA, and DPW&T.

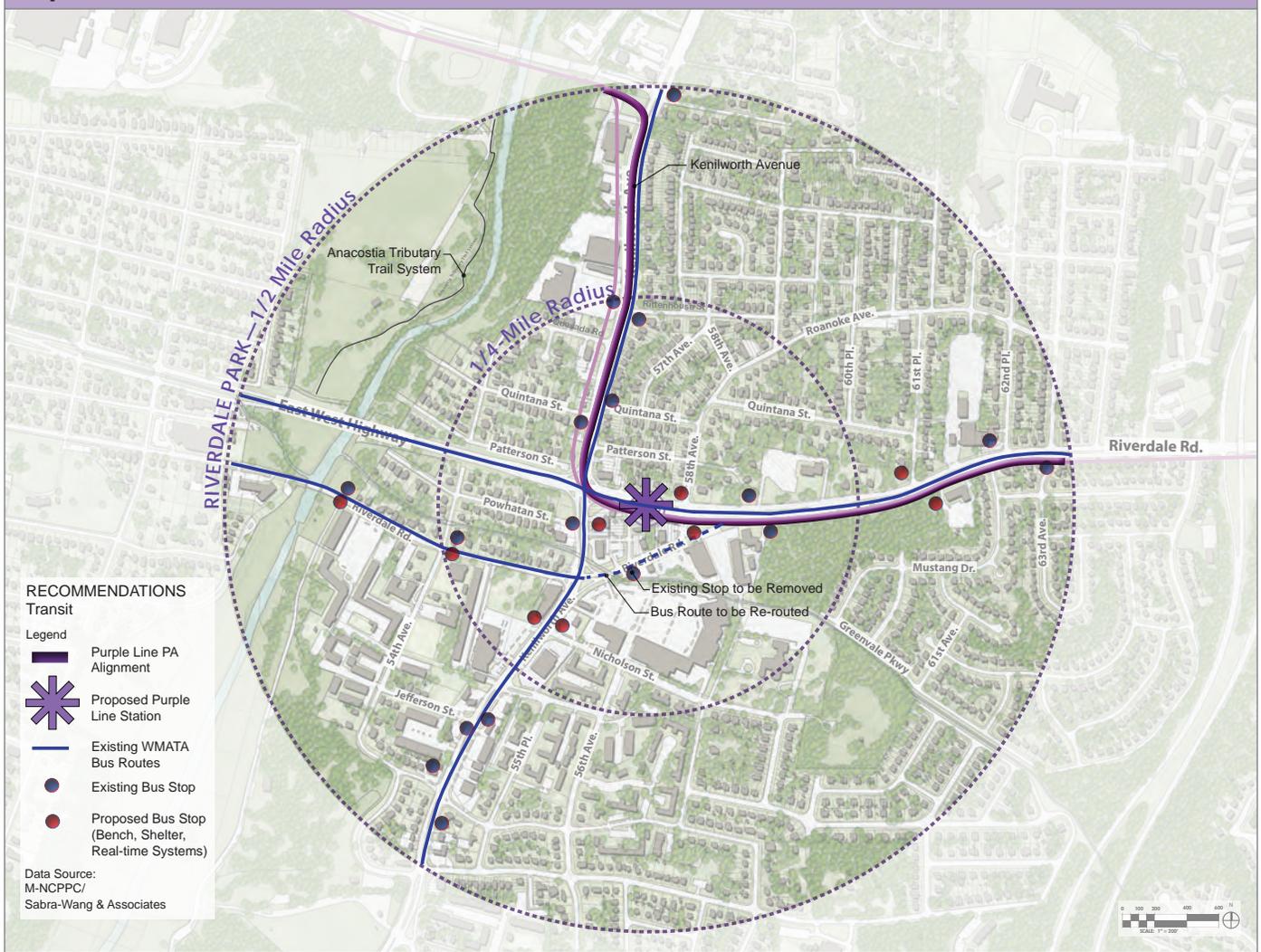
## Transit Recommendations

The key transit improvements recommended for the Riverdale Park Station area are the proposed placement and improvement of bus stops along MD 410 (East West Highway) and MD 201 (Kenilworth Avenue) for optimal access to and from the proposed Purple Line Station. The proposed locations are on MD 201 (Kenilworth Avenue) at Nicholson and Rittenhouse Streets and on MD 410 (East West Highway) at 61st Place and 58th Avenue as illustrated in Map 1.20 below. Bus stop improvements include the addition of shelters, benches, and lighting as well as real-time transit information displays. The existing bus route along Riverdale Road between Kenilworth Avenue and East West Highway is recommended to be relocated pending the completion of the proposed street network in the area bordered by Kenilworth Avenue to the west, East West Highway to the north, Nicholson Street to the south, and Saint Bernards Drive to the east. Existing bus stops and bus routes also shown in the vicinity of the proposed station may be consolidated to the proposed locations so as to ensure pedestrian access to transit is accessible (ADA compliant) and occurs in the most feasible and desirable location available

for both operational needs and comfort. In order to have bus routes where patrons transfer to a station that is in close proximity to the station, the turning movements and merging requirements for buses to continue on their route will require further analysis.

Note: Bus stop locations need to be further studied and coordinated with DPW&T. DPW&T also plans to discuss with MTA the possibility of consolidating bus transfers and connections at the Purple Line station within a future transit center structure similar in concept to the transit center currently being planned for the Takoma-Langley Park area at the intersection of MD 650 (New Hampshire Avenue) and MD 193 (University Boulevard). This option is being considered because of the current high and even higher expected (post-completion and beginning of Purple Line service) transit use volumes within the Riverdale Park community.

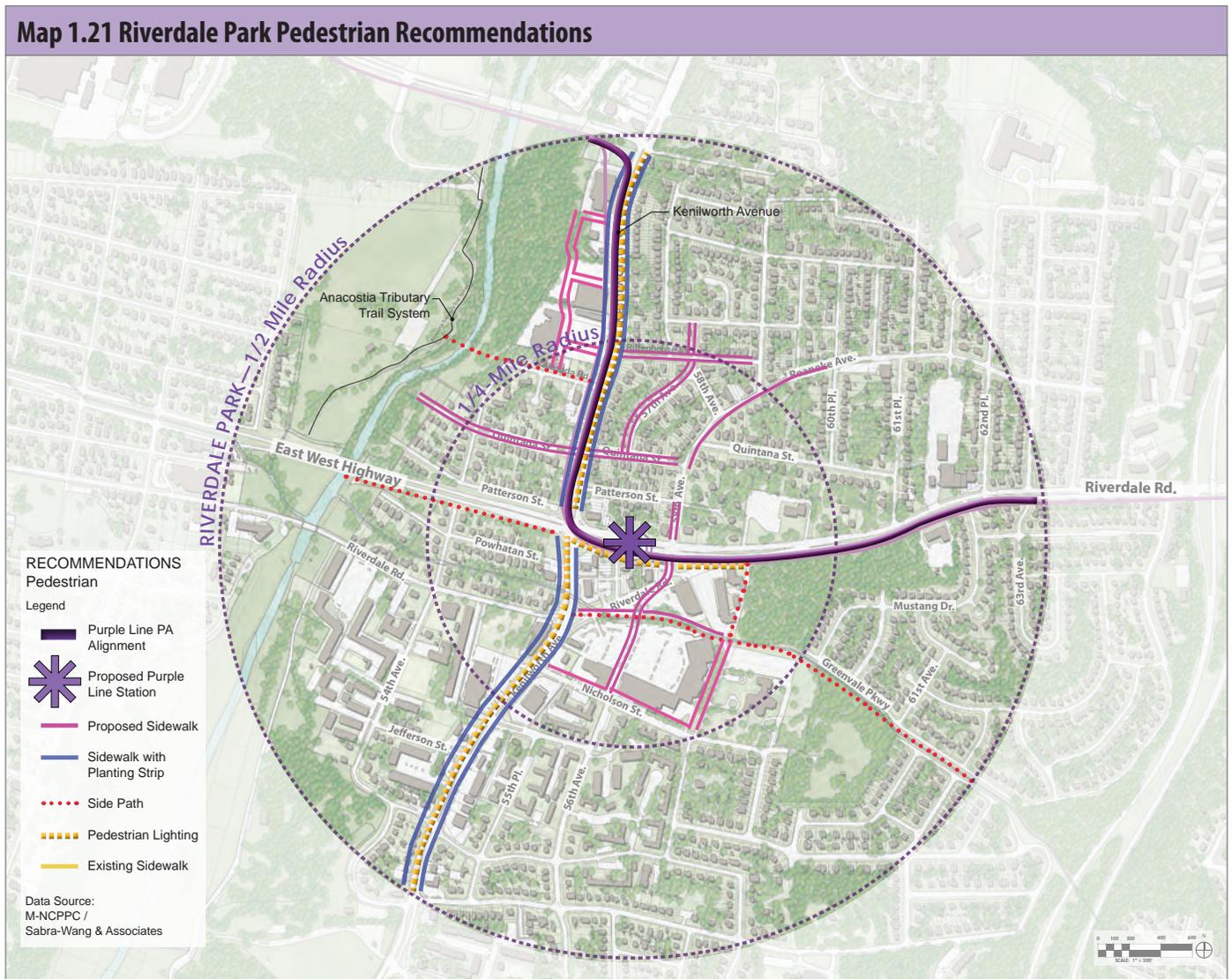
**Map 1.20 Riverdale Park Transit Recommendations**



## Pedestrian Recommendations

The recommended pedestrian improvements for the Riverdale Park station area are illustrated in Map 1.21 below. To complete a continuous network for pedestrians to access the proposed station by foot in the one-quarter to a half-mile radius, the recommendations include new sidewalks along Roanoke Avenue, Quintana Street, Rittenhouse Street, 56th Avenue, 57th Avenue, and along the north side of Greenvale Parkway. New sidewalks, implementing complete streets components (see Appendix A.2 on page 333), are recommended for areas with proposed new street networks and development such as the area bordered by Kenilworth Avenue to the west, East West Highway to the north, Nicholson Street to the south, and Saint Bernards Drive to the east, as well as the area north of Quesada Road and west of Kenilworth Avenue. Along Kenilworth Avenue, sidewalks with planting strips and tree pits are recommended for both sides of the roadway along with pedestrian lighting. In some cases existing sidewalks would be replaced with lighted paths and buffered areas. Sidepaths are recommended for the south side of East West Highway west of Kenilworth Avenue, the south side

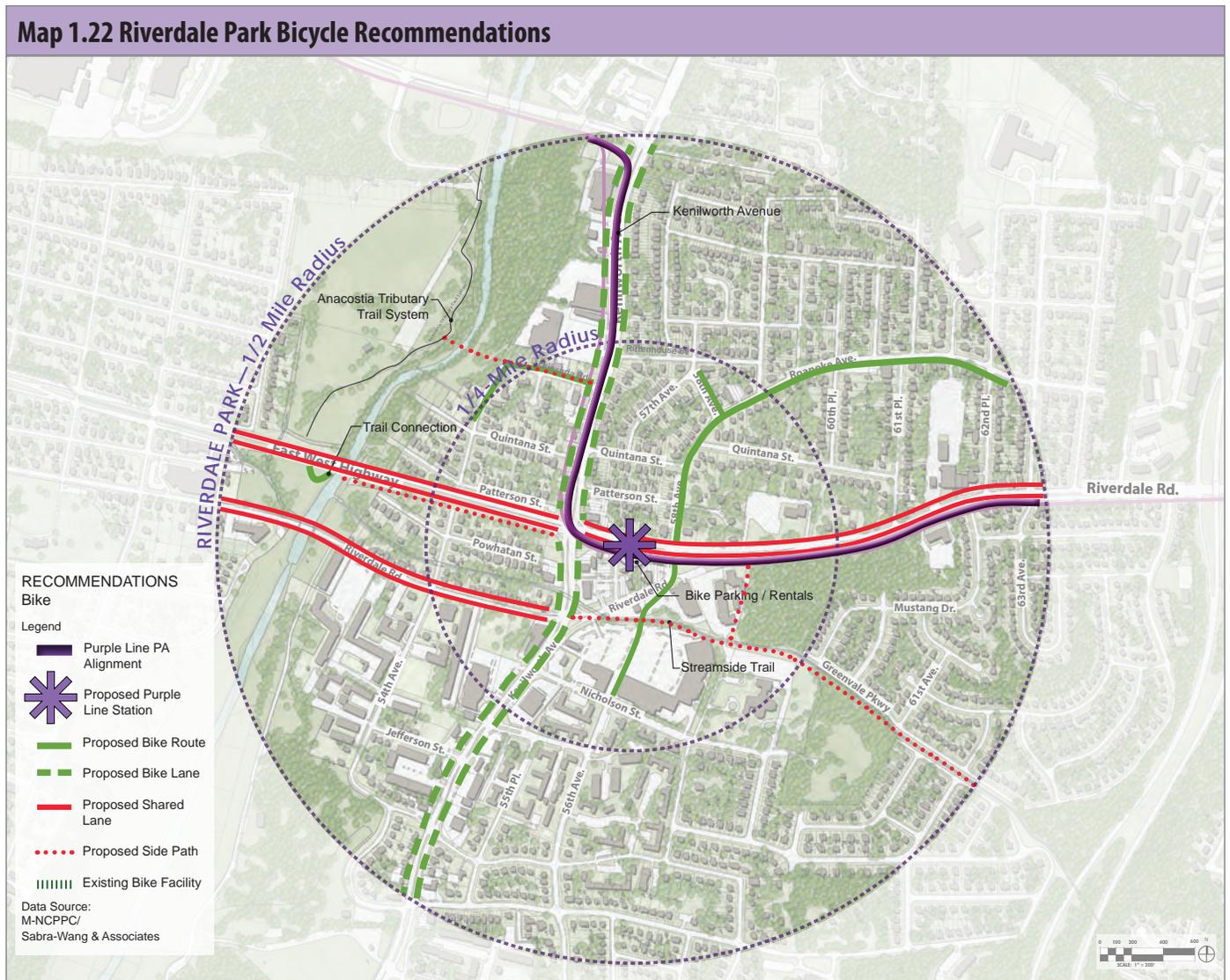
of Greenvale Parkway, and the north side of Quesada Street to connect to the Anacostia Tributary Trail System. Sidepaths are included to offer the highest quality of comfort and convenience to both pedestrians and bicyclists.



## Bicycle Recommendations

Bicyclists can choose many streets to access the station; however, the recommended bicycle improvements selected for the Riverdale Park station area include a combination of bike lanes, bike routes, shared lanes, and bike sharing as illustrated in Map 1.22. Roanoke Avenue, 58th Avenue, and Quesada Road are proposed to be designated as bike routes. A bike route is a street that is anticipated to carry bicycle traffic to and from the transit station through the neighborhood; drivers are alerted to the presence of cyclist via signage (refer to Appendix A.2 on page 333 for additional information). Shared lanes (wide outside lanes accommodating both vehicles and bicycles) are recommended along Riverdale Road, MD 410 (East West Highway), and MD 201 (Kenilworth Avenue). In the long-term, MD 201 (Kenilworth Avenue) should incorporate designated bike lanes. A connection between the Anacostia Tributary Trails System and MD 410 (East West Highway) is recommended. Bike parking

and bike sharing are recommended at the proposed Purple Line Station. This combination provides bicyclists safe and direct access along the most desired paths in the adjacent neighborhood, trail system, and land uses to access the station.



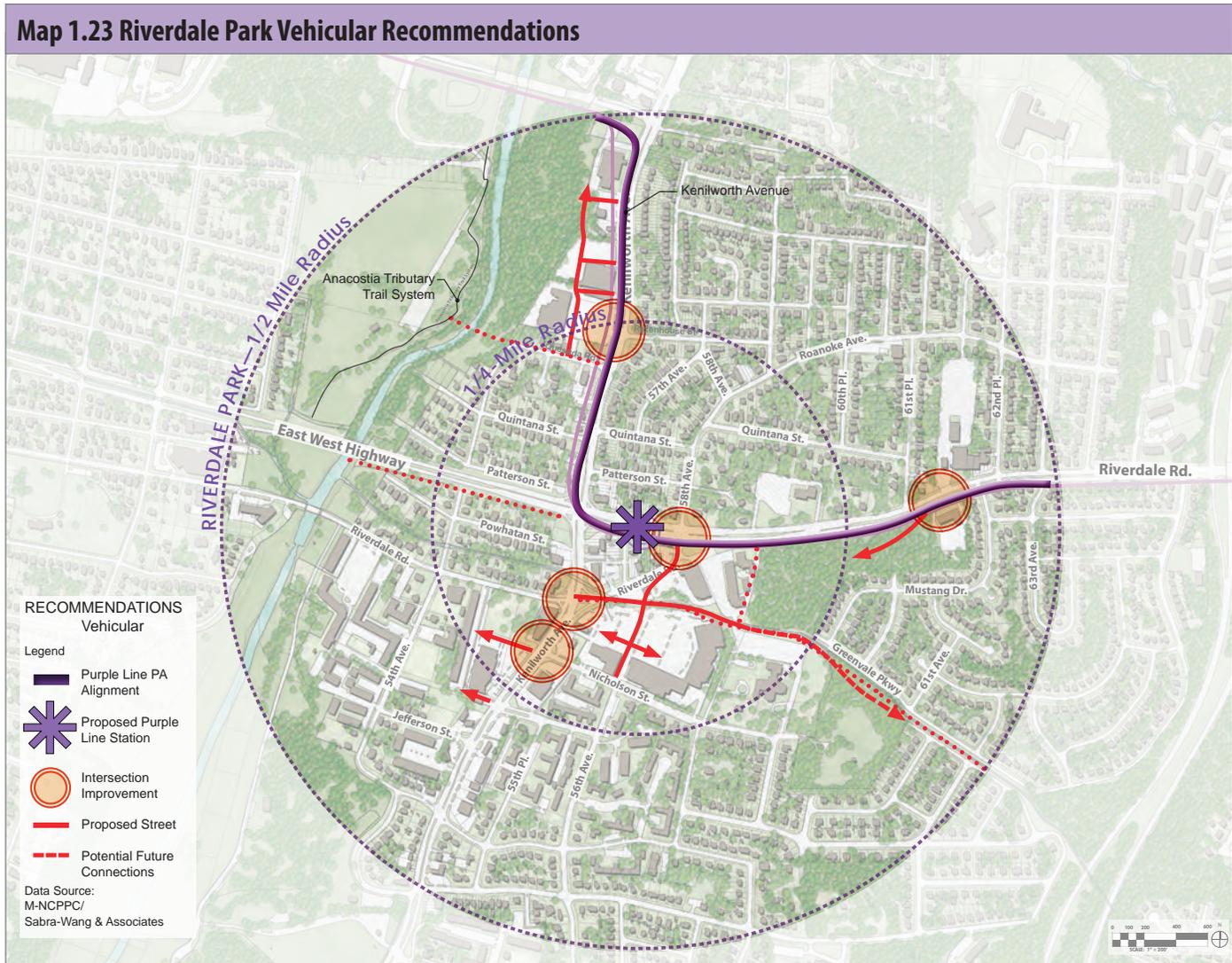
## Vehicular Recommendations

Intersection improvements for the Riverdale Park station area are recommended at MD 201 (Kenilworth Avenue) and Nicholson Street, MD 201 (Kenilworth Avenue) and Rittenhouse Street, and MD 410 (East West Highway) and 58th Avenue. New street connections are recommended to connect 58th Avenue south to Nicholson Street; extend Madison Street and Nicholson Street between MD 201 (Kenilworth Avenue) and 54th Avenue; extend Riverdale Road east of MD 201 (Kenilworth Avenue) toward Greenvale Parkway; and connect Quesada Road through the new commercial areas to the north. The new street connections also aim to minimize vehicular congestion and maintain good vehicular access in and out of the neighborhood. The intersection improvements offer opportunities to better accommodate pedestrians through crosswalks, ramps, and possibly signals. Additionally, car sharing is recommended in the vicinity of the station as reserved on-street parallel parking spaces or reserved spaces in the adjoining garage.

Additional intersection improvements include access modifications to locations where crossing roadways intersect with the Purple Line alignment. These improvements create a true street grid that efficiently distributes traffic flow and allows for more convenient access to planned land uses.

## Parking Recommendations

A parking management program is recommended for the neighborhood and future development. This may include a Kiss & Ride area to allow loading and unloading of passengers in the station vicinity along with access management guidelines for new development in the area. For recommended TOD parking ratios, see Section 4.2 Zoning Template on page 258.



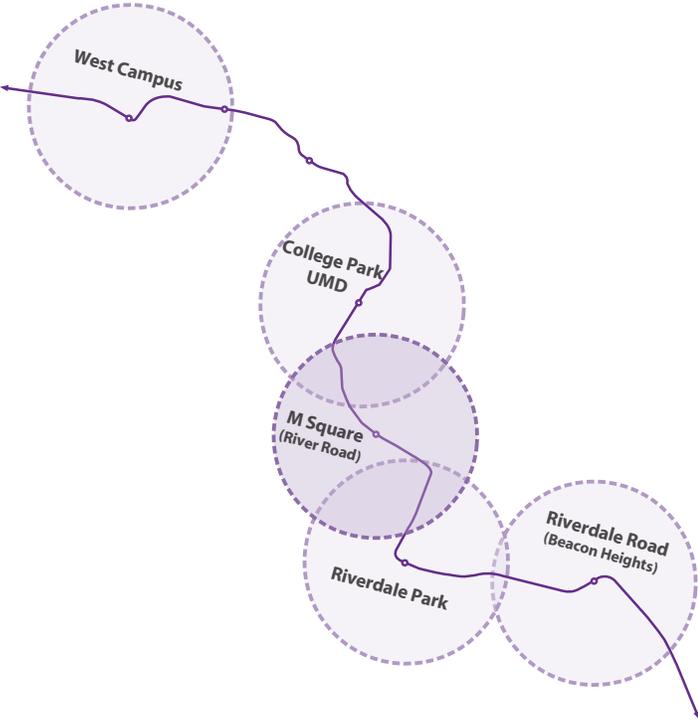
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# 1.4

## M Square (River Road)

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<b>Market Conclusions Summary</b>	<b>198</b>
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<b>TOD Recommendations</b>	<b>201</b>



## Overview

The TOD study area centered on the proposed M Square (River Road) Purple Line Station extends outward a half-mile from the station stop as shown on Map 1.25 on page 199. A half-mile represents an average 10-minute walk. The inner circle represents a quarter-mile radius or an average 5-minute walk.

A major vehicular thoroughfare, Kenilworth Avenue, travels through the study area to the east. Area commuters use this road to access larger transportation corridors such as Baltimore–Washington Parkway to the east, I-495 to the north, and East West Highway to the south. Beyond Kenilworth, River Road is the only connecting road through the study area. Additionally, the MARC Camden Line and the Metro Green Line run north-south to the west. Connections between River Road and the residential neighborhood to the south of the proposed station location are made through Rivertech Court. Vehicles use Rivertech Court and travel through a parking lot to connect to Lafayette Avenue. Pedestrians use a paved trail to connect from Rivertech Court to Taylor Road. At the MARC/Metro station, pedestrians use the tunnel to connect west to downtown College Park and the University of Maryland. The Anacostia Tributary Trail System runs to the east, connecting to larger greenway networks north and south. The Trolley Trail also runs north-south, paralleling the rail line just west of the study area.

The M Square station area falls within the College Park and Riverdale municipality boundaries. Within a half-mile of the proposed station, land uses include residential, commercial (both office and retail), and industrial as well as parkland. No vertical mixed-use currently exists in the study area. The majority of properties are within the Aviation Policy Area (APA-6) and are subject to certain height and notification requirements. Within APA-6, no building permit may be approved for a structure higher than 50 feet unless the applicant demonstrates compliance with Federal Aviation Regulations (FAR) Part 77. Additionally, the districtwide development and guidelines of the *Approved Transit District Development Plan for College Park–Riverdale Transit District Overlay Zone* have specific maximum heights for the entire transit district, which vary per parcel. Publicly owned land predominates in the station area with more than 90 percent of the land area owned by the State of Maryland, M-NCPPC, WMATA, or the federal government.

Office buildings within the M Square Research Park include federal tenants that require secure facilities, including FDA, NOAA, and the Center for Advanced Language Studies. Existing development at M Square is based on a suburban office park model and is not currently transit-oriented or pedestrian-friendly. However, the University of Maryland has expressed interest in helping M-NCPPC to put development standards in place to promote future TOD at this station site. The existing declaration of covenants with Riverdale Park, requiring large front setbacks and limitation on certain uses as well as the current security requirements and methods of federal tenants, are hurdles to shifting the development pattern of the M Square Research Park from suburban and autocratic to more urban and transit-oriented. Retail is focused along Kenilworth Avenue and is largely one-story strip commercial.

The existing residential is located to the south and includes the Riverdale Park Historic District. The Calvert Hills Historic District to the west of the rail line lies just outside the half-mile study area. One in five residents within the M Square station area is under 20 and the median age is 22.9 according to census 2000 data. A large share of residents in the study area own their homes, estimated at 73 percent in 2010. The half-mile study area captures most of the 300 residential units in the Town of Riverdale with 85 percent of housing units in single-family homes. The M Square (River Road) station area consists of moderate-income households with a median household income of \$60,921 and 45.4 percent of households earning between \$30,000 and \$74,999. This income distribution highlights the presence of University of Maryland students who receive minimal income.

## Planning Objectives

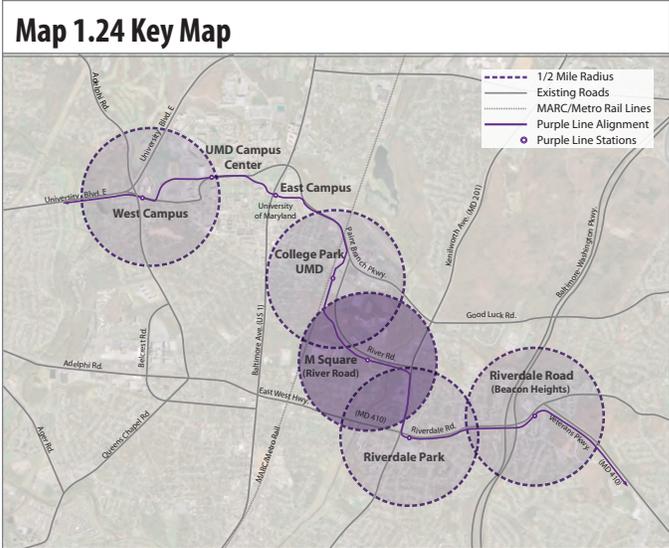
As previously listed in Section 1.1 Overview, general planning objectives were established to help achieve the overall goal of lively, walkable, and attractive transit-oriented communities for all five station areas. Based on M Square (River Road) station area's unique existing conditions and opportunities, a more definitive list of planning objectives was established. For M Square (River Road), the planning objectives include:

- Establish additional street connections through large development areas, including M Square Research Park, providing alternative vehicular and pedestrian routes and relieving congestion on larger thoroughfares as future development is built; currently River Road provides the only connection through the study area connecting Kenilworth Avenue and Paint Branch Parkway.
- Strengthen trail connections from the proposed Purple Line station area and current office development to the Anacostia Tributary Trail System throughout the study area as currently only limited connections to the existing trail system exist.
- Target the 1/8-mile core area around the M Square station for new mixed-use development, including residential and retail, while single-use, secure office buildings will continue to infill the M Square Research Park.

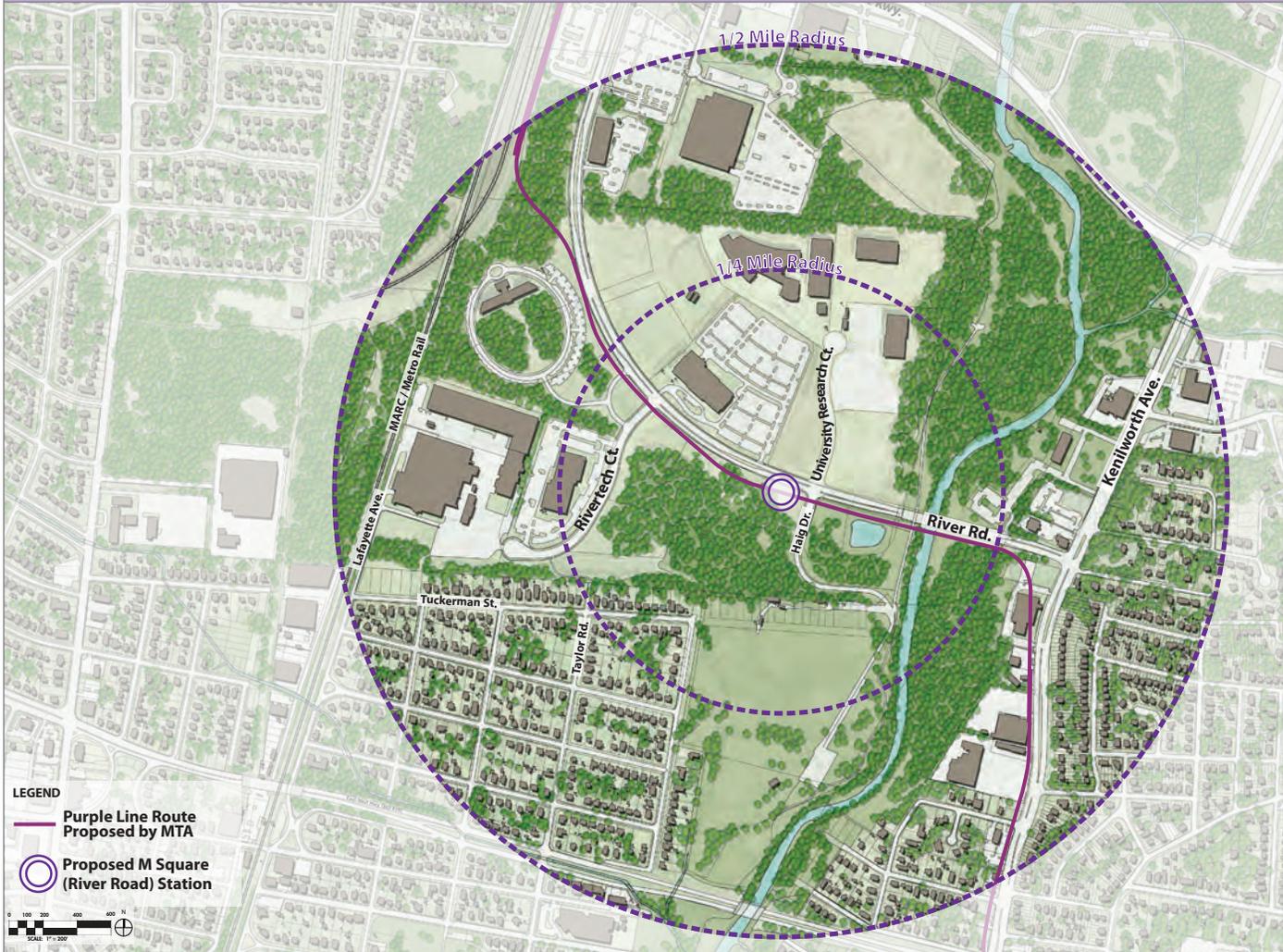
## Market Conclusions Summary

The majority of the current opportunities for new development within the M Square station area are for commercial buildings. The station area, with easy access to Metro, remains one of the key office locations within the proposed Purple Line submarket. The M Square Research Park could enhance its ability to compete in the regional office market by creating an attractive place for workers and residents. Creating a mixed-use environment with access to transit and amenities, including restaurants, public open spaces, and some residential to enliven the space after the business day, could improve the research park's draw. Projected growth could increase by 40 percent in the M Square area, totaling 230,000 square feet of new development prior to the Purple Line construction and an additional 160,000 square feet after

completion. In addition to the office development, the M Square area may support up to 9,000 square feet of retail and approximately 90,000 square feet of flex/industrial space. A small portion of infill residential development is already planned for nearby communities, and available development sites will capture much of the residential demand. With the research park adapted as a mixed-use environment with an additional 630 residential units, approximately 70 percent of the new housing will be provided in multifamily buildings. The residential build-out for this area relies heavily on changes to existing development patterns and starts with less than one-third of these new residential units being developed prior to the construction of the proposed Purple Line.



### Map 1.25 M Square (River Road)—Existing Conditions



## Community Input Summary

The community workshops for each of the five stations allowed stakeholders to discuss how their communities and businesses could build on the opportunities created by the proposed light-rail system. In small groups, the stakeholders crafted a shared vision for each station and identified desirable uses and amenities, streetscape enhancements, access improvements, and preferred station character. Below is a summary of input received by topic for the M Square (River Road) station area:

### Use Type and Architectural Character

Stakeholders preferred mixed-use development, including retail, restaurants, and residential, located near the transit stations.

### Amenities and Open Spaces

Stakeholders noted the need for more usable open spaces with seating, picnic tables, lighting, and trash cans.

### Streetscape Character

Stakeholders noted the need for pedestrian amenities such as shade trees along streets and continuous sidewalks along Kenilworth Avenue.

### Mobility Choices Connectivity and Access

Stakeholders noted the need for bike paths along River Road and additional connections to the trail systems. Additionally, they desired strong connections to surrounding neighborhoods, including the proposed Cafritz development. Stakeholders preferred multimodal access with bus stops near the rail stops and coordinated service.

### Station Character/Identity

Stakeholders noted the need for directional signage at the station and the desire to identify areas that are unique and historical. Stakeholders identified lighting and safety as important concerns. They also noted the importance of establishing a unique identity for the station, highlighting technology and research and including a tower or gateway element to signify arrival.



# TOD Recommendations

The TOD Recommendations for the M Square (River Road) station area focus on properties (excluding the existing residential single-family lots and parkland) within a half-mile of the proposed station. Properties for redevelopment were selected based on proximity to the proposed station, ownership, size, and the conditions of the building. For these properties, the recommendations address land use, phasing, open space, street network, streetscape, and transportation. Transportation recommendations are separated into five components, including transit, pedestrian, bicycle, vehicular, and parking.

The redevelopment strategy is divided into two phases, short-term (before Purple Line completion) and long-term (after Purple Line completion).

Below, River Road is envisioned as a mixed-use street with accommodations for pedestrians, cyclists, and motorists transformed from its existing auto-oriented condition. The rendering below illustrates some of the primary planning objectives for this study area, including complete streets and mixed-use buildings fronting and defining streetscape.



Existing view at River Road and University Research Court



Perspective of station at River Road and University Research Court

## TOD Concept

The TOD concept diagram for the half-mile study area focuses on block configurations, building frontages, open space locations, trail connections, street networks, and important gateways and views.

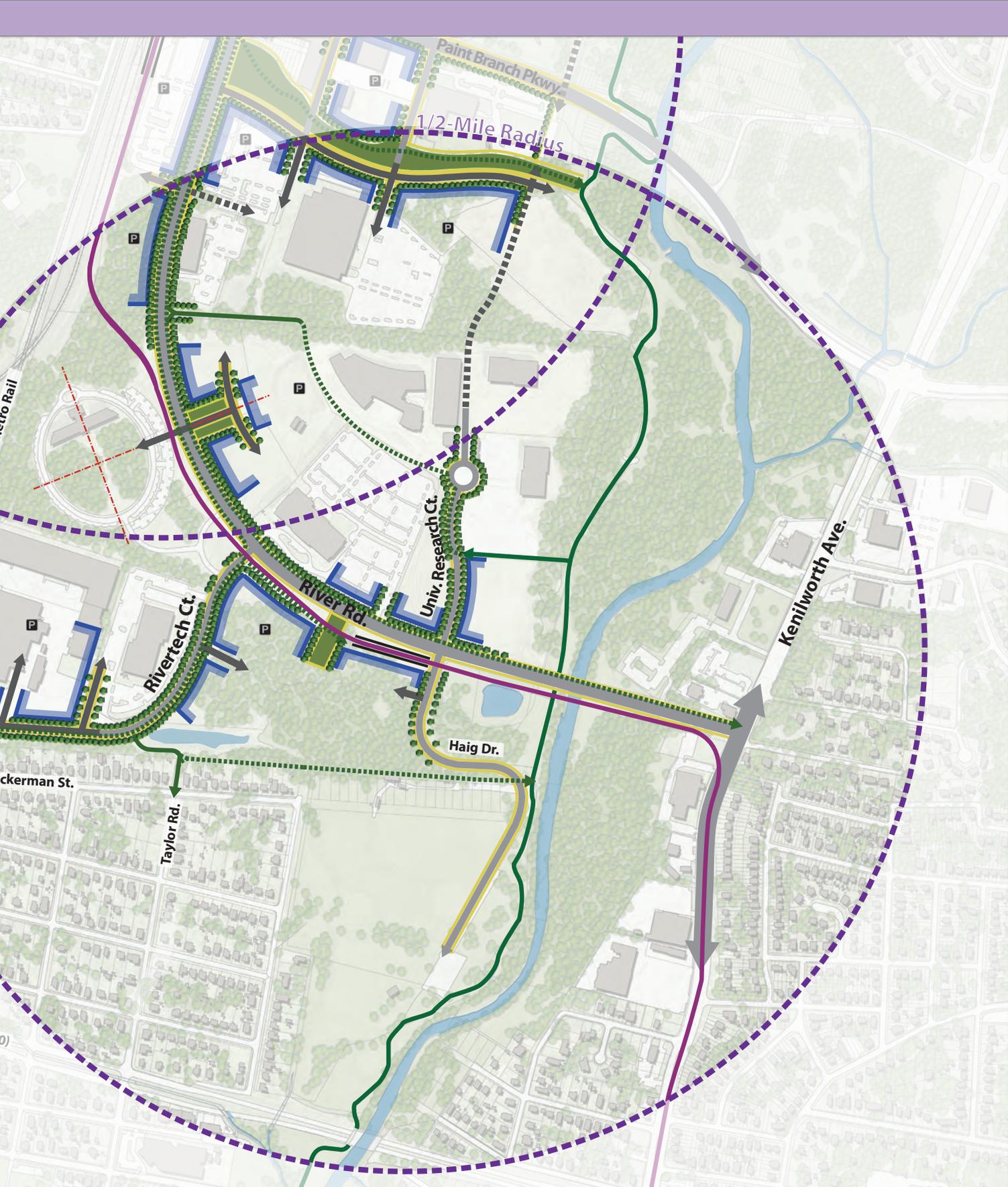
For the M Square (River Road) station study area, the primary planning recommendations are:

- New four- to eight-story mixed-use development.
- Limited ground-floor retail focused at the intersection of River Road and Haig Drive.
- Mixed-use development primarily focused on office with limited pedestrian-friendly retail, restaurants, and residential uses concentrated around the station.
- Integrated pocket parks and greens to address office workers' desires for outdoor seating and eating areas as well as to accommodate community activities for future residents.
- River Road features a new multipurpose sidepath, pedestrian-scaled lighting, and improved intersections at University Research Court and Rivertech Court.
- New and enhanced trail connections integrated into the station area and the Anacostia Tributary Trail System.

The final route and station locations will be determined through MTA's Purple Line engineering effort.

Map 1.26 M Square (River Road) TOD Concept



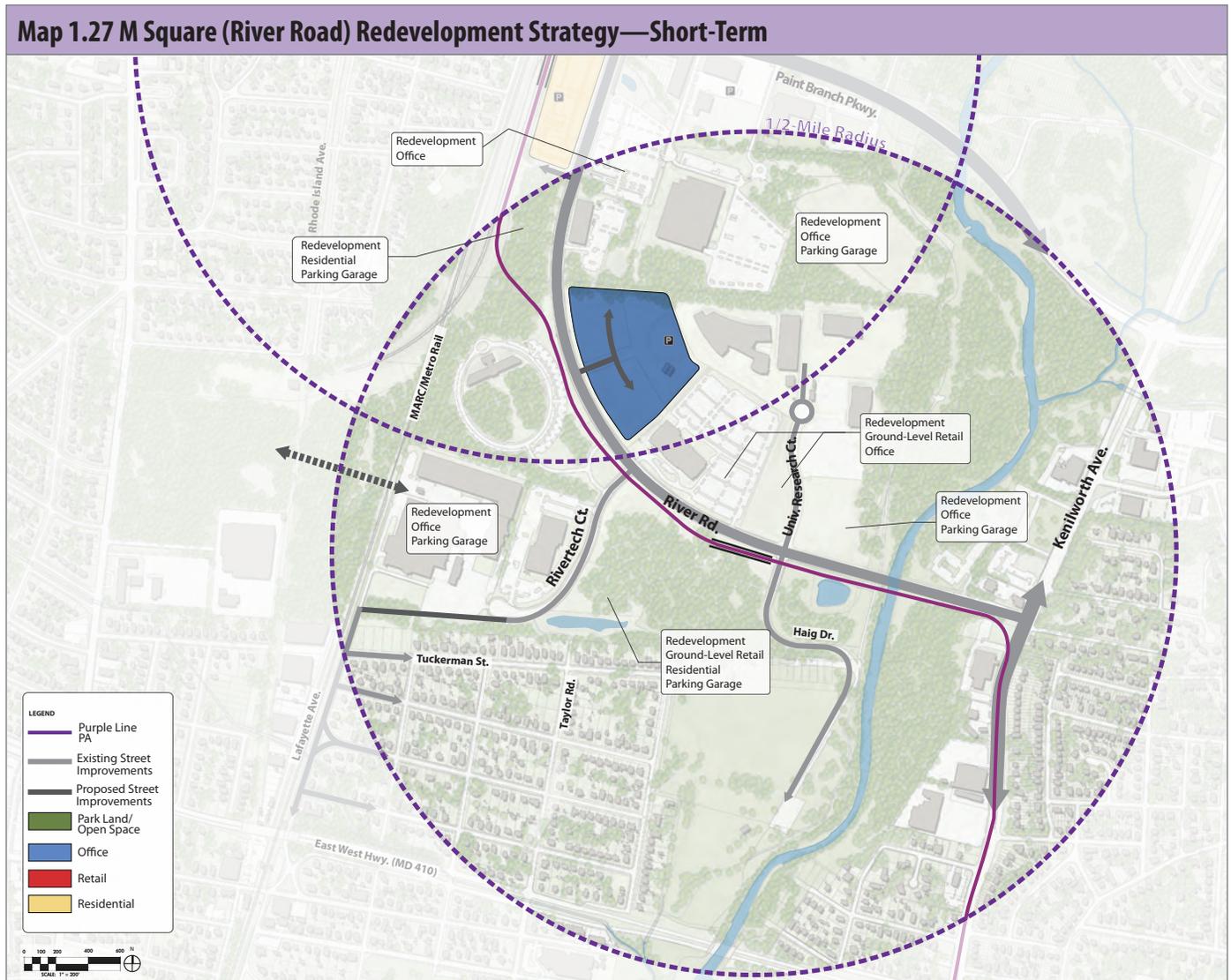


## Redevelopment Strategy—Short Term

The short-term strategy governs development for the time period between the completion of this study and the completion of the Purple Line when the rail line begins service.

Within the short-term period for the M Square (River Road) station area, there is currently a development plan for M Square Research Park Lots 15–17, including three 5-story office buildings, one 4-level garage, surface parking, and a pocket park. Infrastructure improvements to existing streets prior to the opening of the Purple Line is critical in the short-term period to ensure that pedestrian and bicycle connectivity is improved and vehicular access is maintained. For example, improvements to River Road should coincide with the construction of the Purple Line route and station and be complete when rail service begins. Additionally, to provide connection to the residential neighborhood to the south of the Riverdale Park Historic District, Rivertech Court should be extended to Lafayette Avenue. Also, to provide a connection to the future Cafritz development, existing neighborhoods west of the MARC/

Metro rail line, and US 1, a potential bridge over the MARC/Metro rail line is planned south of the American Association of Physics Teachers building and north of Tuckerman Street.



# Redevelopment Strategy—Long Term

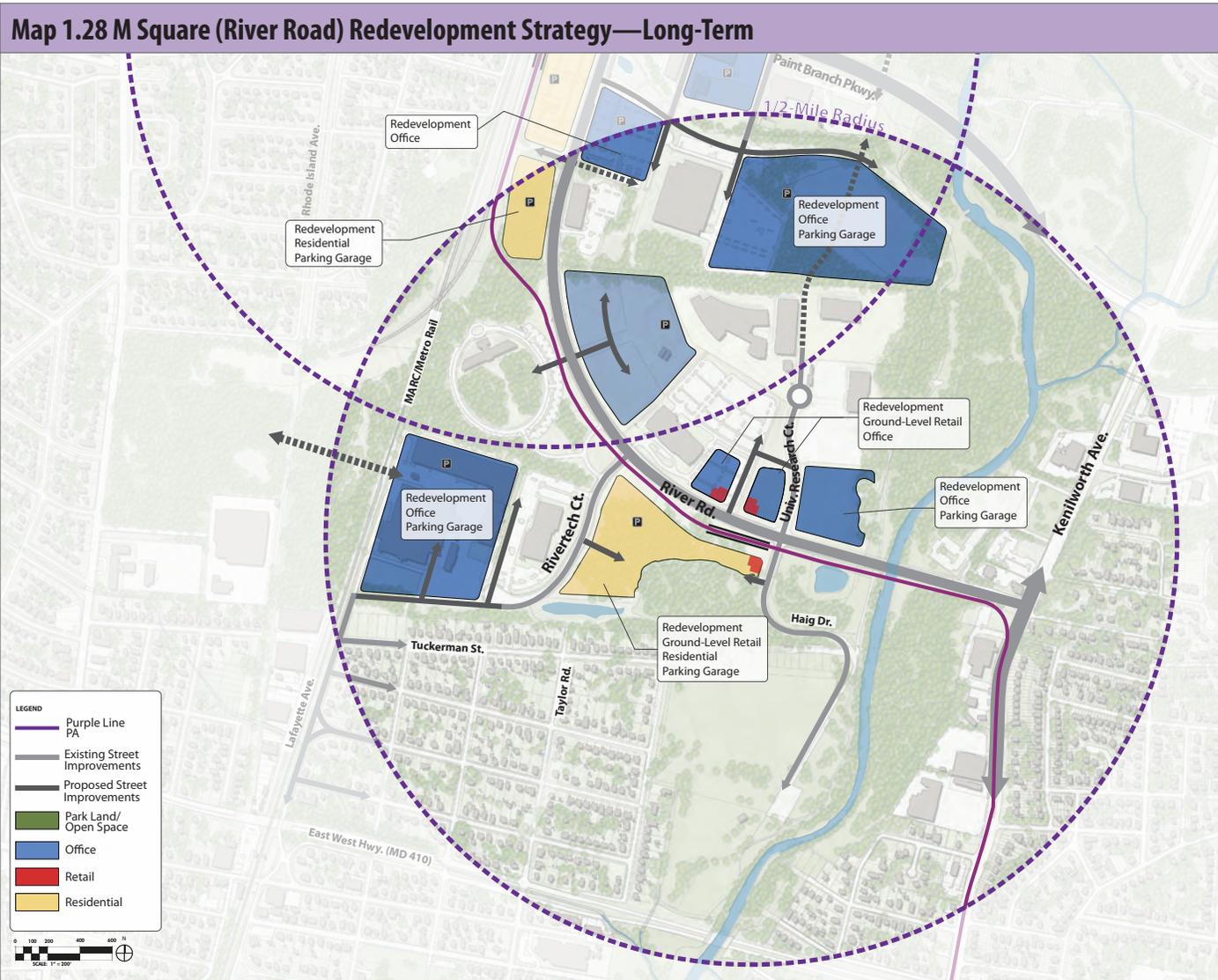
The long-term strategy governs development for the time period after the completion of the Purple Line once rail service begins.

Within the long-term period for the M Square (River Road) station area, the vacant parcels along River Road, Rivertech Court, and within M Square Research Park are envisioned to be redeveloped as a mix of office and residential development with limited amounts of retail.

The majority of office is planned within the M Square Research Park and comprises general office as well as research facilities. Additional office is planned directly north of the extended Rivertech Court. Residential development, primarily as multifamily apartments, is planned between Rivertech Court and Haig Drive, south of River Road as well as between the MARC/Metro rail line and River Road. Limited retail is planned at the ground-level of the residential buildings focused around the Purple Line Station.

Locating new residential development along with retail and restaurants adjacent to the station, where none exists currently, will help transform the

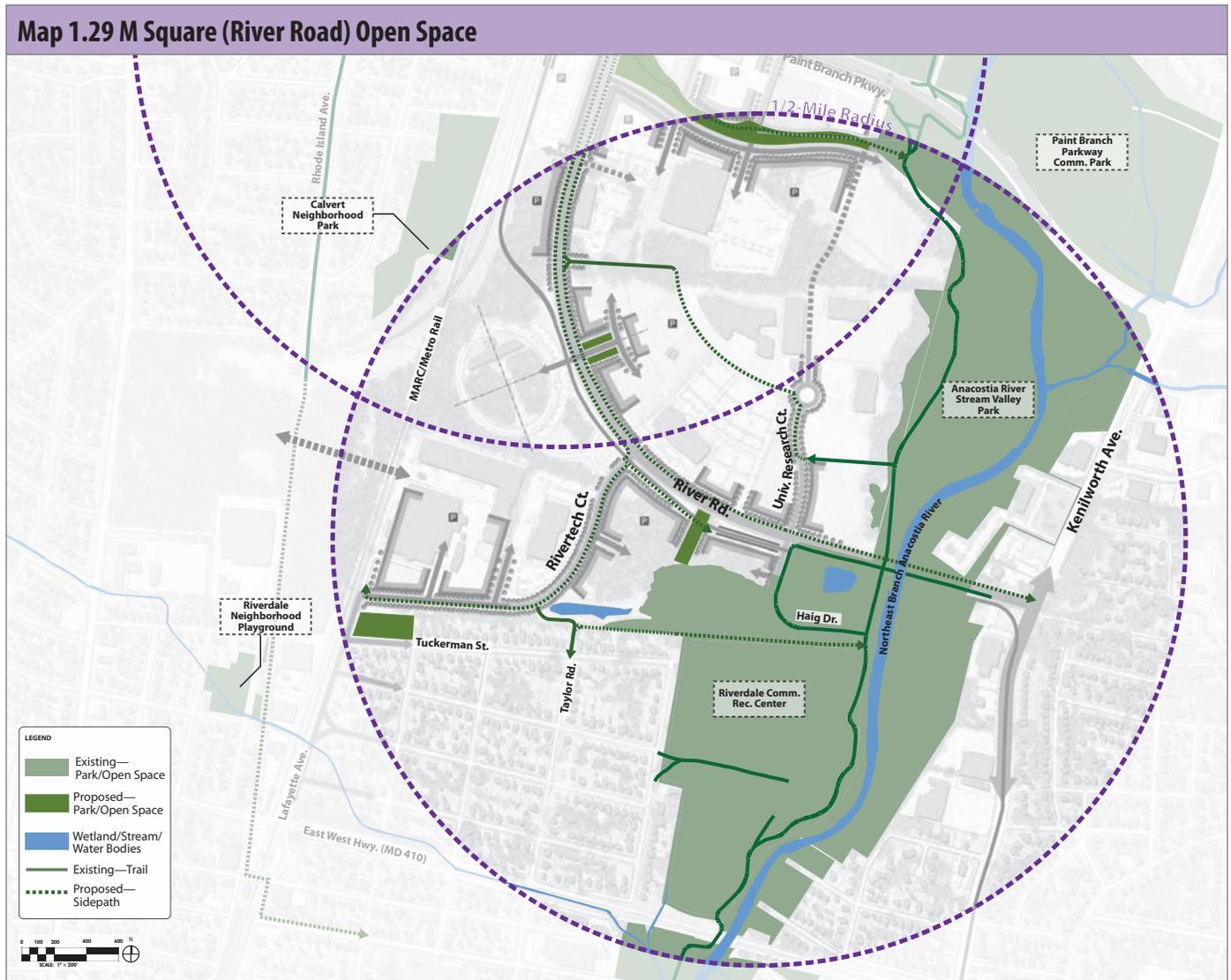
station area into a vibrant transit hub and destination. The majority of the planned commercial and residential will require structured parking within the individual development parcels in order to meet density goals. Above-grade structured parking should be concealed behind either residential units or commercial spaces to keep the parking garage from public view while residential units/commercial spaces face the street.



## Open Space

For the M Square (River Road) station area, a pocket park is proposed as a part of the new development planned for M Square Research Park Lots 15–17. The pocket park design should integrate seating and eating areas for employees as well as secondary gateway elements at the entrance off River Road. A green, fronting River Road between Rivertech Court and Haig Drive, is recommended to be adjacent to the residential buildings to accommodate passive recreation activities. Additionally, the north portion of the study area includes a reconfigured and enhanced greenway connecting the College Park-UMD Metro Station to the Anacostia Tributary Trail System.

Proper design of these open spaces is critical to their function. Usability, sustainability, and accessibility should be considered. Landscape plantings, walls, grade changes, and similar enhancements should be used to buffer open spaces from the street traffic for safety and enjoyment of the spaces. Shaded seating areas should be incorporated. Accessibility for those with limited mobility should be considered in the design and material selections. Plant materials should be selected from native species.



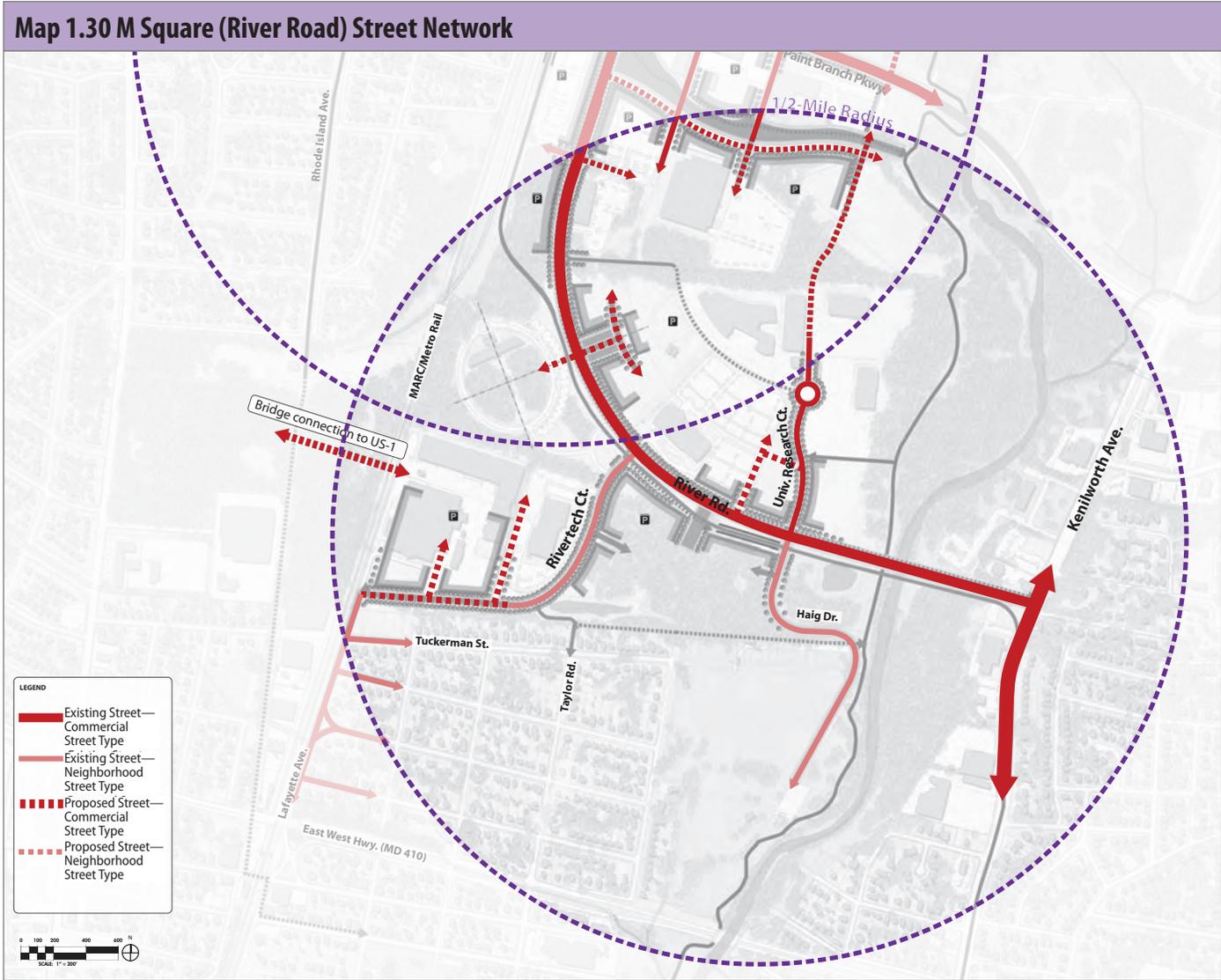
# Street Network

For the M Square (River Road) station area, River Road is the primary commercial street; the majority of other streets within the M Square Research Park boundary are the secondary commercial streets. Components of a successful commercial street in this study area include wide sidewalks to accommodate pedestrian movement and ground-level commercial activity, such as outdoor dining; curb-to-building widths ranging between 15–24 feet with a minimum 6-foot clear pedestrian passage; building front setbacks between 0–10 feet; tree pits or rainwater planters lining the street edge to provide shade; and a buffer between the pedestrian zone and vehicular travel lanes.

Neighborhood streets throughout the study area are characterized by narrower curb-to-building widths, generally 13 feet wide from curb to building with a 5-foot minimum sidewalk; building setbacks of 5–20 feet, allowing front yards for residential properties; and planting strips to provide a continuous buffer between the pedestrian zone and the travel lanes.



View of proposed sidepath along River Road at University Research Ct.



## Street Sections

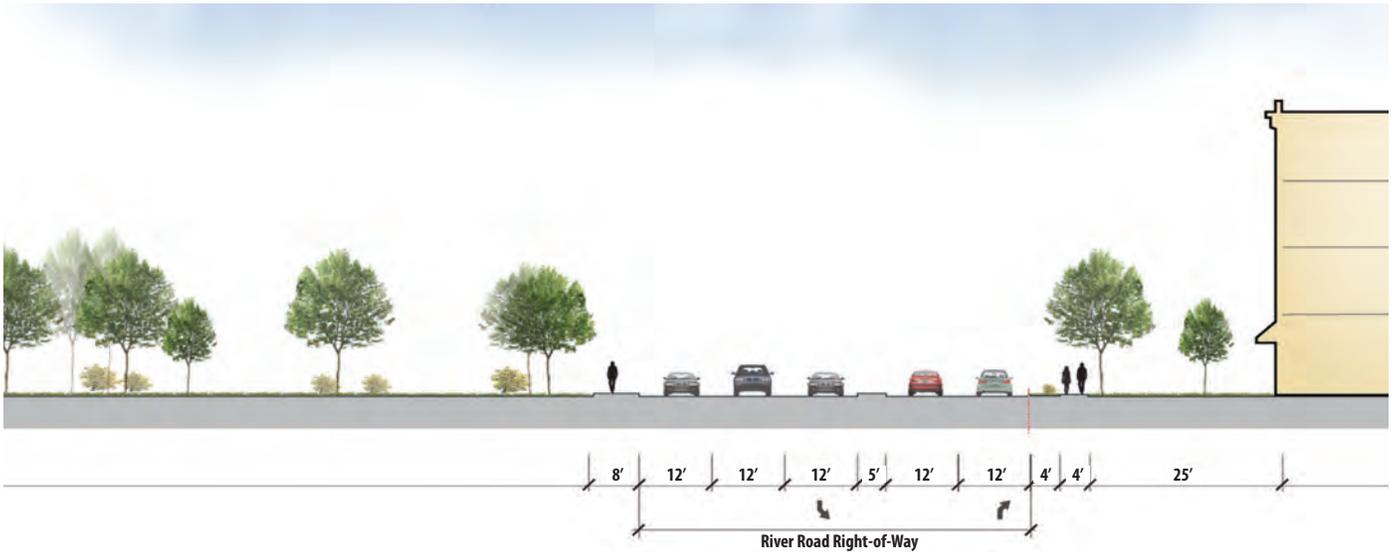


Fig. 1.5: M Square—River Road Existing Street Section Looking West

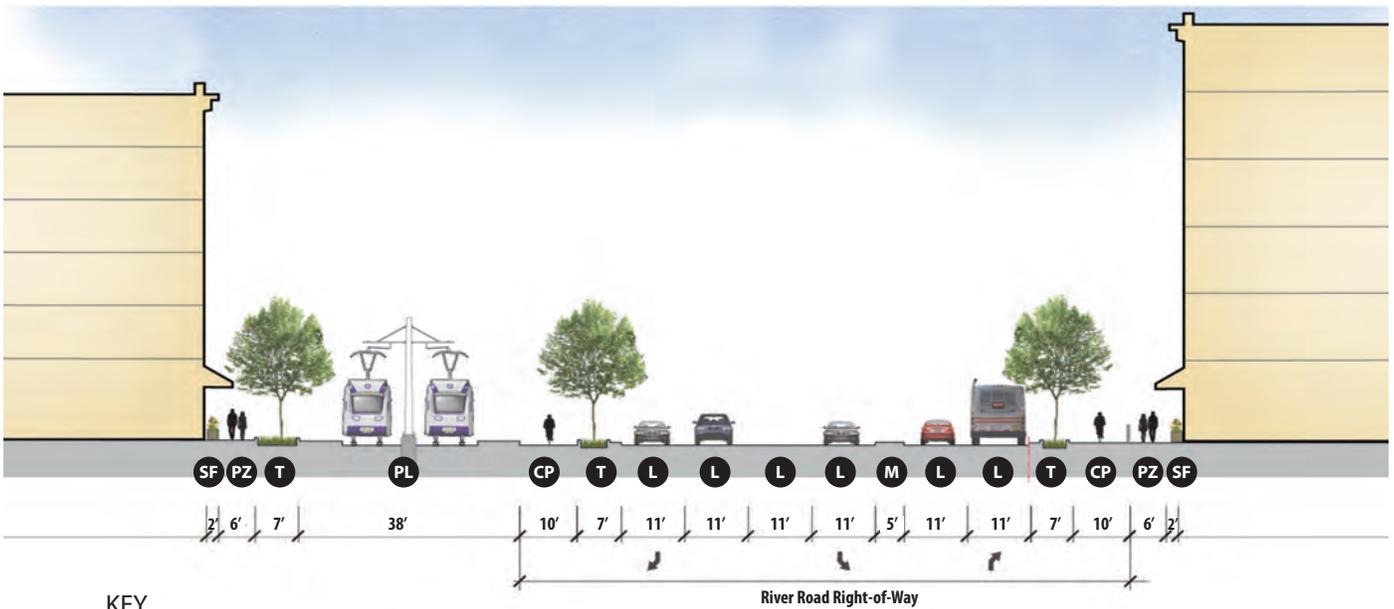


Fig. 1.6: M Square—River Road Proposed Street Section Looking West

KEY

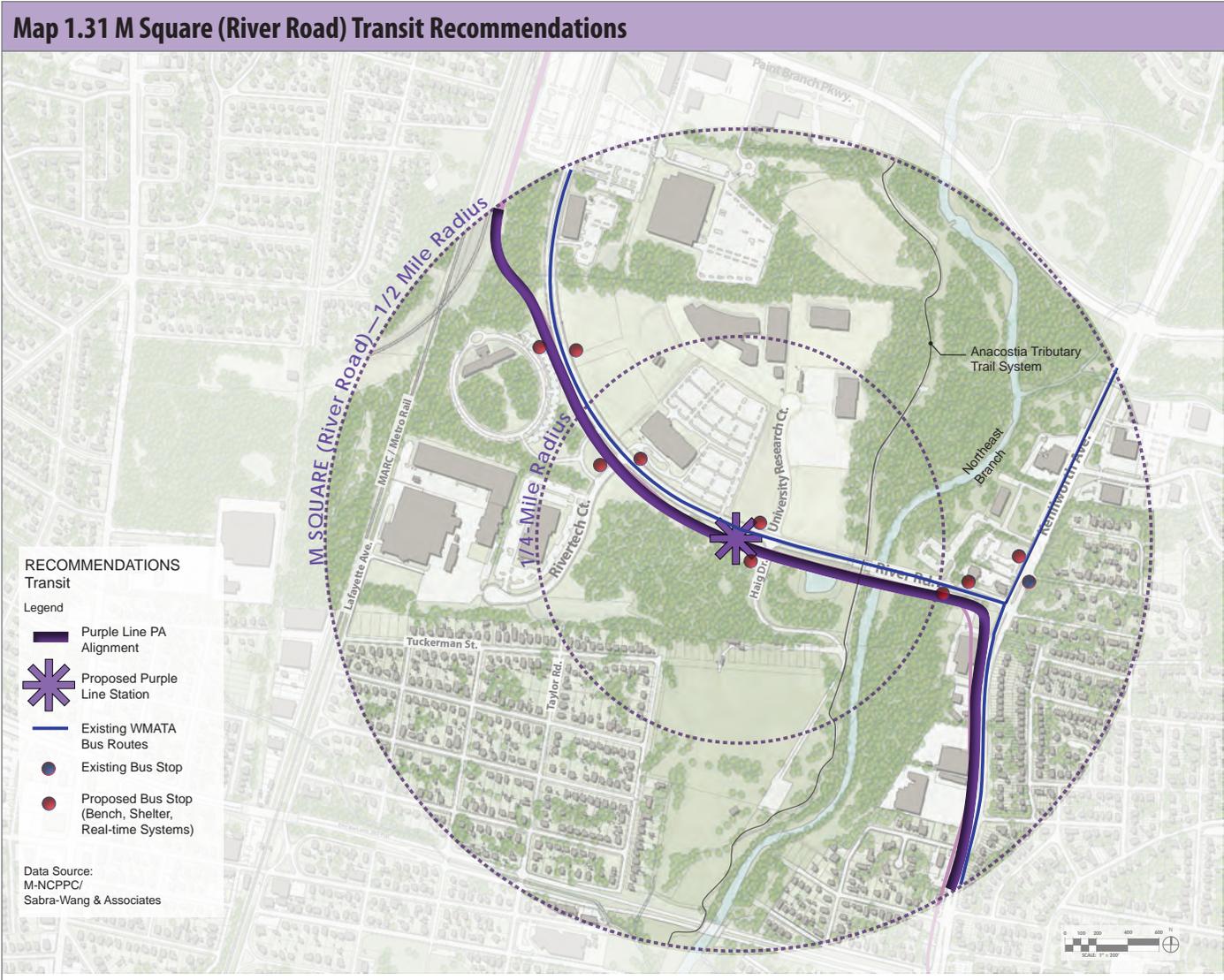
- L** 11' Travel Lane
- PL** Purple Line
- CP** 10' min. Cycle Path Zone
- T** 7' Planting Zone
- PZ** 6-15' Pedestrian Zone
- SF** 2' Storefront Zone

Notes: Final dimensions and configuration to be coordinated with MTA, SHA, and DPW&T.

# Transit Recommendations

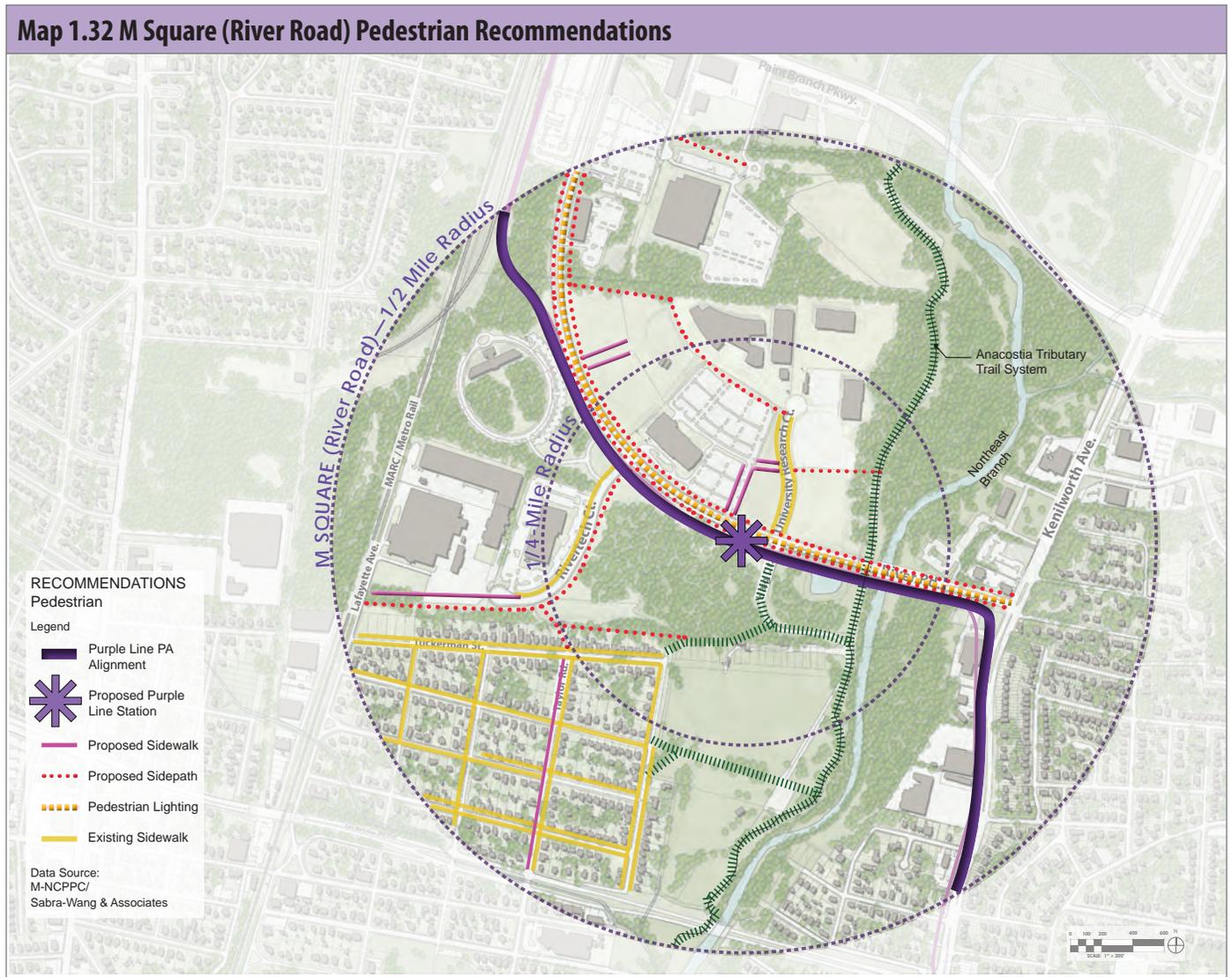
The key transit improvements recommended for the M Square (River Road) station area are the placement and improvement of bus stops along River Road and MD 201 (Kenilworth Avenue). The bus stop locations are on River Road at MD 201 (Kenilworth Avenue), University Research Court, Rivertech Court, and on MD 201 (Kenilworth Avenue) at Tennyson Street, as illustrated in Map 1.31. Bus stop improvements include the addition of shelters, lighting, and benches as well as real-time transit information displays. Existing bus stops and bus routes also shown in the vicinity of the proposed station may be consolidated to the proposed locations so as to ensure pedestrian access to transit is accessible (ADA compliant) and occurs in the most feasible and desirable location available for both operational needs and comfort.

Note: Bus stop locations need to be further studied and coordinated with DPW&T.



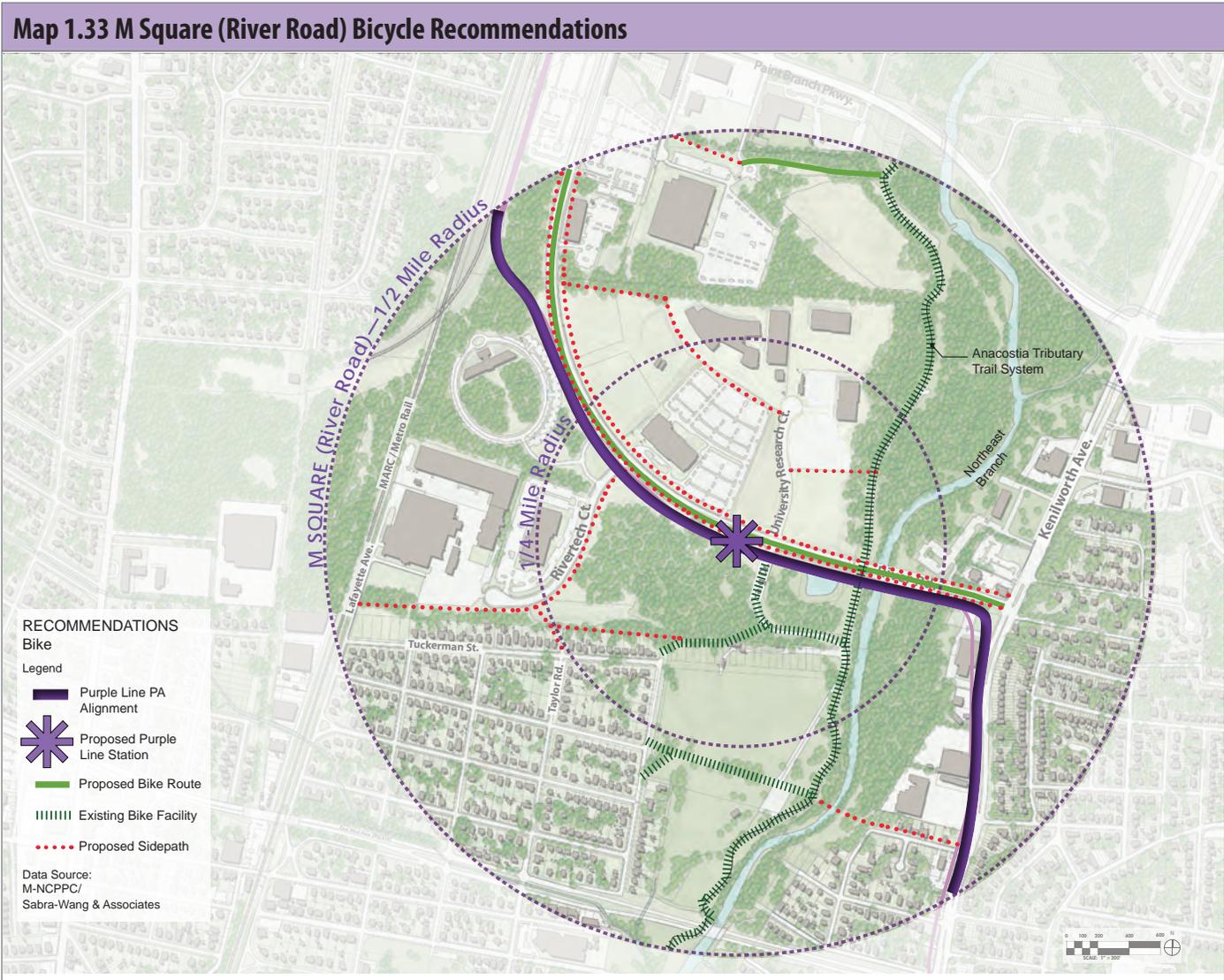
## Pedestrian Recommendations

The recommended pedestrian improvements are illustrated in Map 1.32 below for the M Square (River Road) station area. To complete a continuous network for pedestrians to access the proposed station by foot in the ¼ to a ½-mile radius, the recommendations include new sidewalks along Taylor Road and the north side of Rivertech Road Extended. Along River Road, sidepaths are recommended for both sides of the roadway along with pedestrian lighting. Sidepaths are also recommended for the south side of Rivertech Road Extended to connect to Lafayette Avenue. Sidepaths are recommended to connect the Anacostia Tributary Trail System at Haig Drive to Rivertech Court and University Research Court to northwest towards River Road. Sidepaths are included to offer the highest quality of comfort and convenience to both pedestrians and bicyclists.



# Bicycle Recommendations

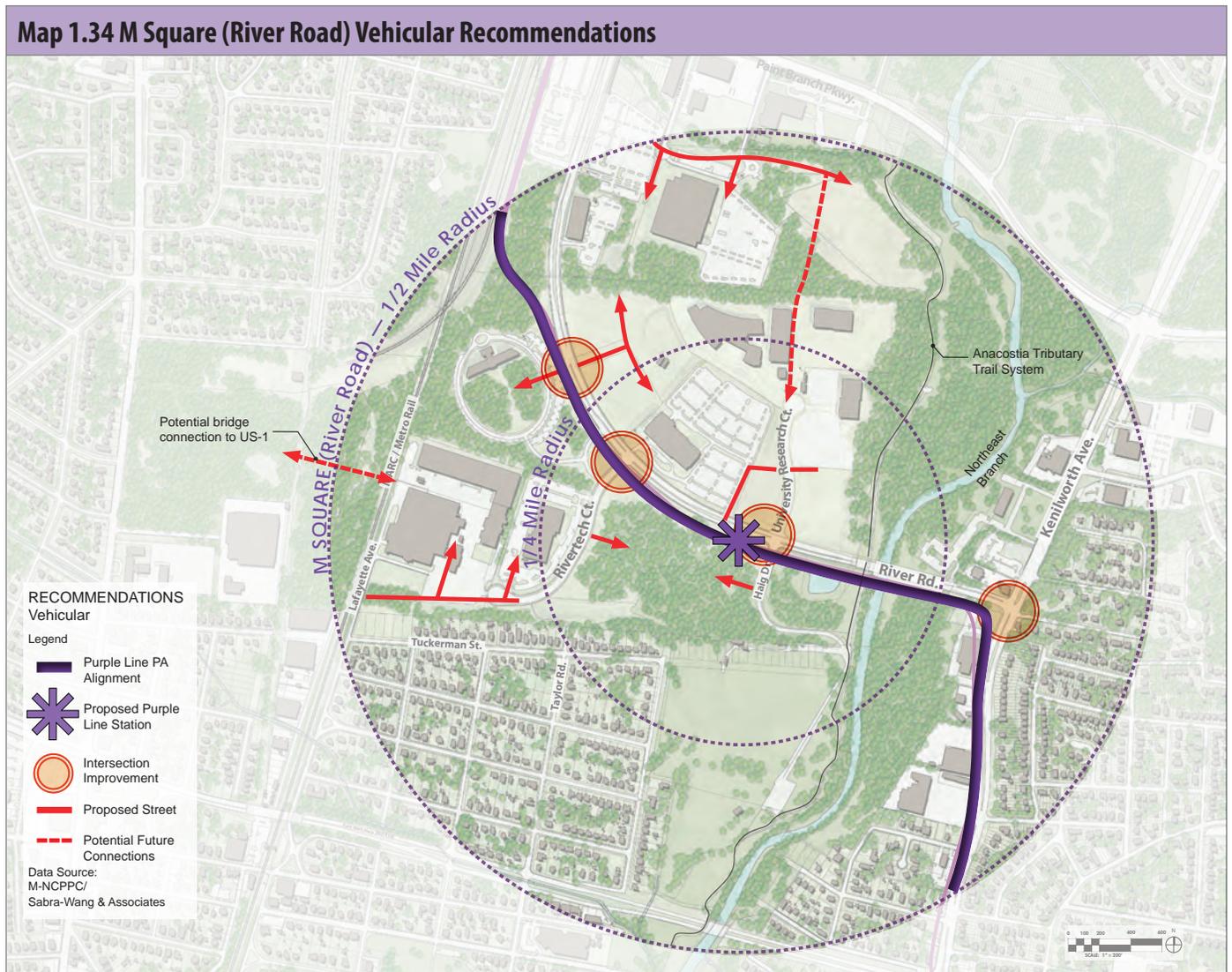
Bicyclists can choose many streets to access the station; however, the recommended bicycle improvements selected for the M Square (River Road) station area include a combination of bike routes and bike sharing as illustrated in Map 1.31. A sidepath for shared-use by cyclists and pedestrians is proposed along River Road through the station area. Bicycle connections through the University Research Court area and between the Anacostia Tributary Trails System and 52nd Avenue (south of Paint Branch Avenue) are recommended via sidepaths as well. Bike parking and bike sharing are recommended at the proposed Purple Line Station. This combination provides bicyclists safe and direct access along the most desired paths from the adjacent neighborhood, trail system, campus, and employment centers to access the station.



## Vehicular Recommendations

Intersection improvements for the M Square (River Road) station area are illustrated in Map 1.34 below. Improvements are recommended for River Road at University Research Court and at Rivertech Court as well as at any proposed streets. A new east-west street is recommended along the greenway to improve grid connections with extensions running south of 51st, 52nd Avenues, and University Research Court. A northern extension of University Research Court, connecting from the new east-west street to Paint Branch Parkway, would provide better connectivity but is not planned at this time due to Linson Pool-Wells Ice Rink expansion plans (this may be further evaluated during the College Park-Riverdale TDDP-TDOZ update). Additionally, a street extension is proposed to connect development on Rivertech Court to Lafayette Avenue to the west. The access road to the American Association of Physics Teachers site is proposed to be realigned opposite the entrance to lots 15–17 of the M Square Research Park when future development occurs.

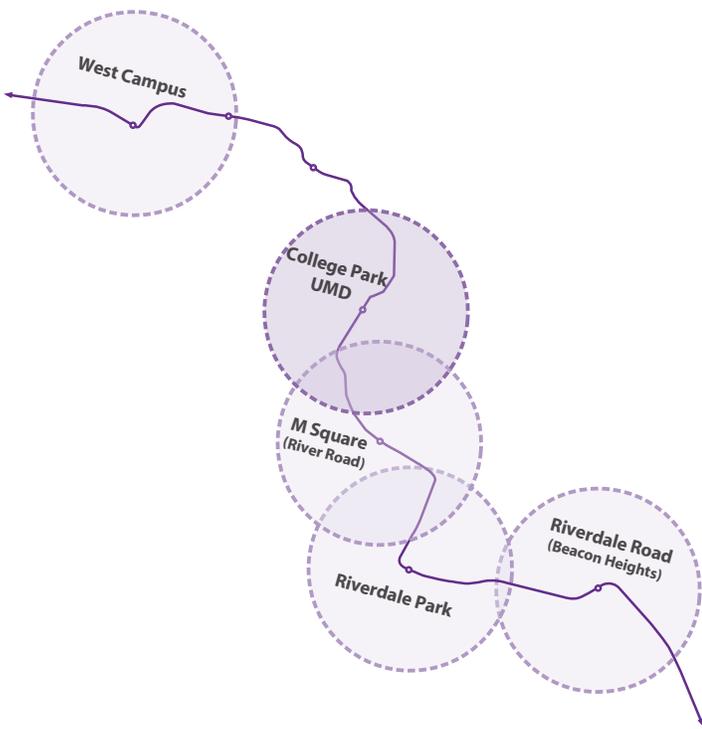
New street connections also aim to minimize vehicular congestion and maintain good vehicular access in and out of the adjacent employment centers. The intersection improvements will better accommodate pedestrians through crosswalks, ramps, and possibly signals. Additional intersection improvements include access modifications to locations where crossing roadways intersect with the Purple Line alignment. Car sharing is recommended in the vicinity of the station. The intersection of River Road and Haig Drive will be modified prior to the station opening. The intersection's proposed configuration, a roundabout, will return to a traditional intersection, aligning with the roadway network surrounding the station. These improvements create a true street grid that efficiently distributes traffic flow and allows for more convenient access to planned land uses.



## **Parking Recommendations**

A Kiss & Ride area is recommended to allow loading and unloading of passengers in the station vicinity. Additionally, a parking management plan is recommended for neighborhood residents as well as office workers. For recommended TOD parking ratios, see Section 4.2 Zoning Template on page 260.





## 1.5

## College Park-UMD

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## Overview

The TOD study area centered on the proposed College Park-UMD Purple Line station extends outward a half-mile from the station stop, as shown on Map 1.36 on page 217. A half-mile represents an average 10-minute walk. The inner circle represents a quarter-mile radius or an average 5-minute walk.

The proposed Purple Line College Park-UMD station location is set back from River Road located just south of the existing MARC/Metro station on the east side of the WMATA rail lines. Gateway roads to the University of Maryland, such as Paint Branch Parkway, travel through the study area as do existing public transportation routes, including Metro's Green Line Station, MARC's Camden line, and numerous bus routes, including WMATA, University of Maryland Shuttle-UM, and CMRT bus routes. Commuters arrive at the MARC/Metro station from the east and west side of the rail lines, utilizing pedestrian tunnels under the tracks, surface parking, structured parking, Kiss & Ride drop-off zones, bus drop-off zones, and bike storage areas.

The College Park-UMD half-mile station area falls within the College Park and Riverdale municipality boundaries. The study area is divided into two distinctly different development patterns to the west and east of the rail line. To the west lay the Old Town College Park Historic District and the Calvert Hills Historic District. These two districts within the City of College Park are mixed-use, predominantly residential with commercial and institutional properties concentrated closer to MD 1 (Baltimore Avenue) and Paint Branch Parkway. Within the study area, approximately 620 households are located, of which about half are single-family units. Due to the proximity to the University of Maryland, many of the single-family houses are rented to students. Small blocks and a girded network of streets compose the neighborhoods to the west.

To the east of the MARC/Metro rail line, the small block and street pattern gives way to an office/industrial park environment. No vertical mixed-use currently exists within this area. Surrounding offices within the M Square Research Park that include federal tenants requiring secure facilities include FDA, NOAA, and the Center for Advanced Language Studies. Existing development at M Square is based on a suburban office park model and is not currently transit oriented or pedestrian-friendly. However, the University of Maryland has expressed interest in helping M-NCPPC to put development standards in place to promote future TOD at this station site. Located north of Paint Branch Parkway are small-scale industrial buildings, a tennis facility, and the College Park Airport. An ice rink and parkland are located to the east. The majority of properties are within APA-6 and are subject to certain height and notification requirements. Within APA-6, structures taller than 50 feet may not be approved unless the structure demonstrates compliance with FAR Part 77. Publicly owned land predominates; more than ninety percent of the land area is owned by the State of Maryland, M-NCPPC, WMATA, or the federal government.

Closer to the University of Maryland, the dynamics of the housing units shift as the student population impacts the housing supply. In the half-mile radius around the College Park-UMD Metro Station, 37 percent of all units are multifamily in buildings with five or more units. As would be expected, one

in four households in the station area are one-person households. This area's student population impacts household formation. Household size averages only 2.2 persons. In comparison, Prince George's County and Suburban Maryland have average household sizes of 2.78 and 2.73 persons, respectively.

## Planning Objectives

As previously listed in Section 1.1 Overview, general planning objectives were established to help achieve the overall goal of lively, walkable, and attractive transit-oriented communities for all five station areas. Based on College Park-UMD station area's unique existing conditions and opportunities, a more definitive list of planning objectives was established. For College Park-UMD, the planning objectives include:

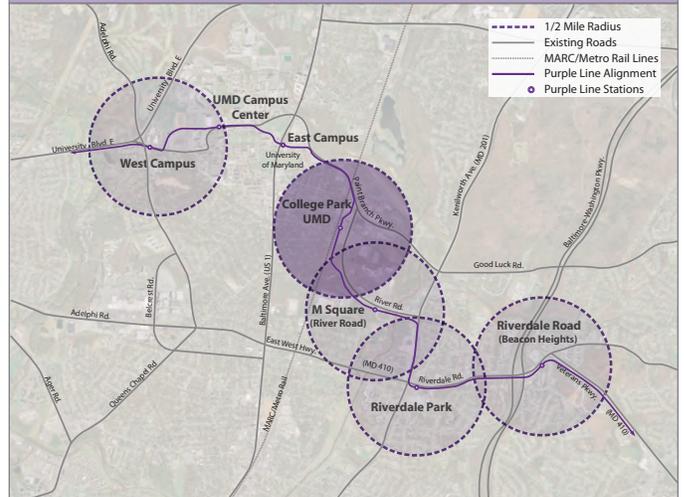
- Establish additional street connections through large development areas, including M Square Research Park and the industrial area north of Paint Branch Parkway, providing alternative vehicular and pedestrian routes and relieving congestion on larger thoroughfares as future development is built; currently Paint Branch Parkway provides the only connection through the study area connecting Kenilworth Avenue and Baltimore Avenue.
- Link the station character with the area's aviation history; currently the study area is defined by light industrial and suburban office buildings, with little recognition of the historic College Park Airport, the world's oldest continuously-operated airport.
- Strengthen trail connections from the proposed Purple Line station area and current office development to the Anacostia Tributary Trail System throughout the study area, including revitalizing the existing natural area south of the FDA building as currently only limited connections to the trail system exist.
- Provide a signature plaza at the intersection of Paint Branch Parkway and River Road as a gateway for the study area to reinforce a sense of place and arrival, while providing an anchor for surrounding redevelopment; currently the study area lacks a central area defining it as a neighborhood.
- While single-use, secure office buildings will continue to infill the M Square Research Park, target the 1/8-mile core area around the College Park-UMD Metro Station for new mixed-use development including residential and retail.

## Market Conclusions Summary

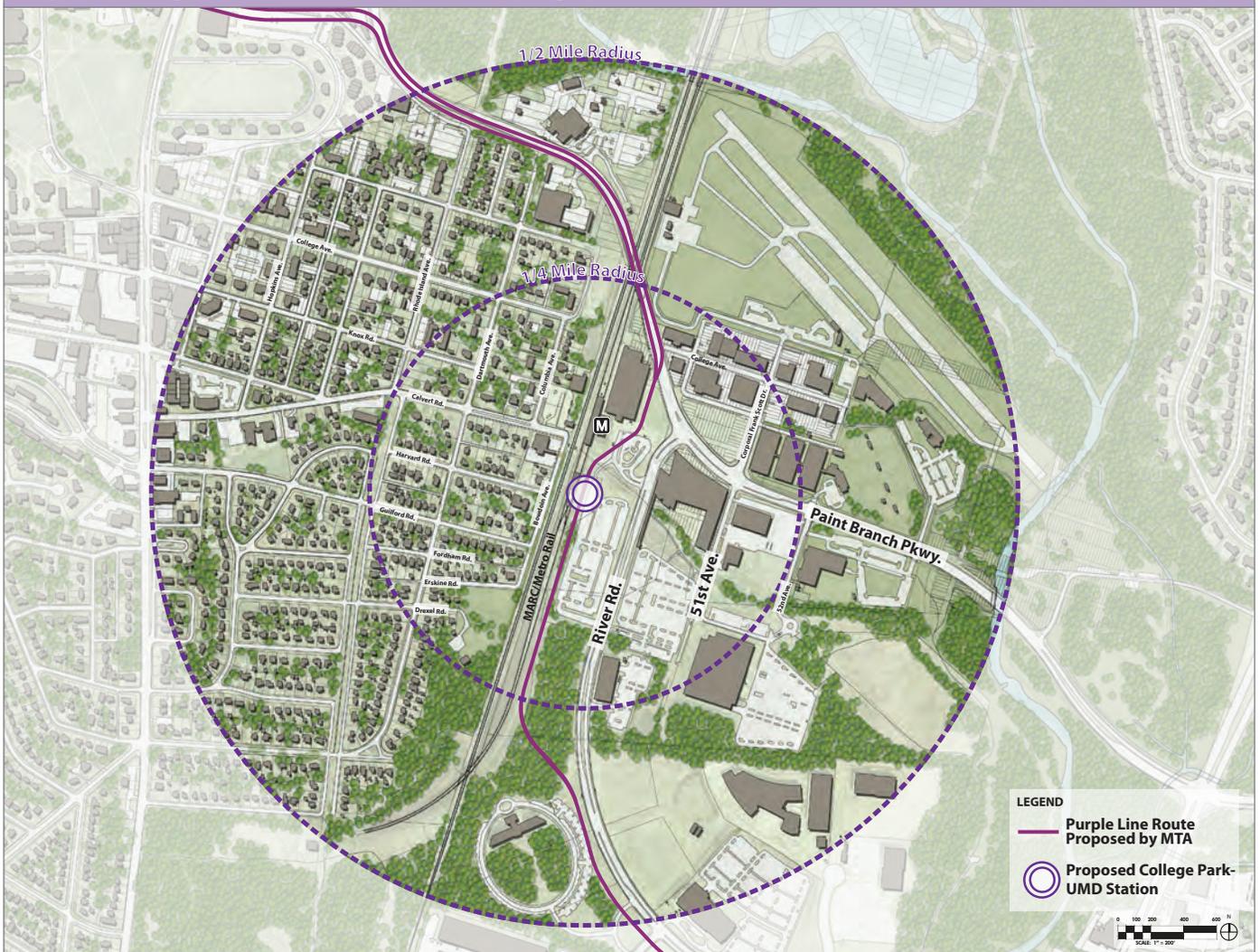
The College Park-UMD station area combines stable residential neighborhoods, industrial, and commercial uses along an existing rail line. The nearby University of Maryland campus and spin-off development make a dynamic land-use mix. New development will occur in the College Park-UMD area based on current market demand with the key limitation being availability of land and/or opportunity to expand a current office product. In addition

to the approved M Square Lots 15–17 office buildings and other M Square development projects, current estimates suggest approximately 40,000 to 46,000 square feet of office and a few new retail offerings prior to the opening of the Purple Line. In addition, the market would support more than 1,200 new housing units prior to the opening of the Purple Line with approximately 90 percent as rental to meet the college student demand. The proposed Purple Line and the planned WMATA development will increase additional demand, resulting in steady office growth of another 40,000 square feet through 2025 and, importantly, an increase in residential development. Projections assume the ability to offer more dense residential products for a total of approximately 1,700 new rental apartment and 80 condominium residential units.

Map 1.35 Key Map



Map 1.36 College Park-UMD Station Area—Existing Conditions



## Community Input Summary

The community workshops for each of the five stations allowed stakeholders to discuss how their communities and businesses could build on the opportunities created by the proposed light-rail system. In small groups, the stakeholders crafted a shared vision for each station and identified desirable uses and amenities, streetscape enhancements, access improvements, and preferred station character. Below is a summary of input received by topic for the College Park-UMD station area:

### Use Type and Architectural Character

Stakeholders preferred mixed-use development, including retail, restaurants, and residential, located near the transit stations.

### Amenities and Open Spaces

Stakeholders noted the need for more usable open spaces with seating, picnic tables, lighting, and trash cans.

### Streetscape Character

Stakeholders noted the need for pedestrian amenities such as shade trees along streets and continuous sidewalks along Kenilworth Avenue.

### Mobility Choices Connectivity and Access

Stakeholders noted the need for bike paths along River Road and additional connections to the trail systems. Additionally, they desired strong connections to surrounding neighborhoods, including the proposed Cafritz development. Stakeholders preferred multimodal access with bus stops near the rail stops and coordinated service.

### Station Character/Identity

Stakeholders noted the need for directional signage at the station and the desire to identify areas that are unique and historical. Stakeholders identified lighting and safety as important concerns. They also noted the importance of establishing a unique identity for the station, highlighting technology and research and including a tower or gateway element to signify arrival.



## TOD Recommendations

The TOD Recommendations for the College Park-UMD station area focused on properties (excluding the existing residential single-family lots and parkland) within a half-mile of the proposed station. Properties for redevelopment were selected based on proximity to the proposed station, ownership, size, and the condition of the building. For these properties, the recommendations address land use, phasing, open space, street network, streetscape, and transportation. Transportation recommendations are separated into five components, including transit, pedestrian, bicycle, vehicular, and parking.

The redevelopment strategy is divided into two phases, short-term (before Purple Line completion) and long-term (after Purple Line completion).

Below, the College Park-UMD station area is envisioned as a dense mixed-use transit hub with a large greenway and network of complete streets that accommodate pedestrians, cyclists, and motorists, transformed from its existing auto-oriented and suburban office park condition. The perspective below illustrates some of the primary planning objectives for this study area, including the use of open space to establish connections and mixed-use buildings fronting along the street and focused near the station. In the foreground of the perspective, the proposed WMATA mixed-use buildings can be seen between River Road and the expanded transit hub that includes

a new bus turn-around, the existing MARC/Metro station, and the proposed Purple Line Station. Additionally, new infill mixed-use development is shown between Paint Branch Parkway and the College Park Airport.



Perspective of proposed Greenway and redevelopment near the College Park-UMD transit hub

## TOD Concept

The TOD concept diagram for the half-mile study area focuses on block configurations, building frontages, open space locations, trail connections, street networks, and important gateways and views.

For the College Park-UMD station study area, the primary planning recommendations are:

- New four- to eight-story mixed-use development.
- Limited ground-floor retail along Paint Branch Parkway, River Road, and River Road Extended north of Paint Branch Parkway.
- Mixed-use development with a primary focus on office uses with residential development largely concentrated north of Paint Branch Parkway along 51st Avenue and near the existing MARC/Metro station and proposed Purple Line Station as part of WMATA’s proposed mixed-use development.
- A restored greenway extending from River Road to the Anacostia Tributary Trail System.
- Intersection improvements along River Road at the College Park-UMD Metro Station entrance and along Paint Branch Parkway at 52nd Avenue as well as the proposed extension of College Avenue improve accessibility and pedestrian safety.
- Paint Branch Parkway improved with the addition of a new multipurpose sidepath and pedestrian-scaled lighting.

The final route and station locations will be determined through MTA’s Purple Line engineering effort.

Map 1.37 College Park-UMD TOD Concept

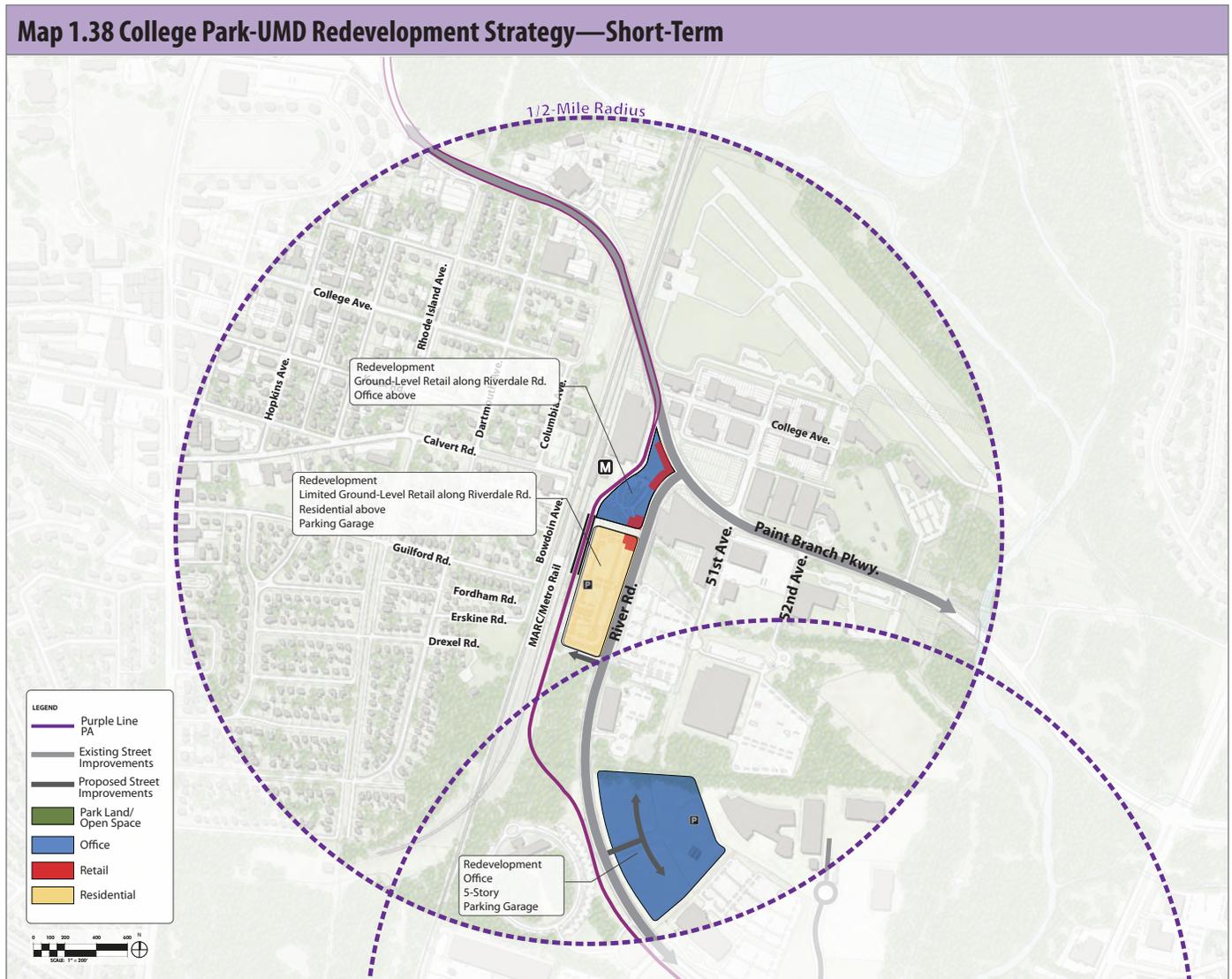




## Redevelopment Strategy—Short Term

The short-term strategy governs development for the time period between the completion of this study and the completion of the Purple Line, when the rail line begins service.

Within the short-term period for the College Park-UMD station area, there is currently a redevelopment plan for the WMATA site between the MARC/Metro rail line and River Road that includes two 6-story office buildings with ground-level retail and a 5-story residential multifamily building wrapping structured parking. Infrastructure improvements to existing streets prior to the opening of the Purple Line are critical in the short term to ensure that pedestrian and bicycle connectivity is improved and vehicular access maintained. For example, the improvements of River Road and Paint Branch Parkway should coincide with the construction of the Purple Line route and station and be complete when rail service begins. The road reconstruction will include intersection improvements as well as improved pedestrian and bicycle connections.



## Redevelopment Strategy—Long Term

The long-term strategy governs development for the time period after the completion of the Purple Line once rail service begins.

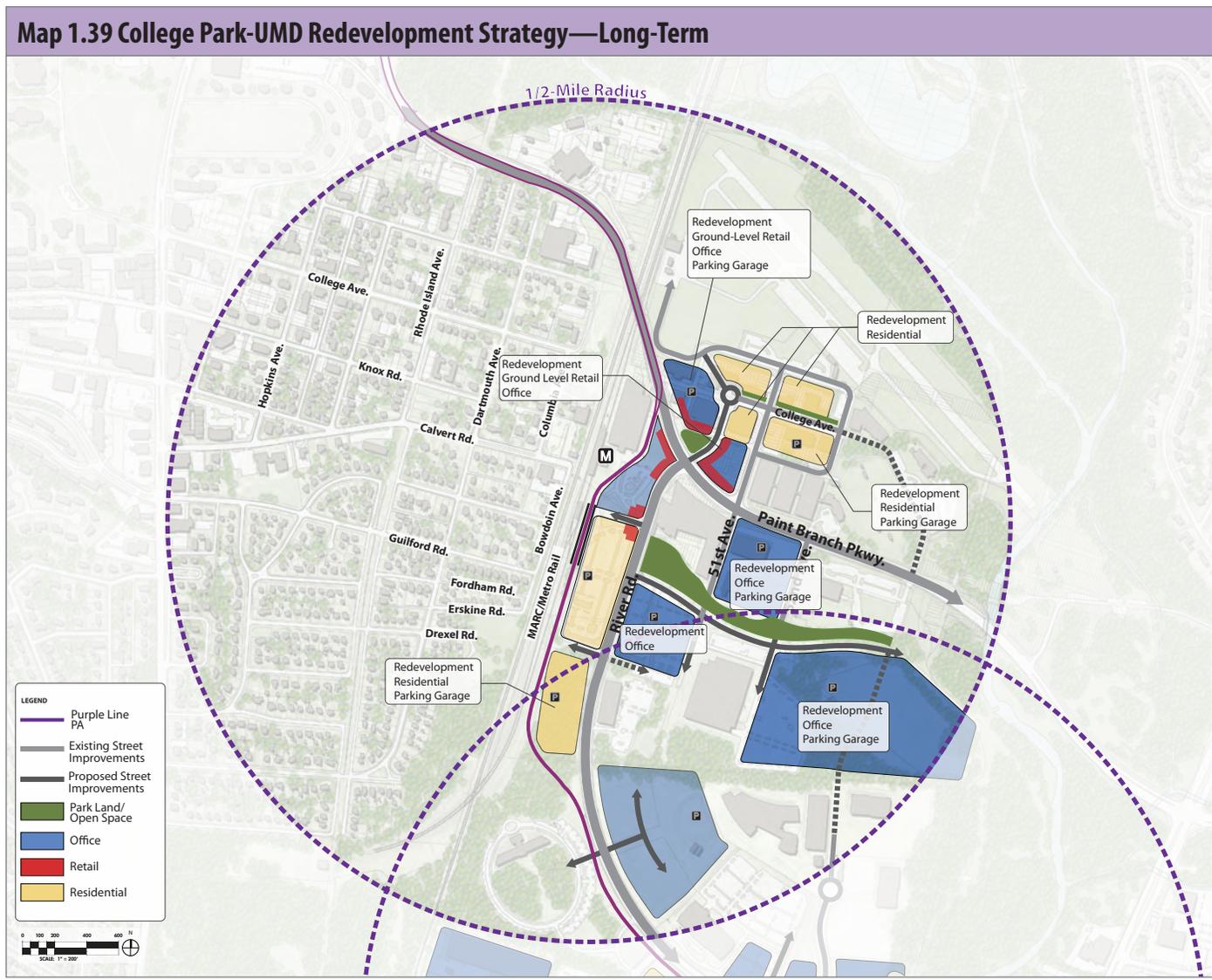
Within the long-term period for the College Park-UMD station area, the major parcels along River Road, Paint Branch Parkway, College Avenue, and within M Square Research Park are envisioned to be redeveloped as a mix of office and residential development with limited amounts of ground-level retail.

The majority of office is planned within the M Square Research Park and includes general office as well as research facilities. Additional office is planned directly north of Paint Branch Parkway at the intersection of River Road Extended. Residential development, primarily in multifamily apartment buildings, is planned between River Road and the Purple Line rail line as well as north of Paint Branch Park along College Avenue.

Locating new residential development along with retail and restaurants adjacent to the station, where none exist currently, will help transform the station area into a vibrant transit hub and destination. The majority of the

planned commercial and residential will require structured parking within the individual development parcels.

To note, the new multifamily, mixed-use development parcel between River Road and the Purple Line rail line could potentially happen within the short-term strategy if WMATA and the selected developer for the joint development site move the project forward in the next few years.



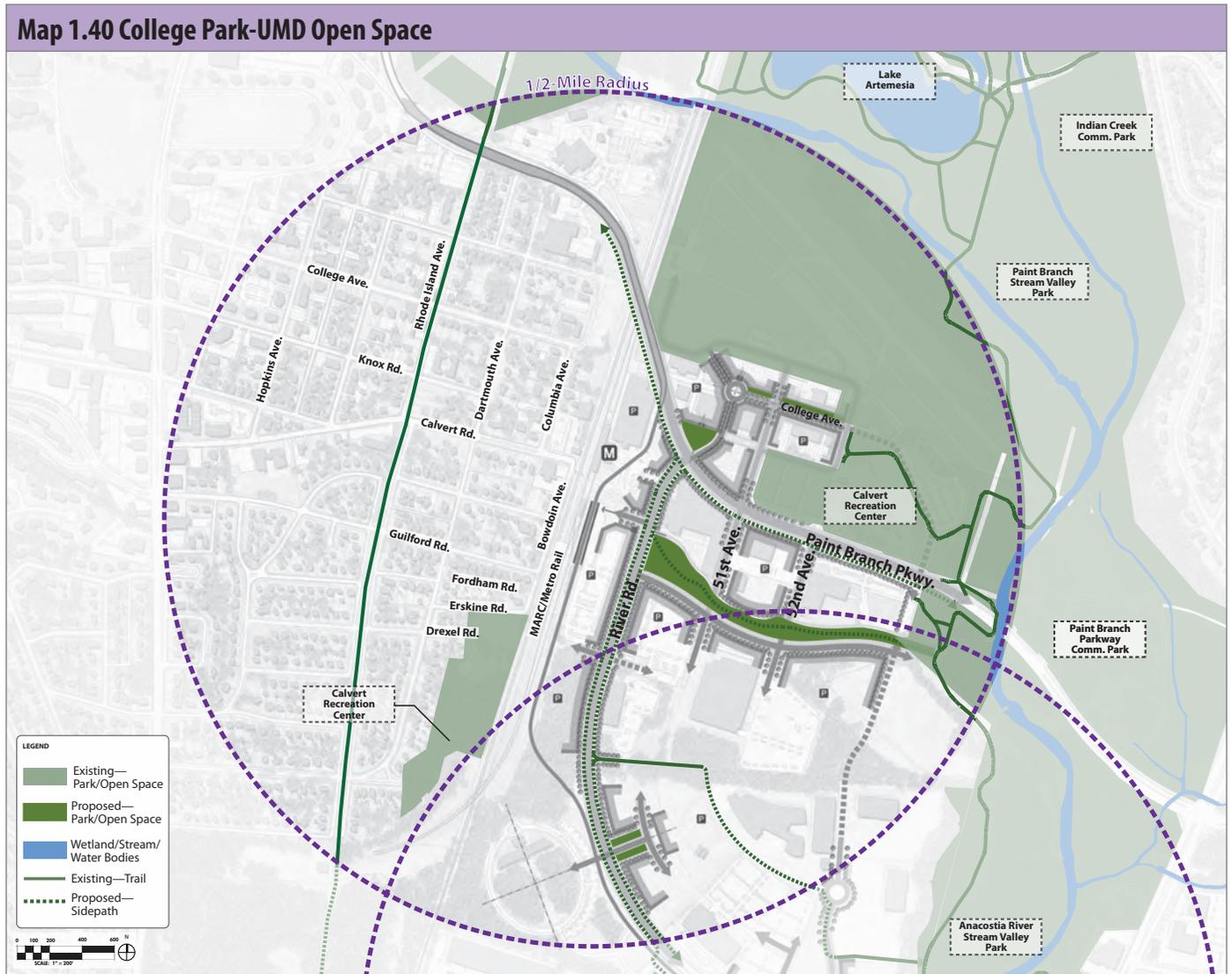
## Open Space

For the College Park-UMD station area, a restored greenway is proposed south of Paint Branch Parkway, stretching from River Road and the proposed Purple Line Station to the Anacostia Tributary Trail System. The greenway design should integrate seating and eating areas for employees as well as a sidepath, providing access to the trail system to the east. A gateway plaza at the intersection of River Road Extended and Paint Branch Parkway, is recommended to be adjacent to mixed-use buildings with ground-level retail and should integrate public art, celebrating the unique character of the area including its aviation history. Additionally, a small linear green is proposed for the north side of College Avenue, connecting the traffic circle at the end of River Road Extended to the College Park Aviation Museum and park trails.

Proper design of these open spaces is critical to their function. Usability, sustainability, and accessibility should be considered. Landscape plantings, walls, grade changes, and similar enhancements should be used to buffer open spaces from the street traffic for safety and enjoyment of the spaces. Shaded seating areas should be incorporated. Accessibility for those with limited mobility should be considered in the design and material selections. Plant materials should be selected from native species.



View of Greenway and Transit Plaza along River Road



## Street Network

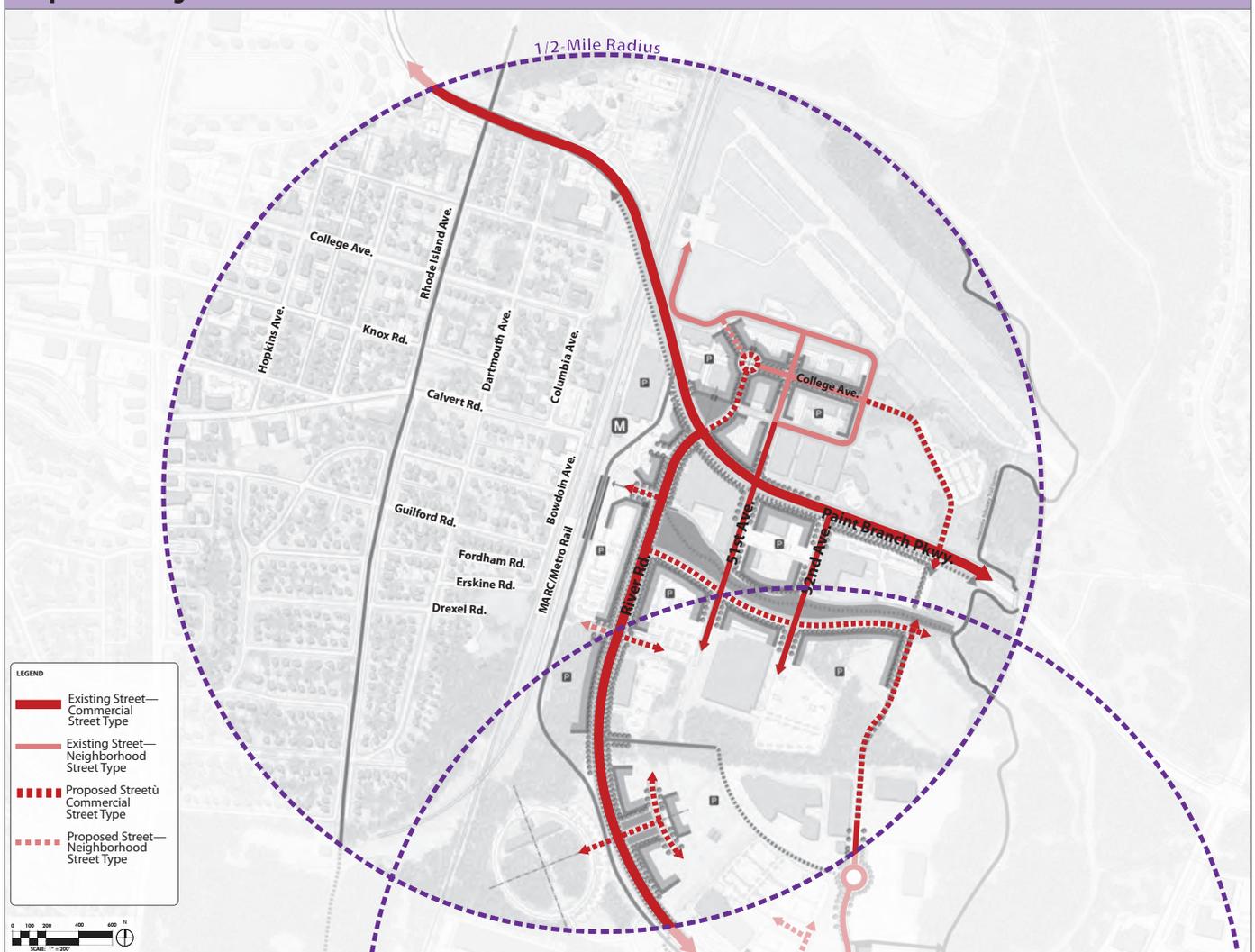
For the College Park-UMD station area, River Road and Paint Branch Parkway are the primary commercial streets. The remaining majority of the other streets within the station area are the secondary commercial streets. Components of a successful commercial street in this study area include wide sidewalks to accommodate pedestrian movement and ground-level commercial activity such as outdoor dining; curb-to-building widths ranging between 15–24 feet with a minimum 6-foot clear pedestrian passage; building front setbacks between 0–10 feet; tree pits or rainwater planters lining the street edge to provide shade; and a buffer between the pedestrian zone and vehicular travel lanes.

Neighborhood streets located primarily north of Paint Branch Parkway are characterized by narrower curb-to-building widths, generally 13 feet wide from curb to building with a 5-foot minimum sidewalk; building setbacks of 5–20 feet, allowing front yards for residential properties; and planting strips to provide a continuous buffer between the pedestrian zone and the travel lanes.



View of proposed streetscape along River Road

### Map 1.41 College Park-UMD Street Network



## Street Sections

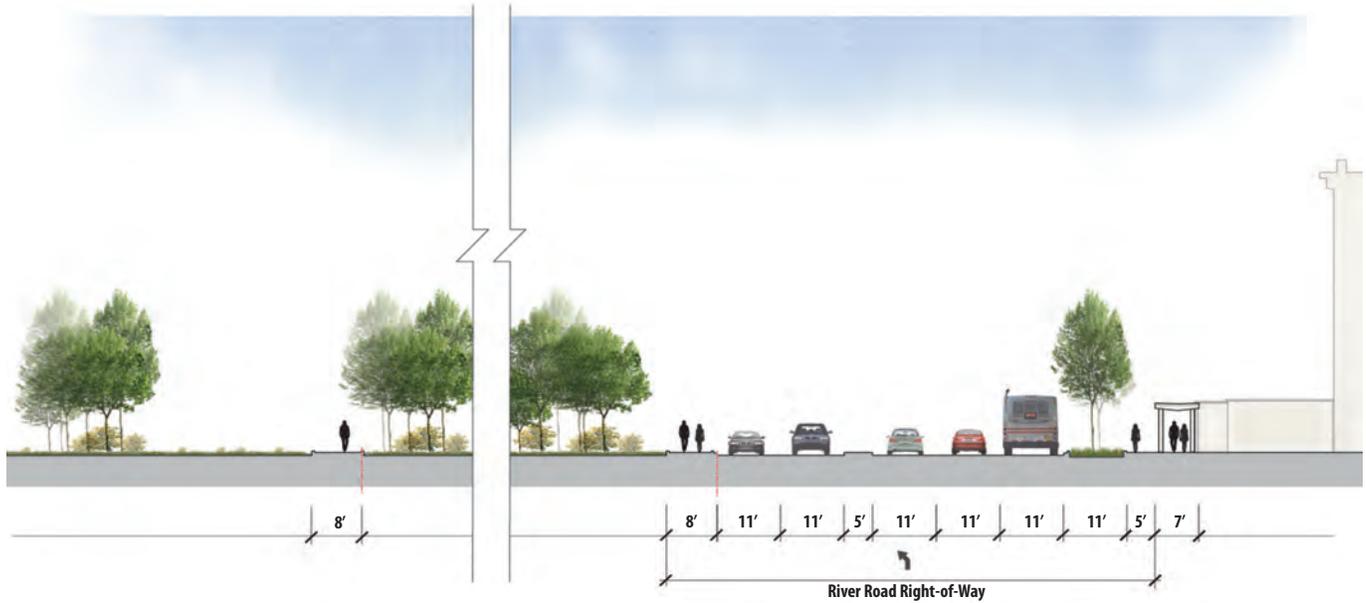


Fig. 1.7: College Park—River Road Existing Street Section Looking North

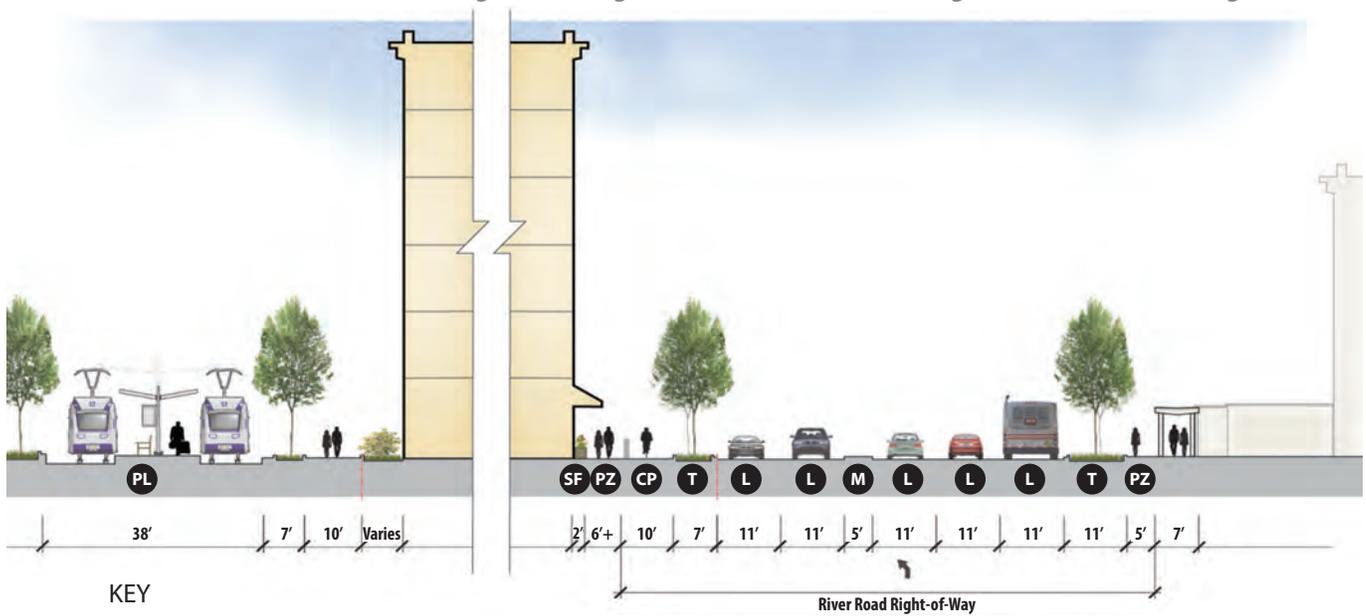


Fig. 1.8: College Park—River Road Proposed Street Section Looking North

KEY

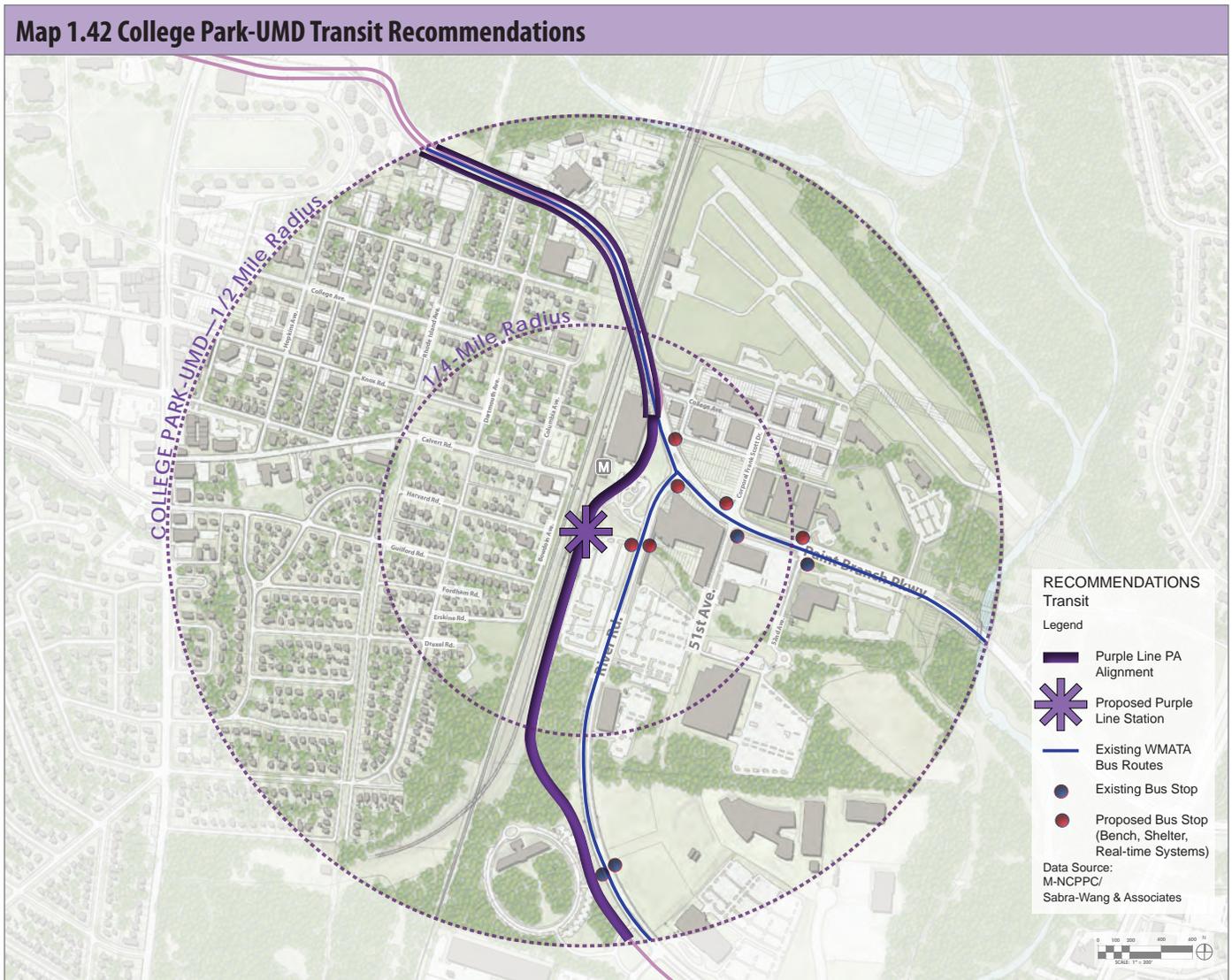
- L** 11' Travel Lane
- PL** Purple Line
- CP** 10' Cycle Path Zone
- T** 7' Planting Zone
- PZ** 6–15' Pedestrian Zone
- SF** 2' Storefront Zone

Notes: Final dimensions and configuration to be coordinated with MTA, SHA, and DPW&T.

## Transit Recommendations

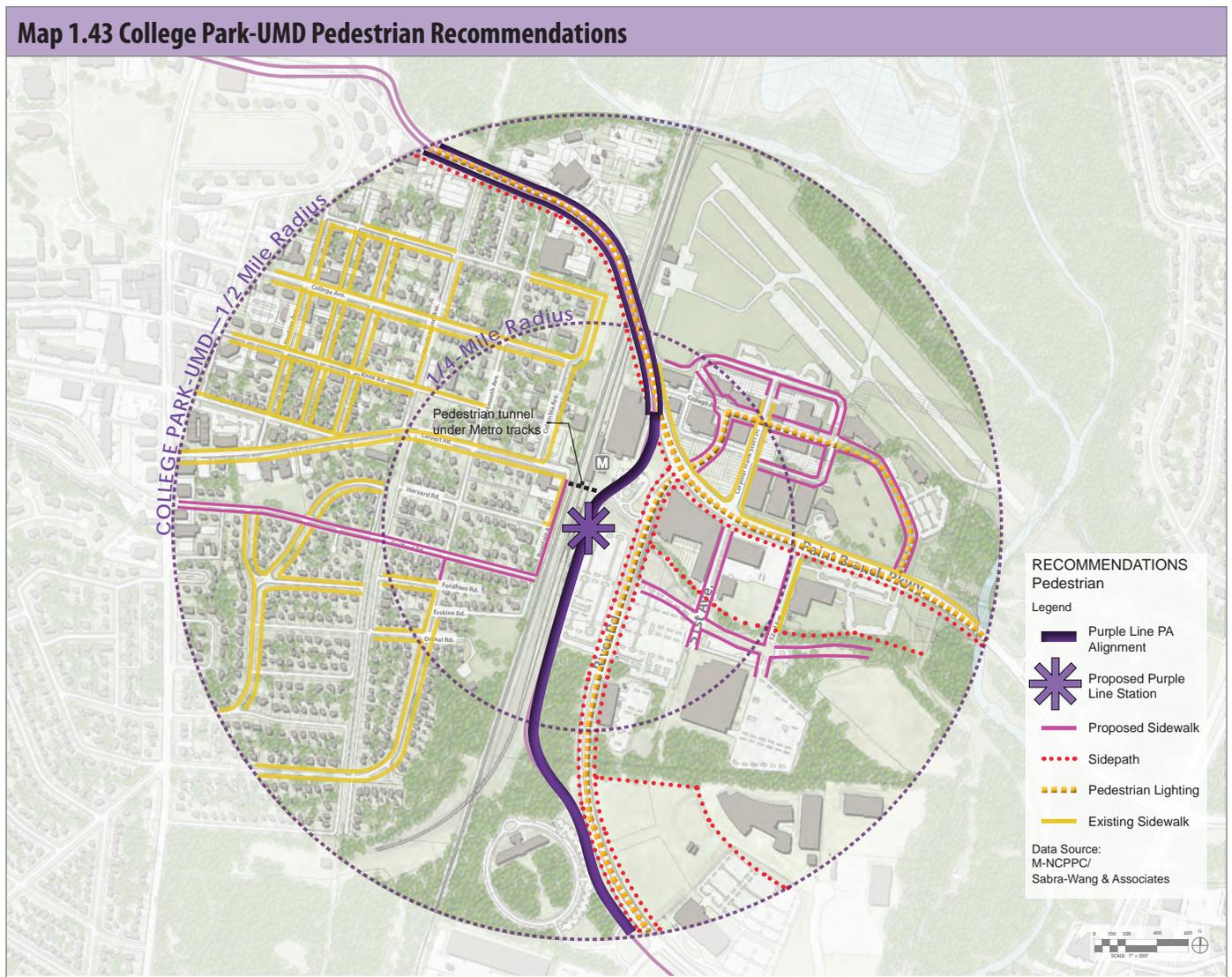
With the MARC Camden Line, Metro Green Line, and several bus routes including, WMATA (Metrobus), University of Maryland (Shuttle-UM), and Central Maryland Regional Transit (CMRT) bus service, the area is currently well served by transit and will be further connected with the introduction of the Purple Line. A new bus turnaround or transit center is currently proposed as part of the WMATA development project. This new transit center will help facilitate transfers between the rail lines and local buses. Rider amenities at the new hub should include shelter, seating, lighting, transit route digital displays, and shaded areas. Coordination between rail schedule and bus schedules is recommended to better serve the transit riders. Existing bus stops and bus routes also shown in the vicinity of the proposed station may be consolidated to the proposed locations so as to ensure pedestrian access to transit is accessible (ADA compliant) and occurs in the most feasible and desirable location available for both operational needs and comfort.

Note: Bus stop locations need to be further studied and coordinated with DPW&T.



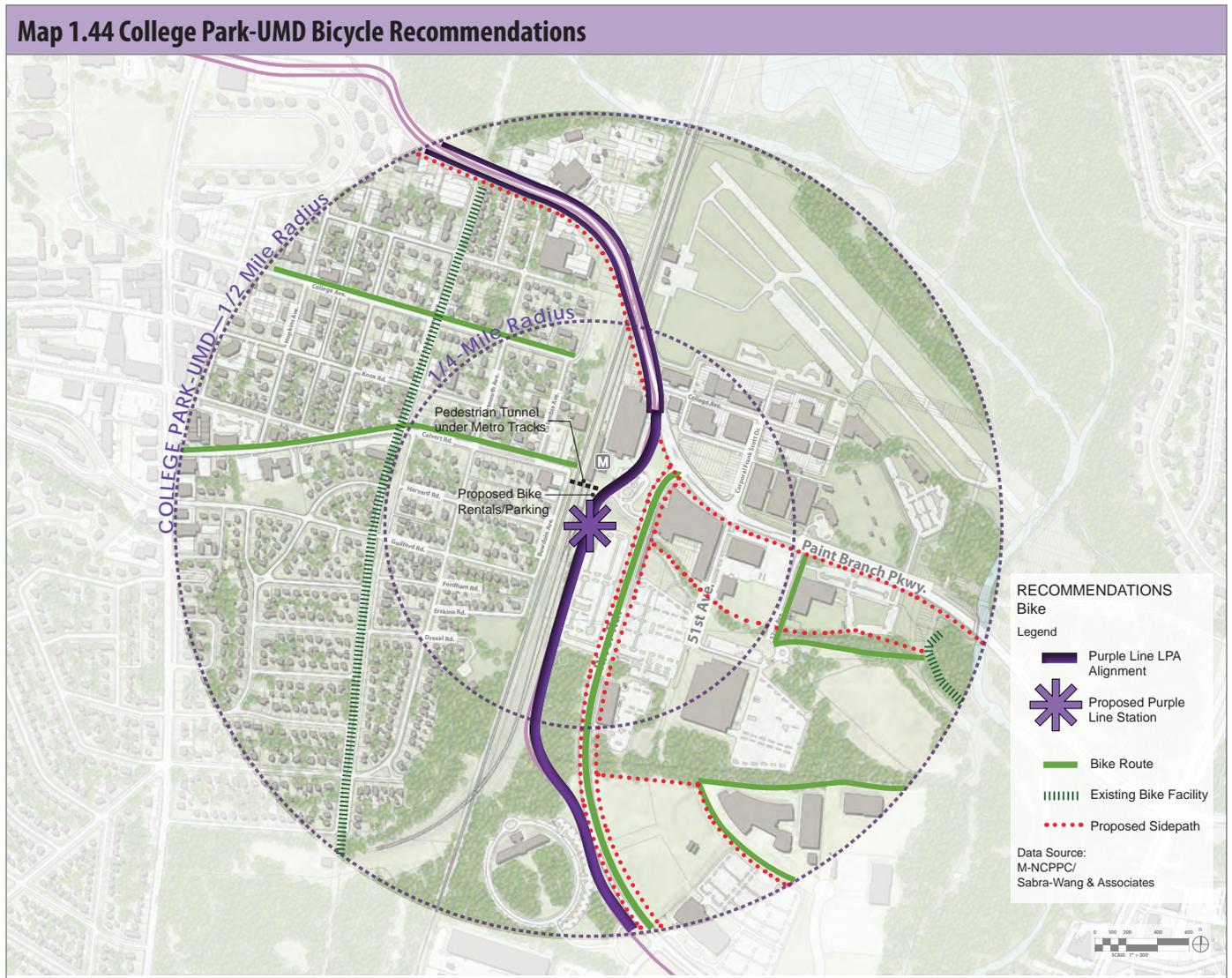
## Pedestrian Recommendations

The recommended pedestrian improvements for the College Park-UMD station area are illustrated in Map 1.43 below. To complete a continuous network for pedestrians to access the proposed station by foot in the one-quarter- to a half-mile radius, the recommendations include new sidewalks along Guilford Road, Bowdoin Avenue, and 51st Avenue. Along River Road, sidepaths are recommended for both sides of the roadway along with pedestrian lighting. Sidepaths are also recommended for the south side of Paint Branch Parkway and along a new street proposed from River Road along the extended greenway to the east. Lighting is recommended along Paint Branch Parkway and along new street connections north of Paint Branch Parkway. Sidepaths are included to offer the highest quality of comfort and convenience to both pedestrians and bicyclists users.



## Bicycle Recommendations

Bicyclists can choose many streets to access the station; however, the recommended bicycle improvements selected for the College Park-UMD area include a combination of bike routes and bike sharing as illustrated in Map 1.44. Bike facilities are proposed along Calvert Road, College Avenue, and 52nd Avenue. Bike parking and bike sharing are recommended in the vicinity of the proposed Purple Line Station to supplement the existing bike parking at the MARC/Metro station. This combination provides bicyclists safe and direct access along the most desired paths from the adjacent campus, neighborhood, and land uses to access the station.

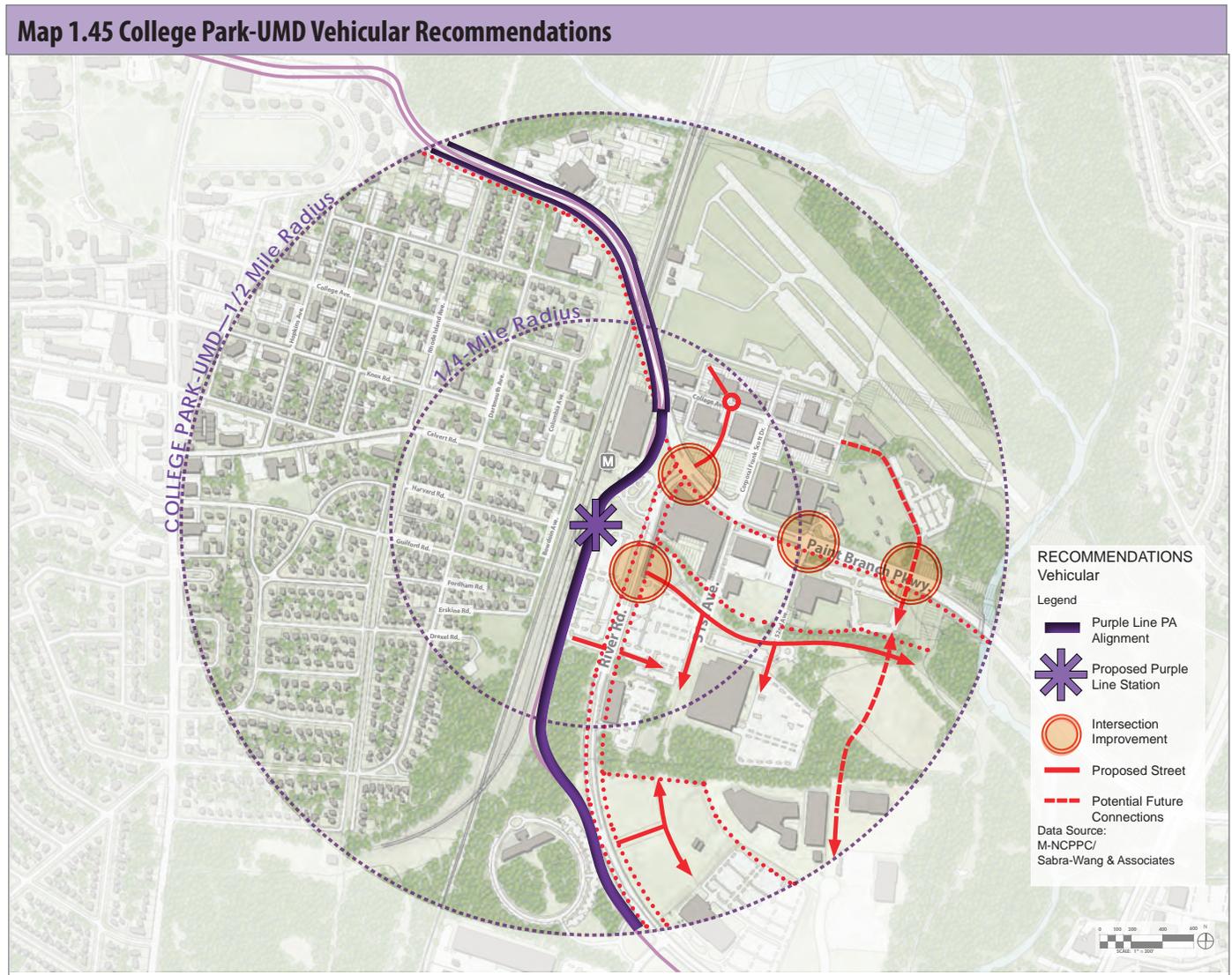


## Vehicular Recommendations

Intersection improvements are recommended at Paint Branch Parkway at 52nd Avenue, at River Road, at the extended College Avenue, and at River Road at the Metro entrance. New street connections are recommended to improve grid connections between River Road and 52nd Avenue and south toward University Research Court as well as through new development north of Paint Branch Avenue. New street connections also aim to minimize vehicular congestion and maintain good vehicular access in and out of the adjacent Metro station and campus uses. The intersection improvements will also better accommodate pedestrians through crosswalks, ramps and possibly signals. Additionally, car sharing is recommended for the vicinity of the station as reserved spaces in the adjoining garage. Additional intersection improvements include access modifications to locations where crossing roadways intersect with the Purple Line alignment. These improvements create a true street grid that efficiently distributes traffic flow and allows for more convenient access to planned land uses.

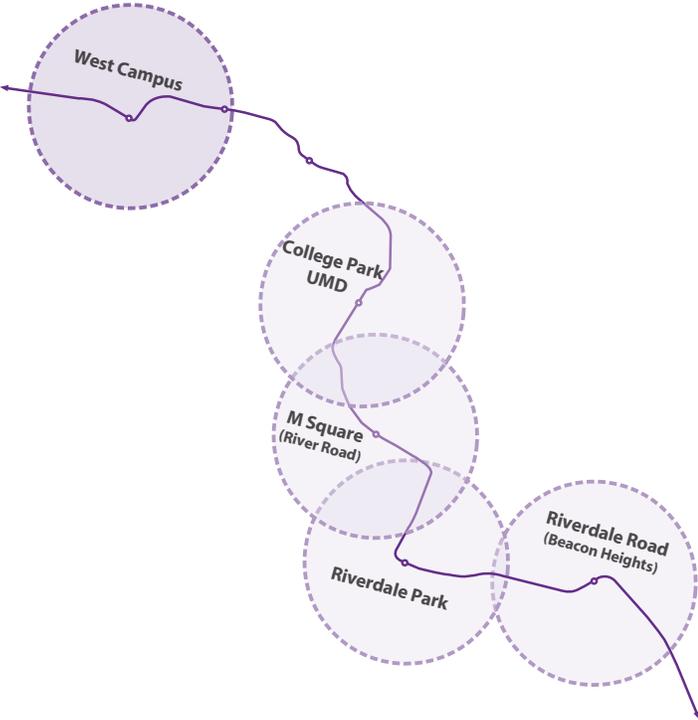
## Parking Recommendations

A parking management plan is recommended for the station area. No separate Kiss & Ride area is proposed for the new Purple Line station stop due to the proximity of Metro’s bus drop-off area and other parking facilities. For recommended TOD parking ratios, see Section 4.2 Zoning Template on page 262.



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# 1.6 West Campus

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<b>Planning Objectives</b>	<b>234</b>
<b>Market Conclusions Summary</b>	<b>234</b>
<b>Community Input Summary</b>	<b>236</b>
<b>TOD Recommendations</b>	<b>237</b>

## Overview

The TOD Study area centered on the proposed West Campus Purple Line Station extends over a half-mile radius from the station stop, as shown on Map 1.47 on page 235. A half-mile represents an average 10-minute walk. The inner circle represents a quarter-mile radius or an average 5-minute walk.

Major vehicular-oriented thoroughfares, including Adelphi Road and University Boulevard East, bisect the study area. Area commuters—in particular university students, faculty, staff, and visitors—use Campus Drive to connect between and access these thoroughfare corridors. Existing residential development within a quarter mile of the proposed station includes the 331-unit Graduate Hills garden-style apartment complex as well as surrounding 1940s and 1950s single-family detached homes.

Key commercial, institutional, and park properties within the half mile radius of the proposed station include the University of Maryland College Park campus, the University of Maryland Golf Course, the University of Maryland University College facilities, the Marriott Inn and Conference Center, St. Mark's Catholic Church and School, the University Baptist Church, the University United Methodist Church, and M-NCPPC-owned University Hills Duck Pond Park.

Pedestrian, road, and streetscape improvements, targeted new (re) development, and an accessible and integrated Purple Line Station have the potential to reposition the study area as a new, significant western gateway for the University of Maryland campus.

## Planning Objectives

As previously listed in Section 1.1 Overview, general planning objectives were established to help achieve the overall goal of lively, walkable, and attractive transit-oriented communities for all five station areas. Based on West Campus station area's unique existing conditions and opportunities, a more definitive list of planning objectives was established. For West Campus, the planning objectives include:

- Establish a street network providing alternative vehicular and pedestrian routes between Adelphi Road and Mowatt Lane, relieving congestion and creating accessible parcels for mixed-use development; currently the primary development area between Adelphi Road and Mowatt Lane south of Campus Drive is largely land-locked with limited access to a few buildings along Campus Drive and Mowatt Lane.
- Enhance the natural area surrounding Turtle Creek as a greenway with trail connections to existing parks while providing an amenity for proposed redevelopment and buffering new single-family homes to the south; currently the study area lacks trail connections from existing parks to the University of Maryland and residential communities west of Adelphi Road.

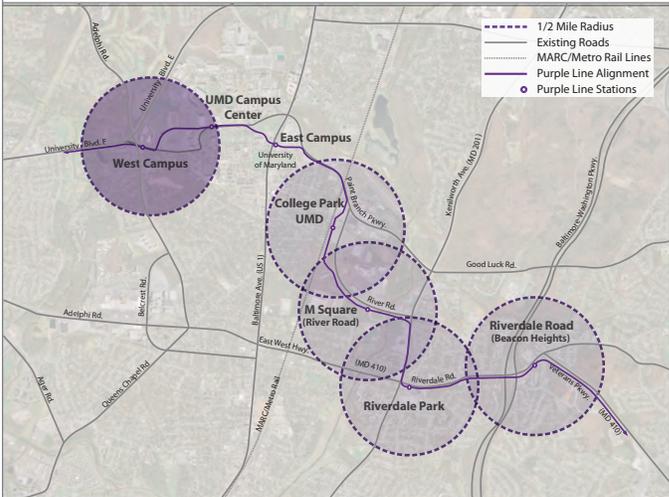
## Market Conclusions Summary

In West Campus (University Hill) station, the impact of the University of Maryland is noticed immediately, and new development should be closely coordinated with the university's master plan.

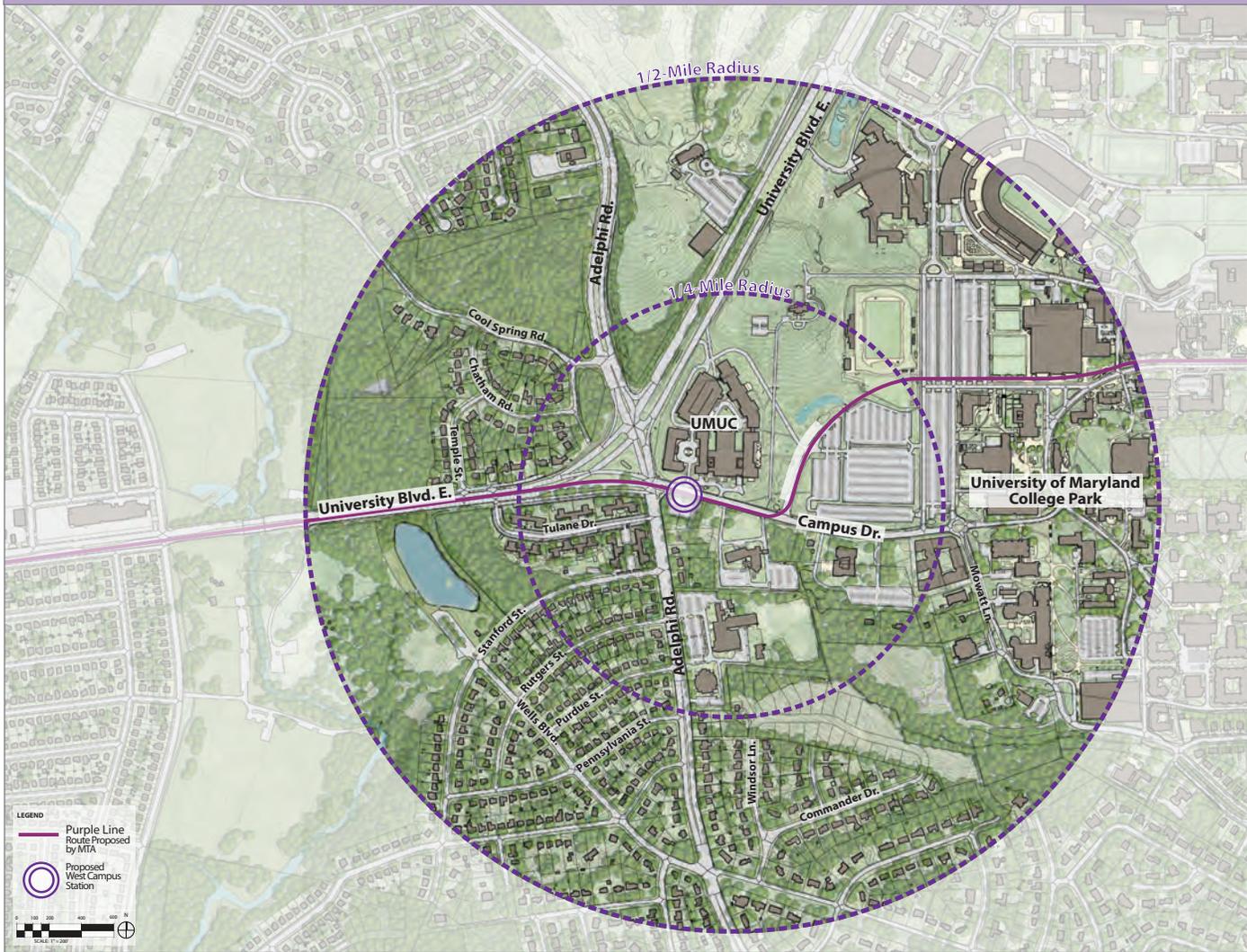
The demographic profile shows persons between the ages of 20 to 24 years represent 27.9 percent of the population in the area but only 8.2 percent in the county. From 2000 to 2010, the area's population has grown by 542 persons, an increase of 36.6 percent over the 10-year period. It is expected that the West Campus station area will also have a high concentration of white-collar jobs.

Within the half-mile radius around the station, in terms of housing stock, 37 percent are multifamily buildings with five or more units. It is important to note that the higher density residential products are likely relevant in West Campus station areas. This station area does not have sufficient unmet retail demand at this time to support new retail development. Therefore, when potential new development happens, small neighborhood-scale commercial should concentrate along Campus Drive near the station.

Map 1.46 Key Map



Map 1.47 West Campus Station Area—Existing Conditions



## Community Input Summary

The community workshops for each of the five stations allowed stakeholders to discuss how their communities and businesses could build on the opportunities created by the proposed light-rail system. In small groups, the stakeholders crafted a shared vision for each station and identified desirable uses and amenities, streetscape enhancements, access improvements, and preferred station character. Below is a summary of input received by topic for the West Campus station area :

### Use, Type, and Architectural Character

The station area is viewed as a western gateway to the University of Maryland integrated into the existing network of open spaces and community parks. Multifamily residential uses are predominantly preferred in the area with ground-floor retail concentrated along Campus Drive near the station. Townhouses and small apartment buildings with three–six stories and low-rise academic buildings are preferred.

### Amenities and Open Spaces

Sustainable design to minimize the impact of the new development on the natural environment should be considered to balance the built and natural environment. Public gathering spaces, such as plazas and parks, are desired with public safety in mind. The University Hills Duck Pond Park is a good example of an existing neighborhood park.

### Streetscape Character

Stakeholders noted the need for a small neighborhood-scale walkable environment, including retail such as coffee shops and casual restaurants.

### Mobility Choices, Connectivity, and Access

Focus improvements on the University Boulevard/Adelphi Road intersection to minimize circulation conflicts. Provide wider sidewalks, a pedestrian refuge, and buffers along Adelphi Road. Connect the isolated sections of sidewalk in the Cool Spring neighborhood to the station with bike routes and pedestrian connections. Taxi stands and a car-sharing program should serve the vehicular Kiss & Ride. Bike racks and storage are suggested for the bicycle facility. Bus shelters with weather protection need to be provided. University game day parking and traffic were brought up as a key issue.

### Station Character/Identity

The station design should be University of Maryland oriented. Public art with a cultural and sports-related theme can be incorporated into the design. The station should provide shelter from the weather and good lighting for safety.



## TOD Recommendations

The TOD recommendations for the West Campus station area focus on properties (excluding the existing residential single-family lots and parkland) within a half-mile of the proposed station. Properties for redevelopment were selected based on proximity to the proposed station, ownership, size, and the condition of the building. For these properties, the recommendations address land use, phasing, open space, street network, streetscape, and transportation. Transportation recommendations are separated into five components, including transit, pedestrian, bicycle, vehicular, and parking.

The redevelopment strategy is divided into two phases, short-term (before Purple Line completion) and long-term (after Purple Line completion).

Below, Campus Drive is envisioned as a livable street with mixed-use development transformed from its current auto-oriented condition. The rendering below illustrates some of the primary planning objectives for this study area, including complete streets, mixed-use buildings fronting along Campus Drive, and open space providing connections to the university's planned expansion of its botanical gardens and the proposed greenway along Turtle Creek.



Existing view of Campus Drive from Presidential Drive



Perspective of Campus Drive from Presidential Drive

## TOD Concept

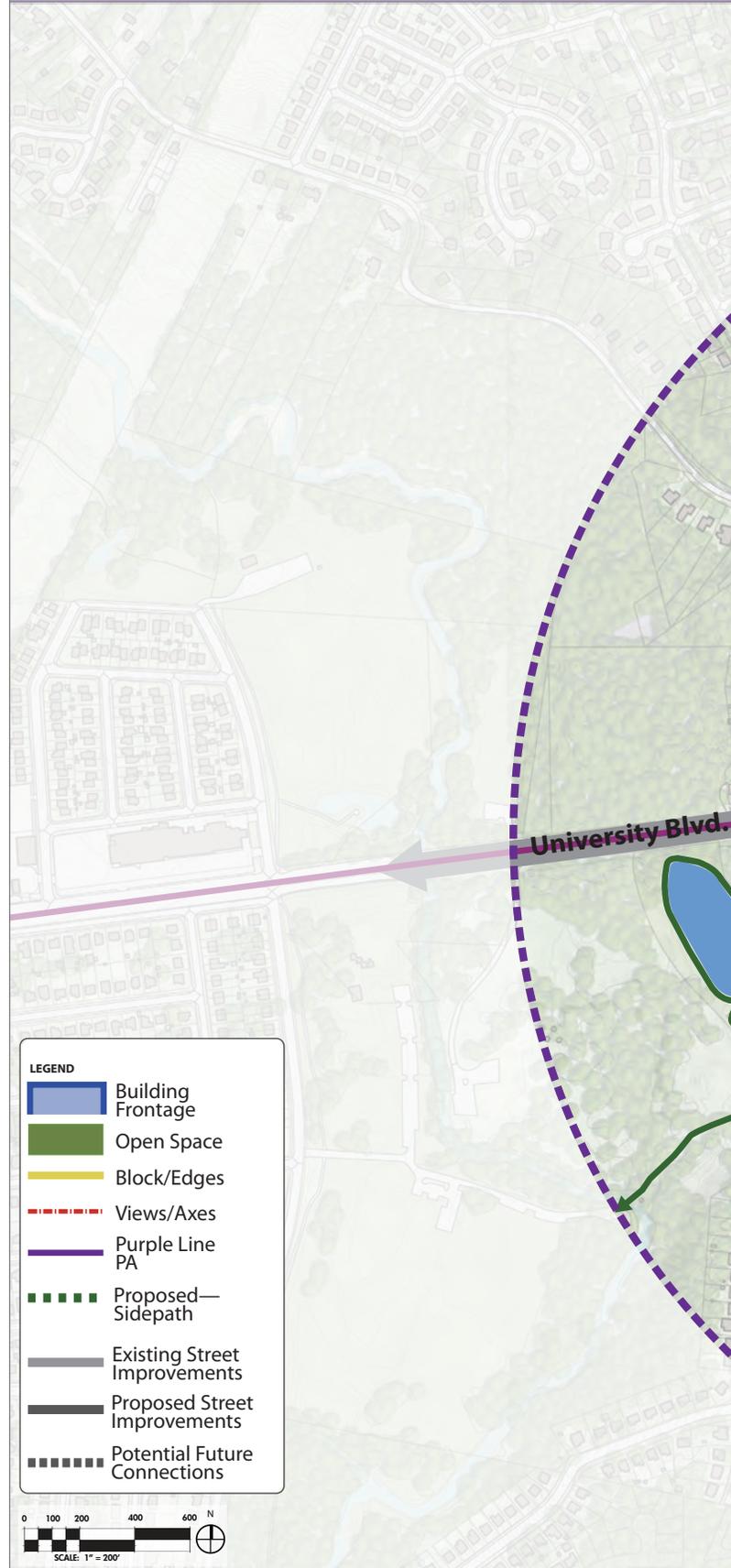
The TOD concept diagram for the half-mile study area focuses on block configurations, building frontages, open space locations, trail connections, street networks, and important gateways and views.

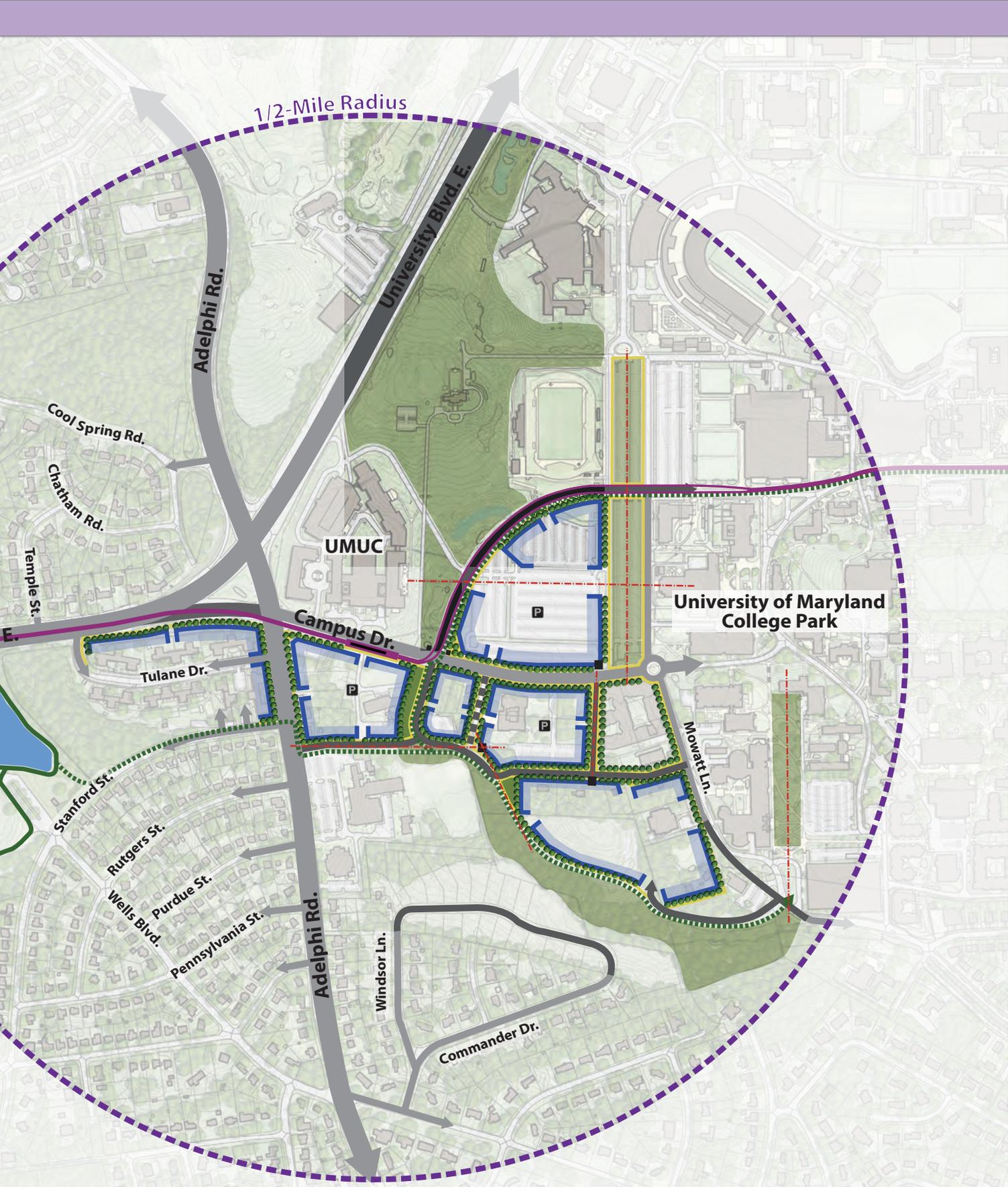
For the West Campus station study area, the primary planning recommendations are:

- New two- to five-story, mixed-use development primarily as multifamily residential buildings with limited ground-floor retail at key locations along Campus Drive, particularly at the station stop.
- Establish a new western gateway for the University of Maryland.
- New open spaces integrated into the existing surrounding network of open spaces and community parks.
- A new pedestrian/bicycle greenway along Turtle Creek, providing connections to surrounding community parks.
- Intersection improvements at University Boulevard, Adelphi Road, and Campus Drive; at Adelphi Road and Wells Boulevard; and at Stanford Street and Wells Boulevard to improve functionality, accessibility, and safety.

The final route and station locations will be determined through MTA's Purple Line engineering effort.

Map 1.48 West Campus TOD Concept





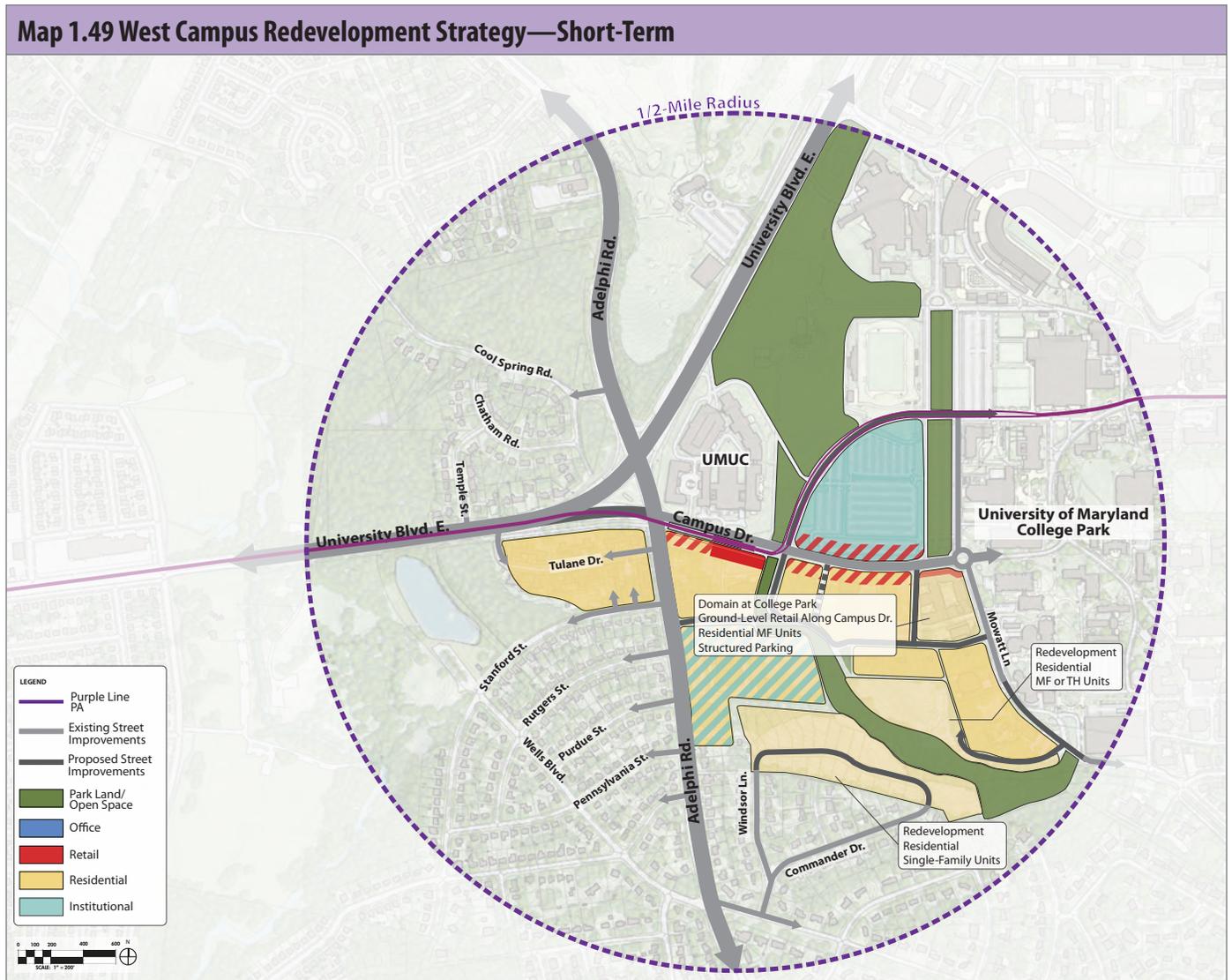
## Redevelopment Strategy—Short Term

The short-term strategy governs development for the time period between the completion of this study and the completion of the Purple Line when the rail line begins service.

Within the short-term period for the West Campus station area, a mixed-use residential building is under construction and nearing completion at the corner of Campus Drive and Mowatt Lane. Slated to open in early 2013, the project contains 225 residential units and 10,000 square feet of ground-floor retail. Single-family detached homes south of Turtle Creek are also under construction.

Infrastructure improvements to existing streets prior to the opening of the Purple Line, to ensure pedestrian and bicycle connectivity is improved and vehicular access is maintained, are critical in the short-term period. The improvements of Campus Drive, Adelphi Road, and University Boulevard

should coincide with the construction of the Purple Line route and station. The improvements will include intersection improvements as well as improved pedestrian and bicycle connections.

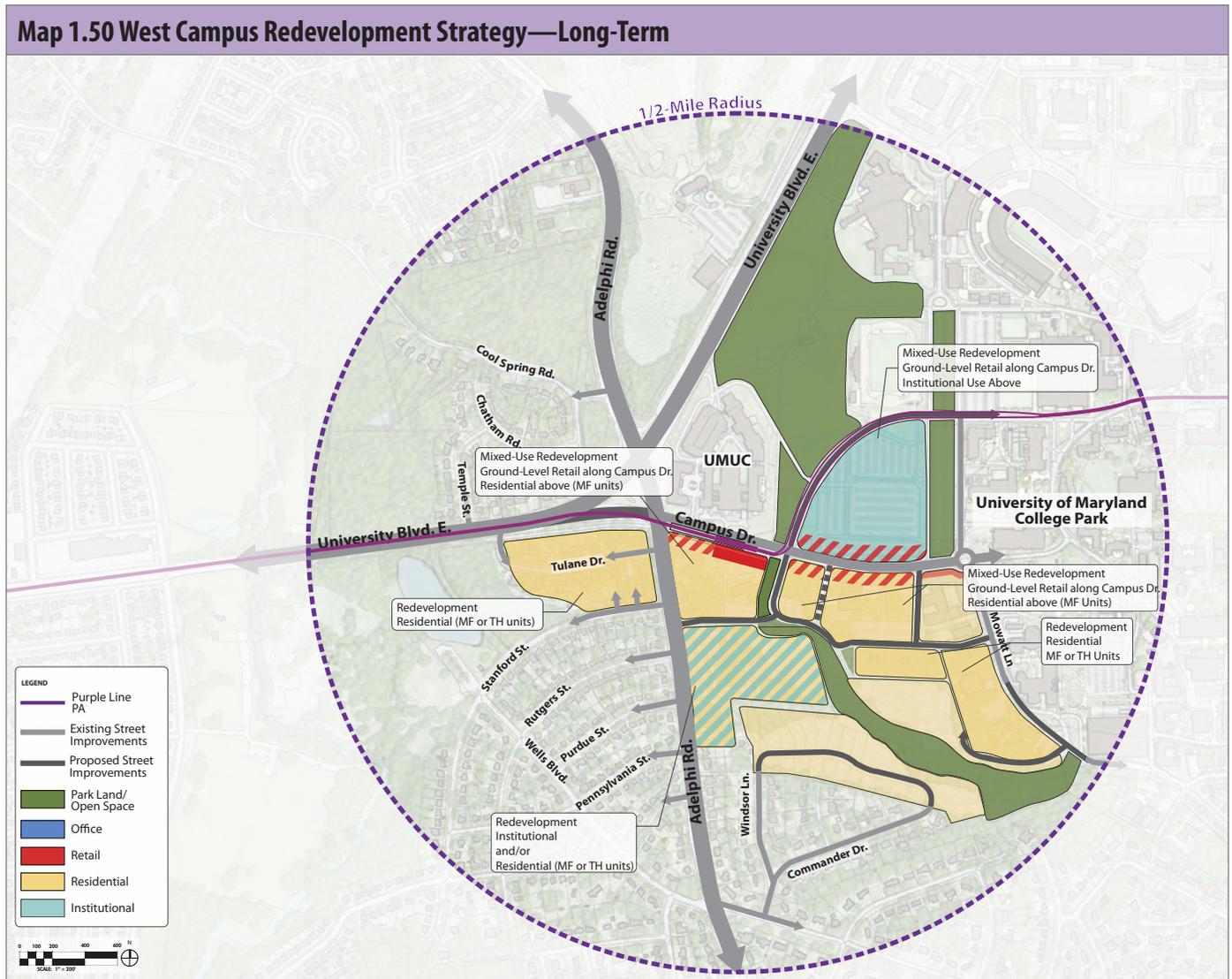


## Redevelopment Strategy—Long Term

The long-term strategy governs development for the time period after the completion of the Purple Line once rail service begins.

Within the long-term period for the West Campus station area, the major parcels between Adelphi Road and Mowatt Lane and south of Campus Drive are envisioned to be four- to five-story, multifamily apartments with ground-level retail fronting Campus Drive. As retail demand may be limited, ground-floor retail should first be concentrated near the station stop. Additional residential parcels west of Adelphi Road are proposed as redevelopment sites for residential multifamily apartments or townhouses once the life spans of the existing buildings are reached and/or market demand builds. North of Campus Drive, institutional mixed-use development is planned based on the University of Maryland's Facilities Master Plan goals. Locating new residential development along with retail and restaurants adjacent to the

station, where none exist currently, will help transform the station area into a vibrant western gateway for the University of Maryland. The majority of the planned residential will require structured parking within the individual development parcels.



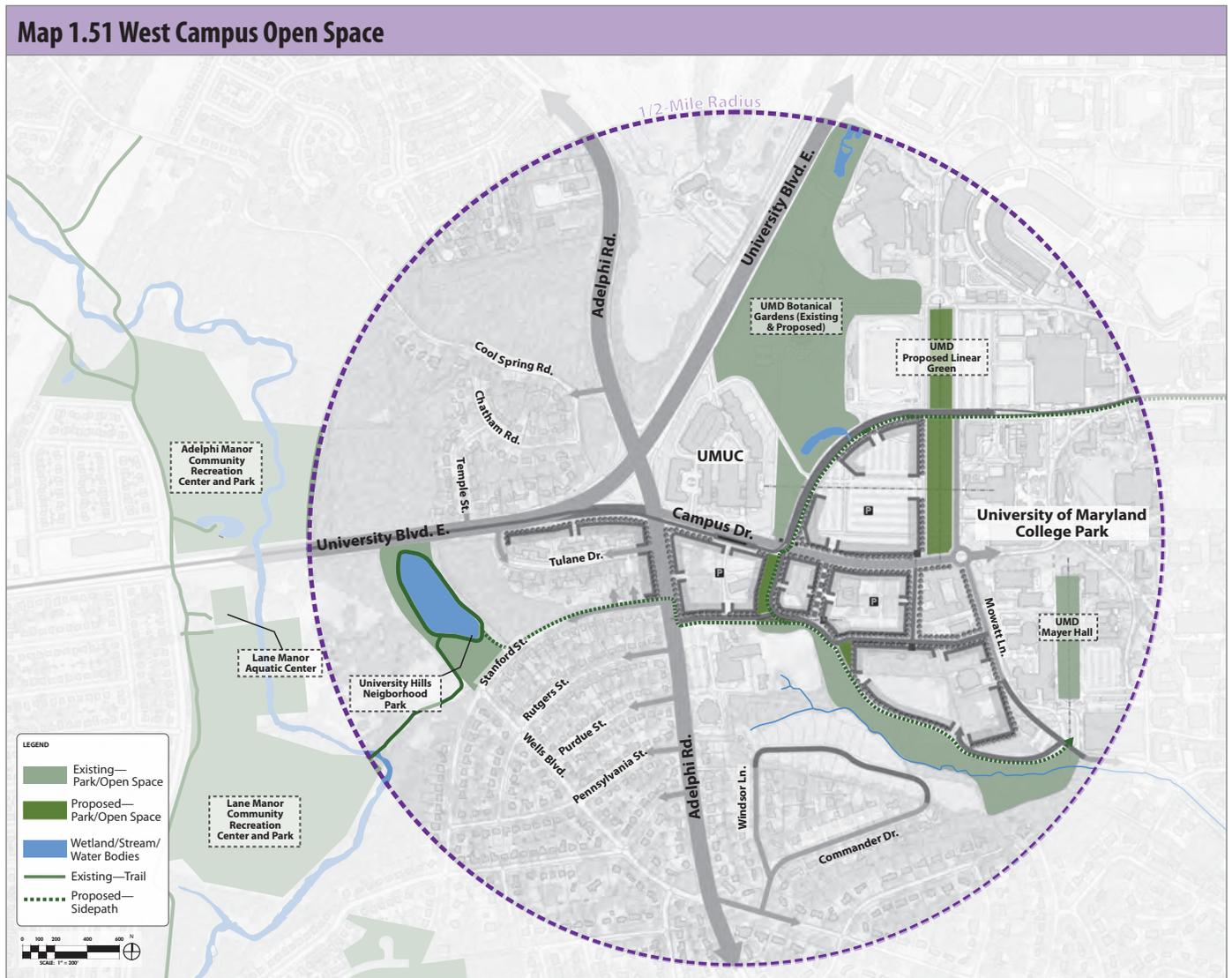
## Open Space

For the West Campus station area, a new greenway is proposed along Turtle Creek, stretching from Mowatt Lane to Campus Drive and connecting to the University of Maryland’s expanded Botanical Gardens. The greenway design should integrate a sidepath, providing access to the trails around University Hills Neighborhood Park west of Adelphi Road. Pocket parks are recommended to be adjacent to residential buildings and provide areas for community activities.

Proper design of these open spaces is critical to their function. Usability, sustainability, and accessibility should be considered. Landscape plantings, walls, grade changes, and similar enhancements should be used to buffer open spaces from the street traffic for safety and enjoyment of the spaces. Shaded seating areas should be incorporated. Accessibility for those with limited mobility should be considered in the design and material selections. Plant materials should be selected from native species.



View of proposed greenway along Turtle Creek



## Street Network

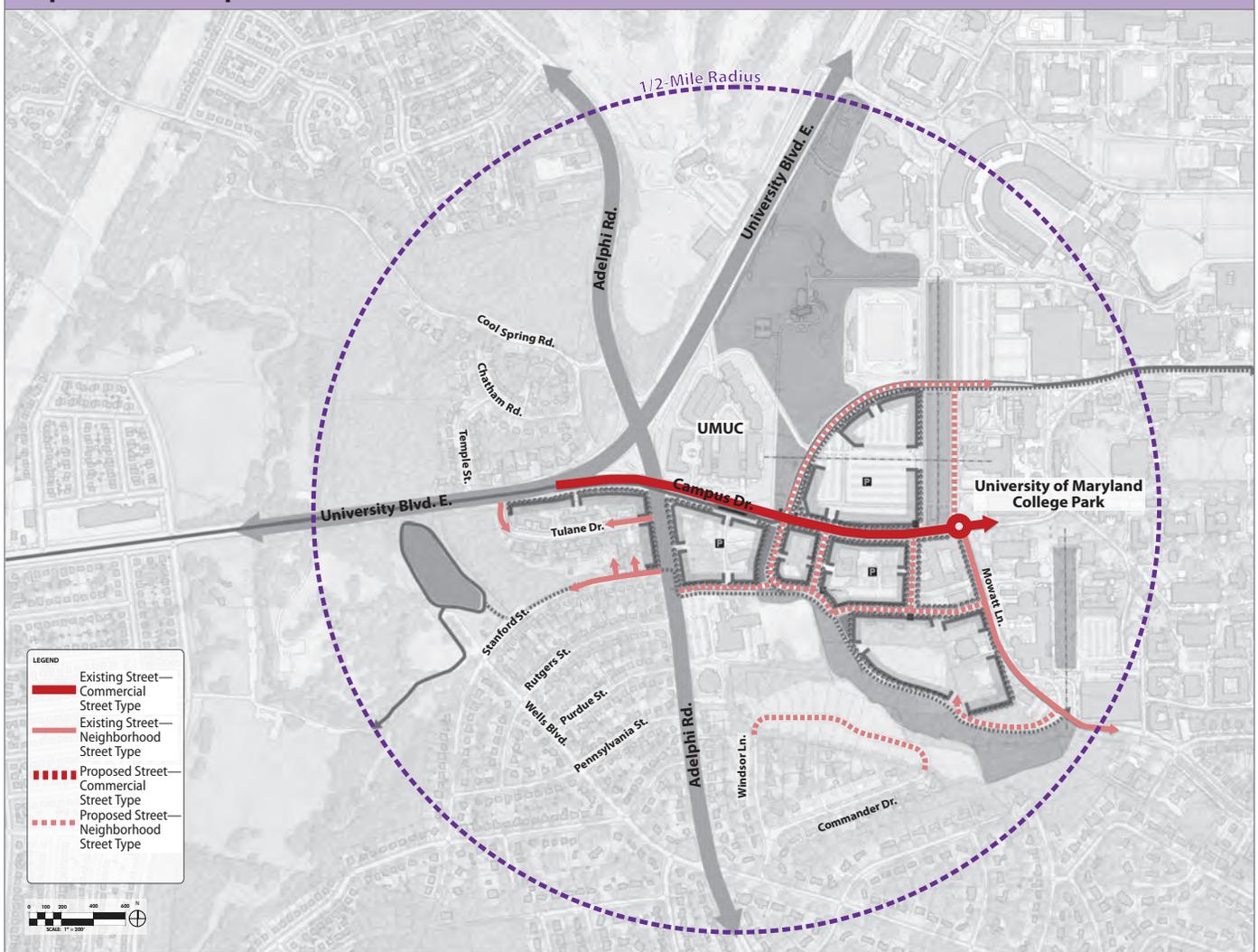
For the West Campus station area, Campus Drive is the primary commercial street. Components of a successful commercial street in this study area include wide sidewalks to accommodate pedestrian movement and ground-level commercial activity such as outdoor dining; curb-to-building widths ranging between 15–24 feet with a minimum 6-foot clear pedestrian passage; building front setbacks between 0–10 feet; and tree pits or rainwater planters lining the street edge to provide shade and a buffer between the pedestrian zone and vehicular travel lanes.

Neighborhood streets located throughout the study area are characterized by narrower curb-to-building widths, generally 13 feet wide from curb to building with a 5-foot minimum sidewalk; building setbacks of 5–20 feet, allowing front yards for residential properties; and planting strips, to provide a continuous buffer between the pedestrian zone and the travel lanes.



View of proposed Campus Drive streetscape at Presidential Drive

Map 1.52 West Campus Street Network



## Street Sections

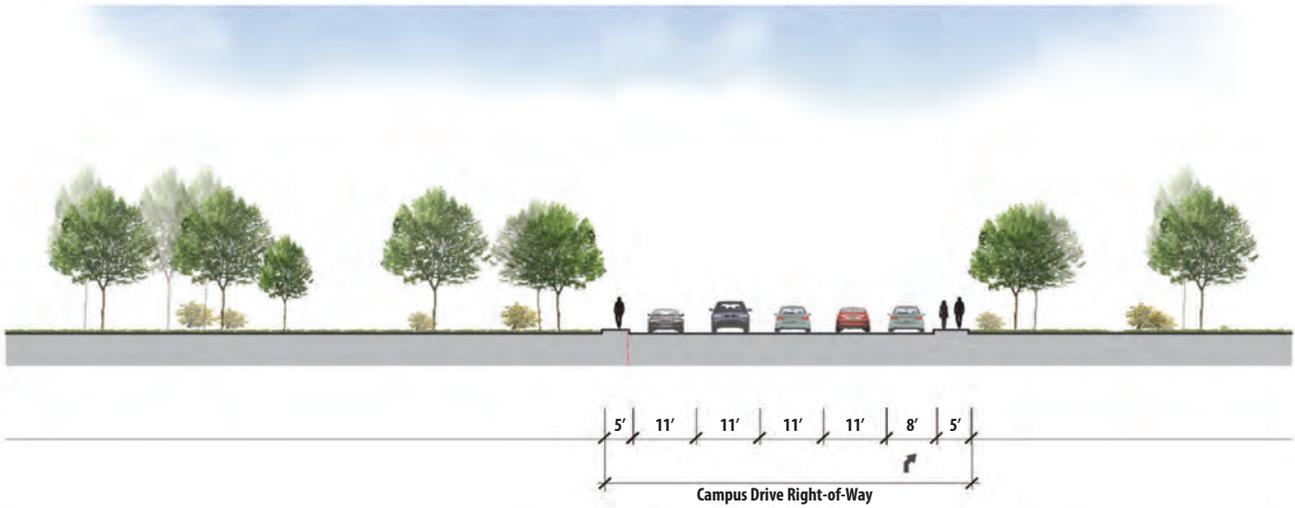


Fig. 1.9: West Campus—Campus Drive Existing Street Section—Looking West

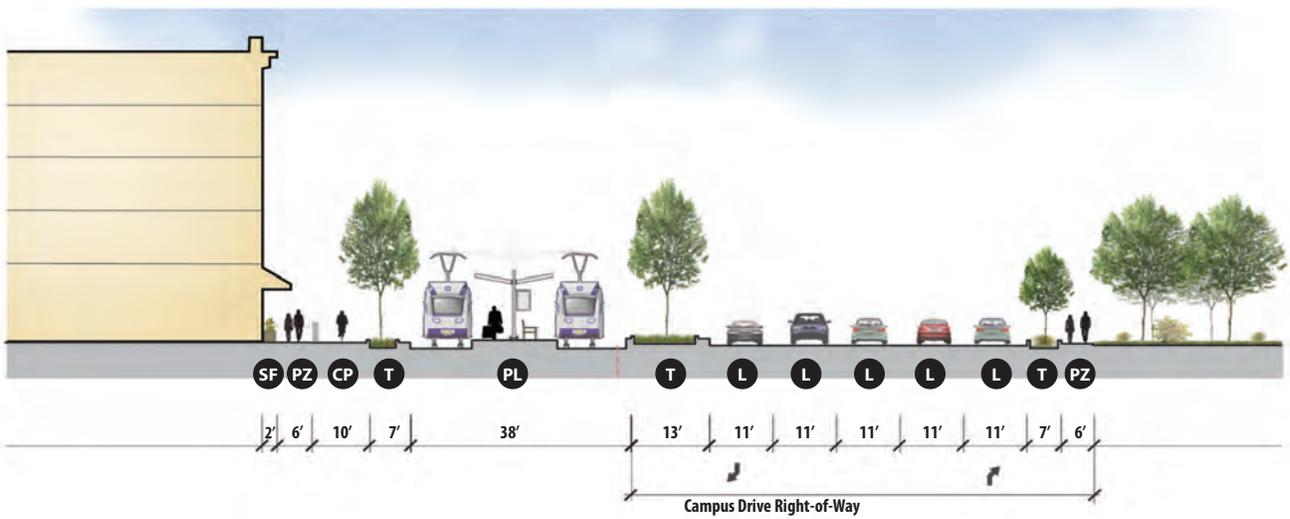


Fig. 1.10: West Campus—Campus Drive Proposed Street Section—Looking West

KEY

- L** 11' Travel Lane
- PL** Purple Line
- T** 7' Planting Zone
- PZ** 6-15' Pedestrian Zone
- SF** 2' Storefront Zone

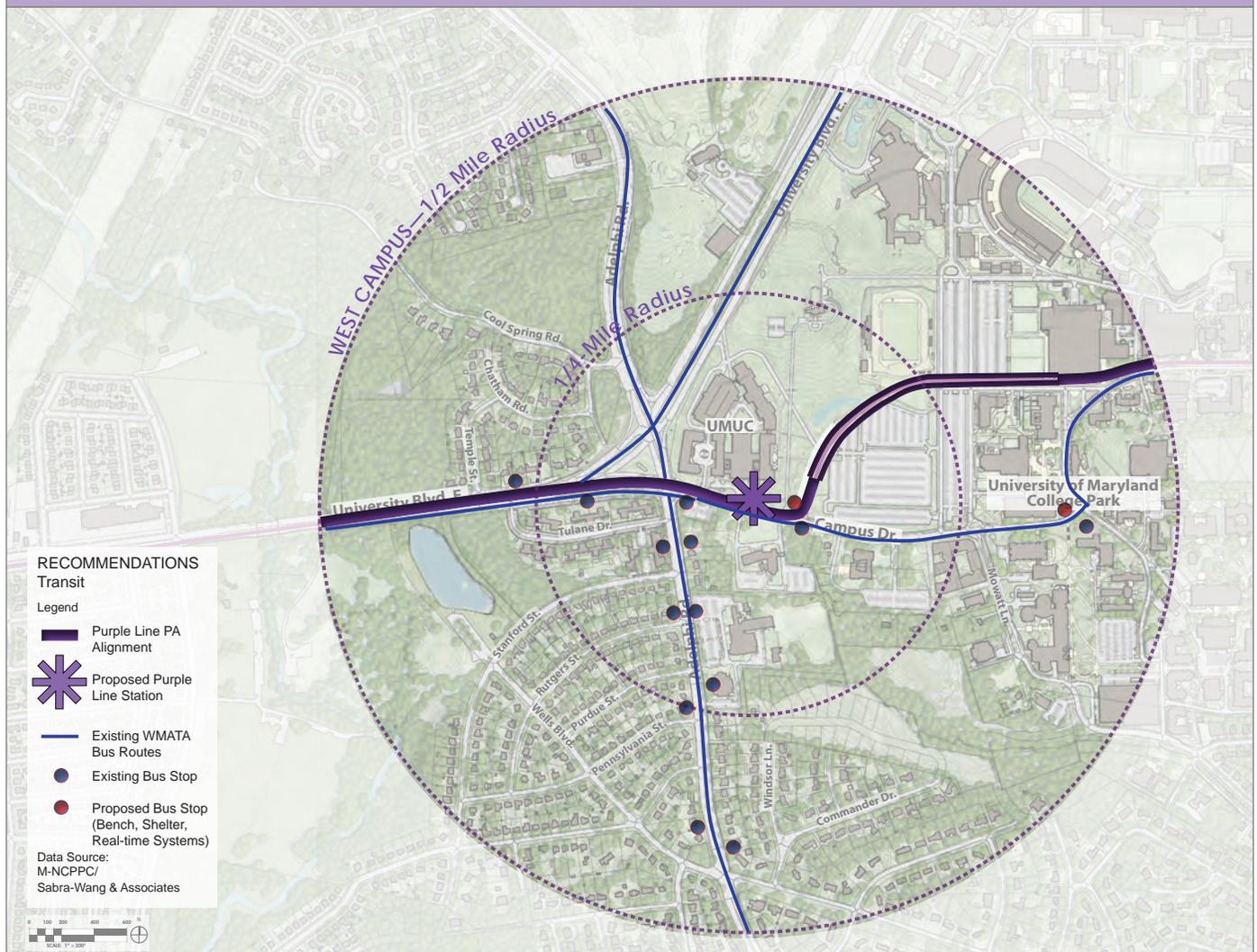
Notes: Final dimensions and configuration to be coordinated with MTA, SHA, and DPW&T.

## Transit Recommendations

The West Campus station area is currently served by WMATA and University of Maryland Shuttle-MD buses. With the introduction of the proposed Purple Line, the transit options and connectivity will increase. Efforts should be made to locate/relocate bus stops to be proximate to the station stop. Further, schedules should be coordinated to facilitate transfers. Game day foot traffic from the station to Byrd Stadium and other event destinations would be facilitated by additional east-west vehicular connections between Adelphi Road and Mowatt Lane. Existing bus stops and bus routes also shown in the vicinity of the proposed station may be consolidated to the proposed locations so as to ensure pedestrian access to transit is accessible (ADA compliant) and occurs in the most feasible and desirable location available for both operational needs and comfort.

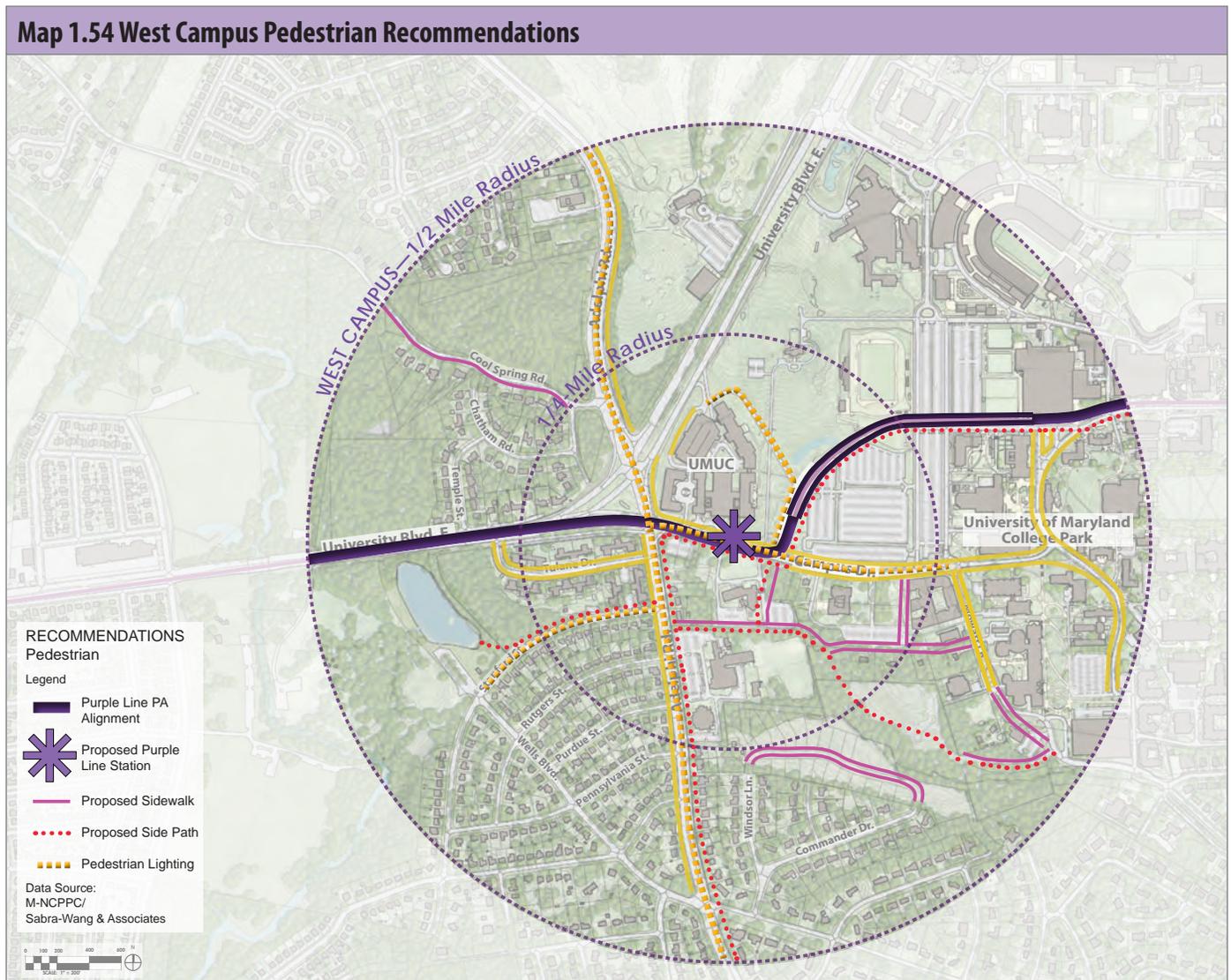
Note: Bus stop locations need to be further studied and coordinated with DPW&T.

Map 1.53 West Campus Transit Recommendations



## Pedestrian Recommendations

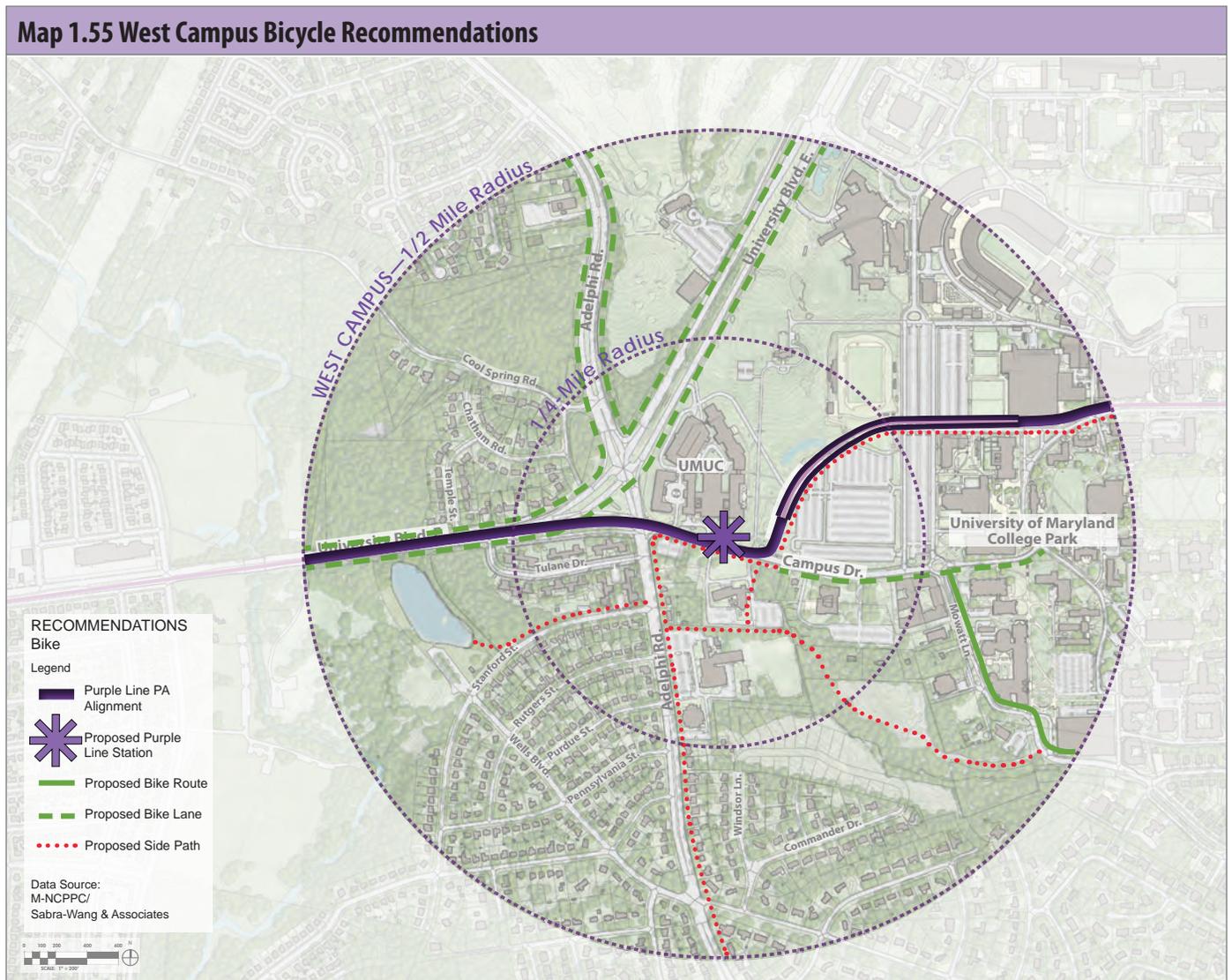
The recommended pedestrian improvements for the West Campus station area are illustrated in Map 1.54 below. To complete a continuous network for pedestrians to access the proposed station by foot in the one-quarter-to a one-half-mile radius, sidewalks are recommended along Cool Spring Road and along new streets south of Campus Drive. A network of sidepaths is recommended along the east side of Adelphi Road, the north side of Stanford Road, the south side of Presidential Drive through campus, and along the new street and greenway, connecting Adelphi Road to Mowatt Lane. Sidepaths are included to offer the highest quality of comfort and convenience to both pedestrians and bicyclists users. Lighting is recommended along Adelphi Road, University Boulevard East, Campus Drive, Presidential Drive, and Stanford Street.



## Bicycle Recommendations

Bicyclists can choose many streets to access the station; however, the recommended bicycle improvements selected for the West Campus station area include a combination of bike lanes, bike routes, shared lanes, and bike sharing as illustrated in Map 1.55. Shared lanes (wide outside lanes accommodating both vehicles and bicycles) are recommended along University Boulevard and Adelphi Road (north of University Boulevard East). Bike lanes are recommended on Campus Drive. Mowatt Lane is proposed to be designated as a bike route. A bike route is a street that is anticipated to carry bicycle traffic to and from the transit station through the neighborhood; drivers are alerted to the presence of cyclists via signage (refer to Appendix A.2 on page 333 for additional information). A network of sidepaths is recommended along the east side of Adelphi Road, the north side of Stanford Road, the south side of Presidential Drive through campus, and along the new street and greenway, connecting Adelphi Road to Mowatt Lane. Bike parking and bike sharing is

proposed in the vicinity of the proposed Purple Line Station. This combination provides bicyclists safe and direct access along the most desired paths from the adjacent campus, neighborhood, and land uses to access the station.



## Vehicular Recommendations

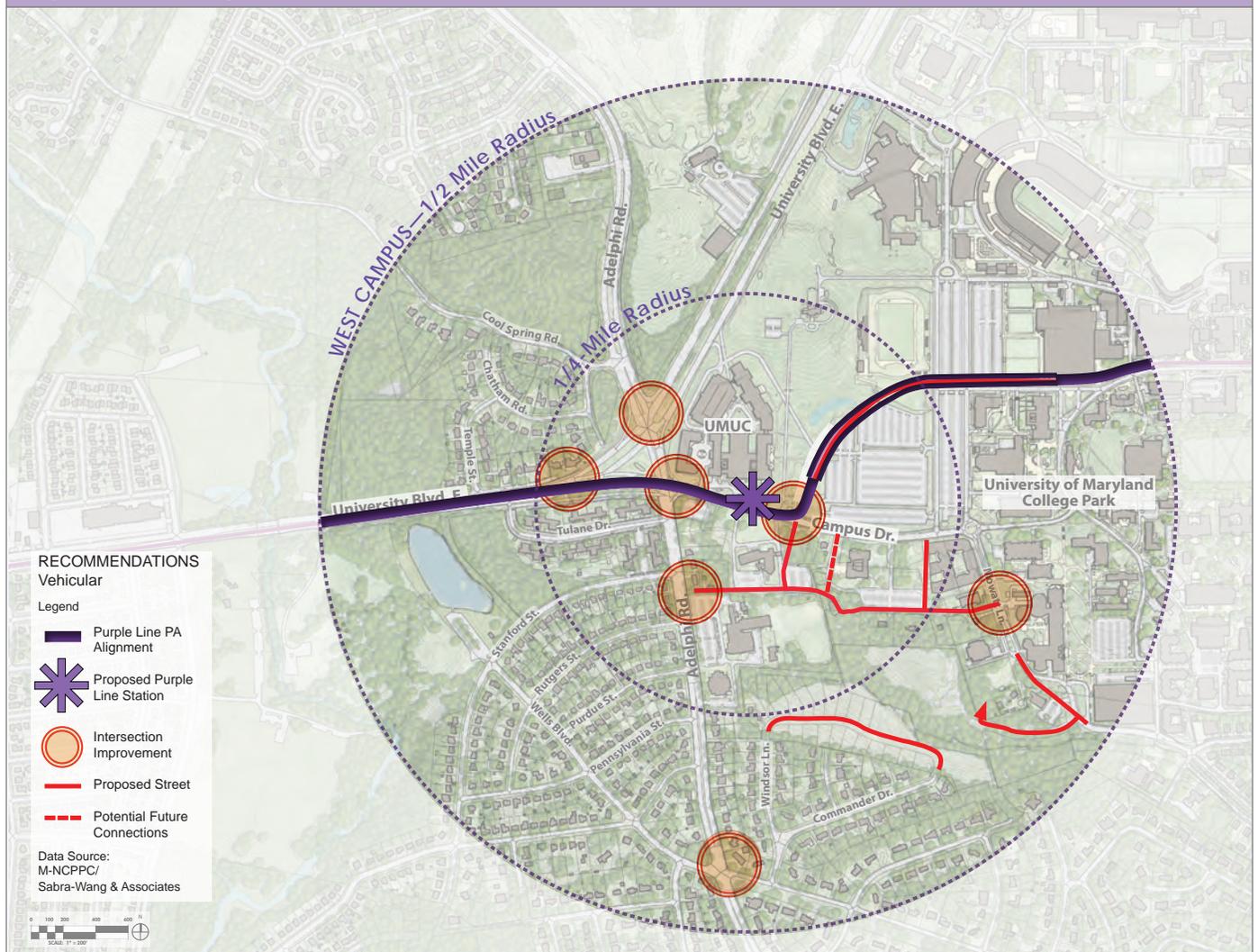
Intersection improvements for the West Campus station area are illustrated in Map 1.56 below. Improvements are recommended for University Boulevard at Adelphi Road, University Boulevard at Campus Drive, Adelphi Road at Campus Drive, and Adelphi Road at Wells Boulevard. New street connections are recommended to improve grid connections between Adelphi Road and Mowatt Lane south of Campus Drive. These improvements create a true street grid that efficiently distributes traffic flow and allows for more convenient access to planned land uses. New street connections also aim to minimize vehicular congestion and maintain good vehicular access in and out of the adjacent campus uses. The intersection improvements will also better accommodate pedestrians through crosswalks, ramps, and possibly signals.

Additionally, car sharing is recommended in the vicinity of the station as reserved on-street parallel parking spaces or reserved spaces in the adjoining garage. Additional intersection improvements include access modifications to locations where crossing roadways intersect with the Purple Line alignment. An additional transportation improvement study is recommended for the five-way intersection at Campus Drive, University Boulevard, and Adelphi Road.

## Parking Recommendations

A Kiss & Ride area is recommended to allow loading and unloading of passengers in the station vicinity. Additionally, a parking management plan is recommended for the University of Maryland campus area in the vicinity of the West Campus Purple Line Station. For recommended TOD parking ratios, see Section 4.2 Zoning Template on page 264.

**Map 1.56 West Campus Vehicular Recommendations**



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# 2. Zoning Template

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2.2	TOD Zoning Standards	254

## 2.1 Overview

### Purpose

For appropriate redevelopment of areas served by transit, this study includes a zoning template. The template offers a departure from traditional Euclidean zoning (use-based zoning) to zoning regulations that ensure the envisioned form of TOD and encourage a mix of uses. The purpose of the template and the station-specific zoning plan diagrams is to provide a basis for future zoning revisions to achieve the goals of TOD redevelopment, to provide places to live, work, shop, and dine; and to provide easy walking distances to transit.

## Zoning Template Use

This section provides a template for future zoning revisions required to encourage and achieve the community-supported vision for TOD around the study's five proposed Purple Line Stations. The zoning template may be applied as an overlay to existing zoning regulations or as a replacement to existing regulations provided that the template, or portions of it, are codified into law. The zoning template has been applied to the five station areas discussed within this report to illustrate specific applications. However, the broader intent is for this template to be applicable to all areas served by transit within Prince George's County regardless of the transit mode (e.g., bus, light rail, commuter rail, Metro, etc.).

## Components

The components of the template include TOD zoning standards and station-specific zoning plans. The TOD zones section establishes a matrix defining the type of uses, the level of development intensity as well as the overall aesthetic and character for each zone within a station area. The station-specific zoning plan diagrams map key redevelopment parcels and recommendations for appropriate building heights, setbacks, parking ratios, etc. to provide transitions from center to edge and address existing and unique conditions for each station area.

### ***The TOD zoning standards include the following elements:***

**Uses:** A "use" is typically defined as any purpose for which a structure or a tract of land may be designed, arranged, intended, maintained, or occupied. Within this template, several recommended, permitted uses may be listed for each parcel, supporting the intended vibrant, mixed-use environment. Additionally, buildings with a vertical integration of uses are encouraged (i.e., a building may contain multiple uses where, for example, the ground floor use is retail with residential or office on the upper floors).

**Densities/Intensities:** Density describes the number of principal residential dwelling units per acre (to note, to encourage incremental increases in density and supply owner-controlled rental apartments, accessory dwelling units such as an apartment on a single-family detached lot should not be included when calculating density; however, minimum parking requirements should be met for accessory dwelling units). Intensity, measured in FAR, describes the sum of a building's gross floor area (the total square feet on all floors) per acre. Increasing the density and intensity of land use near transit stations supports sustainable growth and aligns with the state's Smart, Green & Growing initiative. Lincoln Institute of Land Policy's *Visualizing Density* is a useful tool for helping communities appropriately understand and interpret variations in density.

**Building Heights:** Building heights are often regulated as the vertical foot distance from the average grade (or ground plane) around a building to the top or midpoint of the roof. However, to encourage tall commercial bases on buildings, generous floor-to-floor heights, and variation in roof planes, the template recommends building heights in the number of stories rather than

in vertical foot dimensions. Towers, steeples, spires, cupolas, and similar should not be included in the story count.

**Front Setbacks:** Front setbacks are measured as the horizontal foot distance between a public right-of-way or front lot line and the façade of a building parallel and closest to the public right-of-way or front lot line. Front setbacks may coincide with build-to lines. Front porches, stoops, bay windows, and similar may project into the front setback. Generally, front setbacks should be shallow in TOD environments to maximize the potential of the land area and to create engaging streetscapes. See the front setback criteria recommendations within this section as well as the street sections within the Final Development Strategy, Section 3, on page 155.

**Frontage:** Frontage is the percentage of a block occupied by building façades. Frontage is calculated as the sum of the building façade widths divided by the block width (with block width measured curb to curb minus any parking, sidewalk, or public open space widths). In TOD environments, buildings should occupy the majority of the block frontage.

**Parking:** In TOD station areas, every effort should be made to reduce minimum parking requirements, which are often geared to suburban, single-use parking ratios, and institute parking maximums to take full advantage of land resources, encourage transit ridership, and incentivise development. Transit Cooperative Research Program's Effects of TOD on Housing, Parking, and Travel, TCRP Report 128 and Donald Shoup's *The High Cost of Free Parking* are helpful references offering critical analysis on the subject of parking.

**Open Space Types:** Open spaces include areas designated for parks, greenways, squares, greens, pocket parks, or plazas that offer public access and amenities. For more information on specific criteria for each open space type, see Section A.2 on page 333.

## 2.2 TOD Zoning Standards

Within each Purple Line station study area, transitions occur in the recommended redevelopment, typically with more intense development near the station and decreased development further from the station. The following zones apply to the Purple Line station study areas and vary according to recommended building heights, setbacks, parking ratios, etc. as can be seen in the TOD zones matrix to the right.

**Park/Open Space:** Areas consist of parkland and lands unsuitable for settlement due to topography (steep slope), flood plain, and wetland constraints, which may include some park and recreation facilities as well as some agricultural uses and facilities. Cultural and civic uses are permitted.

**TOD A:** Areas consisting of a mix of single-family detached (houses) and attached (townhouses) along with some multifamily (apartments or condos) and limited commercial (mainly local-serving retail and professional offices), institutional, and civic uses; building heights range from one- to three-stories; building front setbacks vary from shallow to moderate; buildings line the majority of the streetscape; residential buildings often have front stoops or porches and small front yards; commercial buildings may have arcades, and storefronts with awnings and canopies are typical with ground-level retail but are not continuous along the street; parking is typically accommodated mid-block in surface lots and on-street, in parallel parking spaces.

**TOD B:** Areas consist of a mix of single-family attached (townhouses) and multifamily (apartments or condos) with commercial uses (retail and office) and other uses (institutional and civil); building heights range from two- to five-stories; building front setbacks are shallow to none; buildings line the majority to all of the streetscape; residential buildings often have front stoops or dooryards; commercial buildings may have arcades, and storefronts with awnings and canopies are typical with ground-level retail and are fairly continuous along the street; parking is accommodated mid-block either in surface lots or structured parking garages and on-street in parallel parking spaces.

**TOD C:** Areas consist of a mix of multifamily (apartments or condos) with commercial uses (retail, entertainment, and office) and other uses (institutional and civil); building heights range from four- to eight-stories (to note, TOD C.1 allows building heights to a maximum of six-stories; whereas TOD C.2 allows building heights to maximum of eight-stories); building front setbacks are shallow to none; buildings define the streetscape; residential buildings may have front stoops, but are typically entered through a lobby; commercial buildings may have arcades, and storefronts with awnings and canopies are typical with fairly continuous ground-level retail along the street; parking is typically accommodated mid-block in structured parking garages and on-street in parallel parking spaces.

**District:** Areas consist of primarily a single-use, including office, industrial, and institutional; densities, building heights, setbacks, etc. vary depending on the use. While districts may be governed by unique circumstance and may not be subject to municipal zoning regulation requirements near transit stations, efforts should be made to increase densities and reduce parking ratios to encourage transit ridership and reduce environmental impacts.

### TOD Zones Matrix Notes:

Where parking reductions are noted, these reductions should apply to parking ratios in the current edition of the Institute of Transportation Engineers Parking Generation, the Urban Land Institute Shared Parking, Prince George’s County Zoning Regulations, or other applicable sources.<sup>1</sup>

<sup>1</sup> Where further Shared Parking reductions are noted, these reductions should follow the methodology in the current edition of Urban Land Institute (ULI) Shared Parking, or other widely-accepted methodology.

TOD ZONES	Park/Open Space
Uses	Cultural/Civic
Densities (du/acre); Intensities (FAR)	Not Applicable
Building Heights	Not Applicable
Front Setbacks	Not Applicable
Frontage	Not Applicable
Parking	Not Applicable
Open Space Types	Park Size: 1 acre min. Greenways Size: Varies

TOD A	TOD B	TOD C	District
<p>Residential:                      Single-family detached (houses)                      Single-family attached (townhouses)                      Multifamily (apartments, condos)                      Employment:                      Commercial Office                      Commercial Retail (local-serving)                      Other Uses:                      Institutional, Cultural/Civic</p>	<p>Residential:                      Single-family attached (townhouses)                      Multifamily (apartments, condos)                      Employment:                      Commercial Office                      Commercial Retail (community serving, local-serving)                      Other Uses:                      Institutional, Cultural/Civic</p>	<p>Residential:                      Multifamily (apartments, condos)                      Employment:                      Commercial Office                      Commercial Retail (entertainment, community-serving)                      Other Uses:                      Institutional, Cultural/Civic</p>	<p>Primarily single-use; Office, Industrial, and Institutional</p>
<p>4 - 35 du/acre                      1.0 FAR min.</p>	<p>8 - 75 du/acre                      1.5 FAR min.</p>	<p>35 - 175 du/acre                      1.0 FAR min.</p>	<p>Not Applicable</p>
<p>2-Story or 30' min.                      3-Story max.</p>	<p>2-Story min.                      5-Story max.</p>	<p>TOD C.1 (4-Story min., 6-Story max.)                      TOD C.2 (5-Story min., 8-Story max.)</p>	<p>Not Applicable</p>
<p>5' min.-20' max. (excepting Civic)                      Shallow to medium front setbacks</p>	<p>0'min.-10' max. (excepting Civic)                      Shallow front setbacks or none; buildings define the street wall</p>	<p>0'min.-10' max. (excepting Civic)                      Shallow front setbacks or none; buildings define the street wall</p>	<p>0'min.-20'max.</p>
<p>50% - 80%</p>	<p>60% - 100%</p>	<p>80% - 100%</p>	<p>Not Applicable</p>
<p>Residential (Single-family):                      1/4 mile radius:                      1.00 sp/du - 2.00 sp/du                      1/2 mile radius:                      1.5 sp/du - 2.00 sp/du                      Residential (Multifamily):                      1/4 mile radius:                      1.00 sp/du - 1.75 sp/du                      1/2 mile radius:                      1.25 sp/du - 2.00 sp/du                      Commercial (Retail, Office)                      1/4 mile radius:                      2.5 sp/1000 sf - 1.5 sp/1000 sf                      1/2 mile radius:                      1.0 sp/1000 sf - 4.0 sp/1000 sf                      Other Uses:                      1/4 mile radius: 25% reduction<sup>1</sup>                      1/2 mile radius: 15% reduction<sup>1</sup>                      Further Shared Parking reductions allowed.<sup>2</sup></p>	<p>Residential (Single-family):                      1/4 mile radius:                      1.00 sp/du - 1.75 sp/du                      1/2 mile radius:                      1.25 sp/du - 2.00 sp/du                      Residential (Multifamily):                      1/4 mile radius:                      .8 sp/du - 1.5 sp/du                      1/2 mile radius:                      1.0 sp/du - 2.00 sp/du                      Commercial (Retail, Office)                      1/4 mile radius:                      1.75 sp/1000 sf - 2.5 sp/1000 sf                      1/2 mile radius:                      2.00 sp/1000 sf - 1.0 sp/1000 sf                      Other Uses:                      1/4 mile radius: 25% reduction<sup>1</sup>                      1/2 mile radius: 15% reduction<sup>1</sup>                      Further Shared Parking reductions allowed.<sup>2</sup></p>	<p>Residential (Single-family):                      Not Applicable                      Residential (Multifamily):                      1/4 mile radius:                      .8 sp/du - 1.25 sp/du                      1/2 mile radius:                      1.00 sp/du - 1.75 sp/du                      Commercial (Retail, Office)                      1/4 mile radius:                      1.75 sp/1000 sf - 2.25 sp/1000 sf                      1/2 mile radius:                      2.00 sp/1000 sf - 2.75 sp/1000 sf                      Other Uses:                      1/4 mile radius: 25% reduction<sup>1</sup>                      1/2 mile radius: 15% reduction<sup>1</sup>                      Further Shared Parking reductions allowed.<sup>2</sup></p>	<p>Not Applicable</p>
<p>Squares                      Size: 1/4 - 2 Acres                      Greens                      Size: 1 - 4 Acres</p>	<p>Plazas                      Size: 1/8 - 1 Acre                      Squares                      Size: 1/4 - 2 Acres                      Pocket Parks                      Size: 1/16 - 1/8 Acre</p>	<p>Plazas                      Size: 1/8 - 1 Acre                      Squares                      Size: 1/4 - 2 Acres                      Pocket Parks                      Size: 1/16 - 1/8 Acre</p>	<p>Plazas                      Size: 1/8 - 1 Acre                      Greens                      Size: 1 - 4 Acres                      Park                      Size: 1 Acre min.</p>

**TOD Zones Matrix**

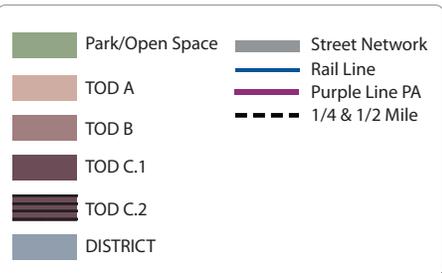
## Riverdale Road (Beacon Heights)

The Zoning Template map (Map 2.1 on page 257) represents the envisioned transit-oriented development surrounding the Riverdale Road (Beacon Heights) station, based on input from the community and Prince George’s County. The purpose of the diagram is to provide a template for future zoning revisions to achieve the envisioned redevelopment, mapping recommendations for appropriate building heights, setbacks, parking ratios, and similar specifications. While the area is currently dominated by its roadways, establishing a village-scaled TOD at the proposed station stop will create a much-needed community center. Focusing on new residential, some neighborhood-serving retail and office, as well as some meaningful public open spaces near the station, will give the community a sense of place and a destination for arrival.

A fairly large Park/Open Space area that lays atop the Baltimore-Washington Parkway, a thoroughfare that is classified as parkland, cuts the half-mile study area into two sections. On either side of Baltimore-Washington Parkway, around the five-minute walk (or quarter mile) from the proposed station stop, TOD B is indicated. Within this TOD B area, building heights may vary between two- to five-stories; however, the read should be of no more than four-story buildings along Riverdale Road; the five-story maximum height is reserved for off-hill conditions to accommodate changes in grade and the varying topography of this station area. On the periphery of the half-mile radius to the east, some pockets of TOD A are indicated to transition to the existing, surrounding residential neighborhood.

TOD ZONES	Park/Open Space	TOD A	TOD B
Uses	Cultural/Civic	Residential: Single-family detached (houses) Single-family attached (townhouses) Multifamily (apartments, condos) Employment: Commercial Office Commercial Retail (local-serving) Other Uses: Institutional, Cultural/Civic	Residential: Single-family attached (townhouses) Multifamily (apartments, condos) Employment: Commercial Office Commercial Retail (community serving, local-serving) Other Uses: Institutional, Cultural/Civic
Densities (du/acre); Intensities (FAR)	Not Applicable	4 - 35 du/acre 1.0 FAR min.	8 - 75 du/acre 1.5 FAR min.
Building Heights	Not Applicable	2-Story or 30' min. 3-Story max.	2-Story min. 5-Story max.
Front Setbacks	Not Applicable	5' min.-20' max. (excepting Civic) Shallow to medium front setbacks	0'min.-10' max. (excepting Civic) Shallow front setbacks or none; buildings define the street wall
Frontage	Not Applicable	50% - 80%	60% - 100%
Parking	Not Applicable	Residential (Single-family): 1/4 mile radius: 1.00 sp/du - 2.00 sp/du 1/2 mile radius: 1.5 sp/du - 2.00 sp/du Residential (Multifamily): 1/4 mile radius: 1.00 sp/du - 1.75 sp/du 1/2 mile radius: 1.25 sp/du - 2.00 sp/du Commercial (Retail, Office) 1/4 mile radius: 2.5 sp/1000 sf - 1.5 sp/1000 sf 1/2 mile radius: 1.0 sp/1000 sf - 4.0 sp/1000 sf Other Uses: 1/4 mile radius: 25% reduction <sup>1</sup> 1/2 mile radius: 15% reduction <sup>1</sup> Further Shared Parking reductions allowed. <sup>2</sup>	Residential (Single-family): 1/4 mile radius: 1.00 sp/du - 1.75 sp/du 1/2 mile radius: 1.25 sp/du - 2.00 sp/du Residential (Multifamily): 1/4 mile radius: .8 sp/du - 1.5 sp/du 1/2 mile radius: 1.0 sp/du - 2.0 sp/du Commercial (Retail, Office) 1/4 mile radius: 1.75 sp/1000 sf - 2.5 sp/1000 sf 1/2 mile radius: 2.00 sp/1000 sf - 1.0 sp/1000 sf Other Uses: 1/4 mile radius: 25% reduction <sup>1</sup> 1/2 mile radius: 15% reduction <sup>1</sup> Further Shared Parking reductions allowed. <sup>2</sup>
Open Space Types	Park Size: 1 acre min. Greenways Size: Varies	Squares Size: 1/4 - 2 Acres Greens Size: 1 - 4 Acres	Plazas Size: 1/8 - 1 Acre Squares Size: 1/4 - 2 Acres Pocket Parks Size: 1/16 - 1/8 Acre

### Map 2.1 Riverdale Road (Beacon Heights) Zoning Template



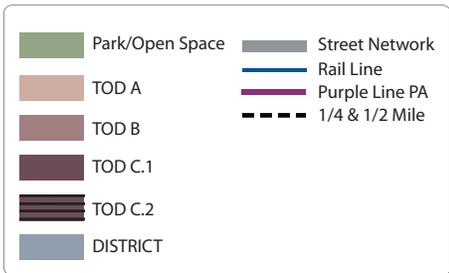
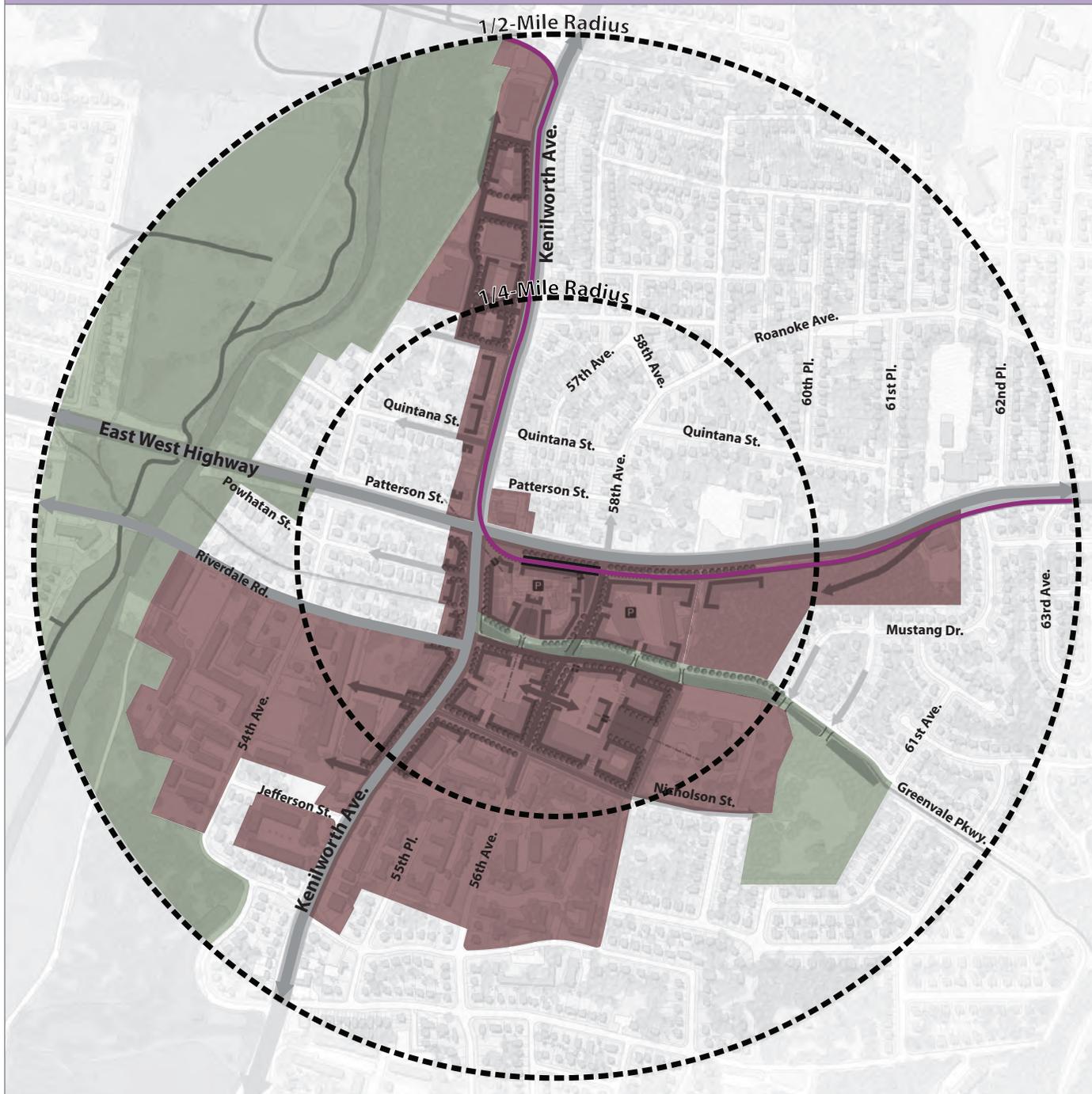
## Riverdale Park

Map 2.2 to the right represents the envisioned transit-oriented development surrounding the Riverdale Park station based on input from the community and Prince George’s County. The purpose of the diagram is to provide a template for future zoning revisions to achieve the envisioned redevelopment, mapping recommendations for appropriate building heights, setbacks, parking ratios, and similar specifications. With the proposed Riverdale Park station at the crossroads of Kenilworth Avenue and East-West Highway; the proximity to M Square; an existing mix of uses; and strong, supporting residential neighborhoods; the area is primed for TOD. However, the area needs a core built around this new transit hub. Focusing on new residential, community-serving retail, neighborhood-serving office, as well as some meaningful public open spaces near the station, will give the community a sense of place reflective of the cultural diversity and vibrancy of the surrounding neighborhoods.

The new four-block core area directly adjacent to and south of the proposed elevated station is targeted for significant mixed-use redevelopment with two- to five-story building heights. This core, along with other parcels reaching out north-south along Kenilworth Avenue and east along Riverdale Road are indicated as TOD B. While the secondary areas outside the four-block core may not reach five stories due to their proximity to the major thoroughfares and the continuation of the Purple Line route, TOD B is warranted. The proposed greenway that extends west through the core blocks as well as the existing parkland of the Anacostia Tributary Trail System are labeled as Park/Open Space areas.

TOD ZONES	Park/Open Space	TOD B
Uses	Cultural/Civic	Residential: Single-family attached (townhouses) Multifamily (apartments, condos) Employment: Commercial Office Commercial Retail (community serving, local-serving) Other Uses: Institutional, Cultural/Civic
Densities (du/acre); Intensities (FAR)	Not Applicable	8 - 75 du/acre 1.5 FAR min.
Building Heights	Not Applicable	2-Story min. 5-Story max.
Front Setbacks	Not Applicable	0'min.-10' max. (excepting Civic) Shallow front setbacks or none; buildings define the street wall
Frontage	Not Applicable	60% - 100%
Parking	Not Applicable	Residential (Single-family): 1/4 mile radius: 1.00 sp/du - 1.75 sp/du 1/2 mile radius: 1.25 sp/du - 2.00 sp/du Residential (Multifamily): 1/4 mile radius: .8 sp/du - 1.5 sp/du 1/2 mile radius: 1.0 sp/du - 2.0 sp/du Commercial (Retail, Office) 1/4 mile radius: 1.75 sp/1000 sf - 2.5 sp/1000 sf 1/2 mile radius: 2.00 sp/1000 sf - 1.0 sp/1000 sf Other Uses: 1/4 mile radius: 25% reduction <sup>1</sup> 1/2 mile radius: 15% reduction <sup>1</sup> Further Shared Parking reductions allowed. <sup>2</sup>
Open Space Types	Park Size: 1 acre min. Greenways Size: Varies	Plazas Size: 1/8 - 1 Acre Squares Size: 1/4 - 2 Acres Pocket Parks Size: 1/16 - 1/8 Acre

Map 2.2 Riverdale Park Zoning Template



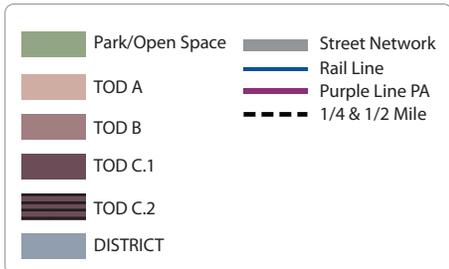
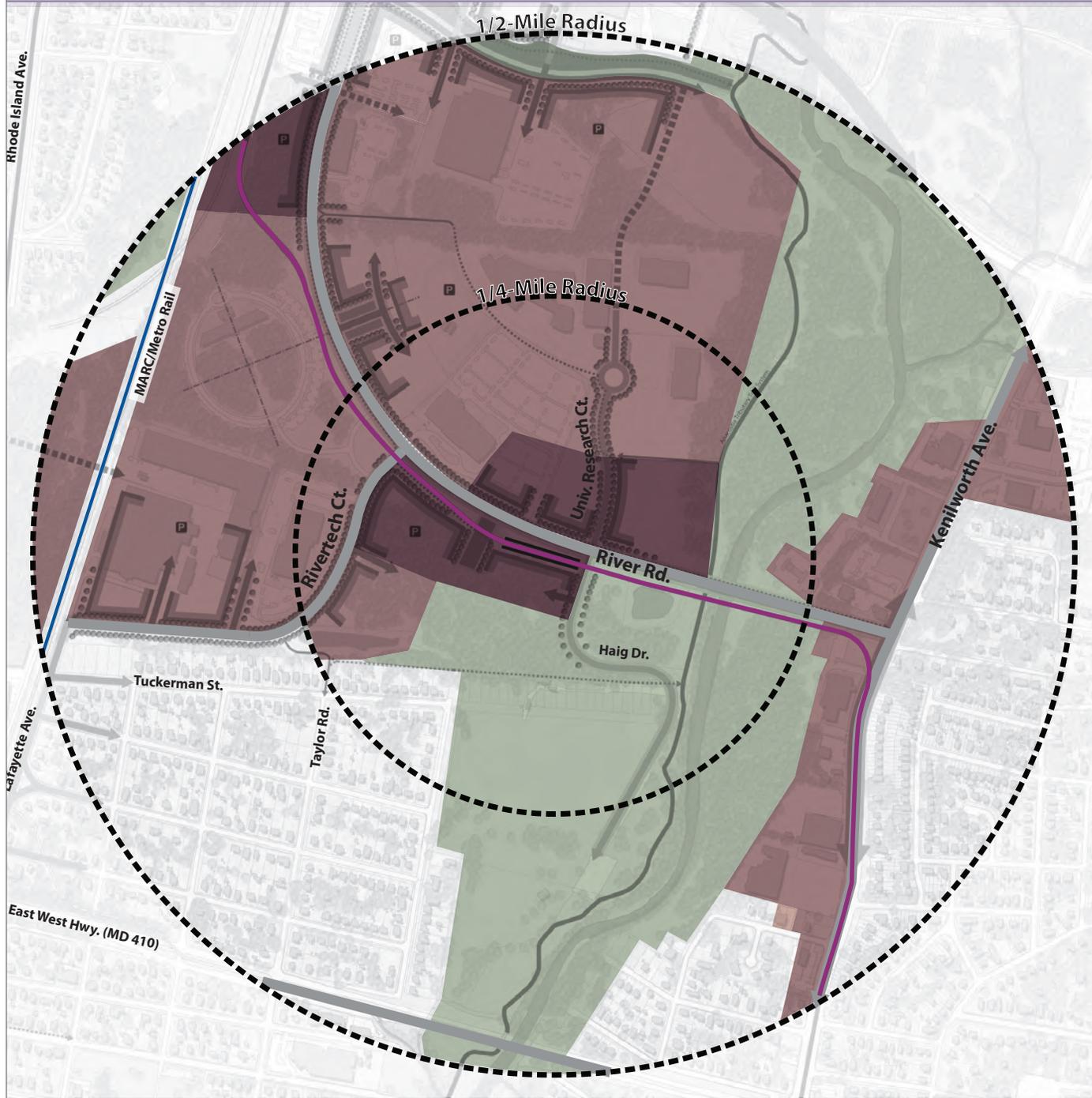
## M Square (River Road)

Map 2.3 to the right represents the envisioned transit-oriented development surrounding the M Square station based on input from the community and Prince George’s County. The purpose of the diagram is to provide a template for future zoning revisions to achieve the envisioned redevelopment, mapping recommendations for appropriate building heights, setbacks, parking ratios, and similar specifications. Given the proximity to the existing station hub of the Metro Green Line and the MARC Camden Line, along with the proposed Purple Line stops at College Park-UMD and M Square, the area is primed for more intensive redevelopment. While the majority of M Square is likely to remain a research park with office uses only, focusing on new mixed-use development at the new M Square station stop supports sustainable growth and aligns with the state’s Smart, Green & Growing initiative.

Redevelopment is concentrated within a five-minute walk (or quarter mile) of the stations. Directly adjacent to the M Square station, TOD C is indicated along either side of River Road as well as near the College Park-UMD Metro Station. To the north and west of the M Square station, along Rivertech Court and along the western side of Kenilworth Avenue, TOD Zone B is recommended. The proposed greenway and the existing parkland of the Anacostia Tributary Trail System are labeled as Park/Open Space areas.

TOD ZONES	Park/Open Space	TOD A	TOD B	TOD C
Uses	Cultural/Civic	Residential: Single-family detached (houses) Single-family attached (townhouses) Multifamily (apartments, condos) Employment: Commercial Office Commercial Retail (local-serving) Other Uses: Institutional, Cultural/Civic	Residential: Single-family attached (townhouses) Multifamily (apartments, condos) Employment: Commercial Office Commercial Retail (community serving, local-serving) Other Uses: Institutional, Cultural/Civic	Residential: Multifamily (apartments, condos) Employment: Commercial Office Commercial Retail (entertainment, community-serving) Other Uses: Institutional, Cultural/Civic
Densities (du/acre); Intensities (FAR)	Not Applicable	4 - 35 du/acre 1.0 FAR min.	8 - 75 du/acre 1.5 FAR min.	35 - 175 du/acre 1.0 FAR min.
Building Heights	Not Applicable	2-Story or 30’ min. 3-Story max.	2-Story min. 5-Story max.	TOD C.1 (4-Story min., 6-Story max.) TOD C.2 (5-Story min., 8-Story max.)
Front Setbacks	Not Applicable	5’ min.-20’ max. (excepting Civic) Shallow to medium front setbacks	0’min.-10’ max. (excepting Civic) Shallow front setbacks or none; buildings define the street wall	0’min.-10’ max. (excepting Civic) Shallow front setbacks or none; buildings define the street wall
Frontage	Not Applicable	50% - 80%	60% - 100%	80% - 100%
Parking	Not Applicable	Residential (Single-family): 1/4 mile radius: 1.00 sp/du - 2.00 sp/du 1/2 mile radius: 1.5 sp/du - 2.00 sp/du Residential (Multifamily): 1/4 mile radius: 1.00 sp/du - 1.75 sp/du 1/2 mile radius: 1.25 sp/du - 2.00 sp/du Commercial (Retail, Office) 1/4 mile radius: 2.5 sp/1000 sf - 1.5 sp/1000 sf 1/2 mile radius: 1.0 sp/1000 sf - 4.0 sp/1000 sf Other Uses: 1/4 mile radius: 25% reduction <sup>1</sup> 1/2 mile radius: 15% reduction <sup>1</sup> Further Shared Parking reductions allowed. <sup>2</sup>	Residential (Single-family): 1/4 mile radius: 1.00 sp/du - 1.75 sp/du 1/2 mile radius: 1.25 sp/du - 2.00 sp/du Residential (Multifamily): 1/4 mile radius: .8 sp/du - 1.5 sp/du 1/2 mile radius: 1.0 sp/du - 2.0 sp/du Commercial (Retail, Office) 1/4 mile radius: 1.75 sp/1000 sf - 2.5 sp/1000 sf 1/2 mile radius: 2.00 sp/1000 sf - 1.0 sp/1000 sf Other Uses: 1/4 mile radius: 25% reduction <sup>1</sup> 1/2 mile radius: 15% reduction <sup>1</sup> Further Shared Parking reductions allowed. <sup>2</sup>	Residential (Single-family): Not Applicable  Residential (Multifamily): 1/4 mile radius: .8 sp/du - 1.25 sp/du 1/2 mile radius: 1.00 sp/du - 1.75 sp/du Commercial (Retail, Office) 1/4 mile radius: 1.75 sp/1000 sf - 2.25 sp/1000 sf 1/2 mile radius: 2.00 sp/1000 sf - 2.75 sp/1000 sf Other Uses: 1/4 mile radius: 25% reduction <sup>1</sup> 1/2 mile radius: 15% reduction <sup>1</sup> Further Shared Parking reductions allowed. <sup>2</sup>
Open Space Types	Park Size: 1 acre min. Greenways Size: Varies	Squares Size: 1/4 - 2 Acres Greens Size: 1 - 4 Acres	Plazas Size: 1/8 - 1 Acre Squares Size: 1/4 - 2 Acres Pocket Parks Size: 1/16 - 1/8 Acre	Plazas Size: 1/8 - 1 Acre Squares Size: 1/4 - 2 Acres Pocket Parks Size: 1/16 - 1/8 Acre

### Map 2.3 M Square (River Road) Zoning Template



## College Park-UMD

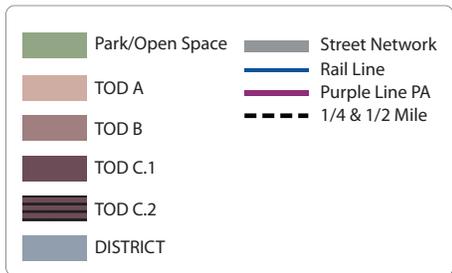
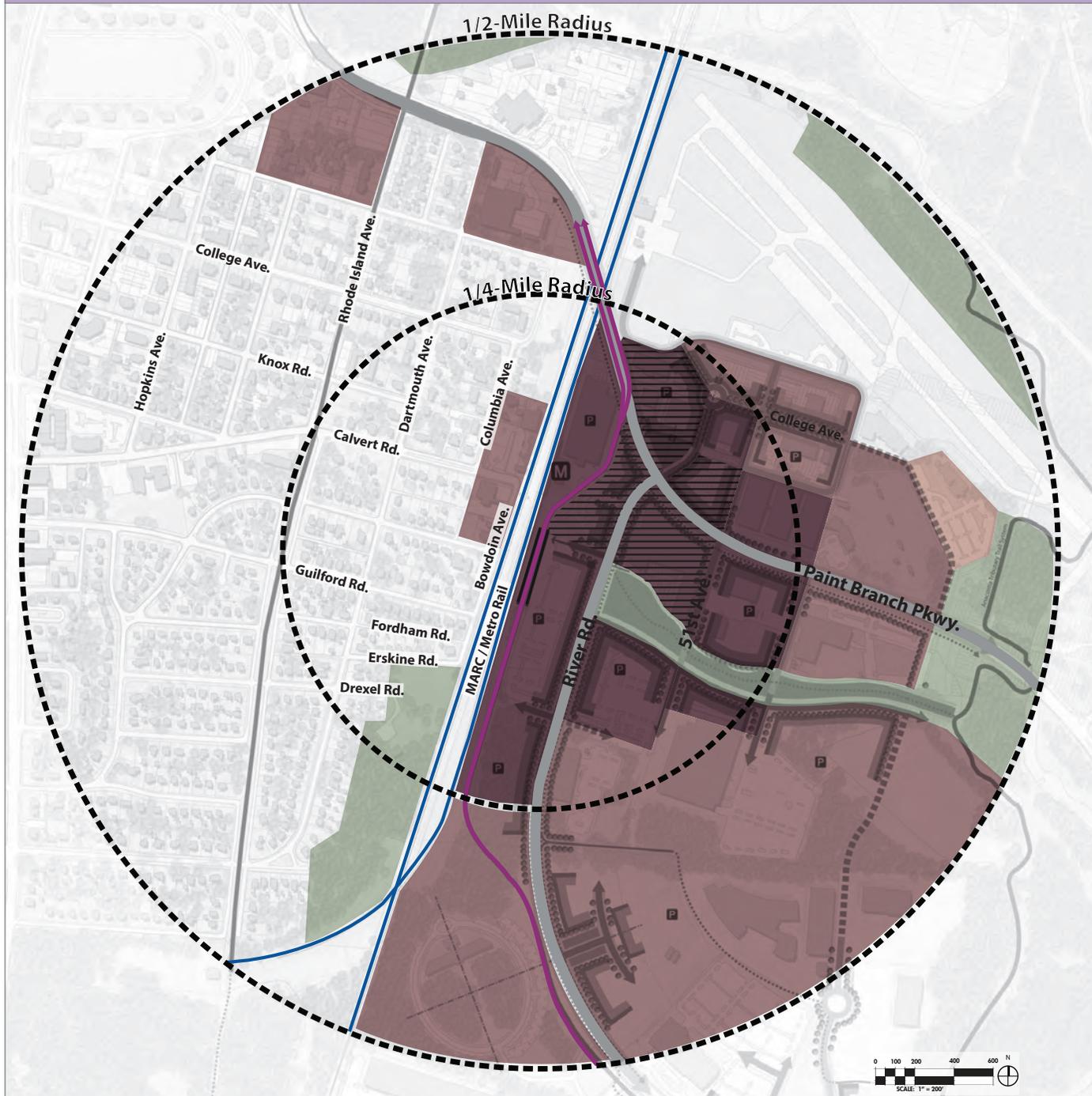
Map 2.4 to the right represents the envisioned transit-oriented development surrounding the College Park-UMD Metro Station based on input from the community and Prince George’s County. The purpose of the diagram is to provide a template for future zoning revisions to achieve the envisioned redevelopment, mapping recommendations for appropriate building heights, setbacks, parking ratios, and similar specifications. Given the established mixed-use character, the existing station hub of the Metro Green Line and the MARC Camden Line, along with the proposed Purple Line stop, the area is primed for more intensive redevelopment. Focusing development at the confluence of three rail lines and multiple bus routes supports sustainable growth and aligns with the state’s Smart, Green & Growing initiative.

Redevelopment is concentrated within a five-minute walk (or quarter mile) of the station and reduces in intensity further from the station. Directly adjacent to the station, TOD C is indicated, concentrated within the quarter-mile radius east of the rail lines. To note, TOD C.1 allows building heights to a maximum of six-stories; whereas TOD C.2 allows building heights to a maximum of eight-stories. From the quarter-mile to the half-mile radius, TOD B is indicated, stretching to the airport and the parkland to the north and east. Additionally, on the west side of the rail lines, small inclusions of TOD B lay near the existing residential in key areas adjacent to Paint Branch Parkway and the station. Near the airport, TOD A is indicated to limit the building height and provide appropriate transition to the parkland and the College Park Aviation Museum. The proposed greenway and existing parkland are labeled as Park/Open Space areas.

TOD ZONES	Park/Open Space	TOD A	TOD B	TOD C
Uses	Cultural/Civic	Residential: Single-family detached (houses) Single-family attached (townhouses) Multifamily (apartments, condos) Employment: Commercial Office Commercial Retail (local-serving) Other Uses: Institutional, Cultural/Civic	Residential: Single-family attached (townhouses) Multifamily (apartments, condos) Employment: Commercial Office Commercial Retail (community serving, local-serving) Other Uses: Institutional, Cultural/Civic	Residential: Multifamily (apartments, condos) Employment: Commercial Office Commercial Retail (entertainment, community-serving) Other Uses: Institutional, Cultural/Civic
Densities (du/acre); Intensities (FAR)	Not Applicable	4 - 35 du/acre 1.0 FAR min.	8 - 75 du/acre 1.5 FAR min.	35 - 175 du/acre 1.0 FAR min.
Building Heights	Not Applicable	2-Story or 30’ min. 3-Story max.	2-Story min. 5-Story max.	TOD C.1 (4-Story min., 6-Story max.) TOD C.2 (5-Story min., 8-Story max.)
Front Setbacks	Not Applicable	5’ min.-20’ max. (excepting Civic) Shallow to medium front setbacks	0’min.-10’ max. (excepting Civic) Shallow front setbacks or none; buildings define the street wall	0’min.-10’ max. (excepting Civic) Shallow front setbacks or none; buildings define the street wall
Frontage	Not Applicable	50% - 80%	60% - 100%	80% - 100%
Parking	Not Applicable	Residential (Single-family): 1/4 mile radius: 1.00 sp/du - 2.00 sp/du 1/2 mile radius: 1.5 sp/du - 2.00 sp/du Residential (Multifamily): 1/4 mile radius: 1.00 sp/du - 1.75 sp/du 1/2 mile radius: 1.25 sp/du - 2.00 sp/du Commercial (Retail, Office) 1/4 mile radius: 2.5 sp/1000 sf - 1.5 sp/1000 sf 1/2 mile radius: 1.0 sp/1000 sf - 4.0 sp/1000 sf Other Uses: 1/4 mile radius: 25% reduction <sup>1</sup> 1/2 mile radius: 15% reduction <sup>1</sup> Further Shared Parking reductions allowed. <sup>2</sup>	Residential (Single-family): 1/4 mile radius: 1.00 sp/du - 1.75 sp/du 1/2 mile radius: 1.25 sp/du - 2.00 sp/du Residential (Multifamily): 1/4 mile radius: .8 sp/du - 1.5 sp/du 1/2 mile radius: 1.0 sp/du - 2.0 sp/du Commercial (Retail, Office) 1/4 mile radius: 1.75 sp/1000 sf - 2.5 sp/1000 sf 1/2 mile radius: 2.00 sp/1000 sf - 1.0 sp/1000 sf Other Uses: 1/4 mile radius: 25% reduction <sup>1</sup> 1/2 mile radius: 15% reduction <sup>1</sup> Further Shared Parking reductions allowed. <sup>2</sup>	Residential (Single-family): Not Applicable  Residential (Multifamily): 1/4 mile radius: .8 sp/du - 1.25 sp/du 1/2 mile radius: 1.00 sp/du - 1.75 sp/du Commercial (Retail, Office) 1/4 mile radius: 1.75 sp/1000 sf - 2.25 sp/1000 sf 1/2 mile radius: 2.00 sp/1000 sf - 2.75 sp/1000 sf Other Uses: 1/4 mile radius: 25% reduction <sup>1</sup> 1/2 mile radius: 15% reduction <sup>1</sup> Further Shared Parking reductions allowed. <sup>2</sup>
Open Space Types	Park Size: 1 acre min. Greenways Size: Varies	Squares Size: 1/4 - 2 Acres Greens Size: 1 - 4 Acres	Plazas Size: 1/8 - 1 Acre Squares Size: 1/4 - 2 Acres Pocket Parks Size: 1/16 - 1/8 Acre	Plazas Size: 1/8 - 1 Acre Squares Size: 1/4 - 2 Acres Pocket Parks Size: 1/16 - 1/8 Acre

**TOD Zones Matrix—College Park-UMD**

### Map 2.4 College Park-UMD Zoning Template



## West Campus

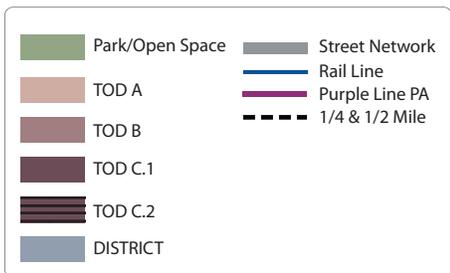
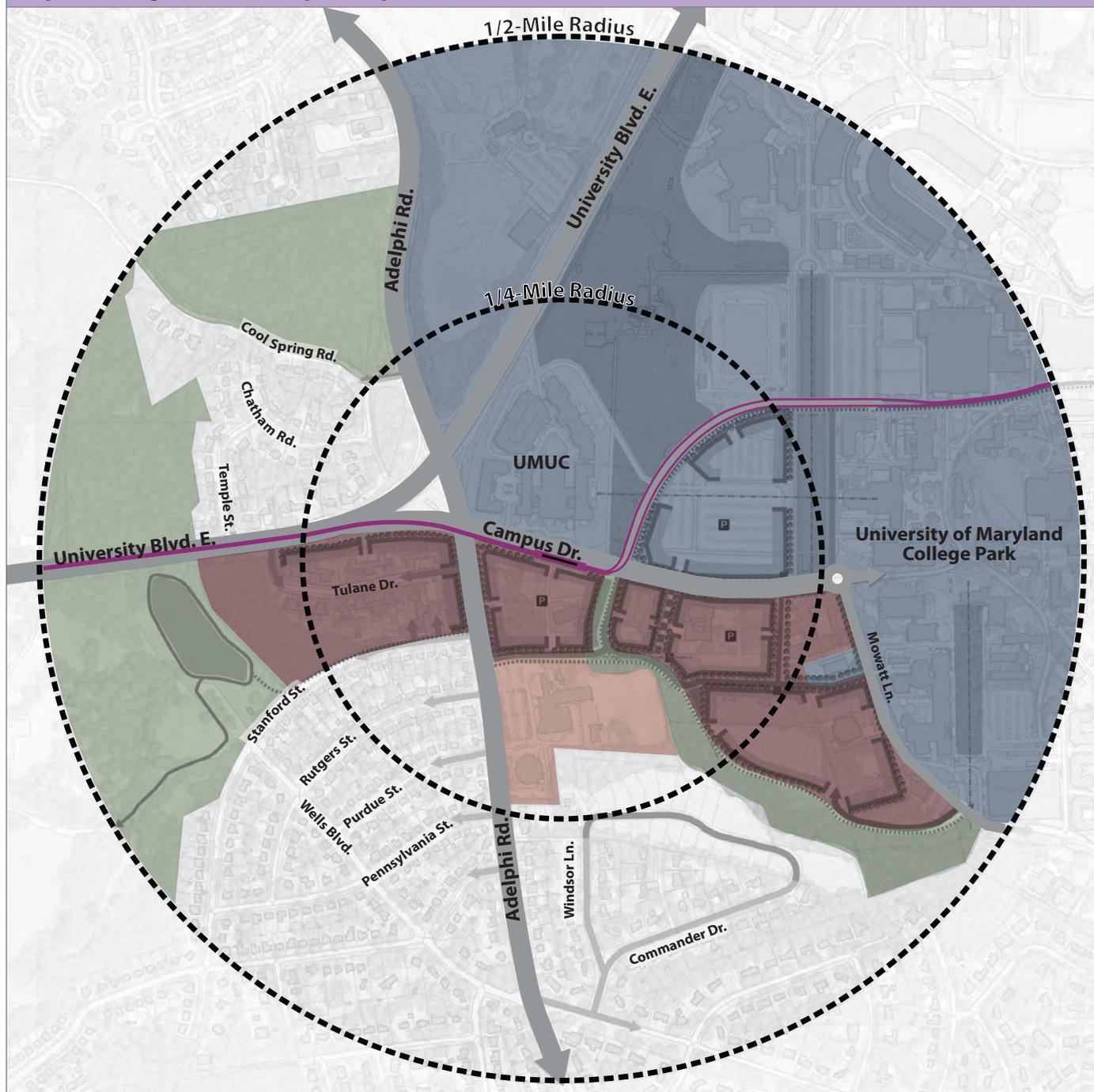
Map 2.5 to the right represents the envisioned transit-oriented development surrounding the West Campus station based on input from the community and Prince George’s County. The purpose of the diagram is to provide a template for future zoning revisions to achieve the envisioned redevelopment, mapping recommendations for appropriate building heights, setbacks, parking ratios, and similar specifications. With the University of Maryland located directly across the street and the arrival of the Purple Line, future mixed-use development should be focused near the proposed station stop along Campus Drive. In particular, predominantly residential development projects should concentrate their limited retail fronting Campus Drive to activate the streetscape. Importantly, this new station and the surrounding development will shape the western gateway to the university; efforts should be made to coordinate with the university’s master plan.

With the University of Maryland campus located in the half-mile radius, a large portion of the station area is considered a district. A district is an area consisting of primarily a single-use and may not be subject to municipal zoning regulations. In this case, the campus is an institution under the state’s jurisdiction. While governed by unique circumstance, future campus development should aim to line and activate Campus Drive, supporting the recent and future TOD development south of Campus Drive. In order to focus new development adjacent to the campus and the station stop, the area south of Campus Drive and University Boulevard East is indicated as TOD B with two- to five-story building heights. South of the TOD B blocks, the school property is indicated as TOD A to acknowledge the proximity to the station with reduced parking ratios. Several Park/Open Space areas are present in the station area, including the existing parkland around Turtle Creek Lake and the proposed Turtle Creek greenway.

TOD ZONES	Park/Open Space	TOD A	TOD B	District
Uses	Cultural/Civic	Residential: Single-family detached (houses) Single-family attached (townhouses) Multifamily (apartments, condos) Employment: Commercial Office Commercial Retail (local-serving) Other Uses: Institutional, Cultural/Civic	Residential: Single-family attached (townhouses) Multifamily (apartments, condos) Employment: Commercial Office Commercial Retail (community serving, local-serving) Other Uses: Institutional, Cultural/Civic	Primarily single-use; Office, Industrial, and Institutional
Densities (du/acre); Intensities (FAR)	Not Applicable	4 - 35 du/acre 1.0 FAR min.	8 - 75 du/acre 1.5 FAR min.	Not Applicable
Building Heights	Not Applicable	2-Story or 30’ min. 3-Story max.	2-Story min. 5-Story max.	Not Applicable
Front Setbacks	Not Applicable	5’ min.-20’ max. (excepting Civic) Shallow to medium front setbacks	0’ min.-10’ max. (excepting Civic) Shallow front setbacks or none; buildings define the street wall	0’ min.-20’ max.
Frontage	Not Applicable	50% - 80%	60% - 100%	Not Applicable
Parking	Not Applicable	Residential (Single-family): 1/4 mile radius: 1.00 sp/du - 2.00 sp/du 1/2 mile radius: 1.5 sp/du - 2.00 sp/du Residential (Multifamily): 1/4 mile radius: 1.00 sp/du - 1.75 sp/du 1/2 mile radius: 1.25 sp/du - 2.00 sp/du Commercial (Retail, Office) 1/4 mile radius: 2.5 sp/1000 sf - 1.5 sp/1000 sf 1/2 mile radius: 1.0 sp/1000 sf - 4.0 sp/1000 sf Other Uses: 1/4 mile radius: 25% reduction <sup>1</sup> 1/2 mile radius: 15% reduction <sup>1</sup> Further Shared Parking reductions allowed. <sup>2</sup>	Residential (Single-family): 1/4 mile radius: 1.00 sp/du - 1.75 sp/du 1/2 mile radius: 1.25 sp/du - 2.00 sp/du Residential (Multifamily): 1/4 mile radius: .8 sp/du - 1.5 sp/du 1/2 mile radius: 1.0 sp/du - 2.0 sp/du Commercial (Retail, Office) 1/4 mile radius: 1.75 sp/1000 sf - 2.5 sp/1000 sf 1/2 mile radius: 2.00 sp/1000 sf - 1.0 sp/1000 sf Other Uses: 1/4 mile radius: 25% reduction <sup>1</sup> 1/2 mile radius: 15% reduction <sup>1</sup> Further Shared Parking reductions allowed. <sup>2</sup>	Not Applicable
Open Space Types	Park Size: 1 acre min. Greenways Size: Varies	Squares Size: 1/4 - 2 Acres Greens Size: 1 - 4 Acres	Plazas Size: 1/8 - 1 Acre Squares Size: 1/4 - 2 Acres Pocket Parks Size: 1/16 - 1/8 Acre	Plazas Size: 1/8 - 1 Acre Greens Size: 1 - 4 Acres Park Size: 1 Acre min.

**TOD Zones Matrix—West Campus**

### Map 2.5 Zoning Plan West Campus Template





# 3. Implementation Strategies

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## Overview

The following section profiles implementation strategies and alternative funding sources for the existing and new commercial businesses and services along the proposed Purple Line. All strategies considered for this analysis will be reviewed and refined in coordination with the Prince George's County Economic Development Corporation.

## 3.1 Business Technical Assistance

Businesses from start-ups to established can benefit from technical assistance offered by government entities. Federal and state programs offer assistance to specific groups, varying based on industry sector, size, location, and age of the operations. These programs range extensively and are frequently matched with local programs and resources. The Prince George's County Economic Development Corporation (EDC) has a series of existing programs in place to retain existing businesses and attract new businesses to Prince George's County. The EDC offers business development and small-business assistance. This assistance ranges from technical help to direct financial assistance.

### Build Technical Capacity

In Prince George's County, the strength of the existing relationship among county staff and federal Service Corps of Retired Executives (SCORE) counselors provides a model for other communities. The U.S. Small Business Administration supports SCORE, the nonprofit association that provides education and technical assistance to small businesses throughout the country. These counselors work directly with Prince George's EDC staff to respond to individuals and parties interested in starting a new business in the county.

In Phoenix, Arizona, the construction of the Central Phoenix Light Rail Transit line stretched approximately 20 miles, impacting 3,500 businesses. Valley Metro (the transit agency) provided free analysis of individual businesses' strengths and weaknesses. The on-call consultants prepared detailed action plans for interested businesses. Along the Purple Line, existing business owners and operators uncertain about the reality of the proposed new light rail system may limit their investment and commitment to the communities they currently serve. During the planning phases, the business environment could erode with disinvestment. To combat these concerns, frequent communication, community leadership, and direct guidance to specific businesses should attempt to reduce the uncertainties and help businesses thrive.

Within Prince George's County, the University of Maryland at College Park is a key anchor institution with capacity to assist local businesses.

### Assist in Business Location and Relocation

Currently the EDC in Prince George's County provides assistance to those businesses searching for a business location or place to relocate within the county. The EDC staff accesses CoStar data, a national data provider of available commercial property, to provide site-specific information and details on rental rates, amenities and features for office, industrial, flex, research and development, and retail space. However, CoStar does not capture smaller office space with less than 5,000 square feet.

### Improve Communications and Interaction

Efforts to expand public engagement during large-scale infrastructure projects that spur redevelopment require a long-term commitment and dedicated staff. The communication should provide information on more than the infrastructure improvements to help expand the communities' understanding

and knowledge of existing government programs, both for technical and financial assistance.

In Seattle, the Office of Economic Development (OED) updated its approach to assisting existing and start-up businesses. Seattle created business advocates to interact with businesses and required documentation of interactions with tracking to both identify recurring problems and guarantee progress. According to the Seattle Jobs Plan 2011, the city helped an estimated 671 businesses since the program's implementation in 2009 and visited more than 1,200.

In Portland, the community outreach began by hiring local residents. These local residents offered bilingual outreach and involved both residents and business owners. The process incorporated regular door-to-door canvassing and telephone calls to keep business owners updated and involved. According to Tri-Met, only one business failed, as a direct result of construction-related disruptions, and three relocated. In Portland, the community relations staff and construction supervisors initiated daily contact in advance with businesses adjacent to construction to prepare business owners. In addition the 24 hour construction hotline with live operator allowed businesses to report after-hour issues with construction.<sup>1</sup>

In Phoenix, Valley Metro hired a business advocate with the sole purpose of communicating to businesses along the 20-mile corridor.

In Prince George's County, regular and frequent contact from an ombudsman would bridge the gap between state and county efforts.

### Promote Business Leadership and Partnership

The county should consider further support of local business associations to foster collaboration and interaction among area businesses. The Central Kenilworth Avenue Revitalization (CKAR) organization is one of the only business organizations along the proposed Purple Line corridor in Prince George's County. As a non-profit, CKAR could build its capacity to assist area businesses.

### Adjust Regulatory Environment

Typically the regulatory environment offers protection and guidelines for business owners but can create barriers that slow down the business process. Reviewing the current regulatory environment and delineating the steps and appropriate contacts at the different government levels could help to adjust the regulatory environment. Some jurisdictions offer expedited review of development plans and assign government staff to support businesses and coordinate across different agencies. These minor adjustments to the regulatory environment can greatly improve business operations.

The current regulatory environment may not provide sufficient incentives or may delay a business owner's ability to respond to dramatic changes in the business climate. Regulatory conditions initially intended to provide efficiency

<sup>1</sup> Collins, Reuben R., Light Rail Transit Construction Impact Mitigation Strategies: Case Studies and Recommendations for the Central Corridor, December 21, 2007.

and transparency can artificially prevent business adaptation during transition. Regulatory barriers could be as simple as increasing the speed of permit approval process so a business impacted by new infrastructure improvements may place a banner showing a detour to its entrance for customers.

## Support Immigrant Entrepreneurs

Most economic development officials suggest that the best economic results come from support of local business entrepreneurs. The immigrant population represents a segment of this market targeted for growth.

In New York City, the Mayor's three immigrant business initiatives highlight a new collaboration between the Department of Small Business Services and the EDC. These initiatives included a business expo, education programs, and a business plan competition for innovative strategies to assist immigrant entrepreneurs.<sup>2</sup>

## Maryland Sustainable Communities

While the federal government and local governments offer sustainable community designations, the State of Maryland first offered designation under the 2010 Sustainable Communities Act. The state targets communities in designated Base Realignment and Closure (BRAC) Zones and TODs. An interagency review panel, under the governor's smart growth subcommittee, reviews these five-year designations. Communities may renew their designation at the end of the five-year period. The state provides incentives targeted to these sustainable communities, including technical and financial assistance. Initially communities must apply for designation prior to applying for incentives. Recently the sustainable communities designation received an extension until the end of 2013 with underlying funding earmarked for incentives offered to participating communities.

In order to be eligible for the sustainable communities designation, a community needs to meet the specific criterion for a BRAC Zone or TOD area. Senate Bill 204 defined TOD as dense, mixed use, deliberately planned development with a half-mile of transit stations designated to increase transit use. Those communities along the proposed Purple Line in Prince George's County would certainly qualify under the state definition. In addition the Maryland Department of Housing and Community Development would support one application for the entire Purple Line Corridor with different strategies for the east and west section of the Purple Line. It should be noted that College Park has already applied for designation under the Sustainable Communities Program, and as such, the boundaries should be contiguous with the Purple Line. The state provides maps of the specific boundaries on its web site for reference.

The financial incentives offered to those accepted sustainable communities include all those programs under the previous neighborhoods and community legacy areas. A set of programs support existing and new business and include:

- **Neighborhood Business Works**—Loans offering both gap financing and subordinate financing for new or expanding small business and nonprofit organizations.
- **Maryland Department of Business & Economic Development Job Creation Tax Credit**—Offering \$1,000 to \$1,500 tax credits per new employee for businesses that create more than 25 new jobs.
- **Commercial Rehabilitation Tax Credit**—The State of Maryland's historical trust provides a 10-percent tax credit for rehabilitation of non-historic structures.

Local governments and Prince George's County may take advantage of additional programs under the Sustainable Community Program such as:

- **Community Legacy Program**—Gives funding to local governments and community development organizations to fund essential projects, including commercial revitalization, homeownership expansion, business retention and attraction.
- **Maryland Department of Transportation Sidewalk Retrofit Program**—For projects in sustainable community areas provides 100 percent of the cost to replace sidewalks along state highways (Maryland US Routes, other than expressways).

## 3.2 Business Financial Assistance

The EDC has a series of existing programs in place to retain and attract new businesses to Prince George's County. The EDC offers business development and small business assistance through a variety of funding sources.

### Economic Development Incentive Fund

The county recently created a new Economic Development Incentive (EDI) Fund to spur further private investment in Prince George's County. The \$50 million multiyear commitment from the county provides a flexible source of capital. The EDI Fund allows applicants to use the funds for acquisition, construction, renovation, relocation, working capital, and training. The flexibility of this fund coupled with the quick approval process (projected at 90 days) focuses funding on TOD and Inner-Beltway communities.

### Revitalization Area Tax Credit

Prince George's County offers a five-year tax credit for properties within designated revitalization areas, primarily inner-Beltway communities. The tax credit provides full abatement (100 percent) on the increase in taxes resulting from improvement to the property in the first year. The credit steps down over the five-year period by 20 percent annually. Additional publicity about this tax credit and other programs geared for the inner-Beltway communities could expand participation.

### Façade Improvement Grants or Loans

Typically used along "main streets," these financial incentives provide assistance with upgrades to a business exterior. The options include low-interest loans and direct-matching grants, allowing the business owner to

<sup>2</sup> McConnell, J. Katie; McFarland, Christiana; Common, Brett [Supporting Entrepreneurs and Small Business: A Tool Kit for Local Leaders](#), p 19.

select the improvement and pay for a portion of the total costs. In general business owners often upgrade signage, building windows, awnings, and siding with a total cost of less than \$40,000. For a more dramatic impact, some jurisdictions offer free architectural assistance to these businesses first to help guide the exterior improvements along a corridor or street. To be successful, these types of programs need only minimal underwriting requirements, alternatives for business owners with absentee landlords (such as a waiver for participation in the program) and favorable rates.

## Small Business and Low-Interest Loans

Prince George's County offers assistance to small businesses and low-interest loans to businesses throughout the county. These programs offer assistance for business upgrades and expansion, equipment purchases, and other capital investments. Typically the loans reflect a below-market interest rate with less stringent underwriting than required by private lenders.

## 3.3 Mitigation of Construction-Related Impacts

### Purple Line Business Advocate

The MTA and county agencies may assign staff to serve as Purple Line business advocates. These advocates would require authorization to respond directly to local stakeholder concerns and be offered sufficient support. The function of these advocates would include serving as the central point of contact for local businesses situated along the planned light rail transit alignment. These advocates may offer marketing and coordination support for the businesses during the construction of the Purple Line and serve as a direct conduit to local, county, and state business assistance programs.

### Business Interruption Grants

Many jurisdictions use forgivable or conditional loan programs to offer grants to businesses located in construction zones for major infrastructure improvements. In Minnesota, both St. Paul and Minneapolis offer forgivable loans during the construction of the Central Corridor Light Rail Transit Line. These forgivable loans offer assistance to cover basic business expenses for those business impacted by new infrastructure projects. The program targets small business with less than \$2 million in annual gross sales with loans of up to \$20,000. Businesses must demonstrate a loss of revenue, and the loans are forgiven over a five-year period as long as the business stays at the current location. Since the program is based on the premise of businesses suffering due to construction, applicants may apply 60 days after construction begins. These programs often reduce the number of businesses that close as a result of construction interruption to basic business operations.

### Construction Parking Strategies

During the construction of new infrastructure investments, the change in traffic patterns and barricades make access to traditional parking in

front of retail stories challenging. While arrangements may be made for employee parking, customers often need immediately visible parking alternatives. For those auto-dependent businesses with a significant customer base consisting of drive-by traffic, construction projects can make it difficult for customers to access the business. Often jurisdictions provide additional temporary signage for shared parking locations or change current parking restrictions during construction to alleviate the problem. Direct communication with business owners to understand the number of customers and peak time of day for these customers can also provide solutions and remedies by adjusting construction schedules to protect business owners' busiest times.

### Signage and Wayfinding

Construction of new infrastructure, especially the creation of light rail operations that run along existing thoroughfares, creates new traffic patterns for automobiles and pedestrians. Often times, entrances to parking lots may be blocked and/or on-street parking may be temporarily removed. Barricades and staging areas for construction equipment can block business entrances and signage and generally discourage customers from accessing local businesses.

Funding new signage, including "business open" signs, helps to mitigate these problems by helping customers access the business. In addition to adding more signage, some jurisdictions reduce temporary-sign regulations, offering businesses the opportunity to post banners or other temporary signs that give customers more information about access and operations during construction.

### Customer Loyalty Programs

The burden of construction for a new light rail project can be difficult for customers who must navigate a challenging pedestrian and automobile experience. In order to maintain business sales, many jurisdictions offer customer loyalty programs, providing financial incentives for current customers to continue to patronize the business during construction.

### Temporary Public Art

While construction detracts from the business environment, public art provides a welcome attraction for residents and potential business customers. To minimize the impact of construction, local jurisdictions place temporary public art along construction barriers or to shield staging areas. These efforts support community pride and provide a new focal point during construction.

In Seattle, the wall surrounding the construction site of the Capitol Hill station ranged from 8 to 24 feet high and needed to be maintained for six years during construction. While different than a corridorwide street improvement, this transit project changed the nature of the pedestrian environment. To help reduce this impact, the community and local artists designed graphics for the wall exterior.<sup>3</sup>

<sup>3</sup> Sound Transit, "Capitol Hill Station Construction". <http://projects.soundtransit.org/Projects-Home/University-Link/Capitol-Hill-Station.xml>

## 3.4 Residential Implementation Strategies

The following section profiles implementation strategies and alternative funding sources for the residential community, focusing on the issues of affordable housing.

### Residential Advocate

Along the Purple Line specific station area, communities struggle with more foreclosures or distressed sales compared to other communities in Prince George's County. During 2011, almost one in five sales represented distressed activity (including short-sales or foreclosure properties) in zip code 20737. In April, Governor Martin O'Malley passed new legislation on foreclosure prevention measures, which included a measure to help struggling homeowners before they lose their home. The new law creates a statewide database of foreclosed properties to help localities keep track of the inventory and contacts. The statewide registry will also capture the amount of time following each step in the foreclosure process and help communities struggling with vacant properties. Finally, the new law provides a tax credit for potential homeowners as an incentive for purchasing foreclosed properties in targeted communities.<sup>4</sup>

### Outreach to Property Owners

Area residents and community leaders need to reach out to the owners of vacant properties, ideally as soon as they purchase a property in the neighborhood. That contact should include discussion of the community's expectations of property owners; county codes that apply to vacant properties; the owner's plans and concerns; the community's continued scrutiny; and an invitation to join with the community in enforcing property standards.

Many communities conduct landlord training classes to help new landlords and property managers learn how to screen tenants, deal with problem tenants, and prevent drug and other problems. Buffalo's Crime Free Rental Housing Program couples training with a survey of the property by a police officer and a landlord commitment to take action. One useful training handbook is available at [www.cdri.com/library/LTPNat4\\_1.pdf](http://www.cdri.com/library/LTPNat4_1.pdf).

It is also important to provide incentives to behave responsibly. Utah reduces its rental housing fees through the "good landlord program" if the landlords carry out specified actions. Other incentives for good landlords include greater access to available properties, expedited eviction of problem tenants, free safety inspections, free or subsidized security/safety equipment (e.g., smoke detectors), property improvement loans or grants, and improved access to Police and City officials.

### Vacant Structures

Chicago requires owners of vacant properties to post a sign with their contact information. New Haven (CT) property owners, primarily banks and institutions, must register foreclosed properties or face fines of \$250 per day. Allentown (PA) requires local agents to register and assigns them the same legal responsibilities as the owners.

In addressing this scourge, the community has been hindered by lack of information as to who owns each unit. It can take several months for the lenders to sort through who holds title to the vacant houses. Then, following foreclosure, many units were purchased by investors who hid behind corporate identities. The City of Atlanta has adopted legislation that requires owners of all vacant properties to register. Several communities charge penalties of 10 to 20 percent per month for unpaid registration fees. A state requirement that mortgage services register and provide specific contact information also could help to identify responsible parties.

The amount of the registration fees can be used to discourage holding units vacant. Wilmington (DE) assesses fees tied to the number of years a building has been vacant \$500 for one year; \$1,000 for two years; \$2,000 for three to four years; \$3,500 for five to nine years; and \$5,000 for 10 years plus \$500 for each additional year, regardless of changes in ownership. This helped Wilmington reduce the number of vacant houses by 22 percent from 2003 to 2007.

San Diego (CA) requires an action plan for returning vacant units to status allowing occupancy, including a maintenance plan during vacancy and a schedule for rehabilitation or demolition. The city charges fines up to \$1,000 and/or six months in jail for failing to register, file a reuse plan, or follow the property maintenance standards.

### Code Enforcement

Enforcing building and housing codes is a key tool for cleaning up the neighborhood. The County Code requires maintenance of houses in habitable condition. Properties must be maintained, the grass cut, and vacant structures secured against entry. Property owners who fail to maintain their properties are fined. The county has the authority to maintain or repair the property, charge the property owner, and/or put a lien on the property. Concentrated code enforcement can be effective, particularly when coupled with incentives and forgivable loans for rehab by current owners and cooperative landlords.

Baltimore's Vacants to Value Initiative has new authority to issue \$900 citations, targeting 1,000 vacant buildings. A new public/private partnership has code enforcement attorneys working with committed, capitalized developers. Every owner of a vacant property must rehab it or sell to someone who can. The city invests in infrastructure and maintenance, clearing vacant buildings and land banking in the most severely distressed areas.

<sup>4</sup>Community Review: the official blog of the Maryland Department of Housing and Community Development, Governor O'Malley Signs Foreclosure Prevention Measures Establishing Early Mediation and Foreclosed Property Database .

## Clean It or Lien It

One of the most common tools is local government action to correct the code violations by putting a lien on the property to recover the cost. A problem arises, however, when the lien takes a secondary position behind the mortgage, meaning that the proceeds from sale are used first to pay the mortgage. Raleigh's Probationary Rental Occupancy Permit charges fees for landlords with repeated, multiple violations. An owner who has violated codes and failed to repair the property pays \$500 per year and must attend a property management court.

One remedy is to legislate "super priority" for nuisance abatement liens. This means that along with unpaid property taxes, the cost of cleaning up and securing the property would be paid first from any proceeds from sale.

Pennsylvania requires purchasers of a building with substantial code violations to bring it into compliance within one year. If not, the owner is personally liable for maintenance, repair, and/or demolition costs as well as a fine of \$1,000 to \$10,000.

## 3.5 Federal Affordable Housing Tools

The federal government plays a major financial role in affordable housing through its many programs. The following list includes the most prominent federal programs for affordable housing:

- Low-Income Housing Tax Credits (LIHTC) that offset up to 60 percent of the costs of developing affordable housing with federal income tax credits.
- HOME Investment Partnership that helps to fund transitional housing acquisition, rehabilitation, construction, and tenant-based rental assistance.
- Community Development Block Grant (CDBG) funds granted to the county to fund housing and services for low- and moderate-income residents at the county's discretion.
- Historic Tax Credits that provide an offset to federal income taxes in exchange for qualified rehabilitation of designated historic properties.

These resources are, of course, limited by statewide caps on the value of credits and formulae for distributing funding across the United States. In particular the capacity and mere existence of many federal programs rely on support from the U.S. Congress. Changes to the political will may result in the loss of these programs or significant reduction in funding capacity. Recently, the federal government has reviewed the potential for significant budget cuts to the Department of Housing and Urban Development's Community Development Fund, which includes CDBG.

### Low-Income Housing Tax Credits

The LIHTC is based on Section 42 of the Internal Revenue Code and provides a credit against tax liability or a dollar-for-dollar reduction in the amount of

taxes paid as an incentive for investment in the construction or rehabilitation of affordable housing. Projects financed with the issuance of tax-exempt bonds qualify for an automatic four-percent tax credit allocation.

After a project has been awarded tax credits, the owner or developer usually hires a broker or syndicator to market the credits. The credits are sold to investors on the basis of their current value. Investors in tax credit projects can use the credits to reduce their federal income taxes, dollar for dollar, each year for 10 years.

In addition to these programs, the federal HOME Investment Partnership and funds from the CDBG may be viable sources of additional financial support for proposed redevelopment along the Purple Line.

## 3.6 Expanded State/Local Affordable Housing Tools

In addition to the funding alternatives mentioned previously, there are a variety of programs that may assist in offsetting the public investment.

### Dedicated New Taxes for Affordable Housing

The creation of a new property tax for affordable housing within a specific district or countywide could generate additional funds to support the creation of affordable housing. This alternative could be combined with other tools as the funding source.

Once created a new tax stream could be used to finance municipal bonds. Municipal bonds that are backed by the full faith and credit of Prince George's County require voter approval to fund investment as the general fund securitizes the bonds. It should be noted that Prince George's County has a series of funding priorities with which affordable housing would be competitive and as such access to use general obligation bonds may be unlikely. Also, the 1978 Tax Reform Initiative by Marylanders (TRIM) tax policy created a tax cap or limit on the amount of tax revenue generated. In Prince George's County, the current TRIM policies prevent the county from increasing tax revenue.

### Inclusionary Zoning—Bonus Density

The State of Maryland allows for the adoption of inclusionary zoning policies that offer an increase in the total developable square feet (or bonus density) for development that incorporates affordable housing. Throughout Maryland many local jurisdictions have adopted inclusionary policies that tie the construction of new market-rate residential units to creation and inclusion of affordable units. Price points and specifics vary considerably, allowing for low-income to moderately-priced dwelling units to meet the criteria of each jurisdiction's programs.

### Pooled Investment Fund

Many municipalities and jurisdictions search for additional funds and seek to leverage a larger pool of foundation and private lender capital. Denver, San Francisco, and other localities use a commitment of local public funds to

fund the most risky portion of affordable housing development. If a project's cash flow is not sufficient to repay the total loan, it is the city's loan that is not repaid. Foundations provide additional funding that is at risk of not being repaid if the shortfall exceeds the city's share of the fund. This reduces the risk to cooperating private lenders who are assured that their loans will be repaid in full. This tool would be combined with other tools to acquire and make available sites for preservation or creation of affordable housing at a reduced cost.

In New York City, the Affordable Housing Acquisition Loan Fund provides loans for property acquisition and other construction costs associated with the preservation or creation of affordable housing units. The fund, established in 2006, typically takes the guarantee position or a larger amount of senior debt and offers a rate of return between seven to eight percent. Community Development Financial Institutions underwrite, originate, and service the loans associated with the fund, including Corporation for Supportive Housing, Enterprise Community Loan Fund, Local Initiatives Support Corporation, Low Income Investment Fund and the New York City Housing Development Corporation. These loans range from \$400,000 to \$7.5 million with a short term of up to three years for 100-percent-affordable or mixed-use development projects by non-profit or for-profit developers.

Montgomery County is considering the creation of a Revolving Equity Fund that takes a portion of the existing county's Housing Initiatives Fund (HIF) to leverage long-term taxable bonds through an initial capital infusion. Building on this initial funding, the larger pool of funds from private investors (banks, insurance funds, major employers, etc.) would be able to access a greater amount of taxable revenue bonds. The fund would offer the raised capital as one source of equity for affordable housing development projects in partnership with the private sector real estate development community. As an equity member of the real estate transaction, the fund would retain a residual ownership interest and the benefit of any returns on the investment. Additionally the fund may provide credit enhancement by committing a portion of the county's HIF fund for repayment.

Enterprise Foundation is currently seeking support for its regional Green Preservation of Affordable Transit-Oriented Housing initiative to acquire existing apartment buildings near transit stations and preserve them as long-term affordable housing. Its first investments have been in Southeast Washington, D.C.

## Philanthropic Funding

Small to large foundations provide financial support for development of affordable housing as a mission-driven investment or a response to request. The variety of foundation funds and opportunities range from monies available for local governments to expand capacity or study affordable housing issues/policies (such as the Center for Housing Policy's grants) to specific grants for developers or builders (which include the Home Depot Affordable Housing Built Responsible Grant and Wells Fargo Housing Foundation grants).

Many of the private foundation funds provide direct assistance to improve homeownership opportunities.

## 3.7 Redevelopment Funding Alternatives

There is clearly a need to obtain private sector investment, as public sources become scarce. The following list of public sector sources represents a first cut at sharing the high cost of redevelopment across agencies. Many of these funding sources help leverage private sector investment to offset public sector outlays. The mixed-finance approach to redevelopment, particularly in low-income communities with new transit access, emphasizes the formation of new public and private partnerships to ensure long-term project sustainability.

The redevelopment opportunities along Purple Line require both public and private investment during different phases of development depending on market conditions and current land ownership interests. The following list of development funding sources recommends leveraging several public sector programs including New Market Tax Credits, Historic Tax Credits, Green Communities, Tax Increment Financing (TIF), State Infrastructure Banks, Special Benefit Districts and direct Development Impact Fees.

### New Markets Tax Credits

New Markets Tax Credits provide equity through Community Development Entities (CDE) to assist financing of commercial development projects in low-income communities. Similar to LIHTCs tax benefits offered by the New Markets Tax Credit attract investors willing to make an equity investment in a CDE. The annual dollar volume of New Markets Tax Credits allocated by the U.S. government is capped, creating a competitive process for receiving the allocation of credits during each annual funding round. Mixed-use developments can qualify as long as more than 20 percent of the gross revenue in the seven-year compliance period comes from commercial rents.

The most common model used by non-profits for New Markets Tax Credits allows up to 95 percent of a project's cost to be financed with favorable debt coverage ratios as low as 1.1 times net operating income and interest-only loans at rates as low as three percent. Loans can also be structured so that debt service is tied to available cash flow. An essential requirement for New Markets Tax Credit derived financing is that it must involve debt (unlike other tax credit programs) in order to meet Internal Revenue Service requirements. In addition to this requirement, New Markets Tax Credits may not be combined with Low-Income Housing Tax Credits.

It is likely that area CDEs with outstanding allocation for New Market Tax Credits would find the Purple Line opportunity sites attractive for investment given sound development plans.

## Enterprise Community Investment Alternatives

Enterprise's Multifamily Mortgage Finance business merged with Bellwether Real Estate Capital in May 2012 and continues to offer access to institutional investors from Fannie Mae and Freddie Mac to a range of institutional investors, including life insurance companies, pension funds, and commercial banks. These different entities offer loans for acquisition, refinancing, new construction, rehabilitation, long-term permanent, and non-recourse financing for commercial and residential properties for both nonprofit and for-profit developers. The communities along the proposed Purple Line meet many of the criteria and could compete for the funding available through Enterprise.

### Enterprise— Green Communities Initiative

The Enterprise Community Loan Fund offers additional financial resources for “green” developments. The Green Communities Initiative provides funding for redevelopment of existing residential developments for both planning and construction. Planning funds may be used for architectural work, engineering, site surveys, energy use studies and environmental reviews. Construction funds may be applied to green construction items, including green materials and energy-efficient appliances. Any community-based housing developer may apply for these funds and receive up to \$3 million at 6.5-percent for up to 36 months. These funds require that rental housing projects serve households with incomes at or below 60 percent of the area median income. For homeownership units, households with incomes at or below 80 percent of area median income are eligible for assistance. As a competitive process, it is important that projects meet green standards set out by the Enterprise Foundation. Fortunately, the development along the Purple Line in both Riverdale Park and Beacon Heights qualifies based on its location, the community served, and potential to impact the greater community by improving energy efficiency.

Green Communities provides resources for developers and communities to build well-located green affordable homes. Enterprise's TOD work includes financing, research and policy advocacy with charrette grants, sustainable training grants, and offset funding alternatives. The offset funding alternative allows developers to build green housing and offset a community's current carbon footprint. This type of alternative funding program helps to value the more environmentally friendly building options and incentivize a more green redevelopment effort.

### Historic Tax Credits

Historic Tax Credits can be from the federal and state government in support of the renovation and maintenance of important historic structures. The federal program requires meeting the Department of the Interior's standards for historic rehab. The tax credit helps to fill the gap for the high cost of renovating a historic structure. The Maryland Sustainable Communities Rehabilitation Tax Credit Program provides state tax credits based on the amount of qualified costs. As previously mentioned, a 10-percent credit exists for non-historic

commercial structures. For historic structures of commercial buildings, the 20 percent credit is expanded to 25 percent for certified Leadership in Energy and Environmental Design Gold or higher buildings.

### Tax Increment Financing

The use of TIF is particularly appropriate for projects with high infrastructure costs or projects that create significant public benefit; this funding source is recommended as a primary method to support infrastructure (sidewalks, trail improvements, curb, and gutter) associated with the proposed Purple Line but not included in the state costs. TIF devotes incremental tax revenues generated by property value increases to fund infrastructure and other public improvements needed to support the development. It most often involves real property tax revenues generated by increases in assessed property values. The concept involves using tax revenues that otherwise would not be generated to pay for public infrastructure and other costs to facilitate redevelopment. Tax revenues generated by the value of existing property or properties at the time a TIF district is established continue to flow to the jurisdiction's general fund. During the life of the TIF, the local tax revenues generated by the increase in property values are deposited in a special fund to finance public infrastructure and other specified uses. Any incremental revenues not needed for debt service revert to the jurisdiction. When all bonds have been repaid, the jurisdiction then receives all of the property tax revenues generated by the redevelopment as part of regular taxes. While the TIF is in place, the jurisdiction benefits from other increased tax and fee revenues not subject to TIF, including income, personal property, utility and hotel taxes as well as permit and other fees. Maryland law allows the county to devote additional local taxes to the TIF in TODs at the county's discretion.

### Special Benefits Districts

Special benefits districts involve the creation of a district to tax affected properties that benefit from a public infrastructure improvement. Such districts are used commonly to fund sewer extensions. While these types of districts typically require approval by a large majority of property owners, the focus on specific improvements expected to enhance property values makes consensus building more feasible. Private property owners in the District of Columbia's NoMa neighborhood agreed to create a special assessment district, taxing themselves to raise \$25 million for construction of the New York Avenue Metro Station on Metro's Red Line.

In Massachusetts, special assessment bond legislation, created in 2007, broadened the power of a local area to create its own local improvement district (LID). Under the new legislation, private businesses and land owners could create their own district with 80-percent support from property owners, and Mass Development (the state's economic development arm) would issue bonds for infrastructure on behalf of the newly formed LID.

In 2007, the City of Berkeley, California, created a special assessment district that allowed privately placed debt of property owners to finance energy efficiency improvements as a property tax. In 2009, Boulder County allowed the use of special assessment bonds to finance energy improvements with

a mixture of tax-exempt and taxable bonds. Those property owners located within the special benefits district could receive loans for qualifying clean energy projects that would be repaid through a special assessment that remains with the property. This is the first national example of a public debt issuance for local energy improvements.

The Boulder County example provides an interesting option for Prince George's County to consider for Riverdale Park and surrounding areas. The town does not have the financial capacity or staff capable of underwriting tax-exempt bonds. As in Berkeley and Boulder County, Prince George's County could structure a more creative special assessment for Riverdale Park and the surrounding area that would allow the county to group major public investments into a single bond issuance funded by a new tax on the cities' and towns' property owners and/or those properties within one-half mile of the proposed Purple Line.

## Developer Impact Fees

Impact fees are fees charged to new development to fund public costs resulting from that development. In Maryland, a municipality can only impose an impact fee as part of a regulatory measure, typically during the approval process for new development. This permission falls under Article 23A, §2(b)(33)(ii) of the Maryland Annotated Code. There must be an adequate nexus between the charge imposed and the cost of the services. Maryland's current law further requires that revenue must be appropriately earmarked to make certain it directly benefits the new development. Recent case history in 2004 further outlined the ability to use impact fees, allowing the City of Taneytown to impose fees for police and fire protection services. The enabling legislation for impact fees does exist for Prince George's County, but the amount of these fees does not pay for all recommended county infrastructure improvements. Currently Prince George's County, impact fees/surcharges are \$21,615 per new single-family residential dwelling unit for schools, public safety, and roads. Along the proposed Purple Line, development prospects consist primarily of redevelopment with limited opportunities for major new developments. This limits the potential funds generated via impact fees under the current program structure and therefore should not be relied on as a source of new funding for the necessary infrastructure upgrades associated with redevelopment.

## 4. Next Step



## Next Steps

Critical to the success of new TOD at the proposed Purple Line Stations is the alignment of public policy with the envisioned station area plans. A first step in this process is revising the current zoning to support the community-endorsed

vision for TOD. The zoning template in this report may be applied as an overlay to existing zoning regulations or may replace the existing zoning regulations for the station areas. The first of these rezoning efforts is planned for the M Square and College Park-UMD station areas as described below.

Similar efforts are required for the three remaining stations: Riverdale Road (Beacon Heights), Riverdale Park, and West Campus. The county can facilitate the implementation strategies noted in this report by targeting the station areas for technical and financial assistance to retain existing businesses, attract new businesses, and by aligning and coordinating with state and federal programs. Additionally, continued coordination between Prince George's County and MTA through the final engineering of the Purple Line route and station locations is required to ensure the proper multimodal streetscape character and station amenities.

### **Update of the 1997 College Park-Riverdale Transit District Development Plan**

Building on the Purple Line TOD Study land use, infrastructure, and zoning recommendations documented in this report, the Prince George's County Planning Department will initiate an update of the 1997 College Park-Riverdale Transit District Development Plan as part of its 2013 work program. Zoning revisions should allow more intensive development near the transit stops by increasing areas of mixed-use development and building heights and reducing setbacks, parking ratios, etc.

